

Logo Usage Guidelines

The Happiest Minds logo is one of our most valuable brand assets. It represents our identity as an AI First, Agile Always, People-centric, and purpose-driven technology company. Consistent and correct usage ensures that we communicate our brand clearly, confidently, and cohesively across all touchpoints. The following guidelines describe how the logo should be used to preserve its integrity and impact.

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The Logo

Our logo is designed in the ratio of 4.5:1, width to height. The logo is in three variants: Color, Full Black, and Full White. Please use the files depending on the use, RGB files for digital and CMYK files for print.

The Breathing Space

Breathing space refers to the minimum amount of empty area that must surround a logo to keep it visually clear and uncluttered. This space ensures the logo remains prominent, readable, and free from competing text or graphics. No other elements should enter this protected zone. Maintaining consistent breathing space helps the logo appear balanced, professional, and instantly recognizable in any application.

The image on the right shows how to calculate the breathing space around the logo for better prominence and brand authority.

Logo Colours

CMYK: 75, 0, 100, 0 | RGB: 58, 181, 74
 HEX: #3AB54A | Pantone: 361 C

CMYK: 2, 4, 100, 0 | RGB: 254, 230, 0
 HEX: #FEE600 | Pantone: 803 C

CMYK: 0, 0, 0, 100 | RGB: 0, 0, 0
 HEX: #000000 | Pantone: Absolute Black

While it is acceptable for the logo unit to appear in the finishes/colors of a variety of materials when embossed/debossed or formed, it is not acceptable for the logo to be rendered in any other colors or color combinations other than the ones mentioned here, across all official corporate communications of the company.

Brand Colors

Size and Position

Proper logo placement ensures brand recognition, visual balance, and consistency across all creative materials. The following guidelines outline the ideal positioning of the logo in creative layouts.

Size of the logo

The width of the logo should be at least 12% of the sum of the width and height of the creative - $(W+H)*12/100$.

Use Consistent Anchor Positions

The logo should be placed in one of the brand-approved anchor positions - **Top-left (Primary), Top-right or Centered** (only for special formats like posters, event backdrops, or opening/closing frames). Choose placements based on the design layout but maintain consistency across all deliverables.

Maintain Adequate Clear Space

Always maintain the required breathing space around the logo. No text, icons, images, or design elements should enter this protected zone. This ensures the logo stays prominent and uncluttered.

Avoid Edges and Points

Position the logo away from:

- Page or screen edges
- Fold lines
- Cropped zones
- Busy image areas

Allow comfortable padding around the logo appears intentional, not squeezed.

Ensure Strong Contrast

Place the logo on backgrounds where it is:

- Clearly legible
- High in contrast
- Free from patterns, textures, or visual noise

Maintain Hierarchy

The logo should be visible but not overpower the creative.

It should support the message, not compete with it.

Do Not Rotate or Reposition Arbitrarily

The orientation and alignment of the logo must remain standard:

- No rotation
- No angled placement
- No irregular positioning that breaks layout grids

Use brand-approved alignments only.

Follow Grid and Systems

Whenever possible, align:

- The design grid
- Margins
- Column structure

This ensures the creative is structured, and professional.