



BRAND GUIDELINES 2025

CONTENT

Comviva Brand Guidelines 2025

01 Brand Introduction

About Comviva
Brand Purpose
Brand Mission
Credos
Narrative & Tagline
Brand Tonality

02 Brand Identity

Logo Mark
Logo Construction
Clear Space
Logo Reduction
Do's & Don'ts
Co-branding
Logo & Tagline

03 Brand Colours

Primary Colours
Secondary Colours
Brand Gradients
Brand Colour Usage

04 Brand Typography

Primary Typeface
Secondary Typeface
Print Usage
Digital Usage
Tagline Usage

05 Brand Visualization

Brand Imagery
Brand Iconography
Brand Illustrations

06 Brand Application

Brand Design Systems
Brand Grid System
Brand Collaterals

01 | Brand Introduction

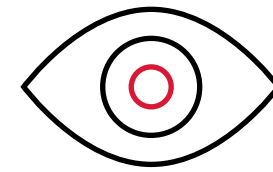


About:

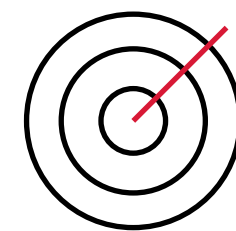
Comviva empowers organizations to drive transformative growth with measurable business impact. Our AI-driven digital solutions and intelligent platforms enable our customer to unlock new revenue opportunities, enhance customer experiences, and simplify operational complexities to achieve exponential success. Comviva helps customers unlock new revenue models, enhance customer experiences, and build intelligent future-ready solutions that drive growth.

From maximizing customer lifetime value to enabling large-scale digital transformation, Comviva is trusted by 200+ global communication service providers and enterprises to solve complex challenges and prepare for the future. With our solutions deployed across 100+ countries, Comviva has brought the benefits of digital innovation and mobility to billions worldwide.

As a subsidiary of Tech Mahindra and a member of the Mahindra Group, Comviva is committed to driving growth, efficiency, and transformation for tomorrow. For more information, **visit us at www.comviva.com**

**Brand Purpose:**

Be the catalyst for transformative business growth for our customers.

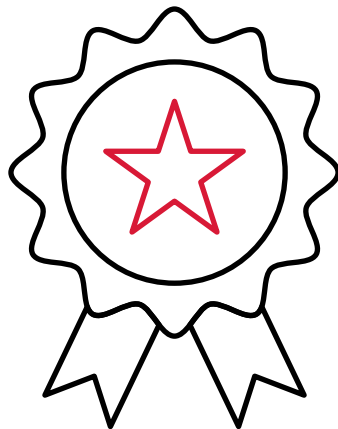
**Brand Mission:**

Be the technology partner of choice through customer-first innovation.

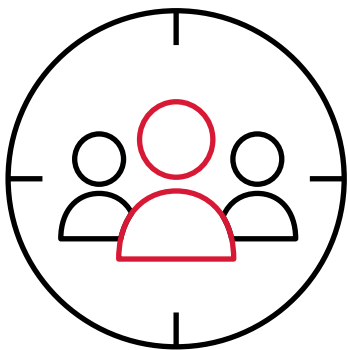
**Brand Promise:**

Intelligent software platforms that transform customer business at scale.

Credos:



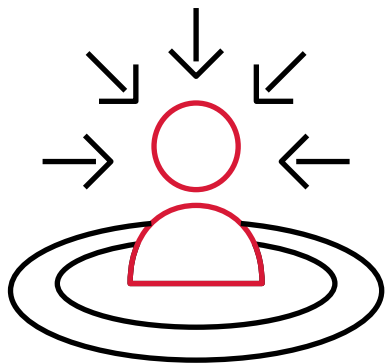
Excellence



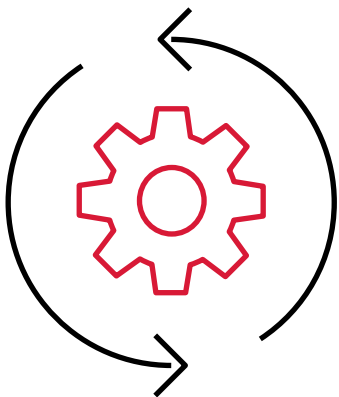
People Focus



Integrity



Customer
centricity



Agility

Brand Narrative & Tagline:

Our brand promise is –

Experience Credible Impact

This embodies our commitment to being the catalyst for transformative growth. It reflects our core mission to helping our customers achieve exponential success by:

**Unlocking new revenue opportunities
Enhancing customer experiences, and
Simplifying operational complexities**

Brand Tonality

Brand tonality describes how Comviva communicates with the world. It reflects who we are — a trusted transformation partner helping enterprises Experience Credible Impact.

Our tonality guides all content — from product messaging and social posts to leadership comms and marketing campaigns.

**We are Precise
and Trusted**

We speak with clarity, backed by data. Our tone reflects confidence built on proven results, not assumptions. We are dependable, consistent, and always rooted in credibility.

**We are Bold
yet Grounded**

We’re not afraid to challenge the status quo. But we do it with responsibility. Our voice inspires progress — anchored in experience, not hype.

**We are Empowering
and Insightful**

Our communication unlocks potential. We help enterprises see differently, act decisively, and lead with confidence. We simplify complexity to spark meaningful action.

02 | Brand Identity



2.1 Logo Mark

The Comviva logo is a wordmark designed in two colors, featuring a fully customized font. The horizontal version of the logo is preferred for all applications.

Brand Identity



Wordmark



Wordmark + Tagline



Symbol



2.2 Logo Construction

Grids help in crafting intricate or minimalist icons with geometric accuracy, enhancing brand recognition.

Logo construction often begins with the establishment of a grid system, providing a structured framework for precise alignment and proportions.

A well-constructed logo grid ensures that the logo remains crisp and clear when scaled up or down, preserving its impact across diverse mediums.

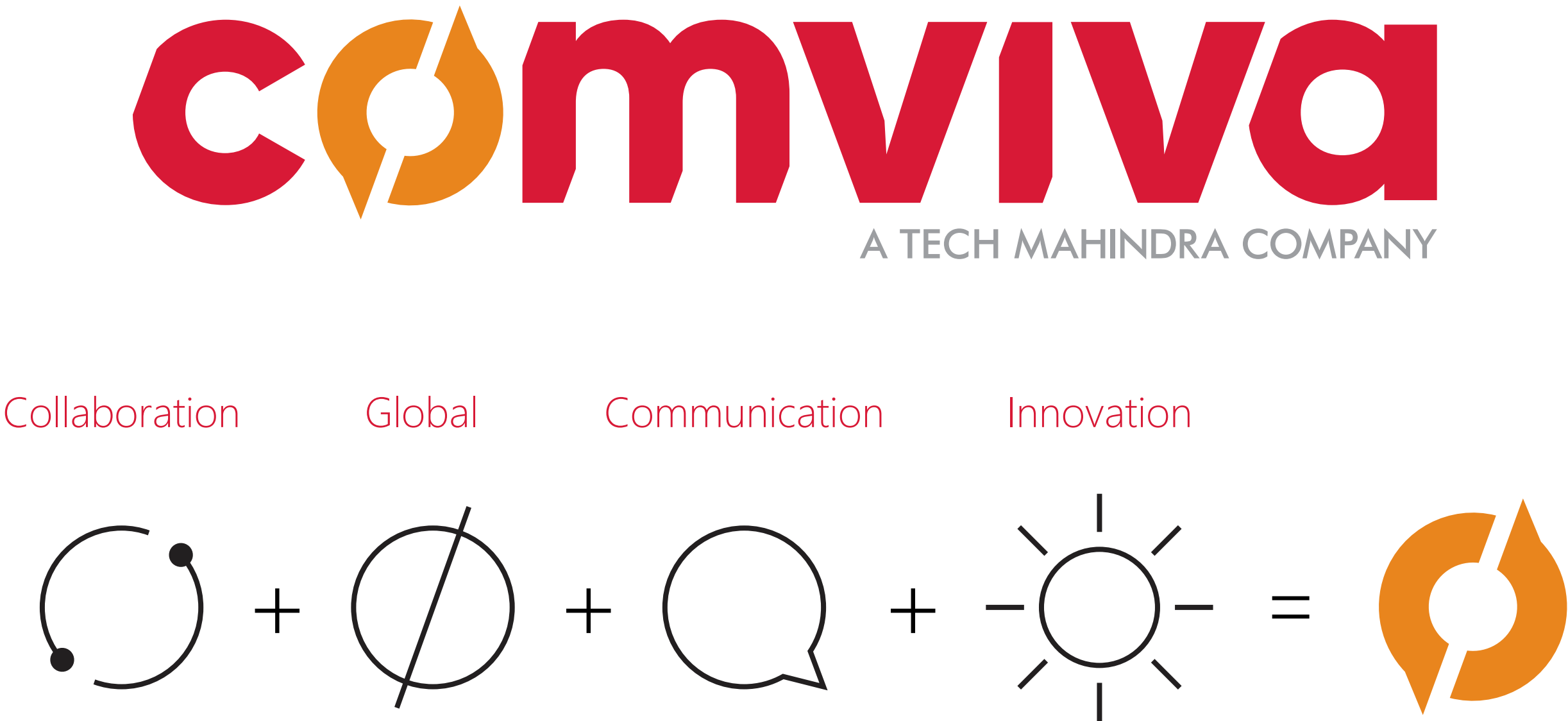


2.3 Logo Explanation

The logo has been crafted by blending a globe with interconnected lines to symbolize global collaboration and communication.

Dynamic shapes like speech bubbles or nodes represent innovation and connectivity.

The design uses a harmonious flow, emphasizing teamwork and progress, with a modern, vibrant color palette reflecting trust, growth, and creativity.



2.4 Logo
Clear Space

Safe space to be left on all four corners of the logo while using it in a collateral.

The x-height of the logotype has been used to measure and maintain the clear space across all collaterals.

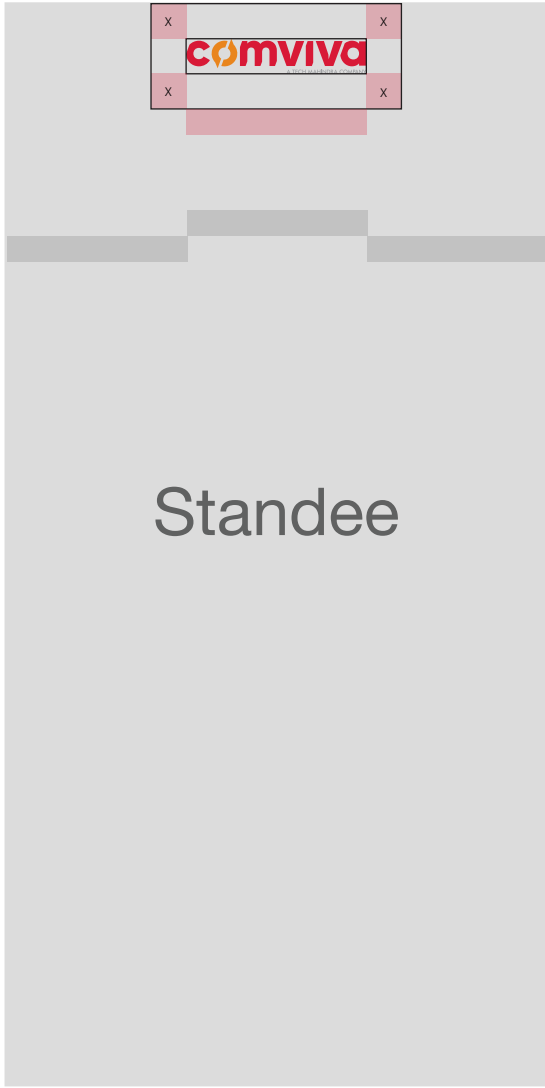
Clear space ensures that the logo remains distinct and recognizable. It prevents visual clutter or interference from other elements, allowing the logo to stand out clearly.

Clear Spacing for
Wordmark + Descriptor



Clear Spacing for
Wordmark





Standee



Social Media
1 : 1



A4 / A3
Letterhead



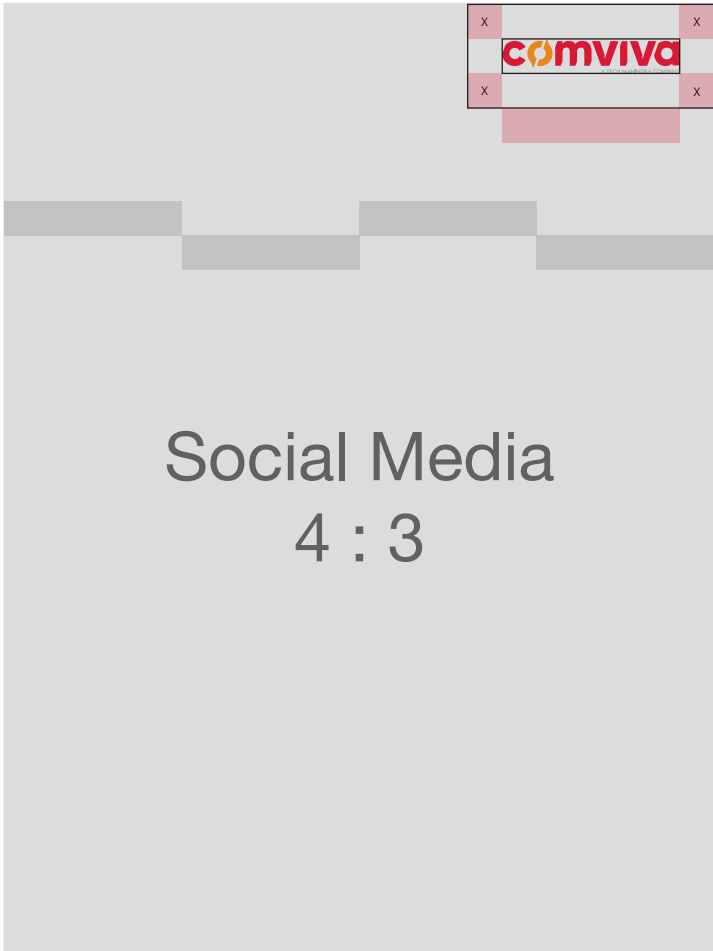
A3 Poster



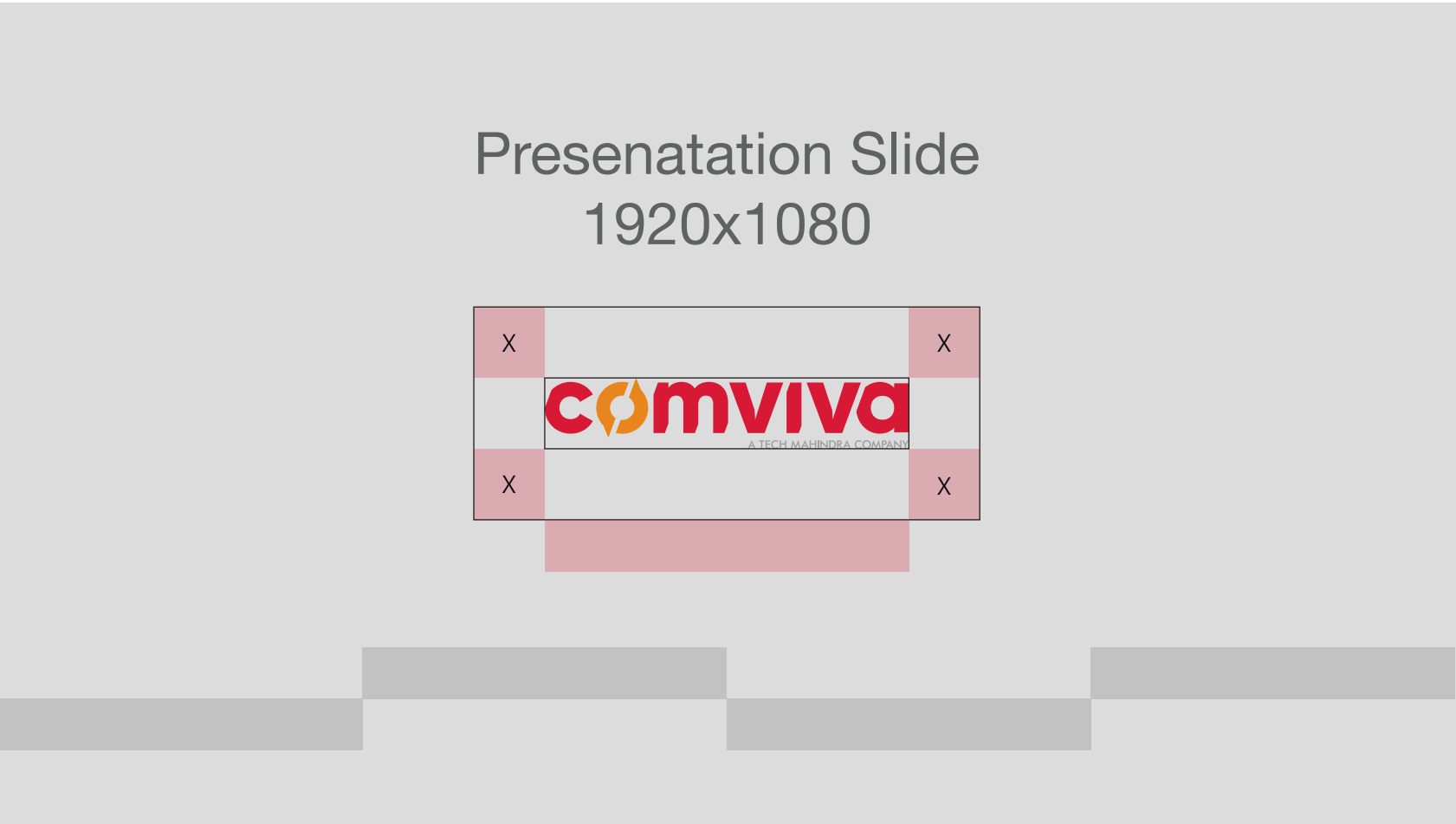
A4 / A3
Paper



Hoarding / Banner
2 : 4



Social Media
4 : 3



Presenatation Slide
1920x1080

2.5 Logo Reduction

Logo Reduction can be minimised max upto 30px (height) for digital use, it should not reduce beyond 30px. In that when its below 40px only the symbol should be used.

Also the line 'A Tech Mahindra Company' can be added till 60px only

For Print the log reduction will be done in terms of its readability and clear visibility. The logo size for digital print, screen print, emboss, engrave, laser cut, will totally depend on the readability aspect and the type of surface or material.

100px



80px



60px



40px



30px*



2.6 Do's of Logo

The right utility of identity will ensure consistency of the brand presence. Here are some examples for the correct logo usage.

Example explained:

01- Primary Usage for all application on White / Light background

02- White Logo on Dark image

03- White Logo on Alizarin colour background

04- White Logo on Black / Dark colour background



2.6 Don'ts of Logo

In order to keep the brand identity consistent throughout communications, there are a few set parameters which need to be kept in mind.

Here are some examples for the incorrect logo usage that should not be followed in branding practices.



2.6 Don'ts of Logo

In order to keep the brand identity consistent throughout communications, there are a few set parameters which need to be kept in mind.

Here are some examples for the incorrect logo usage that should not be followed in branding practices.



2.7 Cobranding

It involves the collaboration between two or more brands to create a product or marketing campaign that benefits from the combined strength and reputation of each brand involved.

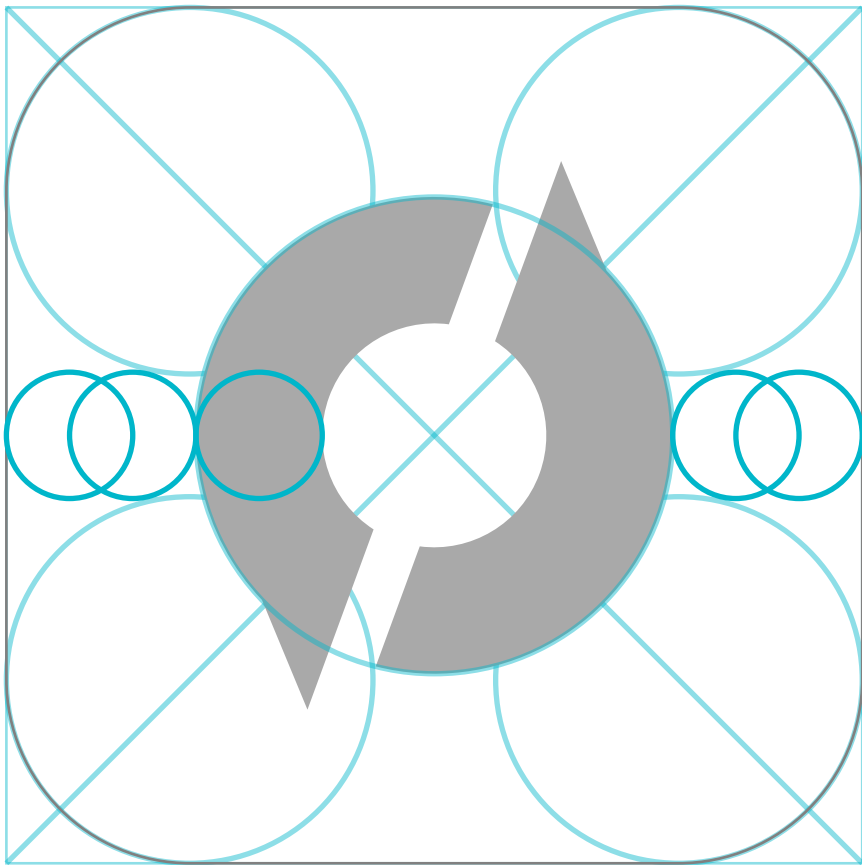
Here we have displayed how each brand’s logo should be positioned relative to each other.



2.8 App Icon

This construction grid ensures that all app icons designed for the brand are consistent, well proportioned, and visually appealing.

The brand icon has placed mechanically centre so that it would look balanced.



2.9 Logo & Tagline Proportion

This is how we can use the Tagline with the Logo

1 & 2: here we have shown horizontal and vertical orientation logo & tagline combination but Tech Mahindra Comany name is not mentioned

3 & 4: here we have shown horizontal and vertical orientation logo & tagline combination but Tech Mahindra Comany name is mentioned

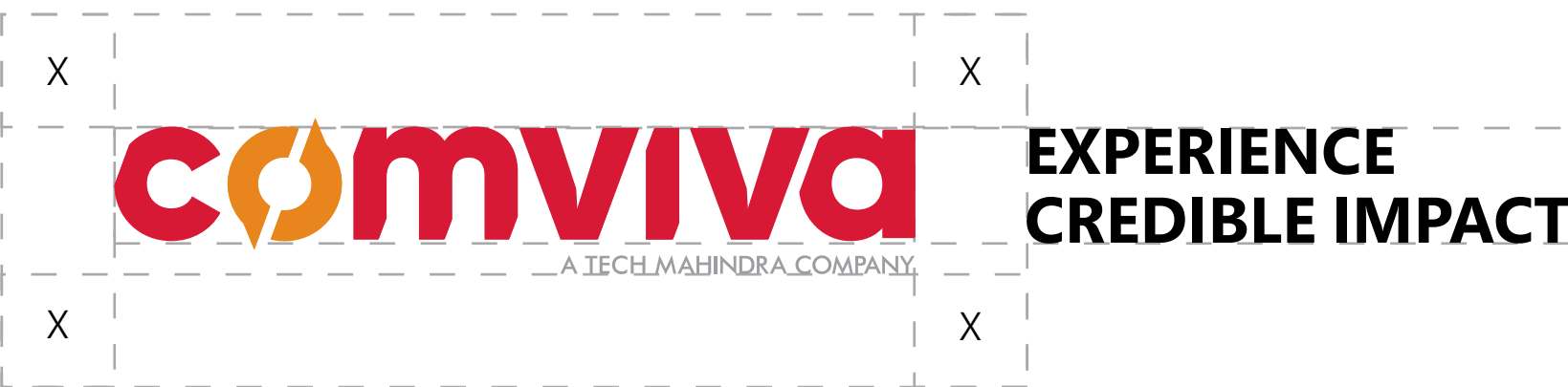
01



02



03



04



2.10 Logo & Tagline Usage

This is how we can use the Tagline with the Logo

1: White Logo & Gradient Tagline on Black Background

2: Colourful Logo & Gradient Tagline on White Background

3: White Logo & White Tagline on Red/ Any coloured Background

4: Colourful Logo & Black Tagline on White Background

5: White Logo & White Tagline on Black Background

1A)

comviva

A TECH MAHINDRA COMPANY

EXPERIENCE
CREDIBLE IMPACT

2A)

comviva

A TECH MAHINDRA COMPANY

EXPERIENCE
CREDIBLE IMPACT

3A)

comviva

A TECH MAHINDRA COMPANY

EXPERIENCE
CREDIBLE IMPACT

4A)

comviva

A TECH MAHINDRA COMPANY

EXPERIENCE
CREDIBLE IMPACT

5A)

comviva

A TECH MAHINDRA COMPANY

EXPERIENCE
CREDIBLE IMPACT

1B)

comviva

A TECH MAHINDRA COMPANY

EXPERIENCE CREDIBLE IMPACT

2B)

comviva

A TECH MAHINDRA COMPANY

EXPERIENCE CREDIBLE IMPACT

3B)

comviva

A TECH MAHINDRA COMPANY

EXPERIENCE CREDIBLE IMPACT

4B)

comviva

A TECH MAHINDRA COMPANY

EXPERIENCE CREDIBLE IMPACT

5B)

comviva

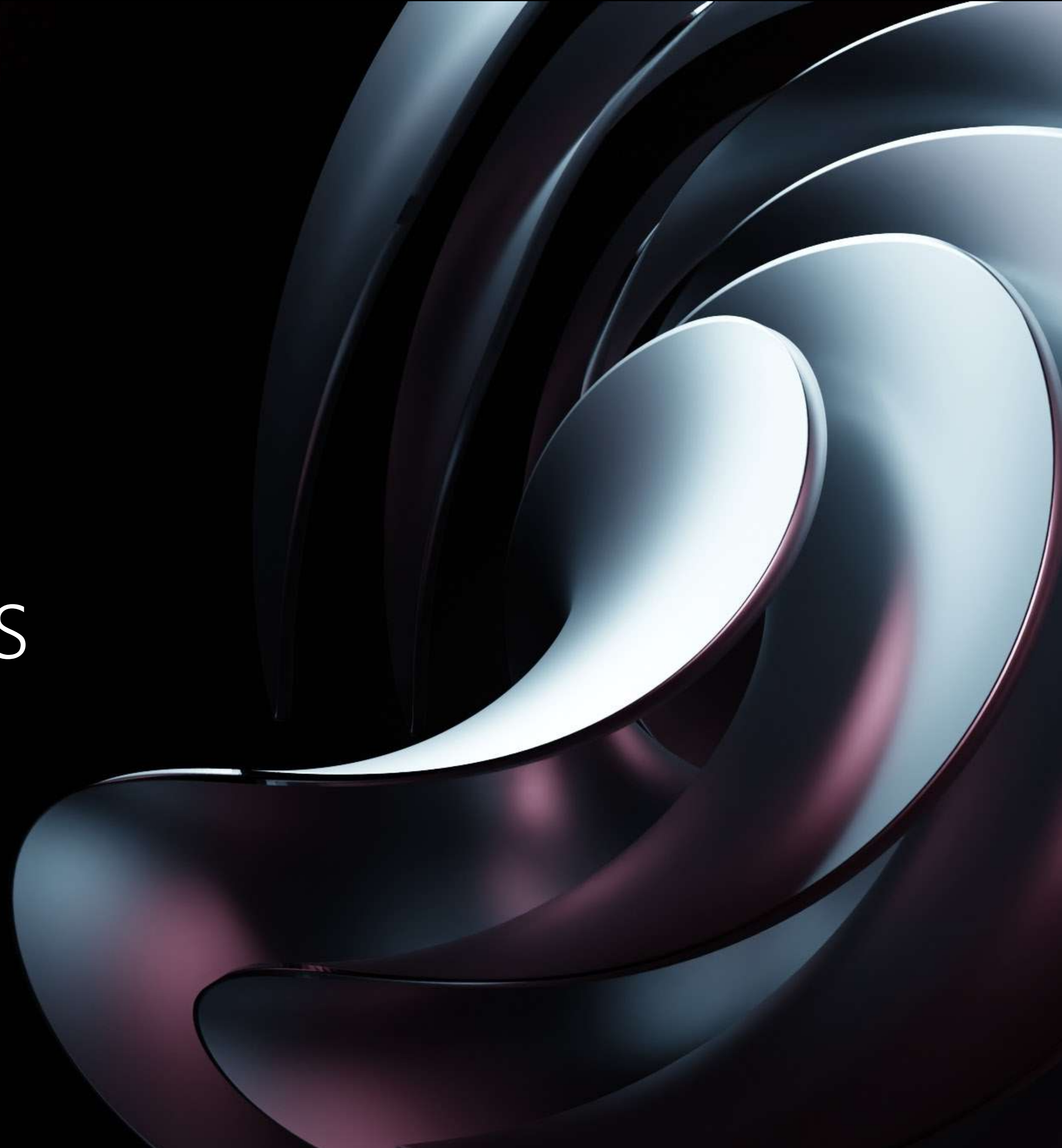
A TECH MAHINDRA COMPANY

EXPERIENCE CREDIBLE IMPACT

03



Brand Colours



3.1 Primary Colours

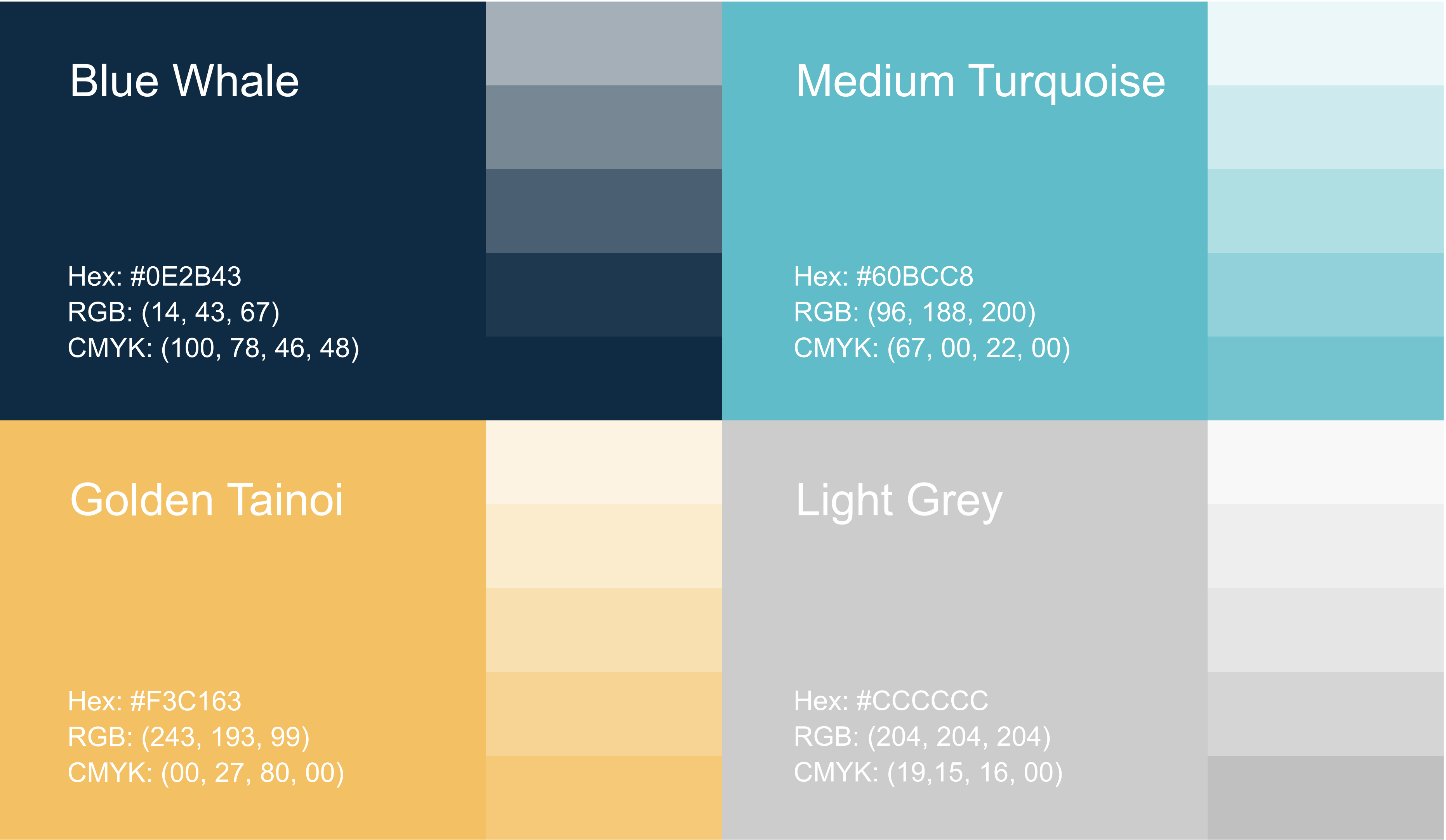
Comviva's primary color palette is bold and dynamic, reflecting energy and innovation. The striking Alizarin conveys passion, urgency, and leadership. The vibrant Sun adds warmth, enthusiasm, and a sense of progress. The White ensures clarity, balance, and openness in design compositions. Finally, Black provides contrast, sophistication, and a strong foundation for visual hierarchy.

<div>Alizarin</div> <div>Pantone 185C</div> <div>Hex: #E31937</div> <div>RGB: (227, 25, 55)</div> <div>CMYK: (00, 100, 81, 04)</div>	<div></div> <div></div> <div></div> <div></div> <div></div>	<div>Sun</div> <div>Pantone 151C</div> <div>Hex: #F3901D</div> <div>RGB: (243, 144, 29)</div> <div>CMYK: (00, 51, 100, 01)</div>	<div></div> <div></div> <div></div> <div></div> <div></div>
<div>White</div> <div>Pantone 000 C</div> <div>Hex: #FFFFFFF</div> <div>RGB: (255, 255, 255)</div> <div>CMYK: (0, 0, 0, 0)</div>	<div></div> <div></div> <div></div> <div></div> <div></div>	<div>Black</div> <div>Pantone 6C</div> <div>Hex: #000000</div> <div>RGB: (00, 00, 00)</div> <div>CMYK: (75, 68, 67, 90)</div>	<div></div> <div></div> <div></div> <div></div> <div></div>

3.2 Secondary Colours

Comviva's secondary color palette adds depth and versatility to its visual identity. The deep Blue Whale represents trust, stability, and technological expertise. The refreshing Medium Turquoise brings a sense of innovation, clarity, and digital transformation. The warm Golden Tainoi injects optimism, creativity, and dynamism. The neutral Light Grey ensures balance, subtlety, and a modern, sophisticated touch.

Note: These secondary colors are optional and should be used primarily to add depth and dimension, especially in cases where primary colors alone may not achieve the desired aesthetic impact.



3.2 Secondary Colours Usage

Here two types of examples show in the visual form.

On **Dark/ Black background** for text, icons and infographics we should use colours like **Sun, White, Meduim Turquoise, Golden Tainoi and Brand Gradient**

On **Light/ White background** for text, icons and infographics we should use colours like **Sun, Black, Alizarin, Meduim Turquoise, Blue whale and Brand Gradient**



3.3 Brand Gradients

A brand gradient in branding refers to the use of a smooth transition between colors to create a distinctive, modern, and visually engaging identity. It can be applied in various elements like backgrounds, typography, and digital assets.

Modern & Trendy – Gives a fresh and digital-first look.

Memorability – Creates a unique color blend that distinguishes the brand.

Versatility – Works well across digital and print media.

Emotional Impact – Different color transitions can evoke specific feelings.

Depth & Dimension – Adds a sense of movement and dynamism.



Hex: #F3901D
RGB: (243, 144, 29)
CMYK: (00, 51, 100, 01)





Hex: #E31937
RGB: (227, 25, 55)
CMYK: (00, 100, 81, 04)

3.4 Brand Colour Usage

The Comviva brand employs a versatile and well-structured colour system to ensure high visual contrast, clarity, and brand recognition across various platforms and media. The core palette comprises Alizarin (red), Sun (orange), Black, White, Light Grey, and a distinctive Gradient (Sun to Alizarin).

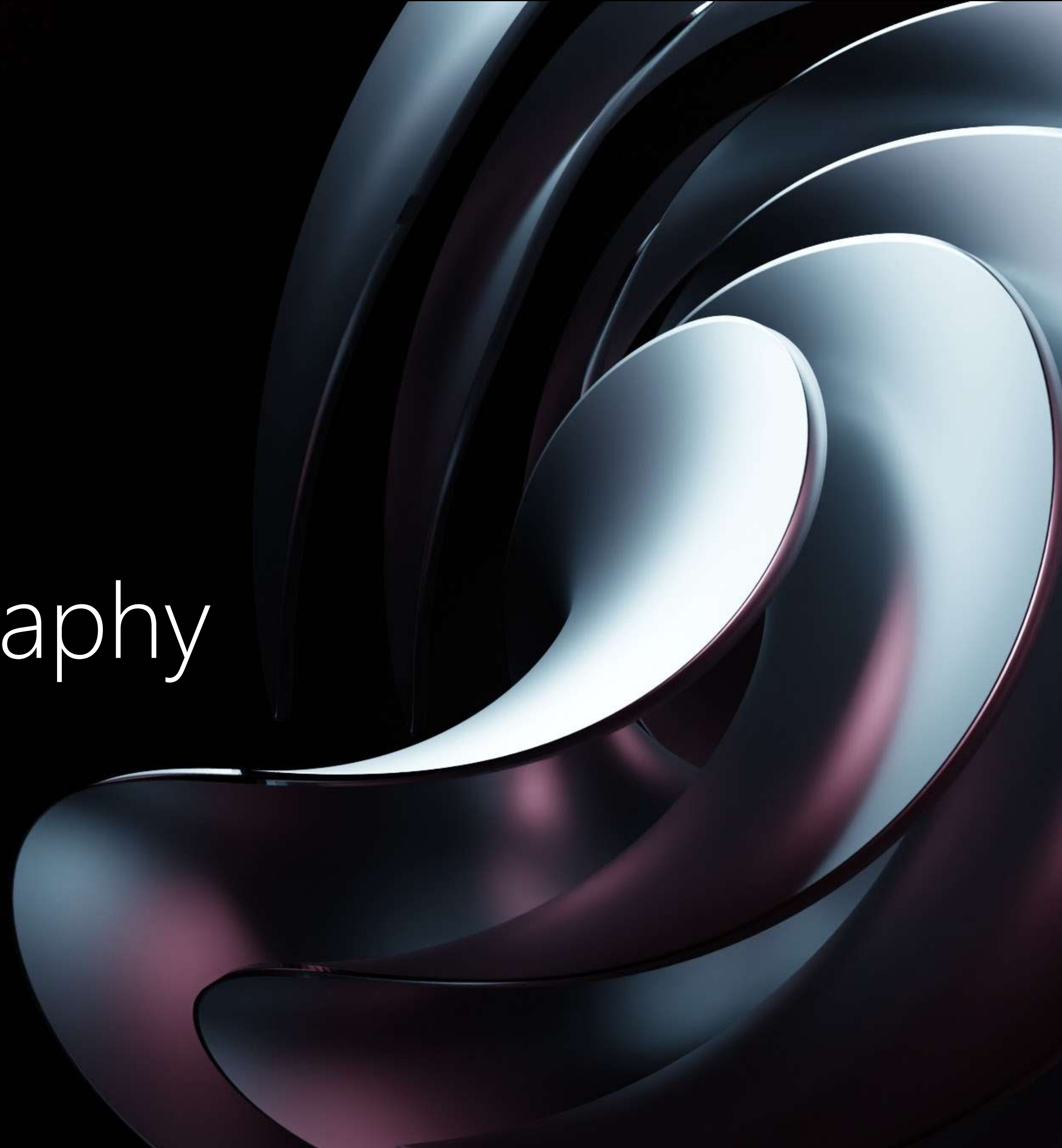
These colours are used in multiple combinations to maintain legibility and visual consistency. Beside are the approved colour combinations:

White on Alizarin		White on Sun	
Sun on Alizarin		Alizarin on Sun	
Light Grey on Alizarin		Black on Sun	
Alizarin on White		White on Black	
Sun on White		Light Grey on Black	
Black on White		Gradient on Black	
Alizarin on Black		White on Gradient	
Sun on Black		Light Grey on Gradient	
White on Black		Black on Gradient	

04



Brand Typography



4.1 Primary
Typeface

Segoe Family –
Segoe Pro &
Segoe UI

Segoe Pro and Segoe UI are part of the Segoe font family, known for their clean, modern, and highly legible design.

Segoe Pro is a professional-grade typeface with a wider range of weights and styles, offering more flexibility for branding and design applications.

Segoe UI is optimized for screen readability and widely used in user interfaces, especially in Microsoft products.

Note: Segoe UI is the preferred font for on-screen applications such as PowerPoint presentations, Word documents, and emails.

Segoe Pro

Segoe UI

Segoe Pro Light —————• *Light Italic*

Segoe Pro Semi-Light —————• *Semi-Light Italic*

Segoe Pro Regular —————• *Regular Italic*

Segoe Pro Semibold —————• *Semibold Itlaic*

Segoe Pro Bold —————• *Bold Italic*

Segoe Pro Black —————• *Black Italic*

Segoe UI Regular —————• *Regular Italic*

Segoe UI Bold —————• *Semibold Itlaic*

4.2 Secondary
Typeface

Inter

Inter is a highly versatile sans-serif typeface designed for optimal readability, especially on digital screens.

Created by Rasmus Andersson, it features a clean, modern, and neutral design, making it a great choice for a secondary font in branding.

Inter

Inter ExtraLight —• Inter SemiBold

Inter Light —• Inter Bold

Inter Regular —• Inter ExtraBold

Inter Medium —• Inter Black

@	2	B	\$	K
8	R	D	9	H
G	5	&	#	?
Q	X	P	1	B

4.3 Print
Typeface

Segoe Pro is a modern and highly legible typeface that works well for print applications. Its clean and professional aesthetic makes it ideal for branding, corporate materials, and editorial design. With multiple weights available, it offers flexibility in creating visual hierarchy while maintaining consistency across different formats.

The well-balanced letterforms ensure excellent readability, making it a great choice for both body text and headings. Its sleek and minimalistic design adds a contemporary touch to any printed material.

**Usage : Print Collaterals,
Merchandise, Stationery,
Social Media Creatives, and
sometimes in PPT**

Title
Segoe Pro Bold
48 - 72 pt

Sub Title
Segoe Pro Semibold
24 - 40 pt

Body Copy
Segoe Pro Regular
10 - 18 pt

Highlighter
Segoe Pro Semibold
18 - 36 pt

Guiding Telcos with Trust and Precision

Enhancing Expecience

Comviva, like a compass, provides steady guidance in a dynamic and complex telecom ecosystem. As telcos face evolving challenges and opportunities in digital transformation, customer engagement, and monetization, With a legacy of expertise and innovation, Comviva simplifies complexity and delivers results that enable telcos to thrive in a fast-changing landscape.

Experience Credible Impact

4.4 Digital
Typeface

Inter is a modern sans-serif typeface designed for digital interfaces, offering exceptional readability with its tall x-height and open letterforms.

Created by Rasmus Andersson, it’s optimized for clarity across screens, making it ideal for UI/UX, websites, and apps. Its variable font flexibility and advanced OpenType features enhance adaptability, ensuring a clean, professional, and user-friendly experience.

Usage : Website, App, and sometimes in Social media Creatives

Title
Inter Bold
60 - 72 pt

Sub Title
Inter Medium
36 - 48 pt

Body Copy
Inter Regular
18 - 32 pt

Highlighter
Inter Semibold
32 - 36 pt

Guiding Telcos with Trust and Precision

Enhancing Experience

Comviva, like a compass, provides steady guidance in a dynamic and complex telecom ecosystem. As telcos face evolving challenges and opportunities in digital transformation, customer engagement, and monetization, With a legacy of expertise and innovation, Comviva simplifies complexity and delivers results that enable telcos to thrive in a fast-changing landscape.

Experience Credible Impact

4.5 Tagline Usage & Orientation

01 - Here the tagline is shown in vertical orientation with three weightages of Segoe Pro (Regular, Bold & Black)

02 - Here the tagline is shown in vertical orientation with a single weight of Segoe Pro Bold

03 - Here the tagline is shown in horizontal orientation with three weightages of Segoe Pro (Regular, Bold & Black)

04 - Here the tagline is shown in horizontal orientation with a single weight of Segoe Pro Bold

NOTE: The Tagline examples are just for weightage and spacing not for allignment. You can use Left allignment, Right allignment and Centre also.

01

Segoe Regular

Segoe Bold

Segoe Black

EXPERIENCE
CREDIBLE
IMPACT

02

Segoe Bold

Segoe Bold

Segoe Bold

EXPERIENCE
CREDIBLE
IMPACT

03

Segoe Regular

Segoe Bold

Segoe Black

EXPERIENCE CREDIBLE IMPACT

04

Completelty in Segoe Bold

EXPERIENCE CREDIBLE IMPACT

05

Brand
Visualization



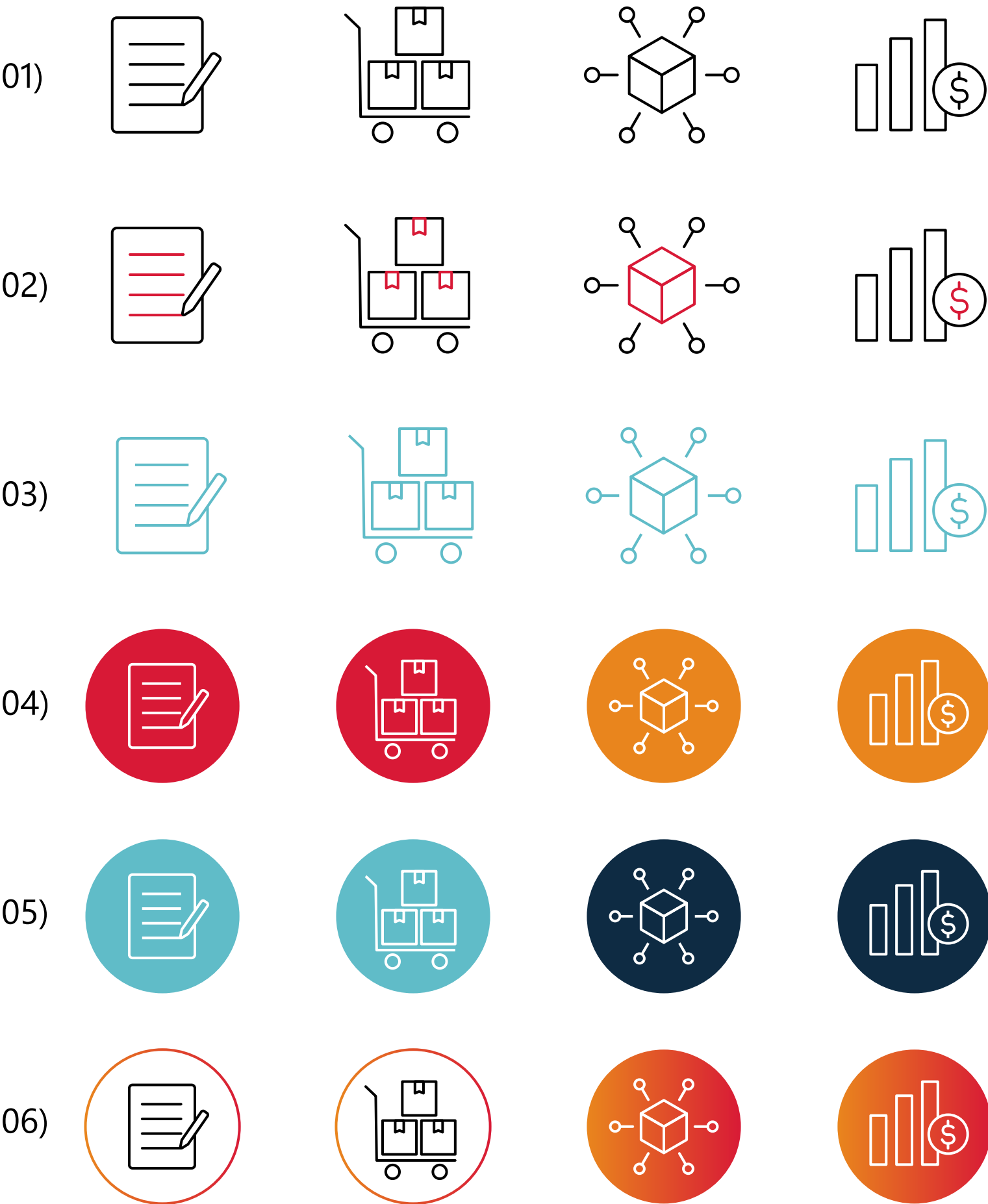
5.1 Brand
Iconography

The iconography style for Comviva reflects a harmonious blend of modernity & approachability, with designs characterized by soft curves and rounded edges.

This aesthetic ensures a user-friendly and welcoming visual language, aligning seamlessly with the brand’s innovative yet human-centric identity.

Each icon is thoughtfully crafted to convey clarity and purpose while maintaining a cohesive and polished appearance.

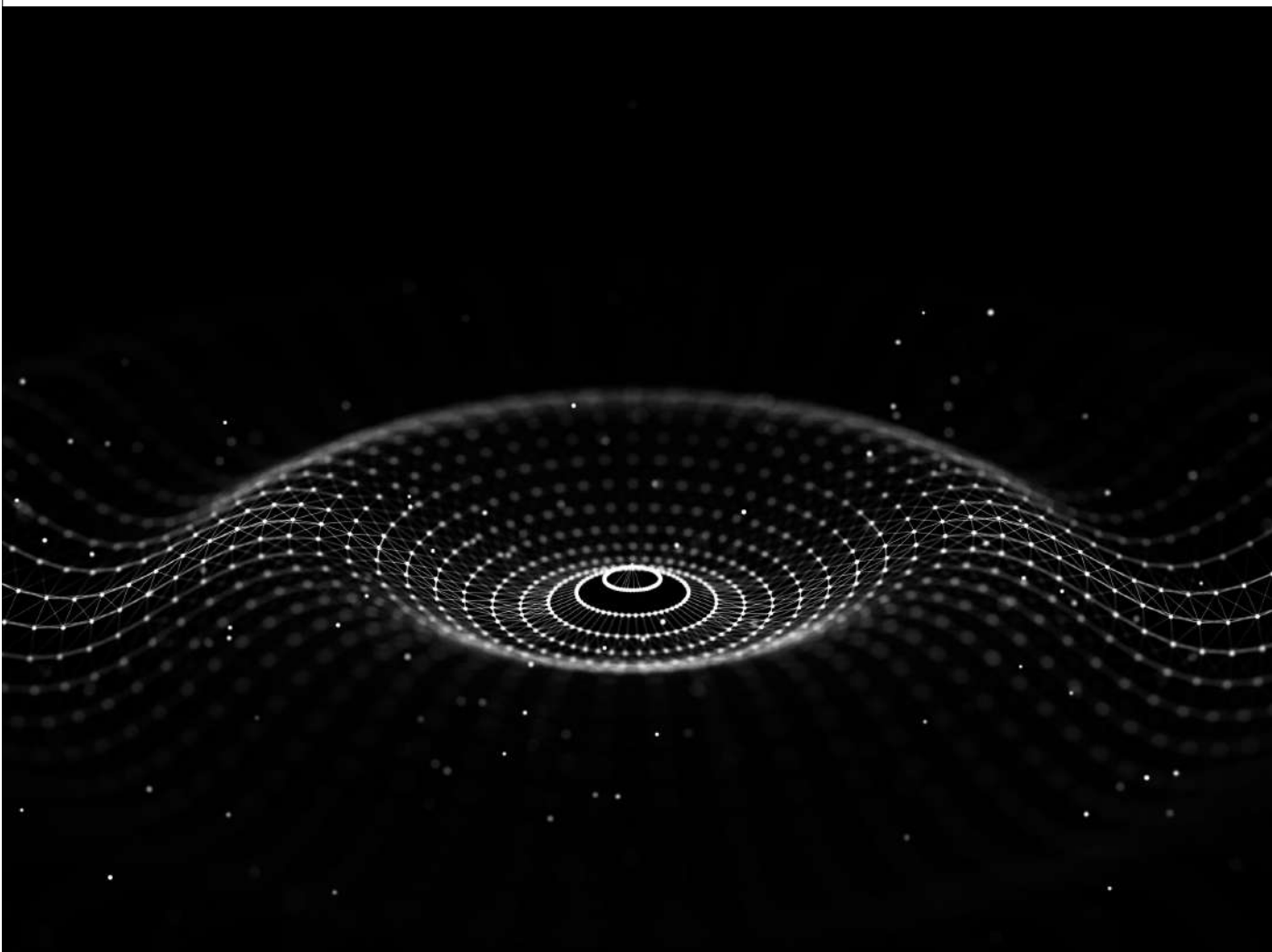
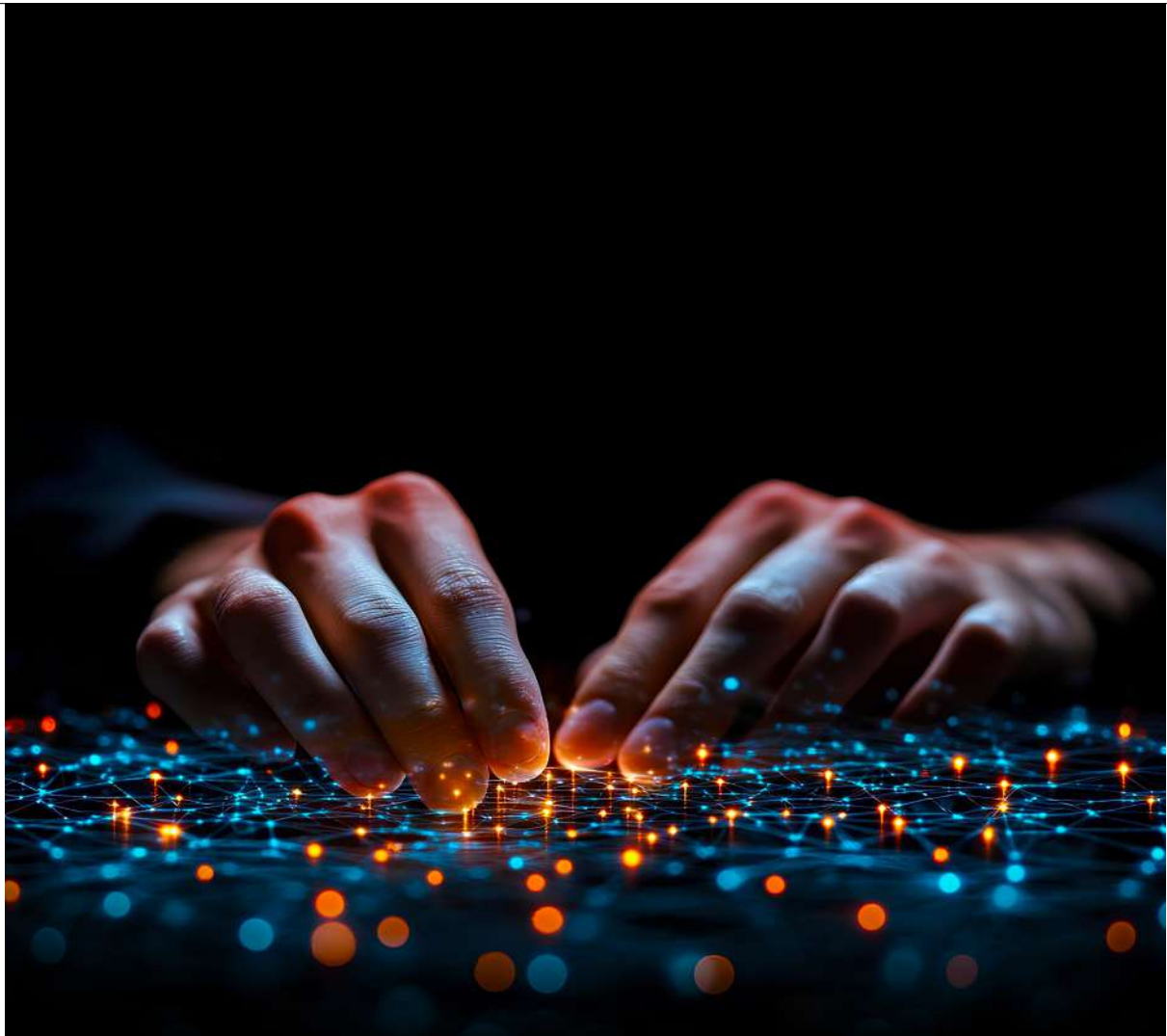
Note: For PowerPoint presentations and Word documents, use Microsoft open icon library from Insert > Pictures > Stock Images > Icons > Select relevant line icons, not fill ones > Choose brand colours as required.



5.2 Brand Imagery Style

Overall Theme:

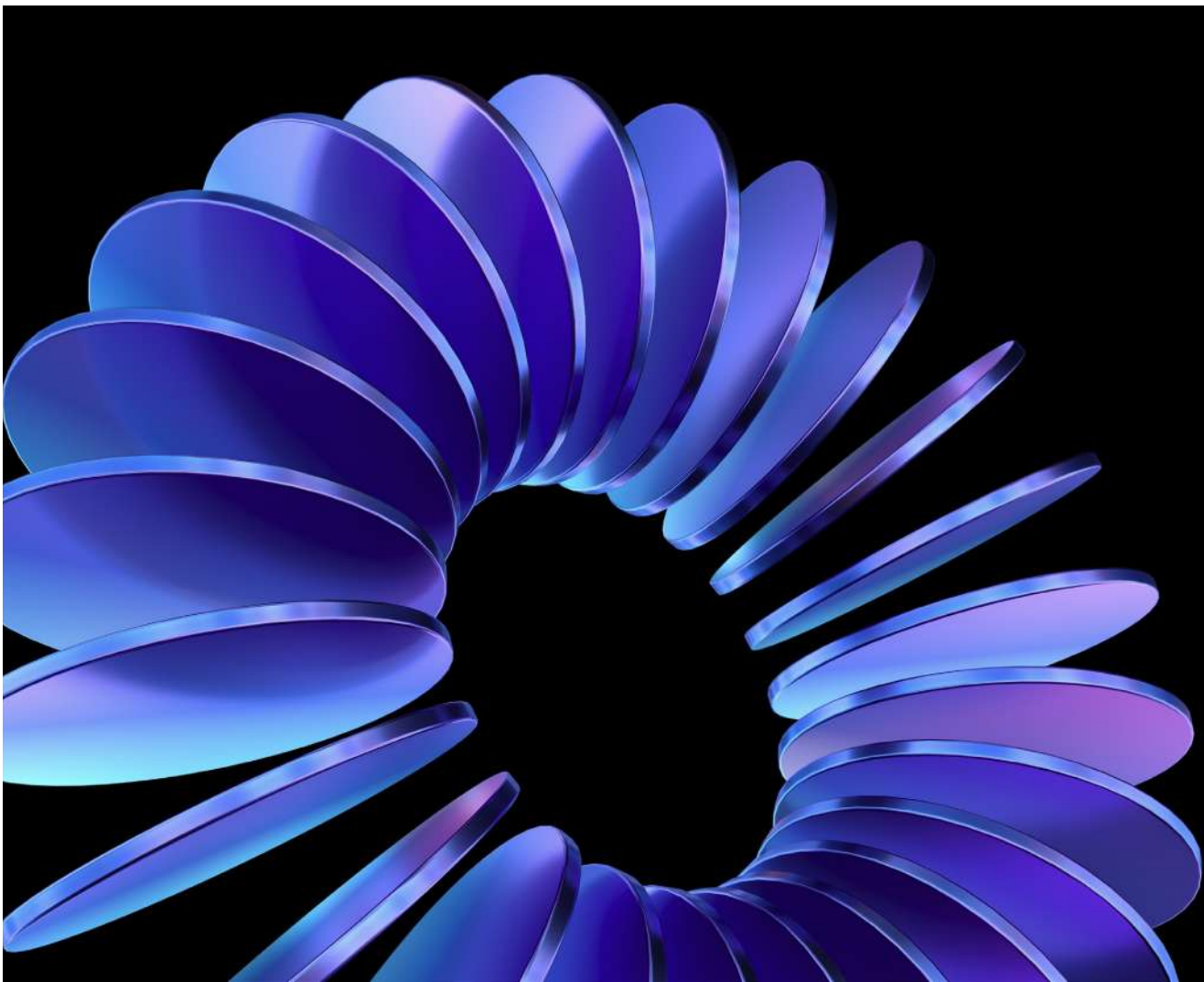
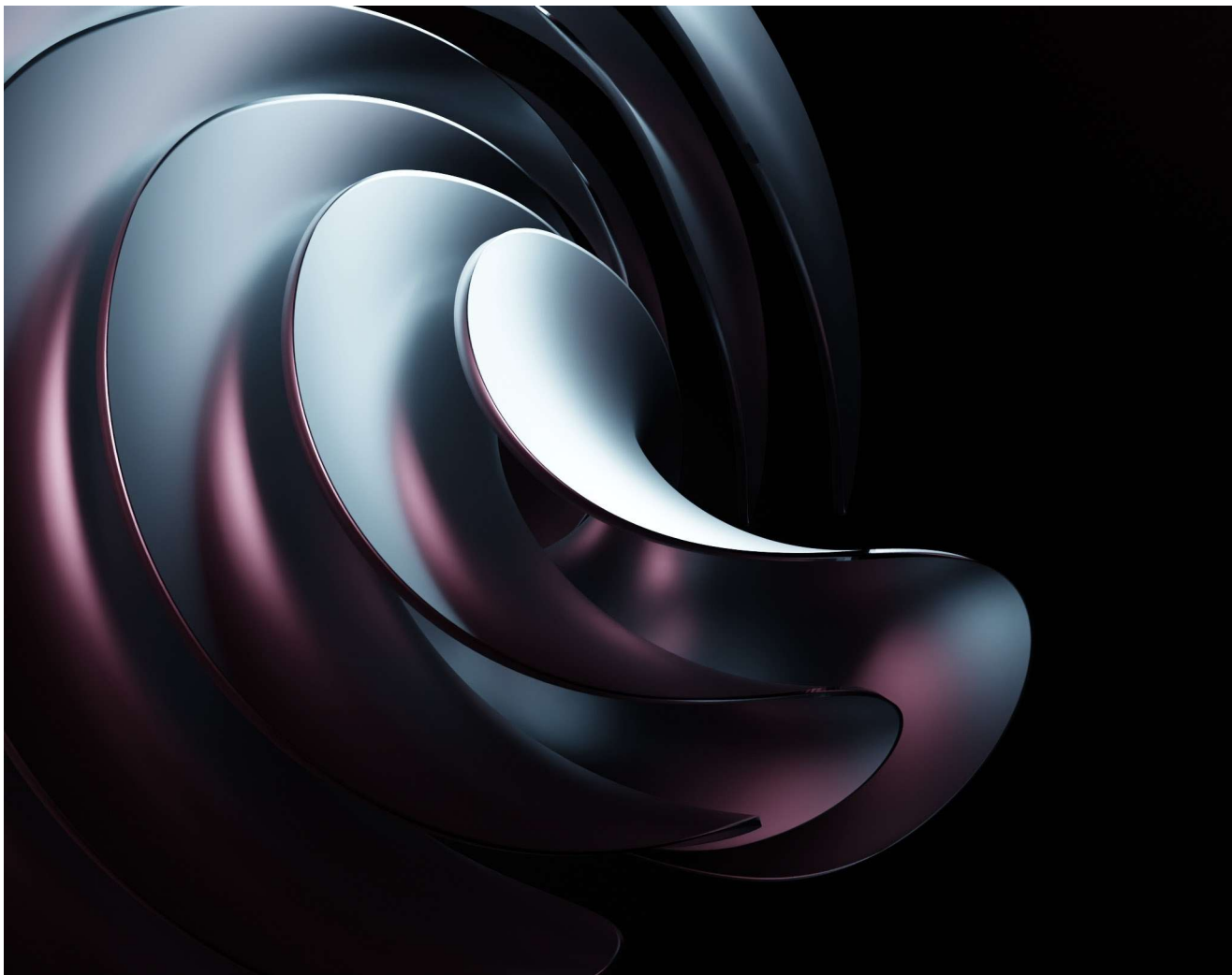
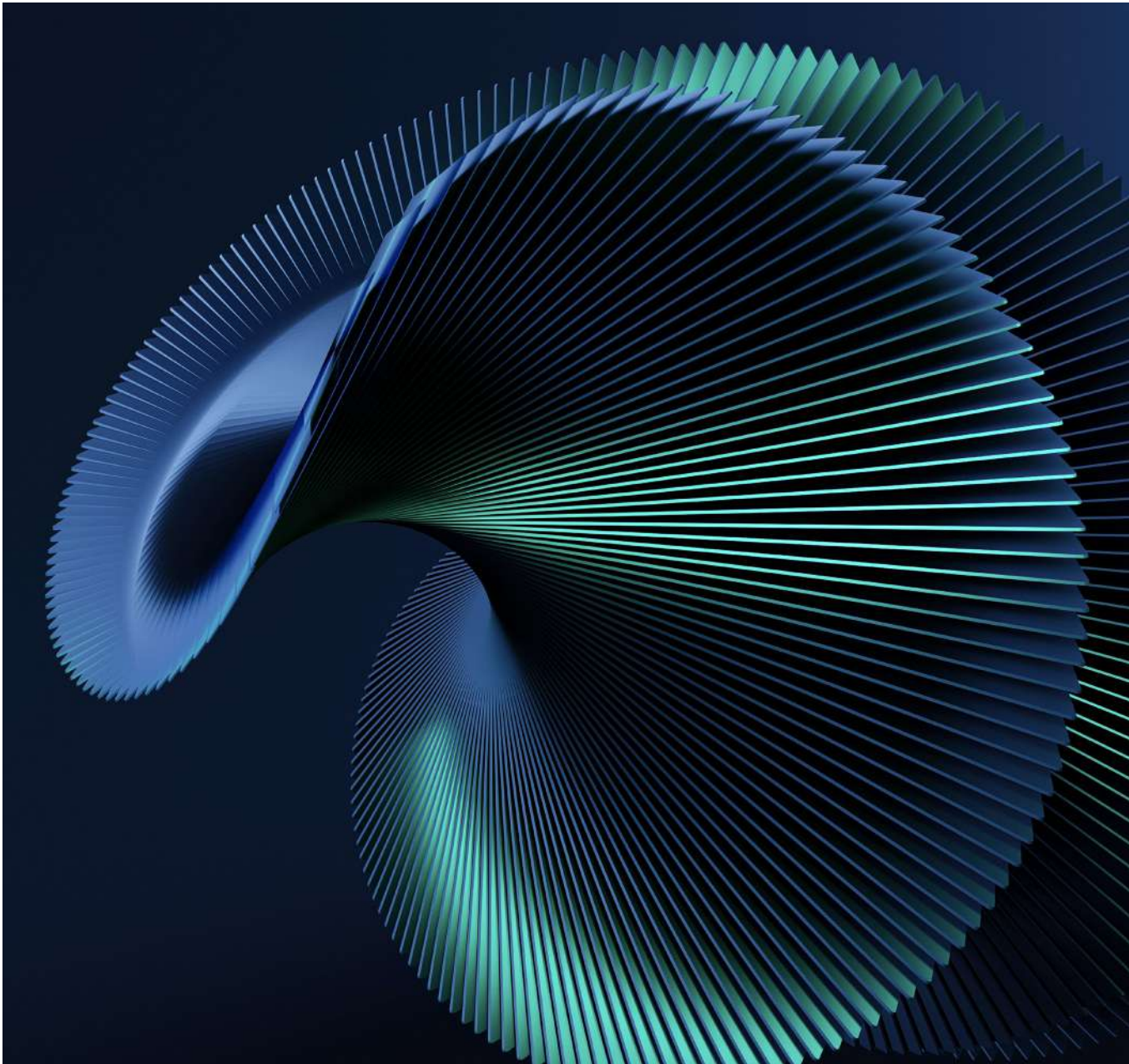
Dark & Futuristic: Deep blacks, dark blues, purples, and neon highlights to create a modern, high-tech aesthetic.



5.2 Brand Imagery Style

Overall Theme:

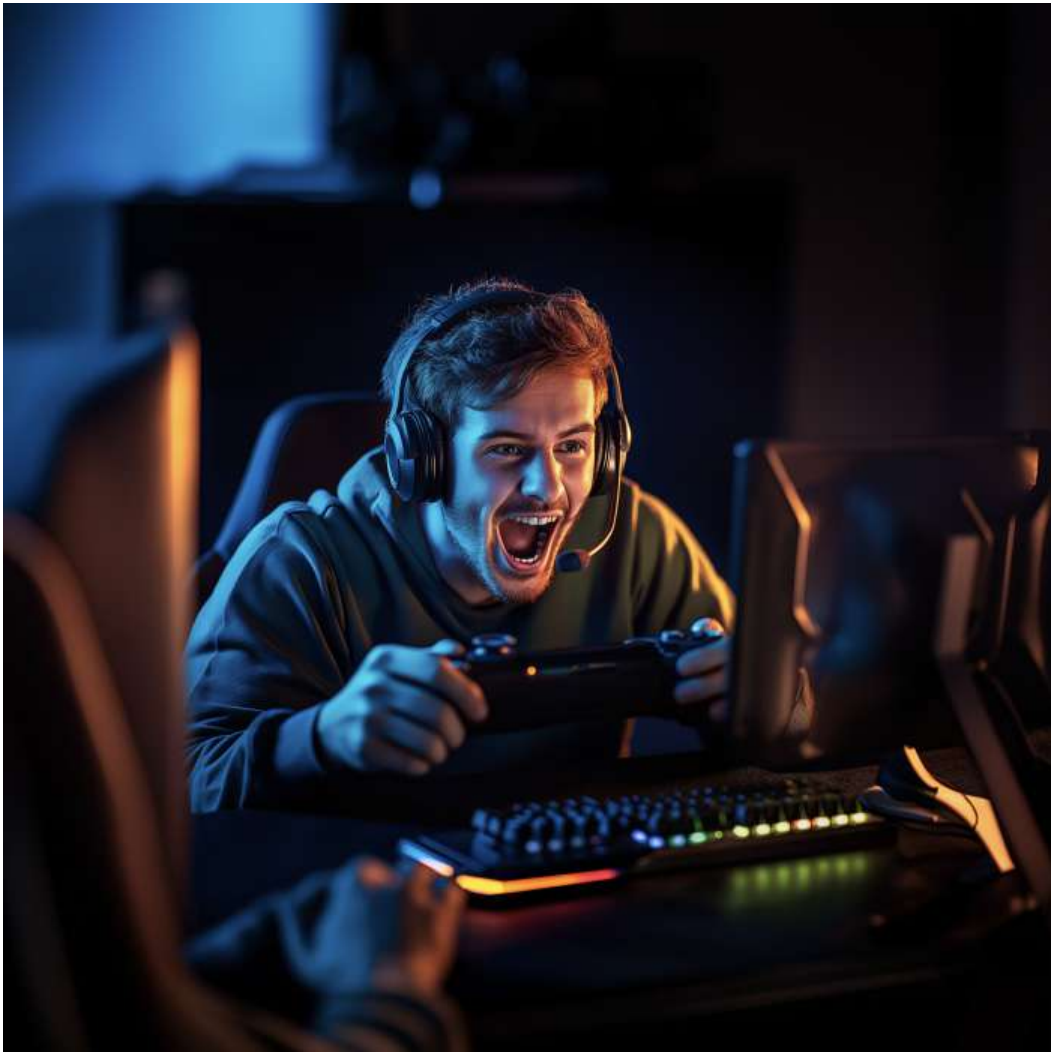
Tech-Driven & Innovative:
Incorporating elements like digital grids, holograms, data streams, and abstract tech patterns.



5.2 Brand Imagery Style

Overall Theme:

Energetic & Youthful: Motion blur, dynamic angles, and vibrant lighting effects to evoke excitement.



5.2 Brand Illustration

Comviva's illustration style follows a clean, linear approach with precise strokes and minimal detailing. The visuals seamlessly integrate an orb element, symbolizing innovation, connectivity, and digital transformation.

The orb interacts dynamically with illustrations, adding depth and fluidity to compositions. A balanced use of gradients within the orb enhances visual hierarchy while maintaining a modern aesthetic. The overall style exudes clarity, sophistication, and a futuristic yet approachable feel.



06

| Brand
Application



6.1 Brand Design System

The Comviva design system is built to create a clear, cohesive, and versatile visual identity. At its core, the system is structured around a linear presentation of the logo that is combined with a representative image.

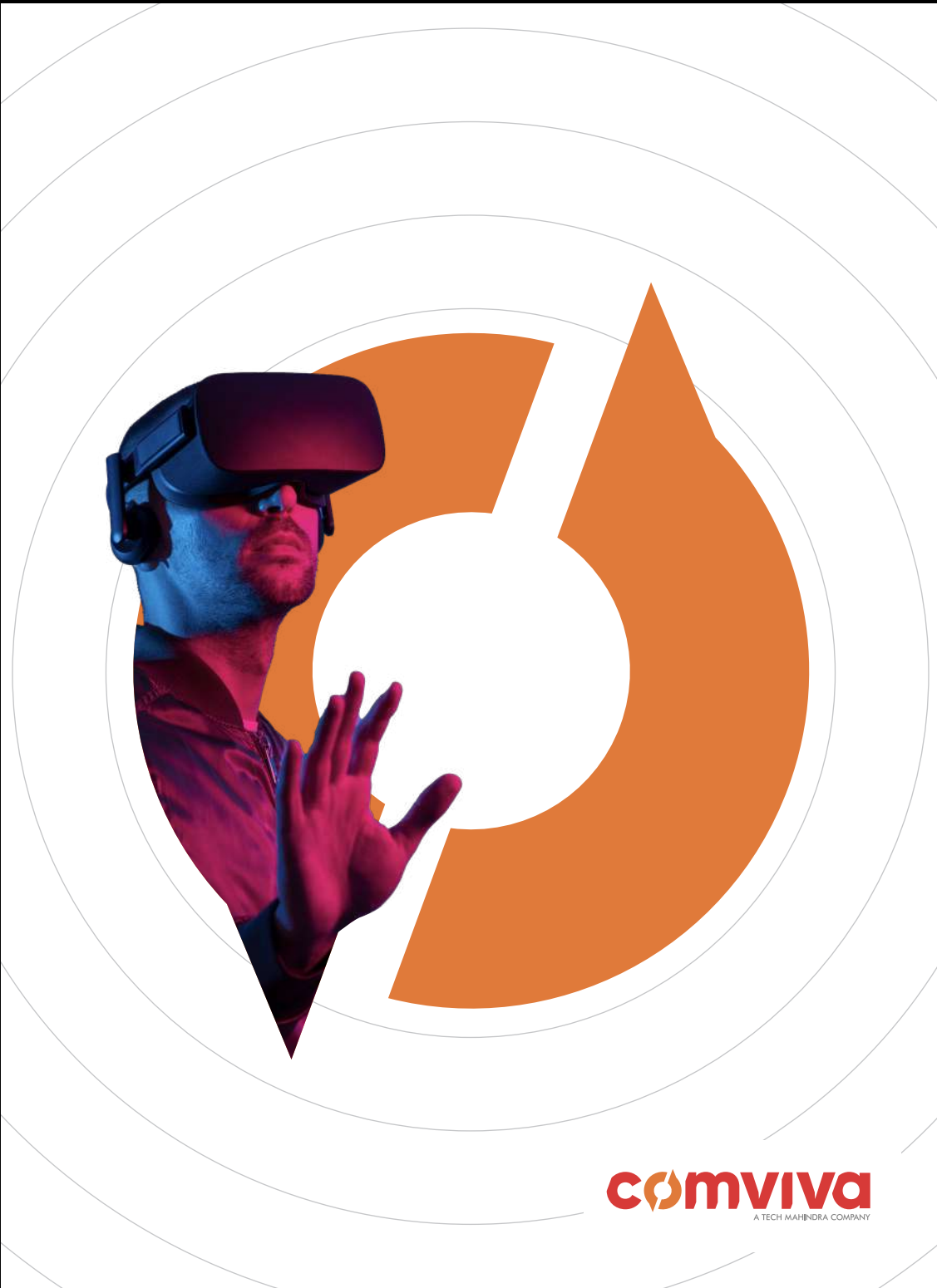
This approach not only reinforces the brand's name but also enhances storytelling through visual elements that echo Comviva's values of innovation, connectivity, and forward thinking solutions.



6.1 Brand Design System

Comviva's design system is crafted to deliver seamless and engaging digital experiences across various platforms and devices.

The 'Orb' will be core of this design system which enables dynamic interaction with visual elements, ensuring consistent and personalized experience



6.1 Brand Grid System

Design System:

The Comviva logo uses a distinctive angled division to convey movement, progress, and a modern tech-forward identity.

This angle not only adds dynamism but also serves a functional role in the brand system. It allows for flexible division of space in any proportion, making it useful across various design applications like layouts, imagery framing, and content separation.

The angle reinforces thematic consistency and adds visual interest, while also enabling fluid transitions in motion graphics. Overall, it acts as both a symbolic and practical element that strengthens Comviva’s visual language.

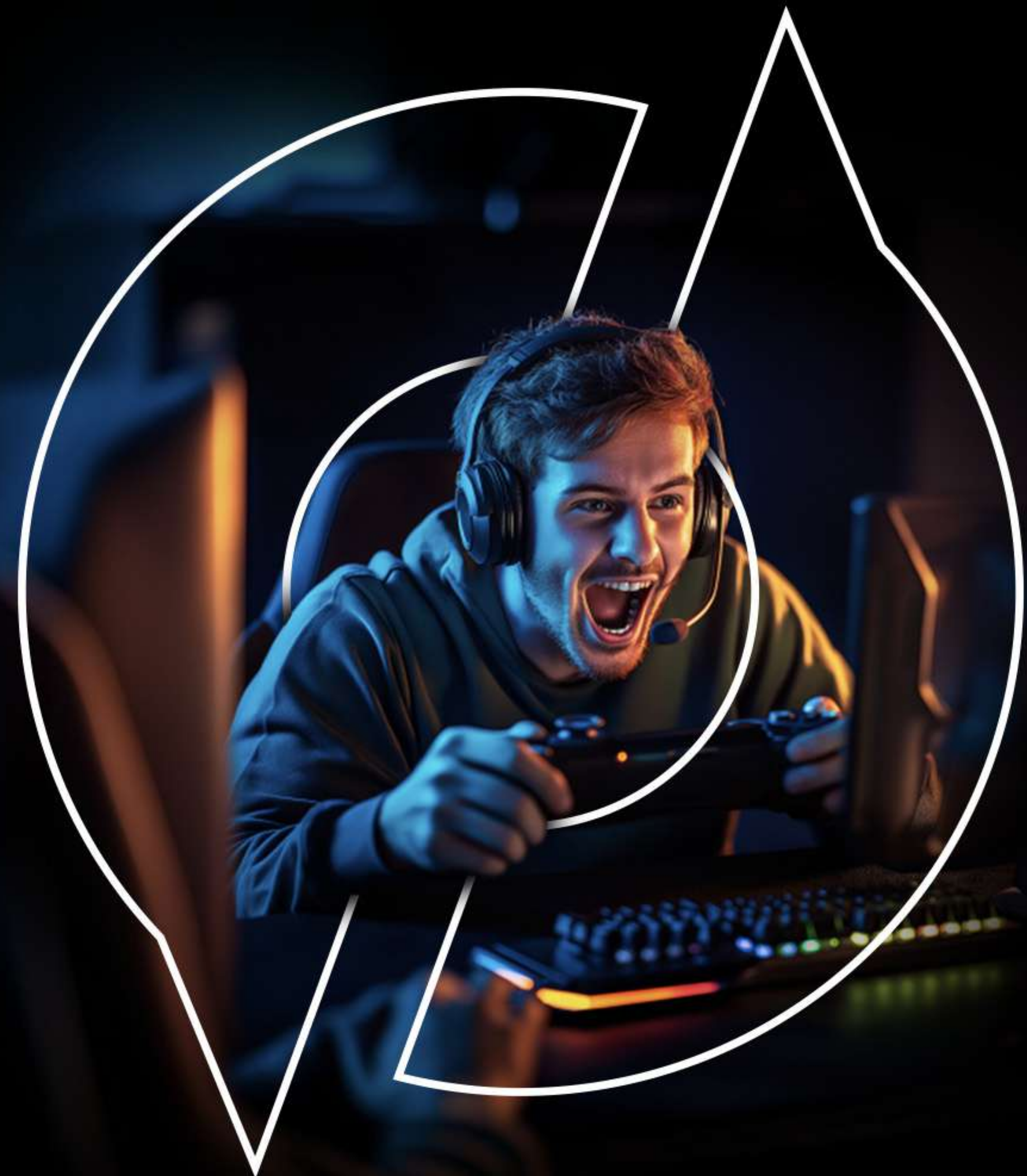


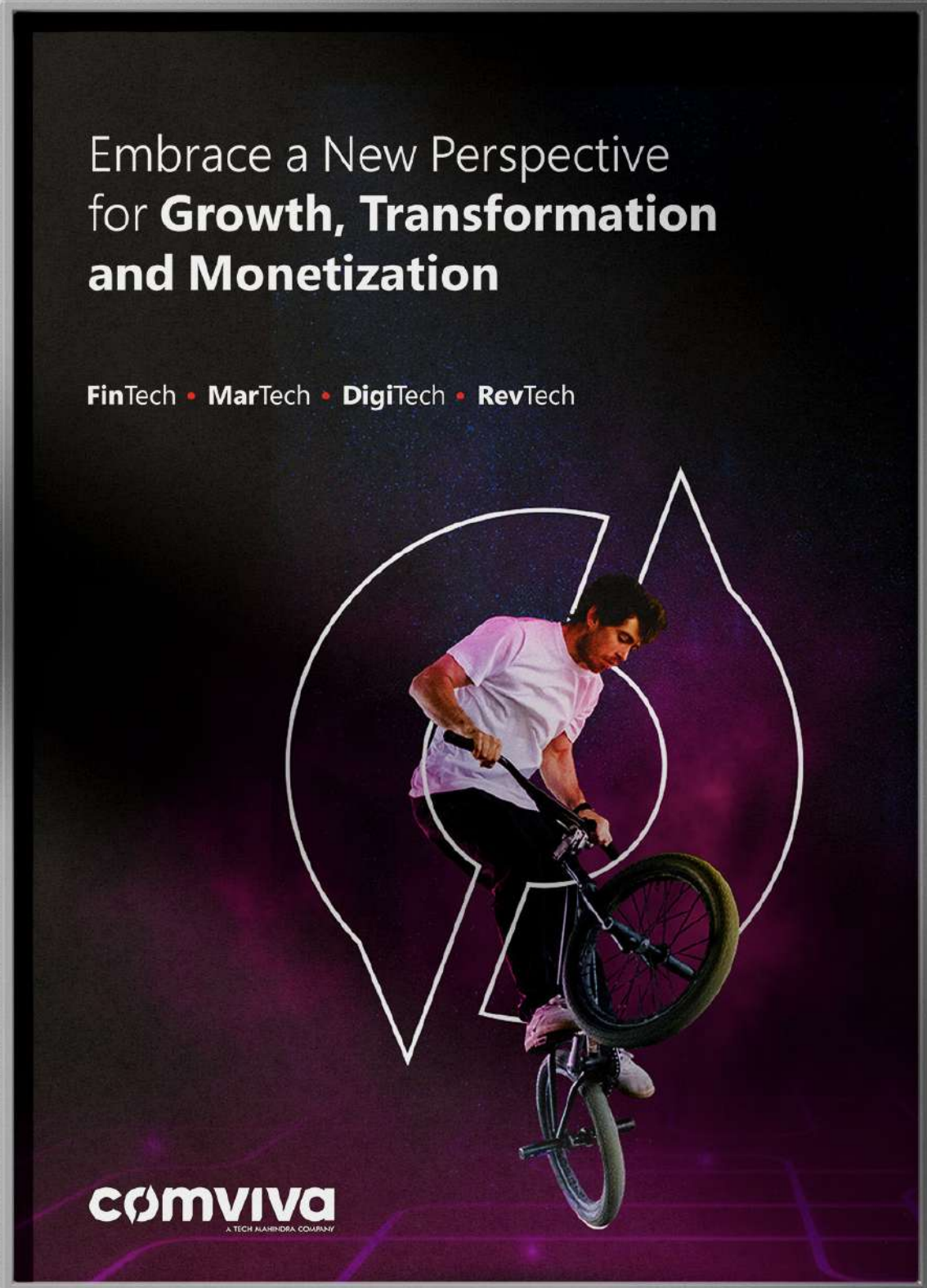
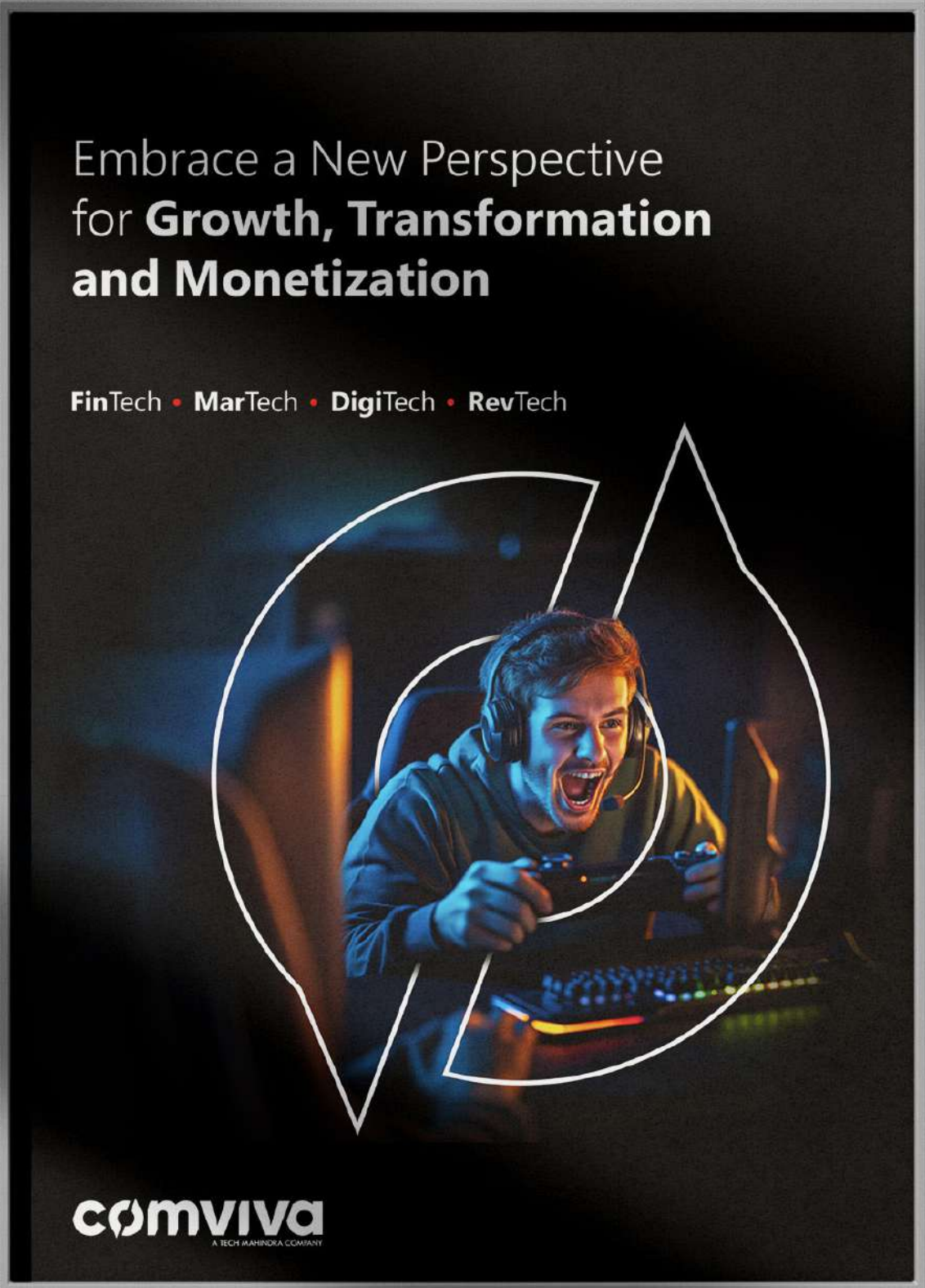


EXPERIENCE CREDIBLE IMPACT

Embrace a New Perspective for Growth,
Transformation, and Monetization

FinTech • MarTech • DigiTech • RevTech

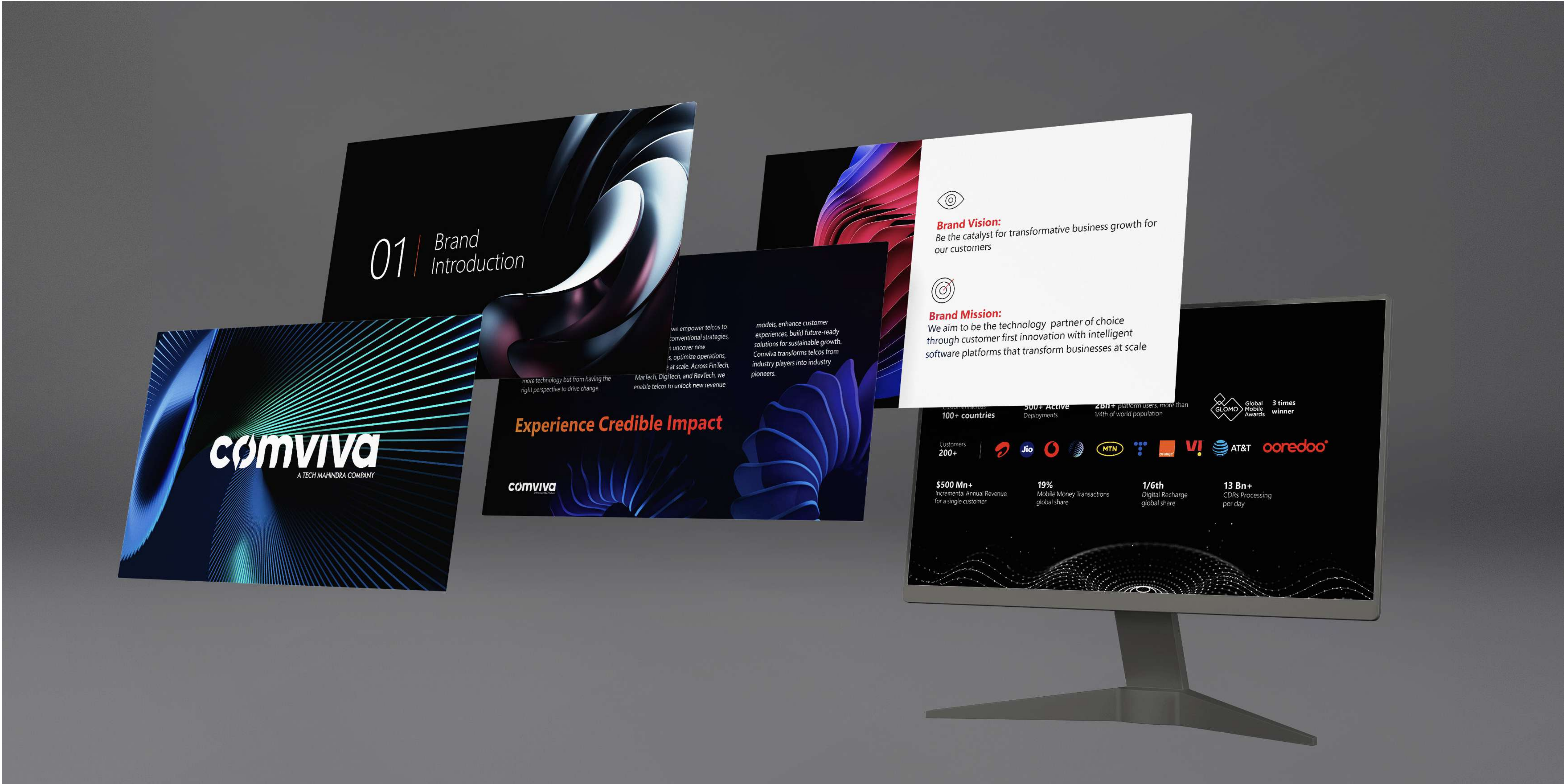












THANK YOU!

