

BRANDING

"Empowering brands with compelling designs that speak louder than words."

TATA

Identify systems one page branding guidelines.

Mission

TATA Motors aims to drive the future of mobility through innovation, sustainability and trust. We are committed to delivering advanced automotive solutions that combine cutting edge technology with reliability and safety. Our mission is to empower every journey, ensuring performance, comfort, and environmental responsibility in every vehicle we create.

Vision

To be the global leader in sustainable mobility solutions by redefining the way the world moves. Tata Motors envisions a future where innovation, design, and technology come together to create vehicles that inspire progress and improve lives, while contributing to a cleaner, greener planet.

Logo

The redesigned TATA Motors logo symbolizes forward motion, strength, and innovation. The geometric emblem is inspired by the wings of a bird, representing speed, vision, and reliability with clean lines and a bold form. The logo reflects the brand's dynamic spirit and long-standing legacy of trust and engineering excellence.



Typography

The chosen typography represents clarity, confidence, and modernity. A sans serif font with smooth curves and balanced proportions communicates approachability while maintaining a strong industrial character. Different weights of the font enhance flexibility across applications from digital interfaces to large-scale branding, ensuring consistency and legibility everywhere.



Logo construction

The logo is constructed using a balanced grid system that maintains proportion and harmony. The upward arcs and intersecting lines convey movement and growth. While the symmetrical structure ensures visual stability, this careful construction embodies TATA Motors' balance between innovation and dependability, expressing motion with purpose.



Safe Area

To preserve the logo's visibility and impact, a clear space equal to the height of the letter 'T' is maintained around it. This safe area ensures that no text, graphics, or other visual elements encroach upon the logo's space, allowing it to stand out distinctly across all media formats.



Color palette

P: 90% B: 10%
C: 30% M: 70%
#000000

P: 20% B: 80%
C: 0% M: 0%
#FFFFFF

P: 20% B: 80%
C: 0% M: 0%
#FFFFFF

Type face

Poppins

Light
Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9
[] { } ~ * + = - /

Regular
Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9
[] { } ~ * + = - /

Medium
Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9
[] { } ~ * + = - /

Bold
Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9
[] { } ~ * + = - /

AaBb

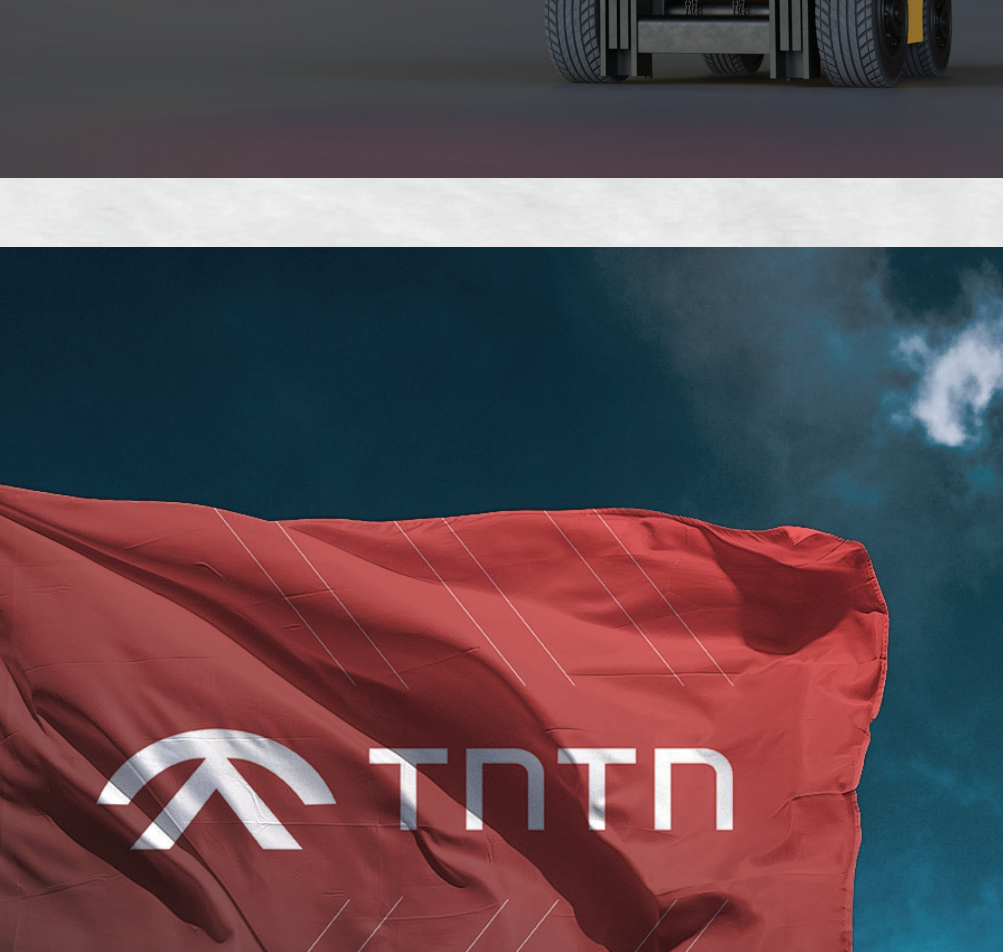
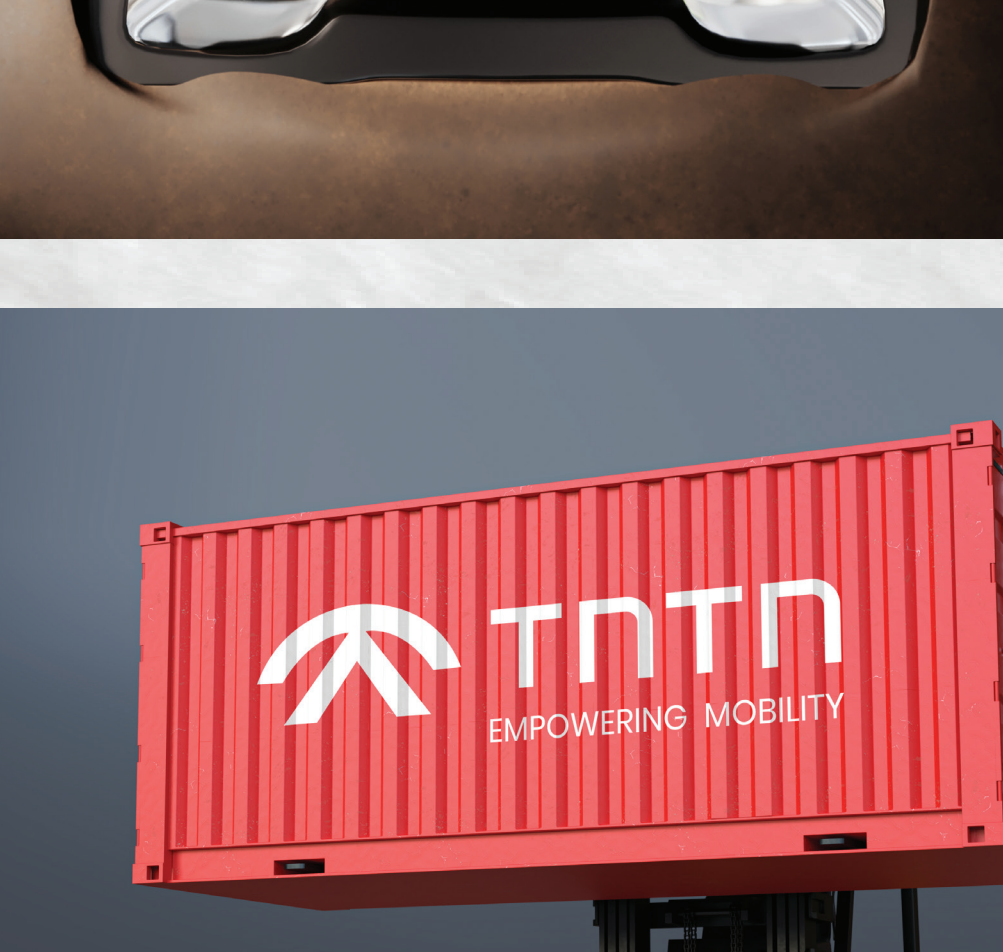
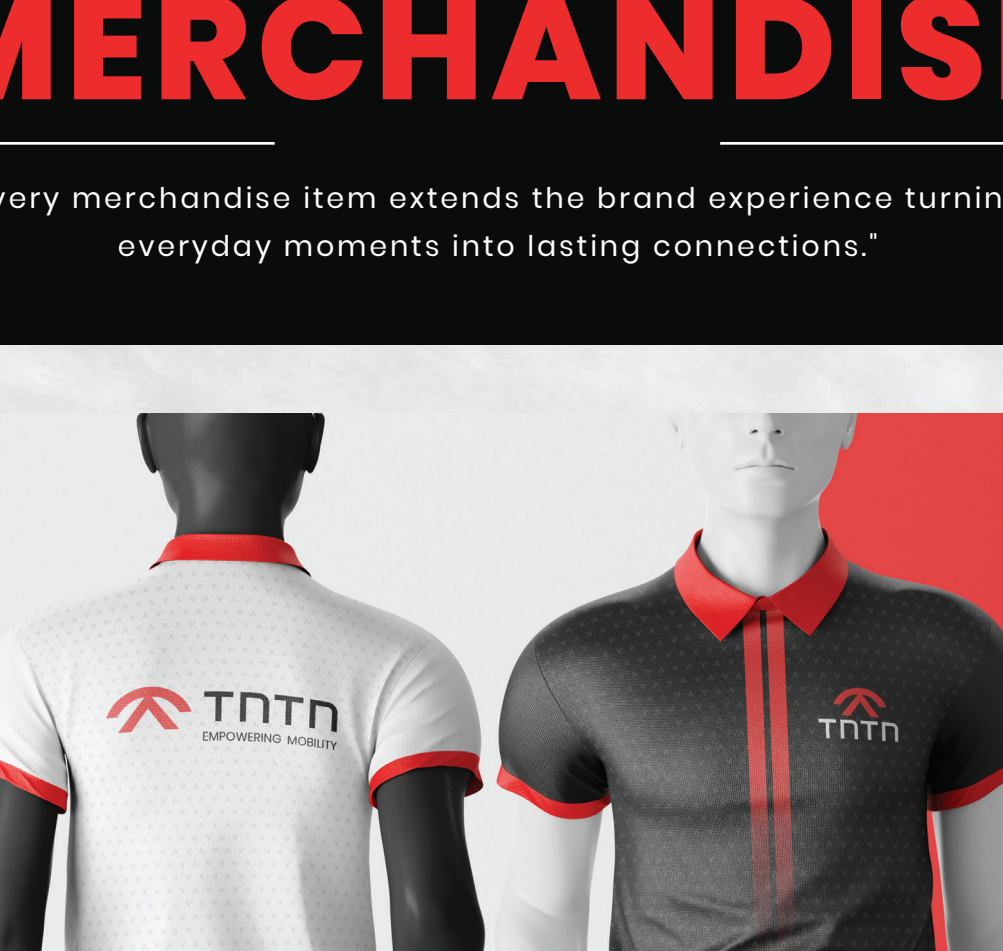
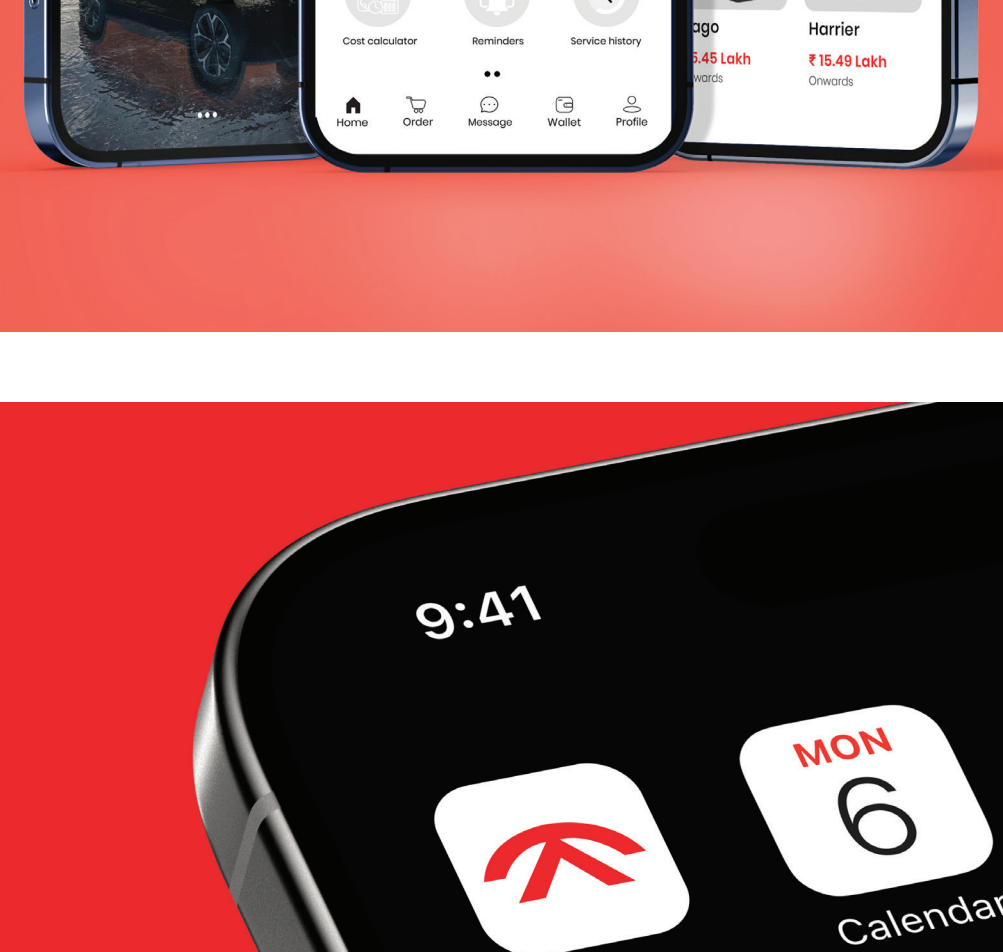
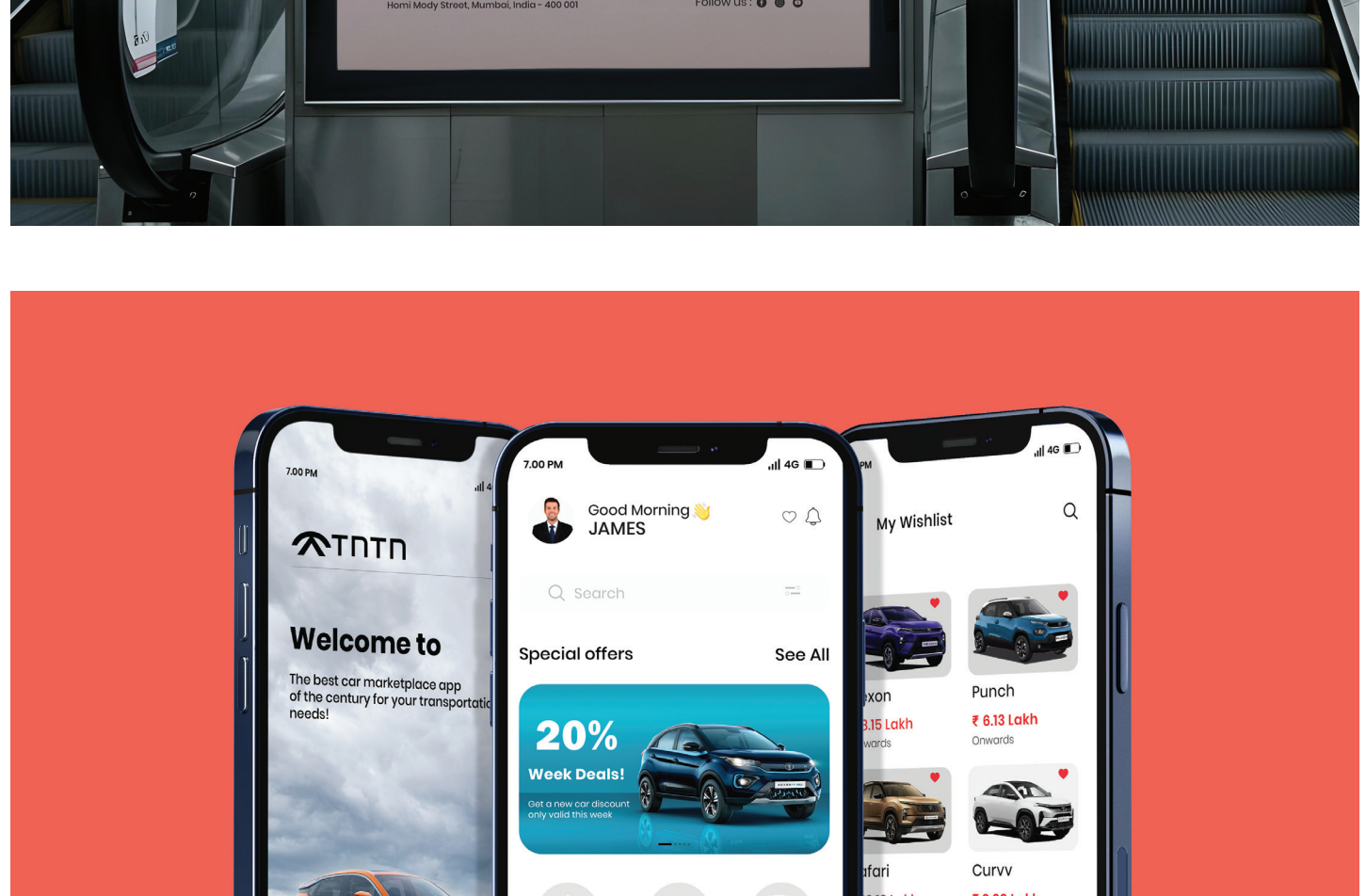
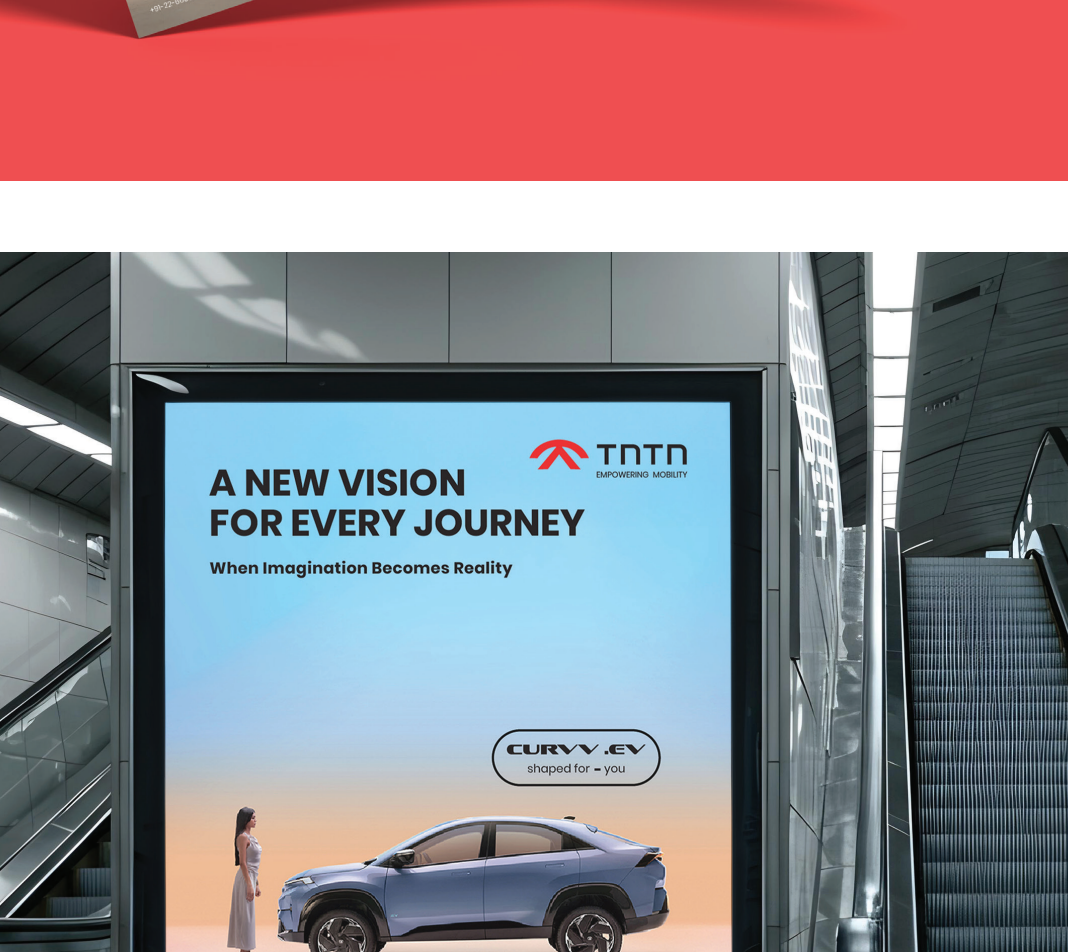
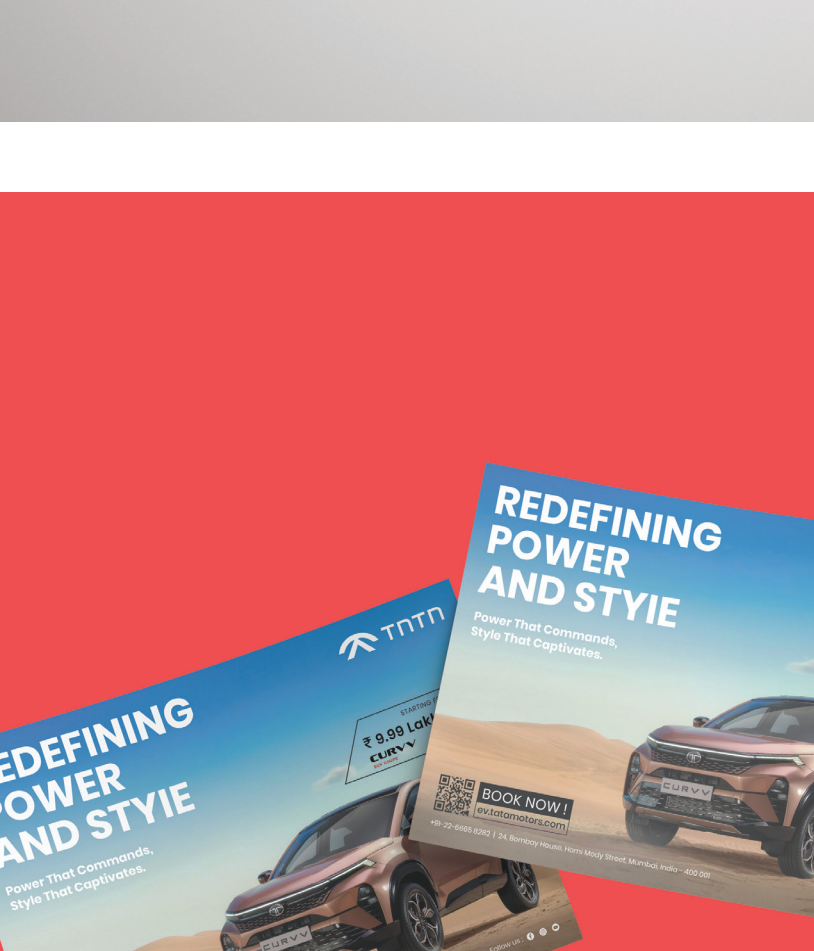
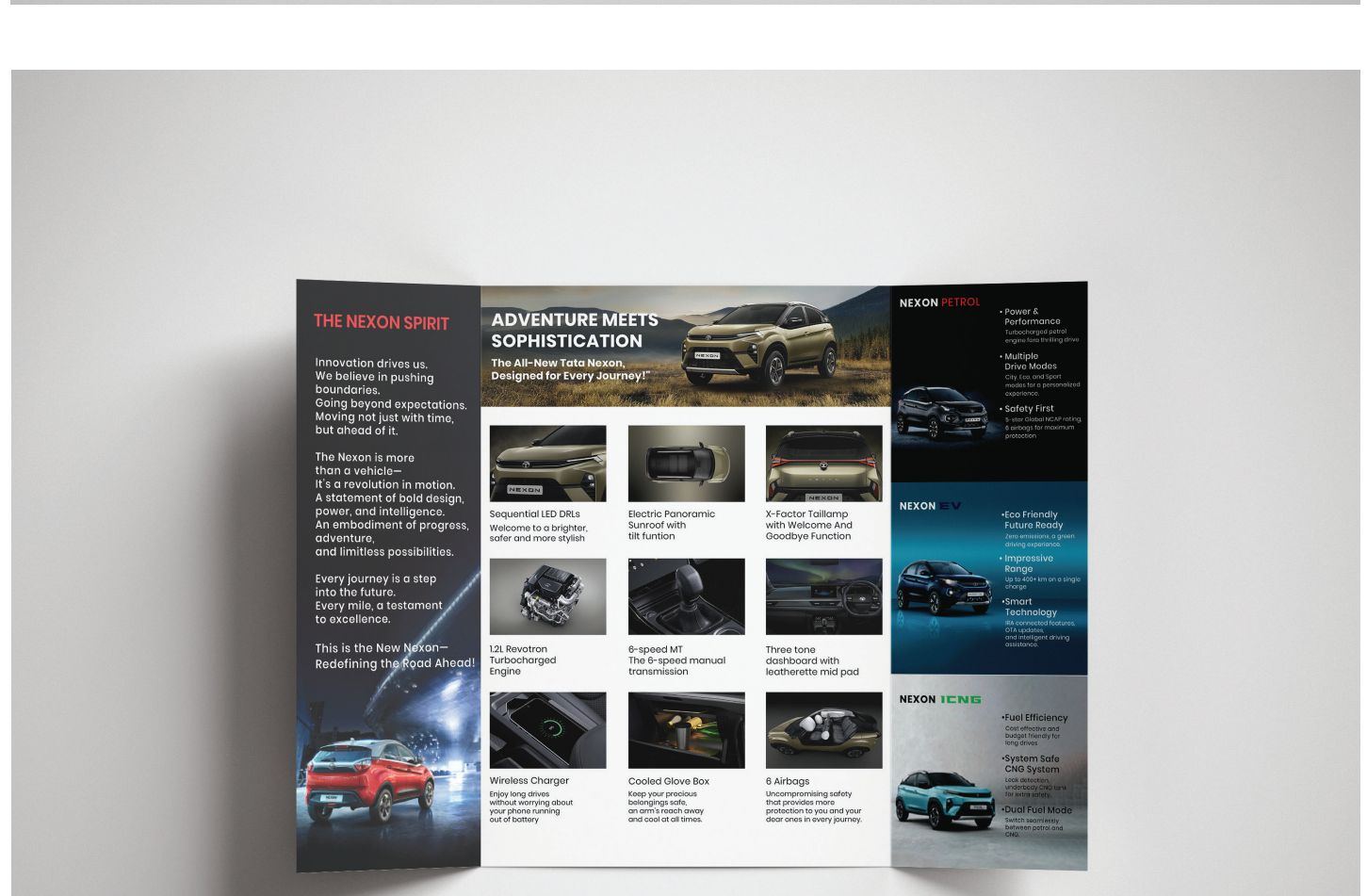
BRANDING COLLATERALS

"Every identity design is rooted in the brand's mission turning vision into visual impact."



ADVERTISING

"Every advertisement tells the brand's story turning ideas into memorable experiences."



MERCHANDISE

"Every merchandise item extends the brand experience turning everyday moments into lasting connections."

