

HEXAWARE

Brand Guidelines

Version 2.0

JULY 2026

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Our brand, in a few words

Hexaware shows up as confident, modern and human. Our visual identity is built around a vibrant blue, a clean geometric wordmark, and generous whitespace — so every touchpoint feels considered rather than crowded.



Bold

We use color and scale with intention — one strong accent, not five competing ones.



Clear

Generous whitespace and simple layouts let the message lead.



Consistent

The same logo, palette and type system across every surface, digital or physical.

Logo examples

Hexaware's logo has been modernized for a clean, streamlined look. The wordmark remains the same, and we've simplified the color scheme to utilize our vibrant new Hexaware blue. The applications below are suitable for a variety of uses, on both light and dark backgrounds.

Only use the Hexaware logo in our blue, white or black, even though our refreshed palette includes additional colors. This ensures brand consistency across all digital and physical touchpoints.

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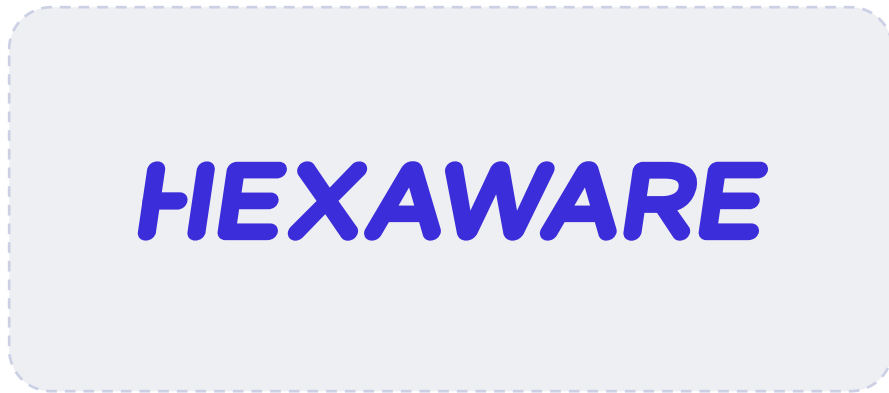
Download Logo Pack (.zip)

Full-color, white, and black versions of the Hexaware logo in JPG, PNG, and SVG formats, optimized for both digital and print use.

[Download logo pack \(.zip\)](#)

Clear space & minimum size

Keep the area around the logo free of text, imagery and other graphic elements so it always has room to breathe.



Clear space = the height of the "H" in the wordmark, on all sides.

Minimum size



Digital: 90px wide minimum

Print: 20mm wide minimum

Never shrink the wordmark below these sizes – the letterforms lose clarity and legibility.

Color palette



Hexaware blue
RGB: 60 45 218
#3C2CDA



Black
RGB: 04 13 67
#040D43



Honey
RGB: 235 157 00
#EA9D00



Silver
RGB: 128 136 167
#8088A7



Bright blue
RGB: 29 134 255
#1D86FF



Light
RGB: 238 239 242
#EEEEFF2



Canary
RGB: 244 203 78
#F4CB4E



Error
RGB: 218 45 44
#DA2D2C



Electric blue
RGB: 20 203 222
#14CBDE



White
RGB: 248 248 249
#F8F8F9



Border light
RGB: 203 208 229
#CBD0E5



Dark blue
RGB: 07 18 94
#07125E



Snow
RGB: 255 255 255
#FFFFFF



Border dark
RGB: 83 89 131
#535983

Our primary font

Manrope

About

Manrope is our primary brand font.

It's used for headlines / text labels and can be used for paragraph text as well.

Use the Light weight in most instances.

Use the Medium or Semi-Bold weights to create emphasis within headlines or, at smaller sizes, to create proper balance in your text layouts.

Do not use the Bold / Extra-Bold weights.

Our secondary font

Heebo

About

Heebo is used for paragraph text and small labels.

Heebo is currently only used in limited places to reduce complexity for teams. Designers should use Heebo, but non-designers will rely solely on the use of Manrope for presentations and other docs.

Download the logo pack

Get every approved lockup in one place — full-color, white, and black versions of the wordmark, in JPG, PNG and SVG formats, ready for both digital and print use.

[Download logo pack \(.zip\)](https://hexaware.widencollective.com/assets/share/asset/xgfdpnxmb8)

Link: <https://hexaware.widencollective.com/assets/share/asset/xgfdpnxmb8>

Contents of the pack

Logo — blue, white, black (JPG + PNG + SVG)



Office photography

Approved photography of our offices, teams and events for use in decks, proposals and internal or external communications. Please don't edit, filter or crop people out of context.



Download office photo library

High-resolution shots of our campuses, workspaces and culture moments, organized by location.

[Download office photos \(.zip\)](https://hexaware.widencollective.com/assets/share/asset/b80tu0oe1b)

Link: <https://hexaware.widencollective.com/assets/share/asset/b80tu0oe1b>

Thank You

For any brand questions, contact the Marketing & Brand team.
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