



Brand Guidelines

October 2026

Logo & Colours

Current Logo & Brand Colours (To be used everywhere)



Original logo with thin white border



Logo to be used with white border only

Border Thickness Specs:

AI & Corel Draw

0.3 pt outline thickness in 1" logo

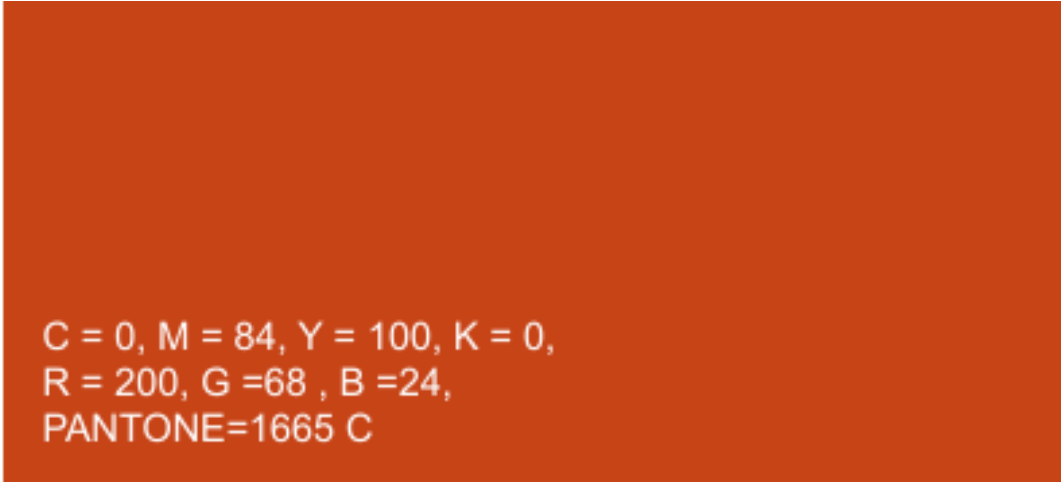
Photoshop

3 pixels outline thickness in 1" logo

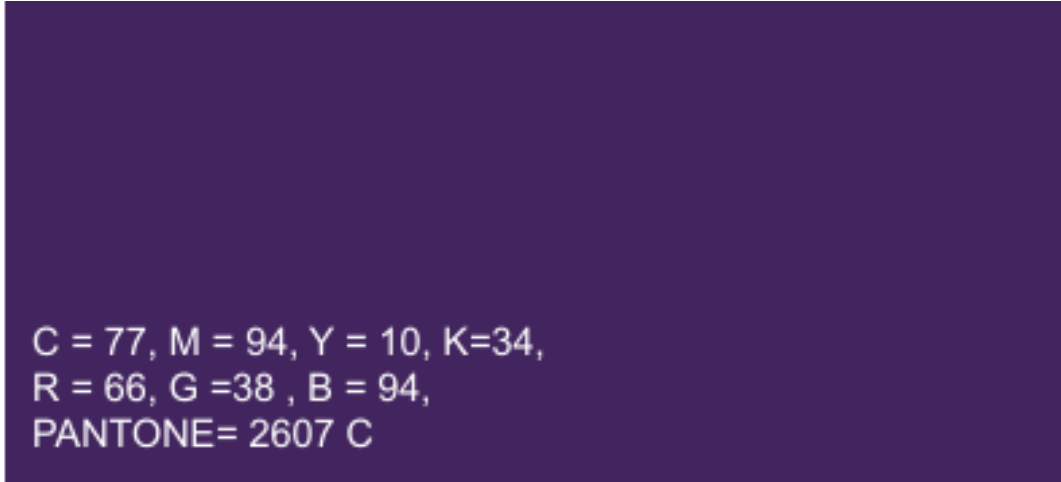
Exceptional usage (requiring Brand Team approval)



Primary Colours

A solid orange rectangular color swatch.

C = 0, M = 84, Y = 100, K = 0,
R = 200, G = 68, B = 24,
PANTONE=1665 C

A solid dark purple rectangular color swatch.

C = 77, M = 94, Y = 10, K=34,
R = 66, G = 38, B = 94,
PANTONE= 2607 C

Colour Codes

Secondary Colours

Hex fbe3da RGB 251, 227, 218 CMYK 00, 13, 10, 00 Pantone 698 C			
Hex f2aa91 RGB 242, 170, 145 CMYK 00, 43, 40, 00 Pantone 1625 C	Hex c84418 RGB 200, 68, 24 CMYK 00, 84, 100, 00 Pantone 1665 C	Hex 42265e RGB 66, 38, 94 CMYK 77, 94, 10, 34 Pantone 3535 C	Hex ebe2f3 RGB 235, 226, 243 CMYK 5, 11, 00, 00 Pantone 7443 C
Hex e76236 RGB 231, 98, 54 CMYK 00, 81, 96, 00 Pantone 7579 C	Hex 240c04 RGB 36, 12, 4 CMYK 56, 75, 73, 81 Pantone BLACK 5	Hex 1f122b RGB 31, 18, 43 CMYK 82, 88, 49, 66 Pantone 4147 C	Hex b89ad6 RGB 184, 154, 214 CMYK 26, 42, 00, 00 Pantone 2086 C
Hex 802b0f RGB 128, 43, 15 CMYK 27, 94, 100, 31 Pantone 174 C	Hex 491909 RGB 73, 25, 9 CMYK 40, 86, 88, 64 Pantone 490 C	Hex 2a183a RGB 42, 24, 58 CMYK 83, 93, 43, 53 Pantone 2755 C	Hex 8551b8 RGB 133, 81, 184 CMYK 56, 78, 00, 00 Pantone 2084 C

Discontinued Logo (To be avoided)

Old logo with Scheduled Commercial Bank line and without white border is discontinued

CMYK/RGB
Logo Color Configuration



CMYK: 0 70 100 0
RGB: 236 105 31



CMYK: 60 100 0 25
RGB: 109 39 109

Discontinued BHH and 30-year Units (To be avoided)

Any and all iterations of the BHH unit and the 30-year unit are discontinued

BADLAAV
HUMSE HAI

30 Years of
Scale with
Sustainability



● R: 109 | G: 39 | B: 109 ● R: 236 | G: 105 | B: 31

● C: 60 | M: 100 | Y: 0 | K: 25 ● C: 00 | M: 70 | Y: 100 | K: 0

M = SIZE REFERENCE

Please do not violate the construction of the identity. Kindly maintain the spacing and sizes as mentioned.

The alphabet 'M' should be used for spacing reference. In the logo layout, the space of triple 'M' on the right & left and double horizontal 'M' on the upper & lower sides.

The space between orange circle & 'Bank' should be a single 'M'.

Shadows, outlines or any kind of effect should not be given to the identity.

Logo Dos & Don'ts

-  Logo should always be used on a non-cluttered background
-  Always use the exact shade of the brand colours
-  Symbol and type of AU logo should not have different colour backgrounds
-  Colours of the identity cannot be reversed i.e., orange cannot be made purple or white and vice versa
-  The identity cannot be used in any other geometrical shape
-  Do not stretch the logo vertically, horizontally or diagonally while usage

Correct vs Incorrect Logo Usage



Wrong Logo Usage

Never alter the AU logotype to be larger or smaller than the approved artwork.



Never alter the colour of the AU symbol or logotype—always use approved electronic artwork.

Never use a line or stroke around any elements of the AU symbol or logotype.



Never outline the elements of the AU symbol.

Never alter the shape of the AU symbol from the approved artwork.



Never reproduce the AU logo on a background that is too complex.

Never change the colour of the symbol to anything other than AU purple and orange.



Never alter the colour of the AU symbol or logotype—always use approved electronic artwork.

AU Sun Usage Guidelines

1. Unit to be used only on disturbance free backgrounds, preferable with high contrast, without need for borders
2. Unit cannot be modified. Don't recolour any elements of the AU Sun or add borders.
3. Don't skew, distort or rotate the AU Sun
4. Don't use the AU Sun as a window for images
5. Don't apply effects or attempt to redraw or apply textures to the Unit
6. Don't create patterns with the Unit
7. Any text placed besides the AU Sun cannot overpower the letters 'AU' within the circle – always maintain equal or preferably lower font size. Acceptable exceptions include Brand logo and existing program units. Shown below.



Brand Fonts

Inter to be used across all English communications

INTER

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

[{(!@#\$\$%^&*?|/";+=)}

This is how body text appears typically. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero erosacilisi.

1234567890 ~!@#\$\$%^&*()

Download here:

<https://fonts.adobe.com/fonts/inter>

Baloo 2 to be used across regional communications

Download here:

Hindi/Marathi – <https://fonts.google.com/specimen/Baloo+2>

Gujarati - <https://fonts.google.com/specimen/Baloo+Bhai+2>

Telugu - <https://fonts.google.com/specimen/Baloo+Tammudu+2>

Tamil - <https://fonts.google.com/specimen/Baloo+Thambi+2>

Kannada - <https://fonts.google.com/specimen/Baloo+Tamma+2>

Malayalam - <https://fonts.google.com/specimen/Baloo+Chettan+2>

Bengali - <https://fonts.google.com/specimen/Baloo+2>

Oriya - <https://fonts.google.com/specimen/Baloo+Bhaina+2>

Punjabi - <https://fonts.google.com/specimen/Baloo+Paaji+2>



THANK YOU