



Brand Guidelines

Dec 2025

Logo Usage

Old Logo (To be avoided)



Old logo with SCB line and w/o white border is discontinued

CMYK/RGB
Logo Color Configuration



A SCHEDULED COMMERCIAL BANK



CMYK: 0 70 100 0
RGB: 236 105 31



CMYK: 60 100 0 25
RGB: 109 39 109

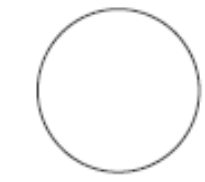
BLACK & WHITE



A SCHEDULED COMMERCIAL BANK



CMYK: 0 0 0 100
RGB: 0 0 0



CMYK: 0 0 0 0
RGB: 255 255 255

Old Badlaav Humse Hai Unit (To be avoided)



Any and all iterations of the BHH logo are discontinued as of Sept '25

BADLAAV
HUMSE HAI

Current Logo (To be used everywhere) ✓



Original Logo with thin white border

CMYK/RGB
Logo Color Configuration



CMYK: 0 70 100 0
RGB: 236 105 31

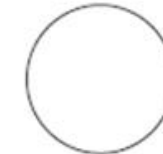


CMYK: 60 100 0 25
RGB: 109 39 109







BLACK & WHITE



CMYK: 0 0 0 100
RGB: 0 0 0



CMYK: 0 0 0 0
RGB: 255 255 255

-  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

Wrong Logo Usage – Always Avoid



<p>Never alter the AU logotype to be larger or smaller than the approved artwork.</p>			<p>Never alter the colour of the AU symbol or logotype—always use approved electronic artwork.</p>
<p>Never use a line or stroke around any elements of the AU symbol or logotype.</p>			<p>Never outline the elements of the AU symbol.</p>
<p>Never alter the shape of the AU symbol from the approved artwork.</p>			<p>Never reproduce the AU logo on a background that is too complex.</p>
<p>Never change the colour of the symbol to anything other than AU purple and orange.</p>			<p>Never alter the colour of the AU symbol or logotype—always use approved electronic artwork.</p>

Correct Vs. Incorrect Logo Usage





● 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.



FONT USED IN THE LOGO
GOTHAM ROUNDED - BOLD

FONT USED IN THE TAGLINE
GOTHAM BLACK

(In case the tagline is used in exceptional cases)

Logo unit should only be in English and cannot be translated to regional languages. Exception exists only for usage as Branch signage.

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.



Font & Colours

Our **official** font is

Gotham Rounded

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

\$?&%@!#*()

1234567890

Gotham rounded light, Gotham rounded light italic
Gotham rounded book, Goyham rounded bold

In case any other font is used, it has to mandatorily be a rounded font or the rounded version of the font.

Sharp fonts are not allowed under any circumstances.

To bring uniformity to **regional fonts**, ONLY the following **Baloo 2 family of fonts** are to be used –

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>

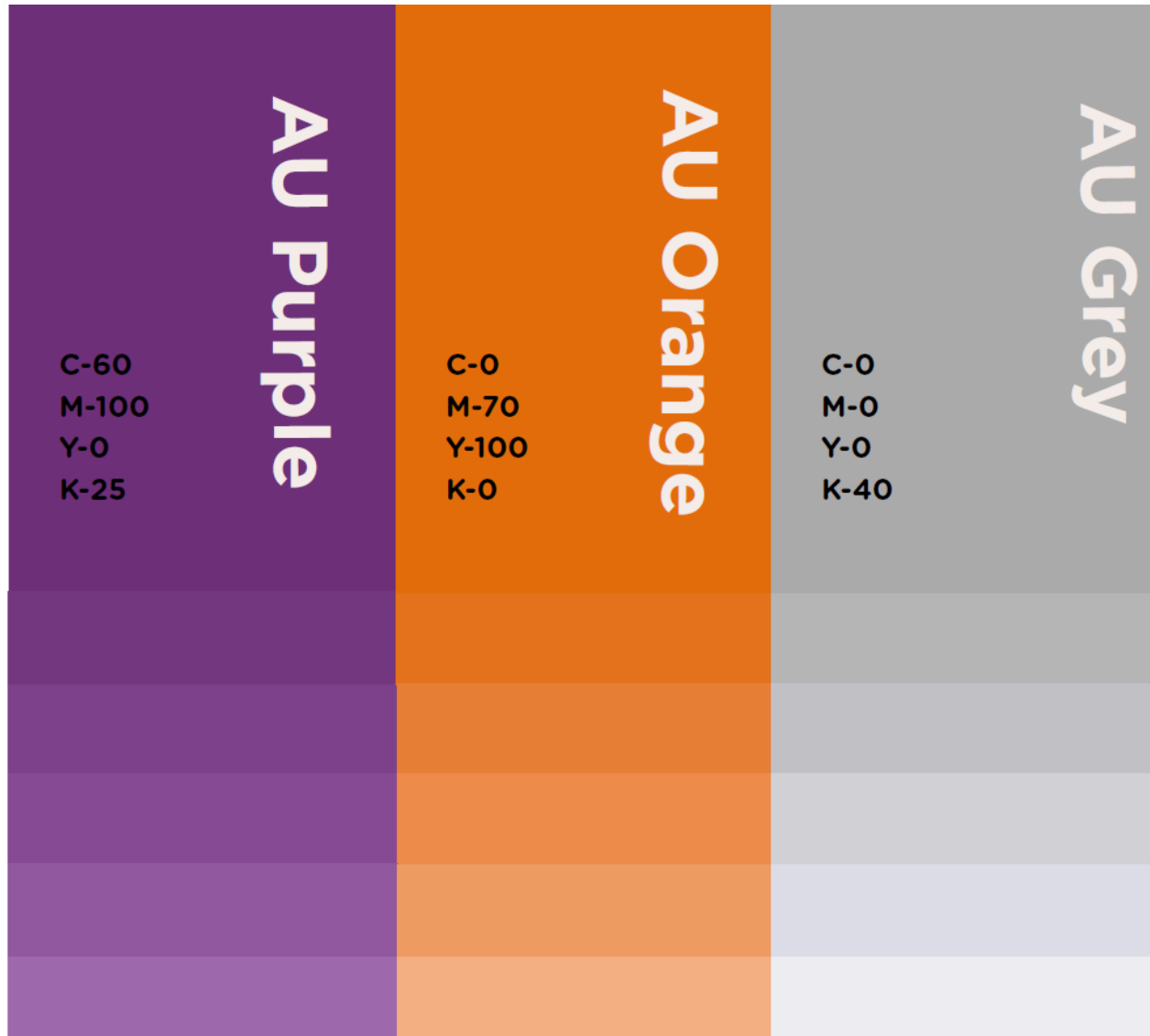
Oriya - <https://fonts.google.com/specimen/Baloo+Bhaina+2>

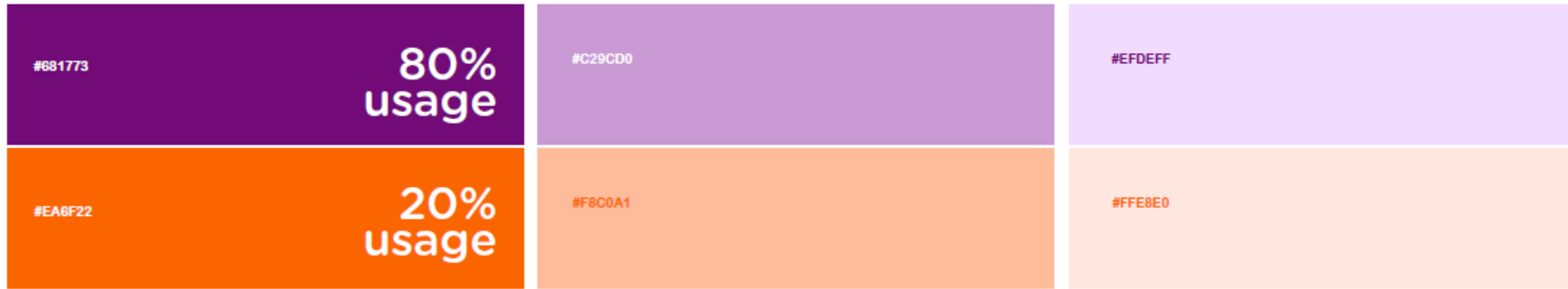
Punjabi - <https://fonts.google.com/specimen/Baloo+Paaji+2>

Colours & palettes

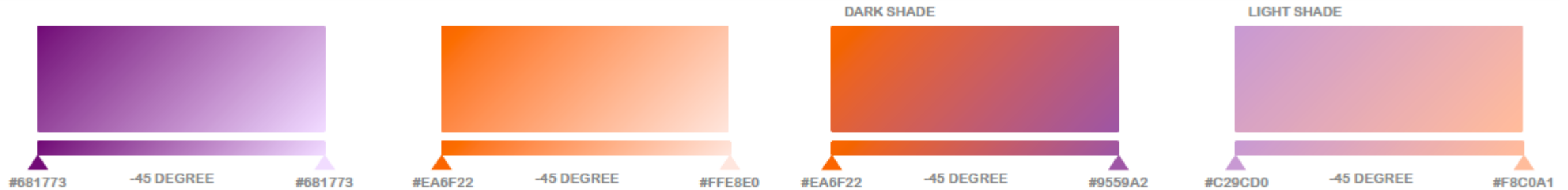
As AU is a multi-divisional company working in varied disciplines, we needed a gamut of colours to identify its various sectors. So we have used 3 Primary colours, retaining the AU purple and orange as it is. The other colours are supportive, optimistic and mature.

White should be used as Primary Colour 1, so that it helps enhance the brightness of purple without overpowering the design, which purple background tends to do.





Feed background gradient shades





THANK YOU