

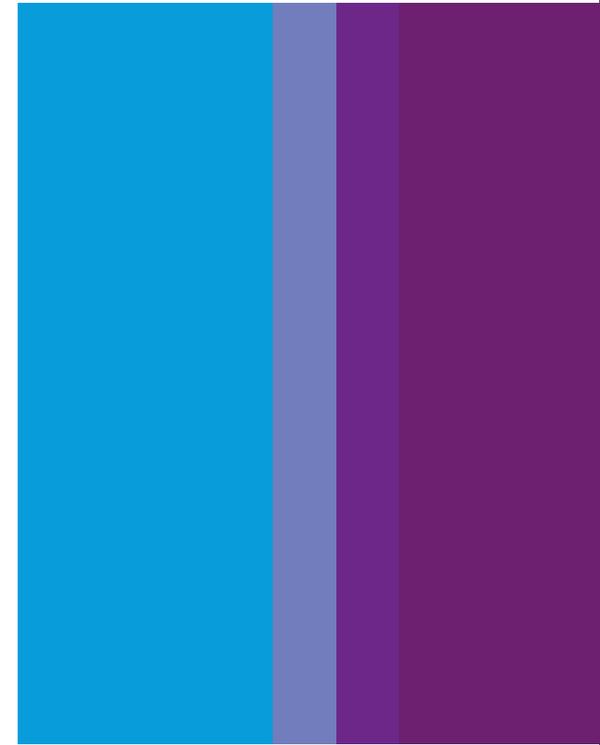


*Welcome to possible*



**Welcome to our new identity.**

It's an identity that captures our values and our beliefs. It gives form to our vision and it tells the world what we stand for.



## Our mission

### We

Mindtree believes in the power of partnerships. We work collaboratively with our clients to develop solutions that fit their unique needs.

### Engineer

Mindtree's ability to devise solutions is equally matched by our ability to execute those solutions. We are proactive thinkers – not order-takers but valued partners.

### Meaningful technology solutions

Mindtree's difference is our unique approach – balancing a human perspective with deep strategic thinking – which enables us to create possibilities to help our clients succeed.

### To help businesses and societies

Mindtree facilitates others' success, from enterprises to government bodies to the individuals who work with us. We are committed to helping people and organizations reach their full potential.

### Flourish

Mindtree works to help businesses and societies grow, stay healthy and thrive.



We engineer meaningful technology solutions to help businesses and societies flourish.

## Our values



### **Collaborative Spirit**

Mindtree believes in developing true partnerships. We foster a collegial environment where individual perspectives are respected and honest dialogue is appreciated.



### **Unrelenting Dedication**

Mindtree is driven to meet customer needs with determination and grit. We embrace tough challenges and do not rest until the problem is solved the right way.



### **Expert Thinking**

Mindtree brings robust skills and forward-looking perspective to customer challenges. We use proven knowledge to make recommendations and provide expert guidance to our customers.

## Our brand voice

### Bright

Demonstrates that the brand is forward-thinking, intelligent and pioneering. When we talk, people listen because it's insightful without being preachy.

### Confident

Shows that the brand is strong and courageous. It sounds positive and direct without bragging or showing off.

### Active

Demonstrates the passion. We love what we do and the words we use echo this. The brand is dynamic and lively, but not casual.



Our new logo



# Mindtree

*Welcome to possible*

Speaks of humanity while projecting a forward-looking momentum.

Meeting of minds and technology.

The vivid color palette is a testament to our rich history and the diversity of our advanced skill set.

Multiple strands, which weave into a harmonious and thriving hub of connections, illustrate our reach and organic growth.

Our word mark is a signal of confidence.

Our tagline is a simple but powerful expression of our brand promise.

The rounded letterforms have a natural character while suggesting precise engineering.

