

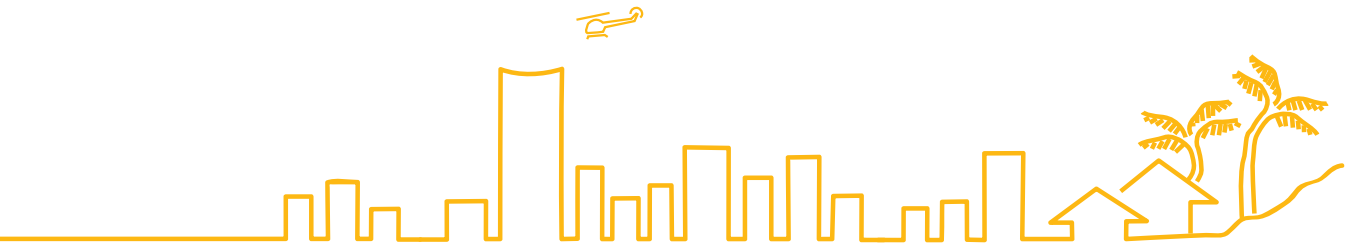


BRIGADE
G R O U P

For a better quality of life

About our logo
...and what it means to us.

Our vision:
To be a world-class organisation



It is WE who have to give meaning to our logo.

WE have to make it the visual anthem of the Brigade Group.

Let the logo—the signature of the Brigade Group—rejuvenate our minds and fill us with a sense of Pride, Purpose and Commitment.

And finally, let it be a symbol that guides us to our vision.

—M.R. Jaishankar
Chairman & Managing Director

About the Brigade logo

Our logo was developed in 2003, after a rigorous process involving 16 rounds of design, the generation of over 450 options and variations, and a comparative survey involving 5000 other logos in common usage.

The typeface:

The font “Goudy” has been used for its elegant and gracious feel.

The blue strokes:

The strokes represent the abstract form of a building—symbolising the Group’s flagship business domain. Their upturned ends depict upward growth and positive development.

The number of strokes (six) that make up the building represent our corporate values:

- Innovation
- Quality
- Trust
- Stability
- Service
- Customer orientation

BRIGADE



They also represent our diverse business domains:

- Residential properties
- Software and retail facilities
- Hospitality and serviced residences
- Property management services
- Education
- Future scope and vision

The yellow circle:

It represents the sun, the life-giver and the source of all energy.

It reminds us of the qualities that we, as Brigadiers, must embody:

- Abounding energy
- Friendly warmth
- Guiding optimism
- Constant growth
- Forward vision



What follows is another interpretation:*

A circle is the most perfect form in the universe.

The circle can represent the Absolute and Infinite Universe.

Om

Poornamadahi poornamidam

THAT IS WHOLE; THIS IS WHOLE;

Poornaathi poornamudachyatae

FROM THE WHOLE, THE WHOLE MANIFESTS;

Poornasya poornamaadaaya

FROM THE WHOLE, IF THE WHOLE IS TAKEN AWAY,

Poornamevaavashishyatae

WHAT REMAINS IS AGAIN THE WHOLE.

Om Shantih, Shantih, Shantih

|| *Isavasya Upanishad* ||

* By P.V. Maiya, Director—Brigade Enterprises Limited

For a better quality of life: Our motto

Whatever the space—residences, offices, retail facilities, schools, hospitals, hotels, serviced residences, clubs or resorts—we strive to ensure that our design and quality will always ensure a better quality of life.

Our board of directors



(L to R): **P.V. Maiya**, Director—Canara Bank, Former CMD—ICICI Bank;
M.R. Gurumurthy, Coffee Planter; **P.M. Thampi**, Director—HDFC Asset Mgmt Co. Ltd,
President—Bombay Scottish School, Former CMD—BASF India Ltd;
M.R. Shivram, MD—Capronics Pvt. Ltd; **M.R. Jaishankar**, CMD—Brigade Group;
Githa Shankar, Chairperson—Brigade Foundation;
Dr T.N. Subba Rao, Chairman—Construma Consultancy Pvt. Ltd, Former CMD—Gammon
India Ltd; **Dr K. Kasturirangan**, Padma Vibhushan awardee, Hon. MP (Rajya Sabha),
Former Chairman—Indian Space Research Organisation, Former Secretary—Dept of Space,
Govt of India, Director—National Institute of Advanced Studies (NIAS).

When we first began operations, our domain was property development. Our first logo reflected this single focus.



Over time, we evolved and expanded in both scope and scale. Our vision—to become a world-class organisation—began to embrace a wider world. And we felt the need of a logo that would symbolise our new corporate identity and intention; one that would effectively represent our exciting journey into the future. And so our present logo was born in 2003.



For a better quality of life

Upgrade to Brigade

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