

NPCI/2023-24/BBPS/012

22nd September 2023

To,

All BBPOUs
Bharat Bill Payment System,
NPCI Bharat BillPay Ltd.

Respected Sir/Madam,

Subject: Re-enforcement of Branding Guidelines of Bharat Bill Payment System

Bharat Bill Payment System (hereinafter referred to as "BBPS") is committed to its objective of providing an integrated, accessible, and interoperable bill payment system that is secured through an active monitoring mechanism, eliminating the risk of unscrupulous activities, thereby assuring trust and confidence amongst stakeholders and customers.

The key to the success of BBPS lies in fostering trust, confidence, and comfort in the mind of the customers and system participants. In this regard, BBPS has issued guidelines on Marketing and Brand positioning of the pan-India Bharat Bill Payment System vide. **Brand Identity Guidelines**.

The Brand Logo is an intellectual property of BBPS, and BBPOUs including AIs must ensure its usage as defined in the guidelines published by BBPS from time to time.

Recently, BBPS has observed instances of unauthorized usage of the Logo by BBPOUs and AIs. The observations are explained below:

1. Categories not yet live with BBPS, are being displayed under BBPS section.
2. Billers, not yet live with BBPS, are being displayed under BBPS section.
3. "B" mnemonic / "Bharat BillPay" logo is being used in the screens and receipts for the categories and billers mentioned above in Point 1 and 2.
4. "B" mnemonic / assured logo is being used for ON-US transactions and / or receipt provided to customers for such transactions.

These instances are in breach of the Branding Guidelines issued by BBPS. Unauthorised use of BBPS Logo is prohibited without the prior written consent of BBPS. The members are advised to ensure that only the categories and billers which are live on BBPS are shown in the "B" bill payment section. Also, the members are advised to ensure the "Bharat BillPay" logo is displayed in advertisements and / or marketing campaigns initiated by them.

The BBPOUs are reiterated to take note of the Branding Guidelines issued by BBPS and ensure adherence to the standards mentioned therein, for transactions done by them and their AIs, in order to avoid disciplinary action.

Yours Sincerely,

Neelam Chaturvedi
Bharat Bill Payment System,
NPCI Bharat BillPay Ltd.

Enclosure - Brand Identity Guidelines

NPCI Bharat BillPay Limited

(A wholly owned subsidiary of NPCI)

Registered Office: 1001 A, The Capital, B Wing 10th
Floor, Bandra Kurla Complex, Bandra
(E), Mumbai 400051. T: +912240009100 F: +9122
40009101, Email id: bbps@npci.org.in
Website: www.bharatbillpay.com, CIN:
U67190MH202OPLC351595

POWERED BY



BRAND GUIDELINES

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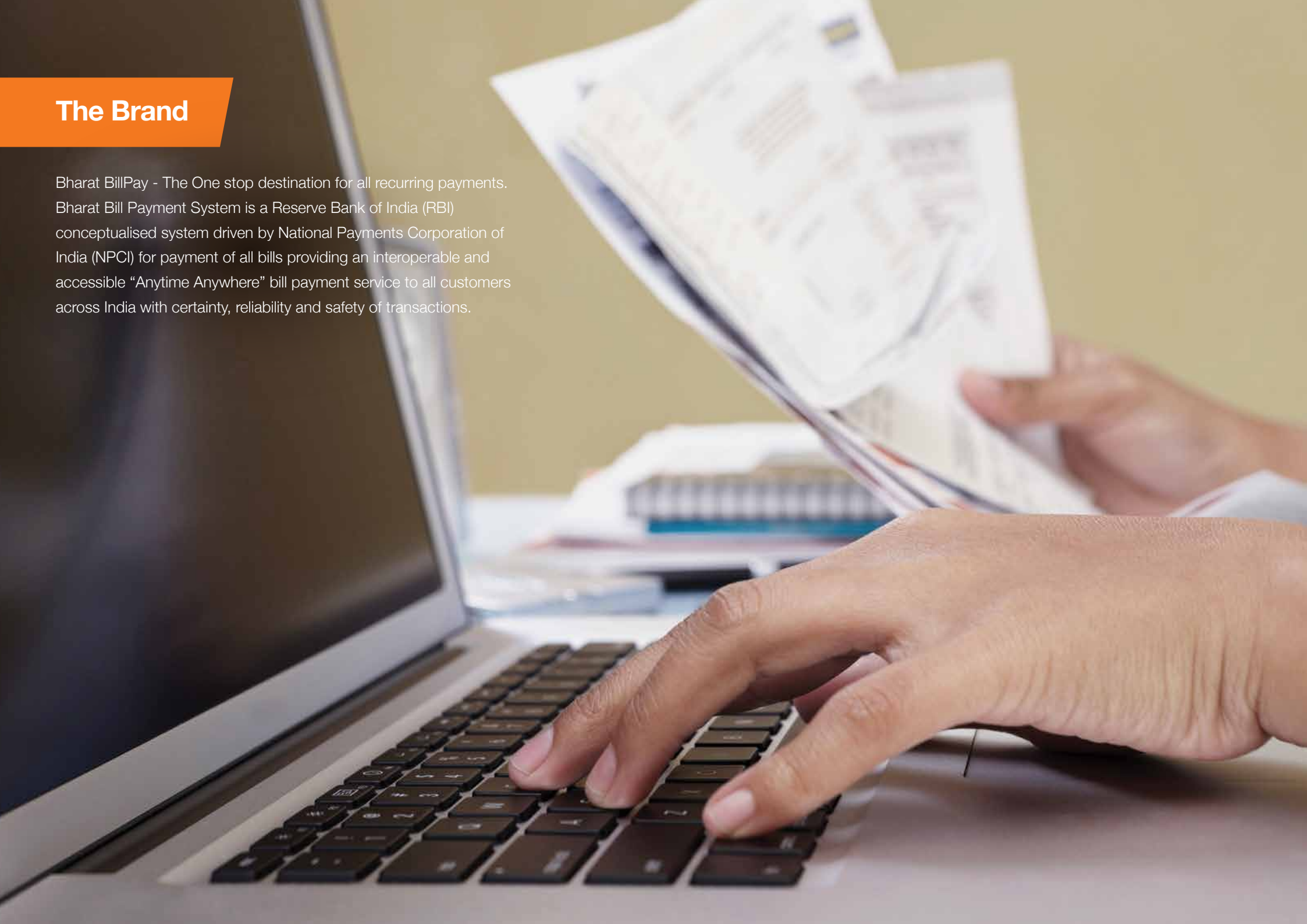
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The Brand

Bharat BillPay - The One stop destination for all recurring payments. Bharat Bill Payment System is a Reserve Bank of India (RBI) conceptualised system driven by National Payments Corporation of India (NPCI) for payment of all bills providing an interoperable and accessible "Anytime Anywhere" bill payment service to all customers across India with certainty, reliability and safety of transactions.



Mnemonic

The Bs of Bharat BillPay come together to form the Bharat BillPay logo unit. The P is placed on top of an uppercase B to create a simple, yet clever mnemonic that creates a unique property for the brand which is easily identifiable. Together, the new B mnemonic stands for the best solution there is for bill payments.

BHARAT BILLPAY

B + b + P = B

Vertical Bharat BillPay Logo & Colours

The primary colours used for the Bharat BillPay logo have been taken from the NPCI colour palette. The 2 shades of orange bring an element of the future and freshness to this new solution for bill payments, while the blue represents the technology that powers the Bharat BillPay platform.



C- 000 M- 065 Y- 100 K- 000



C- 000 M- 030 Y- 090 K- 000



C- 100 M- 090 Y- 000 K- 020



The Logo Size

The Bharat BillPay logo can be used in multiple sizes but the size cannot be lesser than 20mm in height as shown here.



The Logo Size

The Bharat BillPay logo should have a minimum clear space of letter 'B' of the word 'Bharat' on all sides. The clear space around the logo should be increased in the multiples of the letter 'B'.



- C - 00 M-65 Y-100 K-00
- C - 00 M-30 Y-90 K-00
- C - 100 M-90 Y-0 K-20

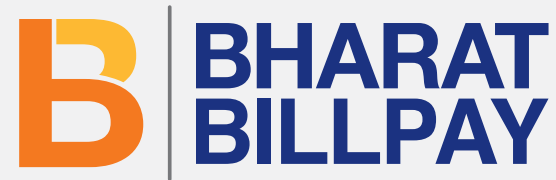
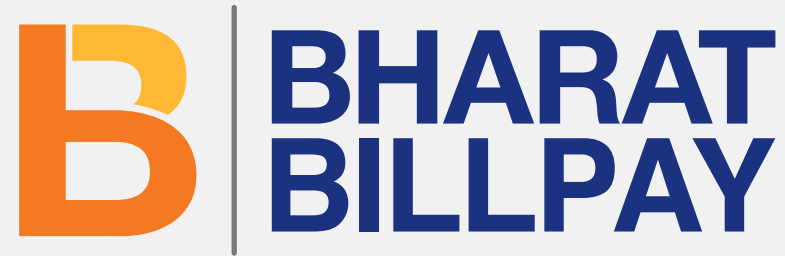
Horizontal Bharat BillPay Logo & Colours

This logo can only be used in case the usage of vertical Bharat BillPay logo is limited in the available space.



The Logo Size

The Bharat BillPay logo can be used in multiple sizes but the size cannot be lesser than 20mm as shown here.





B ASSURED LOGO GUIDELINE AND USAGE

The Logo & Colours

The primary colours used for the B Assured logo have been taken from the Bharat BillPay colour palette. The 2 shades of orange bring an element of the future and freshness to this new solution for bill payments.



C- 000 M- 065 Y- 100 K- 000



C- 000 M- 030 Y- 090 K- 000



Font

The official typeface for Bharat BillPay is Helvetica and the Helvetica family. The Helvetica font is designed for easy reading and offers a clean and sharp typeface, much like the ease and simplicity that Bharat BillPay brings to bill payments.

Helvetica Neue - Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

HelveticaEXT - Normal

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Helvetica Neue - Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue - Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue - Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Helvetica Neue - Condensed Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Helvetica Rounded LT STD - Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Brand Journey

The Brand Guidelines encompasses the use of Bharat BillPay brand during a consumers journey while making various recurring payments. The partners i.e. BBPOUs , Agent-Institutions etc. must incorporate the below steps across their Bharat BillPay enabled channels i.e. Mobile App/website/net-banking/retail points etc.

Stage-1. Use of B mnemonic at the entry of the channel wherever bill payment is being used. The Brand should be commensurate and prominent within the Partners/Stakeholders design construct.

Stage-2. Bharat BillPay logo (horizontal/vertical) must be used in the below steps

Section	Bharat BillPay Logo
Selection of any Biller-part of Bharat BillPay	Mandatory
Bill Fetch Screen	Mandatory
Bill Payment Screen	Mandatory
Transaction Status History	Mandatory
Complaint Management	Mandatory

Stage-3. Be-Assured logo must be used in the payment confirmation page and/or receipt page

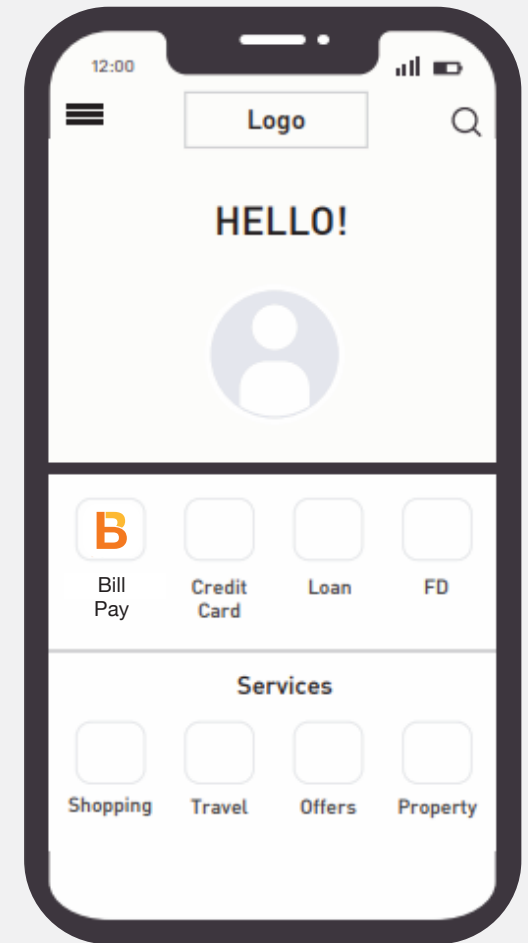
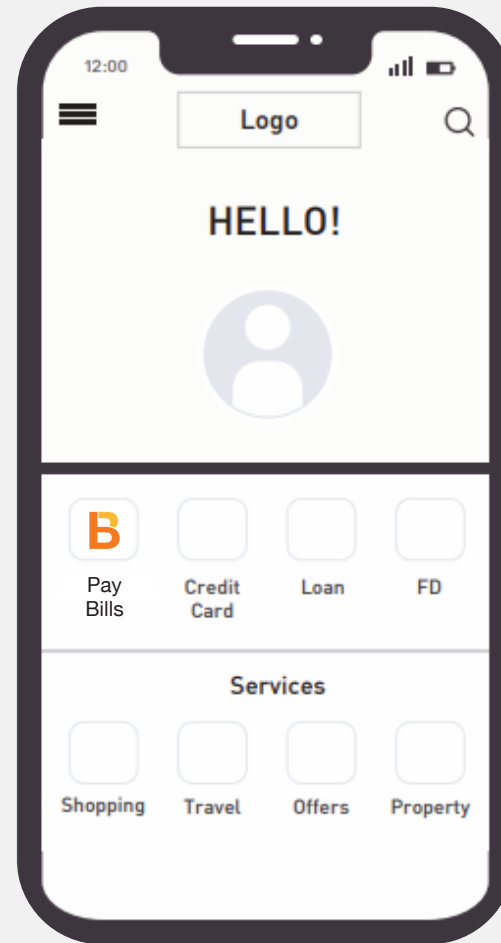
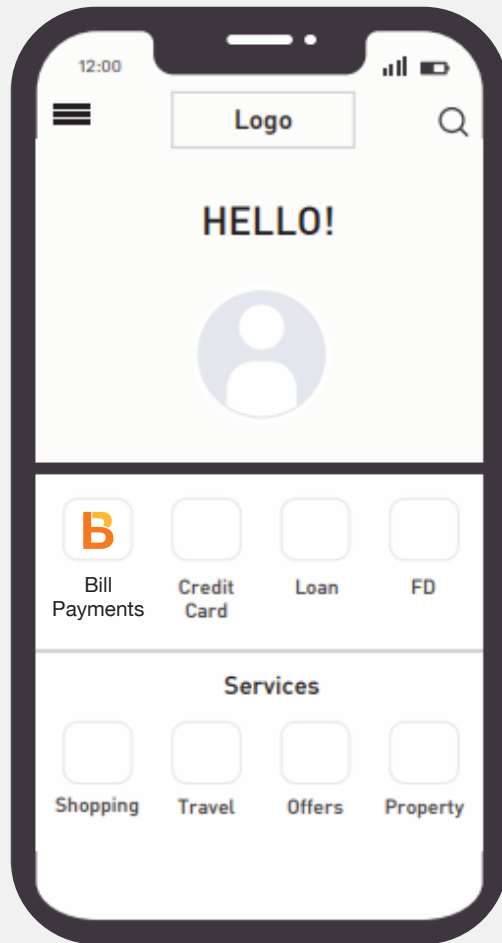
Section	Be-Assured logo
Payment Confirmation	Mandatory
Receipt (Digital and Physical)	Mandatory

STAGE-1

The B mnemonic must be used in the entry of app/website enabled with Bharat BillPay.
The B mnemonic denotes that all recurring payments can be done with Bharat BillPay.
All bill payments/recurring payment tab to use the B mnemonic

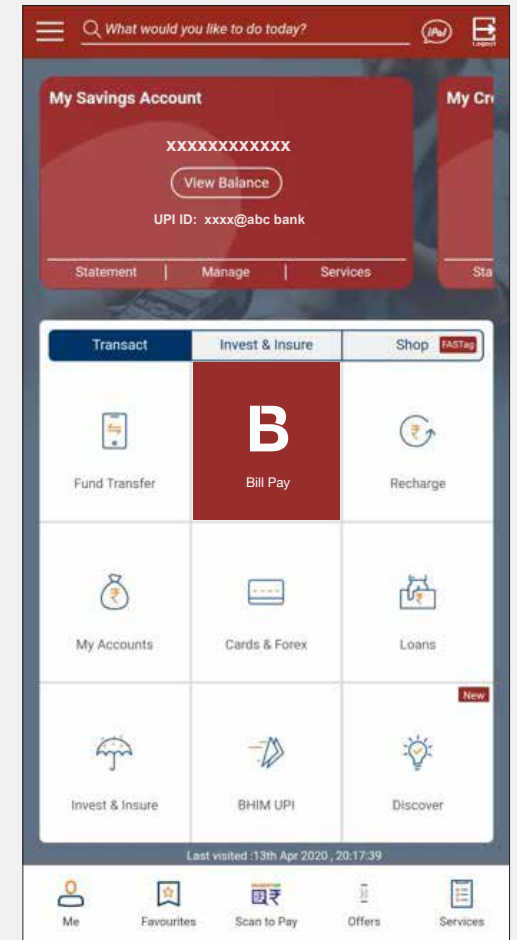
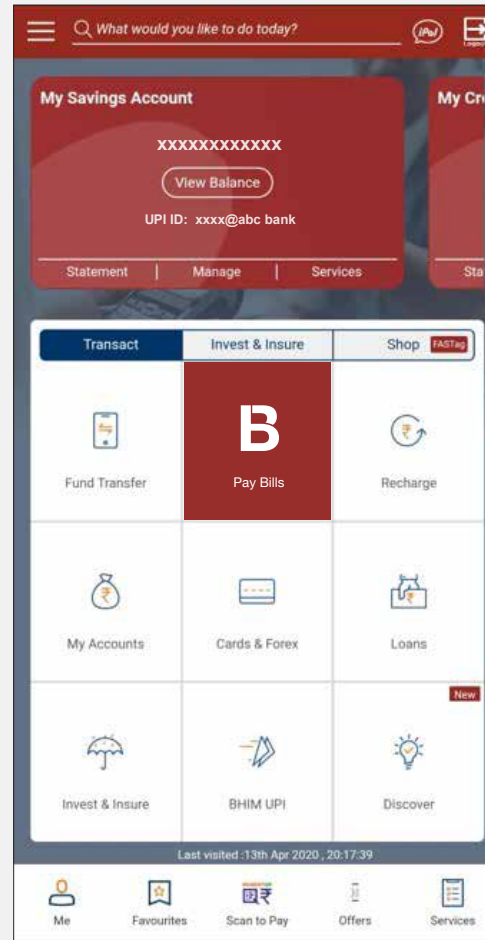
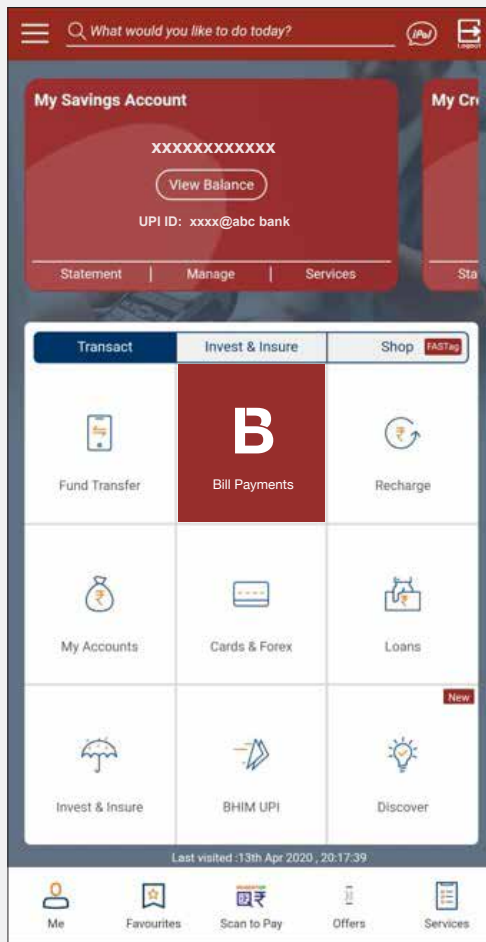
Mobile App

Usage of 'B' mnemonic on the entry of Mobile app/banking/wallet



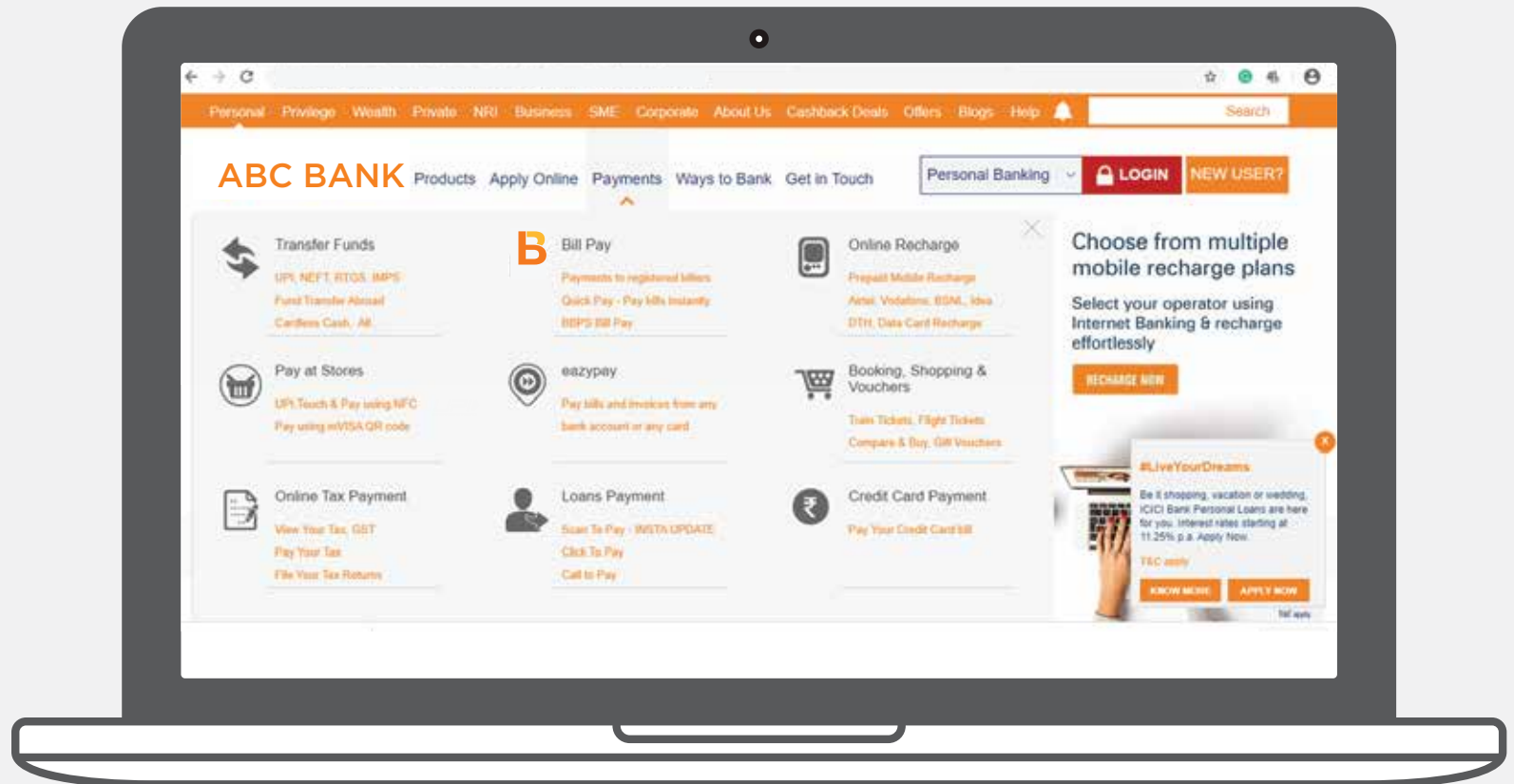
Mobile App

Usage of B mnemonic for mobile app/banking/wallet with a dark background



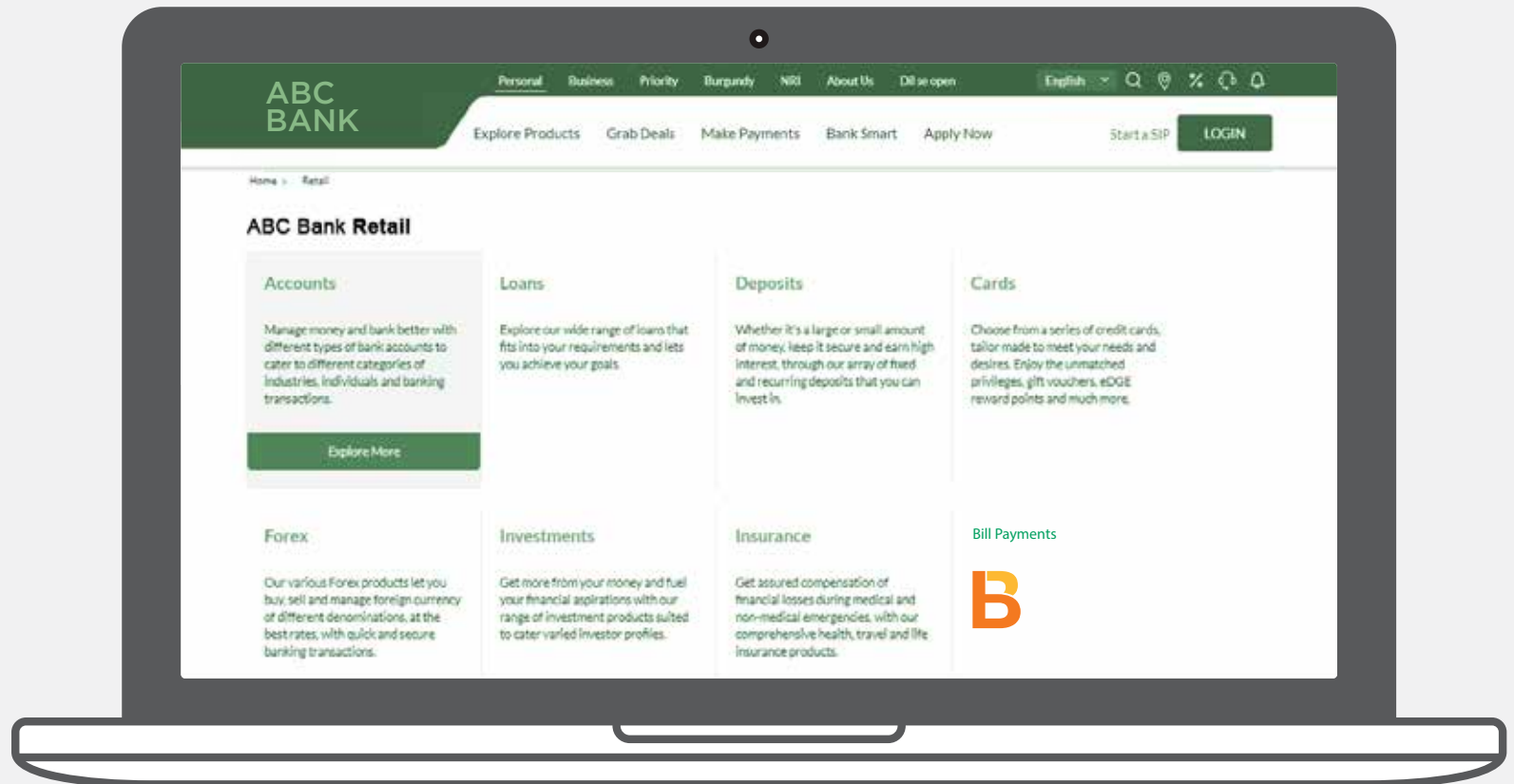
Website

Usage of B mnemonic on website/net-banking in a dropdown page



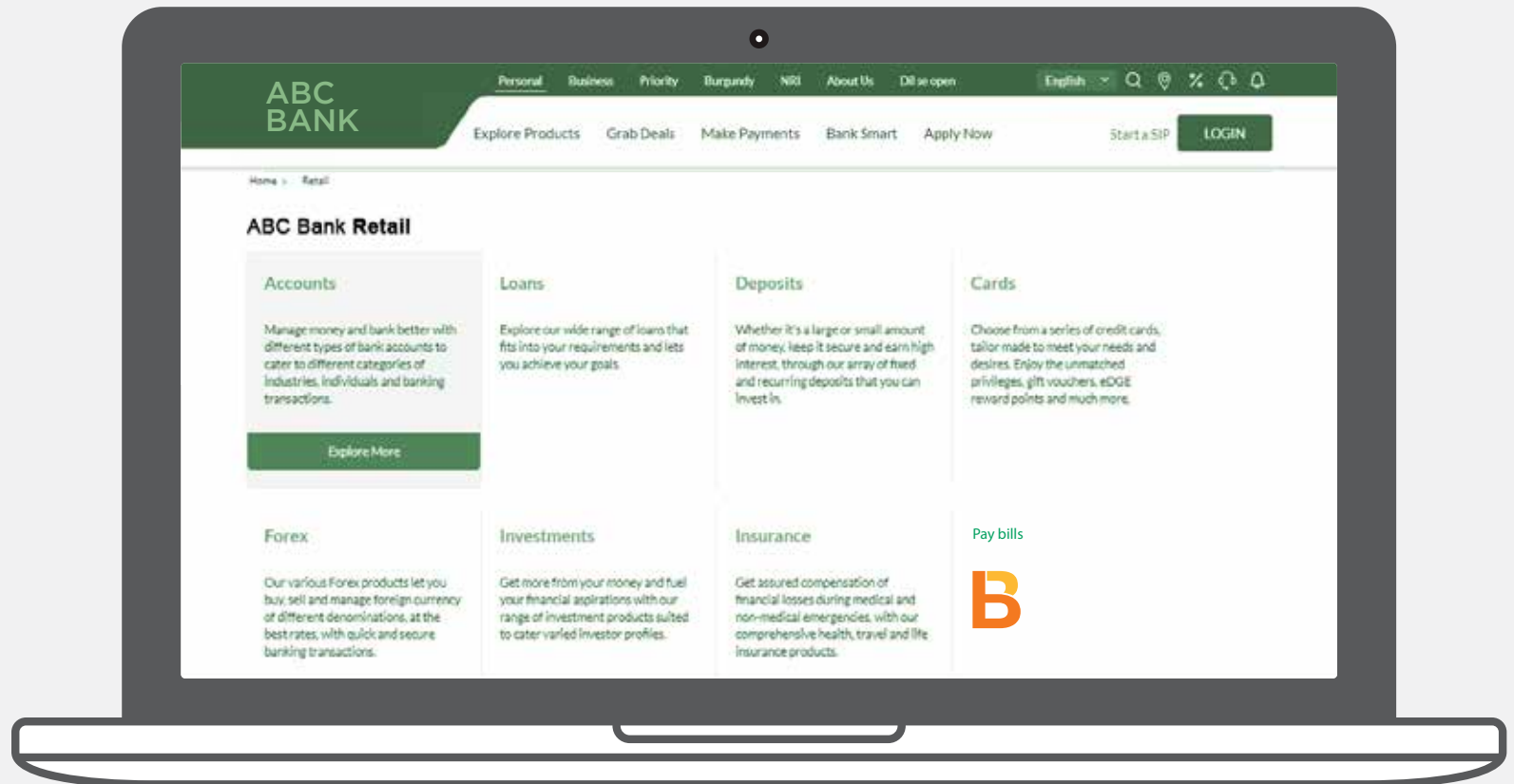
Website

The B mnemonic in website/entry page



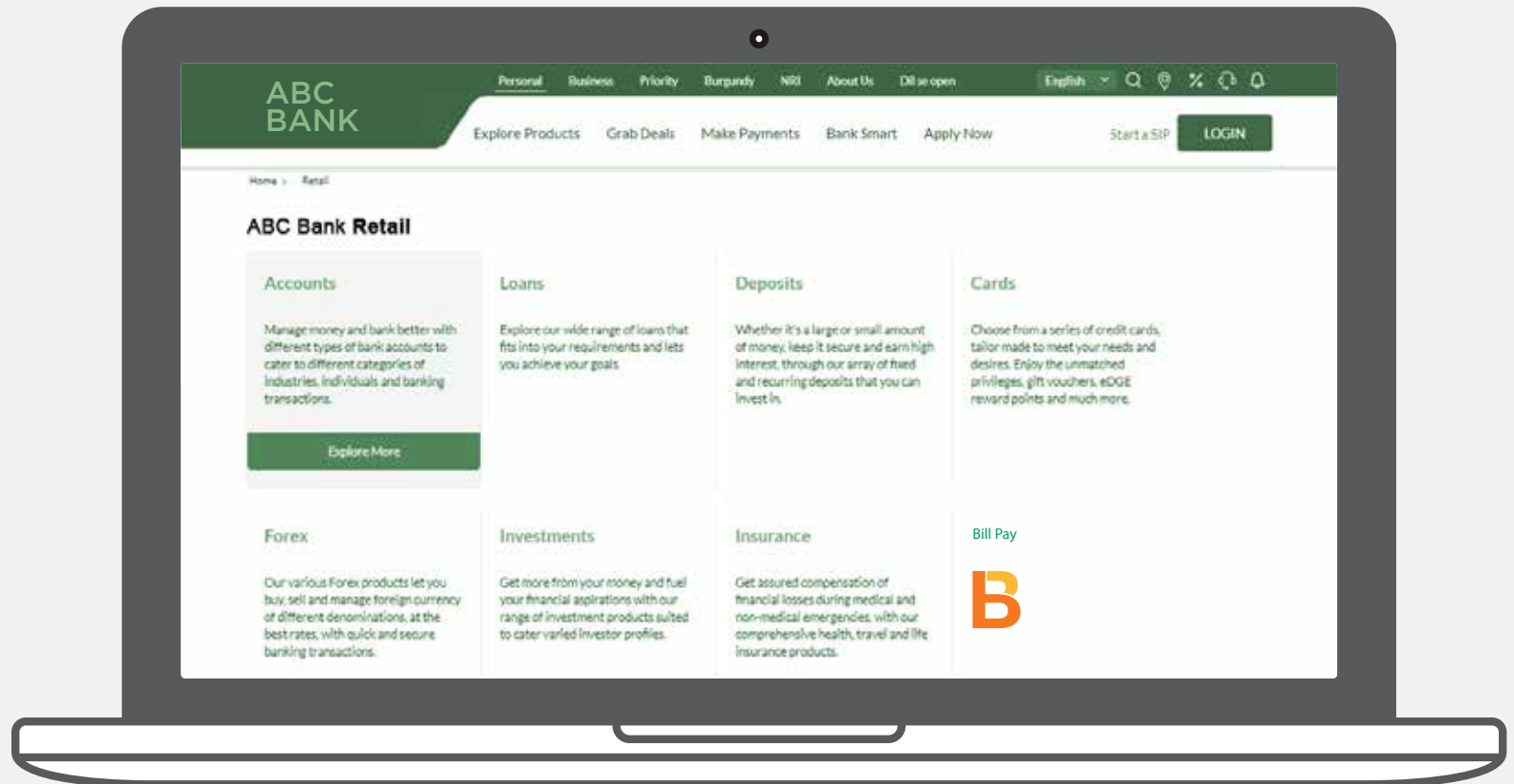
Website

The B mnemonic in website/entry page



Website

The B mnemonic in website/entry page



Improper Usage

Usage of the 'B' mnemonic should be as specified in the coming slide and it should be strictly adhered.

Here are some examples of how not to use the 'B' mnemonic.

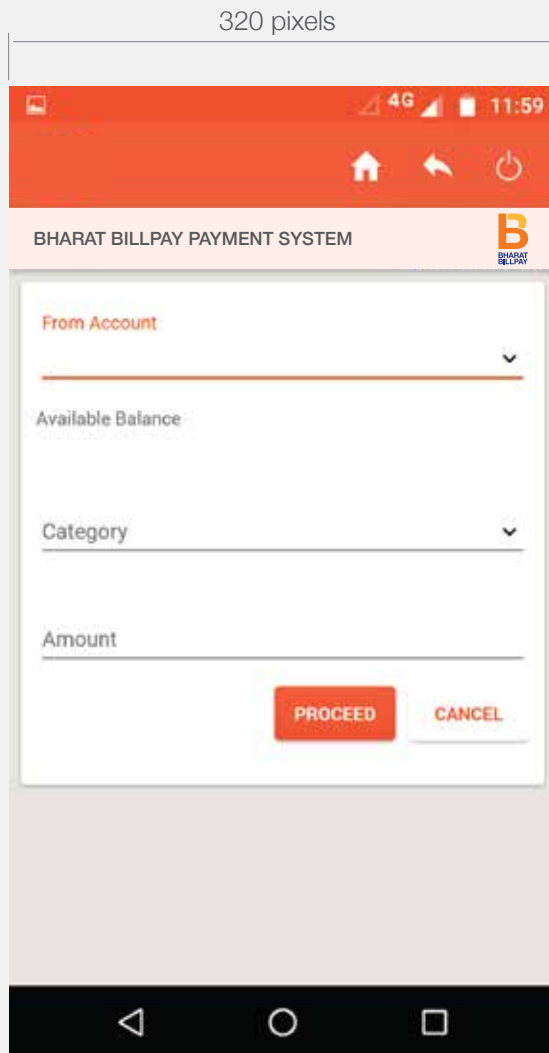


STAGE-2

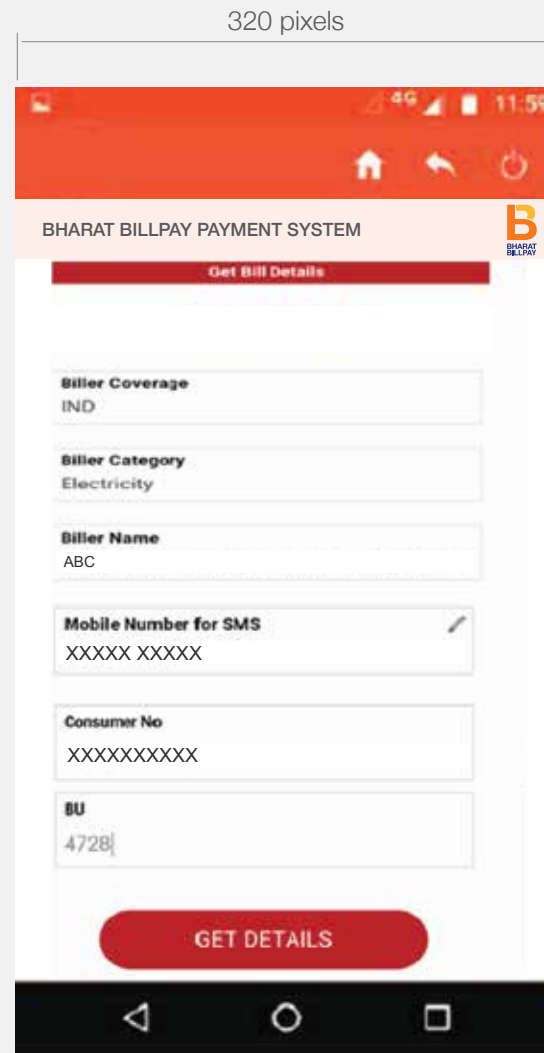
The Bharat BillPay Vertical logo to be used on selection of biller, bill fetch and bill payment screens.
In the case stakeholders guidelines don't permit use of vertical logo, horizontal logo may be used

Mobile App landing page

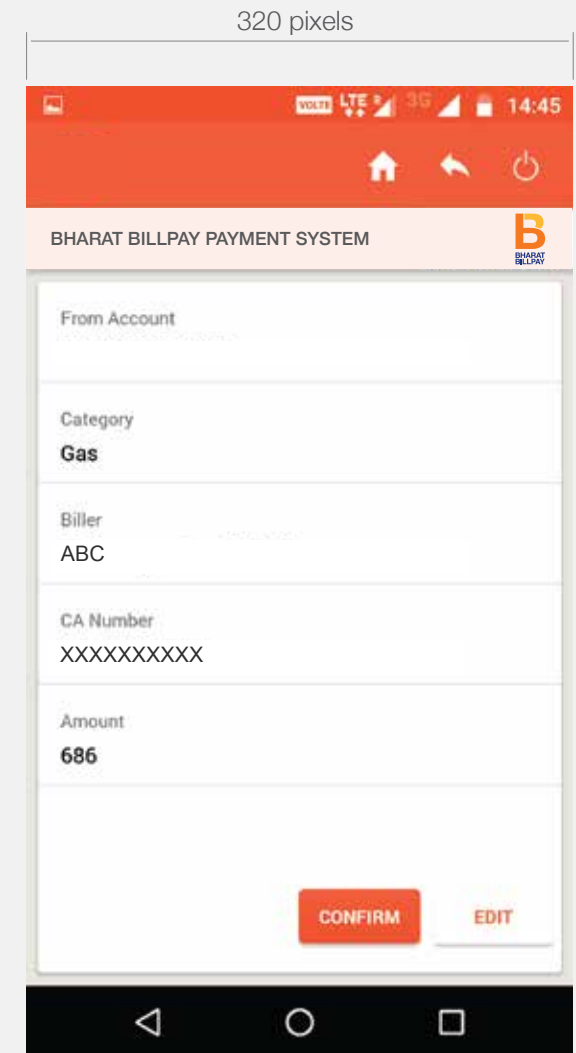
Bharat BillPay logo, when used on mobile app/wallet etc. should be present on the top right-hand corner of the page with optimum visibility



Selection of Biller



Bill Fetch



Bill Payment

Website/net-banking bill payment landing page

Bharat BillPay logo, when used on net-banking or website etc. should be present on the top right-hand corner of the page with optimum visibility

1024 pixels

NetBanking

BHARAT BILLPAY Exit

My Bills ▶

My Billers ▶

Bharat Bill Payment System NEW ▼

BBPS Instapay

Query Transaction

Check BBPS Complaint status

Complaint History

Raise Service Complaint

Bharat Bill Payment System (BBPS) Billers

Please select your biller from category, location and the specific biller or by entering biller name that you wish to add.

BBPS Billers

Biller Category Biller Name

Select Biller	
Category*	== Select Biller Category == ▼
Location	== Select Biller Location == ▼
Biller*	== Select Biller == ▼

Select Biller	
Biller Name*	My Postpaid

Selection of Biller

Website/net-banking bill payment landing page

Bharat BillPay logo, when used on net-banking or website etc. should be present on the top right-hand corner of the page with optimum visibility

1024 pixels

← Select Biller

Post Paid Prepaid

Payment Details

Select Biller
My Postpaid

Mobile Number
XXXX XXXX

Mobile No	: XXXXX XXXXX
Account No	: XXX- XXXXXX
Invoice No	: XXXXXXXX
Invoice Date	: 24/04
Due Date	: 24/06

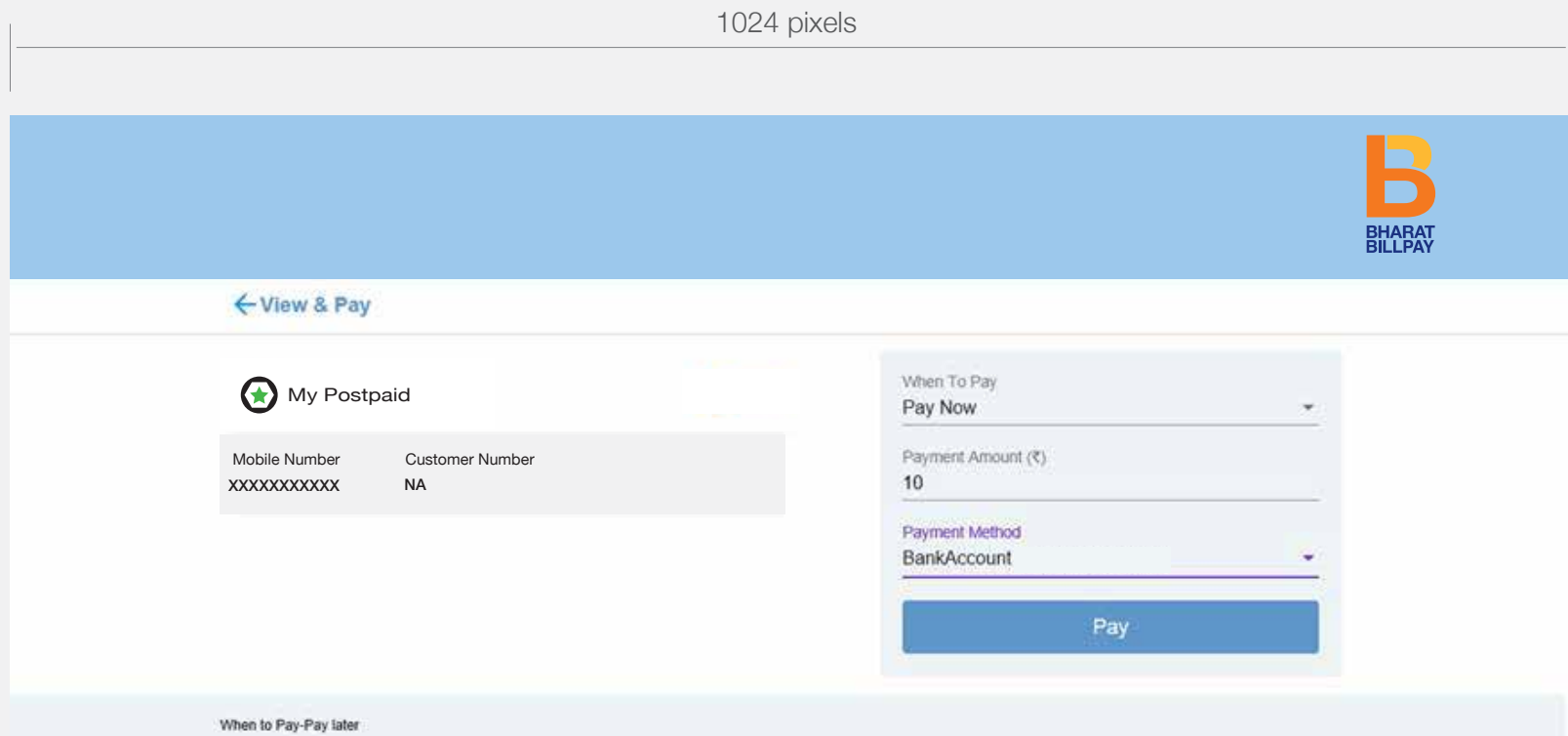
Back Continue

Bill Fetch

Website/net-banking bill payment landing page

Bharat BillPay logo, when used on net-banking or website etc. should be present on the top right-hand corner of the page with optimum visibility

1024 pixels



The screenshot shows a web interface for bill payment. At the top right, there is a blue header with the Bharat BillPay logo, which consists of a large orange 'B' with 'BHARAT BILLPAY' written below it. Below the header is a white navigation bar with a blue arrow and the text 'View & Pay'. The main content area is white and contains a 'My Postpaid' section with a green star icon. Below this, there are two input fields: 'Mobile Number' with the value 'XXXXXXXXXX' and 'Customer Number' with the value 'NA'. To the right of these fields is a form with three dropdown menus: 'When To Pay' set to 'Pay Now', 'Payment Amount (₹)' set to '10', and 'Payment Method' set to 'BankAccount'. A blue 'Pay' button is located at the bottom of this form. At the bottom of the page, there is a light blue footer with the text 'When to Pay-Pay later'.

← View & Pay

My Postpaid

Mobile Number	Customer Number
XXXXXXXXXX	NA

When To Pay
Pay Now

Payment Amount (₹)
10

Payment Method
BankAccount

Pay

When to Pay-Pay later

Bill Payment

Website/net-banking bill payment landing page

Bharat BillPay logo, when used on net-banking or website etc. should be present on the top right-hand corner of the page with optimum visibility

1024 pixels

← Select Biller

Prepaid Recharge Postpaid Bill Payment

Postpaid Mobile Number
XXXXXXXXXX

Operator
XXXXXXXXXX

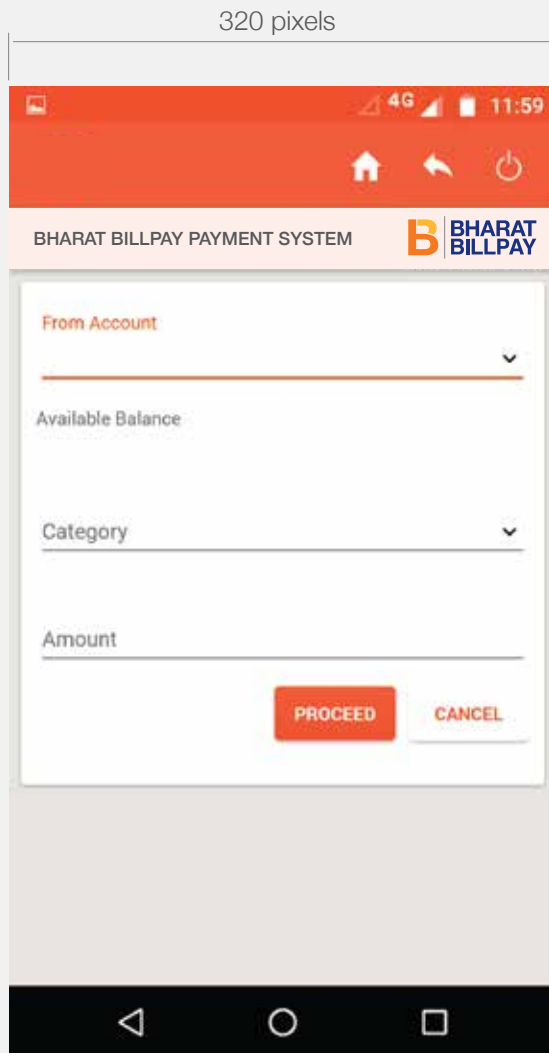
** By using this service, you provide your consent to add this biller registration. This will be used to fetch your current and future bill details from this biller for presenting to you for payment.

Pay

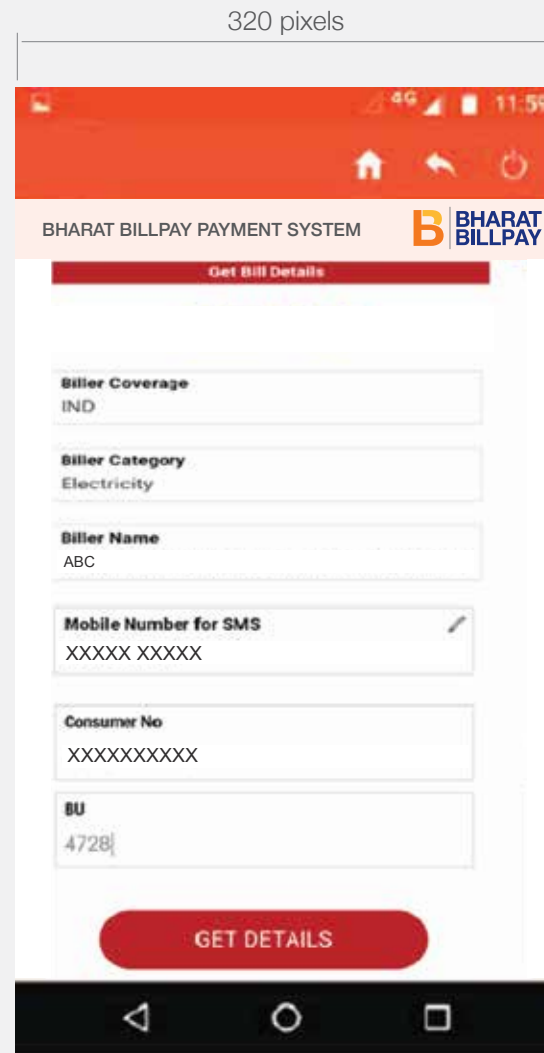
Bill Payment

Mobile App landing page

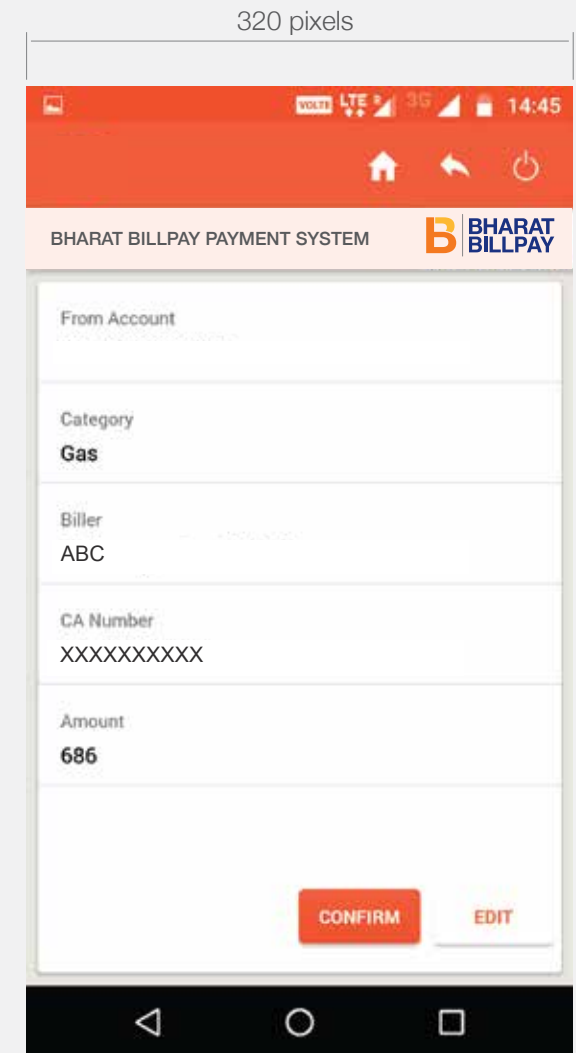
The Bharat BillPay logo, when used in a mobile app, should be present on the top right-hand corner of the page with optimum visibility.



Selection of Biller



Bill Fetch



Bill Payment

Website/net-banking bill payment landing page

The Bharat BillPay logo, when used on a website, should be present on the top right-hand corner of the page with optimum visibility.

1024 pixels

120 pixels

NetBanking

BHARAT BILLPAY

Exit

My Bills ▶

My Billers ▶

Bharat Bill Payment System ^{NEW} ▼

BBPS Instapay

Query Transaction

Check BBPS Complaint status

Complaint History

Raise Service Complaint

Bharat Bill Payment System (BBPS) Billers

Please select your biller from category, location and the specific biller or by entering biller name that you wish to add.

BBPS Billers

Biller Category Biller Name

Select Biller	
Category*	== Select Biller Category == ▼
Location	== Select Biller Location == ▼
Biller*	== Select Biller == ▼

Select Biller	
Biller Name*	My Postpaid

Selection of Biller

Website/net-banking bill payment landing page

Bharat BillPay logo, when used on net-banking or website etc. should be present on the top right-hand corner of the page with optimum visibility

1024 pixels

← Select Biller

Post Paid Prepaid

Payment Details

Select Biller
My Postpaid

Mobile Number
XXXX XXXX

Mobile No	: XXXXX XXXXX
Account No	: XXX- XXXXXX
Invoice No	: XXXXXXXX
Invoice Date	: 24/04
Due Date	: 24/06

Back Continue

Bill Fetch

Website/net-banking bill payment landing page

Bharat BillPay logo, when used on net-banking or website etc. should be present on the top right-hand corner of the page with optimum visibility

1024 pixels

← View & Pay

My Postpaid

Mobile Number	Customer Number
XXXXXXXXXX	NA

When To Pay
Pay Now

Payment Amount (₹)
10

Payment Method
BankAccount

Pay

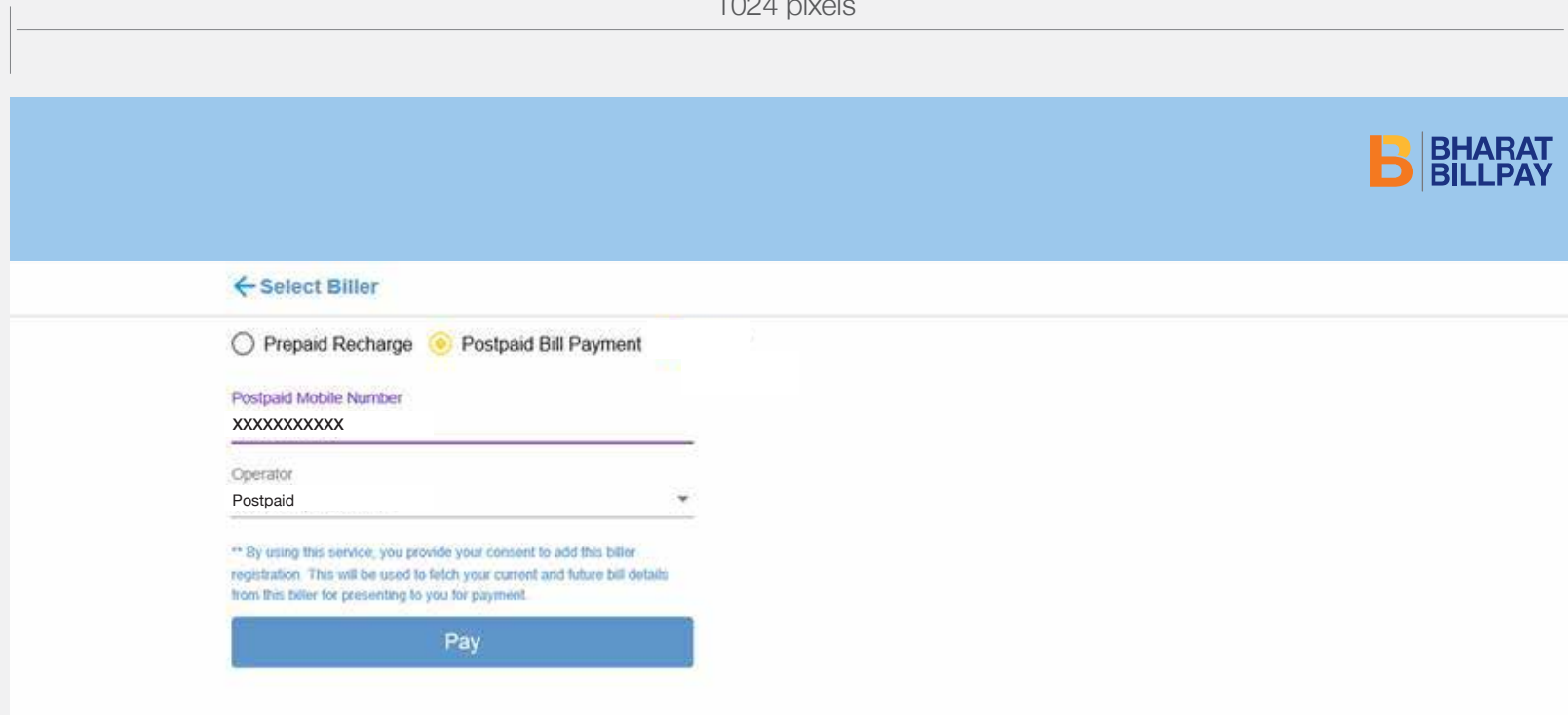
When to Pay-Pay later

Bill Payment

Website/net-banking bill payment landing page

Bharat BillPay logo, when used on net-banking or website etc. should be present on the top right-hand corner of the page with optimum visibility

1024 pixels



The screenshot displays the Bharat BillPay interface for bill payment. At the top right, the Bharat BillPay logo is visible. Below the header, there is a navigation bar with a back arrow and the text "Select Biller". The main content area features two radio buttons: "Prepaid Recharge" (unselected) and "Postpaid Bill Payment" (selected). Below these, there is a form with the following fields:

- Postpaid Mobile Number:** A text input field containing "XXXXXXXXXX".
- Operator:** A dropdown menu currently showing "Postpaid".

Below the form, there is a disclaimer: "** By using this service, you provide your consent to add this biller registration. This will be used to fetch your current and future bill details from this biller for presenting to you for payment."

At the bottom of the form, there is a blue button labeled "Pay".

Bill Payment

Improper Usage

The Bharat Billpay logo is designed for optimal visibility, where the mnemonic and the font work in tandem when used in the form showed on the previous slide. But the examples given on this page show incorrect usage of the logo by editing the typeface, colour or placement of the unit.



Improper Usage

The Bharat Billpay logo is designed for optimal visibility, where the mnemonic and the font work in tandem when used in the form showed on the previous slide. But the examples given on this page show incorrect usage of the logo by editing the typeface, colour or placement of the unit.

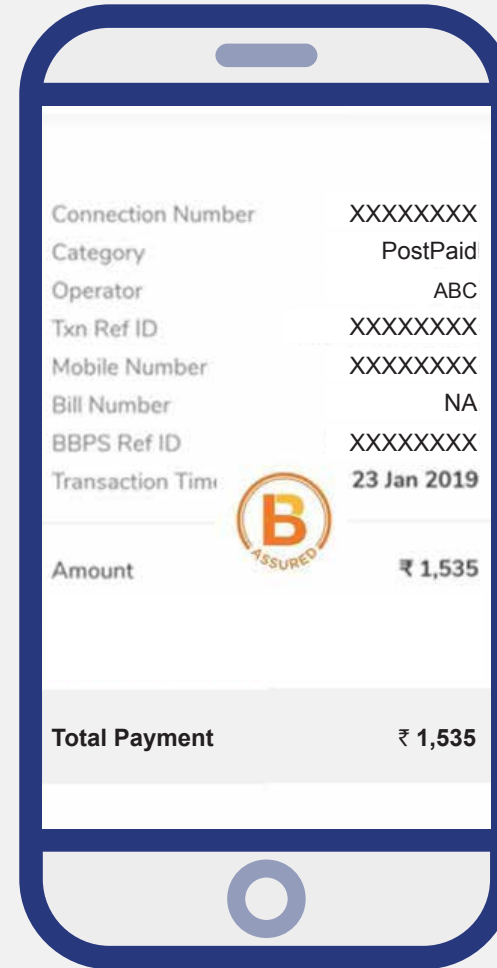


STAGE-3

The Be-assured logo must be used on successful bill payment receipt and confirmation page across all channels

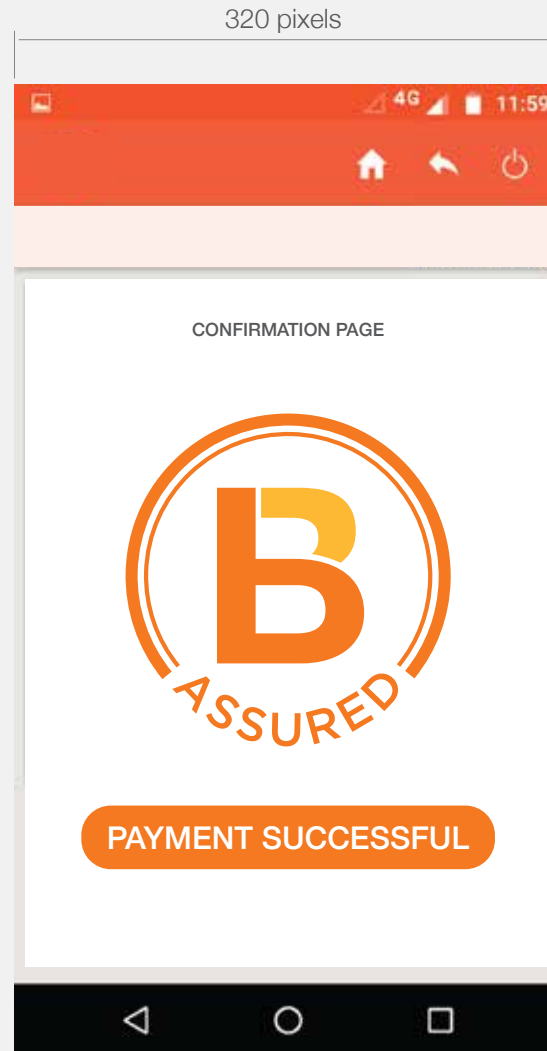
Mobile Confirmation Page

B Assured logo will appear on the confirmation page in a white background.



Mobile Confirmation Page

B Assured logo will appear on the confirmation page in a white background.



Online Receipt

B Assured logo, when used on an online receipt, should be present on the top left-hand corner of the receipt with optimum visibility.

NetBanking



BBPS - Payment Confirmation

Thank You. We have received your payment request. Please quote your Transaction Reference ID for any queries for the below payment.

Transaction Details	
Name of the biller	PostPaid
Mobile number	XXXXXXXXXX
Bill Number	XXXXXXXXXX
Bill Date (dd/mm/yyyy)	29/06/2017
Bill Due Date (dd/mm/yyyy)	29/06/2017
Transaction Ref ID	XXXXXXXXXX
Registered Mobile Number	XXXXXXXXXX
Payment Mode	Internet Banking
Payment Channel	Internet Banking (Logged In)
Bill Amount	10.00
Customer Convenience Fee	0.00
Total Amount	10.00
Transaction Date and Time	29/06/2017 23:17:03
Status	PAID

 [Print This Page](#)

[Make Another Payment](#)

Receipt

B Assured logo applicability on the receipt of online and offline.



Paper Receipt

B Assured logo, when used on a paper receipt, should be present on the top right-hand corner of the receipt with optimum visibility.

210 mm



Payment Receipt			
Goregaon, 400063 India Phone: 1800 266 3090 Email: info@wowsolutions.in CIN:U74999MH2009PTC196937		Date: 2017-10-10 Receipt #:1586 Payment	
Payment Mode: Cash	Subscriber/Received From:		
Service	Amount (INR)	GST @18% (INR)	Total (INR)
Internet/Broadband	610.17	109.83	720.00

OTHER SERVICES

Font colour and font type for all the communication creative in press, digital, social media and electronic channels to be as per the brand guideline.

Other Services

Bharat BillPay logo must be used while Transaction Status Query Screen on net-banking, app, website etc. and should be present on top right-hand corner of the page with optimum visibility

1024 pixels

BHARAT BILLPAY

Query Transaction

You can verify the status of your Online Transaction by entering your mobile number or transaction ref id.

Check your transaction status using Mobile number or Transaction Ref ID

Enter Mobile no

Select From Date

Select To Date

OR

Enter Transaction Ref. id

SUBMIT

Transaction Query

Other Services

Bharat BillPay logo must be used on lodge/raise Complaint screen on net-banking, app, website etc. and should be present on top right-hand corner of the page with optimum visibility

1024 pixels

The screenshot shows the 'BBPS - Raise Complaint' form. On the top right, the Bharat BillPay logo is displayed. The form has a sidebar on the left with the following menu items: 'Query Transactions', 'Raise Complaint', 'Check Complaint Status', and 'Complaint History'. The main content area is titled 'BBPS - Raise Complaint' and includes the instruction 'Select service type of complaint'. Below this is a section titled 'Enter Details to Raise Complaint' with the following fields:

- Mobile Number:
- Type of Complaint:
- Participation Type:
- Service Reason:
- Description:

A 'SUBMIT' button is located at the bottom right of the form.

Raise Complaint

Other Services

Bharat BillPay logo must be used on Complaint Status check screen on net-banking, app, website etc. and should be present on top right-hand corner of the page with optimum visibility

1024 pixels

Query Transactions

Raise Service Complaint

Check Complaint Status

Complaint History

Check Complaint Status

STEP 1 - Please enter Complaint ID and select type of complaint.

Check complaint status using Complaint ID

Complaint ID

Type of Complaint

- Select Type Of Complaint -

SUBMIT

Complaint Status

Other Services

Bharat BillPay logo must be used while Transaction Status Query Screen on net-banking, app, website etc. and should be present on top right-hand corner of the page with optimum visibility

1024 pixels

Query Transaction

You can verify the status of your Online Transaction by entering your mobile number or transaction ref id.

Check your transaction status using Mobile number or Transaction Ref ID

Enter Mobile no

Select From Date

Select To Date

OR

Enter Transaction Ref. id

SUBMIT

Transaction Query

Other Services

Bharat BillPay logo must be used on lodge/raise Complaint screen on net-banking, app, website etc. and should be present on top right-hand corner of the page with optimum visibility

1024 pixels

BHARAT BILLPAY

BBPS - Raise Complaint
Select service type of complaint

Enter Details to Raise Complaint :

Mobile Number

Type of Complaint

Participation Type

Service Reason

Description

SUBMIT

Raise Complaint

Other Services

Bharat BillPay logo must be used on Complaint Status check screen on net-banking, app, website etc. and should be present on top right-hand corner of the page with optimum visibility

1024 pixels

Query Transactions

Raise Service Complaint

Check Complaint Status

Complaint History

Check Complaint Status

STEP 1 - Please enter Complaint ID and select type of complaint.

Check complaint status using Complaint ID

Complaint ID

Type of Complaint

SUBMIT

Complaint Status

PARTNER COLLATERAL

Font colour and font type for all the communication creative in press, digital, social media and electronic channels to be as per the brand guideline.

Poster

For any communication that involves Bharat BillPay and your brand, you can use this Poster option to deliver your message. The space on top is for you to use and Bharat BillPay logo at the bottom will be constant that should be followed.



Logo Usage

In a 1:1 ratio, the entire Bharat BillPay logo, including the mnemonic, will be used.

Use in: MPOS, POS, Bill receipt, Outdoor



Logo Usage

In a 1:2 ratio, the entire Bharat BillPay logo, including the mnemonic, will be used. Maintain equal spacing on top and right side of the logo.

Use in: Internet/Website, Internet Banking, Outdoor



Logo Usage

In a 1:3 ratio, the entire Bharat BillPay logo, including the mnemonic, will be used. Maintain equal spacing on top and right side of the logo.

Use in: Internet/Website, Internet Banking, Outdoor



Logo Usage

In a 3:4 ratio, the entire Bharat BillPay logo, including the mnemonic, will be used.

Use in: ATM, Agent Portal, Bank-branch Portal, Business Correspondent, Outdoor



Logo Usage

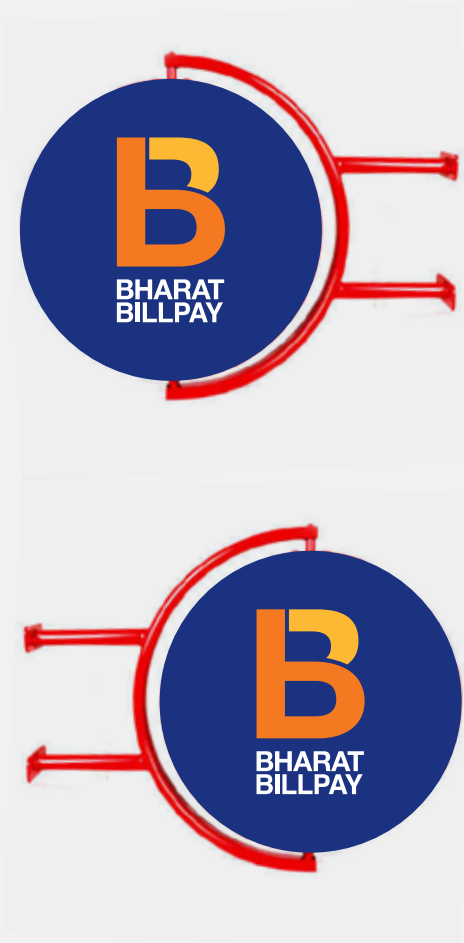
In a 2:1 ratio, the entire Bharat BillPay logo, including the mnemonic, will be used.

Use in: Mobile app, Mobile Banking, Kiosk, Outdoor



Flanges

To communicate to your customers that you accept bill payments via Bharat BillPay, you can use this Flange option. The flange has the Bharat BillPay logo indicating that you accept bill payments through Bharat BillPay.



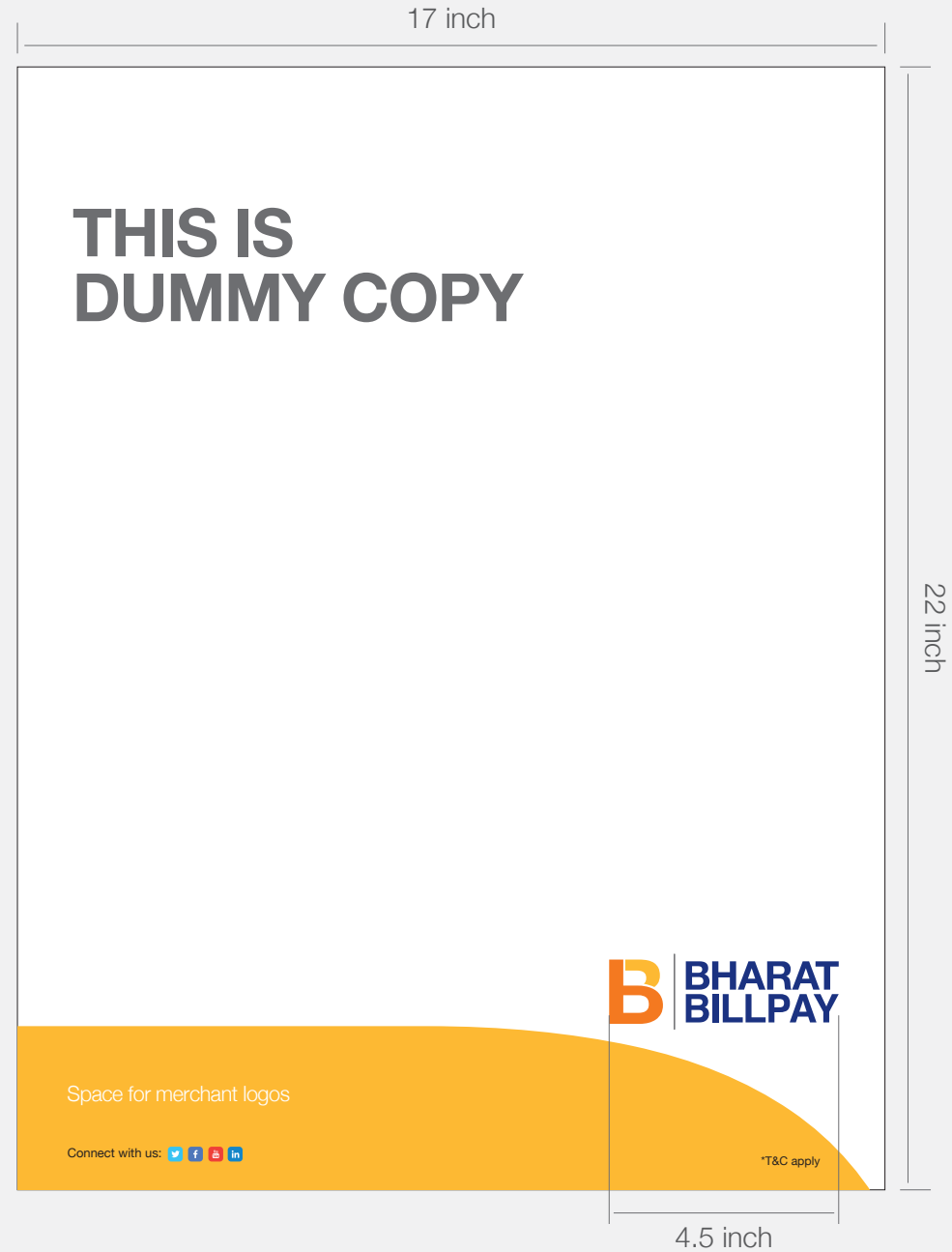
Stickers

To communicate to the customers about using Bharat BillPay to make payments, you can use this Sticker option. The sticker has the Bharat BillPay logo indicating that Bharat BillPay is accepted by you.



Poster

For any communication that involves Bharat BillPay and your brand, you can use this Poster option to deliver your message. The space on top is for you to use while the yellow band and Bharat BillPay logo at the bottom are constants that should be followed. There is space provided for your logo within the yellow band.



Logo Usage

In a 1:1 ratio, the entire Bharat BillPay logo, including the mnemonic, will be used.

Use in: MPOS, POS, Bill Receipt, Outdoor



Logo Usage

In a 1:2 ratio, the entire Bharat BillPay logo, including the mnemonic, will be used.

Use in: Internet/Website, Internet Banking, Outdoor



Logo Usage

In a 1:3 ratio, the entire Bharat BillPay logo, including the mnemonic, will be used.

Use in: Internet/Website, Internet Banking, Outdoor



Logo Usage

In a 3:4 ratio, the entire Bharat BillPay logo, including the mnemonic, will be used.

Use in: ATM, Agent Portal, Bank-branch Portal, Business Correspondent, Outdoor



Logo Usage

In a 2:1 ratio, the entire Bharat BillPay logo, including the mnemonic, will be used.

Use in: Mobile app, Mobile Banking, Kiosk, Outdoor



THANK YOU