BHARAT BILLPAY

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,
Neepur 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,BWing1O[th] Floor, Bandra Kurla Complex,Bandra (E),Mumbai400051.T:+912240009100F:+9122 40009101, Email id: bbps@npci.org.in Website:www.bharatbillpay.com,CIN: U6719OMH2O2OPLC351595

POWERED BY

NPCI

भारतीय राष्ट्रीय भुगतान निगम

NATIONAL PAYMENTS CORPORATION OF INDIA

BHARAT BILLPAY

# BRAND GUIDELINES

# Table of Content


1. The Brand
2. Mnemonic
3. Vertical logo & colours
4. The logo size
5. Horizontal logo & colours
6. The logo size
7. Be Assured Guideline & Usage
8. The logo & colour
9. Font
10. Brand Journey

Stage 1

11. Mobile App
12. Website
13. Improper Usage

Stage 2

14. Mobile App Landing Page
15. Website/ Net Banking Landing Page
16. Improper Usage
17. Mobile App Landing Page
18. Website/ Net Banking Landing Page
19. Improper Usage

Stage 3

20. Mobile Confirmation Page
21. Online receipt
22. Receipt
23. Paper receipt

Other Services

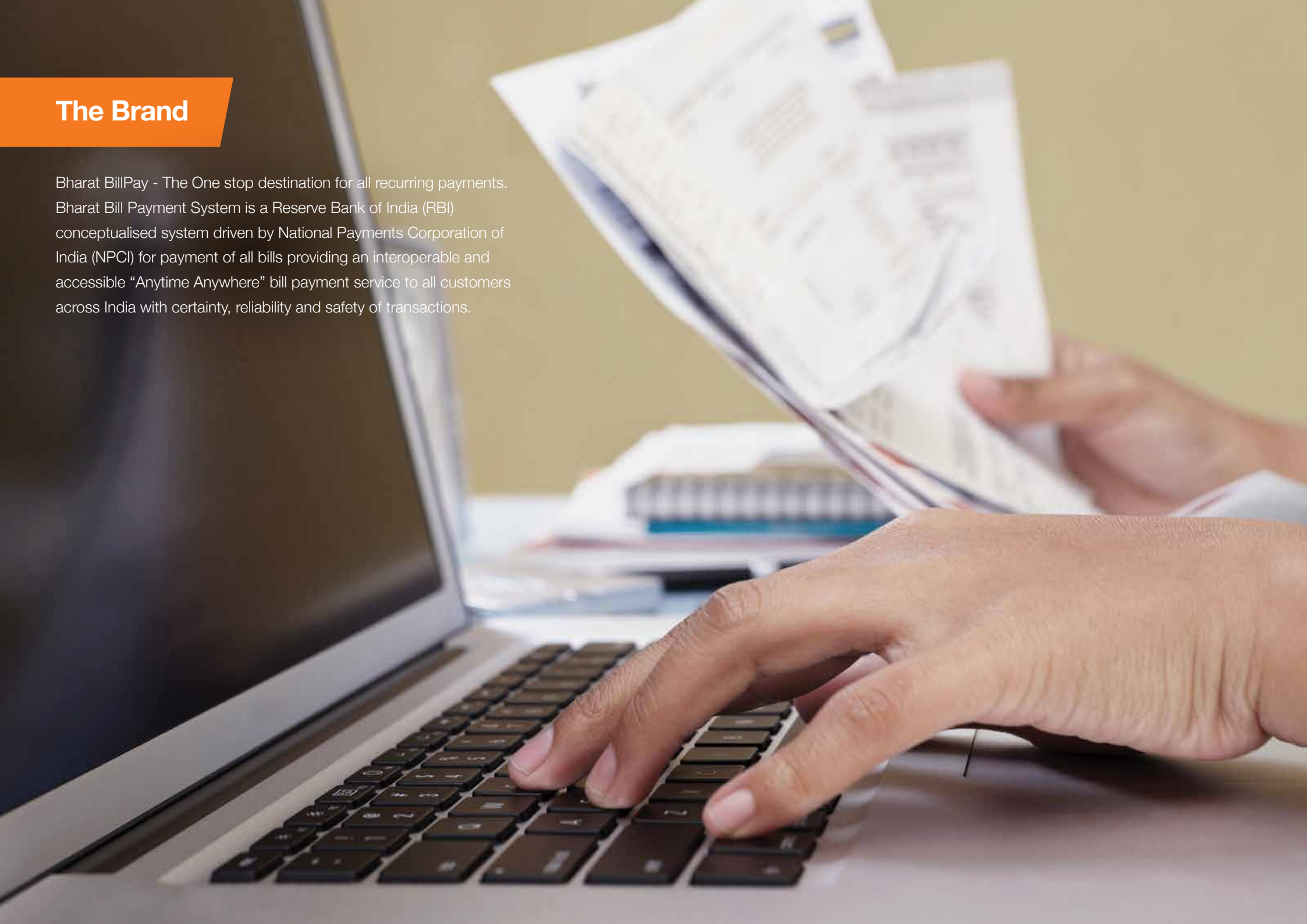
24. Queries
25. Service Complaint
26. Complaint Status

Partner Collaterals

27. Poster
28. Logo Usage
29. Flanges
30. Stickers
31. PPT Slides
32. Poster
33. Logo Usage

# 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.



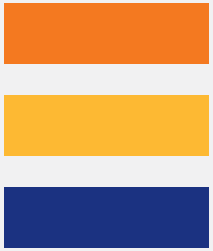
# Mnemonic

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

# 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 muinimum 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’.

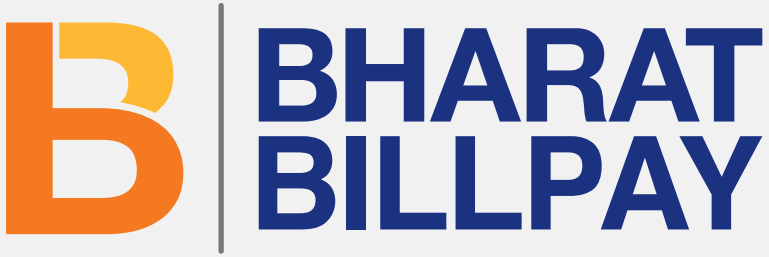
C - 00 M-65 Y-100 K-00

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 incase the usage of vertical Bharat BillPay logo is limited in the available space.




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 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 - Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Helvetica Neue - Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Helvetica Neue - Medium

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**
**a b c d e f g h i j k l m n o p q r s t u v w x y z**
**1 2 3 4 5 6 7 8 9 0**

Helvetica Neue - Italic

*A B C D E F G H I J K L M N O P Q R S T U V W X Y Z*
*a b c d e f g h i j k l m n o p q r s t u v w x y z*
*1 2 3 4 5 6 7 8 9 0*

Helvetica Neue - Bold

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**
**a b c d e f g h i j k l m n o p q r s t u v w x y z**
**1 2 3 4 5 6 7 8 9 0**

HelveticaEXT - Normal

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Helvetica Neue - Condenced Bold

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**
**a b c d e f g h i j k l m n o p q r s t u v w x y z**
**1 2 3 4 5 6 7 8 9 0**

Helvetica Rounded LT STD - Bold

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**
**a b c d e f g h i j k l m n o p q r s t u v w x y z**
**1 2 3 4 5 6 7 8 9 0**

# 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

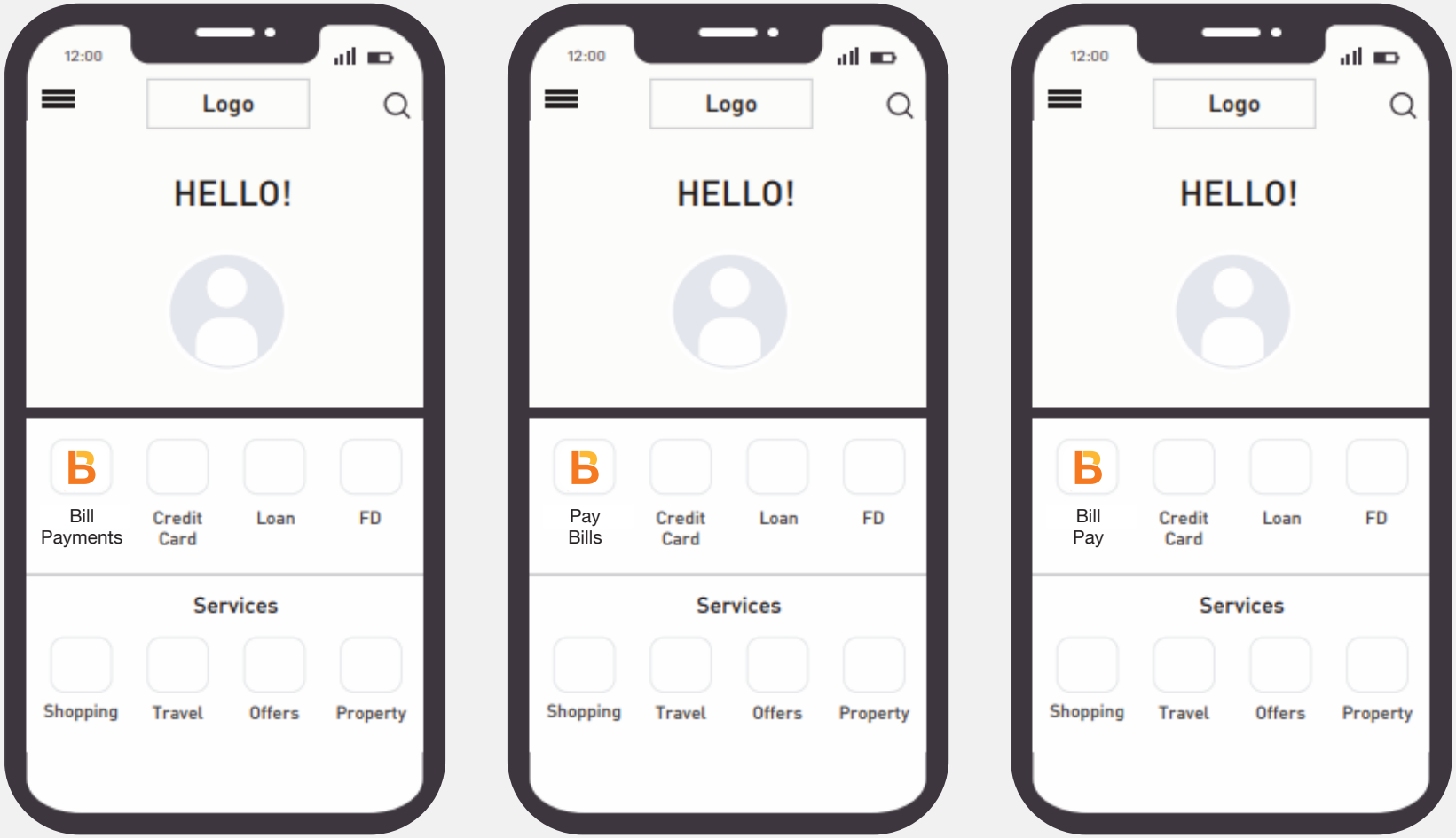
| Section | Be-Assured logo |
|---|---|
| Payment Confirmation | Mandatory |
| Receipt (Digital and Physical) | Mandatory |

# 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

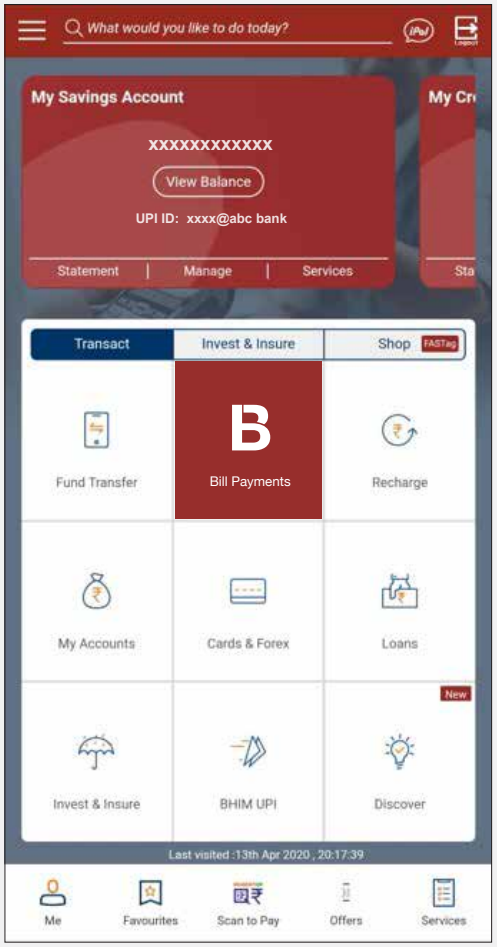
# Mobile App

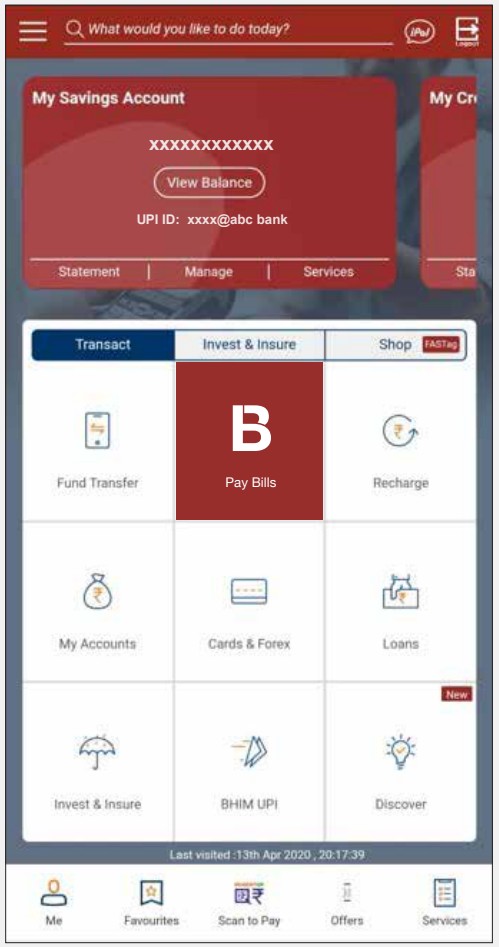
Usage of ‘B’ mnemonic on the entry of Mobile app/banking/wallet

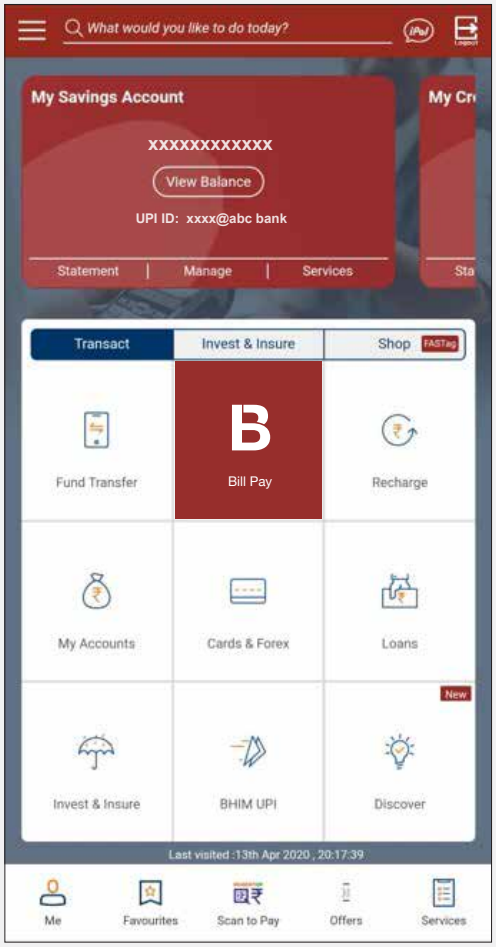


# Mobile App

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

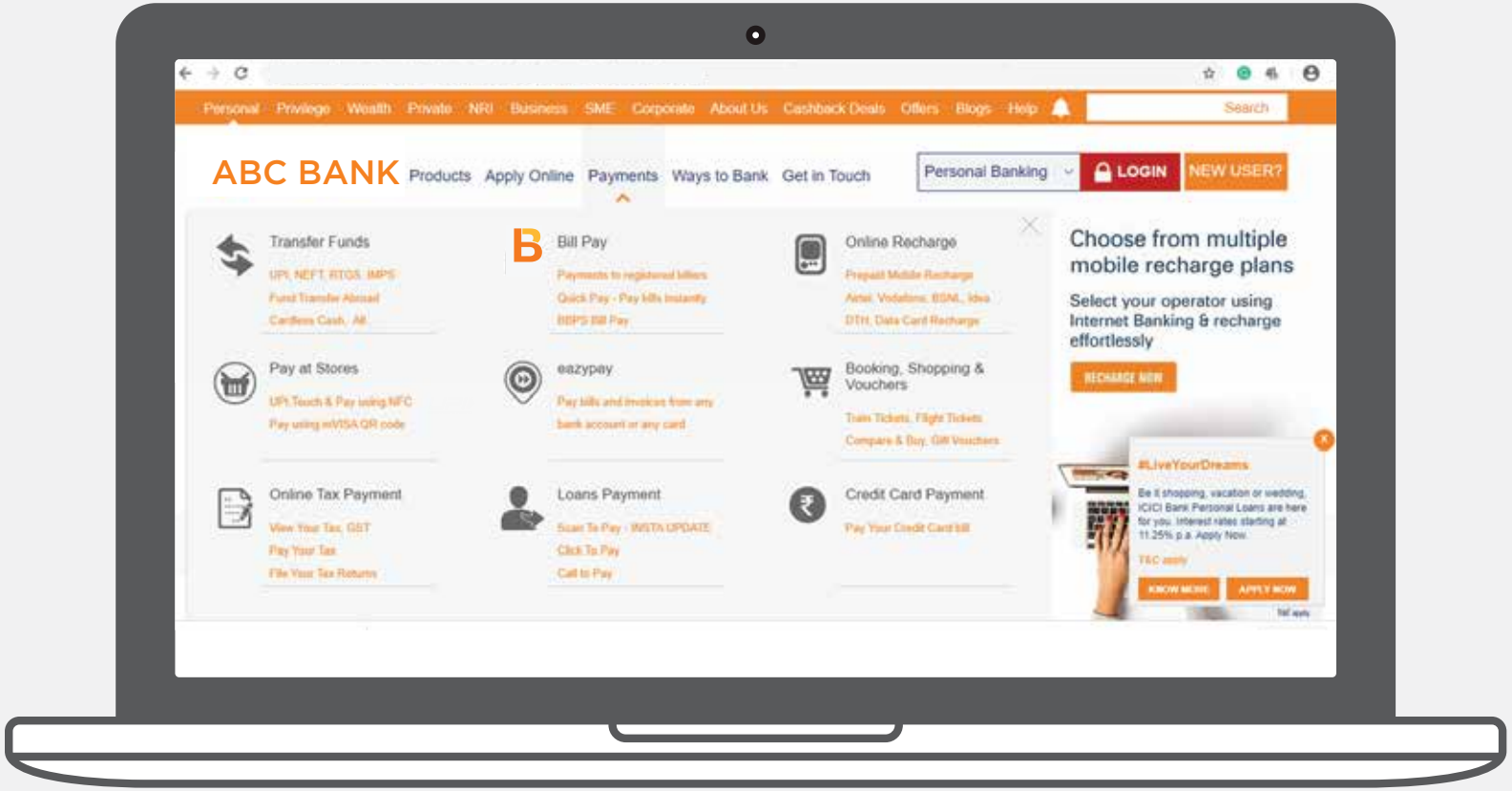


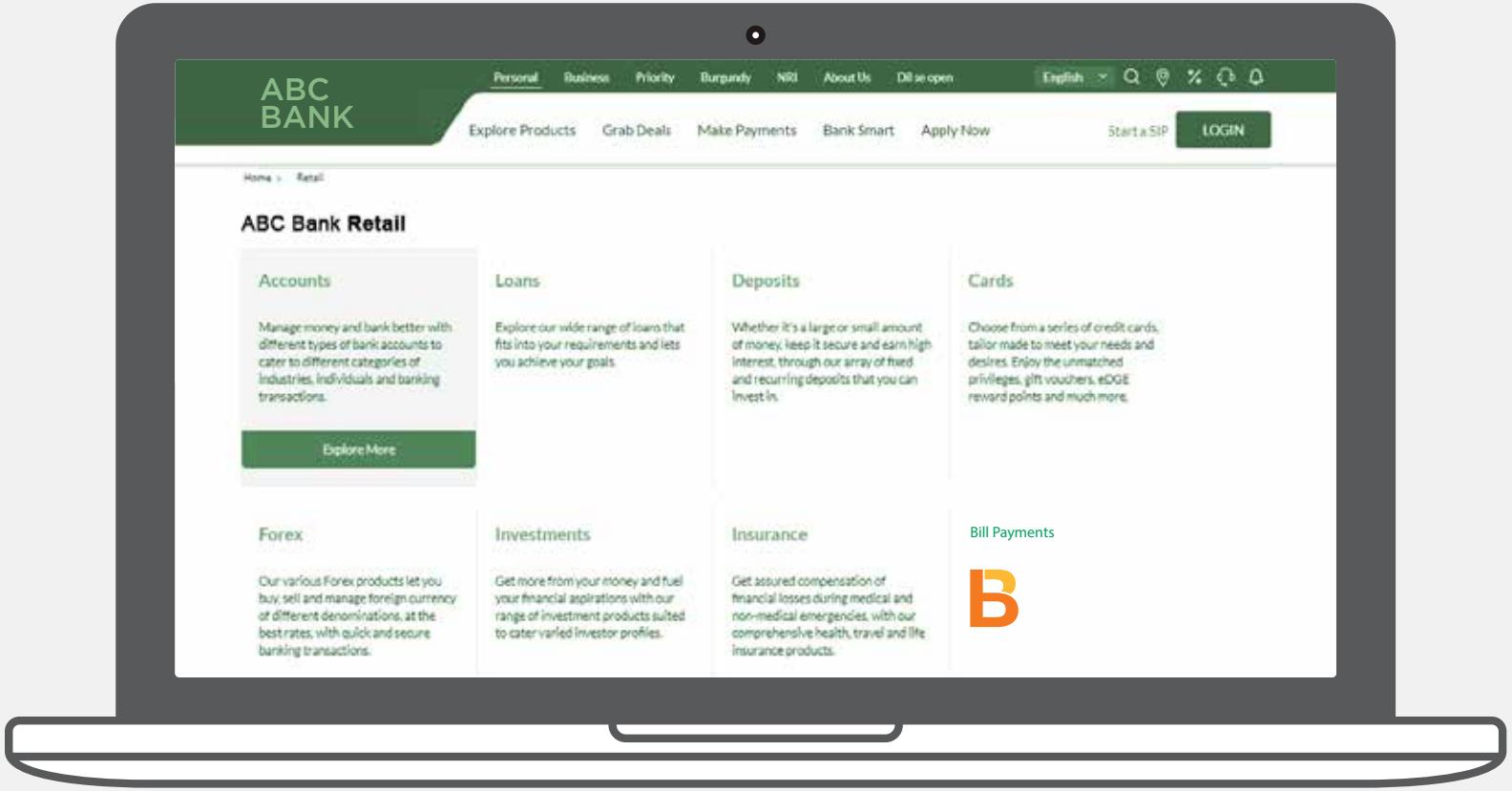
# Website

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



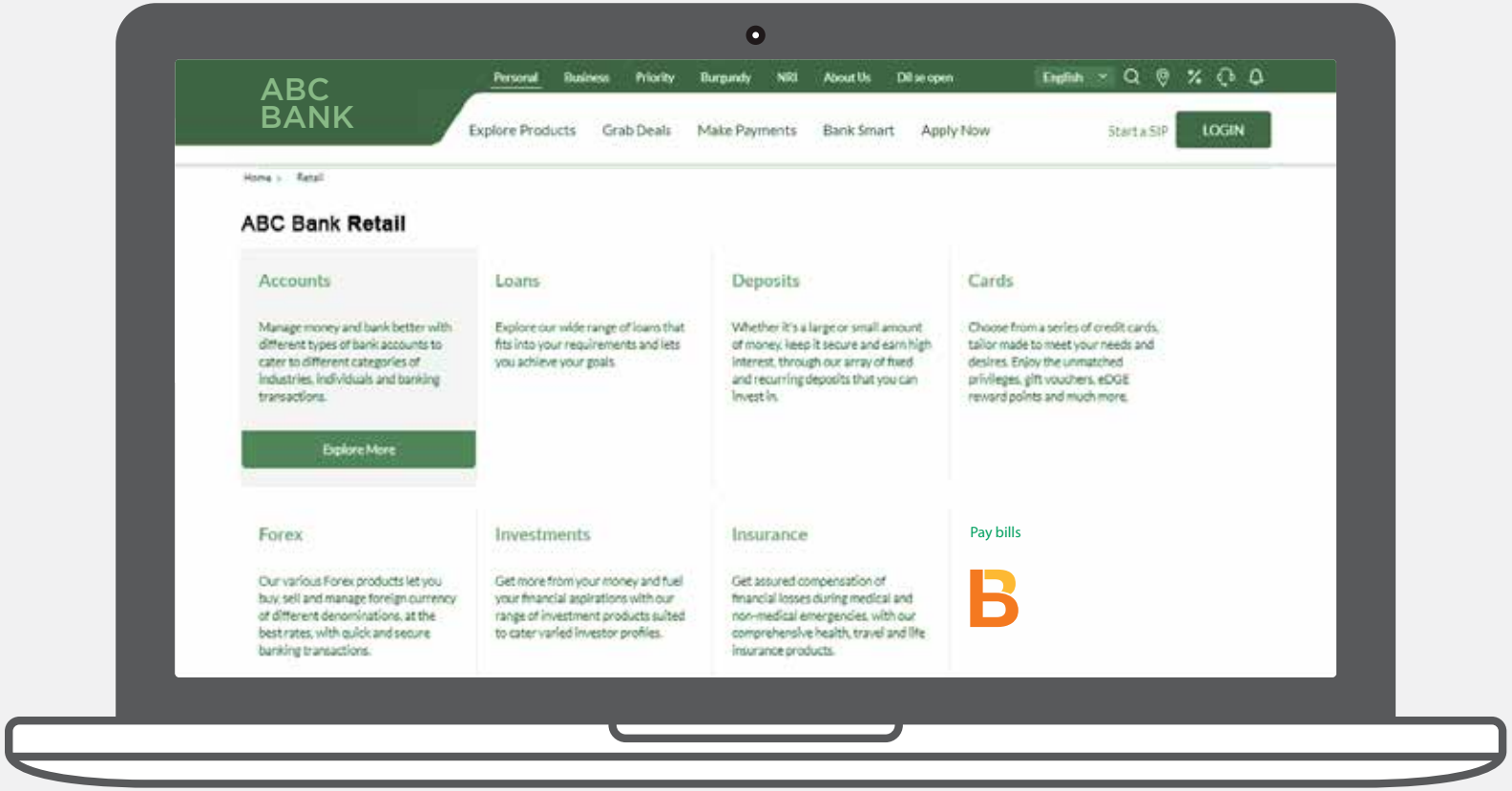
# Website

The B mnemonic in website/entry page



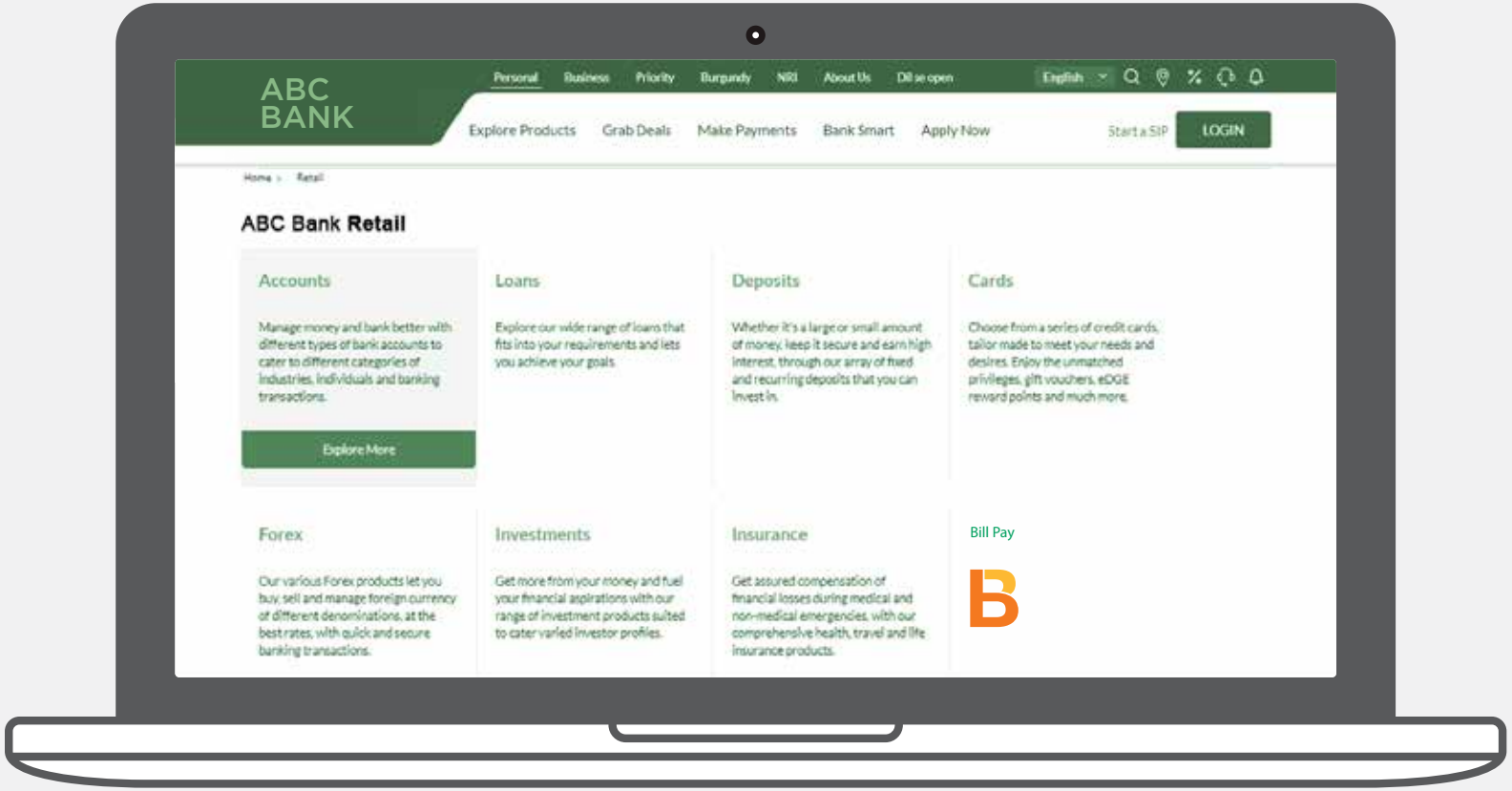
# Website

The B mnemonic in website/entry page



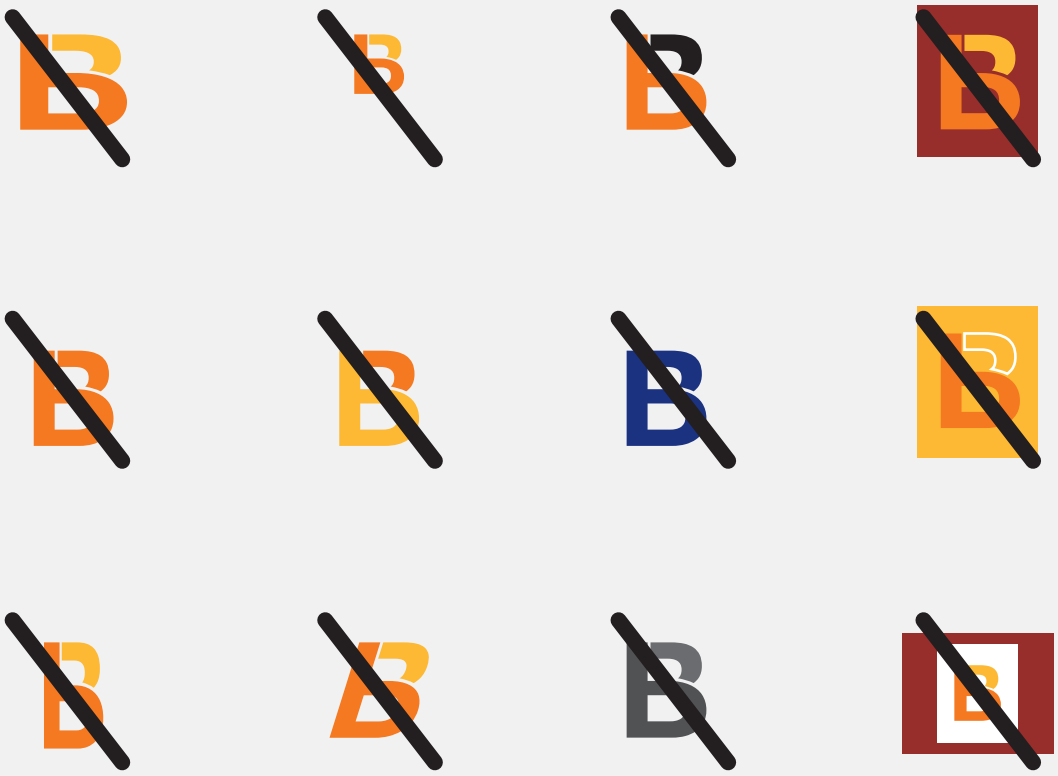
# Website

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.



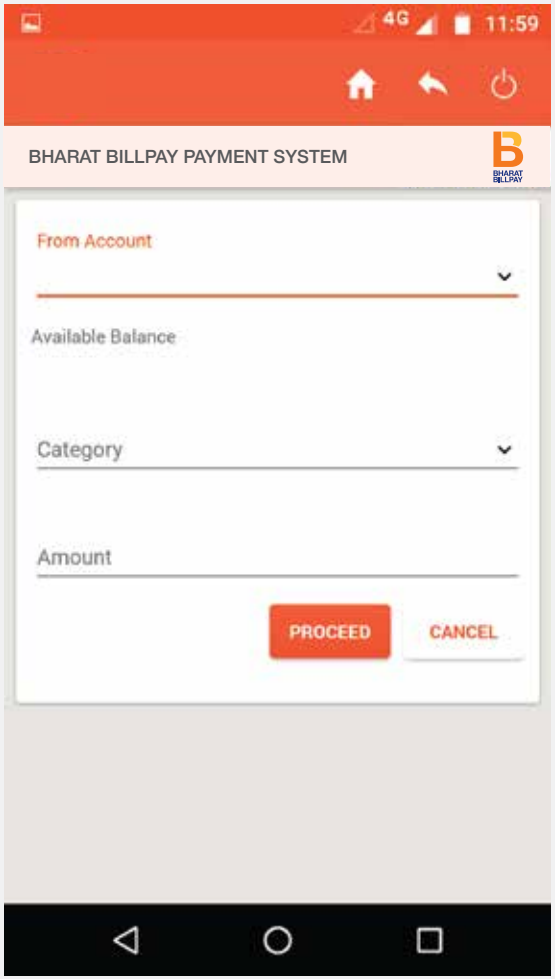
# STAGE-2

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

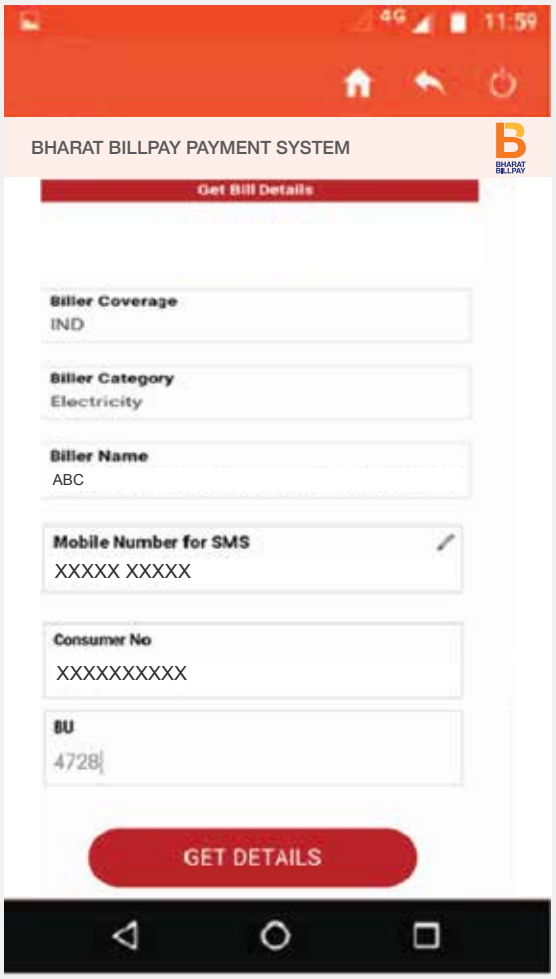
Bharat BillPay logo, when used on mobile app/wallet etc. should be present on the top right-hand corner of the page with optimum visibility

320 pixels



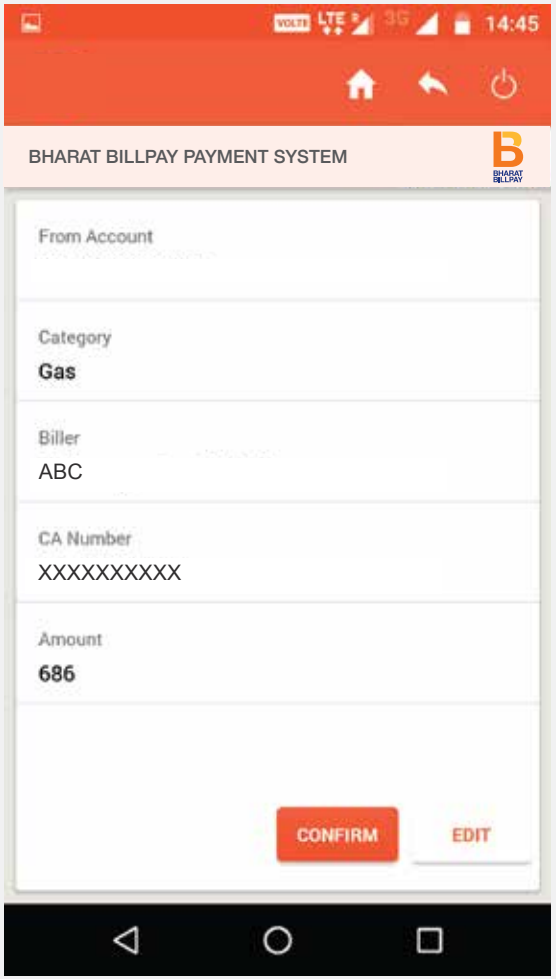

Selection of Biller

320 pixels




Bill Fetch

320 pixels

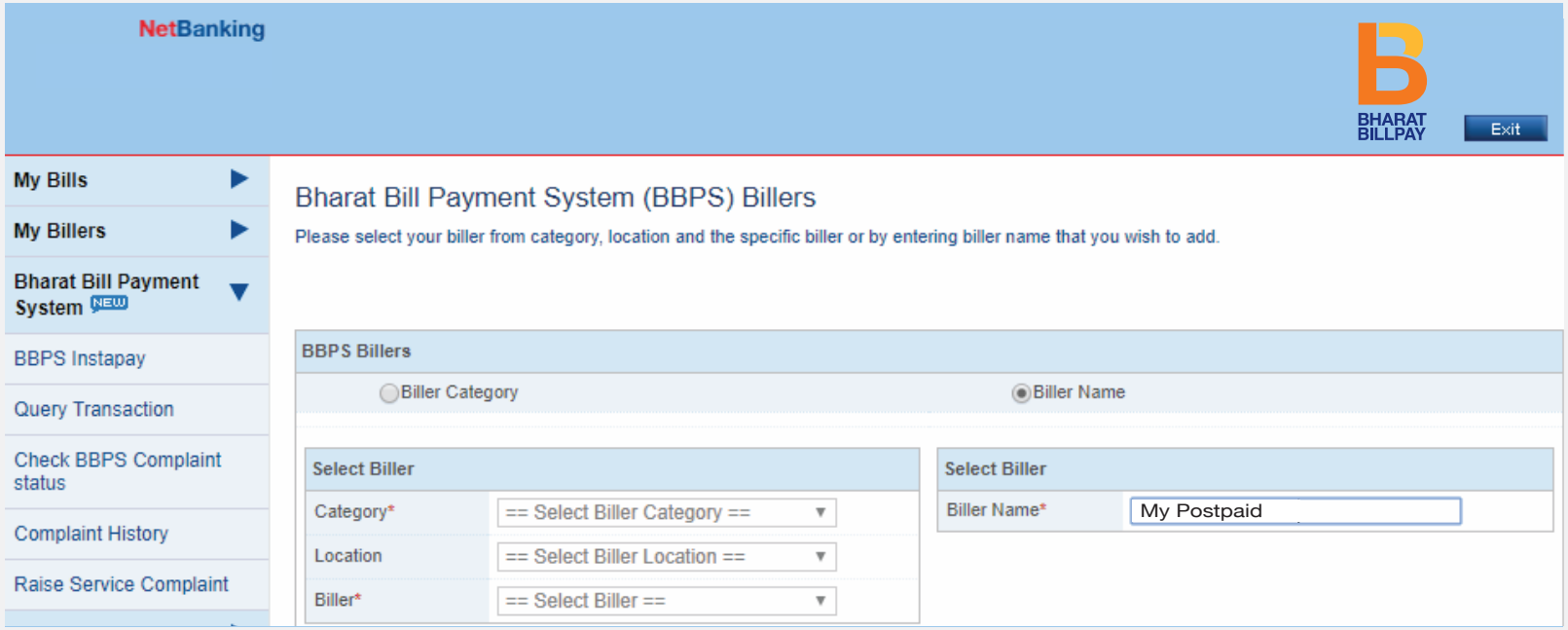



Bill Payment

# 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

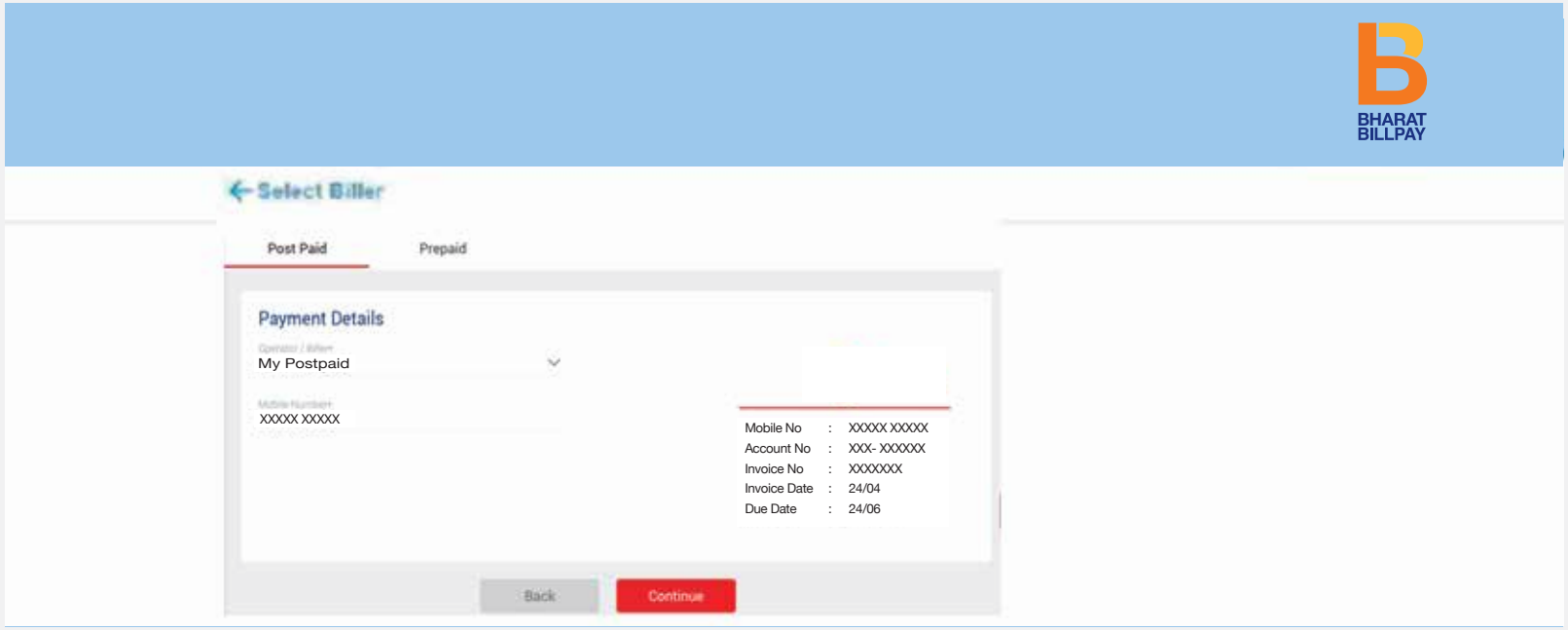



Selection of Biller

# 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

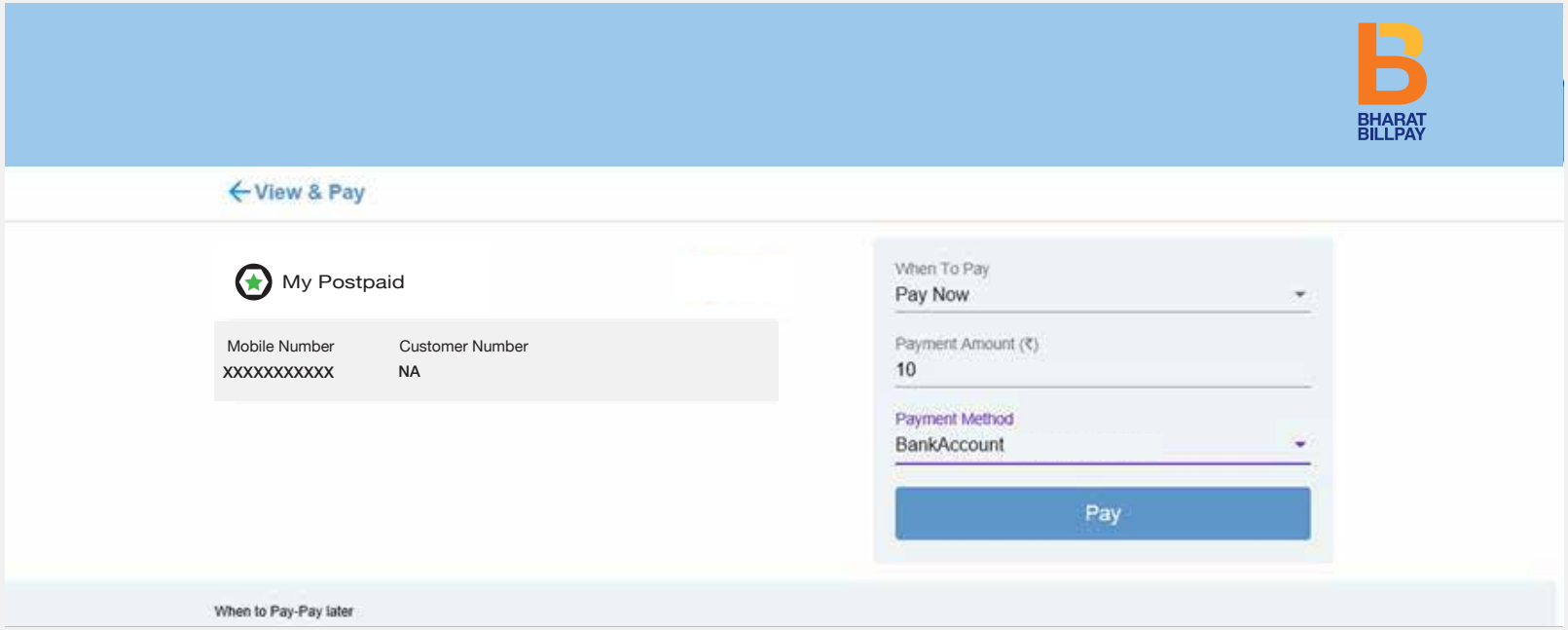



Bill Fetch

# 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

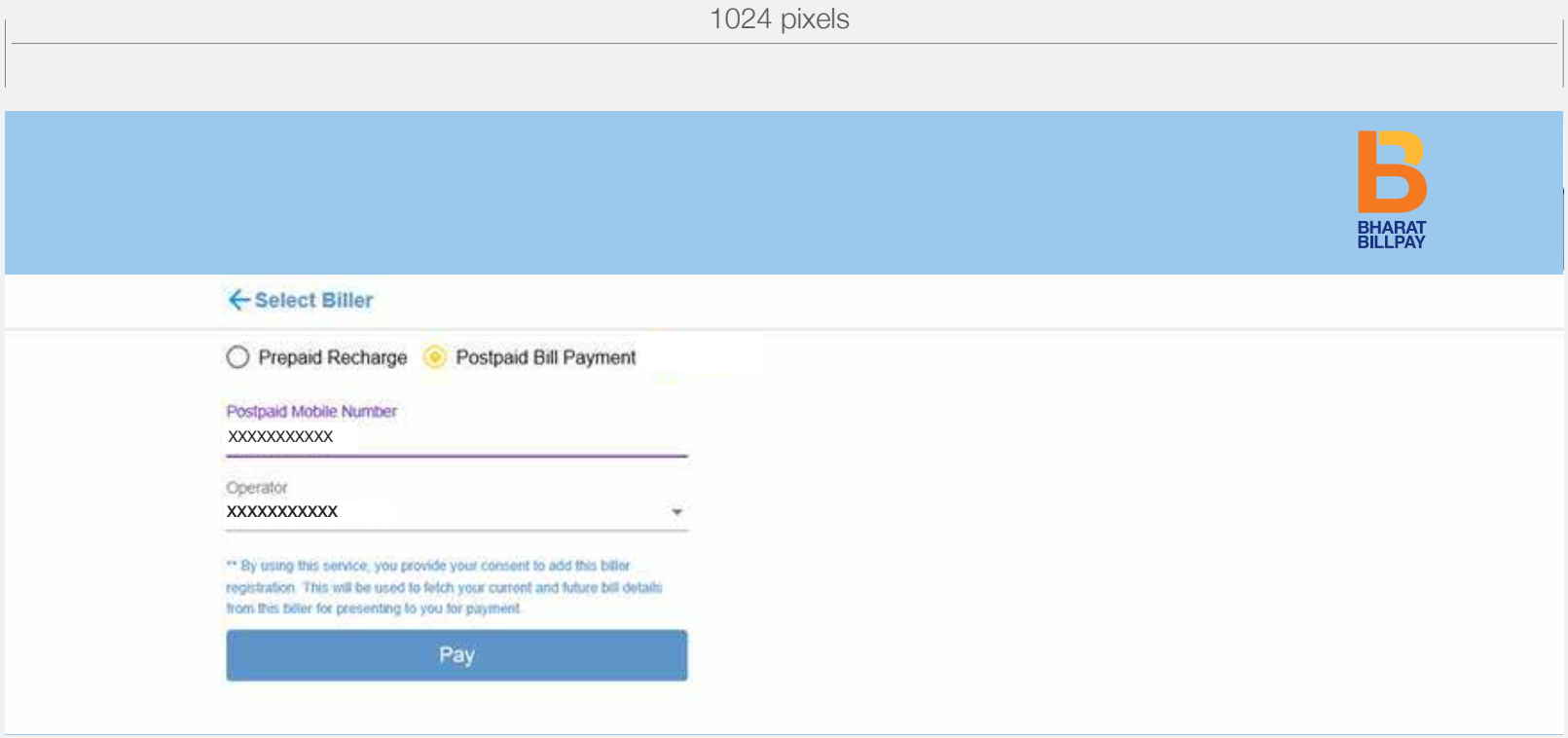
1024 pixels




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

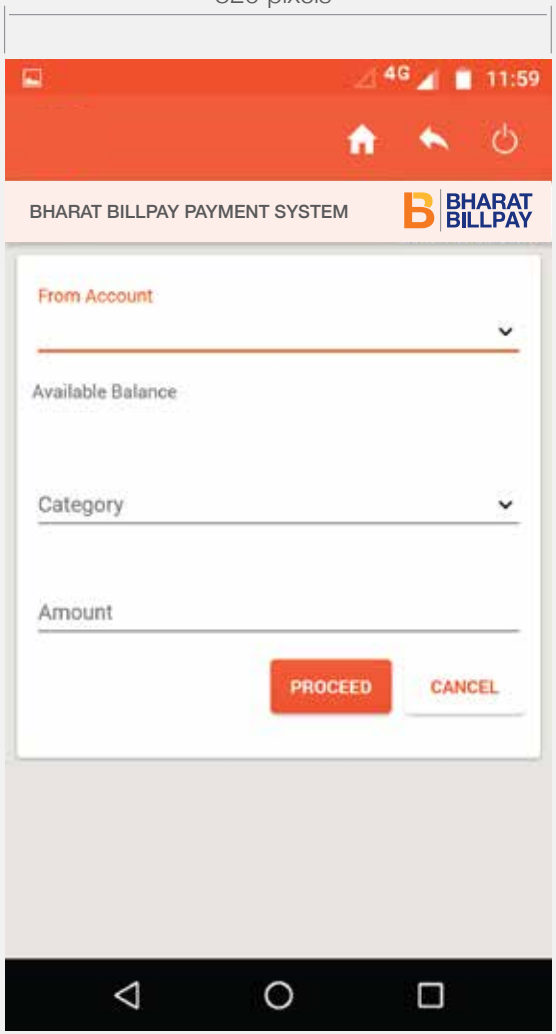



Bill Payment

# Mobile App landing page

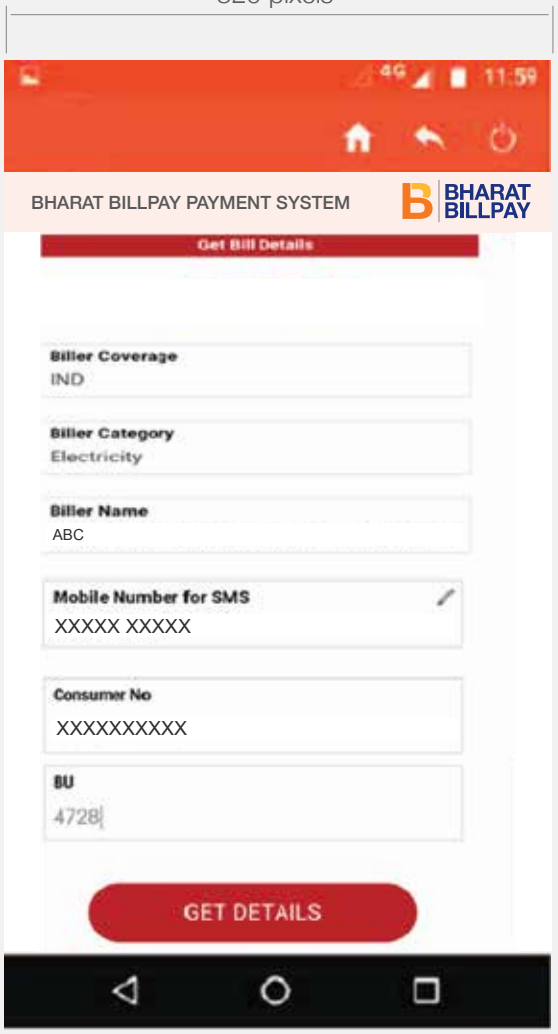
The Bharat BillPay logo, when used in a mobile app, should be present on the top right-hand corner of the page with optimum visibility.

320 pixels



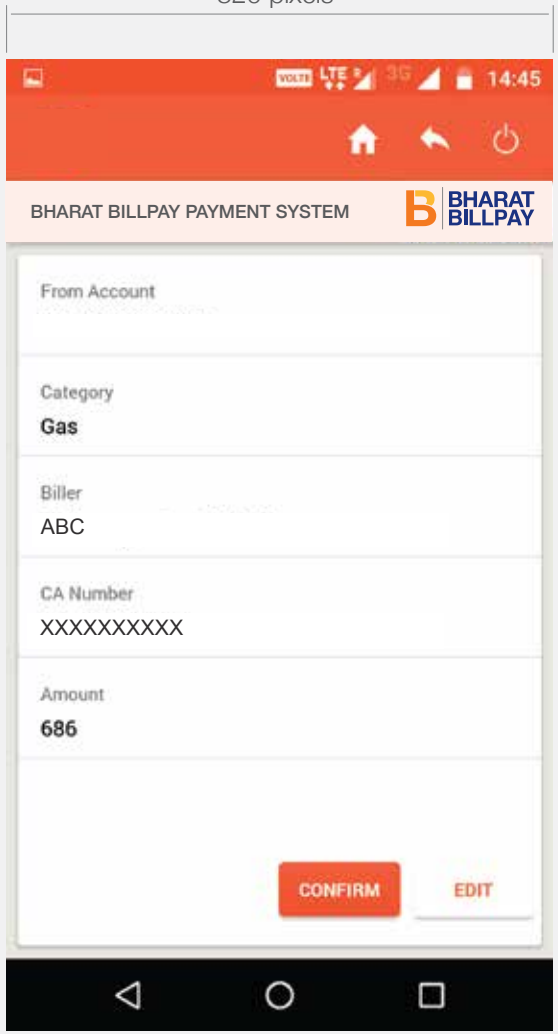

Selection of Biller

320 pixels




Bill Fetch

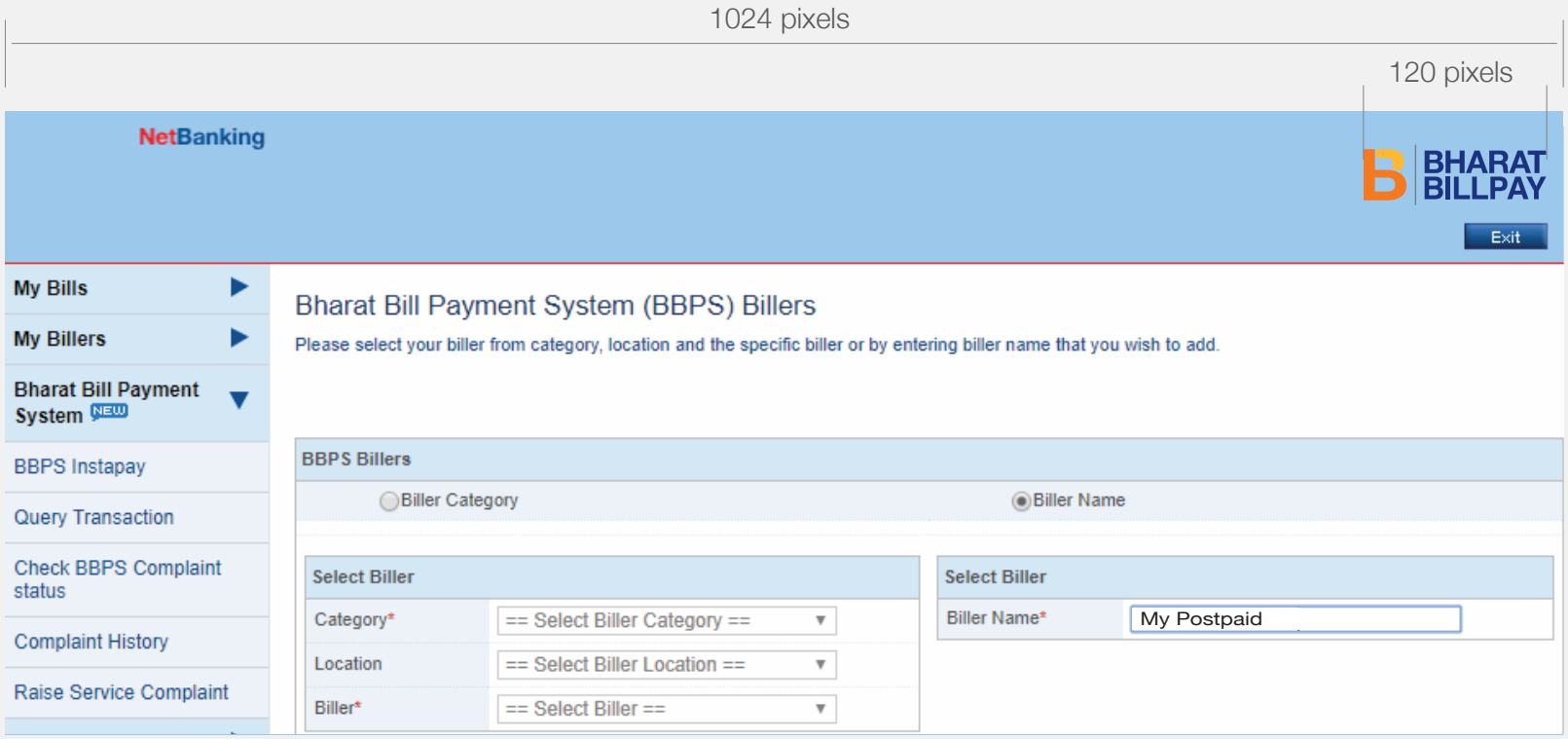
320 pixels




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.

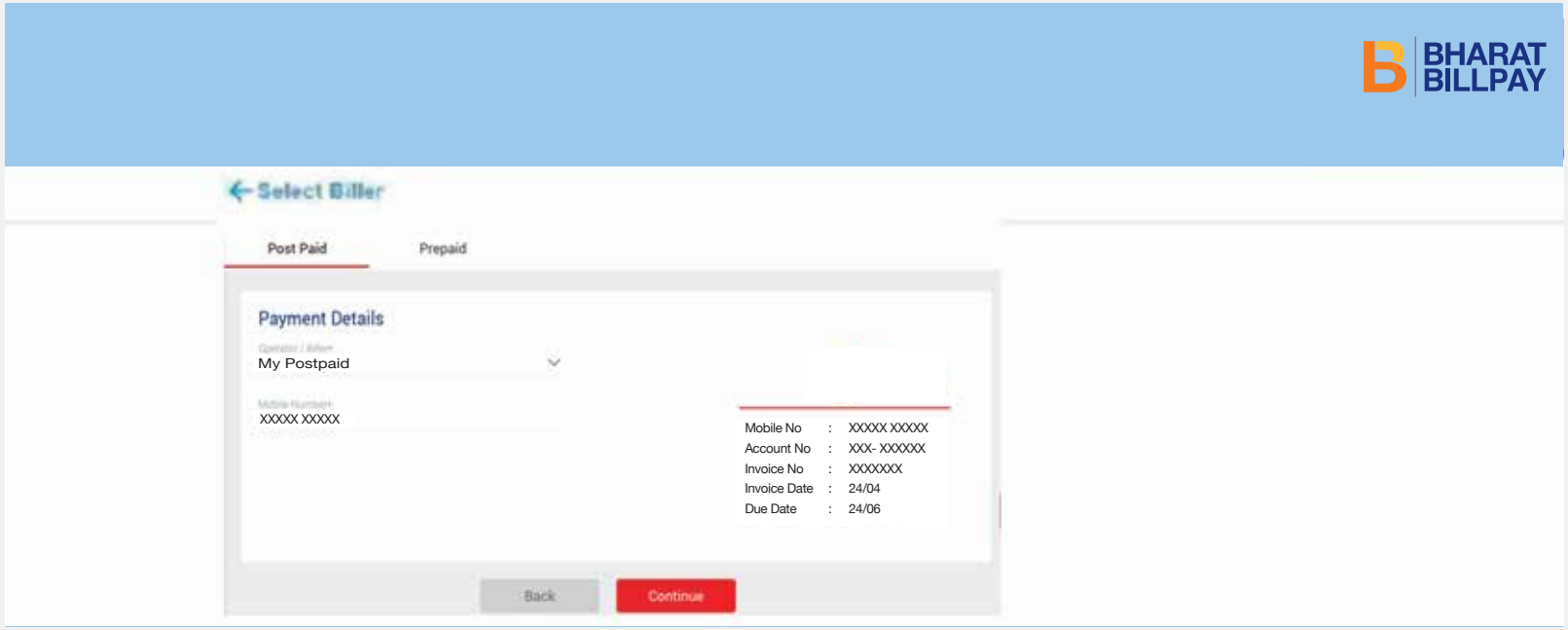



Selection of Biller

# 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

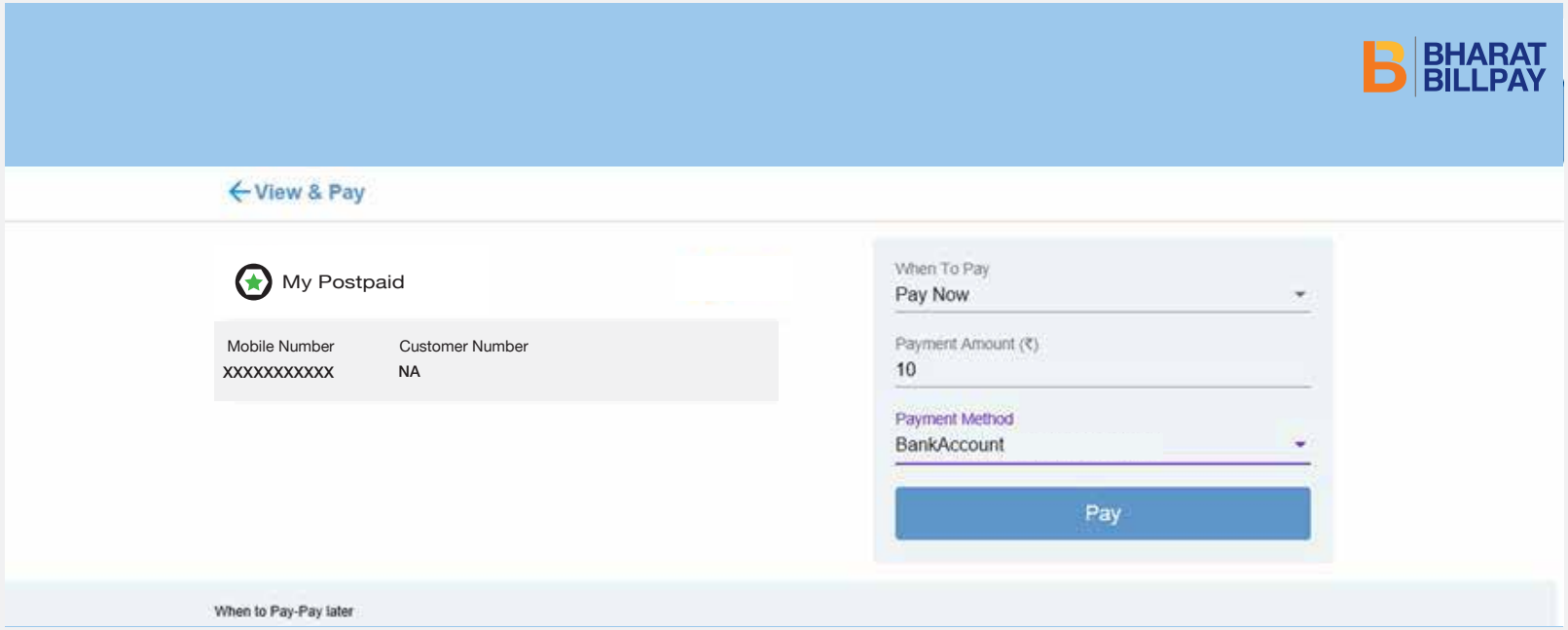



Bill Fetch

# 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

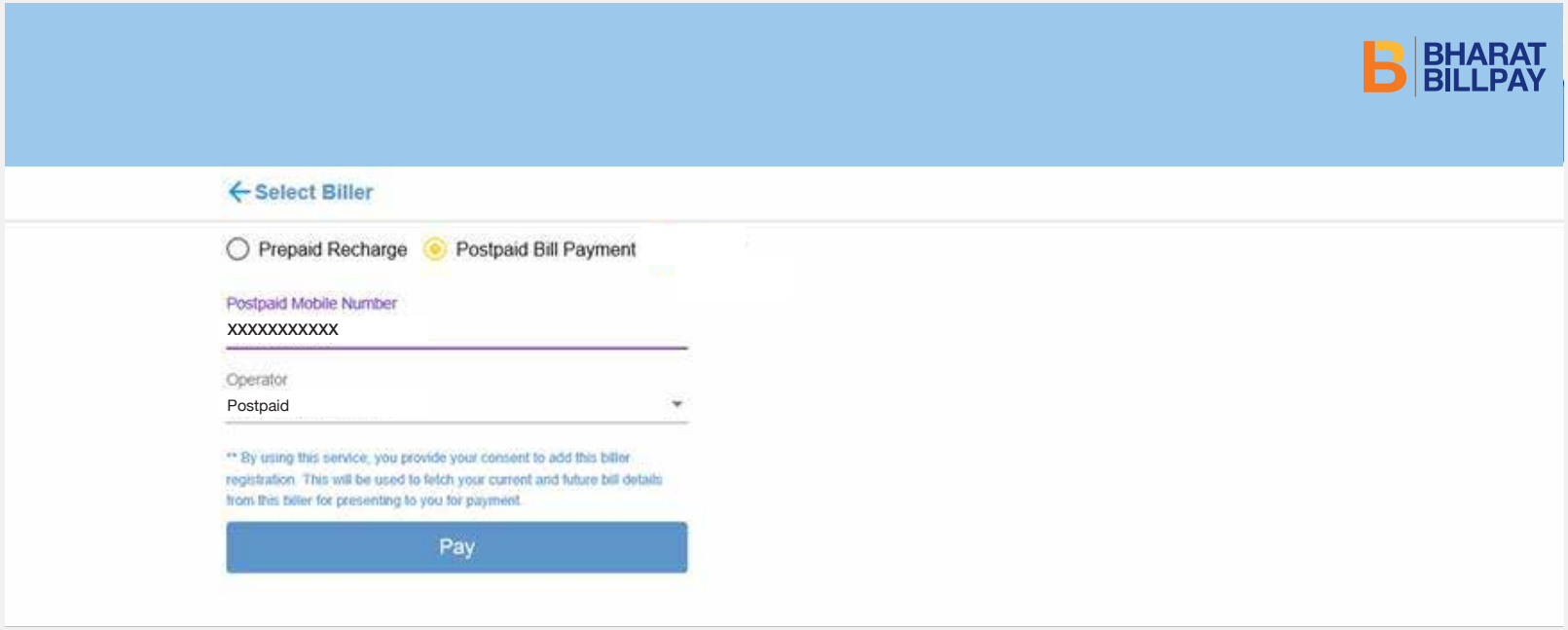



Bill Payment

# 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

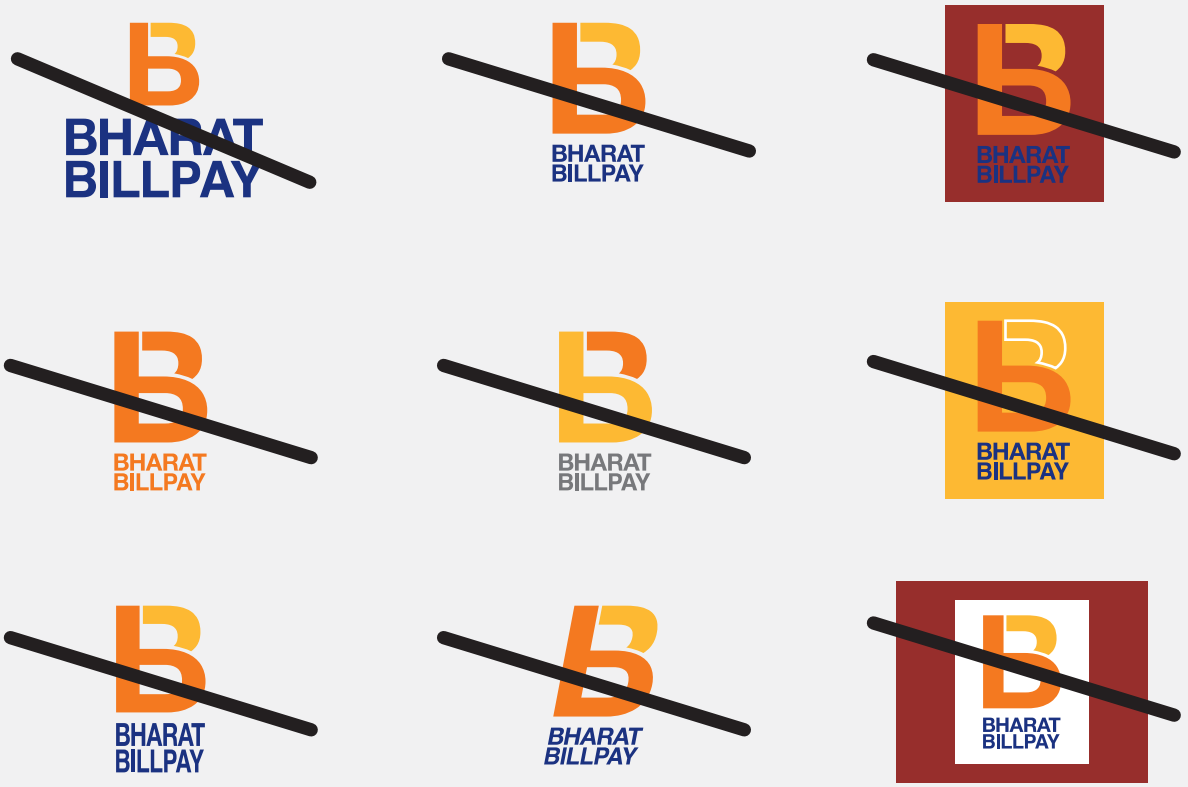
1024 pixels




Bill Payment

# Improper Usage

The Bharat Billpay logo is designed for optimal visiblity, 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

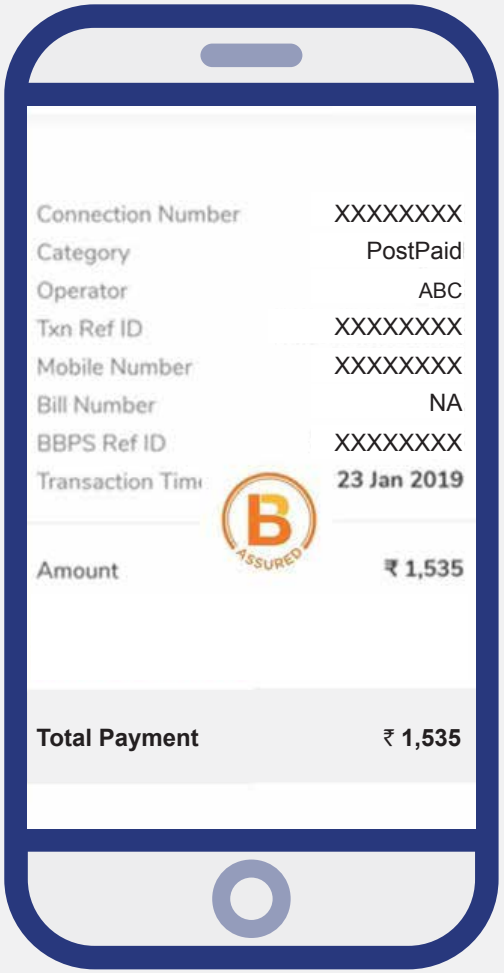
The Bharat Billpay logo is designed for optimal visiblity, where the mnemonic and the font work in tandem when used in the form showed on the previous slide. But the examples given on this page show incorrect usage of the logo by editing the typeface, colour or placement of the unit.

# STAGE-3

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

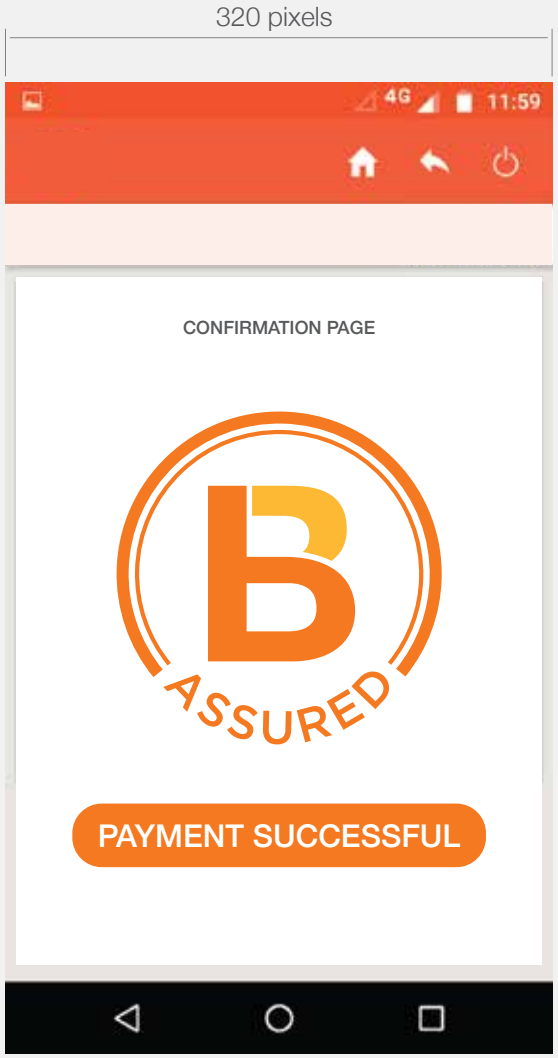
# Mobile Confirmation Page

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



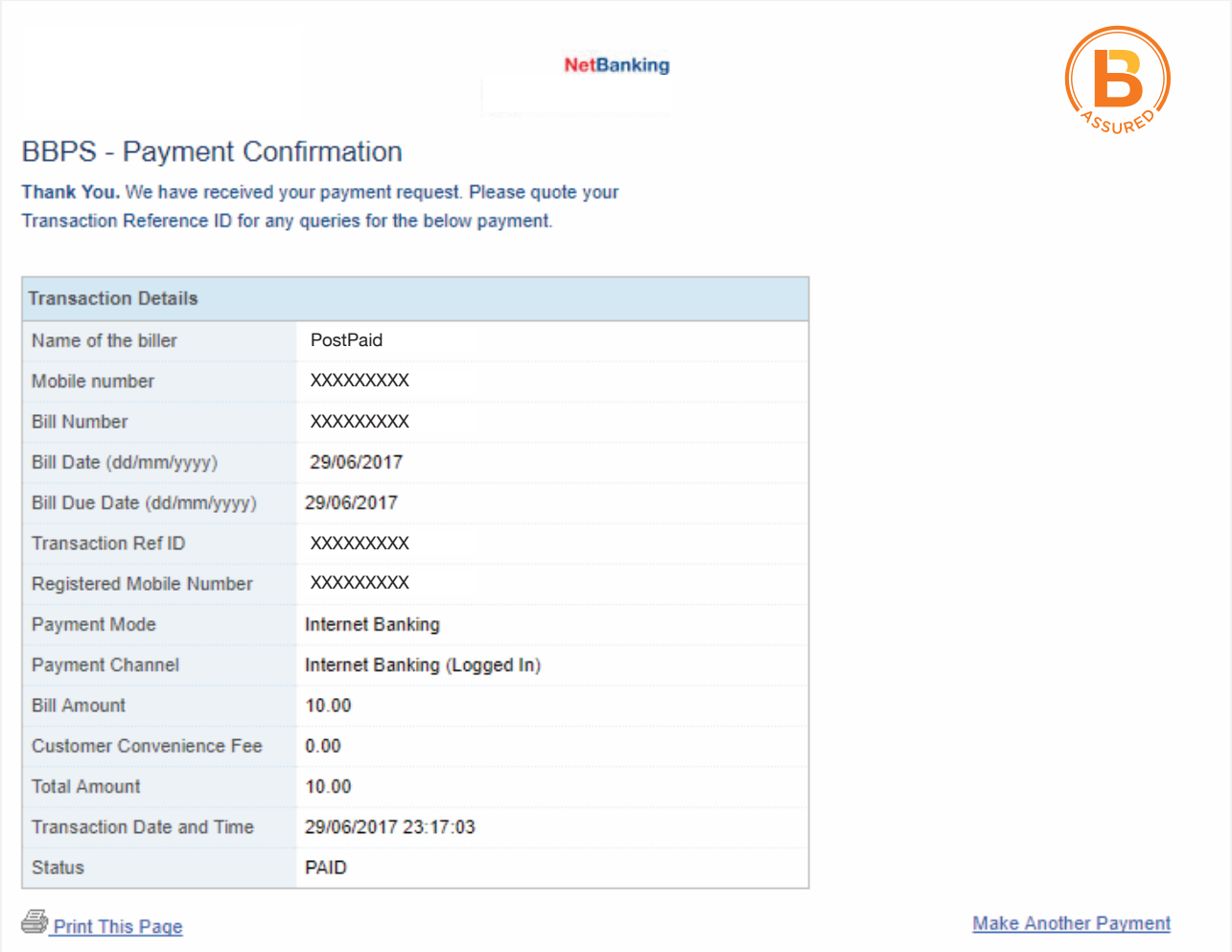
# Mobile Confirmation Page

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



# Online Recipt

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 | XXXXXXXXX |
| Bill Number | XXXXXXXXX |
| Bill Date (dd/mm/yyyy) | 29/06/2017 |
| Bill Due Date (dd/mm/yyyy) | 29/06/2017 |
| Transaction Ref ID | XXXXXXXXX |
| Registered Mobile Number | XXXXXXXXX |
| 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

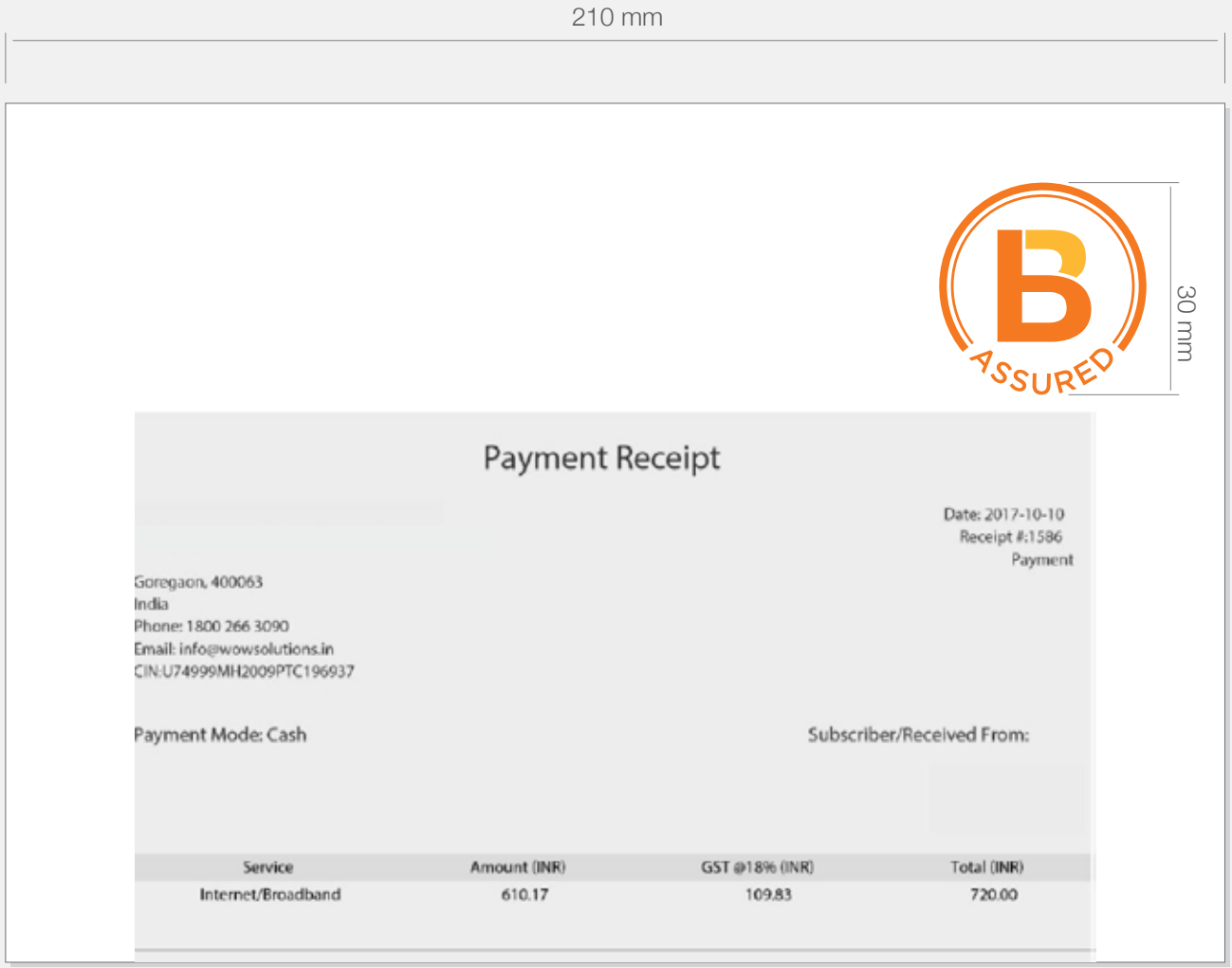
Make Another Payment

# 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.



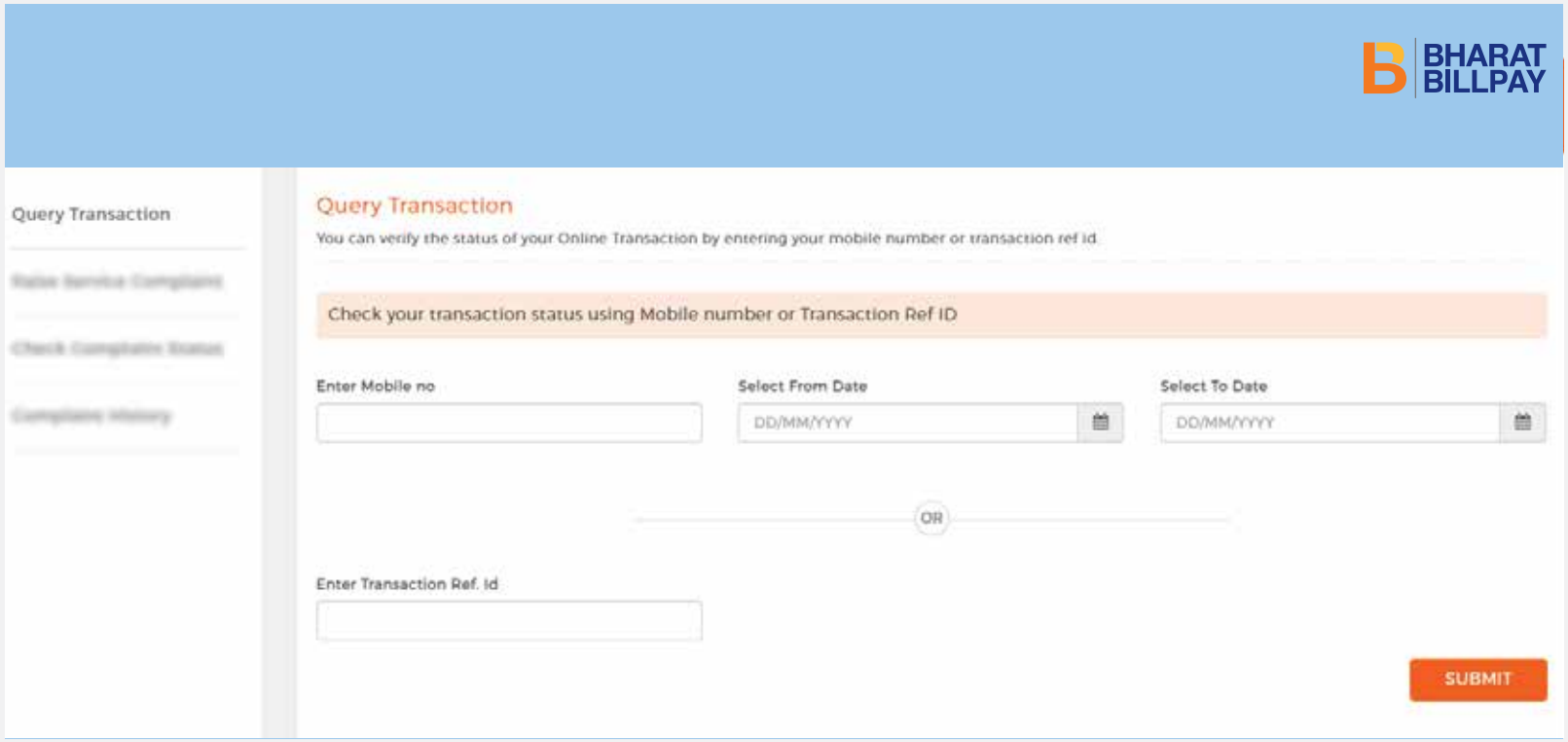
# OTHER SERVICES

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

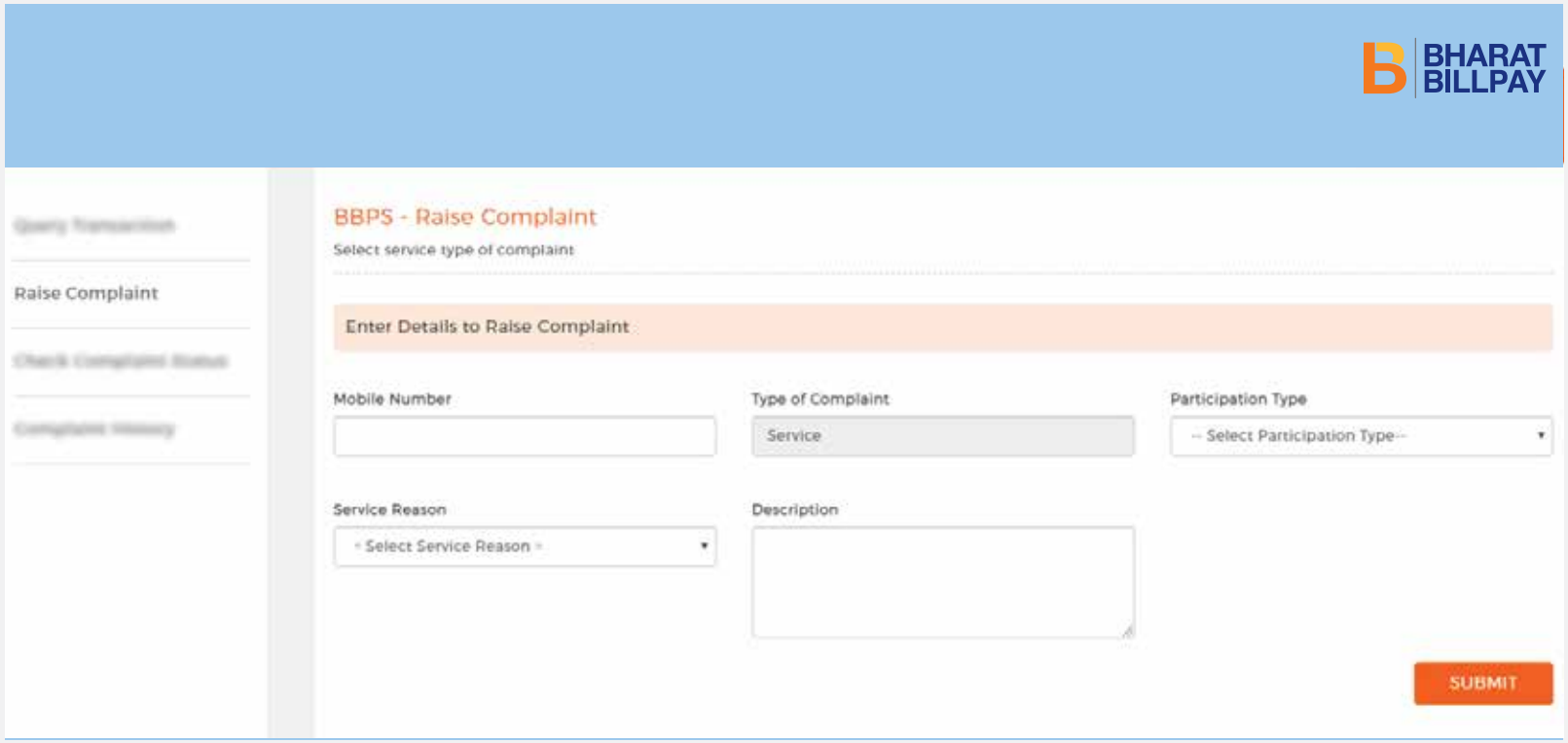



Transaction Query

# 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

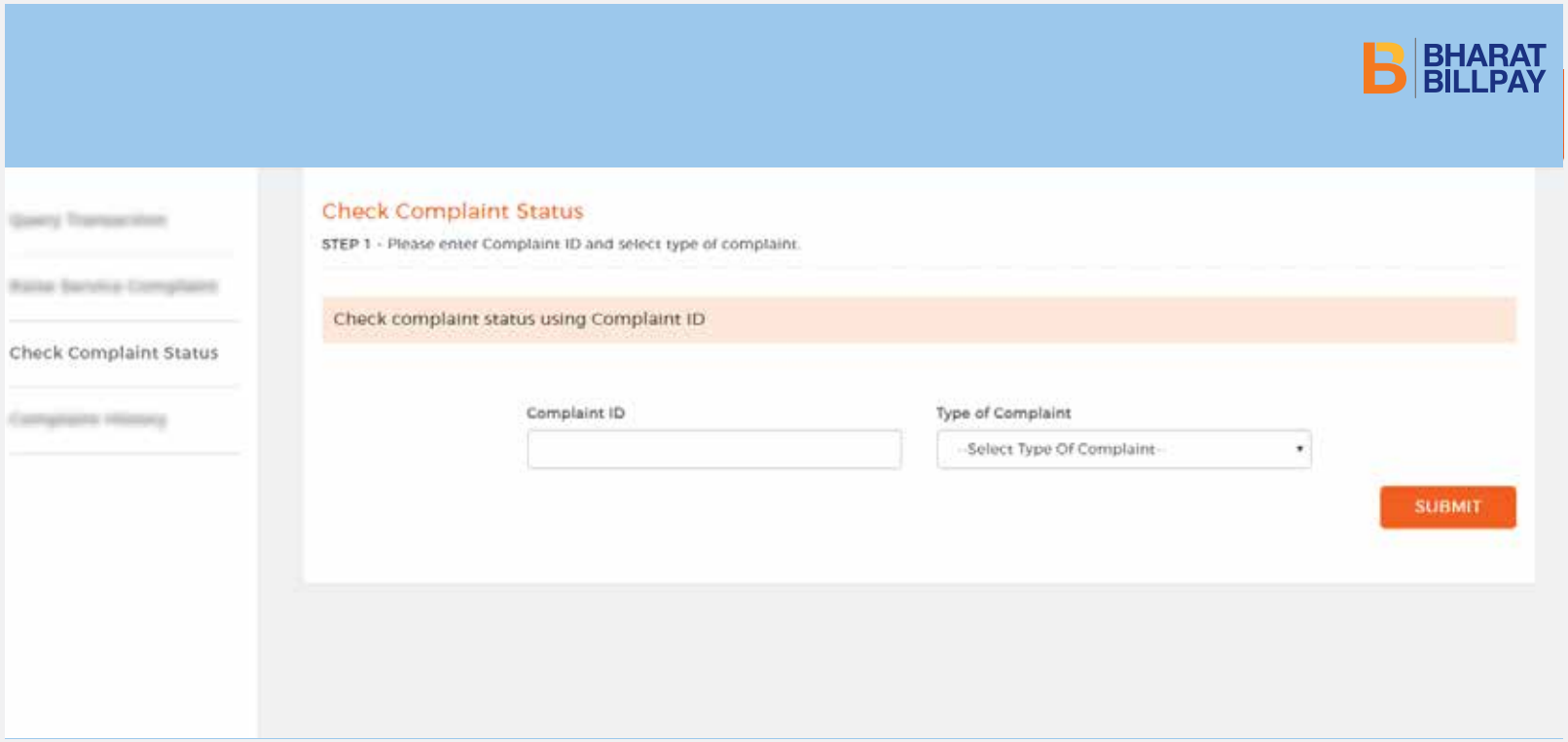



Raise Complaint

# 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

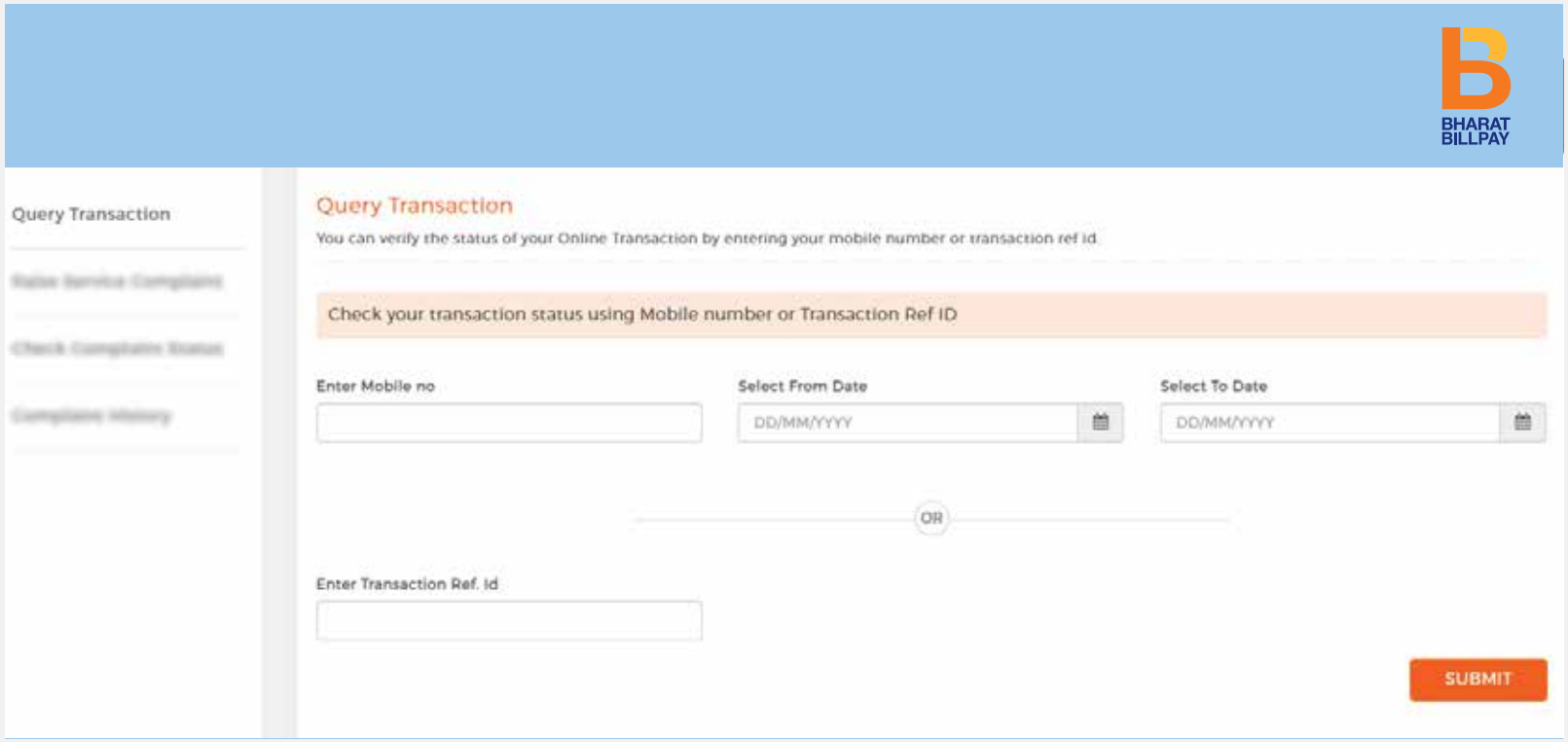



Complaint Status

# 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

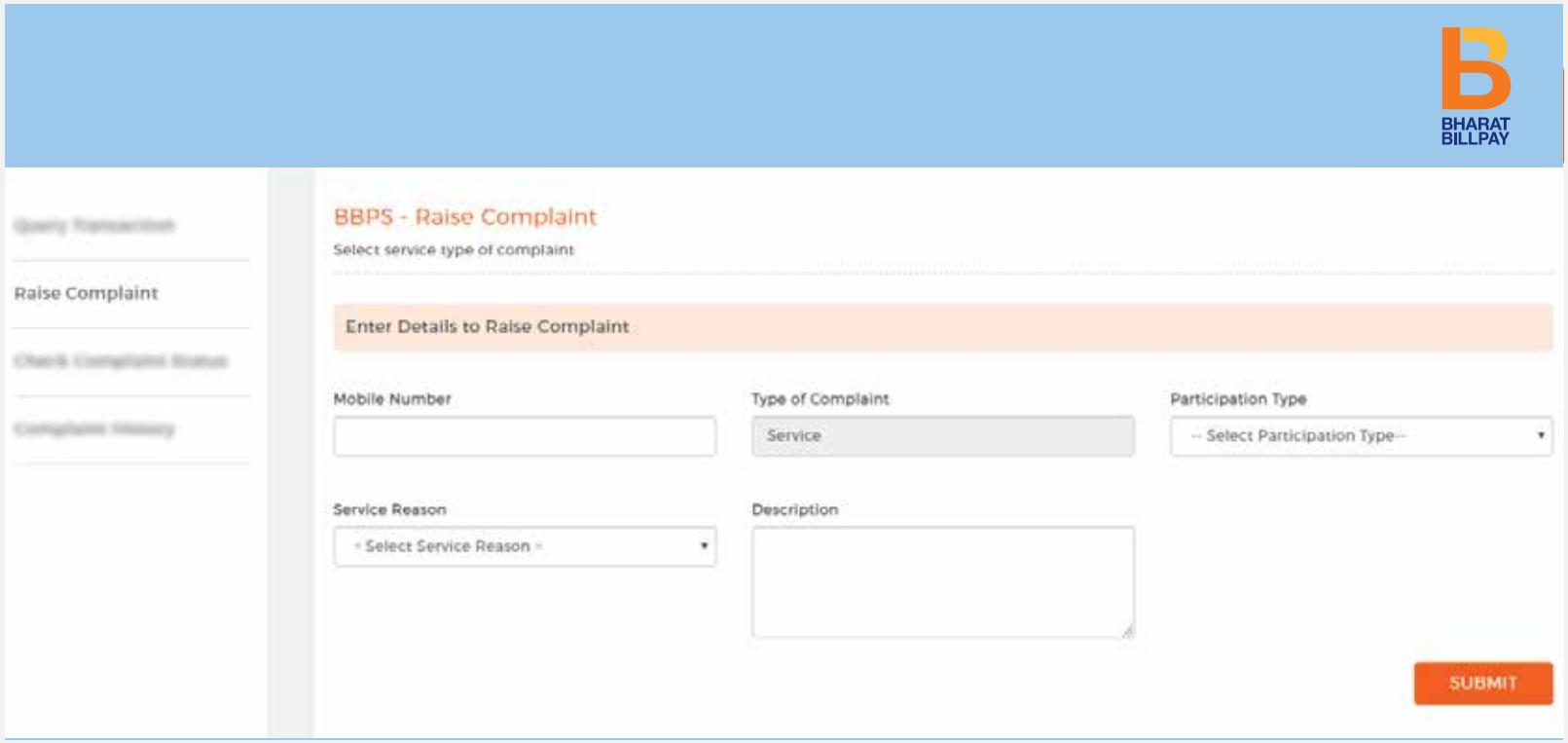



Transaction Query

# 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

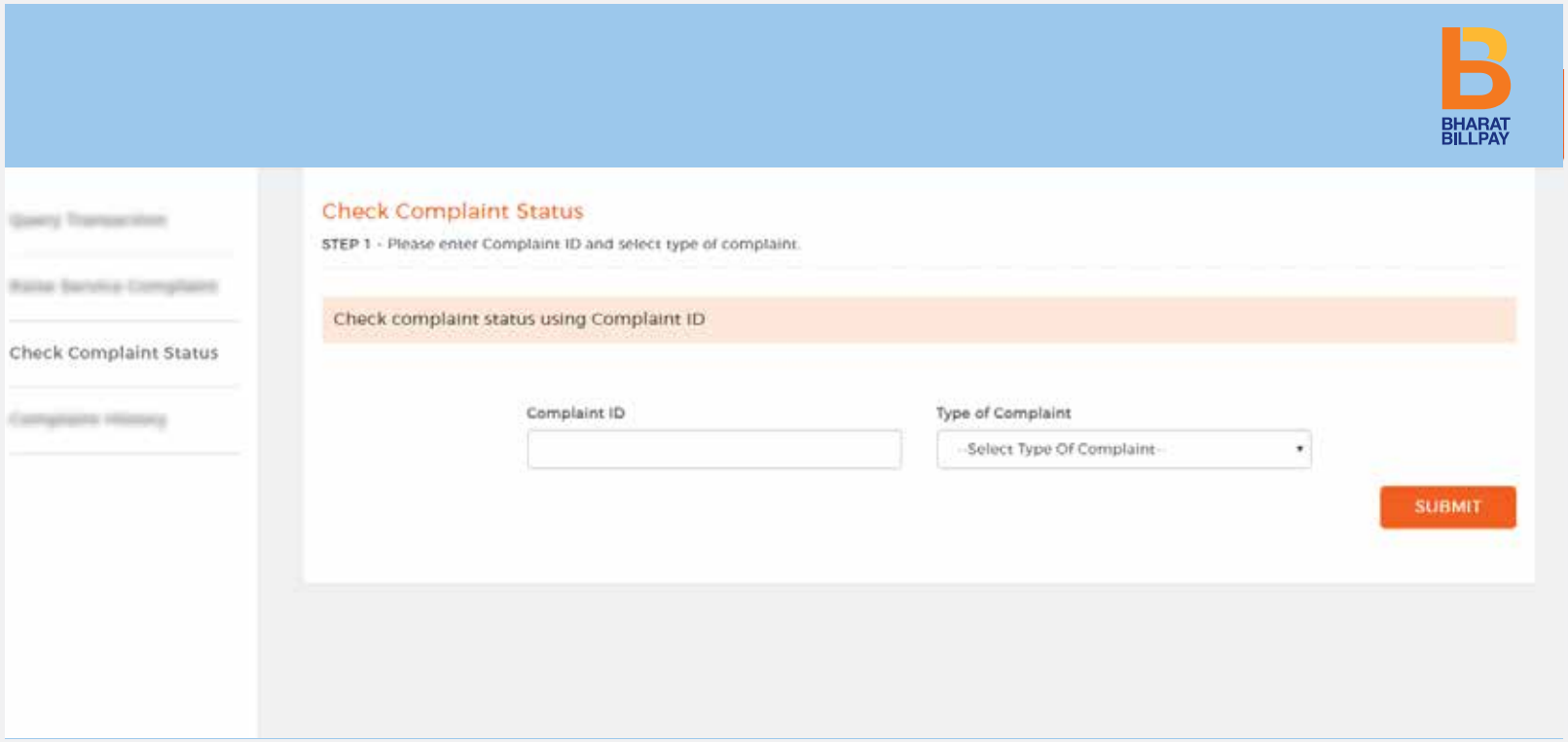



Raise Complaint

# 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




Complaint Status

# PARTNER COLLATERAL

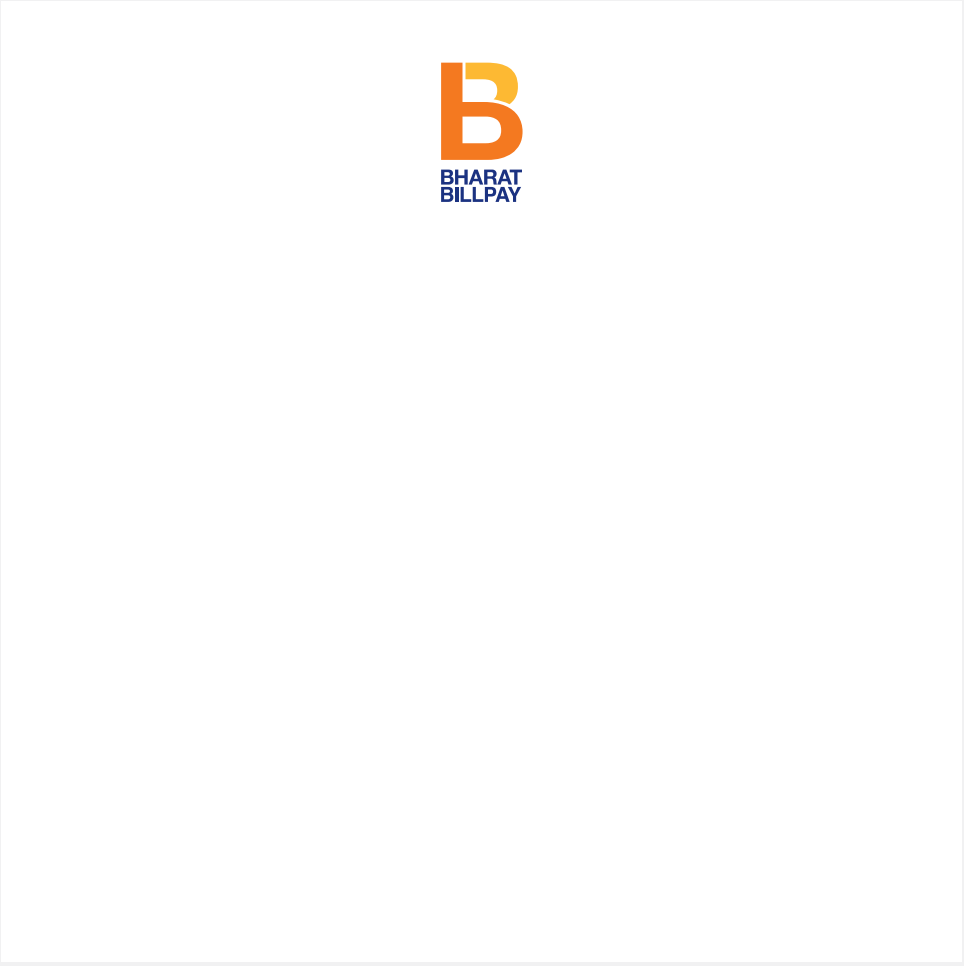
Font colour and font type for all the communication creative in press, digital, social media and electronic channels to be as per the brand guideline.

# 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

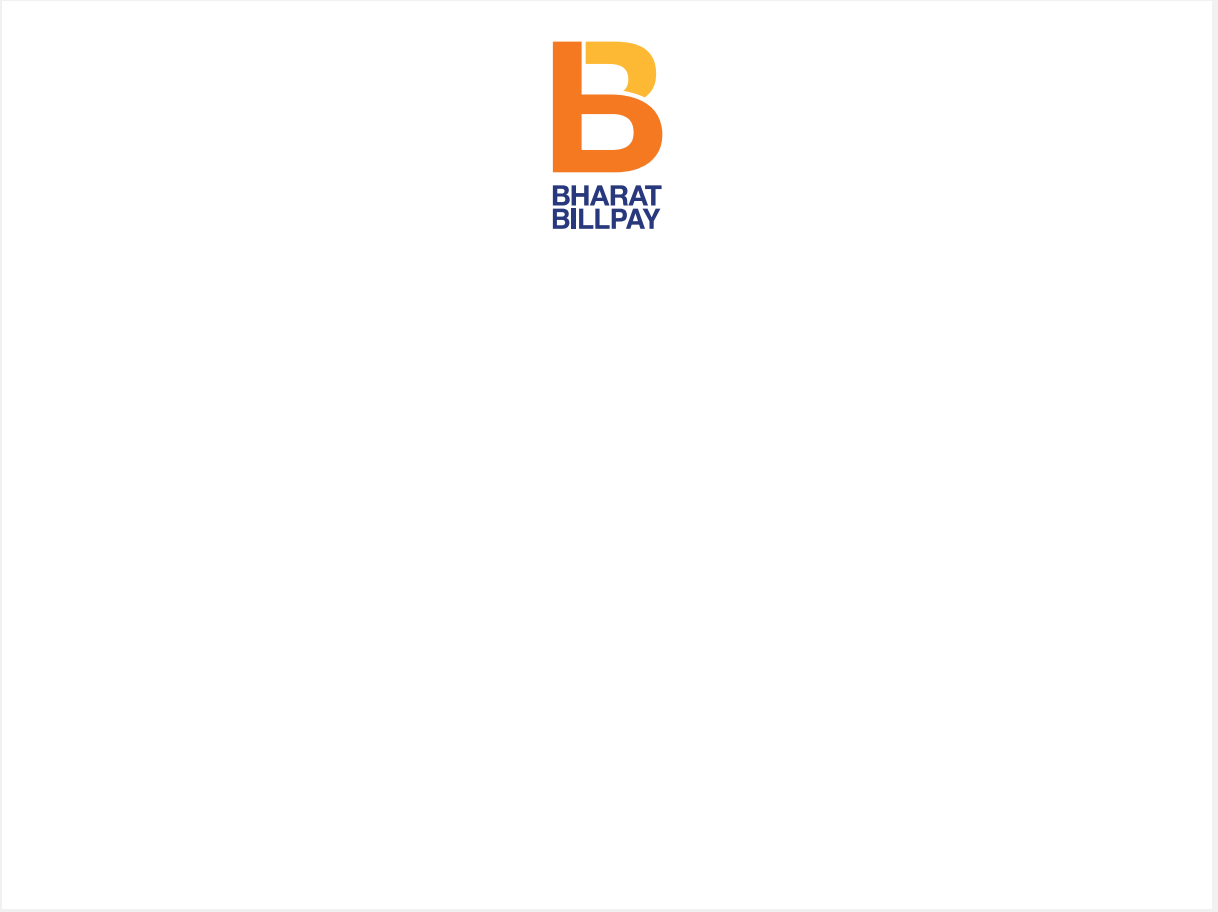
In a 1:2 ratio, the entire Bharat BillPay logo, including the mnemonic, will be used. Maintain equal spacing on top and right side of the logo.
Use in: Internet/Website, Internet Banking, Outdoor

# 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

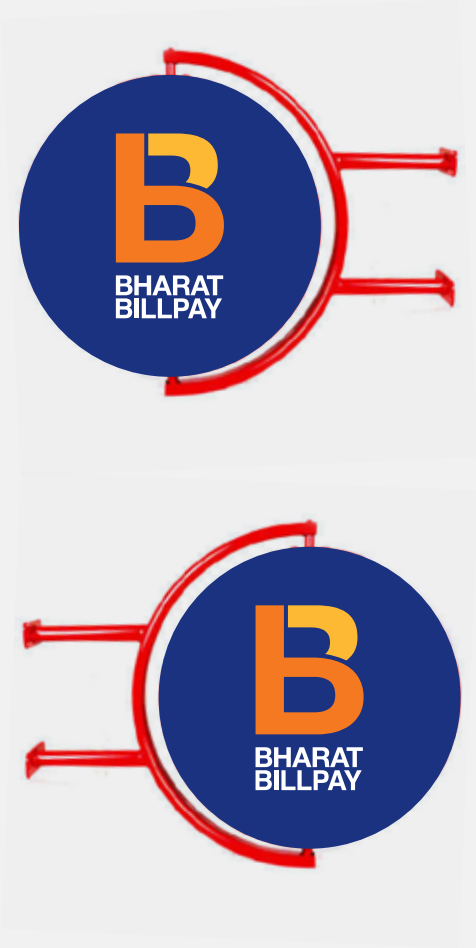


# Logo Usage

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

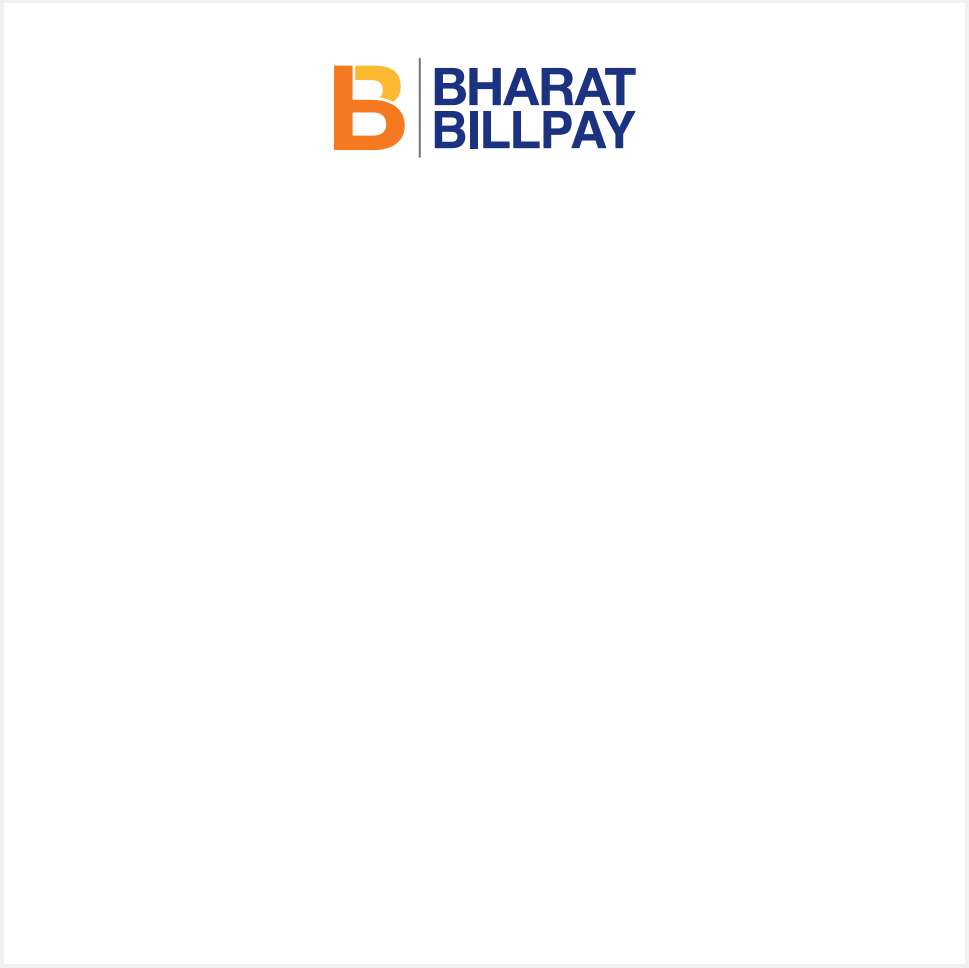
To communicate to the customers about using Bharat BillPay to make payments, you can use this Sticker option. The sticker has the Bharat BillPay logo indicating that Bharat BillPay is accepted by you.

# 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