



Guidelines



Brand Mark

The Banking Connect logo symbolises a unified and trusted digital payments infrastructure designed to address interoperability, in India's fast growing digital ecosystem.

BANKING CONNECT Brand Mark is used by the ecosystem involving NPCI, Banks, Non-Banking Partners, Merchants, Third Party Partners and Payment Aggregators for high value money transfer services. The brand mark to be used as follows:

Banking Connect logo to be used for promoting Banking Connect only.

Powered by Banking Connect unit to be used by the ecosystem for the page(s) or screen(s) whereby the transaction is being processed using Banking Connect platform.



Mnemonic

Banking Connect brand identity features a classic 'B' from "Banking" along with two arrows symbolizing powerful bonds over secure transactions. Together, they represent a bigger, bolder, and more global vision for a platform reimagined to simplify and smarten Netbanking payments.



The Logo & Colours

Interlocking “B” visually represents multiple stakeholders such as banks, merchants, issuers and acquirers coming together through one connected network, reinforcing the idea of collaboration and integration.

Flowing, continuous structure of the design reflects frictionless transaction journeys, highlighting efficiency and smooth settlement processes.

Blue colour conveys trust, security and institutional credibility, which aligns strongly with regulatory assurance.

Grey tones add a sense of stability, technological strength and enterprise reliability.

Subtle orange accent acts as a symbolic transaction node, representing activation, digital energy and the moment where systems interact and transact.

Additionally, the reflective styling of the logo suggests transparency, accountability, collectively positioning Banking Connect as a robust and interoperable platform enabling streamlined and standardized merchant payment experiences.



C	M	Y	K
82	62	0	0

R	G	B
62	103	176



C	M	Y	K
0	75	96	0

R	G	B
241	101	40



C	M	Y	K
0	0	0	70

R	G	B
109	110	113

Variation Of Logo

Coloured Logo



White & Orange Accent



White



Logo On Coloured Background

White Background



Black Background



On Brand Colour



On Brand Colour



Any Other Dark Background



Any Other Light Background



Any dark background other than black

Any light background including white

The Logo Size

Every piece of material that goes to the customers from NBBL acts as a medium of communication and hence it is important to maintain uniformity w.r.t design. Kindly follow the proportions illustrated here with respect to all Banking Connect communications.

The proportions, space and size relationships have been carefully developed and must not be altered, redrawn or embellished or recreated in any way. The sizes here are for reference only. Care should be taken to maintain proportions while resizing the logo.

- Print: In case of a print related communication, size of the Banking Connect logo unit must be minimum 20% in width of the layout or 42 mm (whichever is higher). For example, size of the Banking Connect logo unit would be 42 mm in width for an A4 layout.
- Digital: In case of a digital communication, size of the Banking Connect logo unit must not be smaller than 15 pixels height X 50 pixels width.



Print 42 mm



Digital 15 pixels

Digital 50 pixels

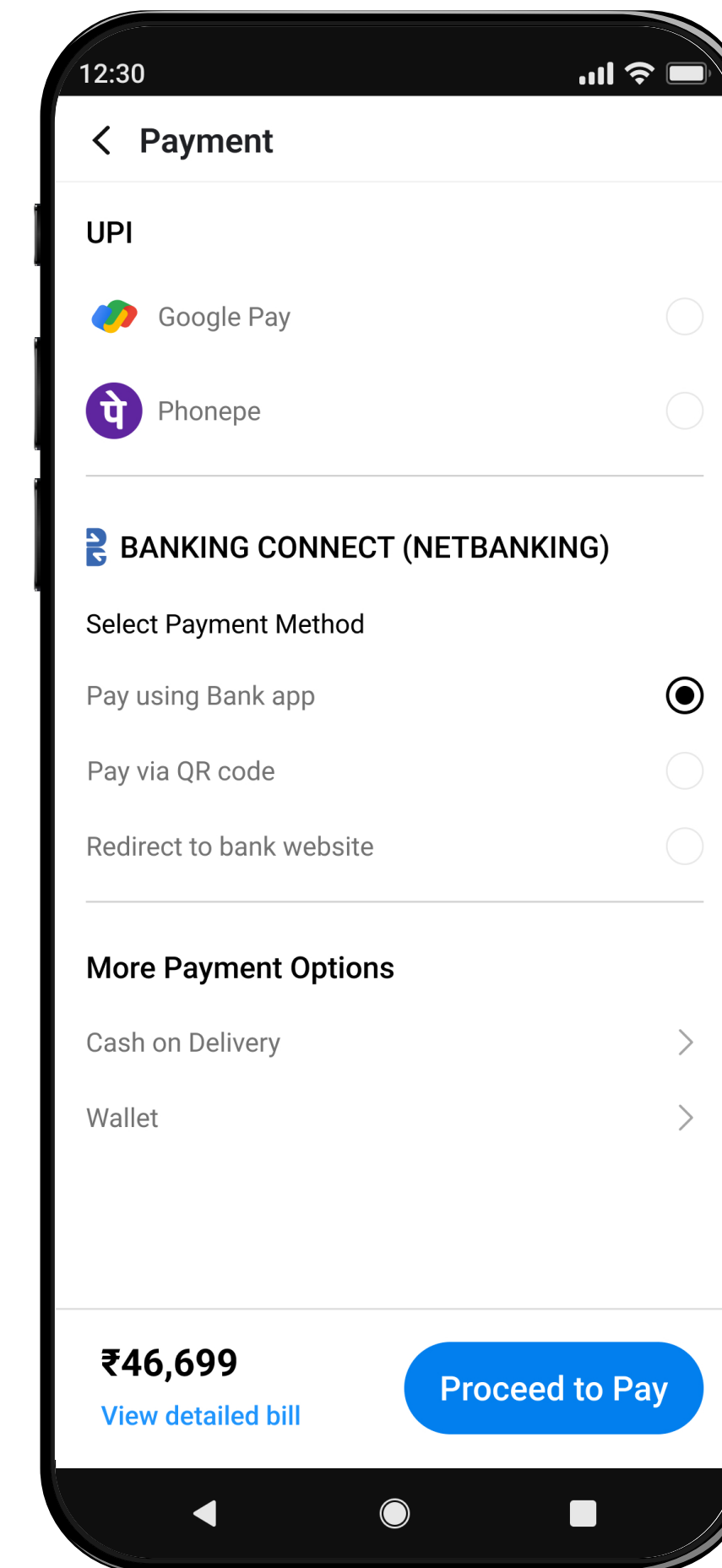
Nomenclature

Always write the brand as **Banking Connect (Netbanking)** - in a single, continuous line.

Do not break, stack, hyphenate, or separate the terms in any format.

“Netbanking” must appear in brackets immediately after Banking Connect, with no extra spacing or styling variations.

This format standardises recall by pairing the new nomenclature with the commonly known term.

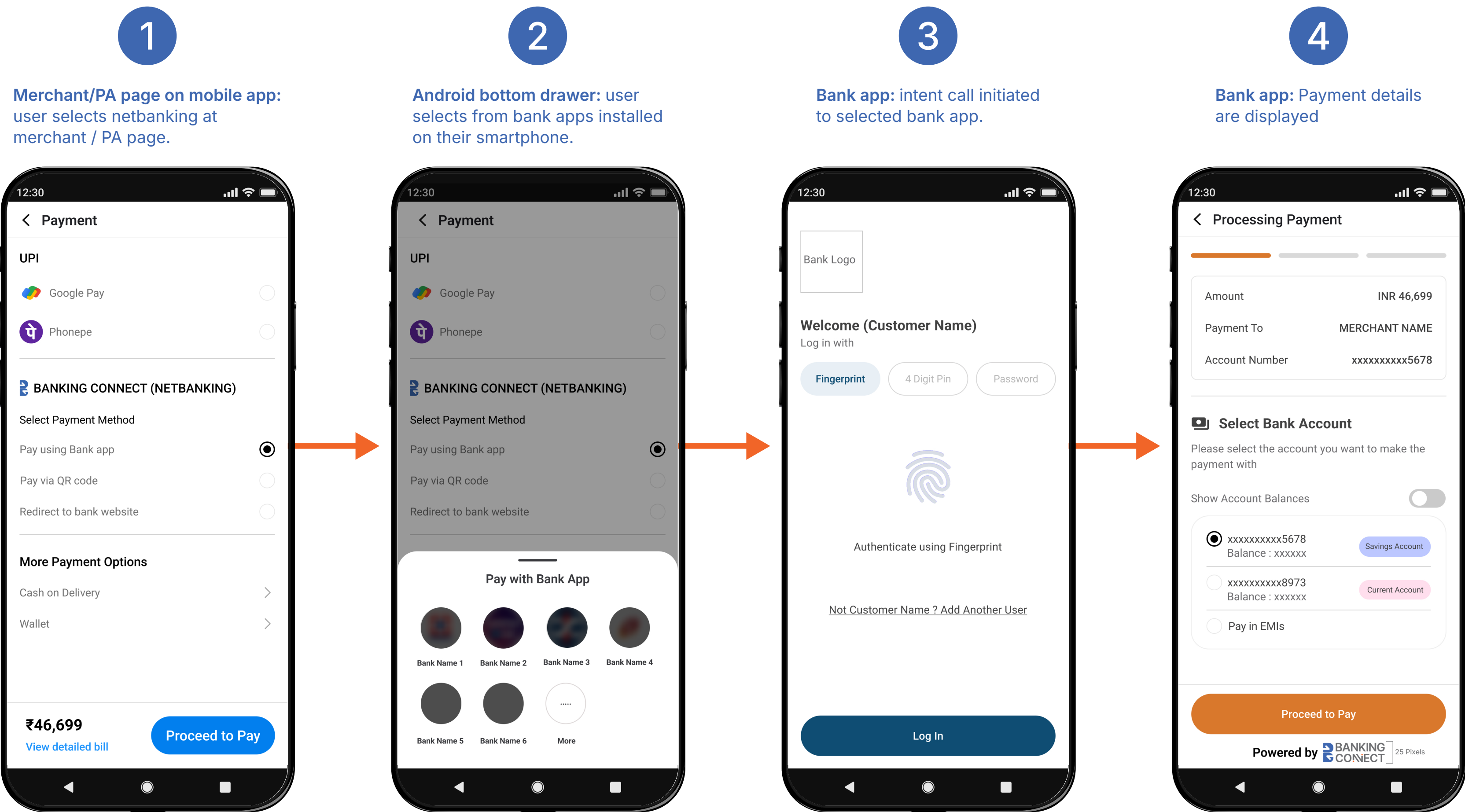


Retail Journeys

1. Intent Flow (Android, iOS)
2. Web + QR
3. Mobile Browser (Android, iOS)
4. 1Click Flow

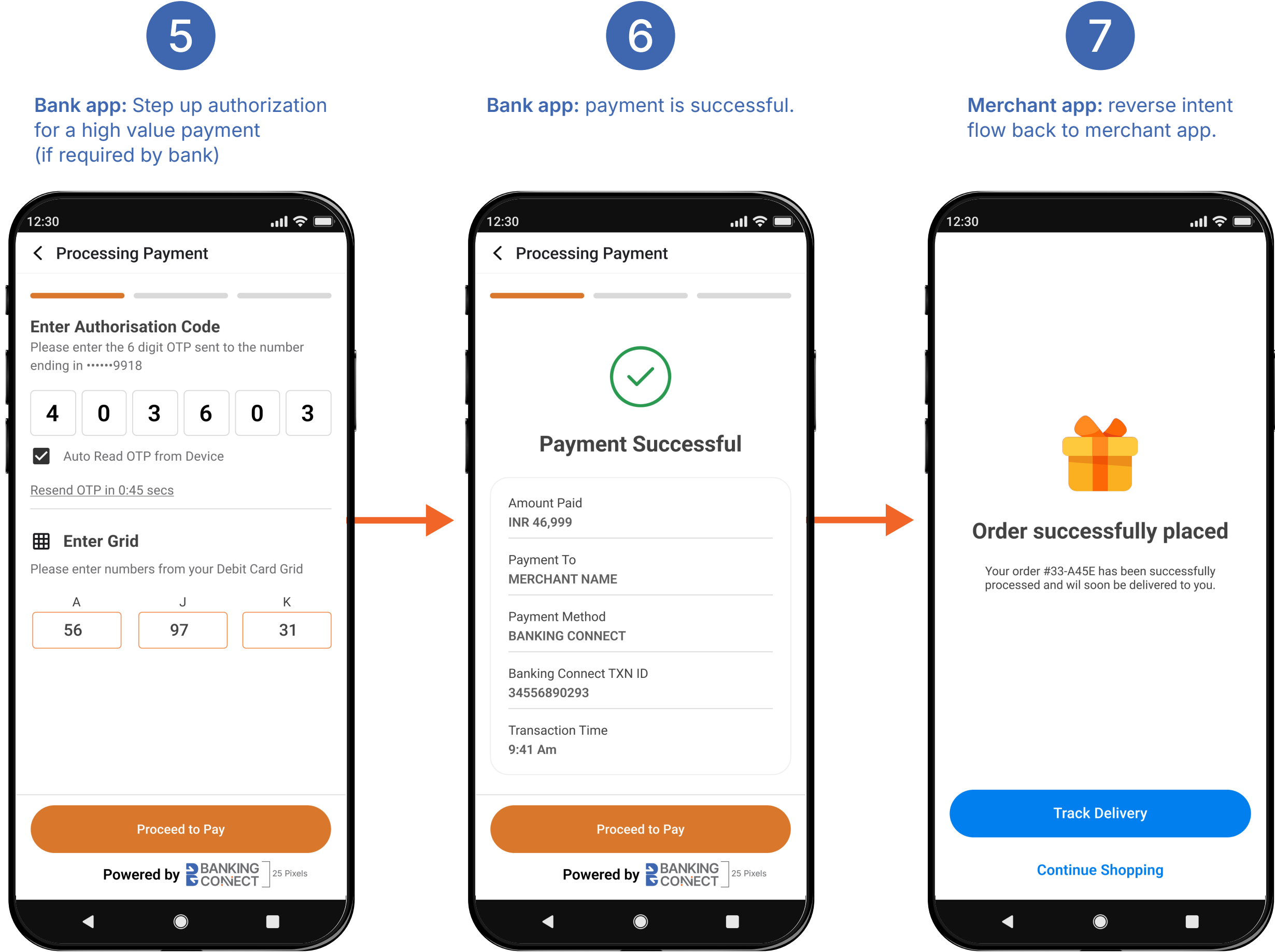
Intent Flow - Android – 1/2

Banking Connect logo must be used as represented. The said Bank partner must use “Powered by Banking Connect” logo unit at the bottom center of mobile application after initiating a transaction. The same must remain constant across all flows.



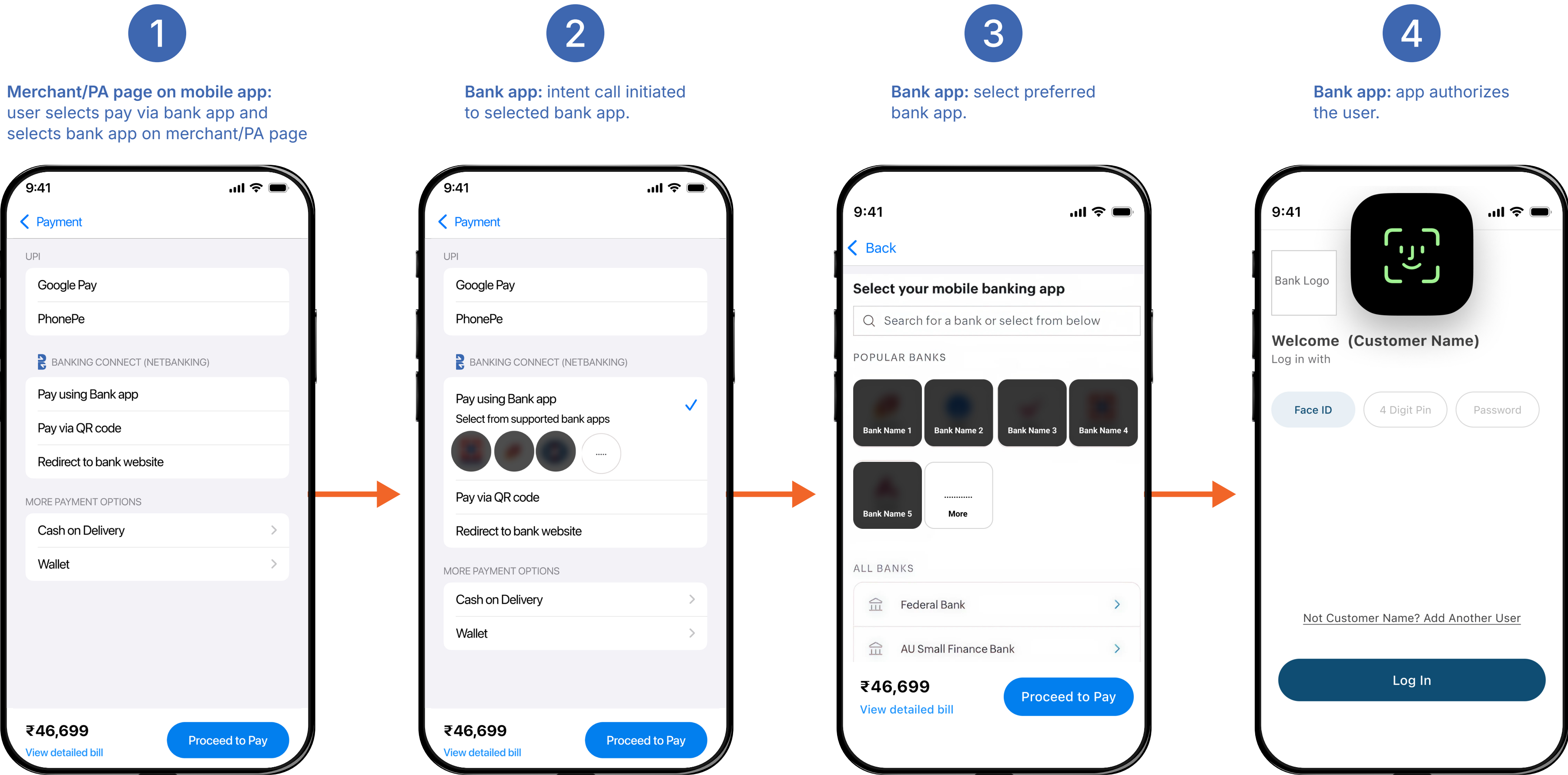
Intent Flow - Android – 2/2

Banking Connect logo must be used as represented. The said Bank partner must use “Powered by Banking Connect” logo unit at the bottom center of mobile application after initiating a transaction. The same must remain constant across all flows.



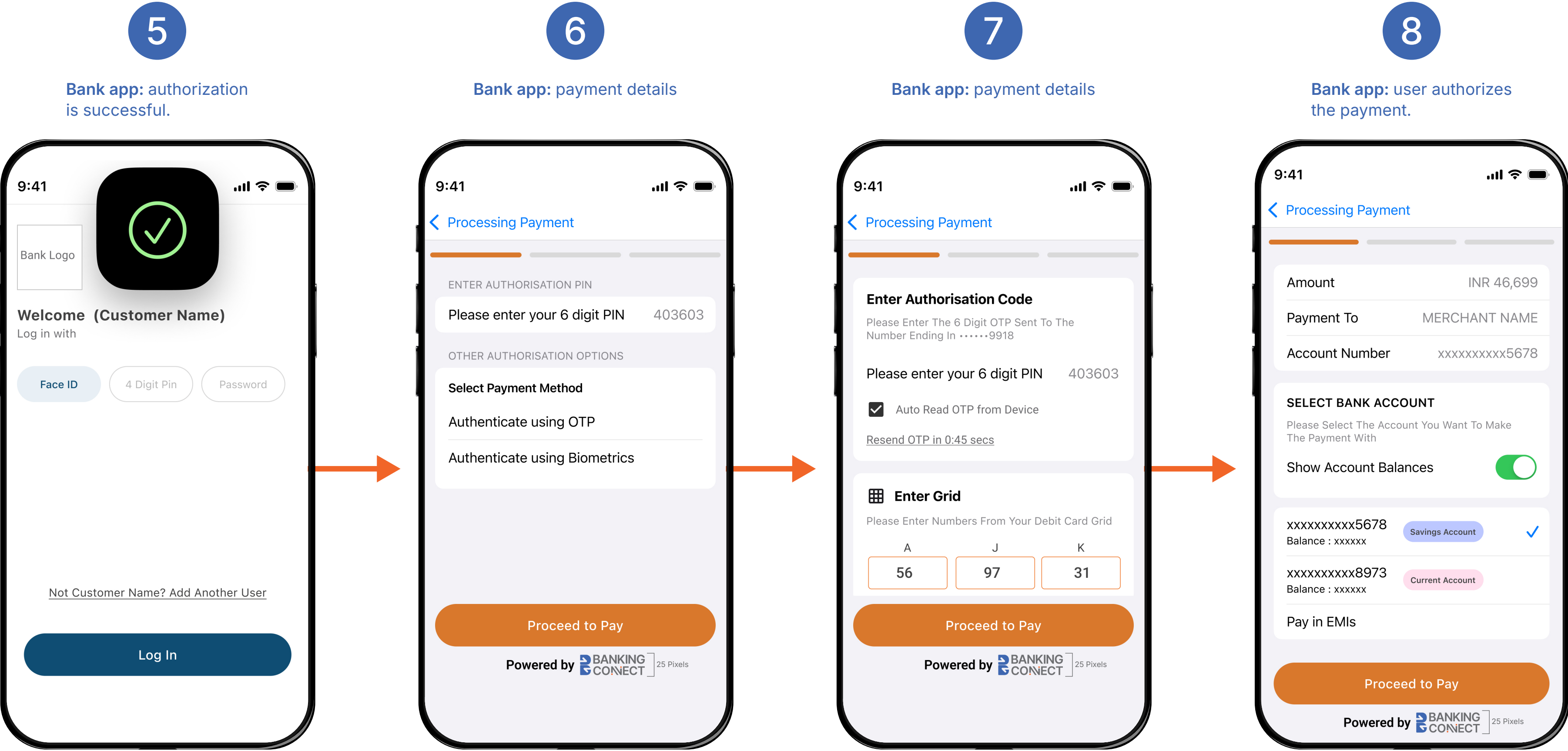
Intent – iOS – 1/3

Banking Connect logo must be used as represented. The said Bank partner must use “Banking Connect” logo unit as depicted in the screen. The same must remain constant across all flows.



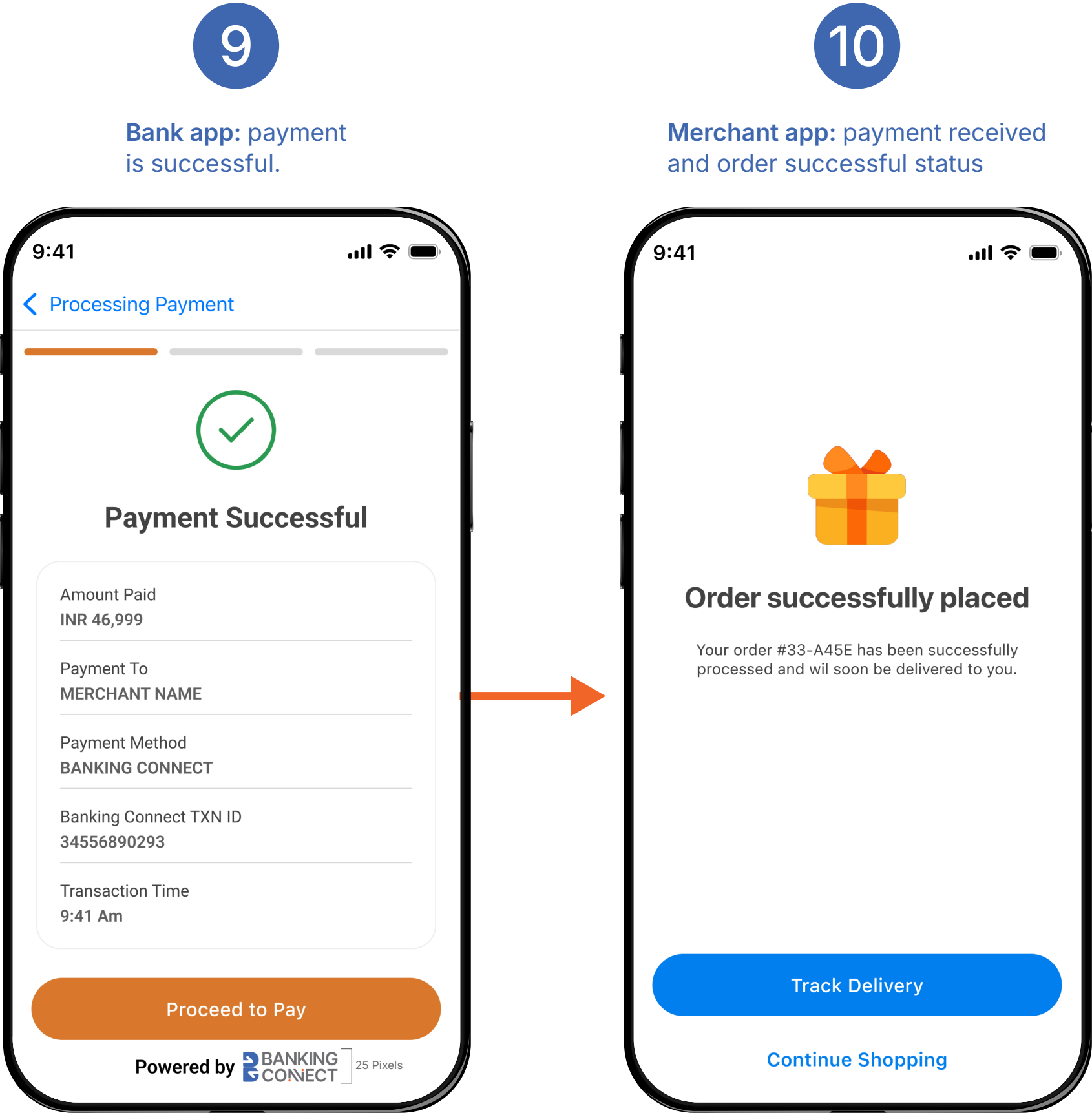
Intent – iOS – 2/3

Banking Connect logo must be used as represented. The said Bank partner must use “Powered by Banking Connect” logo unit at the bottom center of mobile application after initiating a transaction. The same must remain constant across all flows.



Intent – iOS – 3/3

Banking Connect logo must be used as represented. The said Bank partner must use “Powered by Banking Connect” logo unit at the bottom center of mobile application after initiating a transaction. The same must remain constant across all flows.



Retail Journeys

1. Intent Flow (Android, iOS)
2. Web + QR
3. Mobile Browser (Android, iOS)
4. 1Click Flow

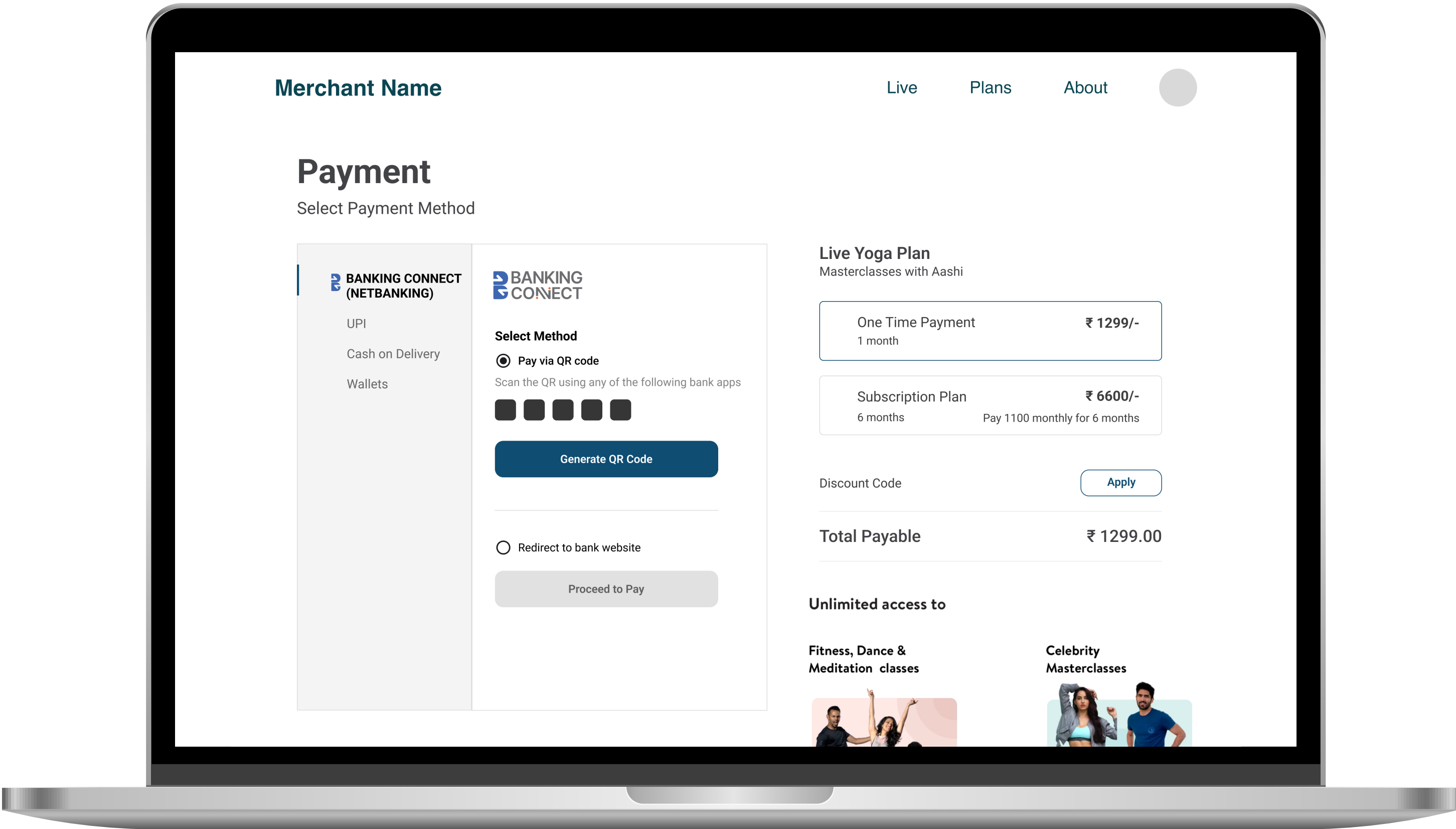
Web + QR Journey – 1/4

Banking Connect logo must be used as represented. The said Bank partner must use “Banking Connect” logo unit as depicted in the screen. The same must remain constant across all flows.

1

Merchant/PA page on merchant website:
user selects Banking Connect and sees an option to pay via QR code. User can view all supported bank apps.

Alternatively, user can also complete payment using bank’s website.

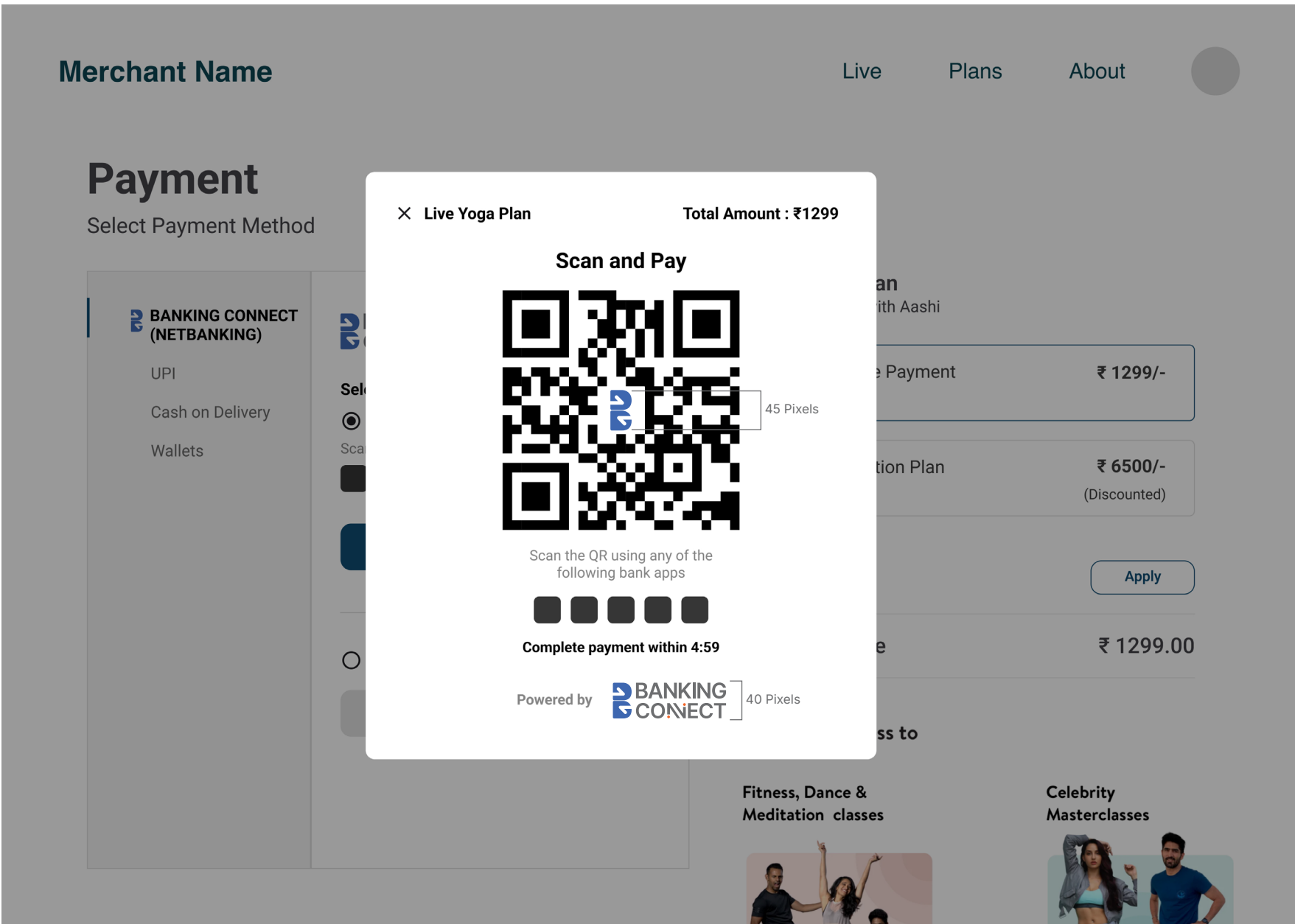


Web + QR Journey – 2/4

Banking Connect logo must be used as represented. The said Bank partner must use “Powered by Banking Connect” logo unit at the bottom center of mobile application after initiating a transaction. The same must remain constant across all flows.

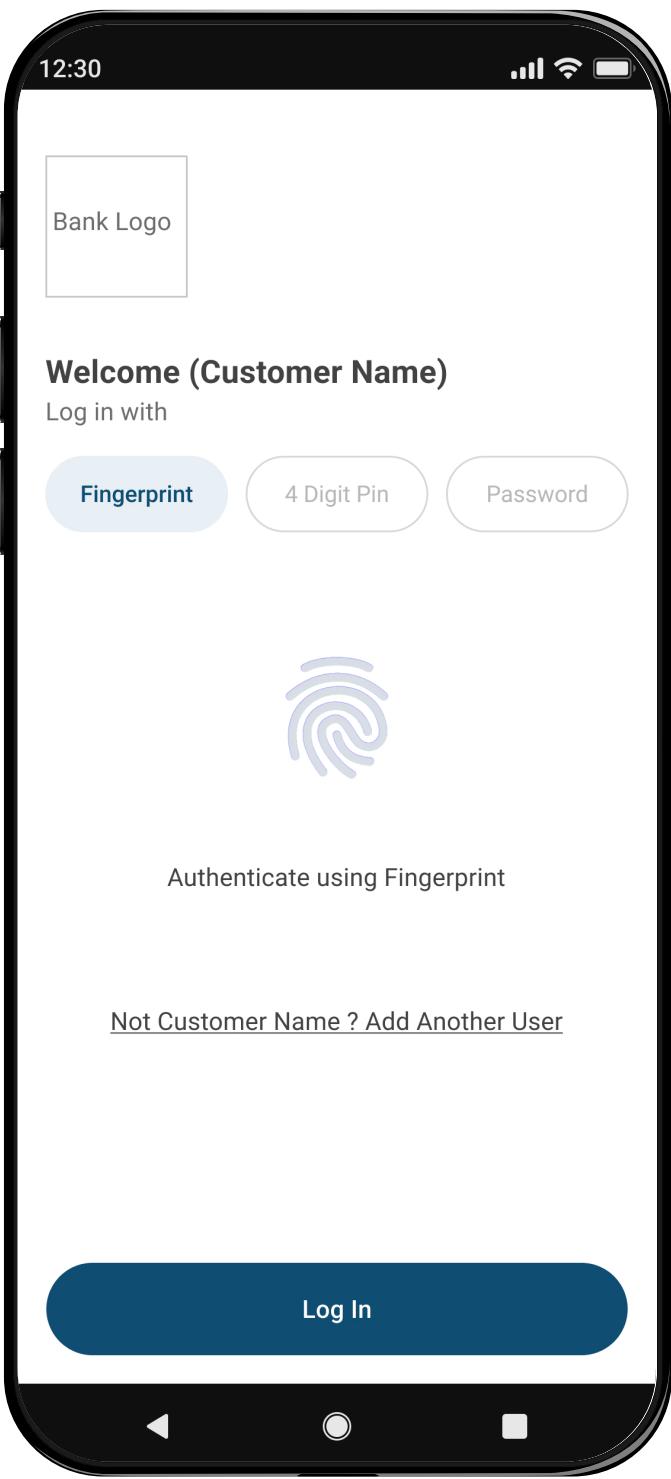
2

Merchant/PA page on merchant website :
users sees a pop up QR code with merchant name, total amount and expiry time.



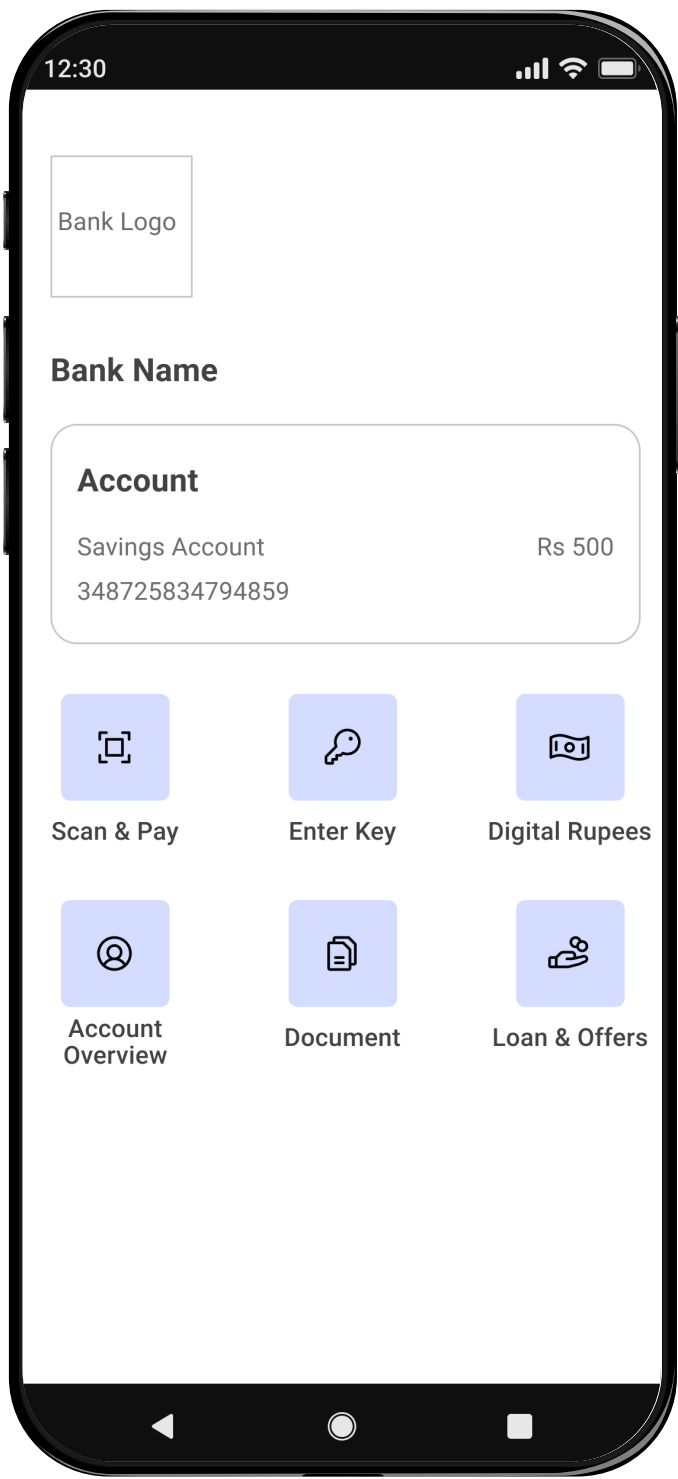
3

Bank app: user logs into mobile banking app on his phone.



4

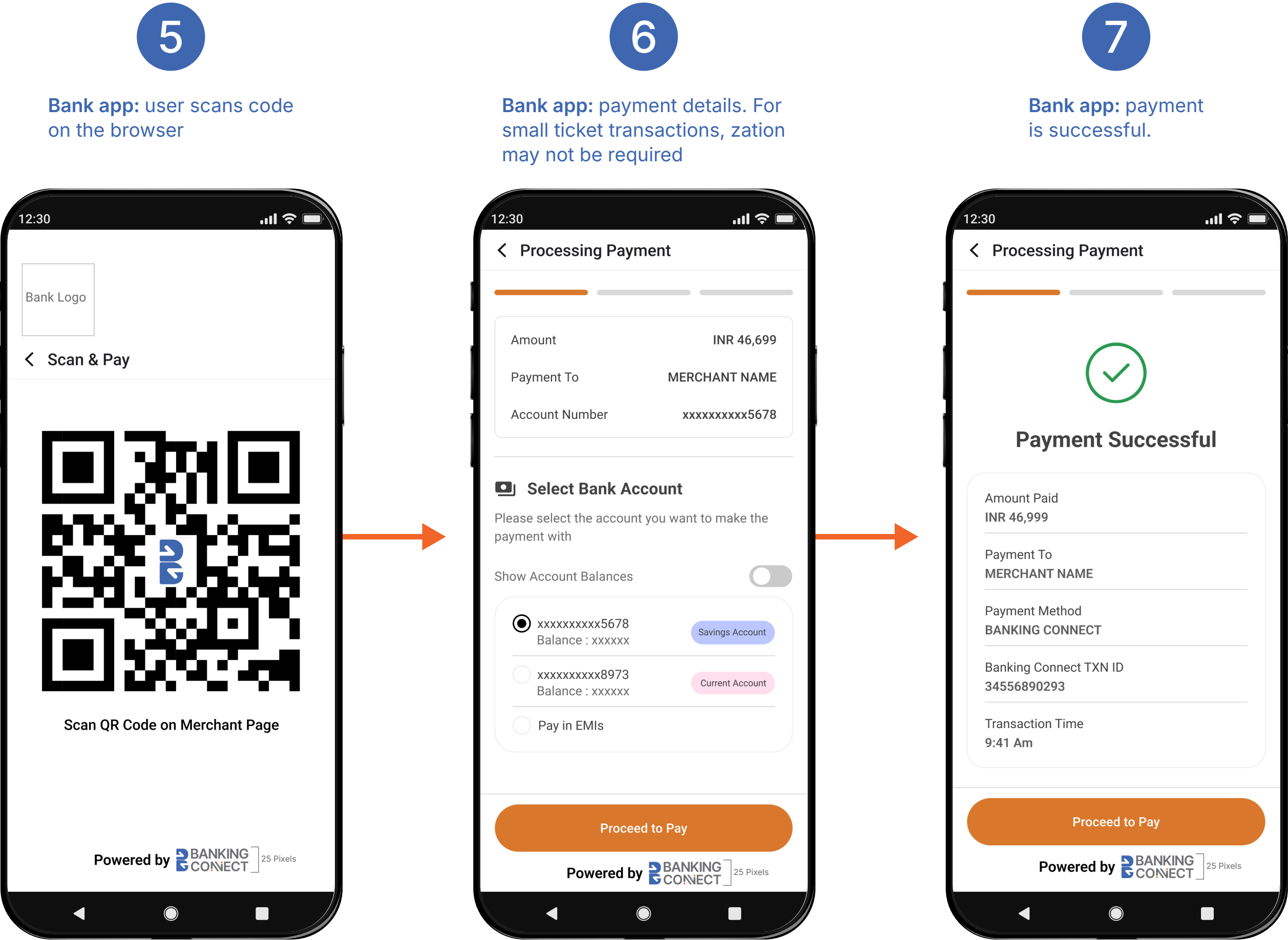
Bank app: user selects 'scan and pay' from homepage of bank app.



Note: Bank logo placement should ideally be done horizontally. Choice of banks to showcase as per this format may vary as per the PA/merchant's discretion.

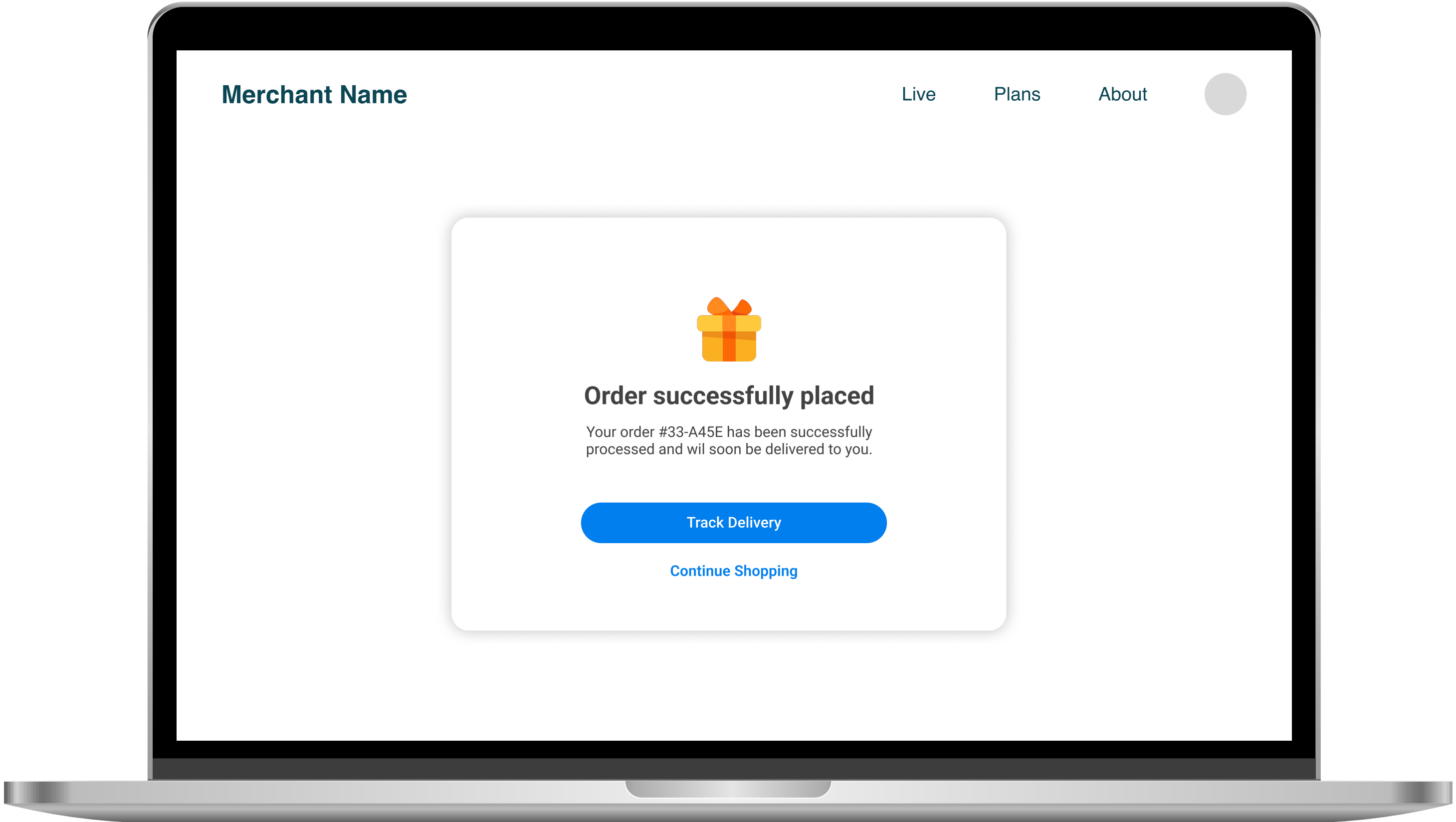
Web + QR Journey - 3/4

Banking Connect logo must be used as represented. The said Bank partner must use “Powered by Banking Connect” logo unit at the bottom center of mobile application after initiating a transaction. The same must remain constant across all flows.



5

Merchant/PA page on merchant website: payment status and order confirmation is displayed on merchant page

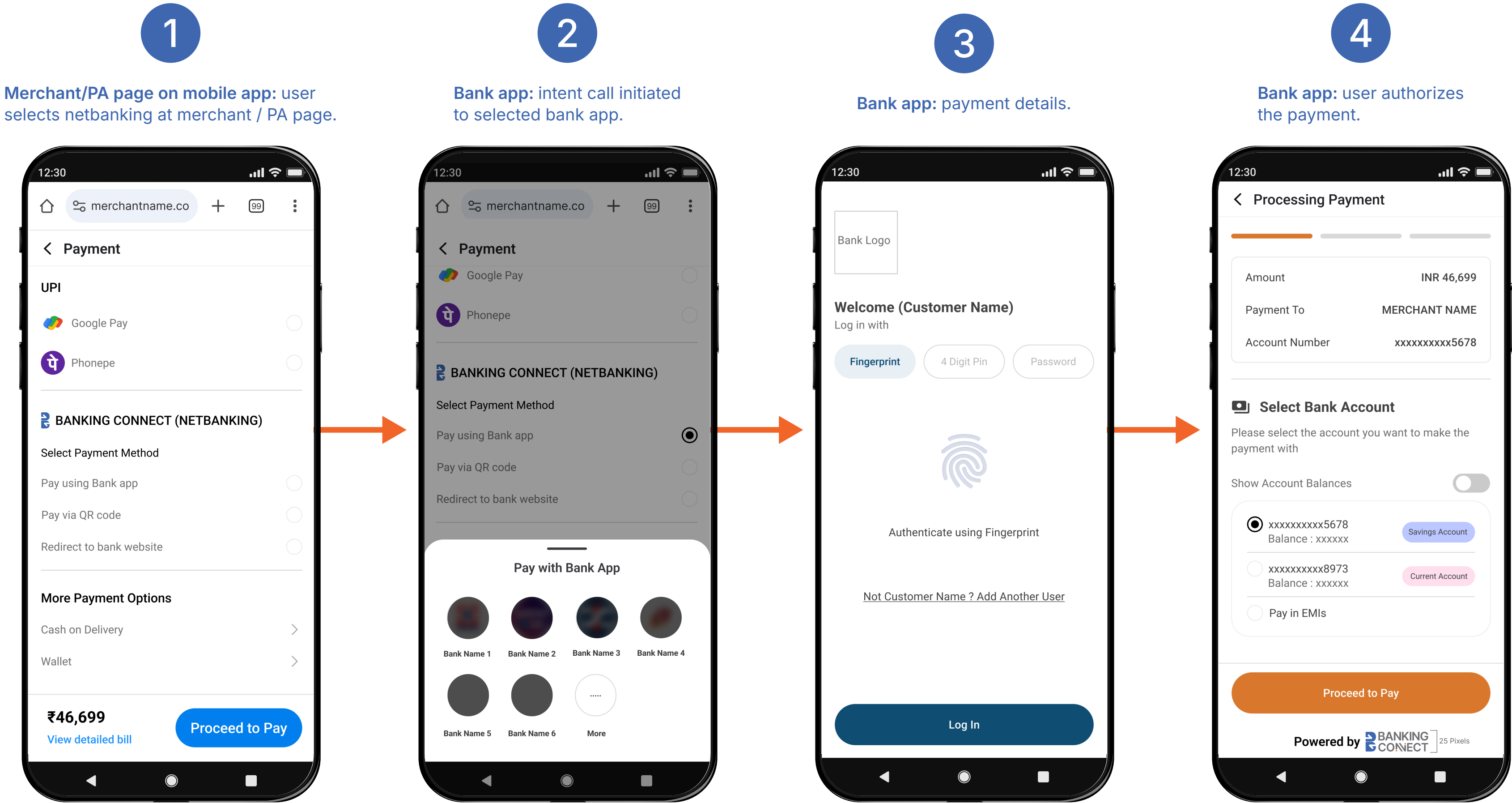


Retail Journeys

1. Intent Flow (Android, iOS)
2. Web + QR
3. Mobile Browser (Android, iOS)
4. 1Click Flow

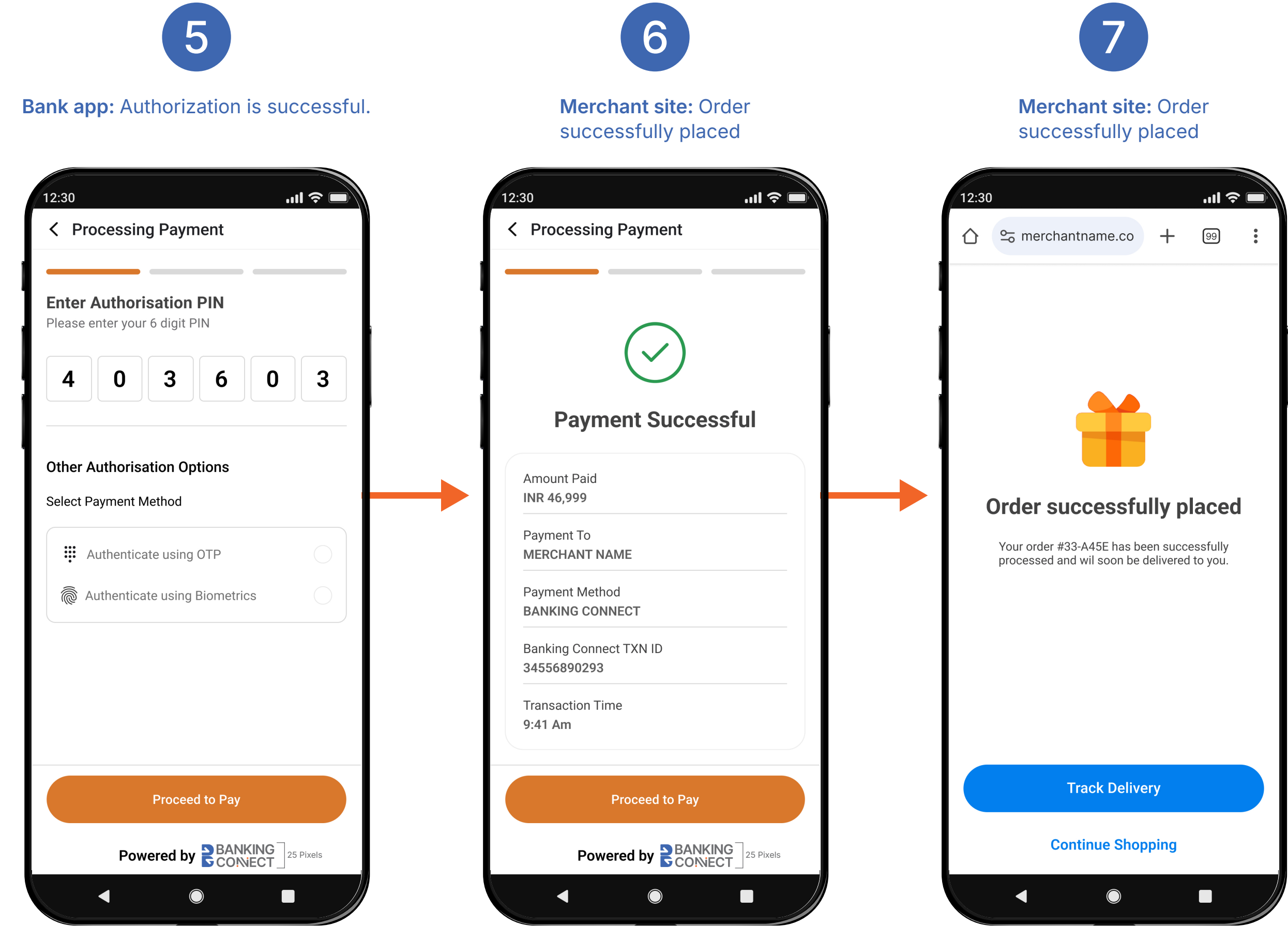
Mobile Browser Android 1/2

Banking Connect logo must be used as represented. The said Bank partner must use "Banking Connect & Powered by Banking Connect" logo as represented in the screens below. The same must remain constant across all flows.



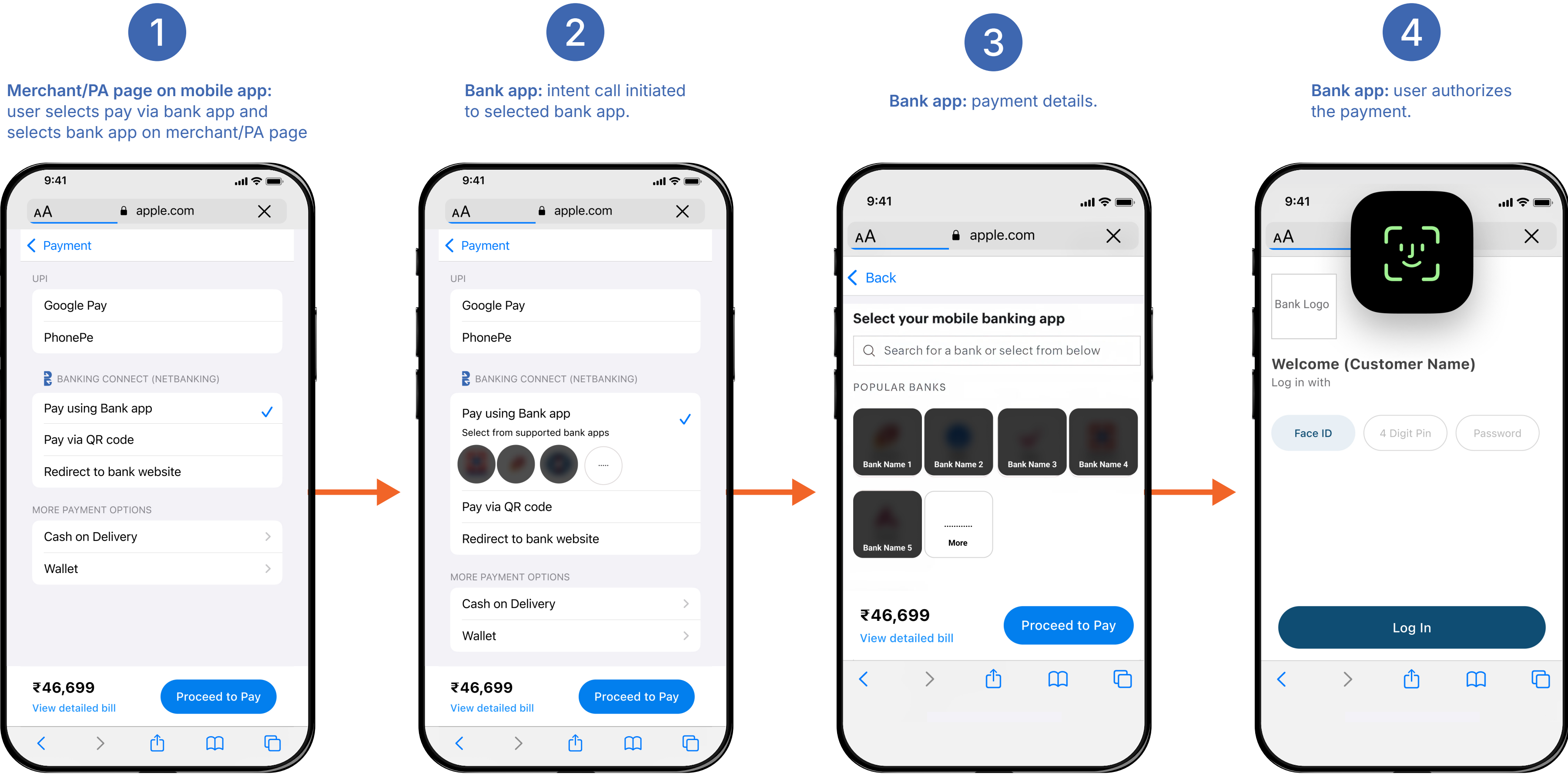
Mobile Browser Android 2/2

Banking Connect logo must be used as represented. The said Bank partner must use “Powered by Banking Connect” logo unit at the bottom center of mobile application after initiating a transaction. The same must remain constant across all flows.



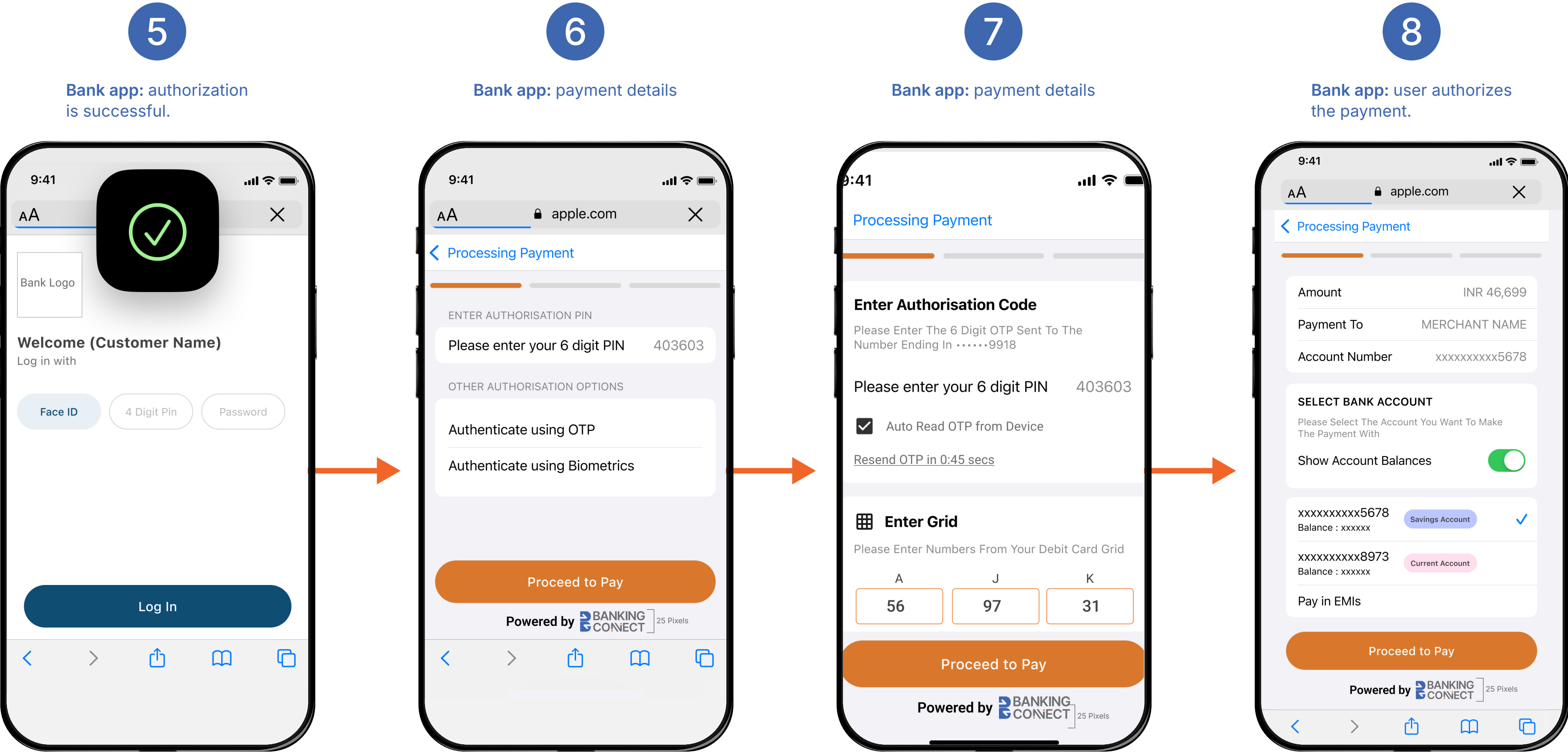
Mobile Browser iOS 1/3

Banking Connect logo must be used as represented. The said Bank partner must use "Banking Connect" logo unit as depicted in the screen. The same must remain constant across all flows.



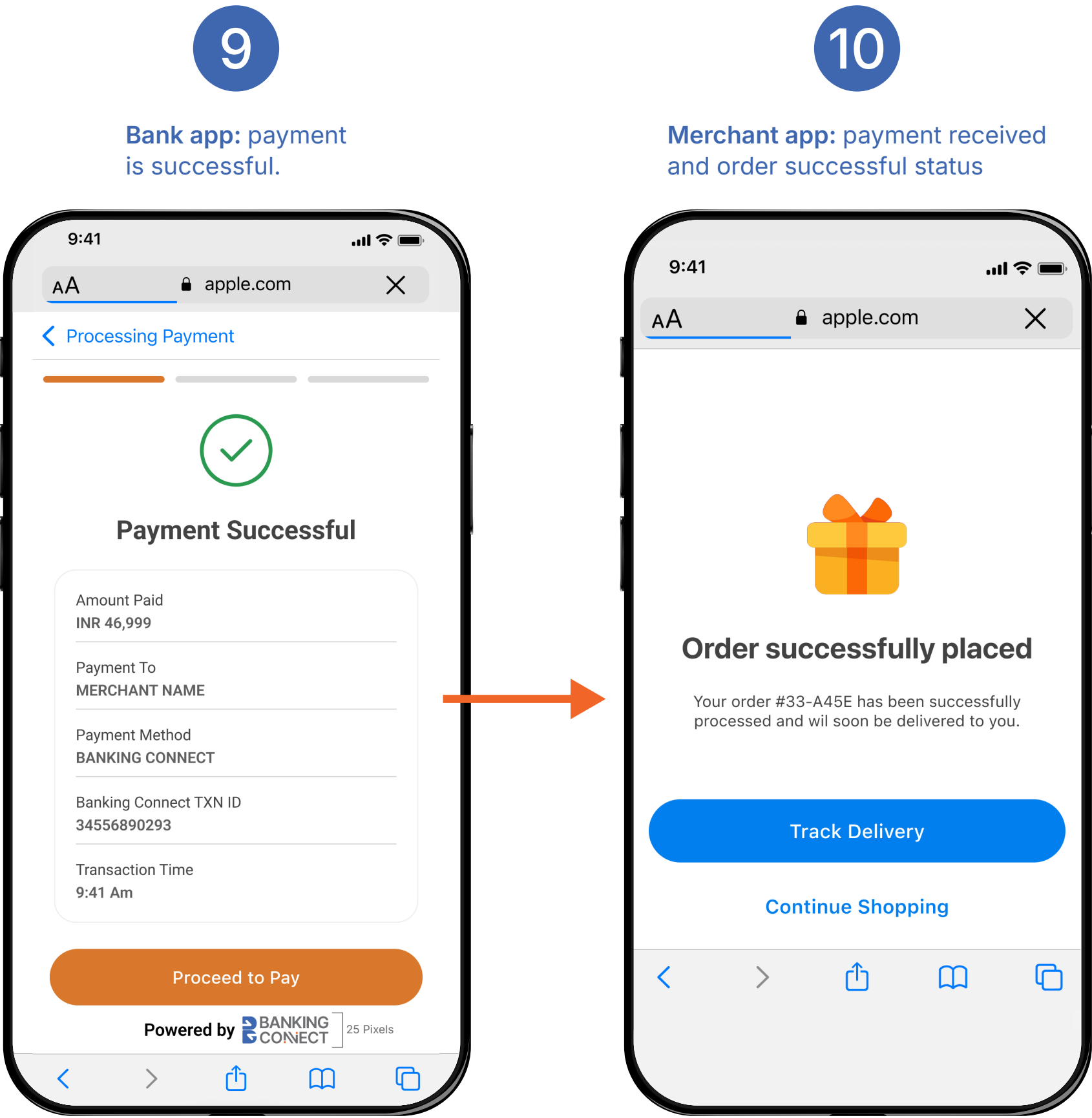
Mobile Browser iOS 2/3

Banking Connect logo must be used as represented. The said Bank partner must use “Powered by Banking Connect” logo unit at the bottom center of mobile application after initiating a transaction. The same must remain constant across all flows.



Mobile Browser iOS 3/3

Banking Connect logo must be used as represented. The said Bank partner must use “Powered by Banking Connect” logo unit at the bottom center of mobile application after initiating a transaction. The same must remain constant across all flows.

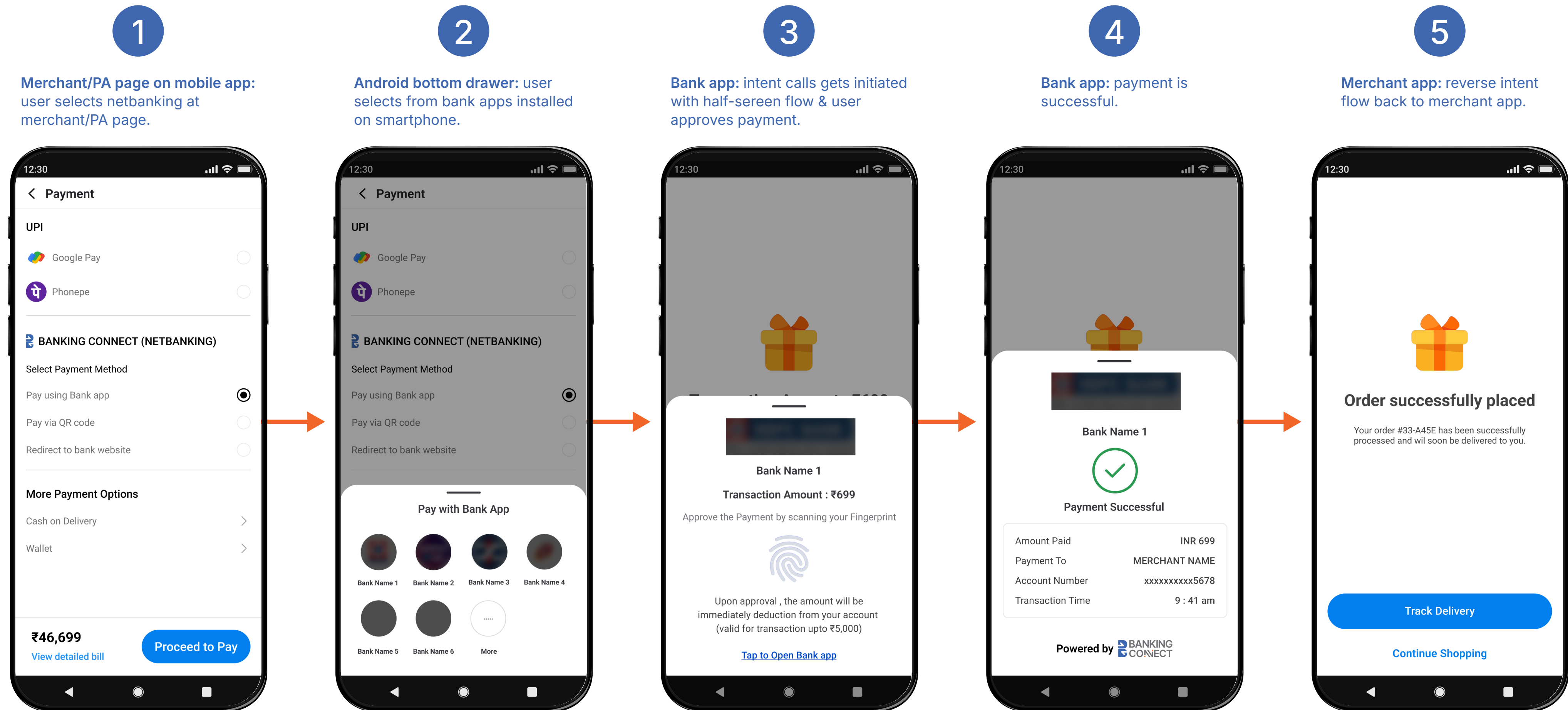


Retail Journeys

1. Intent Flow (Android, iOS)
2. Web + QR
3. Mobile Browser (Android, iOS)
4. 1Click Flow

1Click – Biometric based journey

Banking Connect logo must be used as represented. The said Bank partner must use “Banking Connect” logo unit as depicted in the screen. The same must remain constant across all flows.



Font

The official typeface for Banking Connect is Inter and the Inter family. This font is designed for easy reading and offers a clean and sharp typeface, much like the ease of Banking Connect payments.

Inter Thin

A B C D E F G H I J K L M N O P Q R S T V W X Y Z
abcdefghijklmnopqrstuvwxyz
1234567890

Inter ExtraLight

A B C D E F G H I J K L M N O P Q R S T V W X Y Z
abcdefghijklmnopqrstuvwxyz
1234567890

Inter Light

A B C D E F G H I J K L M N O P Q R S T V W X Y Z
abcdefghijklmnopqrstuvwxyz
1234567890

Inter Regular

A B C D E F G H I J K L M N O P Q R S T V W X Y Z
abcdefghijklmnopqrstuvwxyz
1234567890

Inter Medium

A B C D E F G H I J K L M N O P Q R S T V W X Y Z
abcdefghijklmnopqrstuvwxyz
1234567890

Inter SemiBold

A B C D E F G H I J K L M N O P Q R S T V W X Y Z
abcdefghijklmnopqrstuvwxyz
1234567890

Inter Bold

A B C D E F G H I J K L M N O P Q R S T V W X Y Z
abcdefghijklmnopqrstuvwxyz
1234567890

Inter ExtraBold

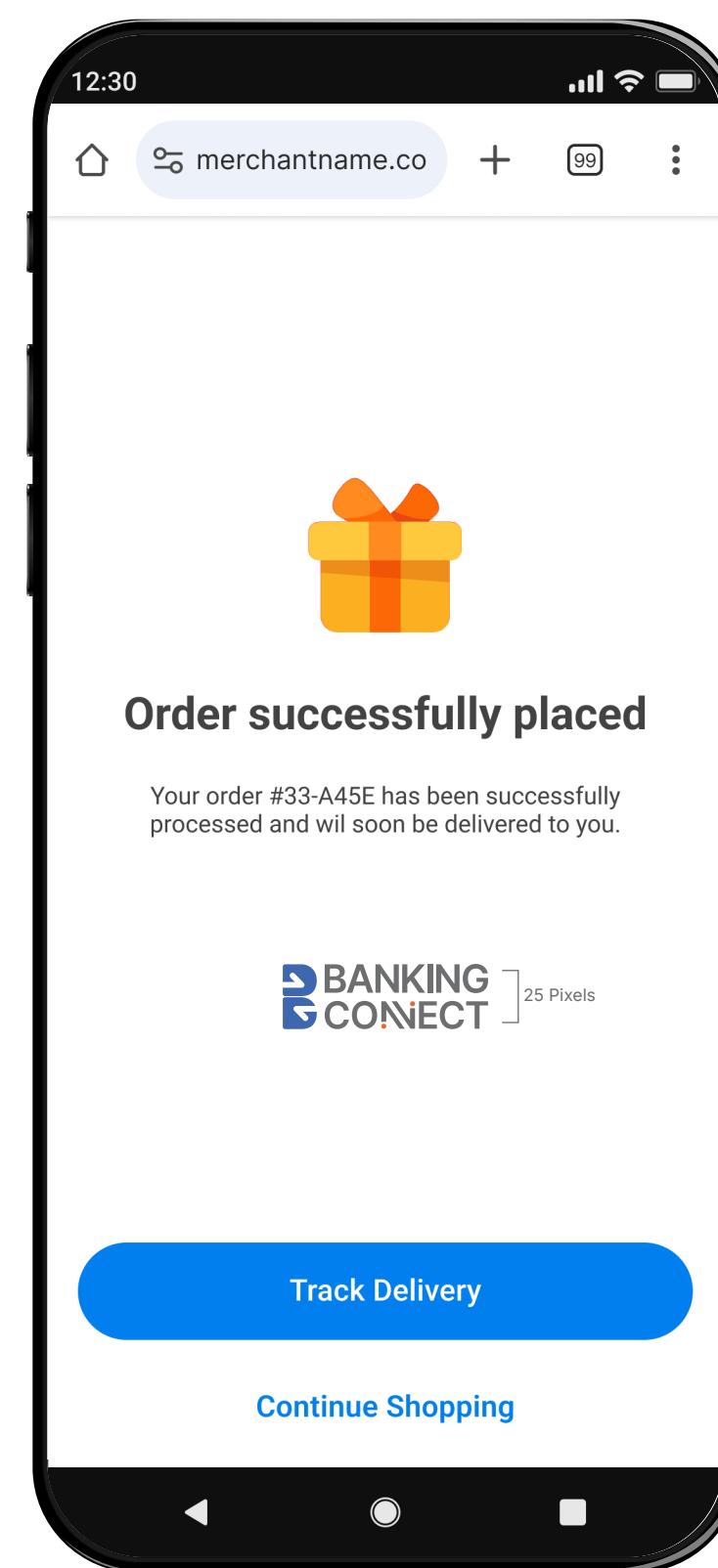
A B C D E F G H I J K L M N O P Q R S T V W X Y Z
abcdefghijklmnopqrstuvwxyz
1234567890

Inter Black

A B C D E F G H I J K L M N O P Q R S T V W X Y Z
abcdefghijklmnopqrstuvwxyz
1234567890

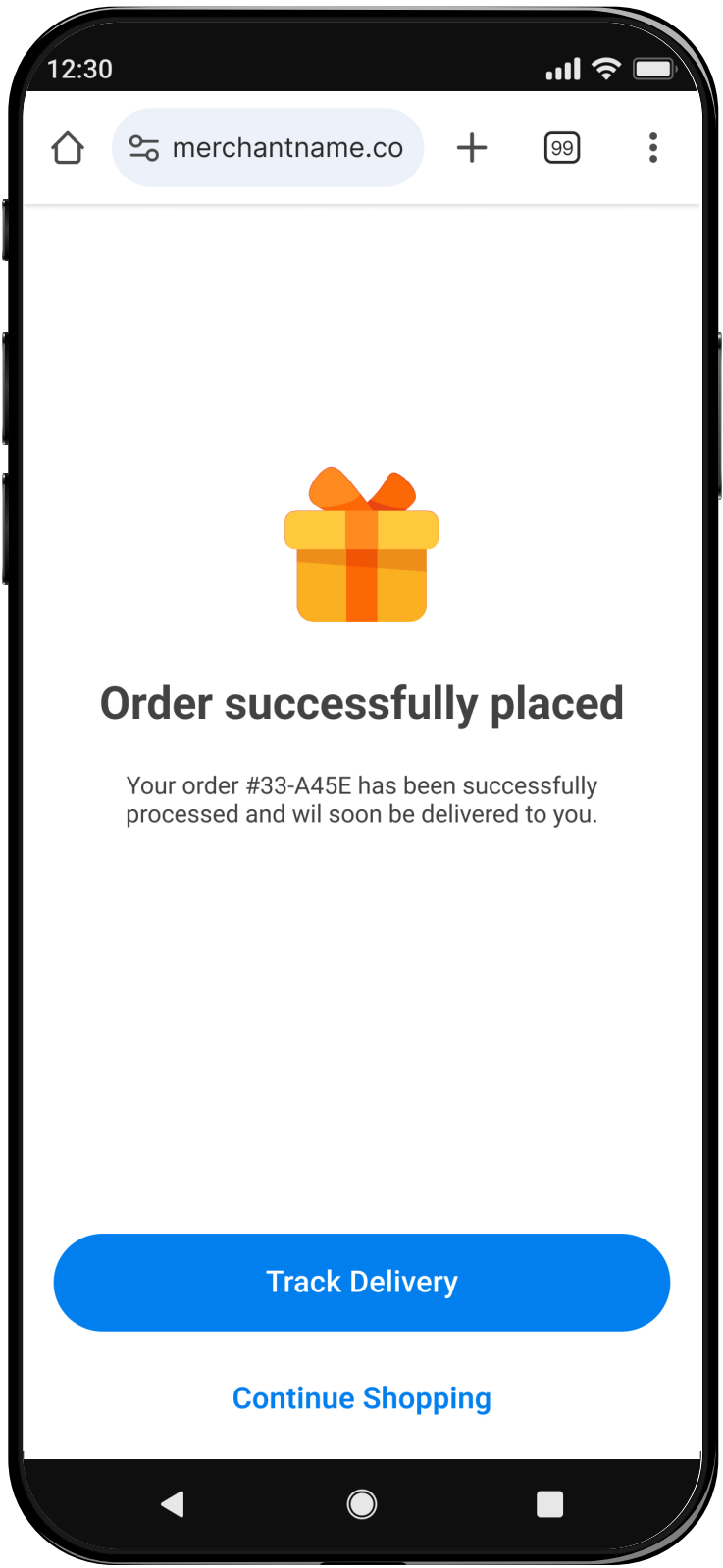
Preferable to play 1 sec Banking Connect MOGO on:

1. Bank transaction page
2. PA default checkout page



PAYMENT SUCCESSFUL

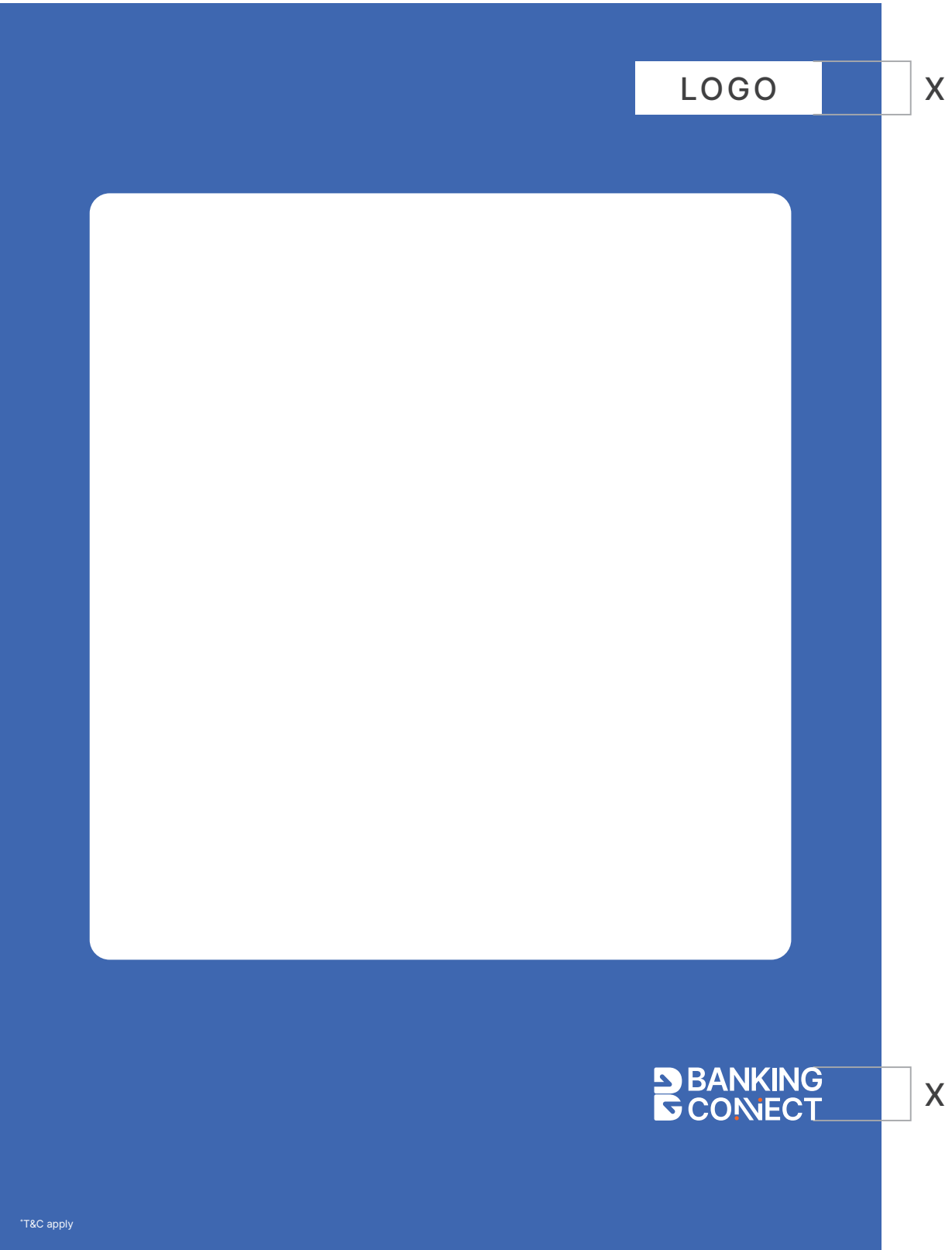
On payment/transaction successful, it is preferable to play 1 sec Banking Connect [MOGO](#).



PRINT AD

A Bank/Partner/Merchant must use Banking Connect logo in all of its communication and the size of the Banking Connect logo unit must be same as the size of the brand logo unit, matched by height only.

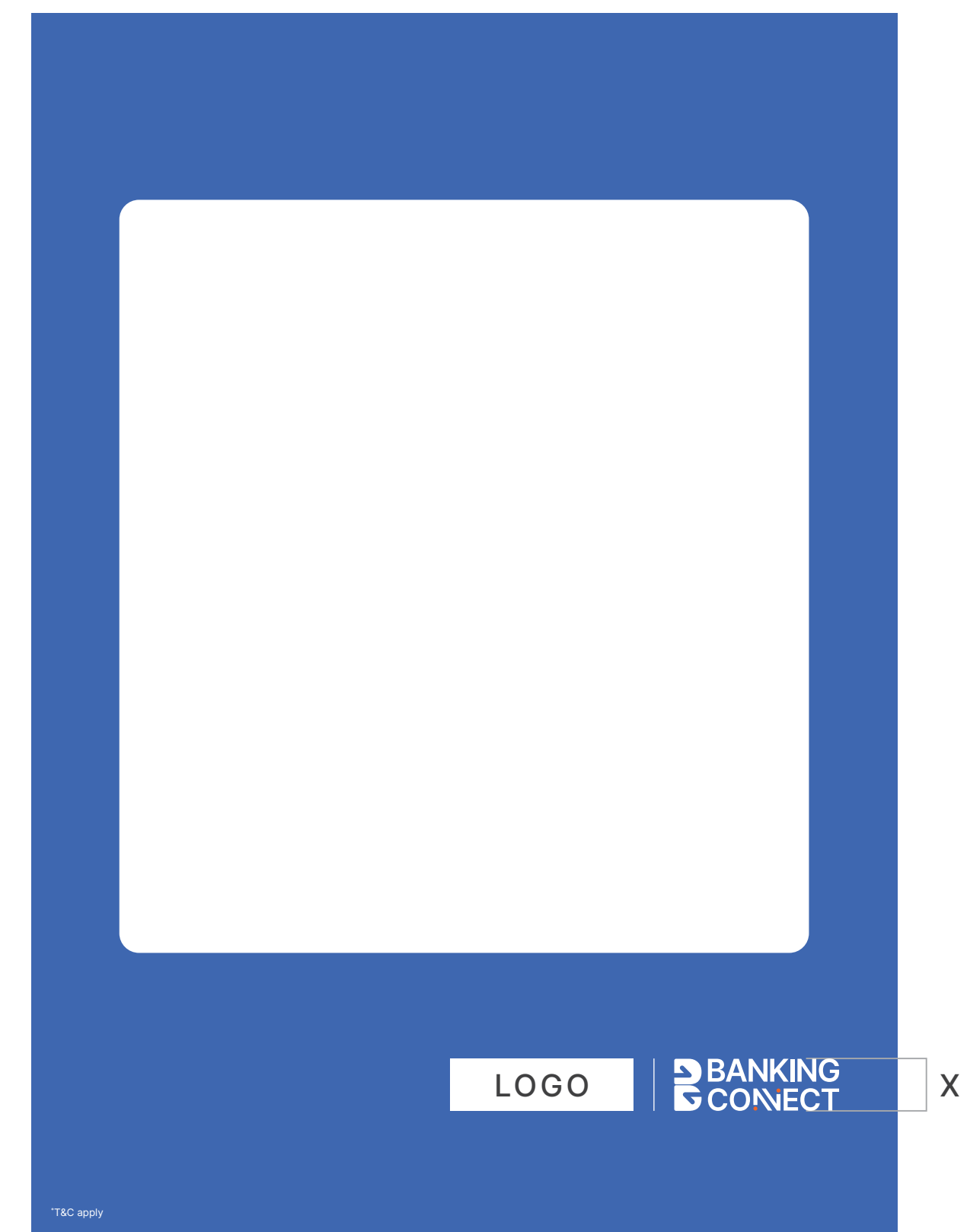
The logo unit must not be used when Banking Connect is mentioned as a part of a sentence. It will be represented as BANKING CONNECT in uppercase text format.



POSTER

A Bank/Partner/Merchant must use Banking Connect logo in all of its communication and the size of the Banking Connect logo unit must be same as the size of the brand logo unit, matched by height only.

The logo unit must not be used when Banking Connect is mentioned as a part of a sentence. It will be represented as BANKING CONNECT in uppercase text format.

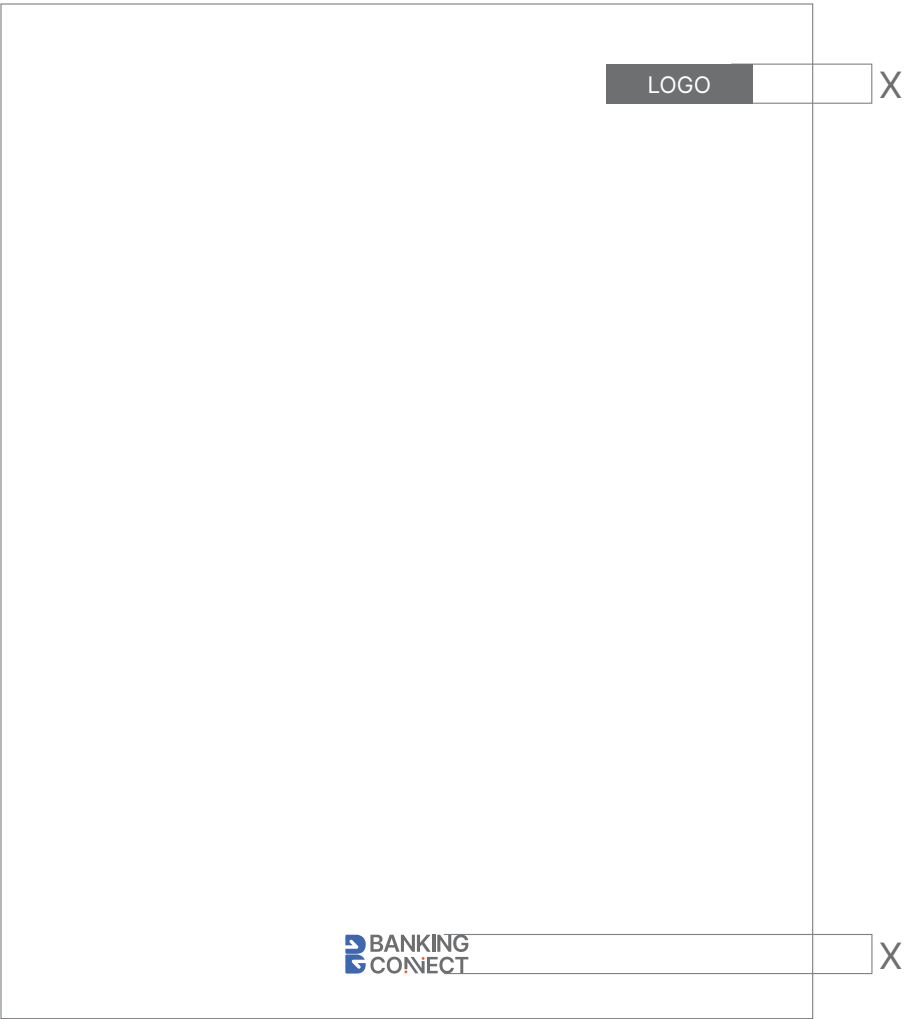


SOCIAL MEDIA

The Banking Connect logo unit must be present in all Social Media Communication pertaining to Banking Connect as a service. While the size of the Banking Connect logo unit has to be same as the size of the Merchant/Partner/Bank logo unit (matched by height only), the same cannot be less than 15% of the layout in width.

The logo unit must not be used when Banking Connect is mentioned as a part of a sentence. It will be represented as BANKING CONNECT in uppercase text format.

1080×1350



1200×628



1024×512



506×253



Powered by BANKING CONNECT logo should appear on all the screens where TVC shows messaging related to Banking Connect payments like:

1. Payment to Merchant
2. Person to PA

It should be centre aligned at the bottom and size should be atleast 15 percent of the width size of the entire screen.

Powered by  BANKING
CONNECT