

Bharat Connect

Brand Guidelines

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Bharat Connect

Usage Guidelines for Bharat Connect Brand Assets

By using the Bharat Connect brand assets ("Brand Resources"), you agree to adhere to the guidelines outlined below ("Guidelines").

These Guidelines define the proper and acceptable use of Bharat Connect Brand Resources for marketing, promotions, and other purposes.

General Guidelines

Use only the official Bharat Connect name and logos provided in the link below.
https://www.bharat-connect.com/brand-centre/

Do not use any unofficial or outdated versions.

When referring to Bharat Connect in text, always capitalize the first letters of "Bharat" and "Connect." Do not abbreviate, modify, or create variations of the brand name.

Introduction

Bharat Connect

The Brand

Bharat Connect, the evolved identity of Bharat BillPay, embodies a broader vision that aligns with India's dynamic digital landscape. The brand Bharat Connect signifies its transformation from a bill payments platform to a comprehensive value-exchange ecosystem, offering unparalleled convenience, security, and inclusivity to all.

Born under the vision of the Reserve Bank of India (RBI), Bharat Connect functions as a quintessential two-sided digital platform, bridging customers with their service providers across categories.

This evolution underscores its commitment to building a future-ready platform that simplifies transactions, fosters partnerships, and drives digital adoption across the nation.

Brand Tenets

- Interoperable
- Inclusive
- Reliable
- Secure
- Innovative



Brand Voice and Messaging

Bharat Connect’s brand voice reflects the vision of creating a trusted, seamless digital payment ecosystem. It is designed to resonate with a wide audience, ensuring clarity in communication while emphasizing from individual consumers to Banks, FinTech Companies, Service Providers & Businesses while maintaining consistency across all communication channels.

Tone of Voice

1. Bharat Connect’s tone of voice is Empowering, Trustworthy, Inclusive, Customer-centric, and Professional
2. No matter where or how Bharat Connect communicates, it will always sound reliable, approachable, and focused on digital empowerment
3. Avoid jargon and complex language, ensuring the message is easily understood by a diverse audience

Brand Voice Description

Bharat Connect's voice is professional but approachable, blending authority with warmth. It should resonate with a wide audience, ensuring clarity in communication while emphasizing reliability and innovation.

Key Message and Value Proposition

Bharat Connect ensures secure, fast, and seamless financial transactions for all - whether individuals, businesses, or financial institutions. It is the bond that connects India through a revolutionary, robust platform, offering ease, interoperability, and trust at every step.

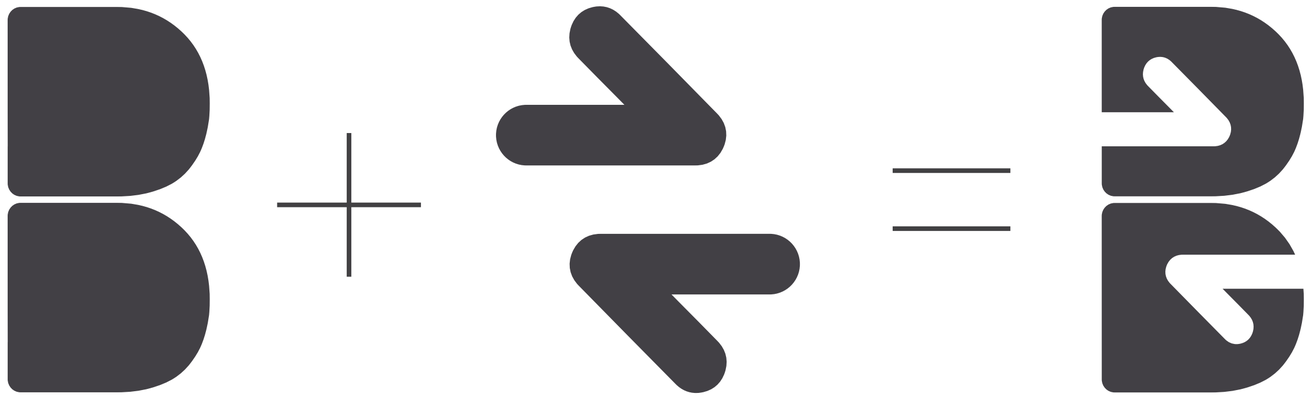


Brand Identity

B MNEMONIC

Bharat Connect's brand identity features a classic 'B' from "Bharat" along with two arrows symbolizing powerful bonds over secure transactions.

Together, they represent a bigger, bolder, and more global vision for a value-exchange platform that is born in India.



LOGO

The primary colours for the Bharat Connect logo are derived from the NPCI colour palette and are strategically chosen to reflect the brand's vision and values. These colours embody a commitment to reliability and forward thinking.

- **BLUE** represents trust and reliability, forming the foundation of the brand's promise.
- **ORANGE** symbolizes innovation, reflecting the brand's drive to push boundaries and deliver cutting-edge solutions that simplify everyday life.

The Bharat Connect logo is used by various partners in the ecosystem, including Service Providers, Financial Institutions, and Technology Service Providers (TSPs).

Bharat Connect

C-82, M-62, Y-0, K-0
R-62, G-103, B-177

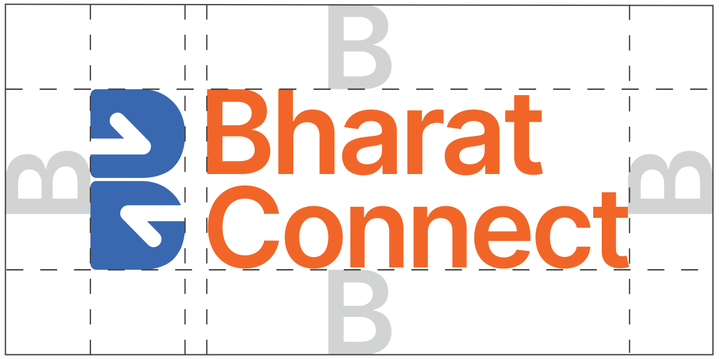
C-0, M-75, Y-95, K-0
R-225, G-110, B-60

C-0, M-0, Y-0, K-0
R-225, G-255, B-255

Logo Clear Space

B

The height of Bharat's "B" should always have clear space size around it, no matter the size of the logo being used.



VARIATION OF LOGO

COLOURED LOGO



WHITE



MONOCHROMATIC



LOGO ON COLOURED BACKGROUND

ON BRAND COLOURS





ON BRAND COLOURS





LIGHT BACKGROUND





DARK BACKGROUND



IF THE COLOURS ARE BETWEEN BLACK AND WHITE



This treatment of the logo will help it stand out on image backgrounds.

LOGO SIZE

Every piece of material sent to customers from Bharat Connect serves as a communication medium, so it’s important to maintain consistent design. Please follow the proportions shown here for all Bharat Connect communications.

The sizes provided are for reference only, but care must be taken to keep the proportions when resizing the logo.

- **Print:**
  For print materials, the Bharat Connect logo should be at least 15% of the layout’s width. For example, on an A4 layout, the logo should be 70 mm wide.
- **Digital:**
  For digital materials, the Bharat Connect logo should be no smaller than 45 pixels in height and 120 pixels in width. The design guidelines are based on A4 size in millimeters for print and 1920x1080 pixels for digital.

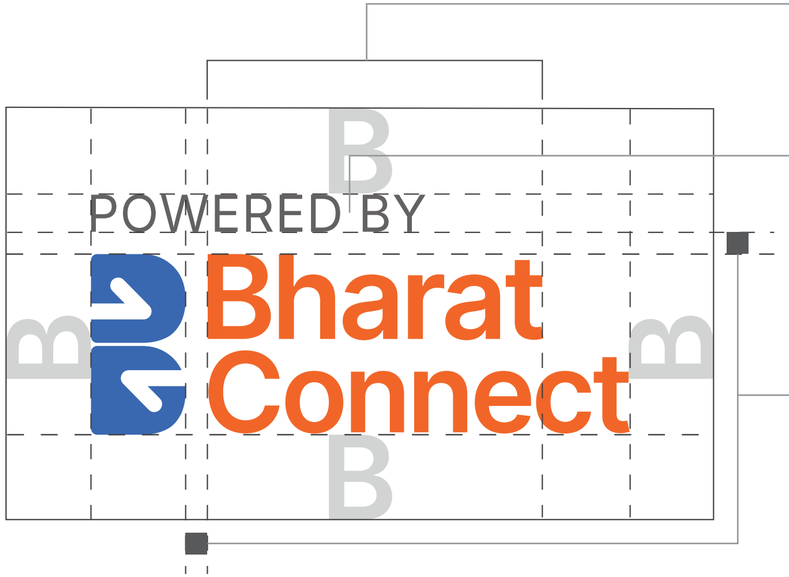
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POWERED BY LOGO

The "Powered by Bharat Connect" logo is designed with precise spacing rules to maintain alignment with the brand's typography. The logo always begins with the letter "B" and ends with the letter "T" of the Bharat typeface, ensuring consistency across formats. The font used for "Powered By" is Inter (Regular) in 70% black, complementing the main logo.

Reverse logo is always to be used on either on brand coloured background or on dark coloured background.



Regardless of its size, the logo should always be left aligned with B Mnemonic

Font name: Inter (Regular)
Colour: 70% black

The space between the "POWERED BY" text and the Bharat Connect logo must be the same as the space between the mnemonic and the Bharat Connect typeface.

Logo Colour Code

C-82, M-62, Y-0, K-0 R-62, G-103, B-177	C-0, M-75, Y-95, K-0 R-225, G-110, B-60	C-0, M-0, Y-0, K-0 R-225, G-255, B-255	C-0, M-0, Y-0, K-50 R-148, G-149, B-152

POWERED BY Bharat Connect

Primary logo

POWERED BY Bharat Connect

Monochromatic logo

POWERED BY Bharat Connect

Reverse logo

POWERED BY Bharat Connect

Reverse logo

Minimum size

Digital	Print
POWERED BY Bharat Connect	POWERED BY Bharat Connect
50px	20mm

LOGO MISUSES

The image presents a guide on how not to misuse the "Bharat Connect" logo. It shows improper changes like squeezing, stretching, rotating, or flipping the logo and text. It also advises against adding drop shadows, changing fonts or positions, and placing the logo on low-contrast or cluttered backgrounds. Following these guidelines helps keep the logo consistent and preserves the brand's identity and visual integrity across all platforms.

Do not squeeze

Do not stretch

Do not rotate

Do not Flip the 'B icon'

Do not add drop shadow

Do not flip the logo

Do not change fonts

Do not change positions

Do not place it against a low contrast background

Do not add perspective

Do not place it against a busy image/texture



Do not skip the 'B icon'

B ASSURED LOGO

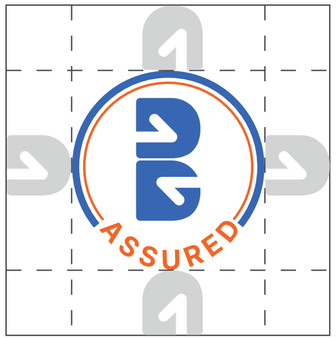
The B ASSURED logo includes a bold 'B' from Bharat Connect, surrounded by two concentric circles. The inner and outer lines of the circles use the brand's signature colours, blue and orange, which represent trust and innovation. The word "Assured" is written in orange along the bottom in a curved shape, indicating reliability.

The B Assured logo must be shown on the Payment Successful screen and the Payment Successful receipt.



Logo Clear Space

The width of the half 'B' mnemonic should always have a clear space around the logo, regardless of the logo's size.



B ASSURED LOGO ON COLOURED BACKGROUND

ON BRAND COLOURS





ON BRAND COLOURS





LIGHT BACKGROUND





DARK BACKGROUND



IF THE COLOURS ARE BETWEEN BLACK AND WHITE



This treatment of the logo will help it stand out on image backgrounds.

CO-BRANDING AND PROMOTIONS

At Bharat Connect, we aim to provide seamless and reliable bill payment solutions to customers across India. To maintain brand consistency and enhance customer trust, all marketing and promotional activities by our ecosystem participants must align with these guidelines. By incorporating Bharat Connect branding effectively, you help create a unified message and reinforce our commitment to empowering customers in their payment journeys.

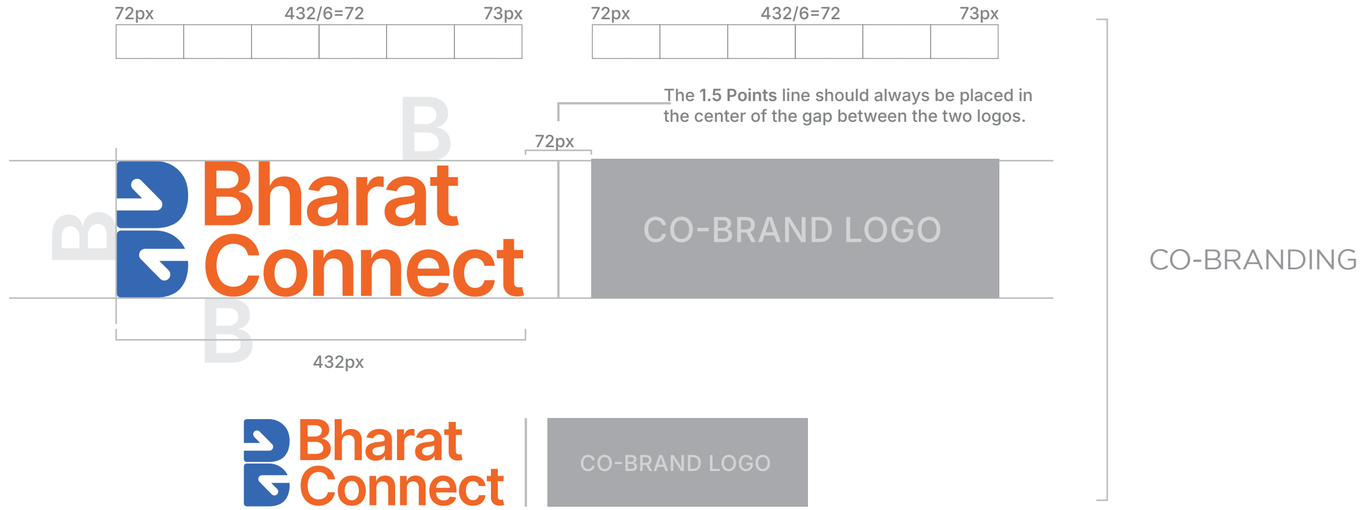
Bharat Connect Ecosystem participants include: Operating Units, Agent Institutes, Agents, Technology Service Providers (TSPs), Billers

When co-branding with Bharat Connect, ensure that both logos maintain a balanced, cohesive presentation.

The Bharat Connect logo should appear on the left side, with sufficient clear space between the two logos (Bharat Connect and Co-brand), and should be 1/6th part of the Bharat Connect width, ensuring there is no visual clutter.

For example: 432px/6=72px. the co-branded logo should align on the right, separated by a consistent 432px/6=72px gap. The 1.5-point line should always be placed in the center of the gap between the two logos.

Both logos should be of equal height, for proportional balance. The clear space maintains brand visibility, and any partner's logo should not overshadow or dominate the Bharat Connect logo. Consistency in placement and spacing is the key to preserving brand integrity.





DO'S AND DON'TS FOR PARTNER MARKETING

Do’s for Partner Marketing

- **Customer Campaigns and Promotions:** Ecosystem participants should always include the Powered by ‘Bharat Connect’ logo in campaigns related to bill payments and recharges, or any categories which are part of the platform.
- **Co-Branded Campaigns:** For co-branded campaigns partners are required to prominently display the Bharat Connect logo in all advertisements, and promotional materials. The Bharat Connect logo should have equal prominence and visibility alongside the partner's brand logo, highlighting the collaborative nature of the campaign. This applies to all marketing channels, including digital, print, outdoor, and other mediums.

Note: This is specific to co-branded campaigns and does not apply to individual brand-led advertisements. For such ads, partners must follow the separate guidelines, which mandate the use of the "Powered by Bharat Connect" logo.

- Obtain prior consent from NBBL before using any Bharat Connect, NBBL, or NPCI brand assets (name, logo, etc.).
- Seek consent from NBBL for any online or offline media communication, including Press Release, Authored Article, Whitepaper, Service Point/Agent Outlets branding, Paid Media Campaigns, Offline Events & Webinars, Brand Campaigns (TVC/Print/OOH/Radio), Social Media, Web & Mobile Banners, Flyers, Brochures, etc. that mentions Bharat Connect, NBBL, or NPCI brand name and assets.

Don’ts for Partner Marketing

- Do not run standalone or co-branded campaigns without including the relevant Bharat Connect branding (“Powered by” or logo).
- Avoid using or modifying Bharat Connect, NBBL, or NPCI brand assets without prior approval.
- Avoid using the name or logo of Bharat BillPay or BBPS in any campaigns or communication.
- Do not make unauthorized mentions of Bharat Connect, NBBL, or NPCI in any public communications or media.
- Refrain from altering or resizing the Bharat Connect logo in a way that distorts its design or reduces its visibility.
- Upon termination or suspension of participation, cease all use of Bharat Connect, NBBL, or NPCI brand assets, including logos, names, or any associated materials, immediately.

Sonic Identity

The Sonic Identity for Bharat Connect reflects the brand's ecosystem, embodying trust, security, and simplicity. It starts with a bold, rhythmic pulse symbolizing the flow of secure transactions across India, followed by an uplifting melody that evokes connection and harmony. It ends on a strong, resonant note, signifying the platform's promise to deliver seamless and reliable value exchange for everyone.



To download the Bharat Connect's Sonic Branding, visit:
https://www.bharat-connect.com/brand-centre/

Colour Palette

COLOUR PALETTE

Primary colours: These are the core colours of the brand and help define the visual identity.

C-82, M-62, Y-0, K-0 R-62, G-103, B-177 Hex: #3E67B1	C-0, M-75, Y-95, K-0 R-225, G-110, B-60 Hex: f26529	C-0, M-0, Y-0, K-0 R-225, G-255, B-255 Hex: #FFFFFF

Secondary colours: These complement the primary colours and adds variety and depth.

C-71, M-29, Y-6, K-0 R-67, G-149, B-199 Hex: #4395C7	C-47, M-12, Y-5, K-0 R-131, G-189, B-221 Hex: #83BDDD	C-15, M-1, Y-0, K-0 R-214, G-235, B-248 Hex: #D6EBF8	C-56, M-33, Y-1, K-0 R-116, G-152, B-204 Hex: #7498CC	C-82, M-62, Y-1, K-0 R-63, G-103, B-175 Hex: #3F67AF
C-0, M-38, Y-33, K-0 R-249, G-173, B-155 Hex: #F9AD9B	C-18%, M-12, Y-10, K-0 R-205, G-210, B-216 Hex: #CDD2D8	C-0, M-13, Y-12, K-0 R-253, G-226, B-214 Hex: #FDE2D6	C-0, M-30, Y-32, K-0 R-151, G-189, B-164 Hex: #FBBDA4	C-0, M-62, Y-71, K-0 R-245, G-128, B-85 Hex: #F58055

Typography

FONT

The primary font for Bharat Connect is **Inter** and secondary font is **Helvetica**. Both these fonts have been carefully crafted for a wide range of applications and offer a clean and sharp typeface.

INTER
Inter

Primary fonts.

Black / ExtraBold / Bold / SemiBold
Medium / Regular / Light

HELVETICA
Helvetica

Secondary fonts.

Light / Regular / **Bold**

FONT

INTER- 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
0 1 2 3 4 5 6 7 8 9 0

INTER- 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
0 1 2 3 4 5 6 7 8 9 0

INTER- 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
0 1 2 3 4 5 6 7 8 9 0

INTER- Semibold

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
0 1 2 3 4 5 6 7 8 9 0

INTER- 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
0 1 2 3 4 5 6 7 8 9 0

INTER- 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
0 1 2 3 4 5 6 7 8 9 0

INTER- 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
0 1 2 3 4 5 6 7 8 9 0

FONT

Helvetica- 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
0 1 2 3 4 5 6 7 8 9 0

Helvetica- 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
0 1 2 3 4 5 6 7 8 9 0

Helvetica- 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
0 1 2 3 4 5 6 7 8 9 0

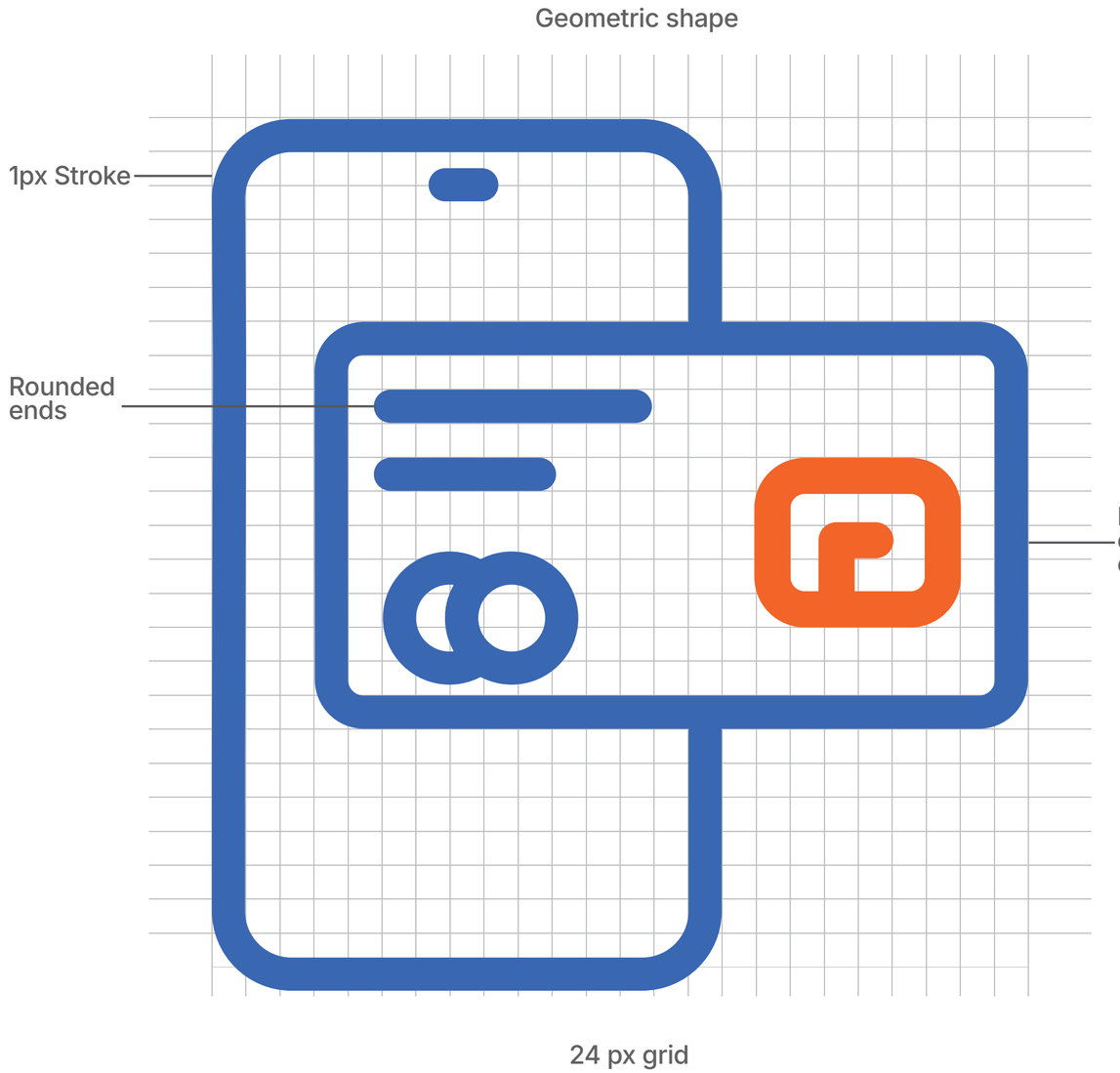
Iconography

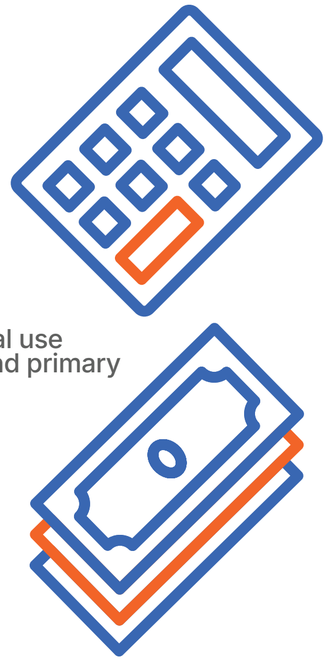
ICONOGRAPHY

The icon design utilizes a minimalist geometric structure with a 1px stroke weight and rounded edges to ensure a cohesive, approachable visual language. The grid-based layout follows a 24px system, ensuring precision and balance across elements.

The primary brand colour is applied sparingly for emphasis, while maintaining simplicity by using a secondary orange hue for contrast.

Consistent iconography aligns with the brand's modern, clean aesthetic. The overall design adheres to clarity and scalability, making it versatile across multiple platforms and devices.





ICONOGRAPHY


DONATION


BROADBAND POSTPAID


CABLE TV


CLUBS AND ASSOCIATIONS


CREDIT CARD


DTH


EDUCATION FEES


ELECTRICITY


FASTAG


GAS STATION


INTEROPERABILITY


TSP


SAFE & SECURE


HEALTH INSURANCE


HOSPITAL


HOSPITAL & PATHOLOGY


RECONCILIATION


INSURANCE


LANDLINE POSTPAID


LIFE INSURANCE


LOAN REPAYMENT


LPG GAS


MOBILE POSTPAID


TARGET


PARTNERSHIPS


CROSS BORDER


MUNICIPAL SERVICES


MUNICIPAL TAXES


RECURRING DEPOSIT



RENTAL


SUBSCRIPTION


WATER


NCMC


NPS


PREPAID METER


MOBILE PREPAID


PAYMENTS, TRANSACTIONS, COLLECTIONS


API


FRONT-END APPLICATION


BANK

GLOBAL

WEBSITES

BILLERS

MOBILE BANKING

ARTIFICIAL INTELLIGENCE

FINTECH

NET BANKING

IDEA

HOUSING SOCIETY

NETWORK

SDK

PAYMENT SUCCESS TICK MARK

WEALTH

ICONOGRAPHY

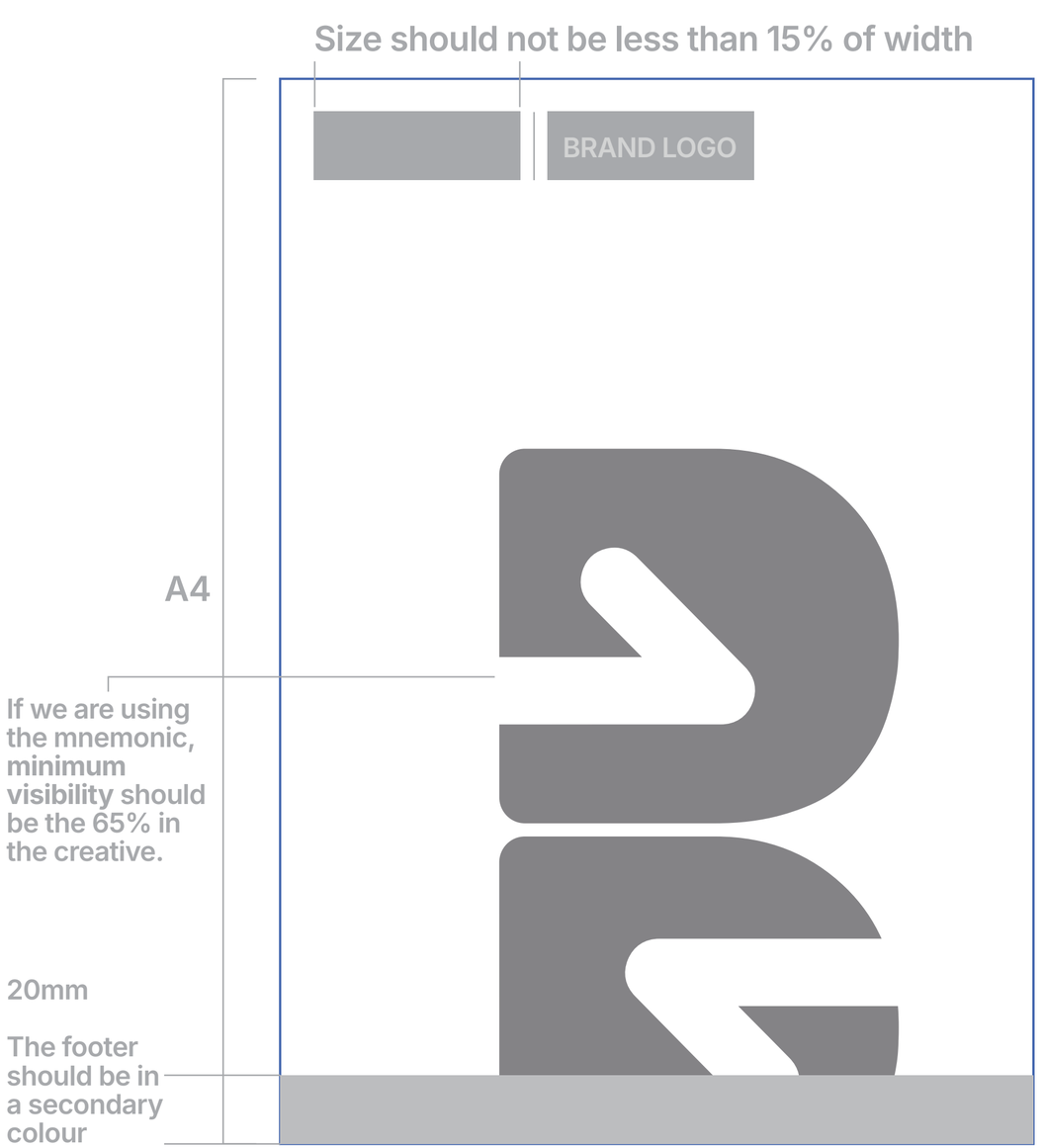


Applications

PRINT

The layout for the Bharat Connect print design adheres to a clear and structured hierarchy, where the brand logo occupies not less than 15% of the width of the artboard, ensuring prominent brand visibility. The mnemonic's size must maintain at least 65% visibility for optimal brand emphasis, within the creative to maintain balance & consistency. A 20mm margin is recommended at the bottom, where the footer should utilize a secondary colour to distinguish content while maintaining brand harmony. Typography and logo positioning maintain simplicity and clarity, enhancing focus on the core message.

'B' mnemonic of Bharat Connect is not mandatory to use. Using human imagery is a good way to stay relatable to our target audience. The images used must be of Indian ethnicity and of different age groups - appropriate images to be chosen for the same.





ONLINE BANNER

Media like Google Ads, digital media ads, etc. must use the Bharat Connect logo in all of its communications. The size of the Bharat Connect Unit must be the same as the size of the brand logo unit, matched by height only.

Using human imagery is a good way to stay relatable to our target audience. The images used must be of Indian ethnicity and of different age groups - appropriate images need to be chosen for the same.

In digital, there is no compulsion to use footer.



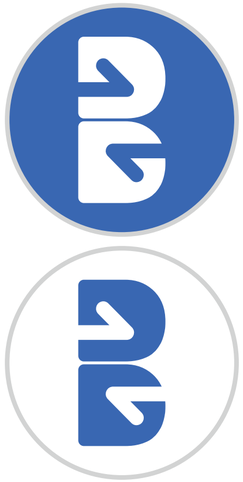
SOCIAL MEDIA

Social media platforms must use the Bharat Connect logo in all of its communications. The logo must be placed on the top - left of the creative and should occupy 20% of the creative space.

Using human imagery is a good way to stay relatable to our target audience. The models used must look Indian and smart; appropriate images need to be chosen accordingly.

In digital, there is no compulsion to use a footer.

Social logo



Logo should not be smaller than 45 pixels in height and 120 pixels in width

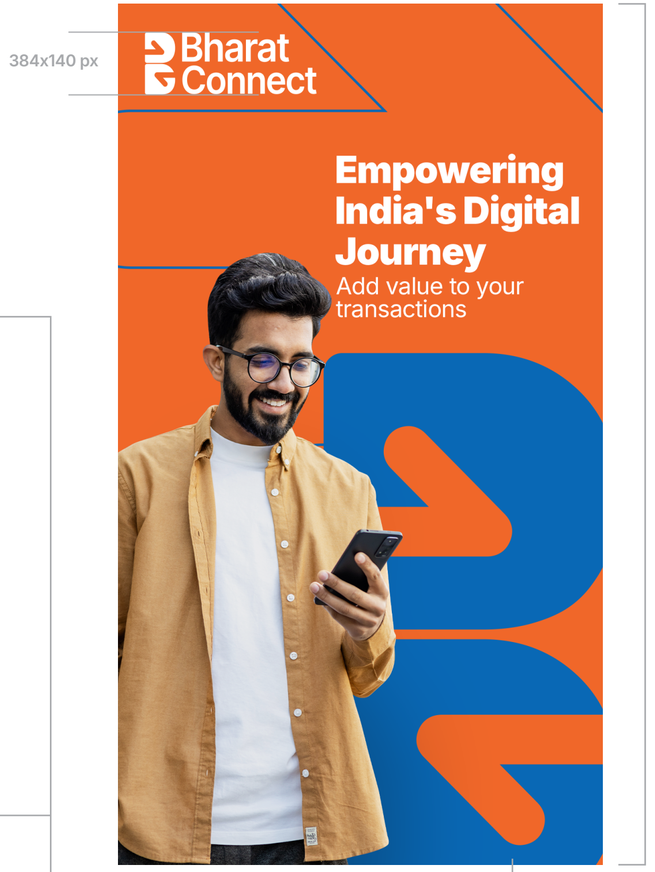
Film/Video





Post

Reel

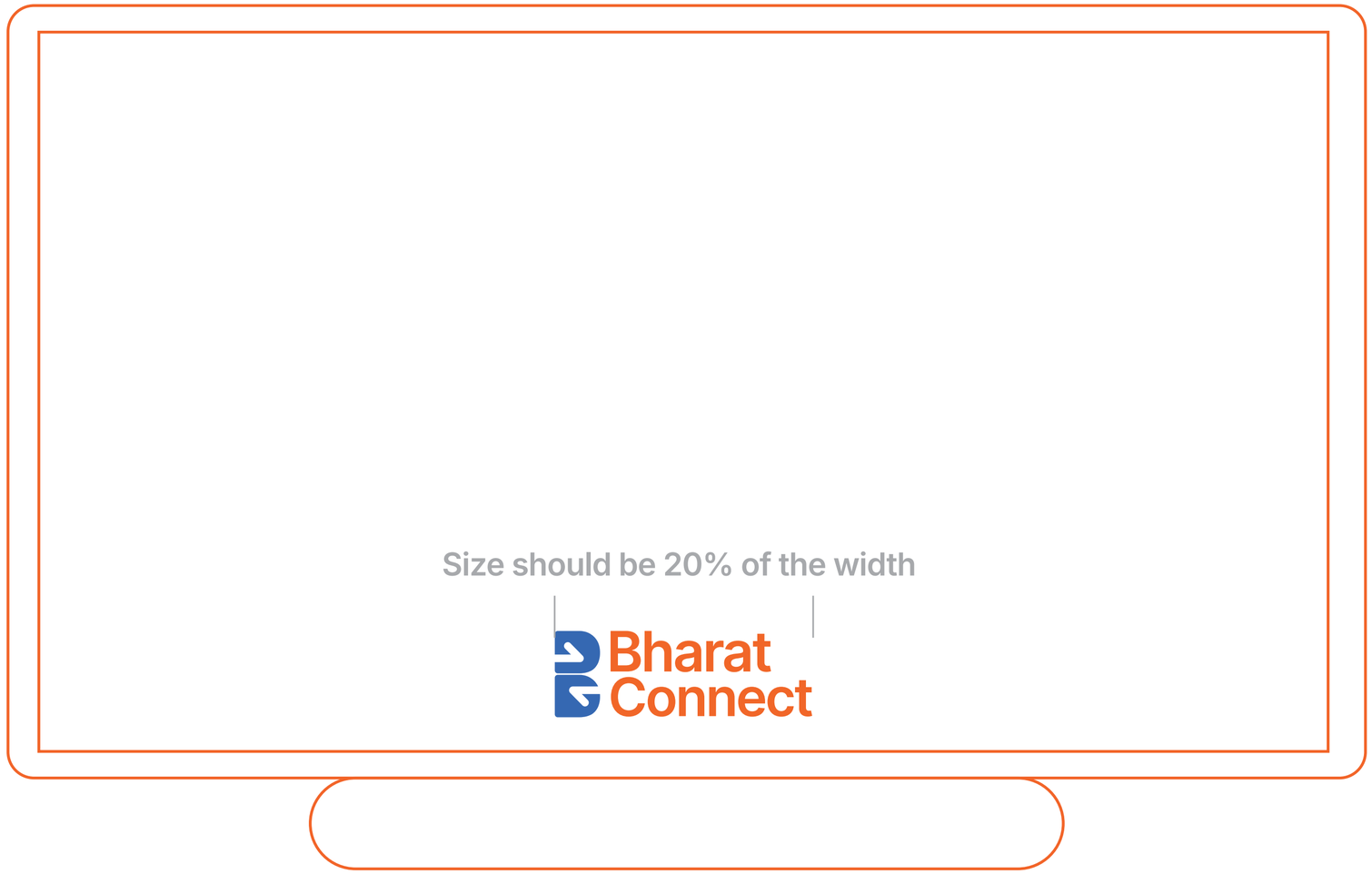


If we are using the mnemonic, maximum visibility should be 65% in the creative

TV COMMERCIAL / AV PROPERTY

The logo should appear on all the screens where TVC shows messaging related to Bharat connect.

It should be centre-aligned at the bottom. Size should be atleast 20% of the width size of the entire screen.



Thank you