POWERED BY

NPCI

भारतीय राष्ट्रीय भुगतान निगम

NATIONAL PAYMENTS CORPORATION OF INDIA



Bharat Connect

BRAND GUIDELINES

Brand Journey

The Brand Guidelines encompasses the use of Bharat Connect brand during a consumer's journey while making various recurring payments.

The partners i.e., Bharat Connect Operating Units, Agent-Institutions etc. must incorporate the below steps across their Bharat Connect enabled channels i.e., Mobile App/website/net-banking/retail points etc.

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

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

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

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

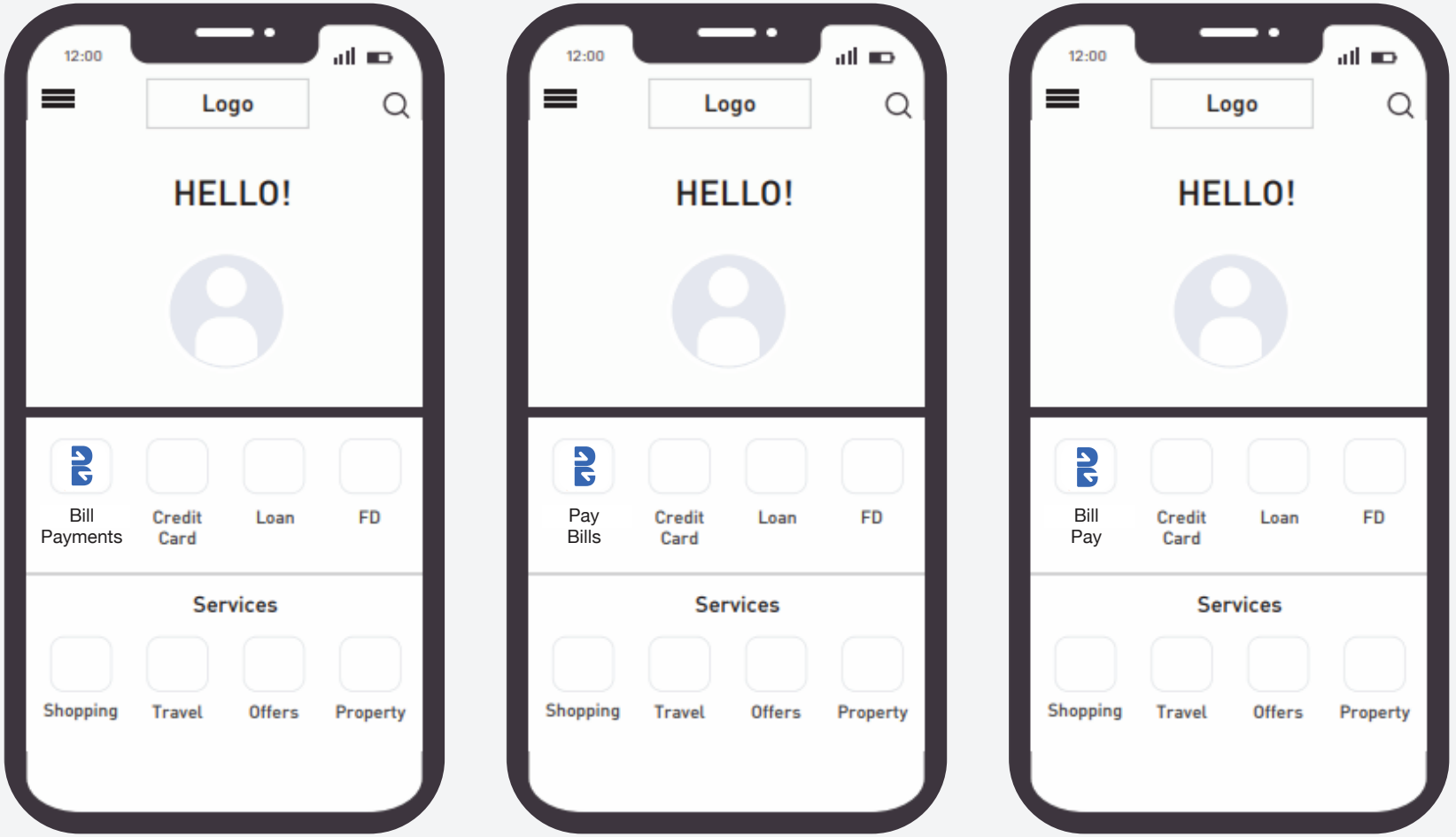
Section	B Assured logo
Payment Confirmation	Mandatory
Sonic Branding	Mandatory
Receipt (Digital and Physical)	Mandatory

STAGE-1

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

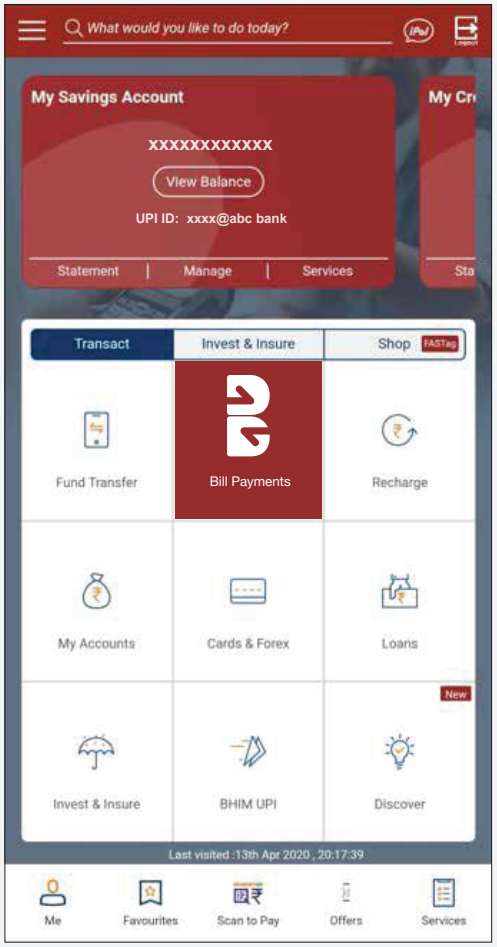
Mobile App

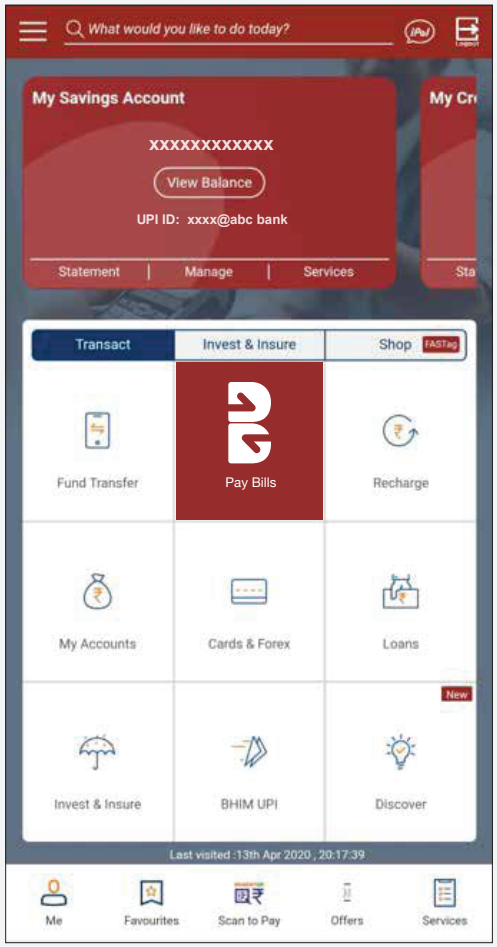
Usage of ‘B’ mnemonic on the entry of Mobile app/banking/wallet

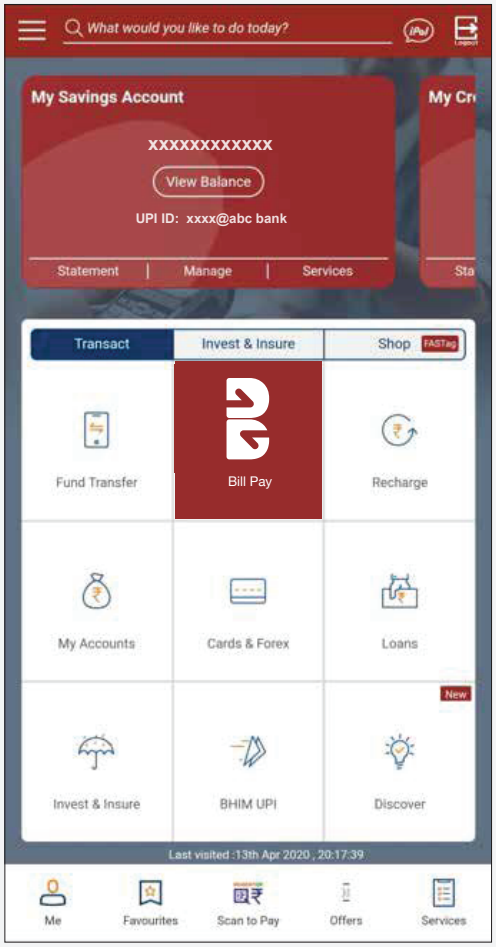


Mobile App

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

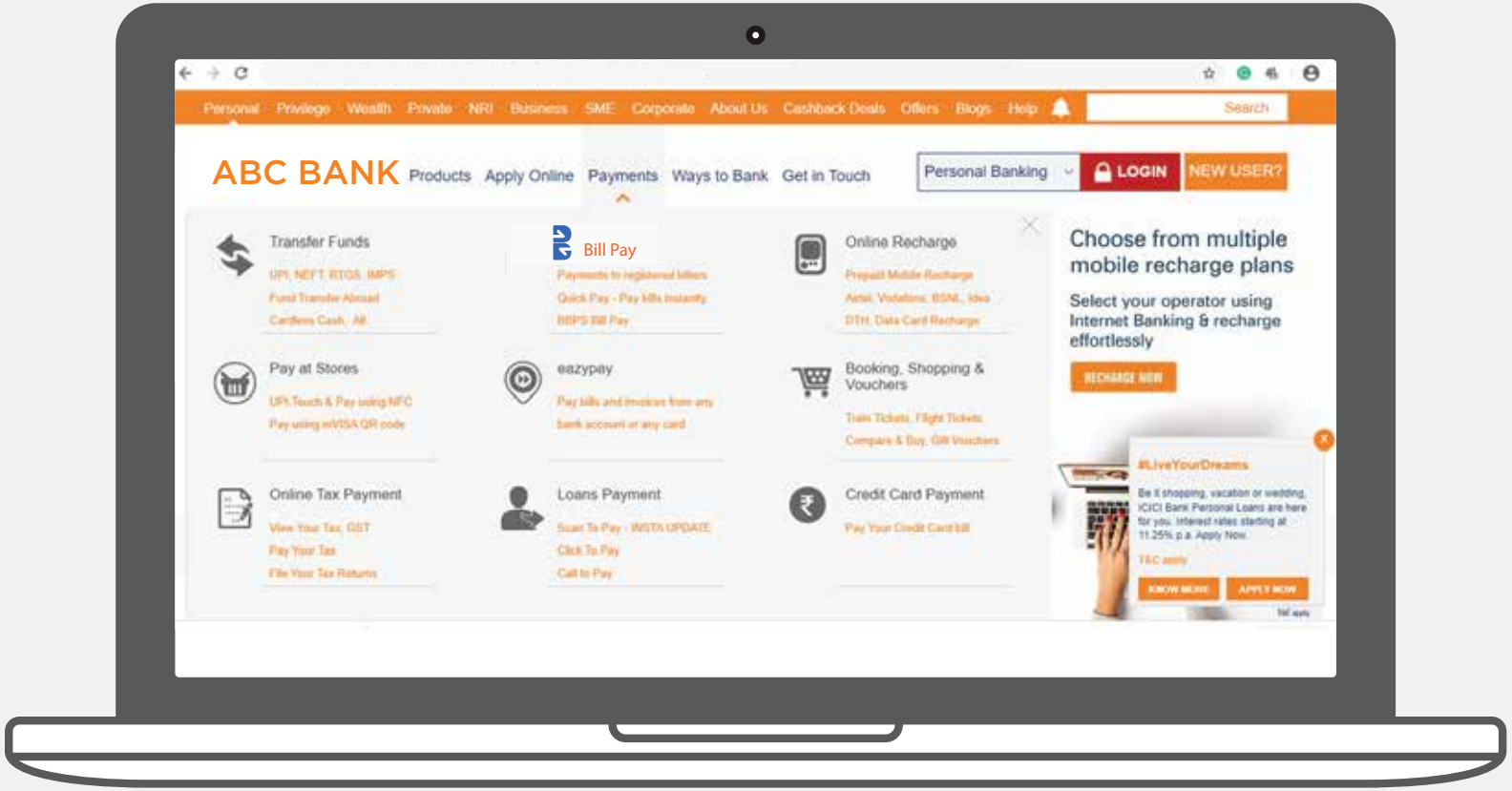






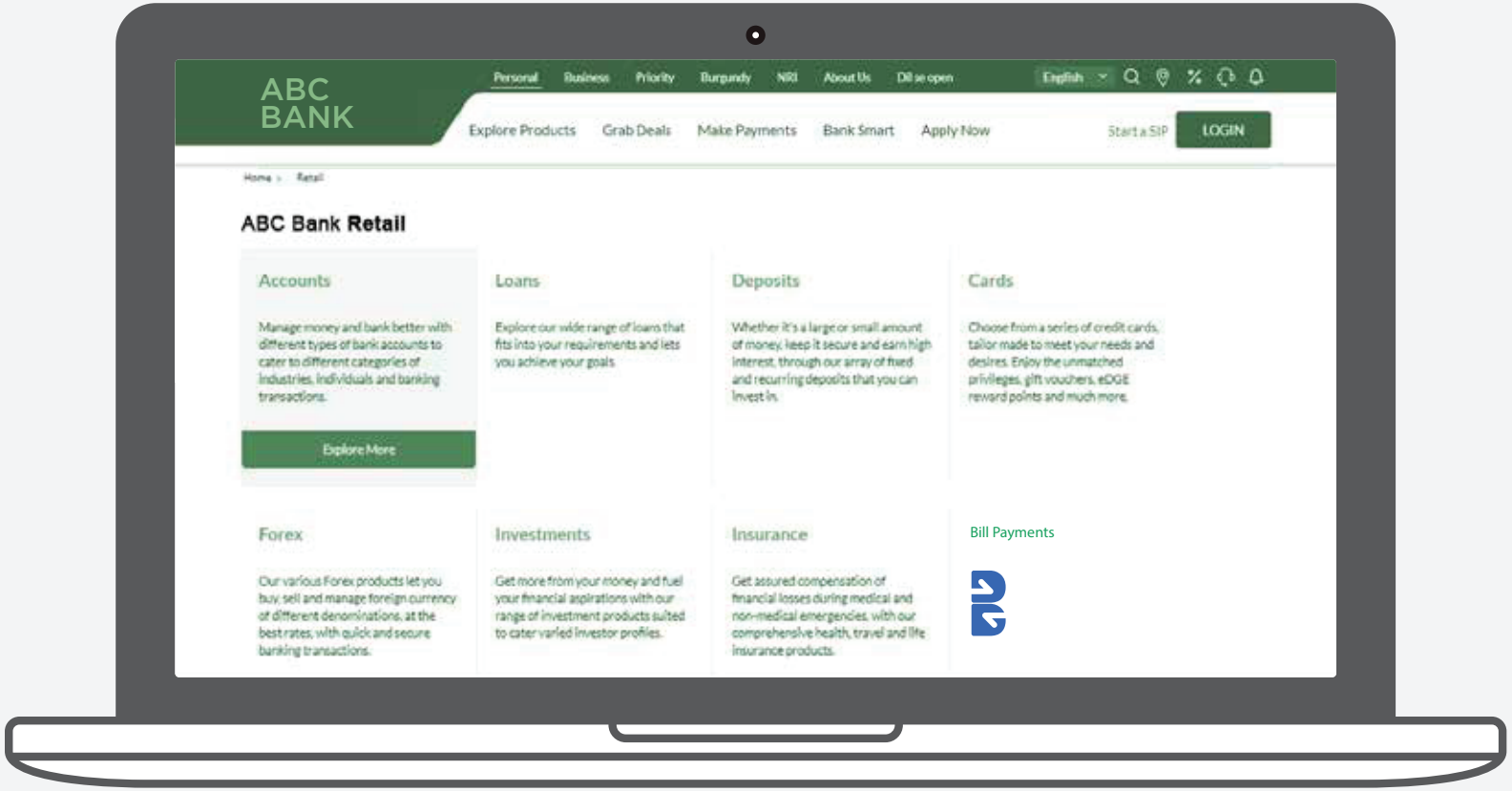
Website

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



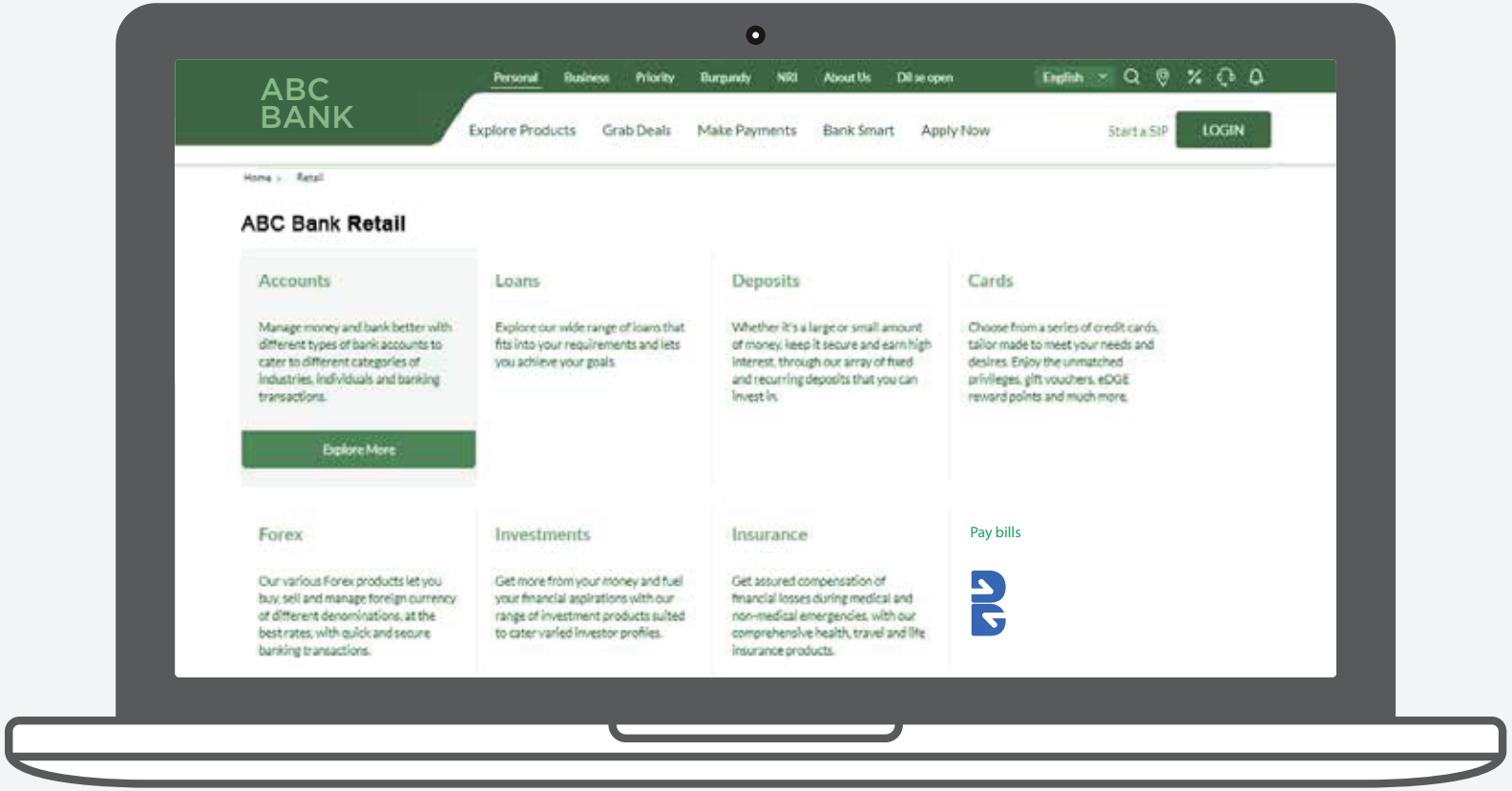
Website

The B mnemonic in website/entry page



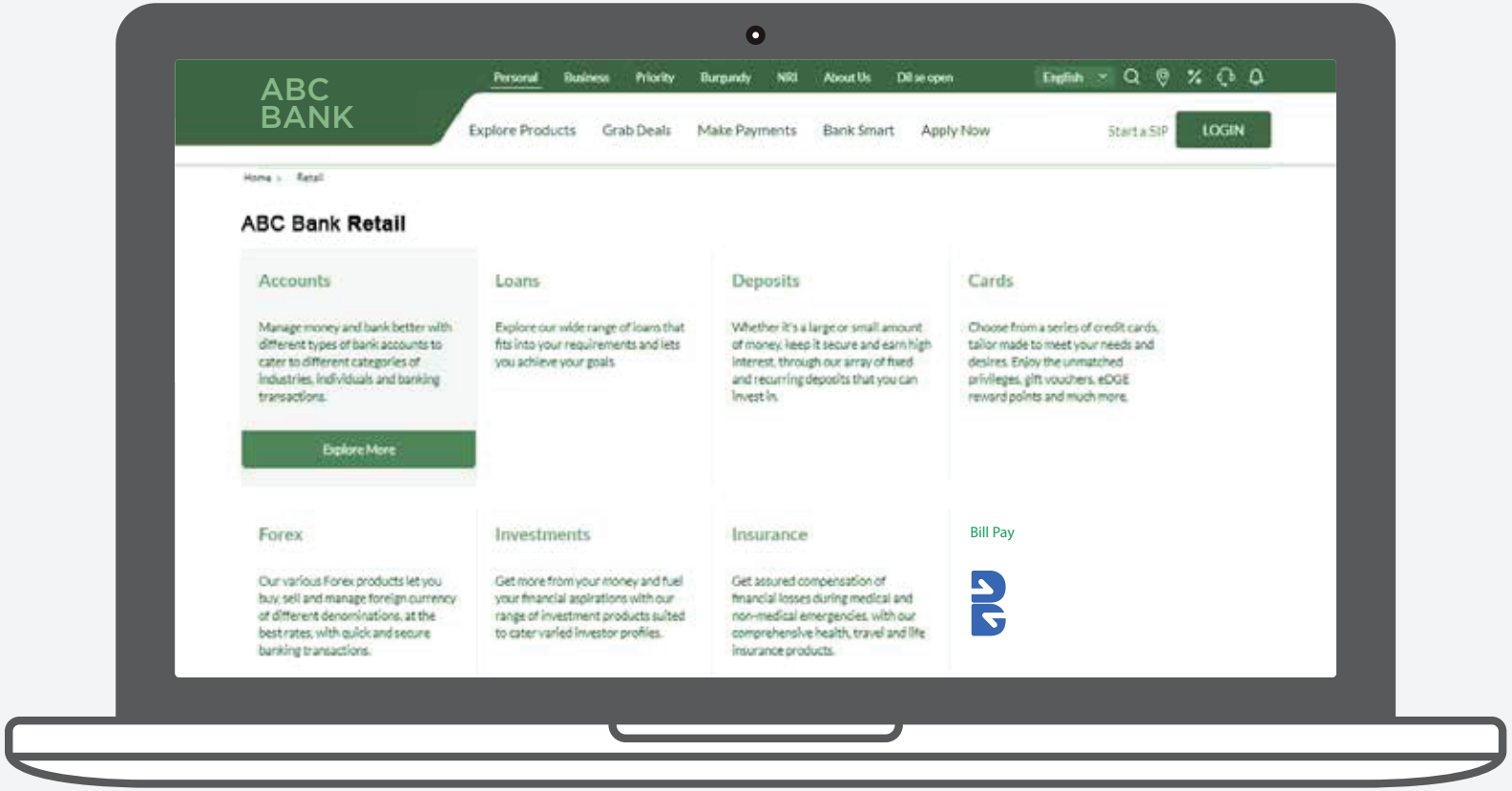
Website

The B mnemonic in website/entry page



Website

The B mnemonic in website/entry page



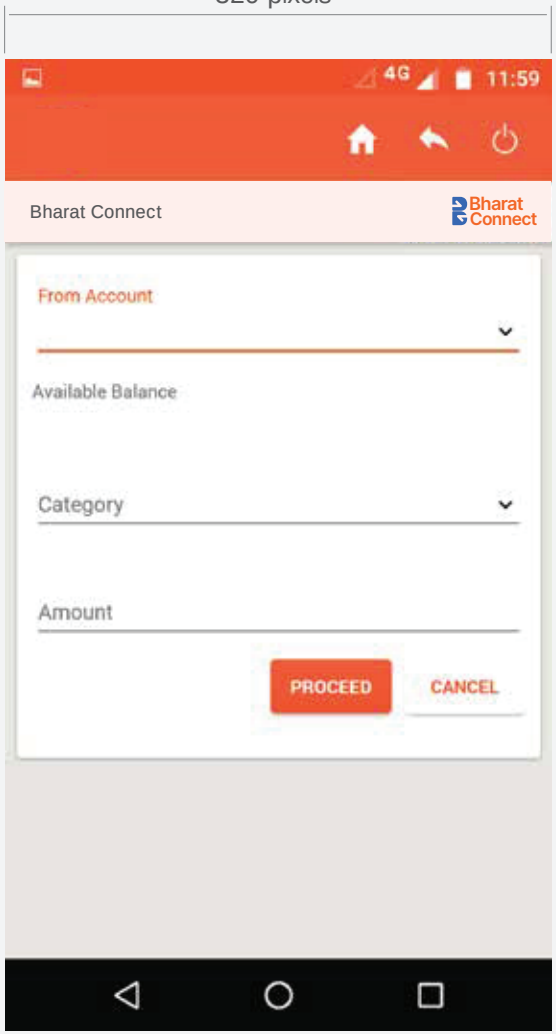
STAGE-2

The Bharat Connect Horizontal logo to be used on selection of biller, bill fetch and bill payment screens. In the case stakeholders guidelines do not permit use of vertical logo, horizontal logo may be use

Mobile App landing page

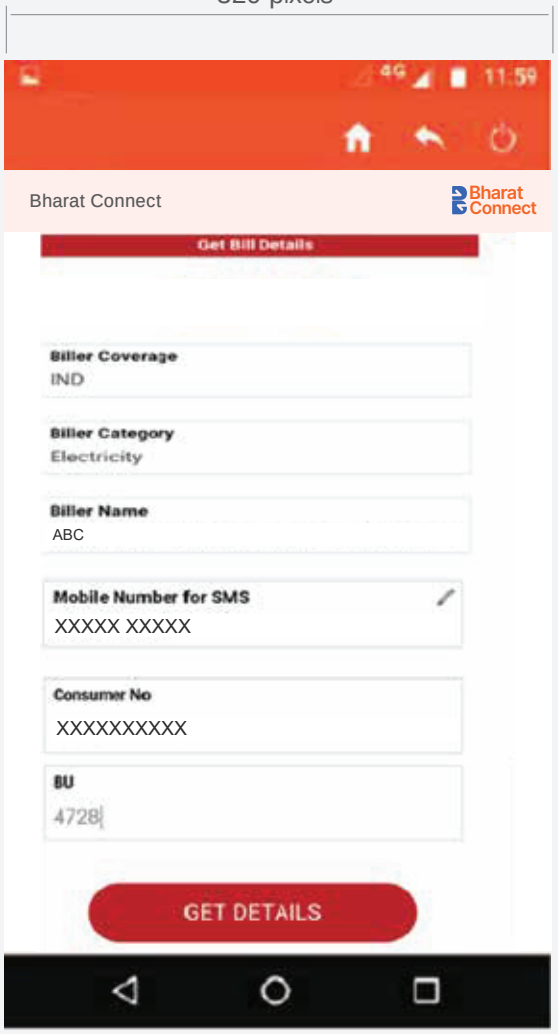
Bharat Connect logo, when used on mobile app/wallet etc. should be present on the top right-hand corner of the page with optimum visibility.

320 pixels



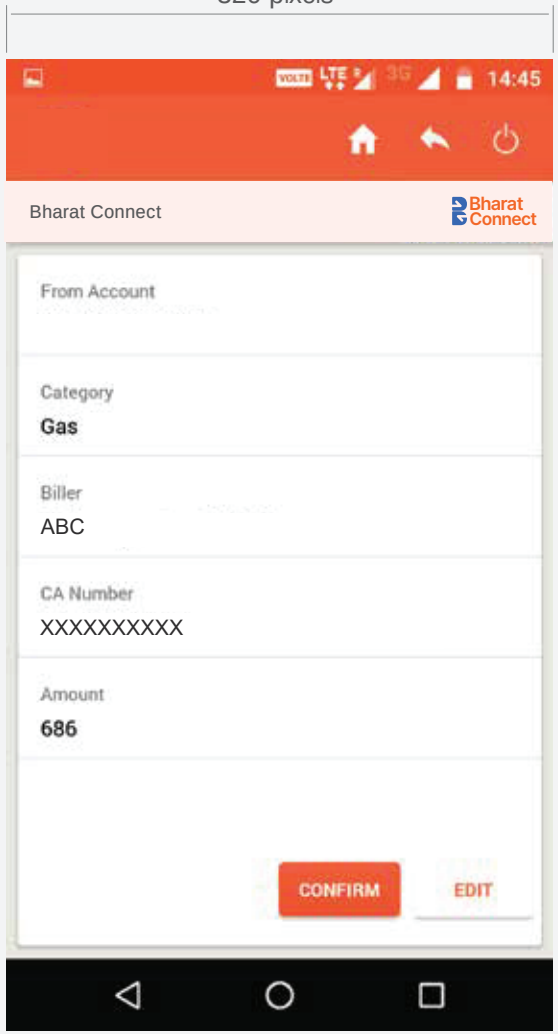
Selection of Biller

320 pixels



Bill Fetch

320 pixels

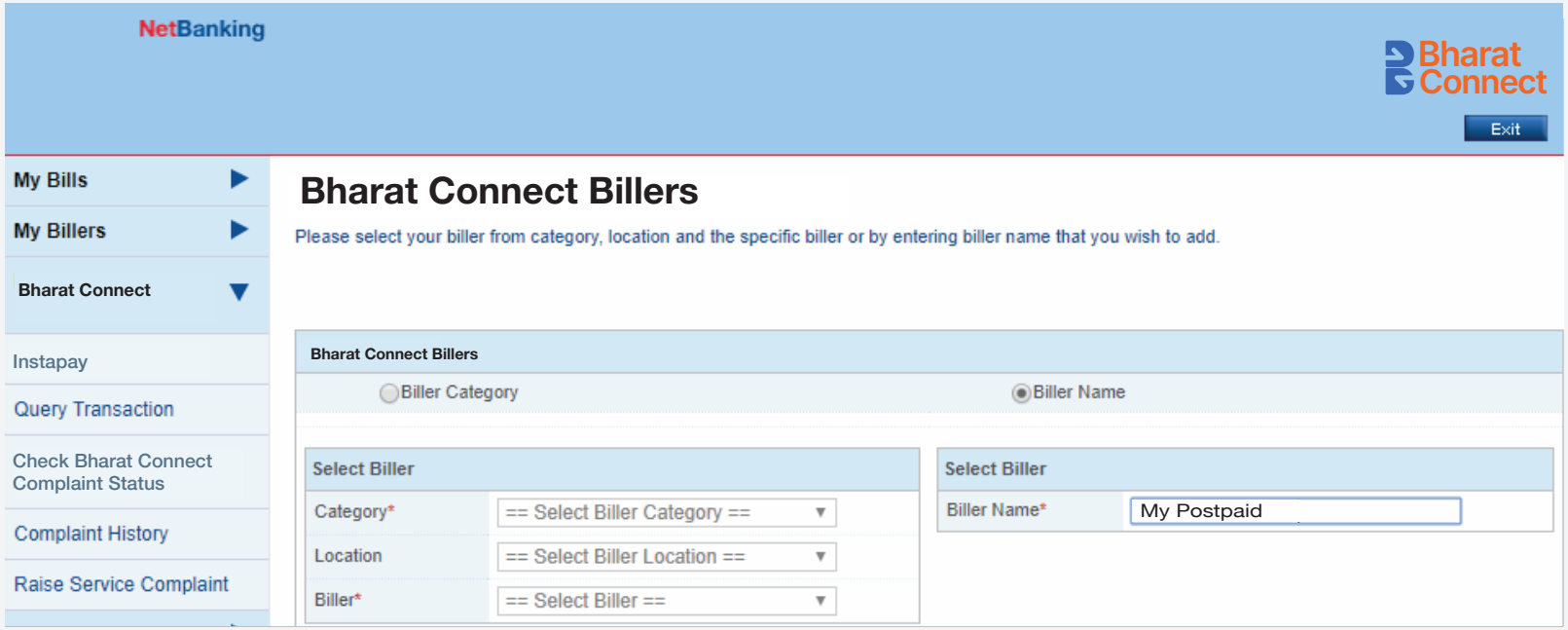


Bill Payment

Website/net-banking bill payment landing page

Bharat Connect 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

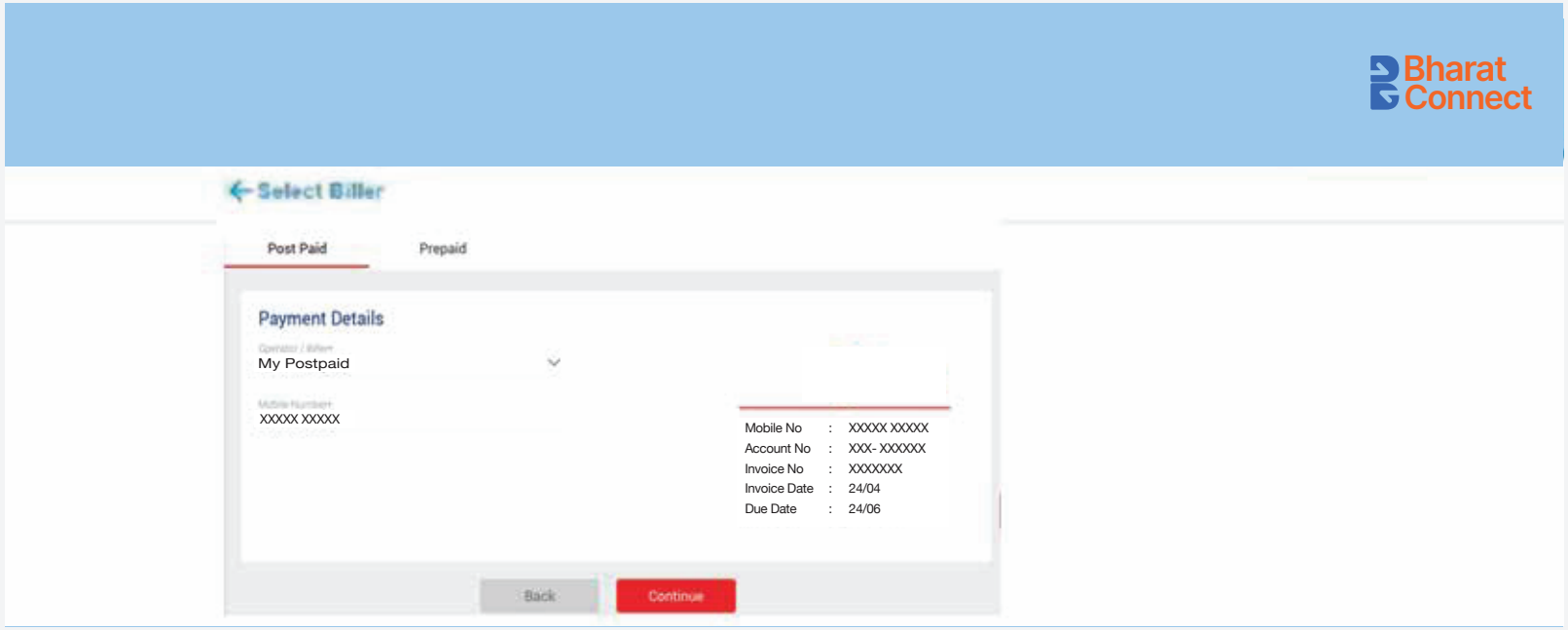


Selection of Biller

Website/net-banking bill payment landing page

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

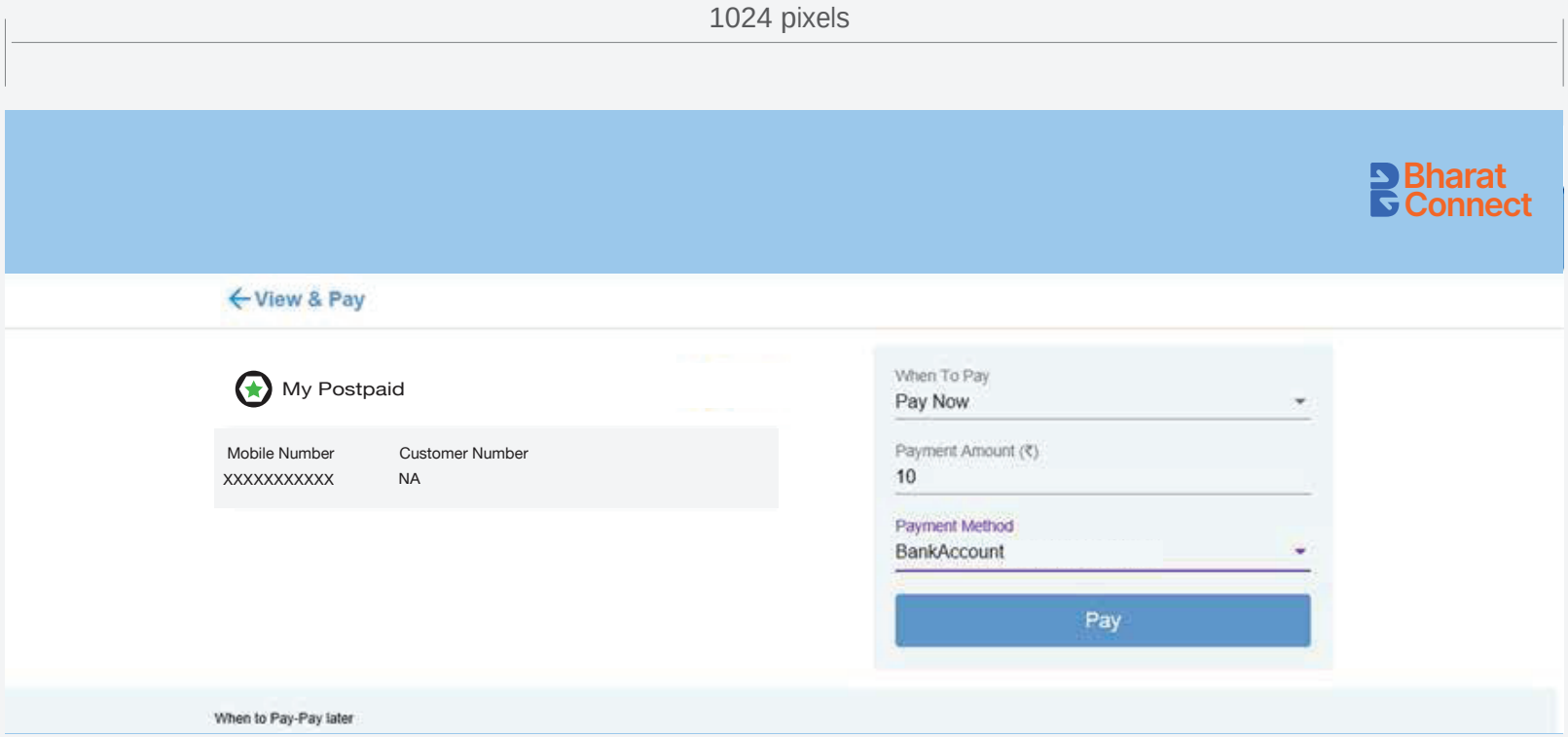
1024 pixels



Bill Fetch

Website/net-banking bill payment landing page

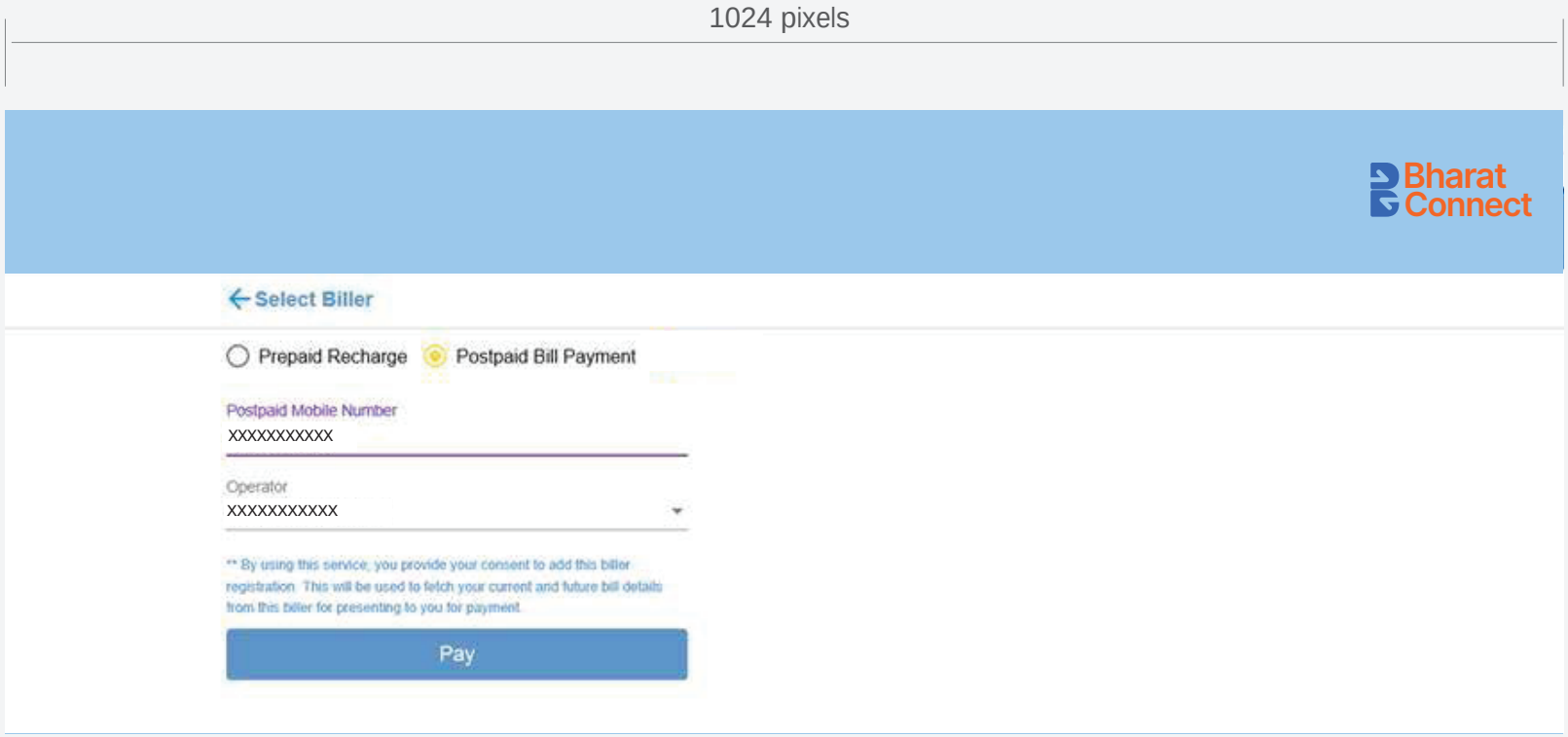
Bharat Connect logo, when used on net-banking or website etc. should be present on the top right-hand corner of the page with optimum visibility



Bill Payment

Website/net-banking bill payment landing page

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

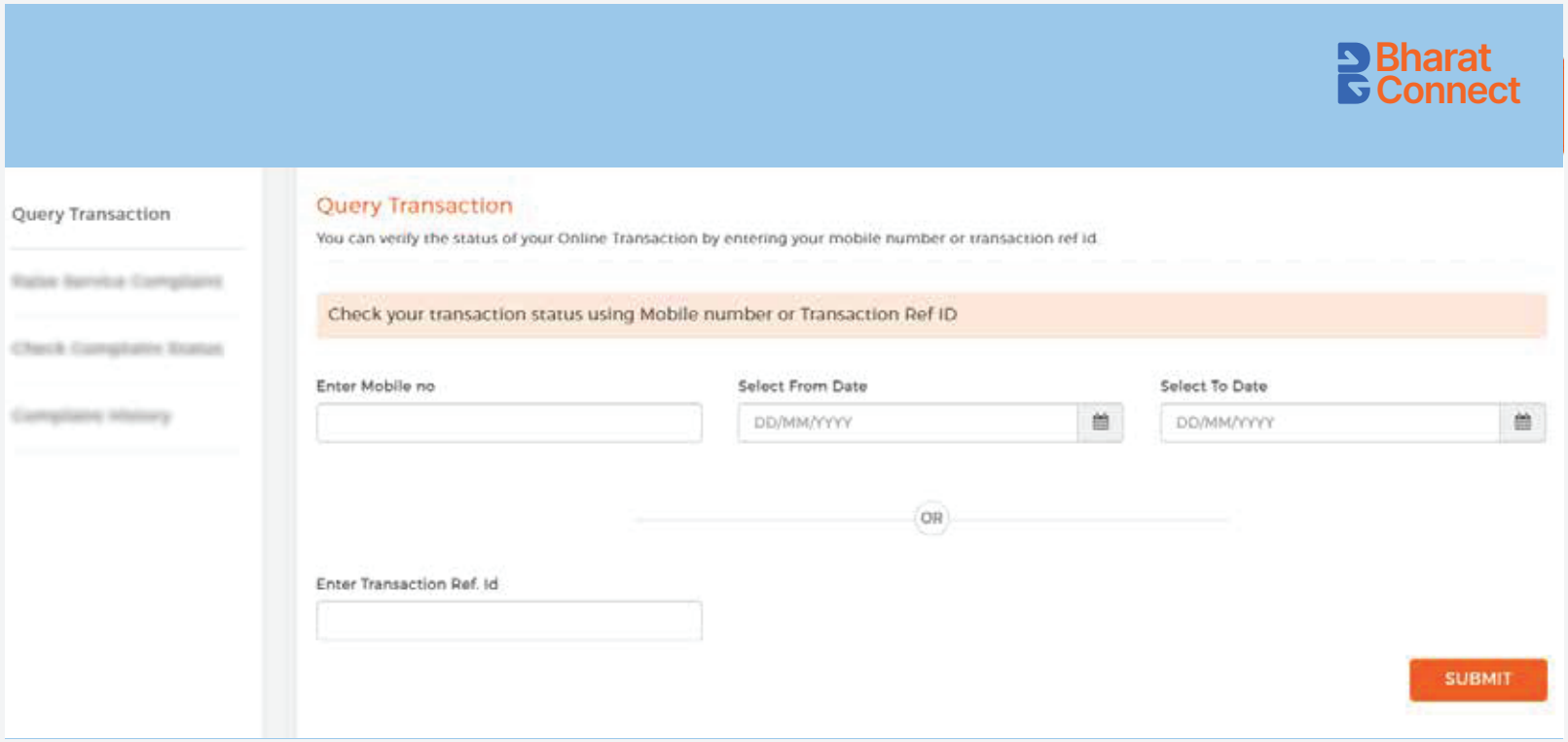


Bill Payment

Transaction Status History

Bharat Connect 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

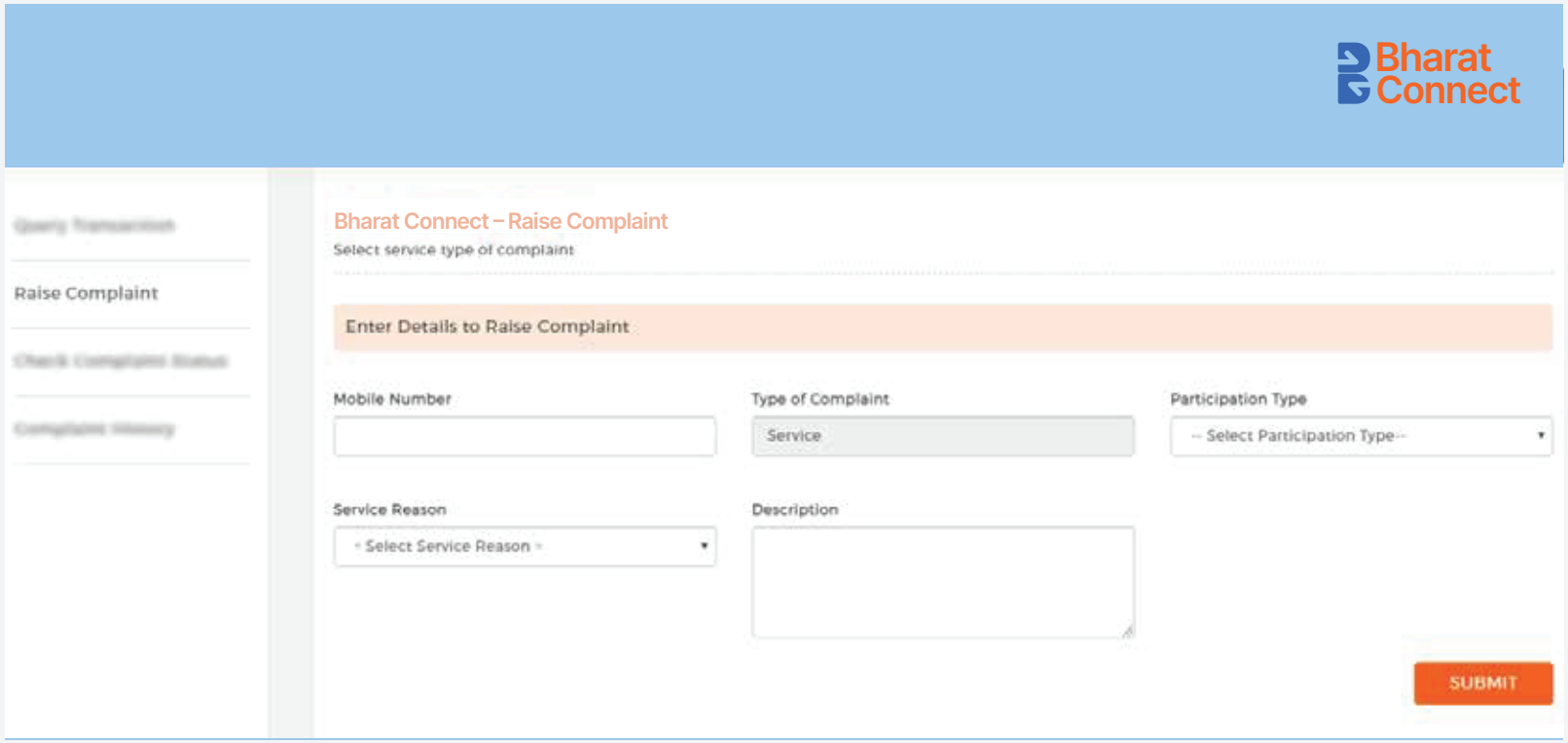


Transaction Query

Complaint Management

Bharat Connect 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

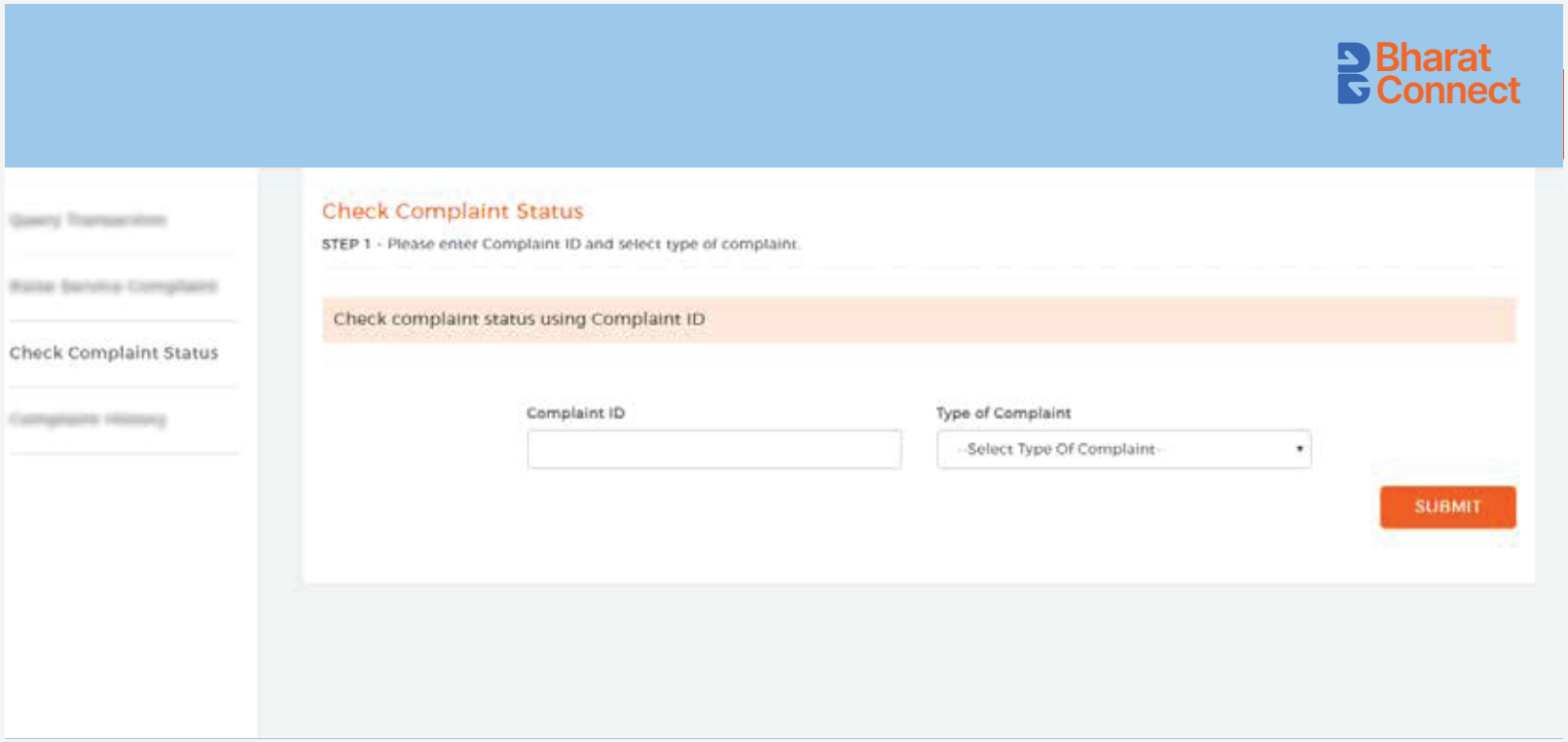


Raise Complaint

Complaint Management

Bharat Connect 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



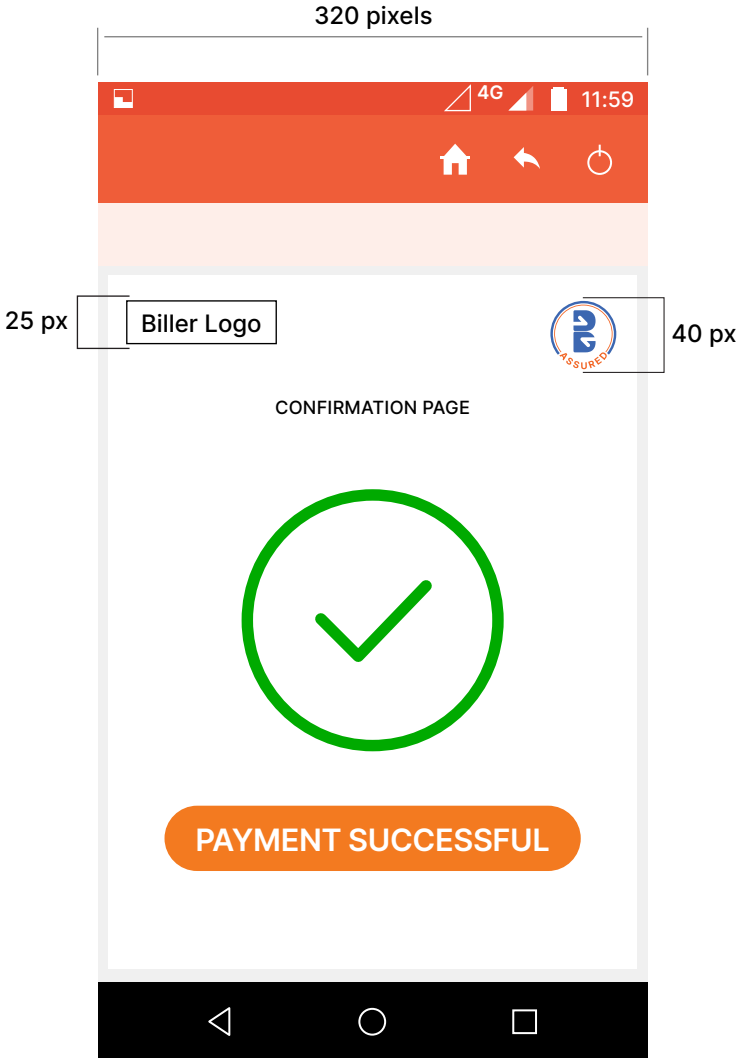
Complaint Status

STAGE-3

The B Assured logo must be used on successful bill payment receipt and confirmation page across all channels

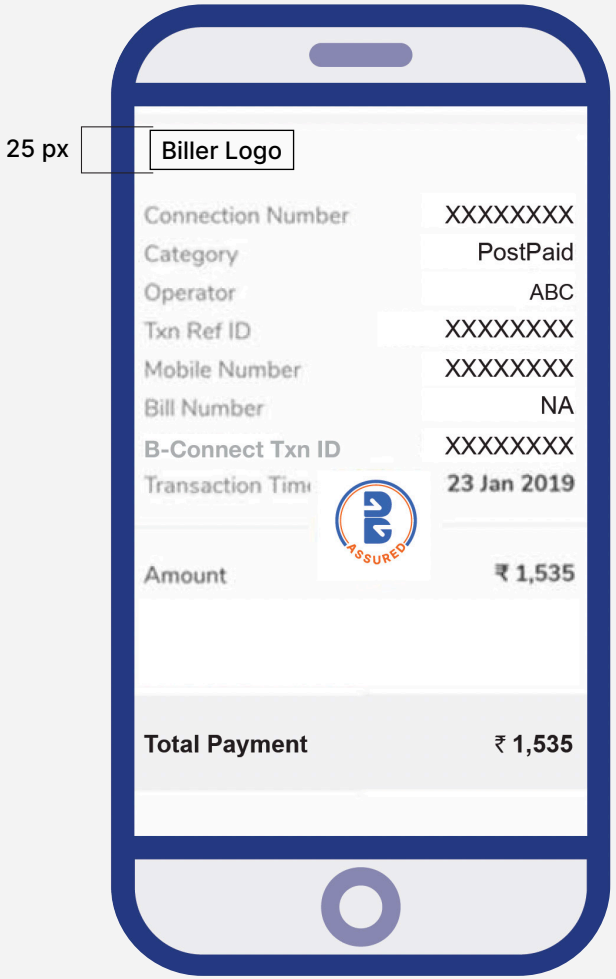
Mobile Confirmation Page

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



Mobile Confirmation Page

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

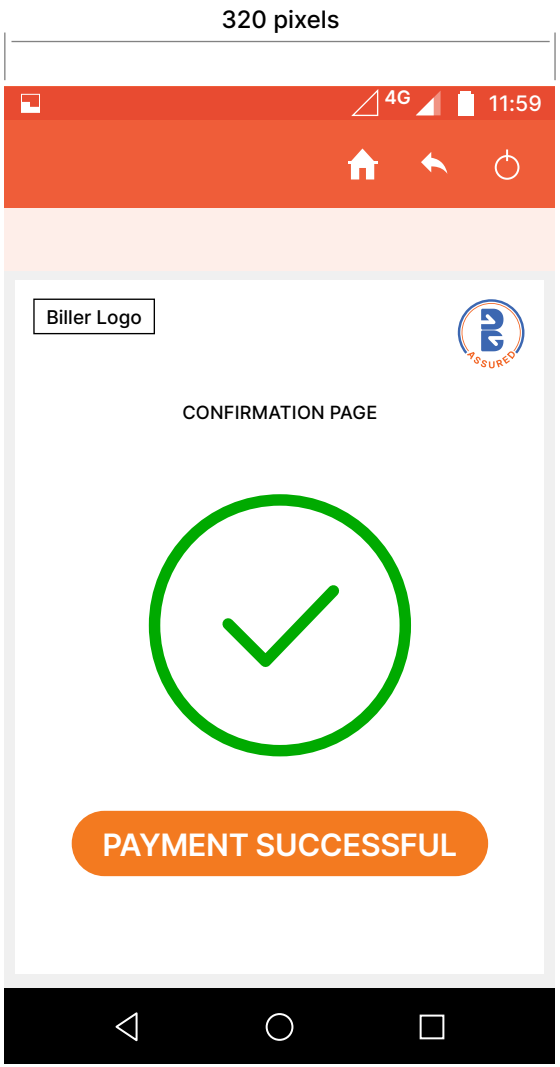


Sonic Branding

To enhance the user experience and reinforce our brand identity, sonic branding is required every time 'B Assured' is displayed on the payment successful screen.

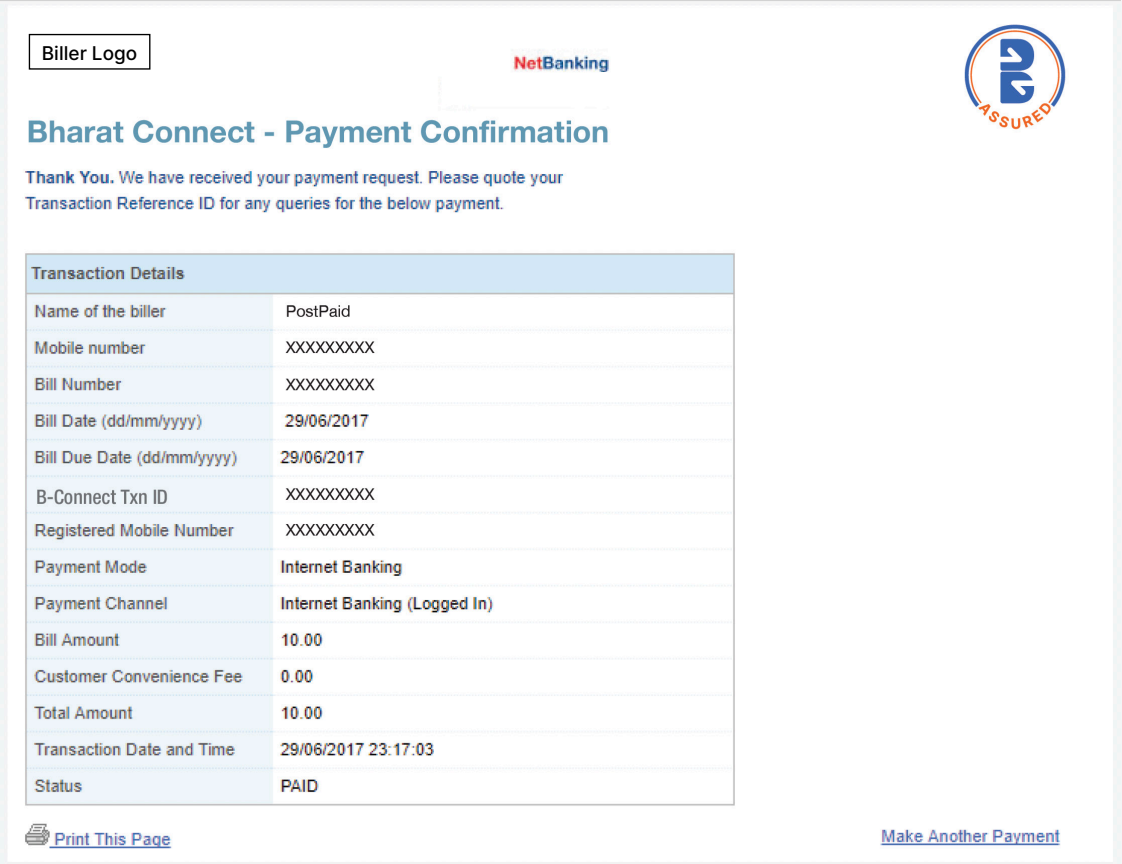
The designated sonic branding audio clip (provided separately) must be played simultaneously with the display of 'B Assured' on the payment successful screen.

The sonic branding element should be consistent across all platforms and devices, maintaining the same tone, tempo, and overall audio characteristics.



Online Receipt

B Assured logo, when used on an online receipt, should be present on the top right-hand corner of the receipt along with biller logo on left-hand side. It is mandatory to mention B-Connect Txn ID and Consumer Convenience Fee (CCF) in the receipt.



Biller Logo

NetBanking

ASSURED

Bharat Connect - 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
B-Connect Txn 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

Paper Receipt

B Assured logo, when used on a paper receipt, should be present on the top right-hand corner of the receipt along with biller logo on left-hand side.

It is mandatory to mention B-Connect Txn ID and Consumer Convenience Fee (CCF) in the receipt.



THANK YOU