



BRAND MANUAL

LOGO RATIONALE

In the constantly evolving Indian financial climate, we would like IDFC FIRST Bank to reflect the progressive spirit of our times. The symbolism behind our new identity is drawn from the value of 'progress'. Inspired by a forward moving bar graph, it embodies a symbol of growth that can be seen and measured. The three bars stand for a threefold purpose – progress for the bank, progress for our customers through our offerings and progress for the nation through financial inclusion and mass reach. The formation of a capitalised 'F' by the staked bars, stands for the principles of 'FIRST' as in always putting the customer first, and 'FAST' as in demonstrating speed and agility to respond to customers' needs. The design of the symbol is



characterized by simplicity, connoting the ease of banking with us..

The colour maroon, a distinct contrast to the blues and reds commonly used by the banking category, sets a powerful tone for the brand. It stands for solidity, stability, maturity and conveys a sense of professionalism with which we serve our customers. The strong typeface is an expression of our reliability & our constant endeavour to build trust with our customers. The logo, as our new

identity, in its entirety embodies the values of a new age bank for today's India – progressive, agile, simple, trustworthy and above all, keeping the customer at the heart of everything we do.

The Brand name should appear as '**IDFC FIRST Bank**' in all written communication i.e. 'IDFC FIRST' should always appear in capital letters and 'Bank' in sentence case.

THE BRAND IDENTITY ECO SYSTEM

Part 1

Theme and design

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Part 2

Layouts and templates

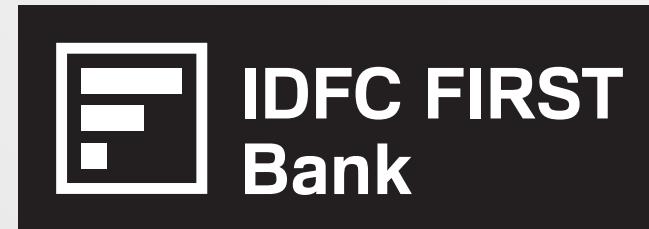
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LOGO GUIDELINES

Primary Logo - Colour

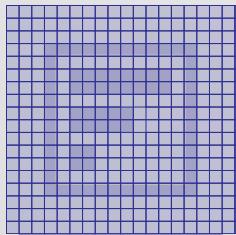


Primary Logo - B/W

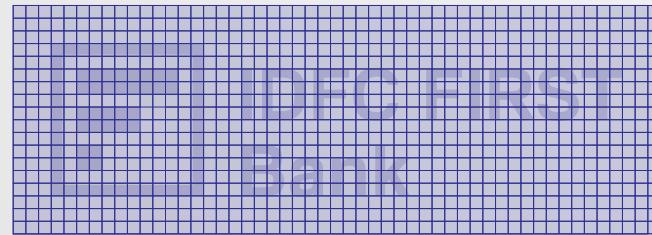


LOGO GRID

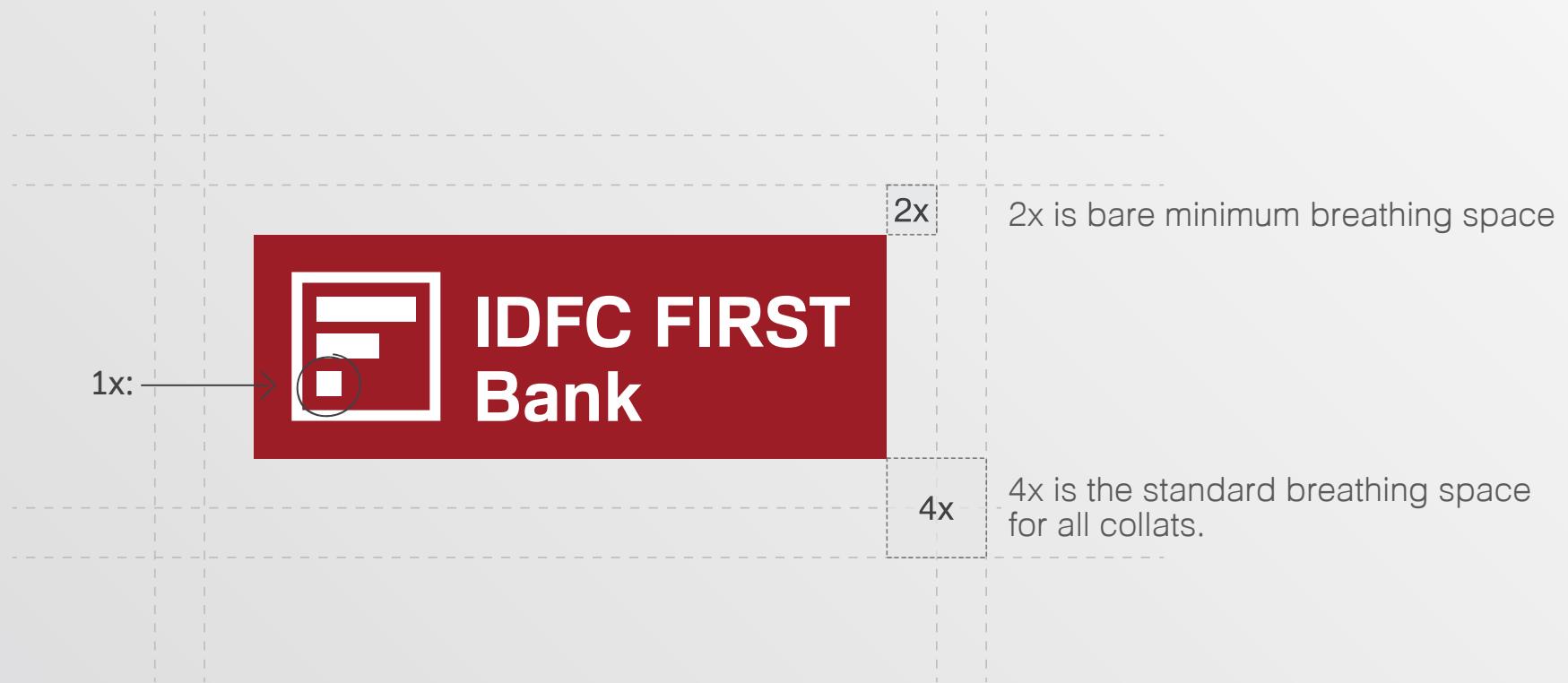
Griding



2.8:1 ratio



LOGO SPACING



LOGO TYPE FACE / FONT

Print Media - Familiar Pro

Familiar Pro Light

acbdefghijklmnopqrstuvwxyz
ACBDEFGHIJKLMNOPQRSTUVWXYZ

Familiar Pro - Regural

acbdefghijklmnopqrstuvwxyz
ACBDEFGHIJKLMNOPQRSTUVWXYZ

Familiar Pro - Bold

acbdefghijklmnopqrstuvwxyz
ACBDEFGHIJKLMNOPQRSTUVWXYZ

Familiar Pro - Black

acbdefghijklmnopqrstuvwxyz
ACBDEFGHIJKLMNOPQRSTUVWXYZ

Familiar Pro - Light Oblique

acbdefghijklmnopqrstuvwxyz
ACBDEFGHIJKLMNOPQRSTUVWXYZ

Familiar Pro - Regural Oblique

acbdefghijklmnopqrstuvwxyz
ACBDEFGHIJKLMNOPQRSTUVWXYZ

Familiar Pro - Bold Oblique

acbdefghijklmnopqrstuvwxyz
ACBDEFGHIJKLMNOPQRSTUVWXYZ

Familiar Pro - Black Oblique

acbdefghijklmnopqrstuvwxyz
ACBDEFGHIJKLMNOPQRSTUVWXYZ

LOGO TYPE FACE / FONT

Digital Media (app, website & emails) - Helvetica

Helvetica Light

acbdefghijklmnopqrstuvwxyz
ACBDEFGHIJKLMNOPQRSTUVWXYZ

Helvetica - Regural

acbdefghijklmnopqrstuvwxyz
ACBDEFGHIJKLMNOPQRSTUVWXYZ

Helvetica - Bold

acbdefghijklmnopqrstuvwxyz
ACBDEFGHIJKLMNOPQRSTUVWXYZ

Helvetica - Light Oblique

acbdefghijklmnopqrstuvwxyz
ACBDEFGHIJKLMNOPQRSTUVWXYZ

Helvetica - Regural Oblique

acbdefghijklmnopqrstuvwxyz
ACBDEFGHIJKLMNOPQRSTUVWXYZ

Helvetica - Bold Obligue

acbdefghijklmnopqrstuvwxyz
ACBDEFGHIJKLMNOPQRSTUVWXYZ

PowerPoint presentation - Arial

Regular: acbdefghijklmnopqrstuvwxyz

Italic: acbdefghijklmnopqrstuvwxyz

Bold: acbdefghijklmnopqrstuvwxyz

Italic: acbdefghijklmnopqrstuvwxyz

LOGO TYPE FACE / FONT VERNACULAR

Print Media

Hindi

आई डी एफ सी फर्स्ट बैंक

Shree-Dev7-0715-Bold

Punjabi

ਆਈ ਡੀ ਐਡ ਸੀ ਡਰਸਟ ਬੈਂਕ

Shree-PUN-0952-Bold

Gujarati

આઈ ડી એફ સી ફર્સ્ટ બેન્ક

Shree-GUJ7-0769-Bold

Oriya

ଆଇ ଡି ଏଫ ସି ପାଣ୍ଡ ବ୍ୟାଙ୍କ

Shree-ORI-0601-Bold

Kannada

ಐ ଡି ଏଫ୍ ସି ଫର୍ସ୍ଟ ବ୍ୟାଙ୍କ

Shree-KAN7-0854-Bold

Marathi

आय ଡੀ ଏଫ ସੀ ଫର୍ସ୍ଟ ବାଂକ

Shree-Dev7-0715-Bold

Tamil

ஐ ଟି ଎ଁ ପ ଚි ଃ ପାରସ୍ତ ପୋங்க

Shree-TAM7-0803-Bold

Telugu

ఐ ଟି ଏଫ୍ ନී ଫ୍ରେ ବ୍ୟାଙ୍କ

Shree-TEL7-Aprana-0908-Bold

Bengali

আই ডি এফ সি ফার্স্ট ব্যাঙ

Shree-BAN7-0564-Bold

Malayalam

കെ ഡി എഫ് സി ഫ്രൈ ബാങ്ക്

Shree-MAL7-Kannaki-0501-Bold

Assamese

আই ডি এফ চি ফাৰ্স্ট বেংক

Shree-ASS7-0564-Bold

RESPONSIVE LOGO



Ratio 4.7:1

For example: Signage, forms, uniforms, web applications & receipts



Ratio 2.8:1

Primary logo for major usage:
For example marketing communication,
stationery, corporate communication,
cards & merchandising.



Ratio 1.8:1

For example co-branding, sponsorship,
merchandise, outdoors & side panels.

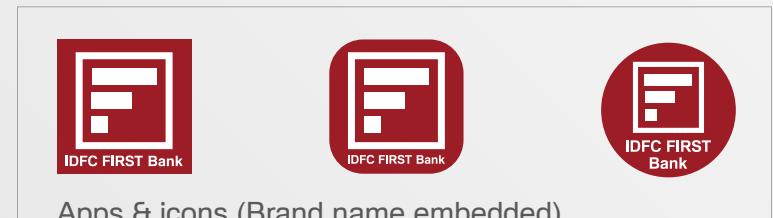


Ratio 1:1

For example directional board,
outdoor promotions, ATM & dollops



Apps & icons



Apps & icons (Brand name embedded)

COLOUR PALETTE

Primary Color



CMYK: 25, 100, 92, 22
RGB: 156, 29, 39
HEX: #9D1D27
Pantone: 7427c

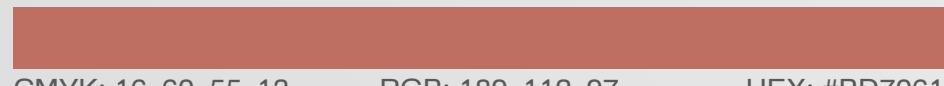
Highlight Color



CMYK: 0, 20, 100, 0
RGB: 225, 203, 5
HEX: #FFCB05
Pantone: 7427c

Not to be used for more than 10% in any creative.

Tints Color



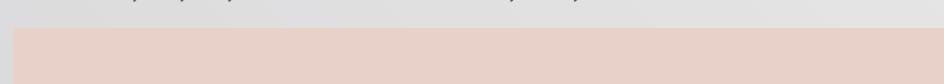
CMYK: 16, 60, 55, 13 RGB: 189, 112, 97 HEX: #BD7061



CMYK: 7, 30, 28, 6 RGB: 217, 173, 161 HEX: #D9ADA1



CMYK: 6, 25, 23, 5 RGB: 222, 185, 174 HEX: #DEB9AE



CMYK: 4, 15, 14, 3 RGB: 232, 209, 201 HEX: #E8D1C9



CMYK: 0, 0, 0, 80 RGB: 88, 89, 91 HEX: #54565B

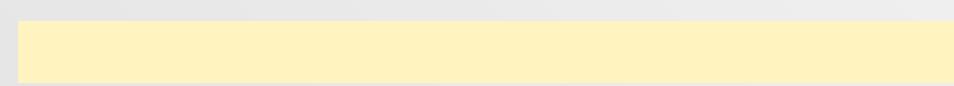
Tints Color



CMYK: 0, 18, 100, 0 RGB: 255, 205, 0 HEX: #FFCD00



CMYK: 0, 8, 51, 22 RGB: 255, 229, 146 HEX: #9D1D27



CMYK: 0, 4, 24, 0 RGB: 255, 244, 200 HEX: #FFF1C8



CMYK: 0, 2, 30, 0 RGB: 255, 246, 222 HEX: #FFF6DE

INCORRECT USAGE (LOGO DO'S & DONT'S)



INCORRECT USAGE (BACKGROUND COLOR)



20% Black



100% Black



20% Black



100% Black



20% Yellow | 5% Magenta



100% Black



No colors are permissible other than gray and yellow mentioned on the left hand side.



Against Maroon Background

INCORRECT USAGE (BACKGROUND IMAGE)



Logo should only be used against a plain background in a light colour. Logo cannot be used against a busy or cluttered background.

LOGO SIZE RESTRICTION



3"



2.5"



2"



1.5"



1"

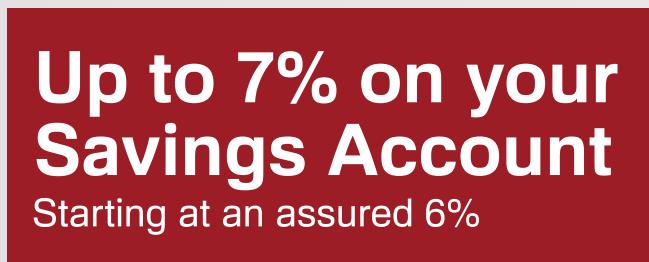


0.5"

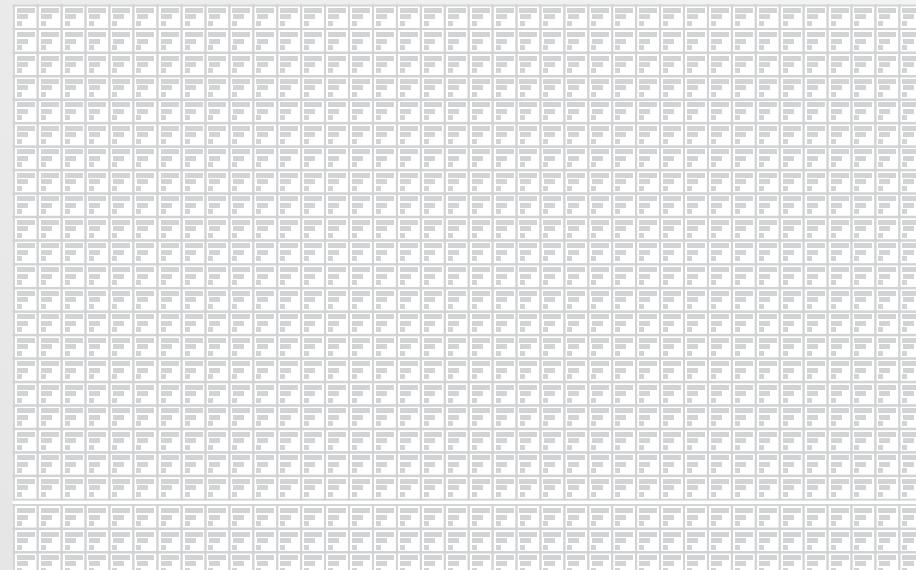


GRAPHIC AND PATTERNS STYLE

Call-out



Watermark - Secured Stationary



Footer graphic for ATM stickers



ICONOGRAPHY STYLE



PHOTOGRAPHY STYLE

Human Face



Close-up



Happy Expression



BRANCH BRANDING - EXTERNAL

12:1 | 11:1 | 10:1



9:1 | 8:1 | 7:1



6:1 | 5:1 | 4:1 | 3:1 | 2:1



BRANDED MERCHANDISE

Cap

Front



Back



BRANDED MERCHANDISE

T-shirt - White

Front



Back



BRANDED MERCHANDISE

T-shirt - Gray

Front



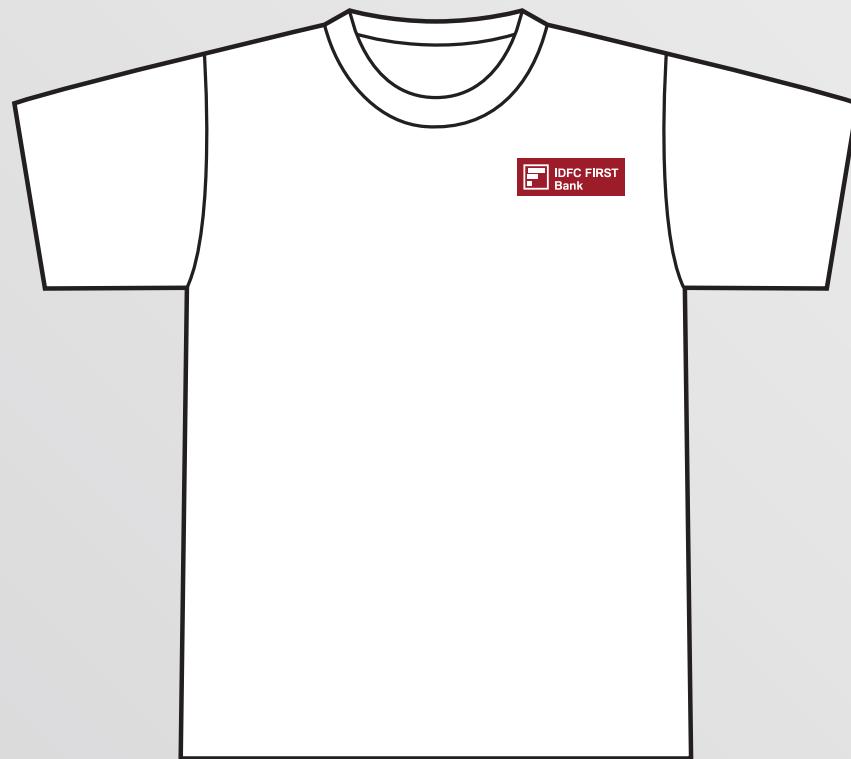
Back



BRANDED MERCHANDISE

T-shirt - Round neck

Front



Back



BRANDED MERCHANDISE

Mugs

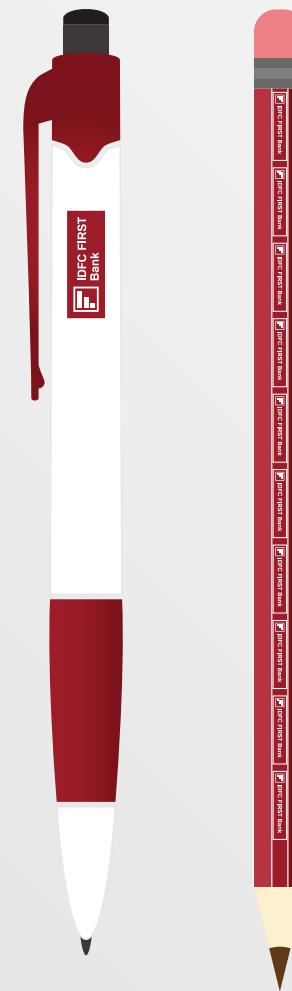


BRANDED MERCHANDISE

Travel Items



Writing Materials



BRANDED MERCHANDISE

Carry Bags



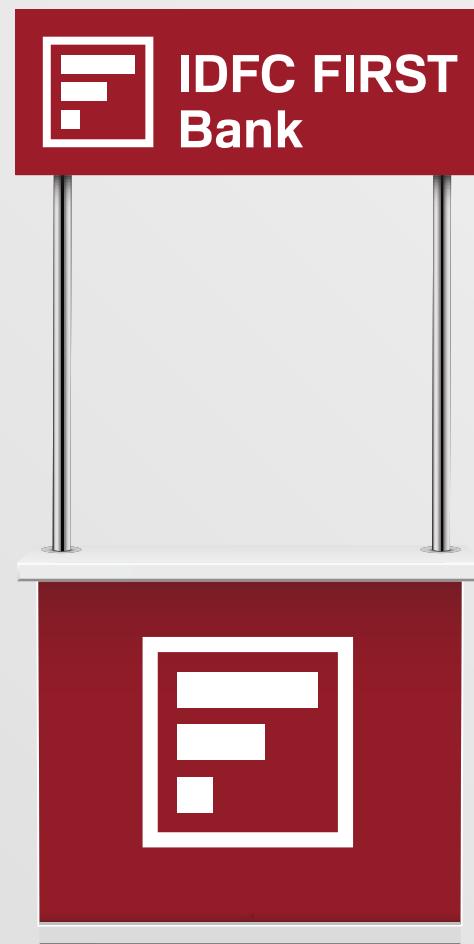
BRANDED MERCHANDISE

Umbrella



EVENTS

Promotion Stall



PRESS CONFERENCE

Backdrop



Docket



PERSONAL STYLING

Uniforms



CORPORATE STATIONERY

Letterhead



Visiting Card



ID Card & Lanyard



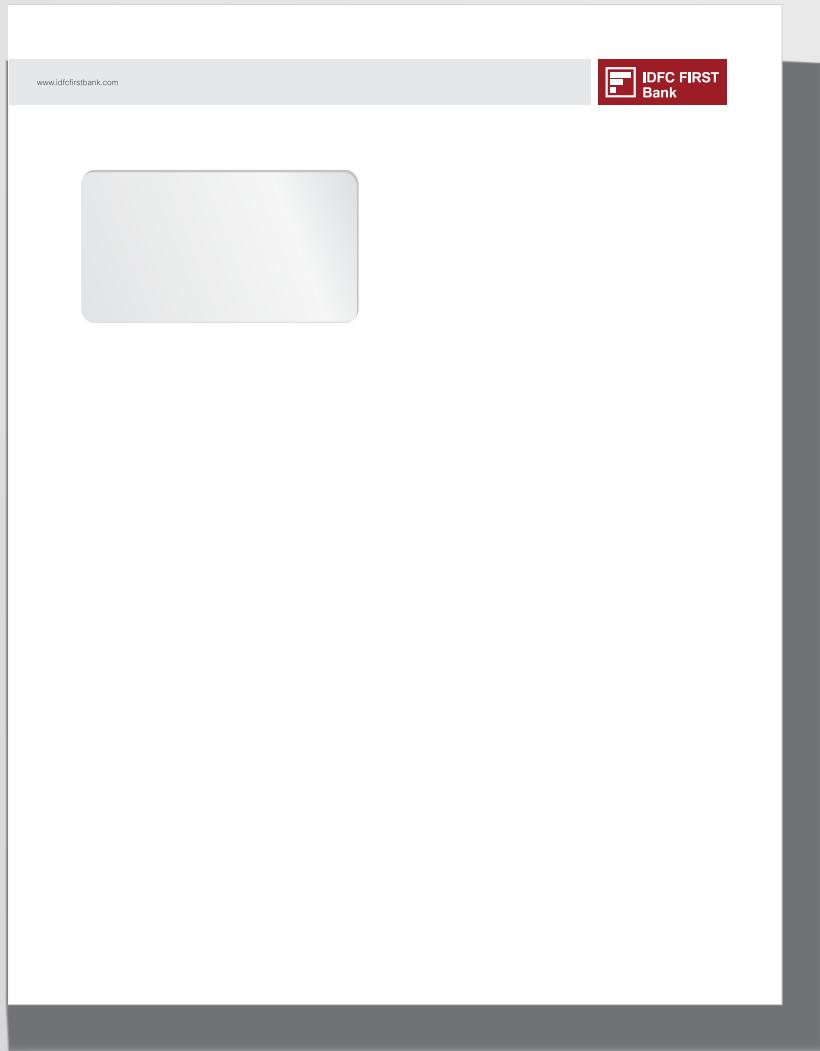
Email Signature



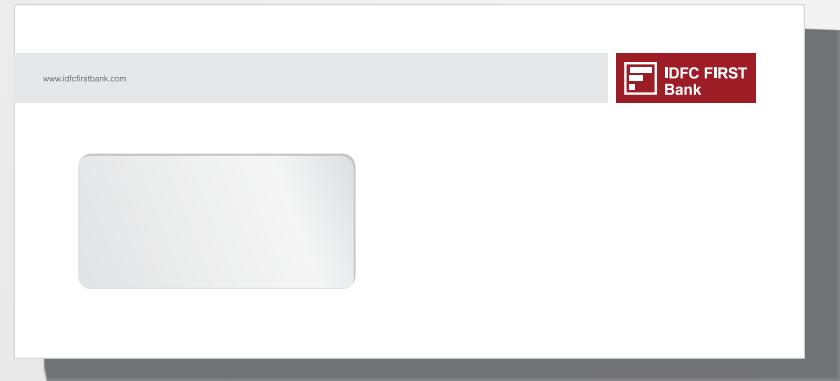
IDFC FIRST Bank Limited (Formerly IDFC Bank Limited)
Naman Chambers, C 32, G Block, Bandra Kurla Complex, Bandra (East), Mumbai 400051 Tel: +91 22 7132 5500 Fax: +91 22 2854 0354
Registered Office: KRM Towers, 7th Floor, No. 1, Harrington Road, Chetpet, Chennai 600031, Tel: +91 44 4564 4000 Fax: +91 44 4564 4022
CIN: L65110TN2014PLC097792 Email: bank.info@idfcbank.com Website: www.idfcfirstbank.com

CORPORATE STATIONERY

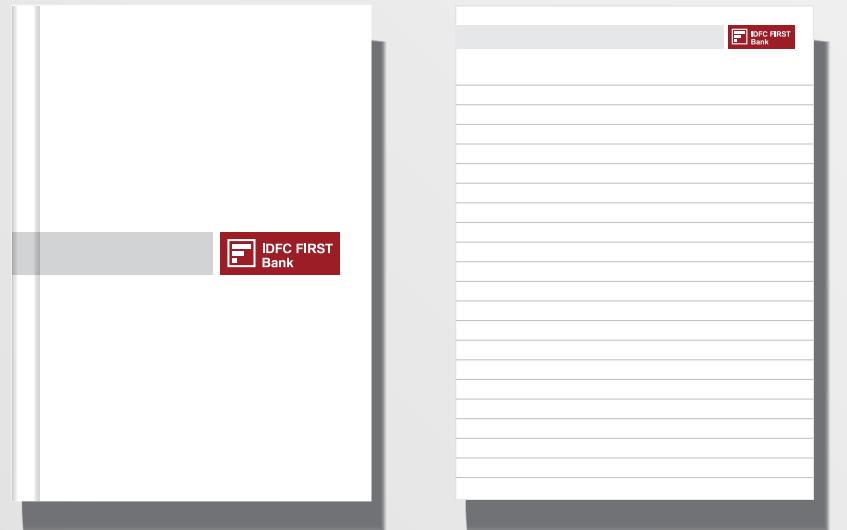
Envelope



Envelope - DL



Notepad



SECURED STATIONERY

Cheque Book - Current Account



SECURED STATIONERY

Cheque Book - Savings Account



SECURED STATIONERY

Demand Draft Leaf



SECURED STATIONERY

Bank Statement

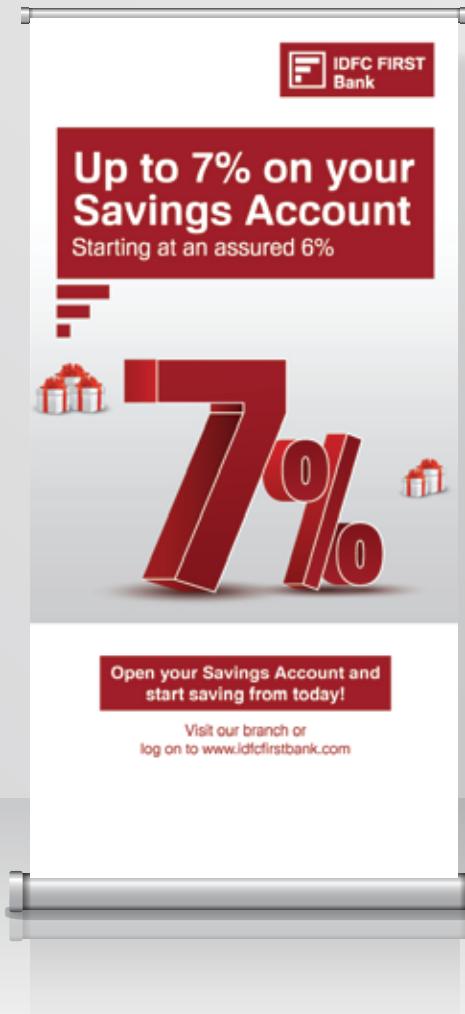


Passbook

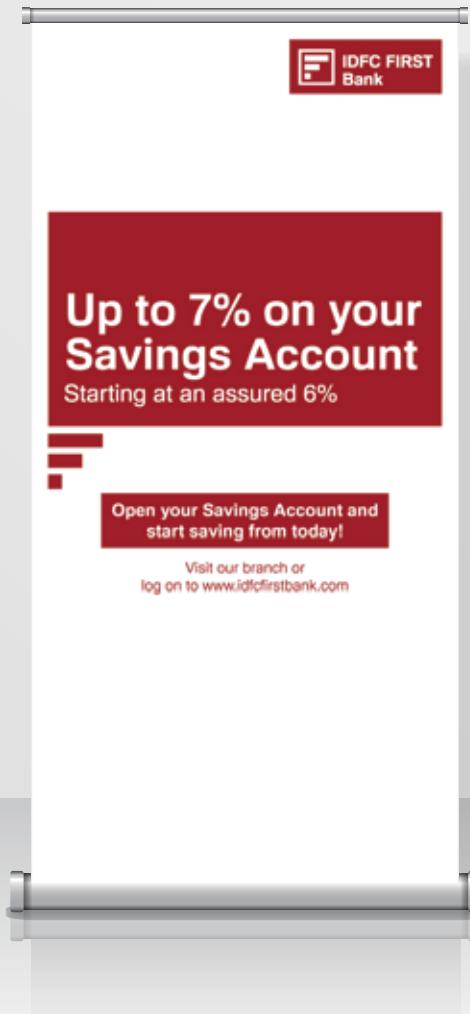


COMMUNICATION TEMPLATE - STANDEE

Text + Illustration



Text



Text + Image



COMMUNICATION TEMPLATE - POSTER

Text + Illustration



Get up to 7% p.a. on your IDFC FIRST Bank Savings Account
Starting at an assured 6%

7%

Just maintain your account balance as below:

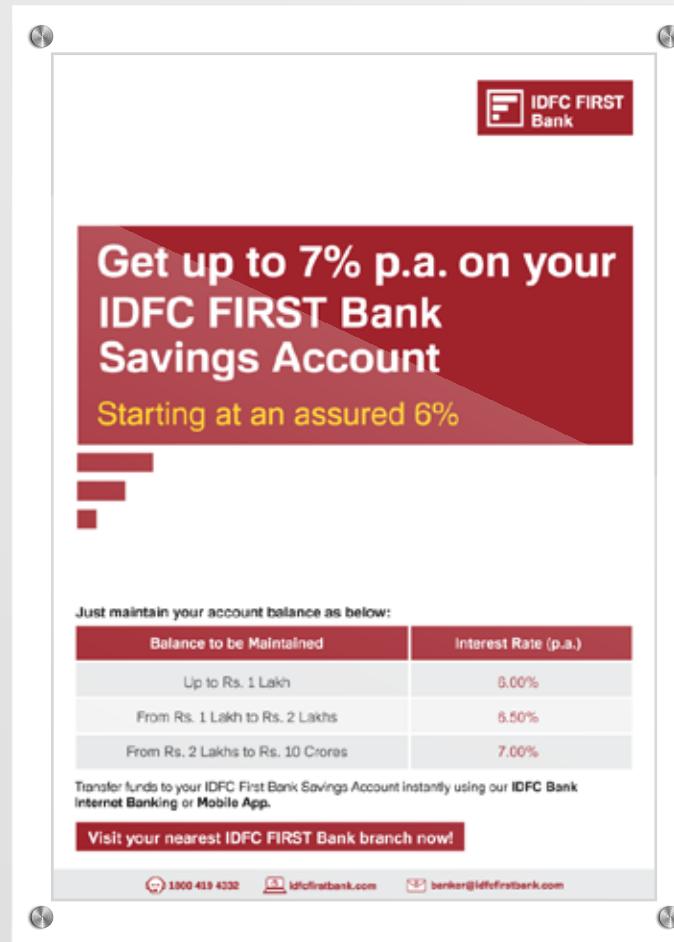
Balance to be Maintained	Interest Rate (p.a.)
Up to Rs. 1 Lakh	6.00%
From Rs. 1 Lakh to Rs. 2 Lakhs	6.50%
From Rs. 2 Lakhs to Rs. 10 Crores	7.00%

Transfer funds to your IDFC First Bank Savings Account instantly using our IDFC Bank Internet Banking or Mobile App.

Visit your nearest IDFC FIRST Bank branch now!

1800 419 4332 idfcfirstbank.com banker@idfcfirstbank.com

Text



Get up to 7% p.a. on your IDFC FIRST Bank Savings Account
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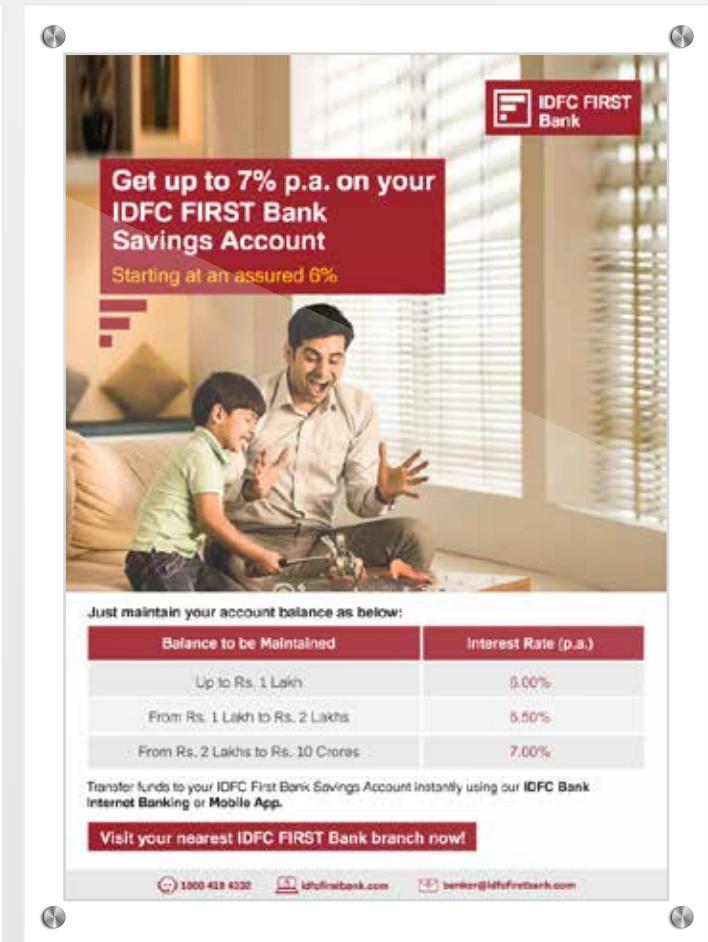
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Text + Image



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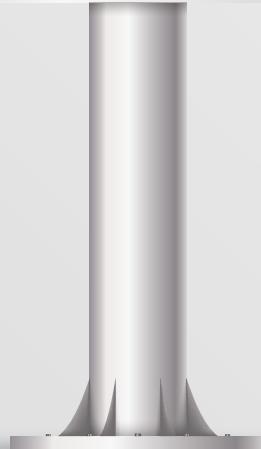
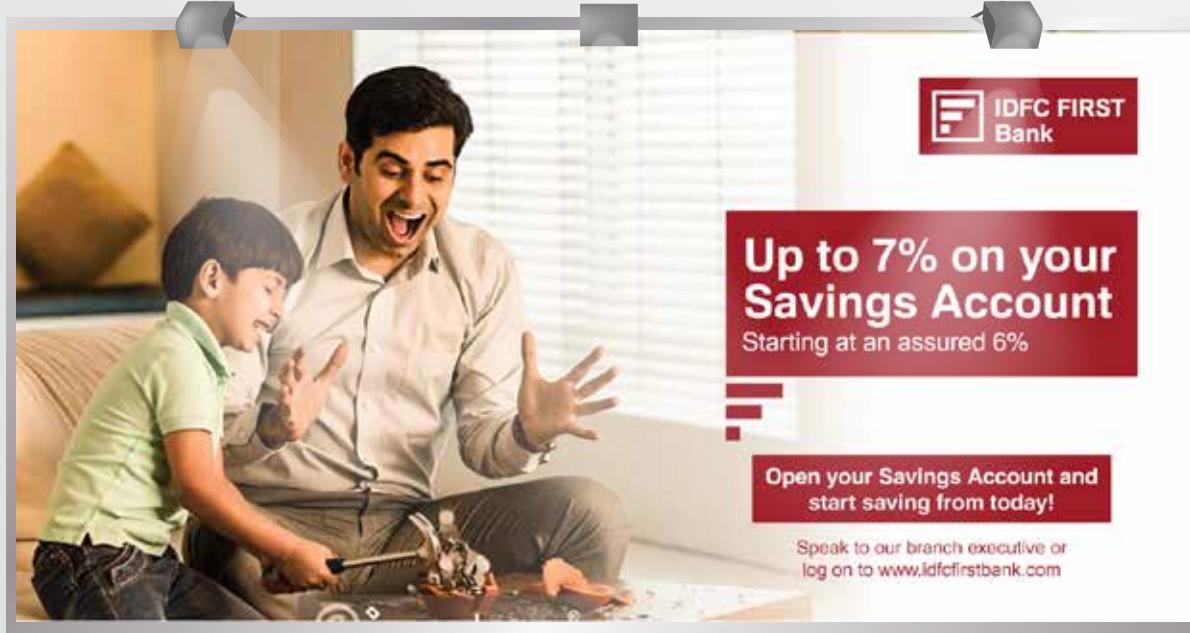
Transfer funds to your IDFC First Bank Savings Account instantly using our IDFC Bank Internet Banking or Mobile App.

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COMMUNICATION TEMPLATE - BANNER & HOARDING

Banner



COMMUNICATION TEMPLATE - EMAILER

Emailer

IDFC FIRST Bank

Up to 7% on your Savings Account
Starting at an assured 6%

A man and a young boy are sitting on a sofa, smiling and laughing together.

Dear Customer,

Effective 18th December, 2015, IDFC Bank and Capital First have merged to become IDFC FIRST Bank - the bank that always puts its customers first.

In celebration of our merger, we bring you the industry-best rate of up to 7% on the IDFC Bank Savings Account on maintaining a minimum balance above Rs. 2 Lakhs. If not, you could still enjoy guaranteed returns of 6%. No TDS applicable.

Simply maintain your account balance as mentioned below:

Balance to be Maintained	Interest Rate (p.a.)
Up to Rs. 1 Lakh	6.00%
From Rs. 1 Lakh to Rs. 2 Lakhs	6.50%
From Rs. 2 Lakhs to Rs. 10 Crores	7.00%

For balances above Rs. 10 crores, please contact the branch.

[Click here to start saving from today!](#)

1. The name IDFC First Bank is subject to regulatory approvals.
2. Rates are applicable for domestic, ATM and NRO savings bank accounts, effective 20th December 2015. Frequency of interest payout will continue to be on quarterly basis.
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Read about our T&Cs and Privacy policy.

1800 419 4332 | [idfcfirstbank.com](#) | banker@idfcfirstbank.com

