



**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

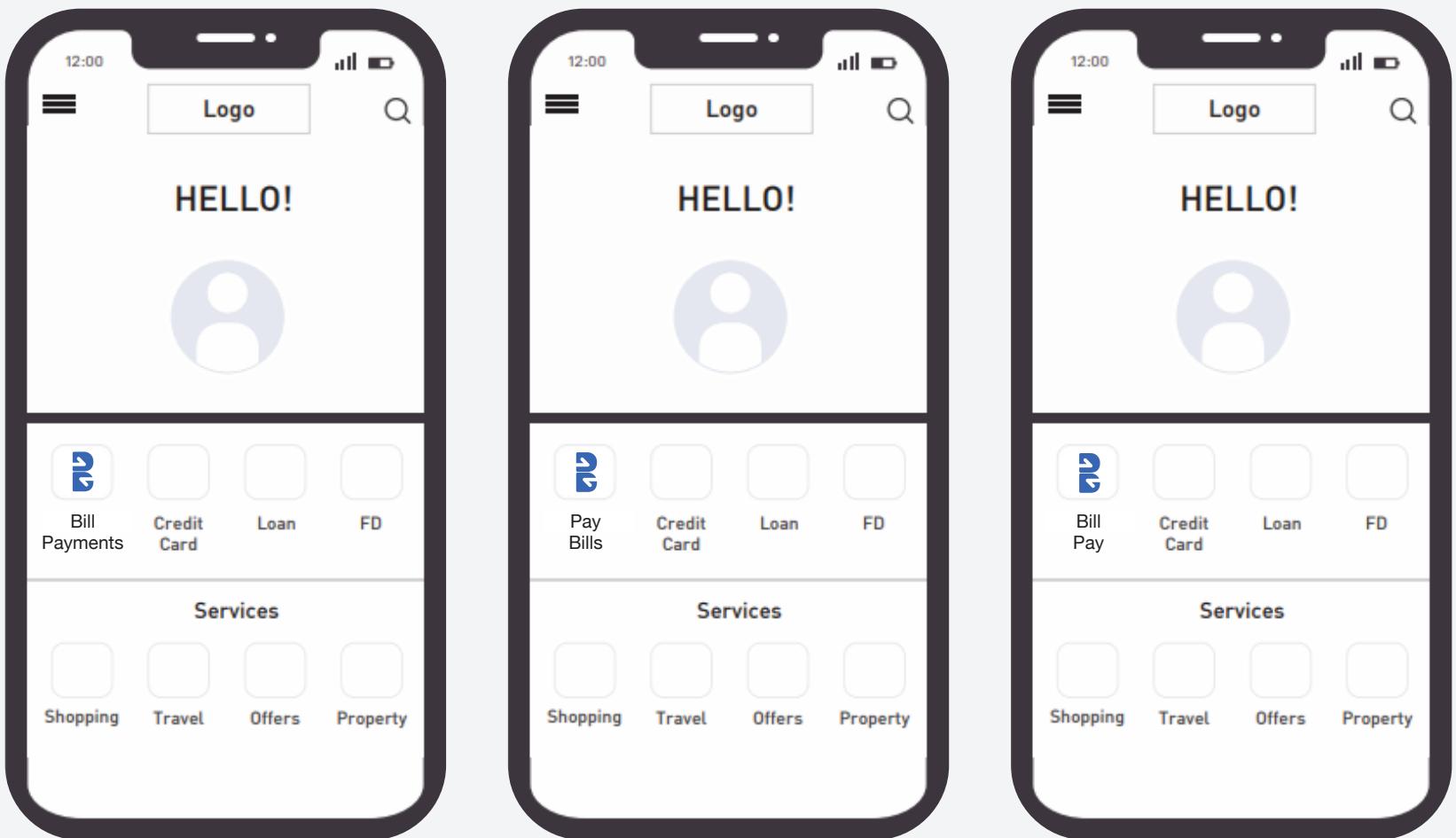
Section	B Assured logo
Payment Confirmation	Mandatory
Sonic Branding	Mandatory
Receipt (Digital and Physical)	Mandatory

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

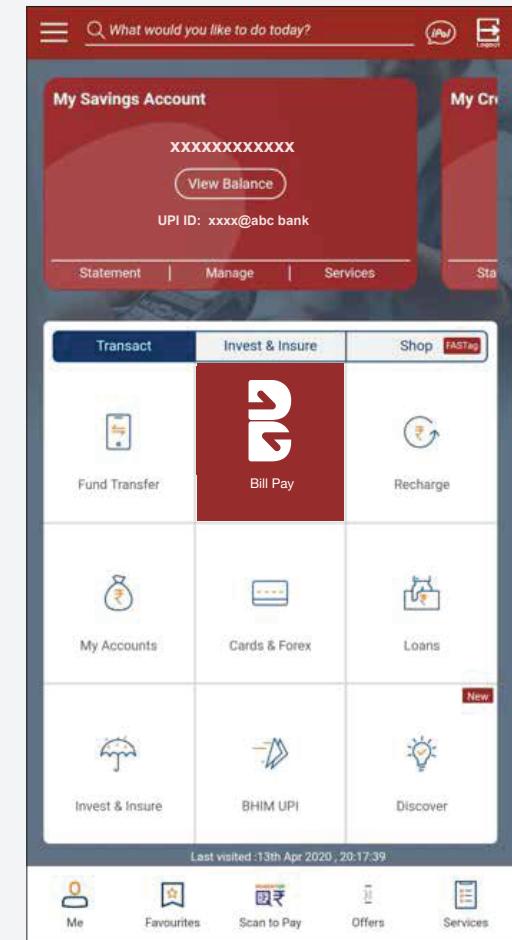
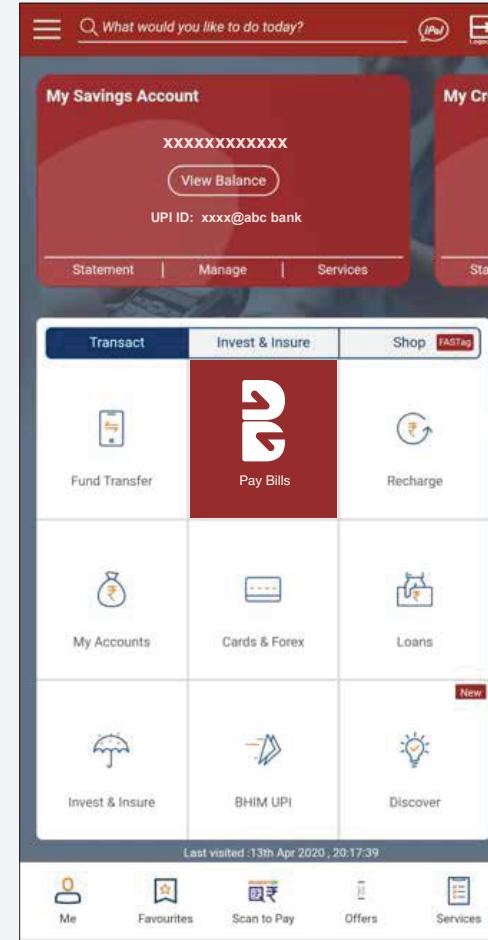
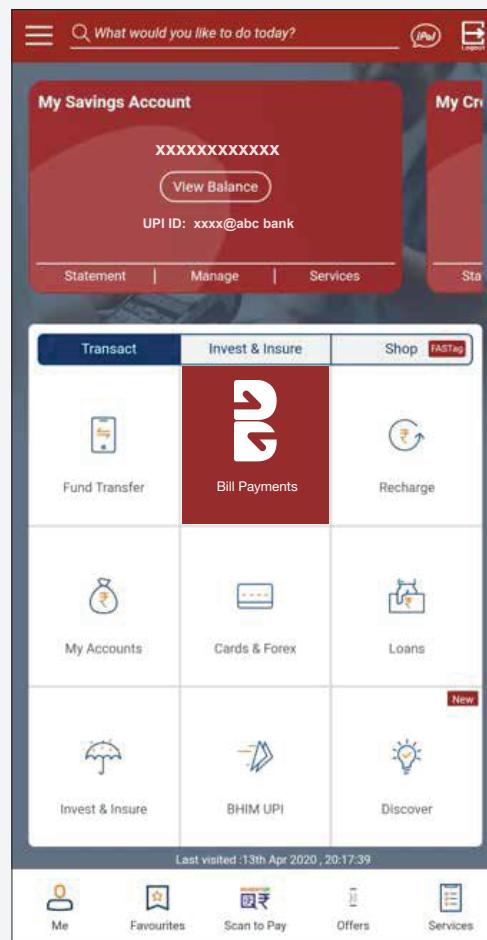
Mobile App

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



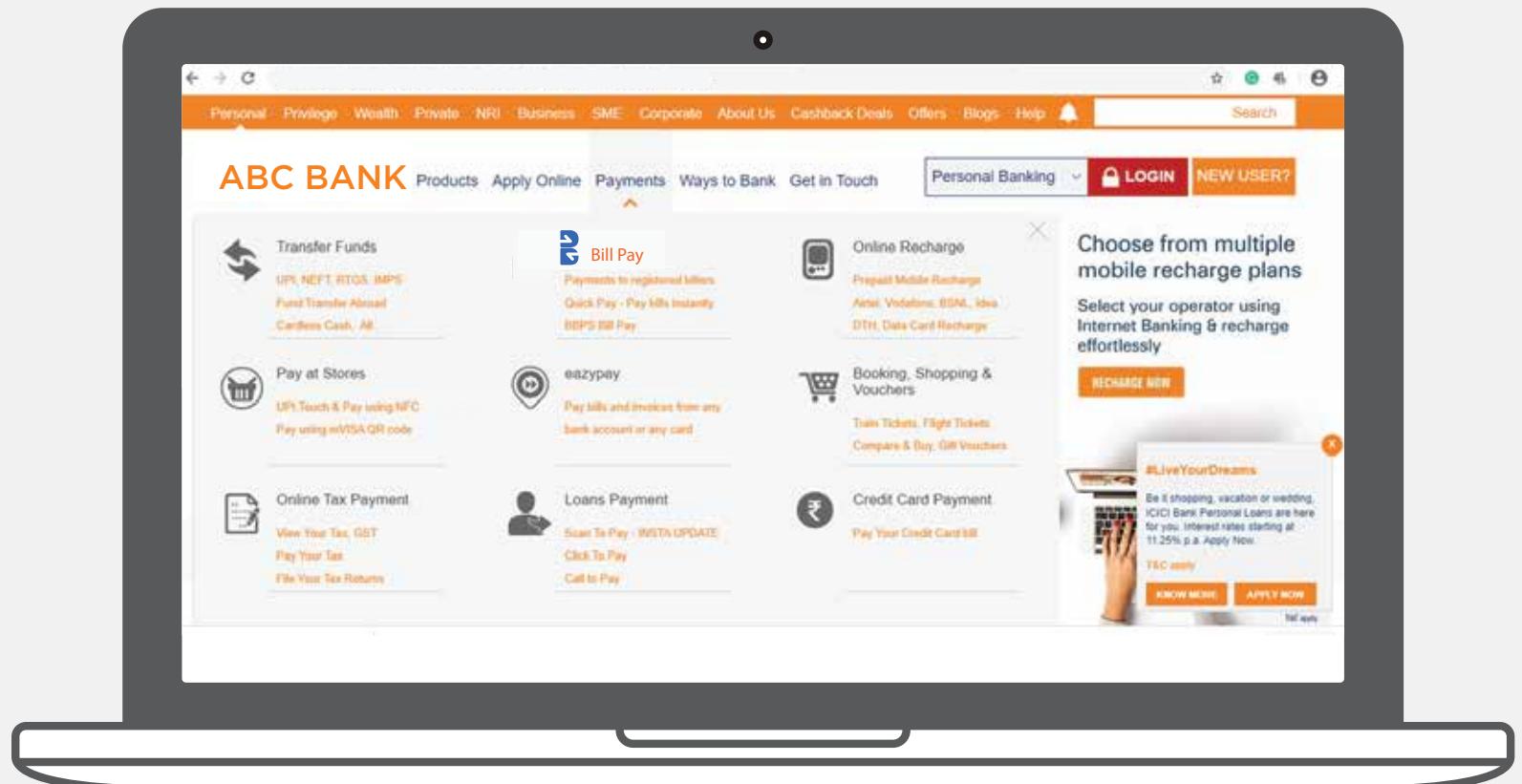
Mobile App

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



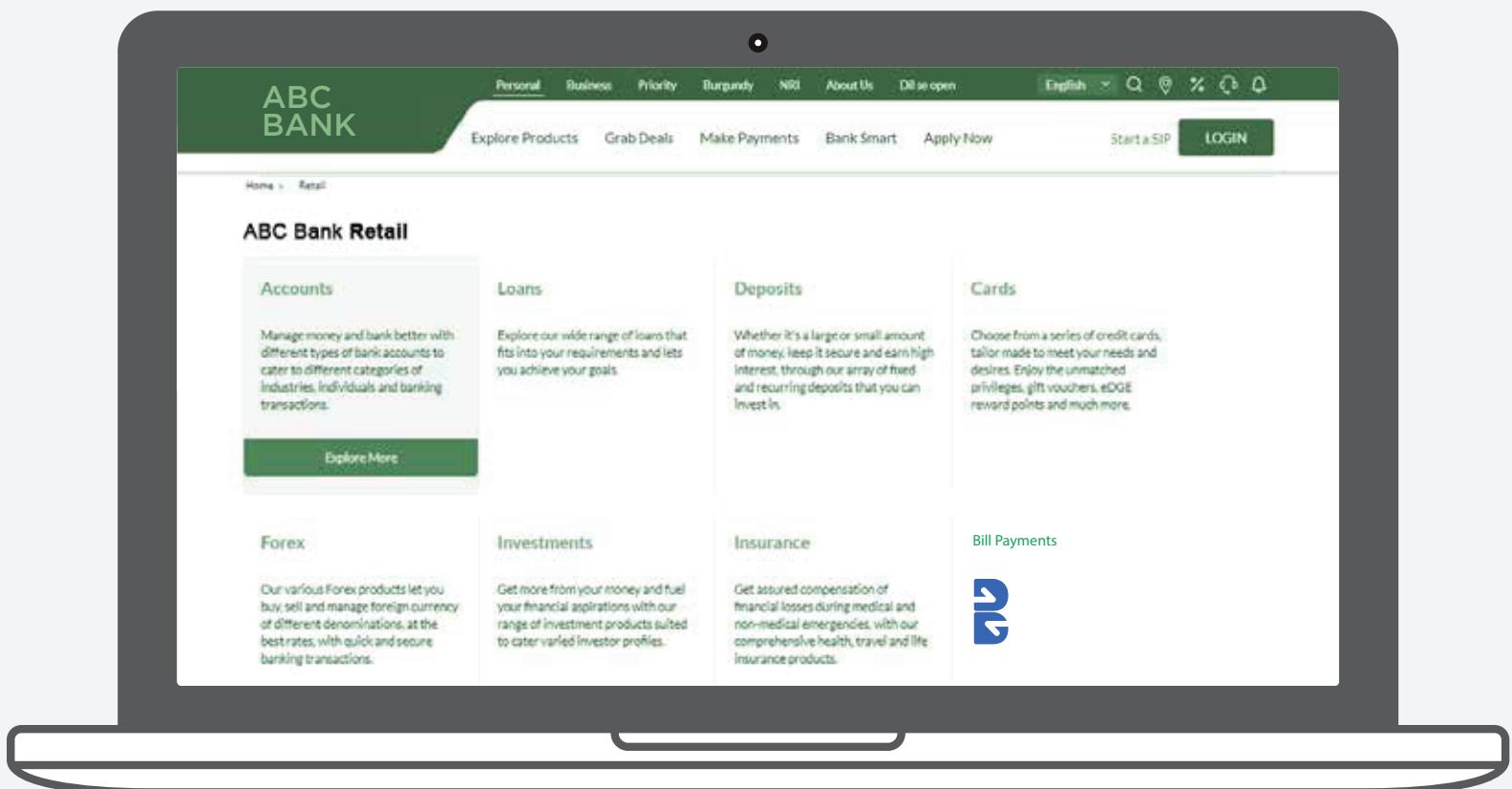
Website

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



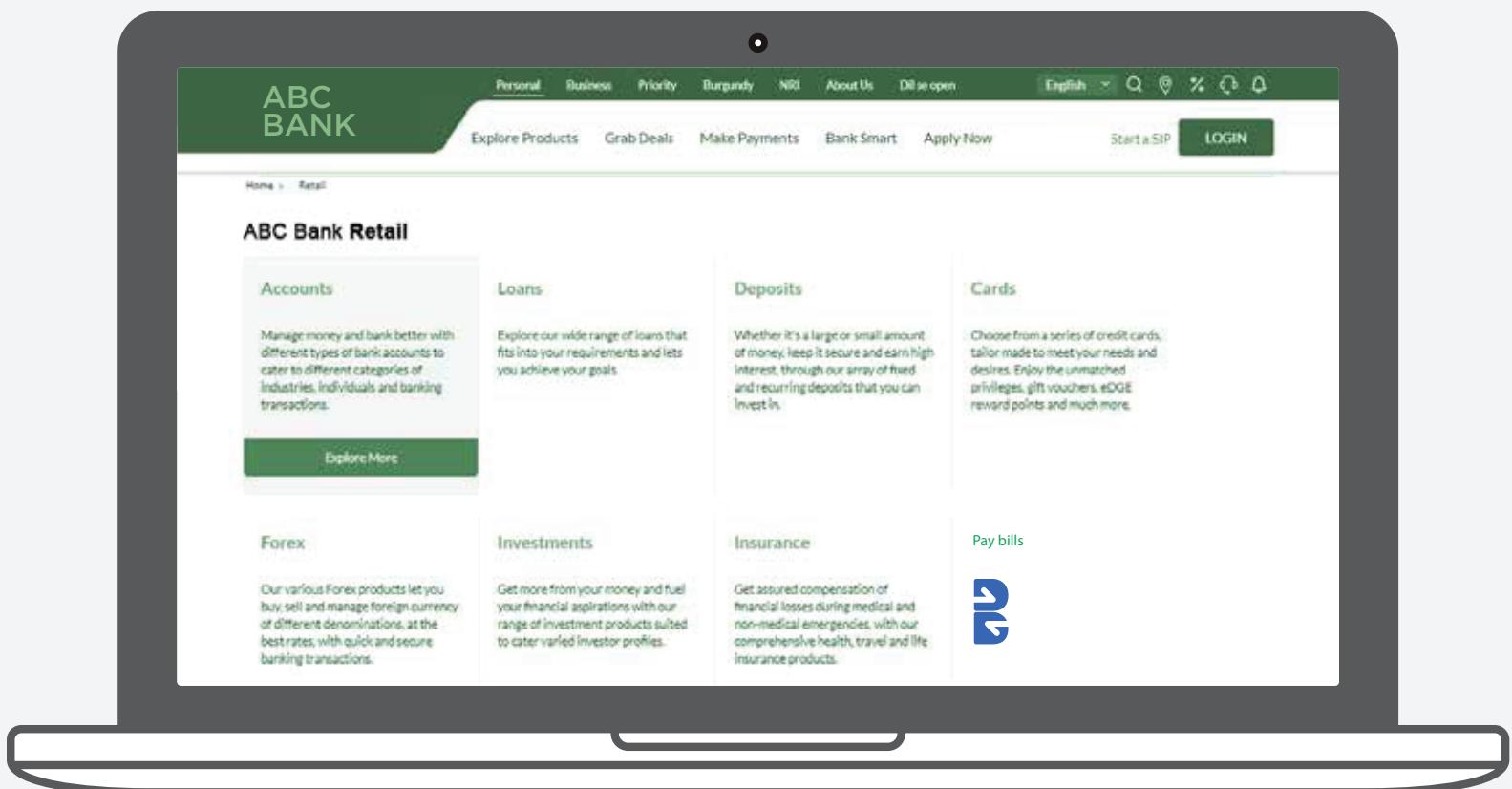
Website

The B mnemonic in website/entry page



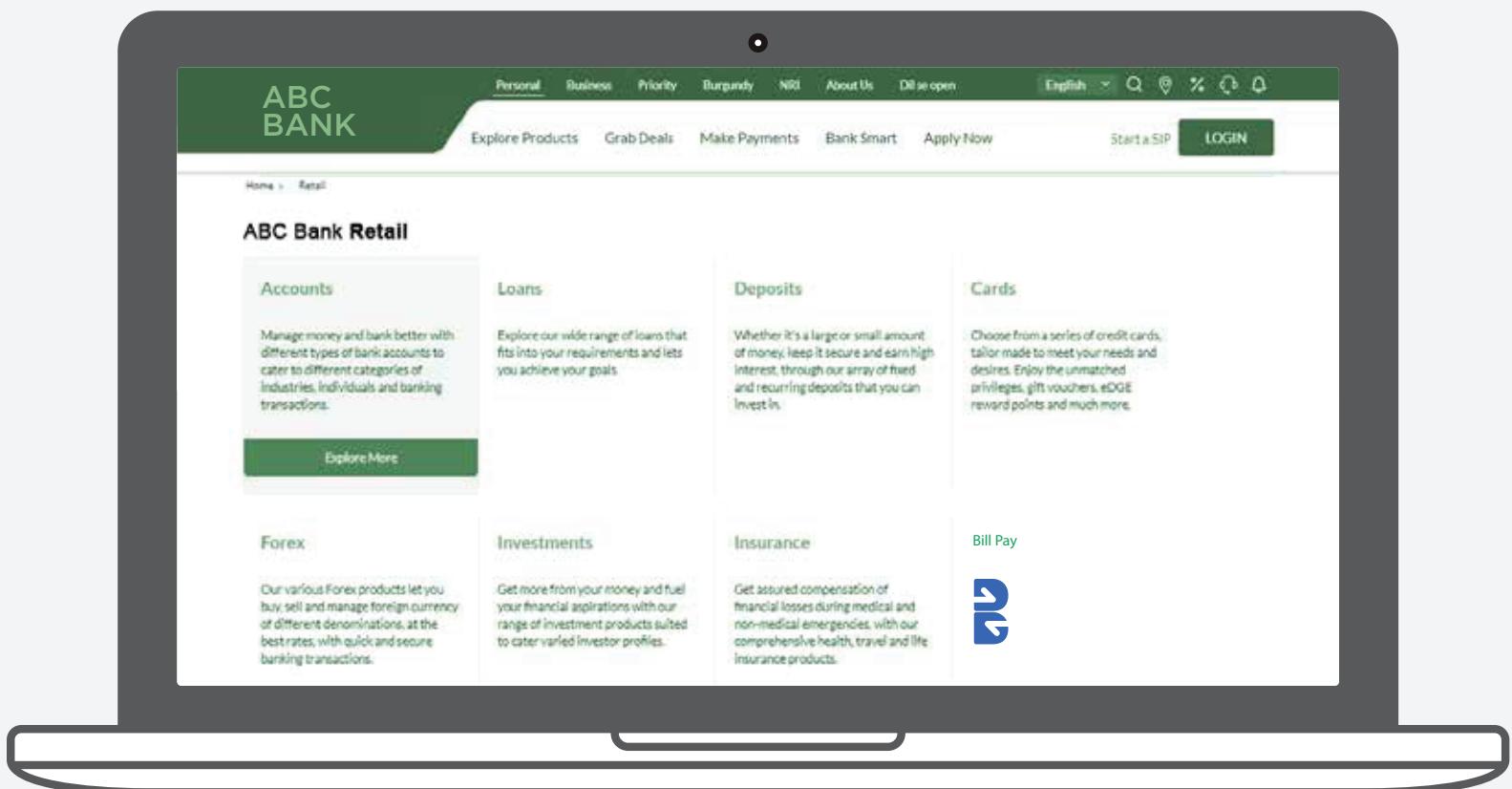
Website

The B mnemonic in website/entry page



Website

The B mnemonic in website/entry page

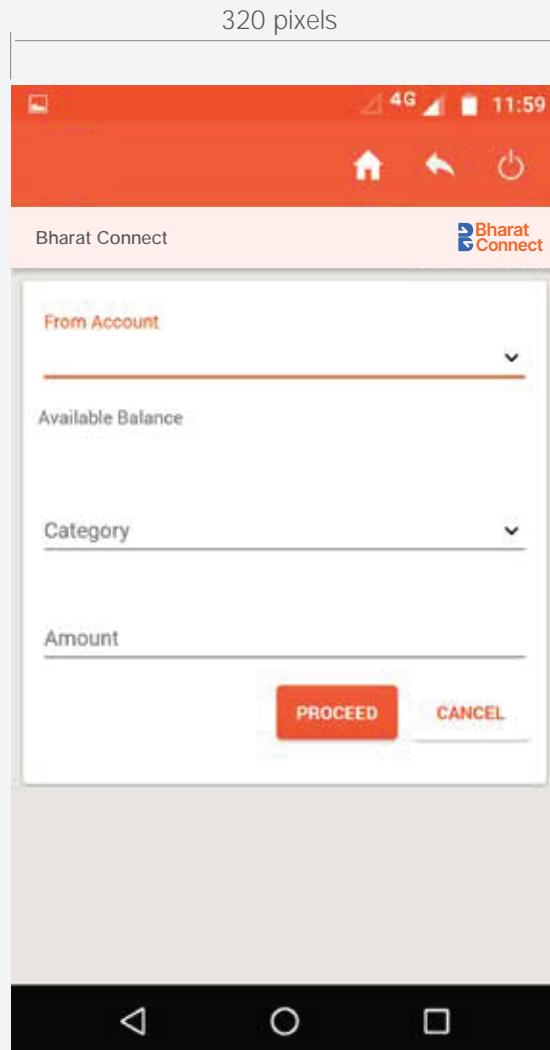


STAGE-2

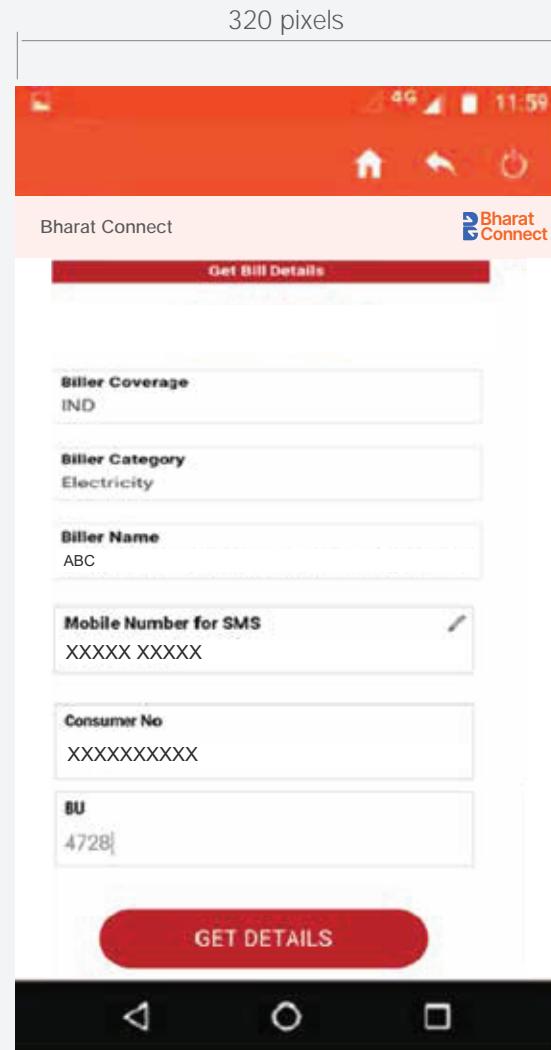
The Bharat Connect Horizontal logo to be used on selection of biller, bill fetch and bill payment screens. In the case stakeholders guidelines do not permit use of vertical logo, horizontal logo may be use

Mobile App landing page

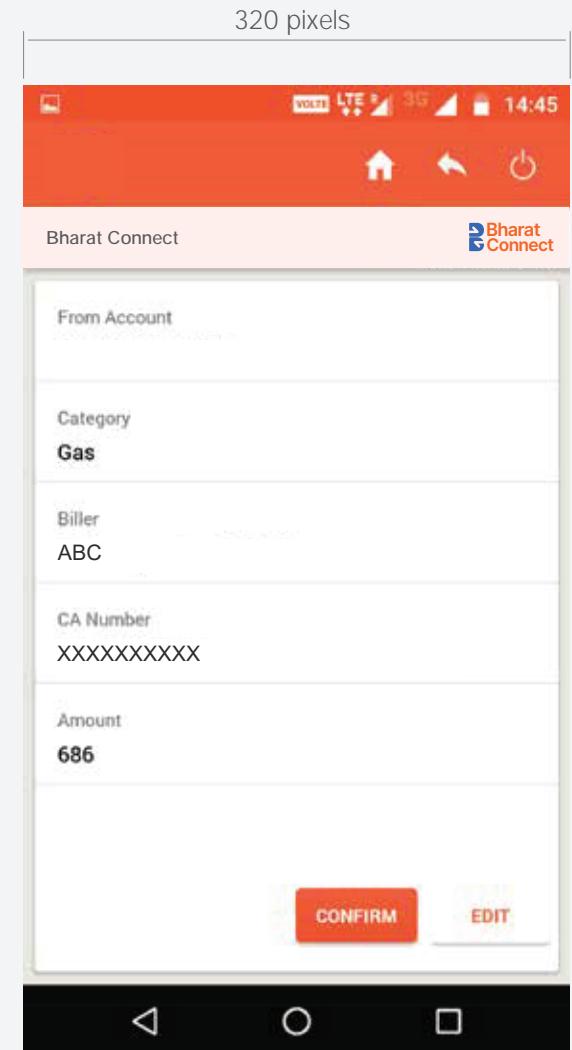
Bharat Connect logo, when used on mobile app/wallet etc. should be present on the top right-hand corner of the page with optimum visibility.



Selection of Biller



Bill Fetch



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

The screenshot shows a web interface for bill payment. At the top left is a 'NetBanking' link, and at the top right is the 'Bharat Connect' logo. A red horizontal bar spans the top of the page. On the left, a sidebar menu includes 'My Bills' (with a right arrow), 'My Billers' (with a right arrow), 'Bharat Connect' (with a down arrow), 'Instapay', 'Query Transaction', 'Check Bharat Connect Complaint Status', 'Complaint History', and 'Raise Service Complaint'. The main content area is titled 'Bharat Connect Billers' and contains a sub-instruction: 'Please select your biller from category, location and the specific biller or by entering biller name that you wish to add.' Below this are two search panels. The left panel is titled 'Select Biller' and has three dropdown menus: 'Category*', 'Location', and 'Biller*'. The right panel is also titled 'Select Biller' and has a dropdown menu for 'Biller Name*' containing the value 'My Postpaid'. There is an 'Exit' button in the top right corner of the main content area.

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

The screenshot shows a bill payment interface. At the top right, the Bharat Connect logo is displayed. Below it, there's a header bar with a back arrow and the text "Select Biller". The main area has tabs for "Post Paid" (which is selected) and "Prepaid". A sub-section titled "Payment Details" shows "My Postpaid" and a mobile number "XXXXX XXXXX". To the right, a summary table provides bill information:

Mobile No	: XXXXX XXXXX
Account No	: XXX-XXXXXX
Invoice No	: XXXXXXXX
Invoice Date	: 24/04
Due Date	: 24/06

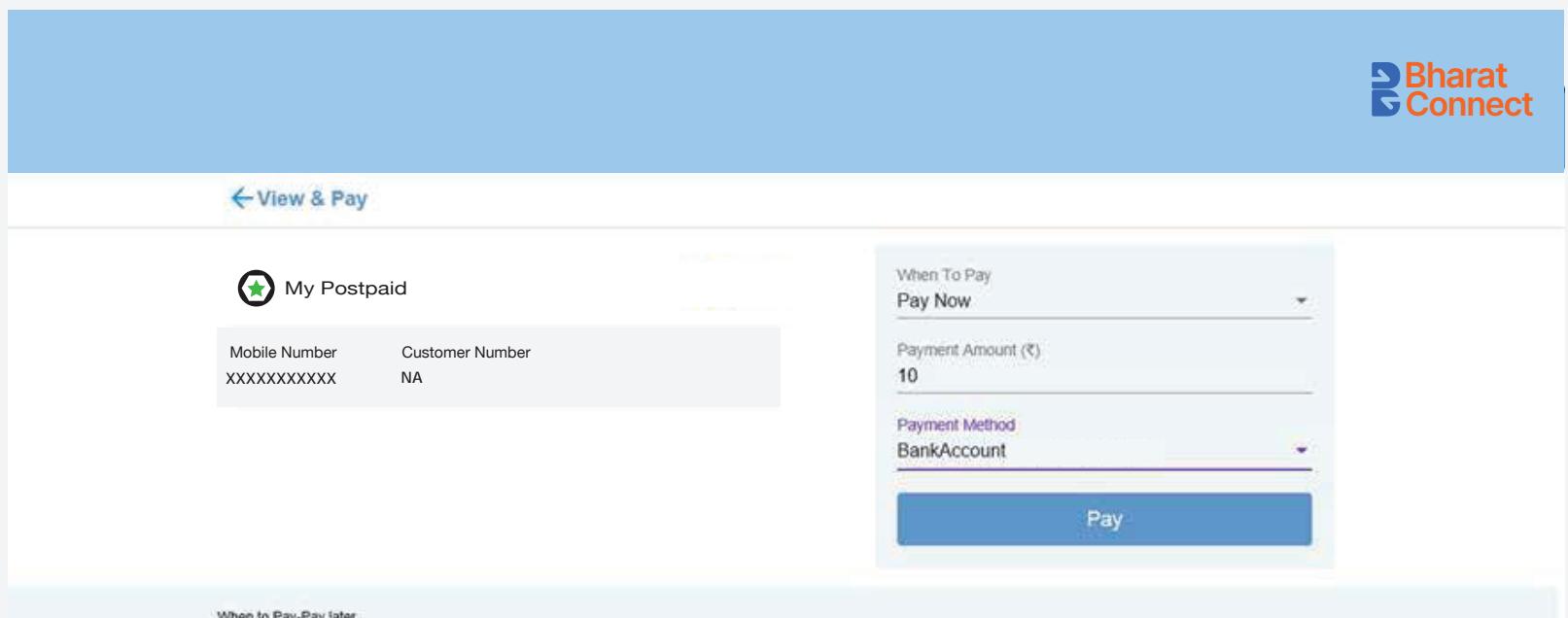
At the bottom are "Back" and "Continue" buttons.

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

1024 pixels



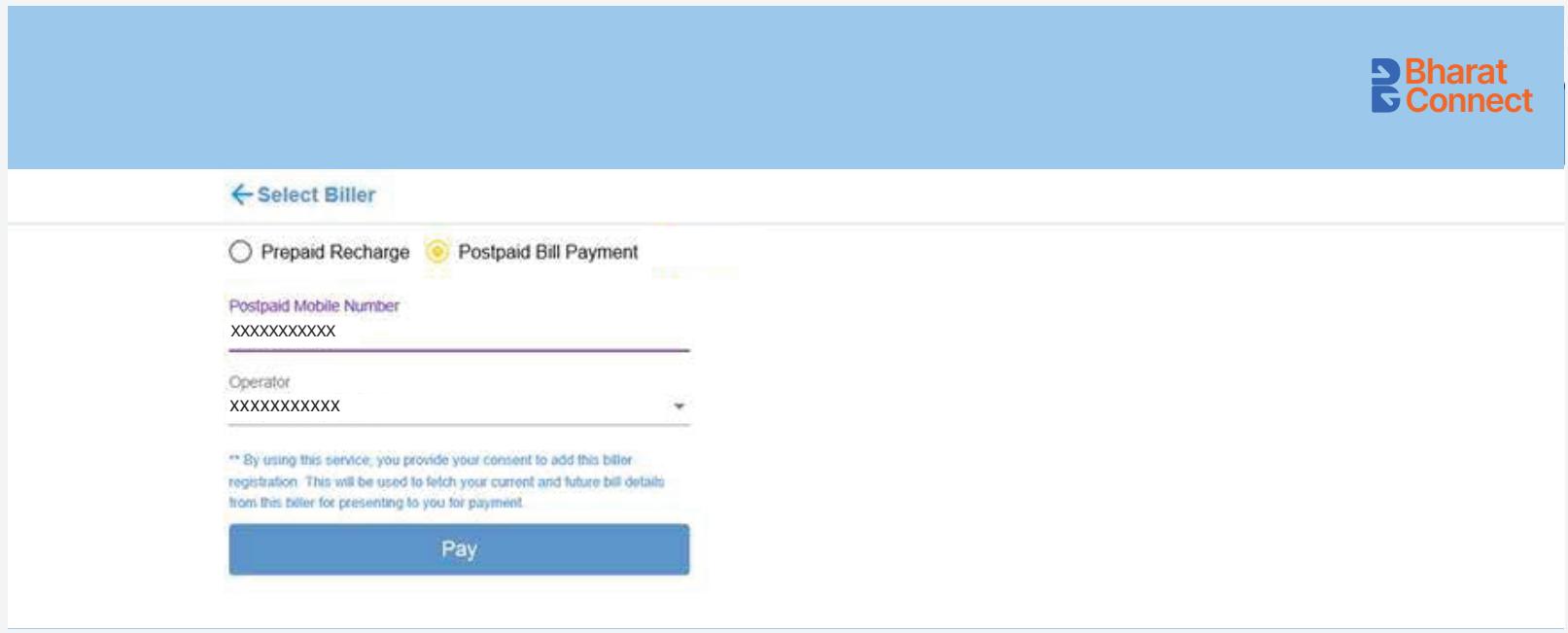
The image shows a bill payment landing page with a blue header bar. In the top right corner of the header, the Bharat Connect logo is displayed. Below the header, there is a navigation bar with a 'View & Pay' button. The main content area includes sections for 'My Postpaid' (Mobile Number: XXXXXXXXXX, Customer Number: NA), 'When To Pay' (set to 'Pay Now'), 'Payment Amount (₹)' (set to 10), 'Payment Method' (set to 'BankAccount'), and a large blue 'Pay' button. At the bottom left, there is a link for 'When to Pay-Pay later'.

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



The screenshot shows a bill payment landing page. At the top right, the Bharat Connect logo is visible. Below it, there's a header with a back arrow and the text "Select Biller". Underneath, there are two radio button options: "Prepaid Recharge" and "Postpaid Bill Payment", with "Postpaid Bill Payment" being selected. A "Next Step" button is shown next to the selection. The main form area has fields for "Postpaid Mobile Number" (containing "xxxxxxxxxx") and "Operator" (containing "xxxxxxxxxx"). Below these fields is a note: "By using this service, you provide your consent to add this biller registration. This will be used to fetch your current and future bill details from this biller for presenting to you for payment." At the bottom is a large blue "Pay" button.

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

Bharat Connect

Query Transaction

You can verify the status of your Online Transaction by entering your mobile number or transaction ref id.

Check your transaction status using Mobile number or Transaction Ref ID

Enter Mobile no

Select From Date DD/MM/YYYY

Select To Date DD/MM/YYYY

OR

Enter Transaction Ref. Id

SUBMIT

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

Bharat Connect – Raise Complaint

Select service type of complaint

Enter Details to Raise Complaint:

Mobile Number

Type of Complaint

Participation Type

Service

Select Participation Type--

Service Reason

Description

SUBMIT

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

The screenshot shows a web-based application for complaint management. At the top right, the Bharat Connect logo is displayed. On the left, a vertical sidebar contains four menu items: 'Query Transaction', 'Raise Service Complaint', 'Check Complaint Status', and 'Complaint History'. The main content area is titled 'Check Complaint Status' and includes a sub-instruction 'STEP 1 - Please enter Complaint ID and select type of complaint.' Below this, a red-highlighted input field is labeled 'Check complaint status using Complaint ID'. To its right are two input fields: 'Complaint ID' and 'Type of Complaint', which is a dropdown menu with the placeholder 'Select Type Of Complaint...'. A large orange 'SUBMIT' button is positioned at the bottom right of the form.

Check Complaint Status

STEP 1 - Please enter Complaint ID and select type of complaint.

Check complaint status using Complaint ID

Complaint ID

Type of Complaint

Select Type Of Complaint...

SUBMIT

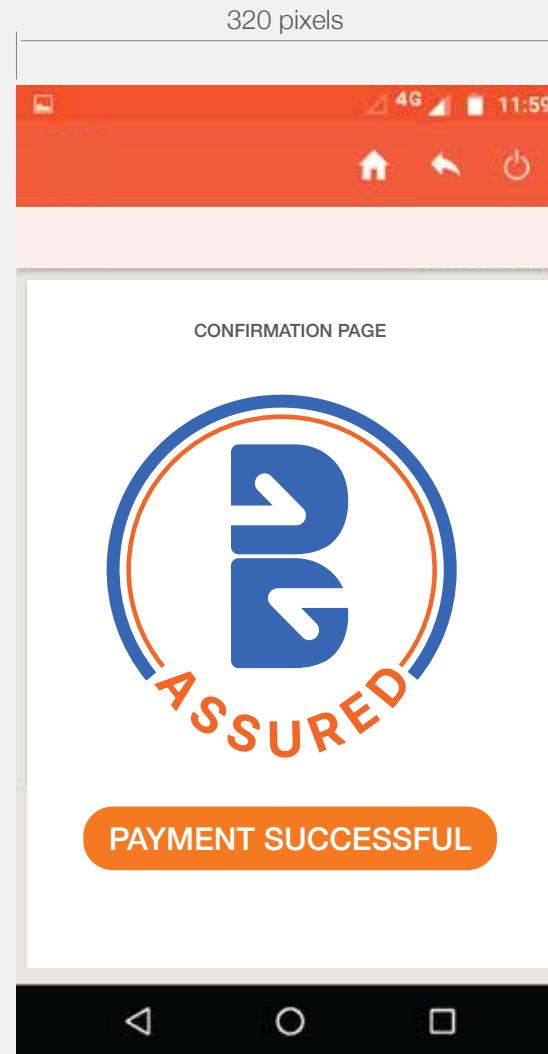
Complaint Status

STAGE-3

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

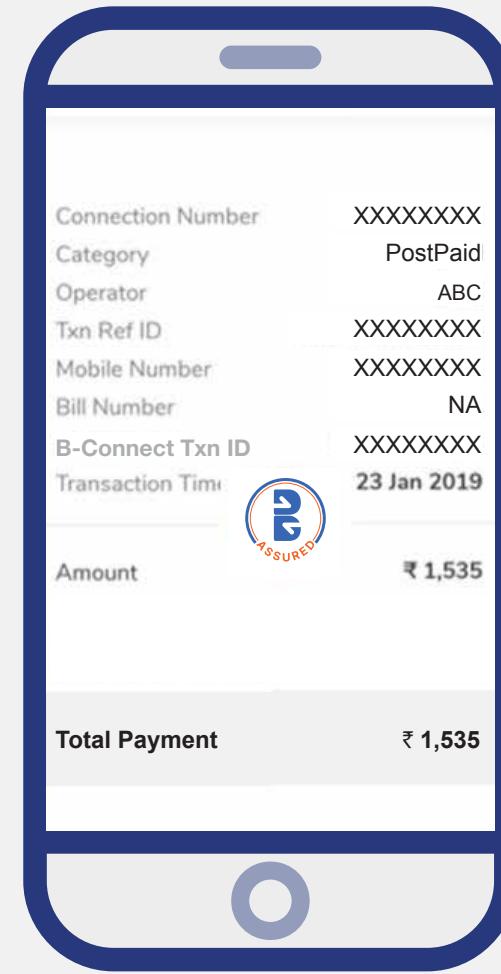
Mobile Confirmation Page

B Assured logo 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.

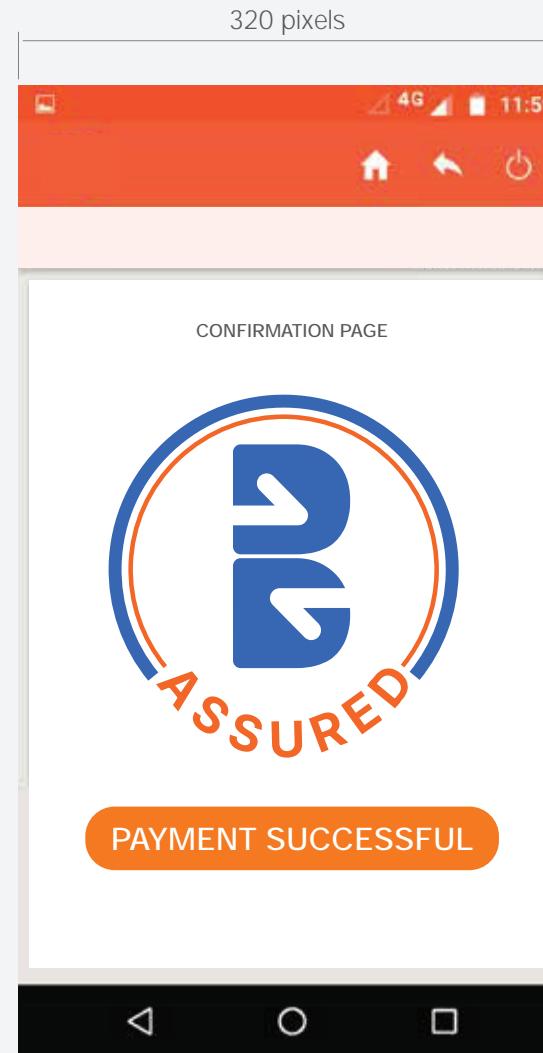


Sonic Branding

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 left-hand corner of the receipt with optimum visibility. It is mandatory to mention B-Connect Txn ID and Consumer Convenience Fee (CCF) in the receipt.


NetBanking

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	XXXXXXXXXX
Bill Number	XXXXXXXXXX
Bill Date (dd/mm/yyyy)	29/06/2017
Bill Due Date (dd/mm/yyyy)	29/06/2017
B-Connect Txn ID	XXXXXXXXXX
Registered Mobile Number	XXXXXXXXXX
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](#)

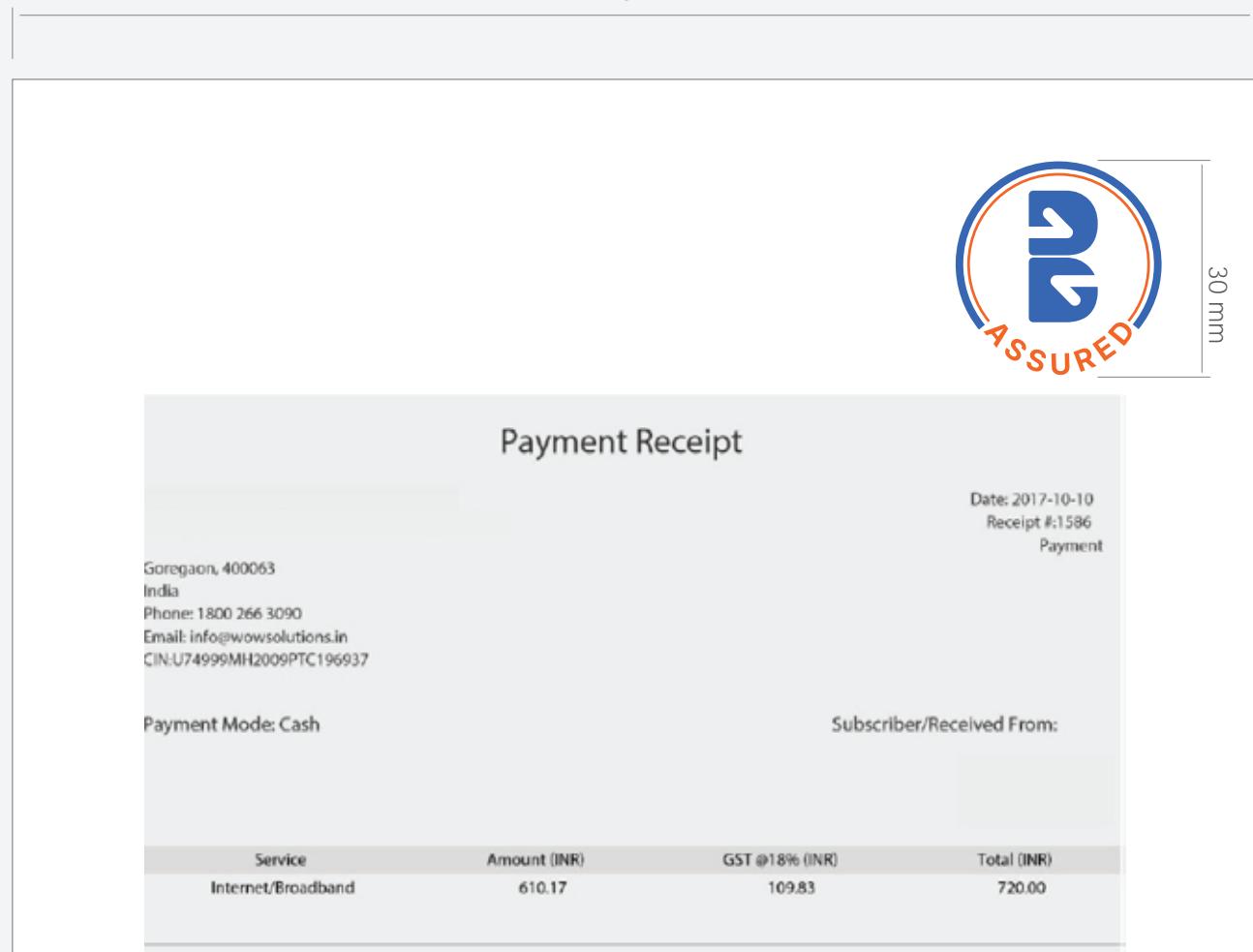
Paper Receipt

B Assured logo, when used on a paper receipt, should be present on the top right-hand corner of the receipt with optimum visibility.

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

210 mm

30 mm



THANK YOU