



# Logo Guideline & Visual Identity

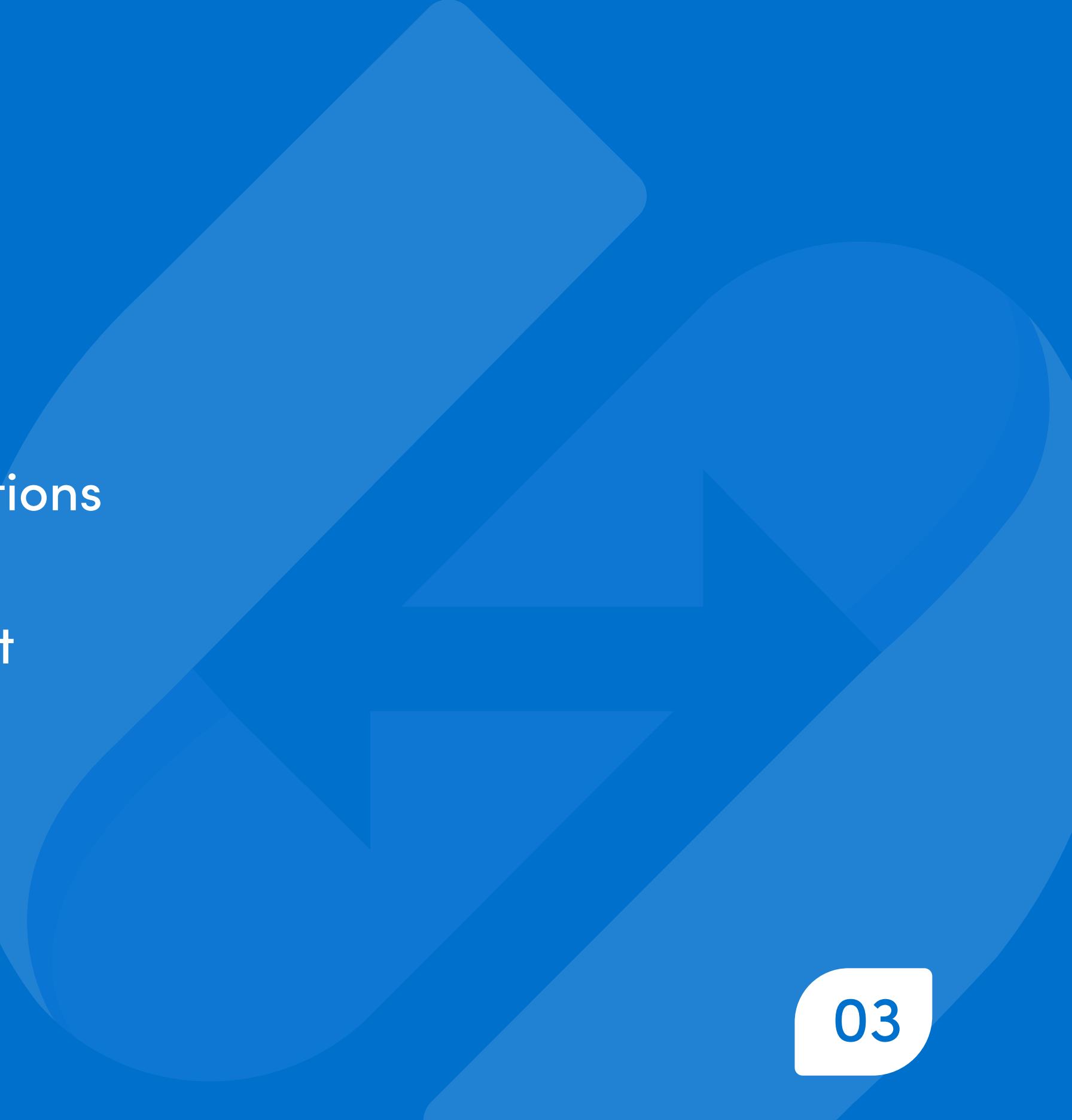
Brand Manual for Sabpaisa

# Overview

This document communicates the brand identity of **SabPaisa**. Clearly articulating the mission, values and persona for the design of all subsequent brand artifacts



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# Introduction



## Need

In today's complex businesses, companies have multiple workflows tied together by payments, such as inventory management, supplychain, logistics, delivery, messaging, vendorpayouts & EMIs that form the complete payments life cycle. The need of SabPaisa is to complete this payments life cycle with various solutions.

## Solutions

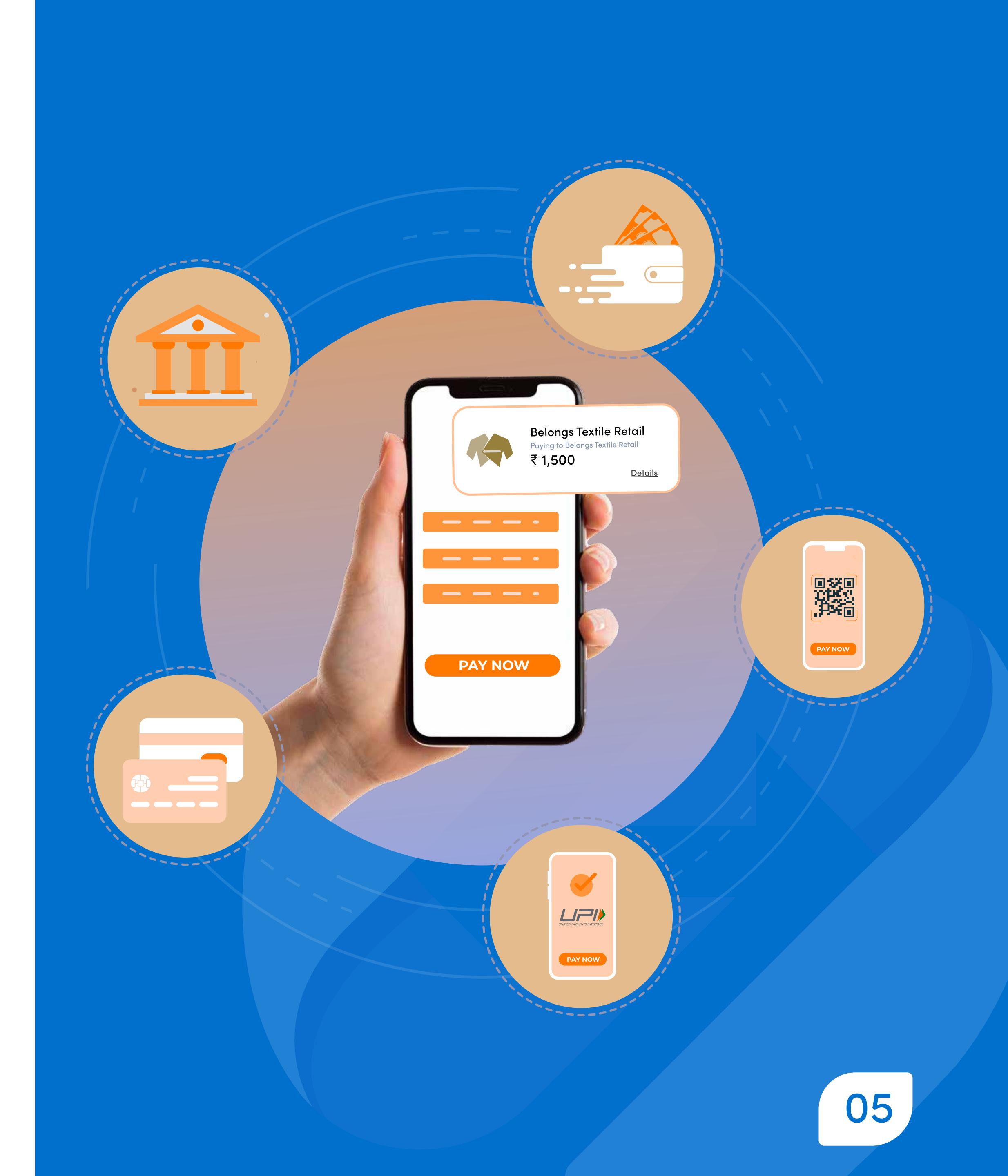
SabPaisa has worked closely with complex businesses & business houses. The comprehensive APIs built around all workflows ensure that the Payments life cycle is complete, & has solutions from Payment Collection to Payouts and workflow APIs, all in one place

## Result

SabPaisa's comprehensive solutions that complete the payments life cycle, enables businesses to build marketplaces over SabPaisa APIs, seamlessly integrated with the world's largest Payment Gateway Checkout.

# About Company

SabPaisa (SRS Live Technologies) is a rapidly growing fin-tech company that has developed the World's First API Driven Unified Payment Platform. SabPaisa is the only payment gateway whose checkout page has all payment options: from online options like Cards, Net-banking, UPI, and Wallets to offline options like e-Cash, e-NEFT & Bharat QR. Our offline mode enables payment collection through Cash and instruments with almost 10 Lac Cash Counters across India.



# Mission & Vision

## Vision

Our Vision is to ensure payment processing is accessible to everyone. The Untapped need that we cater to is Inclusivity; covering all sections of society, may it be Rich or Poor, Banked or Unbanked, uneducated, specially-abled, and language agnostic.

## Mission

SabPaisa has a mission to ensure that merchants, businesses are always updated with the Customer's aspirations. SabPaisa is future-ready to enable online/offline payment access to every Customer, and solve payments related complexities of business houses with robust APIs.

**SabPaisa believes in  
100%Digital | 100%Inclusive | 100%Freedom**

# **Brand Values**



## **Customer Centricity**

The core value of the organization is customer-centricity, with all employees thinking & acting with the customer's best interests in mind.

## **Inclusivity**

We strive to make payment processing accessible to everyone; rich or poor, banked or unbanked, uneducated, specially-abled; and language agnostic.

## **Accountability**

SabPaisa believes in the value of accountability and takes the responsibility for our actions and decisions.

## **Discipline**

To be strategic in our focus on the company's vision & objectives & to align our activities with those goals.

## **Integrity**

We always act ethically & honestly towards colleagues, customers, and partners.

# What is Branding & Identity

Branding and identity refer to the process of creating a name, symbol, or design that represents a company or product, and it is used to differentiate it from others. It encompasses everything from the name and logo to the tone and messaging used in advertising. Branding and identity create an emotional connection with customers, making them more likely to choose a particular product or service over others.



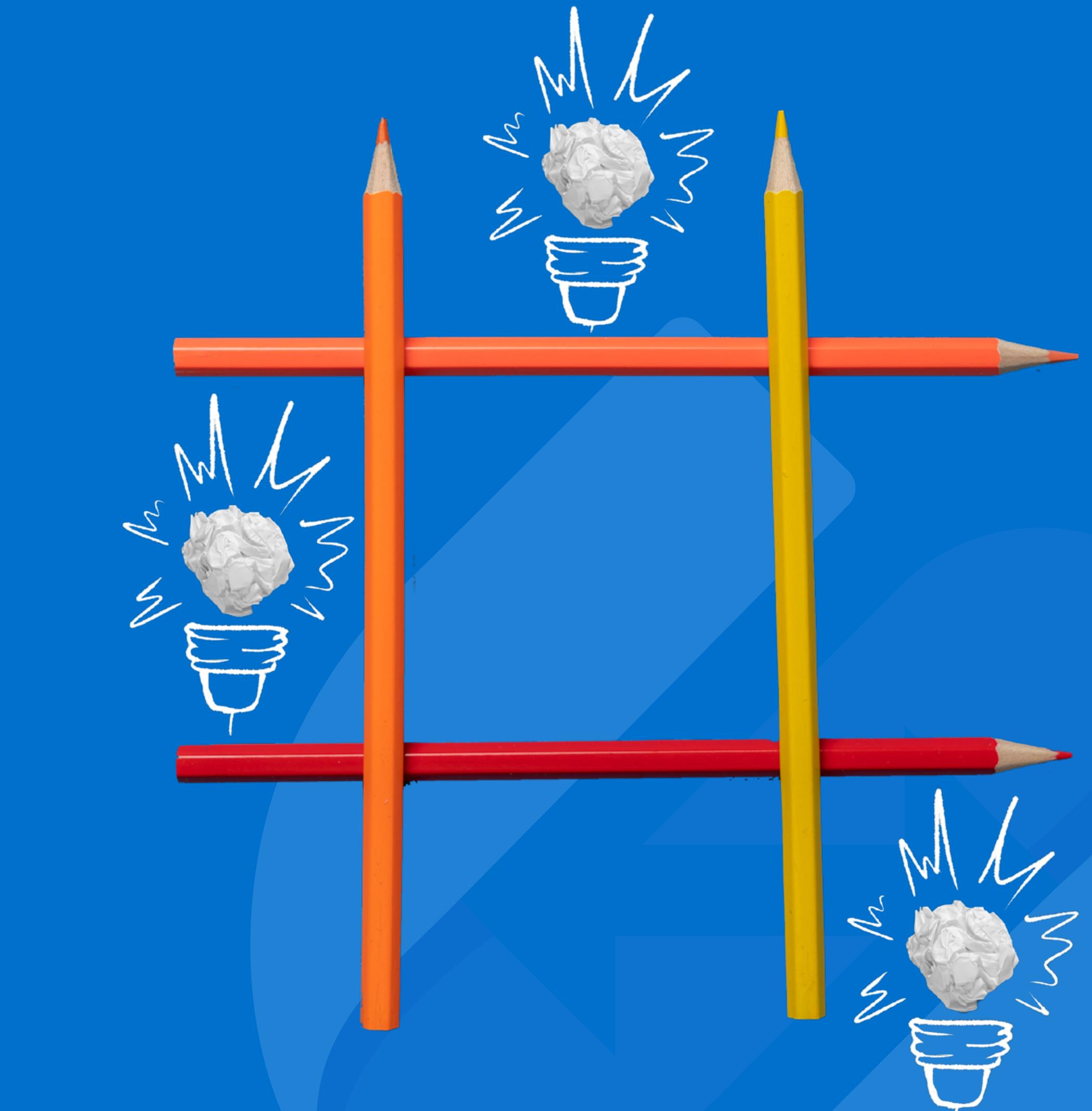
## Main Important About Branding

Branding & identity are crucial for differentiating a business or organization from its competitors and creating a lasting impression in the minds of consumers. A strong brand and visual identity can help to build trust and credibility with customers, & can also serve as a guide for all marketing and communication efforts. A consistent brand & identity across all channels and touchpoints is essential for building a strong, recognizable brand.



# Important Use of Brand Guideline

Branding guidelines are an important tool for ensuring consistency and cohesiveness in the way a brand is presented across all touchpoints. They provide clear rules and guidelines for how the brand's name, logo, and visual elements should be used, as well as guidelines for tone of voice, messaging, and communication style. By providing these guidelines, branding guidelines help to ensure that a brand is consistently represented, which can help to build trust and credibility with customers, and make the brand more recognizable and memorable.



# Logo Construction & Master Grid

A Master Grid in logo design is a layout structure that organizes the elements of a logo in a consistent, systematic way. It helps to ensure that the logo is visually balanced & easy to read, & can also be used to make sure the logo scales well across different sizes and mediums. The Master Grid can be defined by a set of guidelines or rules that dictate the placement and alignment of elements within the logo.



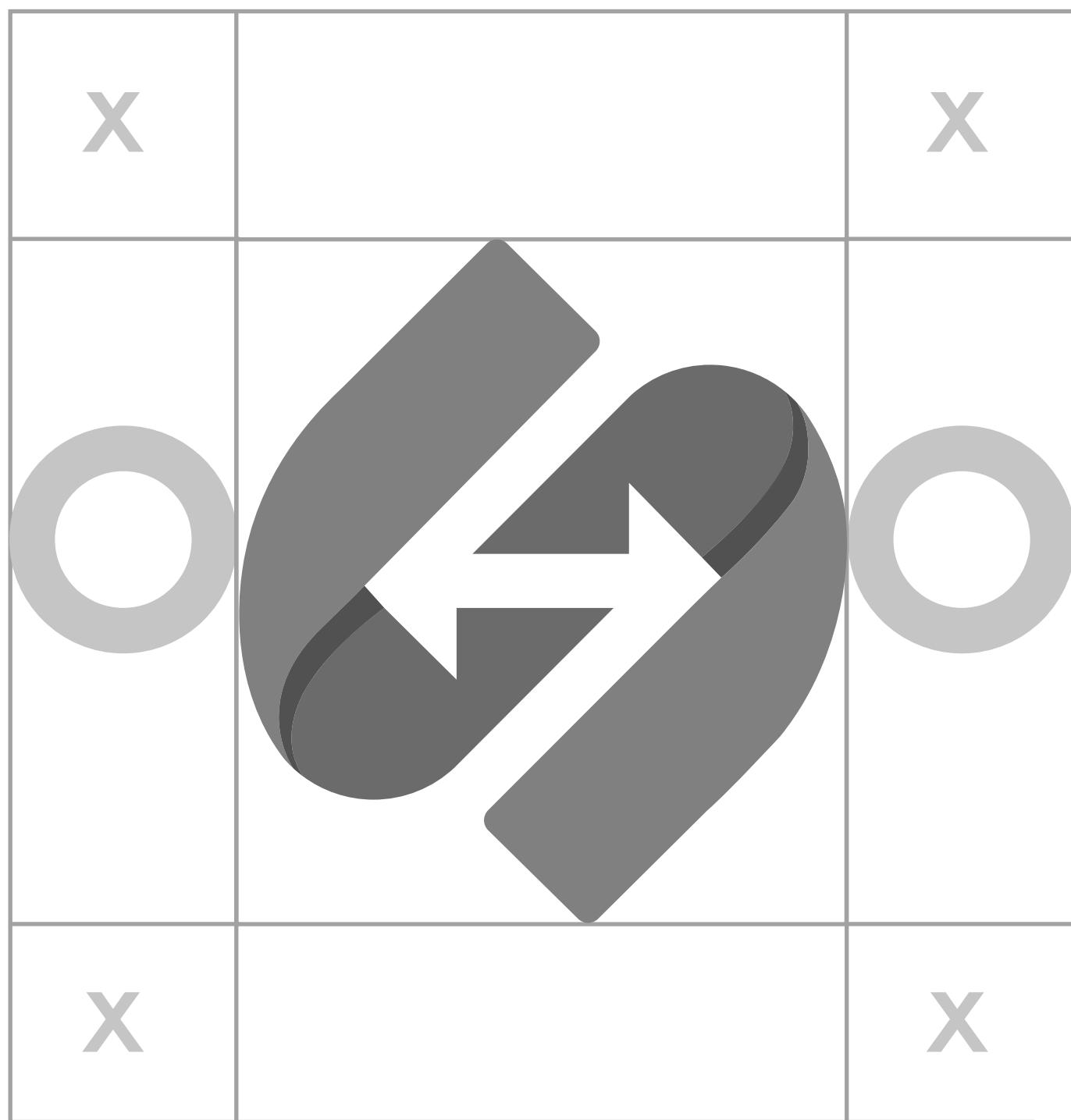
## Primary Logo

The primary logo is the most recognizable and prominent version of a company's logo. It is typically used on all official company materials, such as business cards, letterheads, & marketing materials.



## Alternative Logo & Brand Icon

An alternative logo, also known as a sub mark or secondary logo, is a simplified or variant version of a primary logo. It is used in situations where the primary logo may not be suitable, such as on smaller items like social media profile pictures or favicons on websites.



## Logo Spacing



The logo space, also known as the "clear space" or "safe zone," is the area surrounding a logo that should be kept free of any other graphic elements or text to ensure the logo remains legible and easily recognizable. This space is typically defined in a company's branding guidelines to ensure consistency in the use of the logo across all materials. The specific size of the logo space may vary depending on the size and placement of the logo.

**Placement of logo shall always carry a 100x100 placement ratio with respect to distance from edge.**



# Logo Spacing

Logo usage refers to the guidelines and rules for how a company's logo should be used in marketing and communication materials. This includes rules for color, placement, and formatting of the logo, as well as guidelines for how it should be used in different contexts, such as on social media, websites, and print materials. A company's logo usage guidelines are typically outlined in their branding guidelines and are intended to ensure consistency and protect the company's visual identity.



## Logo Meaning



Letter S



Transaction

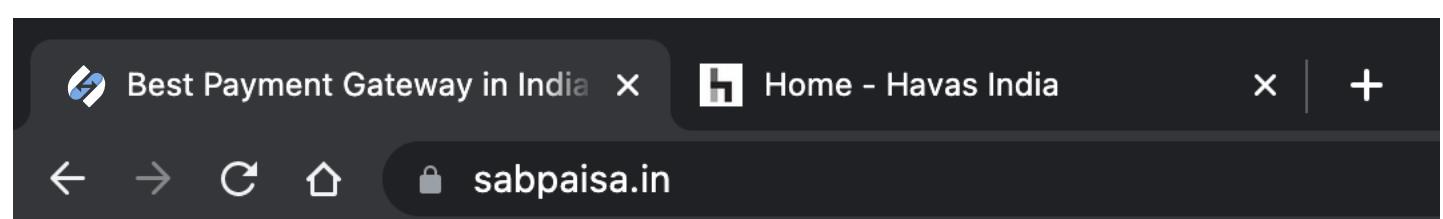
# Minimum sizing

There is a specific logo for small sizes and should be used when the logo is rendered at a size between 50px wide and 90px wide. The small logo mark should be used at a size between 15px tall and 20px tall. Only the horizontal logos are appropriate for small use. Do not use the full SabPaisa logo for small use, instead use logo icon

Maximum Sizing for Small Use Logo



Example Web Tab



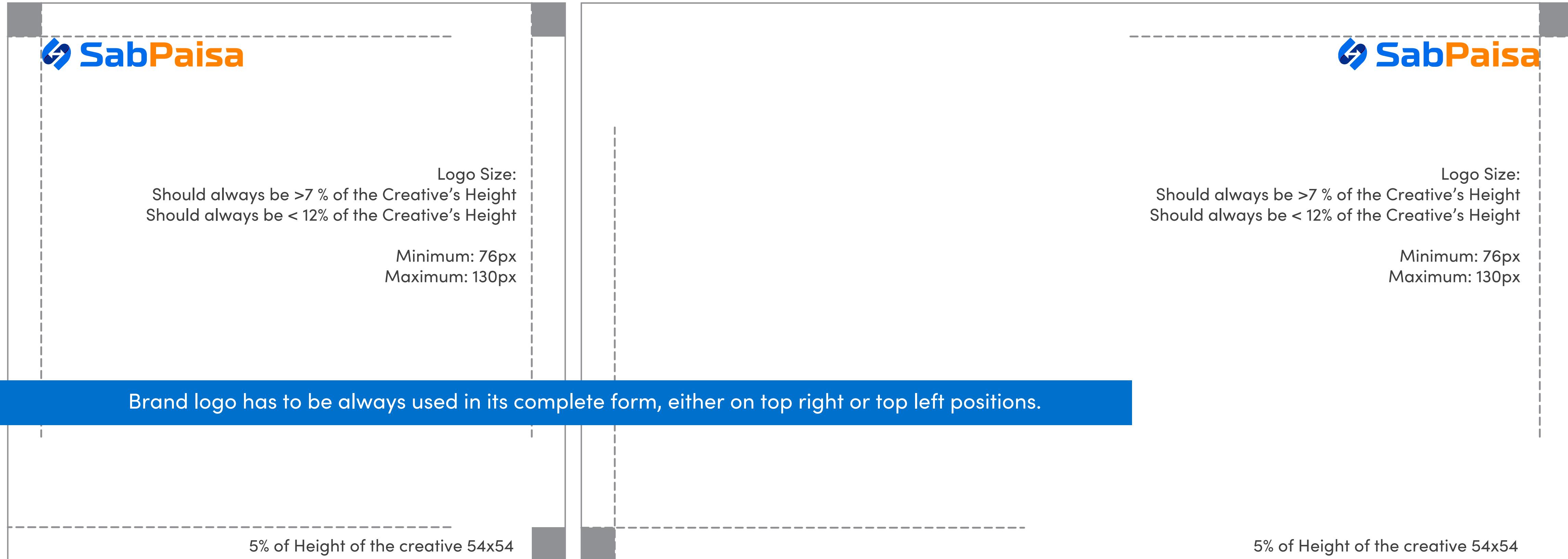
Minimum Sizing for Small Use Logo



# Logo Usage



## Guidelines Size Ratio to Creatives (Social Media)

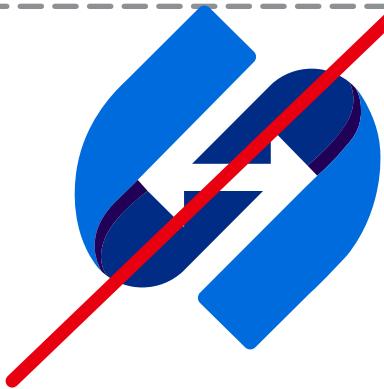


1080x1080

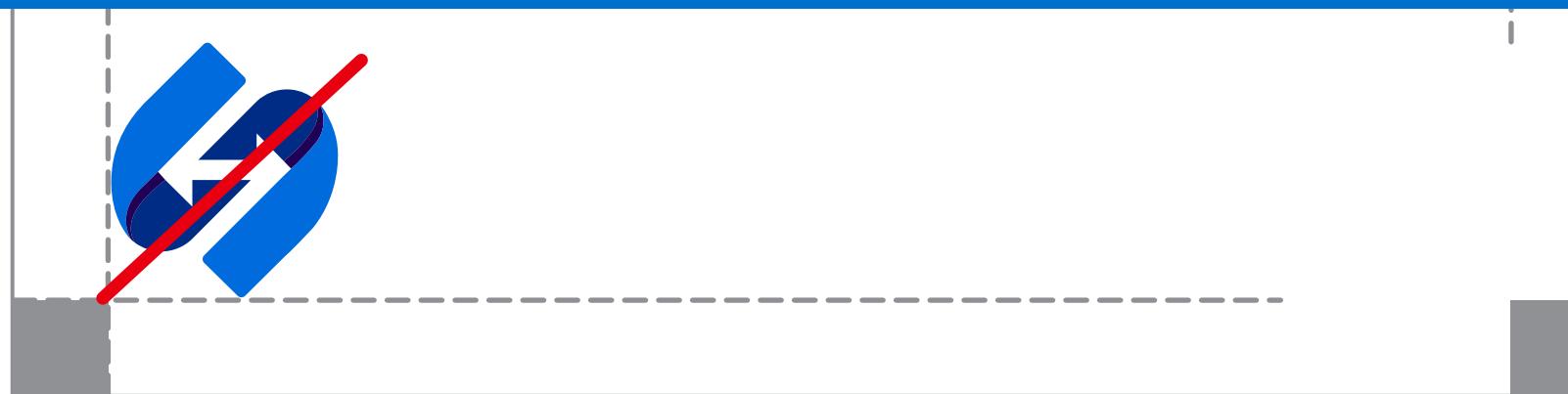
1920x1080

# Logo Usage

## Guidelines Incorrect Logo Usage to Creatives (Social Media)



Please avoid using the ' element' in isolation. The logo has to be always used in its complete form.



1080x1080

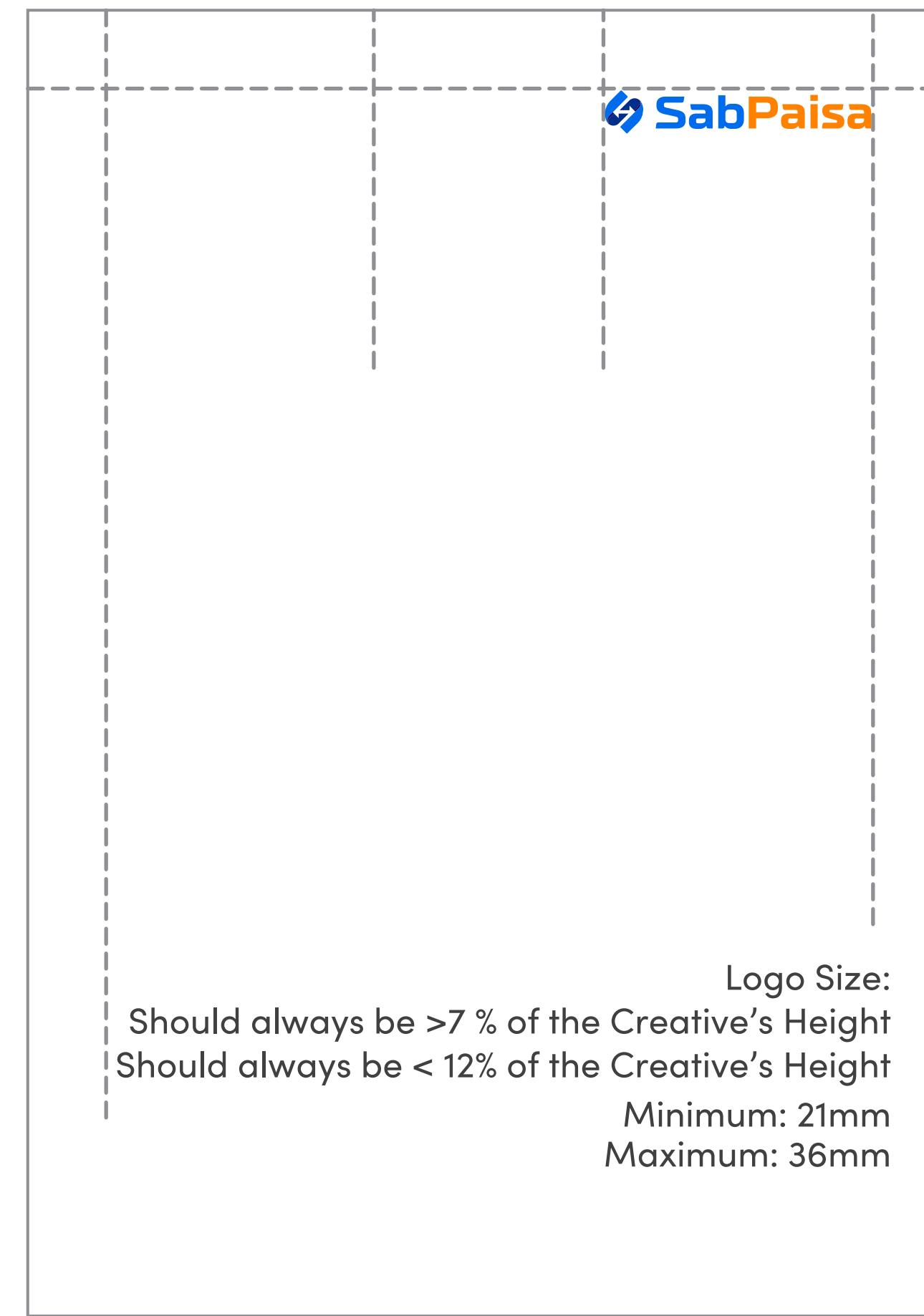
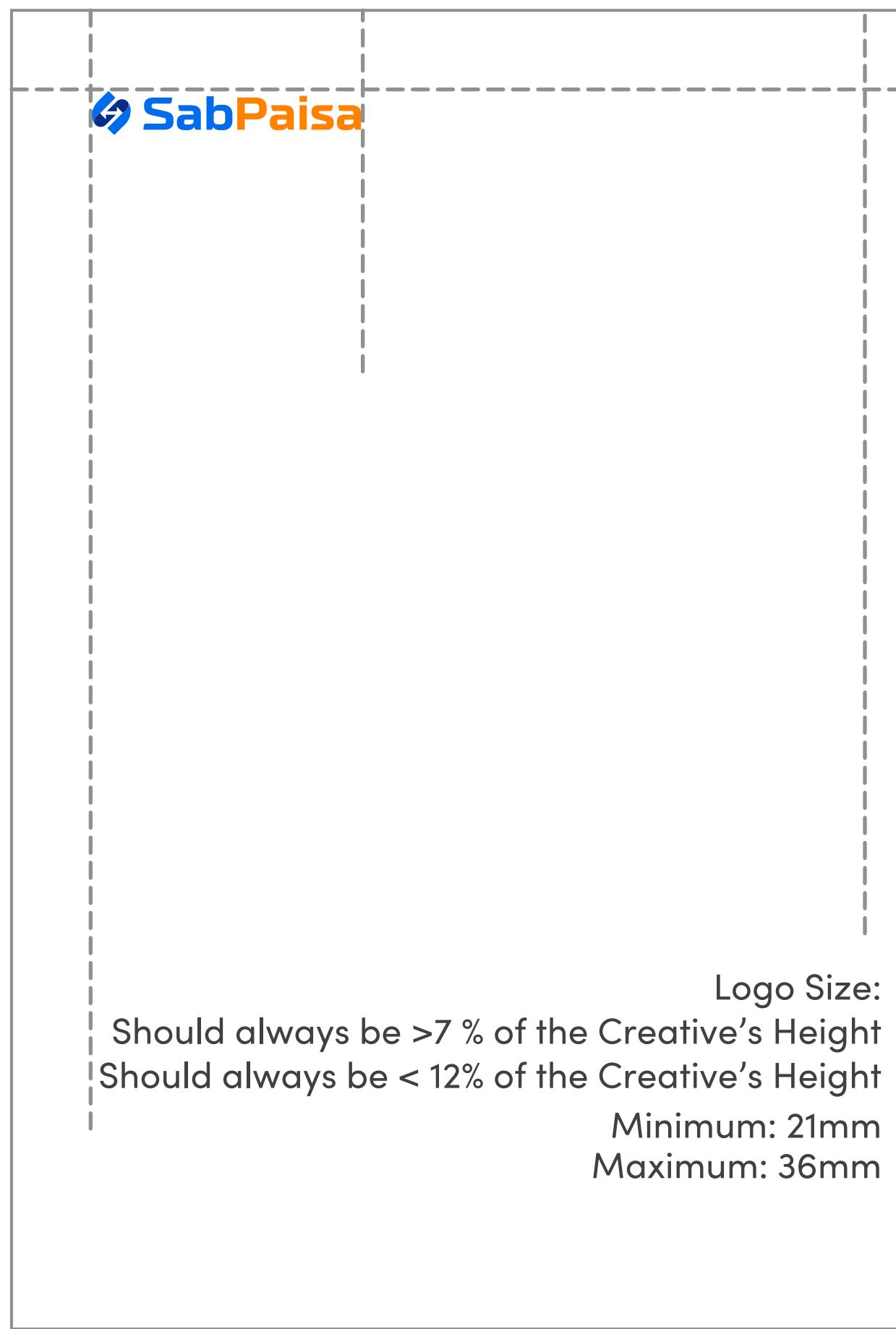


1920x1080

# Logo Usage Printing

## Guidelines Size Ratio to Creatives (Print & More)

### Vertical Designs



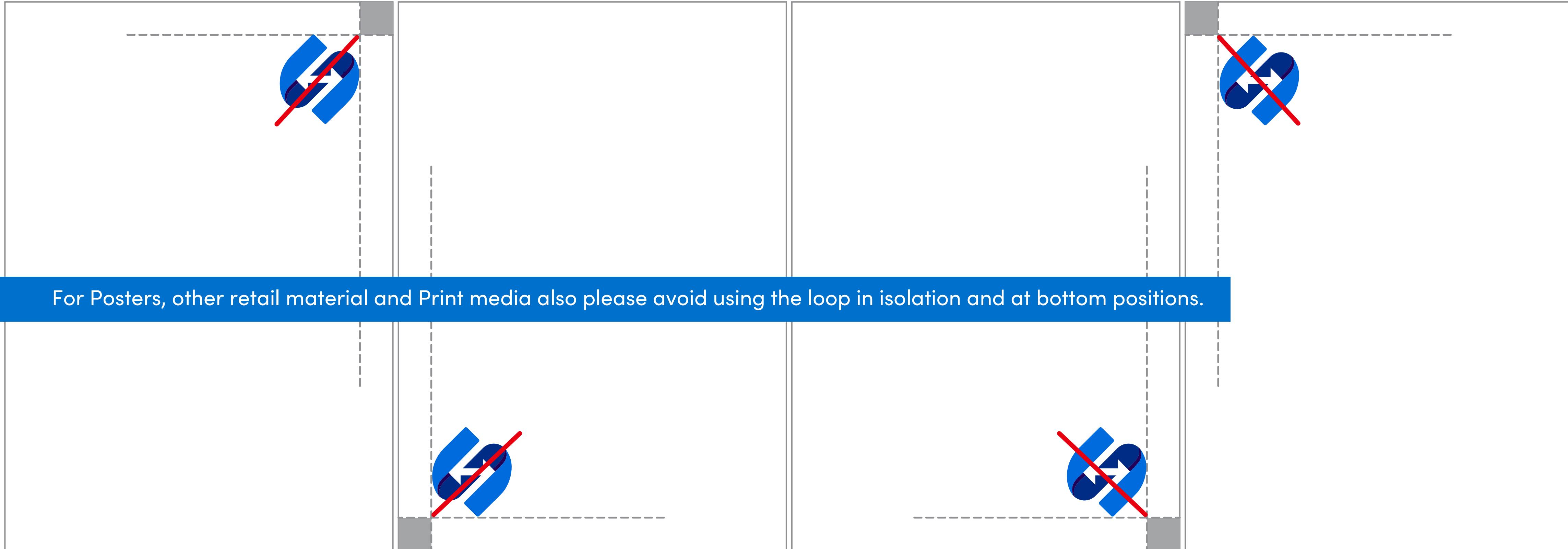
### Vertical Designs

The Brand logo is to be used in complete form as one unit, including the brand icon and text.

The logo is to be positioned at the top only, either at the right, or left positions.

# Logo Usage Printing

## Guidelines Incorrect Logo Usage to Creatives (Print & More)

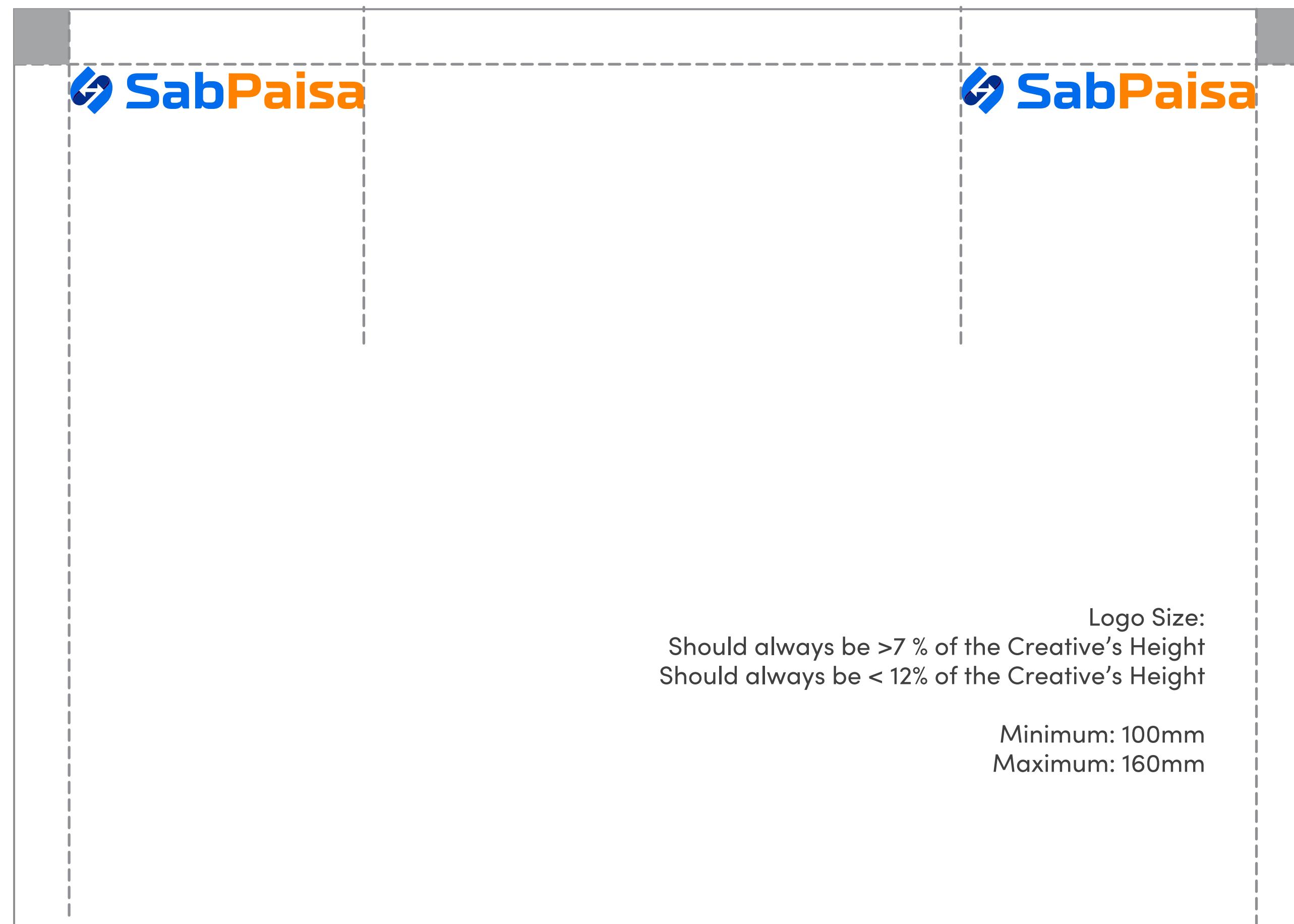


For Posters, other retail material and Print media also please avoid using the loop in isolation and at bottom positions.

# Logo Usage Printing

## Guidelines Size Ratio to Creatives (Print & More) 2.1

Landscape Designs



## Vertical Designs

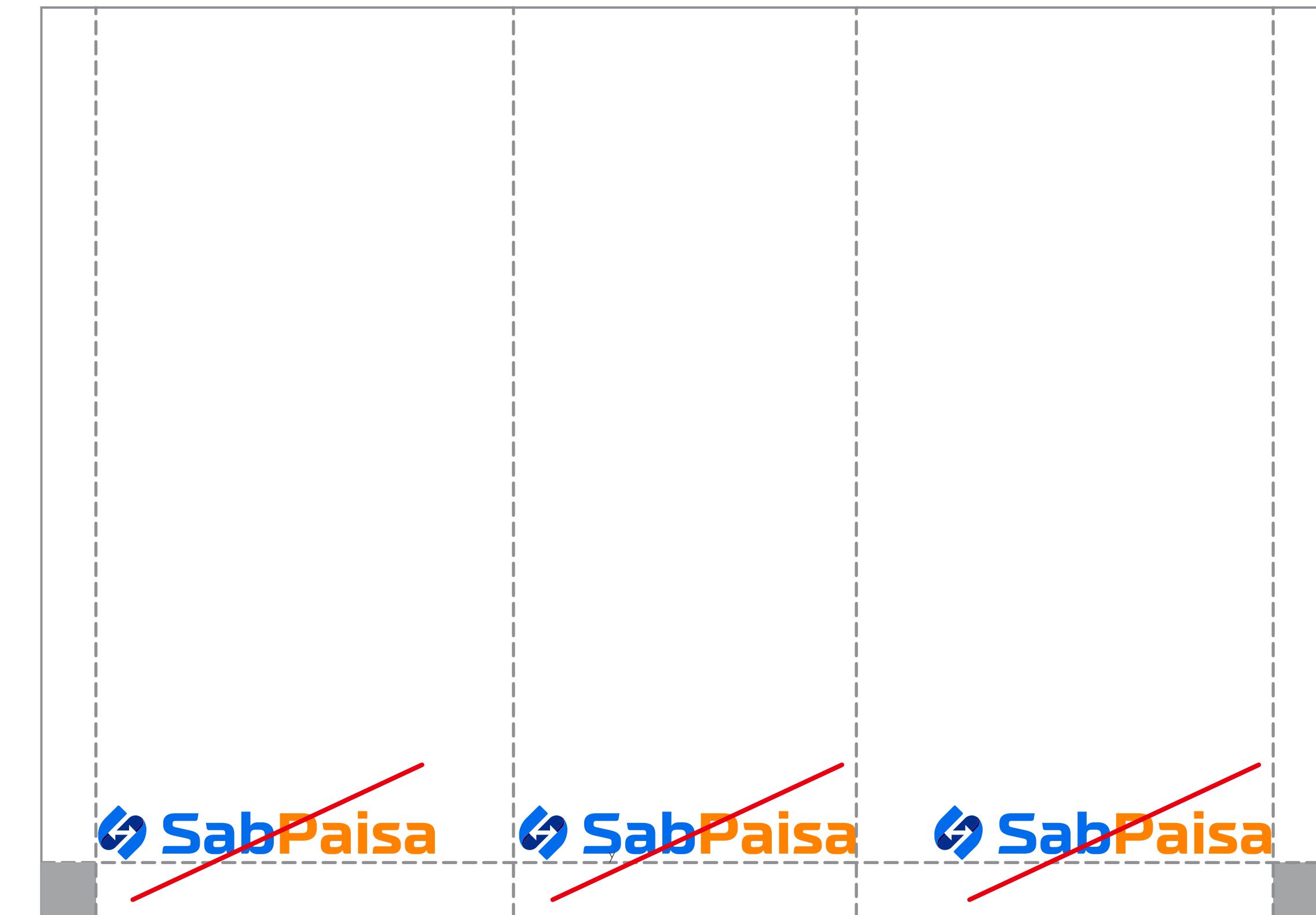
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# Logo Usage Printing

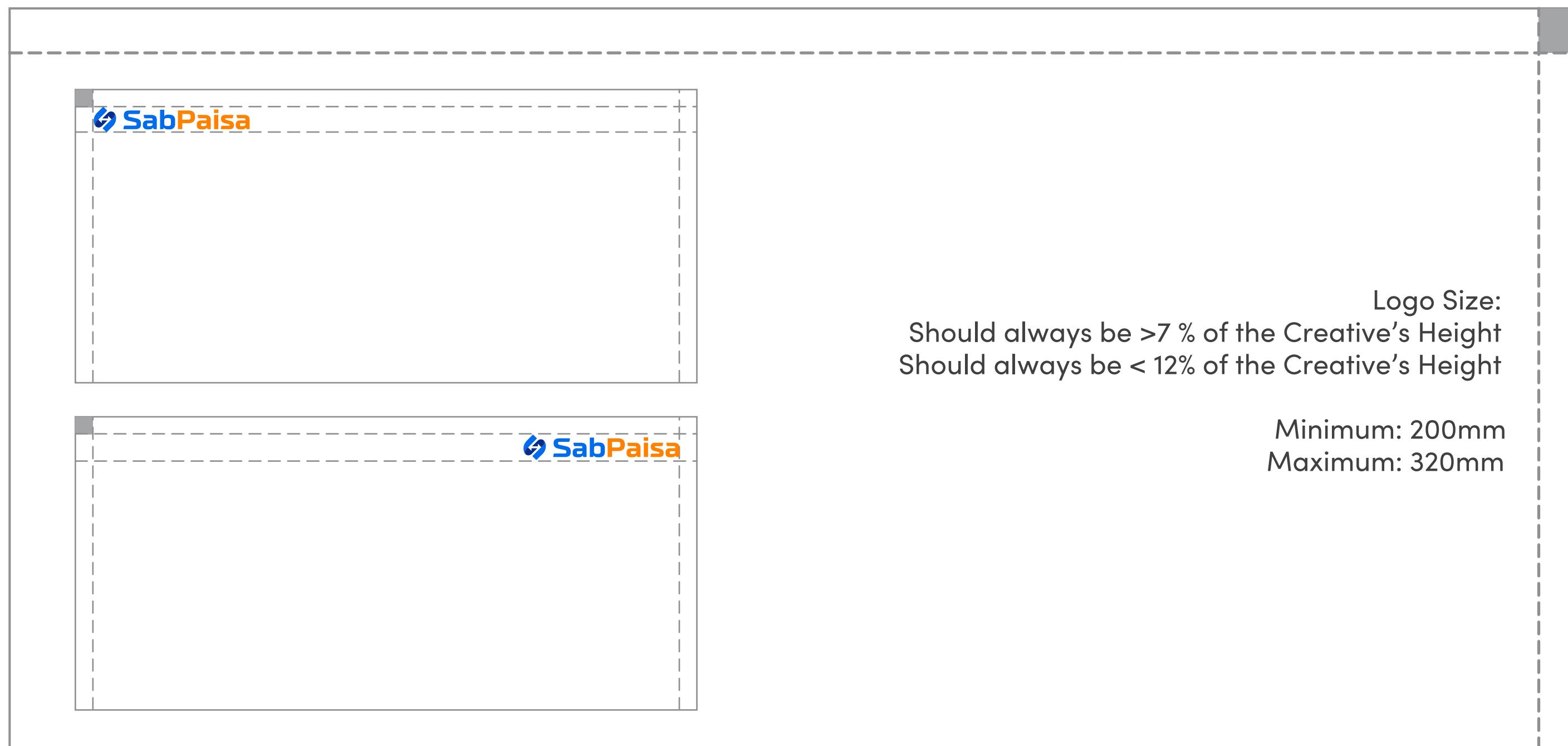
## Guidelines Incorrect Logo Usage to Creatives (Print & More) 2.1

Avoid using the brand logo at center or bottom positions



# Logo Usage Printing

## Guidelines Size Ratio to Creatives (Print & More) 3.1



## Landscape Designs

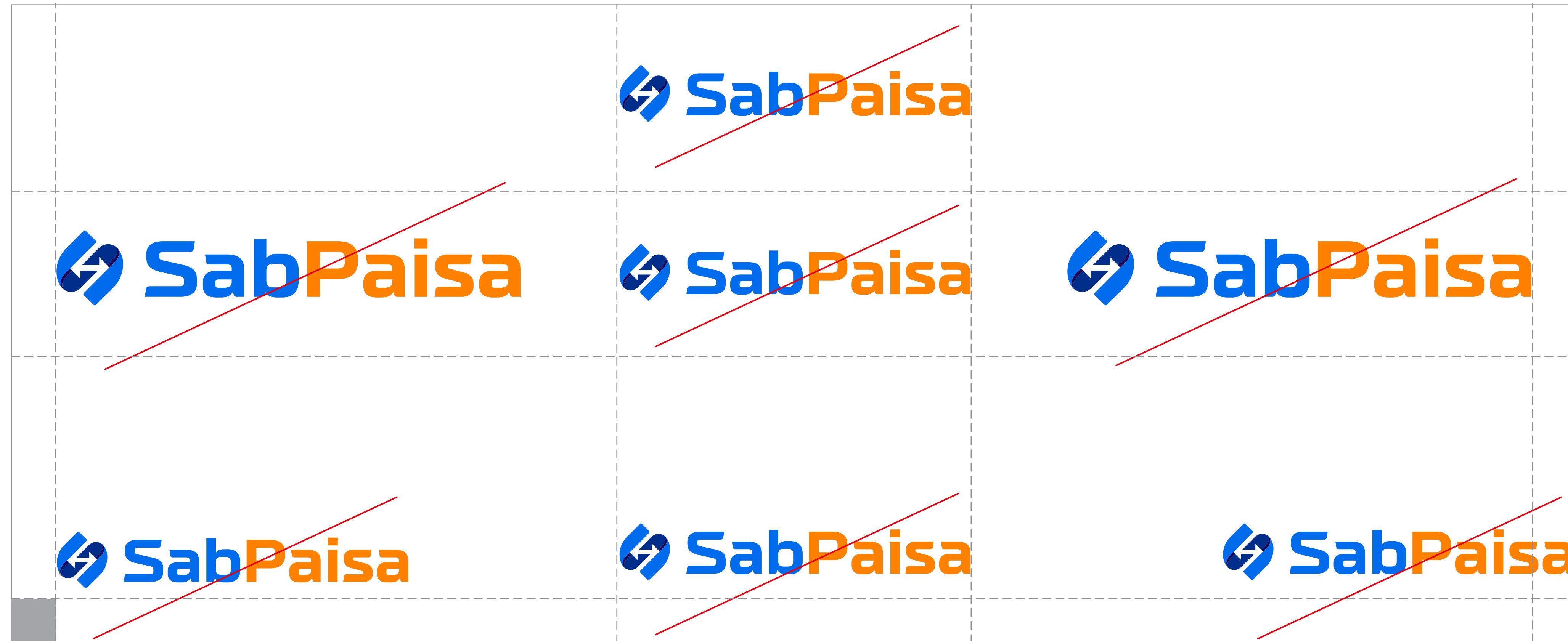
The Brand logo is to be used in complete form as one unit, including the brand icon and text.

The logo is to be positioned at the top only, either at the right, or left positions.

# Logo Usage Printing

## Guidelines Incorrect Logo Usage to Creatives (Print & More) 3.1

The brand logo cannot be used at either of the positions shown below. It is to be used at top position only, either at extreme right, extreme left.

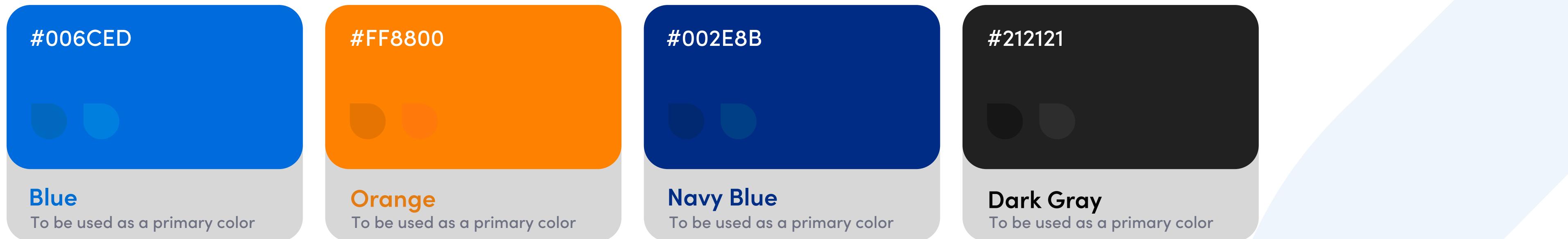


# Color Palette



The philosophy of how emotions react to color and sound and the travel of emotion towards creating a mood is the thought behind using gradients as background for the expression of brand visual communication. Infinite combinations of youth and vibrant colors gives brand **SabPaisa** a perfect visual story and impact. Always use solid colors within the shown family of colors.

## Primary Colors



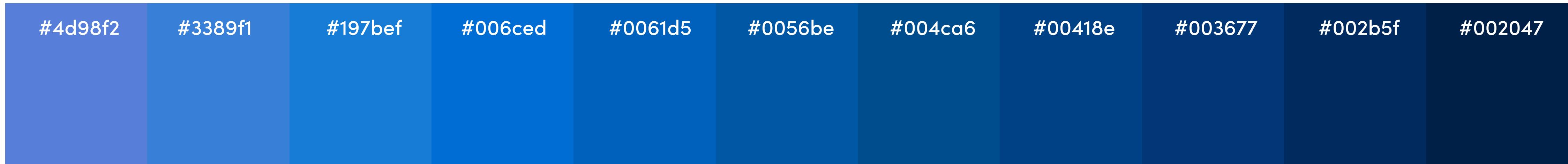
## Secondary Colors



# Color Palette



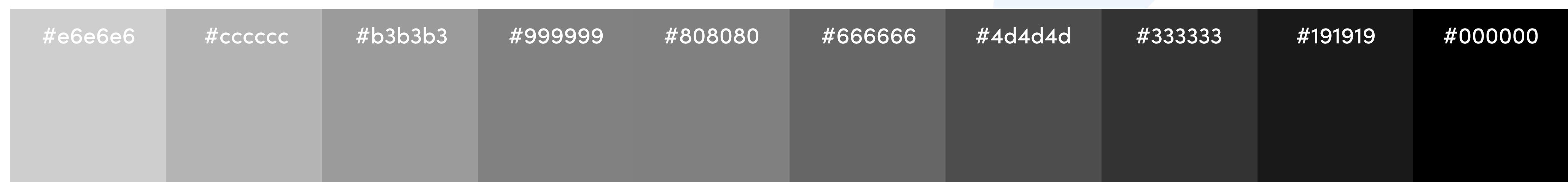
## Blue Shades



## Orange Shades



## Mandatory Shades



# Typography

## When to Use:

Neusharp Bold is the primary font used for the logotype/logo wording. Use for posters, banners, letterhead and for all marketing collaterals of the business.

## When to Use:

Sofia Pro Font Family is to be used for all other forms of standard body text, ranging from: online communication, stationery, website design, brochures and all forms of general correspondance.

### **Neusharp 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**  
**1 2 3 4 5 6 7 8 9 0 ! @ £ \$ % ^ & \* ()**

### **Sofia Pro**

**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**  
**1 2 3 4 5 6 7 8 9 0 ! @ £ \$ % ^ & \* ()**

**Sofia Pro**  
**Sofia Pro**  
**Sofia Pro**  
**Sofia Pro**  
**Sofia Pro**

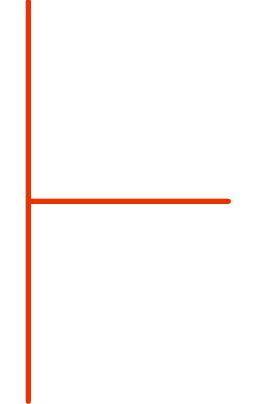
## Type Settings



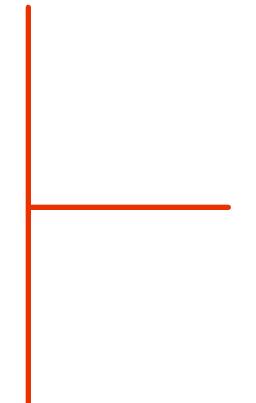
### When to Use:

Lorem ipsum dolor sit amet, consectetur adipis- cing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum sus- pendisse ultrices gravida.

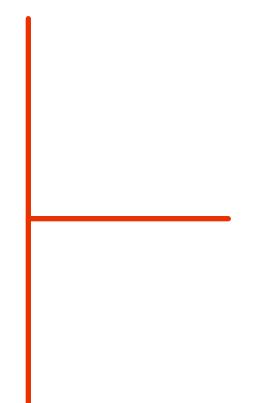
Lorem ipsum dolor sit amet, consectetur adipis- cing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum sus- pendisse ultrices gravida. Risus commodo vive- rra maecenas accumsan lacus vel facilisis.



**Heading Title 30pt  
Neusharp Bold**



Description, Story 12pt Sofia Pro Regular



Signature, Email, Client Name 8pt Sofia Pro Regular

# Brand Communication

Brand communication refers to the methods & channels used by a company to communicate and present its brand to its target audience.

This can include advertising, public relations, promotions, events, social media, and packaging, among other things.

The goal of brand communication is to consistently convey the desired image & message of the brand in order to build brand awareness & loyalty among consumers.

An advertisement for SabPaisa's payment platform. It features the company logo and the text "World's 1<sup>st</sup> Inclusive Payments Platform". Below this, a subtext reads "Empower your business with all the right tools to accept online payments and provide the best customer experience". The central graphic shows a person sitting cross-legged on a large grey circle, interacting with a smartphone that displays a payment interface for "Belongs Textile Retail" worth ₹ 1,500. Surrounding this central figure are several smaller circles, each containing icons related to payment methods: a bank building, a wallet, a credit card, a QR code, and a UPI payment screen. At the bottom, there are contact details: a phone icon followed by the number 011-417733223, an email icon followed by CONTACT@SABPAISA.IN, and a globe icon followed by the website SABPAISA.IN.

# Correct Application



Correct application of branding involves developing a consistent image and message for a company or product, and consistently communicating that image and message through all marketing and promotional efforts.

This includes creating a strong and recognizable logo, developing a brand voice and personality, and ensuring that all marketing materials and advertising align with the overall brand image and message.

It also involves developing consistent and meaningful customer experiences which align with the brand promise, & being responsive to customer feedback and making necessary adjustments to better align with the target audience.

Additionally, it also involves monitoring and protecting the brand reputation through effective crisis management.



## Usage on Background



# Subdomain & Partnership

Partnership



Subdomain

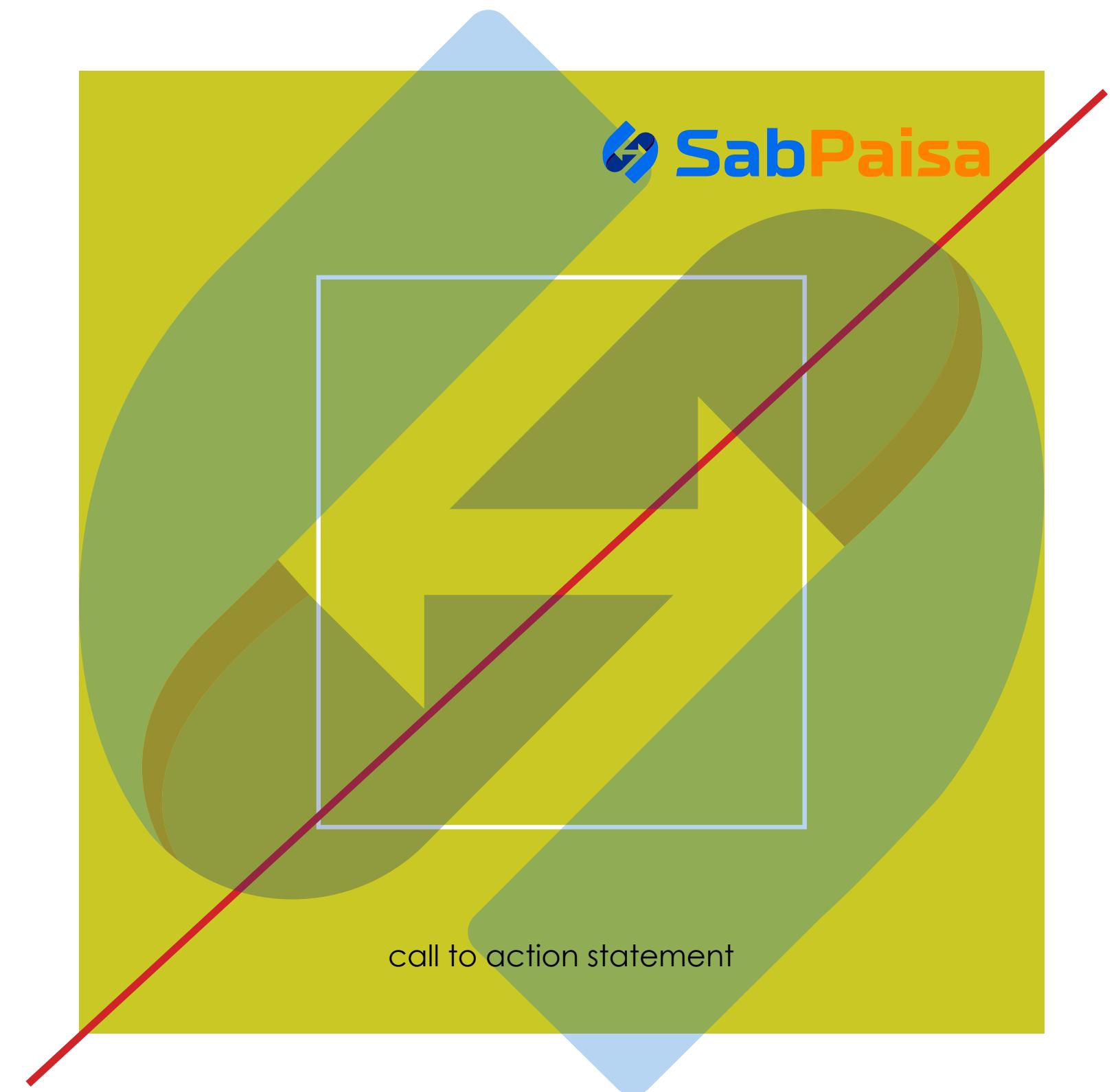


# Watermark



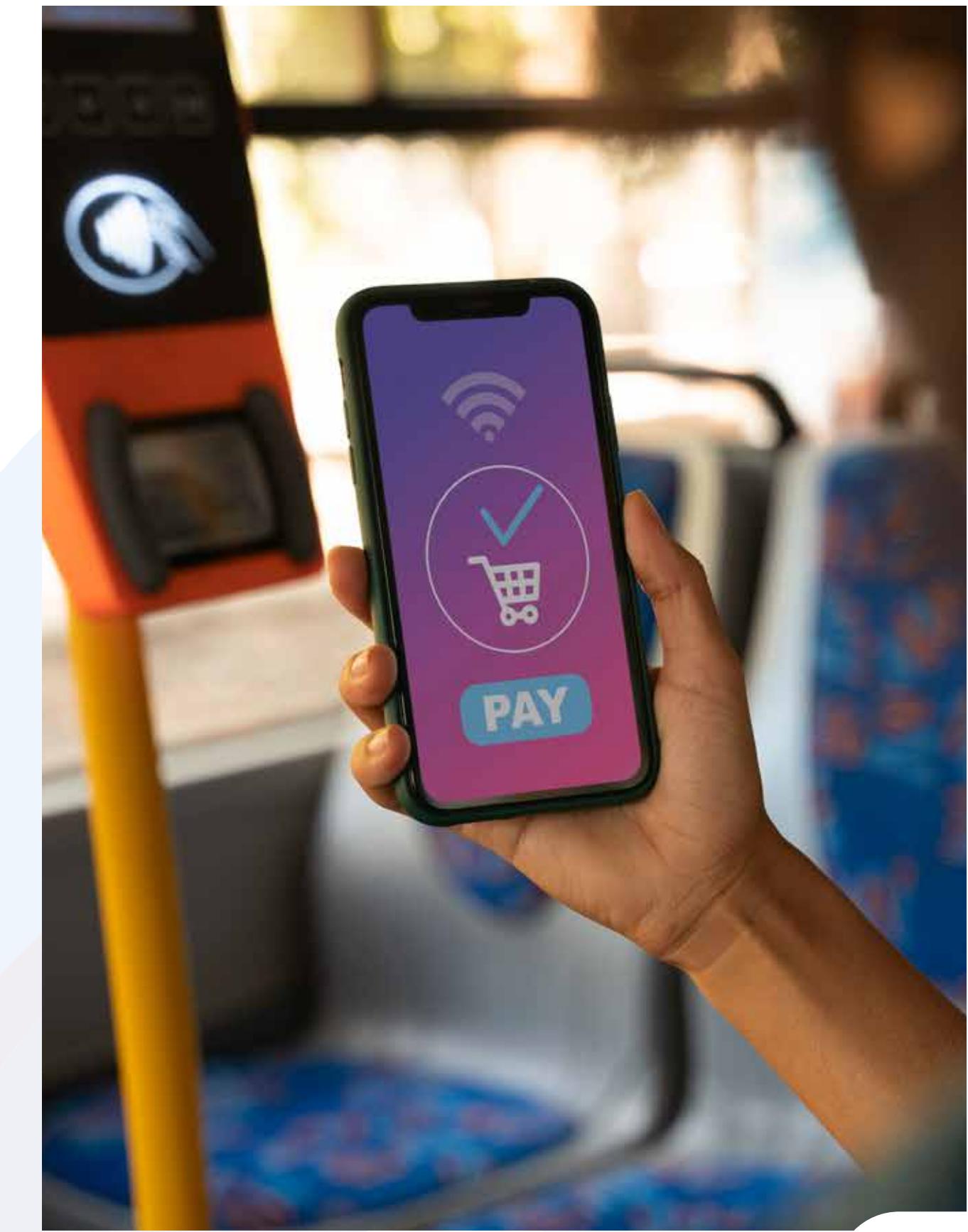
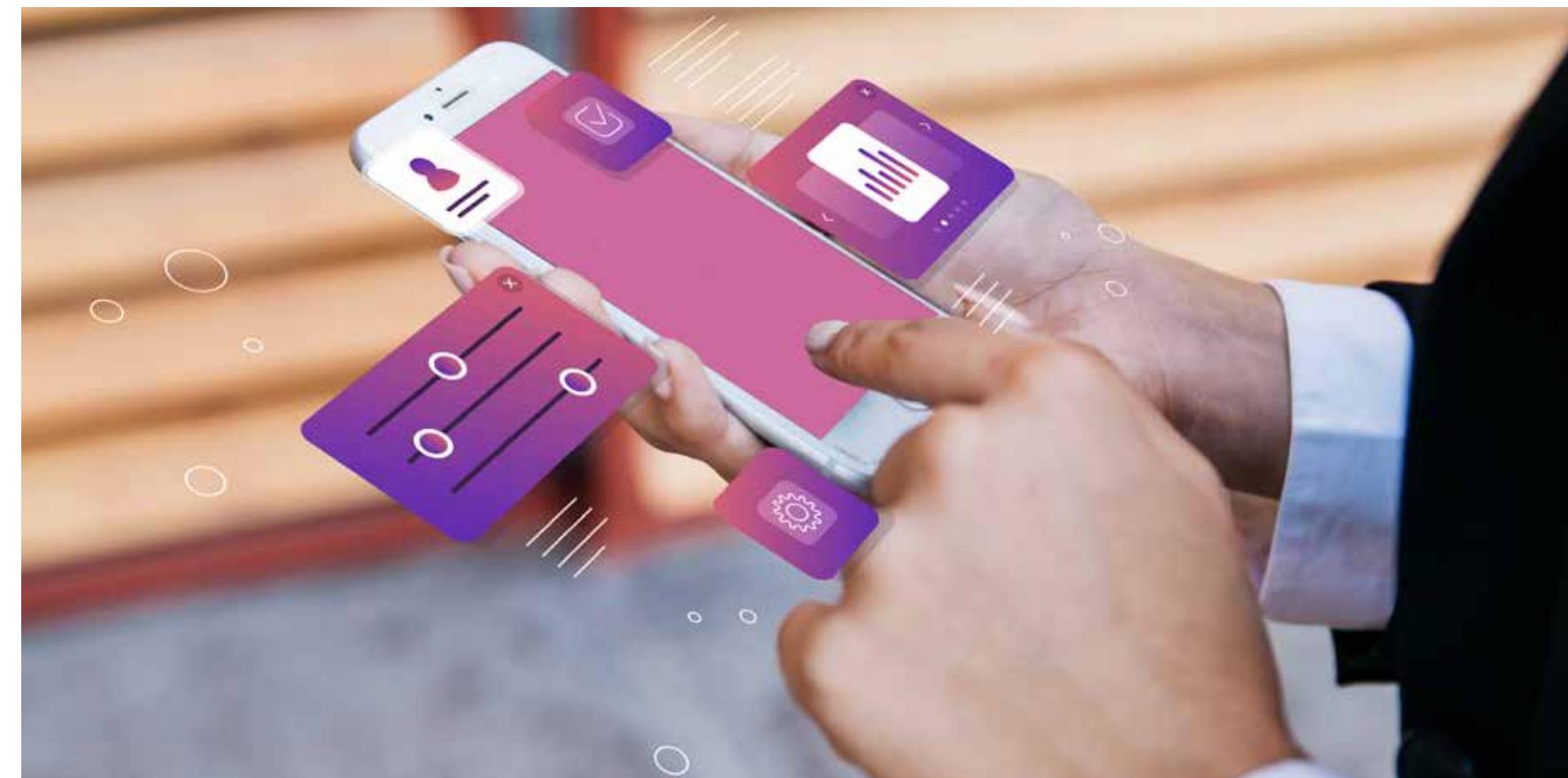
Use of color/white/black watermark should be restricted to prints only. The digital display is pixel-based and watermarks usually do not go with the scheme of color reproduction on a device. Still can be worked with backgrounds such as Black & White and shades in between for color watermarks.

The watermark should be shown in full and should not be cut.



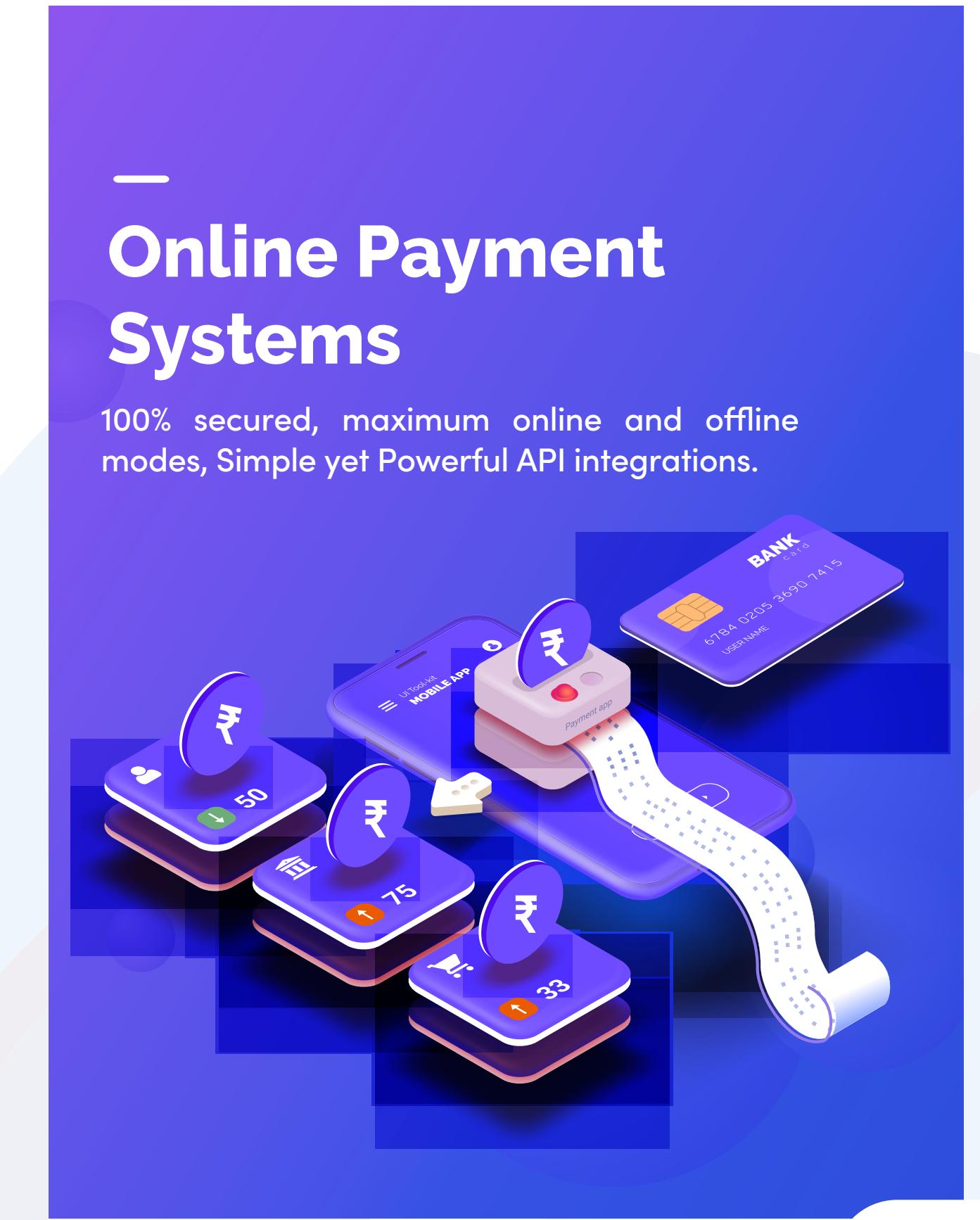
# Photographs & Illustrations

Like our brand identity, photography is based on a spectrum related to aspirations of SabPaisa. Quality photography is essential for the brand; it highlights the level of professionalism, whereas a poorly taken photo, can make the brand look unorganised and unprofessional.



# Photographs & Illustrations

The illustrations should always reflect the SabPaisa brand identity and colours. Design should be minimal, so the message is clearly conveyed. Isometric illustrations should be used for web, mobile and other visual assets to give it an edge and make it look future ready.

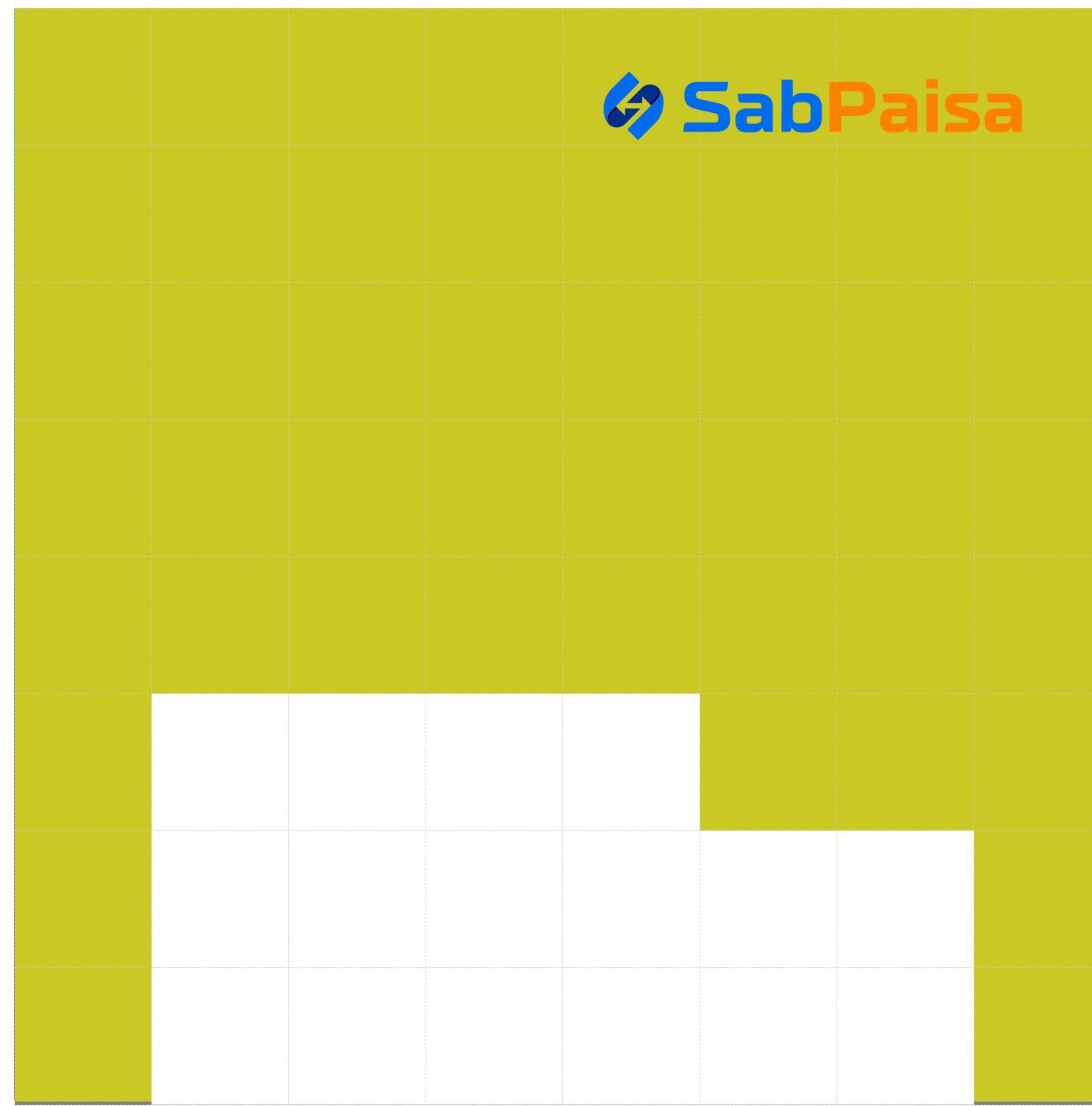


# Online ADs

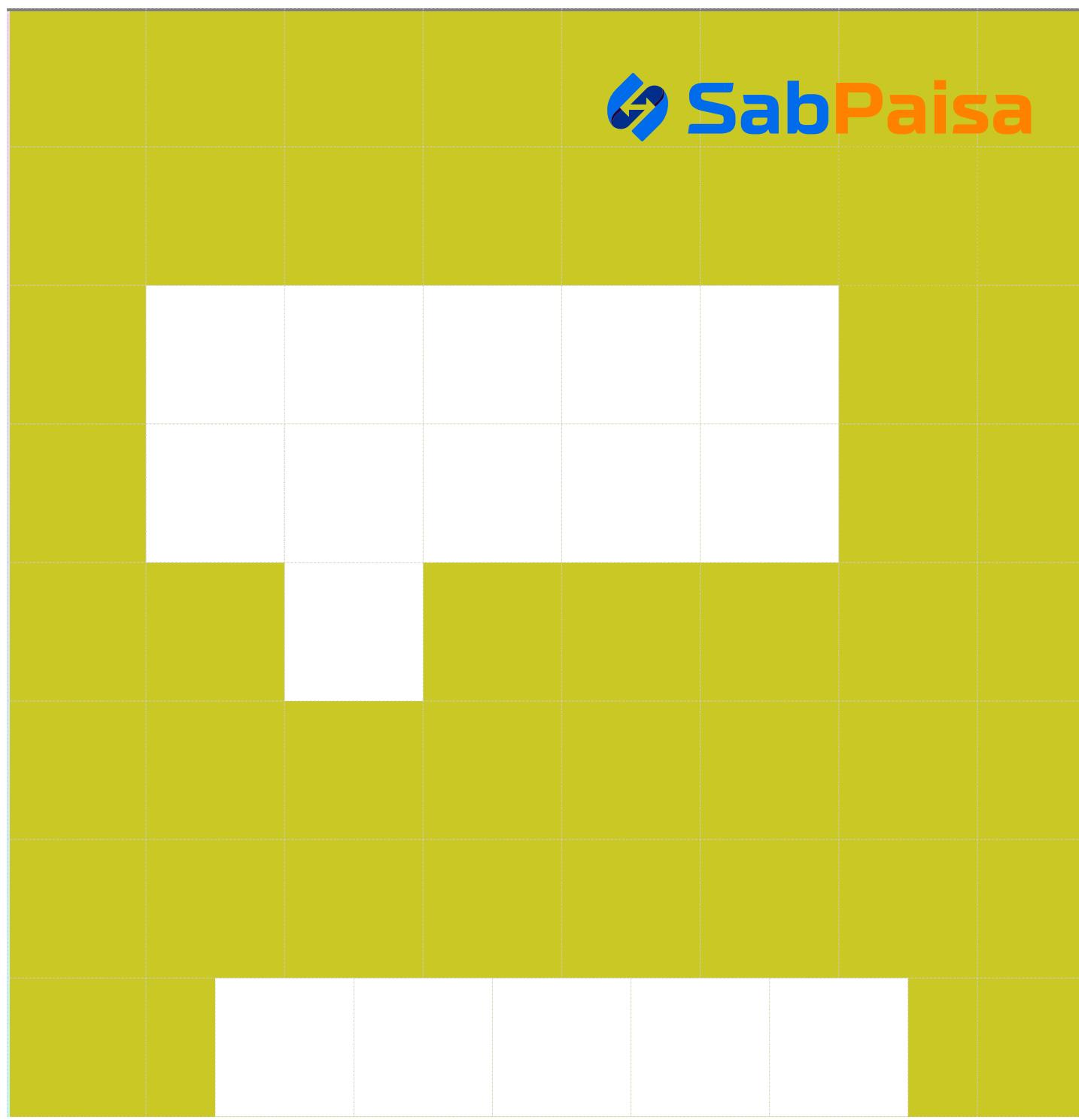


## Guidelines Design 2 Messaging Ratio to Creatives (Social media & ADs)

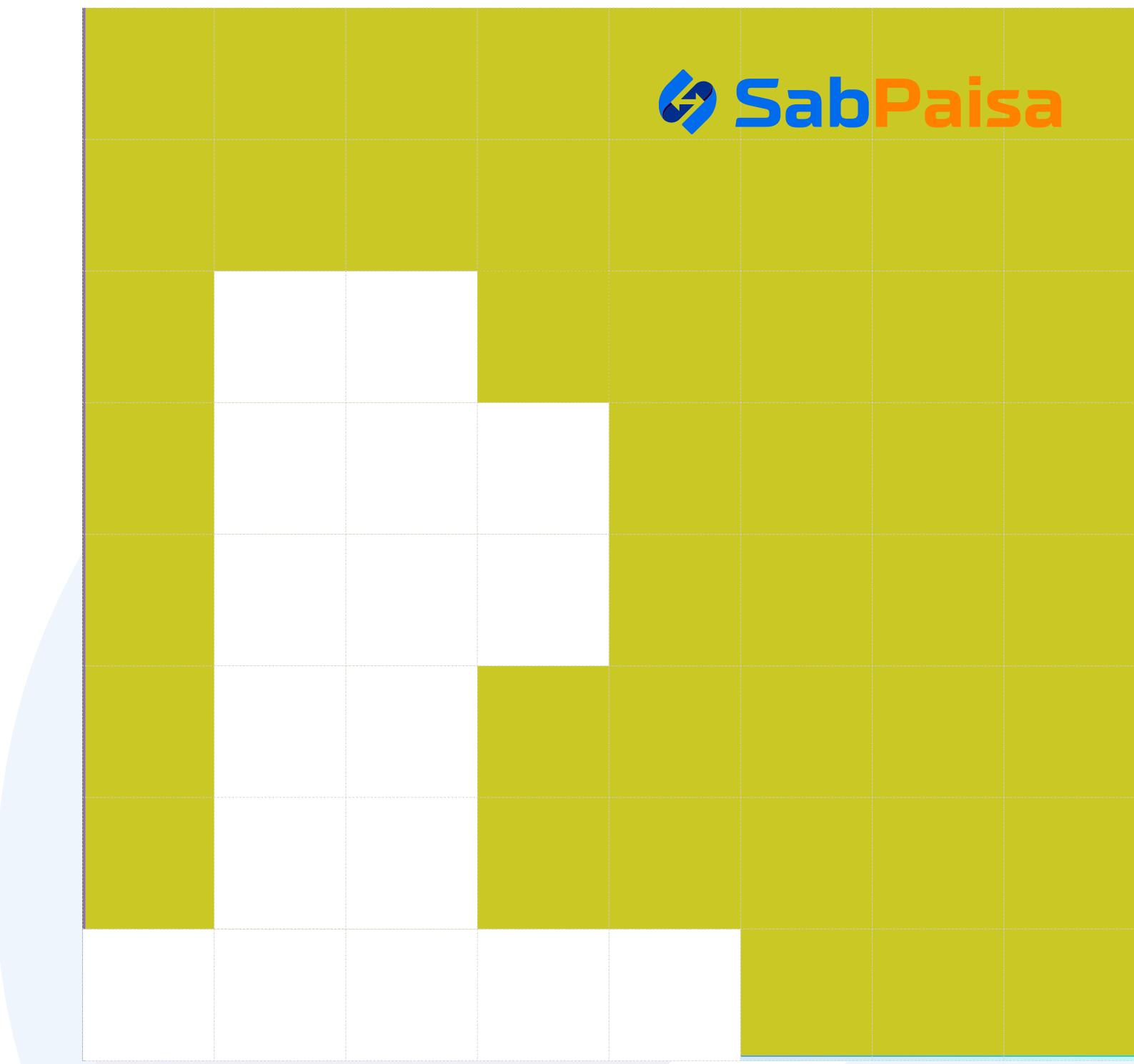
Social Media Image to Text Ratio Calculation 20% Text 80 Percent Design + Image



64/4 = 16



64/4 = 16



64/4 = 16

# Poster & Advertisement



**SabPaisa**

## World's 1<sup>st</sup> Inclusive Payments Platform

Empower your business with all the right tools to accept online payments and provide the best customer experience

9:41

Belongs Textile Retail  
Paying to Belongs Textile Retail  
₹ 1,500

Details

Customer Details

Enter Name

Enter Email

Enter Mobile Number

Select Mode

UPI

Card

Net Banking

Wallet

QR Code

Get Payment Link

Powered by SabPaisa

011-417733223

CONTACT@SABPAISA.IN

SABPAISA.IN

**SabPaisa**

# — Online Payment Systems

100% secured, maximum online and offline modes, Simple yet Powerful API integrations.

—

# Online Payment Systems

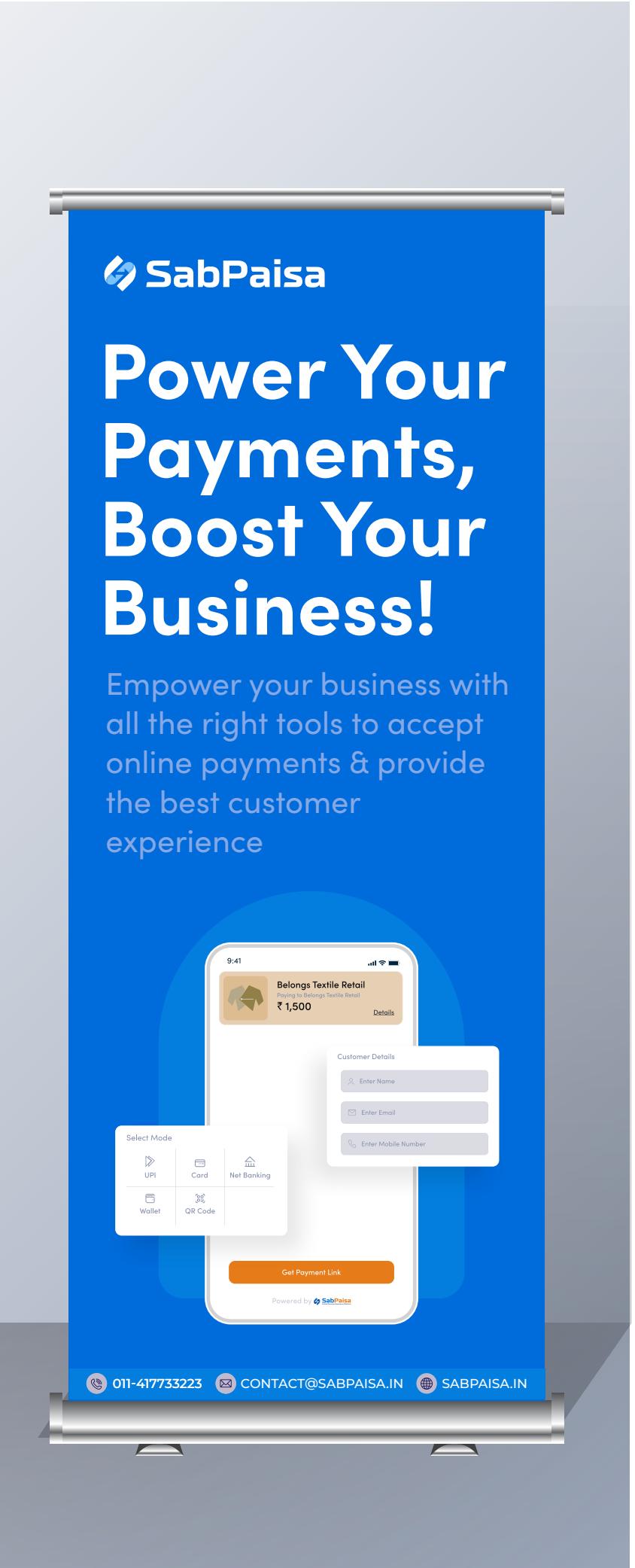
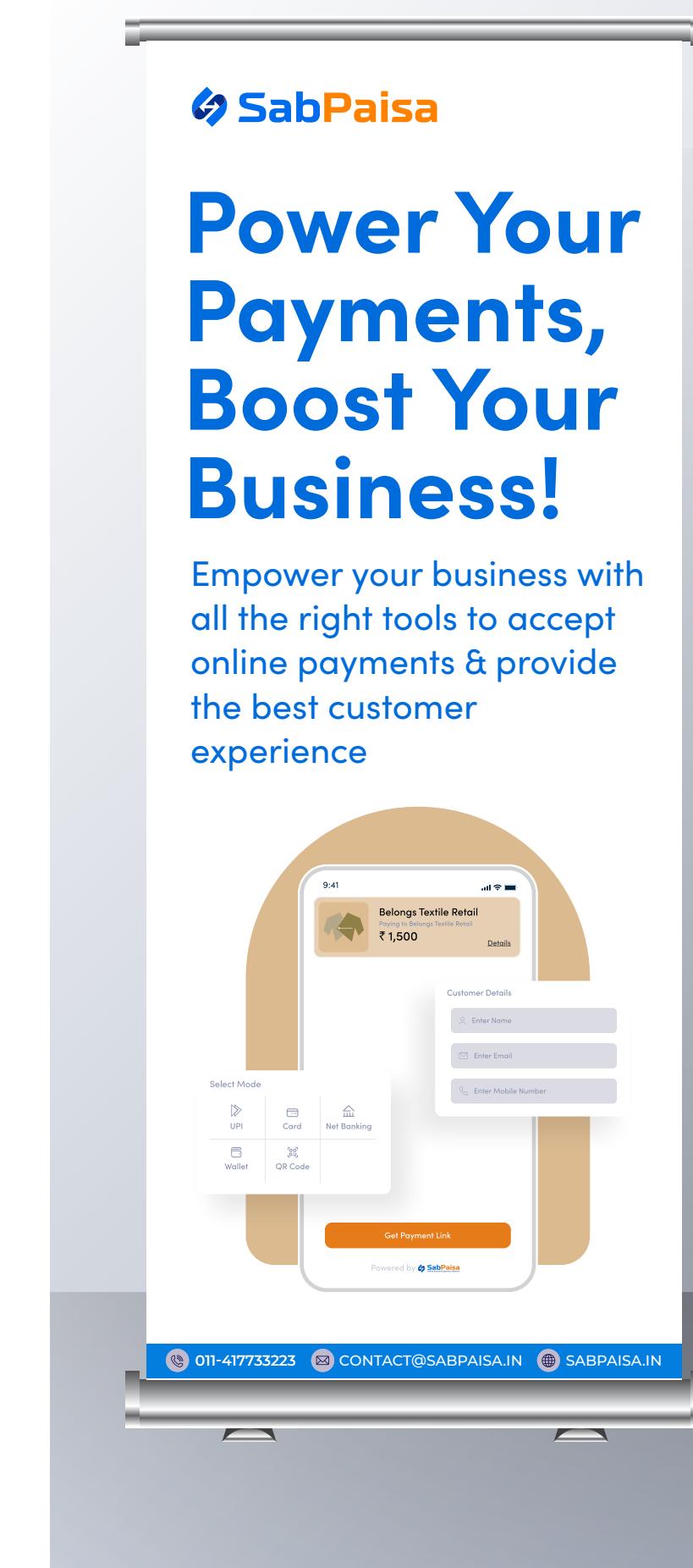
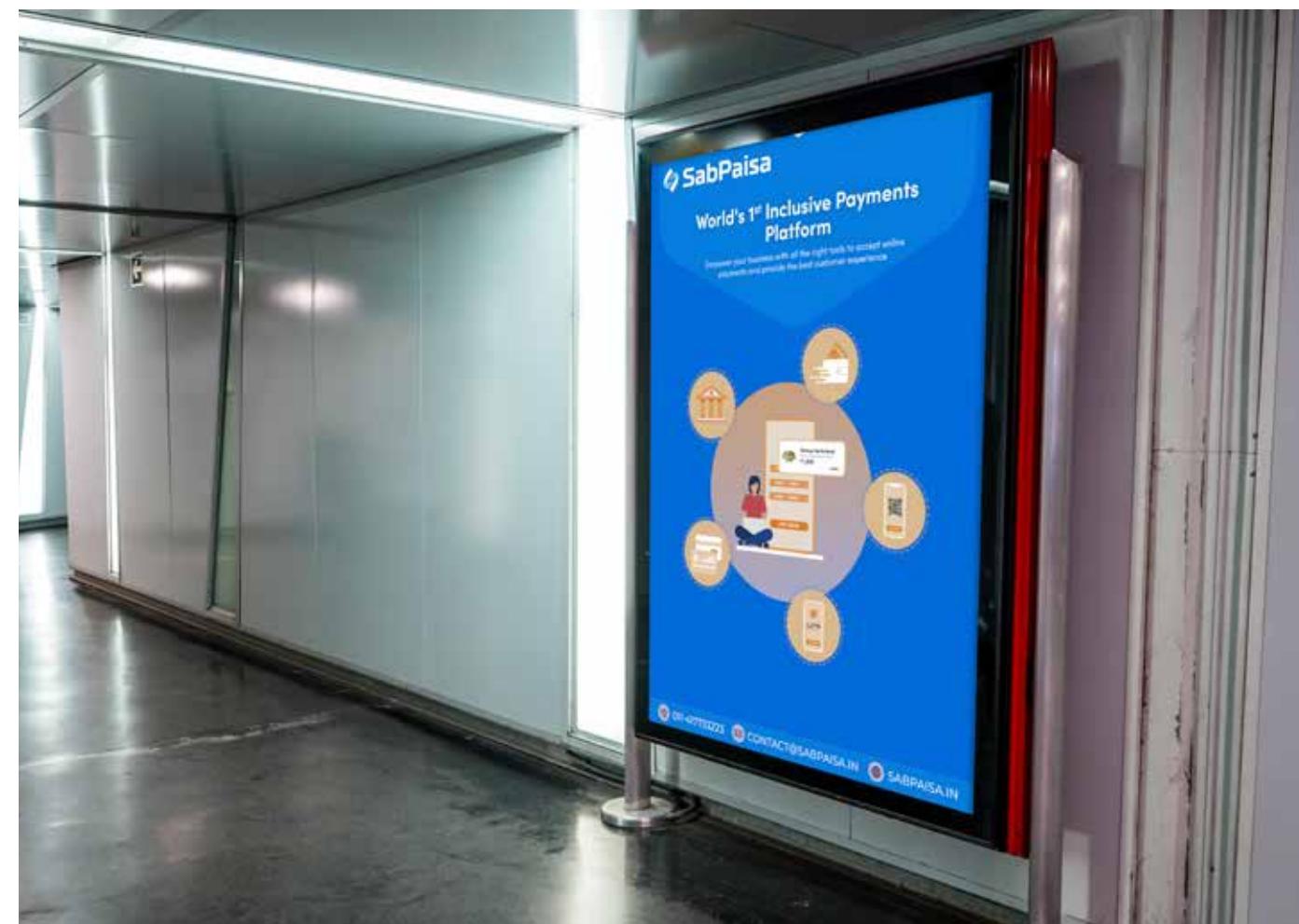
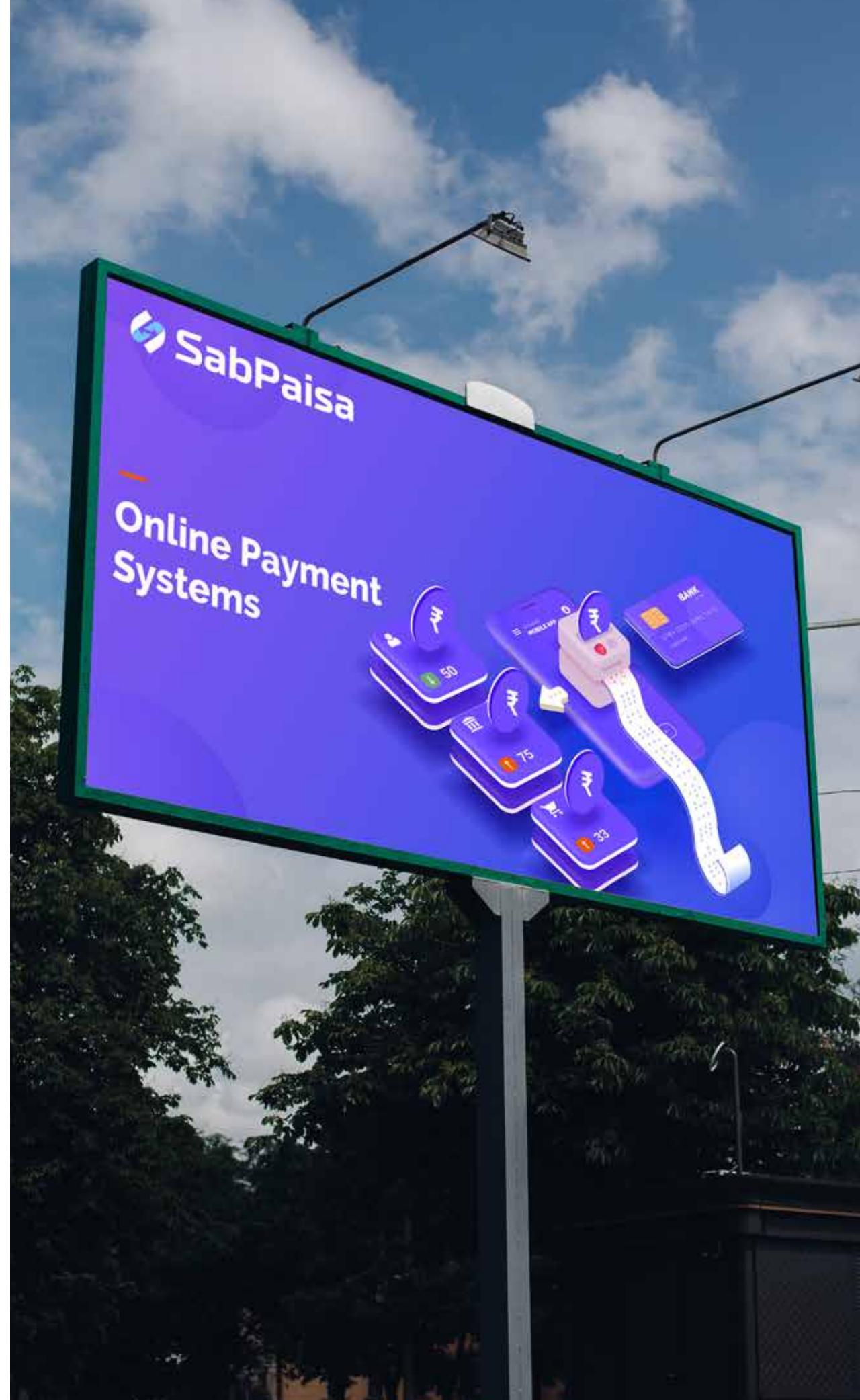
100% secured, maximum online and offline modes, Simple yet Powerful API integrations.

011-417733223

CONTACT@SABPAISA.IN

SABPAISA.IN

# Poster & Advertisement



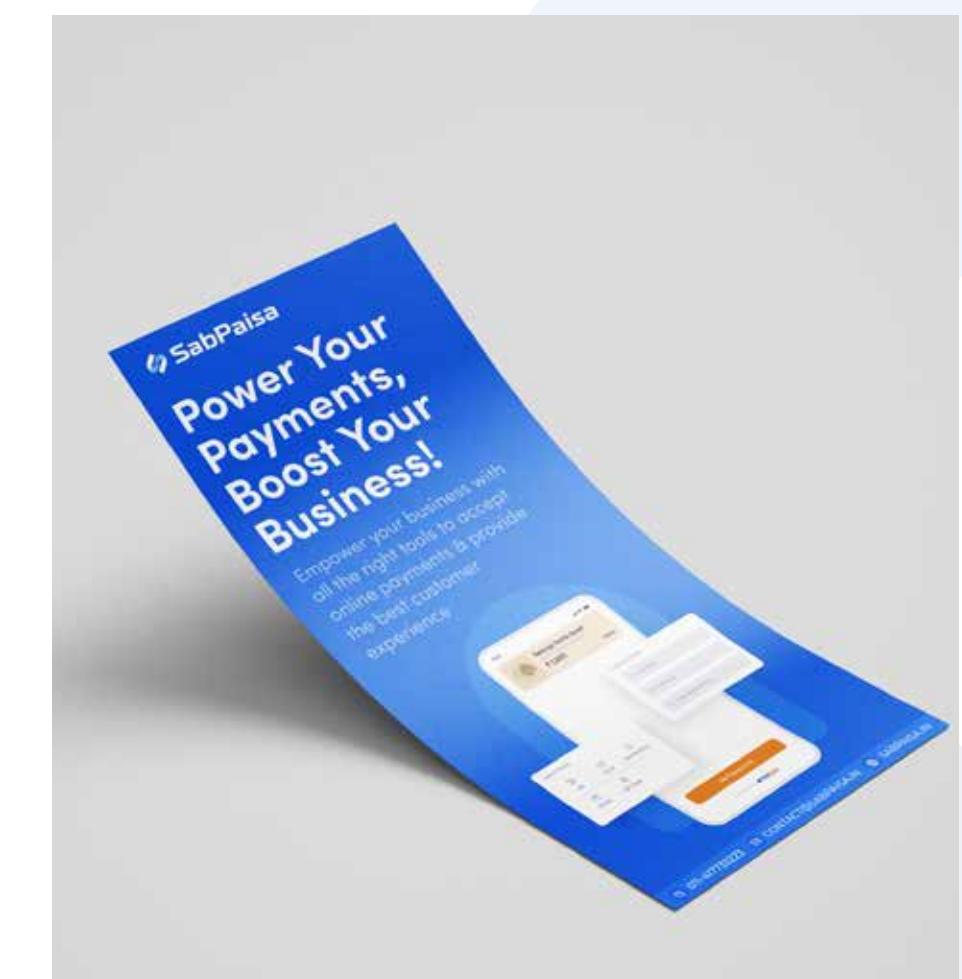
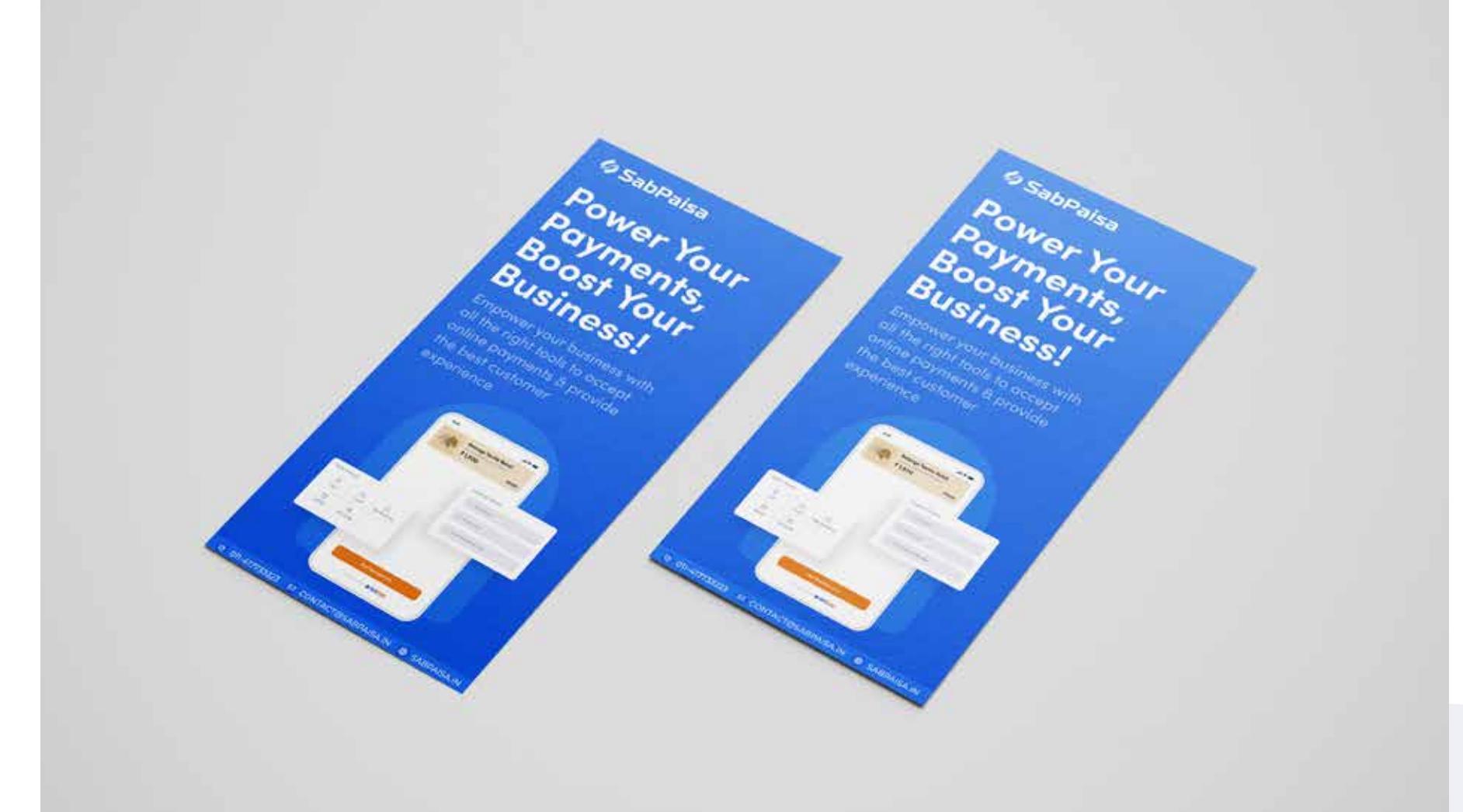
# ID Lace & Mugs



# Package Branding



# Flyers & Stationary



## Paper Cups





# Thank You!

## Logo Guideline & Visual Identity

Brand Manual for Sabpaisa