



 **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.

Logo size for Digital Usage and Frontend Platforms:

The Bharat Connect logo can be used in multiple sizes but the size cannot be lesser than 20px.

The B Assured logo can be used in multiple sizes but the size cannot be lesser than 30px.

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

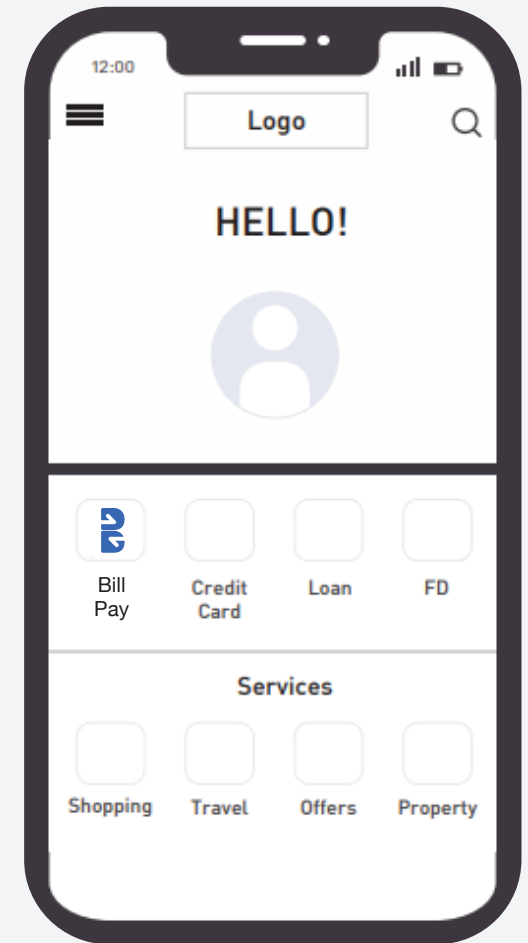
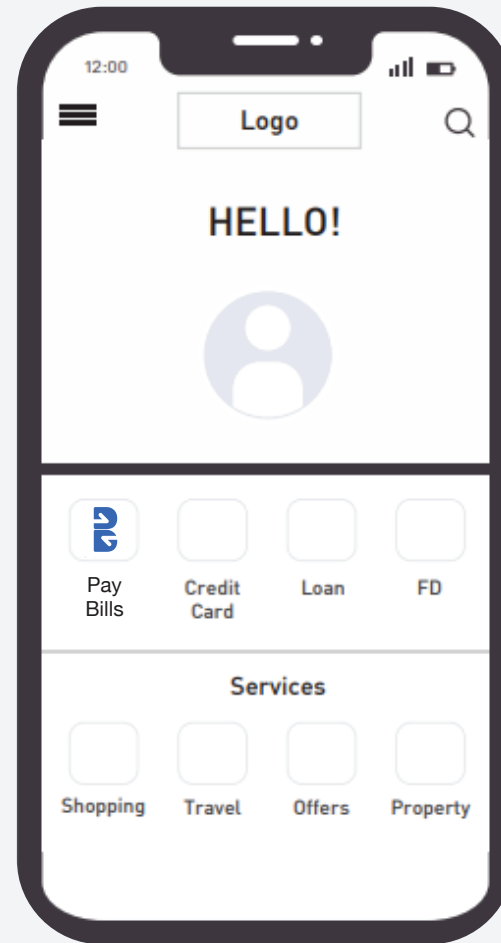
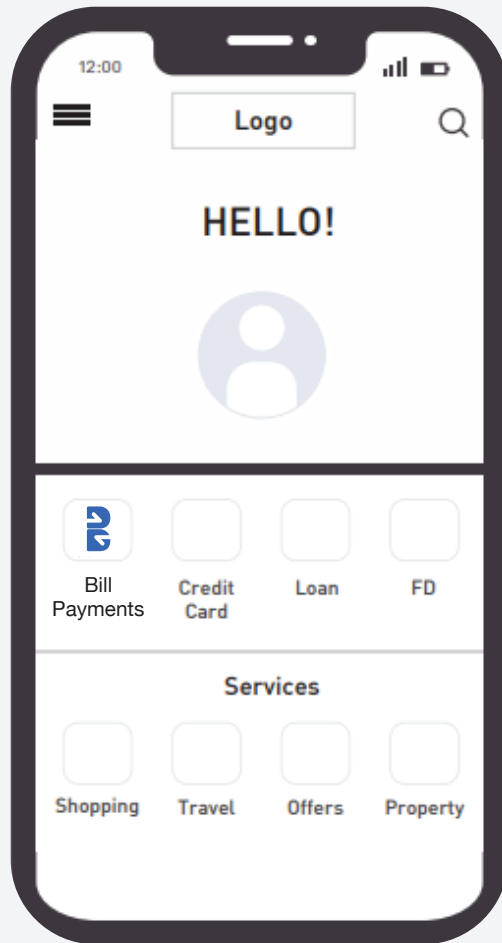
Section	B Assured logo
Payment Confirmation	Mandatory
Sonic Branding	Mandatory
Receipt (Digital and Physical)	Mandatory

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

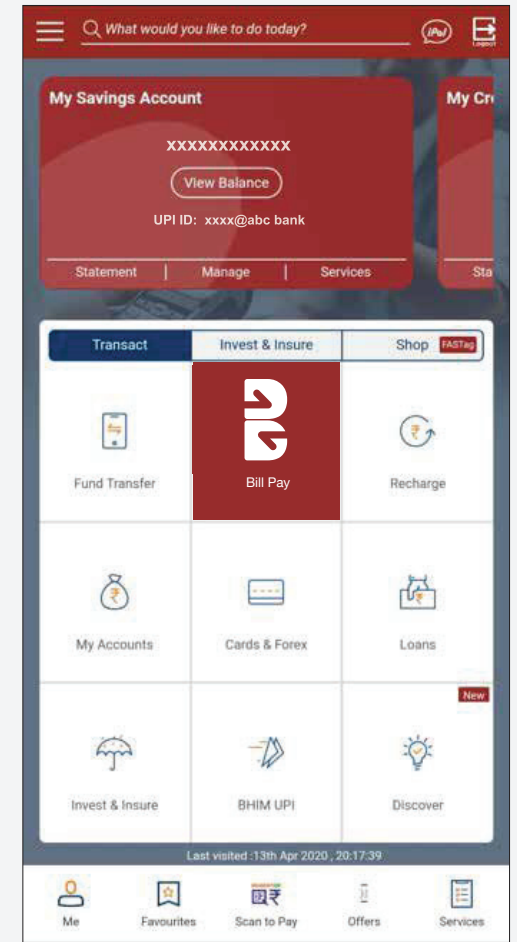
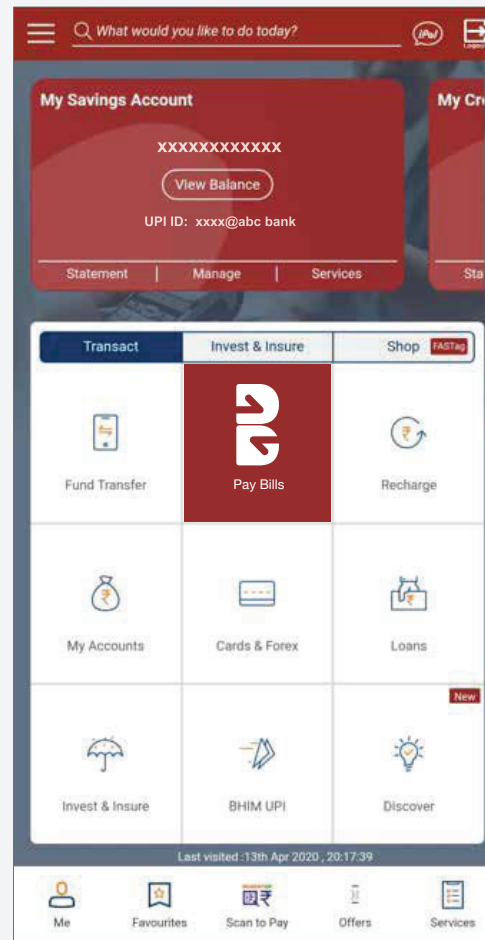
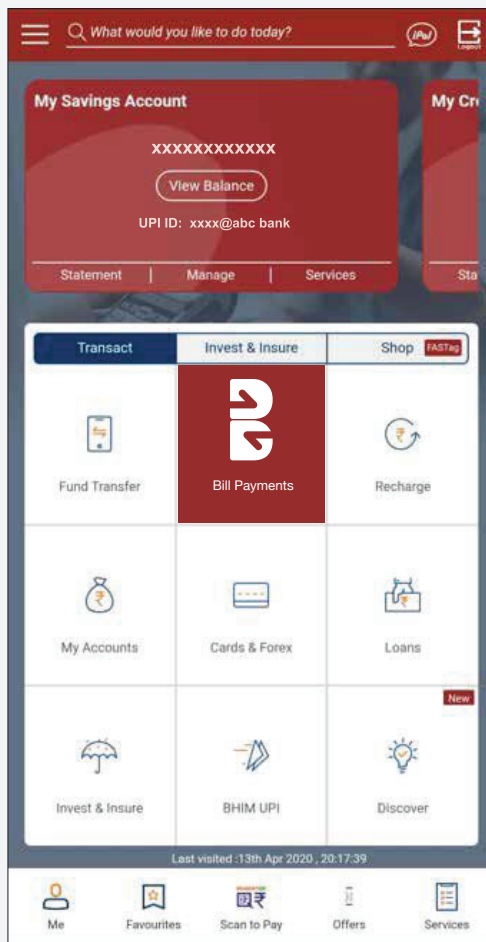
Mobile App

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



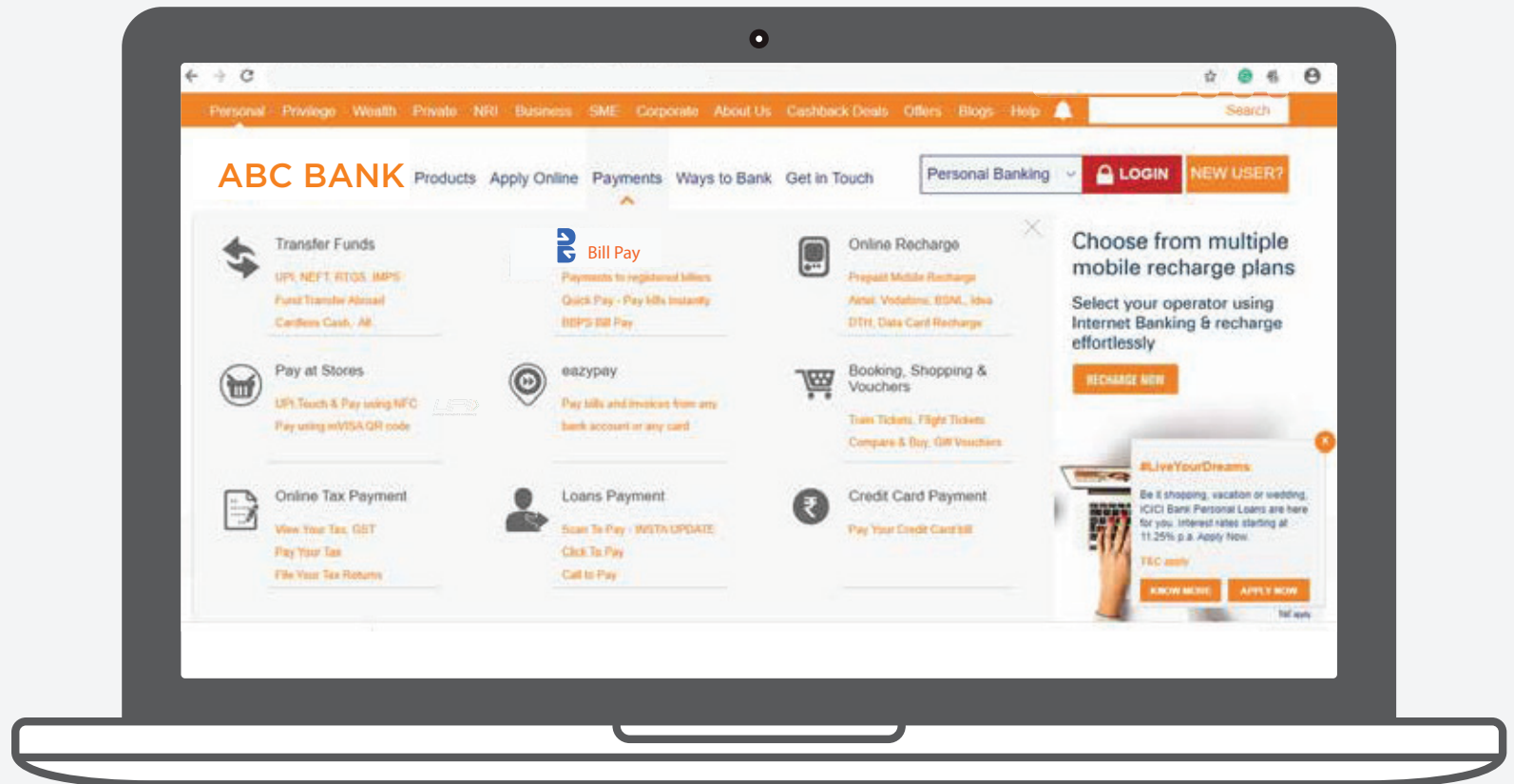
Mobile App

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



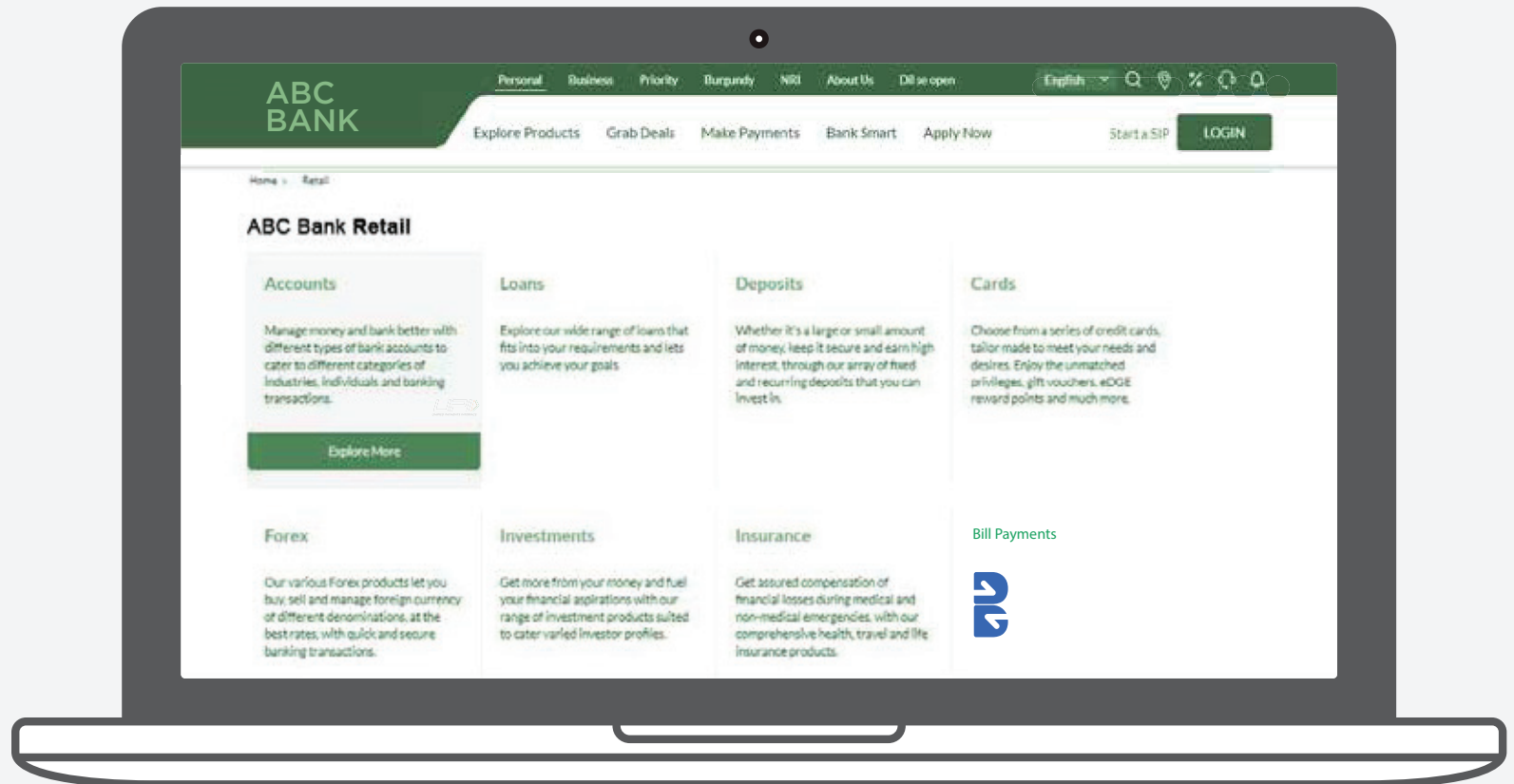
Website

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



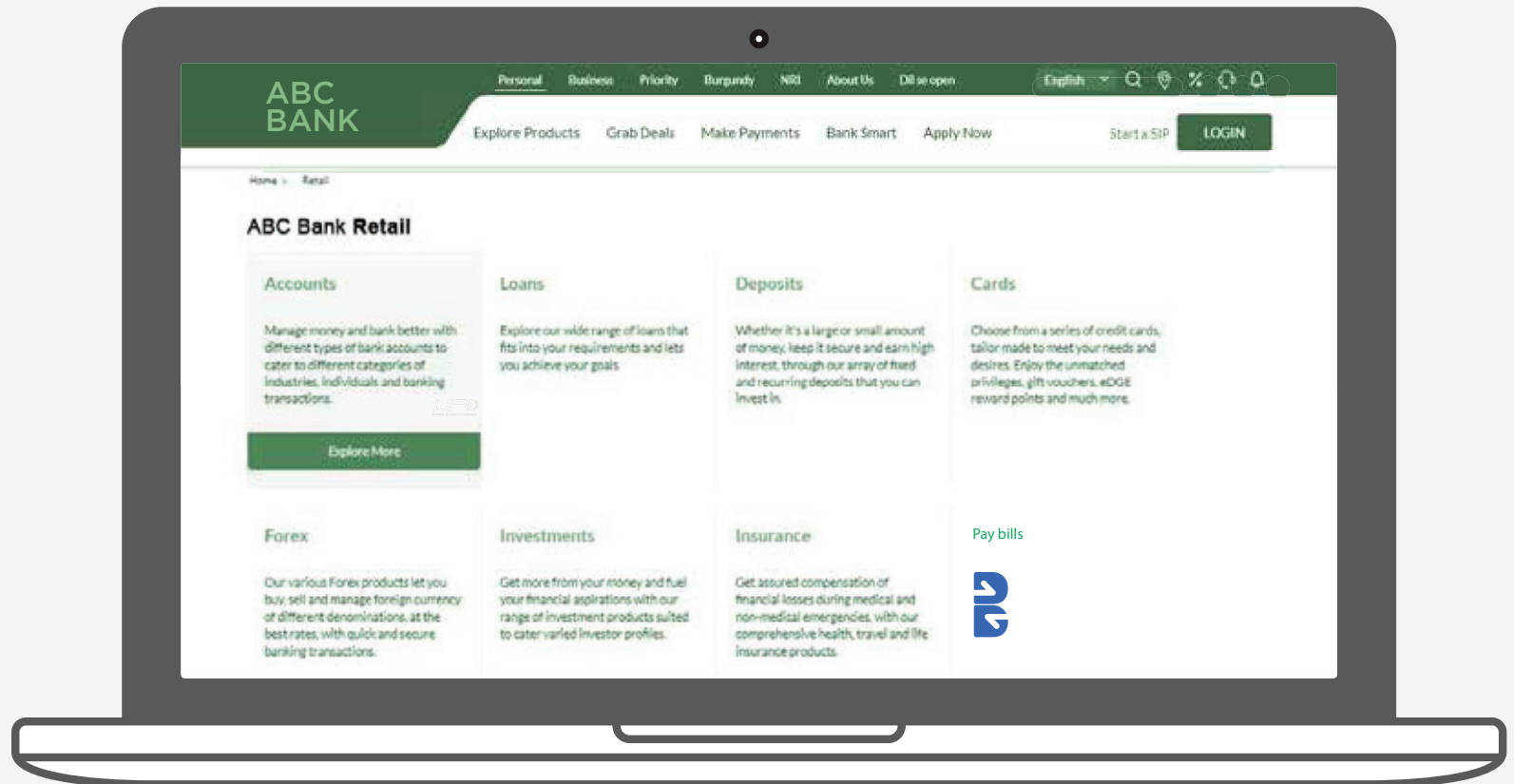
Website

The B mnemonic in website/entry page



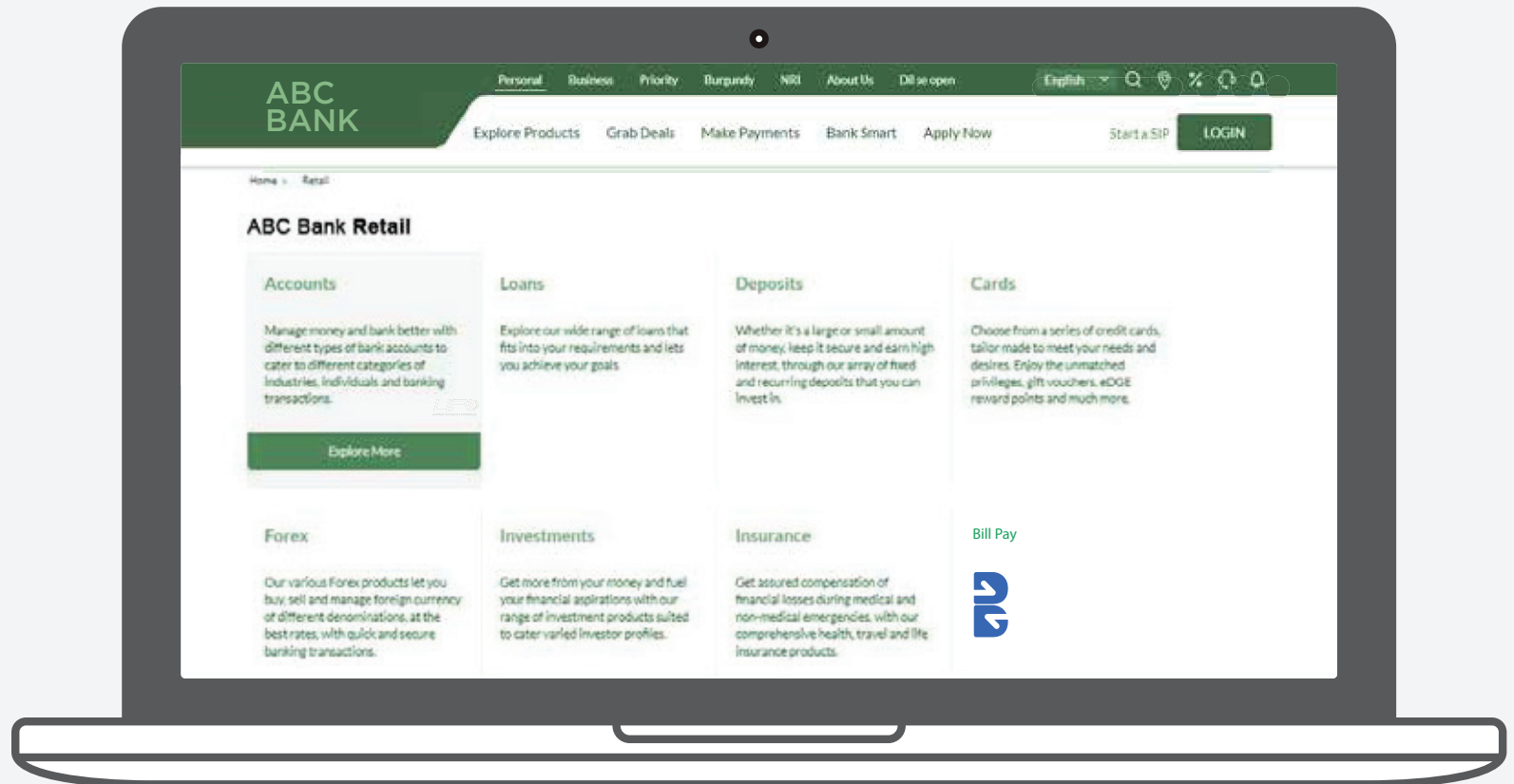
Website

The B mnemonic in website/entry page



Website

The B mnemonic in website/entry page

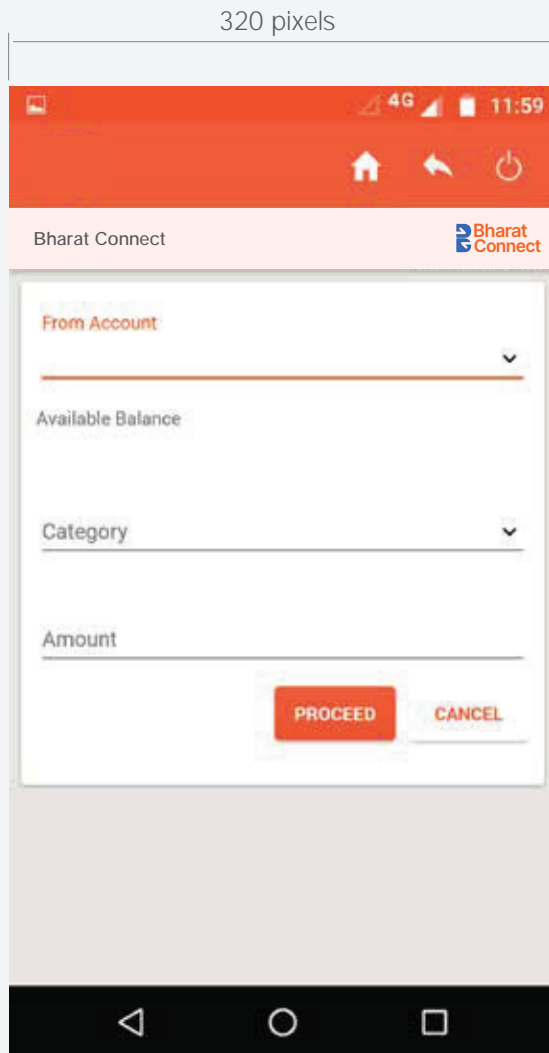


STAGE-2

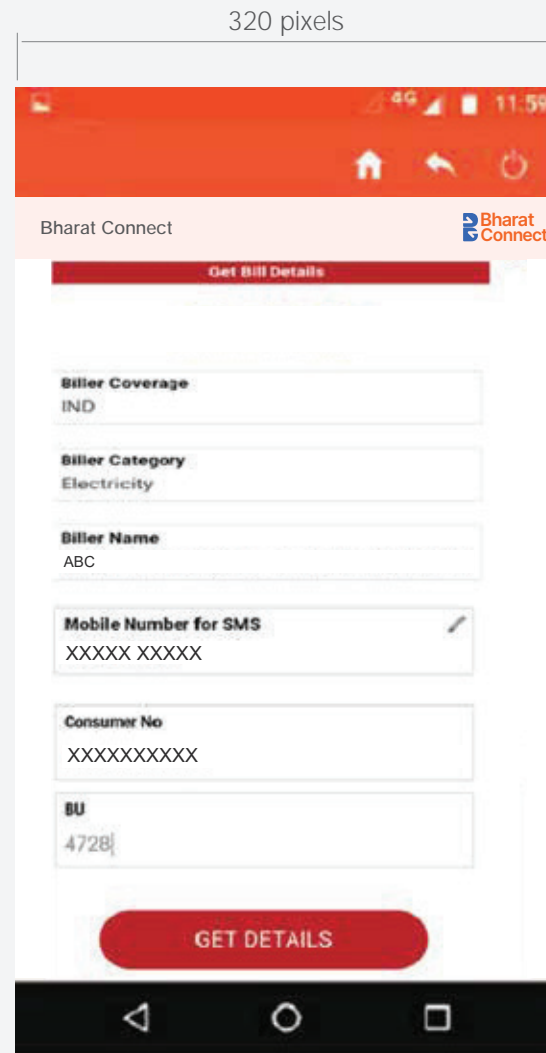
The Bharat Connect Horizontal logo to be used on selection of biller, bill fetch and bill payment screens. In the case stakeholders guidelines do not permit use of vertical logo, horizontal logo may be use

Mobile App landing page

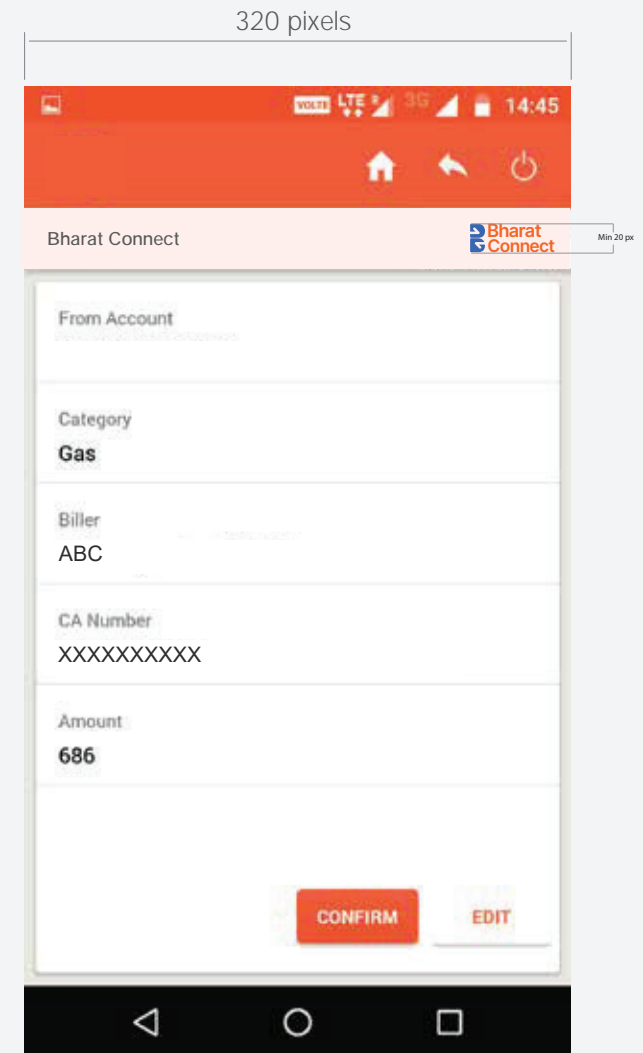
Bharat Connect logo, when used on mobile app/wallet etc. should be present on the top right-hand corner of the page with optimum visibility.



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

NetBanking

Bharat Connect Min 20 px

Exit

My Bills ▶

My Billers ▶

Bharat Connect ▼

Instapay

Query Transaction

Check Bharat Connect Complaint Status

Complaint History

Raise Service Complaint

Bharat Connect Billers

Please select your biller from category, location and the specific biller or by entering biller name that you wish to add.

Bharat Connect Billers

Biller Category Biller Name

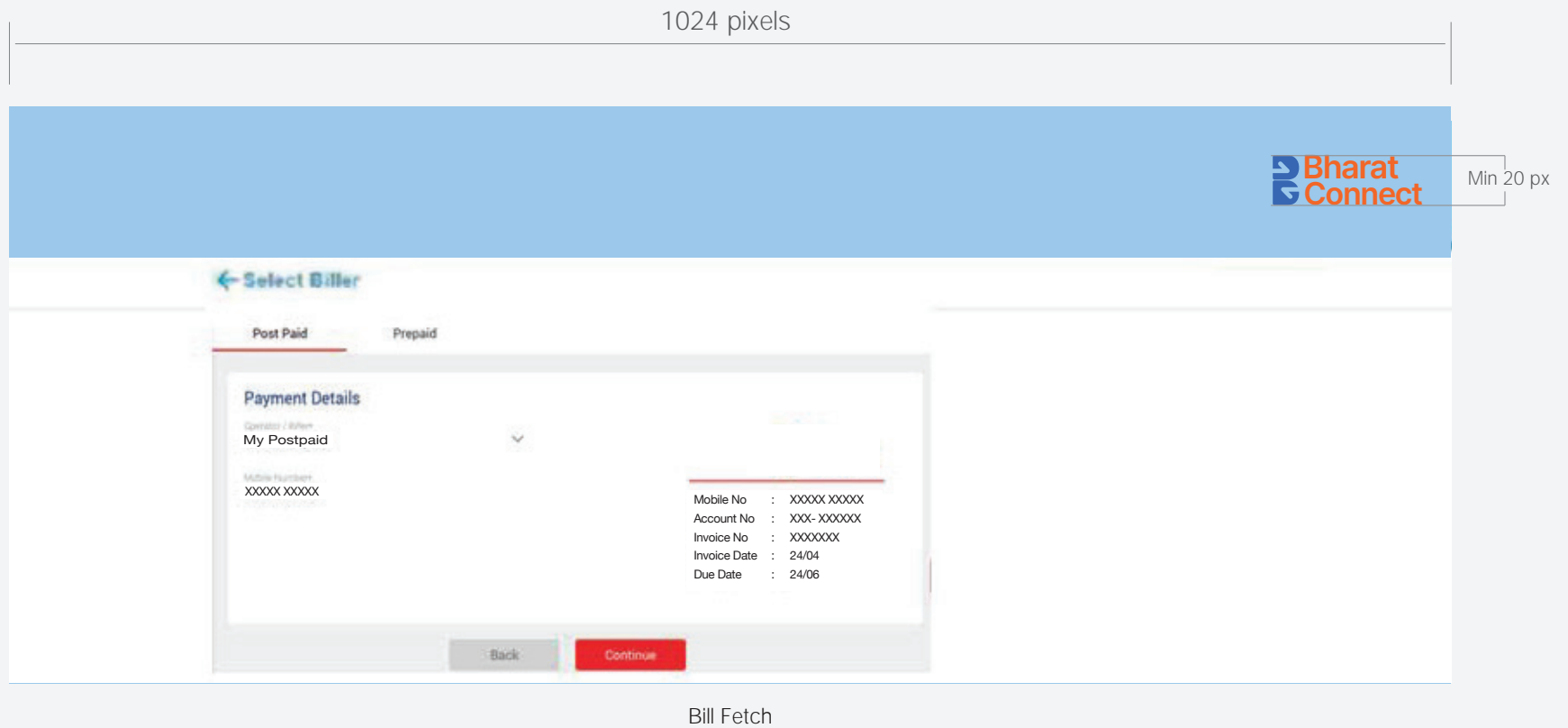
Select Biller	
Category*	== Select Biller Category == ▼
Location	== Select Biller Location == ▼
Biller*	== Select Biller == ▼

Select Biller	
Biller Name*	My Postpaid

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



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

Min 20 px

← View & Pay

My Postpaid

Mobile Number	Customer Number
XXXXXXXXXX	NA

When To Pay
Pay Now

Payment Amount (₹)
10

Payment Method
BankAccount

Pay

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

← Select Biller

Prepaid Recharge Postpaid Bill Payment

Postpaid Mobile Number
XXXXXXXXXX

Operator
XXXXXXXXXX

** 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.

Pay

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

Select To Date

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

The screenshot shows a web interface for raising a complaint. At the top right, the Bharat Connect logo is displayed with a bounding box indicating a minimum height of 20 pixels. The main content area is titled 'Bharat Connect - Raise Complaint' and contains a form with the following elements:

- Select service type of complaint:** A dropdown menu.
- Enter Details to Raise Complaint:** A highlighted section header.
- Mobile Number:** A text input field.
- Type of Complaint:** A dropdown menu with 'Service' selected.
- Participation Type:** A dropdown menu with '-- Select Participation Type--' selected.
- Service Reason:** A dropdown menu with '- Select Service Reason -' selected.
- Description:** A large text area for providing details.
- SUBMIT:** An orange button at the bottom right of the form.

Min 20 px

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

Query Transactions

Raise Service Complaint

Check Complaint Status

Complaint History

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

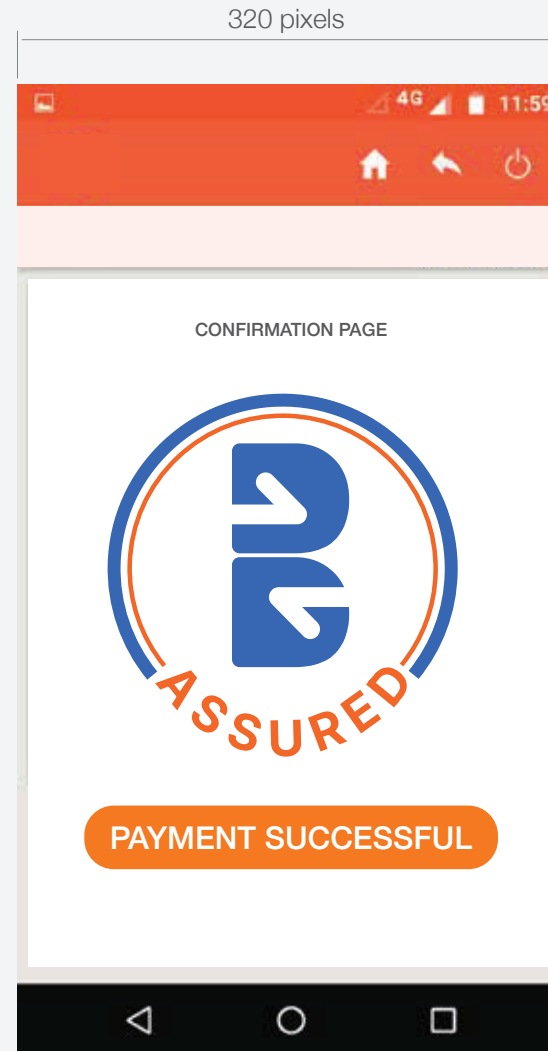
Complaint Status

STAGE-3

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

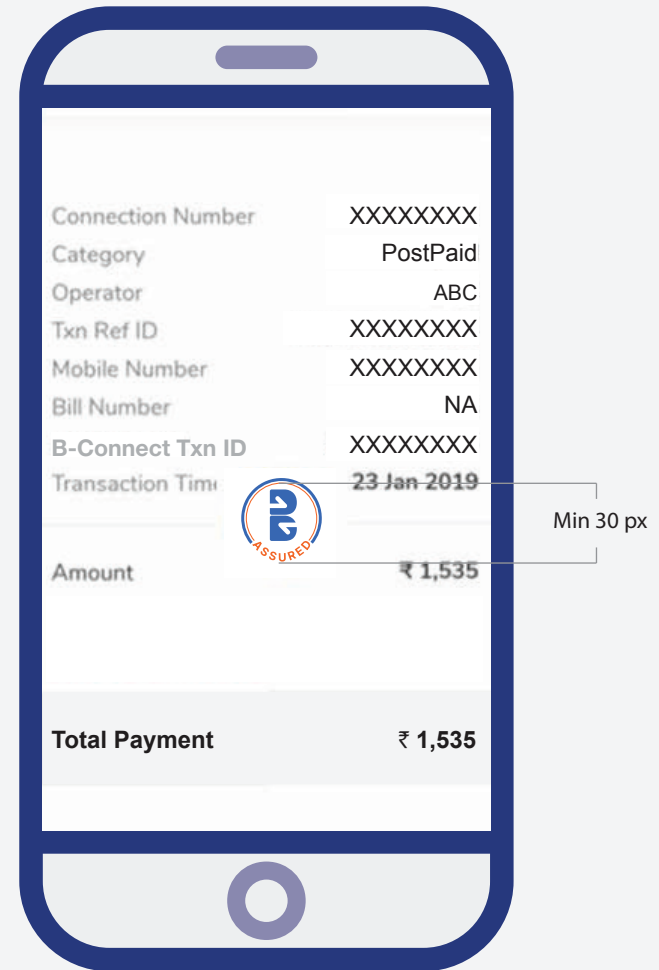
Mobile Confirmation Page

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.

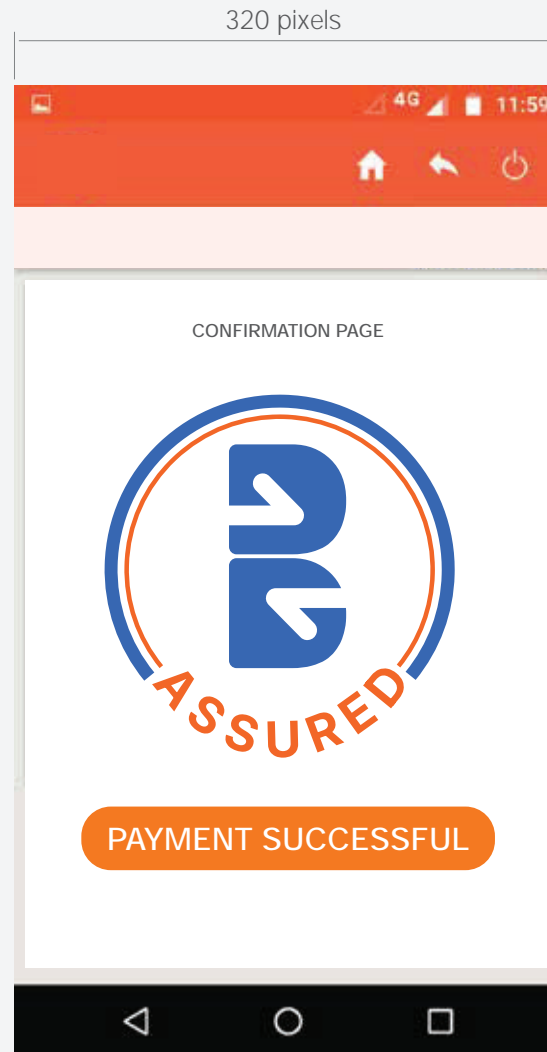


Sonic Branding

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



Payment Receipt			
Goregaon, 400063 India Phone: 1800 266 3090 Email: info@wowsolutions.in CIN:U74999MH2009PTC196937		Date: 2017-10-10 Receipt #:1586 Payment	
Payment Mode: Cash	Subscriber/Received From:		
Service	Amount (INR)	GST @18% (INR)	Total (INR)
Internet/Broadband	610.17	109.83	720.00

THANK YOU