

Circular: NPCI/2017-18/BBPS/014

October 25th, 2017

To,

All BBPOUs

Bharat Bill Payment System

Dear Sir/Madam,

Bharat Bill Payment System (BBPS) – New Visual Identity and Brand Guidelines

We are happy to inform you that the Bharat Bill Payment System has a new Visual Identity/Brand Logo viz. Bharat Bill Pay.



The platform/ecosystem would be known/termed as **“Bharat Bill Payment System (BBPS)”**.

The consumer facing brand name would be known as **“Bharat BillPay”**

Request all members to take note of the below:

1. All BBPOUs must change their front-end channels i.e. Digital Channels viz. Website/Internet, Internet Banking, Mobile app, Mobile banking, KIOSK, POS, MPOS, ATM and Physical Channels Viz. Agent, Bank-Branch, Business Correspondent with the new “Bharat BillPay” logo on or before 31st December 2017, as per the standards delineated in the Brand Guidelines. All Digital and Physical receipt must carry the new logo and follow the format as prescribed in the Brand Guidelines.

2. BBPOUs should ensure that all its Agent-Institutions and Agents front-end screens must be changed on or before 31st December 2017. All the new Agent-Institutions and Agents on-boarded on the BBPS platform should carry the new Visual Identity of "Bharat BillPay".
3. All Customer Communication i.e. Posters, Brochures, Leaflets, Presentations etc. should carry the new brand logo, as per the standards prescribed in the Brand Guidelines.

In case the logo/trademark is used by any entity for any external communication, BBPS team should be informed about the same and prior approval to be taken before release of the communication.

All members are requested to comply with the Brand Identity Guidelines and the High resolution Bharat BillPay logo enclosed with this circular as per the timeline prescribed above.

Yours faithfully,



A.R. Ramesh

Chief Project Officer

Bharat Bill Payment System