POWERED BY

NPCI

भारतीय राष्ट्रीय भुगतान निगम

NATIONAL PAYMENTS CORPORATION OF INDIA

NETC

NATIONAL ELECTRONIC TOLL COLLECTION

FASTag

Easy to Cruise

GUIDELINES

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NETC Brand Mark, mnemonic & contactless indicator can be downloaded from Brand Centre @ npci.org.in

If after reading the branding guidelines, you still haven't found the answer to your query,
please contact us on: brand@npci.org.in

The Brand

NETC FASTag, brings ease to your travelling experience. Now one doesn't need to wait in the long queue at the toll-plaza. One can ZIP through the toll-plaza. NETC FASTag offers the convenience of cashless payment with added benefit of saving fuel and time as the customer doesn't need to stop at the toll plaza.

National Electronic Toll Collection (NETC) program to meet the electronic tolling requirements of the Indian market. It offers an interoperable nationwide toll payment solution. Interoperability, as it applies to National Electronic Toll Collection (NETC) system, encompasses a common set of processes, business rules and technical specifications which enable a customer to use their FASTag as payment mode on any of the toll plazas irrespective of who has acquired the toll plaza.

FASTag is a device that employs Radio Frequency Identification (RFID) technology for making toll payments directly while the vehicle is in motion. FASTag (RFID Tag) is affixed on the windscreen of the vehicle and enables a customer to make the toll payments directly from the account which is linked to FASTag.

Brand Mark

NETC ECOSYSTEM

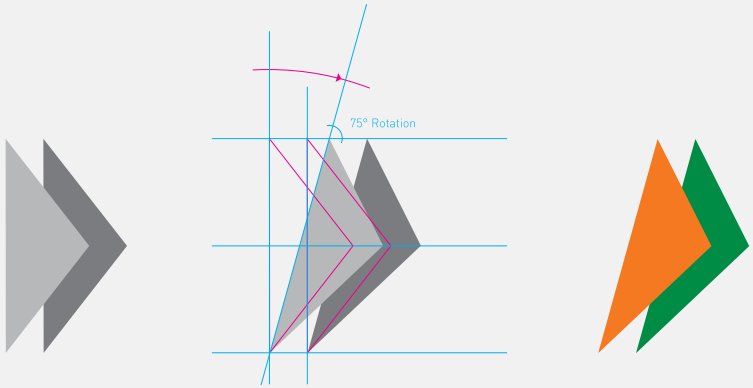
BANKING/MERCHANTS/PARTNERS/3rd PARTY Website

BANKING/MERCHANTS/PARTNERS/3rd PARTY APPS

OFFLINE & ONLINE ACCEPTANCE or COMMUNICATION

Brand Mark

With India heading towards a brighter future and NETC assisting in its growth by taking a progressive initiative to give a “seamless drive” to our country which is moving forward rapidly every day. The Tricolor arrows, created by combining the fast-forward symbol with our National flag and taking inspiration from the stance of an athlete, visually captures this statement. Capturing the same elements from the official NPCI logo, the sharp edges of the arrows in the symbol point towards the future, reflecting accelerated commitment to the country’s progress, forward-thinking with its nationalistic and traditional values.



Logotype

NETC

NATIONAL ELECTRONIC TOLL COLLECTION

Symbol

The Logo & Colours

The primary colours used for the NETC logo have been taken from the NPCI colour palette. The orange brings an element of the future and freshness to this new payments solution, while the green represents the technology that powers the NETC platform.

NETC
NATIONAL ELECTRONIC TOLL COLLECTION

C 000	M 000	Y 000	K 070
R 109	G 110	B 113
C 100	M 000	Y 100	K 020
R 043	G 139	B 075
C 000	M 065	Y 100	K 000
R 217	G 120	B 045

NETC
NATIONAL ELECTRONIC TOLL COLLECTION

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The Logo Size

Every piece of material that goes to the customer from the NPCI acts as a medium of communication and hence it is important to maintain uniformity with respect to design. The sizes mentioned here are for your reference only. Care should be taken to maintain proportions while resizing the logo.

The NETC logo can be used in multiple sizes, but the size cannot be lesser than 20mm as shown here.

20 mm

The Logo Size

• Print: In case of a print related communication, size of the FASTag logo unit must be 15% in width of the layout or 30 mm (whichever is higher). For example, size of the logo unit would be 31.5 mm in width for an A4 layout.

• Digital: In case of a digital communication, size of the FASTag logo unit must not be smaller than 15 pixels height X 62 pixels width.

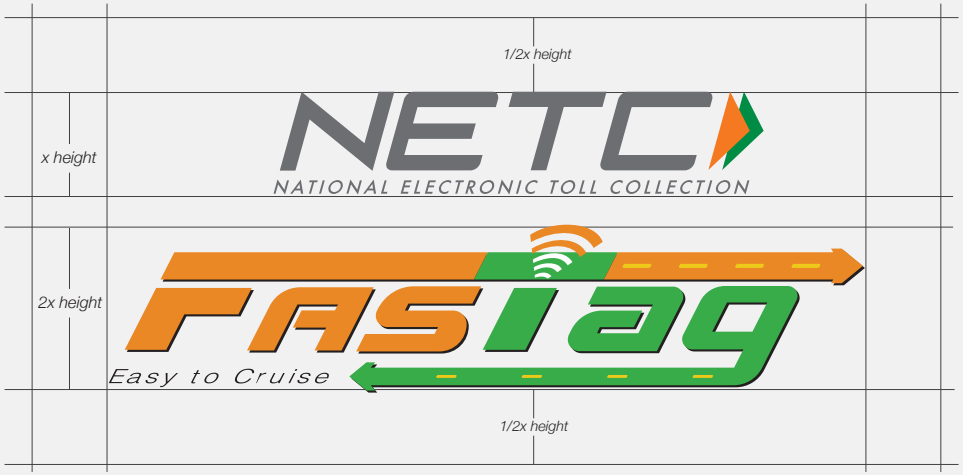
Print 31.5 mm

Print 15 mm

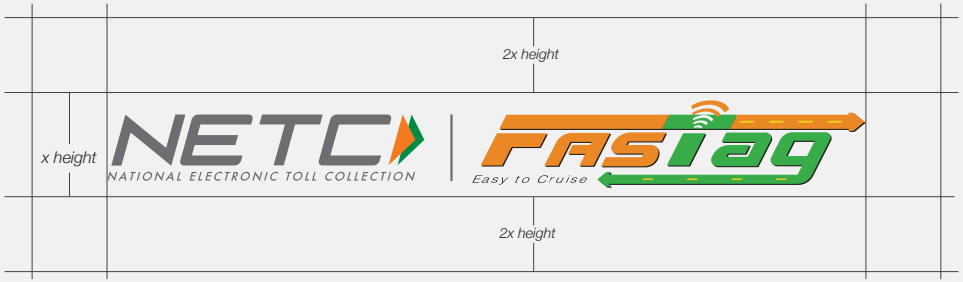
The Logo Size

Combined Logos - NETC and FASTag
Since FASTag is the product it needs to be highlighted and NETC being the parent logo should also be part of it.

The combined logo has 2 variations shown in this page and the next page. The logo usage will depend on the layout as shown in the coming slides. The logo should be used in such a manner that the NETC logo must be visible to read.



The Logo Size



Improper Logo Usage

The example given on this page shows incorrect usages of the logo by editing the typeface, colour or placement of the unit.

Improper Logo Usage

The example given on this page shows incorrect usages of the logo by editing the typeface, colour or placement of the unit.

Placement of typeface below unit.

Unit placed before typeface.

Size of unit larger than typeface.

Colours interchanged between logo and typeface.

Incorrect colour used in unit.

Greyscale logotype.

Typeface in italics.

Logotype squeezed.

Logotype stretched.

Font

The official typeface for NETC is Helvetica and the Helvetica family. The Helvetica font is designed for easy reading and offers a clean and sharp typeface, much like the ease and simplicity that NETC brings to payments.

Helvetica Neue - Italic

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

HelveticaEXT - Normal

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

Helvetica Neue - Light

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

Helvetica Neue - Regular

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

Helvetica Neue - Medium

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

Helvetica Neue - 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

Helvetica Neue - Condensed 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

Helvetica Rounded LT STD - Bold

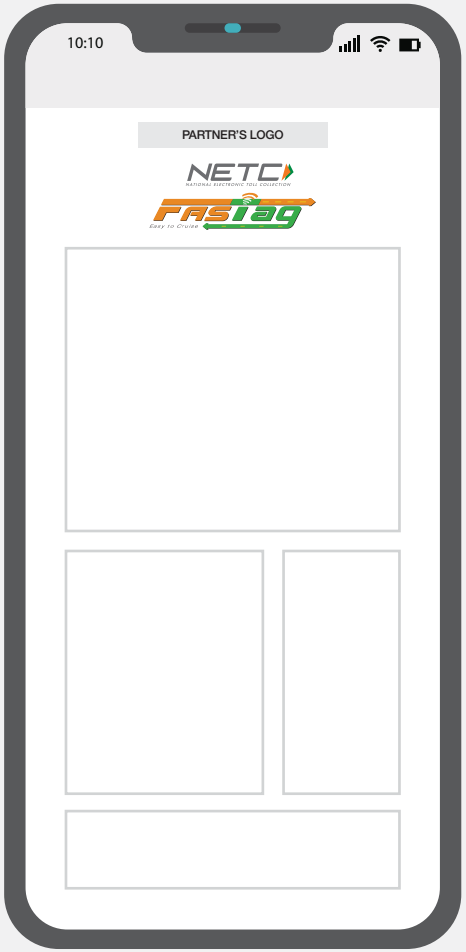
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

NETC FASTag Logo Usage

BANKING PARTNERS | NON BANKING PARTNERS | MERCHANTS

Logo Usage

In case of an online, offline, Web, Mobile app, etc. size of the NETC FASTag logo unit must be in equivalent proportion to the size of the Merchant / Partner logos and to have clear readability



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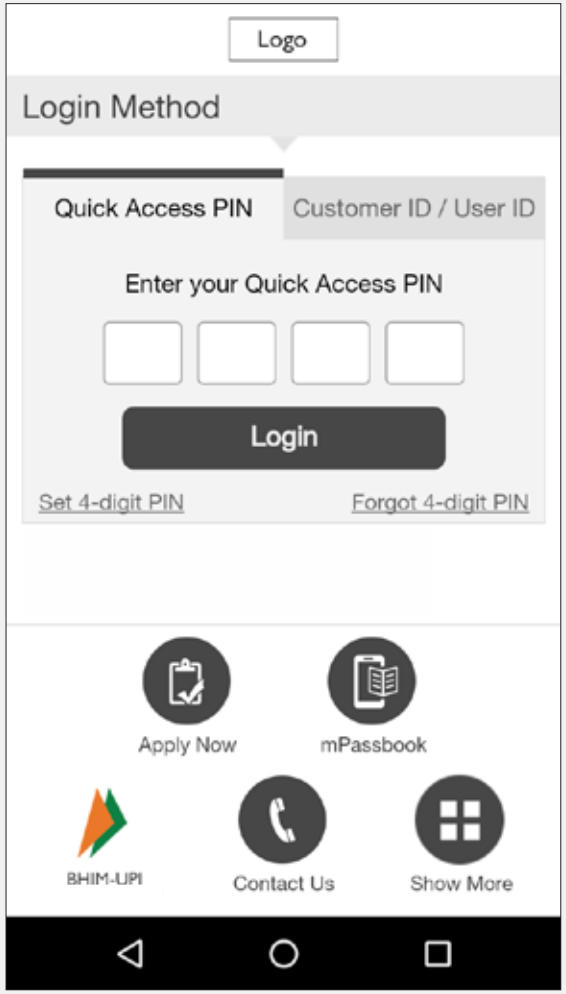
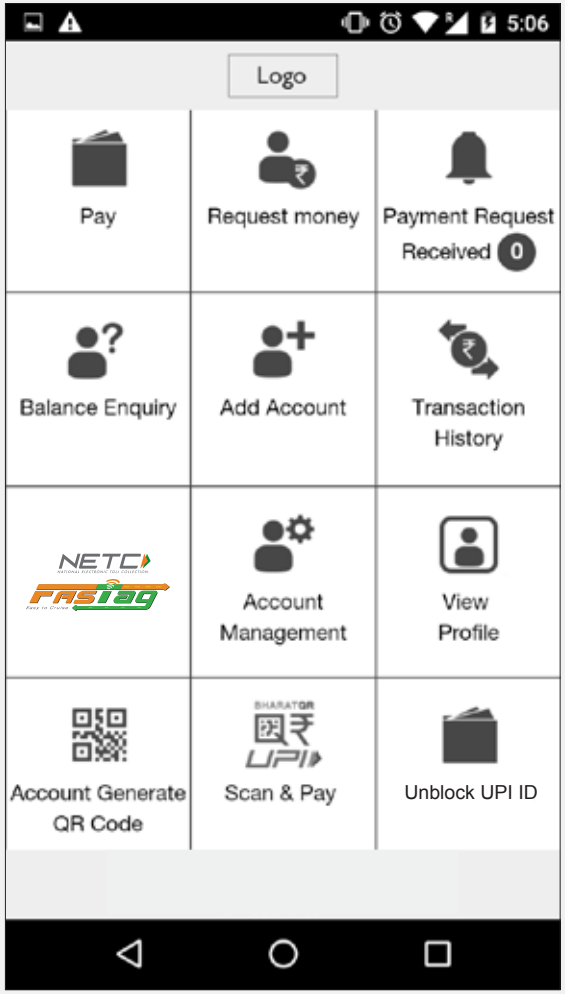
THE LOGO USAGE:

Mobile Banking App

NETC FASTag logo application on the UPI platform.





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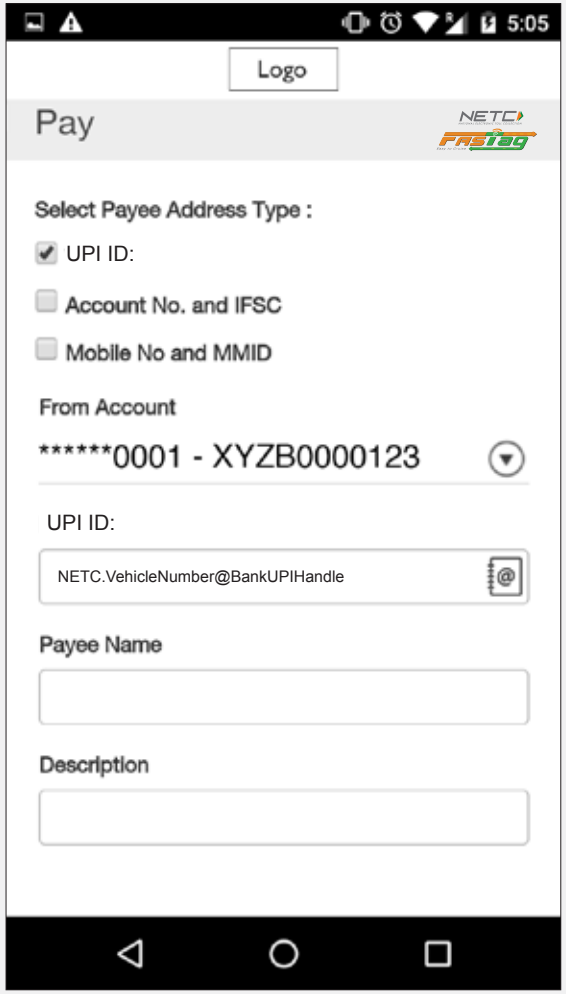
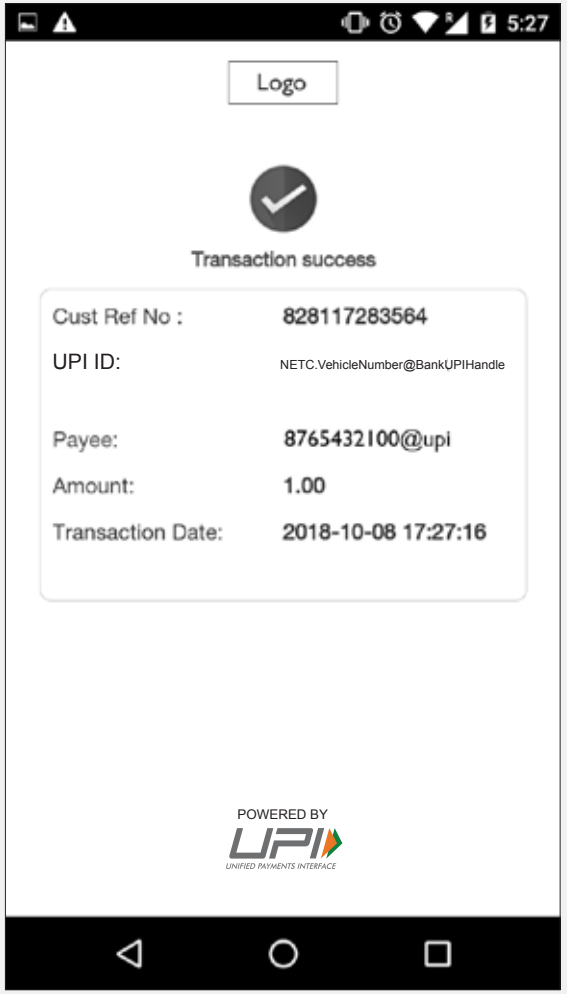
Mobile Banking App

NETC FASTag logo through the recharge and the payment confirmation pages.

Transaction page



Payment confirmation page



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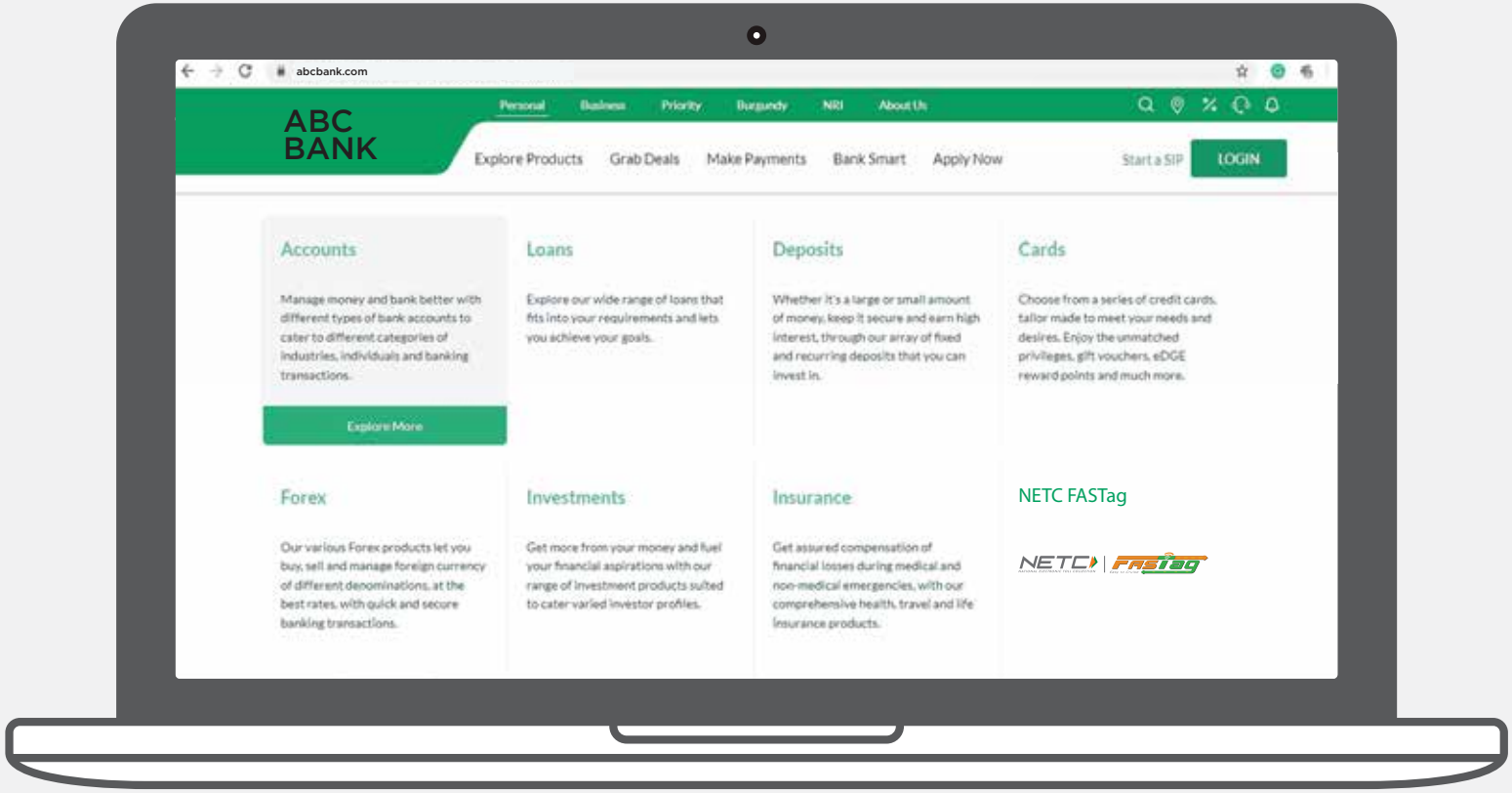
Website

NETC FASTag recharge through a Net banking website of a Bank partner



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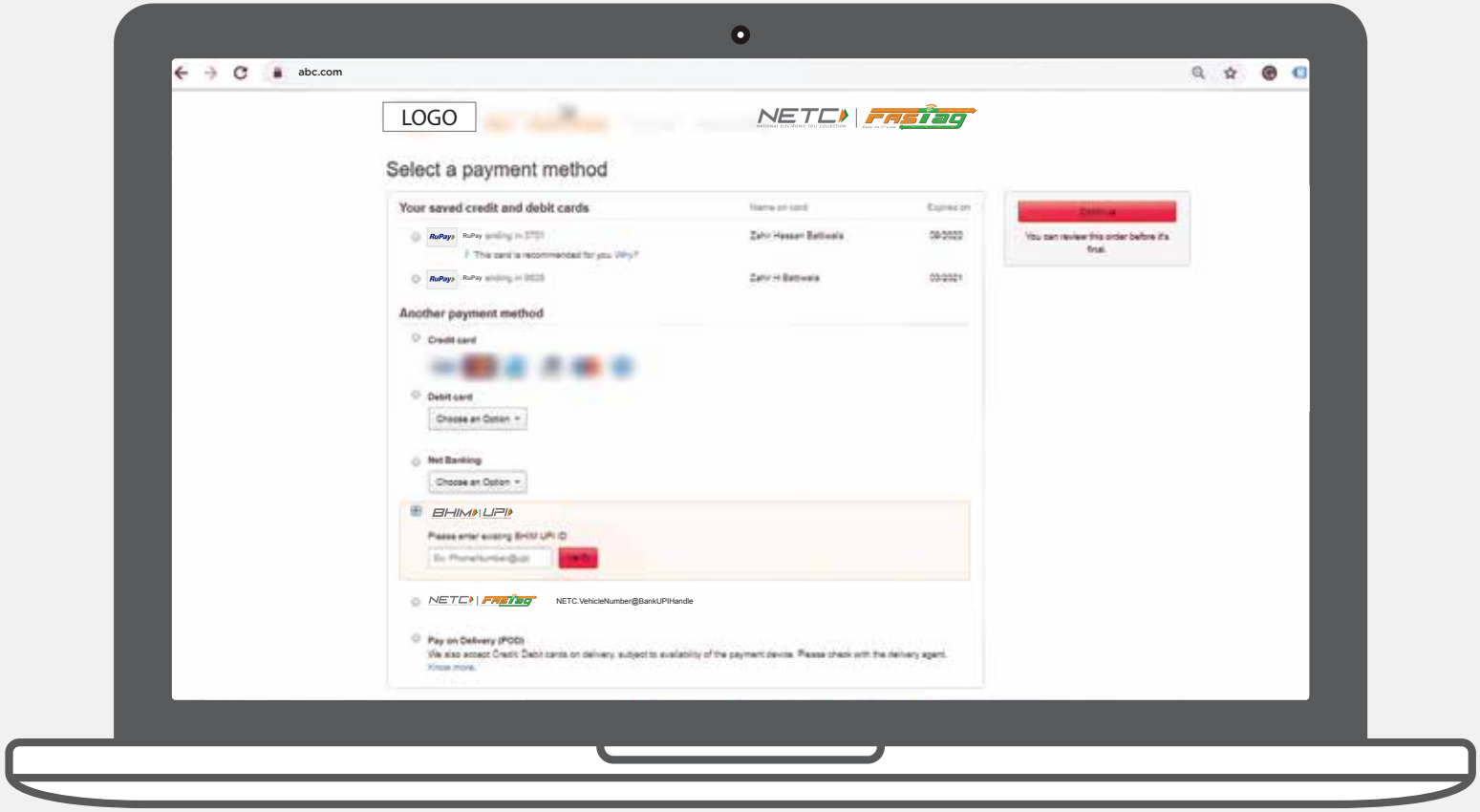
Website

Payment mode selection page



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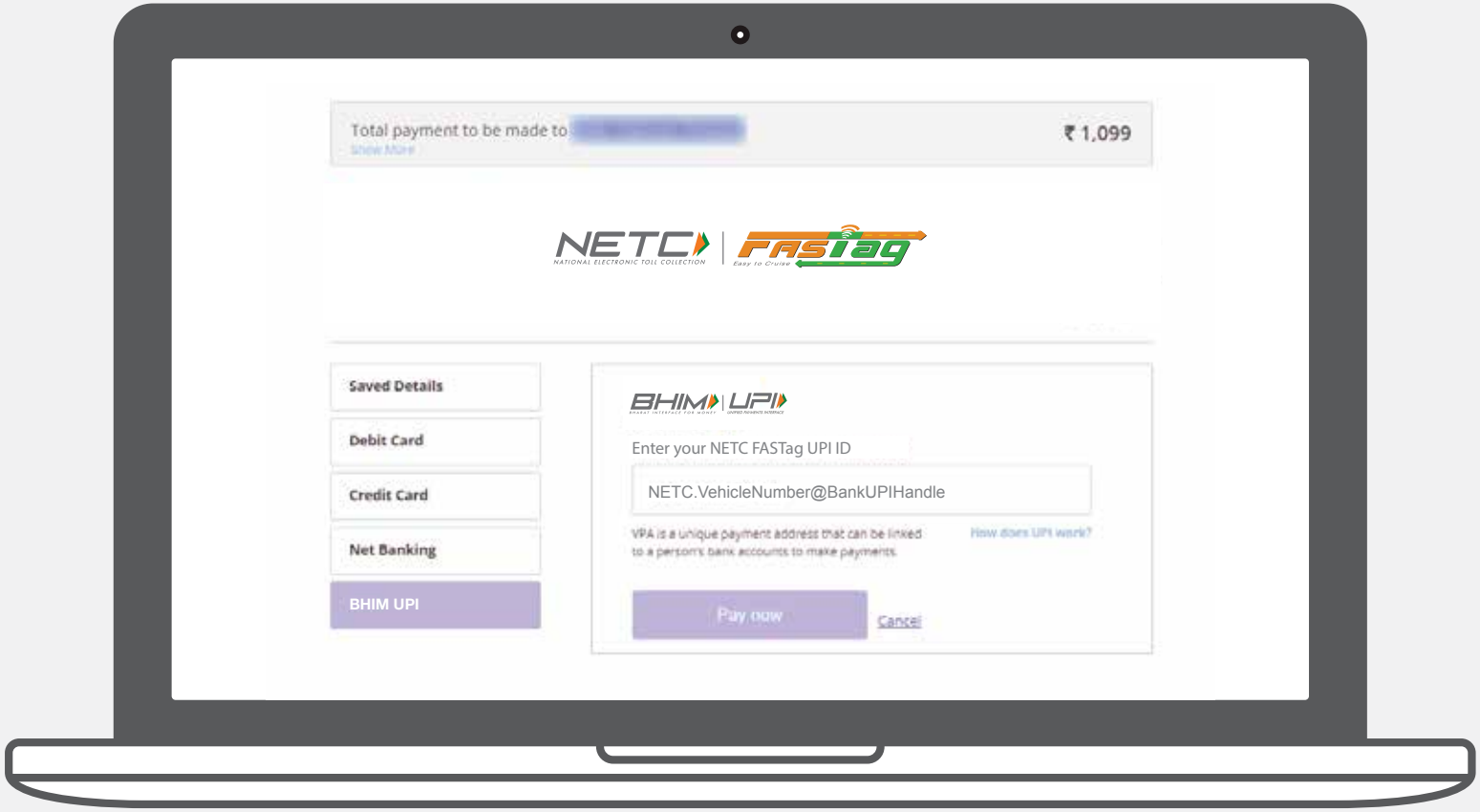
Website

Payment transaction page



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THE LOGO USAGE: Communication to Partners

UPI App

First page where the NETC FASTag can be selected for a recharge purpose.

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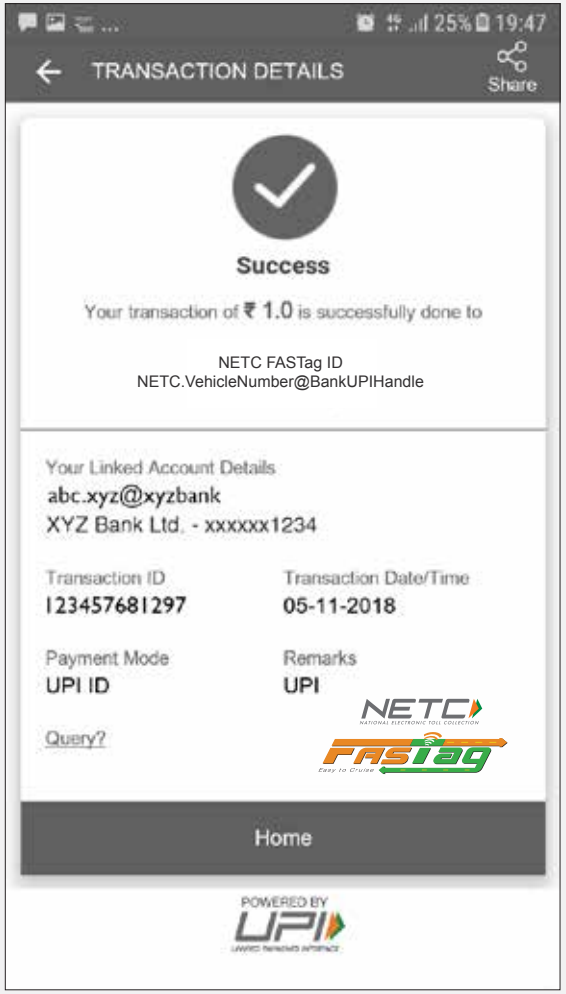
UPI App

Transaction page

Payment confirmation page



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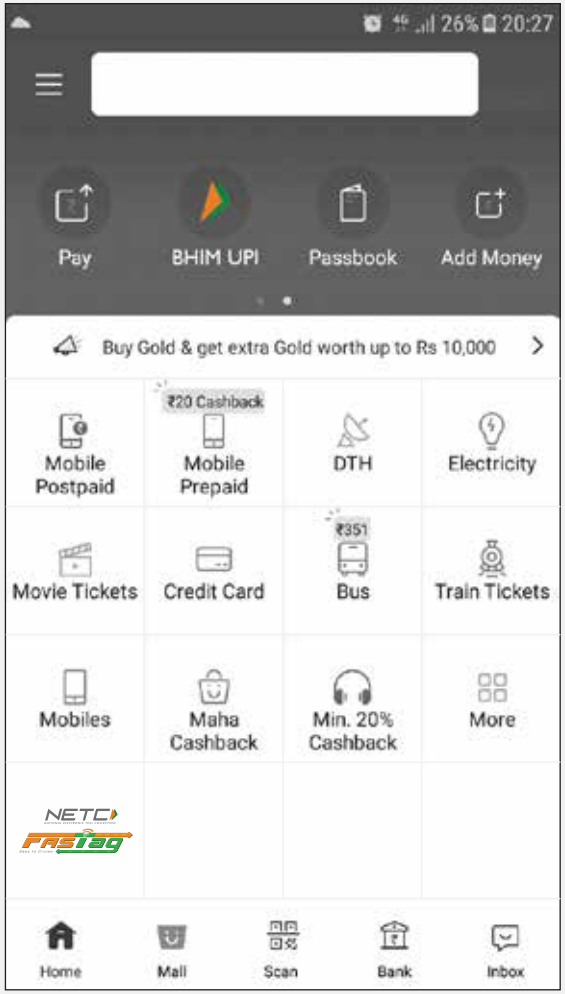
Mobile App

In a Merchant/Partner, where NETC FASTag can be recharged.

First Page



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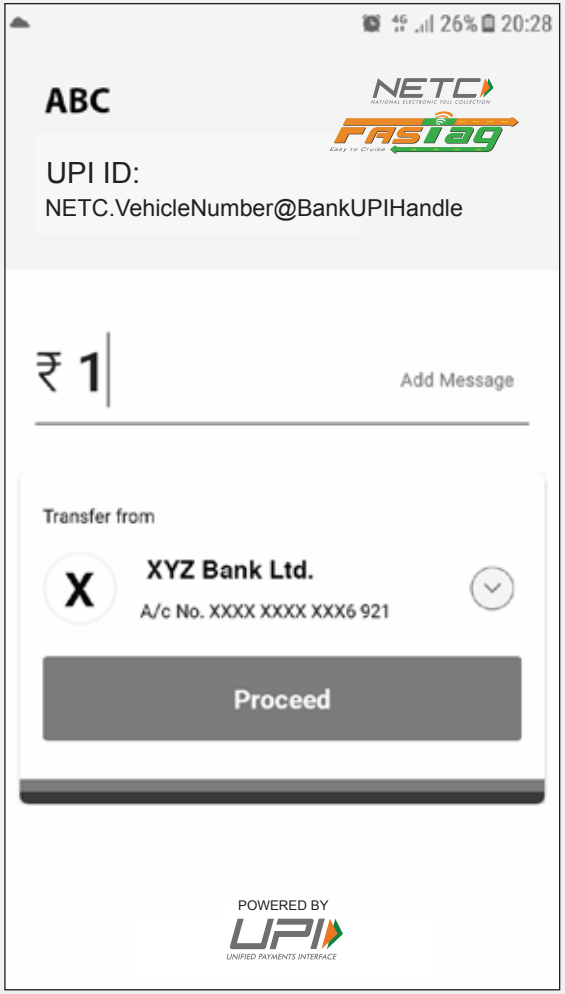
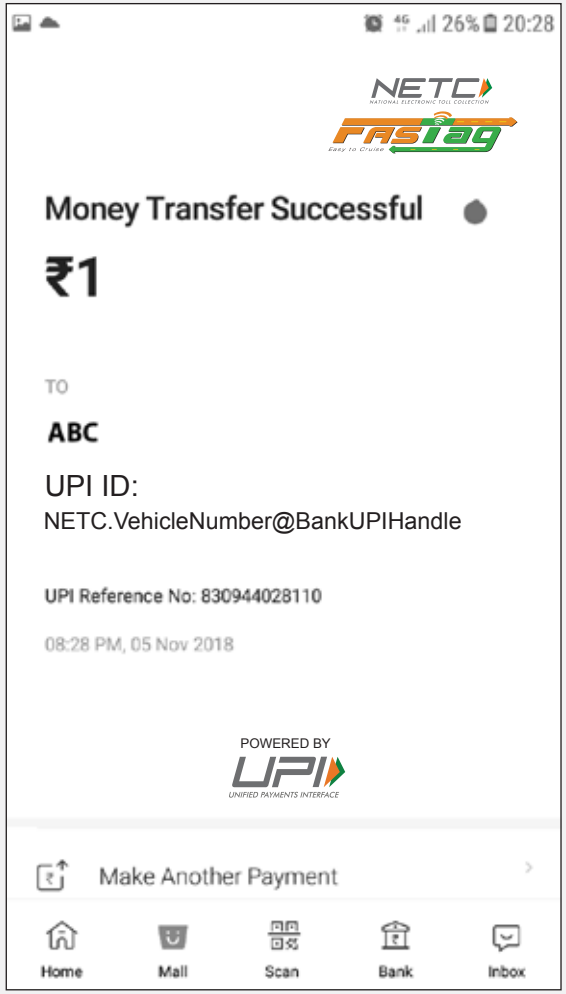
Mobile App

Transaction page



Payment confirmation page



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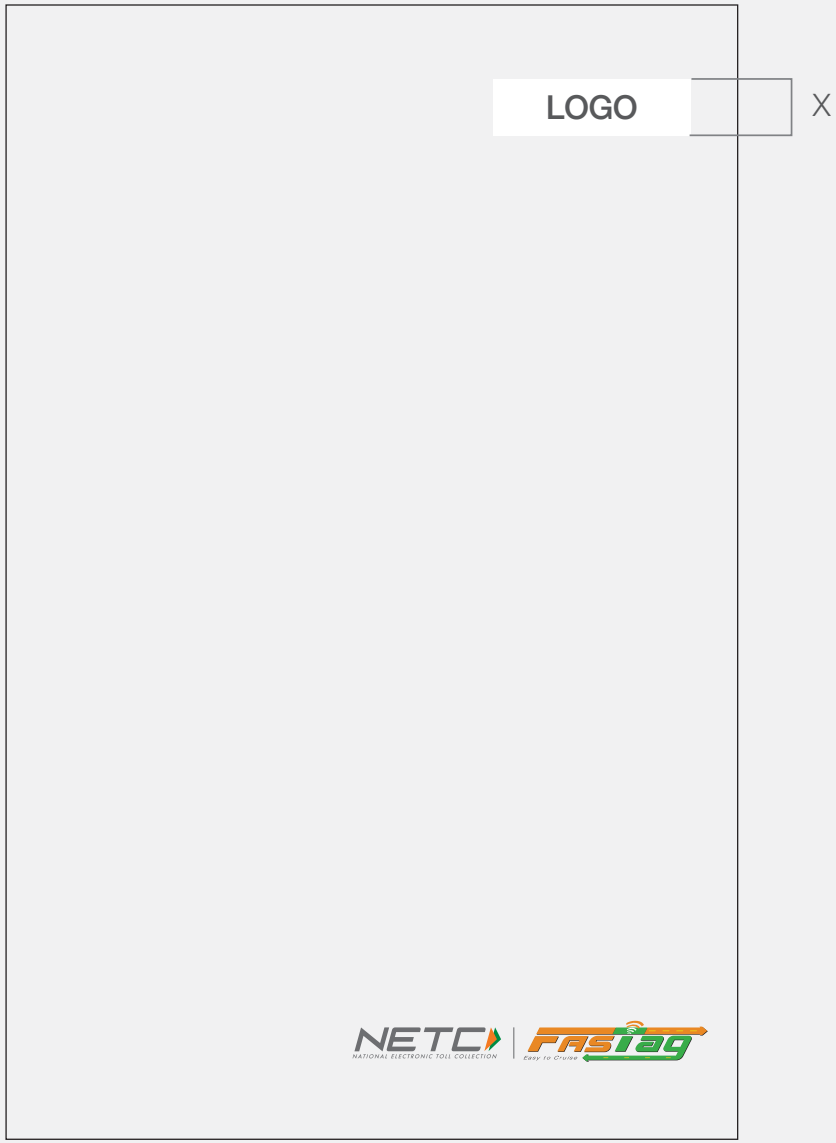
COMMUNCATION GUIDELINES:

BANKS | PARTNERS | MERCHANTS

Print Ad

A Bank/Partner/Merchant must use NETC FASTag logo in all it's communication and the NETC FASTag logo unit must be in equivalent proportion to the size of the Merchant/Partner logo and to have clear readability.



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Cinema / TV

A Bank/Partner/Merchant must use NETC FASTag logo in all it's communication and the NETC FASTag logo unit must be in equivalent proportion to the size of the Merchant/Partner logo and to have clear readability.

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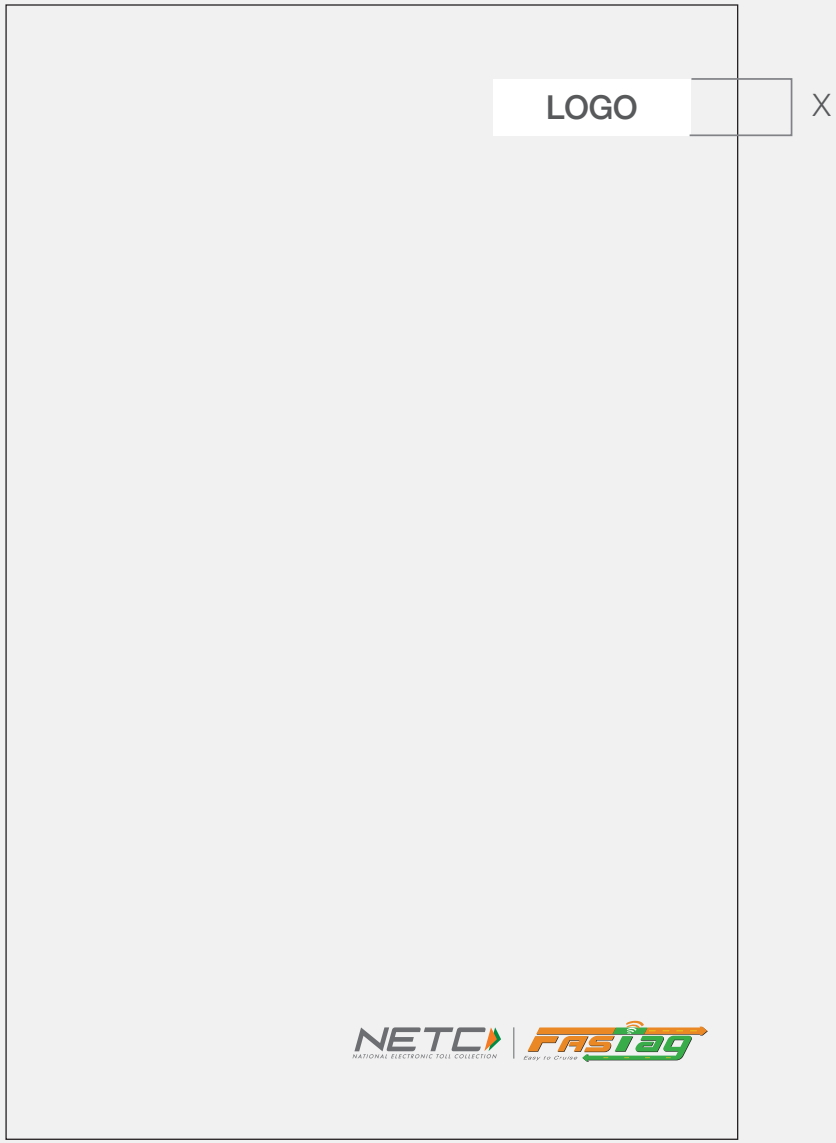
Poster

A Bank/Partner/Merchant must use NETC FASTag logo in all it's communication and the NETC FASTag logo unit must be in equivalent proportion to the size of the Merchant/Partner logo and to have clear readability.



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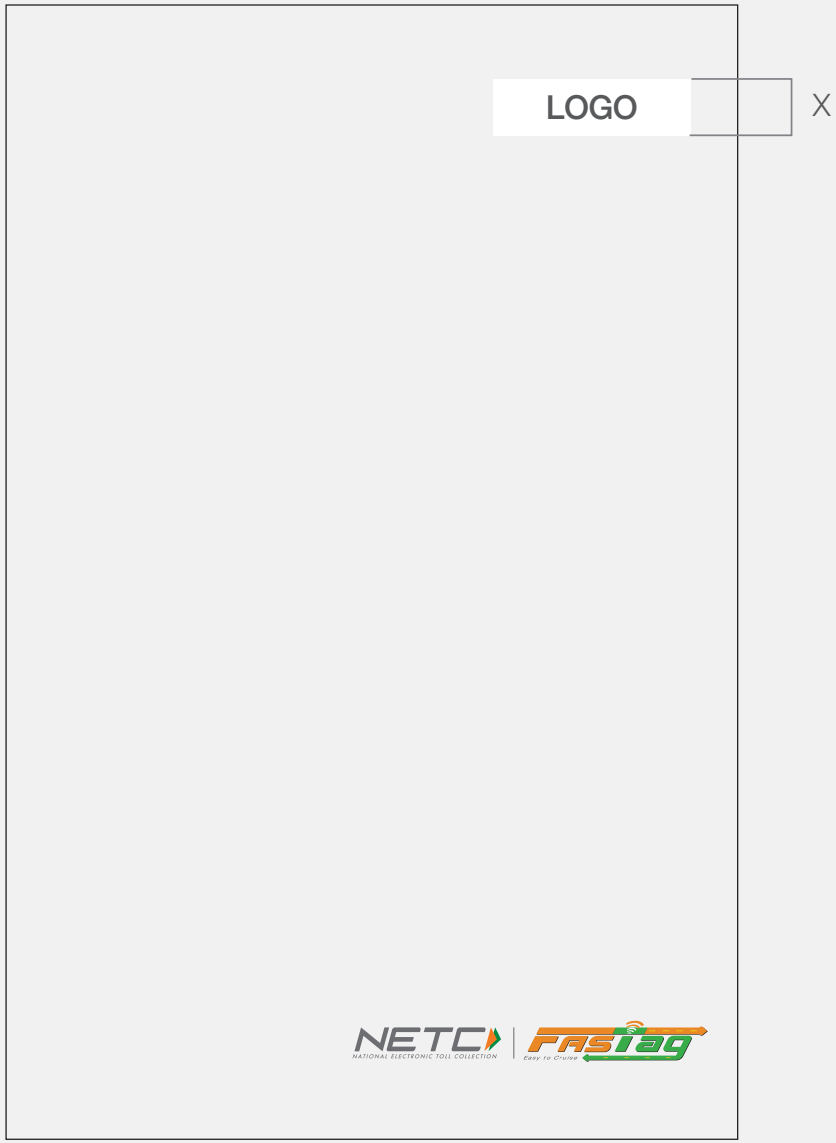
Dangler

A Bank/Partner/Merchant must use NETC FASTag logo in all it's communication and the NETC FASTag logo unit must be in equivalent proportion to the size of the Merchant/Partner logo and to have clear readability.



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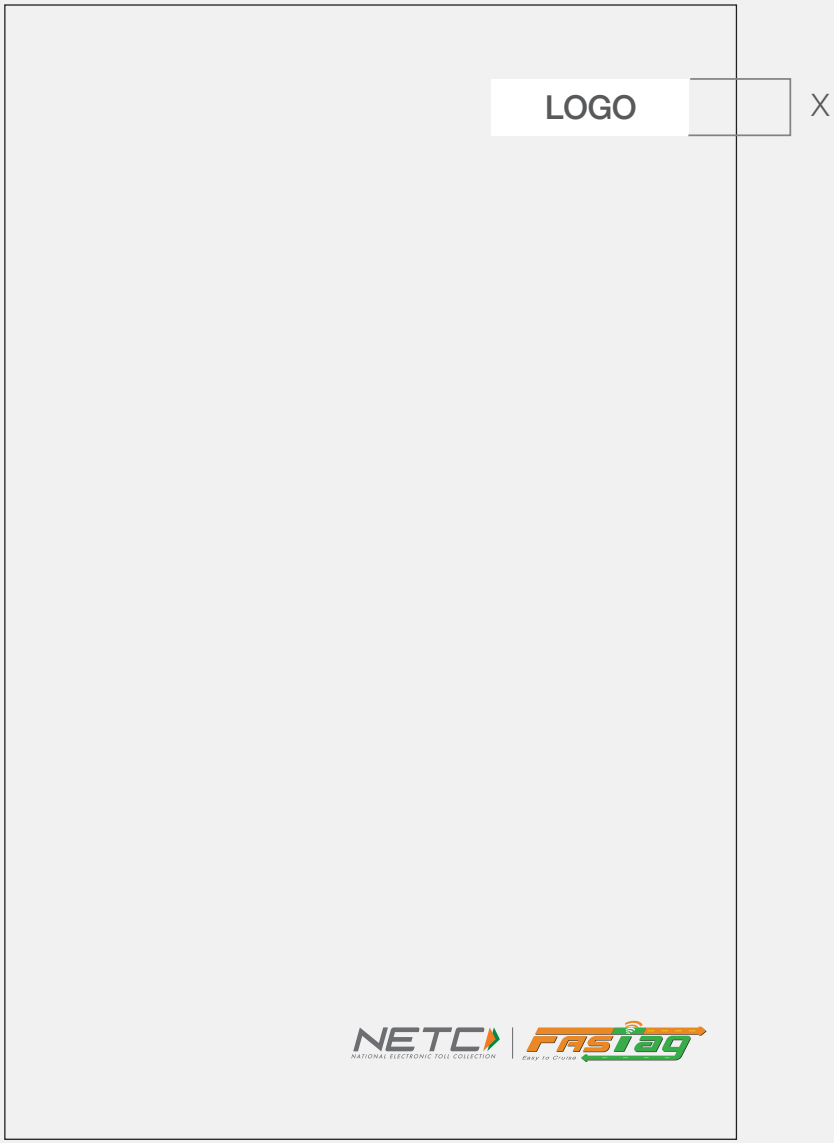
Standee

A Bank/Partner/Merchant must use NETC FASTag logo in all it's communication and the NETC FASTag logo unit must be in equivalent proportion to the size of the Merchant/Partner logo and to have clear readability.



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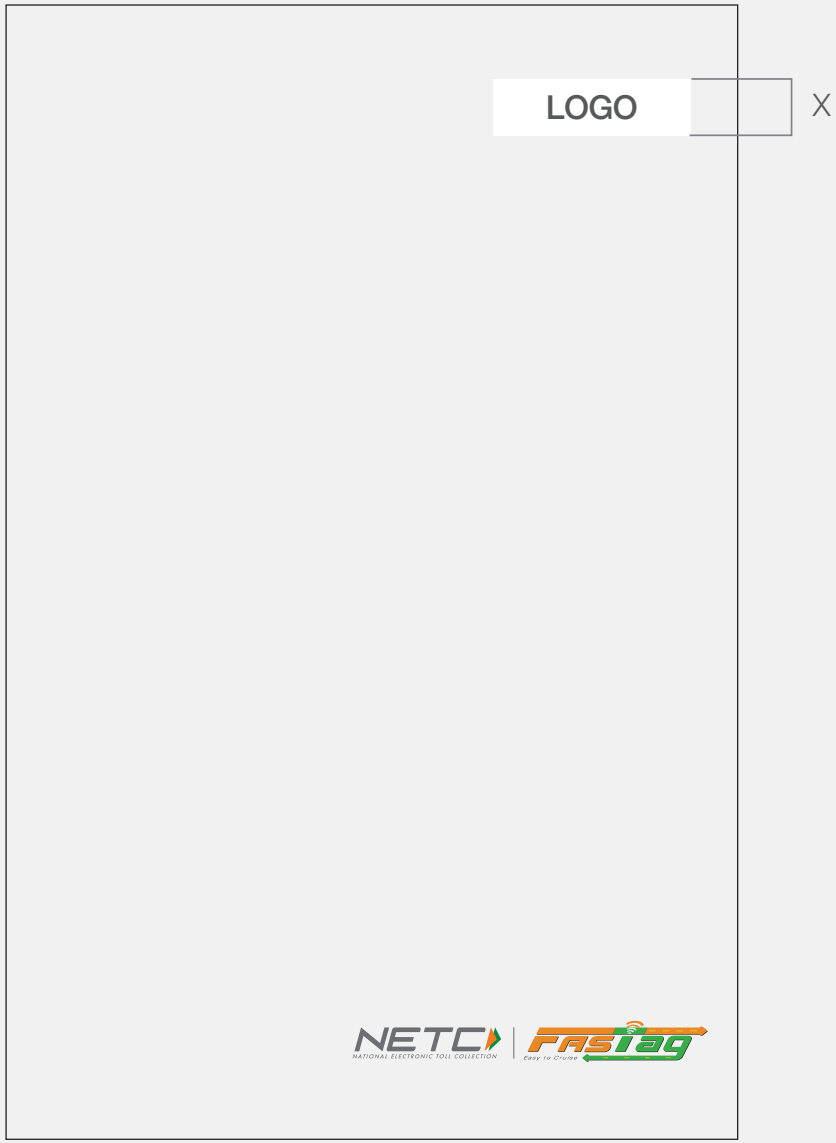
Tent card

A Bank/Partner/Merchant must use NETC FASTag logo in all it's communication and the NETC FASTag logo unit must be in equivalent proportion to the size of the Merchant/Partner logo and to have clear readability.



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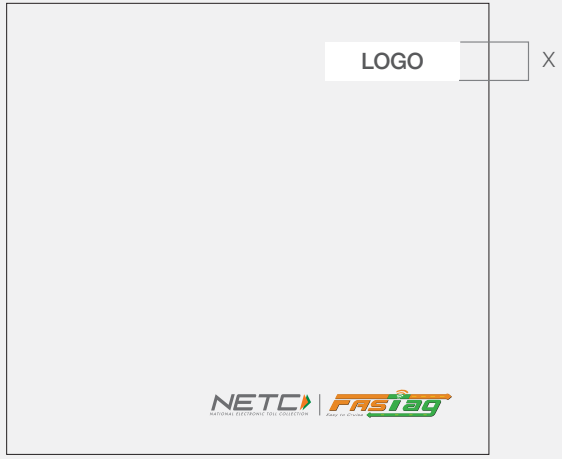
Banner / Backdrop

A Bank/Partner/Merchant must use NETC FASTag logo in all it's communication and the NETC FASTag logo unit must be in equivalent proportion to the size of the Merchant/Partner logo and to have clear readability.



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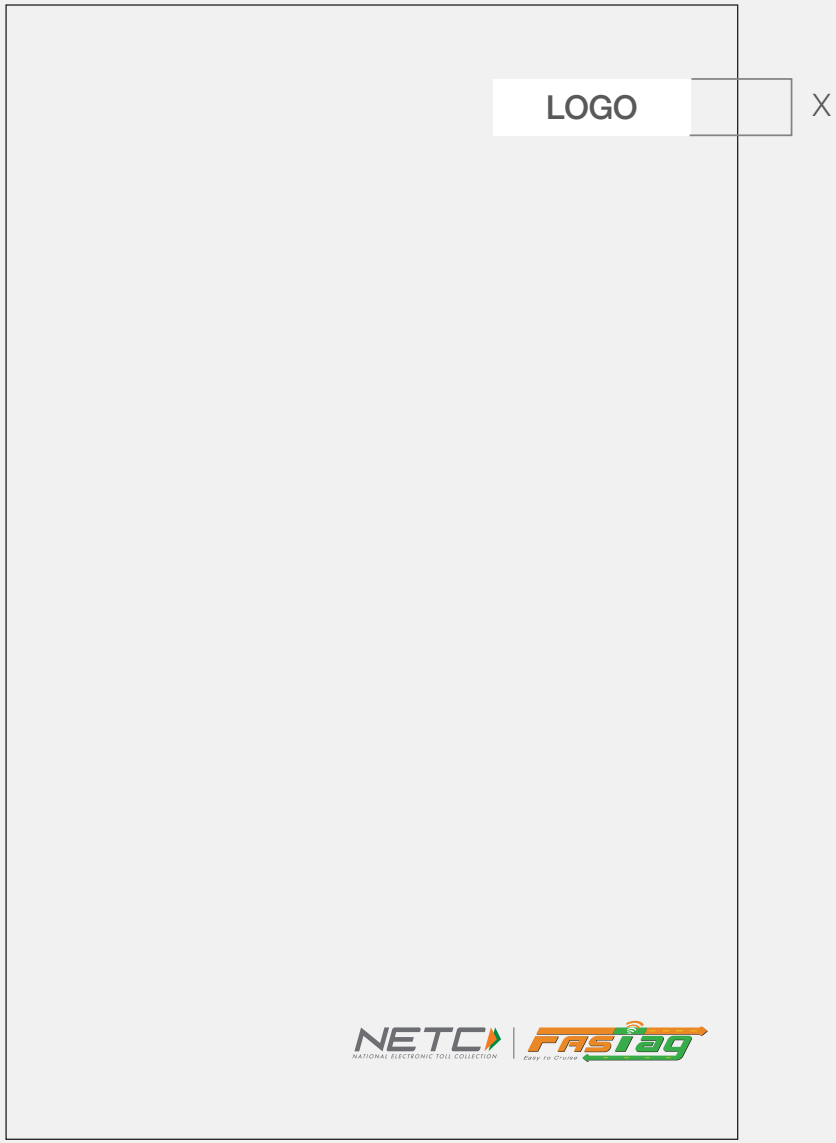
Leaflet / Pamphlet

A Bank/Partner/Merchant must use NETC FASTag logo in all it's communication and the NETC FASTag logo unit must be in equivalent proportion to the size of the Merchant/Partner logo and to have clear readability.



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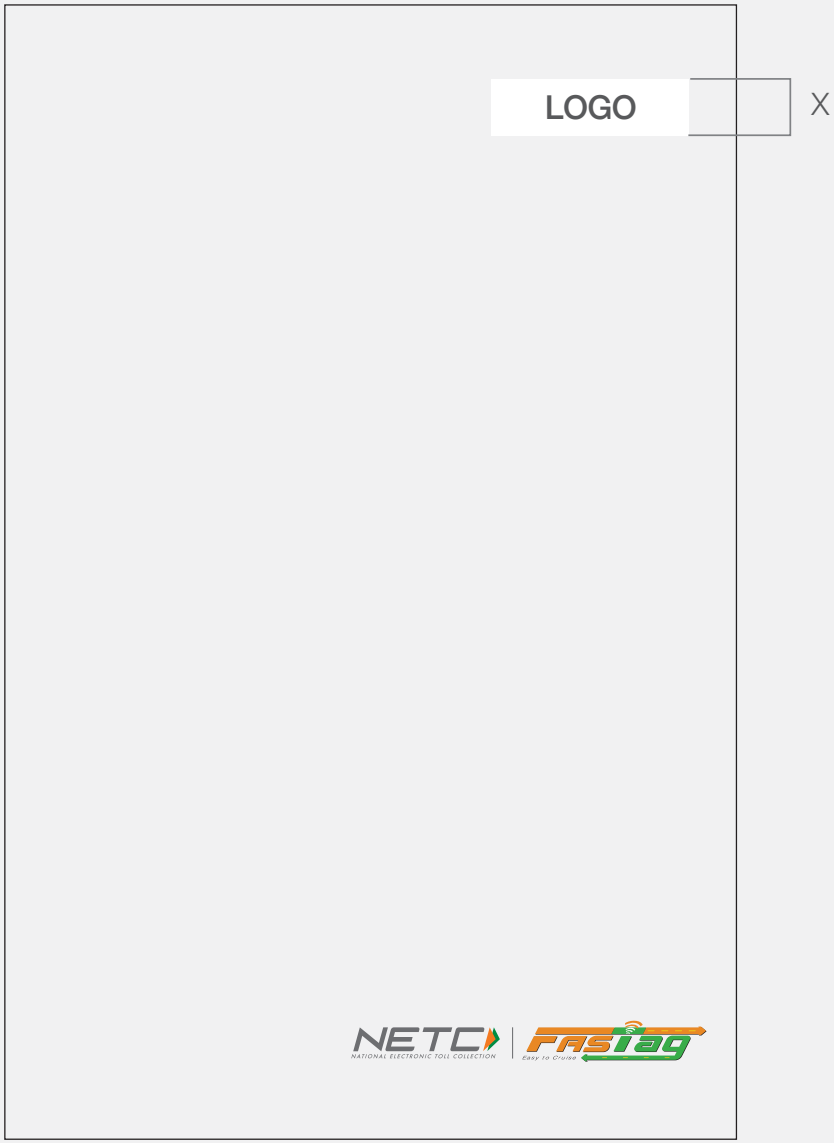
Brochure

A Bank/Partner/Merchant must use NETC FASTag logo in all it's communication and the NETC FASTag logo unit must be in equivalent proportion to the size of the Merchant/Partner logo and to have clear readability.



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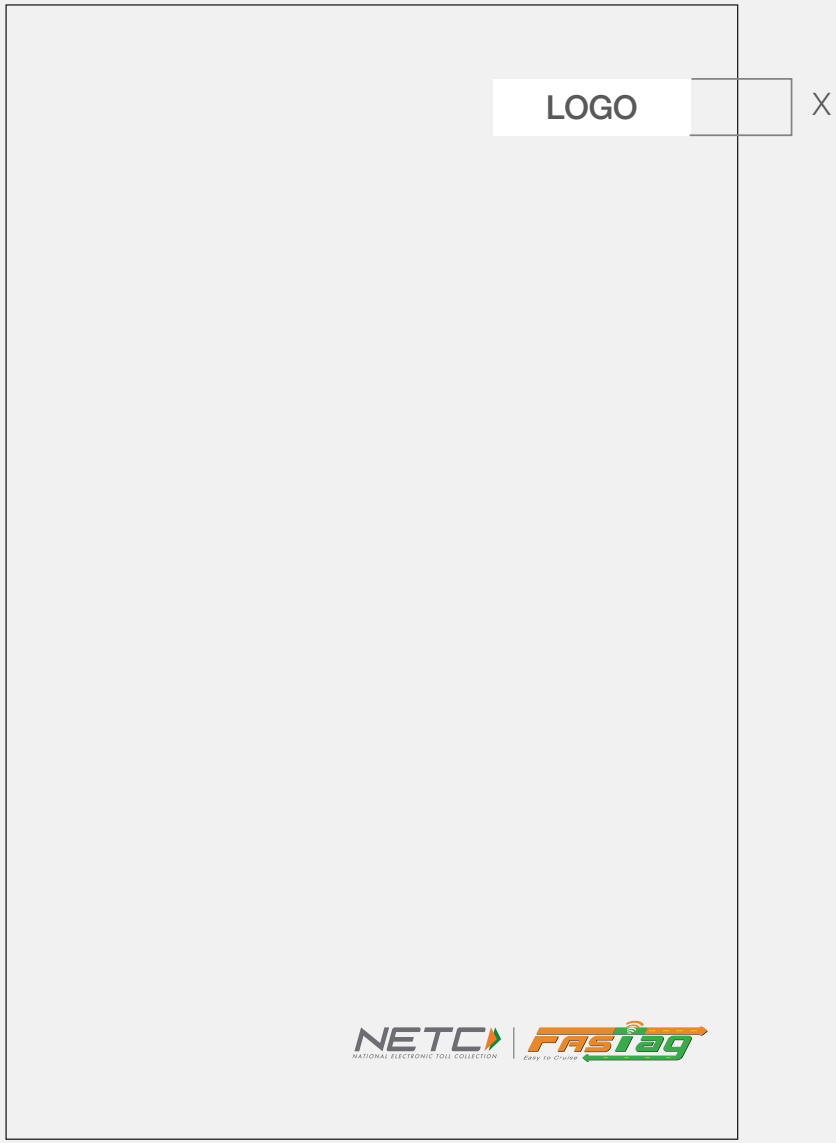
Stall / Canopy

A Bank/Partner/Merchant must use NETC FASTag logo in all it's communication and the NETC FASTag logo unit must be in equivalent proportion to the size of the Merchant/Partner logo and to have clear readability.



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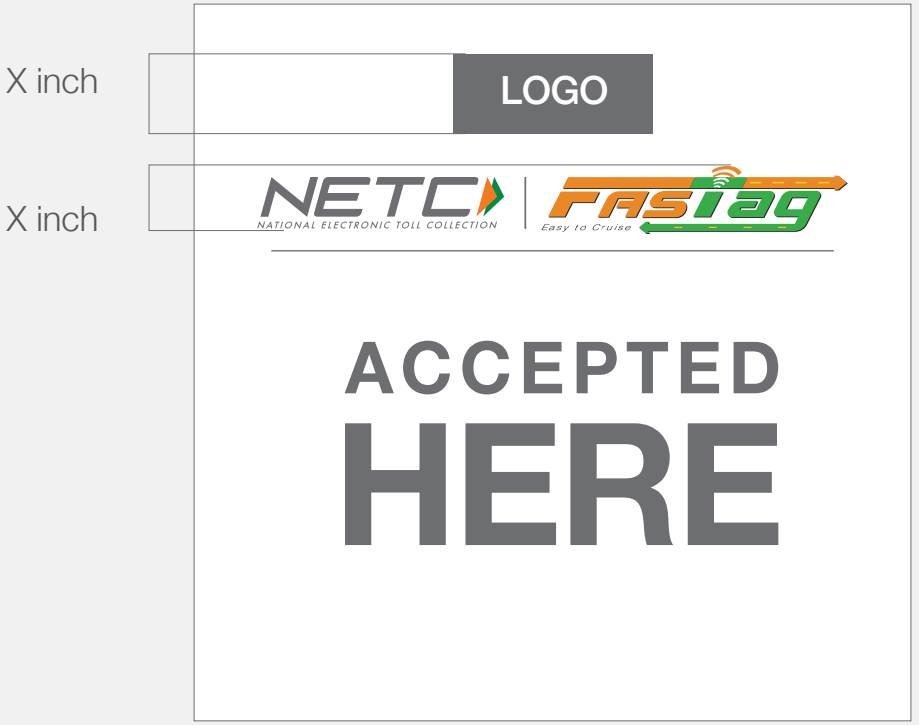
Acceptance stickers

A Bank/Partner/Merchant must use NETC FASTag logo in all it's communication and the NETC FASTag logo unit must be in equivalent proportion to the size of the Merchant/Partner logo and to have clear readability.



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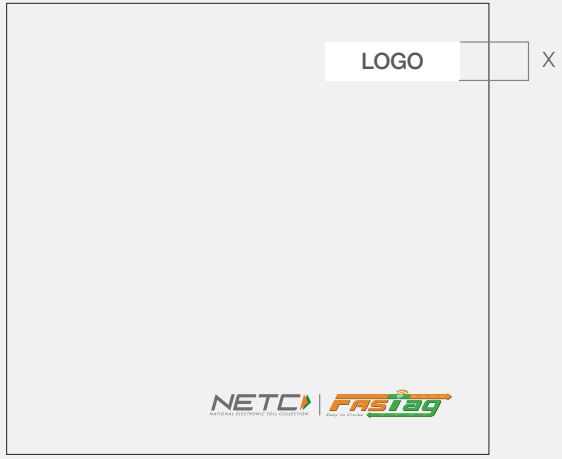
Social media

The NETC FASTag logo unit must be present in all Social Media Communication pertaining to NETC FASTag as a service. While the NETC FASTag logo unit must be in equivalent proportion to the size of the Merchant/Partner/Bank logo and to have clear readability.



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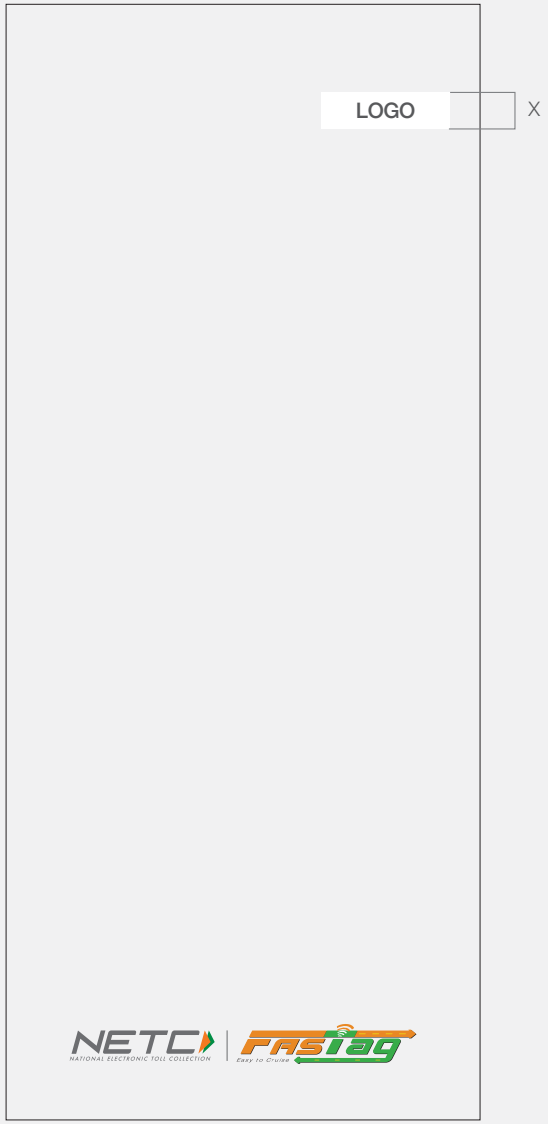
Web banner

The NETC FASTag logo unit must be present in all Digital Communication pertaining to NETC FASTag as a service. While the NETC FASTag logo unit must be in equivalent proportion to the size of the Merchant/Partner/Bank logo and to have clear readability.



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THANK YOU