

Circular: NPCI/BBPS/2019-20/021

7<sup>th</sup> January 2020

To,  
All BBPOUs & Agent-Institutions  
Bharat Bill Payment System

Madam/ Dear Sir,

**Subject: Bharat Bill Payment System – Revised Brand Guidelines - Incorporation of Revised Brand - with the vertical unit and Be-Assured symbol**

Members to take cognisance of the revised Bharat BillPay Brand guidelines annexed to this circular for representation and implementation with respect to usage of logo/colours, size, font on collaterals, website, mobile application, website etc. Necessary details are effectively detailed in the revised brand guidelines as part of the dressage policy. Kindly disseminate the guidelines down the line and any clarification this regard may be sought from us for effective representation of the core value of the brand.

The Proposition of “BE ASSURED” has been introduced in the aforesaid guidelines emphasizing the core value proposition of security-trust, accessibility-anytime anywhere and instant-confirmation of bill payment. Key endeavour is to mature Bharat BillPay as the ‘Hallmark of bill payments’ denoting all kinds of bills and recurring payments on digital and assisted channels of BBPOUs and their respective Agent-Institutions.

We request all entities to display the new logo of ‘Bharat BillPay’ on all front-end screens prominently and implement the “BE ASSURED logo” mandatorily on the receipt (both digital and offline).

We look forward to your support in this regard and implement the revised guidelines within 15 working days of the date of issue of this circular.

Yours faithfully

(A.R.Ramesh)

Chief BBPS

Bharat Bill Payment System