BRAND MARK GUIDELINES

Contents

AePS Brand Mark and Mnemonic can be
downloaded from brandcentre@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

AePS is a bank led model which allows online Interoperable financial transactions at Micro ATM through Business Correspondents of any bank using Aadhaar Authentication.

AePS allows you to do below types of transactions:

- Cash Deposit
- Cash Withdrawal
- Interbank or Intrabank Fund Transfer
- Balance Enquiry
- Mini Statement
- Purchase Transaction(BHIM Aadhaar Pay)

Inputs required for performing AePS Txns:

Identifying the bank to which customer is associated(IIN)
Aadhaar Number/Virtual ID
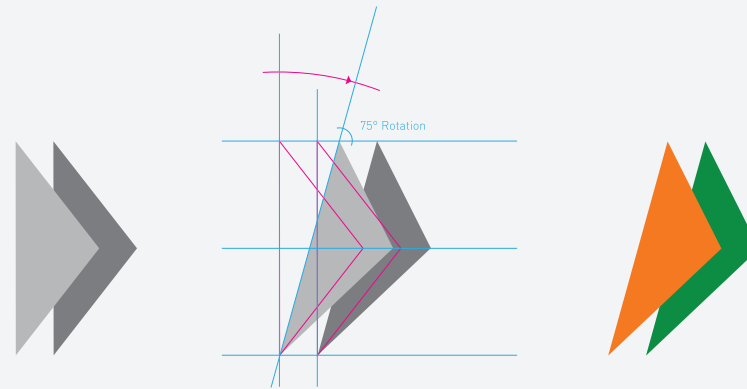Biometric(Fingerprint or IRIS)

With India heading towards a brighter future and Aadhaar Enabled Payment System assisting in its growth by empowering a bank's customer to use Aadhaar as his/her identity to access his/her respective Aadhaar enabled bank account and perform basic banking transactions like cash deposit,cash withdrawal, Aadhaar to Aadhaar Fund transfer, balance enquiry and mini statement through Business Correspondent. Our country is moving forward rapidly every day.

The Tricolour 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 AePS's accelerated commitment to the country's progress, while the curved edges negate the frivolousness, brilliantly juxtaposing AePS's forward thinking with its nationalistic and traditional values.

75° Rotation

Logo type

Fast-forward Symbol

The Logo & Colours

The primary colours used for the AePS logo have been taken from the NPCI colour palette. The orange brings an element of the future and freshness to this new solution for payments while the green denotes wealth and growth.

AADHAAR ENABLED PAYMENT SYSTEM

C 000	R 109	
M 000	G 110	
Y 000	B 113	
K 070		

C 100	R 043	
M 000	G 139	
Y 100	B 075	
K 020		

C 000	R 217	
M 065	G 120	
Y 100	B 045	
K 000		

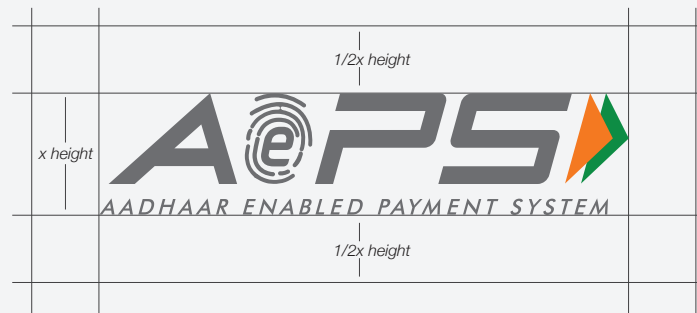|		
C 000	R 067	
M 000	G 066	
Y 000	B 068	
K 090		

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. Kindly follow the proportions illustrated here with respect to all AePS communications.

The proportions, space and size relationships of all blocks have been carefully developed and must not be altered, redrawn, embellished or recreated in any way. The sizes mentioned here are for your reference only. Care should be taken to maintain proportions while resizing the logo.

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

• Digital: In case of a digital communication, size of the AePS logo unit must not be smaller than 14 pixels height X 62 pixels width.

Size 31.5 mm for Print

Size 62 pixels for Digital

Improper Usage

The AePS logo is designed for optimal visiblity, where the mnemonic and the font work in tandem when used in the form showed on the previous slide. But the examples given on this page show incorrect usage of the logo by editing the typeface, colour or placement of the unit. Also, as a brand representation, A,P & S must always be written in all capitals while E is always in lower case in copy. Ex. AePS.

Correct logo usage

Example of incorrect logo usage

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.

Placement of TM after logotype.

Placement of TM after logotype.

Biometric missing

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Font

The official typeface for AePS is Gotham and the Gotham family. The Gotham font is designed for easy reading and offers a clean and sharp typeface, much like the ease and simplicity that AePS brings with its "less cash" solutions.

Gotham - 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

Gotham - Book

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

Gotham - 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

Gotham - Rounded

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

Gotham - 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

Gotham - Regular 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

Gotham - Bold 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

AePS Logo Usage

Logo Usage for Transaction Screen

Logo usage (Screen) AePS logo must be present on all transaction screens along with the bank logo. The size of both logos must be identical, matched by height only. In terms of placement on the transaction screen, the AePS logo must be on the left of the bank logo. The size of AePS logo must not be less than 15% of the total height of the layout.

AePS | Bank Logo

Select the Bank Name

XXXX ▼

State bank of India
United bank of India
Union bank of India
Hdfc
Dena bank
Icici

Proceed

Partnered with Corporate Partner

AePS | Bank Logo   15% of the height, of the layout

Withdrawal Amount

AMT: XXXX

Proceed

Partnered with Corporate Partner

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Logo Usage for Transaction Screen

Logo usage (Screen) AePS logo must be present on all transaction screens along with the bank logo. The size of both logos must be identical, matched by height only. In terms of placement on the transaction screen, the AePS logo must be on the left of the bank logo. The size of AePS logo must not be less than 15% of the total height of the layout.
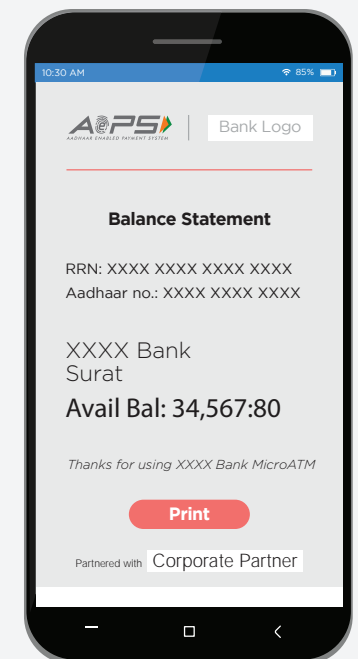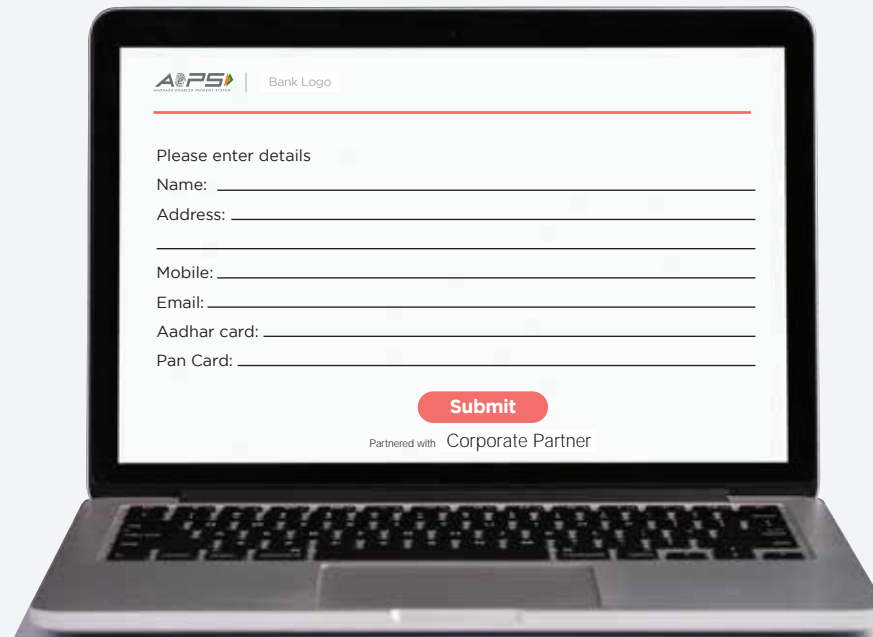

AePS AADHAAR ENABLED PAYMENT SYSTEM | Bank Logo

12 digit Aadhaar No. or
16 digit Virtual ID followed by
biometric(fingerpint or IRIS)

X X X X X X X X X X X X

Submit

Partnered with Corporate Partner

AePS AADHAAR ENABLED PAYMENT SYSTEM | Bank Logo — X inch

Balance Statement

RRN: XXXX XXXX XXXX XXXX
Aadhaar no.: XXXX XXXX XXXX

XXXX Bank
Surat
Avail Bal: 34,567:80

Thanks for using XXXX Bank MicroATM

Print

Partnered with Corporate Partner

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

Logo Usage for other types of micro ATMs

Logo usage (Micro ATMs) AePS logo must be present on all transaction screens along with the bank logo. The size of this logo must not be less than 70% of the total width of the branded sticker layout.
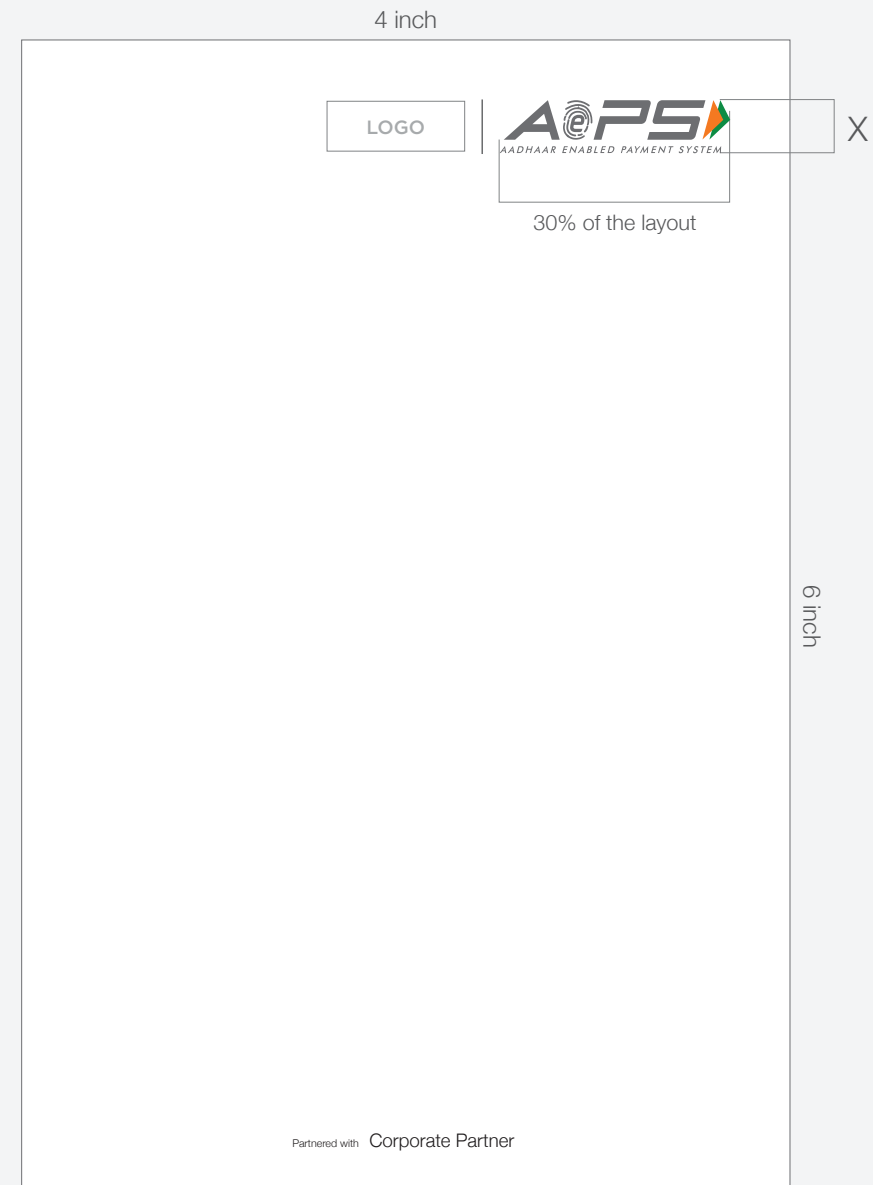
AePS | Bank Logo

Please enter details
Name: _____
Address: _____
_____
Mobile: _____
Email: _____
Aadhar card: _____
Pan Card: _____

Submit

Partnered with Corporate Partner

10:30 AM · 85%

AePS | Bank Logo

Balance Statement

RRN: XXXX XXXX XXXX XXXX
Aadhaar no.: XXXX XXXX XXXX

XXXX Bank
Surat
Avail Bal: 34,567:80

Thanks for using XXXX Bank MicroATM

Print

Partnered with Corporate Partner

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Merchant Collateral

Tent Card

In case of a Tent card designed by the Merchant/Partner, the size of the Merchant/Partner logo must be equivalent to the size of the AePS logo, matched my height only.

The size of the of the AePS logo must not be less than 30% of the total width of the layout.

4 inch

LOGO

A@PS
AADHAAR ENABLED PAYMENT SYSTEM

X

30% of the layout

6 inch

Partnered with Corporate Partner

In case of a Tent card designed by the Merchant/Partner, the size of the Merchant/Partner logo must be equivalent to the size of the AePS logo, matched my height only.
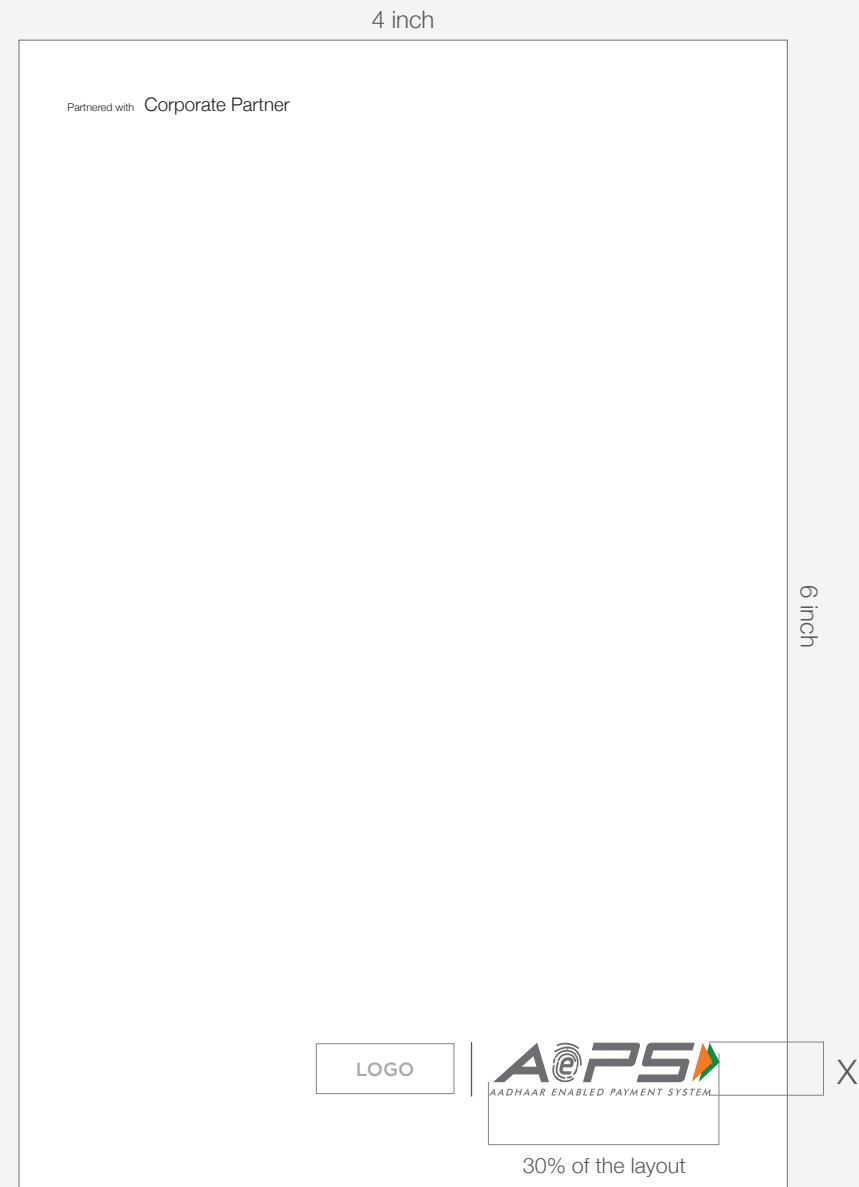
The size of the of the AePS logo must not be less than 30% of the total width of the layout.

4 inch

6 inch

Partnered with Corporate Partner

LOGO

AePS
AADHAAR ENABLED PAYMENT SYSTEM

X

30% of the layout

Standee

In case of a Standee, the logo must be placed at the top of the layout to ensure sufficient brand visiblity.

The size of the of the AePS logo must not be less than 30% of the total width of the layout. In case of a Standee designed by the Merchant/Partner, the size of the Merchant/Partner logo must be equivalent to the size of the AePS logo, matched my height only.
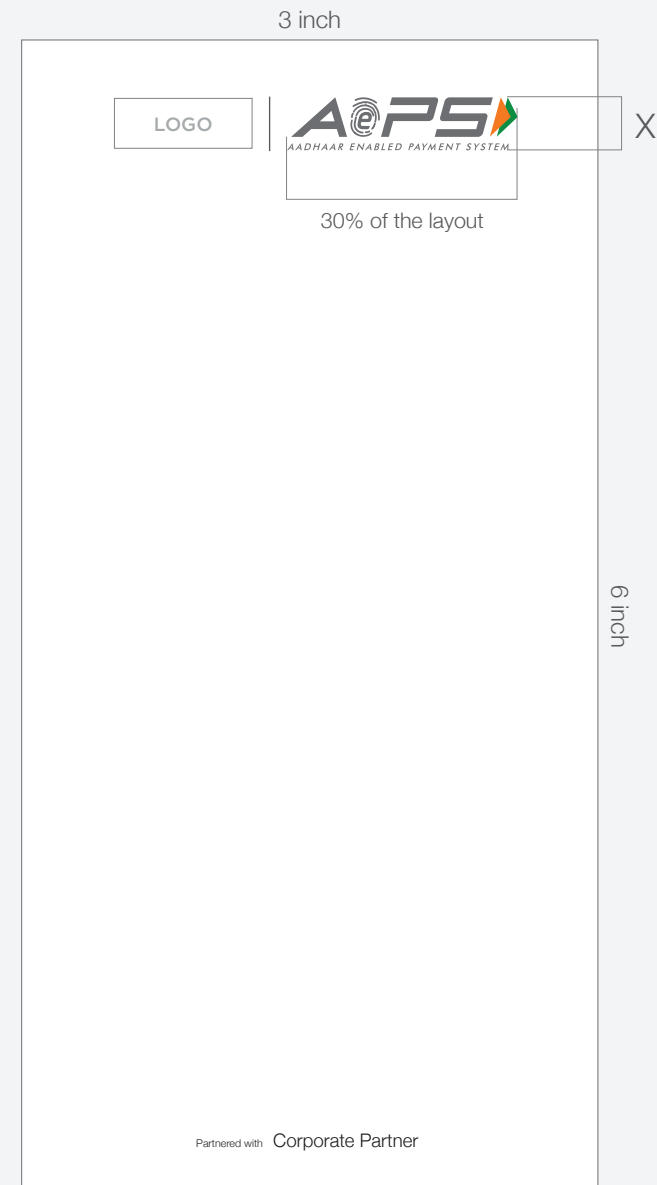
3 inch

LOGO

AePS
AADHAAR ENABLED PAYMENT SYSTEM

X

30% of the layout

6 inch
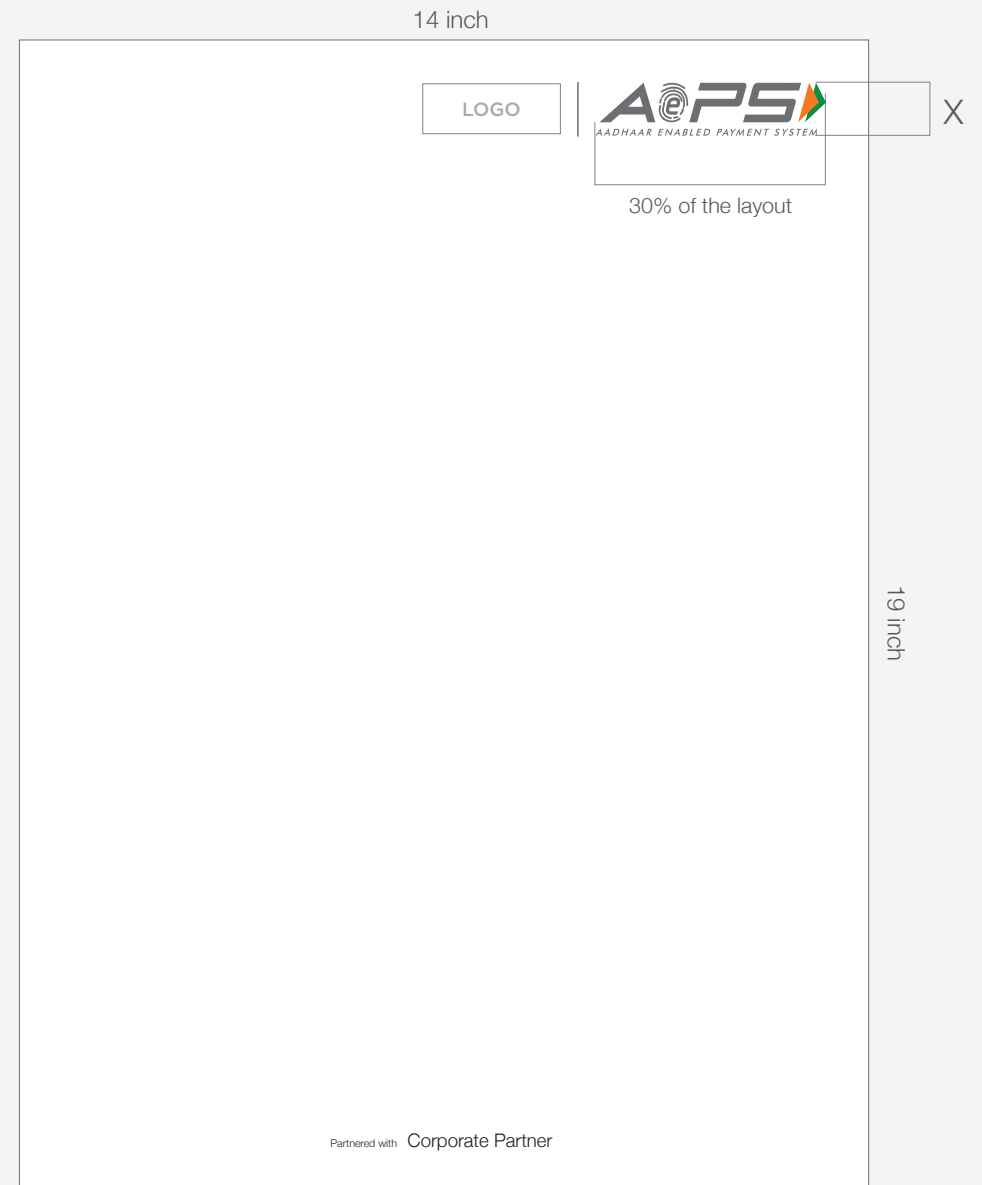
Partnered with   Corporate Partner

Poster

In case of a Poster designed by the Merchant/Partner, the size of the Merchant/Partner logo must be equivalent to the size of the AePS logo, matched my height only.

The size of the of the AePS logo must not be less than 30% of the total width of the layout.

14 inch

LOGO

A@PS
AADHAAR ENABLED PAYMENT SYSTEM

X

30% of the layout

19 inch

Partnered with Corporate Partner

Poster

In case of a Poster designed by the Merchant/Partner, the size of the Merchant/Partner logo must be equivalent to the size of the AePS logo, matched my height only.

The size of the of the AePS logo must not be less than 30% of the total width of the layout.

14 inch

19 inch

Partnered with Corporate Partner

LOGO

X

30% of the layout

Desk Standee

In case of a desk Standee designed by the Merchant/Partner, the size of the Merchant/Partner logo must be equivalent to the size of the AePS logo, matched my height only.
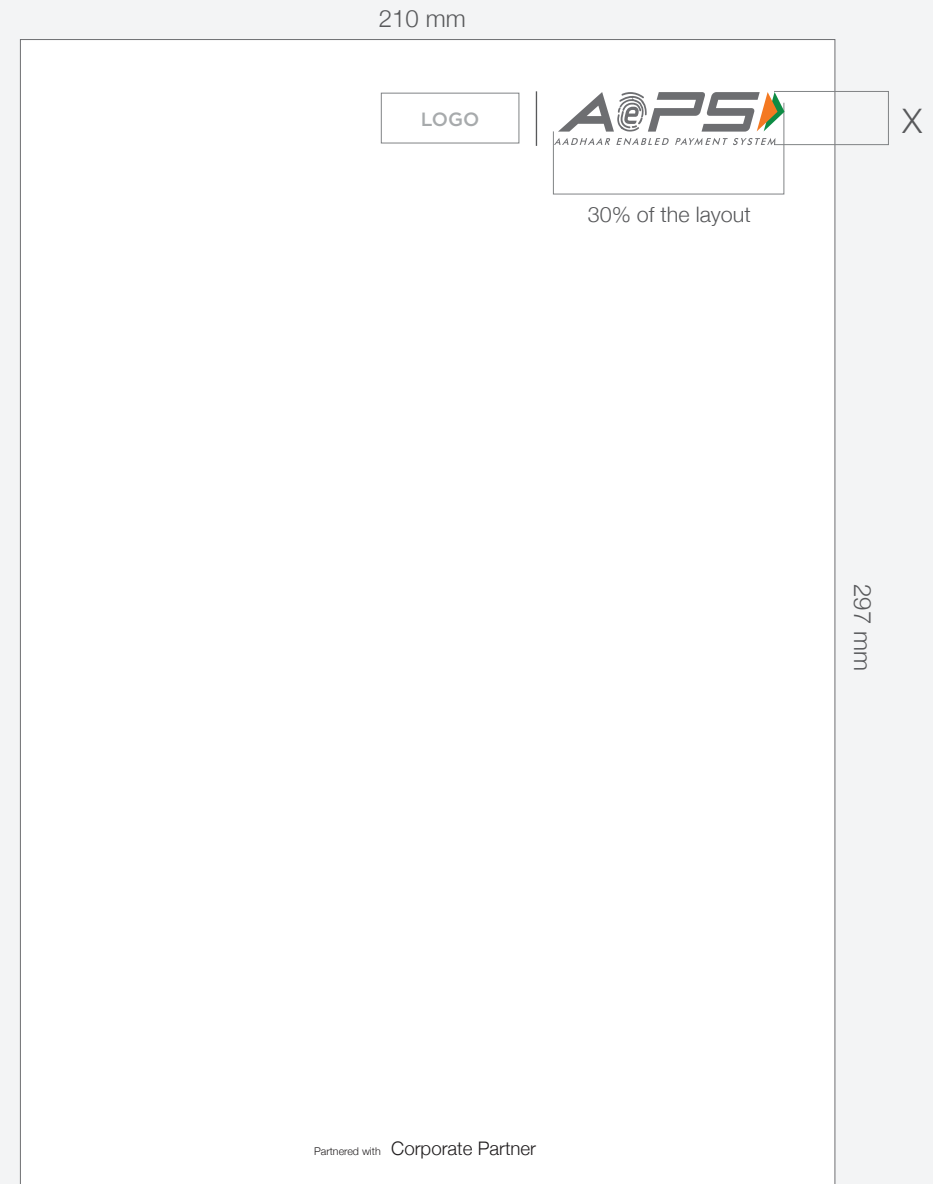
The size of the of the AePS logo must not be less than 30% of the total width of the layout.

210 mm

LOGO

AePS
AADHAAR ENABLED PAYMENT SYSTEM

X

30% of the layout

297 mm

Partnered with Corporate Partner

Desk Standee

In case of a desk Standee designed by the Merchant/Partner, the size of the Merchant/Partner logo must be equivalent to the size of the AePS logo, matched my height only.
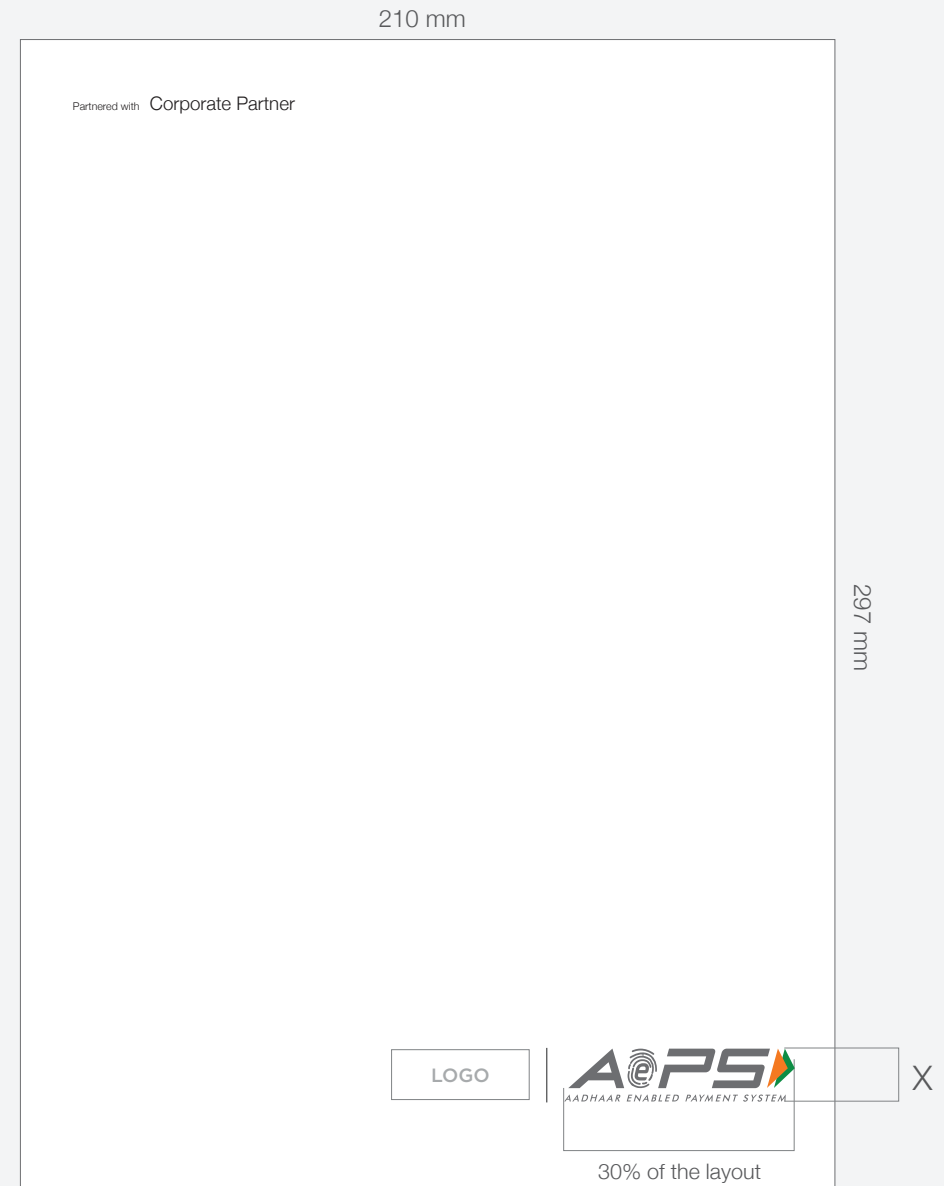
The size of the of the AePS logo must not be less than 30% of the total width of the layout.

210 mm

297 mm

Partnered with Corporate Partner

LOGO

AePS
AADHAAR ENABLED PAYMENT SYSTEM

X

30% of the layout

Push Pull Sticker

In case of a Push Pull Sticker designed by the Merchant/Partner, the size of the Merchant/Partner logo must be equivalent to the size of the AePS logo, matched my height only.
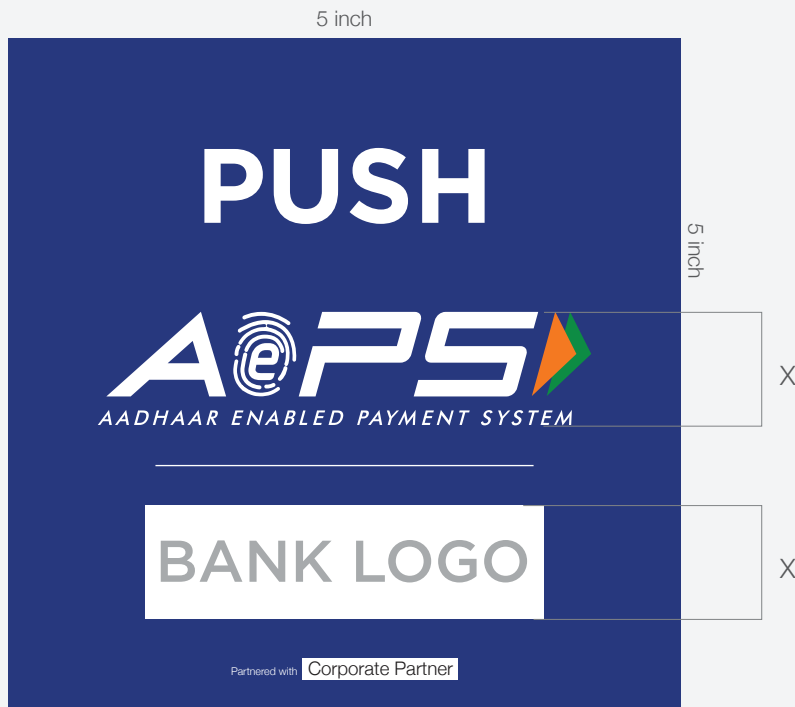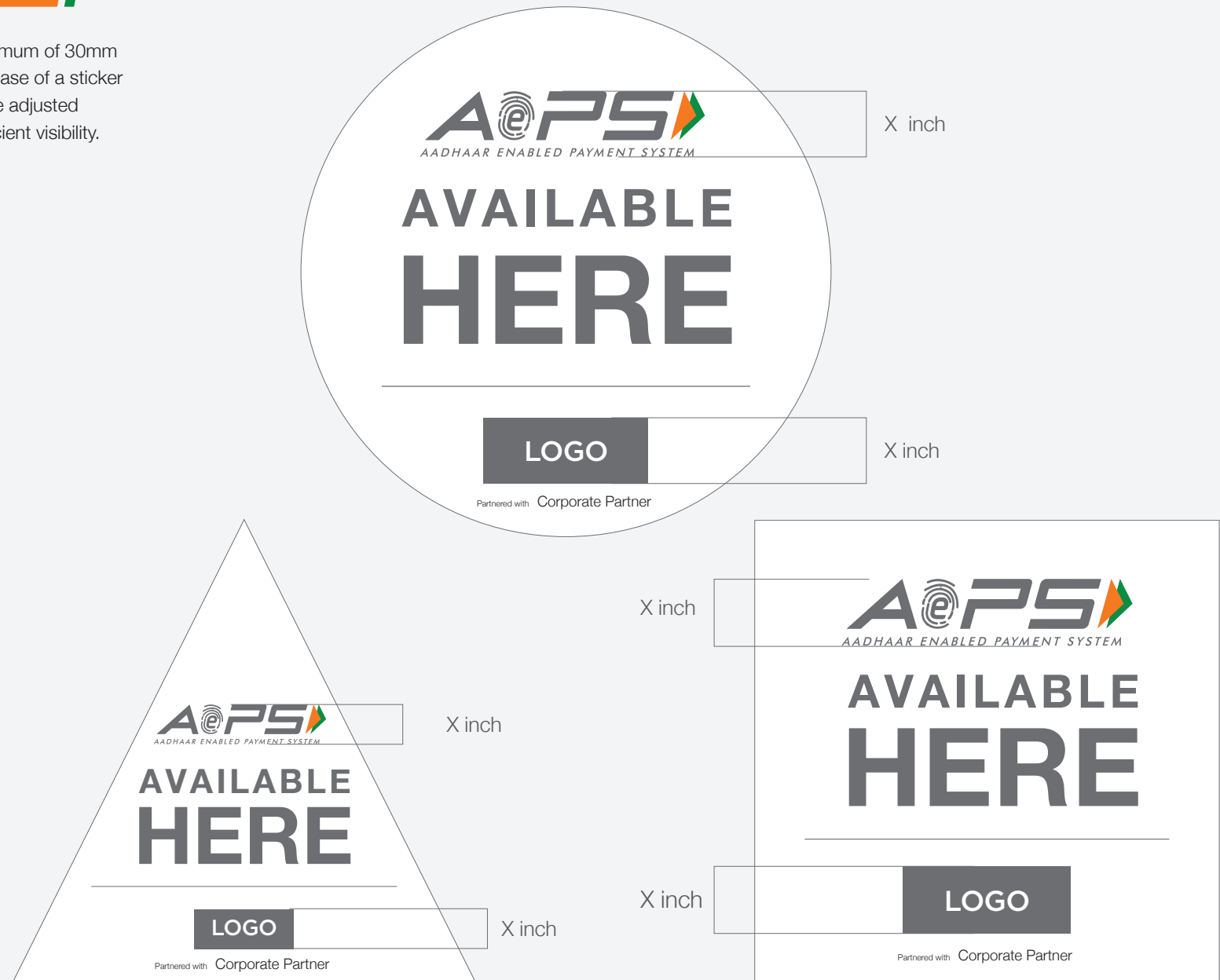As represented visually, both logos must be alongside each other and neither of them must be placed in isolation.

5 inch

PUSH

A@PS
AADHAAR ENABLED PAYMENT SYSTEM

BANK LOGO

Partnered with Corporate Partner

5 inch

X

X

X

5 inch

2.5 inch

PUSH

A@PS
AADHAAR ENABLED PAYMENT SYSTEM

BANK LOGO

Partnered with Corporate Partner

X

X

5 inch

1.6 inch

PUSH

A@PS
AADHAAR ENABLED PAYMENT SYSTEM

BANK LOGO

X

X

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The size of AePS logo must be a minimum of 30mm in width as mentioned on page 6. In case of a sticker design, size of the AePS logo must be adjusted according to the layout ensuring sufficient visibility.

A⊜PS
AADHAAR ENABLED PAYMENT SYSTEM

X inch

AVAILABLE
HERE

LOGO

X inch

Partnered with Corporate Partner

A⊜PS
AADHAAR ENABLED PAYMENT SYSTEM

X inch

AVAILABLE
HERE

LOGO

X inch

Partnered with Corporate Partner

A⊜PS
AADHAAR ENABLED PAYMENT SYSTEM

X inch

AVAILABLE
HERE

X inch

LOGO

X inch

Partnered with Corporate Partner

THANK YOU