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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
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.
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.
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.
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.
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.
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

NETC | FASTag

NATIONAL ELECTRONIC TOLL COLLECTION | Easy to Cruise

2x height

x height
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.
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.
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.

The NETC FASTag mnemonic is a copyrighted and trademarked property of NPCI. No part of the mnemonic or artwork may be reproduced by any means or in any form whatsoever without written permission.
THE LOGO USAGE:
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Mobile Banking App

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

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

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Payment transaction page

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THE LOGO USAGE:
Communication to Partners
First page where the NETC FASTag can be selected for a recharge purpose.
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Mobile App

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

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Mobile App

Transaction page

Payment confirmation page

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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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THANK YOU