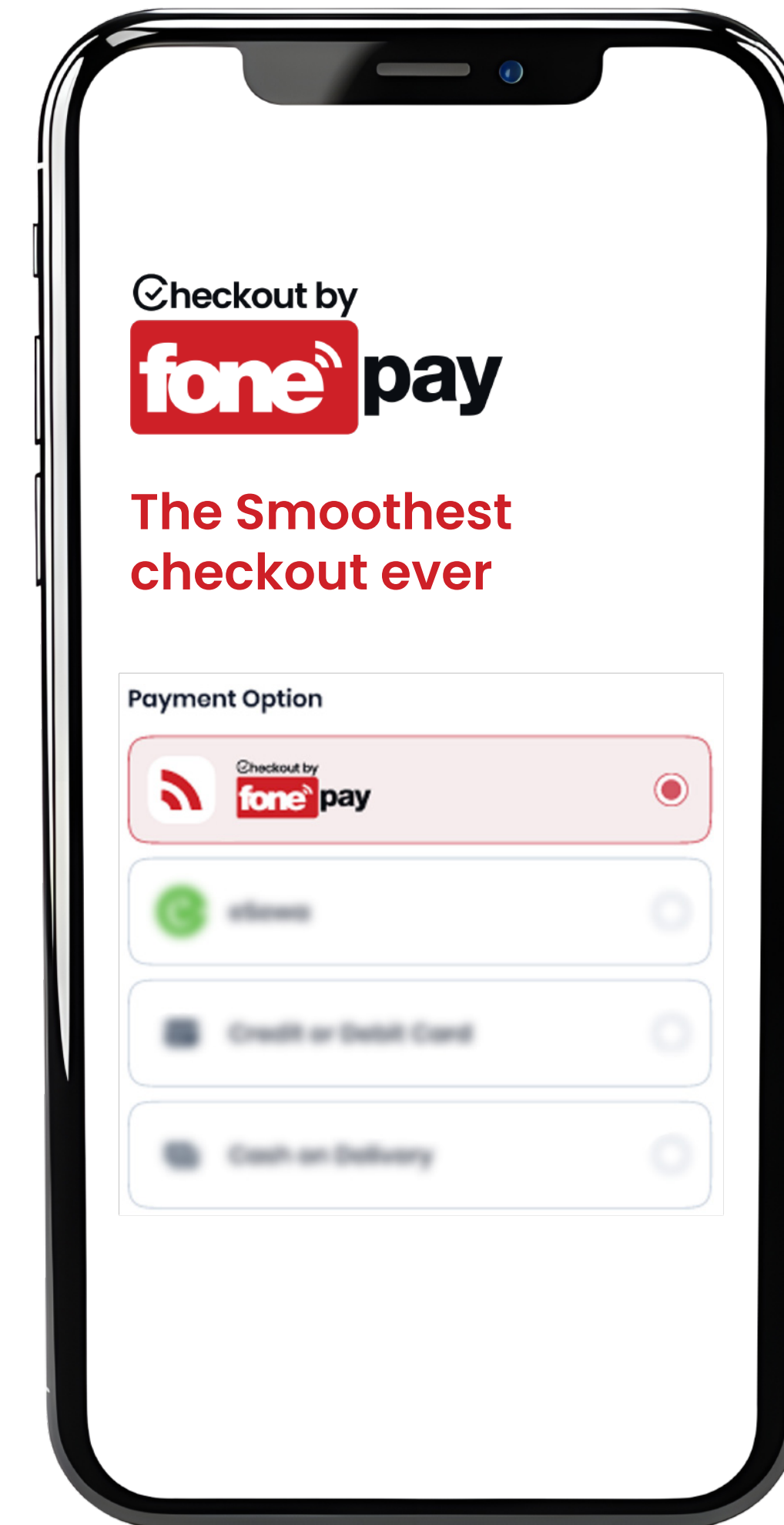




Guidelines



Checkout by Fonepay

Checkout by Fonepay is a smart payment solution built to simplify and speed up online transactions. It seamlessly connects users from websites or apps to their preferred mobile banking or wallet, ensuring a smooth and secure payment experience. Designed for Nepal's growing digital ecosystem, it helps reduce drop-offs, improves conversion, and enables fast, reliable payments across industries like e-commerce, travel, food delivery, and more.

[CLICK TO ACCESS BRAND ASSETS](#)

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Master Logo



Primary Preference

Alternatives



For b/w print only



For backgrounds with clashing colors

Brand Color Palette

Our primary color palette is the focal point of our brand identity. It consists of the Fonepay Red, Black, and White.

Note that the Black is not a true black, but biased to a subtle saturation.

The formulations are specified as follows:



Fonepay Red

RGB: 206 32 39
CMYK: 13 100 98 3
HEX: #ce2027



Fonepay White

RGB: 255 255 255
CMYK: 0 0 0 0
HEX: #ffffff



Fonepay Black

RGB: 10 13 18
CMYK: 77 69 64 83
HEX: #0a0d12

Clearspace

When using the Checkout by Fonepay logo lock-up, maintain the specified clearspace to ensure the integrity and impact of the check out by fonepay logo. Use the height of the "o" (or the internal counter/curve of the "o") in "fone" as your base unit.


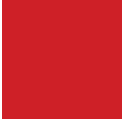
- Let X = height of the "o"
- Maintain minimum clear space = X on all sides of the logo



Practical Usage

- For tight UI (like checkout buttons): you can reduce to 0.5X, but not less
- For marketing / banners: use 1X to 1.5X for better breathing space
- Never place text, icons, or edges inside this zone

Minimum Size

For digital and print usage, the smallest allowed size is 45 px, applied to the logo's overall height.

  For Desktop use, All proportionate to this 35 px cube

  For Mobile use, All proportionate to this 32 px cube



Artboard size 1920px by 1080px



Brand Don'ts



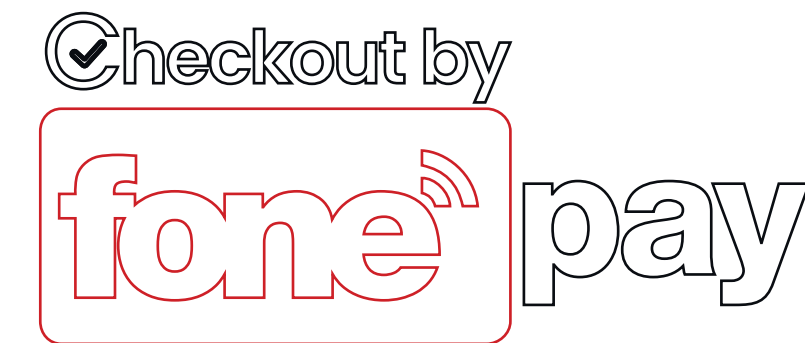
Do not use without the box



Do not rotate



Do not rearrange



Do not outline



Do not use any unspecified colors



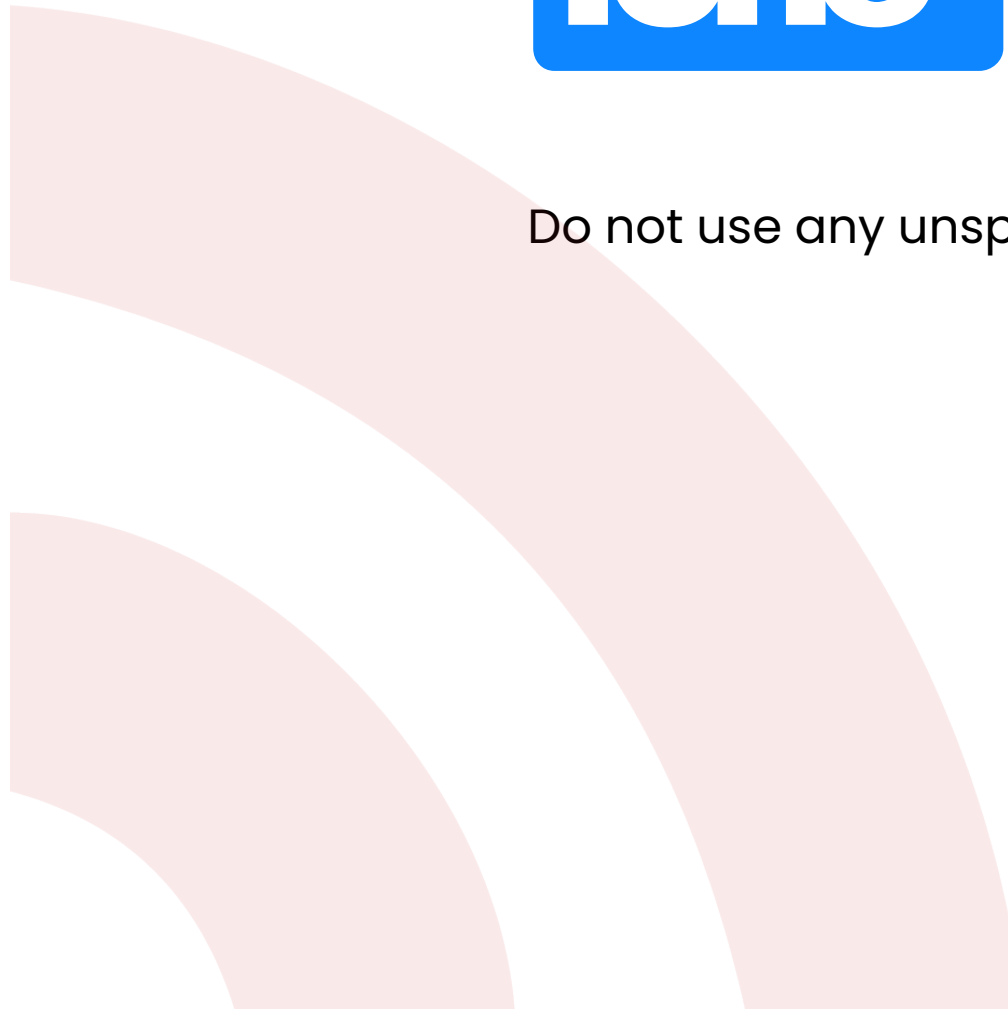
Do not use Gradient



Do not squeeze or stretch the logo

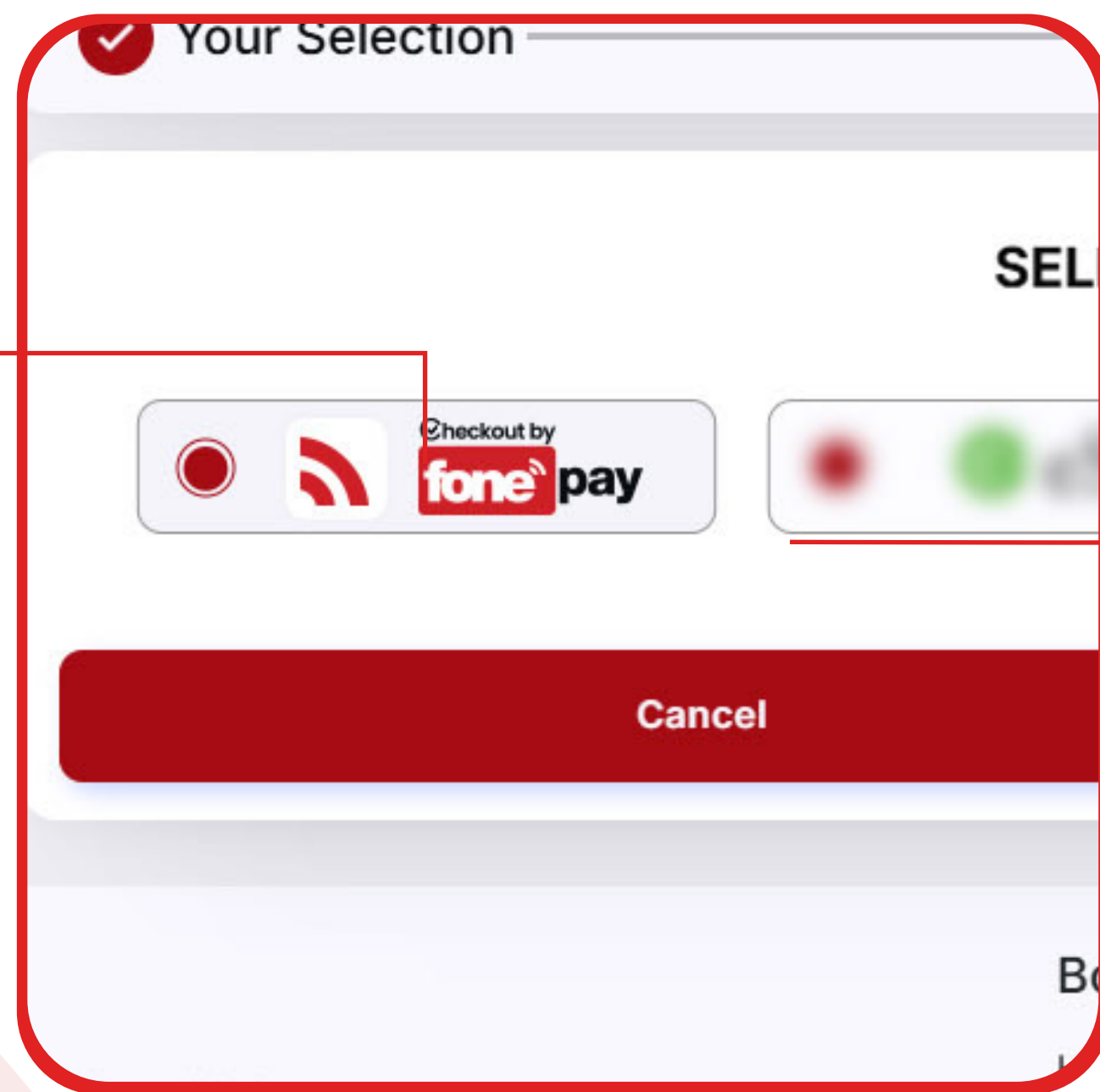


Do not mess with the proportion

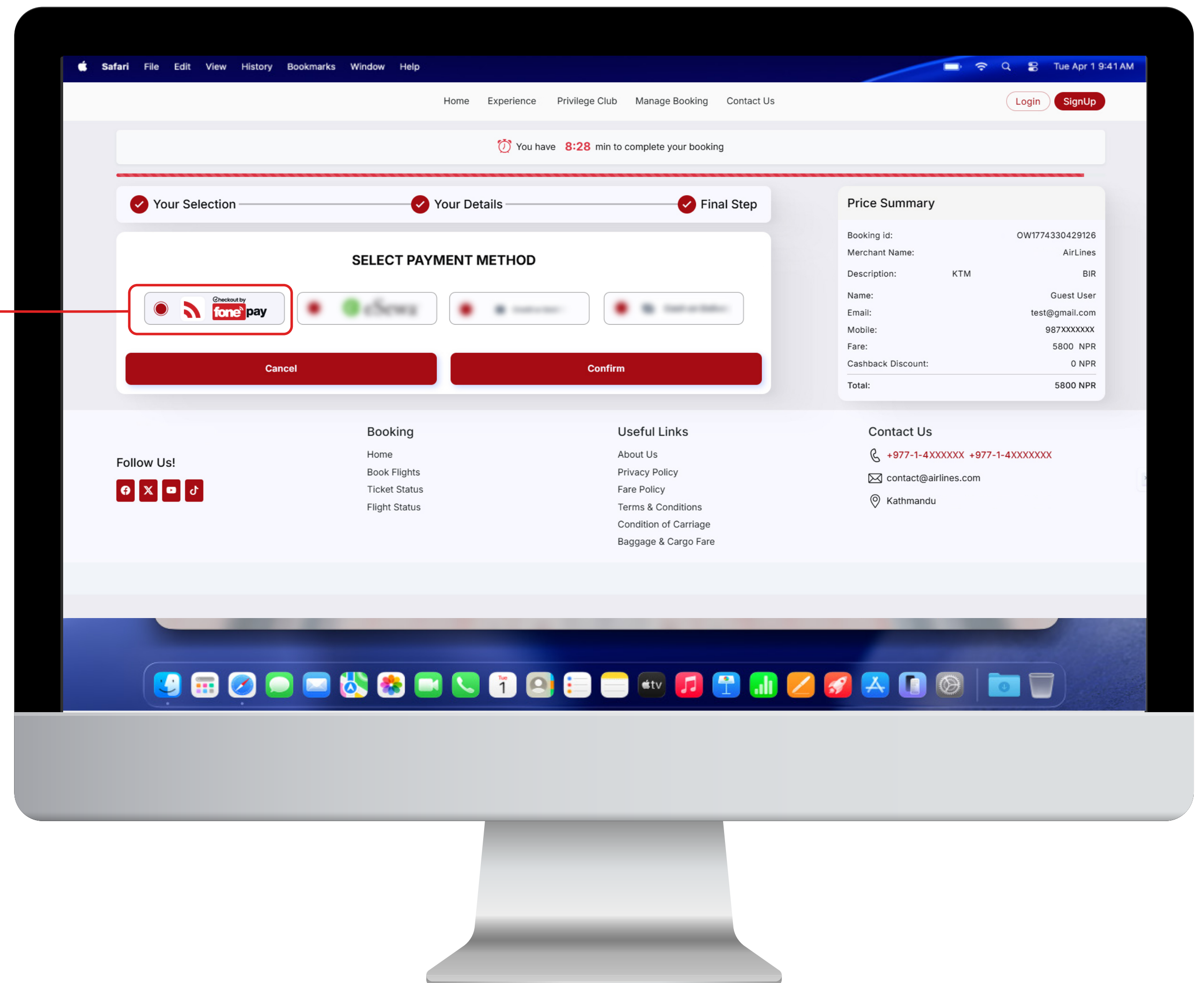


Desktop Preview

- The Fonepay Network sign must be placed before the Checkout by Fonepay logo.
- Checkout by fonepay logo must have negative space equivalent to height of "o" of Fonepay.
- The smallest allowed size of the logo is 35px height.



Equal amount of negative spaces



Desktop Preview

Checkout by fonepay logo
center aligned to QR


Merchant's QR code
with fonepay network
brandmark

Check Status button
in red color

How to pay QR steps

Use your **Mobile Banking or Wallets App** to scan

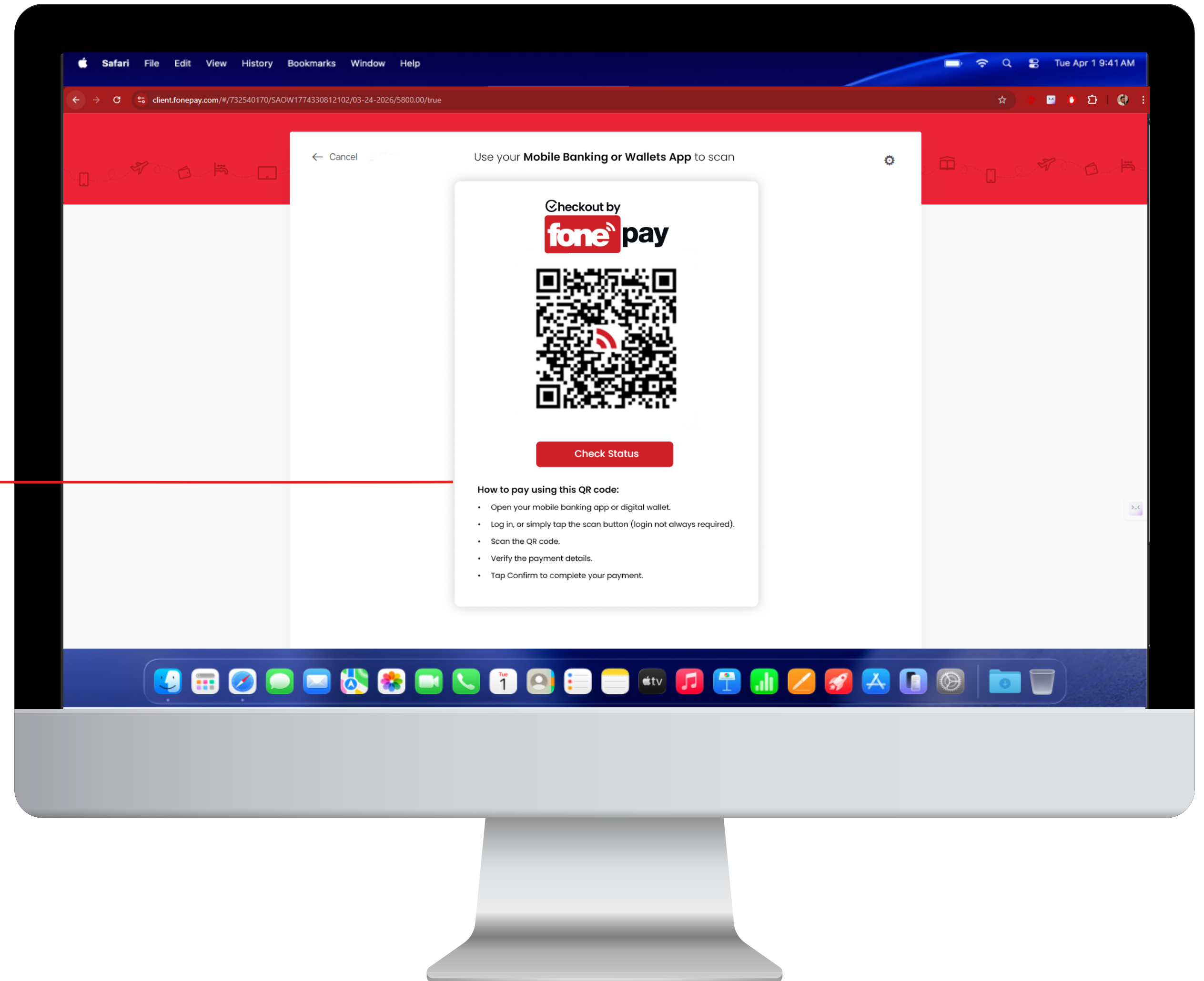
Checkout by
fonepay



Check Status

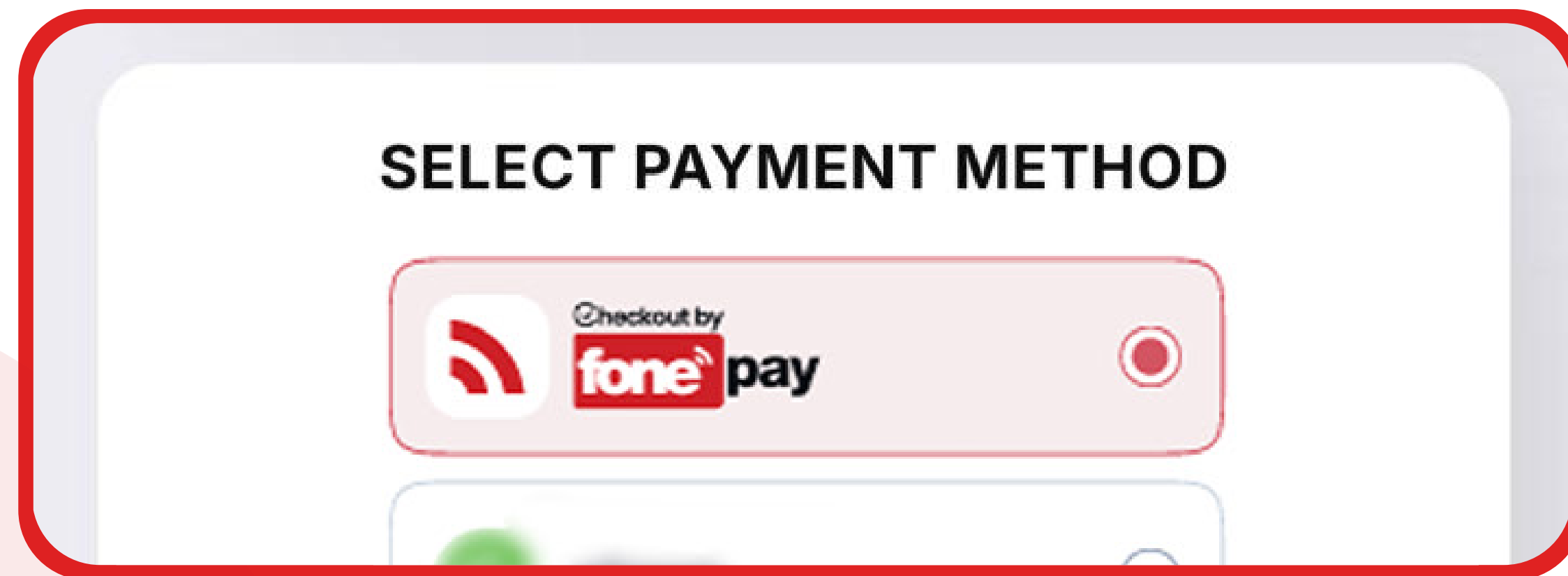
How to pay using this QR code:

- Open your mobile banking app or digital wallet.
- Log in, or simply tap the scan button (login not always required).
- Scan the QR code.
- Verify the payment details.
- Tap Confirm to complete your payment.

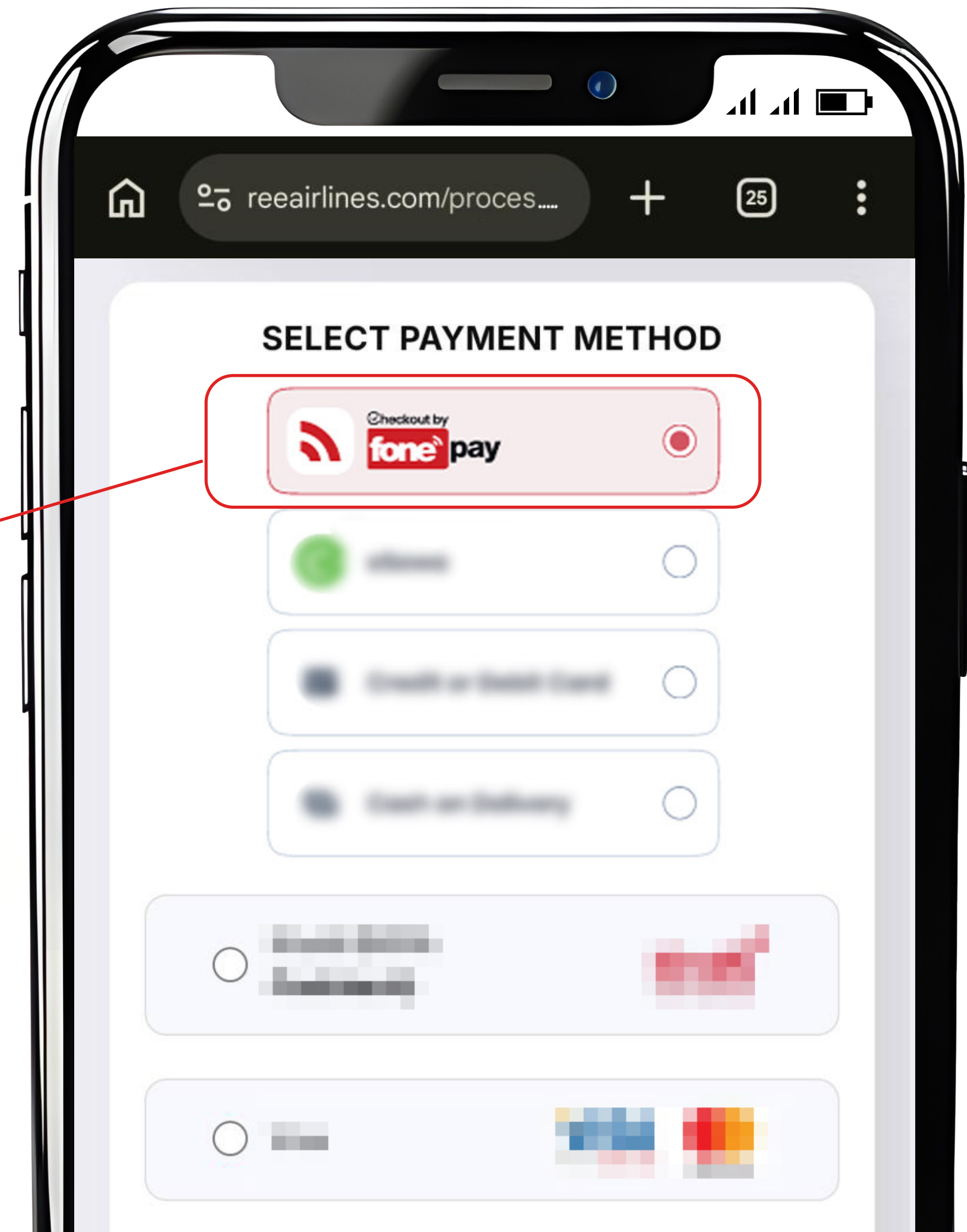


Merchant Banking App Preview

- Select Checkout by Fonepay to proceed with your payment.
- You will be redirected to the list of banks.
- In text, it must be written as “Checkout by Fonepay”.
- Checkout by fonepay logo must have negative space equivalent to at least the height of “o” of Fonepay.
- The smallest allowed size of the logo is 30px height.



Equal amount of negative spaces



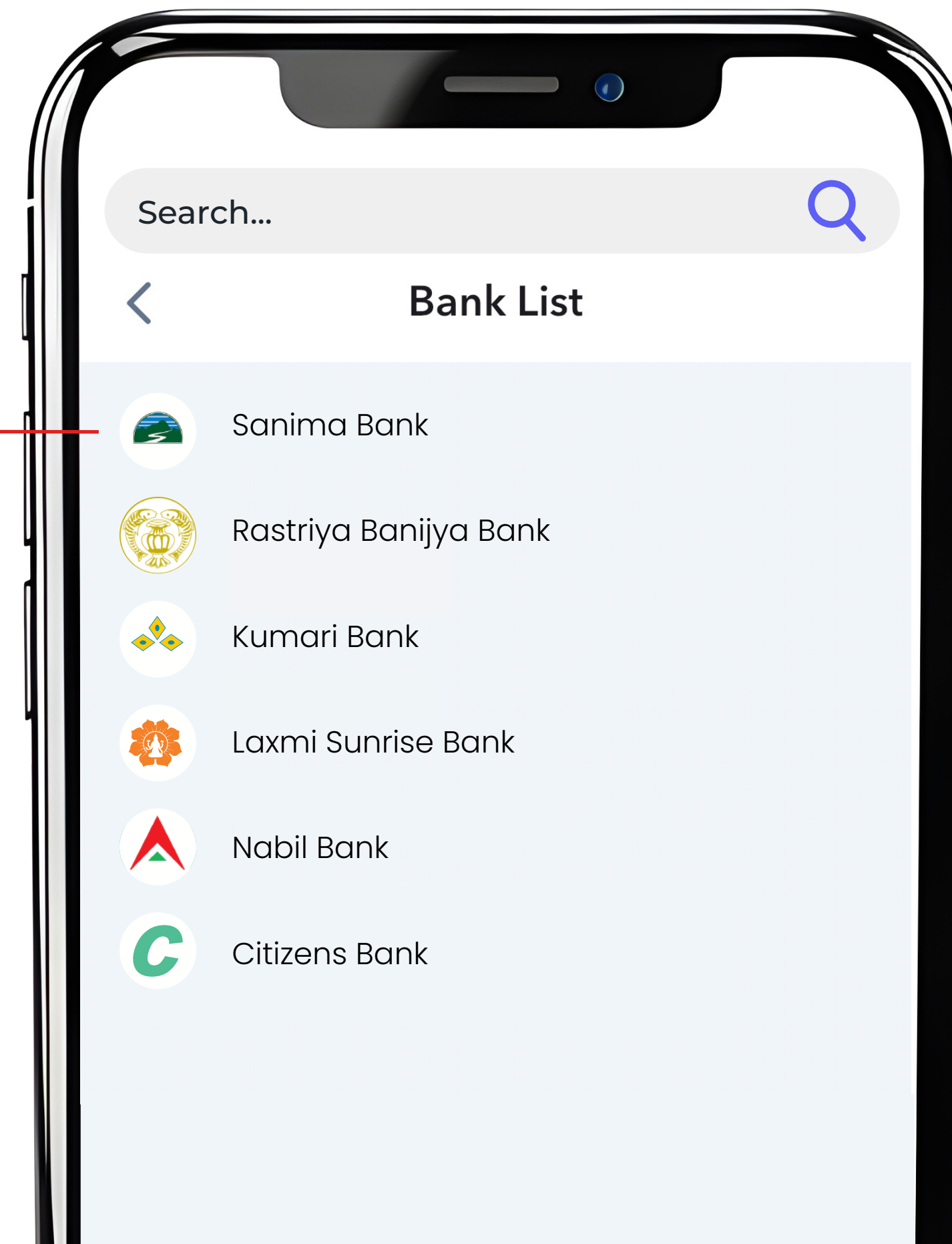
Merchant Banking App Preview

- The search bar must be added on the top.
- From the list of available BFIs, select your preferred bank or digital wallet.
- Once selected, you'll be redirected to your chosen app.
- Review the payment details carefully.
- Tap **Confirm** and enter your PIN or biometrics to complete your payment.



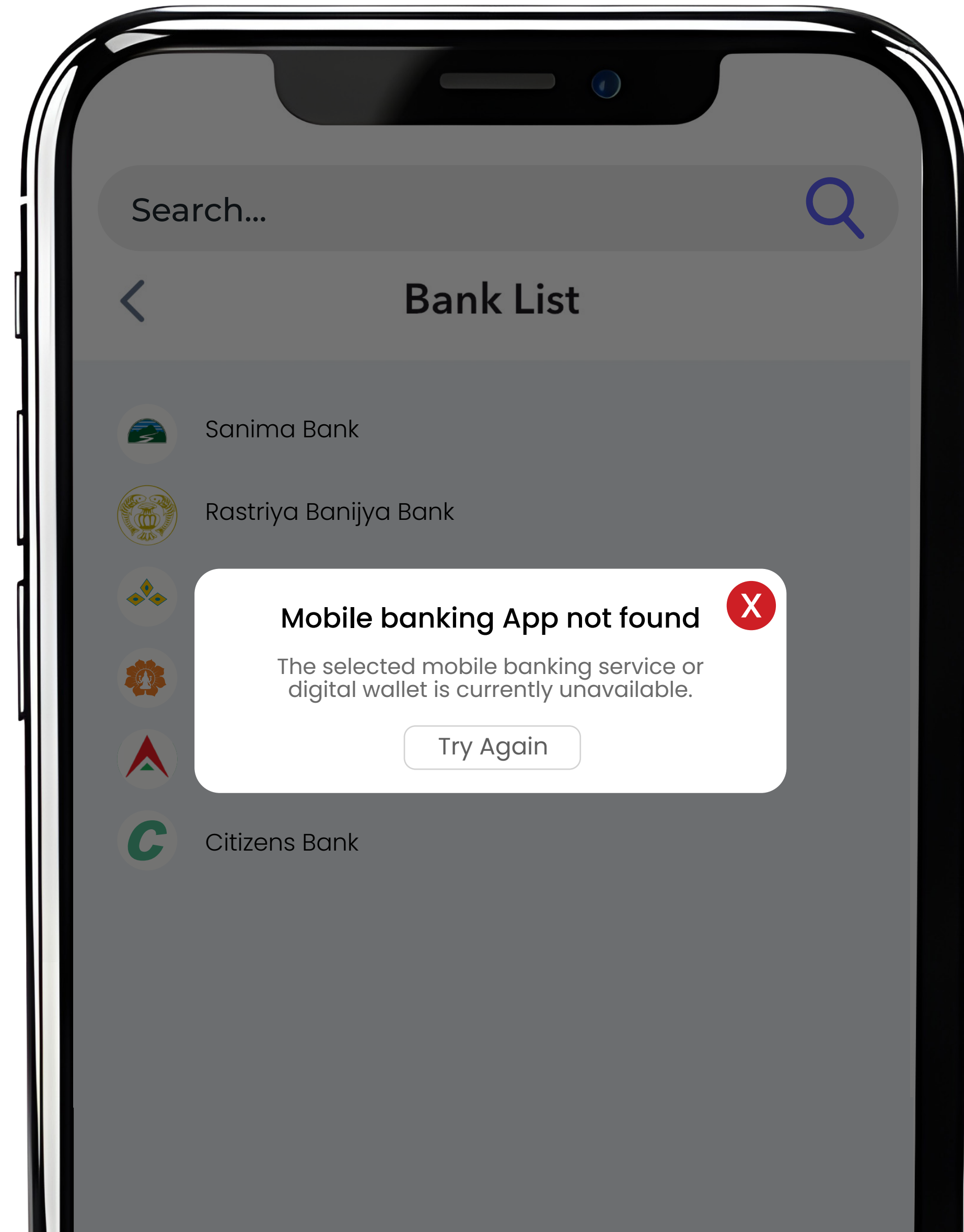
Ensure Bank logos are not squeezed or stretched

To ensure consistency, all designs must adhere to the defined visual guidelines and maintain the approved search bar standards.



Error Message

Your selected mobile banking app or wallet isn't available right now. Please choose another BFI option to continue your payment.



नगद छोडौं
fone pay
गरौं

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