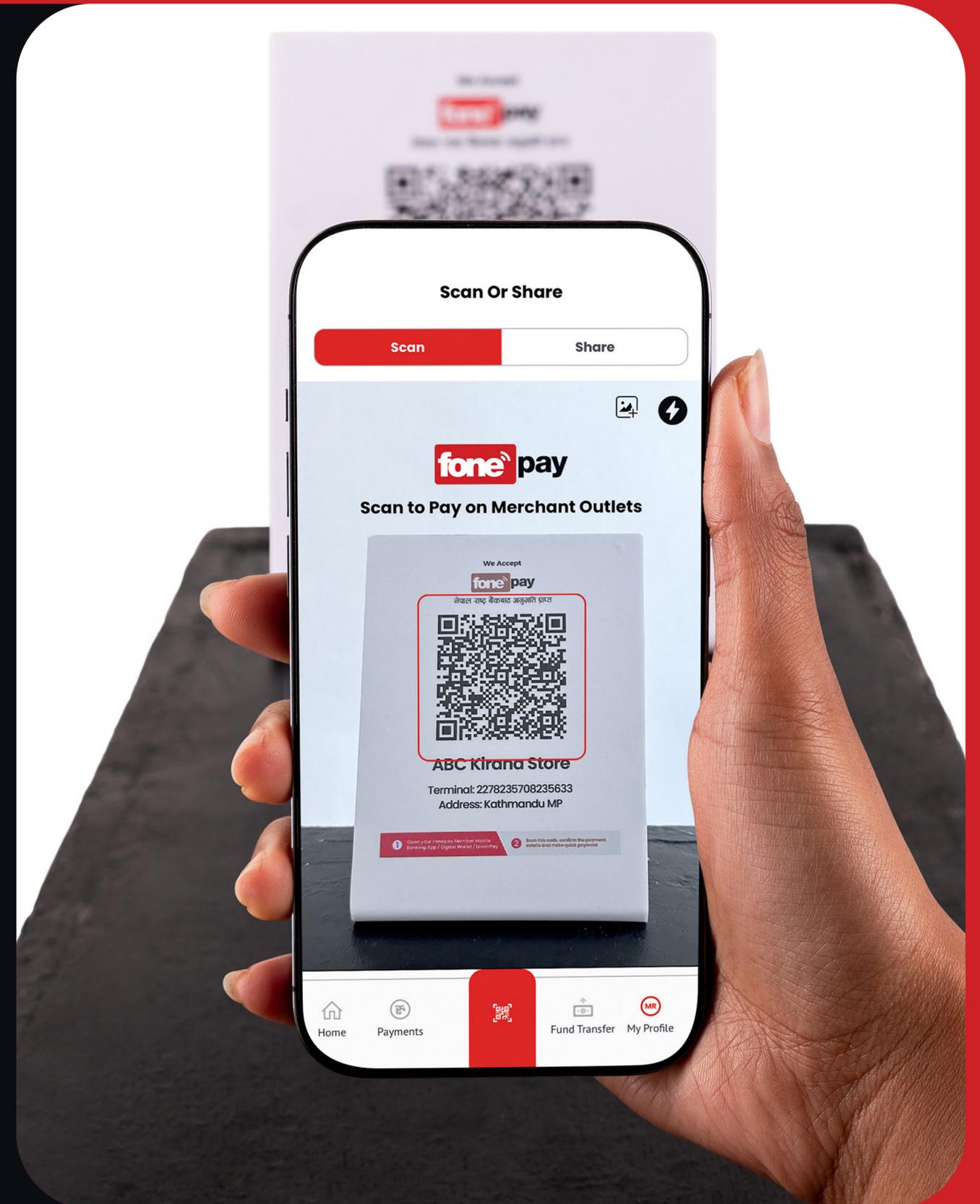# fone pay

Brand & Identity Guidelines

2024 // VER 3.0

Introduction

At Fonepay, we are committed to delivering innovative financial solutions that simplify transactions and empower our users. These brand guidelines serve as a comprehensive framework to ensure consistency, clarity, and effectiveness in all our communications and visual representations.

CLICK TO ACCESS BRAND ASSETS

Subsidiary of

Brand
Identity

Company Logo

Our logo is the cornerstone of our brand identity, representing reliability, simplicity, and innovation.

Our logo is the combination of the specially drawn logotype and graphics. The mark consists of the term "Fonepay", and it simply means to perform payment through a phone in the local language.

CLICK TO ACCESS LOGO FILES

"fone" in plain white text with red background represents term "fone" = "f1" i.e. F1Soft International, which is the parent company of the Fonepay

The Network Icon signifies our fuction to connect banks into an interoperable network

"pay" in the black text refers to the payment which can be made using the phone in the network

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Master Logo

Alternatives

Primary
Preference

For b/w
print only

For backgrounds
with clashing colors

Secondary
Preference

Brand Icon

Color Application

Primary
Preference

For b/w
print only

For backgrounds
with clashing colors

Secondary
Preference

Clearspace

When using the Fonepay logo lock-up, maintain the specified clearspace to ensure the integrity and impact of the Fonepay logo. The prescribed height of "f" is the height of "f" in the Fonepay logo.
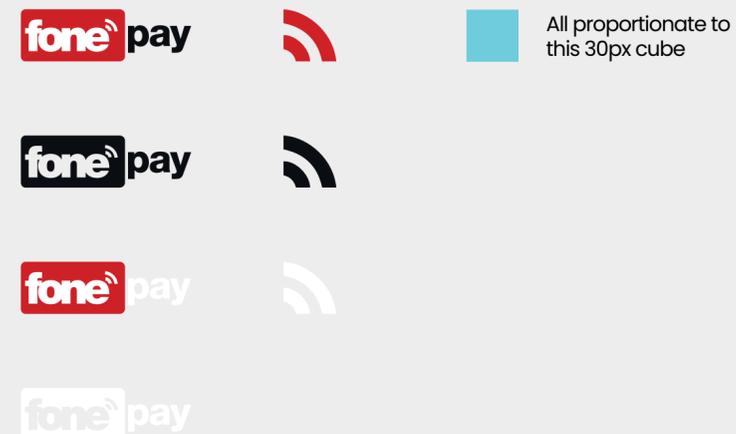
Some exceptions may be allowed, such as in cases of use in legal documents, next to text, etc.

Minimum Size

For digital and print usage, the smallest size allowed is 30 px and 8mm respectively, being applied to the logo's overall height.

However, the recommended size is 15% of the graphic or asset it is being applied to.

All proportionate to this 30px cube

Brand
Collaboration

Any brand Fonepay collaborates or partners with, their brand mark deserves as much respect as ours. Hence, this guideline ensure that both brand's presense is maintained.

f

The "f" represents the height of the "f" of Fonepay's logo, and is the primary dimension to be followed.

Y

In instances where the partner brand's logo is within a box, the height of Fonepay's box is to be considered. In such cases, X shall still be the free space between the elements.

Horizontal Lock-Up

Vertical Lock-Up

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 White

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

Fonepay Red

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

Fonepay Black

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

fonepay

Document
Typography
English

Century Gothic is our Primary Brand Font due to it's aesthetic consistency. It is modern, clean, professional, and highly readable. The legibility is specially true for when used in smaller sizes.

The typeface is suitable for all of our print and digital needs.

CLICK TO ACCESS FONT FILES

Century Gothic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz
0123456789 .!?$+-=[{()}]

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz
0123456789 .!?$+-=[{()}]

fone pay

Document
Typography
Nepali

Aakriti is our font for documentations that are to be done in Nepali. It's rounded yet angular visual characteristic lends towards high redability.

The broadness of the letters also speak of a unique caligraphic flair.

CLICK TO ACCESS FONT FILES

Aakriti

ज्ञ ६ घ द्ध छ ट ठ ड ढ ण त्र ध भ च त थ ग ष य

उ ब क म न ज व प स श ह अ ख द ल

१२३४५६७८९०

fonepay

Design

Typography
English
Primary

Our primary font for designing is *Poppins*. As a modern and clean sans-serif typeface, Poppins adds boldness and modernity to the brand. It's geometric edges are rounded by its soft angles. It plays well with clean graphics and supports friendly messaging when paired with elements from the partner brands.

All styles and weights may be employed depending on the situation of the graphic. However, Regular and Semi-Bold are recommended.

CLICK TO ACCESS FONT FILES

Poppins

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789 .!?$+-=[{()}]

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789 .!?$+-=[{()}]

fone pay

Cormorant Garamond

Design
Typography
English
Secondary

To compliment the modernity of Poppins, we use *Cormorant Garamond*. The serif font brings about a sense of elegance that contrasts the sterility of Poppins.

Moreover, we have a preference to ise this font in Semi Bold Italics to give it's use a playful character.

CLICK TO ACCESS FONT FILES

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz
0123456789 .!?$+-=[{()}]

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz
0123456789 .!?$+-=[{()}]

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fone pay

Design
Typography
Nepali

Being a Nepalese brand, Fonepay creates numerous content and assets for the mother tongue. Foe this too, *Poppins* supports devnagari scripts.

However, the font does not support numbers in this style.

CLICK TO ACCESS FONT FILES

Poppins

अ आ इ ई उ ऊ ए ऐ ओ औ
क ख ग घ ङ च छ ज झ ञ ट
ठ ड ढ ण त थ द ध न प फ ब
भ म य र ल व श ष स ह

**अ आ इ ई उ ऊ ए ऐ ओ औ
क ख ग घ ङ च छ ज झ ञ ट
ठ ड ढ ण त थ द ध न प फ ब
भ म य र ल व श ष स ह**

Brand
Illustration

When appropriate, the brand adopts various illustrations representative of the values we work with, the culture we work in, and the people we work for. These are mostly used for merchandise and OOH branding assets.

The hand drawn elements convey a sense of friendliness and distances the brand away from corporate sterility.

CLICK TO ACCESS ILLUSTRATION FILES

Brand
Pictures

For marketing and branding purposes, the pictures focus on lifesyle, or how Fonepay has the ability to imporve one's lifestyle. The general direction for the pictures to follow is the need for the depicted characters to be jubilant about using Fonepay's products and services.

Key emphasis is to be put on how the portrayed character feels when using Fonepay's products and services; sense of joy, relief, ease, and convenience.

Next to lifestyle, pictures directly focusing on the products and services are to follow a minimal aesthetic to allow room for other marketing copy and elements.

CLICK TO ACCESS PICTURES
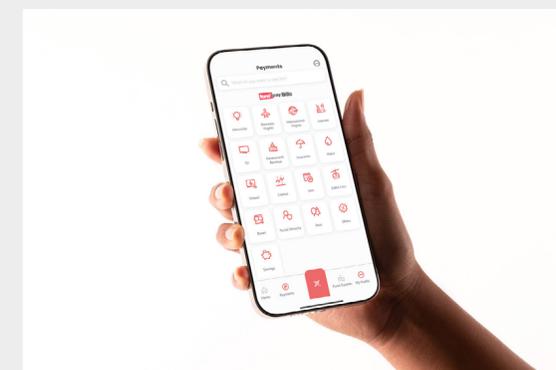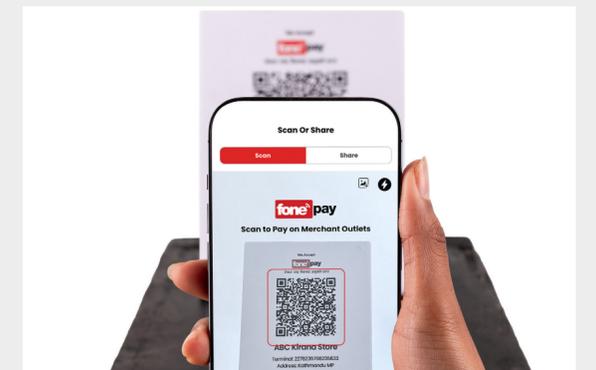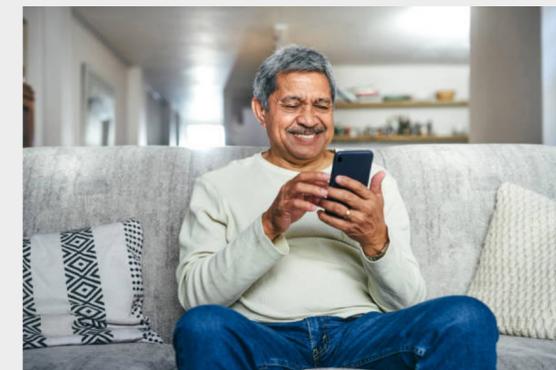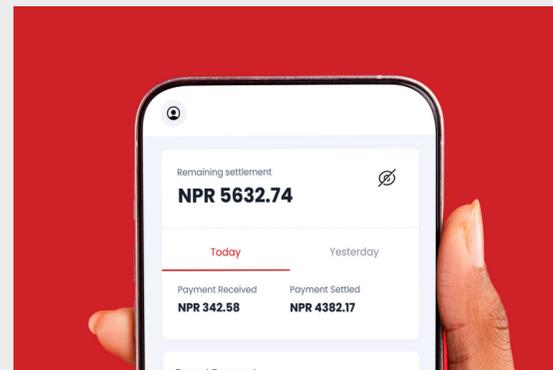
Brand
Don'ts

Do not use without the box

Do not rotate

Do not rearrange

Do not outline

Do not use colors not specified

Do not use gradients

Do not distort
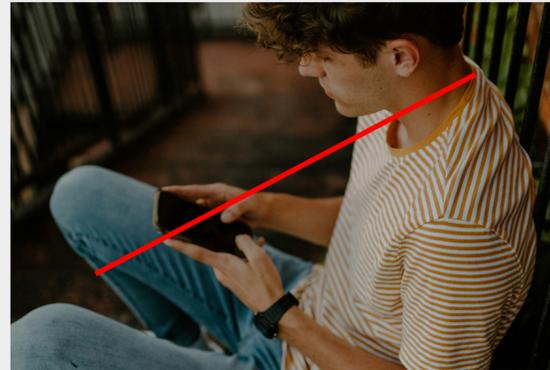
Do not pair witout the f spacing

PARTNER BRAND

fone pay
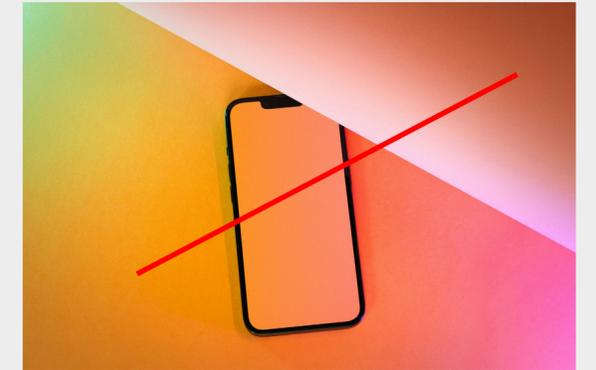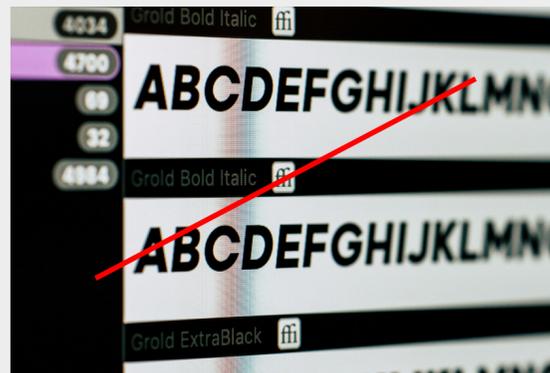
Brand
Don'ts

Do not use somber images

Do not use old-tech
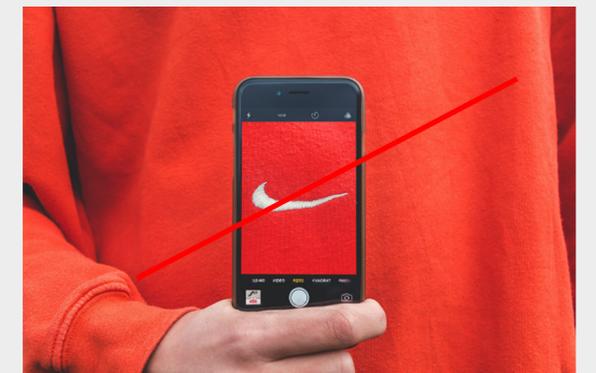

Do not use unauthorized colors

Do not use unauthorized fonts

Do not use unauthorized icons

Do not use unauthorized collabs

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Brand
Products

Fonepay
QR

Fonepay QR is a digital payment solution that utilizes Quick Response (QR) codes, allowing users to make secure and convenient transactions by scanning QR codes with their smartphones. Fonepay QR is EMV compliant, which is the most widely accepted standard for QR payments.

The QRs are purpose built for merchants, who can acquier and install it in their businesses by reaching out to their respective banks.

Logo

Icon

Fonepay
Direct

Fonepay Direct is a service offered by Fonepay that enables a mobile banking user to conveniently transfer funds from their own bank account to a chosen recipient's bank account, regardless of whether the two accounts are held at the same bank or different banks.

This service is built-in on most banking apps and can be accessed though the "Fund Transfer" screen.
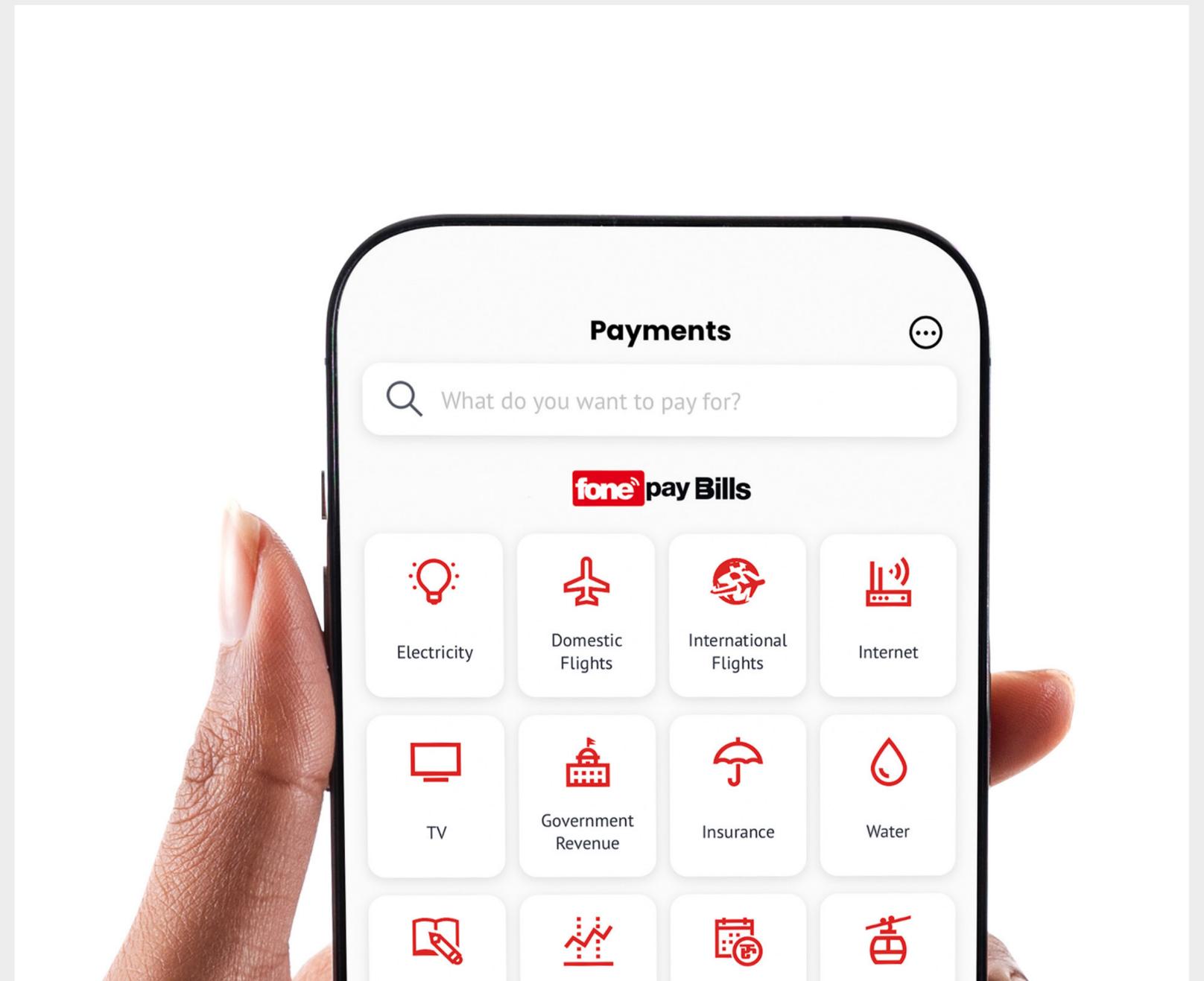
Logo

Icon
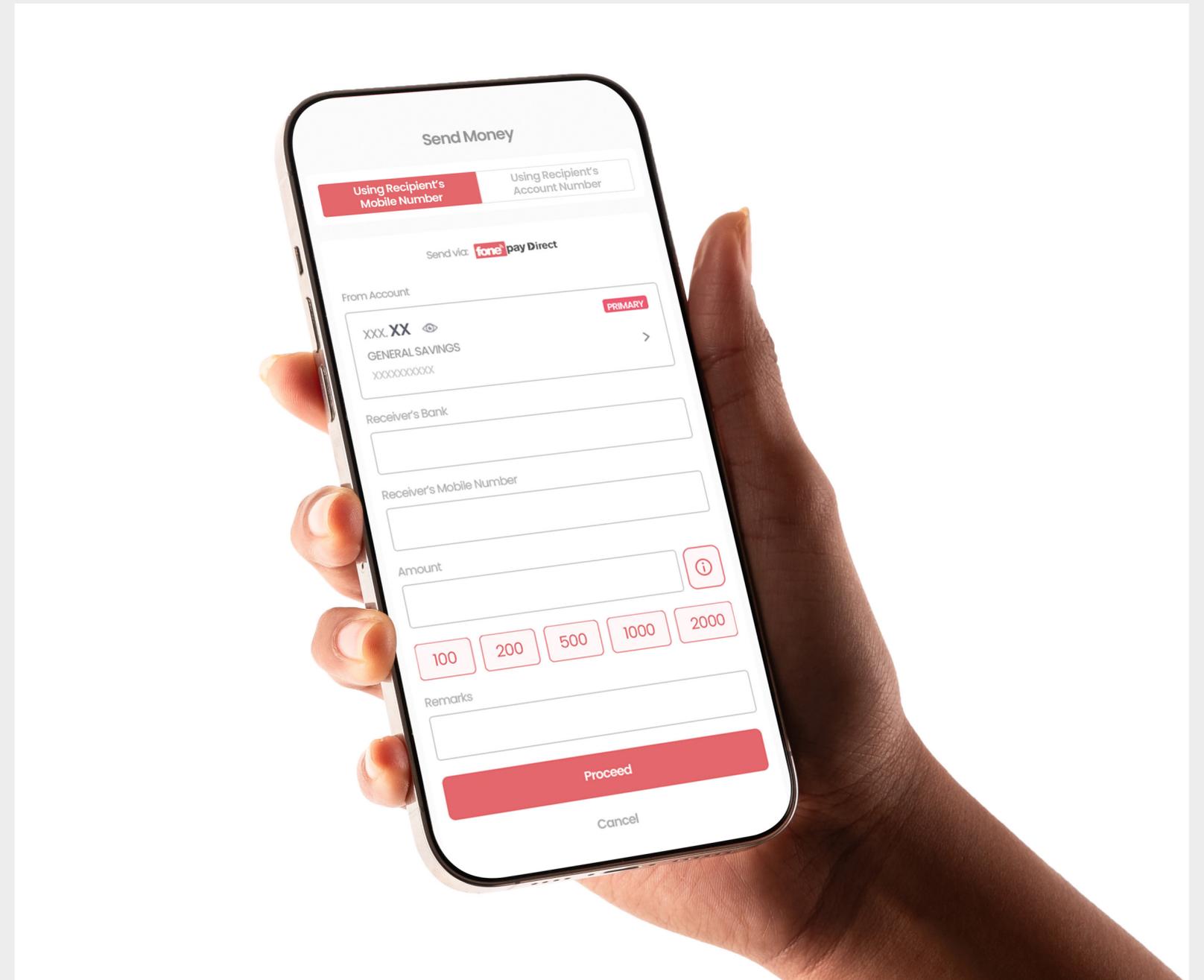
Fonepay
Bills

Fonepay Bills is one of the services of Fonepay through which customers can directly pay their bills for Electricity, Water, TV, Internet, EMI, Government Revenue, Education, Airlines, and more with just a few taps.

Like Fonepay Direct, Bills live natively on most banking app.
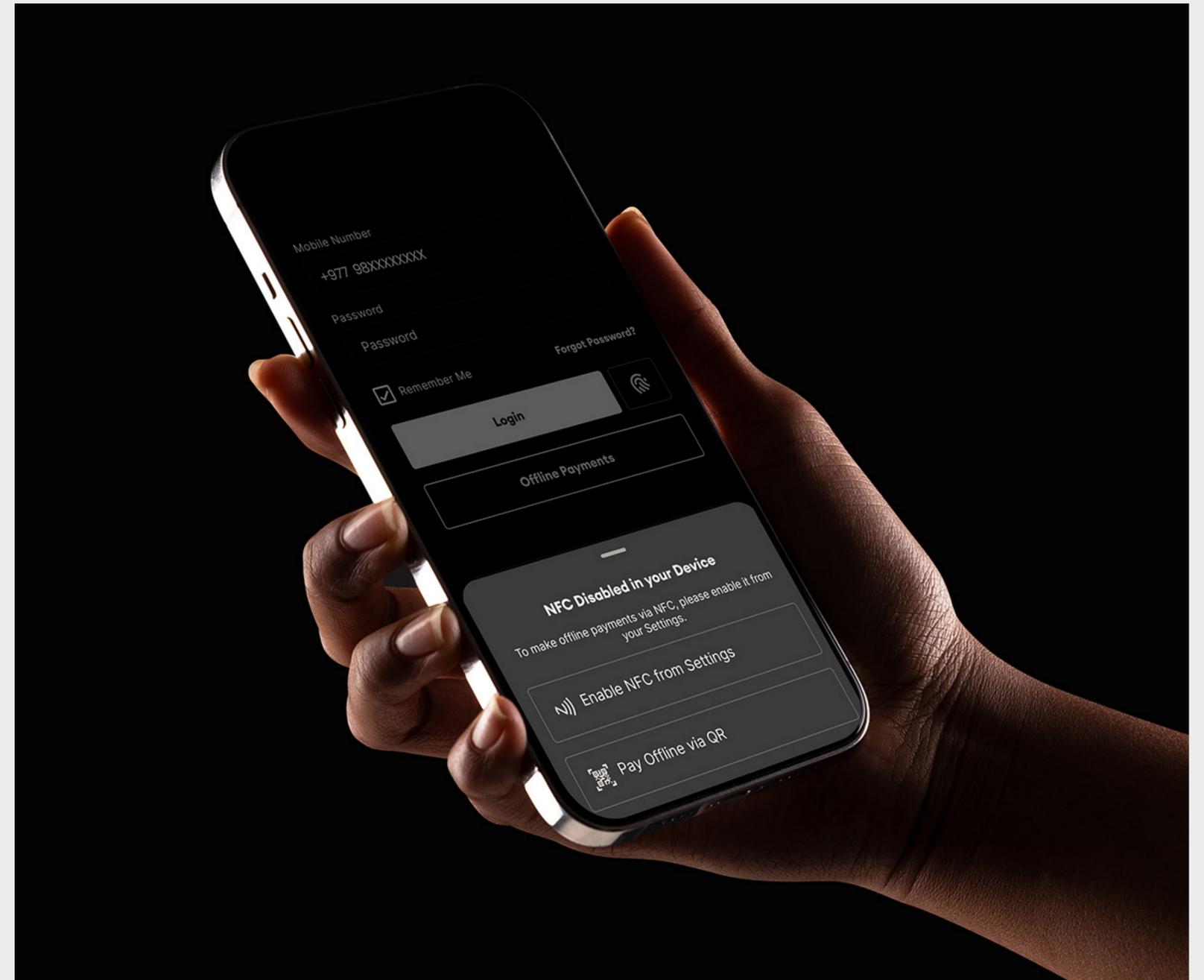
Logo

Icon

FoneTag
Tap and Go

Fonepay Bills is one of the services of Fonepay through which customers can directly pay their bills for Electricity, Water, TV, Internet, EMI, Government Revenue, Education, Airlines, and more with just a few taps.

Like Fonepay Direct, Bills live natively on most banking app.

Logo

Icon

Fonepay
App

Fonepay App is a super-app which connects the user with multiple banks and a whole host of features, making it the only payment app one will ever need. With this app, users can link their bank accounts and wallets, transfer funds to contacts, and make payments at various merchants by scanning QR codes or by Fonepay Tap and Go (FoneTAG). It also features rewards and offers to make the banking experience more convenient and easier.

Logo

Icon
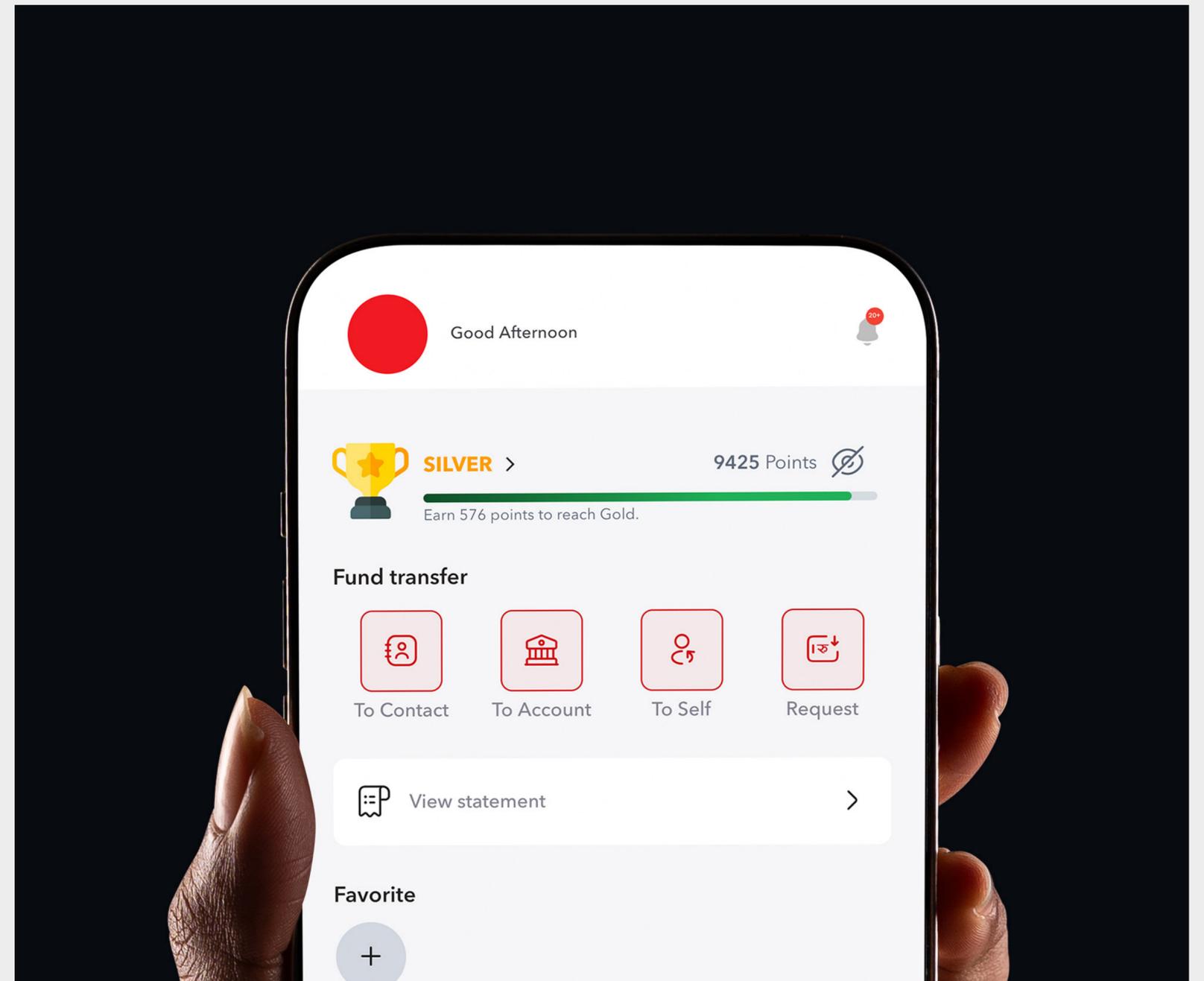
fone pay

Fonepay
Business App

Fonepay Business app is an app designed for Fonepay merchants to handle all of their business payments. This app allows merchants to request payment from customers, view payment details, initiate refunds, receive payments through FoneTAG and customer presented QR, view their statements and perform activities with many other useful features.

Logo **fonepay Business App**

Icon **B**

Icon व्यवसायको सारथी
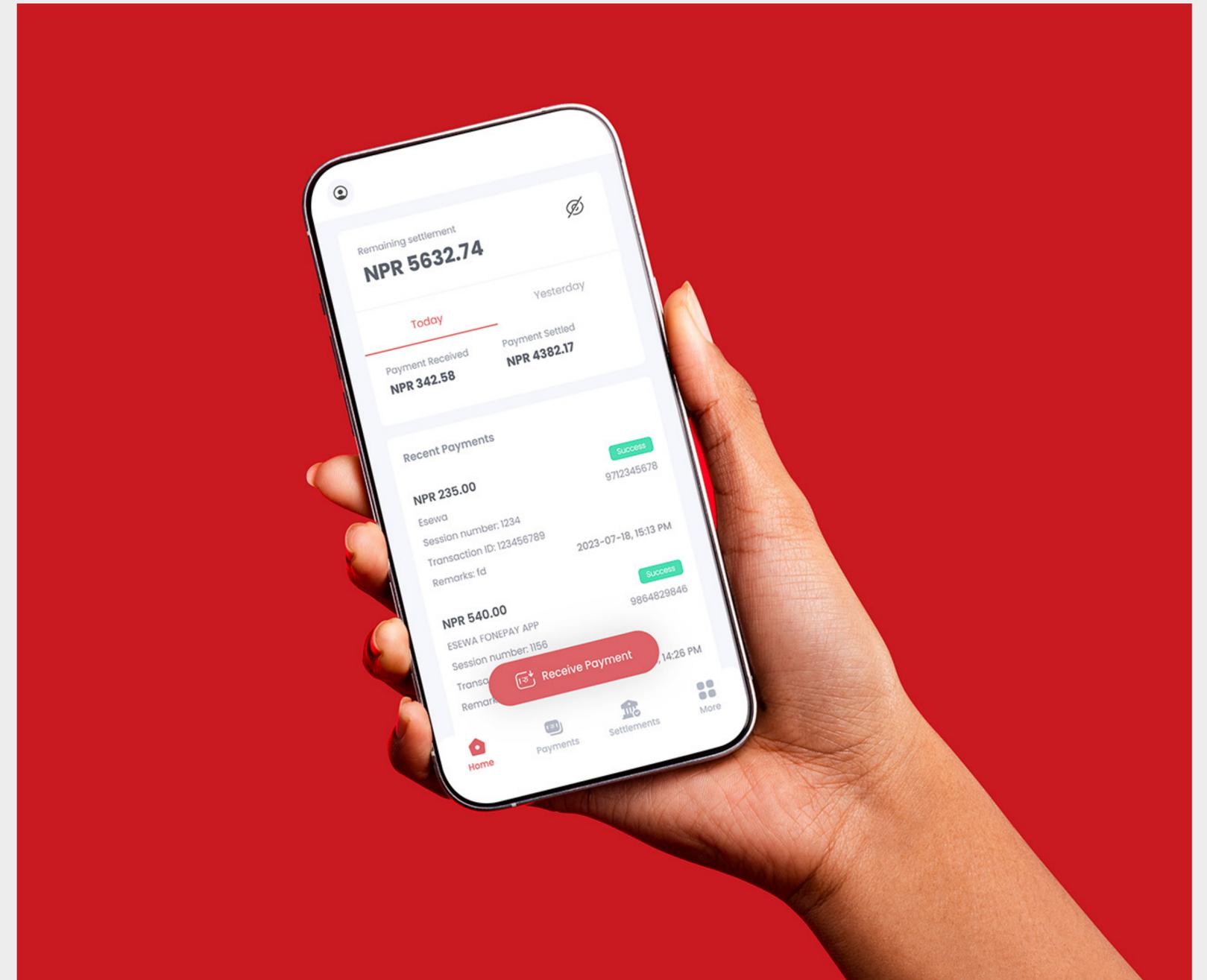
fone pay

Fonepay
Credit Card

Fonepay Credit Card is a digital payment device that lives on a banking app and functions through Fonepay's Network. It facilitates online and contactless transactions, all the while functioning similar to a physical credit card.
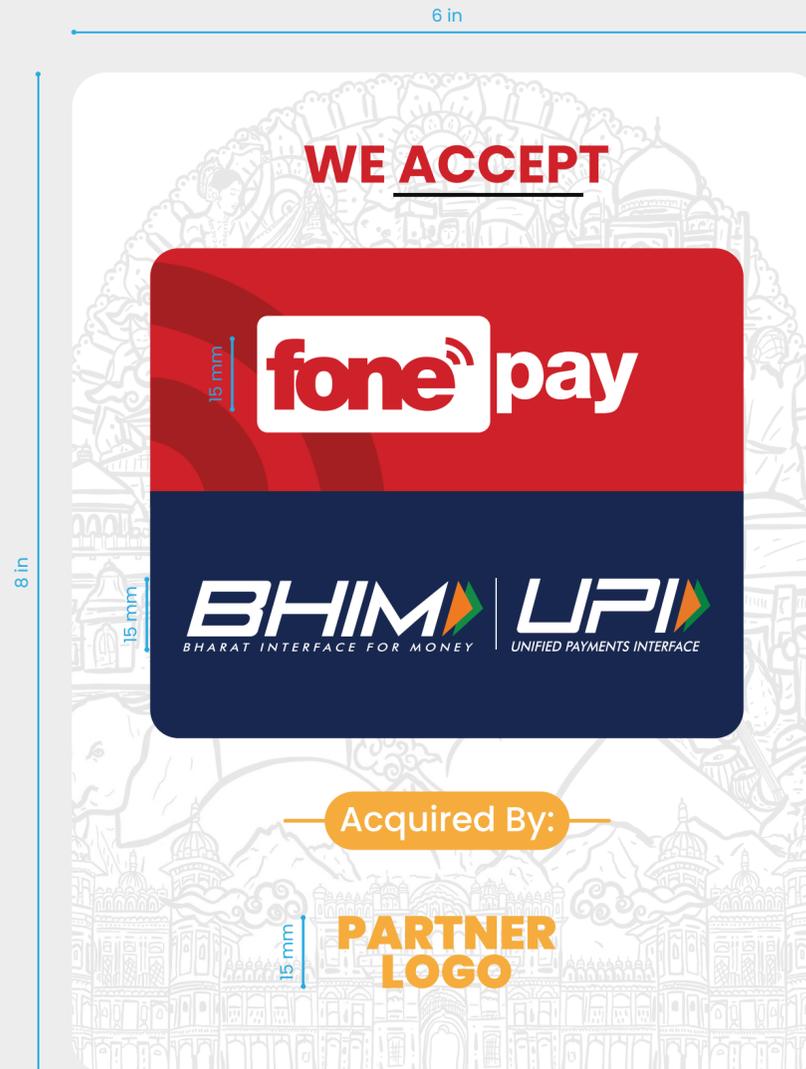
CLICK TO VIEW GUIDELINES

Logo

credit fonepay card

Icon

credit
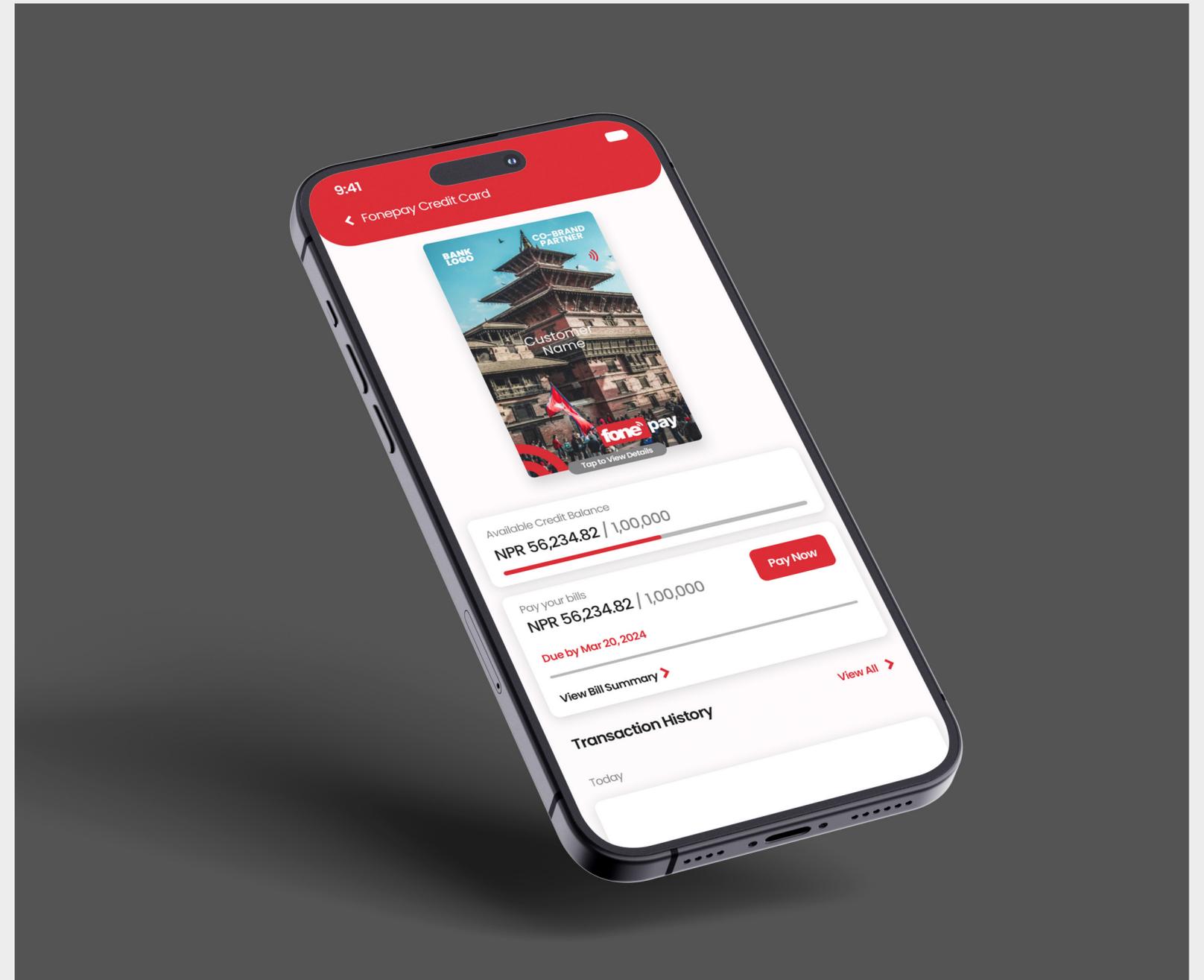
Print
Communications
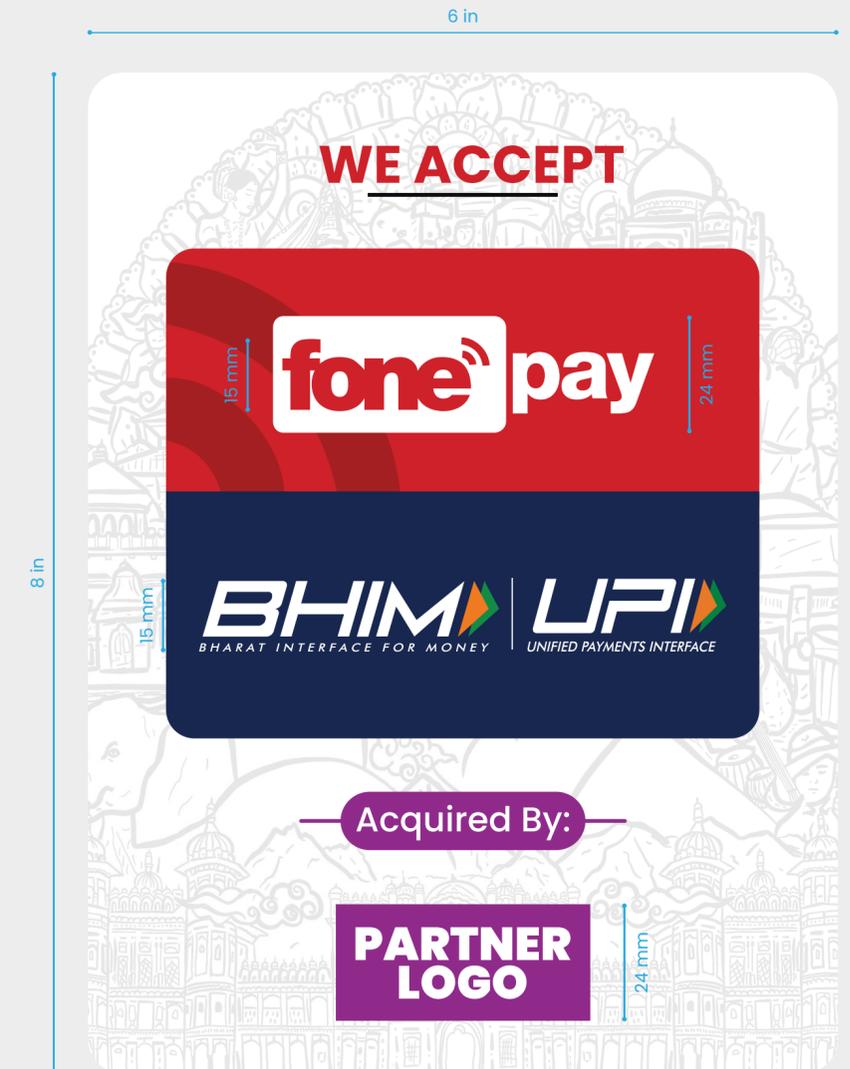
Merchant Decals with BHIM UPI

The Future Update of the Merchant Decals is proposed to be more Minimal and inclusive of the involved Brands' identities.

This design still maintains the proportionate and comparative measurements of X and Y.

CLICK TO ACCESS PRINT FILES

WE ACCEPT

With *Wordmarked* Partner Logo

WE ACCEPT

With *Boxed* Partner Logo

Color & Typeface Key

	Red #ce2027		Black #0a0d12		Navy #17264f	Main Font Poppins

QR Standees

Color & Typeface Key

Red
#ce2027

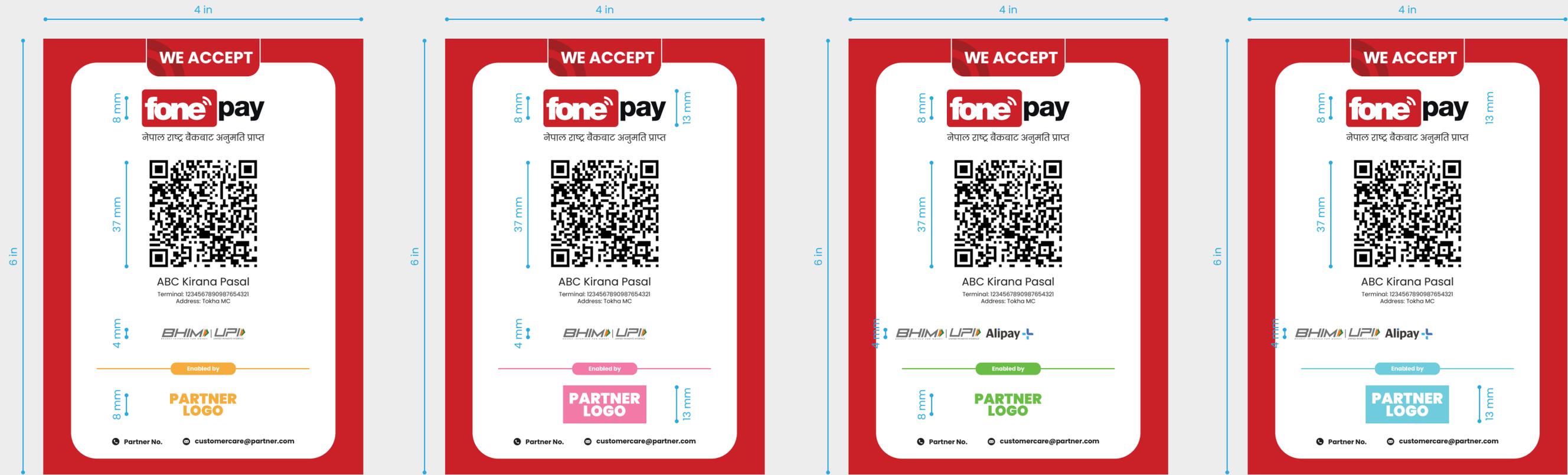**Black**
#0a0d12

White
#ffffff

Main Font
Poppins

With *Workmard* Partner Logo
and *Single* Network

With *Boxed* Partner Logo
and *Single* Network

With *Workmard* Partner Logo
and *Multimpe* Network
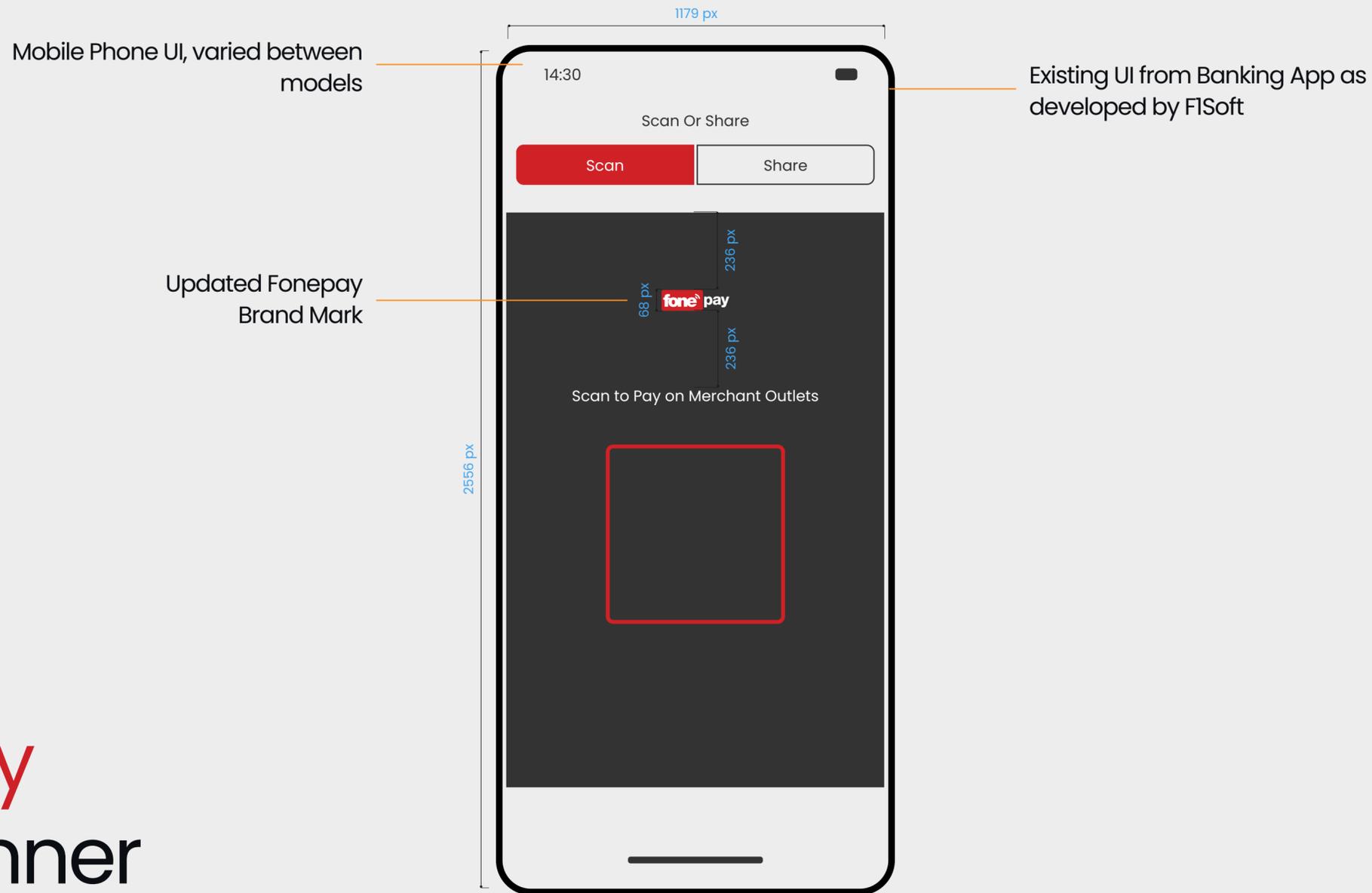

With *Boxed* Partner Logo
and *Multiple* Network

The QR Standees pose as a physical medium for the customers to make their payments digitally though their banking app. The placement of the logos, then, showcase what Networks are accepted and what Acquiering Bank the Merchant uses. For this, it is important to maintain visual balance among all participating parties. Similar to the Merchant Decals, proportions are to be vertically maintained with either the "F" of Fonepay's Logo, or the Box of the same. Additionally, the "Powered By" element is to take the primary color of the Acquiring Bank, as illustrated above.

As more Payment Networks are on-boarded, their logos may be downsized proportionate to each other in order to fit in the design.
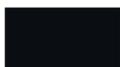
CLICK TO ACCESS PRINT FILES

ART BOARD SIZE 1920PX BY 1080PX

Mobile Banking App
Positioning

fone pay

1179 px

Mobile Phone UI, varied between models

Existing UI from Banking App as developed by F1Soft

14:30

Scan Or Share

| Scan | Share |

236 px

Updated Fonepay Brand Mark

68 px

fone pay

236 px

Scan to Pay on Merchant Outlets

2556 px

Fonepay
QR Scanner

Color & Typeface Key
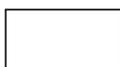
Red
#ce2027

Black
#0a0d12

White
#ffffff

Main Font
Poppins

ART BOARD SIZE 1920PX BY 1080PX

fone pay

Mobile Phone UI, varied between models

Existing UI from Banking App as developed by F1Soft

1179 px

14:30

Send Money

Using RecipientŌs Mobile Number | Using RecipientŌs Account Number

Updated Fonepay Direct Brand Mark
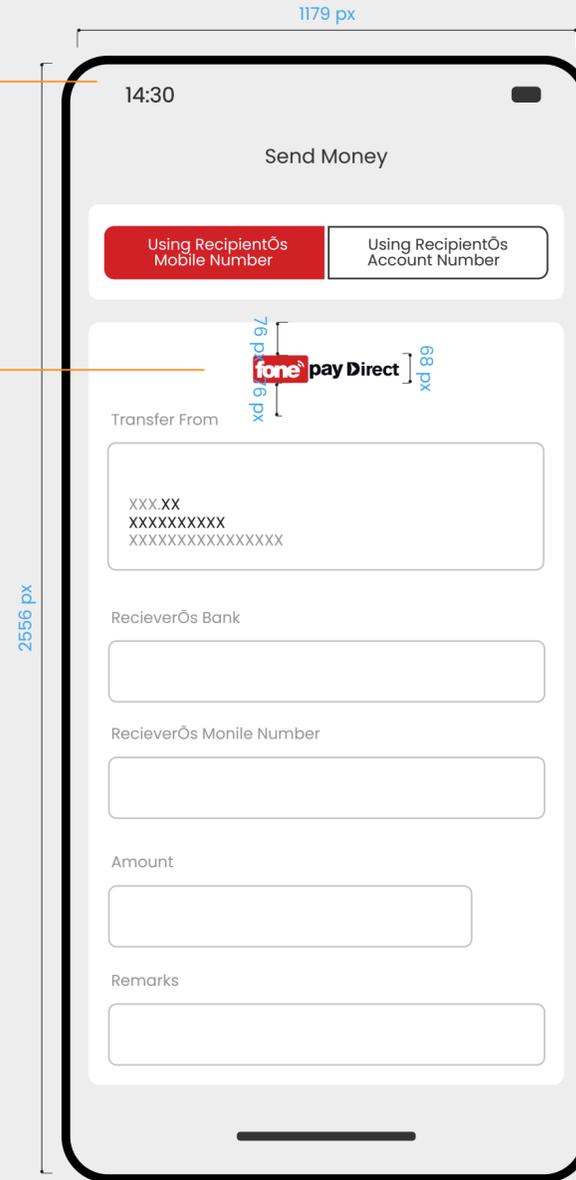
76 px / 76 px

fone pay Direct

68 px

Transfer From

XXX.XX
XXXXXXXXX
XXXXXXXXXXXXXXX

2556 px

RecieverŌs Bank

RecieverŌs Monile Number

Amount

Remarks

Fonepay
Direct

Color & Typeface Key

■ Red	#ce2027
■ Black	#0a0d12
□ White	#ffffff

Main Font
Poppins

ART BOARD SIZE 1920PX BY 1080PX

fonepay

Mobile Phone UI, varied between models

Existing UI from Banking App as developed by F1Soft
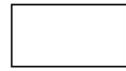
Updated Fonepay Bills Brand Mark

Brand Mark to always be within a white box rounded in the same radius as the Logo's Red Box.

Padding to be half the height of "X/2"

1179 px

14:30

Payments

fonepay Bills

68 px   24 px   36 px

252 px   20 px   290 px

2556 px

Electricity
Domestic Flights
International Flight
Internet

TV
Government Payments
Insurance
Khanepani

Education Fees
Capital
EMI
Broker

Cable Car
Buses
Saving (SSF)
Credit Card

Language Proficiency Test
Park
Offers
Fonepay Voucher
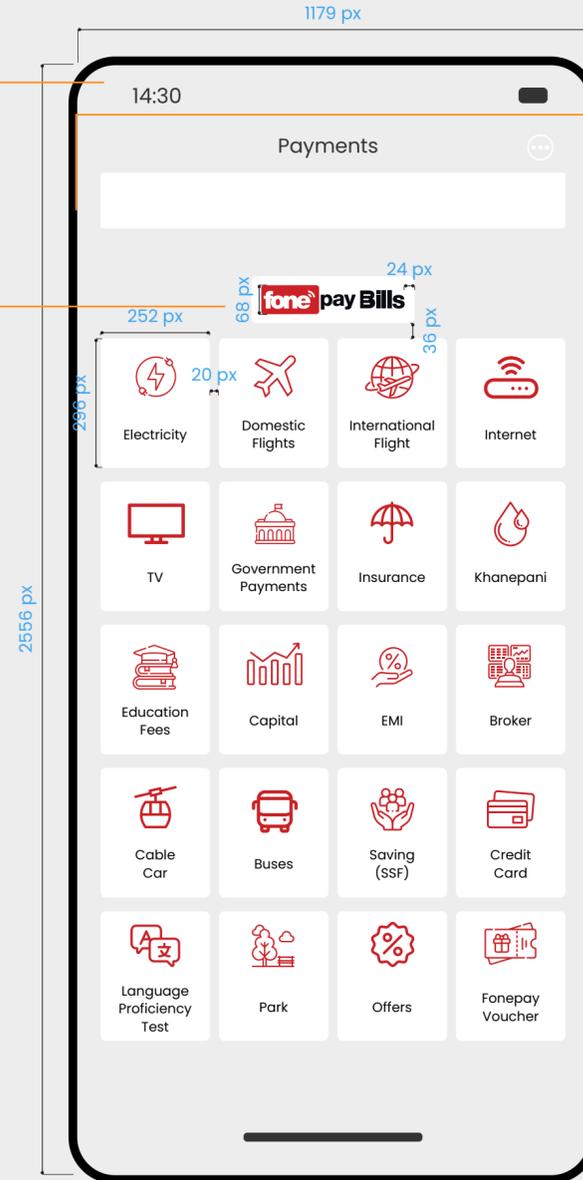
Order of Items:

- Electricity (NEA and Butwal)
- Domestic Flight
- International Flight
- Internet
- TV
- Government Payments
- Insurance
- Khanepani
- Education Fees
- Capital
- EMI
- Broker
- Cable Car
- Buses
- Saving (SSF)
- Credit Card
- Language Proficiency Test
- Park
- Offers
- Fonepay Voucher

Fonepay
Bills

Color & Typeface Key

Red
#ce2027

Black
#0a0d12

White
#ffffff

Main Font
Poppins

ART BOARD SIZE 1920PX BY 1080PX

नगद छोडौं
fone pay गरौं