



# Brand Guidelines

Visual Identity Design

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# Introduction

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## The Brand

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# The Logo

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Play Icon



Question Mark



Tick Mark



Growth Icon



Speed lines (depicts E-com)



Money

# App Icon

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On Light  
Backgrounds



On Dark  
Backgrounds

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# Logo Clearspace

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The logo must have a clearspace around it from the very edges of a bounding box, which should be equal to the one time space of letter "I" in the logo itself.

# Logo Limitations

## Don'ts



Do not use on similar color backgrounds



Primary colors of the logo should not be changed



Do not resize the lettermarks



Spacing between lettermarks can't be changed



Do not tilt the logo, however the horizontal & vertical use of the logo depends upon the space provided



Do not distort the logo

## Do's



Logo Usage on white/light color Backgrounds



Logo usage on dark color Backgrounds



Logo usage on similar color Backgrounds

# Typography

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## Primary Typeface

### SEGOE UI

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
0123456789**

abcdefghijklmn  
opqrstuvwxyz  
0123456789

Due to its bold and crisp nature, this font family can be used well for Display text, headings & subheadings.

## Secondary Typeface

### NUNITO SANS

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
0123456789**

abcdefghijklmn  
opqrstuvwxyz  
0123456789

This elegant & clean sans-serif font family is ideal to be used for the display copy & other similar usage.



# Color Palette

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RGB : 111   47   116 CMYK : 66   96   22   8 Hex : # 6F2F74		RGB : 245   137   31 CMYK : 0   56   100 Hex : # F5891F	
RGB : 52   28   56 CMYK : 75   88   47   56 Hex : # 341C38	RGB : 166   213   207 CMYK : 35   2   20   0 Hex : # A6D5CF	RGB : 255   255   255 CMYK : 0   0   0   0 Hex : # FFFFFFFF	RGB : 250   194   80 CMYK : 2   25   79   0 Hex : # FAC250

# Brand Application

