MobiKwik

BRAND MANUAL

LOGO

Logo

Primary Logo

The MobiKwik logo is composed of Monogram and a logotype set combines as a single entity. The horizontal logo is the primary logo and should be used in most instances.

Monogram

Typeset

obiKwik

MobiKwik

Logo

#0A4BFF

RGB: 10, 75, 255　　│　　CMYK: 98, 58, 0, 0

Colour Standards

The following colour codes are the only ones which may be used for the MobiKwik logotype. No other colours may be used or substituted for the MobiKwik logo.

The MobiKwik logo can exist with an "inverted" colour scheme, which means the main colour is white.

#FFFFFF

RGB: 255, 255, 255　　│　　CMYK: 0, 0, 0, 0

Logo

Monogram Logo

MobiKwik's monogram logo is a combination of custom letter M and a vector of a wallet. The letter M is the initial of MobiKwik and the vector represents a virtual wallet.

Logo

Monochrome Logo

Monochrome logo must be used in 100% black or 100% white. The logo must always be used in its original form.

Black and White version can be used preferably in B/W print only.

#000000
RGB: 0, 0, 0 | CMYK: 0, 0, 0, 100

#FFFFFF
RGB: 255, 255, 255 | CMYK: 0, 0, 0, 0

Logo

Clear Space

The MobiKwik logo must stand out in all uses. Maintain clear space on all sides of the logo. The free zone stops the logo competing with other elements and graphic expressions.

The minimum clear space above and under the logo is equal to the height of the letter O. The clear space to the left and right of the logo is equal to the width of the letter O.
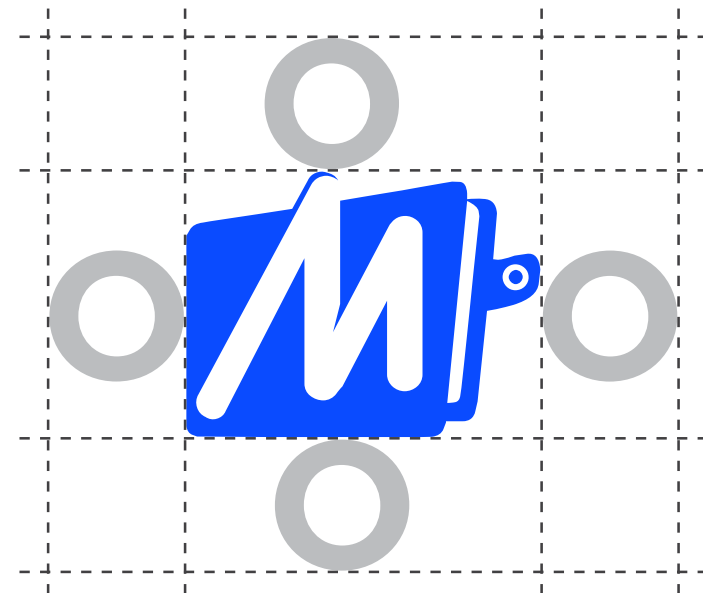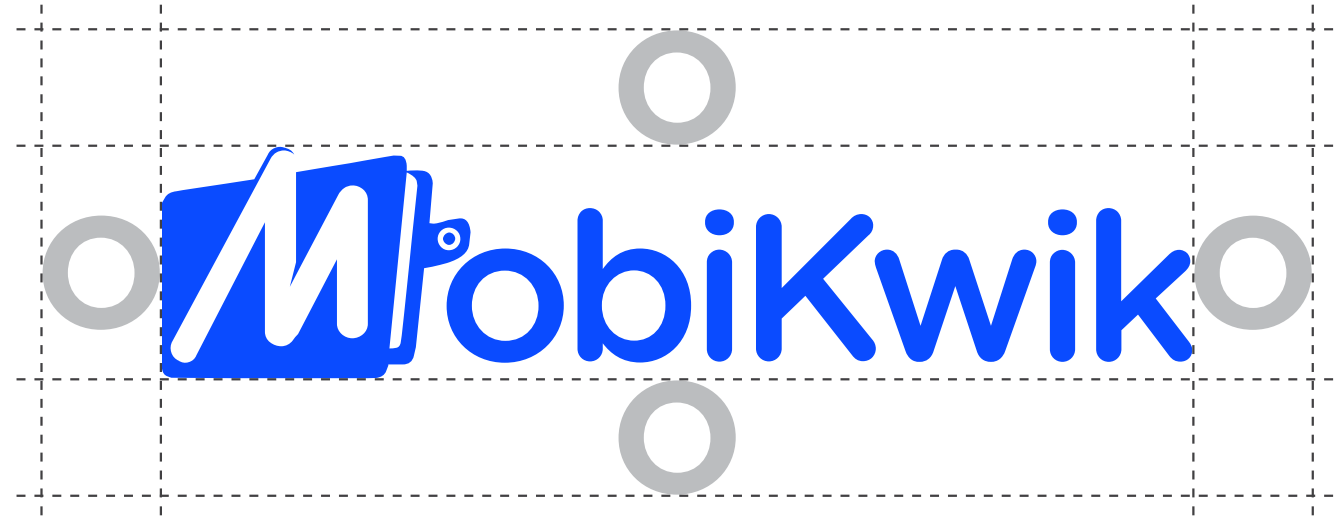
Logo

Minimum Size

The following are specific guidelines related to the sizing of the MobiKwik logo. The logo should never be scaled below the minimum width as depicted.

The logo may be enlarged to various sizes as long as the proportions remain intact.

Minimum size online

MobiKwik

100px

Minimum size offline

MobiKwik

20mm

COLOUR

Colour

Primary & Secondary Colours

Primary Colour_Blue

#0A4BFF

RGB: 10 75 255

CMYK: 98 58 0 0

PMS: 2728C

Secondary Colour_Yellow

#FFDF00

RGB: 255 223 0

CMYK: 2 8 99 0

PMS: 107C

Colour

Supportive or Tertiary Colours

To be used only as and when required

Aqua

#70FEFF

RGB: 112 254 255

CMYK: 55 0 38 0

PMS: 3245C

Bright Orange

#FFAC0E

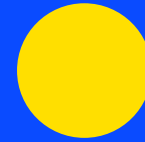RGB: 255 162 22

CMYK: 0 42 99 0

PMS: 1375C
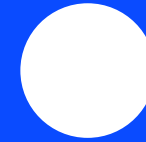
Colour

Accessible colour combination

Aqua
on Blue

**Aqua
on Blue**

Yellow
on Blue

**Yellow
on Blue**
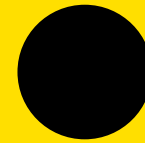
White
on Blue

**Orange
on White**

Blue
on Yellow

**Blue
on Yellow**

Black
on Yellow

**Black
on Yellow**

Orange
on White

**Orange
on White**

Colour

Supportive Colour Usage

Don't let this piece **puzzle you**

Hassle-free credit card to bank transfers, only through **MobiKwik.**

That feat was **LOVLI na?**

Wishing more glory in the coming days.
Congratulations India!

Win an **iPhone 13**

on your recharge or bill payment with **MobiKwik**

USE CODE: **IPHONE13**

*T&C Apply

Colour

Supportive Colour Usage

Colour

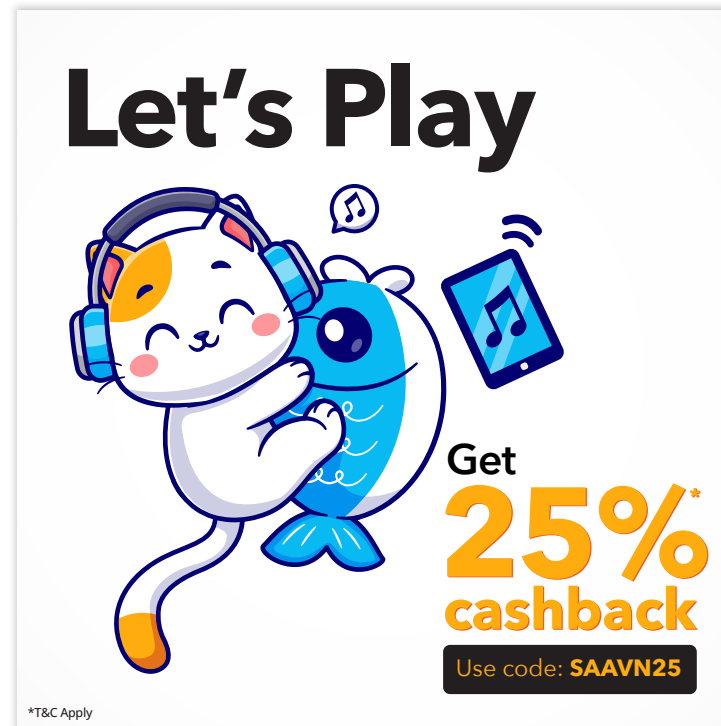## Supportive Colour Usage

TYPEFACE

Typeface

Proxima Nova

Use different font weights, kerning and line spacing to create emphasis and impact. It solves hierarchy issues in a easy and clean way.

Proxima Nova Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 £!@#$%^&*()_+-=[]{};'\,./:"|<>?

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 £!@#$%^&()_+-=[]{};'\,./:"|<>?*

Proxima Nova Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 £!@#$%^&*()_+-=[]{};'\,./:"|<>?

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 £!@#$%^&()_+-=[]{};'\,./:"|<>?*

Proxima Nova Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 £!@#$%^&*()_+-=[]{};'\,./:"|<>?

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 £!@#$%^&()_+-=[]{};'\,./:"|<>?*

Proxima Nova Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 £!@#$%^&*()_+-=[]{};'\,./:"|<>?

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 £!@#$%^&()_+-=[]{};'\,./:"|<>?*

Proxima Nova Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 £!@#$%^&*()_+-=[]{};'\,./:"|<>?

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 £!@#$%^&*()_+-=[]{};'\,./:"|<>?

Proxima Nova Extrabold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 £!@#$%^&*()_+-=[]{};'\,./:"|<>?

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 £!@#$%^&*()_+-=[]{};'\,./:"|<>?

Proxima Nova Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 £!@#$%^&*()_+-=[]{};'\,./:"|<>?

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 £!@#$%^&*()_+-=[]{};'\,./:"|<>?

Typeface

Proxima Nova Condensed

Use different font weights, kerning and line spacing to create emphasis and impact. It solves space constraint in a easy and clean way.

Proxima Nova Condensed Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 £!@#$%^&*()_+-=[]{};'\,./:"|<>?

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 £!@#$%^&()_+-=[]{};'\,./:"|<>?*

Proxima Nova Condensed Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 £!@#$%^&*()_+-=[]{};'\,./:"|<>?

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 £!@#$%^&()_+-=[]{};'\,./:"|<>?*

Proxima Nova Condensed Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 £!@#$%^&*()_+-=[]{};'\,./:"|<>?

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 £!@#$%^&()_+-=[]{};'\,./:"|<>?*

Proxima Nova Condensed Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 £!@#$%^&*()_+-=[]{};'\,./:"|<>?

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 £!@#$%^&()_+-=[]{};'\,./:"|<>?*

Proxima Nova Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 £!@#$%^&*()_+-=[]{};'\,./:"|<>?

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 £!@#$%^&*()_+-=[]{};'\,./:"|<>?

Proxima Nova Condensed Extrabold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 £!@#$%^&*()_+-=[]{};'\,./:"|<>?

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 £!@#$%^&*()_+-=[]{};'\,./:"|<>?

Proxima Nova Condensed Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 £!@#$%^&*()_+-=[]{};'\,./:"|<>?

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 £!@#$%^&*()_+-=[]{};'\,./:"|<>?

LOGO ELEMENT

Logo

Logo Element
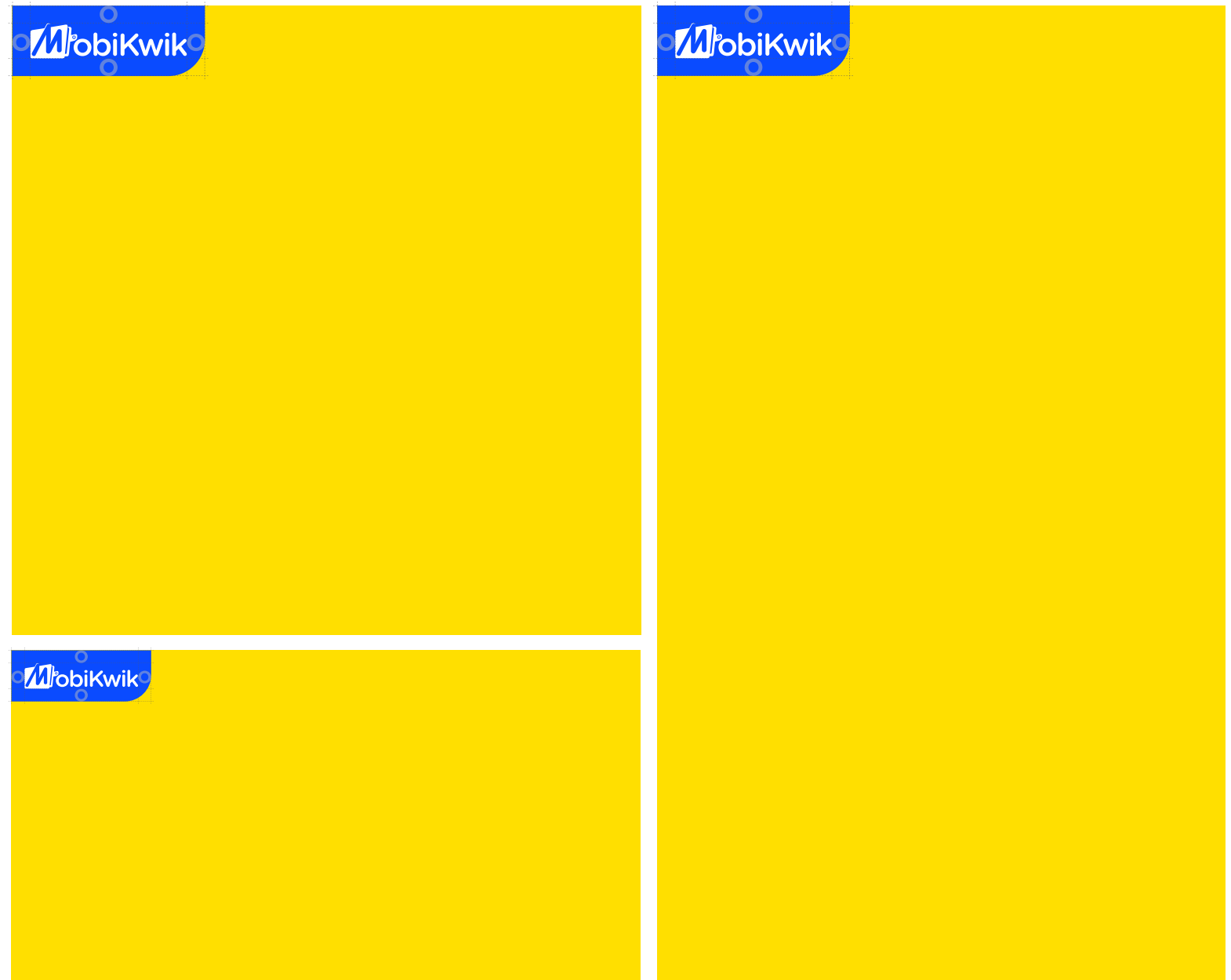
To create a unique brand identity

Logo

Logo Placement

Use the white MobiKwik logo with blue background element for all creatives with light background.

Use the left upper corner of the creative for logo placement area respecting the safe area.

Logo

Logo Placement

Use the blue MobiKwik logo with white background element for all creatives with dark background.

Use the left upper corner of the creative for logo placement area respecting the safe area.
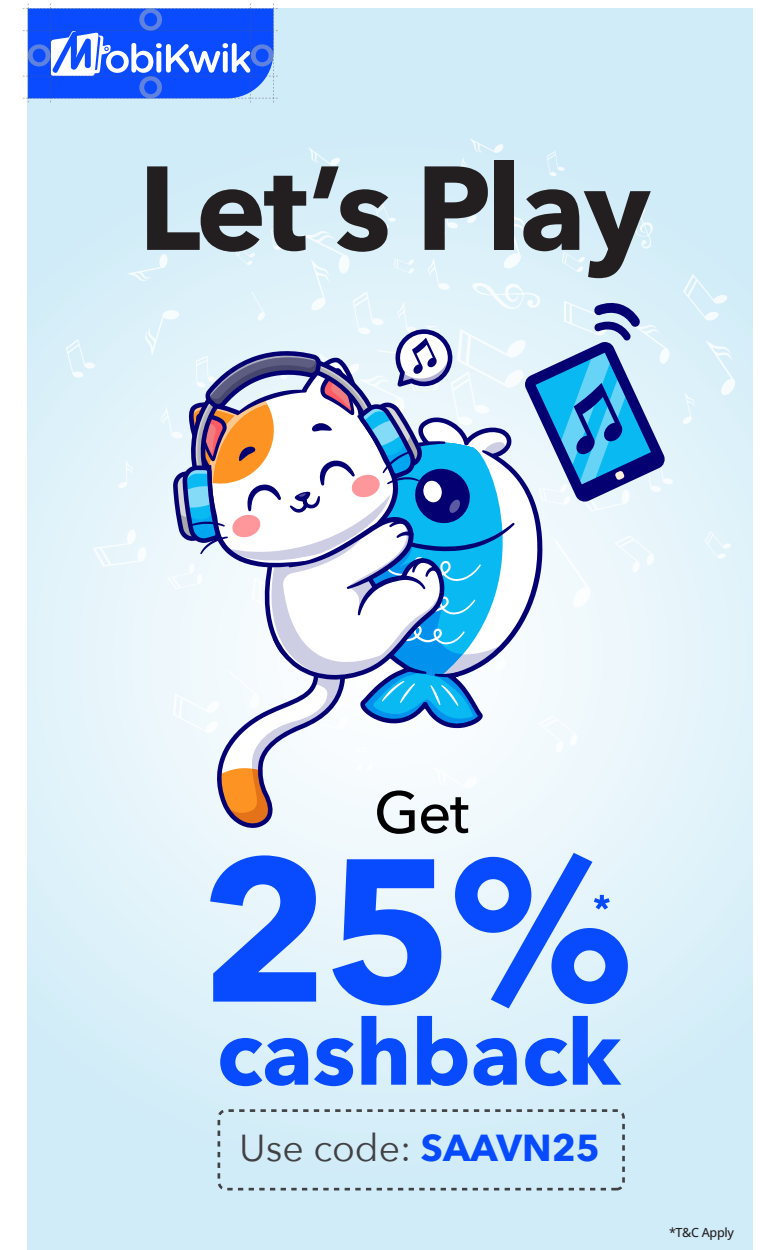
DARK BACKGROUND:

Logo

Logo Placement

Use the white logo with blue background element for all creatives with light background.

Use the left upper corner of the creative for logo placement area respecting the safe area.

Logo

Logo Placement

Use the blue logo with white background element for all creatives with dark background.

Use the left upper corner of the creative for logo placement area respecting the safe area.

ZIP

MobiKwik

SUPERRRRR CASHHHHHh hhhhhhhhhh hhhhhhhhh...

It goes on and on!

Win an
iPhone 13
on your recharge or bill payment
with **MobiKwik**

Use Code: **IPHONE13**

*T&C Apply
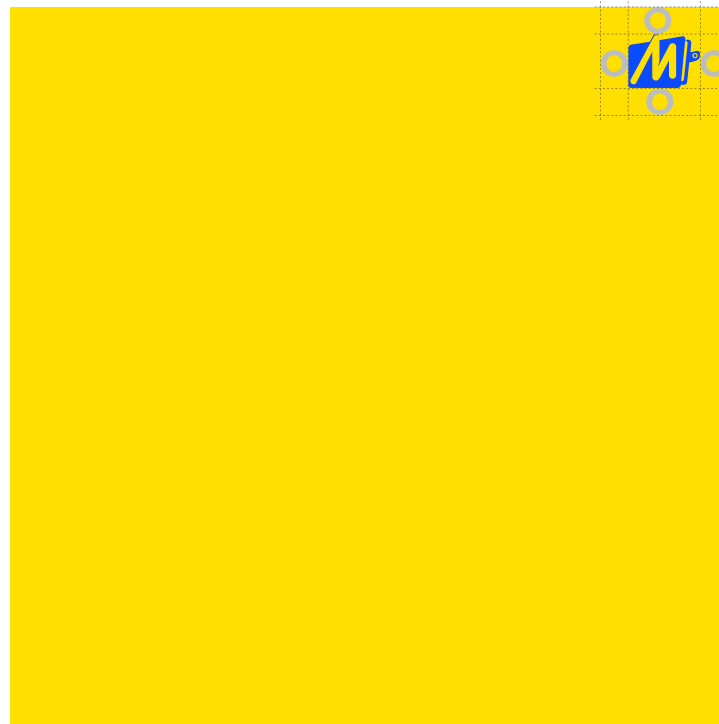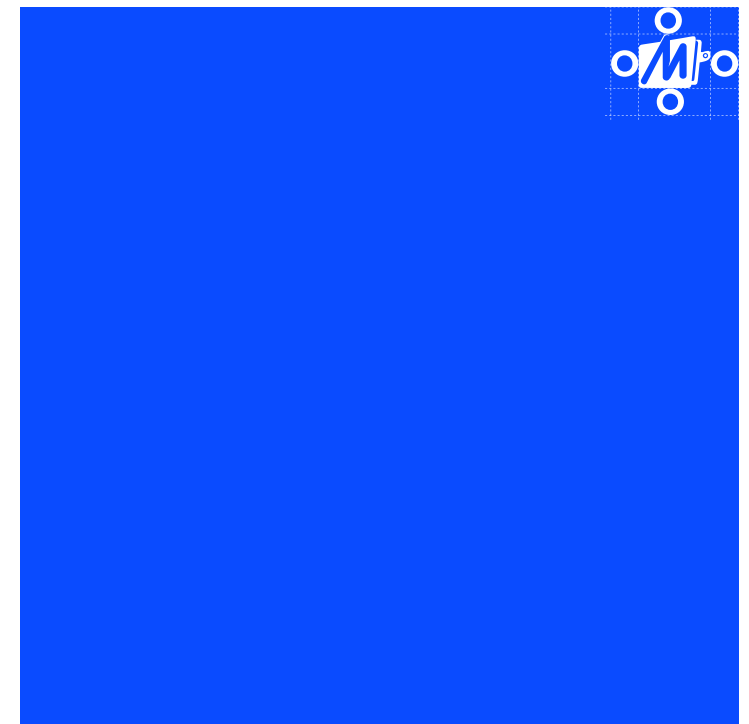
Logo

Monogram Logo Placement

Use the right upper corner of the creative for logo placement area respecting the safe area.
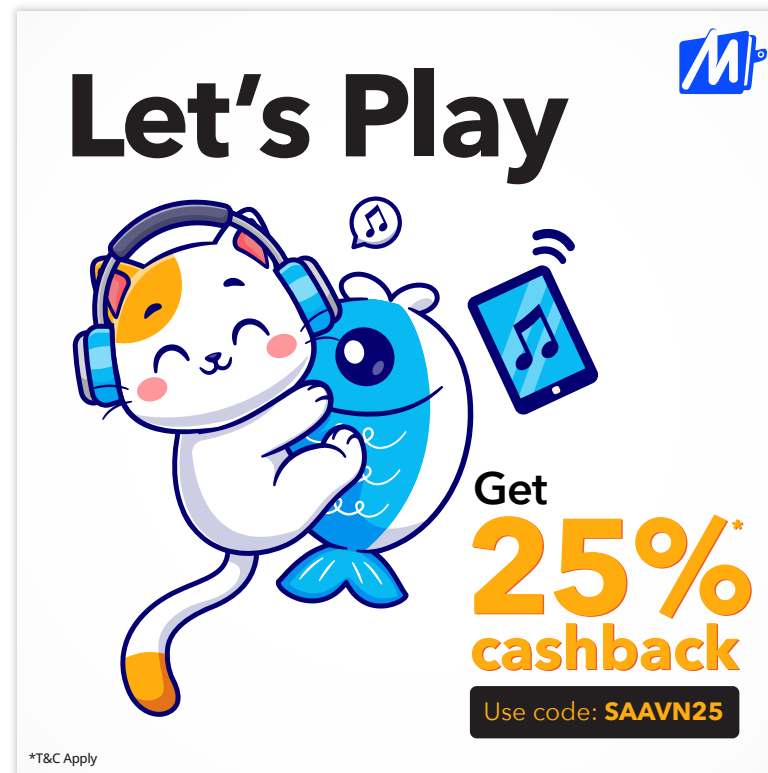
LIGHT BACKGROUND:

DARK BACKGROUND:

Logo

Monogram
Logo Placement

Use the right upper corner of the creative for logo placement area respecting the safe area.

Logo

Partner Logo Integration

For partnerships, we lock up the complete MobiKwik logo with a partner logo, preferably with MobiKwik logo coming first.

Use clear space between logos. Clear space should be the diameter of letter "o" and divided in half by a vertical line.
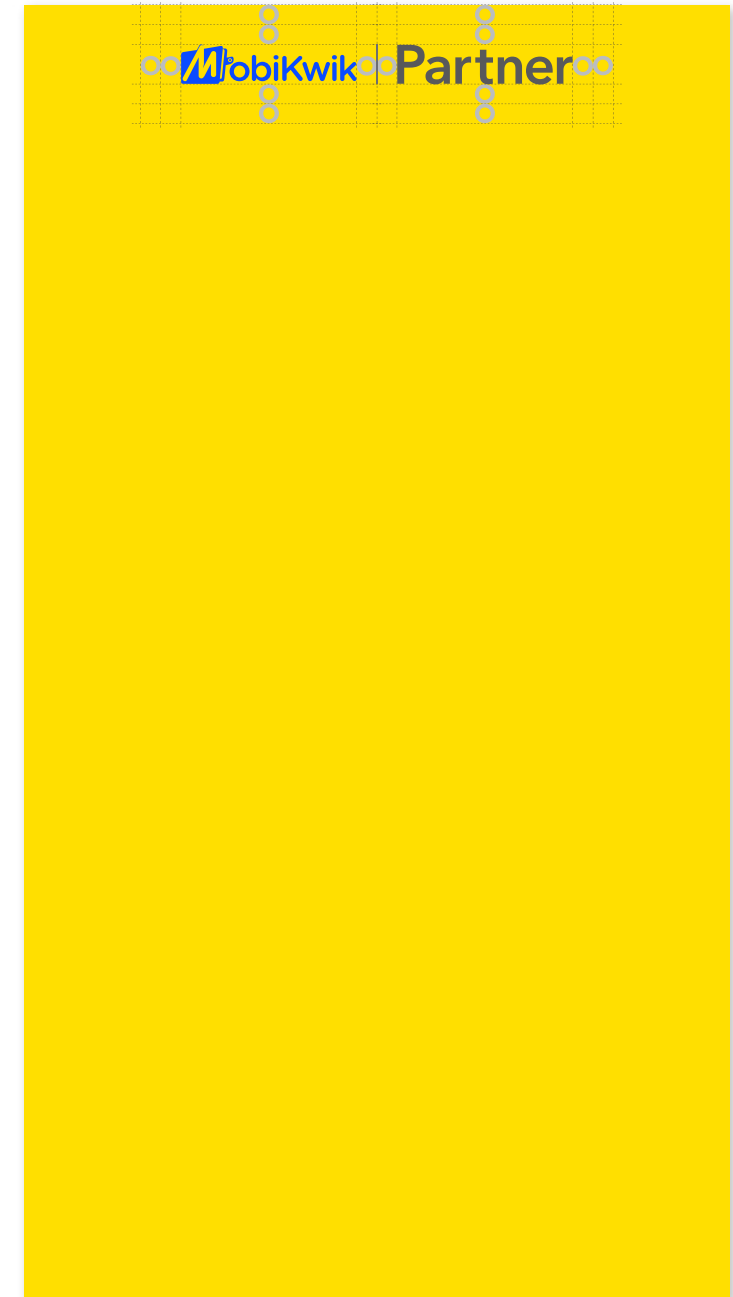
Partner logo should be aligned to the optical baseline of the MobiKwik logo.

Use the top centre as a primary logo placement area respecting the safe area.
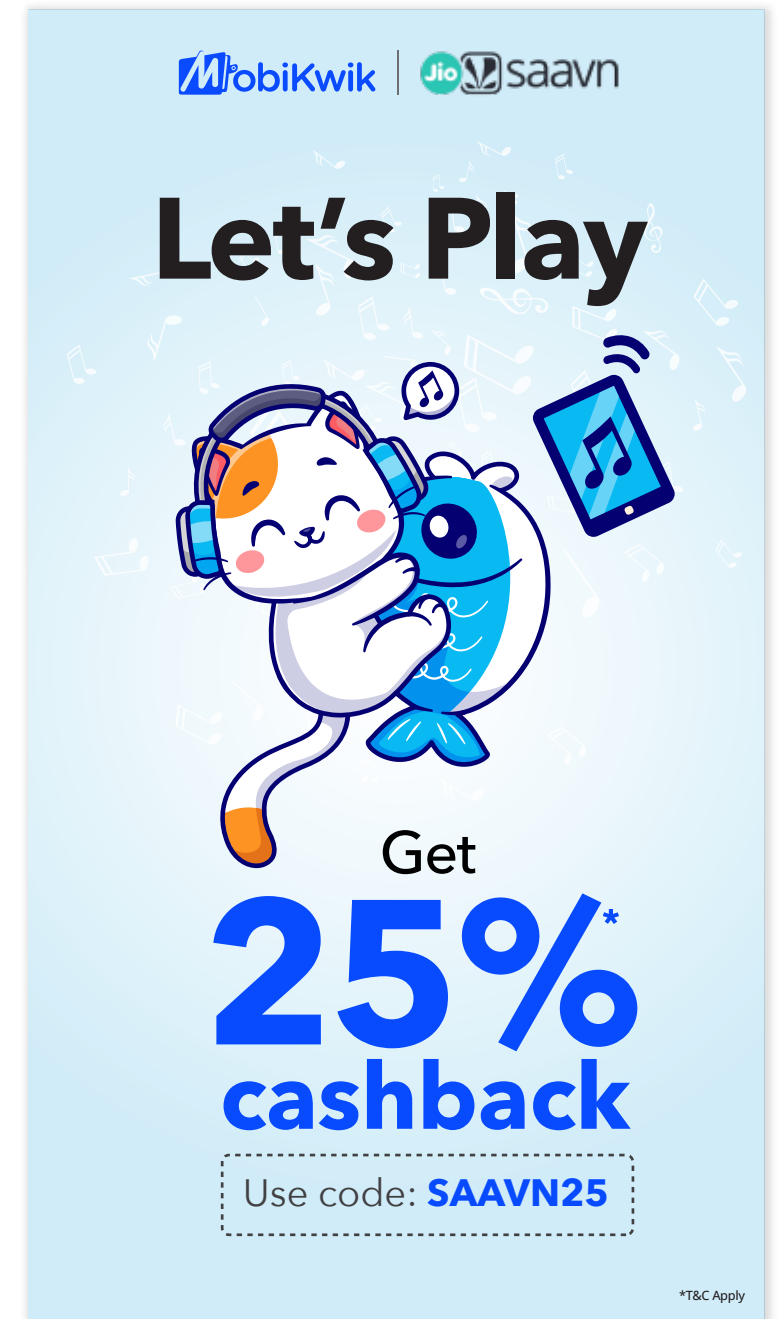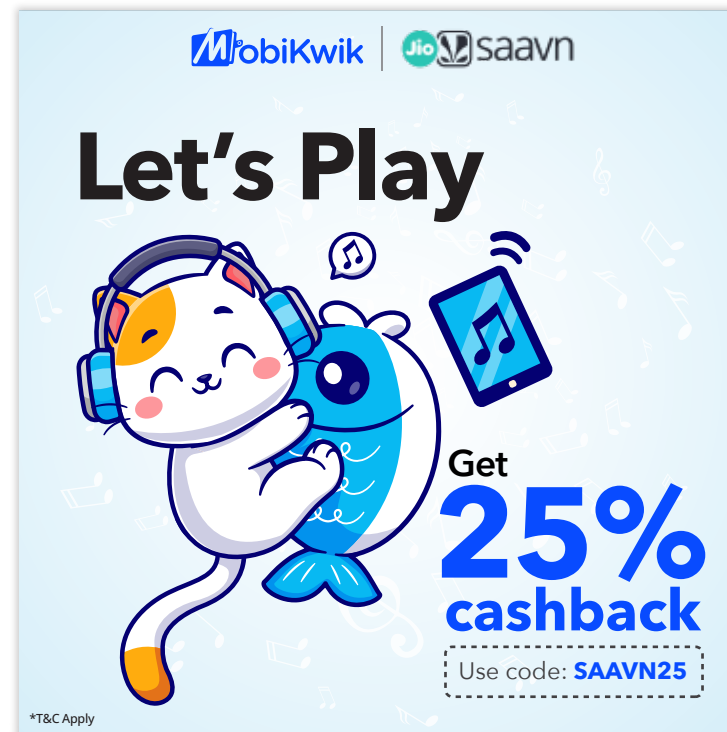
Social Post 1080 x 1080px

Social story 1080 x 1920px

Logo

Partner Logo Integration

VISUAL STYLE

Visual Style

The visual language of the brand is all about living in the moment, enjoying life and following one's heart.

- The visuals will always be candid moments caught in motion.

- The people in the visuals will be active not passive.

- The visual style will be vibrant.

- The visuals will not be Black & White or desaturated. Unless we have a very strong reason to.

- The protagonists will always be in focus.

Visual Style

Visual Style

Visuals can also be in studio setup with our brand yellow, blue or white background.

With same visual style and mood as described in previous slide.

DON'TS

- People should not be posing for picture.
- People should not be looking at the camera.
- The moment should not look fake.

Visual Style

TONE

Personality

Mobikwik is a fun and aspirational lifestyle enabling fintech brand.

We are a millennial brand that's forward-thinking, bold and ambitious.

We are a lifestyle enabler that's easy to use.
We are not a bank with tedious paperwork.

We are a brand with youth appeal.
We are not talking to Boomers.

We are like fellow millennials.
We are not like a parent always advising caution.

We are relatable to the TG's life.
We are not outsiders looking in, unaware of their issues.

We are sharp, witty and fun.
We are not serious nor are we scaremongers.

We are here to create a new culture around money.
We are not going to watch someone else lead the conversation.

Who we are

Tone

Do's & Don'ts

• Do keep the copy short, simple and fun.

• Do ensure the brand is always approachable.

• Do memes feature in our communication channel? YES.

• Don't take up serious issues that MobiKwik doesn't solve.

• Don't talk in a serious tone.

• Don't write endless copy.

• Don't sound patronising.

Writing Guidelines

• We may be in the advertising MobiKwik but we can never sound like an Ad.

• We can never sound like we are a third person. We will not talk in the third person.

• We will not be an advisor or a guide, we will be a partner, walking the same journey, enabling an aspired lifestyle.

• Our copy will have a rhyme and a rhythm, it should come from a human insight and tone should always be fun.

THANK YOU