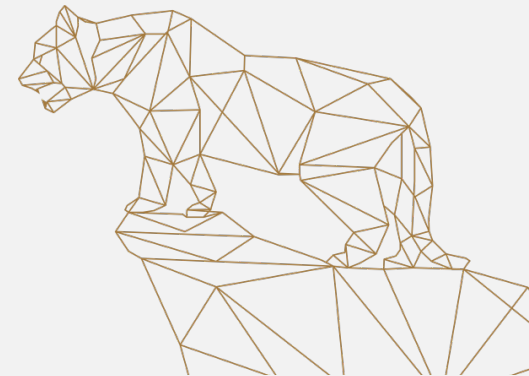


# Logomark Guidelines



This presentation contains confidential information that is proprietary to eSewa Ltd. Neither the document nor the information contained therein should be disclosed or reproduced in whole or in part, without written consent from eSewa Ltd.





**For Official Logo Use**



**For Official Logo Use**

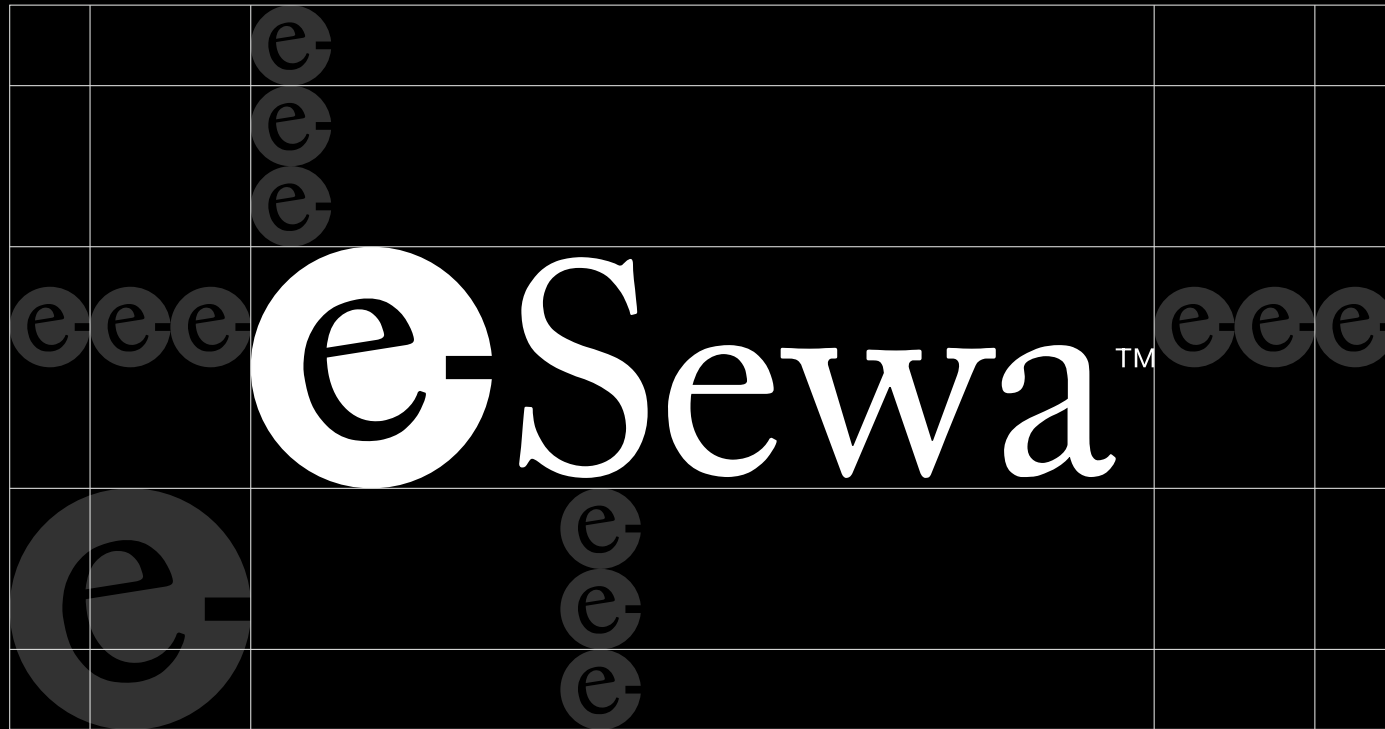
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# Logomark Colors



eSewa™



Always maintain minimum spacing co-relating to the two smaller “e” element.

Do not place elements such as mnemonic, tagline, other brand’s logo, branding/design elements inside the boundary.

✓ In text based the name of the brand should always appear like this

**eSewa**    eSewa    इसेवा    इसेवा

✗ Do not do these following to the logomark:

Esewa    esewa    e sewa    e-Sewa    Esewa    eSewa    ESEWA  
ईसेवा    ईसेबा    इ सेवा    इ-सेवा    इसेवा    इसेवा

✘ Do not do these following to the logomark:



Do not Skew/ stretch/ rotate



Do not put reflection



No Gradients



Do not change color of any elements



Do not change Size of any elements



Do not change logo color



Do not outline



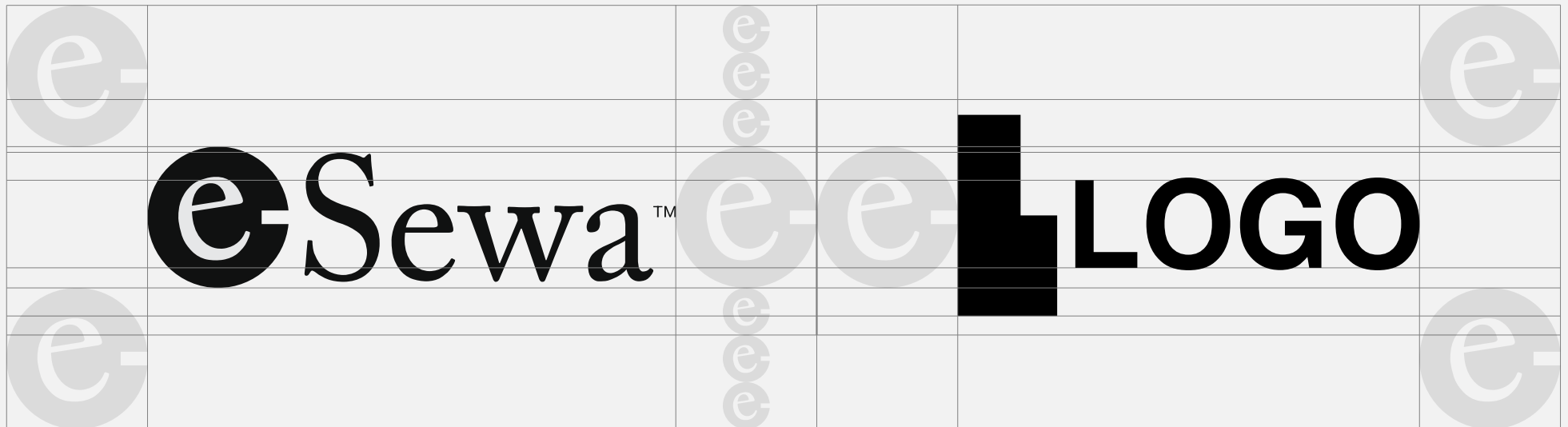
No Dropshadows



Do not change orientation

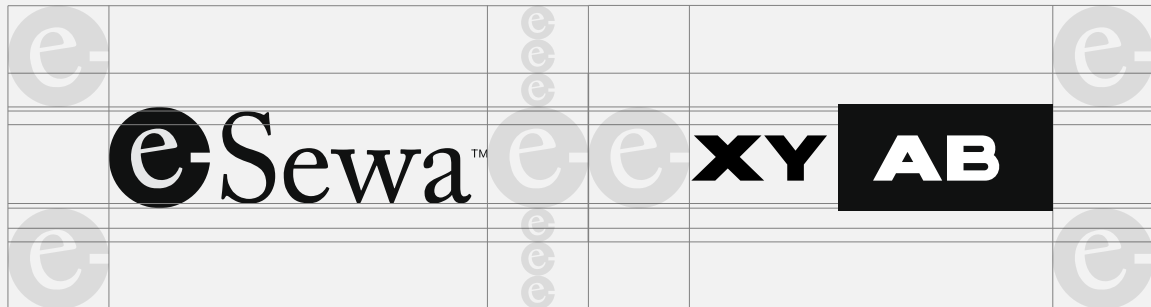
# Brand Partners

The logos of partners will be arranged in a layout where each logo is separated by an equal distance represented by the 'e' element, as shown:



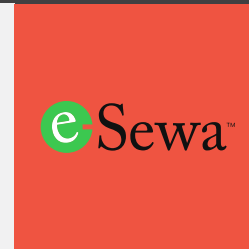


Keep in mind of **the volume** of the logo of partners as there could be irregular or abstract icon/elements in the brand identity of other brands, such as illustrated here:





# Don't do these ❌



# Visibility

The eSewa logo is displayed in white against a blurred background of a group of people. The 'e' is a white circle with a black 'e' inside, and 'Sewa' is in a white serif font with a trademark symbol.

When the background contains photos, elements, or abstractions, the logo should always be monotone in white with black overlay (flat or gradient according to the need).

# Visibility

~~eSewa™~~

Do not use the logo in monochrome black.



# Logomark Colors



✘ Do not do these following to the logomark:



The inside part of “e” should always be white. Do not change this.