

HOME CREDIT

■ GUIDELINES ■

GUIDELINE INDEX

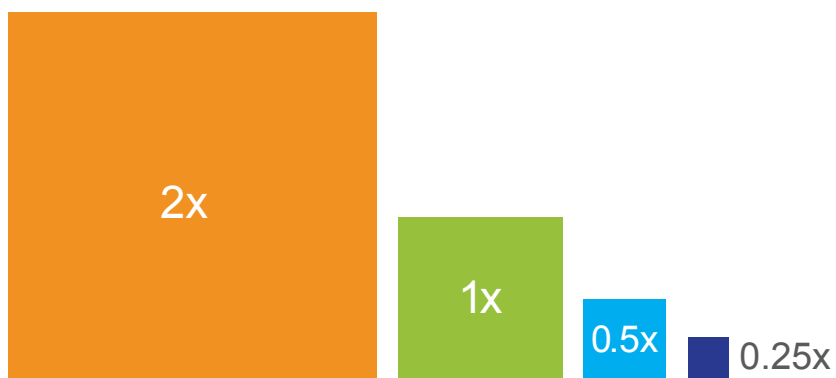
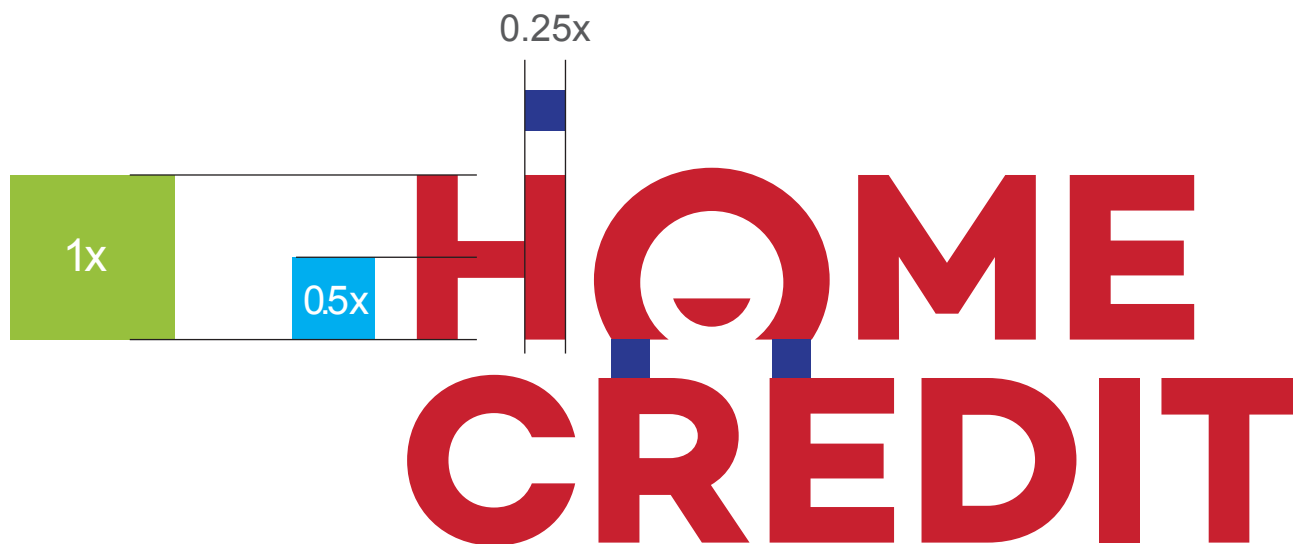
- LOGO
- TYPOGRAPHY
- COLOURS
- PHOTOGRAPHY
- ILLUSTRATION
- ICONOGRAPHY
- BRAND TONALITY
- PRINT COMMUNICATION
- VIDEOS
- DIGITAL AND SOCIAL MEDIA
- INTERNAL COMMUNICATIONS
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Logo

LOGO MEASUREMENTS

To understand the logo measurements. We will consider the height of the letter 'H' as a unit of measurement. We will refer to this unit as 'X' in the rest of this document.

The logo must be used in a two-line format (as shown in the graphical representation) in all cases. And the height of both the lines 'Home' & 'Credit' should be equal to X. The height of the complete logo unit must be equal to 2.25X (Two lines plus the 0.25X gap between them). In case of increasing or decreasing the logo in size, it must be done proportionally.

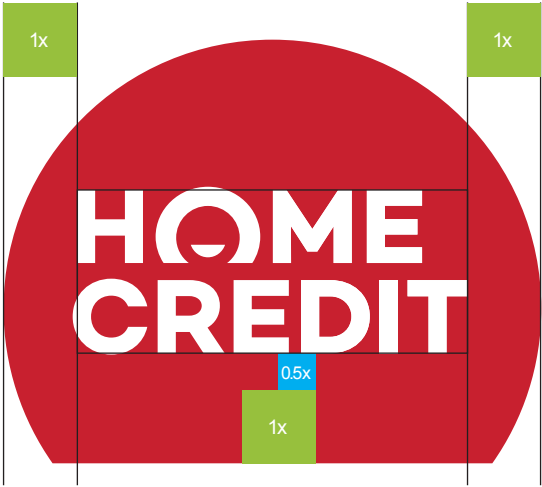


SPACING AROUND THE LOGO TYPE



There must be a spacing of 1X on all four sides of the logo.

MEASUREMENT OF THE SEMI-CIRCLE AROUND THE LOGO



ACCEPTABLE USES



As per the layout requirement, Home Credit logo can only be used in one of the three ways shown above.

To know the minimum acceptable logo sizes for different layouts, please refer to the table on this page.

*For layout sizes not mentioned in this table, logo must be increased or decreased proportionally.

LOGO SIZES

Layout	Layout size	Logo width*
A6	105 x 148mm	35mm
A5	148 x 210mm	40mm
A4	210 x 297mm	60mm
A3	297 x 420mm	80mm
A2	420 x 594mm	100mm

UNACCEPTABLE USES



NEVER CHANGE THE LOGO COLOURS



NEVER REARRANGE THE ELEMENTS



NEVER ADD ANY NEW ELEMENT



NEVER USE HOME CREDIT IN A SINGLE LINE



NEVER DISTORT ANY PROPORTIONS



NEVER ROTATE THE LOGO



NEVER CHANGE THE LOGO COLOURS



NEVER USE TYPE SHADOW

UNACCEPTABLE USES



AVOID USING A BUSY BACKGROUND



AVOID SAME COLOUR FAMILY BACKGROUND



AVOID STARK, CONTRASTING GRADIENT BACKGROUND.



AVOID COLOURS BRIGHTER THAN THE LOGO COLOUR



AVOID USING A GRADIENT FROM THE RED COLOR FAMILY.



AVOID COMPETITION COLOUR IN THE BACKGROUND

Typography

ENGLISH FONT

ARIAL

TYPOGRAPHY

TYPEFACE: ARIAL FAMILY

HEADLINE: **ARIAL BLACK**

SUBHEADLINE: ARIAL REGULAR

BODY COPY: ARIAL REGULAR

ARIAL BLACK UPPERCASE

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

ARIAL BLACK LOWERCASE

**abcdefghijklmnopqrstuvwxyz
1234567890**

ARIAL BOLD UPPERCASE

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

ARIAL BOLD LOWERCASE

**abcdefghijklmnopqrstuvwxyz
1234567890**

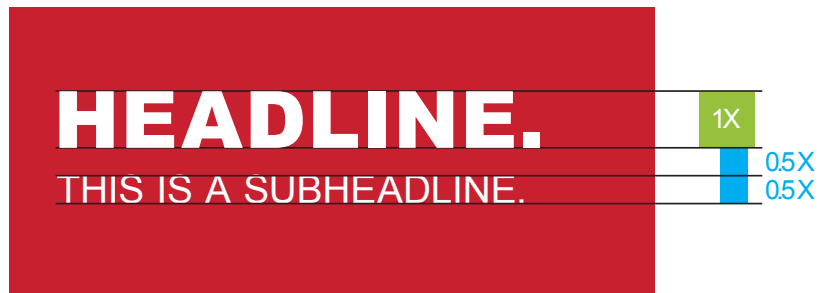
ARIAL REGULAR UPPERCASE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

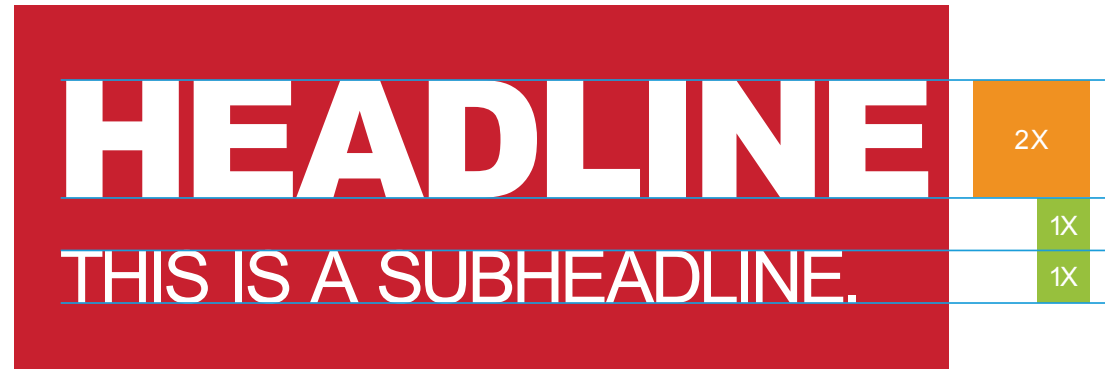
ARIAL REGULAR LOWERCASE

abcdefghijklmnopqrstuvwxyz
1234567890

HEADLINE & SUBHEADLINE



Minimum



Maximum

- Headline should never be bigger than 2X, and never be smaller than 1X
- Headline should always be at least twice the size of the subheadline
- Subheadline should never exceed the headline in length
- Maximum number of line break-ups allowed in the headline are 4
- Maximum number of line break-ups allowed in the subheadline are 3
- There must be a gap between the headline and subheadline equal to the height of subheadline

BODY COPY

Layout sizes	A6	A5	A4	A3
Font	ARIAL Regular	ARIAL Regular	ARIAL Regular	ARIAL Regular
Minimum font size	7 pt	8 pt	9 pt	10.5 pt
Minimum line spacing	9 pt	11 pt	11.5 pt	12.5 pt
	Kerning: 00	Kerning: 00	Kerning: 00	Kerning: 00

Variation of the type size is allowed depending on the amount of text, content and objective of the medium.

In printing formats other than mentioned in the table, type size should be scaled freely but proportionally.

कृति देव

TYPOGRAPHY

TYPEFACE: Kruti Dev

HEADLINE: **Kruti Dev 031**

SUBHEADLINE: Kruti Dev 030

BODY COPY: Kruti Dev 030

Kruti Dev 031 / कुरुति देव ०३१

अ आ इ ई उ ऊ ऋ ए ऐ ओ
औ अं अः 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 क्ष त्र ज
१ २ ३ ४ ५ ६ ७ ८ ९ १०

Kruti Dev 030 / कुरुति देव ०३०

अ आ इ ई उ ऊ ऋ ए ऐ ओ
औ अं अः 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 क्ष त्र ज
१ २ ३ ४ ५ ६ ७ ८ ९ १०

HEADLINE & SUBHEADLINE



Minimum



Maximum

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- Subheadline should never exceed the headline in length
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- Maximum number of line break-ups allowed in the subheadline are 3
- There must be a gap between the headline and subheadline equal to the height of subheadline

BODY COPY

Layout sizes	A6	A5	A4	A3
Font	Kruti Dev 030	Kruti Dev 030	Kruti Dev 030	Kruti Dev 030
Minimum font size	16 pt	18 pt	18 pt	18 pt
Minimum line spacing	18 pt	18 pt	18 pt	18 pt
	Kerning: 00	Kerning: 00	Kerning: 00	Kerning: 00

Variation of the type size is allowed depending on the amount of text, content and objective of the medium.

In printing formats other than mentioned in the table, type size should be scaled freely but proportionally.

Colours

COLOUR FORMATS

The basic colour of Home Credit is red.

The codes for each brand colour are mentioned on the right side of the respective colour rectangle.

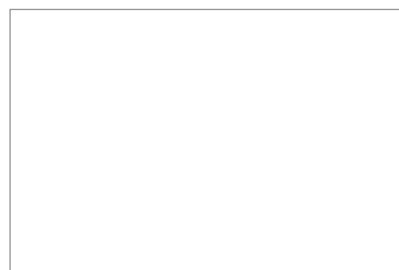
Alternative colours are white, grey and black.

The colour format for different applications will be as mentioned below:

- **CMYK:** for offset (four-colour printing process)
- **RGB:** for electronic display (primary colours that you see whenever you look at photos on your computer screen or digital camera)
- **Pantone:** for direct colour printing (associated with a colour matching system using a swatch book) - colours on the PC are more vivid than in print. Look for a Pantone colour that most closely fits with the brand colours.



RGB	200 16 46
CMYK	00 100 85 5
PANTONE	186



RGB	255 255 255
CMYK	00 00 00 00

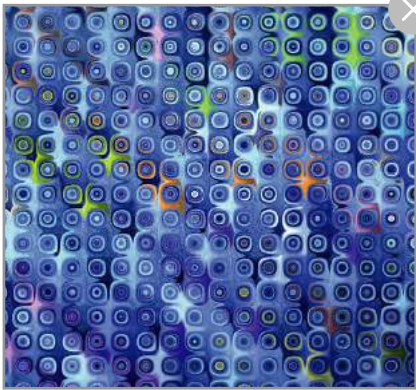


RGB	98 99 102
CMYK	00 00 00 75



RGB	35 31 32
CMYK	00 00 00 100

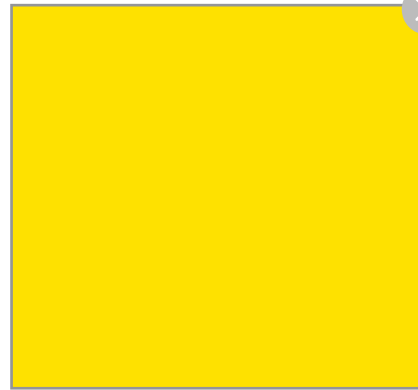
UNACCEPTABLE BACKGROUND COLORS FOR YOUR CREATIVE



AVOID USING BUSY
PATTERNS AS BACKGROUND
IN THE LAYOUTS



AVOID USING
REGIONAL COMPETITION'S BRAND
COLOUR IN THE LAYOUTS



AVOID USING COLOURS
BRIGHTER THAN THE PRIMARY
BRAND COLOURS IN THE LAYOUTS



AVOID USING
STARK, CONTRASTING
GRADIENT IN THE LAYOUTS

Photography

PHOTOGRAPHY DOS

We can only use photographs which are in the real space and keep the characters in focus. The colour palette used in the photographs should be on the cooler side. Usage of brighter colours in the photographs should be avoided to give the text messages in the communication equal or more importance.



PHOTOGRAPHY DONT'S

- Don't use black & white photographs
- Don't use photographs with surreal treatment
- Don't use photographs with any religious or obscene connotation



Illustration

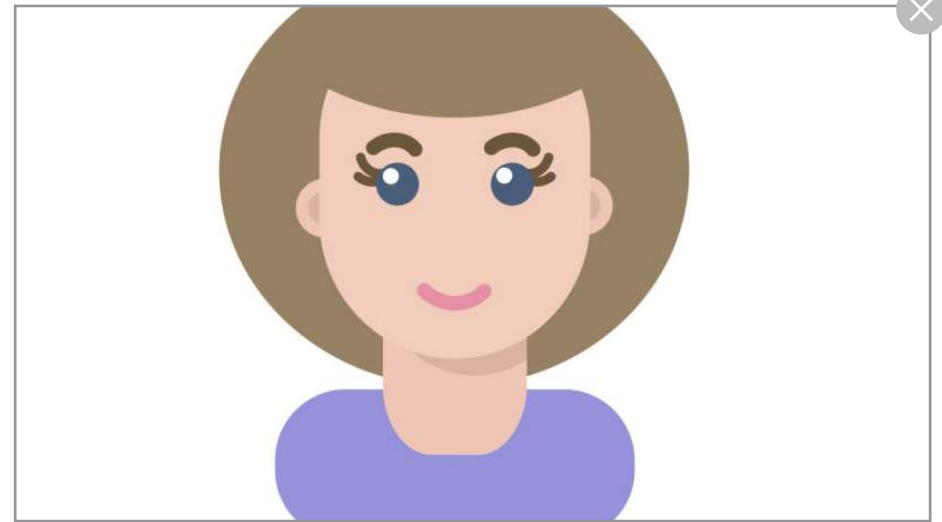
ILLUSTRATION DOS

The usage of isometric, flat 2D/3D illustration is recommended. This illustration style lets you add more detail to the visuals and makes them look rich and vibrant. Always use some background in the illustrations.



ILLUSTRATION DON'TS

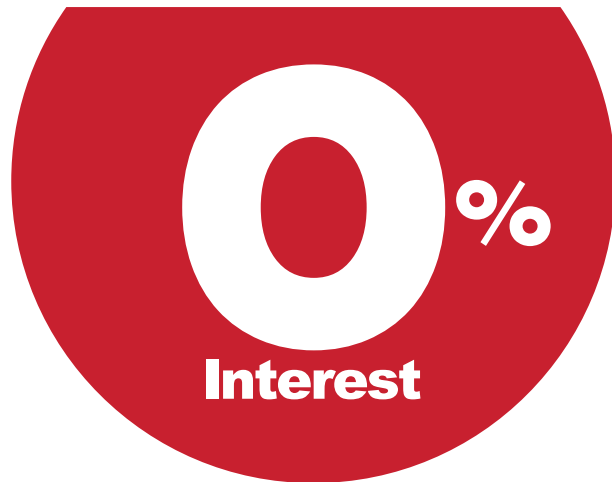
Flat, black & white, monotone, cut out and kiddish illustration styles should be strictly avoided as they don't go well with our brand promises.



Iconography

USE OF ICONS

Use flat colour icons which are solid, unique, universal, and easy to understand. It is important to maintain the consistency of style in every icon to build our brand identity and increase brand recall.

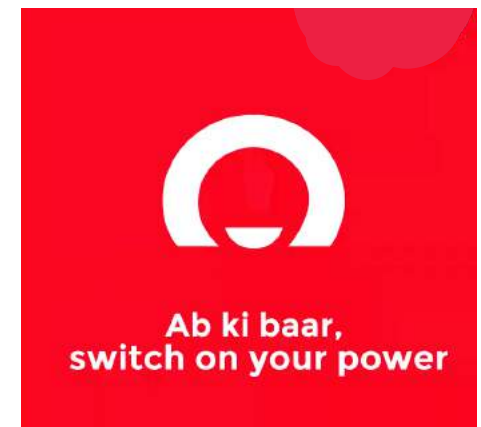


ARIAL ROUNDED MT
with little icons

USE OF SMILEY ICON



EXAMPLES



The inspiration to create this icon was taken from the smile of our consumers. The outer circle connotes the face and semicircle connotes their smile.

It can be used in all social media and videos communications, but the the smiley and the Home Credit logo should never be used together in the same frame.

USE OF SMILEY ICON



INVERSE COLOR USAGE OF SMILEY



NEVER APPLY SHADOW TO THE SMILEY



NEVER CHANGE THE ORIENTATION OF THE SMILEY



NEVER DISTORT OR STRETCH THE SMILEY



NEVER USE THE SMILEY AND LOGO
IN THE SAME FRAME.



NEVER CHANGE THE COLOUR OF THE SMILEY



NEVER USE THE SMILEY AGAINST A BACKGROUND
FROM THE SAME COLOUR FAMILY



NEVER APPLY SHADOW TO THE SMILEY

Brand Tonality

BRAND TONALITY

We help people achieve the lifestyle they aspire. So, our brand tonality should reflect our **trustworthiness**. It should also reflect our **passion** and **care** for what we do.

We use **humour** that is relatable and true to our audiences to tell them their aspirations can now be turned into reality.

Our language is **friendly, confident, powerful** and **honest** but also **responsible**. Our brand tonality communicates what Home Credit stands for to our audiences in the simplest way.

The table below describes different aspects of our brand in the best possible manner.

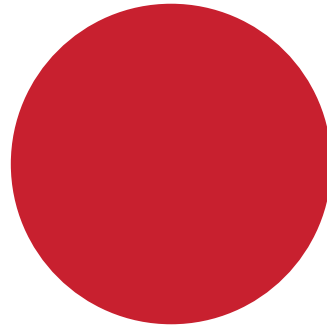
Character	Tone	Language	Purpose
Friendly	Confident	Positive	Engage
Transparent	Simple	Conversational	Educate
Credible	Happy	Witty	Enable
Empathetic	Responsible	Optimistic	Delight

Print Communication

PRINT LOOK EVOLUTION



LOGO SHAPE



COLOUR

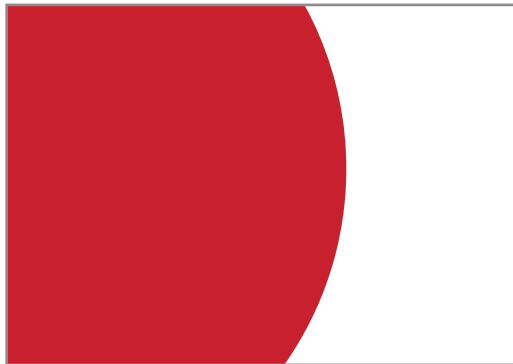


FINAL SHAPE

PRINT LOOK EVOLUTION



Main element



Scaling it up



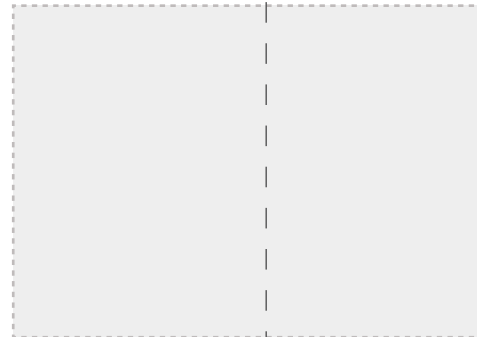
Bringing the red
in the foreground



Adding a sliver of white

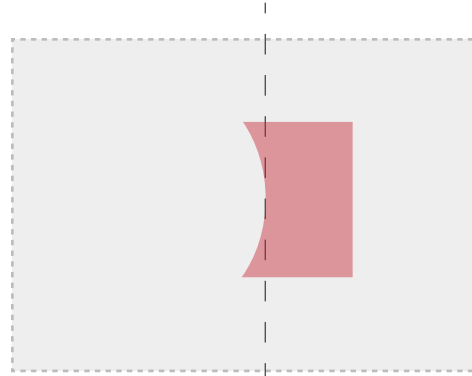
PRINT LOOK EVOLUTION

Artboard

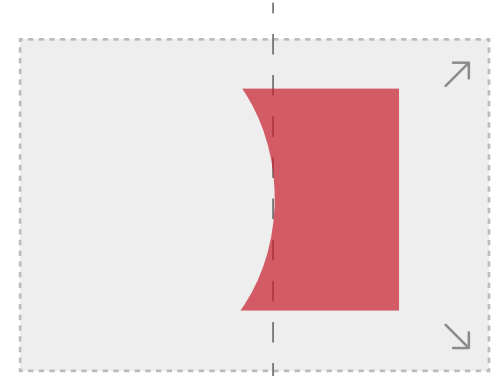


60% | 40%

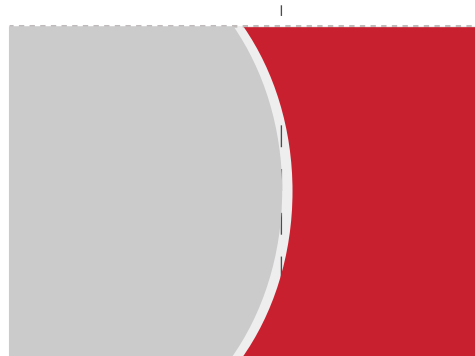
IV. Divide the layout in a 60:40 ratio.



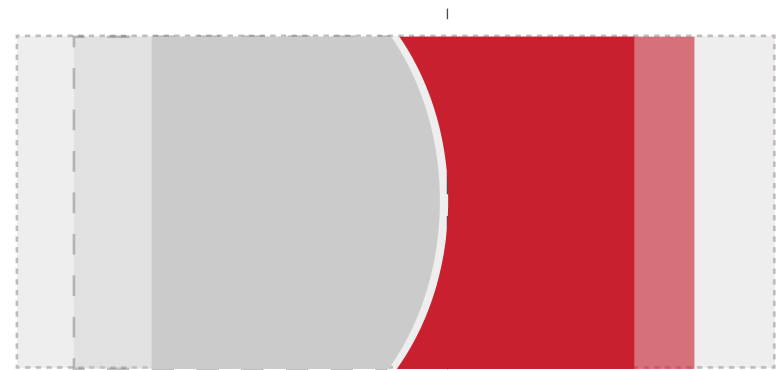
II. Place the centre of the provided Home Credit Arc on the centre of the 60:40 axis.



III. Now, proportionally expand the Home Credit arc to match the size of the layout.



IV. Add the white sliver next to the arc, and maintain its width at 0.25X.

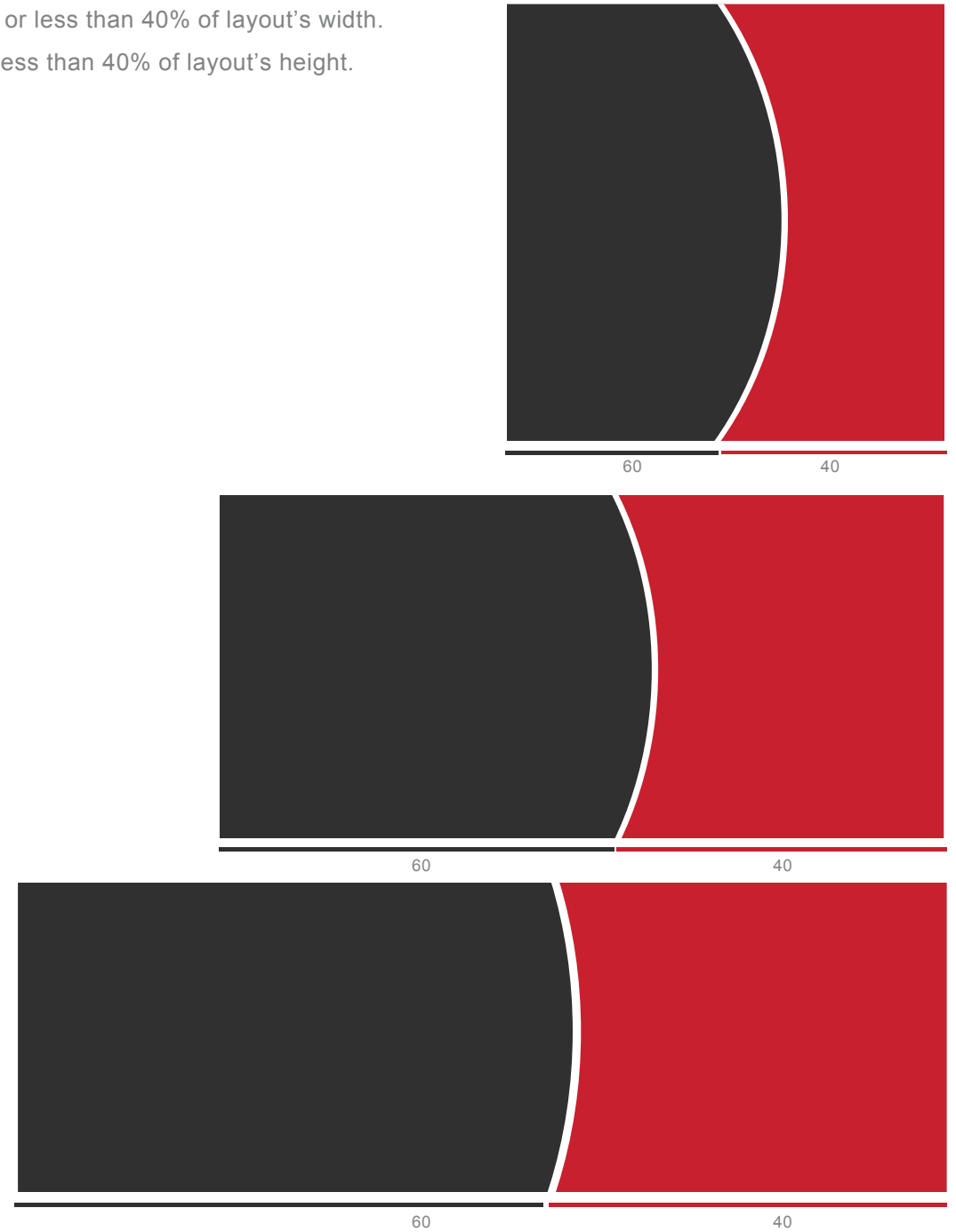
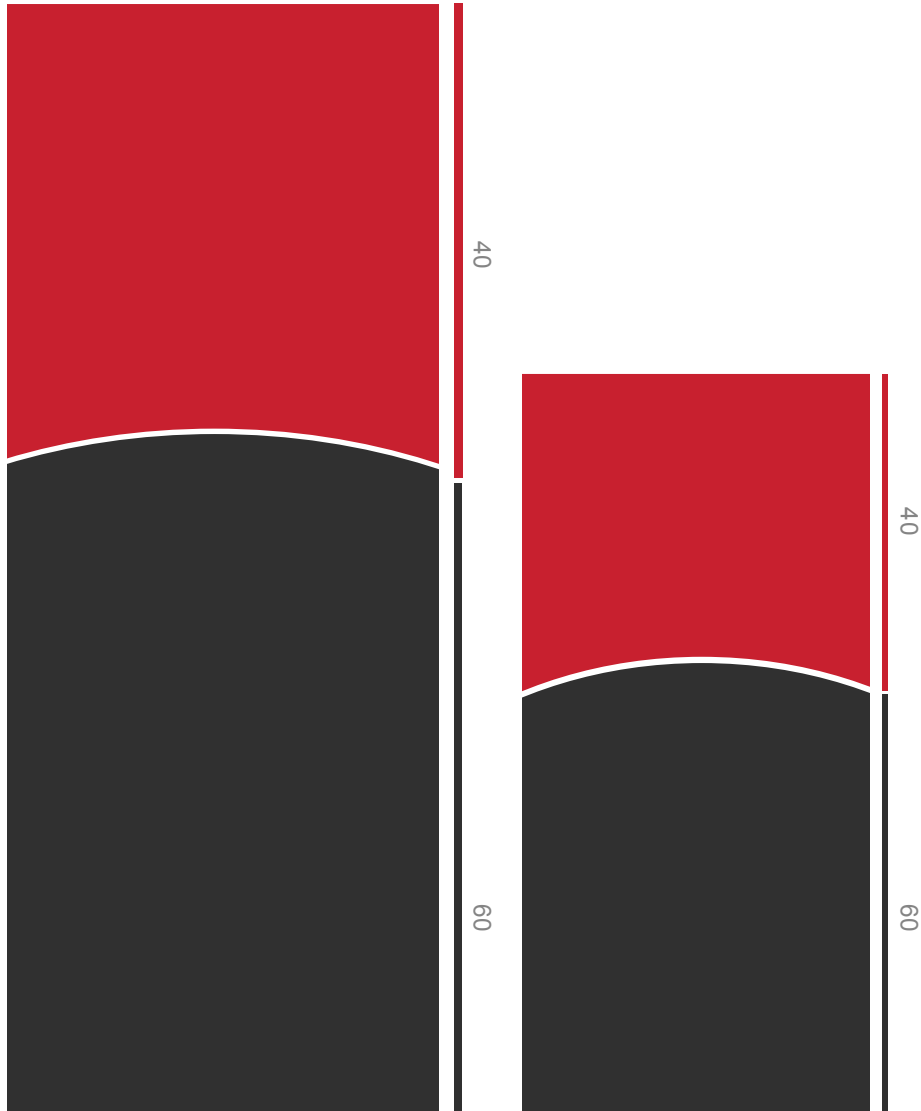


V. Once the height (width in case of vertical layouts) matches, slide the anchor points on the opposite side of the arc to match to the layout size.

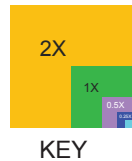
RED BAND SIZE

HORIZONTAL: The Arc should be equal to or less than 40% of layout's width.

VERTICAL: The Arc should be equal to or less than 40% of layout's height.



PRINT LOOK AND MANDATES: HORIZONTAL



ATL

Collaterals

NEWSPAPER AD



1X

Place the headline here.

Place the subheadline here, and keep a minimum spacing of 0.5X around it.

Place the call to action here.

HOME CREDIT

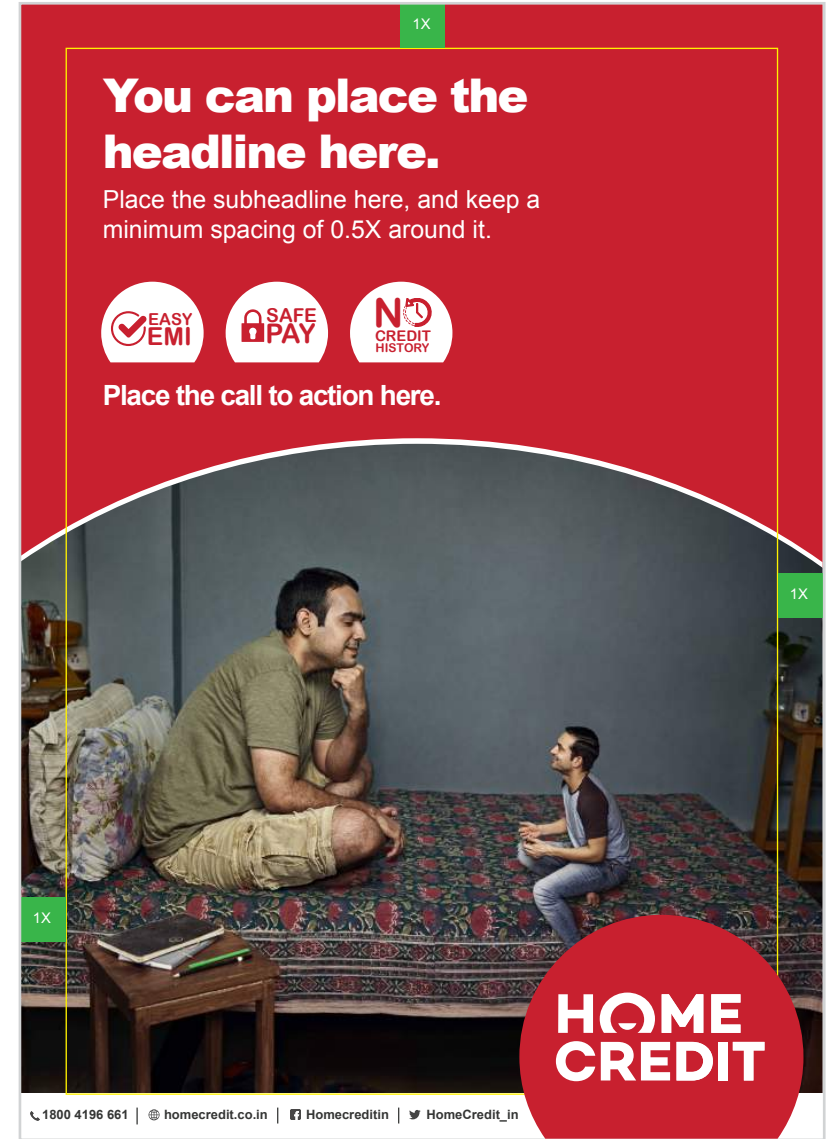
1X

1X

EASY EMI **SAFE PAY** **NO CREDIT HISTORY**

1800 4196 661 | homecredit.co.in | Homecreditin | HomeCredit_in

Vertical



1X

You can place the headline here.

Place the subheadline here, and keep a minimum spacing of 0.5X around it.

EASY EMI **SAFE PAY** **NO CREDIT HISTORY**

Place the call to action here.

1X

HOME CREDIT

1X

1800 4196 661 | homecredit.co.in | Homecreditin | HomeCredit_in

LANGUAGES AND CO- BRANDING LOGO PLACEMENT

HORIZONTAL



हेडलाईन यहाँ लिखें^{1X}

सब हेड यहाँ लिखें और उसके
चारों ओर 0.5X का न्यूनतम जगह छोड़ें

काल टू एक्शन यहाँ लिखें

EASY EMI **SAFE PAY** **NO CREDIT HISTORY**

CO-BRANDING PLACEMENT ^{1X} **HOME CREDIT**

1800 4196 661 | homecredit.co.in | Homecrediti | HomeCredit_in

VERTICAL



हेडलाईन यहाँ लिखें^{1X}

सब हेड यहाँ लिखें और उसके
चारों ओर 0.5X का न्यूनतम जगह छोड़ें

EASY EMI **SAFE PAY** **NO CREDIT HISTORY**

काल टू एक्शन यहाँ लिखें

CO-BRANDING PLACEMENT ^{1X} **HOME CREDIT**

1800 4196 661 | homecredit.co.in | Homecrediti | HomeCredit_in

BTL Collaterals

POSTER LOOK

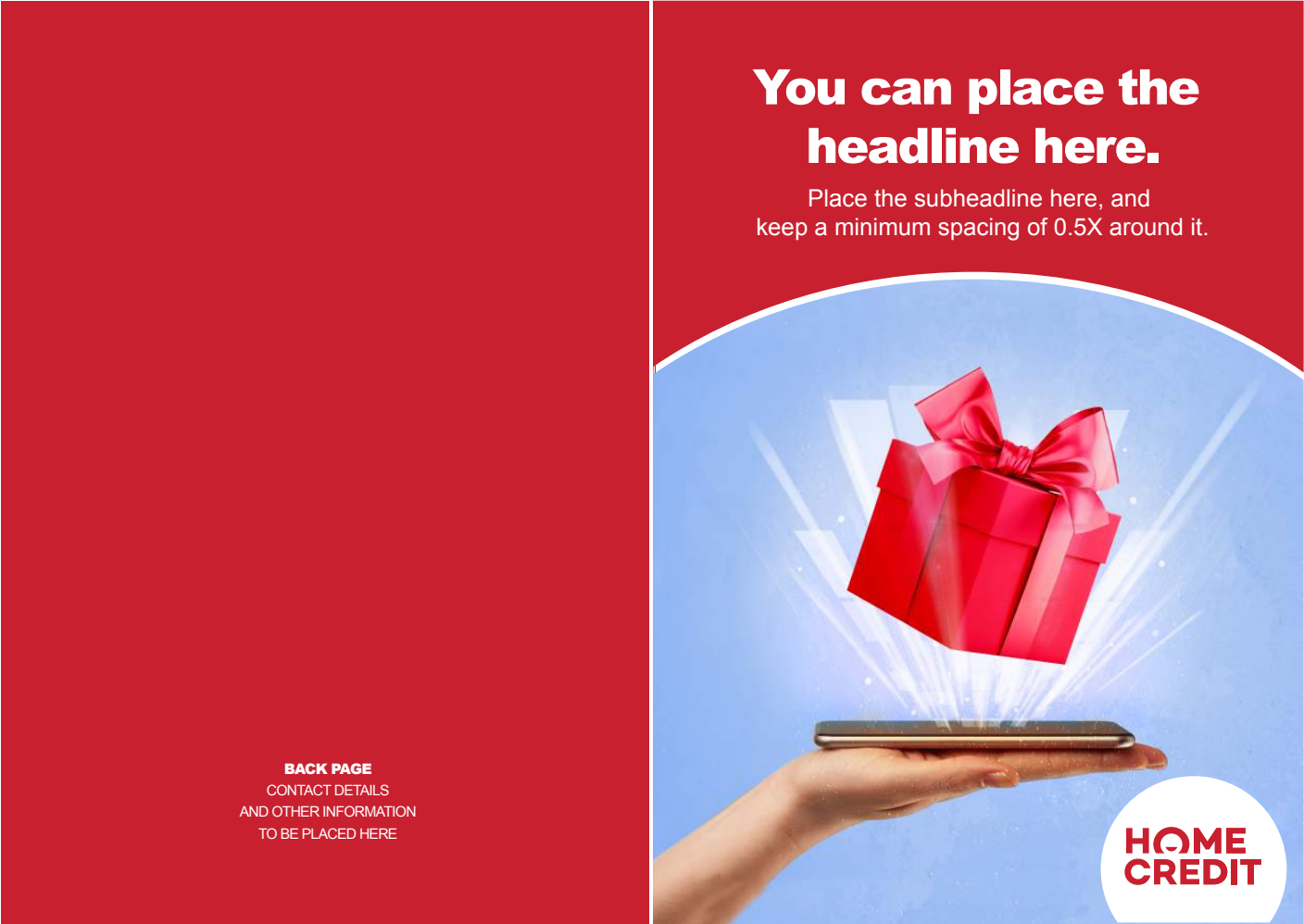
You can place the headline here.

Place the subheadline here, and keep a
minimum spacing of 0.5X around it.



Place the call to action here.





BACK PAGE

FRONT PAGE

Videos

BEGINNING FRAMES

Frame #1



Frame #2



Frame #3



END FRAMES

Frame #1



Frame #2



Frame #3



FRAMES: WITH SMILEY

Frame #1



Frame #2



Frame #3



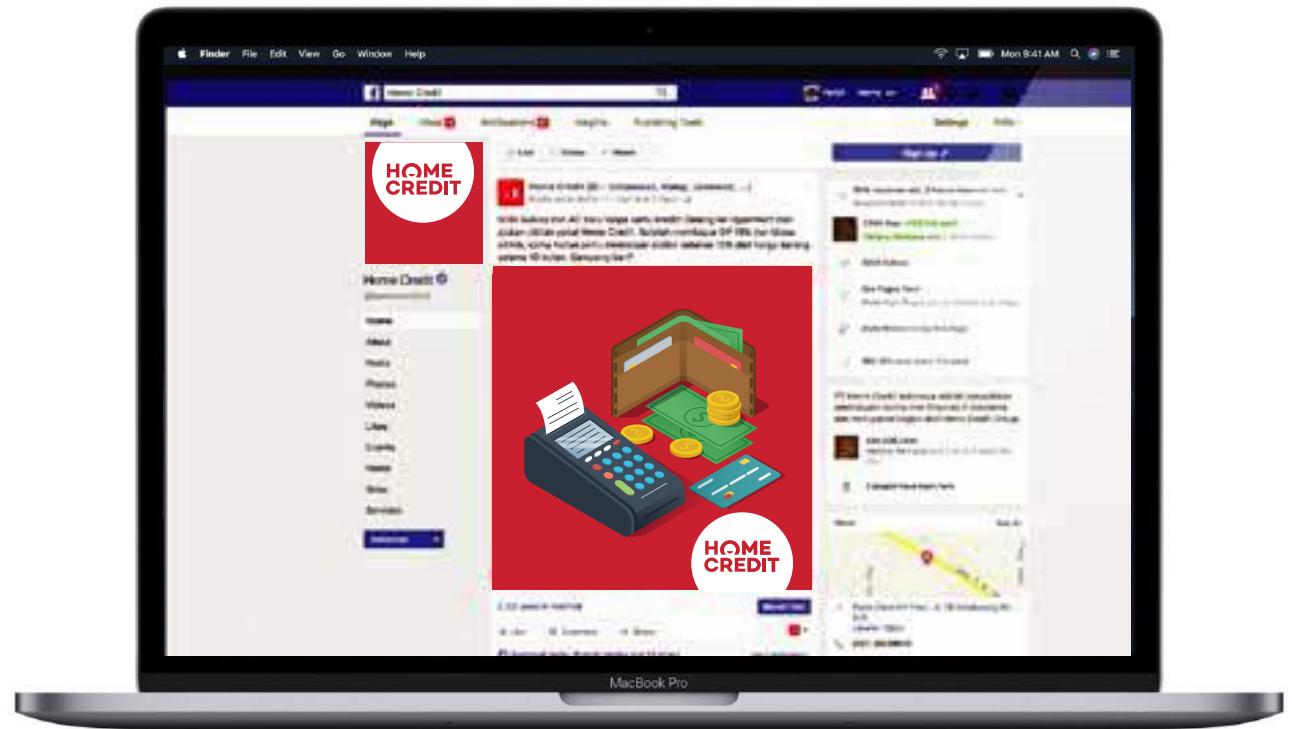
Digital & Social Media

SOCIAL MEDIA FACEBOOK POST

Facebook post



Facebook

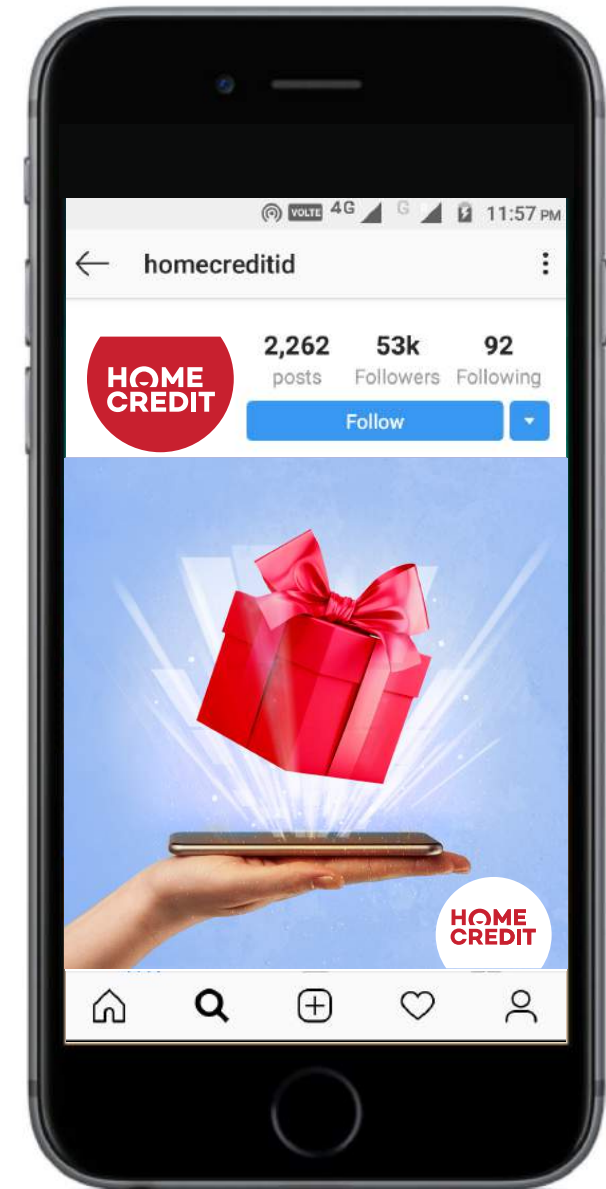


For all social media posts, the logo height must be atleast 10% of the longest side. In case of adjusting the logo to increase or decrease its height to match the layout requirement, its proportion must not be tampered. The logo can be used on the top or bottom of the layout but it must always be on the right-hand side. There must a minimum spacing of X between the logo unit and layout borders.

SOCIAL MEDIA INSTAGRAM POST

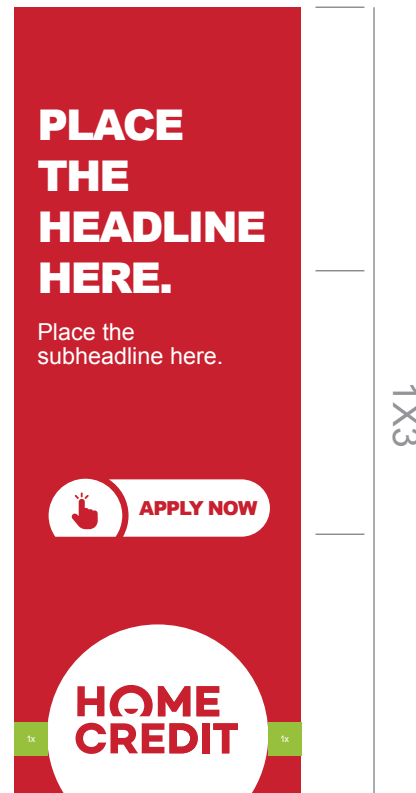
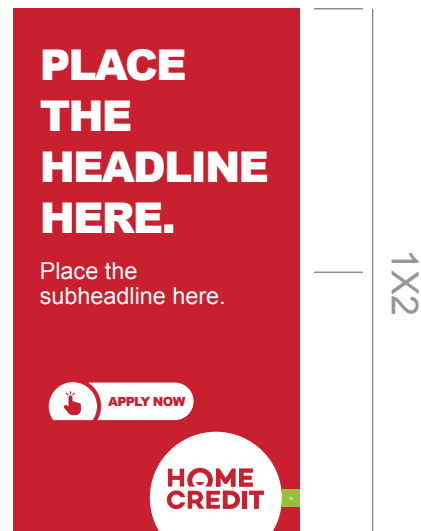
The logo will always be right aligned. There must a minimum spacing of X between the logo unit and layout borders.

Instagram post



VERTICAL WEB BANNER

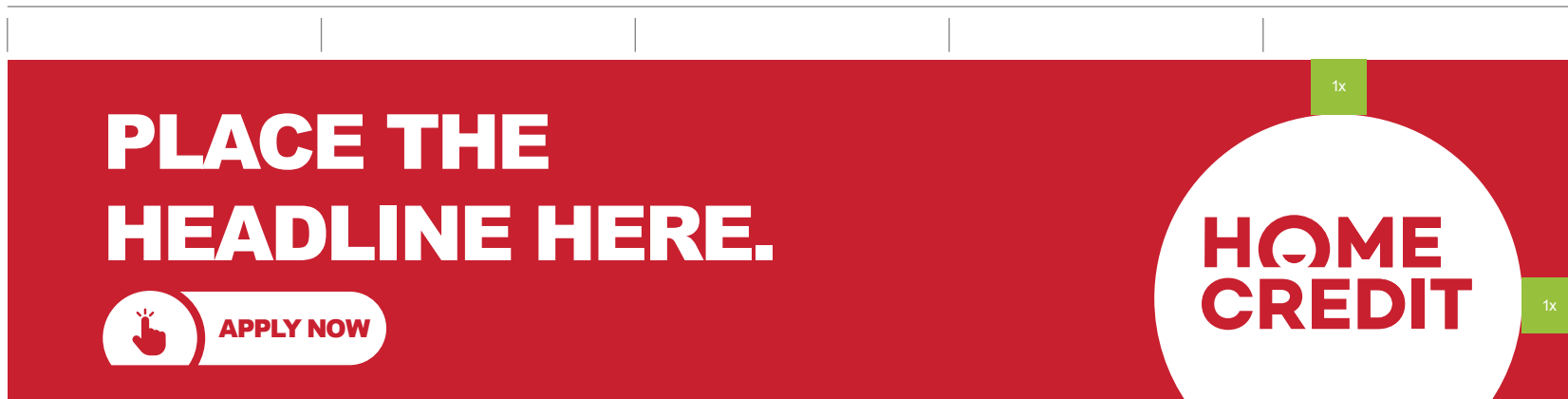
The logo will always be right aligned. There must a minimum spacing of X between the logo unit and layout borders.



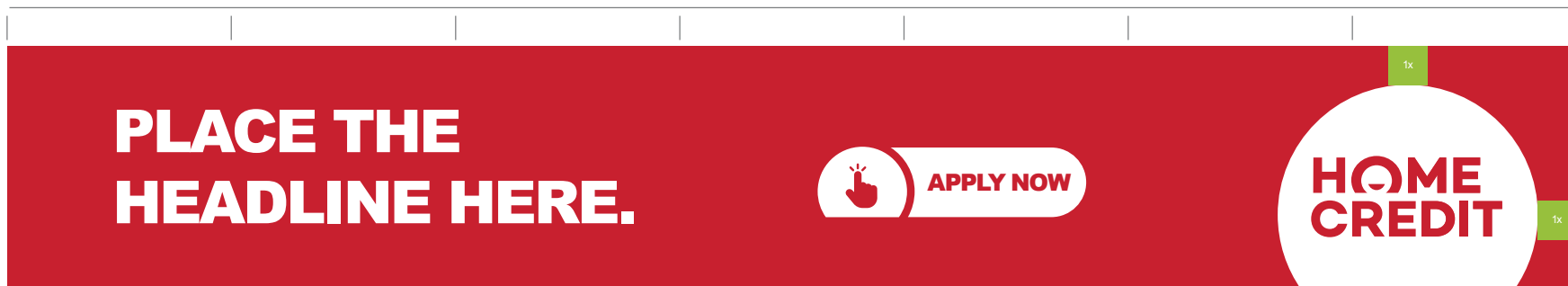
HORIZONTAL WEB BANNER

The logo will always be right aligned. There must a minimum spacing of X between the logo unit and layout borders.

1X5



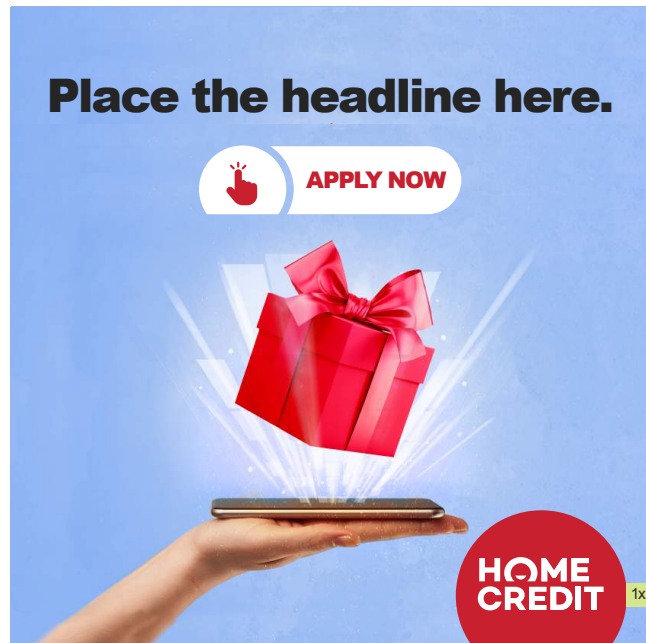
1X7



WEB BANNERS

Rectangle

Square



1 x 3

Rectangle



4 x 3

The logo will always be right aligned. There must a minimum spacing of X between the logo unit and layout borders.

Place the headline here.

Place the subheadline here, and keep a minimum spacing of X around it. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque auctor scelerisque ligula id tincidunt. Fusce vitae massa magna. Curabitur a lorem pellentesque, tempor augue eu, pretium neque. Donec nec sem nibh. Ut vel dolor ligula.



124 402 3636



Download App



**HOME
CREDIT**

Internal Communications

Place the headline here.

Place the subheadline here, and keep a minimum spacing of X around it. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque auctor scelerisque ligula id tincidunt. Fusce vitae massa magna. Curabitur a lorem pellentesque, tempor augue eu, pretium neque. Donec nec sem nibh. Ut vel dolor ligula.

CTA Button here



NEWSLETTER LOOK



Place the headline here.

Place the body copy here, and keep a minimum spacing of X around it. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque auctor scelerisque ligula id tincidunt.

CTA Button here



Place the secondary headline here.

Place the body copy here, and keep a minimum spacing of X around it. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque auctor scelerisque ligula id tincidunt.

Place the secondary headline here.

Place the body copy here, and keep a minimum spacing of X around it.

CTA Button here



BACKDROP

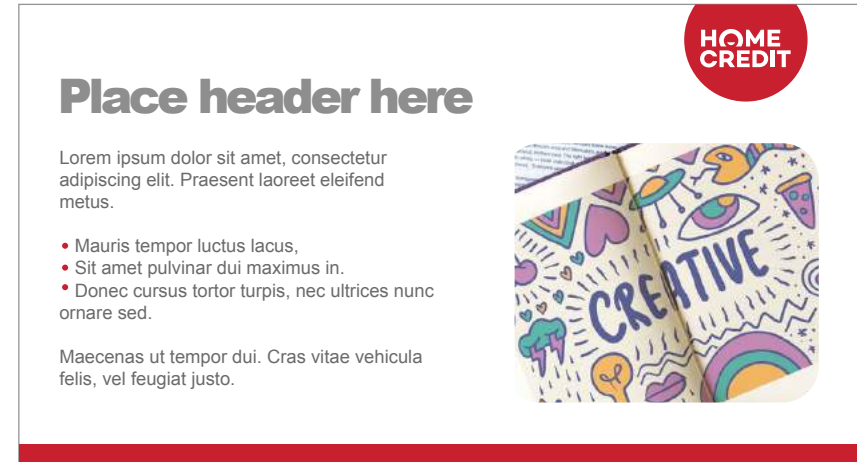
[illegible]

POWERPOINT TEMPLATE

Powerpoint Cover



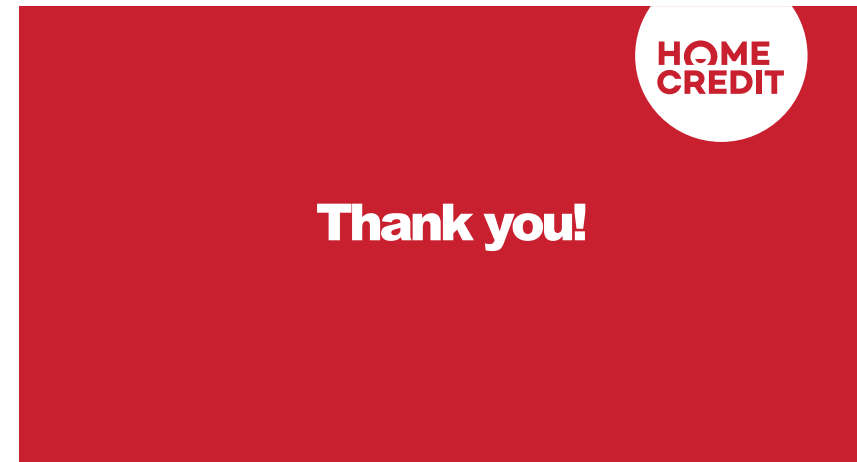
Powerpoint Inside page



Powerpoint Cover



Powerpoint Last page



CERTIFICATE LOOK

CERTIFICATE OF
Excellence



This certificate is presented to

Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Aenean quis justo sollicitudin, semper purus nec, pretium nulla.

A stylized, handwritten signature in grey ink, appearing to read "John".

JOHN DOE
Managing Director, XYZ

A stylized, handwritten signature in grey ink, appearing to read "Jane".

JANE DOE
Managing Director, XYZ

PR

BROCHURE COVER PAGE TEMPLATE

BACK PAGE
CONTACT DETAILS
AND OTHER INFORMATION
TO BE PLACED HERE

BACK PAGE

**You can place the
headline here.**

Place the subheadline here, and
keep a minimum spacing of X around it.



FRONT PAGE

Place the headline here.



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent laoreet eleifend metus. Mauris tempor luctus lacus, sit amet pulvinar dui maximus in. Donec cursus tortor turpis, nec ultrices nunc ornare sed. Maecenas ut tempor dui. Cras vitae vehicula felis, vel feugiat justo. Nam ut suscipit augue. Morbi ante nisi, egestas vel faucibus et, placerat mollis tellus. Vivamus mollis, enim non maximus maximus, nulla est dignissim orci, eu facilisis elit felis vitae urna. Sed porta quam quis orci aliquam hendrerit eget non urna. Praesent ultrices dictum ex quis maximus. Ut eget sem non neque volutpat porttitor in id lorem. Ut fringilla erat arcu, eget efficitur urna ultrices ut. Aliquam volutpat, justo ac imperdiet finibus, magna enim malesuada libero, tempus finibus felis felis gravida mi.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent laoreet eleifend metus.

- Mauris tempor luctus lacus,
- Sit amet pulvinar dui maximus in.
- Donec cursus tortor turpis, nec ultrices nunc ornare sed.

Maecenas ut tempor dui. Cras vitae vehicula felis, vel feugiat justo.



ICON #1



ICON #2



ICON #3





**HOME
CREDIT**

**Place the
headline here.**

Place the body copy here, and keep a minimum spacing of X around it. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque auctor scelerisque ligula id tincidunt.

Button here



**Place the secondary
headline here.**

Place the subheadline here, and keep a minimum spacing of X around it.

**Place the secondary
headline here.**

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