

ONDC brand policy for Google Play Store

1) Introduction

Use of the ONDC Marks^{1,2} is governed by the Branding Guidelines provided in [Chapter 5 of the Network Policy](#). The Branding Guidelines provide the mechanism related to the usage of the ONDC Marks. This present document aims to provide guidelines with respect to the usage of ONDC Marks by software developers/ publishers for publishing their applications on the Google Play Store.

2) Guidelines on usage of ONDC Marks on Google Play Store:

- a) Do not use the word “ONDC” or “Open Network for Digital Commerce” in the name or title of the app.
- b) Do not use the word “ONDC” or “Open Network for Digital Commerce” in the name of the developer/ publisher.
- c) Do not use the ONDC logo (in full or in part) in the logo/ icon of the app.
- d) The phrases “ONDC” and “Open Network for Digital Commerce”, and the ONDC logo used without any suffixes refers to ONDC the section 8 company. Accordingly, the terms “ONDC Protocol” or “ONDC Network” should be used, depending on the context. The ONDC logo without any suffixes, or the phrase “ONDC” without any suffixes, or the phrase “Open Network for Digital Commerce” may only be used after taking prior written permission from ONDC.
- e) Use “**ONDC Protocol**” to describe the technology (e.g.: powered by, enabled by etc.) or technical standard (e.g.: compliant with etc). To illustrate, “XYZ Buyer App, powered by ONDC Protocol”; “ABC is an ONDC Protocol compliant Seller Application”
- f) Use “**ONDC Network**” when describing that the relevant apps/platforms are Network Participants. To illustrate, “XYZ Buyer App is part of the ONDC Network”; “Join the ONDC Network as a Seller App”; “MSMEs can sell their products being part of the ONDC Network”.
- g) Do not use ONDC Marks in any way that misrepresents ONDC’s role or its relationship with the app developer/ publisher where such a relationship does not exist. This includes usage that:
 - i) indicates that ONDC is an online shopping app;
 - ii) indicates that the app in question is endorsed, sponsored or supported by, or affiliated with ONDC;

¹ **ONDC Marks** means the relevant trademarks and /or service marks, trade names, whether registered or unregistered, owned, or licensed, and any other marks as provided in writing by ONDC and includes ONDC Brand.

² **ONDC Brand** shall mean the word ONDC or its full form when used online or offline.

- iii) without ONDC's written permission, indicates that the app or its developer has been appointed or certified or in any way authorised by ONDC to provide any service related to the ONDC Network or Protocol or ONDC itself.
- 3) Any entity using ONDC Marks must follow the [ONDC Branding Guidelines](#), [ONDC Mark Dos and Don'ts](#), and these guidelines.
- 4) Any app or its developer that violates the ONDC Branding Guidelines, ONDC Mark Dos and Don'ts, and these guidelines will be removed from the Google Play Store.

For any queries or clarifications, please write to us on network.policies@ondc.org