

ONDC Branding Do's and Don'ts

1) Introduction

Use of the ONDC Mark or brand is governed by the Branding Guidelines provided in Chapter 5 of the Network Policy. While the Guidelines provide the mechanism related to the usage of the ONDC Mark, there is no clear guidance on how to implement the mechanism on the ground. This gives rise to instances where certain behaviour may not be in line with the spirit of the Guidelines.

Against this backdrop, this document aims to provide Do's and Don'ts with respect to the usage of ONDC Mark by Network Participants, Ecosystem Participants, sellers, and other third parties.

2) General Guidance on Usage of ONDC Marks:

As provided in the Branding Guidelines, the ONDC Mark can be used only to indicate the role played by the ONDC i.e. providing network/protocol infrastructure to enable Network and Ecosystem Participants to interact and communicate with each other. ONDC itself is not a consumer facing platform but provides a standard protocol that allows different consumer facing platforms/apps to talk to each other. Therefore, use of standalone ONDC mark without suffixes such as Protocol, and Network is prohibited without a prior written permission/authorisation from ONDC.

3) Overarching principles to follow when using the trade name 'ONDC':

- a) 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*"
- b) 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*". However, do not use the phrases such as shop on, available on, purchase through, sell through ONDC Network.
- c) Use just "**ONDC**" to describe the company. For example, "*ONDC is a section 8 company*"; "*ONDC's mission is to democratize digital commerce*". The logo ONDC without a suffix Network or Protocol can be used only after a prior written permission or authorisation from ONDC.
- d) Use of "**ONDC**" or any of its brand elements must not be used in the name of an application, entity or product.

4) **Some common branding language currently being used by Network Participants, Ecosystem Participants, and sellers**

Current common (incorrect) usage	Correct usage
ONDC powered	Powered by ONDC Protocol
Powered by ONDC	
Registered on ONDC	Registered on ONDC Network
Buyer Registered on the ONDC Network	Buyer registered on an ONDC Protocol compliant Buyer App
Seller Registered on the ONDC Network	Seller registered/onboarded on an ONDC Protocol compliant Seller App
Network Participants on ONDC	Participants/ Network Participants in the ONDC Network
Participants in/on ONDC	
ONDC Seller App	Seller/Buyer App in the ONDC Network; ONDC Protocol Compliant Buyer/Seller App
ONDC Buyer App	
Shop on ONDC	Shop/ Shopping on/through XYZ app in the ONDC Network
Shop through ONDC	
Shop on ONDC Protocol	
Available on ONDC	Available/ Discoverable through the ONDC Protocol
ONDC Offers/ONDC Super Saver Day	ONDC Network Offers/ONDC Network Super Saver Day

5) **Specific Do's and Don'ts of ONDC Mark for Network Participants (including LSPs)**

The ONDC Branding Guidelines permits Network Participants to use the ONDC Mark to indicate that they are a participant on the ONDC Network. However, we have noticed that the usage of some terms by Network Participants is not in compliance with the principal and spirit envisaged in the Branding Guidelines. In this regard, the following table provides general do's and don'ts for the Network Participants to use or display the ONDC brand or ONDC Mark.

Do's	Don'ts
<p>Ensure any actions related to the ONDC are clear to the user by beginning actions with verb phrases. Examples of permissible phrases include: <u>Compatible with ONDC Protocol, Powered by ONDC Protocol.</u></p>	<p>Use of ONDC Mark as part of your name, app name, product/services, or domain name. Examples of language that is not permissible include: <u>ONDC Store, and <App Name>ONDC.</u></p>
<p>Use of ONDC Mark to indicate an entity has onboarded as a Network Participant. The ONDC Mark may be displayed in a clearly visible manner on the landing page of the application. <u>Acceptable usage of ONDC Mark include: Powered by ONDC Protocol, Part of the ONDC Network, Compatible with ONDC Protocol, Our Sellers are discoverable through the ONDC Network</u></p>	<p>Use of ONDC Mark to indicate ONDC is involved in the transaction process. This may include using the term that misrepresents the relationship between ONDC and Network Participant. Examples of language that is not permissible include: <u>endorsed by ONDC, ONDC Certified Application, ONDC endorsed online store, Sold through ONDC, available on ONDC, Sold through ONDC Network</u></p>
<p>Use of ONDC Mark on marketing materials such as on social media handles, flyers, advertisements (digital, TV, offline) etc should only be done to indicate that the entity is a NP in the ONDC Network. <u>Acceptable usage of ONDC Mark in such instances include: Shop on XYZ App through ONDC Network, Shop on XYZ App powered by ONDC Protocol</u></p>	<p>Use of ONDC Mark to indicate or signify that ONDC provides a warranty or guarantee of the products or services transacted over the network. <u>This include: interface provided by ONDC Buyer App, ONDC certified products, ONDC Sellers, ONDC onboarded Sellers</u></p>
<p>In case logistics services provided by the Buyer App/Seller App, the name of the entity providing such services should be clearly provided - <u>acceptable usage include: Delivery by XYZ entity, Order fulfilled by XYZ entity</u></p>	<p>Use of ONDC Network/Protocol Mark at places other than the landing page of the application or website. To clarify, ONDC Mark should not be displayed on transaction page, check-out page, invoice etc</p>
<p>In case logistic services provided by the Seller or third party LSP, the name of the seller should be clearly provided - acceptable usage include: <u>delivery by seller name, delivery by third-party LSP name</u></p>	<p>Use of ONDC Mark to imply that ONDC is handling logistics or involved in the delivery of the goods or services to the Buyer. Examples of language that is restricted include: <u>delivered by ONDC, Order fulfilled by ONDC, ONDC Self Delivery</u></p>

6) Do's and Don'ts of ONDC Mark by Ecosystem Participants

The ONDC Branding Guidelines permit Ecosystem Participants, with prior written permission from ONDC, to use the ONDC Mark to indicate their presence on the

Network. In this regard, the following table provides general do's and don'ts for the Ecosystem Participants to use or display the ONDC brand or ONDC Mark to offer clarity on language that is permissible under Branding Guidelines.

Do's	Don'ts
<p>Use of ONDC Mark to indicate an entity has onboarded as an Ecosystem Participant. The ONDC Mark may be displayed in a clearly visible manner on the landing page of the application. <u>Acceptable usage of ONDC Mark include: Compatible with ONDC Protocol, Powered by ONDC Protocol, Part of the ONDC Network.</u></p>	<p>Use of ONDC Mark to indicate ONDC is involved in the transaction process. This may include using the term that misrepresents the relationship between ONDC and Network Participant. <u>Examples of language that is not permissible include: endorsed by ONDC, ONDC Certified Application, ONDC endorsed service provider, empanelled by ONDC.</u></p>
<p>Use of ONDC Mark on marketing materials such as on social media handles, flyers, advertisements (digital, TV, offline) etc should only be done to indicate that the entity is an Ecosystem Participant on the ONDC Network. <u>Acceptable usage of ONDC Mark in such instances include: Avail our services through ONDC Protocol, We are discoverable through the ONDC Network</u></p>	<p>Use of ONDC Mark to indicate or signify that ONDC provides warranty or guarantee of the products or services transacted over the network. <u>This include: services available or sold through the ONDC Protocol; interface provided by ONDC Service Provider, ONDC certified services.</u></p>
<p>Use of ONDC Mark according to the specifications provided in the Branding Guidelines</p>	<p>Use of ONDC Mark at places other than the landing page of the application or website.</p> <p>Using ONDC Mark more prominently than the marks associated with a person's own product or services or on promotional materials for products or services being distributed or sold</p>

7) Use of ONDC Mark by Sellers

Sellers are looking to install ONDC branding at their offline establishments/online websites or apps. However, given the role ONDC plays, it is critical to ensure that the branding of ONDC misleads consumers to indicate any way that - (a) the seller has any agreement with ONDC or (b) ONDC will be a party to the transaction (that is facilitated through the ONDC Network) between the consumer and seller or (c) ONDC takes on any responsibility/liability of the goods or services sold or the fulfillment/delivery of the goods or services. Against this backdrop, some branding language that may be used by sellers at their offline or online stores is provided below.

Permissible branding message are provided in the table below:

No	Branding Message
1	We are now live in ONDC Network
2	We are discoverable through the ONDC Protocol
3	We are part of the ONDC Network. Order through these apps
4	Shop from us through Buyer apps. Powered by ONDC Protocol at the bottom
5	We are now an online store. Powered by ONDC Protocol at the bottom

8) Use of ONDC Mark by non-NP/EP use

ONDC may from time to time, among other things, enter into MoUs, curate/organise events, support knowledge session and develop/collaborate on development of knowledge materials. Here it is important that the distinction between ONDC, ONDC Network, and ONDC Protocol is maintained. Some branding language that may be used by in this context is provided below. Please note that the following branding can be used only with a prior written permission or authorisation from ONDC.

Permissible branding message are provided in the table below:

No	Branding Message
1	Supported by ONDC
2	In association with ONDC
3	In collaboration with ONDC
4	Use the prefix sponsor if the event is sponsored by ONDC