



**LOGO USAGE - ONDC NETWORK & PROTOCOL**

# Summary

ONDC provides a technological infrastructure (i.e., Protocol) that enables Network Participants and Ecosystem Participants to interact with each other. Therefore, considering the role played by ONDC in offering a communication protocol suffixes such as Protocol and Network should be used along with the ONDC Logo.

The use of ONDC Logo without any suffix such as Protocol or Network is restricted without any prior written permission or authorization from ONDC.

This document covers guidelines and logo variations for usage of the ONDC Network and Protocol logos under different scenarios.

## Light Backgrounds



## Dark Backgrounds



## Black



## LOGO USAGE



Do not distort



Do not adjust  
element scales



Do not tilt/rotate



Do not rearrange



Do not alter colours



Do not add elements



Do not omit elements



Do not add  
unapproved text

**NOTE: These rules apply in full to the ONDC Protocol and ONDC Network logo units defined in this document.**

## NEGATIVE SPACE

Minimum clear space around the logo must be respected. This is measured by the height of the ONDC brandmark on all sides.



# ONDC Protocol

ONDC Protocol should be used to describe the technology (e.g.: powered by, enabled by etc.) or technical standard (e.g.: compliant with etc)

Examples:

**XYZ Buyer App, powered by ONDC Protocol**  
**ABC is an ONDC Protocol compliant Seller**  
**Application”**



# ONDC Network

ONDC Network should be used while describing that the relevant apps/ platforms are Network Participants

Examples:

**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**



UNIT VARIATIONS

# Vertical Unit

The vertical layout is the primary unit to be used across creatives

## Light Backgrounds



## Dark Backgrounds



## Black



SAMPLE USAGE

Powered by



Live on



Discoverable through

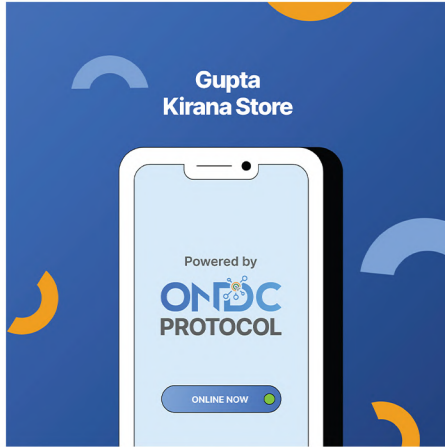


Shop through an app in the





SAMPLE CREATIVE

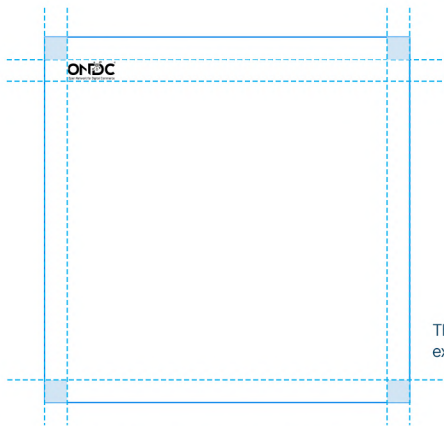
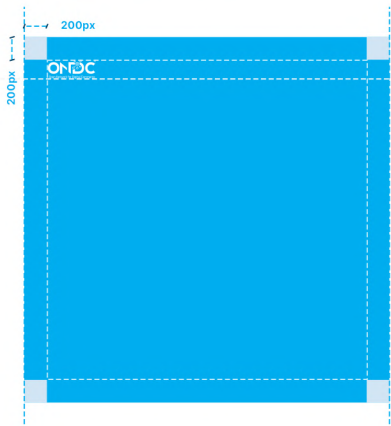


How to use



How NOT to use

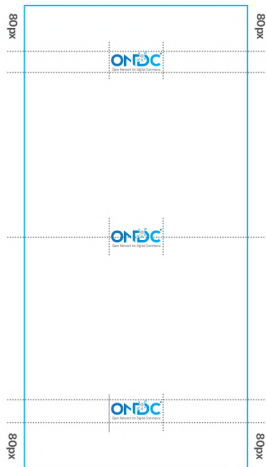
## LOGO PLACEMENT



The crease width must be exactly **200px x 200px**.

The ONDC logo has to always be placed on the top left corner. This applies to both, the ONDC Network as well as the ONDC Protocol logo.

## SAMPLE PRINT COLLATERALS



## Do's

The ONDC logo size must be smaller than the main headline. This applies to both, the ONDC Network as well as the ONDC Protocol logo.

In the case of design variations, the ONDC logo can be placed in 3 spots on a print collateral - Top center, middle center, and bottom center.

For the top and bottom placement of the logo - the spacing must be at 80px.

## SAMPLE PRINT COLLATERALS - DONT'S



The ONDC logo size cannot be bigger than 50% of the center area. This applies to both, the ONDC Network as well as the ONDC Protocol logo.



The logo cannot be placed at the bottom without following the 80px spacing. The dimensions must be the same for all the logo versions.



The logo cannot be placed at the top left-side corner of the collateral.



The logo should not overlap with any illustration or copy on the collateral.

## SAMPLE MULTI LOGO USAGE CREATIVES FOR SOCIAL MEDIA



The ONDC logo placement must be at **200px x 200px**.



The logo placement and dimensions are to be followed throughout all social media collaterals for all the ONDC logo versions.

## SAMPLE CO BRAND USAGE CREATIVES - DO'S



In the case of sales or promotional creatives (from different brands promoting their products/services on ONDC), the ONDC Network/Protocol logo and the partner brand logo can either:

- Be placed on the top left and right corners. (ONDC logo on the left)
- Be placed together with a separator in between them

SAMPLE CO BRAND USAGE CREATIVES - DONT'S



Logo's should not be place at the right corner



Logo's should not be off size



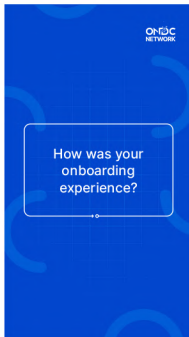
Sub brand logo cannot be placed at the bottom

## SAMPLE VIDEO CREATIVE - DO'S



### Gradient use:

- The logo on the top right corner can be highlighted using a gradient patch.
- A solid gradient pattern falling from the top can also be used to highlight the ONDC logo.



On solid backgrounds the logo to be placed on the right top corner.



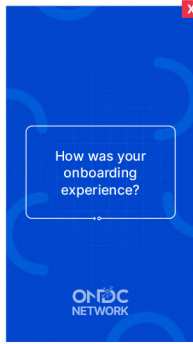
We can have solid gradient falling from top to highlight the logo.



## SAMPLE VIDEO CREATIVE - DONT'S



The ONDC logo must be visible throughout the video on the top right corner.



The size and logo dimensions cannot be changed. The logo cannot be made transparent.



The logo must not be placed at the bottom right corner or any other corner of the video.

## SAMPLE CREATIVES - DO'S FOR PLACEMENT OF MULTIPLE BRAND LOGO'S



All the brand logo's to be placed at the bottom on a white patch

## SAMPLE CREATIVES - DONT'S FOR PLACEMENT OF MULTIPLE BRAND LOGO'S



Brand logo's cannot be placed in the middle or at the top



Logo's cannot be placed without a patch behind. All logo's should be visible.



Logo's cannot be placed on darker patch

## USAGE OF THE ONDC MARK: NETWORK PARTICIPANTS (INCLUDING LSPS)

CONTEXT	DOs	DON'Ts
To indicate an entity has been onboarded as a Network Participant	<ul style="list-style-type: none"> <li>✓ Powered by ONDC Protocol</li> <li>✓ Part of the ONDC Network</li> <li>✓ Compatible with ONDC Protocol</li> <li>✓ Our Sellers are discoverable through the ONDC Network</li> </ul>	<ul style="list-style-type: none"> <li>× Endorsed by ONDC</li> <li>× ONDC certified application</li> <li>× ONDC endorsed online store</li> <li>× ONDC Buyer App</li> <li>× ONDC Seller App</li> </ul>
In the case of branding on marketing materials	<ul style="list-style-type: none"> <li>✓ Shop on XYZ App through ONDC Network</li> <li>✓ Shop on XYZ App powered by ONDC Protocol</li> </ul>	<ul style="list-style-type: none"> <li>× Buy on ONDC</li> <li>× ONDC certified products</li> </ul>
In the case of logistics services provided by the Buyer App/Seller App	<ul style="list-style-type: none"> <li>✓ Delivery by XYZ entity</li> <li>✓ Order fulfilled by XYZ entity</li> <li>✓ ONDC Mark with appropriate suffix network or protocol on the landing page</li> </ul>	<ul style="list-style-type: none"> <li>× No display of ONDC Mark on the transaction page, check-out page, invoice, etc.</li> <li>× Use of ONDC Mark without suffix</li> </ul>
In the case of display on the app/website	<ul style="list-style-type: none"> <li>✓ Delivery by seller name</li> <li>✓ Delivery by third-party LSP name</li> </ul>	<ul style="list-style-type: none"> <li>× Services available or sold through the ONDC Protocol</li> <li>× Interface provided by ONDC Service Provider</li> <li>× ONDC certified services</li> <li>× Delivery by ONDC, ONDC self delivery, Order fulfilled by ONDC</li> </ul>

## USAGE OF THE ONDC MARK: ECOSYSTEM PARTICIPANTS

CONTEXT	DOs	DON'Ts
To indicate an entity has been an ecosystem participant	<ul style="list-style-type: none"><li>✓ Compatible with ONDC Protocol</li><li>✓ Powered by ONDC Protocol</li><li>✓ Part of the ONDC Network</li></ul>	<ul style="list-style-type: none"><li>× Endorsed by ONDC</li><li>× ONDC Certified Application</li><li>× ONDC endorsed service provider</li><li>× Empanelled by ONDC</li></ul>
In the case of branding on marketing materials	<ul style="list-style-type: none"><li>✓ Avail our services through ONDC Protocol</li><li>✓ We are discoverable through the ONDC Network</li></ul>	<ul style="list-style-type: none"><li>× Services available or sold through ONDC</li><li>× ONDC certified services</li></ul>

## UNIT VARIATIONS

# Horizontal Unit

The horizontal secondary unit can be used for:

- Longer supporting text
- Usage in smaller sizes for better legibility
- Layouts offering more horizontal space

### Light Backgrounds

 **ONDC** PROTOCOL     **ONDC** NETWORK

### Dark Backgrounds

 **ONDC** PROTOCOL     **ONDC** NETWORK

### Black

 **ONDC** PROTOCOL     **ONDC** NETWORK

HOW TO USE

## ONDC PROTOCOL Compliant Buyer App

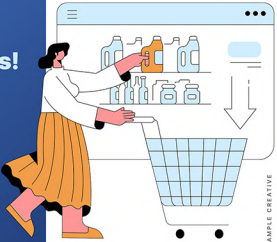
Shop through  PhonePe on the  ONDC NETWORK

## SAMPLE CREATIVE

**Shop local at discounted prices!**

Your favourite kirana store is now online. Shop via Gupta Kirana Store to avail additional discounts.

Live on **ONDC NETWORK**



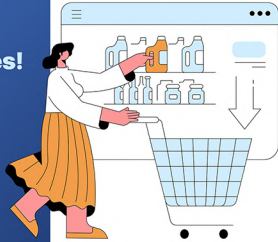
SAMPLE CREATIVE

How to use

**Shop local at discounted prices!**

Your favourite kirana store is now online. Shop via Gupta Kirana Store to avail additional discounts.

Endorsed by **ONDC NETWORK**



SAMPLE CREATIVE

How NOT to use



# ONDC BRAND COLOURS

## COLOR PALETTE PRIMARY



COLOR CODES

#1C75BC

COLOR CODES

#00AEEF

COLOR CODES

#606161

GRADIENT

COLOR PALETTE  
SECONDARY

COLOR CODES

#F0F0F0

COLOR CODES

#f29c49

# ONDC CORPORATE COMMUNICATIONS

## Prata Font

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

## Inter font

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

## Typography English

Primary typeface

Aa

Primary style  
Prata Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Primary typeface

Aa

Primary style  
Inter

ABCDEFGHIJKLMNOPQRSTUVWXYZ

# ONDC INTERNAL AND NP COMMUNICATIONS

## Helvetica Neue

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

## Typography English

Primary typeface

Aa

Primary style

Helvetica Neue LT

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ABCDEFGHIJKLMNOPQRSTUVWXYZ

Primary typeface

Aa

Primary style

Helvetica Neue LT

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ABCDEFGHIJKLMNOPQRSTUVWXYZ

# ONDC EVENT COMMUNICATIONS

## Helvetica Neue

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

## Typography English

Primary typeface

Aa

Primary style

Helvetica Neue LT

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ABCDEFGHIJKLMNOPQRSTUVWXYZ

Primary typeface

Aa

Primary style

Helvetica Neue LT

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ABCDEFGHIJKLMNOPQRSTUVWXYZ

For complete guidelines on usage of ONDC mark,  
please refer to **Chapter 5** in the following link:

**<https://resources.ondc.org/governance-and-policies>**