

SAHAMATI BRAND GUIDELINES

Version History

Version	Date	Description
1.0	February 17, 2025	Published on roll out of version 2.0 of Sahamati Associate Membership Terms



Brand Guidelines





Introduction

What is Sahamati and what does it do?

Sahamati Foundation, also known as Sahamati, is an industry alliance of the AA ecosystem incorporated as a section 8 company. Sahamati aims to drive the adoption and implementation of the AA ecosystem through awareness and education-led advocacy, co-create techno-legal infrastructure for a fair and equitable playground, and balance self-regulation and innovation in the ecosystem. Sahamati envisions a future where individuals, businesses, and institutions realise the benefits of a consent-based data-sharing paradigm.

Vision

The data empowerment thesis posits that financial data enables access to appropriate products and services. Our collective vision of data empowerment involves a transformative future where data use transcends the conventional advertising and sales model. We aim to contribute to a paradigm shift where data capital becomes an instrument to drive positive change and foster opportunities for individuals across backgrounds.

Mission

We are dedicated to empowering consumers with agency and control over their financial information and data. We aim to institutionalise consent-based data-sharing mechanisms in the country, starting with the AA framework in the financial sector. Our objectives are to drive adoption through awareness and education-led advocacy, co-create techno-legal infrastructure for a fair and equitable playground, and balance self-regulation & innovation in the ecosystem. Sahamati envisions a future where individuals, businesses, and institutions realise the benefits of consent-based data-sharing.





Sahamati Brand Marks

1. Introduction

These guidelines on Sahamati Brand Marks (“Sahamati Brand Guidelines” / “Guidelines”) are intended to promote consistent use of the Sahamati Brand Marks and also protect the Sahamati Brand Marks, which are valuable assets of Sahamati. Sahamati dedicates substantial resources to the development and protection of its intellectual property, including by seeking registration of the Sahamati Brand Marks in relevant jurisdictions. By following these Guidelines, you also help Sahamati protect its valuable trademark rights from dilution and disparagement while strengthening the brand identities of Sahamati Brand Marks.

The Sahamati Brand Marks serve as a symbol of association with Sahamati, either as a Member, associate Member or a Sahamati empaneled person. Sahamati’s Brand Marks are intended for use by organisations which are existing Members of Sahamati. Sahamati Brand Marks relating to

Sahamati empanelment may be used only by persons empaneled by Sahamati for certification, online dispute resolution or other services, in accordance with these Sahamati Brand Guidelines.

Any use of the Sahamati Brand Marks must be compliant with these Sahamati Brand Guidelines at all times. Failure to do so will result in automatic termination of the right, licence, permission, approval, or authorization, as the case may be, to use the Sahamati Brand Marks.

Sahamati reserves the right, in its sole discretion, to modify the permission or manner of permitted usage of the Sahamati Brand Marks. Additionally, Sahamati may take appropriate action against any use that violates these Sahamati Brand Guidelines, infringes Sahamati’s intellectual property rights, or contravenes Applicable Laws.

2. Definitions

‘Empaneled Persons’, with its grammatical variations and cognate expressions shall mean and refer to such persons, including entities that are empaneled by Sahamati for certification, online dispute resolution, or other services.

‘Members’, with its grammatical variations and cognate expressions shall mean and refer to those regulated entities which are an existing member of Sahamati as per the Sahamati Membership Terms.

Sahamati Brand Marks with its grammatical variations and cognate expressions shall mean and refer to all trademarks, logos, service marks, registered or unregistered, of Sahamati, and described in these Sahamati Brand Guidelines.

Words and expressions used but not otherwise defined in these Guidelines shall have the same meaning as ascribed to them in the Sahamati Membership Terms, as relevant.

3. Authorised Use of Sahamati Brand Marks

Use of the Sahamati Brand Marks indicates such person’s Membership or empanelment with Sahamati. The use of the Sahamati Brand Marks shall not at any point in time, indicate an endorsement, guarantee or assurance of the AA, FIU, FIP or any

other entity, their products or services. This shall be made clear to the end customer by Sahamati Members and Sahamati empaneled persons through their respective terms and conditions.



Sahamati Brand Marks

All Sahamati Members and Sahamati empaneled persons are granted, by the Sahamati Membership Terms and the Sahamati empanelment agreement respectively, a non-exclusive, royalty-free, non-transferable, non-sublicensable and limited right to use, reproduce and display the Sahamati Brand Marks as per the terms and conditions in these Sahamati Brand Guidelines. The right to use the Sahamati Brand Marks shall cease immediately upon suspension/ termination of any entity's Membership or empanelment with Sahamati.

Use of Sahamati Brand Marks does not grant any right, title, or interest to anyone except as specified herein or under a separate written agreement with Sahamati. All Sahamati Members and Sahamati empaneled persons acknowledge that Sahamati exclusively owns all rights in them and any derivatives thereof, and any goodwill generated through such use shall inure to the benefit of Sahamati alone. Sahamati Members and Sahamati empaneled persons agree not to challenge or assist others to challenge Sahamati's rights in the Sahamati Brand Marks.

A Sahamati Member or empaneled person may use the Sahamati Brand Marks in the following mediums:

- a. On their website
- b. In their online advertisements viz, banners, video ads, etc.
- c. In their offline advertisements viz, print ads, TV ads, POS materials, marketing collaterals, etc.
- d. In their social media campaign(s) with hashtags such as #Sahamati or any other variant representing their status as Sahamati Members or empaneled persons, provided such usage does not violate Clause 4 of these Guidelines.
- e. On their certification-related materials, including

certificates, in the case of empaneled persons providing certification services as per the Sahamati Certification Guidelines

- f. In their products and/or services, in the case of empaneled persons providing online dispute resolution services.

Sahamati Members may display the appropriate Sahamati Brand Marks prominently in their user journey to indicate that they are a member of Sahamati and that they adhere to the applicable policies, guidelines and code(s) of conduct published by Sahamati.

It is clarified that the Sahamati Brand Marks may be used by a Sahamati Member only when the end customer is going through the process of reviewing the consent parameters for secure data sharing through AA. Sahamati Brand Marks may not be used by a Sahamati Member or empaneled person for any other products or services offered by them, without relevant context.

Except for the limited permission to use the Sahamati Brand Marks expressly permitted under these Guidelines, no other permission or rights of any kind are granted hereunder, by implication or otherwise.

No other person is permitted to use the Sahamati Brand Marks without obtaining written permission or appropriate licence from Sahamati.

If any person is a licensee of a Sahamati Brand Mark and has been provided with special trademark usage terms in their agreement with Sahamati, they must follow those terms. All other permitted use of the Sahamati Brand Marks shall be bound by these Sahamati Brand Guidelines.

4. Unauthorised Use of Sahamati Brand Marks

4.01 No Registration of Domain Name: Sahamati Members and Sahamati empaneled persons shall not register, in whole or in part, as a trademark, domain name or otherwise any Sahamati Brand Marks or an alteration or derivative thereof. Sahamati Members and empaneled persons shall not use an identical or virtually identical Sahamati Brand Marks, in whole or in part, as a second-level domain name.



Sahamati Brand Marks

- 4.02 Company, Product, or Service Name:** Sahamati Members and Sahamati empaneled persons shall not use, in whole or in part, any Sahamati Brand Marks, or an alteration or derivative thereof, as part of a company name, trade name, product name, or service name. For the avoidance of doubt, Sahamati Brand Marks must not be combined with the name, marks or generic terms of any Sahamati Members or Sahamati empaneled persons.
- 4.03 Variations, or Derivatives:** Sahamati Members and Sahamati empaneled persons shall not modify Sahamati Brand Marks in any way, such as by changing a design or colour or adding words or elements. No variation, phonetic equivalent, foreign language equivalent, take off or abbreviation of any Sahamati Brand Marks may be used for any purpose without prior express written permission from Sahamati.
- 4.04 Disparaging manner:** Sahamati Members and Sahamati empaneled persons shall not use Sahamati Brand Marks in any manner that is misleading, defamatory, disparaging, obscene or otherwise objectionable to Sahamati. Sahamati Brand Marks must not be featured on materials associated with illegal activities (e.g., unlawful trades, fraudulent schemes, etc).
- 4.05 No Endorsement:** Sahamati Members and Sahamati empaneled persons shall not use Sahamati Brand Marks in a manner that would imply Sahamati's affiliation with or endorsement, guarantee or assurance of their company or its activities, products or services. Sahamati Brand Marks shall not be used in any way that may confuse others as to the relationship between them and Sahamati or as to who offers their products or services.
- 4.06 Trade Dress:** Sahamati Members and Sahamati empaneled persons shall not imitate or make use of the layout or trade dress of Sahamati's websites, technology, products or advertising. Sahamati Members and Sahamati empaneled persons shall not use any trademarks, names, domain names, logos, or other content that imitates or could be confused with Sahamati.
- 4.07 Copyright:** Sahamati Members and Sahamati empaneled persons shall not use any image or copyrighted materials on Sahamati's website, such as charts, graphs, and product descriptions or announcements without prior express written permission from Sahamati.
- 4.08 Prominent use:** Sahamati Brand Marks should not be used more prominently than the trademarks and/or logos associated with a person's own product or services or on promotional materials for products or services being offered.
- 4.09 Media and Publication:** Sahamati Brand Marks should not be used in the title or otherwise on the cover of books or other publications, television or film or video production, title of blogs or otherwise in the blog except as a descriptive reference to Sahamati or such person's Membership or empanelment with Sahamati, without prior written approval, permission, or authorisation of Sahamati.
- 4.10 No partnership:** No person shall use terms such as "partner," or "partnership," or other similar terms or phrases when referring to their relationship with Sahamati, unless expressly agreed to by Sahamati by way of separate written agreement to such effect.
- 4.11 Merchandised items:** Sahamati Brand Marks are not permitted for use on apparel or merchandise items such as T-shirts, mugs, packaging, other memorabilia, without prior written approval, permission, or authorisation of Sahamati.



Design inspiration

Free from barriers



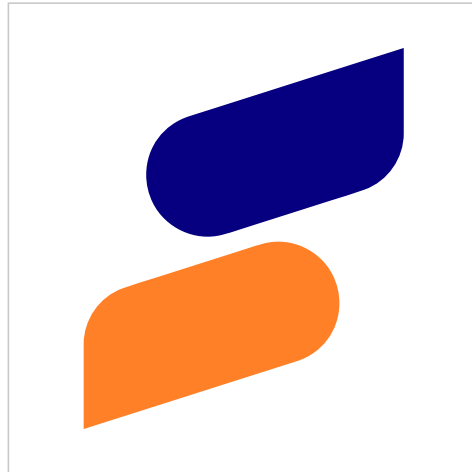


Logo

The Icon

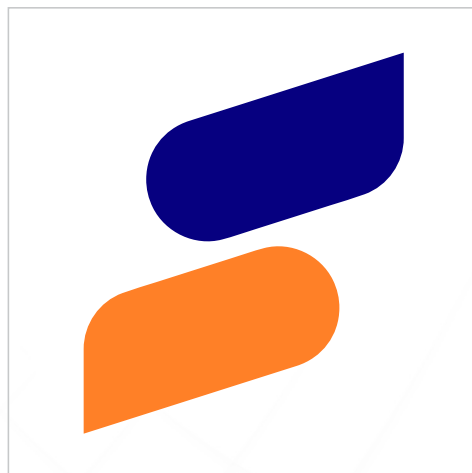
Sahamati is an initiative with the core aim of providing ease of access to financial services by breaking the traditional barriers around sharing of pre-requisite data. This icon is an attempt at symbolizing the freedom to grow by adding wings to one's hopes and dreams.

The **blue** colour symbolises trust, stability, wisdom, confidence and intelligence; while the **orange** symbolises happiness, enthusiasm, energy, determination, success and encouragement.



Animation

Sahamati is an initiative with the core aim of providing ease of access to financial services by breaking the traditional barriers around sharing of pre-requisite data. This icon is an attempt at symbolizing the freedom to grow by adding wings to one's hopes and dreams.





Primary Logo | ENGLISH

This is the horizontal version of the logo which will work as the primary symbol of the brand - Sahamati.

The horizontal orientation is used in the majority of instances. To be reproduced in full colour as shown. Where there is a solid colour in the background, the logo can be used in full white or black.

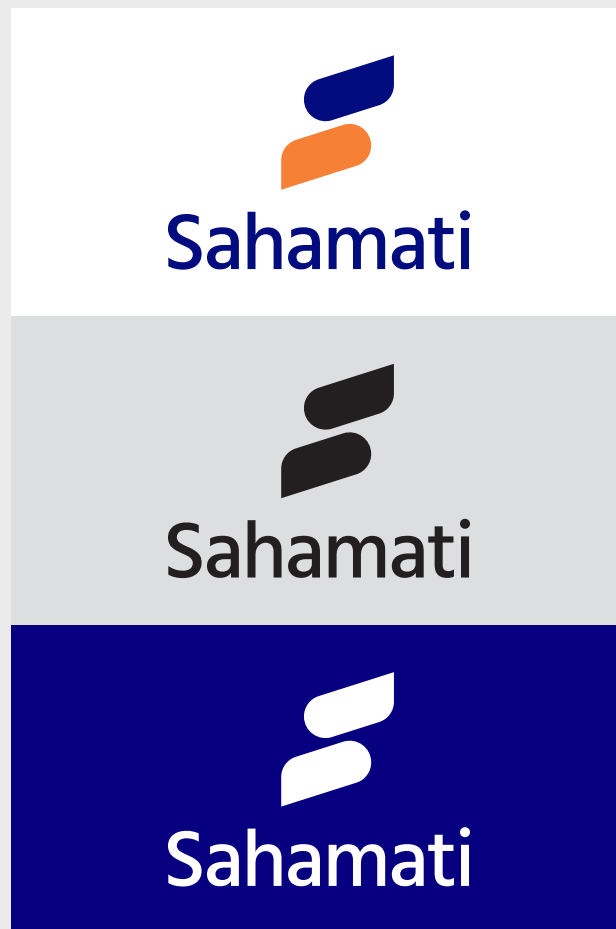




Stacked Logo | ENGLISH

This is the vertical/stacked version of the logo which will be used wherever there's space constraint for a horizontal logo.

To be reproduced in full colour as shown. Where there is a solid colour in the background, the logo can be used in full white or black.





Margins (English)

Proportions of letter forms, and relative clear space have been determined by uniform ratios.

At no time can any third party element, logo or image fall within the clear space zone.

English





Co-branding

This is how the Sahamati logo lock-up will appear with other brand logos in case of any kind of partnership between them.

The same will apply to the Hindi version of the logos as well.

Correct



Incorrect





Sahamati Empaneled Persons & Volunteers

Sahamati Empaneled Certifiers

In order to smoothly participate in the AA framework, FIUs, AAs and FIPs need to adhere to various technical standards prescribed by ReBIT and other API(s) and technology made available by Sahamati. In this respect, Sahamati has framed a comprehensive set of certification criteria and test plans, put together in the form of the Sahamati Certification Guidelines for its Members and Associate Members. To facilitate such certification, Sahamati has empaneled multiple third party certification service providers. Such empaneled certification service providers, referred to as Sahamati empaneled certifiers, may use the below logo, as per these Sahamati Brand Guidelines.



Sahamati Empaneled ODRs

Sahamati has empaneled multiple Online Dispute Resolution (ODR) institutions to facilitate resolution of Inter-Member disputes relating to their participation in the AA ecosystem as Sahamati Members. Such empaneled ODR institutions may use the below logo, as per these Sahamati Brand Guidelines.



Sahamati Volunteers

From time to time, Sahamati onboards various volunteers with expertise in their domains to assist Sahamati across multiple aspects. Sahamati volunteers may use the below logo to signify their ongoing volunteership with Sahamati, as per these Sahamati Brand Guidelines.





Incorrect usage



DO NOT reposition elements within lockups



DO NOT scale marks disproportionately



DO NOT rotate or flip marks



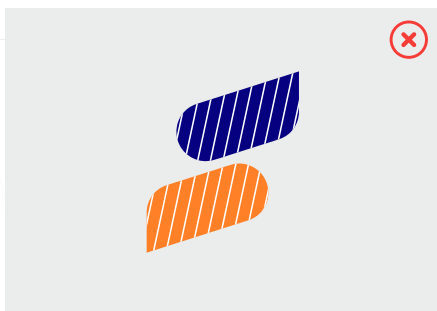
DO NOT alter the colour of marks



DO NOT use the wordmark alone



DO NOT resize elements individually within lockups



DO NOT add elements to the marks



DO NOT add effects to the marks



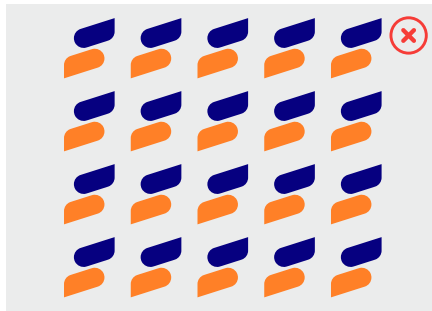
DO NOT place marks on a pattern or any busy background



Incorrect usage



DO NOT fill the logo with patterns



DO NOT create patterns with the marks



DO NOT typeset the wordmark



DO NOT use the full colour logo on a dark background or images that impact readability



DO NOT use the the logo with a low resolution image



DO NOT stretch or skew the logo in any way



DO NOT use the logo as an outline



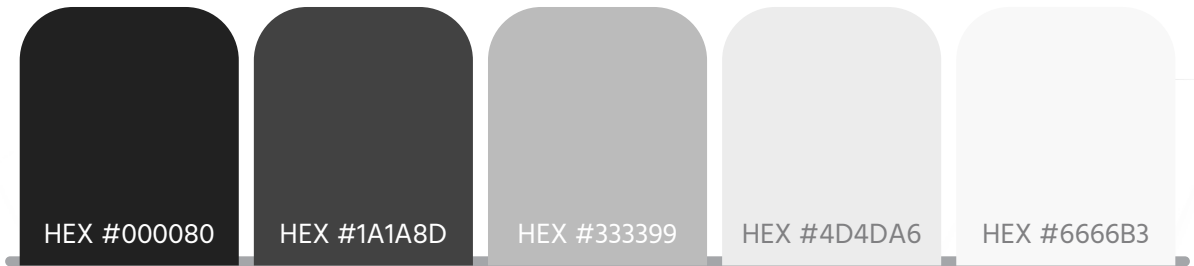
Colour palette

Primary and Sahamati colour palette

Sahamati
Colour Palette



Base
Colour Palette



Typography

Hind is an Open Source typeface supporting the Devanagari and Latin scripts.

Hind's letterforms have a humanist-style construction, and its letterforms feature open apertures – and overall the entire typeface family feels very legible.

Text set in the Devanagari script sits nicely alongside the Latin lowercase, and it has a mix of traditional and contemporary features.

Hind

हिन्द

A B C D E F G
H I J K L M N O
P Q R S T U V
W X Y Z

a b c d e f g h i
j k l m n o p q r
s t u v w x y z

क ख ग घ ङ च
छ ज झ ञ ट ठ
ड ढ ण ड़ ढ़ त थ
द ध न प

अ आ इ ई उ ऊ
ऋ लृ एँ ए ऐ औ
ओ औ



Contact Us

Important

The current version of Sahamati's Brand Guidelines will remain in force until otherwise notified. There may be refinements to the Brand Guidelines from time to time and the same will be updated in communication to Sahamati's members.

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