



“मेरो पहिलो रोजाइ”

BRAND GUIDELINE

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INTRODUCTION

ABOUT US

Established in 2019 AD and licensed by Nepal Rastra Bank under Foreign Exchange Regulation, Esewa Money Transfer stands out as the leading digital remittance company in Nepal that offers a blended model of world-class remittance services to Nepalese globally.

With a vast network of over 100,000 agents, strong partnerships with multiple banks and financial institutions, and over 10 million eSewa wallet users, we are committed to delivering top-notch digital remittance services to all Nepalese living and working abroad.



OUR INITIATIVE

Mero Digital Dosh

"Mero Digital Dosh" is an initiative dedicated to empowering Nepalese living abroad to stay closely connected with loved ones back home, this initiative emphasizes the convenience and impact of digital channels in sustaining cross-border connections.



LOGO

The primary color red symbolizes energy and action, reflecting the fast and reliable service Esewa Money Transfer provides. Also, the logo incorporates modern typography “eSewa” representing the ease of digital transactions.

The tagline “**Mero Pahilo Rojai**” embodies Esewa Money Transfer’s commitment to becoming the preferred choice for remittance senders. Just as we place our customers’ needs at the forefront, we strive to be their first choice, earning their trust and loyalty every time they send money.



“मेरो पहिलो रोजाइ”

BRAND GUIDELINE

Logo

Structure



“मेरो पहिलो रोजाइ”



BRAND GUIDELINE

Logo

On Backgrounds



“मेरो पहिलो रोजाइ”



“मेरो पहिलो रोजाइ”



“मेरो पहिलो रोजाइ”

BRAND GUIDELINE

Logo

Clearspace

To maintain optimal readability, the logo requires a specific amount of clear space around it, ensuring it has enough breathing space.

Refer to the artwork below for the appropriate spacing around the logo.



Minimum Size

The smallest allowed size is 20mm and 56.5px with tagline 'Mero Pahilo Rojai' and 14.5mm and 41px without tagline 'Mero Pahilo Rojai'.



“मेरो पहिलो रोजाइ”

BRAND GUIDELINE

Logo

Improper Logo Usage

Tagline placement



Change of colours



Logo Squeeze



Distracting background



Additional element



Drop shadow



Use gradient



Logo reflection



Logo

Co-Branded Logo Usage



When co-branding, the EMT logo and the partner's logo should be of equal height.

In this case, the EMT logo **without a tagline** "Mero Pahilo Rojai" should be used.



Color Palette

Primary Color

#ce242b
CMYK
17, 100, 100, 0

100

80

60

40

20

In partner-specific posts, incorporating the partner's primary color is acceptable.

Typography

Font Styles

Primary Typeface

Poppins Font Family

Poppins Light

Poppins Regular

Poppins Medium

Poppins Semibold

Poppins Bold

Poppins Extra Bold

Poppins Black

Secondary Typeface

Barlow Condensed Font Family

Barlow Light

Barlow Regular

Barlow Medium

Barlow Semibold

Barlow Bold

Barlow Extra Bold

Barlow Black

**The Company is not binded in font boundaries for campaign special mnemonics*

Typography

Font Size

Heading

Poppins ExtraBold

font size Yx3.236

Sub Heading

Poppins Bold

font size Yx1.618

Body text: This is the
sample text for body text
used for brand guidelines
of Esewa Money Transfer

Poppins Regular

font size Y

Typography

Heading Text

गणेश रेगुलर

Body Text

आकृति रेगुलर
आकृति इटालिक
आकृति बोल्ड

Alternate Typo

Khand लाइट
Khand रेगुलर
Khand मिडियम
Khand सेमिबोल्ड
Khand बोल्ड

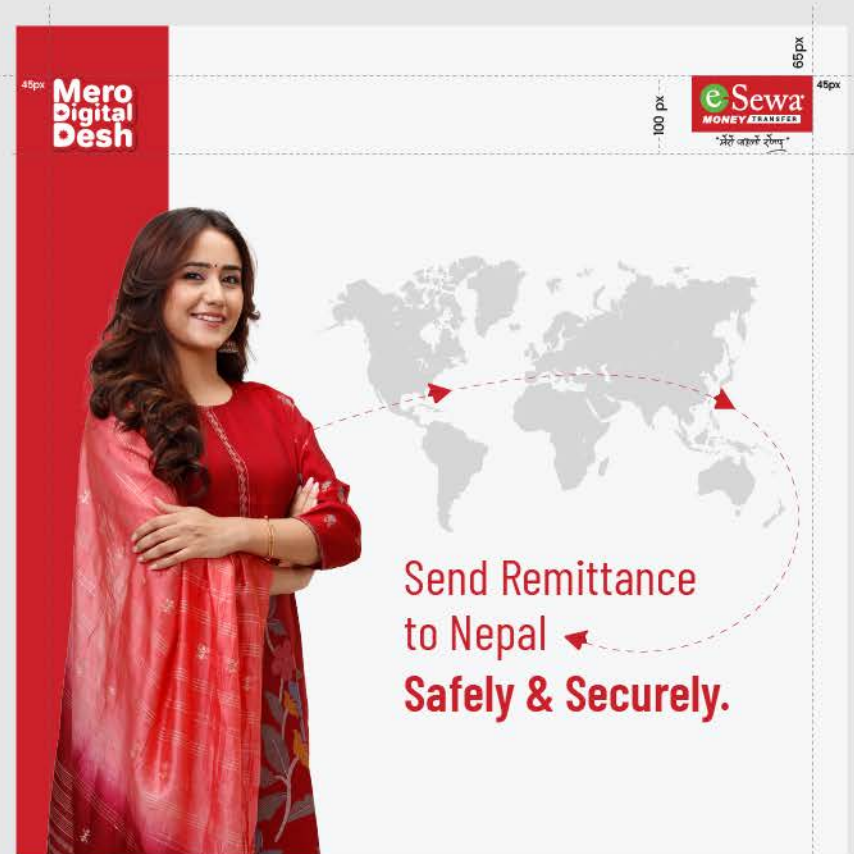
BRAND GUIDELINE

Social Media

Generic



In case of Brand Posts, a Single logo with a tagline "Mero Pahilo Rojai" should be used."



In case of posts relating to bank deposit and eSewa wallet, Mero Digital Desh mnemonic should be used.

BRAND GUIDELINE

Social Media

Co-Branded



In case of partner-specific posts, use logo without the tagline "Mero Pahilo Rojai."

BRAND GUIDELINE

Stationery



BRAND GUIDELINE

Merchandise



BRAND GUIDELINE

Merchandise



BRAND GUIDELINE

Merchandise



BRAND GUIDELINE

BTL



Brand Pictures



Document Version Control

DETAILS

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AUTHOR	KAMANA SHRESTHA, REEMA KHATRI
DESIGNER	GOPAL RAJ NEUPANE
SUPERVISOR	BINOD BHANDARI
APPROVER	AJESH KOIRALA
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DIGITAL FIRST REMITTANCE COMPANY

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