

Guideline for creating **RedBlue Identity** for Rural Fintech's

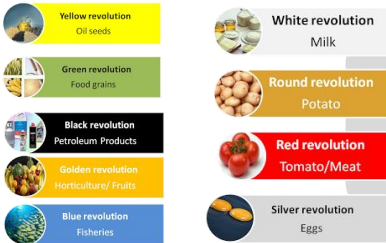


An initiative by Spice Money to bring financial inclusion to Rural India.

What is it ?

RedBlue Revolution is an initiative to create a clear identity for all **Rural Fintech's** by giving the category a name, **Smart Banking Point** & branding them in colors **Red & Blue** to create strong memory hooks. This is being proposed to ensure people can spot a **Rural Fintech Outlet** easily.

In the late 90s, PCOs (Public Call Office) followed the same strategy when they adopted the yellow color to ensure their clear visibility. Across India, PCOs willingly accepted the color code & it became a movement. We intend to do the same with **Rural Fintech's** across India, creating a revolution.



In our country, revolutions have largely been associated with Agriculture & have assisted in increasing our production capacity, helping India keep up with growing demands. **RedBlue Revolution**, in a similar way, will create a social movement around **Rural Fintech's** helping them get a clear identity & visibility for themselves.

What problem does it solve ?

Most rural & semi-urban markets in India have small shops with façades that are not big enough for signage, hence it becomes difficult for a **Rural Fintech** to have a clear identification. Most shops also deal in other products & services leading to poor visibility of banking, financial & digital products.

Once the **Smart Banking Point** sign & Red Blue paint is done on the exterior, the shop will become clearly visible to the customers looking for these services. In the long run, it will help establish the identity leading to more footfall & business for the **Rural Player**.

Who can participate ?

Every Rural Fintech in India that provides Banking & Digital services, irrespective of the brand/company he or she works with, can participate in **RedBlue Revolution**. You can name your store **Smart Banking Point**, put up a RedBlue flag & color your store's façade in Red & Blue as per the defined guideline.

How is it going to benefit my business & my community ?

If you are a **Rural Player**, you are already doing a great job of helping your customers & community solve their banking-related problems. This activity will help you establish a clear & unique identity as a local banking partner for end consumers.

This will help you get **more footfall** in your shop which means **more business**.

It also helps your customers spot your shop easily & not get hassled searching for the place for their banking & digital requirements.



Why Red & Blue colors ?

Each color has its own emotion & effect & we have chosen these colors after a lot of internal research. **Red is known as the color of growth & energy** whereas **Blue is the color of trust & safety**. As entrepreneurs in the Banking sector, we understand that while you are working tirelessly to grow, you are equally focused on the safety of each transaction.

Besides, the combination of red & blue looks very eye-catching & will help your store get visibility from a distance even in a cluttered space. Better visibility leads to more footfall in store.

RED : Growth & Energy

BLUE : Trust & Safety

How do I start? What are the elements required? What are the steps?

There are three elements to this activity.

1. **Shop Painting (Red & Blue)**
2. **Signage (Smart Banking Point)**
3. **Red & Blue Flag**

Visit redbluerevolution.com to download all design assets

1. Shop Painting

Guidelines :

1. Please see the color codes provided here that can be bought from the local market. If you are not able to get the exact shade, kindly get a shade closest to the one mentioned here & paint the same as per the guideline.
2. Paint the left half in Red & right half in the Blue shade (when facing the outlet). Please ensure that the entire shop front façade is painted in both colors in equally half measures.
3. If due to certain reasons you only have the feasibility to paint one side of the wall of your shop, please ensure that you follow the thumb rule: **Red for left & Blue for right** (when you are facing the shop).
4. If space permits, please clearly write your core services on both sides of the pillar as shown in the image. The highlighted services are:
 - **AePS** ● **Money Transfer** ● **Bill Payment & Recharge**
 - **Mini ATM** ● **Ticket Booking** ● **Loan Collection**
5. If your shop has no wall area but availability of shutter, then you can paint the shutter in the same way you would paint the wall (Red for left & Blue for right).

Color Codes

Shalimar
Liberty Blue AP160-2
Patriot Blue AP160-1
Sashay Red AP156-1
Cotillion Red AP156-2

Nerolac
Columbine Blue 2363
Coraline Red 2154
Adventure Red 2189

Asian Paints
Ultramarine Blue 5002
Code Red X120

Berger Paints
5A0418 Bolt of Blue
5A2802 Universal Blue
5A0420 Energized Blue
1A1994 Spanish Kiss

2. Signage

Smart Banking Point signage can be printed at your end. It mentions all the key services that a **Rural Fintech** deals in. It is greatly helpful in creating strong visibility of the store along with clearly highlighting the important services. The lower part can have the official or, the registered name of the shop.

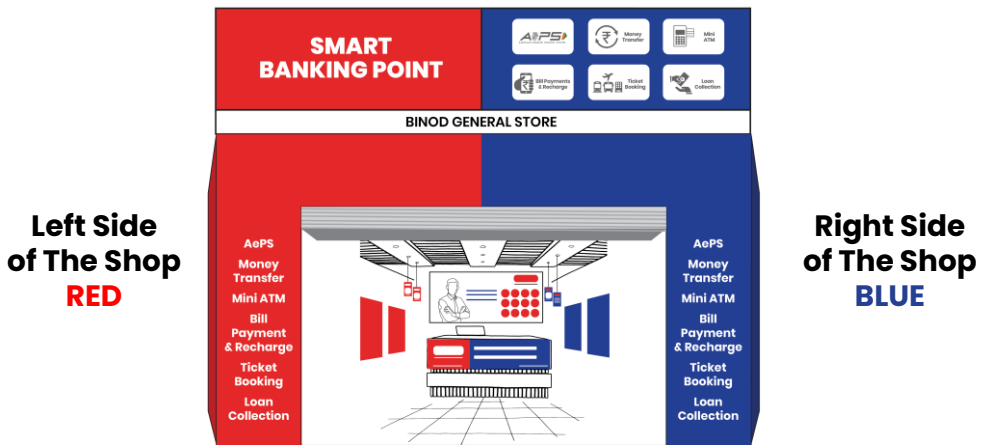


3. Red & Blue Flag

If the shop is in a crowded market where signage or front wall paint has limited visibility, a Red & Blue flag will greatly help in navigating people towards a **Rural Fintech** outlet.



How should the shop finally look after all this effort?



What are the timelines? How do I get visibility for my shop?

The ideal timeline is to complete your shop painting by 15th August 2022, in order to celebrate India's 75th Independence Day with a new identity for our **Rural Fintech's**. In case you miss this timeline, you may do it at a later date as well. We must finish the exercise in August, so we can welcome the festive season with a new look.

Do share your refreshed shop images on social media with the hashtag **#RedBlueRevolution**.

You can also send your images to redblue@spicemoney.com for an opportunity to win prizes.

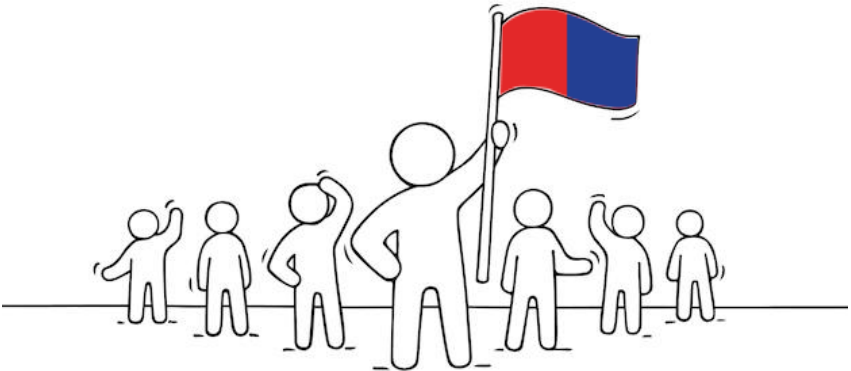
Gallery



Be a part of the RedBlue Revolution.

An initiative to bring financial inclusion to Rural India.

End of Guideline



#RedBlueRevolution