KHALTI BRANDMARK GUIDE

Khalti Digital Wallet

GUIDELINE

Khalti Identity

How to use Khalti Logo

- Clear Space
- White Logo
- Max/min Sizes

How NOT to use Khalti Logo

Color Codes

KHALTI IDENTITY

Our logo is the most visible element of our identity—a universal signature across all Khalti communications. It's a guarantee of quality that unites our diverse products and services.

We use the same version in print, on screen, and on the side of our buildings. It's simple. Easy to understand. No drop shadows, no glossy reflections, no flashy graphic effects.

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HOW TO USE KHALTI LOGO - CLEAR SPACE

Follow the guide given while using Khalti Logo, It must have **clear space** on all sides around the logo

Clear space around the logo maximizes visibility and impact. It lets the logo clearly stand out no matter where it is used.

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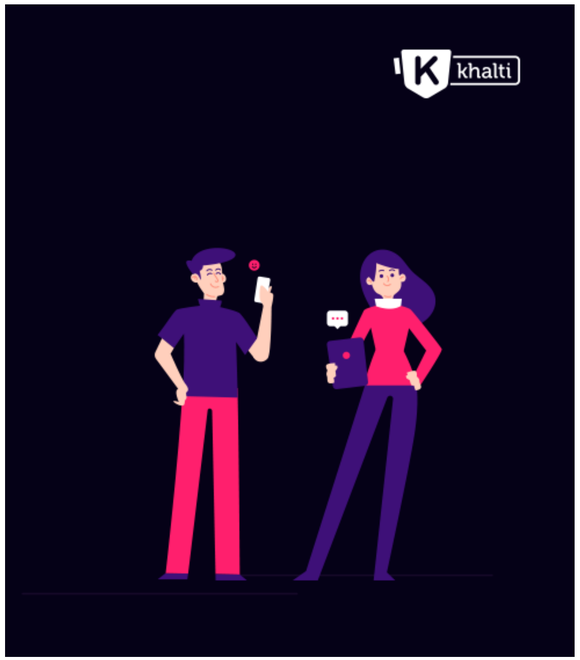
HOW TO USE KHALTI LOGO - WHITE LOGO

Utilized for dark color background or dark colored images



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HOW TO USE KHALTI - MAX / MIN SIZES

There are no pre-determined sizes for the Khalti logo. Scale and proportion should be determined by the available **space**, **aesthetics**, **function** and **visibility**. There is no preset maximum size for the logo.

When there is need of using minimum size of the logo, ‘pocket’ icon, can be used. However, ‘**Khalti Digital Wallet**’ or ‘**khalti.com**' should be mentioned and should be visible.

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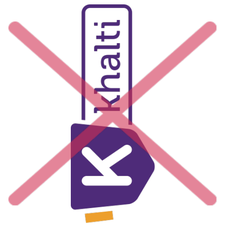
HOW NOT TO USE KHALTI

DO NOT rearrange logo elements

DO NOT apply or change the color

DO NOT outline



DO NOT rotate

DO NOT distort or squeeze

DO NOT add drop shadows or glow effects

DO NOT use color logo on a black or dark background.

DO NOT use the logo on a background without sufficient contrast.

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Color Codes

COLOR CODES

Our Logo colors are purple and orange. These two colors are also used as Khalti primary colors to create maximum contrast and visibility.

These should be present on all Khalti communications. The magenta hues and the darker purple are complimentary colors and should be used mainly on digital applications.