




Brand Identity Guidelines



Any application that carries the Jana Small Finance Bank (Jana SFB) logo, no matter how small, says something about our brand.

We need to ensure that different communication channels work together seamlessly to create and sustain the brand image we want. We can do this by following these Brand Identity Guidelines.

intro duction



INTRODUCTION

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1.01.00

About Jana Small Finance Bank

Jana Small Finance Bank, erstwhile Janalakshmi Financial Services, is one of the 10 financial institutions which had received in-principal approval from RBI for setting up a Small Finance Bank in 2015.

Established in Bengaluru in 2008, it was the largest Micro Finance Institution (MFI) in India, and was recognized globally as one of the world's innovative financial institutions working on the problem of financial inclusion.

Jana Small Finance Bank is deeply committed to financial inclusion through savings and deposit accounts, loan programs, financial education and outreach programs and has proudly served millions of customers across the country.

Jana Small Finance Bank received final banking license in April 2017 and started banking operations on March 28, 2018. Jana Small Finance Bank's vision is to become the leading inclusive digitized bank serving all customer segments and communities of an aspirational India.

The bank has deep domain expertise in banking and financial services with the senior management team having 25+ years of average experience in banking sector. Its current employee strength is of 15,000.

By end of 2019, Jana Small Finance Bank's 500 branches will be operational in 19 states, post conversion of majority of its micro finance storefronts into bank branches.

1.01.01

Vision, Mission and Values of Jana SFB

Vision:

Vision: To Be the leading digitized bank of an aspirational India serving all customers and communities.

Mission and Purpose:

To be the trusted and inclusive bank with consistently high standards of performance, compliance and work culture.

Values:



Honesty



Discipline



Respect



Service

1.02.00

About Brand Identity Guidelines

The visual identity of the Jana SFB brand is implemented across applications, in different geographies and by a number of different people. By following the guidelines laid down in this book, we will ensure that the Jana SFB brand is always larger than both, the channel through which it is deployed and the individual who implements it. By consistently applying the visual identity, we will create a strong, coherent and memorable brand image that is larger than the sum of its parts.

How to use these Identity Guidelines

The guidelines set down in this book cover every aspect of visual communication for the Jana SFB brand. There are two broad categories of guidelines:

The imperatives

These guidelines refer to the core elements of Jana SFB's visual design policy and must be adhered to strictly. For instance, rules relating to proportions, isolation zones, colours etc.

The recommendations

Across applications, recommendations are provided that are in keeping with the basic tenets of the design policy. These should be followed as far as possible. However, these are intended to encourage creativity, not constrain it. It is for these reasons that type sizes and layouts for applications like advertising are left to the discretion of the concerned agency.

Regular audits must be carried out to ensure that the integrity of the Jana SFB visual identity is maintained across interfaces and branches. Without regular monitoring, the brand's visual identity may be diluted through careless implementation. What seem like small discrepancies accumulate and magnify if not corrected on time. If left unattended, these will ultimately create undesirable and unwarranted demands on resources, energy and time.

What does a Brand Audit include?

A Brand Audit covers all points of communication between the brand and its audiences. For instance, all material seen by customers, whether in the form of letters, direct mailers, advertising, etc. must be reviewed across companies and branches. This must encompass the entire life-cycle of customer communication, from prospects to active customers to dissatisfied people who switch brands.

If Jana SFB is to be a truly holistic, 360 degree brand, it is recommended that in addition to a design audit, Brand Audits must also include service audits that review communication through channels like service staff, call centres and marketing personnel.

All interfaces must be checked for consistency of the visual identity and adherence to prescribed guidelines. While a centralised lab can be set up to examine different material and develop a consolidated report, it is imperative that each audit involves on-site reports from the field.

How often should Brand Audits be carried out?

It is recommended that evaluation of brand communication within a city must be done every 6 months. A pan-India audit must be carried out annually.

Audits should be undertaken by independent agencies that are NOT involved in the implementation of the brand identity.

Alignment of type

Positioning of successive lines of type. Alignment of type usually follows one of four arrangements.

Box setting / Justified

Type is aligned on both left and right sides. Hyphenation is essential in all box settings.

Left aligned

Successive lines of type align along the left margin, but remain free along the right margin. The words along the right margin may or may not be hyphenated.

Centred

Successive lines of type are arranged symmetrically along a central axis. Hyphenation is not recommended.

Right aligned

Successive lines of type align along the right margin but remain free along the left margin.

Baseline

The line on which the X height of the type, or capital letters, sit.

Bleed

When the printed area extends to the edge of the paper.

Non Bleed

When the printed area does not extend to the trimmed edge of the page.

Font

A typeface or specific lettering style which is identifiable by name. A font family has the same typeface in different weights, with italic versions as well.

Hyphenation

The insertion of hyphens breaking words along the right margin of a column of type.

Logo

Specially designed symbol that works as a trademark for the company and is the company's signature or mnemonic for identification.

Leading

The space between two lines of type measured from baseline to baseline.

Letter space

The space between two individual letters or characters of type.

Logotype

Specially designed lettering style, which forms the Corporate Signature.

Master Art

The original authorised version from which any item is to be reproduced or printed. Master Art of the Jana SFB logo will be provided in the CD accompanying the manual.

Paper: coated and uncoated

Coated and uncoated paper is also commonly known as Art Paper. Smooth in texture, It is suitable for print-based applications like brochures and catalogues that use multi-colour printing with photographs, etc. Uncoated paper is rougher, without any coating, and is suitable for use in stationery, business forms, etc.

Paper: GSM

Gsm (grams per square metre) is the unit of weight of paper stock.

Point

Smallest unit for measuring type. 12 points (pts) make a pica. Every setting of type has to have a specified point size which is a measure of the size of the type being typeset. The two main printing processes likely to be used are offset and silkscreen. As far as possible, offset is preferable to silkscreen in the printing of stationery and other print-based applications. Silkscreen is only recommended in the case of visiting cards if the requirement is very small.

Reverse

When an element, either typographic or pictorial, prints in white (paper colour) on a background colour, it is said to print in reverse.

Rule

Refers to a line (not of text) drawn or typeset. As in the case of fonts, rules can be of different weights or thicknesses usually measured in points.

Type weight

Refers to the thickness of the letters of a typeface or font. Many font families include light, regular, bold and extra bold weights of their typefaces.

Upper case

Capital letters, e.g. ABCD...

Lower case

Small letters, e.g. abcd...

Upper and lower case

(u & lc) e.g. Abcd... Combination of capital and small letters, used in regular text.

the Jana SFB

visual identity



VISUAL IDENTITY

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What is visual identity and why is it important for our brand?

For a brand to be successful, it must build enduring relationships with its different audiences. Integral to this relationship is the visual image that the consumer carries of the brand in his/her mind.

He/she recognises the image, is reassured by it and links it inextricably to the values and services expected from the brand.

This brand image is created through the consistent application of a carefully developed visual identity. This identity helps distinguish itself in a cluttered market - allowing us to be visible in a purposeful way in all kinds of applications. Our brand's visual identity helps create instant recall of the brand and strengthens the relationships that our audiences have with us. Any dilution of this visual identity creates confusion and leads to results that are disappointing, not in keeping with brand strategy or worse, weaken the protection of our brand's trademark.

The elements of our visual identity

It is important to understand that regardless of how the brand's marketing and positioning strategy evolves over time, these core elements of the visual identity will remain constant.

In fact, as with all enduring visual identities, the elements of our visual identity have been designed to communicate the core values of our brand. Thus, while styles of ephemeral communication like advertising campaigns or marketing literature may vary from time to time in the brand's life, the visual identity does not.

The following sections discuss the core elements in greater detail.

The Jana SFB visual identity has different elements that work together to create a strong and consistent identity for our brand. The most important of these are:

- [The Jana SFB logo](#)
- [The Jana SFB colour palette](#)
- [The Jana SFB typographical style](#)

2.02.00

The Jana SFB Logo



The Jana SFB logo comprises of two core elements:

The 'J' symbol

This symbol consists of the letter 'J,' that in turn incorporates two more elements: abstract building shapes and human figures.

The Jana logotype

The uppercase lettering was deliberately chosen to exude confidence and come across as an organisation that is rich in knowledge. The chamfered edges make it smart and contemporary.

The use of the symbol and wordmark without each other is also permitted but this must be done with care so as not to impact recall of the whole brand identity.

2.03.00

What the Logo Stands for



Jana SFB logo

The core elements of the logo reflect Jana SFB's work: they are about **CONNECTING PEOPLE** and **PLACE**, with all three words being equally important.

The logo is relevant to all the customer segments that the bank targets including both, the underserved as well as those who have already 'arrived' financially. The bank intends to provide a platform for both, **JOURNEYS** of our customer, as well as **CONNECTIONS** between our customers - not just in their own groups but also across different social groups. The bank also hopes to fulfill the customers' need for a sense of community.

Hence, the **LINES** of the logo reflect these **JOURNEYS** and **CONNECTIONS**.

The lines also reflect the spirit of the company in another manner: no line can ever be drawn without effort and initiative by individuals, to walk their individual journeys or make the connections between people.

The lines are therefore a crucial visual element: they are visual extensions of the handwritten stories of real people impacted by the work of Jana SFB, and of the networks of connections being facilitated by Jana SFB. Derived from stories and connections, they form the graphic element for all communication.

2.04.00

Logo Proportions & Size



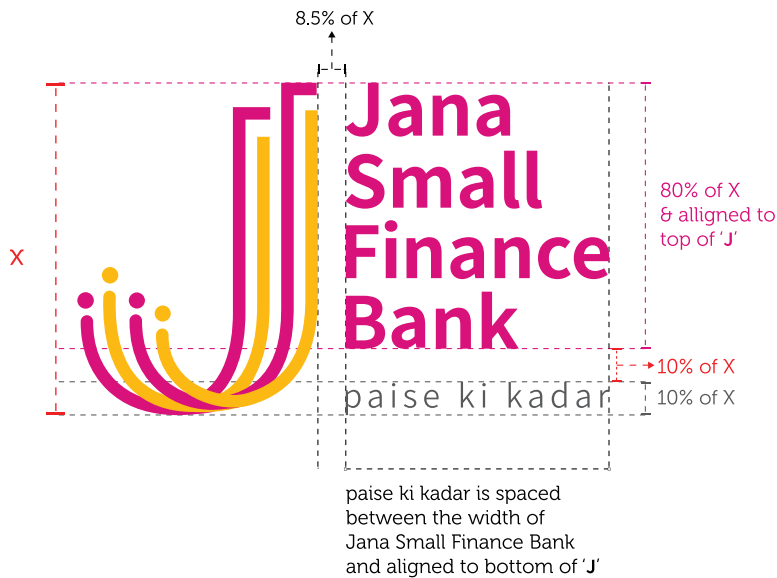
Horizontal Proportions

The height of Jana Small Finance Bank is 66.5% of X and is vertically center aligned to X. The gap between J and Jana Small Finance Bank is measured at 15% of X. Paise ki Kadar is written in lowercase and is spaced between E and K from the above 'Jana Small Finance Bank'.

'Jana Small Finance Bank' is written in complete uppercase. The Gap between Jana small finance bank and Paise Ki Kadar is measured at 10% of X and the total height of Paise ki Kadar is 29% of X.

2.04.00

Logo Proportions & Size



Vertical Proportions

All the proportions within the logo has been mapped to the J symbol. The height of J is taken as X and the height of Jana Small Finance Bank equates to 80% of X . The first letters of Jana Small Finance Bank are in uppercase while the rest of the individual words are in lowercase. The distance between J and JSFB is measured at 8.5% of X. 'paise ki kadar' is written in lowercase and the gap between JSFB and paise ki kadar and JSFB is at 10% of X.

The height of Paise ki kadar is also measured at the same 10% of X.

Paise ki kadar is spaced between the width of Jana Small Finance Bank and aligned to the bottom of J

Size

Vertical:

The vertical logo should not be less than 40mm in height.

Horizontal:

The minimum size of the logo without the sign off line should not be less than 30mm width and with the sign off line 'paise ki kadar' it should not be less than 50mm width.

2.05.00

Logo Master



There are 2 variations of the master logo. One is with the sign-off line 'paise ki kadar' and the other is without the sign-off line.

The usage of the sign-off line logo is restricted to only customer facing communication viz. films, press ads & releases and various other marketing collaterals only.

2.06.00

Logo Master Stacked



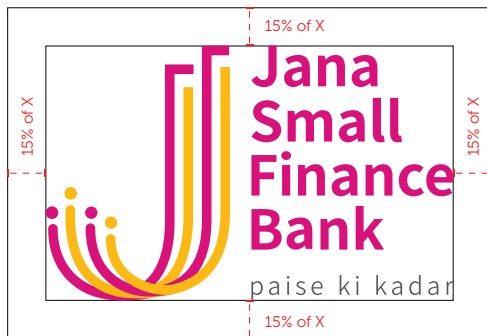
The master logo should always be used in the first instance. However, in situations where the master logo may not be suitable, a stacked version of the logo has been developed to use as an alternative. A stacked logo may be used:

- when print communication requires a logo less than 35 mm in width
- when the Jana SFB logo appears with other logos in a co-branding situation
- for narrow advertising columns in digital media applications where space is limited
- for certain stationery items and forms basis the space availability

The stacked version is not to be used as an alternative to the master logo in standard applications.

2.07.00

Proportions & Exclusion Zone



Proportions

As far as possible, the Jana SFB logo should be reproduced using an electronic artwork. However, in rare manual applications, the proportions should follow the grid indicated above.

Exclusion zone

An exclusion zone is indicative of the clear space to be left around the logo. Any active, extraneous element in this zone will interfere with the impact of the logo.

For the horizontal logo unit the exclusion zone is 30% of X on all sides and for the vertical logo unit the exclusion zone is 15% of X on all side.

2.08.00

Logo in Greyscale

Jana SFB logo in greyscale



Jana SFB logo in greyscale reverse



Jana SFB logo in single colour



Jana SFB logo in single colour reverse



The logo should be used in its brand colour palette as far as possible. However, in applications where colour reproduction is not possible, as in the case of black and white newspaper ads, the logo can be used in either of the greyscale versions shown alongside.

JANA BLACK

Black - 100%

JANA GREY

Black - 50%

2.09.00

Logo Against Various Colours

Jana SFB logo on white background



Jana SFB logo against Jana Pink



Jana SFB logo against light colours



Jana SFB logo on silver background



Jana SFB logo on four colour background



Jana SFB logo on black background



As far as possible, the Jana SFB logo must appear on white, Jana Pink, or Jana Yellow background. The permitted versions of the logo are shown here.

Against light/dark/metallic backgrounds:

Metallic background: This is permissible only if the grey value of the background is less than 10%. Care must be taken to ensure that there is sufficient differentiation between the logo and the background.

Light/Dark background: This is permissible only if there is sufficient differentiation between the logo and the background.

Four colour backgrounds:

Using the logo on photographs and other four colour images is permitted, although this should be avoided as far as possible. Care must be taken to ensure that the colours of the background do not clash or merge with the logo.

2.09.00

Stack Logo Against Various Colours

Jana SFB logo on white background



Jana SFB logo against Jana Pink



Jana SFB logo against light colours



Jana SFB logo on silver background



Jana SFB logo on four colour background



Jana SFB logo on black background



2.10.00

Single Colour Logo



As far as possible, the single colour Jana SFB logo (in Jana Pink) must appear on white. The permitted versions of the other variant single color logo are shown here.

2.11.00

Examples of Misuse



DO NOT

Use the Jana SFB logo against a background that doesn't sufficiently contrast the Jana Pink or Jana Yellow.



DO NOT

Alter the Jana SFB logo in any manner.



DO NOT

Attempt to typeset or re-create the Jana SFB logo.



DO NOT

Replace the font used for Jana SFB logo.



DO NOT

Used LTD along with Jana SFB logo.

2.12.00

3D Version of the Logo

The logo for Jana Small Finance Bank is displayed in white on a solid pink rectangular background. It features a stylized 'J' icon on the left, composed of several vertical lines of varying heights that curve at the bottom. To the right of the icon, the text 'JANA SMALL FINANCE BANK' is written in a bold, uppercase, sans-serif font.

The 3D version of the Jana SFB logo can be laser cut brushed aluminium metal. The edges should be sharp, without any bevel.

In case of acrylic and other materials the logo is to follow the brand colours.

2.13.00

Symbol as Watermark



Logo as watermark on
Jana Pink

Magenta - 70%



Logo as watermark on
Jana Yellow

Magenta - 10%

Yellow - 100%



Logo as watermark on a white
background

Light - 8% black

Dark - 15% black

The Jana SFB symbol watermark serves as a subtle yet powerful branding device.

As far as possible, the use of the watermark should be restricted to white and Jana Pink/Yellow backgrounds. On a white background, the watermark must only be used in greyscale as shown on this page. No other colour variations are permitted.

Process colours have deliberately been specified for watermarks. These tend to give better results than using tints of Pantone matching shades. This is particularly true in the case of the watermark on the Jana Pink background shown above.

2.14.00

Cropping the Symbol



Permissible tight crop of the logo. Do not crop tighter than specified.



Permissible tight crop of the logo. Do not crop tighter than specified.

Cropping the Jana SFB logo is allowed as long as it follows the permitted crop shown above. On no account should the logo be cropped closer than this. The logo should only be cropped when used as a graphic element.

2.16.00

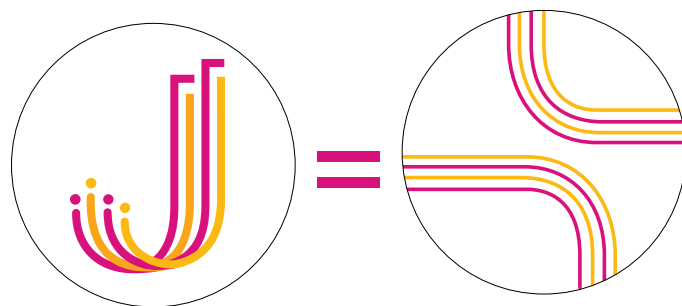
Symbol as Graphic Element

Use of the logo symbol as a graphic element helps reinforce the identity.

The simple connecting lines derived from the logo symbol is used as metaphor that symbolises the connection with everyone - the customers, the employees, the regulators and the policy makers.

They also form a thread of narration for any visual communication connected to the brand. The simple lines have been given a versatile treatment for the brand, although they still stick to their basic form and form a line of continuation.

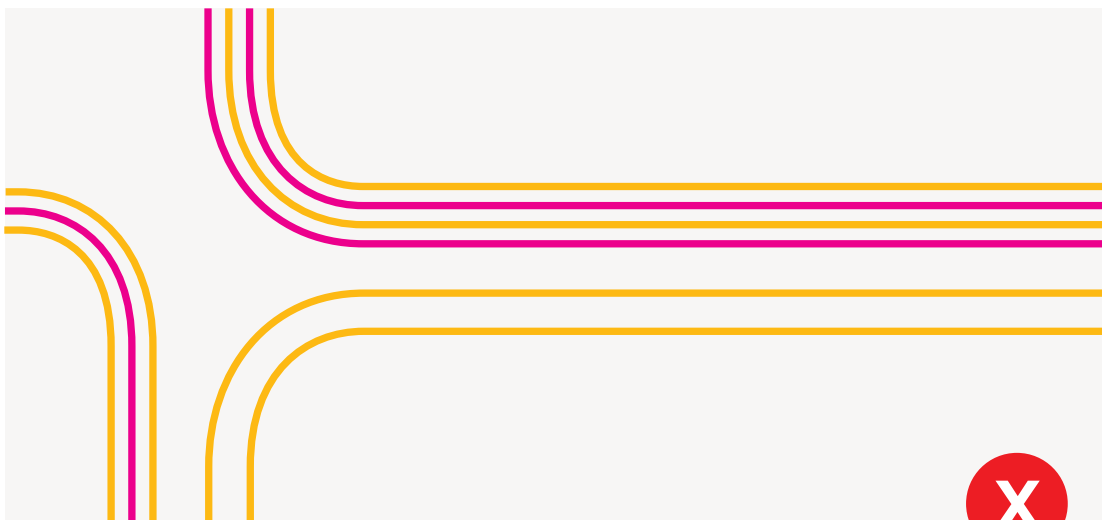
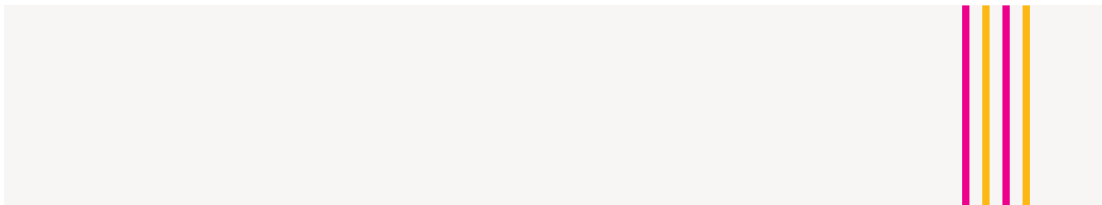
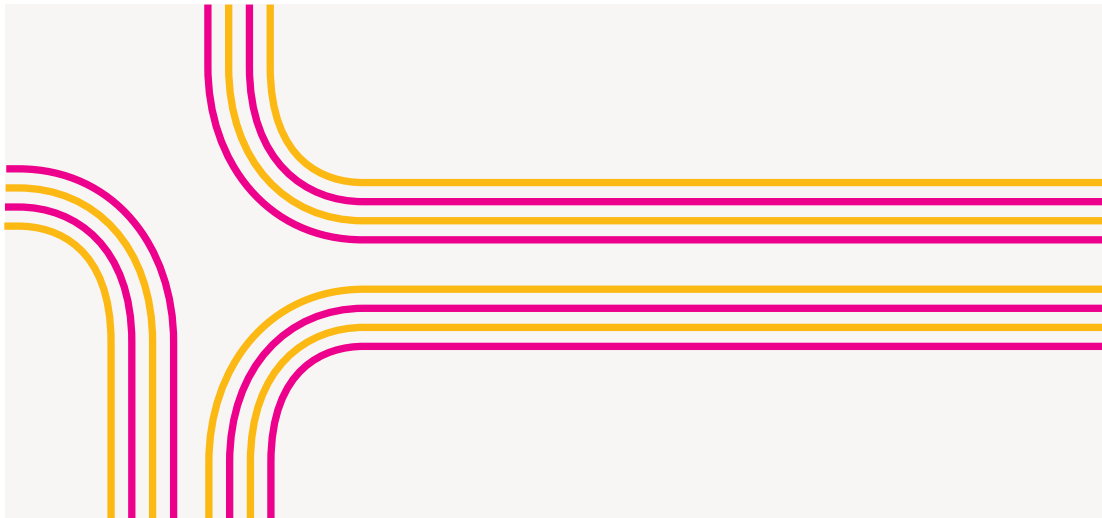
The lines are also an extension of the logo and they epitomise how Jana as an organisation has helped millions of people achieve their dreams. In other words, the lines symbolise fingers of a helping hand that reach out to those in need of it.



2.16.00

Symbol as Graphic Element

The lines in the Jana Pink/Yellow colours.



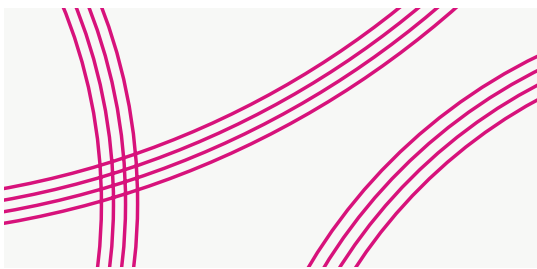
The number of lines need to be same (four) across, for a uniform look.

2.16.00

Symbol as Graphic Element



The same lines have been rendered in a more rounded form using the Jana Pink and Jana Yellow. It can come in a number of colour combinations as shown below.



All lines in Jana Pink



All lines in Jana Yellow

2.16.00

Symbol as Graphic Element



Lines in Jana Pink against Jana Yellow Background



Lines in Jana Pink and White against Jana Yellow Background



Lines in Jana Yellow against Jana Pink Background



Lines in Jana Yellow and White against Jana Pink Background

2.17.00

The Jana SFB Colour Palette

The Jana colour palette has been carefully selected to complement the core brand colours. The indicated palette, when used across collaterals, creates a memorable, unified brand presence.

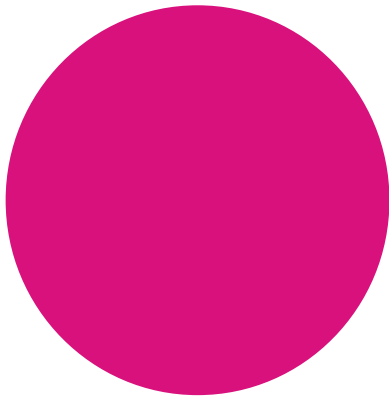
2.17.01

Primary Colour Palette

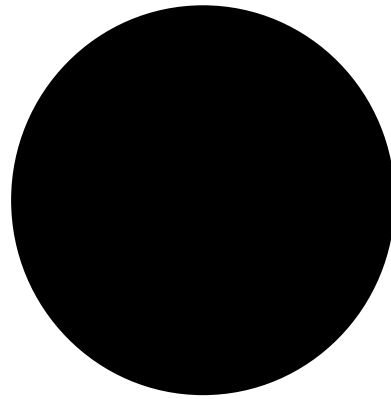
The primary colour palette comprises Jana Pink, Jana Yellow and Jana Black.

The Jana Pink represents compassion, nurturance and hope. The Jana Yellow stands for knowledge, upliftment and happiness.

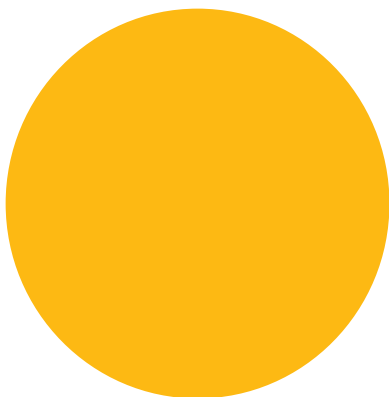
The Jana SFB logo never appears in any other colour. In single colour applications, the logo must appear only in greyscale as shown in this manual.



For Jana Pink
Use Pantone® 226 C
C 10 M 100 Y 15 K 0
R 216 G 16 B 124



For Jana Black
Use Pantone® Black C
C 0 M 0 Y 0 K 100
R 0 G 0 B 0

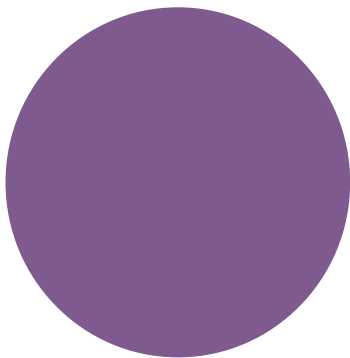


For Jana Yellow
Use Pantone® 1235 C
C 0 M 30 Y 100 K 0
R 251 G 186 B 0

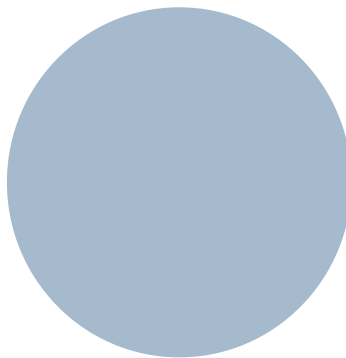
2.17.02

Secondary Colour Palette

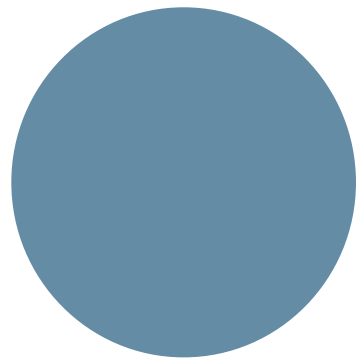
The secondary Jana colours complement the main Jana colours. The palette is more subtle in nature and lets the main colours stand out distinctively, so as not to draw attention away from the main communication.



For Jana Purple
Use Pantone® P 92-5 C
C 60 M 75 Y 20 K 0
R 129 G 83 B 138



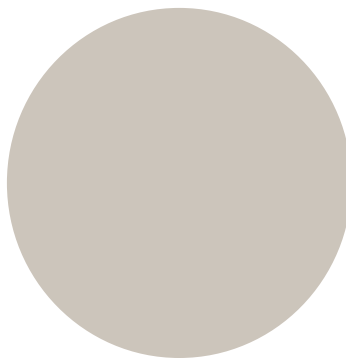
For Jana Light Blue
Use Pantone® P 111-9 C
C 20 M 05 Y 0 K 20
R 181 G 197 B 212



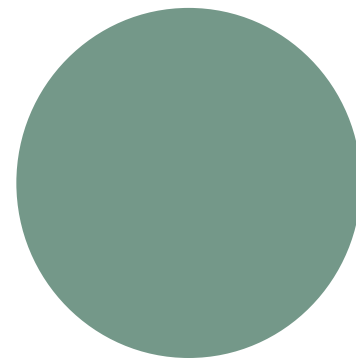
For Jana Dark Blue
Use Pantone® P 111-12 C
C 60 M 30 Y 20 K 10
R 107 G 145 B 171



For Jana Beige
Use Pantone® P 13-1 C
C 10 M 10 Y 15 K 0
R 234 G 227 B 218



For Jana Dark Beige
Use Pantone® P 434 U
C 15 M 15 Y 20 K 5
R 204 G 197 B 187



For Jana Green
Use Pantone® P 138-12 C
C 60 M 30 Y 50 K 0
R 119 G 153 B 136

Colour Specifications

Warning!

This document has been printed digitally and therefore the colours on these pages may not be an accurate representation. Please use the Pantone® swatches for colour matching.

Colour matching

The Pantone® references should be used to match for correct reproduction of the primary colours by a professional printer. These standards are included in the current edition of the 'Pantone® Colour Formula Guide 1000.'

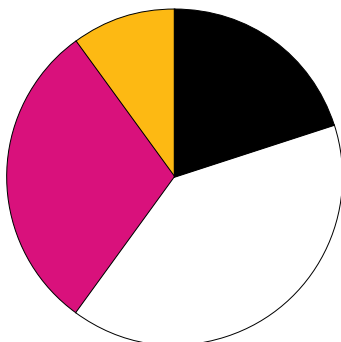
Coated colour swatches should be the master colour reference for all colour matching. Uncoated colour references have been selected for more desirable colour reproduction on uncoated materials.

Process (CMYK) colour printing

Custom CMYK colour breakdowns have been selected to provide the best possible starting point for process colour reproduction. Wherever possible, these values should be adjusted for the closest match to their respective Pantone® colour swatches.

On-screen colour

RGB and hexadecimal colour breakdowns have been selected for on-screen applications.

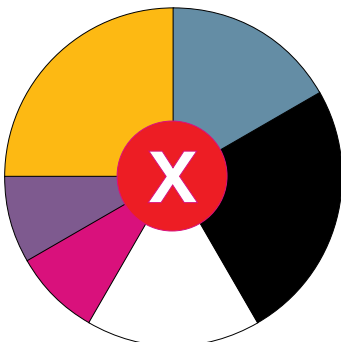


Jana's colours

There are 9 Jana colours (three primary + 6 secondary) General guidance in proportions is provided in the colour wheels on this page.

Using colours together

Within an application, colours may switch in order to divide sections or topics of communication (as employed in the guidelines document). When using the colours in this way, there should always be a clear and simple logic for the changing of the colours within the application.



Do not allow several colours to be seen together on the same page, unless it's a part of an illustration in the Jana icon style.

2.18.00

Email Signature PowerPoint Template and Word Template

Ajay Kanwal

MD & Chief Executive Officer

Jana Small Finance Bank Ltd.

The Fairway, Ground & First Floor,
Survey No 10/1, 11/2 & 12/2B,
Off Domlur, Koramangla Inner Ring Road,
Behind Dell, Next to Embassy Golf Links Business Park,
Challaghatta, Bangalore-560071

M +91 XXXXX XXXXX | T 080 YYYY YYYY | E ZZZZZZ
www.janabank.com | [Facebook](#) | [Twitter](#) | [LinkedIn](#)

Name and Company Name

Calibri Bold
Size 11 pts
Line spacing 12 pt

Designation

Calibri Light
Size 11 pts
Line spacing 12 pt

Address and contact details

Calibri Light
Size 11 pts
Line spacing 12 pt

Colours

Jana Pink, Jana Black & Default
Hyperlink Blue

Hyperlink

Company Website:
<http://www.janabank.com/>

Facebook:
<https://www.facebook.com/janabankonline/>

Twitter:
<https://twitter.com/janabank>

LinkedIn:
<http://www.linkedin.com/company/jana-small-financebank/>

2.18.01

PowerPoint Template

Title Slide



Title

Date

Sub Title

byline



Jana Small Finance Bank
paise ki kadar

Section Breaker Slide



Slide Breaker/Section Header

byline



Jana Small Finance Bank
paise ki kadar

Bar and Pie Chart Representation



Graph and Chart



Jana Small Finance Bank
paise ki kadar

Bar Graph

Chart title



Category	Series 1	Series 2	Series 3
Category 1	4.5	2.5	2.0
Category 2	2.5	4.5	2.0
Category 3	3.5	1.8	3.0
Category 4	4.5	2.8	5.0

■ Series 1 ■ Series 2 ■ Series 3

Pie Chart

Chart Title



Part	Value
1st Part	2
2nd Part	2
3rd Part	3
4th Part	3
5th Part	7


• 1st Part • 2nd Part • 3rd Part • 4th Part • 5th Part

2.18.02

PowerPoint Template

Table Representation

Tables



Style 1

title	title	title	title	title
content				

Style 2

title	title	title	title	title

Thank You Slide



Thank You

Full page image style

Slide Title



With Full Background Image

2.18.01

Word Template

Greyscale

Cover Page



Continuation Page



Colour

Cover Page



Continuation Page



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2.19.00

Data Representation

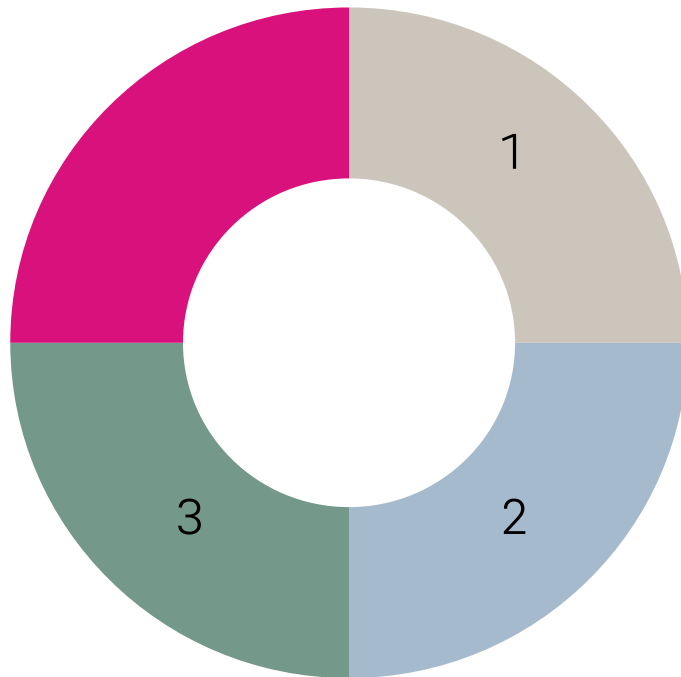
The Jana data representation underlines a distinct, consistent visual language for the presentation of data. The standard tools such as pie charts, bar graphs, pyramid charts and flow charts have been treated with Jana colours, rounded edges and the Jana lines to reinforce the brand.

We've set out the way colours must be used in charts: the system ranges from using one colour to a maximum of ten.

Jana Pink can be used anywhere within the colour spectrum, however it should only be used to represent Jana data.

Hero chart

These set of colours should only be used when comparing Jana with a maximum of three pieces of data. This chart style should never be used without including Jana.



Colour usage order

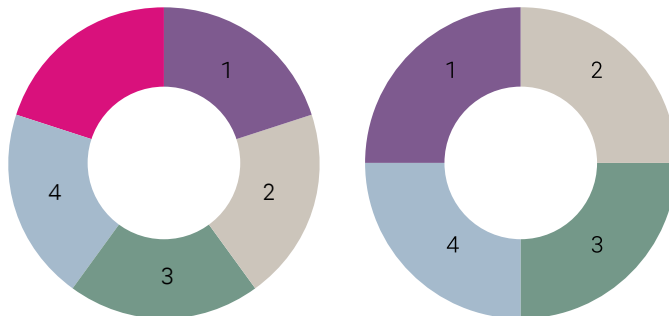
Jana Pink, Jana Dark Beige, Jana Light Blue and Jana Green.

Low data chart

These set of colours should be used for charts with upto four pieces of data (plus Jana Pink to represent Jana, if needed).

Colour usage order

Jana Purple, Jana Dark Beige, Jana Green and Jana Light Blue.



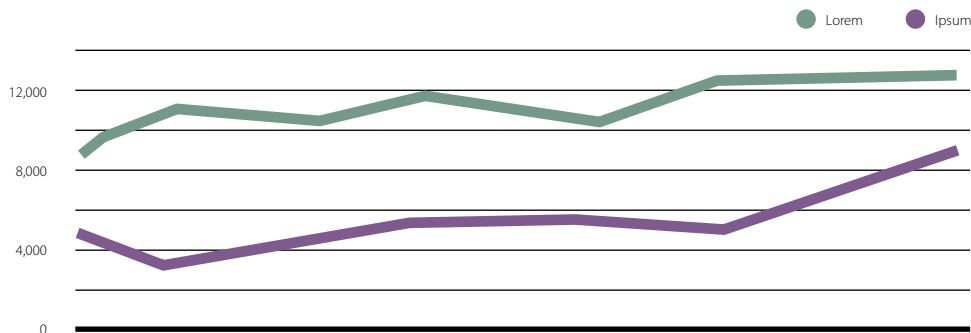


Heavy data

These set of colours should be used for charts with upto seven pieces of data (plus Jana Pink to represent Jana, if needed).

Colour usage order

Jana Purple, Jana Dark Blue, Jana Light Blue, Jana Green, Jana Dark Beige, Jana Black and Jana Yellow.



Charts

They should always be easy and simple to decode as they are important visual tools for Jana SFB. This page shows how to match colours with charts.

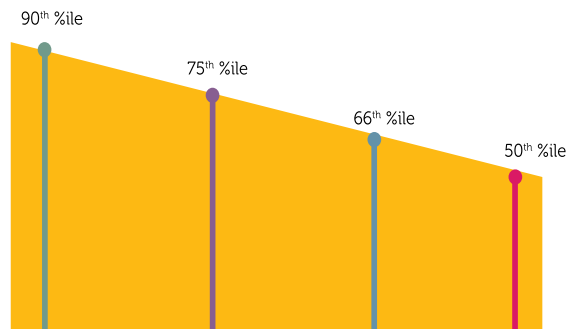
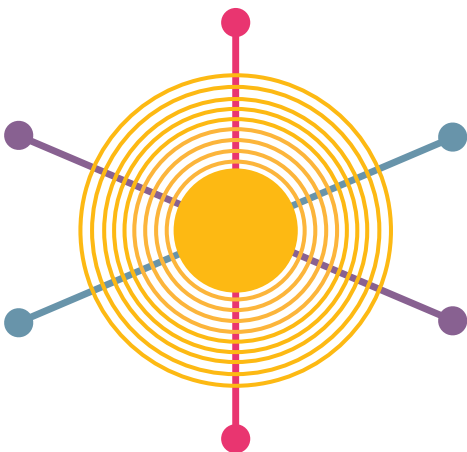
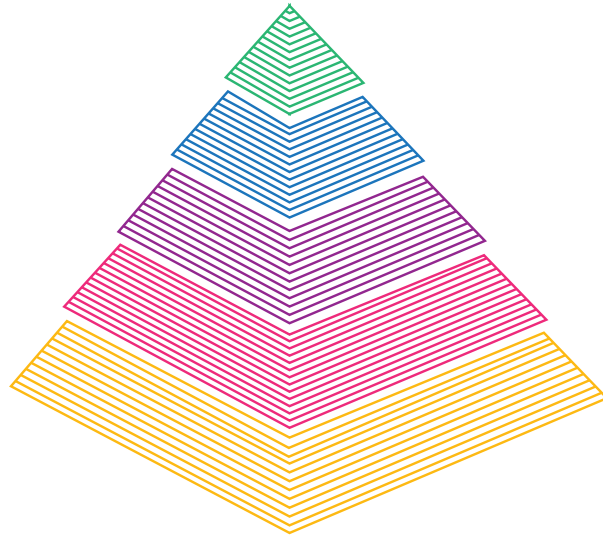
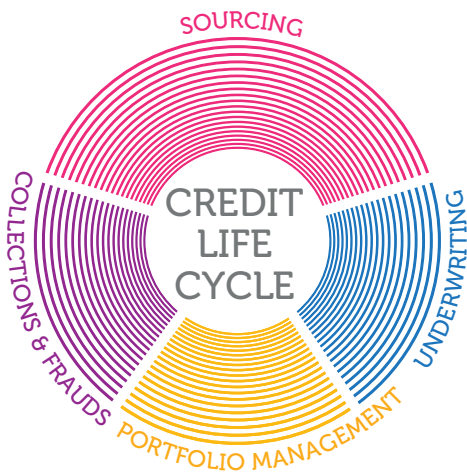
2.19.00

Data Representation

We've set out another way charts can be created. These are a little more complex and more in line with Jana SFB's brand look. Not only do they depict information, but they also act as visual elements in an otherwise content heavy presentation template.

These charts are more to depict segregation of content rather than numbers.

Bar graphs can also be designed in line with the graphic style set out for the Jana SFB brand. Instead of bulky bars, thin lines are recommended to depict numbers in this case.



2.19.00

Data Representation

This demonstrates which combinations to use according to the number of variants in the chart.

For example, in a bar chart with three bars, the colours will be Jana Green, Jana Dark Blue and Jana Purple.

All the boxes used need to have rounded edges, keeping in line with the graphic style of the brand.

Highlight a section or bar with highlight colours.

HIGHLIGHT COLOURS



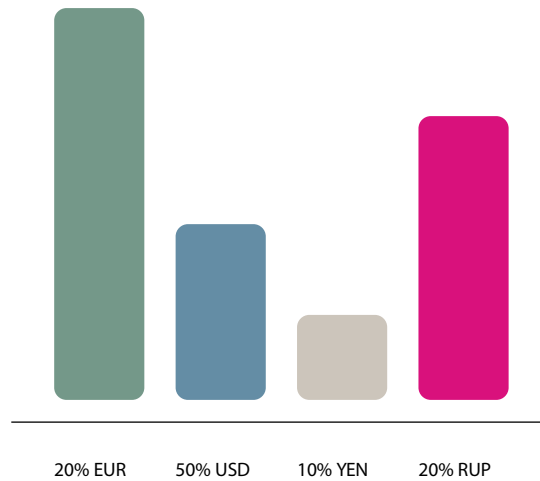
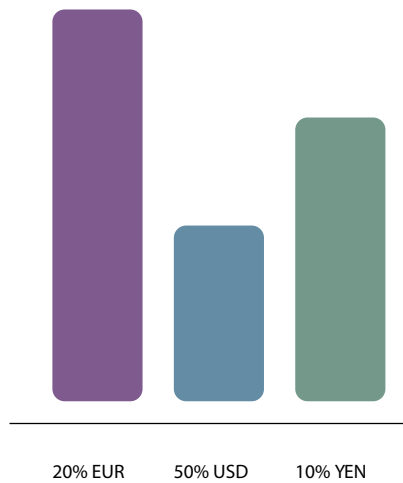
Jana Yellow

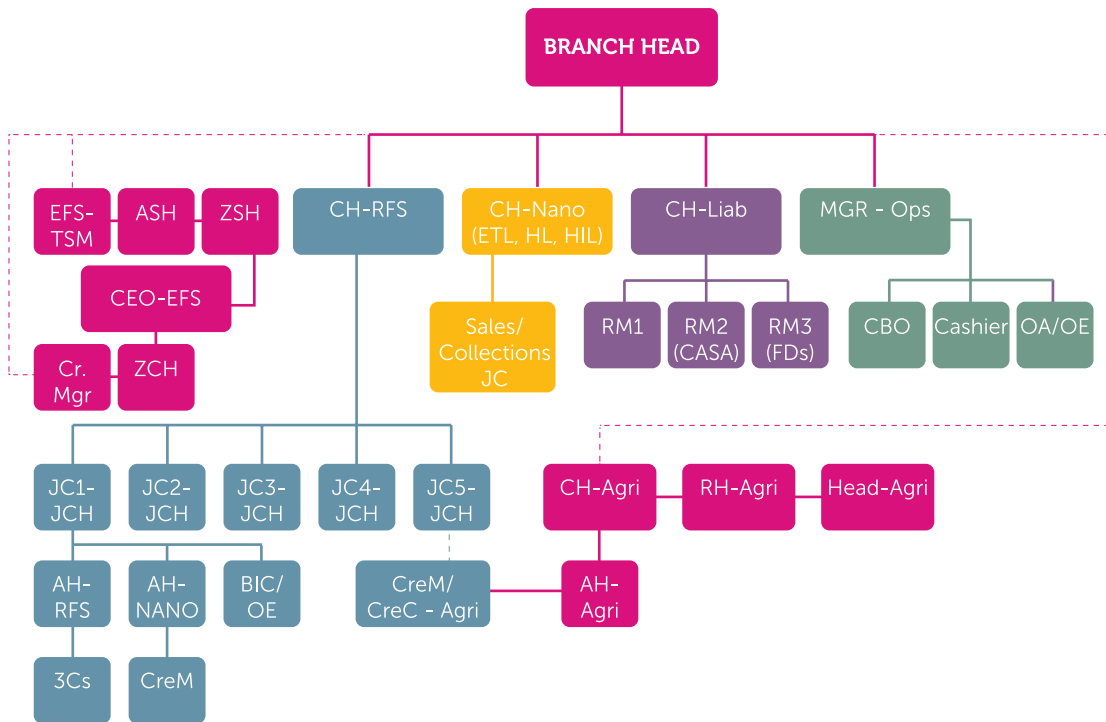
Pantone® 1235 C
C0 M30 Y100 K0
R251 G186 B0



Jana Pink

Pantone® 226 C
C10 M100 Y15 K0
R216 G16 B124





When it comes to flow charts, hierarchy and departments can be categorised using colours. This ensures quick recognition of the direction of the flow chart.

The font Museo Sans 100 should be used for the content. The boxes also need to have rounded edges, keeping in line with the graphic style of the brand.

2.20.00

The Jana SFB Typographical Style

The Jana typography extends the core essence of the brand - the feeling of connectivity. The font is carefully chosen to complement the symbol of the logo.

A large, bold, yellow lowercase letter 'a' is displayed on the left side of the page. The letter is rendered in the Museo font, which is a semi-slab serif typeface. The 'a' has a thick, rounded top and a wide, slightly curved base, with a small serif at the bottom right.

A typographical style is perhaps one of the most effective ways to create brand recall. When applied consistently across applications, it becomes a powerful tool that can help build a strong, memorable visual identity.

Our typographical house style is Museo. This has been carefully chosen to ensure that it is in keeping with the essential character of the brand.

Designed by Jos Buivenga, Museo is known for its smart no-fuss forms that make it extremely legible across applications. This elegant semi-slab serif font is an excellent representation of our brand values: contemporary, global, friendly and warm.

The Museo font family should be used for headlines and sub-headlines across all communication for the Jana SFB brand. The family offers a wide variety of weights.

Exceptions are permissible only in the following cases:

- Applications that must be sent by e-mail like Power Point presentations or MS Word documents. Since the recipient may not have Museo, it is safe to use a Windows default font. In such cases, Helvetica must be used.

Museo 100

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Museo 300

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Museo 500

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Museo 700

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Museo 900

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Museo

2.20.02

Secondary Typeface



Our secondary typographical house style is Museo Sans. The font balances an informal and a formal tone. It should only be used for body copy, while Museo should be used for headings and sub-headings only. We have chosen the serif and the sans serif from the same font so they complement each other well.

Museo Sans, just like Museo, also has many weights and can be used to establish hierarchy.

Museo

Museo 100

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Museo 300

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Museo 500

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Museo 700

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Museo 900

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Sans

2.20.03

Digital Typeface

a

Our digital typographical house style is Source Sans. The font has similar characteristics to Museo Sans and is a web friendly font.

Source Sans, like Museo Sans, also has many weights that can be used to establish hierarchy.

Source

Source Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Source Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Source Sans Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Source Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Source Sans Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Sans

Museo and Museo Sans font family is the voice of Jana SFB. It stands for all the values that the company believes in. However, it is not always possible to view this font on different systems due to technical limitations. In those cases, Calibri should be used as an alternative.

Calibri can be used in:

1. Emails
2. Open Word files
3. Email Signatures
4. Open PowerPoint files

Calibri

Calibri Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Calibri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

the Jana SFB
image
style



IMAGE STYLE SECTION HEADS

3.01.00	Introduction
3.02.00	The Jana SFB Icon Style (Simplistic/)
3.03.00	The Jana SFB Icon Style (Composite)
3.04.00	Image Treatment
	3.04.01 Introduction
	3.04.02 Life style people
	3.04.03 Life style people (Incorrect)

3.01.00

Introduction

The images used in communication material are an effective way to differentiate Jana SFB in the banking sector.

People respond spontaneously to pictograms and what they see contributes significantly to the perception of our brand. While different stages in the marketing and branding strategy will require different pictograms, there is a common style to the Jana SFB visual language that must run through them. The Jana SFB iconography is categorised into 2 styles based on its target audience:

1. Jana SFB Icon Style Simplistic
2. Jana SFB Icon Style Composite

3.02.00

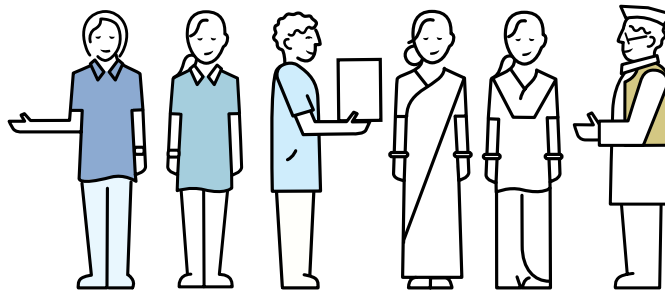
The Jana SFB Icon Style (Simplistic)

Usage - To illustrate internal processes in training materials and manuals

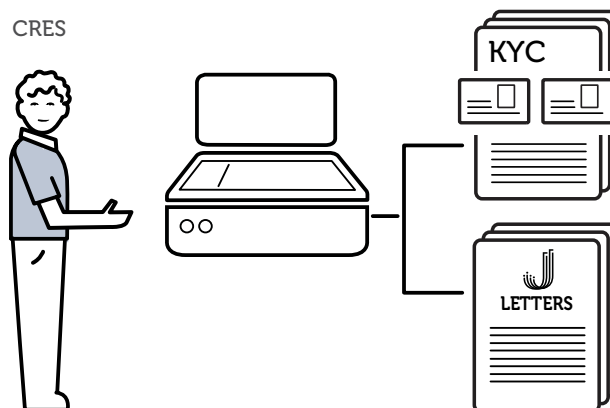
This style uses a set of Icons which have been exclusively created for Jana SFB. These Icons follow a specific style throughout and represent simplified banking processes. Irrespective of the level of literacy of the reader, it makes it easy to comprehend the task at hand.

Guidelines for usage and creation:

Although simplified, the Icons have a touch of Indian nuance included wherever possible to create differentiation.



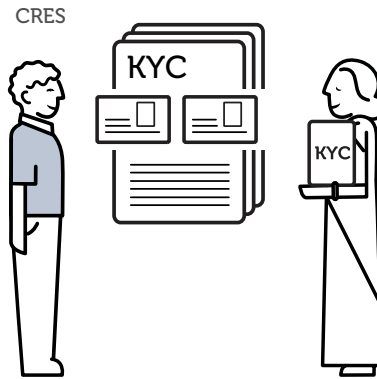
Supporting text is used to simplify illustrations that are a little complex.



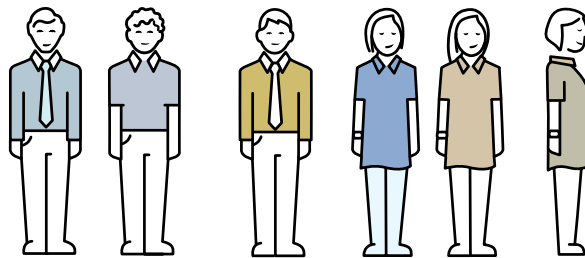
3.02.00

The Jana SFB Icon Style (Simplistic)

The pictograms indicating 'documents' are much larger in proportion to the human characters. This ensures that the documents get their due importance and are not missed out.



The Jana SFB Icons are colour-coded department wise for easy recognition.



RH CRES CREC NANO HR Z-HC HC-TRAINING

The characters are simple and come together to narrate each process. These visuals ensure understanding of the processes in one glance and ease the cognitive effort required in reading and understanding them.

3.03.00

The Jana SFB Icon Style (Composite)

**Usage - Customer facing & Marketing material.
To illustrate multiple processes in marketing communications.**

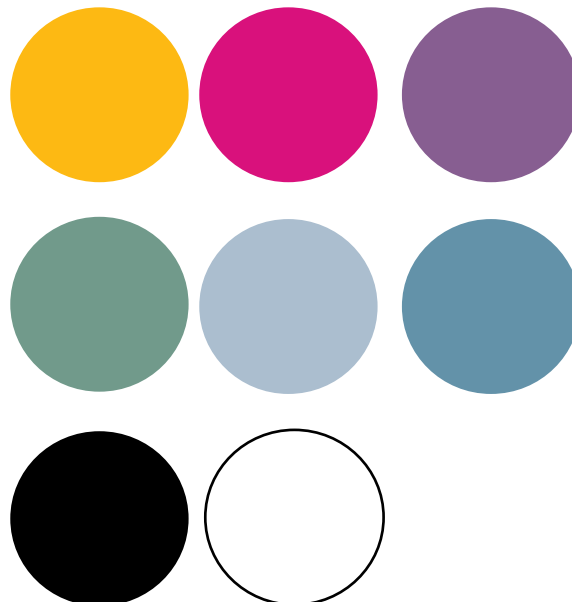
These Icons comprise a composite collection of the Simplistic Icons (Refer Jana SFB Icons - Simplistic) to communicate multiple actions in one frame. They are also used to convey complex messaging in a small space and reduce dependence on the written text.

These Icons can be used to draw attention to or highlight a particular concept, product brochure or programme. Besides this, they can also be used to create visual relief in a document.

Using the guidelines below, a designer is free to creatively express and create Icons and storyboards best suited for the layout.

Guidelines for usage and creation:

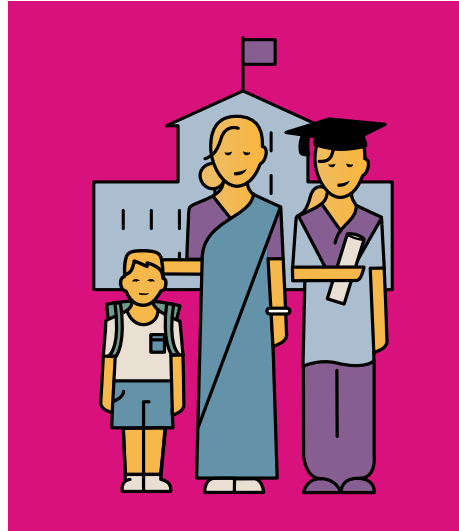
The composite Icons must always use the Jana SFB colour scheme.



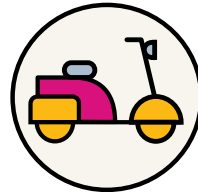
3.03.00

The Jana SFB Icon Style (Composite)

Wherever possible the Icons appear against a coloured background to enhance the brand colours.



If Icons appear in an enclosed form, ensure that the Icon in focus is clearly visible. If necessary, crop the Icon for maximum impact.



3.04.00

Image Treatment

Knowing and understanding our brand personality traits and how to apply them to our photographic art direction is what separates our work from others. By applying these five basic traits to our creative direction we'll succeed in defining the Jana brand.

3.04.01

Introduction

Thoughtful

Think about what type of photography conveys caring best. It usually includes some human element to it or shows that someone took the time to do their best. We can elevate our work by caring for our subjects, lighting, styling, and every aspect of our photographs. When we care enough to speak from the brand the customer will respond.

Real

We're real...we strive to be unpretentious and authentic. It's not about being slick. We understand when a photograph feels staged or contrived and so do our customers. Are your models interacting or just acting? If you ever need to give advice just say "keep it real".

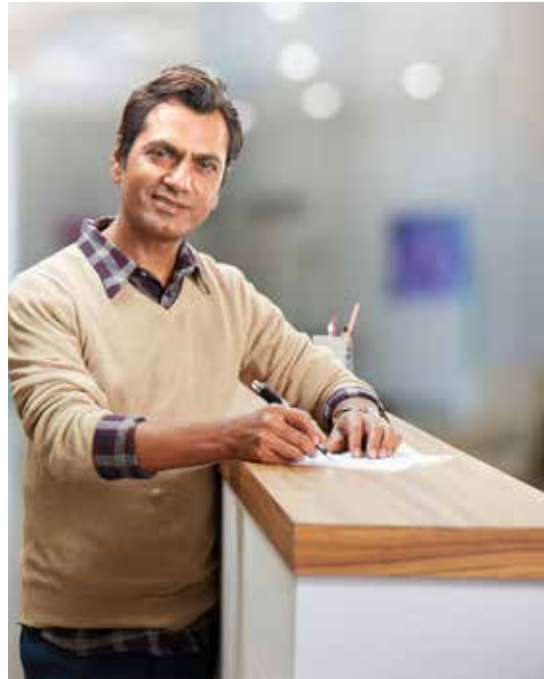
Novel/Fresh

We're innovative...not complacent. We can be aspirational but never out of the grasp of our core customer's imagination. Forward-thinking but never trendy. Inventive? Yes. We innovate in smart ways. High style? No, it's not our style. Fun, clever, and refreshing... it's what makes us innovative.

3.04.00

Life style people

In case of customers' or employee photographs, collecting a signed No objection certificate from them is a mandate.



3.04.01

Life style people (Incorrect)

Sometimes there are subtle differences between a correct image and an incorrect image. All the elements of lighting, styling, and location can be correct but if the interaction between people or realness is missing it can result in an off-brand photo. The following demonstrate more subtle examples of what to avoid.



This image is Copyrighted by ImagesBazaar.

Do not use overly staged photographs



Do not use use unusual angles. Keep the shots head on

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Advertising



ADVERTISING SECTION HEADS

4.01.00 The Tetris Design

4.01.01 Adaptation Examples

4.01.02 Incorrect Usages

4.02.00 Product Logos

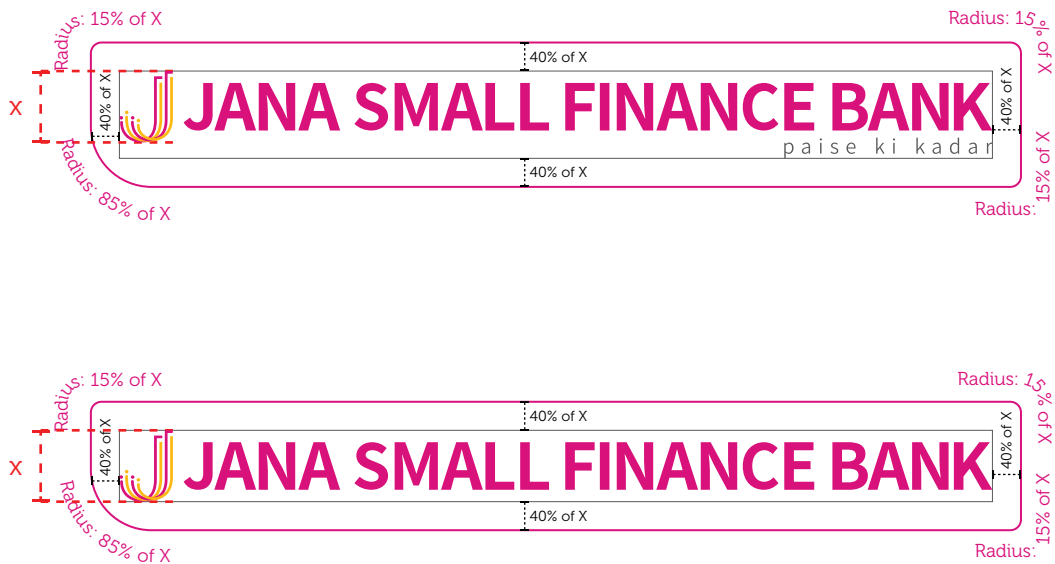
4.02.01 Incorrect Usages

4.03.00 Video Brand Guidelines

4.01.00

The Tetris Design

A common style that can be used for a majority of our customer facing communication is the tetris design. In this design the logo unit is placed at the bottom right on a curved line.



X is calculated as the height of 'J' .

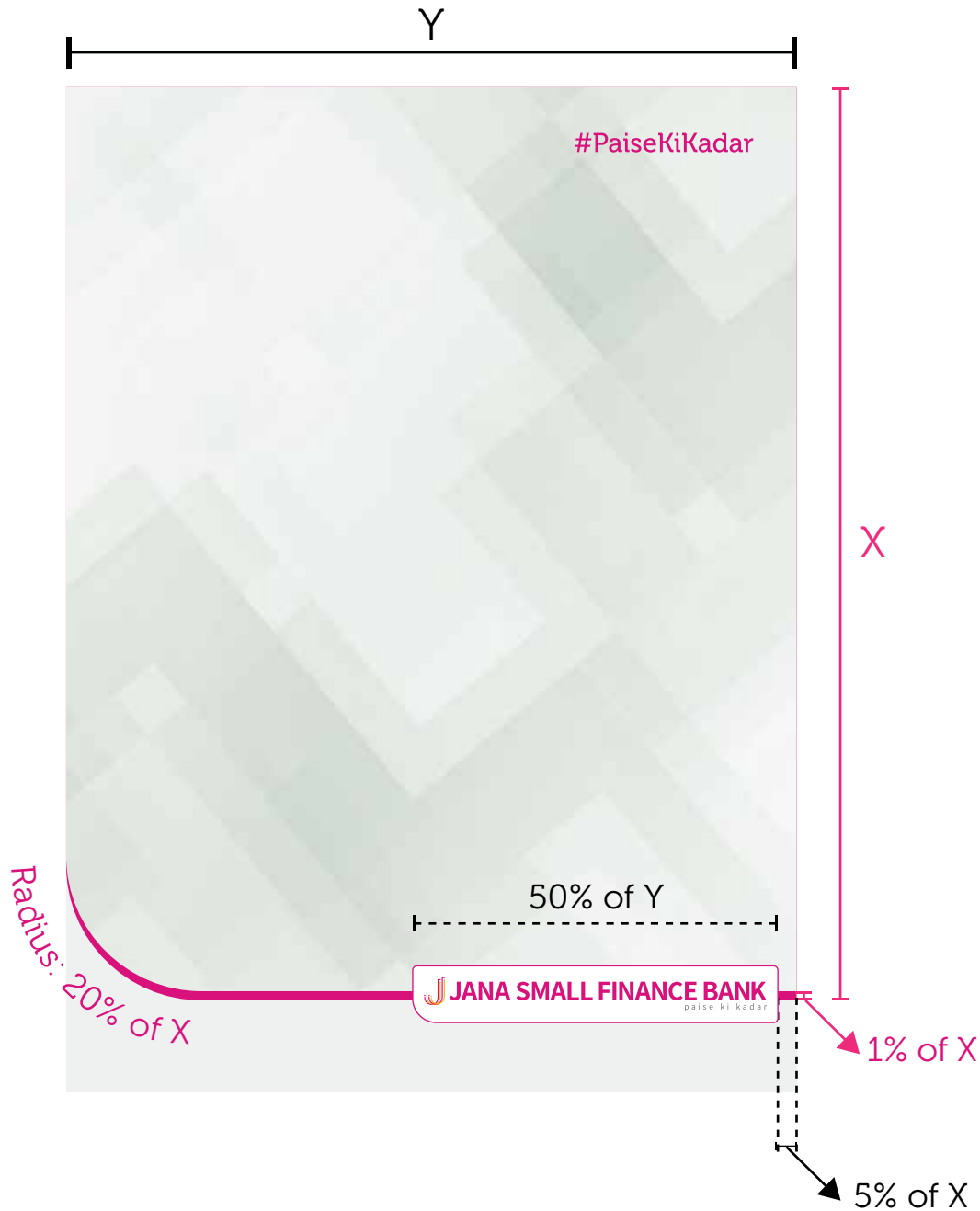
The distance on all 4 sides in between the logo and the background unit is to be a minimum of 40% of X. The curve on 3 sides of the logo unit will be at 15% radius of X and the 4th side will be 85% radius of X as shown in the image above

The outline of the tetris to be fuchsia and the fuchsia logo is to be on a white background inside the tetris design. As much a possible, the same colour scheme is to be followed for the tetris design

4.01.00

The Tetris Design

Minimum



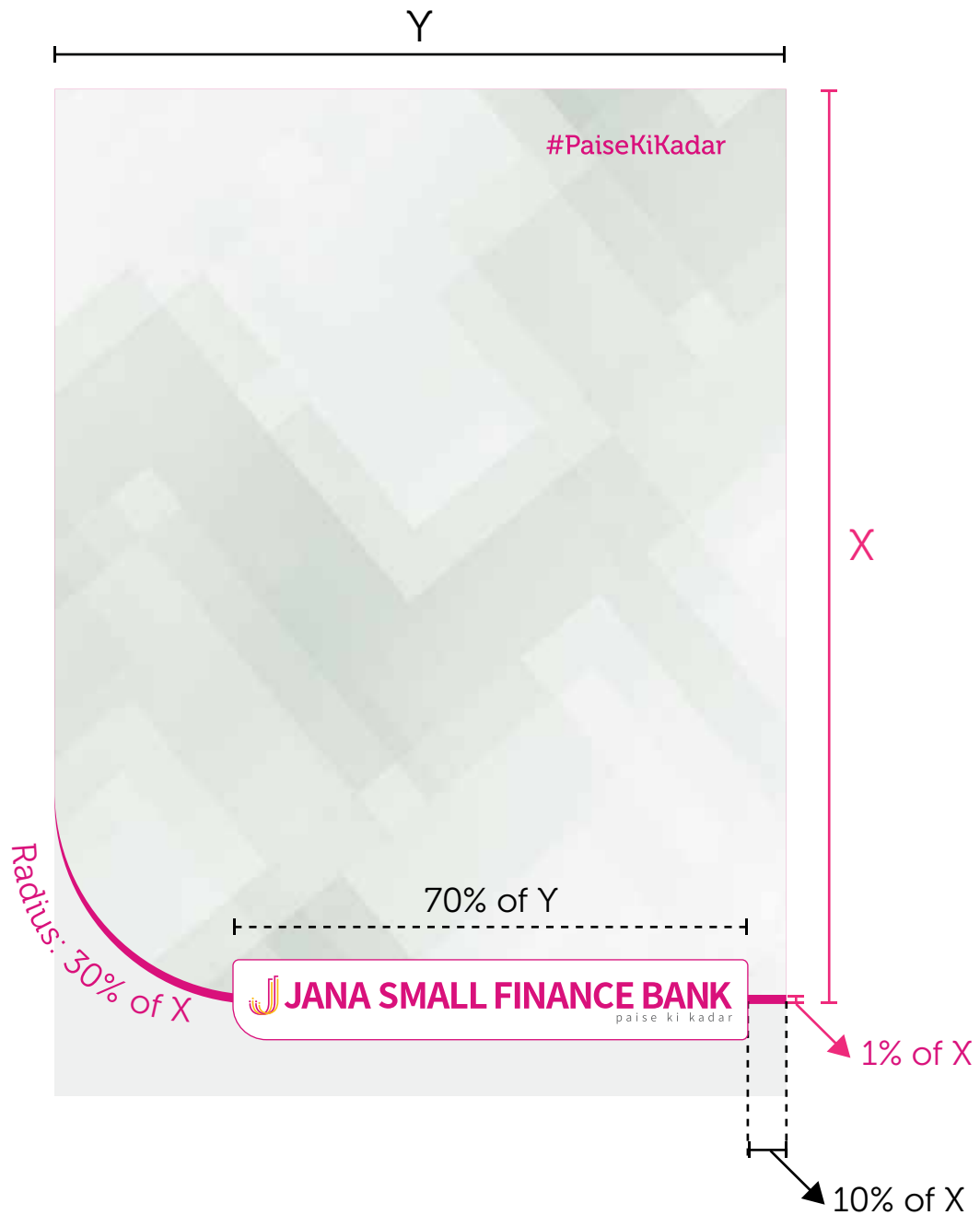
The tetris gives a distinct identity to our brand that is not just unique and differentiated in the category but also has connection to our brand world. The smooth contours of the design has been adopted from the brand identity. It allows for communication to stand out with carefully marked areas for every aspect of communication.

Even If the Logo unit with paise ki kadar is used, the #paisekikadar needs to be incorporated as much as possible to the top of the creative.

4.01.00

The Tetris Design

Maximum



The curved style can be used across various customer facing communication which is accompanied with the tetris logo unit. Treating the height of the creative as X and the width of the creative as Y , The curve of the design can range between 20% to 40% of the height of the creative. The colour of the curved line and the logo background unit to be the same.

#PaiseKiKadar

FIXED DEPOSIT

"My bank gives me higher returns on my hard-earned money"
-Nawazuddin Siddiqui

- 0.5% extra interest for senior citizens
- No penalty on pre-mature closure
- Multiple interest payout options

8.25%

J JANA SMALL FINANCE BANK
paise ki kadar

Call 1800 2080 | [@janabank](#) | Visit [www.janabank.com](#)

HAPPY DOCTOR'S DAY

WE VALUE YOUR CONTRIBUTION BECAUSE HEALTH IS WEALTH

It's an undeniable fact that health and wealth always go hand in hand. While you take care of our health, we value your hard-earned wealth.

On National Doctor's day we, at Jana Bank, thank you for your commitment towards a healthier community.

J JANA SMALL FINANCE BANK
paise ki kadar

Call 1800 2080 | Visit [www.janabank.com](#)

#PaiseKiKadar

GOLD LOAN

This festive season, let your gold bring happiness.

FESTIVE OFFER

Interest as low as **42paise*** per day for ₹1000

- Instant Cash up to ₹50,000
- Loan starts as low as ₹10,000
- Loan in just 30 minutes*
- No processing fee & No Pre-closure charges

Call 1800 2080 | [www.janabank.com](#)

J JANA SMALL FINANCE BANK
paise ki kadar

Now Open at Perambur

*Terms and conditions apply

Smart Incentives for Smarter Jana Bankers

At Jana Bank, we value your performance and hard-work with the following incentive plans.

Relationship Officer - Unsecured Loan Incentive			
Category	V1 (0-3 months)	V2 (4-5 months)	V3 (6-7 months)
Monthly Target	₹ 6,00,000	₹ 8,00,000	₹ 12,00,000
Achievement %	Incentive (in ₹)	Incentive (in ₹)	Incentive (in ₹)
35%	₹ 900	₹ 0	₹ 0
50%	₹ 1,200	₹ 1,200	₹ 1,800
70%	₹ 1,450	₹ 1,700	₹ 3,000
100%	₹ 2,100	₹ 2,700	₹ 5,000
130%	₹ 2,800	₹ 4,100	₹ 8,000
150%	₹ 3,300	₹ 5,000	₹ 10,000

V1, V2 and V3 is based on the number of months spent in the organisation.

Relationship Officer - Secured Loan Incentive	
Incentive	Conditions
₹ 500 per case	I. 50% of the loan disbursed will be considered for overall incentive calculations II. Example - If an RO has disbursed ₹ 7 lakh secured loan, only ₹ 3.5 lakh will be considered for overall incentive calculations

Currently applicable only for Mumbai, Karnataka and Tamil Nadu.

J JANA SMALL FINANCE BANK
paise ki kadar

#PaiseKiKadar

GOLD LOAN

Avail gold loan in **30 Minutes*** at attractive interest rate.

- Instant cash up to ₹50,000
- Interest as low as 42 paise per day for ₹1000
- Loan starts as low as ₹10,000
- Safety for your gold
- Quick & easy loan with minimal documentation

J JANA SMALL FINANCE BANK
paise ki kadar

Call 1800 2080 | www.janabank.com

#PaiseKiKadar

FIXED DEPOSIT

"My bank gives me higher returns on my hard-earned money"

-Nawazuddin Siddiqui

8.25%

Call **1800 2080**
@janabank | Visit www.janabank.com

J JANA SMALL FINANCE BANK
paise ki kadar

Now Open at Perambur

HOME LOAN Incentives



Applicable Roles
C&RO, ACM, RCM & ZCM

Incentive rate **0.2%**
of the loan value disbursed

Points to be noted

- Incentives capped to a maximum of ₹5,000 per case
- Referrals should be captured on LMS portal
- Incentives will be paid for disbursed cases only

J JANA SMALL FINANCE BANK
पैसे की कदर


Change in Fixed Deposit Rates and Tenor Slabs

Effective from September 8, 2018

Sr. No.	Tenor Slabs	Interest Rates (%)		
		For less than ₹1 crore		Standard Rate
		Regular FD	Senior Citizen	For ₹1 crore and above
1	0 - less than 7 days	0%	0%	0%
2	7 - 45 days	6.00%	6.80%	6.00%
3	46 - 60 days	6.00%	7.00%	6.30%
4	61 - 90 days	7.00%	7.60%	7.00%
5	91 - 365 days	8.00%	8.60%	8.00%
6	> 1 year - 2 years	8.25%	8.85%	8.25%
7	> 2 year - 3 years	8.50%	9.10%	8.50%
8	> 3 year - 5 years	8.50%	9.10%	8.00%
9	> 5 year - 10 years	7.00%	7.60%	7.00%

Note

1. These rates are effective from September 8, 2018
2. For all deposits, no penalty on pre-mature closure will be levied on the customer
3. In case of pre-mature withdrawals, the relevant tenor rate will be applicable as defined in the rate card at the time of booking the FD
4. Senior citizens will get an additional 0.6% interest over and above the Regular FD card rate



J JANA SMALL FINANCE BANK
पैसे की कदर

Important Announcement for NPS-Lite

Due to the commencement of banking operation, NPS-Lite contribution collection has been discontinued till further notice.

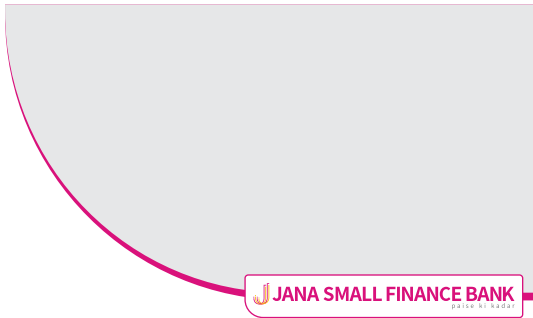
JCH/JCIC/CREC/C&RO:

Please do not collect any contribution from customers for NPS-Lite till further communication.

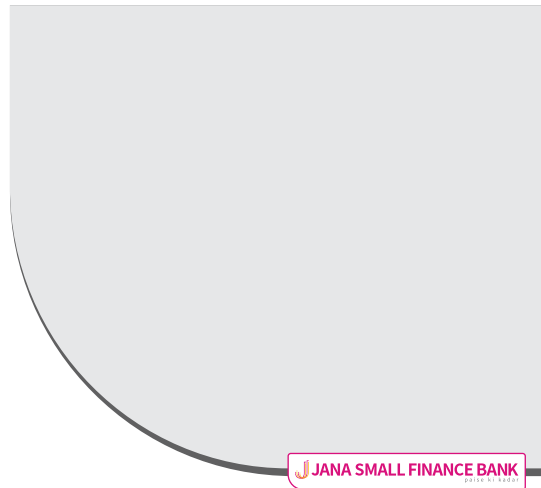
J JANA SMALL FINANCE BANK
पैसे की कदर

4.01.02

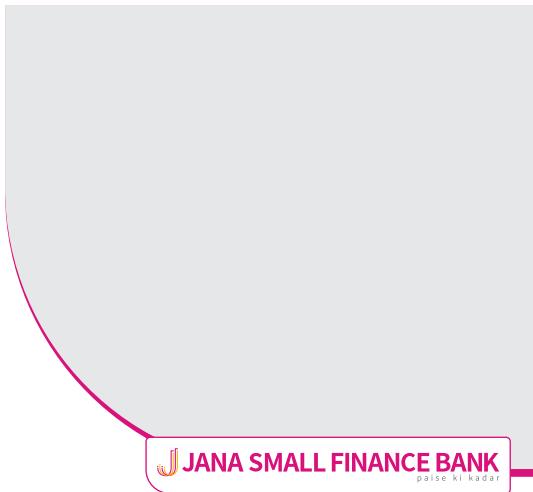
Incorrect Usage



Curve starting error



Colour mismatch



Misuse logo size

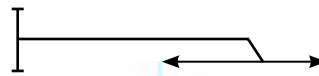
4.03.00

Video Brand Guidelines

Our Videos would have the 'J Jana SFB' logo unit on the top of the screen, the location is to be finalised where there is breathing space (Top left/right) inside the text-safe area in the video.



If the video frame is 1920X1080, then the logo width would be minimum of 250px and maximum of 300px.



The name plate will have 'J' symbol



The videos will end with a white screen with 60%- 80 % opacity along with the JSFB logo unit breath-in between 100-110% inside the text-safe area as a conclusion.

Breath-in - from 100 to 110%

the Jana SFB

stationery



STATIONERY

SECTION HEADS

5.01.00	Introduction
5.02.00	Business Card
5.03.00	Notepad Cover
5.04.00	Letterhead Generic
5.05.00	Letterhead Personal
5.06.00	Continuation Sheet
5.07.00	Envelope
5.08.00	Document Envelope
5.09.00	Facsimile
5.10.00	Bank Stationery (Introduction)
5.11.00	Cash / Cheque Deposit Slips
	4.11.01 Pay in Slip (w/o carbon copy)
	4.11.02 Pay in Slip (with carbon copy)
5.12.00	Demand Drafts
5.13.00	Cheque Books
	5.13.01 CA Cheque Book
	5.13.02 SB Cheque Book
	5.13.03 Premium Cheque Book
5.14.00	Envelope
5.15.00	Debit Card
5.16.00	Forms
	5.16.01 Application & Checklist
	5.16.02 CASA
5.17.00	Certificate Design

This section details the specifications for various kinds of Jana SFB stationery.

It is important to remember that the quality of the letterhead on which a letter is printed says as much as its content. Business cards with varying design communications signify a lack of integration and attention to detail. If quality is the hallmark of the Jana SFB brand, then every piece of paper that carries communication from Jana SFB must reinforce this.

Electronic artworks have been developed for all stationery applications and are available with the Corporate Communications department. All stationery must be printed only using these and artworks should never be recreated.

Choosing the printing process

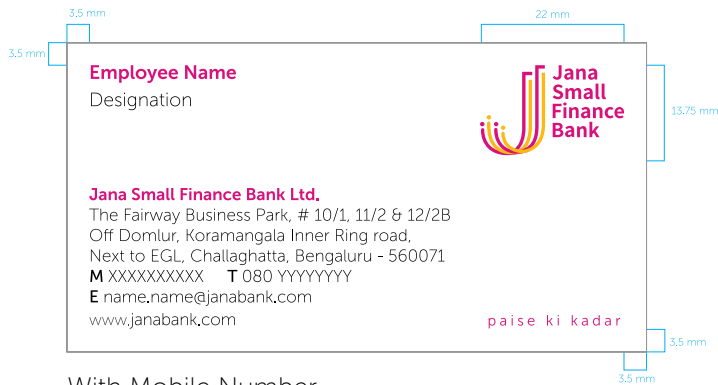
As far as possible, stationery should be offset printed. In cases when it is commercially unviable to do so (for instance, when the print run is small) the screen printing process can be used. It is recommended, however, that the logo and address details are offset printed in bulk and personal information is screen printed for individuals.

Creating differentiation without fragmentation

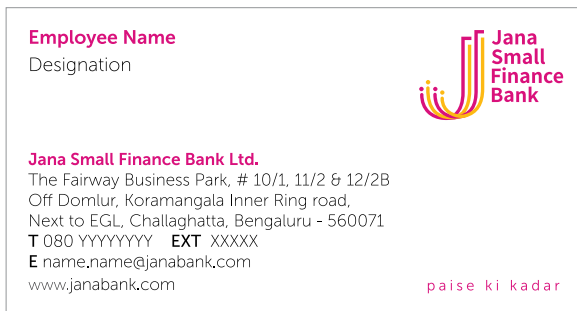
It is possible to create differentiated stationery without disturbing universal guidelines.

Premium applications can be created by:

- a. Using good quality, textured, uncoated paper stock. Cordenons is recommended.
- b. Embossing the logo instead of just printing it.



With Mobile Number



Without Mobile Number

Name of the person

Museo Sans 700

Size 8.5 pts

Line spacing 12 pt

Designation

Museo Sans 100

Size 8.5 pts

Line spacing 12 pt

Company name

Museo Sans 700

Size 7.5 pts

Line spacing 9 pt

Address and contact details

Museo Sans 100/300

Size 7.5 pts

Line spacing 9 pt

Website details

Museo Sans 100

Size 7.5 pts

Text "paise ki kadar"

Museo Sans 300

Size 6.5 pts

Character spacing 225

Size

90 mm X 48 mm

Paper250 gsm Cordenons natural
evolution ivory**Printing**

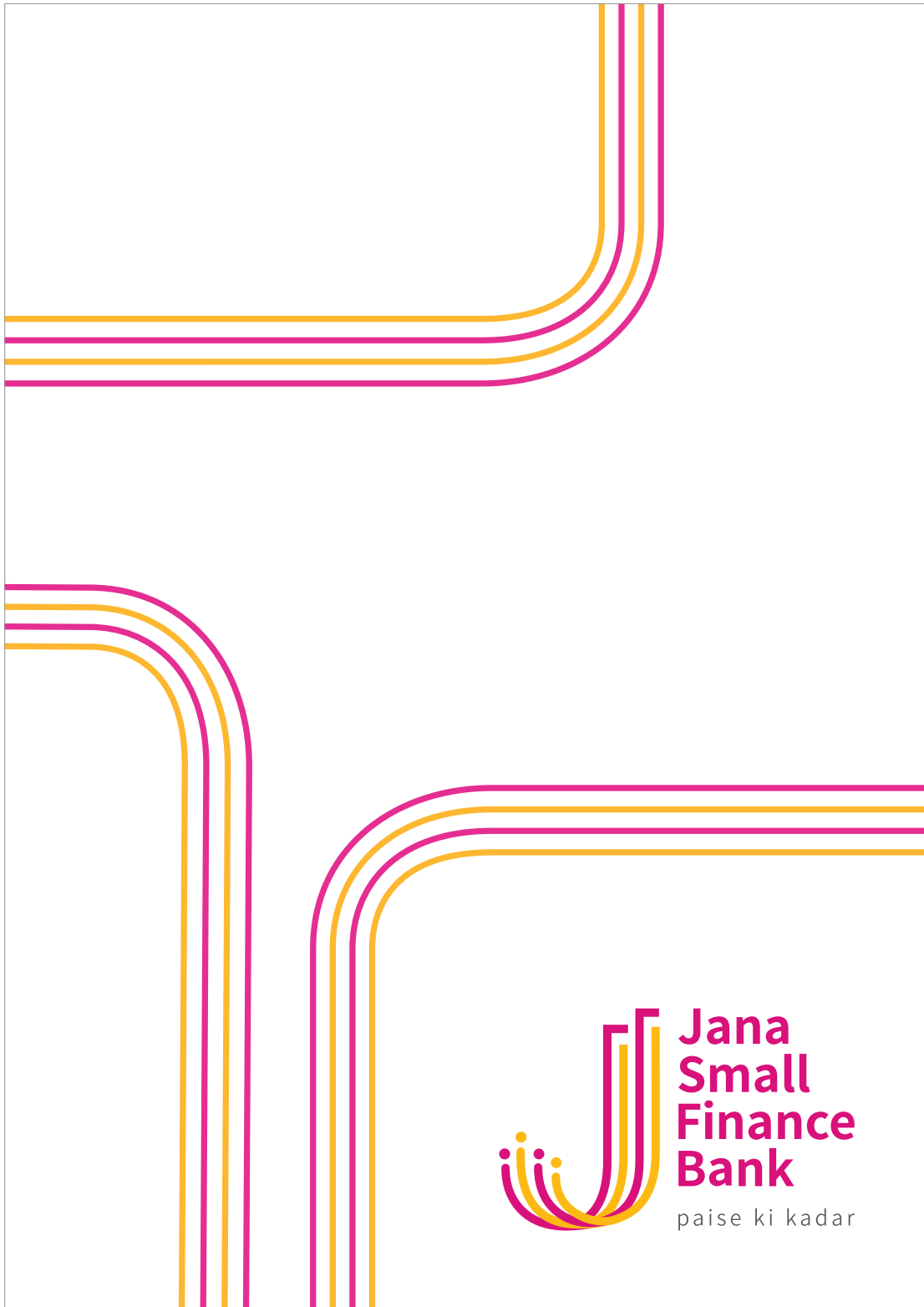
Offset or Screen printing

Colours

Jana Pink, Jana Yellow, Jana Black

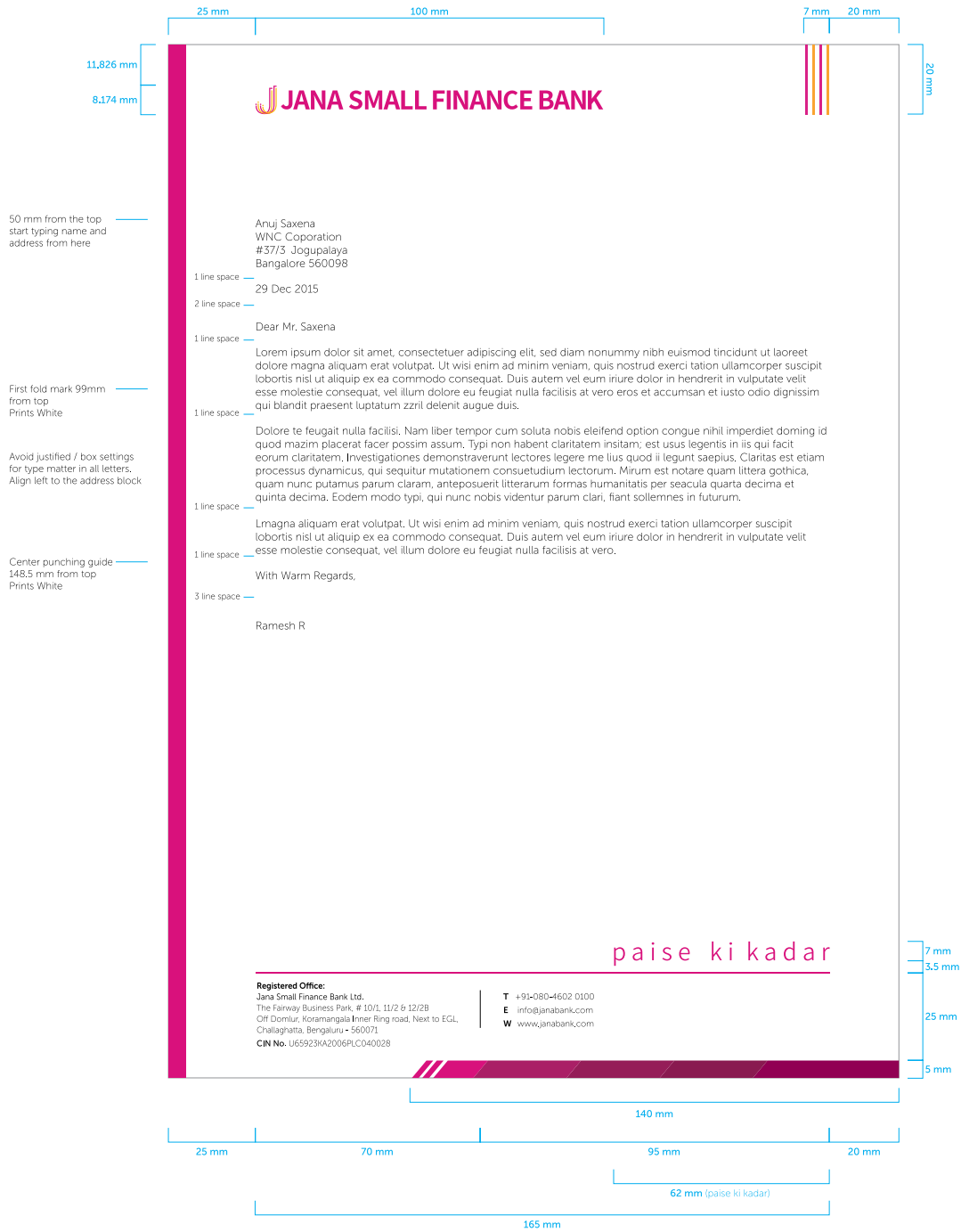
5.03.00

Notepad Cover



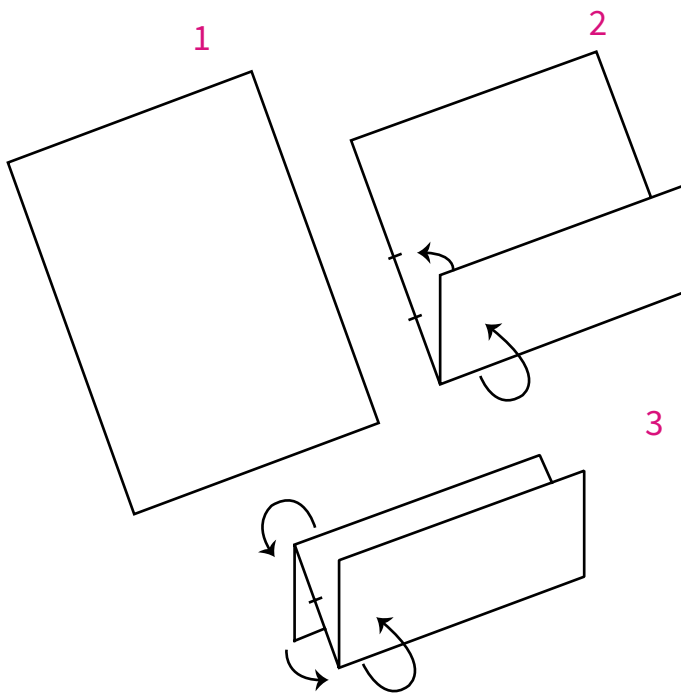
5.04.00

Letterhead A4 (Head Office)



This diagram is not to size. Always use the electronic artwork provided with the manual for printing stationery.

For sizes, refer to the next page.



Fold letter as indicated using the printed foldmarks.

Company name

Museo Sans 700

Size 7 pts

Line spacing 9 pt

Address and contact details

Museo Sans 100/700

Size 7 pts

Line spacing 9 pt

2pt line spacing separating the information units

Letter type set in

Museo Sans 100 or Arial

Size 9 pts

Line spacing auto

Fold mark

Rule width 4 mm

Rule thickness 0.1 mm

Size

210 mm X 297 mm

Paper

80 gsm Executive bond for regular use

Printing method

Offset or Screen printing

Colours

Jana Pink, Jana Yellow, Jana Black

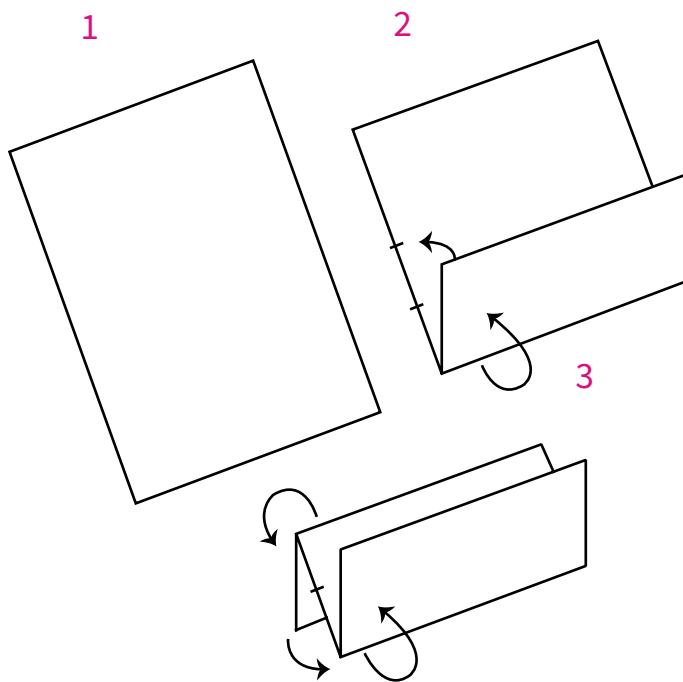
5.05.00

Letterhead A4 (Zonal Office)



This diagram is not to size. Always use the electronic artwork provided with the manual for printing stationery.

For sizes, refer to the next page.



Fold letter as indicated using the printed foldmarks.

Name and designation

Museo Sans 100

Size 9 pts

Line spacing 9 pt

This is not pre-printed and is a part of the typed matter

Company name

Museo Sans 700

Size 7 pts

Line spacing 9 pt

Address and contact details

Museo Sans 100/700

Size 7 pts

Line spacing 9 pt

Single line spacing separating the information units

Letter type set in

Museo Sans 100 or

Size 9 pts

Line spacing auto

Fold mark

Rule width 4 mm

Rule thickness 0.1 mm

Size

210 mm X 297 mm

Paper

80 gsm Executive bond for regular use

Printing method

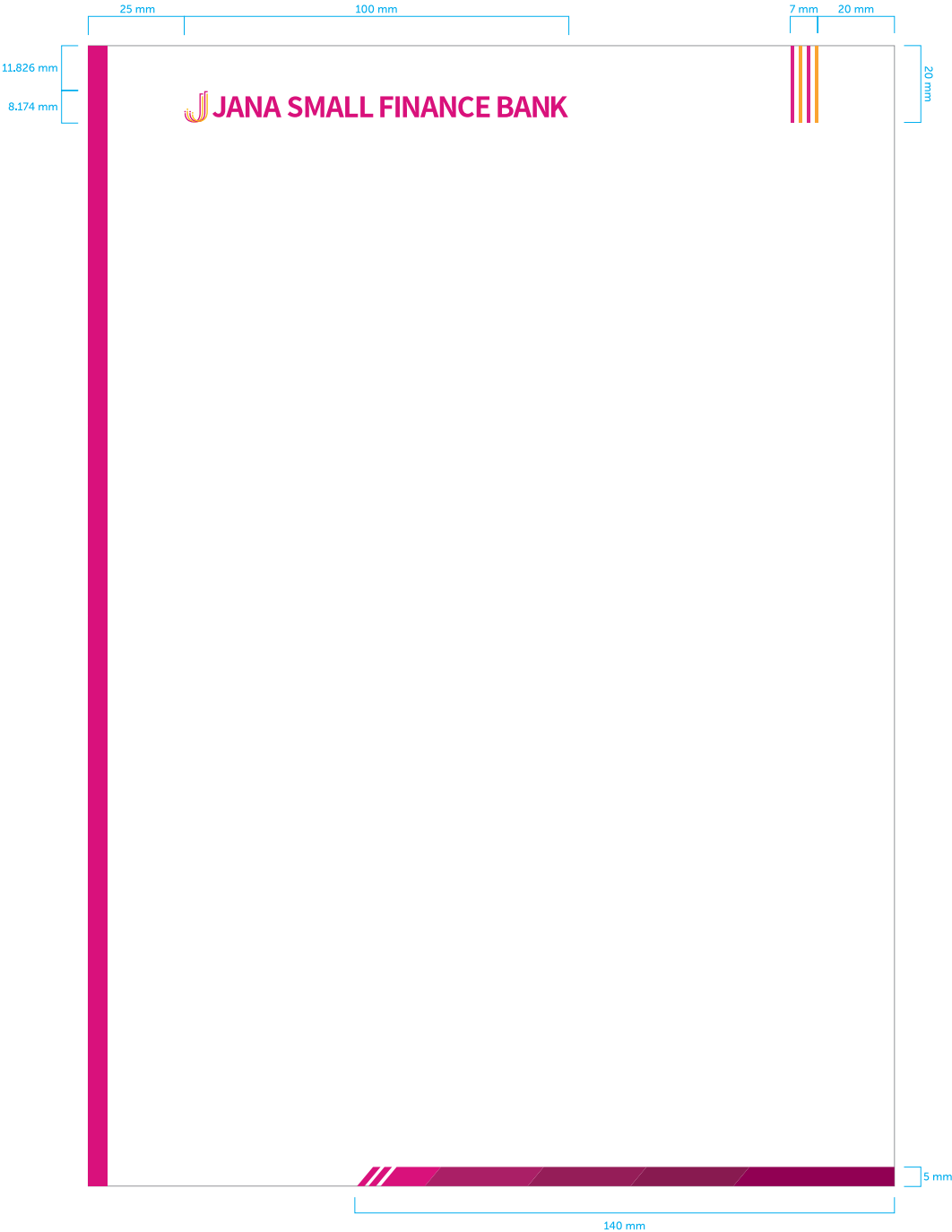
Offset or Screen printing

Colours

Jana Pink, Jana Yellow, Jana Black

5.06.00

Continuation Sheet A4



Size
210 mm X 297 mm

Paper
80 gsm Executive Bond or
equivalent

Printing method
Offset or Screen printing

Colours
Jana Pink, Jana Yellow, Jana
Black

5.07.00

Envelope (General)



Jana Small Finance Bank Ltd.

The Fairway Business Park, # 10/1, 11/2 & 12/2B Off Domlur,
Koramangala Inner Ring road, Next to EGL, Challaghatta,
Bengaluru - 560071

T +91-080-4602 0100
E info@janabank.com
W www.janabank.com

Company name

Museo Sans 700

Size 7 pts

Line spacing 9 pt

Address and contact details

Museo Sans 100/700

Size 7 pts

Line spacing 9 pt

Single line spacing separating
the information units

Addressee name and details

Museo Sans 100 or Arial

Size 10 pts

Line spacing 14 pt

Size

241.3 mm X 114.3 mm

Paper

100 gsm Sunshine super
printing

Printing method

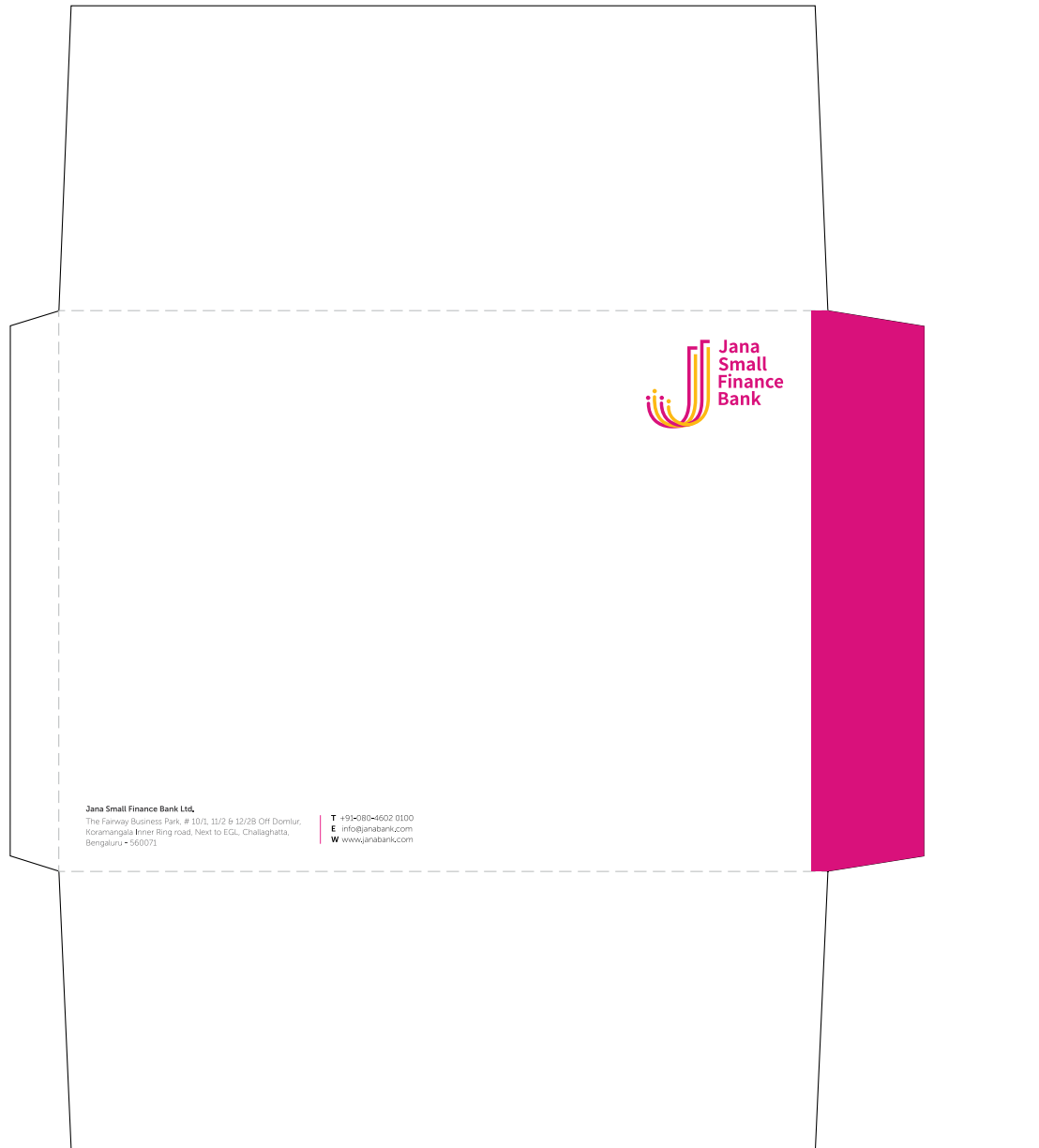
Offset or Screen printing

Colours

Jana Pink, Jana Yellow, Jana
Black

5.08.00

Document Envelope (General)



Company name

Museo Sans 700

Size 9 pts

Line spacing 11 pt

Address and contact details

Museo Sans 100/700

Size 9 pts

Line spacing 11 pt

2pt line spacing separating the
information units

Addressee name and details

Museo Sans 100 or Helvetica

Size 14 pts

Line spacing 18 pt

Size

362.19 mm X 453.95 mm

Paper

100 gsm Sunshine super
printing

Printing method

Offset or Screen printing

Colours

Jana Pink, Jana Yellow,
Jana Black

5.10.00

Bank Stationery (Introduction)

In what is a welcome departure from traditional, cumbersome, poorly designed bank forms, great care has gone into developing the forms used for transactions at the Jana SFB. From deposit slips to cheque leaves, the forms are direct and easy to use.

There are some design elements that have been used across forms and their use is also recommended for any future development:

Pink Branding Band

A horizontal pink band runs across the top of the form. This is a dramatic, visually appealing device that can be used to brand our collaterals very effectively.

Typeface

Museo Sans, the Jana SFB house style must be used without exception for all forms. Text hierarchy can be established using different font sizes and weights. The minimum font size that can be used on the form is 5 pts. Less than this compromises legibility.

Master artworks for all forms are available with the Corporate Communications department.

5.11.00

Cash / Cheque Deposit Slips

The forms used by the customers to deposit cash / cheques are shown on the following page.

Pink Branding Band

The cash / cheque deposit slip uses the top pink band for branding.

Watermark

The watermark used is in greyscale (Refer 2.11.00).

Rules

Fine rules that are 0.25 mm in width must be used.

Text Specifications

All text matter should be in Museo and Museo Sans, our house style. Text hierarchy is established by using different weights of the Museo and Museo Sans family.

5.12.00

Demand Drafts

Demand Draft

JANA SMALL FINANCE BANK

Valid for 3 months only

DATE

D D M M Y Y Y Y

ON DEMAND PAY / मांगी जाने पर OR ORDER / या उनके आदेश पर

RUPEES / रुपये

अब करें ₹

FOR VALUE RECEIVED

9
8
7
6
5
4
3
2
1

UTILITY FORMS BY PRODUCTS - 2010

DT DD Sr. No.

TT

OL

TL

OC

Payable at Par at all branches of Jana Small Finance Bank Ltd. in India

A/C Payee

DRAWEE BRANCH
आपका बैंक शाखा

AUTHORISED SIGNATORY
अधिकृत हस्ताक्षर करें

AUTHORISED SIGNATORY
अधिकृत हस्ताक्षर करें
Please sign above

093756 839277254 092276 87

Cheque leaf

C0 M 15 Y 0 K 0
R 252 G 223 B 235

Cheque Books

Cheque books are an extremely visible and powerful instrument because they become the customer's possession. Used frequently, they become tangible manifestations of the choice he/she has made in banking with us. We have taken great care to develop cheque books that are distinctive, attractive and can be used with pride. Details include a customised tessellation or background pattern.

Distinguishing between accounts

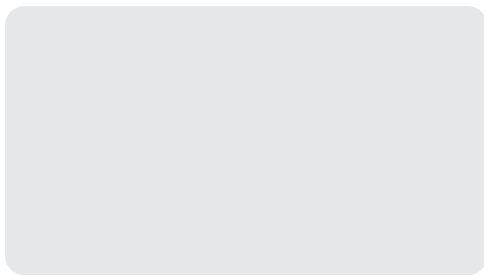
Cheque books for different accounts must be distinguished by colour/design. Subtle cues can be built in. For instance, the use of Jana Pink for savings account and the use of Jana Blue for current account.

Personalised cheque books

Customer names can be printed to personalise cheque books. The recommended point size for the name is 8 pts Museo Sans 100.

5.14.00

Cheque Book Envelope



PRIVATE AND CONFIDENTIAL



5.13.01

CA Cheque Book Leaf

Cheque leaf

JANA SMALL FINANCE BANK
NANDINI COMPLEX, GROUND FLOOR, NO. 300/A-70, 10TH MAIN, 55TH CROSS, 5TH
BLOCK, JAYANAGARA, BENGALURU 560 041, KARNATAKA
RTGS / NEFT IFS: JSFB002DEB

DATE
Valid for 3 months only
दिनांक D D M M Y Y Y Y

PAY _____ OR ORDER / फी या उनके आदेश पर _____

RUPEES / रुपये _____ अदा करें ₹

A/C NO. 0947829937615461
Current Account

XYZ IYER
Please sign above

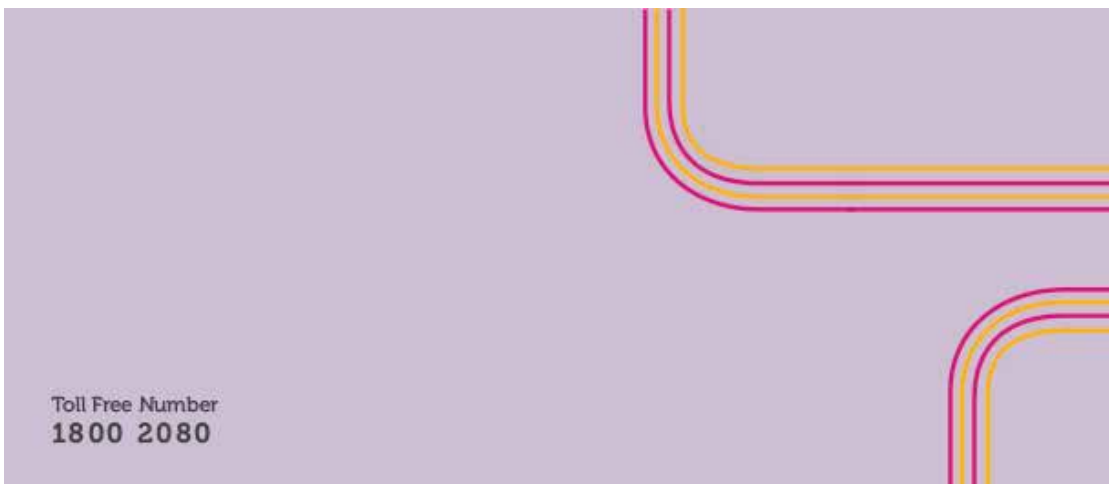
093756 839277254 092276 29

Cheque leaf

C9 M 10 Y 0 K 0
R 227 G 223 B 240

5.13.01

CA Cheque Book Record Slip



Cheque Book Cover Outside

C18 M 24 Y 5 K 0
R 205 G 190 B 211

5.13.01

CA Cheque Book Cover (Inside)

- Please always keep the cheque book in a safe place under lock & key when not in use. If any cheque is lost or stolen please inform the Bank immediately giving the serial number/s of cheque leaves lost. If the information is given on telephone you are required to confirm this in writing
- The cheque leaves should be used only for the account for which they are issued and the branch printed thereon, except in case of Anywhere Banking Facility
- The cheque should be written clearly in permanent ink. Electric/Electronic typewriters and erasable ink should not be used for drawing cheques
- Always draw a line through unused spaces on the cheque. Please note that except alteration in date, no other alterations are allowed on the cheques presented in CTS clearing. The alteration in date also should be signed in full.



Simple tips for safe usage:

- The Bank will not be liable for losses arising from alteration which cannot be readily detected by visual inspections
 - To stop payment of a lost or stolen cheque please instruct the Bank in writing to refuse payment giving the cheque no., date, amount and payee's name
 - The new cheque book will be issued only upon the written request or through ATMs, preferably on the requisition slip enclosed with this book. It is advisable to dispatch the cheques by registered post which should be crossed - A/c Payee
 - The cheque leaves have been designed as per specifications prescribed by RBI for MICR based automatic cheque clearing system. For the smooth processing of MICR cheque please ensure that no writing, rubber stamp, pins, staple, paste etc. enters the clear band
 - Please do not fold the cheque when mailing and ensure that the clear band does not get damaged or torn
- When a new cheque book is used please count the leaves content therein before using any of them. The customers are advised to periodically verify whether all unused forms are intact
 - Unused cheques and requisition form should always be returned to the bank
 - Please use reverse carbon, cheque protectograph / pinpoint typewriter to prevent any unauthorized alterations especially while drawing cheques for large amount
 - For serial number of the cheque refer to first code (first six digits) of the MICR code Line
- As per RBI directions, banks are prohibited from collecting 'account payee' cheques to the account of any person other than that of the payee constituent. Cheques may be crossed 'account payee or a/c payee', by customers, if proceeds of the cheques are intended to be credited only to the account of the payee mentioned therein and not that of any other person.


Cheque Book Cover Inside

C21 M 6 Y 5 K 0
R 119 G 219 B 230

5.13.02

SB Cheque Books Leaf

Cheque leaf

UTILITY FORMS PVT. LTD./CTS - 2010	 JANA SMALL FINANCE BANK NANDINI COMPLEX, GROUND FLOOR, NO. 300/A-70, 10TH MAIN, 36TH CROSS, 5TH BLOCK, JAYANAGARA, BENGALURU 560 041, KARNATAKA. RTGS / NEFT IFSC: JSFB0001028	DATE <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> Valid for 3 months only दिनांक DD MM YYYY
	PAY _____ RUPEES / रूपये _____ A/C NO. <input type="text" value="0947829937615461"/> Savings Account	OR BEARER / या धारक को ₹ <input type="text"/> अदा करें
Payable at par at all branches of Jana Small Finance Bank Ltd. in India.		
093756 839277254 092276 31		

Cheque leaf

C0 M15 Y0 K0
R 252 G 223 B 235

5.13.02

SB Cheque Book Cover (Outside)



Cheque Book Cover Outside

C10 M 100 Y 15 K 0
R 217 G 17 B 124

5.13.02

SB Cheque Book Cover (Inside)

- Please always keep the cheque book in a safe place under lock & key when not in use. If any cheque is lost or stolen please inform the Bank immediately giving the serial number/s of cheque leaves lost. If the information is given on telephone you are required to confirm this in writing.
- The cheque leaves should be used only for the account for which they are issued and the branch printed thereon, except in case of Anywhere Banking Facility.
- The cheque should be written clearly in permanent ink. Electric/Electronic typewriters and erasable ink should not be used for drawing cheques.
- Always draw a line through unused spaces on the cheque. Please note that except alteration in date, no other alterations are allowed on the cheques presented in CTS clearing. The alteration in date also should be signed in full.



Simple tips for safe usage:

- The Bank will not be liable for losses arising from alteration which cannot be readily detected by visual inspections.
- To stop payment of a lost or stolen cheque please instruct the Bank in writing to refuse payment giving the cheque no., date, amount and payee's name.
- The new cheque book will be issued only upon the written request or through ATMs, preferably on the requisition slip enclosed with this book. It is advisable to dispatch the cheques by registered post which should be crossed- A/c Payee.
- The cheque leaves have been designed as per specifications prescribed by RBI for MICR based automatic cheque clearing system. For the smooth processing of MICR cheque please ensure that no writing, rubber stamp, pins, staple, paste etc. enters the clear band.
- Please do not fold the cheque when mailing and ensure that the clear band does not get damaged or torn.
- When a new cheque book is used please count the leaves content therein before using any of them. The customers are advised to periodically verify whether all unused forms are intact.
- Unused cheques and requisition form should always be returned to the bank.
- Please use reverse carbon, cheque protectograph / pinpoint typewriter to prevent any unauthorized alterations especially while drawing cheques for large amount.
- For serial number of the cheque refer to first code (first six digits) of the MICR code line.

As per RBI directions, banks are prohibited from collecting 'account payee' cheques to the account of any person other than that of the payee constituent. Cheques may be crossed 'account payee or a/c payee', by customers, if proceeds of the cheques are intended to be credited only to the account of the payee mentioned therein and not that of any other person.

Cheque Book Cover Inside

C0 M 30 Y 100 K 0
R 253 G 185 B 19

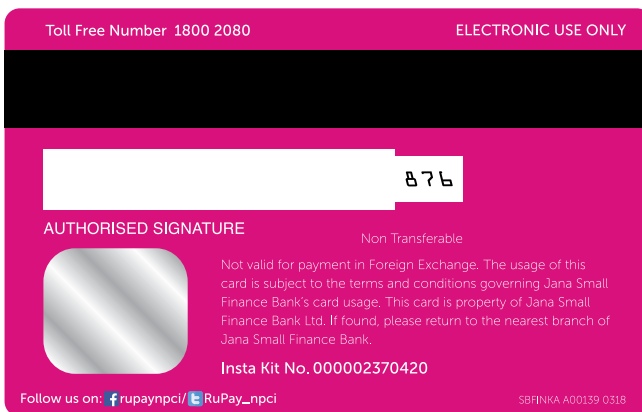
5.15.00

RuPay Classic Debit Card

Front



Back



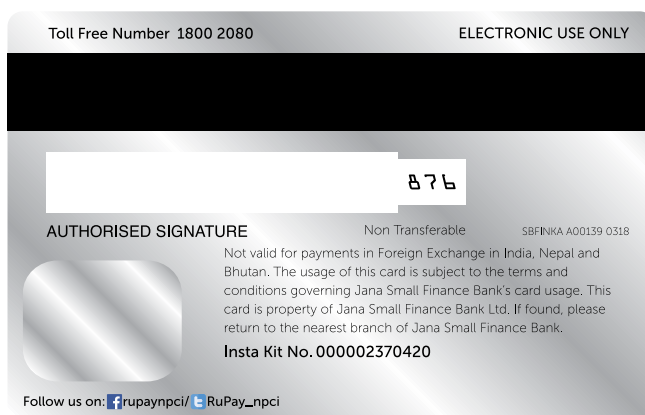
5.15.00

RuPay Platinum Debit Card

Front



Back



5.16.01

Forms: Application & Checklist

**JANA SHAHARI LOANS -
DOCUMENT CHECK LIST**


Borrower: _____ Login No.: _____
State / City: _____ Zone: _____

		Confirmation By	
		Sales	Credit/Ops
A. Documents at the time of Login - As applicable			
1	CIS Application Form duly filled in & signed along with photograph of Directors/Partners /Proprietor/Guarantor		
2	ID proof - PAN Card / Driving License /Passport/ Voter ID		
3	Residence Address Proof - Voter ID/ Utility Bills/ Rental agreement		
4	Office Address Proof - Rental Agreement/ Utility Bills		
5	Signature proof of borrowers - BSV/ Passport/PAN Card		
6	Legal Existence (Shop & Establishment Certificate / Sales Tax / Service Tax Challan)		
7	Partnership Deed in case of Partnership Firms		
8	MOA / AOA along with certificate of incorporation in case of Companies/ Board resolution to borrow		
9	Three Years Financials with Income Tax Returns (Form 3CD/Form 3CB in case of Audited)		
10	Provisional Financials for the year, where final Balance Sheet and P & L are not yet ready / ITR is not yet filed		
11	Bank statements from the Borrower's bank account/s for the last 6 months		
12	OD/CC & Term Loan Sanction Letters		
13	Existing loan details (Repayment: Track Record with Amortization Schedules)		
14	Collateral security details (Primary/Secondary)		
B. Credit Approval Documents			
1	Financial Analysis, Credit Approval Memo, Credit Rating		
2	ROC search reports		
3	CIBIL Report		
4	Legal search report /opinion		
5	Valuation report		
6	Process approval mail (wherever required)		
7	Property visit report (wherever applicable)		
C. Disbursal Documents			
1	Sanction letter - acknowledged by applicant and guarantor		
2	Payment of Upfront Incidental & financial charges as indicated under Incidental & Financial charges Payable		
3	Execution of Demand Promissory Note duly signed by the Borrower.		
4	Execution of Hypothecation Agreement		
5	Execution of Personal Guarantee agreement(s)		
6	EMI Cheques and Undated 2 Security Cheques		
7	Delivery of Post-dated cheques along with PDC covering letter		
8	Delivery of ECS Mandate duly signed by the borrower's bankers with Bank Branch seal, signature of the competent authority, with signing power No. & designation		
9	Security Documents as per legal report		
10	Any other document as specified in sanction letter		

Product Name	Product code	Tick to select
Jana Shahari Term Loan	897	
Jana Shahari Working Capital Demand Loan	898	

	Sales	Credit / Ops
Name		
Signature		
Designation		
Emp. Code		

ACCOUNT OPENING FORM FOR
RESIDENT DEPOSITOR/INDIVIDUALS

Part - A பகுதி - A

Branch _____
வங்கி _____
Code _____
குறியீடு _____

Application date
விண்ணப்ப தேதி:

--	--	--	--	--	--	--	--	--	--

DD/MM/YYYY

ACCOUNT OPENING FORM FOR RESIDENT DEPOSITOR/INDIVIDUALS / வசிப்பு கணக்குதாரர்/தனிநபர்களுக்கான கணக்குத் தொடங்கும் படிவம்

(For Office use only) (ஆலுவலக பயன்பாட்டிற்கு மட்டும்)

Please paste photograph of 1st Applicant & sign. across
தயவுசெய்து 1வது விண்ணப்பதாரரின் புகைப்படத்தை ஒட்டி, குறுக்கே கையெழுத்திடவும்

Please paste photograph of 2nd Applicant & sign. across
தயவுசெய்து 2வது விண்ணப்பதாரரின் புகைப்படத்தை ஒட்டி, குறுக்கே கையெழுத்திடவும்

Please paste photograph of 3rd Applicant & sign. across
தயவுசெய்து 3வது விண்ணப்பதாரரின் புகைப்படத்தை ஒட்டி, குறுக்கே கையெழுத்திடவும்

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Cust. ID No.1 வாடிக். அடையாள எண் 1

--	--	--	--	--	--	--	--	--	--

Cust. ID No.2 வாடிக். அடையாள எண் 2

--	--	--	--	--	--	--	--	--	--

Cust. ID No.3 வாடிக். அடையாள எண் 3

--	--	--	--	--	--	--	--	--	--

Account No. கணக்கு எண்

B. Customer Information வாடிக்கையாளர் விவரங்கள்

1. Customer Type வாடிக்கையாளர் வகை

1st applicant Senior Citizen Other Adult Minor Staff
1வது விண்ணப்பதாரர் முத்த குடிமகன் இதர வயதுவந்தோர் மைனர் ஊழியர்

2nd applicant Senior Citizen Other Adult Minor Staff
2வது விண்ணப்பதாரர் முத்த குடிமகன் இதர வயதுவந்தோர் மைனர் ஊழியர்

3rd applicant Senior Citizen Other Adult Minor Staff
3வது விண்ணப்பதாரர் முத்த குடிமகன் இதர வயதுவந்தோர் மைனர் ஊழியர்

2. Applicant Name (Leave a space between two words, e.g.)

விண்ணப்பதாரர் பெயர் (இரண்டு வார்த்தைகளுக்கிடையில் ஒரு பெட்டியைக் காலியாக விடவும், உதாரணம்)

M	R		A	M	I	T	G	U	P	T	A								
---	---	--	---	---	---	---	---	---	---	---	---	--	--	--	--	--	--	--	--

Title First Name Middle Name Surname
தலைப்பு முதல் பெயர் நடுப் பெயர் குடும்பப் பெயர்

1st applicant																			
---------------	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

1 விண்ணப்பதாரர் பெயர்

2nd applicant																			
---------------	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

2 விண்ணப்பதாரர் பெயர்

3rd applicant																			
---------------	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

3 விண்ணப்பதாரர் பெயர்

3. Guardian Name / பாதுகாவலர் பெயர் _____

(In case applicant is minor) / (விண்ணப்பதாரர் மைனராக இருந்தால்)

4. Relationship with minor / மைனர் உடனான உறவு Father தந்தை Mother தாய் By court order (if yes, please affix a copy) நீதிமன்ற உத்தரவுபடி (ஆம் எனில், பிரதி ஒன்றை இணைக்கவும்)

(In case applicant is minor) / (விண்ணப்பதாரர் மைனராக இருந்தால்) Others / மற்றவை _____ (Please specify) (தயவுசெய்து குறிப்பிடவும்)

5. Details of the applicant / விண்ணப்பதாரர் பற்றிய விவரங்கள்

	Date of birth பிறந்த தேதி (DD/MM/YY)	Sex M/F பாலினம்	Marital Status மணநிலை	Father/Husband's Name தந்தை / கணவரின் பெயர்	Mother's maiden Surname தாயின் திருமணத்திற்கு முந்தைய பெயர்										
1st applicant 1வது விண்ணப்பதாரர்	<table border="1"><tr><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr></table>											<input type="checkbox"/>	_____	_____	_____
2nd applicant 2வது விண்ணப்பதாரர்	<table border="1"><tr><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr></table>											<input type="checkbox"/>	_____	_____	_____
3rd applicant 3வது விண்ணப்பதாரர்	<table border="1"><tr><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr></table>											<input type="checkbox"/>	_____	_____	_____

9.09.00

ATM Mandatory Poster

INFORMATION

JANA SMALL FINANCE BANK

Our Toll Free Customer Contact Centre Number: 1800-2080
Report your lost/stolen card to this number

ATM ID:

• Please mention the above ATM ID in your queries submitted to your bank

CATEGORY:

• For non-Jana Small Finance Bank customers: To know details on number of free transactions, please contact your card issuing bank

ATM transactions:

Pursuant to RBI Notification Ref No: DPSS/COI No. 265/02.10.02/2009/10 dated 6th August, 2009 following changes in ATM transactions will apply with effect from 15th October 2009:

• **Maximum cash withdrawal permitted would be INR 10,000/- per transaction for non-Jana Small Finance Bank customers**

Effective 1st July 2011, RBI has made amendments in:-

• Fees for usage at other bank ATMs in India | • Turnaround time for resolution of failed ATM transactions at other bank ATMs in India

Failed ATM Transactions:-

• In case of zero/short cash dispensed at other banks' ATM, Jana Small Finance Bank account holders can lodge a complaint at the nearest Jana Small Finance Bank branch, or by calling our Toll Free Customer Contact Centre Number.

• As per RBI guidelines, Jana Small Finance Bank will credit such wrongly debited amounts within a period of 7 working days from the date of the complaint. The bank will pay INR 100 per day beyond 7 working days only if the complaint is lodged within 30 days from the date of the transaction

Redressal of complaints relating to ATM transactions:-

Any queries or complaints regarding ATM transactions viz. zero/short dispense of cash, card capture can be lodged through the following modes:

Jana Small Finance Bank Customers: Visit any of our bank branches to register your query/complaint | • Complaint Forms are available at the ATM kiosk/lobby itself

Non-Jana Small Finance Bank Customers: Please contact your bank in case of zero/short dispense of cash and card capture | • Captured card will be destroyed at our end. You may please contact your card issuing bank to get the new card issued in lieu of the captured card

Debit Card Usage at Other Bank ATMs in India:-

The free transactions per month at other bank ATMs will include both cash withdrawal, balance enquiry and other non-cash transactions

Cash Retraction:-

Please ensure to collect your cash before leaving, as this ATM has been disabled with Cash Retraction

DO'S & DON'T'S OF ATM/DEBIT CARD OPERATION

DO'S

- Memorize your Personal Identification Number (PIN)
- For better security, please change the PIN the first time you use it. It is recommended to change the PIN at frequent intervals subsequently, for enhanced security
- Collect cash immediately from the cash slot, when cash is dispensed
- Remember to take the card from the slot when the card is ejected
- Beware of 'shoulder surfing': Shield your PIN from onlookers by using your body
- After the transaction is over, please wait for the welcome screen to appear on the ATM, before you leave
- Sign on the card immediately on receipt of the card to avoid misuse
- Store your card in a secure place where you will immediately know if it is missing
- Store the ATM-cum-Debit card carefully so that the magnetic stripe/chip does not get damaged

- Please ensure that the card is swiped in your presence at POS (Point of Sale) terminals
- Contact your nearest bank branch or Customer Contact centre, if any assistance is required
- If the card is lost or stolen, report the same immediately to your card issuing bank branch or customer contact centre

DON'TS

- Do not keep the Card and PIN together at any point in time
- Do not reveal your PIN to anyone else.
- Do not write your PIN on the card or record it on any other media
- Do not reveal your PIN to anyone through SMS/Email etc.
- Do not accept any personal assistance offered to you during ATM transactions
- Do not get distracted in any way, while doing ATM transactions
- Do not dispose statements, charge slips and bank mails without destroying/shredding them

AWARENESS AGAINST FRAUDS

- Exercise caution on unsolicited calls/e-mails relating to the ATM cards and please note that the bank will never ask for your confidential details through such mediums.
- In a room with single ATM, do not allow the presence of any other person as doing so, you may be compromising on your confidential details
- Beware of shoulder surfing during ATM transactions
- Be cautious of anything strange and suspicious about ATM machine or the premises like signs of tampering or attachment of additional fixtures, etc.
- If you find anything suspicious in the ATM site, please inform the branch immediately

FAQs on ATMs prescribed by RBI

1. What is an Automated Teller Machine (ATM)?

Automated Teller Machine is a computerized machine that provides the customers of banks the facility of accessing their account for dispensing cash and to carry out other financial & non-financial transactions without the need to actually visit their bank branch.

2. What are White Label ATMs (WLAs)?

ATMs set up, owned and operated by non-banks are called White Label ATMs. Non-bank ATM operators are authorized under Payment & Settlement Systems Act, 2007 by the Reserve Bank of India.

3. What is the difference between ATM and WLA (White Label ATM)?

• In White Label ATM scenario, logo displayed on ATM machine and in ATM premises pertain to WLA Operator instead of a bank. However, for a customer, using WLA is just like using the ATM of other bank (bank other than card issuing bank)

• Acceptance of cash deposits at the WLAs is not permitted at present

4. What has been the rationale of allowing non-bank entities for setting up of WLAs?

The rationale of allowing non-bank entity to set up White Label ATMs has been to increase the geographical spread of ATMs for increased/enhanced customer service.

5. What type of cards can be used at an ATM/WLA?

The ATM/ATM cum debit cards, credit cards and open prepaid cards (that permit cash withdrawal) issued by banks can be used at ATMs/WLAs for various transactions.

6. What are the services/facilities available at ATMs/WLAs?

In addition to cash dispensing, ATMs/WLAs may offer many other services/facilities to bank customers. Some of these services include: Account Information | Cash Deposit | **Acceptance of deposits are not permitted at WLAs** | Regular Bill Payments (not permitted at WLAs) | Purchase of Re-load Vouchers for Mobiles (not permitted at WLAs) | Mini/Short Statement | PIN change | Request for Cheque Book.

7. How can one transact at an ATM/WLA?

For transacting at an ATM/WLA the customer inserts /swipes his/her Card in the ATM/WLA and enters his/her Personal Identification Number (PIN). Usually the transactions are menu driven for facilitating easy operation.

8. What is Personal Identification Number (PIN)?

PIN is the numeric password which is separately mailed/handed over to the customer by the bank while issuing the card. Most banks require the customers to change the PIN on the first use. Customer should not disclose PIN to anybody, including to bank officials. Customers should change the PIN at regular intervals.

9. Can these cards be used at any bank/non-bank ATM (WLA) in the country?

Yes. The cards issued by banks in India may be used at any bank/White Label ATM in the country.

10. Are customers entitled to any free transactions at ATMs?

Yes. With effect from November 01, 2014, a bank must offer to its savings bank account holders a minimum number of free transactions at ATMs as under:

- i. **Transactions at a bank's own ATMs at any location:** Banks must offer their savings bank account holders a minimum of five free transactions (including both financial and non-financial) in a month, irrespective of the location of ATMs.
- ii. **Transactions at any other banks' ATMs at Metro locations:** In case of ATMs located in six metro locations, viz. Mumbai, New Delhi, Chennai, Kolkata, Bengaluru and Hyderabad, banks must offer their savings bank account holders a minimum of three free transactions (including both financial and non-financial transactions) in a month.
- iii. **Transactions at any other banks' ATMs at Non-Metro locations:** At other locations, banks must offer to their savings bank account holders a minimum of five free transactions (including both financial and non-financial transactions) in a month at other bank ATMs.

RBI has mandated only the minimum number of free transactions at ATMs. Banks may offer more number of transactions free of cost to their customers.

The above does not apply to Basic Savings Bank Deposit Accounts (BSBDA) as withdrawals from BSBDA are subject to the conditions associated with such accounts.

11. Are customers charged for any transaction at ATMs?

Yes, customers can be charged for transactions at ATMs over and above the mandated number of free transactions (as indicated in answer to Q.10 above). In case a bank decides to levy charges, the customer can be charged a maximum of Rs. 20/- per transaction (plus service tax, if any) by his/her bank.

12. What should be done if card is lost/stolen?

The customer should contact the card issuing bank immediately on noticing the loss/theft of the card and should request the bank to block the card.

13. From where the customer can get the contact numbers for lodging a complaint?

Banks are required to display the name and the contact numbers of concerned officers/toll free numbers/help desk numbers in the ATM premises. Similarly, in WLAs, contact number of officials/toll free numbers/help numbers are also displayed for lodging any complaint regarding failed/disputed transactions.

14. What steps should a customer take in case of failed ATM transaction at other bank/White Label ATMs, when his/her account is debited?

The customer should lodge a complaint with the card issuing bank at the earliest. This process is applicable even if the transaction was carried out at another bank's/non-bank's ATM. In case of WLAs, the contact number/toll free numbers are also available for lodging complaints regarding failed transactions at their ATMs.

15. Is there any time limit for the card issuing banks for recrediting the customers account for a failed ATM/WLA transaction indicated under Q. No. 14?

As per the RBI instructions (DPSS.PD.No.2632/02.10.02/2010-2011 dated May 27, 2011), banks have been mandated to resolve customer complaints by re-crediting the customer's account within 7 working days from the date of complaint.

16. Are the customers eligible for compensation for delays beyond 7 working days?

Yes. Effective from July 1, 2011, banks have to pay compensation of Rs. 100/- per day for delays in re-crediting the amount beyond 7 working days from the date of complaint for failed ATM transactions. The compensation has to be credited to the account of the customer without any claim being made by the customer. If the complaint is not lodged within 30 days of transaction, the customer is not entitled for any compensation for delay in resolving his/her complaint.

17. What is the course of action for the customer if the complaint is not addressed by his/her bank within the stipulated time/not addressed to his/her satisfaction?

The customer can take recourse to the Banking Ombudsman, if the grievance is not redressed by his/her card issuing bank.

18. What is the Grievance Redressal Mechanism available to users of WLAs in case of failed/disputed WLA transactions?

The Grievance Redressal Mechanism available to users of WLA is same as that available to users of banks' ATMs for failed/disputed transactions. While the primary responsibility to redress grievances of customers relating to failed transactions at such WLAs will rest with the card issuing bank, the sponsor bank will provide necessary support in this regard, ensuring that White Label ATM Operator (WLAO) makes available relevant records and information to the issuing bank.

19. What should be done to the ATM card when the card is expired or the account is closed?

Customer should destroy the card upon card expiry or closure of account, cut it into four pieces through the magnetic strip/chip before disposing it.

20. How should the customer keep his/her ATM/WLA transaction secure?

Customers should observe following Do's and Don'ts to keep their transaction safe and secure at ATM/WLA:

- Customer should conduct any ATM/WLA transaction in complete privacy
- Only one card holder should enter and access ATM/WLA kiosk at a time
- He/she should never lend his/her card to anyone
- Do not write PIN on the card
- Never share PIN with anyone or seek help from anybody by handing over the card and revealing the PIN
- Never let anyone see the PIN while it is being entered at the ATM
- Never use a PIN that could be easily guessed, e.g. his/her birthday, birthday of spouse or telephone number
- Never leave card in the ATM/WLA
- Register mobile number with the card issuing bank for getting alerts for ATM/WLA transactions. Any unauthorised card transaction in the account, if observed, should be immediately reported to the card issuing bank
- Beware of any extra devices attached to the ATMs/WLAs. These may be put to capture customer's data fraudulently. If any such device is found, inform the security guard/bank/White Label ATM entity maintaining it immediately
- Keep an eye on suspicious movements of people around ATMs/WLAs. Customer should beware of strangers trying to engage him/her in conversation or offering assistance/help in operating the ATM
- Remember that bank officials will never ask for card details or PIN over telephone/email. So, do not respond to any vishing/phishing mails from people indicating that they represent your bank.

the Jana SFB
signature



SIGNAGE

SECTION HEADS

6.01.00 Introduction

6.02.00 Bank Signages

6.02.01 Bank Signages 1:1 | 1:2

6.02.02 Bank Signages 1:3 | 1:4

6.02.03 Bank Signages 1:5 | 1:6 | 1:7 | 1:8

6.02.04 Bank Signages 1:9 | 1:10

6.02.05 Bank Signages 2:3

6.02.06 Bank Signages 2:5 | 3:2

6.02.07 Bank Signages 3:4 | 3:5

6.02.08 Bank Signages 4:5 | 5:6

6.02.09 Bank Signages 6:7

6.03.00 JC Signages

6.04.00 Glow Sign / Lollipop Signage

6.01.00

Introduction

Signage must deliver multiple benefits and these have been kept in mind while designing the Bank Signages for Jana SFB.

These Signs must:

- Identify the site clearly as a Jana SFB branch or office
- Help to make the fascia more attractive and inviting
- Build awareness of the Jana SFB brand by reinforcing its visual identity - this is particularly effective given that there will be signs across the country

The simple yet extremely distinctive Jana SFB signs satisfy all the above criteria. The white background with the bright fuchsia text helps them stand apart from the clutter in the vibrant urban context and provides a fitting backdrop for the logo. The signs have been designed so that the logo and the descriptor occupy a significant percentage of the space available and immediately draw the viewer's attention. Other considerations that were kept in mind were the availability of materials, seamless implementation and easy maintenance across locations.

6.02.00

Bank Signages

Global guidelines:

- All Jana SFB signs have the Jana SFB logo placed against the white background
- The logo has been visually placed to ensure that it occupies majority of the space on the sign
- The name of the company must appear in the Museo font family
- While selecting the Hindi/regional language font, care must be taken to ensure that the thickness of the letterforms is approximately the same as that of the Museo font. Bold and heavy fonts must be avoided

6.02.01

Bank Signages

1:1

Here 'J' and JANA SMALL FINANCE BANK is as per Master logo unit, height of 'J' is X. JSFB in the regional language is 10% of height of X. The distance between JSFB in the regional language from the bottom of the logo unit is 15% of X. The signage has equal space on the top and bottom. The space on the left and right is also equal.



6.02.02

Bank Signages

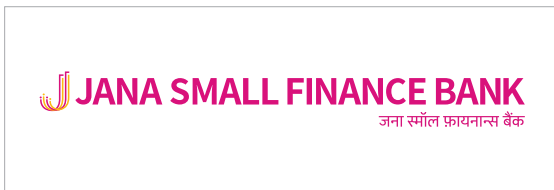
1:2 - 1:6

Here 'J' and JANA SMALL FINANCE BANK is as per Master logo unit. The height of 'J' is X. JSFB regional language text height is 40% of X & is aligned to left of English text and bottom of 'J'. The signage has equal space on the top and bottom. The space on the left and right is also equal.

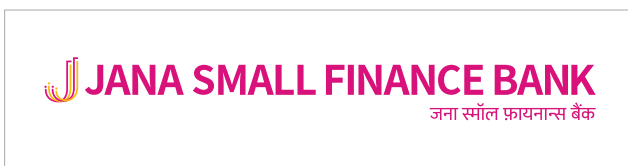
1:2



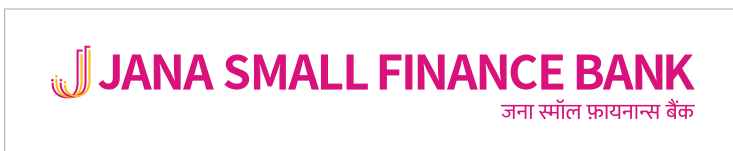
1:3



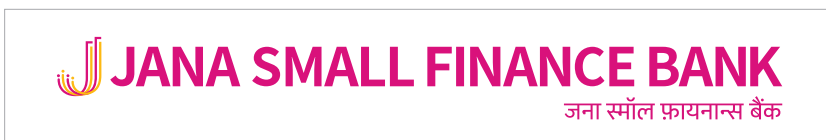
1:4



1:5



1:6



6.02.03

Bank Signages 1:7 - 1:10

Here 'J' and JANA SMALL FINANCE BANK is as per Master logo unit. The height of 'J' is X. JSFB in the regional language height is 60% of X & is aligned to left of 'J' and the distance between the 'J' is 40% of X. The signage has equal space on the top and bottom. The space on the left and right is also equal.

1:7

जना स्मॉल फ़ायनान्स बैंक  JANA SMALL FINANCE BANK

1:8

जना स्मॉल फ़ायनान्स बैंक  JANA SMALL FINANCE BANK

1:9

जना स्मॉल फ़ायनान्स बैंक  JANA SMALL FINANCE BANK

1:10

जना स्मॉल फ़ायनान्स बैंक  JANA SMALL FINANCE BANK

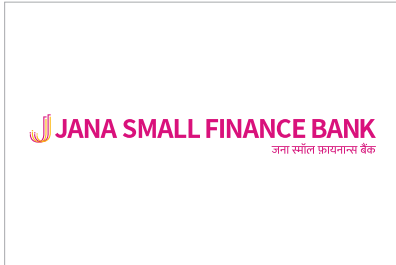
6.02.02

Bank Signages

2:3 | 2:5 | 3:4 | 3:5

Here 'J' and JANA SMALL FINANCE BANK is as per Master logo unit. The height of 'J' is X. JSFB regional language text height is 40% of X & is aligned to left of English text and bottom of 'J'. The signage has equal space on the top and bottom. The space on the left and right is also equal.

2:3



2:5



3:4



3:5



6.02.03

Bank Signages

3:2 | 4:5 | 5:6 | 6:7

Here 'J' and JANA SMALL FINANCE BANK is as per Master logo unit, height of 'J' is X. JSFB in the regional language is 10% of height of X. The distance between JSFB in the regional language from the bottom of the logo unit is 15% of X. The signage has equal space on the top and bottom. The space on the left and right is also equal.

3:2



4:5



5:6



6:7



6.03.00

JC Signages

20' x 3' Hindi

 **JANA SMALL FINANCE BANK**
जना स्मॉल फ़ायनान्स बैंक

Jana Centre
जना सेन्टर

20' x 3' Gujarati

 **JANA SMALL FINANCE BANK**
જના સ્મોલ ફાયનાન્સ બેન્ક

Jana Centre
જના સેન્ટર

20' x 3' Marathi

 **JANA SMALL FINANCE BANK**
जना स्मॉल फायनान्स बँक

Jana Centre
जना सेंटर

20' x 3' Punjabi

 **JANA SMALL FINANCE BANK**
ਜਨਾ ਸਮਾਲ ਫਾਇਨੈਂਸ ਬੈਂਕ

Jana Centre
ਜਨਾ ਸੈਂਟਰ

20' x 3' Bengali

 **JANA SMALL FINANCE BANK**
জনা স্মল ফাইন্যান্স ব্যাঙ্ক

Jana Centre
জনা সেন্টার

20' x 3' Assamese

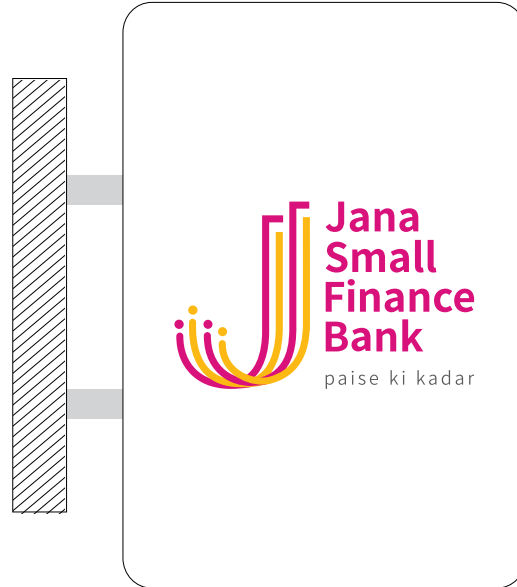
 **JANA SMALL FINANCE BANK**
জনা স্মল ফাইনেঞ্চ বেংক

Jana Centre
জনা চেণ্টাৰ

These signages and their fonts should not be replicated under any circumstances

6.05.00

Glow Sign/ Lollipop signage



For this proportion, the logo needs to appear vertically. The Jana SFB symbol can be used effectively as a rounded edge square glow sign as shown on the left, or as a lollipop signage shown above.

6.03.00

Address Boards

Bank Branches

Jana Small Finance Bank Limited

ಜನ ಸ್ಮಾಲ್ ಫೈನಾನ್ಸ್ ಬ್ಯಾಂಕ್ ಲಿಮಿಟೆಡ್

Regional Office, ರೀಜನಲ್ ಆಫೀಸ್

Nandini Complex, Ground Floor, No. 300/A-70, 10th Main, 36th Cross, 5th Block, Jayanagara, Bengaluru – 560041.

ನಂದಿನಿ ಕಾಂಪ್ಲೆಕ್ಸ್, ಭೂತಲ, ನಂ. 300/ ಅ -70, 10 ಮೇನ್, 36 ವಾಕ್ ಚೌಕ್, 5-ವಾಕ್ ಬ್ಲಾಕ್, ಜಯನಗರ, ಬೆಂಗಳೂರು - 560041.

ನಂದಿನಿ ಕಾಂಪ್ಲೆಕ್ಸ್, ನೆಲ ಮಹಡಿ, ನಂ. 300/ಎ-70, 10ನೇ ಮುಖ್ಯ ರಸ್ತೆ, 36-ನೇ ಅಡ್ಡ ರಸ್ತೆ, 5-ನೇ ಬ್ಲಾಕ್, ಜಯನಗರ, ಬೆಂಗಳೂರು - 560041.

Business Hours

Monday to Friday - 9:15 am to 4:15 pm
1st,3rd,5th Saturday - 9:15 am to 12:30 pm
2nd, 4th Saturdays and all Sundays - Holiday

ವ್ಯವಹಾರದ ಸಮಯ

ಸೋಮವಾರ ದಿಂದ ಶುಕ್ರವಾರ ಬೆಳಿಗ್ಗೆ - 9:15 ರಿಂದ 4:15 ಕ್ಕೆ
1ನೇ,3ನೇ, ಮತ್ತು 5ನೇ ಶನಿವಾರ - 9:15 ರಿಂದ 12:30 ಕ್ಕೆ
2ನೇ ಮತ್ತು 4ನೇ ಶನಿವಾರ ಮತ್ತು ಎಲ್ಲಾ ಭಾನುವಾರದಂದು ರಜೆ

Registered Office, ರೆಜಿಸ್ಟ್ರೇಡ್ ಆಫೀಸ್

The Fairway Business Park, # 10/1, 11/2 & 12/2B, Off Domlur, Koramangla Inner Ring Road, Next to Embassy Golf Links, Challaghatta, Bengaluru -560071.

ದ ಫೇರ್ವೇ ಬಿಜಿನೆಸ್ ಪಾರ್ಕ್, # 10/1, 11/2 ಮತ್ತು 12/2B, ಆಫ್ ಡೊಮ್ಲೂರು, ಕೋರಮಂಗಲಾ ಇನರ್ ರಿಂಗ್ ರೋಡ್, ಎಂಬೆಸಿ ಗೋಲ್ಫ ಲಿಂಕ್ಸ್ ಕೆ ಬಗಲ ಹೆ, ಚಲ್ಲಾಘಟ್ಟಾ, ಬೆಂಗಳೂರು - 560071.

ದಿ ಫೇರ್ವೇ ಬ್ಯುಸಿನೆಸ್ ಪಾರ್ಕ್, #10/1, 11/2 ಮತ್ತು 12/2B, ಆಫ್ ಡೊಮ್ಲೂರು, ಕೋರಮಂಗಲಾ ಇನರ್ ರಿಂಗ್ ರೋಡ್, ಎಂಬೆಸಿ ಗಾಲ್ಫ್ ಲಿಂಕ್ಸ್, ಚಲ್ಲಾಘಟ್ಟಾ, ಬೆಂಗಳೂರು - 560071.

Head Office



Jana Small Finance Bank Limited

ಜನ ಸ್ಮಾಲ್ ಫೈನಾನ್ಸ್ ಬ್ಯಾಂಕ್ ಲಿಮಿಟೆಡ್

The Fairway Business Park, # 10/1, 11/2 & 12/2B, Off Domlur, Koramangla Inner Ring Road, Next to Embassy Golf Links, Challaghatta, Bengaluru -560071.

ದ ಫೇರ್ವೇ ಬಿಜಿನೆಸ್ ಪಾರ್ಕ್ # 10/1, 11/2 ಮತ್ತು 12/2B, ಆಫ್ ಡೊಮ್ಲೂರು, ಕೋರಮಂಗಲಾ ಇನರ್ ರಿಂಗ್ ರೋಡ್, ಎಂಬೆಸಿ ಗೋಲ್ಫ ಲಿಂಕ್ಸ್ ಕೆ ಬಗಲ ಹೆ, ಚಲ್ಲಾಘಟ್ಟಾ, ಬೆಂಗಳೂರು - 560071.

ದಿ ಫೇರ್ವೇ ಬ್ಯುಸಿನೆಸ್ ಪಾರ್ಕ್, #10/1, 11/2 ಮತ್ತು 12/2B, ಆಫ್ ಡೊಮ್ಲೂರು, ಕೋರಮಂಗಲಾ ಇನರ್ ರಿಂಗ್ ರೋಡ್, ಎಂಬೆಸಿ ಗಾಲ್ಫ್ ಲಿಂಕ್ಸ್, ಚಲ್ಲಾಘಟ್ಟಾ, ಬೆಂಗಳೂರು - 560071.

Board Number: 080-37620100/46020100

Office Timing: Monday to Friday 8:15 am To 5:15 pm

6.05.00

Address Boards

JC

Jana Small Finance Bank Limited (Jana Centre)
ಜನ ಸ್ಮಾಲ್ ಫೈನಾನ್ಸ್ ಬ್ಯಾಂಕ್ ಲಿಮಿಟೆಡ್ (ಜನ ಸೆಂಟರ್)
Neelasandra Jana Centre (ನೀಲಸಂದ್ರ ಜನ ಸೆಂಟರ್)

35/55, 56, 57, Bazar Street, Neelasandra,
Bangalore -560047

35/55, 56, 57, **ಬಾಜಾರ್ ಸ್ಟ್ರೀಟ್, ನೀಲಸಂದ್ರ,**
ಬೆಂಗಳೂರು - 560047

35/55, 56, 57, **ಬಜಾರ್ ಸ್ಟ್ರೀಟ್, ನೀಲಸಂದ್ರ,**
ಬೆಂಗಳೂರು - 560047

Business Hours
Monday to Friday - 9:00 am to 4:00 pm
1st,3rd,5th Saturday - 9:00 am to 12:30 pm
2nd, 4th Saturdays and all Sundays - Holiday

ವ್ಯವಹಾರದ ಸಮಯ
ಸೋಮವಾರ ದಿಂದ ಶುಕ್ರವಾರ ಬೆಳಿಗ್ಗೆ -9:00 ರಿಂದ 4:00 ಕ್ಕೆ
1ನೇ,3ನೇ, ಮತ್ತು 5ನೇ ಶನಿವಾರ - 9:00 ರಿಂದ 12:30 ಕ್ಕೆ
2ನೇ ಮತ್ತು 4ನೇ ಶನಿವಾರ ಮತ್ತು ಎಲ್ಲಾ ಭಾನುವಾರದಂದು ರಜೆ

Registered Office, ರೆಜಿಸ್ಟ್ರೆಡ್ ಆಫೀಸ್

The Fairway Business Park, # 10/1, 11/2 & 12/2B,
Off Domlur, Koramangla Inner Ring Road,
Next to Embassy Golf Links, Challaghatta,
Bengaluru -560071.

द फेयरवे बिज़नेस पार्क # **10/1, 11/2** और **11/2** बी,
ऑफ़ डोमलुर, कोरमंगला इनर रिंग रोड, एम्बेसी गोल्फ लिंक
के बगल में, चलाघट्टा, बेंगलुरु - **560071.**

ದಿ ಫೇರ್‌ವೇ ಬ್ಯುಸಿನೆಸ್ ಪಾರ್ಕ್, #10/1, 11/2 ಮತ್ತು
12/2B, ಆಫ್ ದೊಮ್ಲೂರು, ಕೋರಮಂಗಲ ಇನ್‌ನರ್
ರಿಂಗ್ ರೋಡ್, ಎಂಬೆಸಿ ಗಾಲ್ಫ್ ಲಿಂಕ್ಸ್, ಚಲ್ಲಾಘಟ್ಟ,
ಬೆಂಗಳೂರು - 560071.

Address boards to be trilingual in English, Hindi & the regional languages. In cases where hindi is the language of the region, spacing needs to be adjusted on the same boards

the Jana SFB

merchandise



MERCHANDISE SECTION HEADS

7.01.00	Introduction
7.02.00	Employee ID & Belt Tag
7.03.00	T-Shirts
7.04.00	Key Chain & Pen
7.05.00	Mug
7.06.00	Mouse Pad
7.07.00	Folders/Press Kit

7.01.00

Introduction

Today there are numerous branding opportunities that can be used to reinforce Jana SFB's visual identity, build recall and create pride of ownership. From t-shirts to pens, mugs to keychains, we should brand all possible (and suitable) interfaces. Branded merchandise can be used for:

Unifying internal audiences

Using brand merchandise helps to build bonds within the Jana SFB family and create a sense of "oneness."

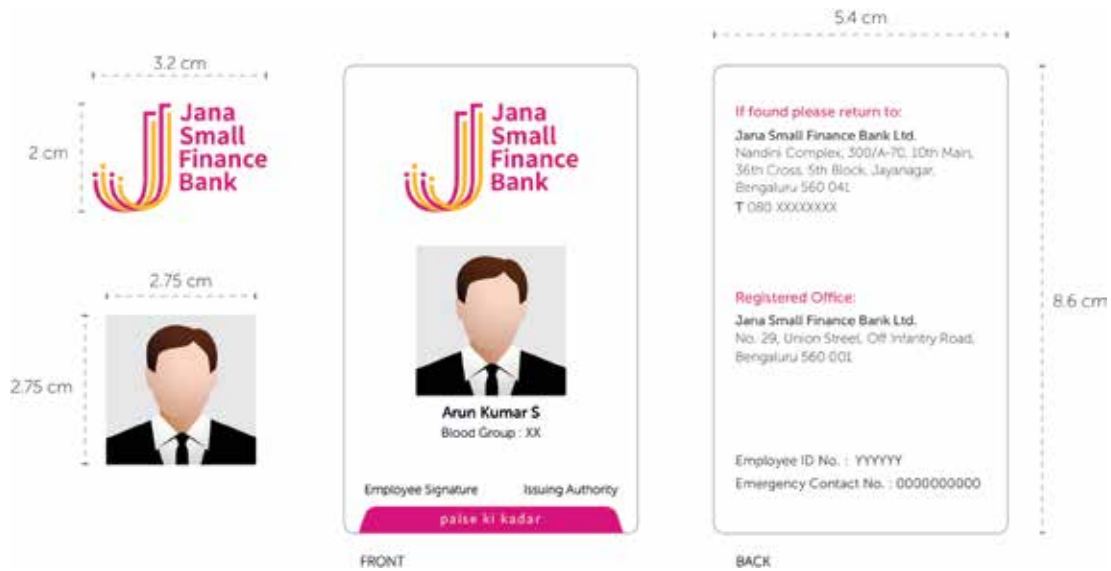
Promotions & Gifts

Any promotional material/give aways must necessarily be branded to widen impact. Branded gifts communicate the pride we have in our brand.

At the same time, caution must be exercised to ensure that the visual identity of the brand is not diluted through careless implementation. The variety of substrates and processes that accompany branding merchandise must be clearly understood.

7.02.00

Employee ID & Belt Tag



Belt Tag

The strap for the ID card can have the Jana logo (in yellow) printed on it.

On the belt tag, the Jana logo in colour should be used on a black background, as displayed on the left.

7.03.00

T-shirts



7.04.00

Key Chain & Pen



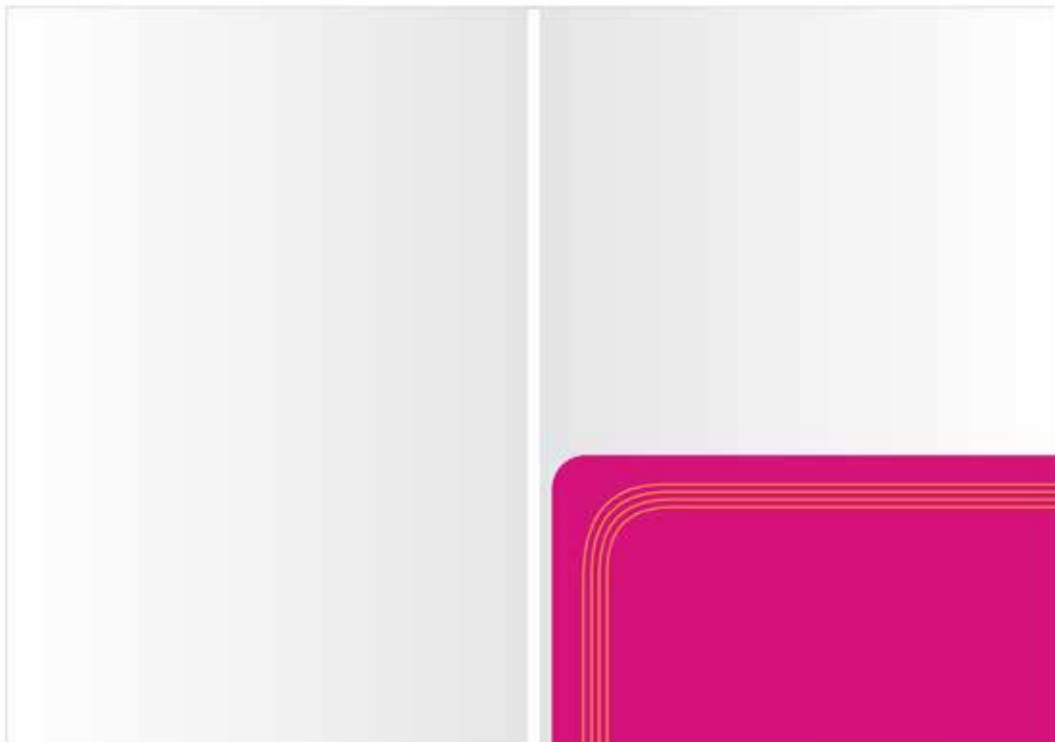
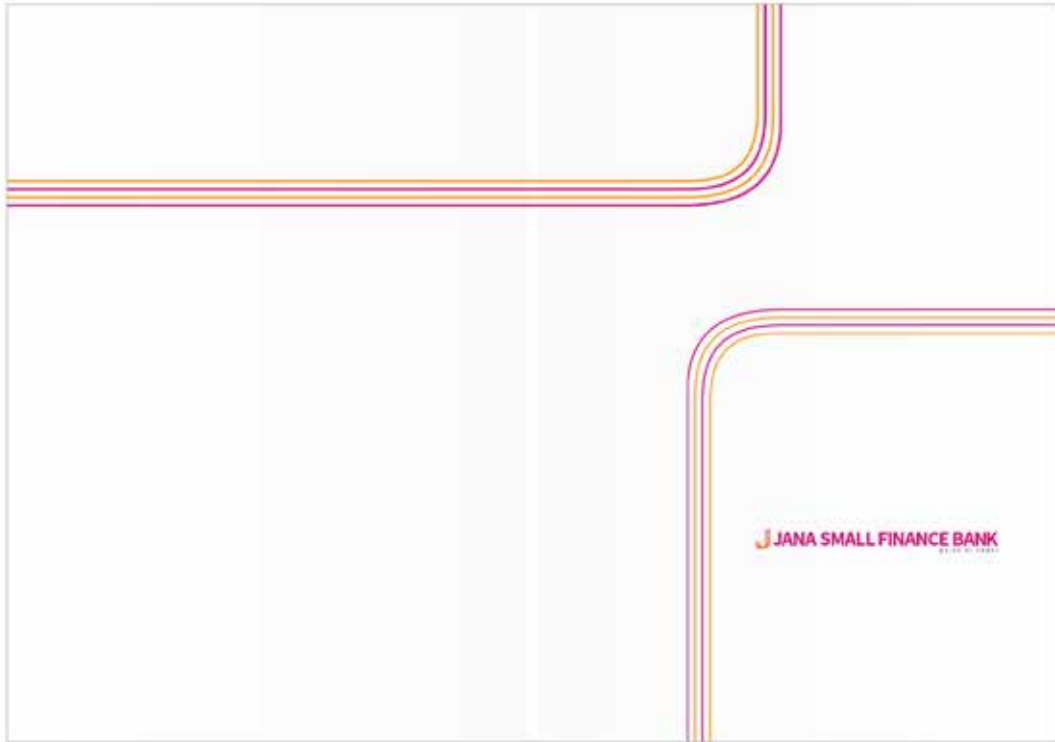
7.05.00

Mug



7.07.00

Folders/Press Kit



the Jana SFB

vernacular language



8.01.00

Introduction

Since Jana SFB is going to have a national presence, it is important to incorporate vernacular languages in communication pieces. This makes it less intimidating to the people for whom language is a barrier.

Adopting the local language also ensures that the organisation comes across as one that is ready to adjust to people's need, instead of the other way around.

8.02.00

Jana SFB

Typographical Style

A typographical style is perhaps one of the most effective ways to create brand recall. When applied consistently across applications, it becomes a powerful tool that can help build a strong, memorable visual identity.

Our vernacular typographical style lies in the sreelipi family of fonts. This has been carefully chosen to match the English typeface chosen for the brand (Museo Sans). This style is also extremely legible across applications. The font for each language has two fixed weights - regular and bold to create a hierarchy.

8.02.01

Vernacular Typeface
Hindi
(Shree-Dev-001, 002)

जना स्मॉल फ़ायनान्स बैंक

Regular

अ आ इ ई उ ऊ ऋ ए ऐ ओ औ क ख ग घ च छ ज झ ञ ट ठ
ड ढ ण त थ द ध न प फ ब भ म य र ल ळ व श ष स ह
. ा ि िी ु ू ॢ ॣ । ॥ ० १ २ ३ ४ ५ ६ ७ ८ ९

Bold

अ आ इ ई उ ऊ ऋ ए ऐ ओ औ क ख ग घ च छ ज झ ञ ट ठ
ड ढ ण त थ द ध न प फ ब भ म य र ल ळ व श ष स ह
. ा ि िी ु ू ॢ ॣ । ॥ ० १ २ ३ ४ ५ ६ ७ ८ ९

8.02.02

Vernacular Typeface
Gurumukhi
(Shree-Pun-001, 002)

ਜਨਾ ਸਮੱਲ ਫਾਇਨੈਂਸ ਬੈਂਕ

Regular

ਅ ਆ ਇ ਈ ਉ ਊ ਏ ਐ ਓ ਕ ਖ ਗ ਘ ਙ ਚ ਛ ਜ ਝ ਵ ਟ ਠ ਡ ਢ ਣ ਤ ਥ
ਦ ਧ ਨ ਪ ਫ ਬ ਭ ਮ ਯ ਰ ਲ ਵ ਸ ਸ ਹ ਯ ਗ ਜ਼ ਝ ਛ ਾ ਿ ਿ
ੴ ੴ ੲ ੳ ੴ ੵ ੶ ੷ ੸ ੹ ੺ ੻ ੼ ੽ ੾ ੿ ੿ ੧ ੨ ੩ ੪ ੫ ੬ ੭ ੮ ੯ ੦

Bold

ਅ ਆ ਇ ਈ ਉ ਊ ਏ ਐ ਓ ਕ ਖ ਗ ਘ ਙ ਚ ਛ ਜ ਝ ਵ ਟ ਠ ਡ ਢ ਣ ਤ ਥ
ਦ ਧ ਨ ਪ ਫ ਬ ਭ ਮ ਯ ਰ ਲ ਵ ਸ ਸ ਹ ਯ ਗ ਜ਼ ਝ ਛ ਾ ਿ ਿ
ੴ ੴ ੲ ੳ ੴ ੵ ੶ ੷ ੸ ੹ ੺ ੻ ੼ ੽ ੾ ੿ ੿ ੧ ੨ ੩ ੪ ੫ ੬ ੭ ੮ ੯ ੦

8.02.04

Vernacular Typeface
Bengali
(Shree-Ban-001, 002)

জনা স্মল ফাইন্যান্স ব্যাঙ্ক

Regular

অ আ ই ঈ উ ঊ ঋ ঌ ঍ ঎ এ ঐ ঑ ঒ ও ঔ ক খ গ ঘ ঙ চ ছ জ ঝ ঞ ট ঠ ড
ঢ ণ ত থ দ ধ ন প ফ ব ভ ম য র ল ব শ ষ স হ ড় ঢ় য় ং ঃ
। ি িী ্ ্ৰ ে ঐ ঔ েঁ েঁ েঁ েঁ ১ ২ ৩ ৪ ৫ ৬ ৭ ৮ ৯ ০

Bold

অ আ ই ঈ উ ঊ ঋ ঌ ঍ ঎ এ ঐ ঑ ঒ ও ঔ ক খ গ ঘ ঙ চ ছ জ ঝ ঞ ট ঠ ড
ঢ ণ ত থ দ ধ ন প ফ ব ভ ম য র ল ব শ ষ স হ ড় ঢ় য় ং ঃ
। ি িী ্ ্ৰ ে ঐ ঔ েঁ েঁ েঁ েঁ ১ ২ ৩ ৪ ৫ ৬ ৭ ৮ ৯ ০

8.02.06

Vernacular Typeface
Odia
(Shree-Ori-001, 002)

ଜନା ସ୍ଥଳ ପାଇନାନ୍ତ ବ୍ୟାଙ୍କ

Regular

ଅ ଆ ଇ ଇ ଉ ଉ ର ଏ ଫି ଓ ଓ ଅଂ ଅଃ କ ଖ ଗ ଘ ଙ ଚ ଛ ଜ ଝ ଞ ଟ ଠ ଡ ଢ ଣ
ତ ଥ ଦ ଧ ନ ପ ଫ ବ ଭ ମ ଯ ର ଲ ଳ ବ ଶ ଷ ସ ହ ଢ ଢ ଝଂ ଝଃ
। ି ୧ ୨ ୩ ୪ ୫ ୬ ୭ ୮ ୯ ୦ ଠ ଠ ଠ

Bold

ଅ ଆ ଇ ଇ ଉ ଉ ର ଏ ଫି ଓ ଓ ଅଂ ଅଃ କ ଖ ଗ ଘ ଙ ଚ ଛ ଜ ଝ ଞ ଟ ଠ ଡ ଢ ଣ
ତ ଥ ଦ ଧ ନ ପ ଫ ବ ଭ ମ ଯ ର ଲ ଳ ବ ଶ ଷ ସ ହ ଢ ଢ ଝଂ ଝଃ
। ି ୧ ୨ ୩ ୪ ୫ ୬ ୭ ୮ ୯ ୦ ଠ ଠ ଠ

8.02.07

Vernacular Typeface
Assamese
(Shree-Ass-001, 002)

জনা স্মল ফাইনেস বেংক

Regular

অ আ ই ঈ উ ঊ ঋ এ ঐ ও ঔ ক খ গ ঘ ঙ চ ছ জ ঝ ঞ ট ঠ ড
ঢ ণ ত থ দ ধ ন প ফ ব ভ ম য ব ল র শ ষ স হ ড় ঢ় য় ঞ্ ঞ্ ঃ
া ি ি ্ ্ ে ঠৈ ো ৌ ে ১ ২ ৩ ৪ ৫ ৬ ৭ ৮ ৯ ০

Bold

অ আ ই ঈ উ ঊ ঋ এ ঐ ও ঔ ক খ গ ঘ ঙ চ ছ জ ঝ ঞ ট ঠ ড
ঢ ণ ত থ দ ধ ন প ফ ব ভ ম য ব ল র শ ষ স হ ড় ঢ় য় ঞ্ ঞ্ ঃ
া ি ি ্ ্ ে ঠৈ ো ৌ ে 1 2 3 4 5 6 7 8 9 0

8.02.08

Vernacular Typeface
Tamil
(Shree-Tam-0802, 0803)

ஐனா ஸ்மால் ஃபைனான்ஸ் பேங்க்

Regular

அ ஆ இ ஈ உ ஊ எ ஏ ஐ ஒ ஓ ஔ ஃ க ங ச ஞ ட
ண த ந ப ம ய ர ல வ ழ ள ற ன ஐ ஷ ஸ ஹ ா ி
ஃ ஶ ஷ ஸ ஹ ா ி
ஃ ஶ ஷ ஸ ஹ ா ி

1 2 3 4 5 6 7 8 9 0 க உ ங ச ஞ சா எ அ கூ 0

Bold

அ ஆ இ ஈ உ ஊ எ ஏ ஐ ஒ ஓ ஔ ஃ க ங ச ஞ ட
ண த ந ப ம ய ர ல வ ழ ள ற ன ஐ ஷ ஸ ஹ ா ி
ஃ ஶ ஷ ஸ ஹ ா ி
ஃ ஶ ஷ ஸ ஹ ா ி

1 2 3 4 5 6 7 8 9 0 க உ ங ச ஞ சா எ அ கூ 0

8.02.09

Vernacular Typeface
Marathi
(Shree-Dev-001, 002)

जना स्मॉल फायनान्स बँक

Regular

अ आ इ ई उ ऊ ऋ ए ऐ ऑ ओ औ क ख ग घ च छ ज झ ञ ट ठ
ड ढ ण त थ द ध न प फ ब भ म य र ल ळ व श ष स ह
. ा ि िी ु ू ॢ ॣ । ॥ ० १ २ ३ ४ ५ ६ ७ ८ ९

Bold

अ आ इ ई उ ऊ ऋ ए ऐ ऑ ओ औ क ख ग घ च छ ज झ ञ ट ठ
ड ढ ण त थ द ध न प फ ब भ म य र ल ळ व श ष स ह
. ा ि िी ु ू ॢ ॣ । ॥ ० १ २ ३ ४ ५ ६ ७ ८ ९

HEAD OFFICE

The Fairway Business Park, # 10/1, 11/2 & 12/2B, Off Domlur, Koramangla Inner Ring Road, Next to Embassy Golf Links, Challaghatta, Bengaluru -560071.

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