



“मेरो पहिलो रोजाइ”

BRAND GUIDELINE

TABLE OF CONTENTS

01. INTRODUCTION

02. LOGO

03. COLOR

04. TYPOGRAPHY

05. EMAIL SIGNATURE

06. SOCIAL MEDIA

07. STATIONERY

08. MERCHANDISE

09. BTL

10. BRAND PICTURES

INTRODUCTION

ABOUT US

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

With a vast network of over 100,000 agents, strong partnerships with multiple banks and financial institutions, and over 6 million eSewa wallet users, we are committed to delivering top-notch digital remittance services to all Nepalese living and working abroad.



Introduction

VISION

To become the most admired remittance company of the new millennium through innovative digital services that contribute directly to the upliftment of migrant households.



Introduction

MISSION

To build inclusive digital financial services that make instant, affordable, and accessible money transfers for migrants and their families.



LOGO

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

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



“मेरो पहिलो रोजाइ”

BRAND GUIDELINE

Logo

Structure



“मेरो पहिलो रोजाइ”



BRAND GUIDELINE

Logo

On Backgrounds



“मेरो पहिलो रोजाइ”



“मेरो पहिलो रोजाइ”



“मेरो पहिलो रोजाइ”

BRAND GUIDELINE

Logo

Clearspace

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

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



Minimum Size

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



“मेरो पहिलो रोजाइ”

Logo

Improper Logo Usage

Tagline placement



Change of colours



Logo Squeeze



Distracting background



Additional element



Drop shadow



Use gradient



Logo reflection



Logo

Co-Branded Logo Usage

When co-branding, the EMT logo and the partner's logo should be of equal height. In this case, the EMT logo **without a tagline** "Mero Pahilo Rojai" should be used.



Color Palette

Primary Color

#ce242b
CMYK
17, 100, 100, 0

100

80

60

40

20

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

Typography

Font Styles

Primary Typeface

Poppins Font Family

Poppins Light

Poppins Regular

Poppins Medium

Poppins Semibold

Poppins Bold

Poppins Extra Bold

Poppins Black

Secondary Typeface

Barlow Condensed Font Family

Barlow Light

Barlow Regular

Barlow Medium

Barlow Semibold

Barlow Bold

Barlow Extra Bold

Barlow Black

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

Typography

Font Size

Heading

Poppins ExtraBold

font size Yx3.236

Sub Heading

Poppins Bold

font size Yx1.618

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

Poppins Regular

font size Y

Typography

Heading Text

गणेश रेगुलर

Body Text

आकृति रेगुलर
आकृति इटालिक
आकृति बोल्ड

Alternate Typo

Khand लाइट
Khand रेगुलर
Khand मिडियम
Khand सेमिबोल्ड
Khand बोल्ड

Email Signature

Personal Information

Warm Regards,

Name

Designation

Email

Number

Official Information

Office +977 1 5970377

www.esewaremit.com

Corporate Office

Pulchowk, Lalitpur, Nepal



“मेरो पहिलो रोजगार”



Nepal's Largest digital-first remittance Co.

Warm Regards,

Name Surname

Designation

name.surname@esewaremit.com

Number: +977 98XXXXXXX

Office +977 1 5970377

www.esewaremit.com

Corporate Office

Pulchowk, Lalitpur, Nepal



“मेरो पहिलो रोजगार”

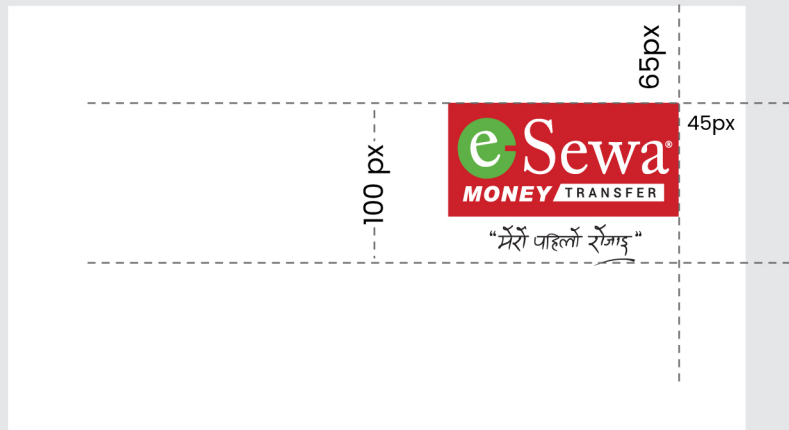


Nepal's Largest digital-first remittance Co.

BRAND GUIDELINE

Social Media

Generic



BRAND GUIDELINE

Social Media

Co - Branded

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



The image is a social media post for eSewa and FoneMoney Remittance. It features a woman in a red top and blue jeans pointing towards the text. The background includes a view of the Seoul Tower and autumn trees. The text is in Nepali and English. The eSewa and FoneMoney logos are at the top. The dimensions of the post are 1080 px by 1080 px.

1080 px

65px

72px

eSewa
MONEY TRANSFER

fone
Remittance

45px

कोरियामा हुनुहुन्छ?

अब **ZERO FEE** मै **Fonemoney App** मार्फत
आफ्नो eSewa वालेटमा सजिलै पैसा पठाउनुहोस् ।

साथै
₹250,000
KRW जित्ने सुवर्ण अवसर पनि पाउनुहोस् ।

5:53

Hi SWASTIMA

Enable Auto Debit
Link your bank account to enable auto debit

KRW 1,001,981 NPR 100,000

Remaining amount (for 2020)
USD 44,680 / 50,000

Send Money

Services

eSewa SSF FonePay Direct

Transaction Statements

I sent

This month KRW 0 Last month KRW 799,000

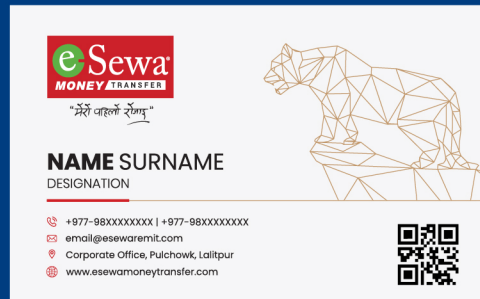
Rates Support Features

T & C Apply.

1080 px

BRAND GUIDELINE

Stationery



BRAND GUIDELINE

Merchandise

Brand



BRAND GUIDELINE

Merchandise

Brand



BRAND GUIDELINE

Merchandise

Brand



BRAND GUIDELINE

Merchandise

Brand



Merchandise

Co - Branded



BRAND GUIDELINE

Merchandise

Co - Branded



Digital Board

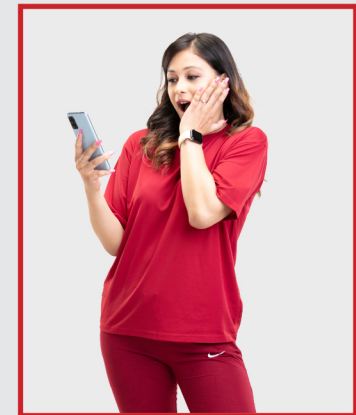


BRAND GUIDELINE

Digital Board



Brand Pictures



Document Version Control

DETAILS	
DOCUMENT TITLE	EMT BRAND GUIDELINES
VERSION	3.0
DATE	SEPTEMBER, 2026
OWNER	ESEWA MONEY TRANSFER PVT. LTD.
AUTHOR	REWANA SHRESTHA
DESIGNER	BINESH MAHARJAN
SUPERVISOR	SUMIT BHANDARI
APPROVER	AJESH KOIRALA
REVIEW FREQUENCY	ANNUALLY/WHEN NEEDED

DIGITAL FIRST REMITTANCE COMPANY

A COMPANY OF

www.fisoft.com

