Ebix

Brand Guidelines

A comprehensive guide to the visual identity, usage, and communication standards of the Ebix brand.

Table of Contents

Ebix Brand Guidelines System

Brand Overview

Our visual system ensures clarity, trust, and consistency across all touchpoints.

Key Principles: Simple • Bold • Accessible • Consistent

Primary Identity Accent: Mashaal Blue (#2D80F9) for energy and recognition.

Logo Specifications & Usage

The Ebix logo is a precise asset. Always use approved digital files and never attempt to redraw or recreate the logo.

Master Logo Configuration

Standard lockup with clear space indicators. The logo features the distinct Mashaal Blue (#2D80F9) accent.

X

X

✔ SVG   ✔ EPS   ✔ PNG   ✔ JPG/JPEG   ✔ PDF   ✔ GIF

Color Application

LIGHT BACKGROUNDS

💧 **Mashaal Blue**

Use the primary logo with the Mashaal Blue symbol and dark text for maximum legibility on white surfaces.

DARK BACKGROUNDS

◑ **White Reverse**

Use the all-white version. Mashaal Blue accent is permitted if contrast allows (4.5:1).

Technical Requirements

Minimum Size
Digital: 24px height minimum
Print: 20mm width minimum

⚠ **Contrast & Background**
Ensure clear separation. Do not place full color logo on busy images.

Safe Zone
Maintain clearance equal to 'X' height of the 'E' letterform on all sides.

Logo Variations

Use the correct version for maximum legibility.

PRIMARY

Primary Logo

This is the primary brand asset featuring the signature Mashaal Blue. It must always be used on white or very light backgrounds to ensure the blue elements remain vibrant and legible. This is the default logo for most corporate communications, websites, and documents.

DARK MODE

Reverse / Dark Theme

Use the white/reverse logo on dark corporate backgrounds (like Dark Navy or Black). This version ensures high contrast and sophistication for dark mode interfaces and premium print covers.

ON BRAND BLUE

On Mashaal Blue

When placing the logo on the primary Mashaal Blue (#2D80F9) background, always use the white reverse version. The primary blue logo should never be used on a blue background as it lacks visibility.

Clear Space & Minimum Size

To maintain integrity and legibility, the logo must be surrounded by sufficient clear space and never appear smaller than the minimum size.

Clear Space Definition

The minimum clear space is defined by the height of the letter "E" (X) from the logo wordmark. This area must remain free of other elements.

Digital Minimums

STANDARD DISPLAY

24px Height

Absolute minimum height for web headers and UI elements.

HIGH DENSITY (RETINA)

32px Height

Recommended size for mobile apps and high-DPI displays.

Print Minimums

Stationery & Collateral
Business cards, letterheads, flyers

20 mm
MIN WIDTH

Large Format & Signage
Posters, banners, billboards

25 mm+
MIN WIDTH

For dark backgrounds in print (e.g., foil stamping), ensure stroke width meets printer specs.

Logo Do's and Don'ts

Consistent application is key. Avoid these common mistakes to maintain brand integrity.

DO

Use the full-color logo on light, clean backgrounds for maximum contrast.

DO

Use the white/reverse logo on Mashaal Blue or dark backgrounds.

DO

Maintain generous clear space around the logo, free from text or graphics.

DON'T

Do not stretch, squeeze, skew, or rotate the logo in any way.

DON'T

Do not change the logo colors or create unauthorized color variations.

DON'T

Do not place the logo on busy backgrounds or add drop shadows/glows.

Logos | Co-Branding & Sub-Brands

A unified system for the Ebix masterbrand, endorsed sub-brands, and strategic partners.

Key Principles: Poppins Only • Clear Space • High Contrast

Use original Ebix logos (light for white BG, white for dark BG). Partner brands retain their native logos while maintaining visual harmony.

Brand Architecture Overview

Structured system for global presence & product lines.

CATEGORY 1   Country-Specific Brands

Stacked Layout

Ebix logo centered on top, country name centered below in Poppins Uppercase.

Ebix AUSTRALIA

Ebix Australia   Ebix Europe   Ebix Latin America

CATEGORY 2   Product Sub-Brands

Horizontal Layout

Ebix logo left, sub-brand name right in Poppins Uppercase, aligned to logo baseline.

Ebix PAYMENTS

Technologies   Travels   Payments   RCS   Health

Consulting   CRM   Exchange

INDEPENDENT   Partner Brands

Retain separate identity with original logos. Do not alter brand marks.

via.com   EbixCASH   Zillious   MERCURY   Ebix smartclass™

STACKED CONSTRUCTION (COUNTRY)

Center Align   **Ebix EUROPE**

Typography

Poppins Bold / Uppercase
Tracking: +200 (Wide)

Color Rules

Blue logo on Light BGWhite logo on Dark BG

HORIZONTAL CONSTRUCTION (PRODUCT)

Ebix | A.DA.M.® Suite of Healthcare Products

Typography

Poppins SemiBold / Uppercase
Align baseline with "Ebix"

Color Rules

Blue text on Light BGWhite text on Dark BG

Country-Specific Brands

Regional identities use a stacked layout. The Ebix logo sits on top, with the country or region name centered below in uppercase Poppins SemiBold.

ⓘ Design Rule: Center align country name with the optical center of the logo. Use Mashaal Blue text on light backgrounds and White text on dark backgrounds.

LIGHT BACKGROUND APPLICATION

Ebix
AUSTRALIA

Ebix
LATIN AMERICA

Ebix
EUROPE

DARK BACKGROUND APPLICATION

Ebix
AUSTRALIA

Ebix
LATIN AMERICA

Ebix
EUROPE

Sub-Brands (Functional)

Horizontal layout: Ebix logo + Sub-brand name in Poppins uppercase.
Light BG: Blue logo + Blue text. Dark BG: White logo + White text.

☼ LIGHT BACKGROUND APPLICATION

Ebix**TECHNOLOGIES**	Ebix**TRAVELS**	Ebix**PAYMENTS**
Ebix**RCS**	Ebix**HEALTH**	Ebix**CONSULTING**

☾ DARK BACKGROUND APPLICATION

Ebix**CRM**	Ebix**EXCHANGE**	Ebix**EBAW**	Ebix**HRMS**

Partner Brands with Separate Identity

Distinct visual identities for independent and acquired brands.

VIA.com
Travel Portal Identity

Zillious
Technology Solutions

EbixCash
Standard Identity

EbixCash (Gradient)
Digital/Premium Usage

EbixCash World Money
Financial Services

Mercury
Legacy Brand

The Vikas Group
Group Identity

Ebix SmartClass
Education Sector

Co-Branding Usage Guidelines

Define clear construction rules for country-specific and sub-brand categories to ensure global consistency.

🌐 Category 1: Country-Specific   STACKED LAYOUT

CONSTRUCTION RULES

Layout	Center-aligned Stacked. Country name below logo.
Font	Poppins Bold (700)
Case	UPPERCASE only
Color	Black on Light BG / White on Dark BG
Spacing	Gap = 0.5x (where x is logo width)

🔶 Category 2: Sub-Brands   HORIZONTAL LAYOUT

CONSTRUCTION RULES

Layout	Horizontal Left-aligned. Name follows logo.
Font	Poppins Bold (700)
Case	UPPERCASE only
Color	Mashaal Blue (#2D80F9) on Light / White on Dark
Spacing	Gap = 0.5x Height of 'E'

Typography

Poppins is the only approved brand typeface.

It serves as the visual voice of Ebix, delivering a clean, modern, and professional tone.

Core Traits: Clean • Geometric • Friendly • Legible

Consistent hierarchy and accessible sizes ensure legibility across all platforms.

Poppins Typeface

Poppins is our primary typeface. Its geometric construction balances professionalism with approachability.

Font Family Weights

A

We utilize 5 specific weights from the Poppins family.

Poppins Light
300

Poppins Regular
400

Poppins Medium
500

Poppins SemiBold
600

Poppins Bold
700

Usage Hierarchy

H **Headlines & Titles**
Use SemiBold (600) or Bold (700). Keep leading tight (1.1 - 1.2).

S **Subheads & UI Labels**
Use Medium (500) or SemiBold (600). Ideal for buttons and navigation.

B **Body Copy**
Use Regular (400). Maintain generous line height (1.5 - 1.7) for readability.

Implementation

G **Source**
Available free via Google Fonts. Use web fonts for digital to ensure consistency.

🚫 **Restrictions**
Do not use "Inter" or any other sans-serif substitute unless Poppins is technically impossible to load.

</> **CSS Reference**

font-family: 'Poppins', sans-serif;

Typography Hierarchy & Usage

Establish clear hierarchy to guide the user's eye.

🖥 Web & Digital

Pixels (px)

HEADING 1

Bold 700 | 48-64px

Digital Experience

HEADING 2

SemiBold 600 | 32-40px

Innovative Solutions

HEADING 3

SemiBold 600 | 24-28px

Feature Highlights

BODY COPY

Regular 400 | 16-18px

Ebix provides on-demand software exchanges to the insurance, financial, and healthcare industries. Our clean typography ensures readability across all devices.

🖨 Print & Physical

Points (pt)

Main Headline

H1 36-48pt Bold Use for cover titles

Section Subhead

H2 24-30pt SemiBold Use for section starts

Standard body copy for brochures, letters, and reports should be legible and well-spaced. Avoid tight leading.

Body 10-12pt Regular Leading: 1.4-1.6

CORE PRINCIPLES

Left Alignment: Always left-align body text for better readability. Avoid justified text.

Sentence Case: Use sentence case for UI labels and subheads. Avoid ALL CAPS for long text.

Contrast: Ensure text meets WCAG AA standards (4.5:1 ratio).

Color Palette

Primary palette anchored by Mashaal Blue for brand recognition.

PRIMARY   BLACK   ACCENT

Dark, confident section breaks; clean white content surfaces.

Primary Colors: Specifications

Our color palette is anchored by Mashaal Blue, supported by Black for text and Orange for energetic highlights. Precise reproduction is essential.
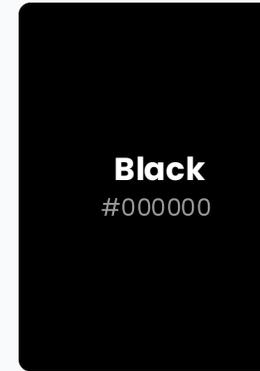
Mashaal Blue

Primary Brand Color

PMS 2728 C

HEX	RGB	CMYK
#2D80F9	**45, 128, 248**	**75, 50, 0, 0**

Usage: Used for the main logo icon, primary buttons, links, and key brand elements to ensure instant recognition.

Core Black

Black
#000000

RGB	CMYK	HEX
0, 0, 0	0, 0, 0, 100	#000000

Primary text color on light backgrounds. Used for body copy, headings, and functional UI elements.

Highlight Orange

Orange
#FF6A39

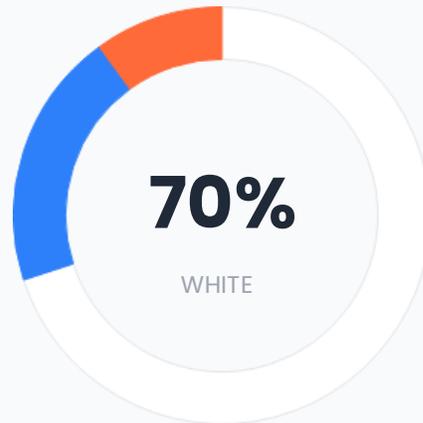| RGB	CMYK	HEX
255, 106, 57	0, 73, 82, 0	#FF6A39

Accent color for calls-to-action, notifications, or highlighting data points. Use sparingly (max 10%).

Color Usage Guidelines

Balance visibility, hierarchy, and accessibility.

The 70-20-10 Rule

Visual Balance

70%

WHITE

70% White Space
Use plenty of white space to keep the design clean and content focused.

20% Mashaal Blue
Primary brand color for key actions, buttons, and important highlights.

10% Accents (Orange/Black)
Use sparingly for data visualization, text, and specific callouts.

Accessibility & Contrast

WCAG AA 4.5:1

Heading Text   ✓ PASS
White text on Mashaal Blue   Ratio 5.2:1

Body Copy   ✓ PASS
Black text on White background   Ratio 21:1

Accent Text   ⊘ CHECK SIZE
Orange on White (Large text only)   Ratio 3.1:1

CORE PRINCIPLES

Ensure a contrast ratio of at least 4.5:1 for normal text and 3:1 for large text.

✓ Do not rely on color alone to convey meaning (use icons or labels).

✗ Avoid placing Orange text on Blue backgrounds (vibrating colors).

Color Do's and Don'ts

Maintain accessibility and brand recognition by following these color application rules.

Primary Action

#2D80F9

DO

Use Mashaal Blue for primary buttons, links, and key calls to action.

DO

Use Orange sparingly to highlight data points or important notifications.

Aa **Black on White**

Aa **White on Blue**

DO

Ensure strict contrast ratios. Use Black text on White or White on Blue.

Vibrating
Hard to read

DON'T

Avoid placing Orange text directly on a Blue background (vibrating colors).

? ?

DON'T

Do not introduce new colors or unapproved tints outside the palette.

Invisible Text
Too light to read

DON'T

Do not use low contrast combinations like light gray text on white.

Digital Usage

Design for clarity, speed, and accessibility across web and product UIs.

| Website | UI Elements | Mobile Apps |

Website Guidelines

Design for clarity, speed, and accessibility across UI.

▦ Layout & Navigation   Structure

12-Column Grid   `Max 1200px` `8px Base Unit`

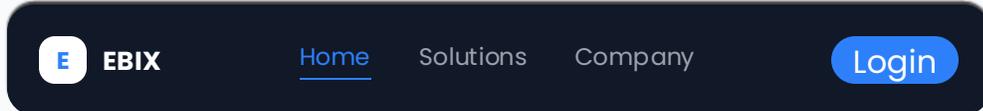| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |

Use a fluid 12-column grid for desktop. Margins and gutters should follow the 8px spacing system (8, 16, 24, 32, 48px). Content width max 1200px.

Global Navigation   `Sticky Header`

E EBIX   Home   Solutions   Company   **Login**

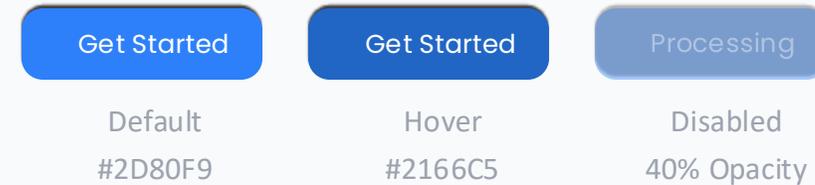High contrast backgrounds (White or Dark). Active links highlighted in Mashaal Blue (#2D80F9). Clear hierarchy for CTAs.

➤ Interactive Elements   Components

PRIMARY BUTTON STATES

Get Started	Get Started	Processing
Default	Hover	Disabled
#2D80F9	#2166C5	40% Opacity

TEXT LINKS

Inline links should be Mashaal Blue within body copy. On hover, apply a solid underline.

IMPLEMENTATION RULES

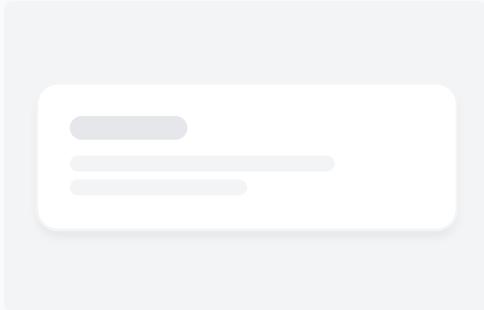Favicons: Use simplified 'E' mark or isolated Mashaal graphic.

Images: Compress all web assets. Use WebP where supported.

Responsiveness: Stack grid columns on mobile. Touch targets min 44px.

Digital Applications & UI Elements

Consistent UI components create a seamless user experience.
Follow these core specifications for digital product design.

Cards & Surfaces

Background	#FFFFFF
Border Radius	8px - 16px
Padding	16px - 24px
Shadow	Subtle (4% Opacity)

Forms & Inputs

Email Address

user@example.com

Password

Enter your password

Active State
Border: #2D80F9
Ring: 2px (20% Opacity)

Default State
Border: #D1D5DB
Height: 44px (Min)

Iconography

Style: Outline or Filled (Consistent)

Stroke: 1.5px – 2px

Color: Brand Colors or Neutral Grays

Data Visualization
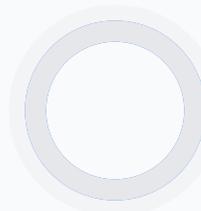
- Primary Series   #2D80F9
- Highlights   #FF6A39
- Neutrals   Grayscale

Print Media

CMYK-accurate reproduction and consistent margins ensure premium feel.
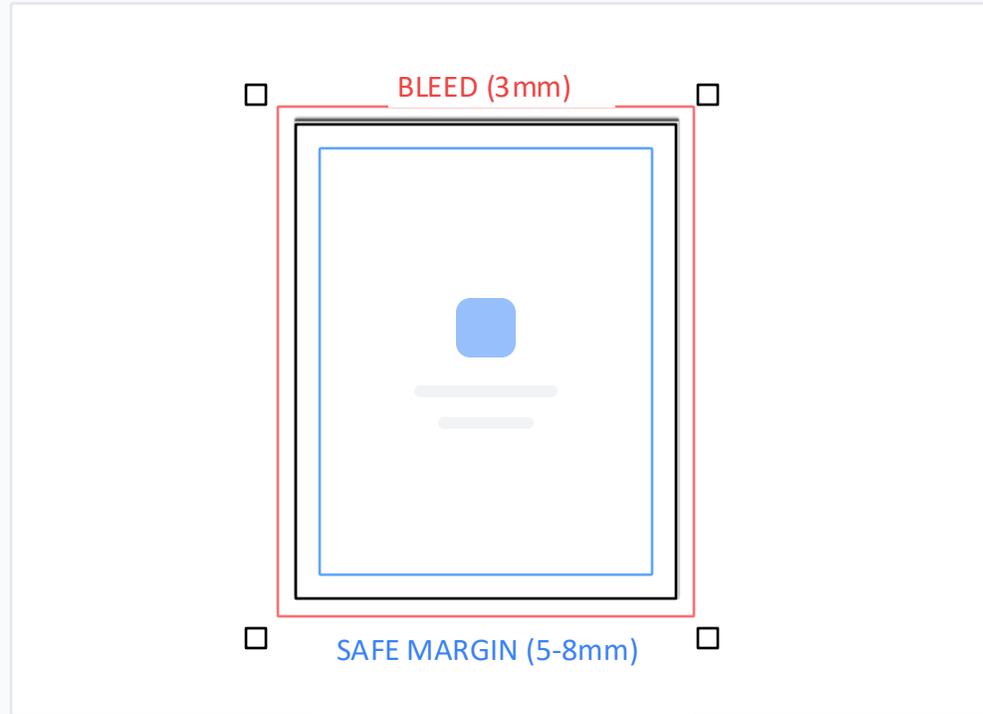
Print Standards: CMYK • 300 DPI • Vector • Bleed

Print Specifications & Requirements

To ensure a premium and consistent physical brand presence, strict adherence to print setup standards is required for all collateral.

Document Setup Anatomy

Standard bleed and safe zone requirements for all printed materials.

BLEED (3mm)

SAFE MARGIN (5-8mm)

☐ Bleed Area   ☐ Trim Line   ☐ Safe Zone

Color & Quality

🎨 Color Mode

CMYK	✅
RGB	❌

Convert all images before export.

🖼 Resolution

300

DPI MINIMUM

Output Standards

📄 **Preferred Format**
PDF/X-1a or PDF/X-4 (High Quality Print)
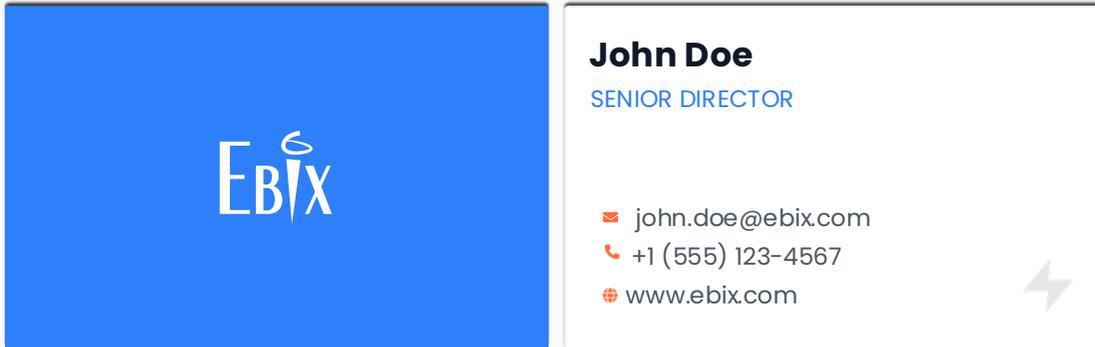
Embed Fonts   Flatten Transparencies

◈ **Special Finishes**
Spot UV or Foil allowed on Logos/Accents.

Print Materials Examples

Consistent application across all physical touchpoints.

BUSINESS CARDS

EBIX

John Doe
SENIOR DIRECTOR

✉ john.doe@ebix.com
📞 +1 (555) 123-4567
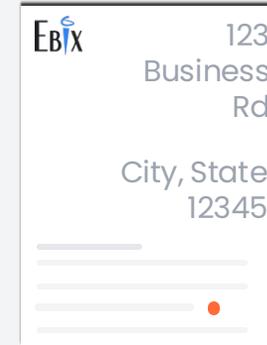🌐 www.ebix.com

Business Card Specifications

Standard size: 3.5" x 2" (89mm x 51mm).

Front: Dark background (Rich Black or Brand Dark) with white logo and Mashaal Blue accent.

Back: White clean background for legibility. Contact details in Poppins Regular 8pt/10pt.
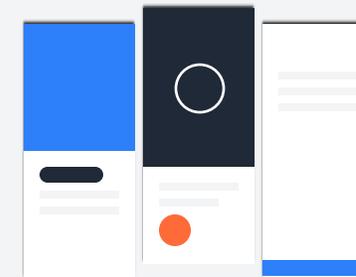
LETTERHEAD

EBIX

123
Business
Rd

City, State
12345

Letterhead & Envelopes

Clean white stock. Logo positioned top-left with generous margin. Blue accent rule at footer.

BROCHURE

Marketing Collateral

Use high-contrast imagery, bold Mashaal Blue headers, and clear typographic hierarchy.

SECTION 07

Social Media

Consistent visual language across platforms to drive recognition and reach.

INSTAGRAM | LINKEDIN | FACEBOOK | YOUTUBE

Specifications & Sizes

Always export at 2x resolution for retina displays (72ppi minimum).

PLATFORM	ASSET TYPE	DIMENSIONS (PX)	ASPECT RATIO	FORMAT
Instagram	Square Post	1080 × 1080	1:1	JPG / PNG
Stories / Reels	Vertical Video/Image	1080 × 1920	9:16	MP4 / JPG
LinkedIn	Standard Post	1200 × 1200 or 1200×627	1:1 / 1.91:1	JPG / PNG
Page Cover	Header Image	1584 × 396	4:1	JPG / PNG
Facebook	Shared Image	1200 × 630	1.91:1	JPG / PNG
Page Cover	Cover Photo	1640 × 924	16:9 (approx)	JPG / PNG
X (Twitter)	In-Stream Photo	1600 × 900	16:9	JPG / PNG
YouTube	Video Thumbnail	1280 × 720	16:9	JPG / PNG

ⓘ Keep text centered in safe zones (approx 10% margin)   ⬛ Max file size: 5MB for images

Design Guidelines

Consistency builds trust across all digital platforms.

Visual Structure & Layout
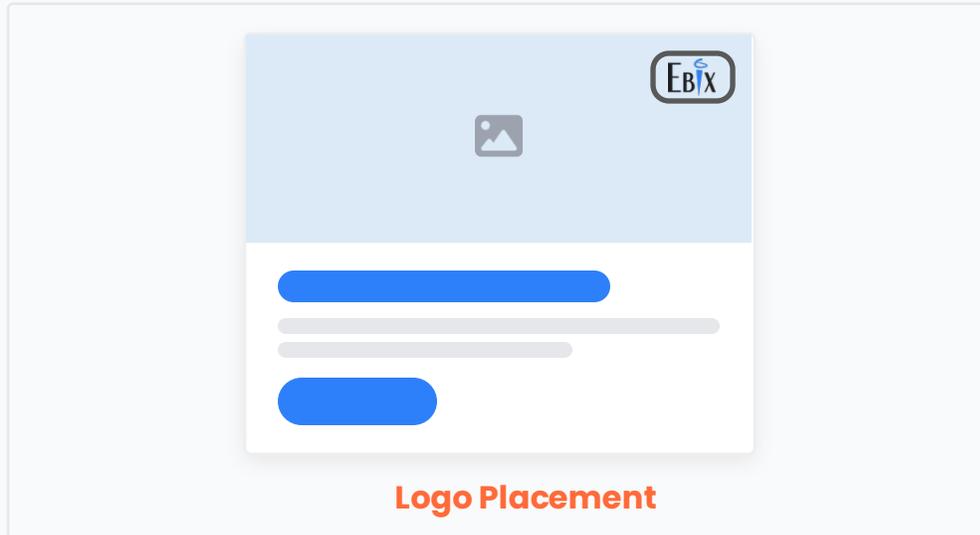
Logo Placement

1 Consistent Logo Placement

Always place the Ebix logo in the Top-right corner. Maintain clear space equal to the "E" height.

2 Hierarchy & Margins

Headline > Subhead > Body. Use generous padding to prevent overcrowding. Avoid placing text over busy image areas.
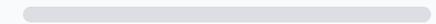
Color & Backgrounds

✓ DO

Use white backgrounds for clean, professional look.

✗ DON'T

Avoid heavy gradients behind text or cluttered overlays.

Primary Action Color: Use Mashaal Blue (#2D80F9) for buttons, links, and key highlights. Use Orange sparingly for data points.

✒ CONTENT BEST PRACTICES

Clear CTAs: Always include a direct Call to Action (e.g., "Learn More," "Sign Up").

Tone of Voice: Professional yet approachable. Avoid overly complex jargon.

Hashtags: Use branded tags consistently. Check spelling before posting.
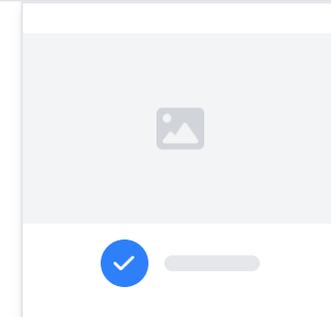
Social Media Do's and Don'ts

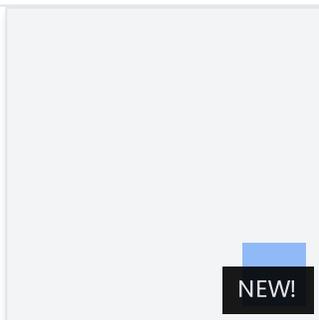Maintain a clean, professional feed. Follow these guidelines to ensure consistency and readability.

1:1 Ratio
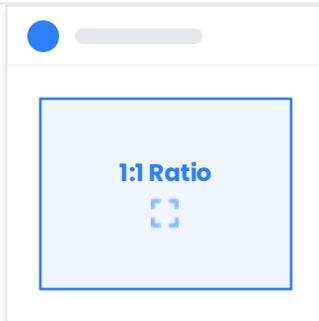
DO

Use platform-specific dimensions and safe zones to prevent cropping.

BOLD & LEGIBLE

DO

Keep type large, legible, and high-contrast, especially for mobile viewing.

DO

Use approved brand imagery and consistent icon styles.

NEW!

DON'T

Do not cover the logo with UI elements, stickers, or text overlays.

Can you read this text easily? Probably not.

DON'T

Avoid using busy backgrounds or gradients that reduce text readability.

Sale!

Use Inter Font

Inter is not allowed

DON'T

Do not use unapproved fonts like Inter, Times New Roman, or Comic Sans.

Thank You

Always use official assets and follow these guidelines to ensure consistency across all brand touchpoints.

🌐 www.ebix.com   ⬇ Download Brand Assets