

Designing a Brand Identity for People, Culture, and Knowledge: The Case of Juspay Academy

PROJECT REPORT

SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS
FOR THE AWARD OF THE DEGREE OF

MASTER OF DESIGN IN VISUAL COMMUNICATION DESIGN

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I, **Sanchari Mukherjee**, Roll No – 2K23/MDVC/08, student of **M.Des (Visual Communication)**, hereby declare that the project dissertation titled “**Designing a Brand Identity for People, Culture, and Knowledge: The Case of Juspay Academy**” which is submitted by me to the **Department of Design, Delhi Technological University, Delhi** in partial fulfillment of the requirement for the **Award of the Degree of Master of Design**, is original and not copied from any source without proper citation. This work has not previously formed the basis for the award of any Degree, Diploma Associateship, Fellowship, or other similar title or recognition.

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CERTIFICATE

I hereby certify that the project dissertation titled “**Designing a Brand Identity for People, Culture, and Knowledge: The Case of Juspay Academy**” which is submitted by **SANCHARI MUKHERJEE**, Roll No: **2K23/MDVC/08**, **Department of Design, Delhi Technological University, Delhi** in partial-fulfillment of the-requirement for the **Award of the Degree of Master of Design**, is a record of the project work carried out by the students under my supervision. To the best of my knowledge this work has not been submitted in part or full for any Degree or Diploma to this University or elsewhere.

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Place: Delhi

SANCHARI MUKHERJEE

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ABSTRACT

This report outlines the creation of a vibrant, digital-first brand identity for Juspay Academy, a modular communication platform crafted to meet the dynamic needs of Juspay's Internal Communications, a growing tech organization. The project tackles internal challenges like limited team visibility, disjointed knowledge-sharing, and missed opportunities for cross-team collaboration across geographic regions. It establishes a unified internal brand identity that scales with Juspay's evolving complexity and fosters a connected, innovative culture.

Through detailed user research, persona development, and competitive analysis of internal communication platforms, the project uncovered critical gaps, particularly the lack of a centralized digital space for storytelling, project transparency, and team engagement. Juspay Academy addresses these needs by hosting team updates, design philosophies, product evolution, and thought leadership in a modular, accessible format.

The brand identity of Juspay Academy is built on discoverability, clarity, and alignment, with a bold digital visual language that unifies diverse content types and encourages cross-functional collaboration. Much like a cordless appliance streamlines a kitchen, this platform simplifies organizational communication, reducing friction and enhancing connectedness across roles and regions. By weaving together internal branding, team visibility, and design systems thinking, Juspay Academy's brand identity creates a human-centric, future-ready ecosystem that empowers employees to learn, get inspired, align, and innovate, strengthening Juspay's internal culture and driving collective growth.

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PLAGIARISM REPORT

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CHAPTER 1: INTRODUCTION

About the company

Since its inception in 2012, Juspay Technologies has made a name for itself in the India fintech space for simplifying and securing digital payments. The innovative approach of Juspay includes integrating merchants, banks, and payment service providers bringing them all under one roof to enable simplified payments across all parties.

In this sense, Juspay is technologically advanced as it has already been adopted by more than 200 million SDK installs across the world. The platform can process up to 2,000 transactions per second as evidence of its robustness and scalability in an ever-changing digital economy such as India.

Beyond domestic operations, Juspay also develops payment routing and authorisation tools that help it optimise routes across multiple gateways and ensure success rates on multiple authorisations and on trusted checkout experiences. Its mobile-first products, including the one-tap checkout, represent its focus on user-centric design and cost-effectiveness.

Juspay's innovation centres in Bangalore, Dublin, São Paulo, San Francisco and Singapore Juspay is expanding its scale and is contributing significantly to the development of digital payment infrastructures globally.

Juspay Evolution and Growth

Located in Bangalore, India since 2012, Juspay has been at the forefront of digital payment innovation for over a decade now. Led by several prominent investors such as SoftBank, Accel and VEF, Juspay has developed into a global organization with more than 1,200 professionals working in the financial technologies space. Juspay operates out of multiple innovation centers in Bangalore, Dublin, So Paulo, San Francisco and Singapore.

Juspay's robust and adaptive payment infrastructure is trusted by major global enterprises like Amazon, Google, Microsoft, Visa, Mastercard and American Express Global Business Travel.

By seamlessly aligning with these complex financial ecosystems, Juspay ensures market readiness and drives business value for its partners.

Juspay Products

1. HyperCheckout - Route payments & build native 1-click checkouts
2. Express Checkout - Unified Payment APIs for enterprises and startups
3. Payouts - Instant and Seamless Payouts with IMPS, UPI, cards, and more
4. Smart convert - Retarget customers and drive sales assisted conversions
5. Payment Links & Forms - Create & send Payment links & forms without code
6. Offers - PA agnostic offers engine to create & manage offers
7. HyperUPI - 1-click UPI Payments with 90%+ Success Rates
8. UPI Issuing Stack - Multi-cloud Issuing PSP
9. UPI TPAP Stack - Become a UPI app with SDK/S2S APIs
10. UPI Acquiring Stack - Multi-cloud Acquiring PSP
11. Credit at Checkout - Offer Credit as a payment method on your checkout
12. HyperCredit on QR - Deliver an omni-channel EMI experience offline and online
13. EMI Explorer - Supercharge credit discoverability anywhere from your website
14. SmartConvert - Credit Console built for assisted financing through sales agents
15. QuickPay - 3x faster checkouts for your customers
16. Retry - Instant retries in case of payment failures
17. Native OTP - Auto-read & submit OTP
18. Third Party Validation - Support TPV with UPI & Net-banking

Source: In References

Problem Statement

As Juspay expands its global reach, there is a growing need for both global and domestic employees to get a clear and well-rounded understanding of the company's diverse product ecosystem, core philosophies, and internal culture. Assuming this information is shared in an open, mutually agreeable and cohesive manner, synergy would be maintained between India and offshore locations with improved alignment in the shared knowledge pool, cross-functional

collaboration and cultural alignment, compounded with geographical, linguistic and cultural differences across teams.

There is no single, brand-led platform and branding in place, which is holistically designed to visualize and disseminate the internal knowledge pool, product updates, leadership values, as well as the collaborative insights culled from meetings. This lack of a structured, multilingual and engaging communication platform not only reduces synergy but also shortens the effective onboarding process and ongoing internal communication process.

Aim

To design and develop a comprehensive, scalable brand identity system for Juspay Academy that bridges internal communication gaps across the organisation's global workforce. Creating an alluring, inspirational, and approachable learning environment that communicates through visuals that encourage knowledge-sharing, strengthens cultural compatibility, and enables an end number of collaborations among teams worldwide. This system will support the company's rapid global expansion and most importantly help the internal communication while maintaining consistency in product understanding through Branding, content segregation through brand and create a uniformity across all visuals in Juspay Academy.

Research Objectives

1. **To understand** the importance of internal communication in enterprises and how introducing a platform with proper brand identity and all information in one place will help.
2. **To analyse and observe**, what Juspay has as their existing tools and practices for internal communications and how impactful are these practices.
3. **To explore** how a brand identity can be beneficial through internal communication platforms.
4. **To study and understand** the content needs of different employee groups (designers, engineers, new joiners).

5. **To design** a distinctive, modern, and cohesive brand identity system for Juspay Academy that reflects the right tone of voice while ensuring inspiration, accessibility and engagement across global teams.
6. **To evaluate** the effectiveness of Juspay Academy's brand identity in aligning global teams with the company's vision, product explainers, and culture.

Juspay Academy

Juspay Academy is an educational program, dedicated to providing further support to internal alignment and alignment between teams from across Juspay's worldwide organization. Today, the company's reach extends to more than 140 countries and territories. With this spread across multiple continents, it has become increasingly important for every individual and every geographic area to know exactly what Juspay products, fundamental values, and innovative DNA are all about. Academy has a dual role: it serves as an educational and communication framework that helps to keep employees informed, inspired, and aligned with a shared goal.

One of the Academy's primary missions is to enable continuous learning and transparent communication, in order to create a culturally consistent environment that fosters free exchange of information and maintains an equilibrium of culture across borders. Through structured and accessible content, Academy helps people within the organization stay abreast of developments within the business and to make active contributions towards the new products and developments. When discussing this topic at length, it is impossible to understate the importance of "a cohesive" brand identity. Juspay Academy is not only a collection of internal resources; it's also a branded environment, borne of the firm's core values, tone, and visual style. A strong, consistent recall value will help create an identity within the brand that is at once familiar, trustworthy, and engaging to the users. In turn, this helps to create motivation for the users, motivate them to participate and represent one corporate culture more holistically.

Finally, Juspay Academy plays a key role in the company's overall global ambitions, incremental in displaying Juspay's intentions and previous achievements for existing and potential clients and facilitates seamless cross-team collaboration and internal communication. Its clearly defined brand is therefore central to the learning experience, not only in terms of information but also as

a powerful emotional factor required by the company to develop and sustain a committed, high-performing workforce.

Scopes

Scalable Visual Identity for Global Unity: Create a flexible visual identity system (logo, typography, colors) that reflects Juspay's values and adapts to diverse cultural contexts, ensuring consistency across 140+ countries.

Emotional Branding for Engagement: Design a brand identity with emotional cues (tone, imagery, color) to inspire trust and motivation, encouraging active employee participation in Juspay Academy.

User-Centric Design: Develop a digital brand identity prioritizing clear typography, layouts, and colors to enhance content discoverability and transparent communication.

Preventing Brand Dilution: Establish comprehensive brand guidelines to prevent logo misuse and ensure consistent asset application, maintaining Juspay Academy's quality.

CHAPTER 2: LITERATURE STUDY AND RESEARCH

Understanding Brand Identity and Branding

In an increasingly competitive and globalised market, the success of a brand is more than just an image, it's a strategic asset. The perception and value of a company depends on three major concepts: brand identity, product understanding and brand marketing. While frequently referred to as synonymous, they are distinct aspects of a corporate image and perception outside the company.

Brand Identity

Brand identity is the culmination of all the brand elements a company develops to create the right image for its intended customer base. It is the visual, verbal and emotional expression of a brand and encompasses elements such as logo design, colour scheme, typography, tone of voice, iconography, imagery, packaging and other design elements. All these components work together to create a consistent and recognisable brand identity for consumers, stakeholders, and employees alike. Brand identity goes beyond just aesthetic, because it is an expression of a brand's values, mission, culture, and personality. Brand identity is the "words" and visual representation of "who" a business is, what it does, and why it matters. Effective branding engenders trust in the product or service being offered, helps the business differentiate itself from others, and improves the user experience for customers across all communications.

Branding

Branding, in marketing, is the process of creating, maintaining, and evolving a brand identity over time using strategic planning and implementation to help the brand effectively communicate its value proposition and resonate with its target audience. Branding includes brand guidelines, brand narrative, brand messaging, emotional positioning, and brand user perception management across all mediums. Branding goes beyond visual identity, it is an entire experience that the audience and internal stakeholders associate with the brand. It is about shaping how people think

and feel about a business. Like this, branding plays an irreplaceable role in influencing customer, audience loyalty, market position, and overall brand equity.

The Relationship Between Brand Identity and Branding

Brand identity means the “what” (least of all its tangible contents & symbolic elements), and branding the “how” (the strategy and actions to construct perception). Together the two are the core of what a brand says in terms of internal as well as external communications. In the case of an internal platform like Juspay Academy, it will give the people a sense of belonging through a unified brand identity, branding strategy & approach. This in turn will help foster a sense of belonging and provide uniformity in how knowledge & culture is shared among teams all around the world.

The Strategic Role of Internal Communication in Tech Enterprises

Brand identity and brand strategy are the basis of a brand’s internal and external communication. For the case of an internal platform like Juspay Academy, brand identification is vital in the internal communications of the organization — it encourages a sense of belonging and consistency of how knowledge and culture is conveyed across teams globally. In the era of digital companies, internal communication has become a strategic value addition that not only informs, but also actively impacts company culture, brand image, and business performance. In most tech companies, mails and events will be replaced with interactive platforms that will increase collaboration and motivation among colleagues.

Despite its growing importance, internal communication is often misjudged. Many CEOs and CFOs question its importance, downgrading it to HR departments, which hinders its full potential. However, when used effectively, internal communication prepares emotionally invested employees who contribute whole-heartedly to company growth. Research supports this: companies with strong communication practices consistently deliver higher impact.

Several key performance indicators highlight the value of effective internal communication:

- **Employee & Cultural Engagement:** Regular employee surveys would show how attached employees are to the company's mission and vision. Employees who feel more engaged generally have higher morale and productivity.
- **Maintenance & Turnover:** Well informed / valued employees are less likely to leave and thus less costly in terms of hiring and training.
- **Productivity:** Communication improvements typically yield improvement in team efficiency and output.
- **Engagement on platform:** Data from the Internal Employee Website, newsletters or communications tools can show how active employees are in engaging with internal content.
- **Quality of Feedback & Ideas:** Creative ideas and high quality feedback create an informed & motivated workplace.
- **Employee endorsement:** The positive internal communications of employees prove a good external brand alignment.
- **Customer Experience:** Well motivated employees provide better customer service and have better customer satisfaction ratings.
- **Change Management:** Often the speed and efficacy of organisational change is very much determined by the way the change is communicated internally.
- **Industry benchmarks:** Comparing internal communication data to industry benchmarks provides a qualitative gauge of strategy performance.

In high-speed, fast-moving IT communities, where innovation and agility are of prime importance, internal communication should be treated not as a 'supporting function' but as the driving force for organizational cohesiveness, knowledge sharing and long-term success.

Visual Design Elements in Digital Brand Identity

In this 21st century, visual design is the main culture of how a brand stages itself in front of the world. From color schemes and typography to layout and iconography, these elements

collectively express a brand's personality, principles, and market position. When consistently applied across digital platforms, websites, mobile applications, social media, and internal systems; They foster brand recognition, user trust, and emotional engagement. Strong digital identity not only defines what a brand looks like but also how it feels to interact with it.

Color Theory and Emotional Engagement

Color plays an important role in defining and differentiating a brand. Colours bring different psychological responses. Blues often suggest reliability, reds express energy, and greens convey calmness or sustainability. Beyond emotion, colors carry cultural significance, which are different across countries. For example, white may symbolize purity in some parts of the world, it can point out mourning in others. Brands that operate globally must be mindful of these cultural meanings to avoid miscommunication.

Colors become powerful brand symbols when applied constantly. Think of how certain brands are immediately recognized by their color alone. Like a particular shade of turquoise or a deep, signature red. When chosen intentionally, color communicates a brand's values at a glance. This helps the user's attention and strengthens recall value. Beyond small aesthetics, color serves as a powerful visual sign placed into the user's overall experience.

Typography as a Tone Setter

Typography impacts more than just how easy something is to read. The typefaces a company chooses show its style and character. Serif fonts might hint at tradition and elegance, while sans-serif ones often look sleek up-to-date and tech-savvy. Script or handwritten styles can make folks feel a sense of warmth and friendliness. The font choice plays a key role in how readers connect with the content.

When used the same way across all digital designs - like headings, buttons, banners, and footers - typography pushes people to act. It boosts brand voice, directs reading flow, and helps people understand better. A strong headline can highlight things, while subtle body text helps share information without distracting. As Paula Scher once said, "brand identity is about recognizable systems: type, color, and image working together." Typography doesn't just make things look good. It gives a visual language that shows what the brand means and builds trust with users.

Visual Hierarchy and User Focus

Visual hierarchy helps organise content so users can easily identify what matters most. Design stylistically, using attributes like size, contrast, color, and placement to move the viewer through a screen in a natural logical and emotionally satisfying direction (for example, you would be more likely to notice a strong call to action button in a bold color first, followed by a tagline and, later, with supporting text).

On screen, clear hierarchy reduces mental load, especially on cluttered interfaces. It helps users navigate with ease, find what they need, and engage with confidence. Effective visual hierarchy doesn't just improve usability it subtly communicates brand values. A luxury brand might use ample white space and restrained layouts to convey exclusivity, while a youth-focused brand may embrace asymmetry and dynamic style to express energy and creativity.

Creating a Unified Experience

Brand regularity is needed and important for building trust and recall value, especially in digital-led platforms. A brand's typography, color palette and layout principles should be uniform across all platforms digitally and physically. Whether it's an app, a billboard, a social media post, or printed packaging, the visuals should feel unified.

Ensuring uniformity across platforms and encouraging a unified and smooth user experience. For example, the same color that dominates a website should appear on packaging and promotional stuff while the same typefaces used in mobile interfaces should be similar in internal communication or printed brochures. A well arranged visual identity strengthens the brand's voice and ensures that users have a smooth and great experience, regardless of where they engage or not.

Key Takeaways

Color: Use colors that align with the brand's personality and consider both emotional and cultural implications. Consistent use builds visual uniformity and brand recall.

Typography: Choose typefaces that reflect tone and intent. Make sure there is uniformity across platforms to maintain the brand's tone and communicative quality.

Hierarchy: Organize content well that users know where to look first. This improves engagement and supports key brand messages.

Consistency: Whether digital or physical, applying visual elements on every occasion builds trust and creates a recognizable identity.

Conclusion

In branding, visuals are not just for aesthetics they are strategic tools for storytelling and communication. A brand's identity is defined by how color, typography, and visual hierarchies are arranged across different designs with purpose. When used thoughtfully and constantly, these elements grow to be the most powerful object of trust, emotion, and distinction. As users scroll, tap, and explore, the design speaks and what it says can make all the difference.

CHAPTER 3: METHODOLOGY

Brand Identity Design

<u>Based on company experience</u>		<u>Based on universal insight</u>	
Design Research & Discovery	Gather insights from global employee experiences, pain points, cultural expectations, and desired features. Study internal communication platforms of other global tech firms.	Mood boarding and Art direction	Creating mood board based of understanding of the brand and what it wants to portray. Finalise the voice of tone and personality of the brand and go forward with the styles cape and cloud mapping.
Brand Performance (Internal)	Analyze Juspay's visual identity, tone of voice, and internal cultural symbols. Assess consistency across internal touchpoints (onboarding docs, all-hands, team wikis, Slack tone, etc.).	Designing Identity and Show Applications	Design Logo, abstractions and wireframes/mockups for Juspay Academy. Include branding elements: visual system, typography, tone of voice, icons, etc. Visualise the future, brainstorming big idea, explore applications and develop look and feel
Persona Building	Create personas of target users for Juspay Academy (e.g., a remote engineer in Brazil, a visual designer in Bangalore). Map user journeys across different interactions with Juspay Academy.	Feedback & Iteration	Conduct usability testing or design critiques with internal stakeholders. Use feedback to refine both branding and content structures.
Content & Communication Mapping	Classify and map what kinds of content need to be shared (product deep-dives, team updates, co-founder philosophies, etc.). Define visual and tonal consistency strategies aligned with Juspay.	Evaluation & Reflection	Assess how the new visuals reflect and strengthens the internal communication. Reflect on challenges, scalability, and future directions.

Figure 1. Brand Identity Design Methodology, Source: Author

This methodological approach demonstrates a well structured process for designing a brand identity. Starting with gathering insight and market research. Later, mapping a user journey across different interactions across teams. Ending with a well structured brand identity. Designing iterations and collecting processes of visualisation using colour theory, typography psychology, elements and visual hierarchy etc. Most importantly creating a fully functional brand identity with a logo for Juspay Academy and for all use cases, building a flow for internal communication through visuals.

CHAPTER 4: PROJECT OVERVIEW

Project Overview

Designing a well structured brand identity which includes verbal identity and visual identity for Juspay Academy through which an effective internal communication experience can be provided for Juspay employees that motivates and inspires them.

Problem statement

There is no current brand identity for Juspay Academy due to which different visuals and designs look all over the place and there is no uniformity. There is no single, brand-led platform and branding in place, which is holistically designed to visualise and spread the internal knowledge, product updates, leadership values, as well as the collaborative insights obtained from meetings. There is no particular branding that is followed for Juspay Academy and employees are not aligned with what is Juspay Academy content in the end number of content to look at. Which impacts negatively on new joiners and this lack of a structured, multilingual and engaging communicational brand identity not only reduces interaction but also shortens the effective onboarding process and ongoing internal communication process.

Objective

To create a brand identity by applying established design principles, colour theory and typography philosophy. Create alluring visuals and overall experience and to focus on improving internal communications and other related issues. Provide a unified brand identity which speaks to the audience, builds motivation and is approachable.

CHAPTER 5: RESEARCH AND OBSERVATIONS

Secondary Research

Many organizations are moving toward internal “Academies” or Hubs to document everything from team rituals and onboarding resources to product analytics and case studies. These academies serve not only as repositories but as brand carriers set tone, voice, and visual identity into how knowledge is shared and remembered.

A secondary trend observed in leading product companies like Google and Shopify is the use of design systems even in internal tools. This ensures consistent user experience, brand alignment, and ease of maintenance. Tools like Shopify Polaris and Google’s Material Design have inspired internal documentation platforms to adopt component-based, flexible systems that scale across teams and product domains.

For Juspay Academy, this insight emphasizes the importance of building a modular structure not only from a technical standpoint but also to support brand storytelling and cross-team narrative building.

Challenges Identified in Existing Experience

Scattered Knowledge

1. The Juspay Academy content is scattered and not in chronological order. Which makes it hard to find the right content and distinguish what comes under Juspay Academy.

Visual Inconsistency

1. No central repository to refer to in order to understand any of the products which people may be designing or marketing for, that could be explained to them in a simplified language.
2. Different visuals have different colours, typography and the visuals vary a lot.
3. Poor contrast and color choices as well as lack of visual hierarchy affecting knowledge intake.

Limitations

- None of the content is visually appealing and understandable.
- Difficult to find content from various platforms for product understanding and ask PMMs for insights.
- No specific brand identity that builds engagement and motivates to put the employees out there to showcase their achievements, work and experiments.

Primary Research

SWOT Analysis

Strengthens

- **Centralized Knowledge Hub**
Provides a single platform where employees can access, contribute, and explore updates from all teams across locations.
- **Strong Visual Brand Identity**
Builds a unified digital aesthetic that reflects Juspay Academy's values and voice, fostering internal brand consistency.
- **Encourages Collaboration and Transparency**
Breaks silos and enables cross-functional teams to discover and engage with each other's work, promoting innovation.
- **Modular and Scalable Structure**
Designed to grow with the organization, accommodating diverse content types and multiple use cases (e.g., learning, announcements, retrospectives).
- **Improves Onboarding and Context Sharing**
New employees or collaborators can quickly understand team structures, ongoing projects, and company philosophies.

Weaknesses

- **Adoption Requires Behavioral Change**

Success depends on consistent usage and contribution from multiple teams—which may be slow to initiate.

- **Content Management Overhead**

Needs dedicated governance to ensure content remains updated, relevant, and aligned with brand guidelines.

- **Lack of Immediate ROI**

Impact on productivity and culture may take time to measure and might not translate directly into quantifiable results.

- **Designing for Diverse Users**

Balancing clarity, aesthetics, and usability across engineering, design, product, and operations teams can be challenging.

Opportunities

- **Strengthening Internal Culture**

Aligns employees with the company's mission and showcases team impact, increasing motivation and loyalty.

- **Potential for Open-source/External Brand Extension**

Could evolve into a public-facing knowledge or design sharing platform, showcasing Juspay's thought leadership.

- **Improved Cross-border Team Collaboration**

Enables more effective remote collaboration, especially valuable in a globally distributed workforce.

- **Integration with Existing Tools**

Potential to integrate with GitHub, Slack, Notion, or Confluence to increase convenience and engagement.

Threats

- **Platform Fatigue**

Employees may feel overwhelmed by yet another tool if not positioned clearly as a central source of truth.

- **Resistance to Change**

Teams accustomed to their own silos or documentation styles may resist contributing regularly.

- **Content Stagnation**

Without proper maintenance, the platform could become outdated, reducing trust and usage.

Personas and Experiences

Persona 1

Name: Nandini Chowdhary

Age: 25

Designation: Visual Designer

Location: Earlier Bangalore, now Brazil, São Paulo

Hobbies: Sports viewing, live music, reading

Pain Points:

1. No central repository I am able to refer to in order to understand any of the products I may be designing or marketing for, that could explain them to me in a simplified language
2. Too many bandwidth or distance issues if I want to be explained a concept by someone internally in Juspay, by the people responsible for it and working on it currently. Not so I can understand a basic payments concept, but so I can understand a specific Juspay payments product
3. Lack of knowledge in the technical sense coming from a completely different background and field of specialty

Wants & Questions:

1. What are my peers in other countries designing or creating? Can we co-design better workflows?
2. Would my deeper understanding of a specific product lead to a better visual output for my creations at Juspay?
3. Are there changes or updates being made to the products I am marketing that would be better explained by someone with a more technical understanding of them?

Persona 2

Name: Devesh Prakash

Age: 25

Designation: Visual Designer

Location: Bangalore, India

Hobbies: Gaming, Sports, Design and 3D Art, Travel

Pain Points:

1. Limited knowledge of Juspay's various products.
2. Learning about Juspay products required contacting numerous employees across departments.
3. Lack of a centralized resource for information on Juspay and its work.

Wants & Questions:

1. Readily available content on Juspay and its products.
2. Easy-to-understand and visually appealing content.
3. Motivation through the company achievements.

Persona 3

Name: Sarthak Singh

Age: 26

Designation: PMM

Location: Bangalore, India

Hobbies: Sketching, Reading

Pain Points:

1. Payments knowledge is heavily siloed, and access to the same in the form of developer documentation is often not the best source for someone to understand a product. Current availability of explainer videos is very limited, and does not carry an interesting enough visual language to hold someone's attention. The status quo is boring, monotonous, and lacks any structure.

Wants & Questions:

1. A handy and interesting portrayal of Payments domain knowledge and the domains that support it (tech and design) such that these can also serve as the onboarding foundation for folks to hit the ground running.
2. No company or topic is boring, only content is, and payments content definitely has been. In the aftermath of goldfish attention spans, I really would love something which is a sound, interesting, and simple outlet for payment knowledge.

CHAPTER 4: CREATING BRAND IDENTITY OF JUSPAY ACADEMY

TASK 1: DEFINING A VERBAL IDENTITY

Setting Personality

Infuses the brand with distinct traits, molding an emotional connection that attracts its audience. It guides how the brand feels, ensuring alignment with its values and audience expectations. It's about giving the brand a unique vibe that clicks. Think of it as the heart and soul that makes people feel connected.

Our personality reflects when
we talk about **Innovation,**
Discovering, Depth Seeking,
Creative & Transparency.

Figure 2. Juspay Academy Personality, Source: Author

Tone of Voice

This defines a consistent verbal identity, reflecting the brand's personality in every word. It shapes audience perception, making communication authentic and recognisable across all channels. Think of a Juspay Academy as a person, how the brand talks—its style, its vibe, staying true across every post or ad. It's what makes the brand sound like "itself", no matter where you hear it.

Our tone of voice is
**Enthusiastic, Well Curated,
Experimental & Curious!**

Figure 3. Juspay Academy tone of voice, Source: Author

TASK 2: DESIGNING A STRONG LOGO

Logo and Logo Ideations

The logo anchors the brand's visual identity, symbolizing its essence. Iteration versions ensure flexibility, adapting seamlessly. It's the brand's face, instantly recognisable. Different ideas were created in the initial stage to let the tone of voice shine. Then we settle on a strong Typographic Logo.

Ideations

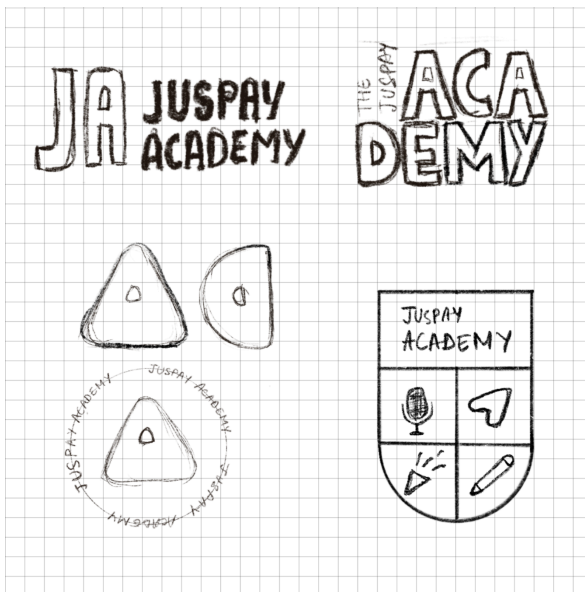


Figure 4. Logo Ideation Sketch 1, Source: Author

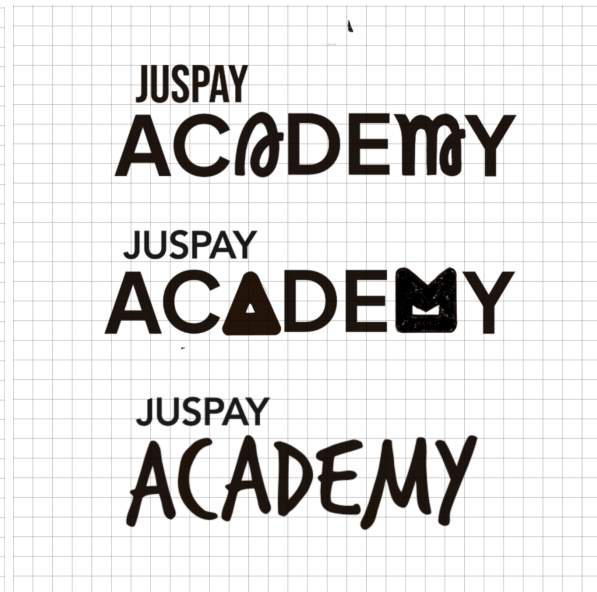


Figure 5. Logo Ideation Sketch 2, Source: Author

Final Logo

The typography clearly distinguishes “JUSPAY” and “Academy”, with “Academy” being bold and prominent. This instantly directs attention to the core identity while still honoring the parent brand. The sans-serif font choice conveys clarity and modernity. The logo avoids fleeting design trends, opting for a clean, timeless look that will stay relevant and effective over time.

JUSPAY
Academy

Figure 6. Final Logo, Source: Author

Logo Clearspace

This is the safe zone. It protects the logo’s clarity by enforcing a defined buffer zone. It ensures the logo remains uncluttered and impactful in any setting. It’s like giving the logo some breathing room to stand out. Just enough space to keep it bold and clear.

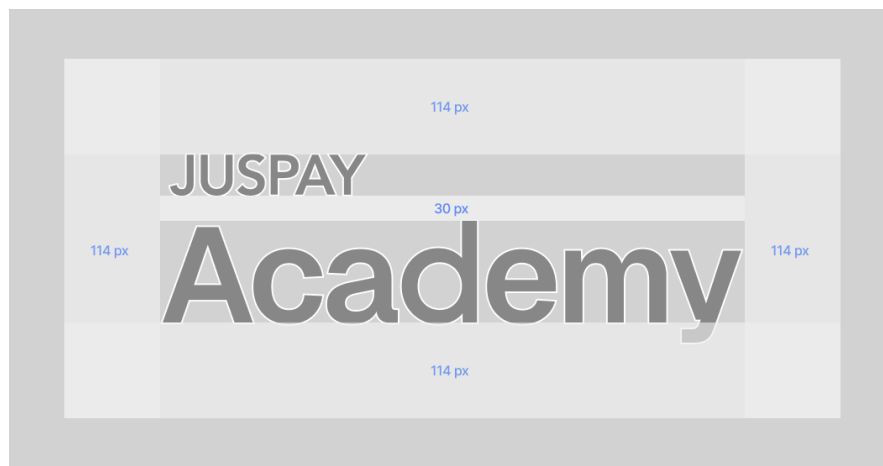


Figure 7. Final Logo Clearspace, Source: Author

TASK 3: DEFINING THE COLOUR PALETTE AND CREATE A GRADIENT LIBRARY

Primary Colors

This forms the foundation of the brand’s visual language, evoking its core identity. These create instant recognition, unifying all brand visuals with cohesive hues. These are the brand’s go-to colors, the ones that show “this is us.”. They tie everything together, making the brand feel familiar and approachable.

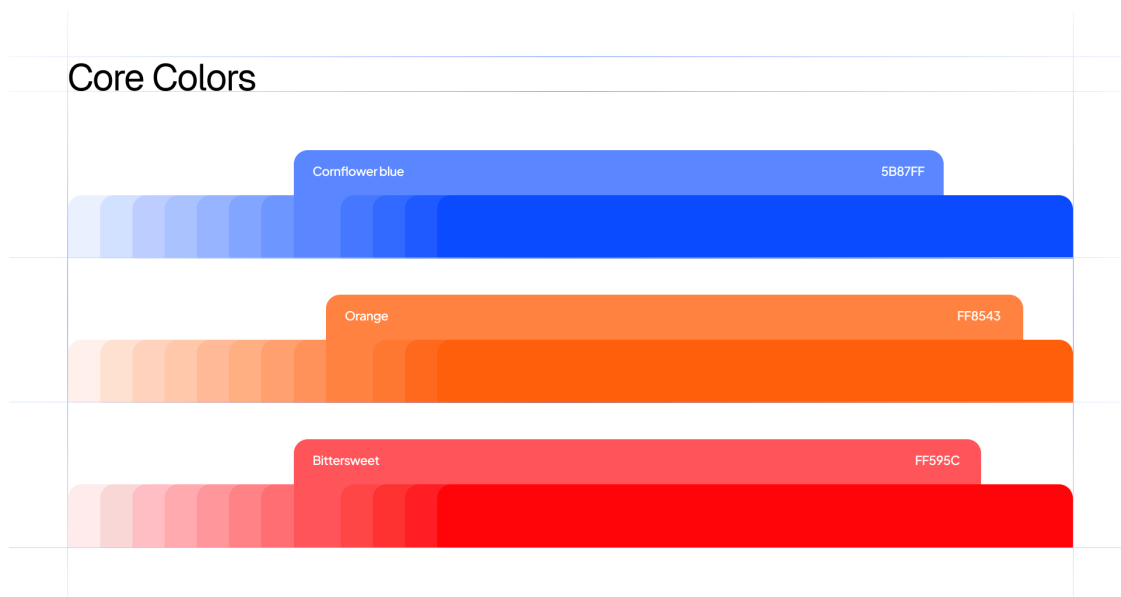


Figure 8. Primary colour palette, Source: Author

Accent Colors

These add vibrancy and contrast, enriching the brand’s visual storytelling. These highlight key elements, injecting energy without overpowering the primary palette. These pop in to spice things up, adding a splash of fun. They play nice with the main colors, highlighting stuff without stealing the show.

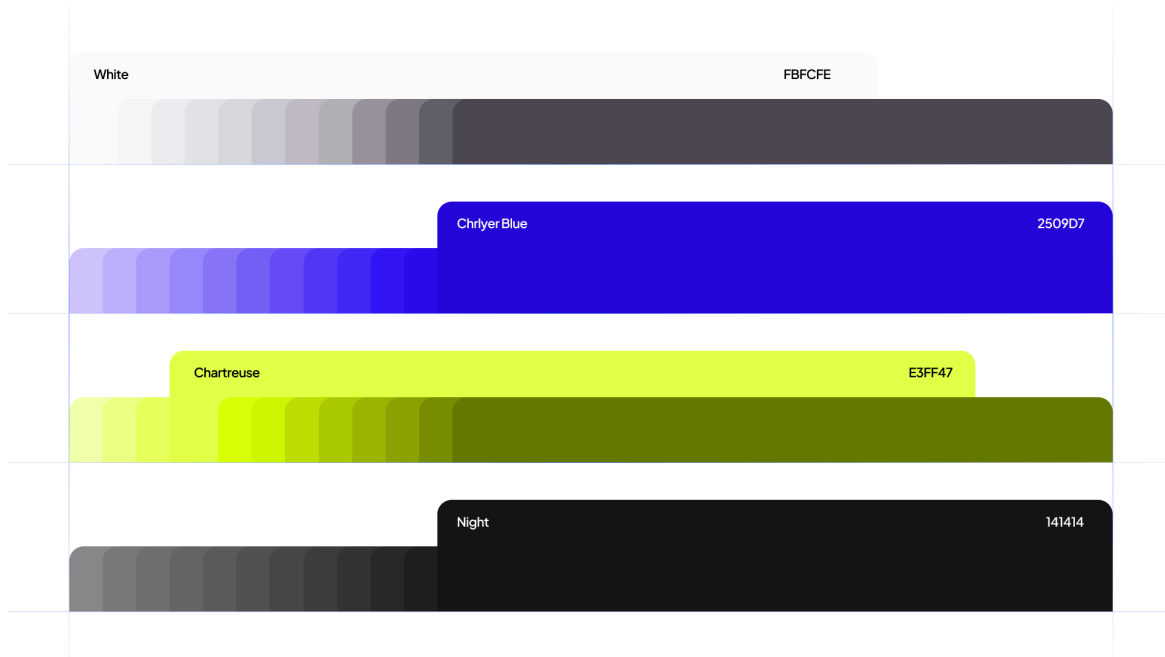


Figure 9. Accent colour palette, Source: Author

Gradient Sets

Introduce fluidity and sophistication, blending colours for a contemporary aesthetic. They elevate designs, creating visual interest and a sense of innovation. Blending colors to give designs a fresh, modern edge. They add depth and make things feel alive and dynamic. Works best with dark mode visuals.

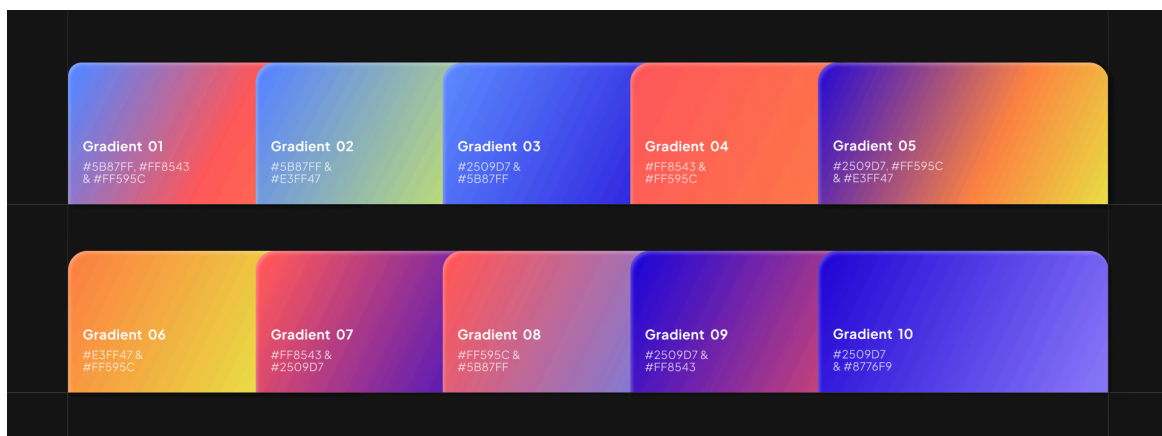


Figure 10. Gradient Palette Set, Source: Author

Gradient application in illustrations

Combines gradients with imagery to create striking visuals through contrast. Pairing gradients with images to create eye-catching and dynamic. It grabs attention and feels super engaging.



Figure 11. Gradient applied illustration, Source: Author

TASK 4: SETTING LOGO BACKGROUNDS AND STATE LOGO MISUSE

Logo with backgrounds

So, these are created to make sure the logo pops against the background with solid contrast. Sticking to brand-approved colors, neutral tones that vibe with the logo. Stay clear of busy or patterned backgrounds that could steal the logo's focus. And definitely test how it looks on both digital screens and printed stuff with different background shades to ensure it's always on point.

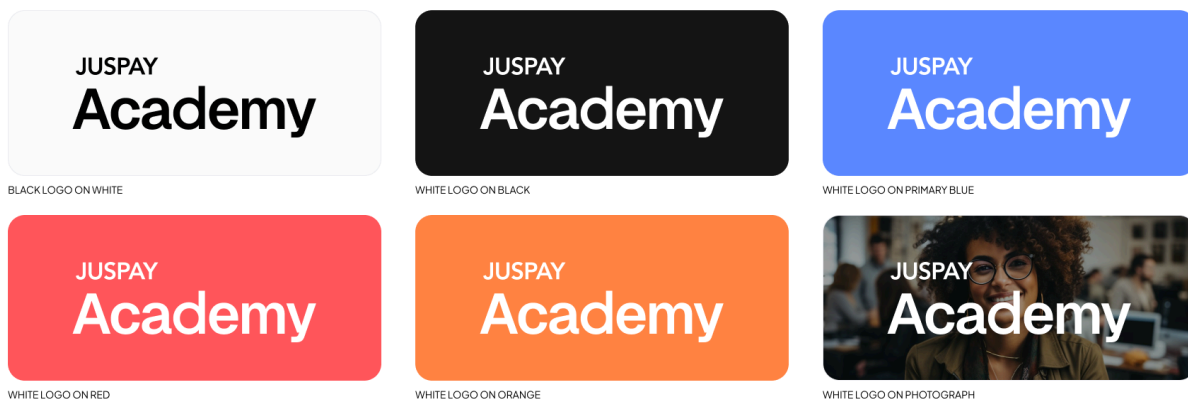


Figure 12. Logo with Background, Source: Author

Logo Misuses

- **Don't use unauthorized colors:** Stick to the brand's official color palette. Using random shades can make your logo feel off and confuse your audience.
- **No Stretching or Squishing:** Keep the logo's proportions intact. Stretching it like will make it look sloppy and weakens its impact.
- **Do Not Outline and add kerning:** Those extra shadows or lines can make the brand look inconsistent. Kerning the Logo is not allowed.
- **Place It Thoughtfully:** Don't place the logo on a busy or clashing background and Gradients. Give it a clean, visible spot to stand out and shine.

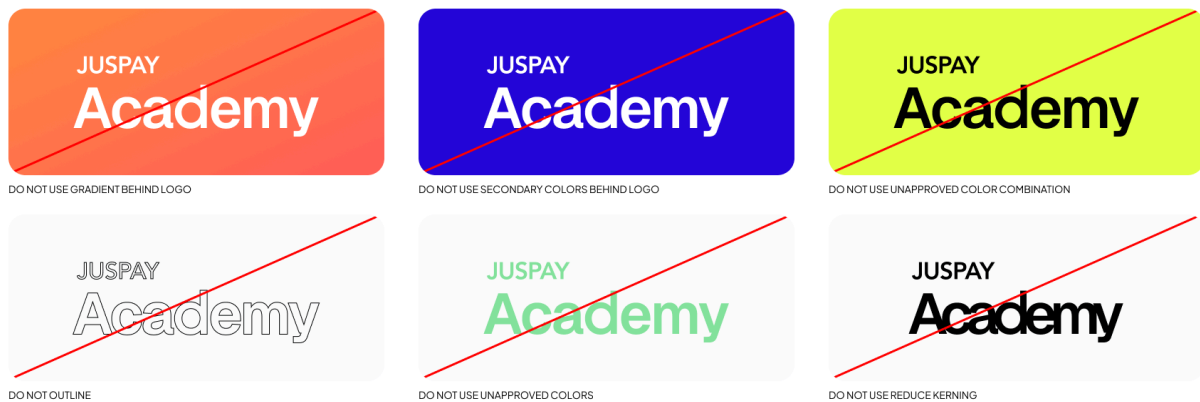


Figure 13. Logo Misuses, Source: Author

TASK 5: ESTABLISH TYPOGRAPHY - PRIMARY, SECONDARY AND TERTIARY FONTS

Primary Font

- **Matching the Vibe:** Plus Jakarta Sans feels gives a strong brand personality.
- **It's Readable:** This font is easy to read, whether it's on a tiny business card or a giant billboard.
- **Maintains Consistency:** Using this font for big moments like headlines or quotes will build familiarity and make the brand instantly recognisable.

- **Go Versatile:** Opt different weights (like bold or light) so that there are options for various designs without losing the cohesive look.

Why **Plus Jakarta Sans**?

Plus Jakarta Sans is a modern, geometric sans-serif typeface designed with clarity, functionality, and versatility in mind. Its clean lines and balanced proportions create a sense of approachability and trust, while maintaining a contemporary and professional tone. This font supports readability at all sizes, making it perfect for both digital interfaces and educational content, where clarity is key.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Figure 14. Plus Jakarta Sans Font, Source: Author

Secondary Font

- **Play Nice Together:** Geist and Plus Jakarta Sans font add a touch of contrast while still feeling like part of the same branding.
- **Handle the Details:** Use it Geist for body text, captions, sub headings or smaller elements to create a clear hierarchy without overshadowing the primary font.
- **Readability:** It's super legible, especially for longer text like website copy or brochures, so the audience can breeze through it.

Why **Geist**?

Geist is a versatile and refined sans-serif typeface, its neutral, modern structure offers exceptional legibility and visual balance. Geist brings a clean and understated elegance that enhances hierarchical clarity across platforms. It's particularly effective for body text, subheadings, captions, and supporting content, maintaining cohesion without competing for attention.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Figure 15. Geist Font, Source: Author

Tertiary Font

- Use Caveat for decorative touches like quotes or promotional banners to inject some personality into designs. Caveat is for something bold or unique, like a scribble, to grab attention without taking over.
- **Keep It Cohesive:** Caveat blends with primary and secondary fonts for sure so that the brand doesn't feel like it's having an identity crisis.

Why *CAVEAT*?

Caveat adds a personal and approachable touch to the Academy branding. As a handwritten font, it pairs well with the clean structure of Geist by introducing warmth, creativity, and a human element. It's ideal for highlights, annotations, or casual notes, creating a balanced and engaging visual experience without overpowering the core content.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&()*

Figure 16. Caveat Font, Source: Author

TASK 6: PHOTOGRAPHY DIRECTION

Photography direction isn't just about aesthetics, it's about telling real human stories. Each image should reflect the essence of who we are: curious, creative, and committed to meaningful growth. Juspay Academy's photography creates like a window into moments like honesty, vibrance, and trust. Focus on people, products and settings that reflect what your Juspay Academy is doing, making your visuals feel authentic and relevant. Maintaining consistent lighting, framing, and editing styles so that the photos look like they belong to the same family, no matter where they're used. (These images are AI generated with particular prompts specifically for Juspay Academy.)



Figure 17. Photography direction, Source: Author

TASK 7: ILLUSTRATIONS

Face Illustrations and Iterations

This is the brand's heart. Faces that match the brand's tone, playful and cartoony for a fun brand or sleek and refined for something professional. Sticking to this one illustration style so they feel

like part of your Juspay Academy's world. While including a range of facial features, expressions, and cultural elements to connect with the audience and show inclusivity.

Iterations and process

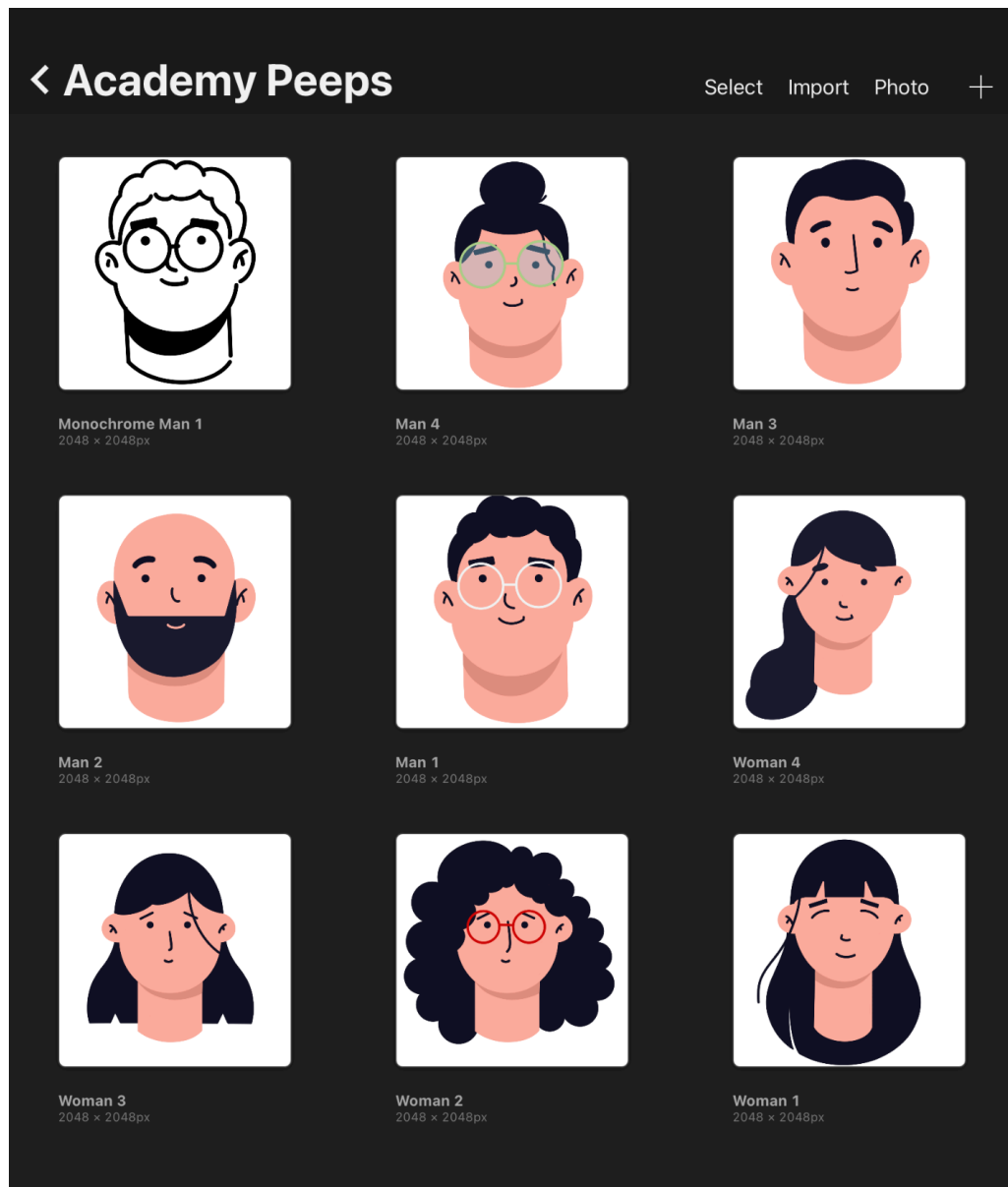


Figure 18. Face Illustration process, Source: Author

Final Face Illustrations



Figure 19. Face Illustrations , Source: Author



Figure 20. Face Illustrations 2, Source: Author

Abstraction Library

These are some of the abstract elements, like geometric shapes and organic swirls—that can be used in video visuals, backgrounds, and social posts for a unified look. These abstractions give

the brand a sharp angle for a tech vibe and soft curves that look natural and approachable. Ensuring these elements look great whether they're tiny on a business card or videos with no loss of quality. Making the elements mix-and-match so that they look friendly and combine them in new ways while keeping everything cohesive.

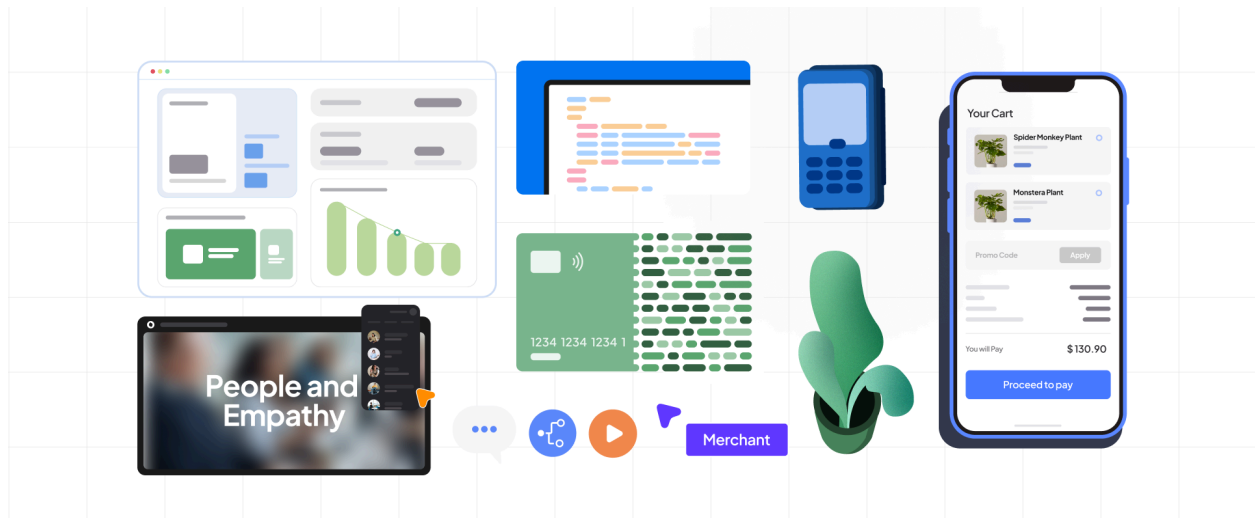


Figure 21. Abstractions, Source: Author



Figure 22. Swirls, Source: Author

TASK 8: CREATING A BRAND BOOK

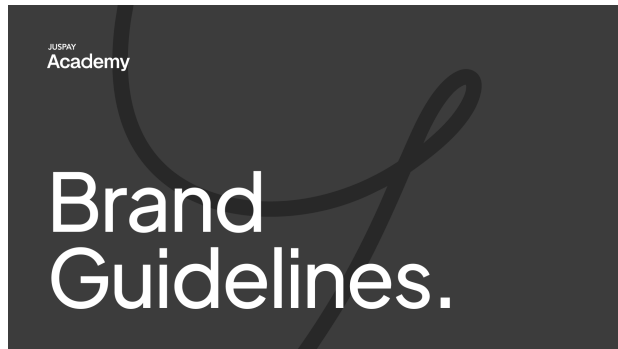


Figure 23. Intro Slide, Source: Author

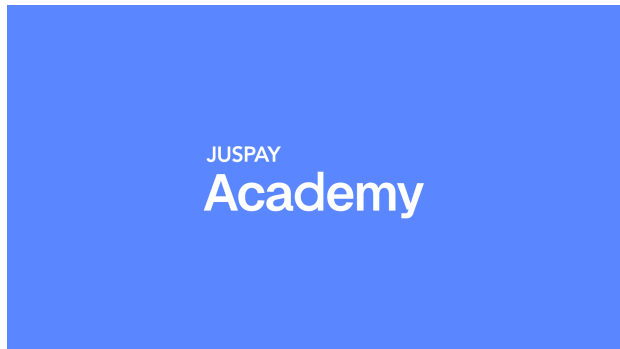


Figure 24. Logo display, Source: Author

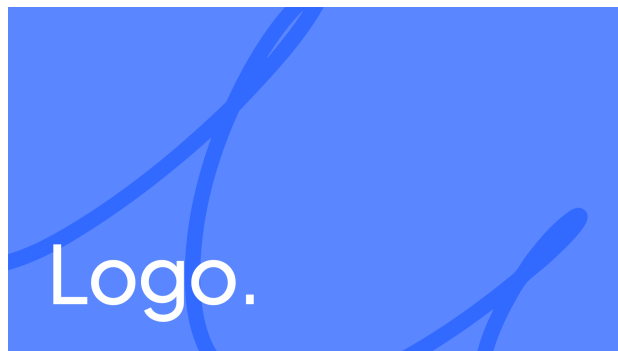


Figure 25. Logo Intro, Source: Author

Logo Structure

The typography clearly distinguishes 'JUSPAY' and 'Academy', with 'Academy' being bold and prominent. This instantly directs attention to the core identity while still honoring the parent brand. The sans-serif font choice conveys clarity and modernity. The logo avoids fleeting design trends, opting for a clean, timeless look that will stay relevant and effective over time.

JUSPAY
Academy

Figure 26. Logo Structure, Source: Author

Logo Clearspace

Maintain a minimum clear space around the logo equal to the height of the letter 'A' in 'Academy', that is specifically 114 px. This ensures visual clarity and prevents crowding by surrounding elements. The logo should never appear smaller than 64 px width in digital formats to maintain legibility and brand impact.

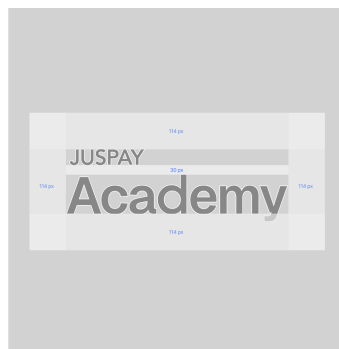


Figure 27. Logo Clearspace, Source: Author

Logo in Primary Color & Dark Theme

The simplicity and balance of the logo ensure it scales beautifully across all mediums—digital, print, signage, and merchandise—while remaining instantly recognizable.

Reversed version: White text on a black or brand-colored background when needed.

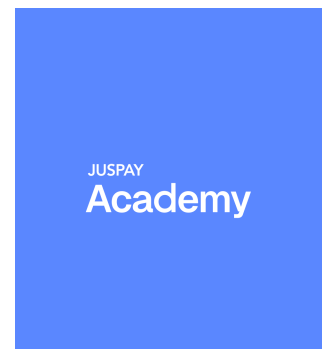


Figure 28. Logo in Primary colour and dark theme, Source: Author

Backgrounds

Primarily use Black logo on a white background for maximum clarity and contrast. Do not use the black logo over busy backgrounds that hinder legibility.



Figure 29. Logo in Backgrounds, Source: Author

Logo Misuse

Avoid applying gradients, shadows, or unapproved colors. Do not alter the proportions or layout of "JUSPAY" and "Academy."



Figure 30. Logo Misuses, Source: Author

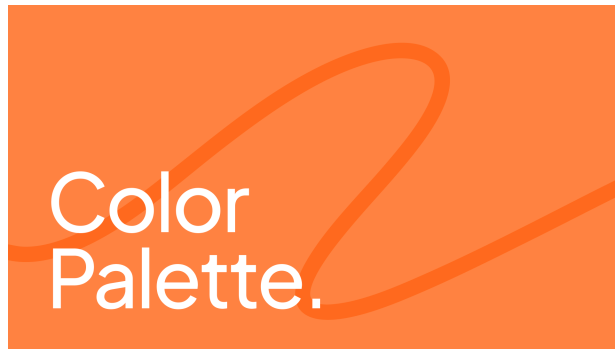


Figure 31. Color Palette Intro, Source: Author

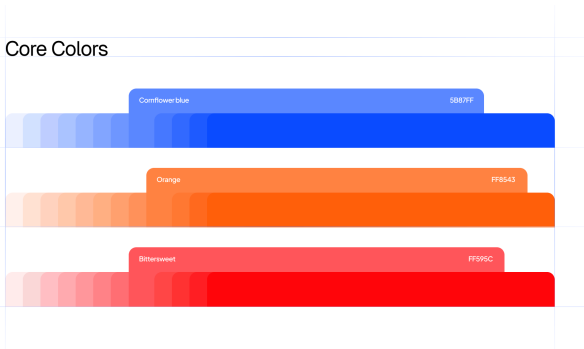


Figure 32. Core Colours, Source: Author

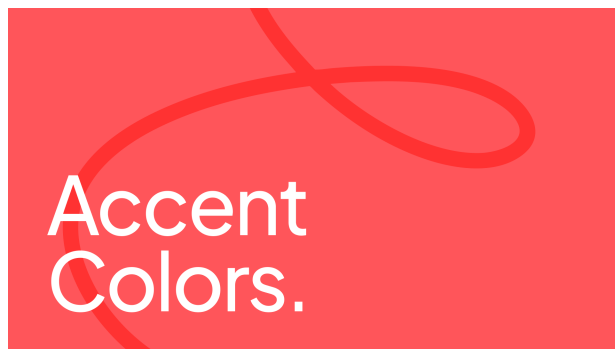


Figure 33. Accent color Intro, Source: Author

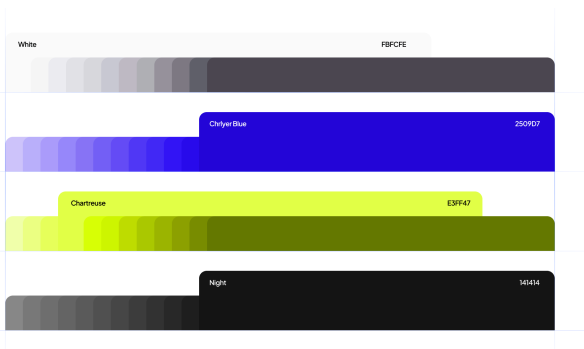


Figure 34. Accent Colors, Source: Author

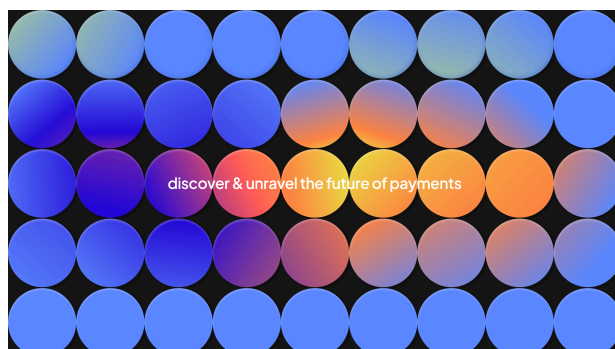


Figure 35. Gradient Intro, Source: Author

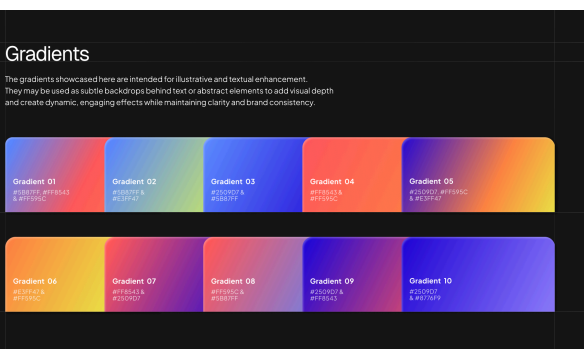


Figure 36. Gradient color sets, Source: Author

Gradient with visuals

The curated gradients are designed to enrich visual storytelling by providing subtle yet dynamic backgrounds and accents. They are intended to enhance illustrations and text without overpowering the core message, supporting a clean and consistent brand experience.

1. Add dimension without clutter.
2. Create a sense of movement and energy.
3. Maintain clarity and focus on key content.
4. Reinforce brand identity through consistent use of color and style.



Figure 37. Gradient Visuals, Source: Author



Figure 38. Typography Intro, Source: Author

Primary Font



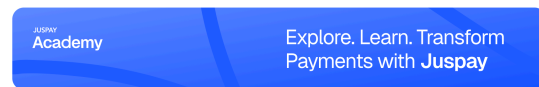
Why Plus Jakarta Sans?

Plus Jakarta Sans is a modern, geometric sans-serif typeface designed with clarity, functionality, and versatility in mind. Its clean lines and balanced proportions create a sense of approachability and trust, while maintaining a contemporary and professional tone. This font supports readability at all sizes, making it perfect for both digital interfaces and educational content, where clarity is key.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Figure 39. Primary Font, Source: Author

Secondary Font



Why Geist?

Geist is a versatile and refined sans-serif typeface. Its neutral, modern structure offers exceptional legibility and visual balance. Geist brings a clean and understated elegance that enhances hierarchical clarity across platforms. It's particularly effective for body text, subheadings, captions, and supporting content, maintaining cohesion without competing for attention.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Figure 40. Secondary Font, Source: Author

Tertiary Font

Why CAVEAT?

Caveat adds a personal and approachable touch to the Academy branding. As a handwritten font, it pairs well with the clean structure of Geist by introducing warmth, creativity, and a human element. It's ideal for highlights, annotations, or casual notes, creating a balanced and engaging visual experience without overpowering the core content.

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abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

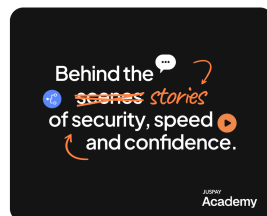


Figure 41. Tertiary Font, Source: Author



Figure 42. Photography Intro, Source: Author

Photography Direction

Our photography isn't just about aesthetics—it's about telling real human stories. Each image should reflect the essence of who we are: curious, creative, and committed to meaningful growth. Our brand's photography should feel like a window into a moment—honest, vibrant, and relatable. Use the following descriptors as guiding principles:

Hopeful & Happy
Real & Unpolished
Compassionate & Helpful
Approachable & Trustworthy

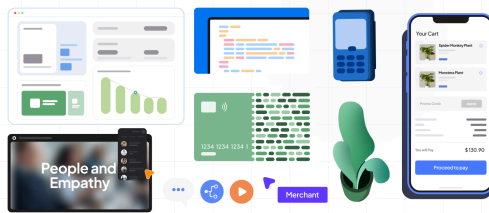


Illustrations & Abstractions

Figure 43. Photography direction, Source: Author

Figure 44. Illustrations and Abstractions Intro, Source: Author

Abstraction Library



Swirls



Figure 43. Abstraction library, Source: Author

Figure 44. Swirls, Source: Author

CONCLUSION AND FUTURE POSSIBILITIES

I've crafted a straightforward and vibrant brand identity for Juspay Academy. My thesis highlights how a clear, engaging brand can connect people and make the platform approachable. Through lively illustrations, smooth gradient plays, clear communication, and user-friendly website for the near future, I designed Juspay Academy to be welcoming and interactive.

I explored creating visuals that work worldwide, adding creative elements to inspire employees, ensuring easy navigation, reflecting Juspay's innovative vibe, and setting guidelines for brand consistency. These efforts will make Juspay Academy a hub where employees feel connected and part of a unified team, regardless of location.

Ultimately, Juspay Academy's brand identity is more than visuals; it creates a space that feels warm and motivating. It supports Juspay's vision of a collaborative, creative workforce and fuels growth. My thesis shows that a thoughtful brand design can strengthen teamwork and spark innovation.

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DIGITAL RECEIPT

feedback studio Sanchari Mukherjee | Designing a Brand Identity for People, Culture, and Knowledge.. The Case of Juspay Academy.pdf

Designing a Brand Identity for People, Culture, and Knowledge: The Case of Juspay Academy

PROJECT REPORT
SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS
FOR THE AWARD OF THE DEGREE OF
MASTER OF DESIGN IN VISUAL COMMUNICATION DESIGN
Submitted by:
SANCHARI MUKHERJEE
(2K23MDVC08)
Under the Supervision of
MR. VARUN SINGH

DEPARTMENT OF DESIGN DELHI TECHNOLOGICAL UNIVERSITY
(Formerly Delhi College of Engineering)
Bawana Road, Delhi - 110042
MAY, 2025

Match Overview

14%

Match 1 of 1

19	Submitted to PSB Acad...	<1%
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Designing a Brand Identity for People, Culture, and Knowledge: The Case of Juspay Academy

PROJECT REPORT
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FOR THE AWARD OF THE DEGREE OF
MASTER OF DESIGN IN VISUAL COMMUNICATION DESIGN
Submitted by:
SANCHARI MUKHERJEE
(2K23MDVC08)
Under the Supervision of
MR. VARUN SINGH

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