







**Spice money**

**तो Life बनी**



# तो *Life* बनी

## Social Media Guideline

Social Media plays a crucial role in connecting people and engaging with them, both in personal and professional networks. It plays a significant role in developing relationships with key influencers, customers and offers a great opportunity for customer service by gathering useful data, addressing queries, and by listening to their feedback and concerns.

While on one hand social media offers these benefits, using social media comes with certain responsibilities. Keeping this in mind, Spice Money has developed this social media guideline to ensure a smooth, safe, and positive interaction on all social media platforms.

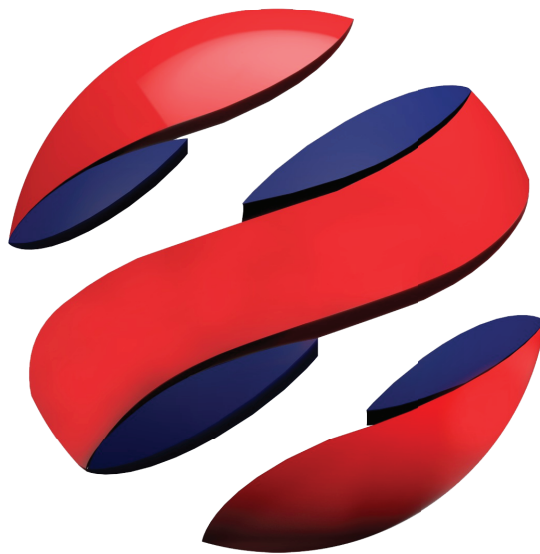
## Primary Brand Logo



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For any creative that will be made independently,  
this Logo must be used.

## Logo Usage – Profile Picture



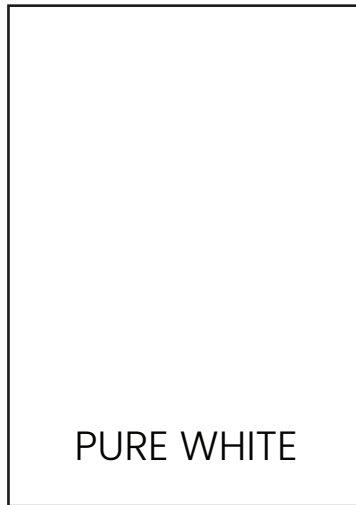
The 3D Spice Money Coin Symbol to be used as Profile Image for any social media profiles.

# Brand Colors



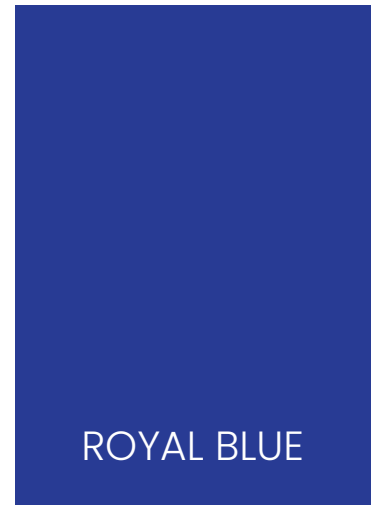
HOT RED

HEX: #E12427  
RGB: 225, 36, 39  
CMYK: 6, 98, 98, 0



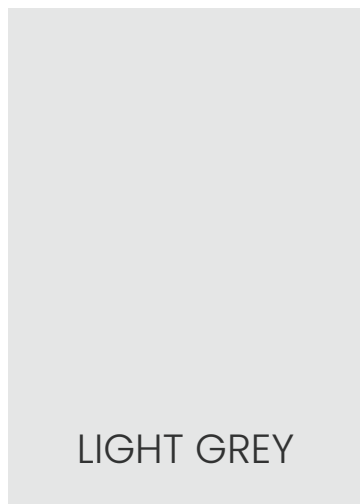
PURE WHITE

HEX: #FFFFFF  
RGB: 225, 255, 255  
CMYK: 0, 0, 0, 0



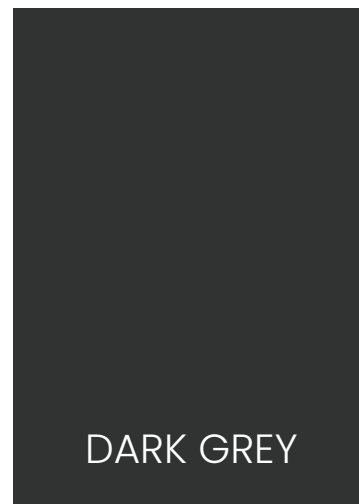
ROYAL BLUE

HEX: #293895  
RGB: 41, 56, 149  
CMYK: 99, 93, 3, 0



LIGHT GREY

HEX: #E5E5E5  
RGB: 229, 229, 229  
CMYK: 9, 6, 7, 0



DARK GREY

HEX: #333333  
RGB: 51, 51, 51  
CMYK: 69, 63, 62, 58

**These colors must be used in  
any Social Media creative**

# Social Media Creative Templates

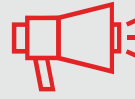




# Social Media Page Rules



Before setting up a portal, social media page, blog representing Spice Money, you must write to **customercare@spicemoney.com** to seek requisite approval



Approved pages should only communicate about Spice Money, no other brand, company or product to be discussed or promoted there



Person responsible to create the page must update & monitor the communication on the page & seek suggestion from Spice Money when required



No payment related information including card number, account number or bank details should be displayed



Do not use these pages for your personal communication



Be respectful in terms of language & tonality in your communication



Double check facts & data with Spice Money before posting it on social media



Do not represent your page as Spice Money official page. Clearly mention your relation with the company & purpose of setting up the page



Do not engage in any malpractice. Spice Money will take appropriate legal steps if such incidents are found



Always protect Spice Money's confidential and proprietary information



Never misuse any data of your customers



Feel free to write to **customercare@spicemoney.com** for any query, we would be happy to help you!

**End of Social Media Guideline**