Rupeek
Run Manual

SPREAD

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gold becomes vibrant and dynamic
Rupeek, the new currency

The Rupee is synonymous with wealth, transactions and a sense of security. Rupeek’s new identity is inspired by the Rupee Symbol. It becomes a mark of trust and resonates the brand’s commitment to serve with transparency.

Going forward from the traditional symbol, the form has been designed as an evolved, futuristic currency unit, one that is relatable, modern and minimal, yet bold and effective.
Brand Identity
We believe it is a gold money exchange contract!
You are withdrawing what is rightfully yours.

Deposit your gold. Withdraw money.
Secure, sensible and strategically smart, Safe Man is your new buddy to help you channel the power of your Gold.

He is your Safe Man to keep your gold safe in return for your much needed money!
The signifier of wealth, gold, when molten, is the purest form of the element. Emanating radiant hues which ranges from red to orange to yellow.

The colour palette of the brand is inspired by the rich, deep gradients of molten gold. The unique and eye-catching molten gold, that is fluid, vibrant, dynamic and highly valued.
Primary Brand Colour:

Bold + Strong + Flat version
dfor easier application on different media

Gradient Colours

To be used in primary communication + all digital communication + mobile app

Secondary Colours

R255 G99 B0
#ff6300
C0 M75 Y100 K0

R255 G148 B17
#fe9411
C0 M50 Y100 K0

R255 G99 B0
#ff6300
C0 M75 Y100 K0

R173 G53 B11
#ad350b
C22 M19 Y100 K15

R66 G16 B0
#421000
C45 M82 Y84 K71
Solid, clean and bold typography which helps build the brand’s trust, combined with gradients for more effective call to action/communication.
Typography

Heading
Helvetica Neue LT Pro
95 Black

Sub Heading
Helvetica Neue LT Pro
85 Heavy

Sub Heading
Helvetica Neue LT Pro
75 Bold

Body Text
Helvetica Neue LT Pro
55 Roman

Body Text
Helvetica Neue LT Pro
45 Light
Presetting Rupeek,
As Rupeek, we transform your idle gold into instant money. No matter how big or small, turn your gold into cash in minutes. Just go to your nearest Rupeek branch or use our convenient mobile app. We offer zero hidden costs and a fixed interest rate throughout the tenure. Add to that a hassle-free exchange. Pick up gold and home delivery. At your convenience. And the best part is, the more you withdraw, the lesser interest you pay.

DEPOSIT GOLD WITHDRAW MONEY

Turn your idle gold into money. The more you withdraw, the lesser interest you pay!

Call 080-3951-2525 Log on to www.rupeek.com

Rupeek Schemes:
SMART MAKE MONEY SMART DECISIONS
VYAPAR MEET YOUR NEW BUSINESS PARTNER
PARIVAR A NEW FRIEND IN YOUR FAMILY

Header: Helvetica Neue LT Pro 95 Black
Sub Header: Helvetica Neue LT Pro 85 Heavy
Body Text: Helvetica Neue LT Pro 55 Roman
Traders + Self Employed

local + real people in relatable situations mirroring the brands target audience and schemes.

Simple + Clean backgrounds + Positive expressions Reflecting trust and honesty.
Zero hidden costs.
100% Satisfaction.
Fixed interest rate throughout the tenure.

Step 1:
Set up a visit and get details
Download RupeeK app, or just give us a call.
Get the details of your Agent RupeeK

Free Home Pick Up and Delivery
Instant money at your convenience, at your doorstep.

Step 2:
Authenticate your Agent RupeeK, KYC Documents and Gold
Get OTP on arrival of Agent RupeeK. Complete the KYC customer verification process. Get your gold valued.

Take more. Pay Less
Turn your idle gold into instant money. The more you deposit, the more you can withdraw and the lesser interest you pay.

Step 3:
Get Money Instantly
Transferred to your Bank account

Fulfill your contract of exchange

Get your gold home delivered
Deposit gold to withdraw money. Turn your idle gold into money. The more you withdraw, the lesser interest you pay.

Rupeek Schemes:
- SMART: Make money smart decisions
- VYAPAR: Meet your new business partner
- PARIVAR: A new friend in your family

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Promissory Note

To Mr. Prakash Rao

We promise to return him their most valuable gold worth ______ gms.
Gold return would be done instantly at the time of due amount transfer.
Rupeek guarantees you one month grace period of 30 days before the
Gold Auction.

We promise to keep your gold safely
And return it to you in due time

To give a sense of commitment and honesty,
build the brand trust further Rupeek gives
their customer a promissory note and a safe
box as a giveaway.
Safe Case

A give away to the customers which they can use as a jewellery box/ safe case to keep their valuables safe.
www.rupeek.com