

PAYU.
POWERING YOU.

CASE STUDY

BRAND STRATEGY
PORTFOLIO ARCHITECTURE
BRAND IDENTITY
ACTIVATION

COHRAIN
DESIGN
GROUP



PAYU CASE STUDY.

THE CHALLENGE

PayU's ambition was to become India's largest and most valuable fintech platform. However, their current identity did not reflect the stature or position it wanted to occupy in the industry. With a forthcoming IPO, the company also wanted to enhance its enterprise value and build brand equity. The challenge was to develop a refreshed brand positioning that would be brought to life through a unified brand architecture and visual identity, ultimately positioning PayU not only as a leader but also effectively supporting and reflecting its expanding business portfolio.

SOLUTION

The rigorous 12-month programme began with a deep-dive, collaborating with 40+ internal and external stakeholders through one-on-one interviews, a series of workshops and numerous strategic discussions. Furthermore, we attended Fintech events and studied over 30+ global and Indian brands to decode trends, best practice and the true gap in the market. Eventually, arriving at a distinct positioning '**Resiliently Progressive**' and a bold stance as a thought-leader and guardian for the industry. The positioning captured the brand's essence—resilience, symbolizing strength and adaptability in finance, and progress, reflecting a forward-looking vision. Translated meaningfully in the new visual identity- the logo features a portal, symbolizing a **portal to progress**, with a 'U' encapsulated within this dynamic portal. Together, the portal and the 'U' create the logo shorthand which reinforces the brand's commitment to consumer-centricity and limitless potential, with the 'U' emphasizing the brand's focus on empowering consumers and stakeholders. Overall, the logo is both tech-forward and approachable, also reflected in the lowercase typeface and its colour palette. **Green** to symbolize growth and progress with **Stable Grey** to convey professionalism and reliability. Additionally, three unique colours were introduced to further engage with PayU's key audience groups—Banks, Merchants and Consumers. This new positioning and identity was extended to a purpose film, multiple touch points from animation to print, living in a robust set of brand guidelines that not only ensures consistency but also aids all future rollouts.

IMPACT

PayU's new brand identity was unveiled at the Global Fintech Festival (GFF), the world's largest fintech event, attended by over 80,000 people. The brand purpose film served as the focal point of the reveal, powerfully showcasing PayU's transformation. The film was widely circulated in the press and featured in nearly every media mention.

