NPCI
भारतीय राष्ट्रीय भुगतान निगम
NATIONAL PAYMENTS CORPORATION OF INDIA
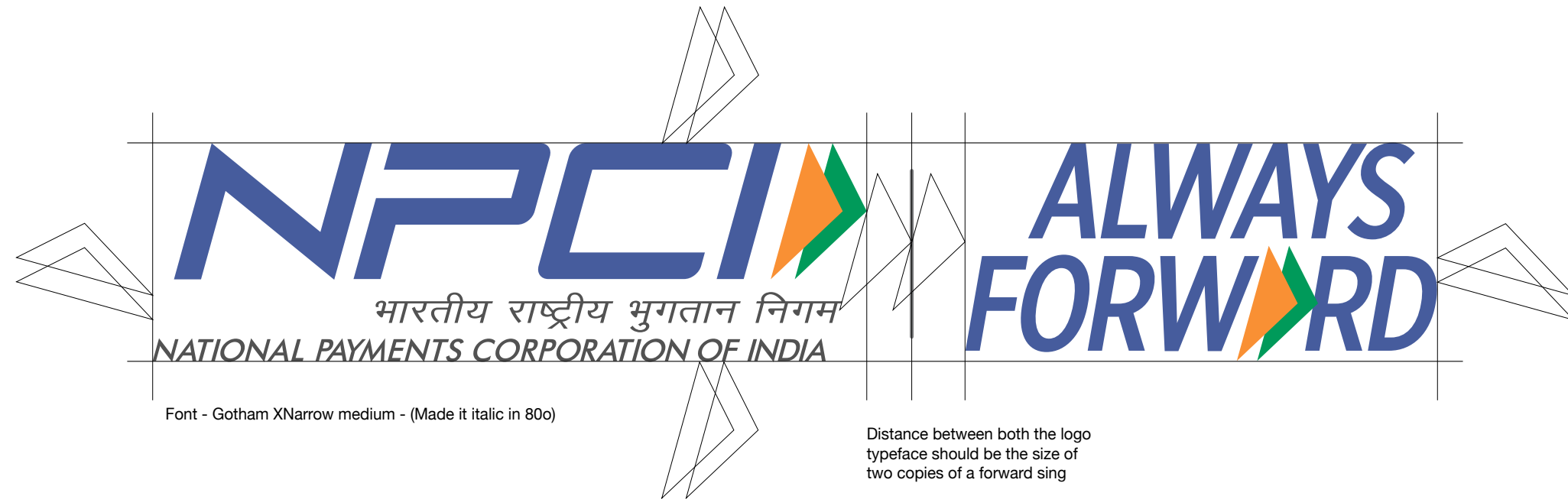
ALWAYS FORWARD

BRAND GUIDELINE

ON THE ASCEND

'Always Forward' is written with a forward tilt of 80°, matching the NPCI typeface.

ON THE ASCEND

Font - Gotham XNarrow medium - (Made it italic in 80o)

Distance between both the logo typeface should be the size of two copies of a forward sing

Distance between both the logo typeface should be the size of "I"

Font - Gotham XNarrow medium - (Made it italic in 80o)

COLOURS VARIATIONS OF THE LOGO

This slide outlines the official logo variations, including.

Full-Color Version: Used for digital and print materials to maximize impact.

Grayscale Version: Suitable for monochrome or formal settings.

Negative Multicolor: Optimized for dark backgrounds.

Negative One-Tone: Ideal for minimalist designs.
The slide highlights correct usage to maintain brand integrity across platforms.

Full Colour Version

Grayscale Version

Solid Version

Negative Multicolour

Negative One-tone

MINIMUM SIZE OF THE LOGO

This slide specifies the minimum and recommended logo sizes for different applications to ensure optimal visibility and brand recognition. Examples include:

Print: Minimum width of 30mm-50mm for smaller print materials.

Large Formats: Recommended width of 80mm or more for banners and posters. Clear spacing rules are illustrated to maintain visual balance and prominence.

W 30mm
H 15mm

W 50mm
H 10mm

W 20mm
H 10mm

W 35mm
H 7mm

Logo Usage Rules

Clear and actionable logo usage guidelines are provided, with examples of acceptable and unacceptable applications. These rules ensure the logo retains its visual integrity, such as maintaining minimum size requirements, correct color application, and avoiding distortion or improper alignment.

Dos

Logo Usage Rules

Don'ts

BRAND TYPEFACE

Typography is a crucial element of NPCI's identity. The guidelines illustrate the use of Helvetica Neue in various weights—Thin, Light, Regular, Medium, and Bold—to maintain a professional and clean brand image.

Helvetica Neue

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
!@#$%^&*(){}:"?<>

Helvetica Neue (Thin)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
!@#$%^&*(){}:"?<>

Helvetica Neue (Light)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
!@#$%^&*(){}:"?<>

Helvetica Neue (Regular)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
!@#$%^&*(){}:"?<>
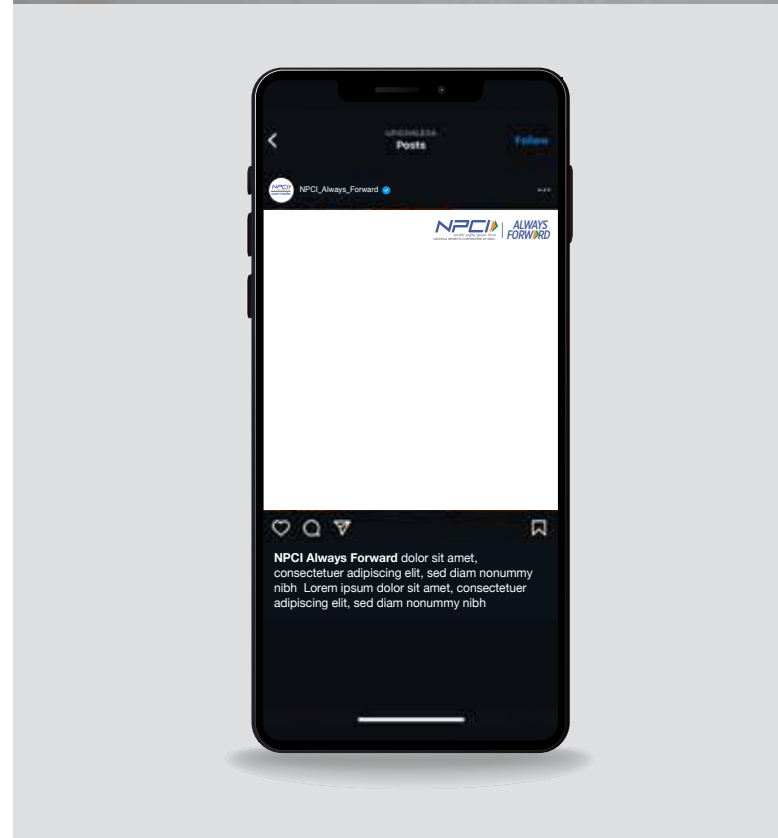
Helvetica Neue (Medium)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
!@#$%^&*(){}:"?<>

Helvetica Neue (Bold)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
!@#$%^&*(){}:"?<>

LOGO SIZE FOR PRINT AND DIGITAL

Stationery designs, including Press ad, Identity cards, social media and Outdoor media, are detailed on this slide. The focus is on clean layouts, precise logo placement, and appropriate use of the brand color palette to create a professional and cohesive identity.