

# GUIDELINES



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The required logos or logo unit can be downloaded from the Knowledge Centre of the NPCI website.

Direct Link: <https://www.npci.org.in/npci-in-news/knowledge-centre>

If after reading the branding guidelines, you still haven't found the answer to your query, please contact us on: **brand@npci.org.in**

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# Brand Mark & Usage

## The Brand

Say hello to BHIM UPI, your one-stop payments solution and interface. With one app and one tap, you can perform multiple actions easily and in a hassle-free manner. Link multiple bank accounts, perform direct bank-to-bank transfers, send and receive money, get instant alerts. It's safe. It's secure. It's seamless. It's BHIM UPI.



UPI (Unified Payments Interface) powers multiple bank accounts into a single mobile application (of any bank) merging several banking features, seamless fund routing, and merchant payments under one hood. It also caters to the P2P and P2M collect request which can be scheduled and paid as per requirement and convenience.



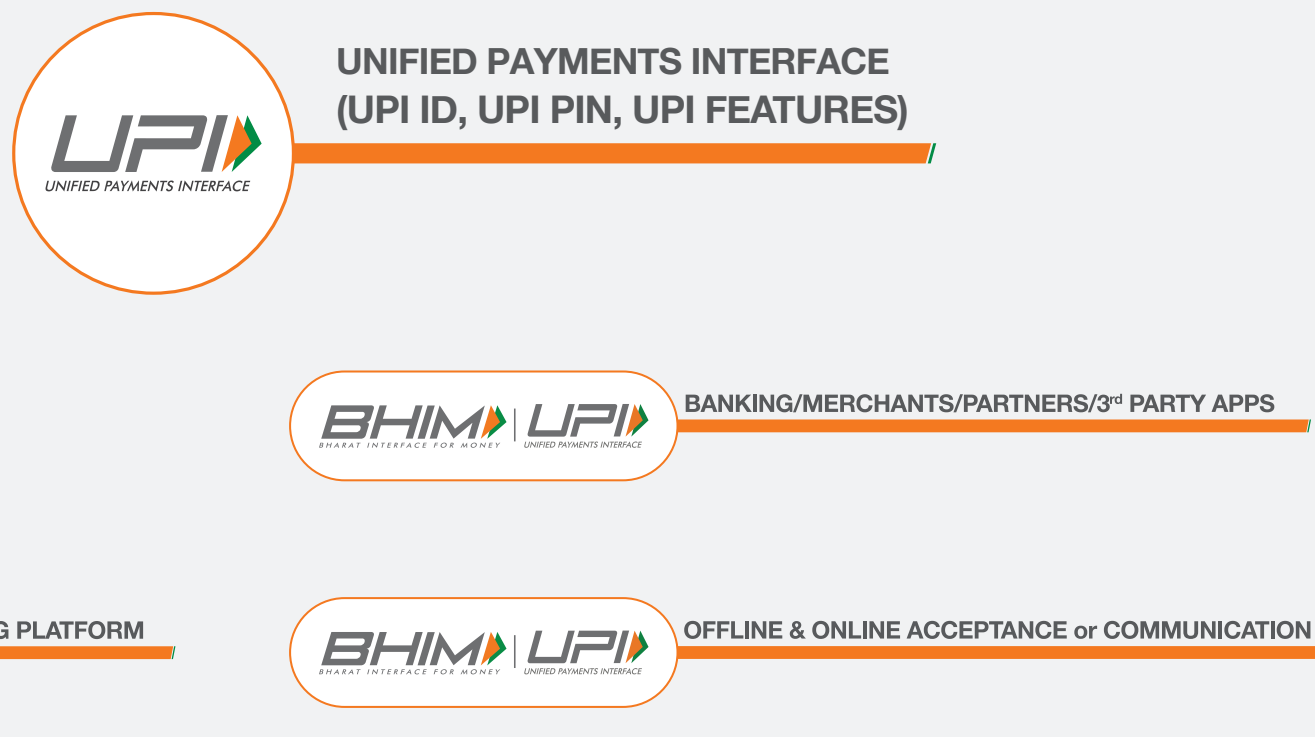
Bharat Interface for Money (BHIM) is an app that lets you make simple, easy and quick payment transactions using Unified Payments Interface (UPI). You can make instant bank-to-bank payments, pay and collect money using just Mobile number or UPI ID or Scan and pay using QR.



## Brand Mark

BHIM UPI Brand Mark is used by the ecosystem involving NPCI, BHIM, Banks, Non-Banking Partners, Merchants, Third Party Partners and PPI Players for using UPI based money transfer services. The brand mark to be used as follows:

- BHIM logo to be used for promoting BHIM application only
- Powered by UPI unit to be used by the ecosystem for the page(s) or screen(s) whereby the transaction is being processed using UPI platform
- BHIM UPI logo unit to be used by the ecosystem as an acceptance mark across all the online or offline channel of communication and for the non-transactional page(s) or screen(s) like homepage, send money, Scan & Pay, request money, transaction history etc

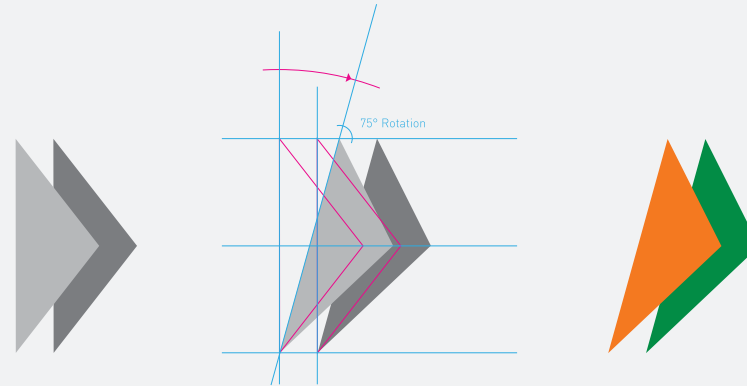


Powered by UPI Logo must be used at all places where UPI API's are being called.

## Mnemonic

With India heading towards a digital future and BHIM UPI assisting in its growth by taking a progressive initiative to take the country to a “less cash society”. The Tricolor arrows, created by combining the fast-forward symbol with our National flag and taking inspiration from the stance of an athlete, visually captures this statement.

Capturing the same elements from the official NPCI logo, the sharp edges of the arrows in the symbol point towards the future, reflecting UPI's accelerated commitment to the country's progress, while the curved edges negate the frivolousness, brilliantly juxtaposing BHIM UPI's zorward-thinking with its nationalistic and traditional values.



## The Logo & Colours

The primary colors used for the UPI logo have been taken from the NPCI color palette. The orange brings an element of the future and freshness to this new solution for payments, while the green represents the technology that powers the UPI platform.



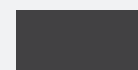
C 000 R 109  
M 000 G 110  
Y 000 B 113  
K 070



C 100 R 043  
M 000 G 139  
Y 100 B 075  
K 020



C 000 R 217  
M 065 G 120  
Y 100 B 045  
K 000



C 000 R 067  
M 000 G 066  
Y 000 B 068  
K 090





## The Logo & Colours

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C 000 R 109  
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C 100 R 043  
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C 000 R 217  
M 065 G 120  
Y 100 B 045  
K 000



C 000 R 067  
M 000 G 066  
Y 000 B 068  
K 090

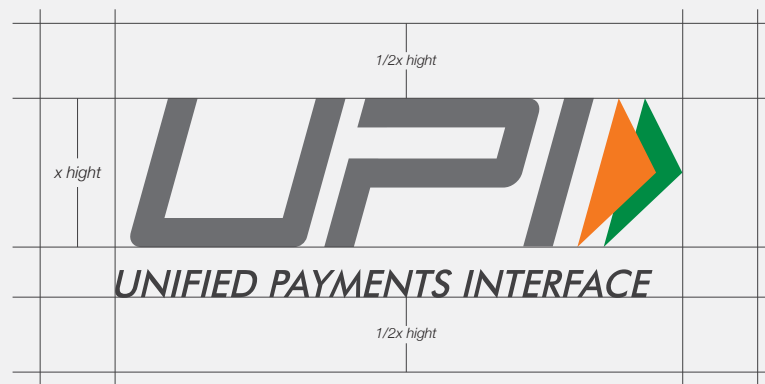




## The Logo Size

Every piece of material that goes to the customer from the NPCI acts as a medium of communication and hence it is important to maintain uniformity with respect to design. Kindly follow the proportions illustrated here with respect to all UPI communications. The proportions, space and size relationships of all blocks have been carefully developed and must not be altered, redrawn, embellished or recreated in any way. The sizes mentioned here are for your reference only. Care should be taken to maintain proportions while resizing the logo.

- **Print:** In case of a print related communication, size of the UPI logo unit must be minimum 15% in width of the layout or 30 mm (whichever is higher). For example, size of the UPI logo unit would be 31.5 mm in width for an A4 layout.
- **Digital :** In case of a digital communication, size of the UPI logo unit must not be smaller than 15 pixels height X 40 pixels width.



Print 31.5 mm



15 pixels

Screen 40 pixels



25 pixels

Screen 50 pixels



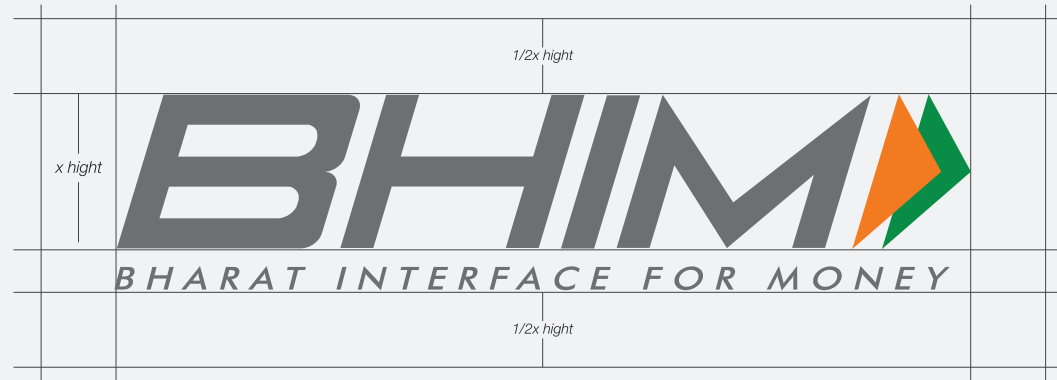
12 pixels

UPI

For digital communication only: In case of space constraints, the Fast-Forward symbols along with UPI in text form would represent the UPI logo unit. In such a case, the size of UPI symbol must not be smaller than 12 pixels.

## The Logo Size

- Print: In case of a print related communication, size of the BHIM logo unit must be minimum 15% in width of the layout or 30 mm (whichever is higher). For example, size of the BHIM logo unit would be 31.5 mm in width for an A4 layout.
- Digital: In case of a digital communication, size of the BHIM logo unit must not be smaller than 15 pixels height X 62 pixels width.



Print 31.5 mm

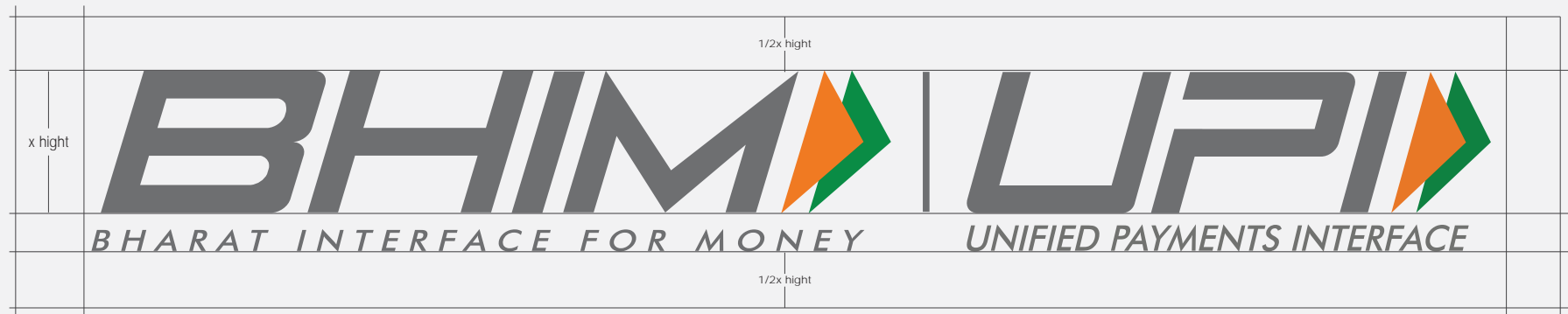


Screen 62 pixels



For digital communication only: In case of space constraints, the Fast-Forward symbols along with BHIM in text form would represent the BHIM logo unit. In such a case, the size of the BHIM symbol must not be smaller than 12 pixels.

## BHIM UPI Logo



# Improper Symbol Usage

BHIM UPI logo unit or Fast-Forward symbols along with BHIM UPI as text are to be used to represent BHIM UPI related services. Usage of any other mnemonic, icon, visual or graphic element even for representational purposes is strictly prohibited.

## Correct Usage



## Examples of incorrect usage



Changing the angle of the symbol



Separating both symbols



Flipping the symbols



Merging Fast-Forward symbol with any merchant logo as a unit



Inter-changing the color patterns



Changing the color patterns completely



Monocolour symbol



Merging Fast-Forward symbol with any Partner logo as a unit



Reducing the size of one of the symbols



Using the symbols as outlines.



Usage of any kind of border or shapes to hold the Fast-Forward symbol



Merging of BHIM Logo unit with Partner/Merchant logo, to form a unit



Usage of any graphic element for representation.



Usage of any graphic element for representation.



Usage of any graphic element for representation.



Merging of UPI Logo unit with Partner/Merchant logo, to form a unit

## Improper Usage

The UPI logo is designed for optimal visibility, where the mnemonic and the font work in tandem when used in the form showed on the previous slide. But the examples given on this page show incorrect usage of the logo by editing the typeface, color or placement of the unit.

Correct Usage



Examples of incorrect usage



Placement of typeface below unit.



Unit placed before typeface.



Size of unit larger than typeface.



Colours interchanged between logo and typeface.



Incorrect colour used in unit.



Greyscale logotype.



Typeface in italics.



Logotype squeezed.



Logotype stretched.

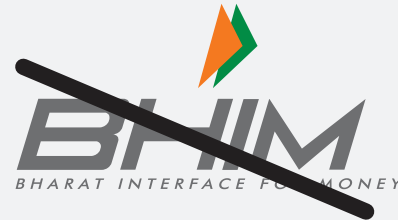
## Improper Usage

The BHIM logo is designed for optimal visibility, where the mnemonic and the font work in tandem when used in the form showed on the previous slide. But the examples given on this page show incorrect usage of the logo by editing the typeface, color or placement of the unit.

Correct Usage



Examples of incorrect usage



Placement of typeface below unit.



Unit placed before typeface.



Size of unit larger than typeface.



Colours interchanged between logo and typeface.



Incorrect colour used in unit.



Greyscale logotype.



Typeface in italics.



Logotype squeezed.



Logotype stretched.

## Improper Usage

Correct Usage

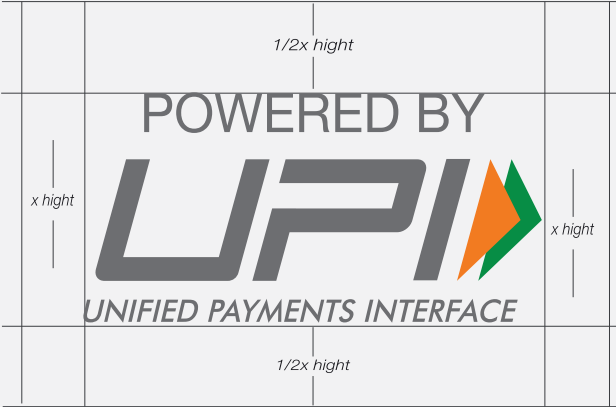


Examples of incorrect usage







# Powered by UPI Logo



Minimum Size :



|                 |   |       |       |
|-----------------|---|-------|-------|
| Logo Color Code |    | C 000 | R 109 |
|                 |   | M 000 | G 110 |
|                 |   | Y 000 | B 113 |
|                 |   | K 070 |       |
|                 |    | C 100 | R 043 |
|                 |   | M 000 | G 139 |
|                 |   | Y 100 | B 075 |
|                 |   | K 020 |       |
|                 |  | C 000 | R 217 |
|                 |   | M 065 | G 120 |
|                 |   | Y 100 | B 045 |
|                 |   | K 000 |       |
|                 |  | C 000 | R 067 |
|                 |   | M 000 | G 066 |
|                 |   | Y 000 | B 068 |
|                 |   | K 090 |       |

Monoromic



Single Color



Single Color Reverse



Reverse



## Improper Usage

## Examples of incorrect usage

## Correct Usage



## Correct Usage



# Font

The official typeface for BHIM UPI is Helvetica and the Helvetica family. The Helvetica font is designed for easy reading and offers a clean and sharp typeface, much like the ease and simplicity that BHIM UPI brings to payments.

## Helvetica Neue - Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890*

## HelveticaEXT - Normal

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Helvetica Neue - Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Helvetica Neue - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Helvetica Neue - Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Helvetica Neue - Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

## Helvetica Neue - Condensed Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

## Helvetica Rounded LT STD - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

# BHIM | UPI Logo Usage

BANKING PARTNERS | NON BANKING PARTNERS | MERCHANTS

## Logo Usage

The proportions, space and size relationships of all collaterals have been carefully developed and must not be altered, redrawn, embellished or recreated in any way.

In case of space constraints, the Fast-Forward symbol along with BHIM UPI in text format can be used to instead of the entire logo unit. If the Fast-Forward symbol cannot be accommodated, BHIM UPI must be written in uppercase text format.



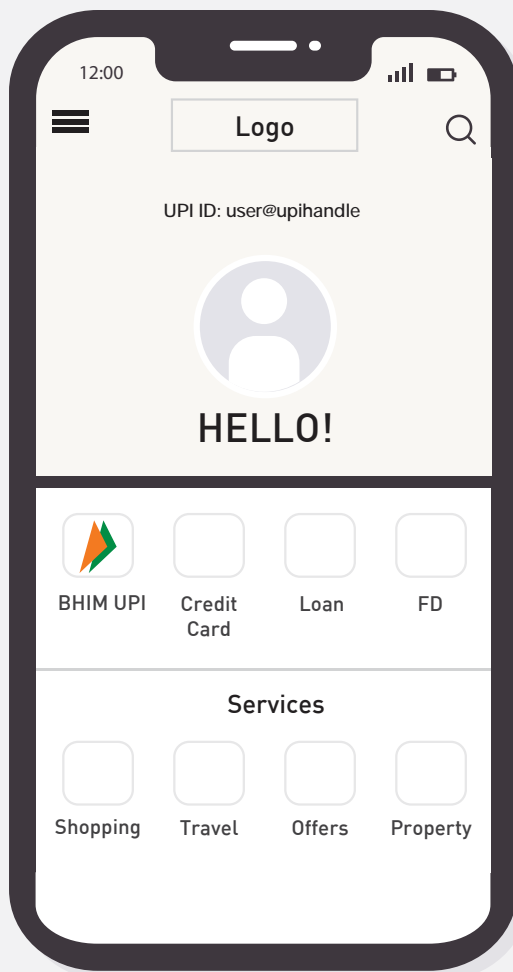
## **THE LOGO USAGE: MOBILE BANKING APP (UPI OPTION)**

## Mobile App

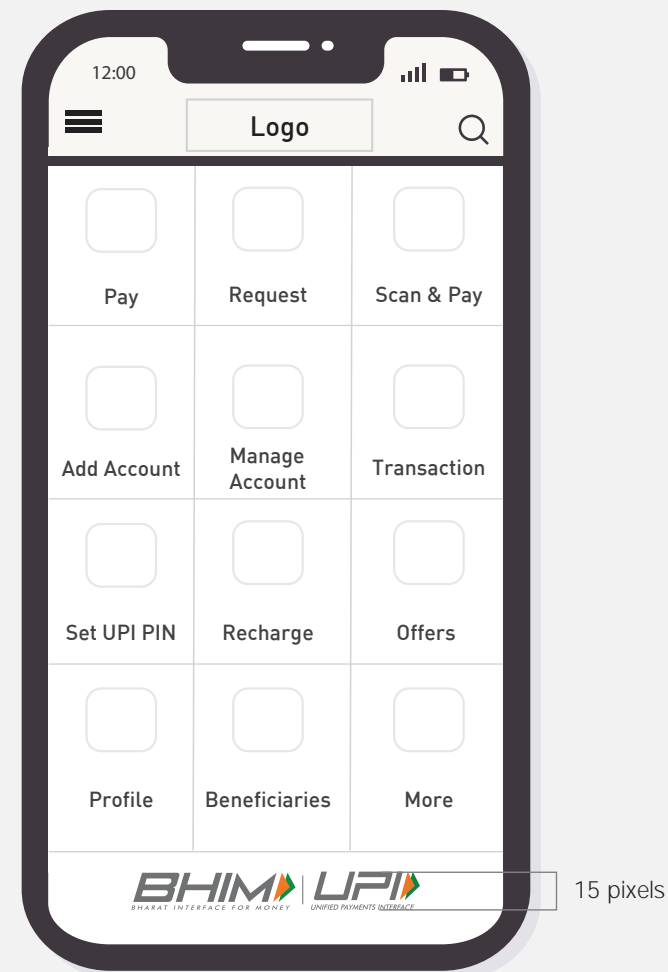
In case of a mobile banking application which uses services with UPI technology, must use BHIM UPI logo on the home page post-login in a prominent position as represented. The BHIM UPI logo must also be used on the home page of the BHIM UPI screen at the bottom center position as represented.

The said banking partner must place "Powered by UPI" logo unit at the bottom center of the mobile application screen on all the pages pertaining to UPI when a transaction is initiated.

### HOME PAGE (POST-LOGIN)



### HOME PAGE (BHIM UPI)



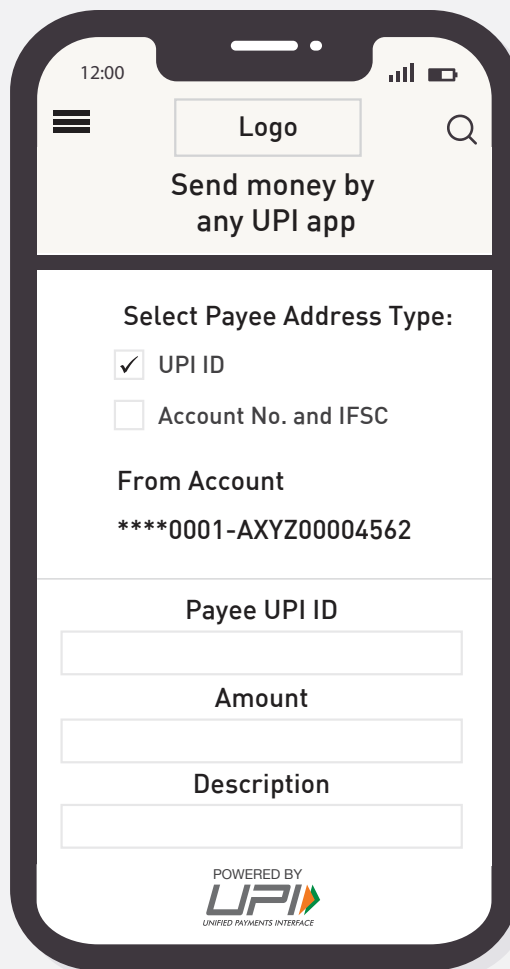


## Mobile App

The said banking partner must place "Powered by UPI" logo unit at the bottom center of the mobile application screen on all pages pertaining to UPI like Send Money, Collect/Request Money, Generate QR Code, UPI ID Page, Balance Enquiry, Transaction/Confirmation page etc.

Powered by UPI Logo must be used at all places where UPI API's are being called.

### INITIATE TRANSACTION PAGE



12:00

Logo

Send money by any UPI app

Select Payee Address Type:

☒ UPI ID

☐ Account No. and IFSC

From Account

\*\*\*\*0001-XYZ00004562

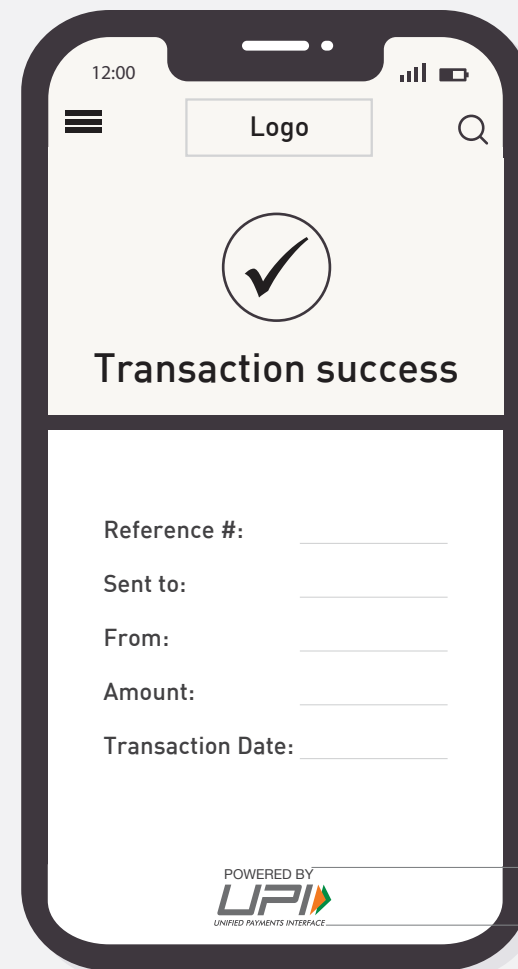
Payee UPI ID

Amount

Description

POWERED BY UPI  
UNIFIED PAYMENTS INTERFACE

### CONFIRMATION PAGE



12:00

Logo

Transaction success

Reference #: \_\_\_\_\_

Sent to: \_\_\_\_\_

From: \_\_\_\_\_

Amount: \_\_\_\_\_

Transaction Date: \_\_\_\_\_

POWERED BY UPI  
UNIFIED PAYMENTS INTERFACE

25 pixels

## **THE LOGO USAGE: BANK UPI PSP APP**

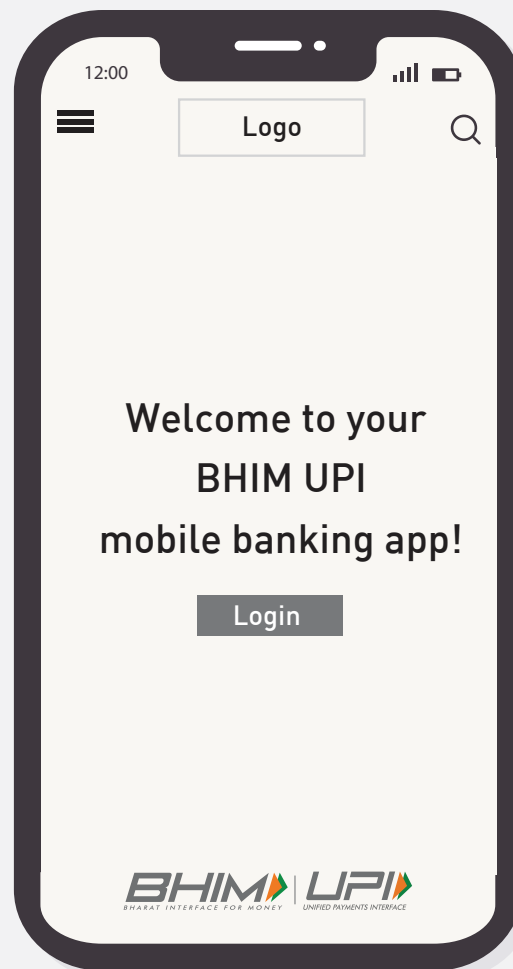
## Mobile App

In case of a Bank UPI PSP app which solely runs on UPI as a platform, must use BHIM UPI logo on the login and home screen as represented. The said Bank partner must use "Powered by UPI" logo unit at the bottom center of mobile application after initiating a transaction. The same must remain constant across all pages. The said Bank partner must also mention, 'Bank App is powered by UPI' on the Play store and App store.

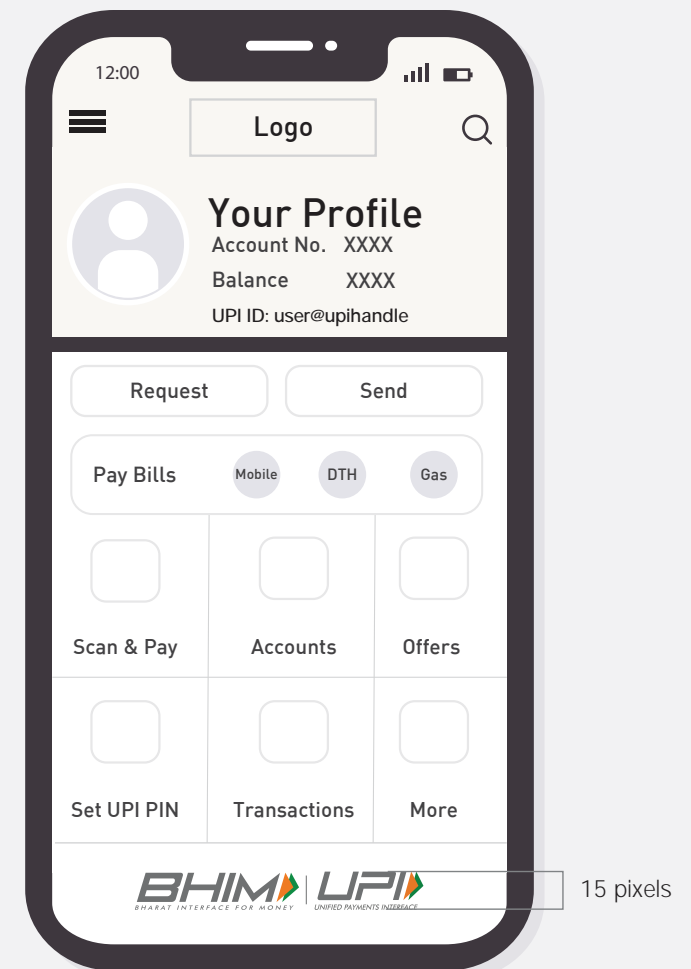
The UPI ID of the payer should be displayed on the app's homepage/payment home page.

The payment home page, is the page where the UPI functionalities such as Send, Receive and Scan QR icons are listed

### LOGIN PAGE



### HOME PAGE



# Mobile App

Powered by UPI Logo must be used at all places where UPI API's are being called.

## INITIATE TRANSACTION PAGE

12:00

Logo

Send Money to any UPI app

☒ UPI ID ☐ Account No. and IFSC

Enter UPI ID

Verify

POWERED BY UPI UNIFIED PAYMENTS INTERFACE

## INITIATE TRANSACTION PAGE

12:00

Logo

Send Money to any UPI app with UPI ID

☒ XXX1234@UPI

Registered Name: XXXX

Enter Amount

Description (Optional)

Pay

POWERED BY UPI UNIFIED PAYMENTS INTERFACE

## CONFIRMATION PAGE

12:00

Logo

Transaction success

Reference #: \_\_\_\_\_

Sent to: \_\_\_\_\_

From: \_\_\_\_\_

Amount: \_\_\_\_\_

Transaction Date: \_\_\_\_\_

Home

POWERED BY UPI UNIFIED PAYMENTS INTERFACE

25 pixels

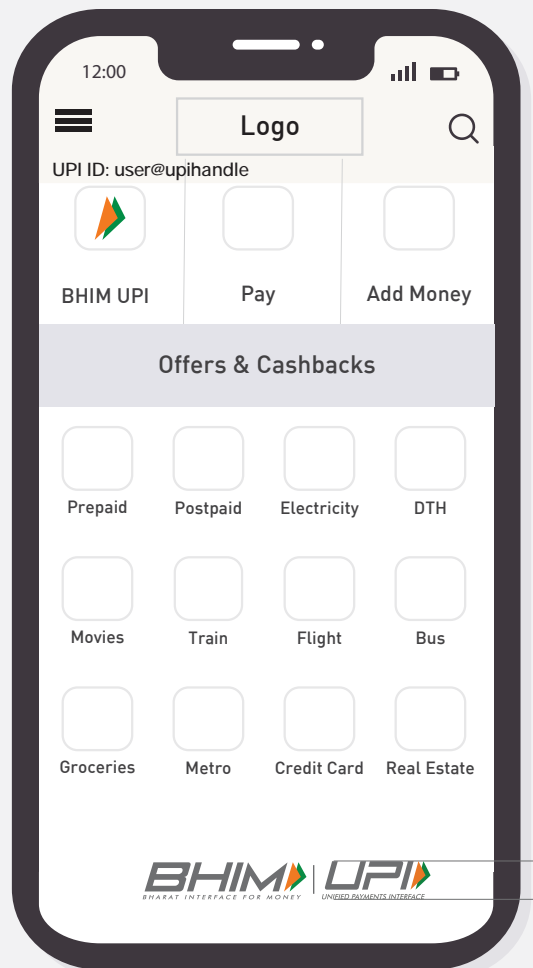
## THE LOGO USAGE: PAYMENT APPs

## Mobile App

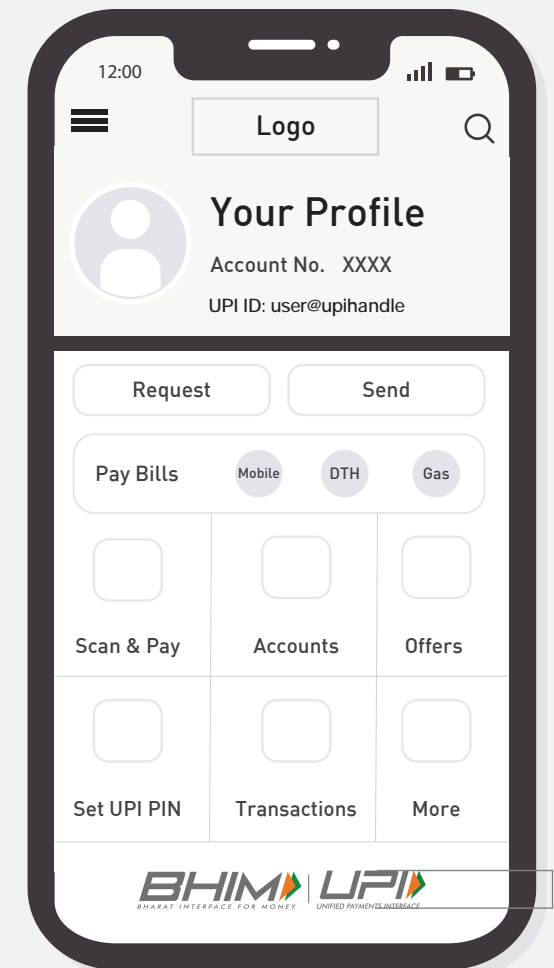
In case of a payment apps, which uses UPI as a platform for Money Transfer and transaction fulfillment services, the BHIM UPI logo must be placed on the home screen of the app in prominent position as represented. The BHIM UPI logo must also be used on the home page of the BHIM UPI screen at the bottom center position as represented.

The UPI ID of the payer should be displayed on the app's homepage/payment home page. The payment home page, is the page where the UPI functionalities such as Send, Receive and Scan QR icons are listed

### HOME PAGE (PAYMENT APPS)



### HOME PAGE (BHIM UPI)



15 pixels

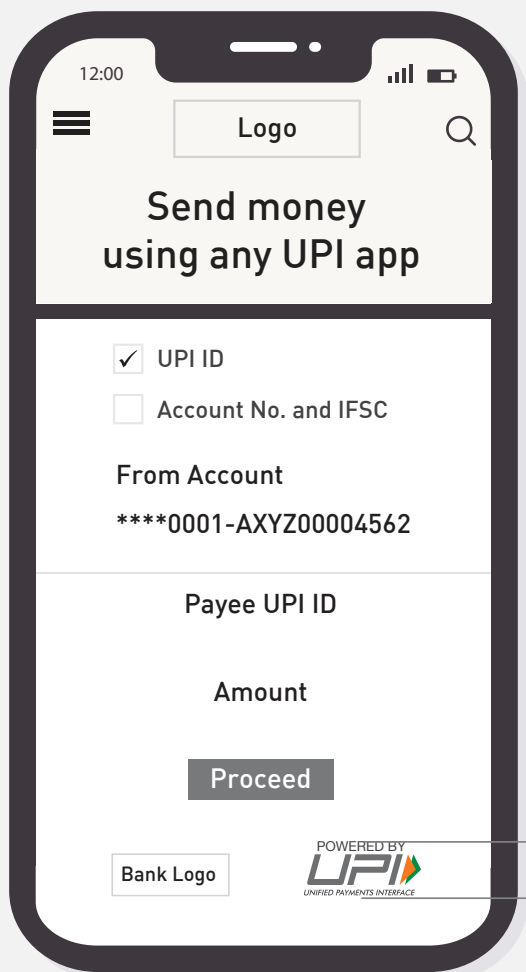
## Mobile App

The said partner must place “Powered by UPI logo” logo unit at the bottom center of the mobile application screen on all the pages after initiating a transaction.

“Any third party UPI App integrated with ‘bank’ SDK (invoking NPCI Library) should display branding of partnering bank on all the UPI Payment pages”

Powered by UPI Logo must be used at all places where UPI API’s are being called.

### INITIATE TRANSACTION PAGE



12:00

Logo

Send money using any UPI app

☒ UPI ID  
☐ Account No. and IFSC

From Account  
\*\*\*\*0001-XYZ00004562

Payee UPI ID

Amount

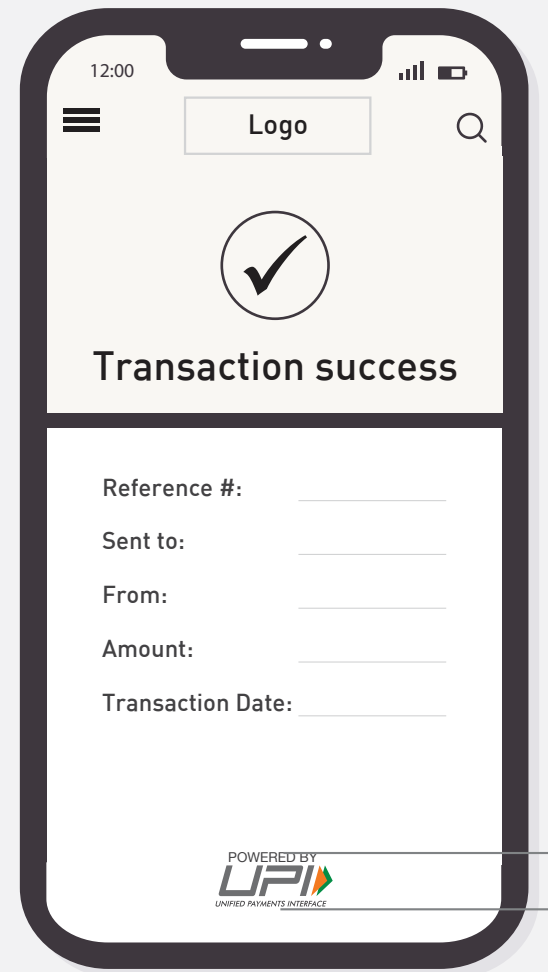
Proceed

Bank Logo

POWERED BY UPI  
UNIFIED PAYMENTS INTERFACE

25 pixels

### CONFIRMATION PAGE



12:00

Logo

Transaction success

Reference #: \_\_\_\_\_

Sent to: \_\_\_\_\_

From: \_\_\_\_\_

Amount: \_\_\_\_\_

Transaction Date: \_\_\_\_\_

POWERED BY UPI  
UNIFIED PAYMENTS INTERFACE

25 pixels



## Mobile App

In case of a payment apps, which uses UPI for transaction fulfillment through “Scan & Pay” services, must place BHIM UPI logo unit on the top right corner of the mobile application screen. The said partner must place “Powered by UPI” logo unit at the bottom center of the mobile application screen on ‘Payment Confirmation’ page.

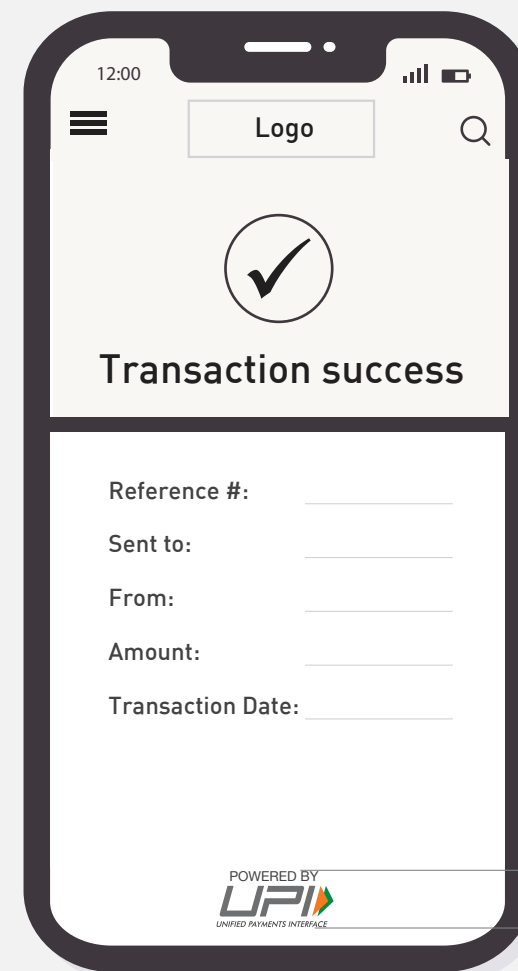
Powered by UPI Logo must be used at all places where UPI API's are being called.

The text “Scan any UPI QR” should be displayed on QR scan screens within the app

### SCAN & PAY PAGE



### CONFIRMATION PAGE



POWERED BY  
**UPI**  
UNIFIED PAYMENTS INTERFACE

25 pixels

Refer: NPCI/UPI/OC-100/2020-21 dated February 11, 2021

The BHIM UPI and Fast-Forward mnemonics are the copyrighted and trademarked properties of NPCI. No part of the mnemonics or artwork may be reproduced by any means or in any form whatsoever without written permission. Scan any UPI QR code or any payment QR code as mandated by RBI

## **ONLINE MERCHANTS (APP AND WEB)**

## App and Mobile Web

Under the UPI section, the 'Pay by any UPI app' button should be prominent option which will call for UPI Intent. Intent, when clicked, should display all the registered UPI apps of the customer.

- Intent is currently available for Android.
- Once intent as functionality is enabled in iOS, these guidelines will be applicable for iOS devices.

Initiating payment request  
for merchant service

10:10

← LOGO ↻

Payment

Consumer Name:

XXXX →

Amount:

XXXX →

Pay now

Select UPI  
as the payment mode

10:10

← LOGO ↻

Payment mode

Pay by any UPI app

Debit Card

Credit Card

Netbanking

Select desired UPI app  
for payment

10:10

← LOGO ↻

Payment mode

UPI

Pay by any UPI app

'X' UPI app

'Y' UPI app

'Z' UPI app

Select preferred UPI App

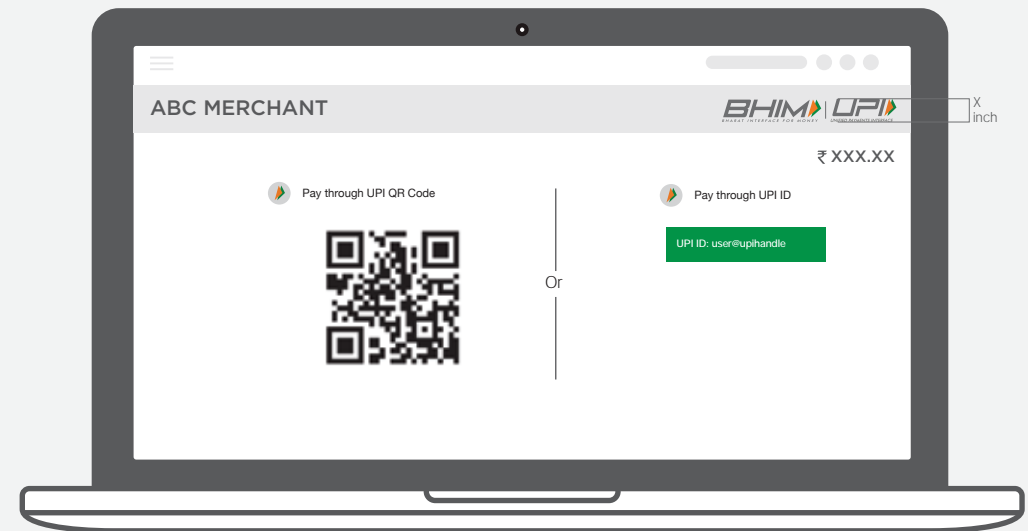
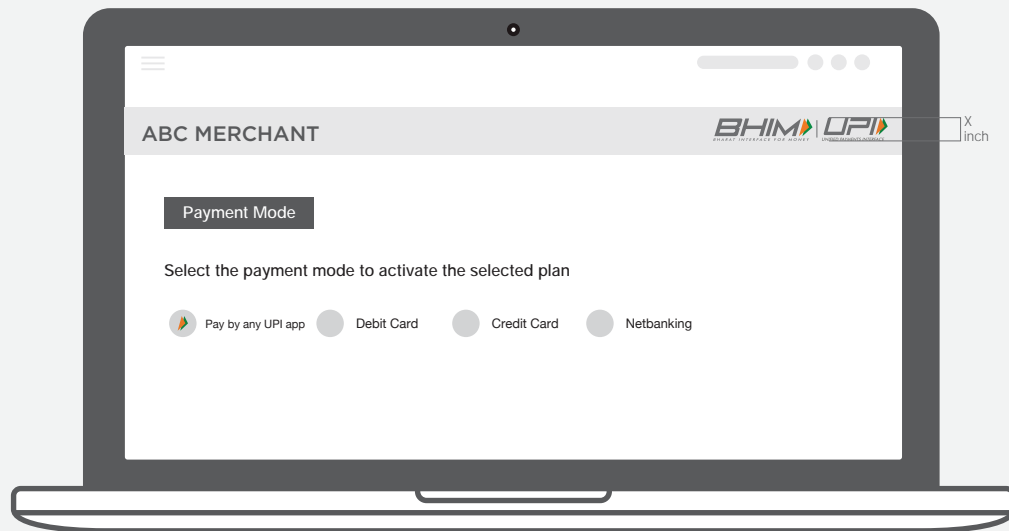
'Y' UPI app

Setup UPI AUTOPAY payment

## Desktop Web

Under the UPI section, the 'Pay by any UPI app' button should be prominently visible. Once the 'Pay by any UPI app' button is selected, the user should be able to choose from 2 options for making UPI payment.

- Option 1 - Dynamic UPI QR
- Option 2 - UPI ID



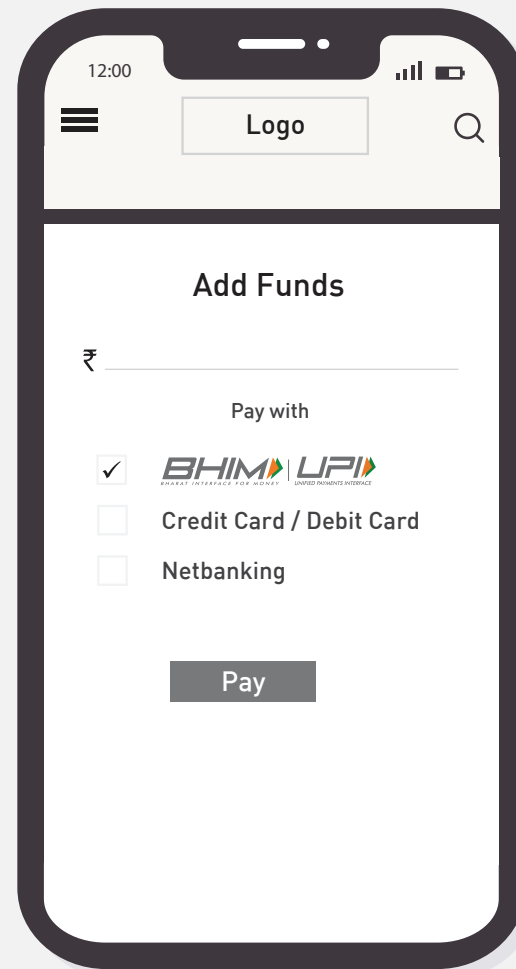
**THE LOGO USAGE:  
MERCHANT APP  
(INTENT CALL AND SDK)**

## Mobile App

In case of a Merchant who uses Intent call to let the consumer choose the mode of payment, BHIM UPI logo must be displayed as represented.

In any case, BHIM UPI as an option for payment, must never be placed in “Others” tab. It must be placed prominently amongst other payment options, preferably on the first position.

### INTENT CALL PAGE



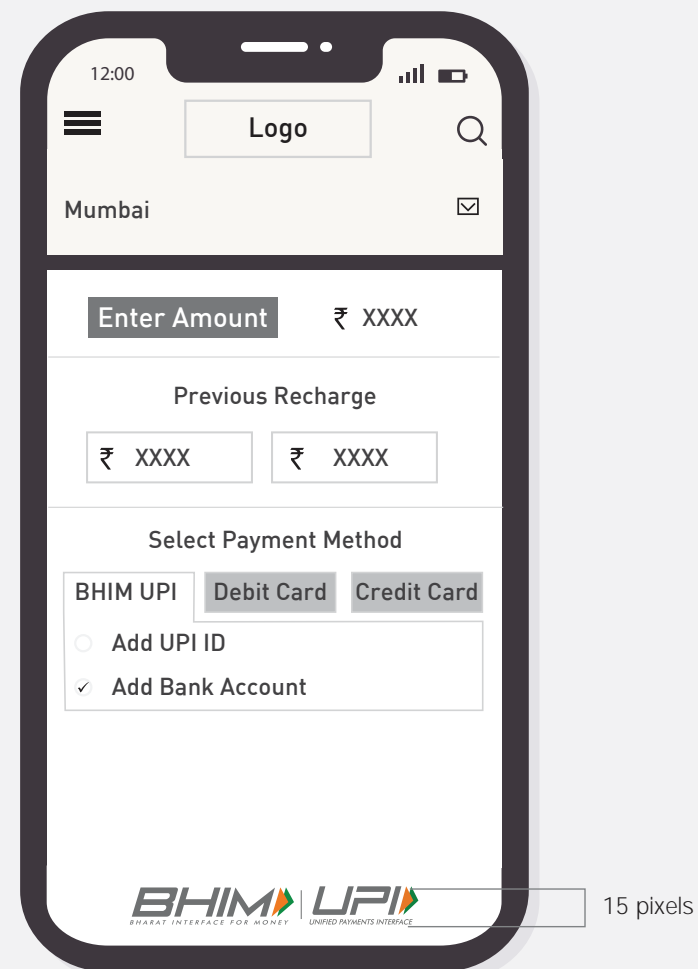
## Mobile App

In case of a Merchant which uses SDK to let the consumer choose the mode of payment, BHIM UPI logo must be displayed as represented.

In any case, BHIM UPI as an option for payment, must never be placed in "Others" tab. It must be placed prominently amongst all other payment options.

The mobile application must place BHIM UPI logo unit on bottom center position when selected as a payment option (as represented). Post selection (after initiating transaction), all pages and screens must display 'Powered by UPI' logo unit at bottom center position till the 'Payment Confirmation' page.

### SDK PAGE

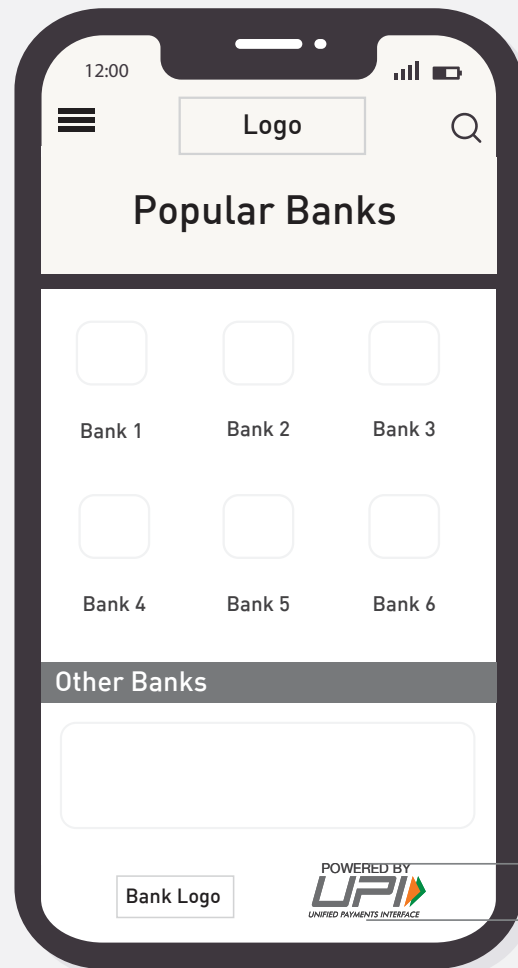




## Mobile App

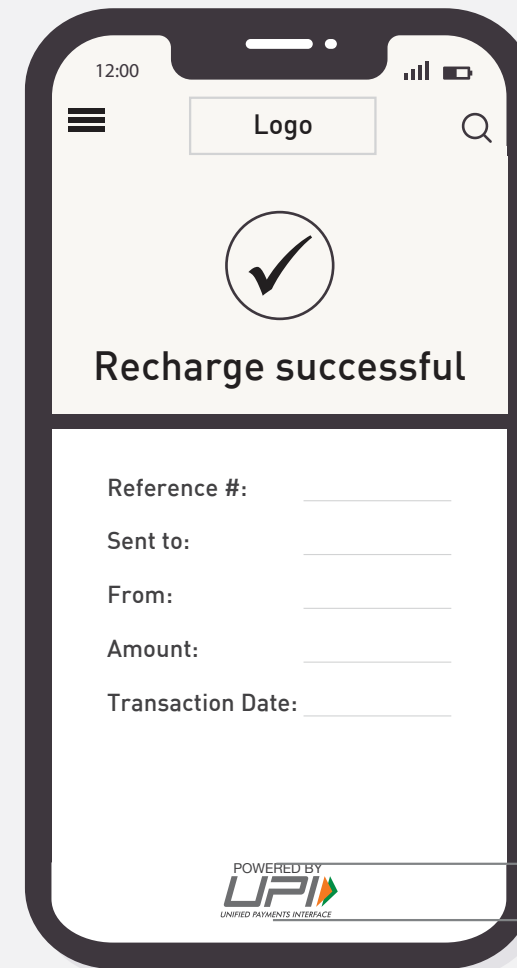
"Any third party UPI App integrated with 'bank' SDK (invoking NPCI Library) should display branding of partnering bank on all the UPI Payment pages"

### BANK SELECTION PAGE



The Bank Selection Page UI mockup shows a mobile app interface. At the top, there's a status bar with the time 12:00, signal strength, and battery level. Below the status bar is a header with a hamburger menu icon, a 'Logo' placeholder, and a search icon. The main content area is titled 'Popular Banks' and contains six bank selection options arranged in a 2x3 grid. Each option consists of a square placeholder for a bank logo and a label 'Bank 1' through 'Bank 6'. Below this grid is a section titled 'Other Banks' with a large rectangular input field. At the bottom, there's a 'Bank Logo' placeholder and a 'POWERED BY UPI UNIFIED PAYMENTS INTERFACE' logo. A 25 pixels dimension line is shown next to the logo.

### CONFIRMATION PAGE



The Confirmation Page UI mockup shows a mobile app interface. At the top, there's a status bar with the time 12:00, signal strength, and battery level. Below the status bar is a header with a hamburger menu icon, a 'Logo' placeholder, and a search icon. The main content area features a large checkmark icon in a circle, followed by the text 'Recharge successful'. Below this, there are four rows of text with corresponding input fields: 'Reference #:', 'Sent to:', 'From:', and 'Amount:'. The last row is 'Transaction Date:'. At the bottom, there's a 'POWERED BY UPI UNIFIED PAYMENTS INTERFACE' logo. A 25 pixels dimension line is shown next to the logo.

## Partner

Every piece of communication that goes to the customer from Merchants/Partners/Banks acts as a medium of identity and hence it is important to maintain uniformity with respect to design. Kindly follow the proportions illustrated here with respect to all BHIM UPI communications.

The sizes of the BHIM UPI logo unit must be equivalent to the size of the Bank logos, matched by height only, with the Partner logo placed before the BHIM UPI logo.

If the Partner logo is horizontally longer, it can be placed above the BHIM UPI logo within the same dimensions.



**UPI ID**

# What is UPI ID

## What is UPI ID?

UPI ID is your virtual identity for UPI payments. It is a single identifier for users to send and receive money directly from one bank account to another. Once successfully registered on UPI enable app, the suffix is predefined by the app and you can create a customised prefix of your name, mobile number, date of birth, etc.

For example – user@upihandle

**UPI ID: user@upihandle**

Here, 'user' is prefix and 'upihandle' is suffix

## Features/Benefits

- You don't need to remember your or receiver's bank account details
- The prefix can be customized as per convenience

## UPI ID display style:

UPI ID of the user should always be displayed at the home page below the partner apps logo.

Font typeface: Font to be used is of the partner's respective font typeface.

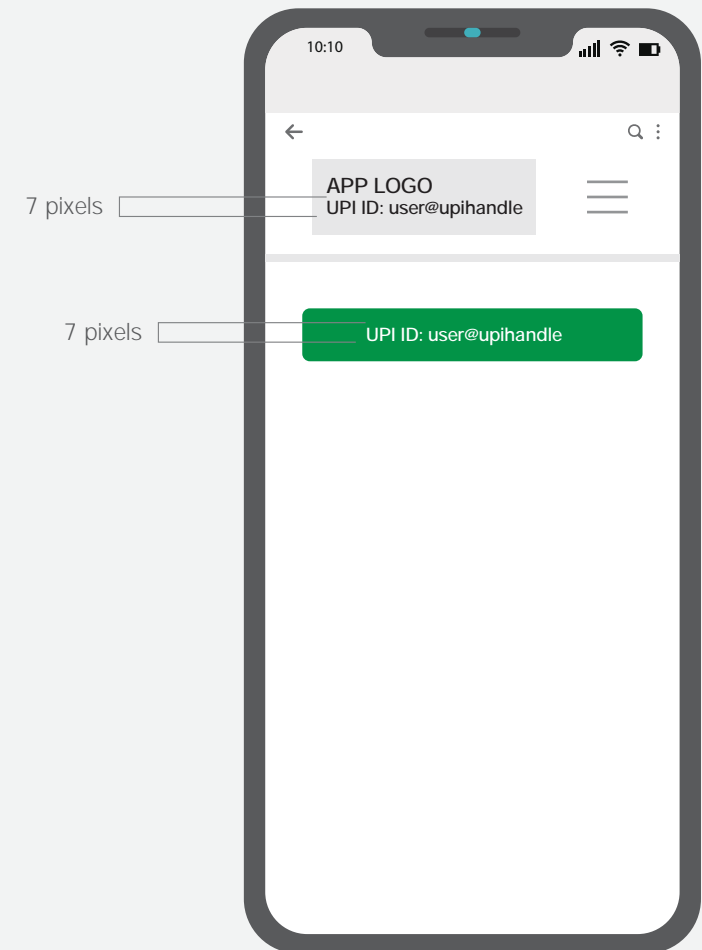
Font size: UPI ID should be clearly visible and equal to the size of app logo in height.

Font colour: On a white/light coloured background, font colour can be of the respective partner brand colour. And on a dark background, font colour should be white.

And should mention the word UPI ID before the UPI ID as represented below.

App logo  
UPI ID: user@upihandle

App logo  
UPI ID: user@upihandle

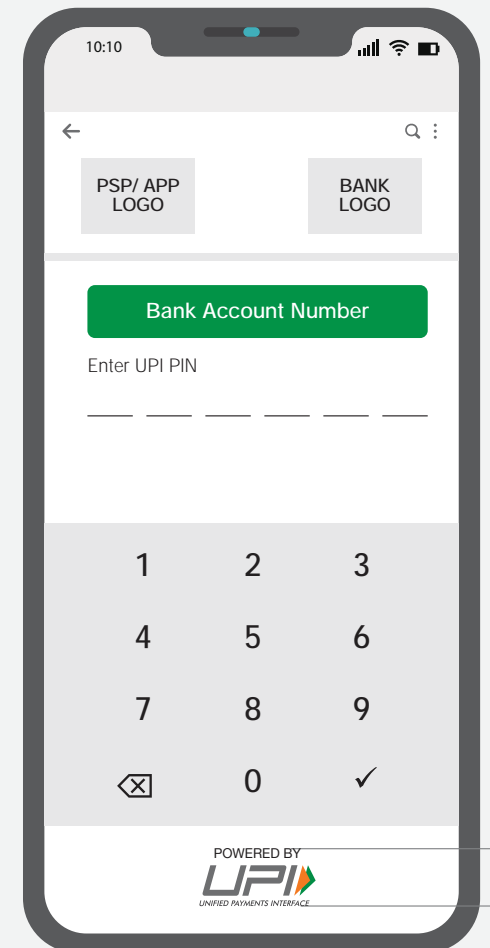


**UPI PIN**

# What is UPI PIN

## What is UPI PIN?

UPI PIN is the personal identification number. Its is either 4 or 6 digit passcode which a user need to set while registering on an UPI app for the first time. Its a very important passcode number which is required for all payment transactions. A user must remember their UPI PIN and importantly not to share with anyone.



50 pixels

# Reset UPI PIN

## UPI PIN Reset:

If anyone needs to reset their UPI PIN, go to the UPI App and select 'Reset UPI PIN' option under Bank account section, enter your debit card details and verify OTP.

Powered by UPI Logo must be used at all places where UPI API's are being called.

The image displays four sequential mobile app screens for the UPI PIN reset process. Each screen is framed to look like a smartphone with a status bar at the top showing the time as 10:10 and various icons. The app interface includes a search bar and a menu icon at the top. The first screen shows the 'Bank Account' section with a green button labeled 'Bank Account' and a list of account details: ABC SHARMA, XXXX XXXX XXXX, 123 Bank, and IFSC Code XXXX. Below this are two green buttons: 'Change UPI PIN' and 'Reset UPI PIN'. The second screen shows the 'Set UPI PIN' section with a green button labeled 'Set UPI PIN' and a form for entering the last 6 digits of a debit card and a valid up to date. The third screen shows the 'Bank Account Number' section with a green button labeled 'Bank Account Number' and a form for entering an OTP and a new UPI PIN. The fourth screen shows the 'Bank Account Number' section with a green button labeled 'Bank Account Number' and a form for confirming the new UPI PIN. All screens feature a numeric keypad at the bottom with digits 1-9, 0, a backspace icon, and a checkmark icon. The UPI logo is displayed at the bottom of each screen.

10:10

PSP/ APP LOGO

BANK LOGO

Bank Account

ABC SHARMA  
XXXX XXXX XXXX  
123 Bank  
IFSC Code XXXX

Change UPI PIN

Reset UPI PIN

POWERED BY UPI UNIFIED PAYMENTS INTERFACE

10:10

PSP/ APP LOGO

BANK LOGO

Set UPI PIN

Last 6 digit of your Debit card

Valid upto

1 2 3  
4 5 6  
7 8 9  
⌫ 0 ✓

POWERED BY UPI UNIFIED PAYMENTS INTERFACE

10:10

PSP/ APP LOGO

BANK LOGO

Bank Account Number

Enter OTP

Enter New UPI PIN

1 2 3  
4 5 6  
7 8 9  
⌫ 0 ✓

POWERED BY UPI UNIFIED PAYMENTS INTERFACE

10:10

PSP/ APP LOGO

BANK LOGO

Bank Account Number

Confirm New UPI PIN

1 2 3  
4 5 6  
7 8 9  
⌫ 0 ✓

POWERED BY UPI UNIFIED PAYMENTS INTERFACE

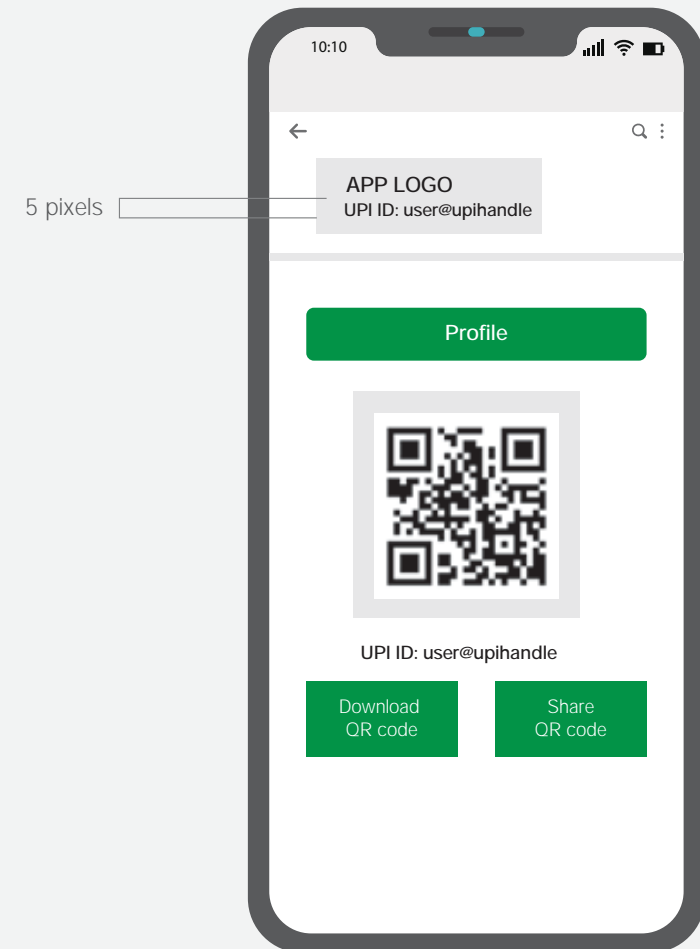
50 pixels



**UPI QR**

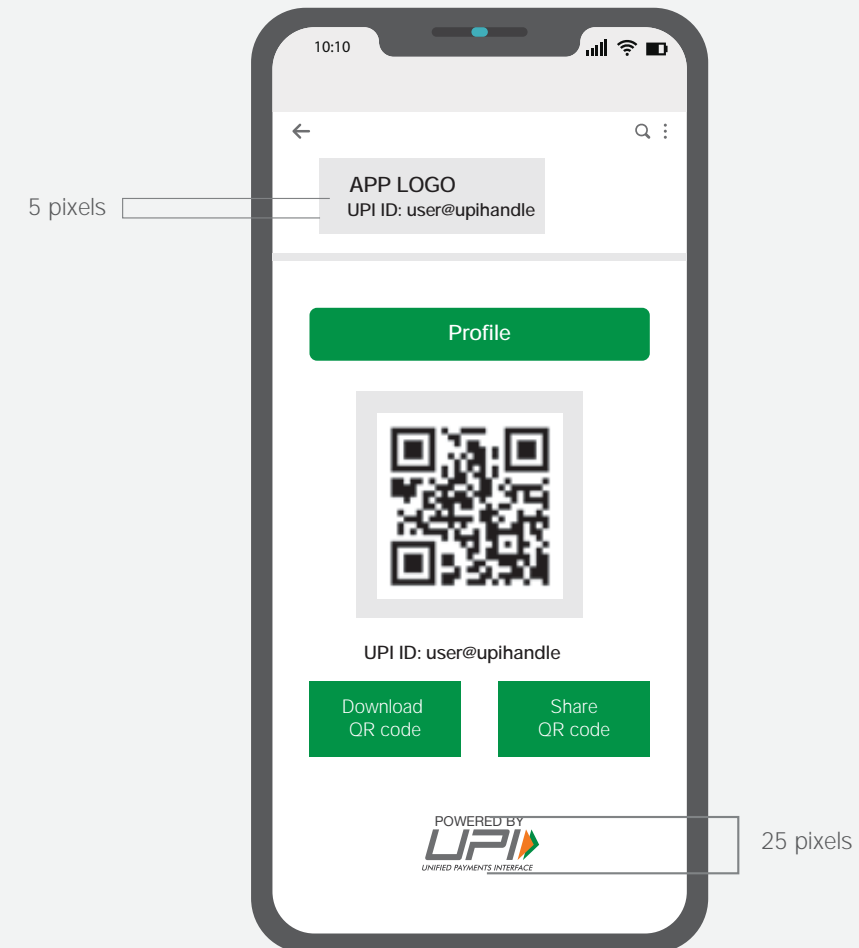
## UPI QR

UPI QR is another payment mode in UPI app. QR code can be used to pay or receive money. Each user has their respective QR code under the User Profile section. They can share their QR code to receive money and to pay they need to select the QR Scan option on the home page and do the payment. It is easy and quick.

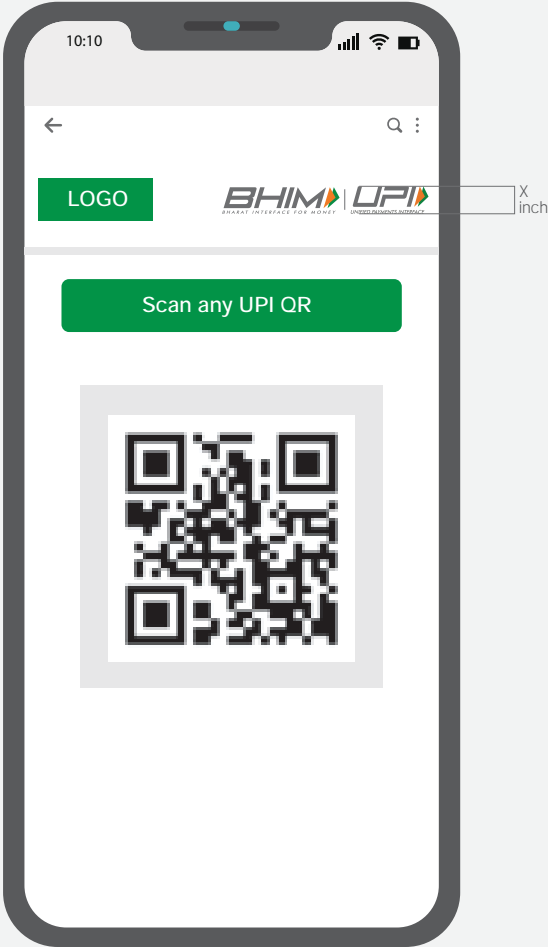


## User Profile Page

Partner app should display user specific UPI QR code under user profile page. And the term 'UPI ID' should be used before user's UPI ID as represented below. Also user UPI ID should be mentioned below the QR code.



# QR Code Scanning Page



## Offline merchants (Static and Dynamic QR)

A Bank/Partner/Merchant must use BHIM UPI logo in all of its communication and the size of the BHIM UPI logo unit must be same as the size of the brand logo unit, matched by height only.

The logo unit must not be used when BHIM UPI is mentioned as a part of a sentence. It will be represented as BHIM UPI in uppercase text format.

Merchant must display their respective UPI ID below the QR code. And should mention the word 'UPI ID' before the UPI ID as represented.

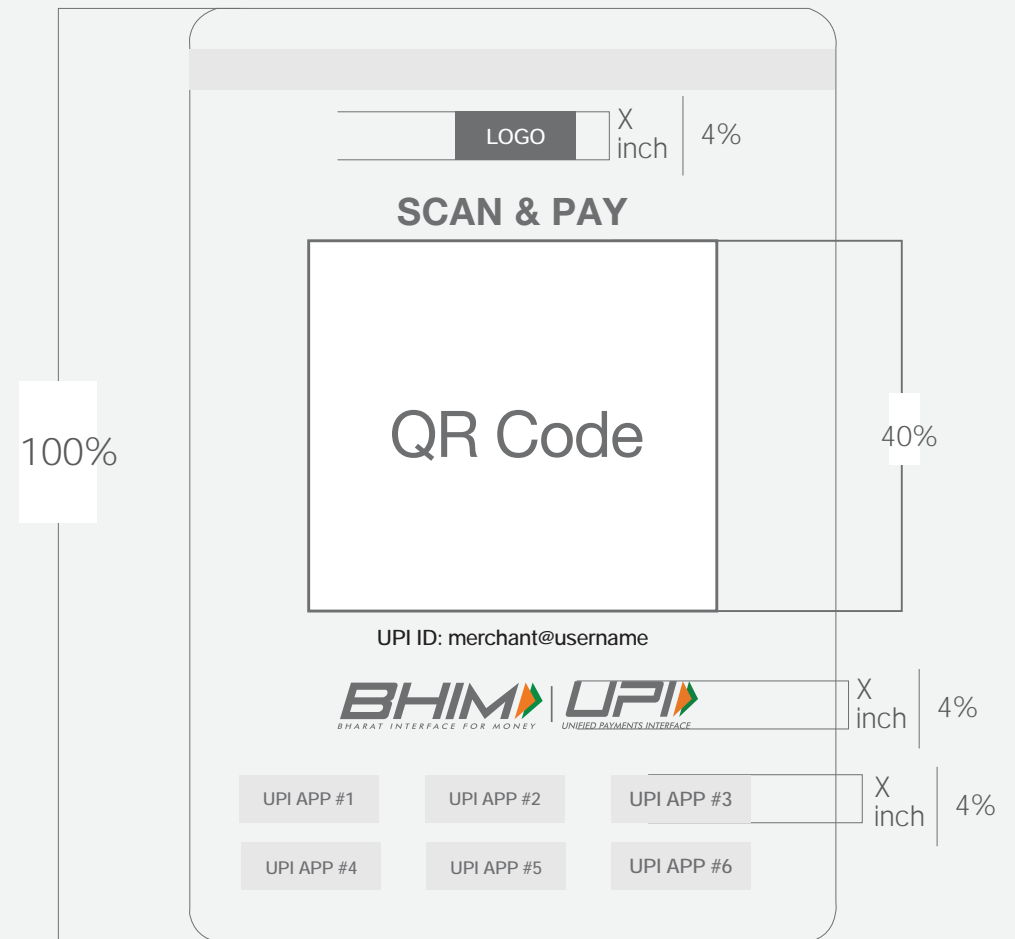
All UPI QR codes that are accepting UPI payments are deployed as per the UPI brand guidelines to ensure customer is clearly able to identify the RBI authorised payment system.

All QR code designs with immediate effect must be approved by NPCI before implementation

- Send mail to [upi.compliance@npci.org.in](mailto:upi.compliance@npci.org.in) and [upi.marketing@npci.org.in](mailto:upi.marketing@npci.org.in)
- TAT for approval would be 3 working days

|                              |         |                         | example                   |
|------------------------------|---------|-------------------------|---------------------------|
| Details                      | Minimum | Relative Ratio to Page* | A5 Page (420 px X 596 px) |
| Main Partner Logo            | 25 px   | 4%                      | 25                        |
| BHIM   UPI Logo              | 25 px   | 4%                      | 25                        |
| QR Code                      | 240 px  | 40%                     | 240                       |
| Interoperable Partner logos  | 25 px   | 4%                      | 25                        |
| Font Size for Text of UPI ID | 12 pt   |                         | 12 pt                     |
| Font Size of Scan & Pay      | 21 pt   |                         | 21 pt                     |

\* In case the height & width of the QR code increases the relative ratio needs to be maintained for Logos & fonts  
The main partner logo and BHIM \ UPI logo needs to be of the same size.



## Sound Box

A Bank/Partner/Merchant must use BHIM UPI logo in all of its communication and the size of the BHIM UPI logo unit must be same as the size of the brand logo unit, matched by height only.

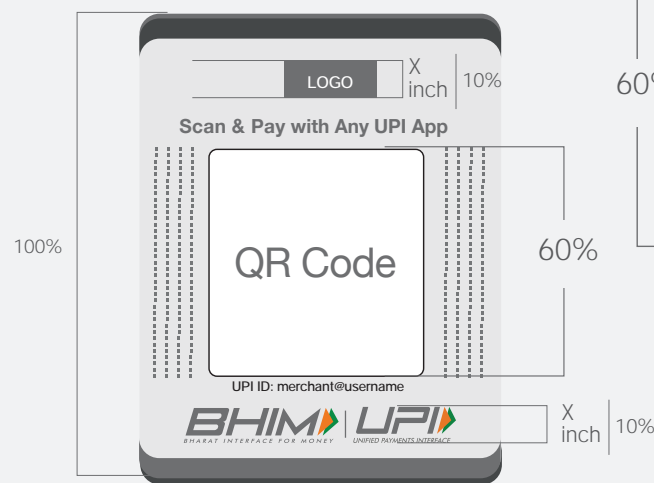
Merchant must display their respective UPI ID below the QR code. And should mention the word 'UPI ID' before the UPI ID as represented.

All UPI QR sound boxes that are accepting UPI payments are deployed as per the UPI brand guidelines to ensure customer is clearly able to identify the RBI authorised payment system.

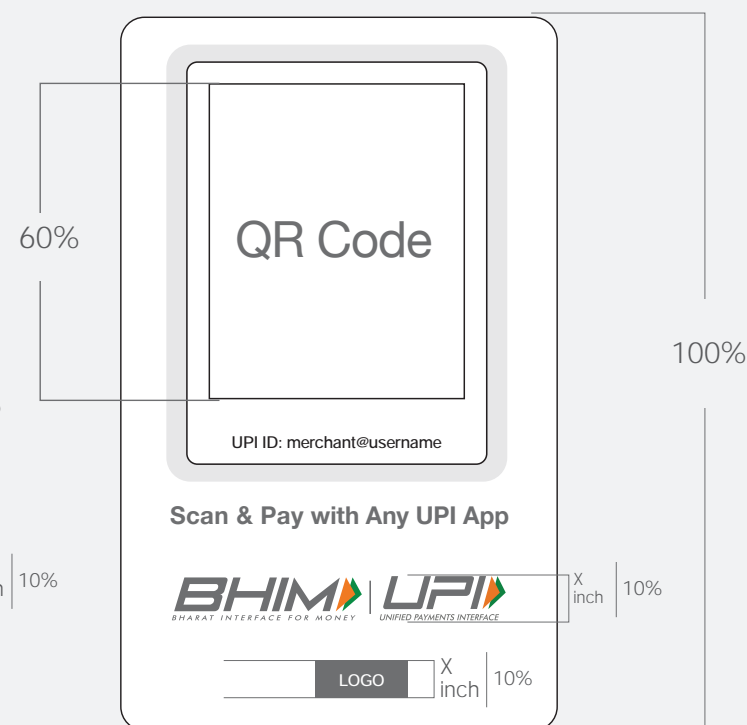
All QR sound box designs with immediate effect must be approved by NPCI before implementation.

- Send mail to [upi.compliance@npci.org.in](mailto:upi.compliance@npci.org.in) and [upi.marketing@npci.org.in](mailto:upi.marketing@npci.org.in)
- TAT for approval would be 3 working days

| Details                                    | Relative Ratio to Page* |
|--|-------------------------|
| Main Partner Logo                          | 10%                     |
| BHIM   UPI Logo                            | 10%                     |
| QR Code                                    | 60%                     |
| Font Size for Text of UPI ID               | 4%                      |
| Font Size of "Scan & Pay with any UPI App" | 4%                      |



Soundbox - Static QR



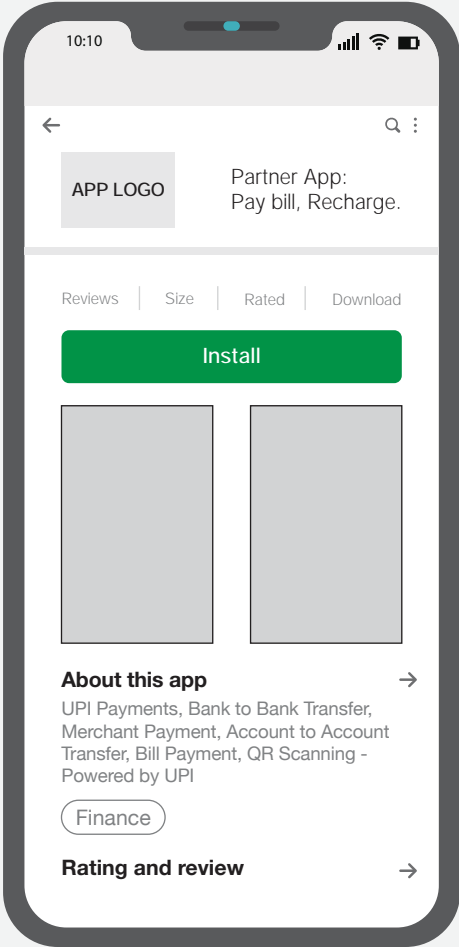
Soundbox - Dynamic QR

- The ratios mentioned in the above table is applicable for sound box (Static & Dynamic QR)
- The partner UPI app logos are not binding to sound box (Static & Dynamic QR)
- The placement of the text help 'Scan & Pay with any UPI App' can change on Dynamic QR sound box basis positioning of the digital screen or space availability
- The BHIM UPI logo visibility should not get diluted due to background colour/image.

# Consumer Journey - UPI Onboarding Process

# Play Store / App Store

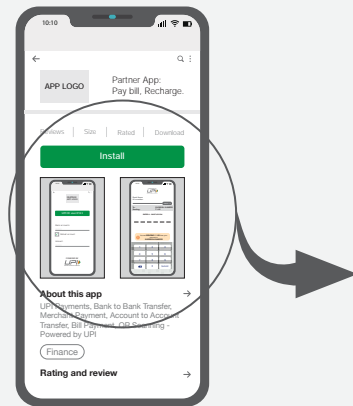
About this app section should have "UPI Payments" termed.





## Play Store / App Store

UPI ID screen and UPI PIN screen should be shown in the preview screens. Powered by UPI logo and the text should be used in all the preview screen that will be shown.



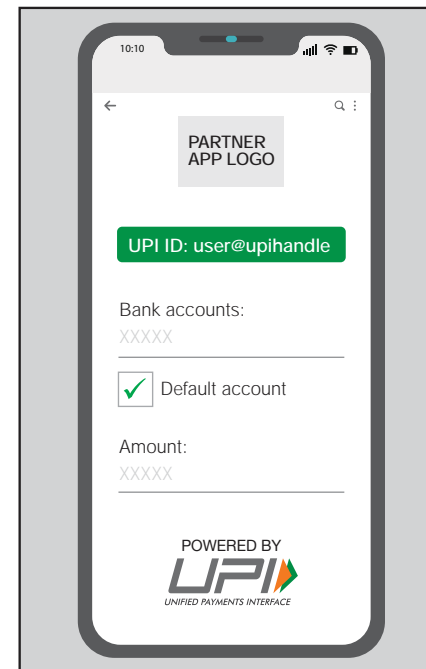
Reviews

Size

Rated

Download

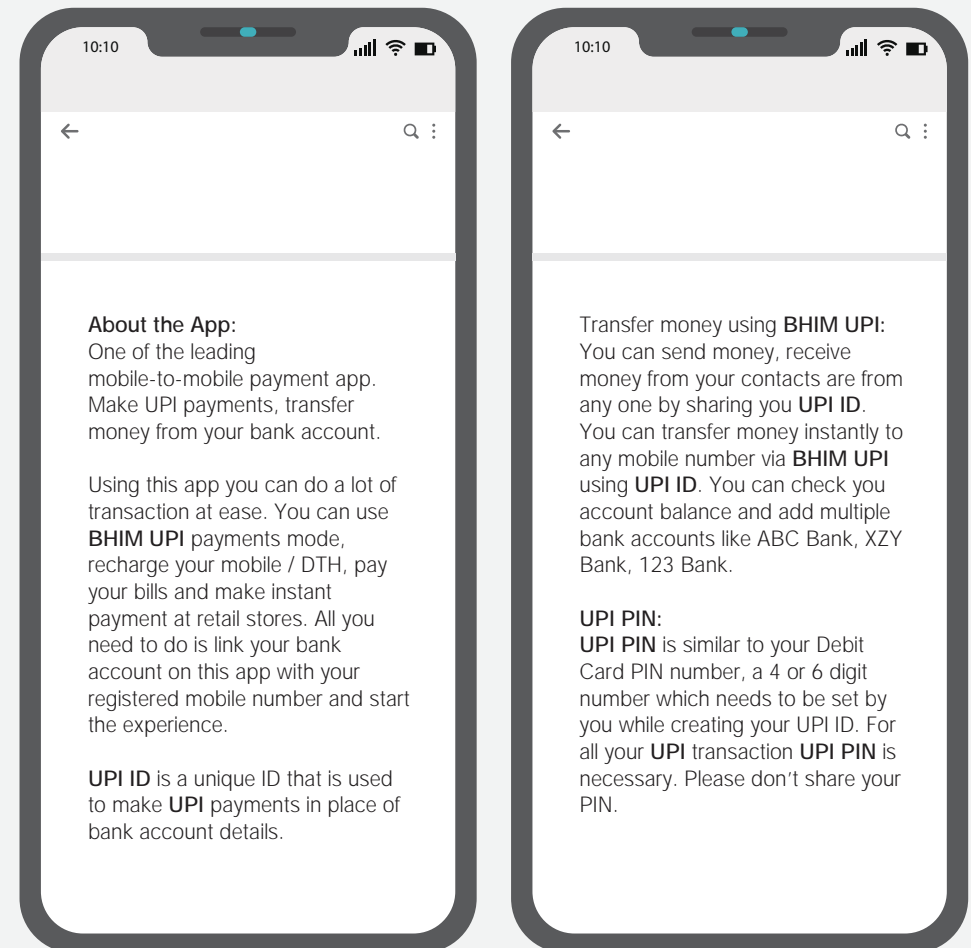
Install



UPI PIN Screen Preview

## Play Store / App Store

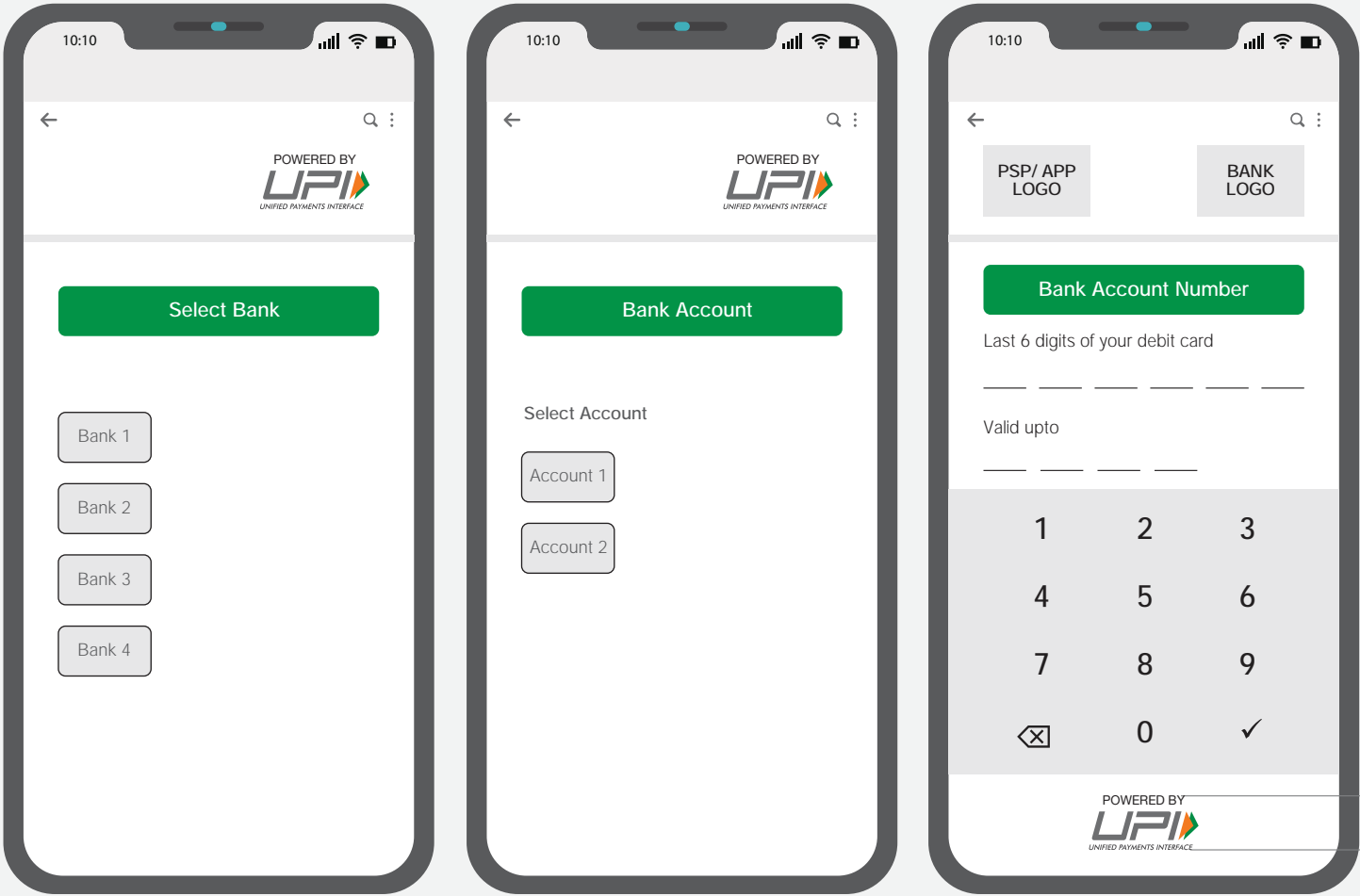
Long description should talk about BHIM UPI, UPI ID and UPI PIN along with other content which partner app like to put.



# UPI App – Onboarding process

During the consumer journey, UPI logo needs to be displayed at the following:

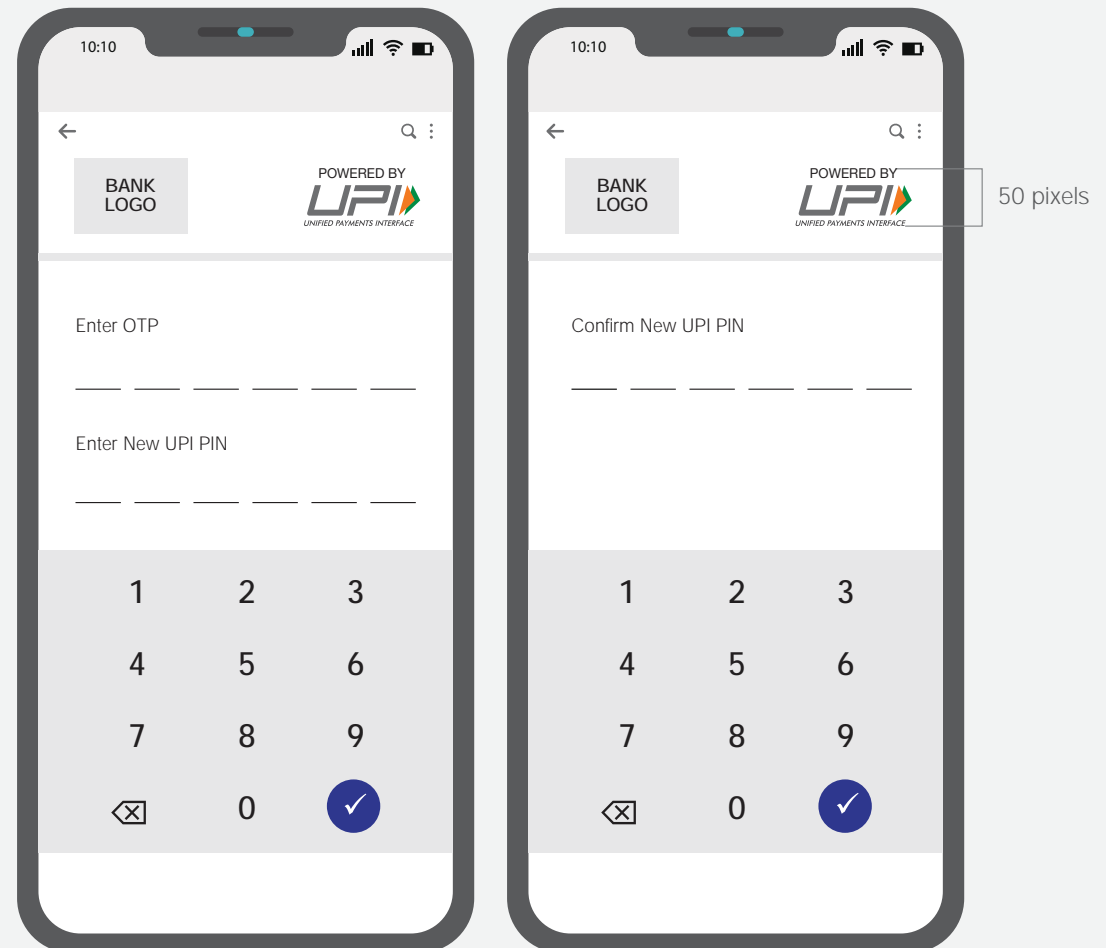
Powered by UPI Logo must be used at all places where UPI API's are being called.



## UPI App – Onboarding process

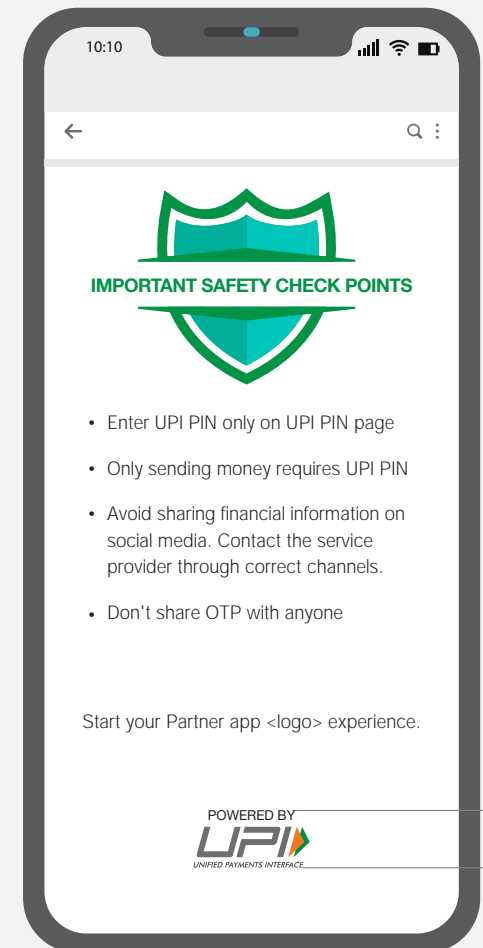
Powered by UPI logo should be displayed in the onboarding process when you start linking your bank account.

Powered by UPI Logo must be used at all places where UPI API's are being called.



## User warning screen

Once the user has created his UPI ID, the partner app should display the Do's and Don'ts message as a pop-up screen before exploring the features of the app.

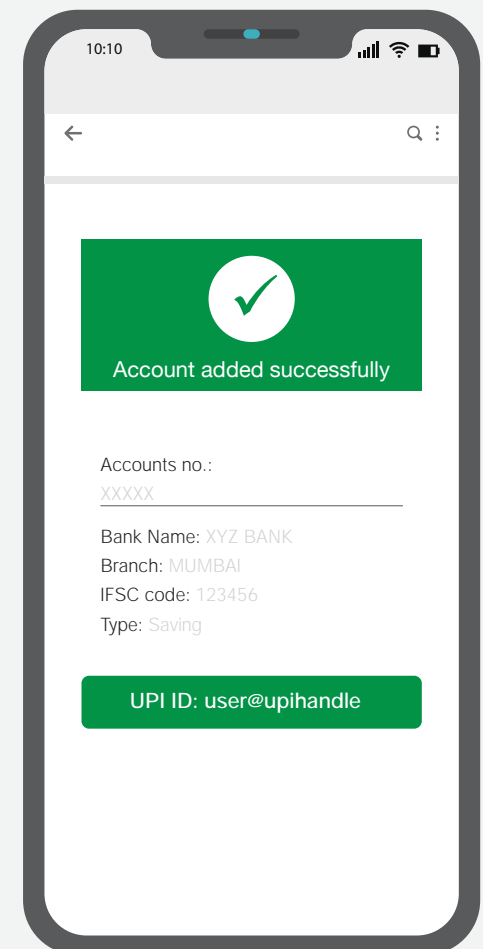


## UPI ID creation page



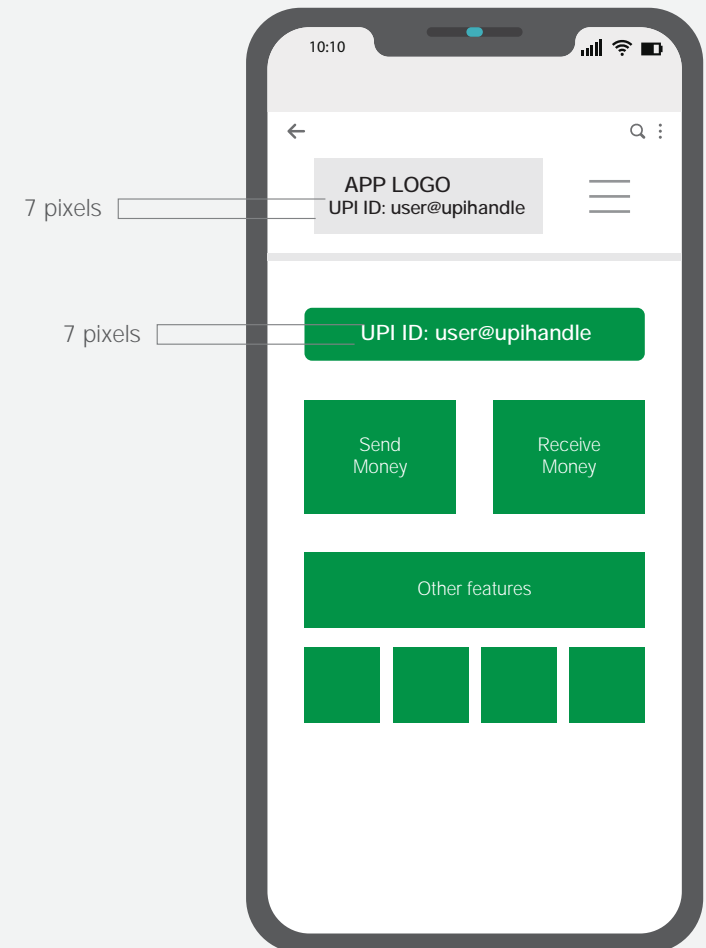
On successful creation of UPI ID,  
it is mandatory to play 3 sec UPI Sonic MOGO.  
This can be downloaded from  
<https://www.npci.org.in/brand-centre>

UPI ID created successfully



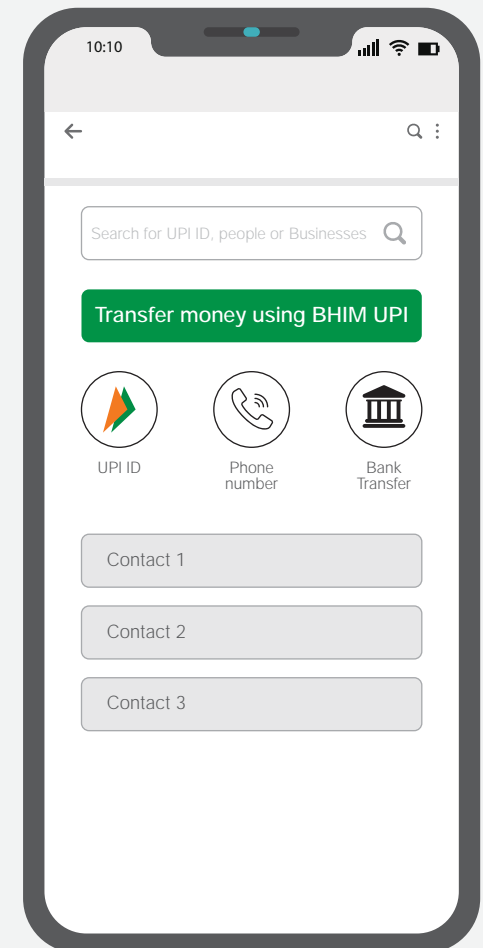
## UPI Home Page

Users' home page should display his/her UPI ID below the partner app logo. In case the logo is not present the UPI ID should be highlighted on home page. And the term 'UPI ID' should be used before user's UPI ID as represented below.



## Transaction Initiation Page

The text that appears as watermark in the text box should display UPI ID along with name or number or business. Transfer money section should mention 'Transfer money using BHIM UPI' as all the transaction are being done using UPI. And 'UPI mode of payment should come as the first option.

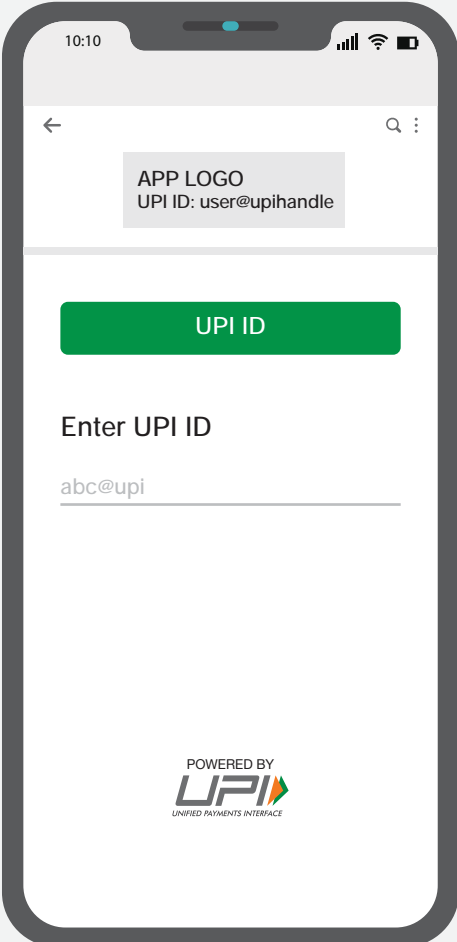




## Transaction page

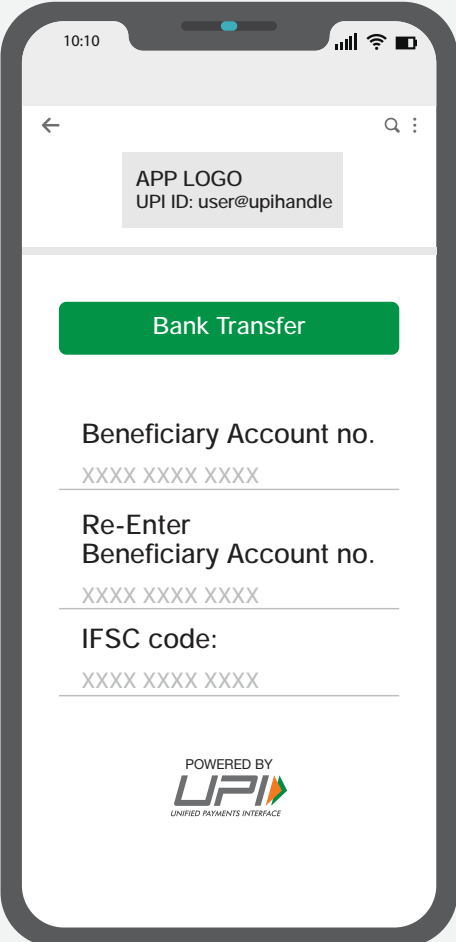
Powered by UPI logo should come throughout the transaction screens of all payment modes. Whichever mode user initiates the UPI payment, UPI ID should be present.

UPI ID



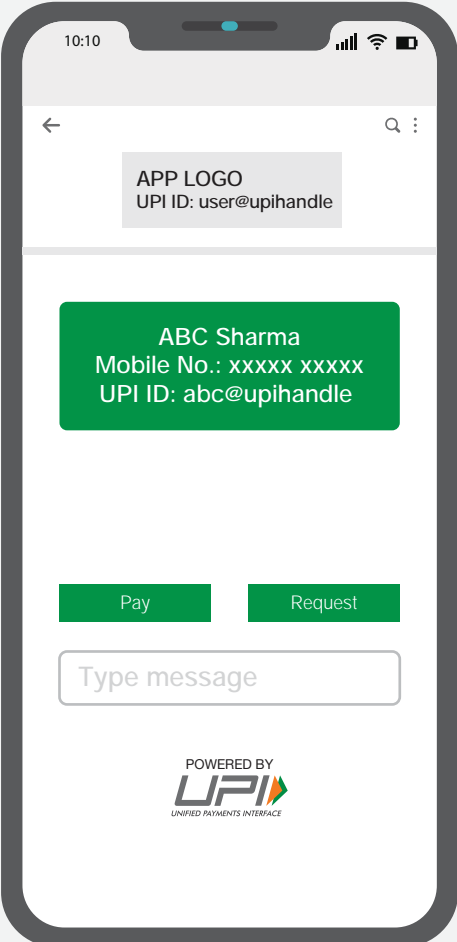
The mockup shows a mobile app screen with a status bar at the top showing 10:10, signal, and battery. Below the status bar is a navigation bar with a back arrow and a search icon. The main content area has a header with 'APP LOGO' and 'UPI ID: user@upihandle'. Below this is a green button labeled 'UPI ID'. Underneath is a text input field with the placeholder 'Enter UPI ID' and the value 'abc@upi'. At the bottom is the 'POWERED BY UPI' logo.

Bank Transfer



The mockup shows a mobile app screen with a status bar at the top showing 10:10, signal, and battery. Below the status bar is a navigation bar with a back arrow and a search icon. The main content area has a header with 'APP LOGO' and 'UPI ID: user@upihandle'. Below this is a green button labeled 'Bank Transfer'. Underneath are three text input fields: 'Beneficiary Account no.' with value 'XXXX XXXX XXXX', 'Re-Enter Beneficiary Account no.' with value 'XXXX XXXX XXXX', and 'IFSC code:' with value 'XXXX XXXX XXXX'. At the bottom is the 'POWERED BY UPI' logo.

Phone number



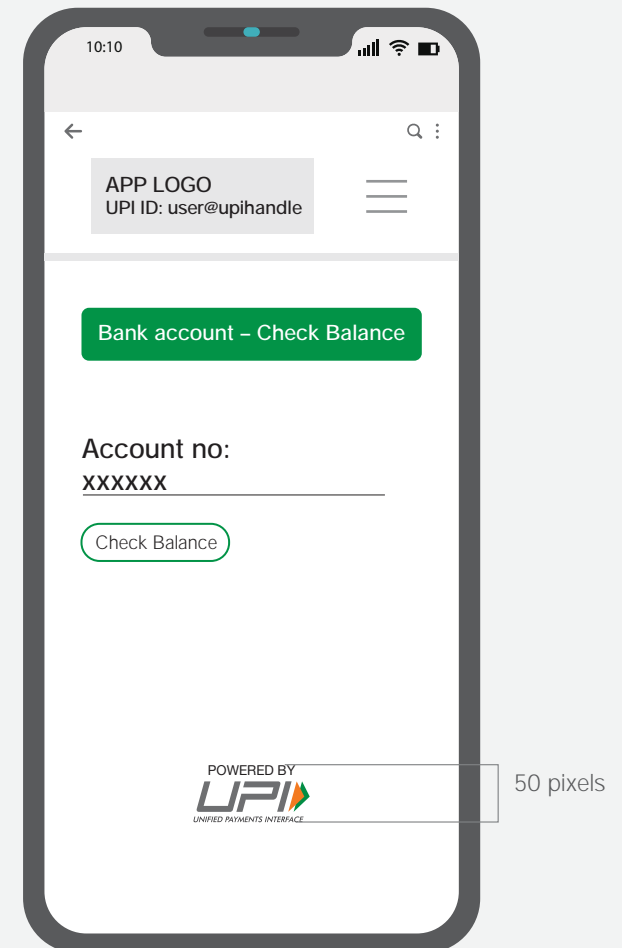
The mockup shows a mobile app screen with a status bar at the top showing 10:10, signal, and battery. Below the status bar is a navigation bar with a back arrow and a search icon. The main content area has a header with 'APP LOGO' and 'UPI ID: user@upihandle'. Below this is a green button labeled 'ABC Sharma' with 'Mobile No.: xxxxxx xxxxx' and 'UPI ID: abc@upihandle'. Underneath are two green buttons: 'Pay' and 'Request'. Below these is a text input field with the placeholder 'Type message'. At the bottom is the 'POWERED BY UPI' logo.

## Check Balance

On Check Balance, 'Powered by UPI' unit should be displayed at the bottom with the size of 50 pixels in height.

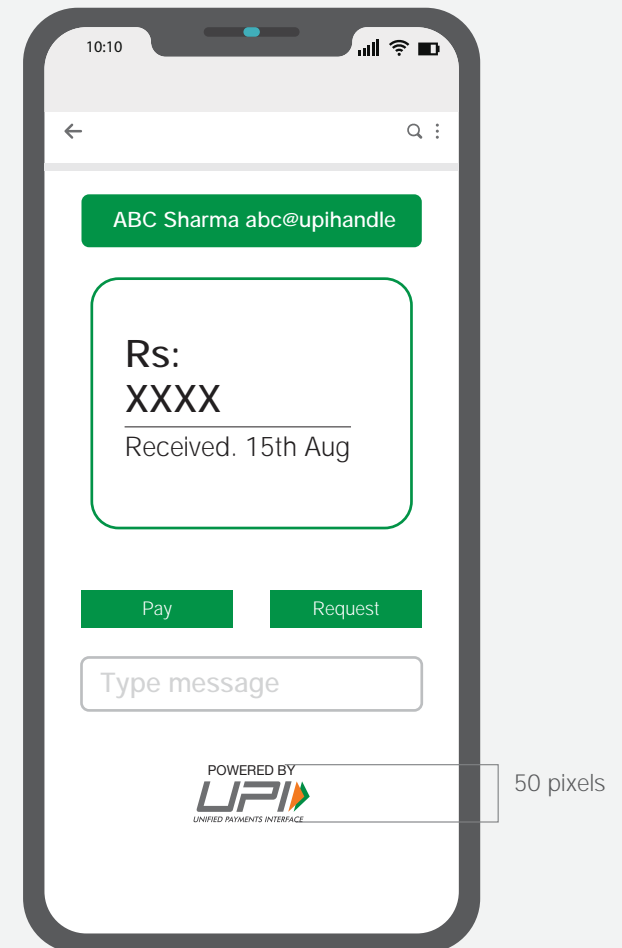
Powered by UPI Logo must be used at all places where UPI API's are being called.

Check Balance Screen



## Contact Conversation page

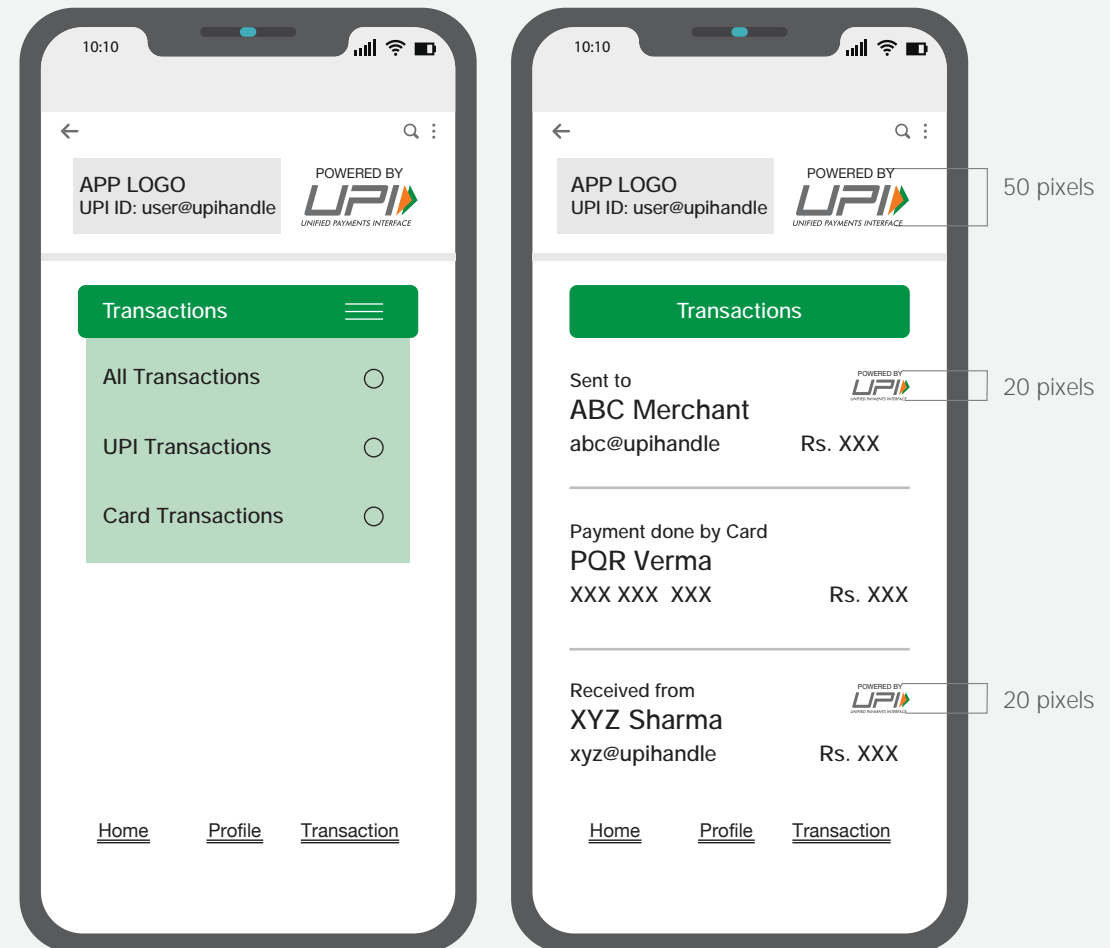
Whichever mode user initiates the UPI payment,  
UPI ID should be present in the conversation box.



## Transaction history page

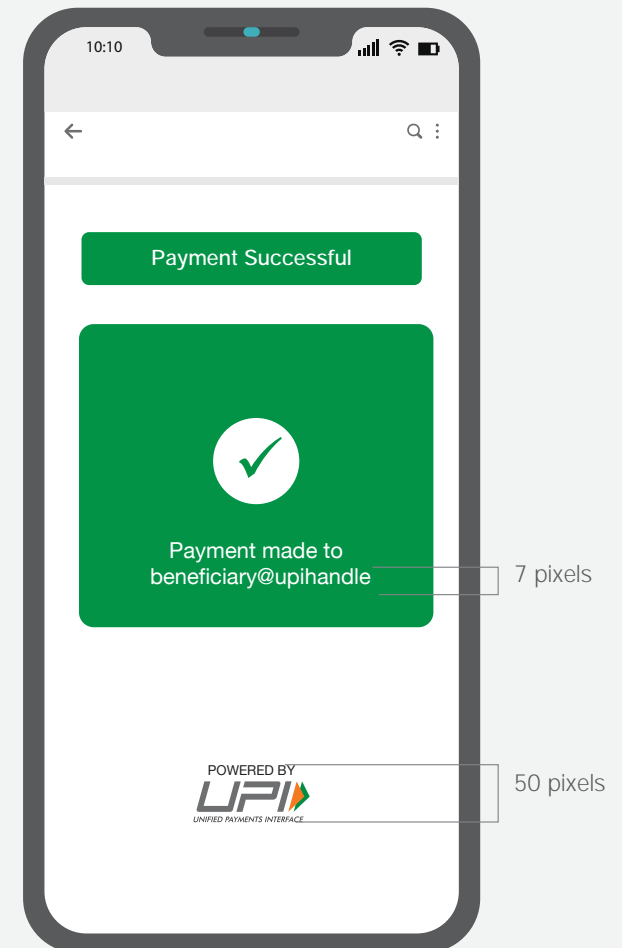
In the transaction history page, all UPI transaction should have 'Powered by UPI' logo on top right side as shown below, the size of the same should be not less than 20 pixels in height. Transaction history page should have a provision made for bifurcation of transaction into 3 categories – All Transactions, UPI Transactions and Card Transactions. Partner app should display beneficiary's UPI ID on their respective transaction. Only UPI apps should have powered by UPI logo on the top RHS of the screen.

Powered by UPI Logo must be used at all places where UPI API's are being called.



## Payment successful screen

On the payment successful page, UPI ID to which the payment was done should be mentioned. And, 1 sec UPI Sonic should be played.



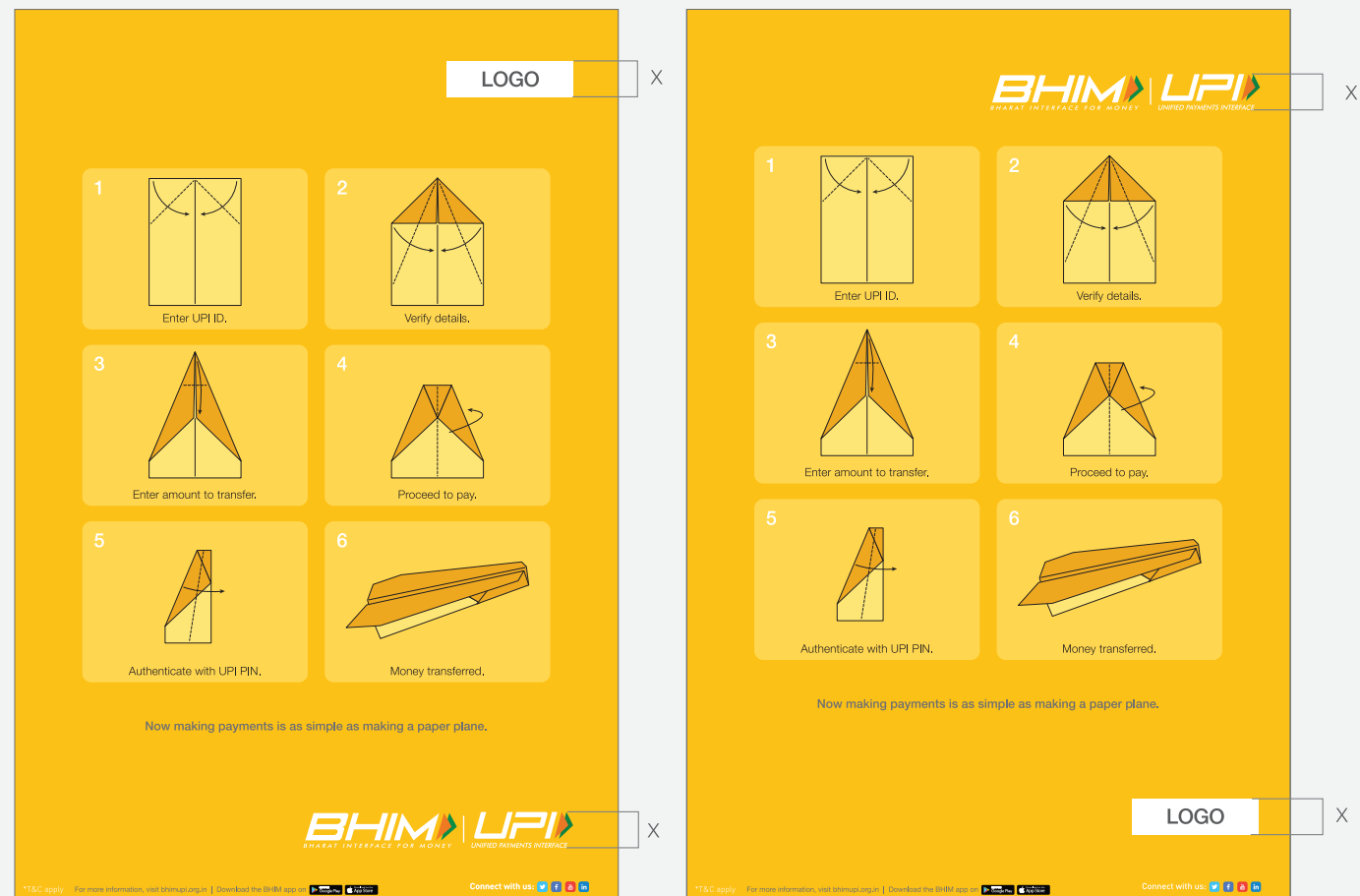
# COMMUNICATION GUIDELINES:

BANKS | PARTNERS | MERCHANTS (BHIM UPI)

## Print Ad

A Bank/Partner/Merchant must use BHIM UPI logo in all of its communication and the size of the BHIM UPI logo unit must be same as the size of the brand logo unit, matched by height only.

The logo unit must not be used when BHIM UPI is mentioned as a part of a sentence. It will be represented as BHIM UPI in uppercase text format.



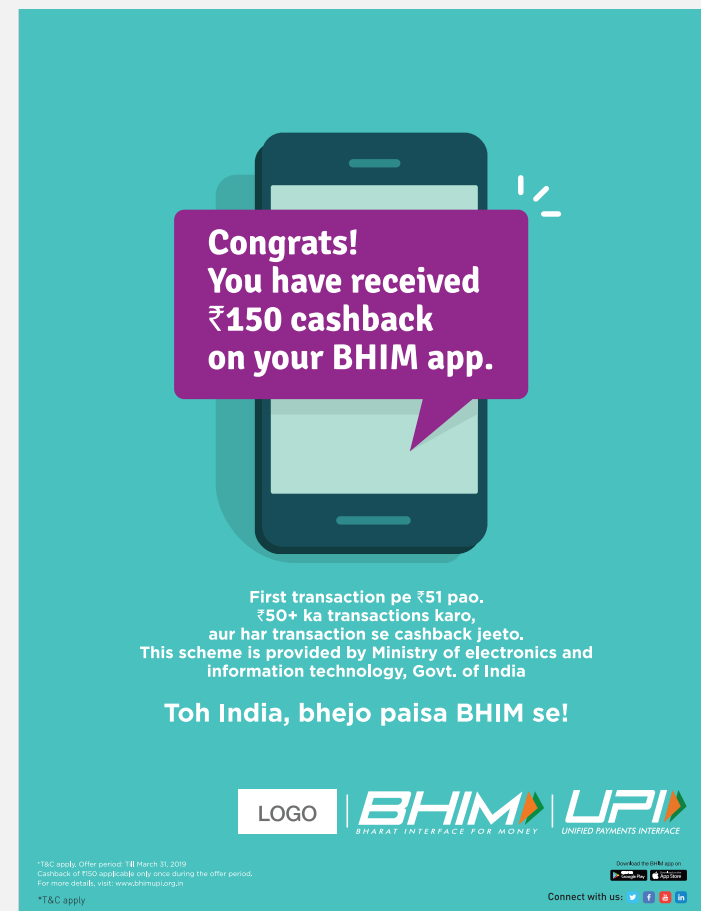
## Poster

A Bank/Partner/Merchant must use BHIM UPI logo in all of its communication and the size of the BHIM UPI logo unit must be same as the size of the brand logo unit, matched by height only.

The logo unit must not be used when BHIM UPI is mentioned as a part of a sentence. It will be represented as BHIM UPI in uppercase text format.



17 inch



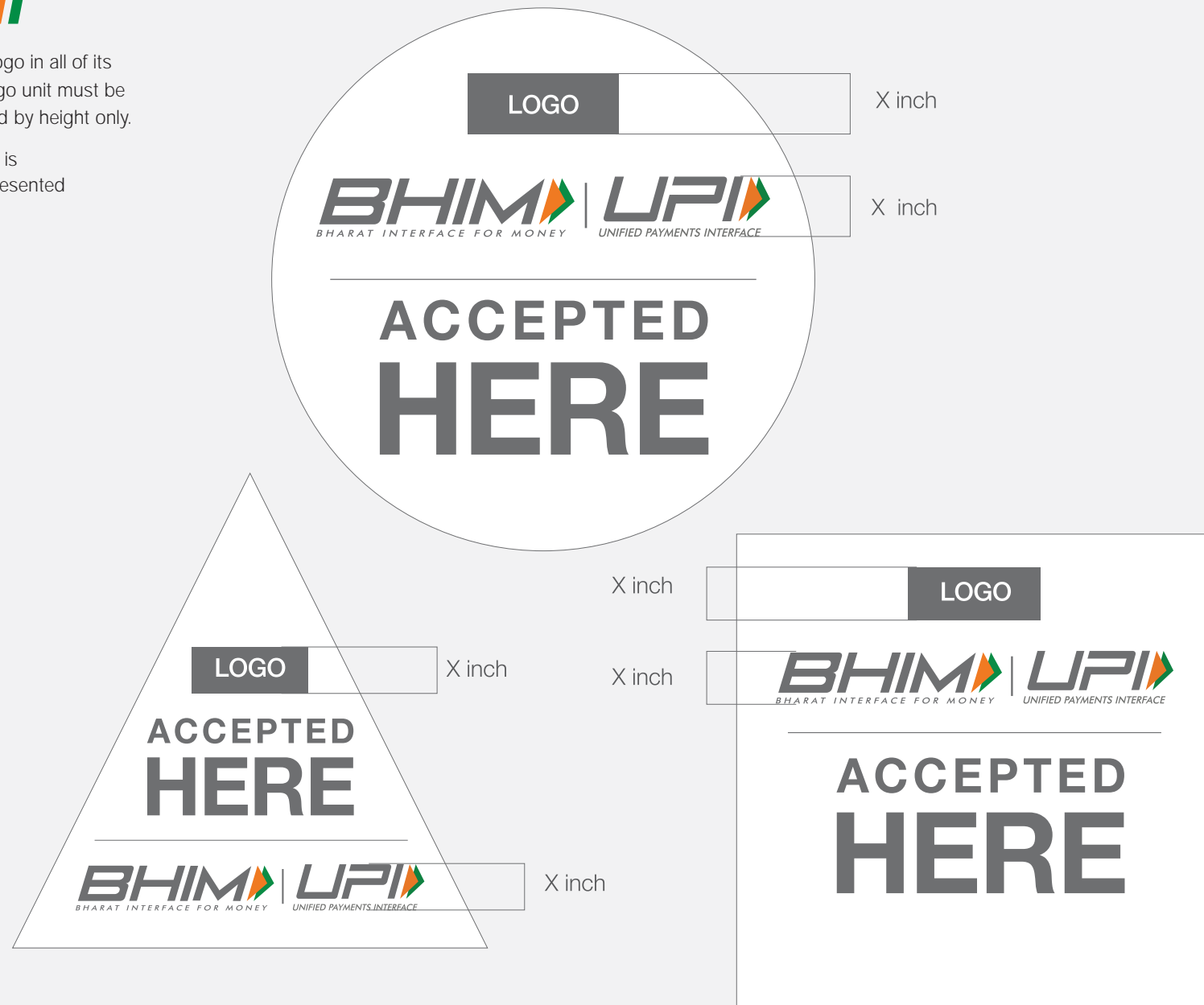
22 inch



## Sticker Designs

A Bank/Partner/Merchant must use BHIM UPI logo in all of its communication and the size of the BHIM UPI logo unit must be same as the size of the brand logo unit, matched by height only.

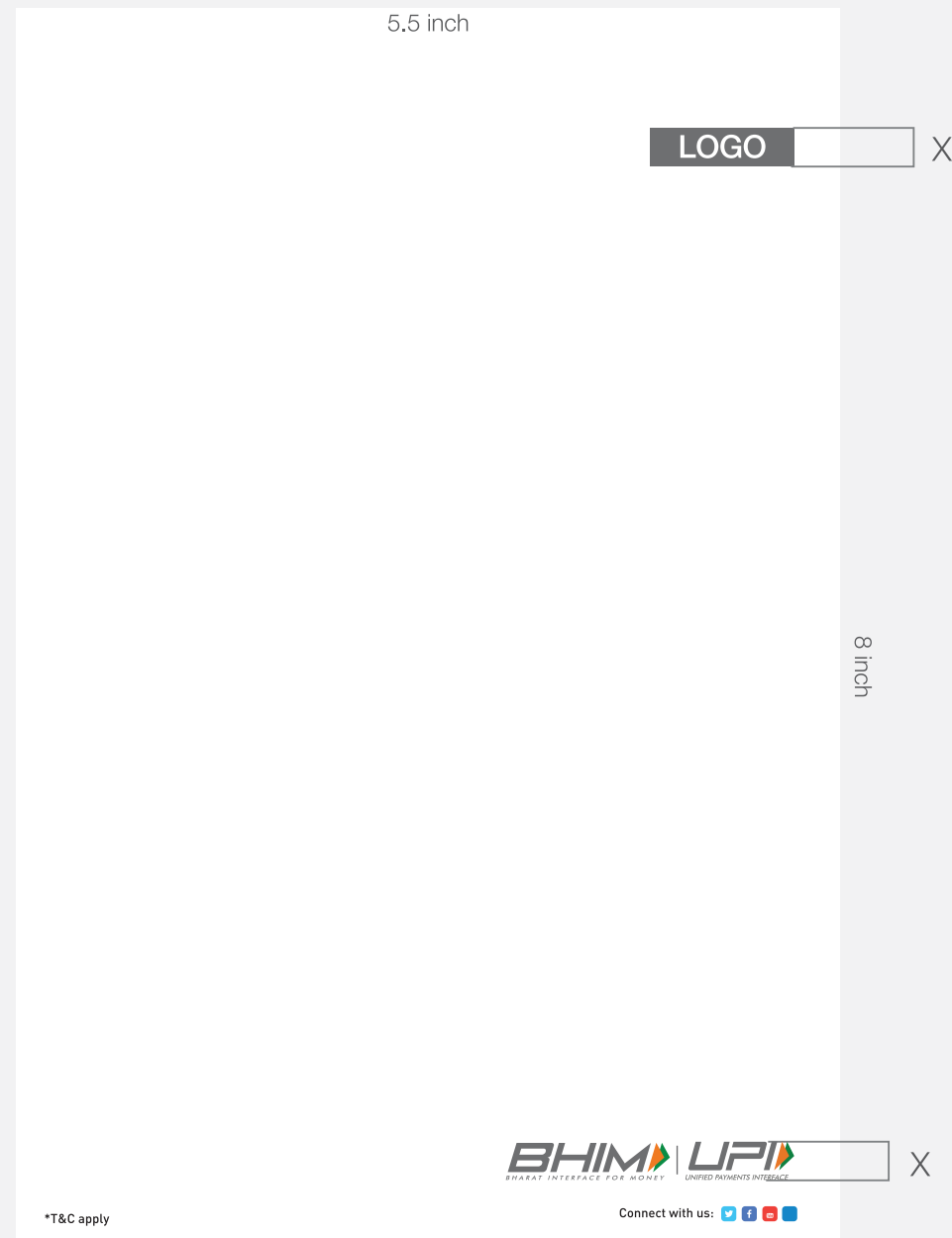
The logo unit must not be used when BHIM UPI is mentioned as a part of a sentence. It will be represented as BHIM UPI in uppercase text format.



## Tent Card Design

A Bank/Partner/Merchant must use BHIM UPI logo in all of its communication and the size of the BHIM UPI logo unit must be same as the size of the brand logo unit, matched by height only.

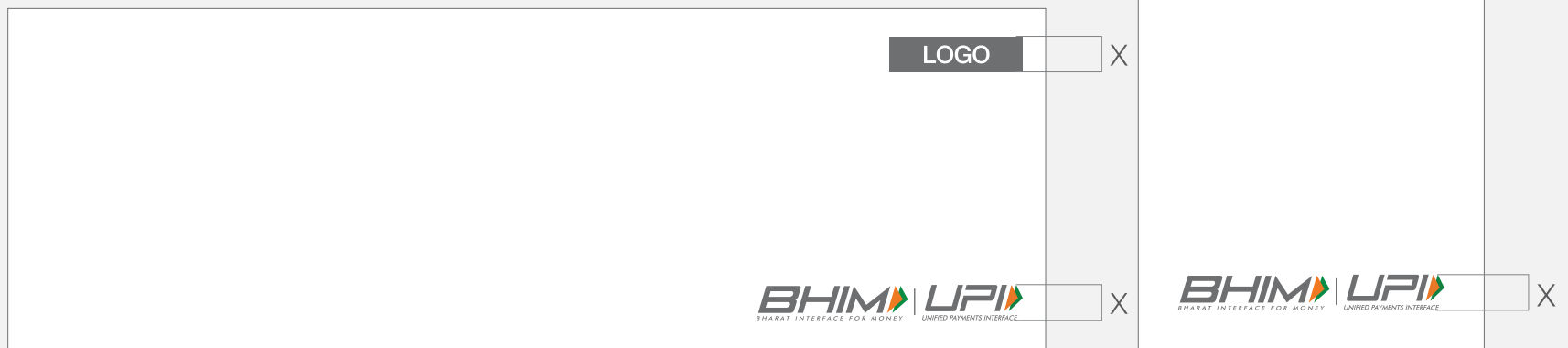
The logo unit must not be used when BHIM UPI is mentioned as a part of a sentence. It will be represented as BHIM UPI in uppercase text format.



## Online Banners

A Bank/Partner/Merchant must use BHIM UPI logo in all of its communication and the size of the BHIM UPI logo unit must be same as the size of the brand logo unit, matched by height only.

The logo unit must not be used when BHIM UPI is mentioned as a part of a sentence. It will be represented as BHIM UPI in uppercase text format.



## Social Media

The BHIM UPI logo unit must be present in all Social Media Communication pertaining to BHIM UPI as a service. While the size of the BHIM UPI logo unit has to be same as the size of the Merchant/Partner/Bank logo unit (matched by height only), the same cannot be less than 20% of the layout in width.

The logo unit must not be used when BHIM UPI is mentioned as a part of a sentence. It will be represented as BHIM UPI in uppercase text format.

1200x628



506x253



1024x512



500x500

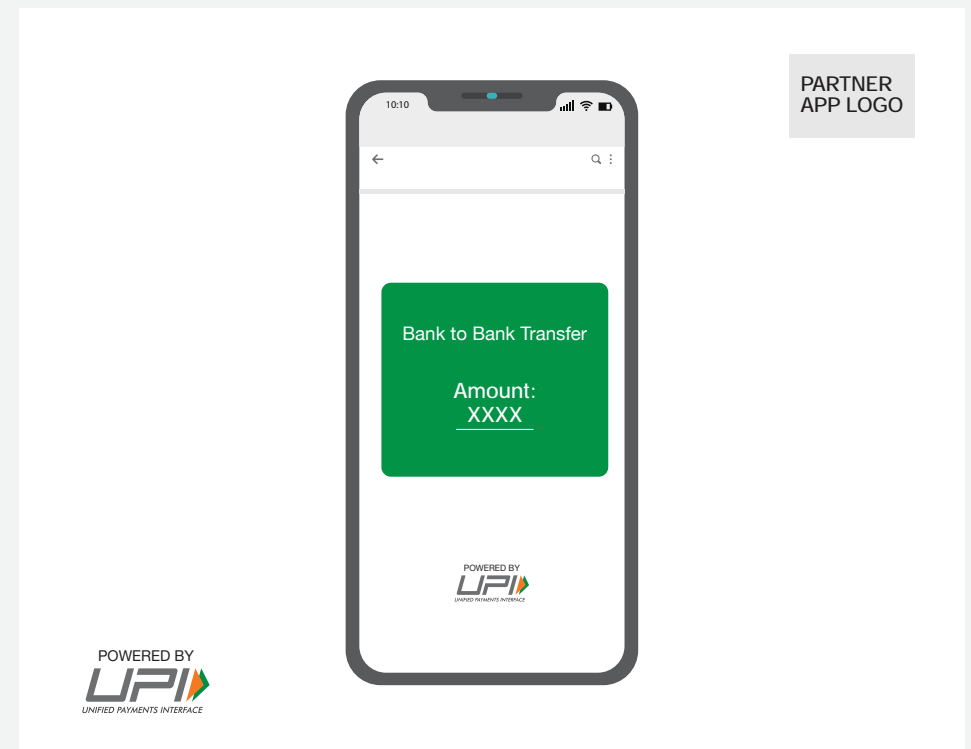
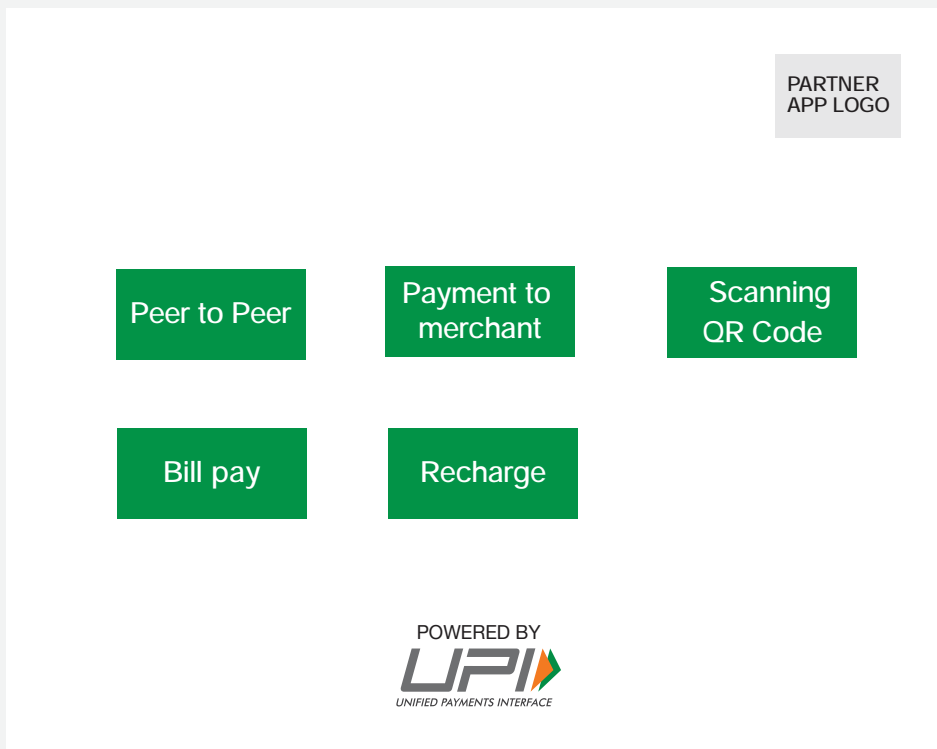


## TV Commercial / AV property:

'Powered by UPI' logo should appear on all the screens where TVC shows messaging related to UPI Payments like:

1. Bank to Bank Transfer
2. Account to Account Transfer
3. Payment to Merchant
4. Peer to peer
5. QR code scanning
6. Bill pay/Recharge

It should be centre aligned at the bottom and size should be at least 15 percent of the width size of the entire screen.



## Guidelines for Other UPI Features and Services

Guidelines for all other UPI features & Services are available as per the below given links and can be accessed via the NPCI website ([www.npci.org.in](http://www.npci.org.in)).

Guidelines for these specific features like AutoPay, Lite, LiteX, Hello! UPI etc. needs to be adhered in conjunction with this master UPI brand guideline.



<https://www.npci.org.in/PDF/npci/brand-center/UPI-LITE-Brand-Guidelines.pdf>



<https://www.npci.org.in/PDF/npci/brand-center/UPI-LITE-X-Brand-Guidelines.pdf>



<https://www.npci.org.in/PDF/npci/brand-center/Hello-UPI-Brand-Guidelines.pdf>



<https://www.npci.org.in/PDF/npci/brand-center/UPI-Help-Brand-Guidelines.pdf>



<https://www.npci.org.in/PDF/npci/brand-center/UPI-ATM-Brand-Guidelines.pdf>

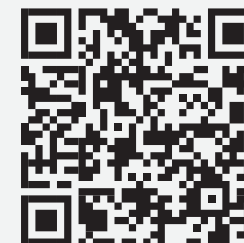


<https://www.npci.org.in/PDF/npci/brand-center/UPI-AutoPay-Brand-Guidelines.pdf>



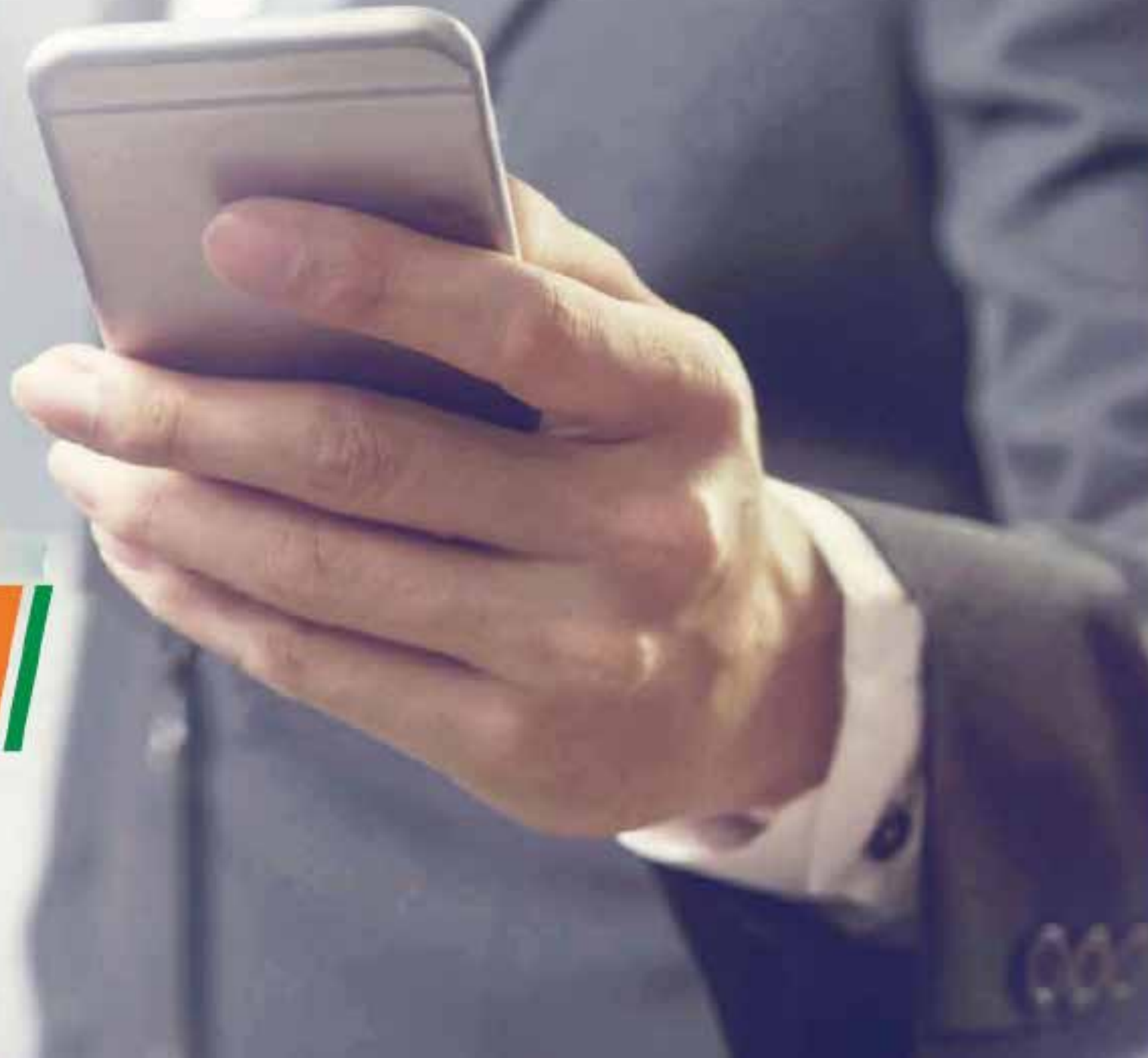
<https://www.npci.org.in/PDF/npci/brand-center/UPI-ONE-WORLD-Brand-Guidelines.pdf>

Scan QR to  
Read & Download  
brand guidelines



[www.npci.org.in](http://www.npci.org.in)

# GUIDELINES



# Brand Mark & Usage



## The Brand

Say hello to UPI, your one-stop payments solution and interface. With one app and one tap, you can perform multiple actions easily and in a hassle-free manner. Link multiple bank accounts, perform direct bank-to-bank transfers, send and receive money, get instant alerts. It's safe. It's secure. It's seamless. It's UPI.



UPI (Unified Payments Interface) powers multiple bank accounts into a single mobile application (of any bank) merging several banking features, seamless fund routing, and merchant payments under one hood. It also caters to the P2P and P2M collect request which can be scheduled and paid as per requirement and convenience.



## Brand Mark

UPI Brand Mark is used by the ecosystem involving NPCI, BHIM, Banks, Non-Banking Partners, Merchants, Third Party Partners and PPI Players for using UPI based money transfer services. The brand mark to be used as follows:

- Powered by UPI unit to be used by the ecosystem for the page(s) or screen(s) whereby the transaction is being processed using UPI platform
- UPI logo unit to be used by the ecosystem as an acceptance mark across all the online or offline channel of communication and for the non-transactional page(s) or screen(s) like homepage, send money, Scan & Page, request money, transaction history etc



**UNIFIED PAYMENTS INTERFACE  
(UPI ID, UPI PIN, UPI FEATURES)**



**BANKING/MERCHANTS/PARTNERS/3<sup>rd</sup> PARTY APPS**



**TRANSACTION PROCESSING PLATFORM**



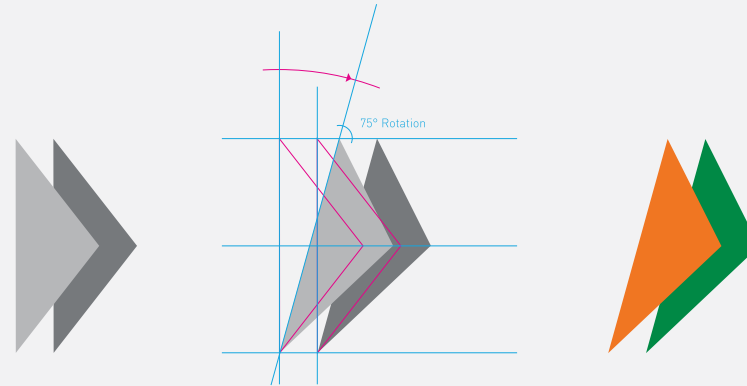
**OFFLINE & ONLINE ACCEPTANCE or COMMUNICATION**

Powered by UPI Logo must be used at all places where UPI API's are being called.

## Mnemonic

With India heading towards a digital future and UPI assisting in its growth by taking a progressive initiative to take the country to a "less cash society". The Tricolor arrows, created by combining the fast-forward symbol with our National flag and taking inspiration from the stance of an athlete, visually captures this statement.

Capturing the same elements from the official NPCI logo, the sharp edges of the arrows in the symbol point towards the future, reflecting UPI's accelerated commitment to the country's progress, while the curved edges negate the frivolousness, brilliantly juxtaposing UPI's forward-thinking with its nationalistic and traditional values.



Logotype



Symbol

UNIFIED PAYMENTS INTERFACE

Logotype



Symbol

## The Logo & Colours

The primary colors used for the UPI logo have been taken from the NPCI color palette. The orange brings an element of the future and freshness to this new solution for payments, while the green represents the technology that powers the UPI platform.



C 000 R 109  
M 000 G 110  
Y 000 B 113  
K 070



C 100 R 043  
M 000 G 139  
Y 100 B 075  
K 020



C 000 R 217  
M 065 G 120  
Y 100 B 045  
K 000



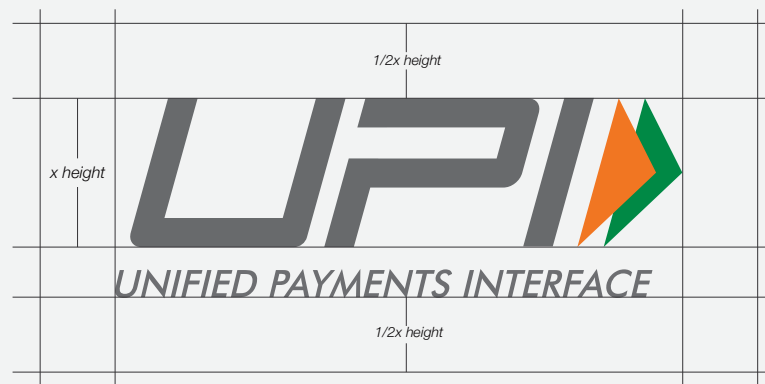
C 000 R 067  
M 000 G 066  
Y 000 B 068  
K 090



## The Logo Size

Every piece of material that goes to the customer from the NPCI acts as a medium of communication and hence it is important to maintain uniformity with respect to design. Kindly follow the proportions illustrated here with respect to all UPI communications. The proportions, space and size relationships of all blocks have been carefully developed and must not be altered, redrawn, embellished or recreated in any way. The sizes mentioned here are for your reference only. Care should be taken to maintain proportions while resizing the logo.

- Print: In case of a print related communication, size of the UPI logo unit must be minimum 15% in width of the layout or 30 mm (whichever is higher). For example, size of the UPI logo would be 31.5 mm in width for an A4 layout.
- Digital : In case of a digital communication, size of the UPI logo must not be smaller than 15 pixels height X 40 pixels width.



Print 31.5 mm



Screen 40 pixels

15 pixels



Screen 50 pixels

25 pixels

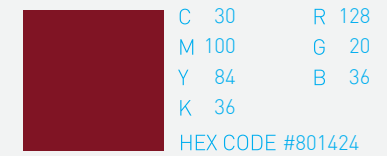
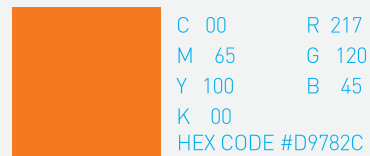
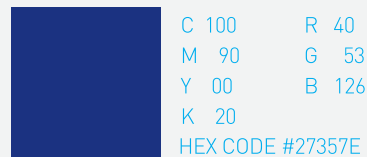


12 pixels

For digital communication only: In case of space constraints, the Fast-Forward symbols along with UPI in text form would represent the UPI logo. In such a case, the size of UPI symbol must not be smaller than 12 pixels.

## The Logo Color

### COLOURS OF THE CORE LOGO



## The Logo Color

### COLORS VARIATIONS OF CORE LOGO

full colour Version



Grayscale Version



Solid Version



## Logo Usage Rule

Don'ts



Do's





# Improper Symbol Usage

UPI logo or Fast-Forward symbols along with UPI as text are to be used to represent UPI related services. Usage of any other mnemonic, icon, visual or graphic element even for representational purposes is strictly prohibited.

## Correct Usage



## Examples of incorrect usage



Changing the angle of the symbol



Separating both symbols



Flipping the symbols



Merging Fast-Forward symbol with any merchant logo as a unit



Inter-changing the color patterns



Changing the color patterns completely



Monocolour symbol



Merging Fast-Forward symbol with any Partner logo as a unit



Reducing the size of one of the symbols



Using the symbols as outlines.



Usage of any kind of border or shapes to hold the Fast-Forward symbol



Merging of BHIM Logo unit with Partner/Merchant logo, to form a unit



Usage of any graphic element for representation.



Usage of any graphic element for representation.



Usage of any graphic element for representation.



Merging of UPI Logo unit with Partner/Merchant logo, to form a unit

# The Logo Size

|          |  |   |  |          |  |
|----------|--|---|--|----------|--|
|          |  | 1/2x height   |  |          |  |
| x height |  |  |  | x height |  |
|          |  | 1/2x height   |  |          |  |



# The Logo Color

## COLOURS OF THE CORE LOGO



C 100      R 40  
M 90        G 53  
Y 00        B 126  
K 20  
HEX CODE #27357E



C 00        R 217  
M 65        G 120  
Y 100       B 45  
K 00  
HEX CODE #D9782C



C 100       R 43  
M 00        G 139  
Y 100       B 75  
K 20  
HEX CODE #2B8A4A



C 30        R 128  
M 100       G 20  
Y 84        B 36  
K 36  
HEX CODE #801424

The Logo Color

full colour Version



Grayscale Version



Solid Version



Reverse color version



## Logo Usage Rule

### Don'ts

~~NPCI INTERNATIONAL | ALWAYS FORWARD~~

~~NPCI INTERNATIONAL  
ALWAYS FORWARD~~

~~NPCI INTERNATIONAL  
ALWAYS FORWARD~~

~~NPCI INTERNATIONAL  
ALWAYS FORWARD~~

~~NPCI INTERNATIONAL | ALWAYS FORWARD~~

~~NPCI INTERNATIONAL  
ALWAYS FORWARD~~

~~NPCI INTERNATIONAL | ALWAYS FORWARD~~

~~NPCI INTERNATIONAL | ALWAYS FORWARD~~

~~NPCI INTERNATIONAL | ALWAYS FORWARD~~

~~NPCI INTERNATIONAL | ALWAYS FORWARD~~

### Do's

NPCI INTERNATIONAL | ALWAYS FORWARD

# Font

The official typeface for UPI, NPCI International and Always Forward is Helvetica and the Helvetica family.

The Helvetica font is designed for easy reading and offers a clean and sharp typeface, much like the ease and simplicity

## Helvetica Neue - Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890*

## HelveticaEXT - Normal

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Helvetica Neue - Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Helvetica Neue - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Helvetica Neue - Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Helvetica Neue - Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

## Helvetica Neue - Condensed Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

## Helvetica Rounded LT STD - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

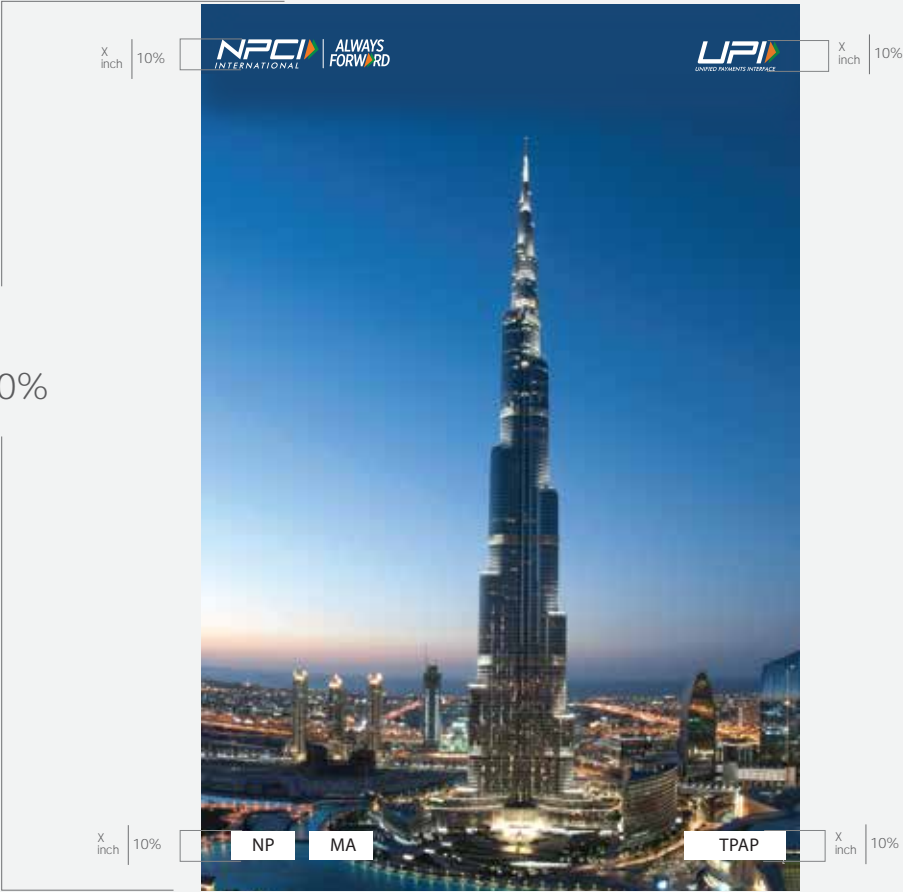
# **COMMUNICATION GUIDELINES:** **BANKS | PARTNERS | MERCHANTS (NIPL)**

# NIPL - Print and Digital

## LOGO SIZE FOR PRINT AND DIGITAL

The focus is on clean layouts, precise logo placement, and appropriate use of the brand color palette to create a professional and cohesive identity.

100%



Print Ad

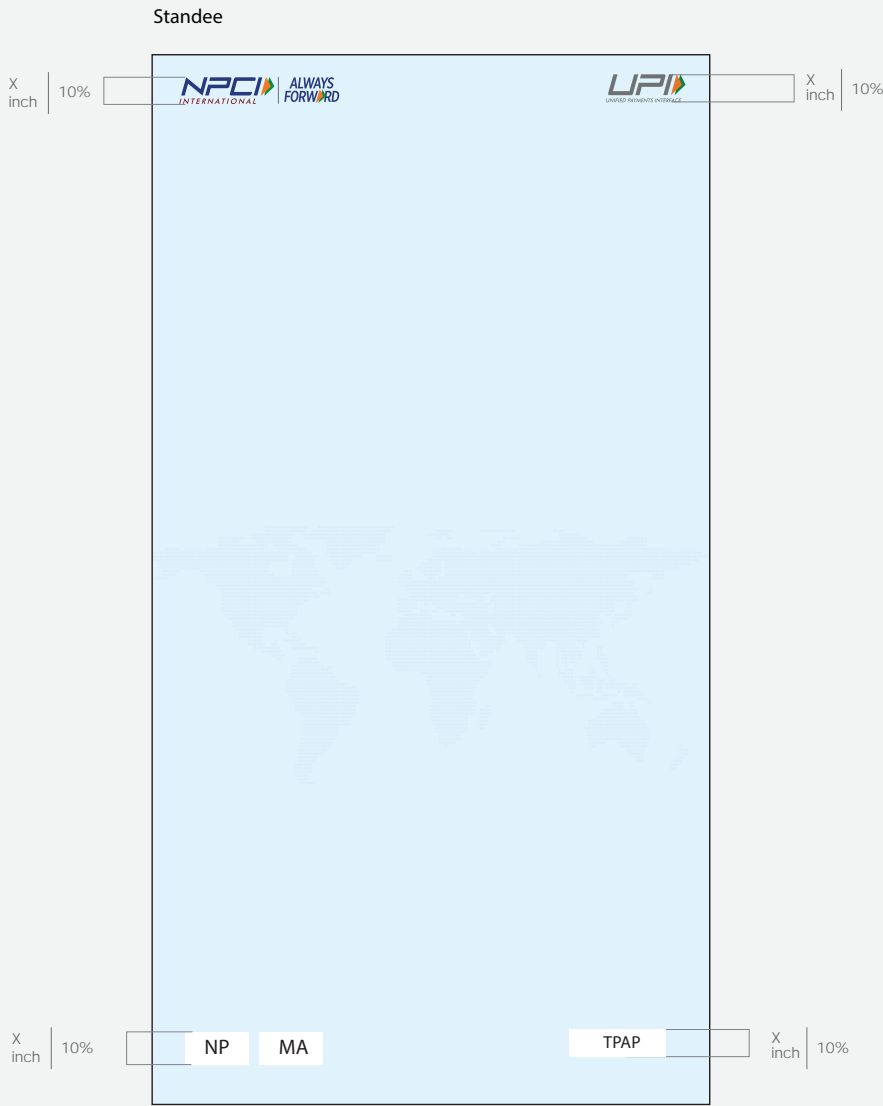




# NIPL - Standee

## LOGO SIZE FOR Standee

The focus is on clean layouts, precise logo placement, and appropriate use of the brand color palette to create a professional and cohesive identity.



# NIPL - Backdrop

## LOGO SIZE FOR Backdrop

The focus is on clean layouts, precise logo placement, and appropriate use of the brand color palette to create a professional and cohesive identity.

### 1x2 Backdrop

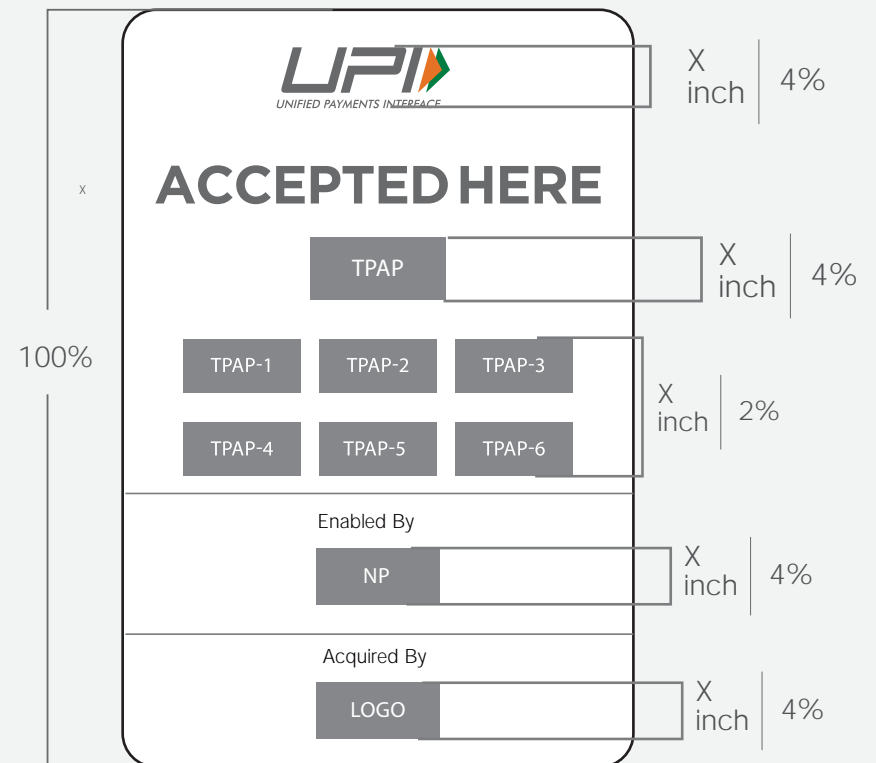
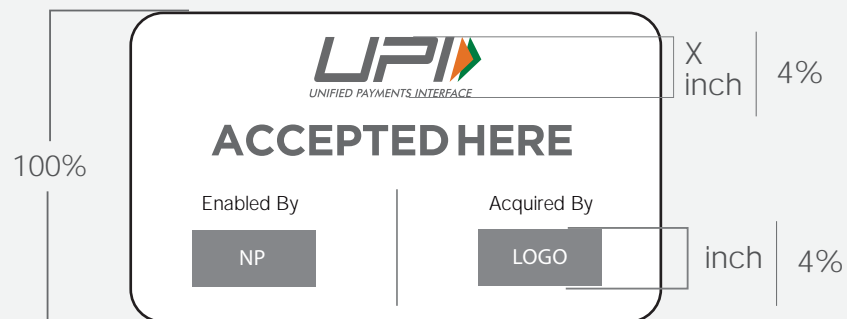


|        |     |
|--------|-----|
| X inch | 10% |
|--------|-----|

## NIPL - Sticker Design

A Bank/Partner/Merchant must use UPI logo in all of its communication and the size of the UPI logo must be same as the size of the brand logo, matched by height only.

The logo must not be used when UPI is mentioned as a part of a sentence. It will be represented as UPI in uppercase text format.



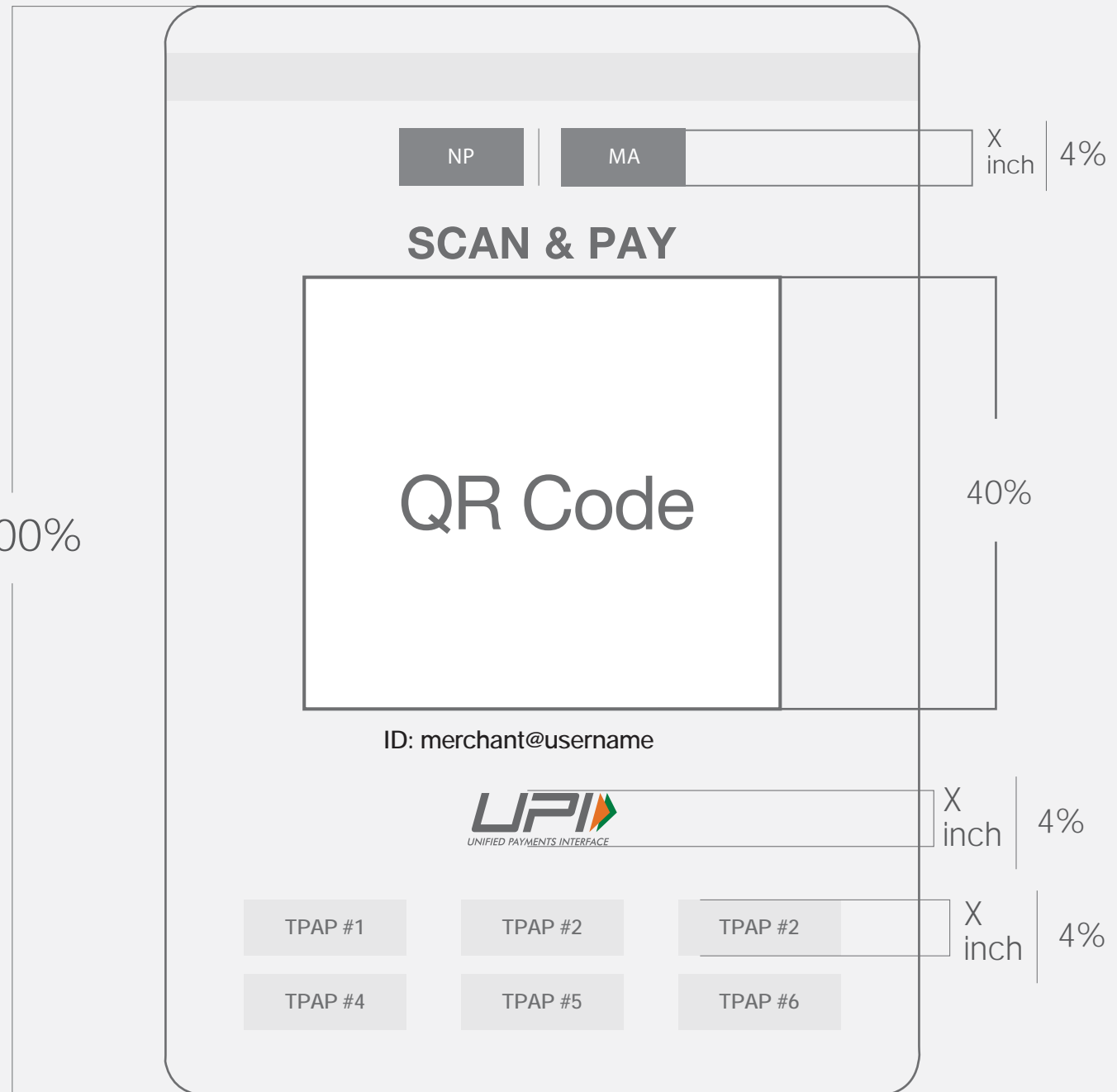
## NIPL - QR Design

A Bank/Partner/Merchant must use UPI logo in all of its communication and the size of the UPI logo must be same as the size of the brand logo, matched by height only.

The logo must not be used when UPI is mentioned as a part of a sentence. It will be represented as UPI in uppercase text format.

|                          |         |                         | example                   |
|--------------------------|---------|-------------------------|---------------------------|
| Details                  | Minimum | Relative Ratio to Page* | A5 Page (420 px X 596 px) |
| NP / MA Logo             | 25 px   | 4%                      | 25                        |
| UPI Logo                 | 25 px   | 4%                      | 25                        |
| QR Code                  | 240 px  | 40%                     | 240                       |
| TAPP                     | 25 px   | 4%                      | 25                        |
| Font Size for Text of ID | 12 pt   |                         | 12 pt                     |
| Font Size of Scan & Pay  | 21 pt   |                         | 21 pt                     |

100%



**Thank you**