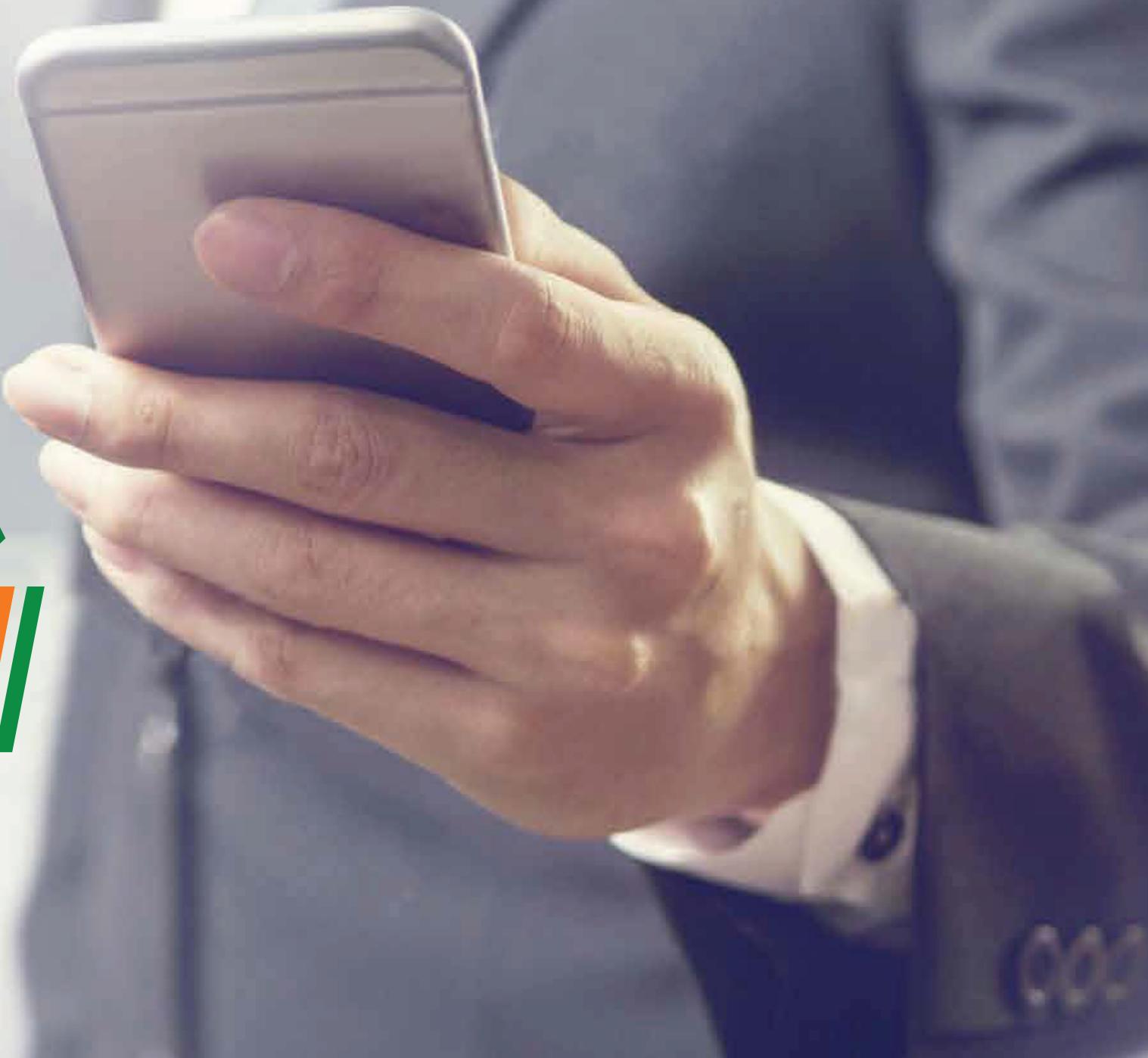


# GUIDELINES



# Table of Contents

The required logos or logo unit can be downloaded from the Brand Centre of the NPCI website.  
Direct Link: <https://www.npci.org.in/brand-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**

Section	Topic	Page No.
1	Brand Mark	1
2	Logo Usage (Colours, Size, Font)	2
3	Logo Usage for Banking Partners/ Non-Banking Partners and Merchants	13
4	Mobile Banking App	15
5	Bank UPI PSP App	18
6	Merchant/ Non-Banking Partners App and Web	21
7	Intent Call & SDK	27
8	Offline QR	31
9	Communication Guidelines	33
10	Disclaimer	40

## 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.



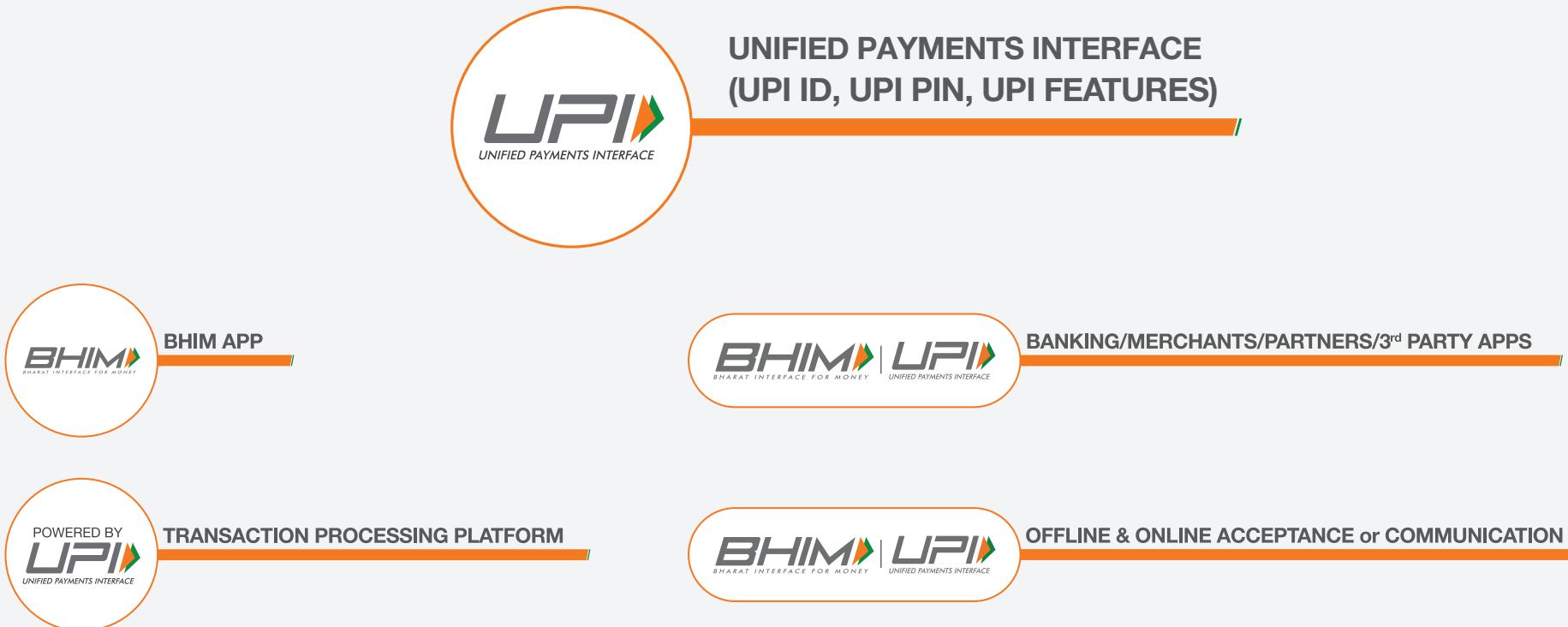
Bharat Interface for Money (BHIM) is an app that lets you make simple, easy and quick payment transactions using Unified Payments Interface (UPI). You can make instant bank-to-bank payments, pay and collect money using just Mobile number or UPI ID or Scan and pay using QR.



## 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:

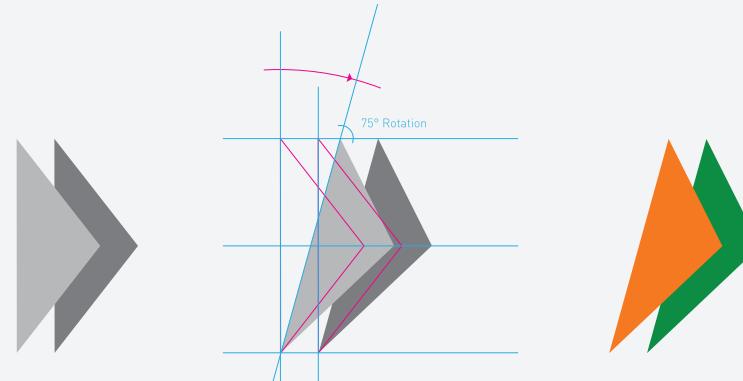
- BHIM logo to be used for promoting BHIM application only
- Powered by UPI unit to be used by the ecosystem for the page(s) or screen(s) whereby the transaction is being processed using UPI platform
- BHIM UPI logo unit to be used by the ecosystem as an acceptance mark across all the online or offline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



## 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 forward-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

The primary colors used for the BHIM 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



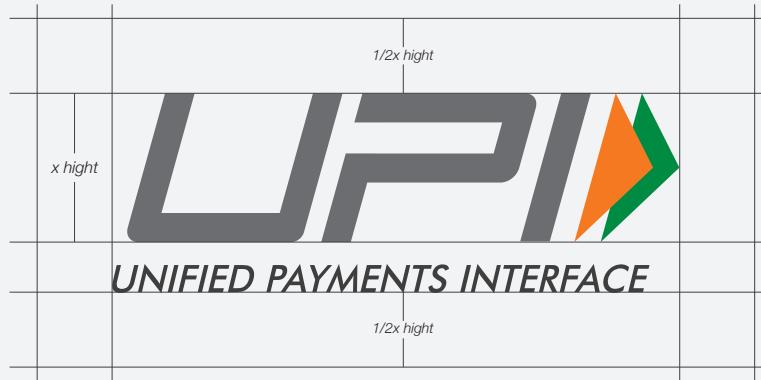
C 000 R 067  
M 000 G 066  
Y 000 B 068  
K 090



# The Logo Size

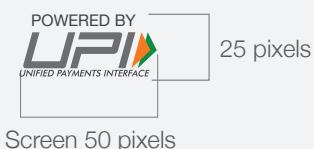
Every piece of material that goes to the customer from the NPCI acts as a medium of communication and hence it is important to maintain uniformity with respect to design. Kindly follow the proportions illustrated here with respect to all UPI communications. The proportions, space and size relationships 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 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.

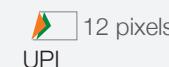


Print 31.5 mm

Screen 40 pixels



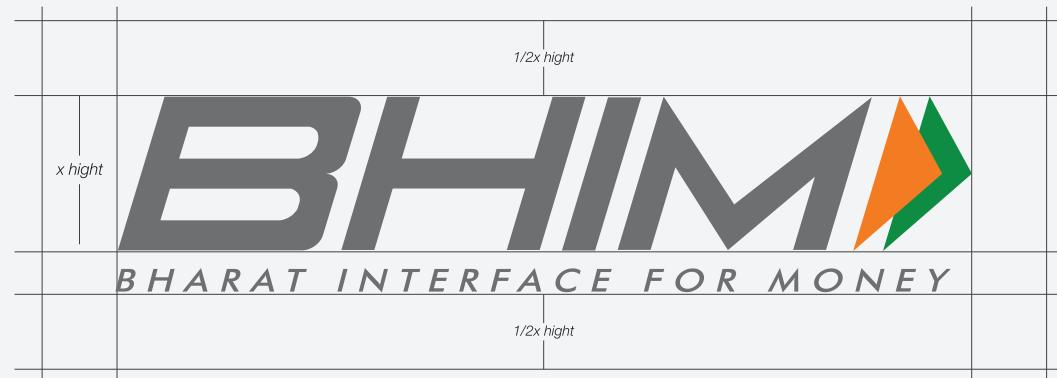
Screen 50 pixels



For digital communication only: In case of space constraints, the Fast-Forward symbols along with UPI in text form would represent the UPI logo 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



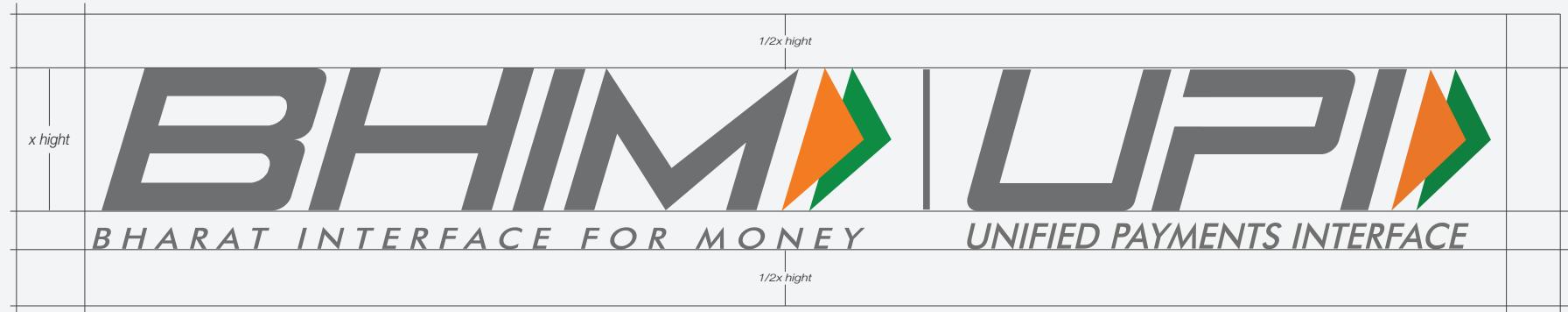
Screen 62 pixels



6

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 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											
<p>Changing the angle of the symbol</p>	<p>Separating both symbols</p>	<p>Flipping the symbols</p>	<p>Merging Fast-Forward symbol with any merchant logo as a unit</p>	<p>Inter-changing the color patterns</p>	<p>Changing the color patterns completely</p>	<p>Monocolour symbol</p>	<p>Merging Fast-Forward symbol with any Partner logo as a unit</p>	<p>Reducing the size of one of the symbols</p>	<p>Using the symbols as outlines.</p>	<p>Usage of any kind of border or shapes to hold the Fast-Forward symbol</p>	<p>Merging of BHIM Logo unit with Partner/Merchant logo, to form a unit</p>
<p>Usage of any graphic element for representation.</p>	<p>Usage of any graphic element for representation.</p>	<p>Usage of any graphic element for representation.</p>	<p>Merging of UPI Logo unit with Partner/Merchant logo, to form a unit</p>								

## 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



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



Placement of typeface below unit.



Examples of incorrect usage



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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



# 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

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

## HelveticaEXT - Normal

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

## Helvetica Neue - Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

## Helvetica Neue - Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

## Helvetica Neue - Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

## Helvetica Neue - Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

## Helvetica Neue - Condensed Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

## Helvetica Rounded LT STD - Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

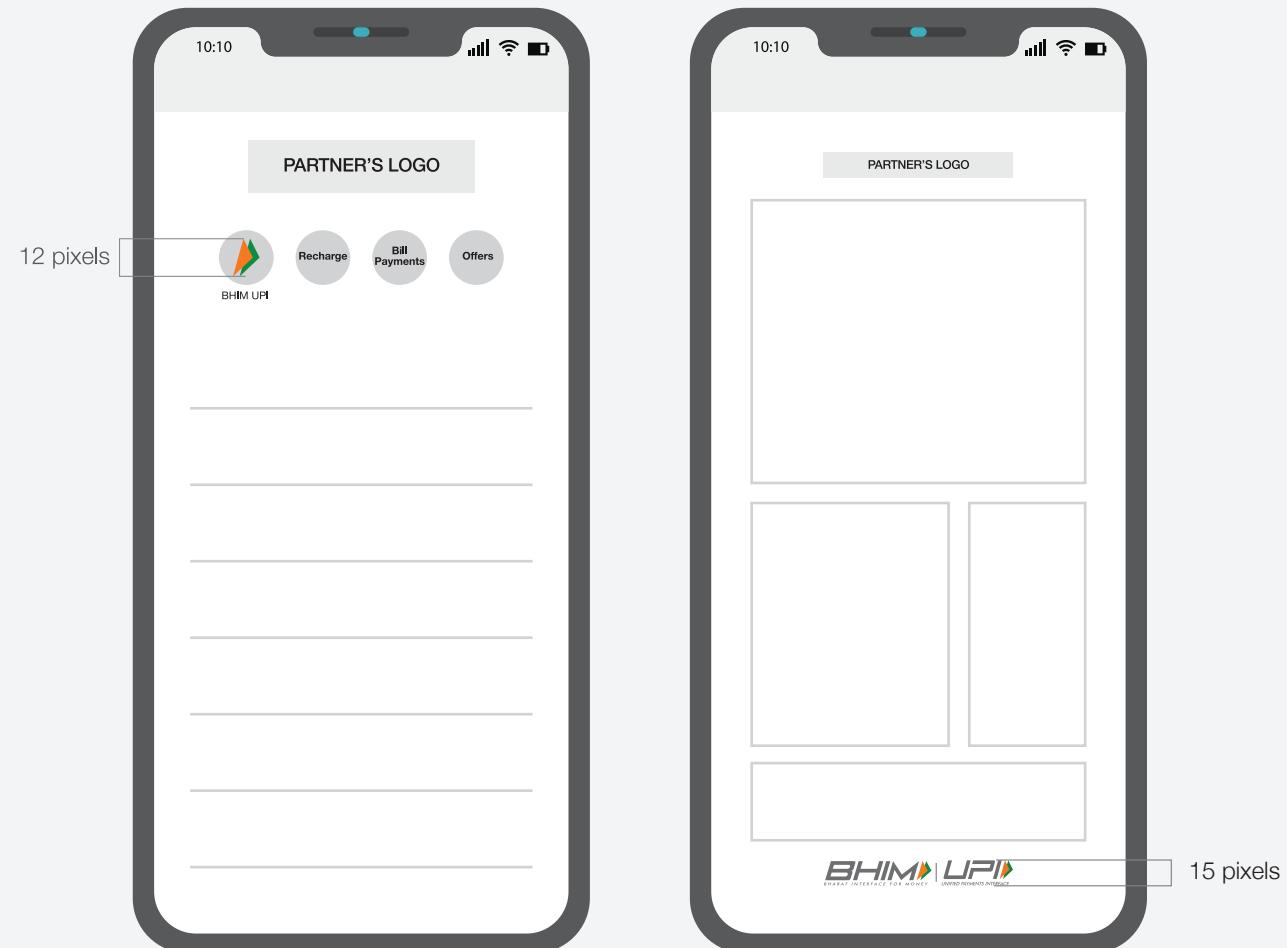
# **BHIM | UPI Logo Usage**

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.



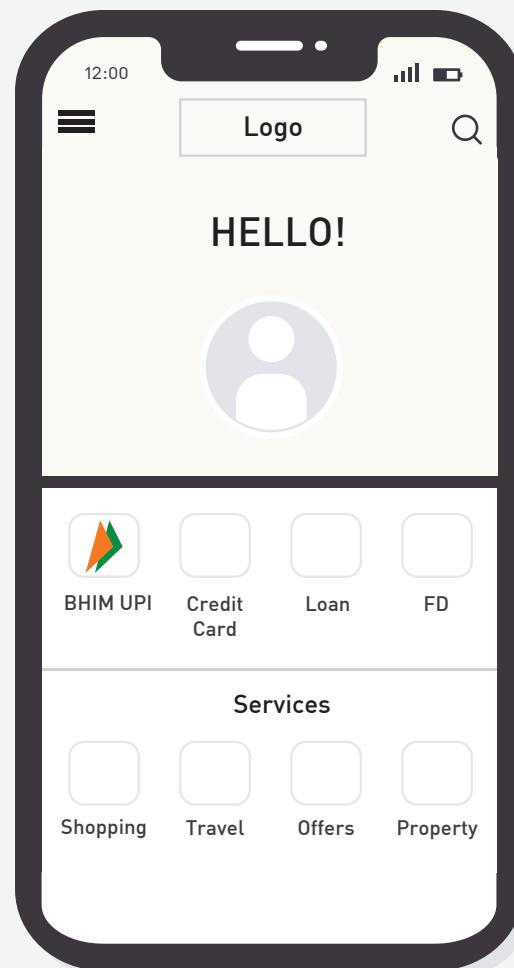
## **THE LOGO USAGE: MOBILE BANKING APP (UPI OPTION)**

## Mobile App

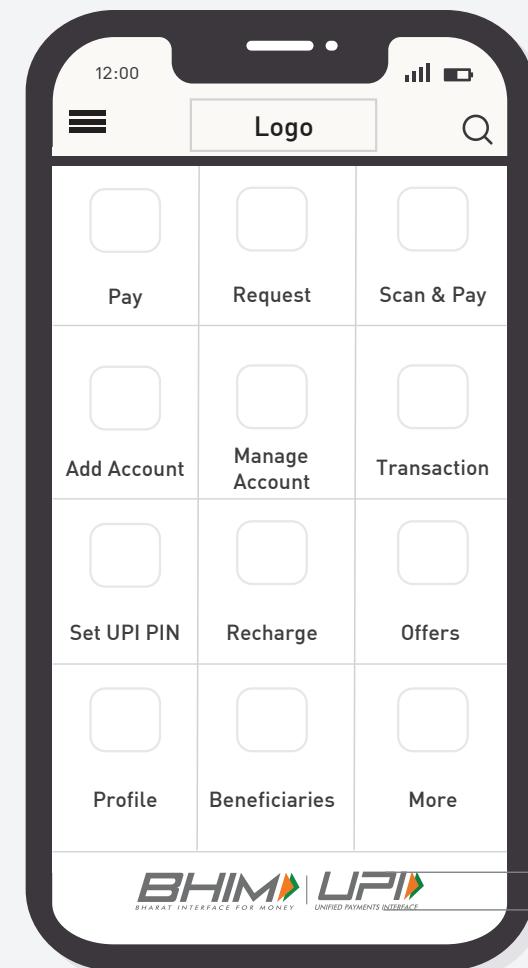
In case of a mobile banking application which uses services with UPI technology, must use BHIM UPI logo on the home page post-login in a prominent position as represented. The BHIM UPI logo must also be used on the home page of the BHIM UPI screen at the bottom center position as represented.

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)**

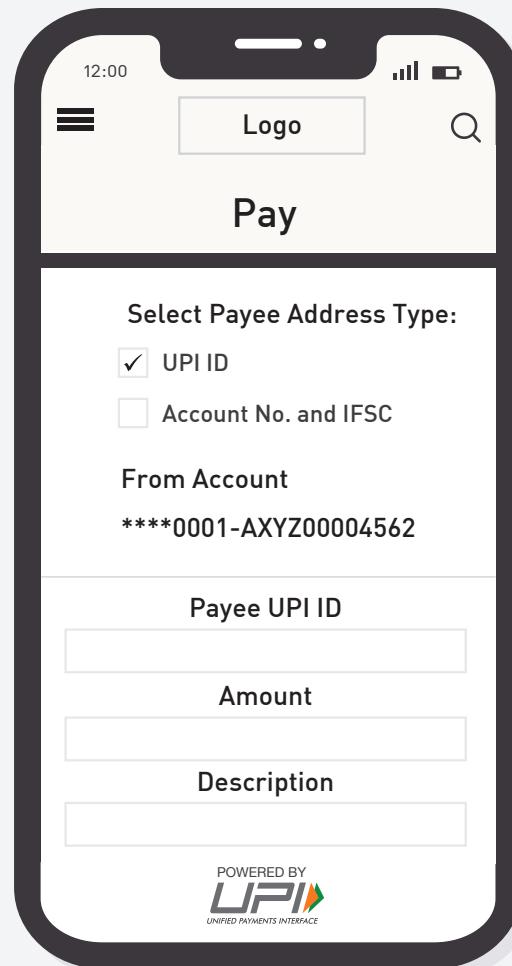


15 pixels

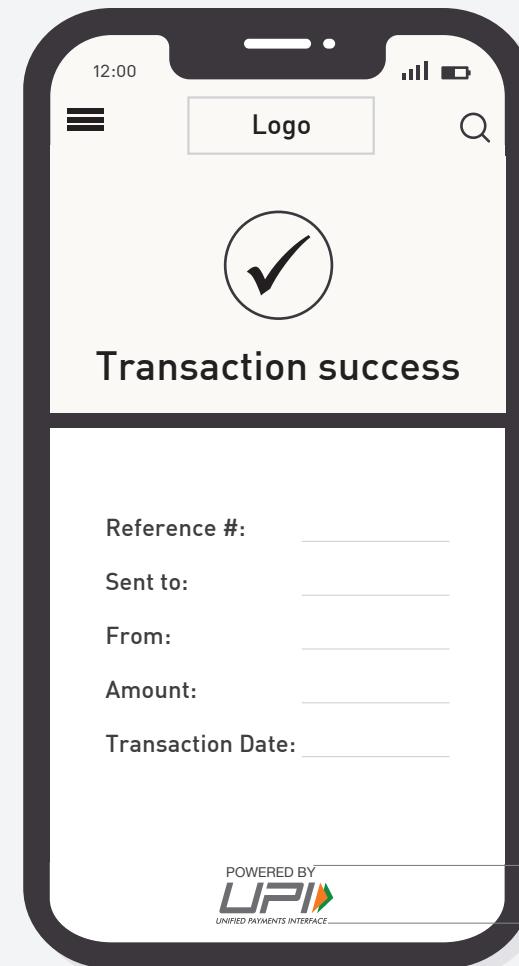
## Mobile App

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.

INITIATE TRANSACTION PAGE



CONFIRMATION PAGE





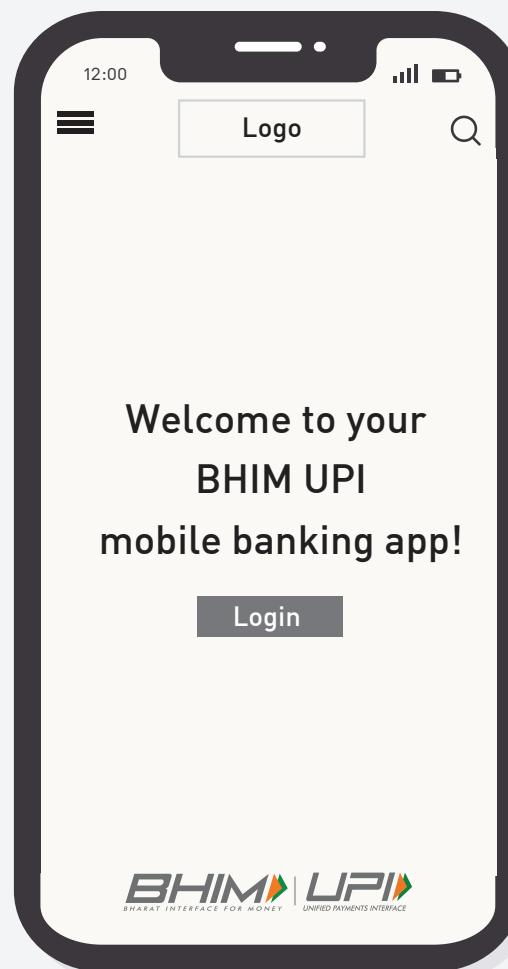
**THE LOGO USAGE:  
BANK UPI PSP APP**



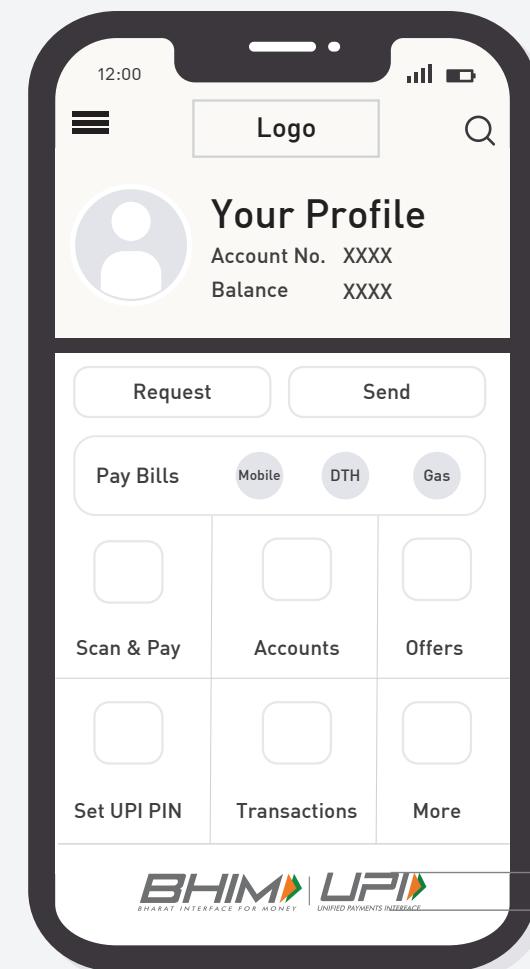
## Mobile App

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.

LOGIN PAGE

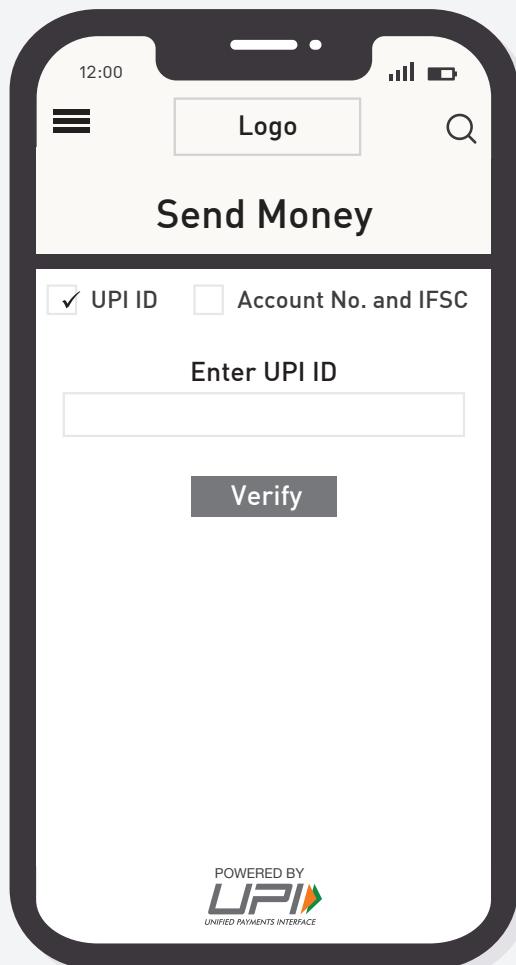


HOME PAGE

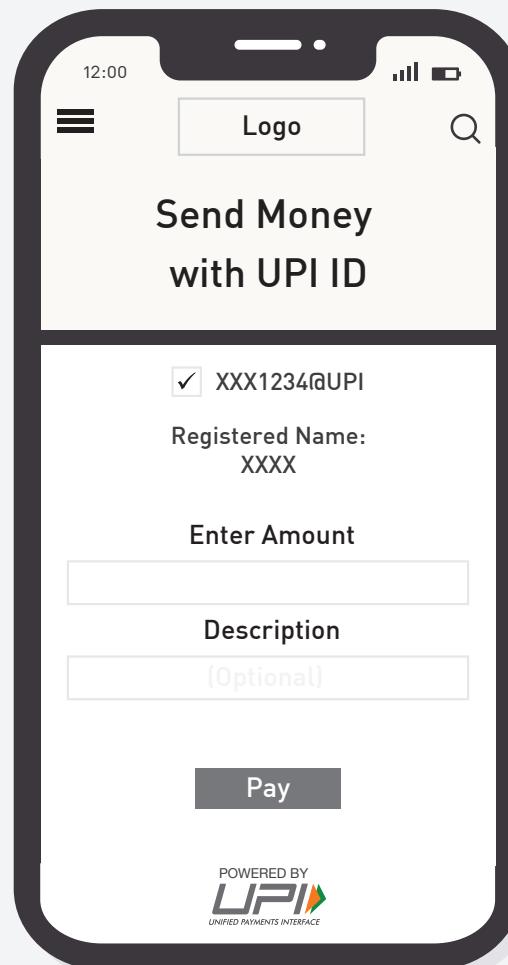


# Mobile App

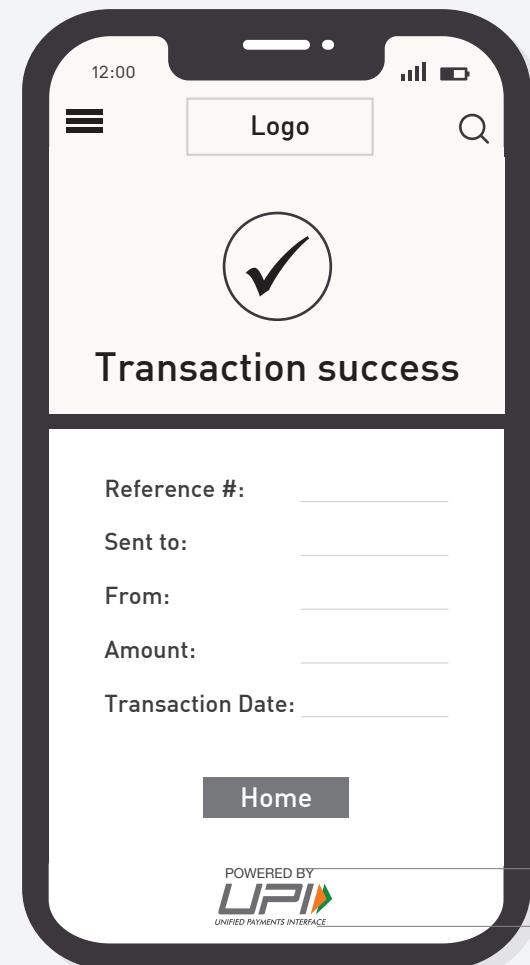
INITIATE TRANSACTION PAGE



INITIATE TRANSACTION PAGE



CONFIRMATION PAGE

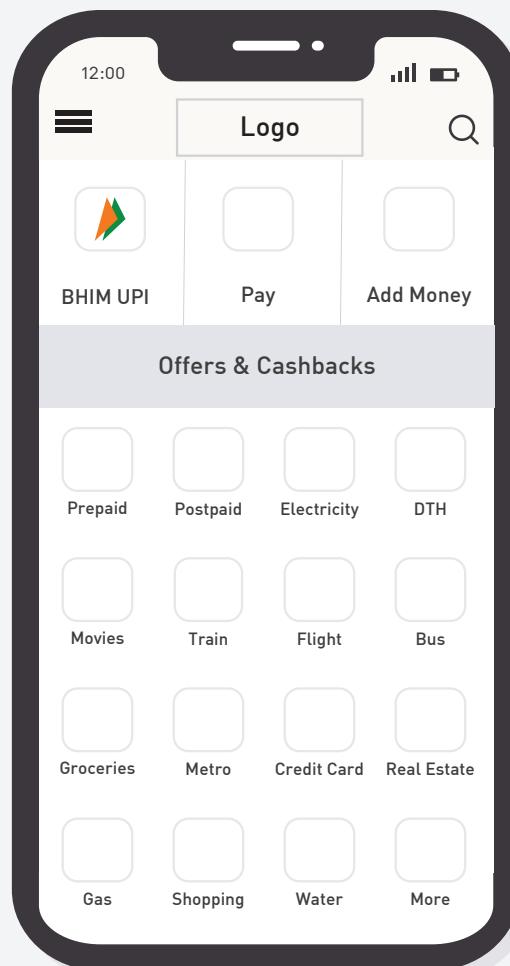


**THE LOGO USAGE:  
MERCHANT / NON-BANKING PARTNER  
APP AND WEB**

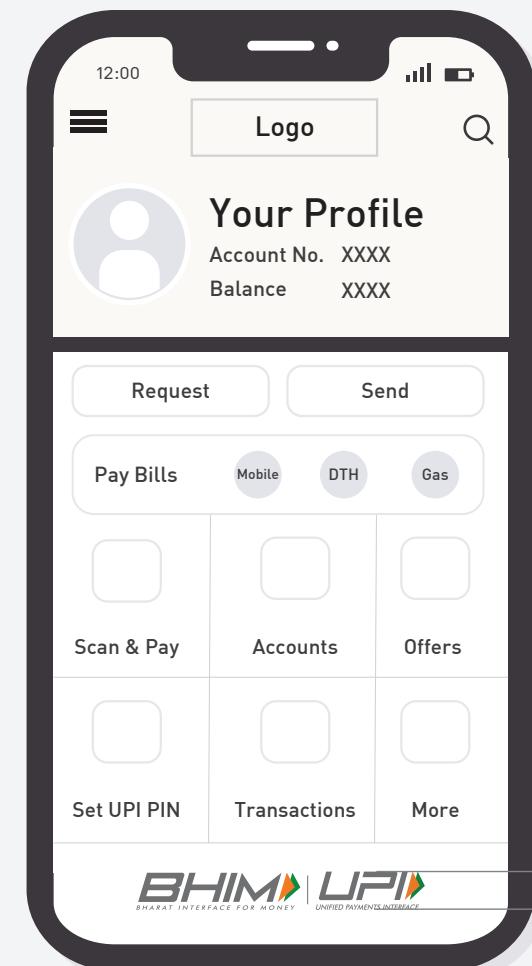
## Mobile App

In case of a Merchant/ Non-Banking Partner, 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.

HOME PAGE (MERCHANT)



HOME PAGE (BHIM UPI)

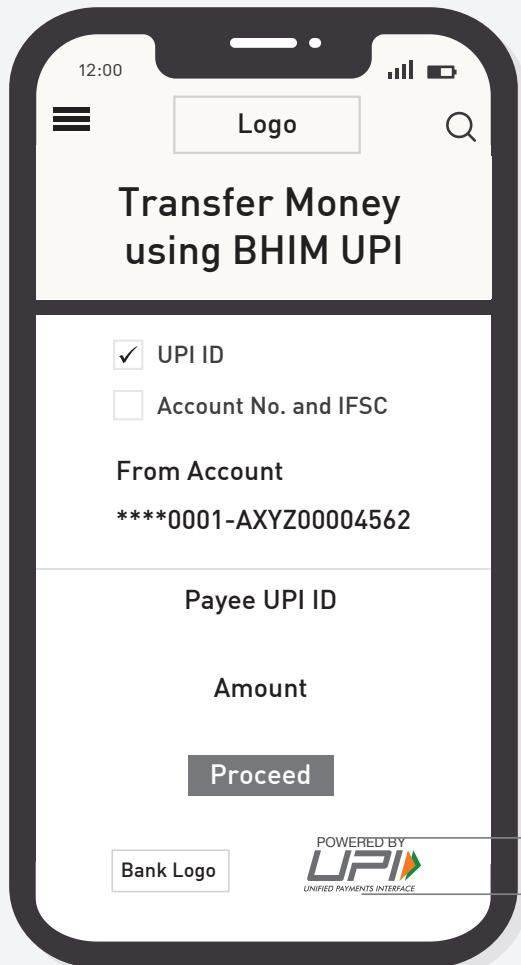


## Mobile App

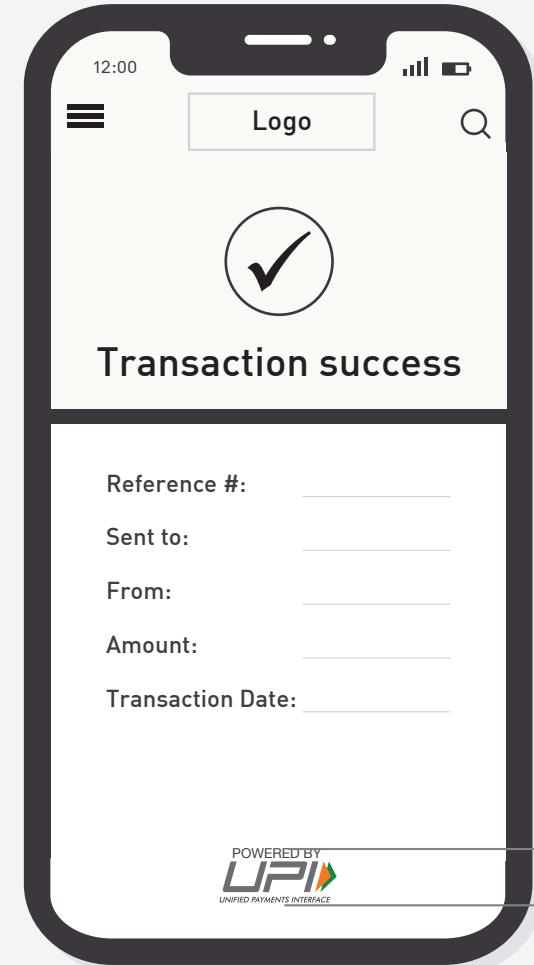
The said partner must place “Powered by UPI logo” logo unit at the bottom center of the mobile application screen on all the pages after initiating a transaction.

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

INITIATE TRANSACTION PAGE

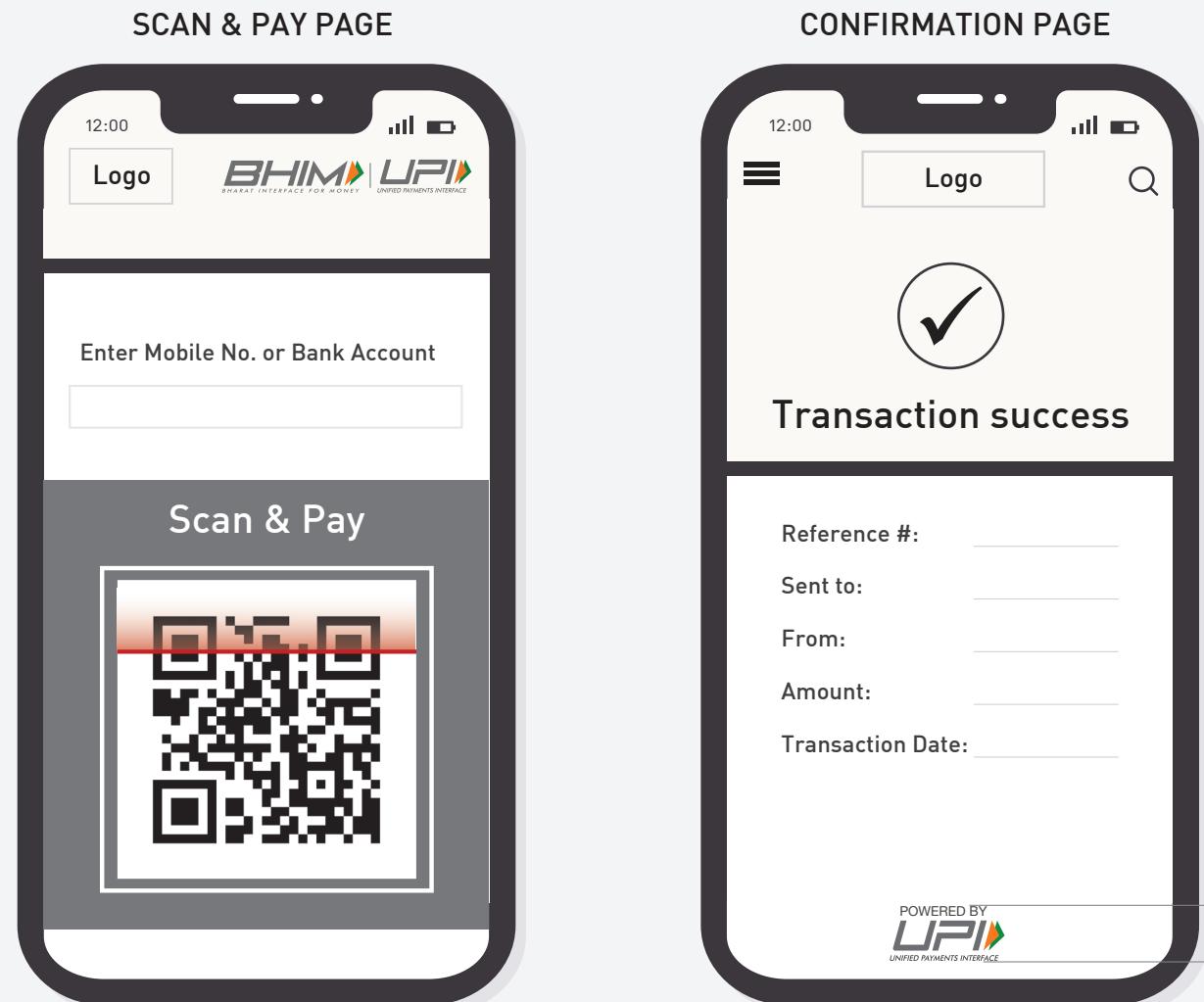


CONFIRMATION PAGE



## Mobile App

In case of a Merchant/Non-Banking Partner, 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.



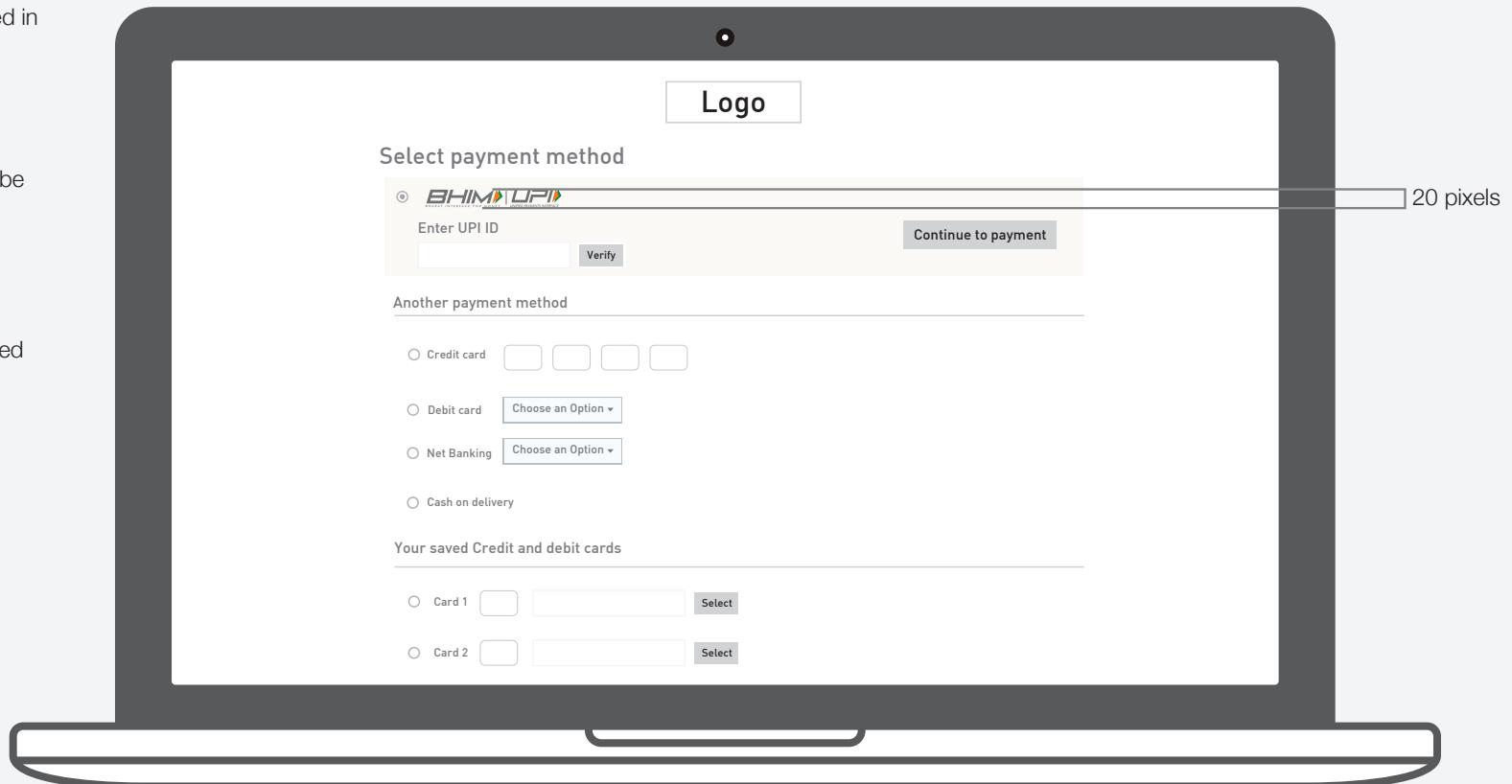
# Website //

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.

When BHIM UPI is used as a payment option, BHIM UPI logo should be used along with other payment options or Fast-Forward symbol must be accompanied by BHIM UPI in text format depending upon space available.

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.

VPA to be changed to UPI ID.



Screen 100 pixels



BHIM UPI

15 pixels



BHIM UPI

12 pixels

In case of space constraints where the BHIM UPI logo unit cannot be sized at 100 pixels (matched by width), the Fast-Forward symbol along with BHIM UPI in text form must be used. In such case, the size of Fast-Forward symbol must not be smaller than 12 pixels.

# Website

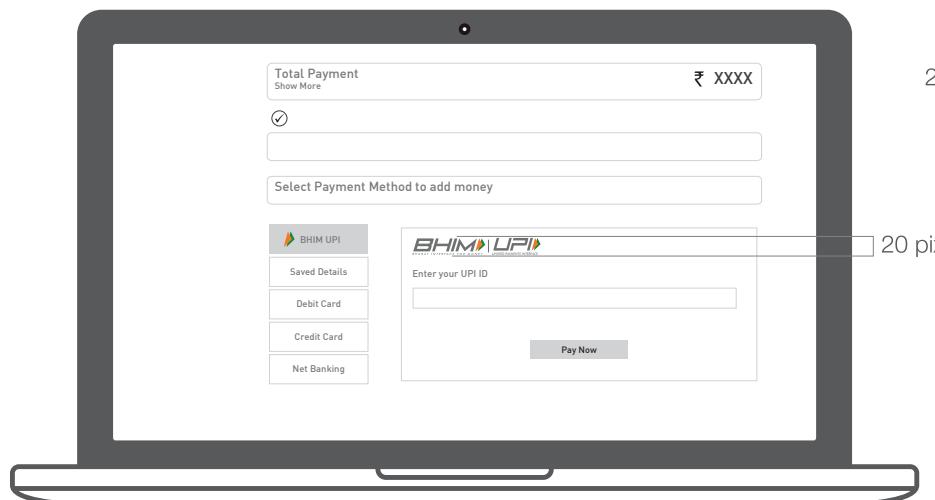
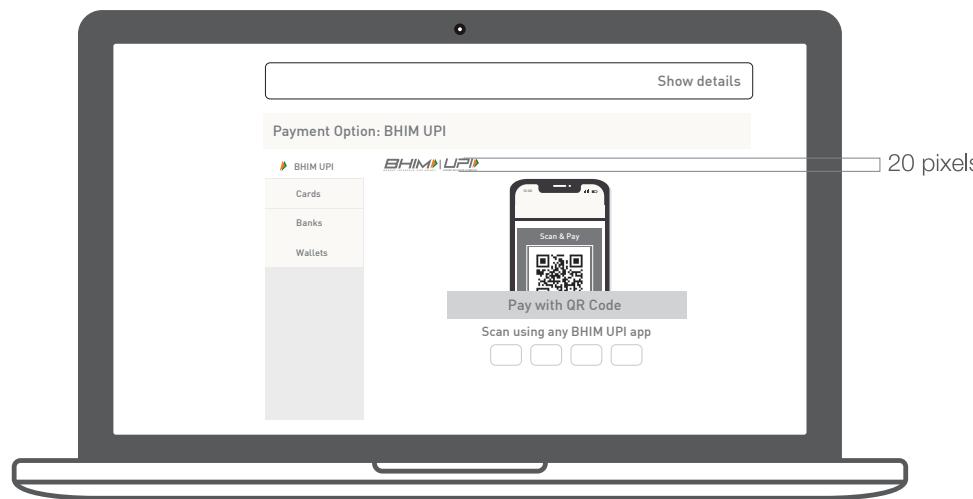
BHIM UPI logo unit must be present on every “Transaction” page to indicate that the said service has been routed through UPI.

BHIM UPI logo unit must be placed on the top left corner of the “Transaction” page only. The size of the unit must be equivalent to the size of Merchant / Partner logo on the page or 20 pixels in height, whichever is higher.

Depending upon space available, BHIM UPI logo should be used along with other payment options or Fast-Forward symbol must be accompanied by BHIM UPI in text format.

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.

VPA to be changed to UPI ID.



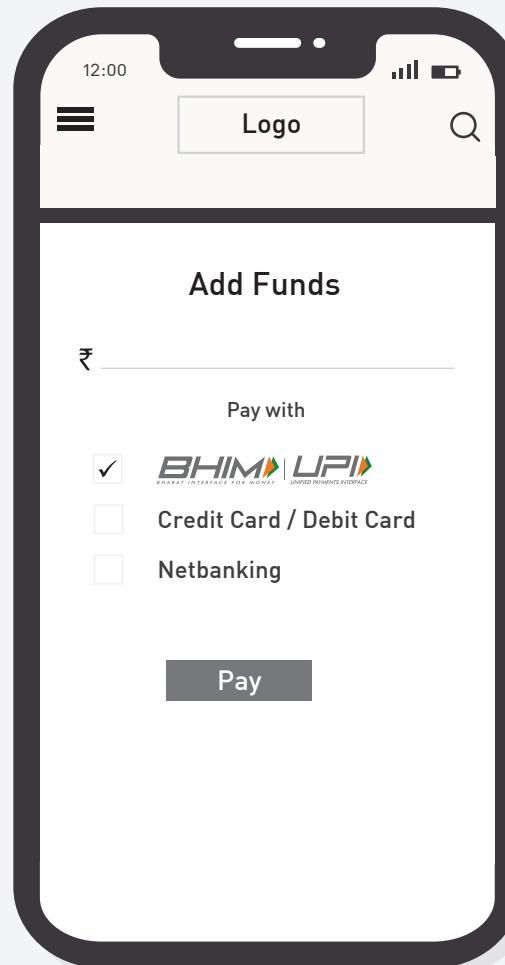
**THE LOGO USAGE:  
MERCHANT APP (INTENT CALL  
AND SDK)**

## 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



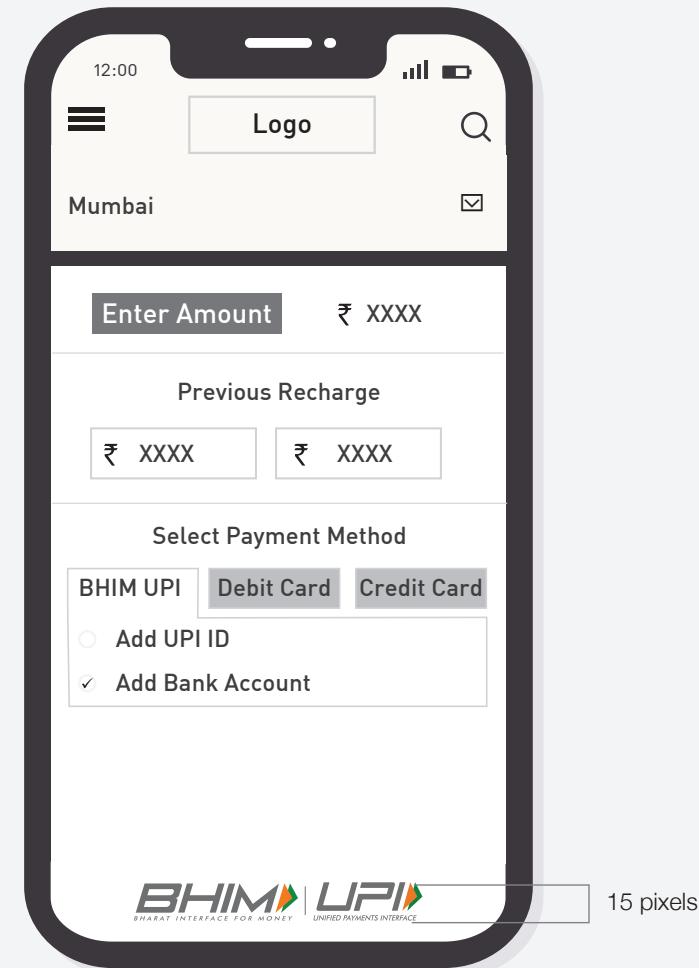
## Mobile App

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.

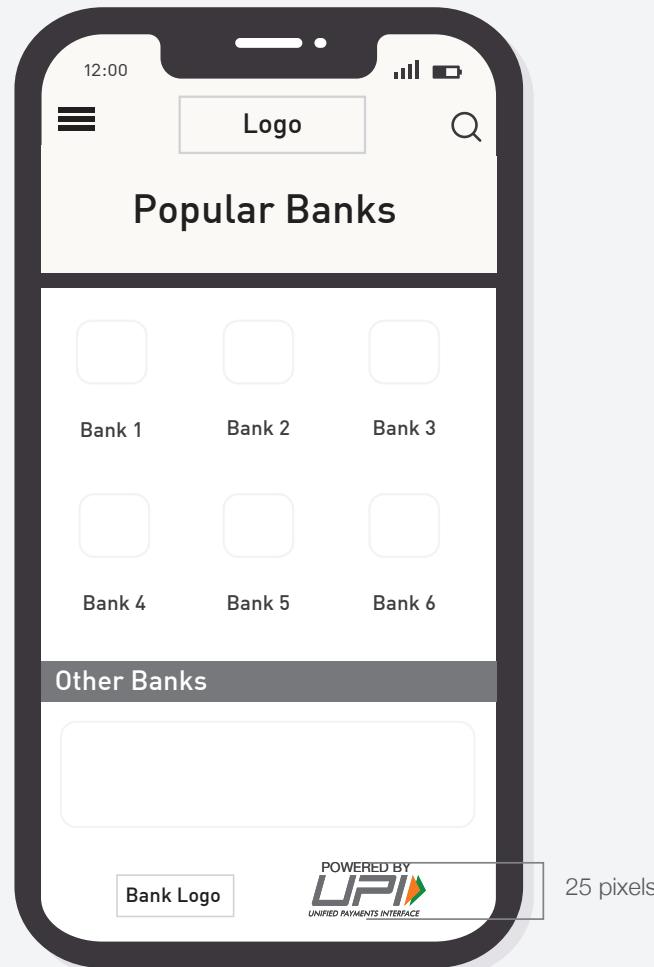
SDK PAGE



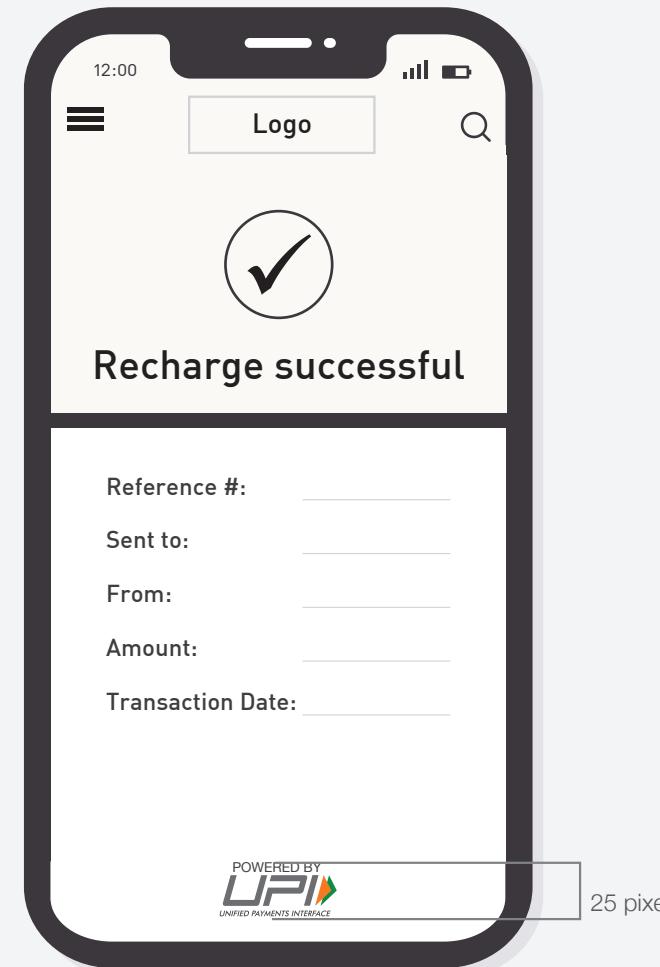
## Mobile App

"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



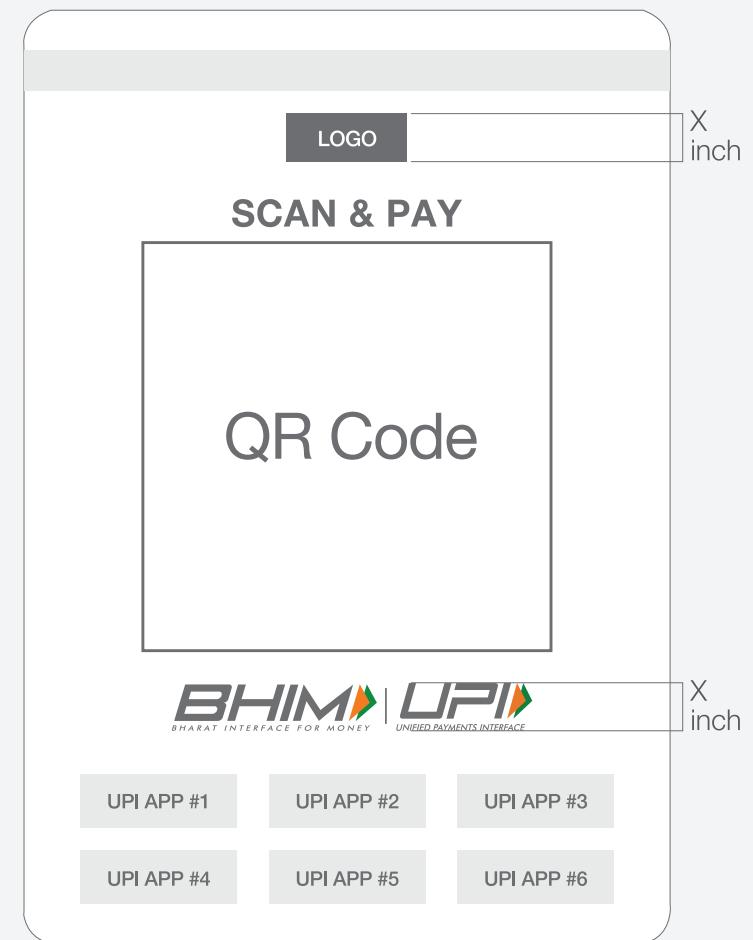
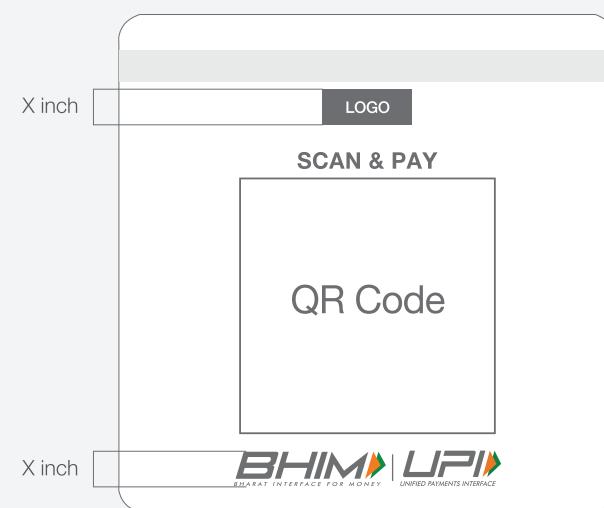
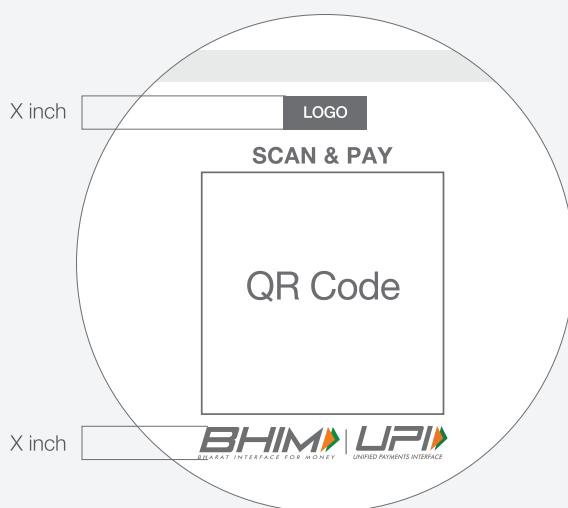
CONFIRMATION PAGE



## Offline 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.



## 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.



## **COMMUNICATION GUIDELINES:**

**BANKS | PARTNERS | MERCHANTS**

## 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.

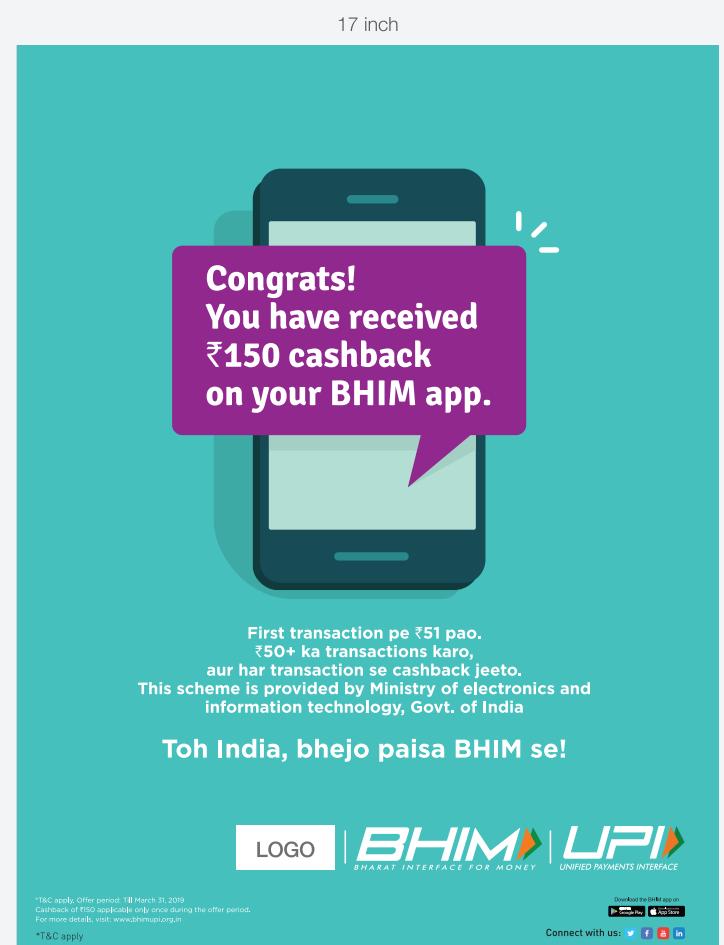
The logo unit must not be used when BHIM UPI is mentioned as a part of a sentence. It will be represented as BHIM UPI in uppercase text format.



## 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.

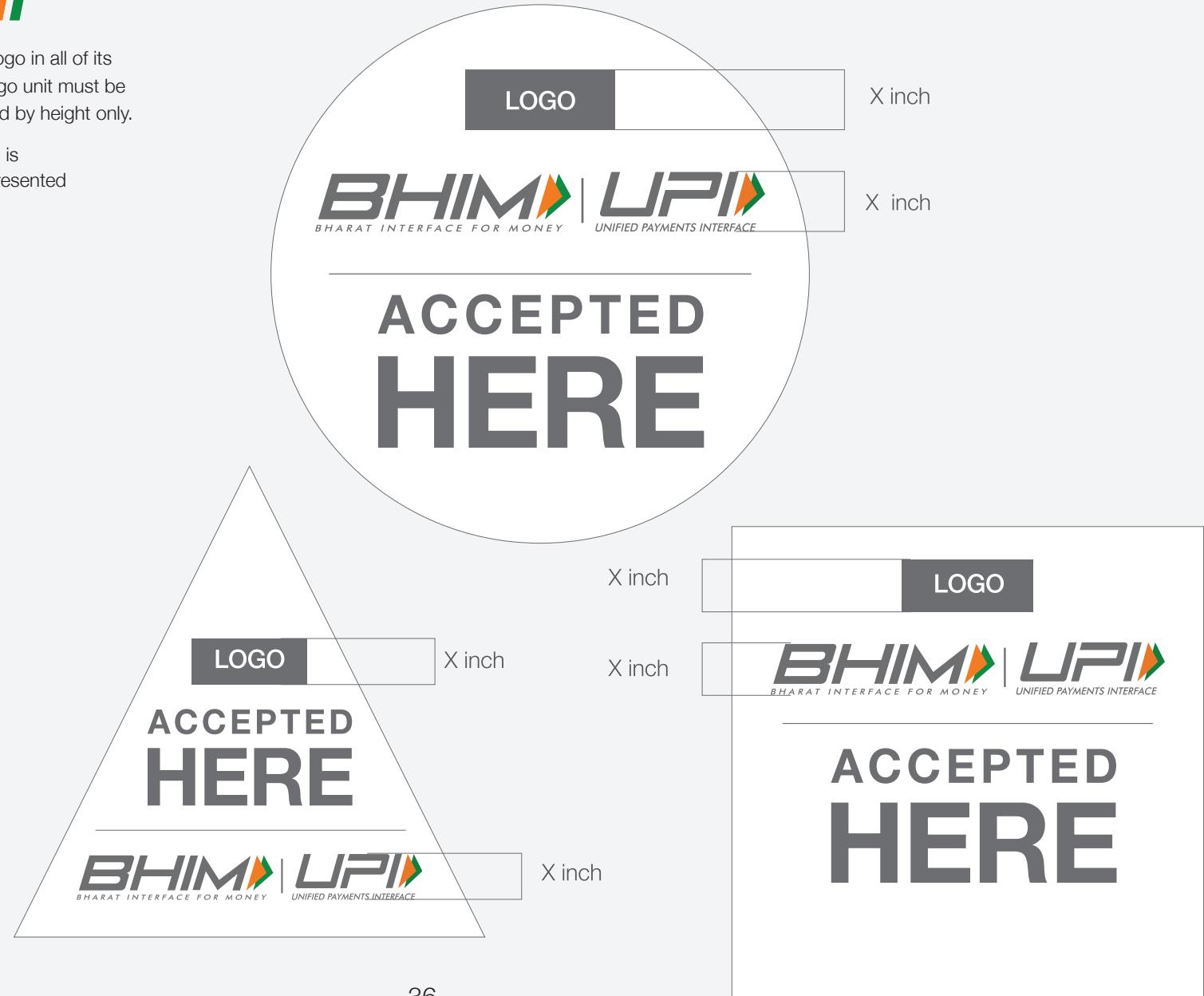
The logo unit must not be used when BHIM UPI is mentioned as a part of a sentence. It will be represented as BHIM UPI in uppercase text format.



## 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.

5.5 inch

LOGO  X

8 inch



Connect with us: 

\*T&C apply

## 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.

LOGO 

LOGO 



## 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



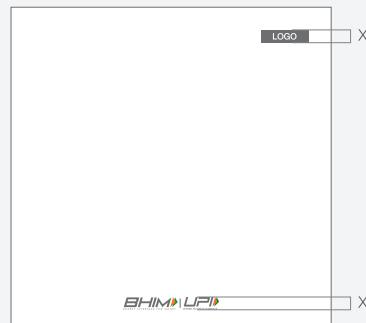
506x253



1024x512



500x500



## **Disclaimer**

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THANK YOU