

NPCI/UPI/OC-100/2020-21

11<sup>th</sup> February 2021

All Member Banks, PSPs, TPAPs, Unified Payments Interface (UPI)

Dear Sir / Madam,

**Mandatory Brand Guidelines for BHIM UPI**

NPCI introduced the BHIM UPI guidelines to the UPI ecosystem with the intent to standardise usage of BHIM UPI – logo, composition, design as well as standardize the customer experience on BHIM UPI enabled apps via circular no. NPCI/UPI/OC No.46/2017-18. The updated brand guidelines has been issued and be downloaded with this [link](#).

The following are the key amendments in the updated brand guidelines –

- 1) UPI ID – To make users aware that UPI is a fully interoperable payment system as authorised by RBI, the UPI ID of the payer should be displayed on the “app homepage” and “payment home page” for every UPI enabled app as per the specifications in the brand guidelines. The payment homepage, is where the UPI functionalities such as send, receive and scan QR icons are listed.
- 2) “Powered by UPI” logo should be used at all places where UPI APIs are being called and the transaction is being processed by UPI platform. For eg. Transaction pages, check balance, contact payment pages, transaction history pages, payment successful pages as referred in the attached guidelines.
- 3) To build trust and security in the minds of UPI users, UPI brand guidelines should be mandated at every step of UPI on-boarding process. Right from downloading the UPI app from the play store/app store /any other authorised source to a successful payment made through UPI, the usage of BHIM UPI logos should be displayed throughout the process as defined in the brand guidelines
- 4) Positioning of UPI AUTOPAY during the recurring UPI transactions as per the brand guidelines.

Member Banks, PSPs, TPAPs are hereby requested to take note of the above and ensure compliance on or before 30<sup>th</sup> April 2021. The compliance may be reported to [UPI.Product@npci.org.in](mailto:UPI.Product@npci.org.in)



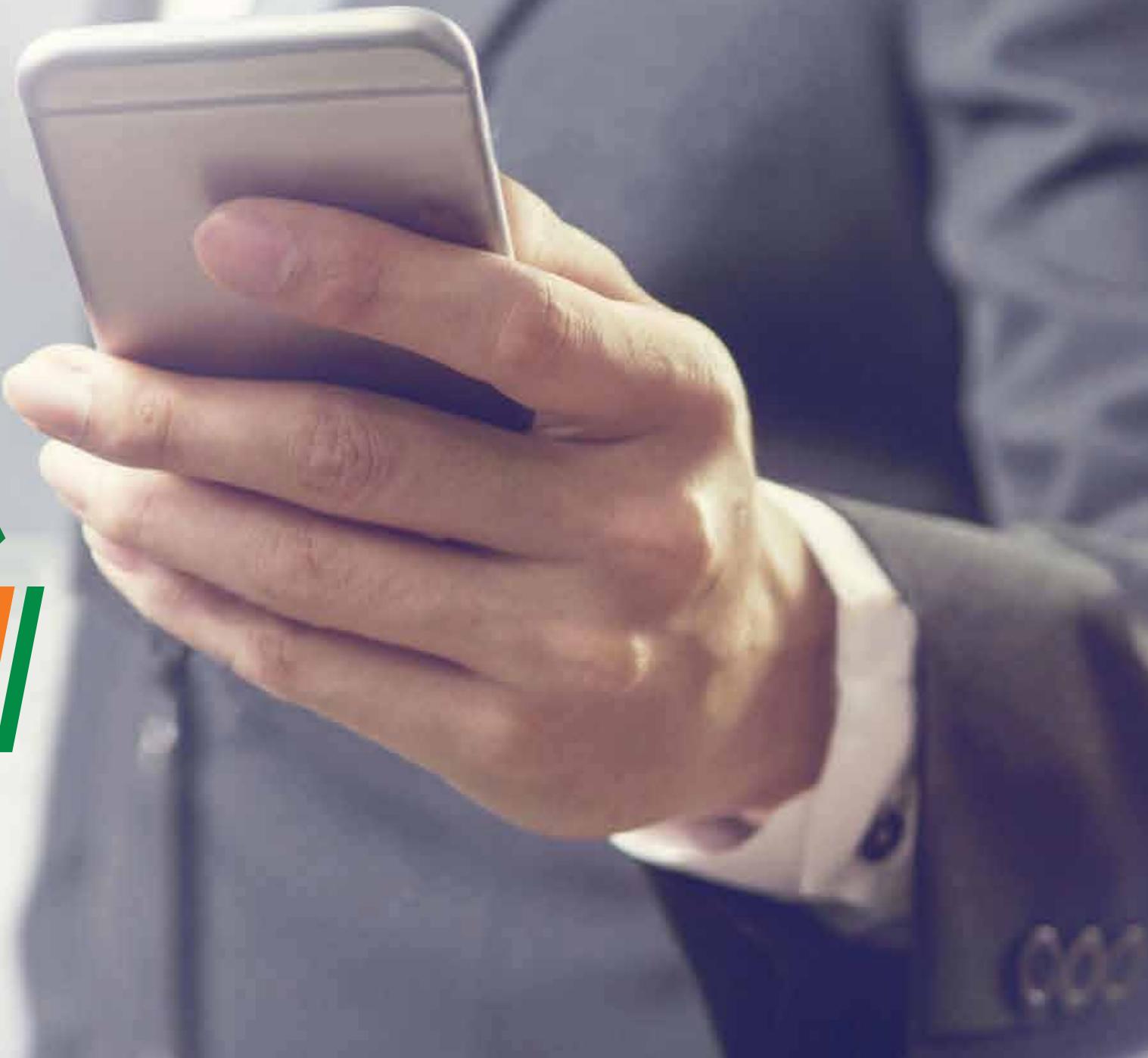
Praveena Rai

Chief Operating Officer

Annexure - BHIM UPI guidelines

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CIN: U74990MH2008NPL189067

# GUIDELINES



# Table of Content

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**

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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.



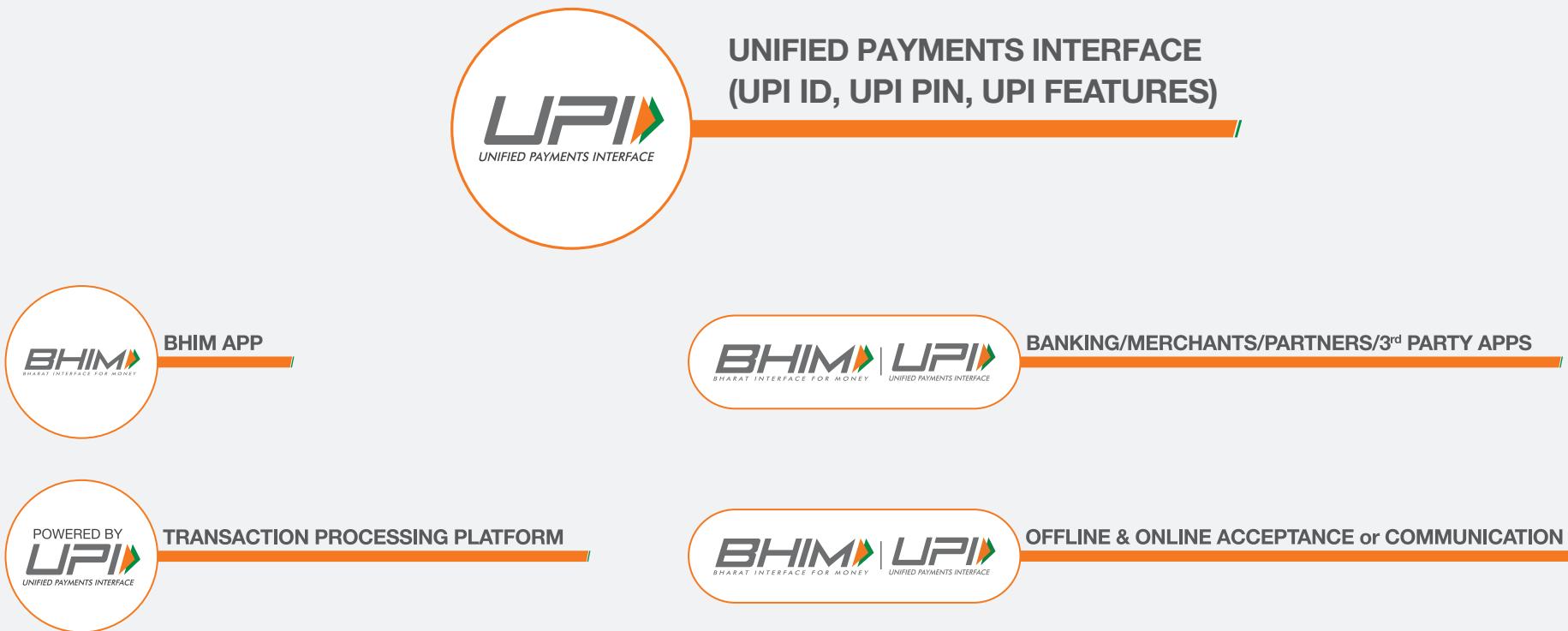
Bharat Interface for Money (BHIM) is an app that lets you make simple, easy and quick payment transactions using Unified Payments Interface (UPI). You can make instant bank-to-bank payments, pay and collect money using just Mobile number or UPI ID or Scan and pay using QR.



## 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 & Page, request money, transaction history etc

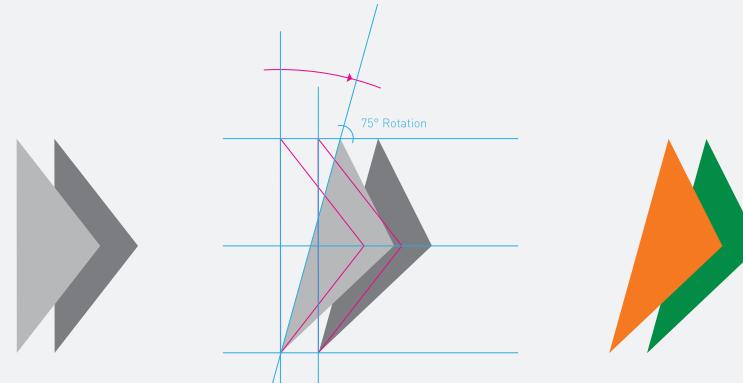


Powered by UPI Logo must be used at all places where UPI API's are being called.

## 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 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

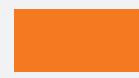
The primary colors used for the BHIM logo have been taken from the NPCI color palette. The orange brings an element of the future and freshness to this new solution for payments, while the green represents the technology that powers the UPI platform.



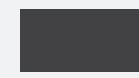
C 000 R 109  
M 000 G 110  
Y 000 B 113  
K 070



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



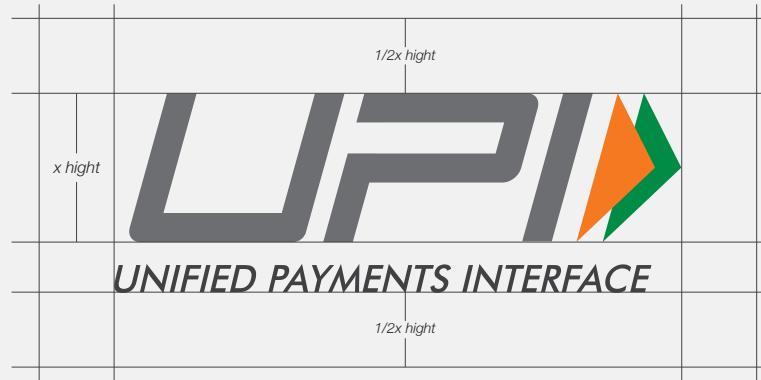
C 000 R 067  
M 000 G 066  
Y 000 B 068  
K 090



# 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.

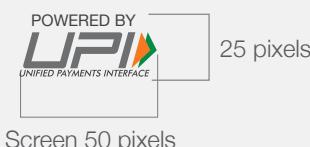
- Print: In case of a print related communication, size of the UPI logo unit must be minimum 15% in width of the layout or 30 mm (whichever is higher). For example, size of the UPI logo unit would be 31.5 mm in width for an A4 layout.
- Digital : In case of a digital communication, size of the UPI logo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



Print 31.5 mm

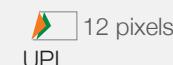


Screen 40 pixels



25 pixels

Screen 50 pixels



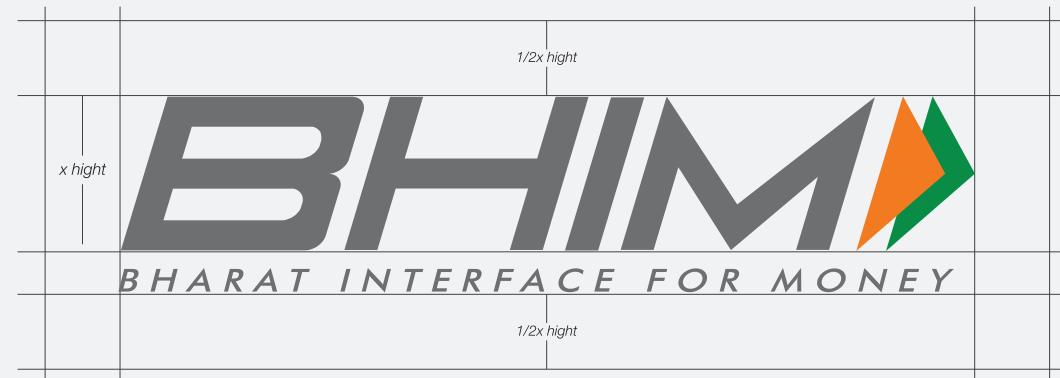
12 pixels

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



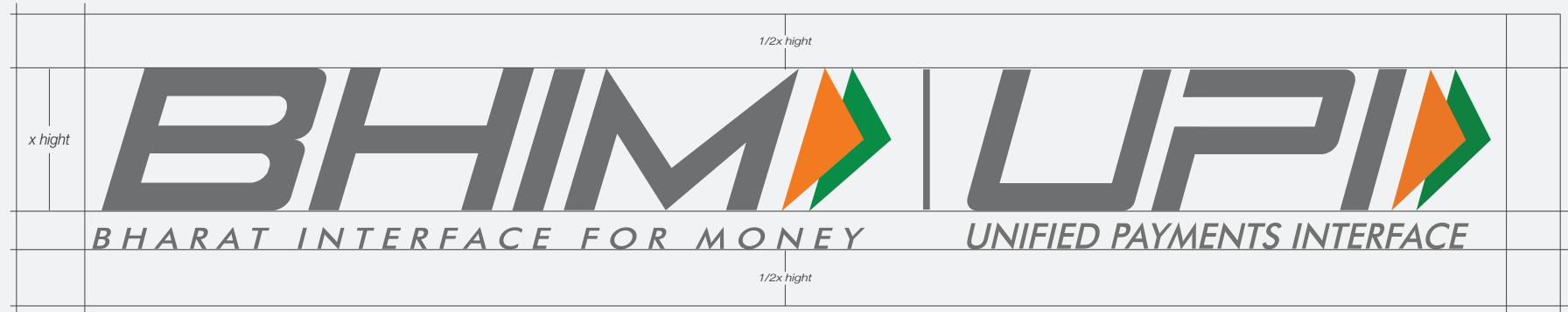
Screen 62 pixels



10

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



Changing the angle  
of the symbol



Separating both  
symbols



Flipping the  
symbols



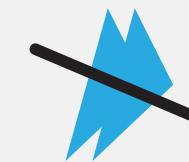
Merging Fast-Forward symbol  
with any merchant logo as a unit



Inter-changing the  
color patterns



Changing the color  
patterns completely



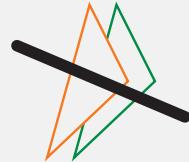
Monocolour symbol



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.



Examples of incorrect usage



## 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.



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



# 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

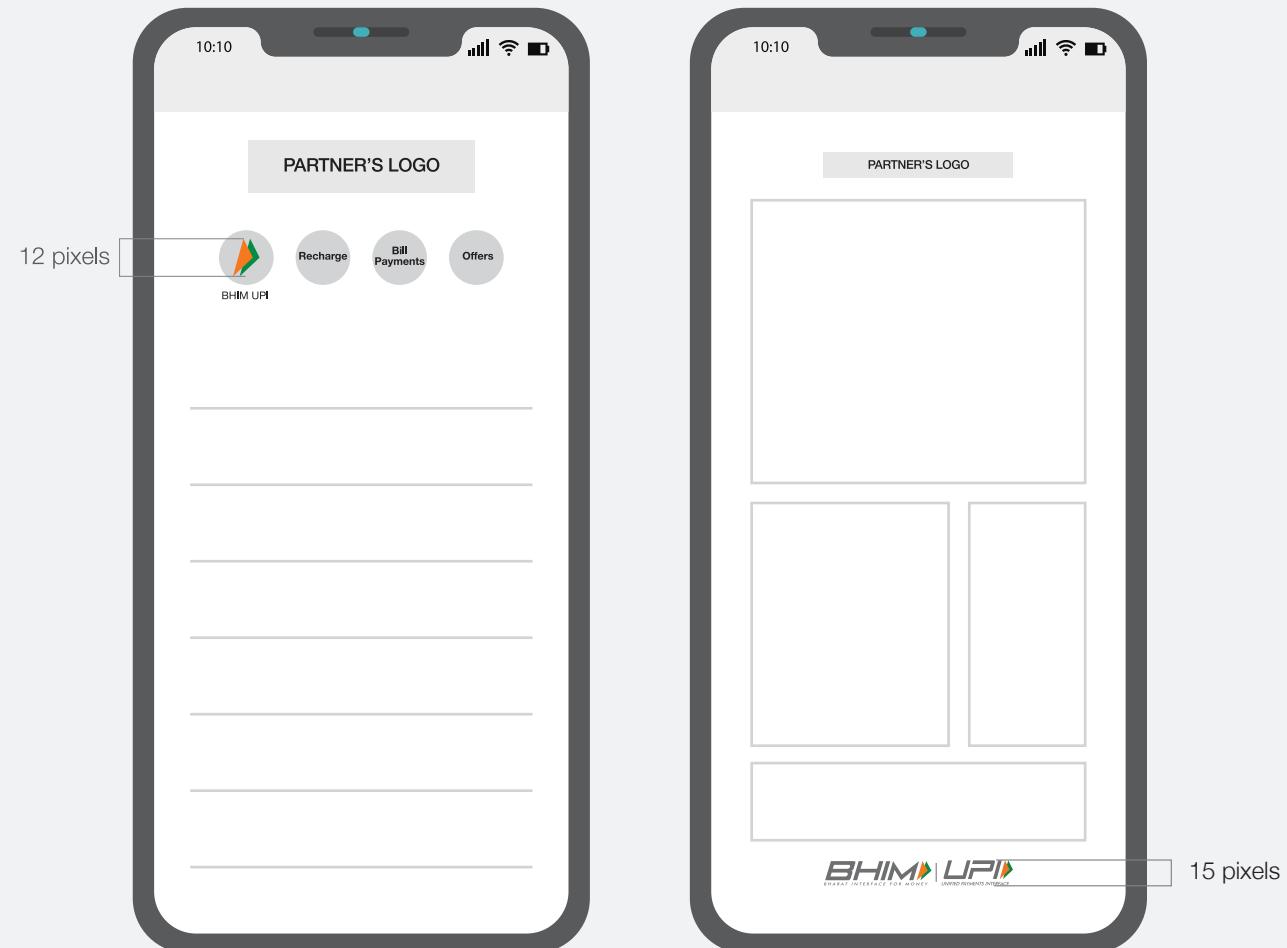
# **BHIM | UPI Logo Usage**

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.



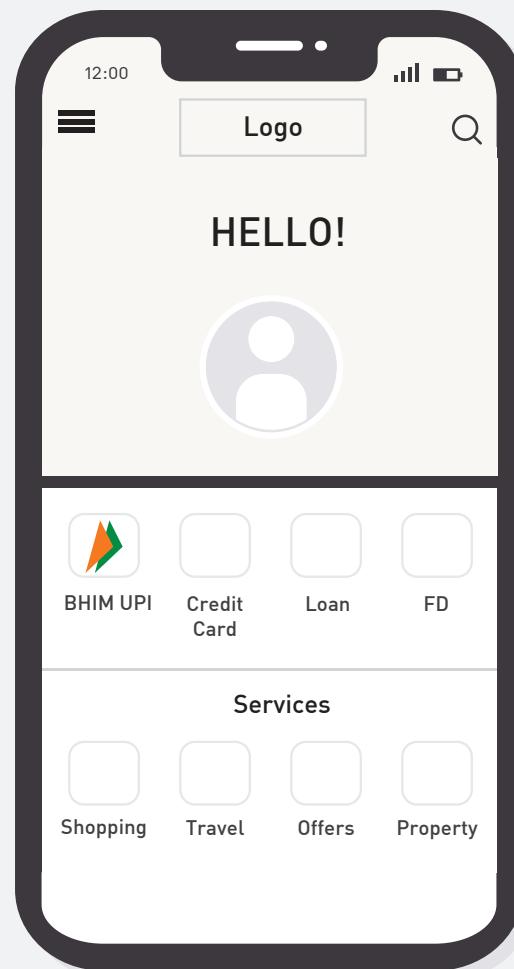
## **THE LOGO USAGE: MOBILE BANKING APP (UPI OPTION)**

## Mobile App

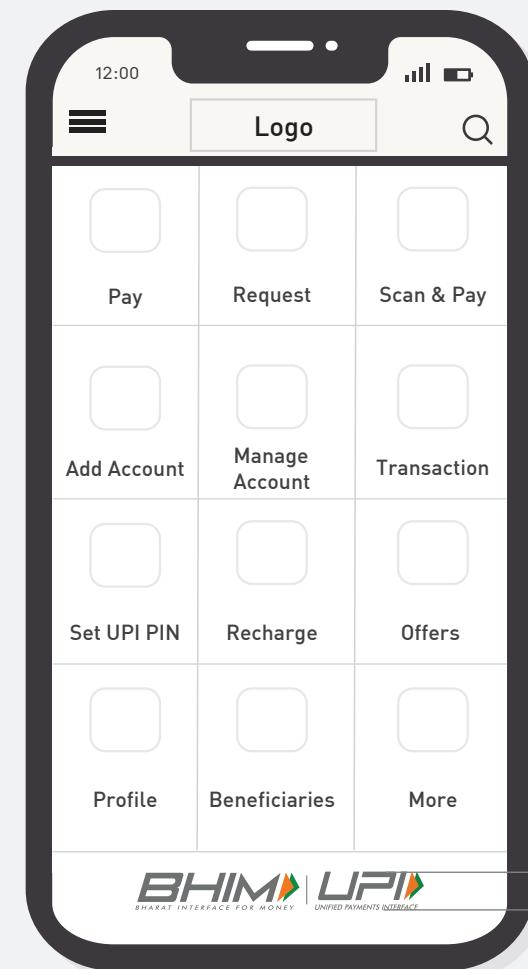
In case of a mobile banking application which uses services with UPI technology, must use BHIM UPI logo on the home page post-login in a prominent position as represented. The BHIM UPI logo must also be used on the home page of the BHIM UPI screen at the bottom center position as represented.

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)**

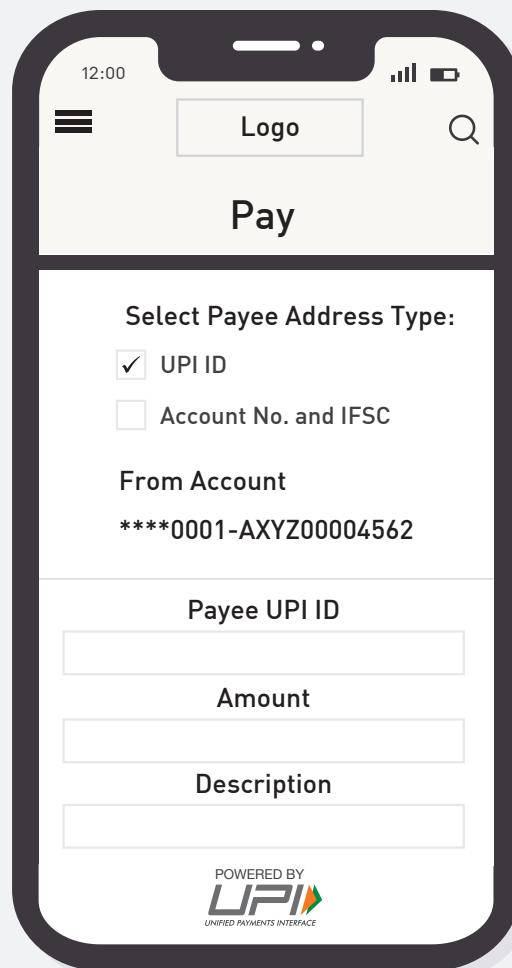


## Mobile App

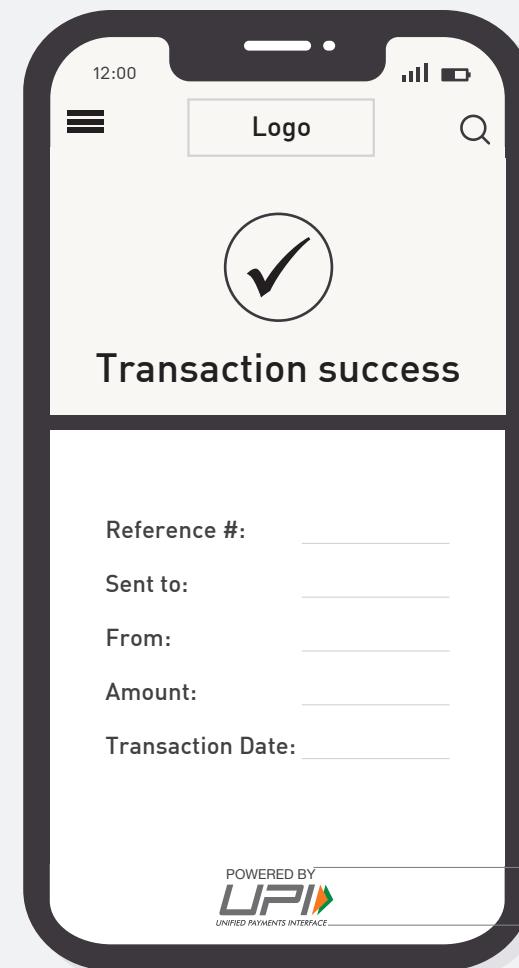
The said banking partner must place "Powered by UPI" logo unit at the bottom center of the mobile application screen on all pages pertaining to UPI like Send Money, Collect/Request Money, Generate QR Code, UPI ID Page, Balance Enquiry, Transaction/Confirmation page etc.

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

### INITIATE TRANSACTION PAGE



### CONFIRMATION PAGE





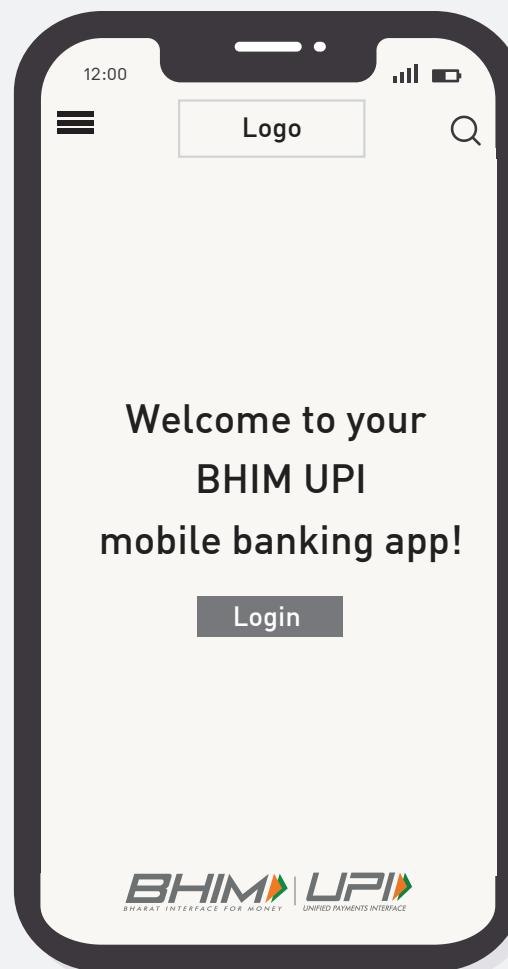
**THE LOGO USAGE:  
BANK UPI PSP APP**



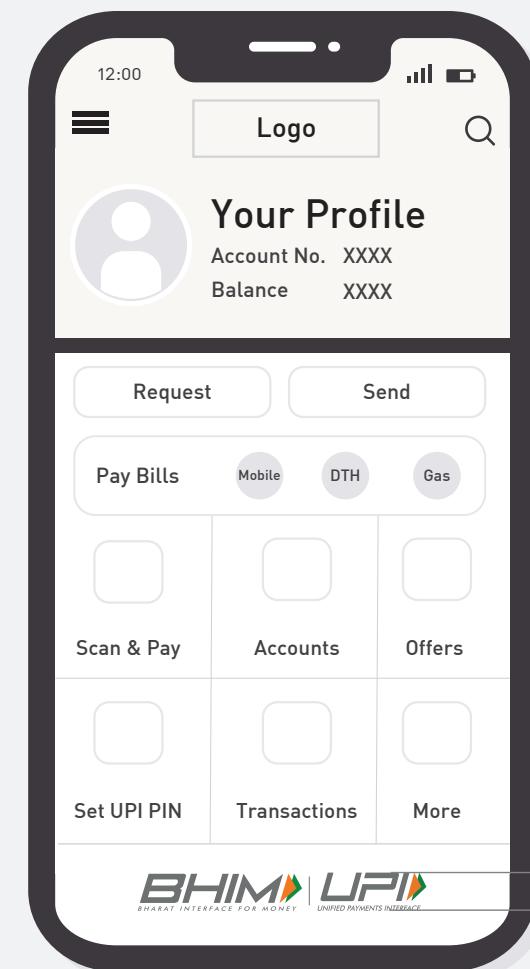
## Mobile App

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



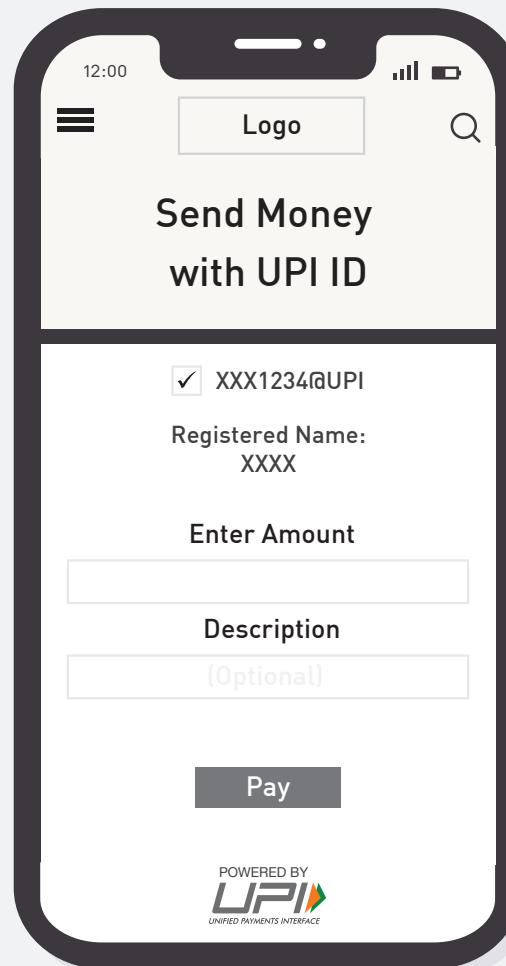
# Mobile App

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

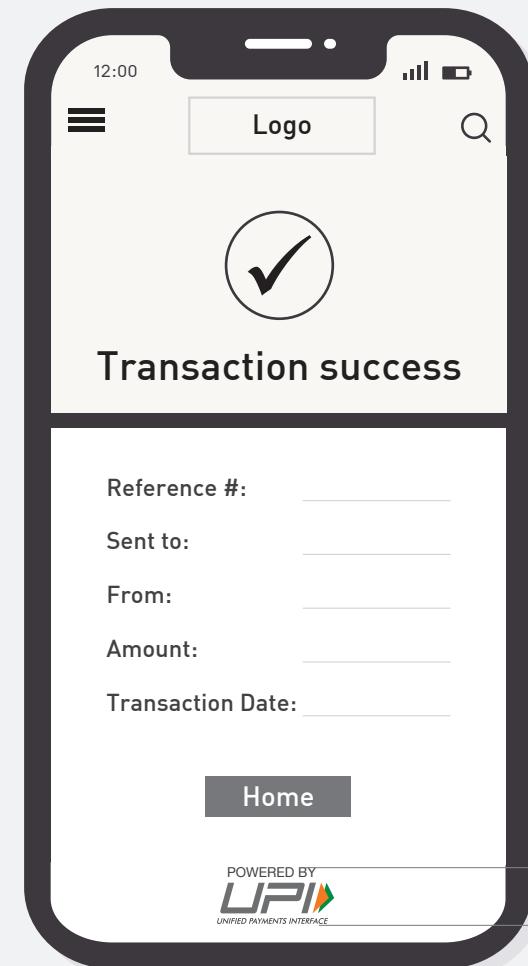
INITIATE TRANSACTION PAGE



INITIATE TRANSACTION PAGE



CONFIRMATION PAGE

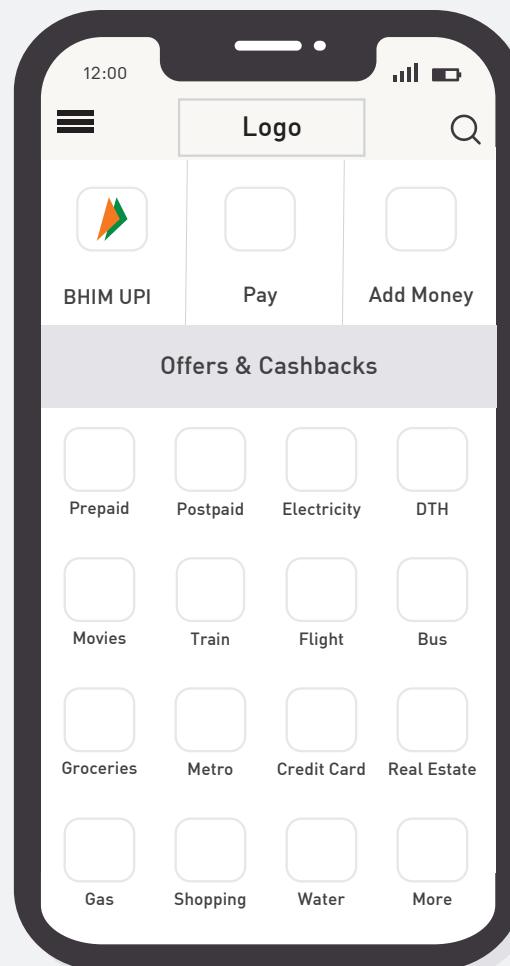


**THE LOGO USAGE:  
MERCHANT / NON-BANKING PARTNER  
APP AND WEB**

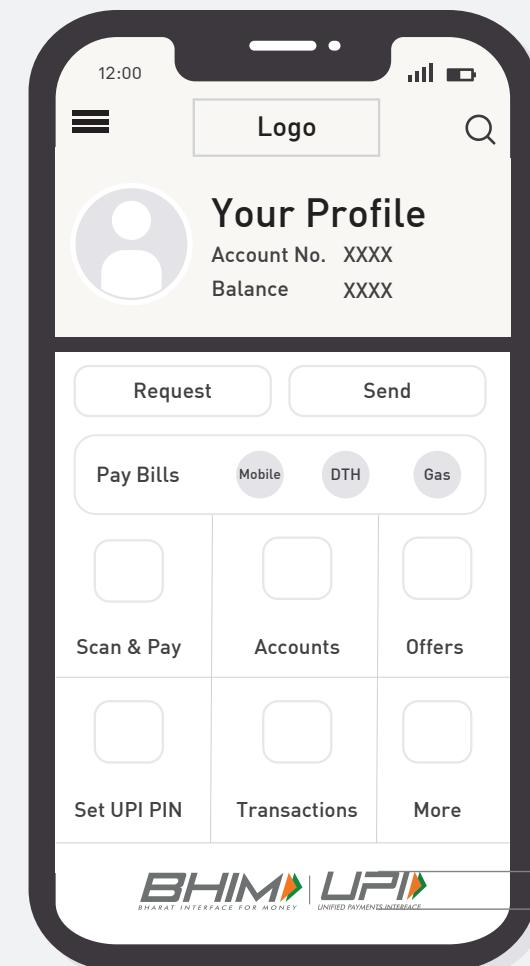
## Mobile App

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)



15 pixels

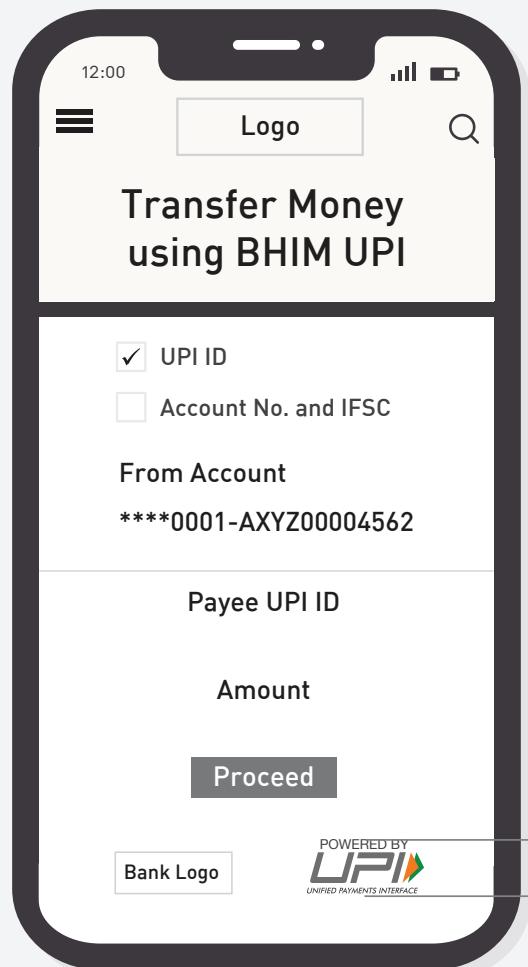
## Mobile App

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.

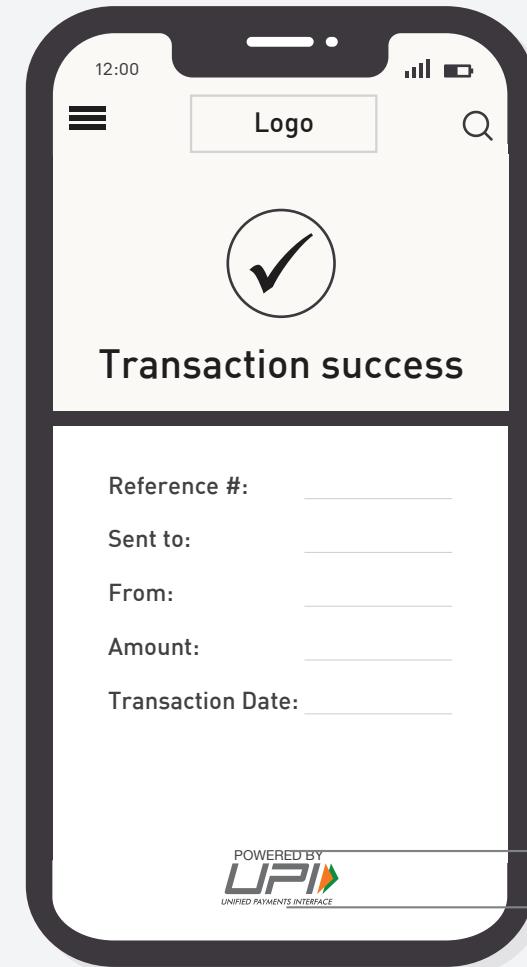
“Any third party UPI App integrated with bank’ SDK ( invoking NPCI Library) should display branding of partnering bank on all the UPI Payment pages”

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

INITIATE TRANSACTION PAGE



CONFIRMATION PAGE

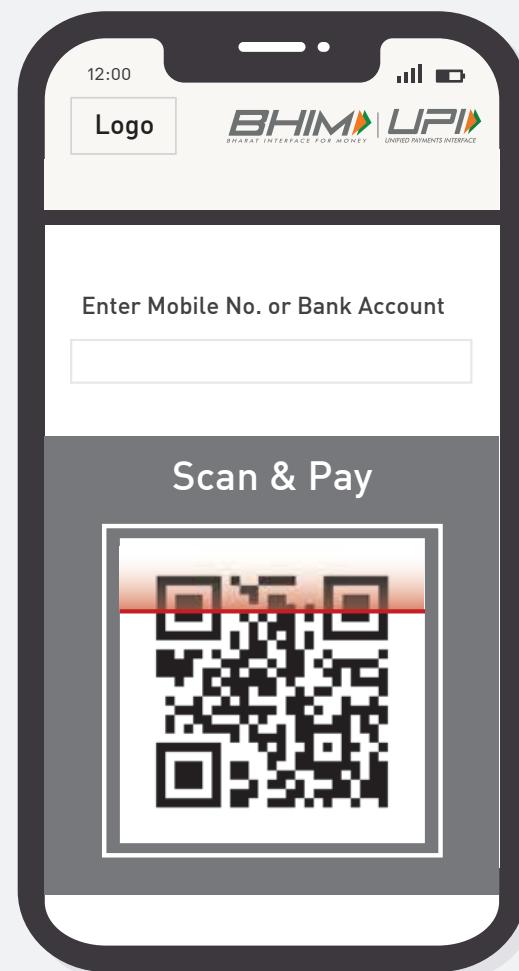


## Mobile App

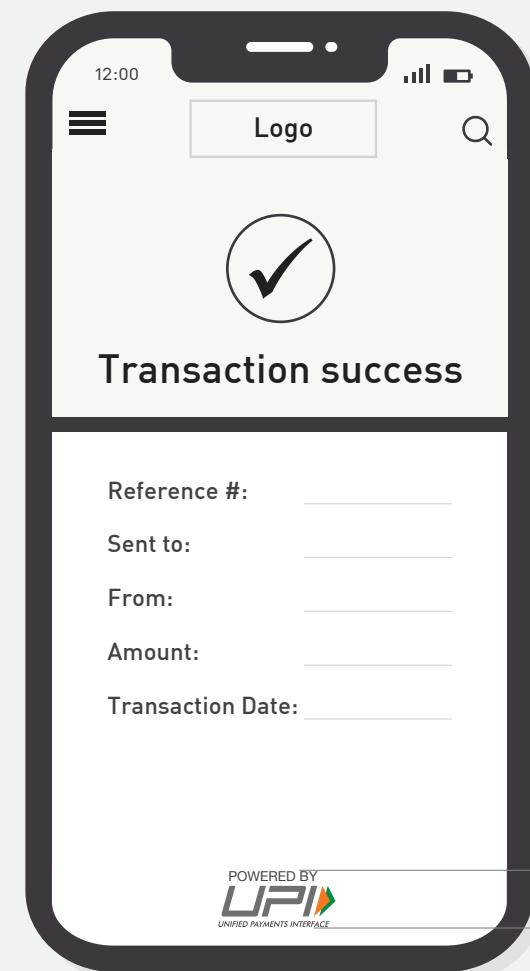
In case of a Merchant/Non-Banking Partner, which uses UPI for transaction fulfillment through “Scan & Pay” services, must place BHIM UPI logo unit on the top right corner of the mobile application screen. The said partner must place “Powered by UPI” logo unit at the bottom center of the mobile application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

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

SCAN & PAY PAGE



CONFIRMATION PAGE



25 pixels

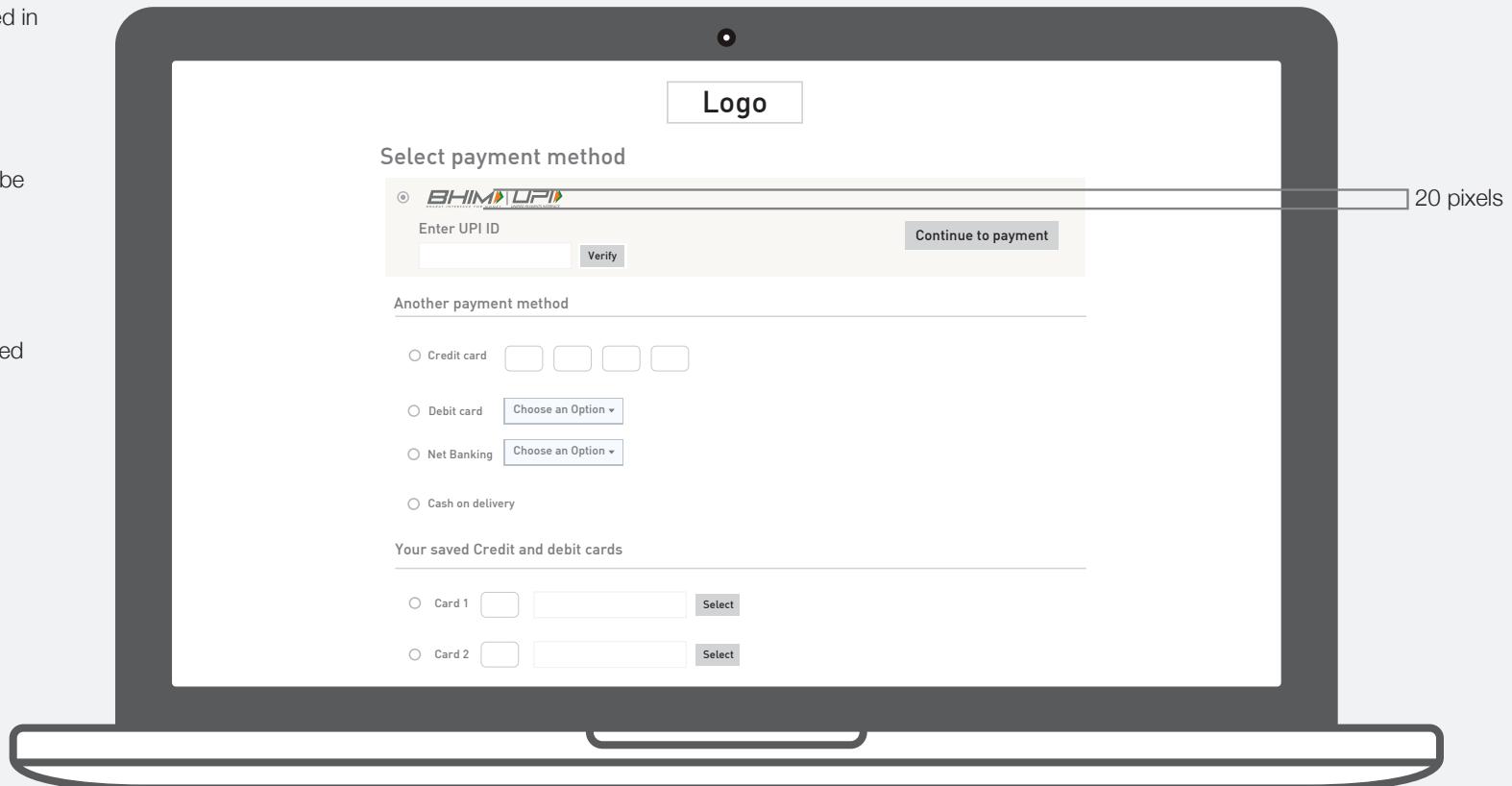
# Website //

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

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

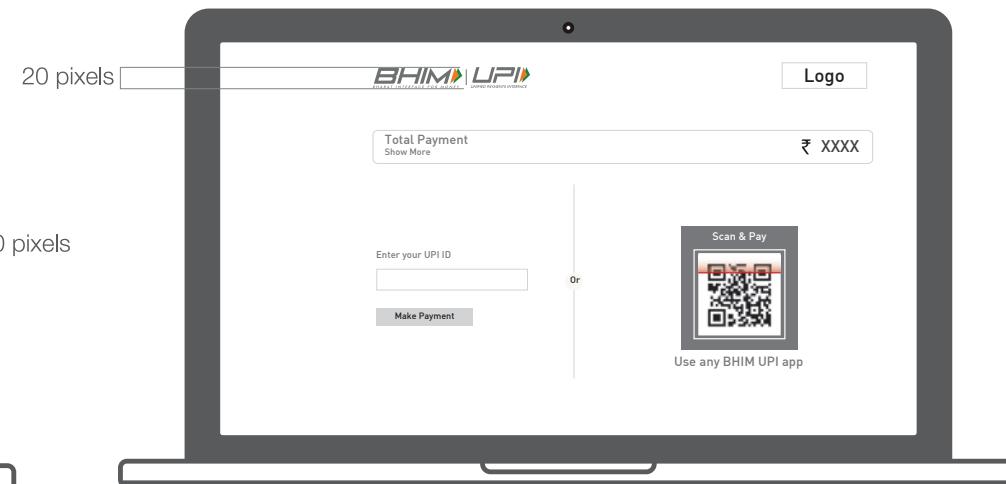
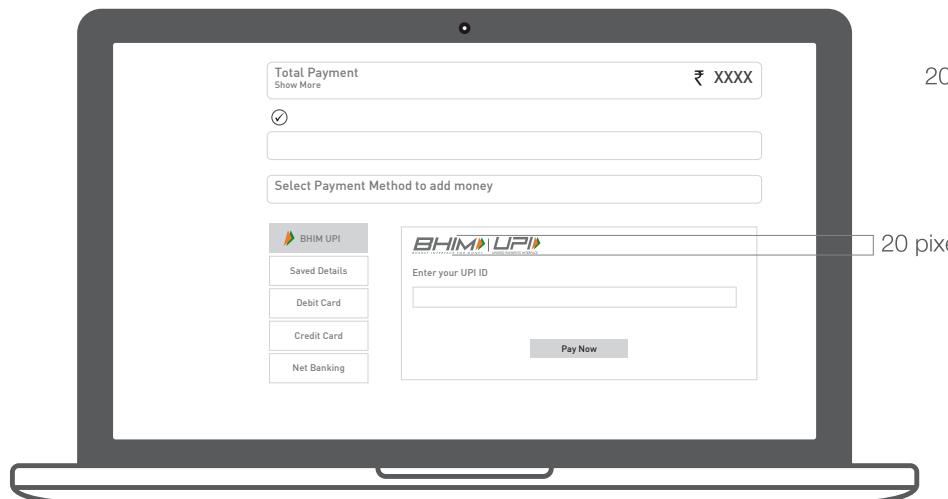
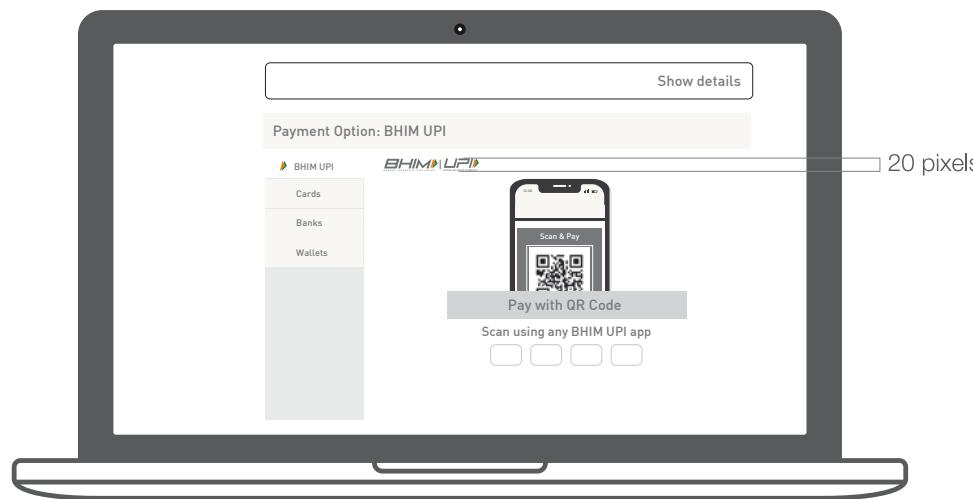
BHIM UPI logo unit must be present on every “Transaction” page to indicate that the said service has been routed through UPI.

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.



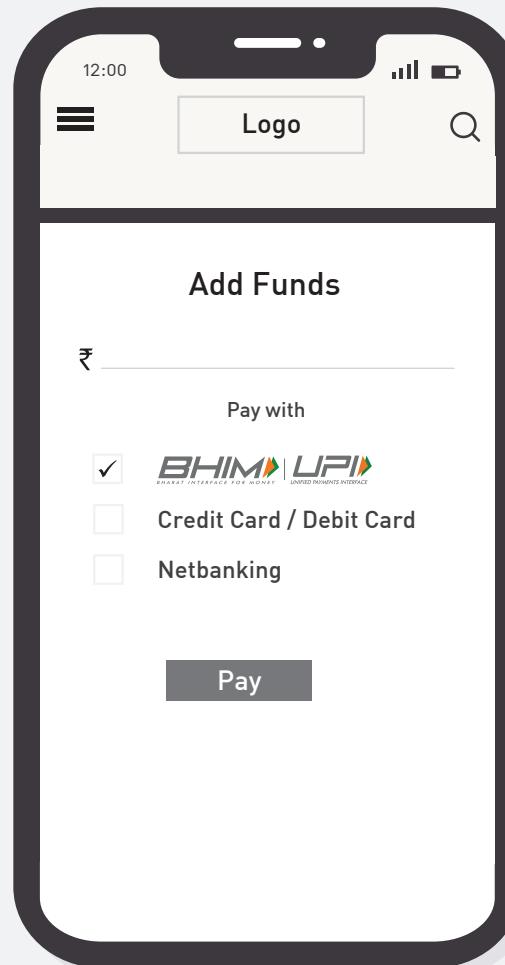
**THE LOGO USAGE:  
MERCHANT APP (INTENT CALL  
AND SDK)**

## 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



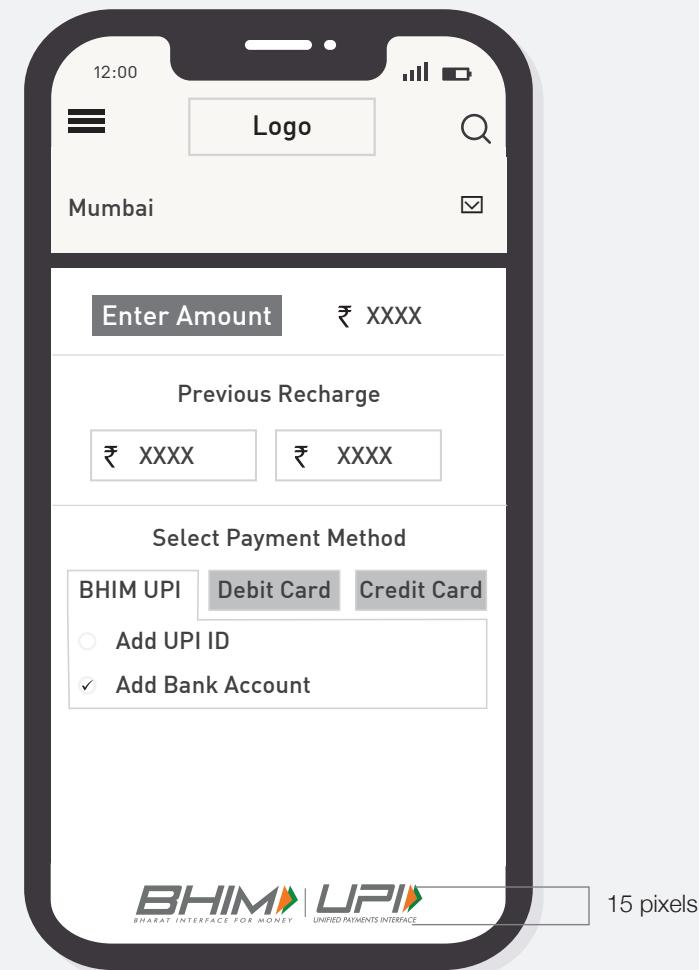
## Mobile App

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.

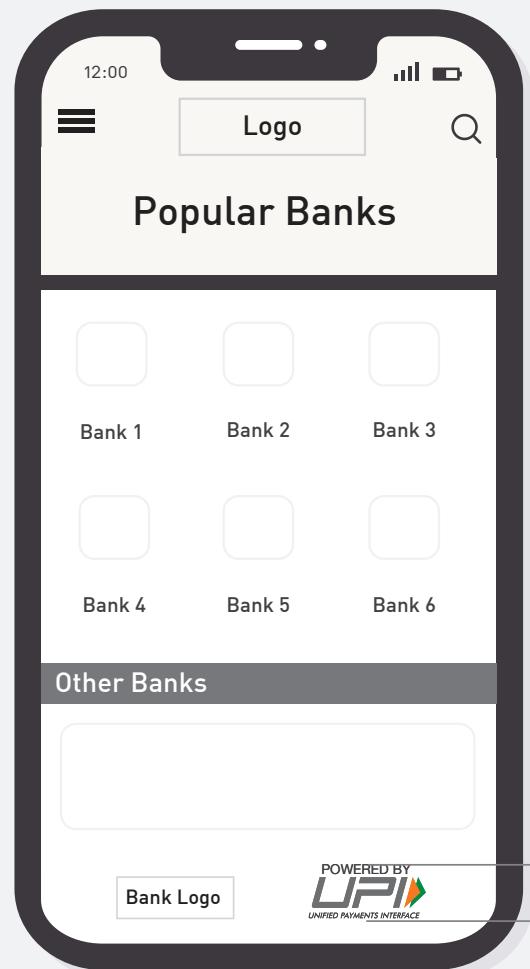
SDK PAGE



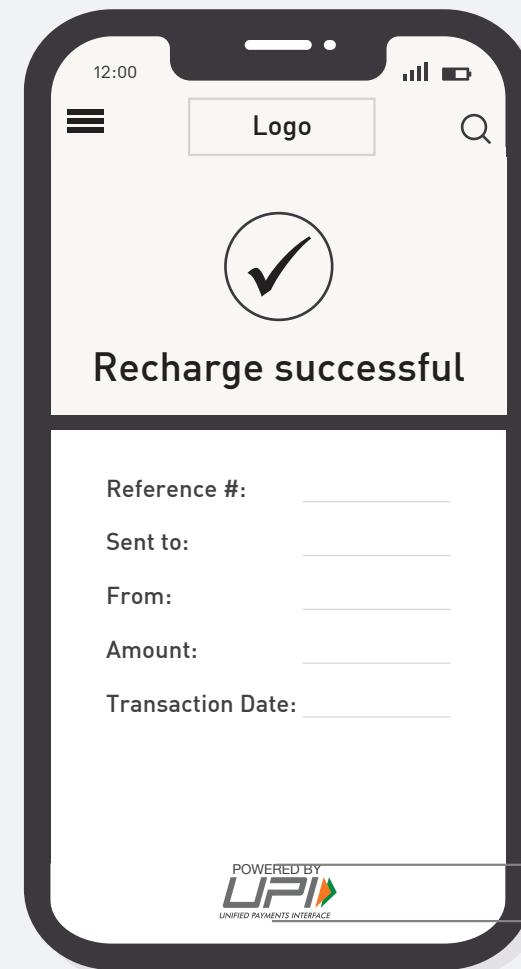
## Mobile App

"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



## 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.

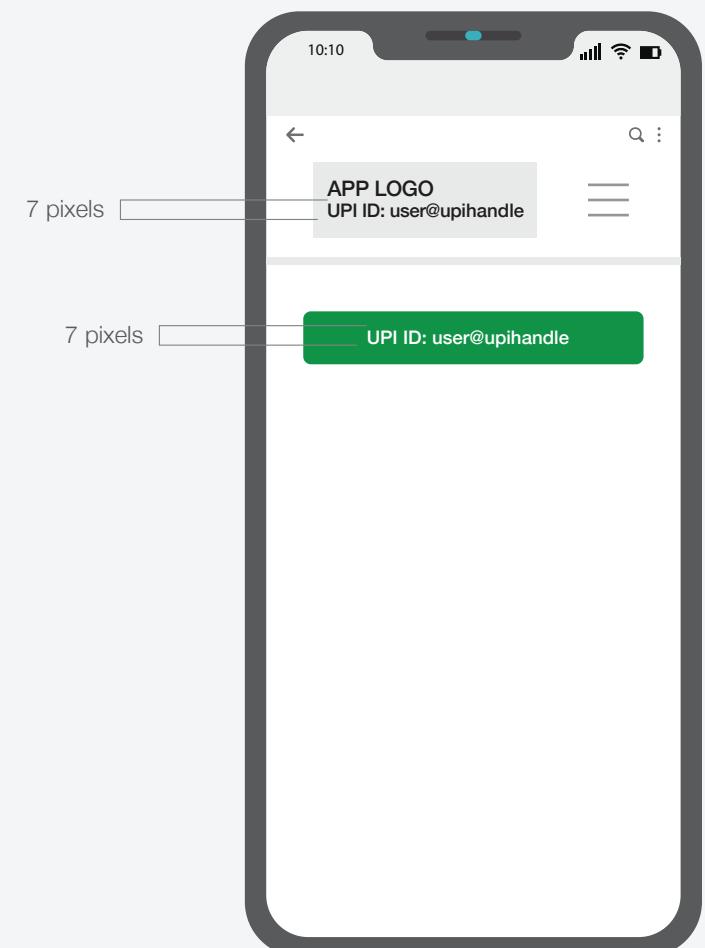
Font size: UPI ID should be clearly visible and equal to the size of app logo in height.

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

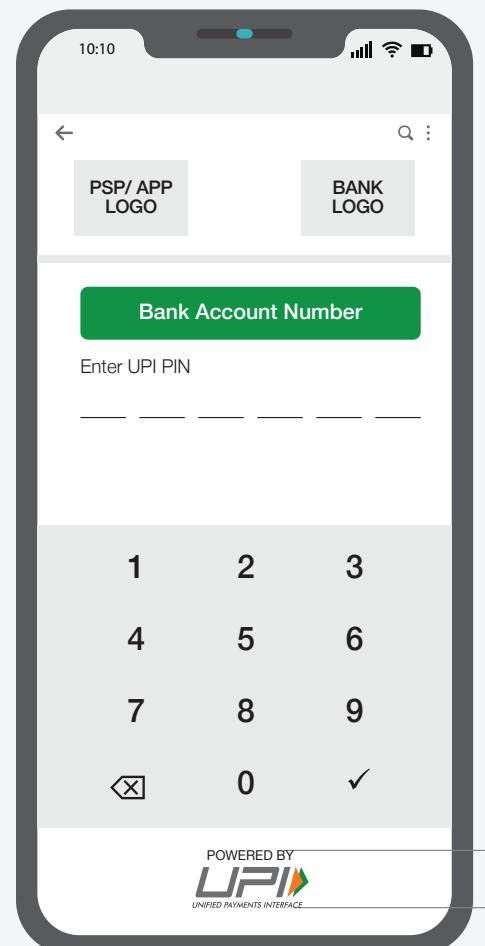


**UPI PIN**

# What is UPI PIN

## What is UPI PIN?

UPI PIN is the personal identification number. It is either 4 or 6 digit passcode which a user needs to set while registering on an UPI app for the first time. It's 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.

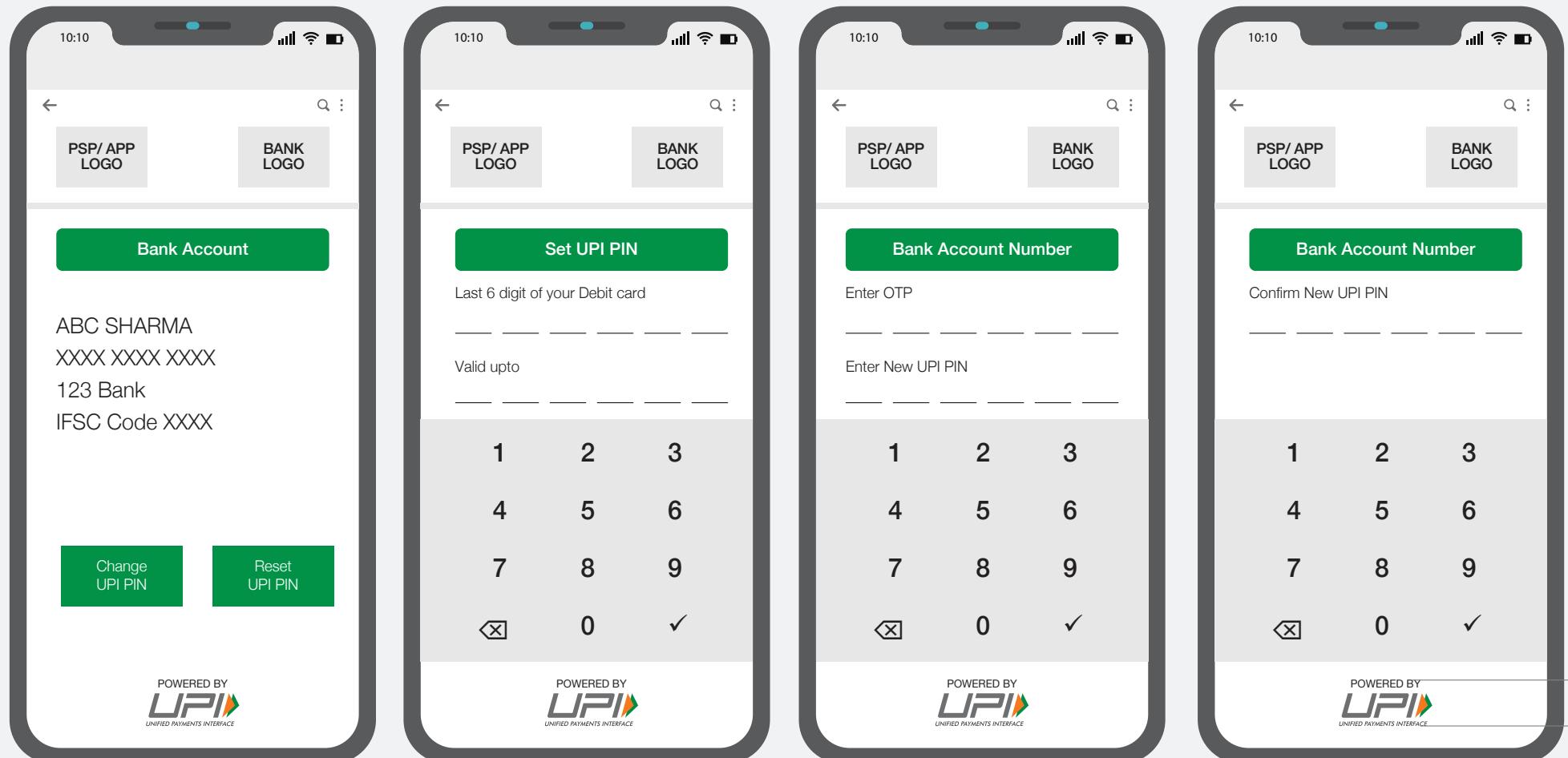


## Reset UPI PIN

### 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.



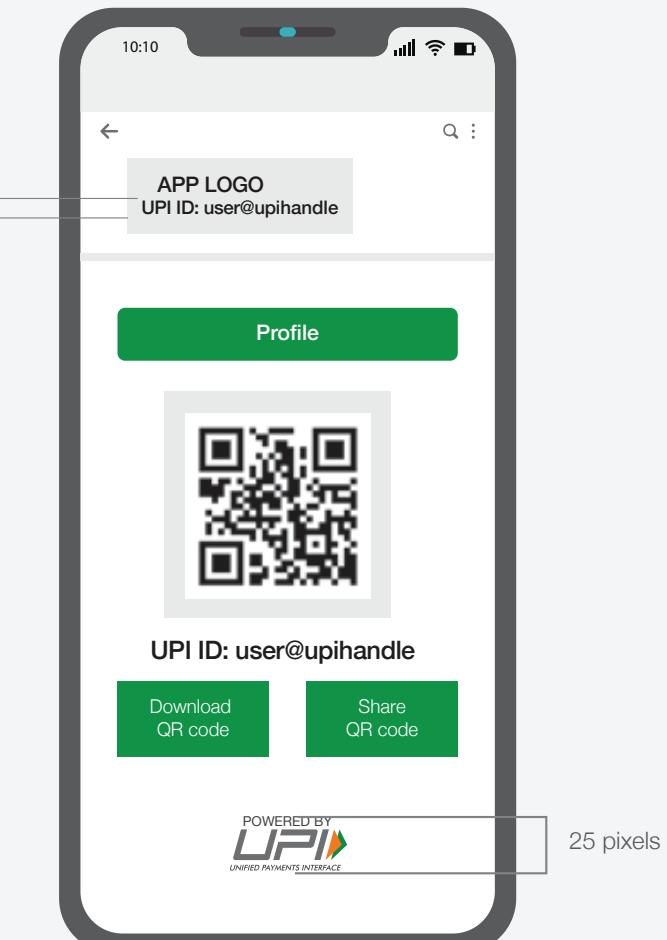
**UPI QR**

## 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

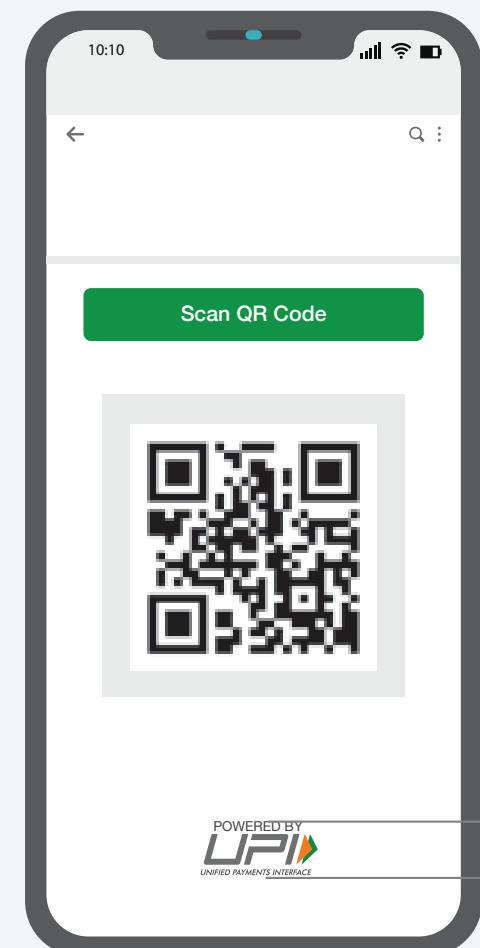
Partner app should display user specific UPI QR code under user profile page. And the term 'UPI ID' should be used before user's UPI ID as represented below. Also user UPI ID should be mentioned below the QR code.



## QR Code Scanning Page



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

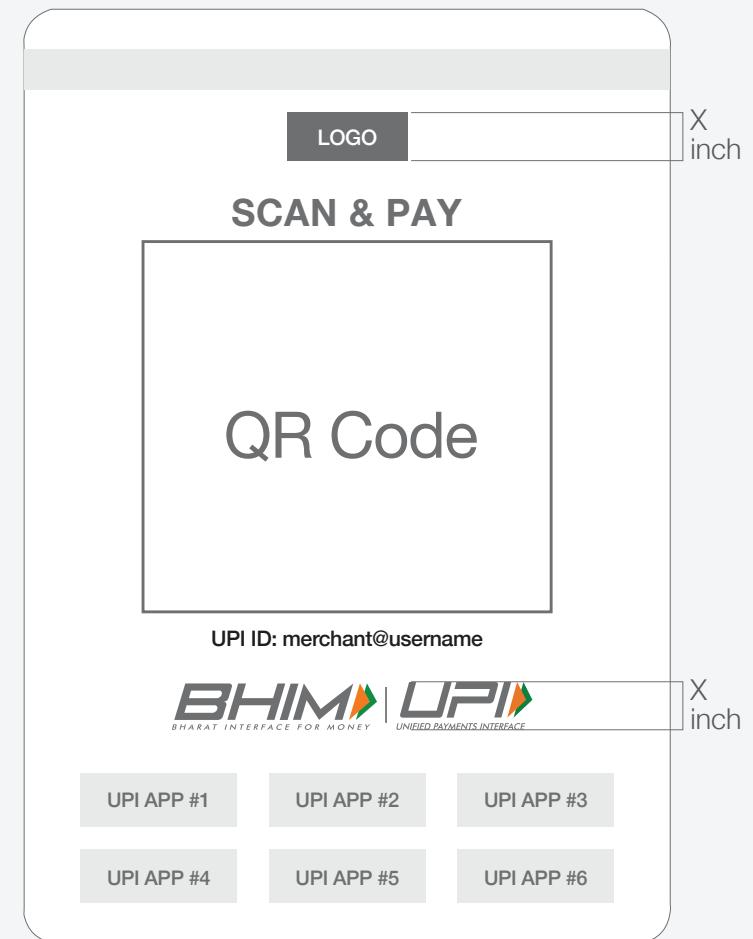
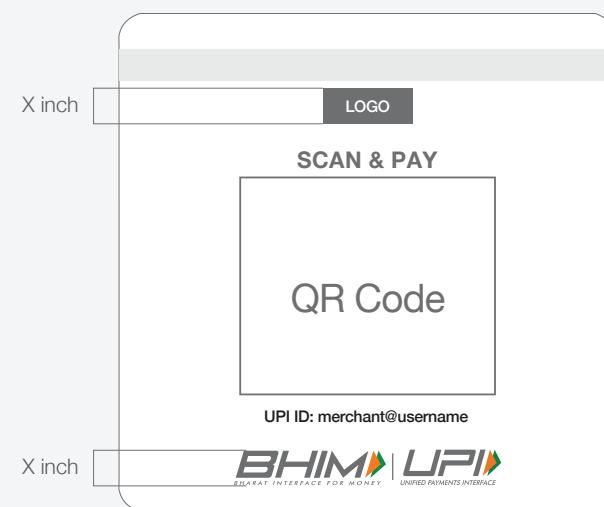
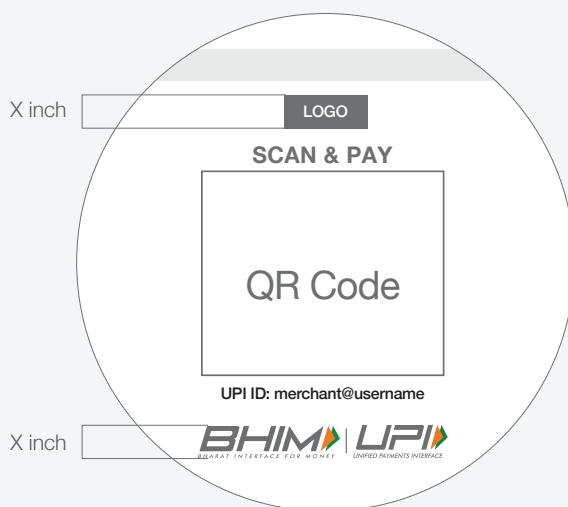


## Offline QR

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.

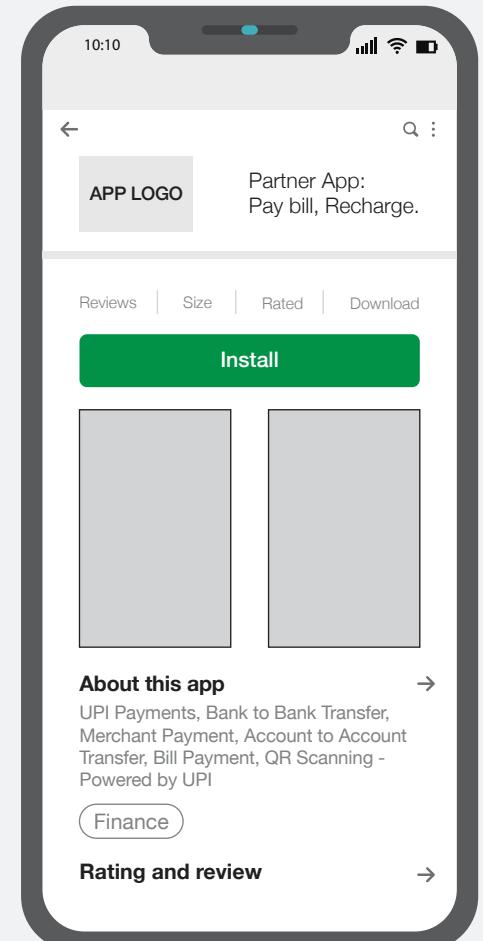
Merchant must display their respective UPI ID below the QR code. And should mention the word 'UPI ID' before the UPI ID as represented below.



## **Consumer Journey - UPI Onboarding Process**

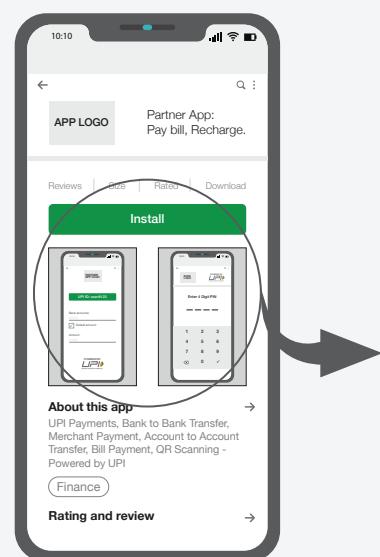
## Play Store / App Store

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.



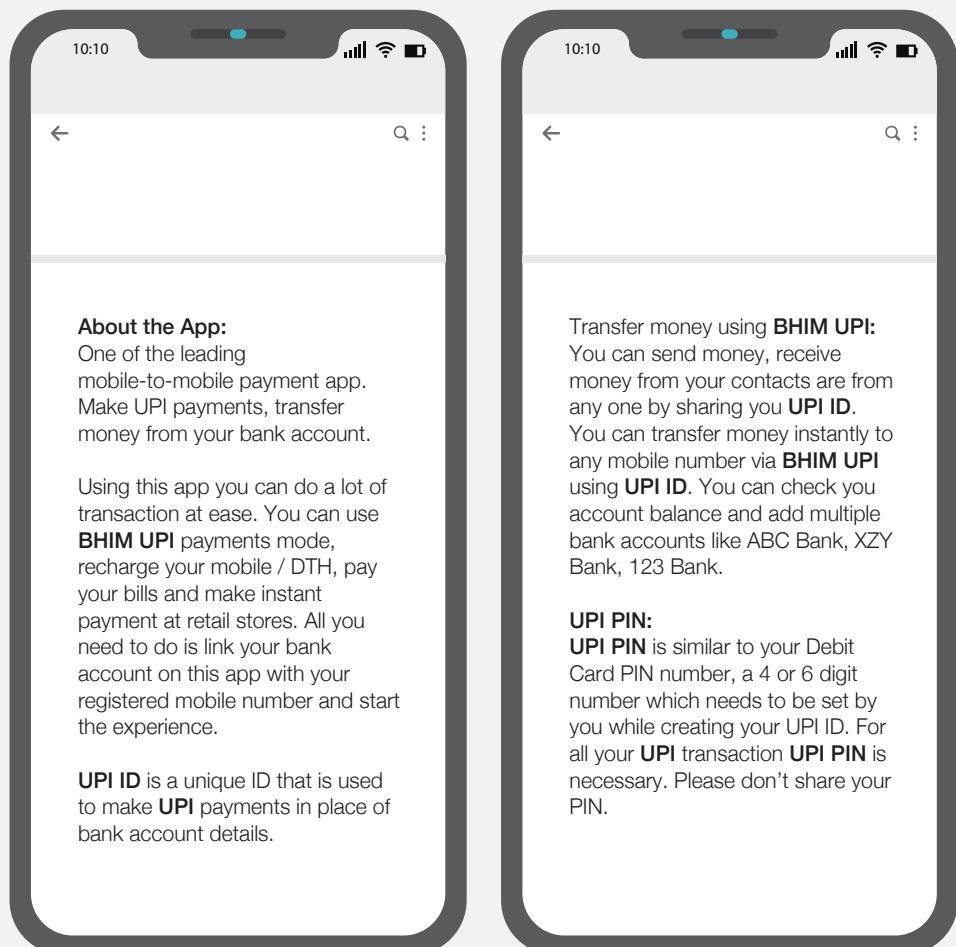
Two screenshots of a mobile application interface. The left screenshot, titled 'UPI ID Screen Preview', shows a form with fields for 'UPI ID: user@upihandle', 'Bank accounts: XXXXX', a checked 'Default account' checkbox, and 'Amount: XXXXX'. It is powered by the UPI logo. The right screenshot, titled 'UPI PIN Screen Preview', shows a numeric keypad for entering a 4-digit PIN, with digits 1 through 9 and 0, and a checkmark in the bottom right corner.

UPI ID Screen Preview

UPI PIN Screen Preview

## Play Store / App Store

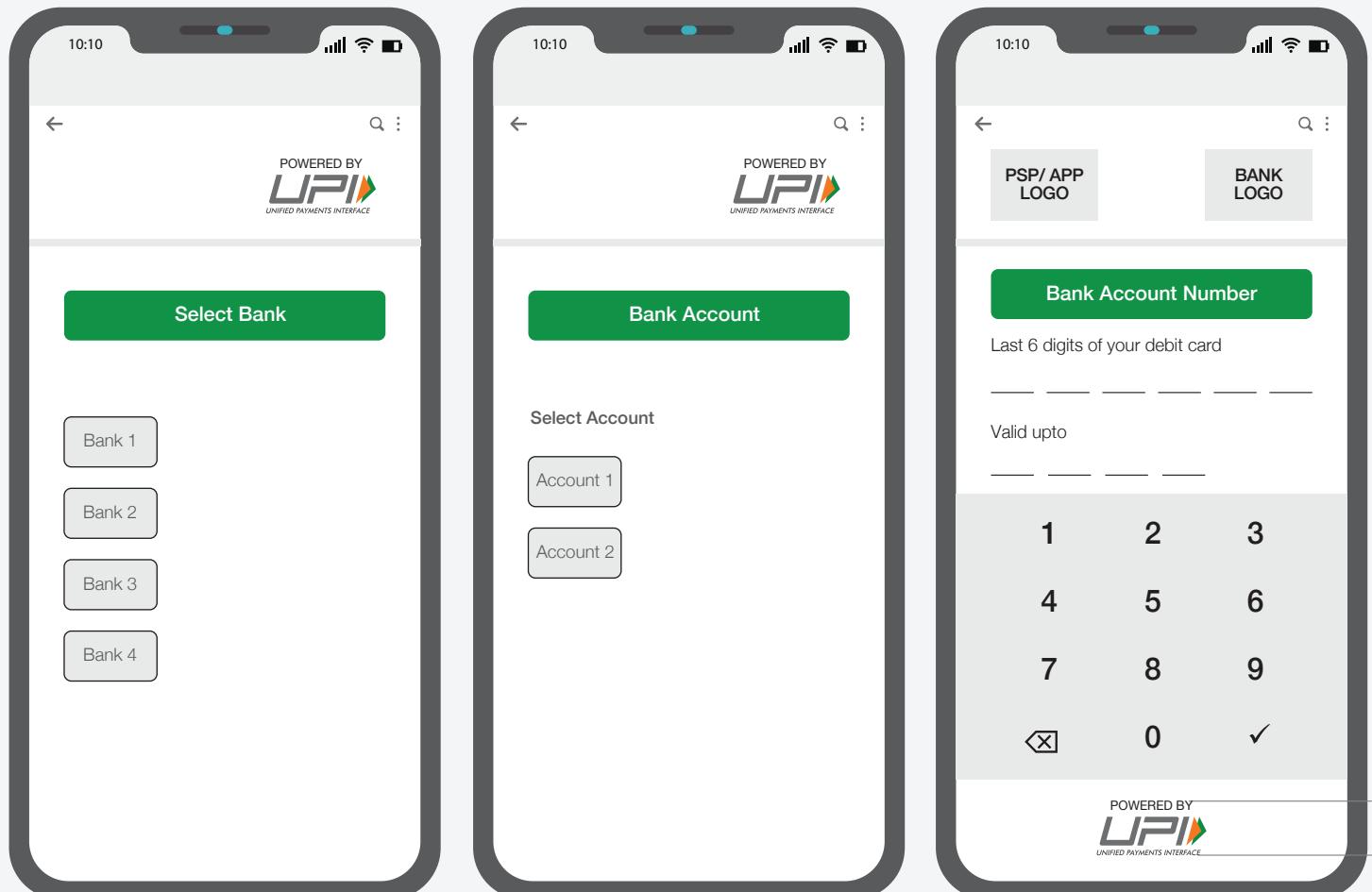
Long description should talk about BHIM UPI, UPI ID and UPI PIN along with other content which partner app like to put.



# UPI App – Onboarding process

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

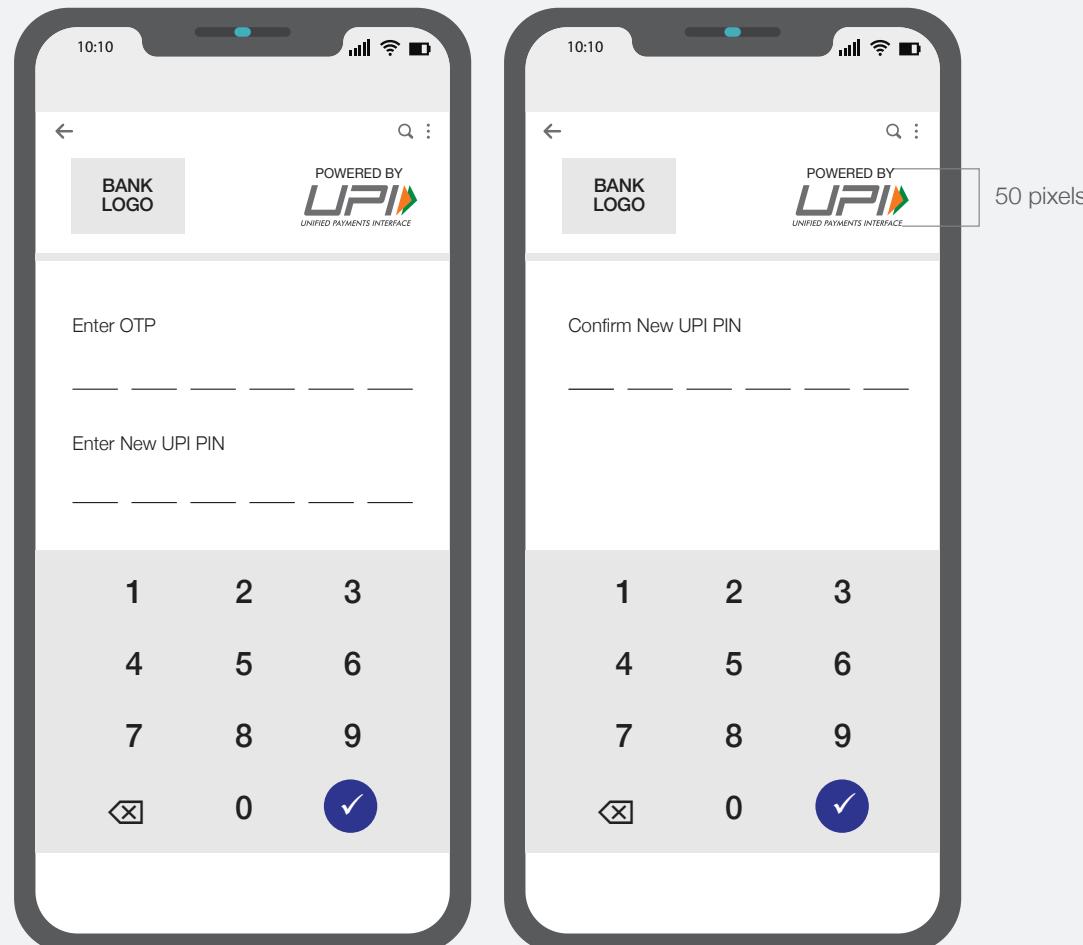
Powered by UPI Logo must be used at all places where UPI API's are being called.



## UPI App – Onboarding process

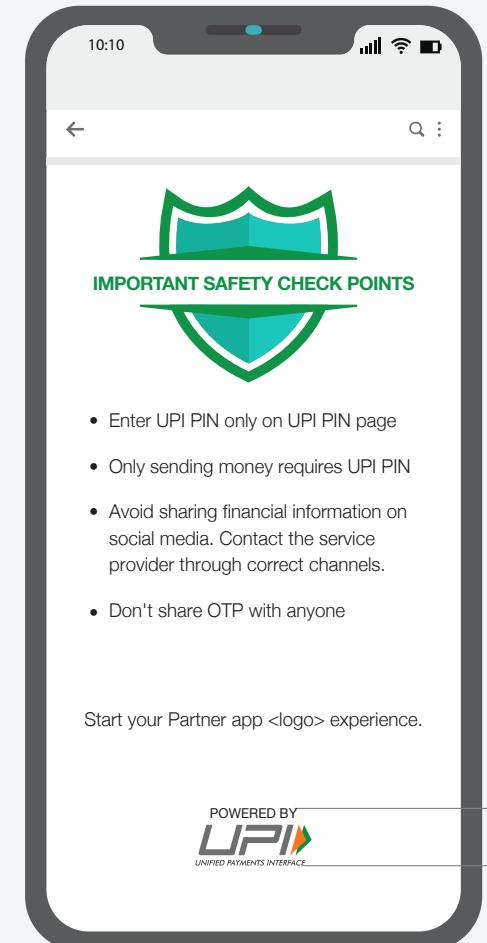
Powered by UPI logo should be displayed in the onboarding process when you start linking your bank account.

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.

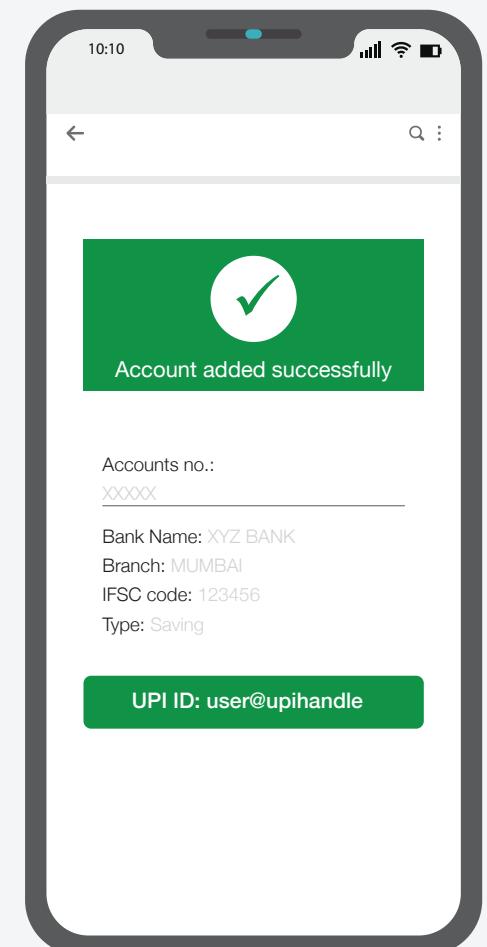


## UPI ID creation page



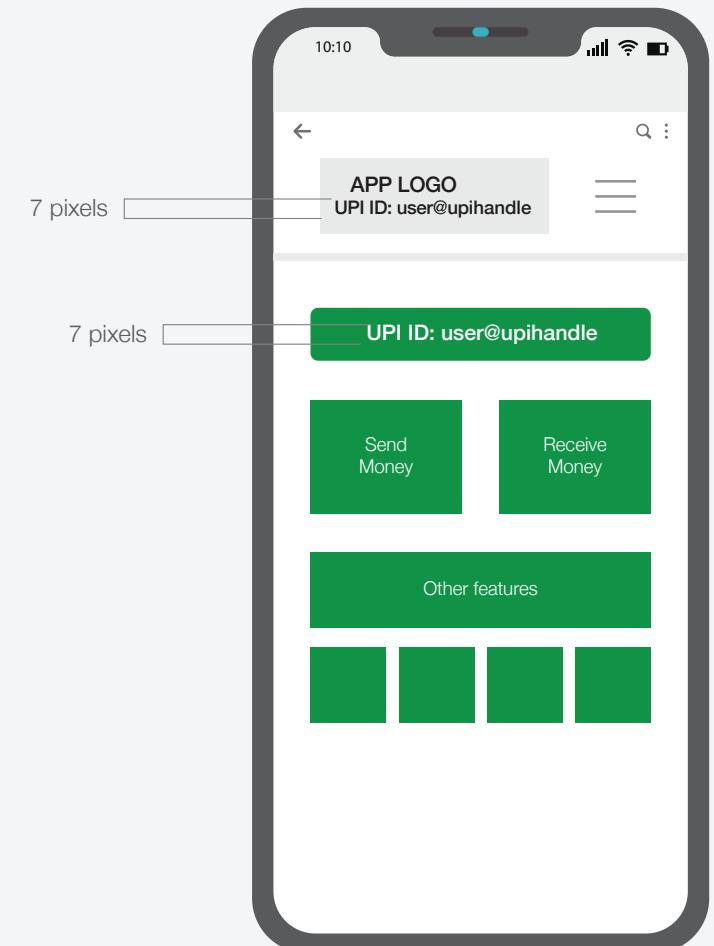
On successful creation of UPI ID,  
it is mandatory to play 3 sec UPI Sonic MOGO.  
This can be downloaded from  
<https://www.npci.org.in/brand-centre>

UPI ID created successfully



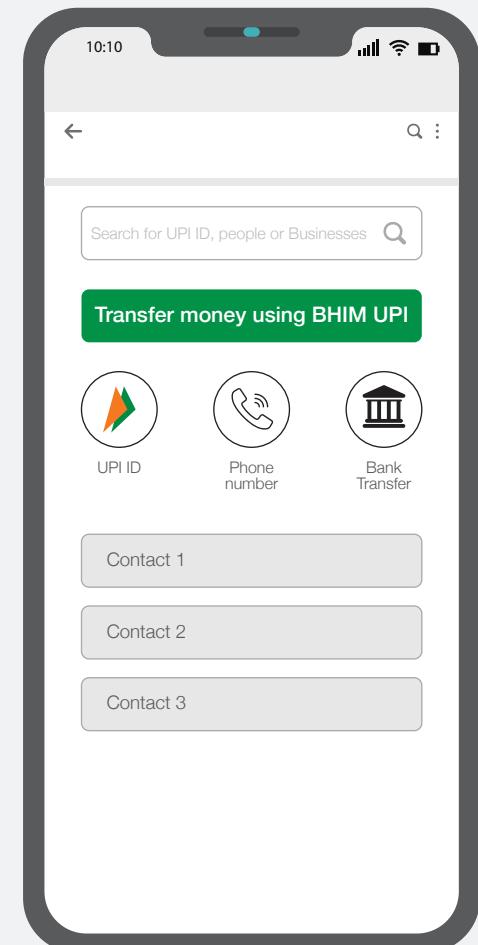
## UPI Home Page

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.



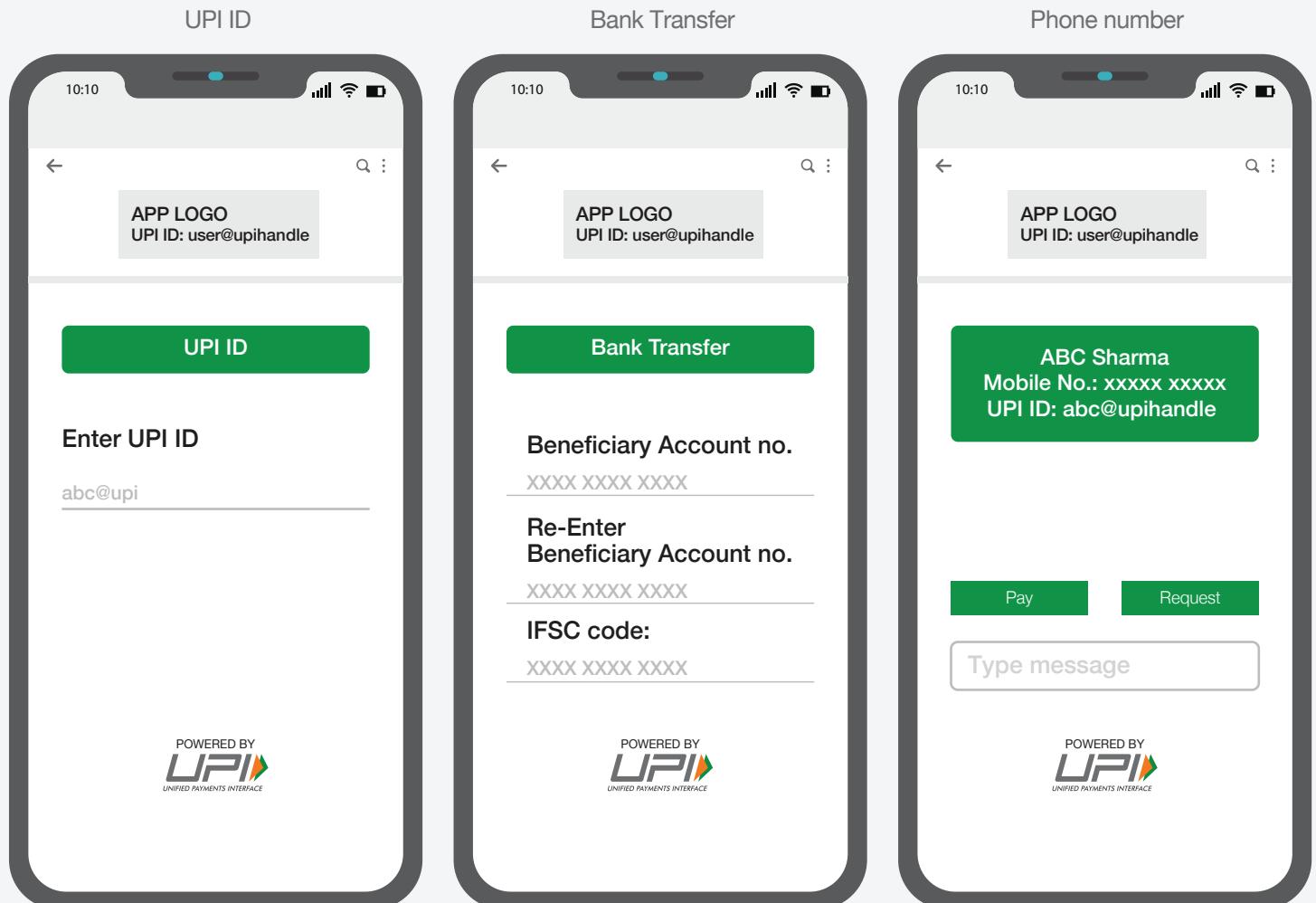
## Transaction Initiation Page

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.

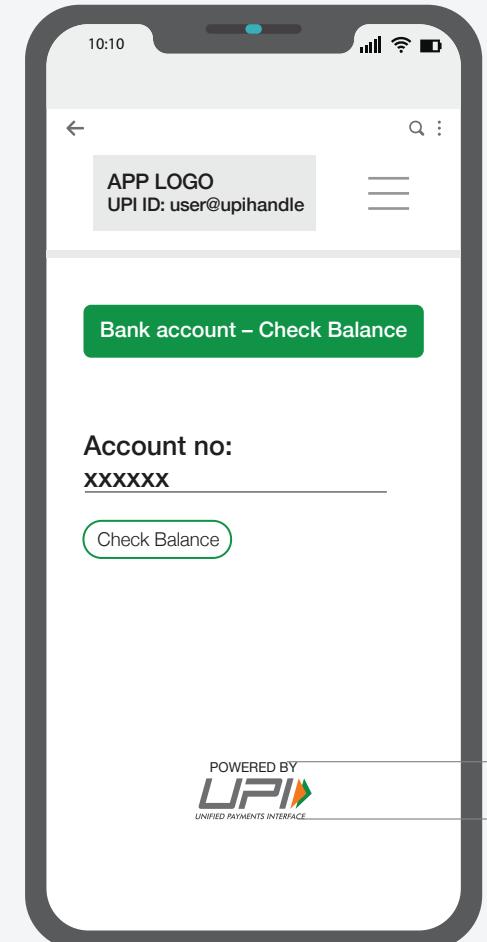


## Check Balance

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.

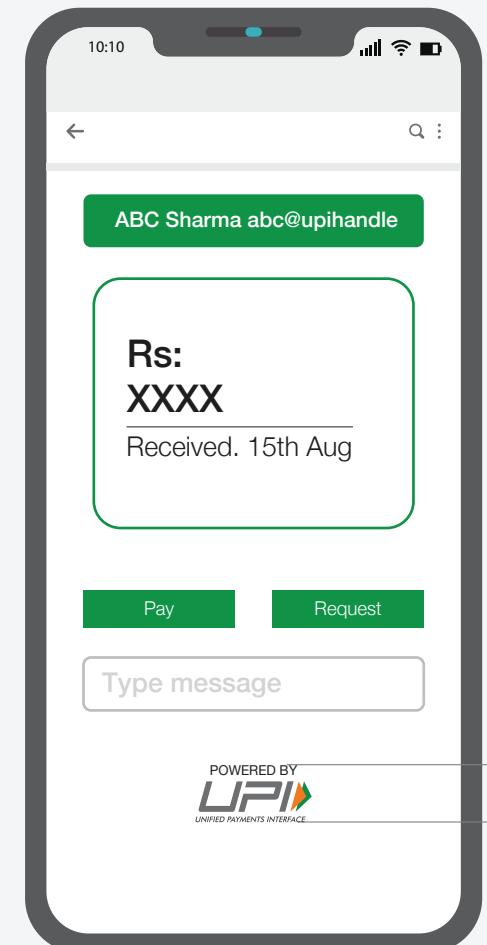
Check Balance Screen



50 pixels

## Contact Conversation page

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



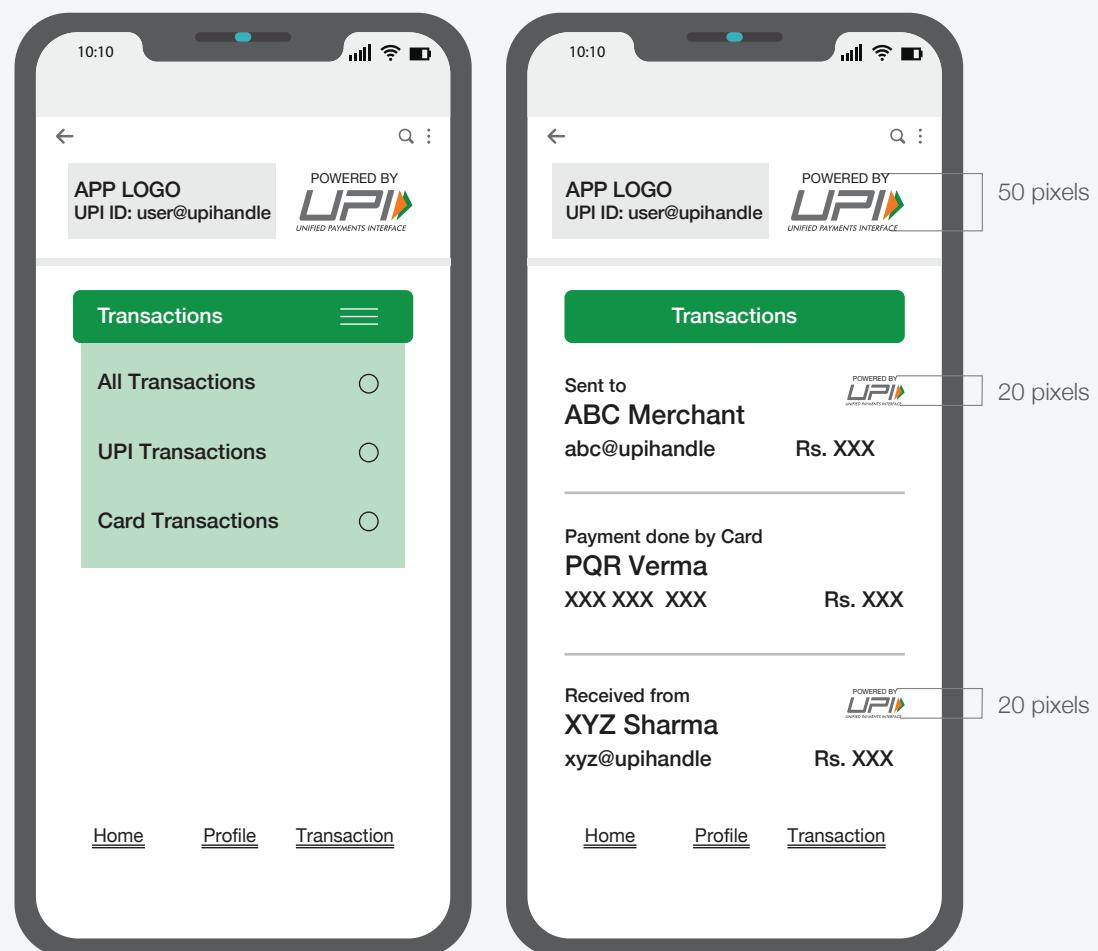
## Transaction history page

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.

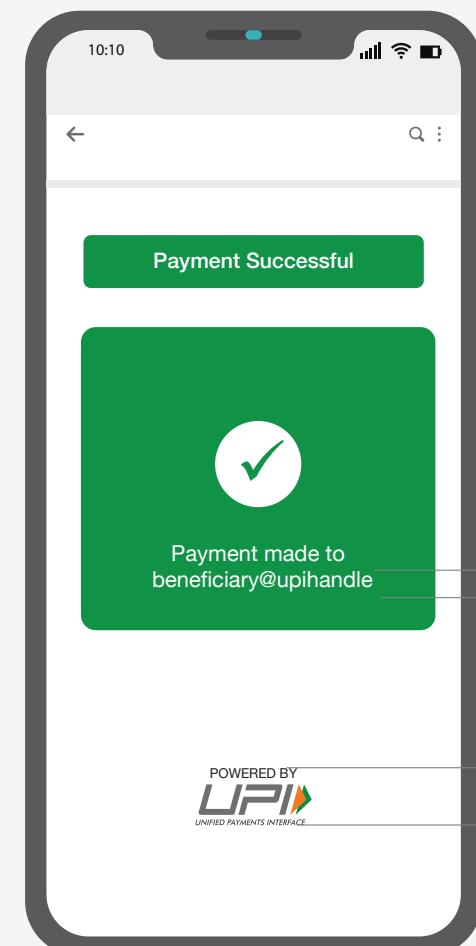


## Payment successful screen

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



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>



7 pixels

50 pixels

**UPI AUTO PAY  
GUIDELINE**

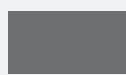
## UPI AUTOPAY Feature

Introducing UPI AUTOPAY, a new feature in the UPI platform, where one can create a mandate for recurring payments as per one's convenience. It is available on all UPI powered apps.

## The Logo & Colour

The logo is derived from the UPI and NPCI brand elements. The word 'AUTOPAY' will come under the UPI logo written in 'Helvetica' font stretching from start of word 'U' of United to the word of 'E' of Interface.

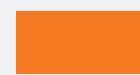
Colour: The colour of AUTOPAY will be grey as shown here.



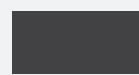
C 000 R 109  
M 000 G 110  
Y 000 B 113  
K 070



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

Usage of UPI AUTOPAY in all the partners app, website and communication materials must adhere to the specification provided here and not be tempered with. Sizes given here are for representation purpose but while resizing or using the logo utmost care should be taken to maintain the visibility of the logo.

Digital: In case of the digital communication, the size of the logo should not be less than 40 pixels in width and its corresponding height.

Print: In case of print communication, the size of the logo should be minimum 15% of the width of the layout or 30mm (whichever is higher).



# Fonts

The official typeface for AUTOPAY is Helvetica Bold.  
The Futura font is designed for easy reading and  
offers a clean and sharp typeface.

## *Helvetica - 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 - Oblique*

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 - 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 - Bold Oblique*

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 - 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 - Light Oblique*

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

## Improper Usage

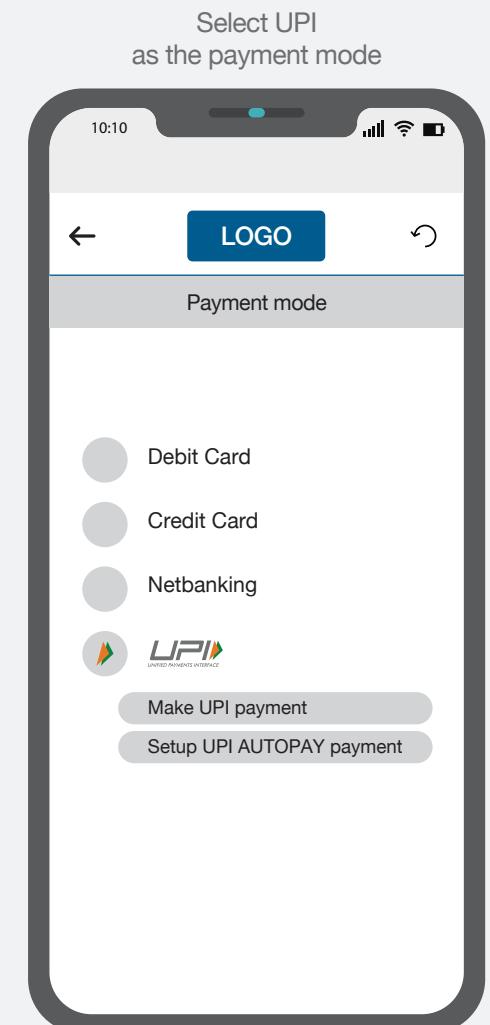
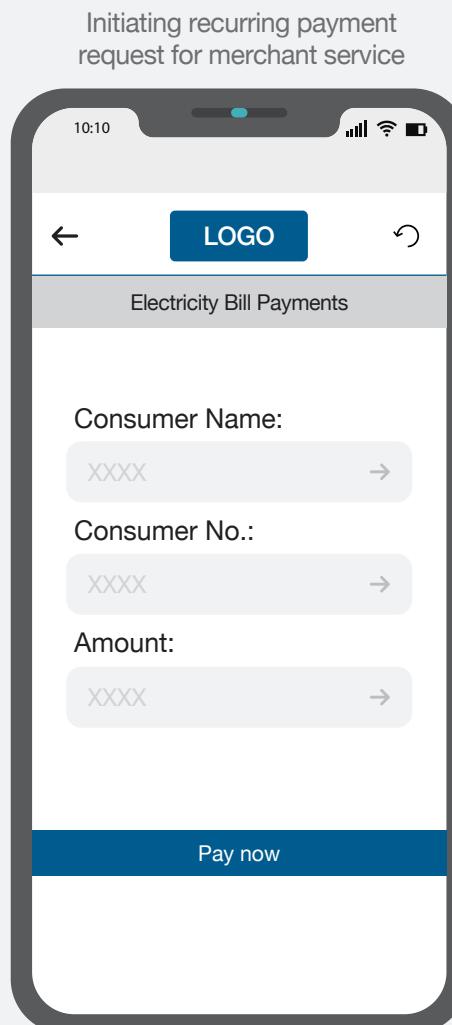
The unit needs to be properly used as stated in the previous slides. Usage of any other mnemonic, icon, visual or graphic element even for representational purposes are strictly prohibited. Here are some representation examples of how not to use the unit.



## **UPI AUTOPAY Registration – Collect Flow**

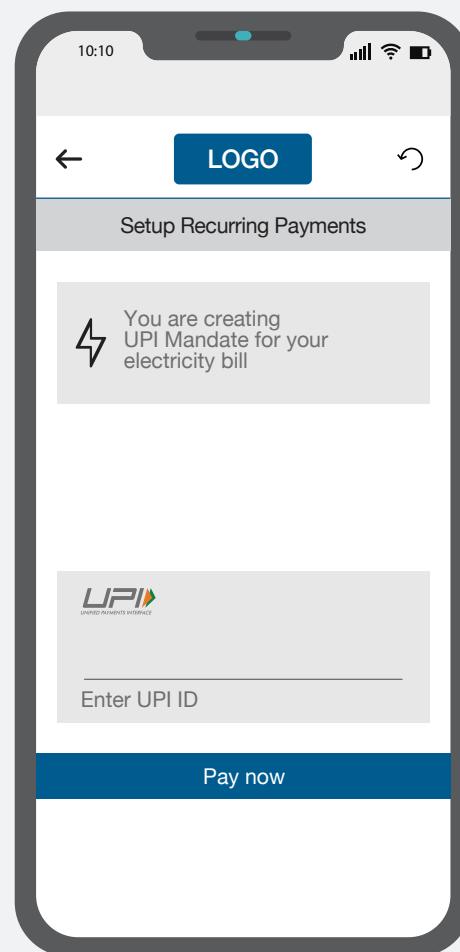
## Payment option

Initiating recurring payment request on merchant's interface by selecting 'Setup UPI AUTOPAY payment' option under UPI payment mode.

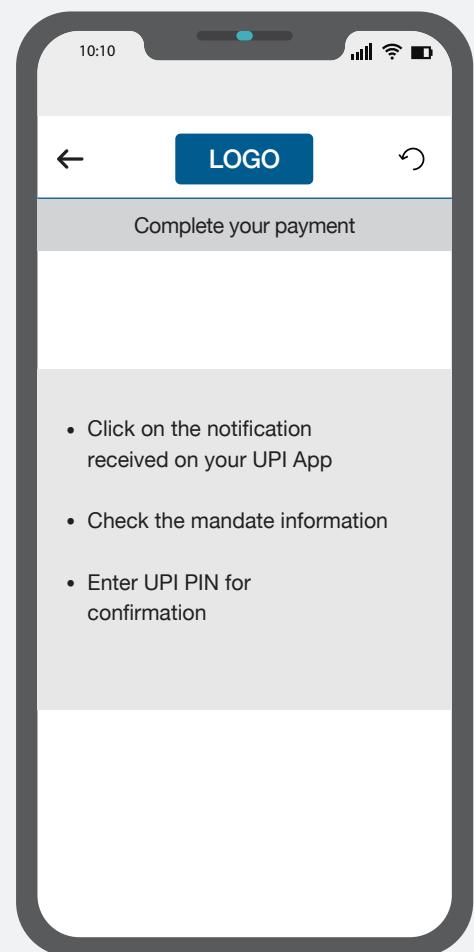


## Payment option

Enter UPI ID details



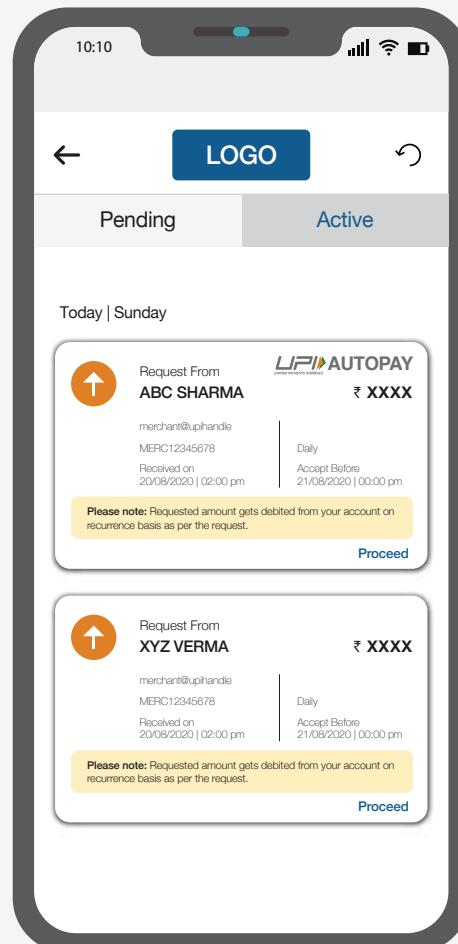
Notification on next steps



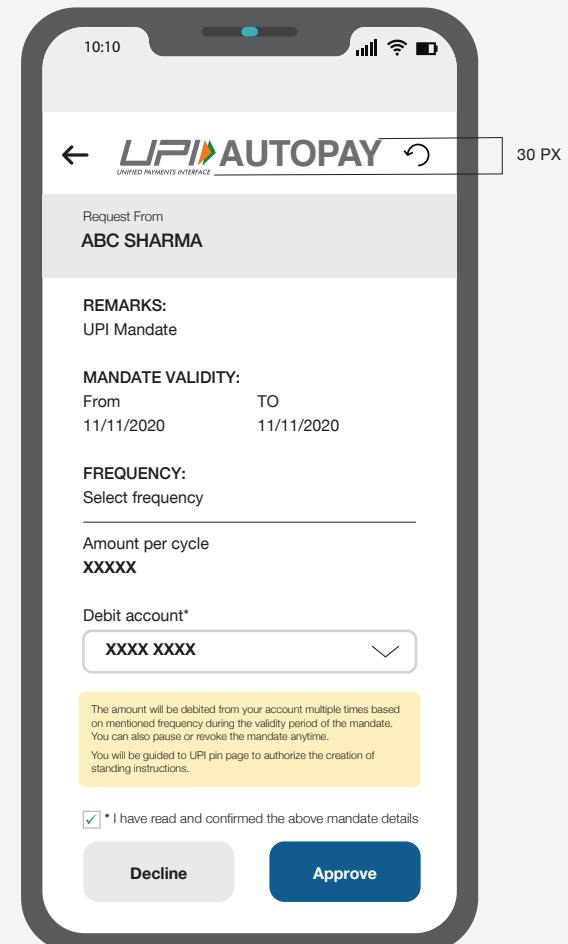
# Mandate Acceptance

UPI AUTOPAY unit usage in Mobile App.  
There should always be UPI AUTOPAY logo  
on the AUTOPAY mandate request to show  
the difference from other request.

Accepting the AUTOPAY request



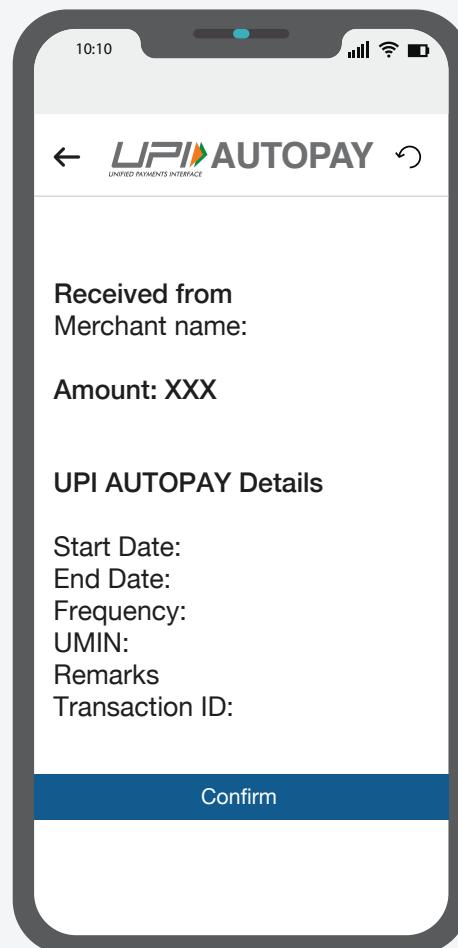
Validating the details



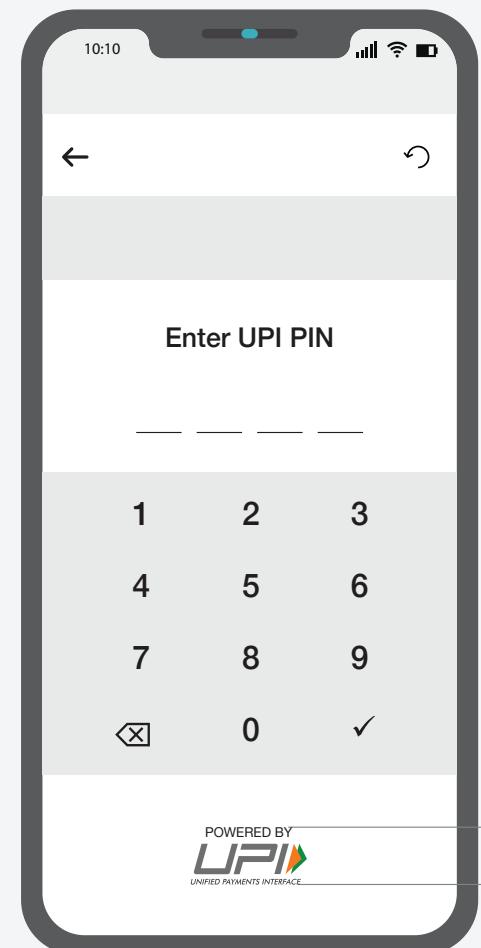
# Mandate Acceptance

UPI AUTOPAY unit usage in Mobile App.

Reconfirming the details



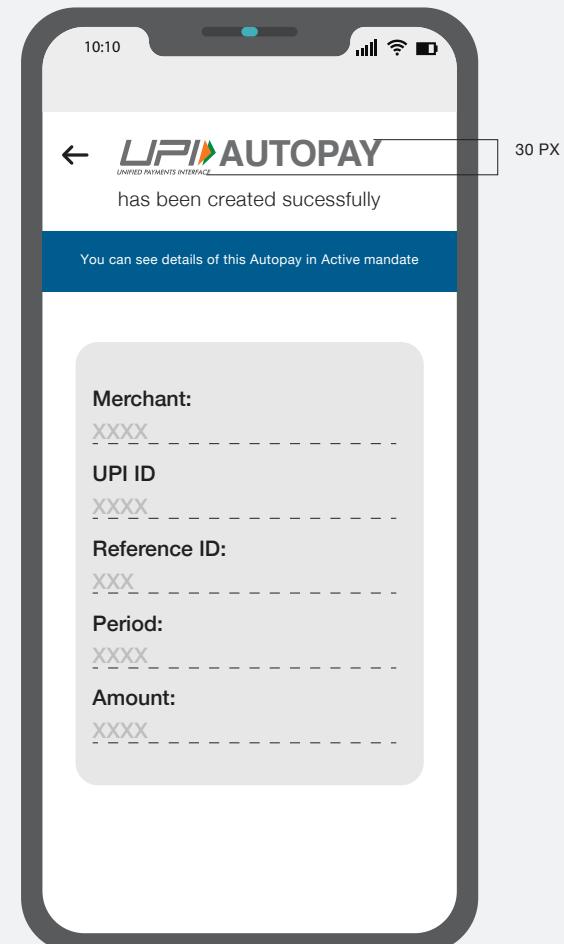
Entering UPI PIN



## Mandate Acceptance

UPI AUTOPAY unit usage in Mobile App.

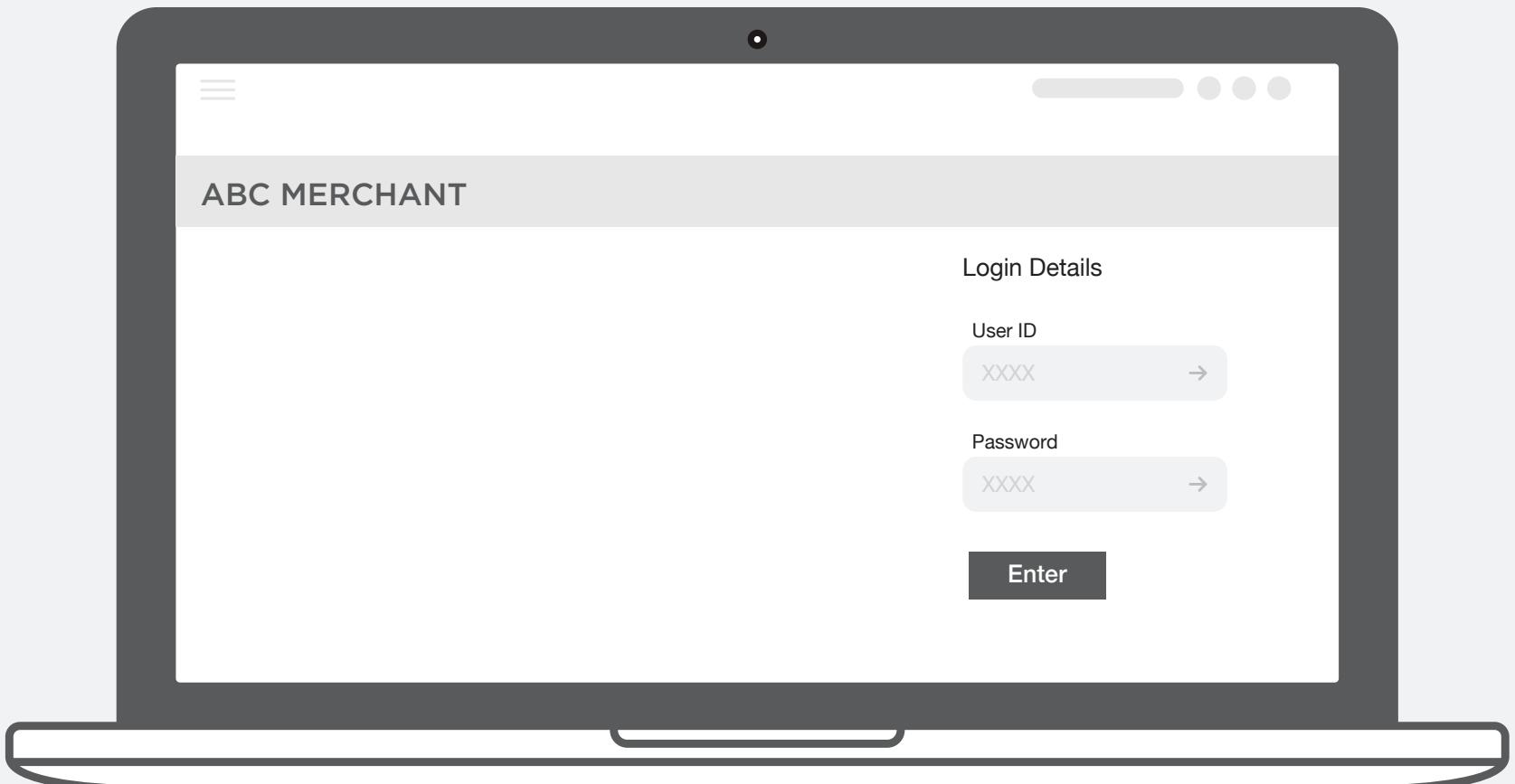
AUTOPAY Creation Notification



## **UPI AUTOPAY Registration – Mandate QR Scan Flow**

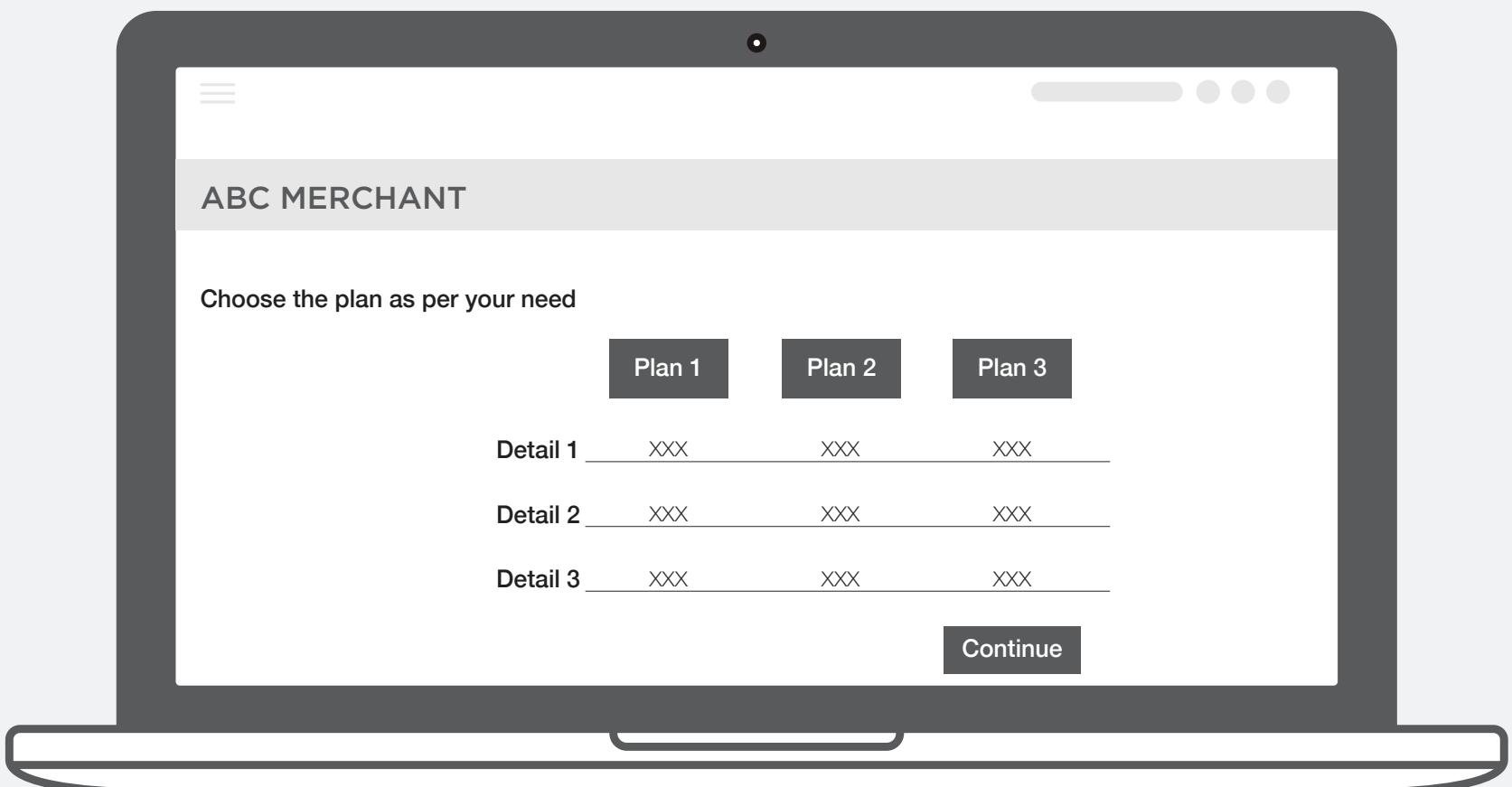
# Website

Initiating recurring payment request on merchant's interface



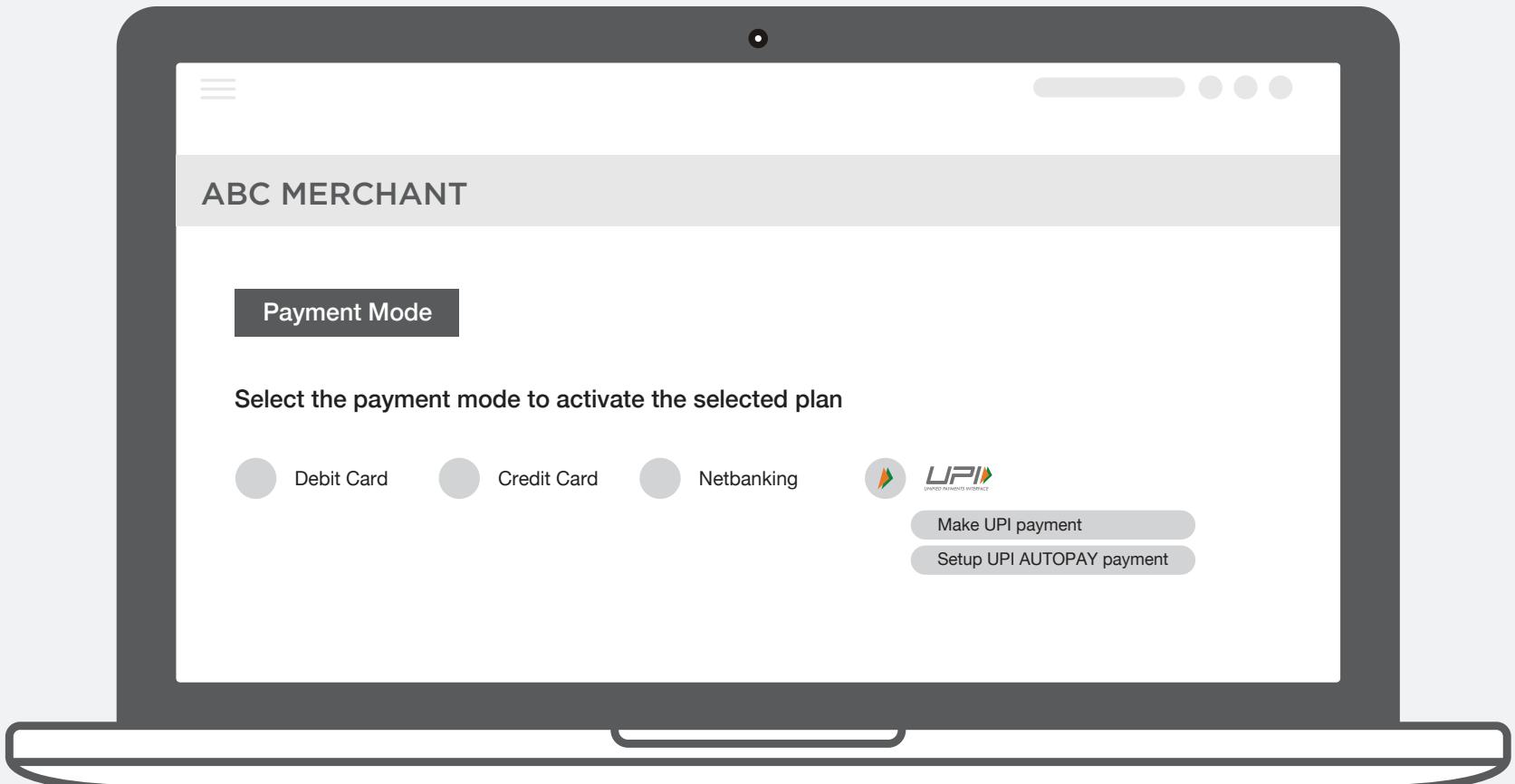
## Website

Initiating recurring payment request on merchant's interface



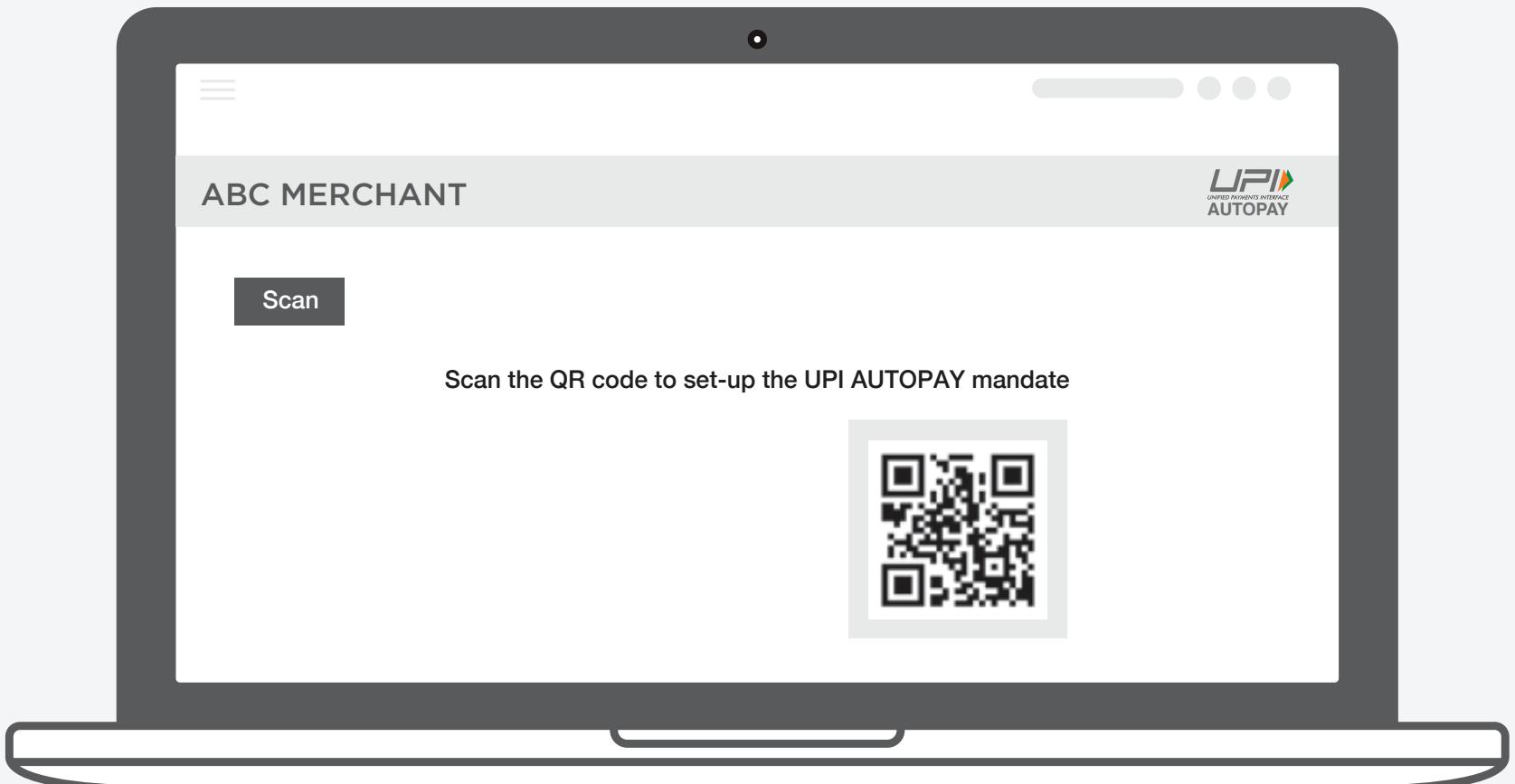
## Website

Initiating recurring payment request on merchant's interface by selecting 'Setup UPI AUTOPAY payment' option under UPI payment mode.



## Website

Initiating recurring payment request on merchant's interface



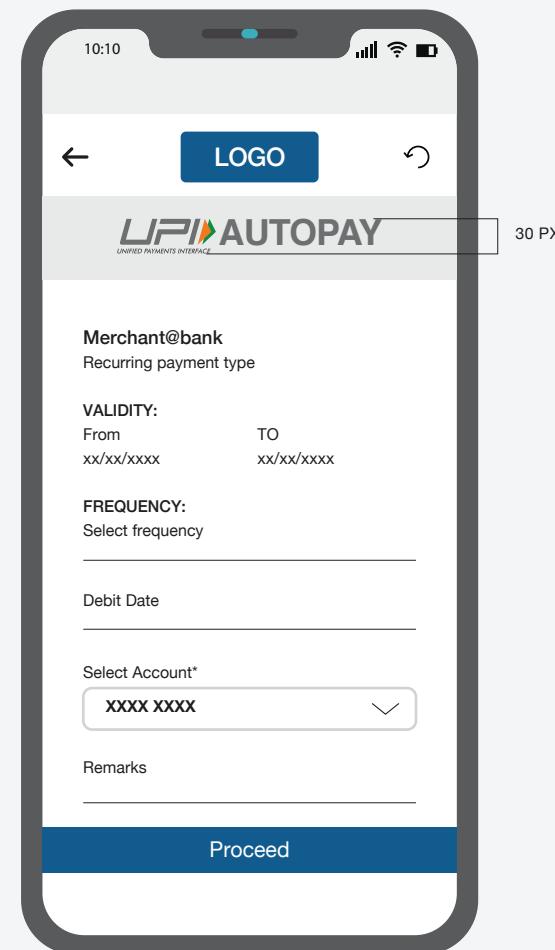
## Mandate Acceptance

UPI AUTOPAY unit usage in Mobile App.

Scan this QR code to create UPI AUTOPAY



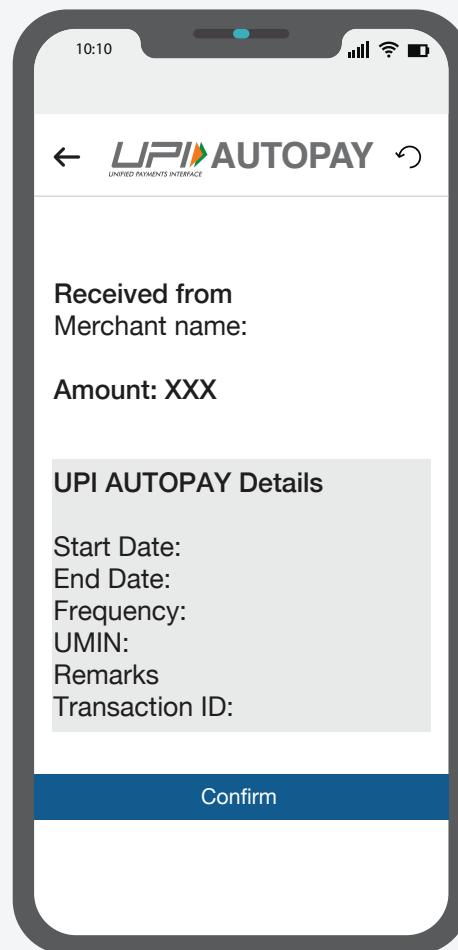
Post scanning, the screen will have the details to check



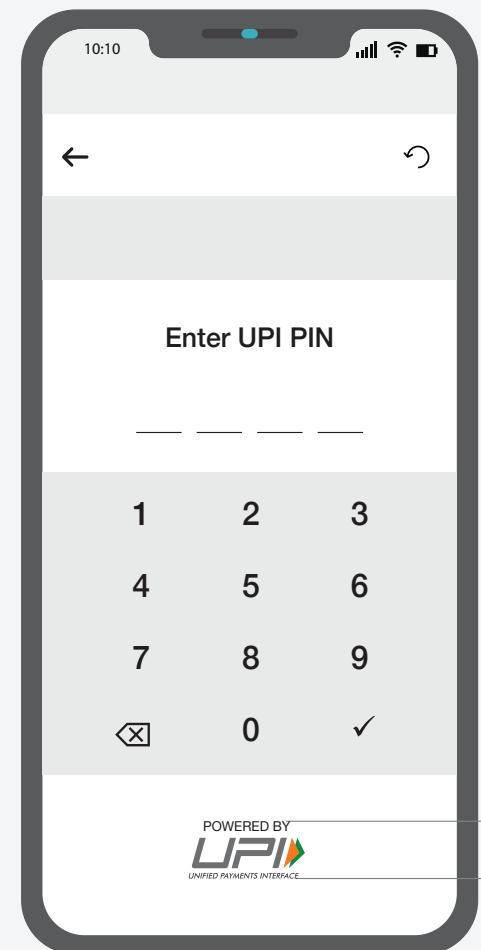
# Mandate Acceptance

UPI AUTOPAY unit usage in Mobile App.

Reconfirming the details



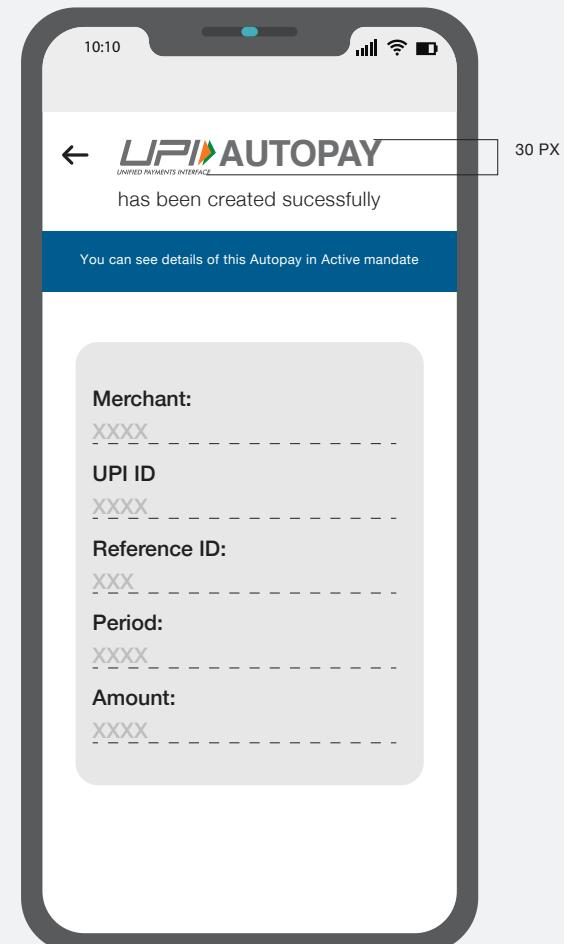
Entering UPI PIN



## Mandate Acceptance

UPI AUTOPAY unit usage in Mobile App.

AUTOPAY Creation Notification

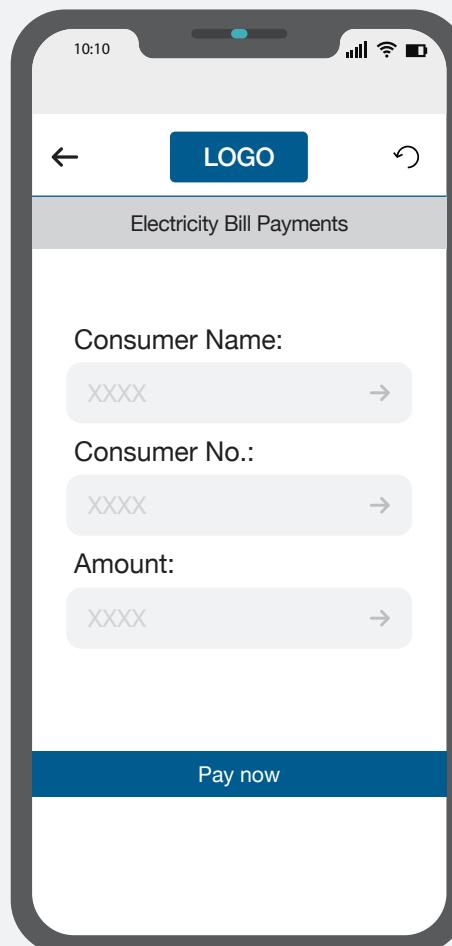


## **UPI AUTOPAY Registration – Intent Flow**

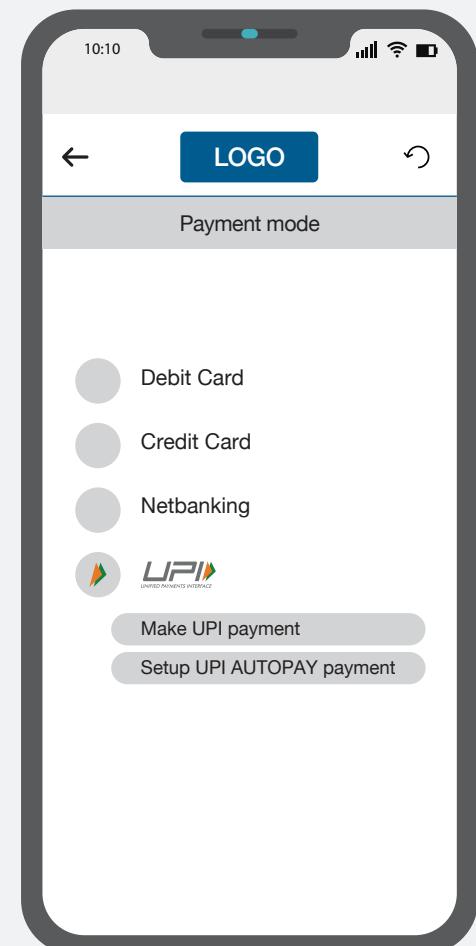
## Payment option

Initiating recurring payment request on merchant's interface by selecting 'Setup UPI AUTOPAY payment' option under UPI payment mode.

Initiating recurring payment request for merchant service

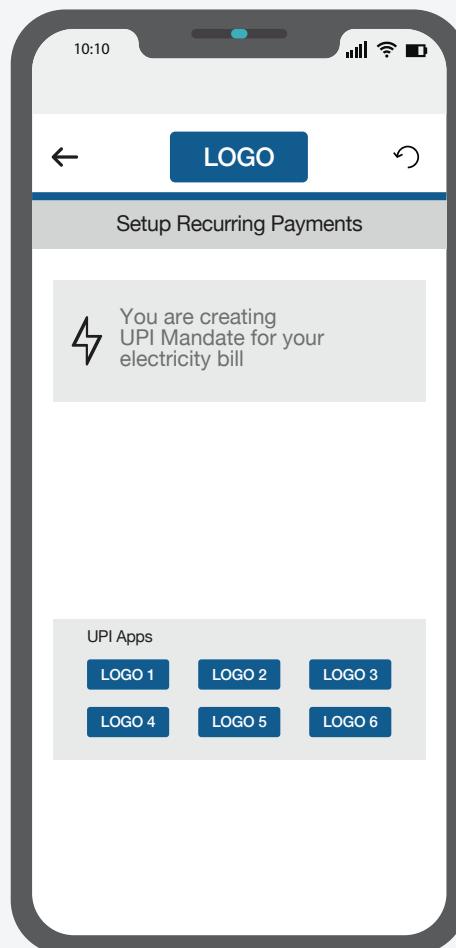


Selecting UPI AUTOPAY for payment mode

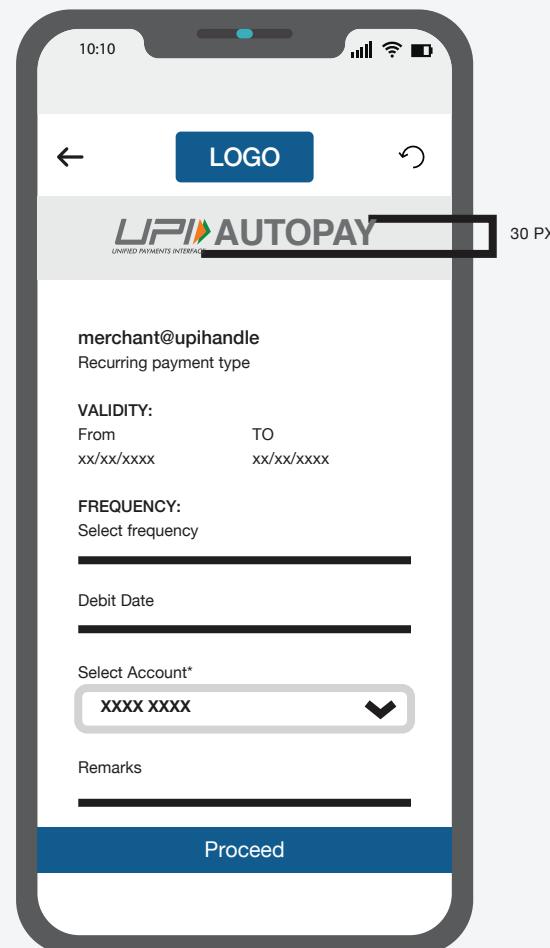


## Payment option

Available UPI apps on his phone will be shown



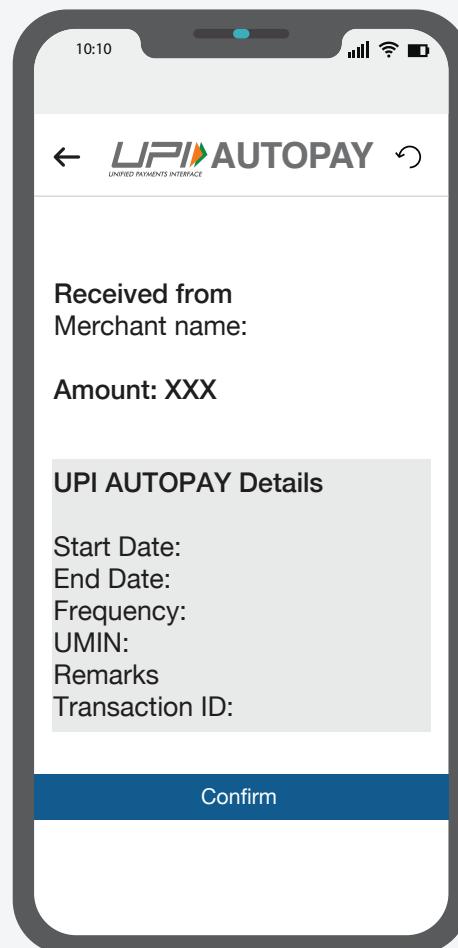
Check and validate the details



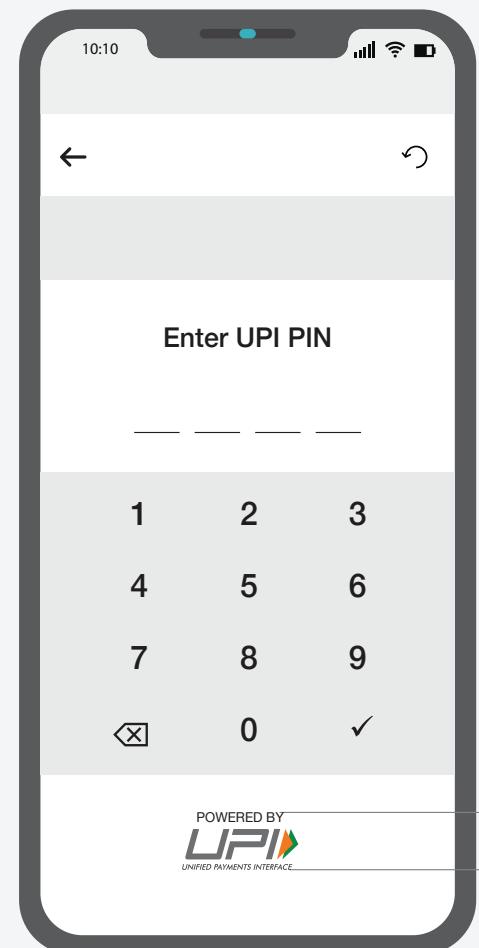
# Mandate Acceptance

UPI AUTOPAY unit usage in Mobile App.

Reconfirming the details



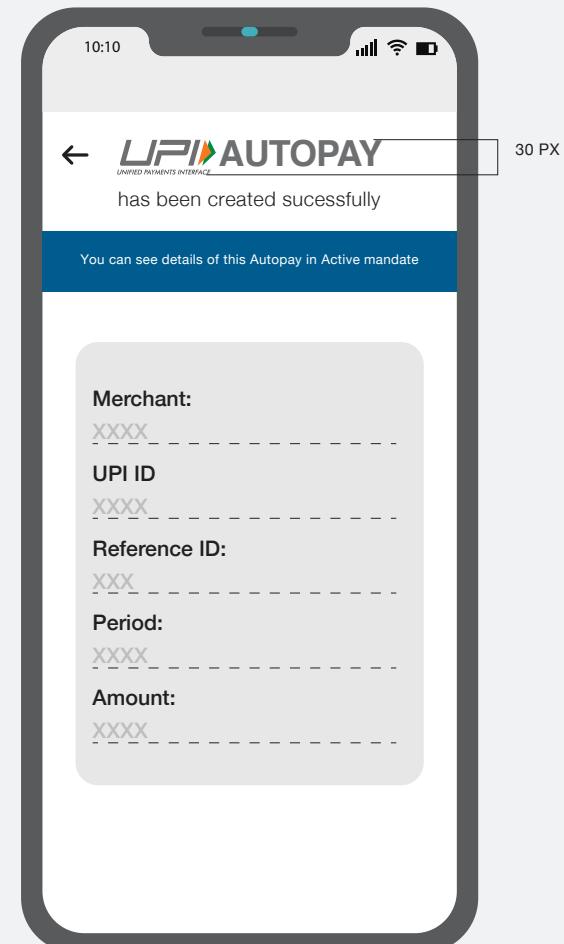
Entering UPI PIN



## Mandate Acceptance

UPI AUTOPAY unit usage in Mobile App.

AUTOPAY Creation Notification



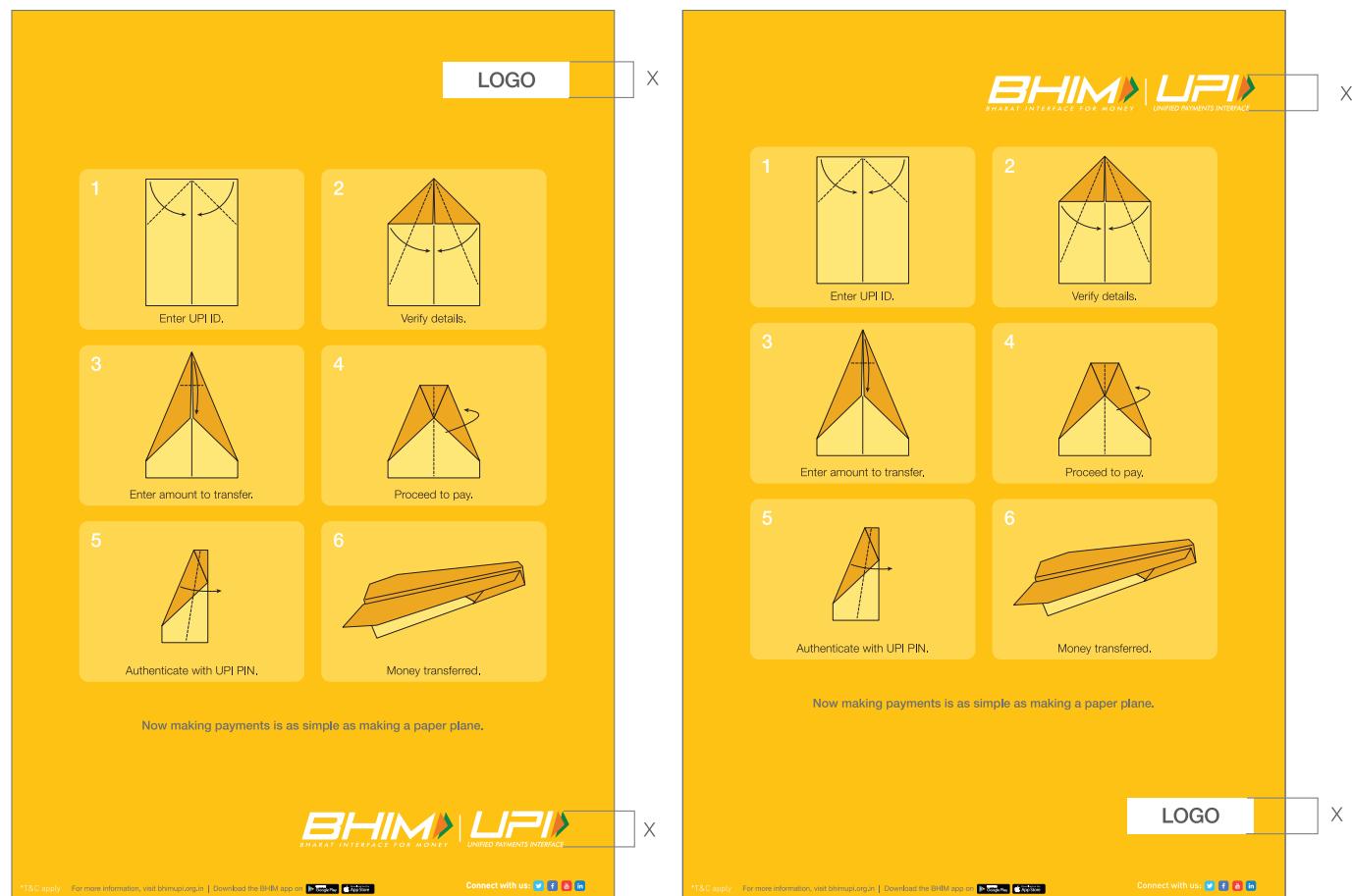
# **COMMUNICATION GUIDELINES:**

**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.

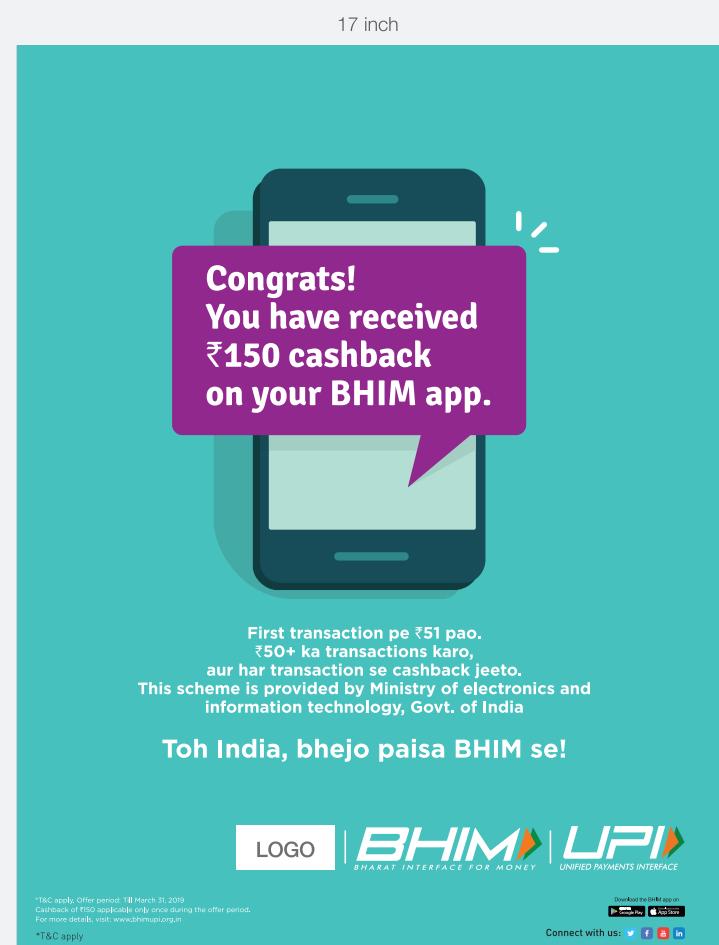
The logo unit must not be used when BHIM UPI is mentioned as a part of a sentence. It will be represented as BHIM UPI in uppercase text format.



## 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.

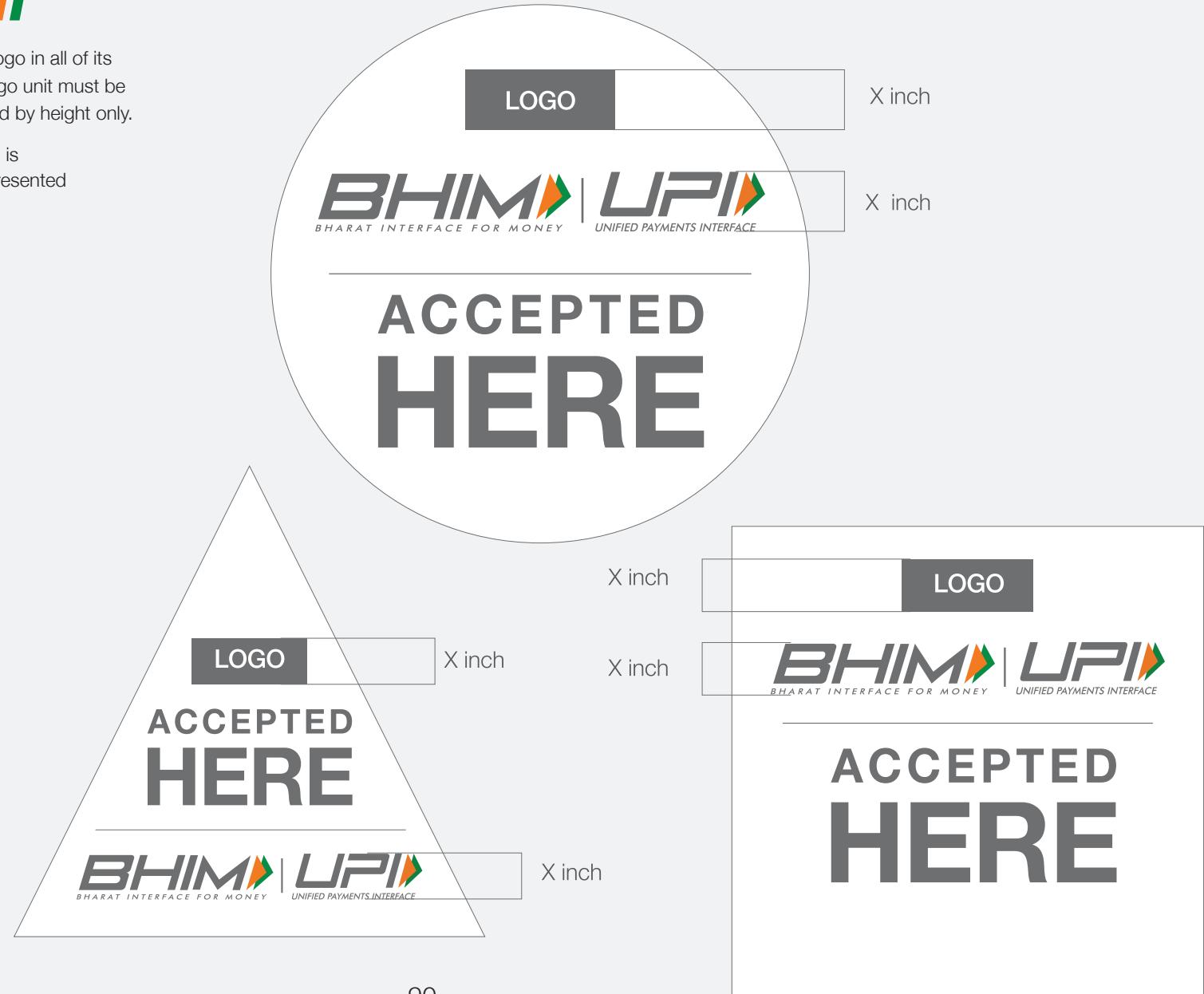
The logo unit must not be used when BHIM UPI is mentioned as a part of a sentence. It will be represented as BHIM UPI in uppercase text format.



## 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



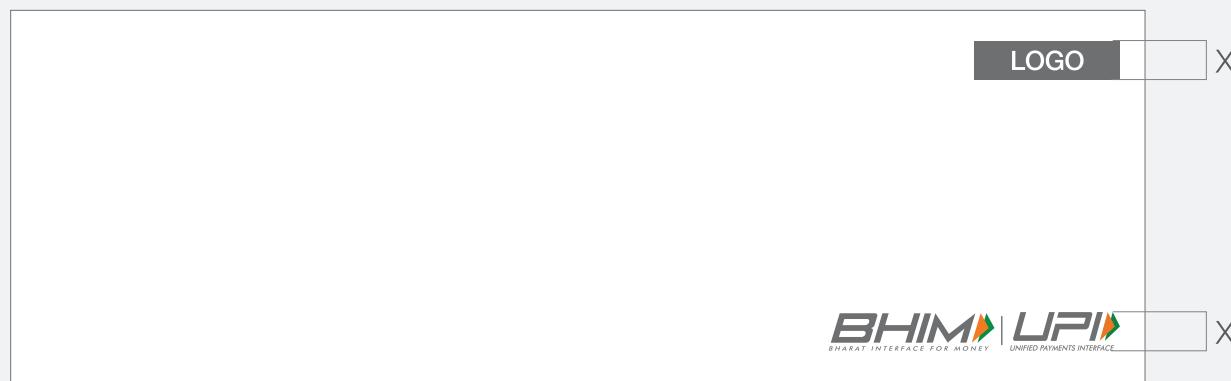
Connect with us:

\*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.



## 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



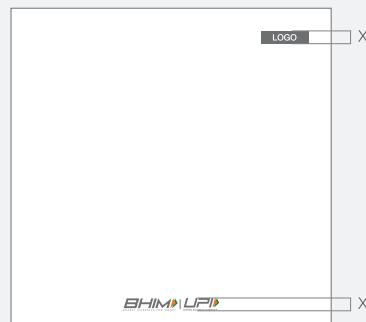
506x253



1024x512



500x500

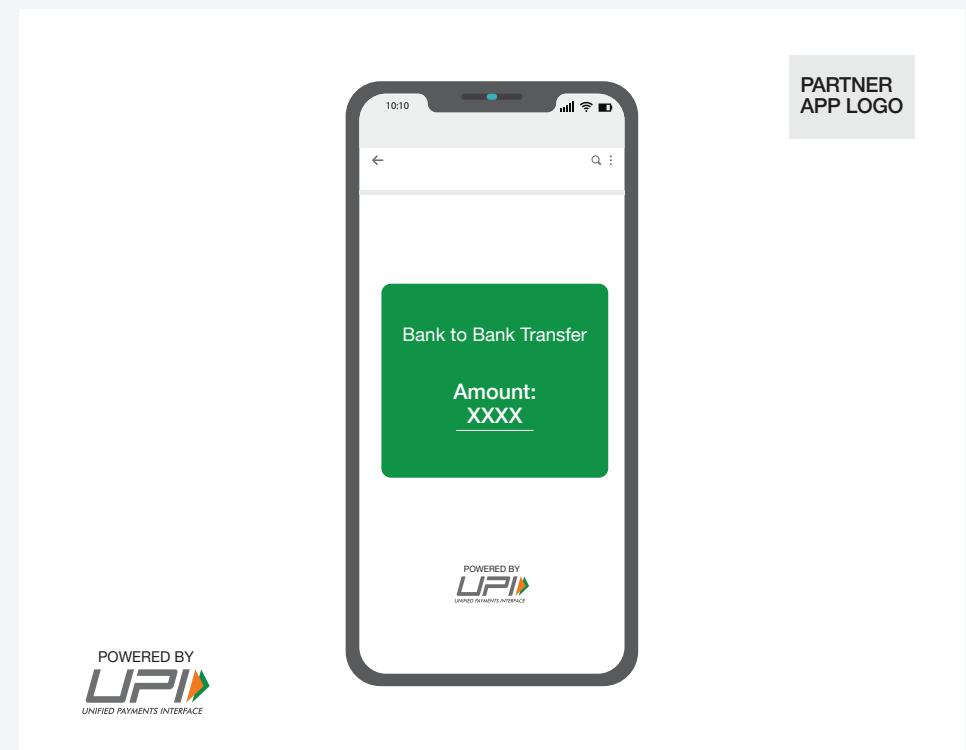
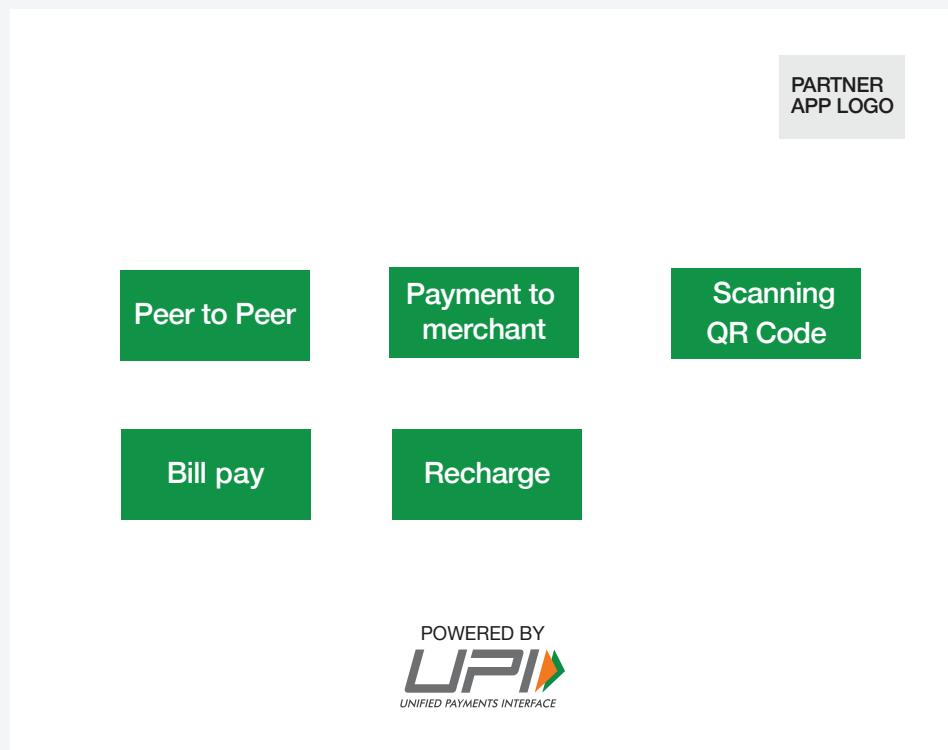


## TV Commercial / AV property:

'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 atleast 15 percent of the width size of the entire screen.

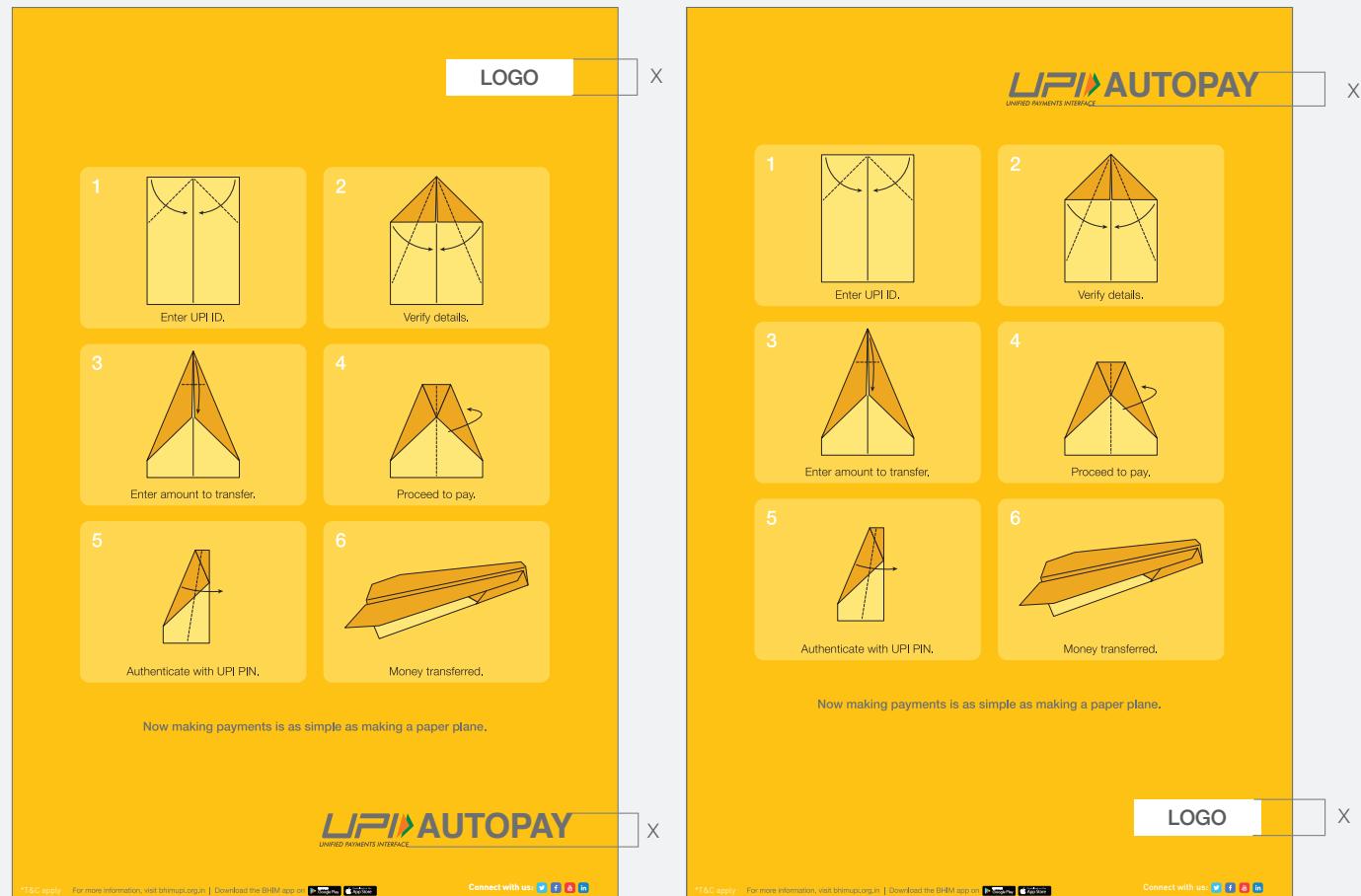


# **COMMUNICATION GUIDELINES:**

**BANKS | PARTNERS | MERCHANTS (UPI AUTOPAY)**

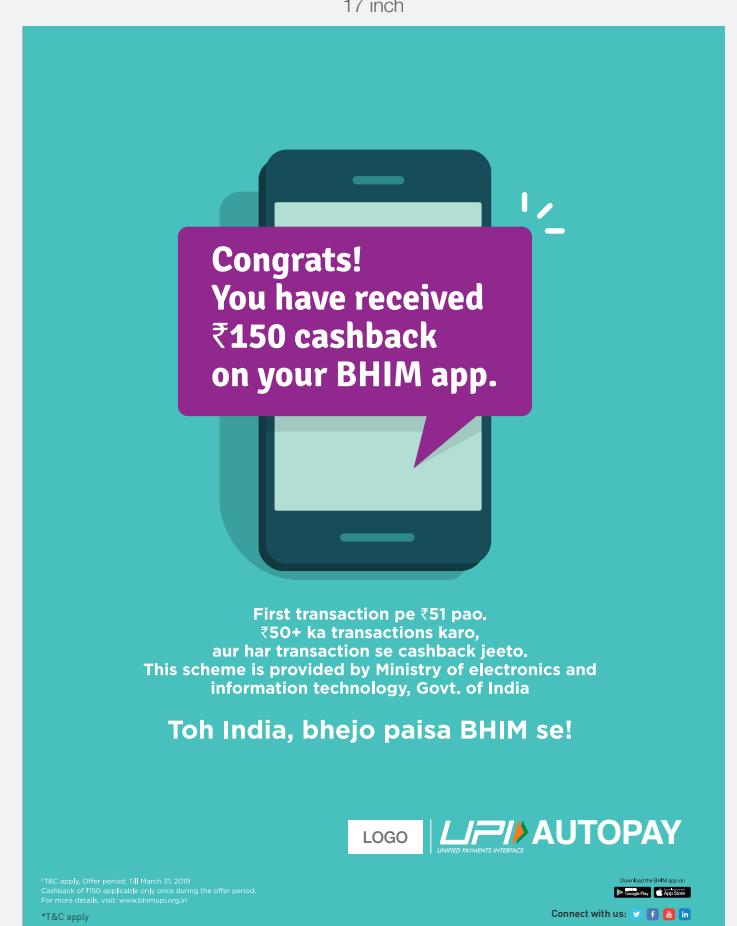
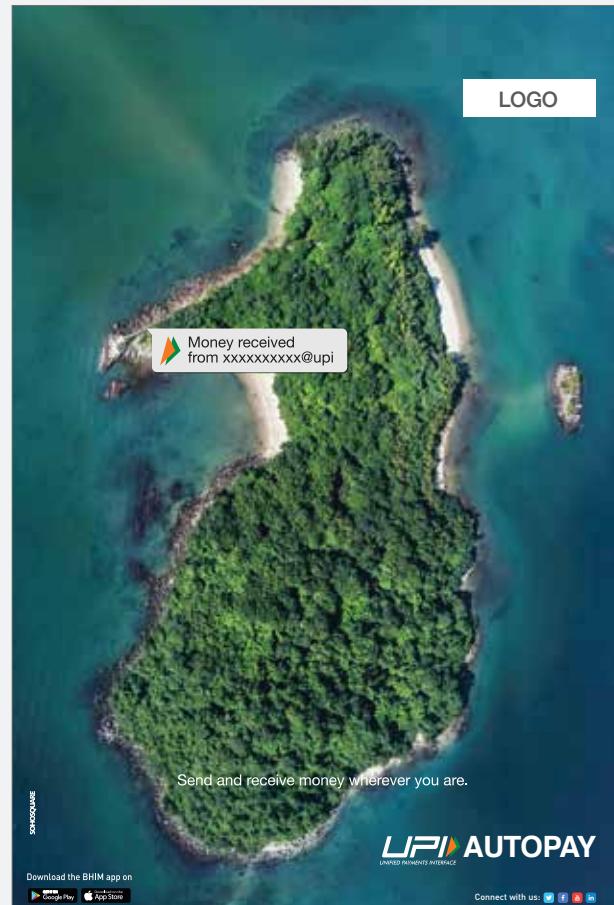
## Print Ad

A Partner/Merchant must use the UPI AUTOPAY logo in all communication pertaining to the AUTOPAY feature. Logo to be used is the horizontal one as shown here. the size of UPI AUTOPAY logo should be equal to the Partner/ Merchant logo, matched by height.



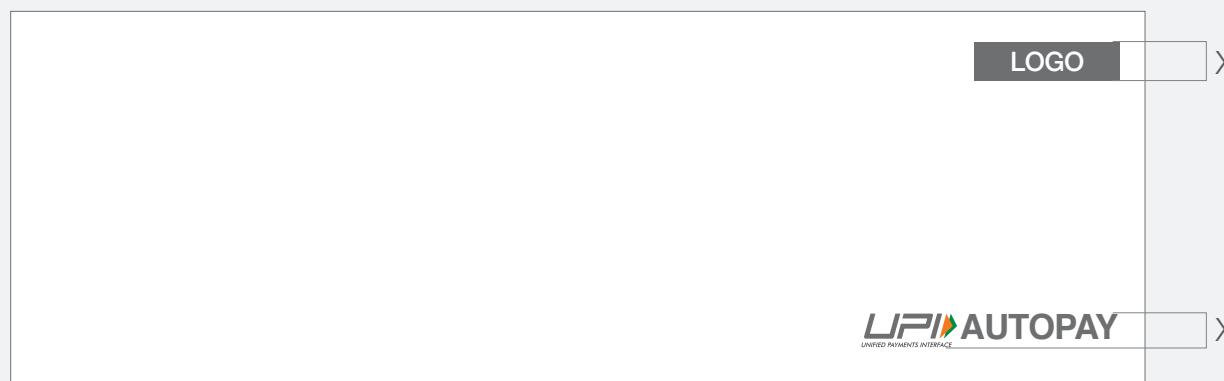
## Poster

A Partner/Merchant must use the UPI AUTOPAY logo in all communication pertaining to the AUTOPAY feature. Logo to be used is the horizontal one as shown here. the size of UPI AUTOPAY logo should be equal to the Partner/ Merchant logo, matched by height.



## Online Banners

A Banking Partner must use UPI AUTOPAY logo in all it's communication and the size of the UPI logo unit must be same as the size of the Brand logo unit, matched by height only.



## Social Media

The UPI AUTOPAY logo unit must be present in all Social Media Communication pertaining to UPI AUTOPAY as a service. While the size of the UPI AUTOPAY 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.

1200x628



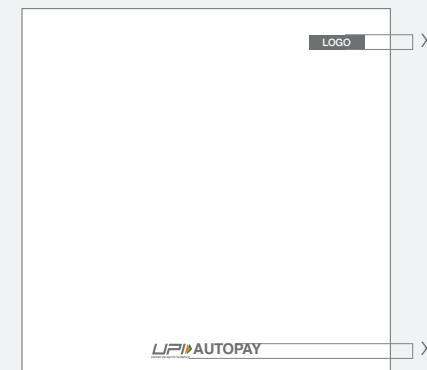
506x253



1024x512



500x500



# DISCLAIMER

## **Disclaimer**

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THANK YOU

