NPCI
भारतीय राष्ट्रीय भुगतान निगम
NATIONAL PAYMENTS CORPORATION OF INDIA

BHIM | UPI
BHARAT INTERFACE FOR MONEY | UNIFIED PAYMENTS INTERFACE
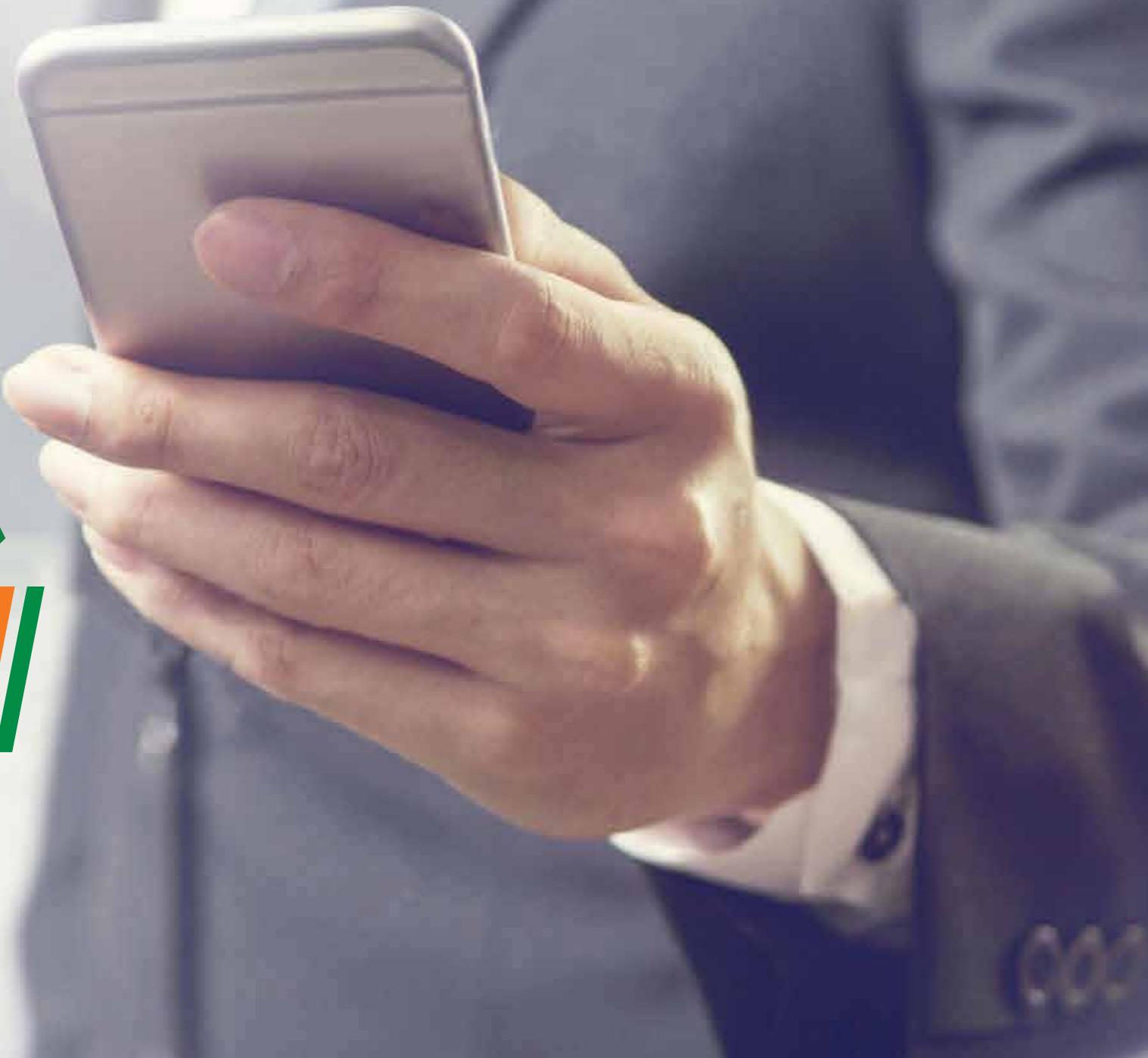
GUIDELINES

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**

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.
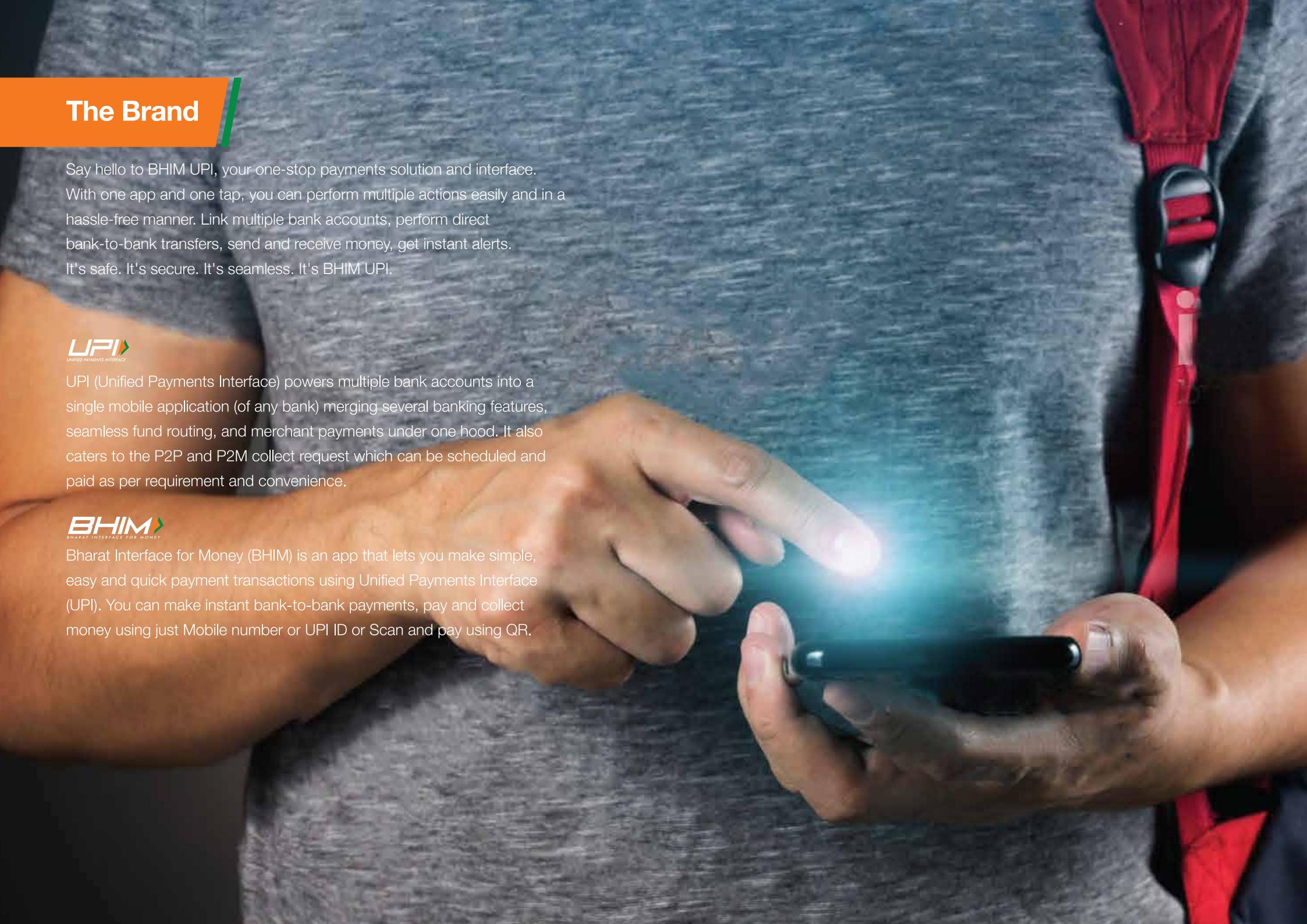
UPI
UNIFIED PAYMENTS INTERFACE

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.

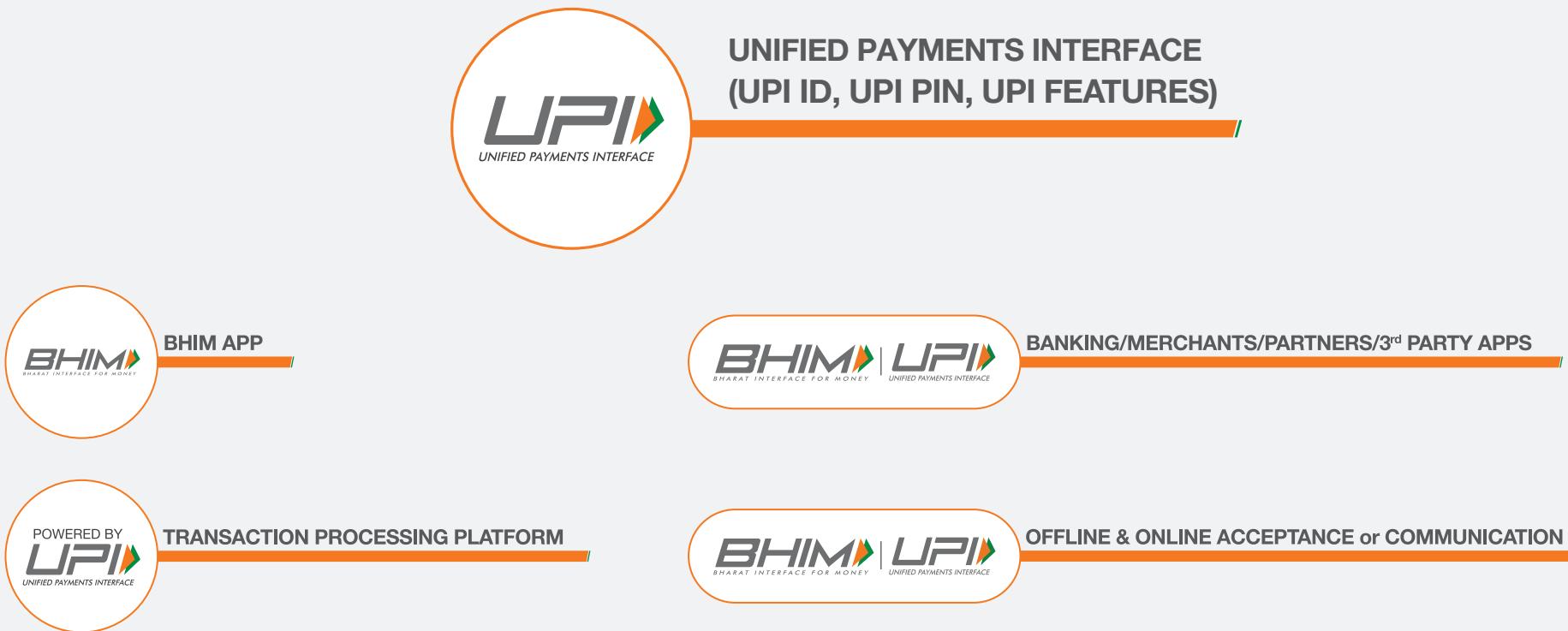### BHIM
BHARAT INTERFACE FOR MONEY

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

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

BHIM APP

BANKING/MERCHANTS/PARTNERS/3rd PARTY APPS

TRANSACTION PROCESSING PLATFORM
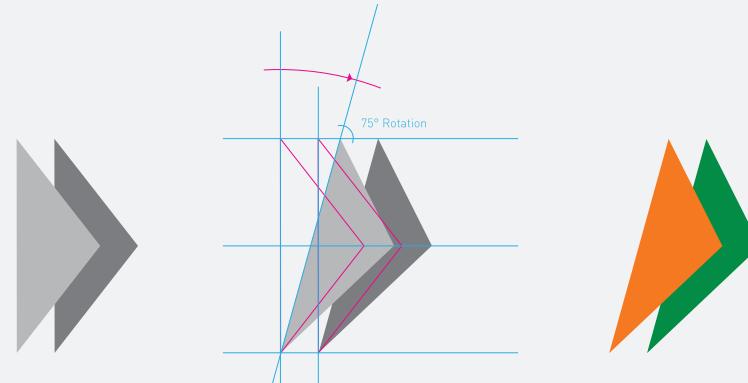
OFFLINE & ONLINE ACCEPTANCE or COMMUNICATION

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 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.

75° Rotation

Logotype   **UPI**   Symbol

UNIFIED PAYMENTS INTERFACE

Logotype   **BHIM**   Symbol

BHARAT INTERFACE FOR MONEY

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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.

UPI

UNIFIED PAYMENTS INTERFACE

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

UPI
UNIFIED PAYMENTS INTERFACE

UPI
UNIFIED PAYMENTS INTERFACE

UPI
UNIFIED PAYMENTS INTERFACE

UPI
UNIFIED PAYMENTS INTERFACE

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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.

BHIM
BHARAT INTERFACE FOR MONEY

	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	

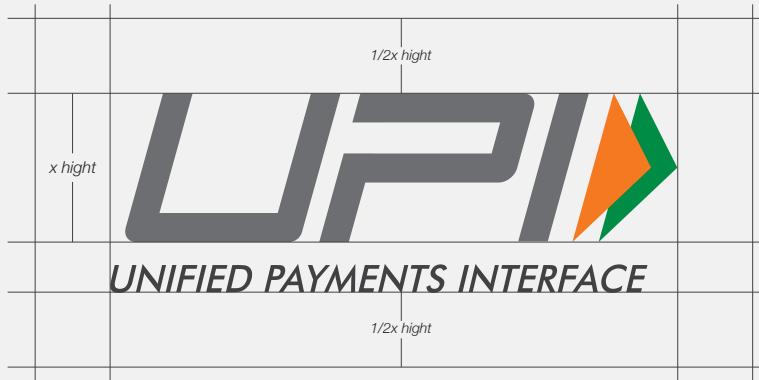| | C 000 | R 217 |
	M 065	G 120
	Y 100	B 045
	K 000	

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

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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

15 pixels

Screen 50 pixels

25 pixels

UPI

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 unit In such a case, the size of UPI symbol must not be smaller than 12 pixels.

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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.

1/2x hight

x hight

BHIM

BHARAT INTERFACE FOR MONEY

1/2x hight

BHIM

BHARAT INTERFACE FOR MONEY

BHIM

BHARAT INTERFACE FOR MONEY

BHIM

BHARAT INTERFACE FOR MONEY

BHIM

BHARAT INTERFACE FOR MONEY

Print 31.5 mm

BHIM
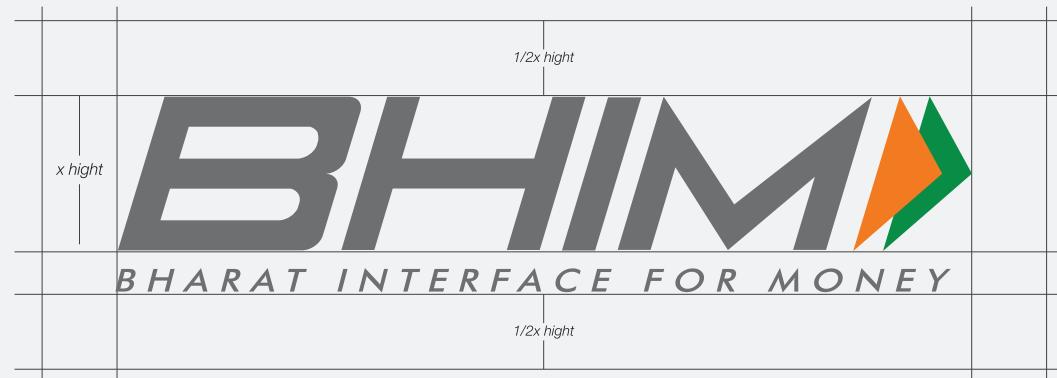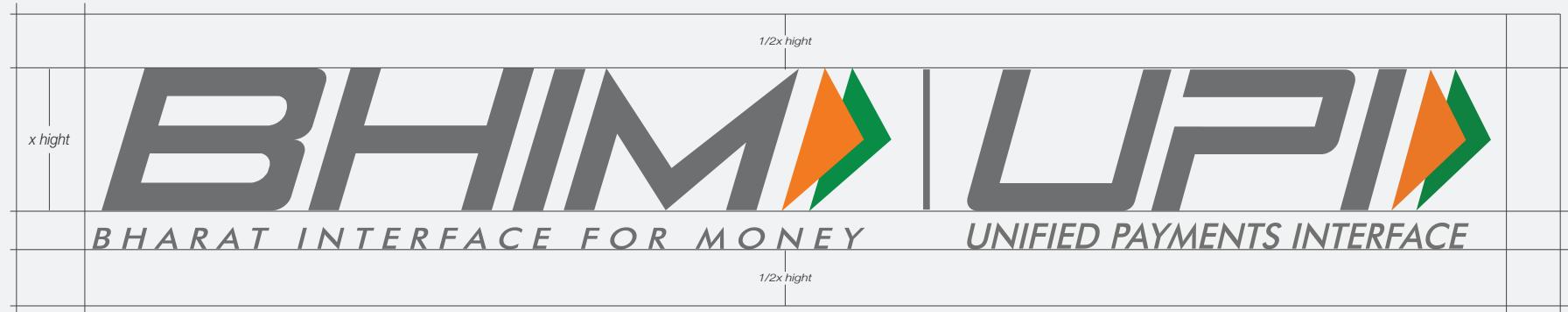
BHARAT INTERFACE FOR MONEY

15 pixels

Screen 62 pixels

12 pixels

BHIM

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 sized of BHIM symbol must not be smaller than 12 pixels.

x hight

1/2x hight

BHIM
BHARAT INTERFACE FOR MONEY

UPI
UNIFIED PAYMENTS INTERFACE

1/2x hight

BHIM
BHARAT INTERFACE FOR MONEY

UPI
UNIFIED PAYMENTS INTERFACE

BHIM
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BHIM
BHARAT INTERFACE FOR MONEY

UPI
UNIFIED PAYMENTS INTERFACE

Guidelines for positioning of UPI/BHIM logo as payment mode at merchant location (offline and online) Refer - UPI Circular no. NPCI /UPI/OC No. 35 /2017-18 dated October 11, 2017

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

Merchant Logo

Inter-changing the color patterns

Changing the color patterns completely

Monocolour symbol

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

Partner Logo

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

Partner/Merchant Logo

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

Partner/Merchant Logo

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

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.

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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

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Placement of typeface below unit.

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Incorrect colour used in unit.

Greyscale logotype.

Typeface in italics.

Logotype squeezed.

Logotype stretched.

Correct Usage

Examples of incorrect usage

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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 - 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 - 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

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

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 - Condenced 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
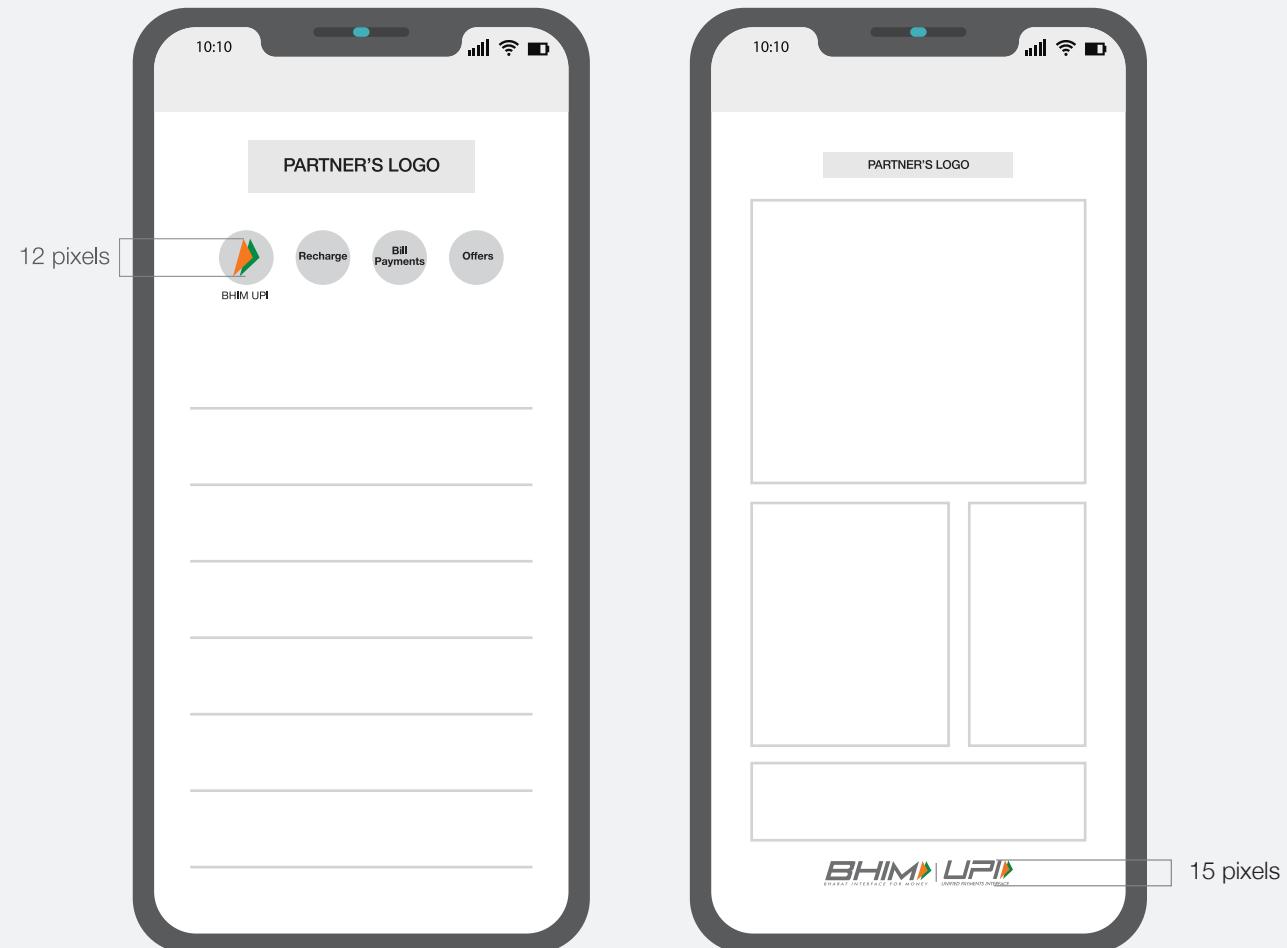1 2 3 4 5 6 7 8 9 0

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 accomodated, BHIM UPI must be written in uppercase text format.
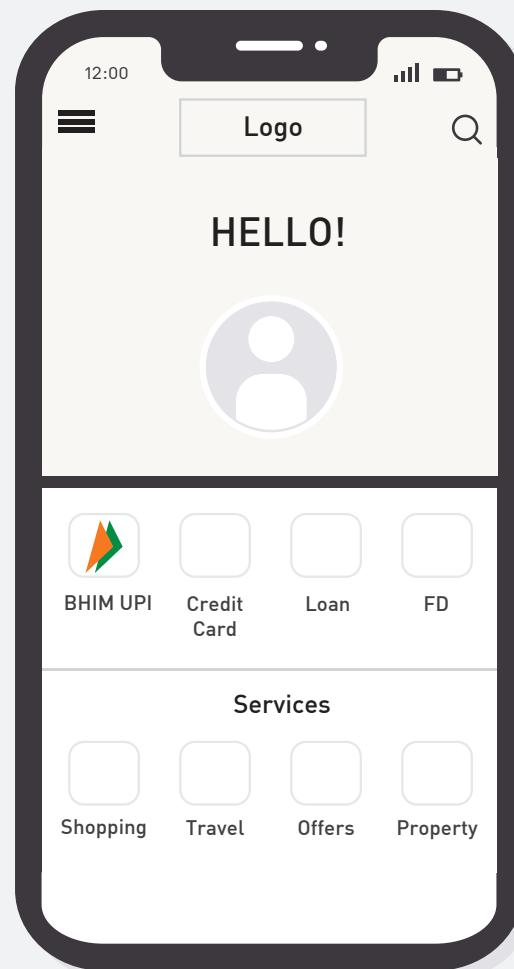
12 pixels

PARTNER'S LOGO

BHIM UPI   Recharge   Bill Payments   Offers

PARTNER'S LOGO

15 pixels

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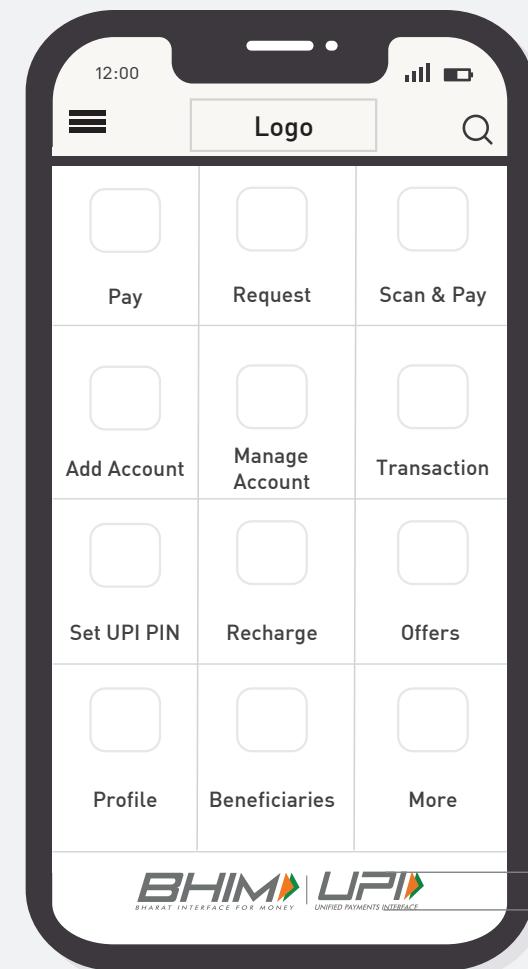# MOBILE BANKING APP (UPI OPTION)

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)

12:00

Logo

HELLO!

| BHIM UPI | Credit Card | Loan | FD |

Services

| Shopping | Travel | Offers | Property |

HOME PAGE (BHIM UPI)

12:00

Logo

Pay	Request	Scan & Pay
Add Account	Manage Account	Transaction
Set UPI PIN	Recharge	Offers
Profile	Beneficiaries	More

BHIM | UPI
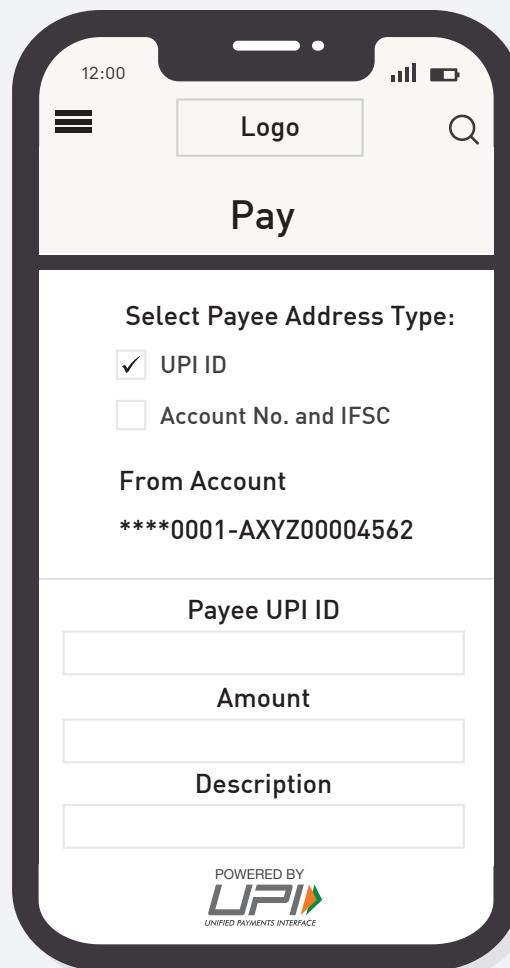BHARAT INTERFACE FOR MONEY | UNIFIED PAYMENTS INTERFACE
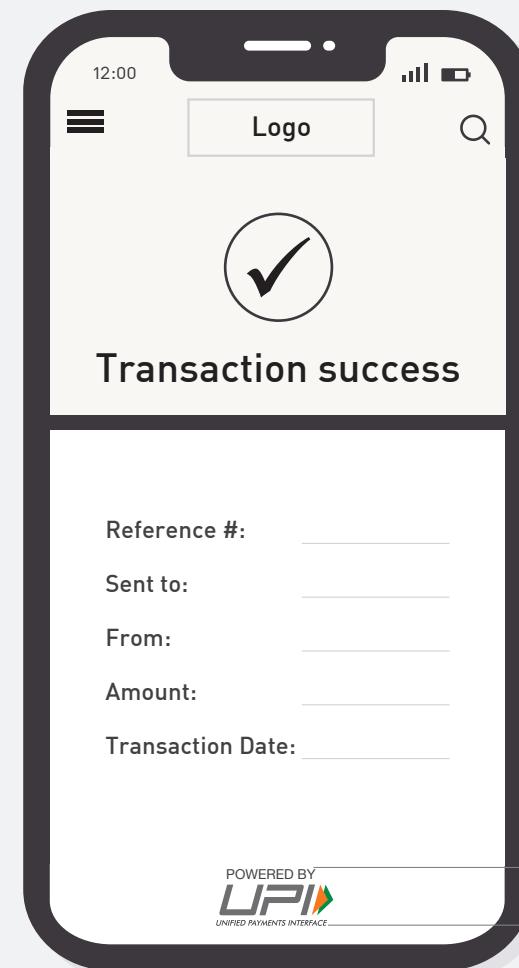
15 pixels

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.

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

INITIATE TRANSACTION PAGE

12:00

Logo

Pay

Select Payee Address Type:

☑ UPI ID

☐ Account No. and IFSC

From Account

******0001-AXYZ00004562**

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

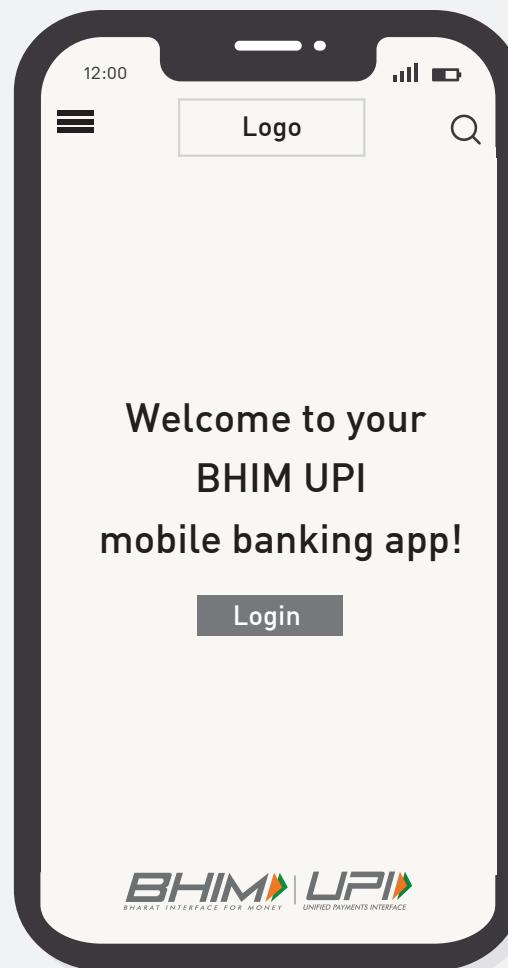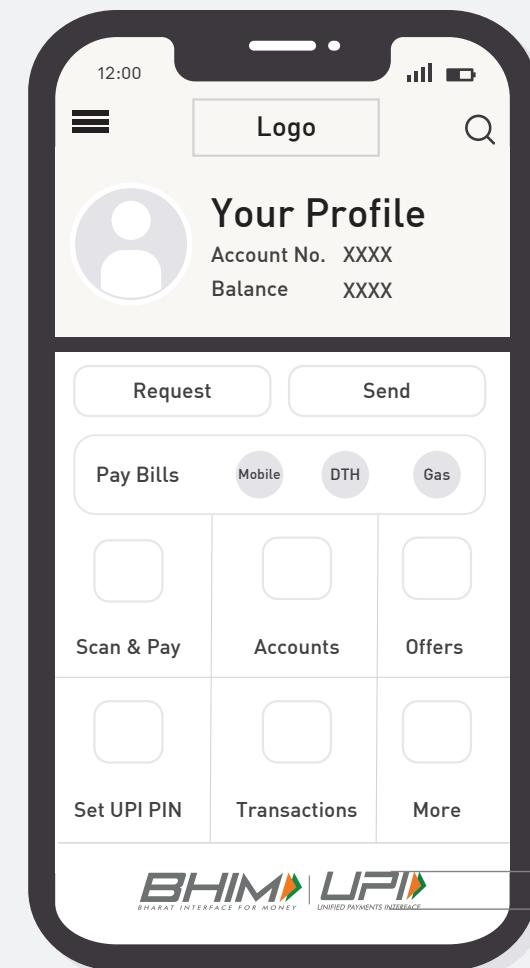# THE LOGO USAGE:
BANK UPI PSP APP

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 intiating 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.
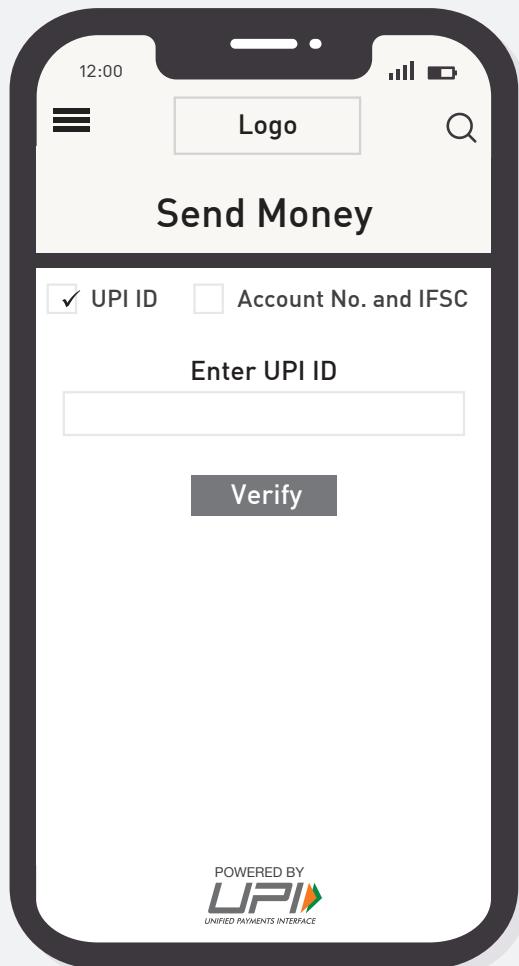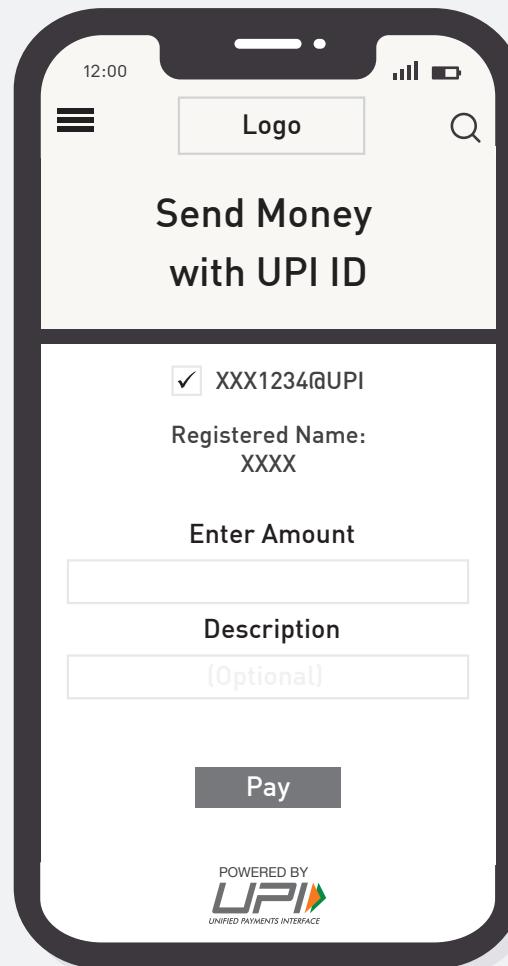
LOGIN PAGE

12:00

≡ Logo 🔍

Welcome to your BHIM UPI mobile banking app!

Login

BHIM | UPI
BHARAT INTERFACE FOR MONEY | UNIFIED PAYMENTS INTERFACE

HOME PAGE

12:00

≡ Logo 🔍

Your Profile
Account No. XXXX
Balance XXXX

Request Send

Pay Bills Mobile DTH Gas

Scan & Pay Accounts Offers

Set UPI PIN Transactions More

BHIM | UPI
BHARAT INTERFACE FOR MONEY | UNIFIED PAYMENTS INTERFACE

15 pixels

Mobile App

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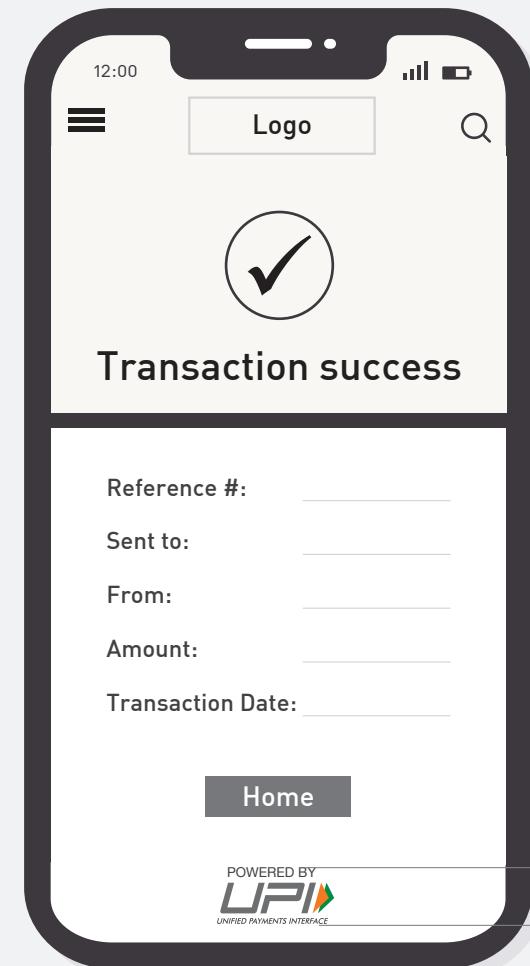
INITIATE TRANSACTION PAGE

12:00

Logo

Send Money

☑ UPI ID   ☐ Account No. and IFSC

Enter UPI ID

Verify

POWERED BY
UPI
UNIFIED PAYMENTS INTERFACE

INITIATE TRANSACTION PAGE

12:00

Logo

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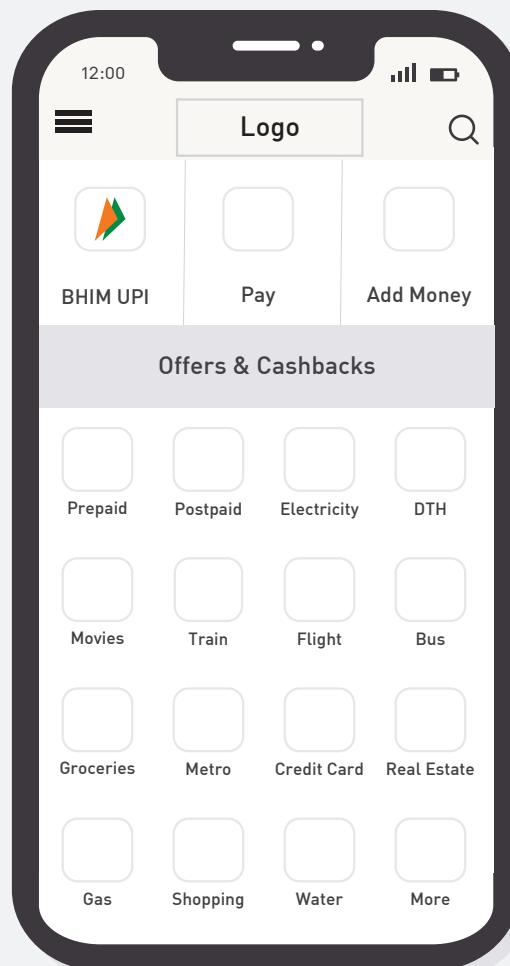
THE LOGO USAGE:
MERCHANT / NON-BANKING PARTNER
APP AND WEB

Guidelines for positioning of UPI/BHIM logo as payment mode at merchant location (offline and online) Refer - UPI Circular no. NPCI /UPI/OC No. 35 /2017-18 dated October 11, 2017
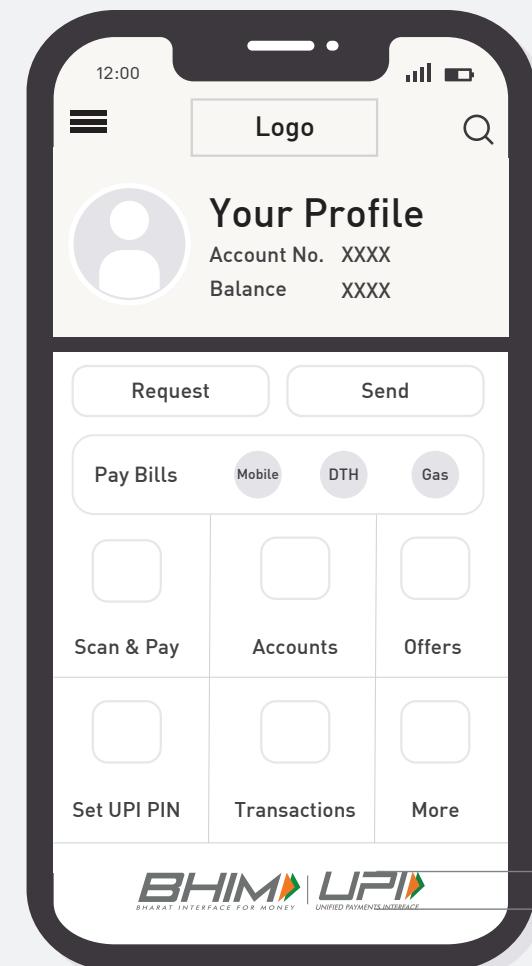
Mobile App

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)

12:00

Logo

BHIM UPI   Pay   Add Money

Offers & Cashbacks

Prepaid   Postpaid   Electricity   DTH

Movies   Train   Flight   Bus

Groceries   Metro   Credit Card   Real Estate

Gas   Shopping   Water   More

HOME PAGE (BHIM UPI)

12:00

Logo

Your Profile
Account No.   XXXX
Balance   XXXX

Request   Send

Pay Bills   Mobile   DTH   Gas

Scan & Pay   Accounts   Offers

Set UPI PIN   Transactions   More

BHIM | UPI
BHARAT INTERFACE FOR MONEY   UNIFIED PAYMENTS INTERFACE

15 pixels
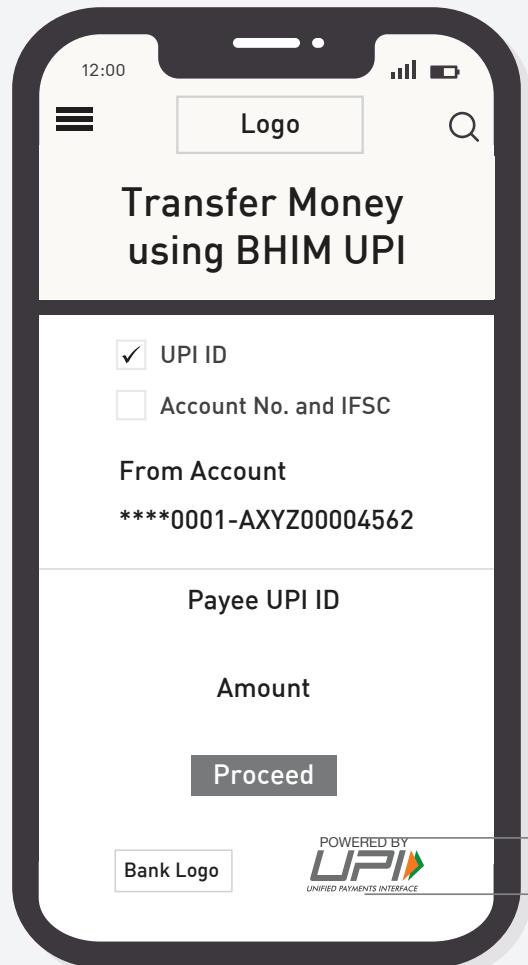
26

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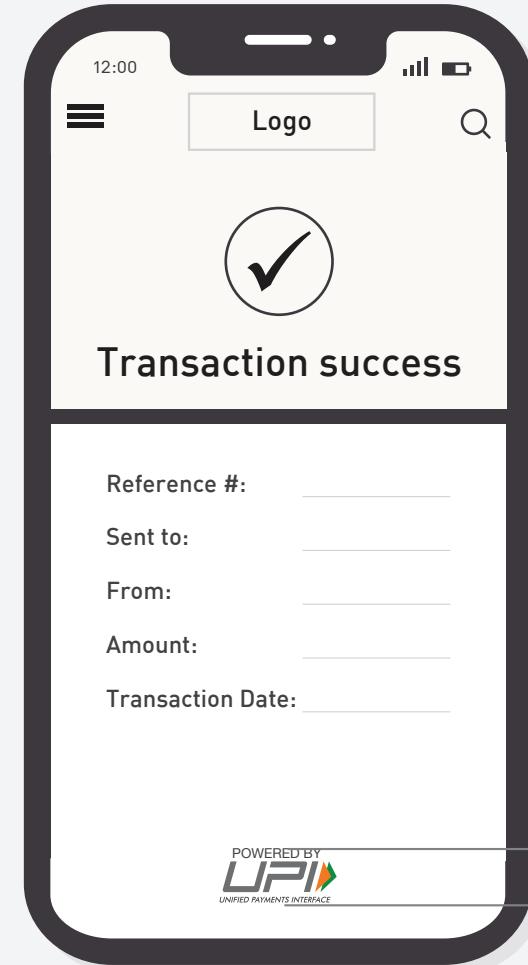
"Any third party UPI App integrated with bank' SDK (invoking NPCI Library) should display branding of partnering bank on all the UPI Payment pages"

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

INITIATE TRANSACTION PAGE

12:00

Logo

Transfer Money using BHIM UPI

☑ UPI ID

☐ Account No. and IFSC

From Account

******0001-AXYZ00004562**

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

27

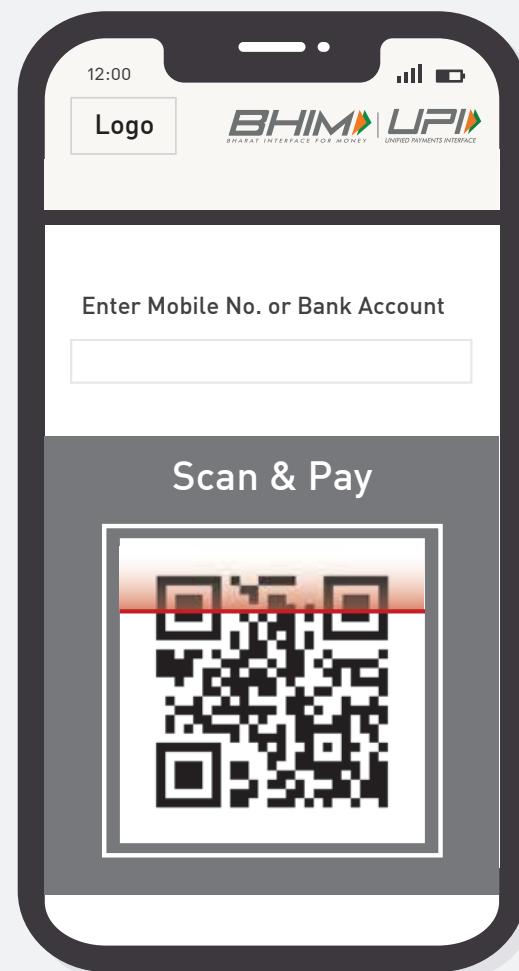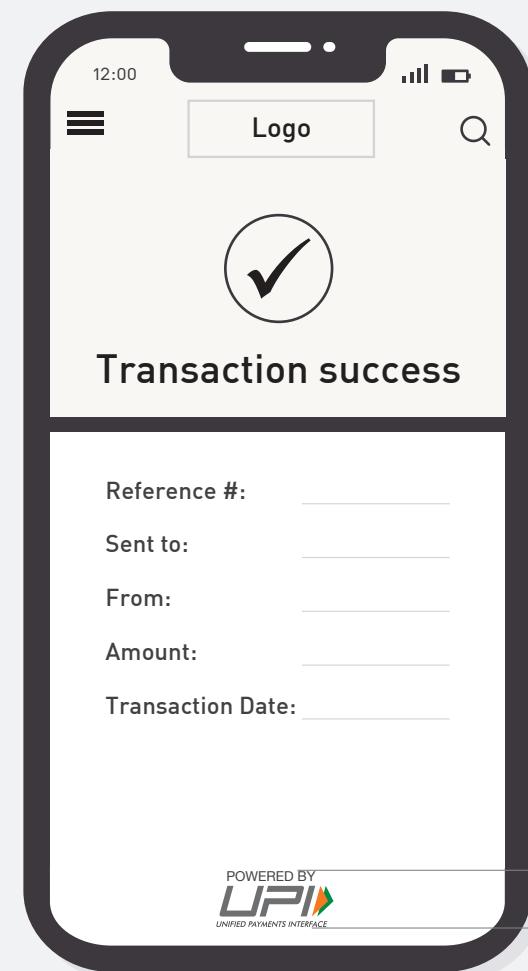# Mobile App

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

12:00

Logo

BHIM | UPI
BHARAT INTERFACE FOR MONEY | UNIFIED PAYMENTS INTERFACE

Enter Mobile No. or Bank Account

Scan & Pay

CONFIRMATION PAGE

12:00

Logo

Transaction success

Reference #:

Sent to:

From:

Amount:

Transaction Date:

POWERED BY
UPI
UNIFIED PAYMENTS INTERFACE

25 pixels
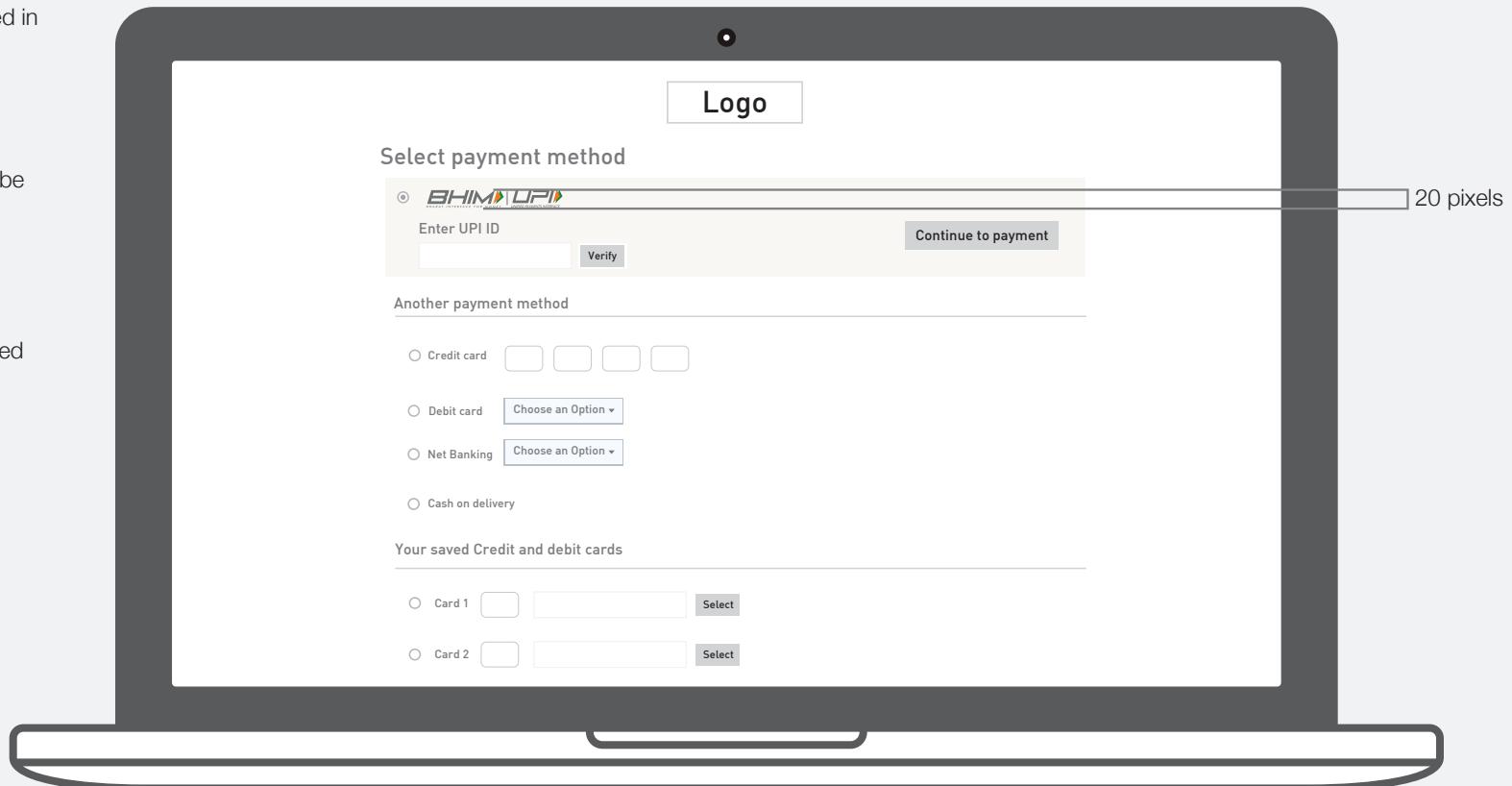
28

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.

Logo

Select payment method

Enter UPI ID   Verify   **Continue to payment**

20 pixels

Another payment method

○ Credit card

○ Debit card   Choose an Option ▾

○ Net Banking   Choose an Option ▾

○ Cash on delivery

Your saved Credit and debit cards

○ Card 1   Select

○ Card 2   Select

15 pixels

Screen 100 pixels

12 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.
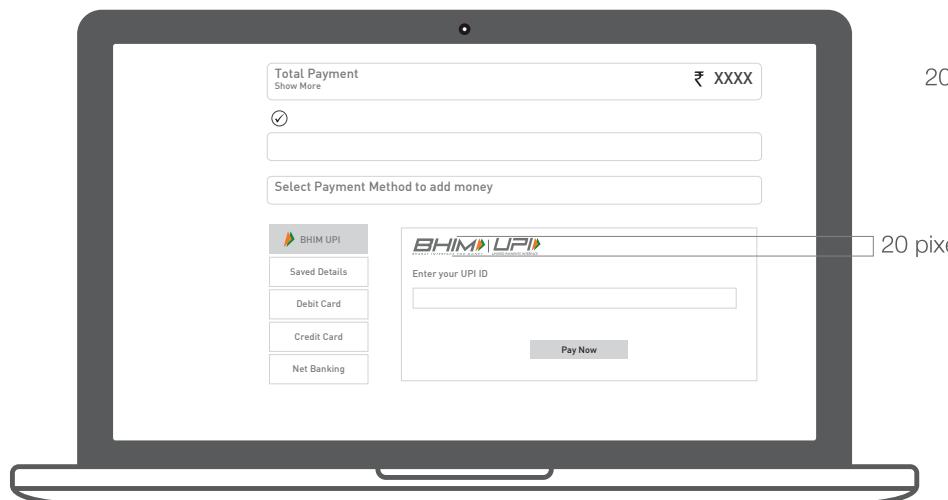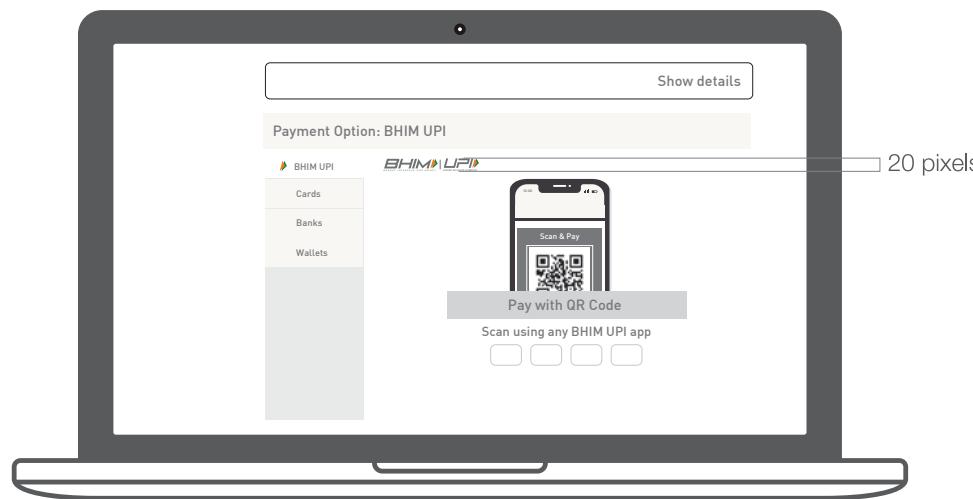
29

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.
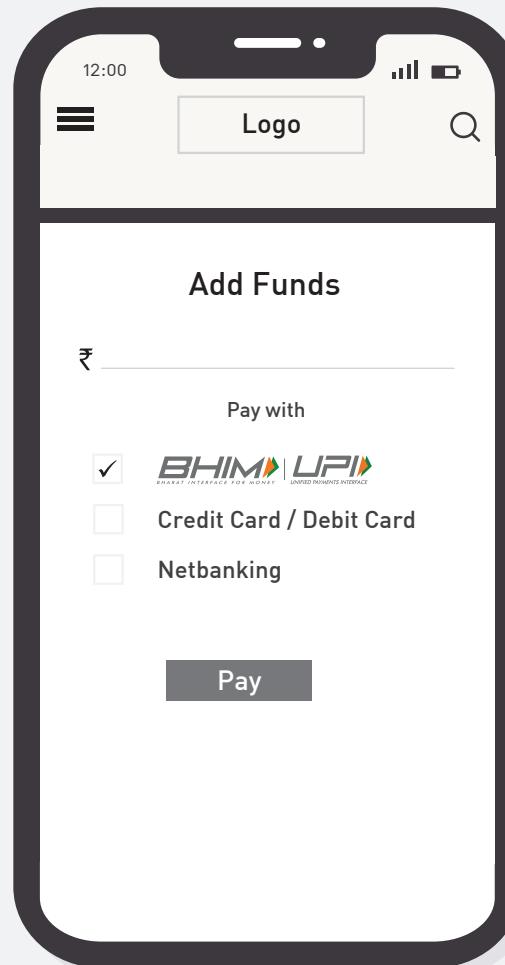
VPA to be changed to UPI ID.

Show details

Payment Option: BHIM UPI

BHIM UPI
Cards
Banks
Wallets

Scan & Pay

Pay with QR Code

Scan using any BHIM UPI app

20 pixels

Total Payment
Show More
₹ XXXX

Select Payment Method to add money

BHIM UPI
Saved Details
Debit Card
Credit Card
Net Banking

Enter your UPI ID

Pay Now

20 pixels

20 pixels

Logo

Total Payment
Show More
₹ XXXX

Enter your UPI ID

Make Payment

Or

Scan & Pay

Use any BHIM UPI app

30

Illustrations used here are for representation purposes only.

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

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

12:00

Logo

Add Funds

₹ _____

Pay with

☑ BHIM | UPI
BHARAT INTERFACE FOR MONEY   UNIFIED PAYMENTS INTERFACE

☐ Credit Card / Debit Card

☐ Netbanking

Pay

32

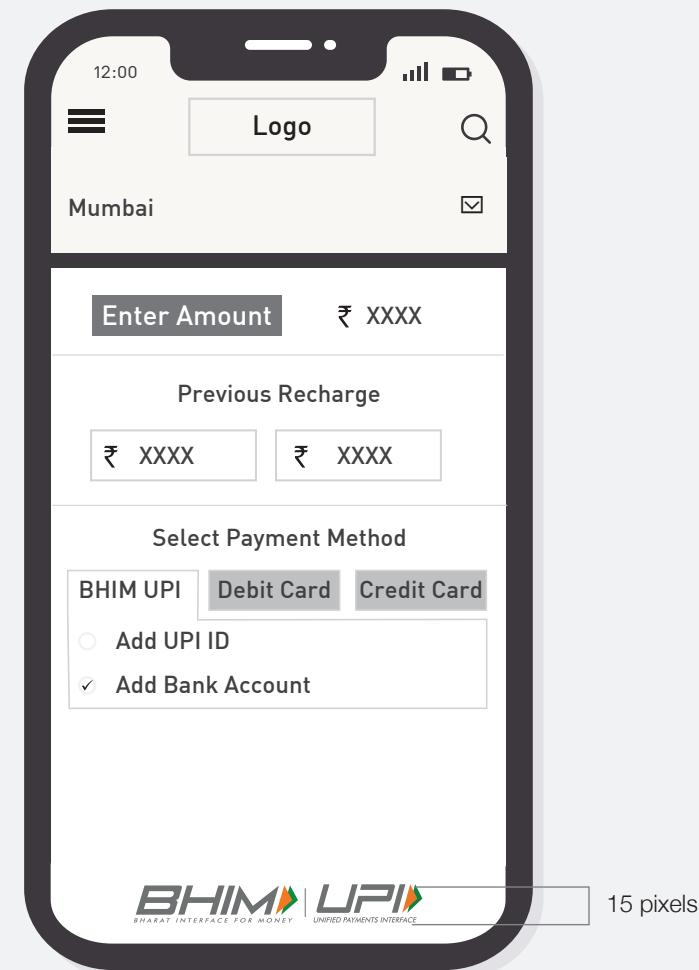Illustrations used here are for representation purposes only.

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.
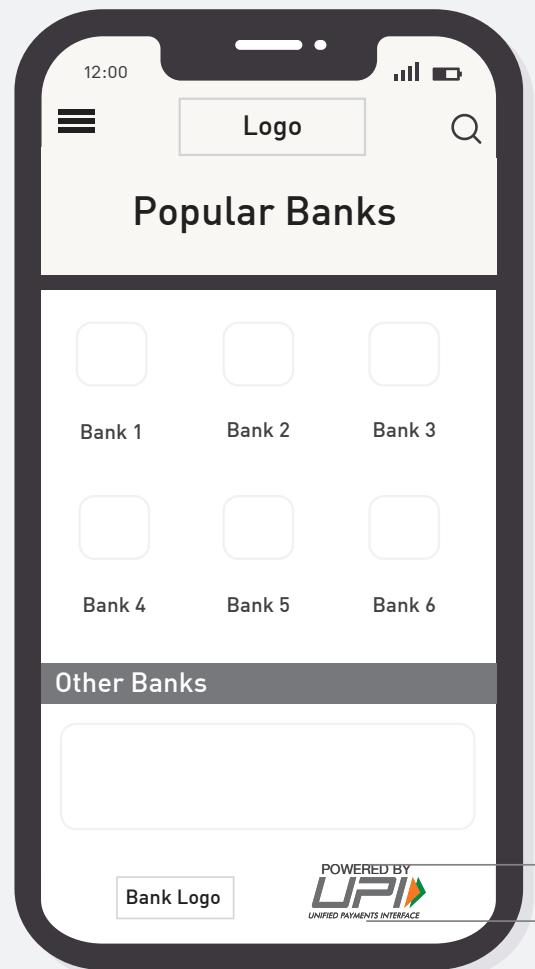
SDK PAGE

12:00

Logo

Mumbai

Enter Amount   ₹ XXXX

Previous Recharge

₹ XXXX   ₹ XXXX

Select Payment Method

BHIM UPI   Debit Card   Credit Card

○   Add UPI ID
✓   Add Bank Account

BHIM UPI
BHARAT INTERFACE FOR MONEY   UNIFIED PAYMENTS INTERFACE
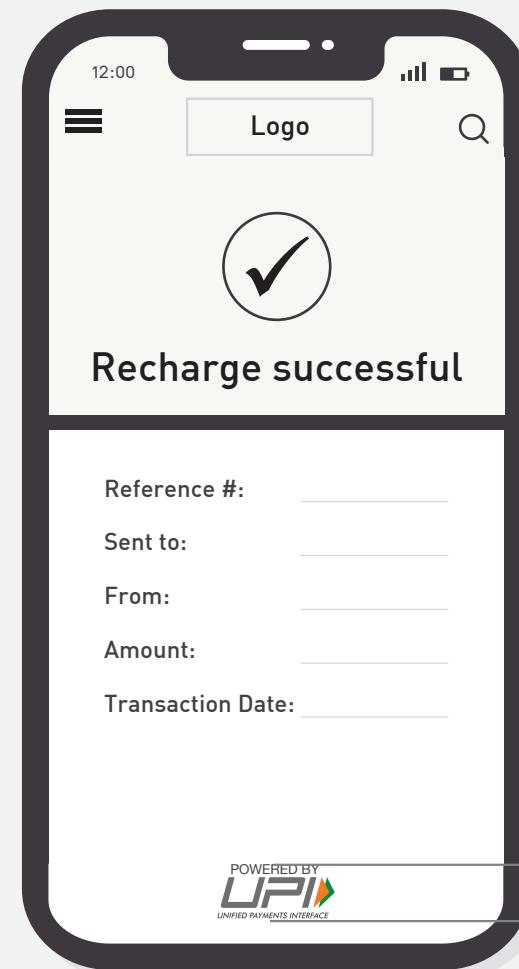
15 pixels

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

12:00

Logo

Popular Banks

Bank 1   Bank 2   Bank 3

Bank 4   Bank 5   Bank 6

Other Banks

Bank Logo

POWERED BY
UPI
UNIFIED PAYMENTS INTERFACE

25 pixels

CONFIRMATION PAGE

12:00

Logo

✓

Recharge successful

Reference #:

Sent to:

From:

Amount:

Transaction Date:

POWERED BY
UPI
UNIFIED PAYMENTS INTERFACE

25 pixels

34

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.

PARTNER LOGO   **BHIM**
BHARAT INTERFACE FOR MONEY   **UPI**
UNIFIED PAYMENTS INTERFACE

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.

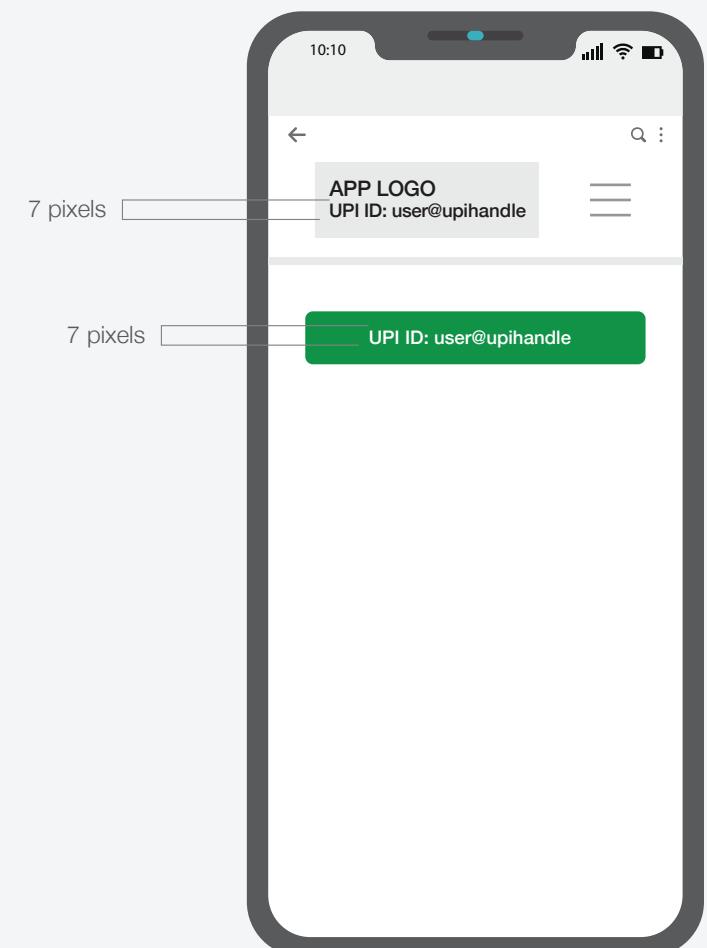Font typeface: Font to be used is of the partner's respective font typeface.

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

7 pixels

APP LOGO
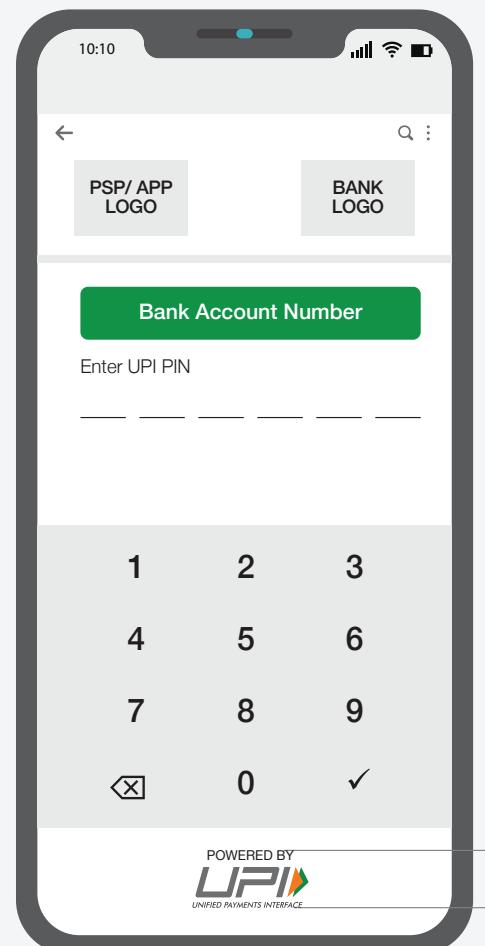UPI ID: user@upihandle

7 pixels

UPI ID: user@upihandle

10:10

38

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.
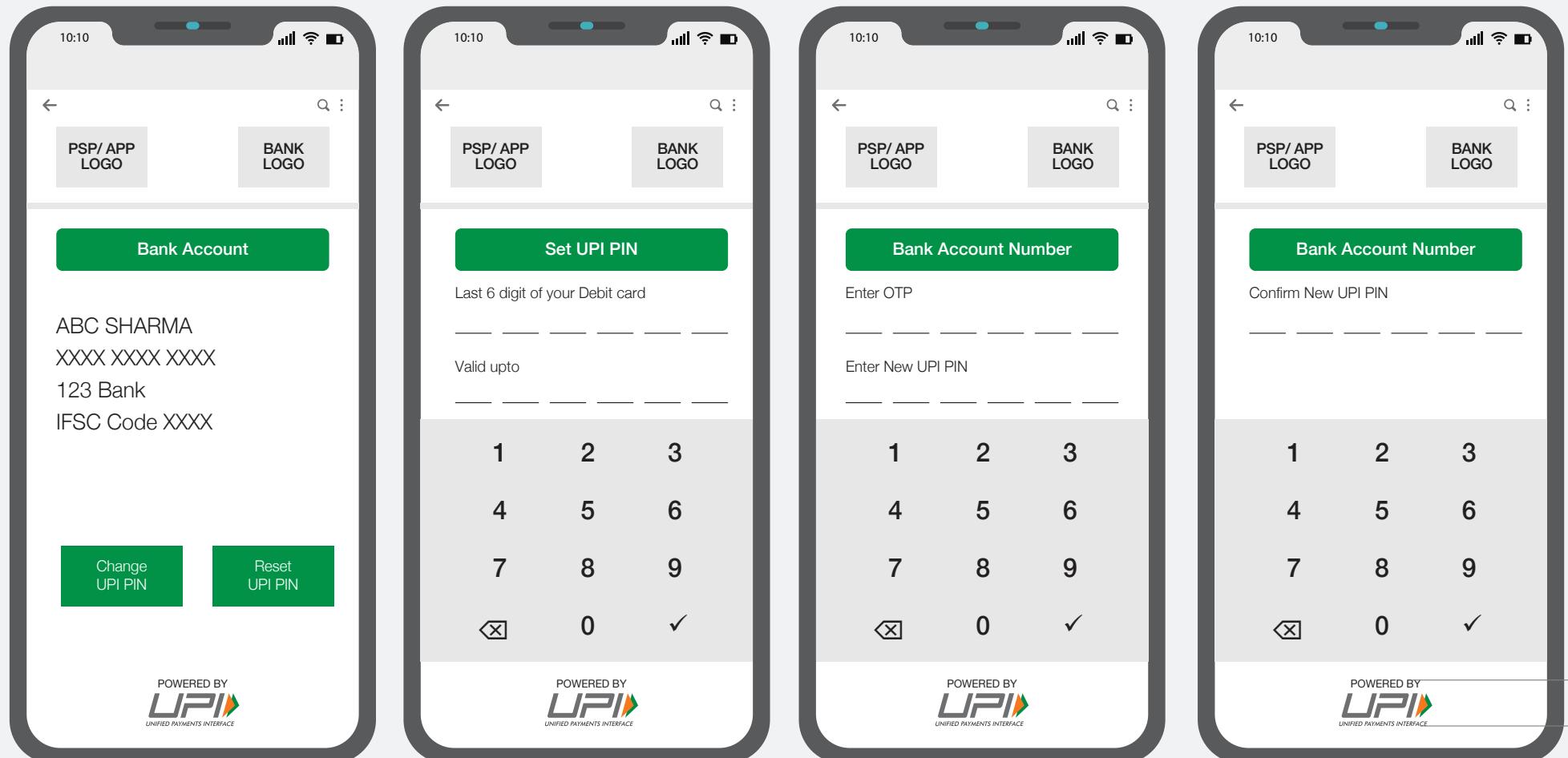

50 pixels

40

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.

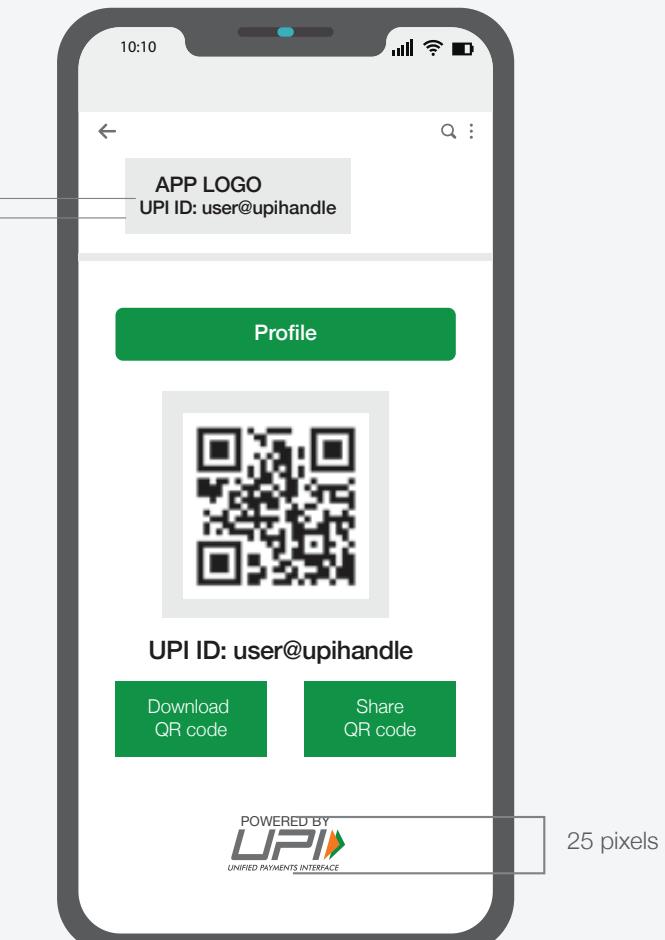Powered by UPI Logo must be used at all places where UPI API's are being called.

Screen 1

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

Screen 2

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

Screen 3

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

Screen 4

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.
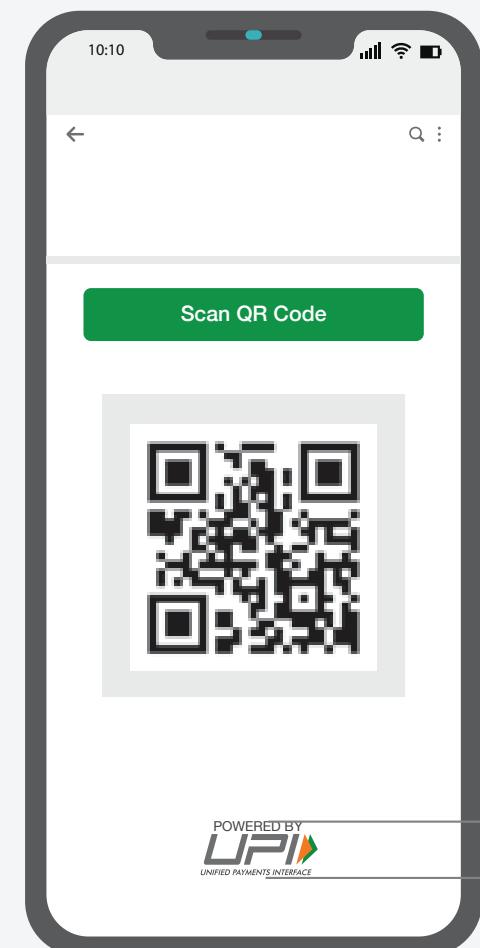
User Profile Page

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.

5 pixels

10:10

APP LOGO
UPI ID: user@upihandle

Profile

UPI ID: user@upihandle

| Download QR code | Share QR code |

POWERED BY

25 pixels

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

10:10

Scan QR Code

POWERED BY
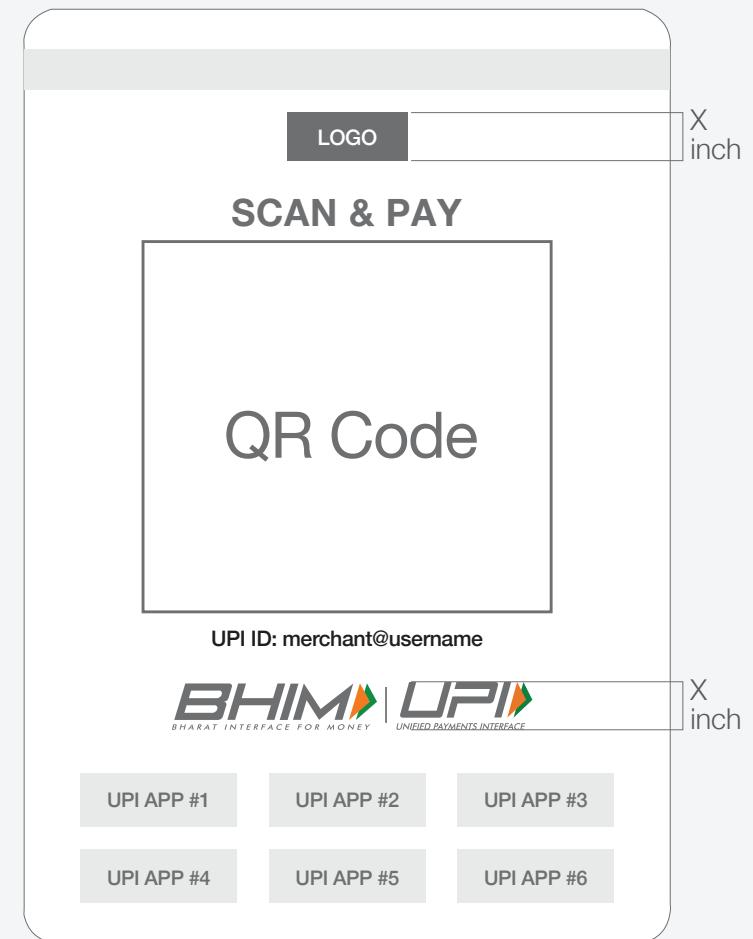UPI
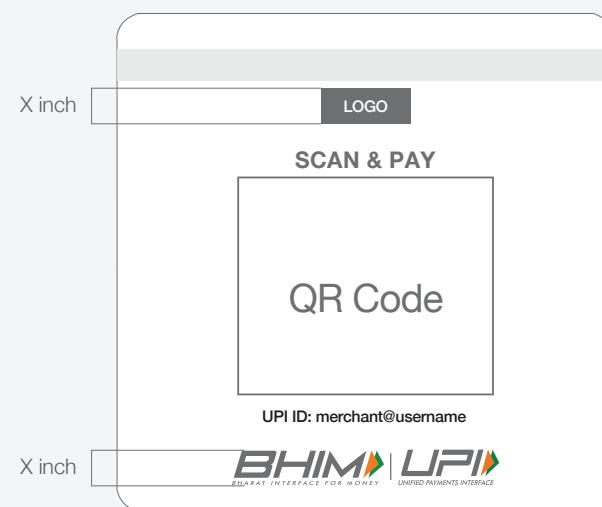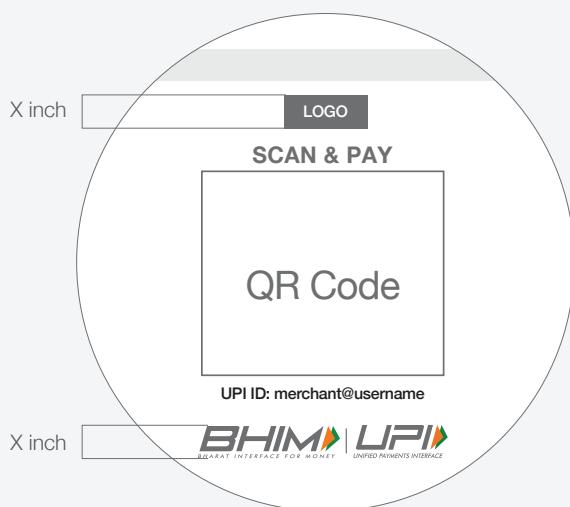UNIFIED PAYMENTS INTERFACE

25 pixels

45

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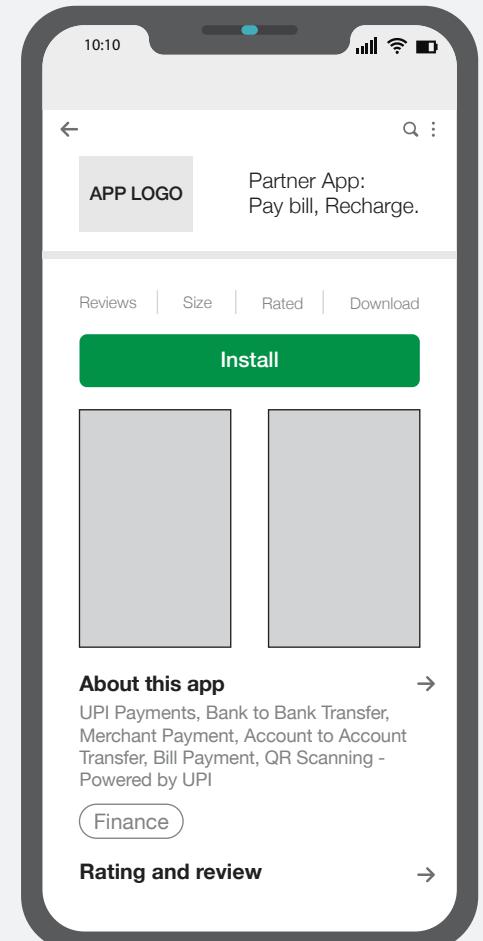
Merchant must display their respective UPI ID below the QR code. And should mention the word 'UPI ID' before the UPI ID as represented below.

X inch

LOGO

SCAN & PAY

QR Code

UPI ID: merchant@username

X inch

BHIM | *UPI*
BHARAT INTERFACE FOR MONEY | UNIFIED PAYMENTS INTERFACE

X inch

LOGO

SCAN & PAY

QR Code

UPI ID: merchant@username

X inch

BHIM | *UPI*
BHARAT INTERFACE FOR MONEY | UNIFIED PAYMENTS INTERFACE

LOGO

X inch

SCAN & PAY

QR Code

UPI ID: merchant@username

BHIM | *UPI*
BHARAT INTERFACE FOR MONEY | UNIFIED PAYMENTS INTERFACE

X inch

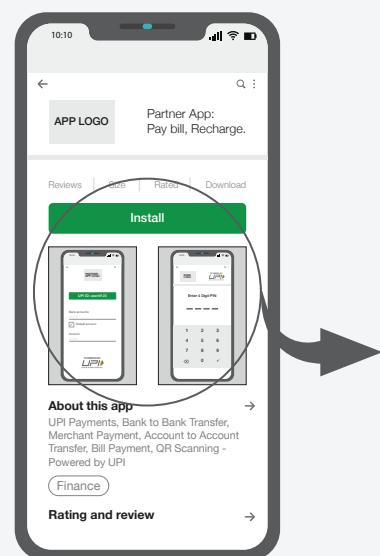| UPI APP #1 | UPI APP #2 | UPI APP #3 |
| UPI APP #4 | UPI APP #5 | UPI APP #6 |

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.
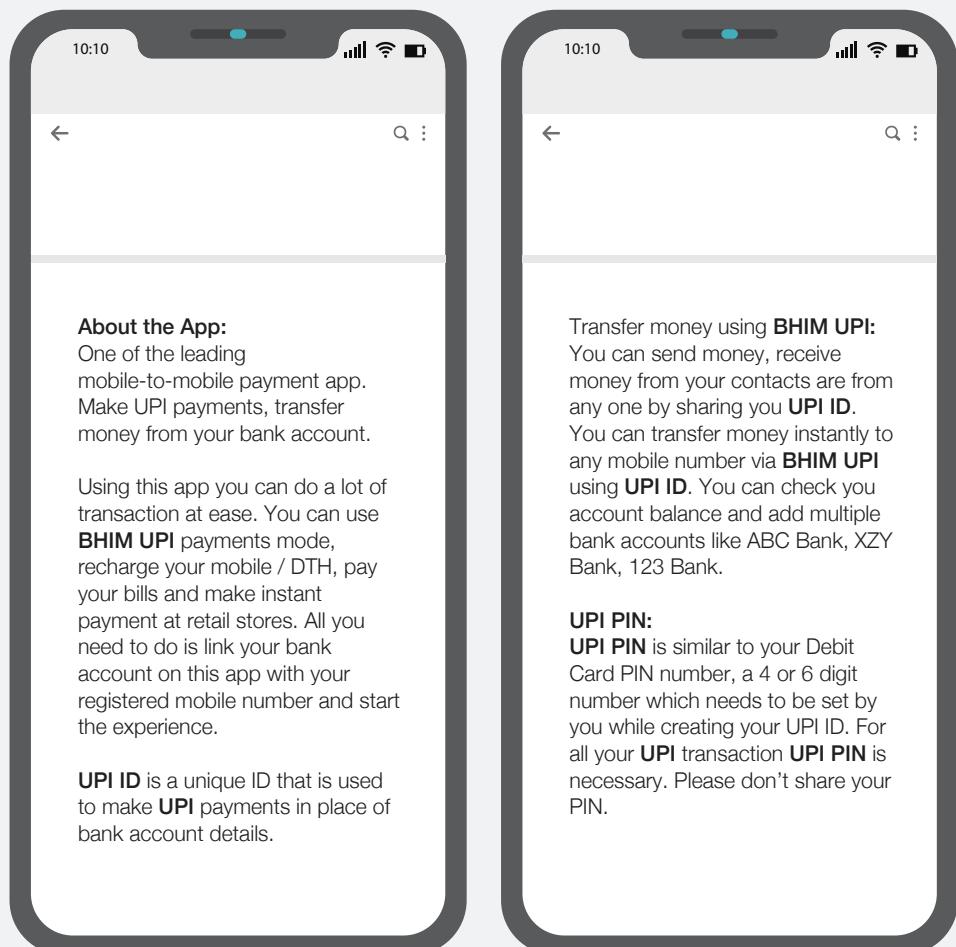
Reviews | Size | Rated | Download

Install
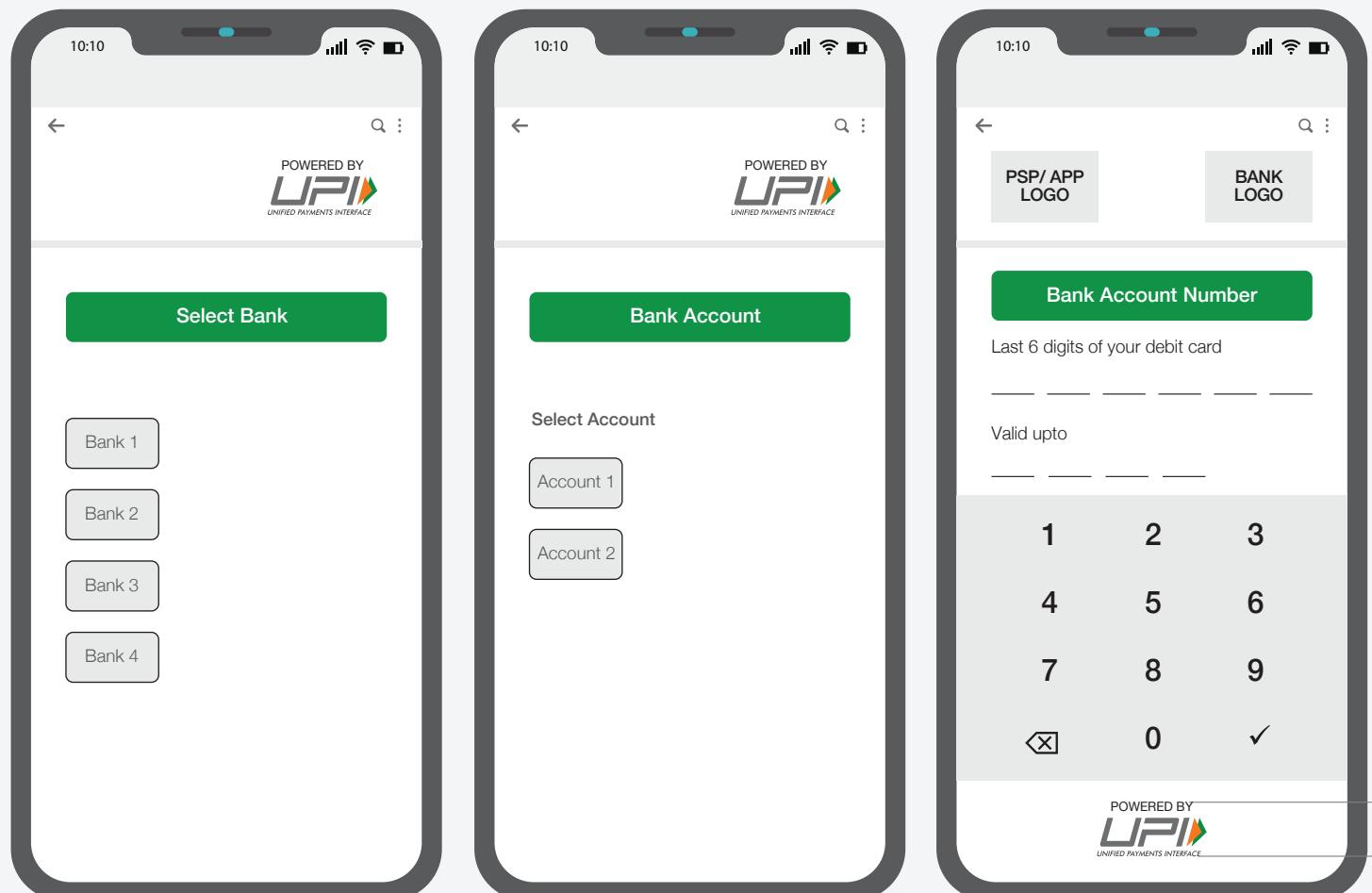
UPI ID Screen Preview

UPI PIN Screen Preview

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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.

About the App:
One of the leading mobile-to-mobile payment app. Make UPI payments, transfer money from your bank account.

Using this app you can do a lot of transaction at ease. You can use **BHIM UPI** payments mode, recharge your mobile / DTH, pay your bills and make instant payment at retail stores. All you need to do is link your bank account on this app with your registered mobile number and start the experience.

UPI ID is a unique ID that is used to make **UPI** payments in place of bank account details.

Transfer money using **BHIM UPI:**
You can send money, receive money from your contacts are from any one by sharing you **UPI ID**. You can transfer money instantly to any mobile number via **BHIM UPI** using **UPI ID**. You can check you account balance and add multiple bank accounts like ABC Bank, XZY Bank, 123 Bank.

UPI PIN:
UPI PIN is similar to your Debit Card PIN number, a 4 or 6 digit number which needs to be set by you while creating your UPI ID. For all your **UPI** transaction **UPI PIN** is necessary. Please don't share your PIN.

50

UPI App – Onboarding process

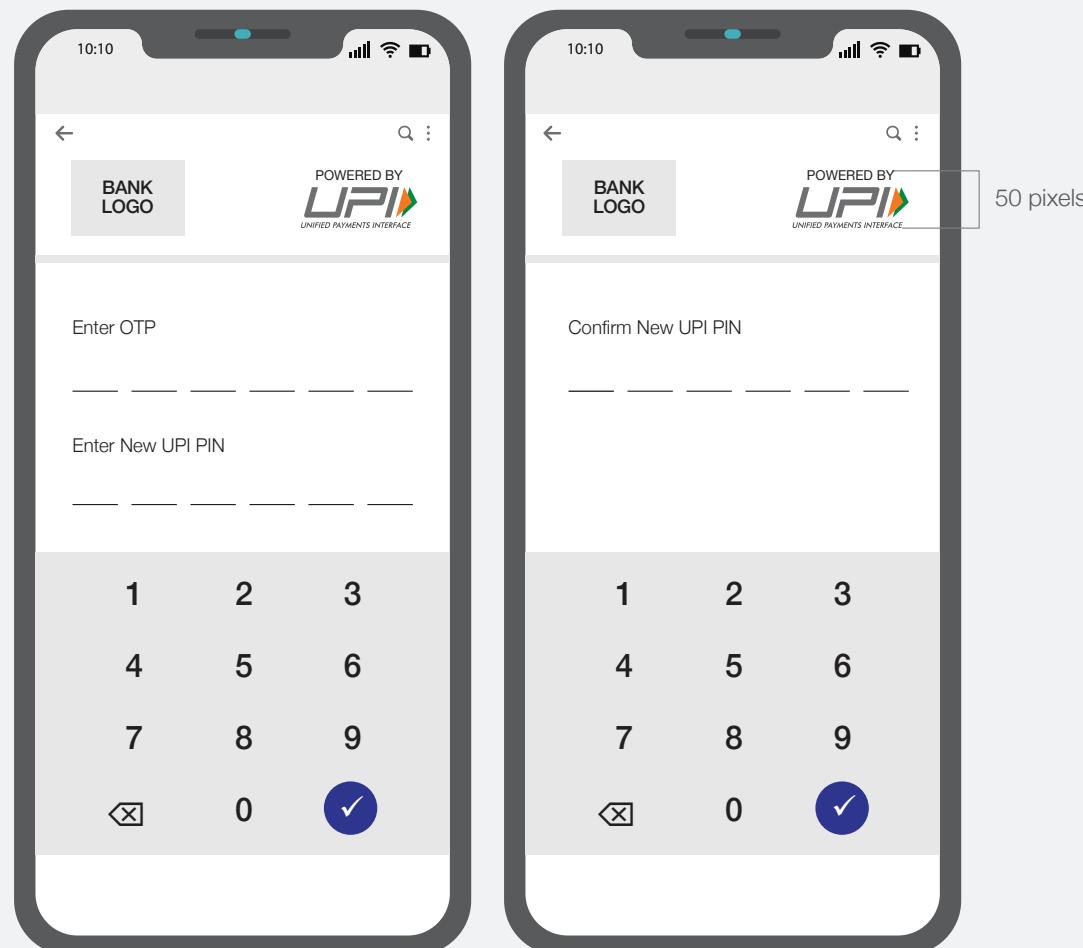During the consumer journey, UPI logo needs to be displayed at the following:

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

POWERED BY
UPI
UNIFIED PAYMENTS INTERFACE

Select Bank

Bank 1

Bank 2

Bank 3

Bank 4

POWERED BY
UPI
UNIFIED PAYMENTS INTERFACE

Bank Account

Select Account

Account 1

Account 2

PSP/ APP LOGO

BANK LOGO

Bank Account Number

Last 6 digits of your debit card

___ ___ ___ ___ ___

Valid upto

___ ___ ___ ___

1	2	3
4	5	6
7	8	9
⌫	0	✓

POWERED BY
UPI
UNIFIED PAYMENTS INTERFACE

50 pixels
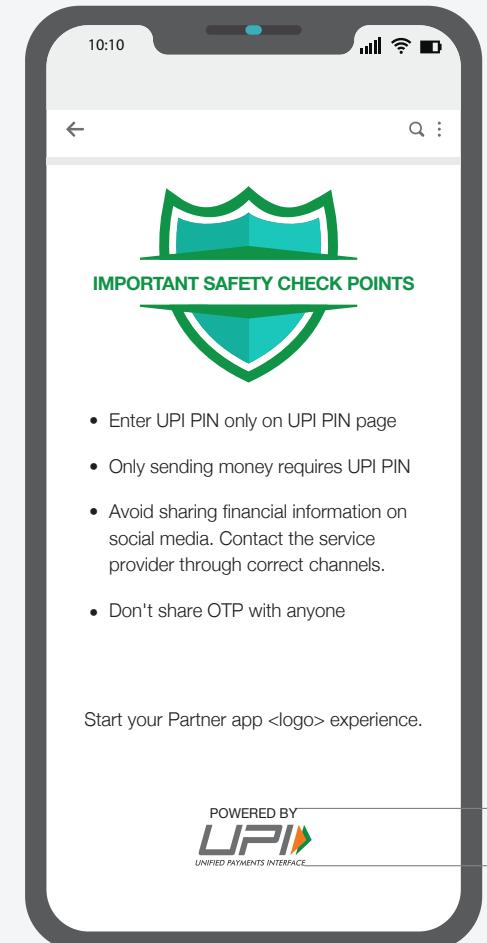
UPI App – Onboarding process

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.

50 pixels

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.
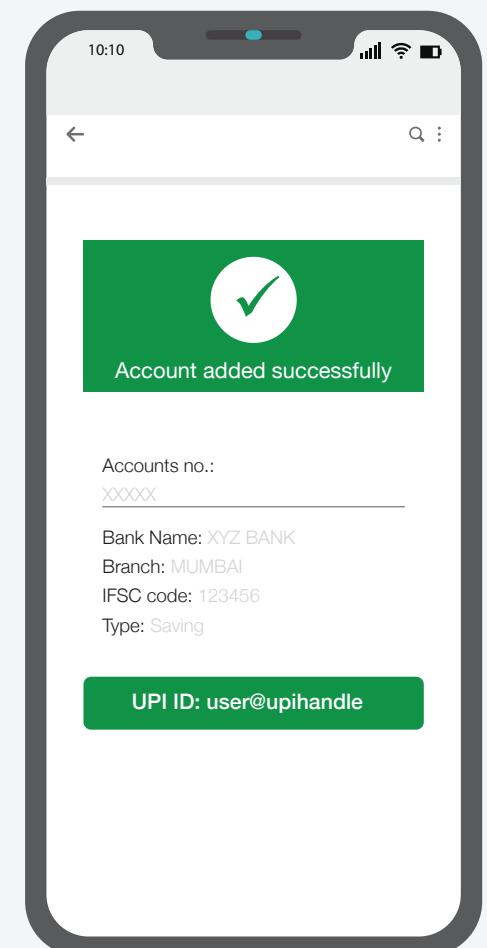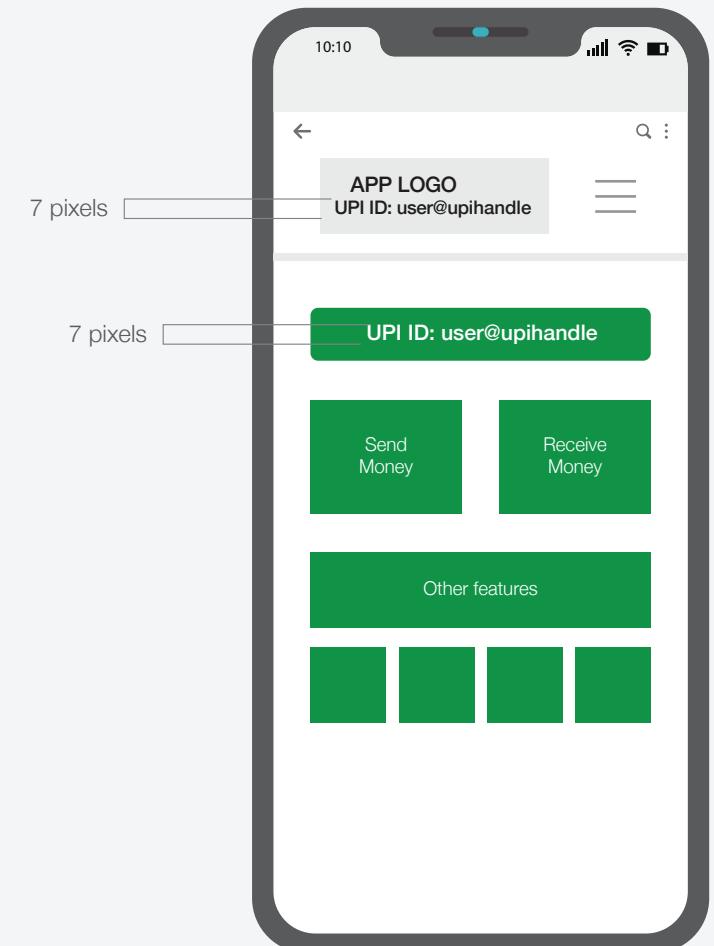

10:10

IMPORTANT SAFETY CHECK POINTS

- Enter UPI PIN only on UPI PIN page

- Only sending money requires UPI PIN

- Avoid sharing financial information on social media. Contact the service provider through correct channels.

- Don't share OTP with anyone

Start your Partner app <logo> experience.

POWERED BY
UPI
UNIFIED PAYMENTS INTERFACE

50 pixels

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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

10:10

Account added successfully

Accounts no.:
XXXXX

Bank Name: XYZ BANK
Branch: MUMBAI
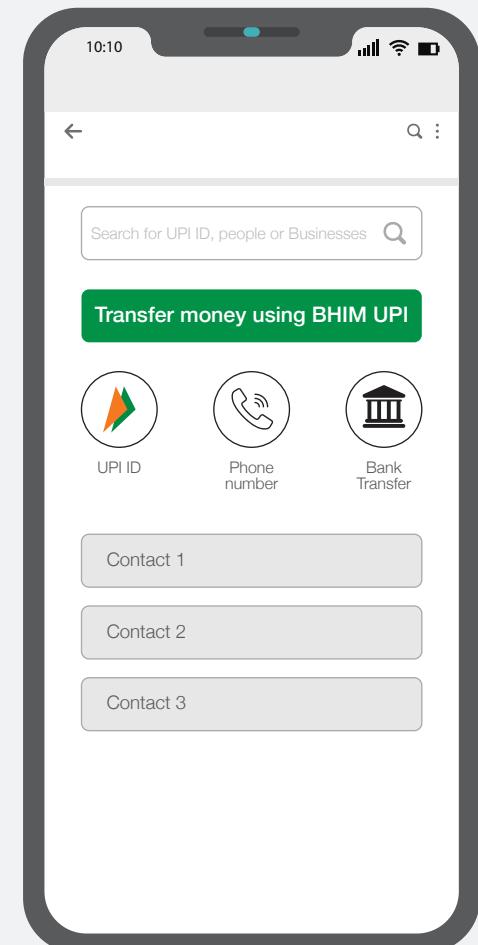IFSC code: 123456
Type: Saving

UPI ID: user@upihandle

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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.
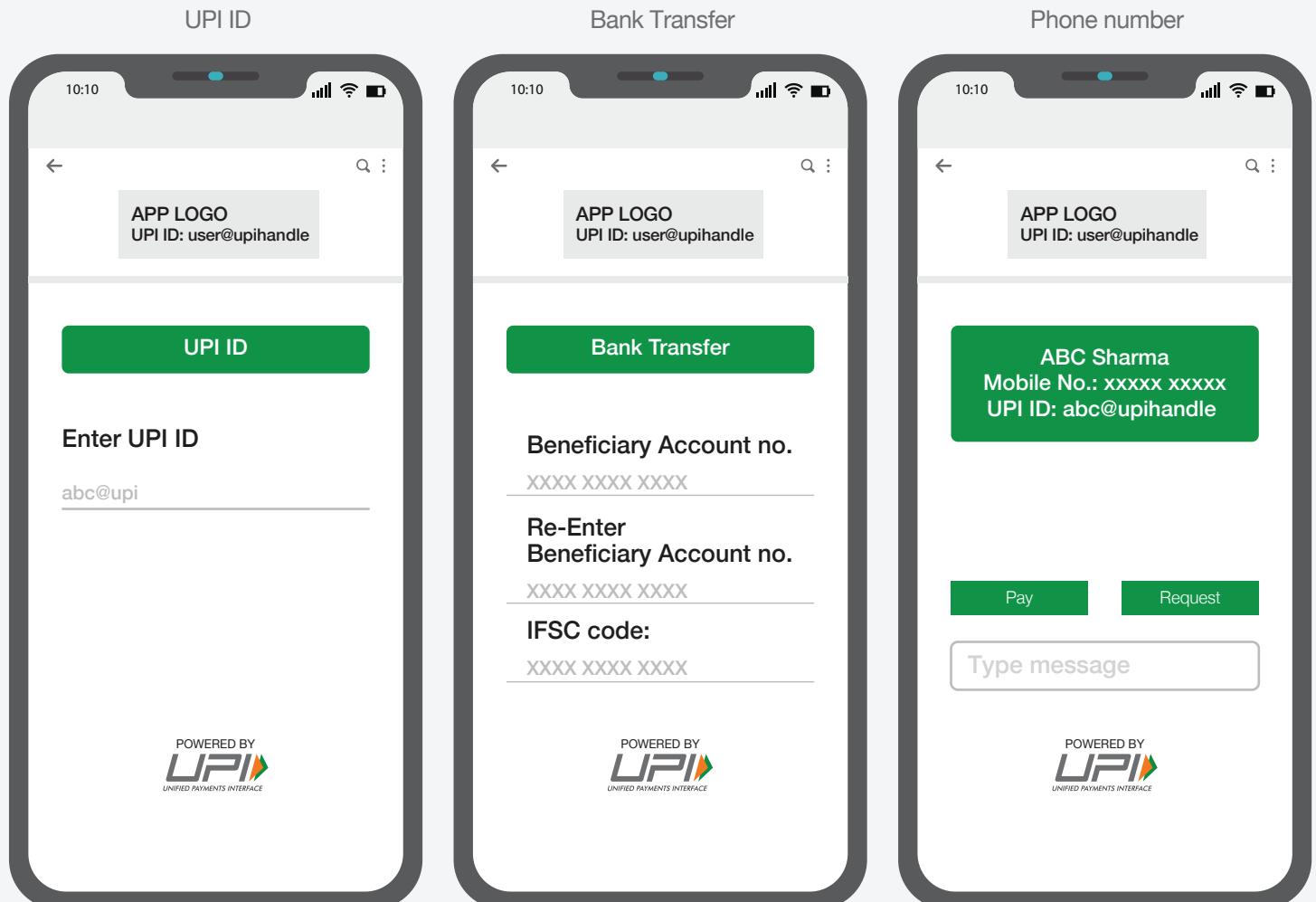
10:10

APP LOGO
UPI ID: user@upihandle

7 pixels

7 pixels

UPI ID: user@upihandle

Send Money

Receive Money

Other features

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.
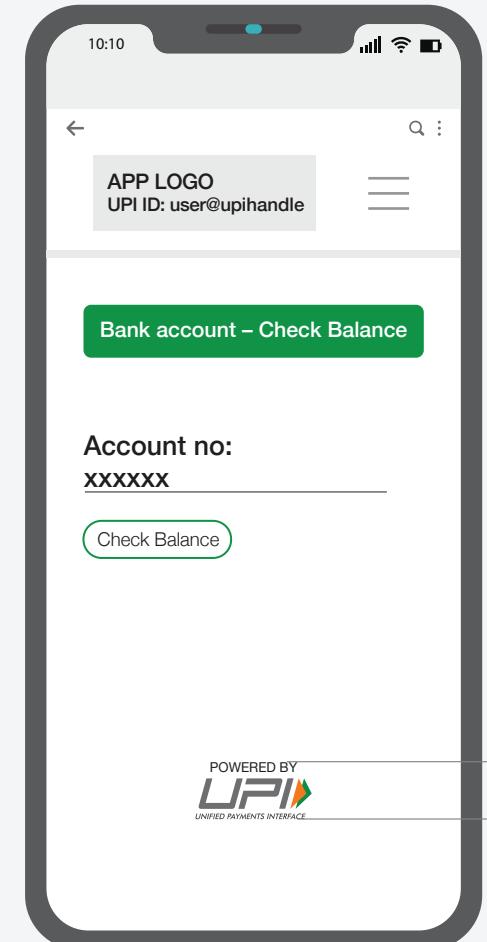
UPI ID

```
10:10
←                    Q  ⋮

    APP LOGO
    UPI ID: user@upihandle


         UPI ID

Enter UPI ID

abc@upi


              POWERED BY
              UPI
              UNIFIED PAYMENTS INTERFACE
```

Bank Transfer

```
10:10
←                    Q  ⋮

    APP LOGO
    UPI ID: user@upihandle


      Bank Transfer

Beneficiary Account no.
XXXX XXXX XXXX

Re-Enter
Beneficiary Account no.
XXXX XXXX XXXX

IFSC code:
XXXX XXXX XXXX

              POWERED BY
              UPI
              UNIFIED PAYMENTS INTERFACE
```

Phone number

```
10:10
←                    Q  ⋮

    APP LOGO
    UPI ID: user@upihandle


      ABC Sharma
   Mobile No.: xxxxx xxxxx
   UPI ID: abc@upihandle



    Pay          Request

  Type message


              POWERED BY
              UPI
              UNIFIED PAYMENTS INTERFACE
```

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Check Balance

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

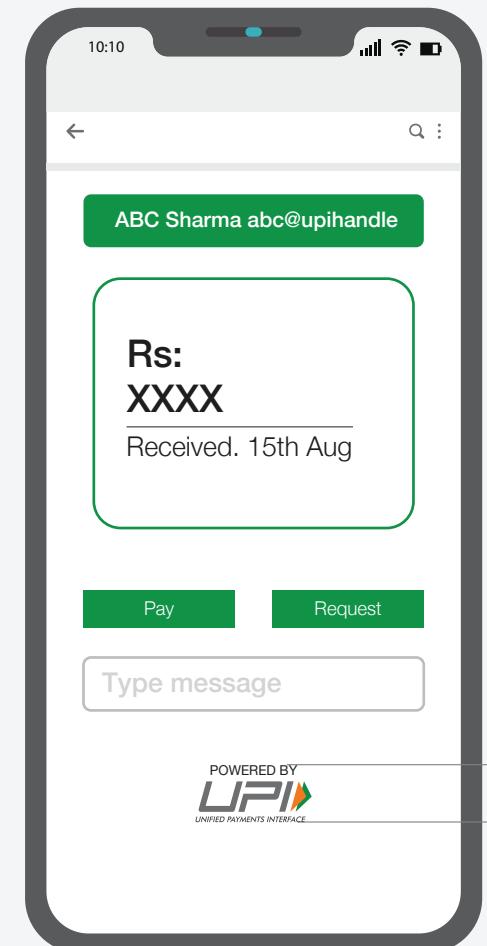Powered by UPI Logo must be used at all places where UPI API's are being called.

Check Balance Screen

APP LOGO
UPI ID: user@upihandle

Bank account – Check Balance

Account no:
xxxxxx

Check Balance

POWERED BY
UPI
UNIFIED PAYMENTS INTERFACE

50 pixels

Contact Conversation page

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

10:10

ABC Sharma abc@upihandle

Rs:
XXXX
Received. 15th Aug

Pay
Request

Type message

POWERED BY
UPI
UNIFIED PAYMENTS INTERFACE

50 pixels

59
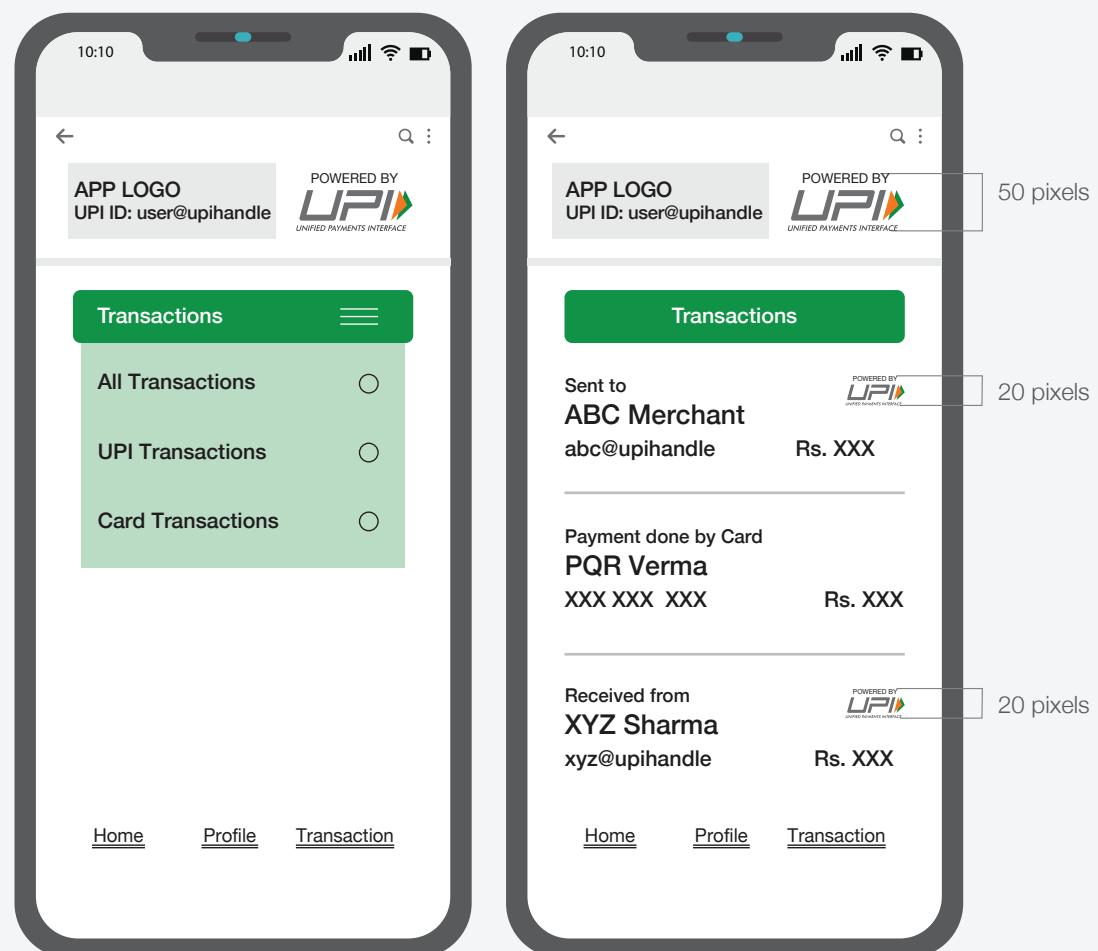
Transaction history page

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

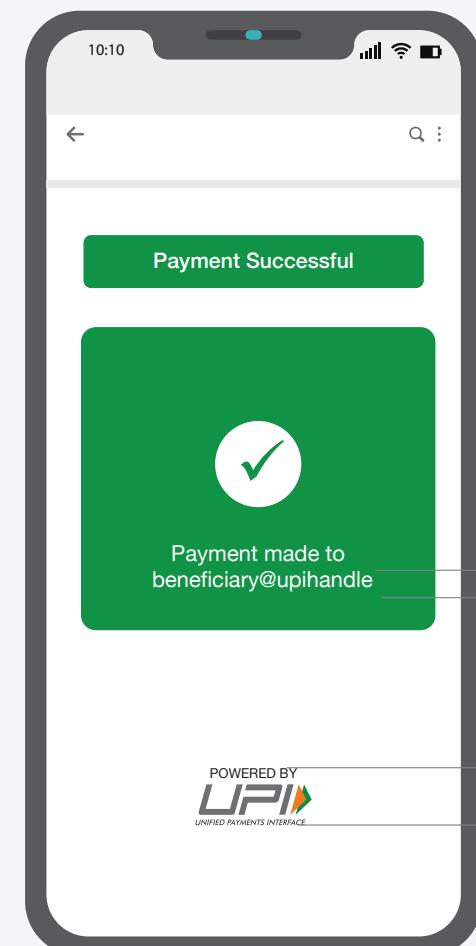Powered by UPI Logo must be used at all places where UPI API's are being called.

10:10

APP LOGO
UPI ID: user@upihandle

POWERED BY
UPI
UNIFIED PAYMENTS INTERFACE

Transactions

All Transactions

UPI Transactions

Card Transactions

Home   Profile   Transaction

10:10

APP LOGO
UPI ID: user@upihandle

POWERED BY
UPI
UNIFIED PAYMENTS INTERFACE

50 pixels

Transactions

Sent to
ABC Merchant
abc@upihandle   Rs. XXX

POWERED BY
UPI
UNIFIED PAYMENTS INTERFACE

20 pixels

Payment done by Card
PQR Verma
XXX XXX XXX   Rs. XXX

Received from
XYZ Sharma
xyz@upihandle   Rs. XXX

POWERED BY
UPI
UNIFIED PAYMENTS INTERFACE

20 pixels

Home   Profile   Transaction

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
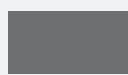
10:10

Payment Successful

✓

Payment made to
beneficiary@upihandle

7 pixels

POWERED BY
UPI
UNIFIED PAYMENTS INTERFACE

50 pixels

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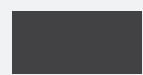
Colour: The colour of AUTOPAY will be grey as shown here.

	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
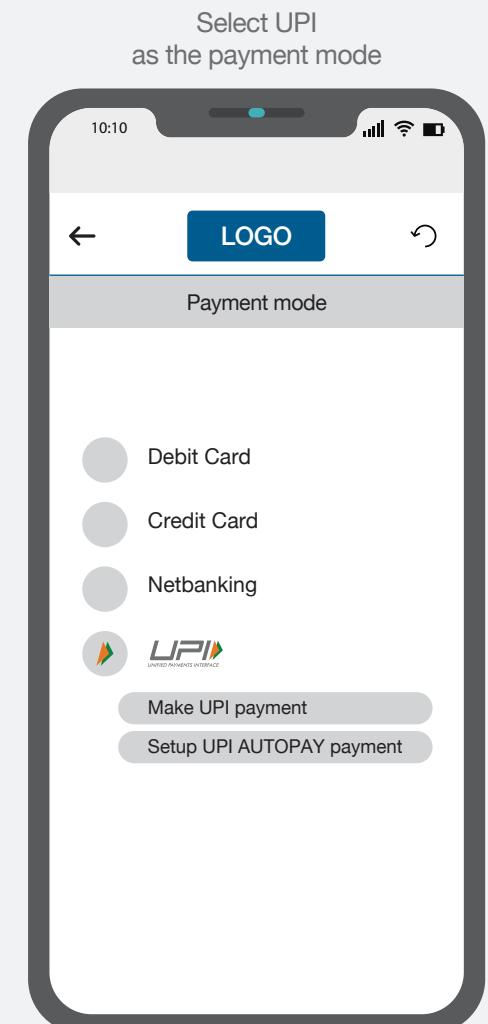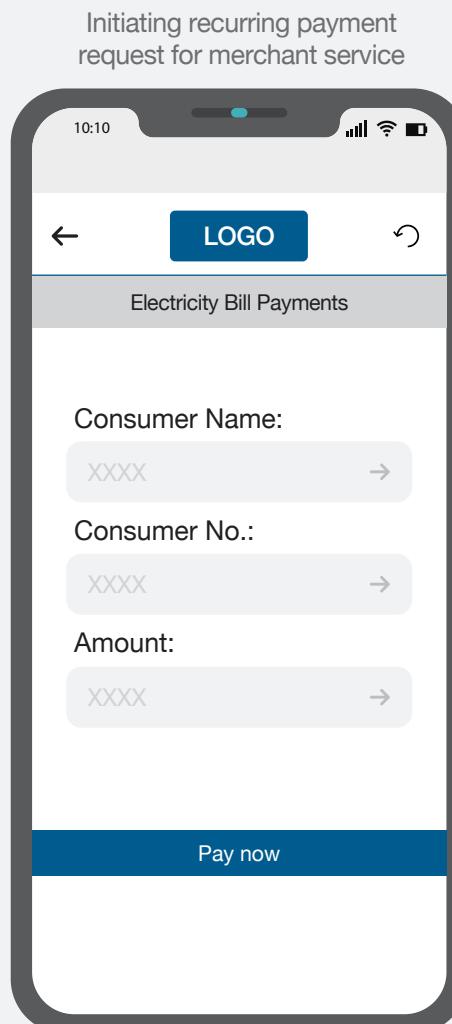*1 2 3 4 5 6 7 8 9 0*

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.
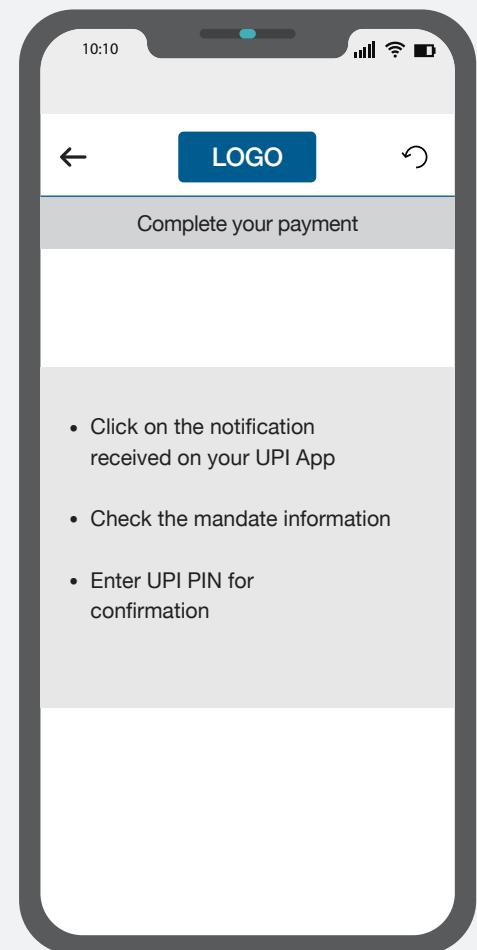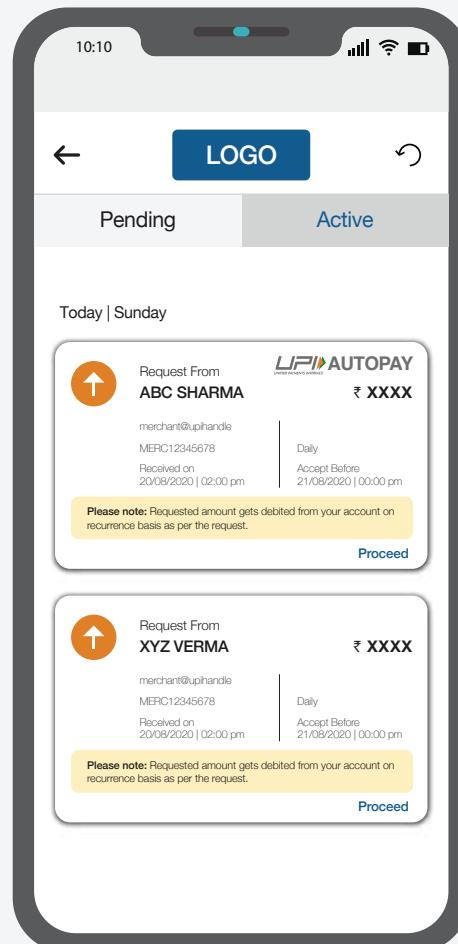
Initiating recurring payment request for merchant service

10:10

← LOGO ↻

Electricity Bill Payments

Consumer Name:

XXXX →

Consumer No.:

XXXX →

Amount:

XXXX →

Pay now

Select UPI as the payment mode

10:10

← LOGO ↻

Payment mode

○ Debit Card

○ Credit Card

○ Netbanking

UPI UNIFIED PAYMENTS INTERFACE

Make UPI payment

Setup UPI AUTOPAY payment

Enter UPI ID details

10:10

← LOGO ↺

Setup Recurring Payments

⚡ You are creating
UPI Mandate for your
electricity bill

UPI
UNIFIED PAYMENTS INTERFACE

Enter UPI ID

Pay now

Notification on next steps

10:10

← LOGO ↺

Complete your payment

- Click on the notification
received on your UPI App

- Check the mandate information

- Enter UPI PIN for
confirmation
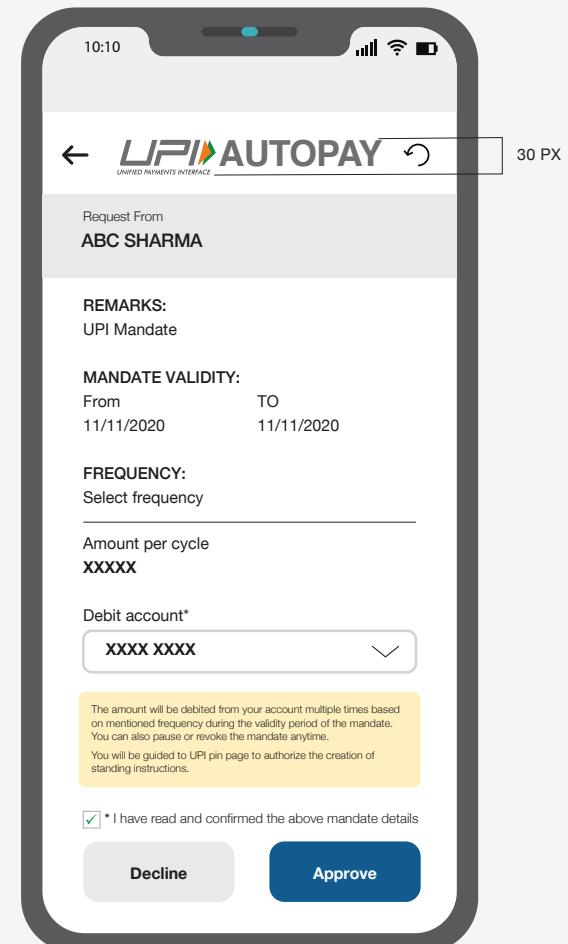
Mandate Acceptance

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.
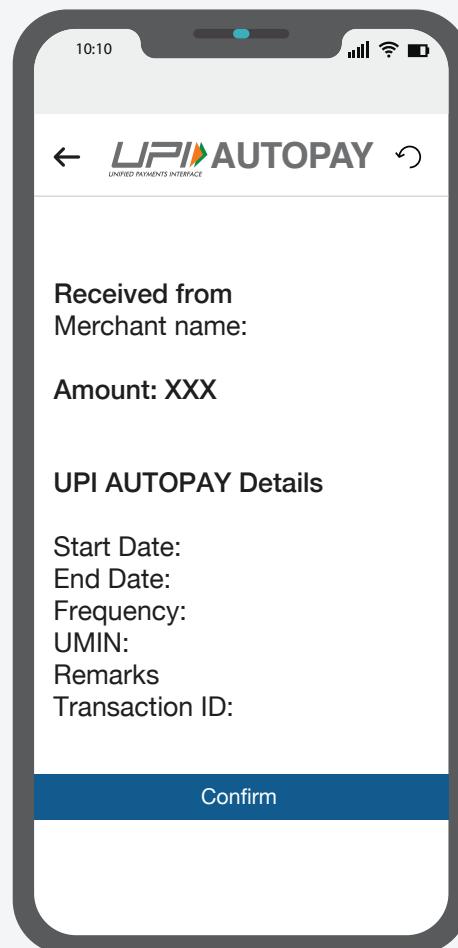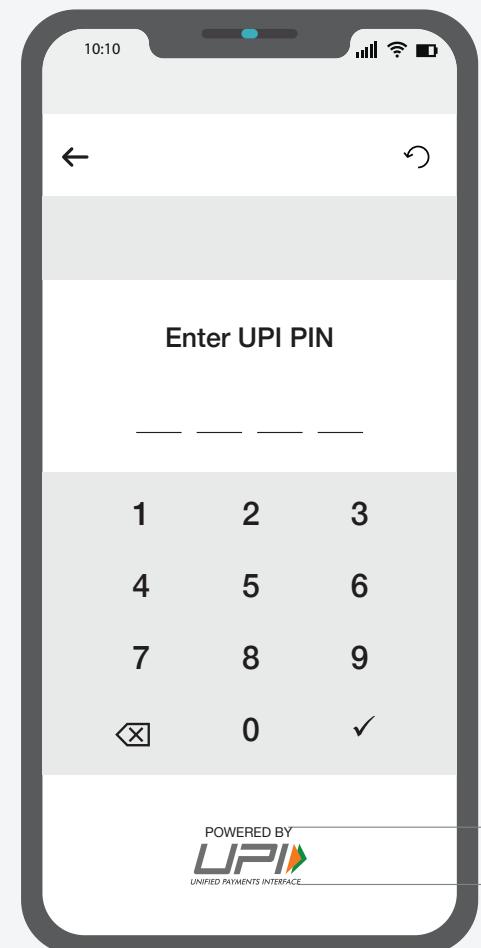
Accepting the AUTOPAY request

Validating the details

30 PX

Mandate Acceptance
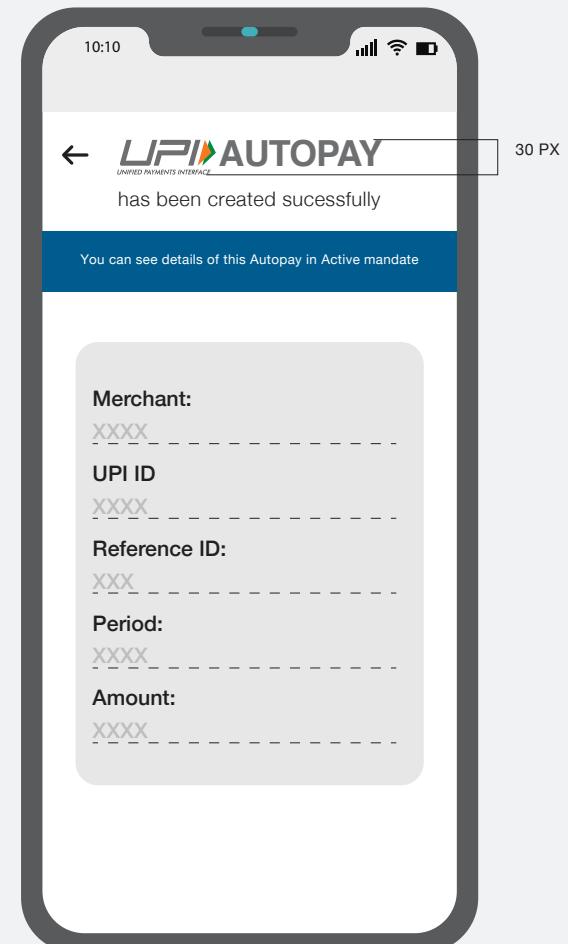
UPI AUTOPAY unit usage in Mobile App.

Reconfirming the details

Entering UPI PIN

10:10

← **UPI AUTOPAY** ↺
UNIFIED PAYMENTS INTERFACE

Received from
Merchant name:

Amount: XXX

UPI AUTOPAY Details

Start Date:
End Date:
Frequency:
UMIN:
Remarks
Transaction ID:

Confirm

10:10

←   ↺

Enter UPI PIN

___ ___ ___ ___

1	2	3
4	5	6
7	8	9
⌫	0	✓

POWERED BY
UPI
UNIFIED PAYMENTS INTERFACE

50 pixels

Mandate Acceptance

UPI AUTOPAY unit usage in Mobile App.

AUTOPAY Creation Notification

10:10

← **UPI⫸AUTOPAY**
UNIFIED PAYMENTS INTERFACE
30 PX

has been created sucessfully

You can see details of this Autopay in Active mandate

Merchant:
XXXX

UPI ID
XXXX

Reference ID:
XXX

Period:
XXXX

Amount:
XXXX
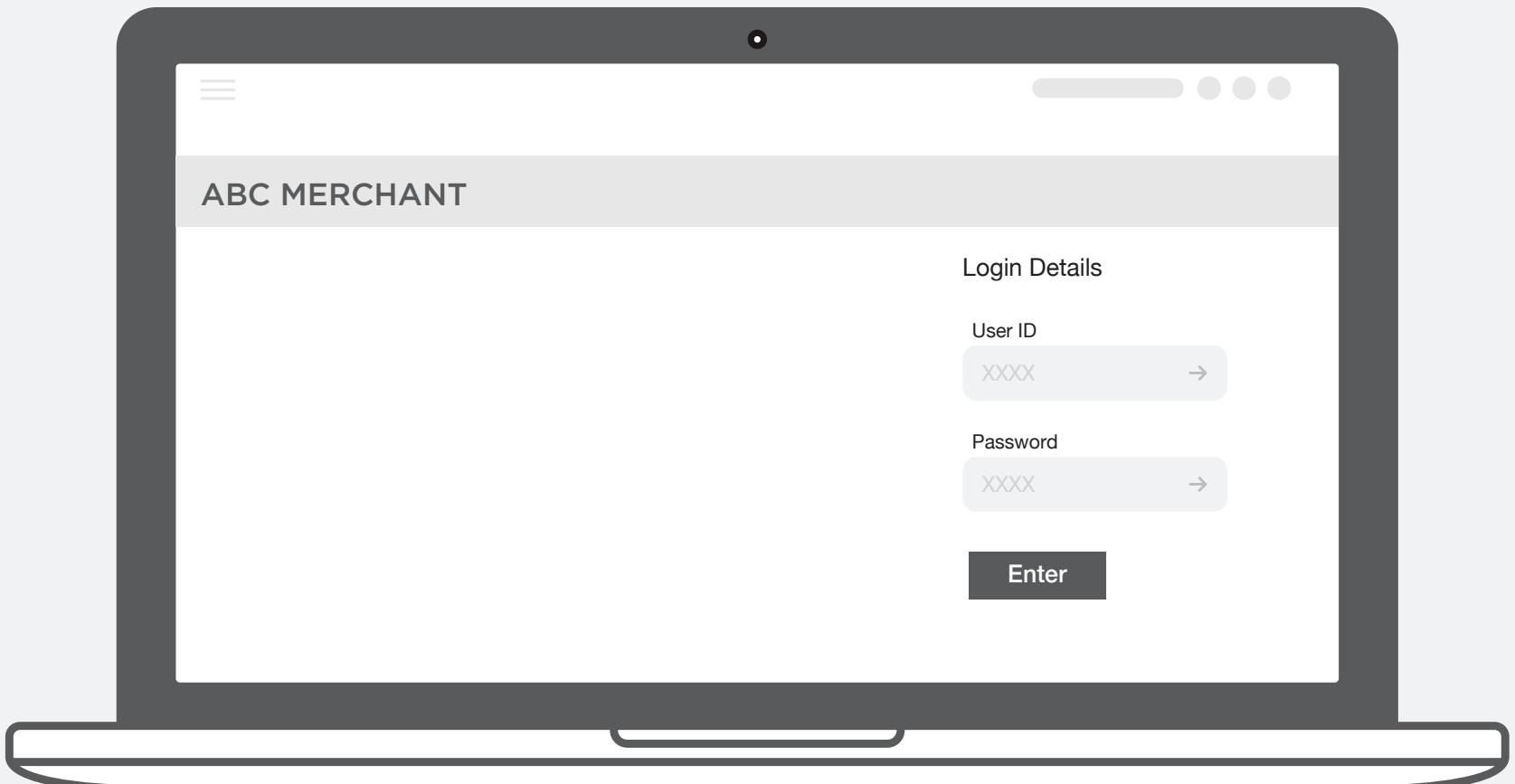
UPI AUTOPAY Registration – Mandate QR Scan Flow
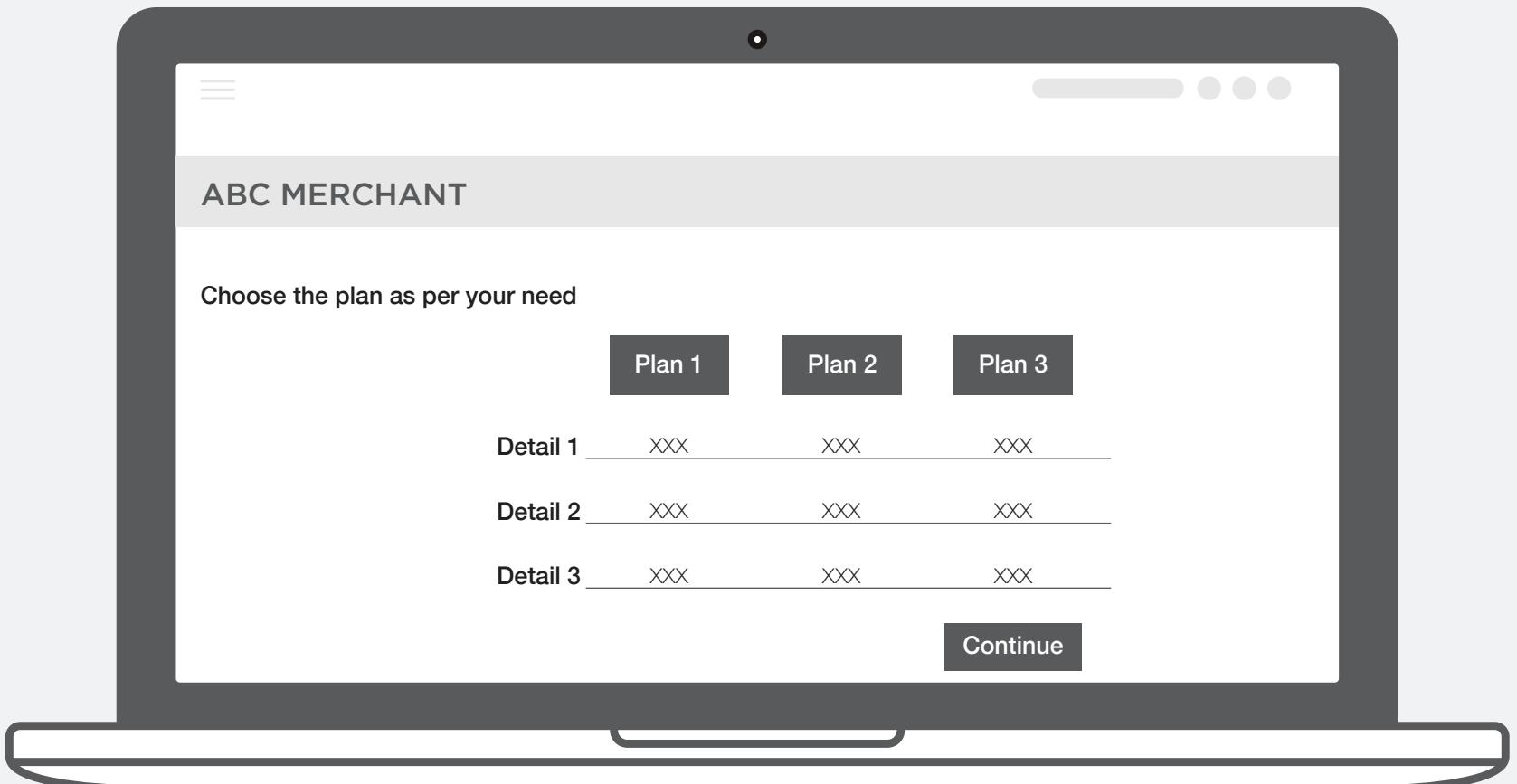
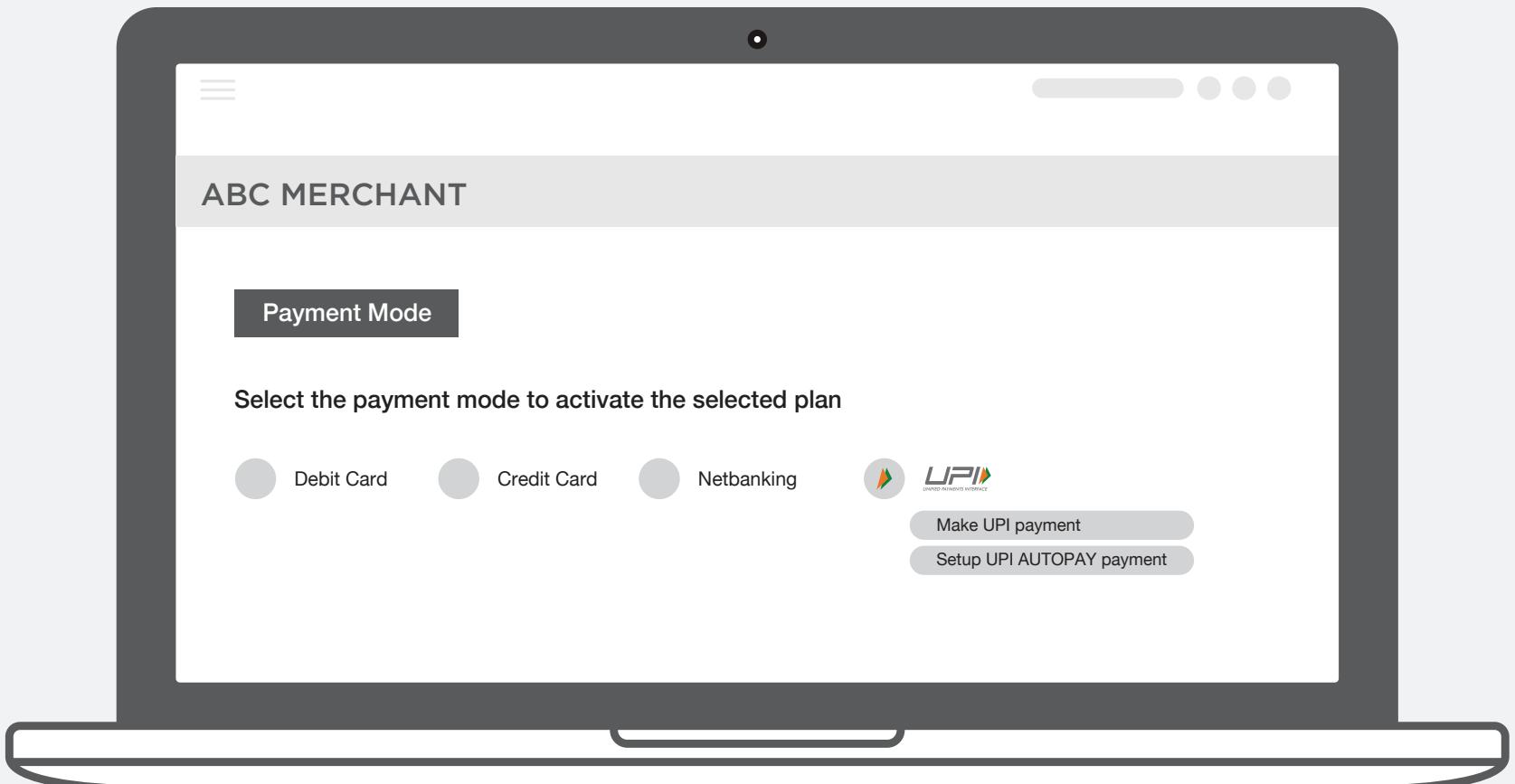Initiating recurring payment request on merchant's interface

ABC MERCHANT

Login Details

User ID

XXXX →

Password

XXXX →

Enter

Initiating recurring payment request on merchant's interface

ABC MERCHANT

Choose the plan as per your need

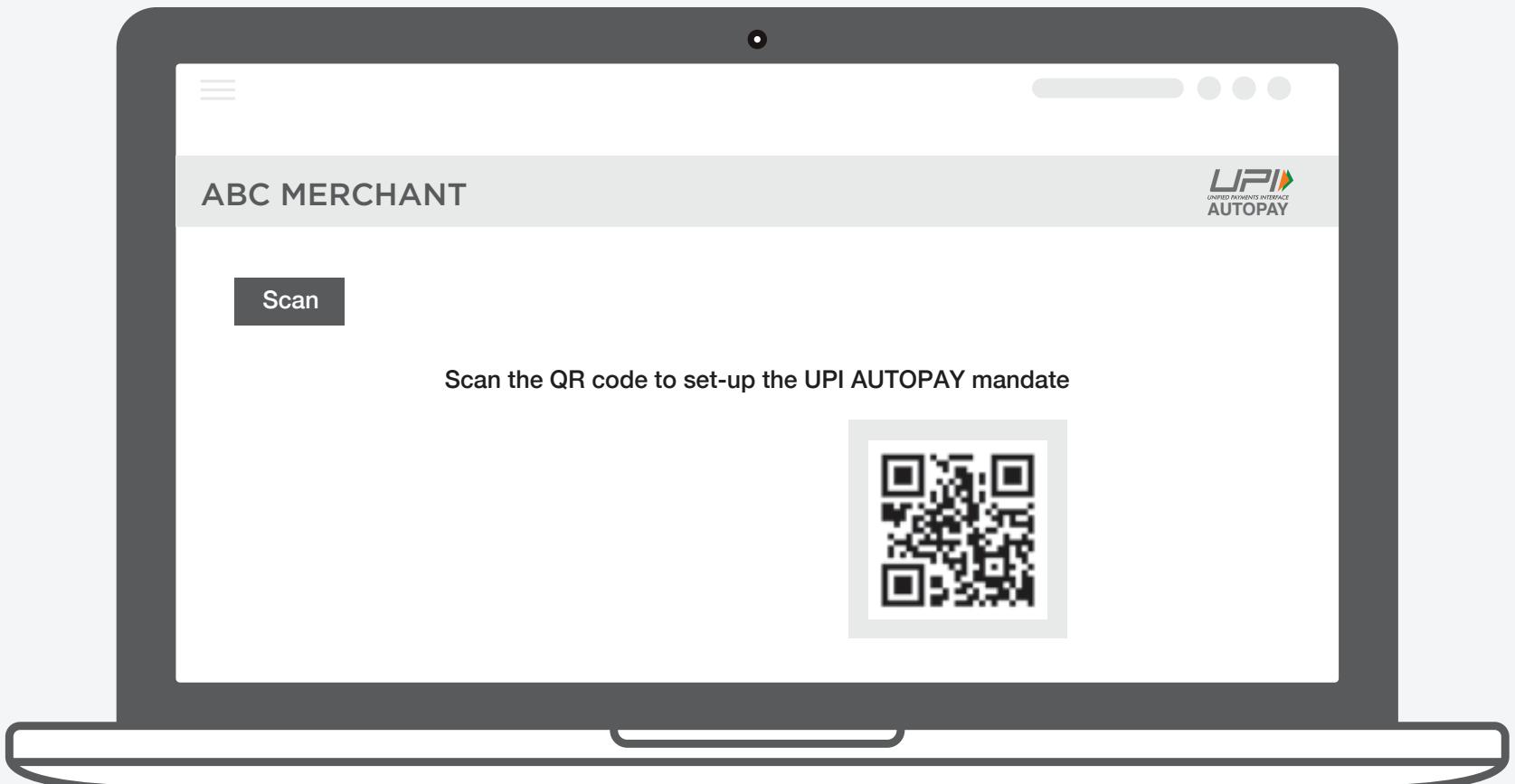|	Plan 1	Plan 2	Plan 3
Detail 1	XXX	XXX	XXX
Detail 2	XXX	XXX	XXX
Detail 3	XXX	XXX	XXX

Continue

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

ABC MERCHANT

Payment Mode

Select the payment mode to activate the selected plan

Debit Card   Credit Card   Netbanking   UPI
UNIFIED PAYMENTS INTERFACE

Make UPI payment

Setup UPI AUTOPAY payment

Initiating recurring payment request on
merchant's interface

ABC MERCHANT

UPI AUTOPAY

Scan
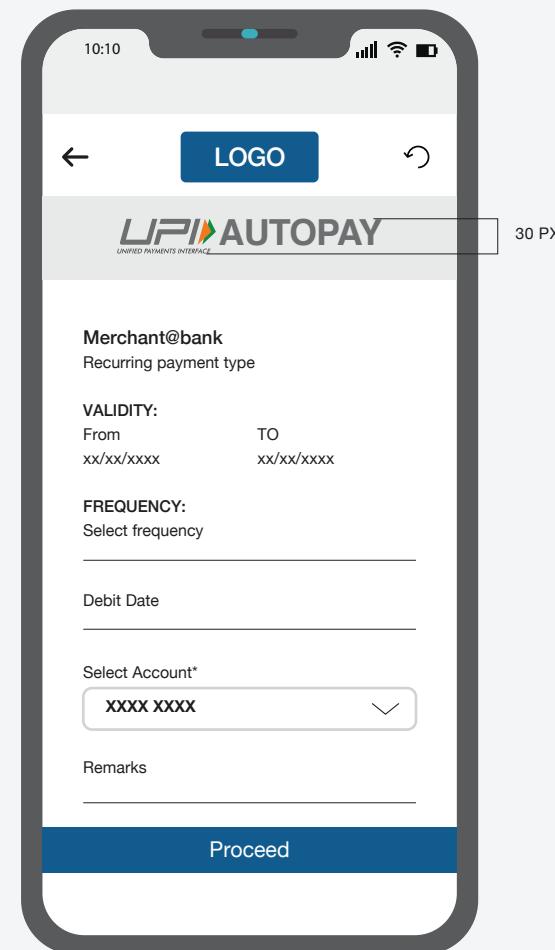
Scan the QR code to set-up the UPI AUTOPAY mandate

Mandate Acceptance

UPI AUTOPAY unit usage in Mobile App.

Scan this QR code to create UPI AUTOPAY
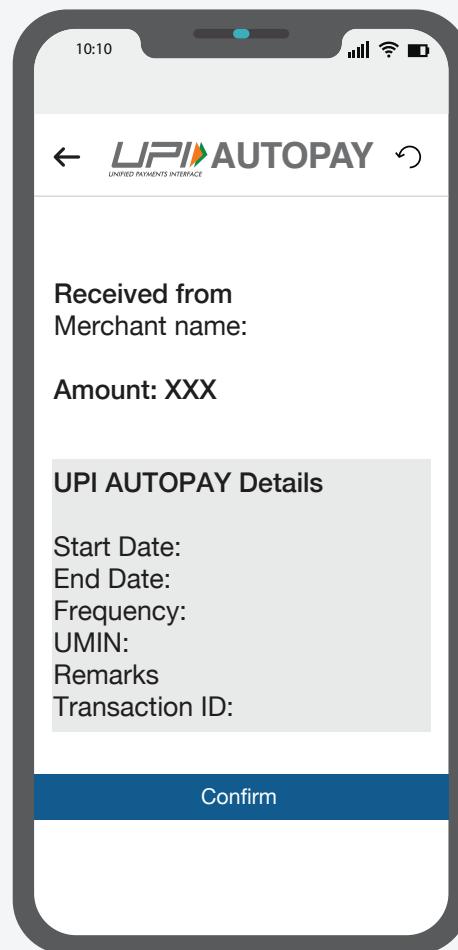
Post scanning, the screen will have the details to check

10:10

← LOGO ↺

Scan & Pay

POWERED BY
UPI
UNIFIED PAYMENTS INTERFACE

10:10

← LOGO ↺

UPI AUTOPAY
UNIFIED PAYMENTS INTERFACE

30 PX

Merchant@bank
Recurring payment type

VALIDITY:
From   TO
xx/xx/xxxx   xx/xx/xxxx

FREQUENCY:
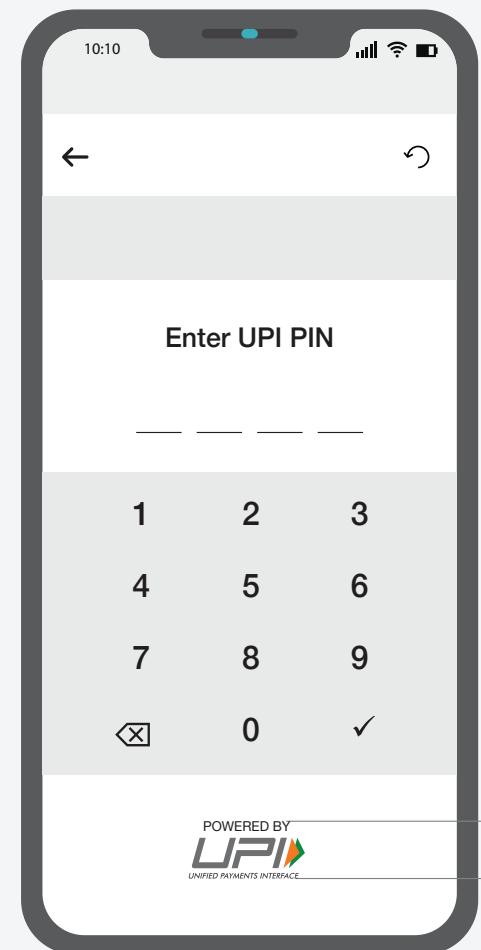Select frequency

Debit Date

Select Account*

XXXX XXXX

Remarks

Proceed

Mandate Acceptance

UPI AUTOPAY unit usage in Mobile App.

Reconfirming the details

Entering UPI PIN

10:10

← UPI AUTOPAY ↺
UNIFIED PAYMENTS INTERFACE

Received from
Merchant name:

Amount: XXX

UPI AUTOPAY Details

Start Date:
End Date:
Frequency:
UMIN:
Remarks
Transaction ID:

Confirm

10:10

←   ↺

Enter UPI PIN

___ ___ ___ ___

1	2	3
4	5	6
7	8	9
⌫	0	✓

POWERED BY
UPI
UNIFIED PAYMENTS INTERFACE

50 pixels

Mandate Acceptance

UPI AUTOPAY unit usage in Mobile App.

AUTOPAY Creation Notification

10:10

← **UPI AUTOPAY**
UNIFIED PAYMENTS INTERFACE

has been created sucessfully

You can see details of this Autopay in Active mandate

30 PX

Merchant:
XXXX

UPI ID
XXXX

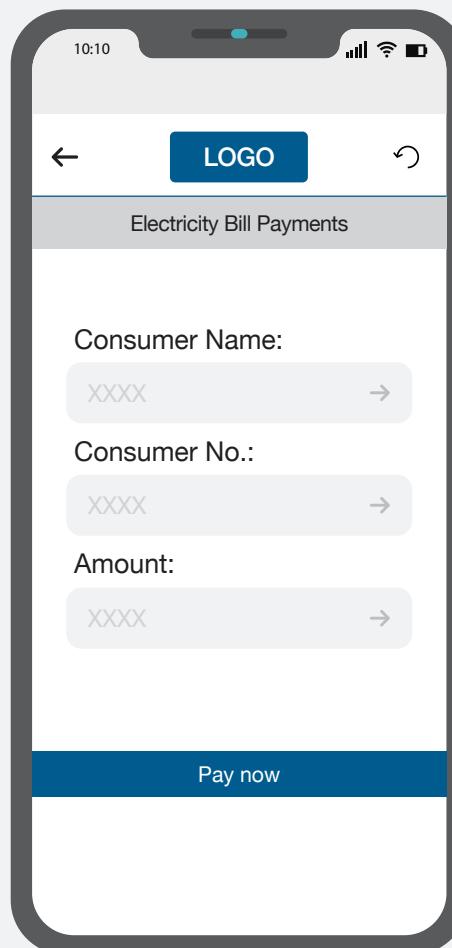**Reference ID:**
XXX

Period:
XXXX

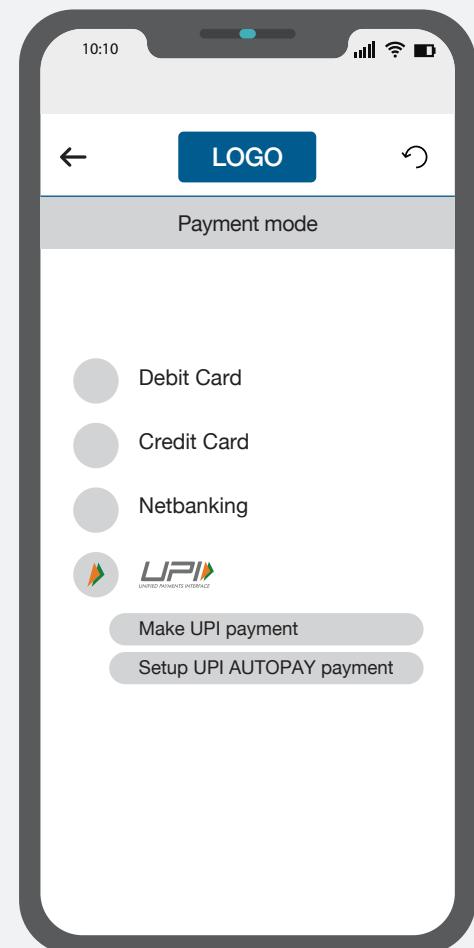**Amount:**
XXXX

UPI AUTOPAY Registration – Intent Flow

82

Payment option

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

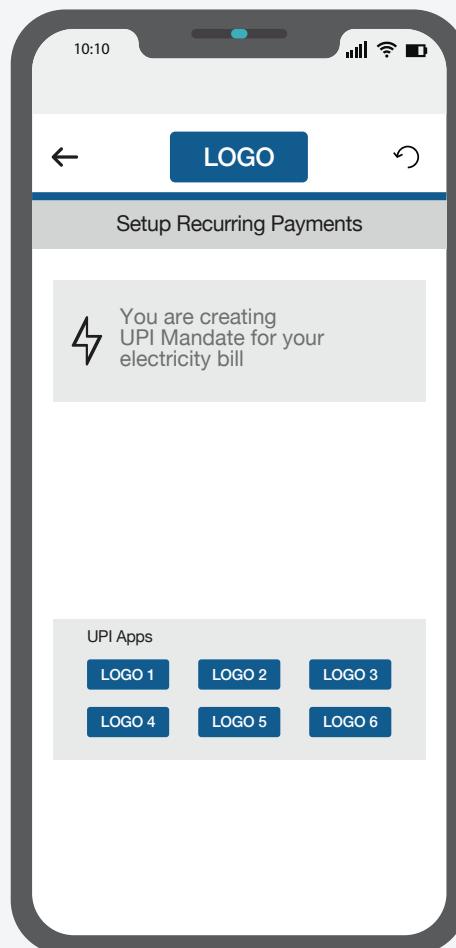Initiating recurring payment request for merchant service

Selecting UPI AUTOPAY for payment mode

10:10

← **LOGO** ↺

Electricity Bill Payments
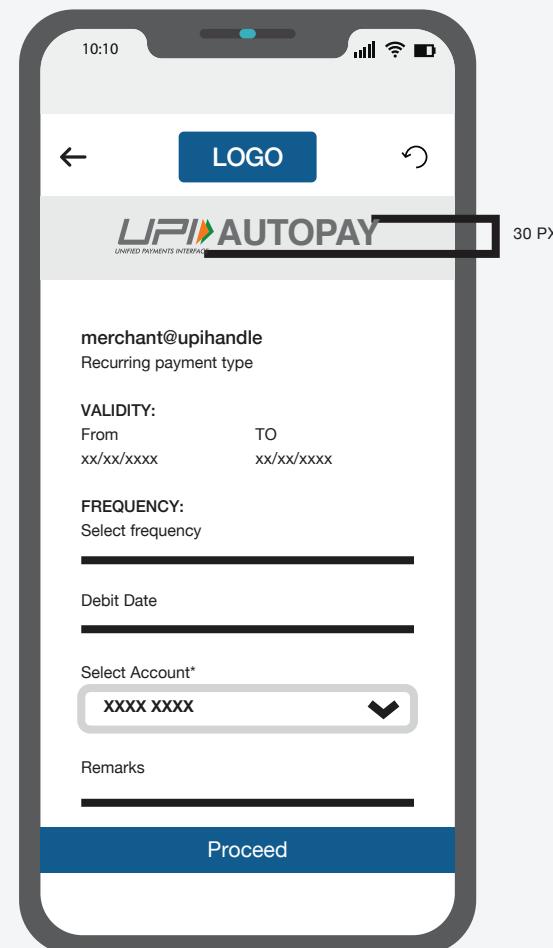
Consumer Name:

XXXX →

Consumer No.:

XXXX →

Amount:

XXXX →

Pay now

10:10

← **LOGO** ↺

Payment mode

⬤ Debit Card

⬤ Credit Card

⬤ Netbanking

UPI
UNIFIED PAYMENTS INTERFACE

Make UPI payment

Setup UPI AUTOPAY payment

83

Payment option

Available UPI apps on his phone will be shown
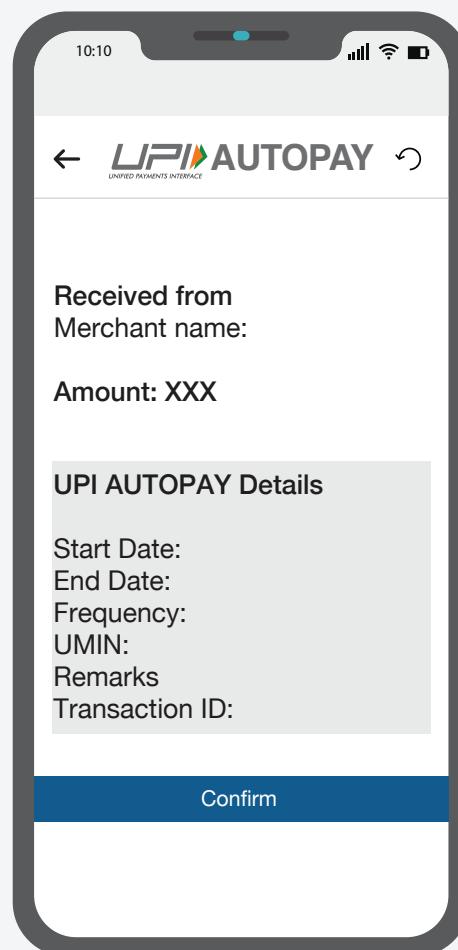
Check and validate the details

10:10

LOGO

Setup Recurring Payments

⚡ You are creating UPI Mandate for your electricity bill

UPI Apps

LOGO 1   LOGO 2   LOGO 3

LOGO 4   LOGO 5   LOGO 6

10:10

LOGO

UPI AUTOPAY
UNIFIED PAYMENTS INTERFACE

30 PX

merchant@upihandle
Recurring payment type

VALIDITY:
From   TO
xx/xx/xxxx   xx/xx/xxxx

FREQUENCY:
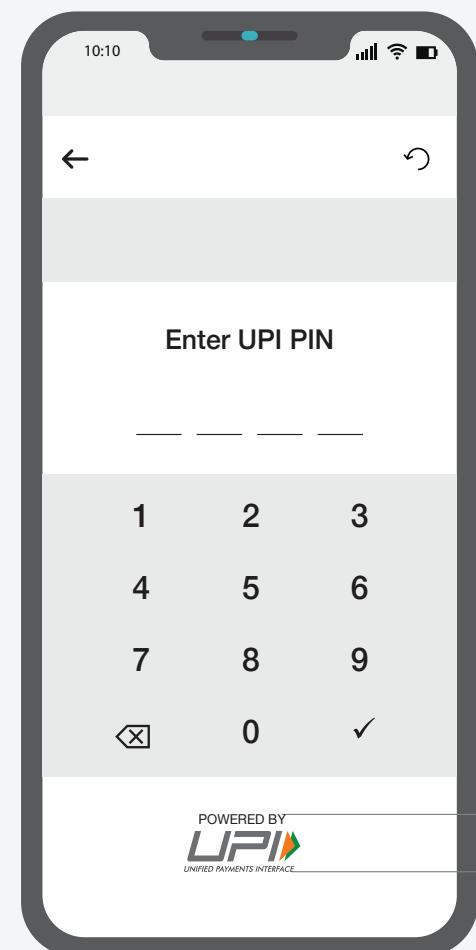Select frequency

Debit Date

Select Account*

XXXX XXXX ⌄

Remarks

Proceed

Mandate Acceptance

UPI AUTOPAY unit usage in Mobile App.

Reconfirming the details

Entering UPI PIN

10:10

← UPI AUTOPAY ↺
UNIFIED PAYMENTS INTERFACE

Received from
Merchant name:

Amount: XXX

UPI AUTOPAY Details

Start Date:
End Date:
Frequency:
UMIN:
Remarks
Transaction ID:

Confirm

10:10

←   ↺

Enter UPI PIN

___ ___ ___ ___

1   2   3
4   5   6
7   8   9
⌫   0   ✓

POWERED BY
UPI
UNIFIED PAYMENTS INTERFACE

50 pixels

Mandate Acceptance

UPI AUTOPAY unit usage in Mobile App.

AUTOPAY Creation Notification

10:10

← **UPI AUTOPAY**
UNIFIED PAYMENTS INTERFACE

30 PX

has been created sucessfully

You can see details of this Autopay in Active mandate

Merchant:
XXXX

UPI ID
XXXX

Reference ID:
XXX

Period:
XXXX

Amount:
XXXX

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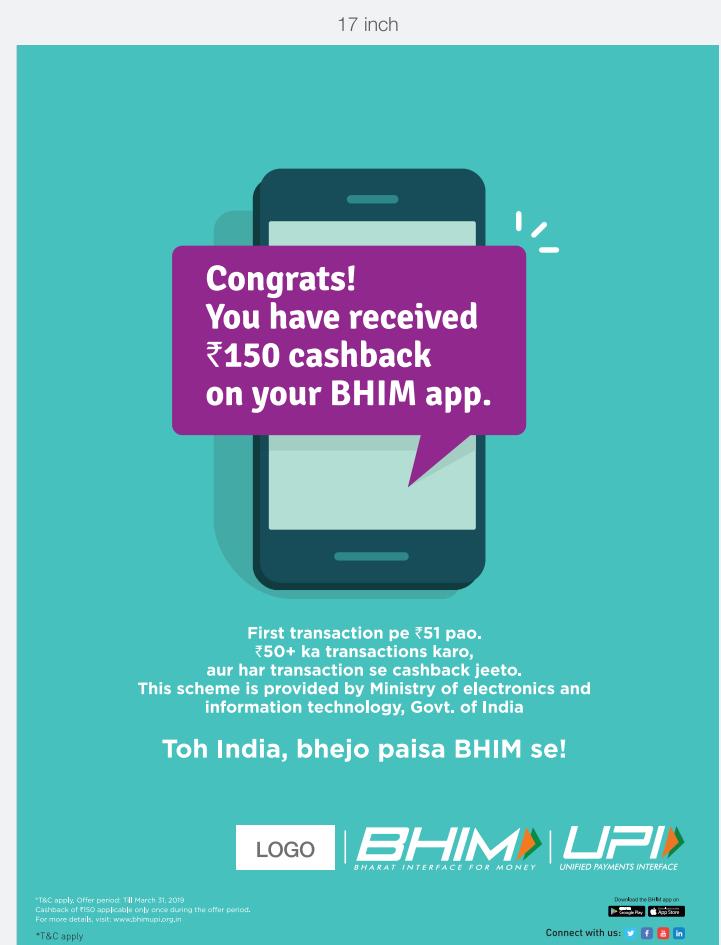
The logo unit must not be used when BHIM UPI is mentioned as a part of a sentence. It wil be represented as BHIM UPI in uppercase text format.

88

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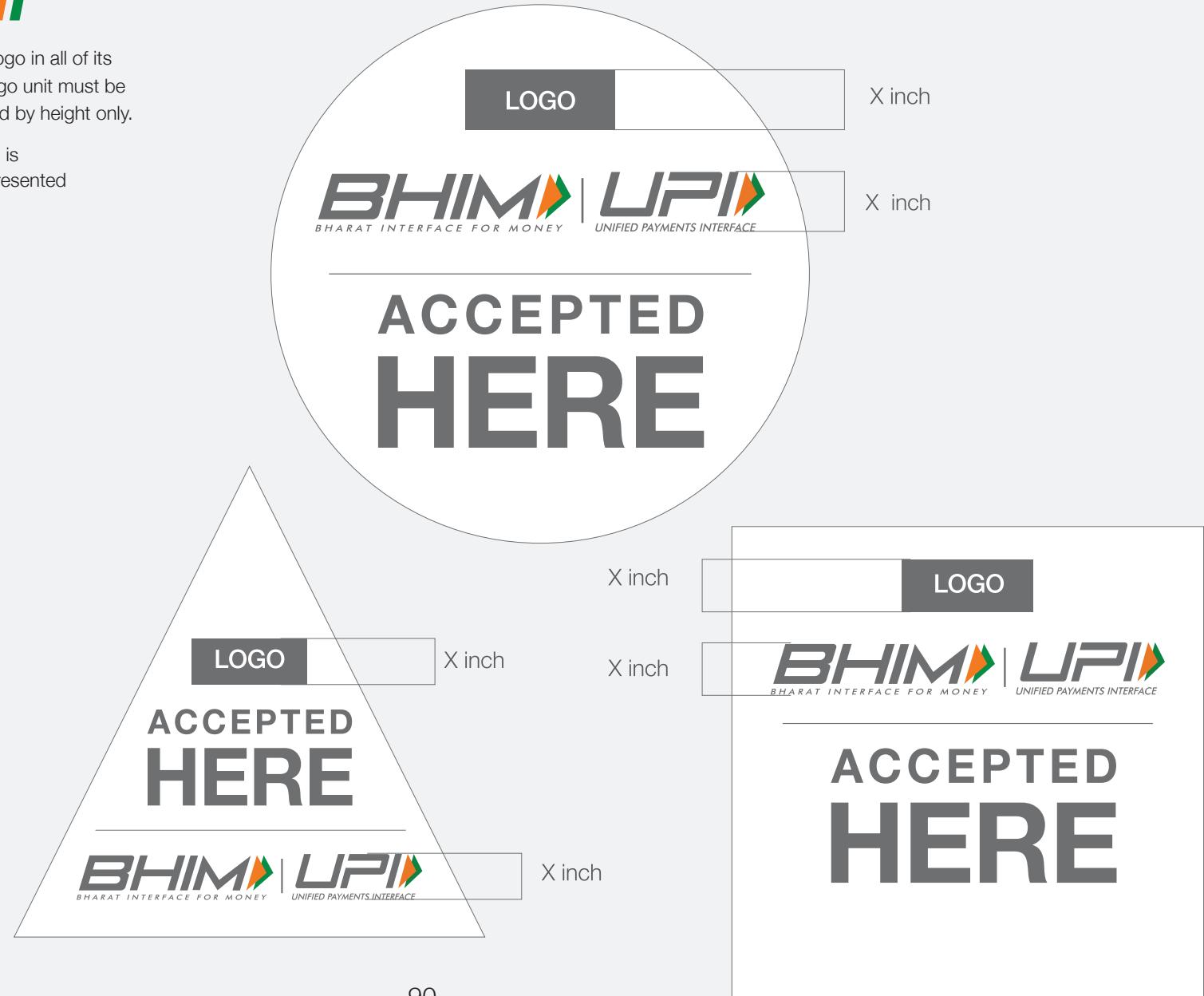
The logo unit must not be used when BHIM UPI is mentioned as a part of a sentence. It wil be represented as BHIM UPI in uppercase text format.

LOGO — X inch

BHIM | UPI BHARAT INTERFACE FOR MONEY | UNIFIED PAYMENTS INTERFACE — X inch

ACCEPTED HERE

LOGO — X inch

ACCEPTED HERE

BHIM | UPI BHARAT INTERFACE FOR MONEY | UNIFIED PAYMENTS INTERFACE — X inch

X inch — **LOGO**

X inch — **BHIM | UPI** BHARAT INTERFACE FOR MONEY | UNIFIED PAYMENTS INTERFACE

ACCEPTED HERE

90

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 wil be represented as BHIM UPI in uppercase text format.

5.5 inch

LOGO X

8 inch

BHIM | UPI X
BHARAT INTERFACE FOR MONEY   UNIFIED PAYMENTS INTERFACE

*T&C apply

Connect with us:

91

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 wil be represented as BHIM UPI in uppercase text format.

LOGO   X

LOGO   X

BHIM | UPI
BHARAT INTERFACE FOR MONEY   UNIFIED PAYMENTS INTERFACE   X

BHIM | UPI
BHARAT INTERFACE FOR MONEY   UNIFIED PAYMENTS INTERFACE   X

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 wil be represented as BHIM UPI in uppercase text format.
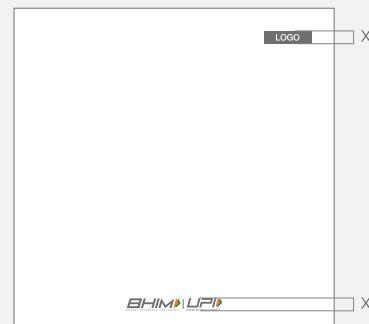
1200x628

LOGO   X

X

1024x512

LOGO   X
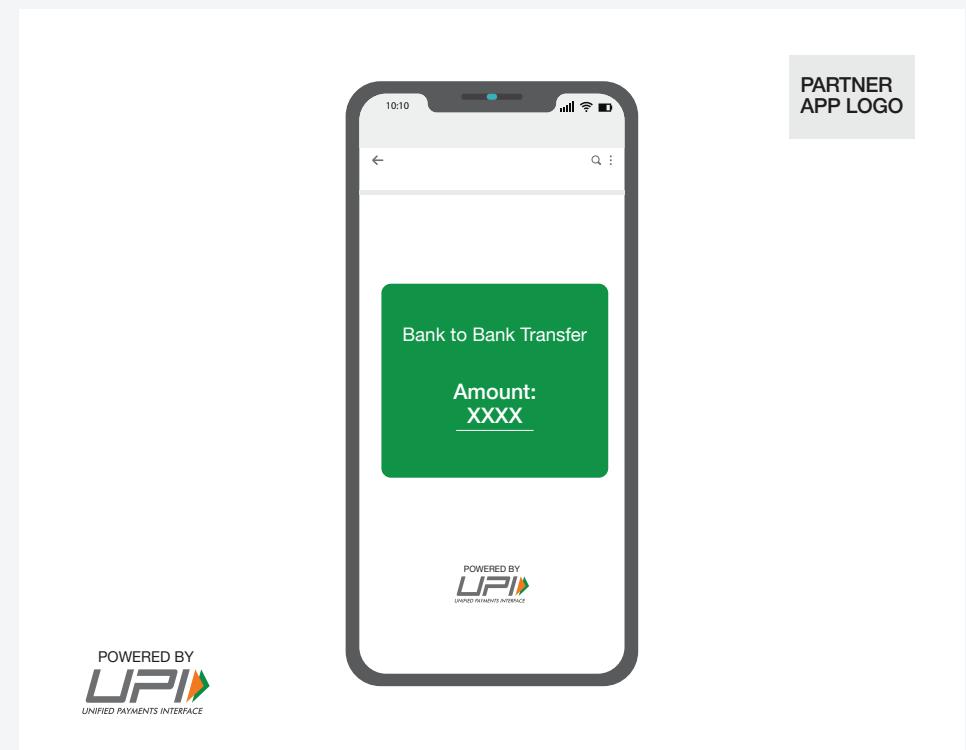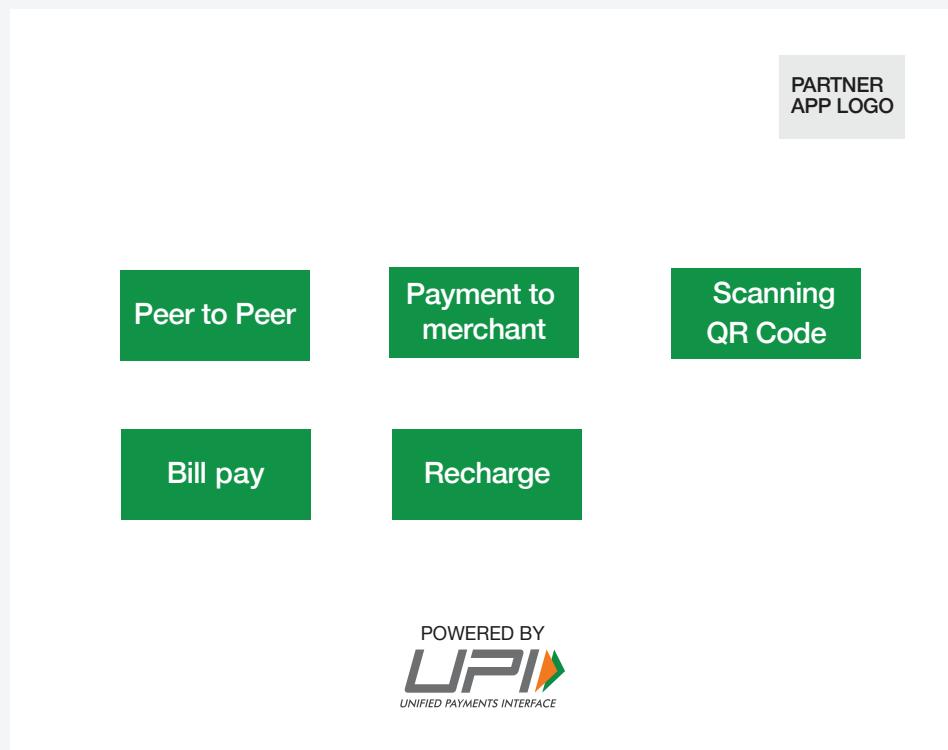
X

506x253

LOGO   X

X

500x500

LOGO   X

X

93

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.

PARTNER
APP LOGO

Peer to Peer

Payment to
merchant

Scanning
QR Code

Bill pay

Recharge

POWERED BY
UPI
UNIFIED PAYMENTS INTERFACE

PARTNER
APP LOGO

10:10

Bank to Bank Transfer

Amount:
XXXX

POWERED BY
UPI
UNIFIED PAYMENTS INTERFACE

POWERED BY
UPI
UNIFIED PAYMENTS INTERFACE

94
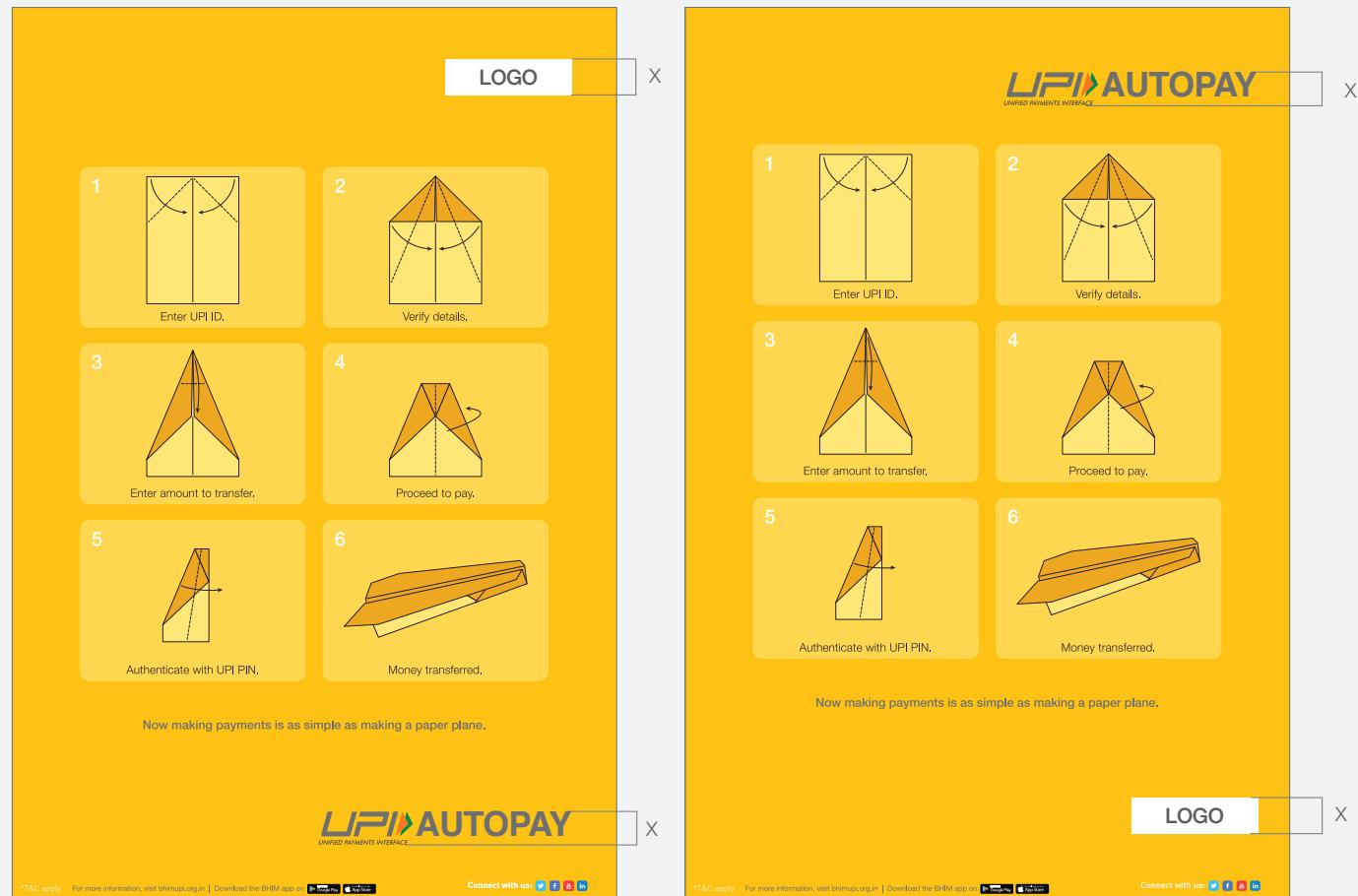
COMMUNCATION GUIDELINES:
BANKS | PARTNERS | MERCHANTS (UPI AUTOPAY)

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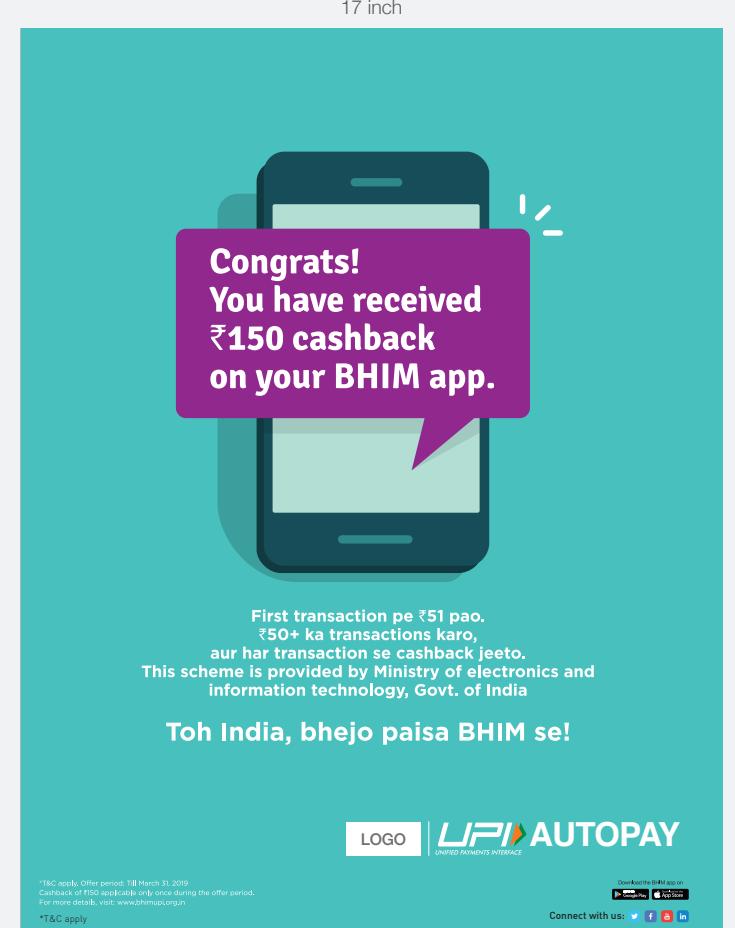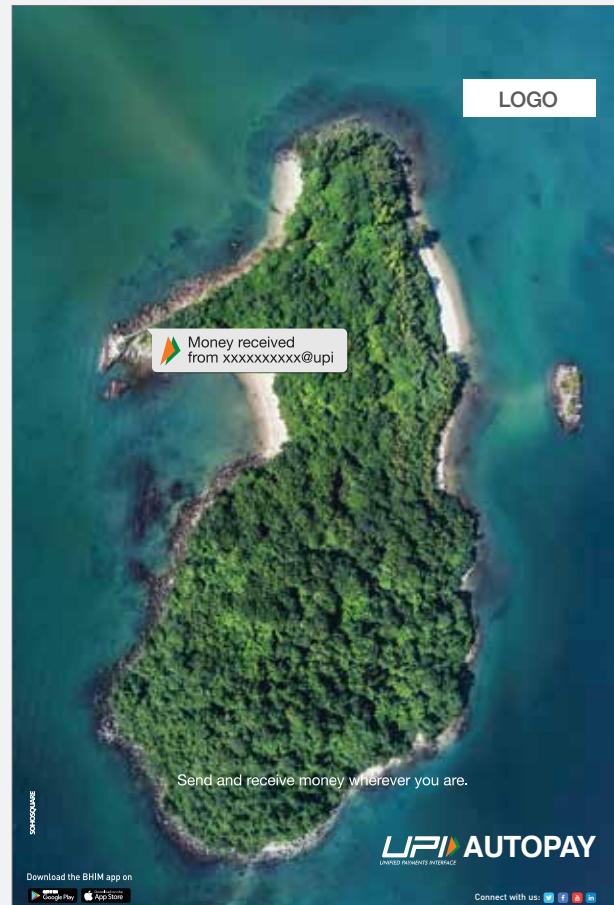
A Partner/Merchant must use the UPI AUTOPAY logo in all communication pertaining to the AUTOPAY feature. Logo to be used is the horizontal one as shown here. the size of UPI AUTOPAY logo should be equal to the Partner/ Merchant logo, matched by height.
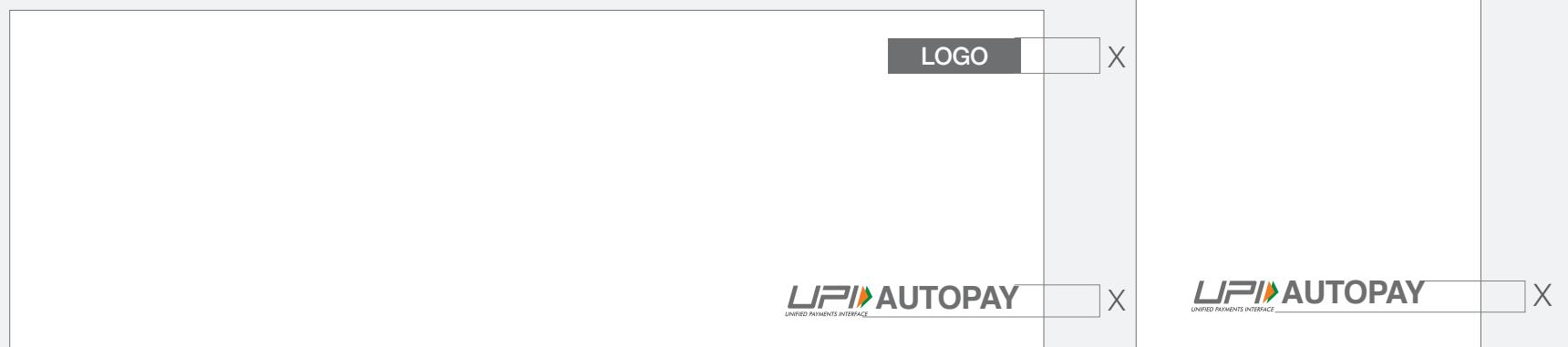
17 inch

22 inch

LOGO

Money received
from xxxxxxxxxx@upi

Send and receive money wherever you are.

UPI AUTOPAY
UNIFIED PAYMENTS INTERFACE

Download the BHIM app on
Google Play · App Store

Connect with us:

**Congrats!
You have received
₹150 cashback
on your BHIM app.**

First transaction pe ₹51 pao.
₹50+ ka transactions karo,
aur har transaction se cashback jeeto.
This scheme is provided by Ministry of electronics and
information technology, Govt. of India

Toh India, bhejo paisa BHIM se!

LOGO | UPI AUTOPAY
UNIFIED PAYMENTS INTERFACE

*T&C apply. Offer period: Till March 31, 2019.
Cashback of ₹150 applicable only once during the offer period.
For more details, visit: www.bhimupi.org.in

*T&C apply

Download the BHIM app on
Google Play · App Store

Connect with us:

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.

LOGO X

LOGO X

UPI AUTOPAY
UNIFIED PAYMENTS INTERFACE
X

UPI AUTOPAY
UNIFIED PAYMENTS INTERFACE
X

98

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.
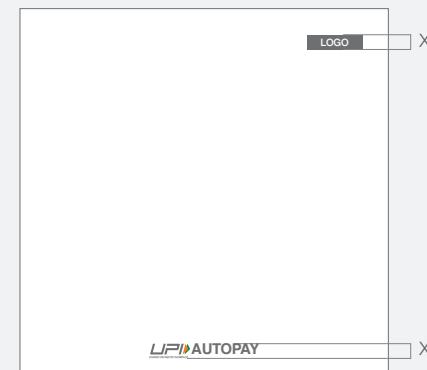
1200x628

LOGO   X

UPI AUTOPAY
UNIFIED PAYMENTS INTERFACE   X

506x253

LOGO   X

UPI AUTOPAY
UNIFIED PAYMENTS INTERFACE   X

1024x512

LOGO   X

UPI AUTOPAY
UNIFIED PAYMENTS INTERFACE   X

500x500

LOGO   X

UPI AUTOPAY   X

Guidelines for positioning of UPI/AUTOPAY logo as payment mode at merchant location (offline and online)
Refer - UPI Circular no. NPCI /UPI/OC No. 35 /2017-18 dated October 11, 2017

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or artwork may be reproduced by any means or in any form
whatsoever without written permission.

THANK YOU