



Brand Guideline



UPI-ATM

UPI – ATM can facilitate Interoperable Card Less Cash Withdrawal (ICCW), Interoperable Cardless Deposit (UPI - ICD) and Services.

Banks' customers who are live on UPI can withdraw cash from any participating bank's ATM (enabled for ICCW) without using their card.

Banks' customers who are live on UPI can deposit cash at any participating banks' Cash Recycler / Deposit Machine (enabled for UPI-ICD) without using their card. Customer can deposit cash in their own account or any other bank account (third party).

Features:-

Interoperable - This will enable customers of participating UPI issuer members to withdraw or deposit cash using any of the participating NFS members' ATM

Cardless Transaction - The customer needs to scan the QR code displayed on the ATM screen using any of the UPI APP* on their mobile and authorize the transaction using UPI PIN.

Customer Convenience - No need to carry card for ATM withdrawals

Transaction Limit For ICCW

There shall be amount limit of ₹ 10,000 per transaction

For UPI ICD

Limit is Limit is less than ₹ 50,000 per transaction.

The UPI-ICD transactions allowed to a customer shall be as per the limits defined by Bank.

Wider Reach

For UPI ICD, third party deposits using either of the below given Beneficiary's details

- Beneficiary's UPI Number (Mobile Number)
- Beneficiary's Virtual Payment Address (VPA)
- Beneficiary's Account Number & IFSC



The Logo & Colour

The word UPI-ATM' will be written in 'Helvetica' font.

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

Normal Logo



Reverse Logo



Colour Code



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



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



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



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

The Logo Size

Usage of UPI-ATM 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).

Print

Partner Logo



Digital

Partner Logo



UPI-ATM Reverse & Single color Logo

UPI ATM Reverse Logo



UPI ATM Single Color Logo



Note: In case ATM is enabled only for 'withdrawal' or for 'deposit & withdrawal' appropriate logo as given in page 2 can be used.

Fonts

The official typeface for UPI-ATM 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

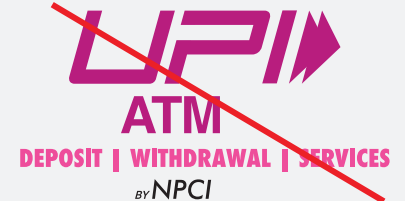
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

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.

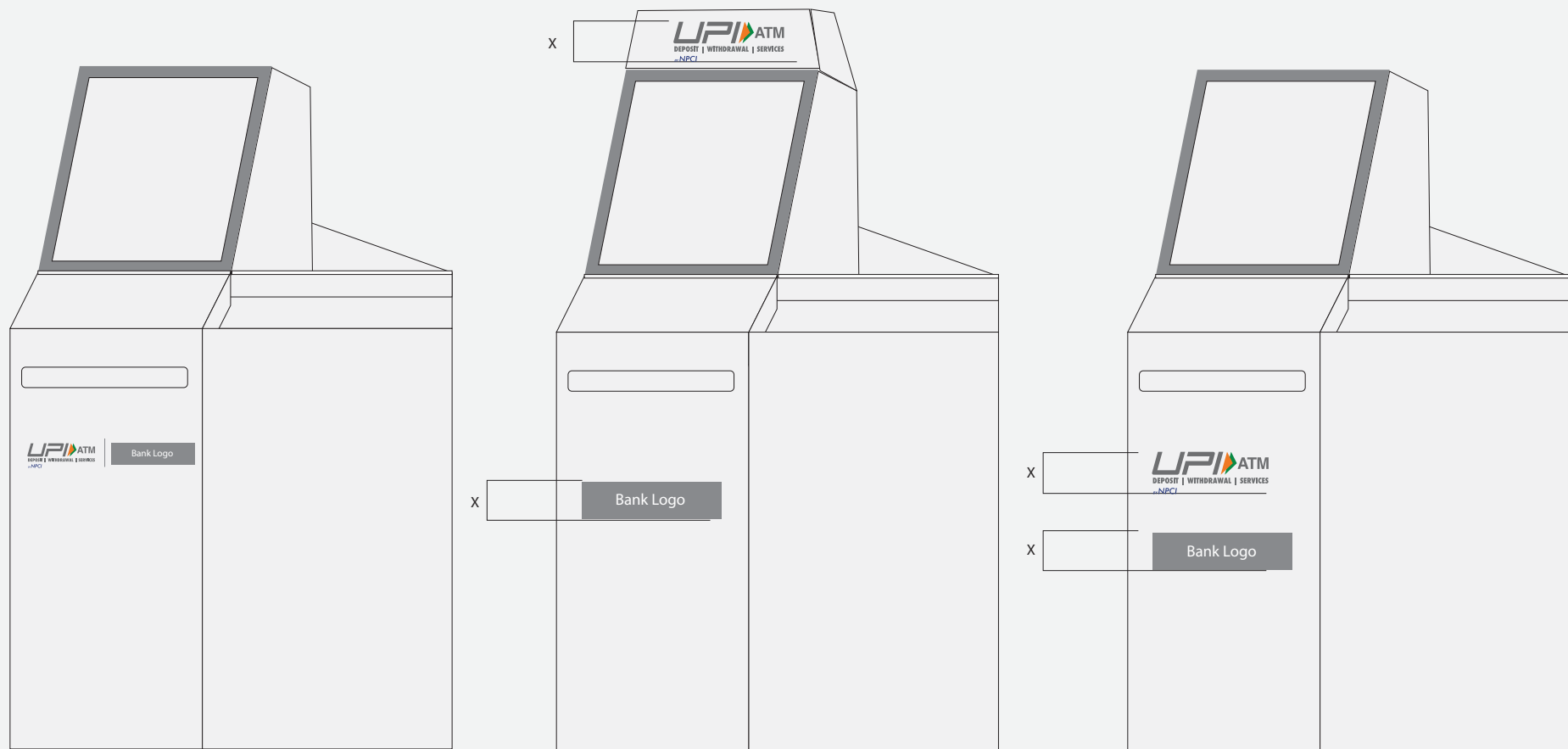


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COMMUNICATION GUIDELINES:

BANKS | PARTNERS | MERCHANTS (UPI ATM)

UPI-ATM Cover-up



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Home Screen

Every ATM Screen to display 'UPI Cash Withdrawal' option on the home screen at the bottom right (FDK Key) for standardization. In case it is already in use and cannot be changed, it can be displayed on top right (FDK Key).

Similarly, for 'UPI Cash Deposit' option on the home screen, at the bottom left (FDK Key) for standardization. In case it is already in use and cannot be changed, it can be displayed on top left (FDK Key).



Screen 1 - With FDK

Home Screen

For ATMs where UPI Cash Withdrawal, UPI Cash Deposit and additional Value-Added services are available, the ATM home screen to have two large icons indicating UPI Cash Withdrawal on the left side and UPI cash deposit on the right side.

Further the services shall be made available in scrollable fashion below the Cash Withdrawal and Cash Deposit Services. Each scroll to allow a minimum of 3 services and maximum of 4 services.

Further All Services icon to be made available to allow the customer to check on all the services including Cash Withdrawal and Cash deposit on a single click.

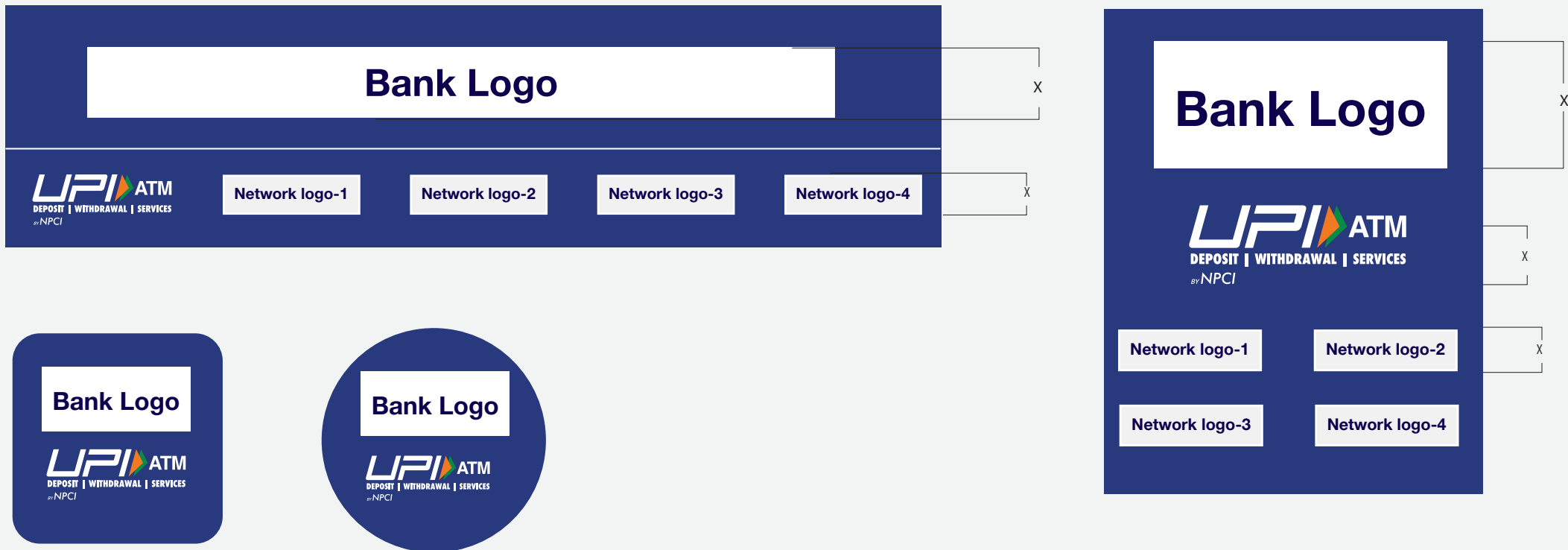


Screen 1 - Without FDK

UPI-ATM Signage

Usage of UPI-ATM and communication materials must adhere to the specification provided here and not be tempered with.

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ATM Booth



Note: In case ATM is enabled only for 'withdrawal' or for 'deposit & withdrawal' appropriate logo as given in page 2 can be used.

Thank You