



Brand Guideline

What is Hello! UPI

Hello! UPI

Introduction:

Welcome to the Hello! UPI Brand Guideline, designed to ensure consistency and cohesive branding across partner apps integrating Hello! UPI conversational payments feature.

This guideline outlines the placement of the icon and usage of the wake-up prompt to maintain a unified user experience.

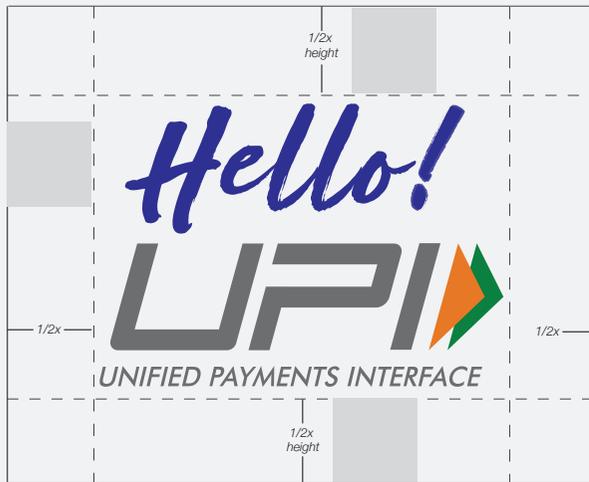


The Logo & Colour

The logo is derived from the UPI and NPCI brand elements.

The word 'Hello! UPI' will be written in 'Helvetica' font.

Hello! UPI Horizontal Logo



Hello! UPI Vertical 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



00000R 067067
00000G 06066
00000B 06068
K 00090



C 100 R 038
M 100 G 036
Y 000 B 0123
K 020

The Logo Size

- Print: In case of a print related communication, size of the Hello! UPI logo unit must be minimum 15% in width of the layout or 30 mm (whichever is higher). For example, size of the Hello! UPI unit would be 31.5 mm in width for an A4 layout.

- Digital: In case of a digital communication, size of the Hello! UPI logo unit must not be smaller than 15 pixels height X 62 pixels width.



HELLO! UPI Logo

Normal



Reverse

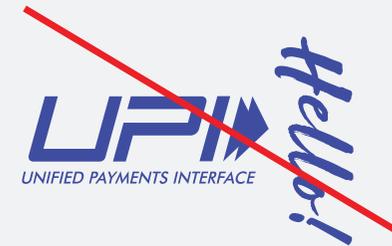


Single Color



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.



Wakeup Prompt Guidelines

Every partner app utilizing Hello! UPI conversational payment feature should begin the wake-up prompt with the phrase "Hello! UPI" followed by the relevant command or query.

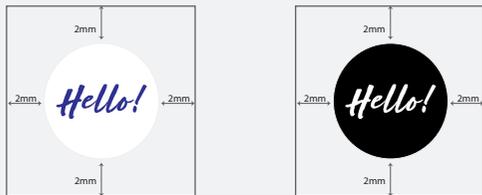
The phrase "Hello! UPI" should be the first words of the prompt to ensure consistent user experience.

It is mandatory to have a Text-to-Speech (TTS) screen once the Hello! UPI voice feature is evoked. The TTS service should also have a consistent voice over capability for all the user generated prompts. It is mandatory to have the TTS and voice over in user initiated language.

The TTS screen should mandatory have the Hello! UPI logo on the page at all times. For all other pages as specified in OC100 there should be consistent "powered by UPI logo"

The icon should always have minimum 2 mm clear space on all sides. The icon should always be in 2 color as per the specific app brand color palette.

Hello! UPI icon Guideline



C 100 R 038
M 100 G 036
Y 000 B 0123
K 020



Thank You