

**RuPay**

# BRAND MARK GUIDELINES

# Contents

The required logos or logo unit can be downloaded from the Brand Centre of the NPCI website ([npci.org.in](https://www.npci.org.in)) or RuPay website ([rupay.co.in](https://www.rupay.co.in))

Direct Link: <https://www.npci.org.in/brand-centre>

If after reading the brand guidelines, you still haven't found the answer to your query, please contact us on: [brand@npci.org.in](mailto:brand@npci.org.in)

1. The Brand
2. Mnemonic
3. The logo & colours
4. The logo size
5. Improper usage
6. Brand Name in text format
7. Font
8. Brand Mark on the card
9. Brand Mark on the Co-branded Card
10. Brand Mark on Commercial Card
11. Contactless Indicator
12. Virtual Contactless Card and Wearables
13. Tokenization
14. RuPay PoS Branding
15. RuPay Logo Unit
16. RuPay with other Brand Marks
17. Acceptance Terminal Branding
18. ATM Branding
19. Digital Usage of RuPay Brand Mark
20. Communication Guidelines

## The Brand

RuPay, is an indigenous card scheme, created by the National Payments Corporation of India. A product born in India with a vision for creating a 'Less Cash' society through finest technologies and payment experience.

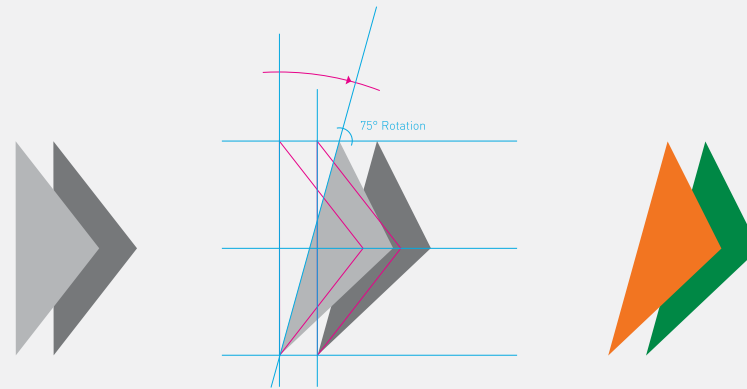
RuPay has entered the global payment landscape with a promise of fulfilling this vision and offer a multilateral system for all banks and financial institutions to participate in digital payments ecosystem.



## Mnemonic

To represent our vision and our outlook towards the future, RuPay is represented by a fast-forward arrow with the Indian tricolour (colours of Indian National Flag) that is inspired from the stance of an athlete which visually captures the statement.

The sharp edges of the Fast-Forward arrow reflects the accelerated commitment to progress, while the curved edges negate the frivolousness, juxtaposed by RuPay's forward-thinking values.



Logo type



Fast-forward Symbol

## The Logo & Colours

The primary colours used for the RuPay logo have been taken from the NPCI colour palette. The orange brings an element of the future and freshness to this new solution for payments & green denotes wealth and growth, while the blue represents the technology that powers the RuPay platform.



C 100 R 040  
M 090 G 053  
Y 000 B 126  
K 020



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

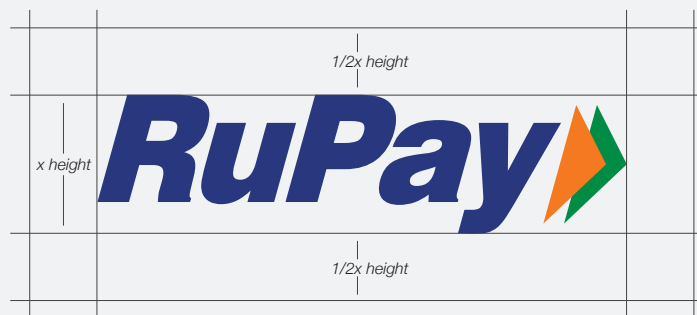


## The Logo Size

Every piece of material that goes to the customer from 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 RuPay 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 RuPay logo unit must be 15% in width of the layout or 31.5 mm (whichever is higher). For example, the size of the RuPay logo unit would be 31.5 mm in width and 8.25 mm in height for an A4 layout.
- Digital: In case of a digital communication, size of the RuPay logo unit must not be smaller than 10.5 pixels height X 40 pixels width.



Print 8.25 mm



Print 31.5 mm

Screen 10.5 pixels



Screen 40 pixels

## Improper Usage

The RuPay 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, colour or placement of the unit.

### Examples of incorrect 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.



Placement of TM after logotype.



Placement of R after logotype.

### Correct Usage



## Brand Name in text format

The brand name RuPay is a combination of two words, 'Rupee' and 'Pay' hence the alphabets 'R' and 'P' will always be uppercase. Mentioning it in a sentence should also follow the same pattern as mentioned above.

**ONE LIFE. ONE RuPay.**

**ONE NATION. ONE RuPay.**



# Font

The official typeface for RuPay is Gotham and the Gotham family. The Gotham font is designed for easy reading and offers a clean and sharp typeface, much like the ease and simplicity that RuPay brings with its "less cash" solutions.

## Gotham - Rounded

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

## Gotham - 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

## Gotham - Book

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

## Gotham - 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

## Gotham - 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

## Gotham - Regular 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

## Gotham - Bold 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***

## Brand Mark on the Card

RuPay Brand Mark should always be placed on right bottom corner on the front face of the card (Credit, Debit, Prepaid, Fusion, Vertical, Horizontal and more). The size of RuPay logo must be a minimum of 20 mm.

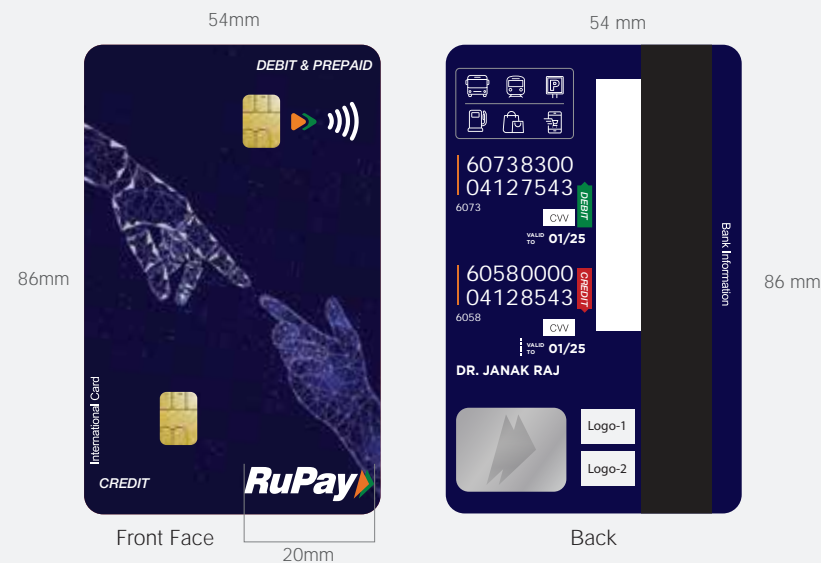
### RuPay horizontal card



### RuPay vertical card



### RuPay Fusion card



The card design used here is only for illustrative representation purpose.

Please refer to the **RuPay Card Marks & Specifications** document for detailed guidelines on the individual elements that defines the card design.

## Brand Mark on the Co-brand Card

In case of Co-brand card -

RuPay Brand Mark should always be placed on right bottom corner on the front face of the card (Credit, Debit, Prepaid, Fusion, Vertical, Horizontal and more). The size of RuPay logo must be a minimum of 20mm

The size of Bank logo and Merchant logo should not be more than 20 mm in width (the same size as that of RuPay logo, matched by height only)

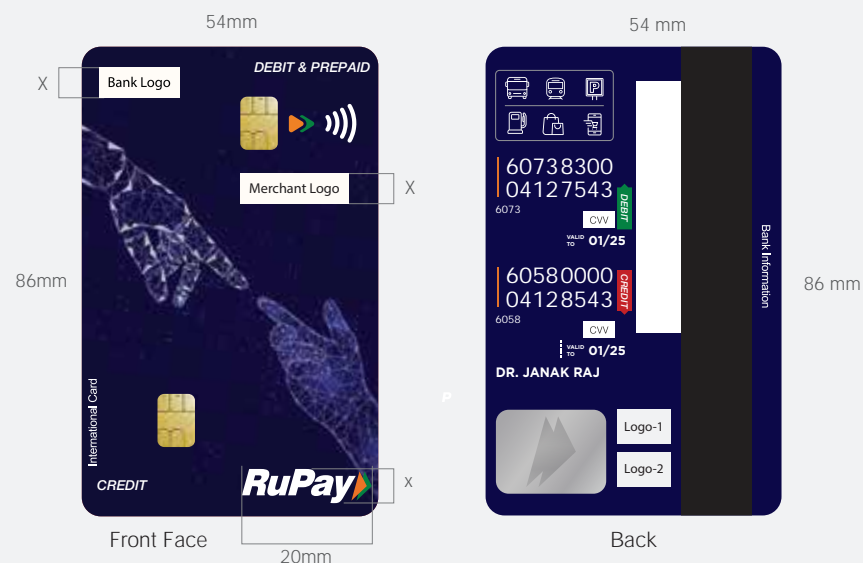
### RuPay horizontal card



### RuPay vertical card



### RuPay Fusion card



The card design used here is only for illustrative representation purpose.

Please refer to the **RuPay Card Marks & Specifications** document for detailed guidelines on the individual elements that defines the card design.

## **Brand Mark on Commercial Cards**

## Card Variants

RuPay Commercial Cards are available in 2 variants - 'RuPay BUSINESS' which represents the SELECT category of cards, and 'RuPay PRO' which represents the PLATINUM variant.

RuPay PRO and RuPay BUSINESS logo should always be placed on the right bottom of the card as shown here, on vertical card designs.

The size of consolidated logo unit of RuPay PRO and RuPay BUSINESS should be 20mm in width

### Application of RuPay BUSINESS unit:

Height of the word 'BUSINESS' will be half of the letter 'u' of RuPay logo. The space between RuPay and BUSINESS should be half of the height of the word 'BUSINESS'.



### Application of RuPay PRO unit:

Height of the word 'PRO' will be half of the letter 'u' of RuPay logo. The space between RuPay and PRO should be half of the height of the word 'PRO'.



RuPay SELECT Credit



RuPay PLATINUM Credit



The card design used here is only for illustrative representation purpose.

Please refer to the **RuPay Card Marks & Specifications** document for detailed guidelines on the individual elements that defines the card design.

## Logo unit placement

RuPay PRO and RuPay BUSINESS logo should always be placed on the right bottom of the card as shown here, on horizontal card designs. The size of consolidated logo unit of RuPay PRO and RuPay BUSINESS should be 20mm in width. Application of the RuPay BUSINESS and RuPay PRO units to be as per the detailed explained in the previous page.



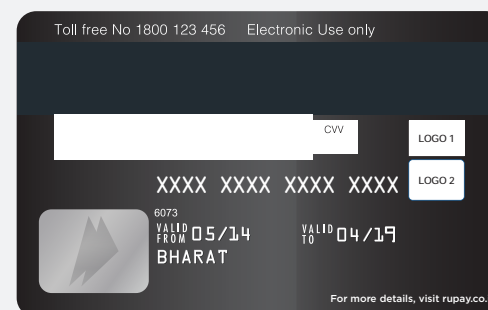
Front Face

20mm



Front Face

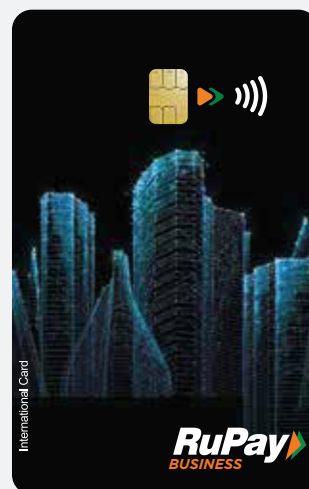
20mm



Back

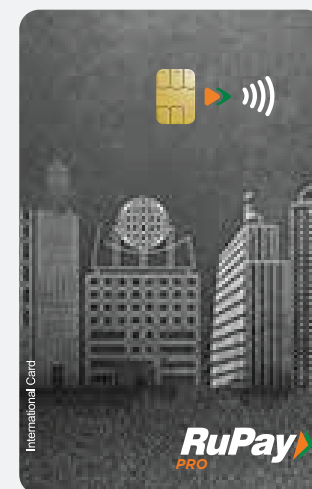
86mm

Front Face 54mm

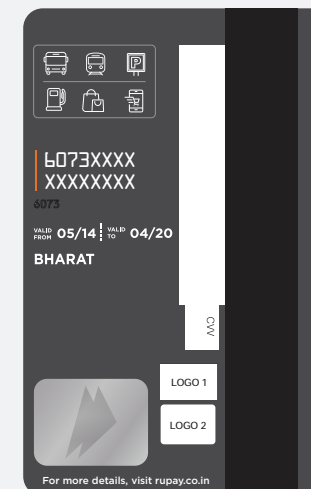


86mm

Front Face 54mm



Back 54mm



The card design used here is only for illustrative representation purpose.

Please refer to the **RuPay Card Marks & Specifications** document for detailed guidelines on the individual elements that defines the card design.

## Logo colours

The colours to be used for the RuPay BUSINESS logo must be from the RuPay colour palette. It can appear/usage is permissible in Blue, Orange, White and Black colours, depending upon what suits the best against the background design of the card.



C 100 R 040  
M 090 G 053  
Y 000 B 126  
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

**RuPay**  
BUSINESS

**RuPay**  
BUSINESS

**RuPay**  
BUSINESS

**RuPay**  
BUSINESS

## Logo colours

The colours to be used for the RuPay PRO logo must be from the RuPay colour palette. It can appear/ usage is permissible in Blue, Orange, White and Black colours, depending upon what suits the best against the background design of the card.



C 100 R 040  
M 090 G 053  
Y 000 B 126  
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



**RuPay**  
PRO



**RuPay**  
PRO



**RuPay**  
PRO



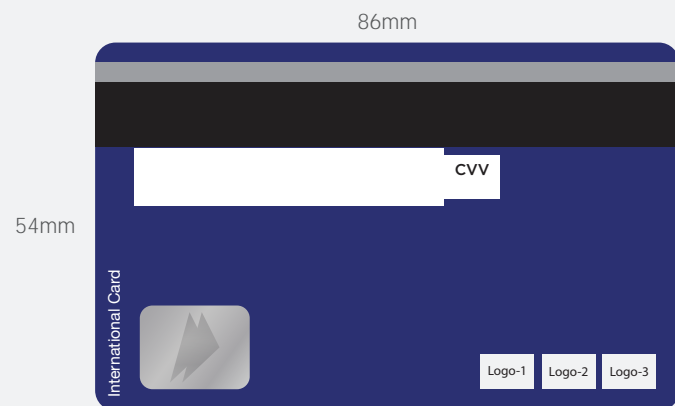
**RuPay**  
PRO



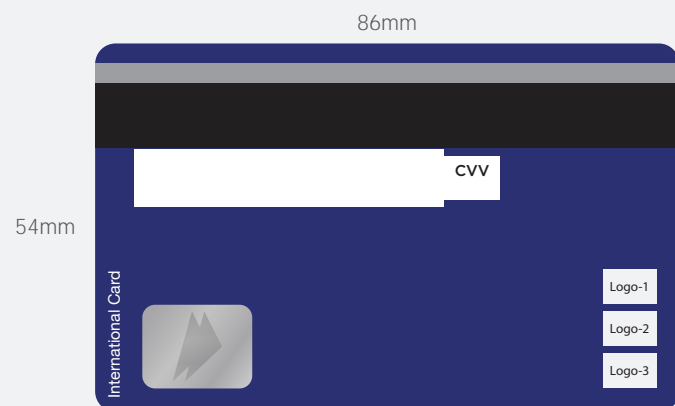
## Usage of International Network Partner logo

On any of the RuPay Global card, the size of RuPay International Network Partner logo must be the same as the size of the RuPay logo, matched by height only. As mentioned earlier, in any case, the size of RuPay logo must not be smaller than 20 mm in width.

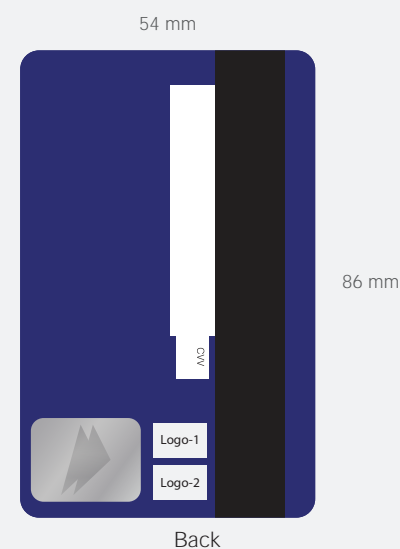
Option 1: Horizontal stacking



Option 2: Vertical stacking



Option 3: Vertical stacking on vertical card



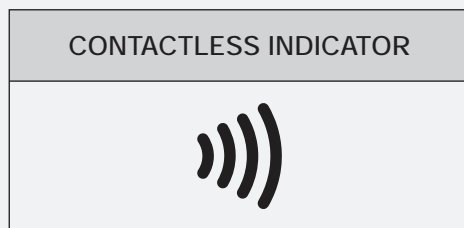
The card design used here is only for illustrative representation purpose.

Please refer to the **RuPay Card Marks & Specifications** document for detailed guidelines on the individual elements that defines the card design.

## Contactless Indicator

EMV co. has published the contactless indicator to be used for contactless payment cards. This contactless indicator is globally recognised and provides an immediate and consistent mechanism to merchants and customers to recognize payment cards supporting technology.

The required logos or logo unit can be downloaded from the Brand Centre of the NPCI website ([npci.org.in](http://npci.org.in)) or RuPay website ([rupay.co.in](http://rupay.co.in))



# Contactless Indicator Mark & Specification

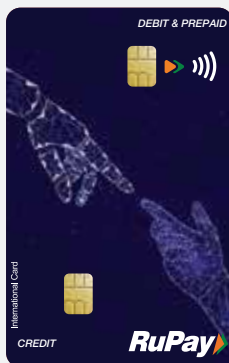


## RuPay Contactless indicator

- The contactless indicator must be placed on the front face of the card. On the front face, it should appear near the chip or the centre of the card.



Vertical Card



Fusion



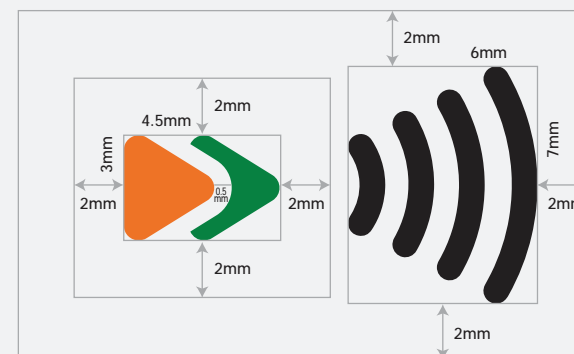
Horizontal Card



Co-branded Card

- The orientation of the contactless indicator must always be as indicated above
- The minimum clear space around all four sides of the contactless indicator must be equal to the full height of the second semicircle from the left. This clear space requirement is subject to a minimum of 2mm - the minimum amount of clear space that must be maintained around the Contactless Indicator wherever it is displayed. This clear space must be free of text and all other graphic elements.

## Clear space requirement



■ C 02 M 68 Y 97 K 00

■ C 88 M 25 Y 99 K 12

- The contactless indicator must always appear in solid colour that provides the best colour contrast and legibility against the selected background colour or material. Optimal colours for the contactless indicator includes black and white.
- The fast forward symbol must always appear in saffron and green colour. The exact CMYK colours are to be maintained. The height of the fast forward symbol must be the same as the height of the first wave of the contactless indicator.
- The fast forward symbol and the contactless indicator must always be represented together as a consolidated unit, in the same order of appearance and not be placed as separate elements.
- The pre - printed legend "Debit + Prepaid or "Debit & Prepaid" written in uppercase should be placed on front panel of the card. Font "Aharoni" and max font size 16 should be used for printing the legend "Debit + Prepaid" or "Prepaid & Debit".

The card design used here is only for illustrative representation purpose.

Please refer to the **RuPay Card Marks & Specifications** document for detailed guidelines on the individual elements that defines the card design.

## Virtual Card / Wearables

In case of virtual devices where RuPay card can be provisioned/ tokenised, RuPay branding must be present as mentioned below.

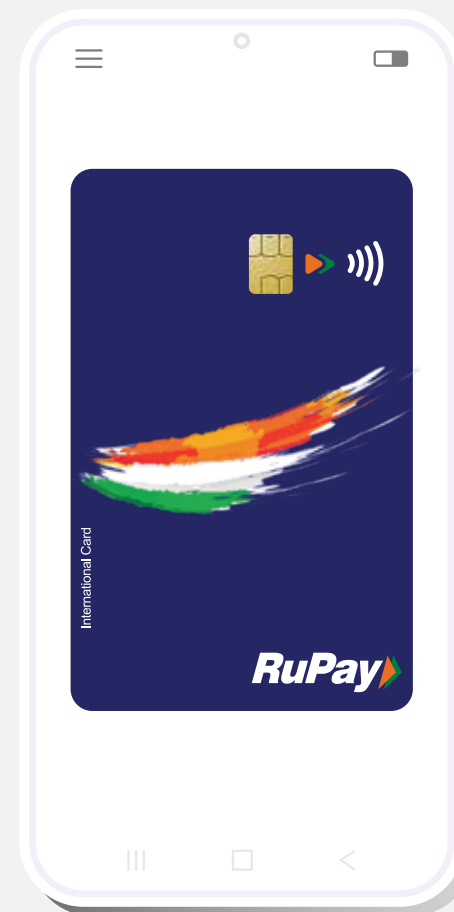
1. In case of a Mobile Phone, a virtual RuPay card would be displayed on the mobile screen. In such a case, the proportion of the RuPay card must not be less than 75% of the usable digital screen space.
2. In case of any device similar to a wrist band, the contactless symbol accompanied by the RuPay logo must be present on the screen during the transaction. The size of this unit must not be less than 75% of the usable digital screen space.



For all the Tap & Pay transactions, RuPay MOCO to be played over the PoS machine indicating a successful transaction, followed by 'Payment Successful' screen.

For transit: 1 sec MOCO is preferred  
For retail: 3 sec MOCO is preferred

The RuPay MOCO can be downloaded from  
<https://www.npci.org.in/brand-centre>



## Virtual Cards / Wearables

In case of the below shown devices, the contactless symbol accompanied by RuPay logo to be used as mentioned below:

1. Keychain - The width of contactless symbol accompanied by RuPay logo to be 75% of the width keychain.
2. Sunglasses - The height of contactless symbol accompanied RuPay logo should cover 75% of the Stem's height.
3. Ring - The contactless symbol and RuPay logo will be printed in the inner part of the Ring. The height of contactless symbol and RuPay logo to be 75% of the thickness/width of the ring.
4. Wristband - The contactless symbol and RuPay logo will be printed in the inner part of the band. The height of contactless symbol and RuPay logo to be 75% of the thickness/width of the ring.

In case of printing restrictions for multi-colour logo, please refer to page 5 for guidelines on single colour usage



For all the Tap & Pay transactions, RuPay MOGO to be played over the PoS machine indicating a successful transaction, followed by 'Payment Successful' screen.

For transit: 1 sec MOGO is preferred  
For retail: 3 sec MOGO is preferred

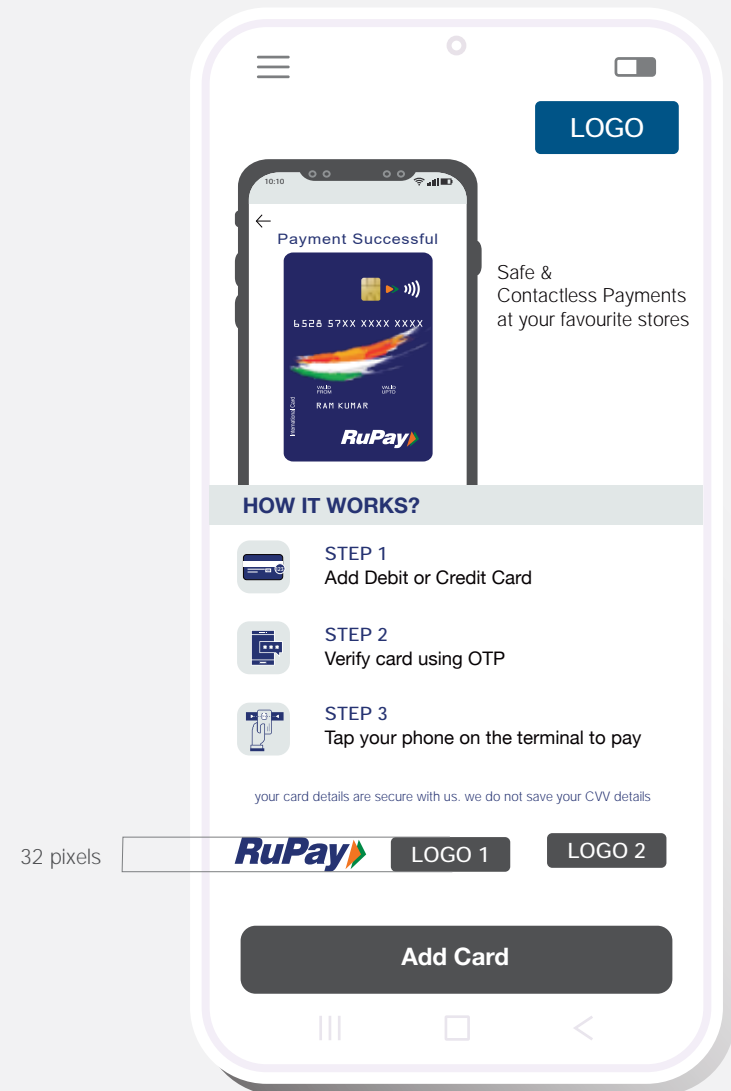
The RuPay MOGO can be downloaded from  
<https://www.npci.org.in/brand-centre>



# TOKENIZATION

## Card Provisioning

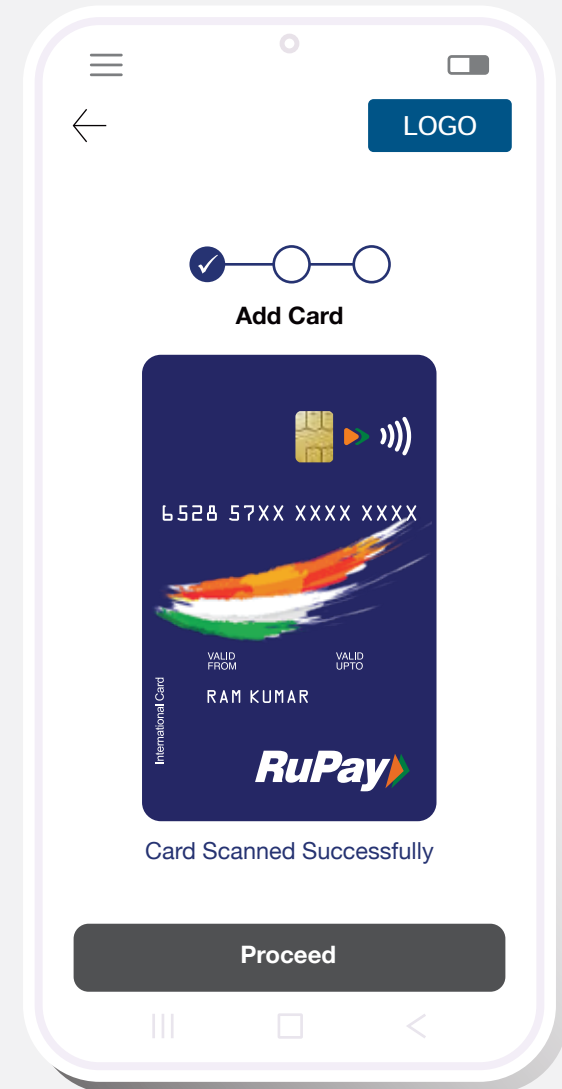
RuPay branding must appear on the card enrolment screen of the Banks Apps / Third Party Service Provider along with other brands in alphabetical order. All the logos must be matched at height. The size of the RuPay logo must be at least 32 pixels in height.



## Scanning the card

When a RuPay card is scanned to be added to the customer's account, It must showcase the name, card number and validity.

The proportion of the RuPay card must not be less than 75% of the usable screen space. Also, RuPay branding must appear on the screen at the bottom-right with the height of at least 50 pixels.



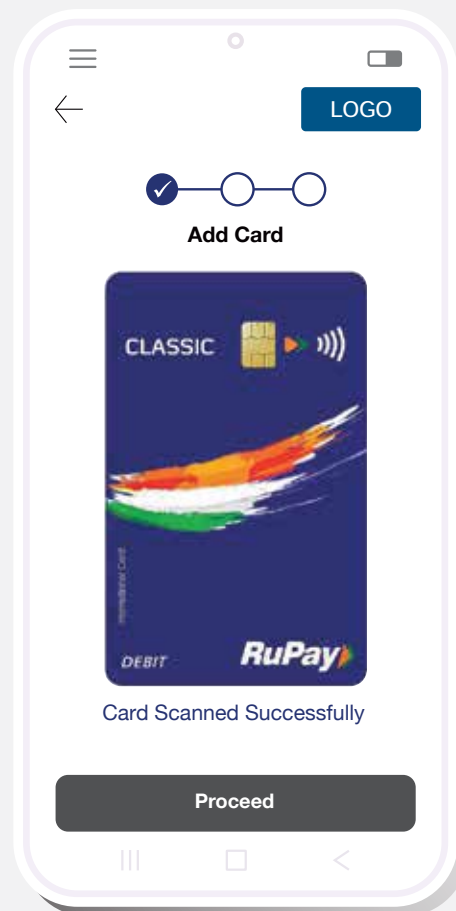


## Display of RuPay card types and variant

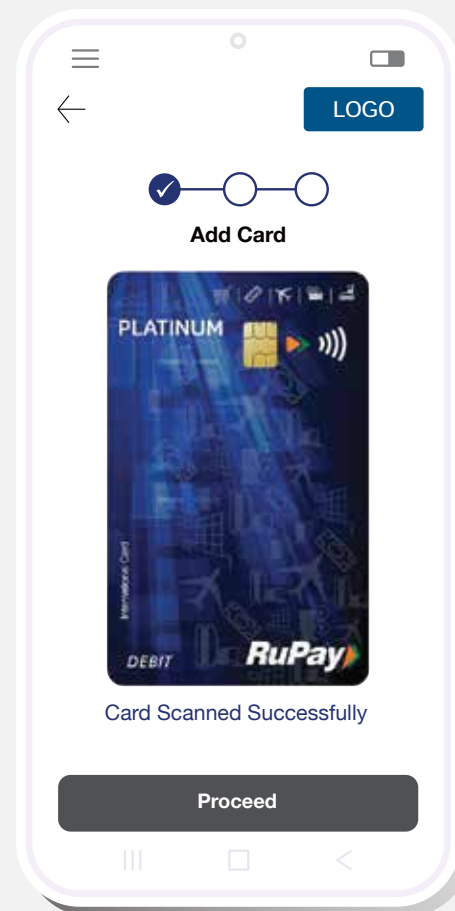
Since RuPay card is available in different variants i.e. RuPay Classic, RuPay Platinum and RuPay SELECT under Debit and Credit. Display of the virtual RuPay card on the screen will change accordingly.

In order for customers to relate to their existing physical plastic cards, it is recommended that the banks/ third party apps use the original bank artworks of the card image.

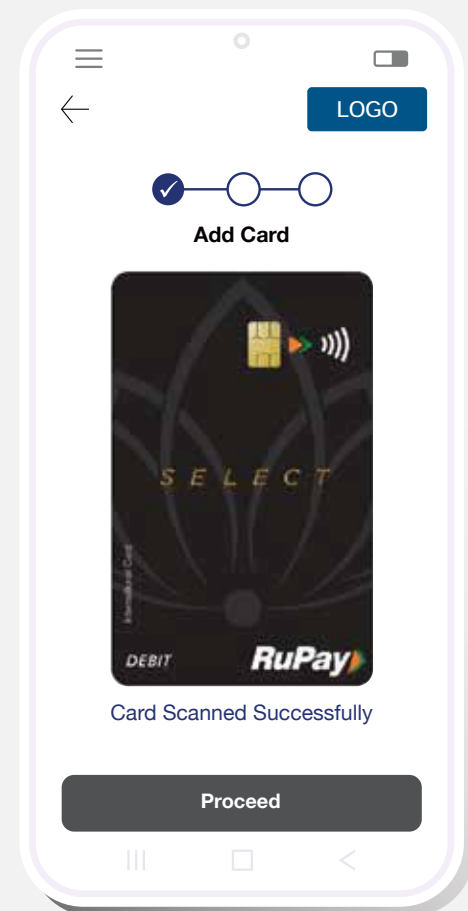
In the absence of bank card artworks, a set standardised RuPay card designs are available to represent each variant. These assets can be downloaded from [npci.org.in/brand-centre](https://npci.org.in/brand-centre)



RuPay CLASSIC Debit



RuPay PLATINUM Debit



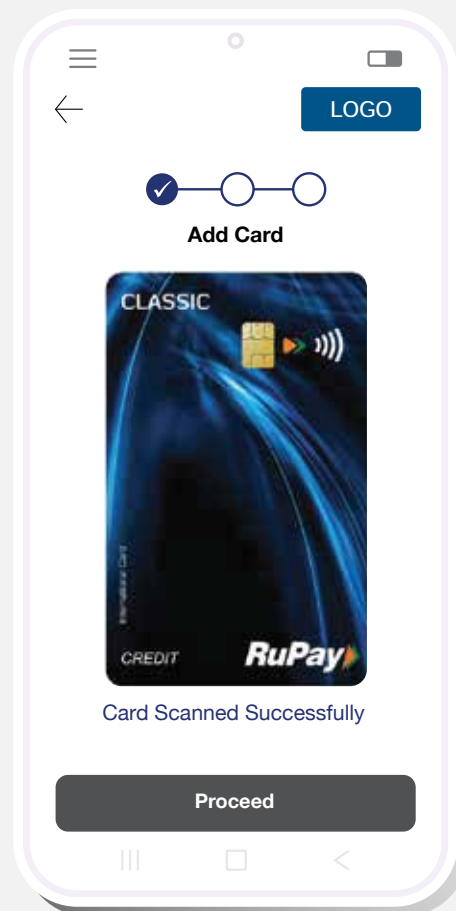
RuPay SELECT Debit

## Display of RuPay card types and variant

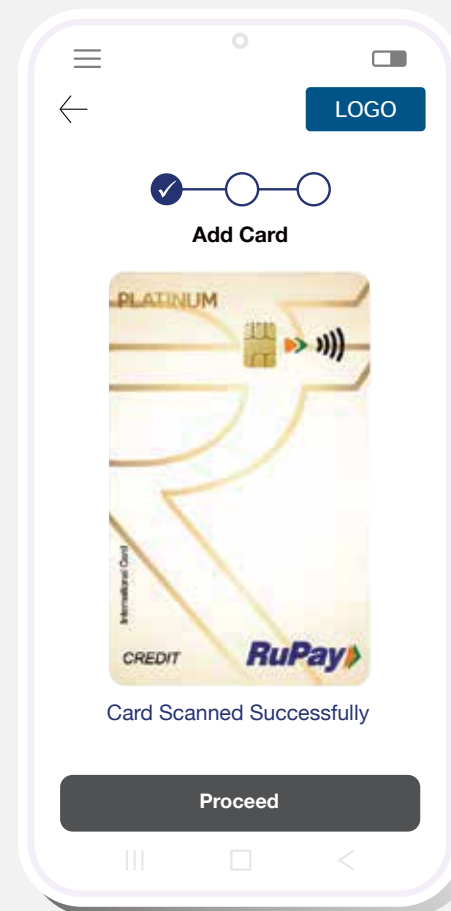
Since RuPay card is available in different variants i.e. RuPay Classic, RuPay Platinum and RuPay SELECT under Debit and Credit. Display of the virtual RuPay card on the screen will change accordingly.

In order for customers to relate to their existing physical plastic cards, it is recommended that the banks/ third party apps use the original bank artworks of the card image.

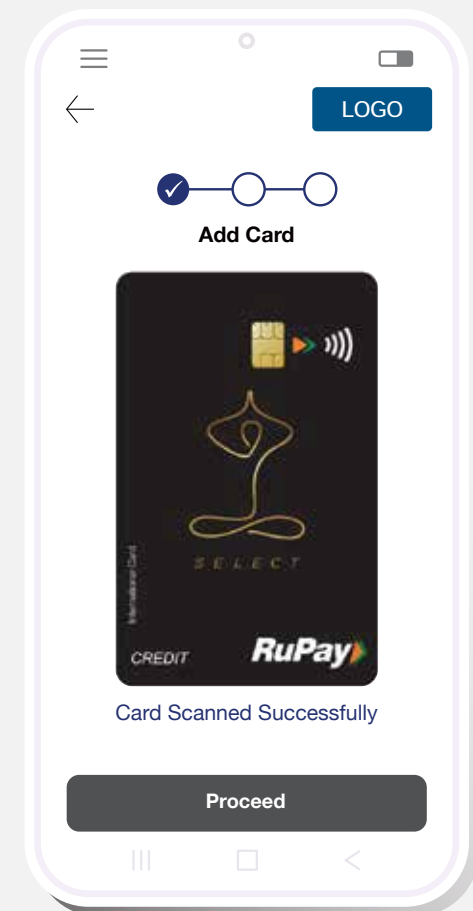
In the absence of bank card artworks, a set standardised RuPay card designs are available to represent each variant. These assets can be downloaded from [npci.org.in/brand-centre](https://npci.org.in/brand-centre)



RuPay CLASSIC Credit



RuPay PLATINUM Credit



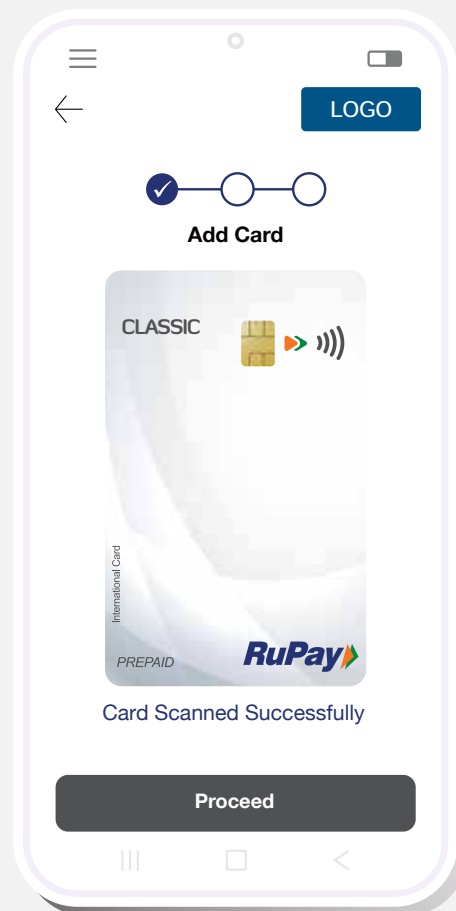
RuPay SELECT Credit

## Display of RuPay card types and variant

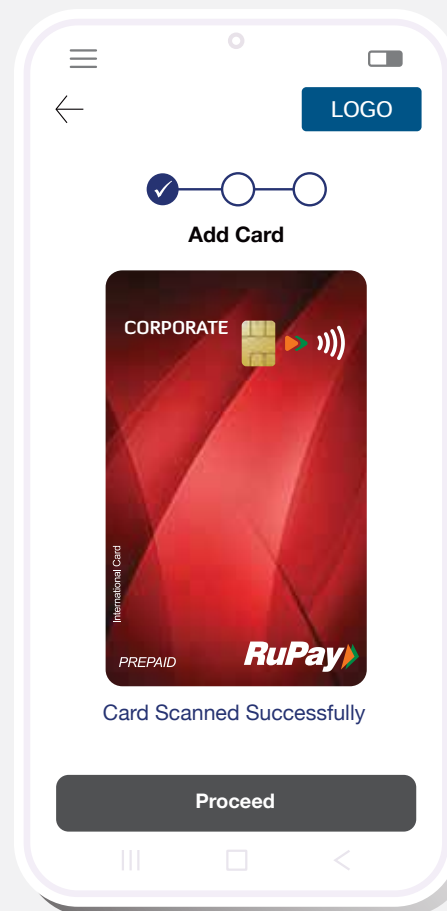
Since RuPay card is available in different variants i.e. RuPay Classic, RuPay Platinum and RuPay SELECT under Debit and Credit. Display of the virtual RuPay card on the screen will change accordingly.

In order for customers to relate to their existing physical plastic cards, it is recommended that the banks/ third party apps use the original bank artworks of the card image.

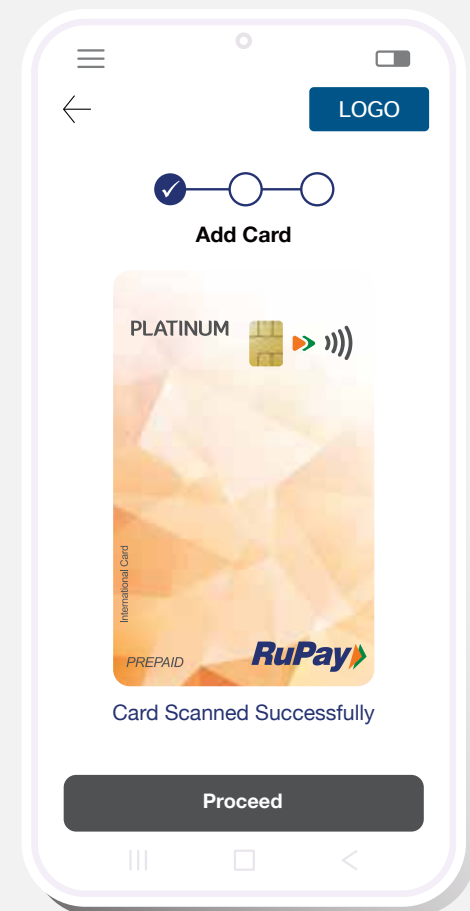
In the absence of bank card artworks, a set standardised RuPay card designs are available to represent each variant. These assets can be downloaded from [npci.org.in/brand-centre](https://npci.org.in/brand-centre)



RuPay CLASSIC Prepaid



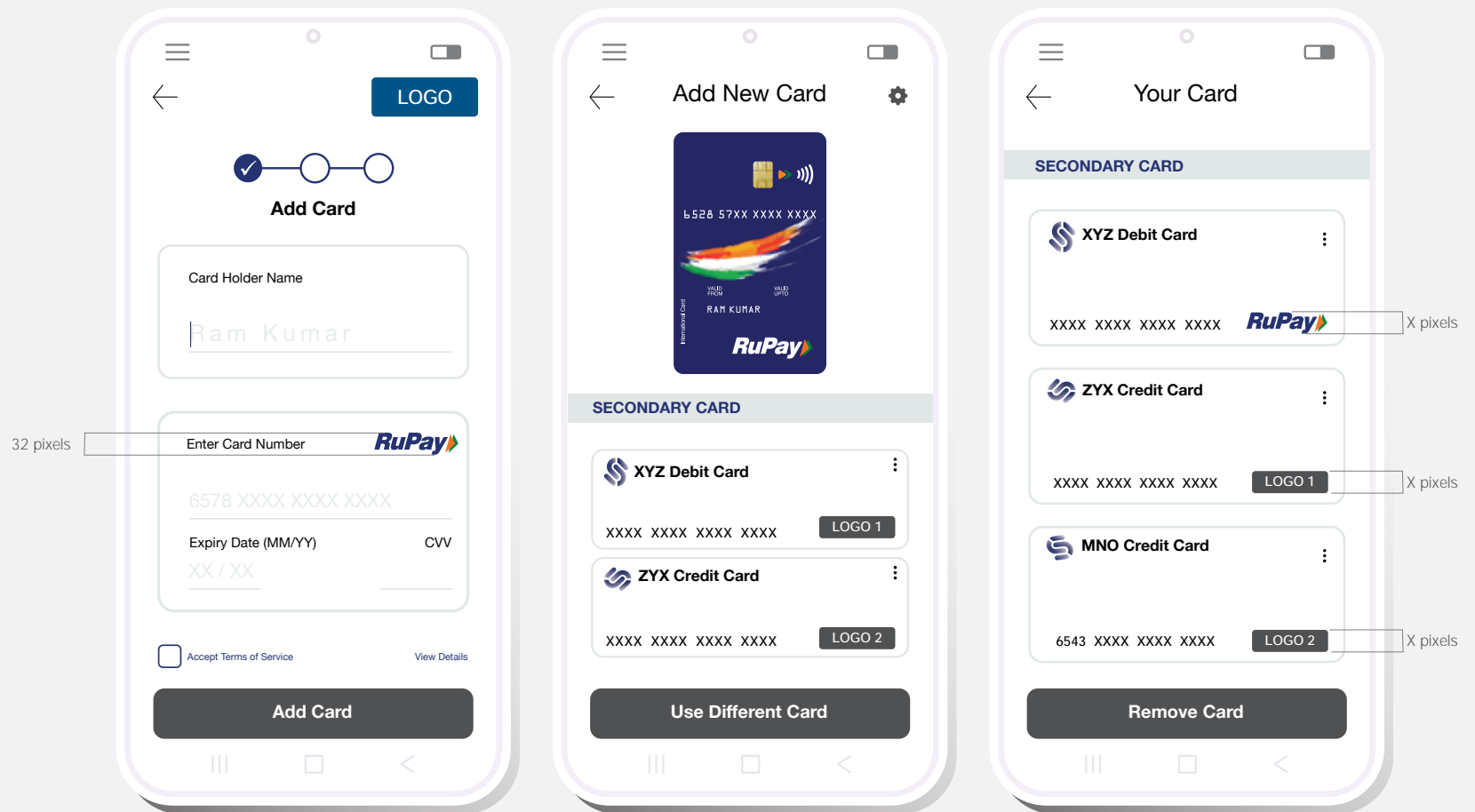
RuPay CORPORATE Prepaid



RuPay PLATINUM Prepaid

## Card Entries

RuPay branding must appear on the card enrolment screen of the Banks Apps / Third Party Service Provider along with other brands in alphabetical order. All the logos must be matched at height. The size of the RuPay logo must be at least 32 pixels in height.



The screenshots are only for illustrative representation purposes only.

Add Card Screen

Add New Card

Remove Card Screen

## Tap & Pay

During the payment process being done using the RuPay card, the screen must have the RuPay Contactless unit along with the virtual RuPay card indicating the transaction is initiated. The size of the RuPay Contactless unit cannot be less than 50 pixels in height.

The screen will also have 'Powered by RuPay' logo unit at the bottom with the size not less than 50 pixels in height. This is to give the assurance that the transaction initiated is being enabled by RuPay technology. Once the transaction is complete, a payment confirmation page should appear with the 'Powered by RuPay' logo unit at the bottom with the size not less than 50 pixels in height.

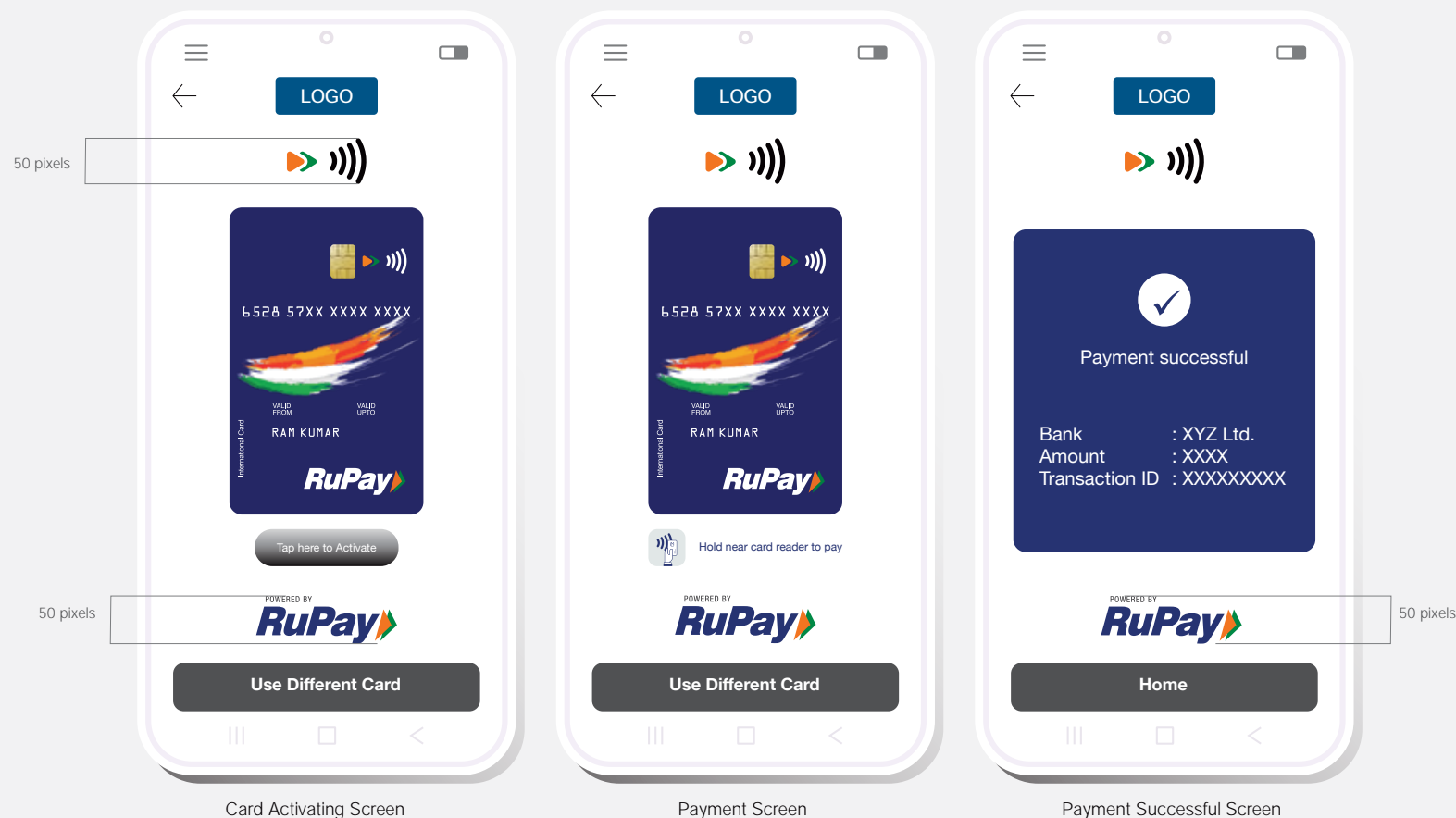
The dimensions of the logo mentioned here is a variable component and needs to be adaptive to different screen sizes.



For all the Tap & Pay transactions, RuPay MOGO to be played over the PoS machine indicating a successful transaction, followed by 'Payment Successful' screen.

For transit: 1 sec MOGO is preferred  
For retail: 3 sec MOGO is preferred

The RuPay MOGO can be downloaded from  
<https://www.npci.org.in/brand-centre>



# RuPay PoS Branding

RuPay branding must appear along with the Merchant logo throughout the payment process screen. RuPay branding should be 20 px in height on the 'Tap the card' page and 32 px in height on the PIN authorisation page. In the 'Payment Successful' page, 'Powered by RuPay Contactless unit should appear as shown here, size of this unit to be 50 pixels in height..

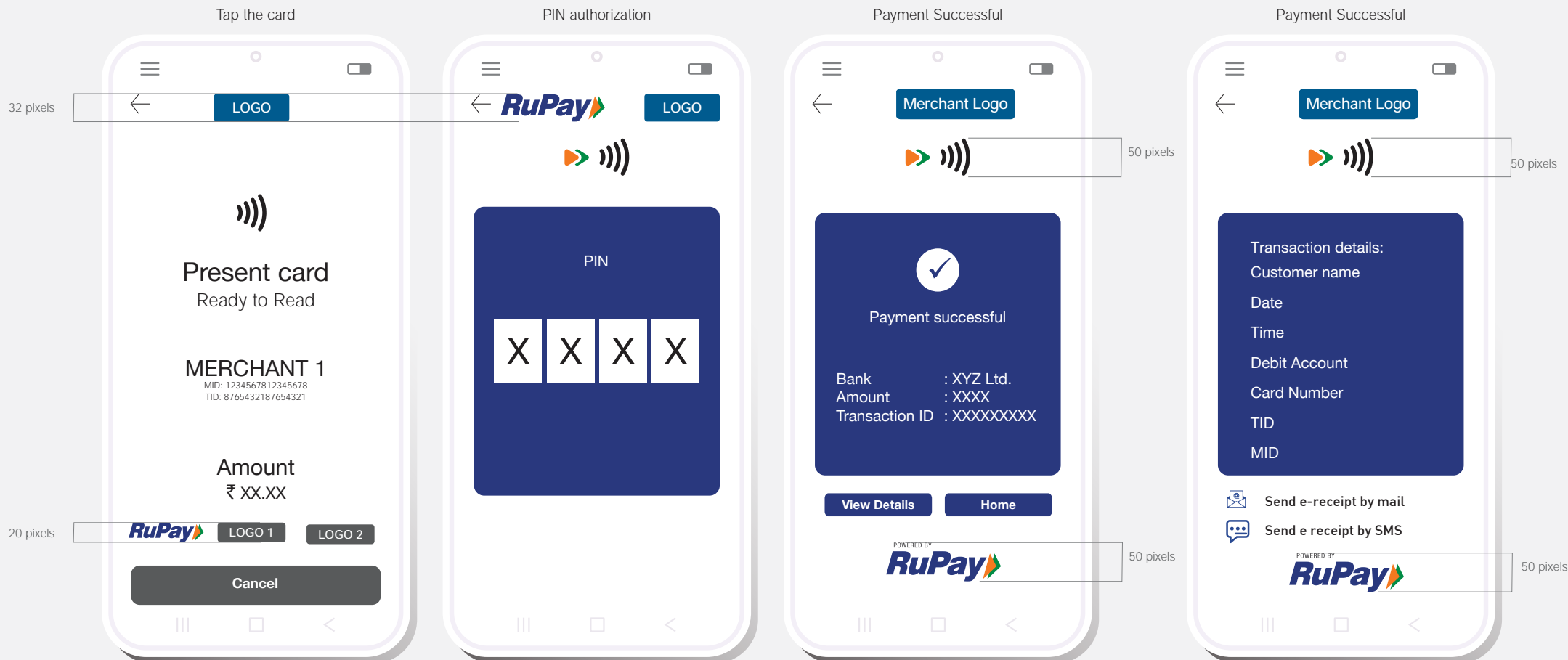
The dimensions of the logo mentioned here is a variable component and needs to be adaptive to different screen sizes.



For all the Tap & Pay transactions, RuPay MOGO to be played over the PoS machine indicating a successful transaction, followed by 'Payment Successful' screen.

For transit: 1 sec MOGO is preferred  
For retail: 3 sec MOGO is preferred

The RuPay MOGO can be downloaded from  
<https://www.npci.org.in/brand-centre>



The screenshots are only for illustrative representation purposes only.

If transaction value is above ₹ 2000,  
this screen for PIN authorization will appear.

## RuPay logo unit

The RuPay logo unit comprises of 3 key elements namely, The RuPay trademark logo, a set of RuPay Credit and Debit Cards and the product variations in RuPay i.e "Credit | Debit | Prepaid", placement and measurements of which are mentioned below

- Space between the 'RuPay logo' and the 'Credit, Debit, Prepaid' unit must be 18% of the total height of the unit
- Space between the 'Card unit' and 'RuPay logo' must be 9% of the height of the horizontal card unit
- The width of the RuPay cards, RuPay logo and 'Credit, Debit and Prepaid' unit must be equal at all times

Usage of RuPay logo unit with the card: In an ideal case scenario, RuPay logo unit along with the card must be present in every communication pertaining to the new product/variant launch only.

Usage of RuPay logo unit without the card: In an ideal case scenario, RuPay logo unit along without the card must be used in every communication pertaining to RuPay Credit, Debit & Prepaid cards.



RuPay logo unit without card



RuPay logo unit with card

The card design used here is only for illustrative representation purpose.

Please refer to the **RuPay Card Marks & Specifications** document for detailed guidelines on the individual elements that defines the card design.

## RuPay logo unit

The RuPay logo unit comprises of 3 key elements namely, The RuPay trademark logo, a set of RuPay Credit and Debit Cards and the product variations in RuPay i.e "Credit | Debit | Prepaid", placement and measurements of which are mentioned below

- Space between the 'RuPay logo' and the 'Credit, Debit, Prepaid' unit must be 18% of the total height of the unit
- Space between the 'Card unit' and 'RuPay logo' must be 5% of the height of the vertical card unit
- The width of the RuPay cards, RuPay logo and 'Credit, Debit and Prepaid' unit must be equal at all times

Usage of RuPay logo unit with the card: In an ideal case scenario, RuPay logo unit along with the card must be present in every communication pertaining to the new product/variant launch only.

Usage of RuPay logo unit without the card: In an ideal case scenario, RuPay logo unit along without the card must be used in every communication pertaining to RuPay Credit, Debit & Prepaid cards.



RuPay logo unit without card



RuPay logo unit with card

The card design used here is only for illustrative representation purpose.

Please refer to the **RuPay Card Marks & Specifications** document for detailed guidelines on the individual elements that defines the card design.



## RuPay with other Brand Marks

1. RuPay logo must be used in parity with other equivalent brand marks, wherever necessary, either for digital or offline usage/applications. For example, the RuPay Brand Logo must be equivalent in the appearance to other brand marks in size (matched by height only)
2. On card number depiction, the RuPay logo must be prominent and invariably displayed.
3. Whenever a UI represents a dropdown selection display for opting the mode of payment scheme for the transaction, RuPay acceptance logo should be evidently visible.
4. If the brand marks are placed next to the card number not on a card depiction, the RuPay Logo must appear first.
5. RuPay Brand must be displayed no less prominently that those of the co-badged payment scheme.



Size of the RuPay logo must be same as the size of other logos, matched by height only.



RuPay logo unit cannot be top-aligned to other brands' logos.



RuPay logo unit cannot be centre-aligned to other brands' logos.



RuPay logo unit cannot be bottom-aligned to other brands' logos.



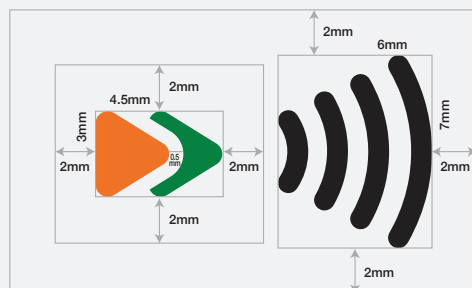
RuPay logo unit can be used with other international brand marks.



## Acceptance Terminal Branding

To ensure brand visibility when the RuPay logo along with the RuPay Contactless logo appears on a PoS machine, it must be in the dimensions of 1:2 & 1:4. When placed on the top or along the side of the PoS machine, it must be of a minimum size of 20mm. Ensure that the RuPay signature tone plays when a card is tapped, dipped or swiped in the PoS machine.

Figure 2a: Clear space requirement



■ C 02 M 68 Y 97 K 00

■ C 88 M 25 Y 99 K 12

Matched by height only



Minimum: 20 mm



- The orientation of the contactless indicator must always be as indicated in figure 2a.
- The minimum clear space around all four sides of the contactless indicator must be equal to the full height of the second semicircle from the left. This clear space requirement is subject to a minimum of 2mm - the minimum amount of clear space that must be maintained around the Contactless Indicator wherever it is displayed. This clear space must be free of text and all other graphic elements.
- The contactless indicator must always appear in solid colour that provides the best colour contrast and legibility against the selected background colour or material. Optimal colour for the contactless indicator includes black and white.

## ATM Branding

All ATM locations must display the appropriate circular Push/Pull stickers on or near the main entrance of all financial institutions participating in the RuPay Network. RuPay brand should also appear only on the ATM screen. Other acceptance marks must be displayed on the outer dark blue circle of the Push/Pull circle.

RuPay logo size would be 13x49mm in a 3x5inch sticker design

Minimum: 200 pixels



# **DIGITAL USAGE OF RuPay BRAND MARK**

# Online Merchant Branding

Proper branding of the RuPay Brand Mark across various digital media like devices, mobile applications, websites, payment pages, wallets or any other form of digital etc is required as per the guidelines.

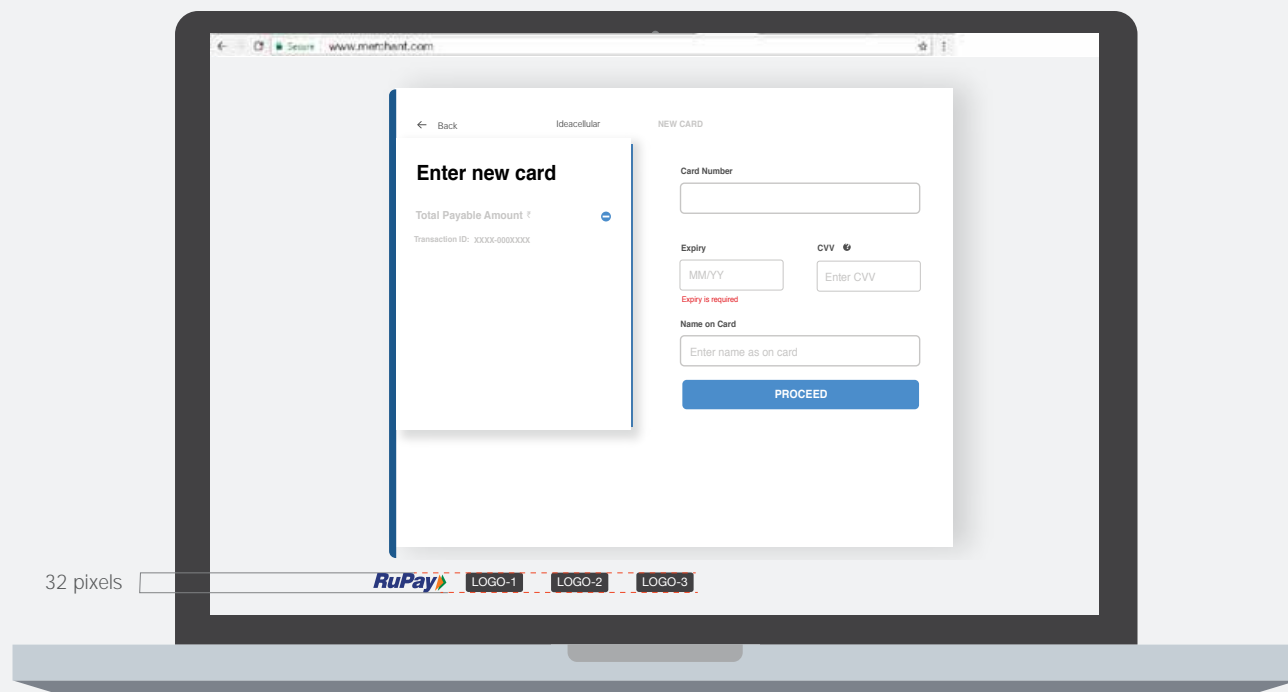
**The RuPay acceptance logo must be displayed on the merchant's websites to indicate enhanced security and seamless experience while shopping online.**

The height of the RuPay logo must not be less than 32 pixels in height. At the same time, the height of the RuPay logo must be the same as the height of all the partner and merchant logos, matched by height only as shown here. Arrangement of multiple logo displays must follow the alphabetical order.

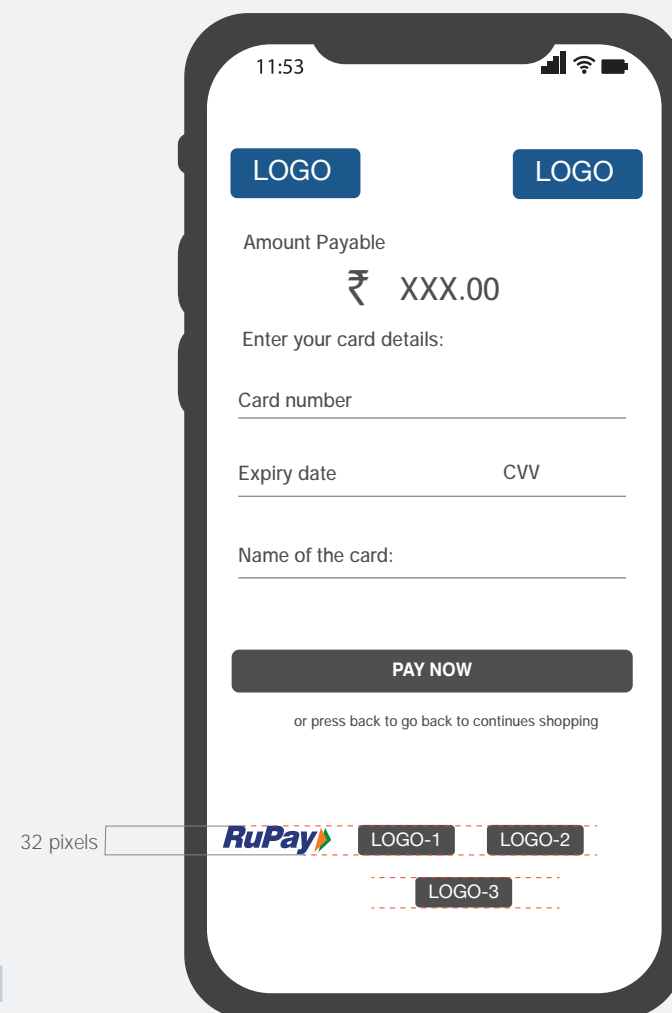
RuPay must appear within the user interface (UI) when,

- Activating an account
- Selecting credentials / account / mode of payments
- Viewing the account details
- Completing the transaction using the account / credentials.

Laptop/Desktop



Mobile/Tablet



## Merchant Payment section

The RuPay acceptance logo must be displayed on the digital media wherever the payment option is available.

The payment page must display the RuPay acceptance logo at uniformity with all other brand logos/symbols displayed.

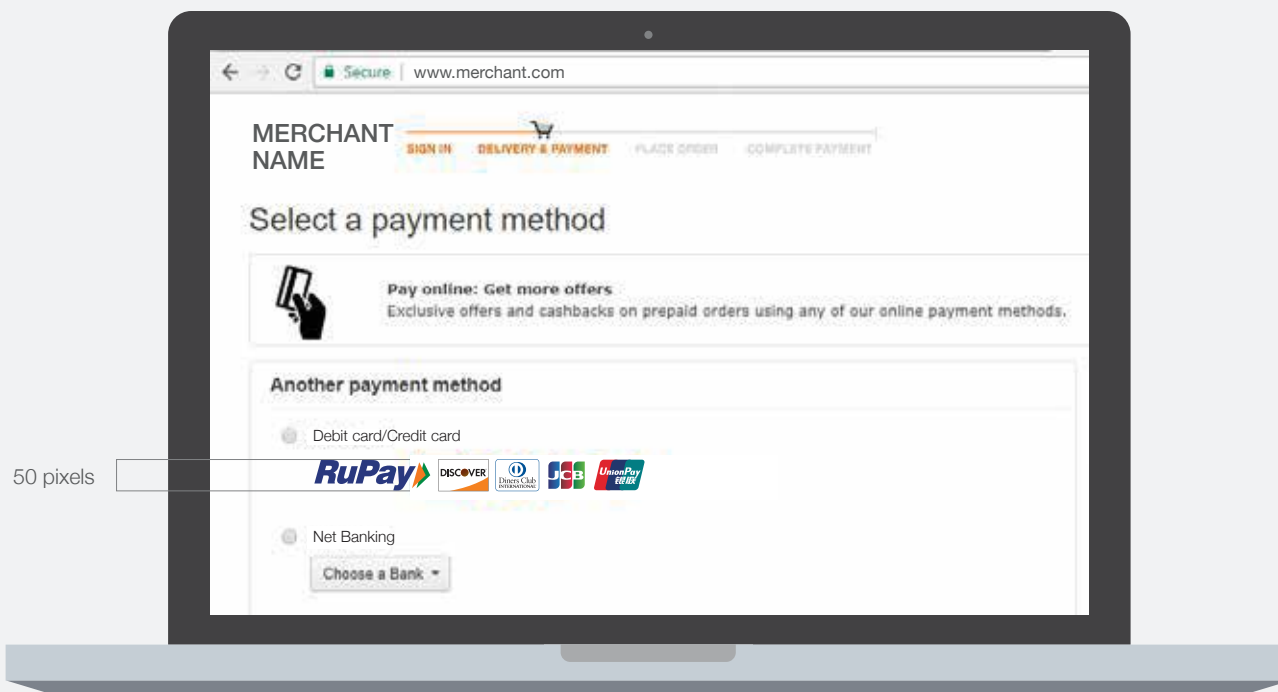
The size and colour uniformity should match with all the other acceptance marks/logos displayed.

The RuPay logo cannot be less than 50 pixels in height on the aggregator page on a laptop/desktop and 32 pixel in height on a mobile as shown here.

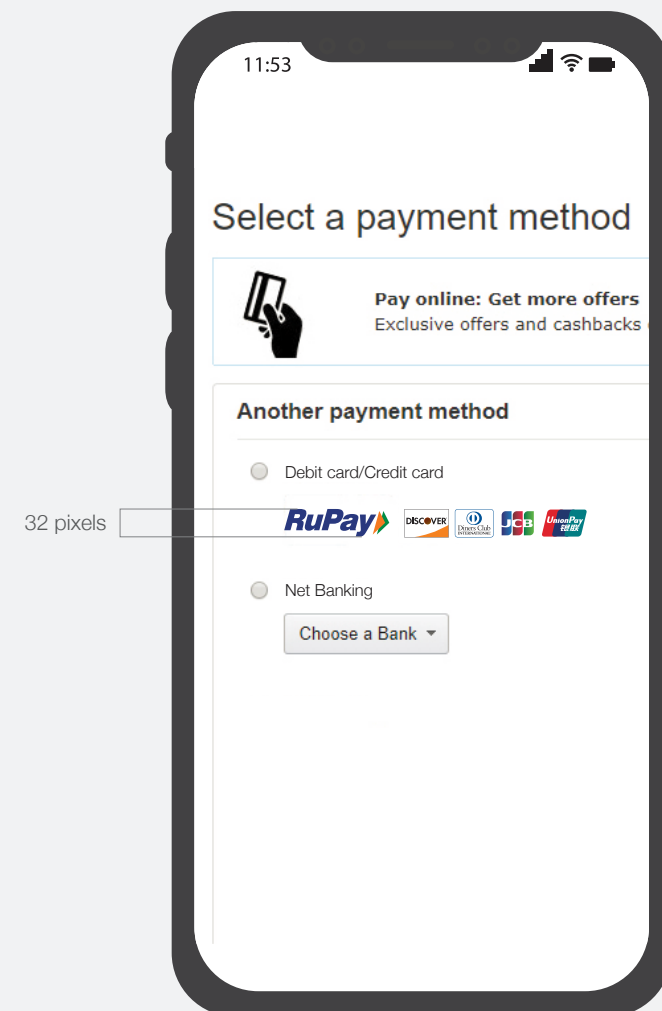
The height of the RuPay logo must be the same as the height of all the partner and merchant logos, matched by height only.

The RuPay logo should be as per the stated guidelines on page 5.

Laptop/Desktop



Mobile/Tablet



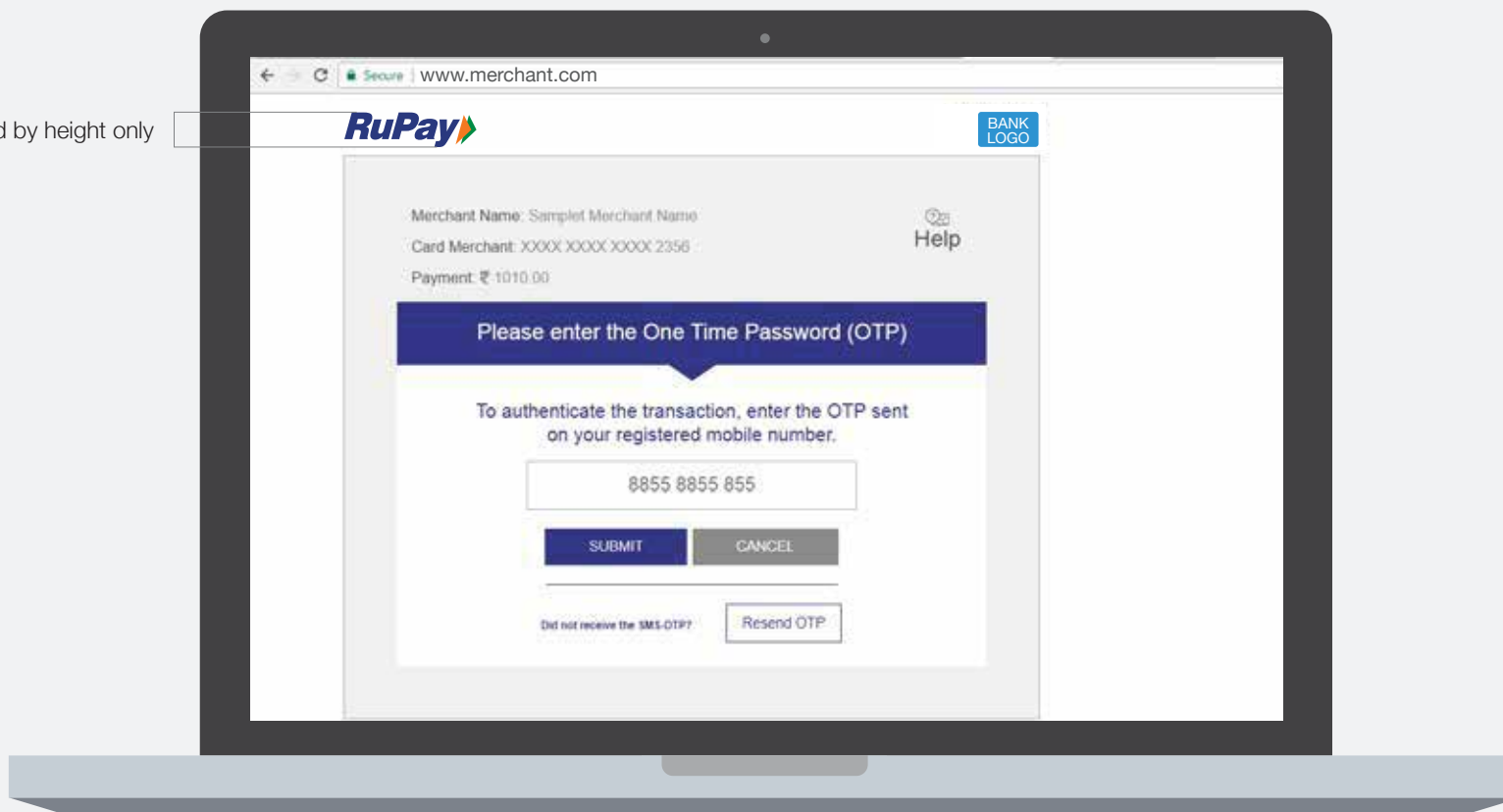
## Merchant Payment section

The RuPay logo cannot be less than 70 pixels in height on the issuing page as shown here.

The height of the RuPay logo must be the same as the height of all the partner and merchant logos, matched by height only.

Matched by height only

Laptop/Desktop



# Communication Guidelines



## Tent Card

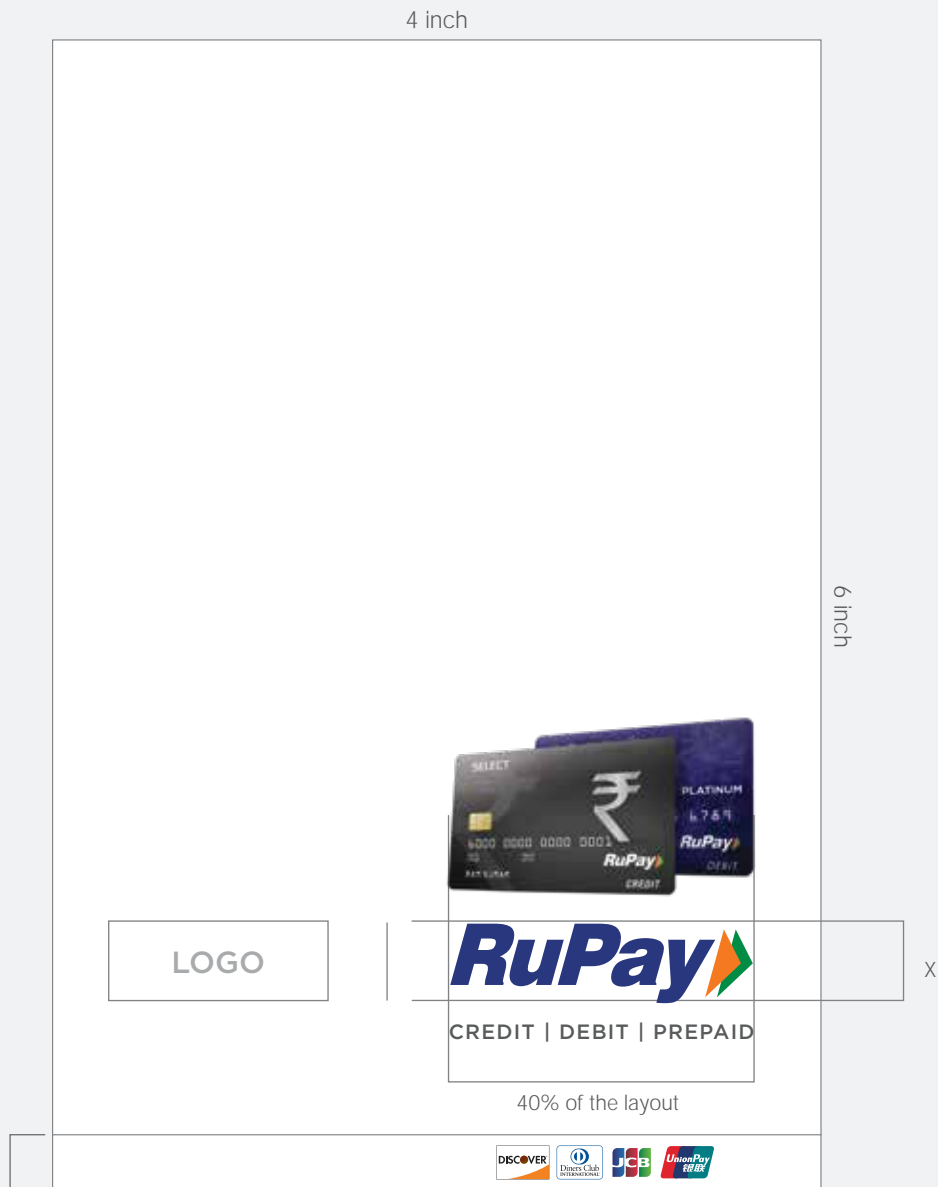
In case of a Tent card designed by the Merchant/Partner, the size of the Merchant/Partner logo must be equivalent to the size of the RuPay logo, matched my height only.

International partner logos like Discover, Diners Club, JCB, UnionPay etc. to be placed below RuPay logo in a panel which should be 5% of the height of the tent card.

As represented visually, both logos must be alongside each other and neither of them must be placed in isolation.

The size of the of the RuPay logo must not be less than 40% of the total width of the layout.

5% - of layout height



## Tent Card with vertical cards

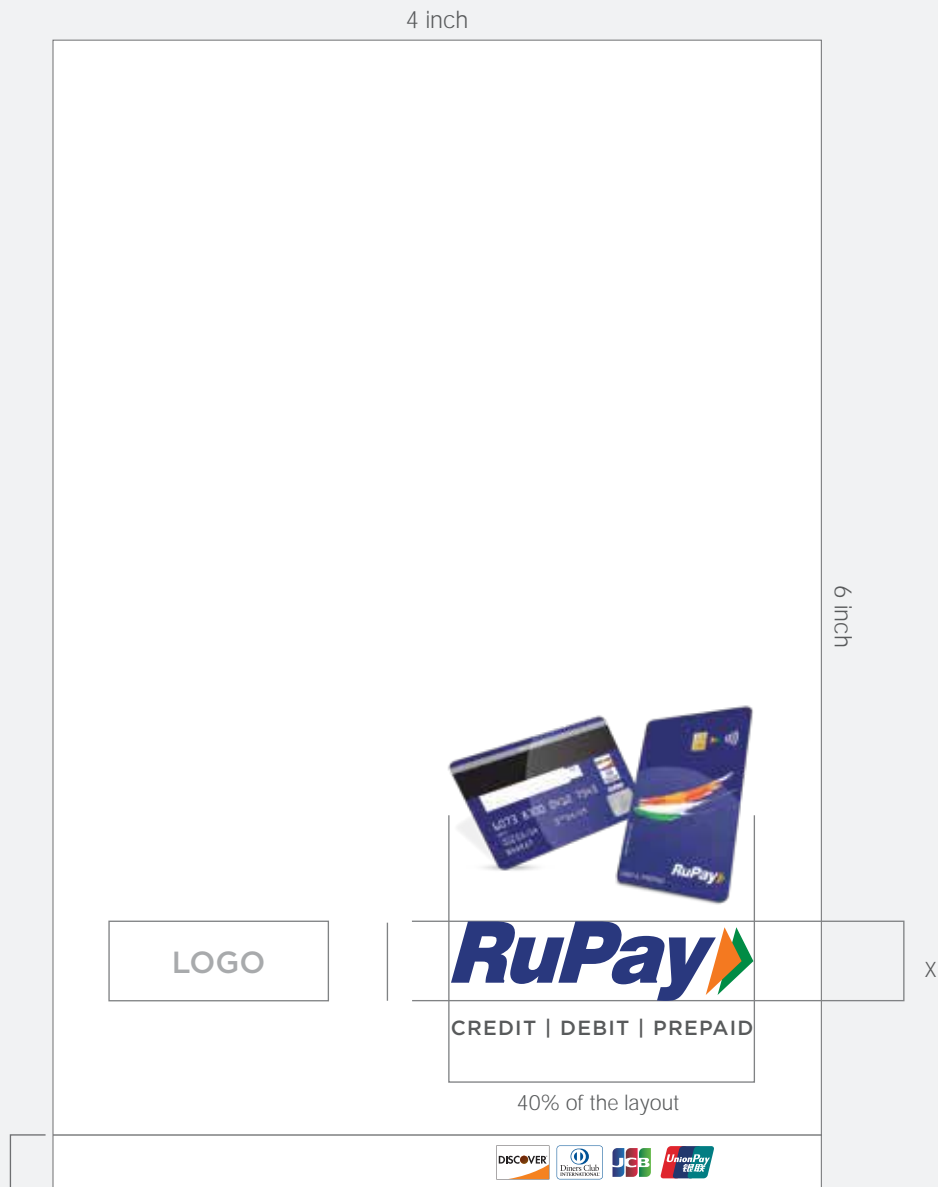
In case of a Tent card designed by the Merchant/Partner, the size of the Merchant/Partner logo must be equivalent to the size of the RuPay logo, matched my height only.

International partner logos like Discover, Diners Club, JCB, UnionPay etc. to be placed below RuPay logo in a panel which should be 5% of the height of the tent card.

As represented visually, both logos must be alongside each other and neither of them must be placed in isolation.

The size of the of the RuPay logo must not be less than 40% of the total width of the layout.

5% - of layout height



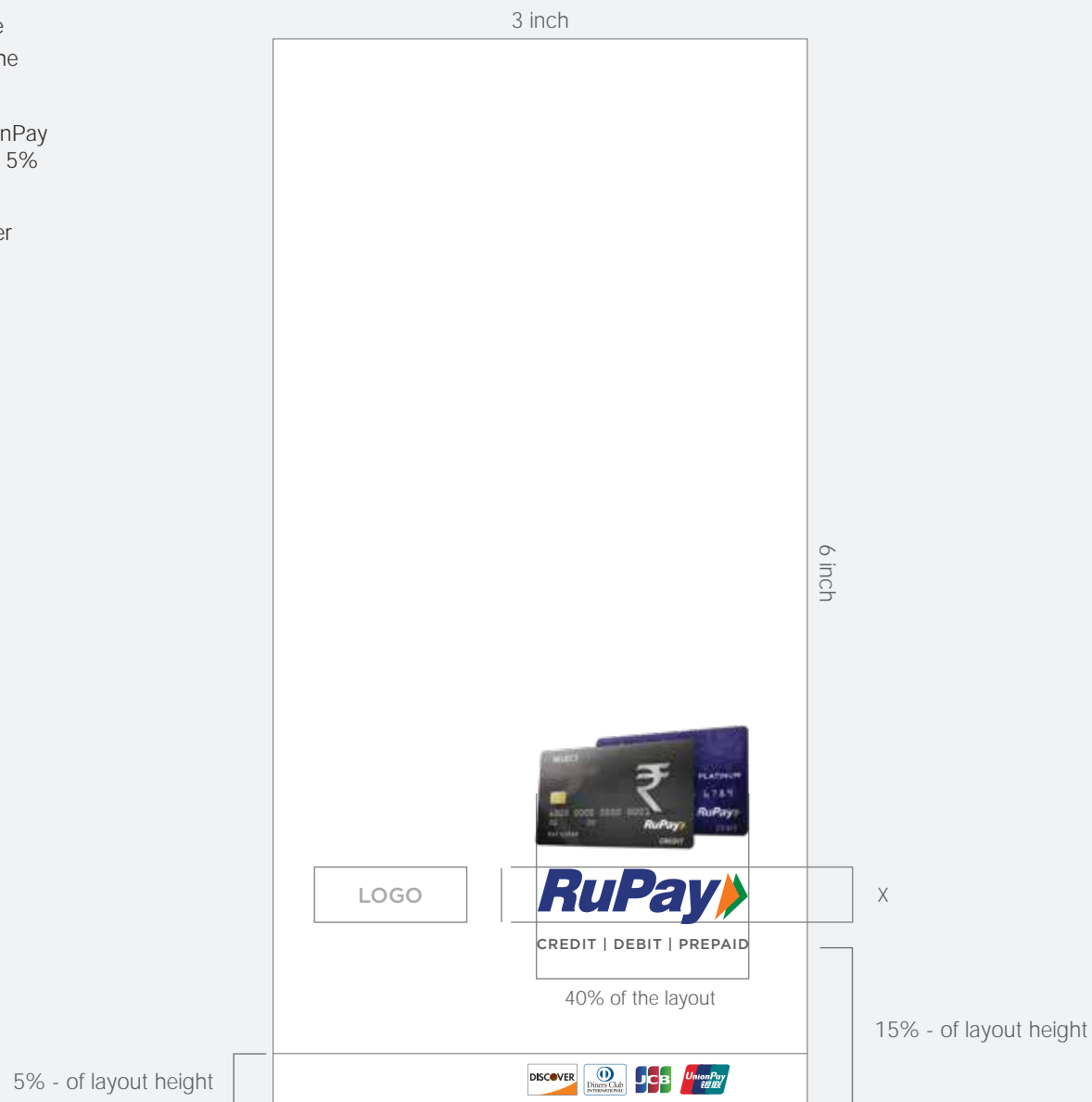
# Standee

In case of a Standee designed by the Merchant/Partner, the size of the Merchant/Partner logo must be equivalent to the size of the RuPay logo, matched by height only.

International partner logos like Discover, Diners Club, JCB, UnionPay etc. to be placed below RuPay logo in a panel which should be 5% of the height of the standee.

As represented visually, both logos must be alongside each other and neither of them must be placed in isolation.

The size of the of the RuPay logo must not be less than 40% of the total width of the layout. In order to ensure sufficient brand visibility, the RuPay logo unit must be placed in such a manner that a minimum of 15% of height of the layout must be left as dead space below the RuPay logo unit.



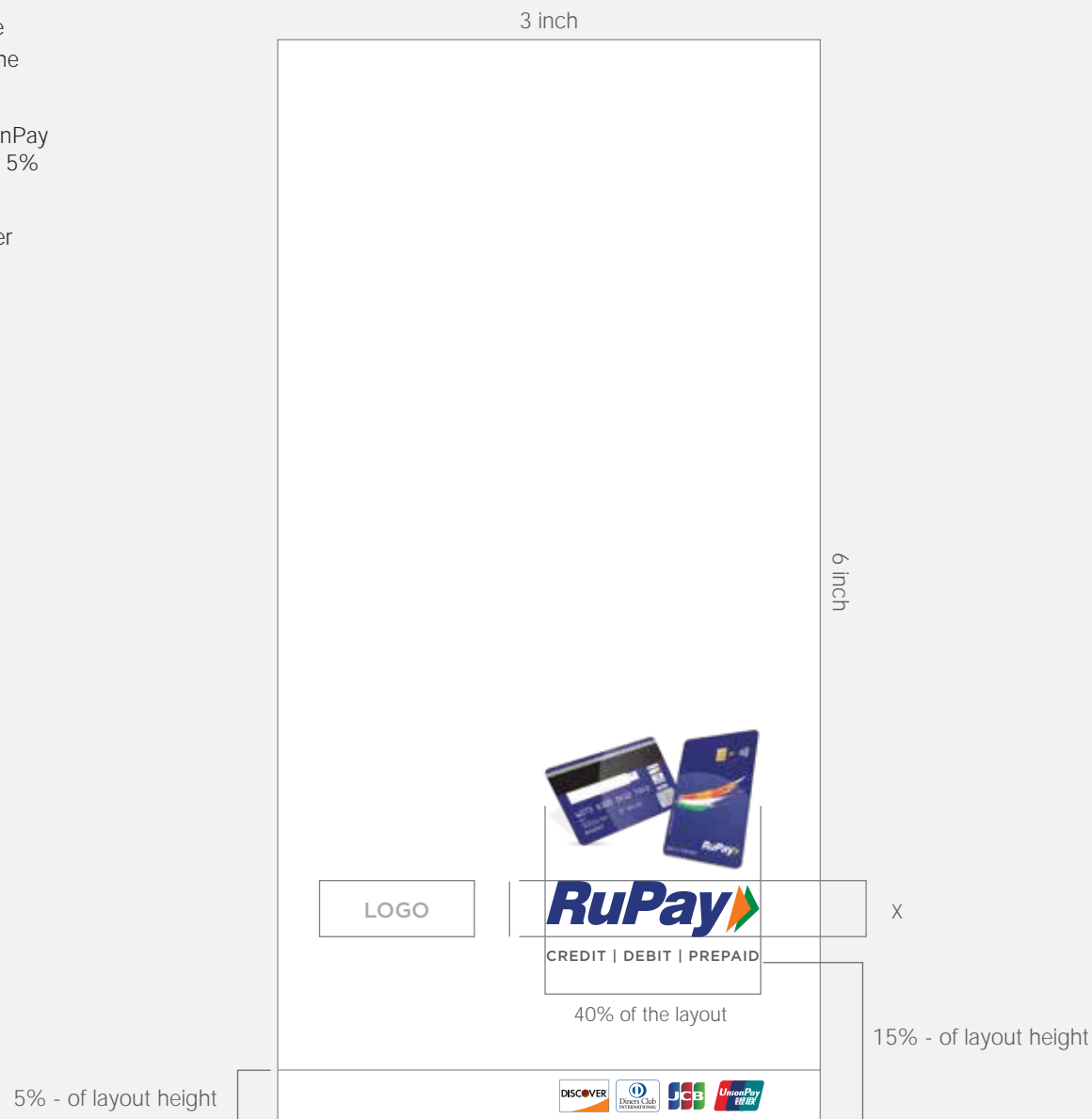
## Standee with vertical cards

In case of a Standee designed by the Merchant/Partner, the size of the Merchant/Partner logo must be equivalent to the size of the RuPay logo, matched by height only.

International partner logos like Discover, Diners Club, JCB, UnionPay etc. to be placed below RuPay logo in a panel which should be 5% of the height of the standee.

As represented visually, both logos must be alongside each other and neither of them must be placed in isolation.

The size of the of the RuPay logo must not be less than 40% of the total width of the layout. In order to ensure sufficient brand visibility, the RuPay logo unit must be placed in such a manner that a minimum of 15% of height of the layout must be left as dead space below the RuPay logo unit.



# Poster

In case of a Poster designed by the Merchant/Partner, the size of the Merchant/Partner logo must be equivalent to the size of the RuPay logo, matched my height only.

International partner logos like Discover, Diners Club, JCB, UnionPay etc. to be placed below RuPay logo in a panel which should be 5% of the height of the poster.

As represented visually, both logos must be alongside each other and neither of them must be placed in isolation.

The size of the of the RuPay logo must not be less than 40% of the total width of the layout.

5% - of layout height

14 inch

19 inch

LOGO



**RuPay**

CREDIT | DEBIT | PREPAID

40% of the layout



X

## Poster with vertical cards

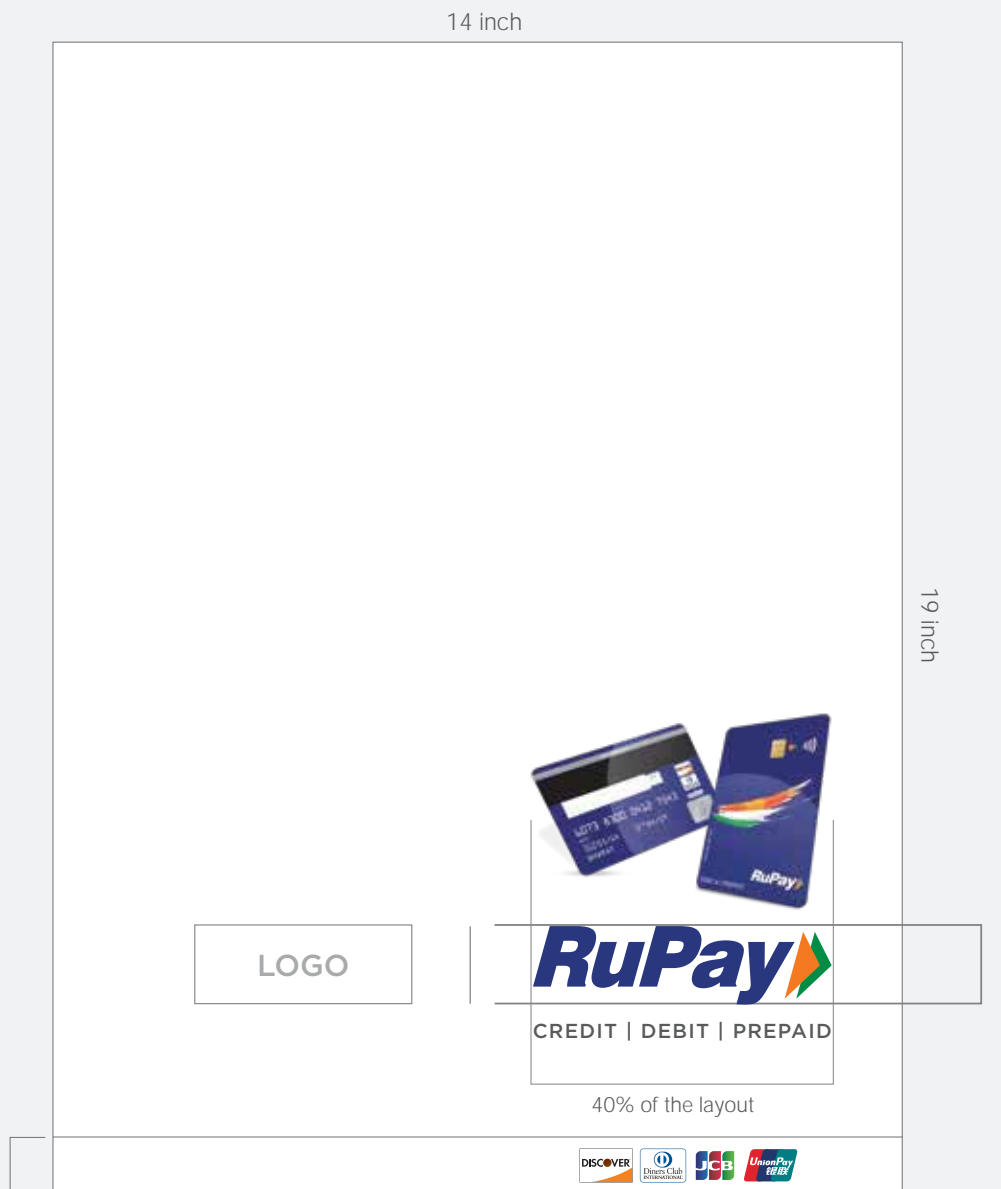
In case of a Poster designed by the Merchant/Partner, the size of the Merchant/Partner logo must be equivalent to the size of the RuPay logo, matched my height only.

International partner logos like Discover, Diners Club, JCB, UnionPay etc. to be placed below RuPay logo in a panel which should be 5% of the height of the poster.

As represented visually, both logos must be alongside each other and neither of them must be placed in isolation.

The size of the of the RuPay logo must not be less than 40% of the total width of the layout.

5% - of layout height



## Desk Standee

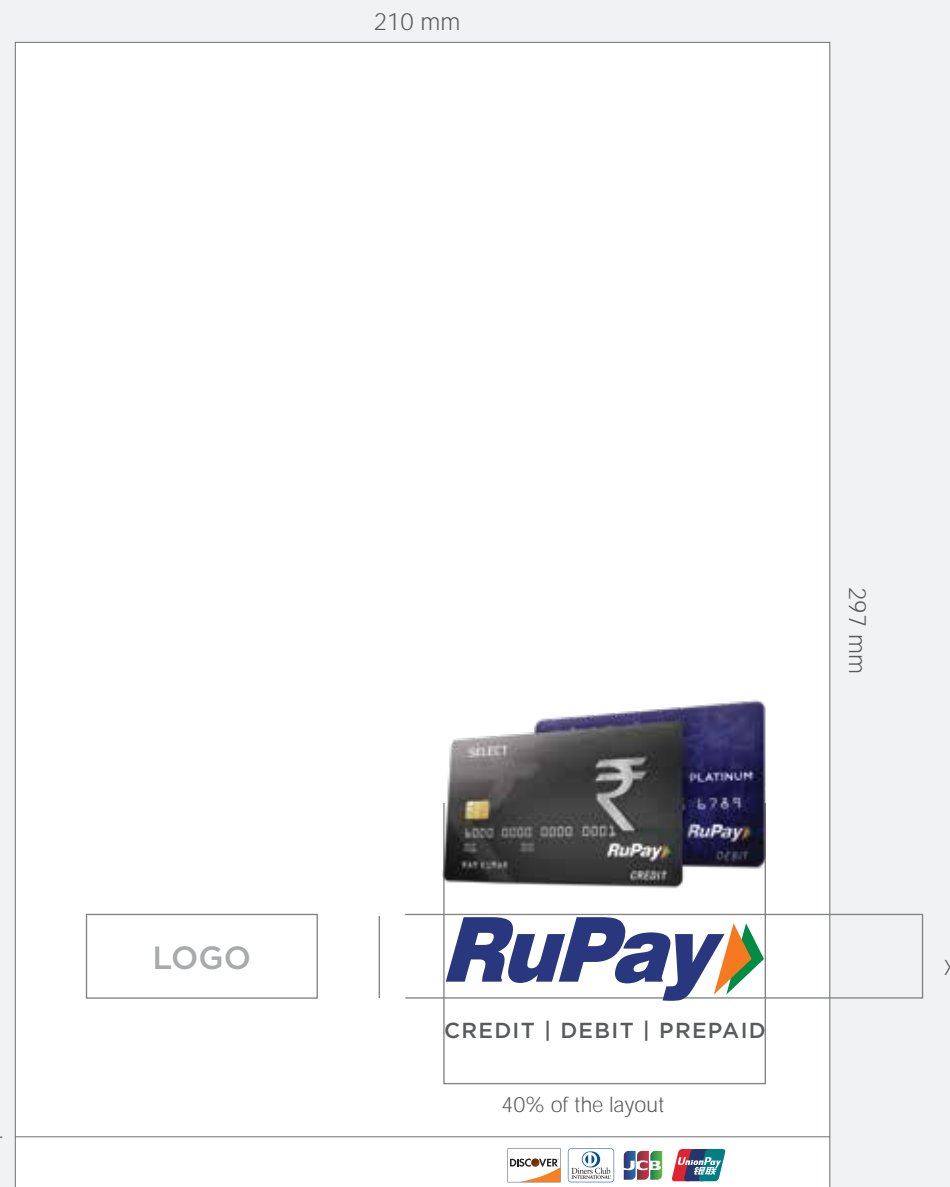
In case of a desk Standee designed by the Merchant/Partner, the size of the Merchant/Partner logo must be equivalent to the size of the RuPay logo, matched my height only.

International partner logos like Discover, Diners Club, JCB, UnionPay etc. to be placed below RuPay logo in a panel which should be 5% of the height of the standee.

As represented visually, both logos must be alongside each other and neither of them must be placed in isolation.

The size of the of the RuPay logo must not be less than 40% of the total width of the layout.

5% - of layout height



## Desk standee with vertical cards

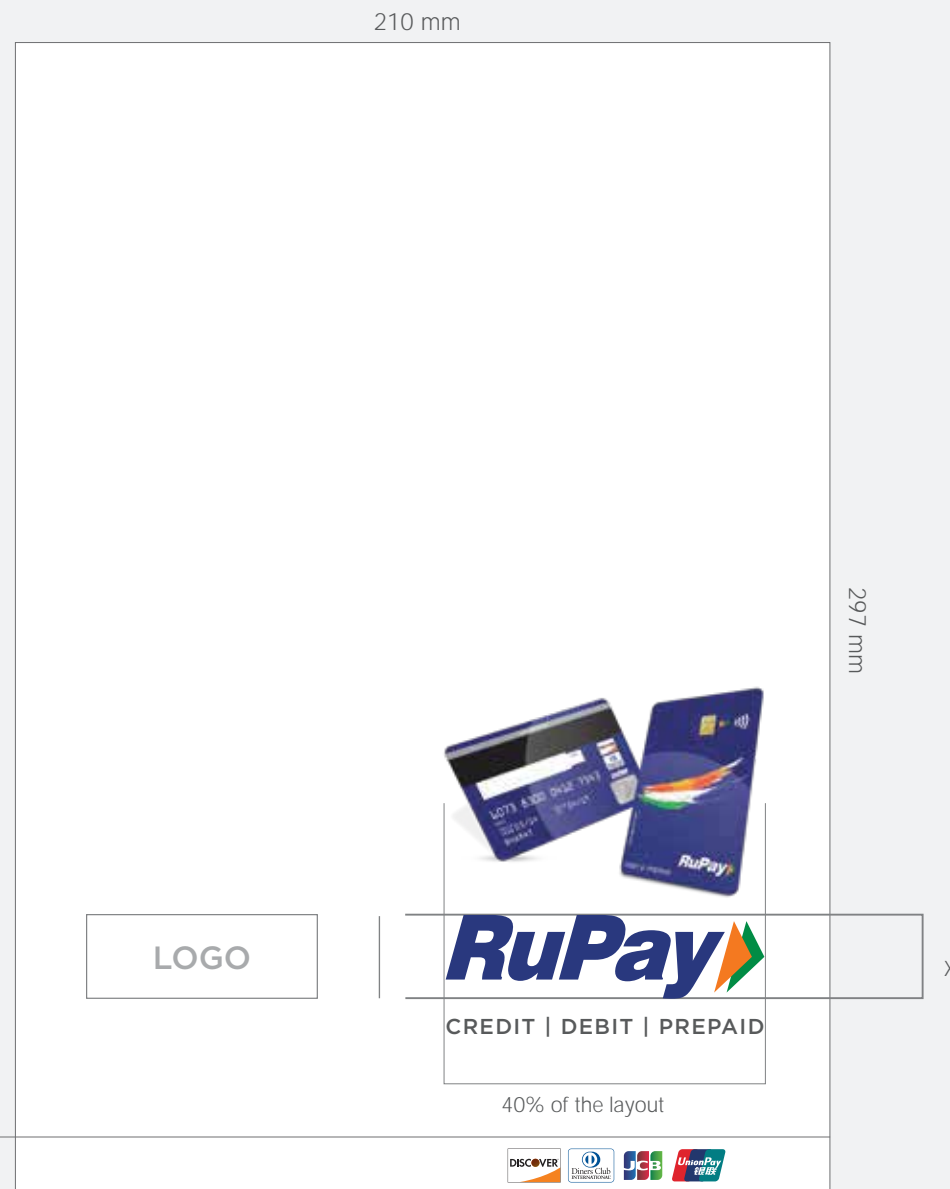
In case of a desk Standee designed by the Merchant/Partner, the size of the Merchant/Partner logo must be equivalent to the size of the RuPay logo, matched my height only.

International partner logos like Discover, Diners Club, JCB, UnionPay etc. to be placed below RuPay logo in a panel which should be 5% of the height of the standee.

As represented visually, both logos must be alongside each other and neither of them must be placed in isolation.

The size of the of the RuPay logo must not be less than 40% of the total width of the layout.

5% - of layout height





## Bill Folder

In case of a Bill folder, size of the RuPay logo be 60% of the total width of the layout. Here, the logo must be placed at the bottom of the artwork, and must be centre aligned.

5.51 inch

10.23 inch



CREDIT | DEBIT | PREPAID

60% of the layout

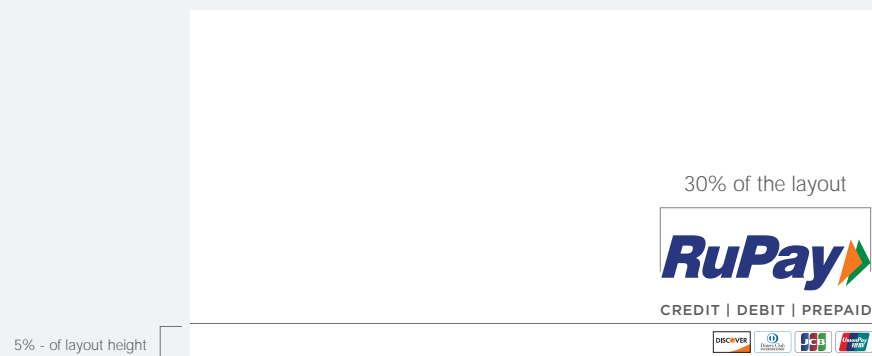
## Horizontal Layouts

The size of RuPay logo must not be less than 30% of the total width of the layout when the nature of the layout is horizontal.

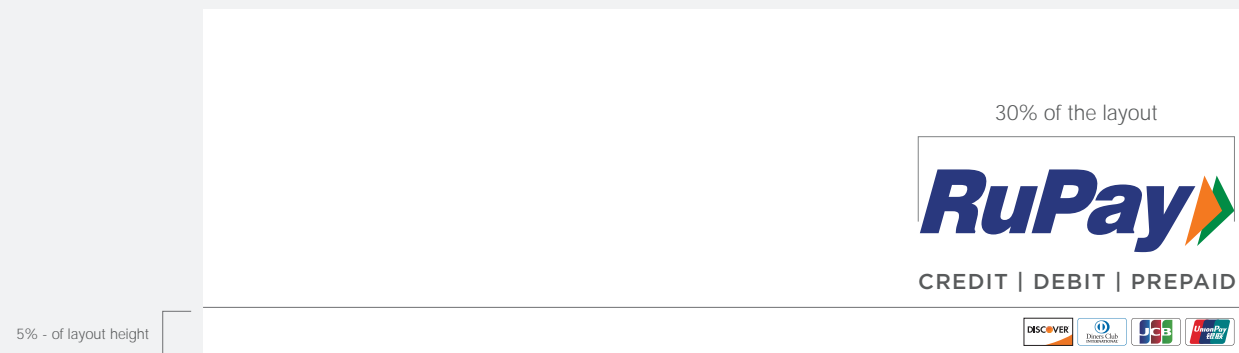
International partner logos like Discover, Diners Club, JCB, UnionPay etc. to be placed below RuPay logo in a panel which should be 5% of the height of the layout.

As represented visually, both logos must be alongside each other and neither of them must be placed in isolation.

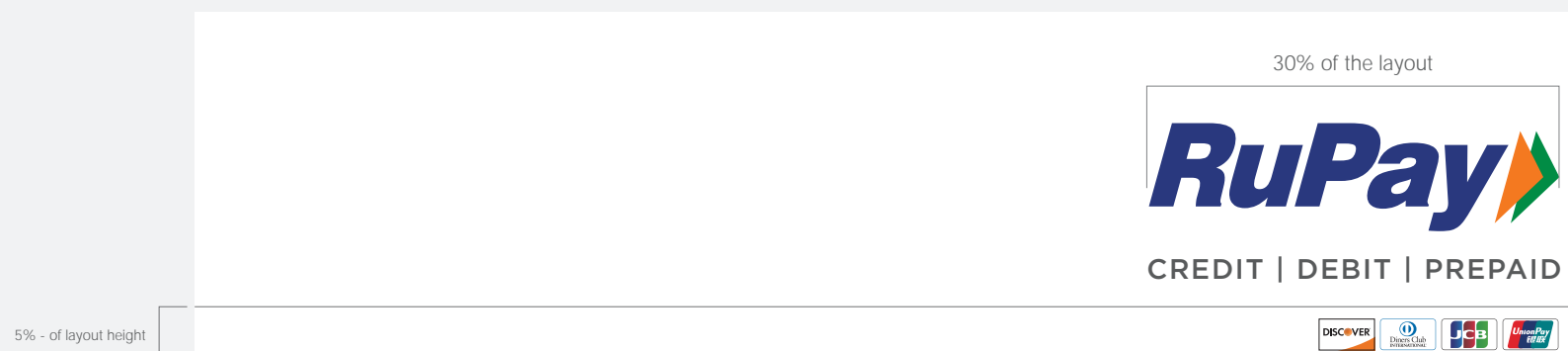
2x1



3x1

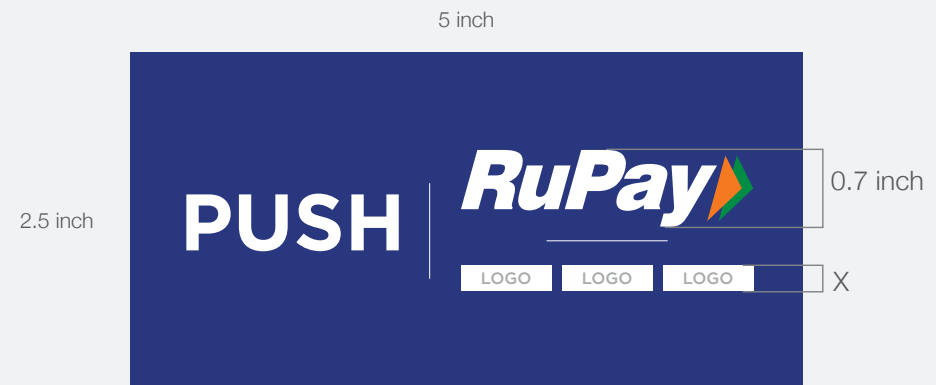
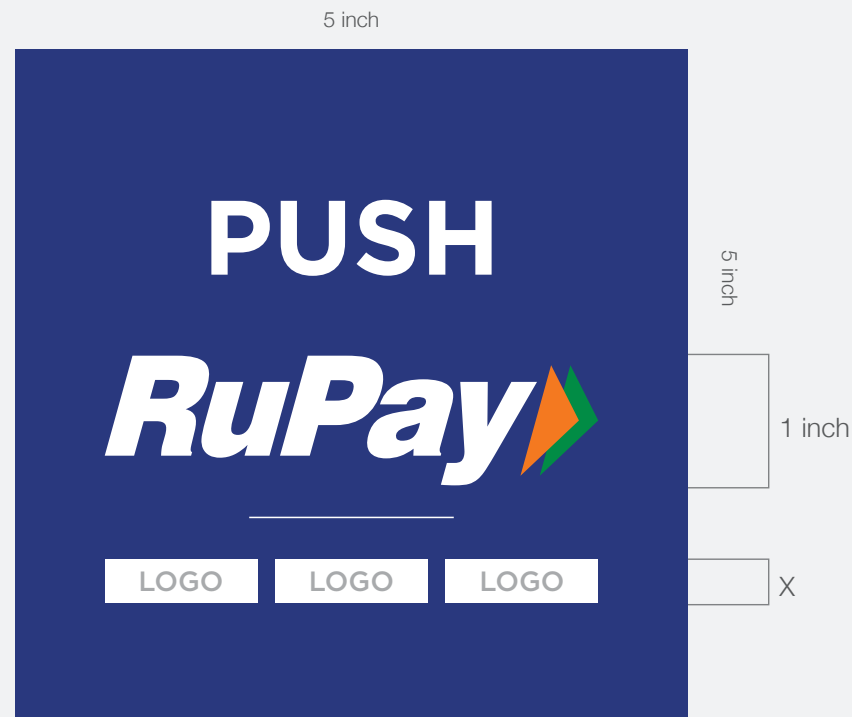


4x1



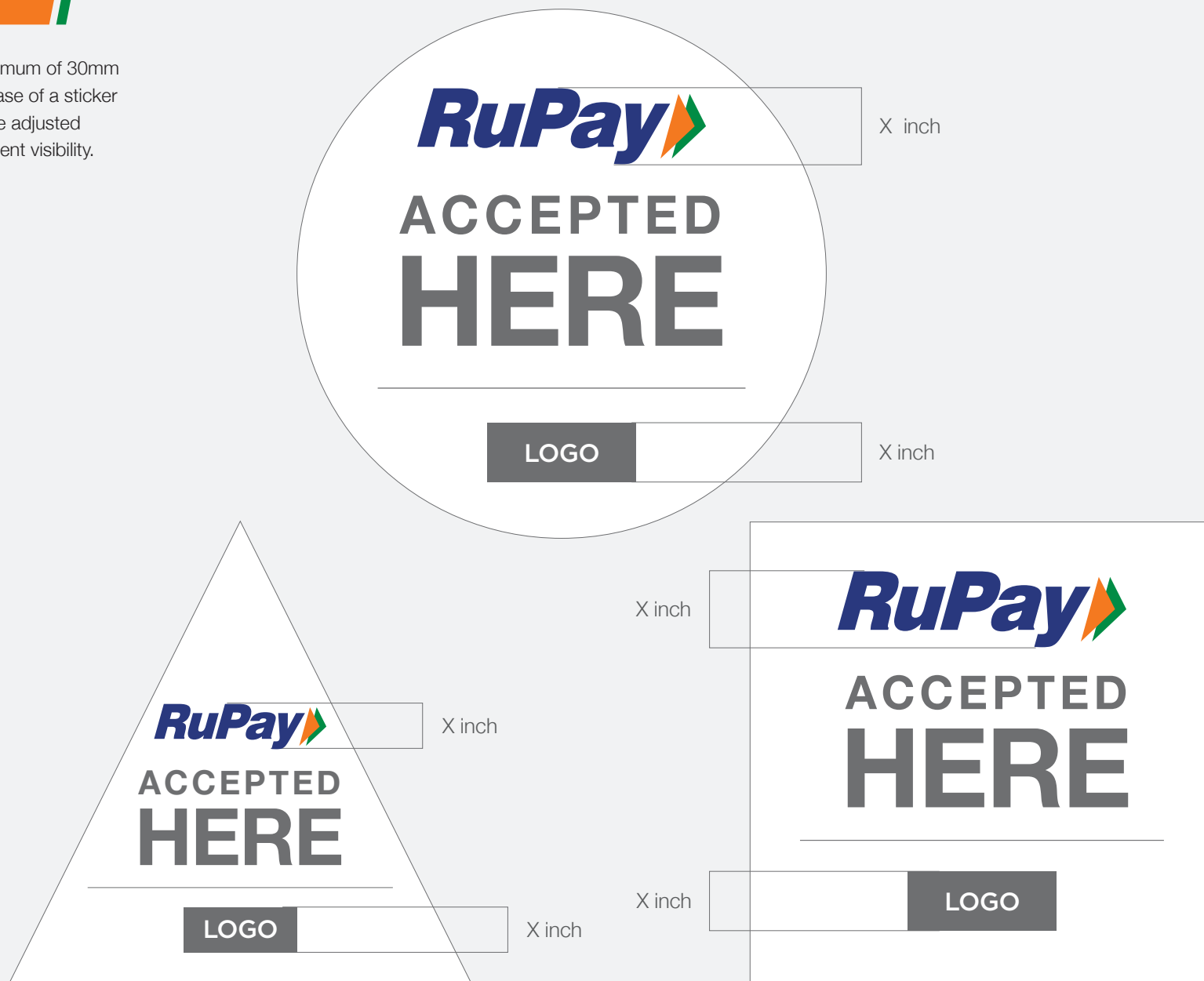
## Push Pull Sticker

In case of a Push Pull Sticker designed by the Merchant/Partner, the size of the Merchant/Partner logo must be equivalent to the size of the RuPay logo, matched my height only. As represented visually, both logos must be alongside each other and neither of them must be placed in isolation.



## Acceptance sticker

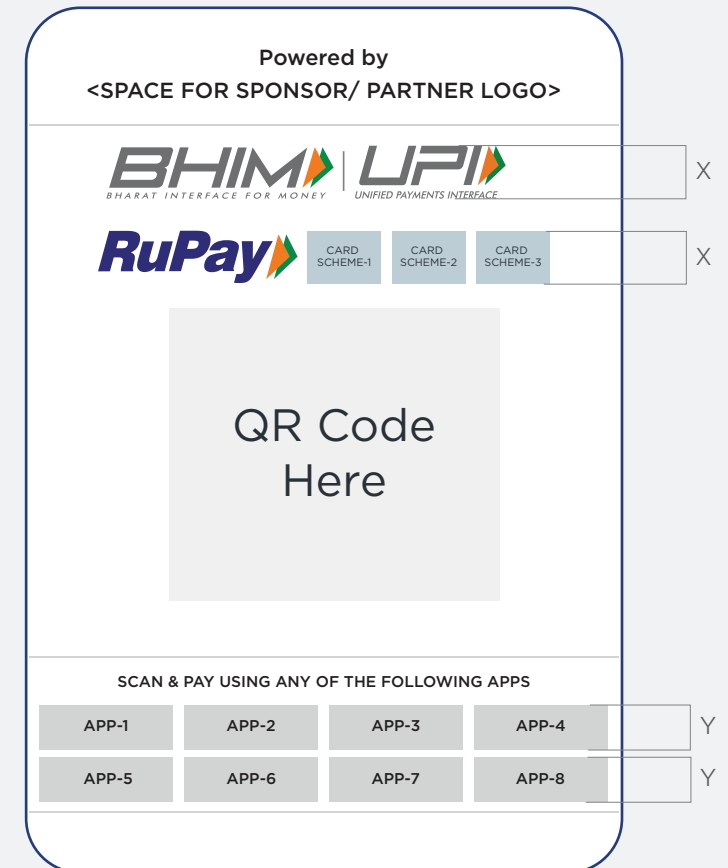
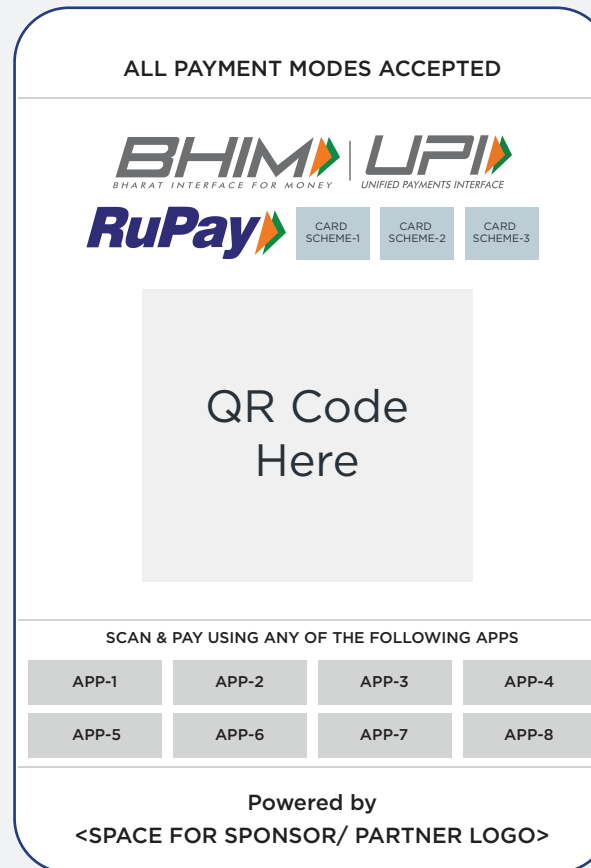
The size of RuPay logo must be a minimum of 30mm in width as mentioned on page 6. In case of a sticker design, size of the RuPay logo must be adjusted according to the layout ensuring sufficient visibility.



# Bharat QR Sticker

The Bharat QR template consists of 3 entities –

- The sponsor/ partner logo
- list of network/ technology partners
- Bank/ PSP apps through which the QR can be scanned
- Since the QR stickers/ cards are provided by the sponsors, their logo gets a preferential space.
- Apart from the sponsor logo, the heights of all other logos on the QR sticker to be matched in their respective category, with a minimum height of 8.25mm each logo
- All network/ technology/ app partners to be arranged in alphabetical order
- The QR should be UPI compliant with a minimum size of 1in x 1in for readability



**THANK YOU**