

UPI LITE
UNIFIED PAYMENTS INTERFACE
GUIDELINES

Table of Content

The required logos or logo unit can be downloaded from the Media Contact section on the NPCI website
Direct Link: <https://www.npci.org.in/npci-in-news/media-contact>

If after reading the branding guidelines, you still haven't found the answer to your query, please contact us on: **brand@npci.org.in**

UPI LITE Feature

UPI LITE is a flagship service offering by UPI (Unified Payments Interface) to enable easy, safe, instant, and contactless payments without the need to enter UPI PIN.

Features of UPI LITE

1. Clutter Free Passbook
2. Less exposure of UPI PIN
3. No UPI PIN required for making payments
4. Unlimited low value transaction

The Logo & Colour

The logo is derived from the UPI and NPCI brand elements.
The word 'UPI LITE' will be written in 'Helvetica' font.

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



The Logo Size

Usage of UPI LITE 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).

UPI LITE Horizontal Logo



UPI LITE Vertical Logo

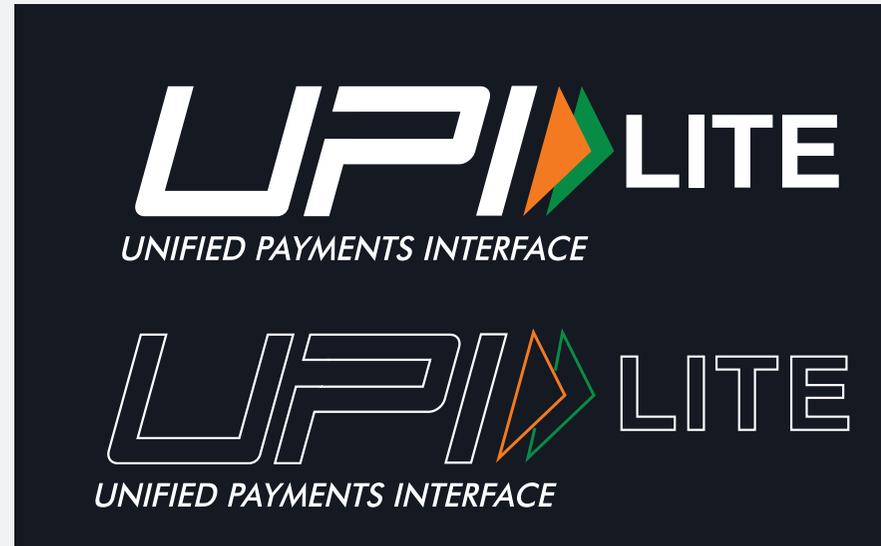


UPI LITE Reverse Logo

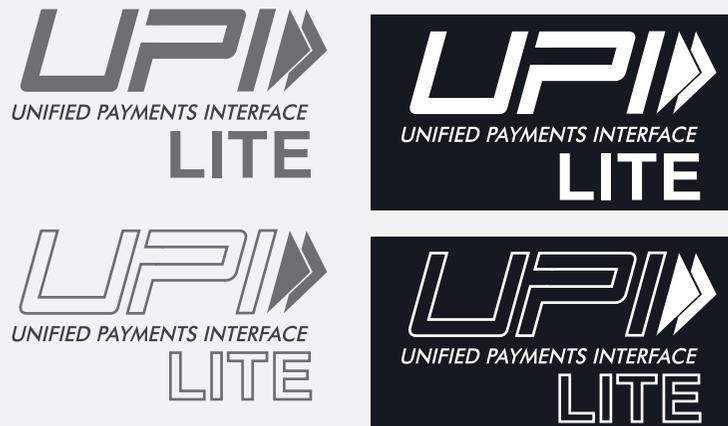
UPI LITE Reverse Horizontal Logo



UPI LITE Reverse Verticle Logo



UPI LITE Single Color Horizontal Logo



UPI LITE Single Color Verticle Logo



UPI LITE Icon usage

UPI LITE icon usage on different background colors of apps



Original FastForward



Single color FastForward

Fonts

The official typeface for UPI LITE 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

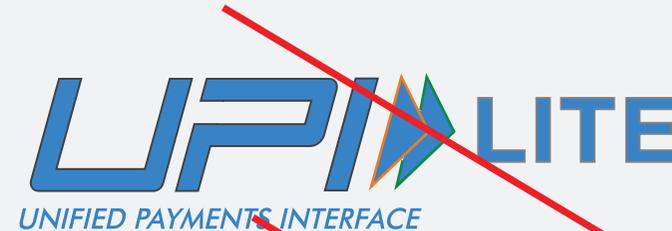
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

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

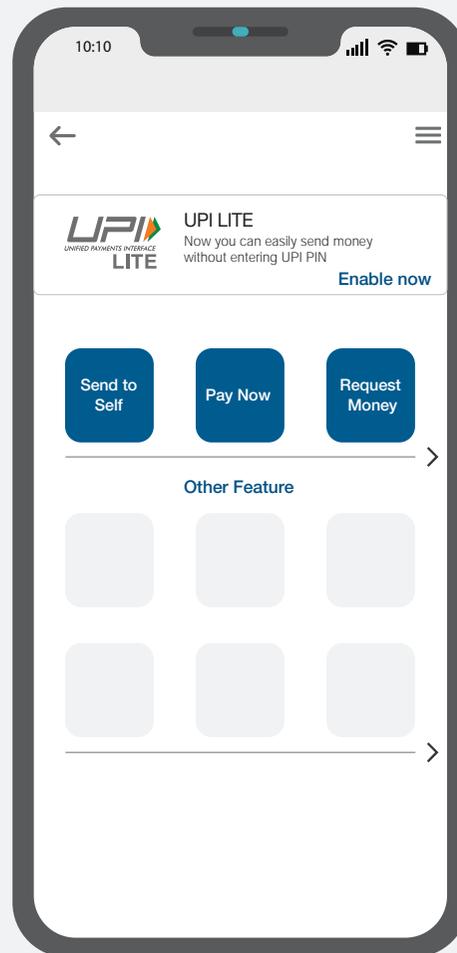
The unit needs to be properly used as stated in the previous slides. Usage of any other mnemonic, icon, visual or graphic element even for representational purposes are strictly prohibited. Here are some representation examples of how not to use the unit.



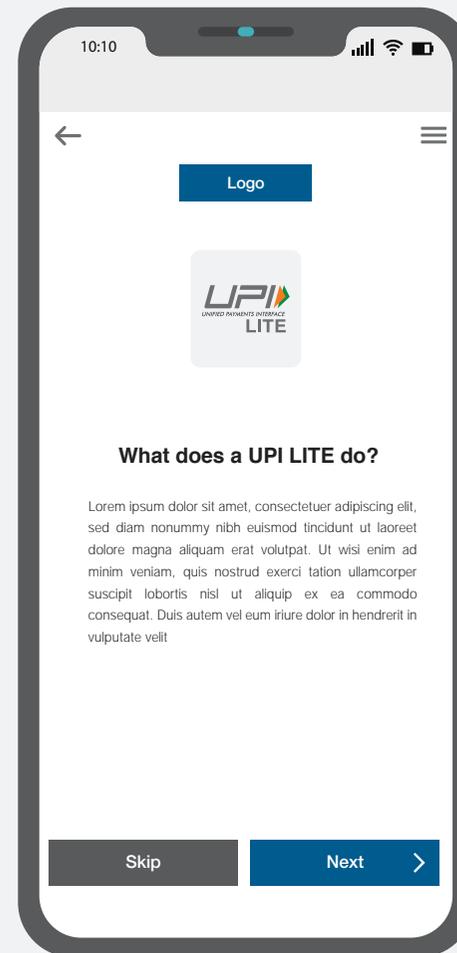
UPI LITE - How to enable

UPI LITE - How to enable

During the consumer journey, UPI LITE logo needs to be displayed at the following:
Also, while enabling UPI LITE; UPI LITE overview should be provided which describes the features and how to use UPI LITE



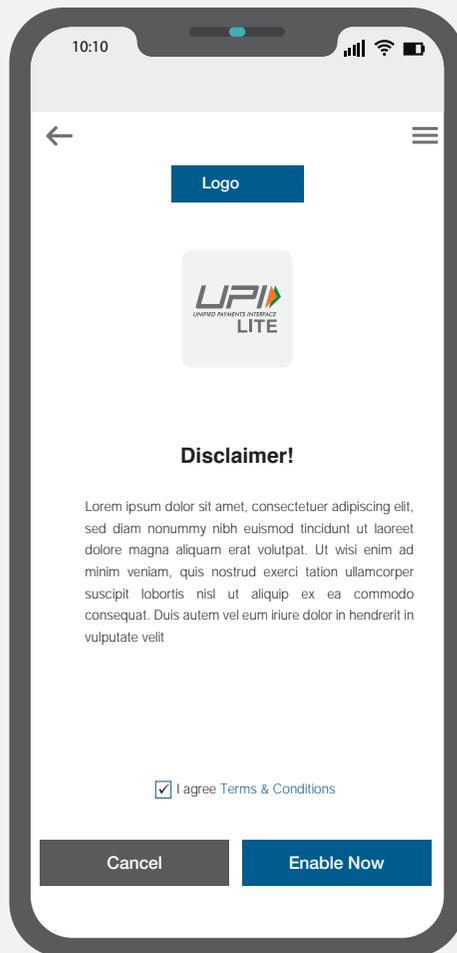
UPI LITE banner on home page



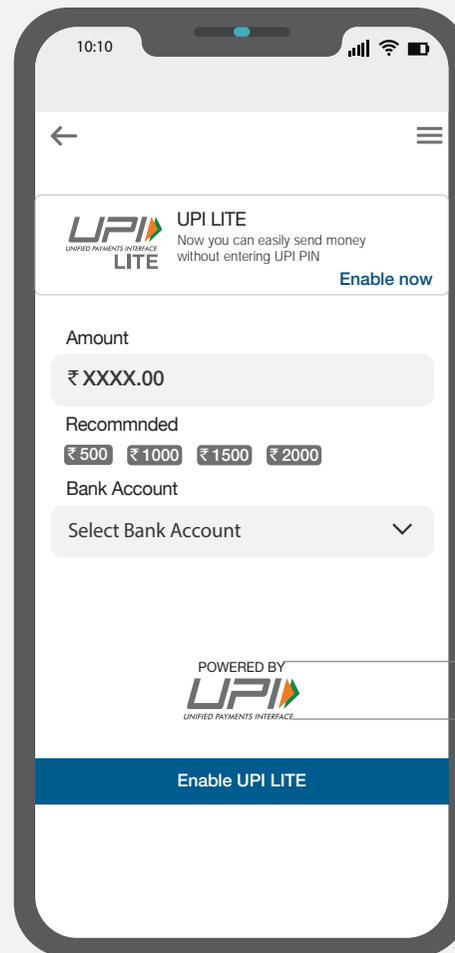
UPI LITE overview

UPI LITE - How to enable

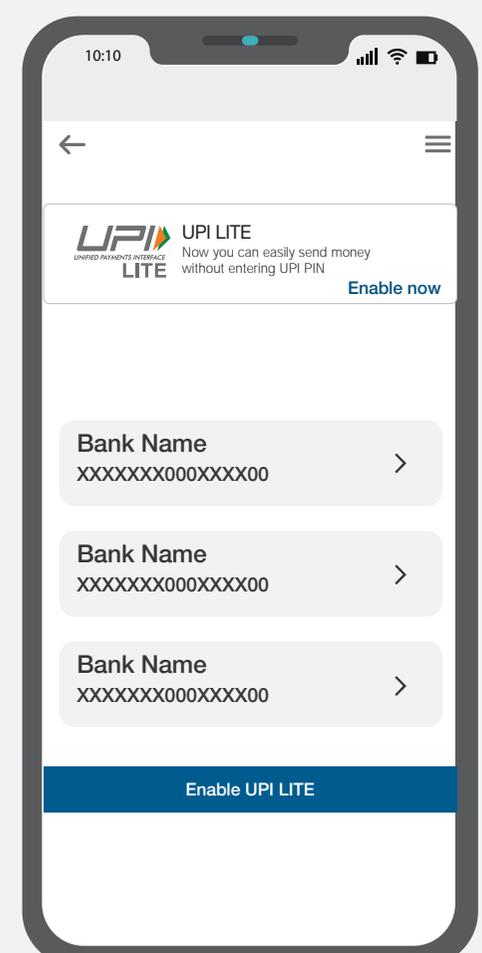
During the consumer journey, UPI LITE logo needs to be displayed at the following:
Powered by UPI Logo must be used at all places where UPI API's are being called.



UPI LITE terms & conditions



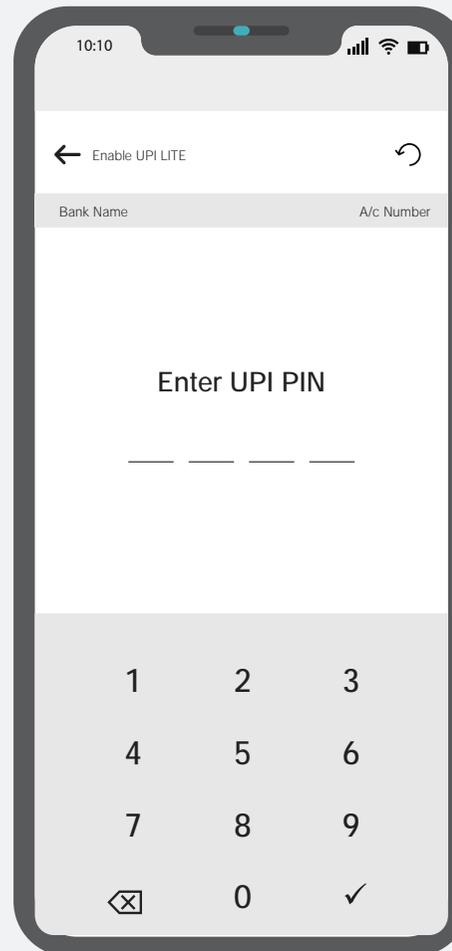
UPI LITE account money add



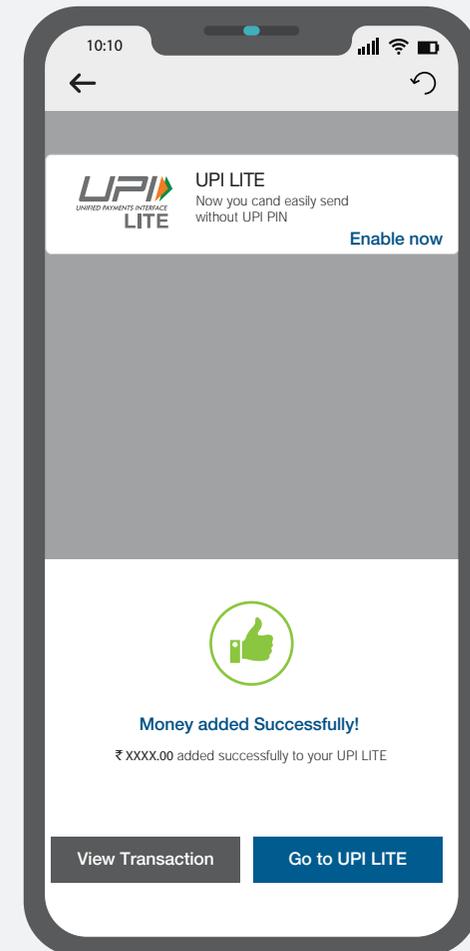
UPI LITE select bank account

UPI LITE - How to enable

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



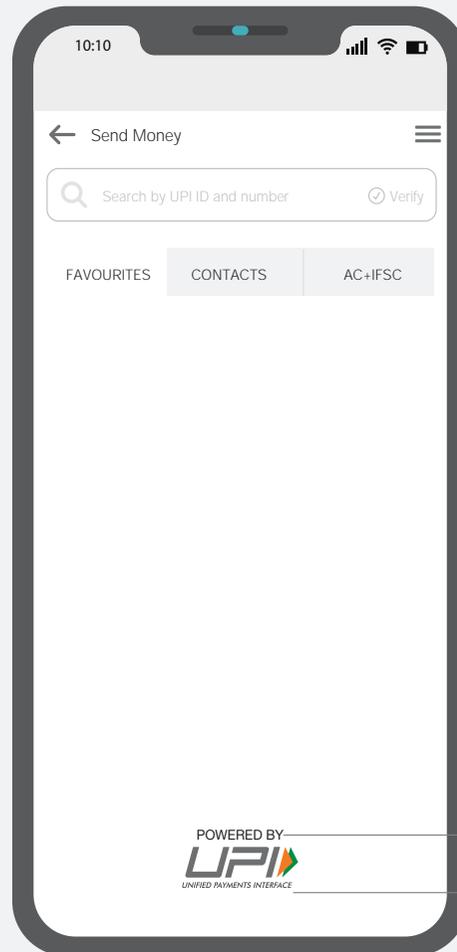
Enter and confirm UPI PIN



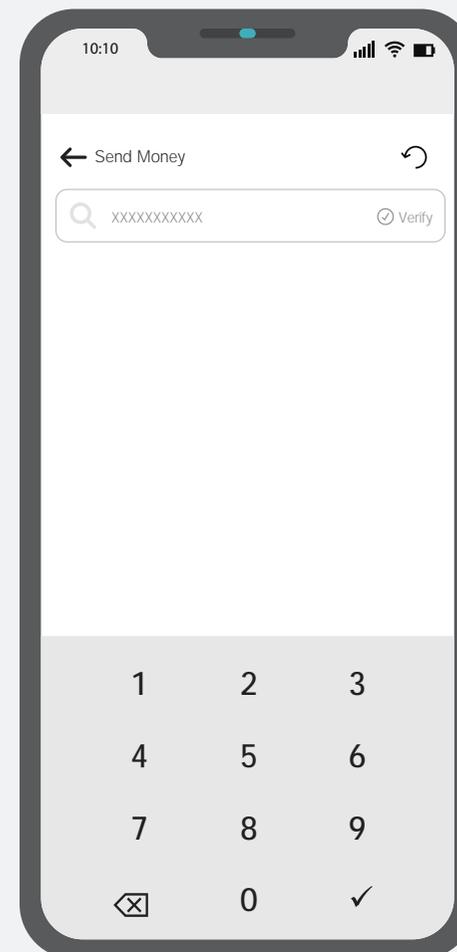
Money added successfully

UPI LITE - Financial Transaction

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



UPI LITE beneficiary



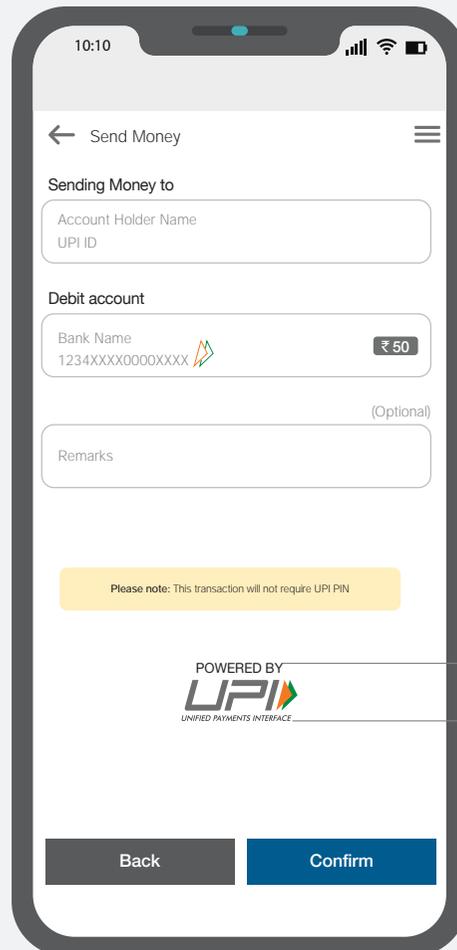
Verify UPI ID

UPI LITE - Financial Transaction

While sending money if the amount is below ₹ 200 by default the amount must be deducted by UPI LITE.

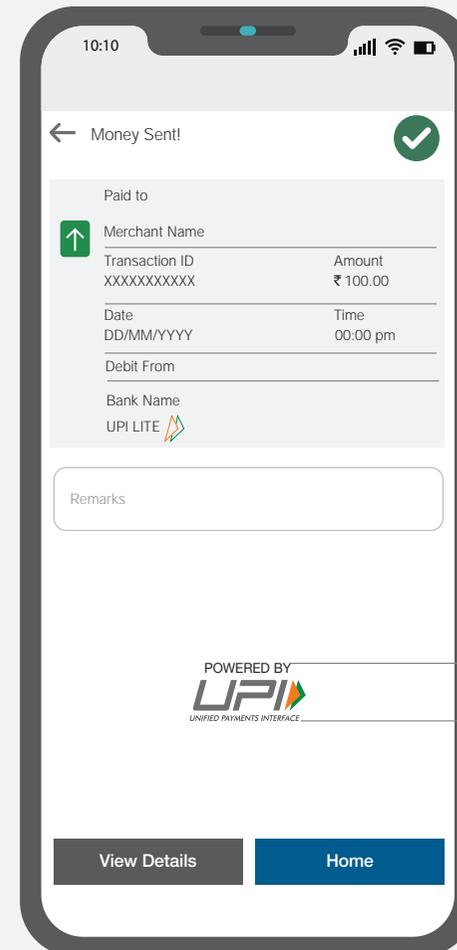
And the fast forward logo of UPI LITE needs to be displayed as following:

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



50 pixels

UPI LITE payment page

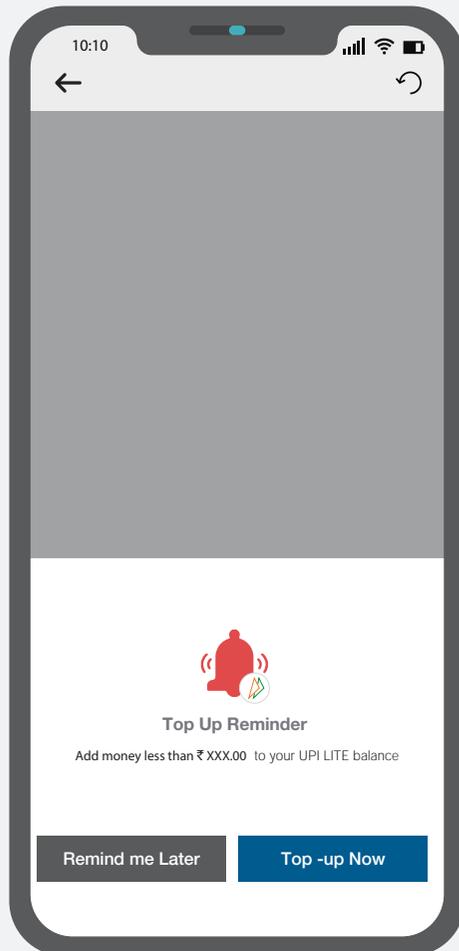


50 pixels

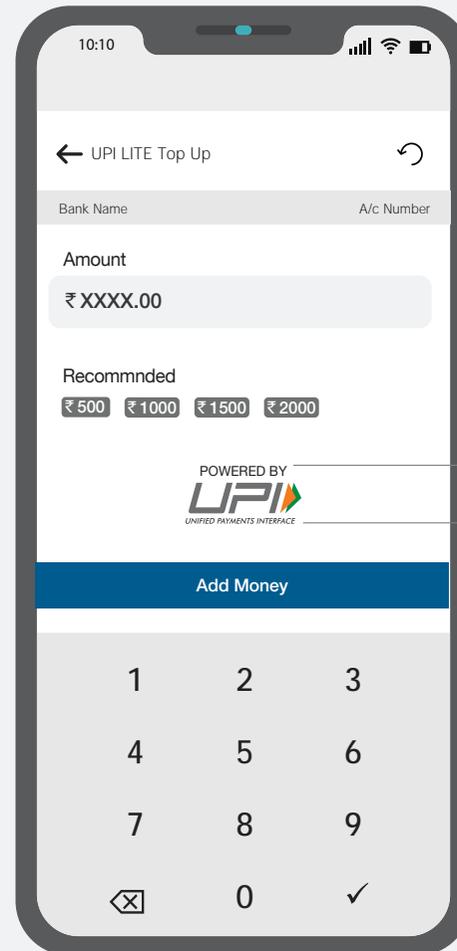
UPI LITE payment details

UPI LITE - Top-up

When App reminds of top-up to UPI LITE users, it must have the UPI LITE fast forward logo as following:
Powered by UPI Logo must be used at all places where UPI API's are being called.



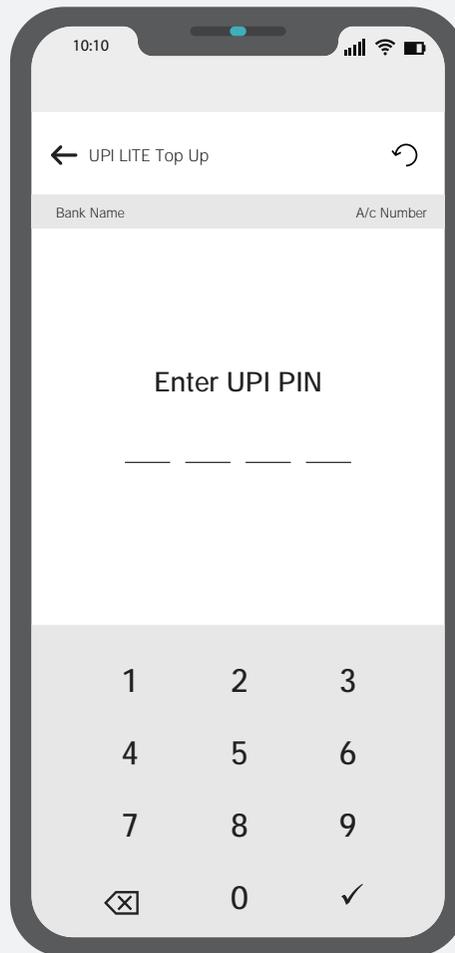
UPI LITE top-up reminder



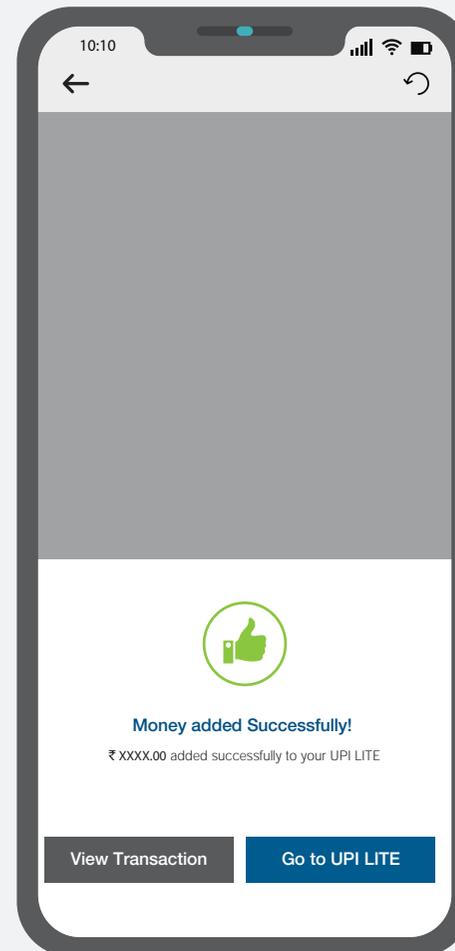
UPI LITE add money

UPI LITE - Top-up

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



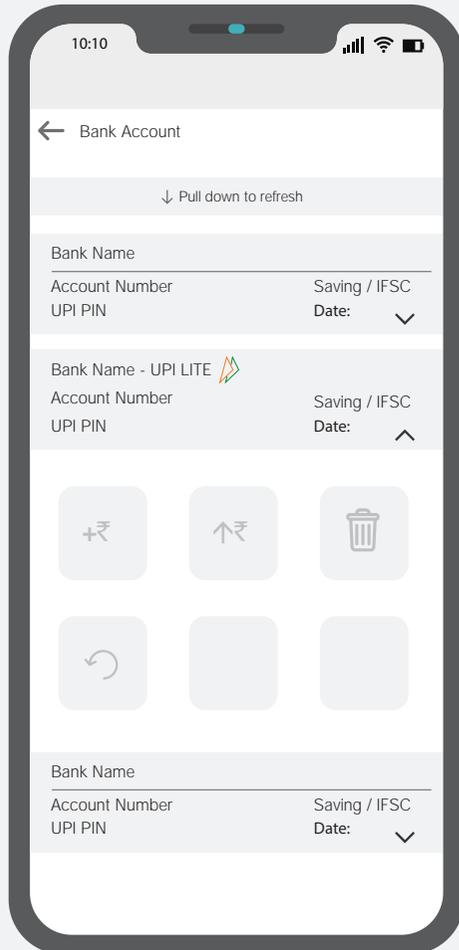
Enter and confirm UPI PIN



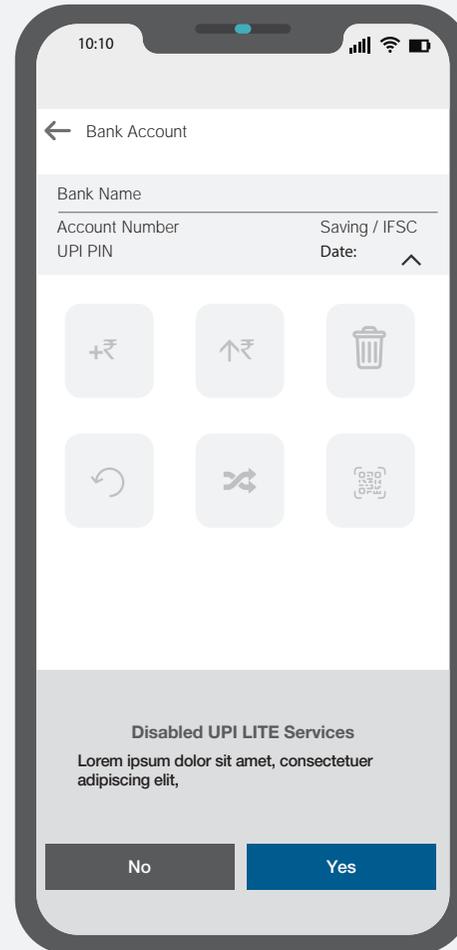
Money added successfully

UPI LITE - How to Disable

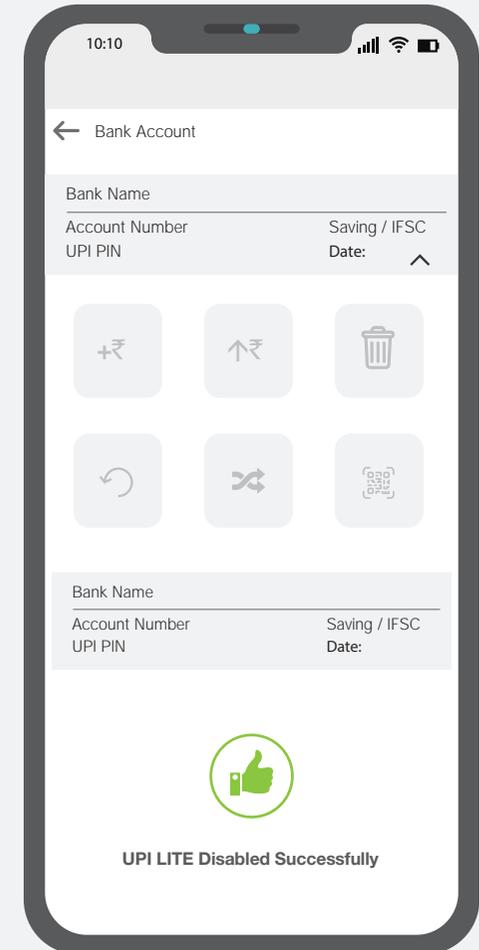
On the App accounts page, UPI LITE card should also be there;
During the consumer journey, UPI LITE logo needs to be displayed at the following:



UPI LITE account page



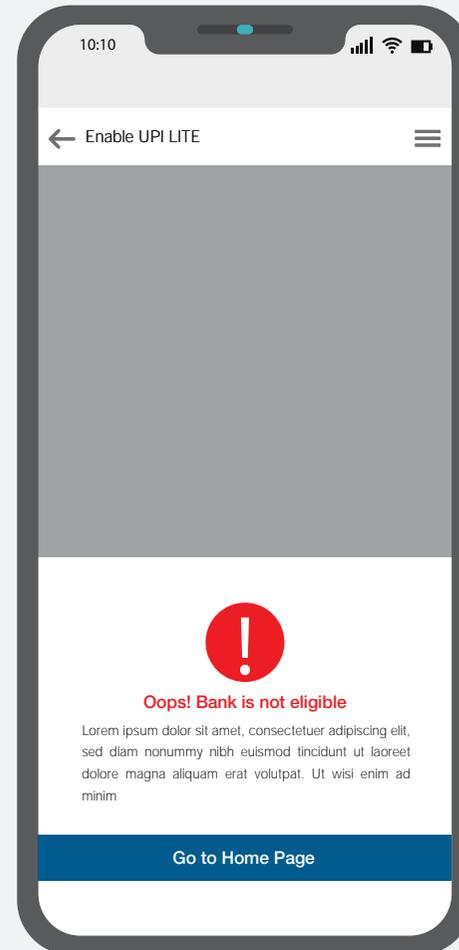
UPI LITE disabled services



UPI LITE disabled successfully

UPI LITE - Bank not eligible

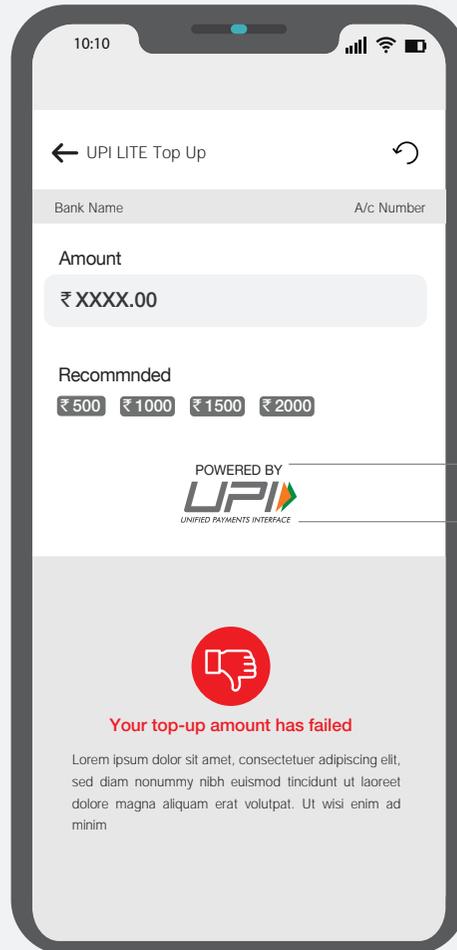
During the consumer journey, UPI LITE logo needs to be displayed at the following:



UPI LITE Bank not eligible

UPI LITE - Payment error

During the consumer journey, UPI LITE logo needs to be displayed at the following:
User should be able to differentiate between UPI and UPI LITE transactions



50 pixels

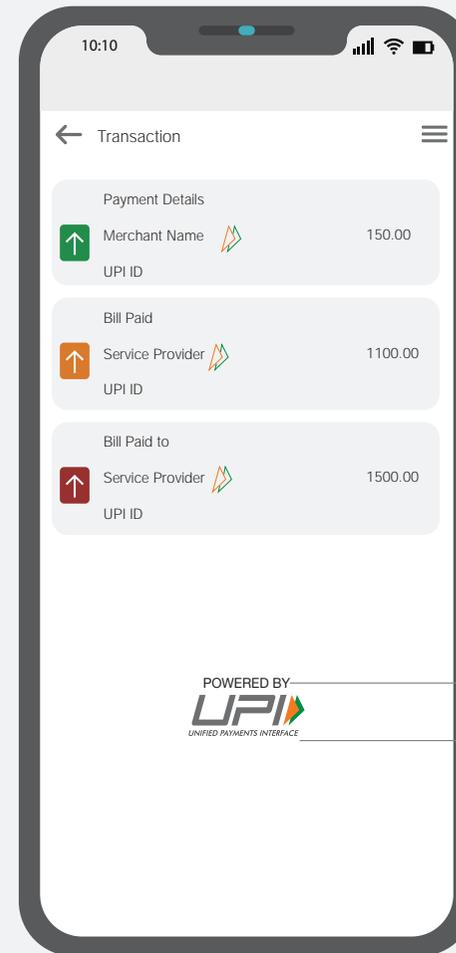
UPI LITE top-up failed



UPI LITE transaction process

UPI LITE - Transaction History

During the consumer journey, UPI LITE logo needs to be displayed at the following:
User should be able to differentiate between UPI and UPI LITE transactions



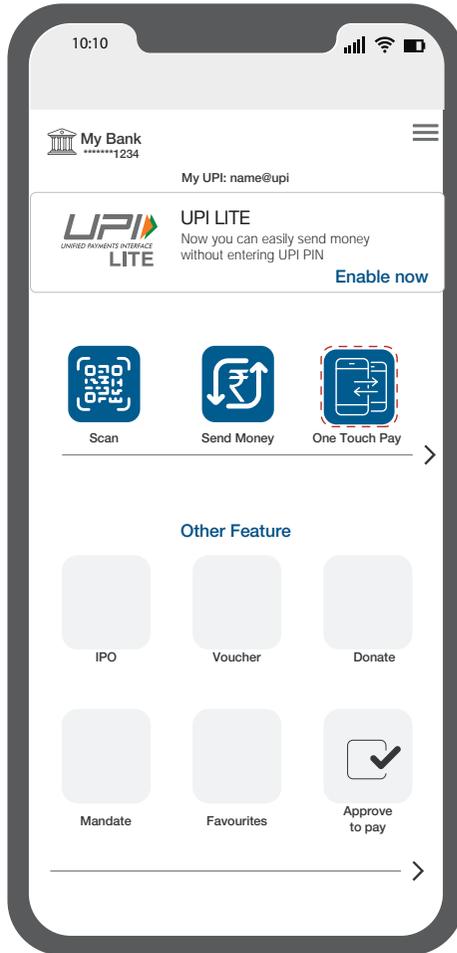
50 pixels

Transaction History

UPI LITE - OFFLINE TRANSACTION

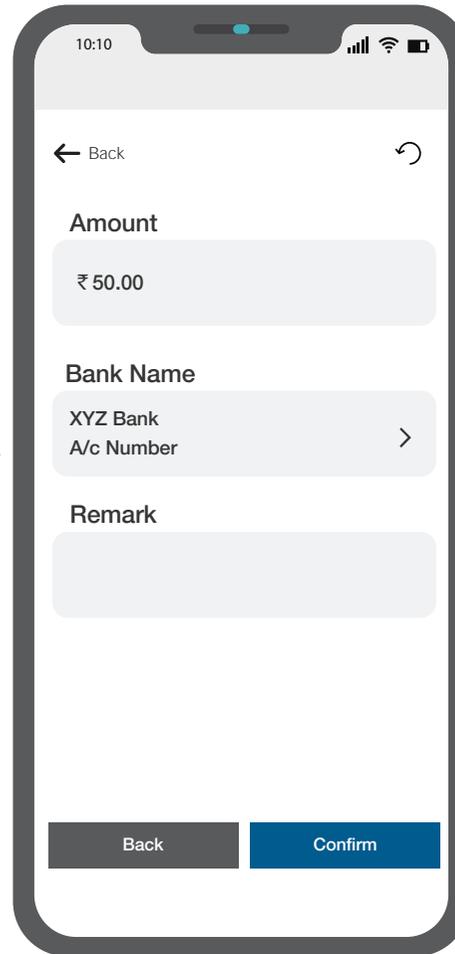
UPI LITE - P2P Offiline

Payer



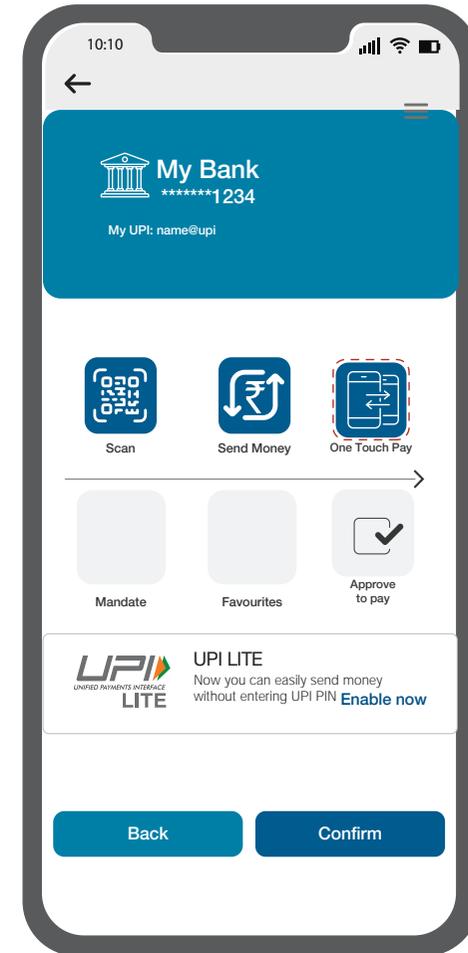
Step 1:
Payer opens application and selects One Touch as payment option.

Payer



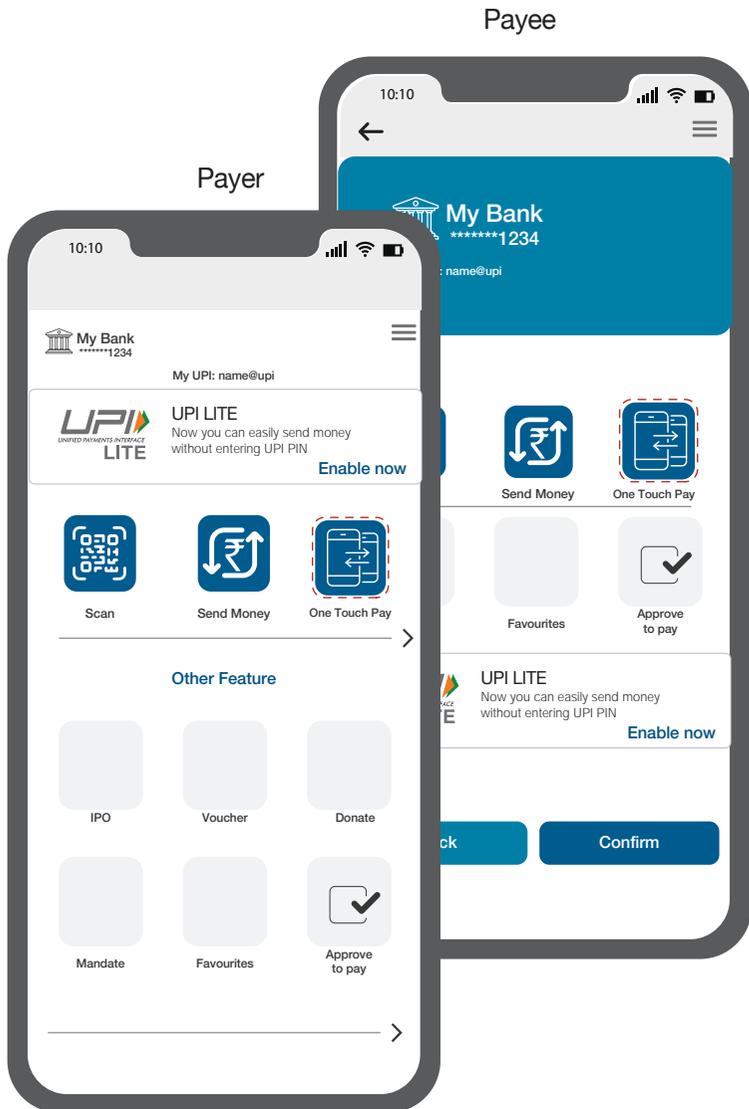
Step 2:
Payer enters amount and clicks on confirm button

Payee

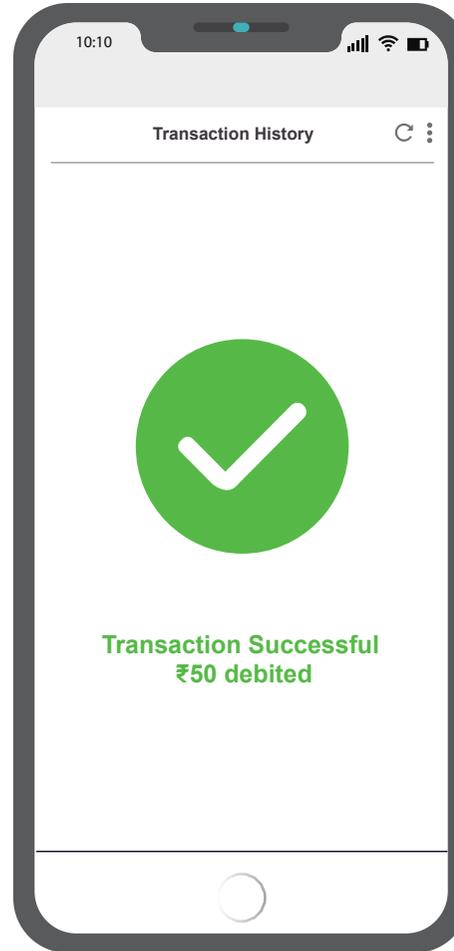


Step 3: Payee has to open app his/her payment application to receive the amount.

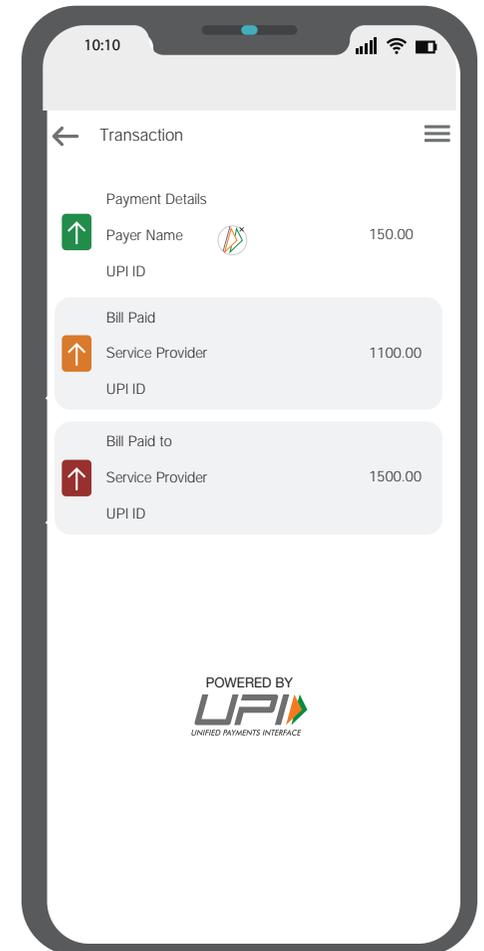
UPI LITE - P2P Offline



Step 4: Payer will Touch on Payee Device to transfer the amount.



Step 5: Transaction successful without UPI PIN.



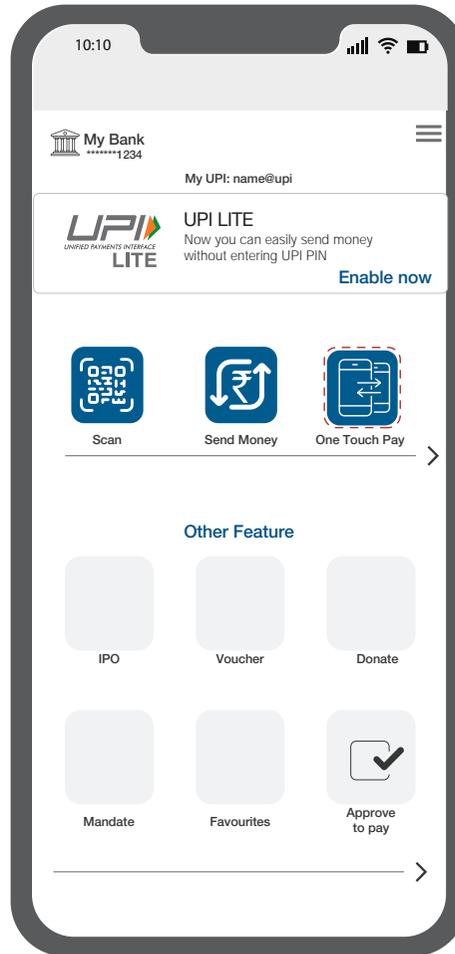
Transaction History

UPI LITE - P2M Offline

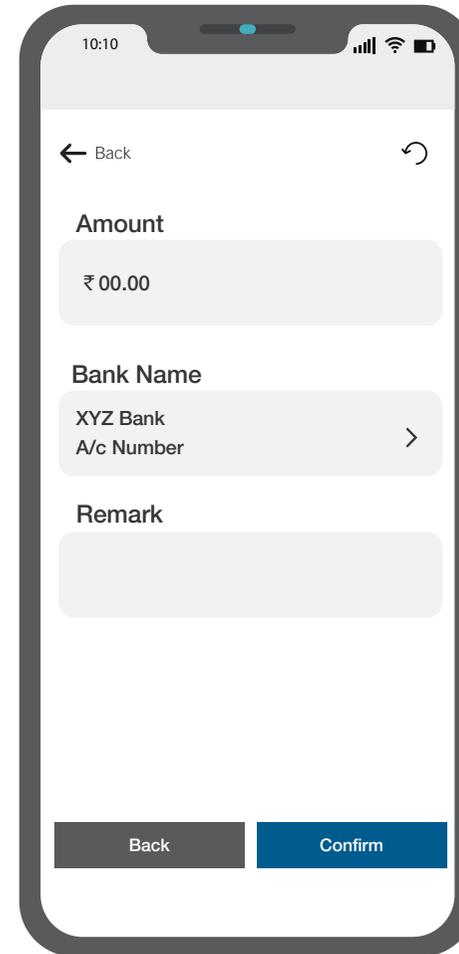


Step 1: Merchant enters amount and wait for touching the payer device on POS.

Payer



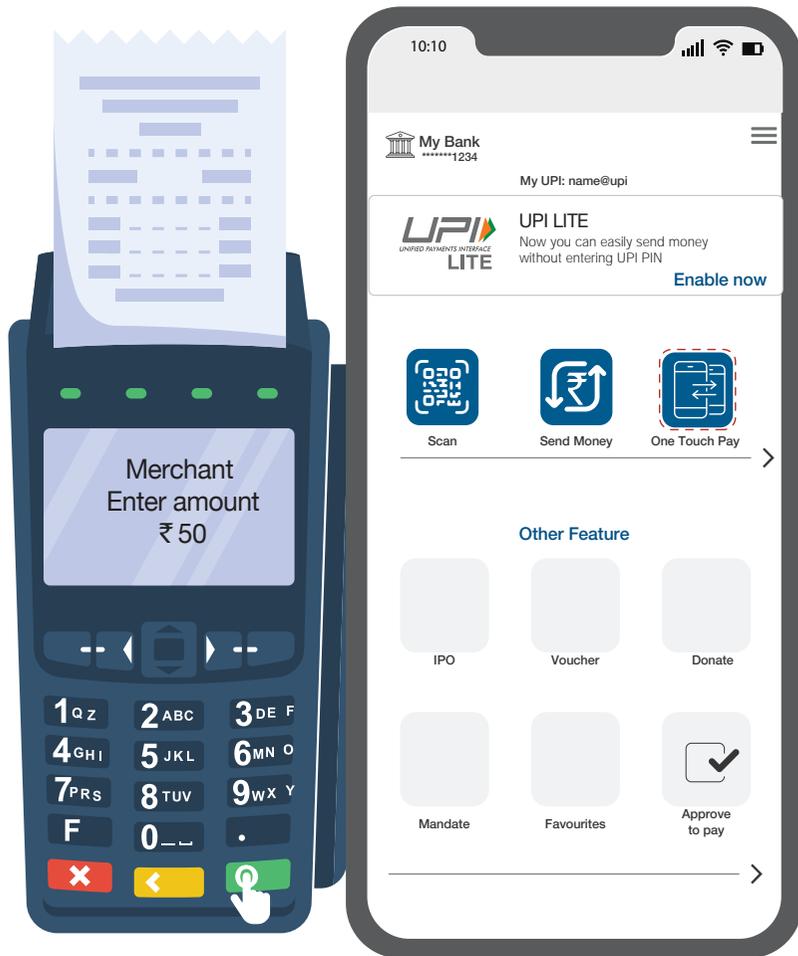
Payer



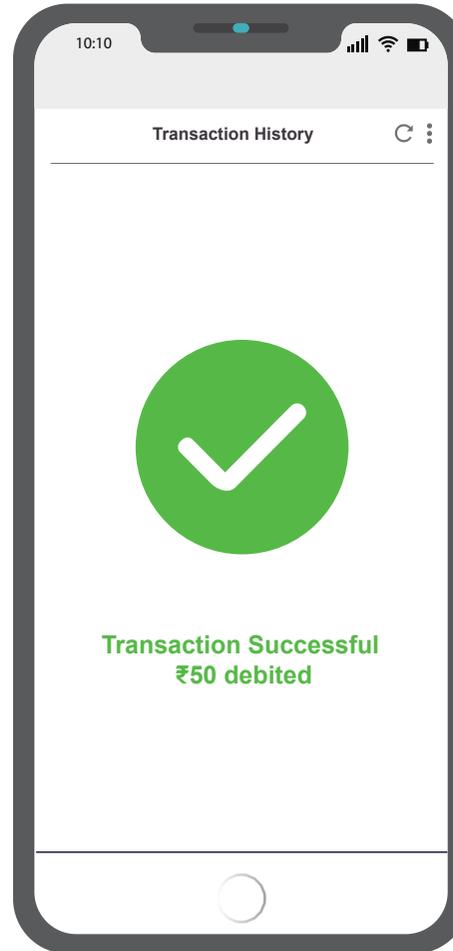
Step 3: Payer enters the amount

UPI LITE - P2M Offline

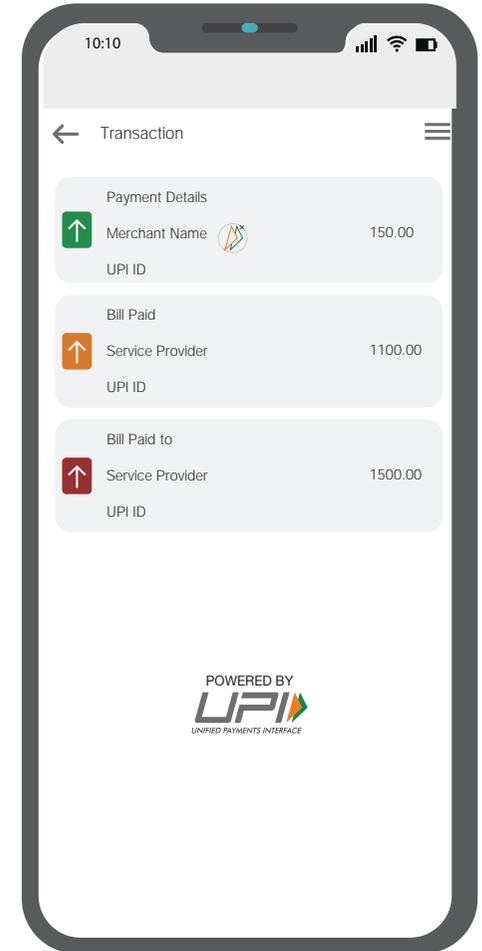
Payer



Step 4: Now, Payer will Touch on merchant POS to transfer the amount.



Step 5: Transaction successful without UPI PIN.



Transaction History