



GUIDELINES

Logo Concept

The e-RUPE logo is an amalgamation of the two most powerful symbols in India, the rupee symbol and the UPI logo. The two symbols have been used together, to create a final logo that actually reads, "**rupee**". The typeface used here along with the tricolour, represents a modern India and ease of payment.

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 - Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

HelveticaEXT - Normal

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue - Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue - Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue - Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

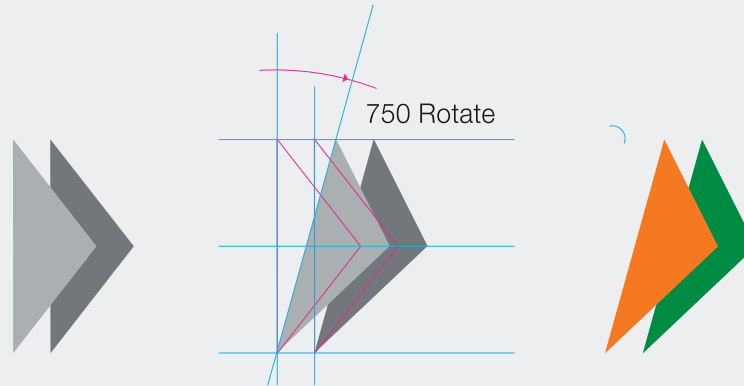
Helvetica Neue - Condensed Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Helvetica Rounded LT STD - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Mnemonic



Logotype



Symbol

The Logo & Colours



	C 00	R 109
	M 00	G 110
	Y 00	B 113
	K 70	

	C 100	R 043
	M 00	G 139
	Y 100	B 075
	K 20	

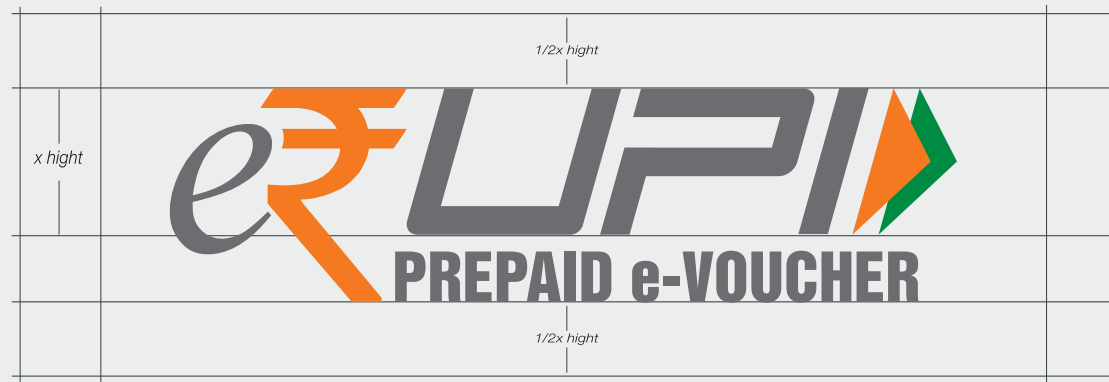
	C 00	R 217
	M 65	G 120
	Y 100	B 045
	K 00	

	C 00	R 067
	M 00	G 066
	Y 00	B 066
	K 90	

	C 00	R 029
	M 00	G 029
	Y 00	B 027
	K 100	



The Logo Size



Minimum Size :

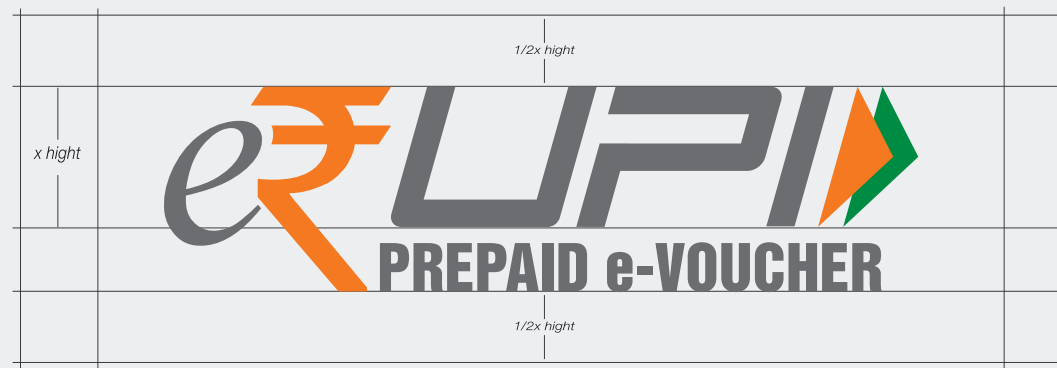


25 pixels



15 mm

e-RUPI Logo



Improper Symbol Usage

Examples of incorrect usage

Correct Usage



Changing the angle of the symbol



Separating both symbols



Flipping the symbols



Inter-changing the color patterns



Changing the color patterns completely



Monocolour symbol



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



Usage of any graphic element for representation.



Usage of any graphic element for representation.



Usage of any graphic element for representation.

Improper Usage

Examples of incorrect usage

Correct Usage

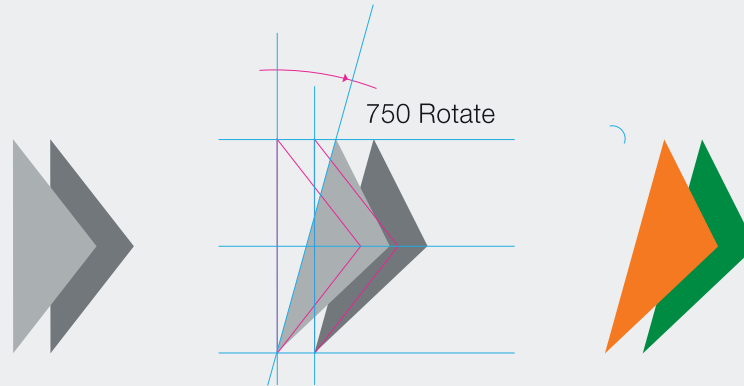


A close-up photograph of a person's hand holding a silver smartphone. The person is wearing a dark blue suit jacket over a white shirt. The background is blurred, showing what appears to be a window or a bright outdoor area.

e₹UPI

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	C 00	R 109
	M 00	G 110
	Y 00	B 113
	K 70	

	C 100	R 043
	M 00	G 139
	Y 100	B 075
	K 20	

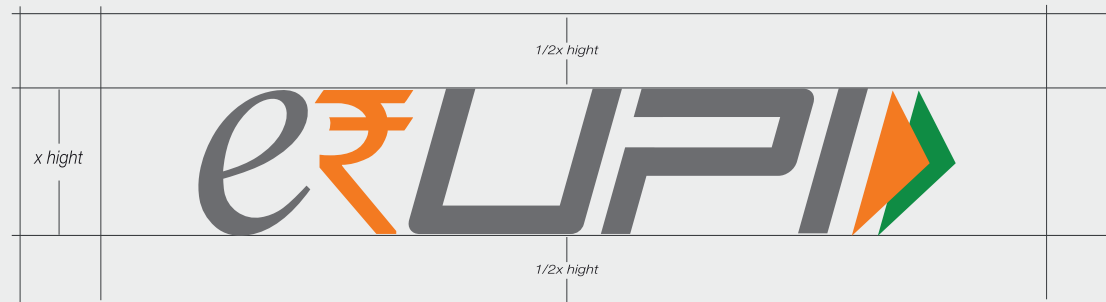
	C 00	R 217
	M 65	G 120
	Y 100	B 045
	K 00	

	C 00	R 067
	M 00	G 066
	Y 00	B 066
	K 90	

	C 00	R 029
	M 00	G 029
	Y 00	B 027
	K 100	



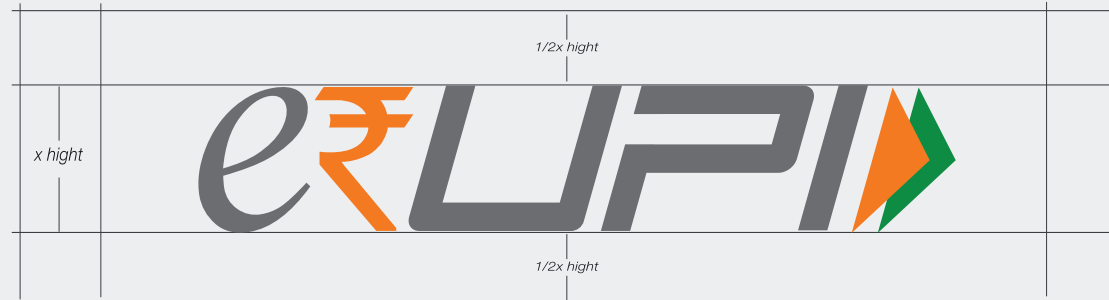
The Logo Size



Minimum Size :



e-RUPI Logo



Improper Usage

Examples of incorrect usage

Correct Usage

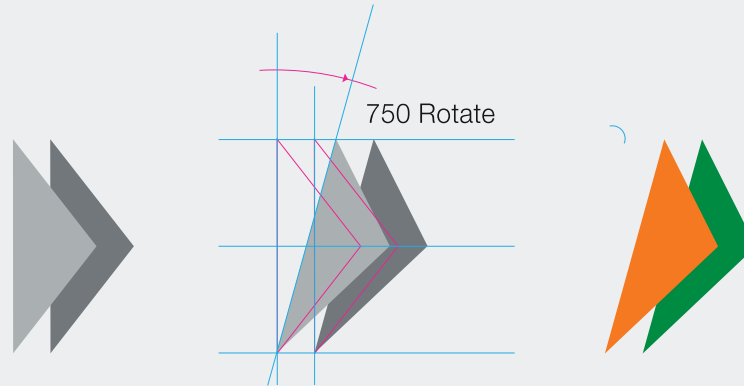




e₹UPI

GUIDELINES

Mnemonic



Logotype



Symbol

The Logo & Colours



	C	00	R	109
	M	00	G	110
	Y	00	B	113
	K	70		

	C	100	R	043
	M	00	G	139
	Y	100	B	075
	K	20		

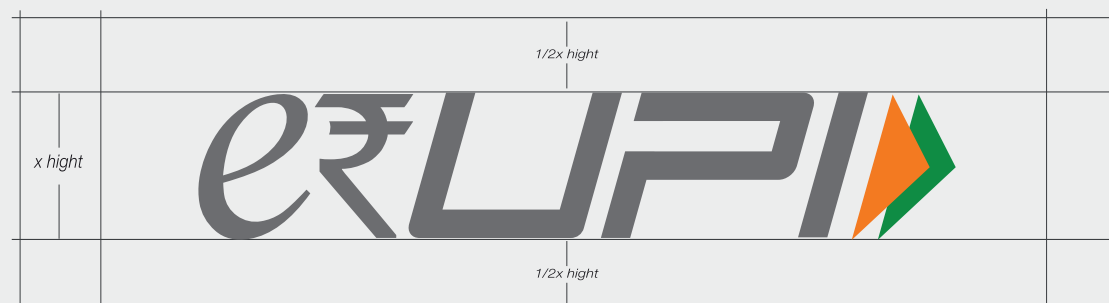
	C	00	R	217
	M	65	G	120
	Y	100	B	045
	K	00		

	C	00	R	067
	M	00	G	066
	Y	00	B	066
	K	90		

	C	00	R	029
	M	00	G	029
	Y	00	B	027
	K	100		



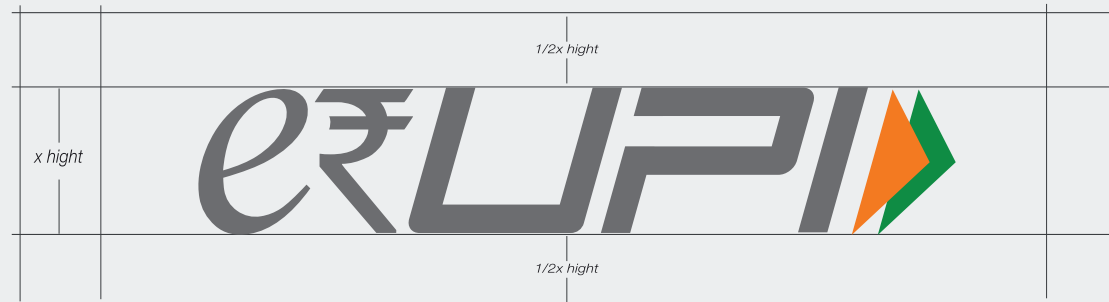
The Logo Size



Minimum Size :



e-RUPI Logo



Improper Usage

Examples of incorrect usage

Correct Usage

