



# BRAND MARK GUIDELINES

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BHIM Aadhaar Pay Brand Mark & mnemonic can be downloaded from [brandcentre@npci.org.in](mailto:brandcentre@npci.org.in)  
If after reading the branding guidelines, you still haven't found the answer to your query, please contact us on: [brand@npci.org.in](mailto:brand@npci.org.in)

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## The Brand

BHIM Aadhaar Pay is a new acceptance mechanism through Smart phone/Tablet. BHIM Aadhaar Pay will allow merchants to accept the Aadhaar of the customer as a payment instrument for the purchase of goods and services.

The only input required for a customer to do BHIM Aadhaar Pay Transaction is:

- i) Identifying the bank to which customer is associated.
- ii) Aadhaar Number/Virtual Id
- iii) Biometric(Fingerprint/IRIS)



# Mnemonic

With India heading towards a brighter future and BHIM Aadhaar Pay assisting in its growth by empowering a bank's customer to use Aadhaar as payment instrument for purchase of goods and services. Our country is moving forward rapidly every day.

The Tricolour arrows, created by combining the fast-forward symbol with our National flag and taking inspiration from the stance of an athlete, visually captures this statement.

Capturing the same elements from the official NPCI logo, the sharp edges of the arrows in the symbol point towards the future, reflecting BHIM Aadhaar's accelerated commitment to the country's progress, while the curved edges negate the frivolousness, brilliantly juxtaposing BHIM Aadhaar's forward thinking with its nationalistic and traditional values.



# The Logo & Colours

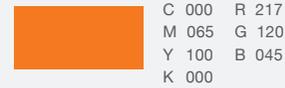
The primary colours used for the BHIM Aadhaar logo have been taken from the NPCI colour palette. The orange brings an element of the future and freshness to this new solution for payments & green denotes wealth and growth, while the blue represents the technology that powers the BHIM Aadhaar Pay mobile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



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



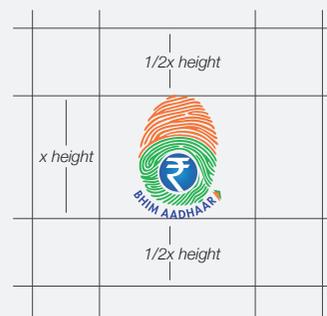
C 090 R 055  
M 080 G 048  
Y 000 B 162  
K 000



# 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 BHIM Aadhaar 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 BHIM Aadhaar logo unit must be 20% in height of the layout. For example, the size of the BHIM Aadhaar logo unit would be 23 mm in width for an A4 layout.
- Digital: In case of a digital communication, size of the BHIM Aadhaar logo unit must not be smaller than 10.5 pixels height X 40 pixels width.



Print 31.5 mm



Screen 40 pixels

# Improper Usage

The BHIM Aadhaar 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.

Correct Usage



## Examples of incorrect usage



Placement of typeface below unit.



Unit placed before typeface.



Size of unit smaller than typeface.



Colours interchanged between logo and typeface.



Incorrect colour used in unit.



Greyscale logotype.



Typeface in italics.



Logotype squeezed.



Logotype stretched.

# Font

The official typeface for BHIM Aadhaar 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 BHIM Aadhaar Pay 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

# BHIM Aadhaar Logo Usage

In Mobile Application

## Merchant Registration

Proper branding of the BHIM Aadhaar Brand Mark for mobile app is required as per the guidelines mentioned below.

The height of the BHIM Aadhaar logo must be 30% in height to the entire mobile screen.

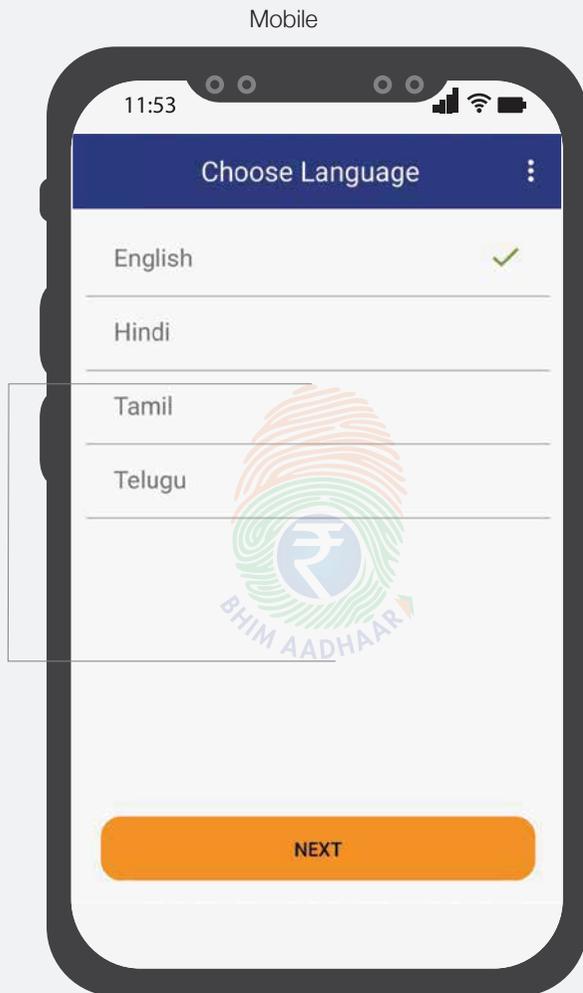
BHIM Aadhaar logo must appear within the user interface (UI) as a watermark in the centre of the screen throughout the app.

30% of the screen



# Merchant Registration

30% of the screen as a watermark on the background with an opacity of 15%.



# Merchant Registration

Mobile

**BHIM Aadhaar Pay**

Select bank \*

New Merchant  Existing Merchant

Account Number\*

Enter/Scan your Aadhaar number.\*

Merchant Name \*

Mobile Number\*

Pincode \*

I hereby confirm that the above details are correct.

**Proceed** **Exit**

30% of the screen as a watermark on the background with an opacity of 15%.

Mobile

11:53

**BHIM Aadhaar Pay**

**Congratulations!**

Your request has been submitted to the Bank and Bank will get back to you shortly.

Ref. No. : ER0000

Contact Person : abc

Bank Name : xxxxxxxx xxxxx

Email : abc@gmail.com

Phone : 00000 00000

**Exit**

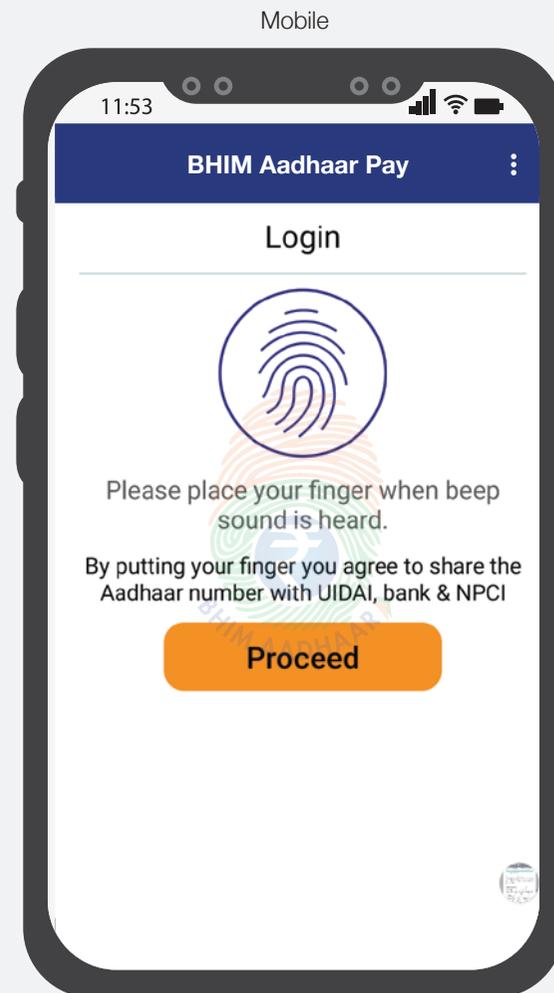
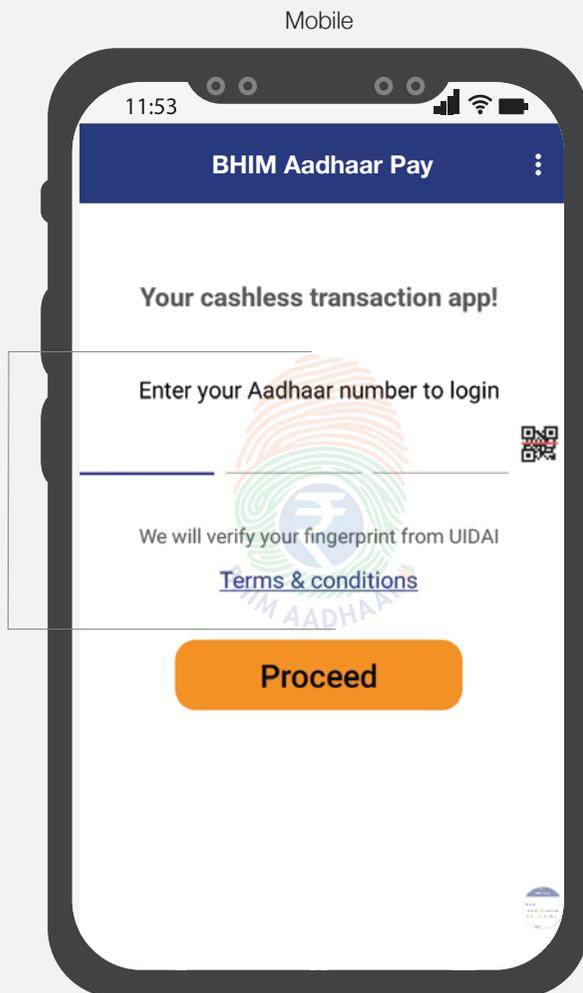
# Merchant Login

Proper branding of the BHIM Aadhaar Brand Mark for mobile app is required as per the guidelines mentioned below.

The height of the BHIM Aadhaar logo must be 30% in height to the entire mobile screen.

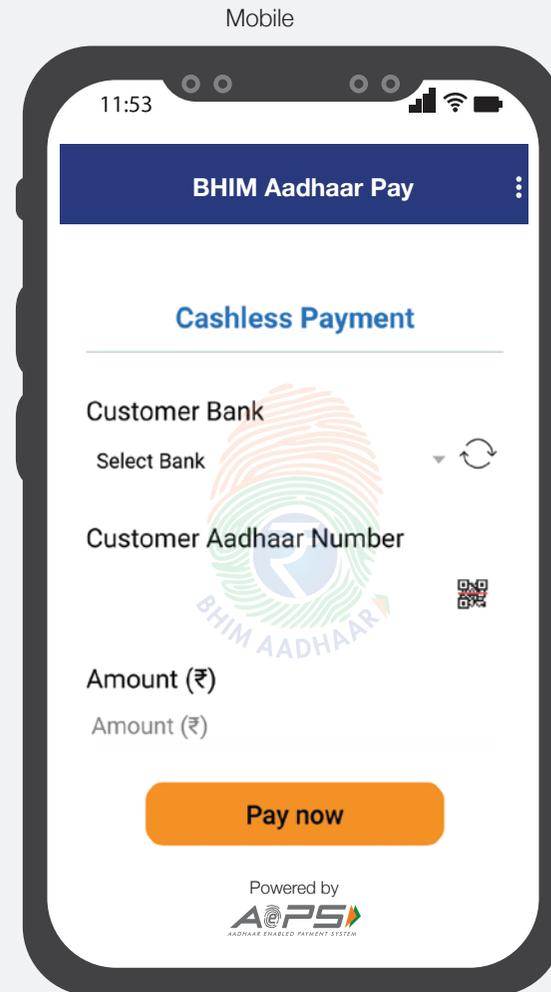
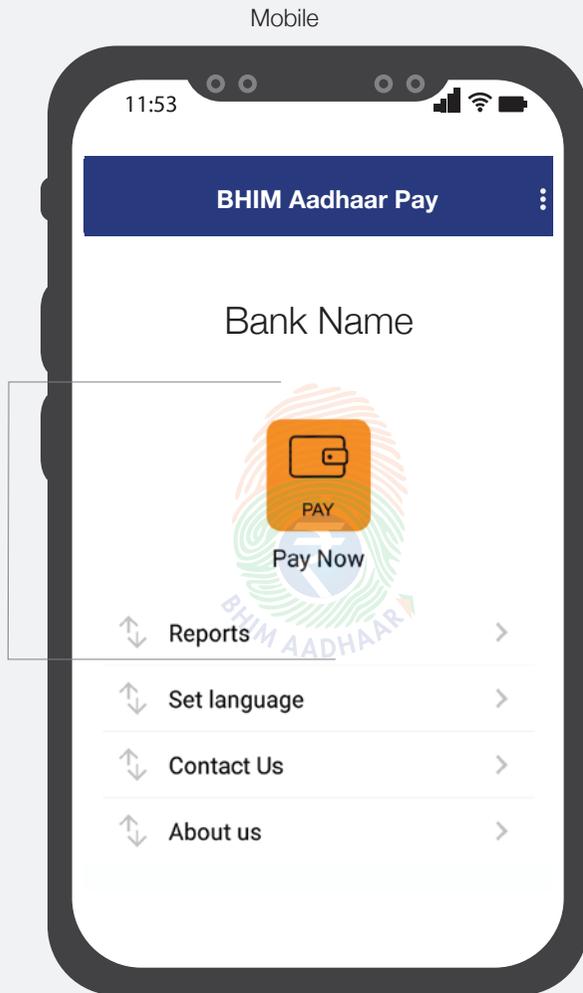
BHIM Aadhaar logo must appear within the user interface (UI) as a watermark in the centre of the screen throughout the app with an opacity of 15%.

30% of the screen as a watermark on the background with an opacity of 15%.



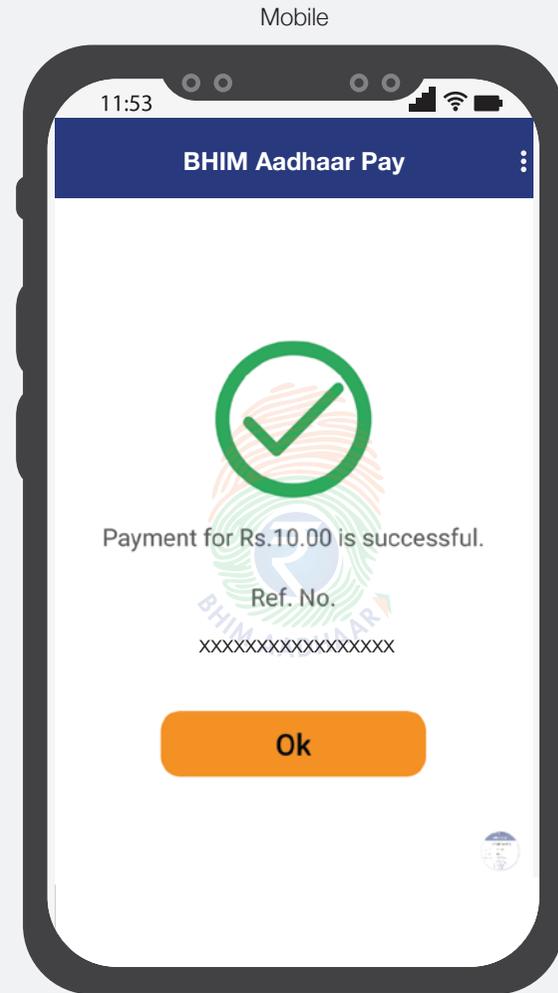
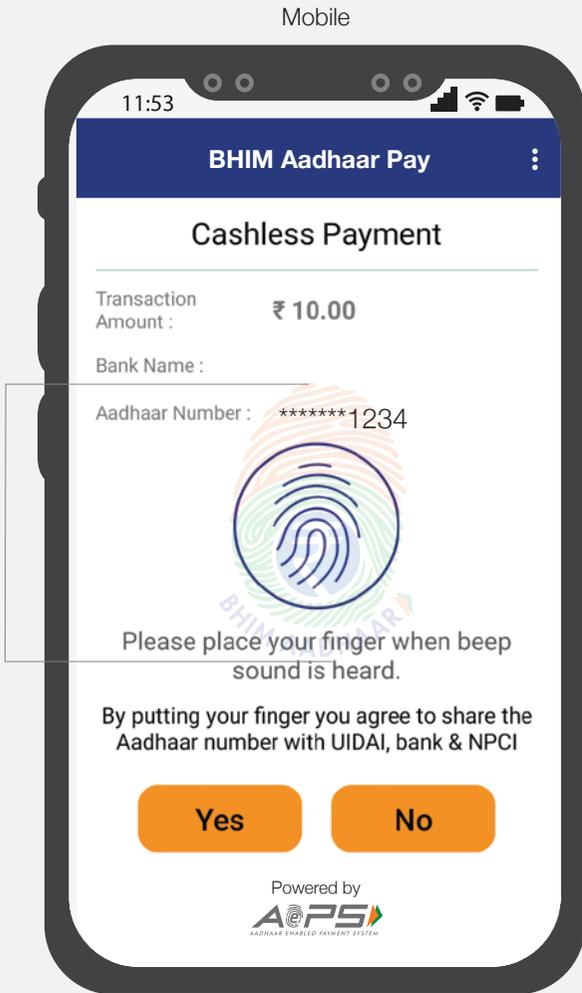
# Merchant Welcome & Customer Transaction

30% of the screen as a watermark on the background with an opacity of 15%.



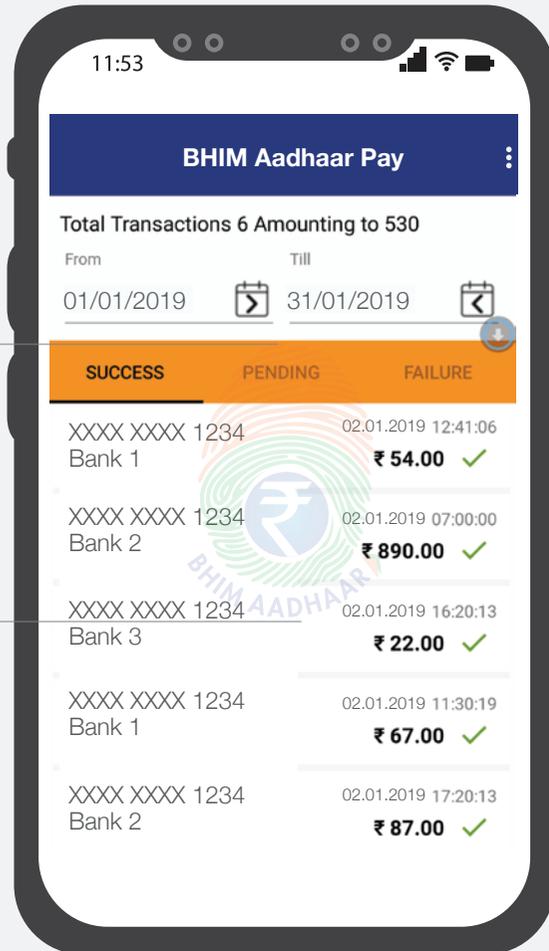
# Customer Confirmation, Fingerprint & Payment Successful

30% of the screen as a watermark on the background with an opacity of 15%.



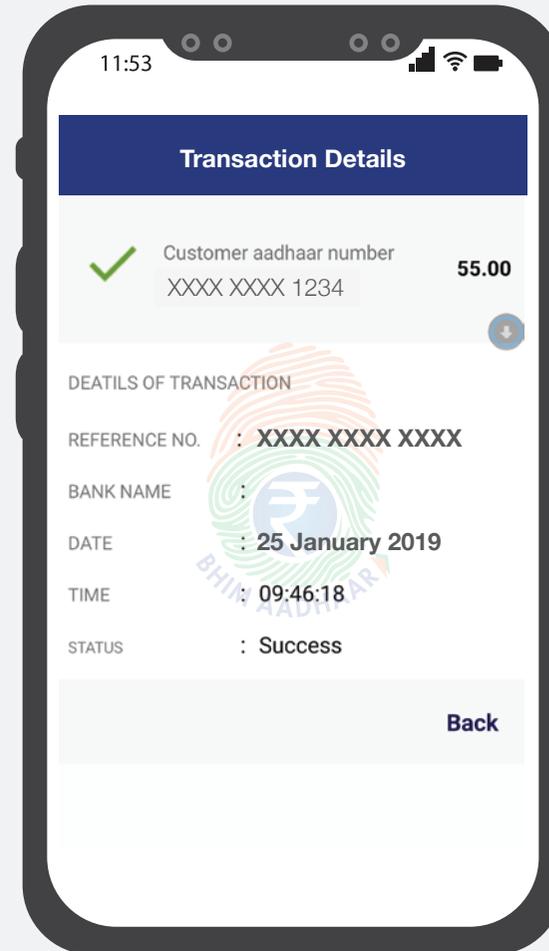
# Merchant Success Report

Mobile



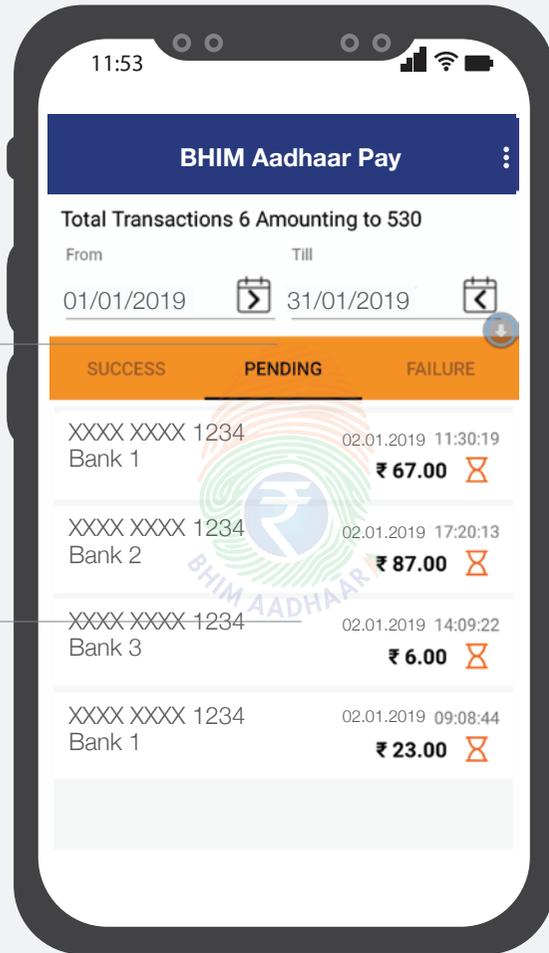
30% of the screen as a watermark on the background with an opacity of 15%.

Mobile



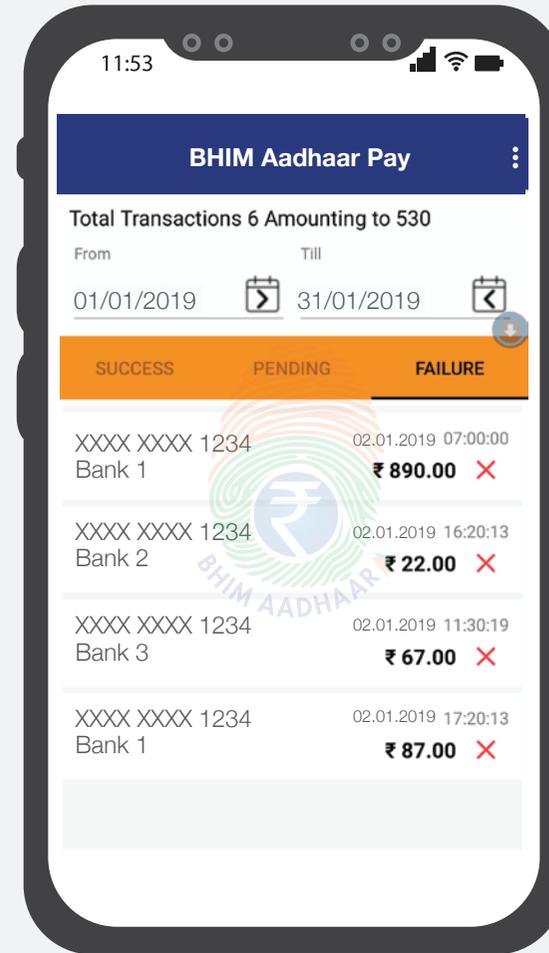
# Merchant Failure Report

Mobile



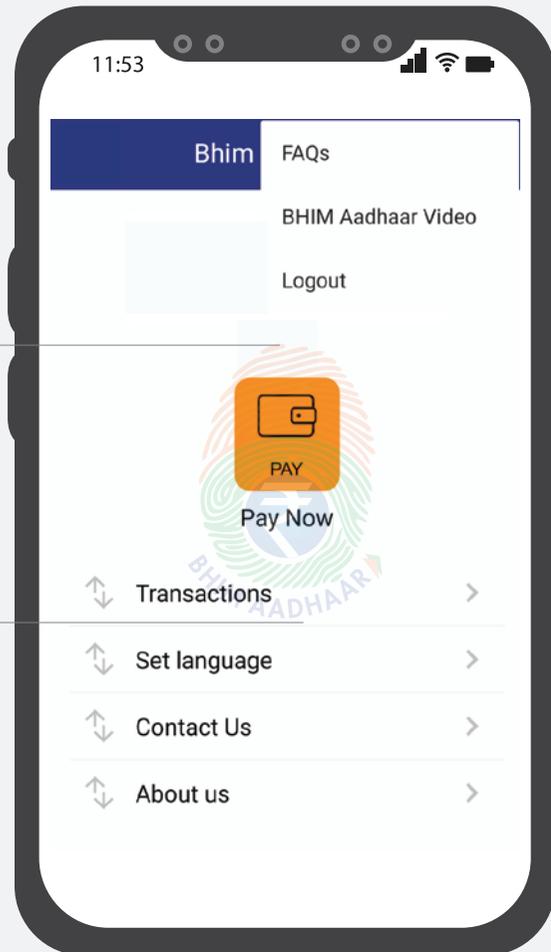
30% of the screen as a watermark on the background with an opacity of 15%.

Mobile



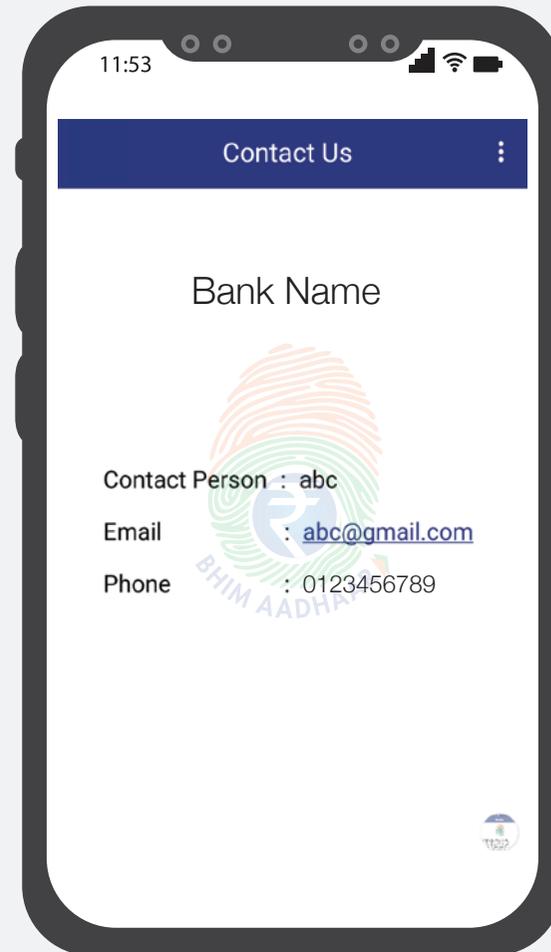
# Merchant Help

Mobile



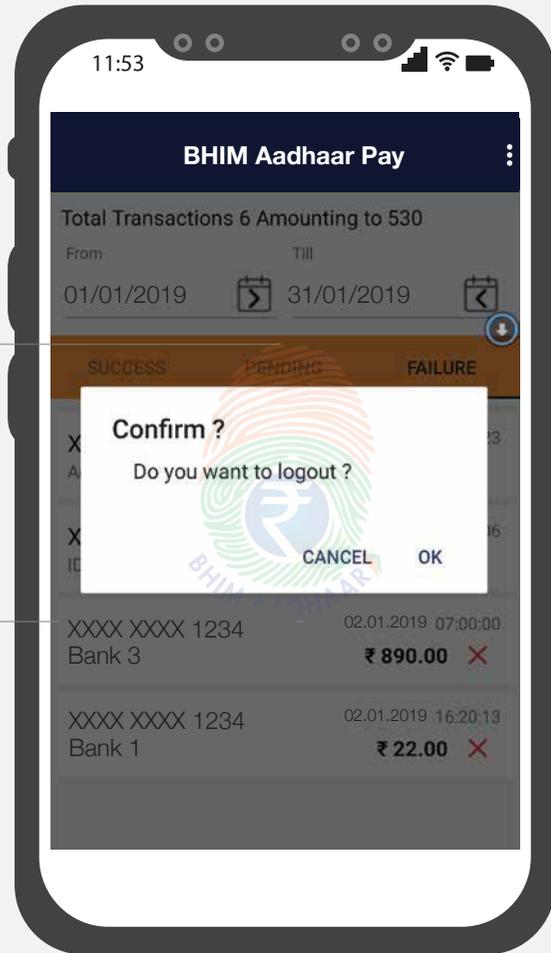
30% of the screen as a watermark on the background with an opacity of 15%.

Mobile



# Logout Confirmation

Mobile



30% of the screen as a watermark on the background with an opacity of 15%.

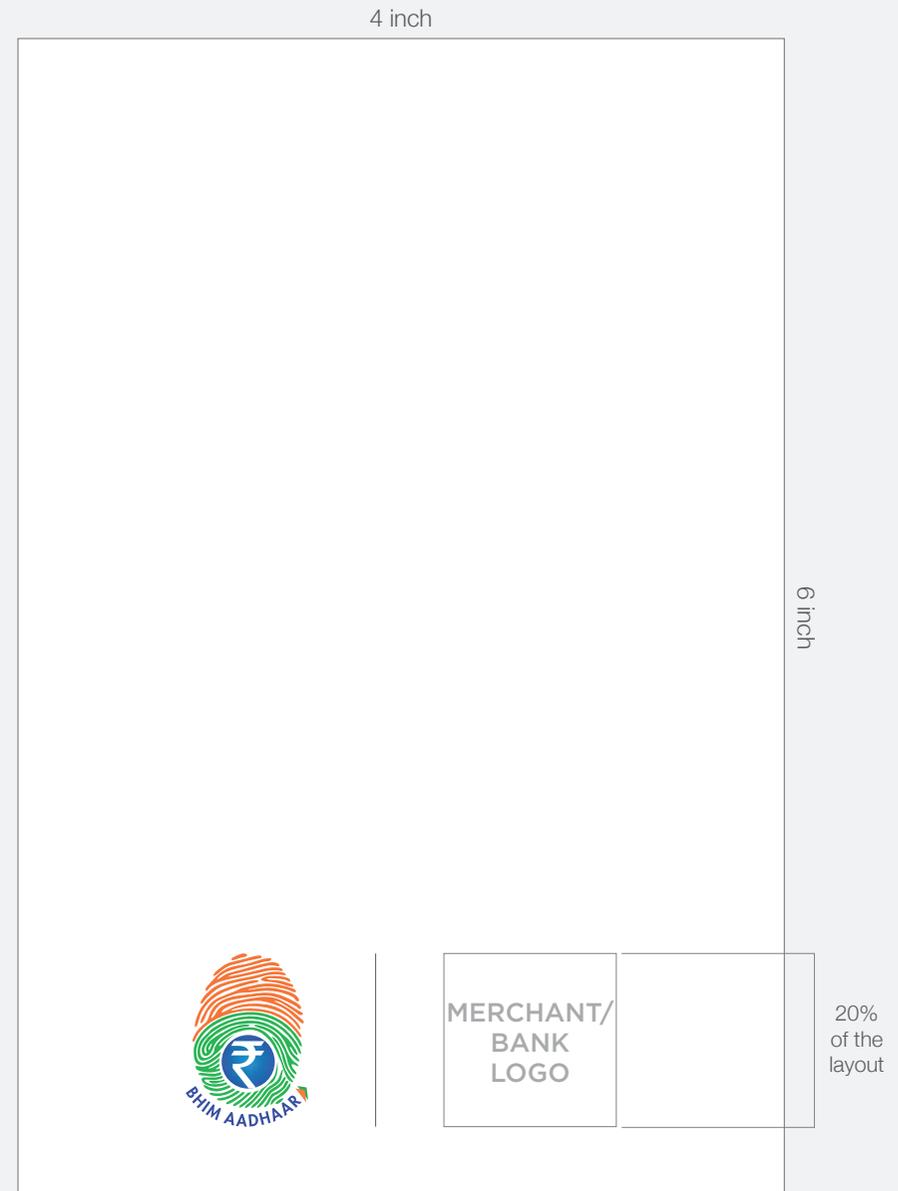
# Merchant Collateral

# Tent Card

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

The size of the of the BHIM Aadhaar logo must not be less than 20% of the total height of the layout.

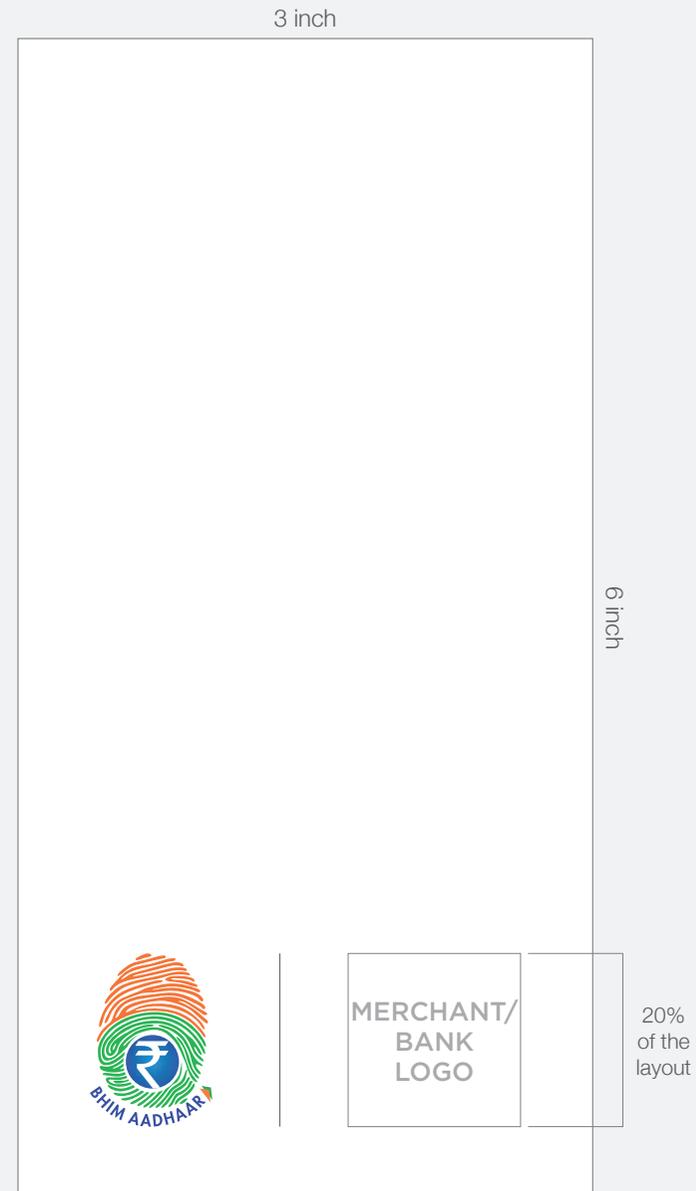
In case of any BHIM Aadhaar communication, the brand logo must be center-aligned and placed at the bottom of the layout. In case of a layout with Merchant/Bank logos in it, the unit must be center aligned (as illustrated).



# Standee

In case of a Standee designed by the Merchant/Bank/Partner, the size of the Merchant/Bank/Partner logo must be equivalent to the size of the BHIM Aadhaar logo, matched by height only. In case of a Standee, the logo must not be placed at the extreme bottom of the layout to ensure sufficient brand visibility.

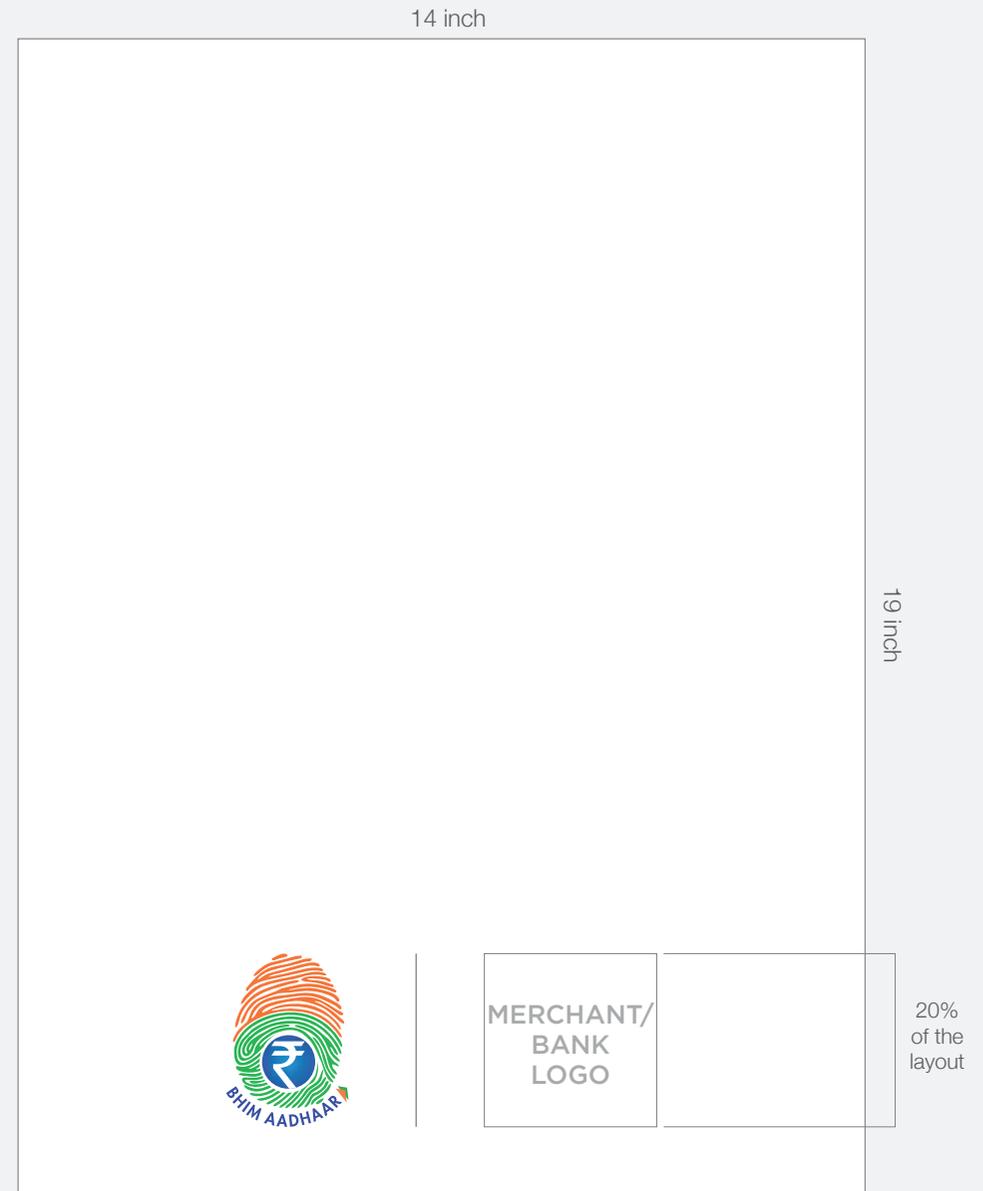
The size of the BHIM Aadhaar logo must not be less than 20% of the total height of the layout.



# Poster

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

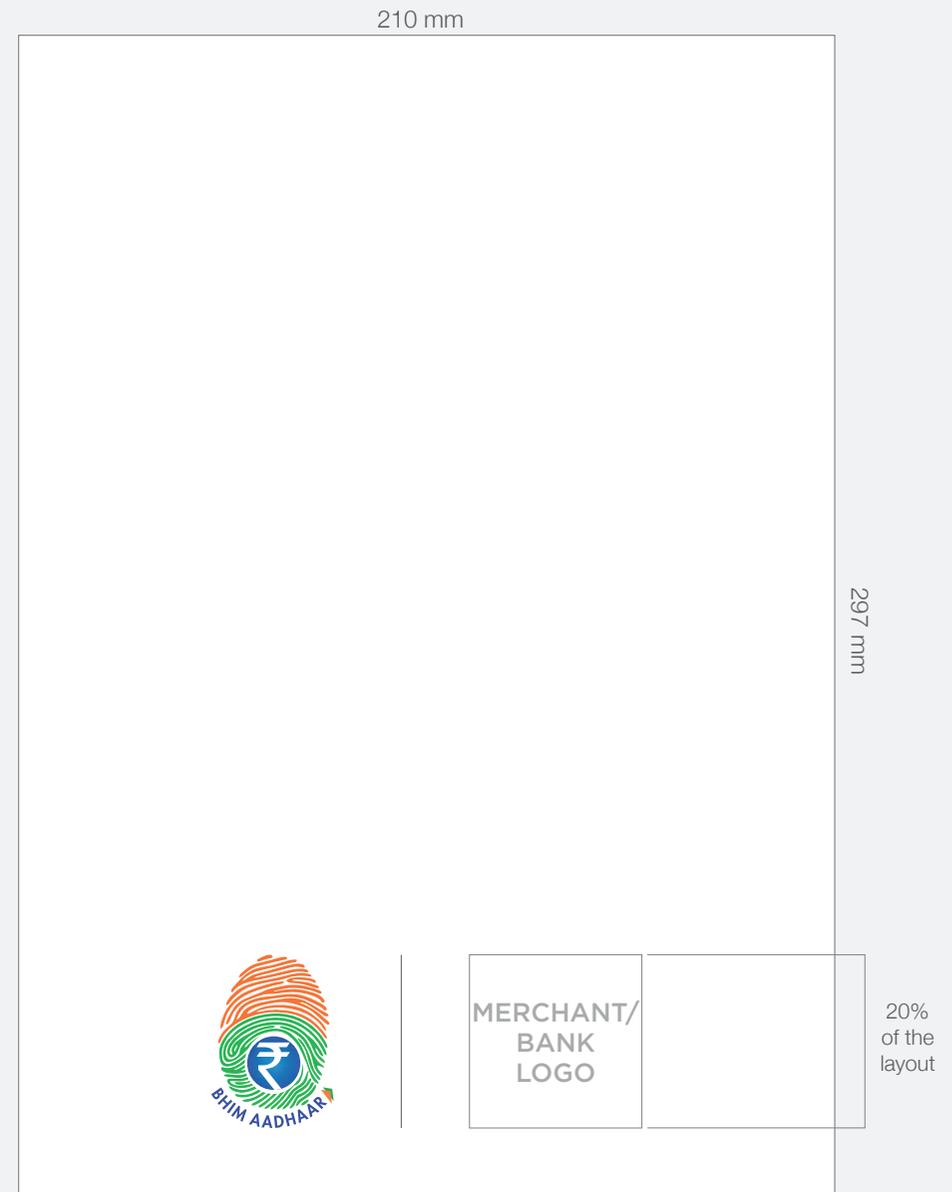
The size of the BHIM Aadhaar logo must not be less than 20% of the total height of the layout.



## Desk Standee

In case of a desk standee designed by the Merchant/Bank/Partner, the size of the Merchant/Bank/Partner logo must be equivalent to the size of the BHIM Aadhaar logo, matched by height only.

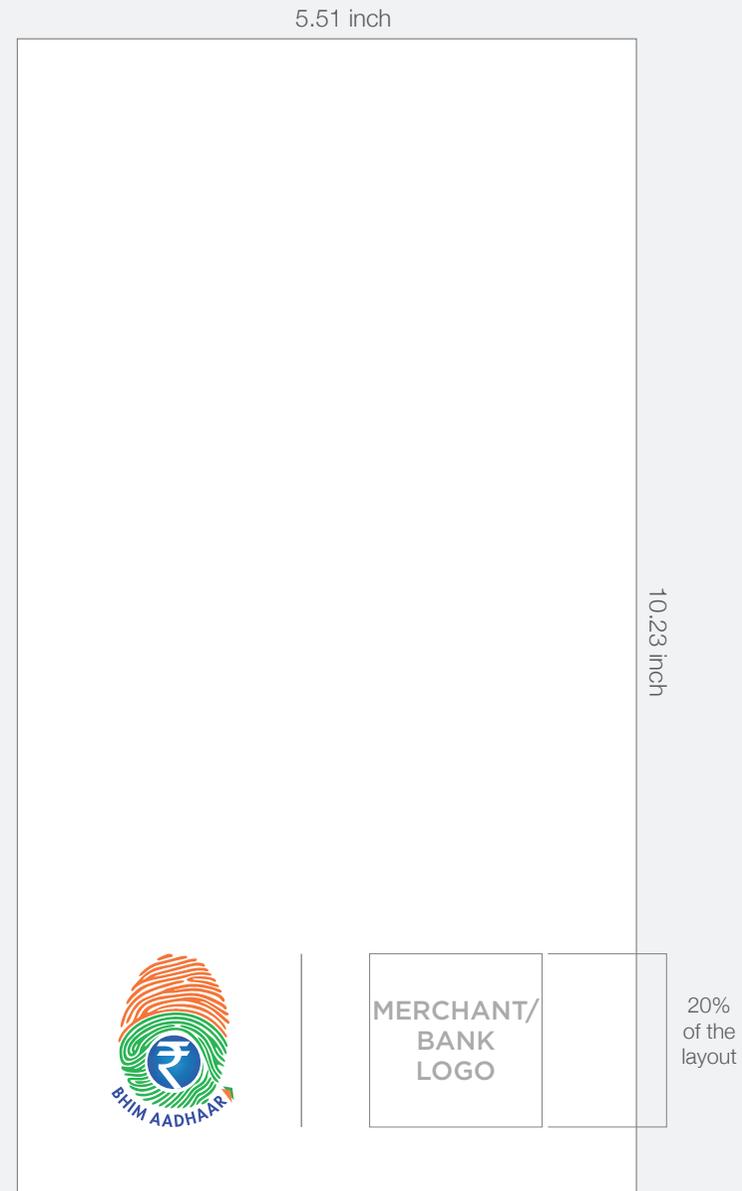
The size of the BHIM Aadhaar logo must not be less than 20% of the total height of the layout.



# Bill Folder

In case of a Bill Book Folder designed by the Merchant/Bank/Partner, the size of the Merchant/Bank/Partner logo must be equivalent to the size of the BHIM Aadhaar logo, matched by height only.

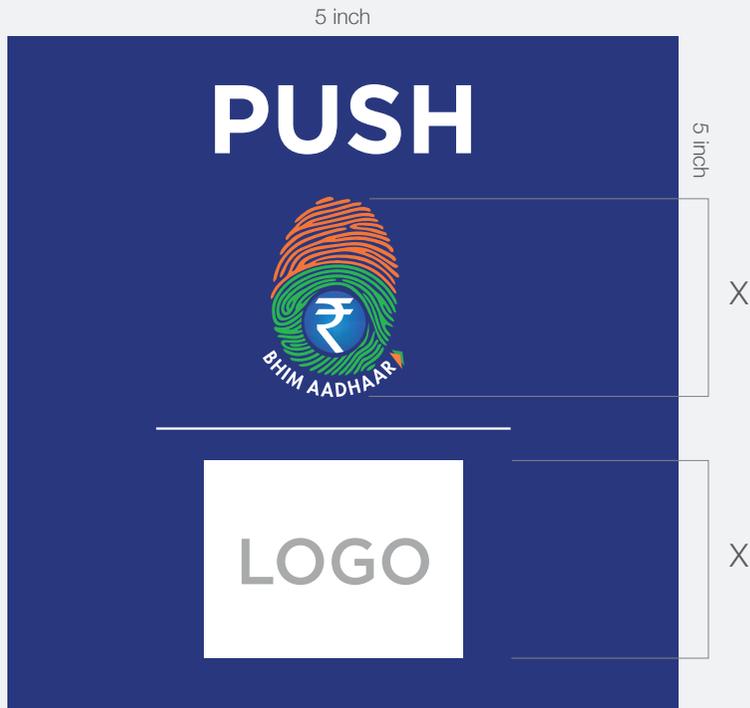
The size of the BHIM Aadhaar logo must not be less than 20% of the total height of the layout.



# Push Pull Sticker

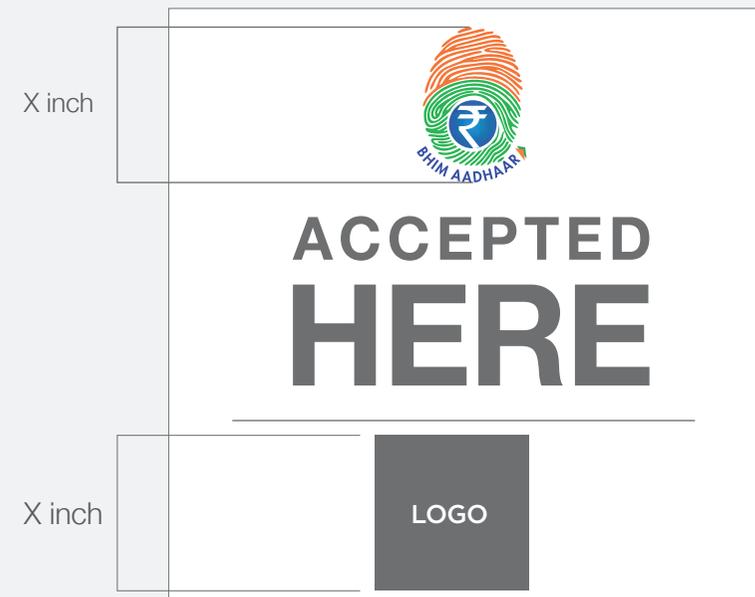
In case of a Push Pull Sticker designed by the Merchant/Bank/Partner, the size of the Merchant/Bank/Partner logo must be equivalent to the size of the BHIM Aadhaar logo, matched by height only.

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



# Acceptance Sticker

In case of a sticker design, size of the BHIM Aadhaar logo must be adjusted according to the layout ensuring sufficient visibility. In case of any layout with multiple Merchant/Bank/Partner logos, square layout must be followed, as illustrated.



**THANK YOU**