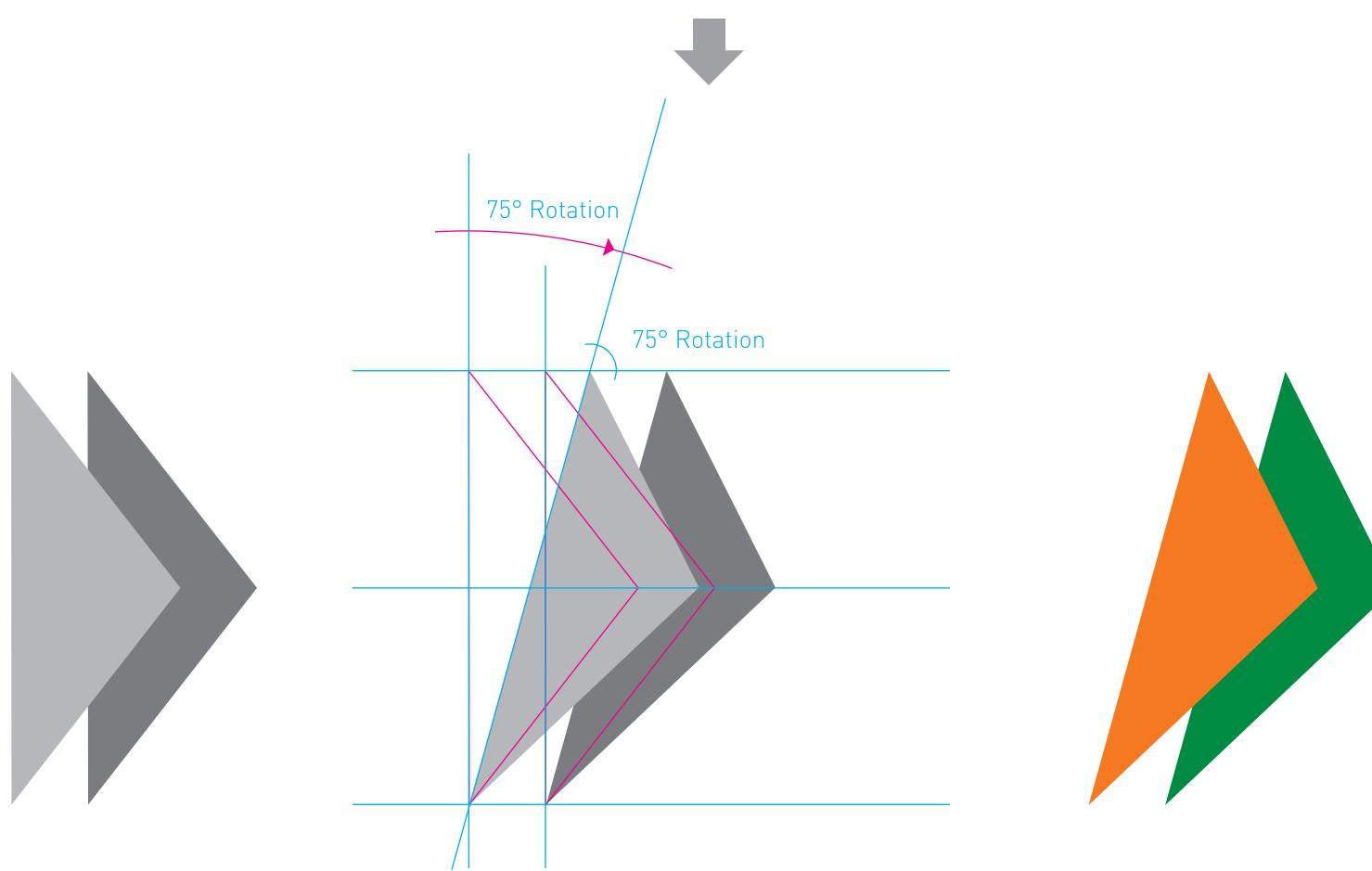
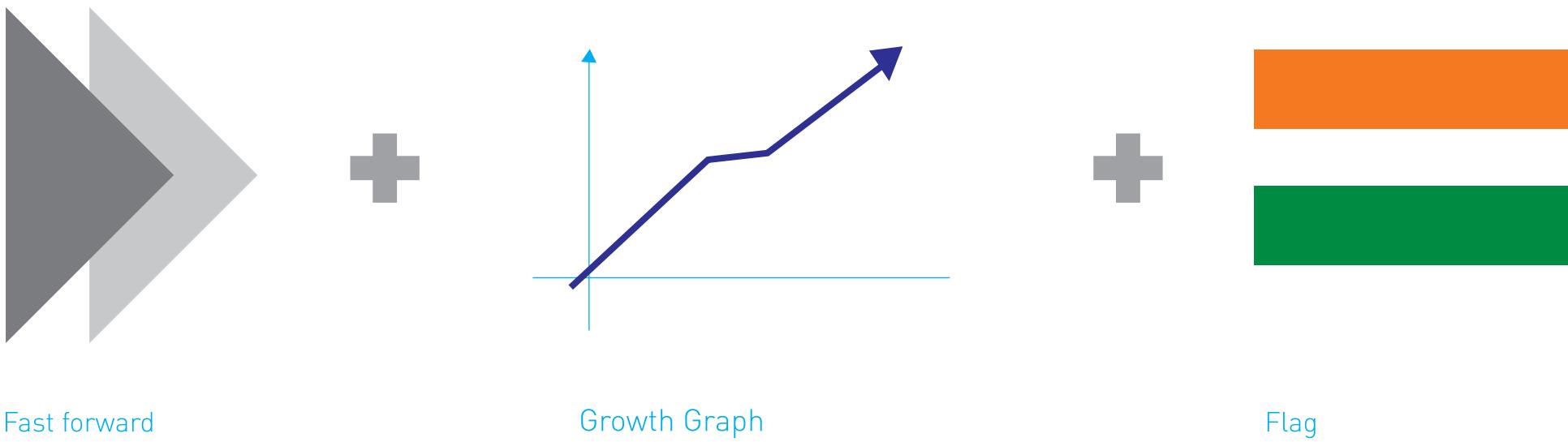




LOGO ARCHITECTURE





## ON THE ASCEND

Our country is heading towards a bright future. And with NPCI partnering its growth, we are speeding up 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 sentiment. The sharp edges of the arrows in the symbol point towards the future, reflecting NPCI's accelerated and ascending commitment to the country's welfare, while the curved edges negate the frivolousness, brilliantly juxtaposing NPCI's forward thinking with its traditional values.



The logotype has three aspects to it. A: It is bold. This represents the strong values, and foundation of NPCI. B: It perfectly balances our contemporary culture and traditional values with sharp and softened edges. C: It is slightly tilted towards right, which symbolises it's fast forward motion towards a prosperous future.



## COLOURS OF THE CORE LOGO



भारतीय राष्ट्रीय भुगतान निगम  
*NATIONAL PAYMENTS CORPORATION OF INDIA*



C 100      R 40  
M 90      G 53  
Y 00      B 126  
K 20  
HEX CODE #27357E



C 00      R 217  
M 65      G 120  
Y 100      B 45  
K 00  
HEX CODE #D9782C



C 100      R 43  
M 00      G 139  
Y 100      B 75  
K 20  
HEX CODE #2B8A4A



C 00      R 67  
M 00      G 66  
Y 00      B 68  
K 90  
HEX CODE #424243

The colours: The cool grey typeface complemented with saffron and green not only makes the logo look contemporary and edgy but also aesthetically pleasing.

## COLOURS VARIATIONS OF THE CORE LOGO

full colour Version



Grayscale Version



Solid Version



SAFE AREA AROUND THE LOGO





Smallest permissible size 1 inch



# INCORRECT USAGE OF THE LOGO



## SUB BRANDS



## SUB BRANDS COLOUR PALETTE



C 100 R 40  
M 90 G 53  
Y 00 B 126  
K 20

HEX CODE #27357E



C 00 R 217  
M 65 G 120  
Y 100 B 45  
K 00

HEX CODE #D9782C



C 100 R 43  
M 00 G 139  
Y 100 B 75  
K 20

HEX CODE #2B8A4A



C 00 R 67  
M 00 G 66  
Y 00 B 68  
K 90

HEX CODE #424243



C 00 R 109  
M 00 G 110  
Y 00 B 112  
K 70

HEX CODE #6D6D70

all sub brands of NPCI except RuPay will appear in 70K



BRAND TYPEFACE

# THE TYPEFACE

## Corporate typeface

The **DIN** is our official typeface. The elegant and contemporay font family consists of 242 glyphs. The DIN Family comprises of DIN-Black, DIN-BlackAlternate, DIN-Bold, DIN-BoldAlternate, DIN-Light, DIN-Medium, DIN-MediumAlternate, DIN- Regular. Just like our brand this font family is very sharp and mfuturistic which will give our brand a unique identity as well.

We prefer the use of this typeface across all our communication.

### DIN-Black

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890~!@#\$%^&\*()\_+=`[]{};:'",./←→?**

### DIN-BlackAlternate

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890~!@#\$%^&\*()\_+=`[]{};:'",./↓↑?**

### DIN-Bold

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890~!@#\$%^&\*()\_+=`[]{};:'",./←→?**

### DIN-BoldAlternate

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890~!@#\$%^&\*()\_+=`[]{};:'",./↓↑?**

### DIN-Light

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890~!@#\$%^&\*()\_+=`[]{};:'",./←→?**

### DIN-Medium

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890~!@#\$%^&\*()\_+=`[]{};:'",./←→?**

### DIN-MediumAlternate

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890~!@#\$%^&\*()\_+=`[]{};:'",./↓↑?**

### DIN-MediumAlternate

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890~!@#\$%^&\*()\_+=`[]{};:'",./←→?**

# THE TYPEFACE

## Secondary typeface

The **Arial**. Arial family is a pre-installed webfont in most operating systems and compatible in all devices. Elegant and contemporary, this typefaceshould be use for all our internal communications (eg. emails, letters, bills etc.)

The Arial typeface contains 728 Glyphs while the Arial family comprises of Arial, Arial Italic, Arial bold, Arial Bold Italic, Arial Narrow, Arial Narrow Italic, Arial Narrow Bold, Arial Narrow Bold Italic and Arial Black.

### Arial

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890~!@#\$%^&\*()\_+-=`[]{};:”,./<>?

### Arial Italic

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890~!@#\$%^&\*()\_+-=`[]{};:”,./<>?

### Arial bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890~!@#\$%^&\*()\_+-=`[]{};:”,./<>?

### Arial Bold Italic

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890~!@#\$%^&\*()\_+-=`[]{};:”,./<>?

### Arial Narrow

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890~!@#\$%^&\*()\_+-=`[]{};:”,./<>?

### Arial Narrow Italic

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890~!@#\$%^&\*()\_+-=`[]{};:”,./<>?

### Arial Narrow Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890~!@#\$%^&\*()\_+-=`[]{};:”,./<>?

### Arial Narrow Bold Italic

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890~!@#\$%^&\*()\_+-=`[]{};:”,./<>?

### Arial Black

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890~!@#\$%^&\*()\_+-=`[]{};:”,./<>?



STATIONARY

visiting card



Front

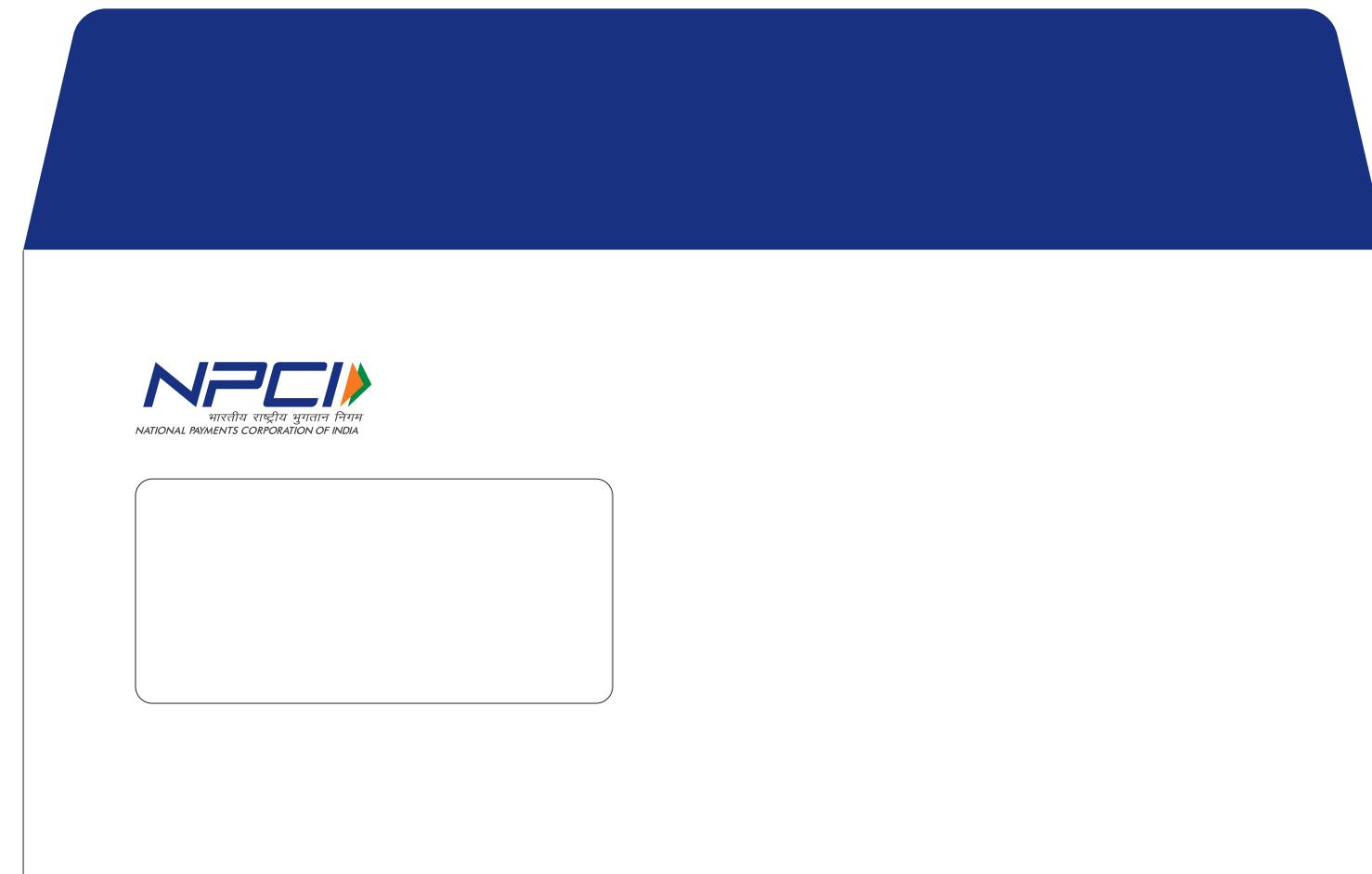


Back

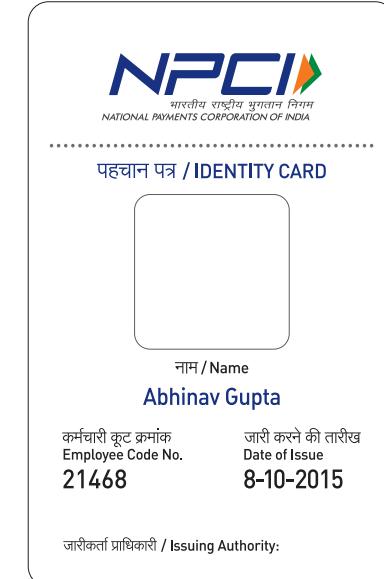
Letterhead



Envelope



Front



Front



Back

visiting card

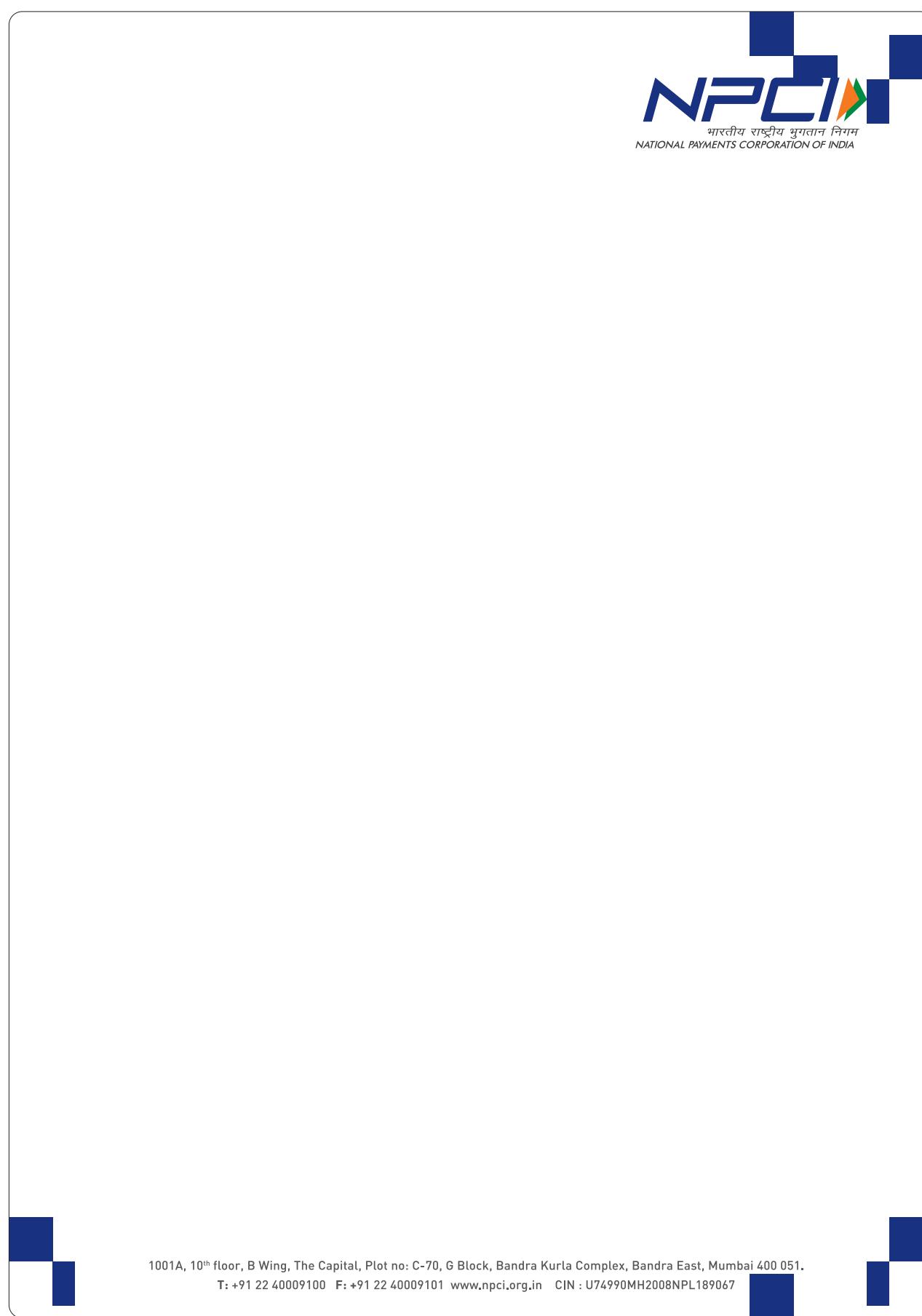


Front



Back

Letterhead



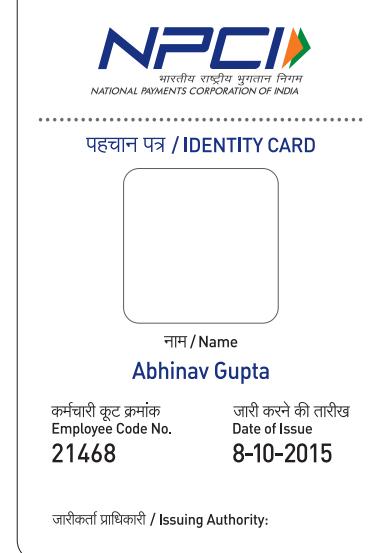
Envelope



Front



Back



Front



Back





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NATIONAL PAYMENTS CORPORATION OF INDIA

# BRAND GUIDELINES