UPI ATM
UNIFIED PAYMENTS INTERFACE

Brand Gulideline

What is UPI-ATM

UPI-ATM 'Interoperable Card less Cash Withdrawal' (ICCW)

UPI-ATM shall facilitate banks' customers who are live on UPI, to withdraw cash from any participating banks' ATMs without using their card.

Features:-

Interoperable - This will enable customers of participating UPI Issuer members to withdraw cash using any of the participating NFS members' ATM

Cardless Transaction - The customer needs to scan the QR code displayed on the ATM screen using any of the UPI APP* on their mobile and authorize the transaction using UPI PIN.

Customer Convenience - No need to carry card for ATM withdrawals

Transaction Limit - There shall be amount limit of ₹ 10,000 per transaction

The word UPI-ATM' will be written in 'Helvetica' font.

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

Colour Code

	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

The Logo Size

Usage of UPI-ATM 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.
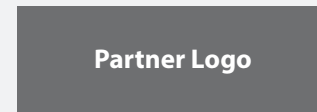
Digital: In case of the digital communication, the size of the logo should not be less than 40 pixels in width and its corresponding height.

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).

Print

Partner Logo	UPI ATM
	UNIFIED PAYMENTS INTERFACE

Digital

Partner Logo	UPI ATM
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UPI ATM Reverse Logo

UPI ATM Single Color Logo

Fonts

The official typeface for UPI-ATM 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.