

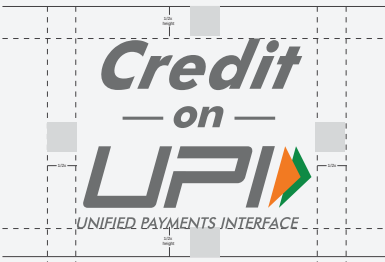


To meet the objective of providing secure and unsecure credit to millions of citizens and empowering banks to decide on providing the credit period depending on the type of the Credit on UPI



The Logo & Colour

The logo is derived from the UPI and NPCI brand elements.
The word 'Credit on UPI' will be written in 'Helvetica' font.
Colour: The colour of UPI will be grey as shown here.



Normal Logo



Reverse Logo



Single Color Logo



Monochrome Logo



Color Code Credit Line on UPI Logo



C 000 R 109
M 000 G 110
Y 000 B 113
K 070



C 000 R 147
M 000 G 149
Y 000 B 152
K 050



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

Fonts

The official typeface for Credit on UPI 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

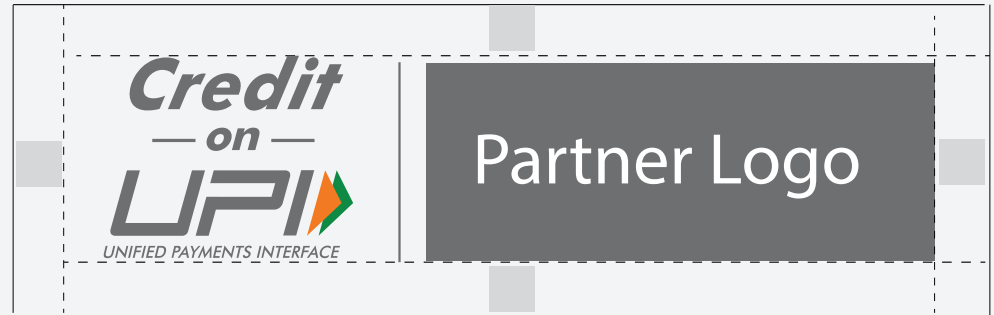
The Logo Size

Usage of Credit on UPI in all the partners app, website and communication materials must adhere to the specification provided here and not be tampered 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



Digital

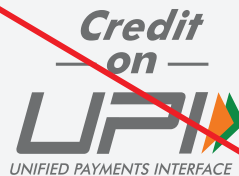
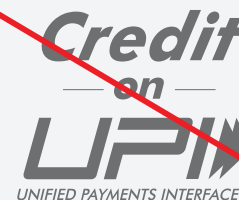
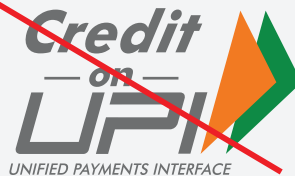


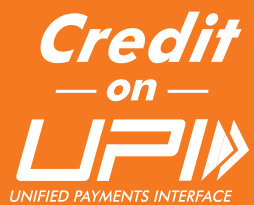
Apps



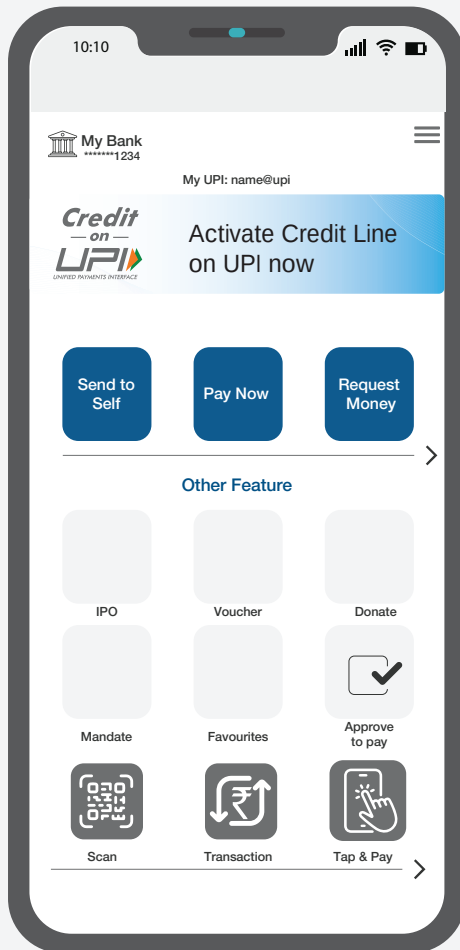
Improper Usage

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.

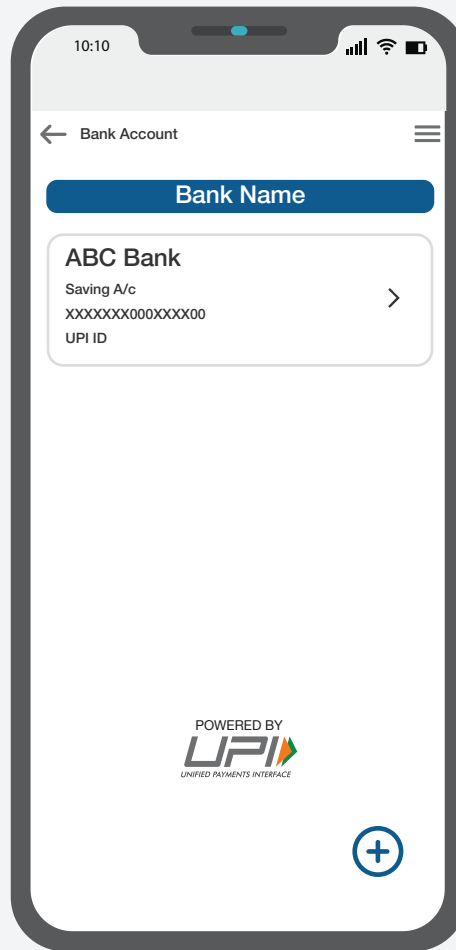




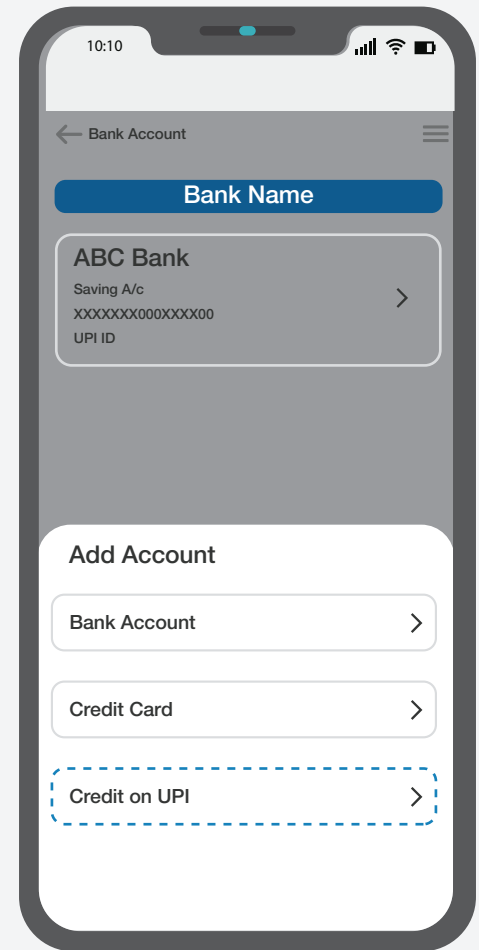
- How to enable



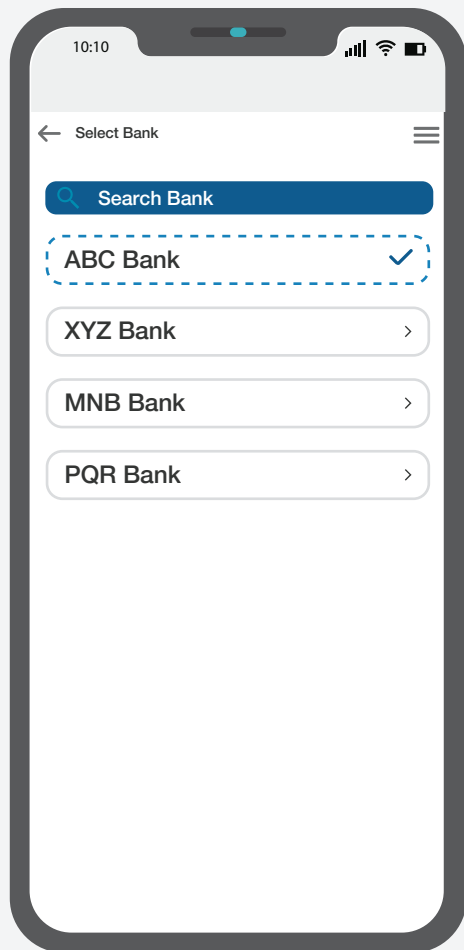
Click on Bank account



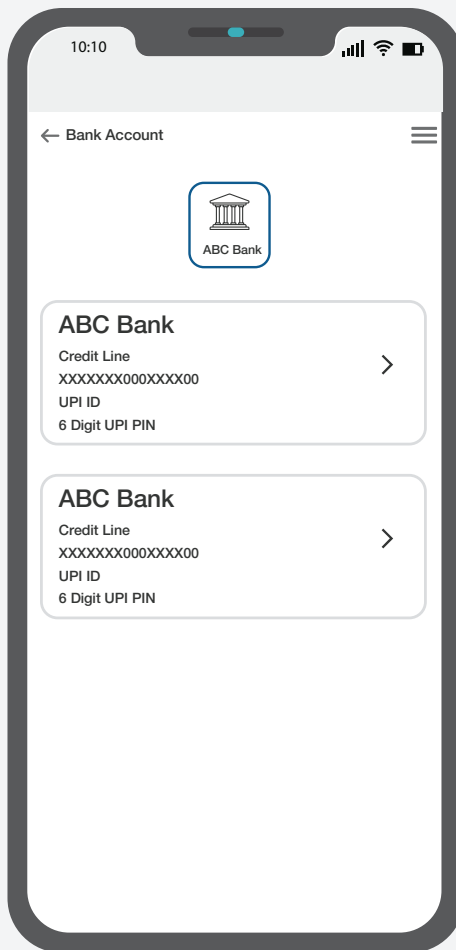
Add account



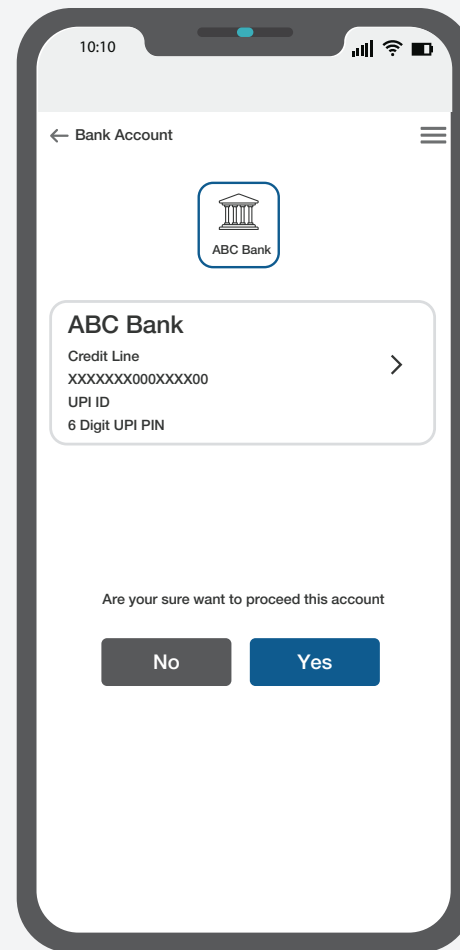
Select Credit on UPI



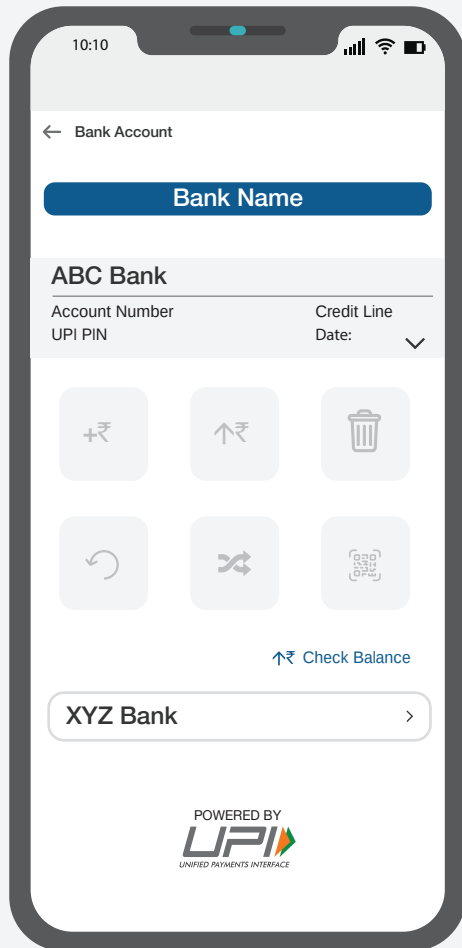
Select Issuer bank



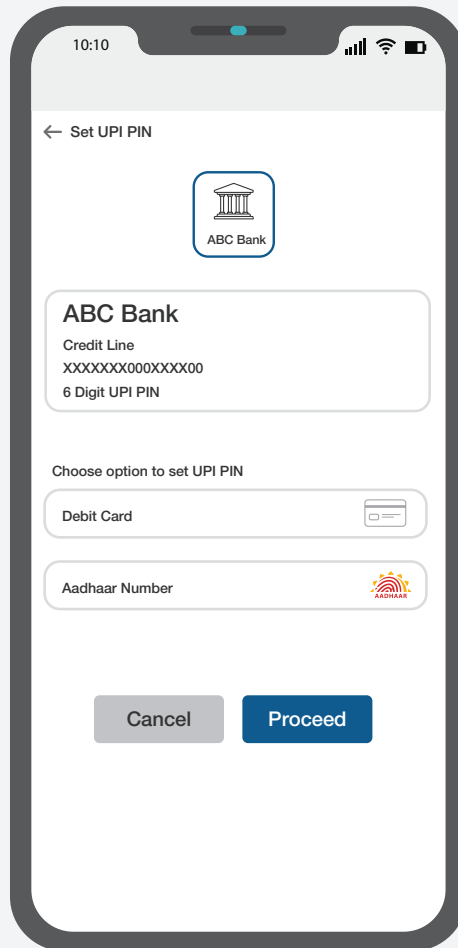
Credit on UPI account
(mapped against mobile no.)



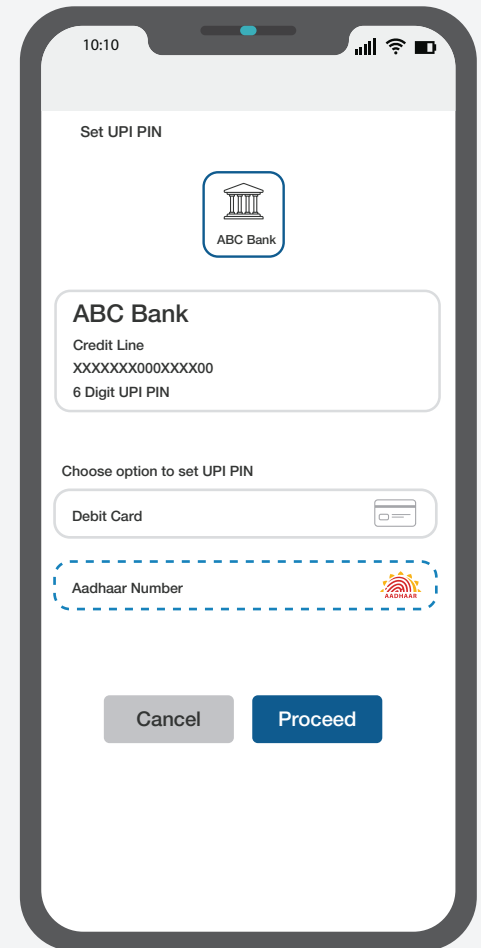
Select Credit on UPI
Account & confirm



Credit on UPI account is added. UPI PIN is not set



Setting up UPI PIN



Select Aadhaar Number or Debit Card

10:10

Set UPI PIN



ABC Bank

Credit Line

XXXXXXXX000XXXX00

6 Digit UPI PIN

Choose option to set UPI PIN

Debit Card

Terms & Conditions

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan

Cancel

Proceed

User provides consent

10:10

← Set UPI PIN



ABC Bank

Credit Line

XXXXXXXX000XXXX00

6 Digit UPI PIN

Create 6 digit UPI PIN using Aadhaar Details

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi

Aadhaar Number

First 6 Digit Aadhaar Number

XXXX XX XXXX XX XXXX XX

Customer Name

Address

Enter first 6 digits

10:10

←




Bank Name

Enter 6 Digit Aadhaar OTP

Aadhaar OTP has sent your registered mobile number via SMS

1

2

3

4

5

6

7

8

9

⌫

0

✓

Enter 6 digits OTP received on Mobile number linked to Aadhaar number

10:10

←

Bank Name

Enter 6 Digit Bank OTP

— — — — —

Bank OTP has sent your registered mobile number via SMS

1	2	3
4	5	6
7	8	9
	0	✓

Enter 6 digits OTP sent
by your Credit on UPI
Issuer bank

10:10

←

Bank Name

Enter new UPI PIN

— — — — —

1	2	3
4	5	6
7	8	9
	0	✓

Enter new UPI PIN

10:10

←

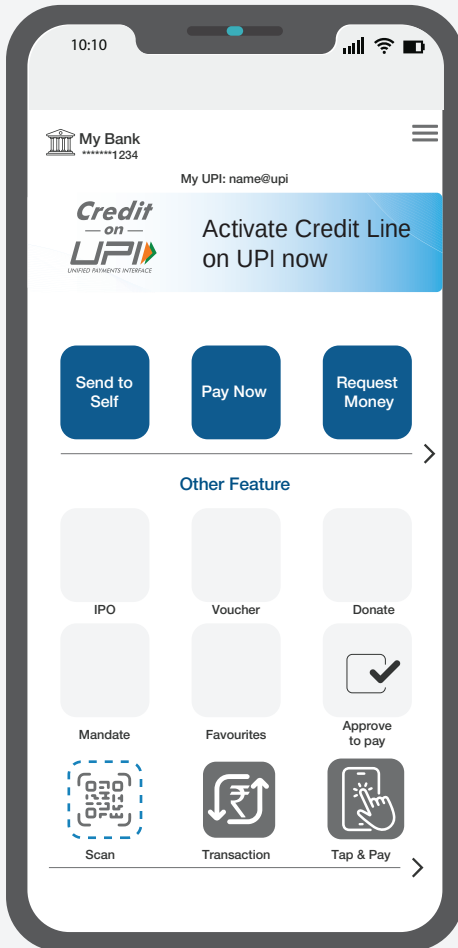
Bank Name

Confirm new UPI PIN

— — — — —

1	2	3
4	5	6
7	8	9
	0	✓

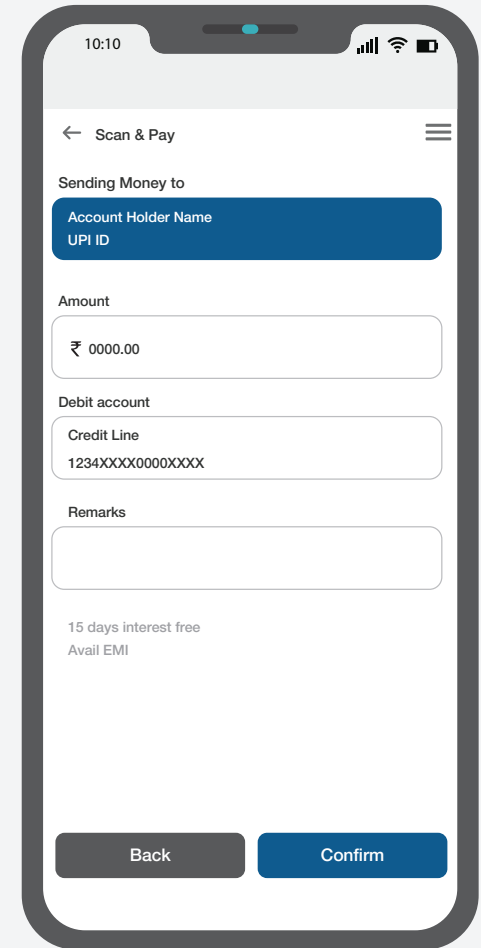
Confirm UPI PIN



Login on BHIM
Home Page



Scan QR



Enter amount & Select
Credit on UPI account and
click on confirm

10:10

←

 **UPI**
UNIFIED PAYMENTS INTERFACE

Bank Name

Enter UPI PIN

— — — —

1 2 3
4 5 6
7 8 9
⌫ 0 ✓

Enter UPI PIN to be
complete transaction

10:10



Transaction Successful
₹0000.00 debited

Sending Money to

Account Holder Name

Transaction ID

XXXXX

Amount

₹0000.00

Debit account

Bank Name
1234XXXX0000XXXX

Remarks

View Home

Transaction successful

THANK YOU