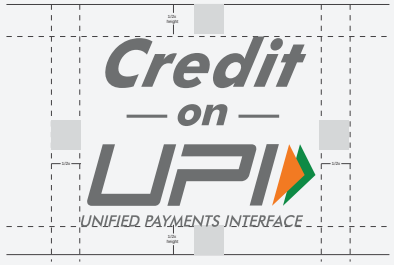
Credit on UPI

UNIFIED PAYMENTS INTERFACE

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

Credit on UPI
UNIFIED PAYMENTS INTERFACE

Reverse Logo

Credit on UPI
UNIFIED PAYMENTS INTERFACE

Single Color Logo

Credit on UPI
UNIFIED PAYMENTS INTERFACE

Monocrome Logo

Credit on UPI
UNIFIED PAYMENTS INTERFACE

Color Code Credit Line on UPI Logo

C 000 M 000 Y 000 K 070	R 109 G 110 B 113		
C 000 M 000 Y 000 K 050	R 147 G 149 B 152		
C 100 M 000 Y 100 K 020	R 043 G 139 B 075		
C 000 M 065 Y 100 K 000	R 217 G 120 B 045		
C 000 M 000 Y 000 K 090	R 067 G 066 B 068		

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).

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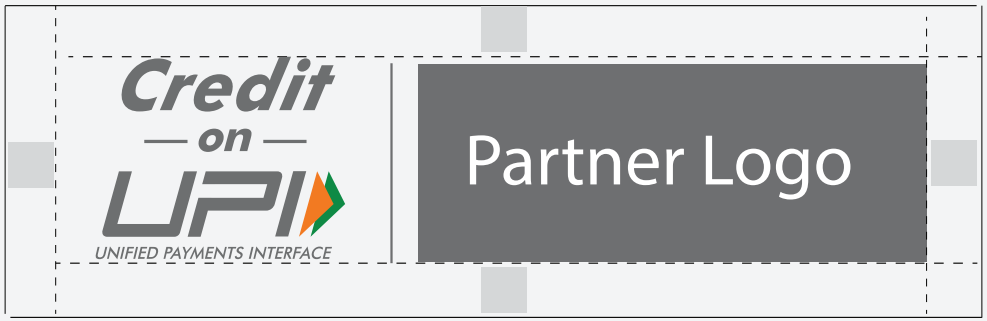
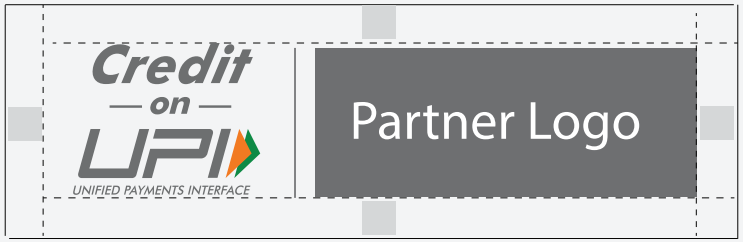
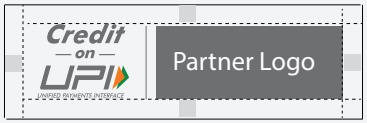
Print



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.

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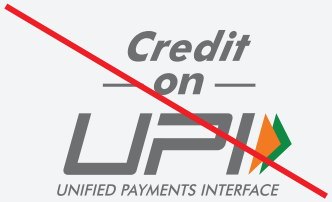

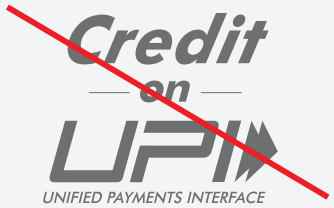

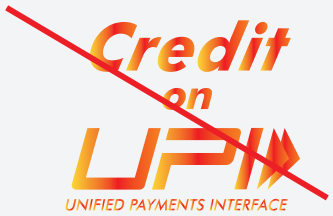

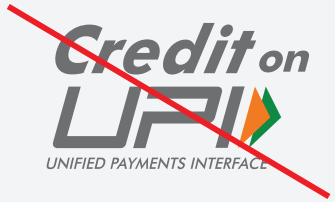

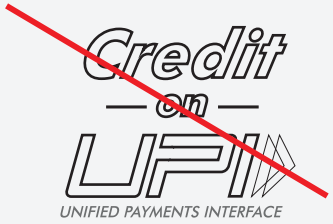

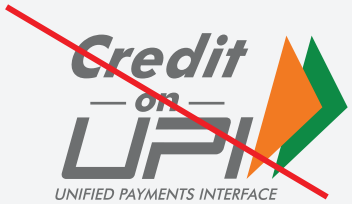

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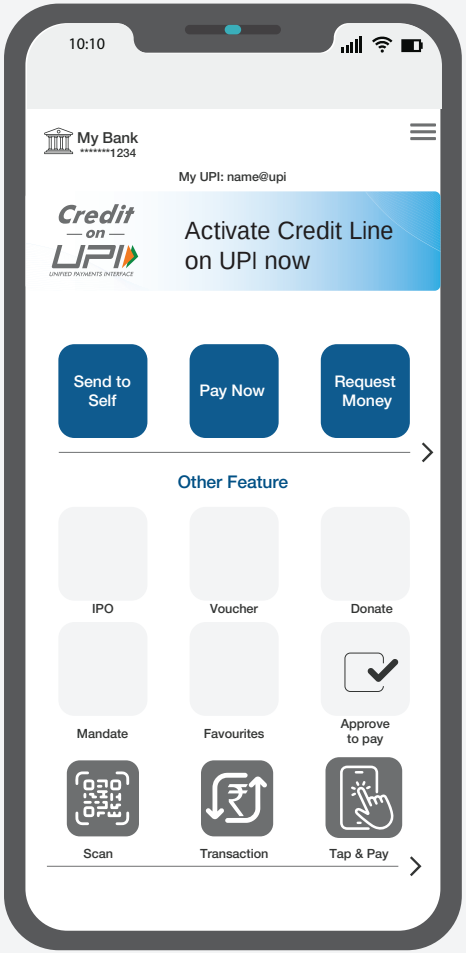
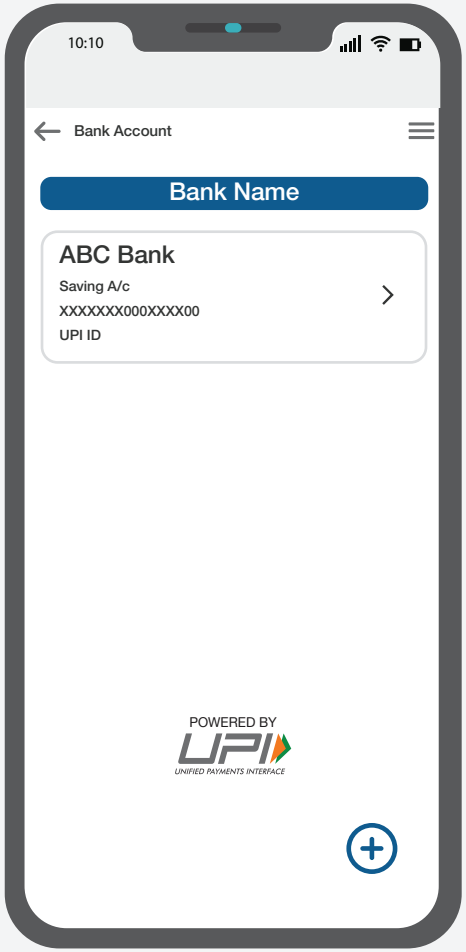
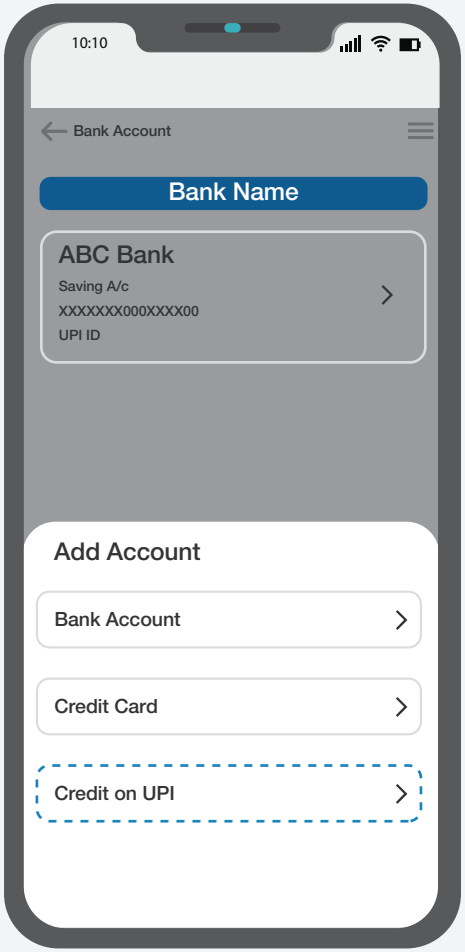
- How to enable



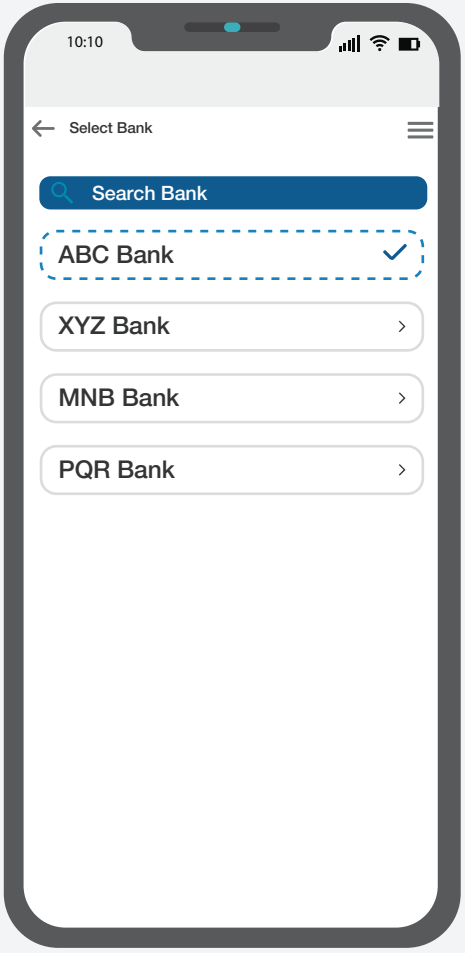
Click on Bank account



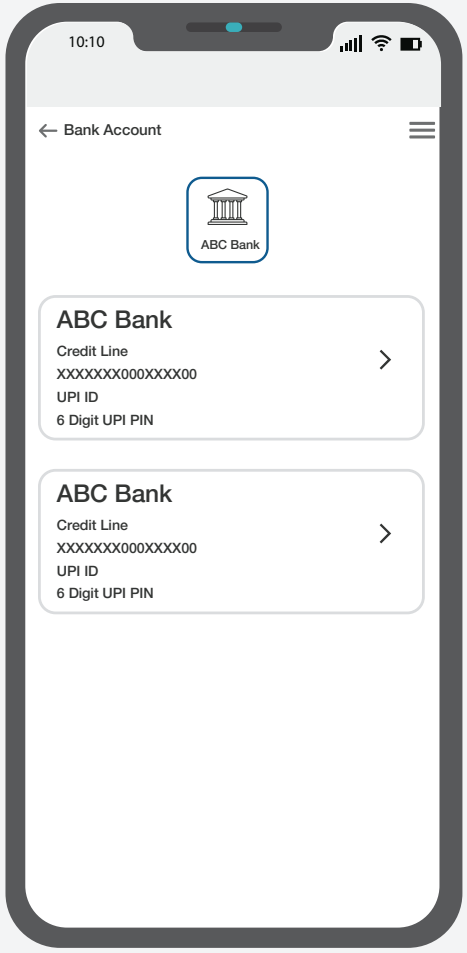
Add account



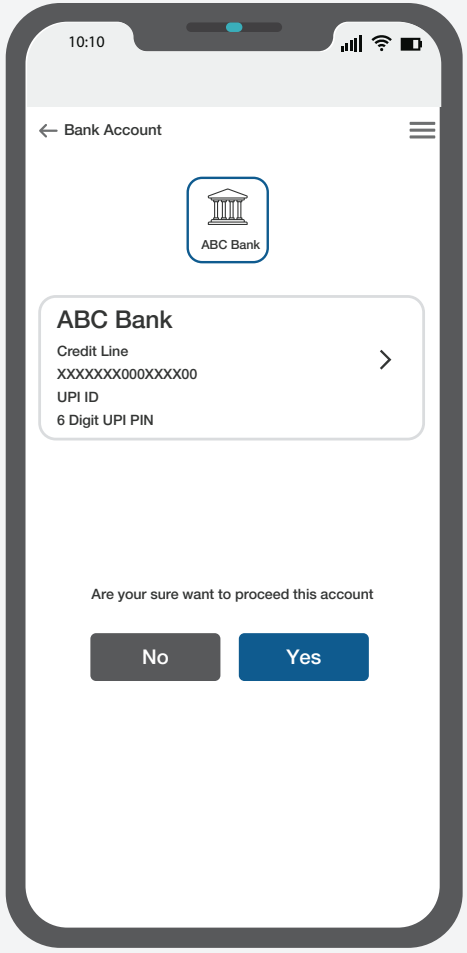
Select Credit on UPI



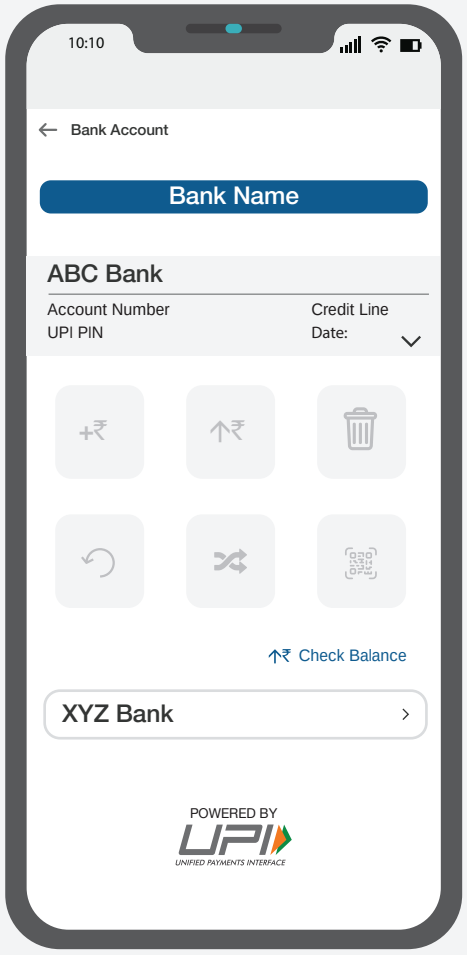
Select Issuer bank



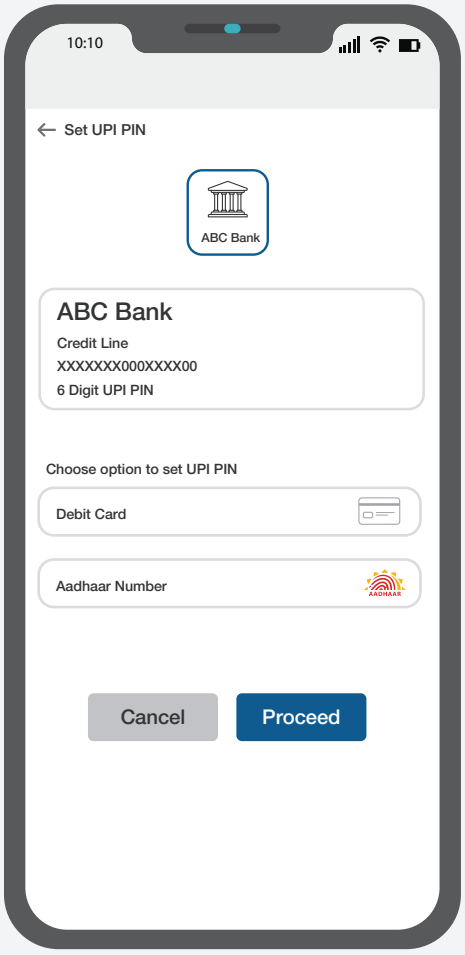
Credit on UPI account (mapped against mobile no.)



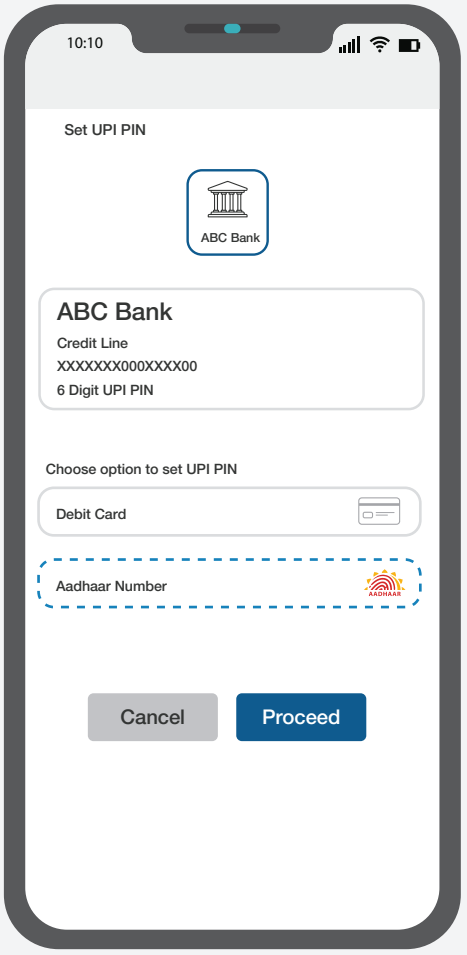
Select Credit on UPI Account & confirm



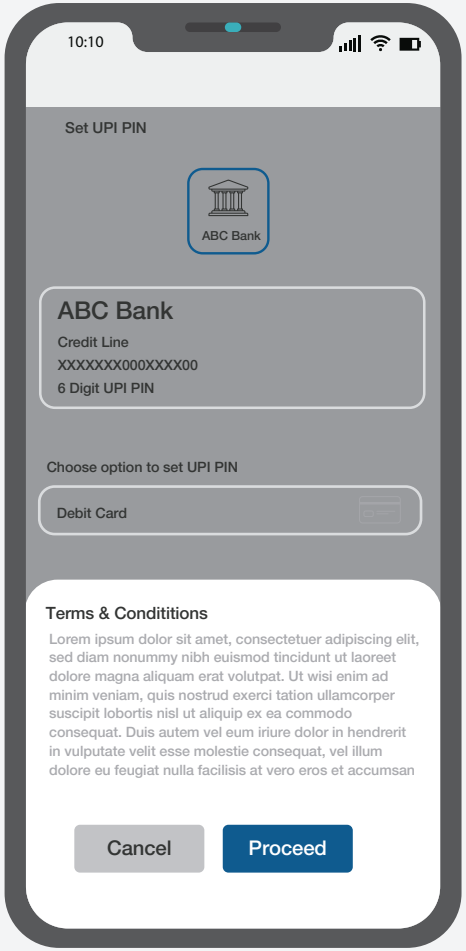
Credit on UPI account is added. UPI PIN is not set



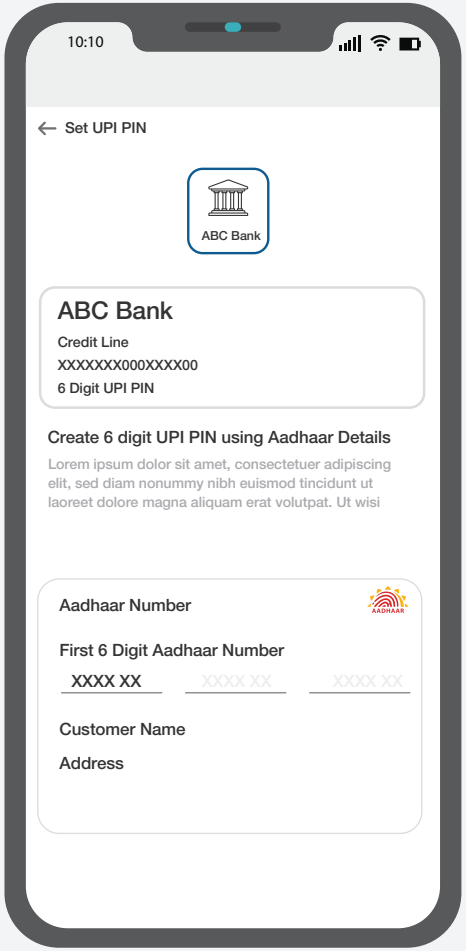
Setting up UPI PIN



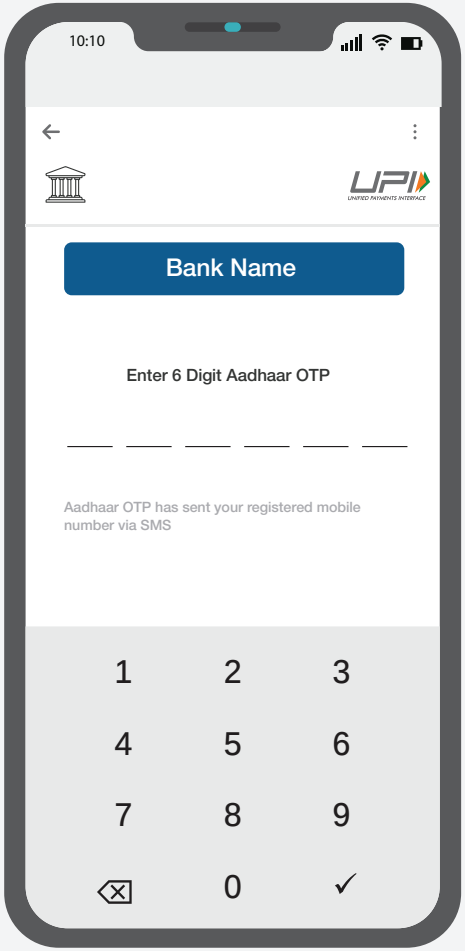
Select Aadhaar Number or Debbit Card



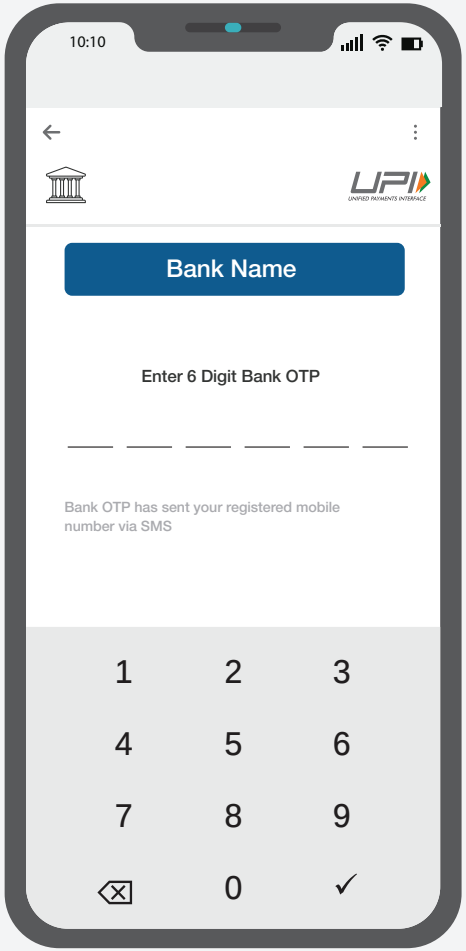
User provides consent



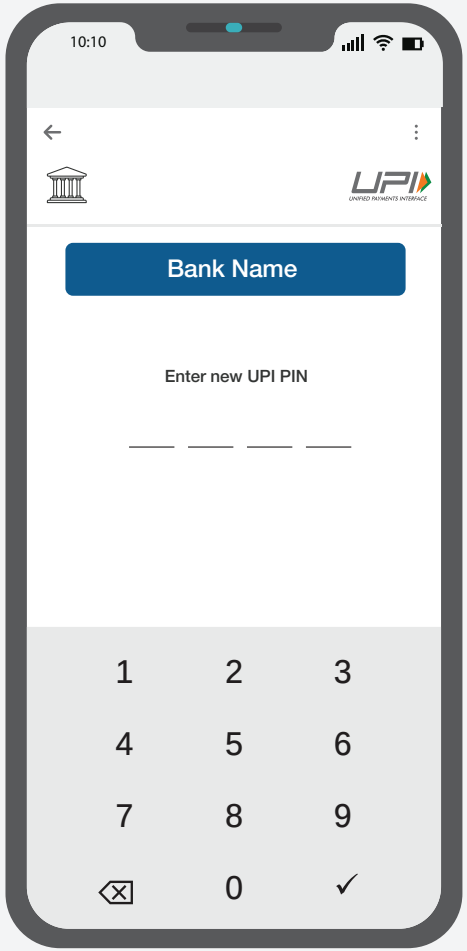
Enter first 6 digits



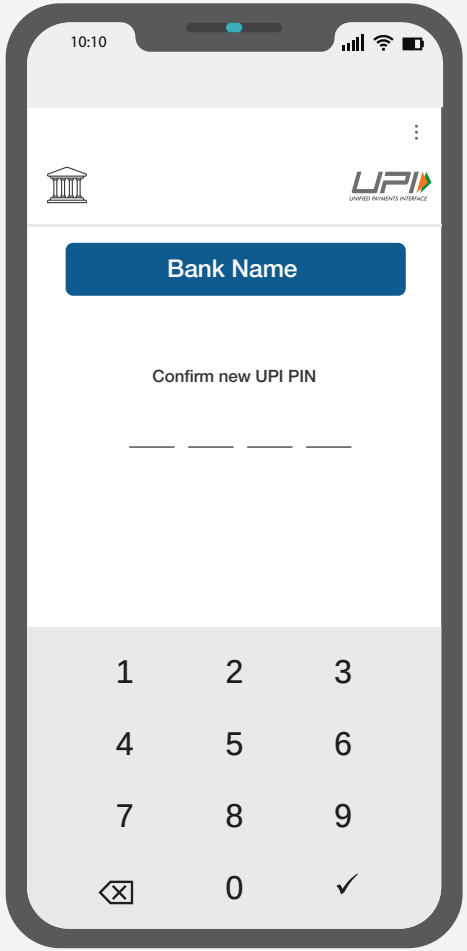
Enter 6 digits OTP received on Mobile number linked to Aadhaar number



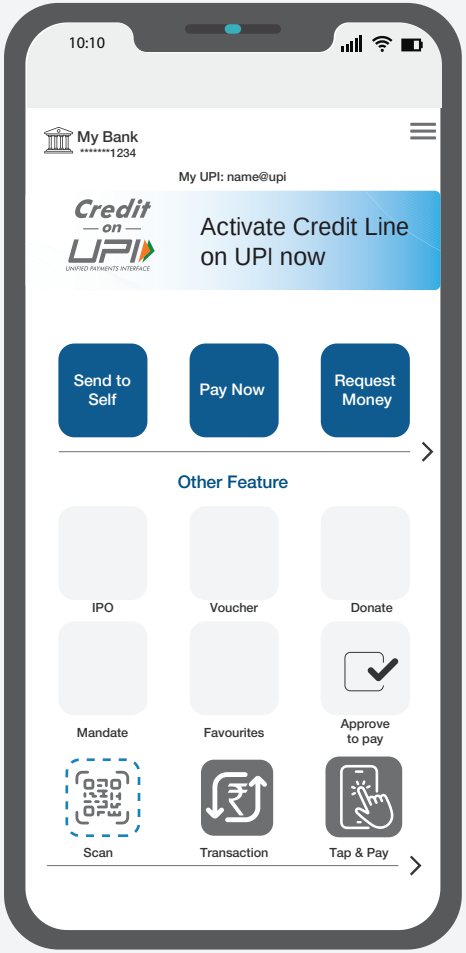
Enter 6 digits OTP sent by your Crdit on UPI Issuer bank



Enter new UPI PIN

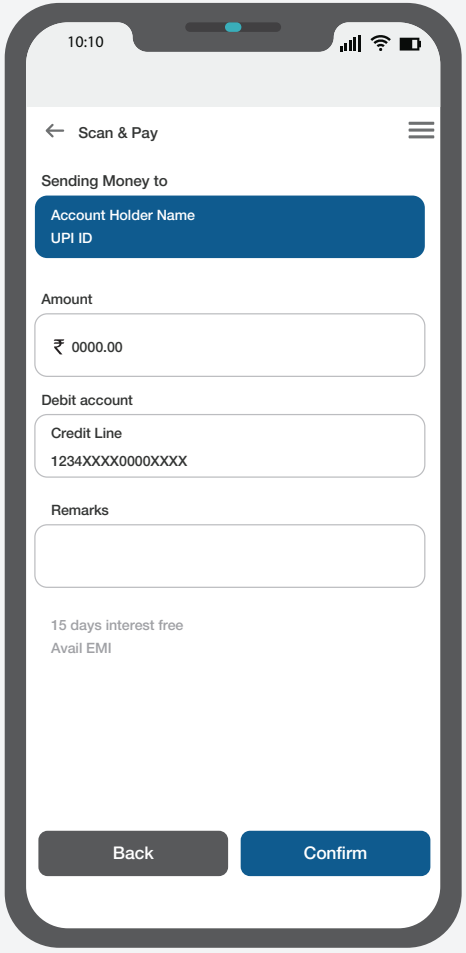


Confirm UPI PIN

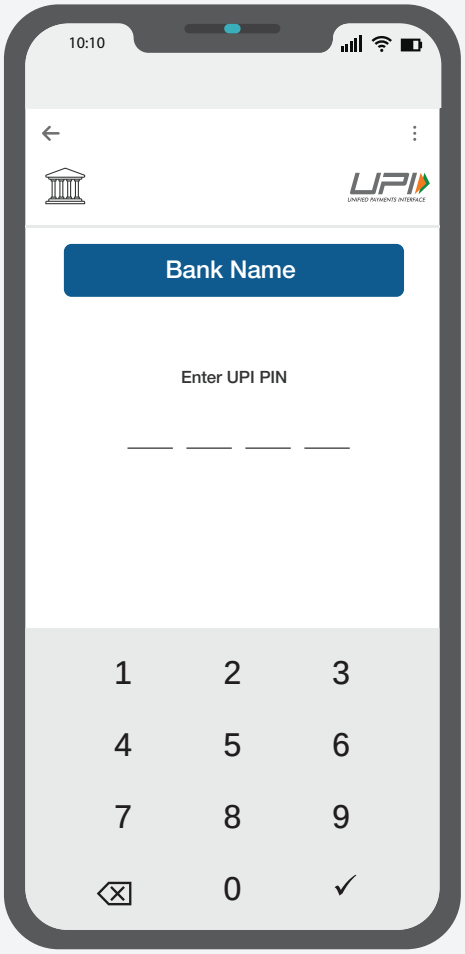


Login on BHIM Home Page

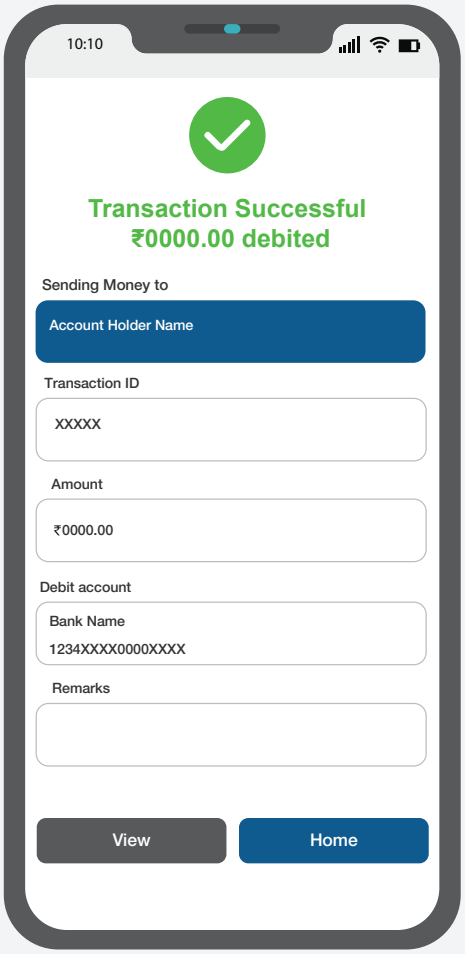
Scan QR



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



Enter UPI PIN to be complete transaction



Transaction successful

THANK YOU