



Brand Guideline



UPI-ATM

UPI – ATM can facilitate Interoperable Card Less Cash Withdrawal (ICCW), Interoperable Cardless Deposit (UPI - ICD) and Services.

Banks' customers who are live on UPI can withdraw cash from any participating bank's ATM (enabled for ICCW) without using their card.

Banks' customers who are live on UPI can deposit cash at any participating banks' Cash Recycler / Deposit Machine (enabled for UPI-ICD) without using their card. Customer can deposit cash in their own account or any other bank account (third party).

Features:-

Interoperable - This will enable customers of participating UPI issuer members to withdraw or deposit 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 For ICCW

There shall be amount limit of 10,000 per transaction

For UPI ICD

Limit is Limit is less than 50,000 per transaction.

The UPI-ICD transactions allowed to a customer shall be as per the limits defined by Bank.

Wider Reach

For UPI ICD, third party deposits using either of the below given Beneficiary's details

- Beneficiary's UPI Number (Mobile Number)
- Beneficiary's Virtual Payment Address (VPA)
- Beneficiary's Account Number & IFSC

The Logo & Colour

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

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

Normal Logo



Revese Logo



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



Digital

Partner Logo



UPI-ATM Reverse & Single color Logo

UPI ATM Reverse Logo



UPI ATM Single Color Logo



Note: In case ATM is enabled only for 'withdrawal' or for 'deposit & withdrawal' appropriate logo as given in page 2 can be used.

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

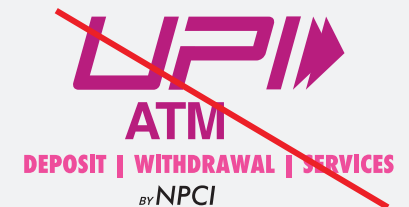
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

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.



Note: In case ATM is enabled only for 'withdrawal' or for 'deposit & withdrawal' appropriate logo as given in page 2 can be used.

COMMUNICATION GUIDELINES:

BANKS | PARTNERS | MERCHANTS (UPI ATM)

UPI-ATM Glass Door Branding

1- Following call out text can be used according to the ATM functionality:

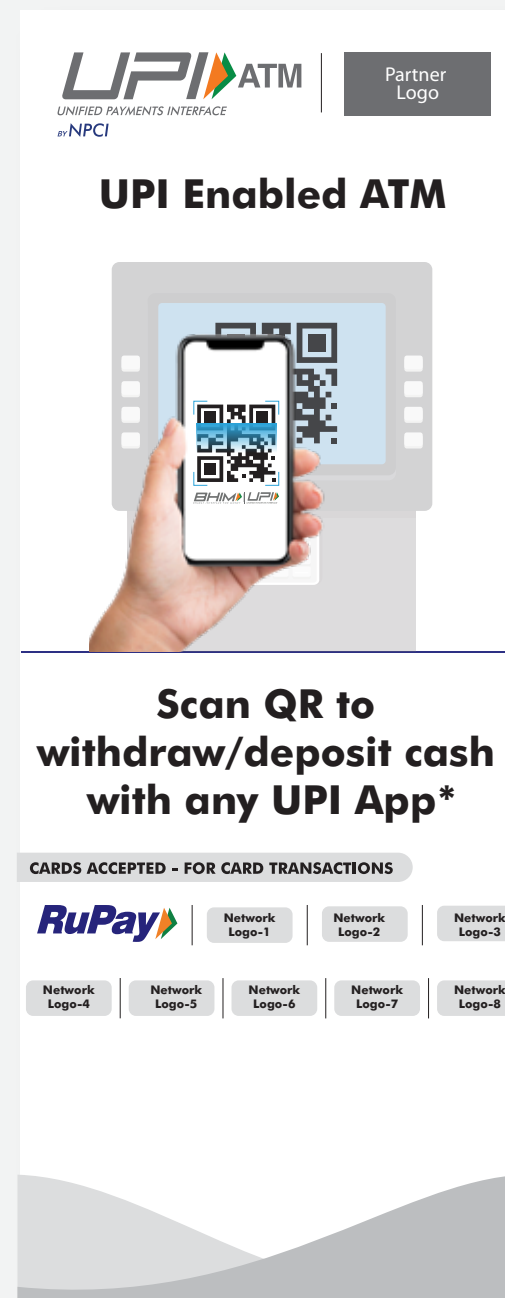
- For ATM accepting only Cash withdrawal with UPI: Scan QR to withdraw cash with any UPI App
- For ATM accepting only Cash deposit with UPI: Scan QR to deposit cash with any UPI App
- For ATM accepting both Cash deposit and withdrawal with UPI: Scan QR to withdraw/deposit cash with any UPI App

To ensure accessibility across diverse demographics, provision for call out text in regional languages are provided. Alternate call out texts in regional languages are mentioned in the next page.

2- All network logos must always be kept in 1:1 proportion relative to the height of the Network logos.

3- All ATM Decals and branding designs must be approved by NPCI before implementation.

- Send mail to upi.marketing@npci.org.in
- TAT for approval would be 3 working days



Template for Glass door branding

UPI-ATM Glass Door Branding (Call out text for regional languages)

Following are the call out text in regional languages which can be used in replacement of call out text in English:

S.No	Language	Text
1	Assamese	এই এটিএমত ইউপিআই চলে। যিকোনো ইউপিআই এপ ব্যৱহাৰ কৰি কিউআৰ স্কেন কৰি নগদ উলিয়াওক বা জমা কৰক
2	Bengali	এই এটিএমে ইউপিআই চলে। যেকোনো ইউপিআই অ্যাপ দিয়ে কিউআৰ স্ক্যান কৰে নগদ তুলুন বা জমা কৰুন
3	Gujarati	આ એટીએમ પર યુપીઆઈ ચાલે છે। કોઈપણ યુપીઆઈ એપથી ક્યૂઆર સ્કેન કરીને રોકડ ઉપાડો અથવા જમા કરો
4	Hindi	इस एटीएम पर यूपीआई चलता है। किसी भी यूपीआई ऐप से क्यूआर स्कैन करके नकद निकालें या जमा करें
5	Kannada	ಈ ಎಟಿಎಂನಲ್ಲಿ ಯುಪಿಐ ಕೆಲಸ ಮಾಡುತ್ತದೆ ಯಾವುದೇ ಯುಪಿಐ ಆಪ್ ಬಳಸಿ ಕ್ಯೂಆರ್ ಸ್ಕ್ಯಾನ್ ಮಾಡಿ ನಗದು ತೆಗೆಯಿರಿ ಅಥವಾ ಠೇವಣಿ ಮಾಡಿ
6	Malayalam	ഈ എടിഎമ്മിൽ യുപിഐ പ്രവർത്തിക്കും ഏത് യുപിഐ ആപ്ലിംഗ് ഉപയോഗിച്ച് ക്യൂആർ സ്കാൻ ചെയ്ത് പണം പിൻവലിക്കുകയോ നിക്ഷേപിക്കുകയോ ചെയ്യും
7	Odia	ଏହି ଏଟିଏମରେ ୟୁପିଆଇ ଚାଲେ ଯେକୌଣସି ୟୁପିଆଇ ଆପ୍ ବ୍ୟାବହାର କ୍ଲିକ୍ କରି ନଗଦ ଉଠାନ୍ତୁ କିମ୍ବା ଜମା କରନ୍ତୁ
8	Punjabi	ਇਸ ਏਟੀਐਮ 'ਤੇ ਯੂਪੀਆਈ ਚੱਲਦੀ ਹੈ ਕਿਸੇ ਵੀ ਯੂਪੀਆਈ ਐਪ ਨਾਲ ਕ੍ਰਿਊਆਰ ਸਕੈਨ ਕਰਕੇ ਨਕਦ ਕੱਢੋ ਜਾਂ ਜਮ੍ਹਾਂ ਕਰੋ
9	Tamil	இந்த ஏடிஎமில் யுபிஐ வேலை செய்யும் எந்த யுபிஐ ஆப்பையும் பயன்படுத்தி க்யூஆர் ஸ்கேன் செய்து பணத்தை பெறவும் அல்லது செலுத்தவும் முடியும்
10	Telugu	ఈ ఏటీఎంలో యూపీఐ పనిచేస్తుంది ఏ యూపీఐ యాప్‌తోనైనా క్యూఆర్ స్కాన్ చేసి నగదు ఉపసంహరించండి లేదా జమ చేయండి

UPI-ATM Sticker

1- Following call out text can be used according to the ATM functionality:

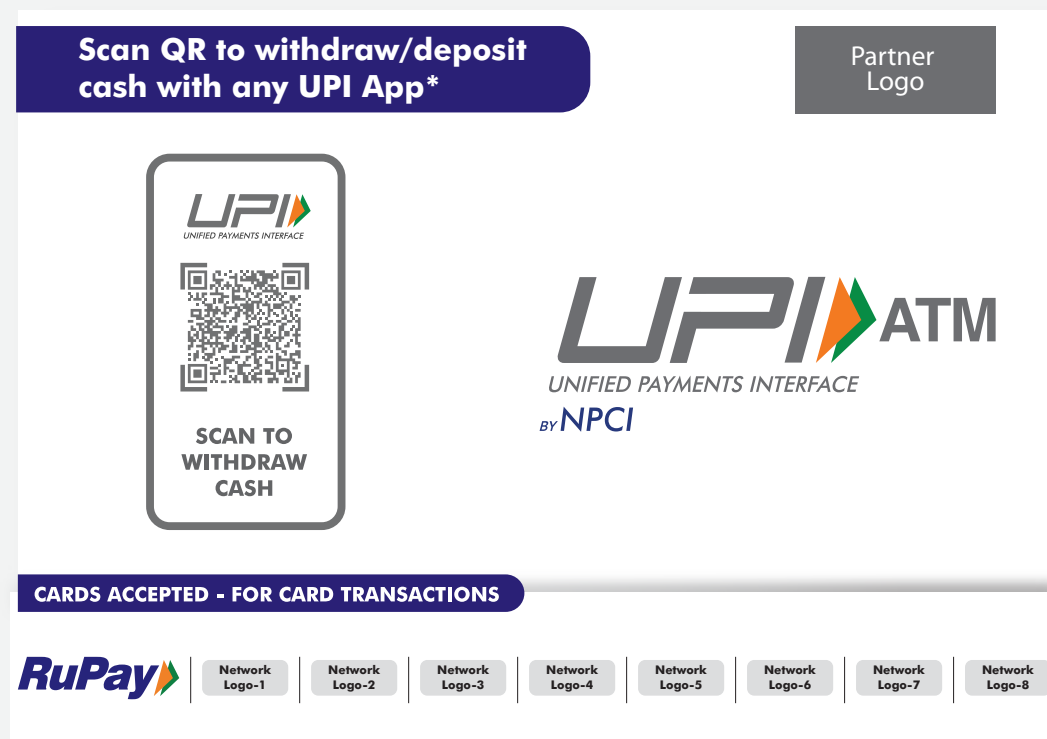
- For ATM accepting only Cash withdrawal with UPI: Scan QR to withdraw cash with any UPI App
- For ATM accepting only Cash deposit with UPI: Scan QR to deposit cash with any UPI App
- For ATM accepting both Cash deposit and withdrawal with UPI: Scan QR to withdraw/deposit cash with any UPI App

To ensure accessibility across diverse demographics, provision for call out text in regional languages are provided. Alternate call out texts in regional languages are mentioned in the next page.

2- All network logos must always be kept in 1:1 proportion relative to the height of the Network logos.

3- All ATM Decals and branding designs must be approved by NPCI before implementation.

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- TAT for approval would be 3 working days



Template for UPI-ATM Sticker

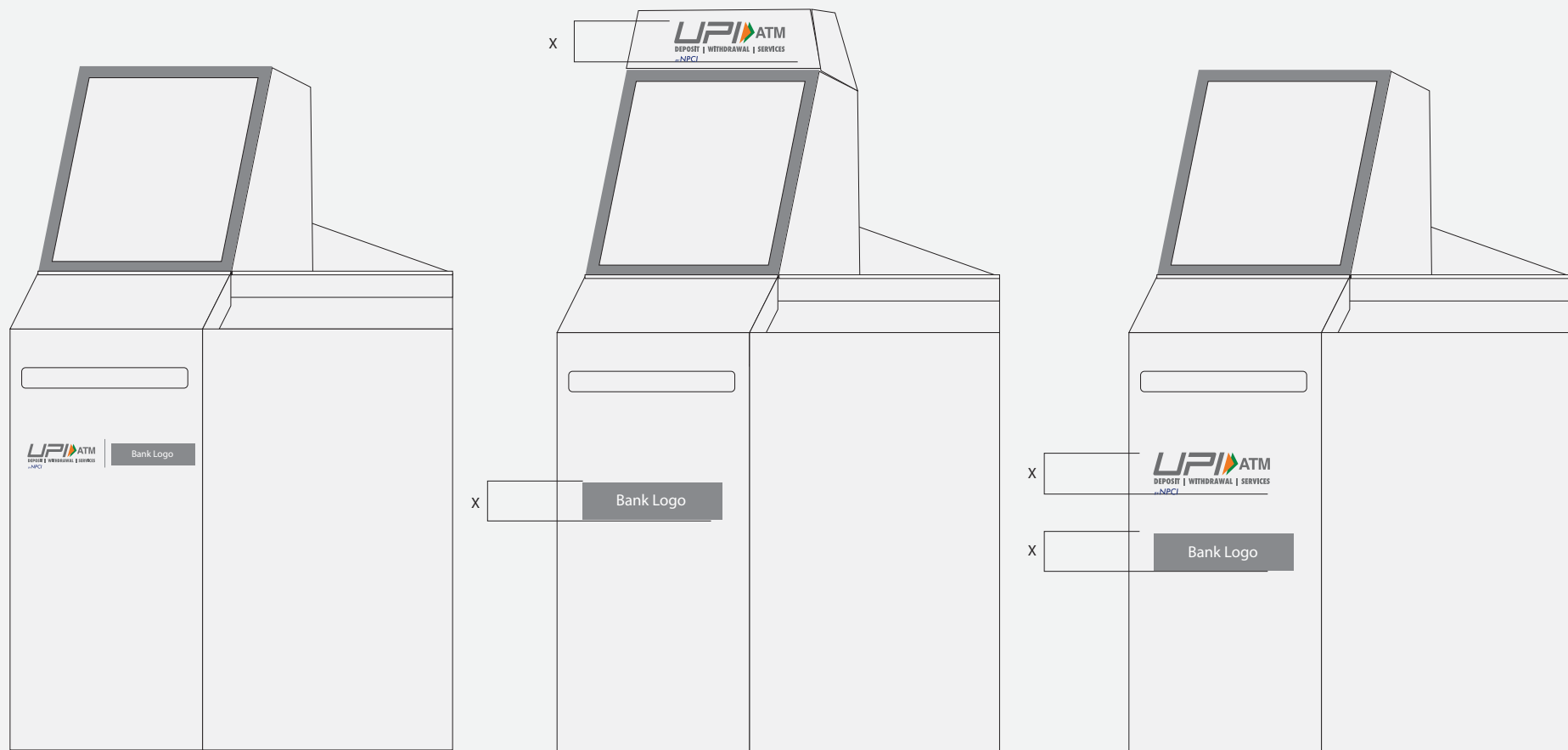
*The objective of the ATM sticker is to inform consumers that the ATM is UPI-enabled and allows cash withdrawal and deposit via UPI. Accordingly, greater prominence has been given to the UPI ATM logo. As the ATM already carries prominent partner branding, the partner logo has been positioned as a secondary logo in the sticker design.

UPI-ATM Sticker (Call out text for regional languages)

Following are the call out text in regional languages which can be used in replacement of call out text in English:

S.No	Language	Text
1	Assamese	যিকোনো ইউপিআই এপ ব্যৱহাৰ কৰি কিউআৰ স্কেন কৰি নগদ উলিয়াওক বা জমা কৰক
2	Bengali	যেকোনো ইউপিআই অ্যাপ দিয়ে কিউআৰ স্ক্যান কৰে নগদ তুলুন বা জমা কৰুন
3	Gujarati	કોઈપણ યુપીઆઈ એપથી ક્યૂઆર સ્કેન કરીને રોકડ ઉપાડો અથવા જમા કરો
4	Hindi	किसी भी यूपीआई ऐप से क्यूआर स्कैन करके नकद निकालें या जमा करें
5	Kannada	ಯಾವುದೇ ಯುಪಿಐ ಆಪ್ ಬಳಸಿ ಕ್ಯೂಆರ್ ಸ್ಕ್ಯಾನ್ ಮಾಡಿ ನಗದು ತೆಗೆಯಿರಿ ಅಥವಾ ಠೇವಣಿ ಮಾಡಿ
6	Malayalam	ഏത് യുപിഐ ആപ്റ്റും ഉപയോഗിച്ച് ക്വുആർ സ്കാൻ ചെയ്ത് പണം പിൻവലിക്കുകയോ നിക്ഷേപിക്കുകയോ ചെയ്യാം
7	Odia	ଯେକୌଣସି ୟୁପିଆଇ ଆପ୍ ବ୍ୟବହାର କ୍ବୁଆର୍ ସ୍କାନ କରି ନଗଦ ଉଠାନ୍ତୁ କିମ୍ବା ଜମା କରନ୍ତୁ
8	Punjabi	ਕਿਸੇ ਵੀ ਯੂਪੀਆਈ ਐਪ ਨਾਲ ਕ੍ਰਿਊਆਰ ਸਕੈਨ ਕਰਕੇ ਨਕਦ ਕੱਢੋ ਜਾਂ ਜਮ੍ਹਾਂ ਕਰੋ
9	Tamil	எந்த யுபிஐ ஆப்பையும் பயன்படுத்தி க்யூஆர் ஸ்கேன் செய்து பணத்தை பெறவும் அல்லது செலுத்தவும் முடியும்
10	Telugu	ఏ యూపీఐ యాప్‌తోనైనా క్యూఆర్ స్కాన్ చేసి నగదు ఉపసంహరించండి లేదా జమ చేయండి

UPI-ATM Cover-up



Note: In case ATM is enabled only for 'withdrawal' or for 'deposit & withdrawal' appropriate logo as given in page 2 can be used.

Home Screen

Every ATM Screen to display 'UPI Cash Withdrawal' option on the home screen at the bottom right (FDK Key) for standardization. In case it is already in use and cannot be changed, it can be displayed on top right (FDK Key).

Similarly, for 'UPI Cash Deposit' option on the home screen, at the bottom left (FDK Key) for standardization. In case it is already in use and cannot be changed, it can be displayed on top left (FDK Key).



Screen 1 - With FDK

Home Screen

For ATMs where UPI Cash Withdrawal, UPI Cash Deposit and additional Value-Added services are available, the ATM home screen to have two large icons indicating Cash Withdrawal on the left side and Cash Deposit on the right side.

Further the services shall be made available in scrollable fashion below the Cash Withdrawal and Cash Deposit Services. Each scroll to allow a minimum of 3 services and maximum of 4 services.

Further All Services icon to be made available to allow the customer to check on all the services including Cash Withdrawal and Cash deposit on a single click.

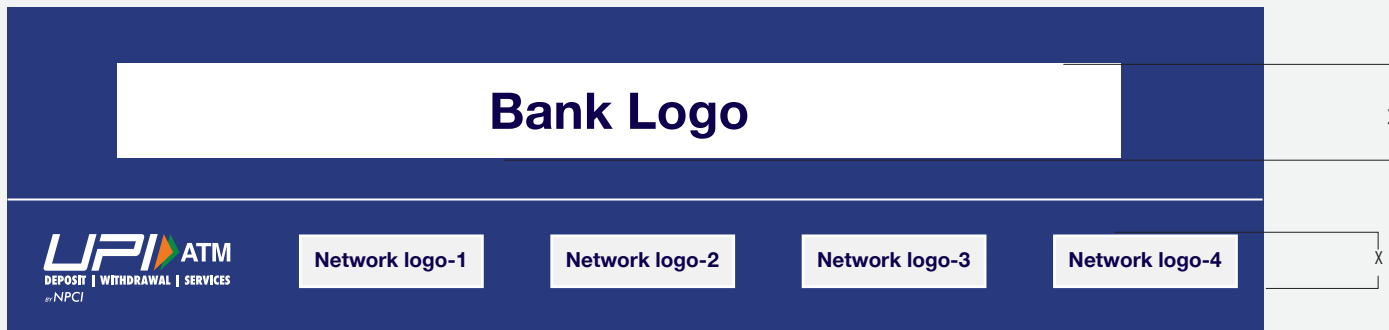


Screen 1 - Without FDK

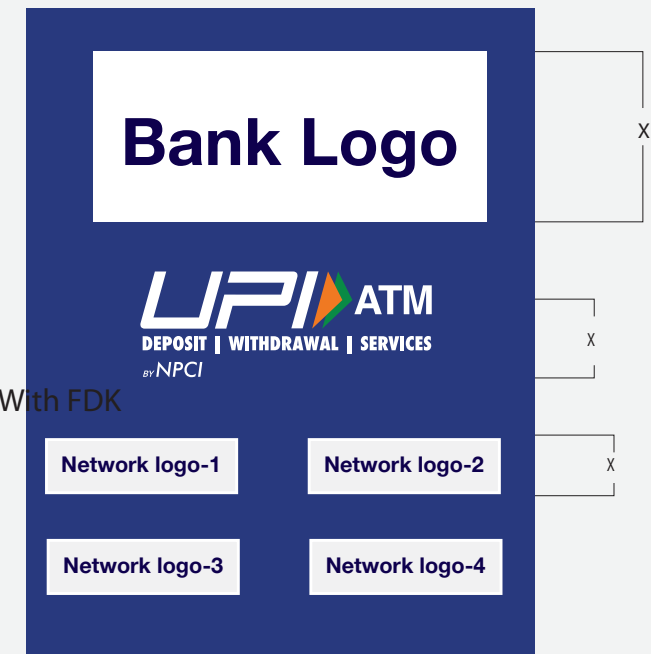
UPI-ATM Signage

Usage of UPI-ATM 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.



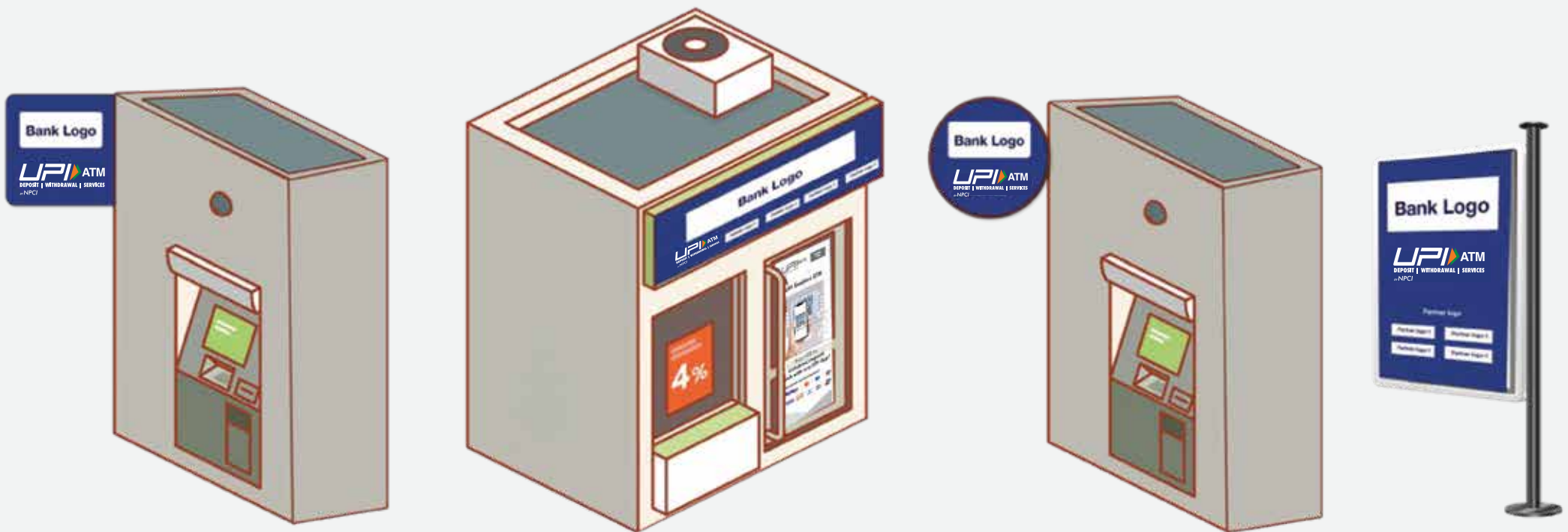
Screen 1 - With FDK



Note: In case ATM is enabled only for 'withdrawal' or for 'deposit & withdrawal' appropriate logo as given in page 2 can be used.

UPI-ATM Signage Reference

ATM Booth



Note: In case ATM is enabled only for 'withdrawal' or for 'deposit & withdrawal' appropriate logo as given in page 2 can be used.

Thank You