



*UNIFIED PAYMENTS INTERFACE*  
**CASH POINT**

**Brand Guideline**

## What is UPI CASH POINT

UPI Cash Point allows any user with a smartphone to withdraw cash directly from their bank account at their nearest Bank Mitra / Business Correspondent outlet.

Users simply need to scan the UPI QR at the Bank Mitra / Business Correspondent outlet and pay via UPI. Cash is instantly handed over.



## The Logo & Colour

The logo is derived from the UPI and NPCI brand elements.

The word 'UPI Cash Point' 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 Cash Point 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.

Partner logos must always be kept in 1:1 proportion relative to the height of the UPI Cash Point.

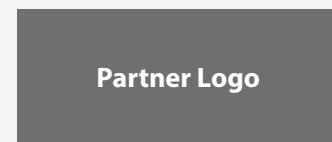
Digital: In case of the digital communication, the size of the logo should not be less than 40 pixels in width and its corresponding height.

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).

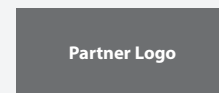
Print



Digital



App



## Partner

Every piece of communication that goes to the customer from Merchants/ Partners/Banks acts as a medium of identity and hence it is important to maintain uniformity with respect to design. Kindly follow the proportions illustrated here with respect to all UPI Cash Point communications.

The sizes of the UPI Cash Point logo unit must be equivalent to the size of the Bank logos, matched by height only, with the Partner logo placed before the UPI Cash Point logo. If the Partner logo is horizontally longer, it can be placed above the UPI Cash Point logo within the same dimensions.

Partner Logo



UPI CASH POINT Logo



## Improper Usage

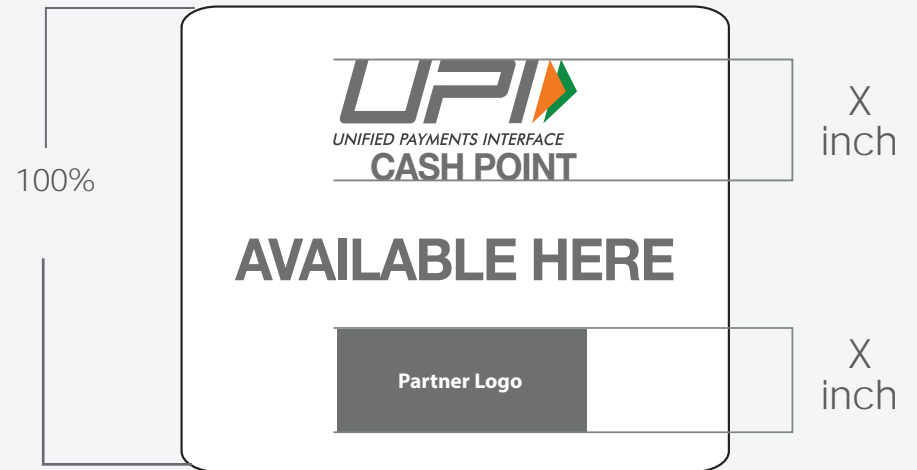
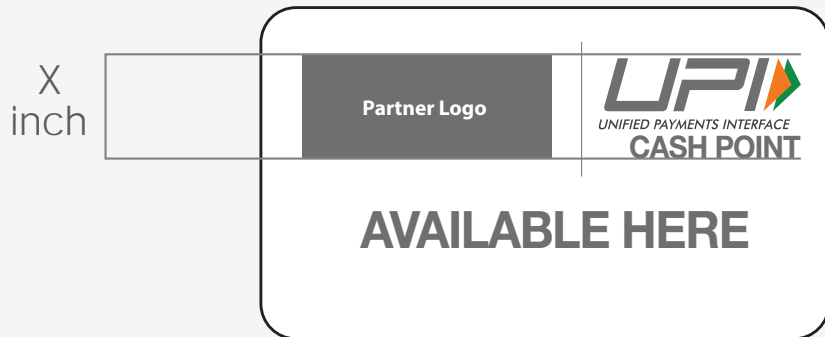
The unit needs to be properly used as stated in the previous slides. Usage of any other mnemonic, icon, visual or graphic element even for representational purposes are strictly prohibited. Here are some representation examples of how not to use the unit.



# COMMUNICATION GUIDELINES:

# UPI CASH POINT - STICKER DESIGN

A Partner must use UPI Cash Point logo in all of its communication regarding UPI Cash Point and the size of the UPI Cash Point logo unit must be same as the size of the partner logo unit, matched by height only.



# UPI CASH POINT - POSTER DESIGN

A Partner must use UPI Cash Point logo in all of its communication regarding UPI Cash Point and the size of the UPI Cash Point logo unit must be same as the size of the partner logo unit, matched by height only.

X  
inch

Partner Logo



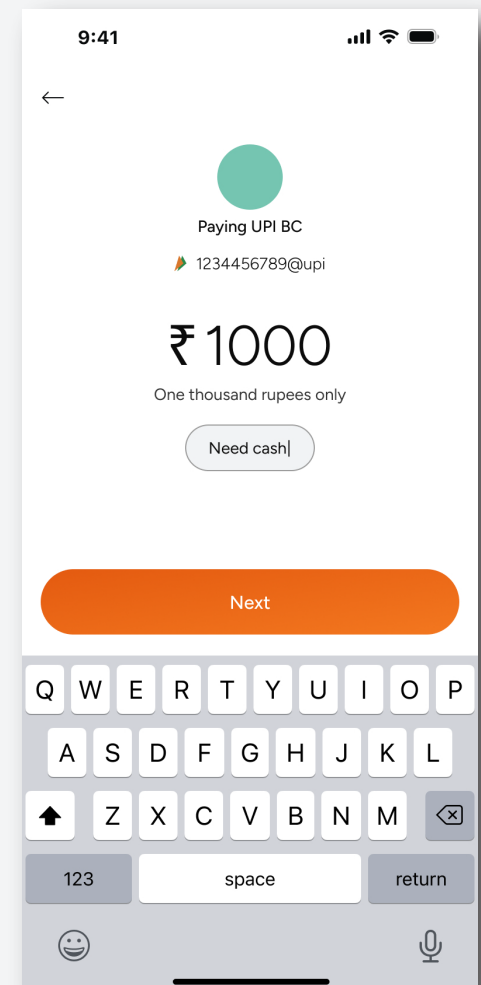
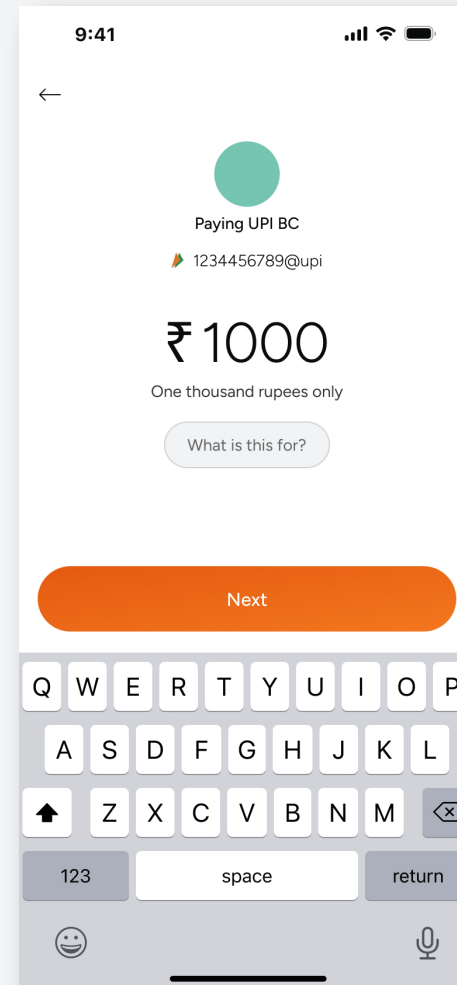
X  
inch



# SCAN AND PAY JOURNEY

User journey must follow the extant brand guidelines for UPI Scan and Pay journey as showed in the exhibit.

Powered by UPI Logo must be placed at the bottom center of the screen at all places where UPI API's are being called

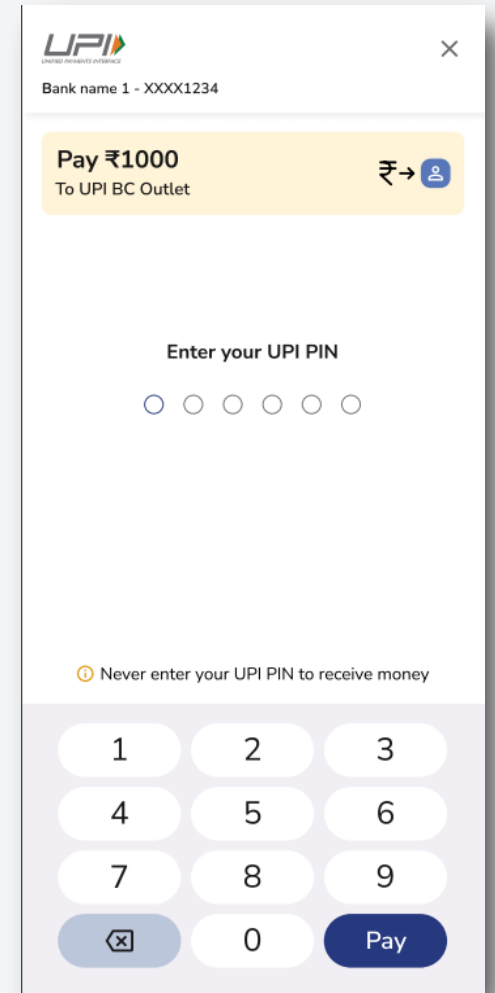
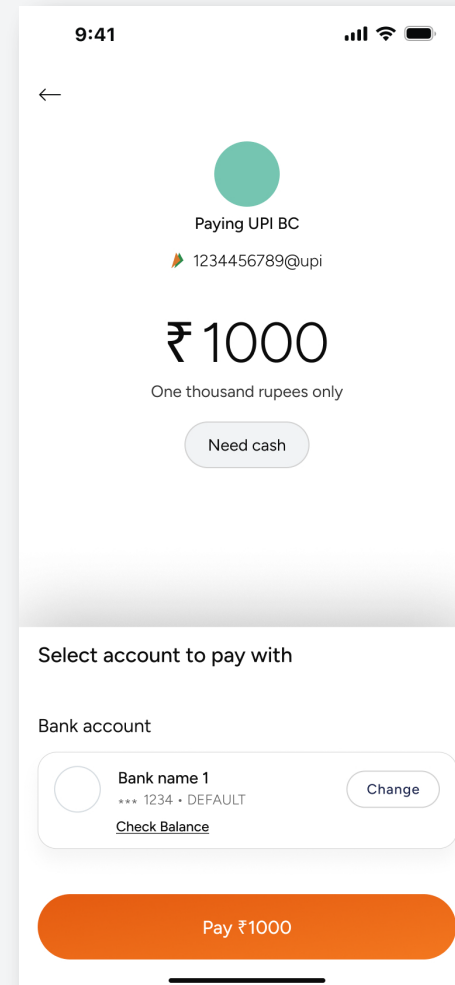


\*The screens presented are indicative and may vary based on the app's specific UI/UX implementation

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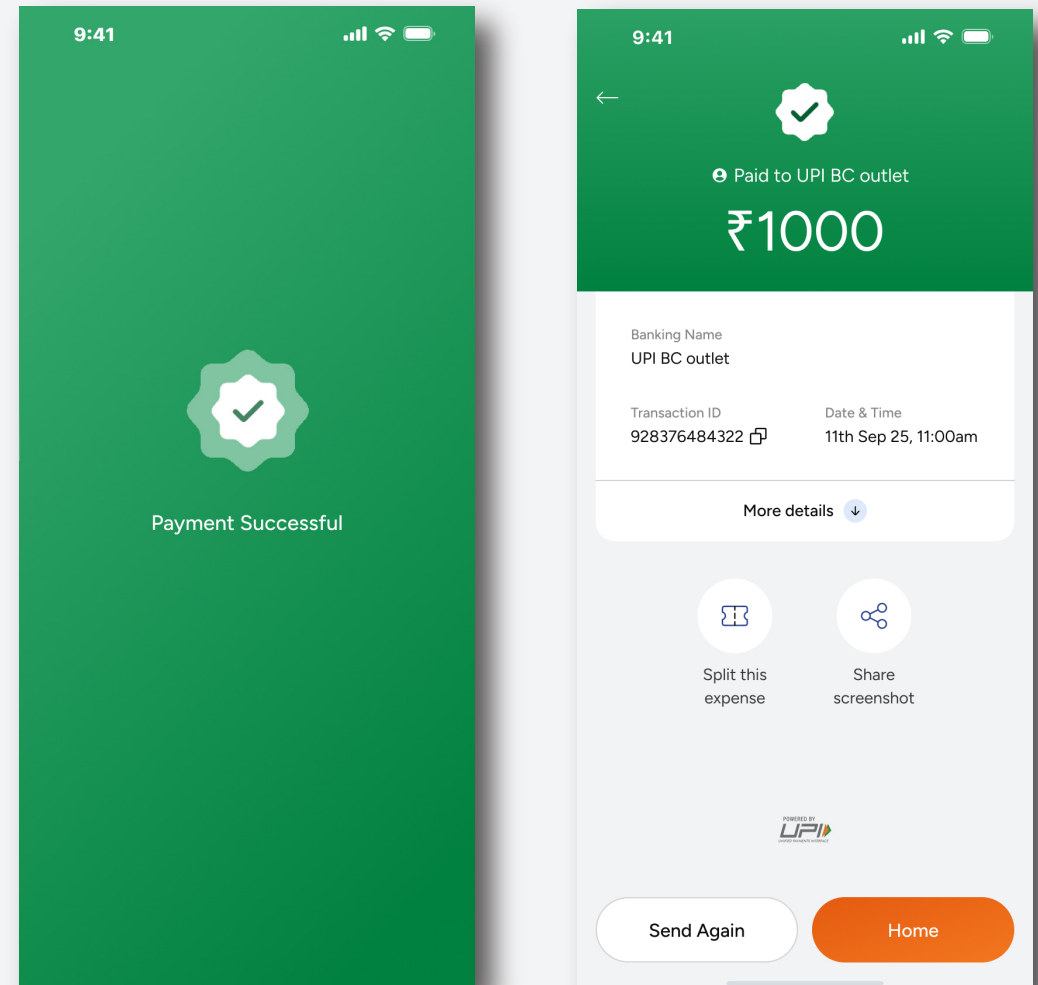


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**THANK YOU**