

UPI
UNIFIED PAYMENTS INTERFACE
CIRCLE

GUIDELINES

Table of Content

The required logos or logo unit can be downloaded
from the Media Contact section on the NPCI website
Direct Link: <https://www.npci.org.in/npci-in-news/media-contact>

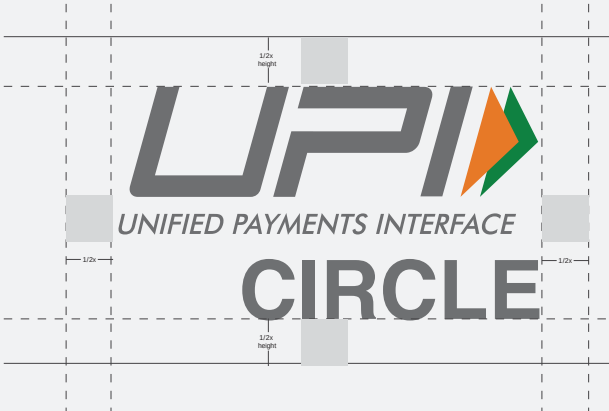
If after reading the branding guidelines, you still
haven't found the answer to your query,
please contact us on: **brand@npci.org.in**

About UPI CIRCLE

UPI CIRCLE is a flagship feature in UPI (Unified Payments Interface) where UPI users can delegate to their added secondary users and devices with or without limit authorization.

The Logo & Colour

The logo is derived from the UPI and NPCI brand elements.
The word 'UPI CIRCLE ' 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
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The Logo Size

Usage of UPI CIRCLE 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



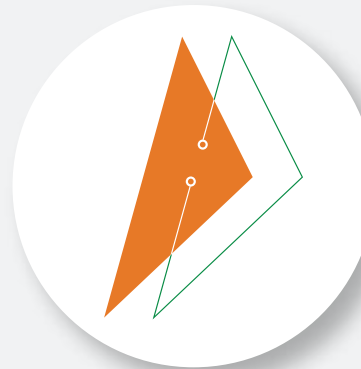
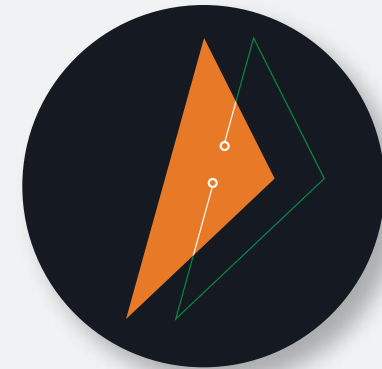
Apps



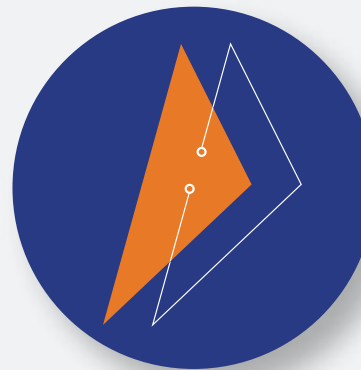
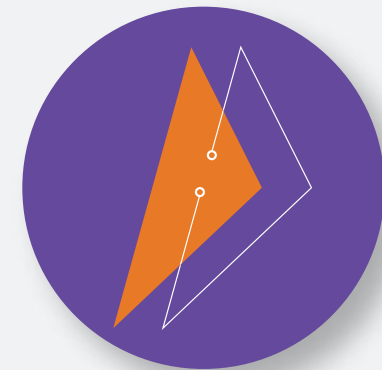
UPI CIRCLE Icon usage

UPI CIRCLE icon usage on different background colors of apps

Original FastForward



Single color FastForward



Fonts

The official typeface for UPI CIRCLE 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

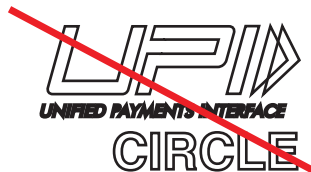
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

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

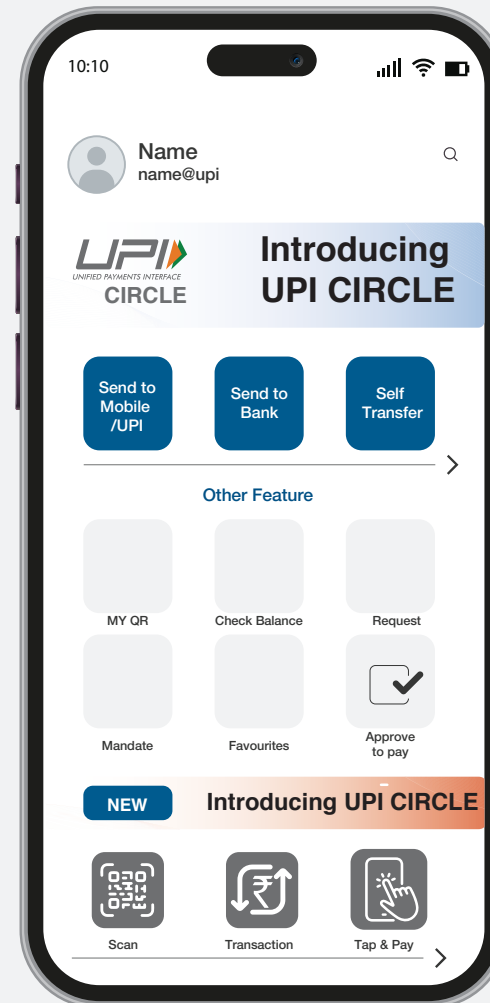
The unit needs to be properly used as stated in the previous slides. Usage of any other mnemonic, icon, visual or graphic element even for representational purposes are strictly prohibited. Here are some representation examples of how not to use the unit.



UPI CIRCLE - Homepage

Homepage

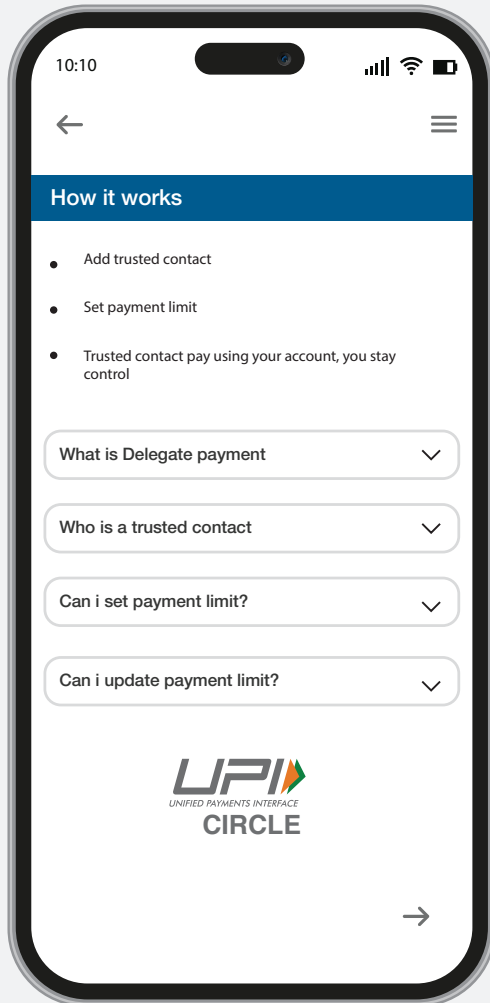
During the consumer journey, UPI CIRCLE logo needs to be displayed at the following:
Also, while enabling UPI CIRCLE overview should be provided which describes the features and how to use UPI CIRCLE



UPI Homepage

**UPI CIRCLE - Sending linking request
to secondary**

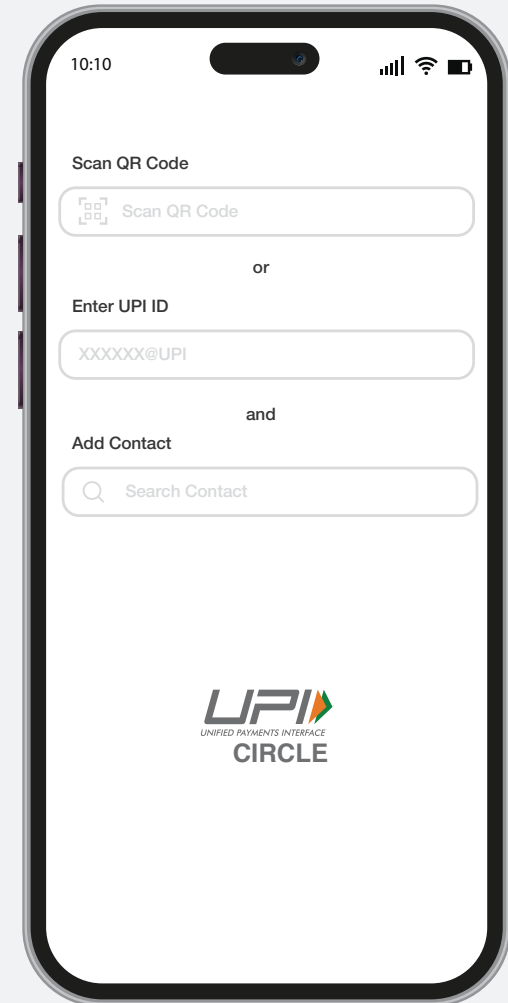
Adding the Secondary



Overview of UPI CIRCLE



UPI CIRCLE Homepage



Add secondary

Creating authorization for secondary

10:10

← Add trusted secondary

Name (1st)
name@upi

Do you want to set payment limit?

Yes, Set payment limit

✓ ₹ 000.00

No, Don't Set payment limit

✗ ₹ 000.00

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CIRCLE

☒ Terms & Conditions

Set payment limit →

Choose to set limits

10:10

← Add trusted secondary

Name (1st)
name@upi

Payment Limit upto ₹ 00,000.00

Yes, Set payment limit

✓ ₹ 0,000.00

End Date

DD/MM/YYYY

₹ 0,000.00 ₹ 0,000.00 ₹ 00,000.00

Bank Name

Debit account ▼

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CIRCLE

Confirm →

Set authorization limits

10:10

Request sent

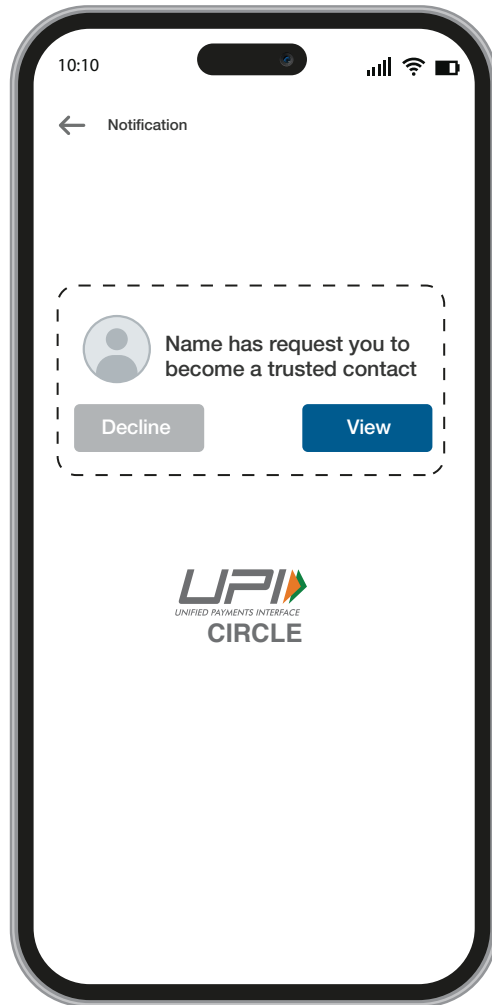
Name
name@upi
Pending

View Details →

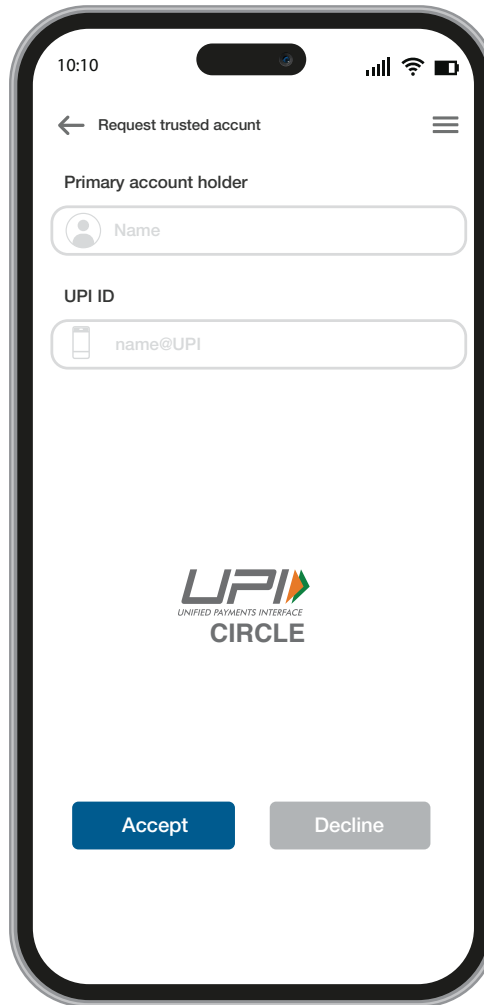
Request sent to secondary

**UPI CIRCLE - Accepting linking request
by secondary**

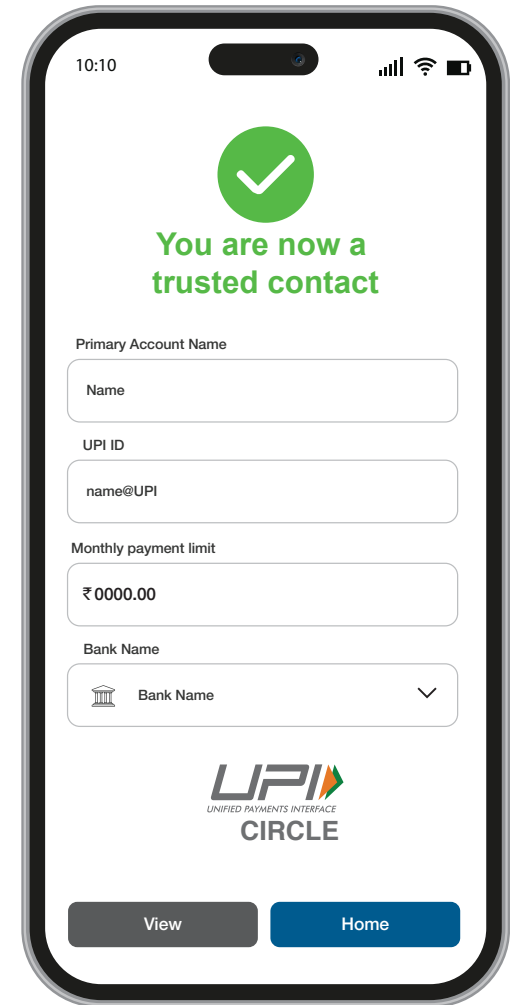
Accepting linking request



Linking request notification



Accept/ Decline linking request



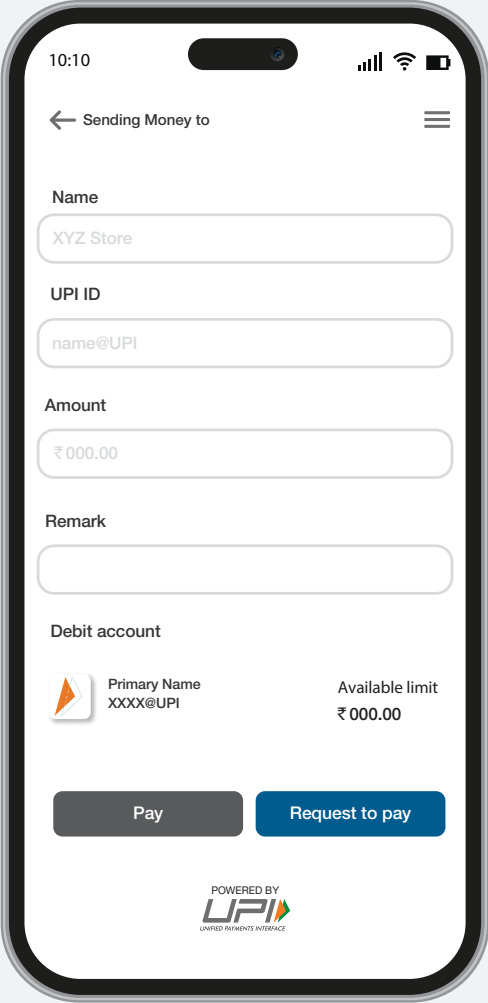
Linking confirmation

**UPI CIRCLE - Payment by secondary using
authorization (Full Delegation)**

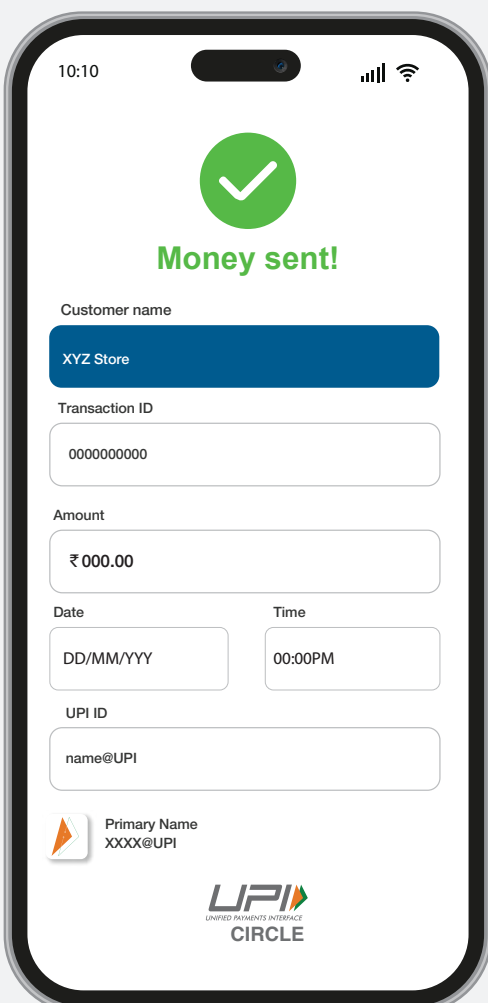
Payment by secondary using authorization



Scan QR



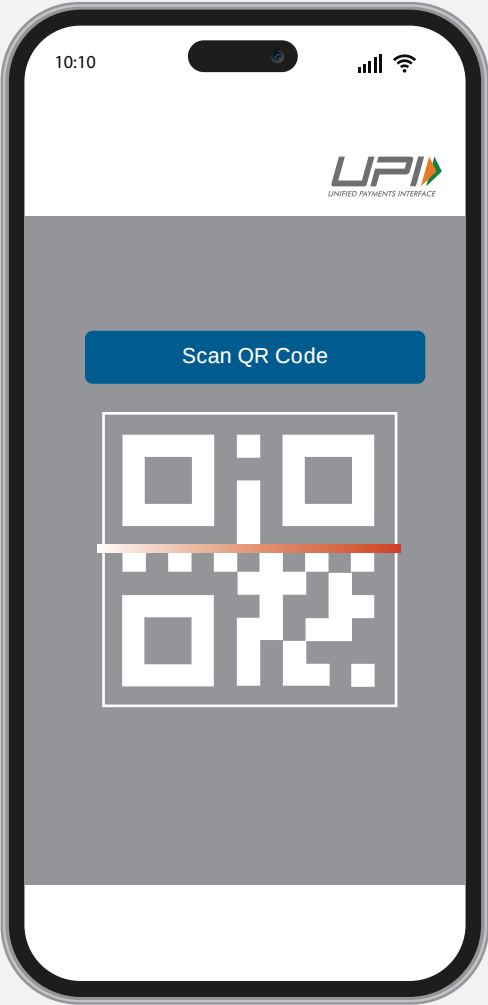
Add transaction details and pay with authorization



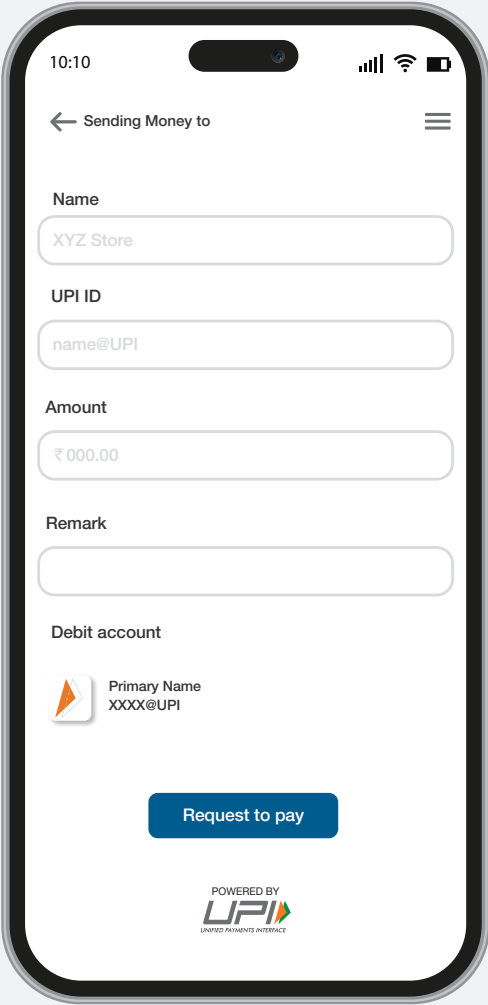
Transaction success confirmation

**UPI CIRCLE - Secondary requesting primary
for payment (Partial Delegation)**

Secondary requesting primary for payment



Scan QR



Add transaction details
and request primary to pay

Secondary requesting primary for payment

10:10

← Sending Money to

Primary account

XYZ Store

UPI ID

name@UPI

Amount

₹ 000.00

Remark

Debit account

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Name

XYZ

! Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh

Request again

Request sent to
primary to pay

10:10


Money sent!

Customer name

XYZ Store

UPI ID

name@UPI

Transaction ID

0000000000

Amount

₹ 000.00

Date

DD/MM/YYYY

Time

00:00PM

 XYZ
name@UPI

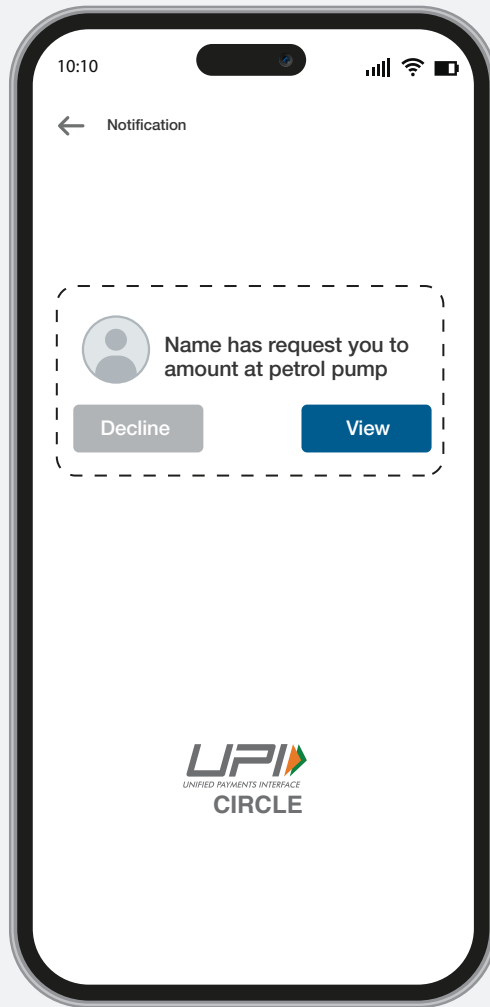
View Home

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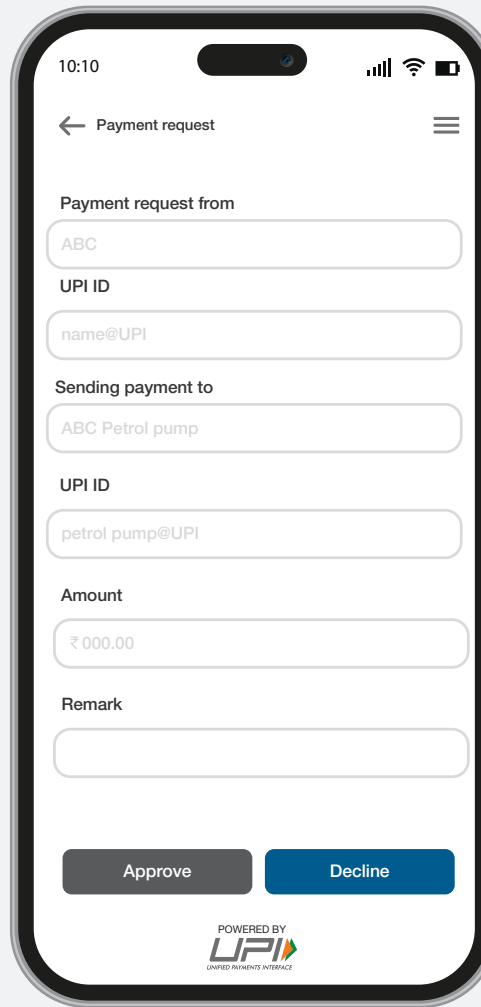
Transaction success
confirmation

**UPI CIRCLE - Primary accepting payment
request from secondary (Partial Delegation)**

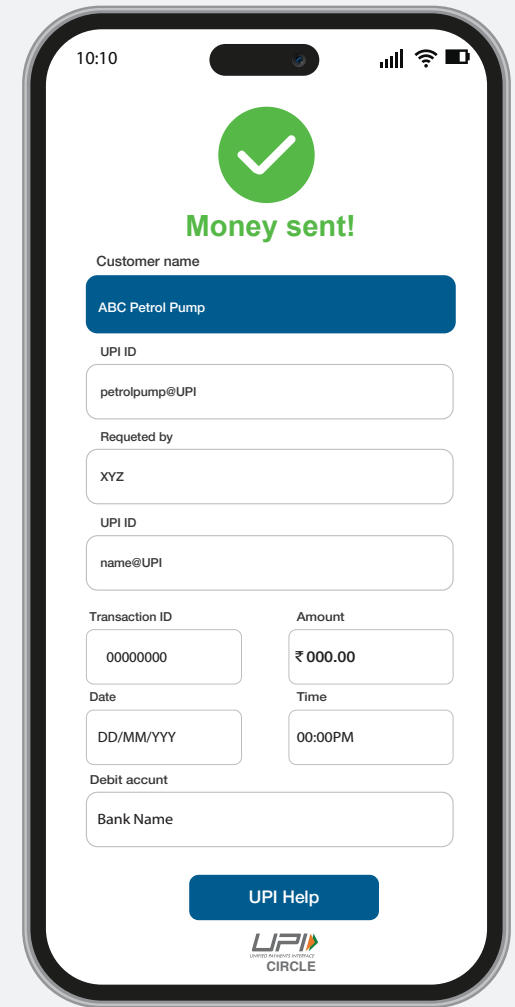
Primary accepting payment request from secondary



Payment request notification



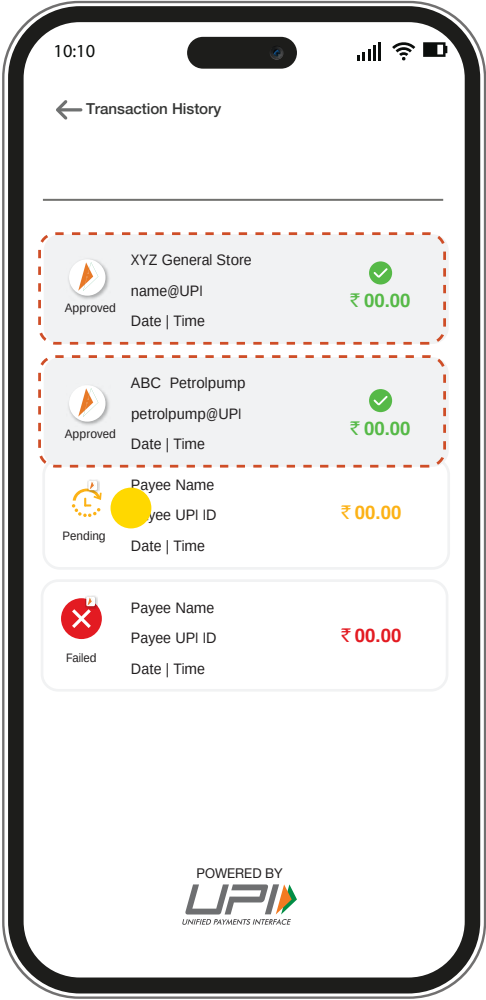
Accept/ Decline payment request



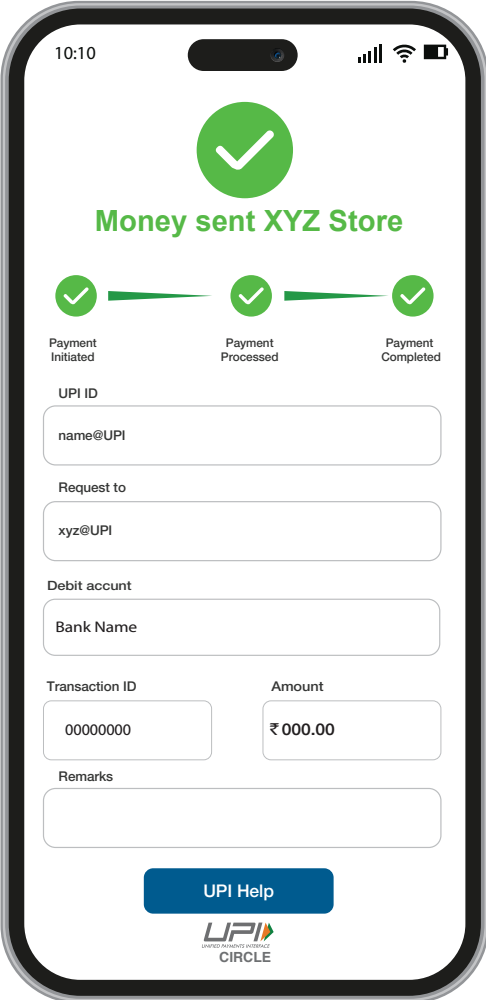
Transaction success confirmation

UPI CIRCLE - Transaction History

Transaction History of primary

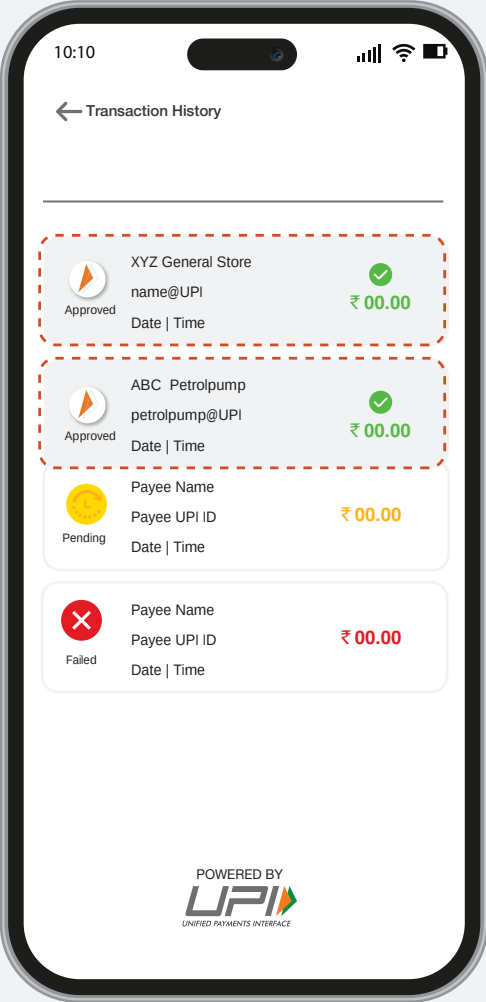


UPI CIRCLE branding
for transactions

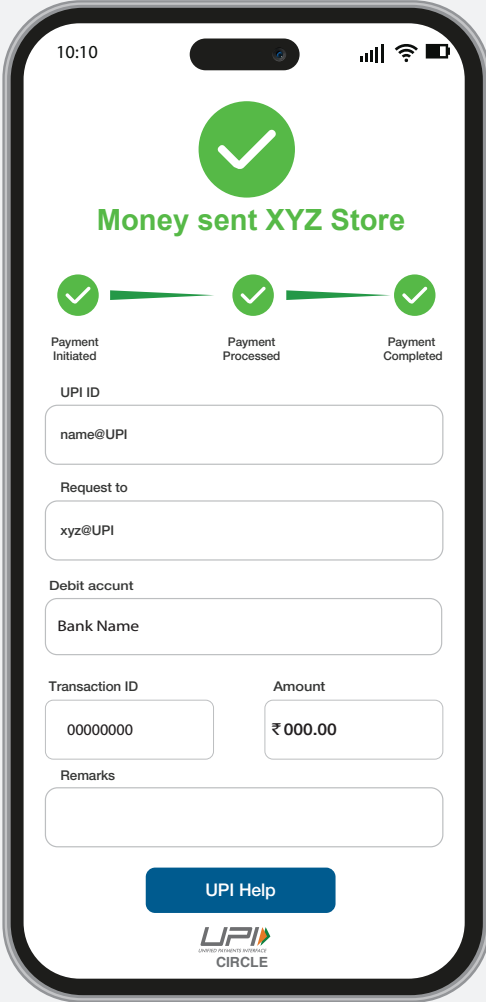


Transaction details

Transaction History of Secondary



UPI CIRCLE branding for transactions



Transaction details