NPCI
भारतीय राष्ट्रीय भुगतान निगम
NATIONAL PAYMENTS CORPORATION OF INDIA

RuPay

BRAND MARK GUIDELINES



The screenshots are only for illustrative representation purposes only.

Contents

The required logos or logo unit can be downloaded

from the Brand Centre of the NPCI website (npci.org.in) or RuPay website (rupay.co.in)

Direct Link: https://www.npci.org.in/npci-in-news/knowledge-centre

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

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The Brand

RuPay, is an indigenous card scheme, created by the National Payments Corporation of India. A product born in India with a vision for creating a 'Less Cash' society through finest technologies and payment experience.

RuPay has entered the global payment landscape with a promise of fulfilling this vision and offer a multilateral system for all banks and financial institutions to participate in digital payments ecosystem.

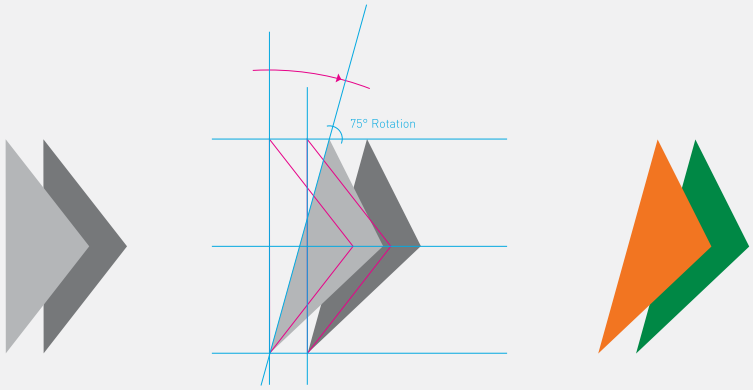


The screenshots are only for illustrative representation purposes only.

Mnemonic

To represent our vision and our outlook towards the future, RuPay is represented by a fast-forward arrow with the Indian tricolour (colours of Indian National Flag) that is inspired from the stance of an athlete which visually captures the statement.

The sharp edges of the Fast-Forward arrow reflects the accelerated commitment to progress, while the curved edges negate the frivolousness, juxtaposed by RuPay's forward-thinking values.



Logo type

RuPay

Fast-forward Symbol

The Logo & Colours

The primary colours used for the RuPay logo have been taken from the NPCI colour palette. The orange brings an element of the future and freshness to this new solution for payments & green denotes wealth and growth, while the blue represents the technology that powers the RuPay platform.



C	100	R	040		
M	090	G	053		
Y	000	B	126		
K	020				

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				



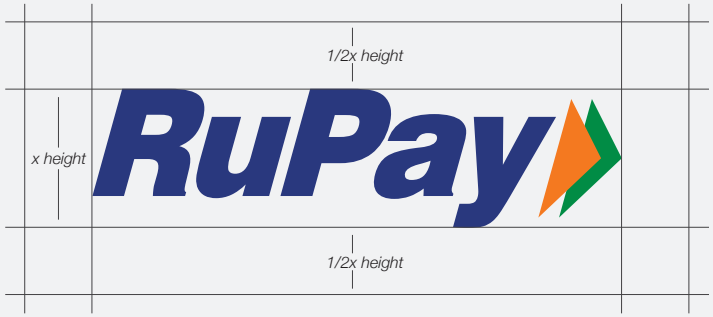




The Logo Size

Every piece of material that goes to the customer from NPCI acts as a medium of communication and hence it is important to maintain uniformity with respect to design. Kindly follow the proportions illustrated here with respect to all RuPay communications.
The proportions, space and size relationships of all blocks have been carefully developed and must not be altered, redrawn, embellished or recreated in any way. The sizes mentioned here are for your reference only. Care should be taken to maintain proportions while resizing the logo.

- Print: In case of a print-related communication, size of the RuPay logo unit must be 15% in width of the layout or 31.5 mm (whichever is higher). For example, the size of the RuPay logo unit would be 31.5 mm in width and 8.25 mm in height for an A4 layout.
- Digital: In case of a digital communication, size of the RuPay logo unit must not be smaller than 10.5 pixels height X 40 pixels width.









Print 8.25 mm 

Print 31.5 mm

Screen 10.5 pixels 

Screen 40 pixels

Improper Usage

The RuPay logo is designed for optimal visiblity, where the mnemonic and the font work in tandem when used in the form showed on the previous slide. But the examples given on this page show incorrect usage of the logo by editing the typeface, colour or placement of the unit.

Correct Usage

Examples of incorrect usage



Placement of typeface below unit.



Unit placed before typeface.



Size of unit larger than typeface.



Colours interchanged between logo and typeface.



Incorrect colour used in unit.



Greyscale logotype.



Typeface in italics.



Logotype squeezed.



Logotype stretched.



Placement of TM after logotype.



Placement of R after logotype.

Background Contrast

At all times, it should be ensured that the logo unit is legible and visible.
Background colors that should be avoided:

- Orange (as per logo CMYK)
- Green (as per logo CMYK)
- Fluorescent Shades
- Gradient Backgrounds
- Moving Background

Correct Usage

Examples of incorrect usage



Brand Name in text format

The brand name RuPay is a combination of two words, 'Rupee' and 'Pay' hence the alphabets 'R' and 'P' will always be uppercase. Mentioning it in a sentence should also follow the same pattern as mentioned above.

Be On-The-Go with RuPay.

BE ON-THE-GO WITH RuPay.

Font

The official typeface for RuPay is Gotham and the Gotham family. The Gotham font is designed for easy reading and offers a clean and sharp typeface, much like the ease and simplicity that RuPay brings with its "less cash" solutions.

Gotham - 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

Gotham - Book

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

Gotham - Medium

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

Gotham - Rounded

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

Gotham - 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

Gotham - Regular Italic

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

Gotham - Bold Italic

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

Brand Mark on the Card

RuPay Brand Mark should always be placed on right bottom corner on the front face of the card. The size of RuPay logo must be a minimum of 20 mm.

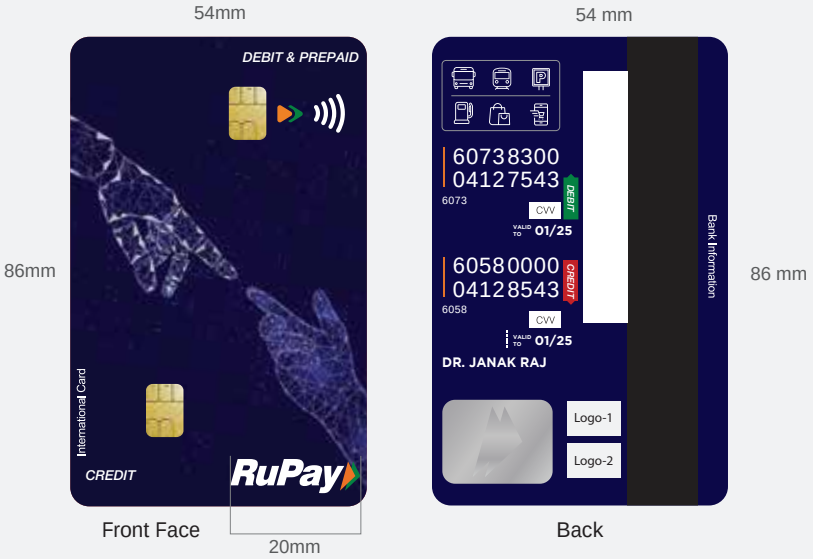
RuPay horizontal card



RuPay vertical card



RuPay Fusion card



The card design used here is only for illustrative representation purpose.

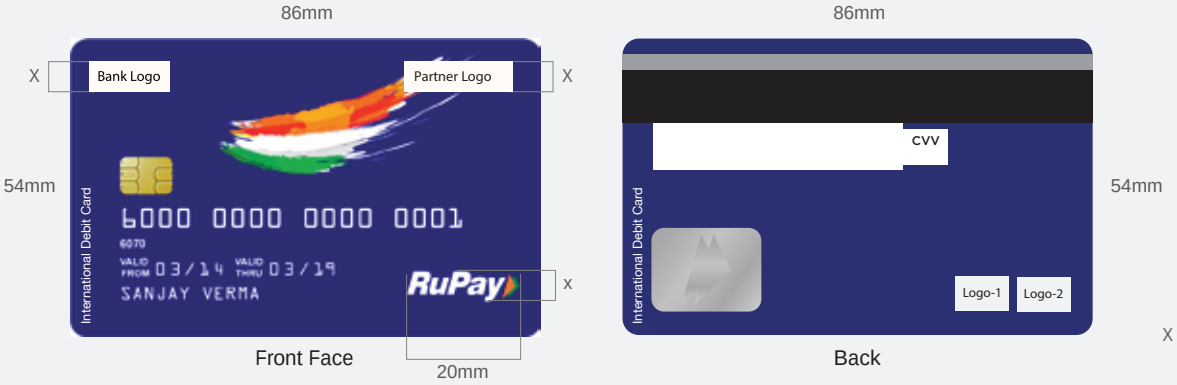
Please refer to the RuPay Card Marks & Specifications document for detailed guidelines on the individual elements that defines the card design.

Brand Mark on the Co-brand Card

RuPay Brand Mark should always be placed on right bottom corner on the front face of the card. The size of RuPay logo must be a minimum of 20mm.

The size of Bank logo and Partner logo should be the same size as that of RuPay logo, matched by height only.

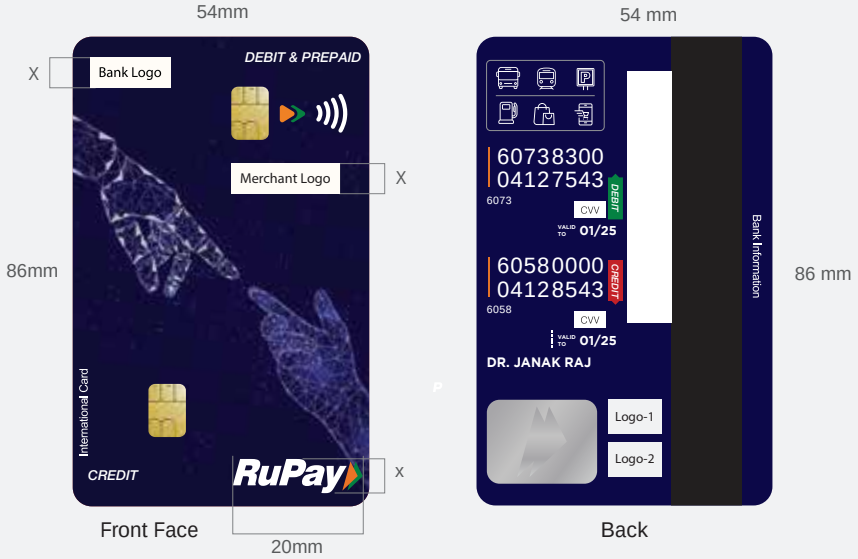
RuPay horizontal card



RuPay vertical card



RuPay Fusion card



Brand Mark on Commercial Cards

The card design used here is only for illustrative representation purpose.

Please refer to the RuPay Card Marks & Specifications document for detailed guidelines on the individual elements that defines the card design.

Card Variants

RuPay Commercial Cards are available in 2 variants - 'RuPay BUSINESS' which represents the SELECT category of cards, and 'RuPay PRO' which represents the PLATINUM variant.

RuPay PRO and RuPay BUSINESS logo should always be placed on the right bottom of the card as shown here, on vertical card designs.

The size of consolidated logo unit of RuPay PRO and RuPay BUSINESS should be 20mm in width

Application of RuPay BUSINESS unit:

Height of the word 'BUSINESS' will be half of the letter 'u' of RuPay logo. The space between RuPay and BUSINESS should be half of the height of the word 'BUSINESS'.



Application of RuPay PRO unit:

Height of the word 'PRO' will be half of the letter 'u' of RuPay logo. The space between RuPay and PRO should be half of the height of the word 'PRO'.



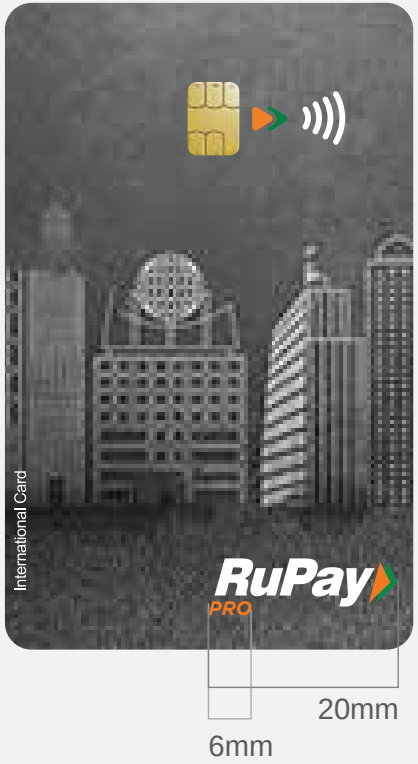
RuPay SELECT Credit



20mm

13mm

RuPay PLATINUM Credit



20mm

6mm

Logo unit placement

RuPay PRO and RuPay BUSINESS logo should always be placed on the right bottom of the card as shown here, on horizontal card designs. The size of consolidated logo unit of RuPay PRO and RuPay BUSINESS should be 20mm in width. Application of the RuPay BUSINESS and RuPay PRO units to be as per the detailed explained in the previous page.



54mm

Front Face

20mm



Front Face

20mm



Back

86mm

Front Face 54mm

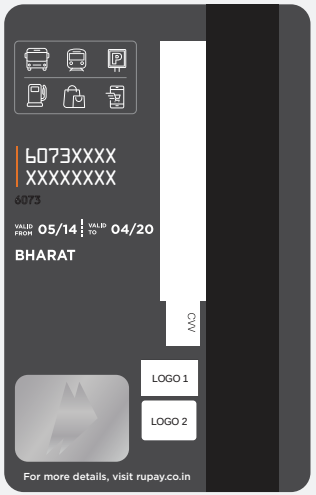
86mm



Front Face 54mm



Back 54mm



The card design used here is only for illustrative representation purpose.

Please refer to the RuPay Card Marks & Specifications document for detailed guidelines on the individual elements that defines the card design.

Logo colours

The colours to be used for the RuPay BUSINESS logo must be from the RuPay colour palette. It can appear/ usage is permissable in Blue, Orange, White and Black colours, depending upon what suits the the best against the background design of the card.

C 100 M 090 Y 000 K 020
R 040 G 053 B 126

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









The card design used here is only for illustrative representation purpose.

Please refer to the RuPay Card Marks & Specifications document for detailed guidelines on the individual elements that defines the card design.

Logo colours

The colours to be used for the RuPay PRO logo must be from the RuPay colour palette. It can appear/ usage is permissable in Blue, Orange, White and Black colours, depending upon what suits the best against the background design of the card.

C 100 M 090 Y 000 K 020
R 040 G 053 B 126

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





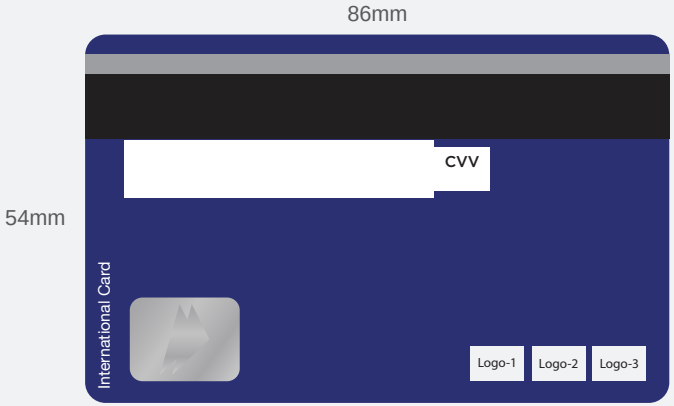




Usage of International Network Partner logo

On any of the RuPay Global card, the size of RuPay International Network Partner logo must be the same as the size of the RuPay logo, matched by height only. As mentioned earlier, in any case, the size of RuPay logo must not be smaller than 20 mm in width.

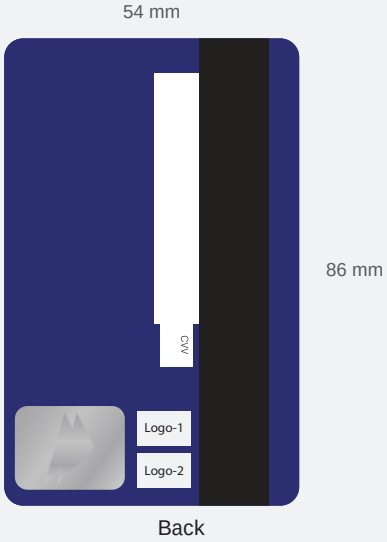
Option 1: Horizontal stacking



Option 2: Vertical stacking



Option 3: Vertical stacking on vertical card



Back

Contactless Indicator

EMV co. has published the contactless indicator to be used for contactless payment cards. This contactless indicator is globally recognised and provides an immediate and consistent mechanism to merchants and customers to recognize payment cards supporting contactless technology.

The required logos or logo unit can be downloaded from the Brand Centre of the NPCI website (npci.org.in) or RuPay website (rupay.co.in)

CONTACTLESS INDICATOR


The card design used here is only for illustrative representation purpose.

Please refer to the RuPay Card Marks & Specifications document for detailed guidelines on the individual elements that defines the card design.

Ple

Contactless Indicator Mark & Specification

RuPay Contactless indicator

- The contactless indicator must be placed on the front face of the card. On the front face, it should appear near the chip or the centre of the card.



Vertical Card



Fusion



Horizontal Card

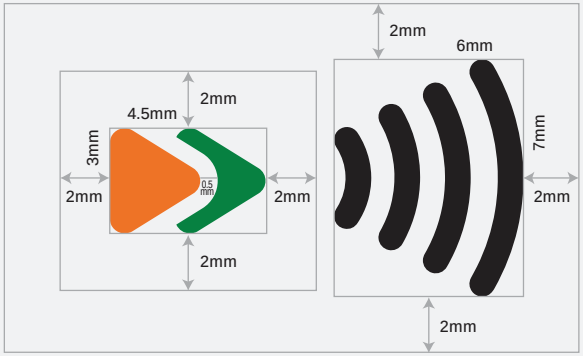


Co-branded Card

- The orientation of the contactless indicator must always be as indicated above

- The minimum clear space around all four sides of the contactless indicator must be equal to the full height of the second semicircle from the left. This clear space requirement is subject to a minimum of 2mm - the minimum amount of clear space that must be maintained around the Contactless Indicator wherever it is displayed. This clear space must be free of text and all other graphic elements.

Clear space requirement



C 02 M 68 Y 97 K 00

C 88 M 25 Y 99 K 12

- The contactless indicator must always appear in solid colour that provides the best colour contrast and legibility against the selected background colour or material. Optimal colours for the contactless indicator includes black and white.
- The fast forward symbol must always appear in saffron and green colour. The exact CMYK colours are to be maintained. The height of the fast forward symbol must be the same as the height of the first wave of the contactless indicator.
- The fast forward symbol and the contactless indicator must always be represented together as a consolidated unit, in the same order of appearance and not be placed as separate elements.
- The pre - printed legend “Debit + Prepaid or “Debit & Prepaid” written in uppercase should be placed on front panel of the card. Font “Aharoni” and max font size 16 should be used for printing the legend “Debit + Prepaid” or “Prepaid & Debit”.

Logo Usage Guidelines for various NCMC Operators / Merchants

Touchpoints for Logo usage by NCMC Operators / Merchants

• To ensure brand visibility when the RuPay logo along with the RuPay Contactless logo appears on a PoS machine, it must be in the dimensions of 1:2 & 1:4. When placed on the top or along the side of the PoS machine, it must be of a minimum size of 20mm.

• Ensure that the RuPay signature tone plays when a card is tapped, dipped or swiped in the PoS machine.





POS Terminal Branding

- The orientation of the contactless indicator must always be as indicated alongside.
- The minimum clear space around all four sides of the contactless indicator must be equal to the full height of the second semicircle from the left. This clear space requirement is subject to a minimum of 2mm - the minimum amount of clear space that must be maintained around the Contactless Indicator wherever it is displayed. This clear space must be free of text and all other graphic elements.
- The contactless indicator must always appear in solid color that provides the best color contrast and legibility against the selected background color or material. Optimal color for the contactless indicator includes black and white.

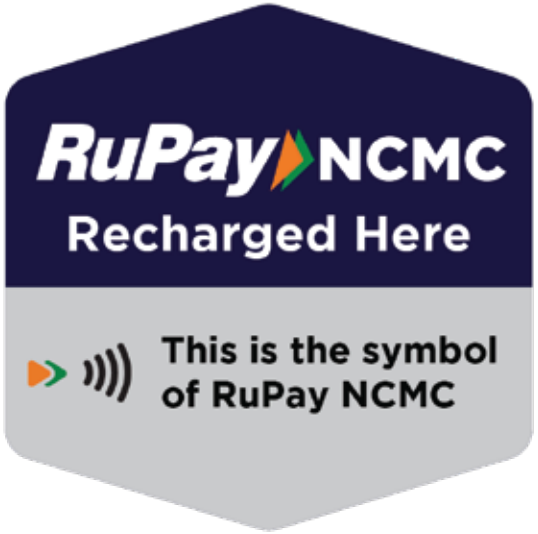
Touchpoints for Logo usage by NCMC Operators / Merchants

- The size of RuPay logo must be a minimum of 31.5 mm in width as mentioned on page 6.
- In case of a sticker design, size of the RuPay logo must be adjusted according to the layout ensuring sufficient visibility.



Decal Sticker

To be used at Issuance,
Recharge & Top Up Counters



Decal Sticker

To be used at Balance Update Terminals



Sample Usage

Touchpoints for Logo usage by NCMC Operators / Merchants

• The AFC Gate should clearly showcase the **contactless indicator mark** & messaging that **RuPay NCMC cards can be tapped here.**

• If there is need to display another message at the AFC Gate, it should be placed below the RuPay NCMC Message. However, it must be ensured that it doesn't take up more than 40% of the entire display.



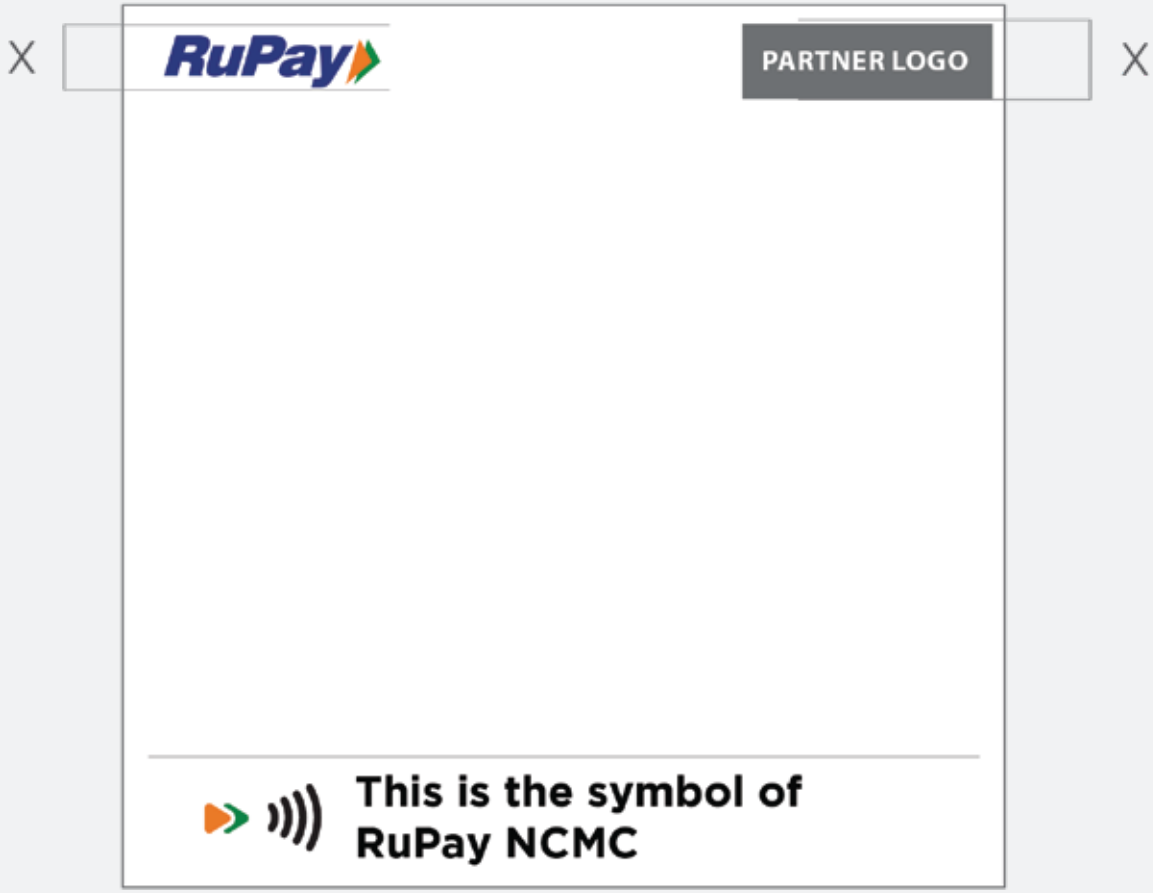




Metro AFC Gates

Touchpoints for Logo usage by NCMC Operators / Merchants

- Partner logo can be of issuing banks, NCMC operators & merchants
- The size of RuPay logo must not be less than 15% of the total width of the layout.
- The height of partner logo must not exceed the height of RuPay logo.



Creative Communications

Social Media, Print & TV

Touchpoints for Logo usage by NCMC Operators / Merchants

It is mandatory to incorporate ‘RuPay NCMC’ in all passenger announcements by NCMC Operators

Examples given below:

- Your RuPay NCMC can now be used as a metro card to travel in all lines of XYZ Metro/XYZ Bus
- Your RuPay NCMC XYZ Card can now be used as a metro card to travel in all lines of XYZ Metro/XYZ Bus
- Use your RuPay NCMC issued by banks to travel on all metro lines/buses
- Attention passengers! Just tap your RuPay NCMC on the gate and skip all ticketing queues.

Logo Usage Guidelines for NCMC Issuers

Touchpoints for Logo usage for NCMC Issuers

Front



Back



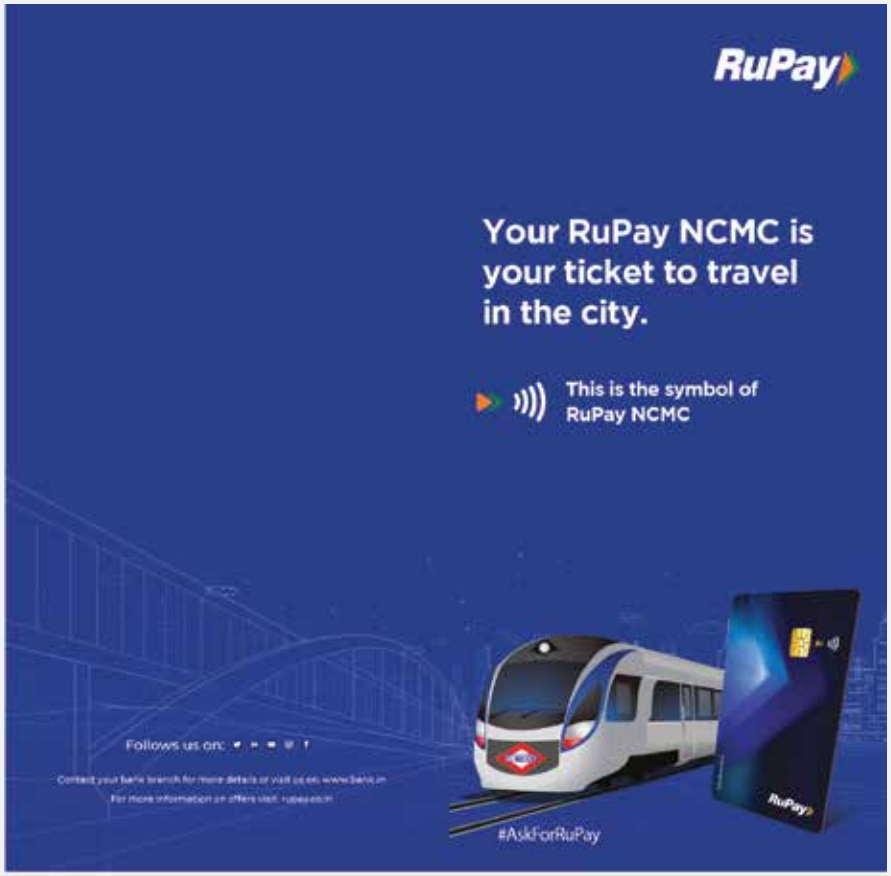






Welcome Kit for NCMC Issuers

Touchpoints for Logo usage for NCMC Issuers

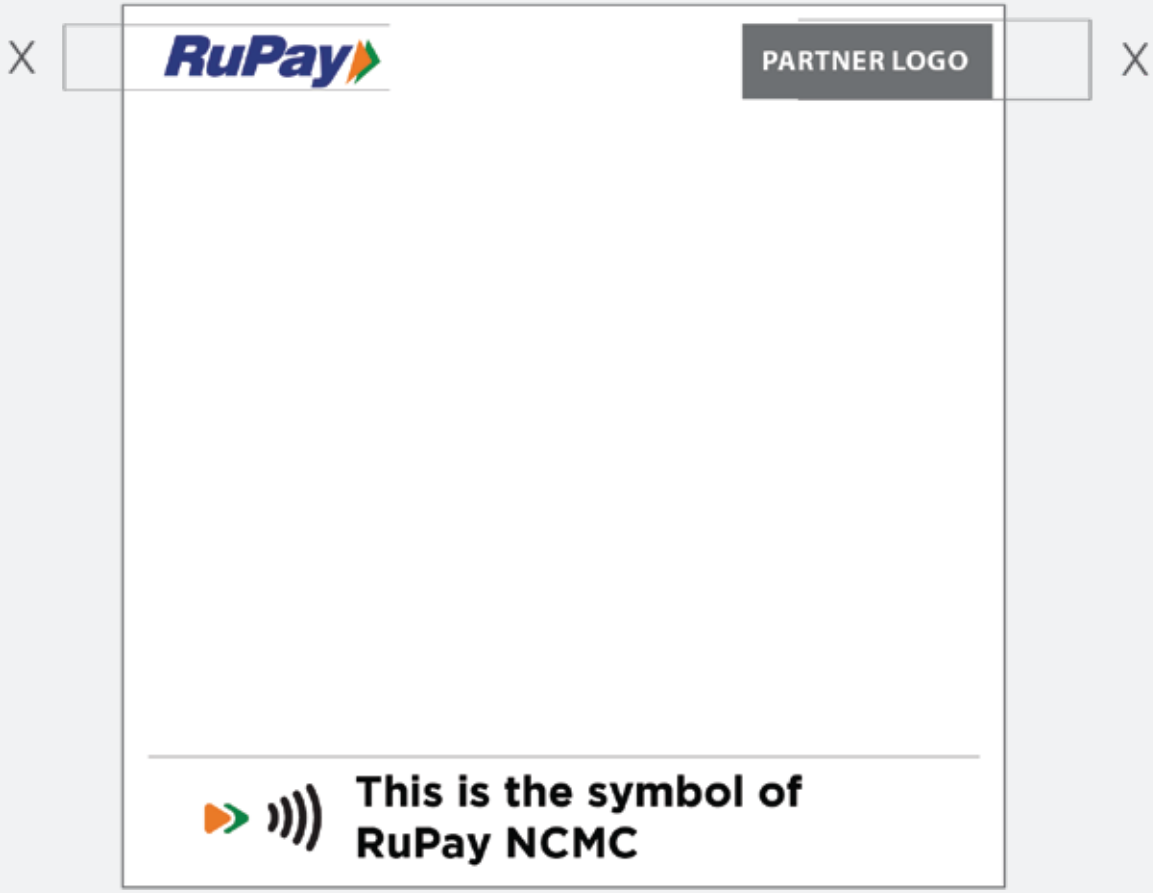




Welcome Kit Brochure

Touchpoints for Logo usage for NCMC Issuers

- Partner logo can be of issuing banks, NCMC operators & merchants
- The size of RuPay logo must not be less than 15% of the total width of the layout.
- The height of partner logo must not exceed the height of RuPay logo.

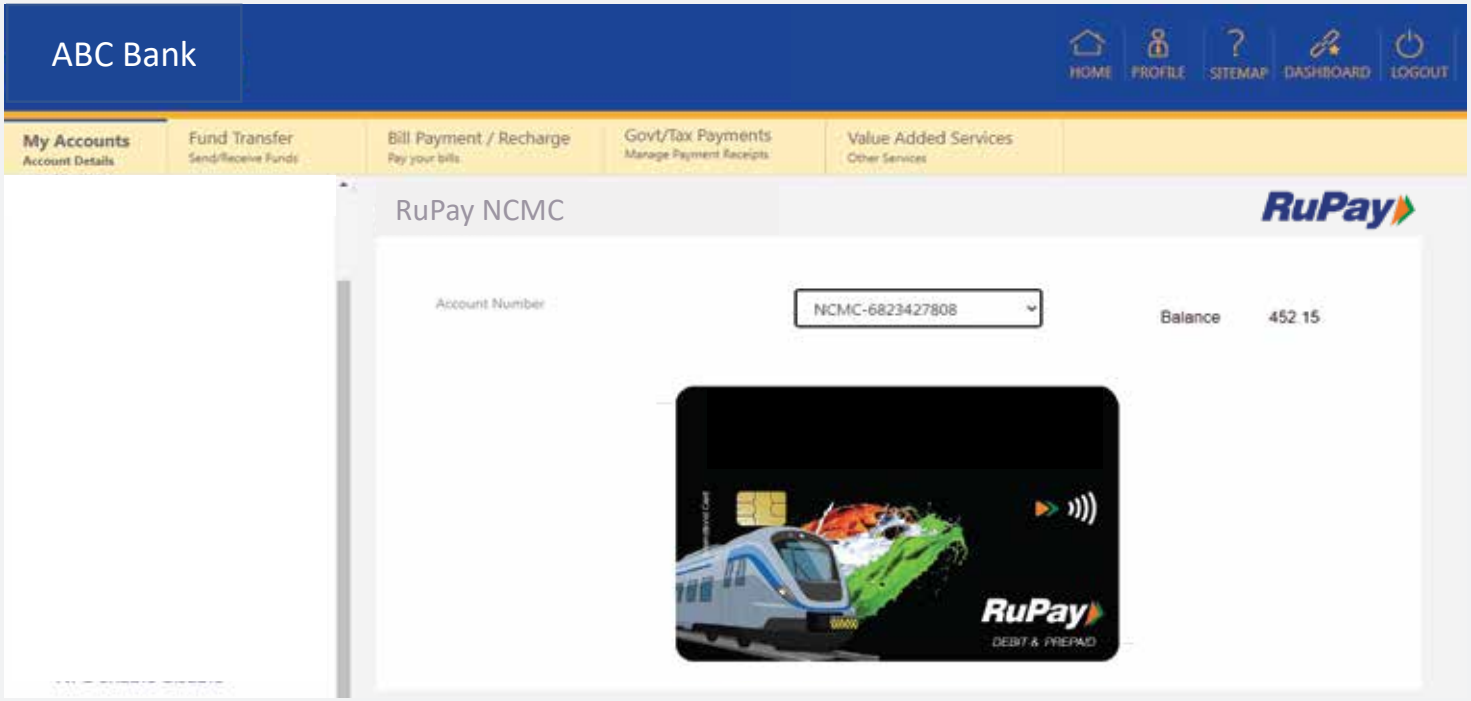


Creative Communications

Social Media, Print & TV

Logo usage on NCMC screens of issuer online channels

It is mandatory to use RuPay logo and RuPay NCMC as a part of text on the following pages of the bank apps & websites. Approvals from the brand team are mandatory before the proposed page is taken live.



RuPay ON-THE-GO

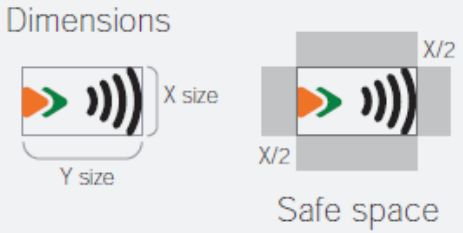
Brand Mark for RuPay ON-THE-GO

The guidelines for RuPay ON-THE-GO have been developed to ensure that the devices do not lose their function as a fashionable accessory that can be donned by a user in their everyday life. Simplicity and minimalism, thus become essential and imperative, which is why the device itself is to be kept free of too many logos or elements. The RuPay logo and Contactless indicator are mandatory elements to be displayed on the face of the RuPay ON-THE-GO.
However, the rest of the elements can be integrated into the packaging material, brochures, leaflets, etc.

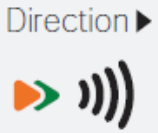
These guidelines are specifically designed for RuPay ON-THE-GO and not applicable for Cards.

Safe space around the logo

The RuPay Contactless logo is mandatory on any device to indicate that payments are enabled through it.



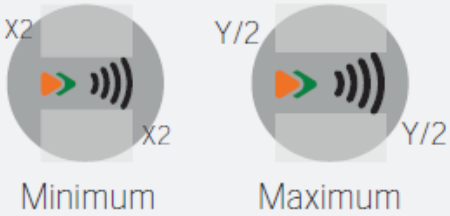




Minimum and Maximum size

For horizontal application

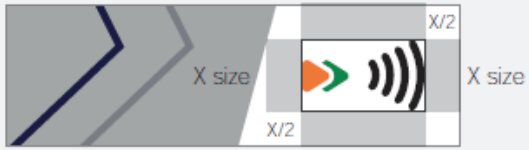




Horizontal application examples:



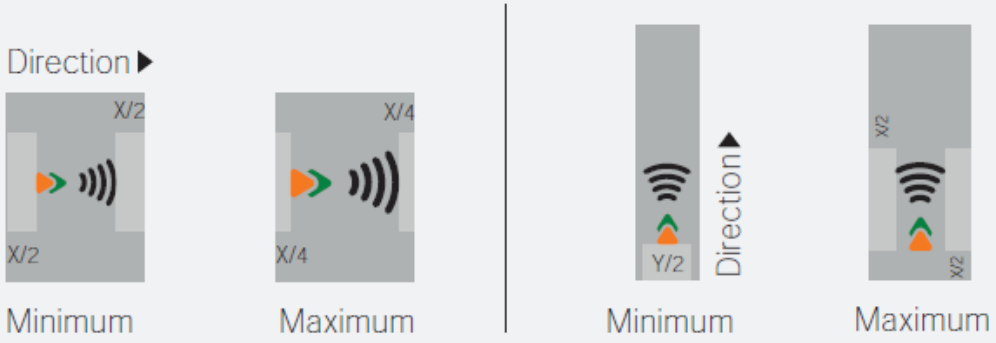




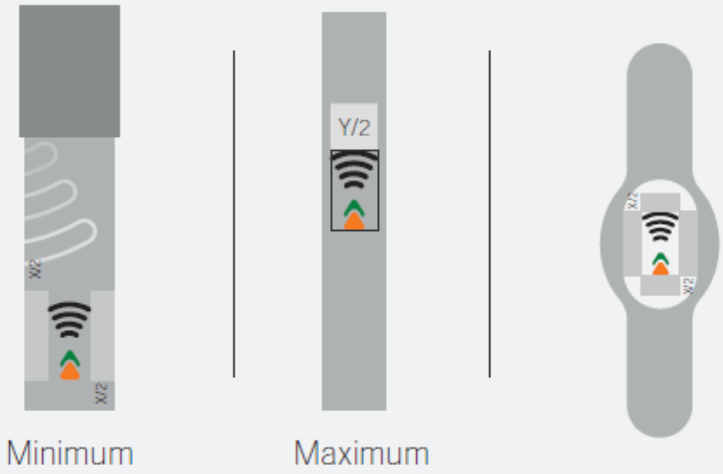
These guidelines are specifically designed for RuPay ON-THE-GO and not applicable for Cards.

Minimum and Maximum size

For vertical application

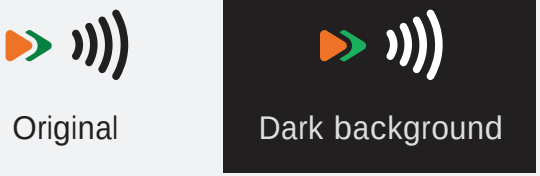


Vertical application examples:

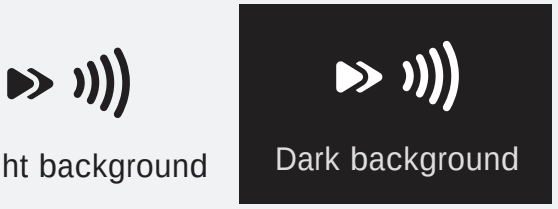


Logo colour codes

Original colours



Single colour use



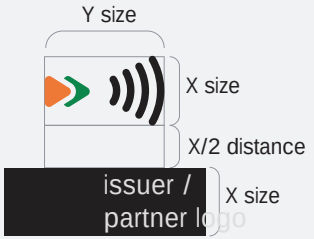
These guidelines are specifically designed for RuPay ON-THE-GO and not applicable for Cards.

Representation of logos on the device

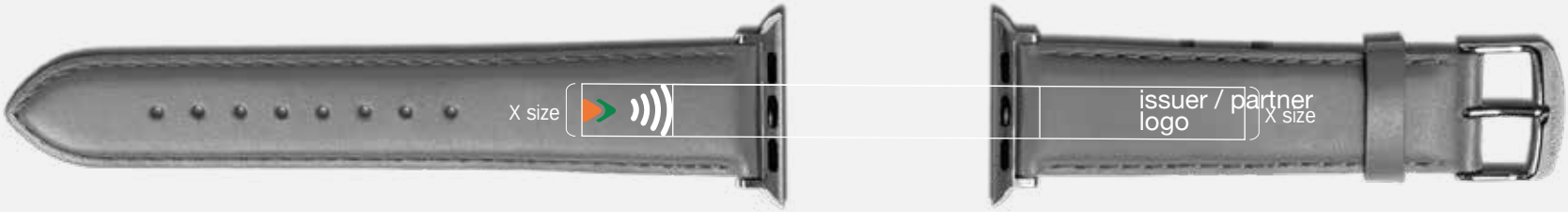
It is recommended that the RuPay contactless indicator along with the issuer/ partner logo should be printed in the inner or outer part of the device surface area. However, it is mandatory to have the RuPay contactless indicator on the same side as the issuer logo.

Application of RuPay Contactless indicator alongside partner logo

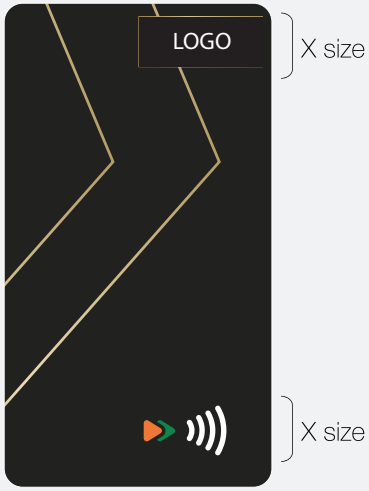




Watch Strap



Mobile Sticker



Ring



Keychain



Front

Back

These guidelines are specifically designed for RuPay ON-THE-GO and not applicable for Cards.

Representation of logos on the device

1. Keychain - The width of RuPay contactless indicator to be a minimum of 50% of the width keychain.
2. Sunglasses - The height of RuPay contactless indicator should cover 75% of the stem's height.
3. Ring - The RuPay contactless indicator along with issuer/ partner logo will be printed in the inner part of the Ring. The height of RuPay contactless indicator to be 75% of the thickness/width of the ring.
4. Wristband - The RuPay contactless indicator along with the issuer/ partner logo will be printed in the inner or outer part of the band. The height of RuPay contactless indicator to be 75% of the thickness/width of the ring.

In case of printing restrictions for multi-colour logo, please refer to pages 5 & 25 for guidelines on single colour usage

For all the Tap & Pay transactions, RuPay MOGO to be played over the PoS machine indicating a successful transaction, followed by 'Payment Successful' screen.

For transit: 1 sec MOGO is preferred
For retail: 3 sec MOGO is preferred

The RuPay MOGO can be downloaded from
https://www.npci.org.in/npci-in-news/knowledge-centre









The screenshots are only for illustrative representation purposes only.

Logo Application

DOs

DON'Ts

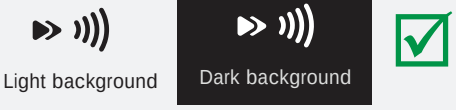
Colour

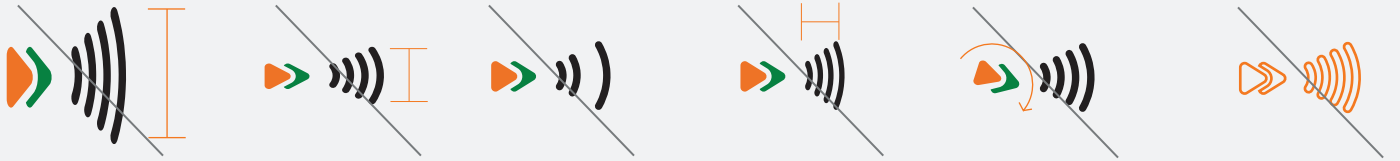


The colour of the Contactless indicator waves can only be in black or white.

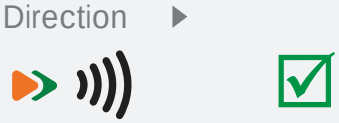


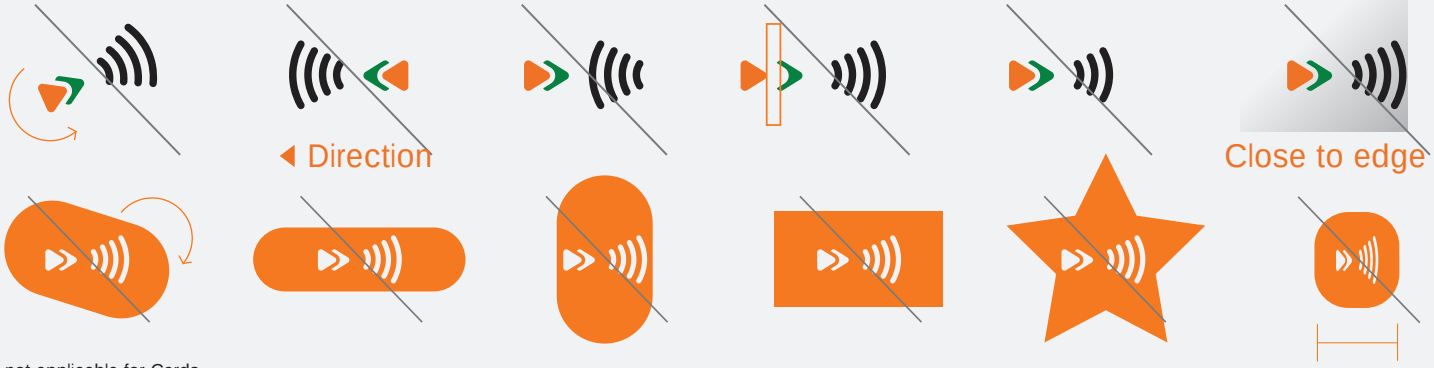
Background Colour





Application





These guidelines are specifically designed for RuPay ON-THE-GO and not applicable for Cards.

Representation of RuPay ON-THE-GO logo

The logo unit prescribed here is mandatory for usage when RuPay ON-THE-GO is used in singularity or combined with any other partner/ issuer bank logos. This logo must be used for all communication/ creative collaterals developed for RuPay ON-THE-GO.





Acceptable Colour Variations



Original/Orange



Grey



Gold



Dark Background

These guidelines are specifically designed for RuPay ON-THE-GO and not applicable for Cards.

Representation of RuPay ON-THE-GO logo

When the brand name is represented in a word mark/ written form, 'ON-THE-GO' should be hyphenated and in uppercase. Mentioning it in a sentence should also follow the same pattern as mentioned above.

RuPay ON-THE-GO ☑

RuPay On The Go ☒

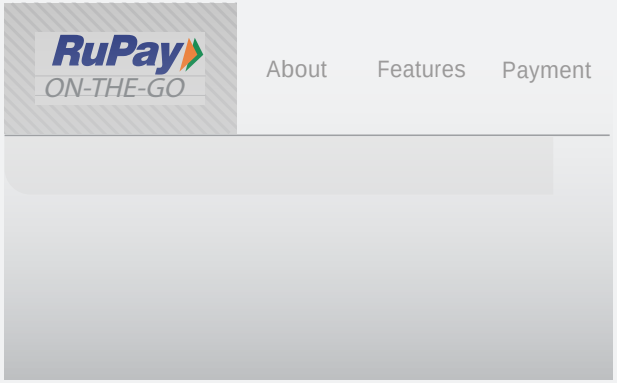
RuPay on-the-go ☒

RuPay On-the-go ☒

RuPay ON THE GO ☒

Example:
Use RuPay ON-THE-GO for quick, safe and easy payments.

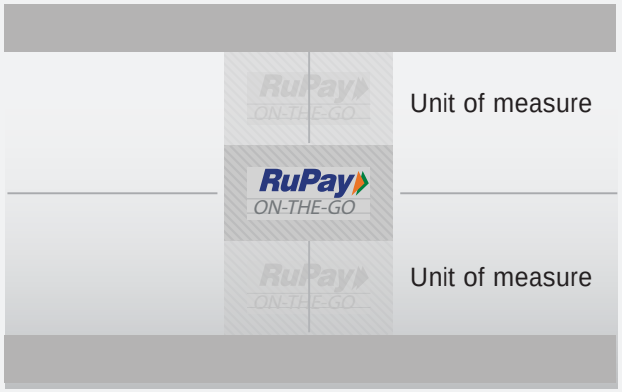
Website



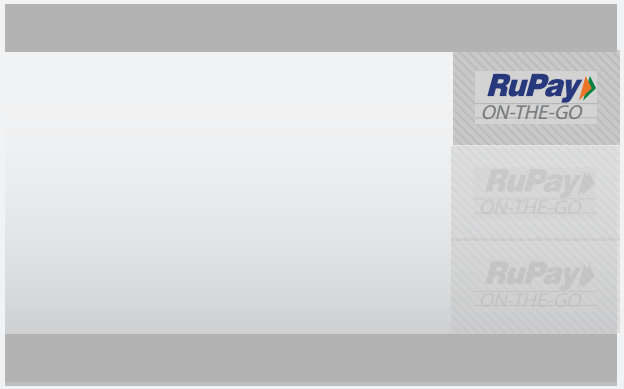
Digital Post/Print ads/Leaflet



AV/TVC/Films



Begainning/End credits



Running AV

These guidelines are specifically designed for RuPay ON-THE-GO and not applicable for Cards.

Representation of RuPay ON-THE-GO logo

The logo unit prescribed here is recommended for usage when RuPay ON-THE-GO is used in combination with any other partner/ issuer bank logos. The logos should be matched by height.

x RuPay ON-THE-GO | Partner Logo ☑

RuPay ON-THE-GO | Partner Logo ☒

RuPay ON-THE-GO | Partner Logo ☒

x RuPay ON-THE-GO | Partner Logo ☑

RuPay ON-THE-GO | Partner Logo ☒

RuPay ON-THE-GO | Partner Logo ☒

RuPay ON-THE-GO | Partner Logo ☒

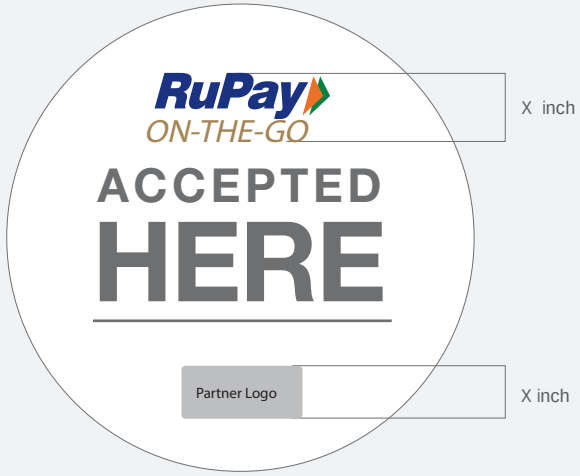
Representation of RuPay ON-THE-GO logo

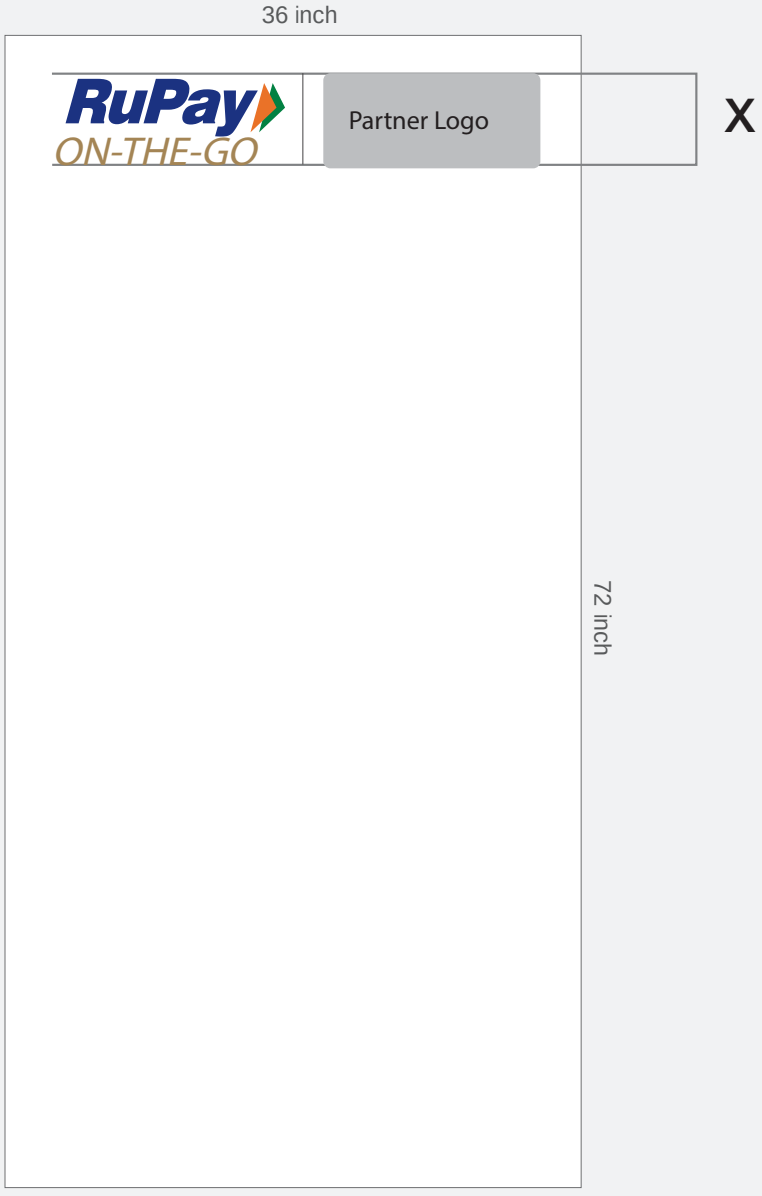
For co-branded collaterals like standees, banners, stickers or any advertising/ promotional materials, the size of issuer/ merchant/ partner logo must be equivalent to the size of RuPay ON-THE-GO logo, matched by height only.

As represented visually, both logos must be alongside each other and neither of them must be placed in isolation.



Banner 1x3





Standee 6x3

Logo Application for ON-THE-GO

DOs

DON'Ts

Application





Colour













These guidelines are specifically designed for RuPay ON-THE-GO and not applicable for Cards.

Box Packaging

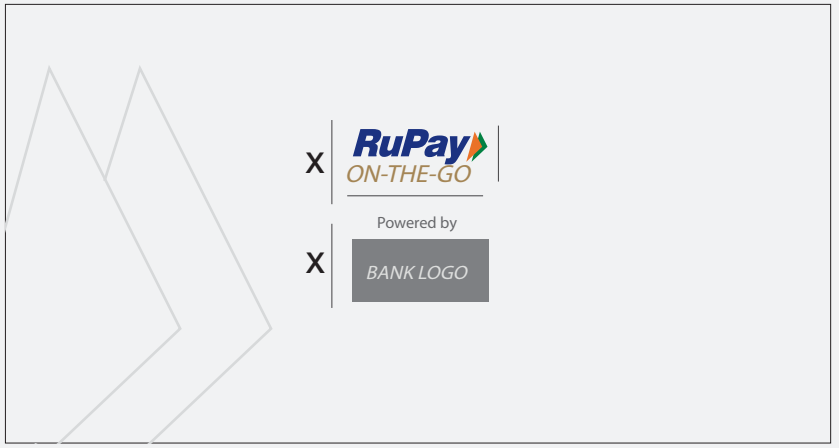
The RuPay ON-THE-GO packaging should be designed to cater to the audience segment that it's been targeted to. It is recommended that the branding for RuPay ON-THE-GO and the partner logos are only mentioned on the box flap (outside and inside). Other detailed instructions can be shared in the form of brochures/ leaflets/ cards that can be placed inside the box.



Representative Images for the box packaging



Indicative logo placement for the box packaging (outside)



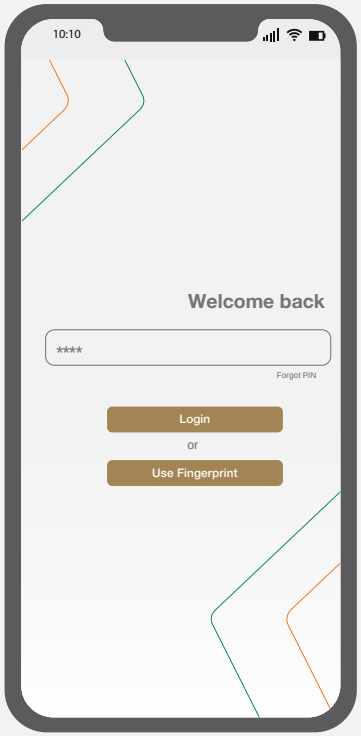
Indicative logo placement for the box packaging (inside)

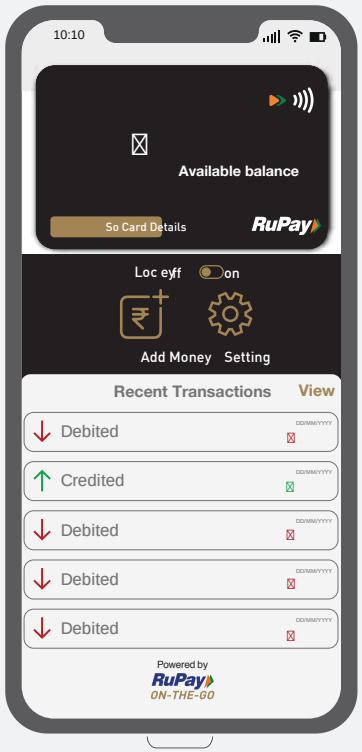
These guidelines are specifically designed for RuPay ON-THE-GO and not applicable for Cards.

Application Interface

RuPay ON-THE-GO device is often supported by a mobile application through which the customers can control and manage all transactions, adding funds, PIN setting, setting limits, ensuring safety and security of the device. The following screens are indicative representative of the interface flow for application developers.

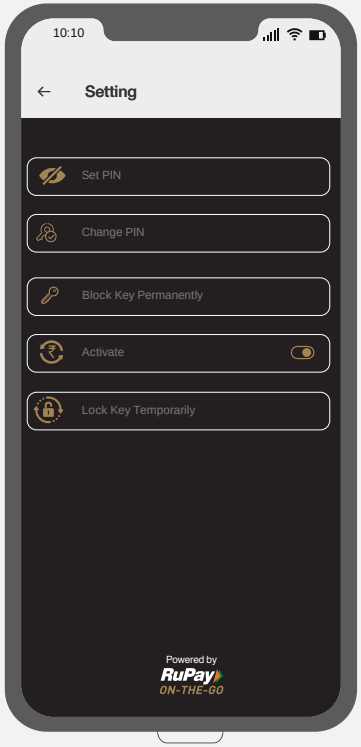
RuPay ON-THE-GO logo and RuPay Contactess indicator must be present on relevant screens which indicates payment transaction/ virtual card details.



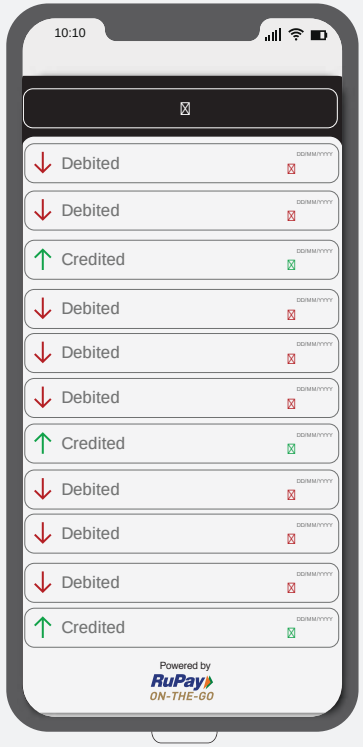


50 pixels





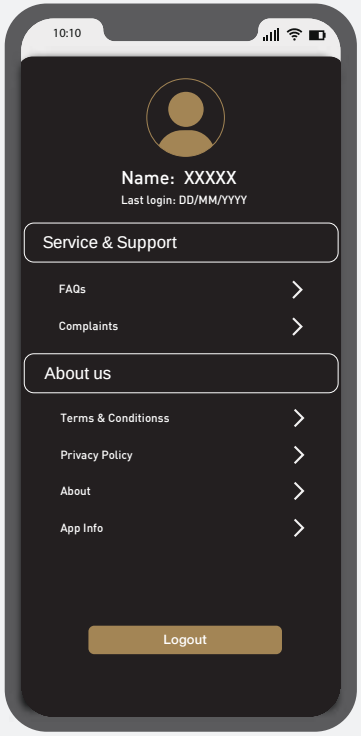
50 pixels

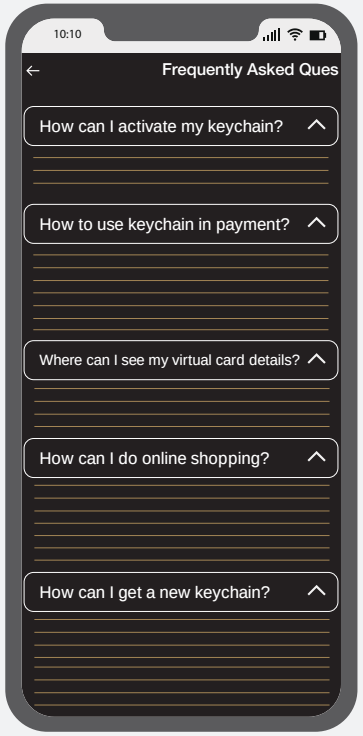


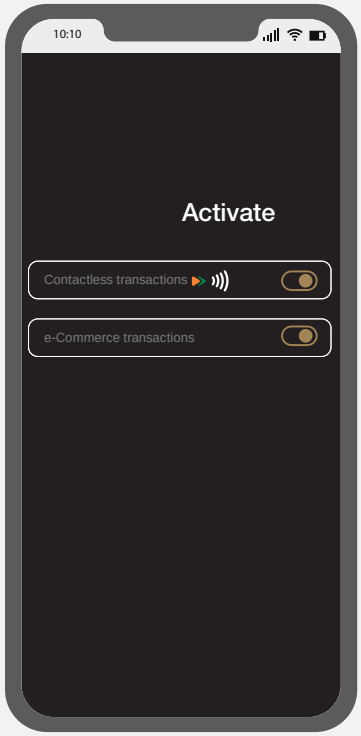
50 pixels

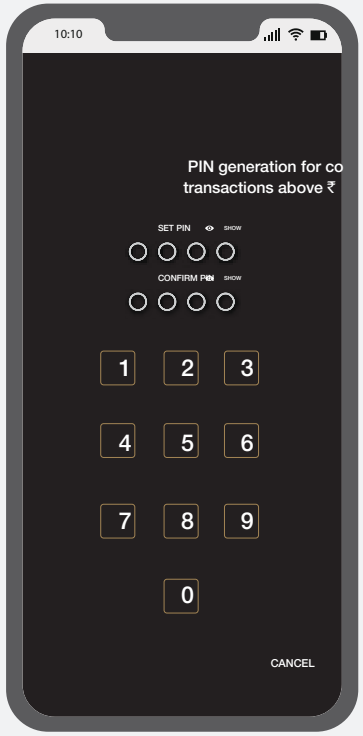
The screenshots are only for illustrative representation purposes only.

Application Interface









The screenshots are only for illustrative representation purposes only.

RuPay ON-THE-GO (OTG) approval process

First-time ON-THE-GO Design approval process

1. OTG manufacturing vendor uploads the OTG design to RuPay OTG design approval team through C-flow portal.
2. NPCI team will vet the OTG design basis the parameters as defined in the OTG brand guidelines.
3. If there are any observations, NPCI will highlight it in the portal to the OTG manufacturing vendor. OTG manufacturing / personalization vendor will incorporate the changes and resend the same to NPCI seeking approval. The process continues till NPCI receives OTG design with no observation.
4. NPCI will provide the approval on the OTG design with no observation on C-Flow portal.
5. Post production, OTG manufacturing vendor has to upload the Laser Proof / Colour Proof to NPCI on C-flow for record purpose. Laser Proof / Colour Proof should clearly specify the order quantity.
6. NPCI reserves the right to communicate its observations/ feedback/ rejection at the post production stage if any discrepancy in OTG is observed vis-à-vis the approved communication.

For re-order (without any alteration / or with alteration), above mentioned process will be followed.

The process is drafted to ensure that all OTG are manufactured by RuPay permitted / certified OTG manufacturers only. In case of affinity/ co-brand programmes, the relevant paperwork is submitted in order to cover trademark / logo search and partner permission along with the RBI approval letter for such programs (as applicable).

Turnaround Time

- ✓ The standard turnaround time for the RuPay OTG design approval process is 3 working days from the day of receiving the OTG design in the working hours.
- ✓ The turnaround time in case of changes made post initial feedback is 2 working days.

Virtual Card / Tokenisation

In case of virtual devices where RuPay card can be provisioned/ tokenised, RuPay branding must be present as mentioned below.

1. In case of a Mobile Phone, a virtual RuPay card would be displayed on the mobile screen. In such a case, the proportion of the RuPay card must not be less than 75% of the usable digital screen space.
2. In case of any device similar to a wrist band, the contactless symbol accompanied by the RuPay logo must be present on the screen during the transaction. The size of this unit must not be less than 75% of the usable digital screen space.

For all the Tap & Pay transactions, RuPay MOGO to be played over the PoS machine indicating a successful transaction, followed by 'Payment Successful' screen.

For transit: 1 sec MOGO is preferred
For retail: 3 sec MOGO is preferred

The RuPay MOGO can be downloaded from
https://www.npci.org.in/npci-in-news/knowledge-centre

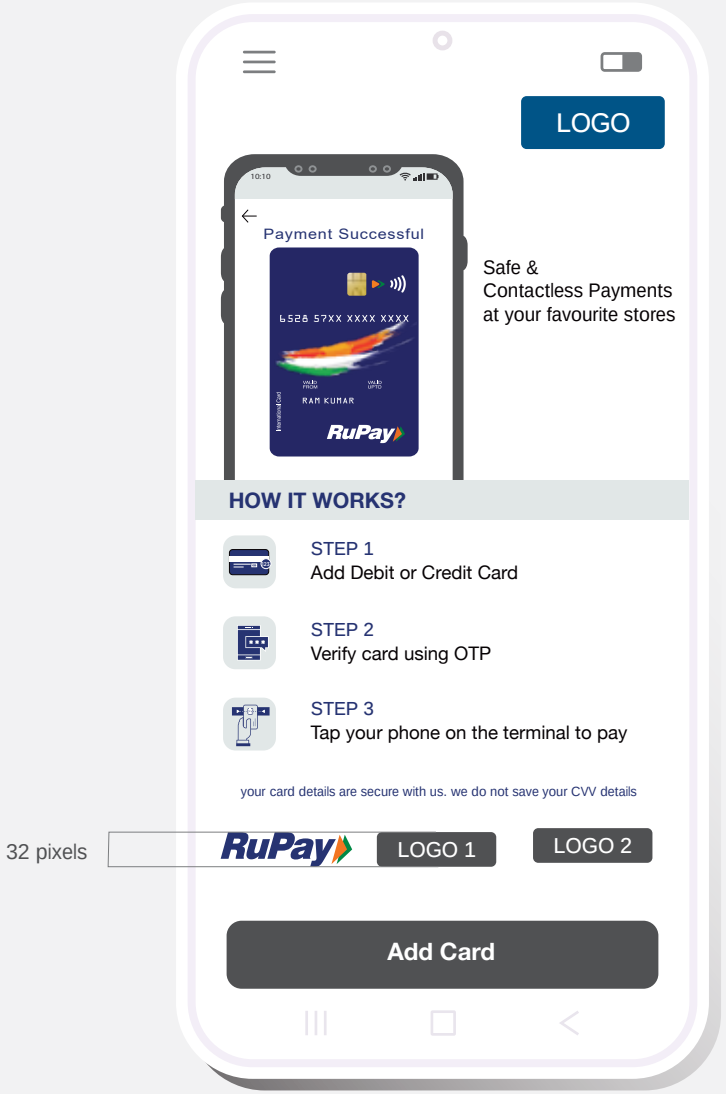


The card design used here is only for illustrative representation purpose.

Please refer to the RuPay Card Marks & Specifications document for detailed guidelines on the individual elements that defines the card design.

Card Provisioning

RuPay branding must appear on the card enrolment screen of the Banks Apps / Third Party Service Provider along with other brands in alphabetical order. All the logos must be matched at height. The size of the RuPay logo must be at least 32 pixels in height.

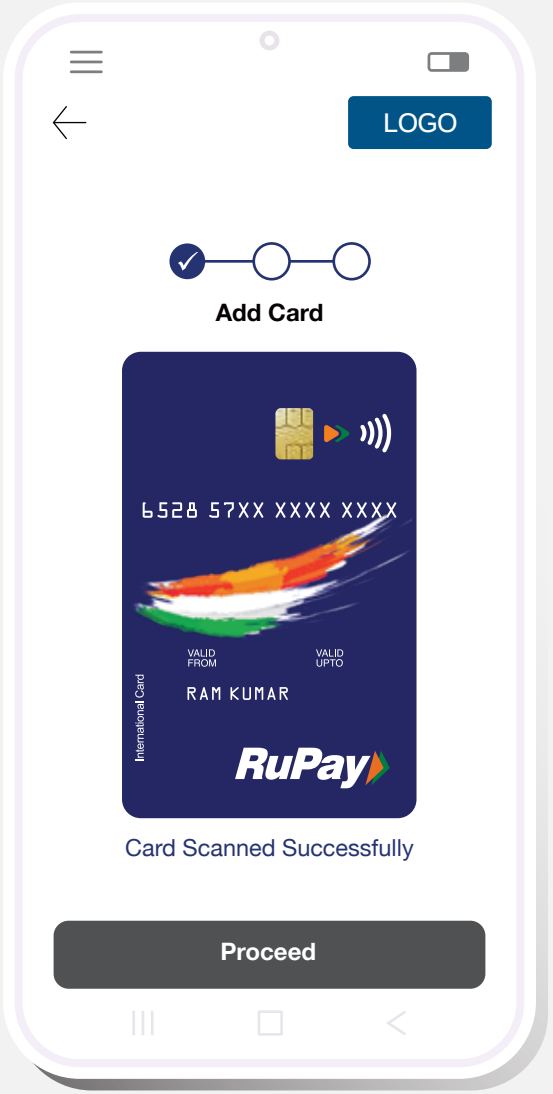


The screenshots are only for illustrative representation purposes only.

Scanning the card

When a RuPay card is scanned to be added to the customer's account, It must showcase the name, card number and validity.

The proportion of the RuPay card must not be less than 75% of the usable screen space. Also, RuPay branding must appear on the screen at the bottom-right with the height of at least 50 pixels.



The screenshots are only for illustrative representation purposes only.

Display of RuPay card types and variant

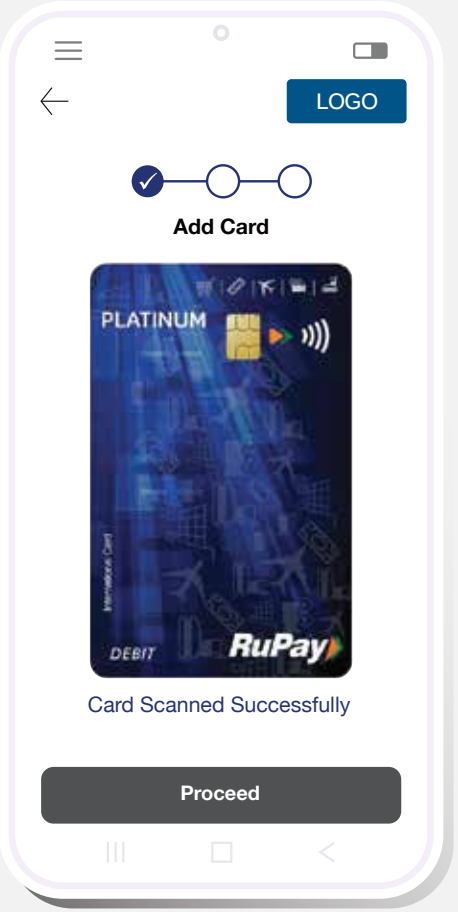
Since RuPay card is available in different variants i.e. RuPay Classic, RuPay Platinum and RuPay SELECT under Debit and Credit. Display of the virtual RuPay card on the screen will change accordingly.

In order for customers to relate to their existing physical plastic cards, it is recommended that the banks/ third party apps use the original bank artworks of the card image.

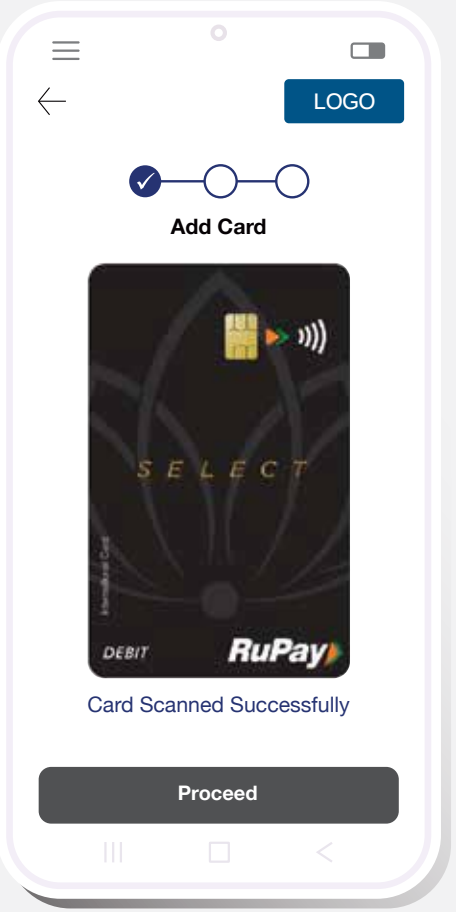
In the absence of bank card artworks, a set standardised RuPay card designs are available to represent each variant. These assets can be downloaded from https://www.npci.org.in/npci-in-news/knowledge-centre



RuPay CLASSIC Debit



RuPay PLATINUM Debit



RuPay SELECT Debit

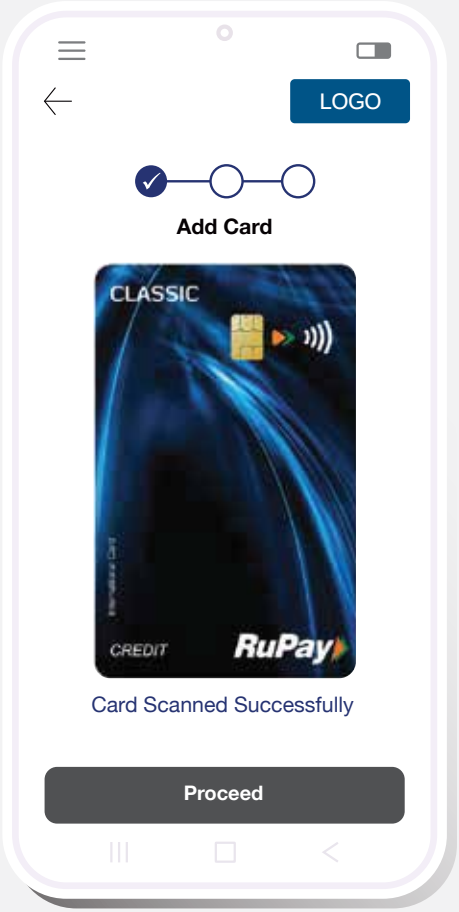
The screenshots are only for illustrative representation purposes only.

Display of RuPay card types and variant

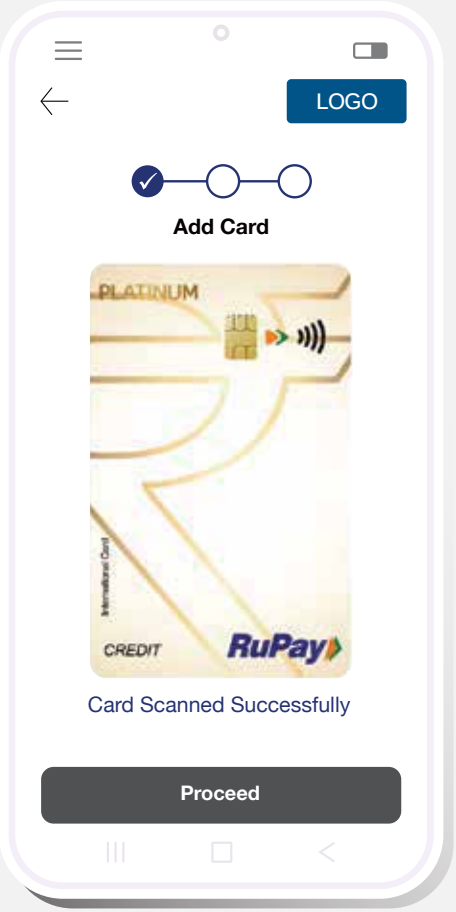
Since RuPay card is available in different variants i.e. RuPay Classic, RuPay Platinum and RuPay SELECT under Debit and Credit. Display of the virtual RuPay card on the screen will change accordingly.

In order for customers to relate to their existing physical plastic cards, it is recommended that the banks/ third party apps use the original bank artworks of the card image.

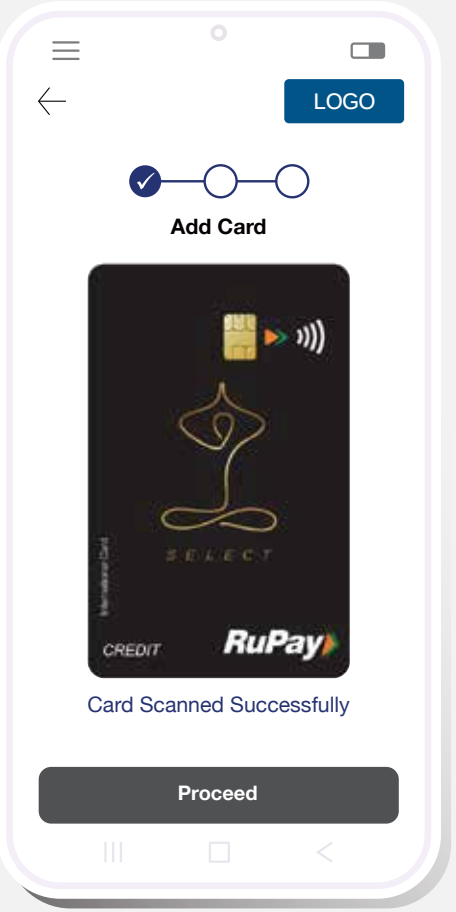
In the absence of bank card artworks, a set standardised RuPay card designs are available to represent each variant. These assets can be downloaded from https://www.npci.org.in/npci-in-news/knowledge-centre



RuPay CLASSIC Credit



RuPay PLATINUM Credit



RuPay SELECT Credit

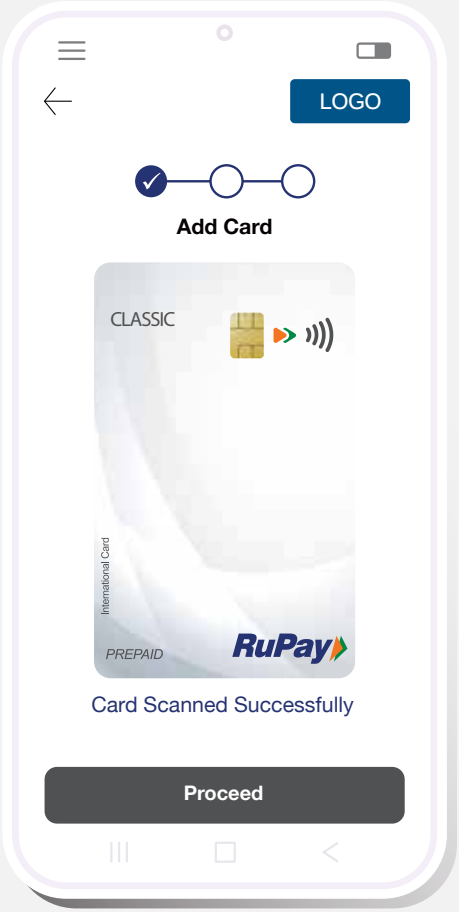
The screenshots are only for illustrative representation purposes only.

Display of RuPay card types and variant

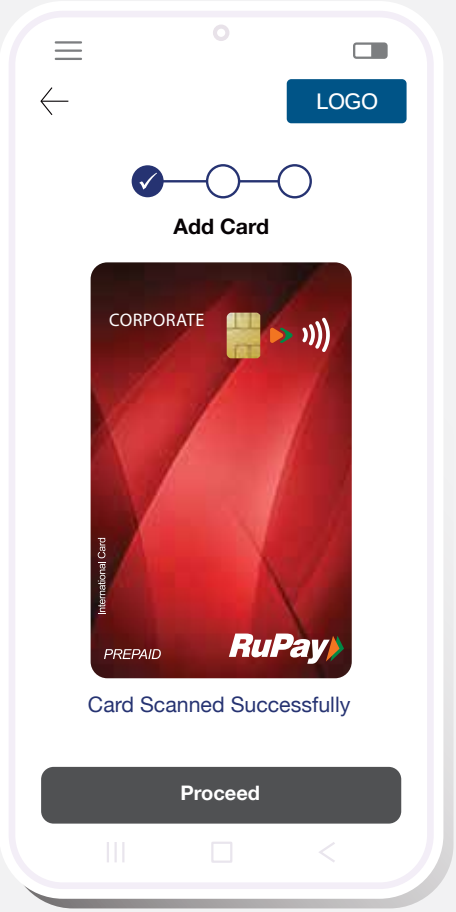
Since RuPay card is available in different variants i.e. RuPay Classic, RuPay Platinum and RuPay SELECT under Debit and Credit. Display of the virtual RuPay card on the screen will change accordingly.

In order for customers to relate to their existing physical plastic cards, it is recommended that the banks/ third party apps use the original bank artworks of the card image.

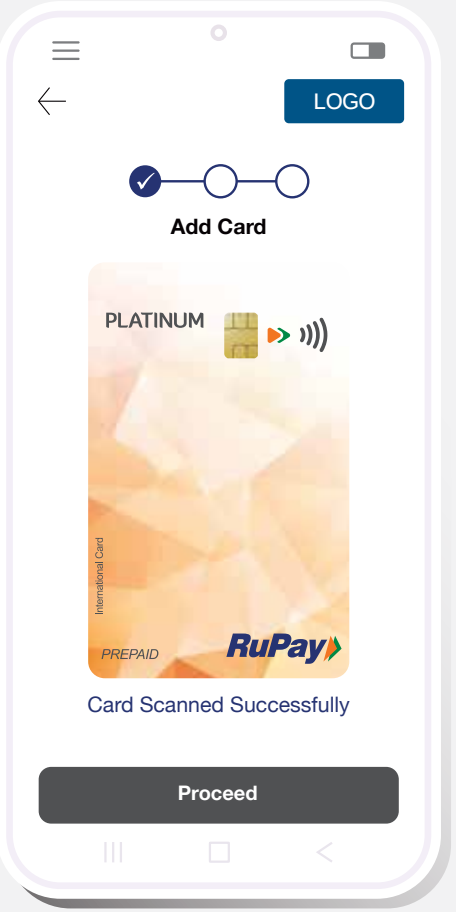
In the absence of bank card artworks, a set standardised RuPay card designs are available to represent each variant. These assets can be downloaded from https://www.npci.org.in/npci-in-news/knowledge-centre



RuPay CLASSIC Prepaid



RuPay CORPORATE Prepaid



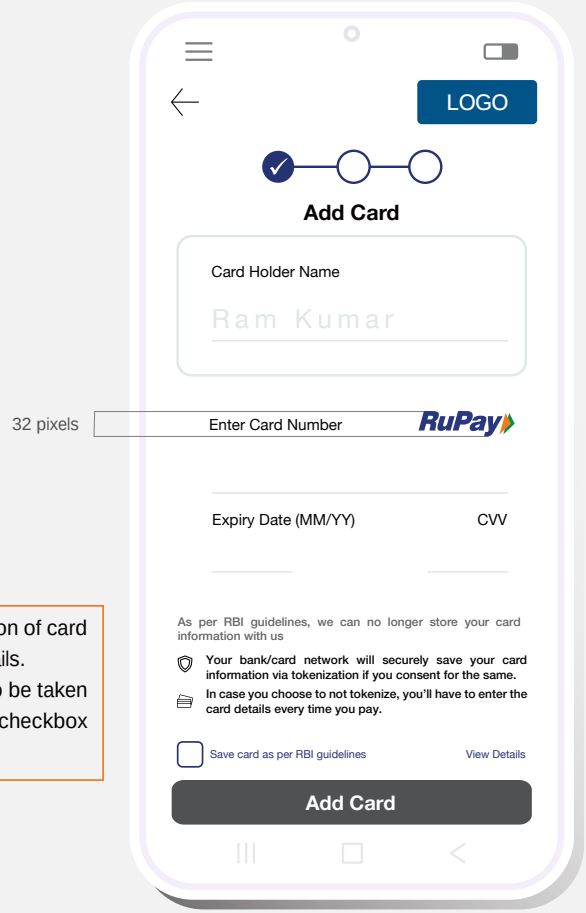
RuPay PLATINUM Prepaid

The screenshots are only for illustrative representation purposes only.

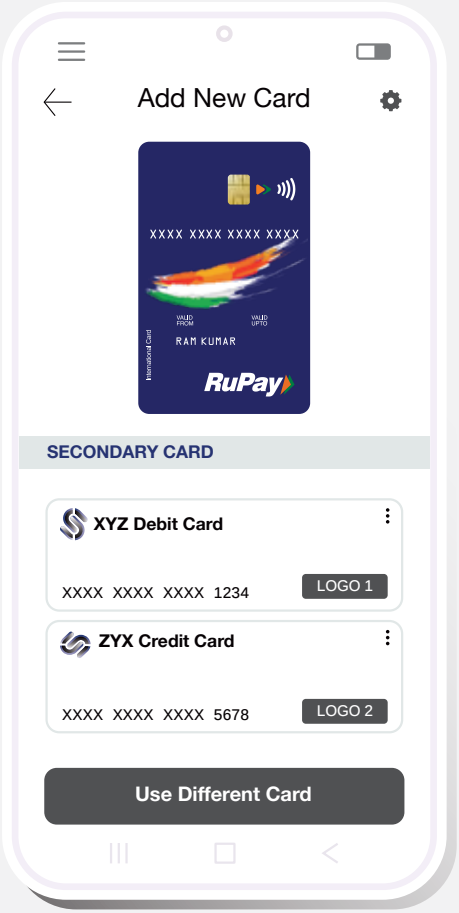
Card Entries

RuPay branding must appear on the card enrolment screen of the Banks Apps / Third Party Service Provider along with other brands in alphabetical order. All the logos must be matched at height. The size of the RuPay logo must be at least 32 pixels in height.

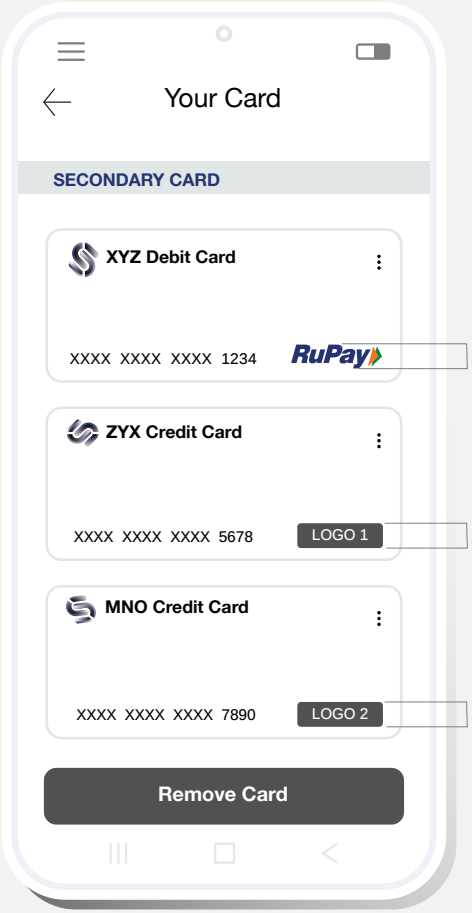
Mention of RBI disclaimer for tokenization of card is mandatory when capturing card details.
For first time registration consent has to be taken from the card holder by displaying a checkbox along with the disclaimer.



Add Card Screen



Add New Card



Remove Card Screen

The screenshots are only for illustrative representation purposes only.

Tap & Pay

During the payment process being done using the RuPay card, the screen must have the RuPay Contactless unit along with the virtual RuPay card indicating the transaction is initiated. The size of the RuPay Contactless unit cannot be less than 50 pixels in height.

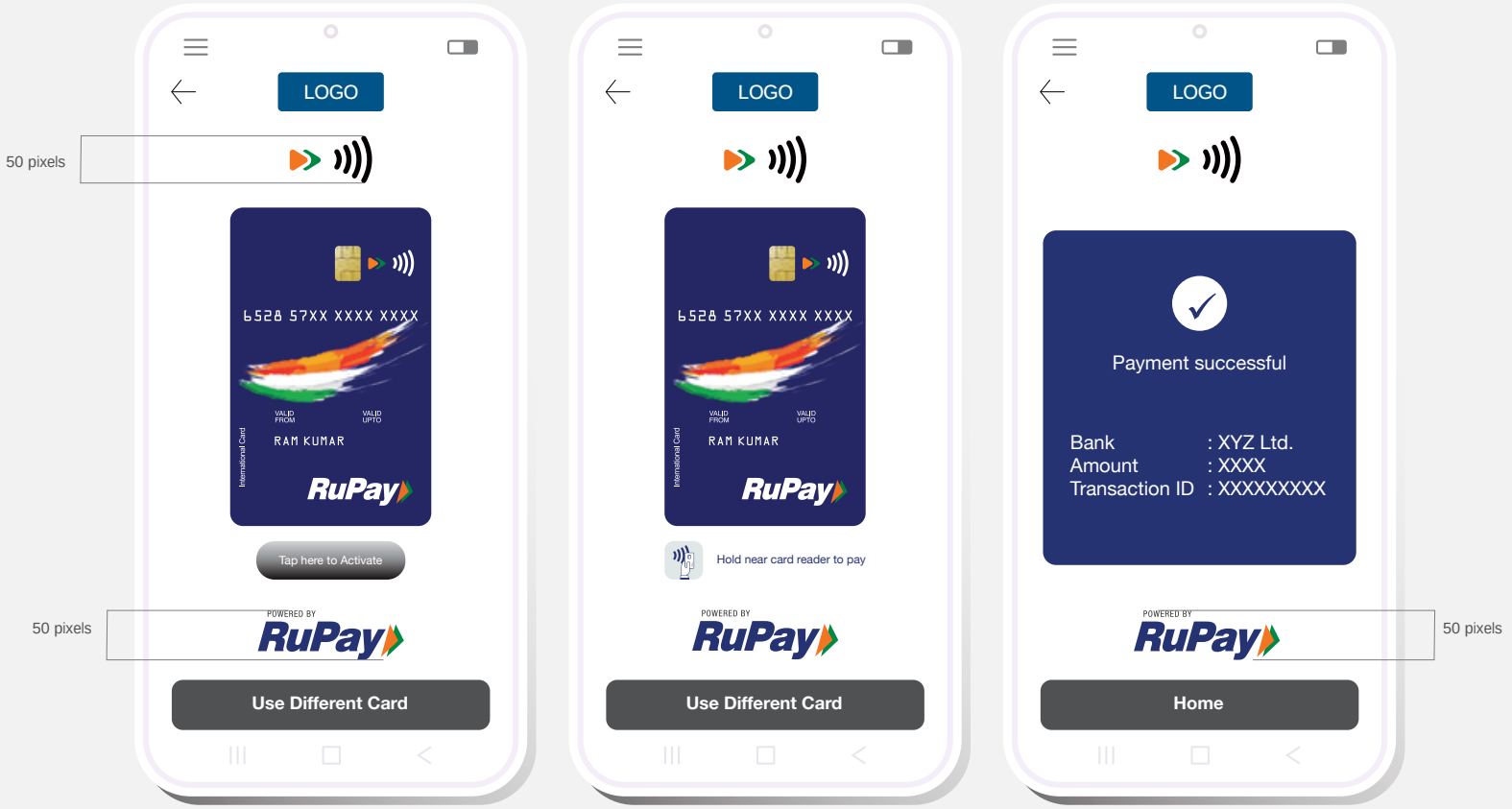
The screen will also have 'Powered by RuPay' logo unit at the bottom with the size not less than 50 pixels in height. This is to give the assurance that the transaction initiated is being enabled by RuPay technology. Once the transaction is complete, a payment confirmation page should appear with the 'Powered by RuPay' logo unit at the bottom with the size not less than 50 pixels in height.

The dimensions of the logo mentioned here is a variable component and needs to be adaptive to different screen sizes.

For all the Tap & Pay transactions, RuPay MOGO to be played over the PoS machine indicating a successful transaction, followed by 'Payment Successful' screen.

For transit: 1 sec MOGO is preferred
For retail: 3 sec MOGO is preferred

The RuPay MOGO can be downloaded from
https://www.npci.org.in/npci-in-news/knowledge-centre



Card Activating Screen | Payment Screen | Payment Successful Screen

The screenshots are only for illustrative representation purposes only.

RuPay PoS Branding

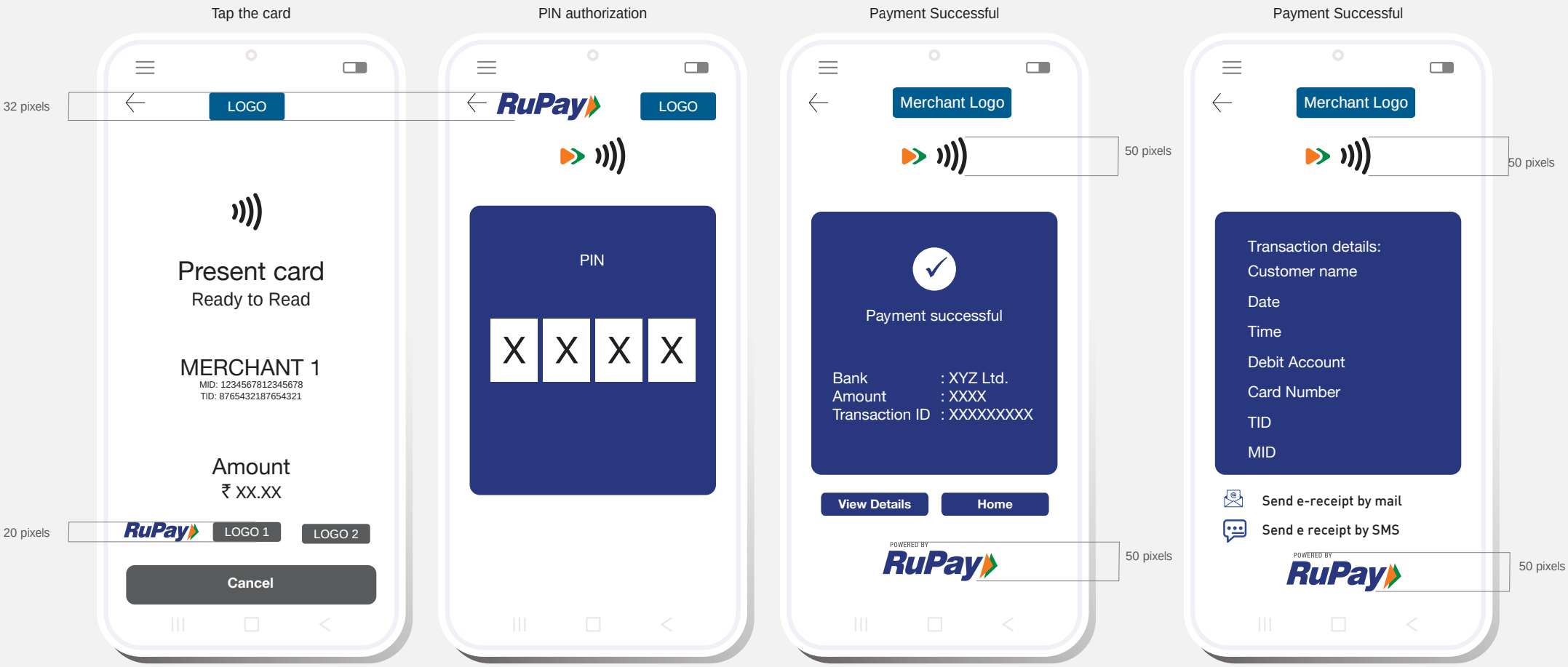
RuPay branding must appear along with the Merchant logo throughout the payment process screen. RuPay branding should be 20 px in height on the 'Tap the card' page and 32 px in height on the PIN authorisation page. In the 'Payment Successful' page, 'Powered by RuPay Contactless unit should appear as shown here, size of this unit to be 50 pixels in height..

The dimensions of the logo mentioned here is a variable component and needs to be adaptive to different screen sizes.

For all the Tap & Pay transactions, RuPay MOGO to be played over the PoS machine indicating a successful transaction, followed by 'Payment Successful' screen.

For transit: 1 sec MOGO is preferred
For retail: 3 sec MOGO is preferred

The RuPay MOGO can be downloaded from
https://www.npci.org.in/npci-in-news/knowledge-centre



The screenshots are only for illustrative representation purposes only.

If transaction value is above ₹ 2000,
this screen for PIN authorization will appear.

RuPay Consolidated logo unit

The RuPay consolidated logo unit comprises of 3 key elements namely, The RuPay trademark logo, a representation of RuPay Cards and the product variants in RuPay
i.e "Credit I Debit I Prepaid", placement and measurements of which are mentioned below

- Space between the 'RuPay logo' and the 'Credit, Debit, Prepaid' unit must be 18% of the total height of the unit
- Space between the ‘Card unit’ and ‘RuPay logo’ must be 5% of the height of the vertical card unit
- The width of the RuPay cards, RuPay logo and 'Credit, Debit and Prepaid' unit must be equal at all times

Usage of RuPay logo unit with the card: In an ideal case scenario, RuPay logo unit along with the card must be present in every communication pertaining to the new product/variant launch only.

Usage of RuPay logo unit without the card: In an ideal case scenario, RuPay logo unit along without the card must be used in every communication pertaining to RuPay Credit, Debit & Prepaid cards.



RuPay consolidated logo unit without card

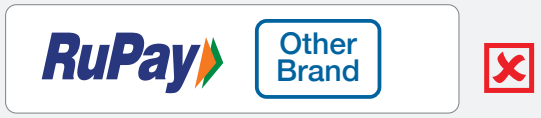


RuPay consolidated logo unit with card

RuPay with other Brand Marks

1. RuPay logo must be used in parity with other equivalent brand marks, wherever necessary, either for digital or offline usage/applications. For example, the RuPay Brand Logo must be equivalent in the appearance to other brand marks in size (matched by height only)
2. On card number depiction, the RuPay logo must be prominent and invariably displayed.
3. Whenever a UI represents a dropdown selection display for opting the mode of payment scheme for the transaction, RuPay acceptance logo should be evidently visible.
4. If the brand marks are placed next to the card number not on a card depiction, the RuPay Logo must appear first.
5. RuPay Brand must be displayed no less prominently that those of the co-badged payment scheme.





Size of the RuPay logo must be same as the size of other logos, matched by height only.



RuPay logo unit cannot be top-aligned to other brands' logos.



RuPay logo unit cannot be centre-aligned to other brands' logos.



RuPay logo unit cannot be bottom-aligned to other brands' logos.



RuPay logo unit can be used with other international brand marks.



The card design used here is only for illustrative representation purpose.

Please refer to the RuPay Card Marks & Specifications document for detailed guidelines on the individual elements that defines the card design.

The screenshots are only for illustrative representation purposes only.

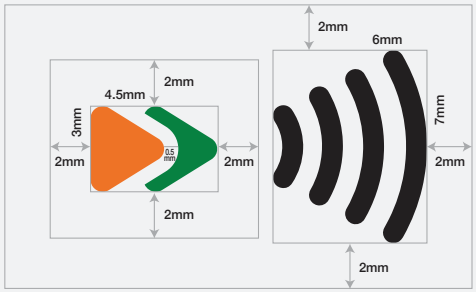
Acceptance Terminal Branding

To ensure brand visibility when the RuPay logo along with the RuPay Contactless logo appears on a PoS machine, it must be in the dimensions of 1:2 & 1:4. When placed on the top or along the side of the PoS machine, it must be of a minimum size of 20mm. Ensure that the RuPay signature tone plays when a card is tapped, dipped or swiped in the PoS machine.





Figure 2a: Clear space requirement



C 02 M 68 Y 97 K 00

C 88 M 25 Y 99 K 12

- The orientation of the contactless indicator must always be as indicated in figure 2a.
- The minimum clear space around all four sides of the contactless indicator must be equal to the full height of the second semicircle from the left. This clear space requirement is subject to a minimum of 2mm - the minimum amount of clear space that must be maintained around the Contactless Indicator wherever it is displayed. This clear space must be free of text and all other graphic elements.
- The contactless indicator must always appear in solid colour that provides the best colour contrast and legibility against the selected background colour or material. Optimal colour for the contactless indicator includes black and white.

The screenshots are only for illustrative representation purposes only.

ATM Branding

All ATM location must display the appropriate Push/ Pull stickers with RuPay branding, on or near the main entrance. RuPay logo should also appear on the ATM screen to indicate acceptance.

RuPay logo size would be 13x49mm
in a 3x5inch sticker design



Minimum: 200 pixels



The screenshots are only for illustrative representation purposes only.

DIGITAL USAGE OF RuPay BRAND MARK

Online Merchant Branding

Proper branding of the RuPay Brand Mark across various digital media like devices, mobile applications, websites, payment pages, wallets or any other form of digital etc is required as per the guidelines.

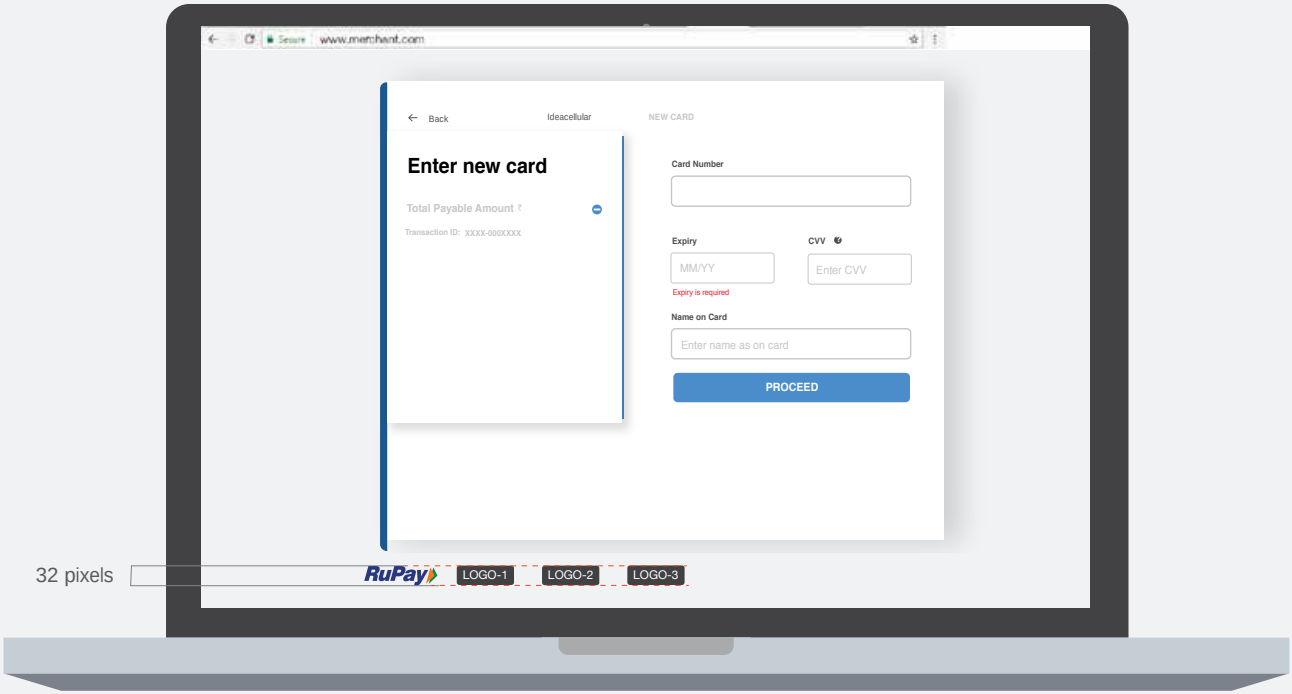
The RuPay acceptance logo must be displayed on the merchant's websites to indicate enhanced security and seamless experience while shopping online.

The height of the RuPay logo must not be less than 32 pixels in height. At the same time, the height of the RuPay logo must be the same as the height of all the partner and merchant logos, matched by height only as shown here. Arrangement of multiple logo displays must follow the alphabetical order.

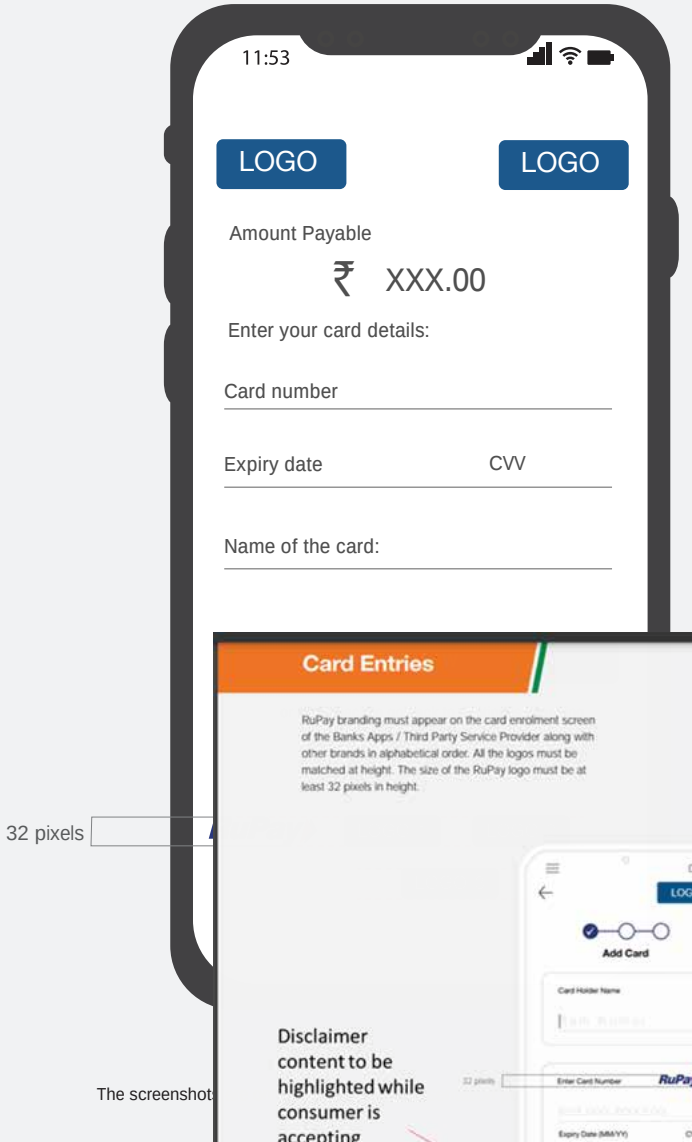
RuPay must appear within the user interface (UI) when,

- Activating an account
- Selecting credentials / account / mode of payments
- Viewing the account details
- Completing the transaction using the account / credentials.

Laptop/Desktop



Mobile/Tablet



Merchant Payment section

The RuPay acceptance logo must be displayed on the digital media wherever the payment option is available.

The payment page must display the RuPay acceptance logo at uniformity with all other brand logos/symbols displayed.

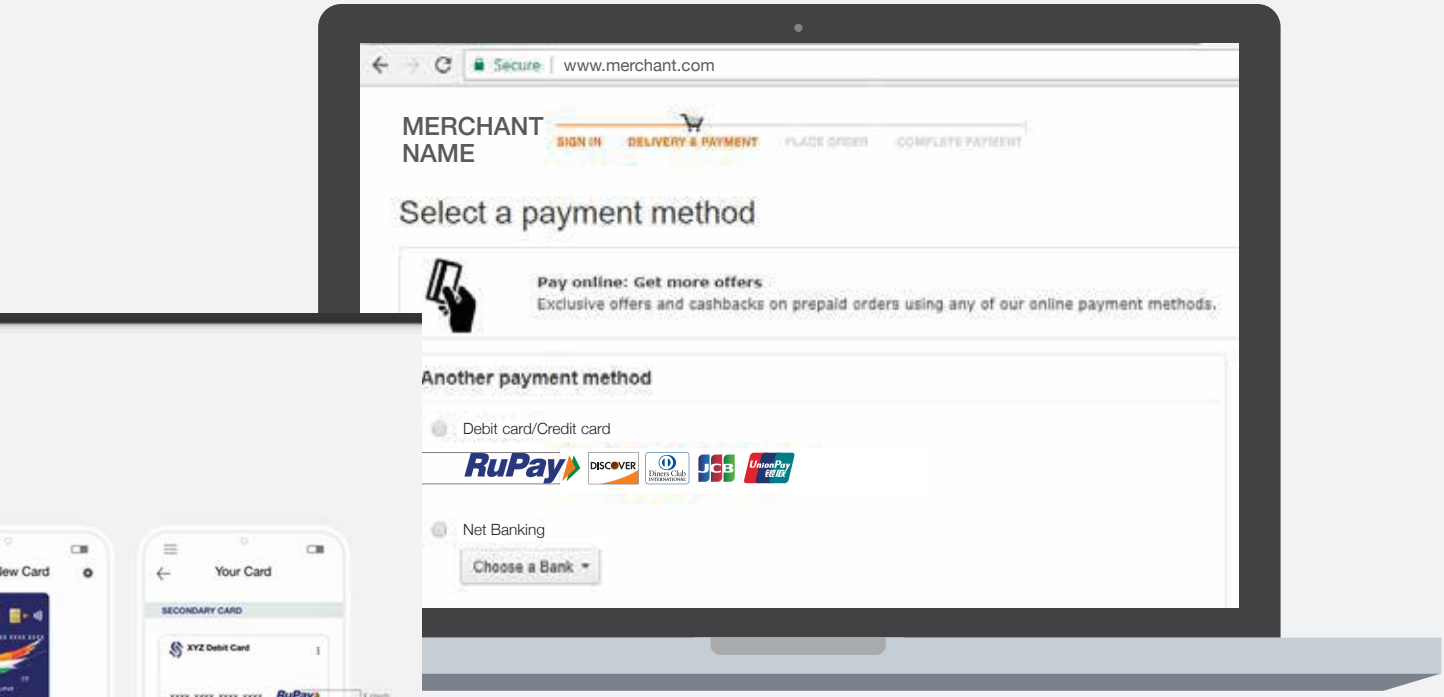
The size and colour uniformity should match with all the other acceptance marks/logos displayed.

The RuPay logo cannot be less than 50 pixels in height on the aggregator page on a laptop/desktop and 32 pixel in height on a mobile as shown here.

The height of the RuPay logo must be the same as the height of all the partner and merchant logos, matched by height only.

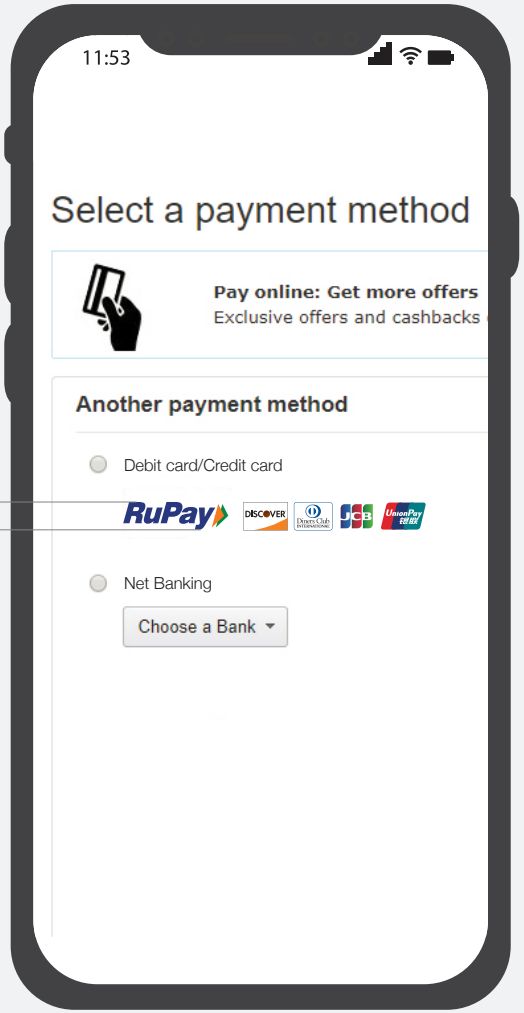
The RuPay logo should be as per the stated guidelines on page 5.

Laptop/Desktop



Mobile/Tablet

32 pixels



The screenshots are only for illustrative representation purposes only.

Communication Guidelines

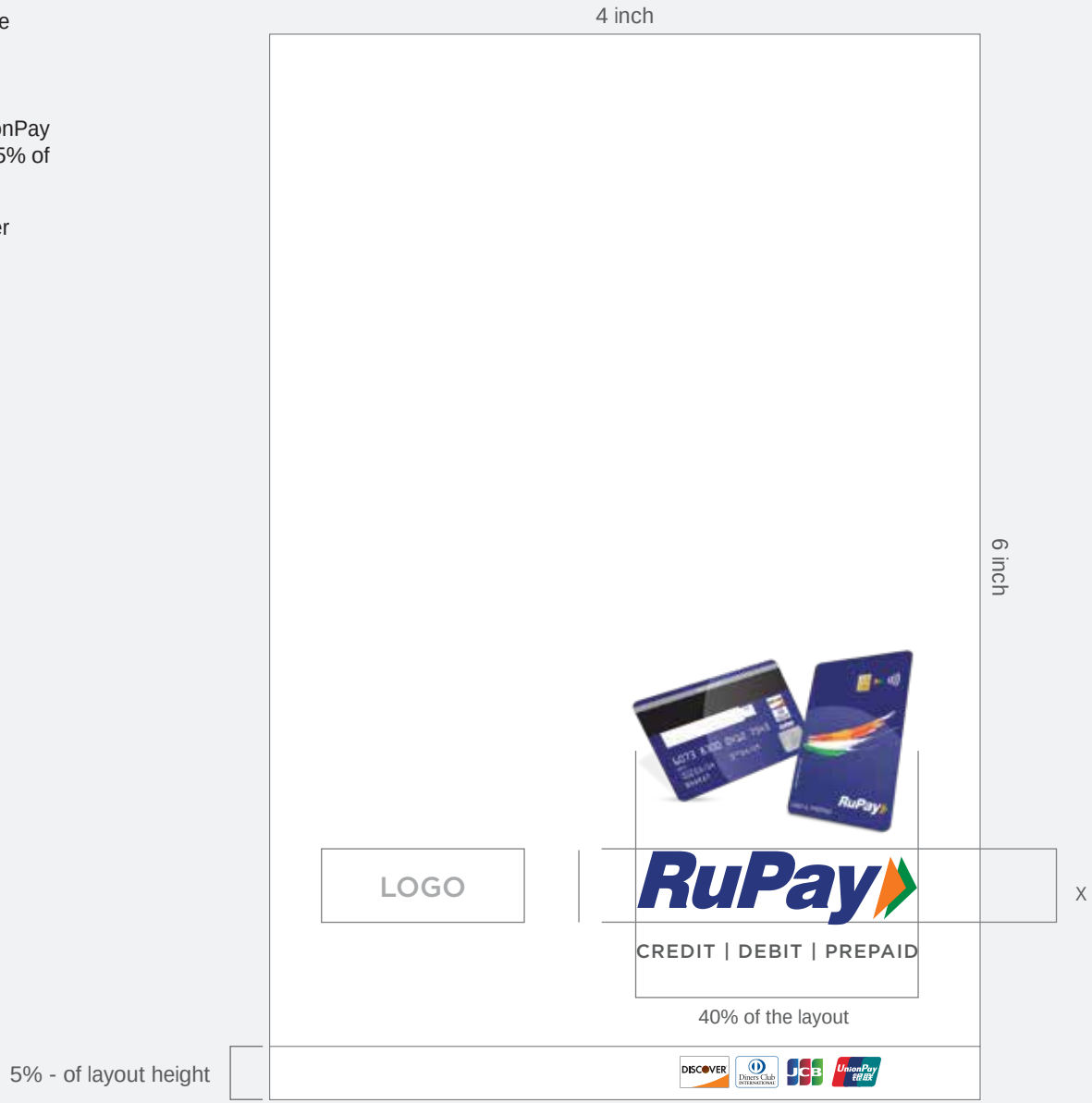
Tent Card

In case of a Tent card designed by the Merchant/Partner, the size of the Merchant/Partner logo must be equivalent to the size of the RuPay logo, matched my height only.

International partner logos like Discover, Diners Club, JCB, UnionPay etc. to be placed below RuPay logo in a panel which should be 5% of the height of the tent card.

As represented visually, both logos must be alongside each other and neither of them must be placed in isolation.

The size of the of the RuPay logo must not be less than 40% of the total width of the layout.



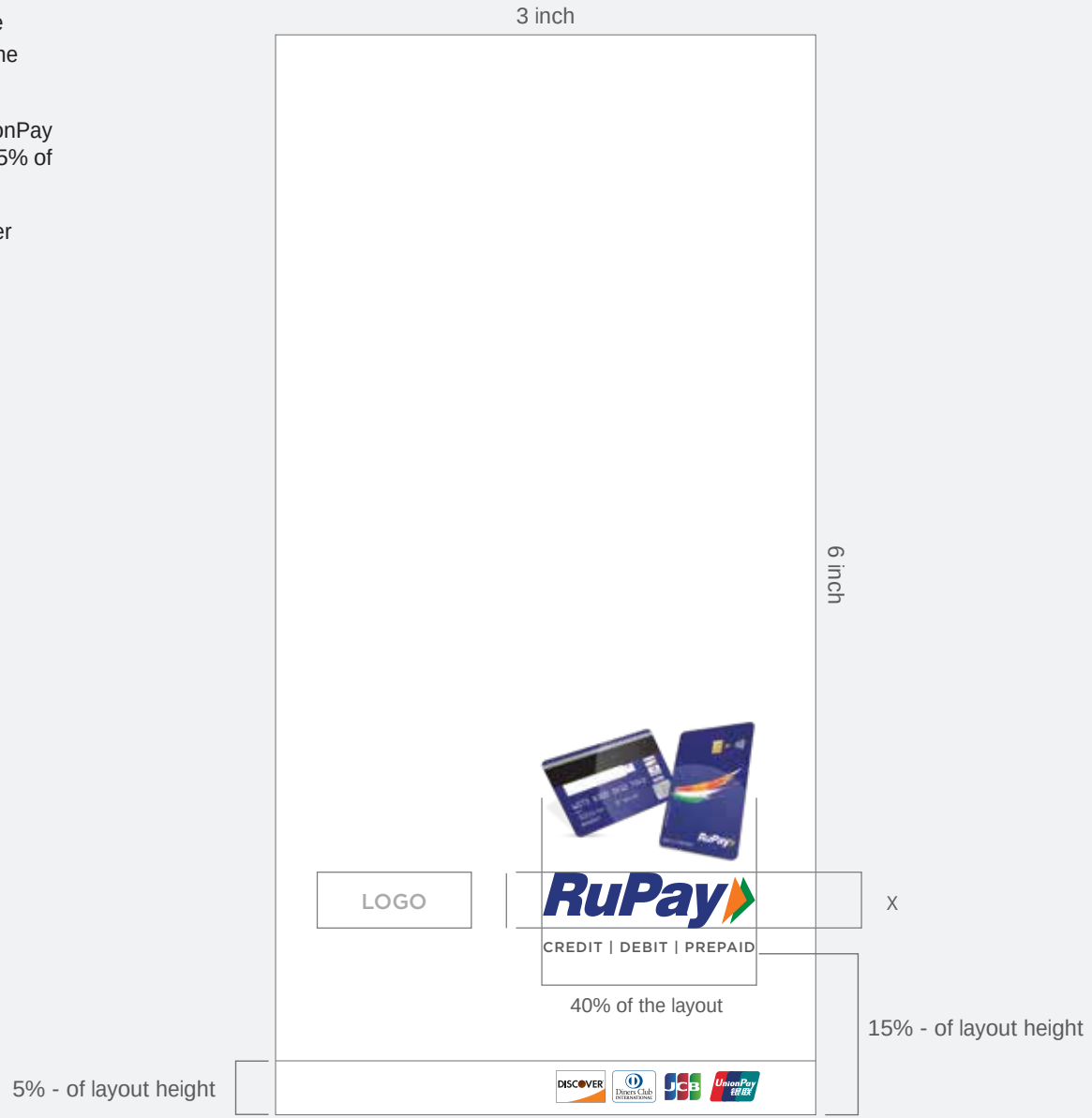
Standee

In case of a Standee designed by the Merchant/Partner, the size of the Merchant/Partner logo must be equivalent to the size of the RuPay logo, matched by height only.

International partner logos like Discover, Diners Club, JCB, UnionPay etc. to be placed below RuPay logo in a panel which should be 5% of the height of the standee.

As represented visually, both logos must be alongside each other and neither of them must be placed in isolation.

The size of the of the RuPay logo must not be less than 40% of the total width of the layout. In order to ensure sufficient brand visibility, the RuPay logo unit must be placed in such a manner that a minimum of 15% of height of the layout must be left as dead space below the RuPay logo unit.



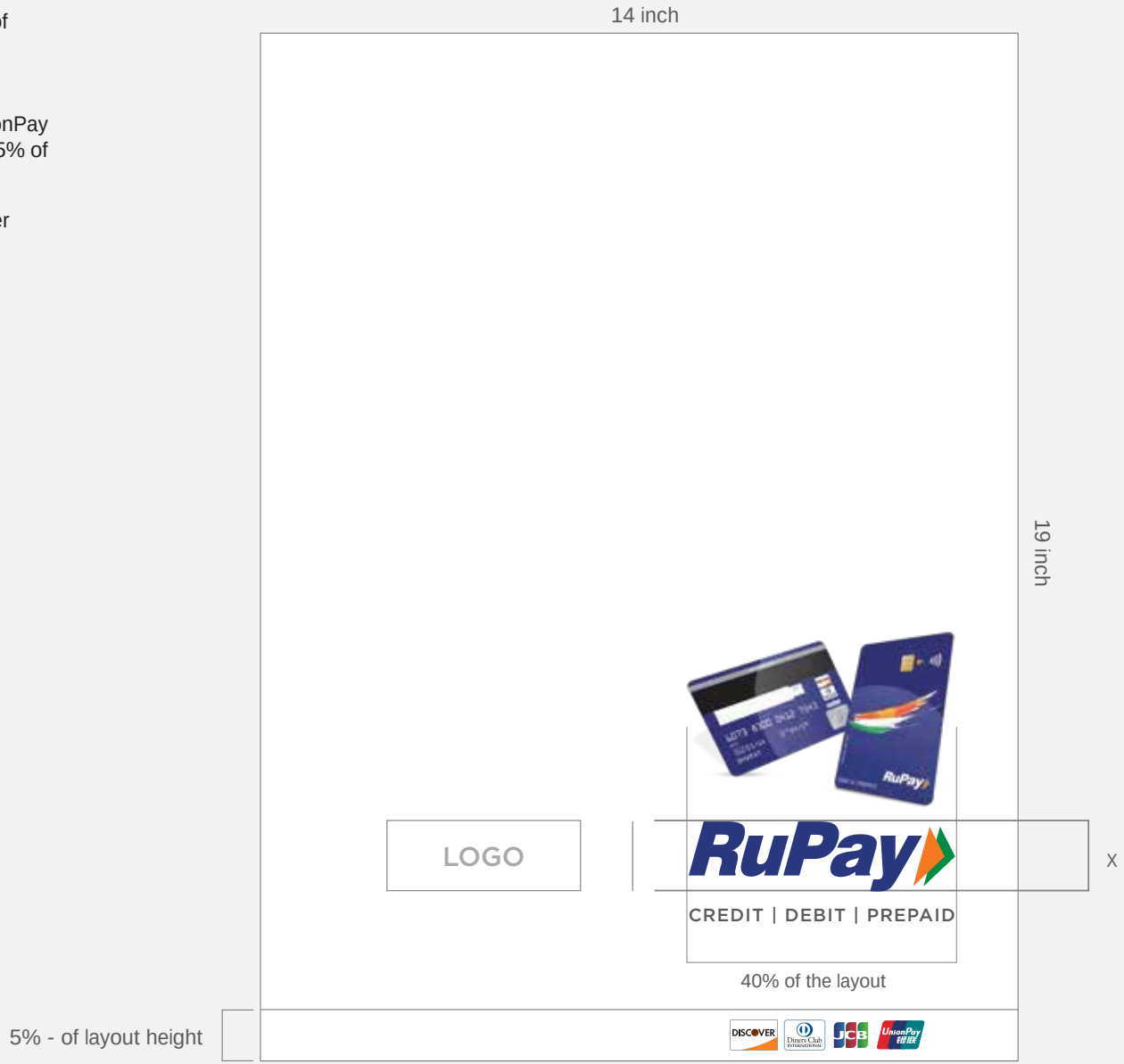
Poster

In case of a Poster designed by the Merchant/Partner, the size of the Merchant/Partner logo must be equivalent to the size of the RuPay logo, matched my height only.

International partner logos like Discover, Diners Club, JCB, UnionPay etc. to be placed below RuPay logo in a panel which should be 5% of the height of the poster.

As represented visually, both logos must be alongside each other and neither of them must be placed in isolation.

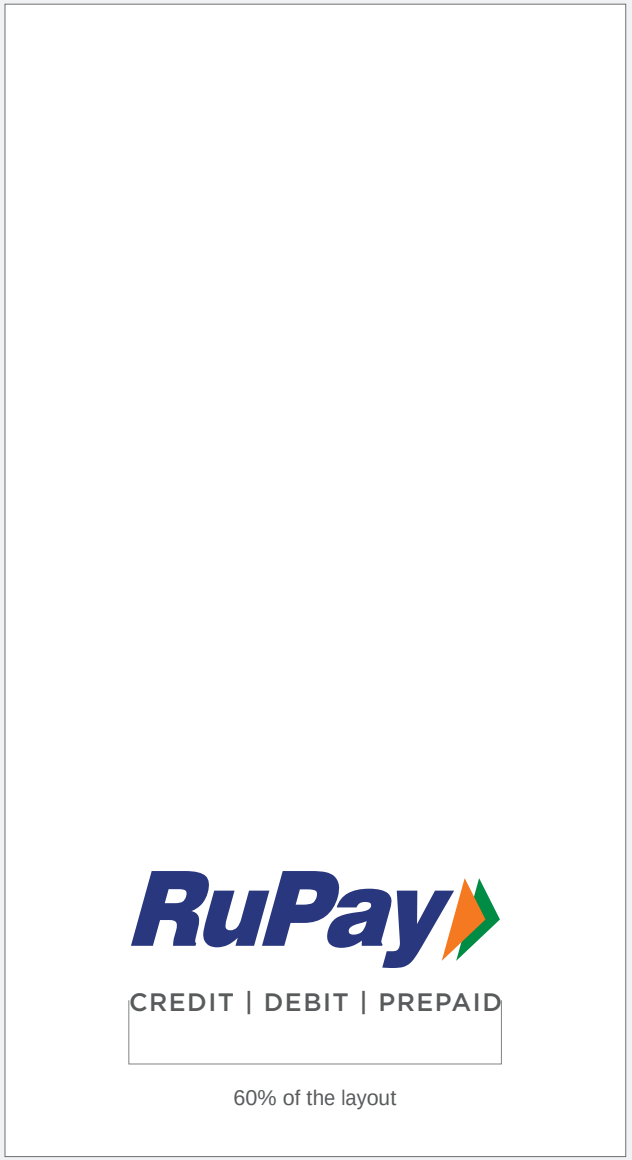
The size of the of the RuPay logo must not be less than 40% of the total width of the layout.



Bill Folder

In case of a Bill folder, size of RuPay logo should be 60% of the total width of the folder.

The treatment of printing can differ depending upon the material of the bill folder.





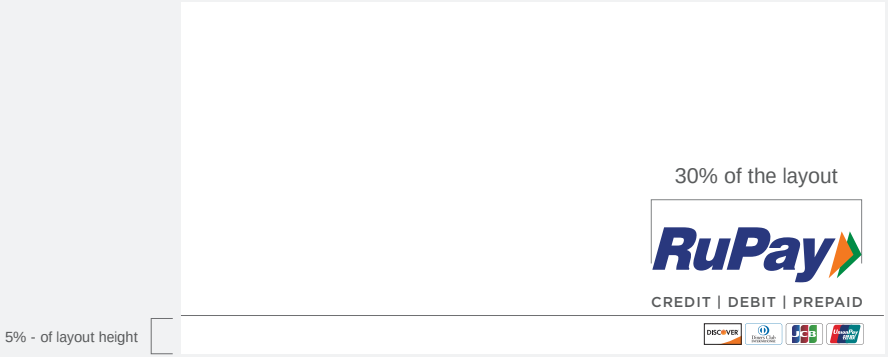
Horizontal Layouts

The size of RuPay logo must not be less than 30% of the total width of the layout when the nature of the layout is horizontal.

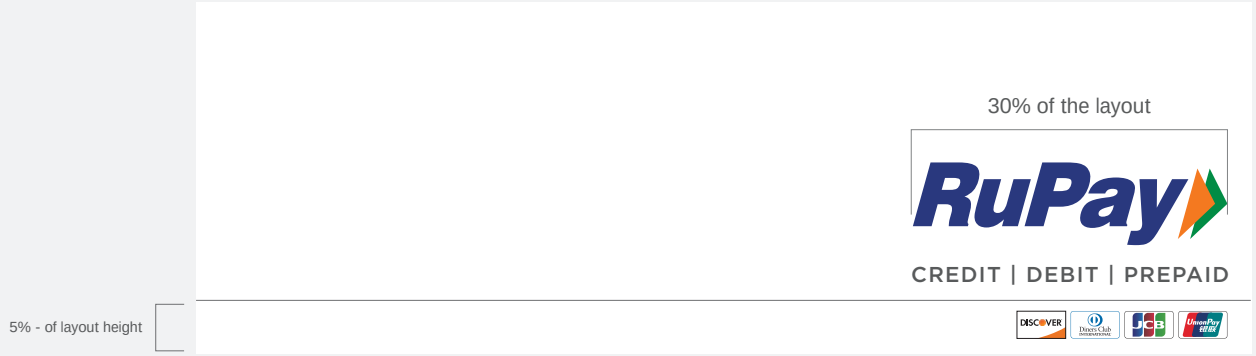
International partner logos like Discover, Diners Club, JCB, UnionPay etc. to be placed below RuPay logo in a panel which should be 5% of the height of the layout.

As represented visually, both logos must be alongside each other and neither of them must be placed in isolation.

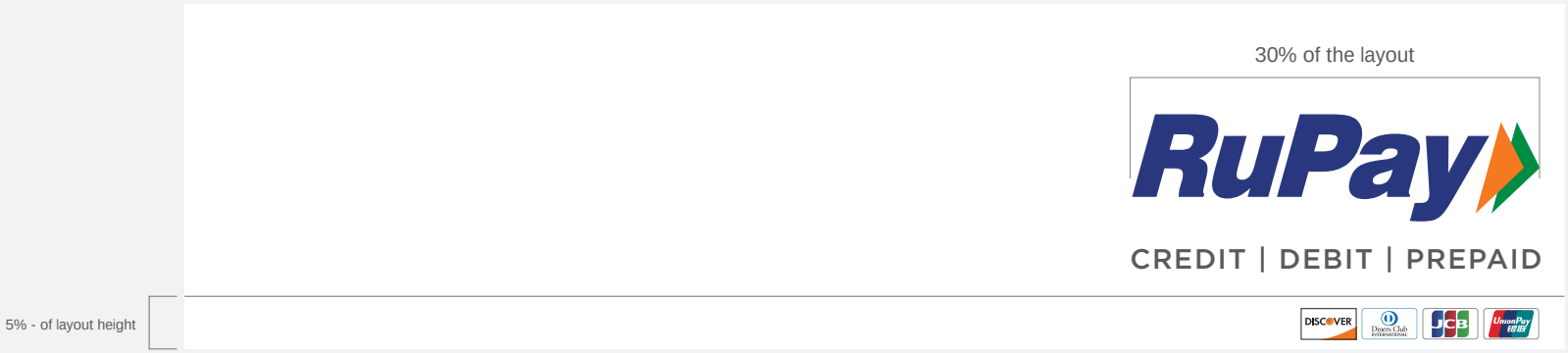
2x1

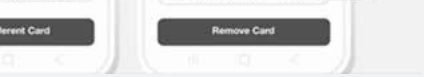


3x1



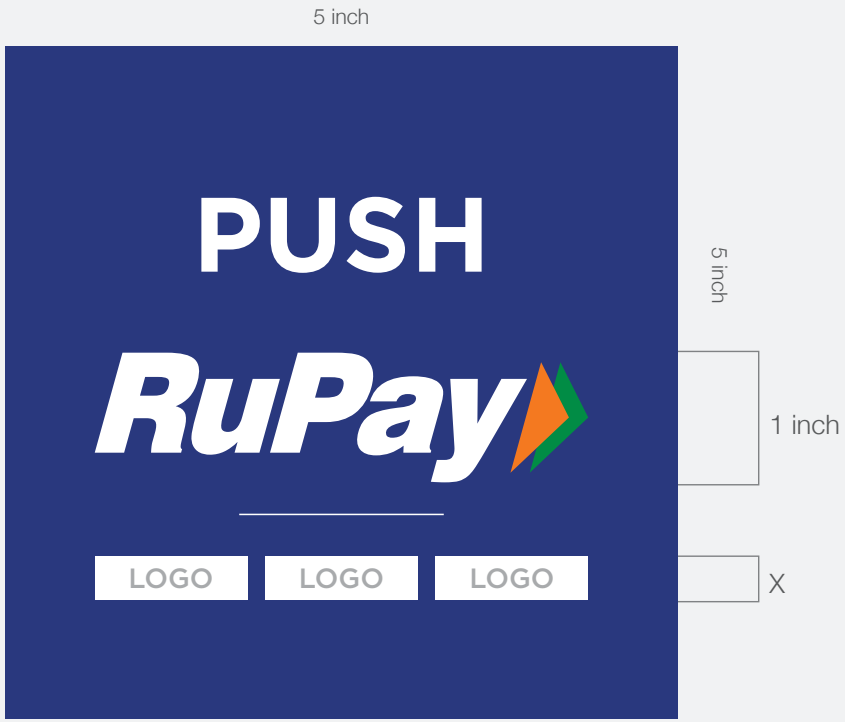
4x1

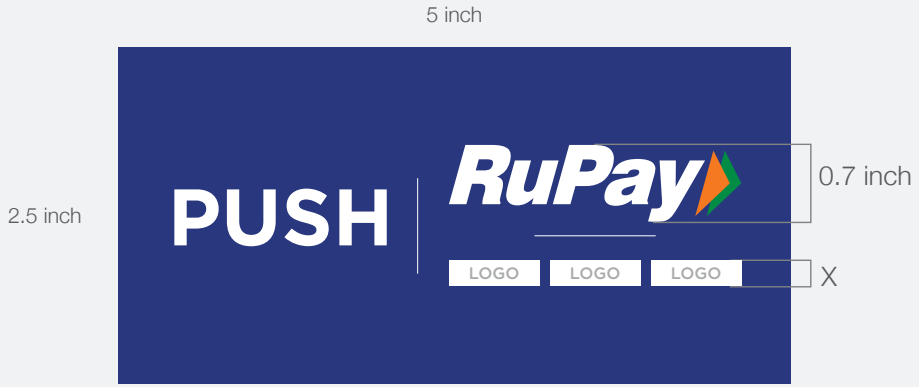


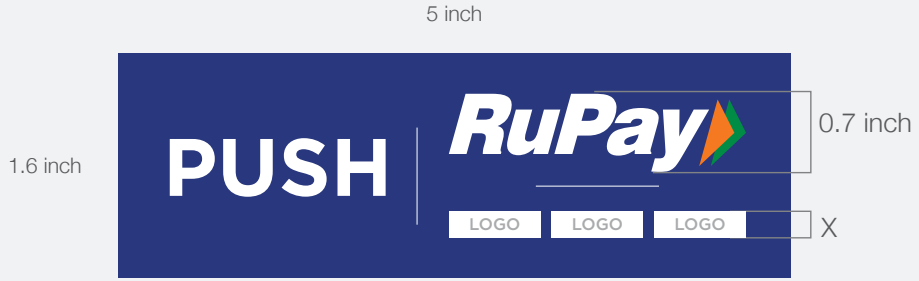


Push Pull Sticker

In case of a Push Pull Sticker designed by the Merchant/Partner, the size of the Merchant/Partner logo must be equivalent to the size of the RuPay logo, matched my height only.
As represented visually, both logos must be alongside each other and neither of them must be placed in isolation.

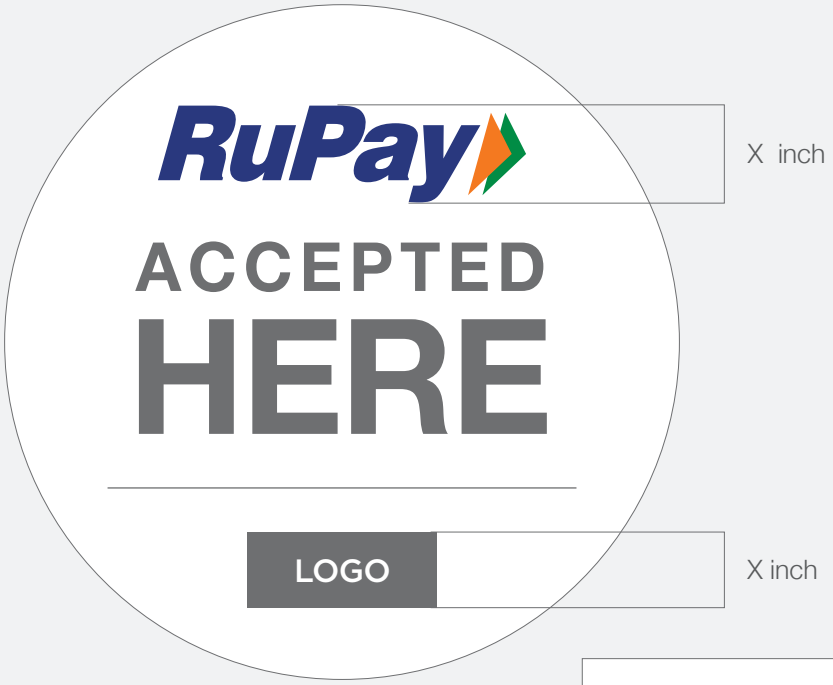


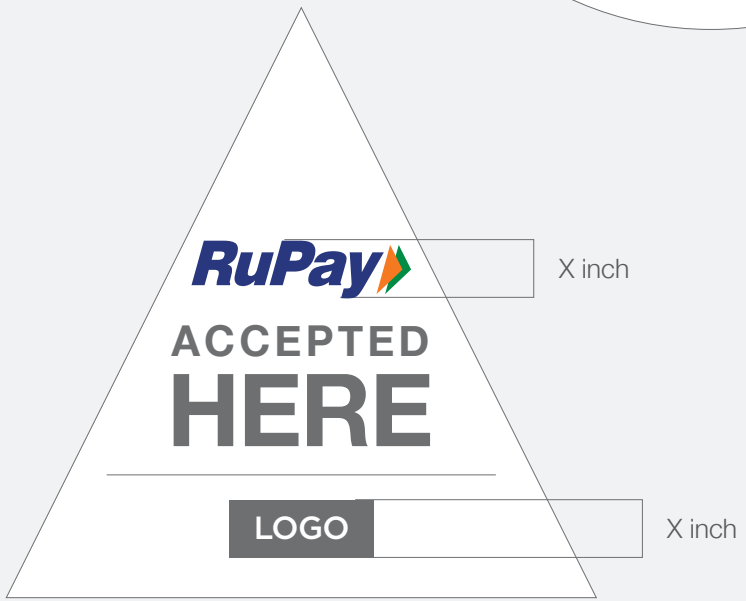


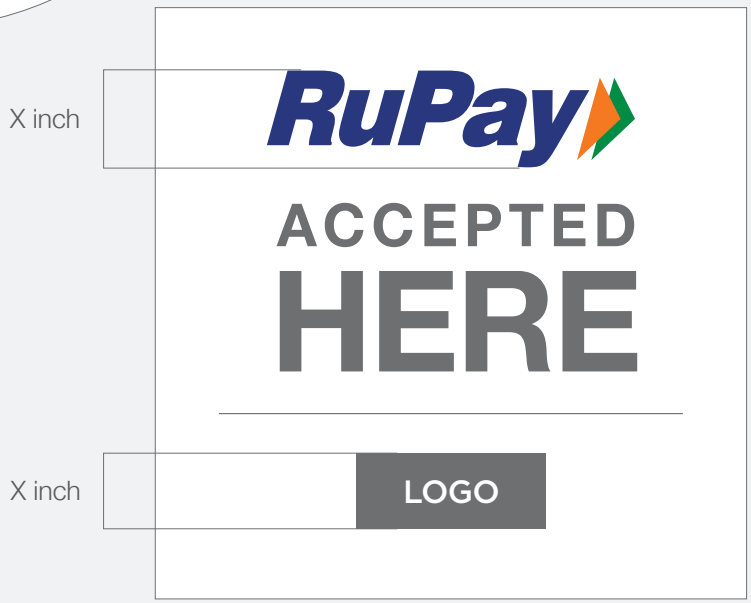


Acceptance sticker

The size of RuPay logo must be a minimum of 30mm in width as mentioned on page 6. In case of a sticker design, size of the RuPay logo must be adjusted according to the layout ensuring sufficient visibility.



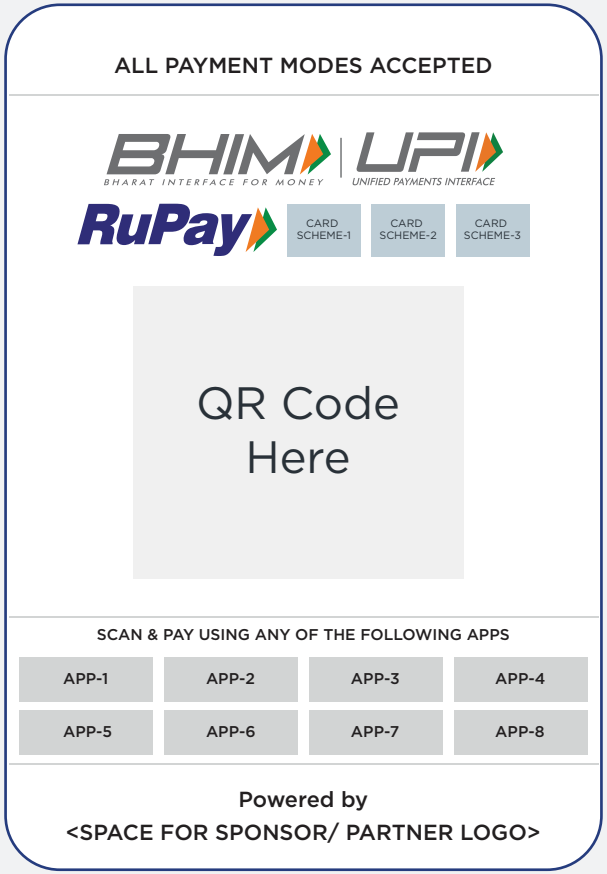


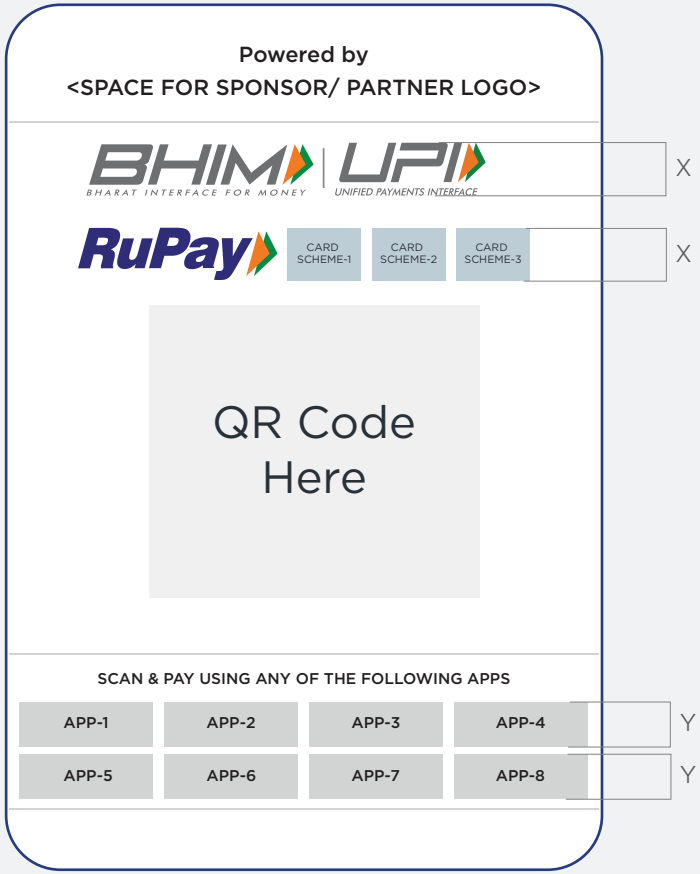


Bharat QR Sticker

The Bharat QR template consists of 3 entities –

- The sponsor/ partner logo
- list of network/ technology partners
- Bank/ PSP apps through which the QR can be scanned
- Since the QR stickers/ cards are provided by the sponsors, their logo gets a preferential space.
- Apart from the sponsor logo, the heights of all other logos on the QR sticker to be matched in their respective category, with a minimum height of 8.25mm each logo
- All network/ technology/ app partners to be arranged in alphabetical order
- The QR should be UPI compliant with a minimum size of 1in x 1in for readability





THANK YOU