

RuPay

BRAND MARK GUIDELINES

Contents

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

Direct Link: <https://www.npci.org.in/brand-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

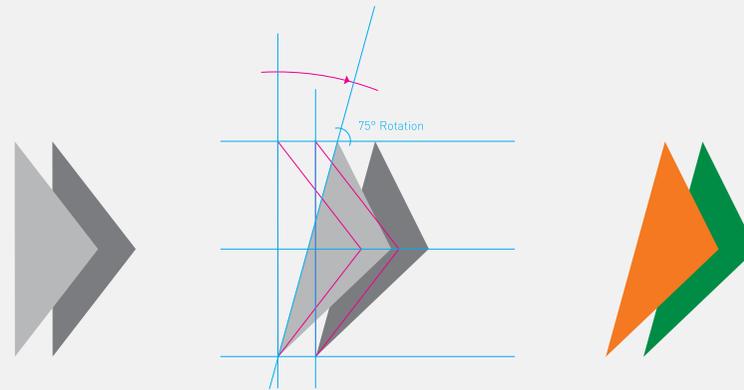
RuPay is India's card scheme created by the National Payments Corporation of India. It was conceived to fulfill RBI's vision to offer a domestic, open-loop, multilateral system which will allow all Indian banks and financial institutions in India to participate in electronic payments. It is made in India, for every Indian to take them towards a "less cash" society.



Mnemonic

With India heading towards a digital future and RuPay assisting in its growth by taking a progressive initiative to take the country to a “less cash society”, the Tricolour arrows, created by combining the fast-forward symbol with our National flag and taking inspiration from the stance of an athlete, visually captures this statement.

Capturing the same elements from the official NPCI logo, the sharp edges of the arrows in the symbol point towards the future, reflecting RuPay’s accelerated commitment to the country’s progress, while the curved edges negate the frivolousness, brilliantly juxtaposing RuPay’s forward thinking with its nationalistic and traditional values.



Logo type



The Logo & Colours

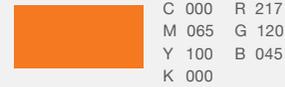
The primary colours used for the RuPay logo have been taken from the NPCI colour palette. The orange brings an element of the future and freshness to this new solution for payments & green denotes wealth and growth, while the blue represents the technology that powers the RuPay platform.



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

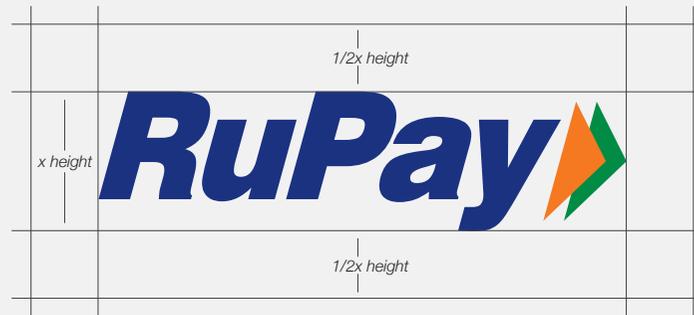


The Logo Size

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.



Improper Usage

The RuPay logo is designed for optimal visibility, 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.

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.

Correct Usage



Typeface in italics.



Logotype squeezed.



Logotype stretched.



Placement of TM after logotype.



Placement of R after logotype.

Brand Name in text format

When referencing the RuPay name in text, use an uppercase "R" and uppercase "P" since RuPay is a combination of the words "Rupee" and "Pay".

The RuPay name should appear in the same font as the surrounding text.

ONE LIFE. ONE RuPay.

ONE NATION. ONE 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 - 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 - 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 - 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

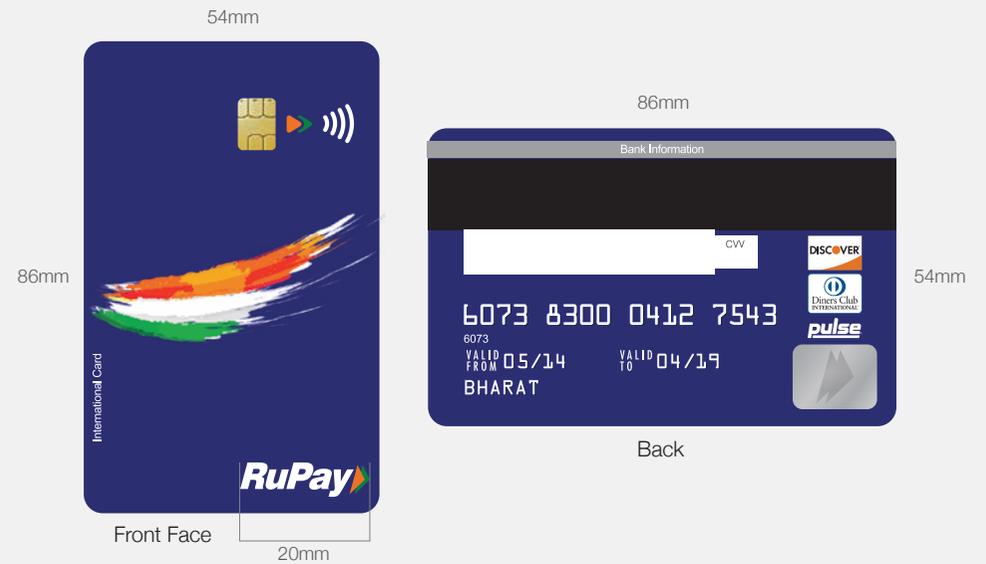
Brand Mark on the Card

RuPay Brand Mark should always be placed on right bottom corner on the front face of the card (Credit, Debit, Prepaid, Fusion, Vertical, Horizontal and more). The size of RuPay logo must be a minimum of 20 mm.

RuPay horizontal card



RuPay vertical card



RuPay Fusion card



Brand Mark on the Co-brand Card

In case of Co-brand card -
 RuPay Brand Mark should always be placed on right bottom corner on the front face of the card (Credit, Debit, Prepaid, Fusion, Vertical, Horizontal and more). The size of RuPay logo must be a minimum of 20mm

The size of Bank logo and Merchant logo should not be more than 20 mm (the same size as that of RuPay logo, matched by height only)

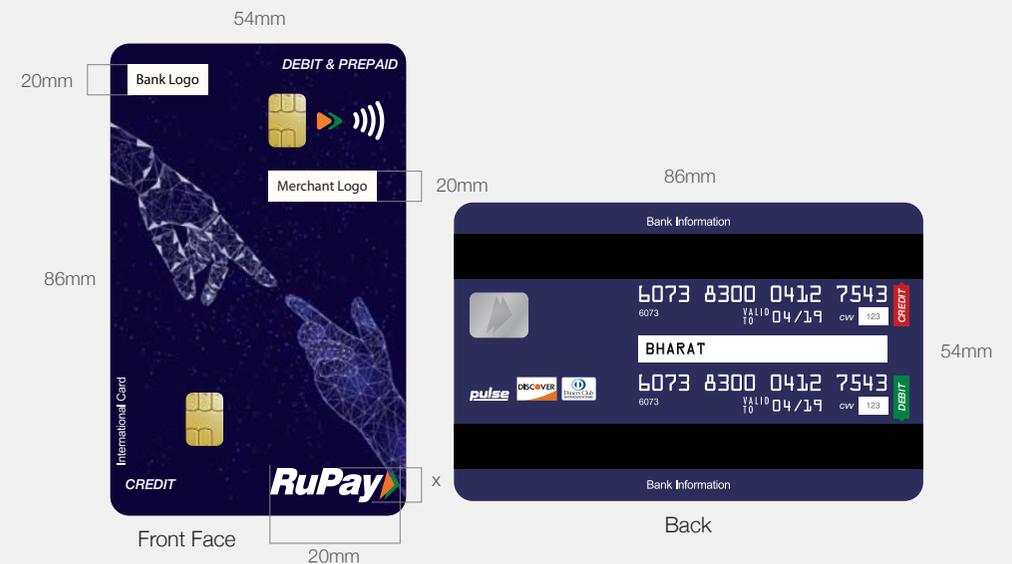
RuPay horizontal card



RuPay vertical card



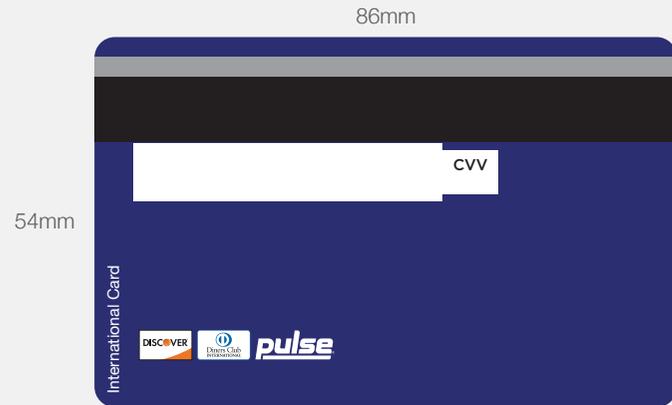
RuPay Fusion card



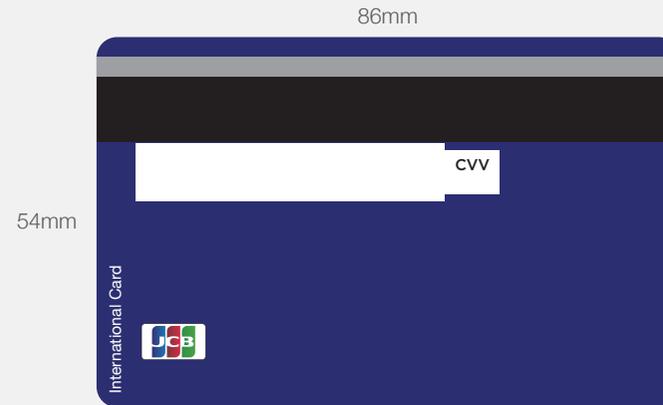
Usage of International Network Partner logo

On any of the RuPay 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.

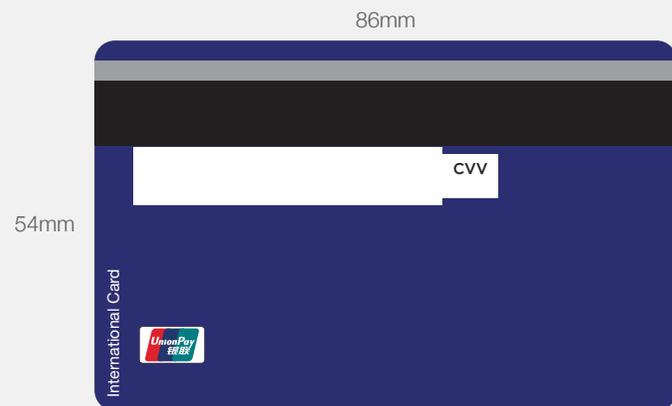
Option 1: With Discover, Diners & Pulse logo



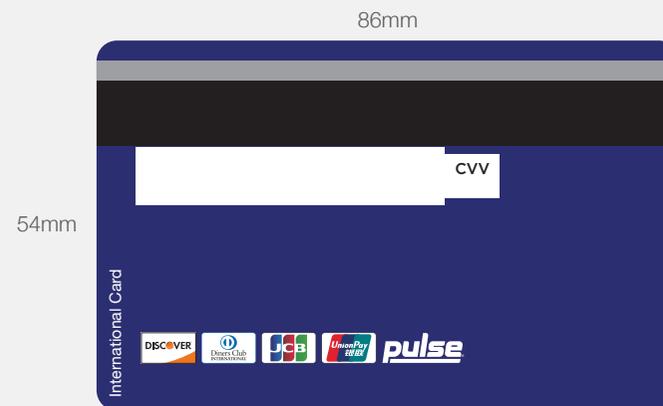
Option 2: With JCB logo only



Option 3: With JCB logo only



Option 4: With all logos

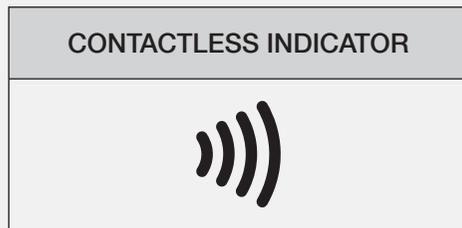


Contactless Indicator

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 technology.

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

Direct Link: <https://www.npci.org.in/brand-centre>



Contactless Indicator Mark & Specification



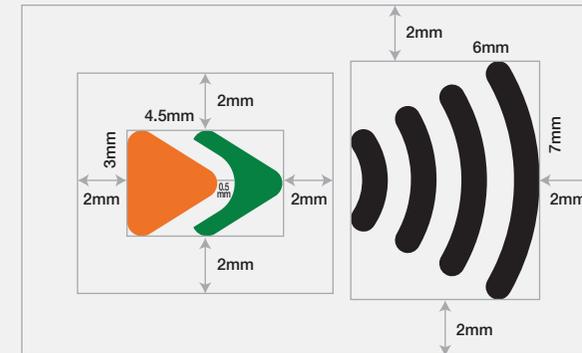
RuPay Contactless indicator

- 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.



- 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.

Figure 2a: 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”.

Virtual Contactless Card

In case of PoS devices where the virtual RuPay card will be accepted, RuPay branding must be present as mentioned below.

1. In case of a Mobile Phone, a virtual RuPay Debit / Credit / Prepaid 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.



RuPay logo unit

The RuPay logo unit comprises of 3 key elements namely, The RuPay trademark logo, a set of RuPay Credit and Debit Cards and the product variations in RuPay i.e "Credit | Debit | 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 9% of the height of the horizontal 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 logo unit without card



RuPay logo unit with card

RuPay logo unit

The RuPay logo unit comprises of 3 key elements namely, The RuPay trademark logo, a set of RuPay Credit and Debit Cards and the product variations in RuPay i.e "Credit | Debit | 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 logo unit without card



RuPay 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.



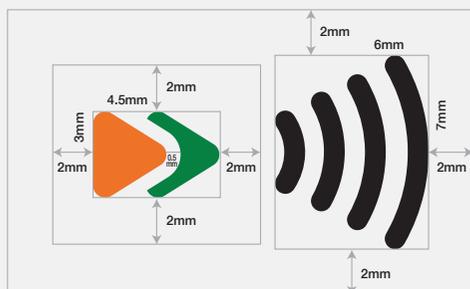
Acceptance Terminal Branding

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.

Matched by height only



Figure 2a: Clear space requirement



■ C 02 M 68 Y 97 K 00

■ C 88 M 25 Y 99 K 12



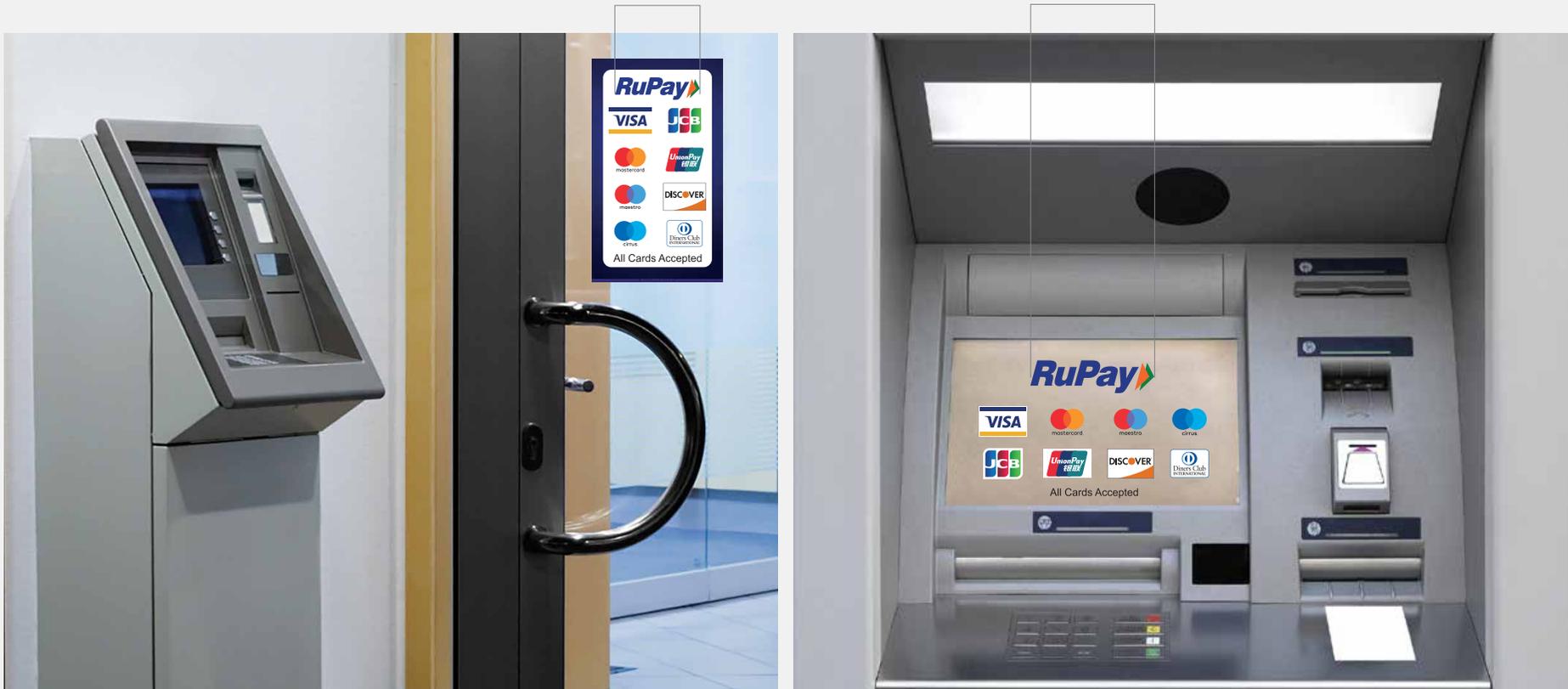
- The orientation of the contactless indicator must always be as indicated in figure 2a.
- The minimum clear space around all four sides of the contactless indicator must be equal to the full height of the second semicircle from the left. This clear space requirement is subject to a minimum of 2mm - 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.

ATM Branding

All ATM locations must display the appropriate circular Push/Pull stickers on or near the main entrance of all financial institutions participating in the RuPay Network. RuPay brand should also appear only on the ATM screen. Other acceptance marks must be displayed on the outer dark blue circle of the Push/Pull circle.

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

Minimum: 200 pixels



DIGITAL USAGE OF RuPay BRAND MARK

Online Merchant Branding

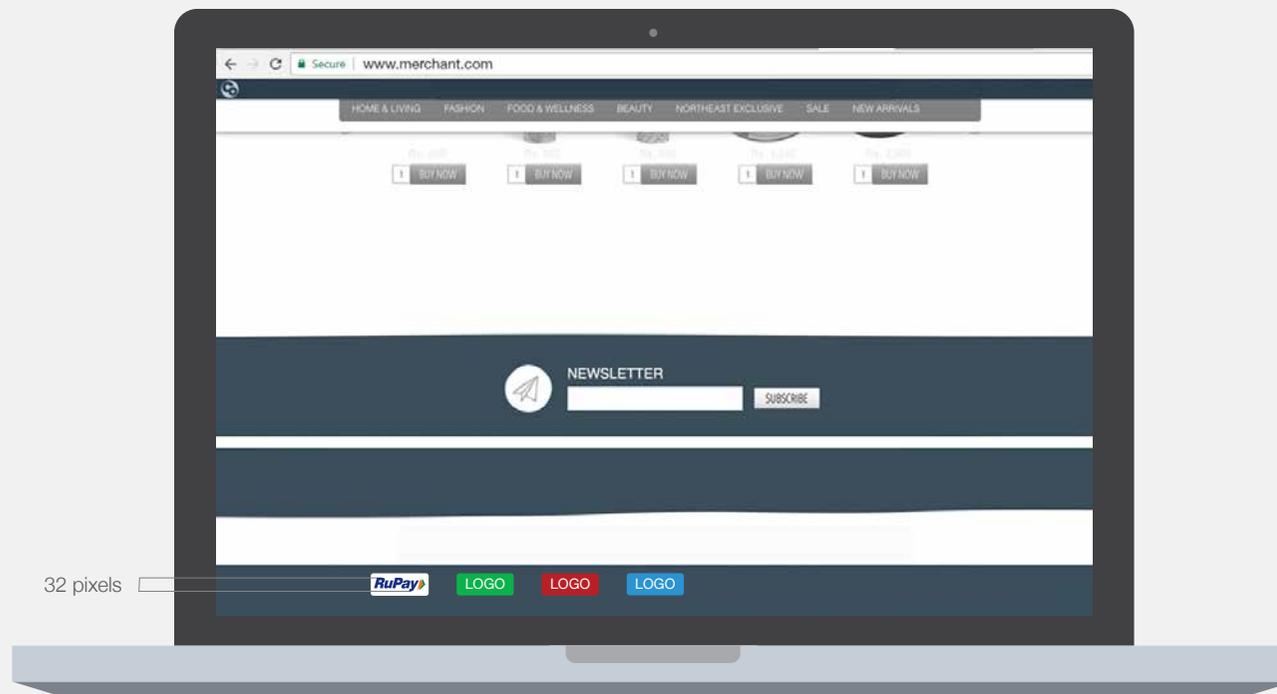
Proper branding of the RuPay Brand Mark across various digital media like devices, mobile applications, websites, payment pages, wallets or any other form of digital etc is required as per the guidelines.

The 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.

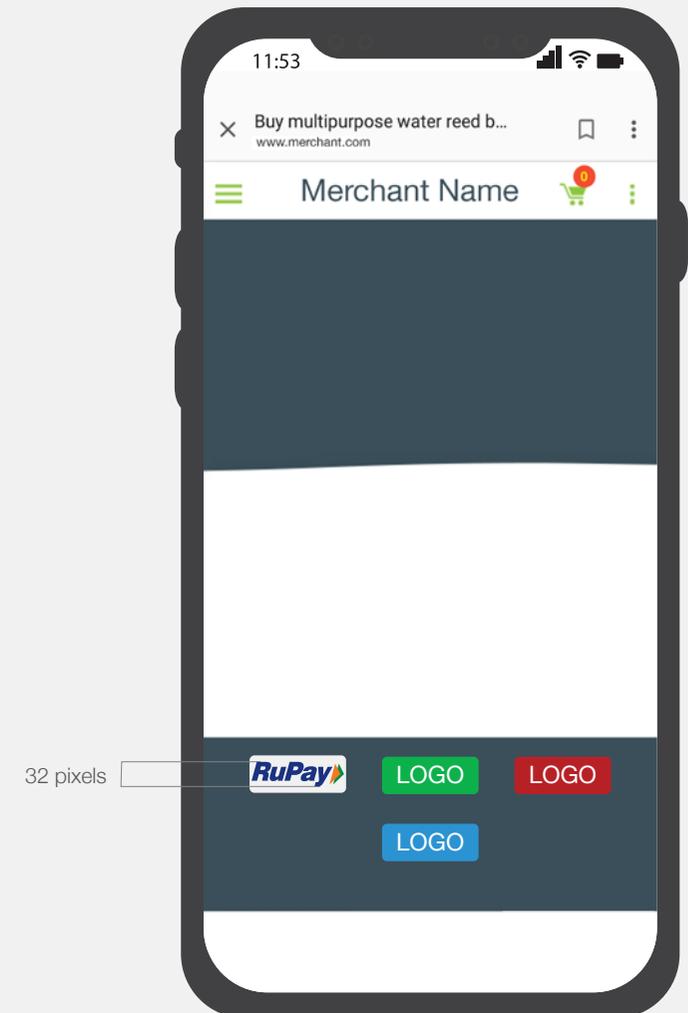
RuPay must appear within the user interface (UI) when,

- 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.

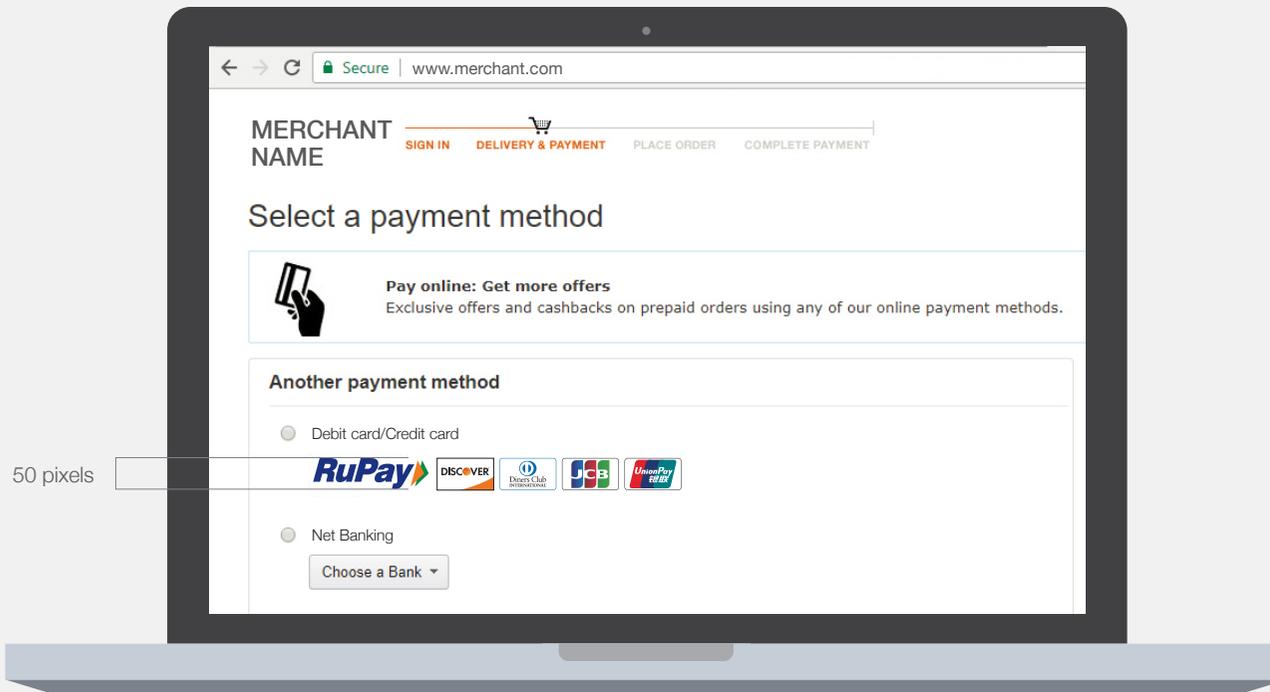
The size and colour uniformity should match with all the other acceptance marks/logos displayed.

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.

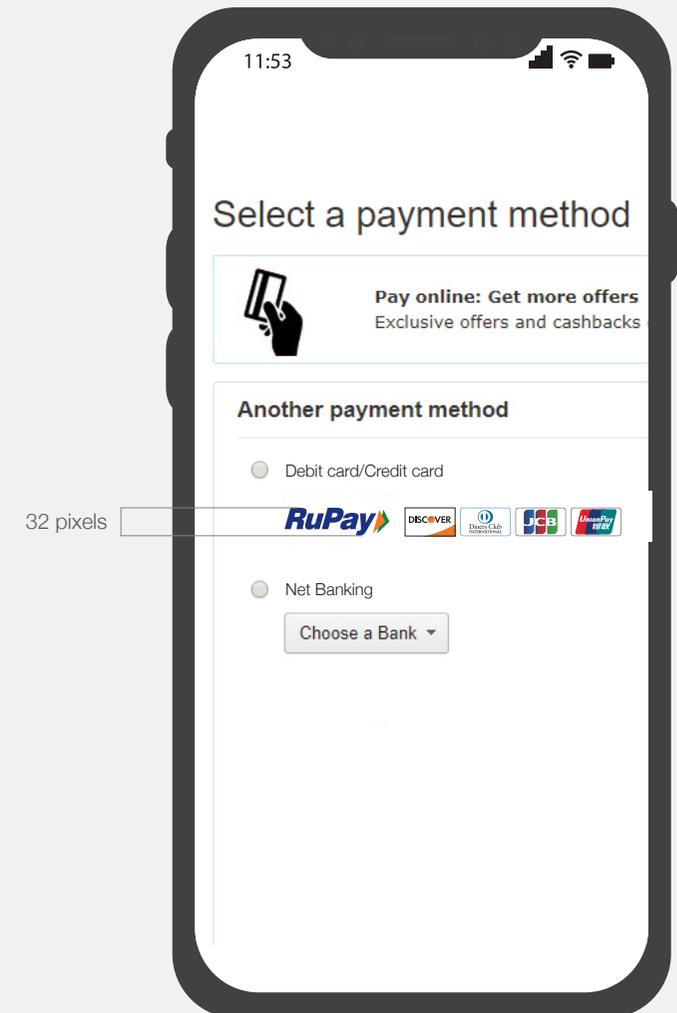
The height of the RuPay logo must be the same as the height of all the partner and merchant logos, matched by height only.

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

Laptop/Desktop



Mobile/Tablet



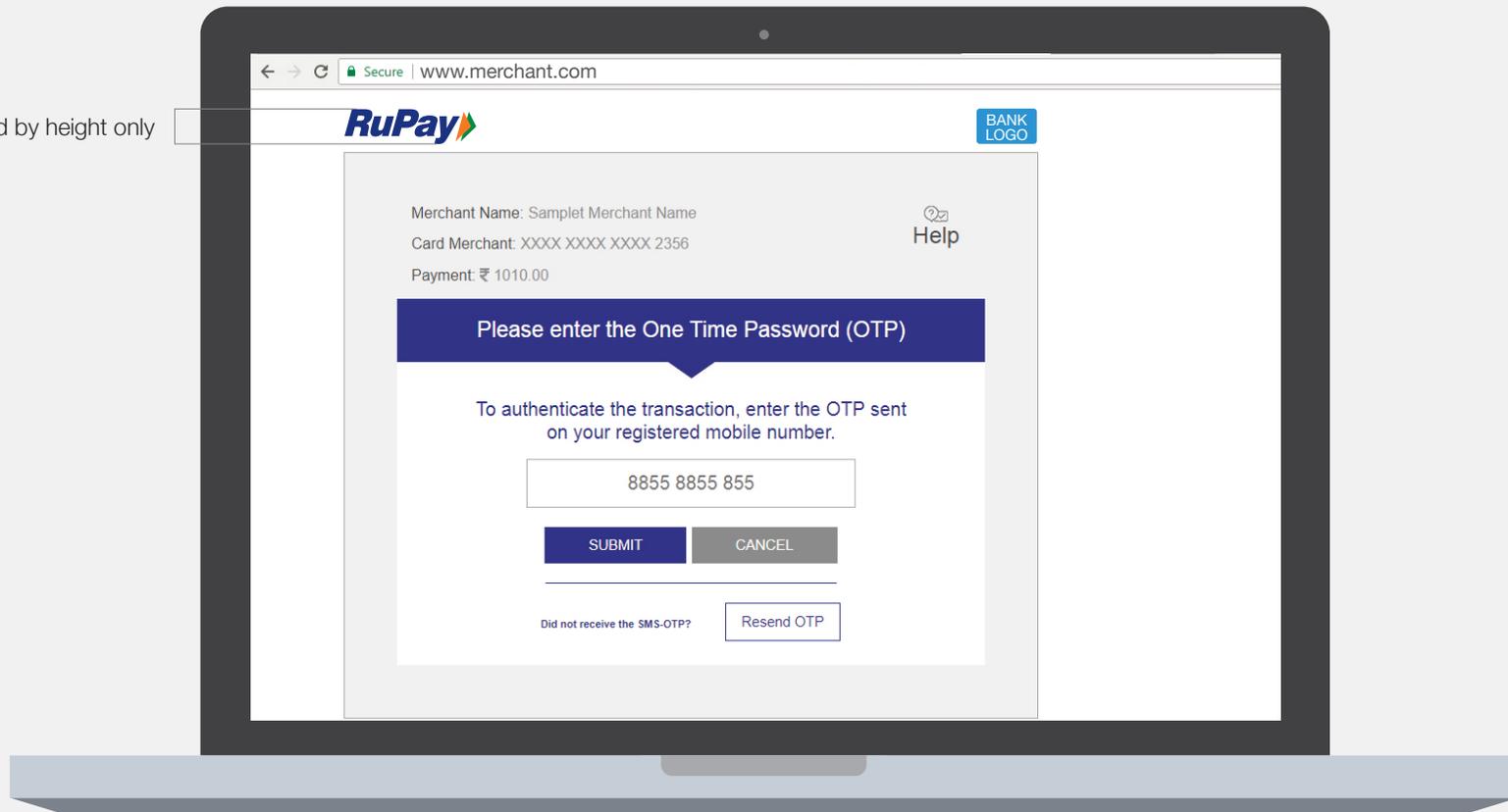
Merchant Payment section

The RuPay logo cannot be less than 70 pixels in height on the issuing page 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.

Matched by height only

Laptop/Desktop



Communication Guidelines

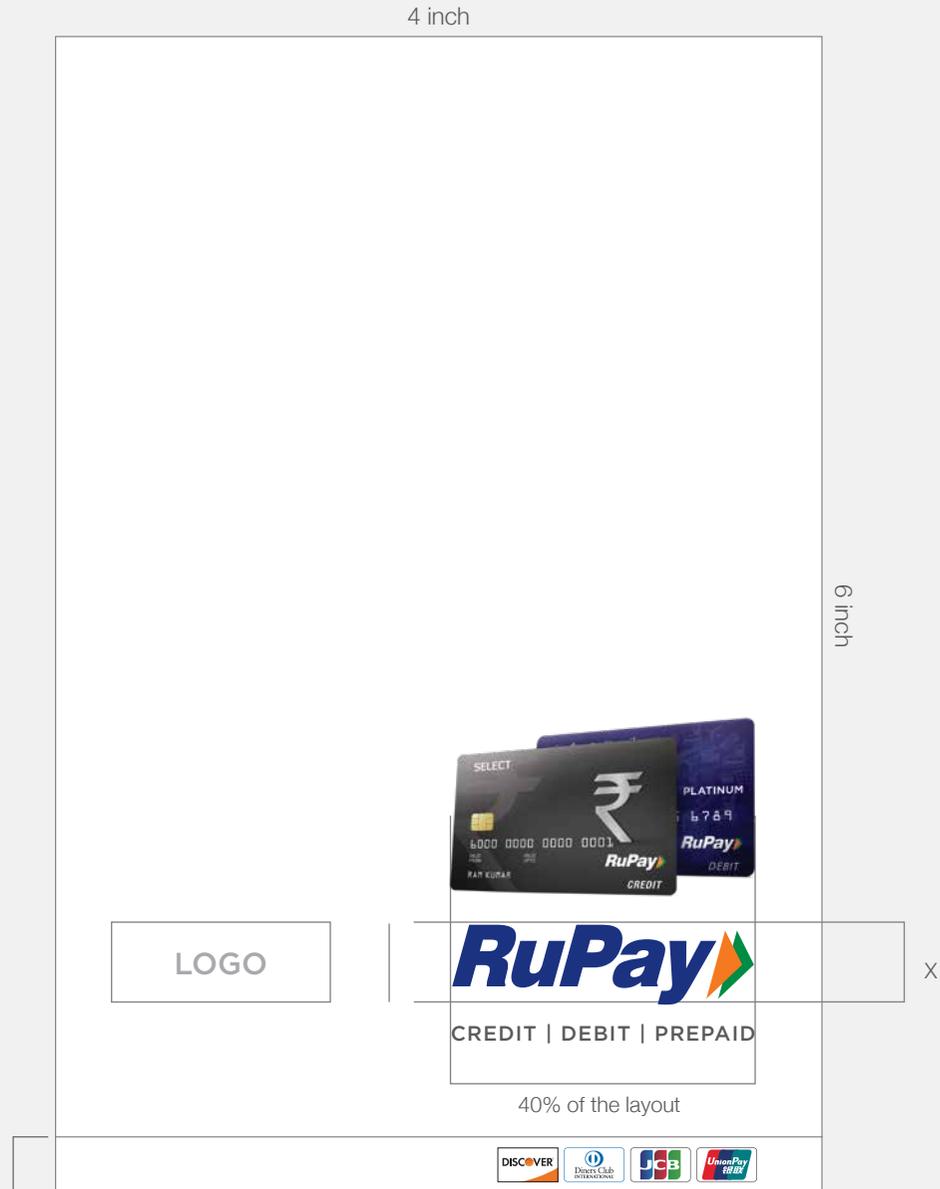
Tent Card

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.

Discover, DFS, JCB & CUP logos 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.



5% - of layout height

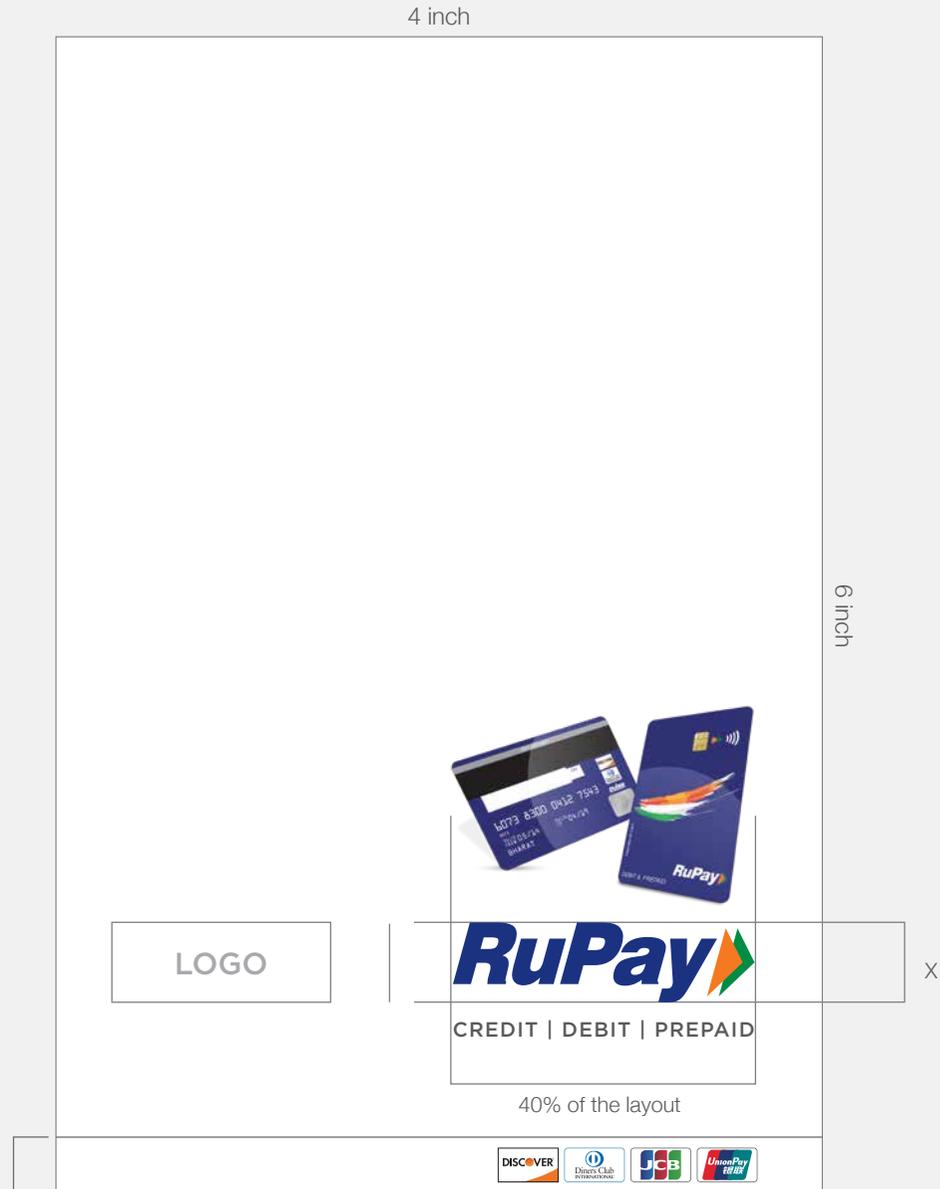
Tent Card with vertical cards

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.

Discover, DFS, JCB & CUP logos 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.

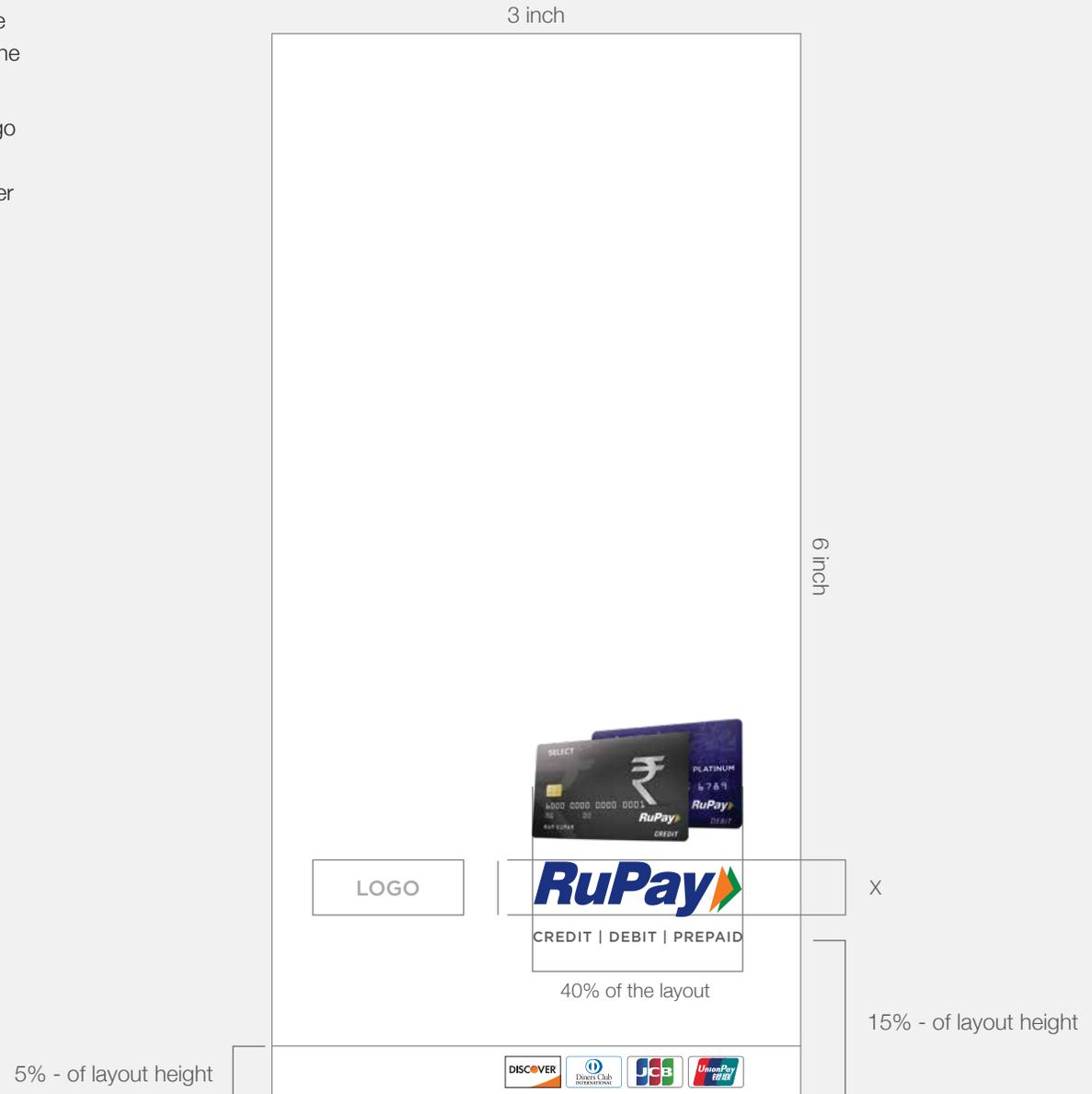


Standee

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.

Discover, DFS, JCB & CUP logos 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.

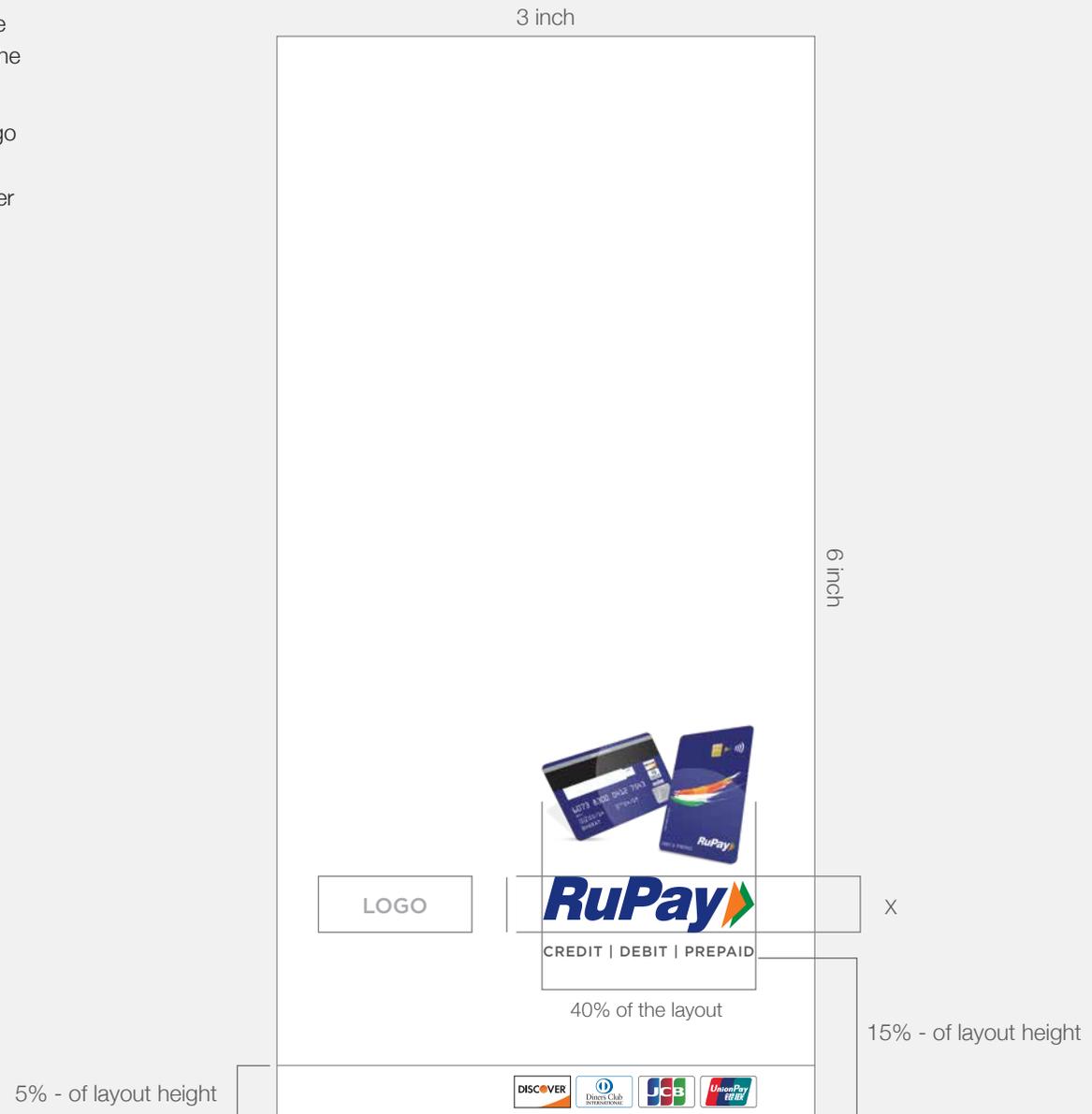


Standee with vertical cards

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.

Discover, DFS, JCB & CUP logos 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

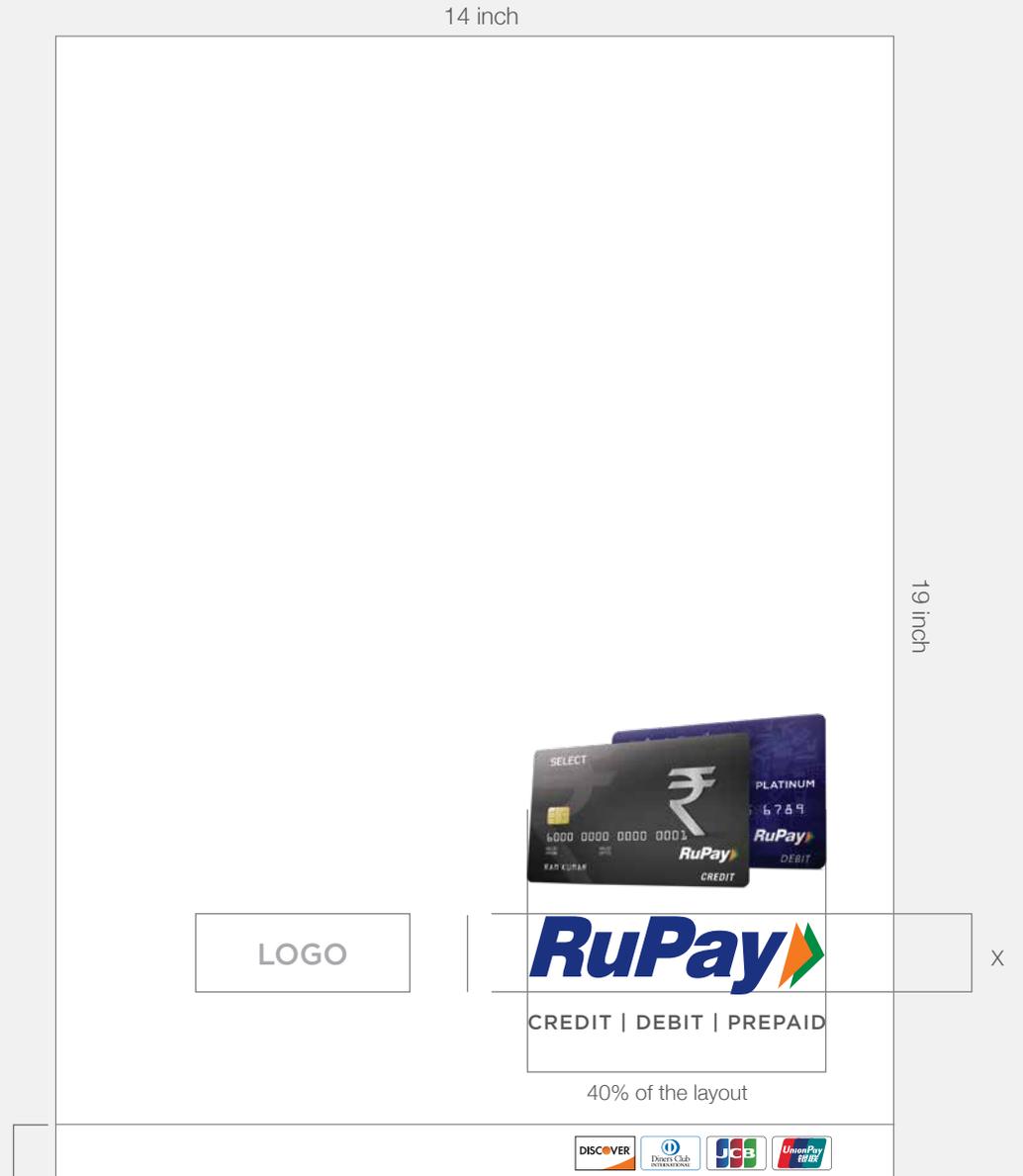
In case of a Poster designed by the Merchant/Partner, the size of the Merchant/Partner logo must be equivalent to the size of the RuPay logo, matched my height only.

Discover, DFS, JCB & CUP logos 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.

5% - of layout height



Poster with vertical cards

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.

Discover, DFS, JCB & CUP logos 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.

14 inch

19 inch

LOGO



RuPay

CREDIT | DEBIT | PREPAID

40% of the layout

X

5% - of layout height



Desk Standee

In case of a desk Standee 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.

Discover, DFS, JCB & CUP logos below RuPay logo in a panel which should be 5% of the height of the desk 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.

210 mm

297 mm

LOGO



RuPay

CREDIT | DEBIT | PREPAID

40% of the layout

5% - of layout height



X

Desk standee with vertical cards

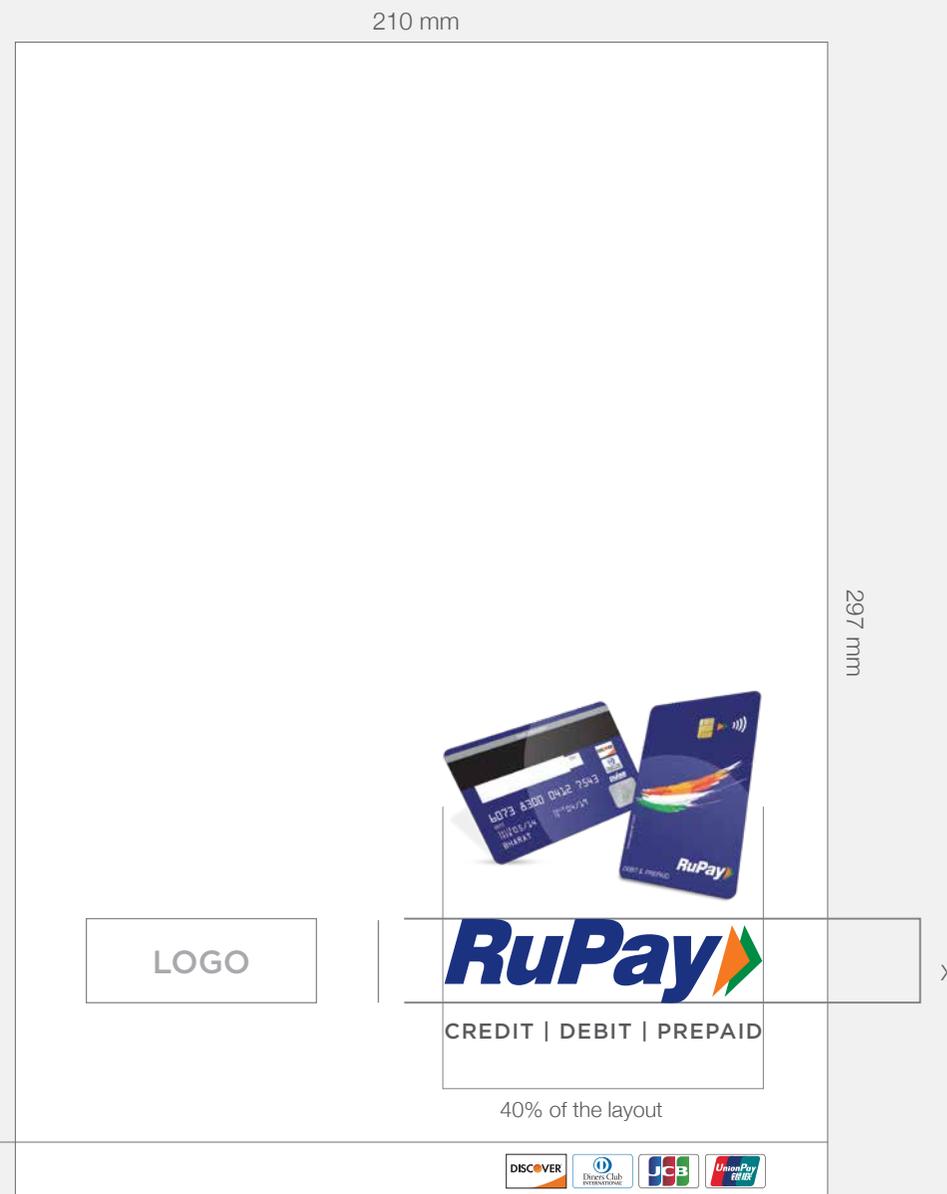
In case of a desk Standee designed by the Merchant/Partner, the size of the Merchant/Partner logo must be equivalent to the size of the RuPay logo, matched my height only.

Discover, DFS, JCB & CUP logos below RuPay logo in a panel which should be 5% of the height of the desk 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.

5% - of layout height



Bill Folder

In case of a Bill folder, size of the RuPay logo be 60% of the total width of the layout. Here, the logo must be placed at the bottom of the artwork, and must be centre aligned.

5.51 inch

10.23 inch



CREDIT | DEBIT | PREPAID

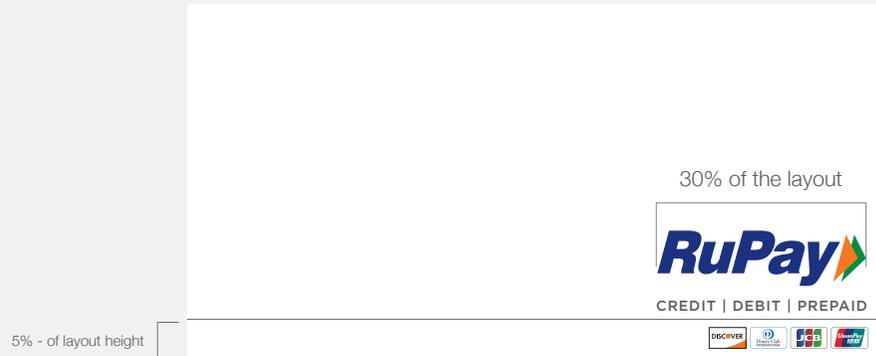
60% of the layout

Horizontal Layouts

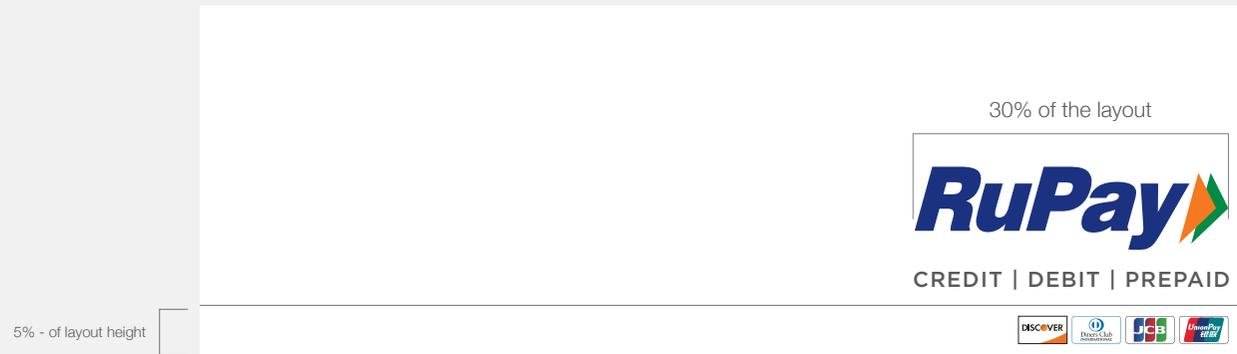
The size of RuPay logo must not be less than 30% of the total width of the layout when the nature of the layout is horizontal.

Discover, DFS, JCB & CUP logos 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.

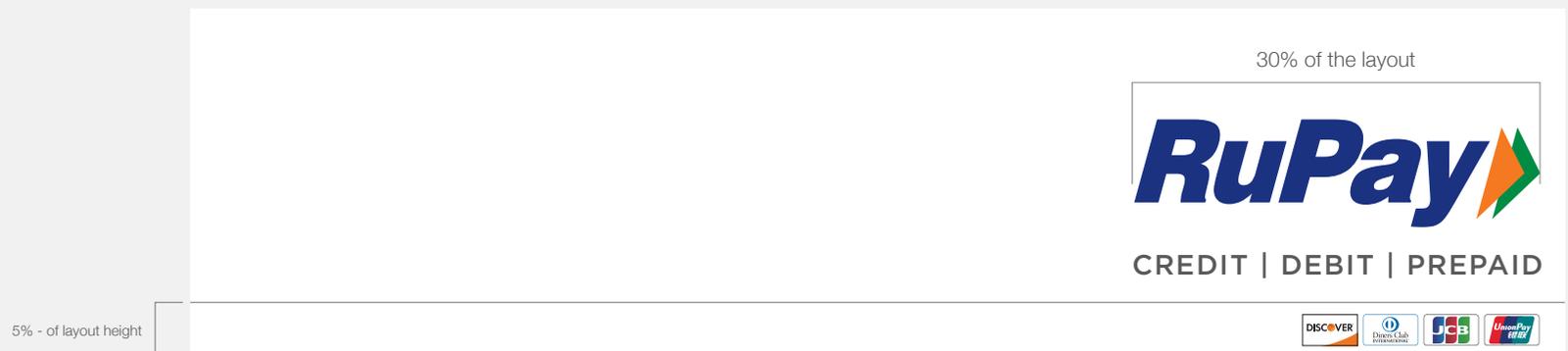
2x1



3x1

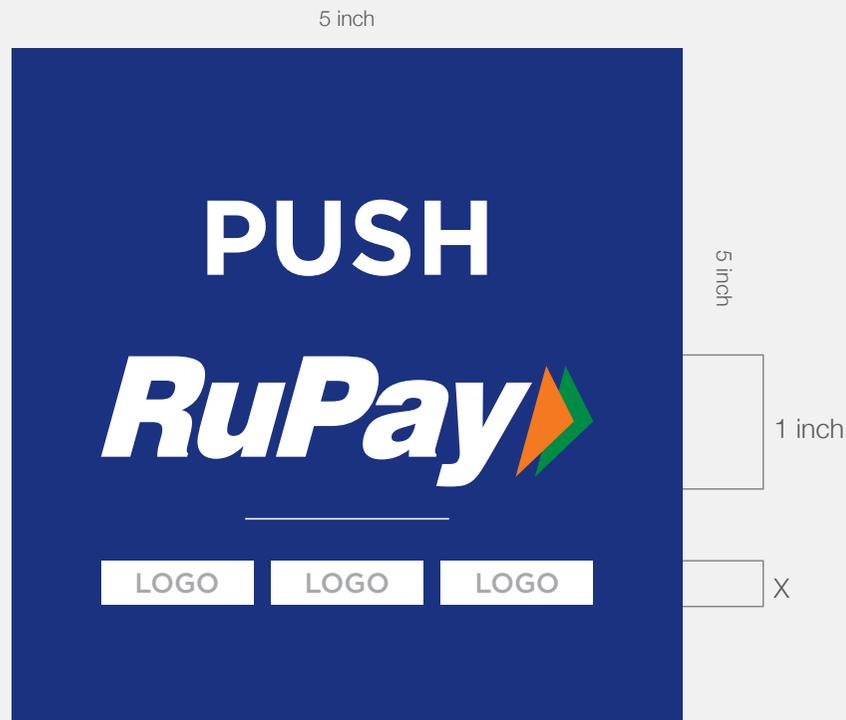


4x1



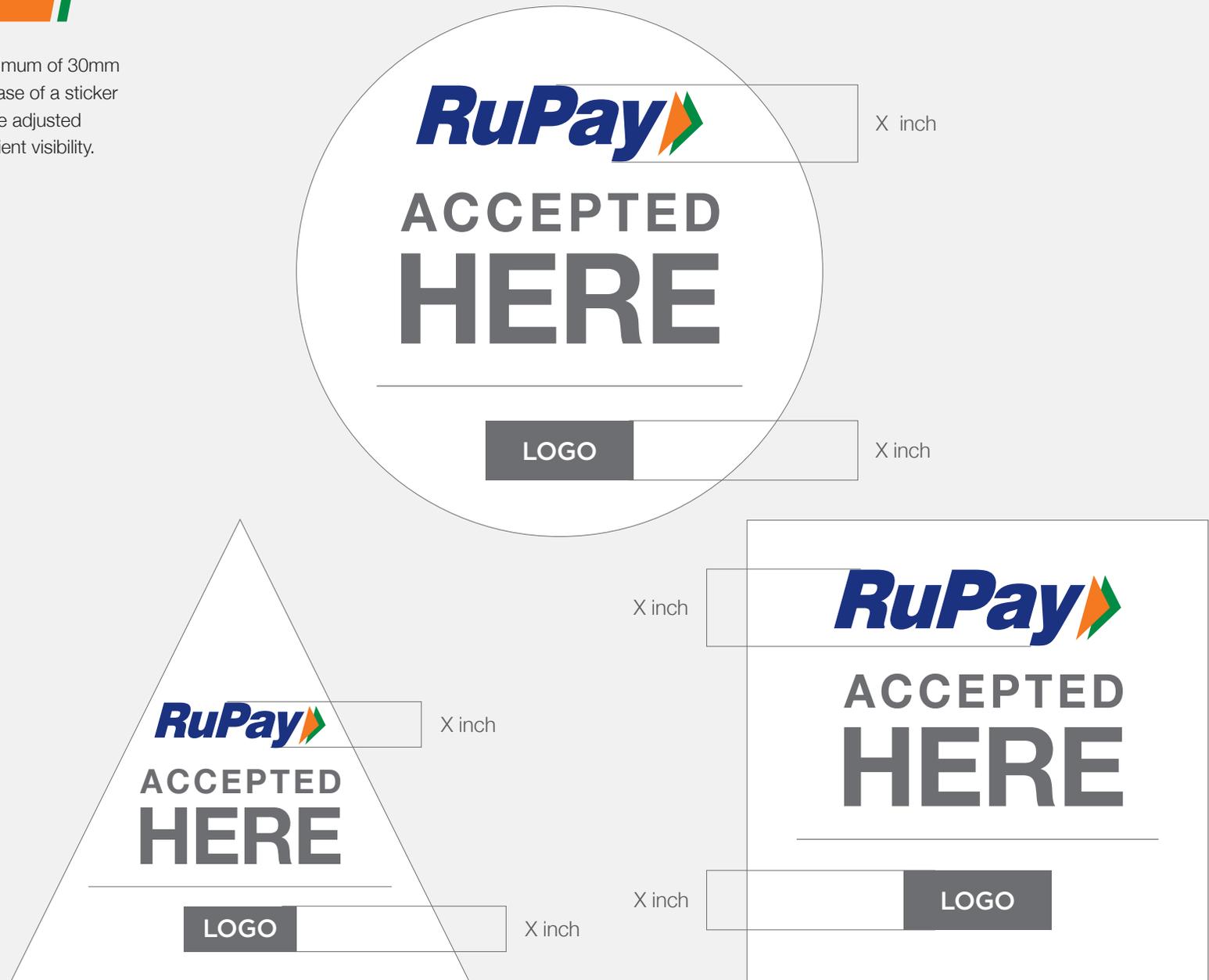
Push Pull Sticker

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.



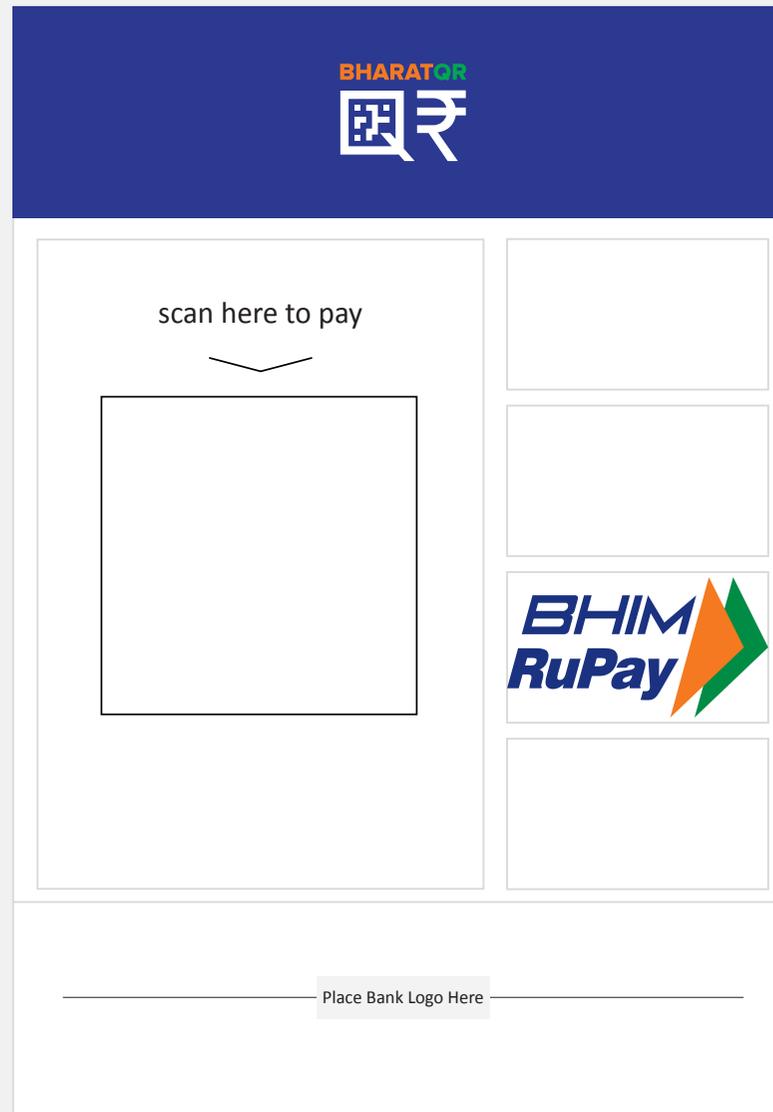
Acceptance sticker

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.



QR Sticker

The RuPay logo cannot be less than 60mm in width on QR Scan Stickers.



THANK YOU

QR Sticker

The RuPay logo cannot be less than 60mm in width on QR Scan Stickers.

