

RUPAYA

Identity Guidelines

Rupaya

Rupaya was created in 2014 when our founder foresaw the promise and freedom that a cryptocurrency focused on South Asia, based on the vision of Satoshi Nakamoto, could bring to the region.

From that was born Rupaya, and our mission to create the best regional cryptocurrency and digital payment platform possible. Empowering the people of South Asia and helping to usher in new economic vitality and stability into the region.

Infused with history and culture, our brand represents the future of payments. In every form Rupaya stands for stability, security and individual financial empowerment.

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OUR MARKS

LOGO



Primary Treatment



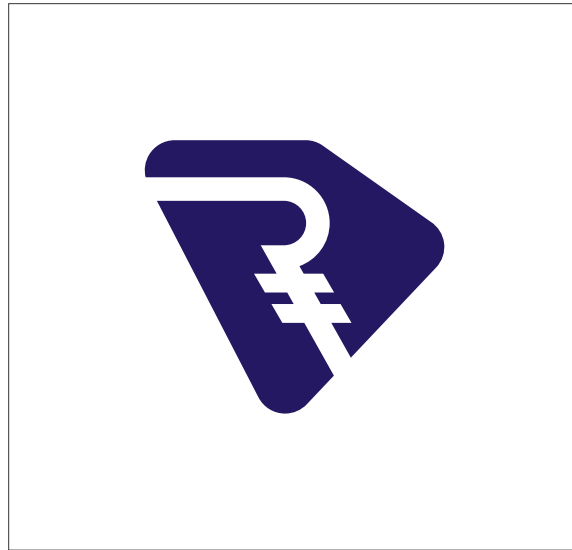
Secondary Treatment



Secondary Treatment

ICON

—



Primary Treatment



Secondary Treatment



Secondary Treatment

WORDMARK



RUPAYA

Primary Treatment



RUPAYA

Secondary Treatment

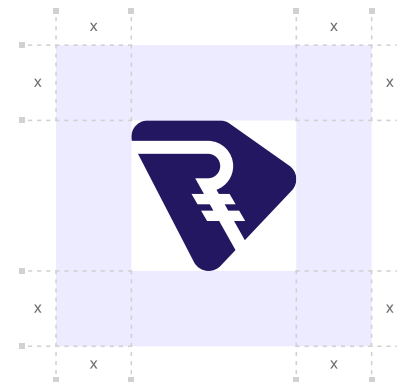


RUPAYA

Secondary Treatment


SAFE SPACE

The exclusion zone around our marks is equal to half the height of the icon
(signified by the x in the diagrams)




MISUSE




 Do not stack the icon and wordmark.




 Do not alter the color or tone of the marks outside of Rupaya purple.




 Do not apply a gradient to the marks.




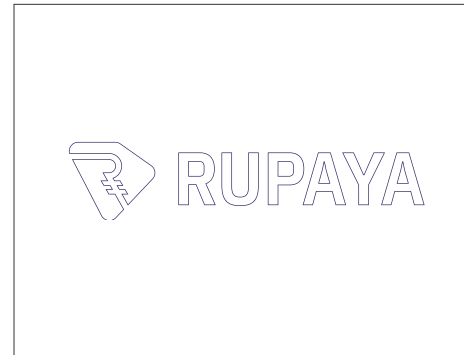
 Do not rotate the logo.




 Do not resolve the logo in two different colors.




 Do not distort or warp the marks in any way.



 Do not outline or create a keyline around the marks.



 Do not change the typeface of the logo or wordmark nor recreate or manipulate the marks

OUR TYPOGRAPHY

IBM PLEX SANS

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad

24pt

Regular

22pt

Medium

22pt

SemiBold

22pt

Bold

22pt

HEADLINES

72pt

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

!@#\$%^&*()_+{}”’:?

15pt

The quick brown fox jumps over the lazy dog and escapes deeper into the forest

8pt

The quick brown fox jumps over the lazy dog and escapes deeper

10pt

The quick brown fox jumps over the lazy dog and

12pt

The quick brown fox jumps over the lazy dog

14pt

The quick brown fox jumps over the lazy

16pt

The quick brown fox jumps over the

18pt

IBM PLEX SANS CONDENSED

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim ve

24pt

Regular
22pt

Medium
22pt

SemiBold
22pt

Bold
22pt

SUB-HEADS

72pt

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

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15pt

The quick brown fox jumps over the lazy dog and escapes deeper into the forest
8pt

The quick brown fox jumps over the lazy dog and escapes deeper
10pt

The quick brown fox jumps over the lazy dog and
12pt

The quick brown fox jumps over the lazy dog
14pt

The quick brown fox jumps over the lazy
16pt

The quick brown fox jumps over the
18pt

IBM PLEX MONO

*Lorem ipsum dolor sit amet,
consectetur adipiscing it
sed do eiusmod tempor in-
cididunt ut labore et do*

24pt

Regular

22pt

Medium

22pt

SemiBold

22pt

Bold

22pt

DECORATIVE

72pt

Aa Bb Cc Dd Ee
Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0
!@#\$%^&*()_+":?

15pt

The quick brown fox jumps over the lazy dog and escapes deeper into the forest

8pt

The quick brown fox jumps over the lazy dog and escapes deeper

10pt

The quick brown fox jumps over the lazy dog and

12pt

The quick brown fox jumps over the lazy dog

14pt

The quick brown fox jumps over the lazy

16pt

The quick brown fox jumps over the

18pt

UBUNTU

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim

24pt

Light

30pt

Regular

30pt

Medium

30pt

BODY

72pt

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

!@#\$%^&*()_+{}":?
15pt

The quick brown fox jumps over the lazy dog and escapes deeper into the forest
8pt

The quick brown fox jumps over the lazy dog and escapes deeper
10pt

The quick brown fox jumps over the lazy dog and
12pt

The quick brown fox jumps over the lazy dog
14pt

The quick brown fox jumps over the lazy
16pt

The quick brown fox jumps over the
18pt

OUR COLORS

PRIMARIES

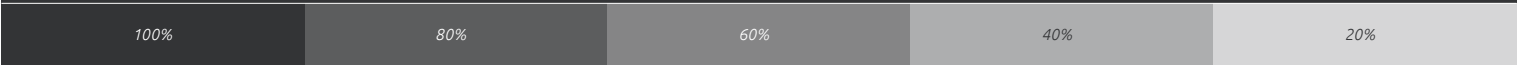
RUPAYA PURPLE

HEX: 231861
RGB: 35/24/97
CMYK: 100/100/29/24



RUPAYA CHARCOAL

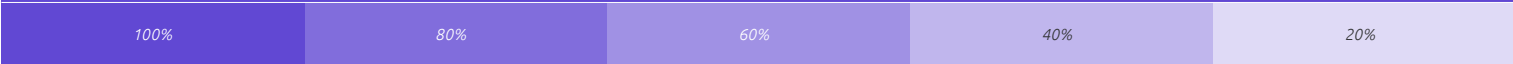
HEX: 333436
RGB: 51/52/54
CMYK: 71/64/60/56



SECONDARIES

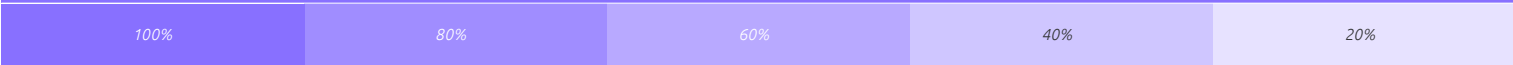
MEDIUM PURPLE

HEX: 6148D3
RGB: 97/72/211
CMYK: 73/76/0/0



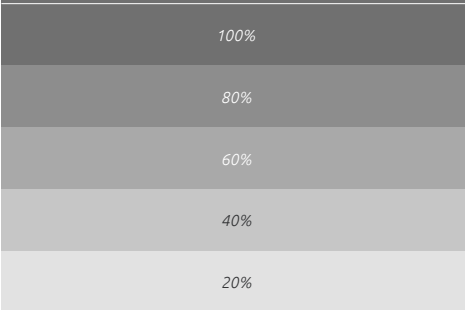
LIGHT PURPLE

HEX: 8870FF
RGB: 136/112/255
CMYK: 60/61/0/0



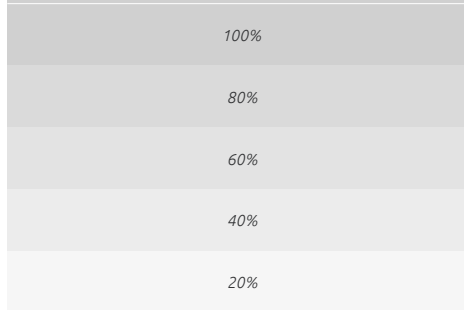
MEDIUM GRAY

HEX: 707070
RGB: 112/112/112
CMYK: 57/48/48/15



LIGHT GRAY

HEX: D0D0D0
RGB: 208/208/208
CMYK: 18/13/14/0



OFF-WHITE

HEX: F2F2F2
RGB: 242/242/242
CMYK: 4/2/2/0



ACCENTS



ALERTS

RED
HEX: CC2535
RGB: 204/37/53
CMYK: 13/99/86/3

| |
|------|
| 100% |
| 80% |
| 60% |
| 40% |
| 20% |

YELLOW
HEX: FFDE00
RGB: 255/222/0
CMYK: 2/9/100/0

| |
|------|
| 100% |
| 80% |
| 60% |
| 40% |
| 20% |

GREEN
HEX: 5DAA44
RGB: 93/170/68
CMYK: 69/10/100/1

| |
|------|
| 100% |
| 80% |
| 60% |
| 40% |
| 20% |

LIGHT RED
HEX: FF5D68
RGB: 255/93/104
CMYK: 0/79/49/0

| |
|------|
| 100% |
| 80% |
| 60% |
| 40% |
| 20% |















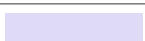




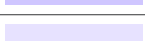
LIGHT YELLOW
HEX: FFED80
RGB: 255/237/128
CMYK: 2/2/62/0

| |
|------|
| 100% |
| 80% |
| 60% |
| 40% |
| 20% |









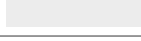
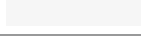
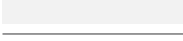








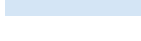
LIGHT GREEN
HEX: 80DA66
RGB: 128/218/102
CMYK: 50/0/80/0

| |
|------|
| 100% |
| 80% |
| 60% |
| 40% |
| 20% |


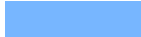

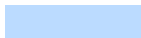
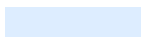















QUICK REFERENCE

| | | | | | |
|-------------|---|------------------------|-------------|------------------|---------------------|
| PRIMARIES |  | RUPAYA PURPLE | HEX: 231861 | RGB: 35/24/97 | CMYK: 100/100/29/24 |
| |  | 80% | HEX: 4F4681 | RGB: 79/70/129 | CMYK: 82/82/21/6 |
| |  | 60% | HEX: 7B74A0 | RGB: 123/116/160 | CMYK: 58/56/16/1 |
| |  | 40% | HEX: A7A3C0 | RGB: 167/163/192 | CMYK: 35/33/11/0 |
| |  | 20% | HEX: D3D1DF | RGB: 211/209/223 | CMYK: 16/14/4/0 |
| |  | RUPAYA CHARCOAL | HEX: 333436 | RGB: 51/52/54 | CMYK: 71/64/60/56 |
| |  | 80% | HEX: 5C5D5E | RGB: 92/93/94 | CMYK: 63/54/52/25 |
| |  | 60% | HEX: 858586 | RGB: 133/133/134 | CMYK: 51/42/41/5 |
| |  | 40% | HEX: ADAEAF | RGB: 173/174/175 | CMYK: 33/26/26/0 |
| |  | 20% | HEX: D6D6D7 | RGB: 214/214/215 | CMYK: 15/11/11/0 |
| SECONDARIES |  | MEDIUM PURPLE | HEX: 6148D3 | RGB: 97/72/211 | CMYK: 73/76/0/0 |
| |  | 80% | HEX: 816DDC | RGB: 129/109/220 | CMYK: 60/63/0/0 |
| |  | 60% | HEX: A091E5 | RGB: 160/145/229 | CMYK: 39/43/0/0 |
| |  | 40% | HEX: C0B6ED | RGB: 192/182/237 | CMYK: 23/27/0/0 |
| |  | 20% | HEX: DFDAF6 | RGB: 223/218/246 | CMYK: 10/13/0/0 |
| |  | LIGHT PURPLE | HEX: 8870FF | RGB: 136/112/255 | CMYK: 60/61/0/0 |
| |  | 80% | HEX: A08DFF | RGB: 160/141/255 | CMYK: 44/46/0/0 |
| |  | 60% | HEX: B8A9FF | RGB: 184/169/255 | CMYK: 29/33/0/0 |
| |  | 40% | HEX: CFC66F | RGB: 207/198/255 | CMYK: 17/21/0/0 |
| |  | 20% | HEX: E7E2FF | RGB: 231/226/255 | CMYK: 7/10/0/0 |





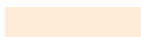















QUICK REFERENCE

| | | | | | |
|-------------------|---|--------------------|-------------|------------------|-------------------|
| SECONDARIES CONT. |  | MEDIUM GRAY | HEX: 707070 | RGB: 112/112/112 | CMYK: 57/48/48/15 |
| |  | 80% | HEX: 8D8D8D | RGB: 141/141/141 | CMYK: 47/39/39/3 |
| |  | 60% | HEX: A9A9A9 | RGB: 169/169/169 | CMYK: 35/28/29/0 |
| |  | 40% | HEX: C6C6C6 | RGB: 198/198/198 | CMYK: 22/17/18/0 |
| |  | 20% | HEX: E2E2E2 | RGB: 226/226/226 | CMYK: 10/7/8/0 |
| |  | LIGHT GRAY | HEX: D0D0D0 | RGB: 208/208/208 | CMYK: 18/13/14/0 |
| |  | 80% | HEX: D9D9D9 | RGB: 217/217/217 | CMYK: 13/10/11/0 |
| |  | 60% | HEX: E3E3E3 | RGB: 227/227/227 | CMYK: 10/7/8/0 |
| |  | 40% | HEX: ECECEC | RGB: 236/236/236 | CMYK: 6/4/4/0 |
| |  | 20% | HEX: F6F6F6 | RGB: 246/246/246 | CMYK: 2/2/2/0 |
| |  | OFF-WHITE | HEX: F2F2F2 | RGB: 242/242/242 | CMYK: 4/2/2/0 |
| |  | 80% | HEX: F5F5F5 | RGB: 245/245/245 | CMYK: 3/2/2/0 |
| |  | 60% | HEX: F7F7F7 | RGB: 247/247/247 | CMYK: 2/1/1/0 |
| |  | 40% | HEX: FAFafa | RGB: 250/250/250 | CMYK: 1/1/1/0 |
| |  | 20% | HEX: FCFCFC | RGB: 252/252/252 | CMYK: 0/0/0/0 |
| ACCENTS |  | BLUE | HEX: 297CCE | RGB: 41/124/206 | CMYK: 79/47/0/0 |
| |  | 80% | HEX: 5496D8 | RGB: 84/150/216 | CMYK: 65/31/0/0 |
| |  | 60% | HEX: 7FB0E2 | RGB: 127/176/226 | CMYK: 48/20/0/0 |
| |  | 40% | HEX: A9CBEB | RGB: 169/203/235 | CMYK: 31/11/0/0 |
| |  | 20% | HEX: D4E5F5 | RGB: 212/229/245 | CMYK: 15/4/0/0 |


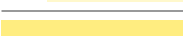
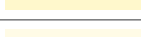

QUICK REFERENCE

| | | | | | |
|---------------|---|-------------------|-------------|------------------|------------------|
| ACCENTS CONT. |  | LIGHT BLUE | HEX: 55A4FF | RGB: 85/164/255 | CMYK: 58/29/0/0 |
| |  | 80% | HEX: 77B6FF | RGB: 119/182/255 | CMYK: 47/19/0/0 |
| |  | 60% | HEX: 99C8FF | RGB: 153/200/255 | CMYK: 36/12/0/0 |
| |  | 40% | HEX: BBDBFF | RGB: 187/219/255 | CMYK: 23/7/0/0 |
| |  | 20% | HEX: DDEDFF | RGB: 221/237/255 | CMYK: 11/2/0/0 |
| |  | TEAL | HEX: 13AA9F | RGB: 19/170/159 | CMYK: 77/9/44/0 |
| |  | 80% | HEX: 42BBB2 | RGB: 66/187/178 | CMYK: 67/1/36/0 |
| |  | 60% | HEX: 71CCC5 | RGB: 113/204/197 | CMYK: 53/0/27/0 |
| |  | 40% | HEX: A1DDD9 | RGB: 161/221/217 | CMYK: 35/0/17/0 |
| |  | 20% | HEX: D0EEEC | RGB: 208/238/235 | CMYK: 17/0/8/0 |
| |  | LIGHT TEAL | HEX: 00D5CB | RGB: 0/213/203 | CMYK: 65/0/30/0 |
| |  | 80% | HEX: 33DDD5 | RGB: 51/221/213 | CMYK: 59/0/25/0 |
| |  | 60% | HEX: 66E6E0 | RGB: 102/230/224 | CMYK: 49/0/20/0 |
| |  | 40% | HEX: 99EEEA | RGB: 153/238/234 | CMYK: 35/0/13/0 |
| |  | 20% | HEX: CCF7F5 | RGB: 204/247/245 | CMYK: 17/0/6/0 |
| |  | ORANGE | HEX: E87518 | RGB: 232/117/24 | CMYK: 5/66/100/0 |
| |  | 80% | HEX: ED9146 | RGB: 237/145/70 | CMYK: 4/51/81/0 |
| |  | 60% | HEX: F1AC74 | RGB: 241/172/116 | CMYK: 3/37/59/0 |
| |  | 40% | HEX: F6C8A3 | RGB: 246/200/163 | CMYK: 2/23/36/0 |
| |  | 20% | HEX: FAE3D1 | RGB: 250/227/209 | CMYK: 1/11/16/0 |




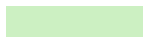
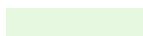

QUICK REFERENCE

| | | | | | |
|---------------|---|---------------------|-------------|------------------|--------------------|
| ACCENTS CONT. |  | LIGHT ORANGE | HEX: FF9E34 | RGB: 255/158/52 | CMYK: 0/45/87/0 |
| |  | 80% | HEX: FFB15D | RGB: 255/177/93 | CMYK: 0/35/71/0 |
| |  | 60% | HEX: FFC585 | RGB: 255/197/133 | CMYK: 0/25/52/0 |
| |  | 40% | HEX: FFD8AE | RGB: 255/216/174 | CMYK: 0/16/33/0 |
| |  | 20% | HEX: FFECD6 | RGB: 255/236/214 | CMYK: 0/7/14/0 |
| |  | MAROON | HEX: 7A0937 | RGB: 122/9/55 | CMYK: 35/100/61/36 |
| |  | 80% | HEX: 953A5F | RGB: 149/58/95 | CMYK: 37/88/42/14 |
| |  | 60% | HEX: AF6B87 | RGB: 175/107/135 | CMYK: 32/67/29/2 |
| |  | 40% | HEX: CA9DAF | RGB: 202/157/175 | CMYK: 20/41/17/0 |
| |  | 20% | HEX: E4CED7 | RGB: 228/206/215 | CMYK: 8/19/7/0 |
| |  | LIGHT MAROON | HEX: CC4E87 | RGB: 204/78/135 | CMYK: 18/84/18/0 |
| |  | 80% | HEX: D6719F | RGB: 214/113/159 | CMYK: 13/68/10/0 |
| |  | 60% | HEX: E095B7 | RGB: 224/149/183 | CMYK: 8/50/5/0 |
| |  | 40% | HEX: EBB8CF | RGB: 235/184/207 | CMYK: 5/33/3/0 |
| |  | 20% | HEX: F5DCE7 | RGB: 245/220/231 | CMYK: 2/15/2/0 |
| ALERTS |  | RED | HEX: CC2535 | RGB: 204/37/53 | CMYK: 13/99/86/3 |
| |  | 80% | HEX: D6515D | RGB: 214/81/93 | CMYK: 12/83/57/1 |
| |  | 60% | HEX: E07C86 | RGB: 224/124/134 | CMYK: 9/63/34/0 |
| |  | 40% | HEX: EBA8AE | RGB: 235/168/174 | CMYK: 5/40/19/0 |
| |  | 20% | HEX: F5D3D7 | RGB: 245/211/215 | CMYK: 2/19/8/0 |

QUICK REFERENCE

| | | | | | |
|---------------|---|---------------------|--------------|------------------|-------------------|
| ALERTS |  | LIGHT RED | HEX: FF5D68 | RGB: 255/93/104 | CMYK: 0/79/49/0 |
| |  | 80% | HEX: FF7D86 | RGB: 255/125/134 | CMYK: 0/65/33/0 |
| |  | 60% | HEX: FF9EA4 | RGB: 255/158/164 | CMYK: 0/48/21/0 |
| |  | 40% | HEX: FFBEC3 | RGB: 255/190/195 | CMYK: 0/31/12/0 |
| |  | 20% | HEX: FFD FE1 | RGB: 255/223/225 | CMYK: 0/15/5/0 |
| |  | YELLOW | HEX: FFDE00 | RGB: 255/222/0 | CMYK: 2/9/100/0 |
| |  | 80% | HEX: FFE533 | RGB: 255/229/51 | CMYK: 2/5/90/0 |
| |  | 60% | HEX: FFE B66 | RGB: 255/235/102 | CMYK: 2/3/73/0 |
| |  | 40% | HEX: FFF299 | RGB: 255/242/153 | CMYK: 1/1/49/0 |
| |  | 20% | HEX: FFF8CC | RGB: 255/248/204 | CMYK: 1/0/24/0 |
| |  | LIGHT YELLOW | HEX: FFE D80 | RGB: 255/237/128 | CMYK: 2/2/62/0 |
| |  | 80% | HEX: FFF199 | RGB: 255/241/153 | CMYK: 1/1/49/0 |
| |  | 60% | HEX: FFF4B3 | RGB: 255/244/179 | CMYK: 1/1/37/0 |
| |  | 40% | HEX: FFF8CC | RGB: 255/248/204 | CMYK: 0/1/24/0 |
| |  | 20% | HEX: FFFBE6 | RGB: 255/251/230 | CMYK: 0/0/10/0 |
| |  | GREEN | HEX: 5DAA44 | RGB: 93/170/68 | CMYK: 69/10/100/1 |
| |  | 80% | HEX: 7DBB69 | RGB: 125/187/105 | CMYK: 55/5/77/0 |
| |  | 60% | HEX: 9ECC8F | RGB: 158/204/143 | CMYK: 40/2/57/0 |
| |  | 40% | HEX: BEDDB4 | RGB: 190/221/180 | CMYK: 26/1/36/0 |
| |  | 20% | HEX: DFEEDA | RGB: 223/238/218 | CMYK: 13/0/17/0 |

QUICK REFERENCE

| | | | | | |
|---------------|---|--------------------|---------------|------------------|-----------------|
| ALERTS |  | LIGHT GREEN | HEX: 80DA66 | RGB: 128/218/102 | CMYK: 50/0/80/0 |
| |  | 80% | HEX: 99E185 | RGB: 153/225/133 | CMYK: 40/0/64/0 |
| |  | 60% | HEX: B3E9A3 | RGB: 179/233/163 | CMYK: 30/0/47/0 |
| |  | 40% | HEX: CCF0C2 | RGB: 204/240/194 | CMYK: 20/0/31/0 |
| |  | 20% | HEX: E6F8E0 | RGB: 230/248/224 | CMYK: 9/0/14/0 |
| WHITE |  | WHITE | HEX: FFFFFFFF | RGB: 255/255/255 | CMYK: 0/0/0/0 |

