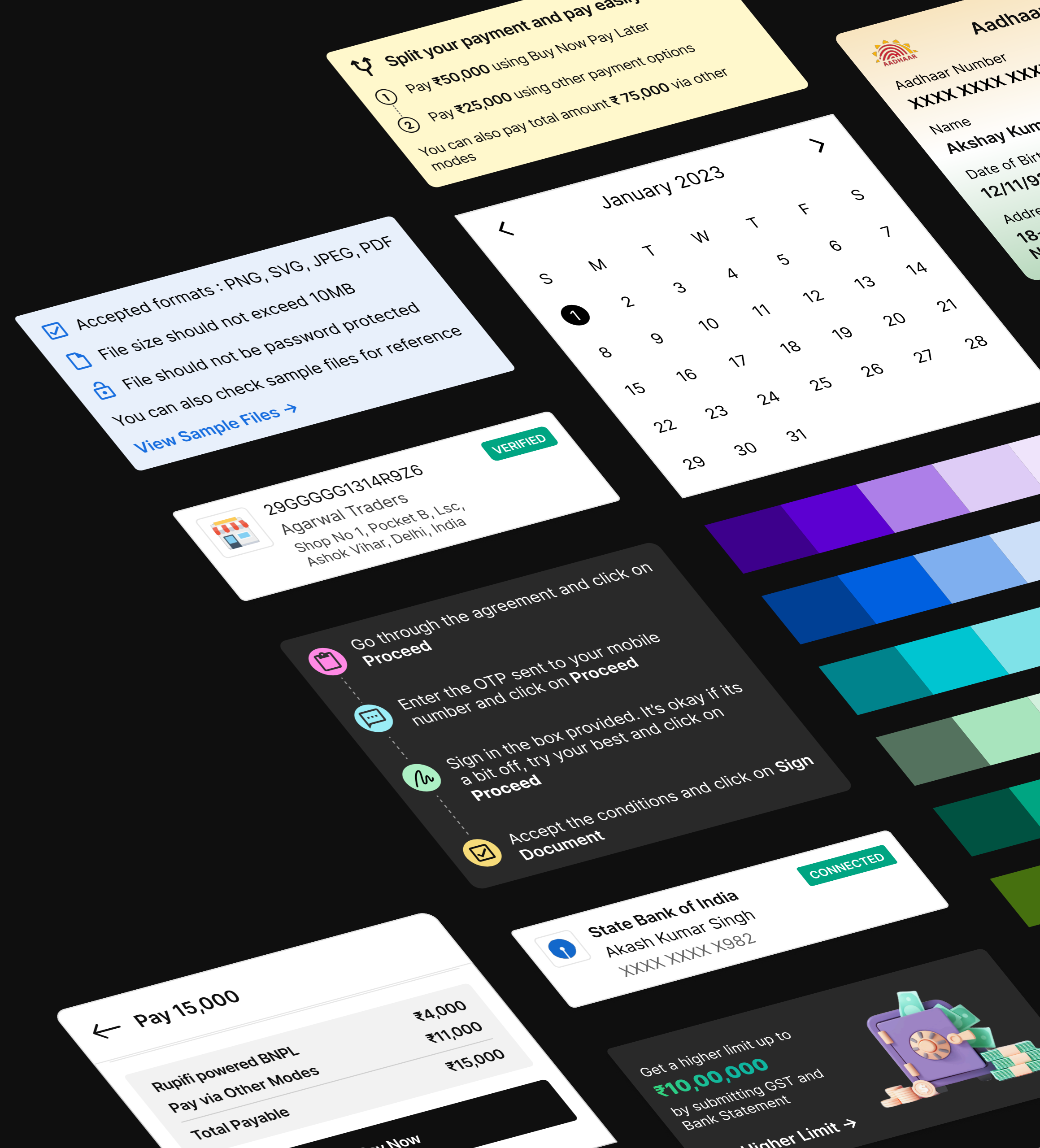




# Paisa

Rupifi Design System



# Typography

Primary font to be used is **Inter**

**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**

**1234567890 ₹**

## Why **Inter** ?

Inter UI is a typeface specially designed for user interfaces with a focus on high legibility of small-to-medium sized text on computer screens.

Inter features a tall x-height to aid in readability of mixed-case and lower-case text. Several OpenType features are provided as well, like contextual alternates that adjusts punctuation depending on the shape of surrounding glyphs, slashed zero for when you need to disambiguate "0" from "o", tabular numbers, etc.

All these features makes Inter a perfect choice for fintech products.

Name	Size	Line Height	Weight
<b>Title</b>	<b>24</b>	<b>29</b>	<b>600</b>
<b>Heading</b>	<b>20</b>	<b>24</b>	<b>600</b>
<b>Heading 2</b>	<b>18</b>	<b>22</b>	<b>600</b>
<b>Subheading</b>	<b>16</b>	<b>19</b>	<b>600</b>
Body	14	17	400
<b>Body - Bold</b>	<b>14</b>	<b>17</b>	<b>600</b>
Paragraph	12	15	400
<b>Paragraph - Bold</b>	<b>12</b>	<b>15</b>	<b>600</b>
Badge	10	12	400
<b>Badge - Bold</b>	<b>10</b>	<b>12</b>	<b>600</b>

# Colors

Primary Color is Black

## Color Psychology of Black

Black is very bold, It is a colour that makes a very powerful and striking mark and can give a feeling of superiority and strength. In color psychology, black color is a symbol of mystery, power, elegance, and sophistication.

Black is also a versatile color that can be paired with other colors to create a range of different branding styles. For example, black and white can create a classic, timeless look, while black and red can create a bold, dramatic look.

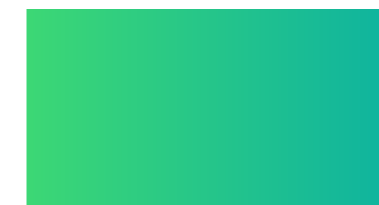
## Logo branding for dark and light backgrounds



**Rupifi Black**  
#101010

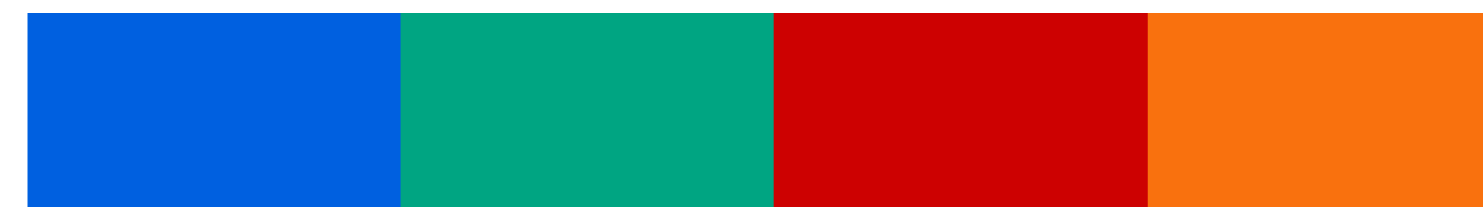
**Black 2**  
#404040

## Gradients



**Green Gradient**  
#3DD875 - #0EB3A0

## Informative Colors



**Blue**  
#0061E0

**Green**  
#00A682

**Red**  
#CD0202

**Orange**  
#FA710F

# Colors

## Primary Color



**Rupifi Black**  
#101010



**Black 2**  
#404040

## Primary Color



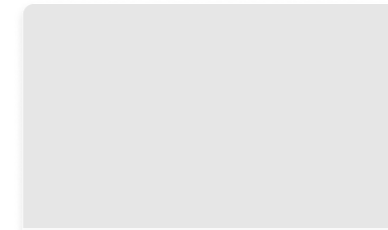
**Gray 1**  
#666666



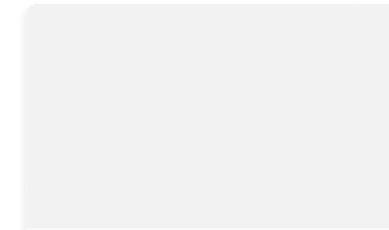
**Gray 2**  
#9F9F9F



**Gray 3**  
#CFCFCF



**Gray 4**  
#E7E7E7



**Gray 5**  
#F3F3F3

## Gradients

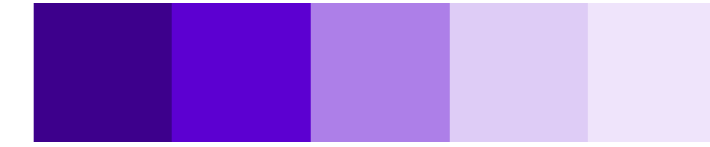


**Green Gradient**  
#3DD875 - #0EB3A0

## Tertiary Color Scale



**Voilet**  
#5C00D2



**Blue**  
#0061E0



**Turquoise**  
#00C5D2



**Aquagreen**  
#A8E4BE



**Green**  
#00A682



**Lime**  
#69A917



**Yellow**  
#FFDE03



**Orange**  
#FA710F



**Red**  
#CD0202



**Pink**  
#D200BD



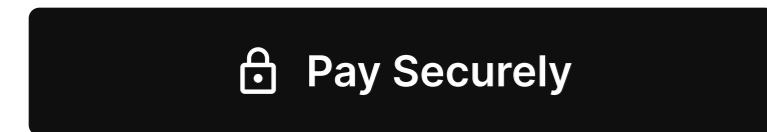
# Buttons

Buttons allow users to take actions, and make choices, with a single tap

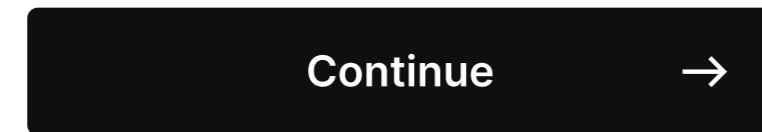
Different types, status and icon positions can be managed from the component structure. Component structure is designed such that it can adapt to different device sizes.

## Primary Buttons with icons

Central Icon



Trailing Icon



## Secondary Buttons with icons

Central Icon



Trailing Icon



## Tertiary Buttons with icons

Central Icon

Delete

## Links

Central Icon

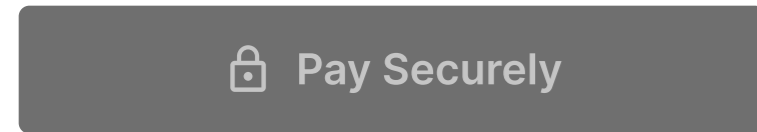
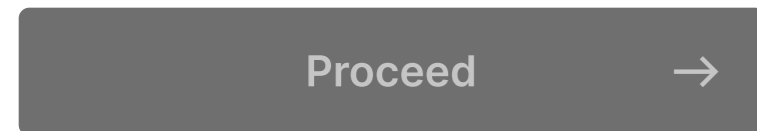
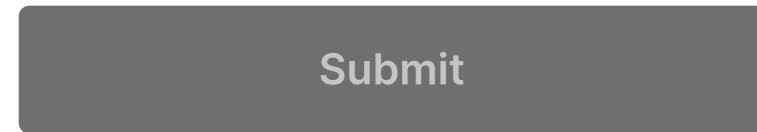
[Send Payment link](#)

The image shows a design tool interface for a button component. At the top, a dark button is shown with dimensions: a height of 48, a width of 340, and a text height of 20. Spacing values are indicated: 16 for the left margin, 8 for the icon margin, 8 for the text margin, and 16 for the right margin. Below the button, there are two panels. The left panel contains a list of properties: Type (Primary), State (Default), Has Leading Icon (off), Has Right Icon (off), Has Trailing Icon (off), Has Left Icon (off), Button Text (Content), and Has Text (on). The right panel contains an 'Auto layout' section with a grid icon, a 'W 340' and 'H 48' section, a 'Fill' dropdown, a 'Fixed' dropdown, a '0°' angle, and a '4' radius. There are also icons for alignment and zoom.

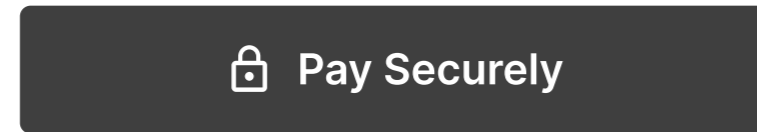
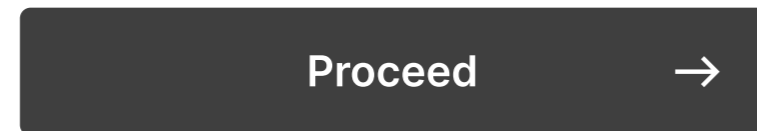
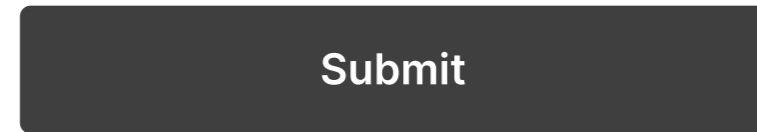
# Buttons

## Primary Buttons

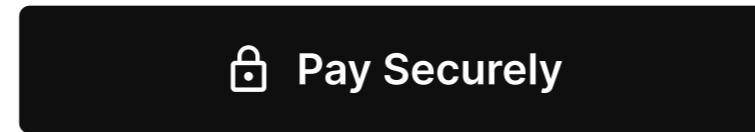
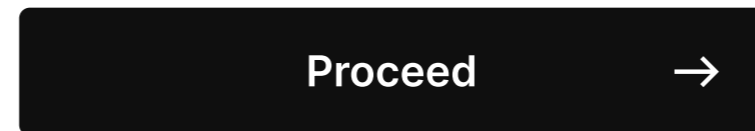
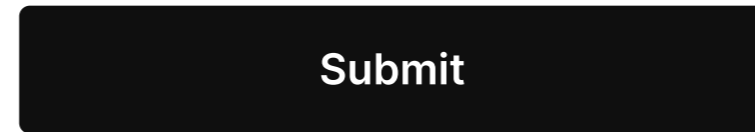
Disabled



Pressed



Active

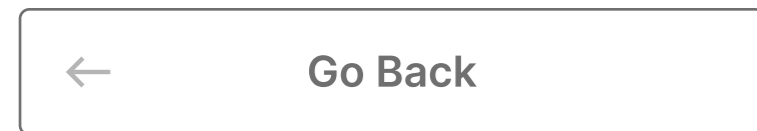


Loading

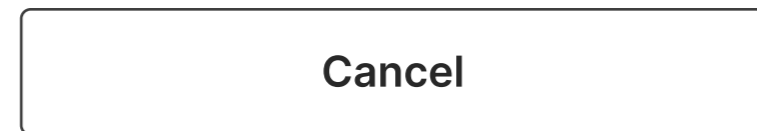


## Secondary Buttons

Disabled



Pressed



Active



Loading



## Tertiary Buttons

Disabled

Skip this Step

Delete

Pressed

Skip this Step

Delete

Active

Skip this Step

Delete

## Links

Disabled

[Create Payment Link](#)

[▶ Send Payment Link](#)

Active

[Create Payment Link](#)

[▶ Send Payment Link](#)

# Text Inputs

Text fields let users enter and edit text.


Different types, status and icon positions can be managed from the component structure. Component structure is designed such that it can adapt to different device sizes.

## Text Fields


Phone Number

## Text Fields with icons

Date of Birth

Card Number

## Other types

OTP

Comments

The design tool interface displays a text input component with the following dimensions and configuration:

- Input Label:** Width 16, Height 8.
- Helper Text:** Width 12, Height 48.
- Hint:** Width 20, Height 8.

The configuration panel includes the following settings:

- State:** Default
- Has label:**
- Has hint:**
- Icon swap:** empty
- Input:** Helper Text

The **Auto layout** panel shows the component's layout configuration, including a grid of 3 columns and 2 rows, with dimensions of 16, 14, and 12 for the columns and 14, 14, and 14 for the rows.

Additional settings include: W 340, H 48, Fill, Fixed, 0°, 4, and a zoom icon.

# Text Inputs

Default

Name

Card Number

OTP

Let us know more about you

Active

Name

Input Label

OTP

Let us know more about you

Blocked

Name

Input Label

OTP

Comments

Active

Name

Name doesn't match our records

Input Label

Enter the valid card details

We couldn't find the number, please try a different one

OTP

Incorrect OTP, 2 attempts left

Comments

Please write short description with at least 25 words

# Dropdown

Dropdown lets users select a value from available options

Dropdown has been handled using bottom sheet as it has better usability and also presents options to the user while still keeping the main screen visible, giving the user context as they make their choice.

Unselected

Gender

Selected

Gender

Blocked

Gender

Error

Gender

Please select your gender

Bottom sheet - selected

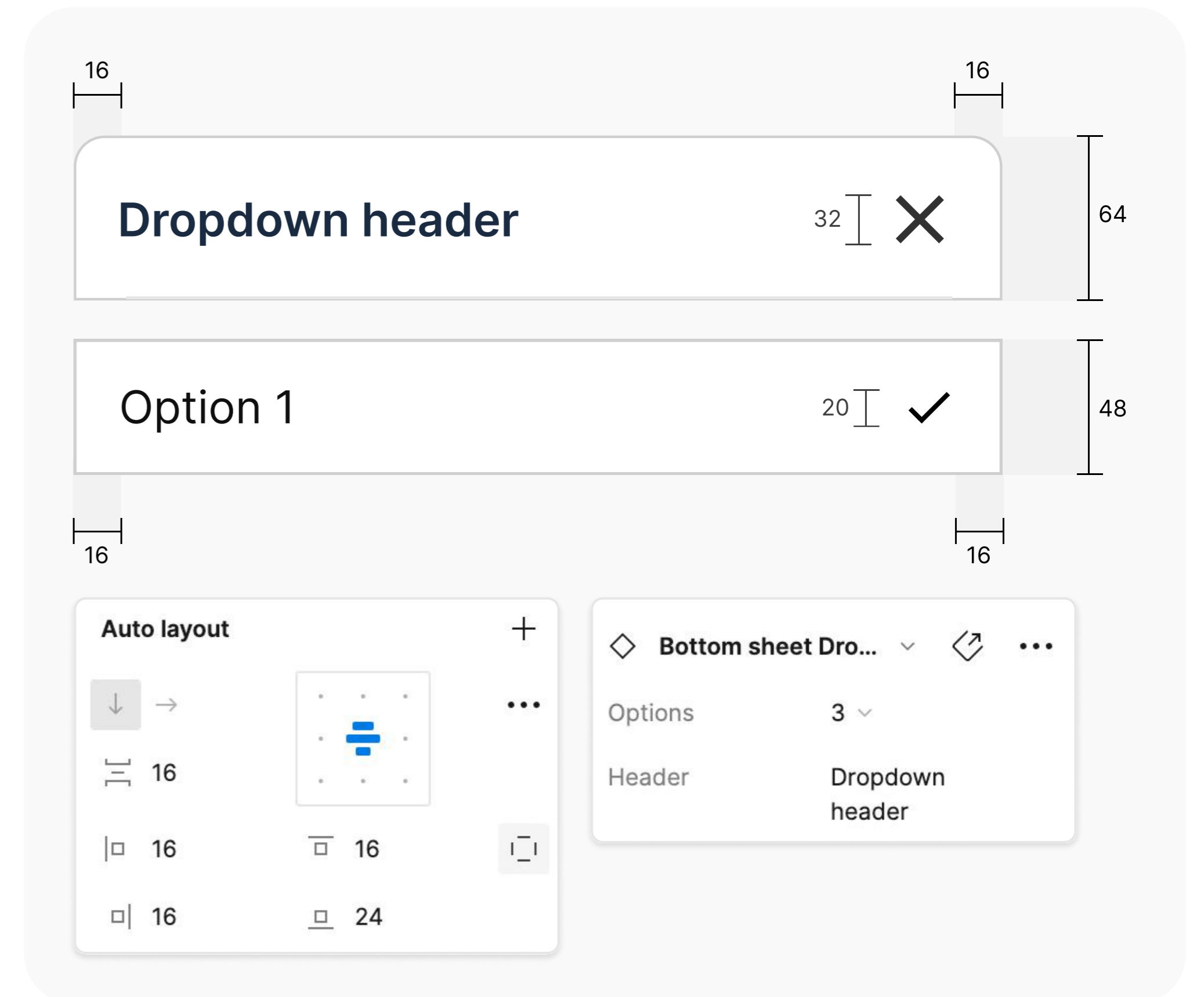
Select your gender

---

Female

Male

Others



# Chips

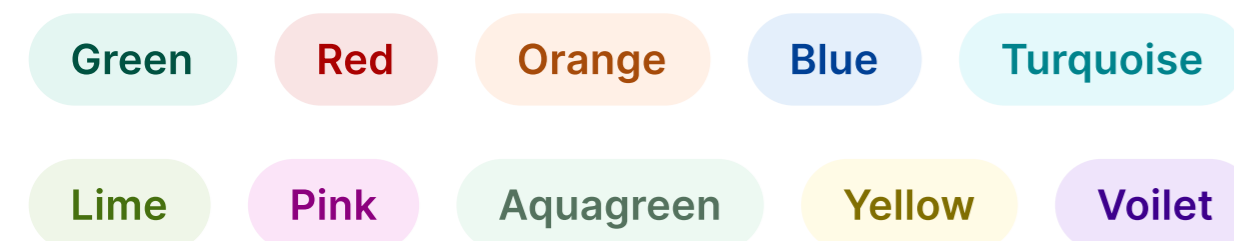
Chips are compact elements that represent an input, status, action etc

Chips, also known as "tag chips," are small UI elements that are used to represent a set of related information, such as tags, keywords, or attributes.

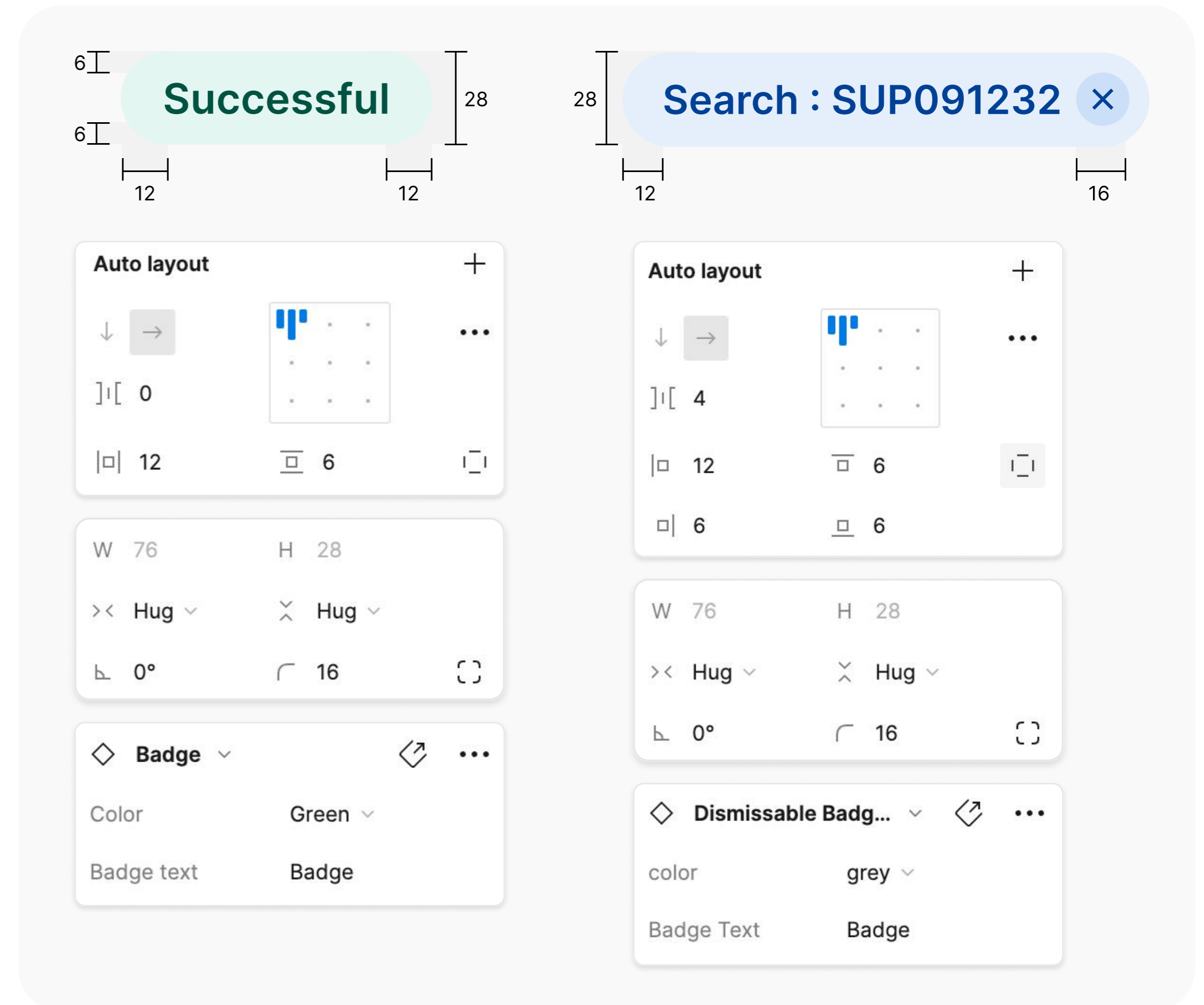
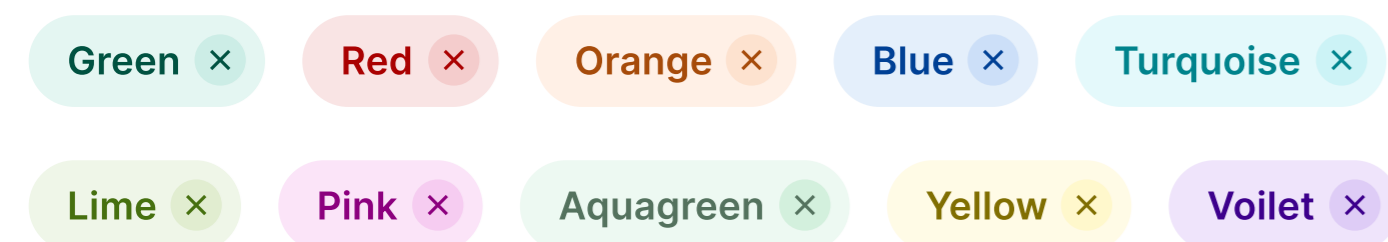
They are often used in user interfaces to display filters, selected options, or other types of metadata. They can be used in a variety of contexts, such as search filters, form fields, and navigation menus.

They are useful for displaying a large amount of information in a compact and organised way, and can also provide a way for users to interact with the information they represent.

## Non Dismissible



## Dismissible



# Bottom Sheets

Bottom sheets are surfaces containing supplementary content, anchored to the bottom of the screen.

They are useful for providing users with quick access to additional functionality or information without disrupting the current task or navigation. Some common uses of bottom sheets include:

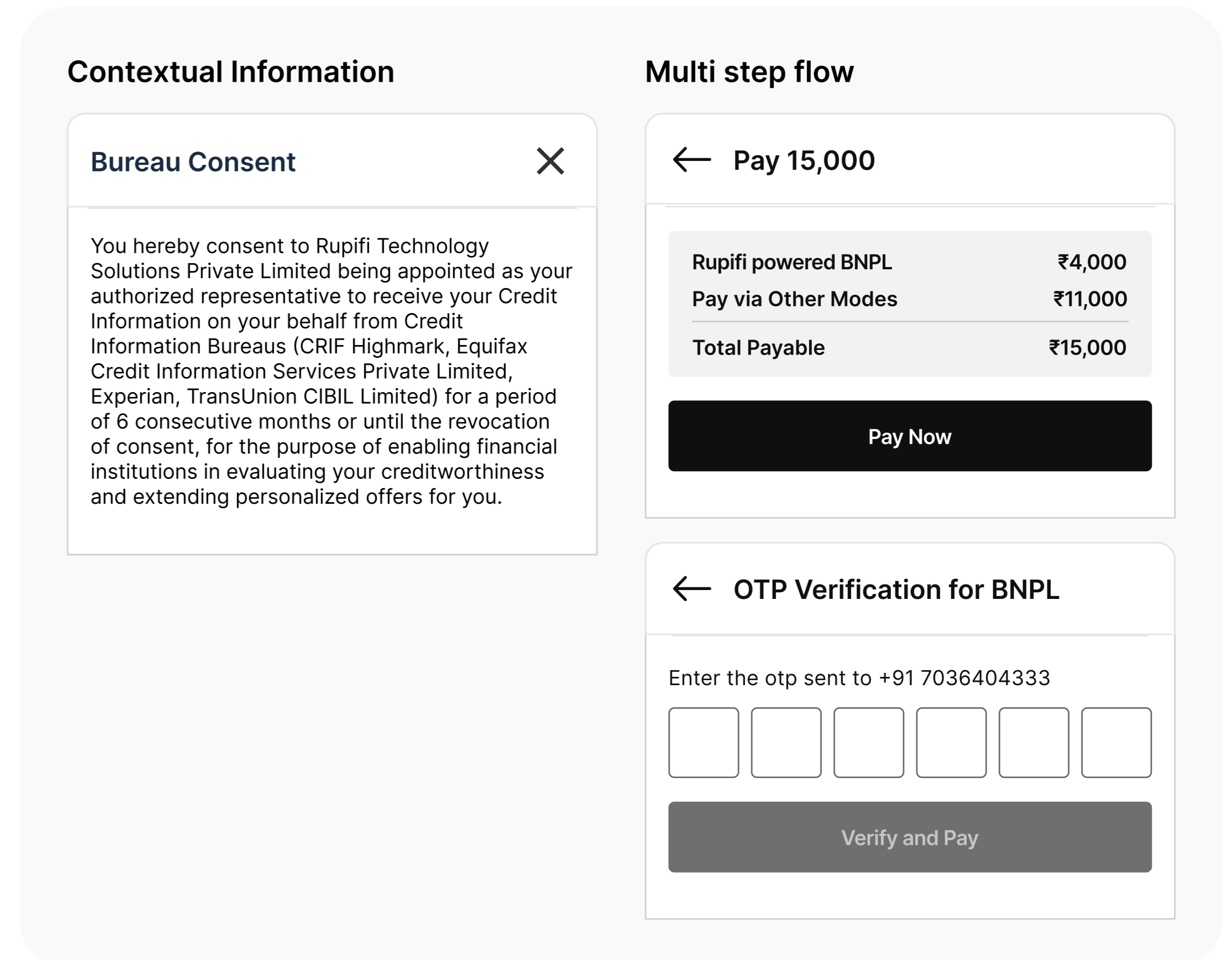
**Navigation:** Bottom sheets can be used as a way to navigate through an app, displaying a menu of options or sections of the app that the user can access.

**Additional options:** Bottom sheets can be used to display additional options or settings that are related to the current task or screen.

**Contextual information:** Bottom sheets can be used to display additional information that is related to the current task or screen, such as the details of a selected item or the results of a search.

**Form:** Bottom sheets can be used to display forms, such as a sign-up or a contact form.

**Multi-step flow:** Bottom sheets can be used as a way to guide users through a multi-step process, such as a checkout flow or a survey.



# Cards

Cards are surfaces that display content and actions on a single topic

Cards are a common UI element in user experience (UX) design, which are used to present a collection of related information in a visually appealing and organized manner. Some of the key uses of cards in UX design include:

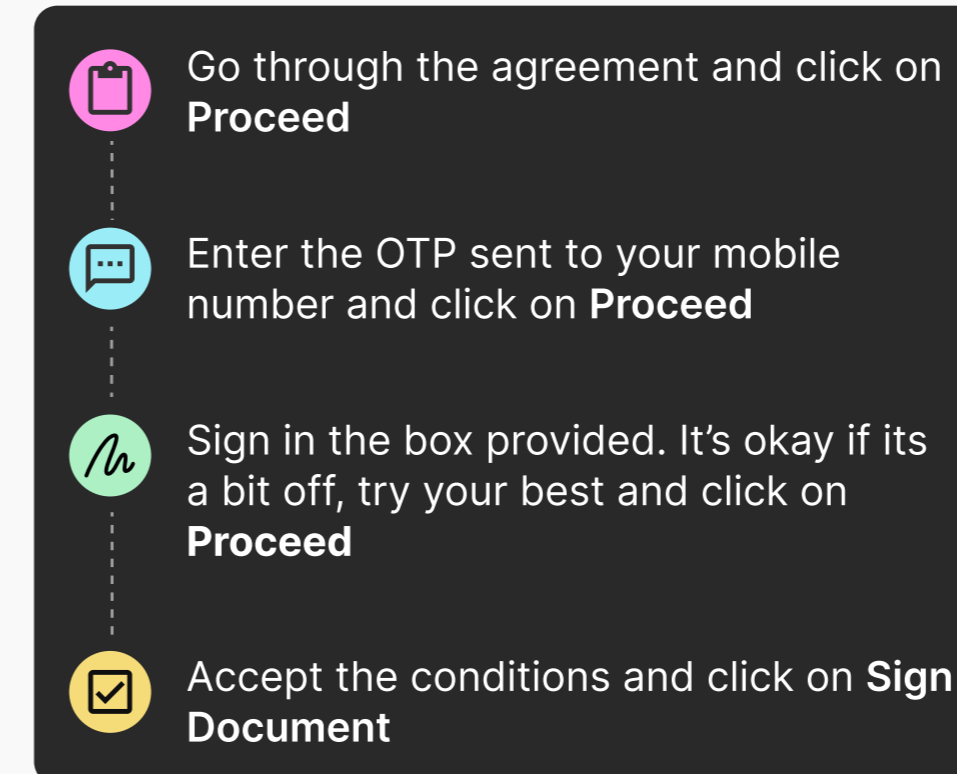
**Content organization:** Cards can be used to organize and present content in a clear and concise manner, such as in a feed or list of items.





**Information hierarchy:** Cards can be used to establish a hierarchy of information, helping users quickly identify the most important information and navigate through the content.

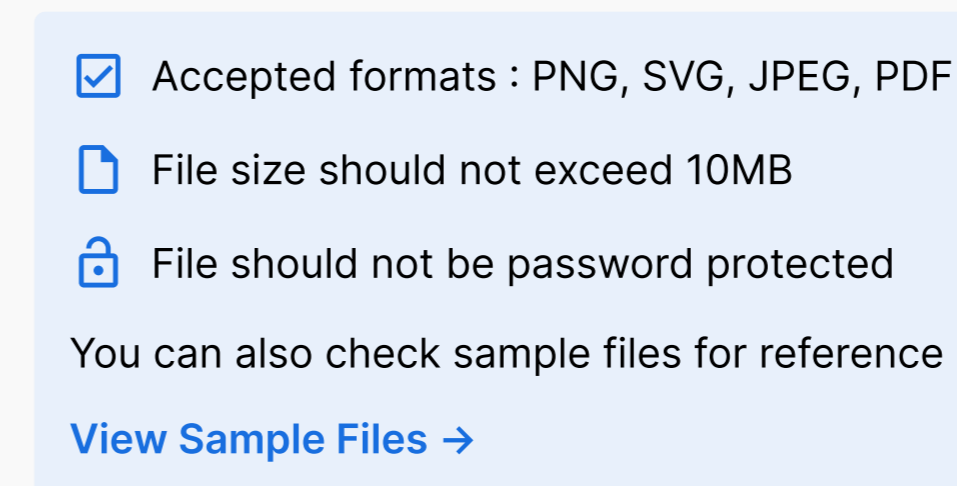
**Interactivity:** Cards can be used to provide users with interactive elements, such as buttons, links, and forms, allowing them to take actions or access additional information related to the card.



**Personalization:** Cards can be used to create a personalized experience for users, by displaying content that is tailored to their interests or preferences.

**Visual appeal:** Cards can be used to add visual interest to a design, through the use of images, typography, and other design elements.



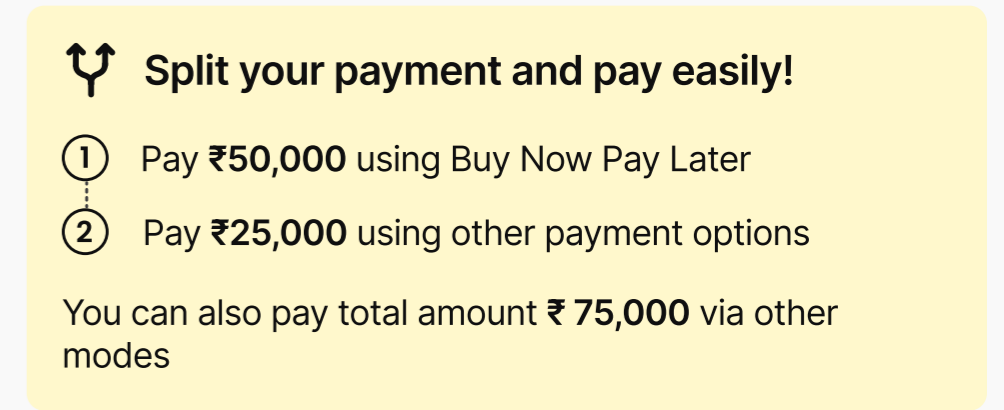
-  Go through the agreement and click on **Proceed**
-  Enter the OTP sent to your mobile number and click on **Proceed**
-  Sign in the box provided. It's okay if its a bit off, try your best and click on **Proceed**
-  Accept the conditions and click on **Sign Document**






- Accepted formats : PNG, SVG, JPEG, PDF
-  File size should not exceed 10MB
-  File should not be password protected

You can also check sample files for reference

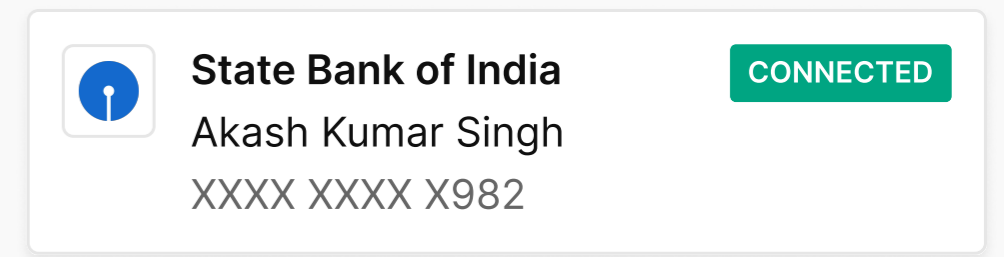
[View Sample Files →](#)




 **Split your payment and pay easily!**

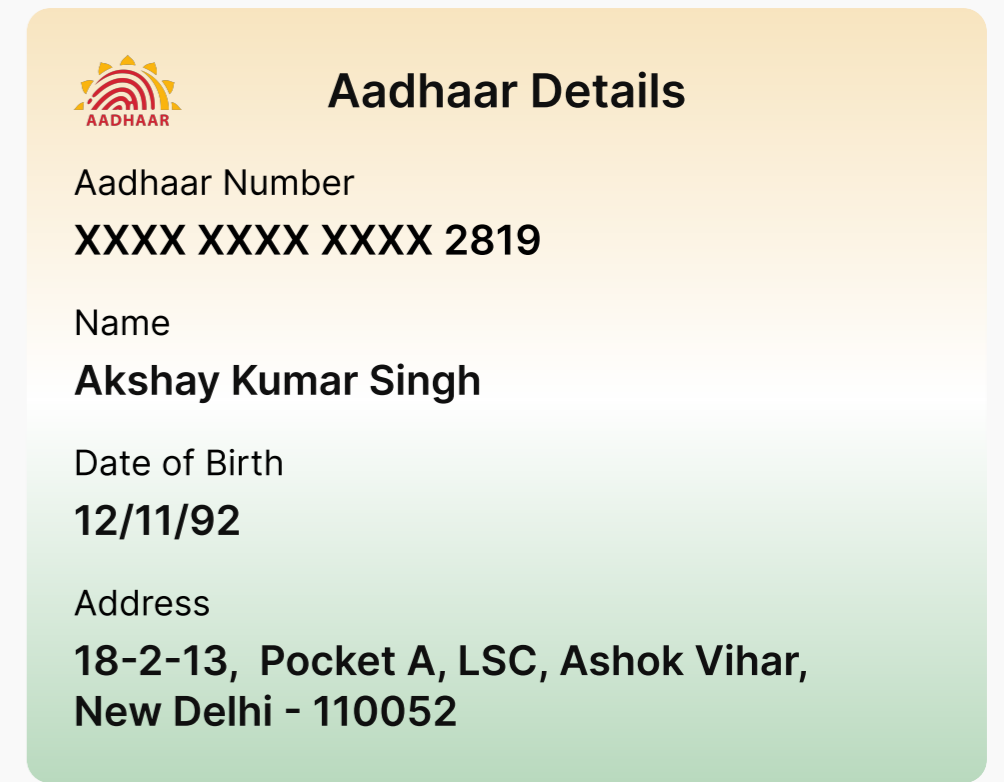
-  Pay ₹50,000 using Buy Now Pay Later
-  Pay ₹25,000 using other payment options


You can also pay total amount ₹ 75,000 via other modes



 **State Bank of India** CONNECTED

Akash Kumar Singh  
XXXX XXXX X982



 **Aadhaar Details**

Aadhaar Number  
**XXXX XXXX XXXX 2819**

Name  
**Akshay Kumar Singh**

Date of Birth  
**12/11/92**

Address  
**18-2-13, Pocket A, LSC, Ashok Vihar,  
New Delhi - 110052**

# Cards & Banners

Presenting information in a visually appealing format

## Exploring new flows


### Advance payment


- 1 Pay minimum of ₹12,000 to place your order
- 2 Pay the balance of ₹48,000 in 20 days for delivery


### Split your payment and pay easily!

- 1 Pay ₹50,000 using Buy Now Pay Later
- 2 Pay ₹25,000 using other payment options

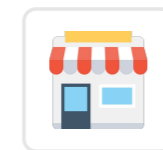
You can also pay total amount ₹ 75,000 via other modes

 Go through the agreement and click on **Proceed**

 Enter the OTP sent to your mobile number and click on **Proceed**

 Sign in the box provided. It's okay if its a bit off, try your best and click on **Proceed**

## Status Cards



29GGGGG1314R9Z6  
Agarwal Traders  
Shop No 1, Pocket B, Lsc,  
Ashok Vihar, Delhi, India

VERIFIED



State Bank of India  
Akash Kumar Singh  
XXXX XXXX X982

CONNECTED

## Offer Cards

Get a higher limit up to  
**₹10,00,000**  
by submitting GST and  
Bank Statement



Get Higher Limit →

 RUPIFI

"Saare dukaandar ki yahi hai rai  
Sabse bharose mand hai Rupifi"

Get Credit Upto **₹5,00,000** | 0% interest | 14 days

Cashback\*  
**₹250/-**

**₹75 Cashback**  
on 1st & 2nd transactions  
**₹50 Cashback**  
on 3rd & 4th transactions

Minimum transaction of ₹4900 & Valid only for 30 days after activation  
\*Cashback at the time of repayment



Get 500 off on your next  
order placed using Rupifi

Shop Now

# Snackbars

Snackbars provide brief messages about app processes at the bottom of the screen.

Snackbars are used to provide users with feedback or information about an action they have taken. They are typically used to display short, non-interruptive messages at the bottom of the screen, usually after an action is performed. Some of the key uses of snackbars in UX design include:

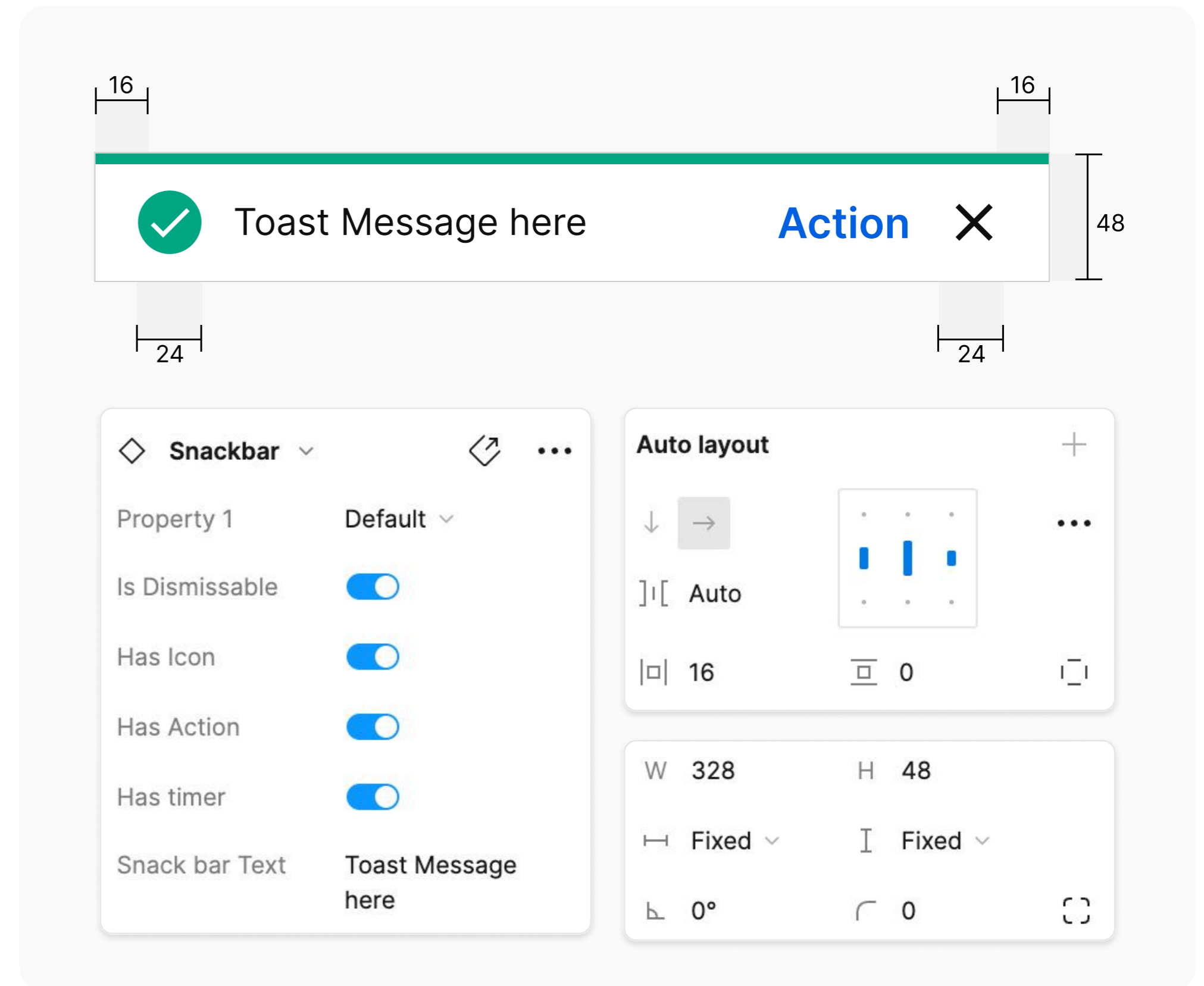
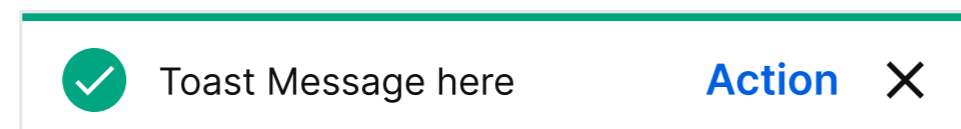
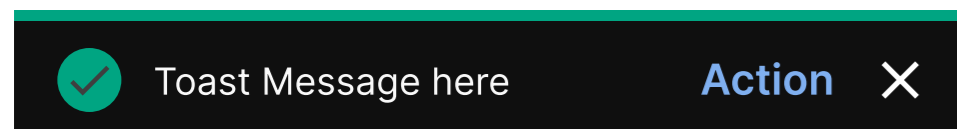
**Feedback:** Snackbars can be used to provide users with feedback about the outcome of an action, such as confirming that a form has been submitted or that a file has been saved.

**Error messages:** Snackbars can be used to display error messages when user encounters issues, such as an incorrect input or a connection error.

**Actions:** Snackbars with call-to-action buttons allow users to perform additional actions, such as undoing a change or retrying a failed action.

**Non-interruptive:** Snackbars are designed to be non-interruptive, allowing users to continue their current task while still providing feedback or information.

## Snackbar for light and dark backgrounds



# Selections

Selections primarily include Checkboxes and Radios

## Checkboxes

They are a type of UI element that are used to provide users with an option to select or deselect a particular item or setting. Some of the key uses of checkboxes in UX design include:

**Selection:** Checkboxes are used to allow users to select one or more items from a list or group of options.

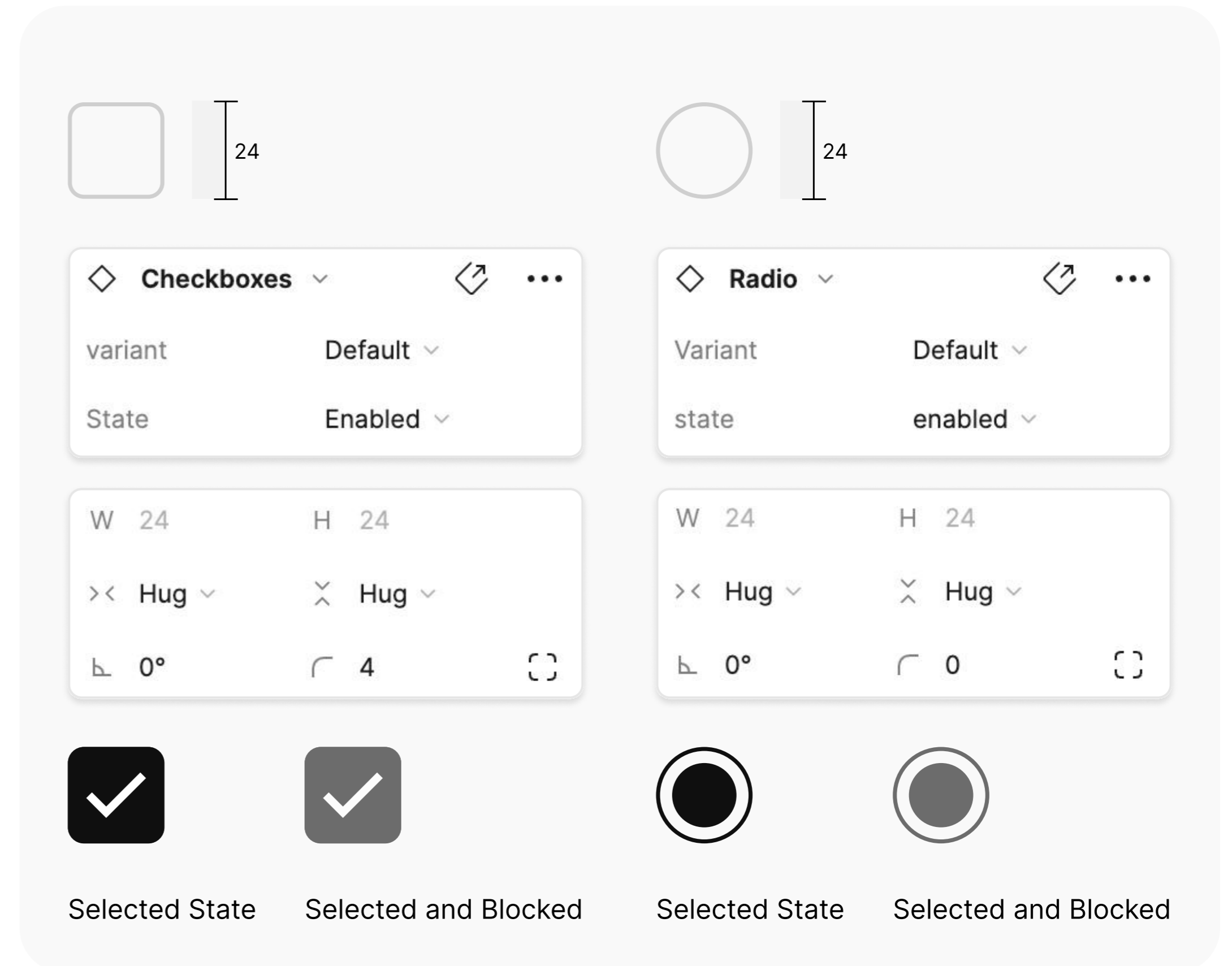
**Interactivity:** Checkboxes can be used to provide interactive elements, such as buttons, links, and forms, allowing the user to take actions or access additional information related to the checkbox.

## Radios

Radio buttons are a type of UI element that are used to provide users with an option to select one item from a group of options. Some of the key uses of radio buttons in UX design include:

**Selection:** Radio buttons are used to allow users to select one option from a group of options.

**Grouping options:** Radio buttons can be used to group related options together, making it easier for users to understand the relationship between different options.



**More coming soon...**