



Our Rebrand book

Always use your best judgment.
This document is a great starting point.

IDENTITY

Always refer to the brand as 'Dineout' in all media mentions, including TVCs, ad copies, and captions. Avoid any variations or modifications. The only exception is in the logo, where all letters will appear in lowercase as 'dineout'.



01 Logo

Primary Logo

Dineout is stepping up with a stronger identity — owning its space while still tapping into Swiggy's brand power.

Splitting “dine” and “out” creates a tighter, bolder shape — built for maximum visibility.

Keeping the iconic Orange as a secondary color but adding Green as a primary color to make Dineout stand apart from Swiggy, the parent brand.



Safe Space

The 'n' in Dineout isn't just a letter — it's the logo's safe space, anchoring the brand with a distinct visual identity.



Vertical Logo

You must always stick to the primary logo.

Use the vertical lockup only if space is a constraint.

Visibility is key.



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Logo Colors

These are the approved logo color combos — always go for the two-color version when you can.

Color



Color - Reverse



Color - Reverse



Achromatic Logo

Black and white? Only when
there's no other choice.

B&W Print



B&W Print – Reverse



Logo Don'ts

The S-Pin will always be filled, no stroke squircle.



Logo Don'ts

⊗ Don't use any other color.



⊗ Don't add shadow.



⊗ Don't use any other hue for the logo.



⊗ Don't make it in 3D.



⊗ Don't change spacing between S-Pin and Dineout.



⊗ Don't rotate.



⊗ Don't use gradient.



⊗ Don't use any other hue for bg.



⊗ Don't switch the colors.



Logo Don'ts

⊗ Don't use orange bg.



⊗ Don't make the whole logo green.



⊗ Don't make the whole logo orange.



⊗ Don't use colors that make the logo blend in.



⊗ Don't change the size of the S-Pin.



⊗ Don't add an outline to the logo.



⊗ Don't make the logo shear.



⊗ Don't fill the S-Pin with bg color.



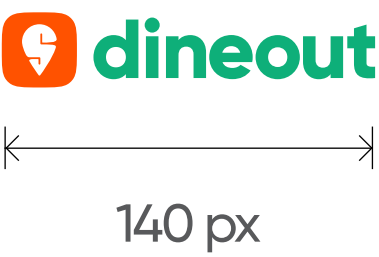
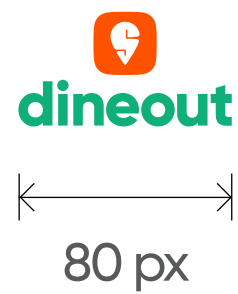
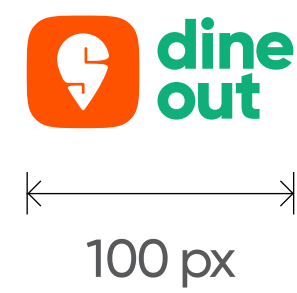
⊗ Don't stretch.



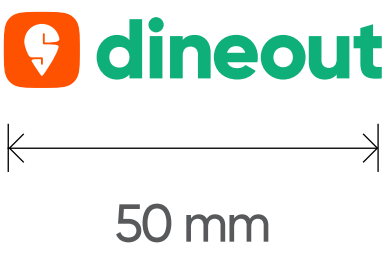
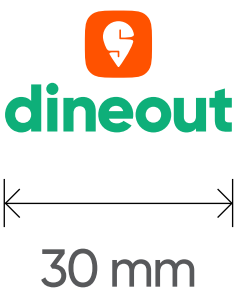
Minimum Sizes

The logotype should always be legible. Never use it in sizes smaller than specified.

Screen



Print



Correct Logo Placement

When creating a composition, either place the logo on the left corner, right corner, or center it on the central vertical axis.

Take advantage of the space and make the logo as large as possible.

✔ Top right aligned logo.



✔ Top left aligned logo.



✔ Top center aligned logo.



✔ Bottom right aligned logo.



✔ Bottom left aligned logo.



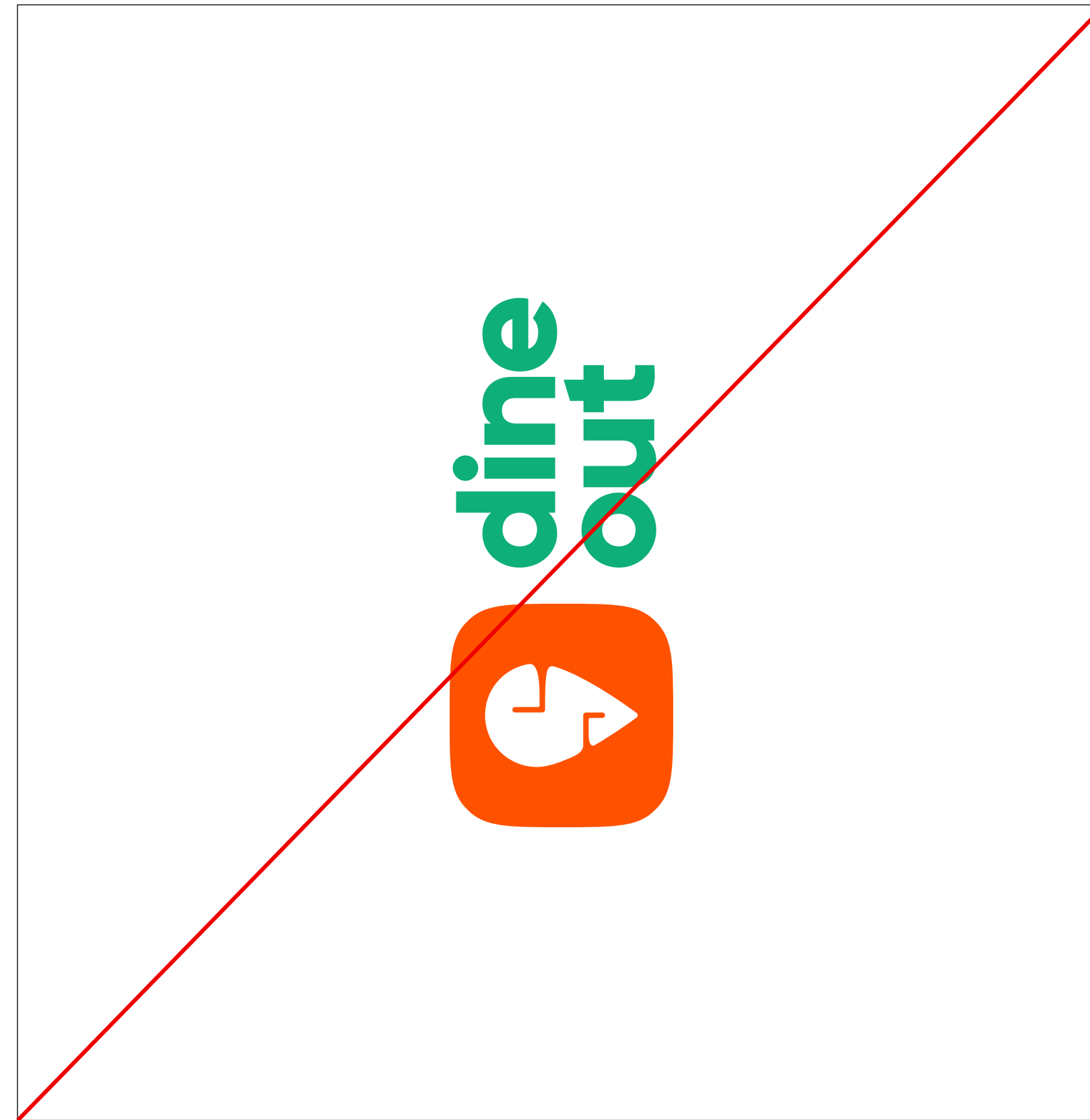
✔ Bottom center aligned logo.



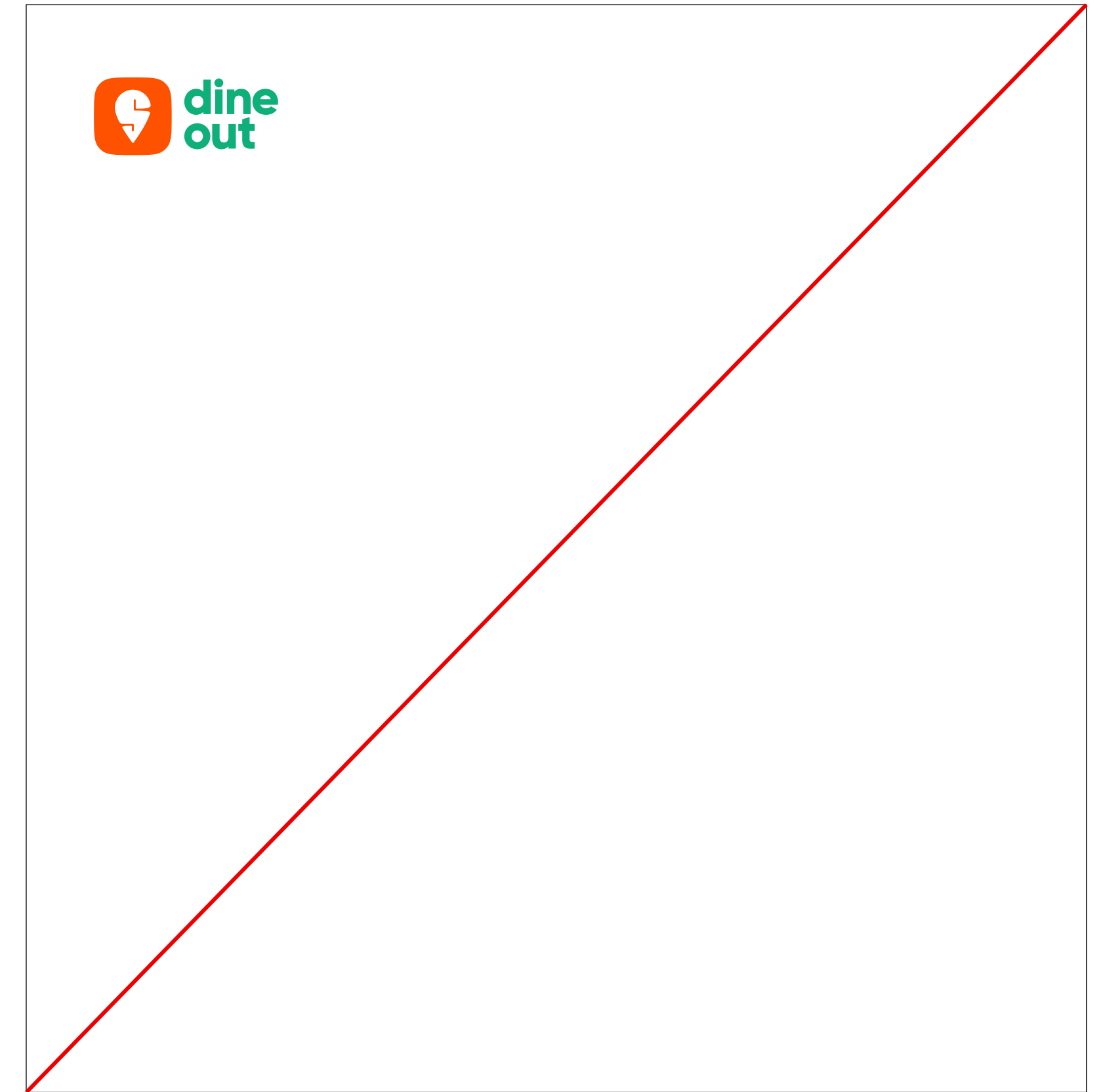
Incorrect Logo Placement

Avoid using logo
placements as shown.

⊗ Don't rotate logo.



⊗ Don't make it too small



02 Colors

Color Palette

Dineout Green leads the way,
with Swiggy Orange backing
it up as the secondary color.

Bold, balanced, and
unmistakably Dineout.



Color Palette

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DINEOUT GREEN

RGB
14 175 121
HEX
#0eaf79
CMYK
X X X X

SWIGGY ORANGE

RGB
255 82 0
HEX
#ff5200
CMYK
0 74 100 0

WHITE

RGB
255 255 255
HEX
#ffffff
CMYK
0 0 0 0

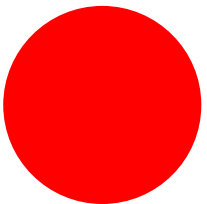
BLACK

RGB
0 0 0
HEX
#000000
CMYK
100 100 100 100

Color Codes

To match the correct Dineout colors, use the following codes for accurate printing.

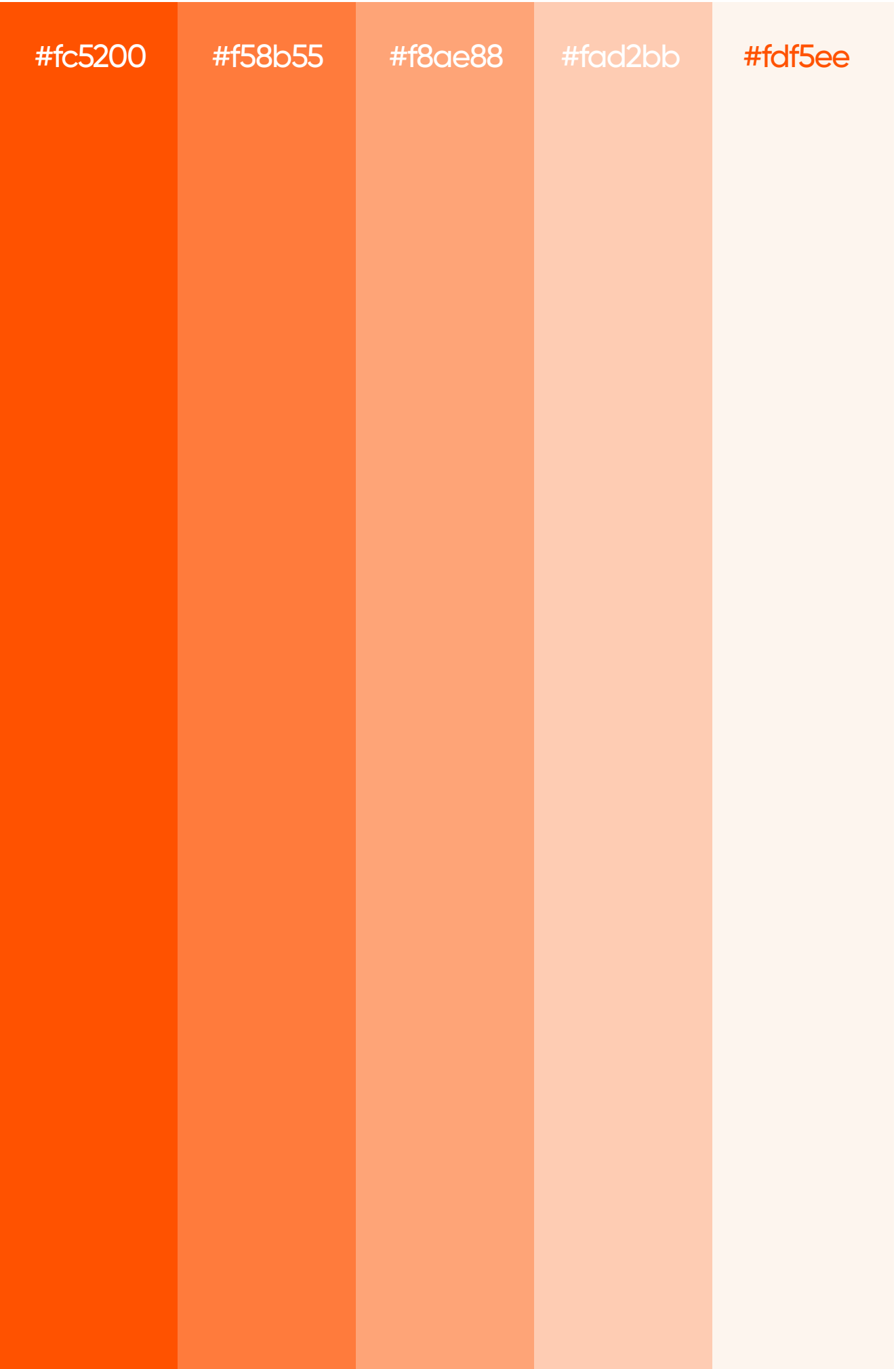
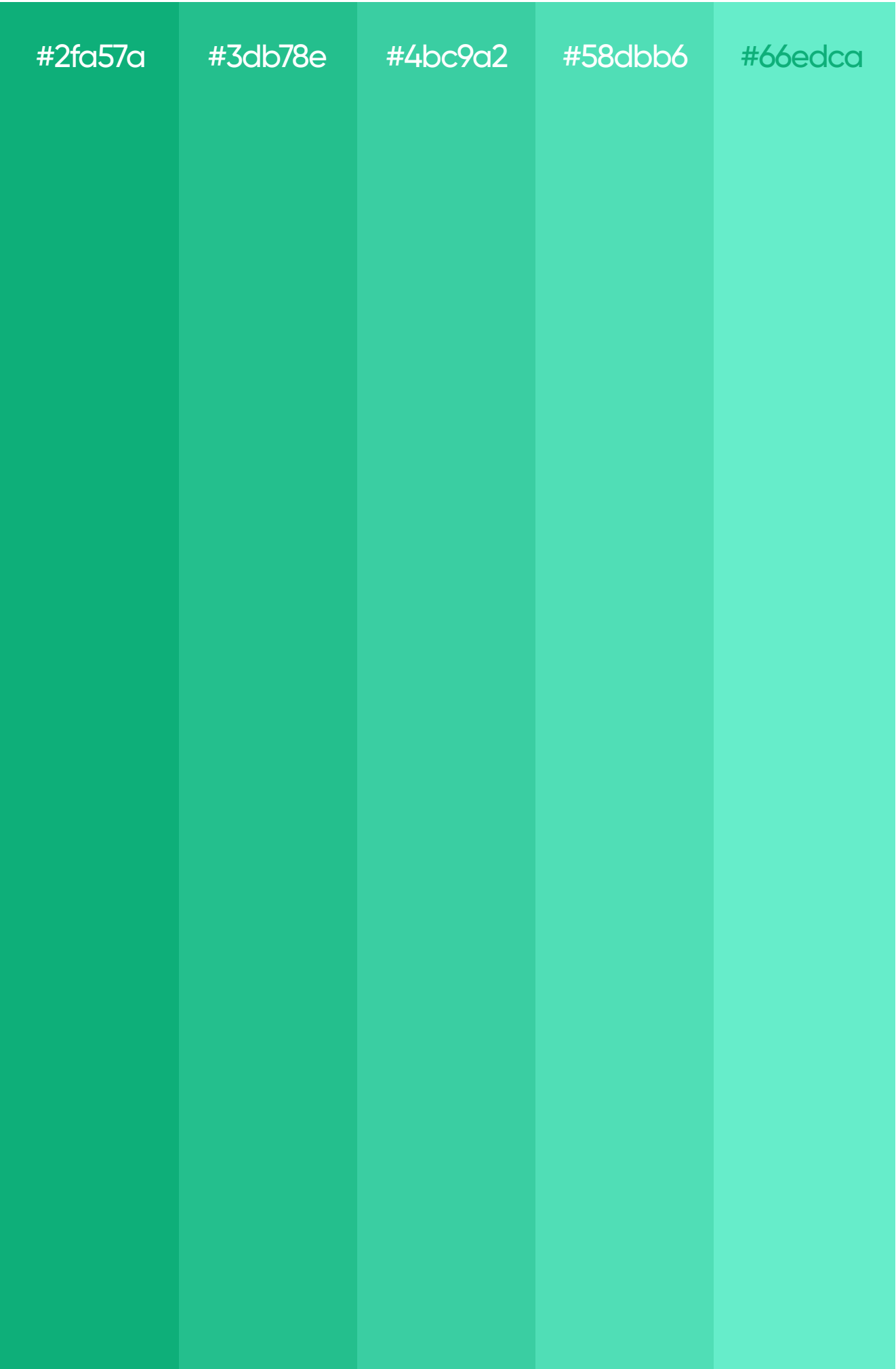
FLEX AND PRINT		DIGITAL	NEWSPAPER
CMYK X X X X	PANTONE	RGB 14 175 121 HEX #0eaf79	CMYK X X X X
CMYK 0 74 100 0	PANTONE 021C	RGB 255 82 0 HEX #ff5200	CMYK 0 68 100 0



Note : Sampling for Green is going on for all the materials

Primary Extended

To add more depth to your design, use tints and tones of the Dineout Green and Swiggy Orange.



Buttons and CTA

Our accent colors are reserved for buttons, links, and nudges that need instant attention. Use these colors sparingly.

Maintain contrast while using colors for the buttons and CTAs.



Color for Type

Maintain contrast while using colors for text.

Stick to the primary combinations given here.

WHITE	LIGHT GREEN	AQUA BLUE	ORANGE	DARK GREEN
WHITE	LIGHT GREEN	AQUA BLUE	GREEN	DARK GREEN
WHITE	ORANGE	AQUA BLUE	GREEN	DARK GREEN
WHITE	LIGHT GREEN	ORANGE	GREEN	DARK GREEN
WHITE	LIGHT GREEN	AQUA BLUE	ORANGE	GREEN

03 Typography

Typography

Type weight creates hierarchy, making sure every word lands just right. Gilroy brings the range — with ten weights to play with.

- Gilroy Heavy**
- Gilroy Black**
- ♥ **Gilroy ExtraBold**
- Gilroy Bold**
- Gilroy SemiBold**
- ♥ **Gilroy Medium**
- Gilroy Regular
- Gilroy Light
- Gilroy UltraLight
- Gilroy Thin

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- Gilroy Black***
- Gilroy ExtraBold***
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Gilroy Bold
Gilroy SemiBold
- Gilroy Medium***
Gilroy Regular
Gilroy Light
Gilroy UltraLight
Gilroy Thin

Type Hierarchy

Size, scale, and position shape how we read. Keep type sizes intentionally different for clear hierarchy.

When setting type, the leading should be consistent across various applications. Leading refers to the space between lines of text.

Leading can be calculated with the following formulas.

Type sizes are for example only.

Headline
Gilroy Extrabold
80pt/88pt leading
Auto kerning
Sentence case

Subhead
Gilroy Medium
30pt/33pt leading
Auto kerning
Sentence case

Body
Gilroy Light
15pt/21pt leading
Auto kerning
Sentence case

Type size x 1.1 = leading
Headlines at 80pt would have 88pt leading

Type size x 1.1 = leading
Headlines at 30pt would have 33pt leading

Type size x 1.4 = leading
Body copy at 15pt would have 21pt leading

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Body copy at 15pt would have 21pt leading

Type Combinations

Examples of type pairing for ExtraBold & Medium font weights.

For graphic-led, playful imagery, use ExtraBold for headlines. Mix Medium and ExtraBold for sub-heads, where ExtraBold is for highlight.

Price drops.
Jaw drops. Served.

Flat 50% off on dining bills.

ExtraBold

Medium

TCA*

Type Combinations

Examples of type pairing for
Light & ExtraBold font weights.

For premium imagery-led
creatives, use Light for headlines.
Mix Light and ExtraBold for
sub-heads, where ExtraBold is
for highlight.

Price drops.
Jaw drops. Served.

Flat 50% off on dining bills.

ExtraBold

Light

TCA*

COMMUNICATION

04 Social Media

Social Media Posts

Use graphic elements for support when needed. Without going overboard. Keep the layout clean, with clear emphasis on the Dineout logo.



Social Media Posts

Use imagery that feels aspirational, full of energy, and warmly inviting. Visuals that inspire people to be part of the experience.

Keep the layout clean, with clear emphasis on the Dineout logo.



Social Media Reels
End Frame

Product window must appear
over a blurred background.
And must always end on the
Dineout logo.



05 On-ground

On-ground Creatives

Use imagery that feels aspirational, full of energy, and warmly inviting. Visuals that inspire people to be part of the experience.

Keep the layout clean, with clear emphasis on the Dineout logo.



Earn extra
50% off.

Pay bill via **Dineout.**

Scan to avail

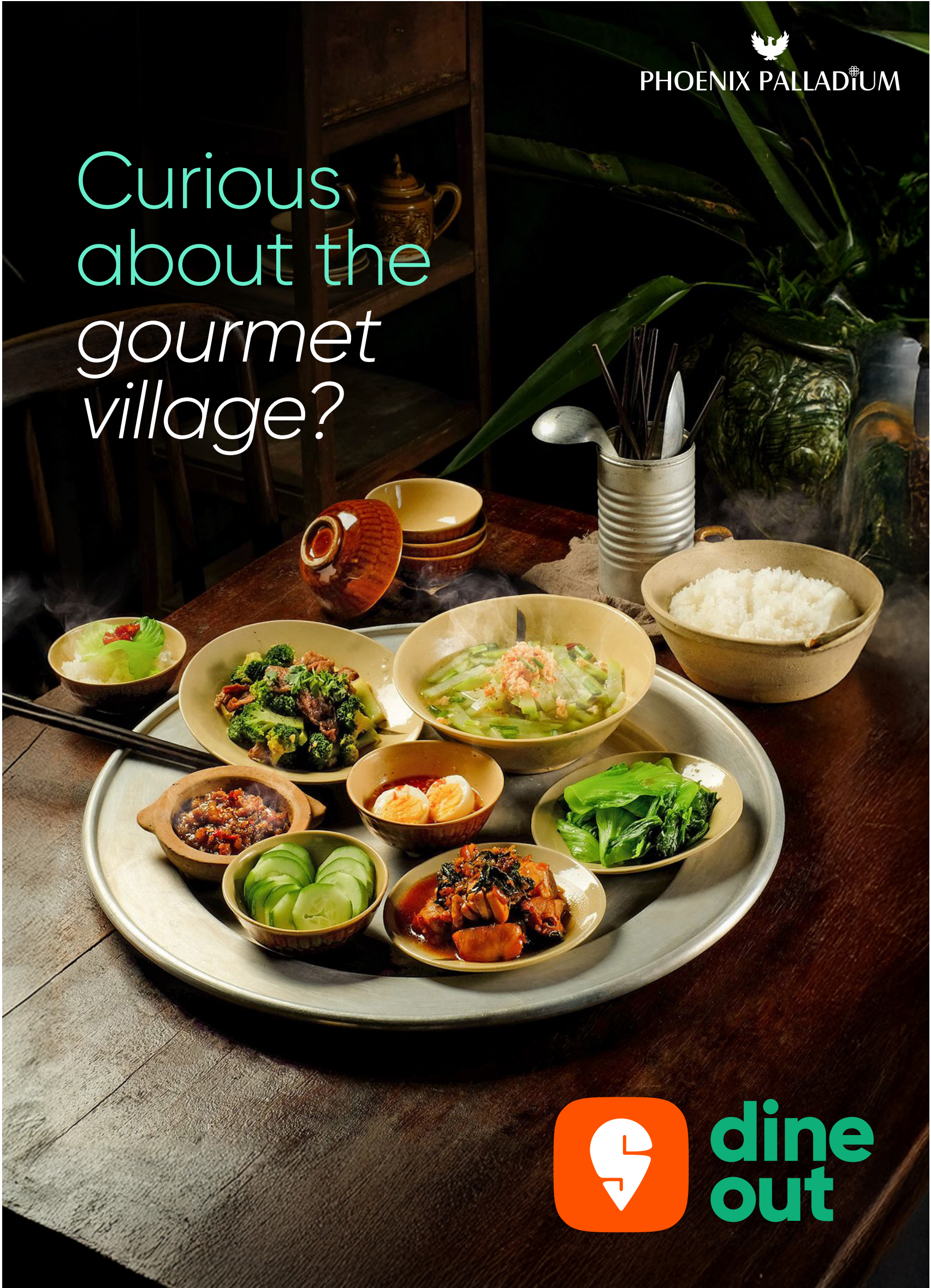




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06 Co-branded

Co-branded
On-ground Creatives

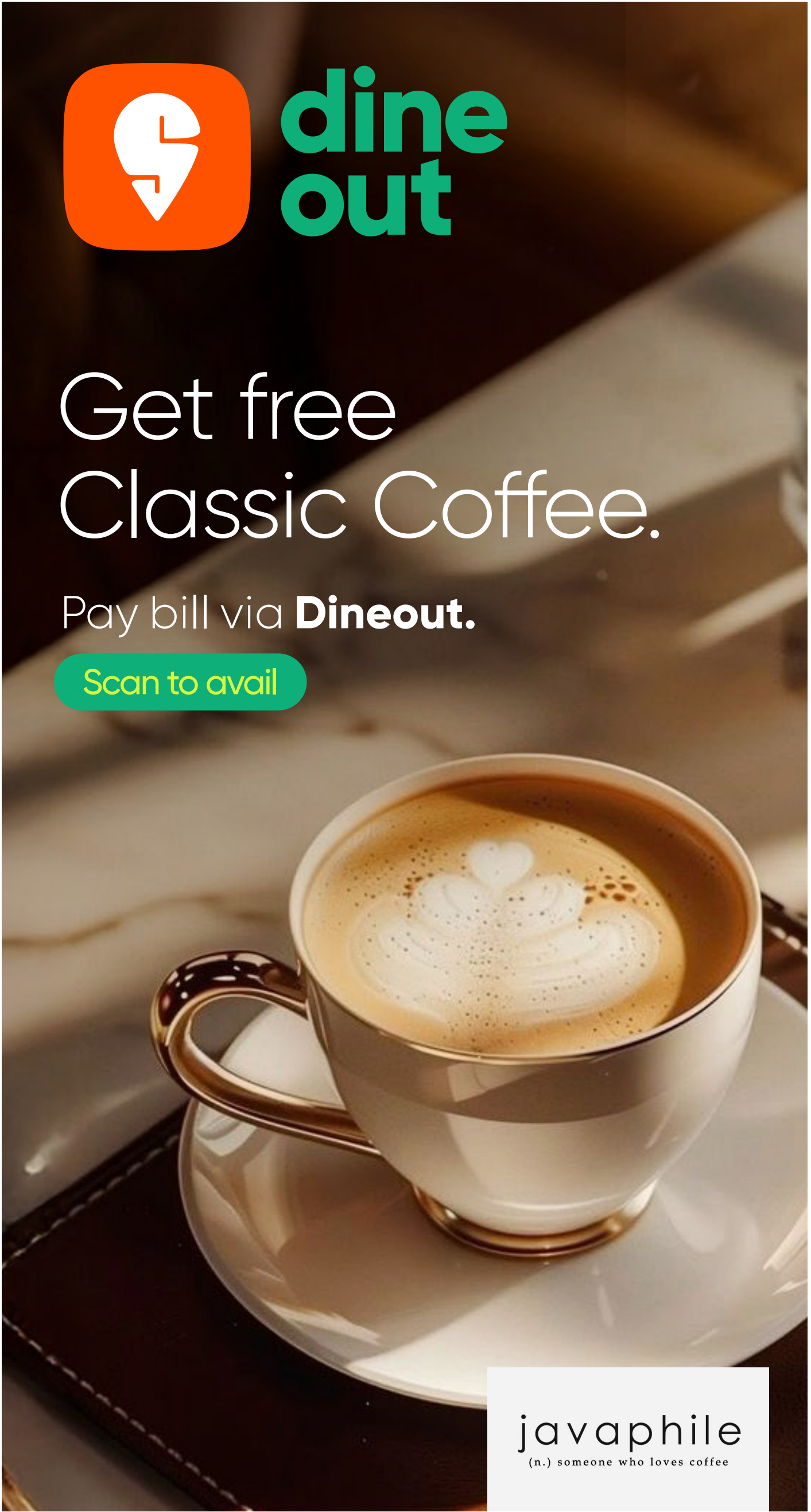
Keep generous spacing
between the Dineout logo
and partner logos to ensure
each stands out clearly.



Get free
Classic Coffee.

Pay bill via **Dineout.**

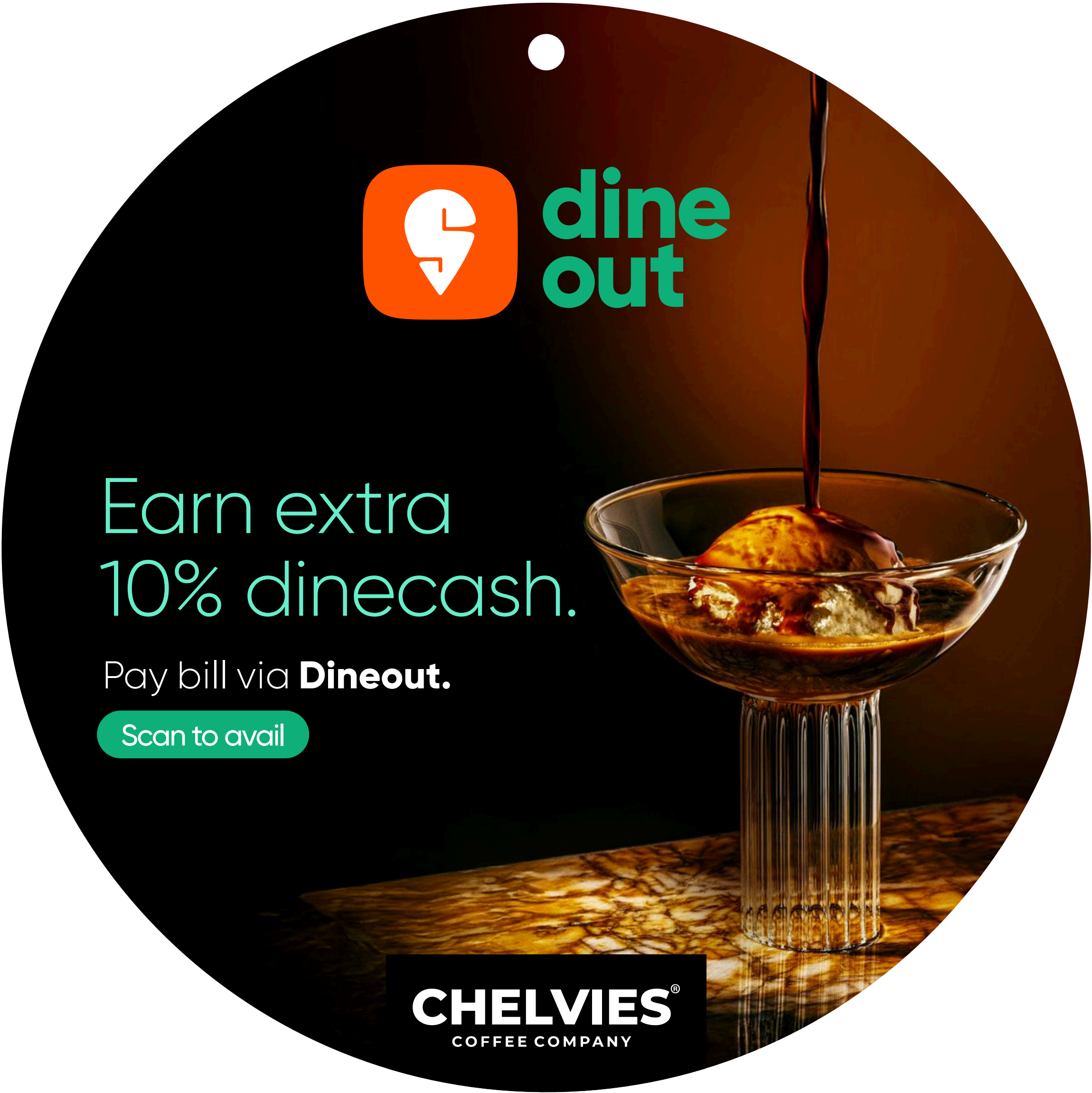
Scan to avail



javaphile
(n.) someone who loves coffee

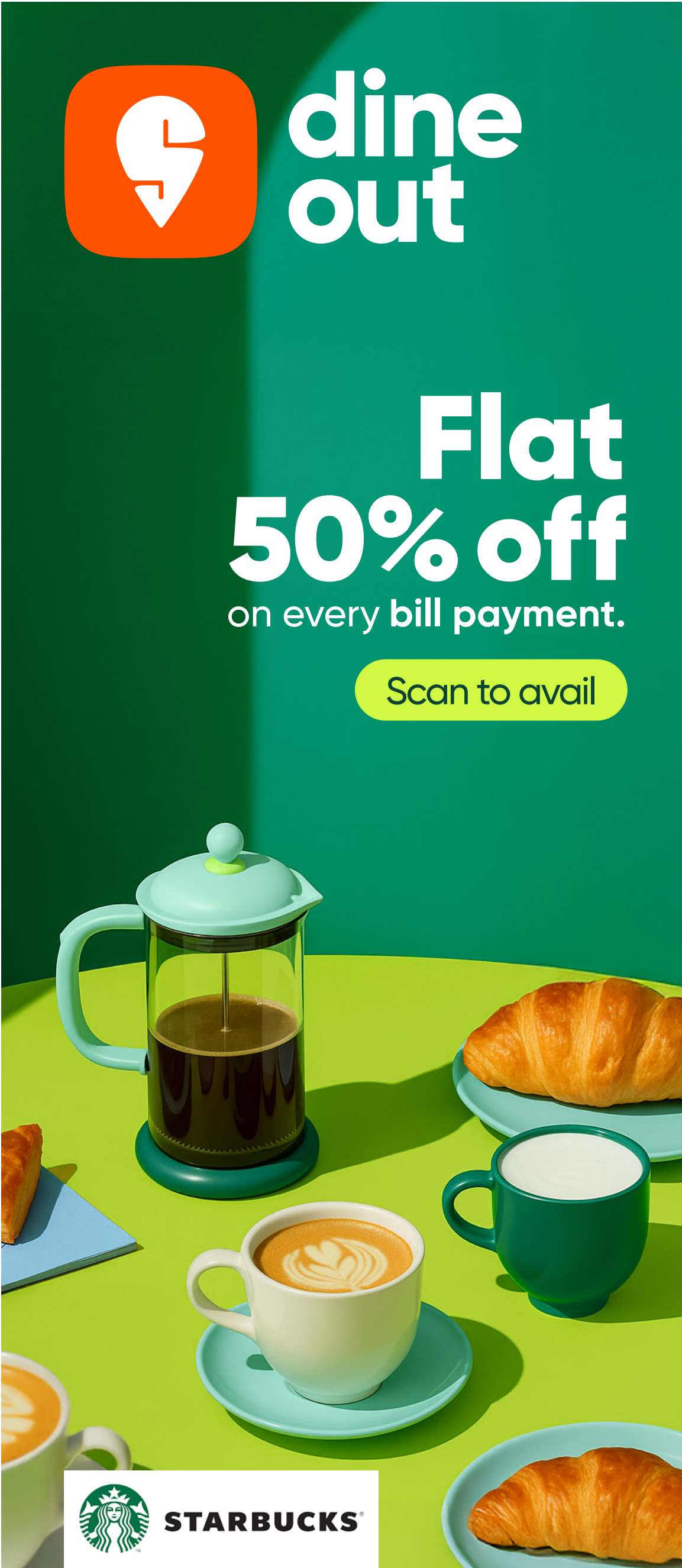
Co-branded
On-ground Creatives

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Co-branded
Emailers

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07

Performance Assets

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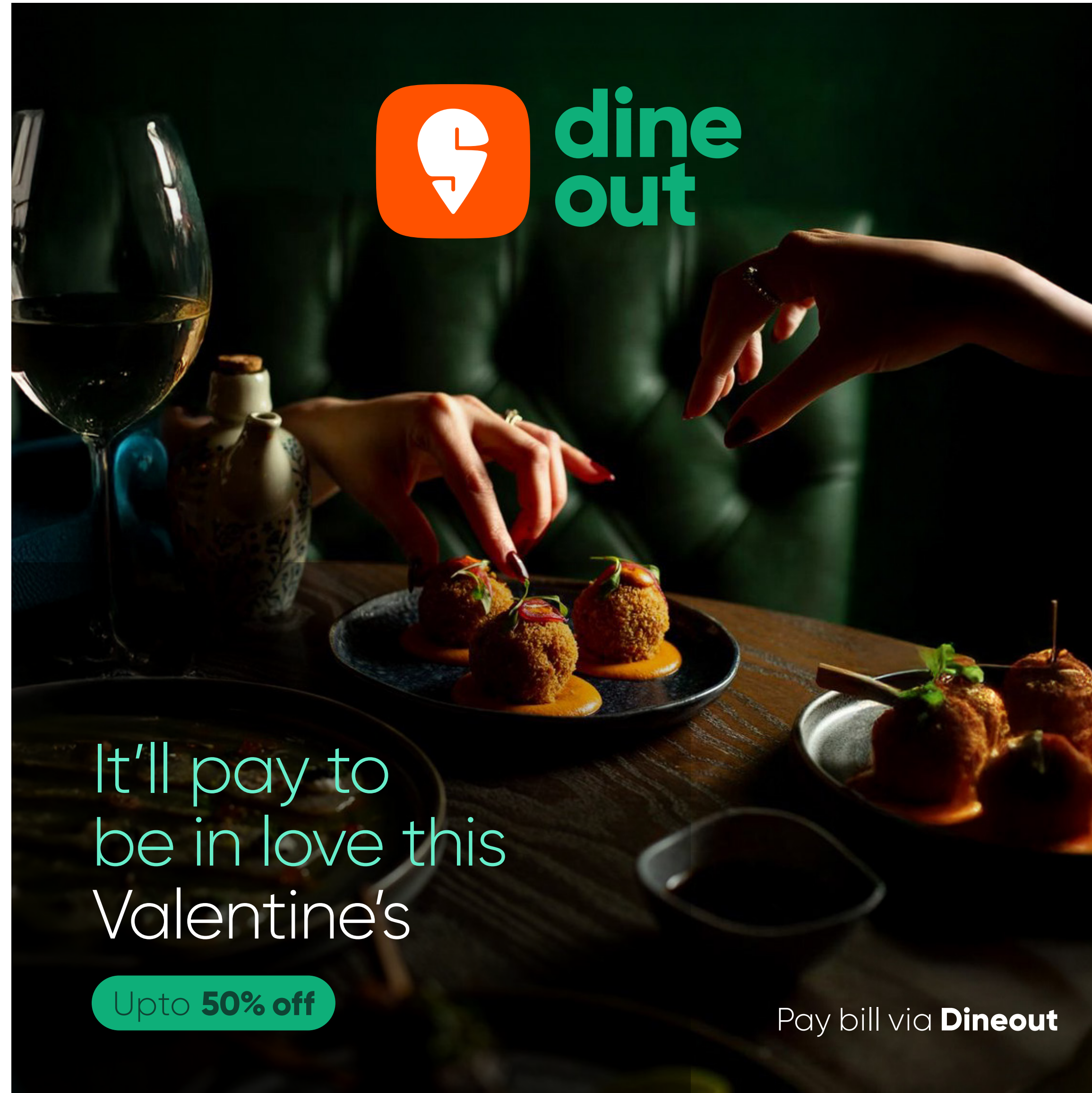
Keep the layout clean, with clear emphasis on the Dineout logo.



Performance Assets

Use imagery that feels aspirational, full of energy, and warmly inviting. Visuals that inspire people to be part of the experience.

Keep the layout clean, with clear emphasis on the Dineout logo.

A romantic dinner scene with two hands reaching for appetizers on a dark wooden table. A glass of white wine and a bottle of sauce are also visible. The Dineout logo is in the top right corner. The text 'It'll pay to be in love this Valentine's' is in the bottom left, and 'Upto 50% off' is in a red pill-shaped button below it. 'Pay bill via Dineout' is in the bottom right.

**dine
out**

It'll pay to
be in love this
Valentine's

Upto **50% off**

Pay bill via **Dineout**

06 Collaterals









FIN.