



Our brand book

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

IDENTITY

Always refer to the brand as 'Swiggy' in all media mentions, including TVCs, ad copy, and captions. Avoid any variations or modifications.



01 Logo

Primary Logo

Our logo is the primary identifier for our brand. It captures our name, mission, and legacy. The logo is made of two elements, the S-Pin in a squircle and the wordmark.



Safe Space

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



Vertical Logo

Vertical lockup
should not be the first
choice. Use it only when
the space is tight.
Visibility is key.



Safe Space

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Logo Colors

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

Color



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 rotate.



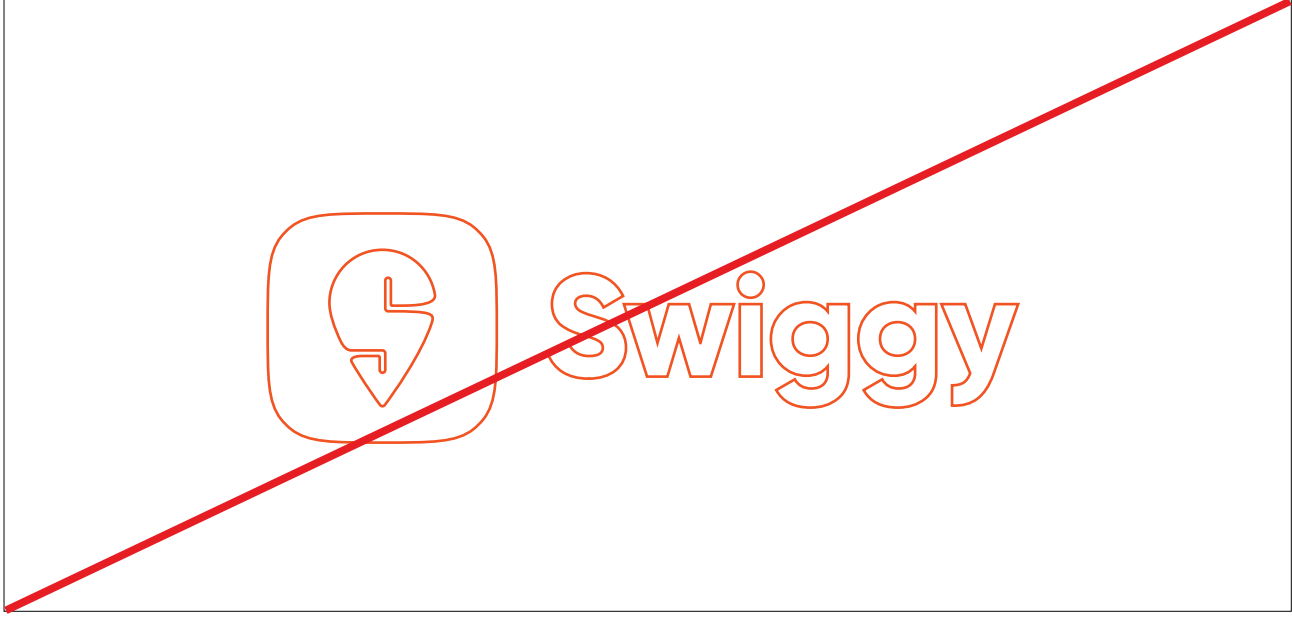
⊗ Don't make it in 3D.



⊗ Don't change the spacing between S and Swiggy



⊗ Don't use logo in stroke form.



⊗ Don't use gradient.



⊗ Don't use bg color fill S-pin.



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



Logo Don'ts

⊗ Don't use wordmark without the logo.



⊗ Don't write the wordmark in all-caps.



⊗ Don't make the S-pin a stroke.



⊗ Don't make the logo shear.



⊗ Don't change the size of the S-pin.



⊗ Don't add an outline to the logo.



⊗ Don't change the colour of the S-pin.



⊗ Don't stretch the logo.



⊗ Don't change the hue of the squircle.



Minimum Sizes

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

Screen



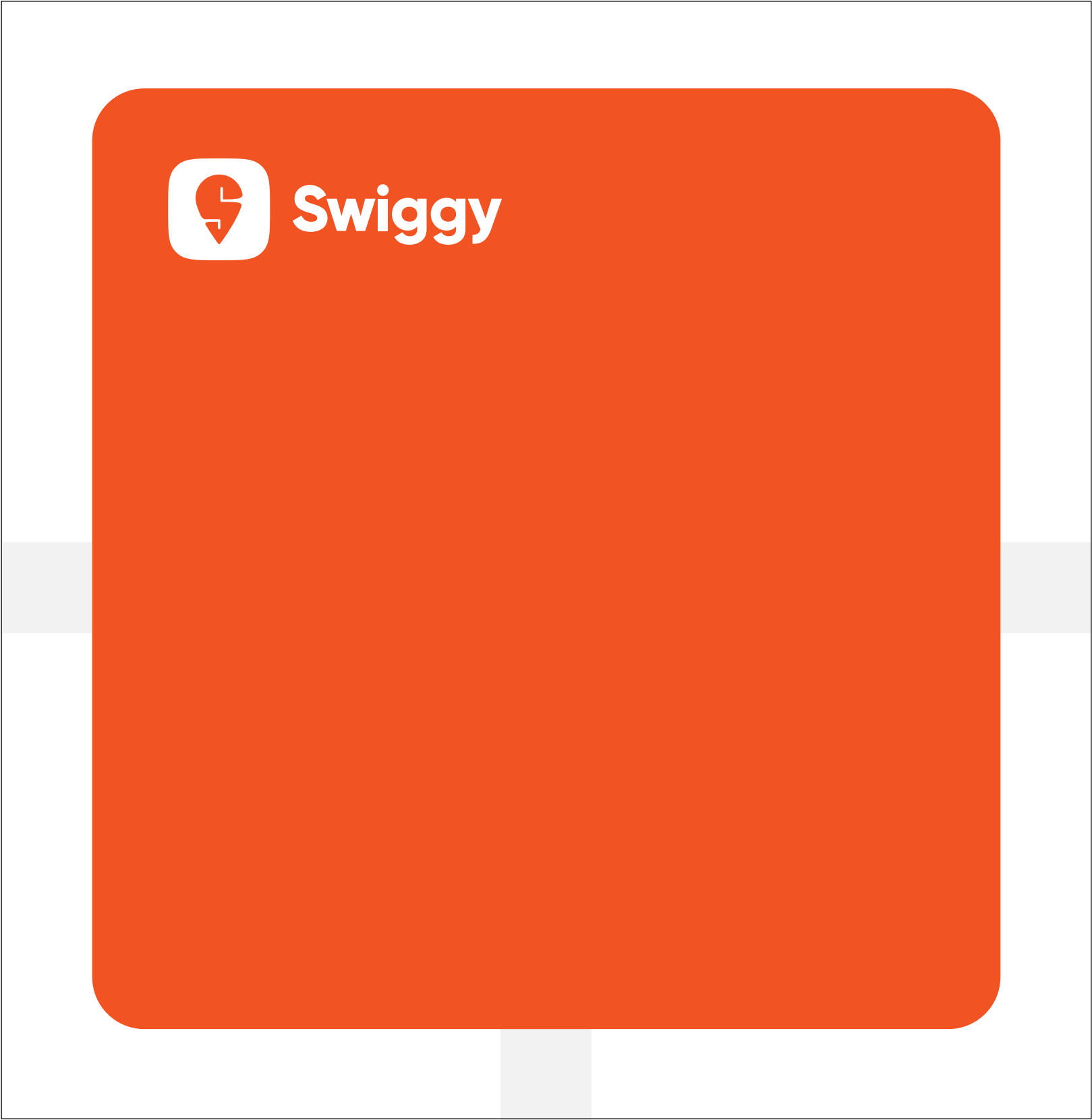
Print



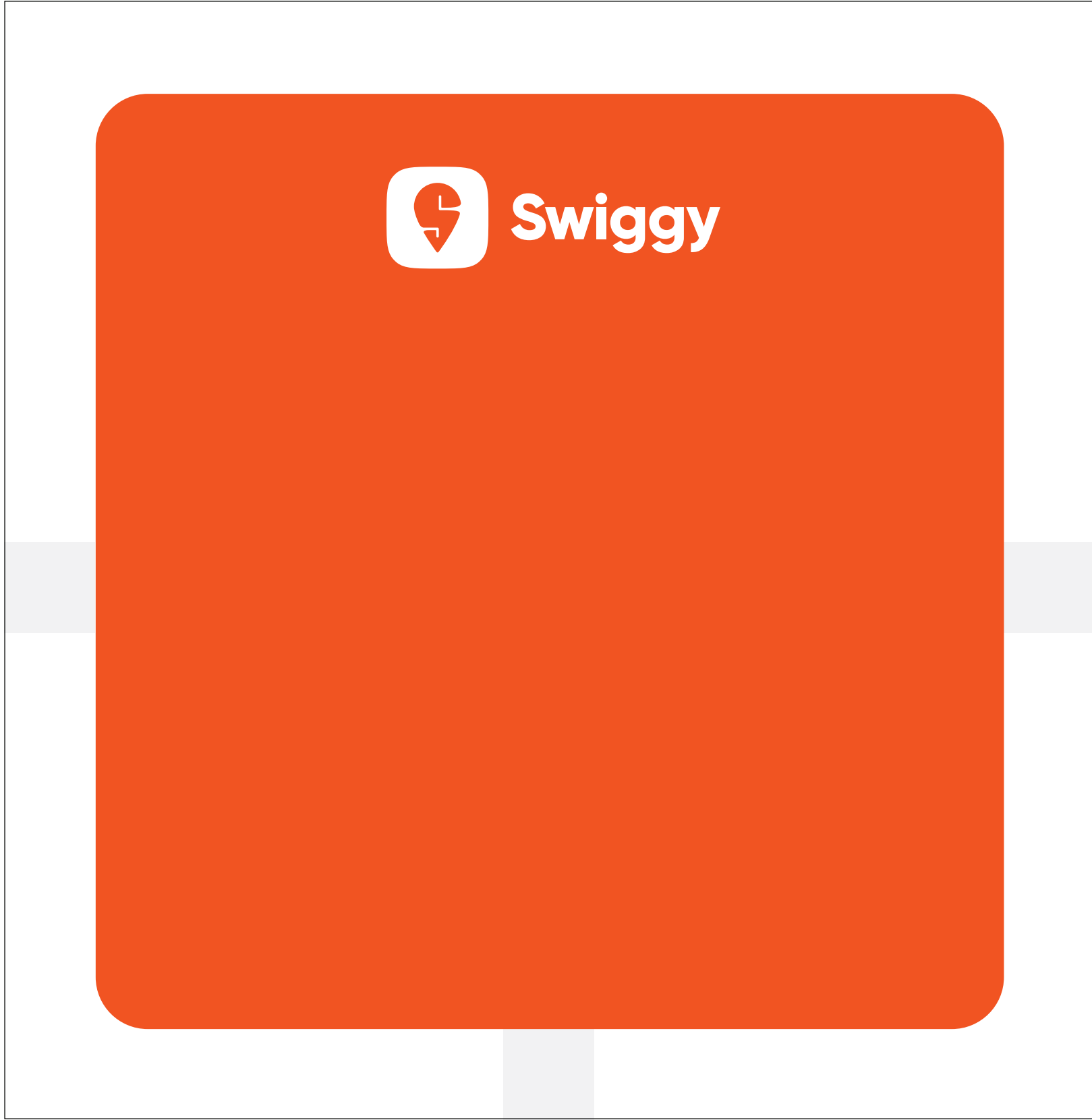
**Correct
Logo Placement**

When creating a composition, either place the logo on the top left corner, or center it on the central vertical axis, within the bento box.

✔ Left aligned within the bento.



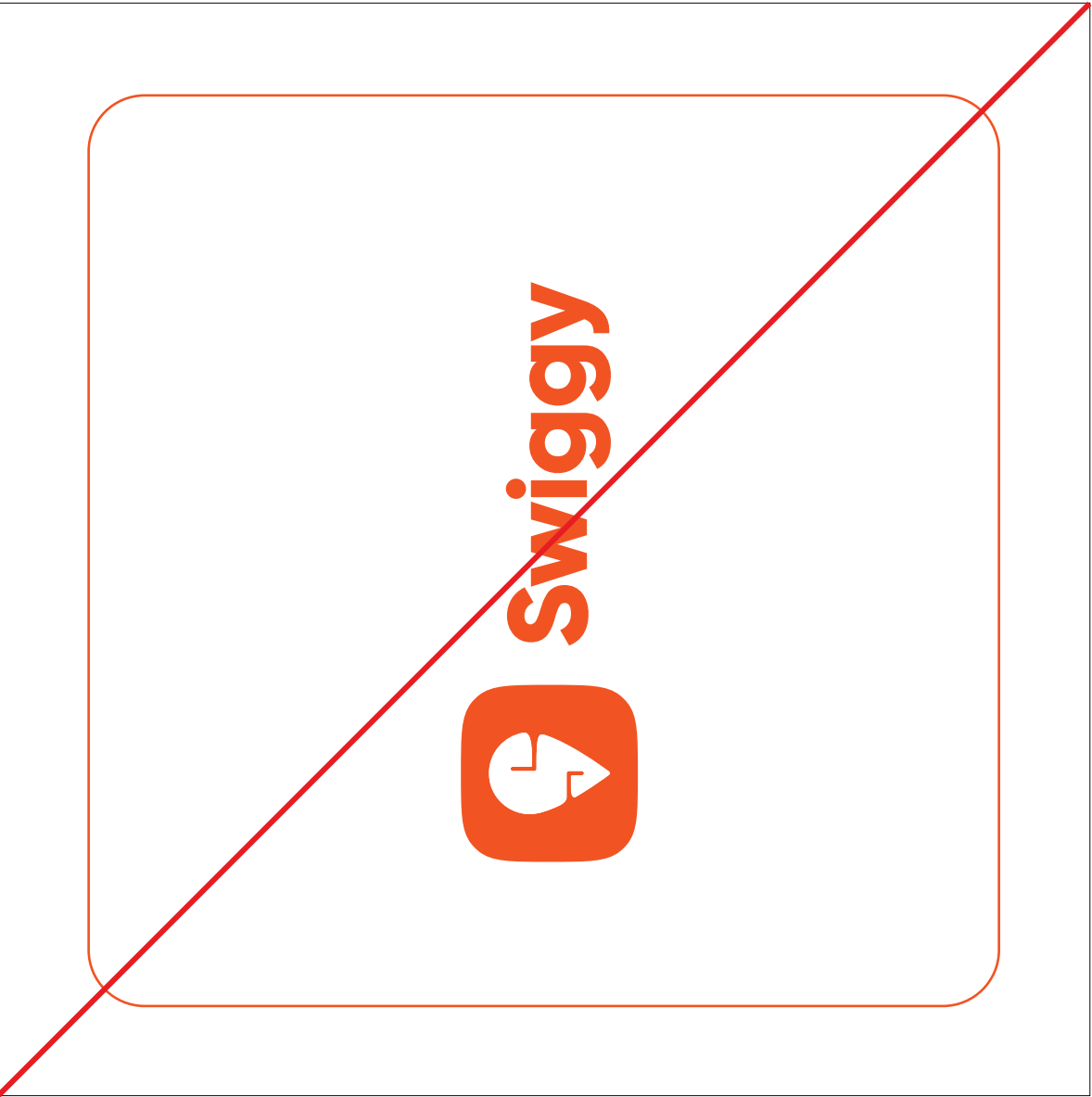
✔ Center aligned within the bento.



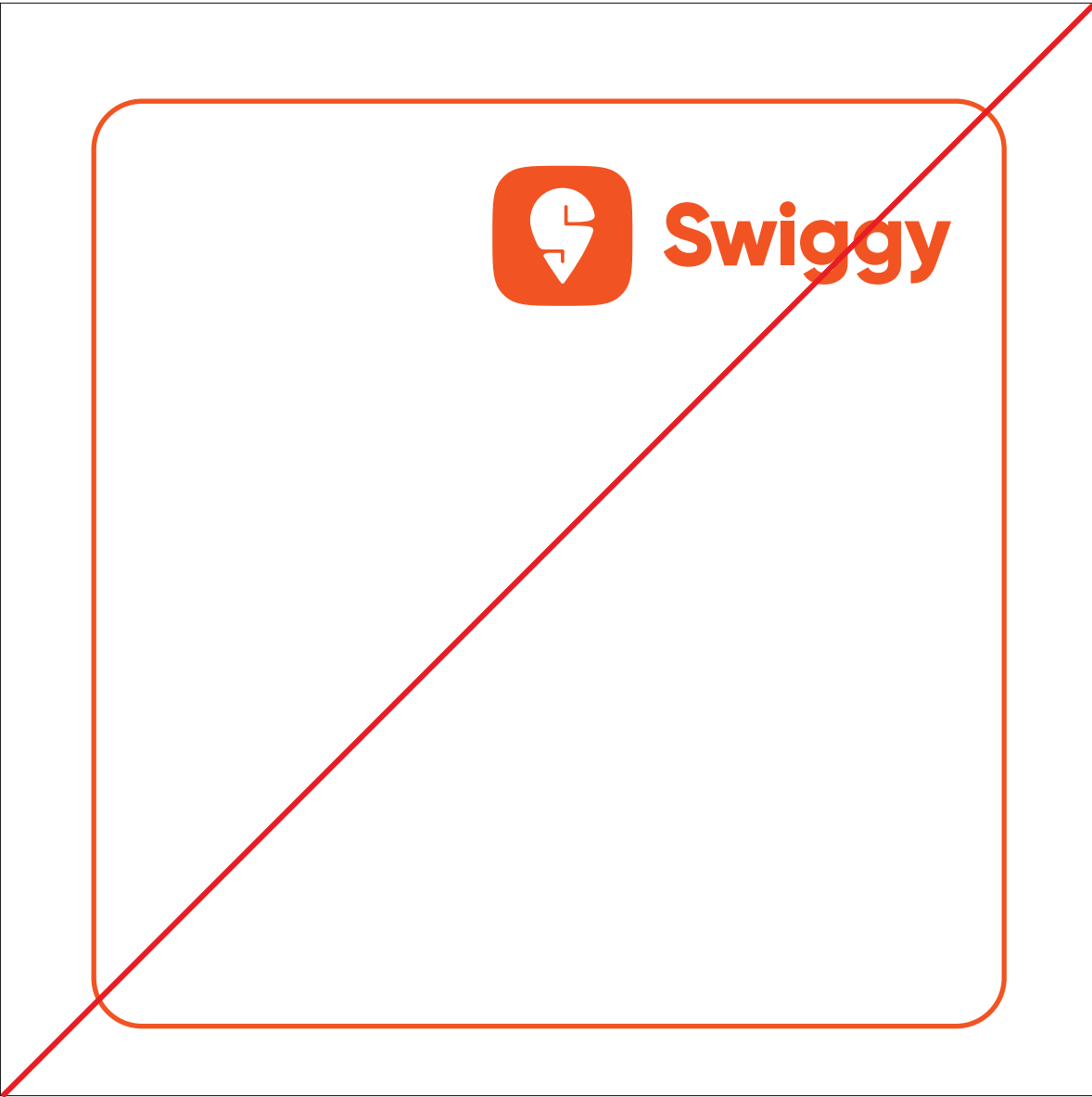
**Incorrect
Logo Placement**

Avoid using logo
placements as shown.

⊗ Don't rotate logo.



⊗ Don't right align.



⊗ Don't put the logo at the bottom left.



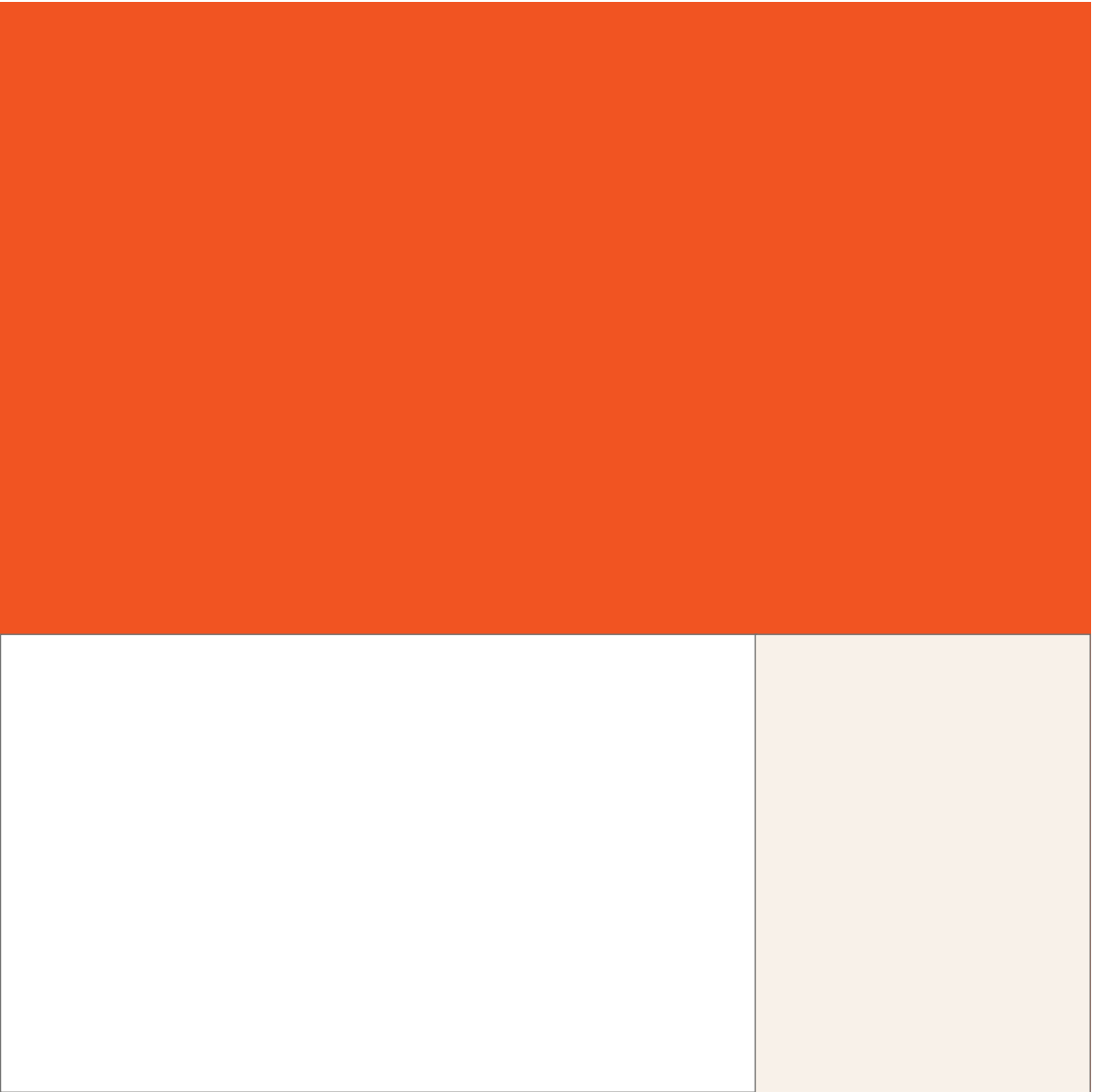
⊗ Don't make it small.



02 Colors

Color Palette

Swiggy Orange leads the way, with white backing it up as the secondary color. Balanced, and unmistakably Swiggy.



Color Palette

Swiggy Orange is our primary brand colour, it is supported by Salt and White to enhance the brand.
Retain a similar balance of maximum Swiggy Orange followed by Salt & White for consistency.

SWIGGY ORANGE

RGB
255 82 0
HEX
#FF5200
CMYK
0 74 100 0

WHITE

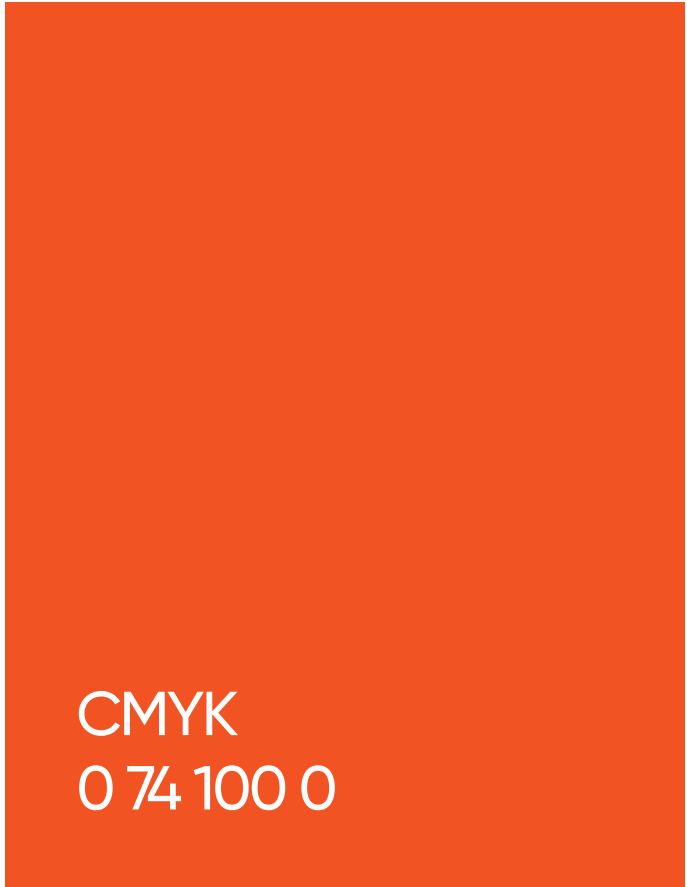
RGB
255 255 255
HEX
#FFFFFF
CMYK
0 0 0 0

SALT

RGB
255 237 227
HEX
#FFEDE3
CMYK
0 6 7 0

Color Codes

To match the correct Swiggy Orange, use the following codes for accurate printing.



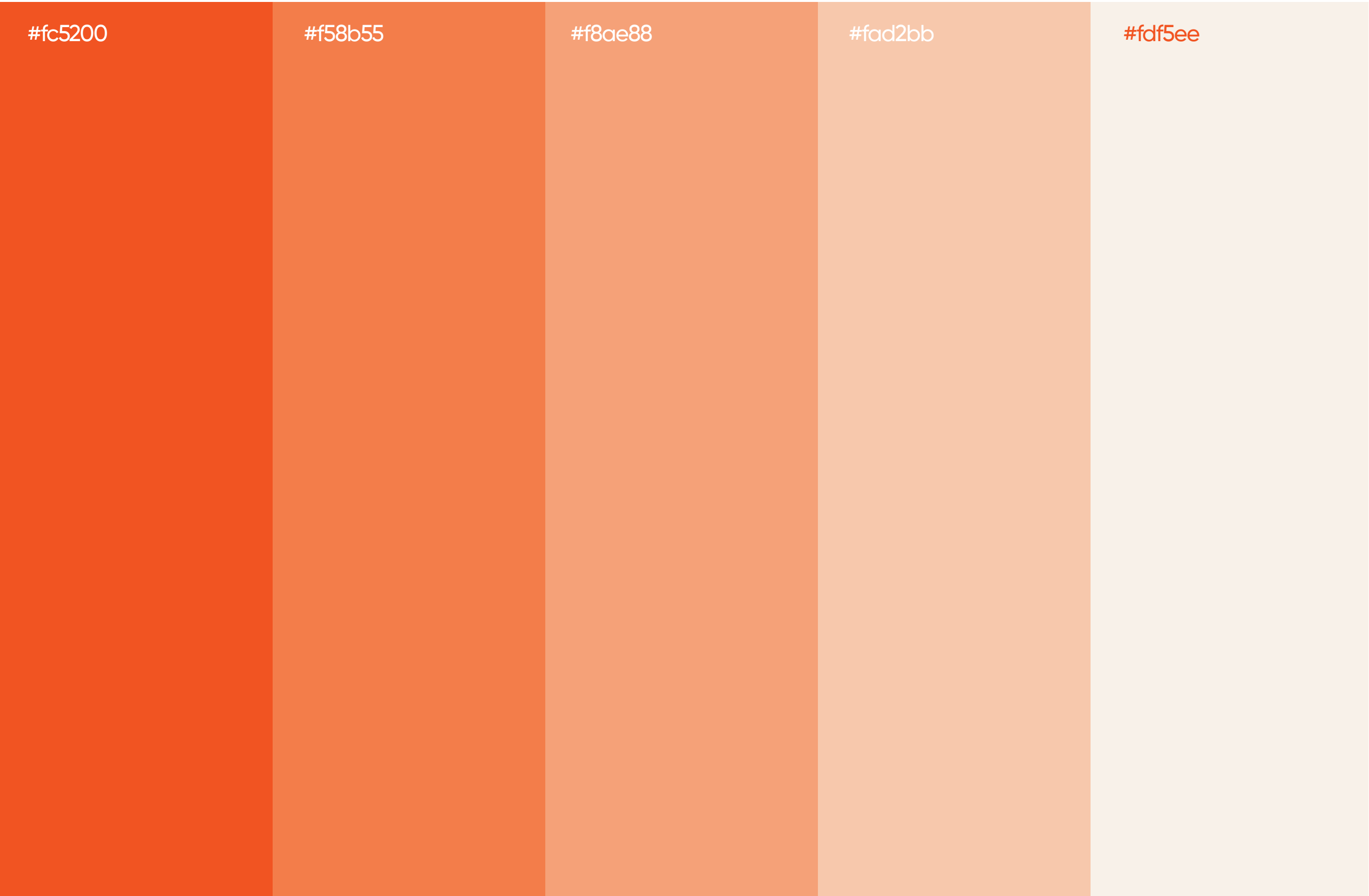
To be used on digital



To be used for newspaper print ads only

Primary Extended

To add more depth to your design use tints and shades of the Swiggy Orange.



Buttons and CTAs

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.



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**

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

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

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

- Gilroy Heavy***
- Gilroy Black***
- Gilroy ExtraBold***
- 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 80 pt would have 88pt leading.

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

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

COMMUNICATION

04 Layout

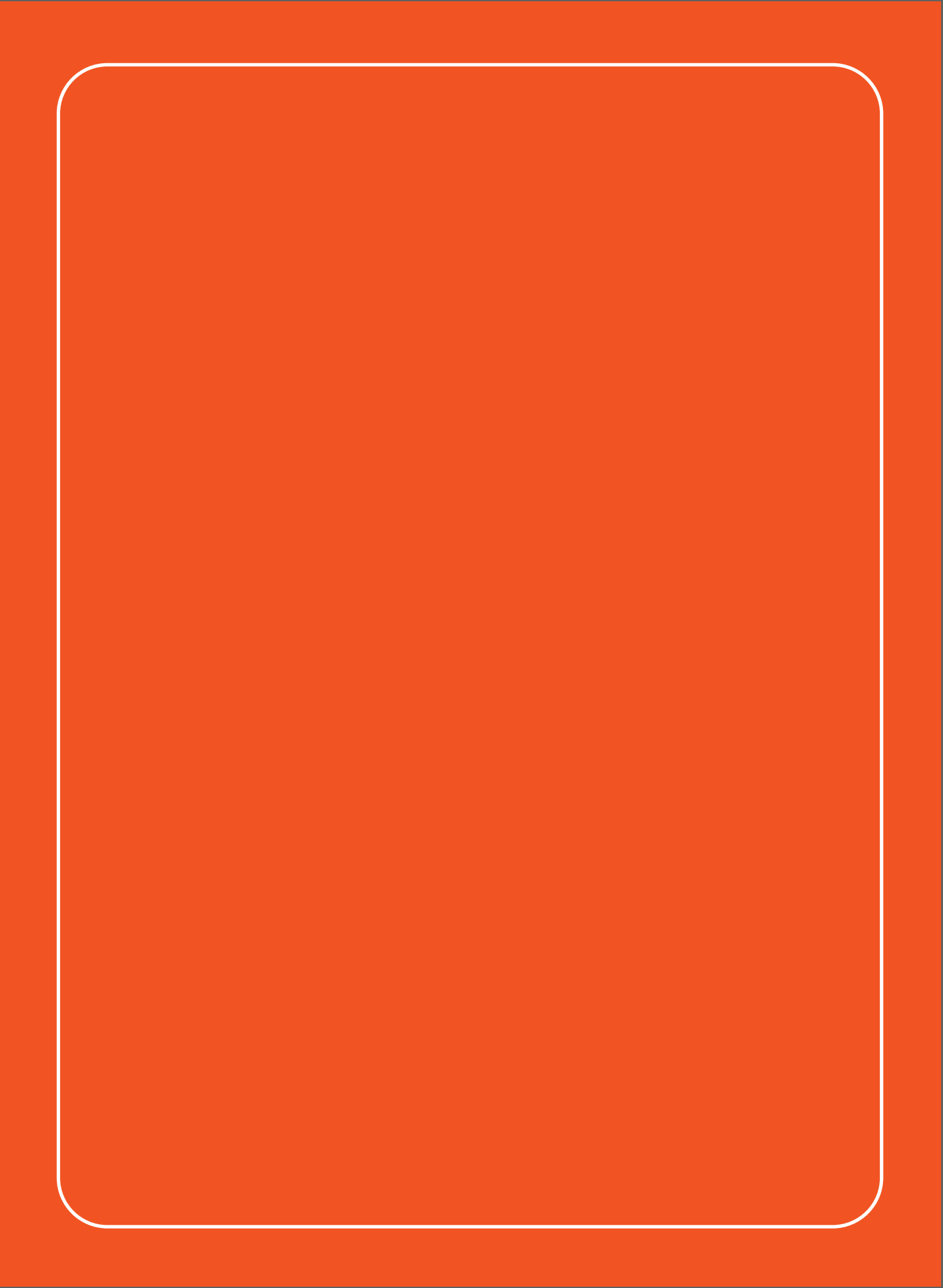
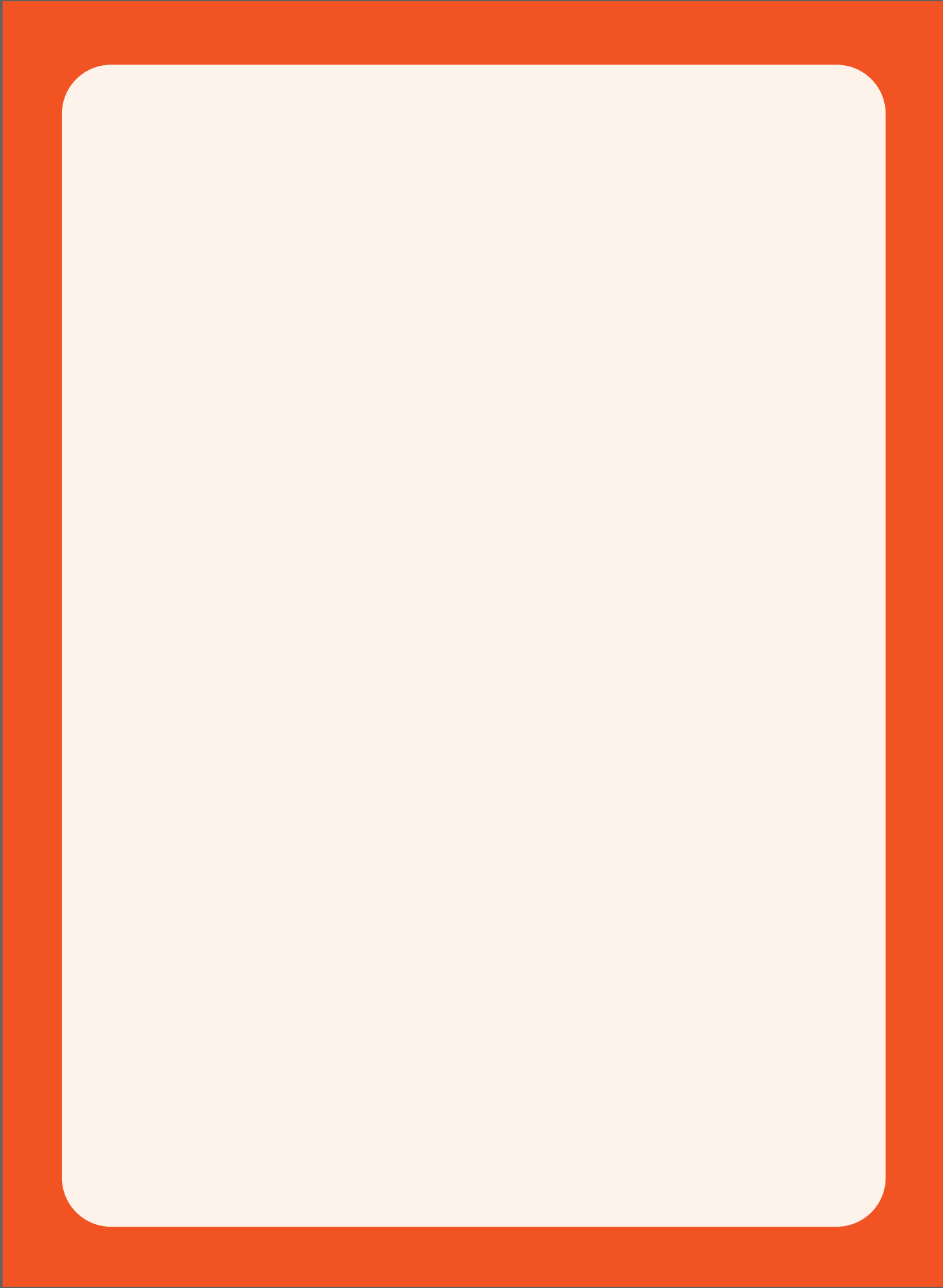
**Bento
Construction**

We always match the rounded corners of the bento to the rounded corners of the logo.



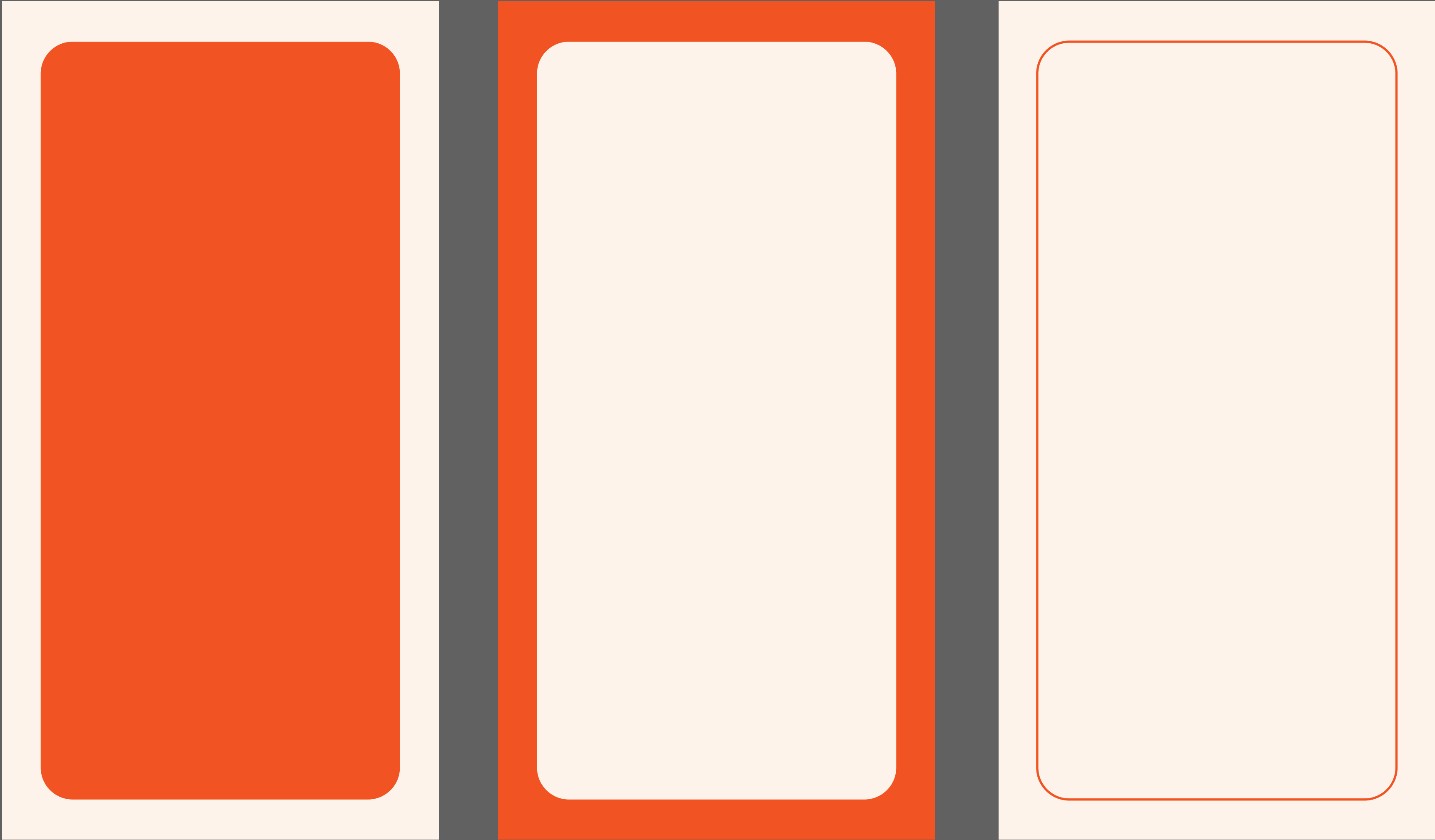
Bento Usage

All communication content must be contained within a bento box format. The bento can be solid colour or outline.



Bento Colours

The Bento box will be in Swiggy orange on a salt background or salt on Swiggy orange background.



SWIGGY EVENTS

05 Logo Construct

Logo Construct for Internal Properties

Internal property logos may be structured in one of two ways.



presents



Safe Space

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Examples of
logo construct



Logo Don'ts

⊗ Don't use the S pin without wordmark.



⊗ Don't use the wordmark without S pin.



⊗ Don't use the Swiggy logo under the property logo



⊗ Don't add any elements to the Swiggy wordmark



⊗ Don't add any elements to the S pin



⊗ Don't misalign the Swiggy logo



⊗ Don't use S pin as an element in the logo



⊗ Don't change the colour of Swiggy logo



⊗ Don't rotate the Swiggy logo or make it small



06 Collaterals





You're invited to drive the change.

The M-Team has carefully handpicked YOU for the
Swiggy Sustainability Squad
the engine entrusted with accelerating
Swiggy's sustainability journey.

Tuesday, March 11, 2025

10:00 am onwards

Travancore Palace, New Delhi

Event Banner



Event ID Card
and Lanyard



Gift Bag



Photo booth



Backdrop



OFFICE COMMS

IT Poster



Tent Card



Cafeteria Poster



STATIONERY AND MERCH

Employee ID Card
and Lanyard



Employee T-shirts



Employee Hoodies



THANK YOU