



scenes

Our Rebrand book

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

IDENTITY

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



01 Logo

Primary Logo

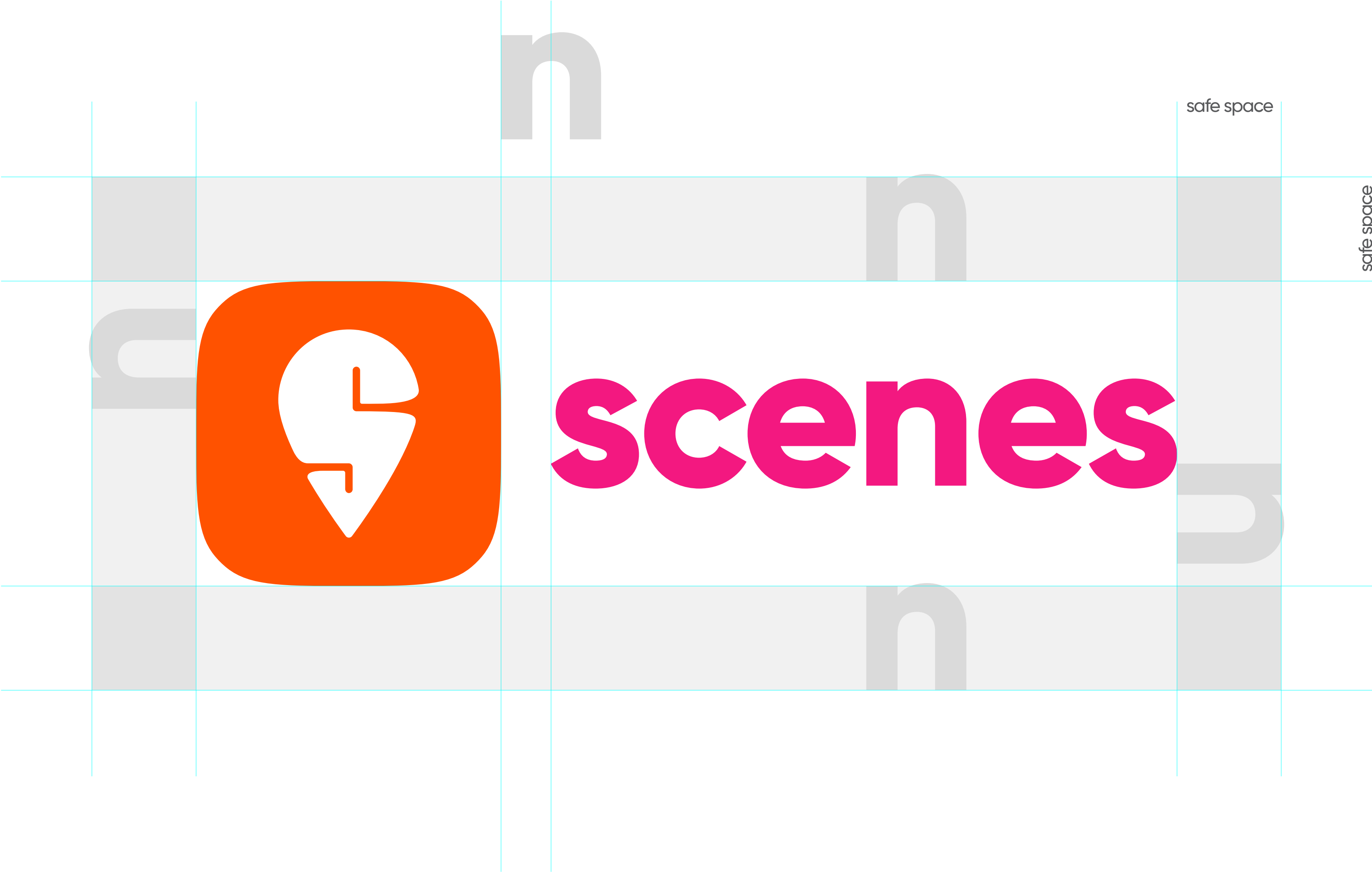
Scenes is stepping up with a stronger identity — owning its space while still tapping into Swiggy's brand power.

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



Safe Space

The 'n' in Scenes 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

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



Logo Colors

These are the approved logo color combos — always go for the two-color 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.



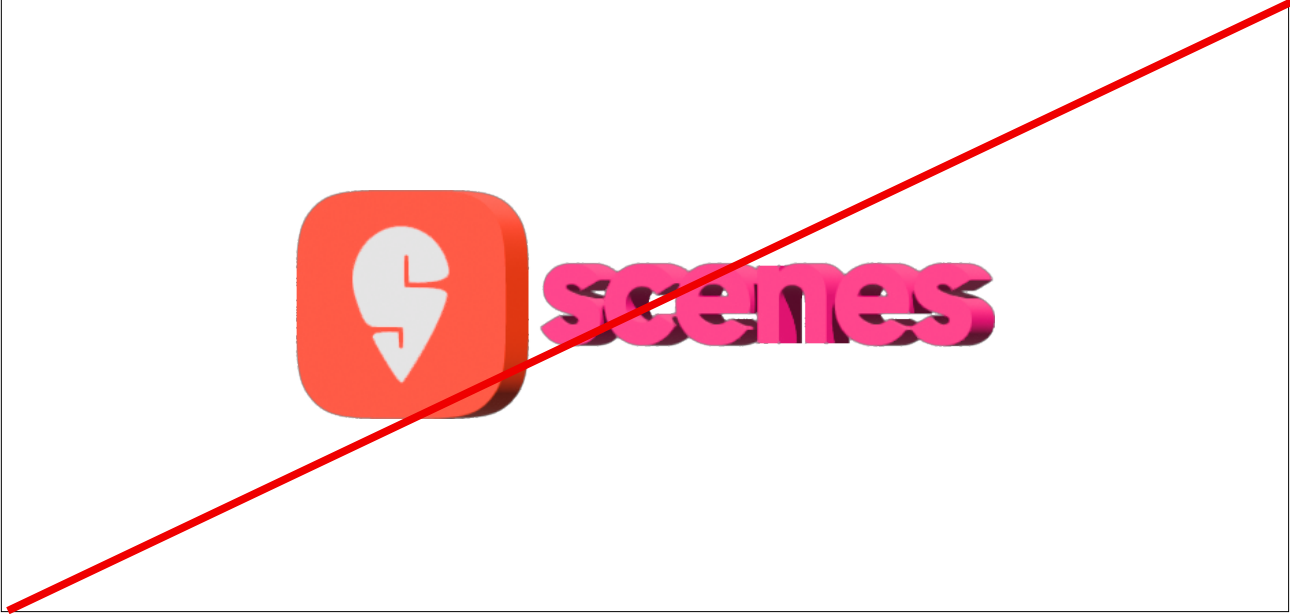
⊗ Don't add shadow.



⊗ Don't use orange Swiggy logo on pink bg.



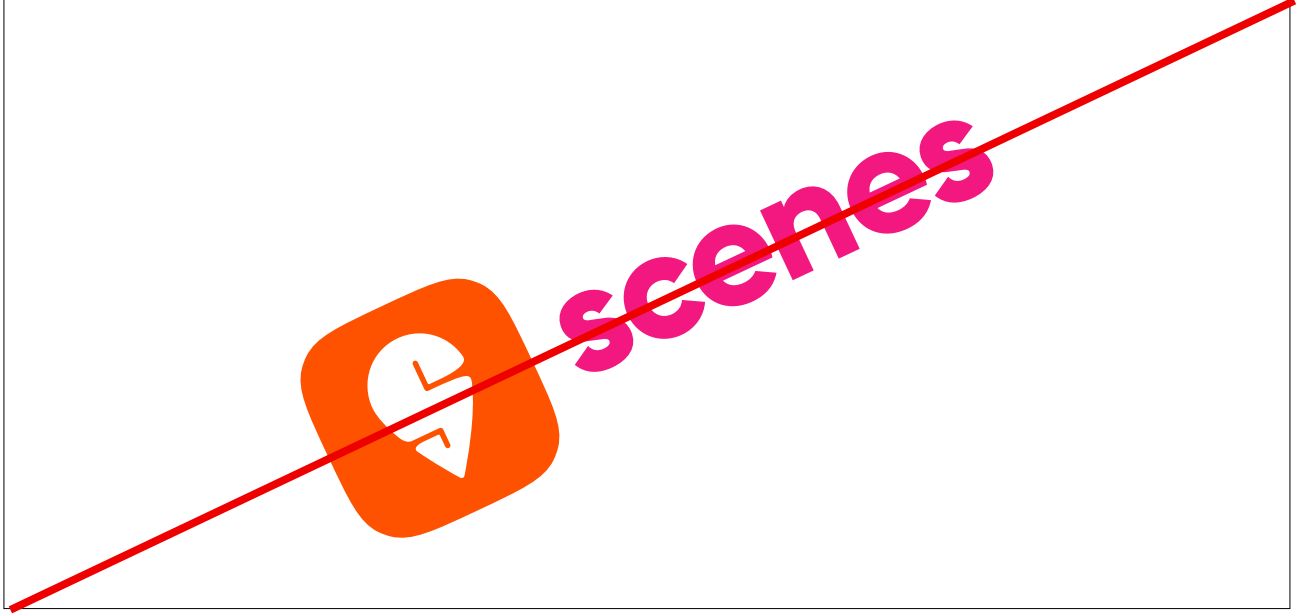
⊗ Don't make it in 3D.



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



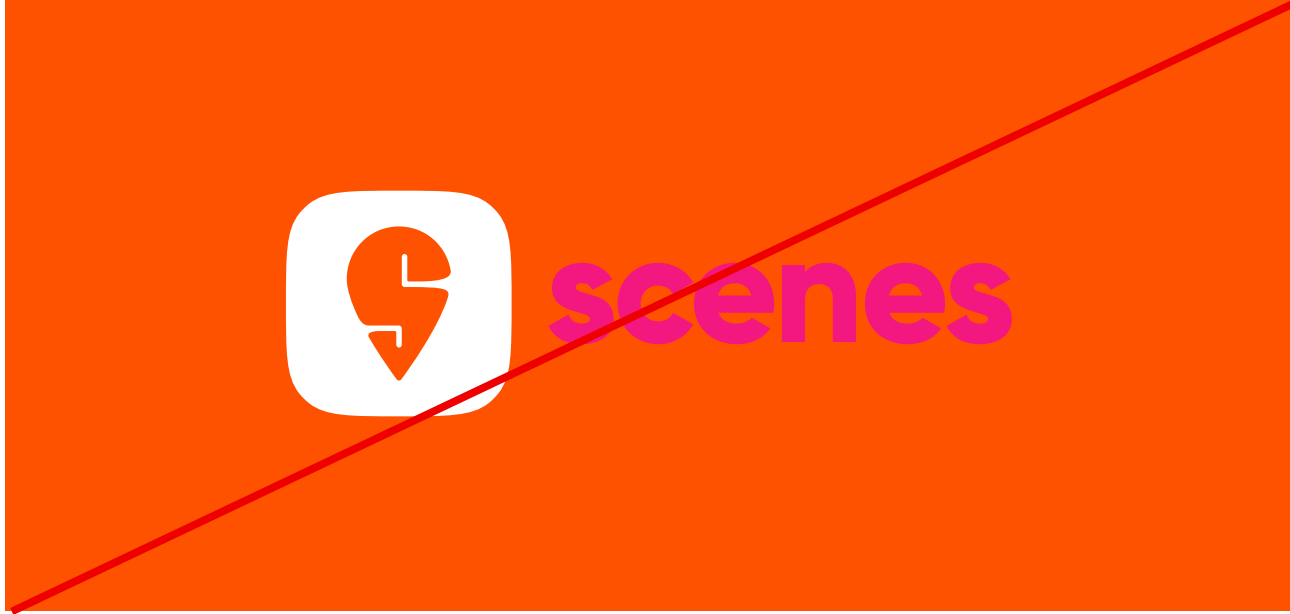
⊗ Don't rotate.



⊗ Don't use gradient.



⊗ Don't use orange bg.



⊗ Don't switch the colors.

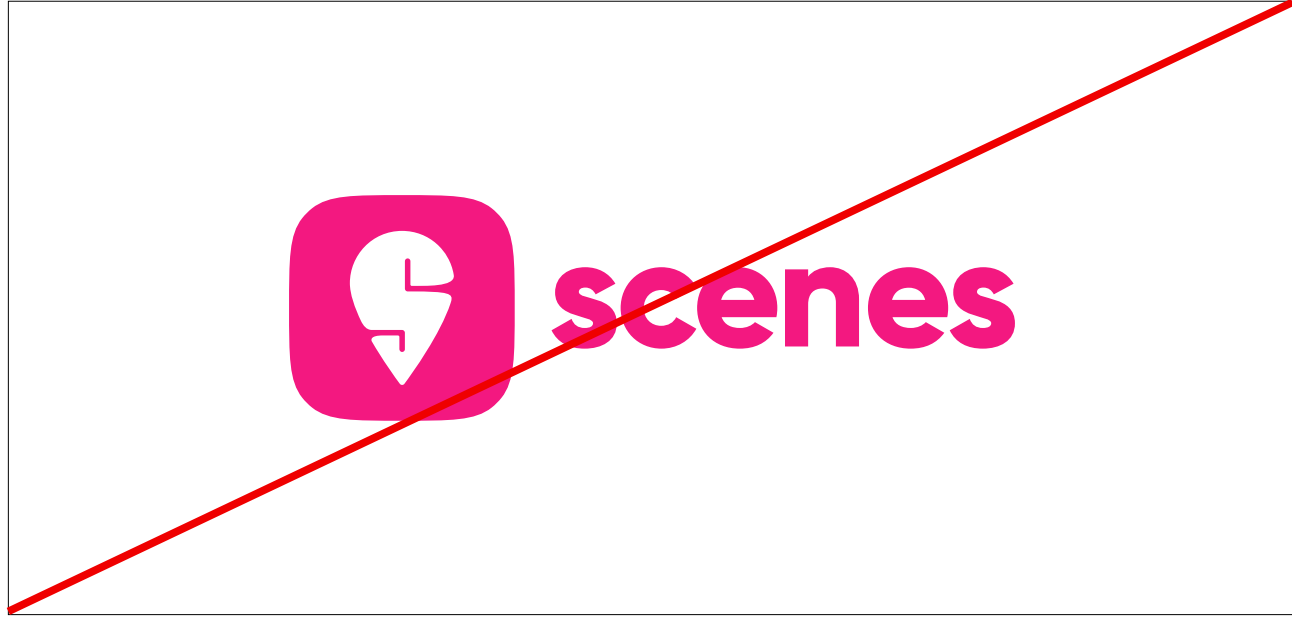


Logo Don'ts

⊗ Don't use other color bg.



⊗ Don't make the whole logo pink.



⊗ Don't make the whole logo orange.



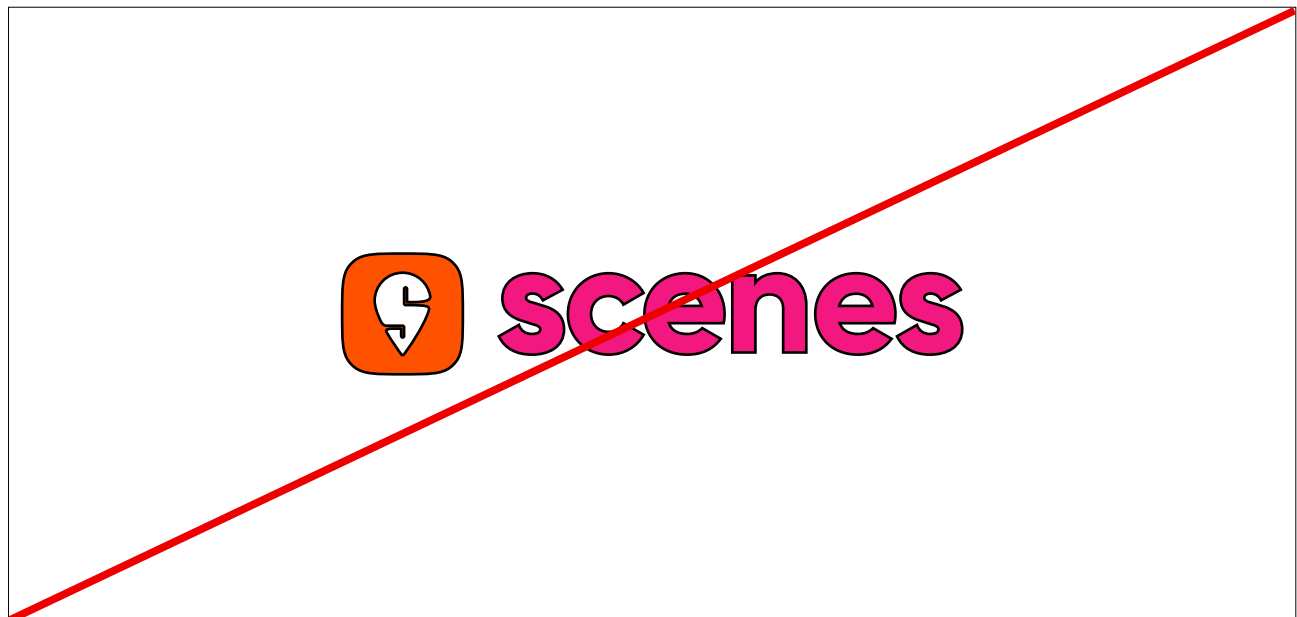
⊗ Don't use black colour for Scenes.



⊗ 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 use bg color fill S-Pin.



⊗ Don't stretch.



Minimum Sizes

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

Screen



100 px



70 px

Print



40 mm



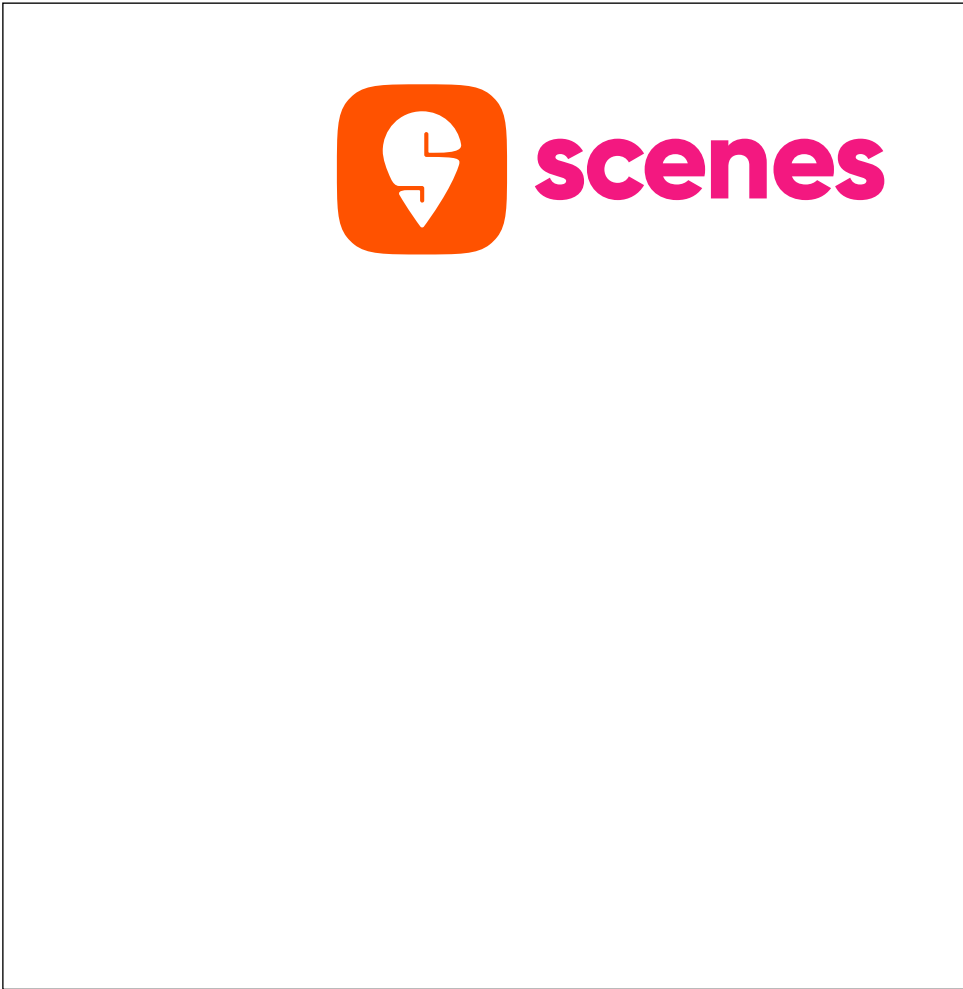
30 mm

Correct
Logo Placement

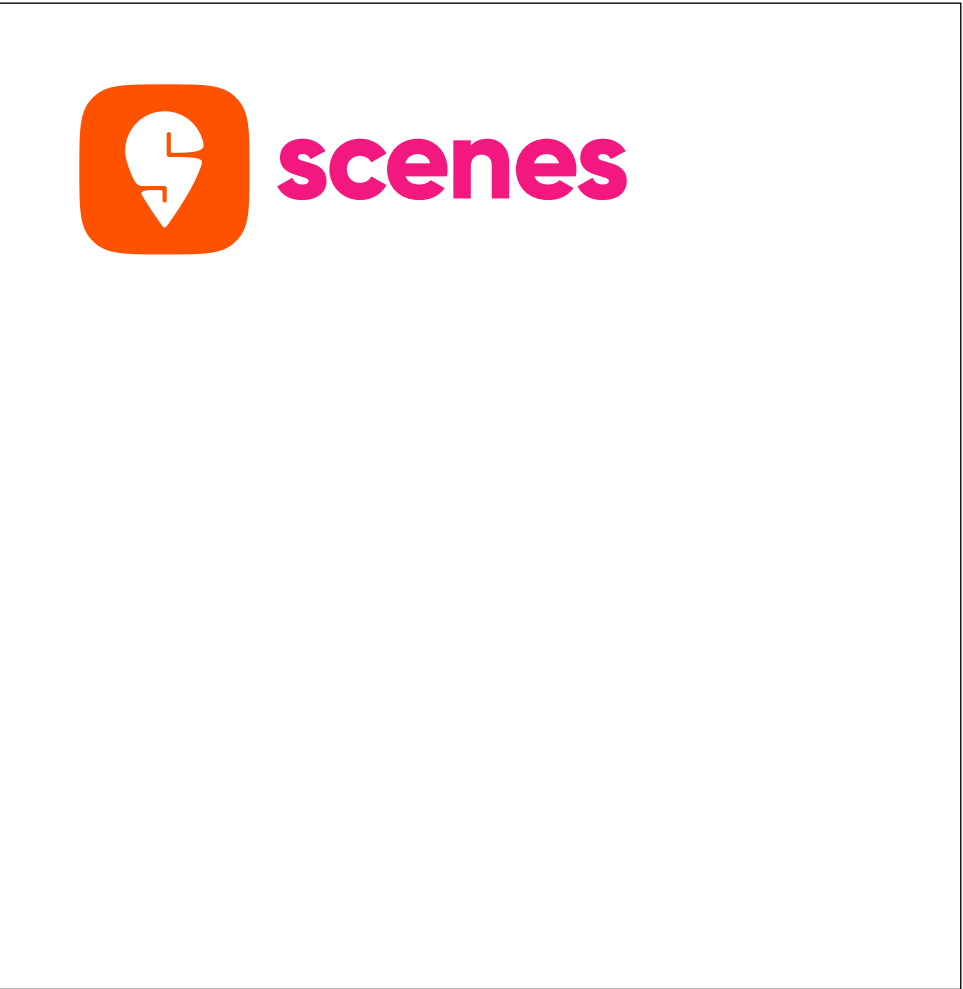
When creating a composition, either place the logo on the left corner, right corner, or center it on the central vertical axis.

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

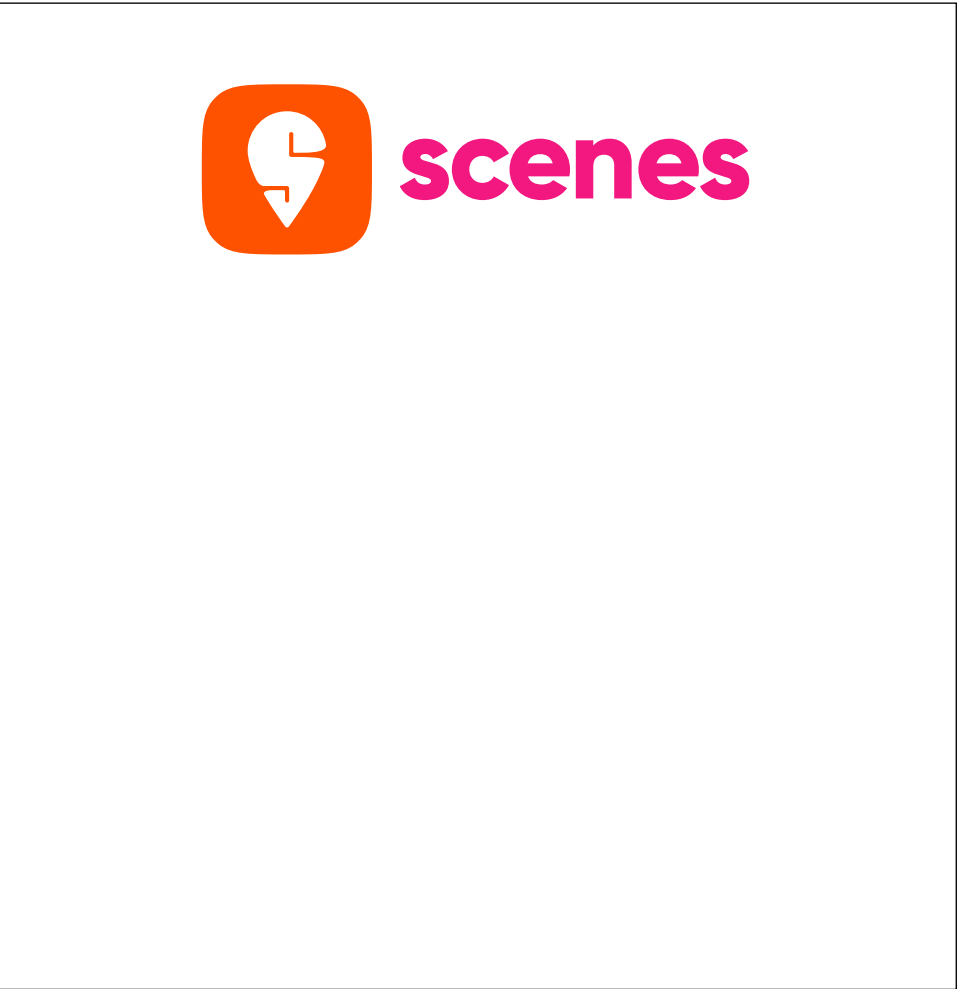
✔ Top right aligned logo.



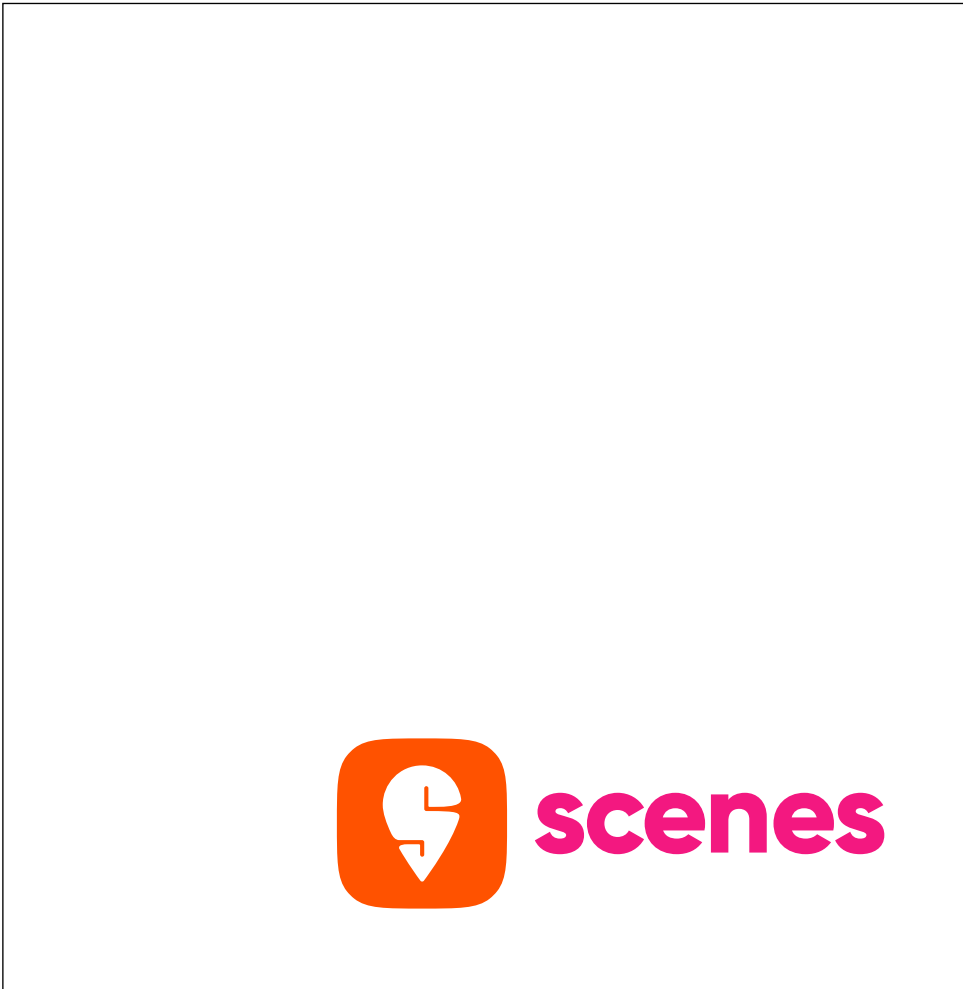
✔ Top left aligned logo.



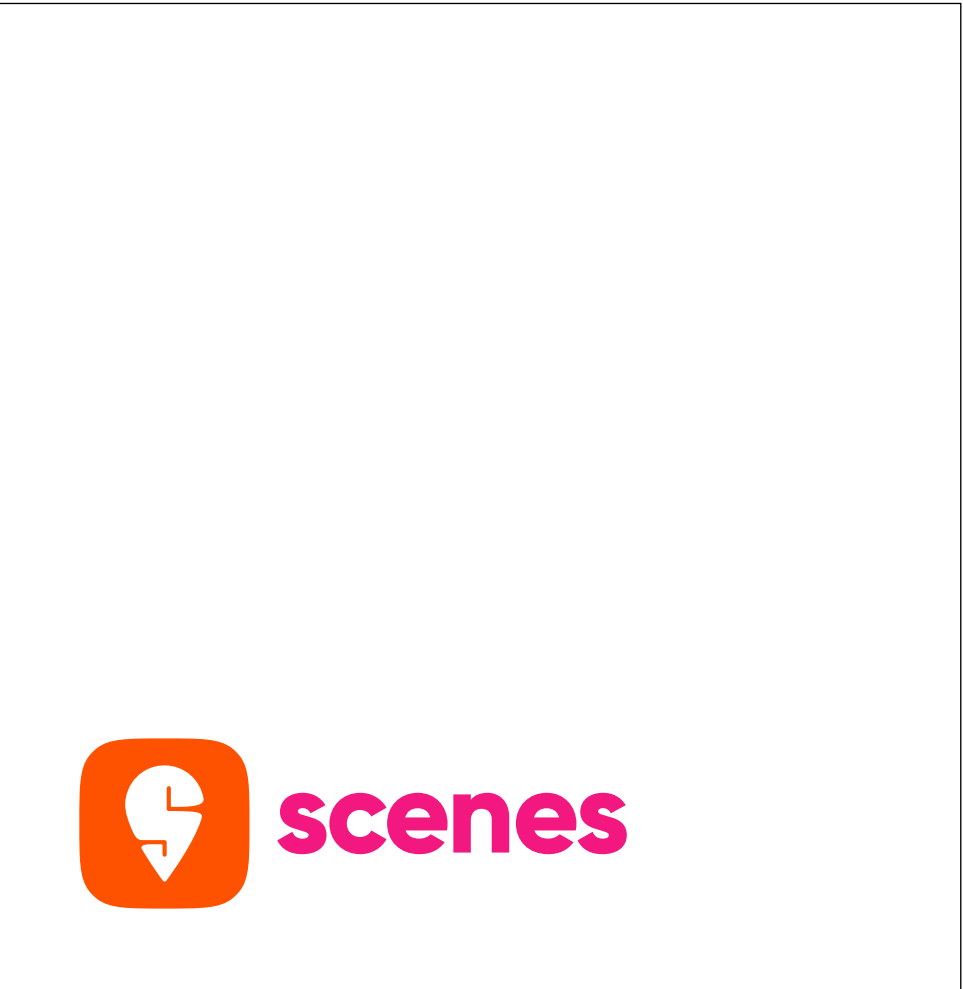
✔ Top center aligned logo.



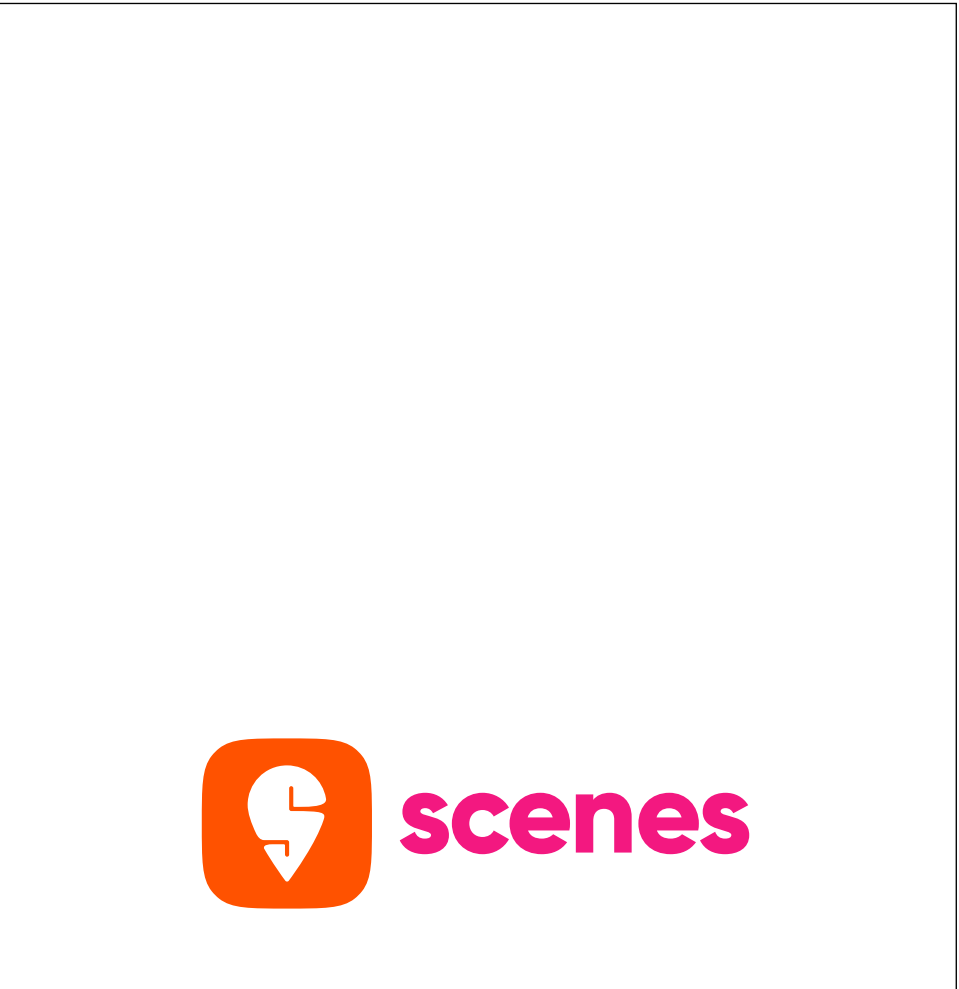
✔ Bottom right aligned logo.



✔ Bottom left aligned logo.



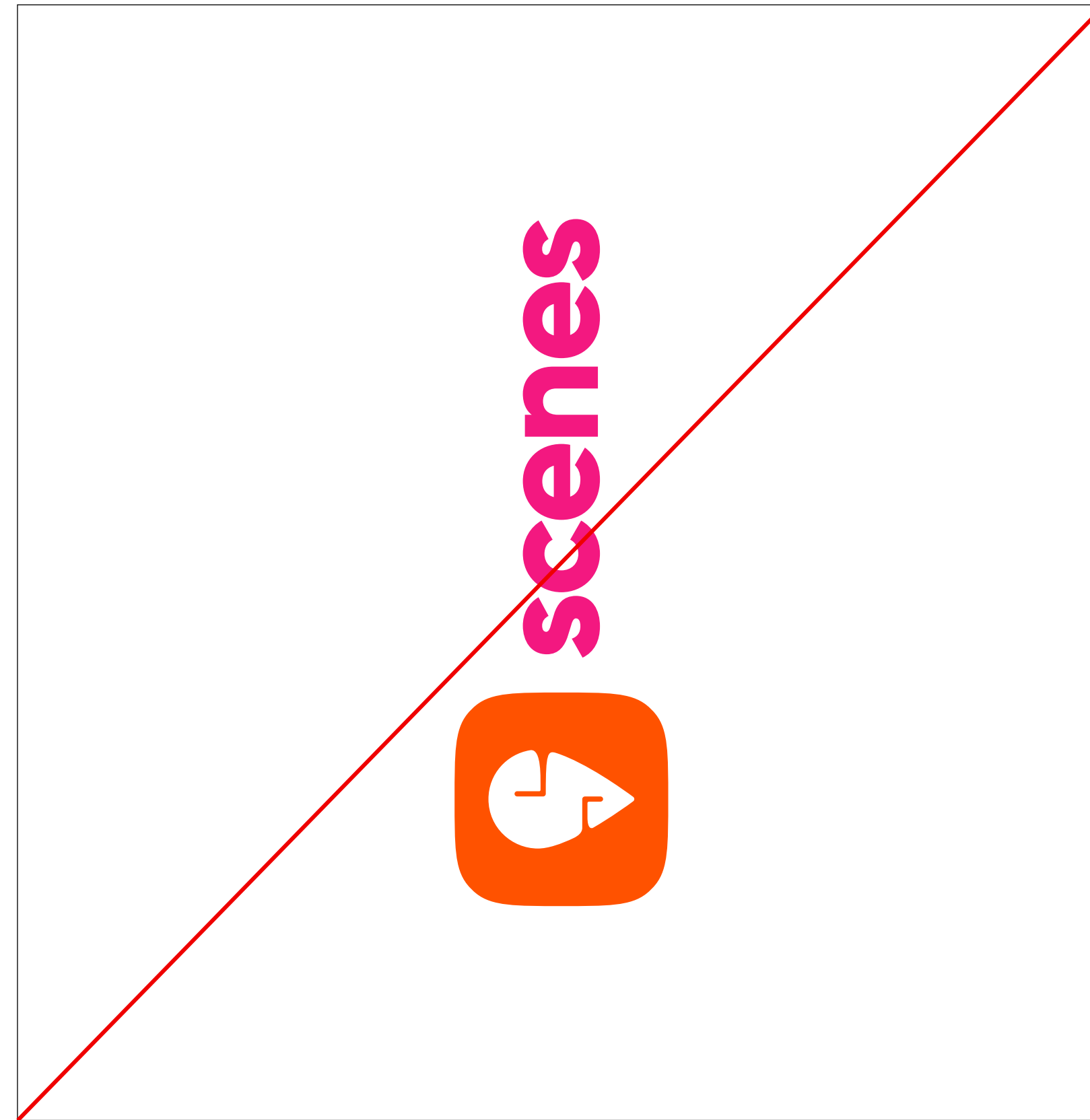
✔ Bottom center aligned logo.



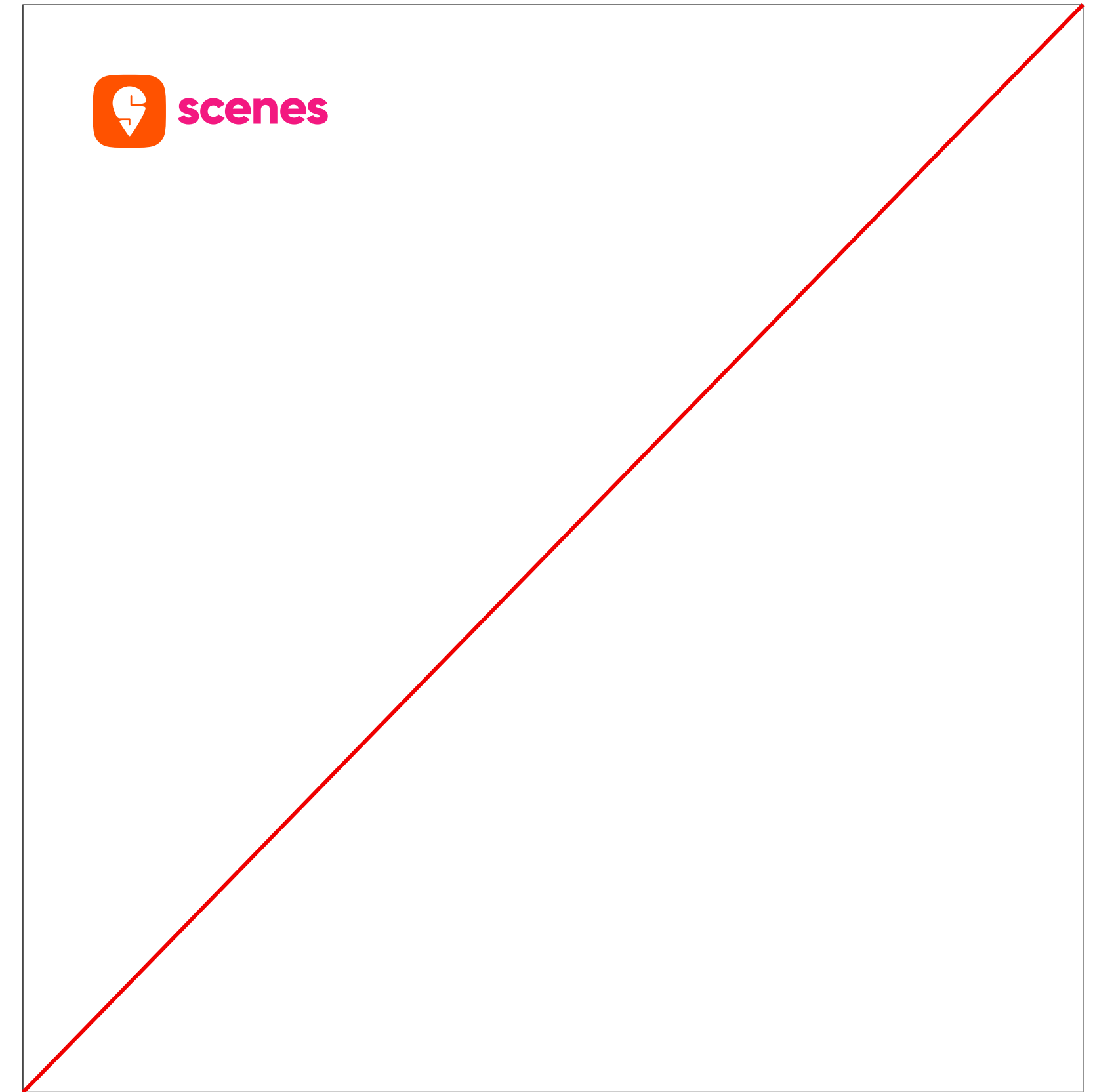
Incorrect Logo Placement

Avoid using logo
placements as shown.

✗ Don't rotate logo.



✗ Don't make it smaller than $\text{width} \div 3$.

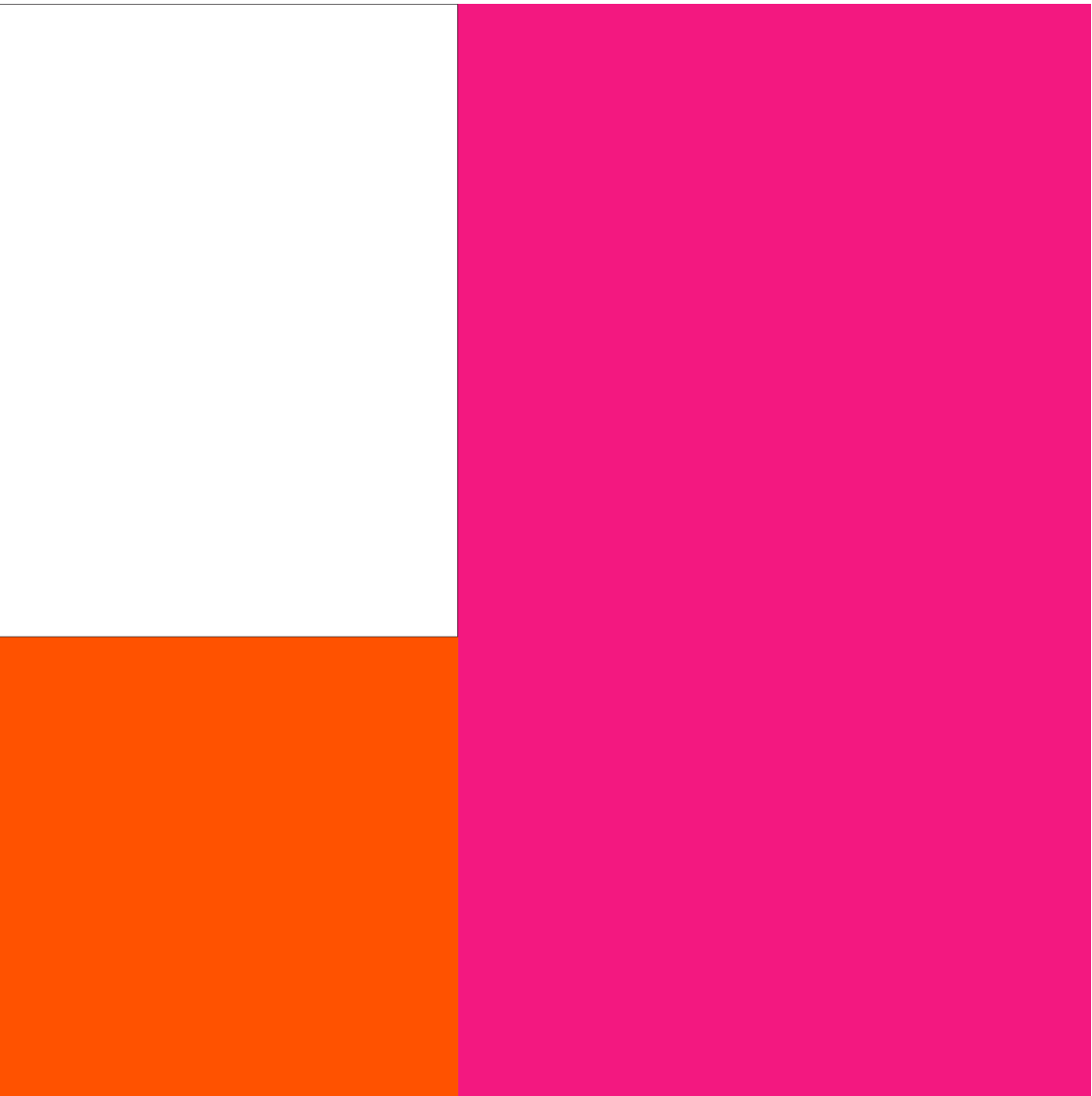


02 Colors

Color Palette

Scenes Pink leads the way,
with Swiggy Orange and
White backing it up as the
secondary colors.

Bold, balanced, and
unmistakably Scenes.



Color Palette

Scenes Pink leads the way, with Swiggy Orange and White backing it up as the secondary colors.

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SCENES PINK

RGB
243 24 128
HEX
#f31880
CMYK
X X X X

SWIGGY ORANGE

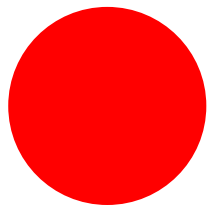
RGB
255 82 0
HEX
#ff5200
CMYK
0 74 100 0

WHITE

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

BLACK

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

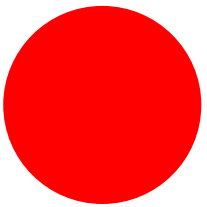


Note : Sampling for Pink is going on for all the materials

Color Codes

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

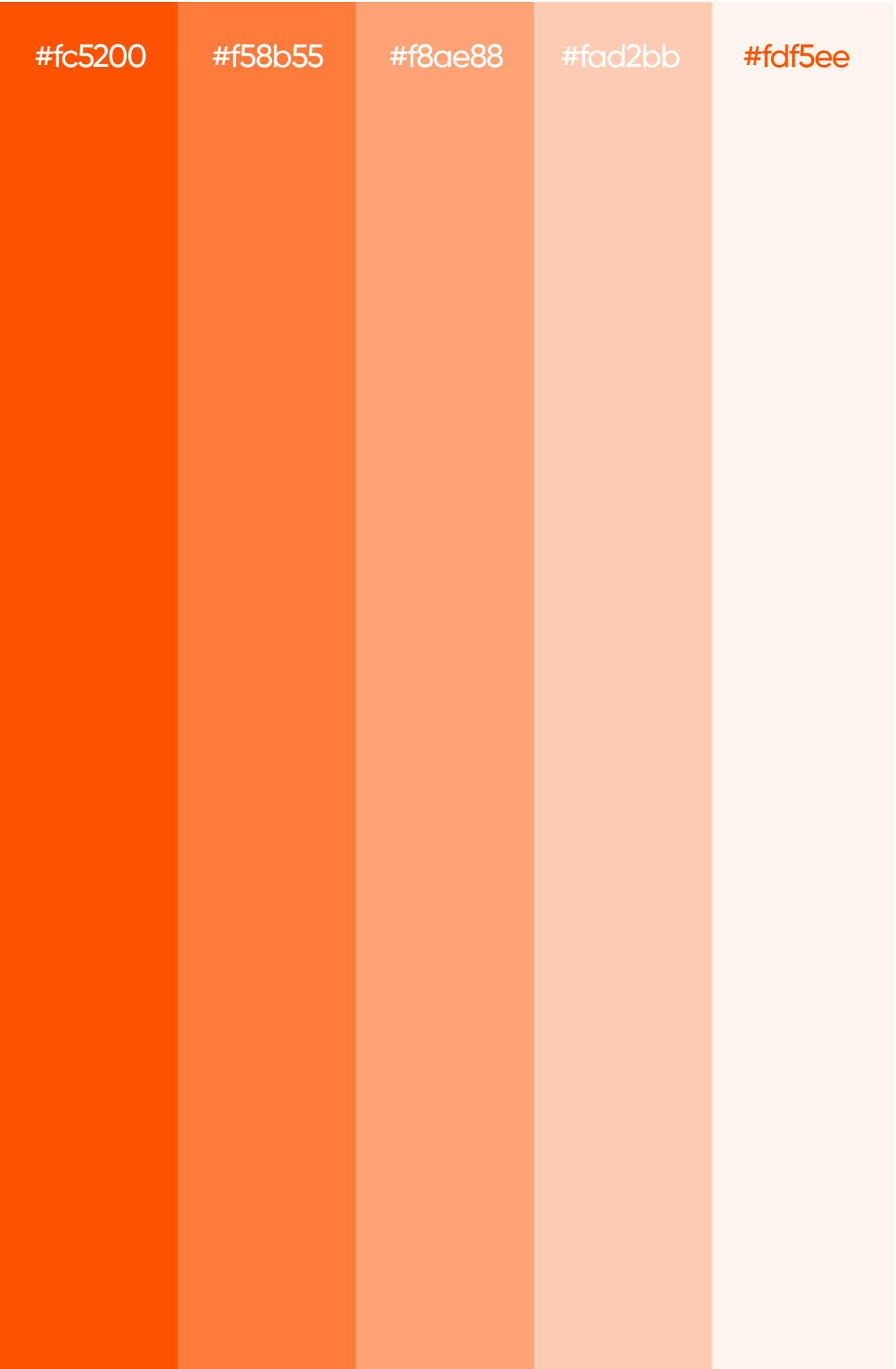
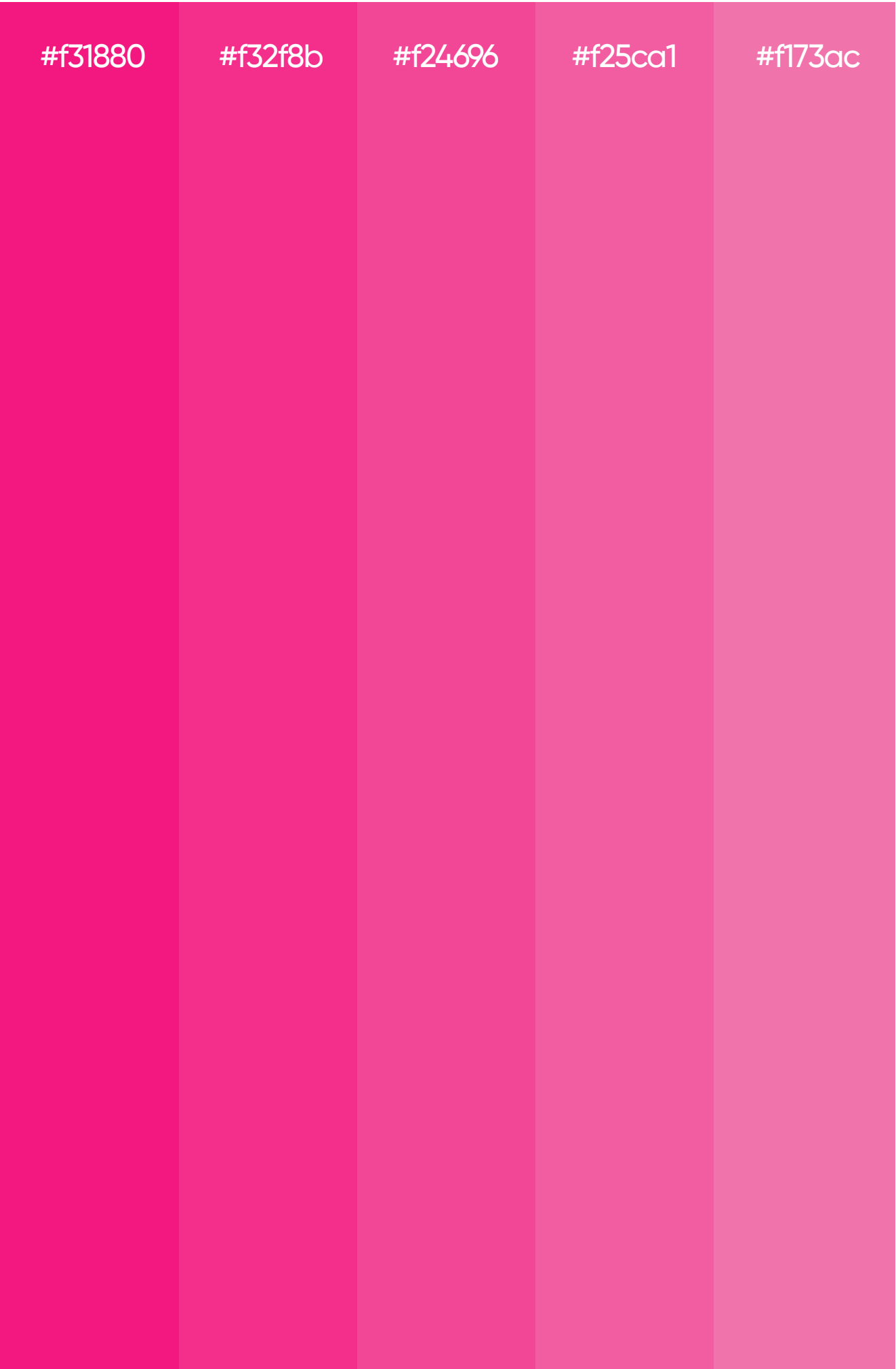
FLEX AND PRINT		DIGITAL	NEWSPAPER
CMYK 0 90 45 0	PANTONE 213 C	RGB 243 24 128 HEX #f31880	CMYK 0 100 50 0
CMYK 0 74 100 0	PANTONE 021C	RGB 255 82 0 HEX #ff5200	CMYK 0 68 100 0



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

Primary Extended

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



Buttons and CTA

Our accent colors are reserved for buttons, links, and nudges that need instant attention. Use these colours 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	BLACK	ORANGE
ORANGE	BLACK	PINK
WHITE	BLACK	PINK

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 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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Type Combinations

Examples of type pairing for ExtraBold & Medium font weights.

Your weekend
Scenes, sorted.

ExtraBold

Book your tickets on Scenes.

Medium

ExtraBold

TCA*

COMMUNICATION

04 Logo Lockups

Exclusive Event Logo

For all exclusive events,
use the logo lockup with
'TICKETS EXCLUSIVELY ON'.

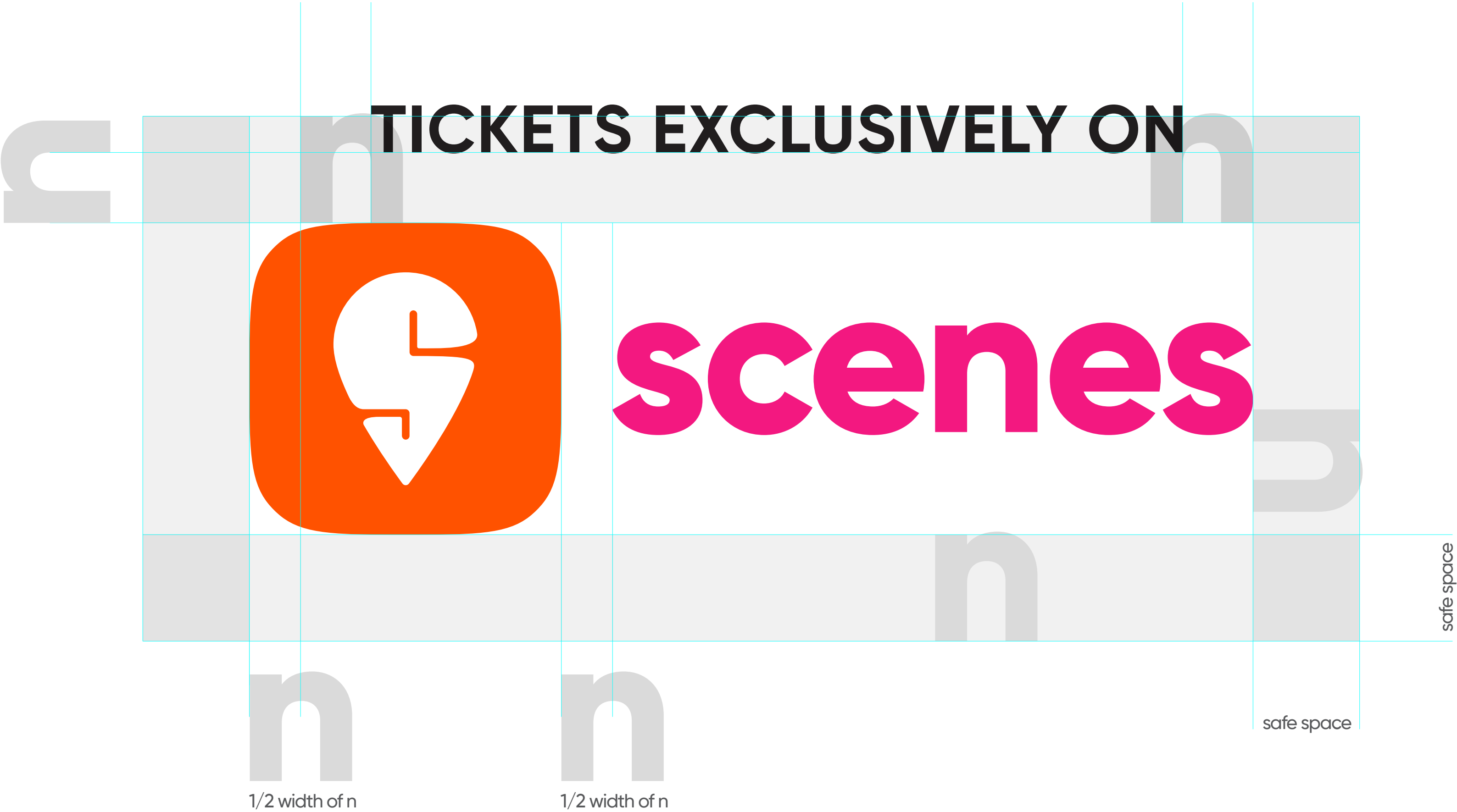
TICKETS EXCLUSIVELY ON



scenes

Exclusive Event Logo

For all exclusive events,
use the logo lockup with
'TICKETS EXCLUSIVELY ON'.



**Exclusive Event
Vertical Logo**

For all exclusive events,
use the logo lockup with
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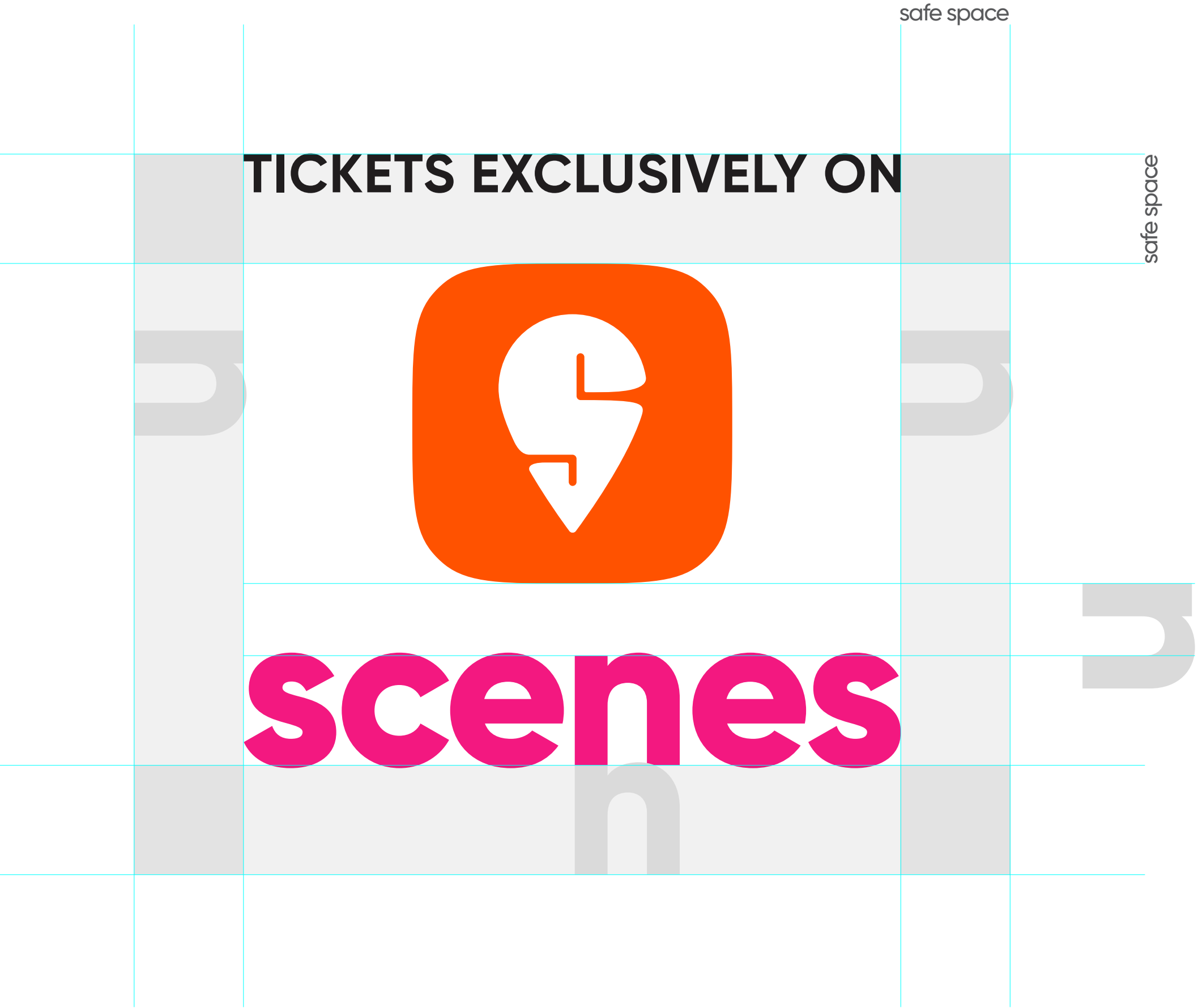
TICKETS EXCLUSIVELY ON



scenes

Exclusive Event
Vertical Logo

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Non-exclusive Event Logo

For all non-exclusive events,
use the logo lockup with
'TICKETS AVAILABLE ON'.

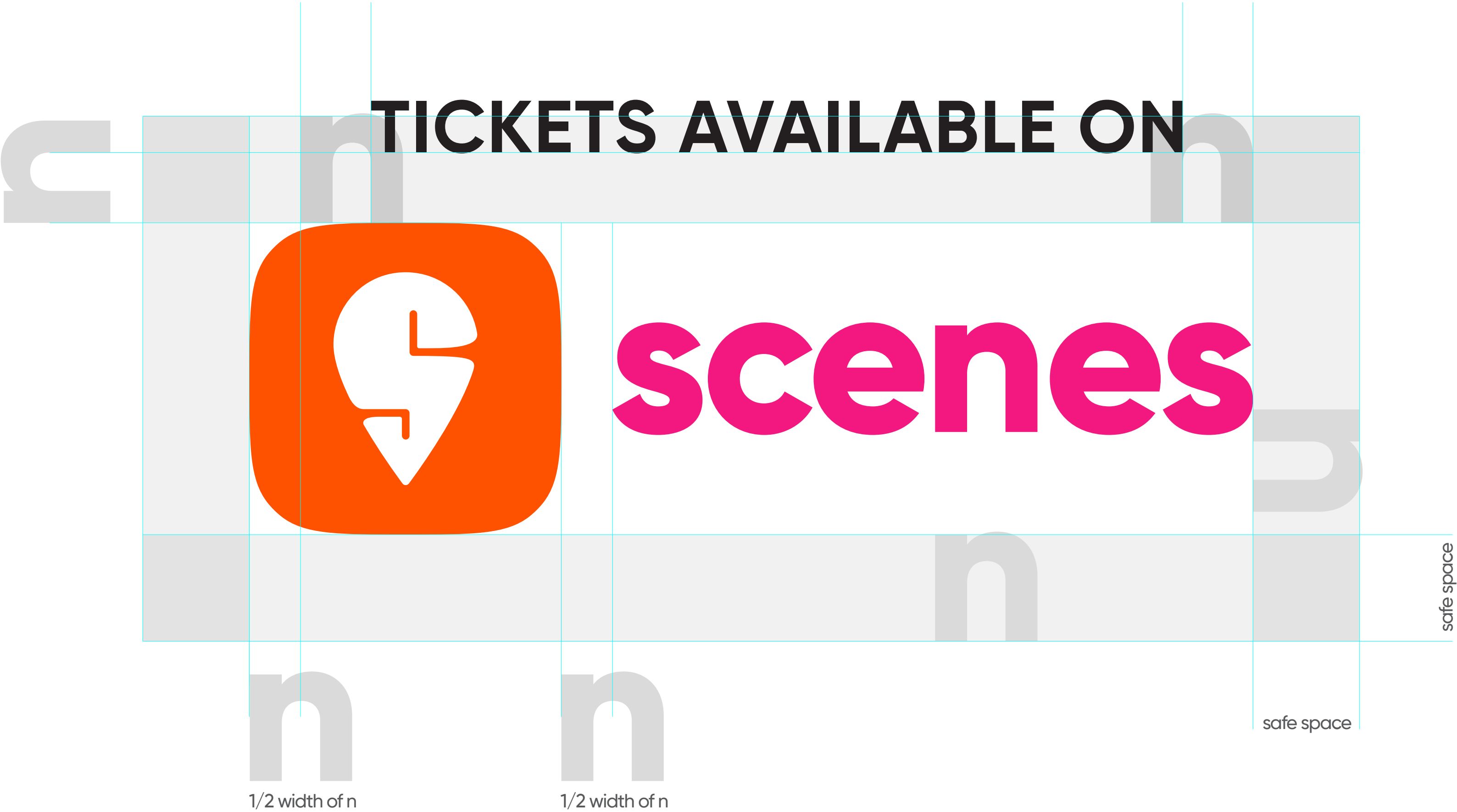
TICKETS AVAILABLE ON



scenes

Non-exclusive Event Logo

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**Non-exclusive Event
Vertical Logo**

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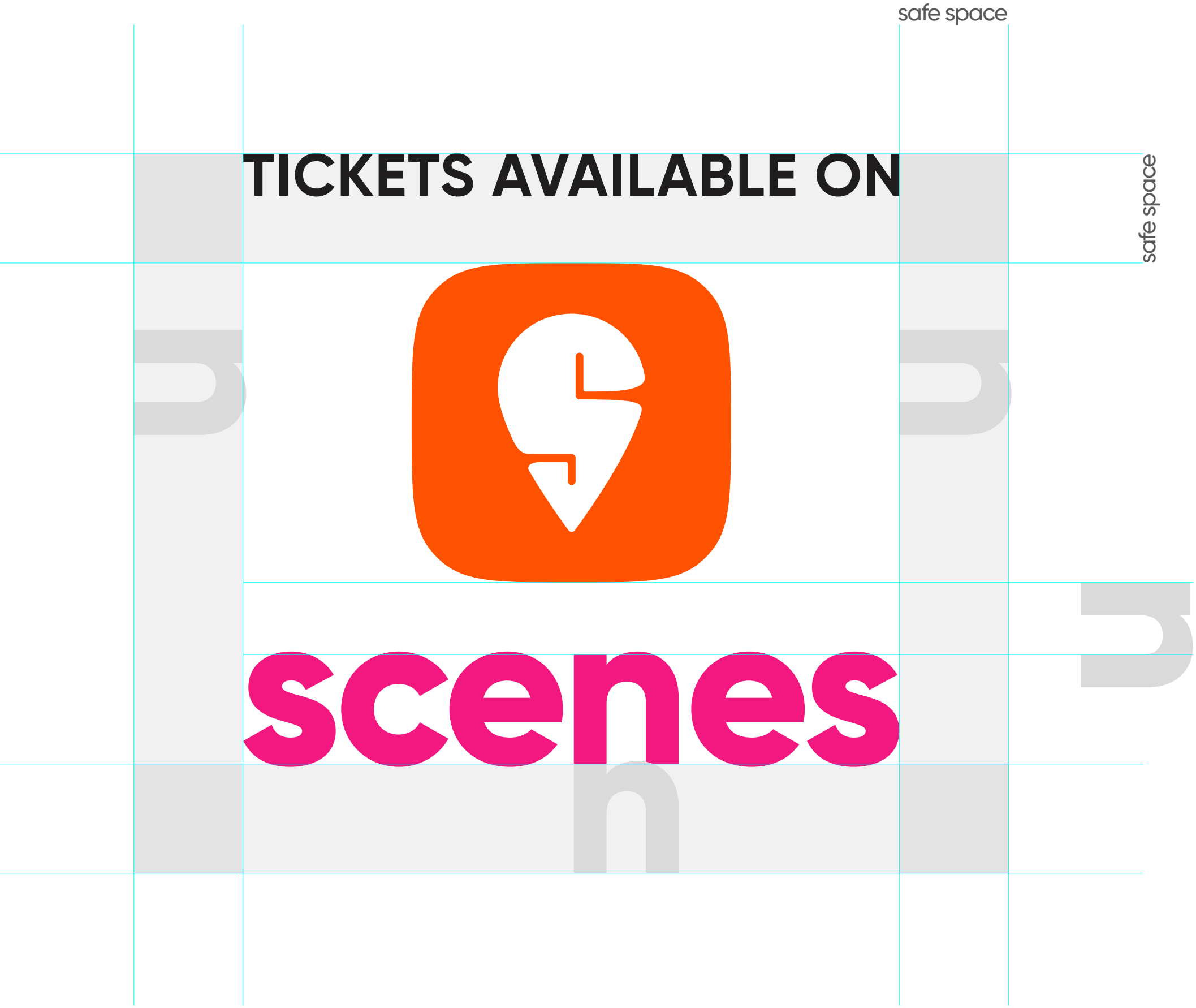
TICKETS AVAILABLE ON



scenes

**Non-exclusive Event
Vertical Logo**

For all non-exclusive events,
use the logo lockup with
'TICKETS AVAILABLE ON'.



05 Logo Placement

Scenes Logo

Logo usage on existing creatives.

MUMBAI





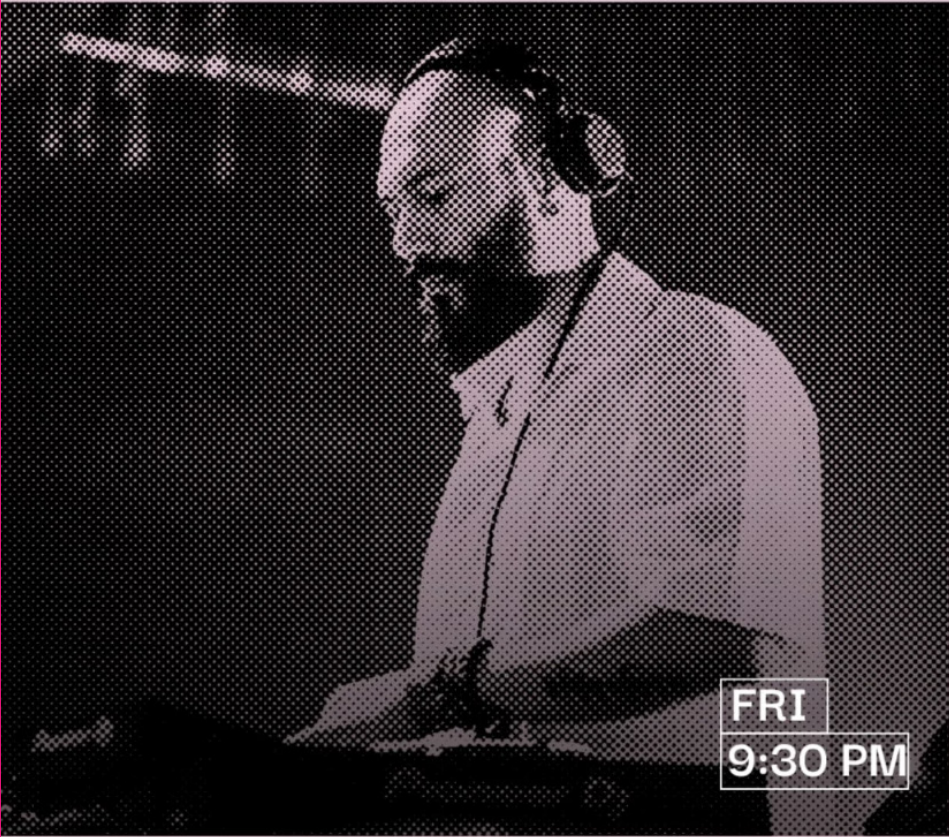






MIDDLE ROOM

19 Sep





PANDA PICKLE





VENUE PARTNER

HYDRATION PARTNER

STRATEGIC PARTNER

CREATIVE PARTNER

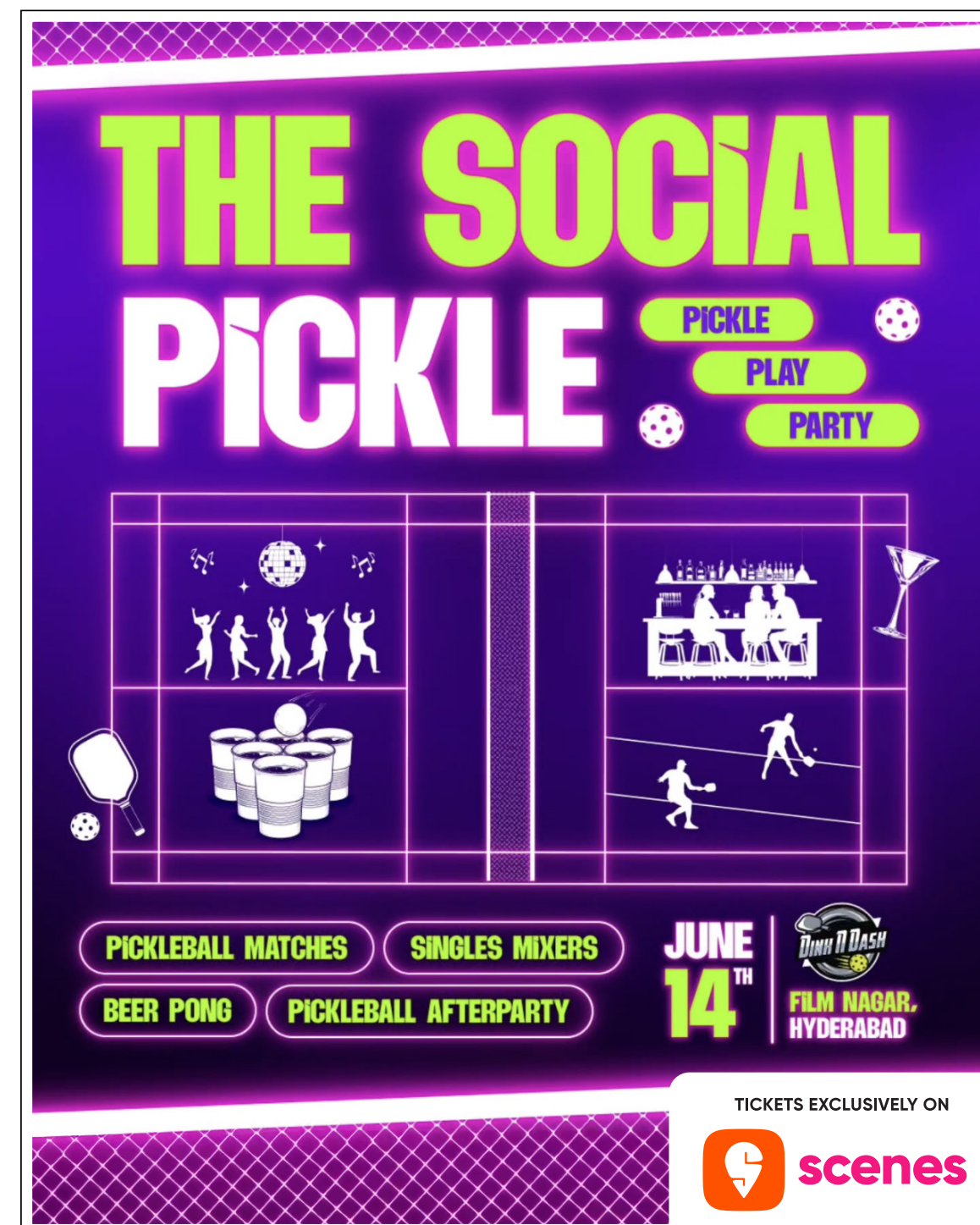








Logo usage on
existing creatives.

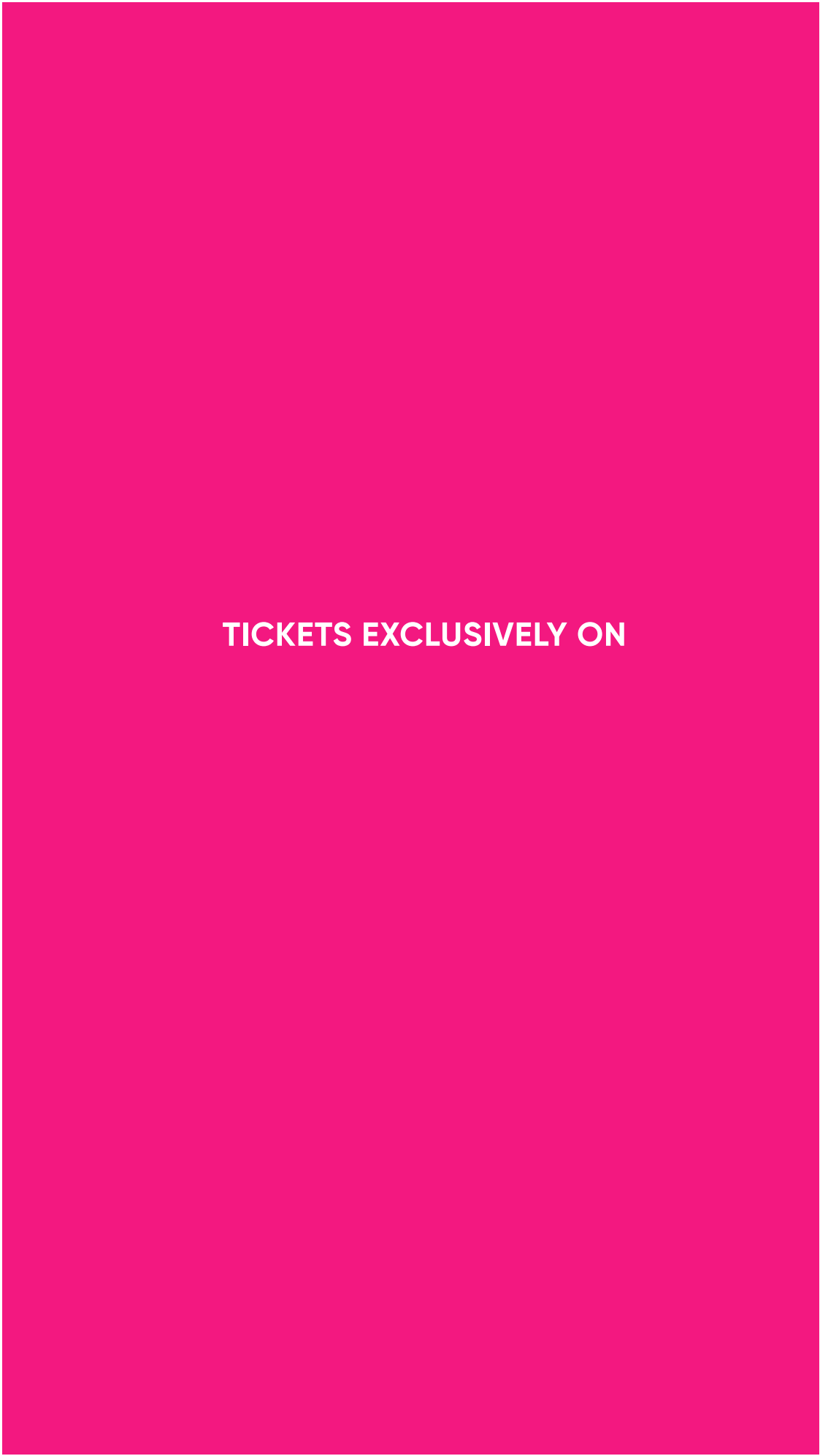


Exclusive Event Logo:
Reels End Frame

Use Scenes Pink as
background color.

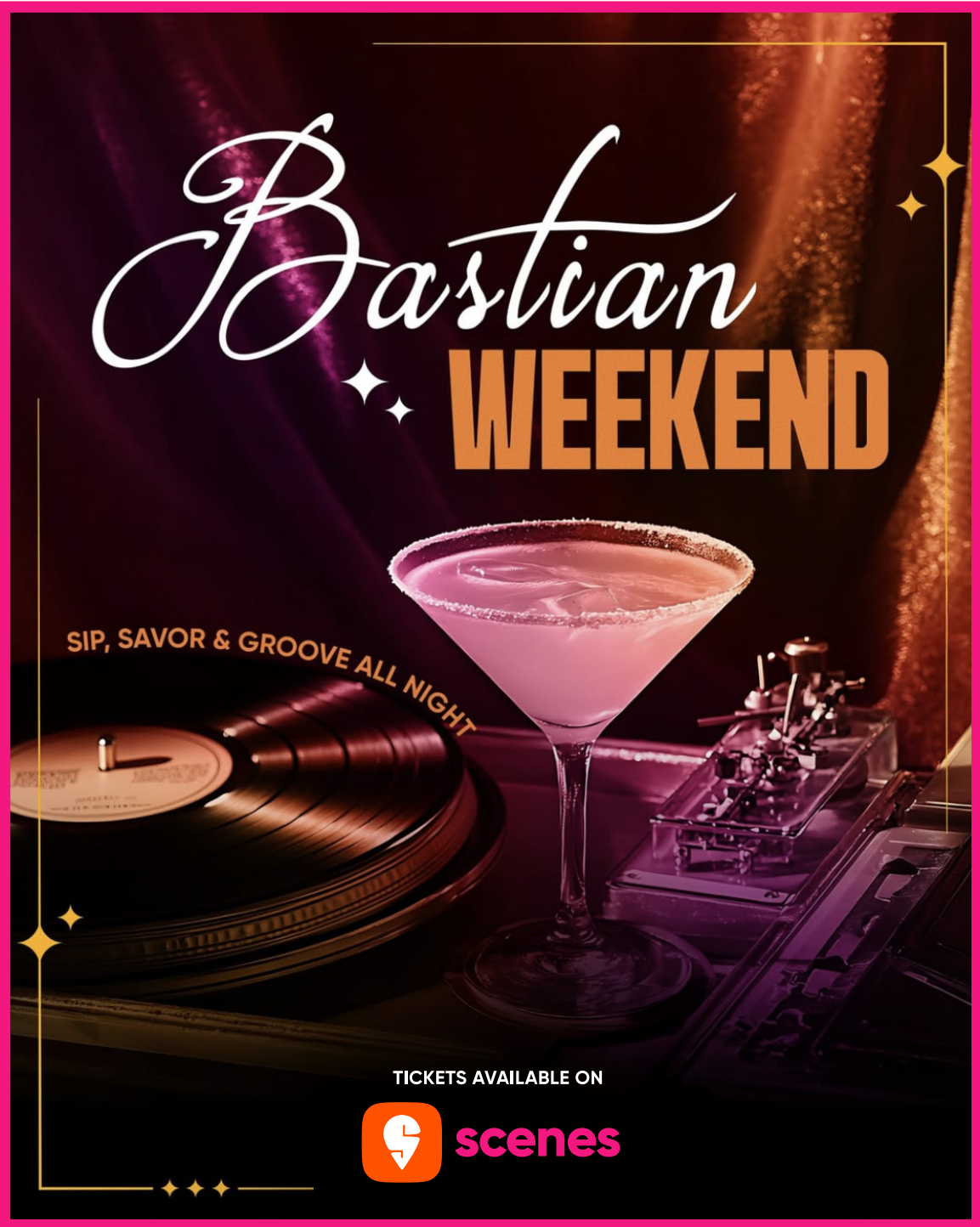
'TICKETS EXCLUSIVELY ON'
will appear first as super,
followed by the Scenes logo.

End frame will feature the
'Exclusive Event' logo mockup.



Non-exclusive
Event Logo

Logo usage on
existing creatives.

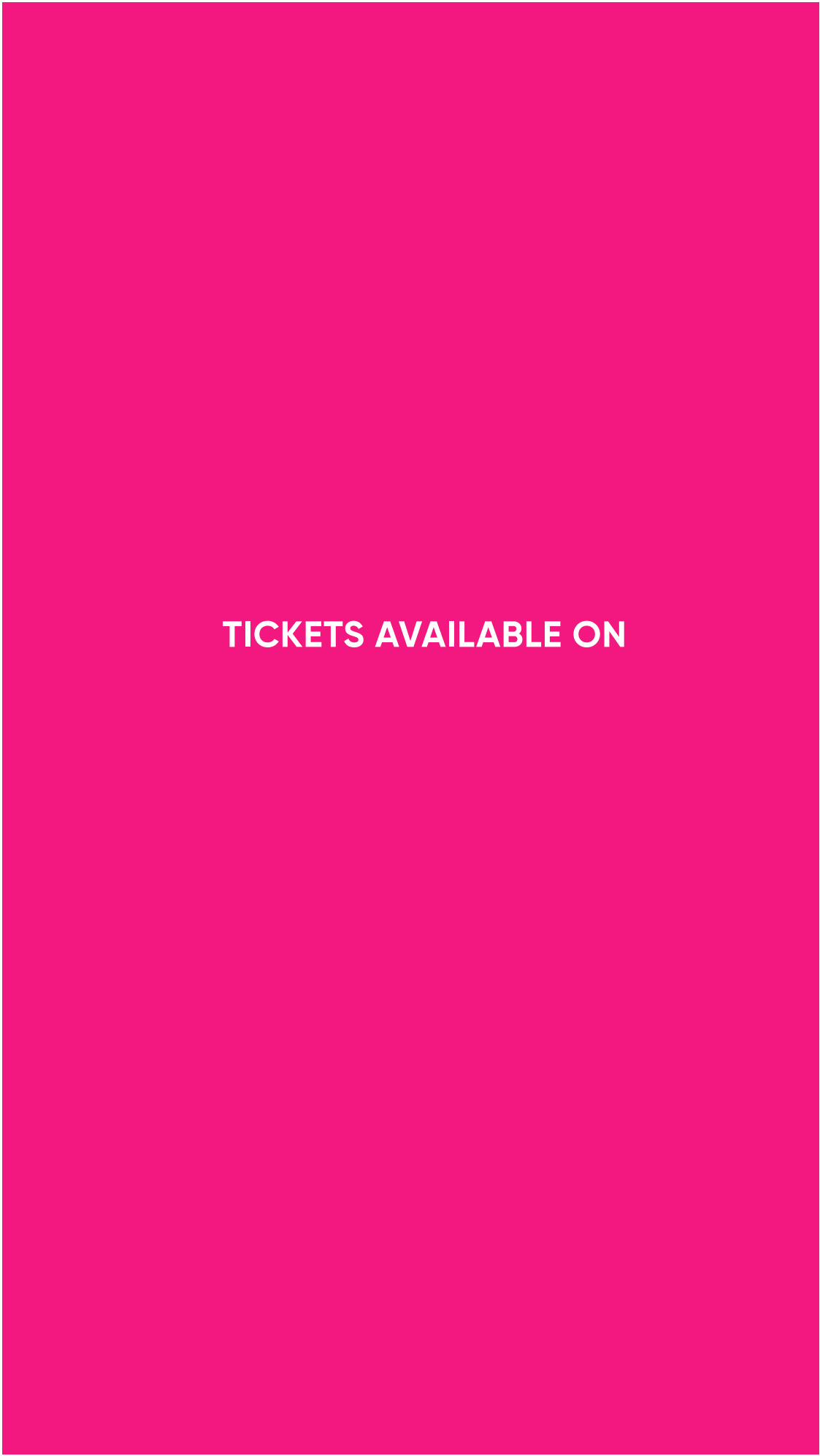


**Non-exclusive Event Logo:
Reels End Frame**

Use Scenes Pink as
background color.

'TICKETS AVAILABLE ON'
will appear first as super,
followed by the Scenes logo.

End frame will feature
the 'Non-exclusive Event'
logo mockup.



06 Collaterals







FINANCIAL DISTRICT
HYD - 32
72888 38444/555/666



ORRY

Orry - part-time fashion icon, full-time vibe curator. Born with a sparkle in their eye and a camera always nearby, Orry turns the mundane into a moment. Whether it's mixing couture with chaos or hosting a party that becomes legend, Orry doesn't follow trends—they are the trend.

Fluent in memeology, glamour, and good energy. Basically, if Orry's there, it's already an event.

ORRY
AT
BIG
BULL

FRIDAY SCENES FRIDAY SCENES

ALSO FEATURING
TEJ MUSIC VODKA

04/07

AT BIG BULL ORRY



TICKETS EXCLUSIVELY ON



HYDRATION PARTNER






TICKETS EXCLUSIVELY ON



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ORRY
AT
BIG
BULL

FRIDAY SCENES FRIDAY SCENES

ALSO FEATURING
TEJ MUSIC VODKA

04/07

AT BIG BULL ORRY

BUY TICKETS

CATCH ORRY AT BIG BULL!

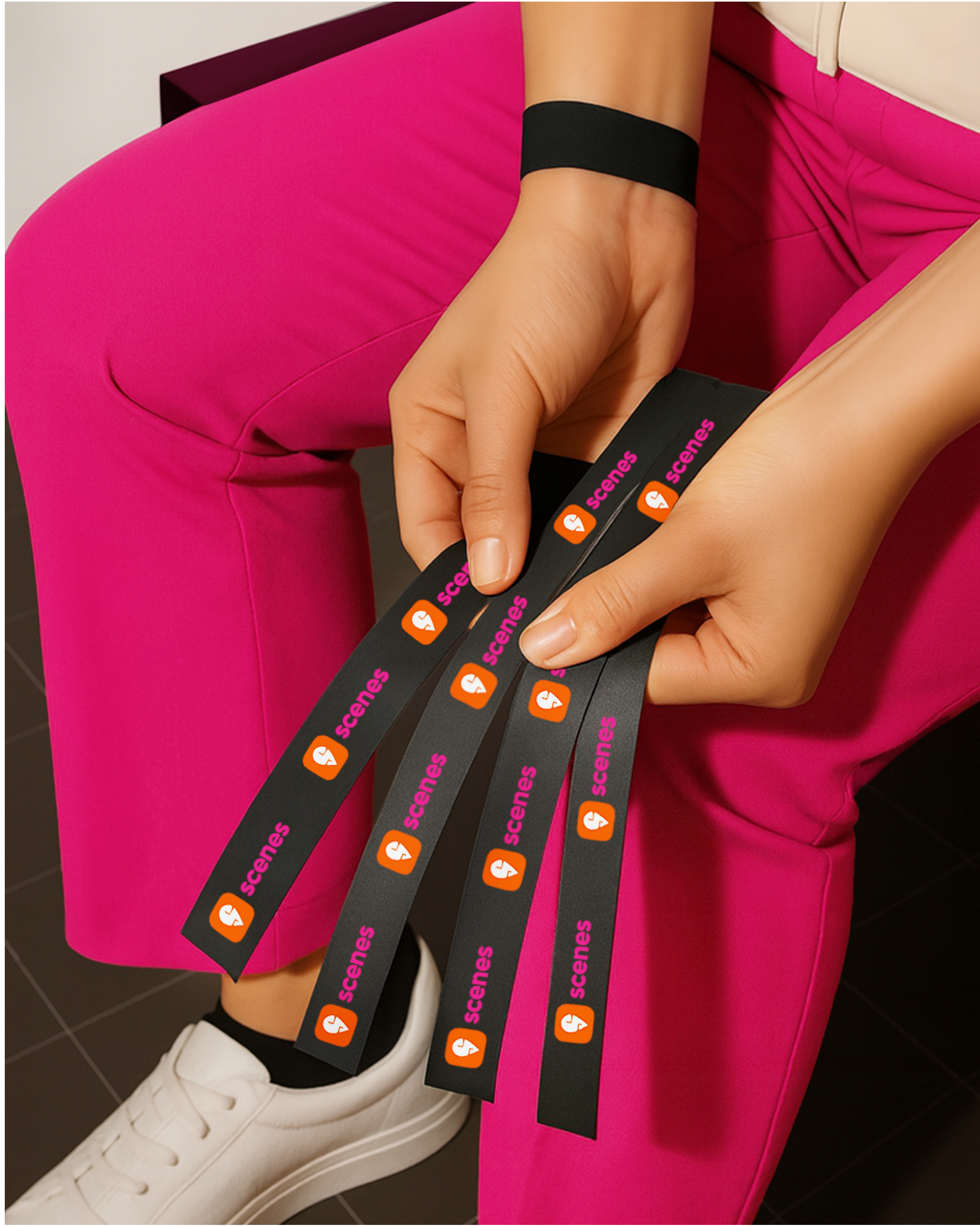
Get ready for Viral moments,
cocktails, music & more with **Scenes!**

BUY TICKETS

TICKETS EXCLUSIVELY ON









FIN.