



Food you ♥, on time.

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 three elements, the S-Pin in a squircle, the wordmark and the slug under it.



Food you ♥, on time.

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.



Swiggy

Food you ♥, on time.

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.



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

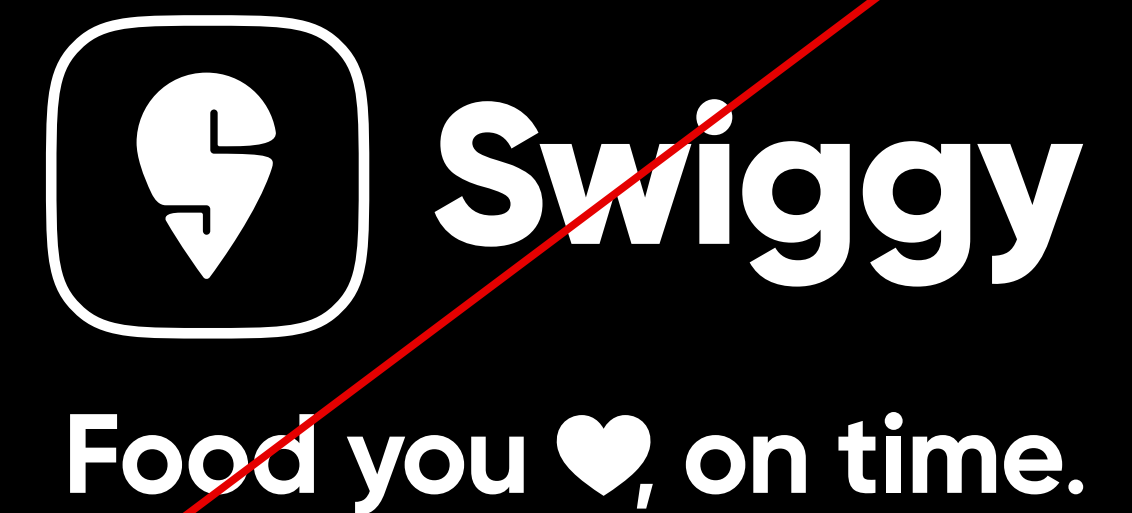
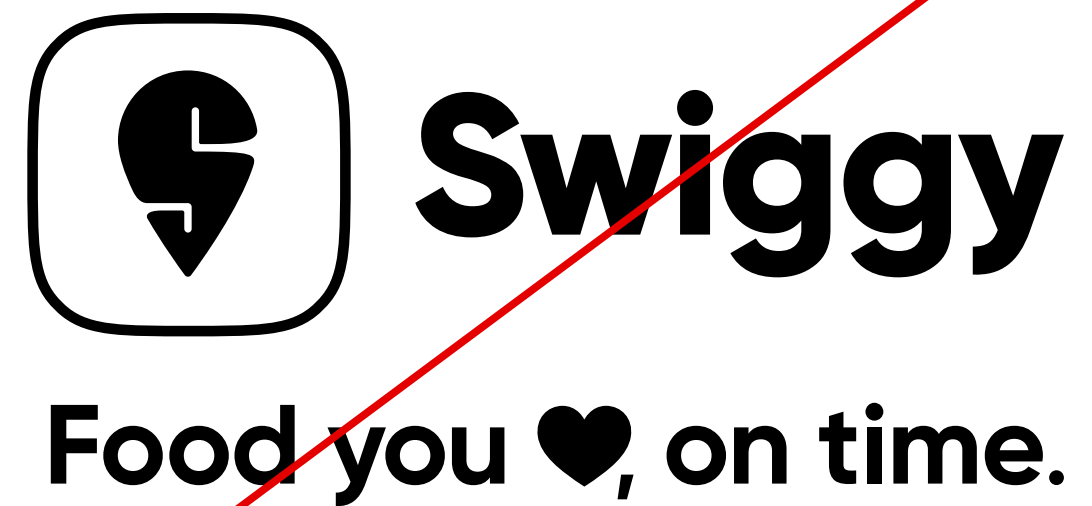


B&W Print – Reverse



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.



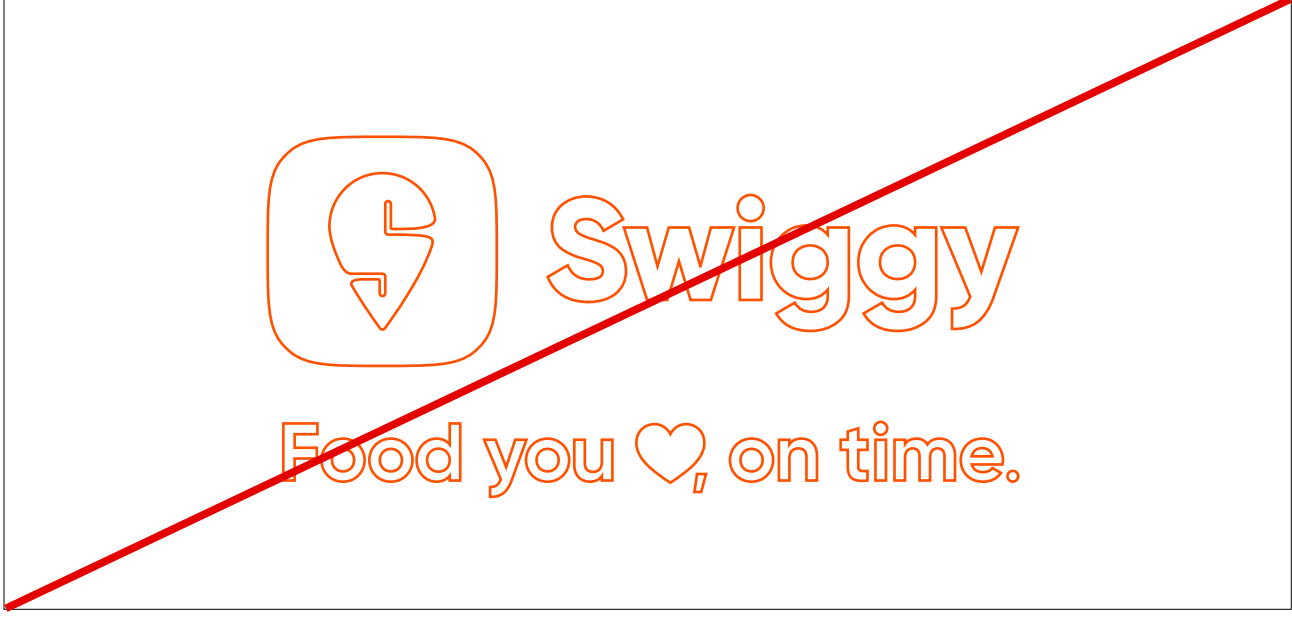
⊗ Don't make it in 3D.



⊗ 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

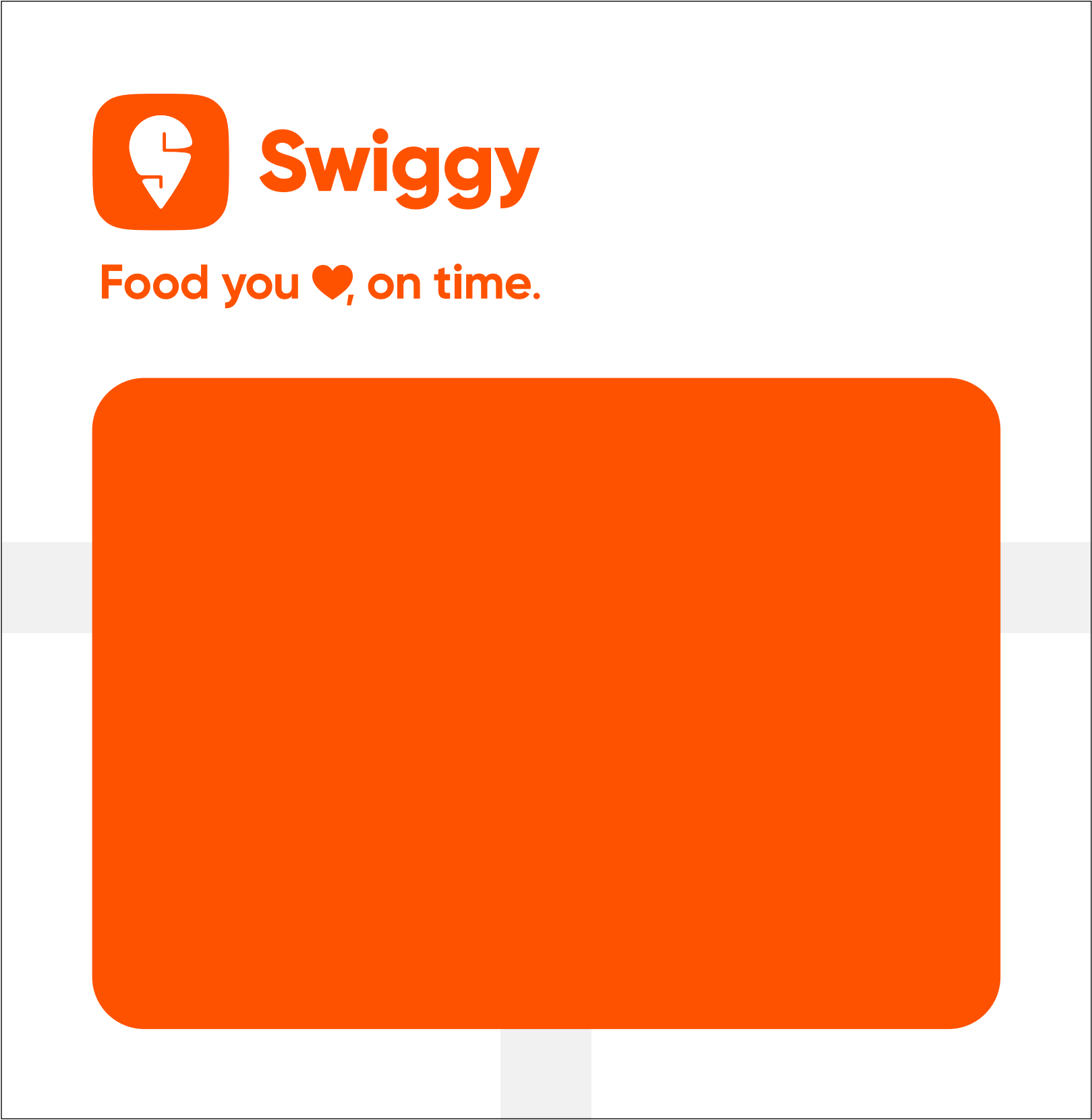


**Correct
Logo Placement**

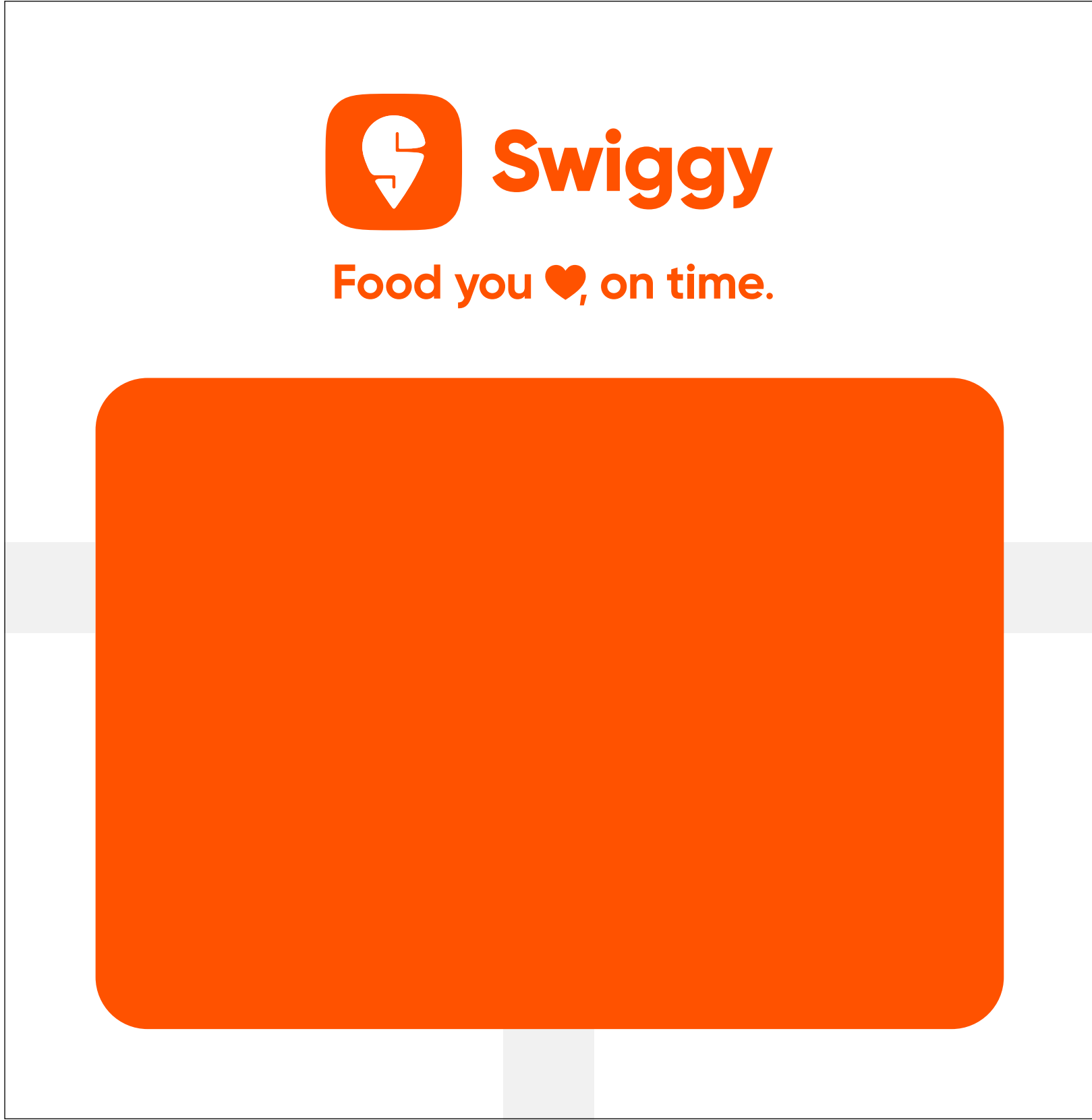
When creating a composition, either place the logo on the top left corner, or center it on the central vertical axis.

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

✔ Left aligned above the bento.



✔ Center aligned above the bento.



Incorrect
Logo Placement

Avoid using logo
placements as shown.

⊗ Don't rotate logo.



⊗ Don't right align.



⊗ Don't put the logo below the bento.



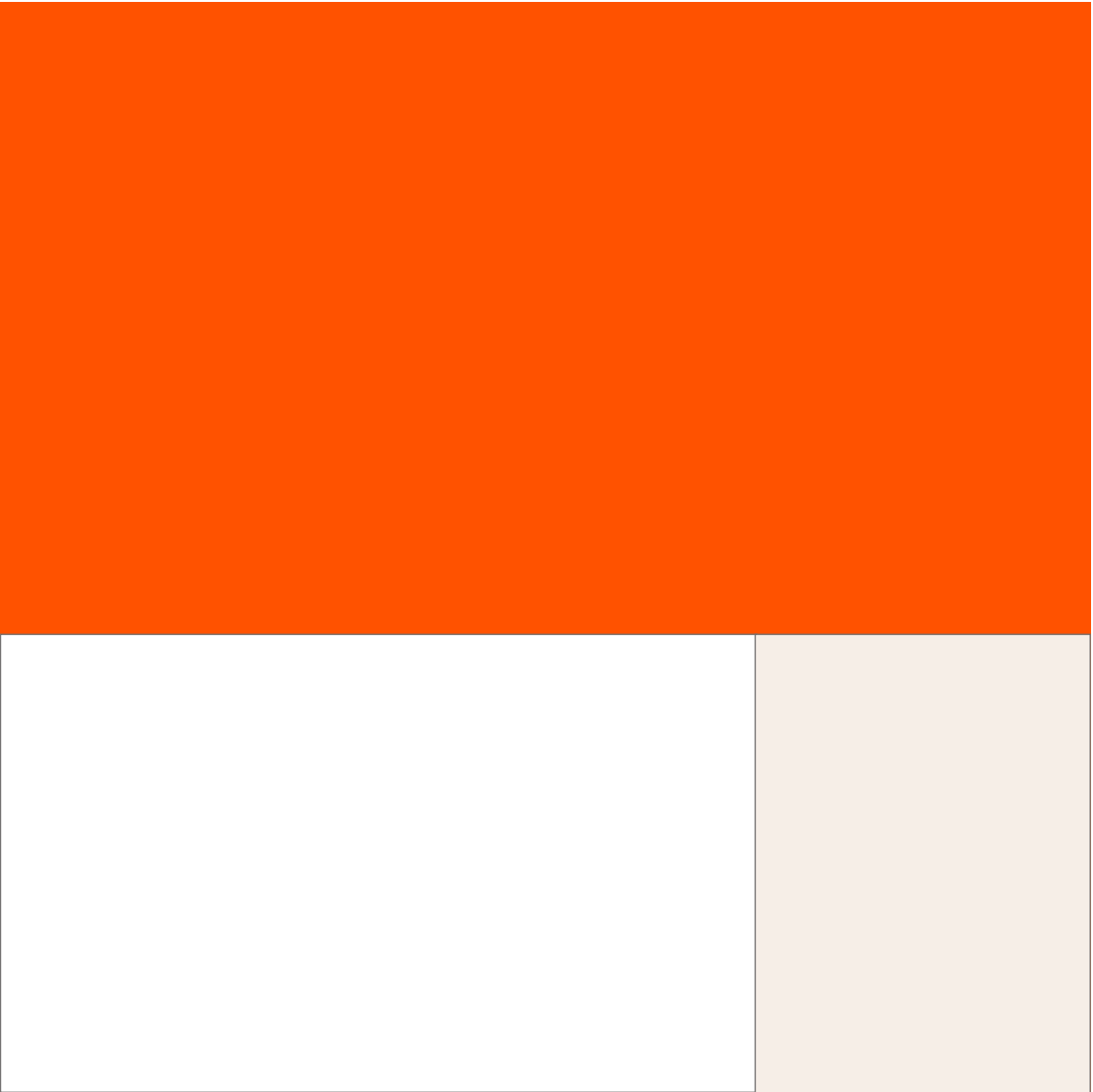
⊗ Don't make it small.



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

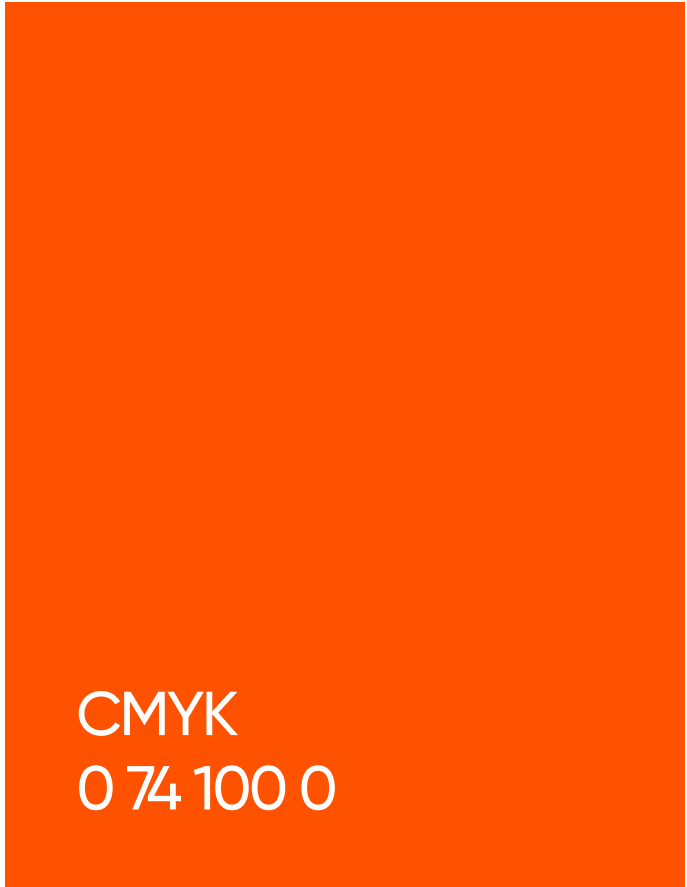
RGB
255 255 255
HEX
#FFFFFF
CMYK
0 0 0 0

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.



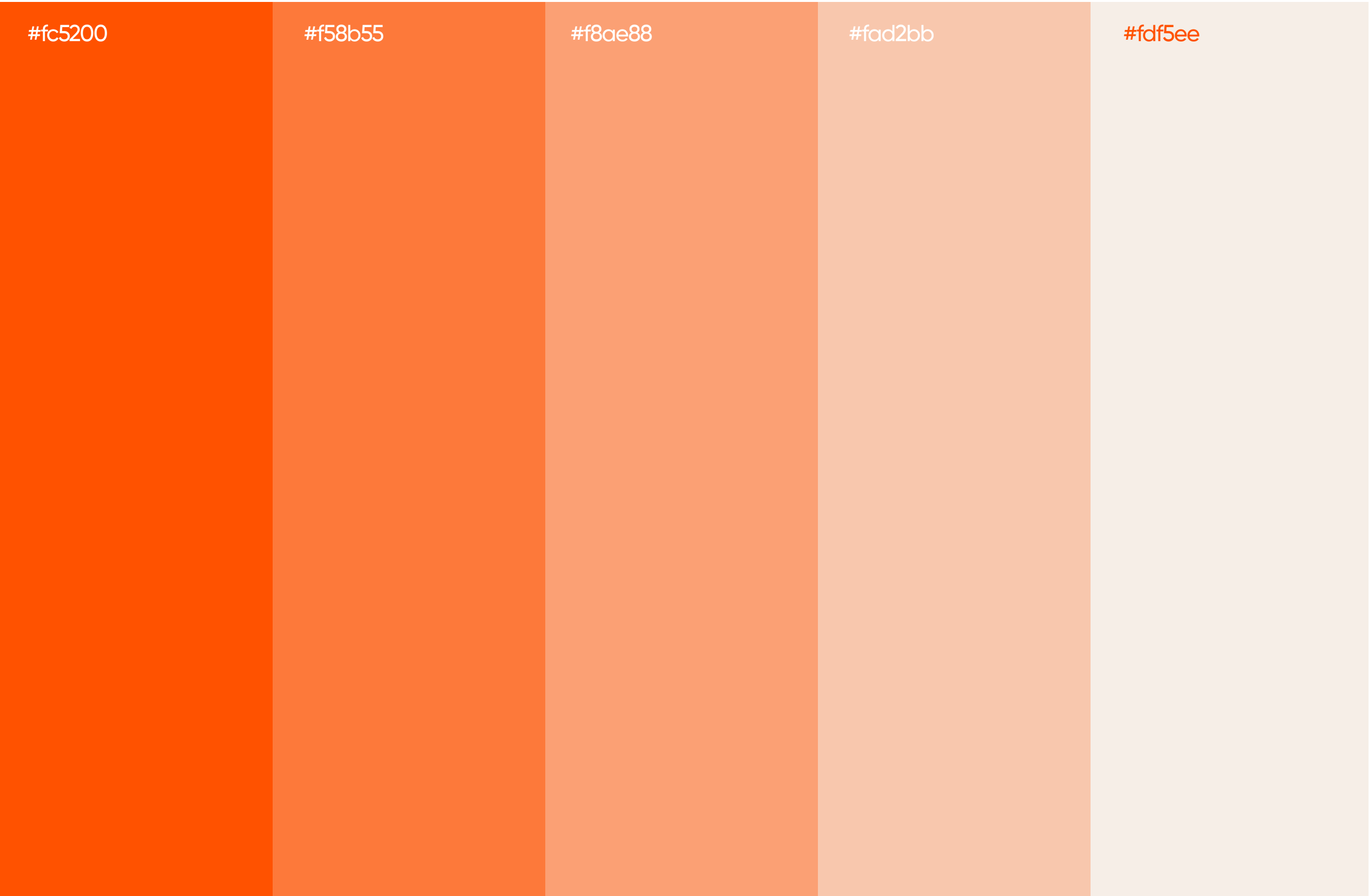
To be used on digital



To be used for newspaper print ads only

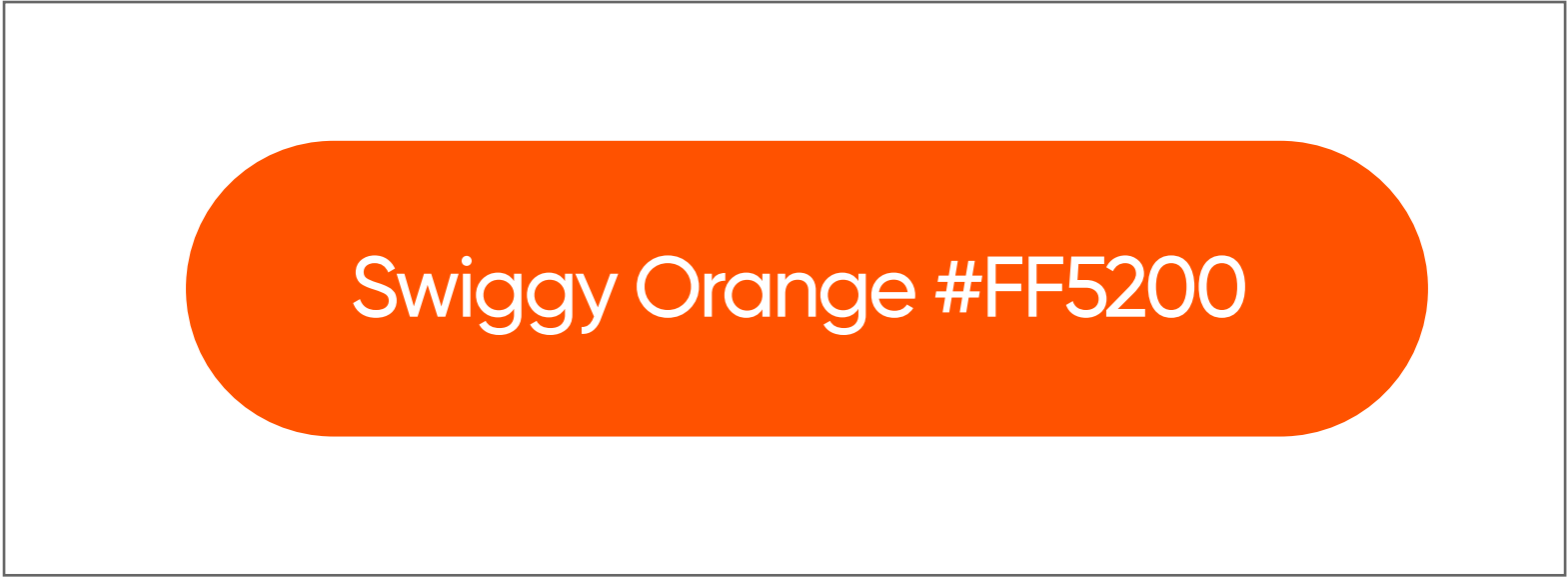
Primary Extended

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
Gilroy Thin

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- 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.

**Swiggy**

Food you ♥, on time.

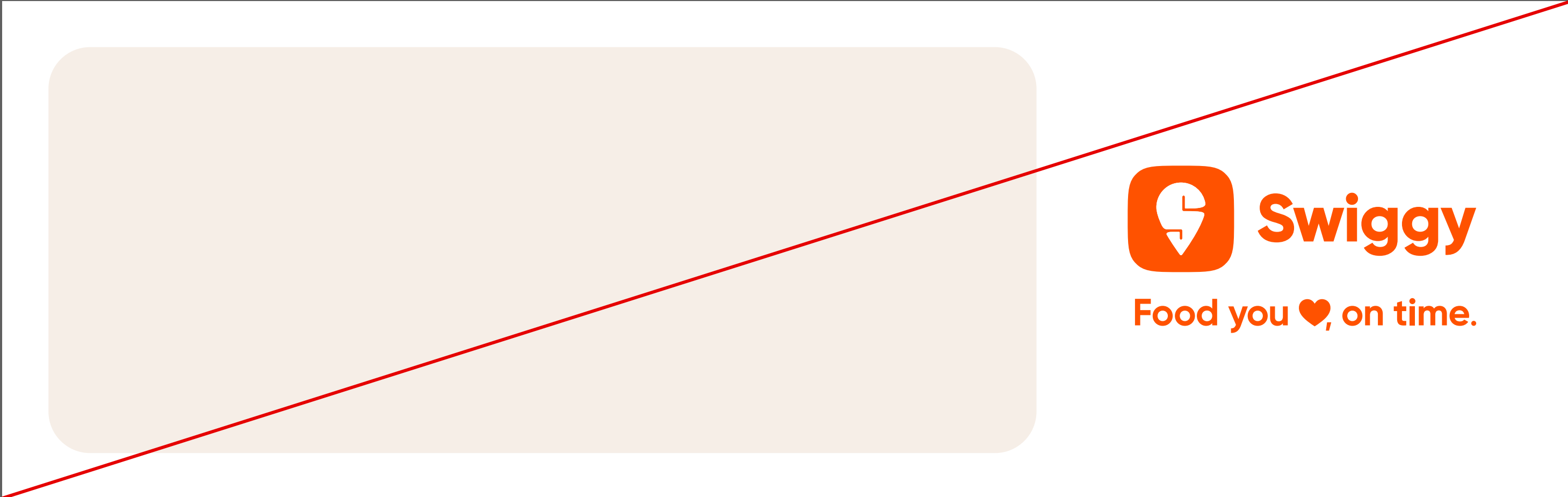
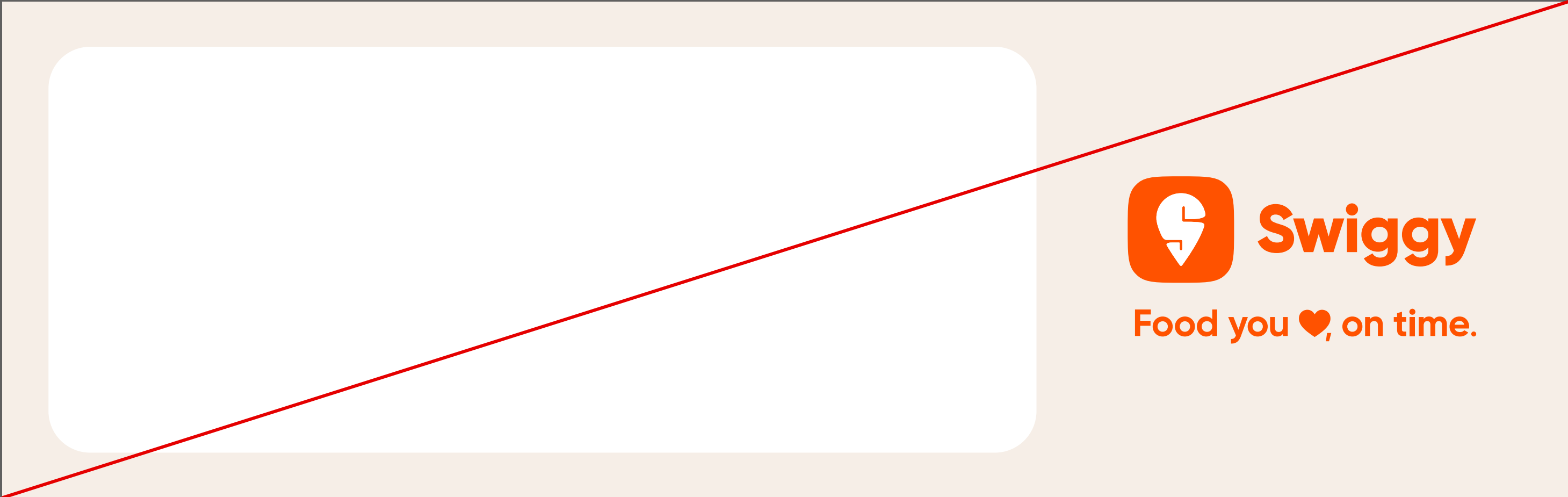
Bento Colors

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



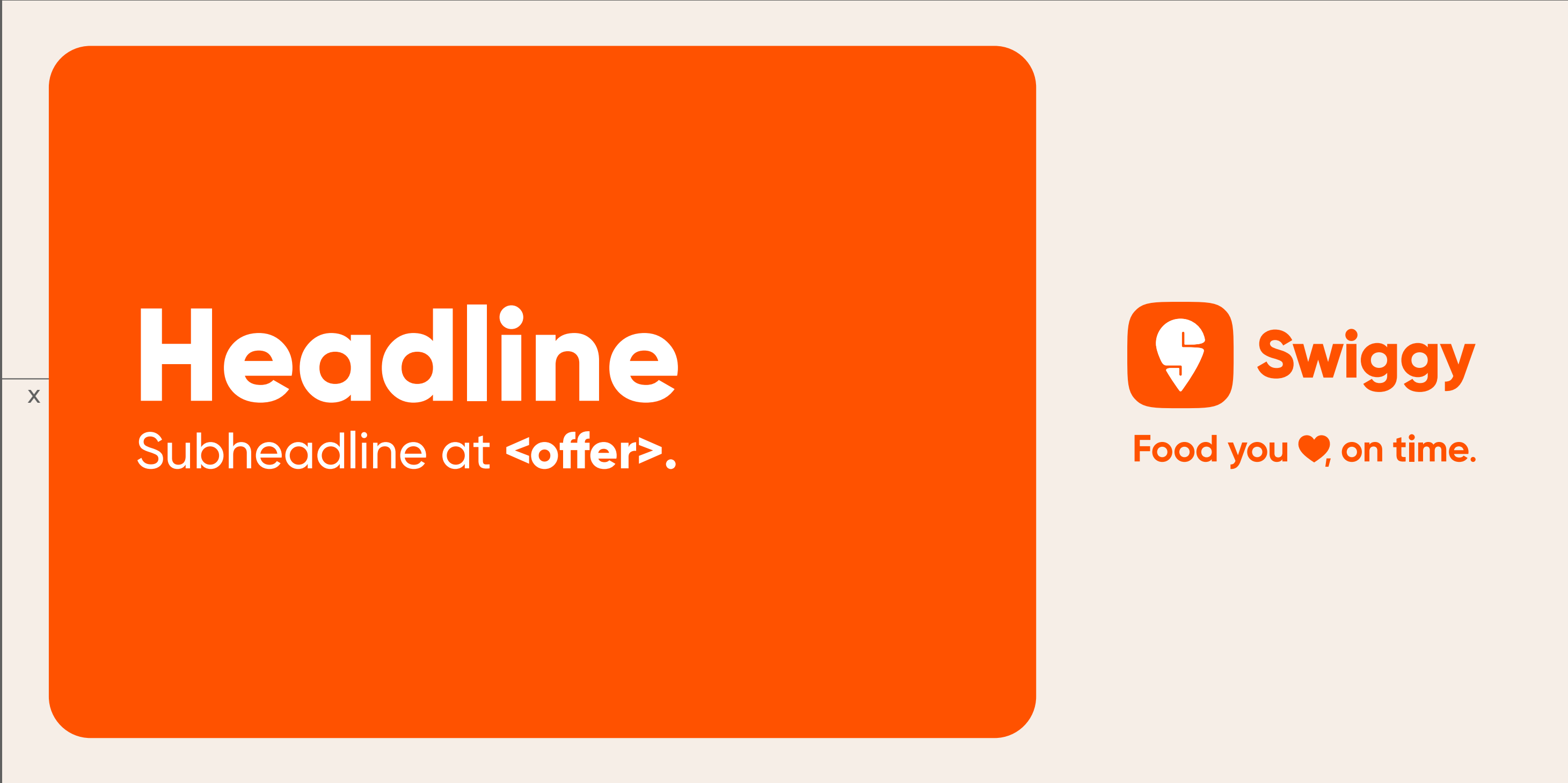
Bento Colours Don'ts

The Bento box will be in Swiggy orange on a salt background, with the logo left aligned for a seamless, balanced look.



Copy Placement:
for Swiggy-only creatives

Copy stays left-aligned,
sitting on the left inside the
bento box. Headline in
Gilroy ExtraBold,
subheading in Gilroy
Regular.
Swiggy logo always sits in
the dedicated space
outside the bento box on
the right.



**Copy Placement:
for Swiggy-only creatives**

Copy stays left-aligned,
sitting on the left inside the
bento box. Headline in
Gilroy ExtraBold,
subheading in Gilroy
Regular.
Swiggy logo always sits in
the dedicated space
outside the bento box on
the right.

**Bun
appetit!**

Easter specials at **60% off.**



Food you ♥, on time.

Vertical Layout
Proportions



Food you ♥, on time.

Bun
appetit!

Easter specials at 60% off.



Square Layout
Proportions



Food you ♥, on time.

Bun
appetit!

Easter specials at 60% off.



Extreme Horizontal
Layout Proportions



Swiggy

Food you ♥, on time.

Bun
appetit!

Easter specials at 60% off.



Extreme Vertical Layouts Proportions

For extreme vertical, you can use the vertical logo lockup if the primary logo does not offer proper coverage or visibility.



Swiggy
Food you ♥, on time.

**Bun
appetit!**

Easter specials at **60% off.**



05 Cobranded

70

SWIGGY

30

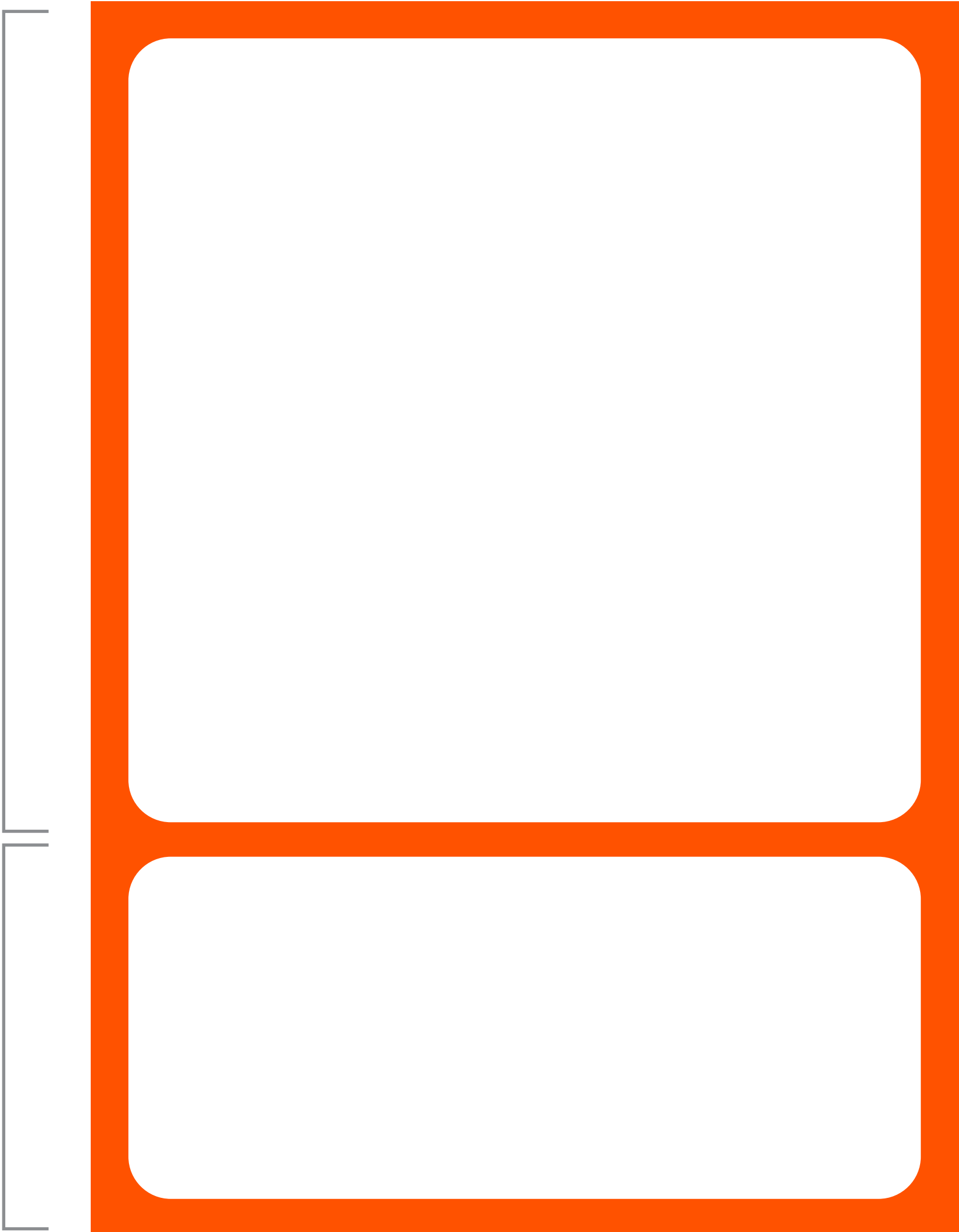
PARTNER

70:30 space sharing

This way, the brand takes 70%, which makes it clearer and bolder while the partner gets 30% space and freedom.

70

30



Posters

This way, the brand takes 70%, which makes it clearer and bolder while the partner gets 30% space and freedom.

The partner brand logo can never be placed next to or around the Swiggy logo.



Swiggy

Food you ♥, on time.

Bun
appetit!

Burgers and more at 60% off.



RX LOGO



Swiggy

Food you ♥, on time.

Bun
appetit!

Burgers and more at 60% off.



RX LOGO

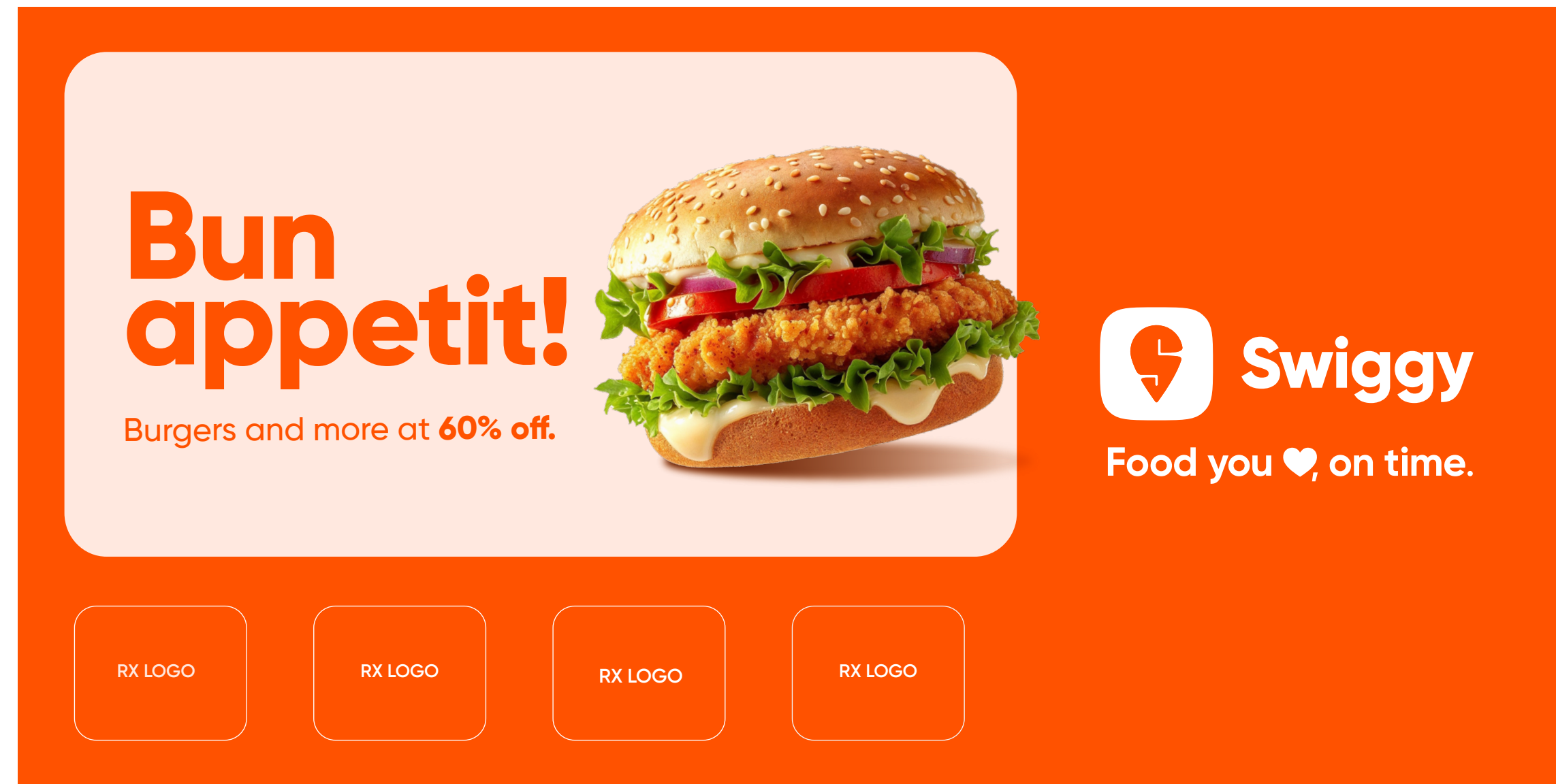
RX LOGO

RX LOGO

OOH

This way, the brand takes 70%, which makes it clearer and bolder while the partner gets 30% space and freedom.

The partner brand logo can never be placed next to or around the Swiggy logo.





Swiggy

Food you ♥, on time.

Rx partner name



Swiggy

Food you ♥, on time.



Bun
appetit!

Burgers
and more
at **60% off.**

RX LOGO



Bun
appetit!

Burgers
and more
at **60% off.**

RX LOGO

50

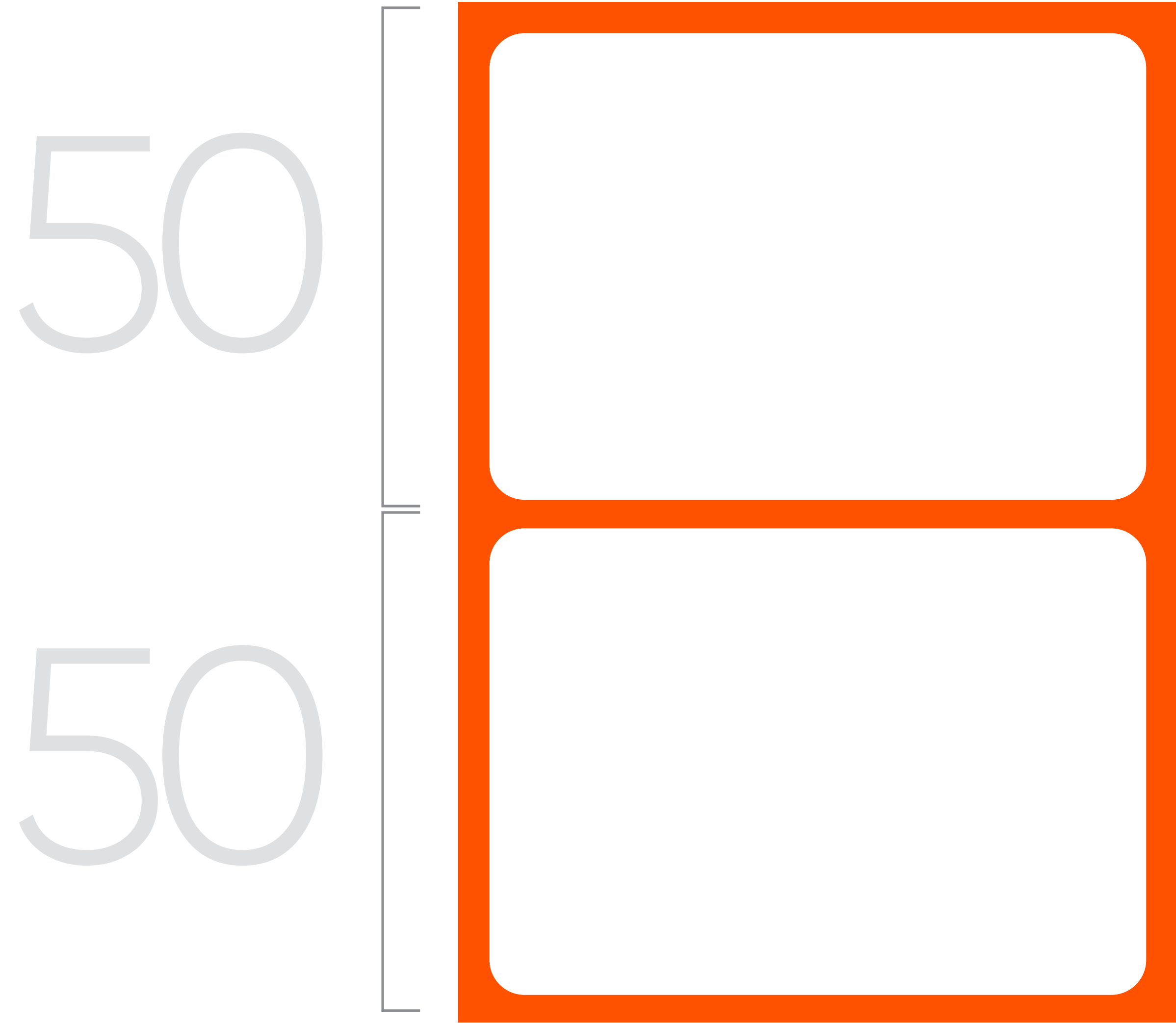
SWIGGY

50

PARTNER

50:50 space sharing

This way, the brand takes 50%, which makes it clearer and bolder while the partner gets 50% space and freedom.



Posters

This way, the brand takes 50%, which makes it clearer and bolder while the partner gets 50% space and freedom.

The partner brand logo can never be placed next to or around the Swiggy logo.

Bun appetit!

Burgers and more at **60% off.**





Swiggy

Food you ♥, on time.

Hot and Delicious

Burger

in the town

today's best deal



SAVE UP TO 50%

RX LOGO

Bun appetit!

Burgers and more at **60% off.**





Swiggy

Food you ♥, on time.

Hot and Delicious

Burger

in the town

today's best deal



SAVE UP TO 50%

RX LOGO

RX LOGO

RX LOGO

RX LOGO

Large-sized OOH

This way, the brand takes 50%, which makes it clearer and bolder while the partner gets 50% space and freedom.

The partner brand logo can never be placed next to or around the Swiggy logo.



Swiggy

Food you ♥, on time.

Bun
appetit!

Burgers and more
at 60% off.

RX LOGO



RX LOGO



Swiggy

Food you ♥, on time.

Bun
appetit!

Burgers and more
at 60% off.

RX LOGO



RX LOGO

RX LOGO

RX LOGO

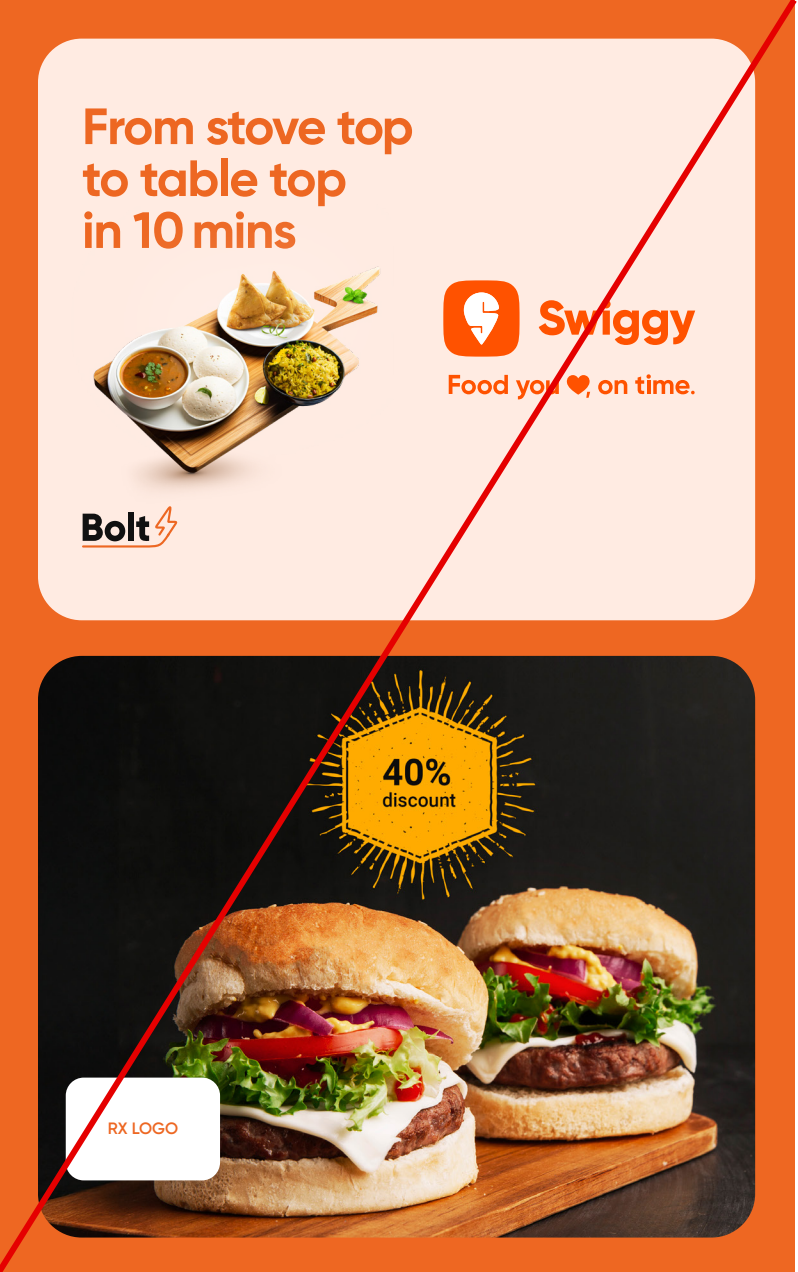
50:50 Don'ts

These are a few ways in which 50:50 space sharing should not be done as it will affect brand visibility for Swiggy.

A 50:50 split on small-sized OOH reduces brand visibility due to the limited height of the media.



A 50:50 split on small vertical OOH makes the layout awkward and doesn't align with our brand's visual style.



Avoid 50:50 space splits on platforms like Meta and Instagram—safe zones and layout constraints can make the design feel cramped.



A gate arch is not suitable for 50:50 space sharing due to its awkward shape.

30

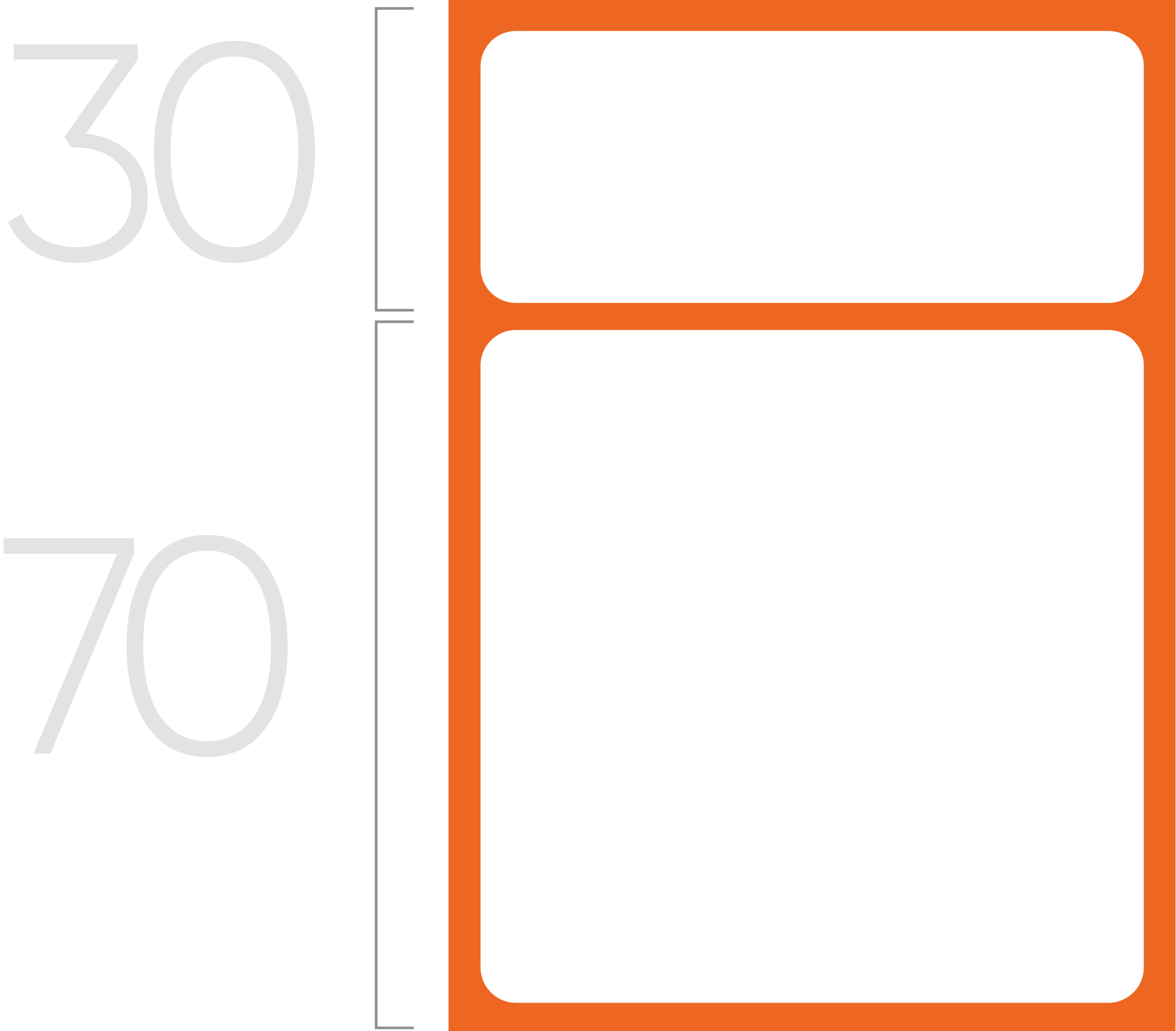
SWIGGY

70

PARTNER

30:70 space sharing

This way, the brand takes 30%, while the partner gets 70% space and freedom.



Posters

This way, the brand takes 30% while the partner gets 70% space and freedom. Swiggy Brand creative should always be placed first on top followed by partner brand.



Large-sized OOH

This way, the brand takes 30% while the partner gets 70% space and freedom. Swiggy Brand creative should always be placed first on the left followed by partner brand.



Swiggy

Food you ♥, on time.

Bun
appetit!

Burgers and more
at 60% off.



RX LOGO



Swiggy

Food you ♥, on time.

Bun
appetit!

Burgers and more
at 60% off.



RX LOGO

RX LOGO

RX LOGO

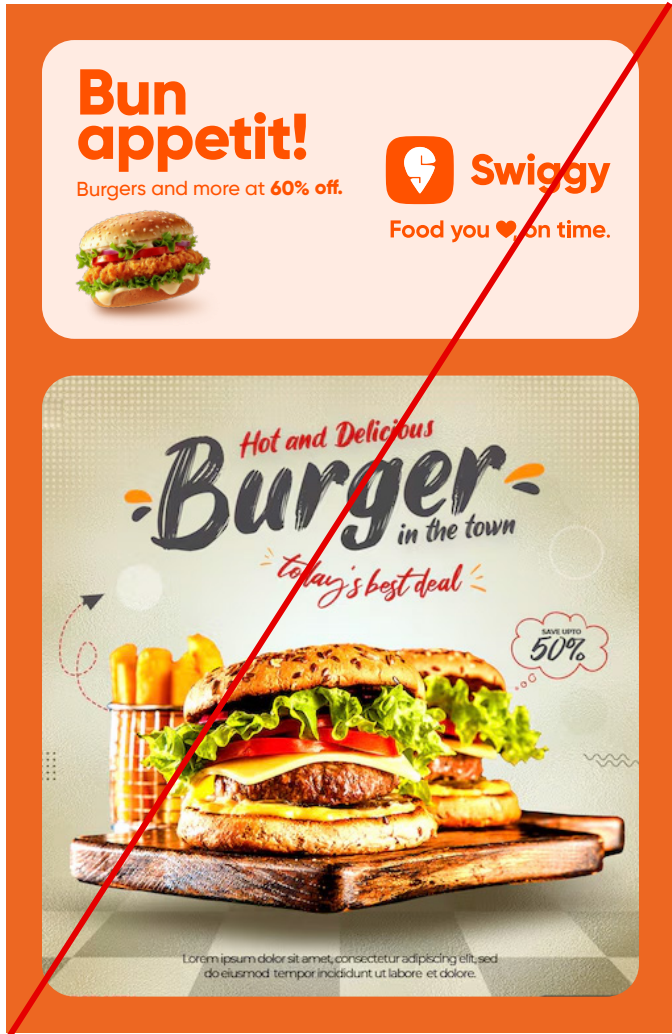
RX LOGO

30:70 Don'ts

These are a few ways in which space sharing should not be done.



Small sized horizontal OOH



Small sized vertical OOH



Gate arch

**Placing
the Swiggy logo
in partnerships/
sponsorships**

Even though Swiggy is only a partner, our brand should have clear visibility. Logo should be placed with clean sufficient space around it for the brand to stand out.

Swiggy
Logo here

Placing
the Swiggy logo
in partnerships/
sponsorships

Even though Swiggy is only a partner, our brand should have clear visibility. Logo should be placed with clean sufficient space around it for the brand to stand out.

Poster



Digital



Placing
the Swiggy logo
in partnerships/
sponsorships

Even though Swiggy is only a partner, our brand should have clear visibility. Logo should be placed with clean sufficient space around it for the brand to stand out.

Events



Placing
the Swiggy logo
in partnerships/
sponsorships

Even though Swiggy is only a partner, our brand should have clear visibility. Logo should be placed with clean sufficient space around it for the brand to stand out.

Gate Arch



Tapes and stickers

Space sharing on co-branded tapes and stickers will be either 60:40 (Swiggy to Partner brand) or 50:50 with equal space sharing.

Co-branded tapes with 50:50 space sharing



Co-branded tapes with 40:60 space sharing



Co-branded stickers



Tapes and stickers

Space sharing on co-branded tapes and stickers will be either 60:40 (Swiggy to Partner brand) or 50:50 with equal space sharing.

Co-branded tapes



06 Sub-brands

Sub-brands
space sharing

We standardize the placement of sub-brand logos to ensure consistent visibility and brand recognition, while maintaining the integrity of the overall visual and messaging framework.



Swiggy

Food you ♥, on time.

From stove top
to table top
in 10 mins



RX LOGO



Swiggy

Food you ♥, on time.

From stove top
to table top
in 10 mins



RX LOGO

RX LOGO

RX LOGO

FIN.