

brand guide
—
2019

zomato

meet our logo

well, it's more than just a logo. it is our identity, and represents us in situations as wide as a sunday brunch spread. it symbolizes our love for (and obsession with) food, and those who share this passion.



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please make sure you're using this version

(performance improvements and bug fixes over the last version)

“I think I need some space”

please leave sufficient breathing space around the logo.



Don't alter, rotate,
or modify the logo.

Don't accessorize the logo
with extra elements like speech bubbles.

Don't anthropomorphize
the logo.

The rest of the artboard is all yours to get creative. We love creativity!

colours

our black turtleneck and jeans



Cranberry red
#E23744

Text colour
#FFFFFF

zomato



White
#FFFFFF

Black
#000000

secondary units

must be legible and maintain the integrity of its form

order
by zomato

business
by zomato

runnr
by zomato

Always leave sufficient relief area around the icon. The space between the icon and wordmark cannot be changed. The space between the wordmark and the secondary also needs to remain consistent.

logo usage

must be legible and maintain the integrity of its form

There are two forms in which the Zomato logo can appear – with the wordmark inside a square, or a standalone wordmark.

01. Logo with square

This unit serves as Zomato's app and website icon.



02. Standalone wordmark

This unit is the primary brand logo and must be used across all brand assets including print, digital, and other offline media.

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logo do's & dont's

While this section doesn't cover every possible way the logo should not be used, it should help give you a pretty clear idea.

Under no circumstances should you:



do not rotate/tilt/flip the logo



do not add gradients, shadows, outline or textures to the logo



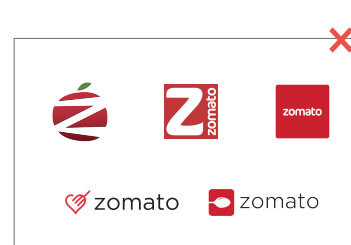
do not stretch the logo out of its proportions



do not use multiple logo units or make a pattern out of them



do not use the logo in colors other than the brand shades of black, and white



do not use our old logos in any form of communication



do not put the logo on a solid color background that interferes with the colors of the logo

Metropolis is our primary typeface

Metropolis is a clean, proportionate typeface that sits well with our design language and works well for our non-English communication as well. All our brand stationery, social media, print and BTL collateral is set in Metropolis.

Metropolis is a free, modern and geometrical sans serif font family. It's licensed under SIL Open Font License.

For transferable material such as business presentations, we use our secondary typeface – Open Sans (see next page).

Metropolis Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Metropolis Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Aa Bb

Open Sans is our secondary typeface

Open Sans is our secondary typeface, which can be used for all presentations, business proposals, and training material. Open Sans is a free-to-use Google typeface with character support for a ton of languages. You can download and install it on any computer – a simple Google search will help you find it :)

Ab

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Ab

Open Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

brand colours

Cranberry

#E23744
C 0 M 90 Y 75 K 0

Peppercorn

#2D2D2D
C 0 M 0 Y 10 K 100

Feta

#FFFFFF
C 0 M 0 Y 0 K 0

Tyrolean

#F4F4F2
C 3 M 3 Y 3 K 0

well, that's about it.

we're not asking for much. just a little respect for our logo (and a lot of love for our brand)

have questions?
hit us up design@zomato.com