Branding

Timeline

2004
"THROW AWAY THE PAPER MENUS"

2012
STREAMLINED IN-RESTUARANT PLEATFORMS RELEASED

2015
RELEASED IN 50 CITIES IN THE UNITED STATES

2017
ACQUIRES EAT24, PARTNERS WITH YELP, GROUPON, TRIPADVISOR, INTERCONTINENTAL HOTELS GROUP AND AMAZON ALEXA TO REACH DINERS IN MORE PLACES THEY'RE INSPIRED TO ORDER

2019
15TH ANNIVERSARY OF GRUBHUB

TL.png

Logo

GHRED   GHWHITE

Usage

Do not modify colors, use dimensions on lock to prevent distortion.
Maximum Logo size 450 px by 450 px. Red background logo only used in solo icon use such as
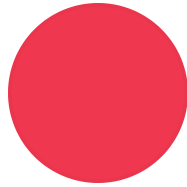mobile application icons.

Colors

Color Palette Summary

The first two colors correspond with the logo. Besides sidebars, the logored is to be scarcely used. Amaranth is reserved for backgrounds along with white, Matterhorn is an off-color black for text and Apple is the complementary color to Amaranth for things that need to pop.
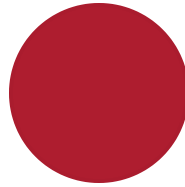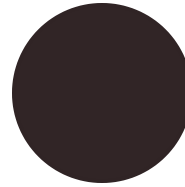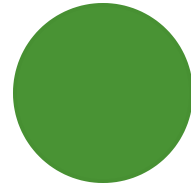
White	Logored	Amaranth	Matterhorn	Apple
#FFFFFF	#EF384F	#AE1D2F	#312526	#499334
255, 255, 255	239, 56, 79	174, 29, 47	49, 37, 38	73, 147, 52

Typography

Font

Open Sans Condensed `WEB`

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890(,.;:?!$&*)

Open Sans Condensed

Weight: **300**

Style: **normal**

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890(,.;:?!$&)*

Open Sans Condensed

Weight: **300**

Style: **italic**

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890(,.;:?!$&*)

Open Sans Condensed

Weight: **700**

Style: **normal**

Usage

HTML
1 `<link href="http://fonts.googleapis.com/css?family=Open+Sans+Condensed" rel="stylesh`

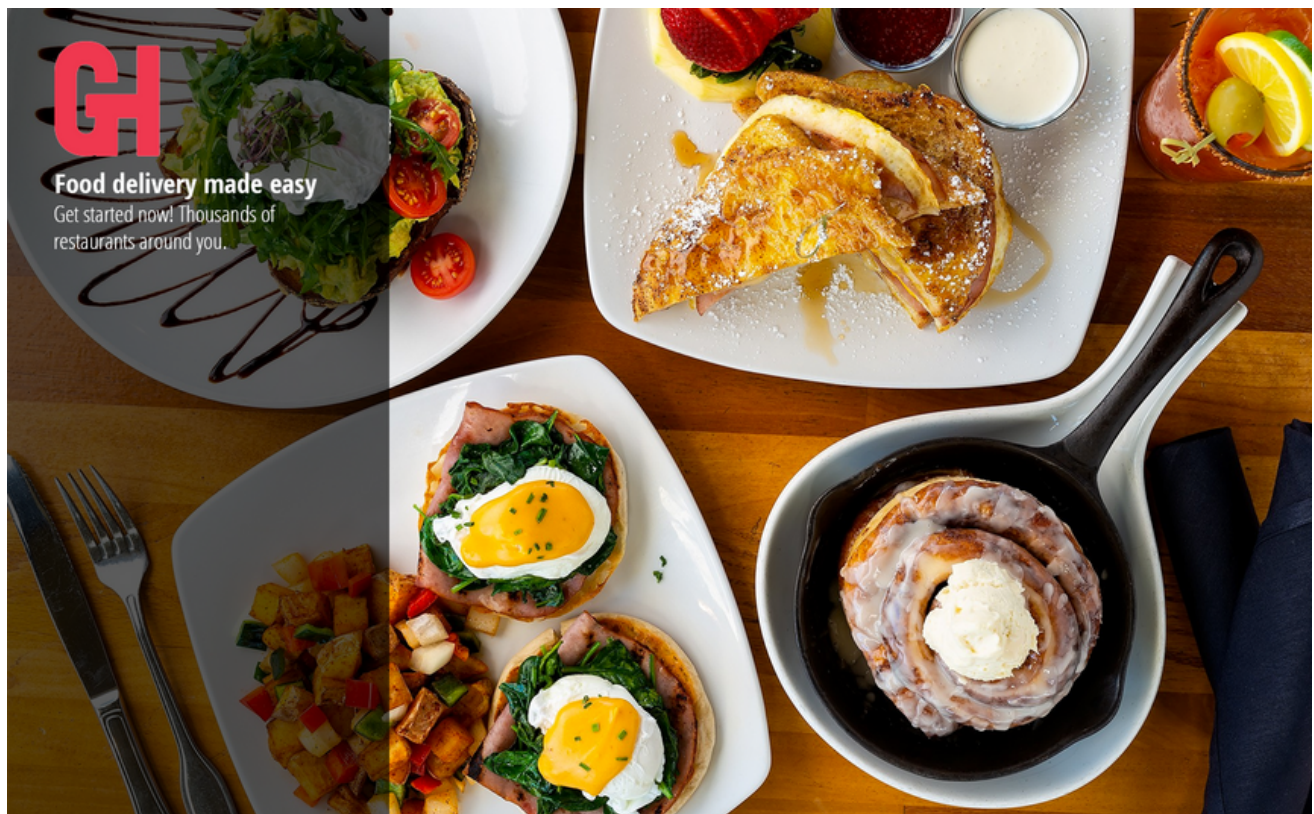| CSS |
| --- |
| 1 `font-family: "Open Sans Condensed", sans-serif;` |

Guide

For general text, use Open sans condensed. For headers use the same font with a weight of 700.

Imagery

50% opacity (with black) on image overlays. No image overlays without it.

grubhubburg.png

guidline2.png

nodooo.png

no2.png

Voice

Words we like: Delivery, Online Orders, Food
Words we don't like: Fast food, expensive, Delivery Fees