

zomato

Brand Guidelines

2022

meet our logo



zomato

🔊 Pronunciation

Zo-mah-to

well, more than a logo,
it's our **identity** — bold just like our
passion for food and
we're very proud of it

[Download Logo](#)

zomato

zomato

clearspace & minimum size



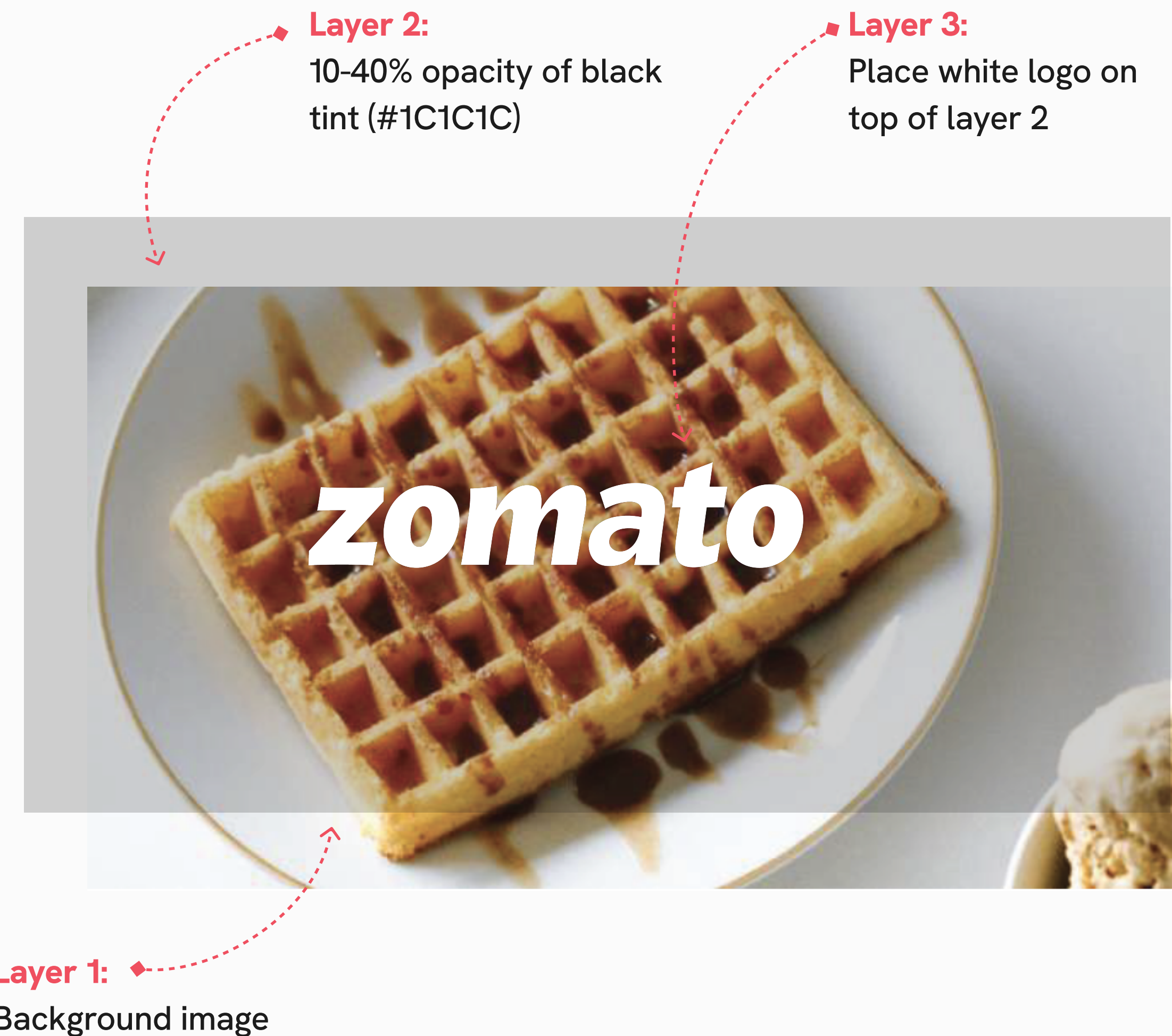
When you're using the logo with other graphic elements, make sure you give it some room to breathe. The empty space around the logo should be at least $1/2$ of the letter width and should not go smaller than **24px** height

logo usage

The logo should always either be **black** or **white**



When placing the logo on top of any background image, place a 10-40% black tint layer on top of the image, and then put the **white** logo on top of this layer



how not to use the logo

It's important that the appearance of the logo remains consistent. The logo should not be misinterpreted or modified. Its orientation, color, and composition should remain as indicated in this document – there will be no exceptions.



NO

Do not use red in the wordmark



NO

Do not apply gradients



NO

Do not rotate



NO

Do not change the colour or tone



NO

Do not distort



NO

Do not outline or create a keyline



NO

Do not apply shadows



NO

Do not apply background other than red, white or black



NO

Do not align all characters from bottom



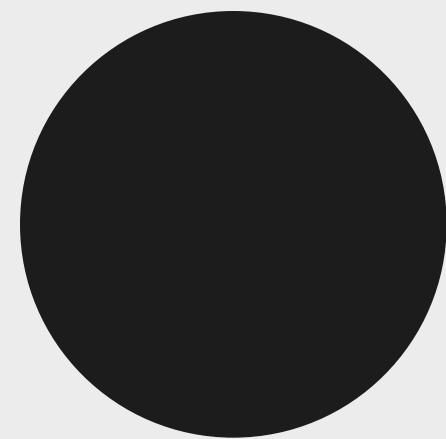
NO

Do not use any old version of the logo

colour usage



Zomato Red
#E23744
R226 G55 B68
C0 M67 Y62 K11



Black
#1C1C1C
R11 G11 B11
C0 M0 Y0 K89



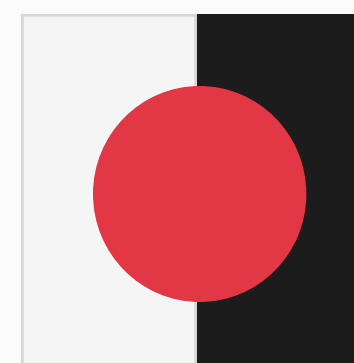
White
#FFFFFF
R255 G255 B255
C0 M0 Y0 K0

Red shades

Red 50	#FFF5F6
Red 100	#FFEDEF
Red 200	#FFDBE0
Red 300	#FFB1C0
Red 400	#FF7E8B
Red 500	#EF4F5F
Red 600	#E03546
Red 700	#BF2938
Red 800	#7D1B23
Red 900	#4F191E

Grey shades

Grey 50	#FCFCFC
Grey 100	#F8F8F8
Grey 200	#E8E8E8
Grey 300	#CFCFCF
Grey 400	#B5B5B5
Grey 500	#9C9C9C
Grey 600	#828282
Grey 700	#696969
Grey 800	#4F4F4F
Grey 900	#363636



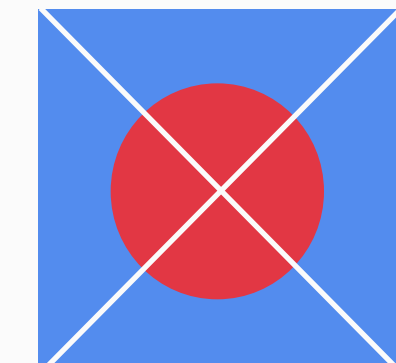
YES

Zomato Red on
black or White
background



YES

Zomato Red on
top of an image



NO

Zomato Red on
anything else

typography

Ginger

Ginger is a slightly modified version of HK-Grotesk,
an open-source sans serif typeface

[Download Ginger](#)

**Eat.
Sleep.
Crave.
Repeat.**

name usage

Never modify or abbreviate the name **'Zomato'** . Always start with uppercase **'Z'**

Lowercase **'z'** is supposed to be used only in hashtags (**#zomato**) or Zomato's social handles (**@zomato**)



Zomato

USE IN BUSINESS VERTICALS

Zomato Pro

Zomaland by Zomato

Zomato Hyperpure

Feeding India by Zomato

SOCIAL HANDLES

@zomato #zomato



zomato
ZOMATO

zomato

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