

# ad creatives' guidelines

2019

**zomato**

# 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.



# 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

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



## 02. Standalone wordmark

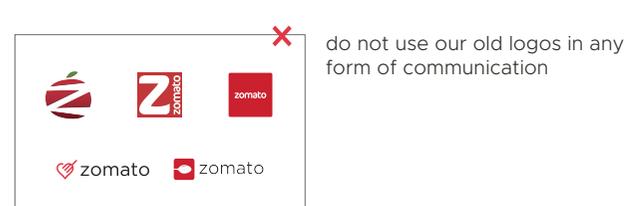
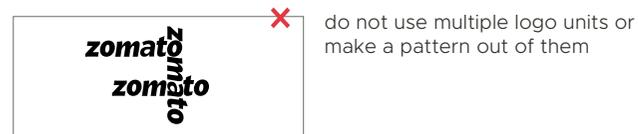
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This unit is the primary brand logo and must be used across all brand assets including print, digital, and other offline media.

**zomato**

# logo do's & don'ts

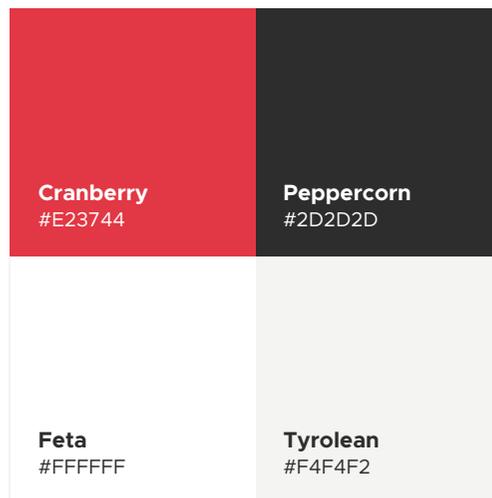
While this section doesn't cover every possible way the logo should not be used, it should help give you a pretty clear idea.



# colours

our black turtleneck and jeans

## primary colours



## secondary colours



# typeface

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

## Metropolis Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

## Metropolis Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789**

**M m m m**

# imagery

Appetising macro food shots  
with predominantly dark tones.





images that make you want to act NOW



like this one



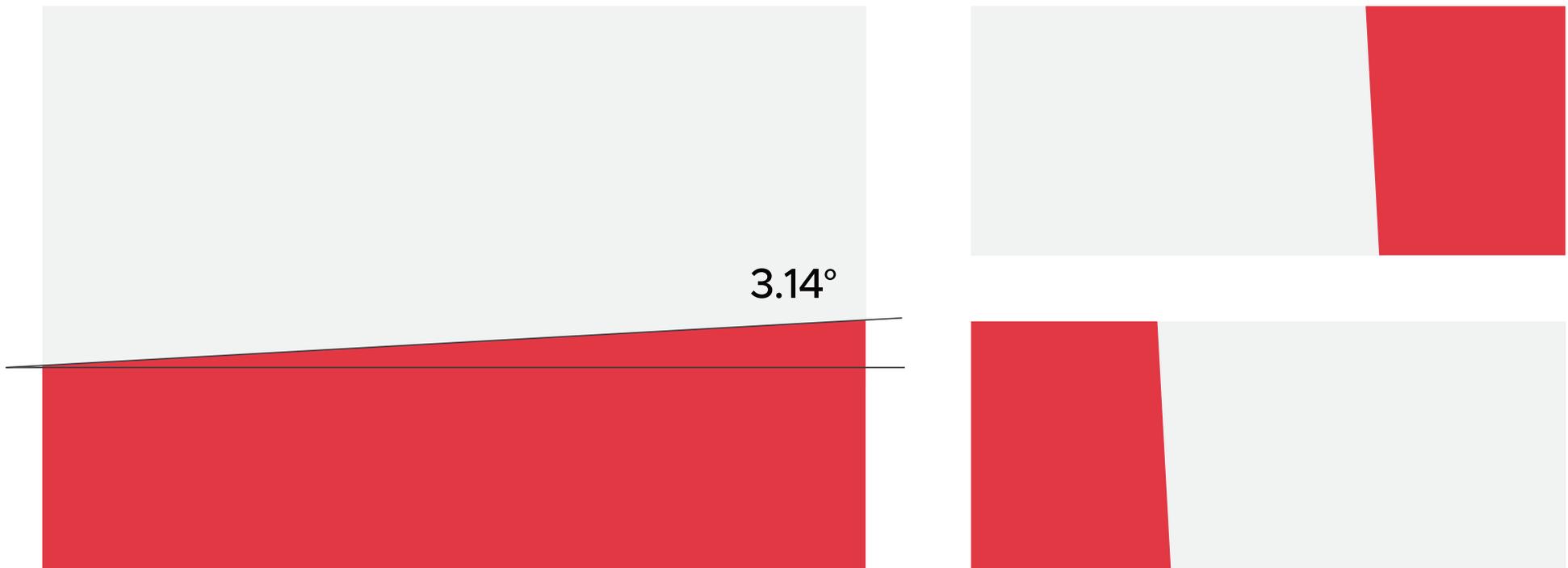
and this one.

# the slant

The slant introduces a sense of dynamism, motion and continuous improvement to our brand. The slant is used in all our collaterals – both print and web.

The tilt is set at 3.14 degrees because we just love pies.

The slant moves from left to right to symbolize that we are going upwards.



# slant usage

The slant is mandatory across all collaterals—print and web. Except when the creative is all red.

There could either be one or two slants depending on the composition of the image.



you hungry yet?

enjoy **50% off** at hundreds of restaurants  
use code **NEW50**

order online on **zomato**

Pay half on your first order!

**GET 50% OFF**

USE CODE **NEW50**



order online on **zomato**

get full plate on **half price**



**GET 50% OFF**

USE CODE **NEW50**

order online on **zomato**

# creatives - don'ts

We all have to agree that illustrations do really pop-out and they look nice.

Yet, they don't evoke any emotion of hunger or want. They do get the message across but seem *kiddish*.



# creatives - do's: digital ads

The food shots in the ads must look appetising. The motive is to make aspirational ads. Offer units should be simple and effective for the text to be legible. Try not to overcrowd the creative with too many elements together.



# digital ads: event specific

The food shot should be the emphasized element of any ad. Vectors should only be used as a supporting element *if need be* like in the examples below:



**TASTE THE CRICKET**

**50% OFF**

order online on **zomato**

This digital advertisement features a dark background. In the top left, the text "TASTE THE CRICKET" is written in a bold, white, sans-serif font. In the top right, "50% OFF" is displayed in a similar bold, white font. The central focus is a white bowl filled with a pasta dish, garnished with fresh green herbs. Behind the bowl, there are red silhouettes of three cricket players in various poses, one holding a bat high. The bottom of the ad is a solid red banner with the text "order online on zomato" in white, where "zomato" is in its signature bold font.



**BUY 1 GET 1**  
\* MIDNIGHT PARTY \*

order online on **zomato**

This digital advertisement has a dark purple background with scattered yellow starburst graphics. At the top, the text "BUY 1 GET 1" is in a large, bold, white font, with "MIDNIGHT PARTY" in a smaller, italicized white font below it. The central image shows two identical burgers on wooden boards, separated by a white plus sign. Each burger has a sesame seed bun, lettuce, cheese, and a patty. The bottom of the ad is a solid red banner with the text "order online on zomato" in white, with "zomato" in its signature bold font.

# digital ads: benefits/cuisine

Find a clean way to represent them seamlessly.



- FOR THE -  
**RUSH HOURS**

**50% OFF**  
CODE **NEW50**

order online on  
**zomato**



**50% OFF**  
USE CODE:  
**NEW50**

order online on  
**zomato**

# digital ads: dishes & meal-time specific

The vectors should be picked carefully in a way they only enrich the food shot. They must sit well with the design. By looking at an ad, the user should just see the following — (affirming copy,) food, offer and CTA.

The ads should look classy and modern.



**PASTA-LA-VISTA  
BONANZA**



**50% OFF**  
CODE **PASTA**

order online on  
**zomato**



**PARTY NIGHT?**



**50% OFF**  
CODE **PASTA**

order online on  
**zomato**

# digital ads: restaurant specific

The square ad should be 1080x1080px to meet these guidelines.

## KNOWN BRANDS



Restaurant's logo color

Restaurant logo in a circle/square/rectangle shape

Appetising food shot with dark background

## LOW-KEY BRANDS WITHOUT A LOGO

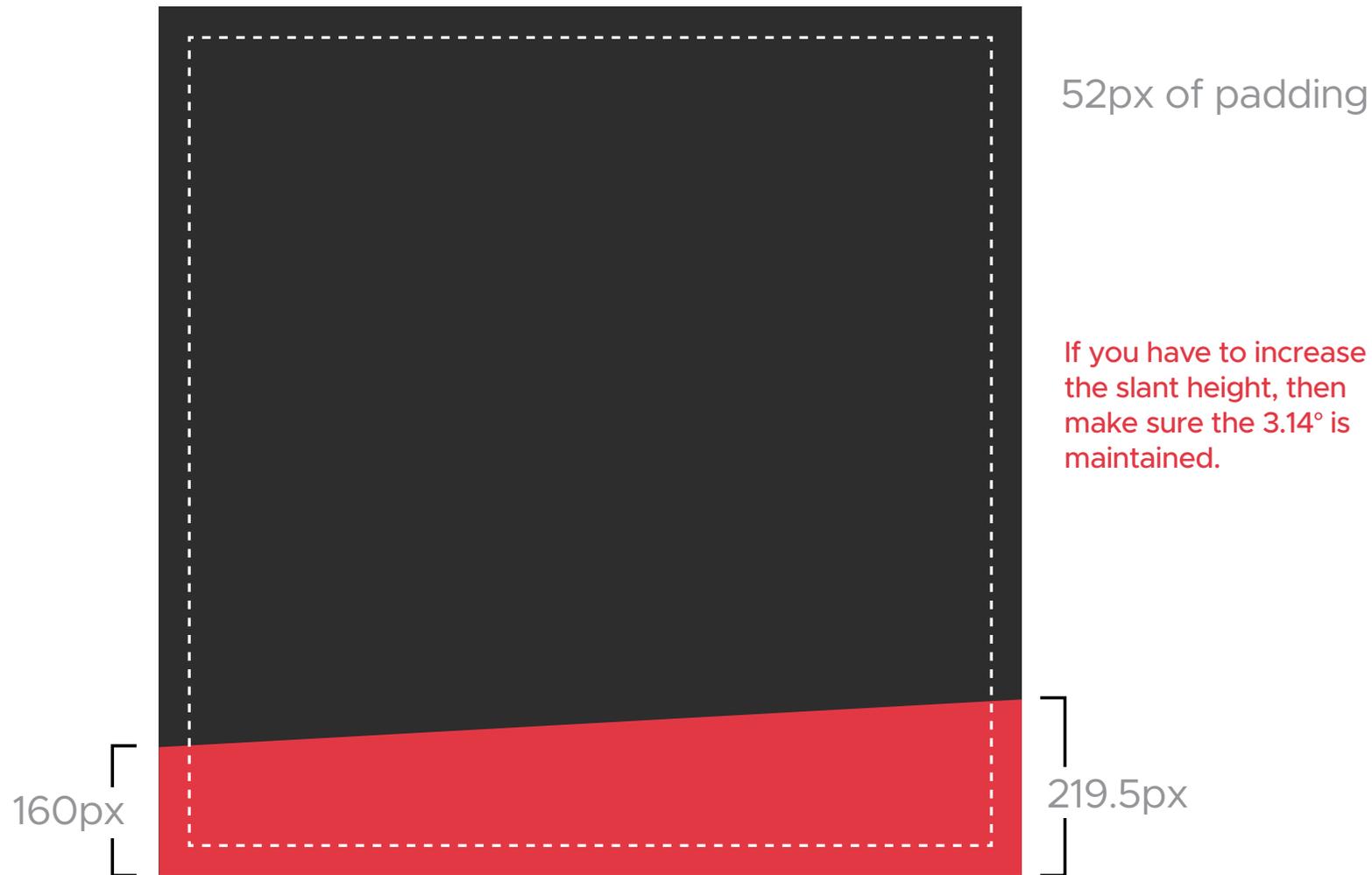


Restaurant name in a box to make it look like a logo

Any layout which looks good with the image's composition

# Facebook Carousel: basic layout

The square ad should be 1080x1080px to meet these guidelines.



# Facebook Carousel: O2 unit

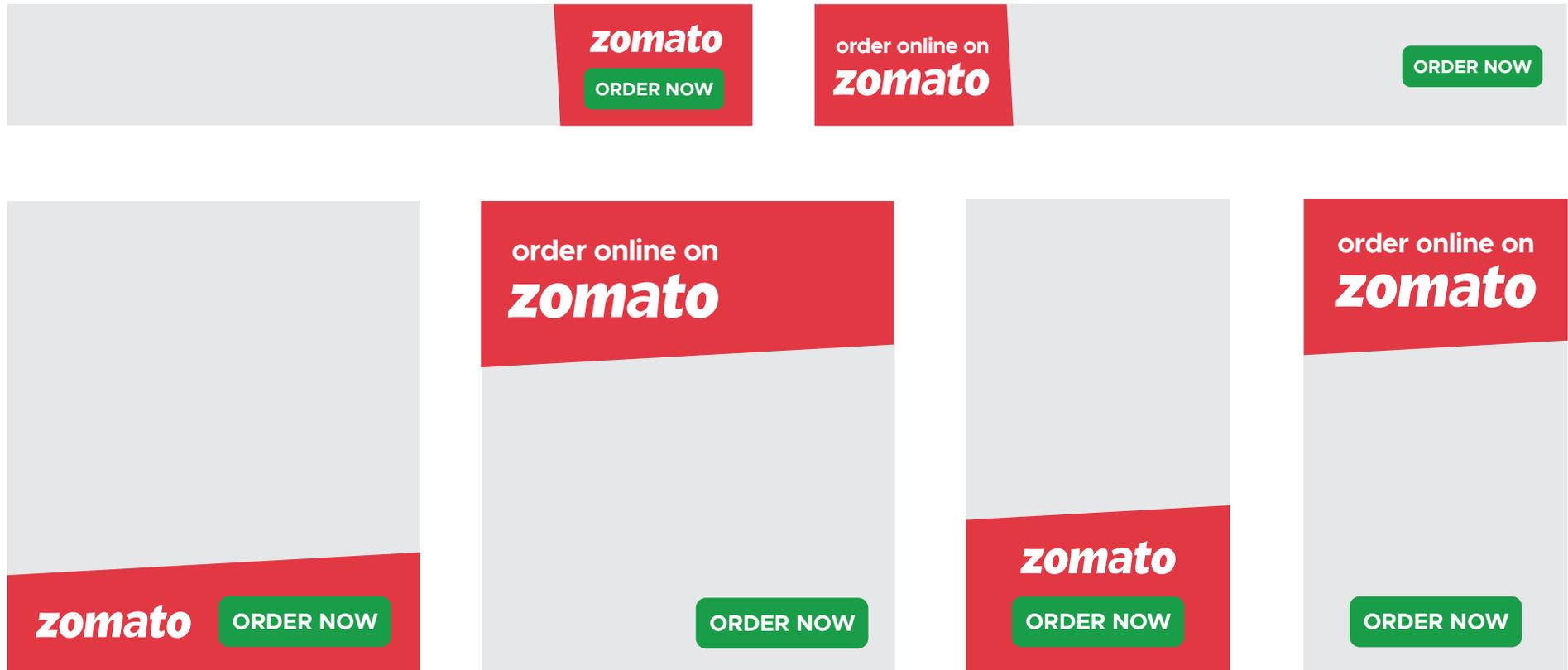
The square ad should be 1080x1080px to meet these guidelines.



# Google Display Ads

All small-sized GDN ads must be in .GIF format.  
They should be designed in a way that the file is as light as possible.

The layouts should include must-have units at all time intervals



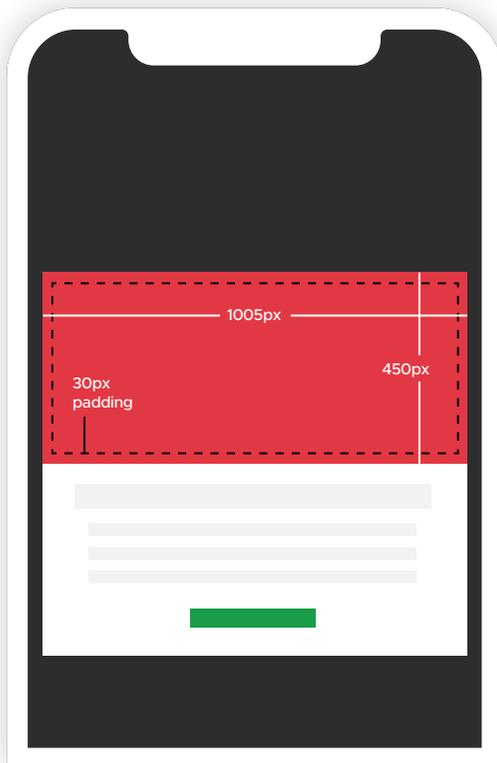
# pop and email header

A pop creative should be selected in a way that it co-relates with the copy. There is not enough space for multiple elements. So, keep the creative minimal.

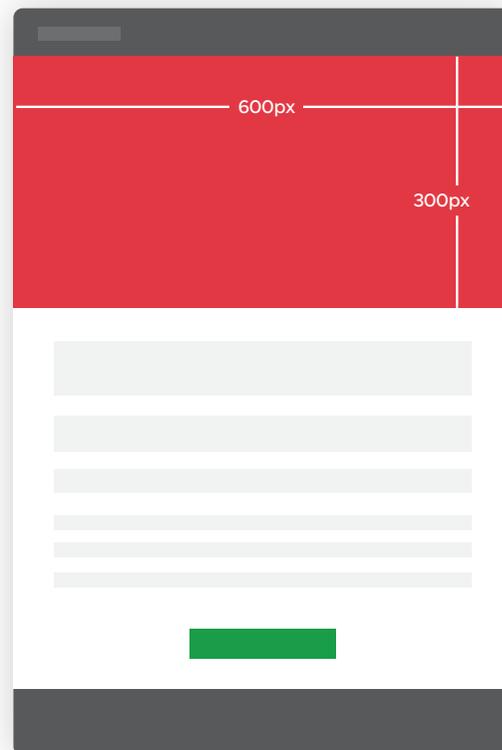
If the idea can be conveyed by just a food shot, nothing like it. Try nailing concepts by using food shots in a creative way.

For ex: Pay-day can be represented by using an appetising shot of pizza. And the message could be: **Payday? More like yay-day!**

## Pop:



## Email header:



## Examples:

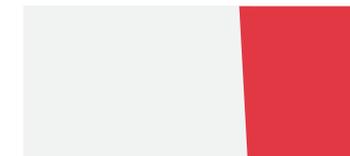


All image



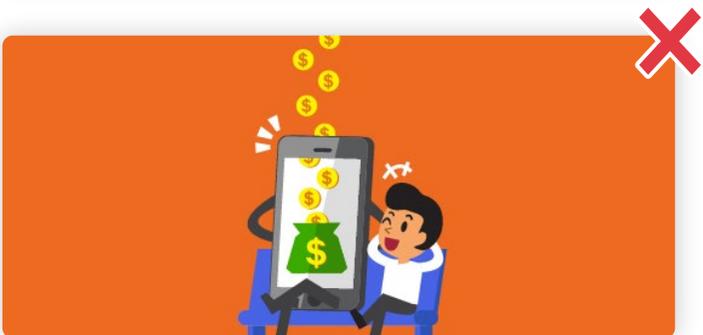
Copy and dark food shot. Copy can be on the left or right.

Although slant is not mandatory in pop & header...



...but it can be included on the left and right.

# pop and email header: don'ts



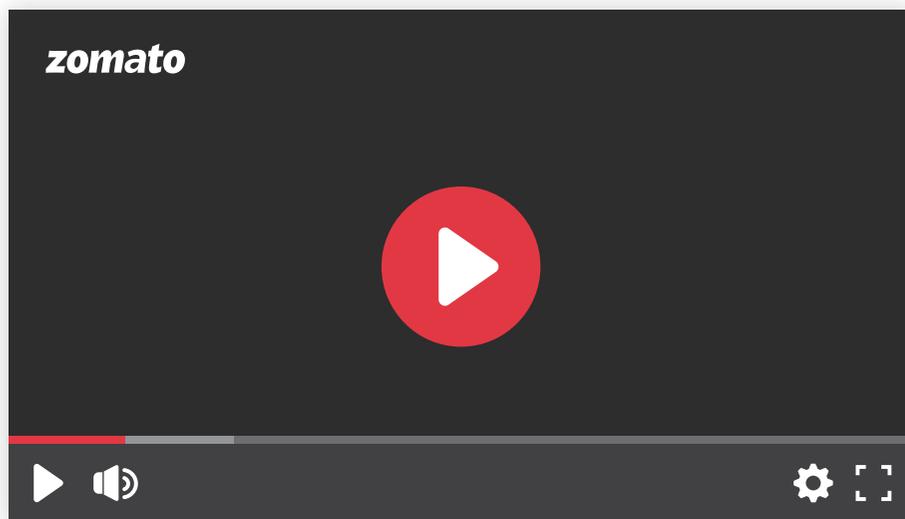
— This idea can be conveyed without the vectors also.

# videos layout

1. A 6-second video ad can be created in two ways:
  - a. 3.5 to 4 seconds of food shot footage + 2 to 2.5 seconds of red frames which would include discount, code, O2 message, Zomato logo and download app message, if required.
  - b. 2 seconds of video ad + 2 seconds of code (can be overlaid on the footage) followed by the O2 message and download app message, if required.

Please note: The video should always end with the discount + code + O2 message.

2. The discount and code unit should be animated in such a way that it's subtly noticeable.
3. The video must include Zomato logo at all intervals on the top left.
4. The slant is NOT mandatory for videos.



YOUTUBE



INSTAGRAM POST

# typography

A font can completely change the meaning of a word. It can give an identity to it. They have the power to make or break the design. If chosen carefully, a font alone can influence the whole design.

Below are some options to choose from.

## 1. METROPOLIS

2. Open Sans

3. HELVETICA

4. BEBAS

5. Didot

6. Billy

7. *Lobster*

8. CUBANO

9. ***FUTURA***

10. Circular

# that's all, forks!

questions? mail us on [btl@zomato.com](mailto:btl@zomato.com)

***zomato***

# Google dynamic ads



**zomato** [ORDER NOW](#)

 Behrouz Biryani 4.2/5

**50% OFF**

When Brand logo is available



**zomato** [ORDER NOW](#)

 Behrouz Biryani 4.2/5

**50% OFF**

When Brand logo is not available