Brand guidelines

foodora

Welcome to the foodora brand guidelines, your everyday guide to creating consistent, compelling and uniquely foodora brand comms. In here, you'll find everything you need, from how to deploy our look and feel, to how to write in our tone of voice.

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Logo

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Our logo is the centrepiece of our brand. It's bold, unique and, most importantly, ours. Please use it often, wisely and well. On the next few slides, we'll explain how.

Logo Overview

Our logo represents us everywhere our brand shows up in the world. No need to lock it up with any other symbol or icon – it's a lone wolf.

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Logo Color

These are the colour combinations we can use for our logo when placed on light, dark and coloured backgrounds.

Whenever possible we use the Light Lemon Yellow logo on the Cherry Pink background and reverse them out when an alternative is needed.

However, the white and black logos can be used on dark or light backgrounds when the primary logo colours don't provide enough contrast.
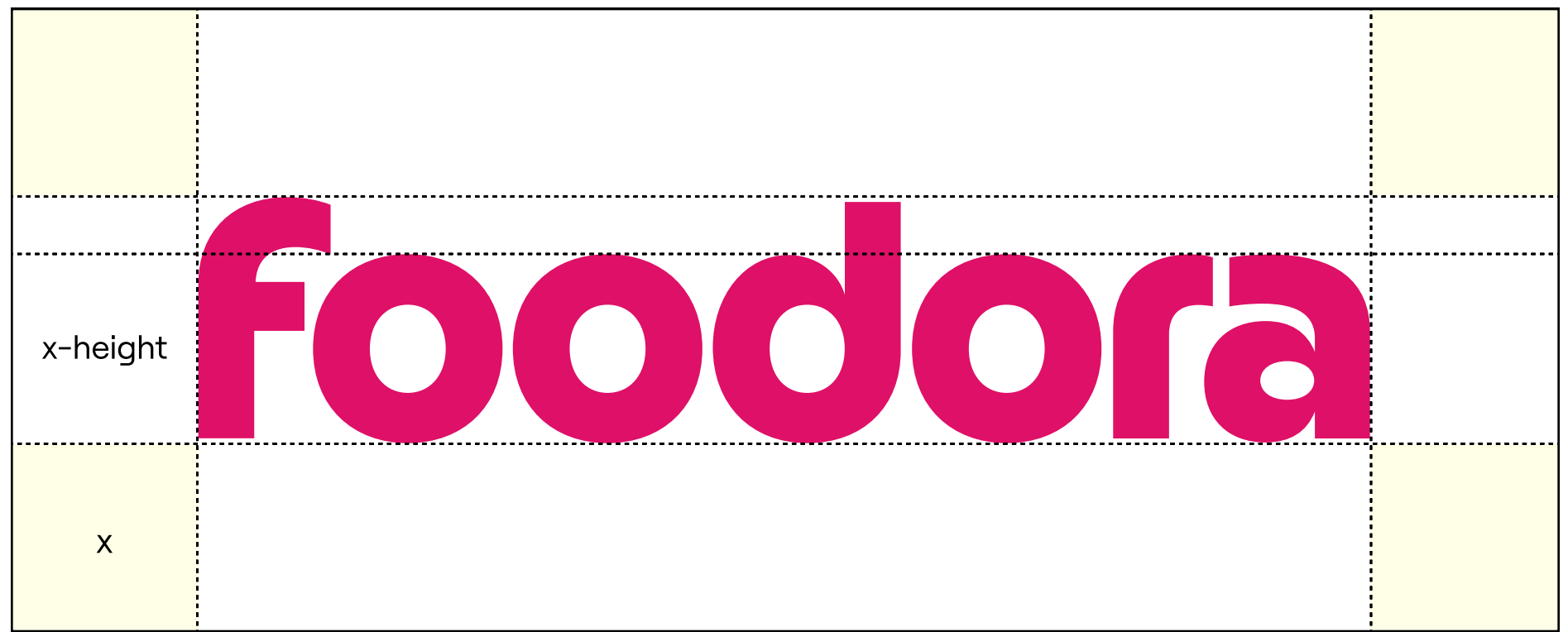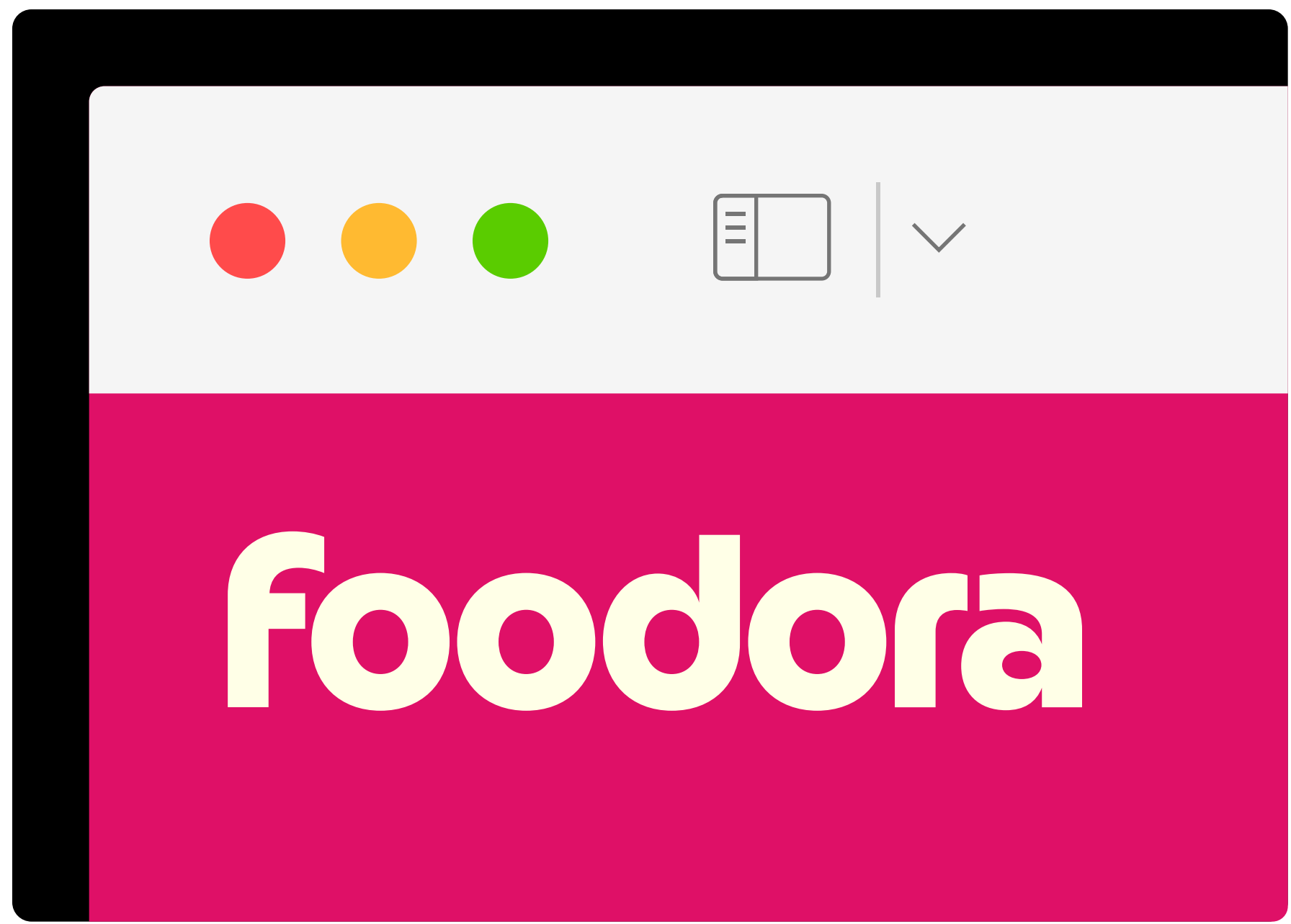
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Clear space

We always leave clear space around our logo and our symbol to ensure consistency and give our logo room to breathe.

The logo has a bounding box that we keep clear of other graphic elements or logos. When in doubt, leave more space rather than less.

The clear space around our wordmark is determined by the x-height of our wordmark.

x-height

x

Digital minimum size: 100px width

Print minimum size: 20mm width

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Sub-Brands:
Overview

Each of our sub-brands have their own logo, which is typeset as uppercase and in Right Grotesk Wild Bold.

foodora RIDER

foodora MARKET

foodora PRO

foodora GO

foodora RIDER

foodora MARKET

foodora PRO

foodora GO

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Sub-Brands:
Sizing

When designing a new sub-brand logo please follow the following sizing guidance.

For sub-brands with names that are wider than the foodora logo, please keep the height to 90% of x.

Regular

Longer names

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Positioning

In communications, we position the logo according to the positioning and alignment of copy. It can be placed in the corners of our containers or center aligned when we have larger type size.

Sharing's caring.

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Live life well-seasoned.

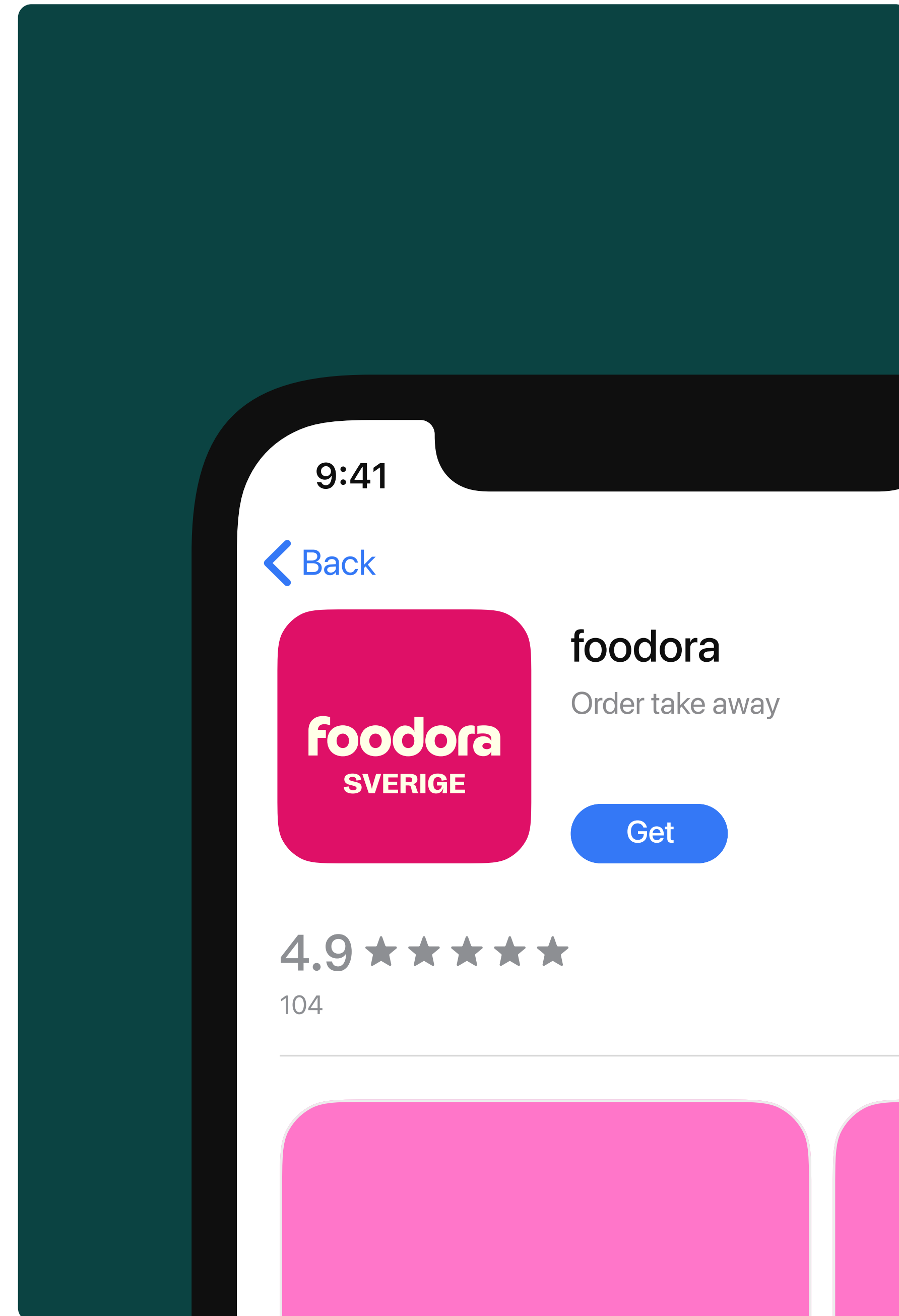foodora

Lunchtime done better on every level.

Yes, you can.

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App icon

As you can imagine, we don't want our app icon to look overly crowded. Leave a space equal to the **o** in wordmark on both sides of the word. Make any additional lines 50% of the foodora cap height.

foodora
SVERIGE

foodora cap-height = C
50% of C
50% of C

9:41

< Back

foodora
SVERIGE

foodora
Order take away
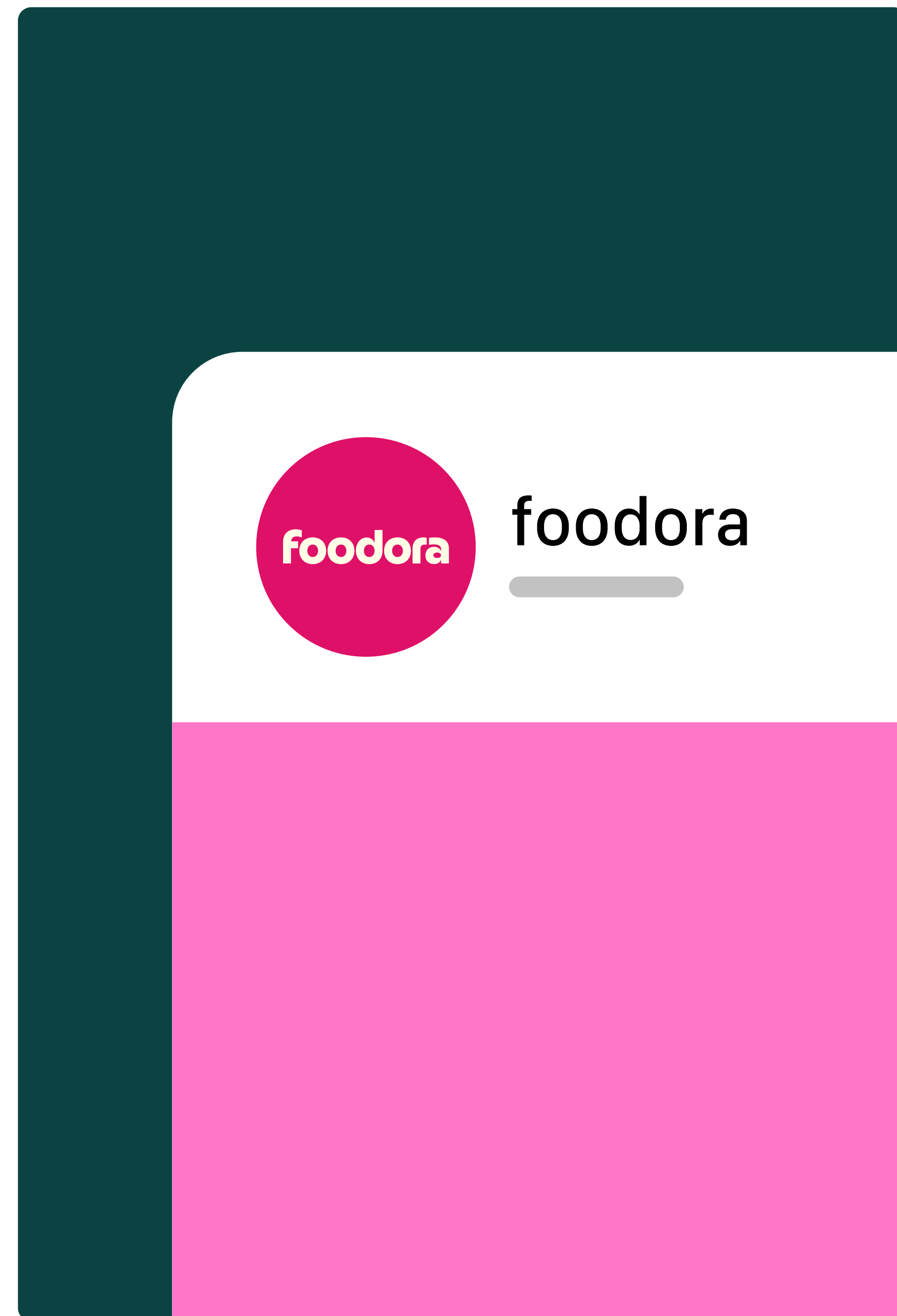
Get

4.9 ★★★★★
104

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Social Media Icon

We, like everyone, like to look good on social media. Leave the space equivalent to an **o** in the wordmark on both sides of the word, and make sure to respect the clear space around it.
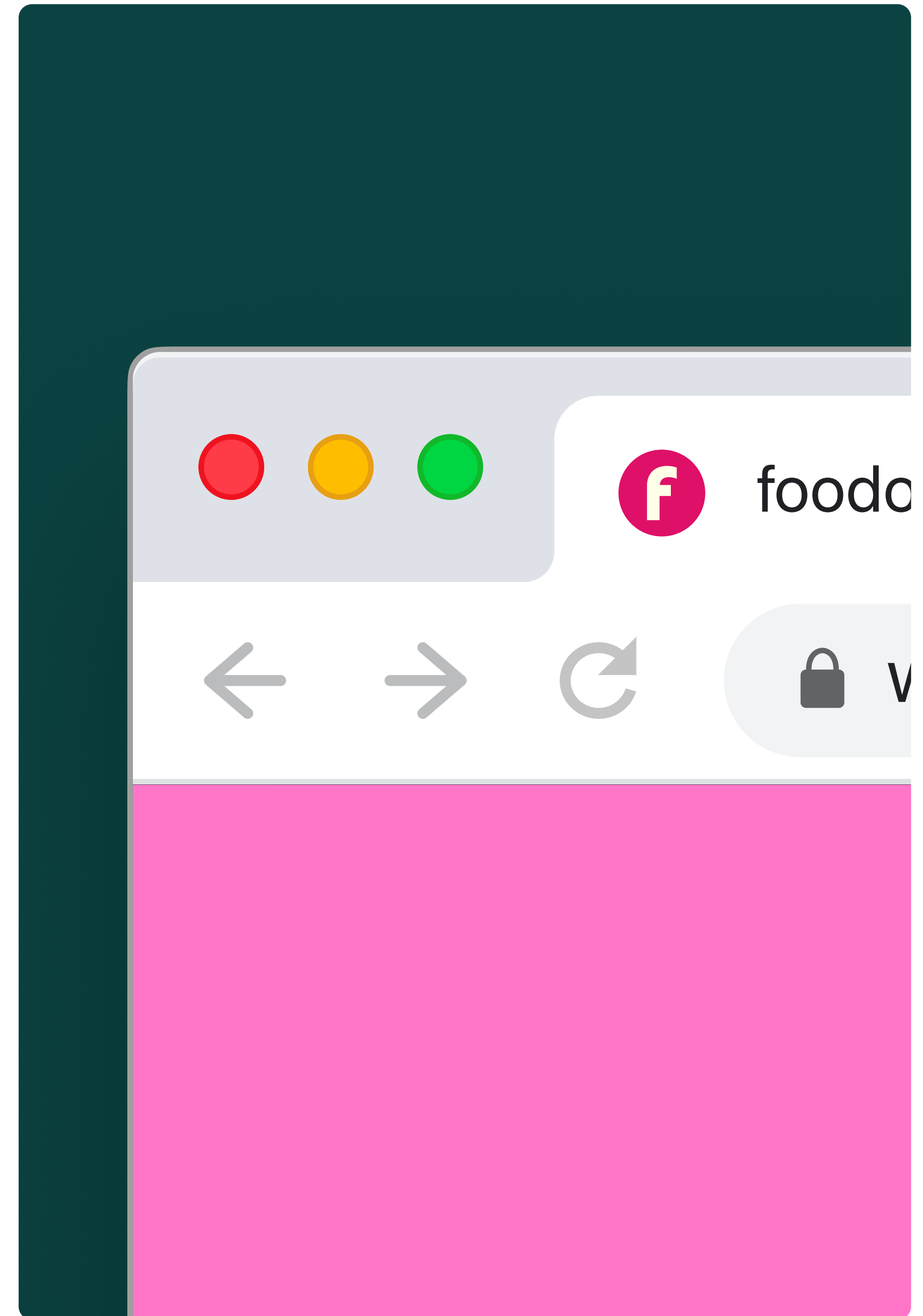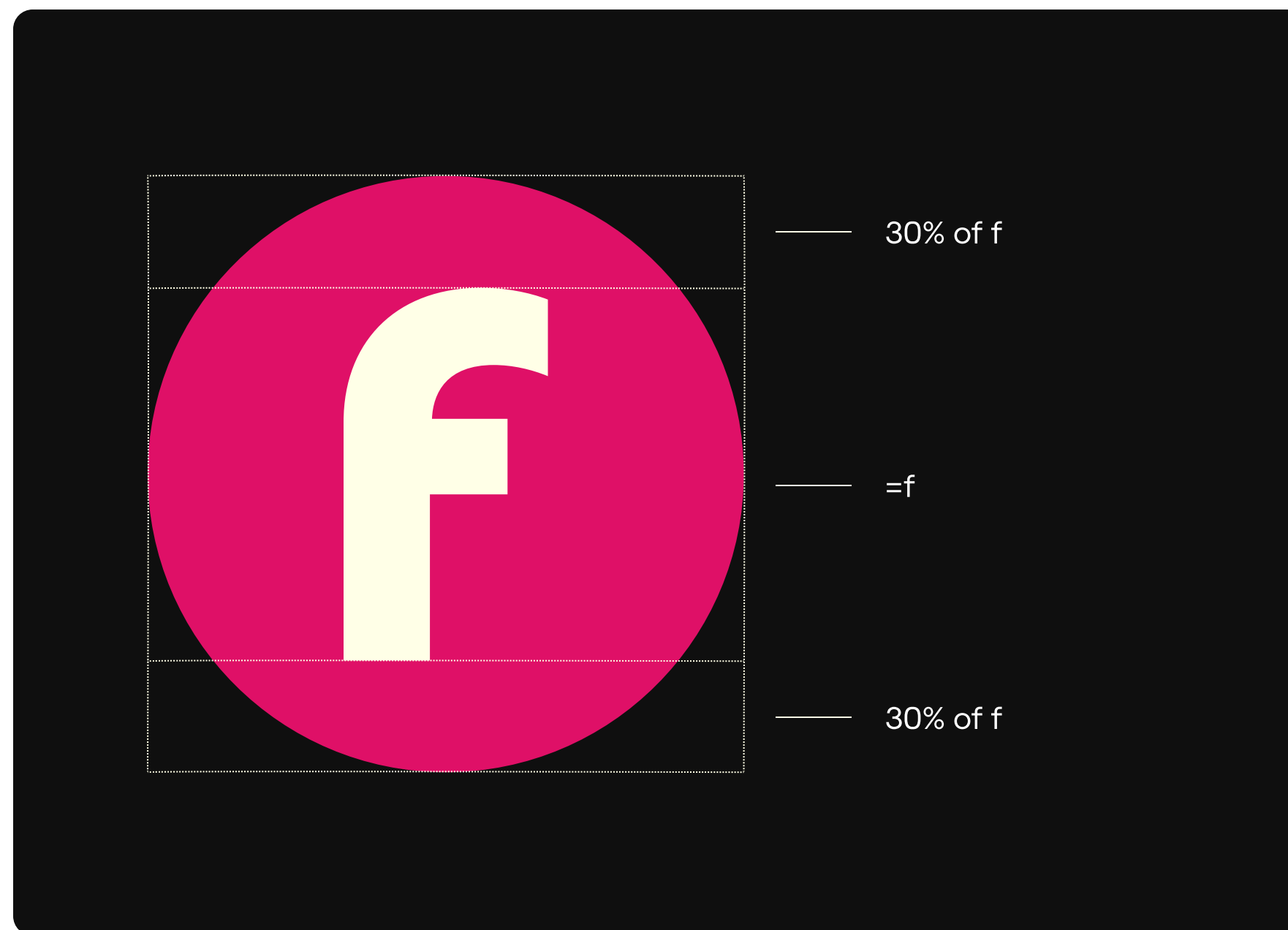
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Always respect the established clear space around the wordmark.

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Favicon

Leave a clear space equivalent to 1/3 of the F letter top and bottom.

30% of f

=f

30% of f

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Logo Container

Logo containers are useful for when more emphasis needs to be placed on the logo, or if it needs to stand out against a busy background.

We create these by adding our logo to one of our packaging shapes.

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Logo Container: Sub-Brands

Our sub-brand logos can also be contained within packaging shapes.

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Logo Container Usage

On this page we have outlined the most common use cases for logo containers.

On UI with dark mode functionality such as email.

For illustrative purposes.

To stand out against co-brand colours.

For legibility on busy photography.

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Logo Misuse

We're put a lot of love and care into our logo, please help us in our mission to keep it looking its best at all times. Please refrain from the following now and forever.

If you have questions about a non-standard use of the foodora logo assets, please contact the brand team.

⊗ Do not stretch the logo

⊗ Do not customise the logo

⊗ Do not outline the logo

⊗ Do not use multiple colors on the logo

⊗ Do not rotate the logo in any way

⊗ Do not make the logo illegible by placing it over a .busy image

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Typography

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We pair Right Grotesk and Roobert to bring our brandspeak to life. It's a clean and lively pairing, like gin and tonic.

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Primary Typeface

Our headline typeface, Right Grotesk, adds big font-size personality to our brand.

We use one weight of this typeface for display copy and headlines: Compact Black.

In extra special cases we can use Compact Regular.

Right Grotesk can be purchased here:
www.pangrampangram.com.

AaBbCc

Lunchtime done better at every level.

Compact Regular

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@#$%^&*

Compact Black

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@#$%^&*

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Secondary Typeface

Our supporting typeface is Roobert by Displaay Type Family.

We use three cuts of Roobert: Regular, Semibold and Bold, with Regular being the primary choice.

Roobert can be purchased here:
www.displaay.net

AaBbCC

Lorem ipsum dolor amet, consectetur adipiscing elit. Maecenas rutru, neque.

Regular

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@#$%^&*

Semibold

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@#$%^&*

Bold

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@#$%^&*

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Hierarchy

Always create a clear typographic hierarchy like shown in this example. The headline typeface, supported by body copy and a CTA, promote focus and help readers navigate content with ease.

Set headlines using 90% leading. When creating large-format applications, use your discretion to determine the appropriate leading.

Get a taste of the sweet life.

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Welcome
Donec tempus pellentesque nibh vel luctus. Nullam amist. dignissim, fermentum magna.

Order now

Headline
Right Grotesk Compact Black
Leading: 90% / Tracking: 0%

Subheader
Right Grotesk Compact Black
Leading: 90% / Tracking: 0%

Body copy
Roobert Regular & Bold
Leading: 115% / Tracking: 0%

CTA
Roobert Semibold
Tracking: 0%

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System Alternative

Sometimes the brand typefaces won't be available, like when we're using Google Slides for instance. If that's the case, we fall back to Impact and Arial.

Get a taste of the sweet life.

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Welcome
Donec tempus pellentesque nibh vel luctus. Nullam amist. dignissim, fermentum magna.

Order now

Headline
Impact Regular
Leading: 100% / Tracking: 0%

Subheader
Right Grotesk Compact Black
Leading: 100% / Tracking: 0%

Body copy
Arial Regular and Bold
Leading: 115% / Tracking: 0%

CTA
Arial Bold
Tracking: 0%

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Type alignment

Here are a few examples to help you align your copy. These are suggestions rather than definitive rules. Have fun but please keep legibility, consistency and clarity in mind when creating something new.
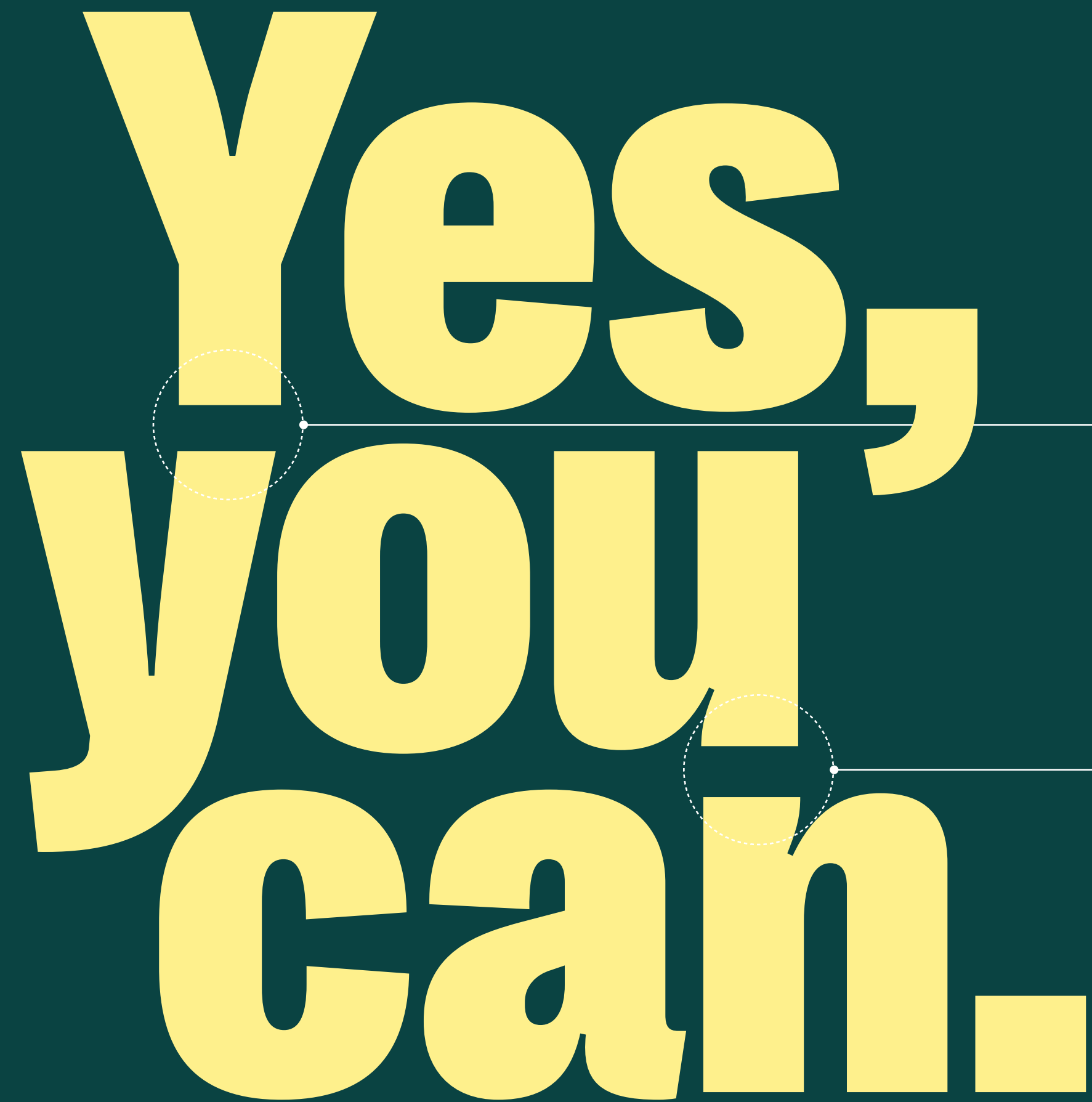
Sometimes we center align headlines.

Sometimes we are left aligned.

Sometimes we stack our type.

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Stacking type

Sometimes we need our type to add extra layers of expression to our messaging.

This is where our stacking-type design comes into play. Just like a juicy burger stacked high with tomatoes and onion, it gets people excited to order with foodora.

Yes, you can.

Lorem ipsum dolor amet, consectetur adipiscing.

Headlines
We only ever use our Stacking type approach with our headline font, Right Grotesk.

Based on centre aligned text, we stack typography horizontally. This works best for short headlines.

Alignment
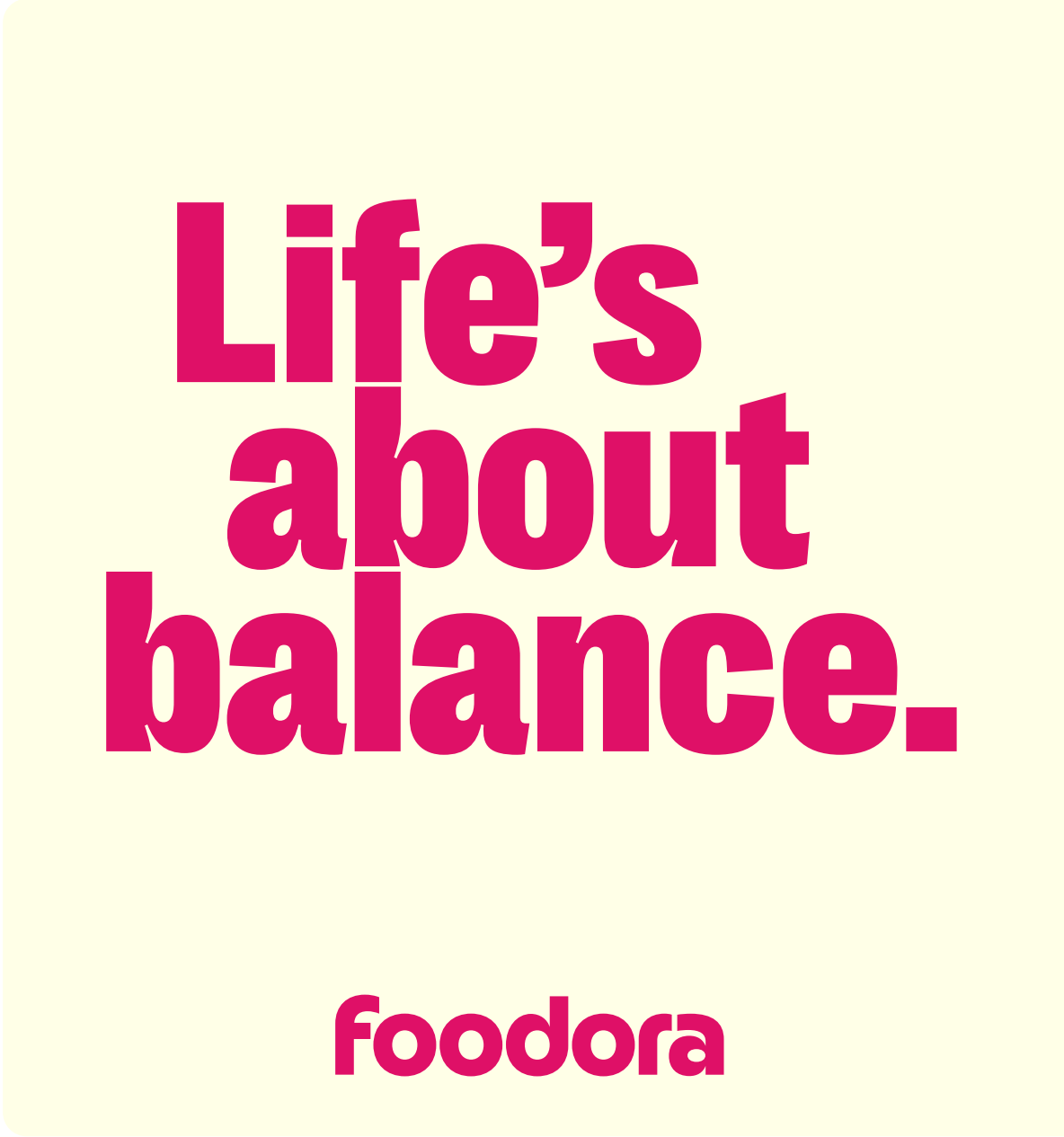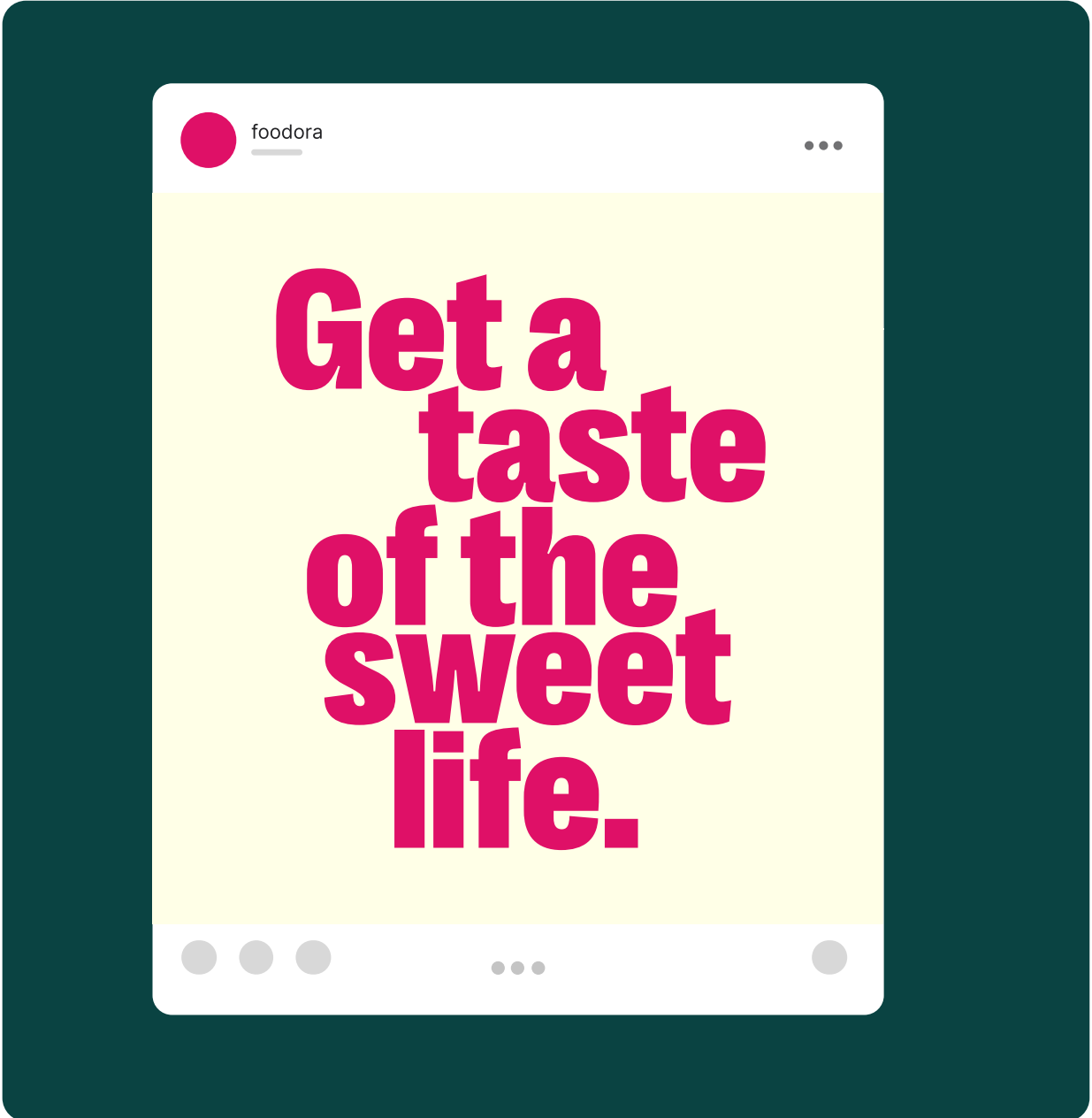When possible, we try to find some alignment between the ligatures of the letters.

The line height for these type applications varies on the font size and usage. Therefore it has to be adapted optically by the designer.

Body copy
Whenever we pair Stacking type headlines with body copy, our body copy text should be centre aligned.

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Stacking type examples

On this page you can find a few examples of how our stacked type stacks up.

Yes, you can.

2 for one

easy social cocktail co.

super strawberry negroni

11.3% abv | 150ml | shake well

easy social cocktail co.

super strawberry negroni

11.3% abv | 150ml | shake well

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Get a taste of the sweet life.

foodora · 1 h

A big day deserves a big burger.

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Send message

Life's about balance.

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Colors

When applying our brand colors to type, always make sure what you're doing is legible. Do not layer light or dark colours in a way that would damage legibility please.

These primary colour combinations are a good place to start.

Header
Subheader
Paragraph

Header
Subheader
Paragraph

Header
Subheader
Paragraph

Header
Subheader
Paragraph

Header
Subheader
Paragraph

Header
Subheader
Paragraph

Header
Subheader
Paragraph

Header
Subheader
Paragraph

Header
Subheader
Paragraph

Header
Subheader
Paragraph

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Typography Misuse

Please follow this guidance when working with type to ensure clarity, legibility and brand consistency.

⊗ Do not obstruct headlines too much

Life's about balance.

MILK TO YOUR COOKIES

MAKE LEMONADE

AWESOME SAUCE

FRIES AND GOOD VIBES

⊗ Do not make unbalanced looking stacks

Get a taste of the sweet life.

⊗ Do not use right-aligned text

Get a taste of the sweet life.

⊗ Do not use low contrast colours

Life's about balance.

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Color

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Color adds bright, positive and memorable energy to our brand. We lead with pink, and pair it up with a series of harmonious and contrasting secondary colors. Together, these confident tones help us catch the eye and keep it on us.

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Brand color

If we could remake the world, we'd paint the sky Cherry Pink.

This shade is our lead color always and everywhere. It makes our communications instantly recognizable as ours, and it's one of our most vital brand assets, so use it liberally. Whenever we're creating a brand communication, pink should be a part of it.

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Colour Palette Overview

Our brand palette is made up of Cherry Pink and its backup singers. Using these colors together helps us be memorable, consistent and recognizable. We use our optimistic, positive brand palette across all communications.

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Primary Palette

These are the three core colors that help define us as a brand. They are the foundation of our visual identity, synonymous with foodoras' heritage and celebrate our passion for food.

We only use CMYK and Pantone colors in print. Pantone colors are the recommended and preferred option to ensure color quality, but as this can vary depending on printing needs. It's at the discretion of the design team to select the right color profile.

Cherry Pink

PMS 213 C

HEX #DF1067   RAL
R223 G16 B103   Nagellackpink
C00 M100 Y07 K00   350 50 50

Light Lemon Yellow

PMS 600 C - 25% | 9064 C

HEX #FFFFE7   RAL
R255 G255 B231   Perlgelb
C00 M00 Y12 K00   095 90 20

Kale Green

PMS 4168 C

HEX #0B4342   RAL
R11 G67 B66   Kutschengrün
C80 M42 Y50 K54   190 30 15

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Secondary Palette

To complement our core colors, we have a variety of additional colors within our palette. Inspired by vibrant foods and ingredients, they help diversify our work, and our ability to stand out.

We only use CMYK and Pantone colors in print. Pantone colors are the recommended and preferred option to ensure color quality, but as this can vary depending on printing needs. It's at the discretion of the design team to select the right color profile..

Dark Cherry Pink

PMS 221 C

HEX #A30044
R163 G00 B68
C23 M100 Y39 K21

RAL
Krapprot
350 40 50

Lemon Yellow

PMS 600 C

HEX #FEF08C
R254 G240 B140
C00 M02 Y43 K00

RAL
Leuchtendgelb
095 90 50

Aubergine Purple

PMS 2627 C

HEX #491B4D
R73 G27 B77
C72 M100 Y25 K25

RAL
Kristallpurpur310
30 30

Candy Pink

PMS 218 C

HEX #FF76C9
R255 G118 B201
C00 M66 Y00 K00

RAL
Prallpink
340 70 35

Light Cherry Pink

PMS 677 C

HEX #FFE5E9
R255 G229 B233
C00 M22 Y03 K00

RAL
Himmlischrosa
330 85 15

Black

HEX #FFFFFF
R00 G00 B00
C10 M00 Y00 K100

RAL
Tintenschwarz
000 15 00

White

HEX #FFFFFF
R255 G255 B255
C00 M00 Y00 K00

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Product and Illustration Tints

When our brand colors may compromise legibility, tints of each color can be used to help optimize accessibility. These colors are also helpful to create depth in brand applications or to contrast values in data visualization.

However, they shouldn't be used a substitute when our main palette can be used.

Please note: tints should only be used across product and illustrations.

Cherry Pink

	Light Cherry Pink			Cherry Pink			Dark Cherry Pink
100 #FFF0F3	200 #FFE5E9	300 #F49EBE	400 #EA5792	500 #DF1067	600 #C10B57	700 #A20547	800 #840037

Candy Pink

				Candy Pink			
100 #FFF3FA	200 #FFD4EE	300 #FFB5E2	400 #FF95D5	500 #FF76C9	600 #D357A2	700 #A7397C	800 #7B1A55

Kale Green

						Kale Green	
100 #EEFEFD	200 #C8DFDE	300 #A2C0BF	400 #7DA1A0	500 #578180	600 #316261	700 #0B4342	800 #042F2E

Lemon Yellow

Light Lemon Yellow				Lemon Yellow			
100 #FFFFE7	200 #FFFBD0	300 #FFF8BA	400 #FEF4A3	500 #FEF08C	600 #D4C769	700 #AA9E45	800 #807522

Aubergine Purple

						Aubergine Purple	
100 #FEF3FF	200 #E4D4E6	300 #CAB5CC	400 #B096B3	500 #977899	600 #7D5980	700 #633A66	800 #491B4D

Grayscale

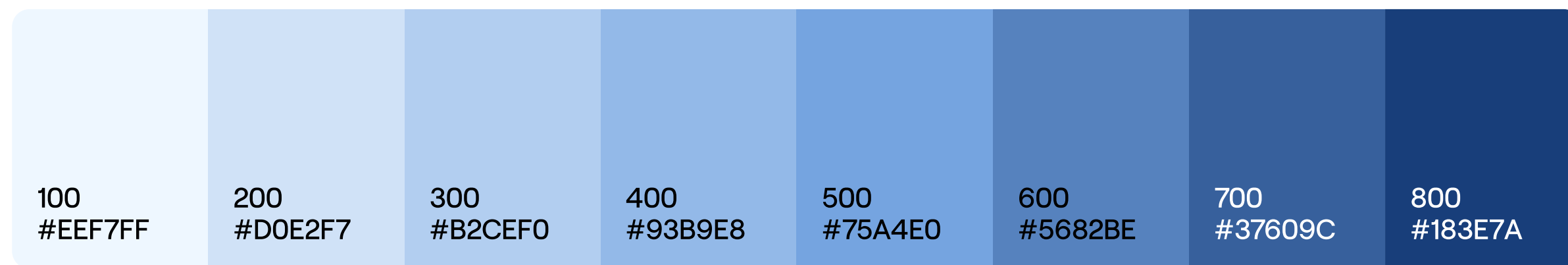| White							Black
100 #FFFFFF	200 #FAF9F6	300 #EBEBEB	400 #DBDBDB	500 #B6B6B6	600 #6D6D6D	700 #242424	800 #000000

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System Color Tints

When one of the system fonts could use a little teak to improve legibility or clarity, feast on these alternatives.
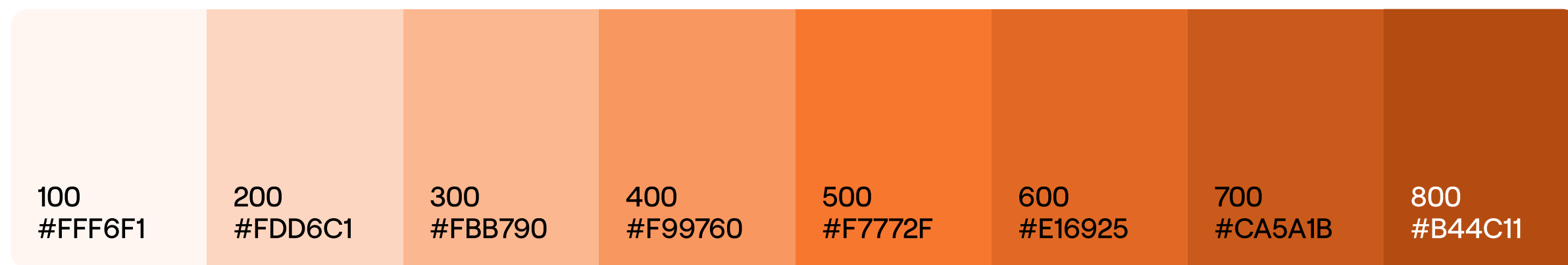
Error
Fuchsia Red

100 #FFF0F0	200 #FFC4C4	300 #FF9898	400 #FF6C6C	500 #FF4040	600 #E42B2B	700 #C91515	800 #AE0000

Information
Sky Blue

100 #EEF7FF	200 #D0E2F7	300 #B2CEF0	400 #93B9E8	500 #75A4E0	600 #5682BE	700 #37609C	800 #183E7A

Success
Mint Green

100 #E8FBF4	200 #AFF3DA	300 #75EAC1	400 #3CE2A7	500 #2DD096	600 #1EBD85	700 #009862	800 #008455

Success
Mint Green

100 #FFF6F1	200 #FDD6C1	300 #FBB790	400 #F99760	500 #F7772F	600 #E16925	700 #CA5A1B	800 #B44C11

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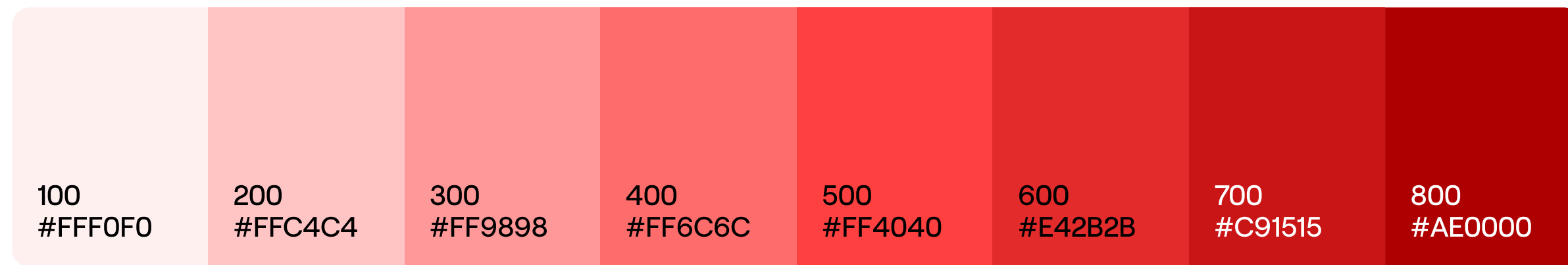
Text combinations & Accessibility

In digital situations like product designs or presentations, always make sure to select RGB as the color profile.

The Web Content Accessibility Guidelines stipulate that text colors must have sufficient color contrast against background colors. This makes it easier for low vision users — and users in general — to read text.

We aim to conform to AA standards as defined by the WCAG, which states that the visual presentation of text and images of text must have a contrast ratio of at least 4.5:1.

Some of our color pairings also conform to AAA standards.

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Large	AAA
Large	AAA
Large	AA
Medium	AAA
Small	AAA

Large	AAA
Large	AAA
Large	AAA
Medium	AAA
Small	AAA

Large	AAA
Large	AAA
Large	AAA
Medium	AAA
Small	AAA

Large	AAA
Large	AAA
Large	AAA
Medium	AAA
Small	AAA

Large	AA
Large	AAA
Large	AAA
Medium	AAA
Small	AAA

Large	AAA
Large	AAA
Large	AAA
Medium	AAA
Small	AAA

Large	AAA
Large	AAA
Large	AA
Medium	AA
Small	AAA

Large	AA
Large	AAA
Large	AAA
Medium	AAA
Small	AAA

Large	AAA
Medium	AAA
Small	AAA

|	
Large	AAA
Medium	AAA
Small	AAA

Color combinations

Our colors help bring the brand to life, so we should use a variety of combinations to keep it looking fresh.

Here are a few good starting places when combining colors to build creative. We should always lead with a brand color — Cherry Pink, Light Lemon Yellow or Kale Green — and use other palette colors as accents. This will also allow us to turn the volume up and down in our brand output.
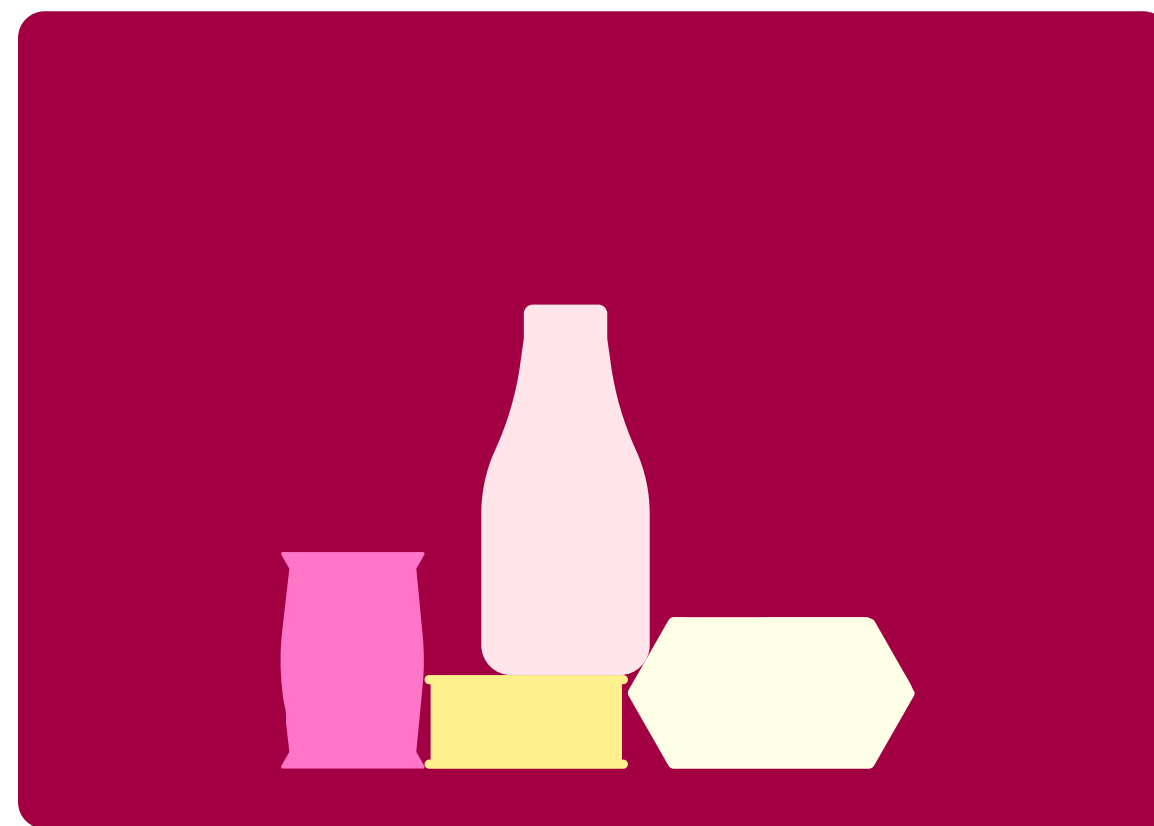

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Color spaces: Acquisition space

Any marketing that is visible to an audience who may be unfamiliar with foodora must predominantly use Cherry Pink paired with Light Lemon Yellow. Kale Green and Lemon Yellow can be used sparingly as accent colors.

Breakdown
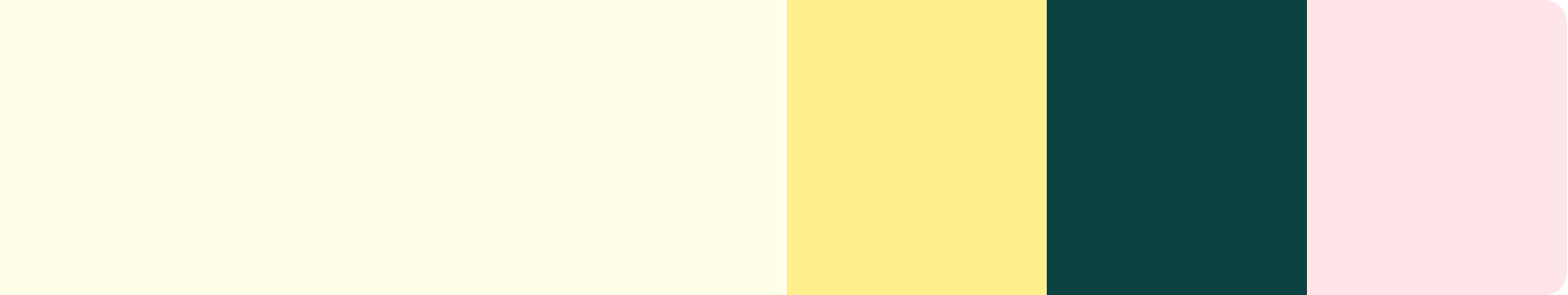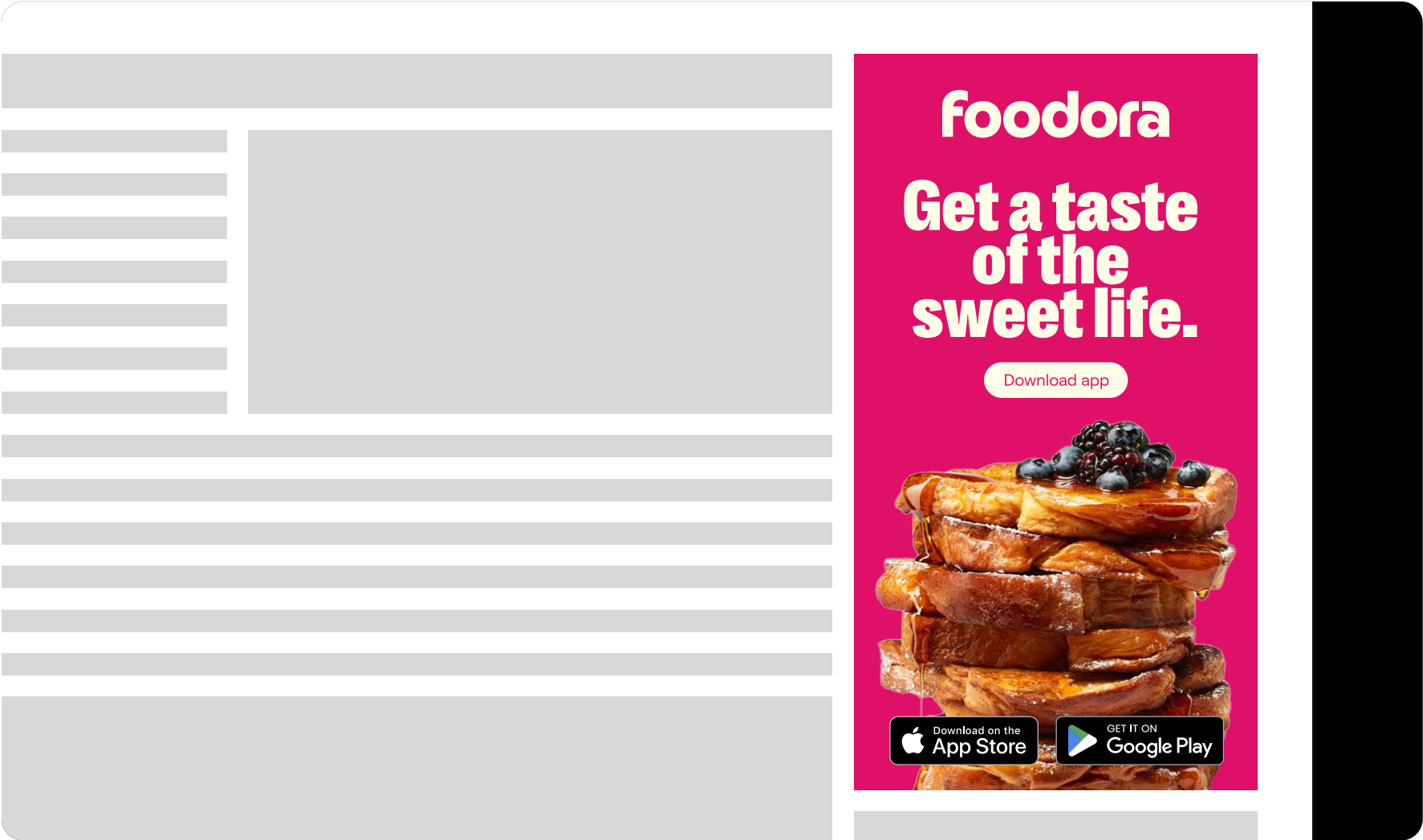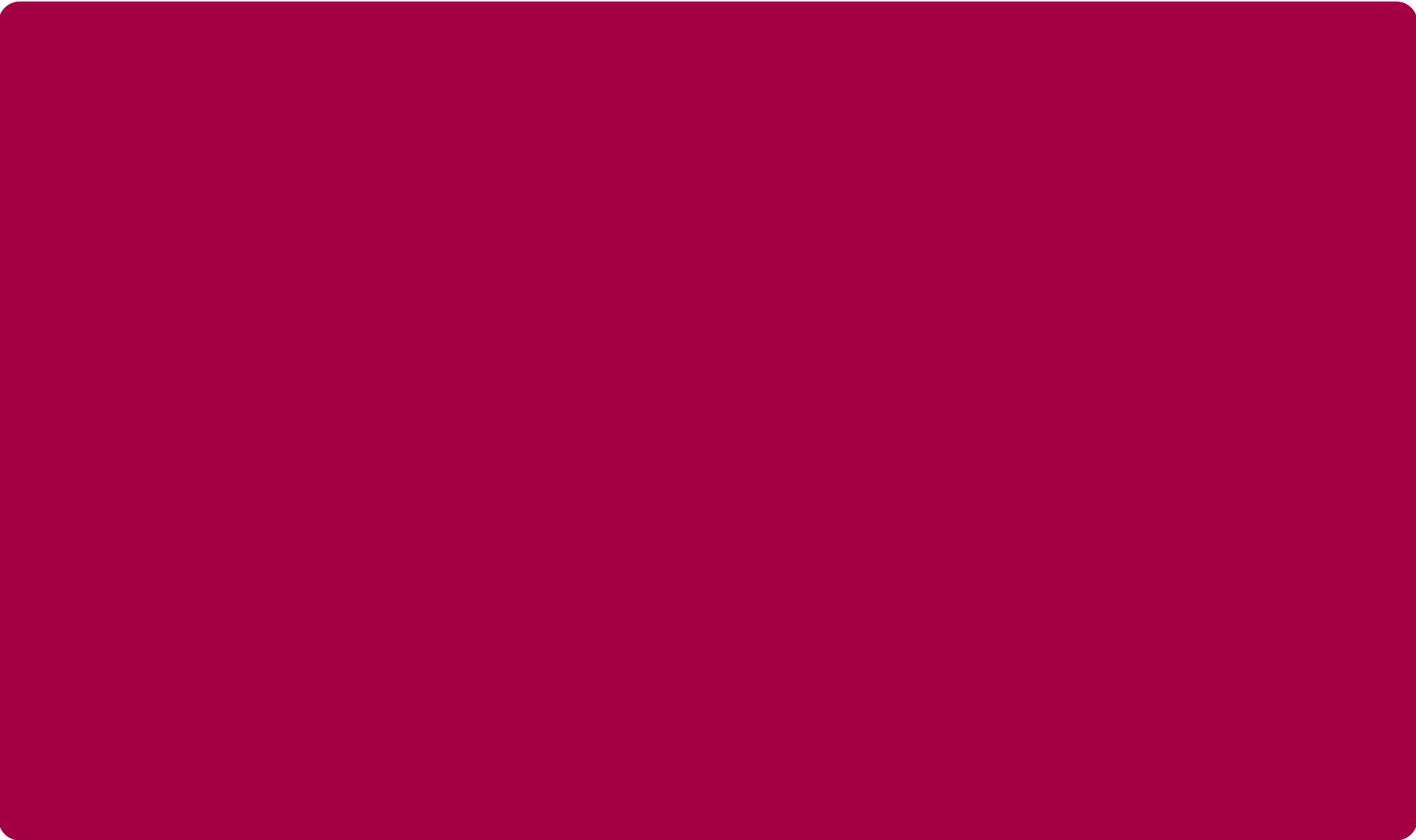
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Color spaces:
Familiar space

When creating comms that face an audience familiar with foodora, such as social media and email marketing, we can have more flexibility with colors.

Cherry Pink is still the most dominant color but it can be paired more frequently with the other colors from the palette.

Breakdown

foodora
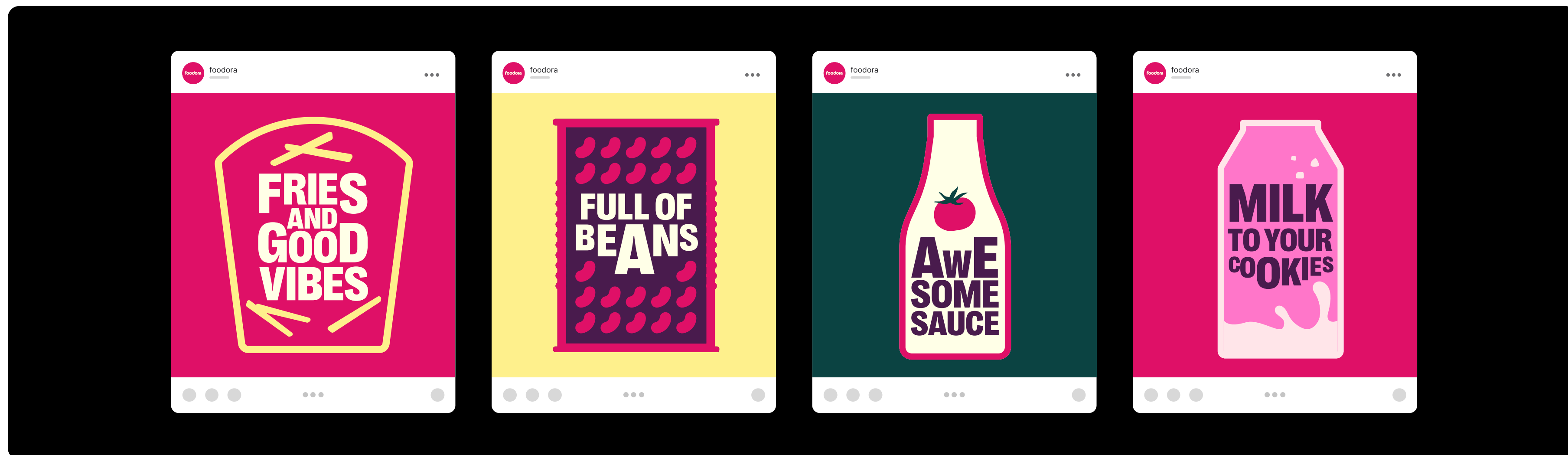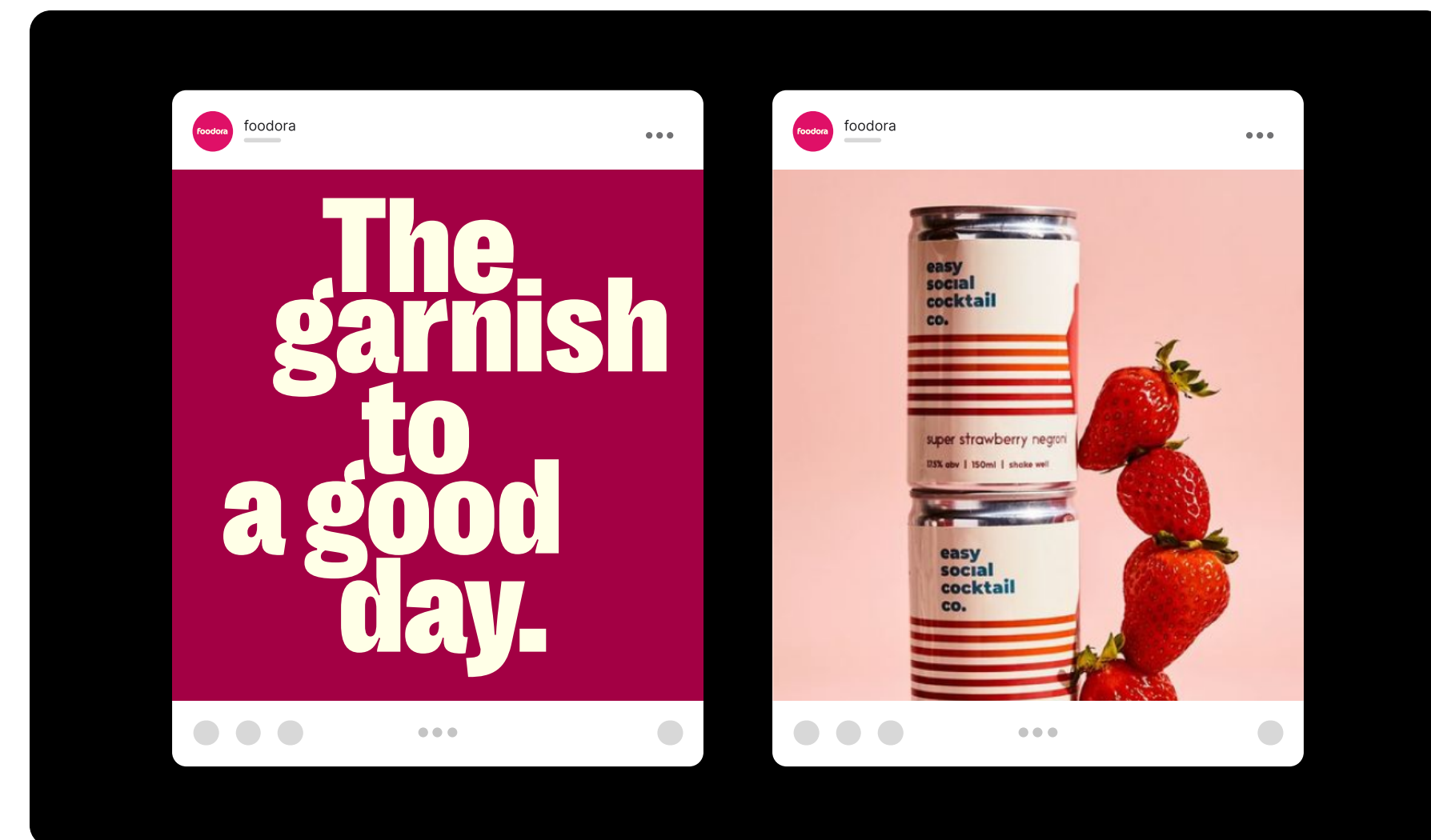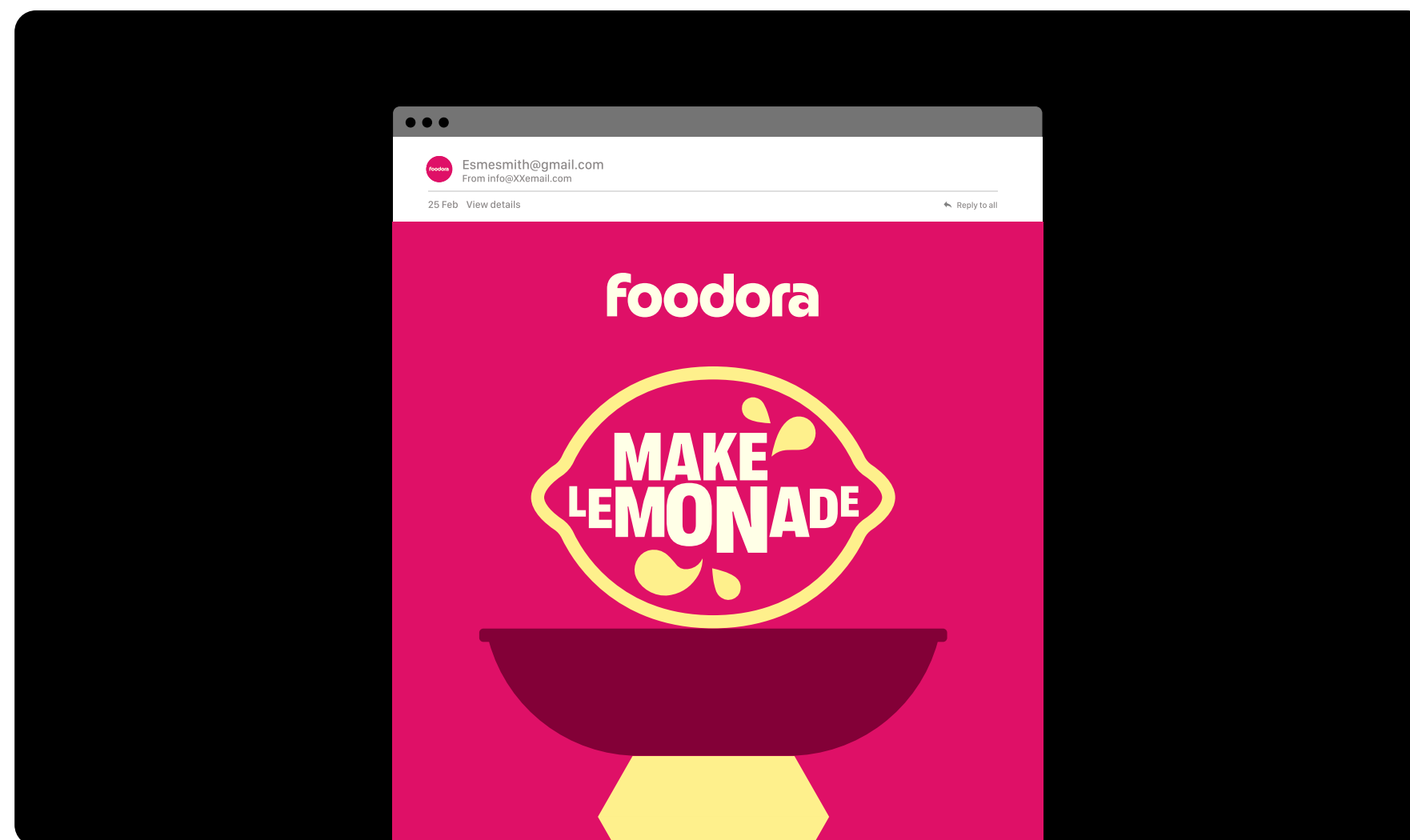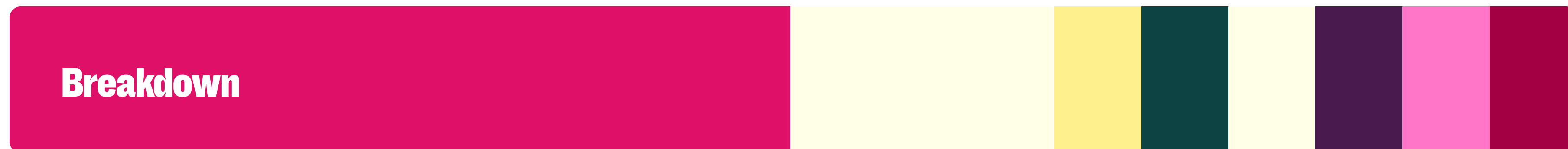
Color Usage

The was we use color helps keep our brand communications bright and positive.

In order to keep the look and feel of our brand consistent, we follow these four tasty tips.

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Get a taste of the sweet life.

AwE SOME SAUCE

Download on the App Store

GET IT ON Google Play

Use our primary color palette widely

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Life's about balance.

Download on the App Store

GET IT ON Google Play

Use pink tones widely

Life's about balance.

foodora
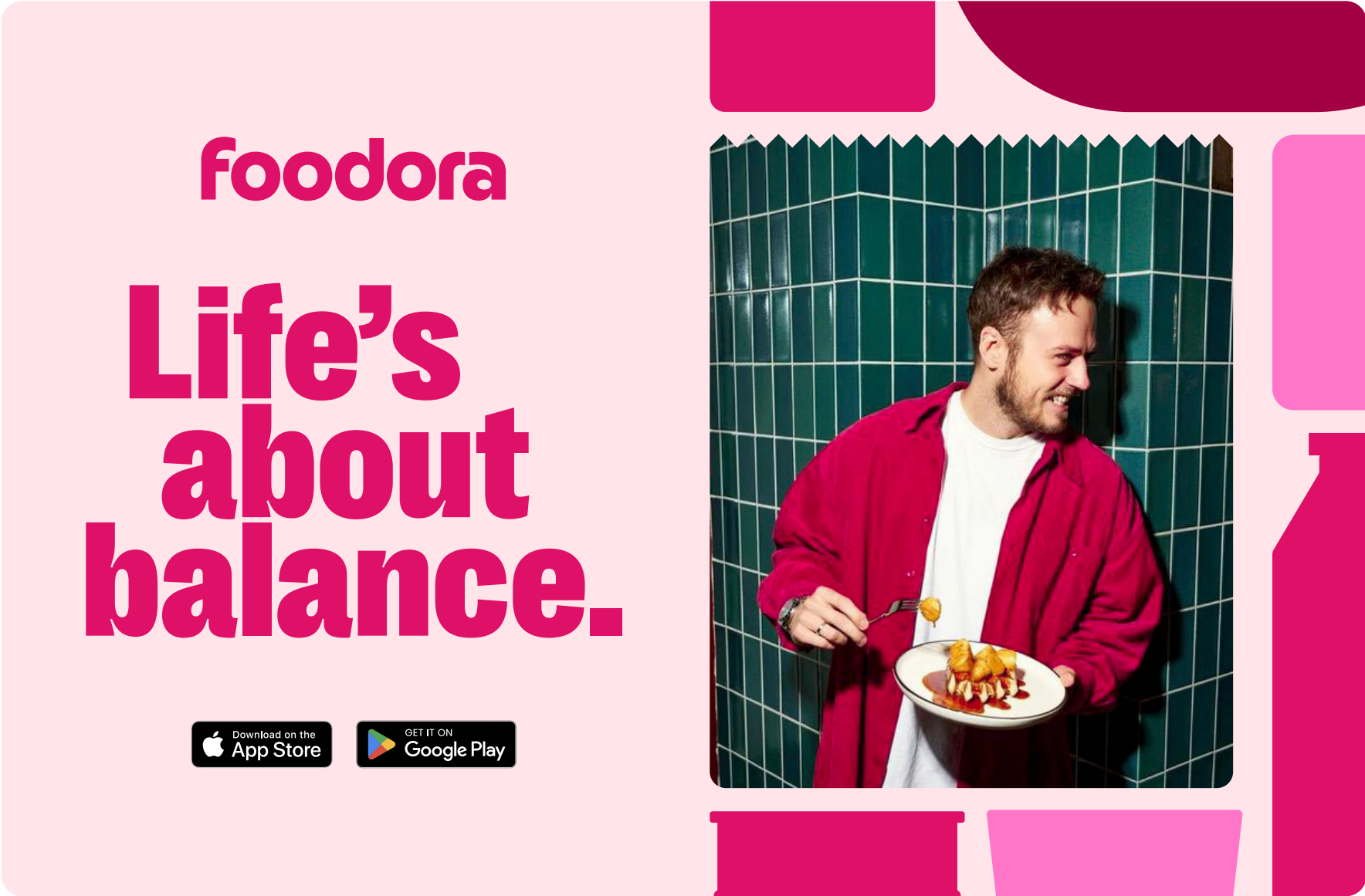
Use multiple colors on Light Lemon Yellow Backgrounds

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Heavenly moments, courtesy of wings.

Use shapes of same color to create dynamic monochrome stacks

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Color Misuse

Color is so important to us that we saved a whole section in our brand guidelines for it. Please try to avoid atrocities like you see here.
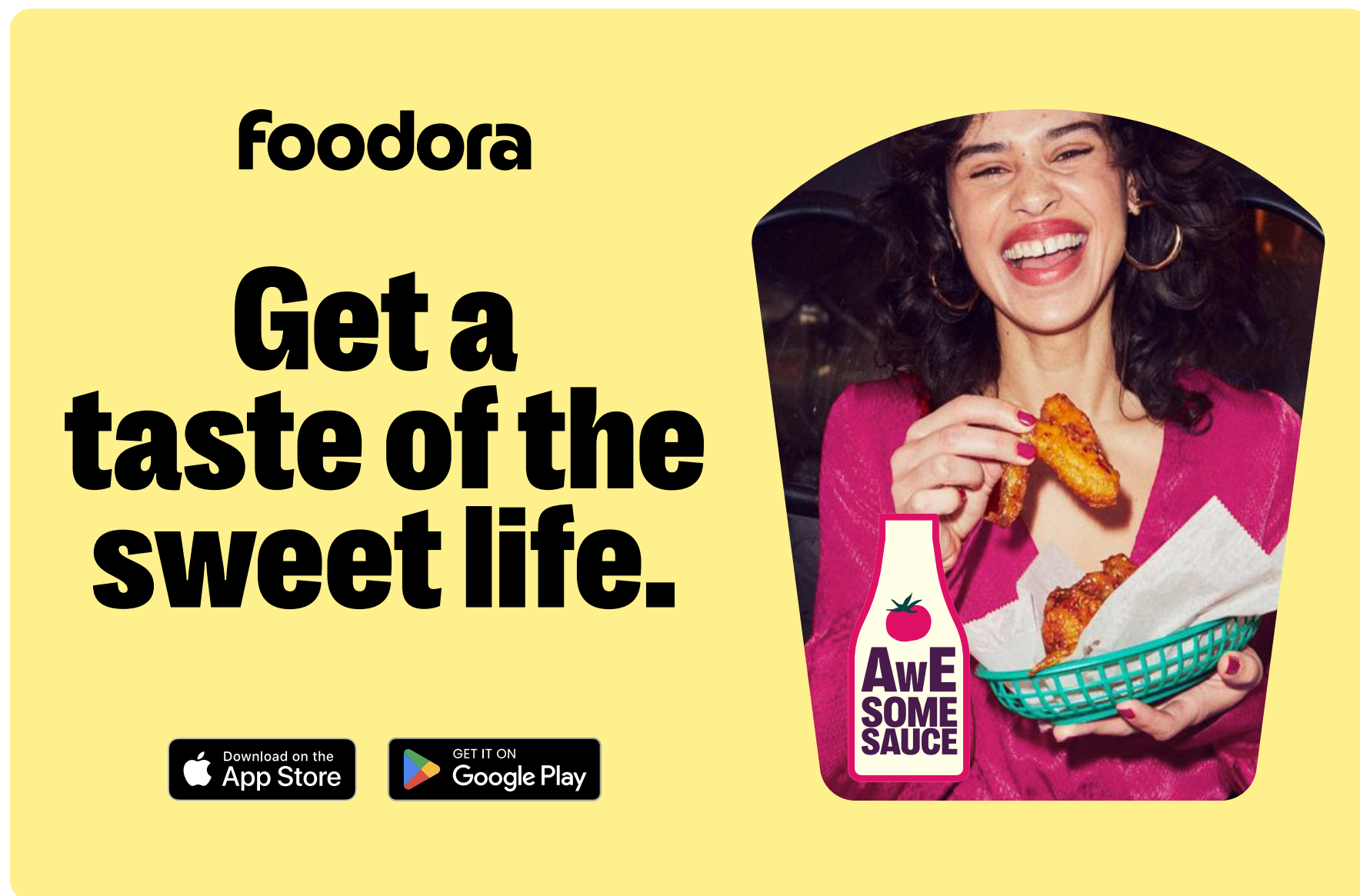
❌ Do not use Lemon Yellow as a full background color

❌ Do not design without the presence of a pink shade

❌ Ensure enough contrast on light and dark backgrounds


❌ Avoid shapes of same color touching eachother

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Graphics

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Our graphics help us add personality in a variety of ways. Taking after the, shapes of food containers , they're just the thing to pour a little playfulness into our communications.

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Graphics Overview

Our set of graphic shapes are at the heart of our graphic system. They're informed by food and product packaging, and are used in a variety of different ways.

These bold, fun graphics liven up our communications while embracing visual cues from the world of food delivery we operate in.

The whole set of our graphics (1 and 2) should be used and combined in our brand communications. However, we have a selection of graphics (2) that can be used as photography containers.

01

02

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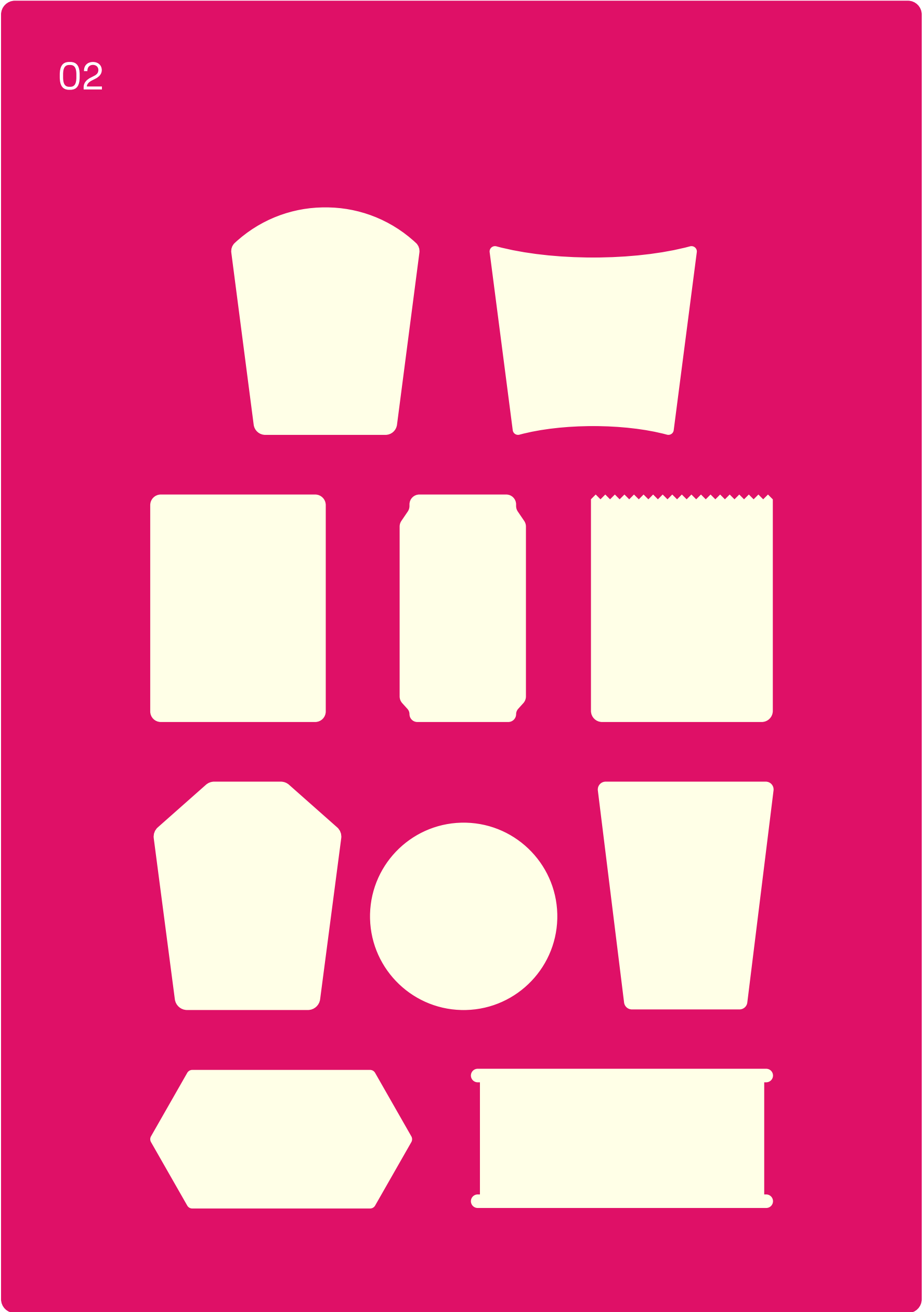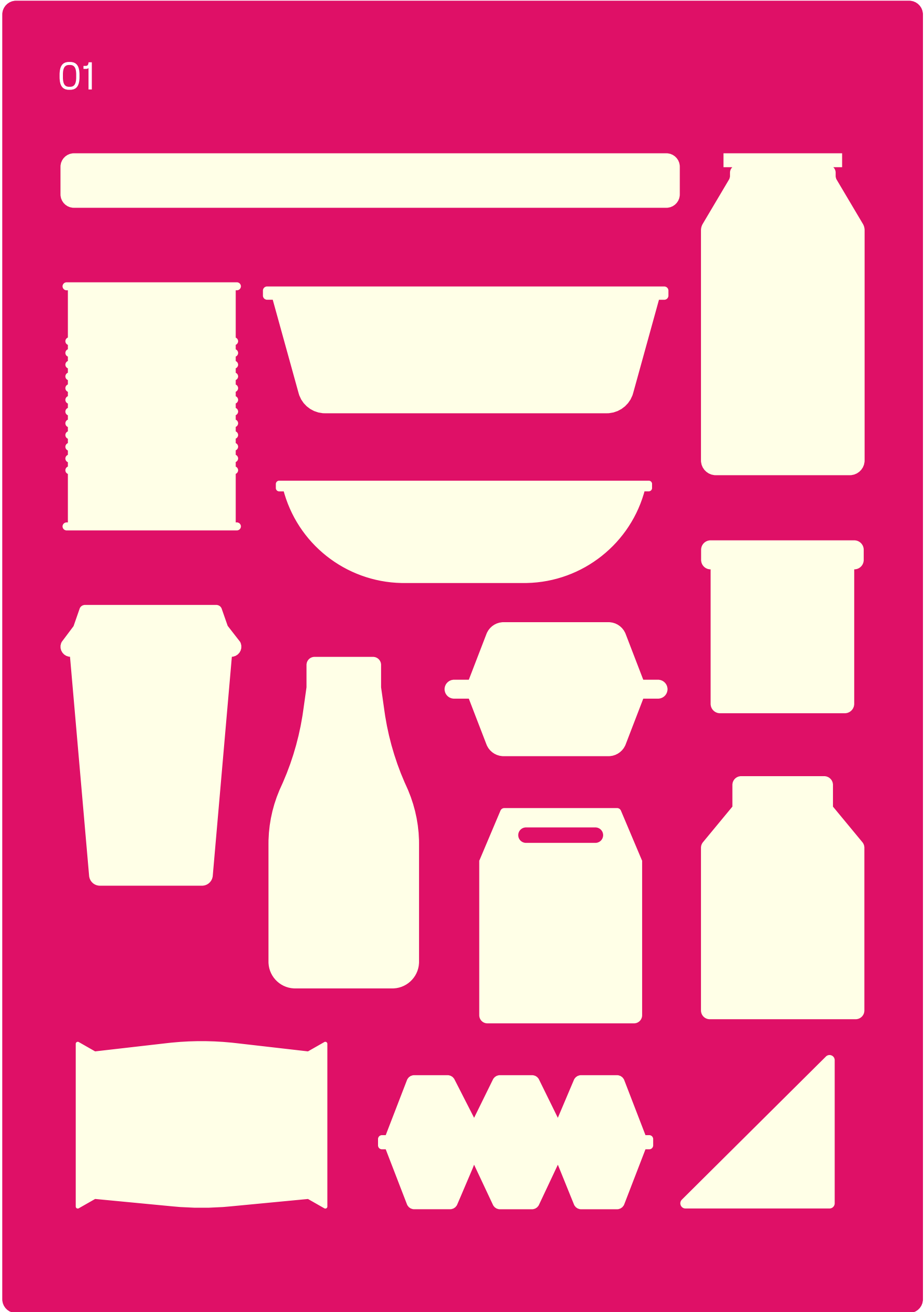
Graphics Categories

Our graphics are divided in three main categories.

Packaging Shapes
Inspired by the shapes of food packaging. This versatile collection can be used as graphic illustrations or containers for imagery and text.

Emotional Call-Outs
Celebrating the joy brought by food delivery, emotional call-outs are used to create playful and positive moments.

Promotional Offers
Using packaging shapes and playful type to communicate promotional offers.

1. Packaging Shapes

2. Emotional Call-outs

MAKE LEMONADE
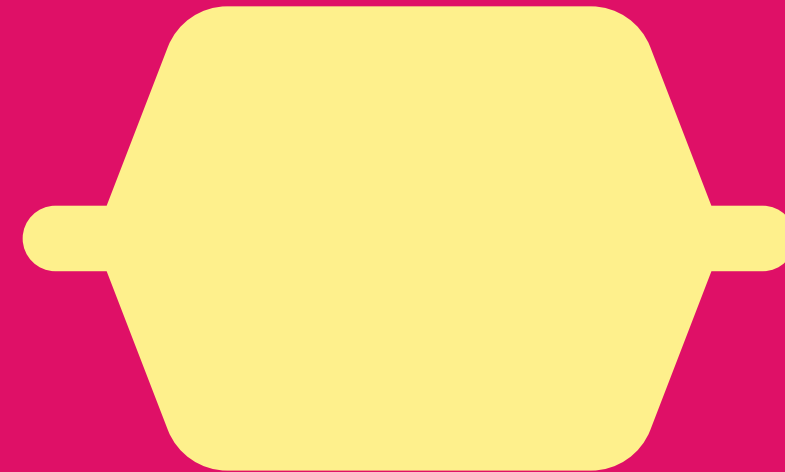
3. Promotional Offers

2for1

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Packaging Shapes Overview

Packaging shapes can be used individually or combined to form stacks.

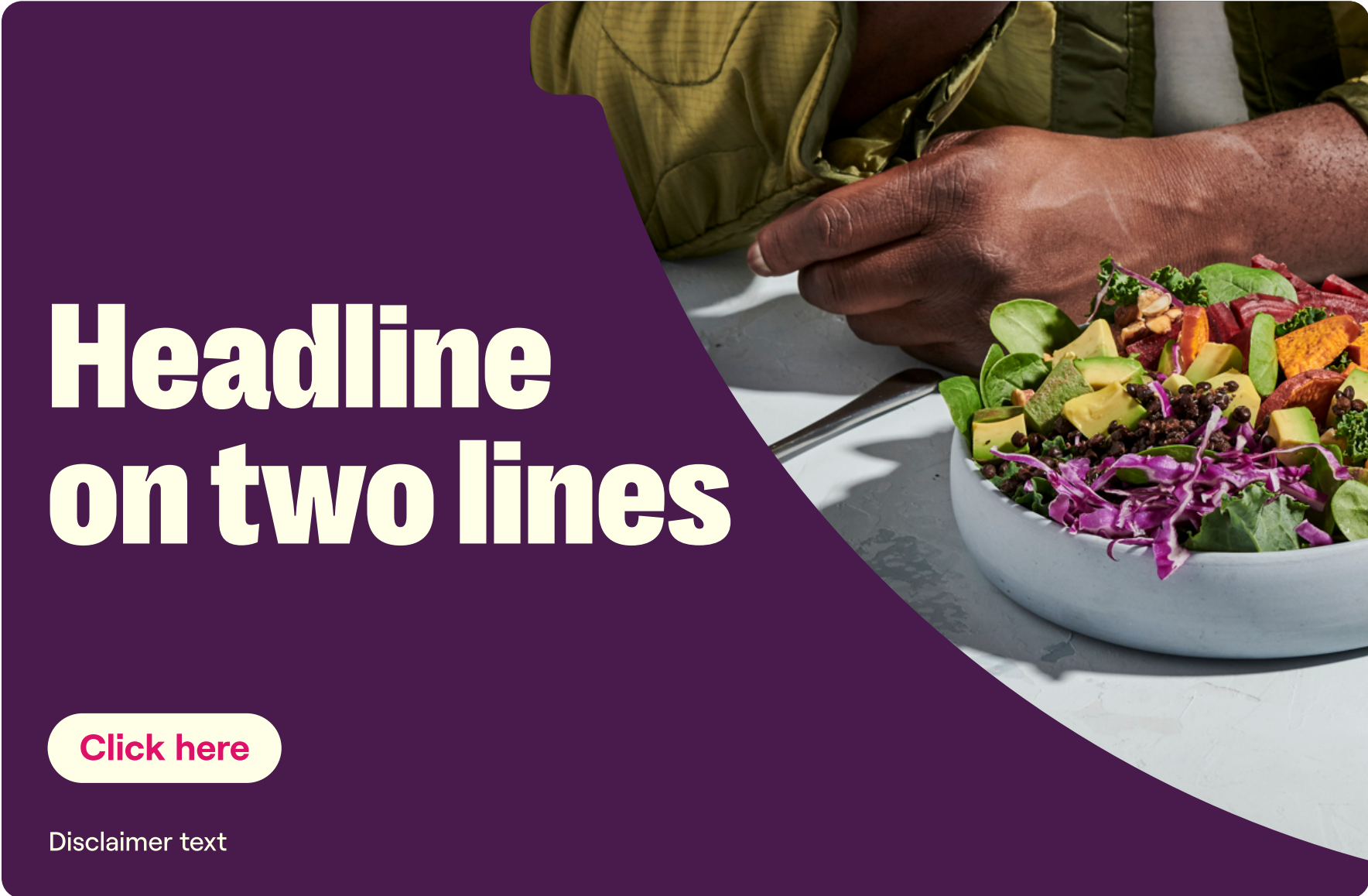01. Individual Shapes

02. Stacks

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Individual Packaging Shapes: How we use them

Individual packaging shapes can be used to contain imagery and type. For even more flexibility packaging shapes can be enlarged and cropped. We can also add food stack photography to packaging shapes to create fun compositions.

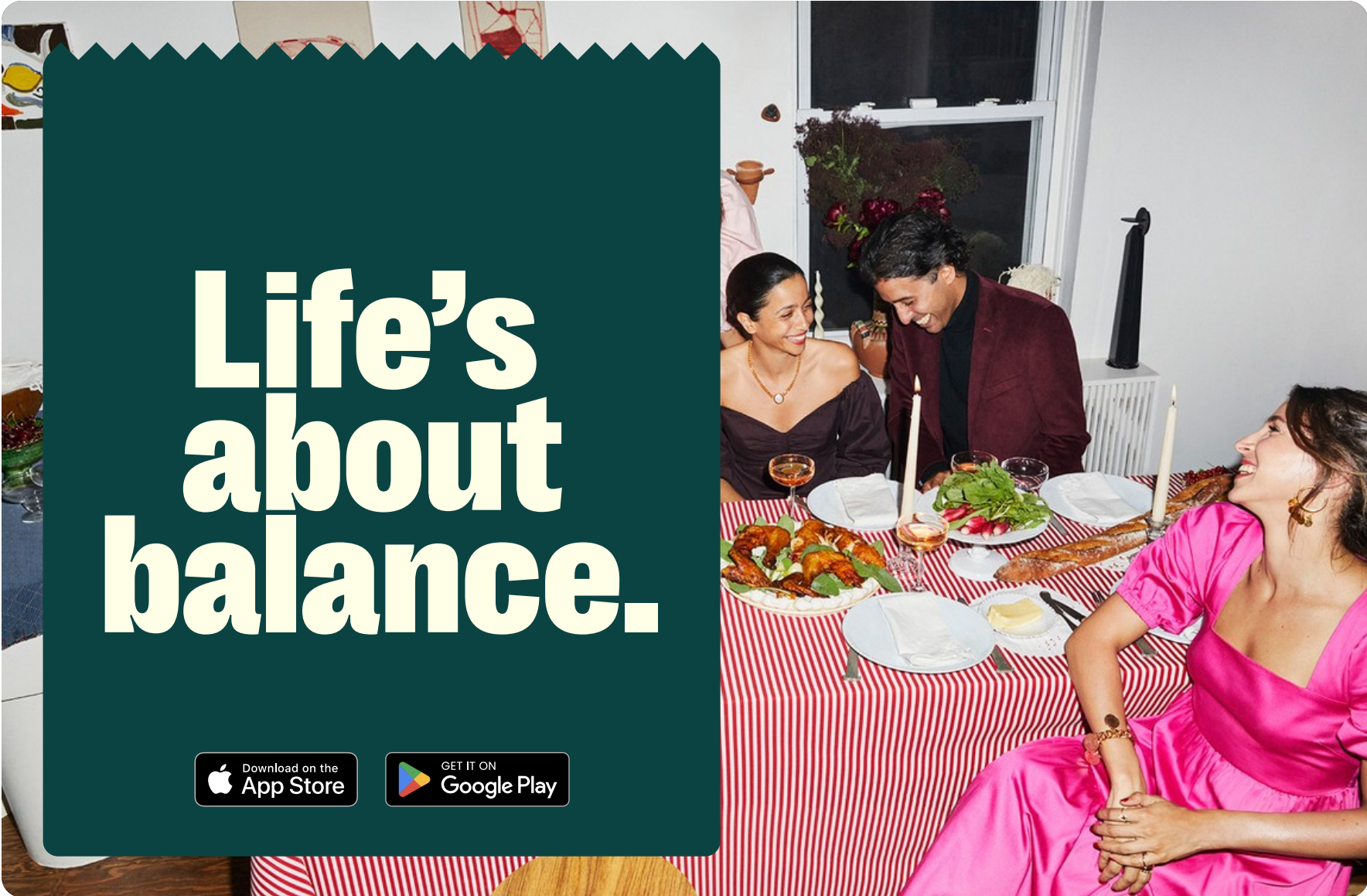**For guidance on colour please click here to see the Color Guidance page.**

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Get a taste of the sweet life.

Download on the App Store

GET IT ON Google Play

01. As image containers

Headline on two lines

Click here

Disclaimer text

02. As page sparators

foodora

Lorem ipsum dolor sit amet

Click here
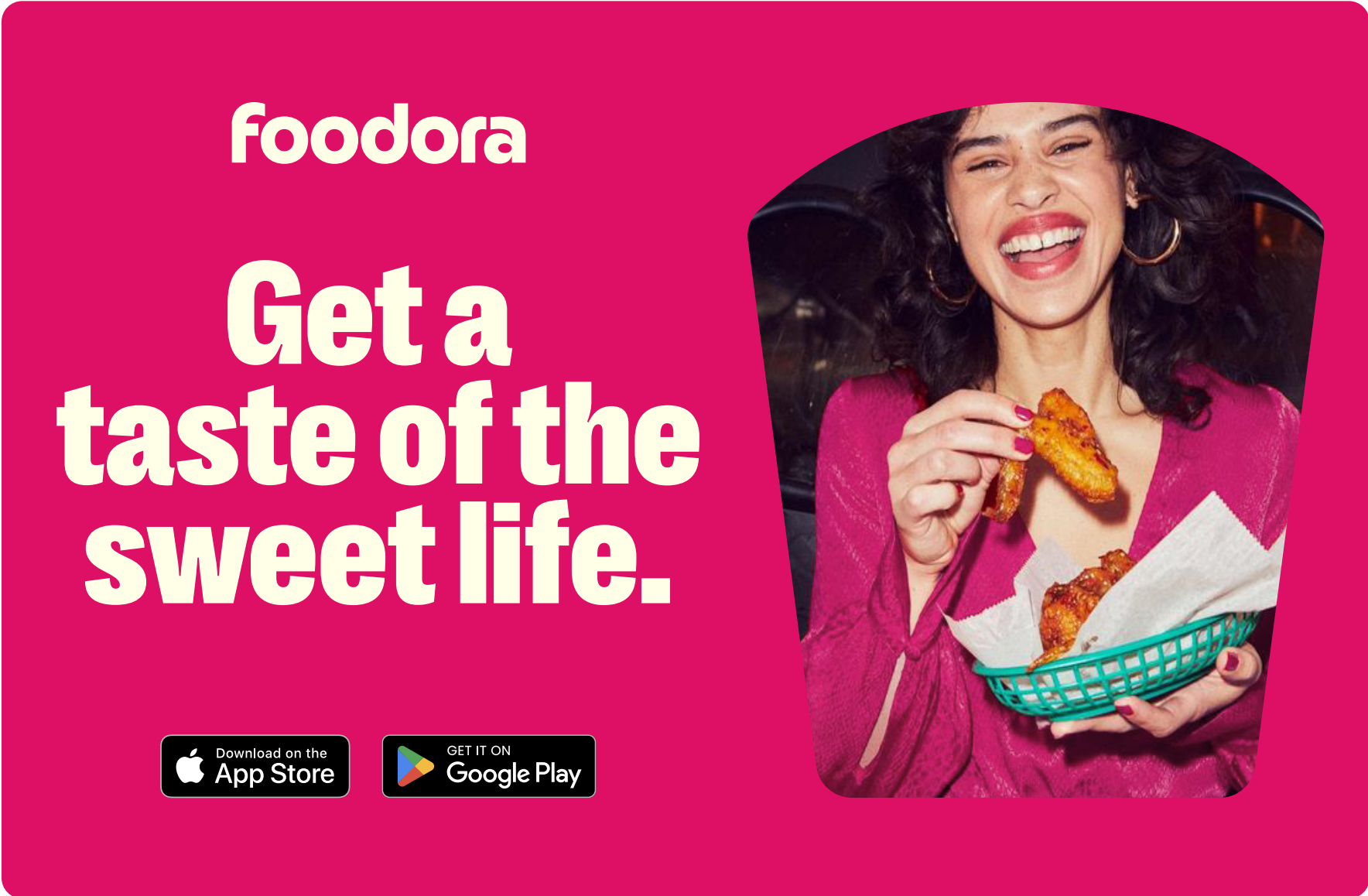
03. As containers for food stacks

Life's about balance.

Download on the App Store

GET IT ON Google Play

04. As big image overlays

foodora

Stacked Packaging Shapes: How we use them

Stacked packaging shapes can also be used to contain imagery and type, as well as colourful patterns and stacked illustrations.

01. As stacks around photography

02. As colorful patterns

03. As colorful stacks to pair with copy lines

04. As a border running along the bottom of the artwork.

foodora

Emotional Call-Outs Overview

Celebrating the joy brought by food delivery, emotional call-outs are used to create playful and positive moments.

FULL OF BEANS

AWESOME SAUCE

FRIES AND GOOD VIBES

DONUT WORRY

JAM SESSION

MILK TO YOUR COOKIES

MAKE LEMONADE

FEELING GOUDA

PEELING GOOD

foodora

Emotional Call-Outs:
How we use them

Emotional call-outs can be scatted across artwork like stickers. A subtle overlap of type or imagery is suggested providing it doesn't render the copy illegible or obscure the focal point of the image.

01. As badges on type
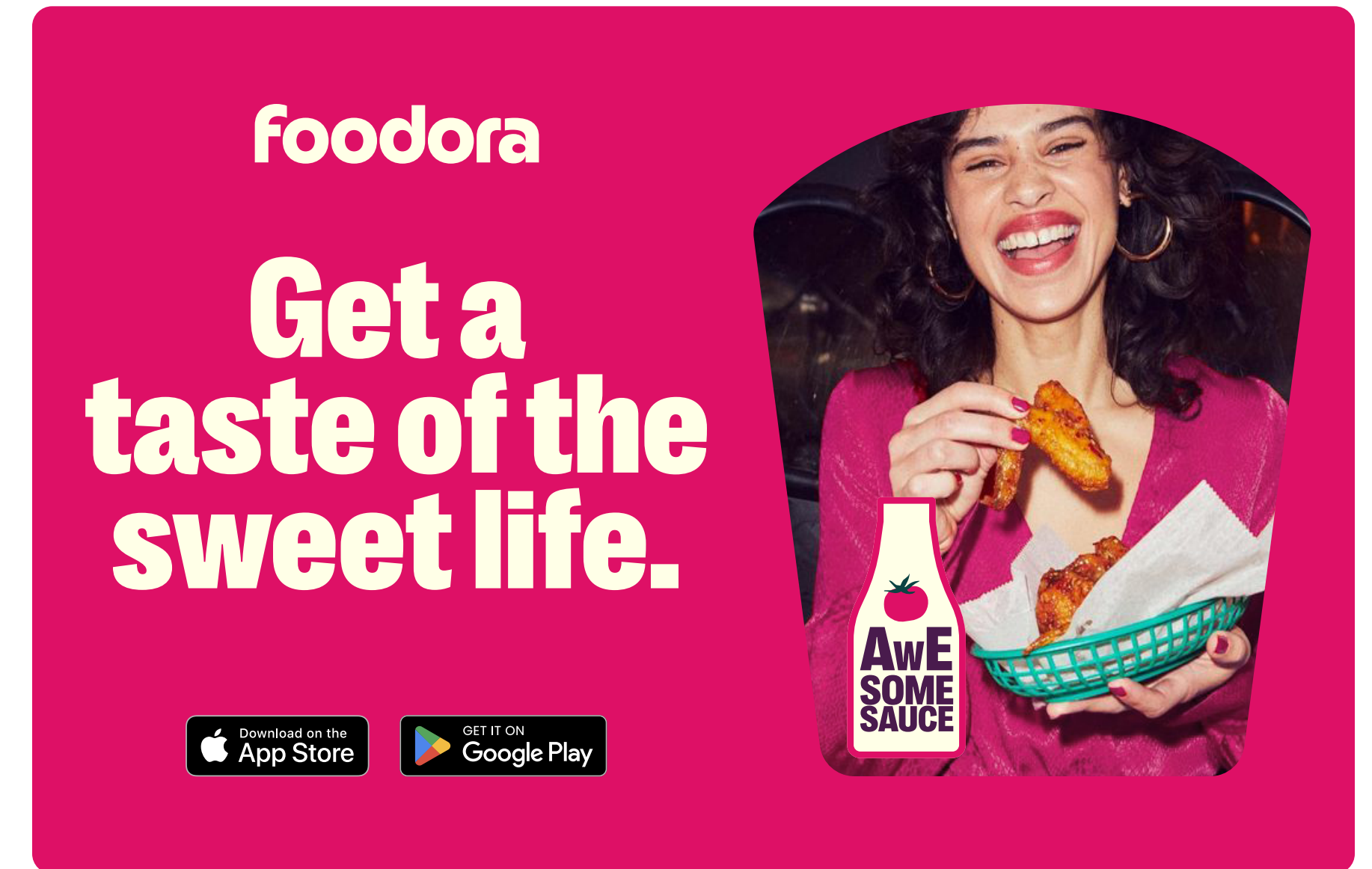
02. As badges on photography

03. As playful patterns

04. In combination with Packaging Shapes

foodora

Emotional Call-Outs: How we make them

Please follow this guidance when designing new emotional call-outs.

A strong outline to ensure the emotional call-out pops against the background.

Bold contrasting colours.

Large expressive type with a dynamic scale that fills the space of the shape.

Fun illustrative moments that can be easily animated.

foodora

Promotional Offers Overview

Promotional Offers are created using a selection of packaging shapes paired with dynamic and colourful type.

foodora

Promotional Offers Overview

When designing promotional offers please use the following shapes.
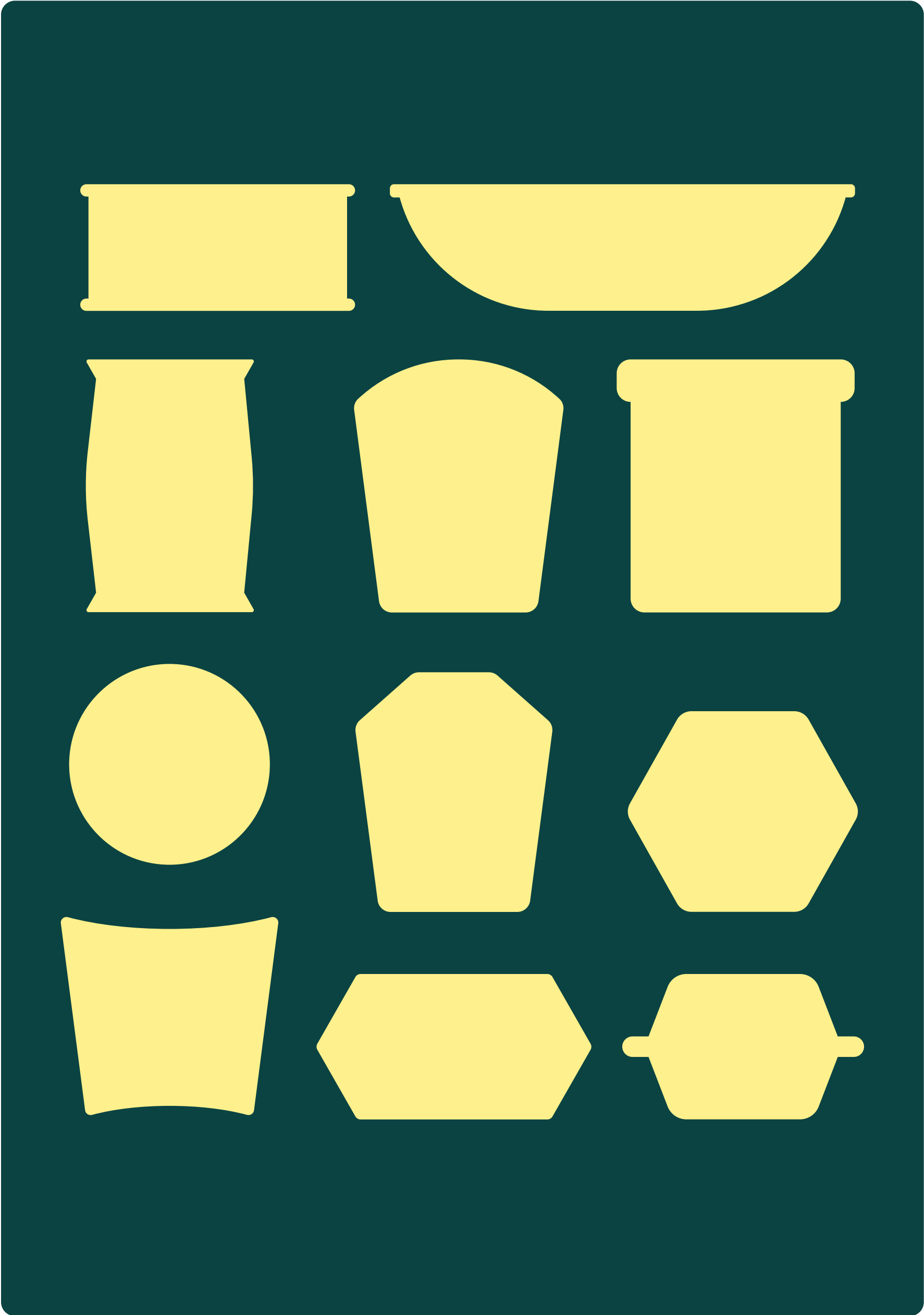
Call to actions:
How we make them

Please follow this guidance when designing buttons and CTAs.

X

X

80% x

X

80% x

Choose a colour with strong contrast against the background or image.

Always use Roobert Bold, tracking 0%.

Make sure there's enough space around the text to breathe.

Our buttons and CTAs only use rounded corners.

Bestil nu

Suggest combinations

Bestill nå
Bestill nå
Bestill nå
Bestill nå
Bestill nå
Bestill nå
Bestill nå
Bestill nå

foodora
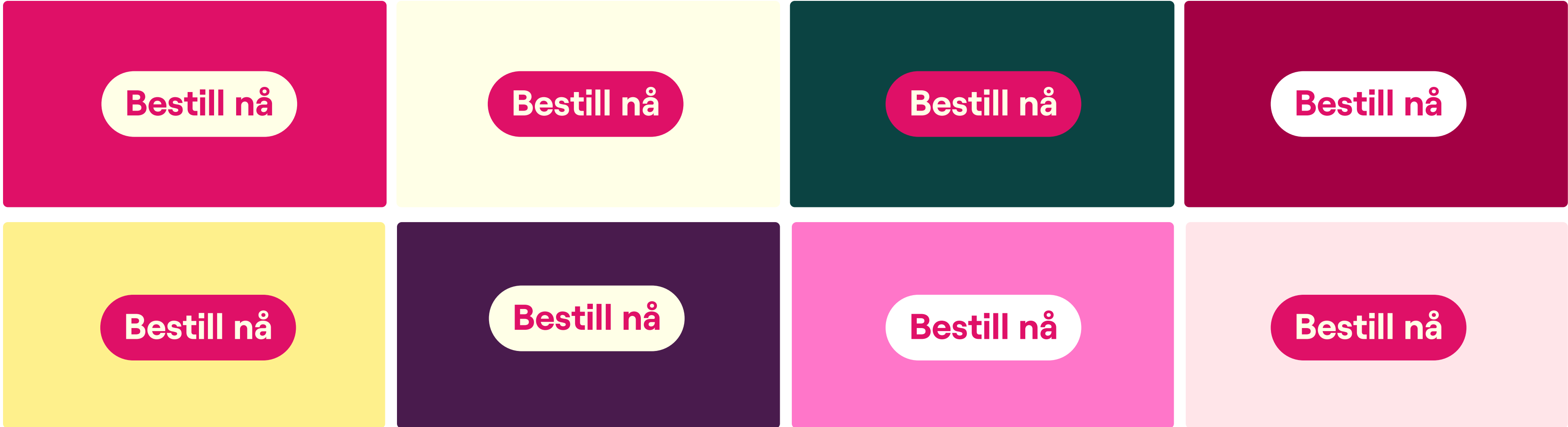
Promotional Offers:
How we use them

Promotional offers can be placed around the artwork at random to create dynamic patterns. They can also be the main focal point of the artwork, or combined into a stack.

Up to **15%** off · Up to **15%** off · Up to **15%** off · Up to **15%** off · Up to **15%** off · Up to **15%** off

foodora

Headline

Click here

01. As dynamic patterns

Brug koden
NY75

*Terms and conditions: Value for one time use only. Valid for online payment only.

02. As informative badges on full bleed images

Lorem ipsum dolor sit amet consecteceur

FDRA-2023

03. To highlight information

Headline
Subheadline over two lines

Click here

Up to **15%** off

Disclaimer text

04. As big central graphic

foodora

Promotional Offers:
How we make them

Please follow this guidance when designing promotional offers.

2for1

Choose a bold colour with strong contrast against the background or image.

Emphasise parts of the message, such as numbers, to fill the space of the shape.

Two colours can be used in the messaging, with the brighter colour used for emphasis.

Always use Right Grotesk Compact Black

Suggest combinations

foodora

Voucher codes:
How we make them

Please follow this guidance when designing voucher codes and do not alter.
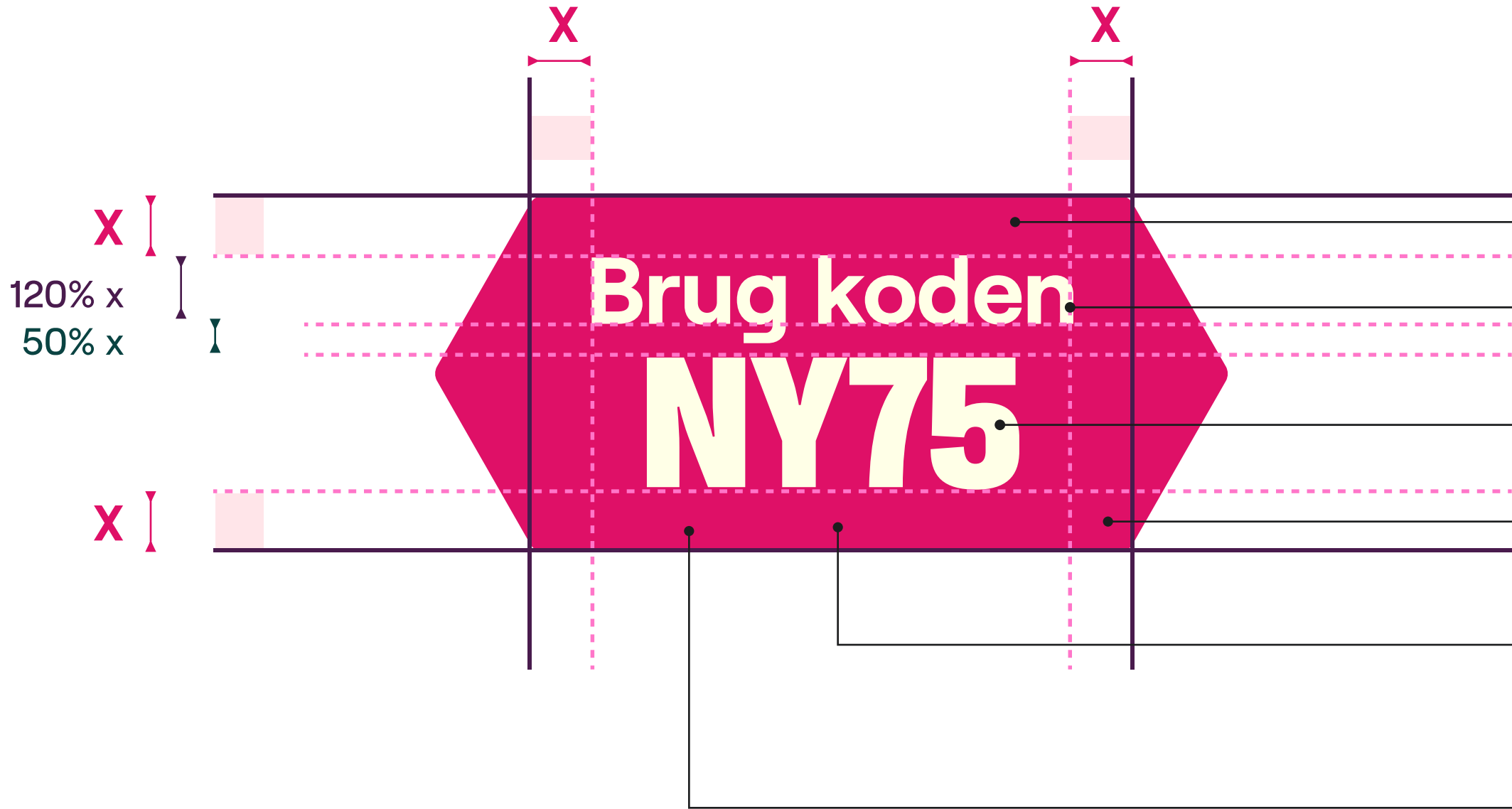
X

X

X

120% x

50% x

X

Brug koden
NY75

Choose a colour with strong contrast against the background or image.

Always use Roobert Bold, tracking 0%. Sentence case.

For the actual code, always use Right Grotesk Compact Black, All caps, tracking 0%, double size from the "Code" name.

Make sure there's enough space around the text to breathe.

Having one unique color for the copy is preferred, using a different one per line is also allowed.

Only shape allowed for voucher codes is the "burger box" (hexagon). It can be extended if necessary.

Suggest combinations

| Brug koden NY75 | Brug koden NY75 | Brug koden NY75 | Brug koden NY75 |
| Brug koden NY75 | Brug koden NY75 | Brug koden NY75 | Brug koden NY75 |

foodora

Promotion

To ensure easy and quick understanding of our promos, always have clear discounts/price communication displayed in an impactful way.

We want to make sure people perceive foodora as an affordable brand, but we always need to be **careful not to cheapen it.**

For horizontal formats is always recommended to display our deal on the right side of the creative, only on special situations (like multiple deal focus, no copy creatives or tier 1 campaigns) we can have it as part of the left or central area.

1A. Simple badge copy never smaller than 16pt.

1B. Combined badge Never show more than 2 discounts, smaller font size must not be below 16pt.

1C. Deal focus standalone Instead of showing an image, display the deal in a big size, playing with the stacking, covering up to 50% of the creative.

1D. Multiple deal focus For special campaigns/activations we can use multiple badges to reinforce the uniqueness of the deal.

1A. Simple badge
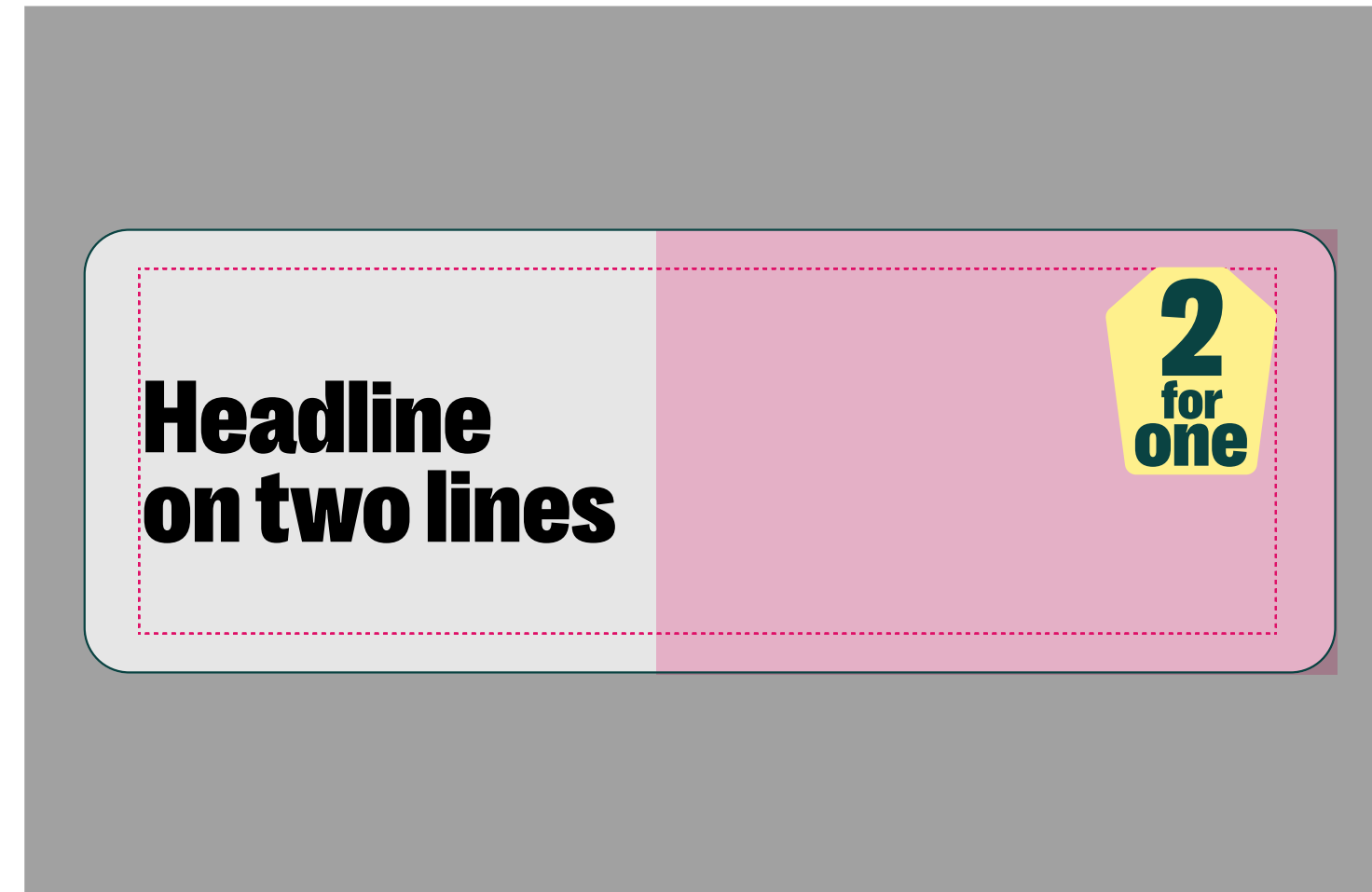
Headline on two lines

2 for one

1B. Combined badge

Headline on two lines

free delivery
+50% deals

1C. Deal focus standalone

Headline on two lines

Up to 15% off

1D. Multiple deal focus

Headline on two lines

Up to 15% off

foodora

Do's & Dont's

Do

Don't

Contrast
Stick to the text colours outlined in the guidelines to ensure distinct contrast between badge, text and backgrounds.

Do

Don't

Attention grabbing
Always display your deals in a visible size and easy to read. This is especially important when seeing several assets together.

Do

Don't

Combinations
When using badges in your banners, limit yourself to a maximum of two different promotional shapes.

foodora

Co-Branding

foodora

When we work with partners, the way we use our combined branding can change depending on the balance of the relationship. Use this section to ensure all parties are represented properly and clearly.

foodora

Horizontal Lockup

The most frequently used co-branding lockup will be the horizontal lockup.

The foodora logo and the co-brand logo are seperated by a thin vertical line, with the width of the foodora 'f' as padding either side.

Please use this as a guide for most logos, but understand that logos come in all shapes and sizes. Some tweaking may be necessary when working with irregular shaped logos.

Regular

Wide

Short

1/3 X

=X

Horizontal Lockup: Boxed

Due to the artwork or co-brand guidelines, you may have to encase the logo in a box. If that's the case please follow these guidelines.

Padding
If there are no clearance guidelines in place for the co-brand logo, please add padding of two times the width of the divider for Regular and Wide shaped logos. For short logos increase the padding to three times the width of the divider.
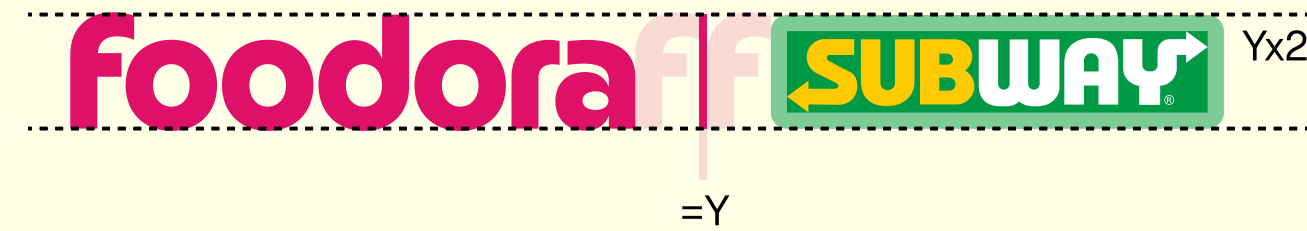
Rounded corners
Set the corner radius of your boxes to be two times the width of the divider.

Regular

foodora ff | KFC   Yx2

=Y

foodora | KFC

Wide

foodora ff | SUBWAY®   Yx2

=Y

foodora | SUBWAY®

Short

1/3 X
=X   foodora ff | M   Yx3

=Y

foodora | M

foodora

Horizontal Lockup: Colours

If the co-brand guideline document permits, please change the co-brand logo to white if it has minimal contrast to the background. In this case the KFC logo's red wasn't visible enough against Cherry Pink.

1. Logo – Original

2. Logo – White

3. Boxed Logo – Original

4. Boxed Logo – White

foodora

Horizontal Lockup:
Clear space

We suggest using the height of the foodora logo as clearance space for the co-brand lockup. To retain consistency across artwork, do not take into consideration the height of the co-brand logo when creating the padding (as seen in the McDonalds example.)

=x   **foodora** | *KFC*

x

=x   **foodora** |

x

foodora

Horizontal Lockup: Examples

Here are examples of banners using the co-branding logo colour and clearance guidance.

foodora | ★ PRET ★

Lorem ipsum dolor sit amet

Click here

foodora | KFC

Lorem ipsum dolor sit amet

Click here

foodora | SUBWAY

Lorem ipsum dolor sit amet

Click here

foodora | COSTA

Lorem ipsum dolor sit amet

Click here

Horizontal Lockup: Examples

Here are examples of how co-branding logos can look when centralised on a portrait banner.

foodora

Horizontal Lockup

The most frequently used co-branding lockup will be the horizontal lockup.

The foodora logo and the co-brand logo are seperated by a thin vertical line, with the width of the foodora 'f' as padding either side.

Please use this as a guide for most logos, but understand that logos come in all shapes and sizes. Some tweaking may be necessary when working with irregular shaped logos.

Regular

Wide

Short

foodora

Horizontal Lockup: Boxed

Due to the artwork or co-brand guidelines, you may have to encase the logo in a box. If that's the case please follow these guidelines.

Padding
If there are no clearance guidelines in place for the co-brand logo, please add padding of two times the width of the divider for Regular and Wide shaped logos. For short logos increase the padding to three times the width of the divider.
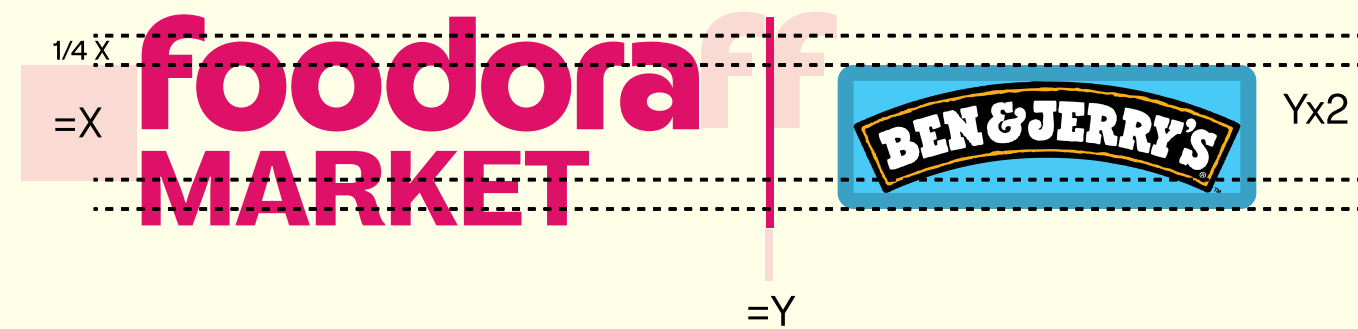
Rounded corners
Set the corner radius of your boxes to be two times the width of the divider.

Regular

1/2 X
=X
Yx2
=Y

Wide

1/4 X
=X
Yx2
=Y

Short

1/2 X
Yx3

foodora

Horizontal Lockup: Colours

If the co-brand guideline document permits, please change the co-brand logo to white if it has minimal contrast to the background. In this case the KFC logo's red wasn't visible enough against Cherry Pink.

1. Logo – Original

2. Logo – White
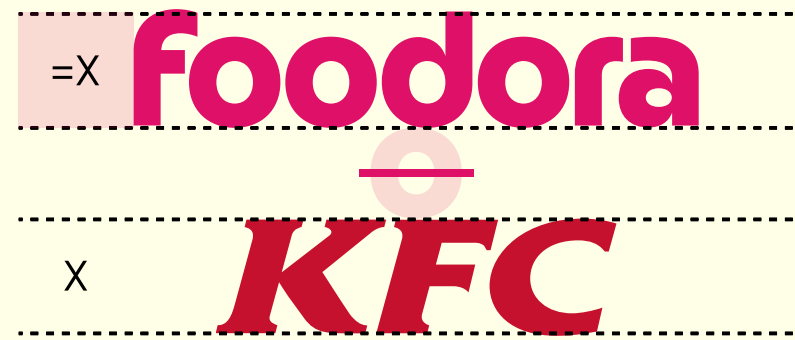
3. Boxed Logo – Original

4. Boxed Logo – White

foodora

Vertical Lockup

On small, narrow banners with not enough width for the horizontal lockup, we can fall back to a vertical lockup.
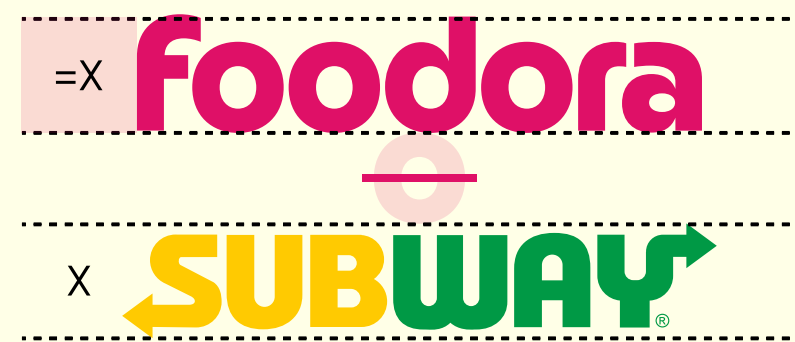
Here we separate the foodora and co-brand logo using a divider. The space between logos is dictated by the height of the foodora O.

Please use this as a guide for most logos, but understand that logos come in all shapes and sizes. Some tweaking may be necessary when working with irregular shaped logos.
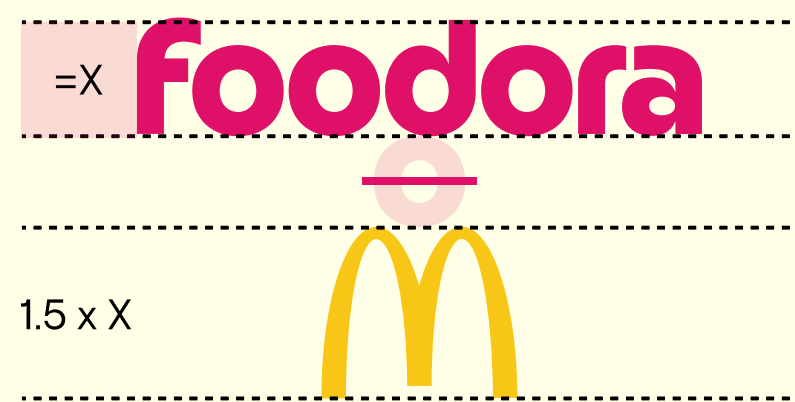
Regular

=X

X

Wide

=X

X

Short

=X

1.5 x X

Vertical Lockup: Boxed

Due to the artwork or co-brand guidelines, you may have to encase the logo in a box. If that's the case please follow these guidelines.
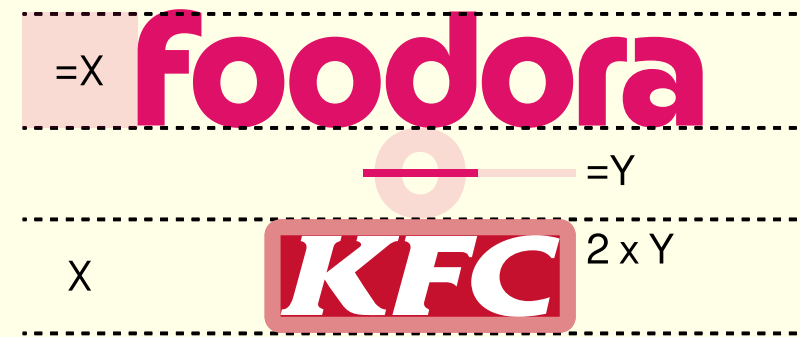
Padding
If there are no clearance guidelines in place for the co-brand logo, please add padding of two times the height of the divider for Regular and Wide shaped logos. For short logos increase the padding to three times the height of the divider.
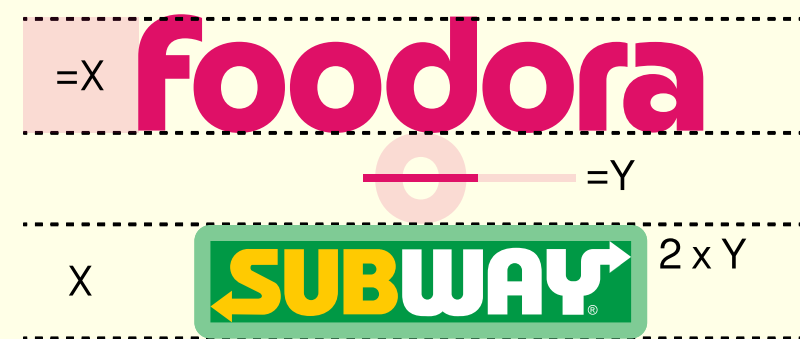
Rounded corners
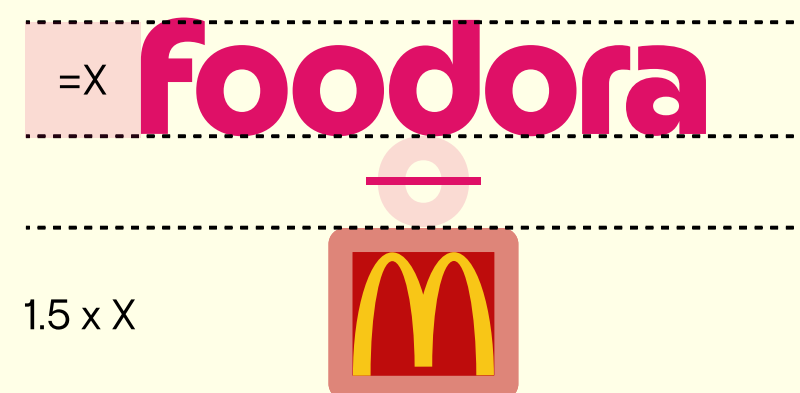Set the corner radius of your boxes to be two times the height of the divider.

foodora

Regular

Wide

Short

Vertical Lockup: Colours

If the co-brand guideline document permits, please change the co-brand logo to white if it has minimal contrast to the background. In this case the KFC logo's red wasn't visible enough against Cherry Pink.

1. Logo – Original

2. Logo – White

3. Boxed Logo – Original

4. Boxed Logo – White

foodora

Vertical Lockup: Clear space

We suggest using the height of the foodora logo as clearance space for the co-brand lockup.

Unlike the guidance for the horizontal lockup, please do take into consideration the height of the co-brand logo when creating padding.

foodora

Vertical Lockup:
Examples

foodora

foodora

COSTA

Sharing is caring.

Vertical Lockup:
Examples

Here are examples of banners using the co-branding logo colour and clearance guidance.

foodora
COSTA

Lorem ipsum dolor sit amet

foodora
KFC

Lorem ipsum dolor sit amet

foodora
SUBWAY

Lorem ipsum dolor sit amet

foodora
M

Lorem ipsum dolor sit amet

foodora

If you have any questions about
our brand or need additional
information, get in touch with:

Vlad Teiosanu
Head of Brand Management, Europe
vlad.teiosanu@deliveryhero.com