

**GRUBHUB**

# Visual Identity Guidelines

April 2025- External Version

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**Note:** Check out new branded **Google Meets backgrounds**, now accessible automatically under “Backgrounds and effects”

[Logo →](#)

[Co-branding →](#)

[Monogram →](#)

[Sub-brands →](#)

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01

# Our Brand

- 
- ➔ Overview
  - ➔ Expression





A brand that  
*delivers*



**Both familiar and refreshingly new,  
our brand embodies our appreciation  
for the little things that make people  
smile, and brings our passion for all  
things food to life.**

**GRUBHUB**

GRUBHUB







GRUBHUB

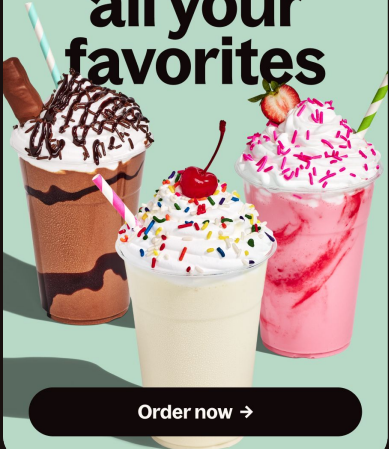
\$5 off  
all your  
favorites



Order now →

GRUBHUB

\$5 off  
all your  
favorites



Order now →

GRUBHUB

\$5 off  
all your  
favorites



Order now →

GRUBHUB

\$5 off  
all your  
favorites



Order now →

GRUBHUB

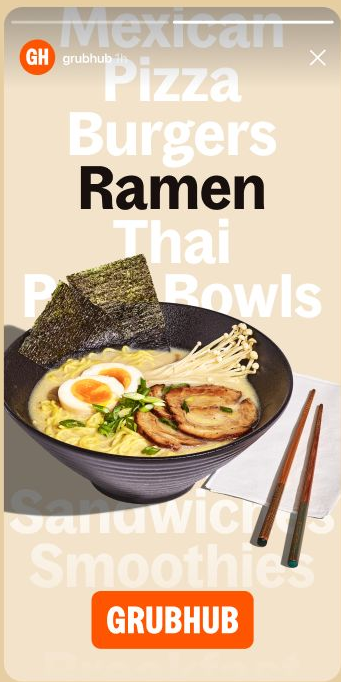
\$5 off  
all your  
favorites



Order now →

Live every  day like  Taco  Tuesday 













GRUBHUB

GRUBHUB





**GRUBHUB**

**We've got  
your cravings  
covered**



**Order now →**

**GRUBHUB**

**End the week  
with a treat**

Lorem ipsum dolor sit amet, consectetur  
adipiscing elit, sed do eiusmod tempor  
incididunt ut labore et dolore magna.

**FREEBIE**



**FRIDAY**

**GRUBHUB**



**Give today  
some flavor**

**Order now →**





# 02

# Logo

- 
- ➔ Wordmark
  - ➔ Co-branding
  - ➔ Monogram
  - ➔ Sub-brands
  - ➔ Internal logos



# Wordmark

## Wordmark

Use this wordmark for all communications. This version with orange lettering should be used only on light backgrounds.

[Download Logo →](#)

The image shows the wordmark 'GRUBHUB' in a bold, orange, sans-serif typeface. The letters are thick and have a slightly rounded, friendly feel. The wordmark is centered horizontally and vertically within a light beige rectangular area that has rounded corners. The background of the entire page is white.



**GRUBHUB**



**GRUBHUB**

## Wordmark: variants

Our wordmark is flexible for different background colors.

- Use the Primary version for orange or neutral backgrounds. It offers the best contrast and legibility.
- On secondary colors and photography, use the Card version, which will have no issue with contrast or legibility.
- Please avoid putting the logo on colorful backgrounds unless directed by a creative lead.

### Primary

The best appearance of our logo is on a primary background, with enough clear space.



#FF5500



#FFFFFF



#18100F

### Card

When placing our logo on a secondary brand color or a photograph, use the card version of our logo.



#FFCA48



#FFC4A7

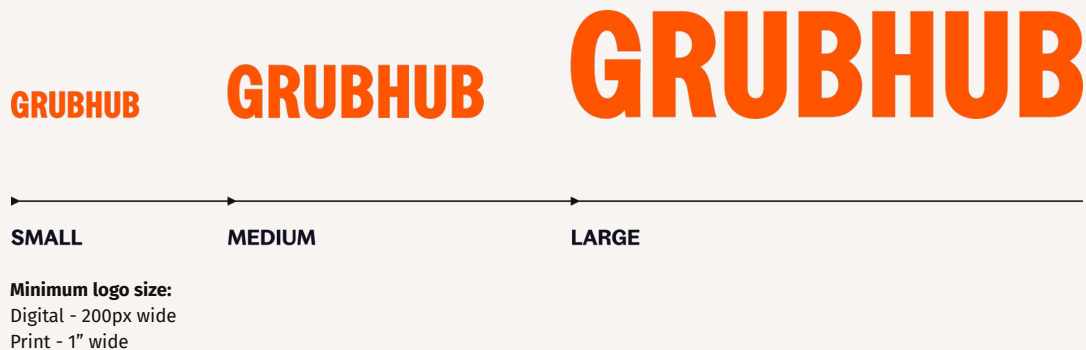


#B8D9C5

## Wordmark: sizing

Our logo must be used at a minimum size of **200px wide on digital assets** and **1" wide on print assets**.

When a smaller logo is needed, we can use our monogram logo.



## Wordmark: clearspace

Provide proper clearspace for the logo. There should be a minimum of 'x' space around it; **value of 'x' = the height of the wordmark.** Follow these rules when placing the logo in collateral or against other logos.



## **Wordmark:**

### **Card clearspace**

Provide proper clearspace for the logo.  
Follow these rules when placing the logo in  
collateral or against other logos.



01/04

**Wordmark clearspace with text**

## Same color

There must be some element (image, illustration, graphic, or extra large space etc.) in between logo and text when both elements are the same color.



# GRUBHUB



# Hot, fresh, and on your o



02/04

**Wordmark clearspace with text**

## **Logo alone (expressive)**

When there is very minimal or no text, we can be expressive and take liberty in pulling the logo across the frame and make it jumbo.

# GRUBHUB



03/04

### Wordmark clearspace with text

## Color difference (messaging-first)

For small scale applications, we should maintain the logo at a smaller height than that of the text, so that the focus can be on the messaging.

<X

GRUBHUB

X

Hot, fresh  
your doo



**04 / 04**

**Wordmark clearspace with text**

**Color difference  
(brand-first)**

For large scale applications, we should maintain the logo at equal or greater than the height of the text, so that the focus can be on the brand.



# Wordmark: dos & don'ts

To maintain consistency and protect the integrity of the Grubhub logo, always follow these clear usage rules.

These guidelines are especially important for three key groups: our internal team, external partners like agencies and vendors, and members of the press or media.

PLEASE DO



PROPER CONTRAST



APPROVED BRAND COLORS



AMPLE CLEARSPACE & PROPER ALIGNMENT

DO NOT



ALIGN DIAGONALLY



STRETCH IT



CHANGE OPACITY



OVERLAY ON BUSY IMAGERY



CROP IT AWKWARDLY



ADD A SHADOW



ADD A STROKE



USE LOW-RES FILE FORMAT



USE UNAPPROVED COLORS



SEPARATE OR SPLIT

# Co-branding

# Partnership and co-branding lockups

Because we partner with so many other brands, co-branding logo lockups are an important part of our visual system and should be created with consistency, adhering to the following guidelines.



## Partnership and co-branding lockup variants

### Primary

The best appearance of our co-branding logo is on a primary background, with enough clear space.



#FF5500



#FFFFFF

### Card

When placing our co-branding logo on a supportive brand color or photography, use the card version.



#FFCA48



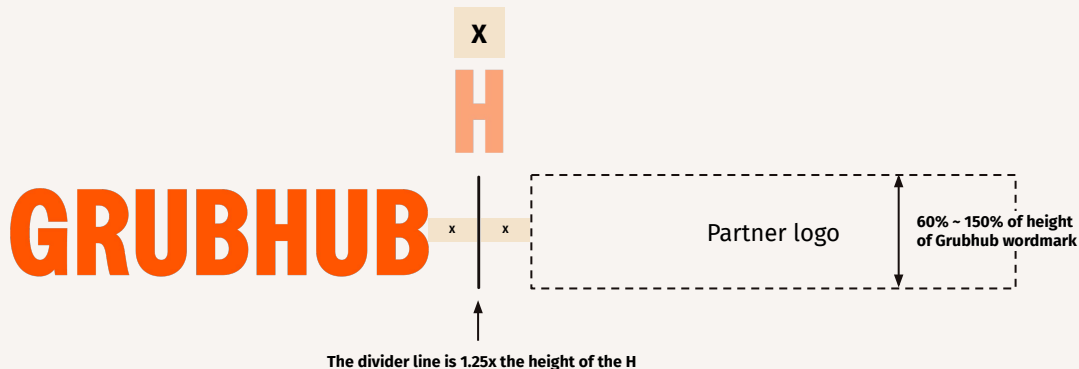
#B8D9C5

## Sizing

In order to maintain the integrity of our logo, along with the logos of our partners, it is essential to provide proper sizing and spacing of both logos.

The space between the logos is equal to the width of the Grubhub “H” and the divider line, which should sit centered between the two logos, is 1.25x the height of the H.

To achieve a visually balanced look, the partner logo's height must fall within 60% to 150% of the Grubhub wordmark's height.



## Multiple partner logos (in static formats)

For static formats we use the same system as we do for one partner logo.

We place the logos within the safe area of our card (which should be equal to  $\frac{1}{3}$  of the card height). We then make sure there is also a minimum safe space between each logo of  $\frac{1}{3}$  of the card height.

In static formats we recommend adding no more than six square partner logos and no more than four horizontal partner logos. These recommendations are a best practice, but exceptions to the number of logos can be made in certain cases if required.

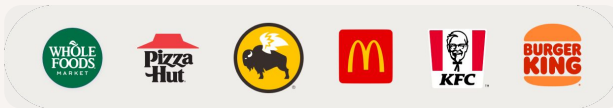
### Best practice examples



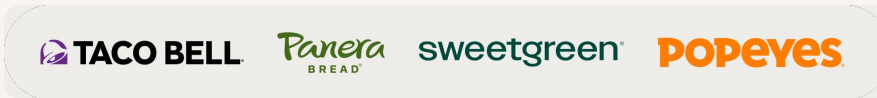
Maximum six mixed format logos in one card



X =  $\frac{1}{3}$  card height





Maximum six square logos in one card



Maximum four horizontal logos in one card

Partnership and  
co-branding in action

GRUBHUB | 



Starbucks<sup>®</sup>  
delivery to  
your door

Terms apply.

GRUBHUB | 

Get a **FREE**  
McDonald's  
10pc McNuggets<sup>®</sup>  
or Big Mac<sup>®</sup>\*



\*Offers valid on orders \$15+.  
Terms and fees apply.



GRUBHUB | 

**\$0 delivery fees,  
free with Prime\***



 **\$0 delivery fees**

\*No monthly Grubhub+ fees.  
No reservation. Grubhub+ members.  
Terms & add'l fees apply.



# Monogram

## Monogram

Our monogram is a secondary logo and should only be used in situations where the primary logo cannot fit or is not legible—typically at sizes smaller than 70px, such as on our app, website, or social media profiles.

[Download Monogram →](#)



## Monogram: variants

The monogram must always be framed within a rounded square or a circle.

### Primary

The best appearance of our monogram is on a primary background, with enough clear space.



#FF5500

#FFFFFF

---

### Card

When placing our monogram on a supportive brand color, use the card version of the monogram.



#FFCA48



#FFC4A7



#B8D9C5

## Monogram: sizing and clearspace

Due to the curve of the G, it is important to optically center the monogram within a container rather than mathematically centering it.

To provide proper clearspace and optically center the monogram, follow these steps:

1. Create a container for the monogram (a rounded square or a circle)
2. Scale the monogram to be 70% of the size of the container
3. Mathematically center the monogram within the container
4. Shift the monogram to the left 1% of the width of the container



**Mathematically centered**



**To scale:**

GH = 70% of X (container)



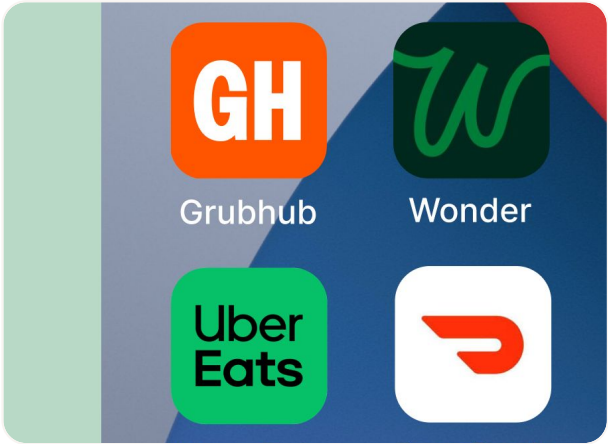
**Optically centered**



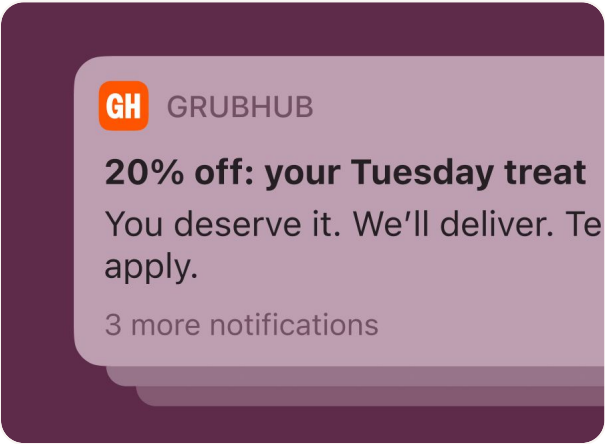
**To optically center:**

Shift the GH to the left  
1% of the width of X (the container)

Monogram in use



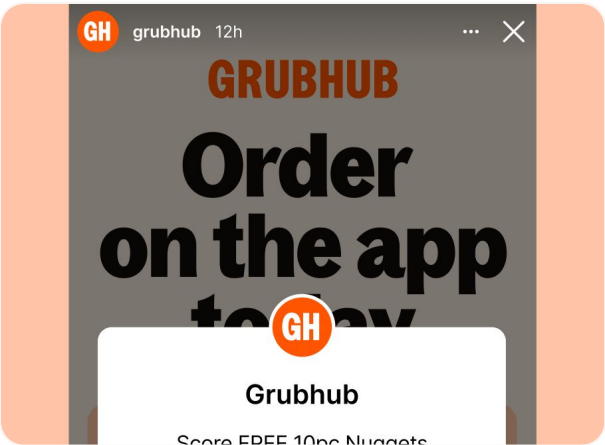
1 - App



2 - Push Notification



3 - Favicon



4 - Social

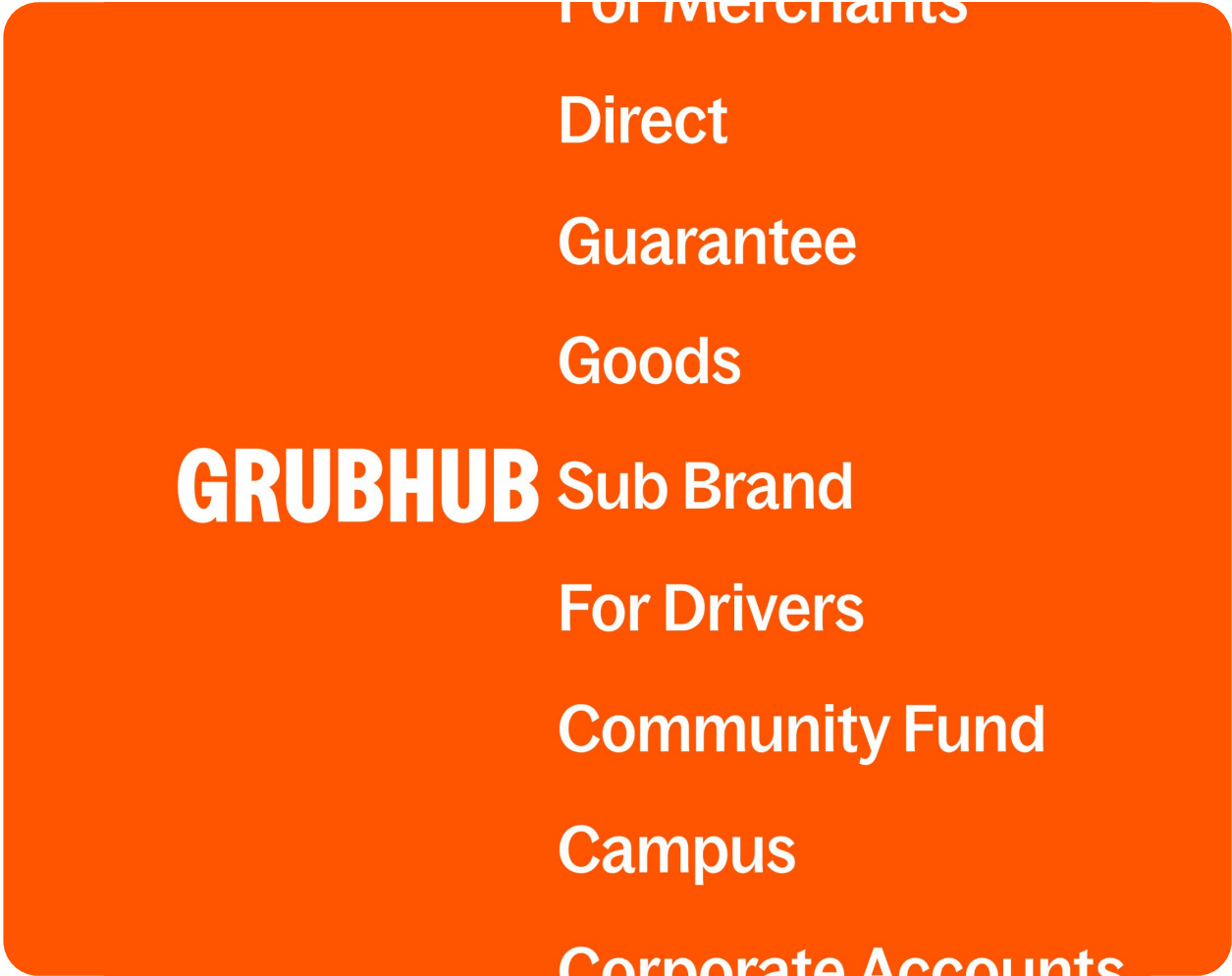


# Sub-brands

# Sub-brands

Sub-brand logos represent specific Grubhub services or initiatives. Use them to clearly identify these offerings while always maintaining a visual connection to the primary Grubhub logo. Avoid using sub-brand logos in isolation to ensure brand recognition.

[Download sub-brand logos →](#)



## Sub-brand lockups

Our sub-brand logos follow a consistent system alongside our primary logo, ensuring a clear hierarchy and connection to the master brand, while allowing for versatility and recognition across all brand touchpoints.

Our sub-brand logos have two orientations: stacked and single line. See the following pages for guidance regarding logo construction, clear space, and color variations.

Please only use logos that have been supplied by the Grubhub Studio Team.

The logo consists of the word "GRUBHUB" in a bold, orange, sans-serif font, positioned above the words "Sub Brand" in a bold, black, sans-serif font. The two elements are stacked vertically and centered.

**GRUBHUB**  
**Sub Brand**

Stacked

The logo consists of the word "GRUBHUB" in a bold, orange, sans-serif font, positioned above the words "Sub Brand" in a bold, black, sans-serif font. The two elements are centered horizontally but have a significant gap between them.

**GRUBHUB**  
**Sub Brand**

Centered

The logo consists of the word "GRUBHUB" in a bold, orange, sans-serif font, followed by the words "Sub Brand" in a bold, black, sans-serif font. There is no vertical gap between the two elements.

**GRUBHUB Sub Brand**

Single Line

## Sub-brands: stacked

Provide proper clearspace for the stacked sub-brand logo and maintain correct logo and typographic hierarchy on all collateral.

Construction

**GRUBHUB**  
Sub Brand

Clearspace



**Sub-brands: centered**

Provide proper clearspace for the centered sub-brand logo and maintain correct logo and typographic hierarchy on all collateral.

Construction

GRUBHUB  
Sub Brand

Clearspace





**Sub-brands: single line**

Provide proper clearspace for the single line sub-brand logo and maintain correct logo and typographic hierarchy on all collateral.

Construction

**GRUBHUB** Sub Brand

Clearspace



Grubhub Visual Identity Guidelines 2025

Sub-brands

**GRUBHUB**  
For Drivers

**GRUBHUB**  
For Drivers

**GRUBHUB** For Drivers

**GRUBHUB**  
For Merchants

**GRUBHUB**  
For Merchants

**GRUBHUB** For Merchants

**GRUBHUB**  
On Site

**GRUBHUB**  
On Site

**GRUBHUB** On Site

**GRUBHUB**  
Guarantee

**GRUBHUB**  
Guarantee

**GRUBHUB** Guarantee

**GRUBHUB**  
Goods

**GRUBHUB**  
Goods

**GRUBHUB** Goods

**GRUBHUB**  
Corporate Accounts

**GRUBHUB**  
Corporate Accounts

**GRUBHUB** Corporate Accounts

**GRUBHUB**  
Direct

**GRUBHUB**  
Direct

**GRUBHUB** Direct

**GRUBHUB**  
Community Fund

**GRUBHUB**  
Community Fund

**GRUBHUB** Community Fund

**GRUBHUB**  
Campus

**GRUBHUB**  
Campus

**GRUBHUB** Campus

**GRUBHUB**  
For Drivers

**GRUBHUB**  
For Drivers

**GRUBHUB** For Drivers

**GRUBHUB**  
For Merchants

**GRUBHUB**  
For Merchants

**GRUBHUB** For Merchants

**GRUBHUB**  
On Site

**GRUBHUB**  
On Site

**GRUBHUB** On Site

**GRUBHUB**  
Guarantee

**GRUBHUB**  
Guarantee

**GRUBHUB** Guarantee

**GRUBHUB**  
Goods

**GRUBHUB**  
Goods

**GRUBHUB** Goods

**GRUBHUB**  
Corporate Accounts

**GRUBHUB**  
Corporate Accounts

**GRUBHUB** Corporate Accounts

**GRUBHUB**  
Direct

**GRUBHUB**  
Direct

**GRUBHUB** Direct

**GRUBHUB**  
Community Fund

**GRUBHUB**  
Community Fund

**GRUBHUB** Community Fund

**GRUBHUB**  
Campus

**GRUBHUB**  
Campus

**GRUBHUB** Campus

# Grubhub+

 Coming Soon!

# Internal Logos

## Internal team and network logos

Teams are formal departments like the People Team, IT, and Business Insights. Networks are employee-led communities open to all, such as BEACON, GAIN, and GrubPride.

Teams and networks can express their identity with custom icons—no Grubhub wordmark needed internally.

Note: custom icons and lockups may be available upon request from the Grubhub Studio Team.



# Internal Team



## Using internal logos publicly

When using an internal logo publicly, the internal logo must be locked up next to the Grubhub wordmark.



# 03

# Color

- 
- ➡ Primary
  - ➡ Secondary
  - ➡ Accessibility
  - ➡ Color Ratio
  - ➡ Buttons



# Primary color palette

Our new orange is **vibrant and recognizable**. It's a bold, accessible, and high-impact tone that aligns perfectly with our evolution and feels appetizing.

Coffee-themed, natural-toned neutrals fit into the system to support this vibrant orange and lend warmth while pairing well with food imagery.

**White**  
#FFFFFF  
CMYK: 0, 0, 0, 0  
Contrast Ratio: 18.75:1

**Froth**  
#F8F4F1  
CMYK: 0, 2, 2, 3  
Contrast Ratio: 18.92:1

**Latte**  
#F3E3CB  
CMYK: 4, 9, 20, 0  
Contrast Ratio: 16.62:1

**Cortado**  
#E7CDA2  
CMYK: 9, 17, 39, 0  
Contrast Ratio: 12.19:1

**Grubhub Orange**  
#FF5500  
PMS 1655 (Solid C/U)  
PMS 17-1361 Scarlet Ibis (Fabric)  
CMYK: 0, 81, 100, 0  
Contrast Ratio: 3.21:1

**Espresso**  
#18100F  
CMYK: 69, 69, 67, 82  
Contrast Ratio: 18.06:1

## Secondary colors

Our secondary colors are carefully chosen to complement our new orange by providing balance and versatility. They enhance the vibrancy of the orange while offering contrast that supports clarity and visual hierarchy.

Whether used to highlight key messaging or to create depth in layouts, these hues work harmoniously to reinforce Grubhub's energy and warmth without overwhelming it.

**Egg Yolk**  
#FFCA48  
CMYK: 0, 21, 72, 0  
Contrast Ratio: 12.31:1

**Shortcake**  
#FFC4A7  
CMYK: 0, 23, 35, 0  
Contrast Ratio: 11.07:1

**Mint**  
#B8D9C5  
CMYK: 15, 0, 9, 15  
Contrast Ratio: 12.29:1

**Plum**  
#5F2B4B  
CMYK: 0, 55, 21, 63  
Contrast Ratio: 10.86:1

# Accessibility

Accessibility and correct usage of the brand colors is of utmost importance. Ensuring good contrast between text and background colors is essential for legibility and inclusivity.

Lighter tones should be used with care, especially in backgrounds or large areas, while high-contrast pairings should be prioritized for text and key visual elements. By following these principles, we create assets that are both visually engaging and accessible to all users.

<div>Grubhub Orange</div> <div>White</div> <div>Headline</div> <div>White</div> <div>Body Copy</div> <div>Medium—Bold weight at 16px+</div>	<div>White</div> <div>Espresso</div> <div>Headline</div> <div>Orange</div> <div>Headline</div> <div>Bold 24px+</div> <div>Espresso</div> <div>Body Copy</div>	<div>Froth</div> <div>Espresso</div> <div>Headline</div> <div>Orange</div> <div>Headline</div> <div>Bold 24px+</div> <div>Espresso</div> <div>Body Copy</div>	<div>Latte</div> <div>Espresso</div> <div>Headline</div> <div>Orange</div> <div>Headline</div> <div>Bold 24px+</div> <div>Espresso</div> <div>Body Copy</div>	<div>Cortado</div> <div>Espresso</div> <div>Headline</div> <div>Espresso</div> <div>Body Copy</div>
<div>Espresso</div> <div>White</div> <div>Headline</div> <div>White</div> <div>Body Copy</div>	<div>Egg Yolk</div> <div>Espresso</div> <div>Headline</div> <div>Espresso</div> <div>Body Copy</div>	<div>Shortcake</div> <div>Espresso</div> <div>Headline</div> <div>Espresso</div> <div>Body Copy</div>	<div>Mint</div> <div>Espresso</div> <div>Headline</div> <div>Espresso</div> <div>Body Copy</div>	<div>Plum</div> <div>White</div> <div>Headline</div> <div>White</div> <div>Body Copy</div>

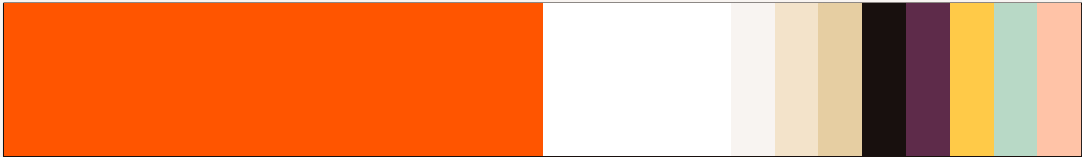


# Color ratio

To build equity in our new brand orange, we should try and be as orange-heavy as possible.

Across applications, as a general principle, use the following recommendation:

- |         |                    |
|---------|--------------------|
| 50–100% | Grubhub Orange     |
| 25–50%  | Neutrals           |
| 0–25%   | Secondary Color(s) |



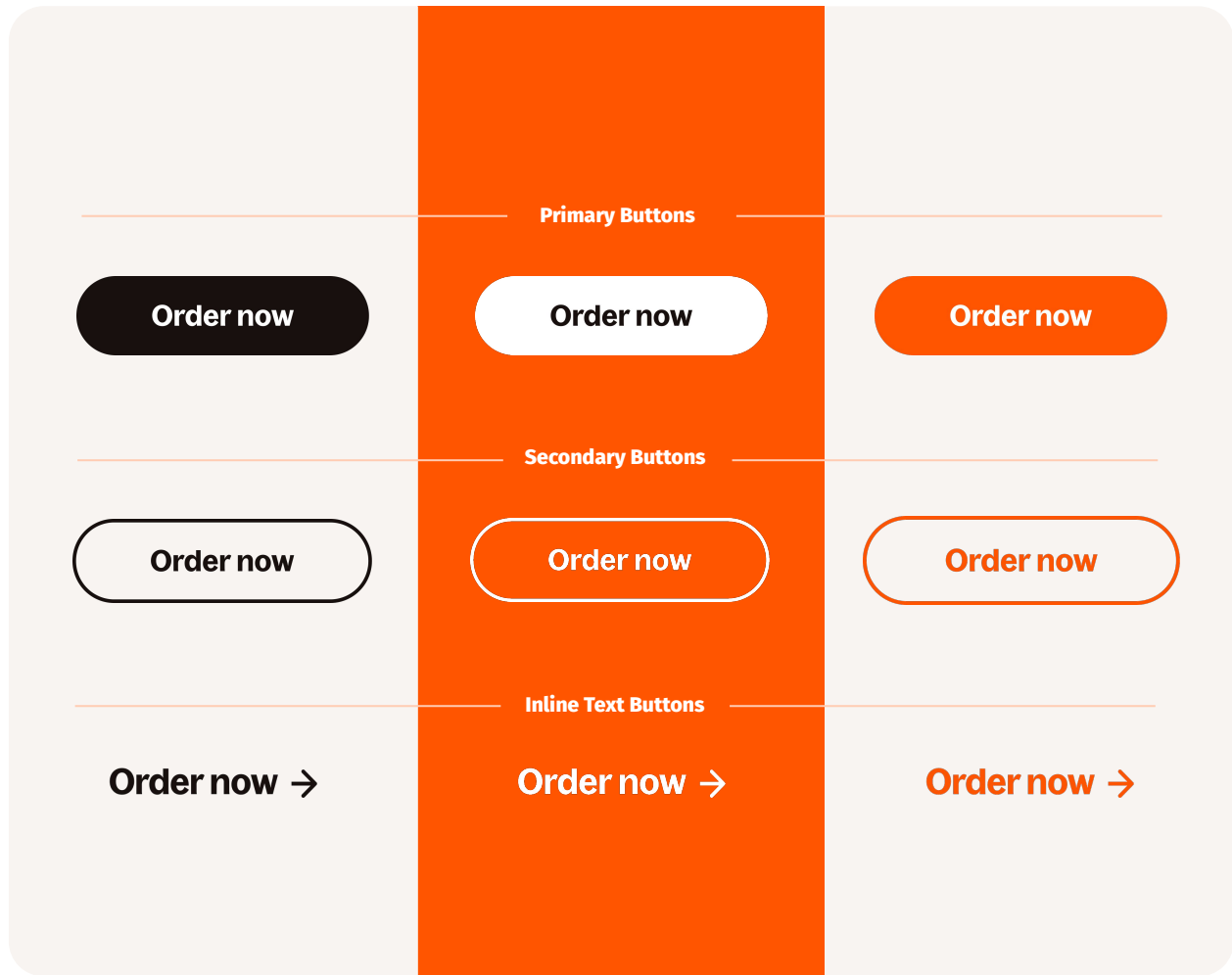
CRM



## Button color

We use three distinct button styles to support hierarchy and clarity in our communications:

- Primary buttons are reserved for the main call to action and should appear only once per layout to maintain focus
- Secondary buttons support additional actions and can be used multiple times within the same communication as needed
- Inline Text buttons serve as a tertiary tier of buttons, often used at the end of a text box or in instances requiring minimal focus



04

# Typography



# Bagoss (“buh-goss”)

Crafted with precision, this sans serif uses contrasting strokes and curvatures to bring a tasteful sense of personality that doesn’t compromise on legibility.

- The unconventional structuring lends a feeling of modern sophistication with a touch of playfulness
- A sizeable x-height across its architecture creates a friendly, warm and effortless aesthetic
- Bagoss is a variable font, meaning it can seamlessly adjust weight and width to suit different design needs, making it very adaptable for motion

- Primary headline (see next page)
- Primary body (see next page)

# Variable

WIDTH 1

Condensed Light  
Condensed Regular  
Condensed Medium  
● Condensed SemiBold  
Condensed Bold

*Italic*  
*Italic*  
*Italic*  
*Italic*  
*Italic*

WIDTH 2

Standard Light  
● Standard Regular  
Standard Medium  
Standard SemiBold  
Standard Bold

*Italic*  
*Italic*  
*Italic*  
*Italic*  
*Italic*

WIDTH 3

Extended Light  
Extended Regular  
Extended Medium  
Extended SemiBold  
Extended Bold

*Italic*  
*Italic*  
*Italic*  
*Italic*  
*Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#<>?&

## Primary headline & body type

As seen on the previous page, Bagoss is a variable font with different widths and weights.

However, to maintain consistency across all channels, please use the recommendation below, unless otherwise directed by the creative team:

- **Headlines:** Condensed Semibold
- **Body:** Standard Regular

**GRUBHUB**

---

**HEADLINE**

Bagoss Condensed  
Semibold

**Hot, fresh, and on  
your doorstep**

---

**BODY**

Bagoss Standard  
Regular

Because great food should arrive just the way you crave it. Whether it's your go-to lunch or a late-night fix, we bring it fast, right, and ready to enjoy.

# Type pairing

To establish a seamless visual hierarchy, large headlines in Bagoss Semibold must pair with body that’s lighter than the headline itself.

For examples, Bagoss Bold in a headline pairs with a Bagoss Medium in body, and a Bagoss Medium in a headline pairs with a Bagoss Regular in body.

HEADLINE  
Bagoss Condensed Bold

Hot, fresh, and on  
your doorstep

Because great food should arrive just the way you  
crave it. Whether it's your go-to lunch or a late-night  
fix, we bring it fast, right, and ready to enjoy.

BODY  
Bagoss Condensed Medium

HEADLINE  
Bagoss Standard Medium

Hot, fresh, and on  
your doorstep

Because great food should arrive just the way you  
crave it. Whether it's your go-to lunch or a late-night  
fix, we bring it fast, right, and ready to enjoy.

BODY  
Bagoss Standard Regular



## Pairing dos & don'ts



Do pair headings with a body of a lower weight



Don't use the same or thicker weight in body

Bagoss Bold (H) + Bagoss Medium (B)



### Hot, fresh, and on your doorstep

Because great food should arrive just the way you crave it. Whether it's your go-to lunch or a late-night fix, we bring it fast, right, and ready to enjoy.

Bagoss Medium (H) + Bagoss Regular (B)



### Hot, fresh, and on your doorstep

Because great food should arrive just the way you crave it. Whether it's your go-to lunch or a late-night fix, we bring it fast, right, and ready to enjoy.

Bagoss Bold (H) + Bagoss Bold (B)



### Hot, fresh, and on your doorstep

Because great food should arrive just the way you crave it. Whether it's your go-to lunch or a late-night fix, we bring it fast, right, and ready to enjoy.

Bagoss Regular (H) + Bagoss Semibold (B)



### Hot, fresh, and on your doorstep

Because great food should arrive just the way you crave it. Whether it's your go-to lunch or a late-night fix, we bring it fast, right, and ready to enjoy.

## Type hierarchy

Type hierarchy ensures consistency, clarity, and character across all brand communications. Each style—from eyebrow to caption—has a specific role in guiding the reader, creating visual rhythm and reinforcing our tone.

Use this system as a guide to maintain a clear hierarchy of information, highlight key messages, and balance functionality with brand personality.

---

### EYEBROW

Bagoss Standard Semibold

---

### HEADLINE

Bagoss Condensed Semibold

---

### SMALL HEADLINE

Bagoss Standard Semibold

---

### BODY

Bagoss Standard Regular

---

### CTA

Bagoss Standard Semibold

---

### FOOTER

Bagoss Standard Medium

#### LATE NIGHT FAVORITE

# Burgers this good deserve a spotlight

## Top-rated, crowd-pleasing, and dripping with flavor

From midnight cravings to lunch break classics, we serve up meals that hit the spot—fast, fresh, and right to your door. Order now and enjoy \$0 delivery fees.\*

**Order now**

\*Terms apply.

## Type hierarchy example: marketing assets



### Whatever you want, whenever you want it

Whether it's your go-to lunch or a  
late-night fix, we bring it fast, right,  
and ready to enjoy.

Order now

#### HEADLINE

Bagoss Condensed Semibold

#### BODY

Bagoss Standard Regular

#### CTA

Bagoss Standard Semibold

## Type hierarchy example: technical/one-pager

## Bagoss Standard Semibold

## Bagoss Standard Regular

Bagoss Standard Semibold

## Bagoss Standard Regular

**Type hierarchy  
example:  
expressive/high  
contrast**



# Order

Settle in for a cozy day  
with your local fave

# now

## Headline leading dos & don'ts

Leading refers to the **vertical space between lines of text**—it helps improve readability and gives the type room to breathe.



Use smaller leading for larger type and larger leading for smaller type ranging from 90% to 110%



Do not go lower than 90% or higher than 110% of the type size

90% of type size



Hot, fresh, and on  
your doorstep

110% of type size



Burgers this good  
deserve a spotlight

75% of type size



Hot, fresh, and on  
your doorstep

135% of type size



Burgers this good  
deserve a spotlight

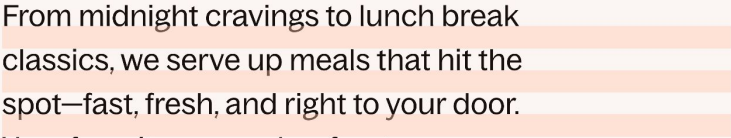
# Body leading

Leading is essential for making paragraphs easy to read—we use generous line spacing to help text feel open and approachable.

To keep readers engaged, break up long blocks of text into smaller, digestible sections, ideally no more than five to seven sentences each.

## MAXIMUM

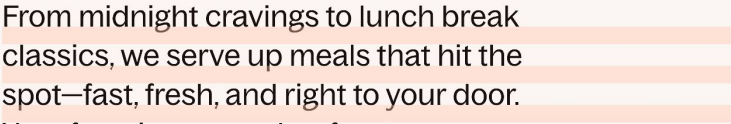
From midnight cravings to lunch break classics, we serve up meals that hit the spot—fast, fresh, and right to your door. Your favorites are only a few taps away.



150% of type point size

## JUST RIGHT

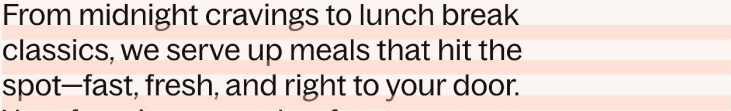
From midnight cravings to lunch break classics, we serve up meals that hit the spot—fast, fresh, and right to your door. Your favorites are only a few taps away.



133% of type point size

## MINIMUM

From midnight cravings to lunch break classics, we serve up meals that hit the spot—fast, fresh, and right to your door. Your favorites are only a few taps away.



120% of type point size



## Body leading dos & don'ts



Use smaller leading for larger type and larger leading for smaller type ranging from 120% to 150% as outlined on the previous page



Do not go lower than 120% or higher than 150% of the type size

133% of type size



From midnight cravings to lunch break classics, we serve up meals that hit the spot—fast, fresh, and right to your door. Your favorites are only a few taps away.

100% of type size



From midnight cravings to lunch break classics, we serve up meals that hit the spot—fast, fresh, and right to your door. Your favorites are only a few taps away.

150% of type size



From midnight cravings to lunch break classics, we serve up meals that hit the spot—fast, fresh, and right to your door. Your favorites are only a few taps away.

180% of type size



From midnight cravings to lunch break classics, we serve up meals that hit the spot—fast, fresh, and right to your door. Your favorites are only a few taps away.

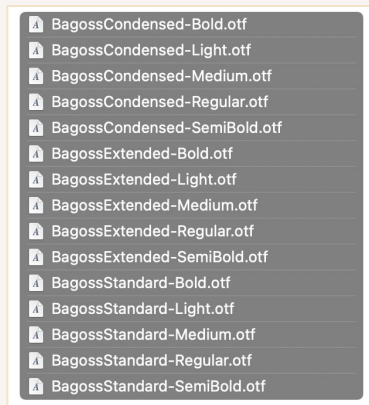
## How to get the font

To download **Bagoss**, navigate to “Typography” in the Guidelines section on Frontify and follow these steps to install it on your computer.

[Download Bagoss →](#)

### Step 01:

Once you’ve downloaded the fonts to your computer, open up the folder and highlight every file. Then, double click to open the installation window.



### Step 02:

Once the installation window pops up, click on the “Install Font” button. All of our fonts will now be installed on your computer.



## Google Font alternative: Fira Sans

If a platform doesn't support custom fonts or web hosting of Bagoss, please default to Fira Sans. As our default fallback, Fira Sans maintains clarity, warmth, and legibility across platforms as a good replacement font for Bagoss.

It pairs well with our system, ensuring consistency in tone and structure while supporting accessibility and performance across both digital and print applications.

### EYEBROW

Fira Sans Semibold

### HEADLINE

Fira Sans Extrabold

### SMALL HEADLINE

Fira Sans Semibold

### BODY

Fira Sans Regular

### CTA

Fira Sans Bold

### FOOTER

Fira Sans Medium

### LATE NIGHT FAVORITE

# Burgers this good deserve a spotlight

## Top-rated, crowd-pleasing, and dripping with flavor

From midnight cravings to lunch break classics, we serve up meals that hit the spot—fast, fresh, and right to your door. Order now and enjoy \$0 delivery fees.\*

**Order now**

\*Terms apply.

05

# Grid system



# Grid system

The grid system is fundamental to any visual identity, providing a structured framework that ensures order and harmony across all design layouts. By using the grid, we create balance, clarity, and cohesion in across assets, allowing for a seamless user experience.


GRUBHUB

Grubhub for


tax-exempt businesses

Grubhub offers the most robust built-in tax exempt solution of any meal perks platform. Use our automated processing system to order food without the typical hassle.\*


It's the easiest way to save money and time on meal orders.



We can remove taxes on each order so you have less paperwork come tax season.



Upload your tax exempt certificates to the Grubhub platform once and gain access to our network of restaurant partners. Instead of calling each restaurant ahead of time.



Whether you offer individual meals, group orders, or catering, it's the simplest way to ensure taxes are excluded from every order.

How it works:

1

Sign up for a Grubhub Corporate Account

2

Upload your tax exempt certificates to the platform

3

Work with us to customize your meal perks

4

Give your employees access to the most local restaurants

5

Enjoy all the time and money you save — knowing every qualified order will be tax free.


Learn more at

corporate.grubhub.com

"Our Corporate Account is extremely easy to work with and incredibly convenient. We are a tax-exempt institution and don't have to worry about sales tax. It's that simple."

Julie S.

Front Office & Recruitment Manager,  
UT Austin - Department of Educational Psychology



\*Supporting documentation is required.

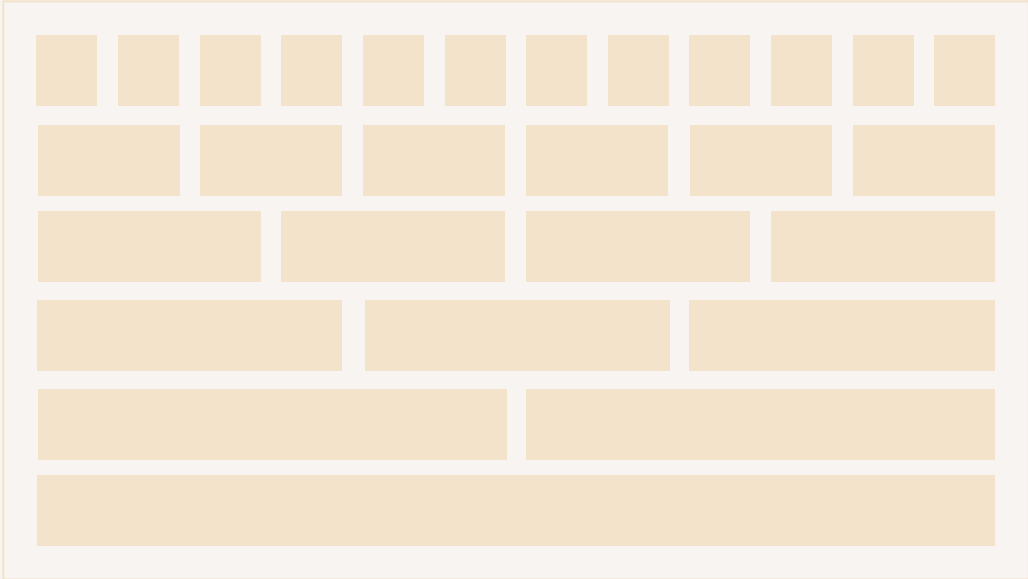
# 16:9 layout grid

We use a 12-column layout grid structure for desktop and 16:9 presentations.

This allows for divisions of 12, 6, 4, 3, 2, and 1, giving us plenty of layout options to suit a variety of formats.

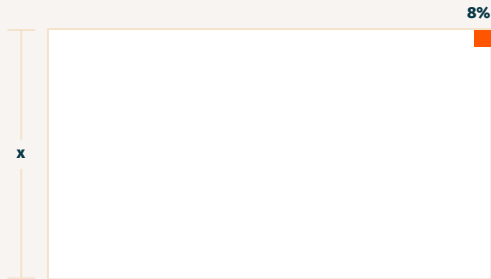
By using percentages to construct our grid, our structure can flex when the format or size changes.

16:9



## Margins and modules

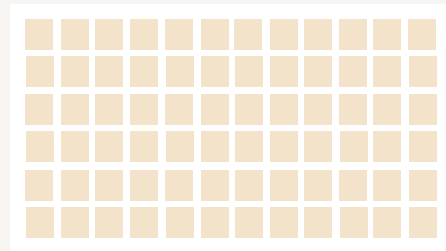
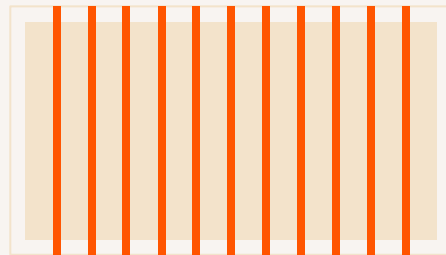
Always follow these steps and guidelines when creating an asset-specific grid.



### Step 01: Create the margin

Start by creating the margin.

Our margin width is 8% of the shortest side of the format (x). To calculate the margin width, multiply the shortest side (x) by 0.08.



### Step 02: Create the modules

First, determine the most appropriate number of columns and rows. Remember, your modules:

1. Should be as square as possible.
2. Should usually be divisible by three on the longest side.

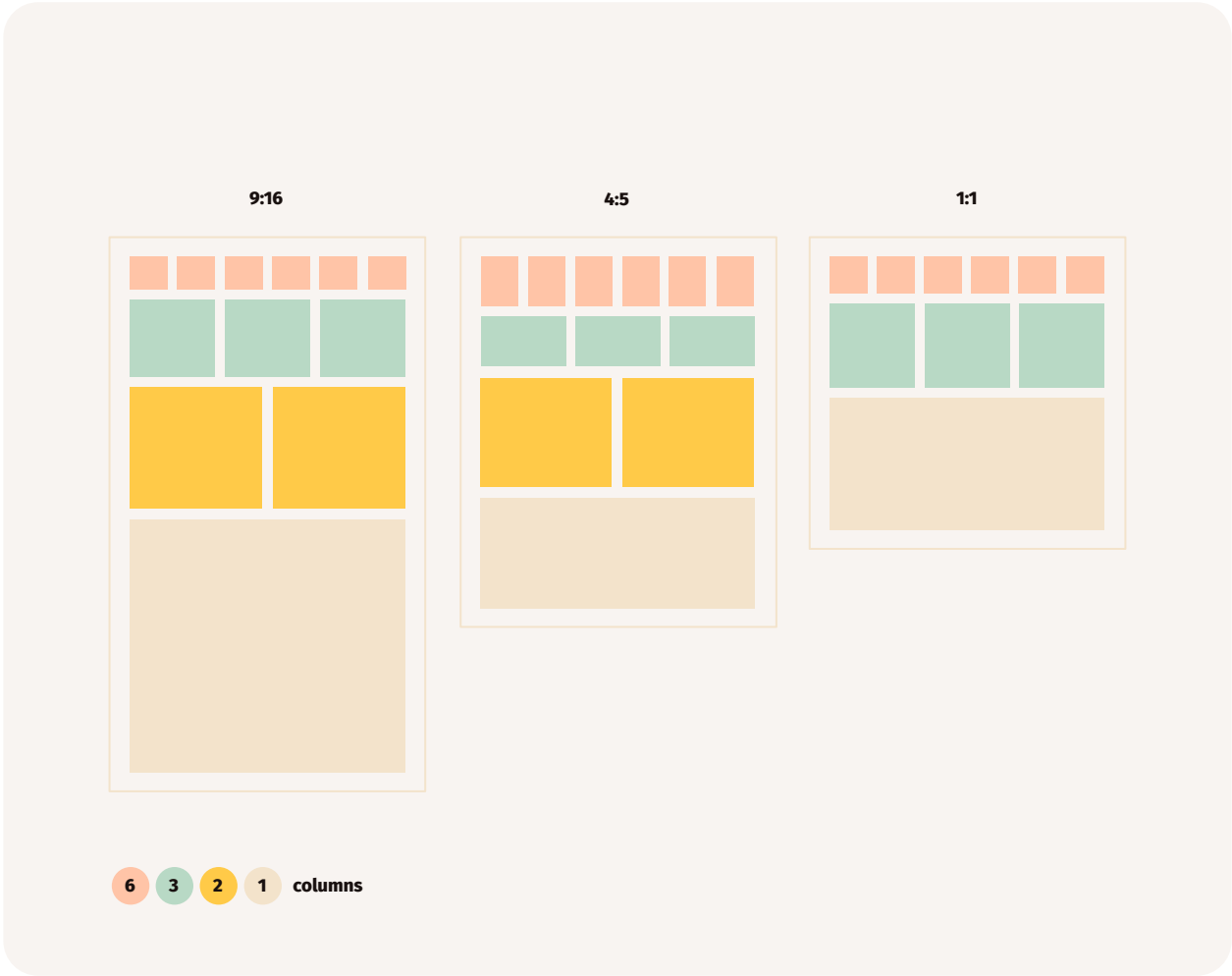
Once you've determined how many columns and rows you'll need, enter your gutter size. The gutter between the modules is 60% of the margin width.

**Please note:** when working with particularly small formats, our minimum recommended margin size is 8px.



# Other grid sizes

We generally use a 6-column layout grid for 9:16, 4:5, and 1:1 formats. This allows us to divide the layout in half and into thirds. A 12-column grid can still be used to create more complex layouts.

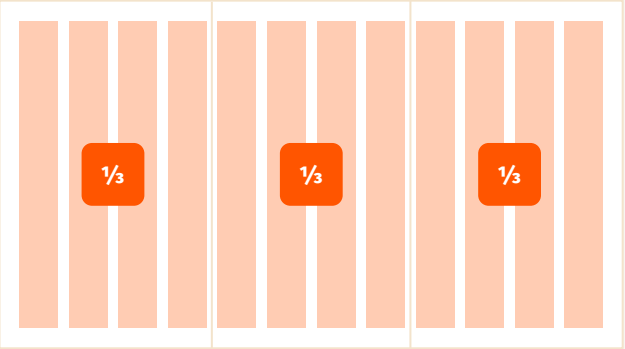


# Grid ratios

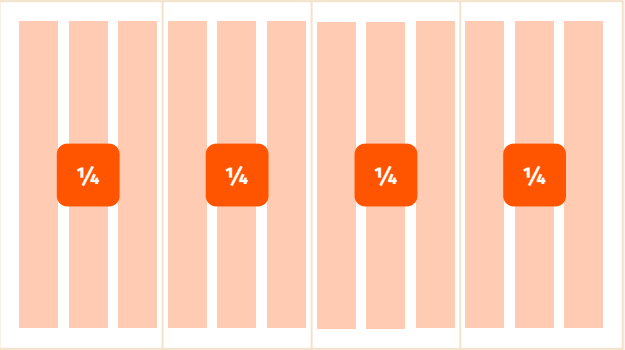
This diagram illustrates how we structure content using proportional column ratios within our grid system on a 12-column grid (wide proportions).

A  $\frac{1}{3}$  ratio spans 4 grid modules, while a  $\frac{1}{4}$  ratio spans 3 modules. These consistent proportions help maintain visual rhythm and flexibility across layouts—whether you're designing for CRM modules, web modules, or promotional banners. Aligning elements to these ratios ensures a balanced composition, responsive behavior, and design cohesion across platforms.

**$\frac{1}{3}$  ratios = 4 grid modules, including margins**



**$\frac{1}{4}$  ratios = 3 grid modules, including margins**



06

# Visual devices



- 
- ➔ The curve
  - ➔ Cards
  - ➔ Nuggets



# The curve

Inspired by the curvatures in our wordmark, the curve **enhances our visual identity** and complements both lifestyle and studio-shot food photography.



## What is the curve?

The curve is a graphic element that draws from our Grubhub “G.”

To make sure we don’t overuse the curve, we only use it once in each communication. It can be placed at the top, bottom, or either side of a layout.



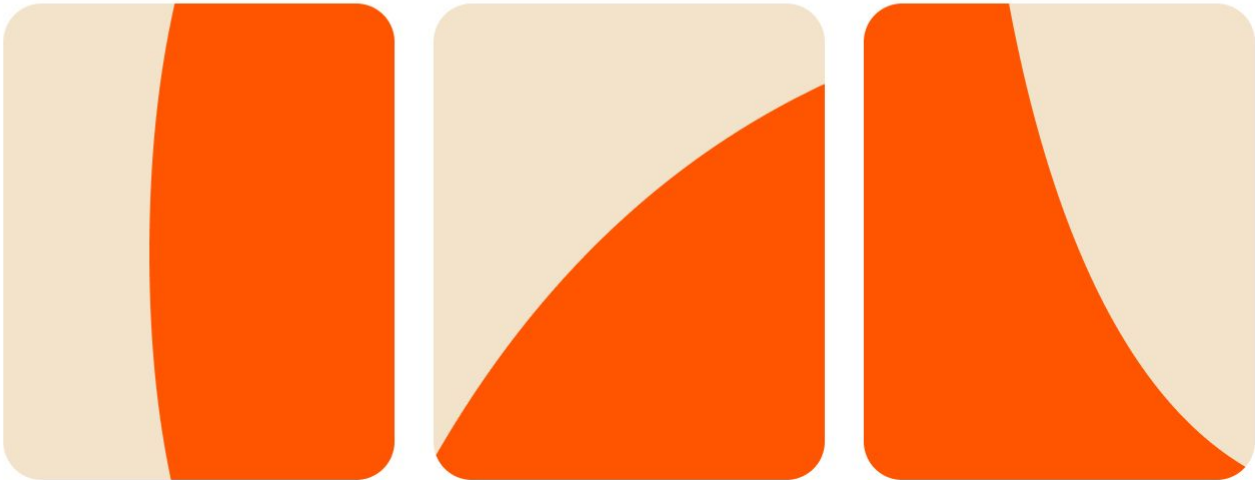
# The curve: croppings

The curve can be used in a variety of croppings depending on context, the proportion of the frame, and the photography it's paired with. Here are just a few, separated into *full* and *half* paths.

FULL PATH

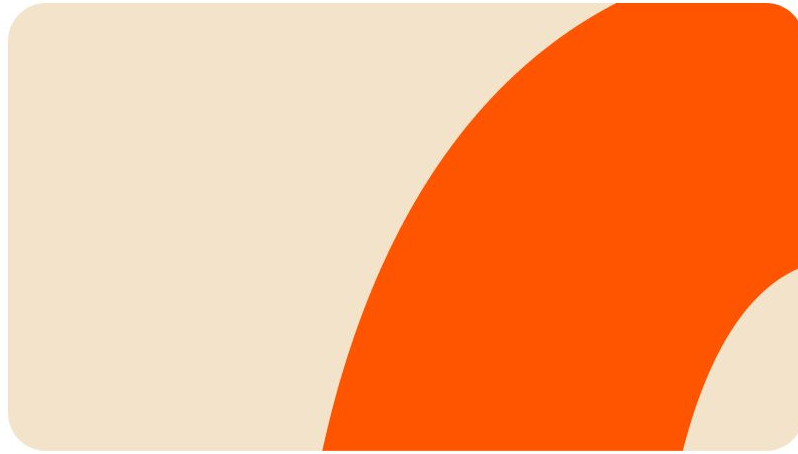


HALF PATH



## The curve: croppings (in action)

These are more specific examples for cropping the curve using common asset ratios and layouts.



16 X 9



9 X 16



1 X 1



## The curve: imagery rules

### Head-on food photography

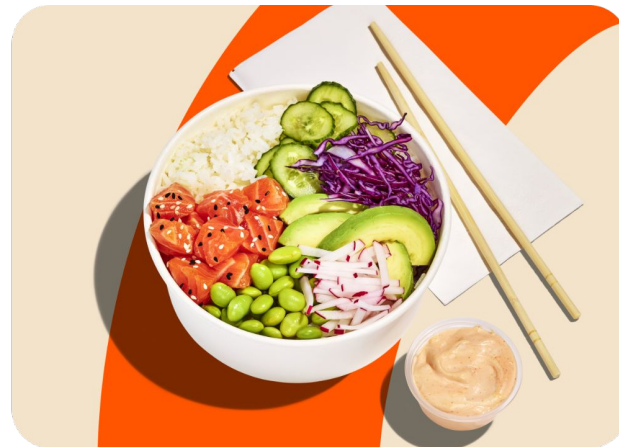
- Must always live on a curve
- Must not be cropped within a container or inside a curve



1 - HEAD-ON

### Top-down food photography

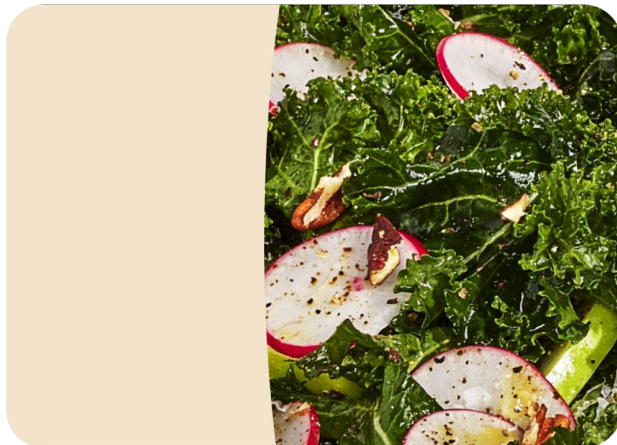
- Must always live on a curve
- Must not be cropped within a container or inside a curve



2 - TOP-DOWN

### Macro food photography

- Must always be cropped within a container or inside a curve



3 - MACRO

### Lifestyle photography

- Must always be cropped within a container or inside a curve



4 - LIFESTYLE

01/03

## Food photography (head-on & top-down)

- The food item should always be oversized for maximum heroic impact and detail
- A considerable amount of the food item's silhouette (excluding any secondary items such as cutlery or napkins) should overlap The Curve



**Correct** – The food item appears oversized for maximum impact



**Incorrect** – The food item appears small against the G shape



**Correct** – The food item overlaps the G shape and spills onto the background color



**Incorrect** – The food item only slightly overlaps the G shape on one side

02/03

## Macro food photography

- The food item itself should fill the visible space; i.e. there should be no visible cutlery, napkins, crockery etc.
- It should be easy to tell what type of food is being shown



**Correct** – The food item fills the visible space



**Incorrect** – The takeout container and empty background are visible



**Correct** – It is clear from this crop that the image is showing a tofu bowl with lots of healthy ingredients



**Incorrect** – It is not clear what dish this is; it is too focused on one ingredient



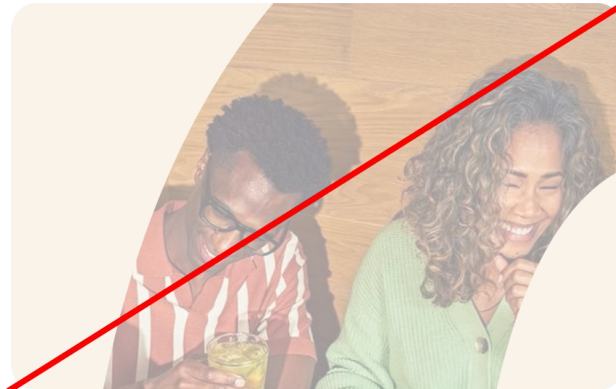
03/03

## Lifestyle photography

- Always make sure that the food being eaten is clearly visible
- If any models need to be cropped out of a shot, make sure their face is completely out of view



**Correct** – The models and food are all clearly visible



**Incorrect** – There is no food present in this crop




**Correct** – Both models are clearly visible along with the food item



**Incorrect** – The models' faces are awkwardly cropped and so is the food item

How it comes together

CRM







**GRUBHUB**

# Bite into crispy perfection

Order now


**GRUBHUB**



[T&C] Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

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**GRUBHUB**

# Whatever you want, whenever you want it

Order from one of these spots in your rotation and make it a delivery night.

Order now

**GRUBHUB**



[T&C] Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

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**GRUBHUB**

# Delicious dishes are a tap away



**GRUBHUB**



[T&C] Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

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How it comes together

Social

GRUBHUB

We've got  
your cravings  
covered



Order now →

GRUBHUB

Enjoy \$5 off  
your first  
order of \$15+

USE CODE 

META5OFF



GRUBHUB

\$5 off  
all your  
favorites



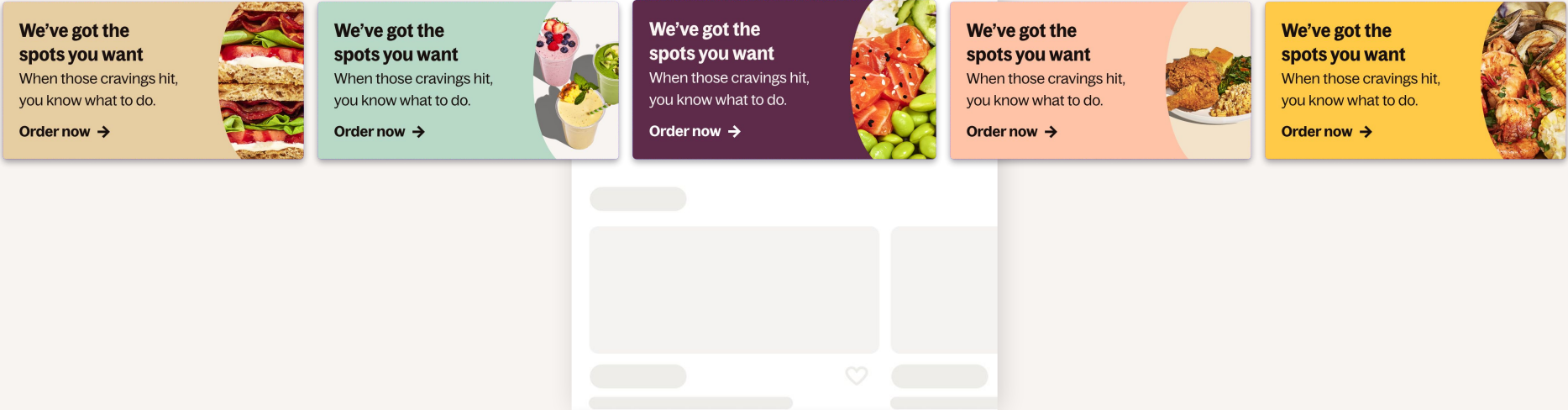


How it comes together  
**OOH**



How it comes together

# Announcement Carousel

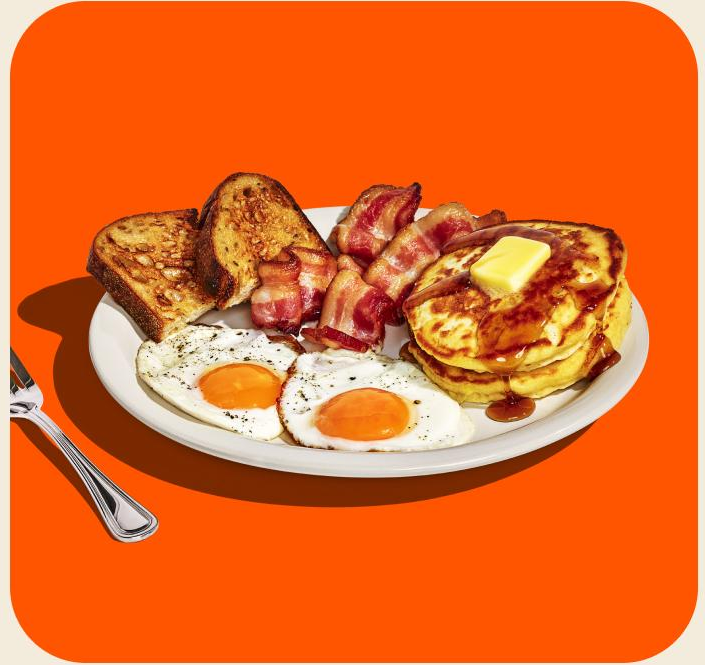






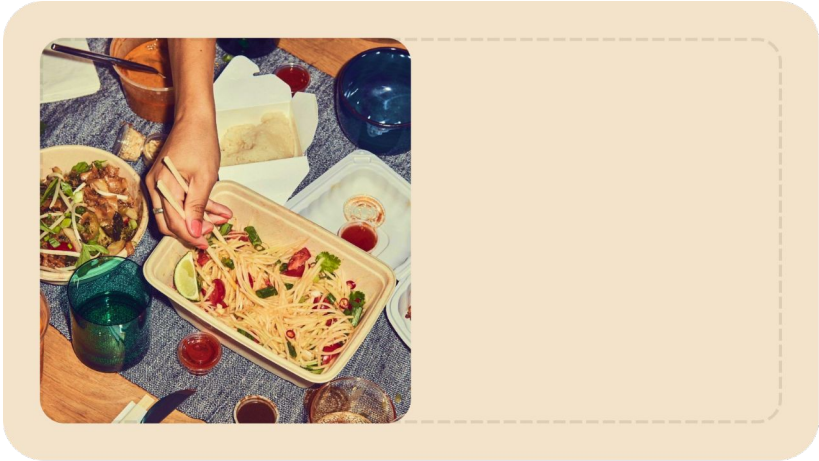
# Cards

Cards serve as **structured visual containers** for presenting key content to our audiences. They effectively highlight important details while maintaining a clear and organized visual hierarchy, enhancing readability and engagement.

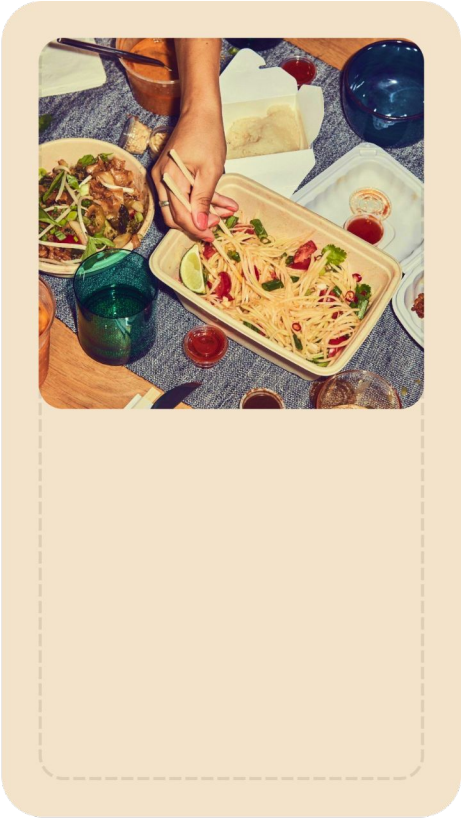


# Types & sizes

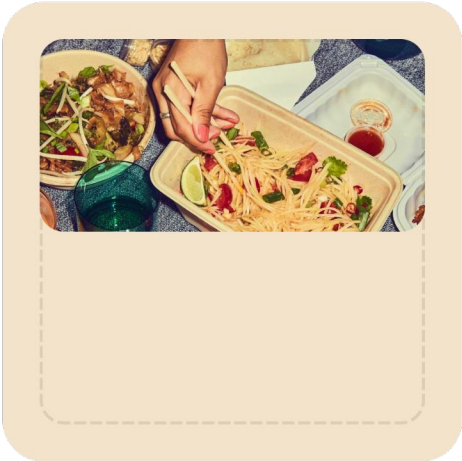
Cards can be horizontal, vertical, or square. Image containers can live as needed within these spaces.



16 X 9



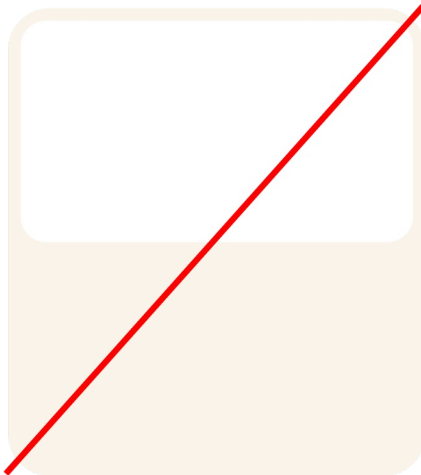
9 X 16



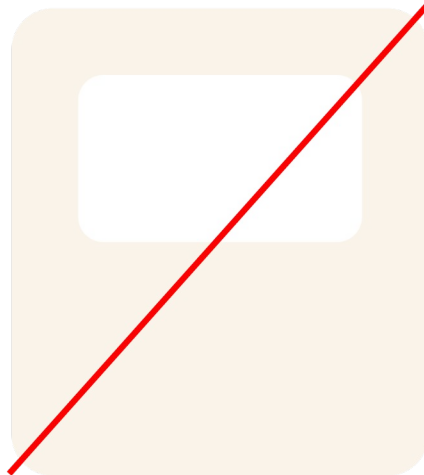
1 X 1

## Margins

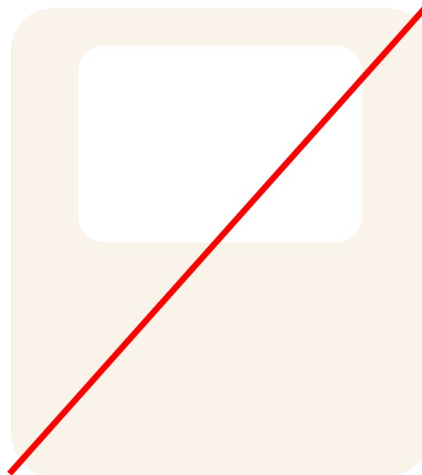
The card margin should be equal on all edges. To maintain consistency across the brand, aim for the width of the margin to be approximately 8% of the shortest edge of the card.



**Incorrect** – Margin too thin



**Incorrect** – Margin too thick

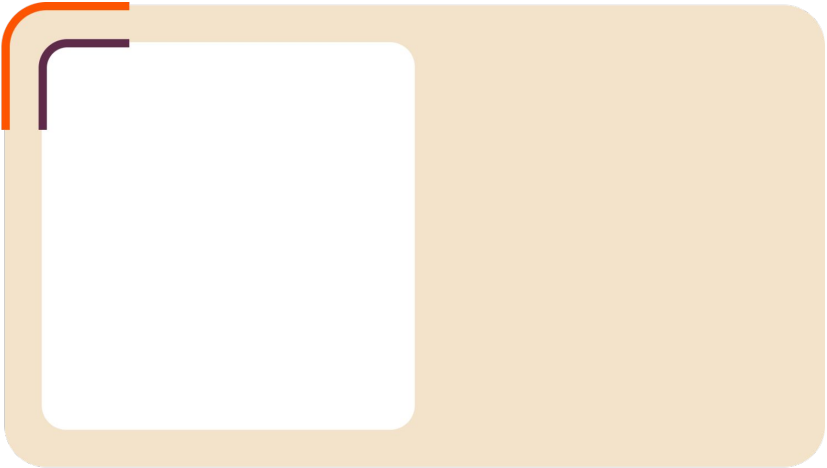


**Incorrect** – Margin uneven

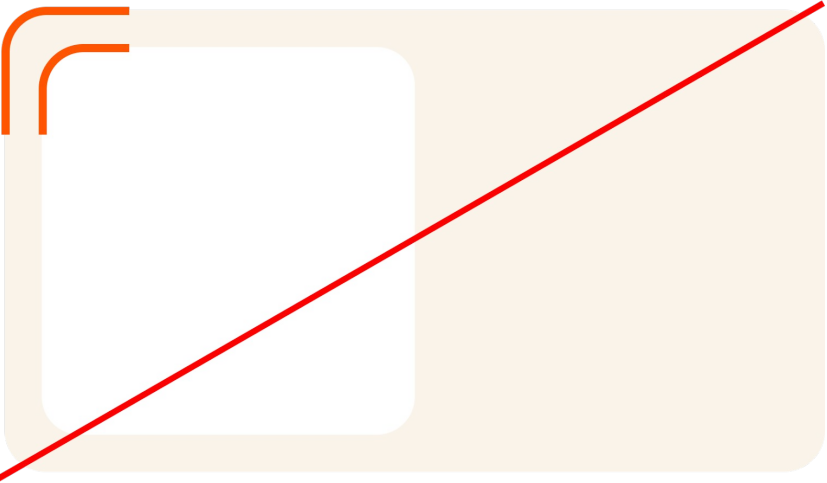
# Corner radius

The outer corner radius should be roughly larger than the inner radius for optical weight and visual balance.

outer radius > inner radius



outer radius = inner radius



## Imagery rules

Sizing and cropping are key to preserving the impact of our powerful photography.

### Food imagery

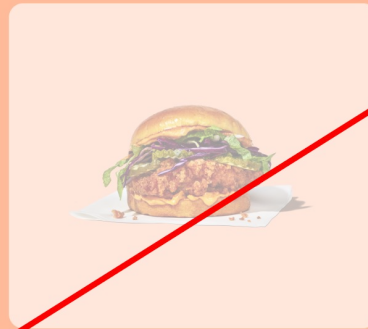
- Ensure food is sized appropriately within the frame; it should be large enough to feel appetizing, not oversized/cramped, or tiny/understated

### Lifestyle imagery

- Crops should clearly communicate context: show enough interaction, environment, or food detail to tell a full story. Avoid careless framing that feels disorienting or obscures what's happening. Every crop should feel intentional, functional, and visually engaging.



**Correct** – The food item appears heroic within the card



**Incorrect** – The food item appears tiny within the card



**Correct** – It is clear from this crop that the image is showing people interacting with food



**Incorrect** – It is not clear what's happening in the shot; the image is poorly/carelessly cropped

## Sample cards

Here are just a few of the many ways cards can be applied across real-world use cases:

- **Food imagery**
- **Lifestyle moments**
- **Modules in CRM** and marketing
- **CTA blocks** for web or email



FOOD IMAGERY



LIFESTYLE IMAGERY



### Poblano Mexican Grill

★ 5.0 (1,241)

Mexican

🕒 20–30 min • 🚚 Free delivery

Order now

CRM MODULE

Whatever you want,  
whenever you want it

Order now

CTA BLOCK (CRM/WEB)

How it comes together


CRM

GRUBHUB

Chef's pick,  
now for less



Nearby stores we love


- 

Pobiano Mexican Grill

★ 5.0 (1,241)

Mexican

🕒 20–30 min • 🚚 Free delivery


Order now
- 

Lucky Mao

★ 4.6 (2,512)

Asian, Asian Fusion


🕒 25–35 min • 🚚 Free delivery

Order now
- 

CRAFT Burger

★ 4.9 (1,241)

GRUBHUB



Your faves  
are waiting

Order from one of these spots in  
your rotation and make it a  
delivery night.

Order now


GRUBHUB

[T&C ] Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

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GRUBHUB



Sink your  
teeth into this

New additions, new obsessions. These  
neighborhood faves deliver, and they're  
only on Grubhub.

Plus, enjoy \$0 delivery fees with your  
Grubhub+ membership.\*

Whatever you want,  
whenever you want it

Order now


GRUBHUB

[T&C ] Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore



How it comes together  
Social


GRUBHUB



We've got  
your cravings  
covered

Order now →

GRUBHUB



Enjoy \$5 off  
your first  
order of \$15+

Order now →

USE CODE **METASOFF**

GRUBHUB



Order now →



How it comes together  
**OOH**





# Nuggets

Punchy, playful overlays **highlight key moments**—hot deals, fan favorites, or late-night go-tos. Like digital stickers, they add personality and utility, creating quick-hit context and entry points for promos. Bold, brief, and flavorful, they speak directly to the moment in every customer journey.



01/03

## Circular nugget

Small but mighty, circular nuggets bring energy, clarity, and action to a layout. Designed to highlight deals, speed, popularity, and promos, they help customers scan quickly and engage meaningfully.

- Must be text only (i.e., no icons/illustrations in the nugget)
- Copy length: <10 characters total - 2 lines max with 5 characters or fewer per word
- Angle should be <30° to ensure legibility

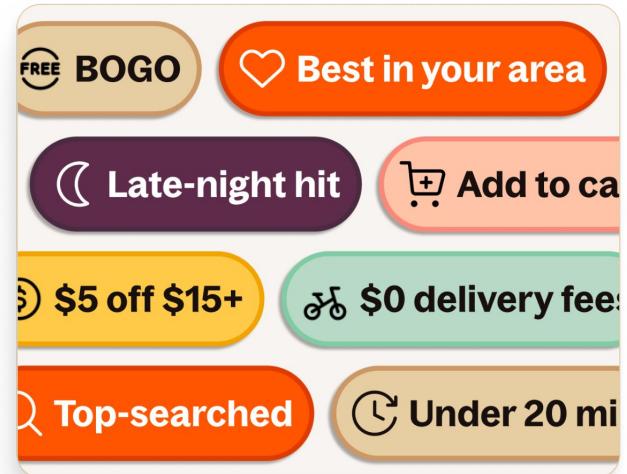


02/03

## Pill nugget

Pill nuggets are longer-format callouts built for moments when we need to say a bit more. With more room for short copy and supportive icons, they bring clarity, context, and a bit of charm to any layout, making them a versatile staple in our toolkit.

- Must contain text and an accompanying icon
- Copy length: 4-5 short words max
- Must never be positioned at an angle





03/03

## Ribbons

A graphic device inspired by the curves of the “G,” ribbons can be used as a specialty feature to hold type on a path, add movement and energy to compositions, and highlight certain messaging.

- Ideal is to use two (2) at a time, and/or no more than three (3)
- These should interact with cutout food imagery, overlapping and going under to bring depth and dimension



**GRUBHUB**

## End the week with a treat

Your Friday night plans just got delivered.  
Check out freebies nearby and get 'em  
while they're hot.

**FREEBIE**



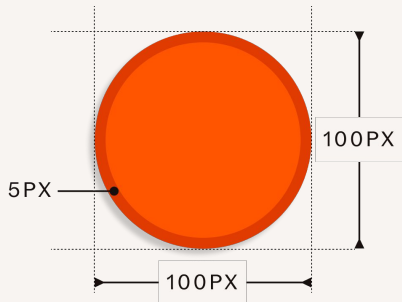
**FRIDAY**

# Nuggets: specs

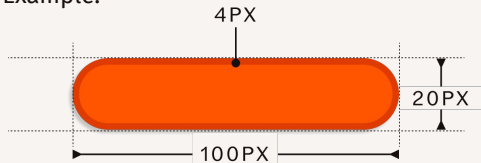
Please follow these guidelines when creating nuggets to ensure consistency across our branded assets.

## Stroke widths

Circular stroke width: **5% of circle diameter**  
Example:

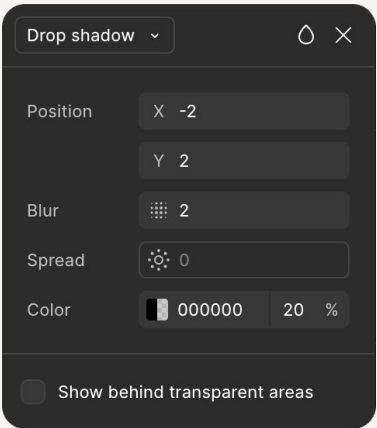


Pill stroke width: **10% of pill height**  
Example:



## Drop shadow

- 2% of circle diameter
- 5% of pill height
- shadow should offset to **left & bottom**
- 20% opacity



## Colors

Use fill colors from our brand palette, and these outline colors on this chart

### FILL COLORS (from our palette)




### STROKE COLORS



How it comes together

CRM

GRUBHUB




10% off

Whatever you want,  
whenever you want it

Order from one of these spots  
in your rotation and make  
tonight a delivery night.

Order now

GRUBHUB



[T&C ] Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

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GRUBHUB

Hello summer savings


Heat things up this weekend  
with sizzling offers at these  
local faves.

BUY ONE  
GET ONE FREE



Order now

GRUBHUB




[T&C ] Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

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GRUBHUB



Local favorite


Late-night hit

Whatever you want,  
whenever you want it

Order from one of these spots  
in your rotation and make  
tonight a delivery night.

Order now

GRUBHUB



[T&C ] Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

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How it comes together  
Social





How it comes together  
**OOH**



07

# Graphics



- 
- ➔ Photography
  - ➔ Illustrations
  - ➔ Iconography
  - ➔ Video
  - ➔ Motion

# Photography

## Photography direction and principles

Shooting food photography in a variety of styles ensures we can optimize our brand visuals across different environments and reduce creative fatigue. When possible, we should shoot a full suite of images for every product or dish we capture.



1. Isolated



2. Hero model



3. Macro



4. In-situation



01/04

# Isolated products

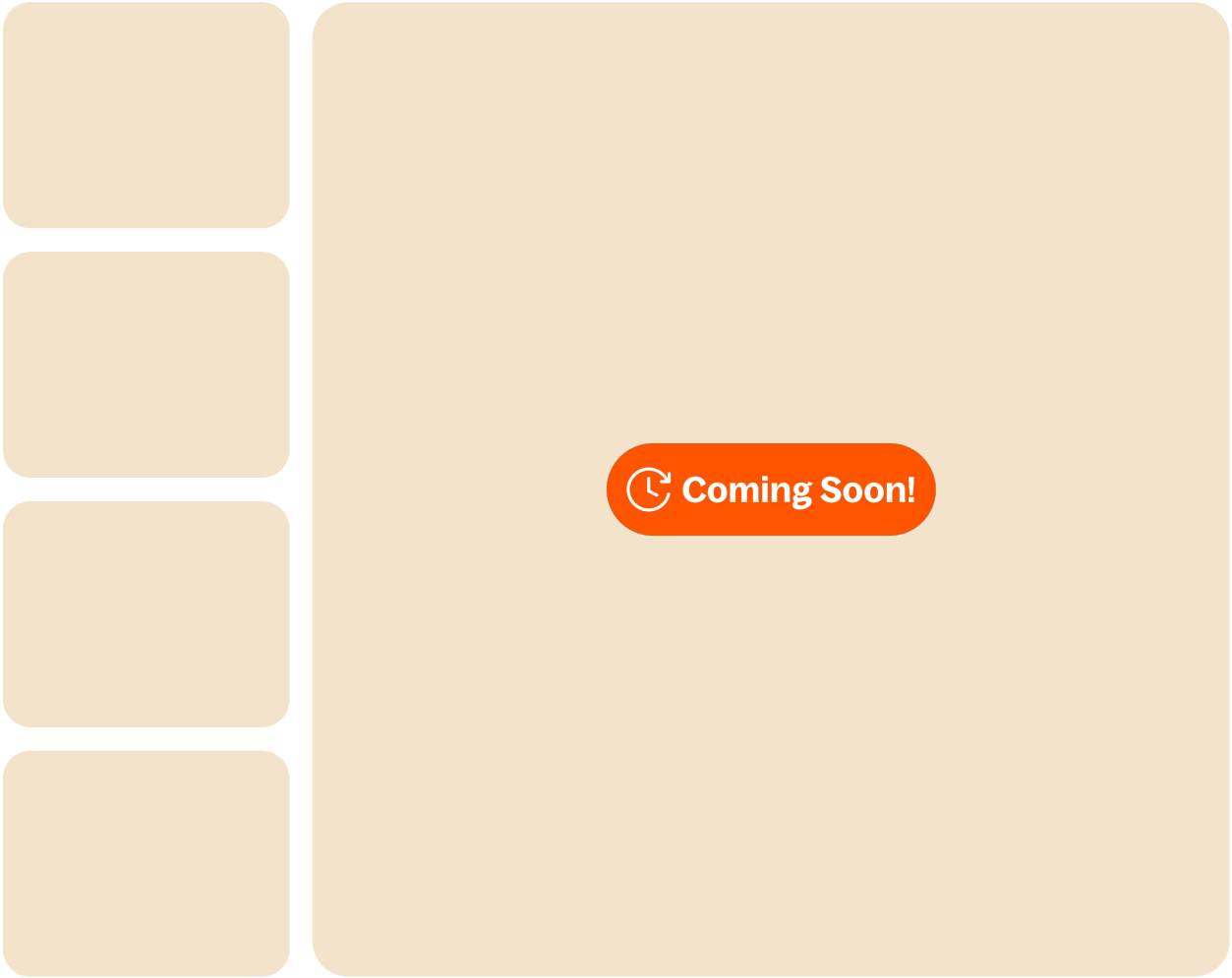
Shooting in isolation creates a hyper-focused, standout moment for the product, enhancing clarity and impact.

[View photography →](#)

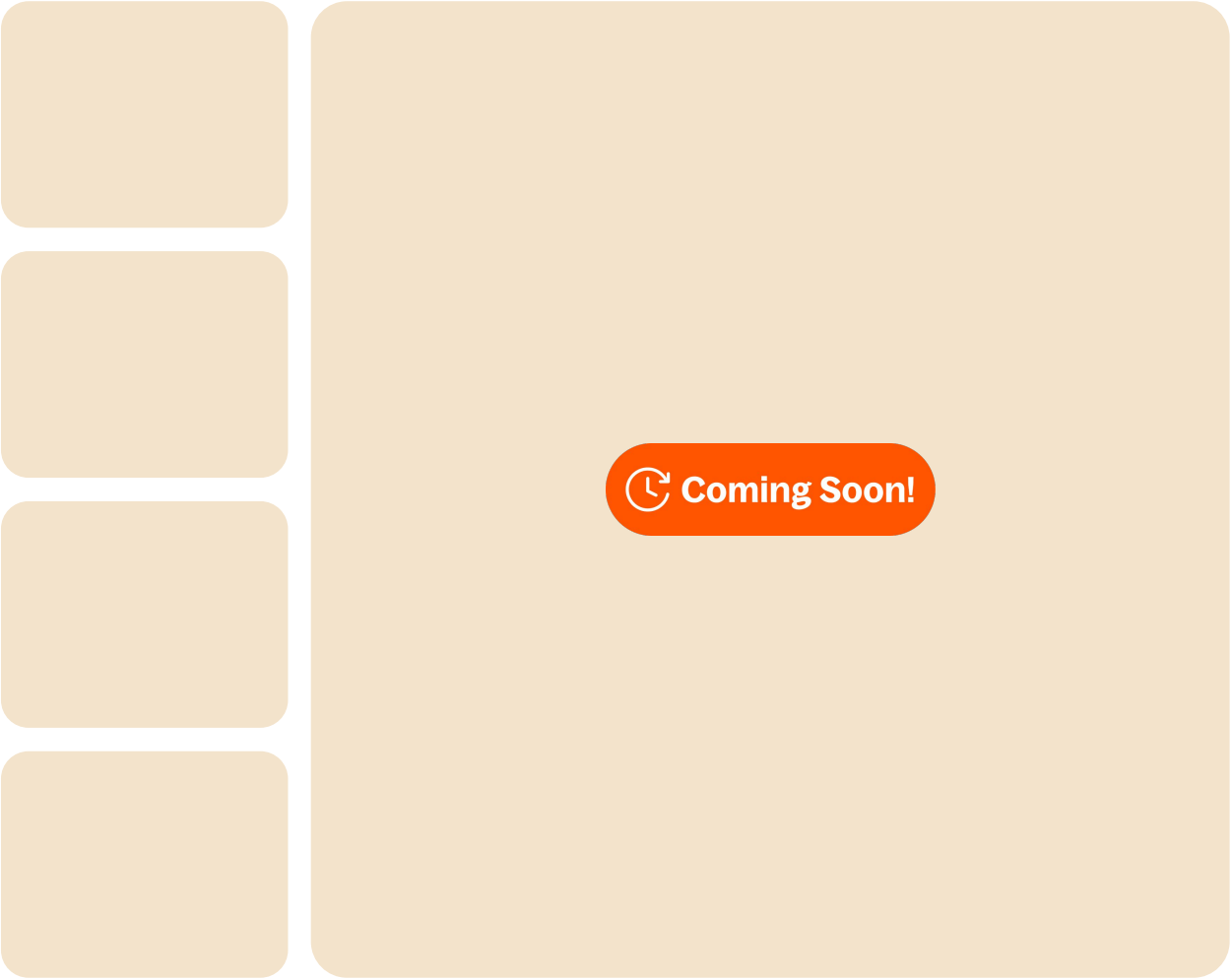


02/04

Hero model

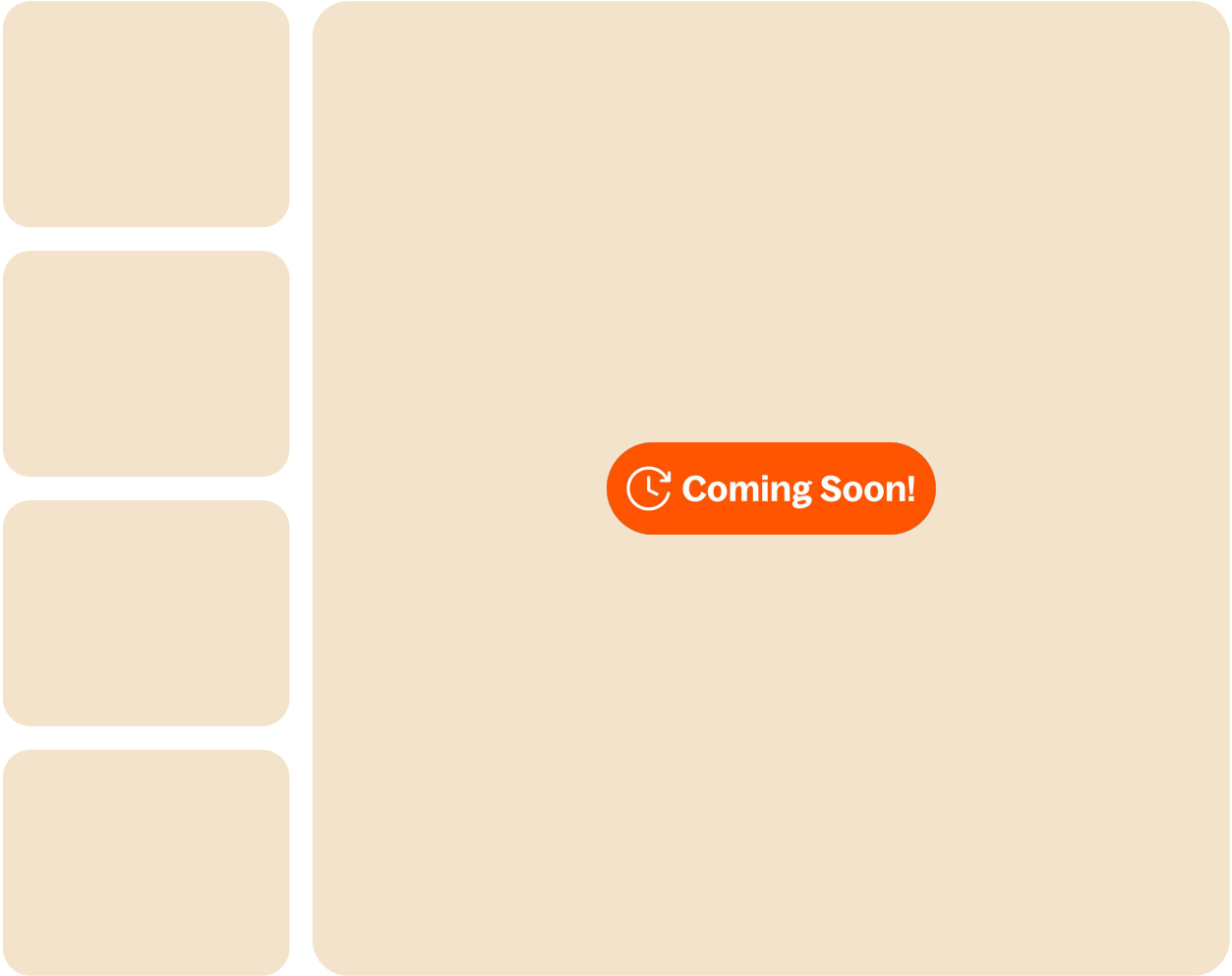


Macro



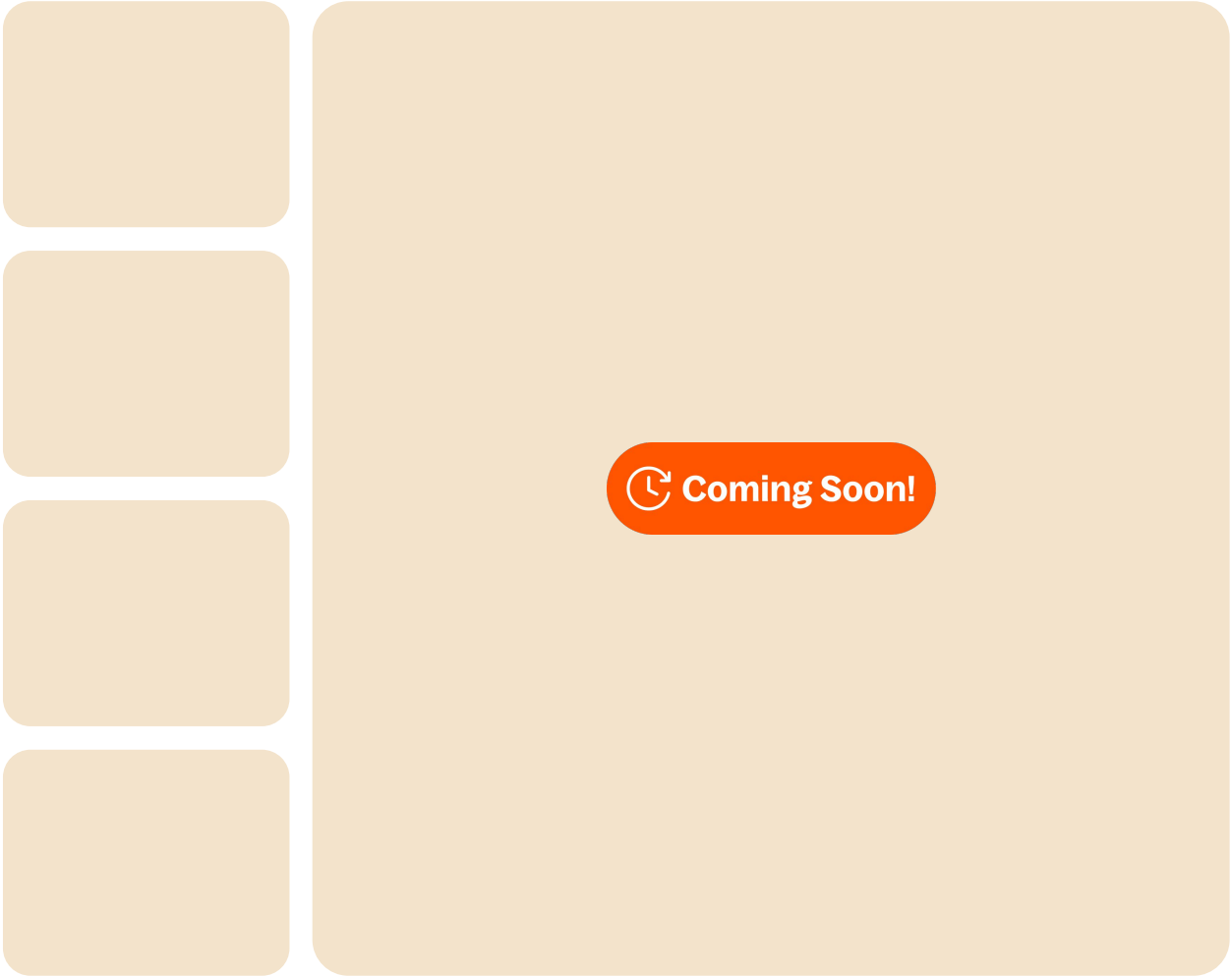
04/04

In-situation





**Additional  
Driver**



# Illustration

 Coming Soon!



# Iconography

## Icons

Small but mighty, icons are a visual way of telling our audiences about a piece of information or function. Our suite of functional icons is both ownable and consistent with our brand identity.

[Access our icon library here →](#)



# Video

 **Coming Soon!**

# Motion

 Coming Soon!

08

# Brand assets

- ➔ Google template slides
- ➔ LinkedIn header
- ➔ Email signatures
- ➔ Self-service templates



 Coming Soon!







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# Get in touch

Please reach out to the Grubhub Studio Team with any questions

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**Thank you!**

**GRUBHUB**