GRUBHUB

Brandbook

Logo & Symbol

Logo in orange

Logo in white

Logo

The Grubhub logo is bold, progressive and authentic. The monospace characters are unique and quirky, staying true to what we stand for.
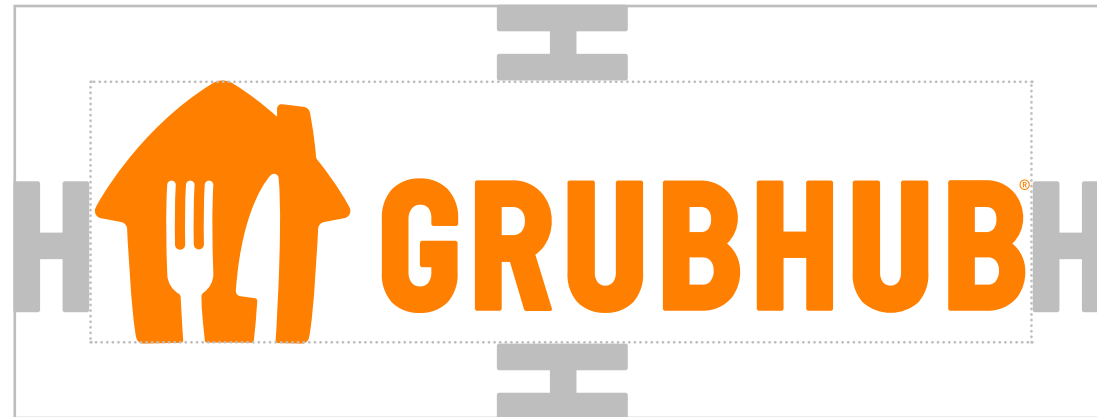
The house icon must always be present before the logotype.

The logo always appears in orange or white, depending on background color. Choose the version that is most legible.

Although our logotype is set in uppercase, we use "Grubhub" when we need to write our brand name.

Our logo likes to be surrounded by open space, don't contain it in a shape.
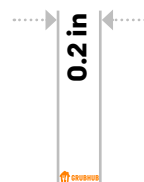
Clearspace around logo
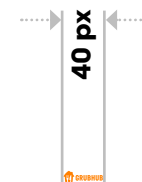

Clearspace and minimum size

Clearspace is the minimum distance between the logo and other visual and verbal elements, as well as the edge of a product. The width of the Grubhub 'H' defines the minimum clearspace surrounding the logotype.

The minimum recommended size of the logotype is 0.2 inch wide for print and 40 pixels on screen.

Minimum logo width for print

0.2 in

Minimum logo width for digital

40 px

Clearspace around logo + brandline

Clearspace around logo + brandline
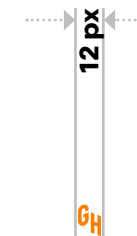
Symbol in orange

Clearspace around symbol

Symbol in white

Minimum symbol width for print

0.06 in
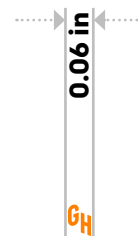
Minimum symbol width for digital

12 px

Symbol

Our symbol is simple and bold with a friendly tone — just like our logotype. It is meant to be a secondary element and an accessory to the full Grubhub workmark. It should never be used alone.

The width of the 'H' defines the minimum clearspace surrounding the symbol, when it isn't embedded in one of the pre-defined shapes.

The minimum recommended size of the symbol is 0.06 inch wide for print and 12 pixels on screen.

Do use the symbol when the full Grubhub wordmark is present and in illustrations when the full wordmark will not fit.

Don't use the symbol on its own.

Use our symbol in a shape whenever possible (see next page).

Don't

Don't use colors outside of Grubhub orange, white and on special occasions, black.

Don't change the character of the logo by adjusting kerning, stretching or distorting it.

Don't add any effects to the logo; i.e. no drop-shadows, glows, outlines, gradients etc.

Don't match the logo to the angles of the symbol — this treatment can only be used in animation.

Don't adjust size of house independent of the logotype, or the wordmark independent of the house. They should only be adjusted together as one unit.

Don't modify the house icon in any way.

Don't use the symbol without the Grubhub logo present.

Don't lock up symbol with the logo.
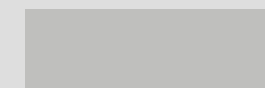
Don't remove house icon from the logotype.

Don't change the color of only the house icon or the logotype. Both elements of the logo should be the same color.

Order online for free with GRUBHUB from all the amazing places in your city.

Don't embed the logo in a sentence.

FULFILLED BY GRUBHUB

Don't use phrasing such as handled by Grubhub, fulfilled by Grubhub

Typography

Scandia GH Bold
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789

Typography

Typography is a crucial element of the Grubhub brand. When used properly, typography communicates clearly based on our verbal identity and serves as a visual brand building element.

Scandia GH comes in three weights: **Bold, Medium** and Light.

Scandia GH Medium
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789

Scandia GH Regular
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789

Eyebrows

INTRODUCTION

Headlines

Headlines are always set in Scandia GH Bold with leading equal to the type size.

Body copy

Body copy is always set in Scandia GH Regular with leading 1.2 times the type size. The tracking is set to 0.

Typesize for body copy should be smaller than 24pt but not less than 5pt to ensure legibility.

Type in use

Eyebrows:
— Scandia GH Bold
— All caps, left or center align
— Kerning: Metrics
— Tracking: +50
— ~1/5 of headline size (per situation)

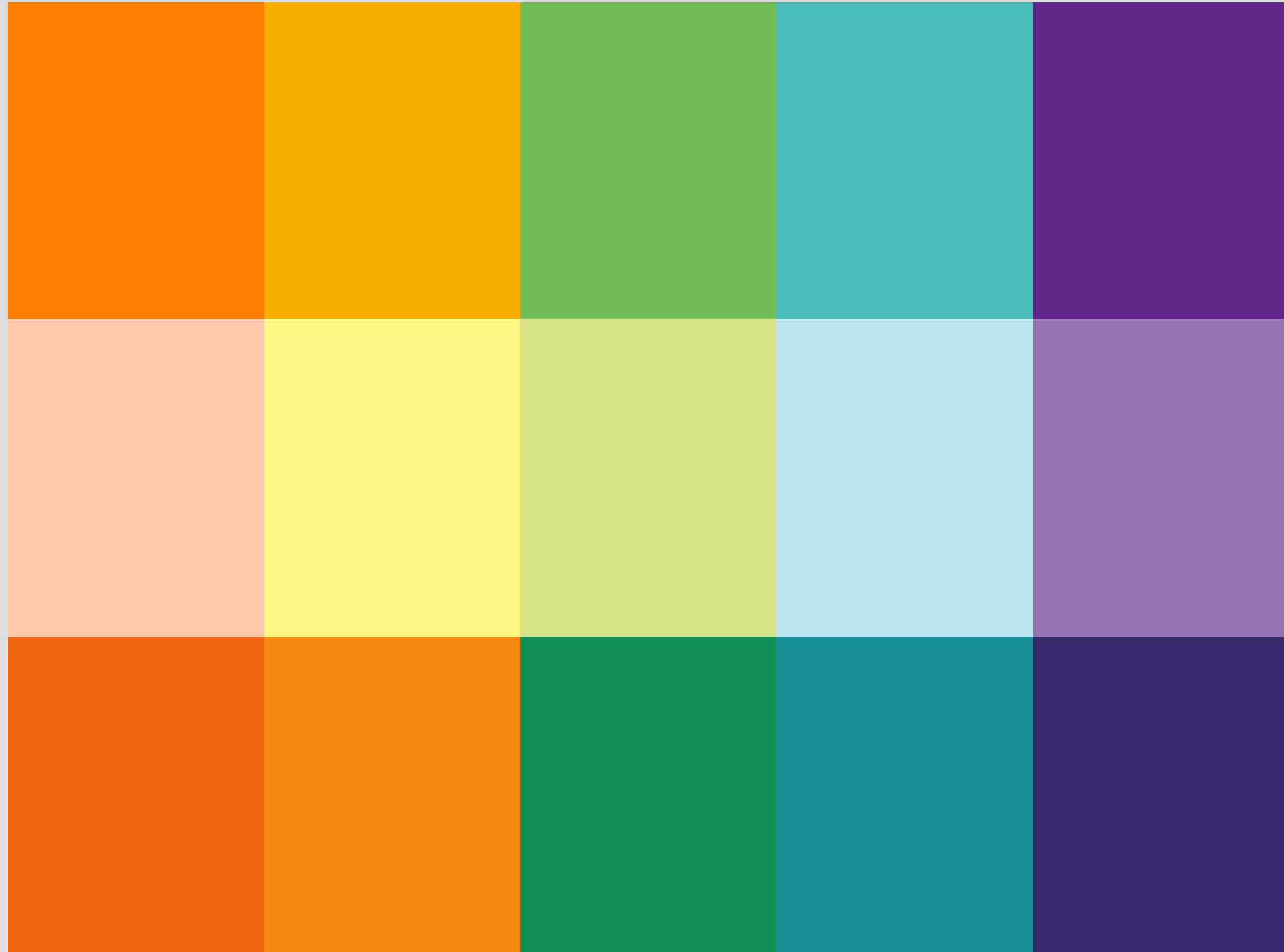**Headlines:**
— Scandia GH Bold
— Sentence case, left or center align
— Kerning: Metrics
— Tracking: 0

Body:
— Scandia GH Regular
— Sentence case, left or center align
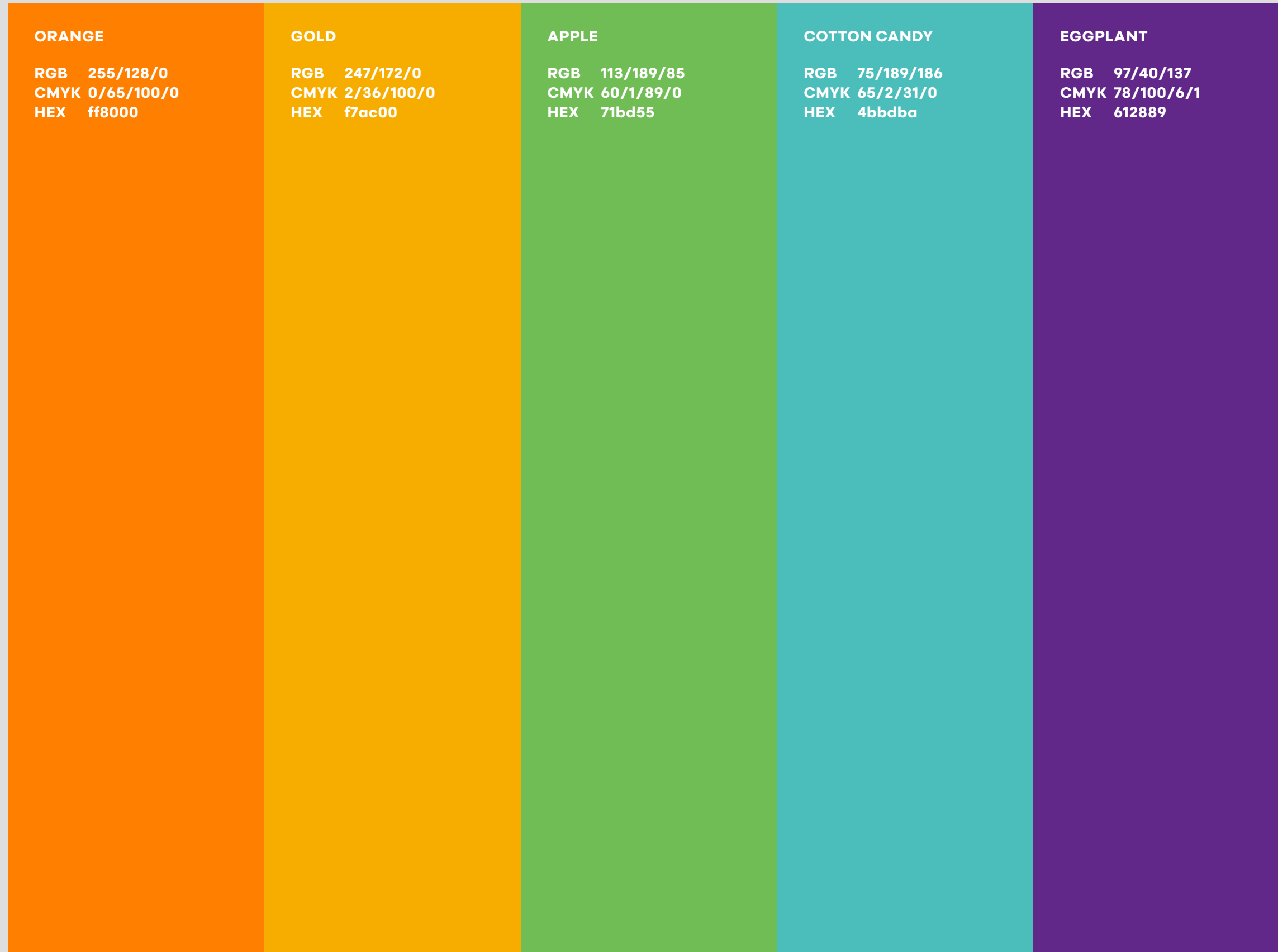— Kerning: Metrics
— Tracking: 0

No drop shadows on type. Ever.

Color

Color

Our palette mimics the vibrancy of food. These colors complement Grubhub orange and inspired the creation of our illustration libraries.

ORANGE

RGB   255/128/0
CMYK 0/65/100/0
HEX   ff8000

GOLD

RGB   247/172/0
CMYK 2/36/100/0
HEX   f7ac00

APPLE

RGB   113/189/85
CMYK 60/1/89/0
HEX   71bd55

COTTON CANDY

RGB   75/189/186
CMYK 65/2/31/0
HEX   4bbdba

EGGPLANT
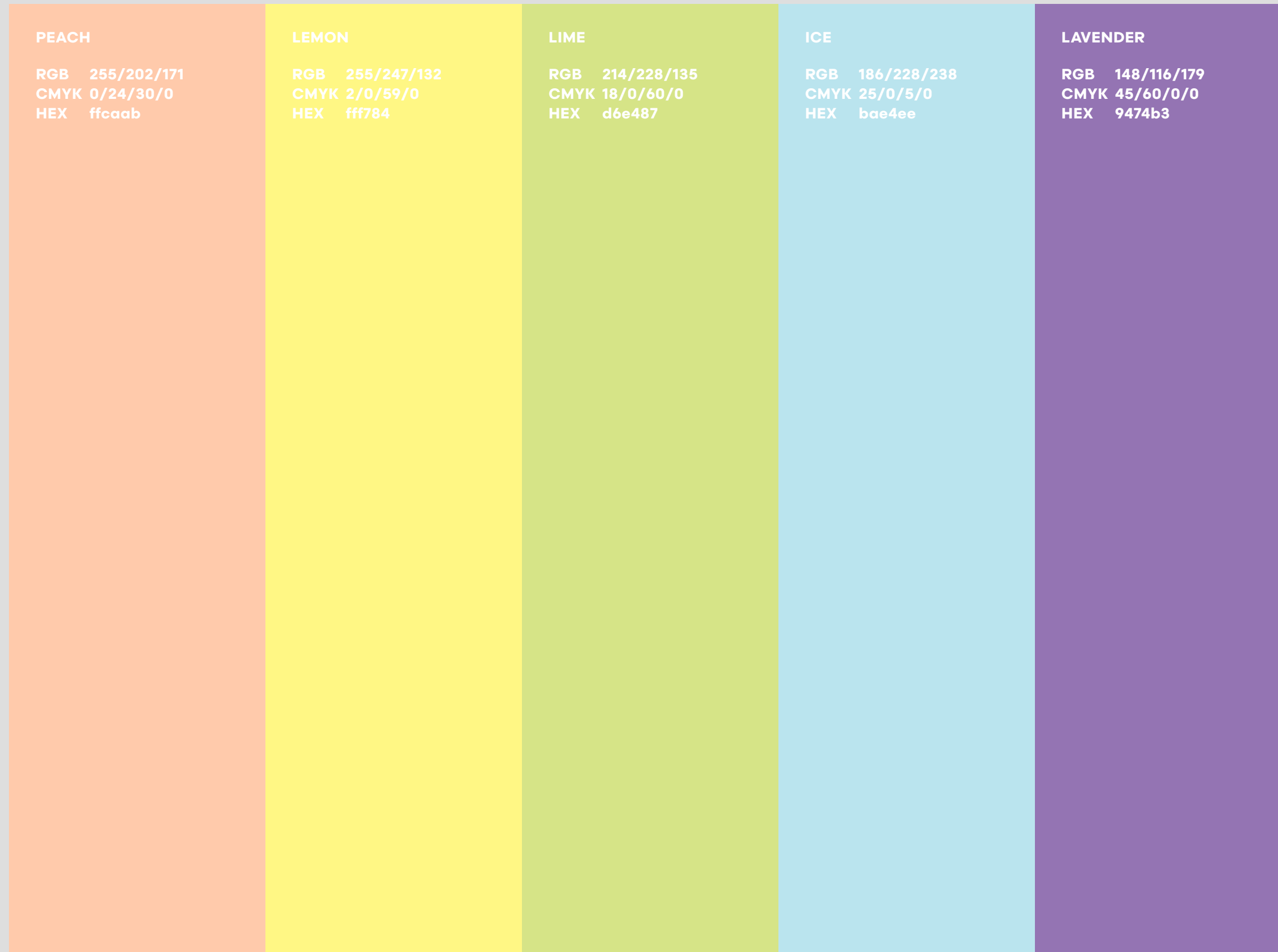
RGB   97/40/137
CMYK 78/100/6/1
HEX   612889

Primary colors

Orange is our brand color and should be prioritized when creating external pieces, i.e. coupons, direct mail, one-sheeters, physical gift cards, postcards, retail collateral and displays, etc.

Do use primary colors for backgrounds, overlays and stickers.

Don't use primary colors for motion lines, patterns and type.

PEACH

RGB   255/202/171
CMYK 0/24/30/0
HEX   ffcaab

LEMON

RGB   255/247/132
CMYK 2/0/59/0
HEX   fff784

LIME

RGB   214/228/135
CMYK 18/0/60/0
HEX   d6e487

ICE

RGB   186/228/238
CMYK 25/0/5/0
HEX   bae4ee

LAVENDER

RGB   148/116/179
CMYK 45/60/0/0
HEX   9474b3

Secondary shades

Lighter shades of our primary colors.

Do use secondary shades for motion lines.

Don't use secondary shades for backgrounds, overlays, stickers and type.

CARROT

RGB   240/103/17
CMYK 1/73/100/0
HEX   f06711

PUMPKIN

RGB   245/137/17
CMYK 1/56/100/0
HEX   f58911

SPINACH

RGB   16/143/87
CMYK 85/20/85/5
HEX   108f57

AQUA

RGB   24/144/150
CMYK 82/25/41/2
HEX   189096

BLUEBERRY

RGB   54/40/107
CMYK 95/100/26/14
HEX   36286b

Tertiary shades

Darker shades of our primary colors.

Do use tertiary shades for patterns. Use for stickers only when on top of a primary color background.

Pumpkin, Aqua, Blueberry and Salmon can be used for backgrounds – sparingly – on a case-by-case basis.

Don't use tertiary shades for backgrounds, motion lines, overlays and type.

Salmon should not be used for stickers.

PEPPER

RGB   0/0/0
CMYK 0/0/0/100
HEX   000000

SALT

RGB   255/255/255
CMYK 0/0/0/0
HEX   ffffff

CHIA

RGB   187/229/238
CMYK 25/0/5/0
HEX   bbe5ee

OYSTER

RGB   148/116/180
CMYK 45/60/0/0
HEX   9474b4

Pepper and Salt

For type.

Do use Pepper and Salt for type.

Don't use Pepper for backgrounds.

Chia and Oyster

For backgrounds and footer text.

Do use Oyster for presentation backgrounds, Chia for footer text and both for horizontal and vertical rules.

Don't use Chia for backgrounds.