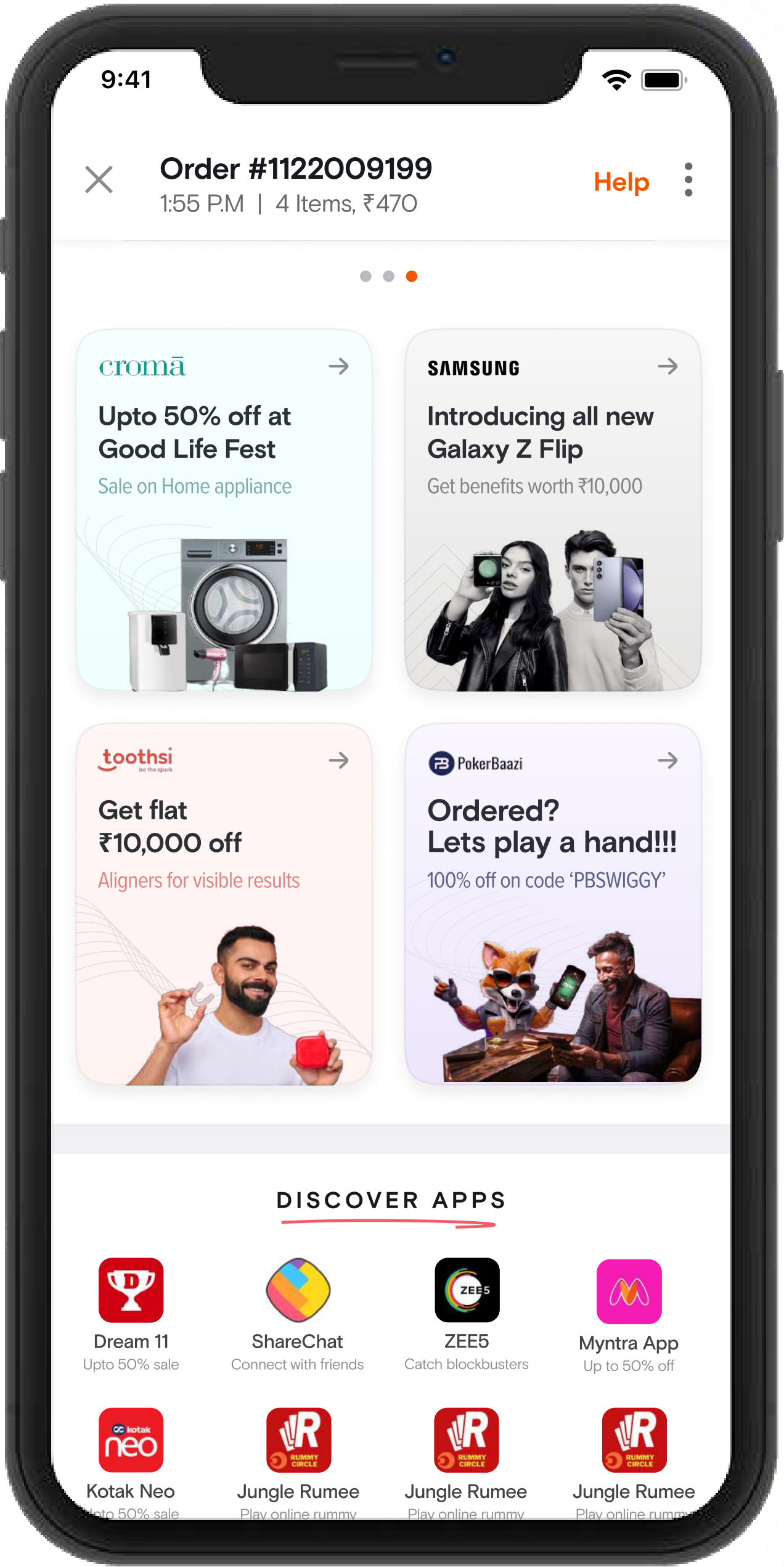
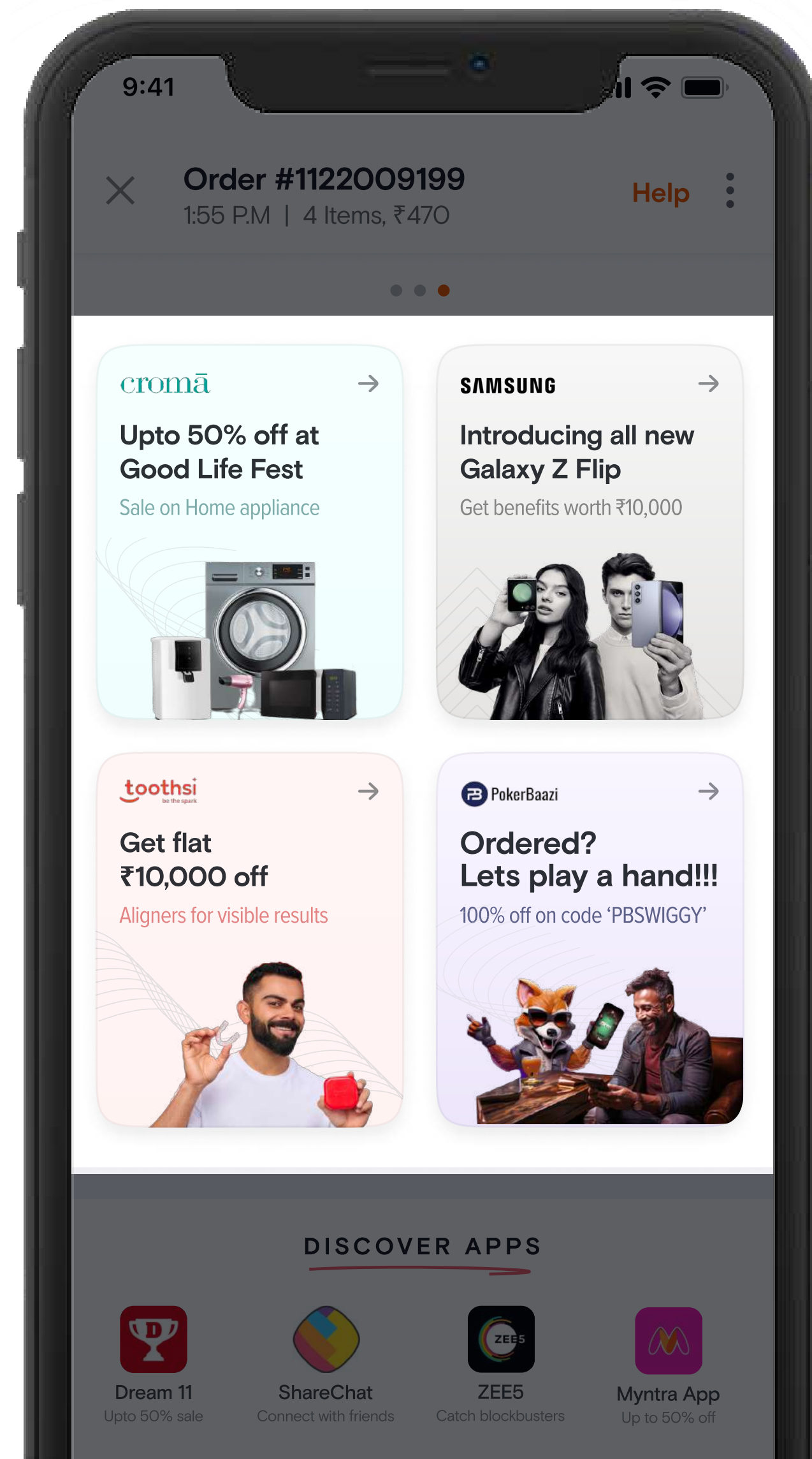


3P ads on Track Screen

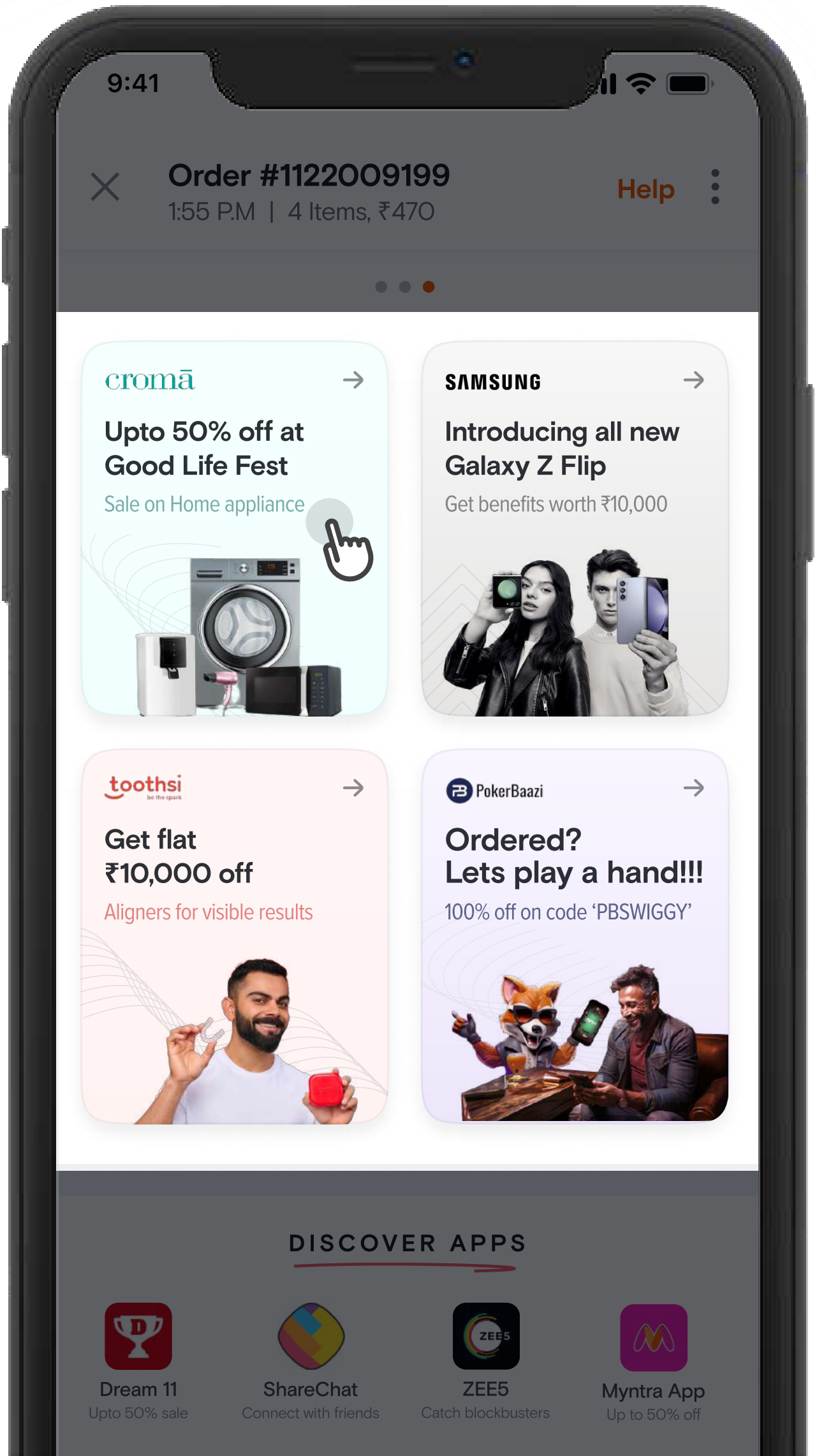
Design Guidelines





The image 3P ads on the track screen is for the brands to highlight their key value to Swiggy consumers

The ads co-exist in a grid format with other ads so they all need to look harmonious and for that it's important to stick to the guidelines mentioned in this document.



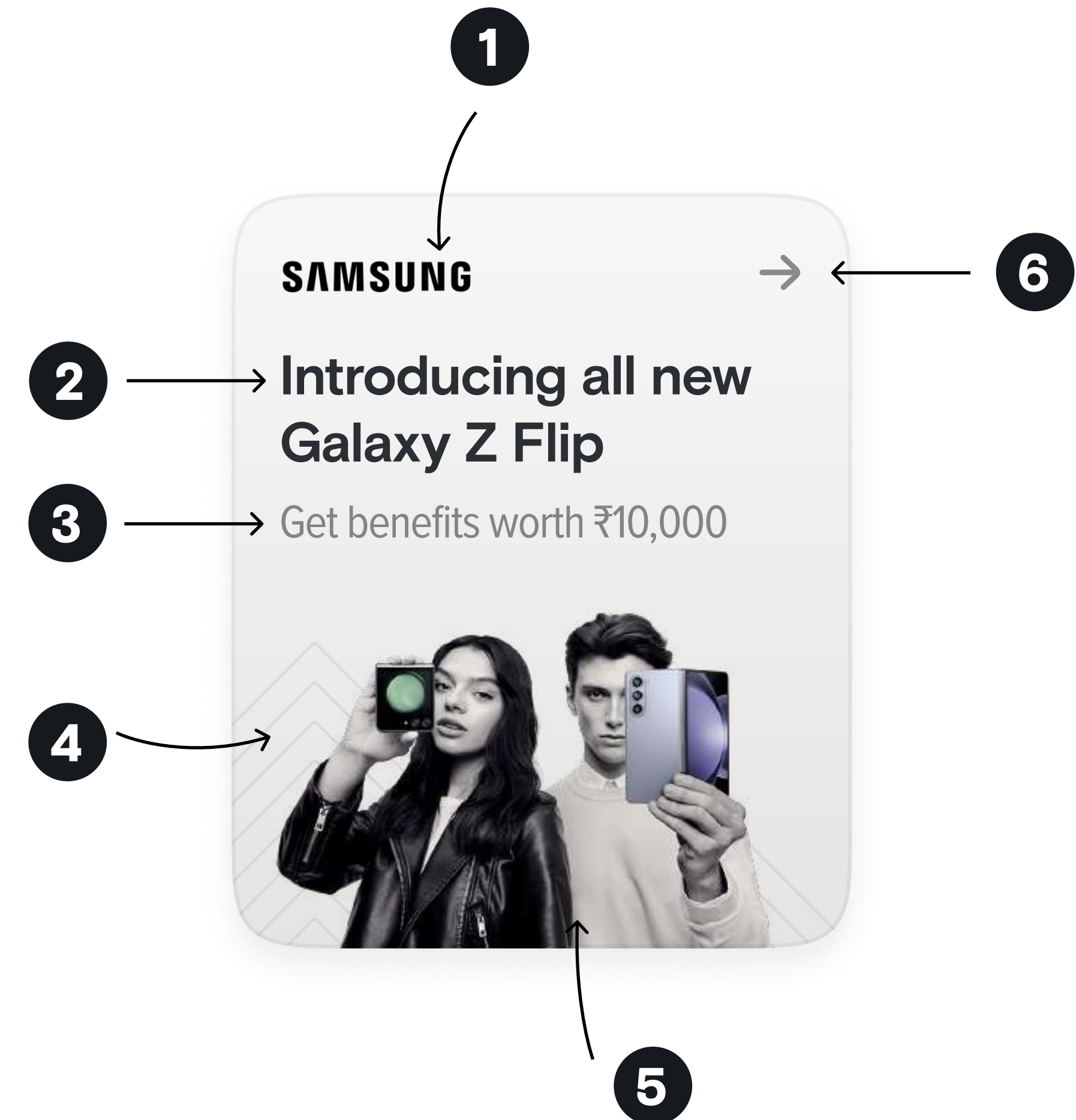
Behaviour of the widget

On tapping the image the consumer will be redirected to the relevant link shared by the brand.

This webpage will **load within the Swiggy app.**

Structure of the ad image

1. Brand logo
2. Main header
3. Subtext
4. Pattern
5. Image
6. CTA (non-customisable)



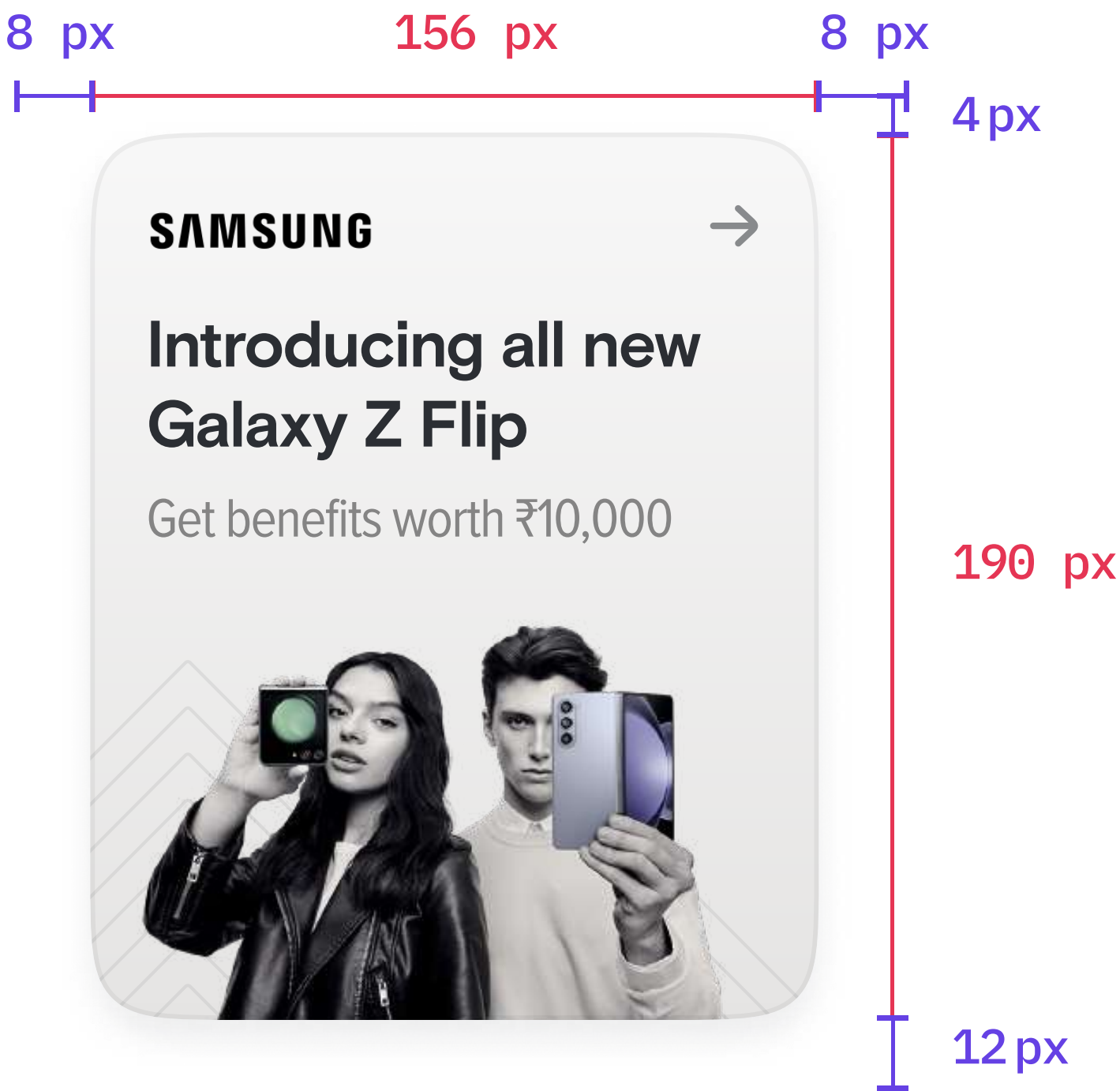
Dimensions

Aspect Ratio = 0.83

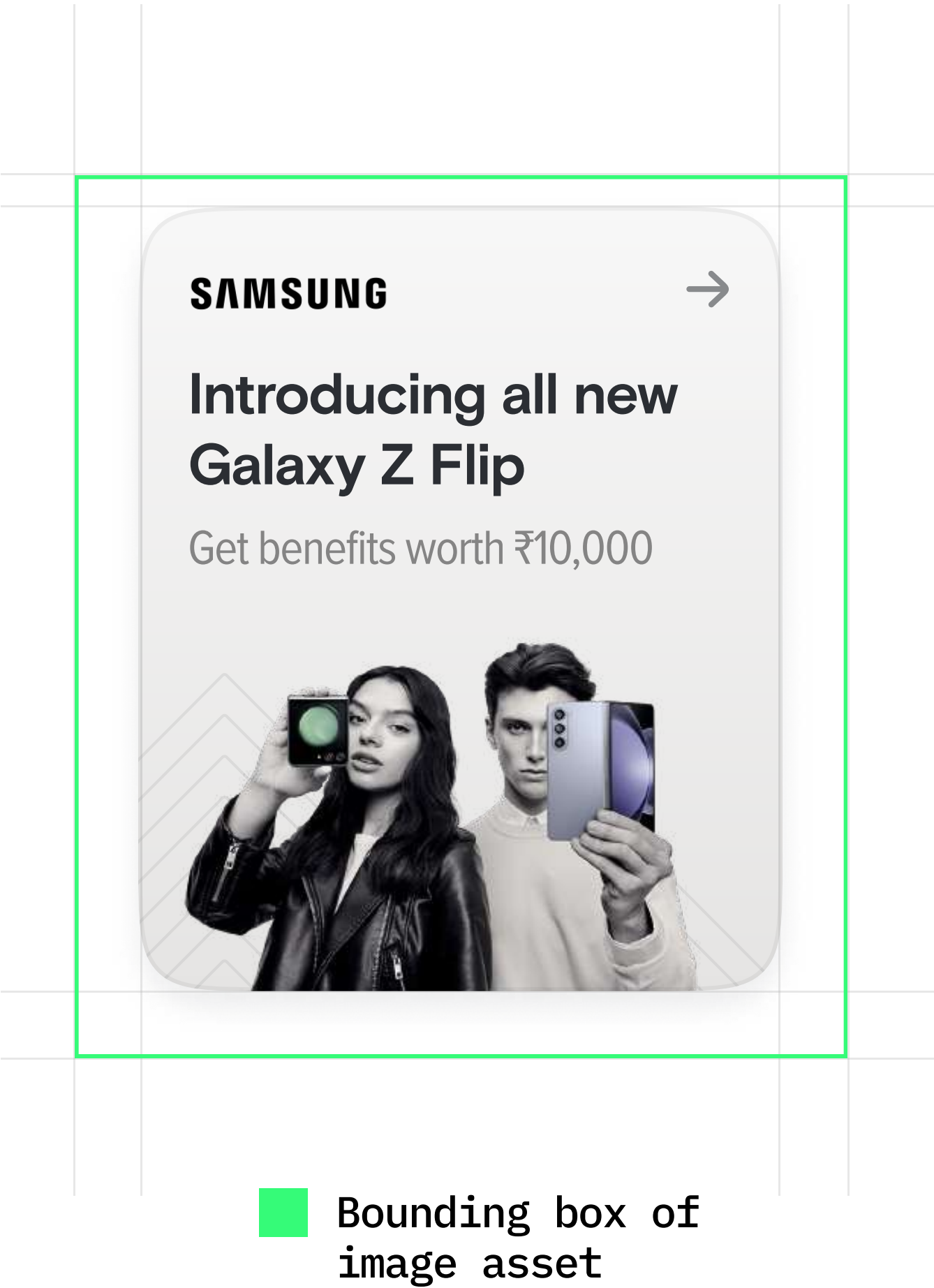
Total Width = 172 px

Total Height = 206 px

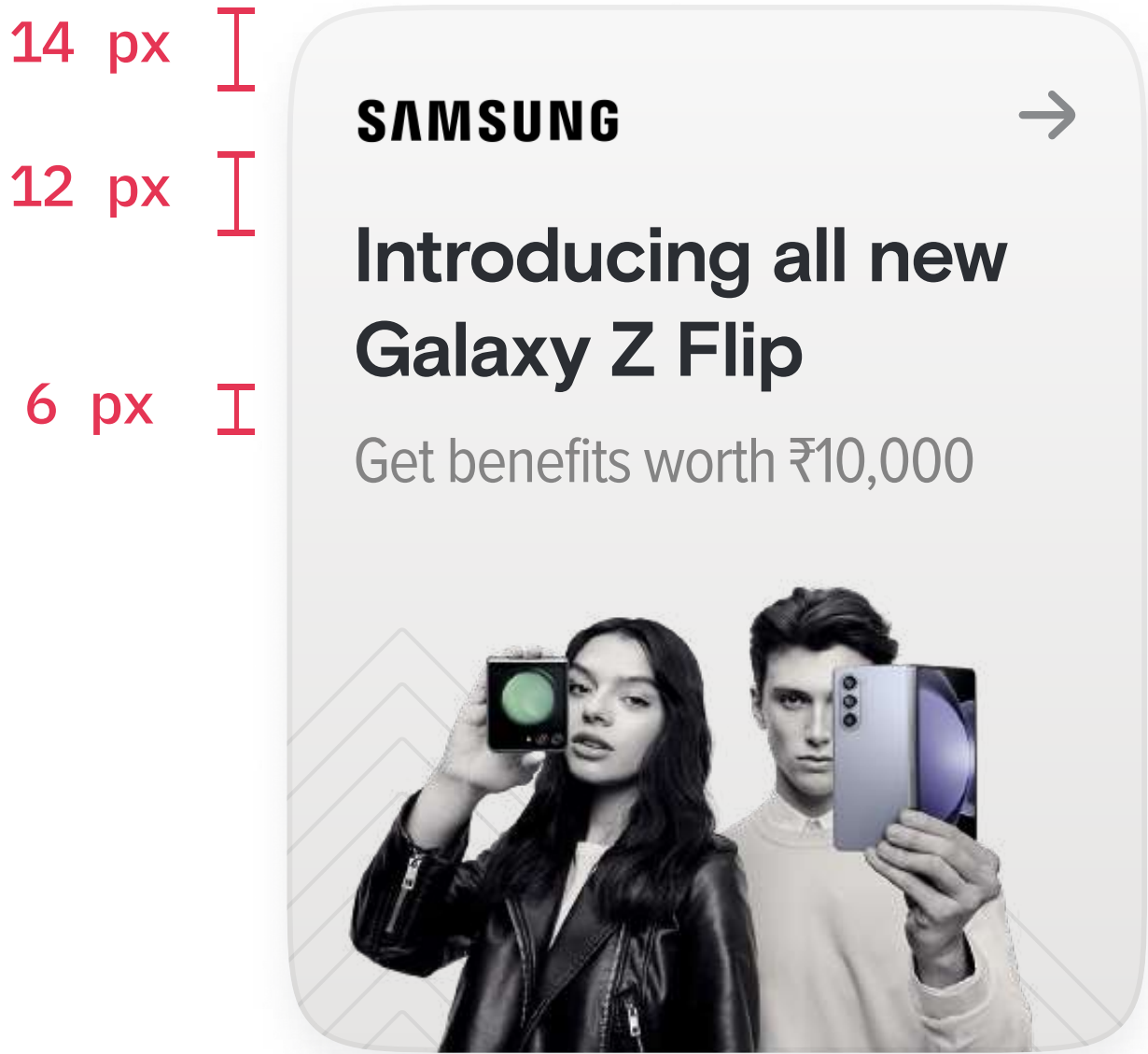
Export = 3x quality png



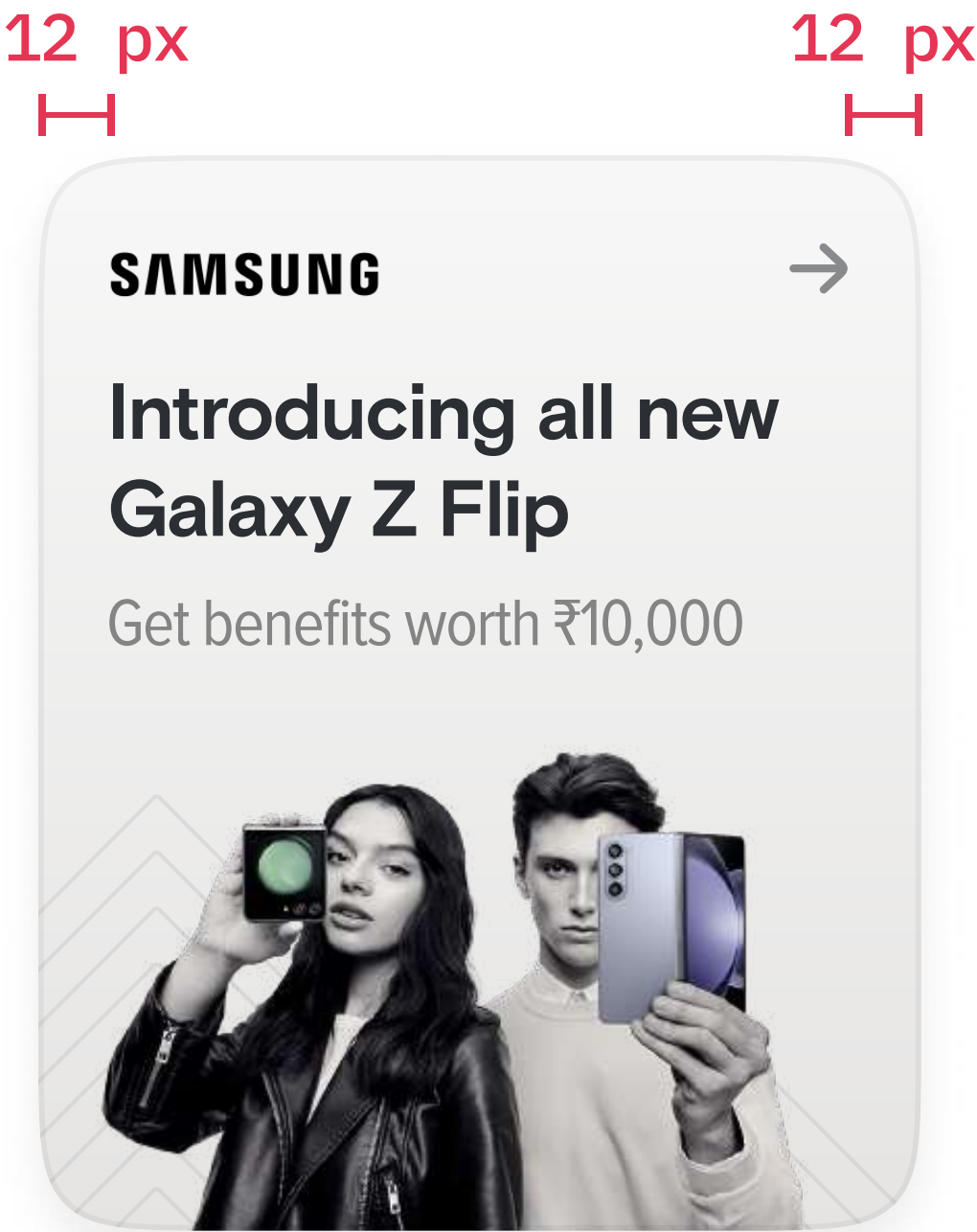
- Image area
- Card Shadow area



Spacing



Spacing b/w elements



Margins

Building the image base

1 Corner radius

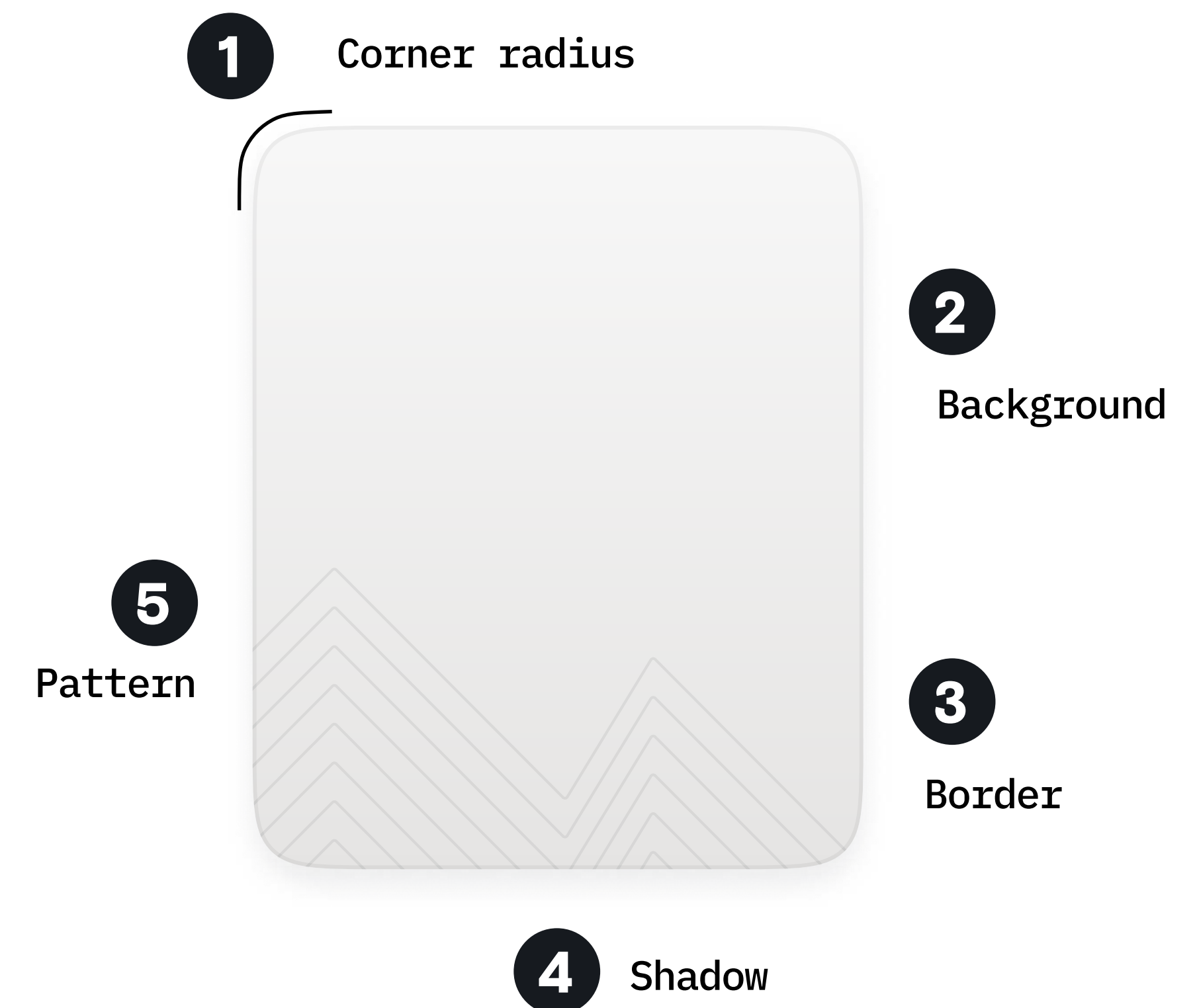
16 px rounded corner with 100% iOS smoothening for all the edges

2 Background

Linear gradient – lighter at top, darker at bottom

Saturation should be less than 10

Black should be more than 98



3 Border

Type = Inside

Weight = 1 px

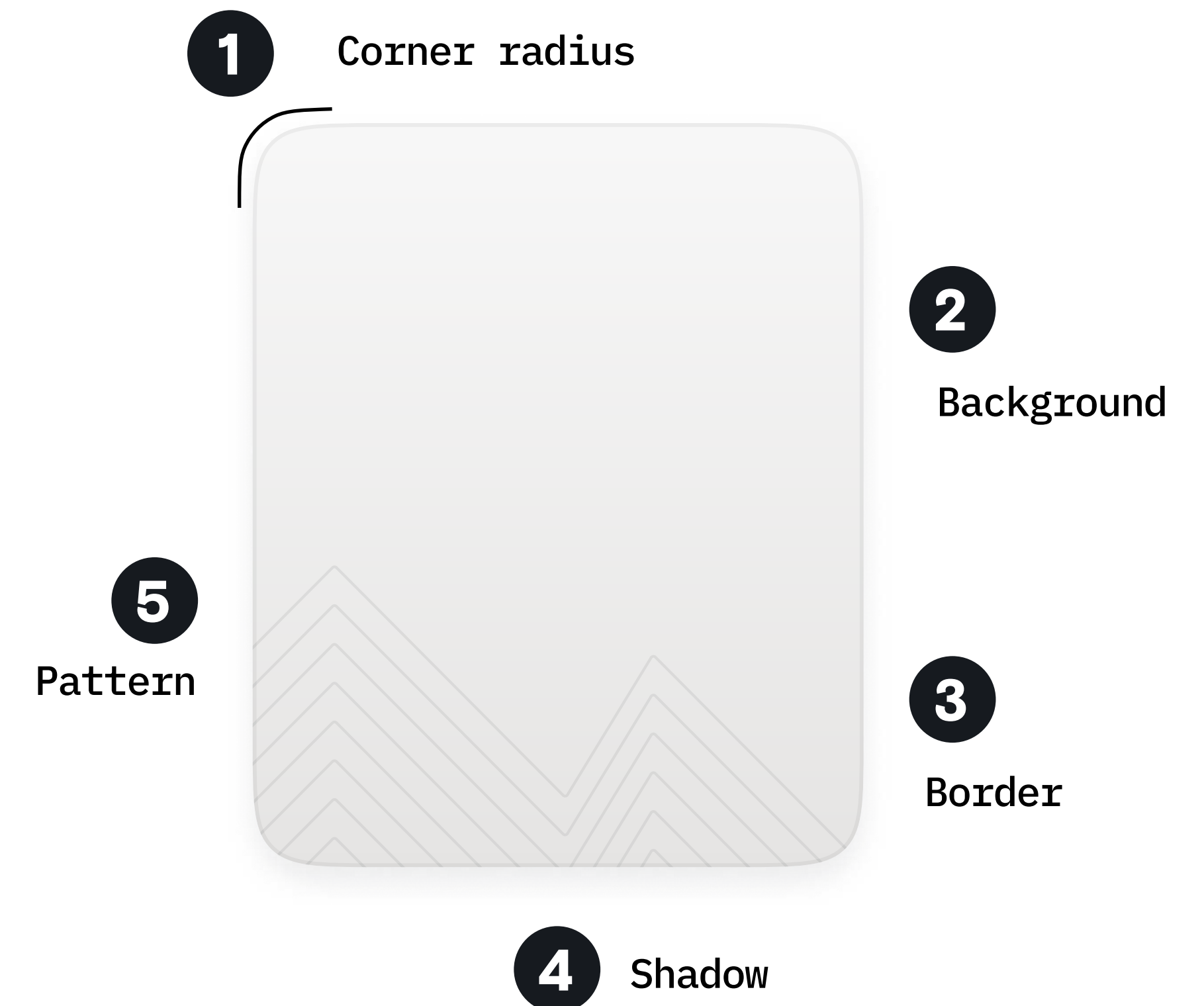
Color = 5% of #02060C

4 Shadow

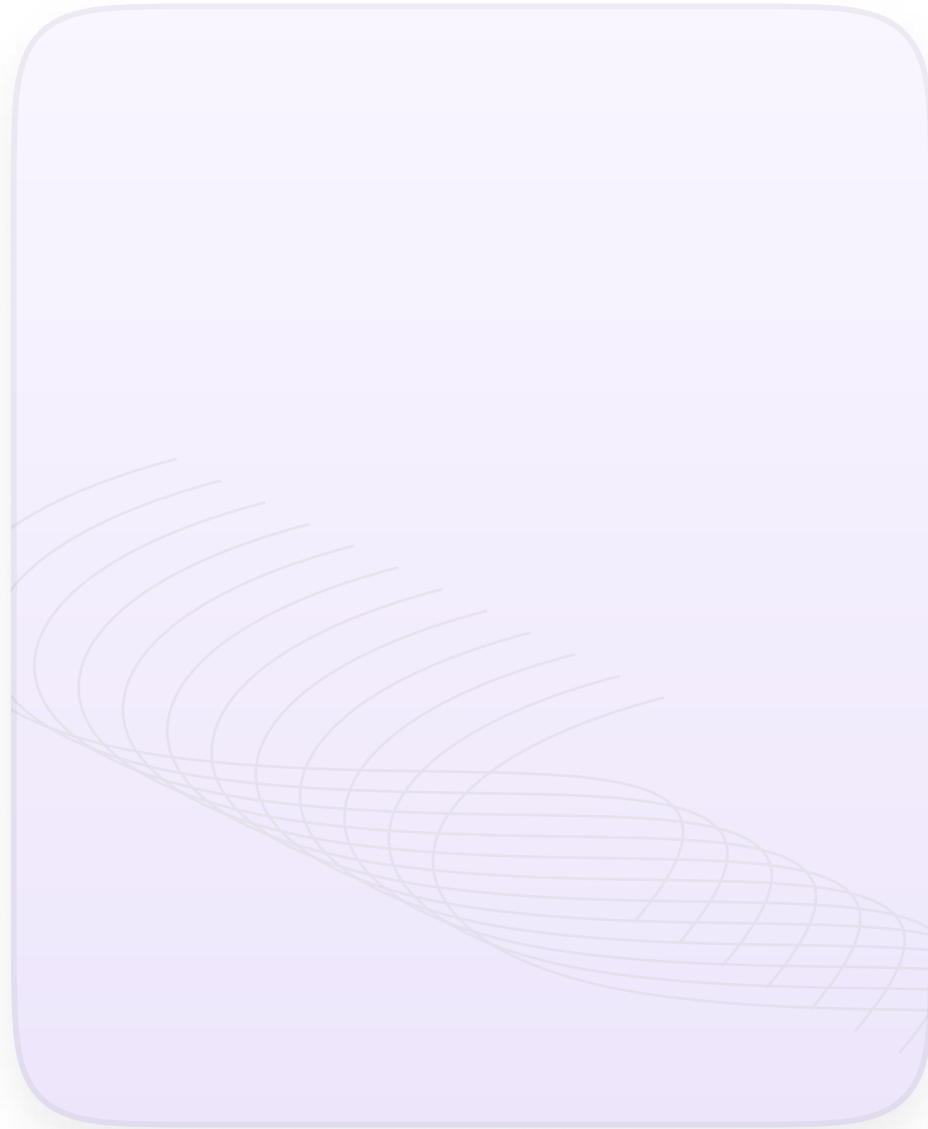
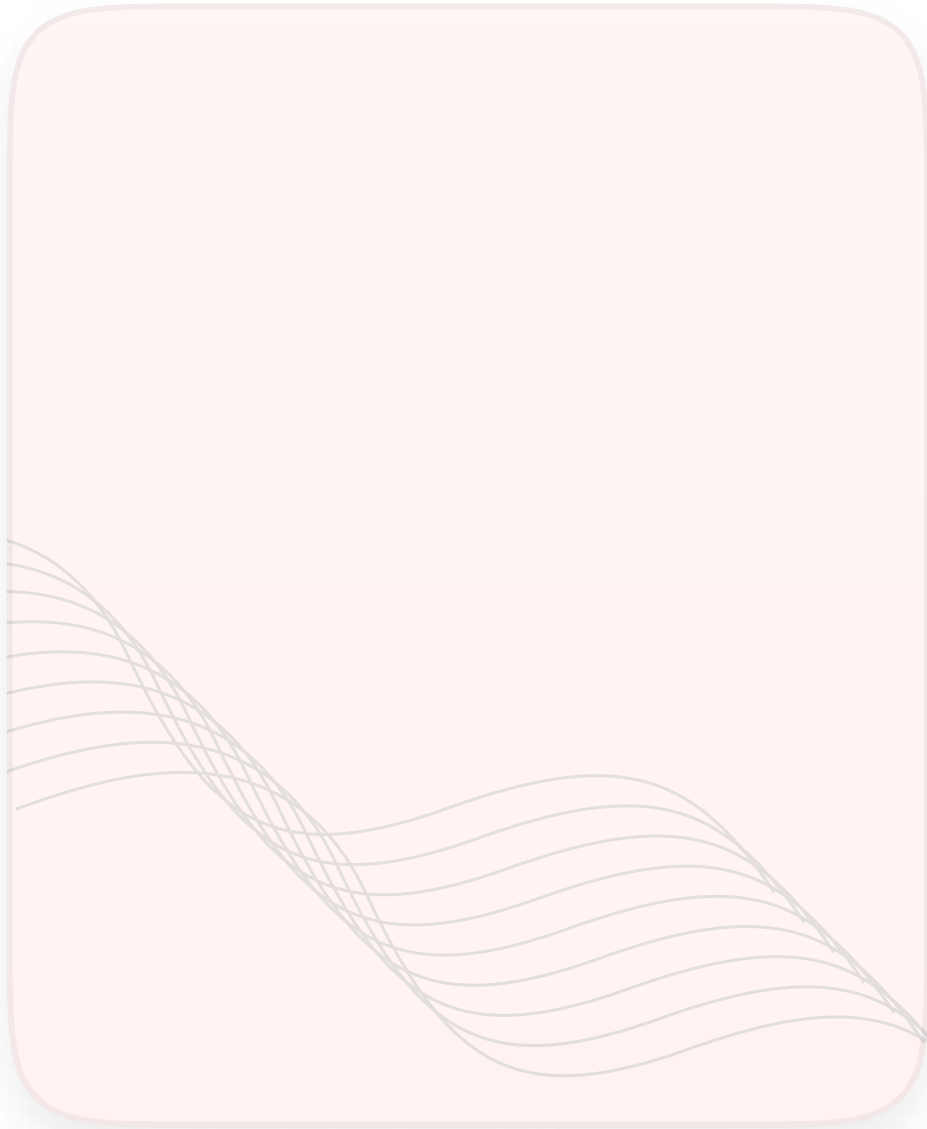
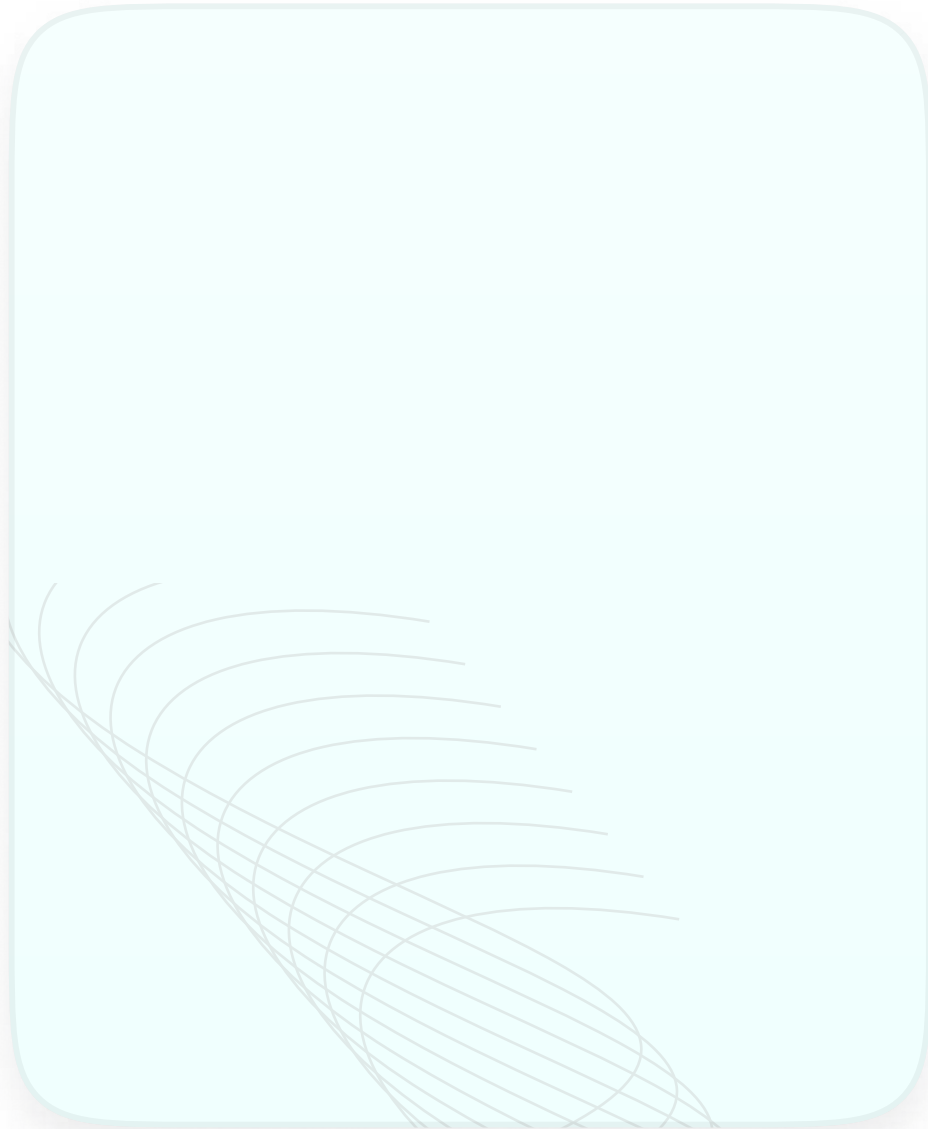
X = 0, Y = 4, Blur = 8, Color = 8% of #1B1E24

5 Pattern

Abstract line based patterns which fits the tone of ads. Color of the pattern should blend with background



Samples of image base



Designing image content

1 Brand Logo

Word mark logo cut-out in top left corner.

Max height = 14 px

2 Heading

Highlight the main hook in 2 lines

Font = Basis Grotesque Pro / Bold

Size = 14

Line height = 120%

Letter spacing = (-) 0.3 px

Colour = 92% of #02060C

Brand Logo 1

Heading 2

Subtext 3

SAMSUNG



4 CTA

**Introducing all new
Galaxy Z Flip**

Get benefits worth ₹10,000



5 Image

Designing image content

3 Subtext

Supporting text in 1 line

Font = Proxima Nova Condensed / Regular

Size = 12

Letter spacing = (-) 0.3 px

Colour = Customise as per brand and background

4 CTA

Use this asset for the arrow CTA. **No customisation** can be done here.

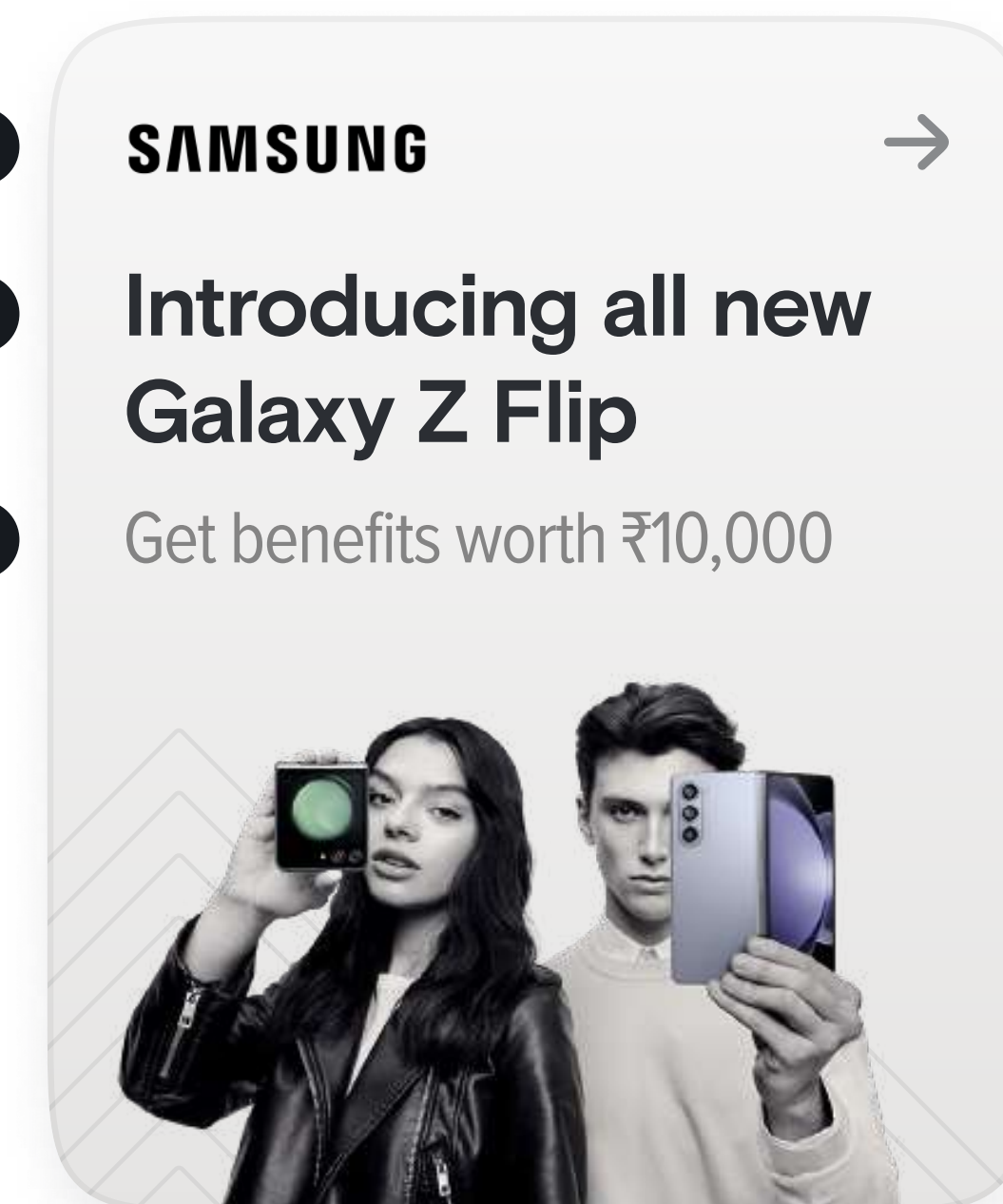
Dimension = 12*12

Brand Logo 1

Heading 2

Subtext 3

4 CTA

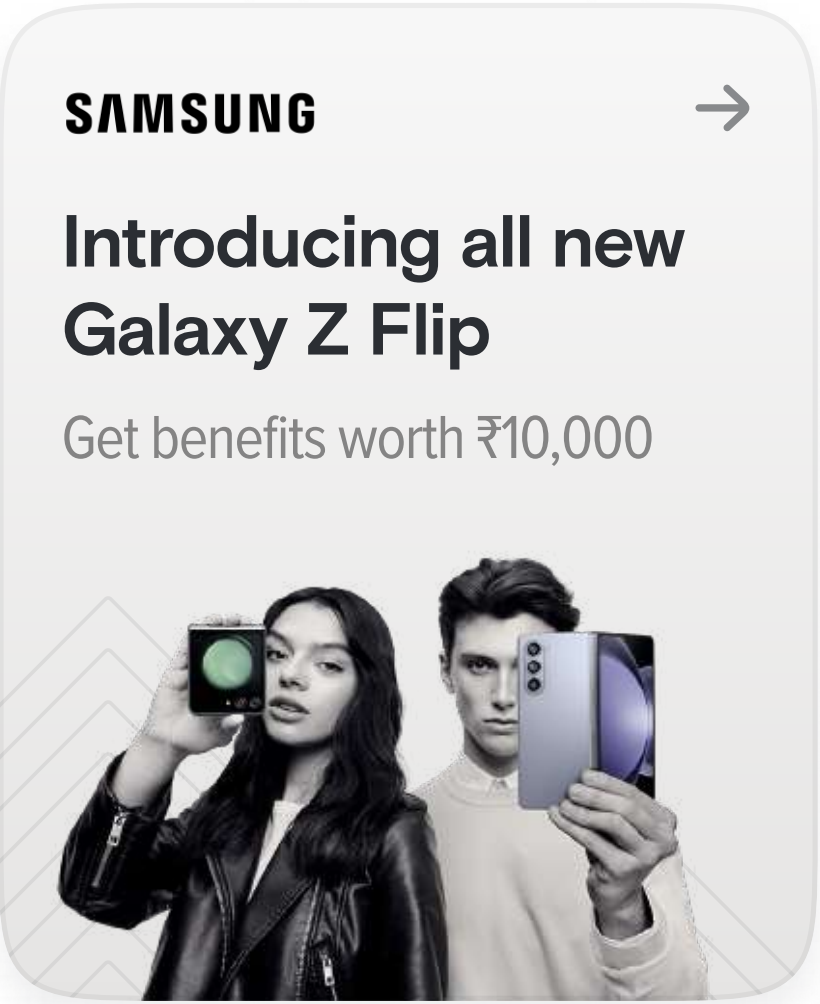
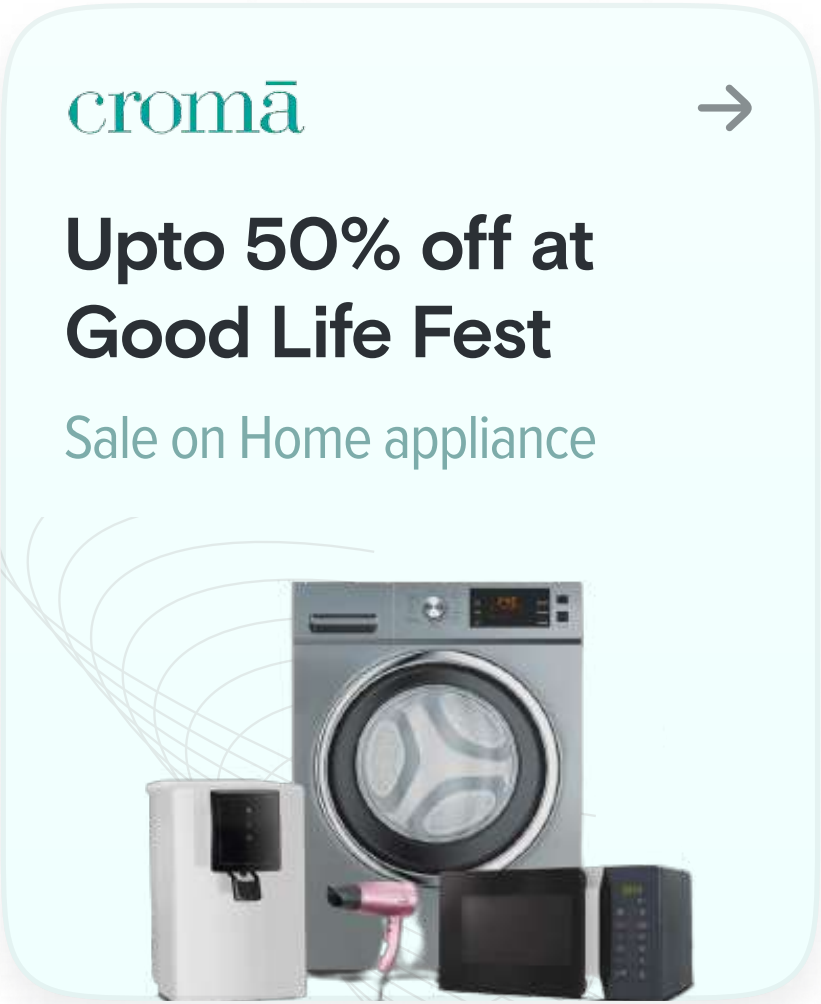


5 Image

5 Image

Image **cut-out** can cover bottom 40%

✓ Do



✗ Don't



Text should not be in image



Image should not be floating. It needs to touch bottom edge

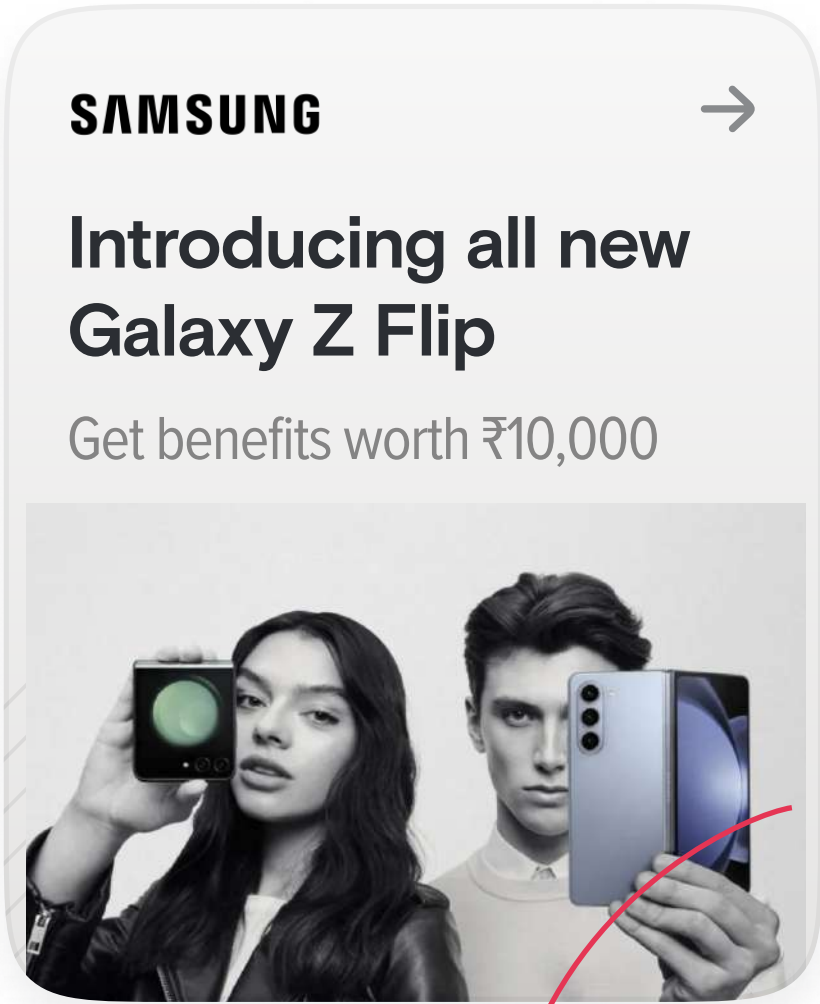
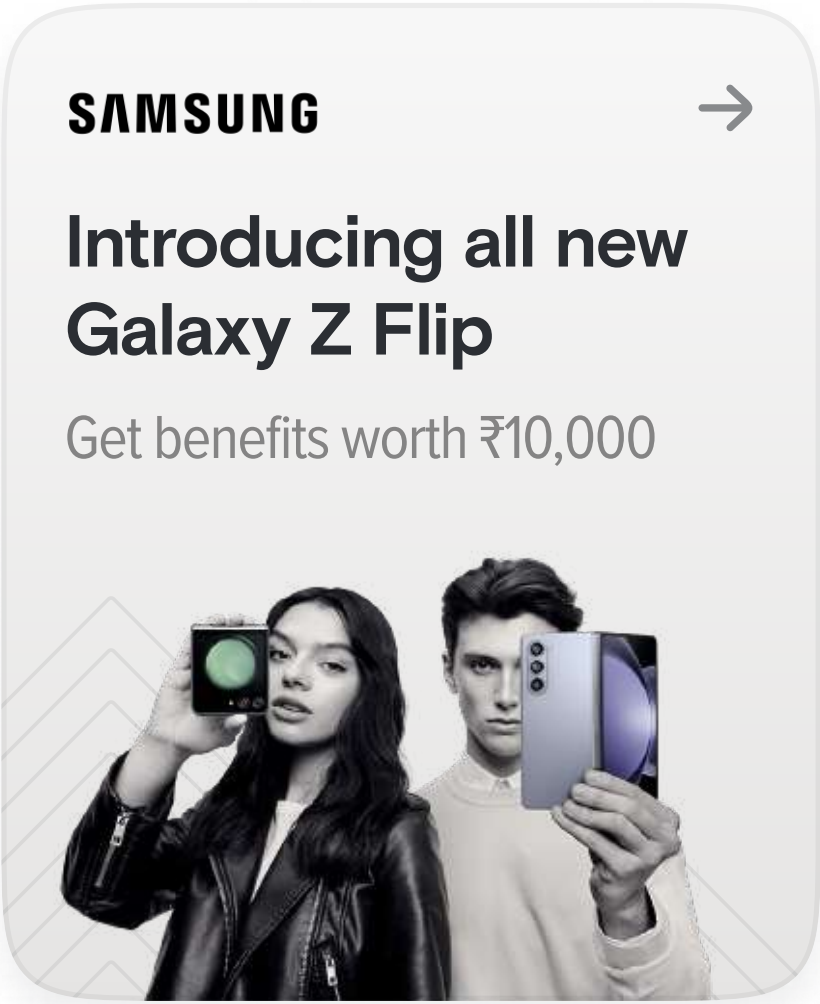
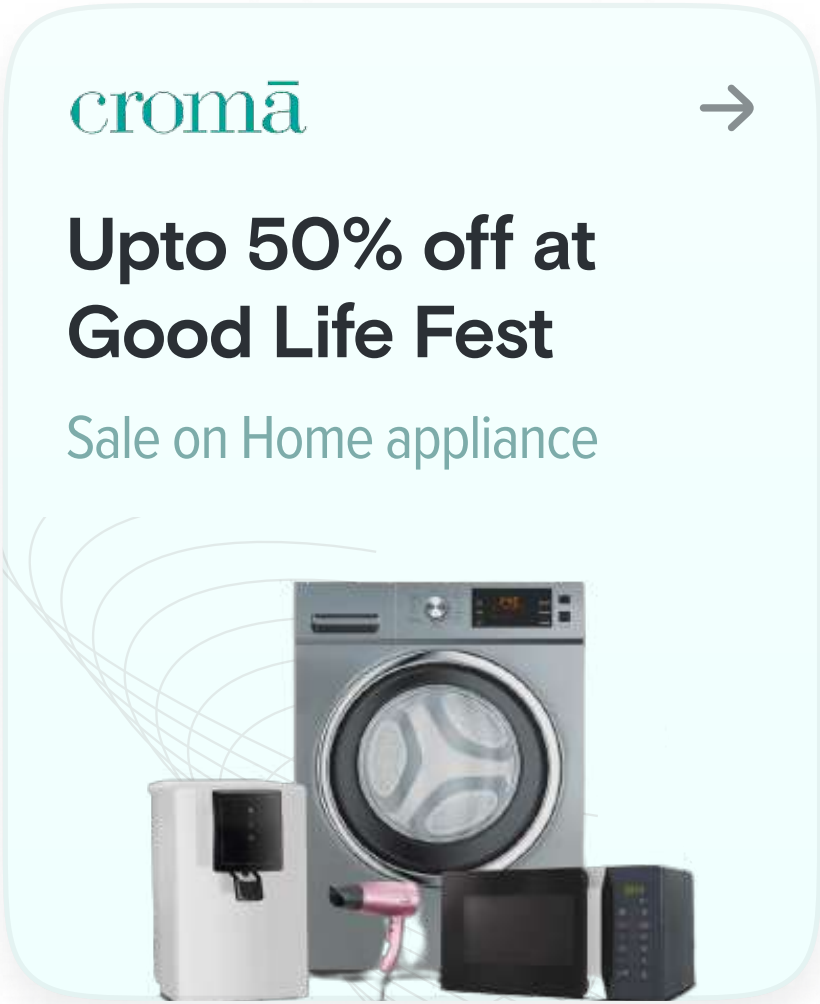


Image should not have a background

5 Image

Image **cut-out** can cover bottom 40%

✓ Do



✗ Don't



Text should not
be in image

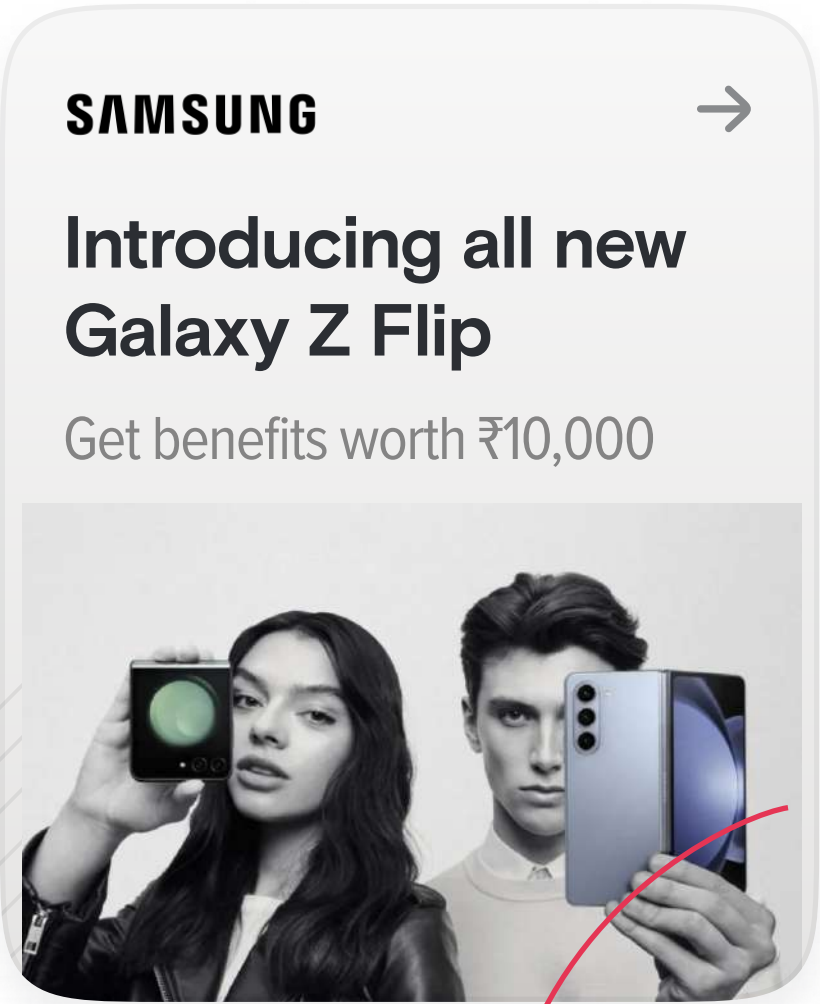


Image should not
have a background

Export Guidelines

- The assets should be exported with **3x quality** in **PNG format**
- Dimensions exported asset should
 - Total Width = 516 px
 - Total Height = 618 px
- Make sure the exported of image includes the shadows as well.

