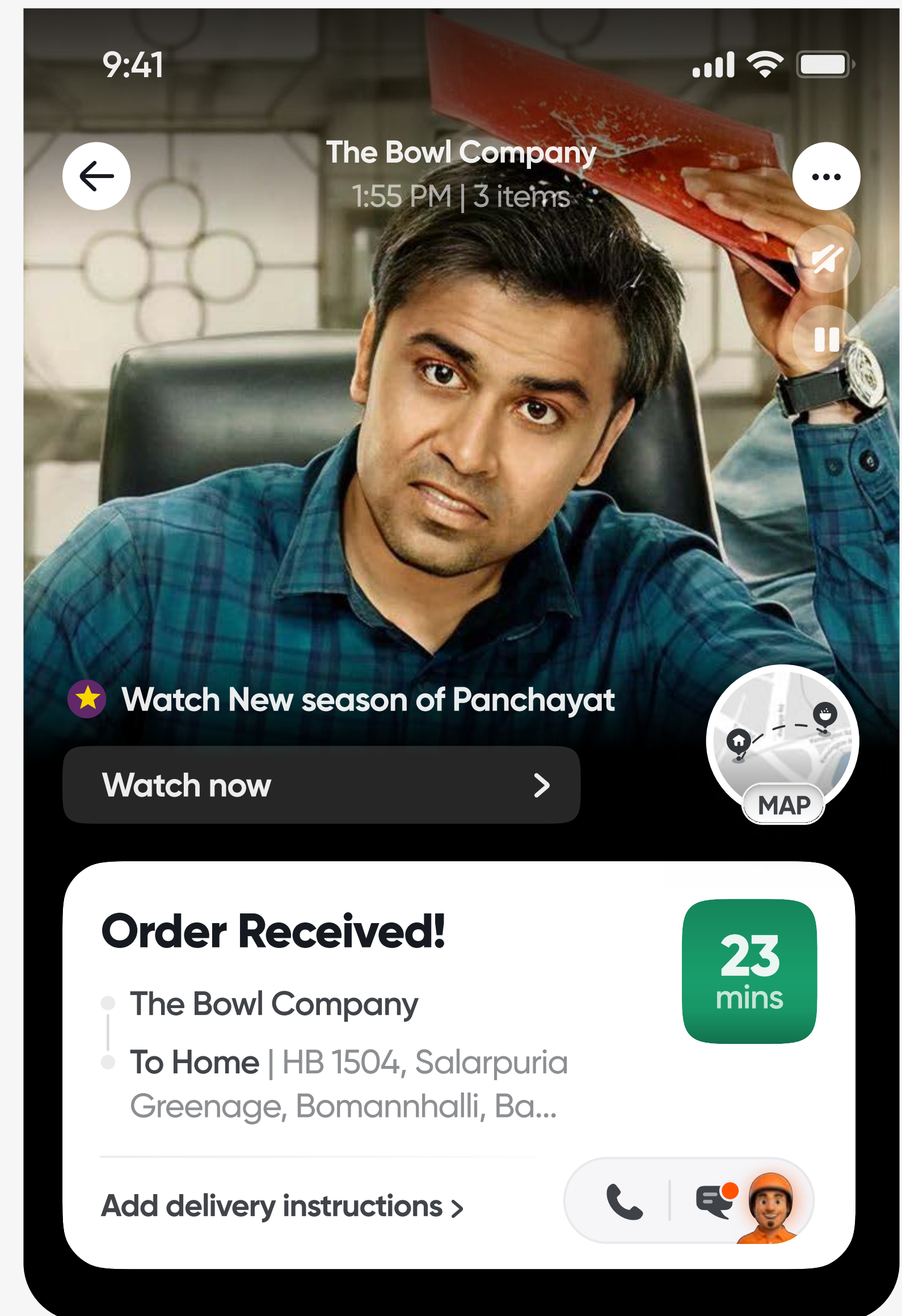


DESIGN GUIDELINES 2.0

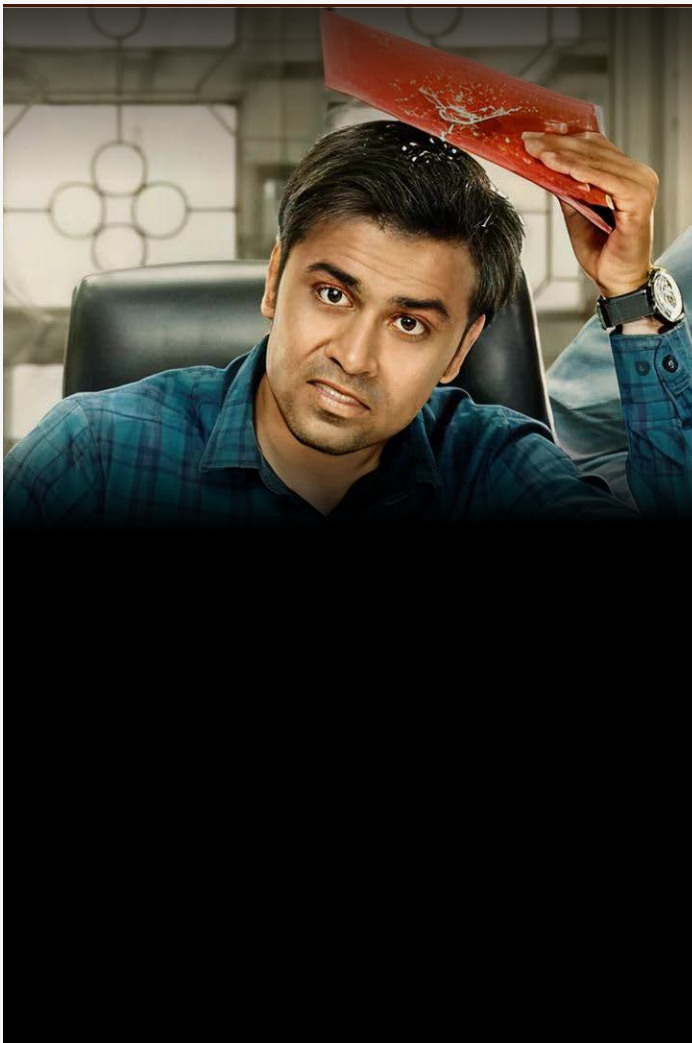
Immersive Video AD Track screen version 1

Updated on Mar 2026



Video format Assets to be created by Brands

1. Video AD with gradients over it (image)



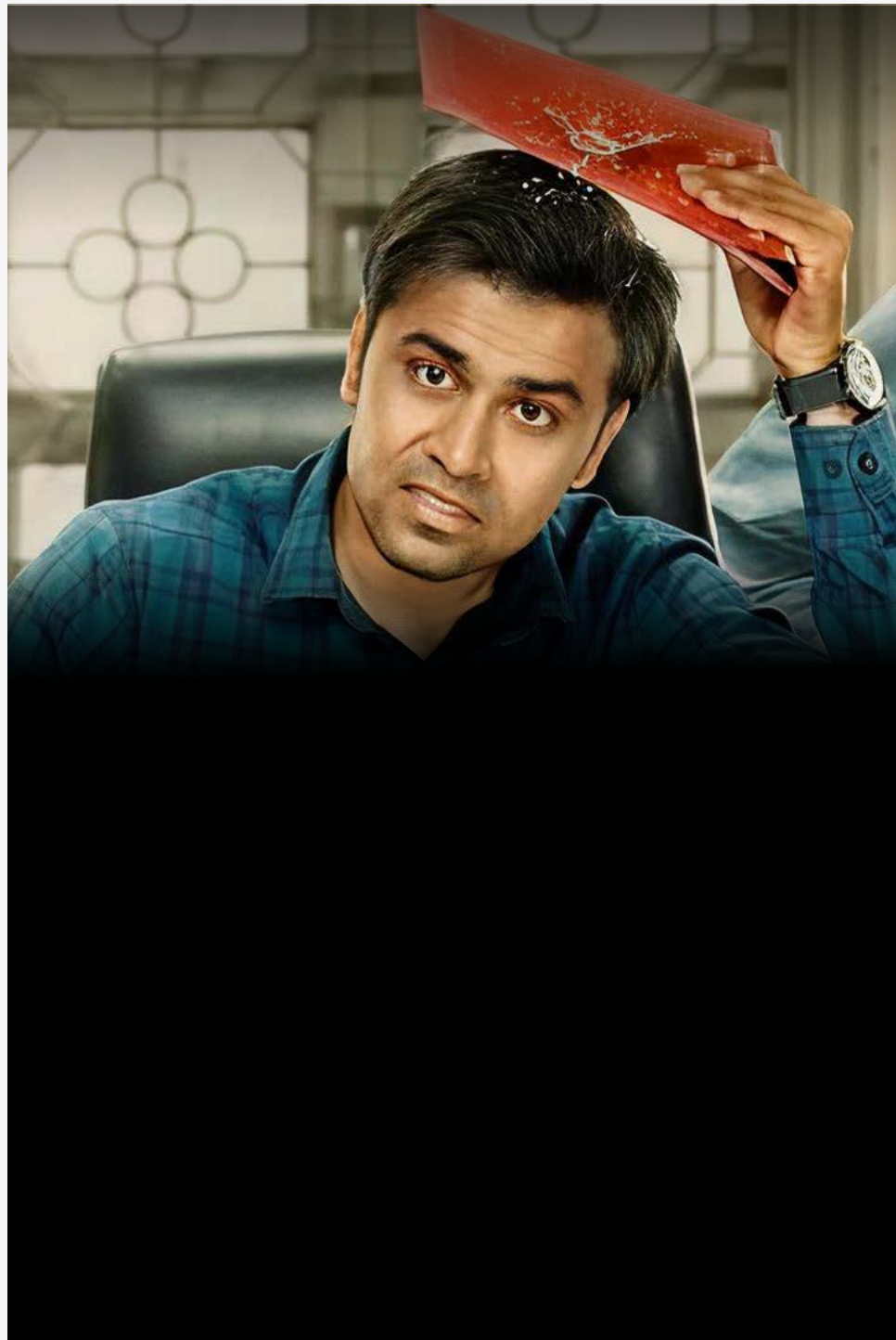
2. Logo (image)



3. Title, CTA (text)

Title: Apple iPhone 16 & 16 Pro
CTA: Buy now

Video AD



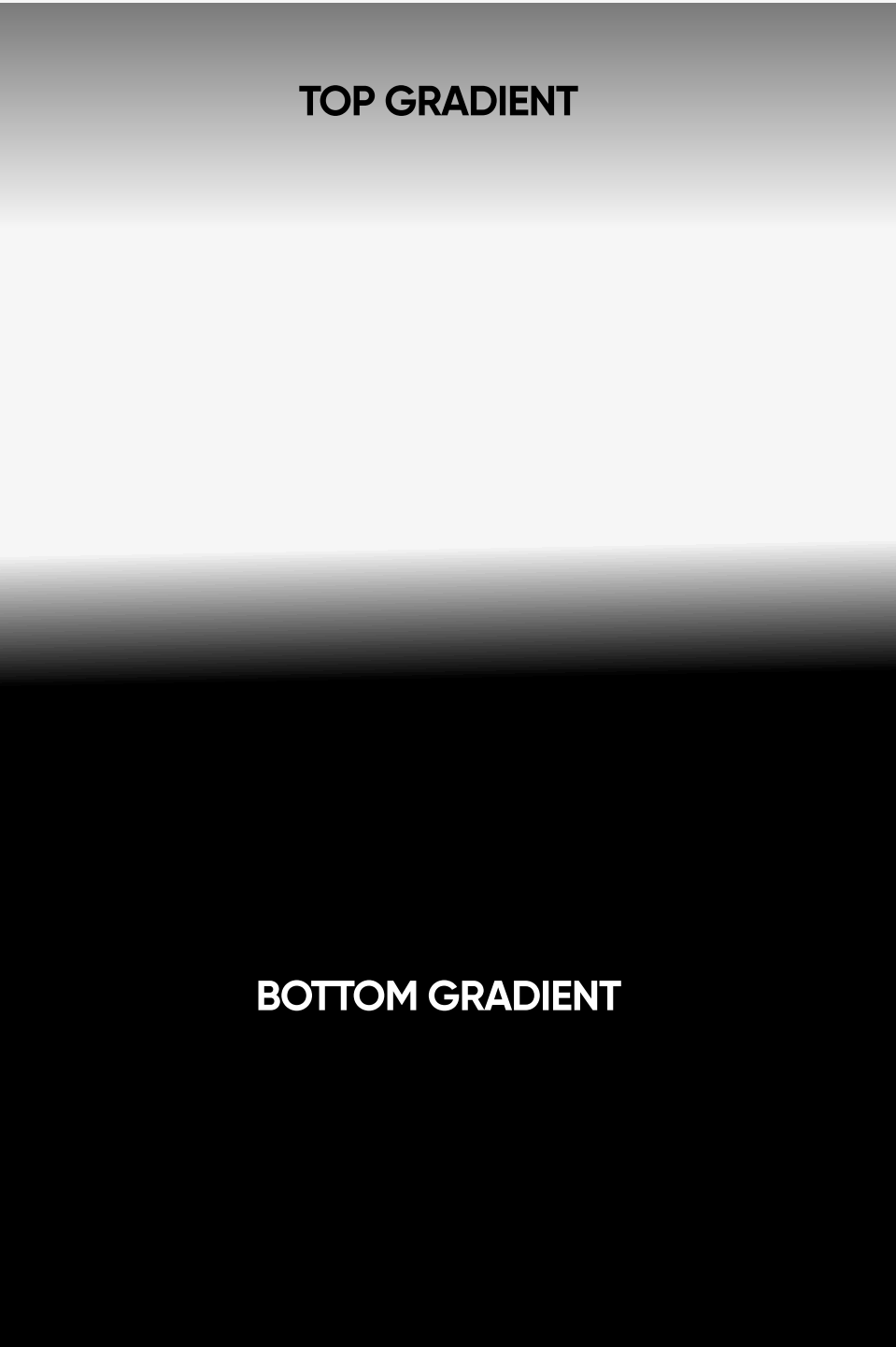
=

Full video

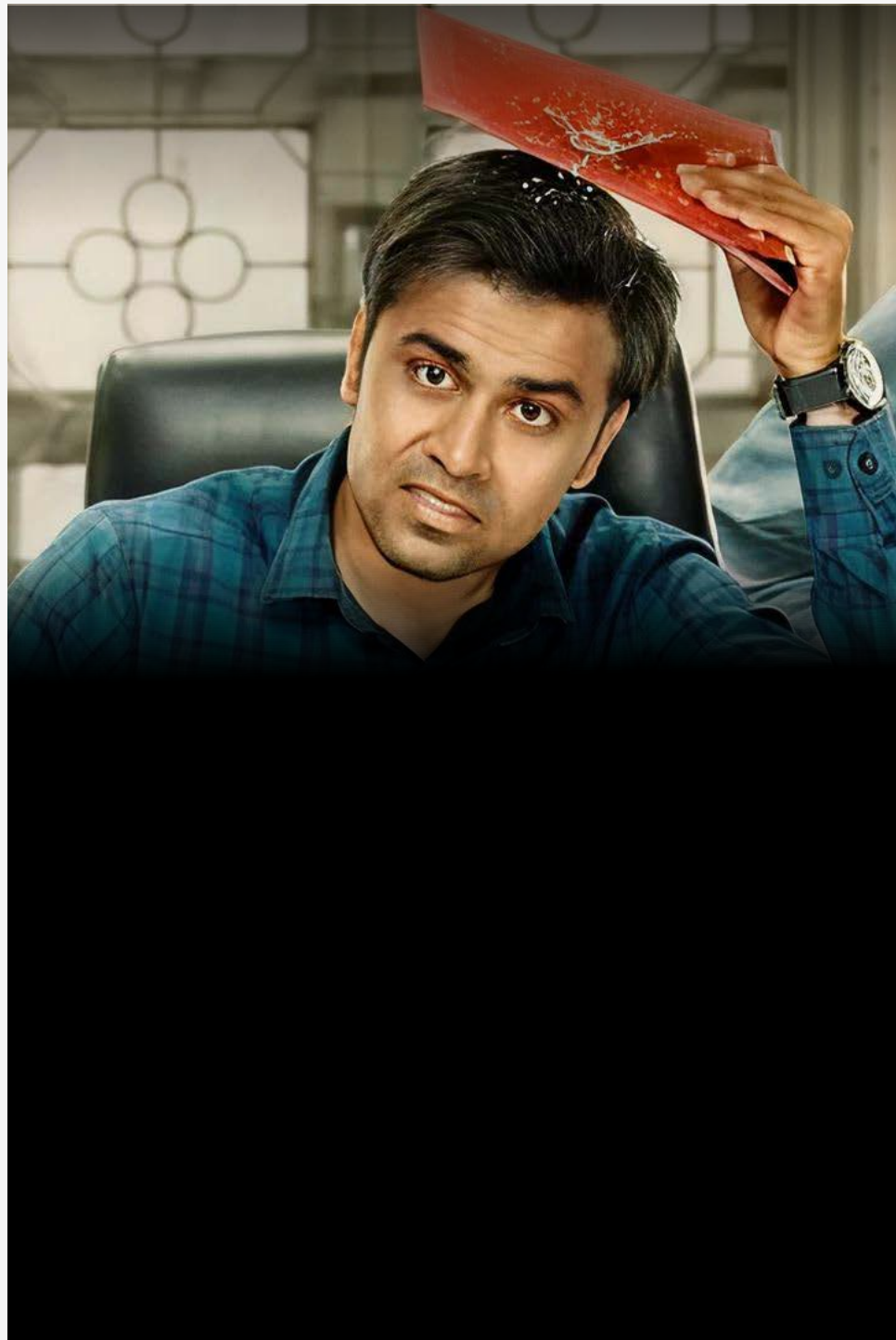


+

2 gradients placed at top & bottom

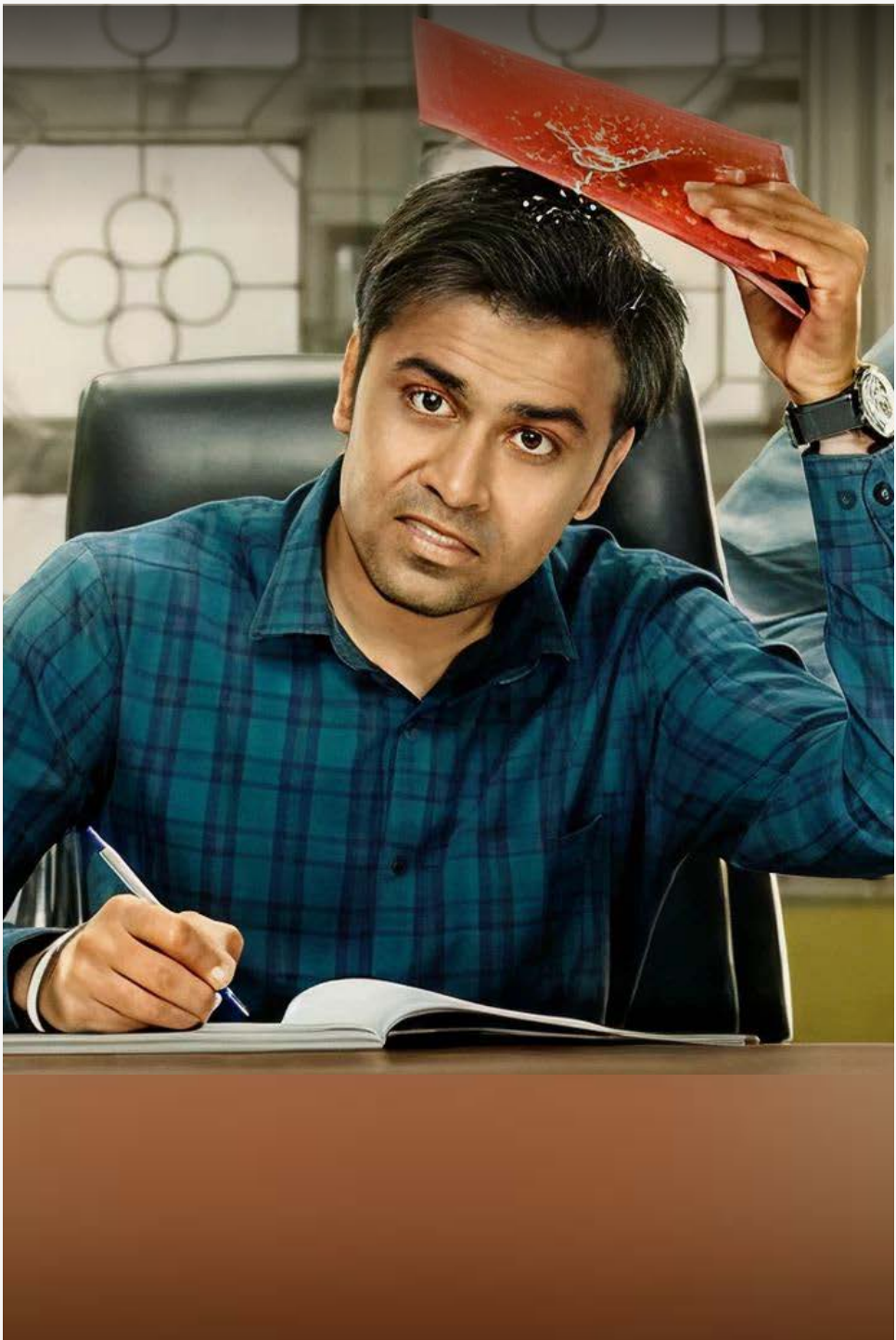


Video AD



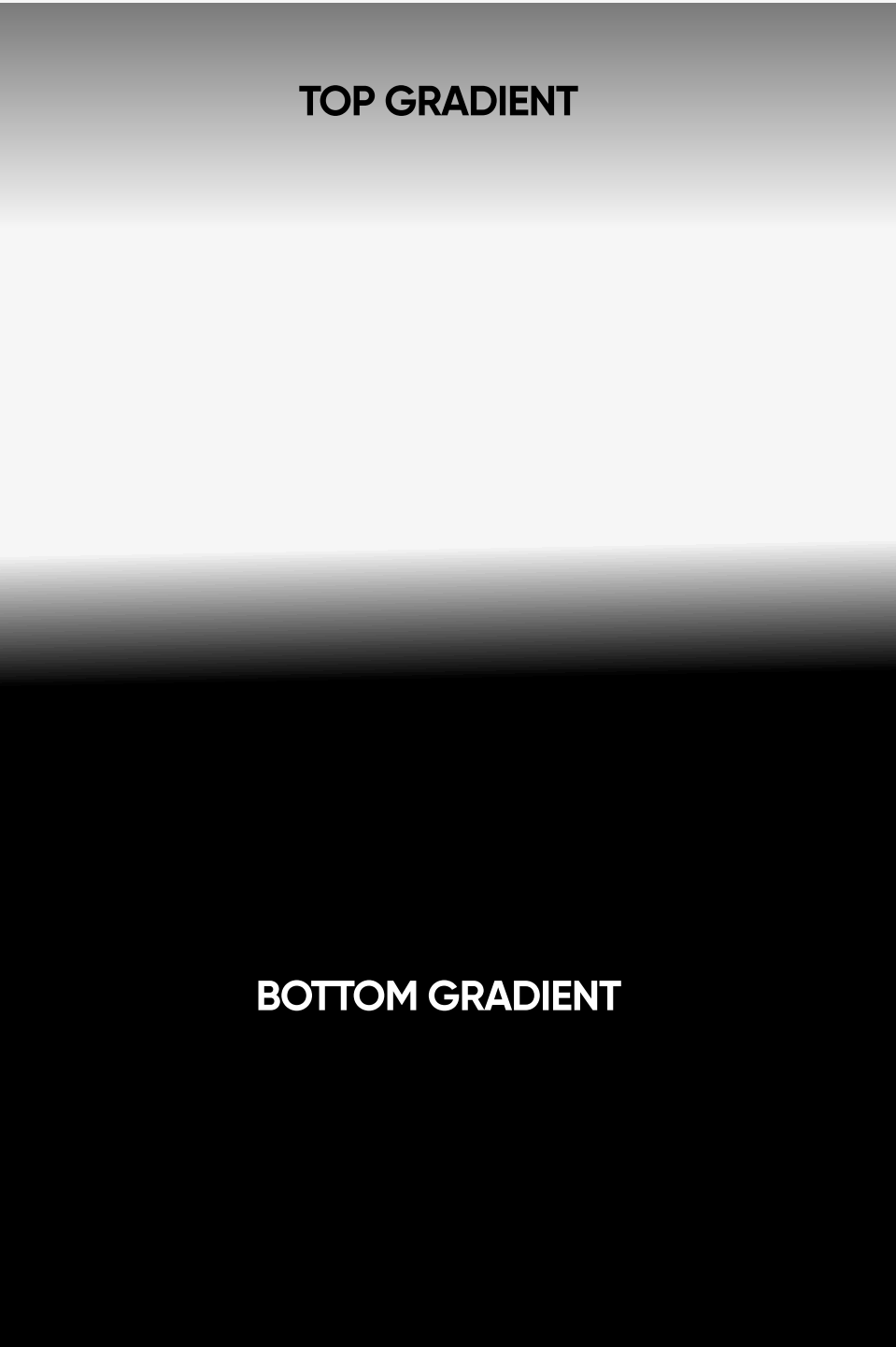
=

Full video



+

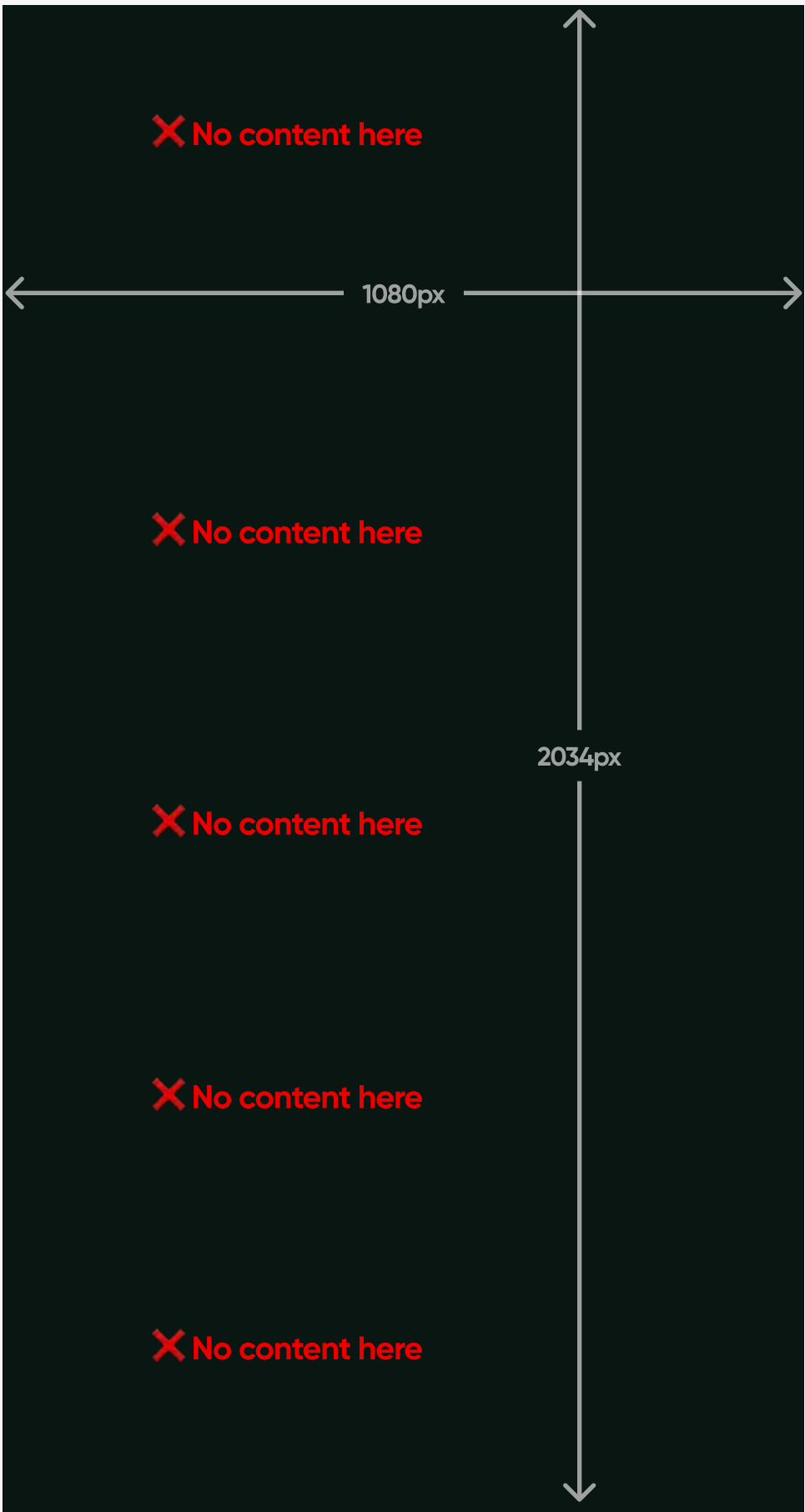
2 gradients placed at
top & bottom



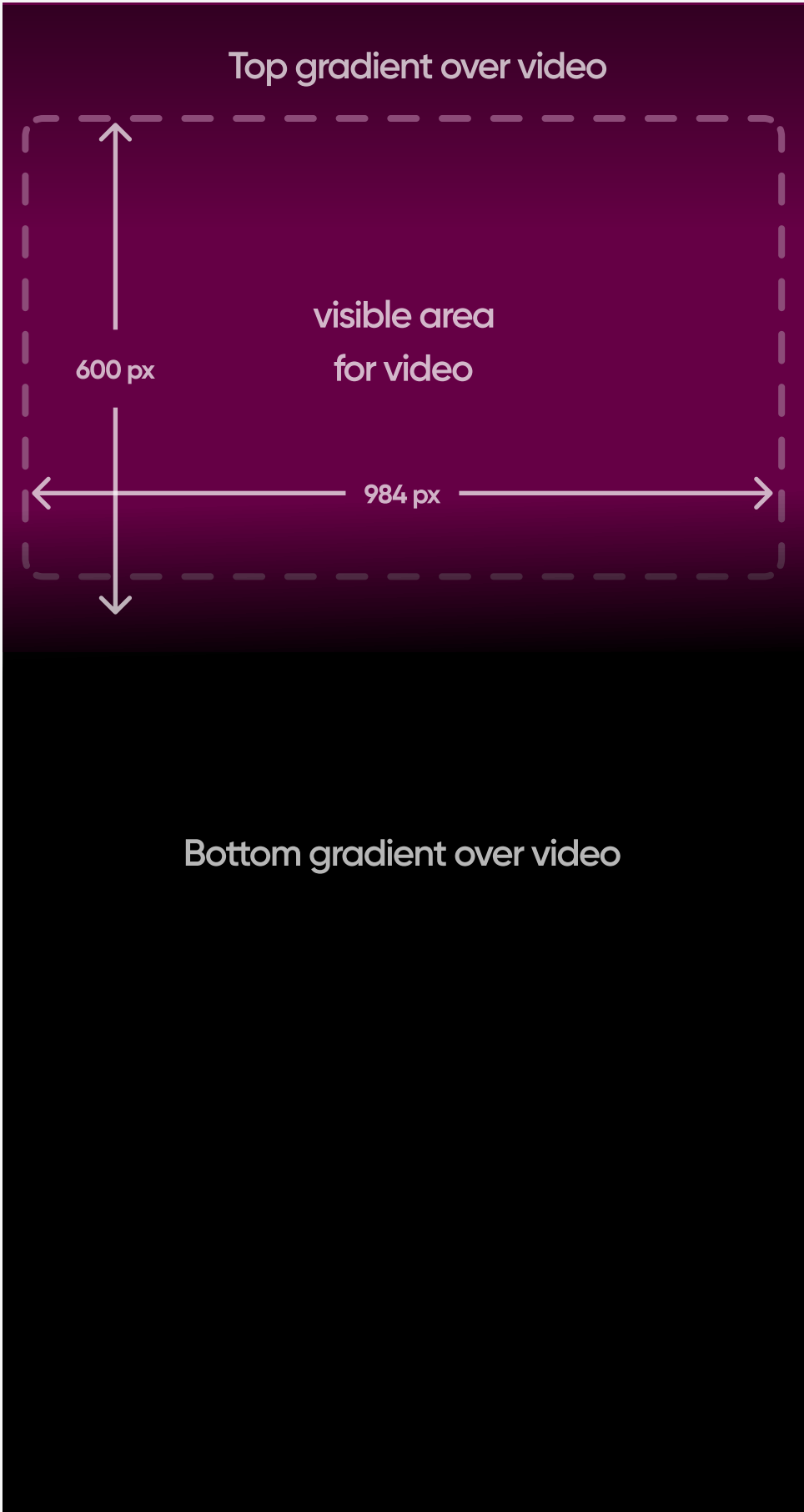
Video AD



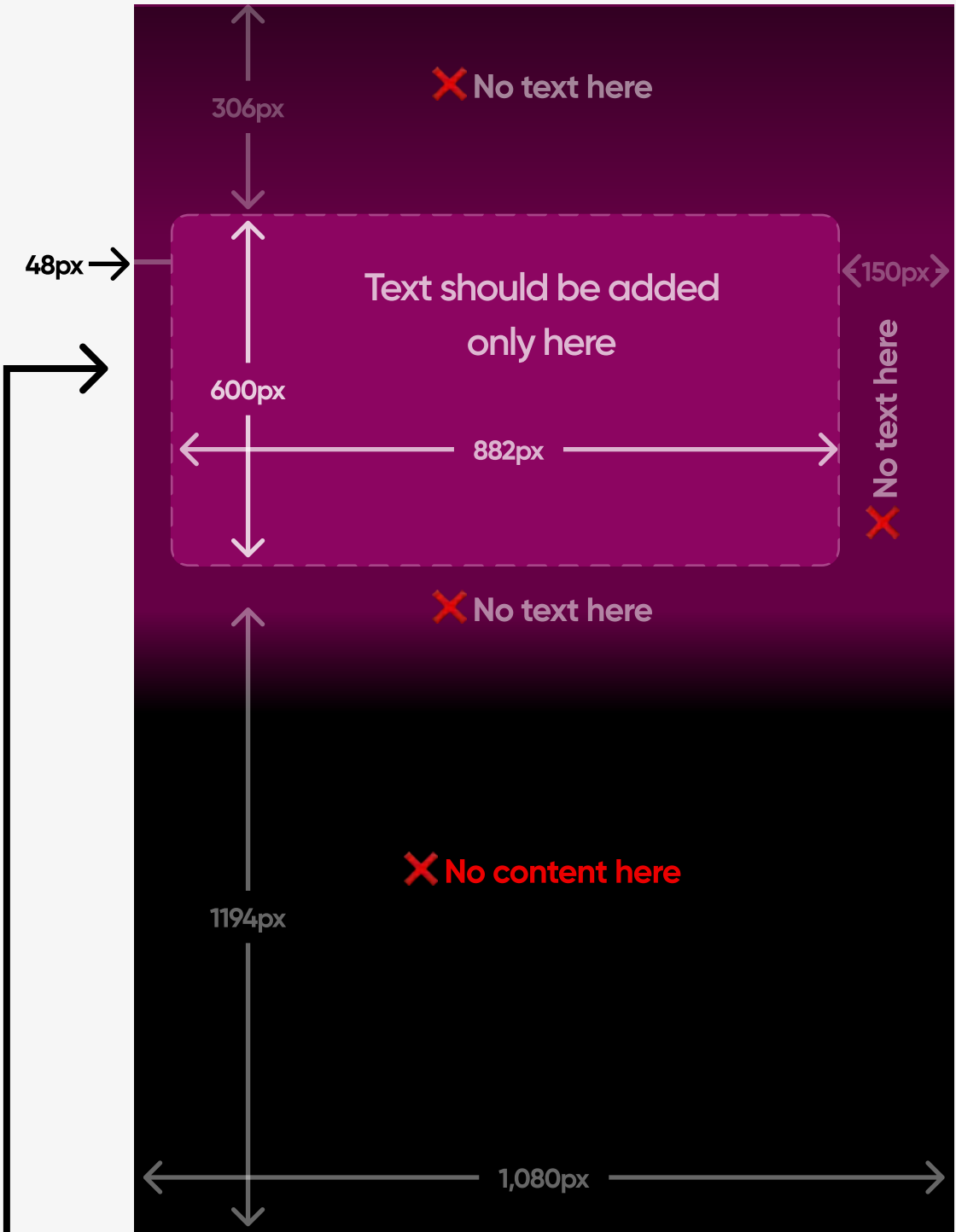
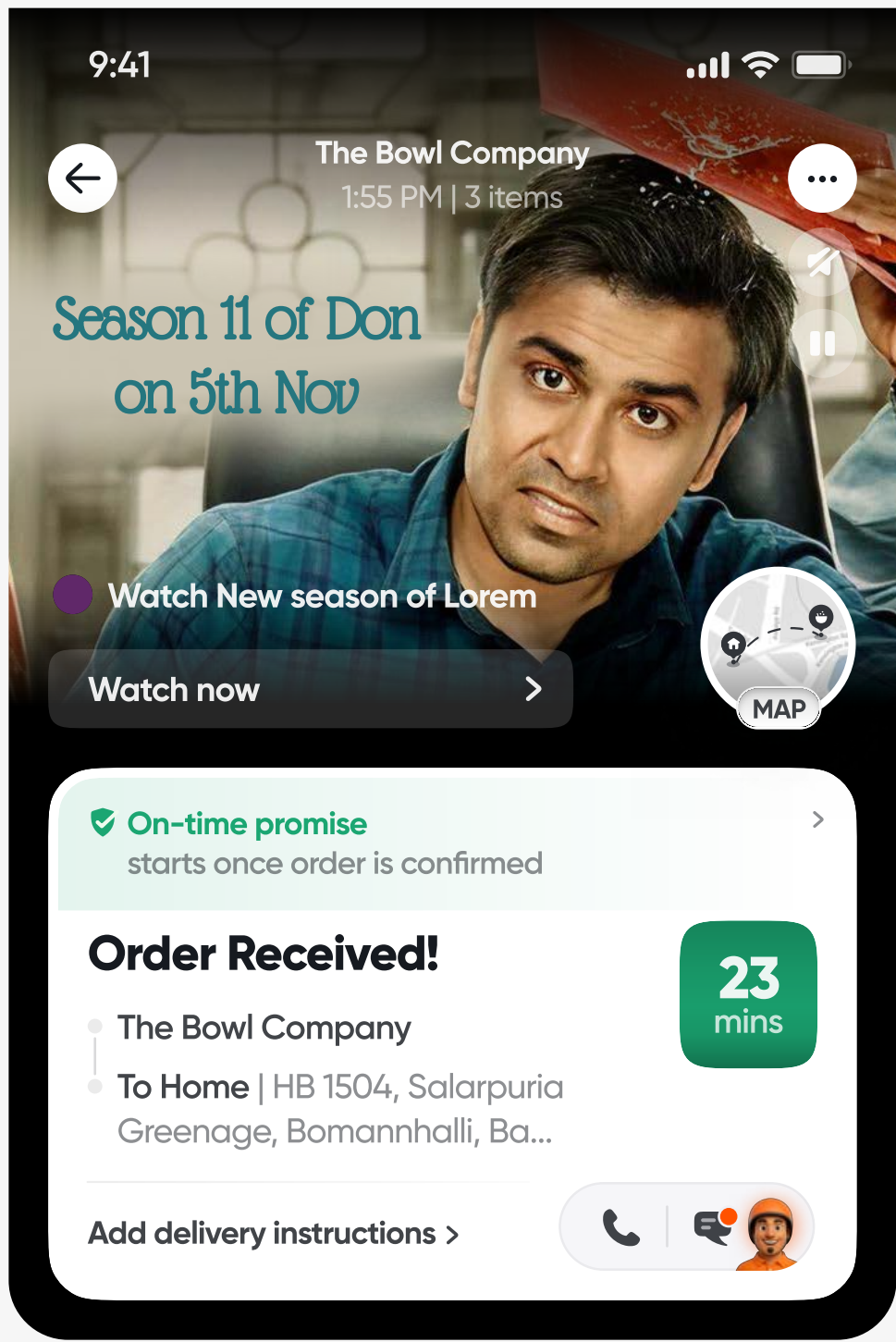
Full video



Black gradients to be added over video always

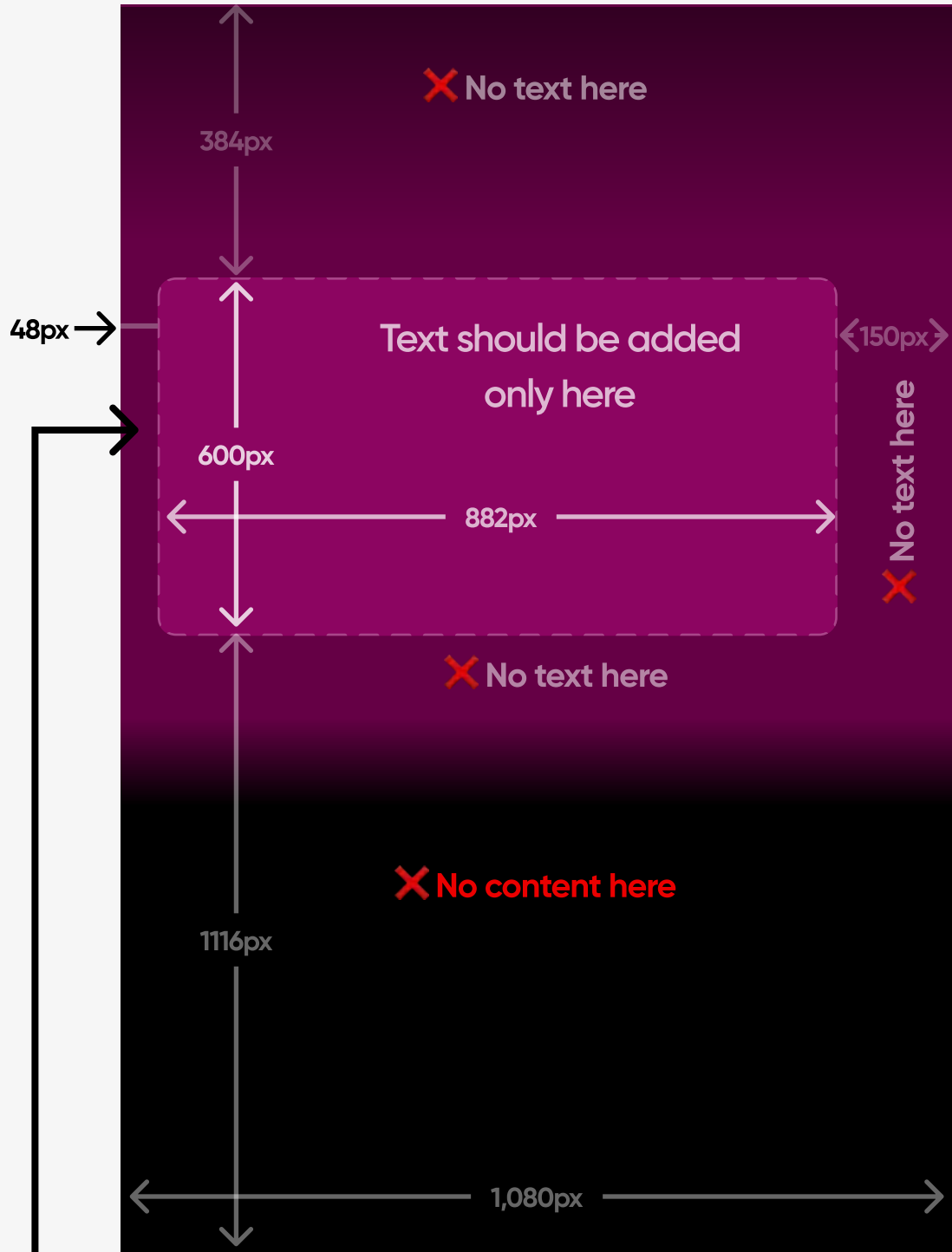


Safe space for text
in Android



Text outside this is not allowed
as it won't be visible

Safe space for text
for IOS



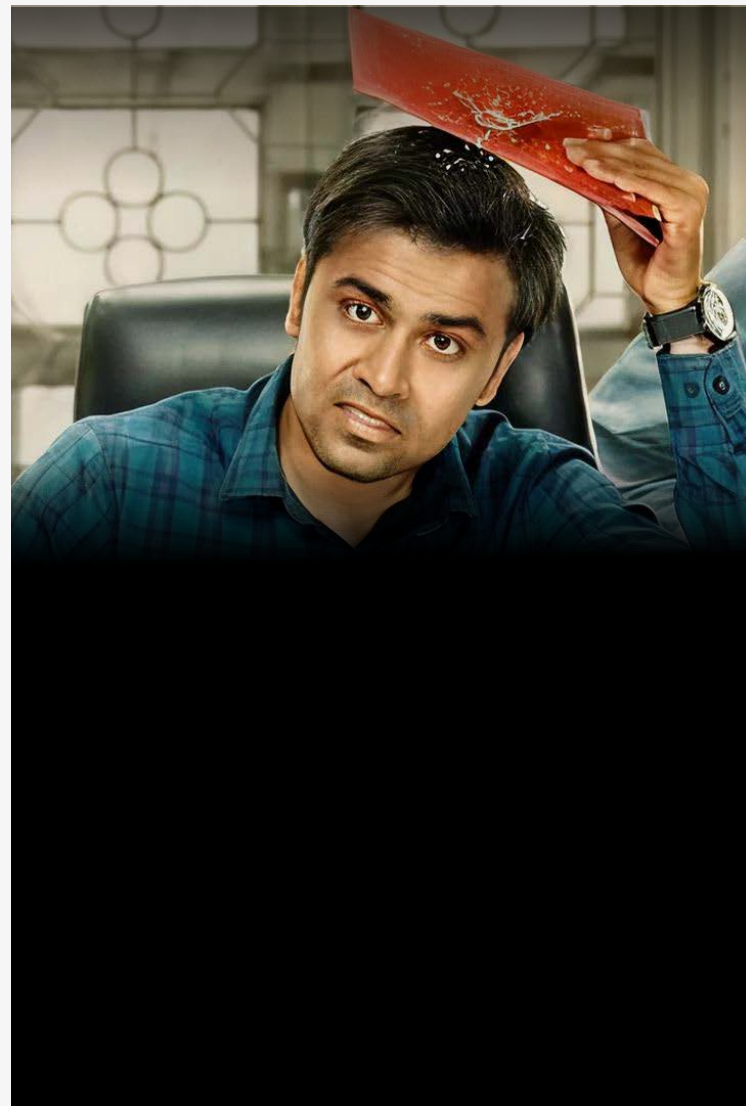
Text outside this is not allowed
as it won't be visible

Video ads gradient dos & donts

07

Immersive Design Guidelines

✓ Accepted



All gradients are black in color

✗ Not accepted



Top gradient is missing



Colorful gradients are not acceptable



Dos & donts of text in video ads

✓ Accepted



text inside safe space



text inside safe space

✗ Not accepted



text outside safe
space is not allowed



text outside safe
space is not allowed



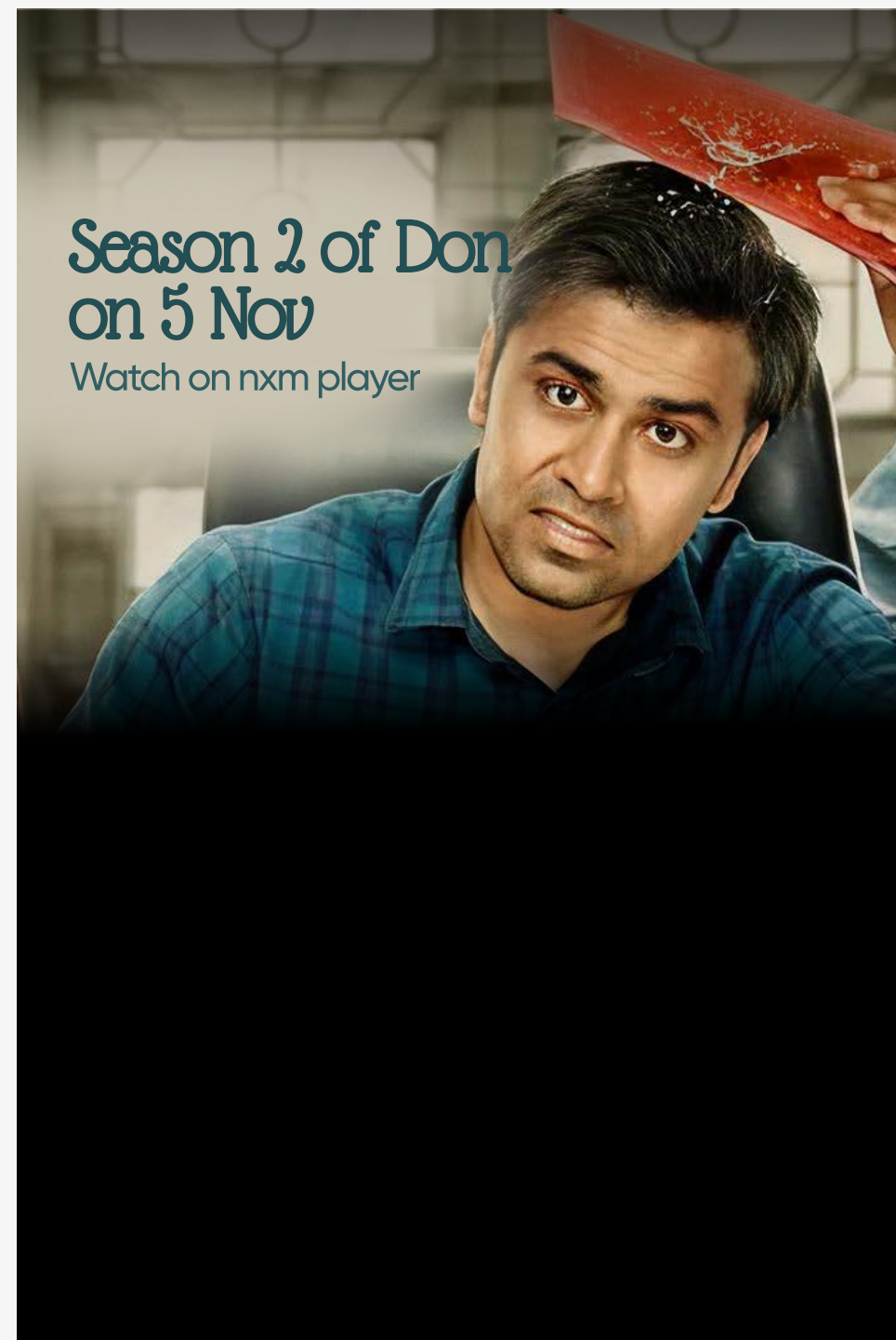
text on gradient
not allowed

Video Ad export guidelines

09

Immersive Design Guidelines

Android



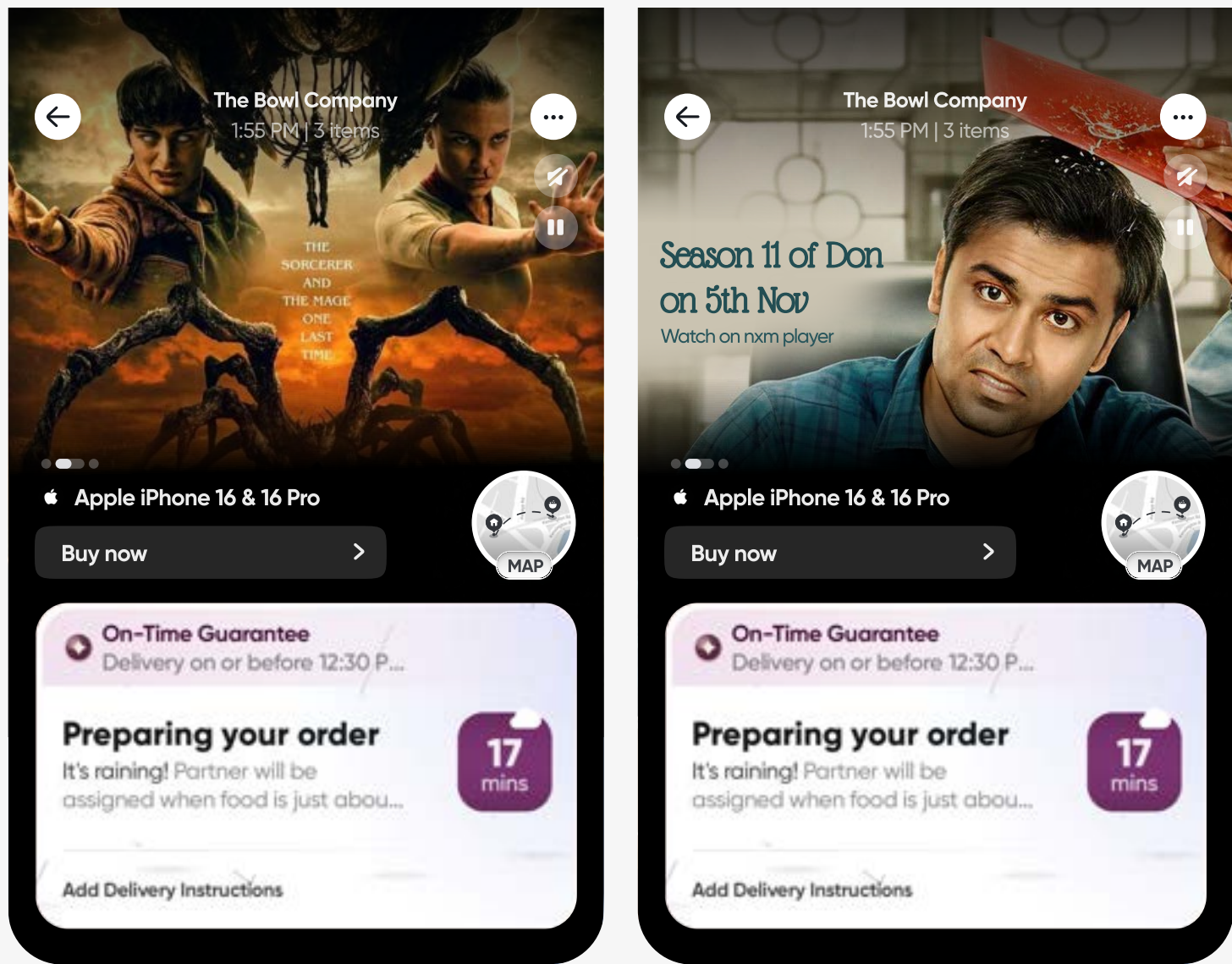
- Place both **gradients over top & bottom of video** & then export
- Export video in size: **1080x 2034**
- Total duration: **3min**
- Format: **mp4**
- Size: **Upto 10mb**

IOS



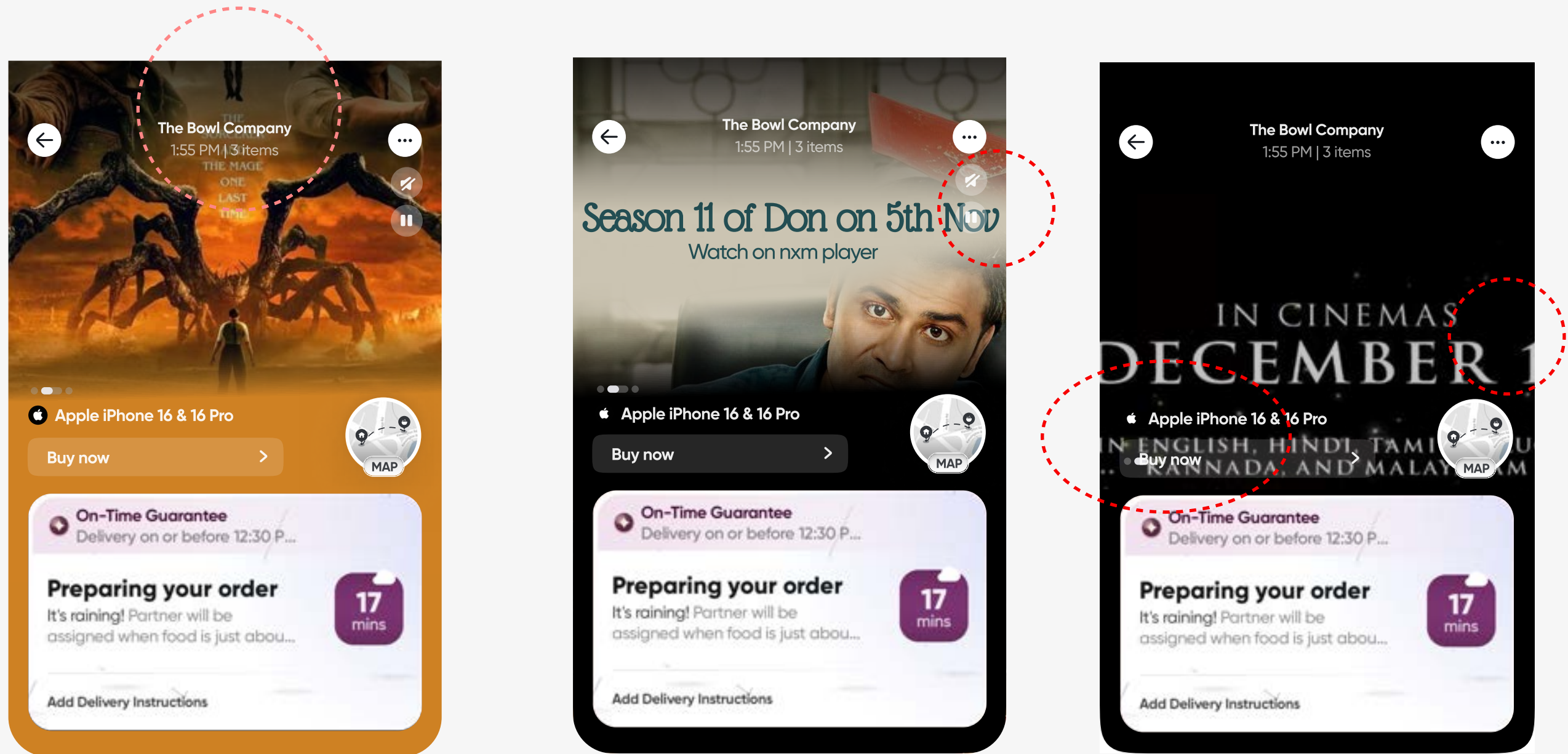
- Place both **gradients over top & bottom of video** & then export
- Export video in size: **1080x 2034**
- Total duration: **3min**
- Format: **mp4**
- Size: **Upto 10mb**

 Accepted

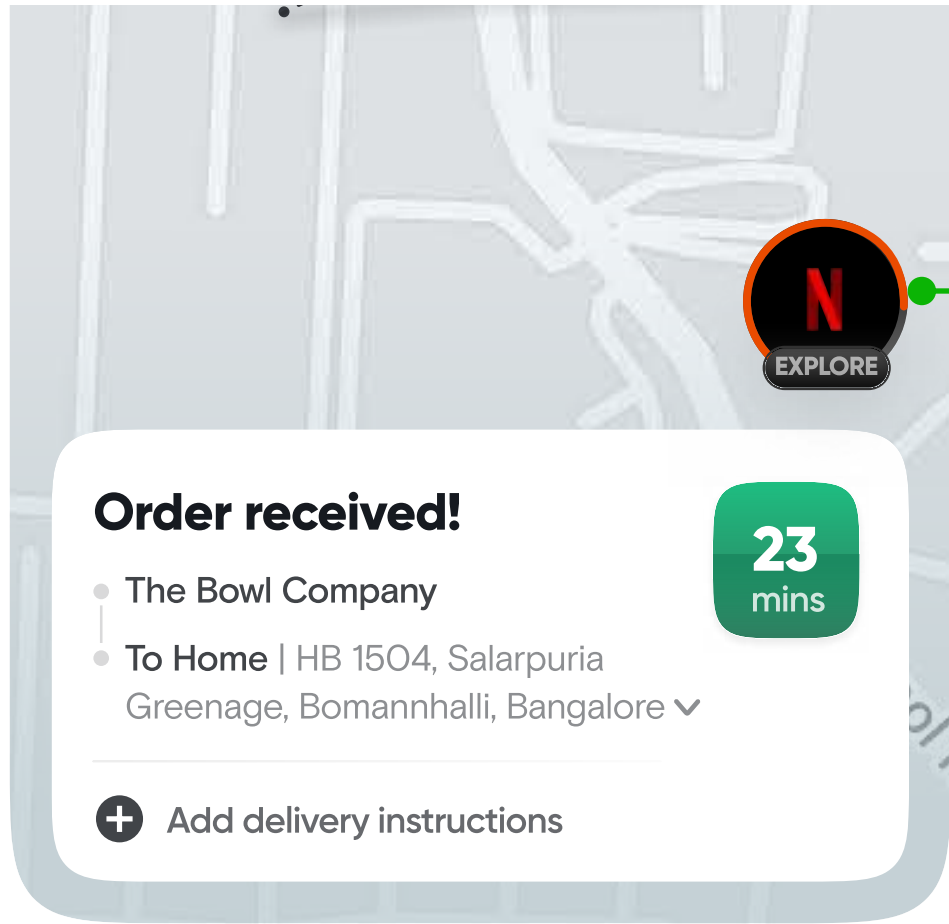


All gradients are black & text is inside safe spade

 Not accepted

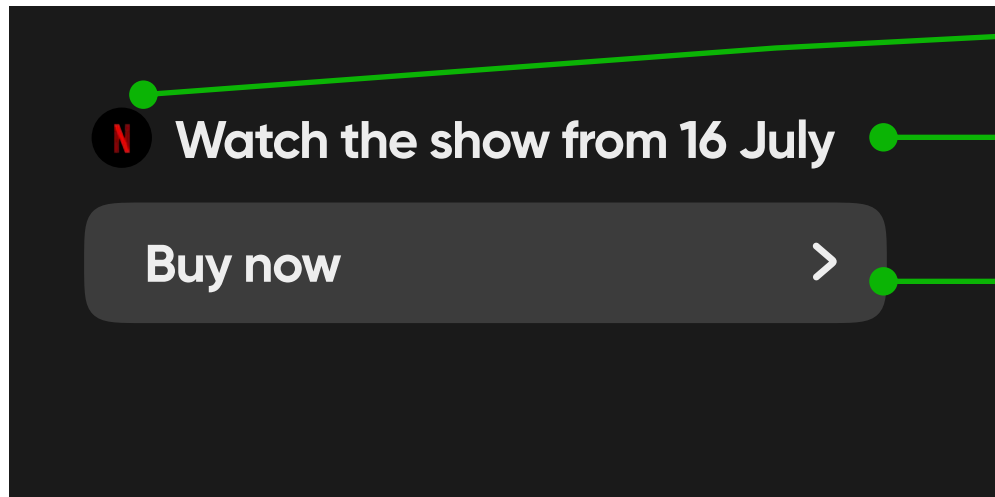


- text overlapping with Swiggy UI is not allowed,
- colorful gradient is also not allowed
- text overlapping with Swiggy UI is not allowed
- text is outside safe space mentioned in guidelines



Logo will be used here

Dimension = 800x800 px



Logo will be used here also

Title (40 char)

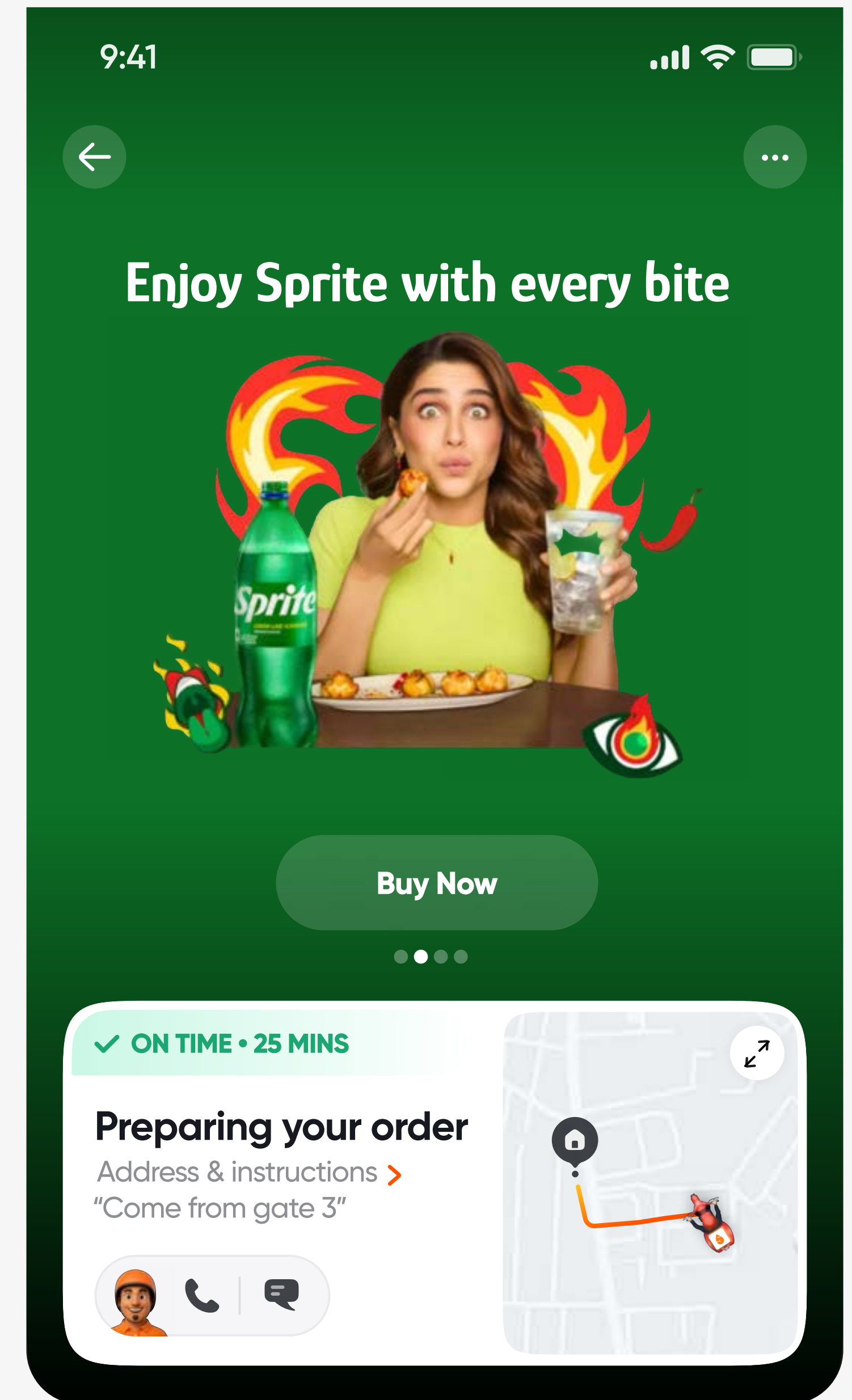
Button text (18 char)

DESIGN GUIDELINES 2.0

Immersive Video AD

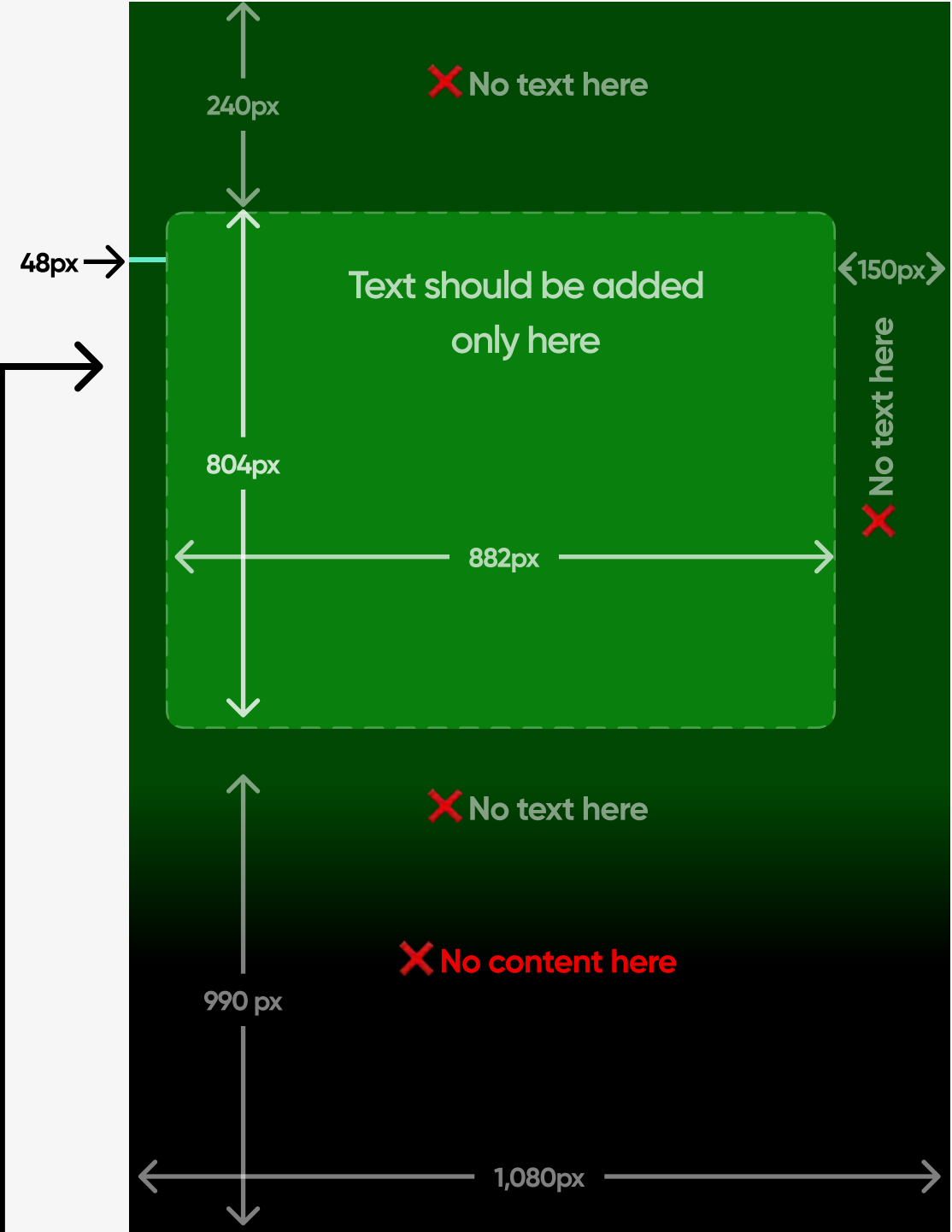
Track screen version 2

Updated on May 2026



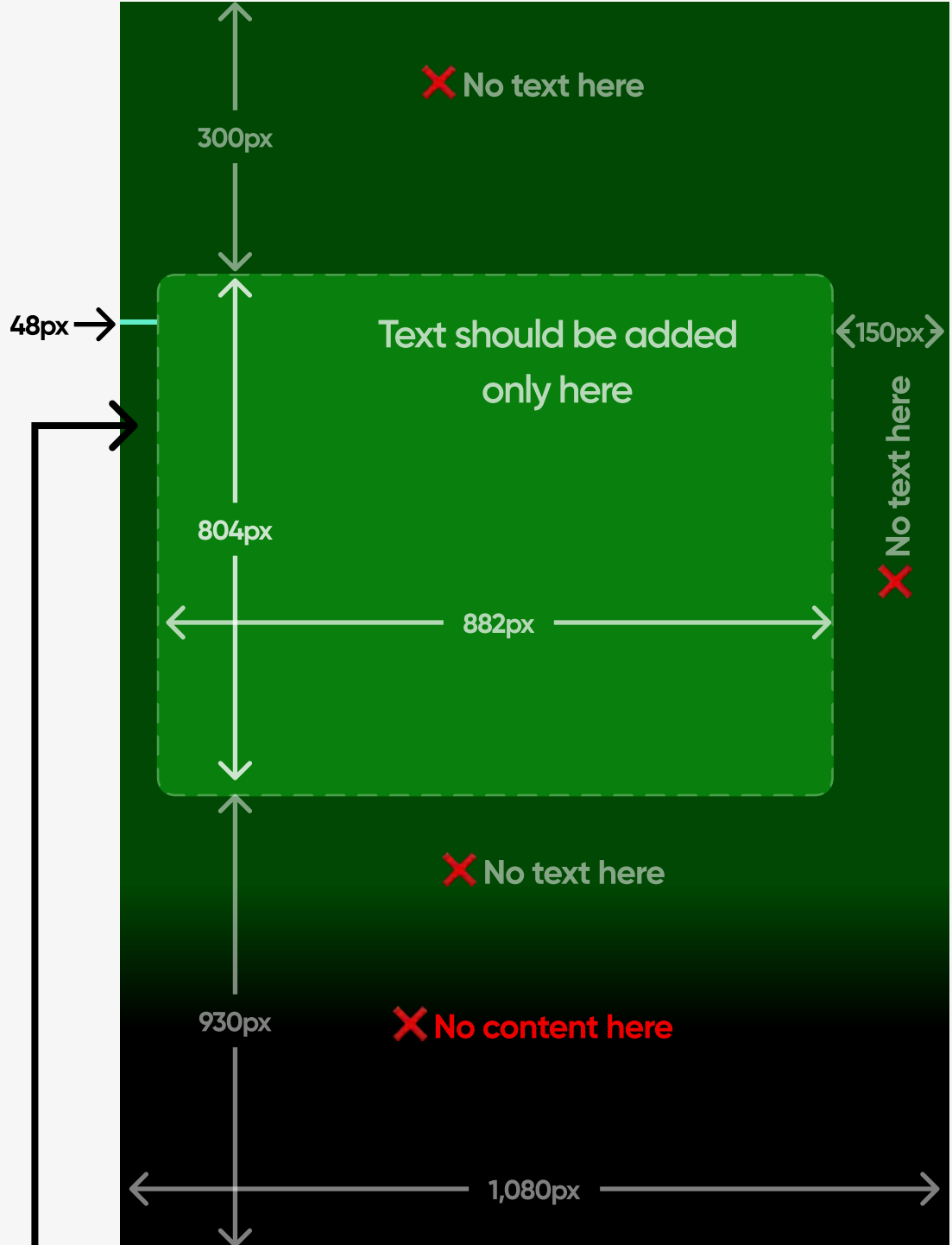


Safe space for text
in Android



Text outside this is not allowed
as it won't be visible

Safe space for text
for IOS



Text outside this is not allowed
as it won't be visible

Video Ad export guidelines for Trackscreen version 2

Android

↑
240px
↓



- Export video in size: **1080x 2034**
- Total duration: **3min**
- Format: **mp4**
- Size: **Upto 10mb**

IOS

↑
300px
↓



- Export video in size: **1080x 2034**
- Total duration: **3min**
- Format: **mp4**
- Size: **Upto 10mb**

CTA text for Trackscreen version 2



Give CTA text (Max 18 char)