

FOOD++ Guidelines

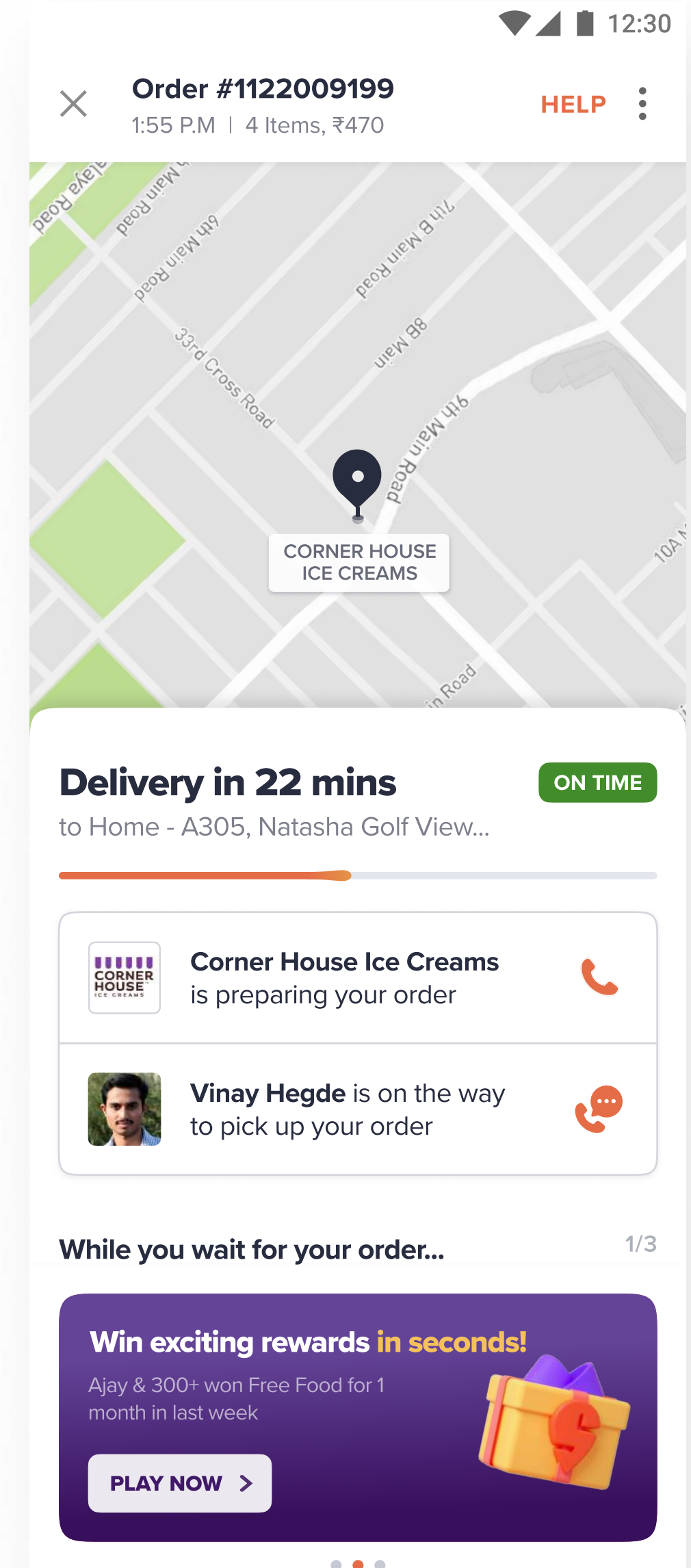
Construction

Placement

The entry point appears in the order tracking screen for food and instamart.

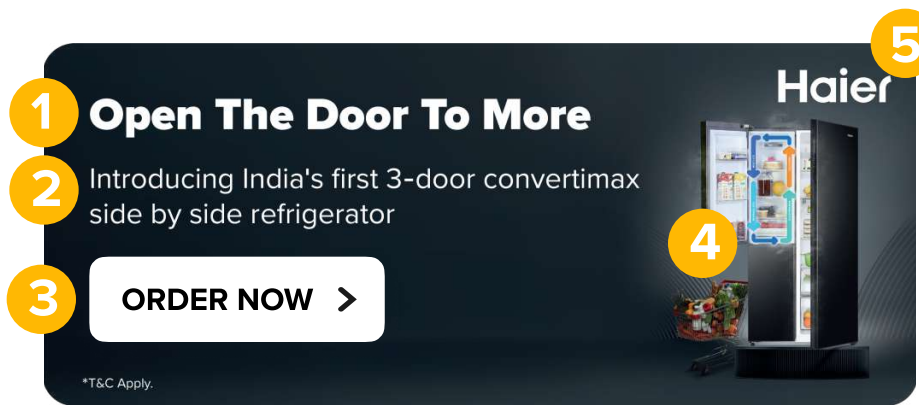
The card for gamification takes you to Play & win Gameplay and Instamart entry point takes you to instamart page.

Each Card is visible for **10 secs** in the autoscroll.



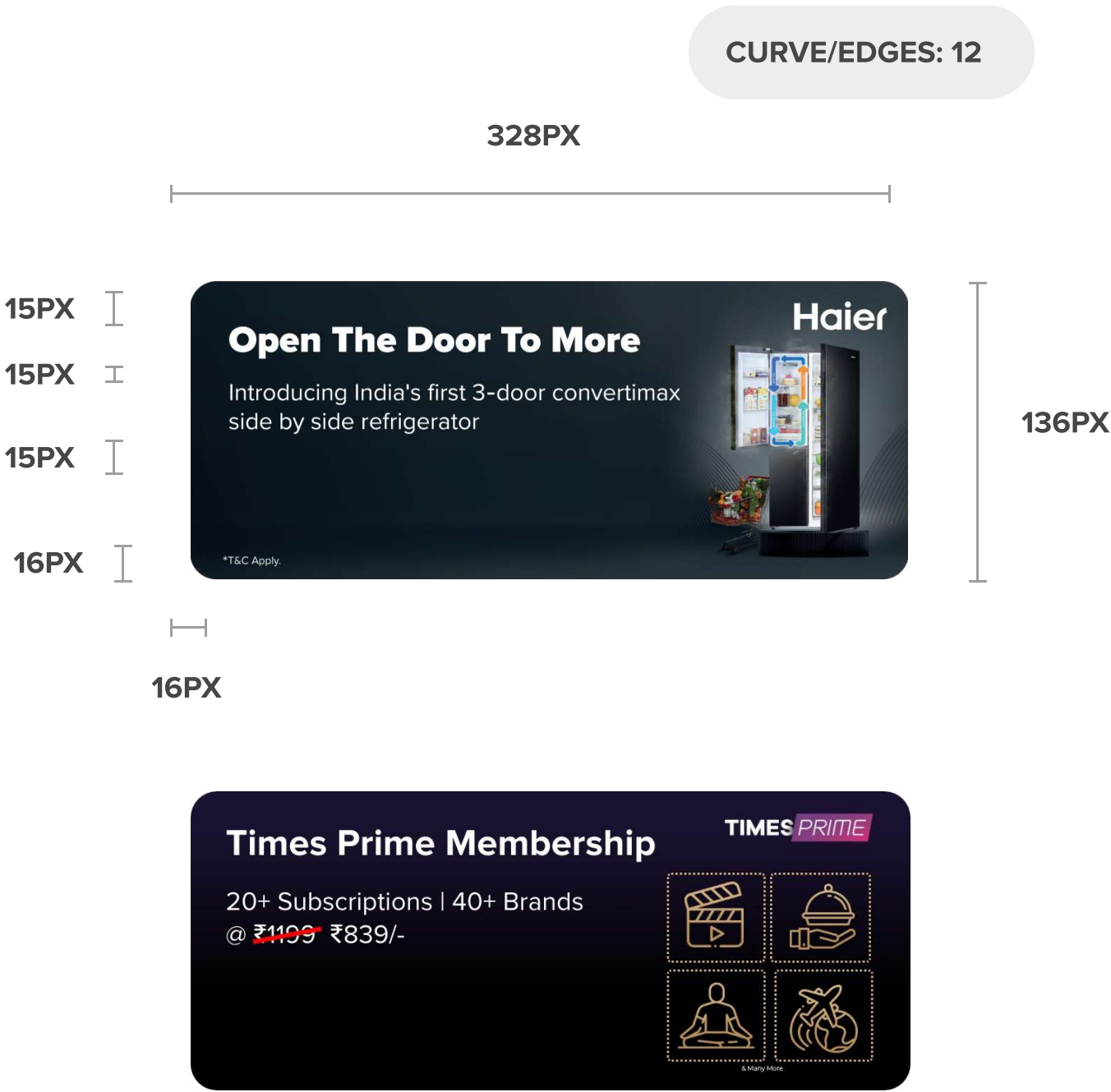
dimensions

Breakdown



- 1. Header - A single line of communication (refer slide 3 for details)
- 2. Subtext - max 2 lines of subtext communication (refer slide 3 for details)
- 3. CTA - 8 characters (refer slide 4)
- 4. Background visual - Use 20% of the right side of creative for imagery. (refer slide 5 for details)
- 5. Logo of the brand can be placed on top right corner (refer slide 5 for details)

Dimensions

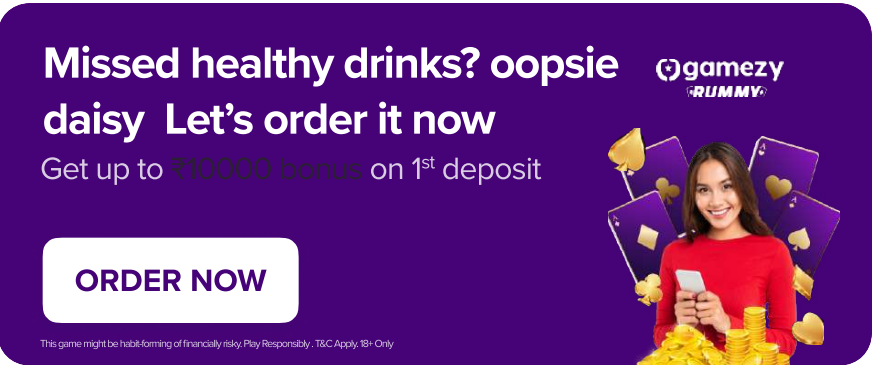


Header & Subtext copy



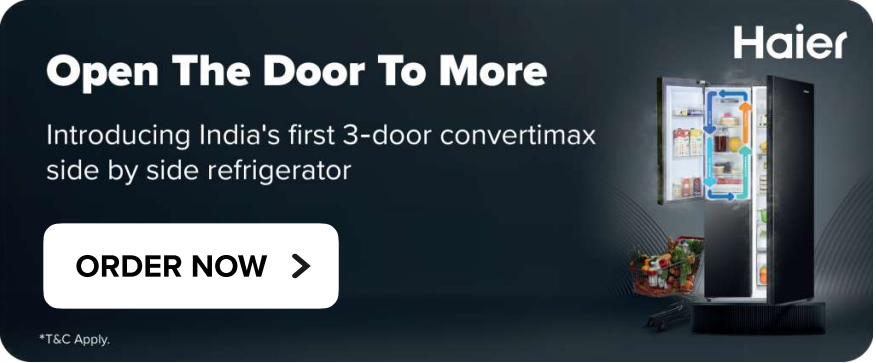
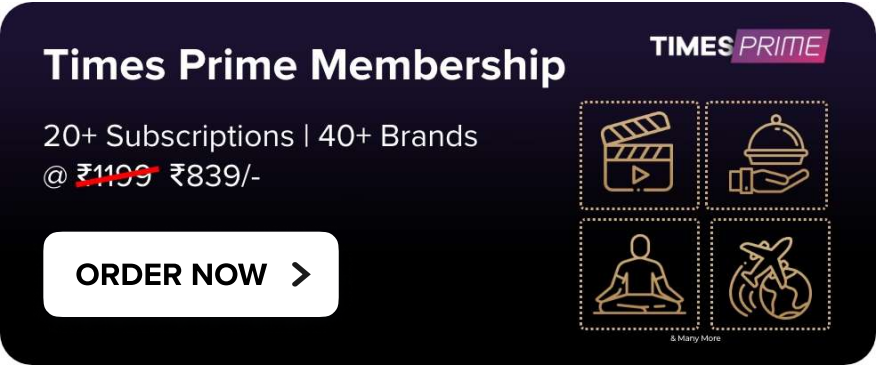
Don't

Don't suggest copy with 2+2(2 lines of title + 2 lines of subtext) or 2+1(2 lines of title + 1 line of subtext) text config.



Do

Use only 1 liner for the title & 2 liner for the subtext.



Fonts:

Header:

Proxima Nova :: 17 :: Extra Bold

Subtext:

Proxima Nova :: 12 :: Regular

Text Placement:

Header : x axis: 16 :: y axis: 16

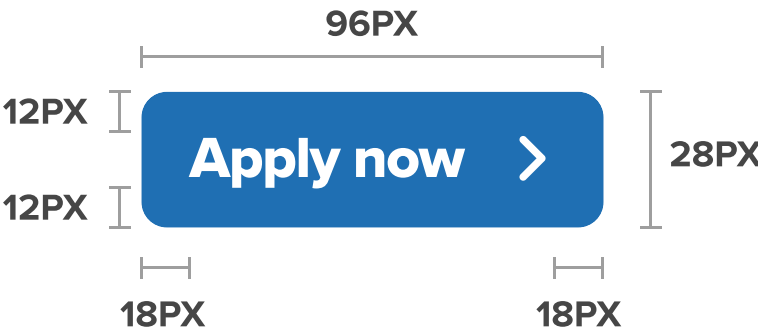
Subtext : x axis: 16 :: y axis: 43

CTA

Guideline

- Follow the dimensions on the right
- Use the SVG for the accurate chevron icon

Dimensions



Fonts:

Proxima Nova :: 22 :: Extra Bold
Line height :: 27

Text Placement:

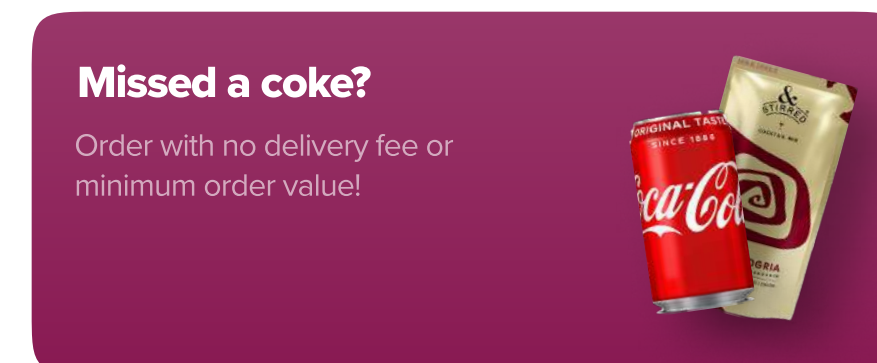
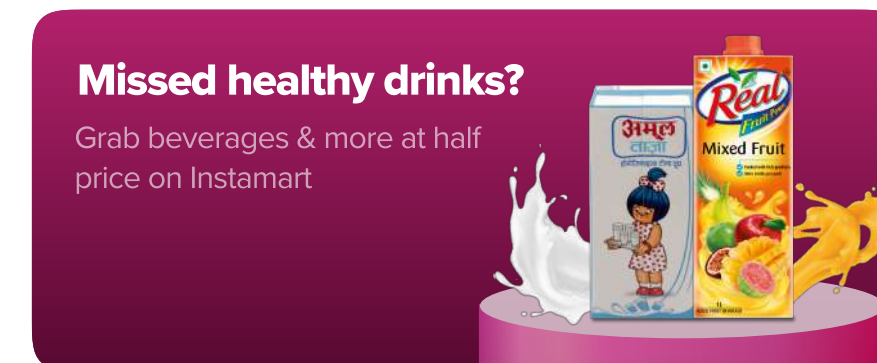
x axis: 18 :: y axis: 12

Background Artwork



Don't

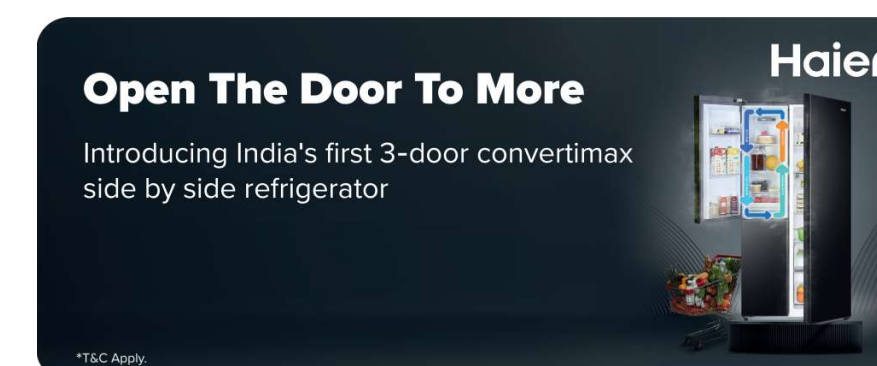
1. Don't overflow the creative or bleed from the container.
2. Don't make the elements big or huge that it interferes with text.
3. Place the creatives on on the ground or podium.



Do

The imagery should be added on the right side using 20% of the space in the creative.

Logo of the brand can be placed on top right corner



T&C:

Proxima Nova : : Regular : : 5
Bottom left corner
x-axis: 16

Logo:

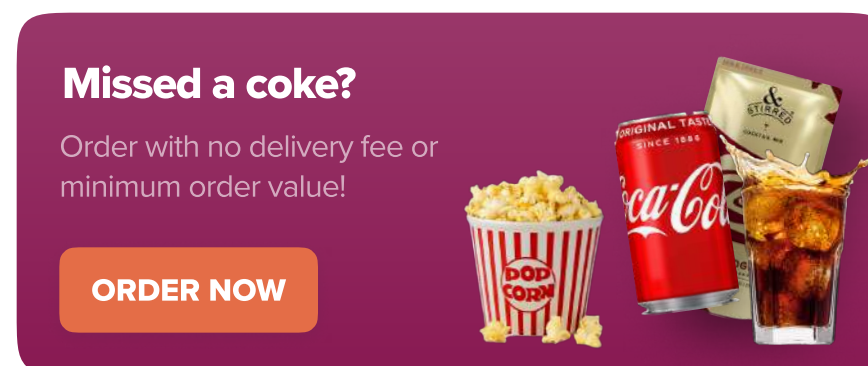
Logo of the brand to be placed on the right top corner.

Background Artwork



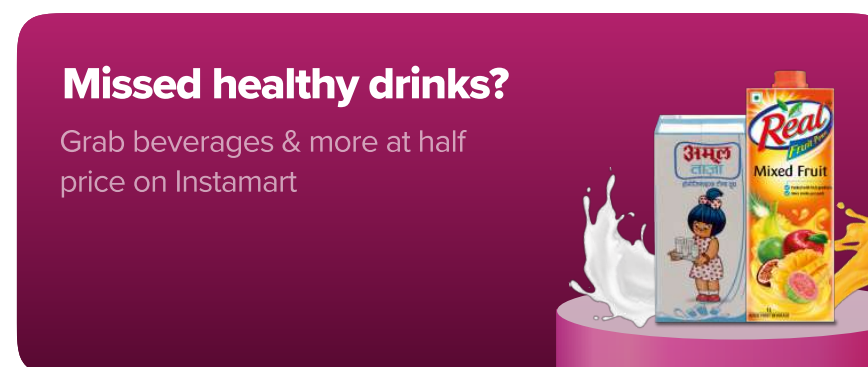
Don't

Don't overcrowd the space with so many primary elements



Do

Please use only 2 products max cutouts and some secondary small elements if at all required



EXPORT:
Export the creative in : 3x

Reference Creatives

Open The Door To More

Introducing India's first 3-door convertimax side by side refrigerator

*T&C Apply.



Haier

Times Prime Membership

20+ Subscriptions | 40+ Brands
@ ~~₹1109~~ ₹839/-



& Many More

Get Ready For Summer

Upto 35% off on makeO laser hair reduction

*Offer applicable on 6, 8 and 2yrs unlimited sessions



makeO

Make Your Team Now

Join Aamir, Maddy & Sharman
Play on Dream11

This game may be habit-forming or financially risky. Play responsibly. T&C Apply. For 18+ only



DREAM11