BRAND GUIDELINES

GetDirect

Your favorites, straight to you. Order direct from the kitchens you love — same food, better prices, faster to your door.

Visual identity system

v1.0 · 2026

01 — LOGO

The wordmark

GetDirect is set as one word with a two-part weight-and-color lockup. "Get" grounds the mark in neutral ink; "Direct" carries the brand teal — the emphasis lands on directness, which is the promise.

GetDirect

TYPEFACE

Bricolage Grotesque

"Get" Medium 500 · "Direct" Bold 700

COLOR

Get — ink #111827

Direct — teal #459894

SPACING

Clear space ≥ the height of the "G" on all sides. Never crowd the mark.

ON LIGHT & DARK

GetDirect

GetDirect

DO

Keep the two-tone lockup. Use the lightened teal (#5AB3AE) for "Direct" on dark surfaces so it stays vivid.

DON'T

Don't add a space, recolor "Direct" to the deal orange, stretch, or set the whole mark in a single flat weight.

Palette

A teal brand system with one warm accent held back for offers. Teal owns identity and actions; orange means "deal" and nothing else. Neutrals stay slightly warm so food photography looks appetizing.

BRAND · TEAL — LOGO, ACTIONS, SELECTED STATES

brand logo, icons, selected #459894	**primary** button fills #3A7F7C	**active** pressed #2E6563	**soft** tinted bg #F0FAF9

DEAL · WARM — OFFERS, DISCOUNTS, BADGES ONLY

deal offer accent #EA6A2E	**deal-strong** small text, pressed #C8501C	**deal-soft** badge bg #FEF1EC

NEUTRAL

heading titles #111827	**ink** body #374151	**ink-soft** secondary #6B7280	**line** borders #E5E7EB	**surface** cards #FFFFFF	**body** page bg #FAFAF8

SEMANTIC

success confirmed #059669	**warning** caution #F59E0B	**danger** errors #DC2626	**info** neutral note #3B82F6

DARK MODE

surface cards #181B20	**body** page bg #101114	**line** borders #2A2E35	**brand** actions #5AB3AE	**deal** offers #F5824E	**ink** text #E5E7EB

Type system

Two typefaces, clear division of labor. Bricolage Grotesque gives headings and the logo a confident, modern voice; Instrument Sans keeps body and interface text clean and legible at every size.

Display

Bricolage Grotesque

Logo · headings h1–h4 · stat numbers · prominent labels · weights 500 / 600 / 700

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 & $%

Body

Instrument Sans

Paragraphs · UI labels · buttons · inputs · table cells · captions · weights 400 / 500 / 600

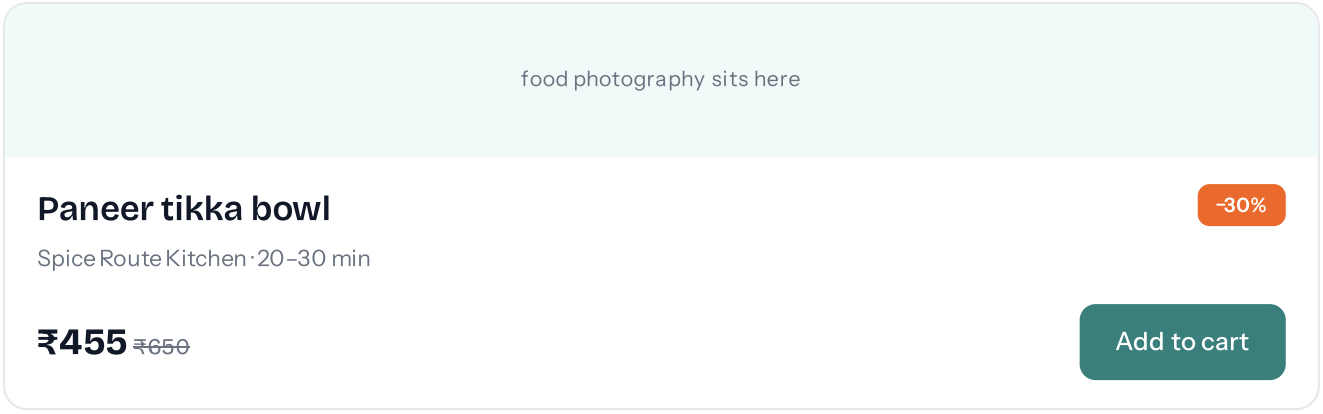
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 & $%

TYPE SCALE

display	40 / 700 / 1.1	**Straight to you**
h1	30 / 600 / 1.15	**Order direct, pay less**
h2	24 / 600 / 1.2	**Kitchens near you**
h3	20 / 600 / 1.25	**Today's deals**
stat-num	28 / 700 / 1.1	**₹455**
body	15 / 400 / 1.6	Chef-prepared meals, delivered fast.
label	14 / 500 / 1.4	Delivery address
caption	13 / 400 / 1.45	20–30 min · 1.2 km away

Putting it together

Color and type working as one system. Teal drives the primary action; the warm accent appears only as a deal badge; everything else stays neutral so the food leads.



BUTTONS

Primary Secondary

Primary fill is teal #3A7F7C for AA contrast — not the #459894 logo teal.

BADGES

Hot deal Save ₹120

Solid orange for one hero offer; soft badge for the rest, to avoid vibrating against teal.

DO

Let teal and neutrals carry the interface. Reserve orange for genuine offers. Keep one solid deal accent per screen.

DON'T

Don't use orange for ordinary buttons, or place the deal orange next to danger red where they'd be confused.

Component kit

A soft, pill-forward language: fully rounded actions and badges, 12px cards, 10px inputs. Flat surfaces with hairline borders and teal tint fills instead of shadows. Teal is every action; orange is only ever a deal.

BUTTONS & STATES

Primary | Hover | Disabled | Secondary | Ghost | Claim offer

Default #3A7F7C · hover #2E6563 · disabled tint · radius 999px · padding 8×16 · "Claim offer" is the one place deal-orange acts as a button

Checkout ₹1,240

Bottom checkout bar — radius 14px (slightly squarer than a pill), price set in Bricolage

ADD CONTROLS & STEPPER

\+ | − 2 +

The round "+" expands into the stepper on tap · track uses soft teal #F0FAF9

BADGES & TAGS

-30% | Save ₹120 | New | Popular

Veg | Vegan | Non-veg | Spicy | Jain

Promo badges (orange, solid + soft) stay visually separate from dietary tags (dot + neutral pill) so a deal is never mistaken for a label

FILTERS, SEGMENTED CONTROL & INPUTS

All | Biryani | Thali | Chinese | Sweets

Delivery | Pickup

⌕ Search kitchens or dishes

⌕ Chicken biryani

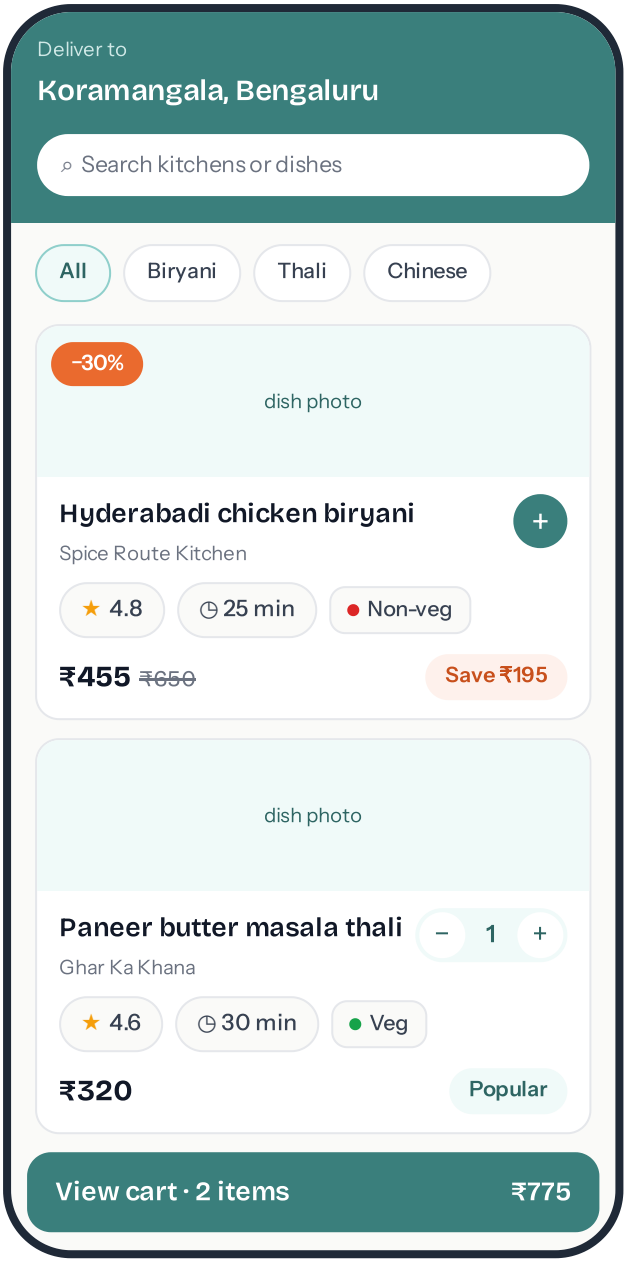
Selected chip & input focus both use the soft-teal state — present but calm, no heavy fills

RADII & PADDING TOKENS

Button / badge / chip	999px	fully rounded (pill) · padding 8×16 / 3×10 / 6×13
Card	12px	menu & content cards · padding 16
Checkout bar	14px	bottom-anchored action bar
Input / field	10px	padding 9×13 · focus ring 3px soft-teal
Icon button / stepper	999px	30×30 tap target

Menu screen

Every component working together in one layout — teal chrome, neutral cards, food leading, and a single orange deal per screen.



WHAT'S ON SCREEN

Teal header anchors identity; search sits as a white pill on the brand color.

Filter chips use the soft-teal selected state — the active category reads without shouting.

One orange deal per screen. The -30% badge and soft "Save ₹195" pill are the only warm accents; everything else stays neutral so the food leads.

Add control shows both states — the round "+" on the first card, expanded stepper on the second.

Metadata pills (rating, ETA) and **dietary tags** (veg/non-veg dots) are one visual family, clearly below actions in hierarchy.

Checkout bar in teal with a Bricolage price — the most important action, always visible.