



**This document is a quick start guide to our brand ingredients and their use.**

## Our Ingredients

**Framework <sup>2</sup>**

**Logo <sup>7</sup>**

**Color <sup>22</sup>**

**Typography <sup>33\*</sup>**

**Photography <sup>45</sup>**

**Illustrations <sup>57</sup>**

**Iconography <sup>69</sup>**

**Layout <sup>73</sup>**

**Motion <sup>83</sup>**

**Applications <sup>94</sup>**

\* To be fully completed with Brand Typeface

# Framework

## Framework Intro

**Our framework is the recipe  
for our design system.**

## Shop + Savor

From efficiency  to enjoyment

# shop + savor

Shop captures the effortless efficiency of our product offering.

Savor captures the moments of enjoyment our offering empowers.

# Logo

## Logo Intro

**Our logo is the root of our brand system.**

**It symbolizes the efficiency and enjoyment our offering empowers.**



## Logo



## Our Symbol

Our symbol is a carrot growing from the earth or peeking up from a customer's cart

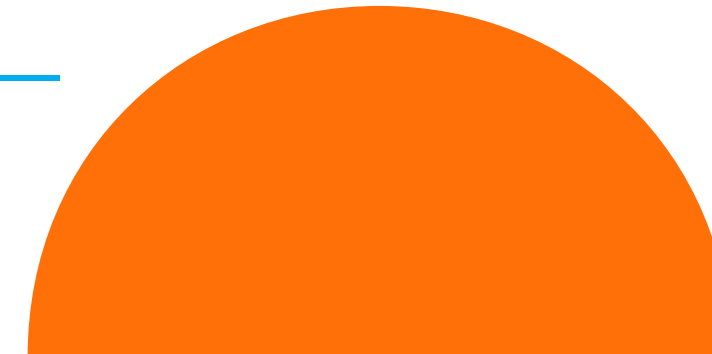
### Shop

The carrot top doubles as an arrow, symbolizing the ease of adding items to cart within our product.



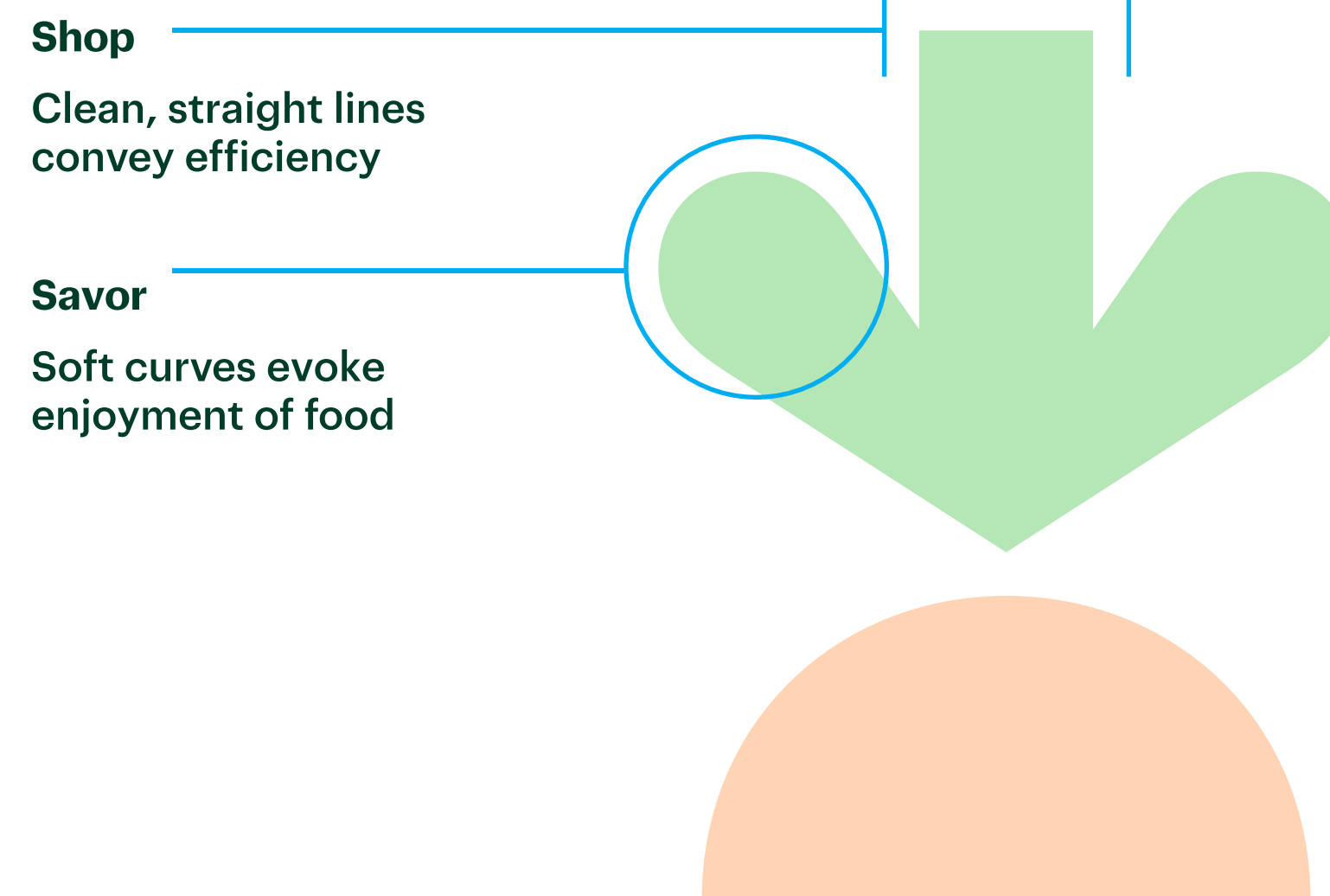
### Savor

The carrot root symbolizes enjoyment and nourishment empowered by our offering.



## Symbol Anatomy

Our symbol contains a combination of efficient straights and tasty curves.



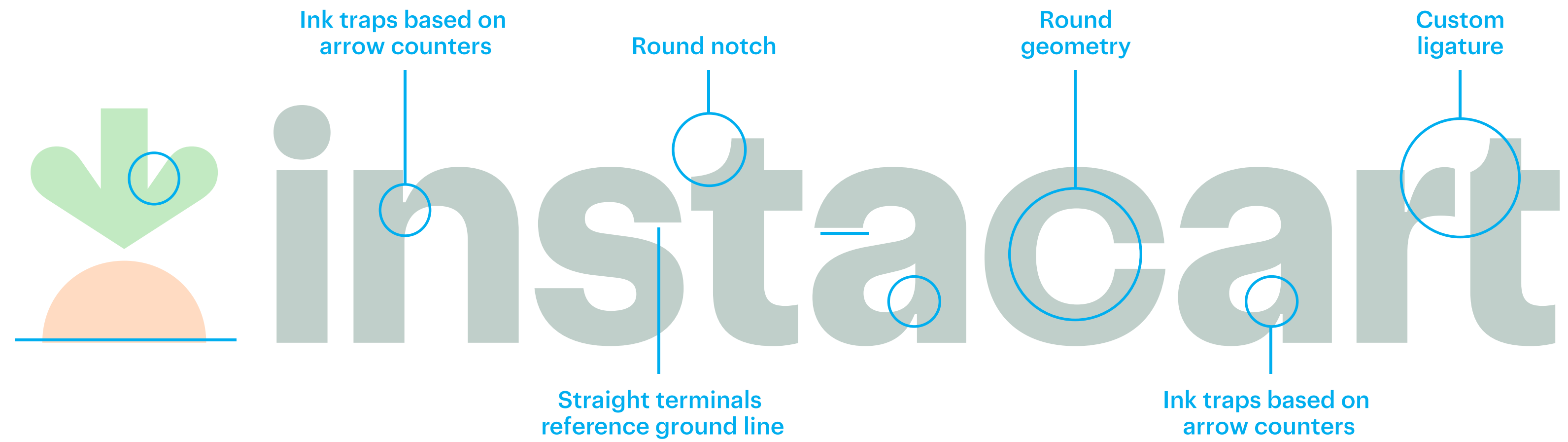
## Logo Lockup

For the immediate future, we will use our symbol and wordmark together to build recognition and equity in our new symbol.



## Our Wordmark

Our wordmark is born from the anatomy of our symbol. It's also the base of our sans serif typeface.



## Logo Colors

Our logo is only used in these color ways.

It can be used over White, Cashew, or Dark Kale backgrounds.

Please don't use our logo in any other color combinations.



## Minimum Size & Clearspace

### Minimum size

Please don't scale our logo below these sizes.



On screen: 14 px



In print: 0.25 in

### Clearspace

This diagram shows the formula for creating the minimum margin of space around our logo.



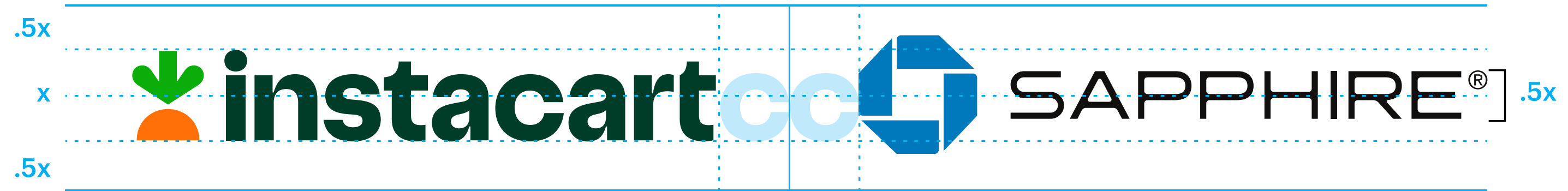
## Partnerships

These diagrams show how to create partner lockups.

The space between logos is equal to the width of our 'c'.

When scaling logos vertically, accommodate for different shapes by scaling logos to appear optically equal.

### Primary partnership lockup



### Multiple partnership lockup



### Powered by Instacart lockup





## Incorrect Usage



✗ Don't change our logo lockup



✗ Don't use the full carrot as our logo



✗ Don't use unapproved color ways



✗ Don't distort our logo



✗ Don't apply effects to our logo



✗ Don't tilt our logo



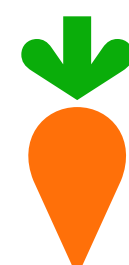
✗ Don't alter our wordmark



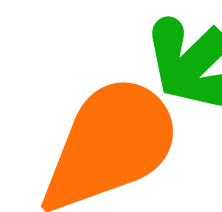
✗ Don't use our logo in a sentence



✗ Don't add any elements to our logo



✗ Don't recreate our logo



✗ Don't tilt our app icon



✗ Don't use the arrow alone

# App Icon

These designs are application icons only and should not be used in place of our logo in other applications.

## Shopper App

This icon is our carrot in a paper shopping bag.

### Version 1.0

This is the app icon we will launch with to avoid confusion for our existing customers.

### Version 2.0

This is the app icon recommended for the future.

Version 1.0



Primary App

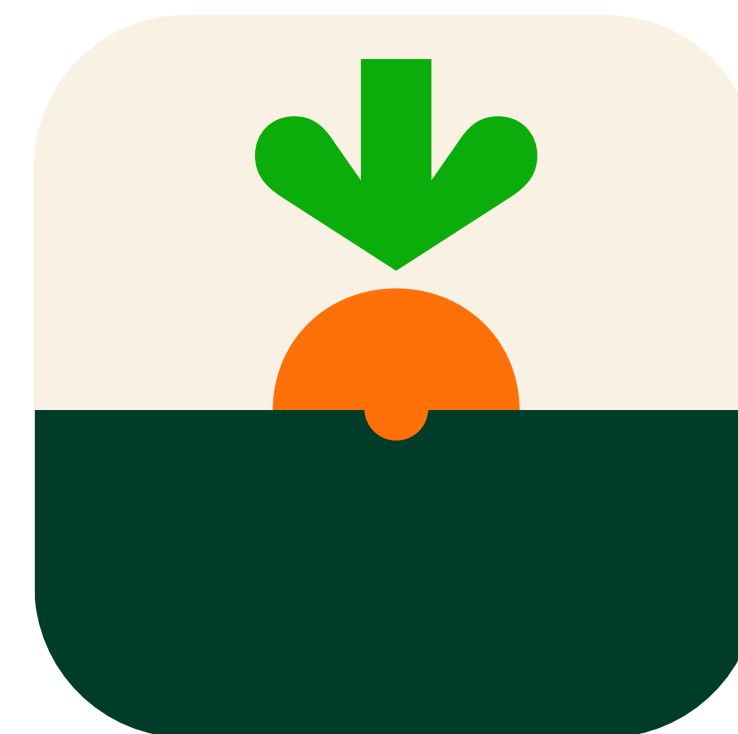


Shopper App  
Bag color to be updated

Version 2.0



Primary App



Shopper App  
Bag color to be updated

# App Icon

Version 1.0

12:30



Instacart



Shopper

Version 2.0

12:30

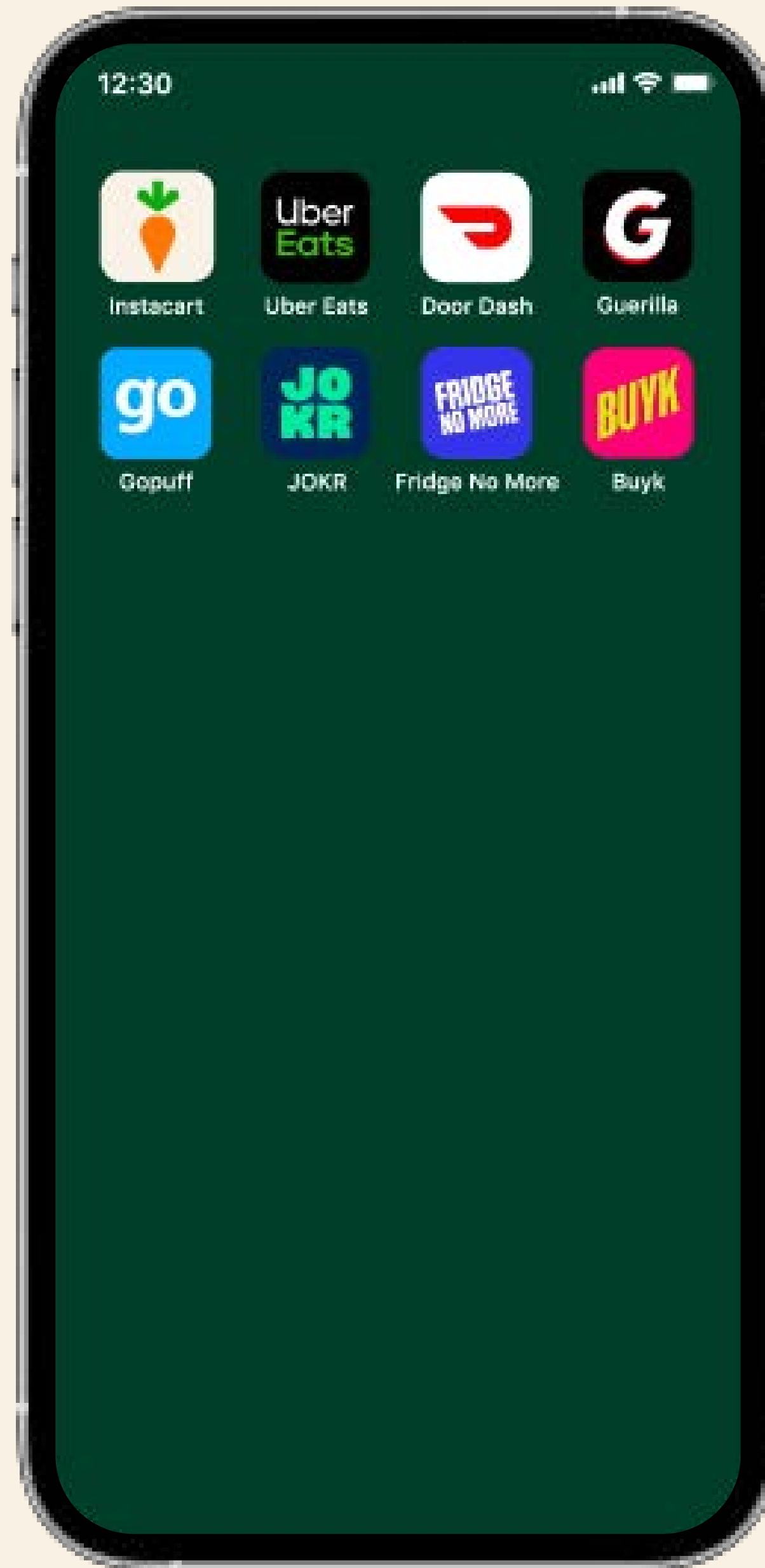


Instacart



Shopper

## App Launcher



## Social Icons

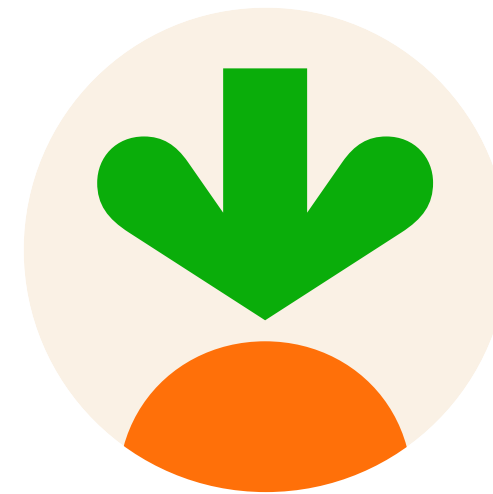
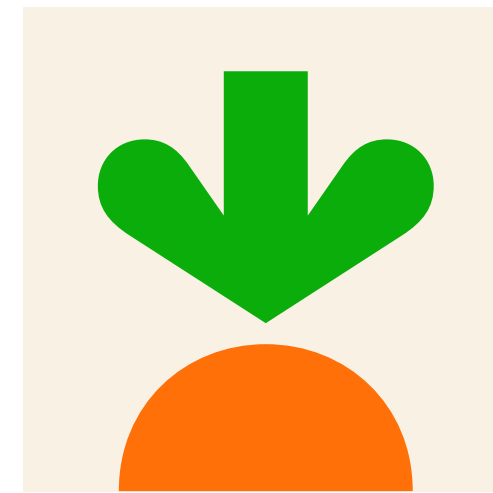
### Primary

Our primary social icons are in our approved colorways.

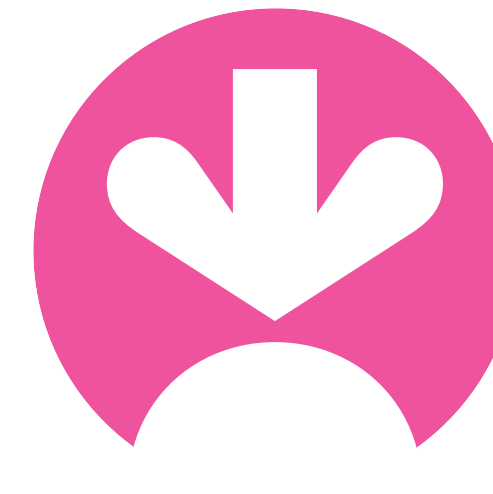
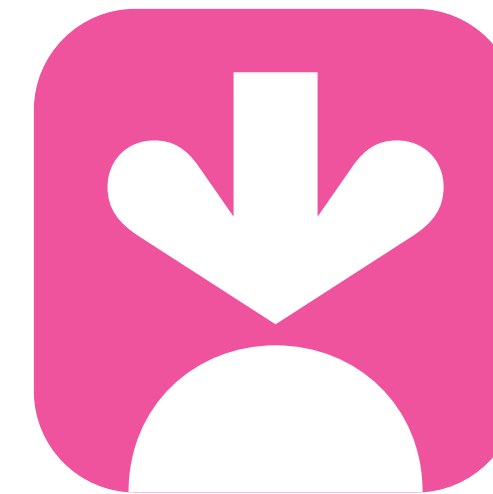
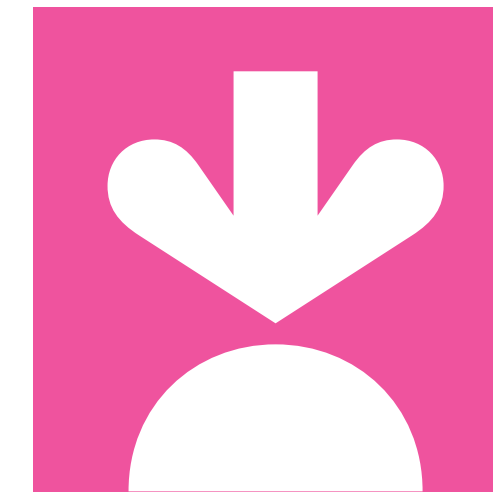
### Seasonal

Social icons can be temporarily updated for seasonal campaigns like Women's History Month or Pride Month.

### Primary Social Icons



### Seasonal Examples



12:30



instacart 



2,701  
Posts

137  
Follow

**Instacart**

Instacart invites the world to share love is how homemade is made.

[linktr.ee/instacart](https://linktr.ee/instacart)

Follow

Message

 instacart



# Get Saucy

With Carl Lalli Music

# Color

## Color: Intro

**Our color palette is modern,  
fresh, and grounded in food.**



## Core Color Palette

Kale and Cashew are our “black and white”. They are used for our logo, background colors, and typography

Carrot is our palette cleanser. It cuts through our background colors, adding a pop of freshness to our palette.

### Kale

Hex #003D29  
R 0 G 61 B 41  
PMS  
CMYK

### Carrot

Hex# FF7009  
R 255 G 112 B 9  
PMS  
CMYK

### Cashew

Hex #FAF1E5  
R 250 G 241 B 229  
PMS  
CMYK

## Imagery as Color

We lead with our core color palette. Kale and cashew become the backdrop for vibrant, colorful content.

An endless, cornucopia of color comes from our lush imagery and bold illustrations.

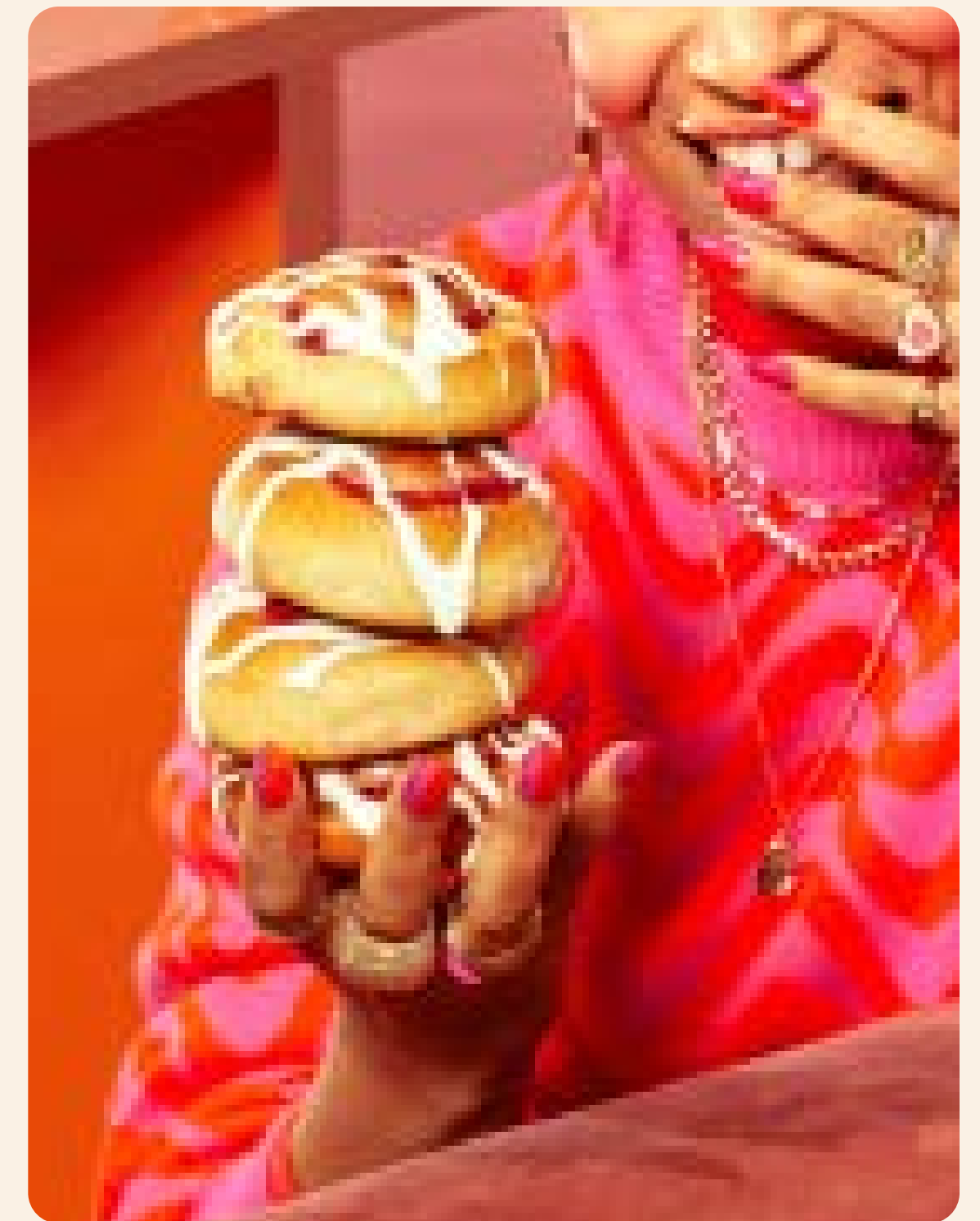


Lunch in  
a pinch.



 instacart


Sweet  
&  
Savory



 instacart

# Make people feel good!

Become an Instacart Shopper. →

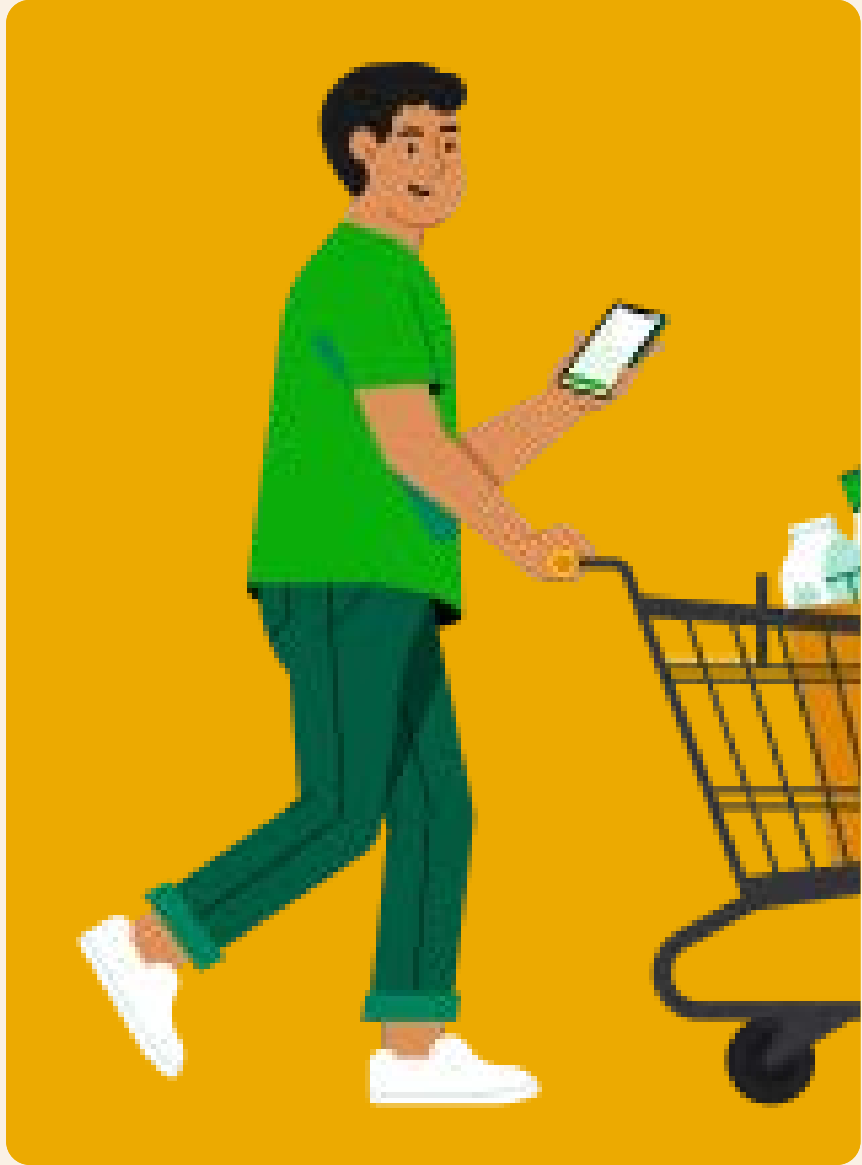


instacart

This card features a light beige background. At the top, the headline 'Make people feel good!' is written in a bold, dark green font. Below it, the text 'Become an Instacart Shopper.' is followed by a right-pointing arrow icon. The central illustration shows a person with their arms crossed sitting on a large, vibrant orange carrot. The carrot has large green leaves and is surrounded by other produce like a yellow lemon and a green bell pepper. The background is a light blue-grey. At the bottom left is the Instacart logo.

# Make the world go round.

Become an Instacart Shopper. →




instacart

This card has a light beige background. The headline 'Make the world go round.' is in a bold, dark green font. Below it, the text 'Become an Instacart Shopper.' is followed by a right-pointing arrow icon. The illustration depicts a person in a green t-shirt and dark pants pushing a shopping cart. They are looking at a smartphone in their other hand. The background is a solid bright yellow. At the bottom left is the Instacart logo.

# Keep things fresh.

Become an Instacart Shopper. →



instacart

This card features a light beige background. The headline 'Keep things fresh.' is in a bold, dark green font. Below it, the text 'Become an Instacart Shopper.' is followed by a right-pointing arrow icon. The illustration shows two gold coins on a purple background. One coin has a smiley face and the other has a percentage sign. Both coins have motion lines and starburst effects around them. At the bottom left is the Instacart logo.

## Extended Palette

Our Extended Palette is inspired by food first but offers a range to extend beyond. Each secondary color supports our Core Identity Palette while Instacart Plus colors are reserved for Plus communications.

<p><b>Cashew</b></p> <p>Hex FAF1E5 RGB 250 241 229 PMS CMYK</p> 	<p><b>Kale</b></p> <p>Hex BA0239 RGB 186 2 57 PMS CMYK</p> 	<p><b>Pomegranate</b></p> <p>Hex BA0239 RGB 186 2 57 PMS CMYK</p> 	<p><b>Cinnamon</b></p> <p>Hex C22F00 RGB 194 47 0 PMS CMYK</p> 	<p><b>Plus Plum</b></p> <p>Hex 750046 RGB 117 0 70 PMS CMYK</p> 
<p><b>Carrot</b></p> <p>Hex FF7009 RGB 255 112 9 PMS CMYK</p> 	<p><b>Lime</b></p> <p>Hex 0AAD0A RGB 10 173 10 PMS CMYK</p> 	<p><b>Guava</b></p> <p>Hex FF7A9B RGB 255 122 155 PMS CMYK</p> 	<p><b>Turmeric</b></p> <p>Hex ECAA01 RGB 236 170 1 PMS CMYK</p> 	<p><b>Plus Berry</b></p> <p>Hex B9017A RGB 185 1 122 PMS CMYK</p> 

## Typographic Color

To ensure that our brand impression is iconic, typography is always set in Kale, Cashew, or White (when an extra pop is needed). Please do not mix tones.



# Color in Layout

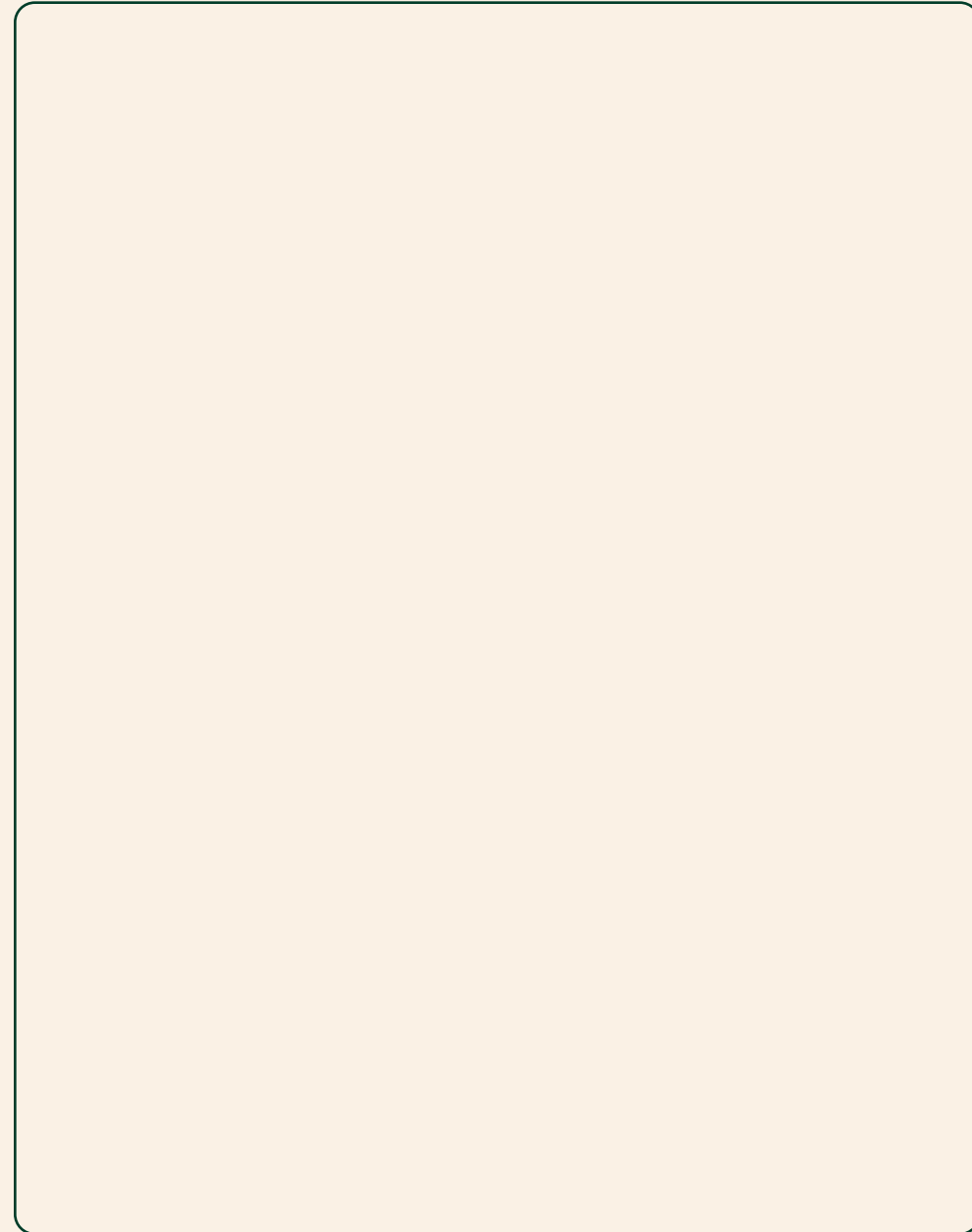
Our Extended Palette colors are used as backgrounds for photography and illustration.

To maintain brand integrity, our Core Identity Palette is used in highest proportion, followed by imagery, with the smallest amount of color coming from our Extended Palette.

Note the following rules:

1. Our core color is always the foundational layer our logo sits on.
2. Secondary colors are used to harmonize with imagery.
3. Imagery is always at the core of our comms.

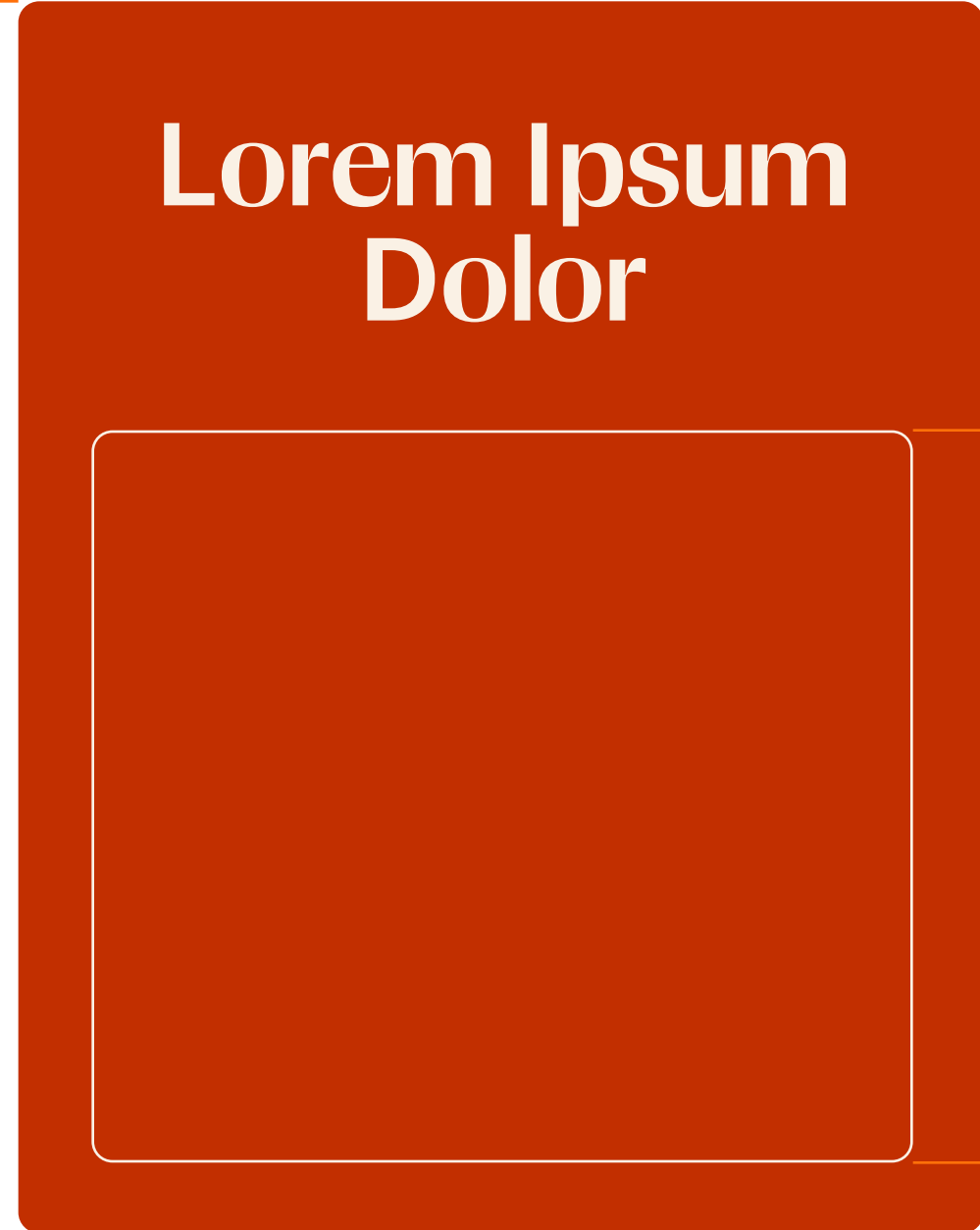
3:2 — Primary : Secondary Color



2:1 — Secondary Color : Photography

Lorem Ipsum  
Dolor

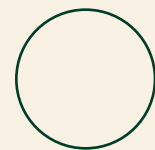
+



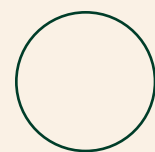
+



Lorem Ipsum Dolor



**Lorem Ipsum**  
Lorem ipsum dolor sit amet,  
consectetur adipiscing elit.



**Lorem Ipsum**  
Lorem ipsum dolor sit amet,  
consectetur adipiscing elit.



Get \$20 off 2 orders\*

# Groceries delivered in minutes



Yes, minutes. Now, you don't have to wait for the groceries and essentials you need when you shop Publix Quick Picks on Instacart.

Get \$20 off now

## Say hello to instant delivery



### A fast new way to shop

Shop Publix Quick Picks on Instacart for faster delivery.



### Delivery in minutes

The wait is over—get everything you need delivered to your door instantly.



Get a \$30 credit when you spend \$125 or more\*

# Beauty gifts that sleigh



Get delivery in as fast as 30 min. from Sephora, the North Pole for beauty gifts.

Shop Now



# Celebrate Diwali with us



Whether it's your very first Diwali celebration or your yearly tradition, we can help you prep for this year's festivities.

Shop Now





# Typography

TO BE FINISHED  
WHEN TYPEFACE  
IS COMPLETE

## Typography Intro

**Our typefamily flexes  
for product efficiency  
and delicious enjoyment.**

# From shopping





**to  
savoring**

## Instacart Sans

Instacart Sans is a variable typeface with optical sizes for our product interface.

Efficiently  
Efficiently  
Efficiently  
Efficiently

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Instacart Contrast

Instacart Contrast is a variable typeface with modulated contrast for big expressive moments and optical sizes for smaller headlines.

Deliciously

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

Deliciously

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

Deliciously

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

Deliciously

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

tap tap  
nom nom



## Typeface Anatomy

a c e f g i s t y

This diagram shows the lowercase letters 'a', 'c', 'e', 'f', 'g', 'i', 's', 't', and 'y' in a dark green, sans-serif font. Three light blue circles are drawn around the counter of the 'a', the counter of the 'g', and the counter of the 't' to highlight their uniform, rounded shapes.

Instacart Sans

a c e f g i o s t y

This diagram shows the lowercase letters 'a', 'c', 'e', 'f', 'g', 'i', 'o', 's', 't', and 'y' in a dark green, high-contrast serif font. Three light blue circles highlight the counter of the 'a', the counter of the 'o', and the counter of the 't'. A vertical dashed blue line is drawn through the center of the 'o' with the label 'Vertical stress' above it. A horizontal solid blue line is drawn across the top of the 's' with the label 'Flat terminals' below it.

Instacart Contrast



## Type Hierarchy

### Case

We use sentence case for most communications. Title case can be used sparingly for headlines.

All caps is for eyebrow copy. Do not use all-lowercase type.

### Justification

Our type is always left or center justified.

### Proportions

Type sizes are calculated using headline point size.

In this example our headline is 122pt. Type 122/6 in the type size box to for eyebrows, 122/3 for subheadlines, etc.

Round to the nearest even number.

### Tracking (letter spacing)

Our typeface is designed with 0 tracking by default. If spacing needs to be adjusted, make sure letters never touch.

EYEBROWS ARE 1/6 HEADLINES

# Headlines in contrast

Subheadlines are 1/3 headlines

Body copy is 1/5 headline size when subheadlines are present, like this example. In applications where subheadlines are not present, body copy can be either 1/3 or 1/2 the headline size.

Legal copy set in regular. It should not be smaller than 8pt for legibility.  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud.

→ Eyebrows  
Tracking TBD  
Leading TBD

→ Headlines  
Tracking TBD  
Leading TBD

→ Subheadlines  
Tracking TBD  
Leading TBD

→ Body Copy  
Tracking TBD  
Leading TBD

→ Legal Copy  
Tracking TBD  
Leading TBD



RECIPES

# Sugar, spice, and sticky rice

Get inspired, shop & serve

Find delicious family meal inspiration, Instacart team original recipes, and beautiful holiday dish ideas in our new dedicated recipe blog.

This is legal copy set in regular. It should not be smaller than 8pt for legibility.  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud.



## Type Usage

Instacart Sans is the backbone of our product experience.

Instacart Contrast is our is used for headlines and special moments.

Search Publix...

Claim Offer

All Deals

DELIVERY STATUS

# Order Complete

Anthony delivered your order.  
Thanks for shopping with us!

Order Again

## Giving Tuesday

Help fight food insecurity with every order

Join Us

# Where homemade is made.

## Incorrect Usage

ORDER  
COMPLETE

✗ Don't use unapproved typefaces

Order  
Complete

✗ Don't use weights are too similar

Order  
Complete

✗ Don't use unapproved colors

**At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident**

✗ Don't use headline weights for body

ORDER  
COMPLETE

✗ Don't use all caps other than eyebrows

Order  
Complete

✗ Don't apply affects our typefaces

Order  
Complete

✗ Don't tilt our typefaces

OrDEr  
CoMPleTE

✗ Don't mix cases within words

# Photography

## Photography: Intro

**Our photography is the most juice dripping, oil glistening, cheese melting, cravable ingredient in our system.**

**Please note:**

Some photos in this section are not licensed and included for reference.  
Please get approval from instacart creative studio before using photos.



## Photography Principles

Our creative vision for photography is documented here as [Project Peach](#)

Access our image library assets at [instacart.brandfolder.com](https://instacart.brandfolder.com)

### ✓ OUR PHOTOGRAPHY IS

**Craveable & Delicious**

**Real & Warm**

**Sensorial & Bespoke**

**Familiar**

### ✗ OUR PHOTOGRAPHY IS NOT

**Dark & Serious**

**Surreal & Trendy**

**Clinical & Basic**

**Unplaceable**



## Photography Tiers



**Food-focused**



**Lifestyle**



**Product Spotlight**



**Catalogue Images**

## Food-focused

All of our products should be showcased in a natural context abundant with detail. Colors are bold, exuberant, and contrasting from the food to make it pop.

Product photography can be shown plated, in patterns or as close-ups.

**Rich**  
**Bold**  
**Detailed**  
**Contextual**



## Lifestyle

Our lifestyle photography celebrates the moments where food makes us feel amazing. We showcase people enjoying food in the moment in a lush and bright settings.

Images should have vibrant color, rich texture, and mouth-watering details that make you want to have it now.

**Active**  
**Lush**  
**Passionate**  
**Candid**



## Product Spotlight

Sponsored products should aim to be shot just like our lifestyle and food photography; bold, enticing and within a natural context.

Certain occasions might require products to be shown against plain backgrounds. In this case the same lighting principles are applied.



**Rich**  
**Bold**  
**Detailed**  
**Contextual**

## Catalogue

Since catalog images need to immediately be recognizable on small space, they're shot against a plain background. Grounding shadows help images retain a sense of place and depth. Products should never be completely silhouetted.

**Clear**  
**Enticing**  
**Crisp**  
**Dimensional**

Version 1



# Incorrect



✗ Don't use images that feel washed out



✗ Don't use images that feel clearly staged or posed



✗ Don't silhouette people



✗ Don't use images with stylistic filters applied



✗ Be sure to stage photographs so the food becomes the hero and looks mouthwatering



✗ Don't shoot images with a deep depth of field



✗ We capture candid moments, however our style is highly art directed, never feeling like a snapshot



✗ Avoid images that feel obscure and taken out of their natural environment



✗ Prioritize photography over digital compositions that resemble photos. If necessary, treat product silo's simply on a flat color



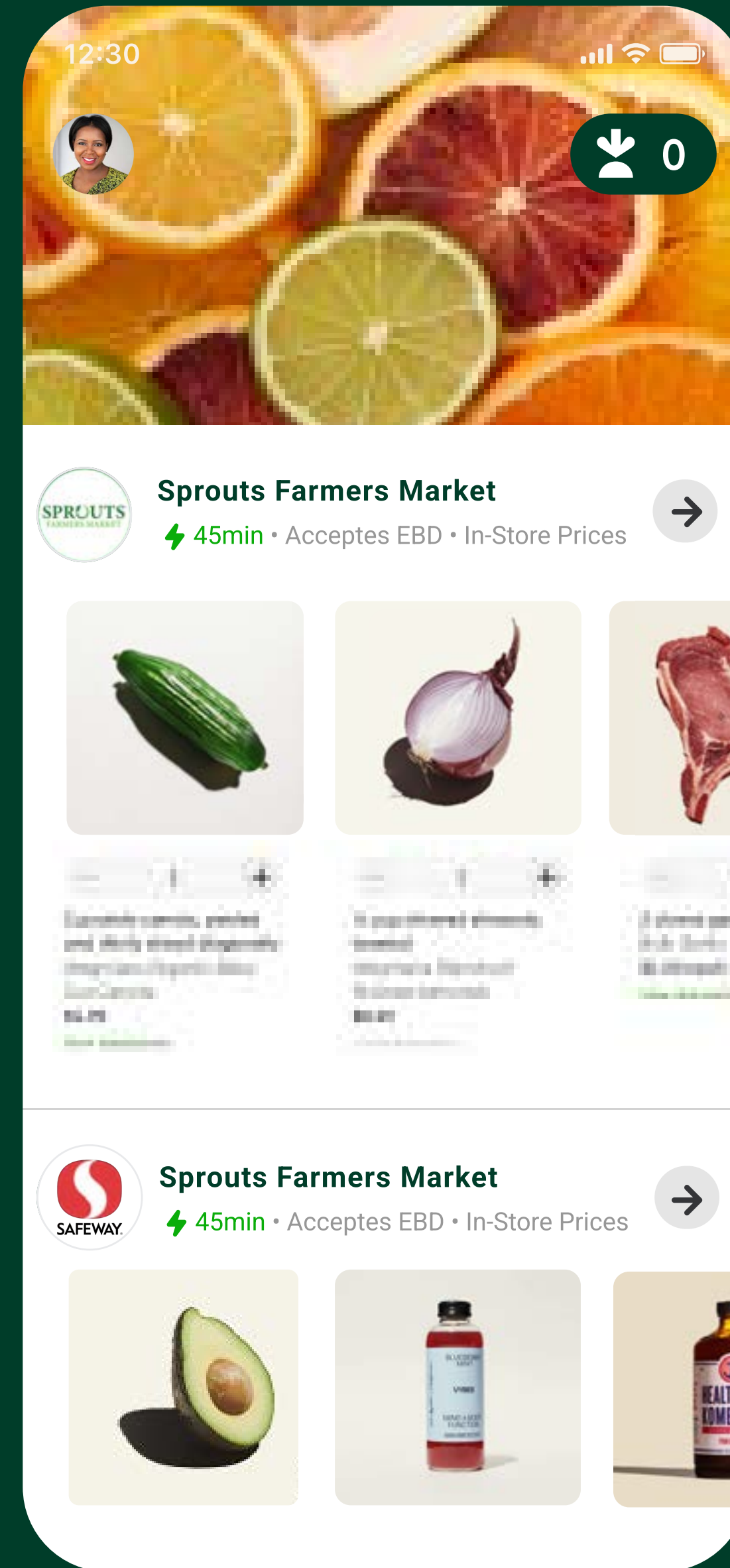
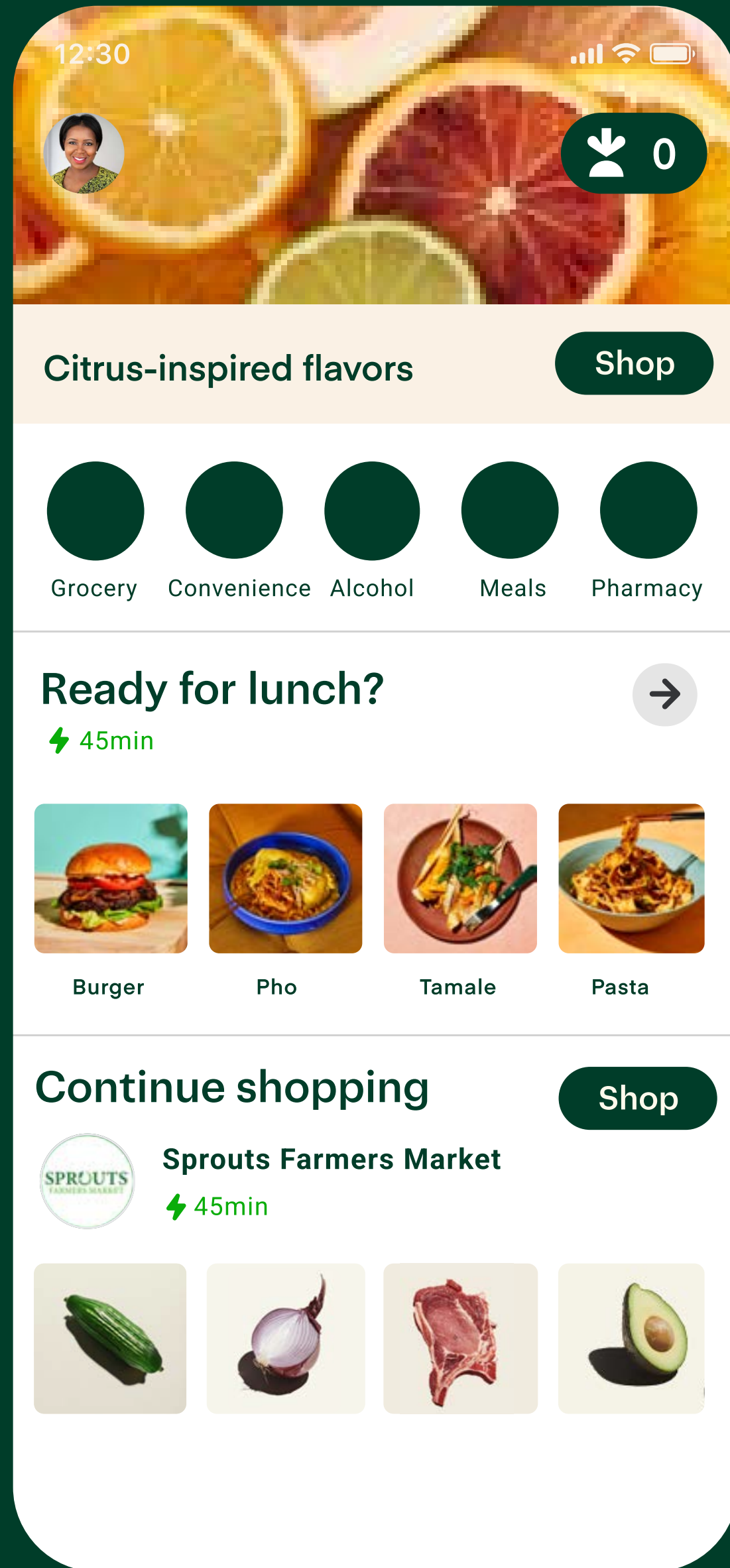
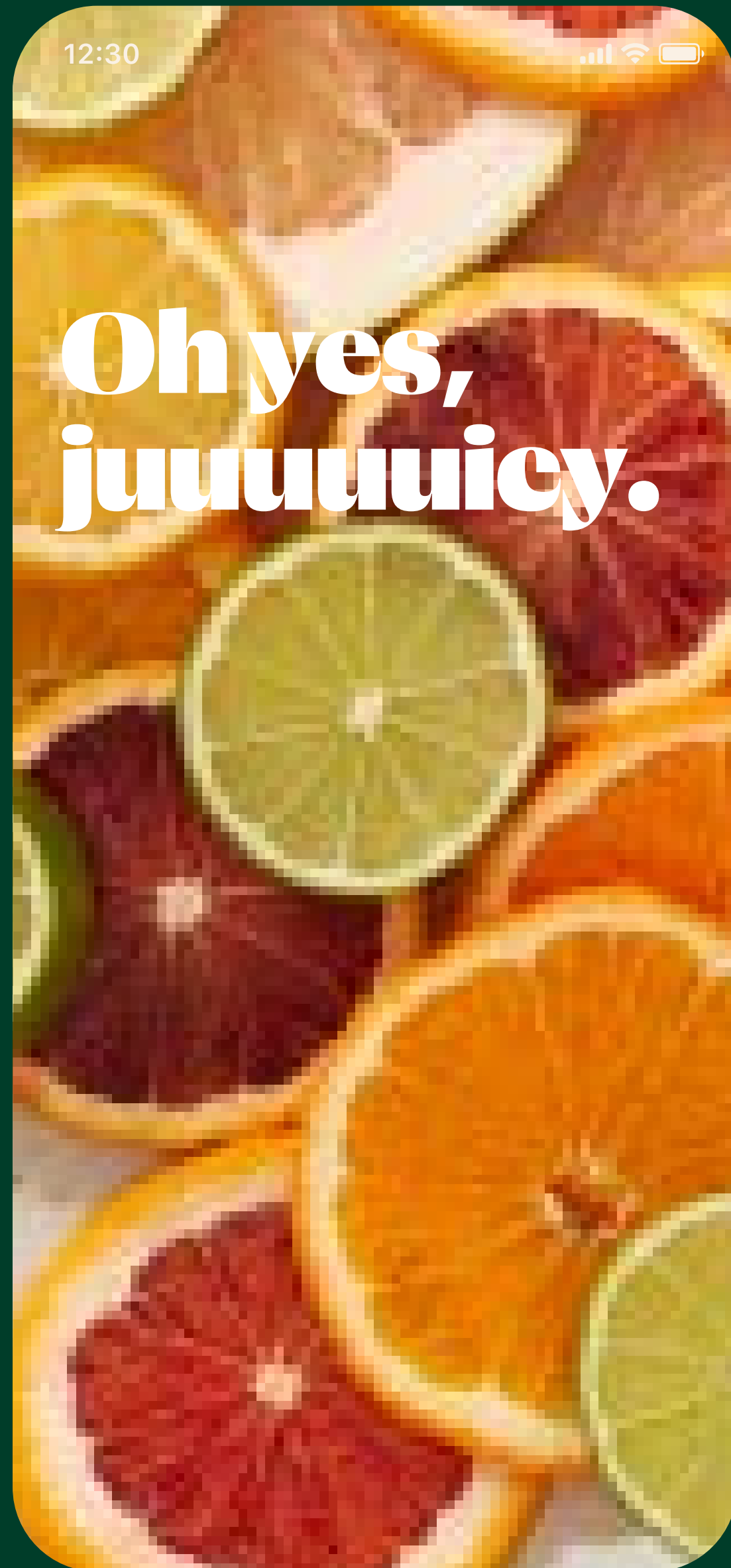
✗ Do not use overexposed images



✗ Do not use images with a glossy reflection

# Where homemade is made.







# Illustration

## Illustration Intro

**Illustration peppers our brand experience with wit and delight but it should never overpower any dish.**

## Illustration Principles

Our brand is food-first and leads with photography.

Illustrations play a supporting role to photography in conveying more abstract ideas or educational information.

They should feel effortless and simple with a delightful, witty point of view.

✓ OUR ILLUSTRATION IS

**Effortless**

**Witty**

**Lively**

**Delightful**

✗ OUR ILLUSTRATION IS NOT

**Complex**

**Literal**

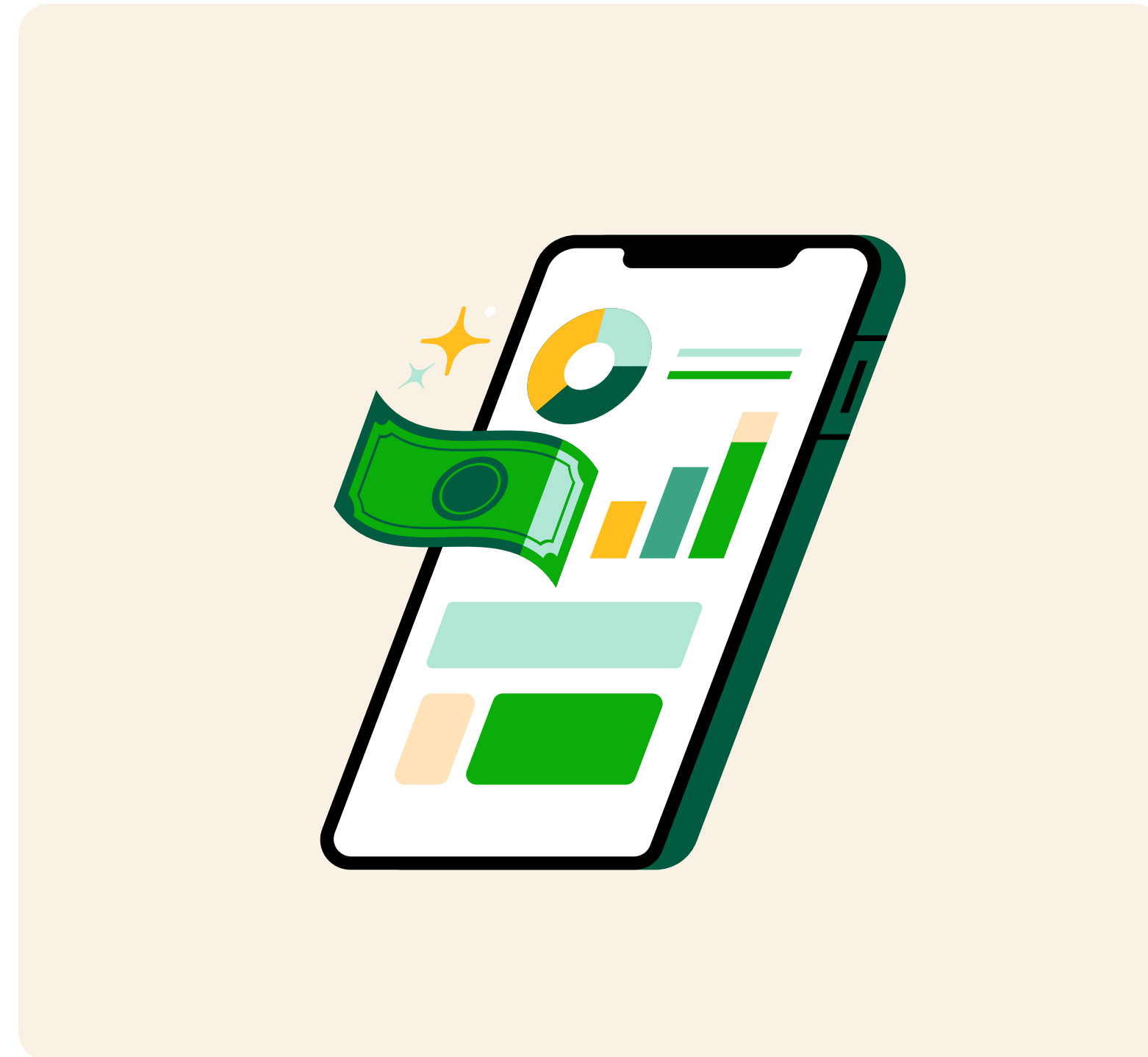
**Static**

**Didactic**

## Illustration vs. Photography

Illustration plays a supporting role to photography in our system.

We never use illustration to take the place of food photography.



✓ Use illustration to depict stories that photography cannot



✓ Use photography to communicate the delicious qualities of food

# Illustration Range

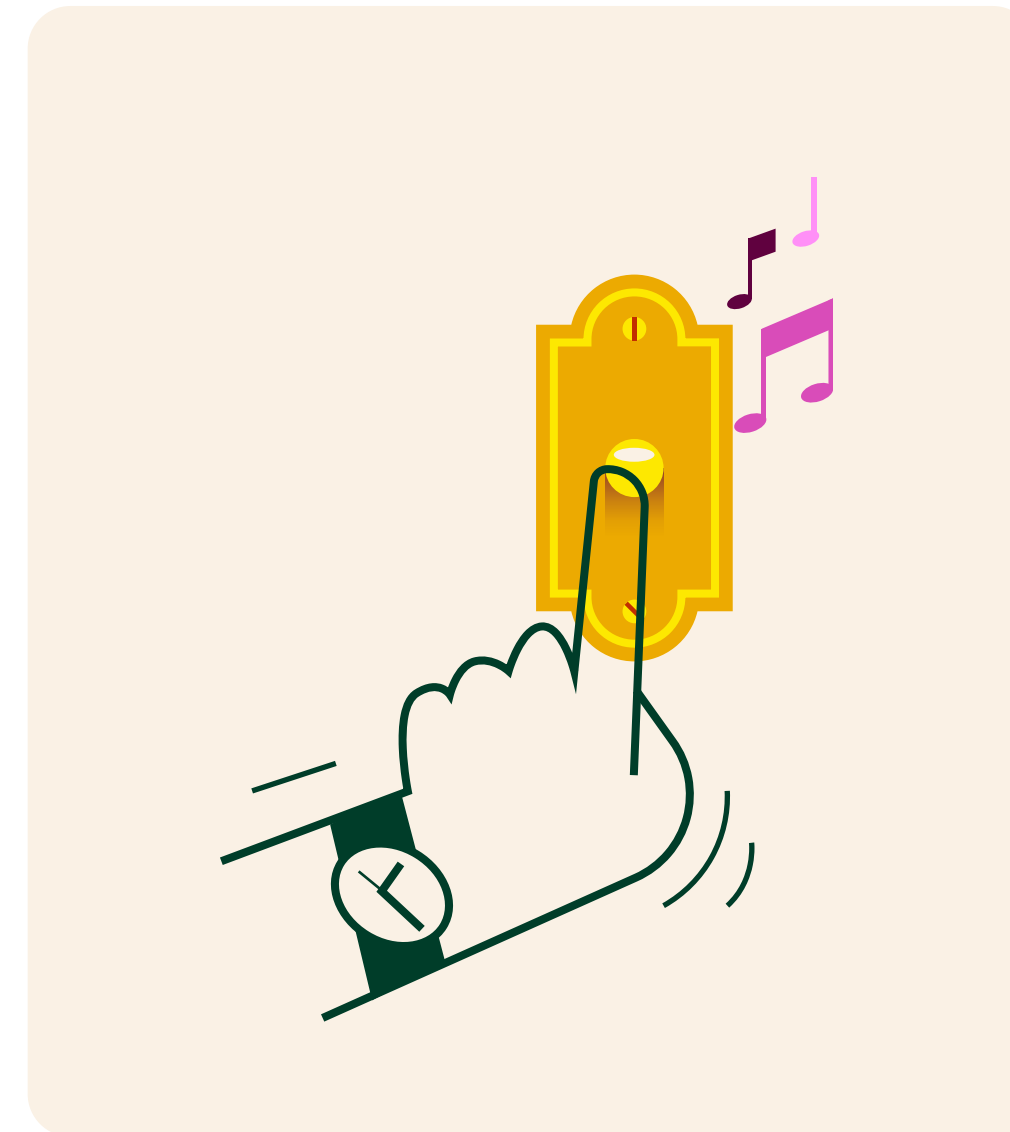
Our illustration style flexes for a range of applications.

As we progress from left to right on the chart show here, illustrations acquire more elements and details.

Icon Illustrations



Spot Illustrations



Hero Illustrations



Efficient

Savor

## Subject Matter

This chart gives examples of how to transform the subject matter of illustration.

### Communication need

### ✗ Avoid literal depictions

### ✓ Tell delightful stories

Delivery

Bag of groceries on doorstep



Hand pressing doorbell

Quick delivery

Lightening bolt



Sneakers with fire behind

Wide product offer

Shopper with cart and product



Carrying stack with only leg visible

Expiring deals

Alarm clock ticking



Cooking timer

Benefits

Free delivery: Shopper with bag

More savings: Dollar in hand

Lower fee: Broken credit card



Free delivery: Shopper juggling items

More savings: Wallet exploding

Lower fee: Winking face

How-tos

Ordering: Phone with item

Shopping: Shopper selecting items

Delivery: Shopper handing over bag



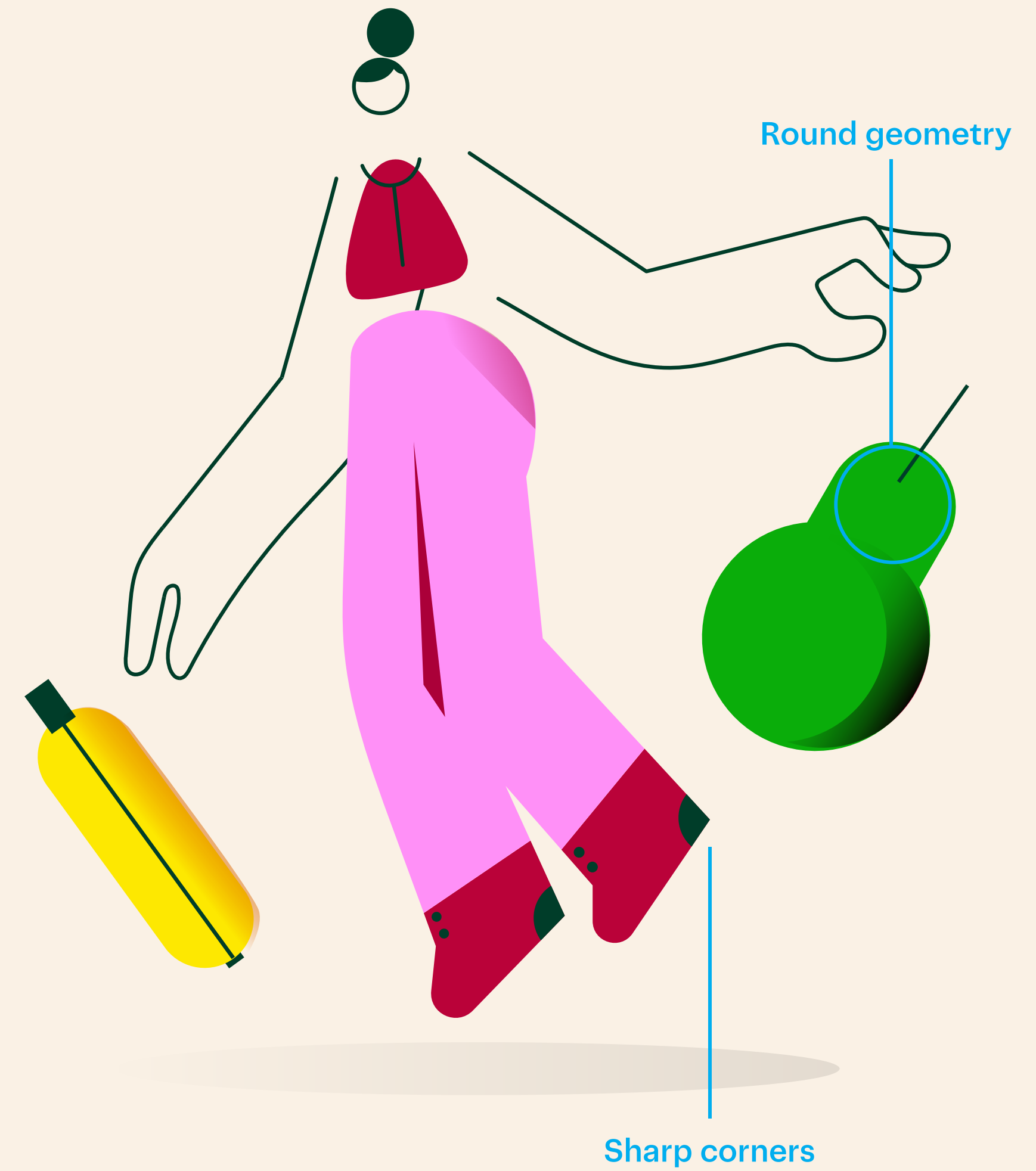
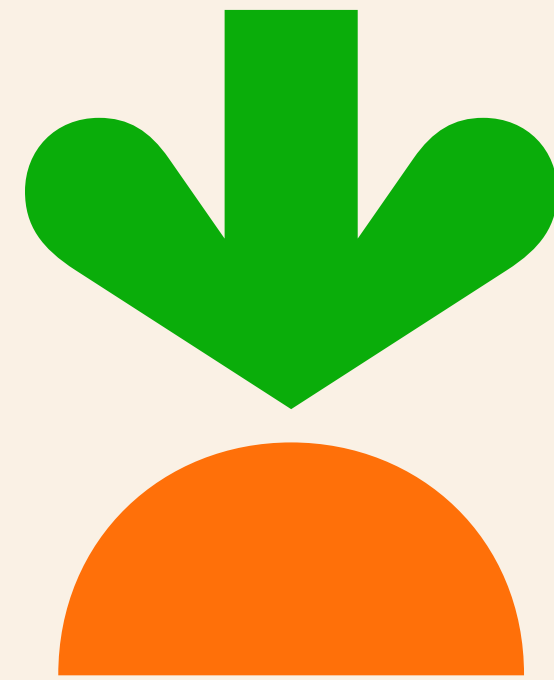
Ordering: Items rotating around phone

Shopping: Balancing items on finger

Delivery: Hands high-five on delivery

# Illustration Anatomy

Our illustrations are informed by the round and straight geometry in our symbol.



## Style Concept

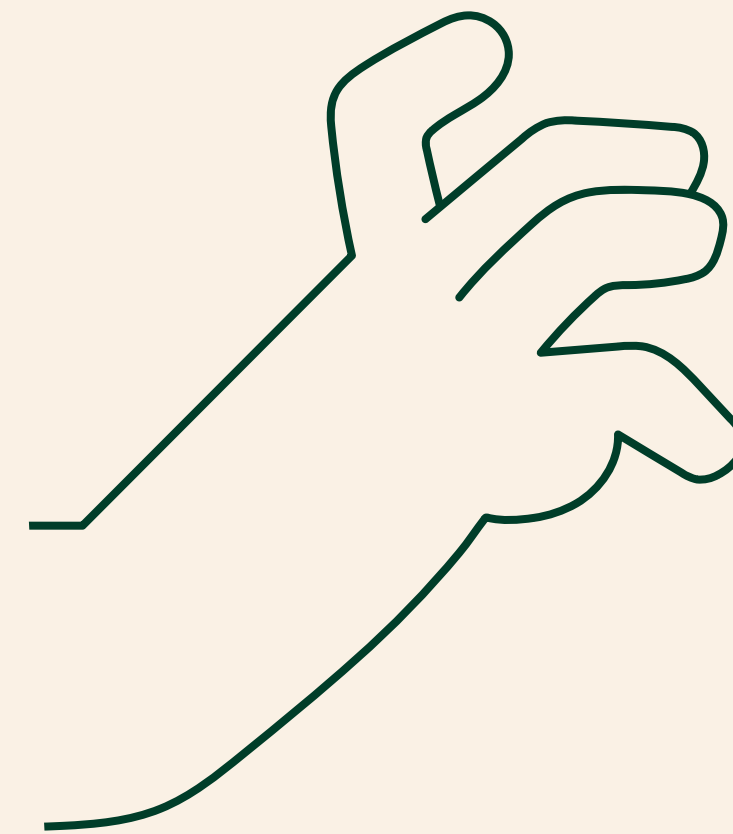
Our illustration follows our design framework.

Light lines represent efficiency and are used for actions and movement.

Filled shapes represent the savory moments our product offering empowers and are used for groceries.

### Shop

Active, light line



### Savor

Volumetric, filled forms





## Illustration Color

Illustration colors share our brand's full color palette and includes a tertiary set of hues for illustration only. Kale and Cashew should be the dominant thread in our color stories.

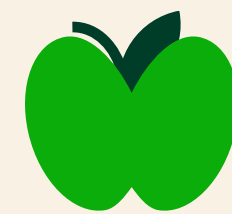


## Object Illustrations

These illustrations guide users through content and bridge the gap between product icons and narrative illustrations. They're concise, highly reductive, yet endearing.

They're always displayed in small areas and need to be quickly recognizable.

# How it works



## Whatever you need

Select items from your favorite grocery stores at [instacart.com](https://www.instacart.com) or in the app.



## Real-time updates

Personal shoppers pick items with care. Chat as they shop and manage your order.



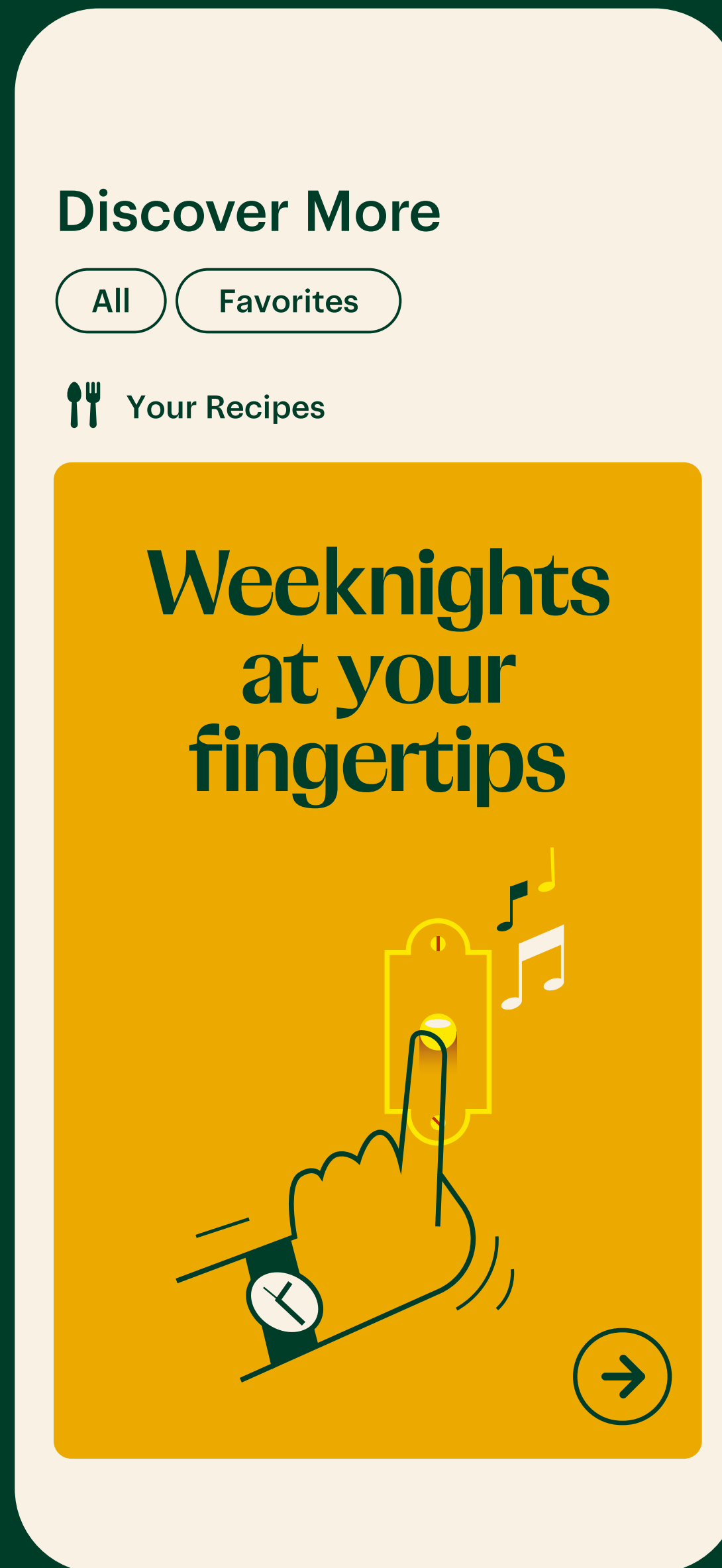
## Same-day Delivery

Pick a convenient time for you. Enjoy Instacart's 100% quality guarantee on every order.

## Spot Illustrations

These illustrations depict small moments and rely on fewer elements to tell a story.

They have more elements than Icon Illustrations, but are not full scenes like Marquee Illustrations.




## Marquee Illustrations


These illustrations are for larger areas like emails.

They have the most elements of all types of illustration, depicting full scenes and characters.

Hero illustrations can have room for both a foreground image and a simple background.



# Get the sweet stuff



Instacart makes it easy to shop for groceries, household essentials, personal care items in as little as 1 hour or have them ready for pickup in as little as 2 hours.

Shop Now

# Iconography

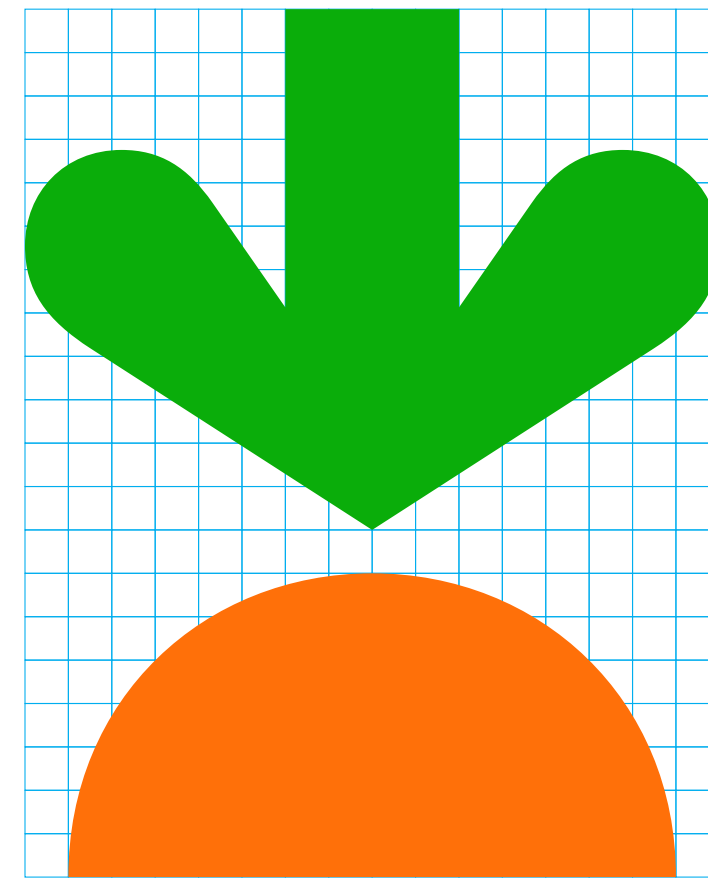
## Iconography Intro

**Our icons are strictly functional and designed for legibility at small sizes.**

## Icon Style

Our icons are informed by the combination of sharp and round corners in our symbol.

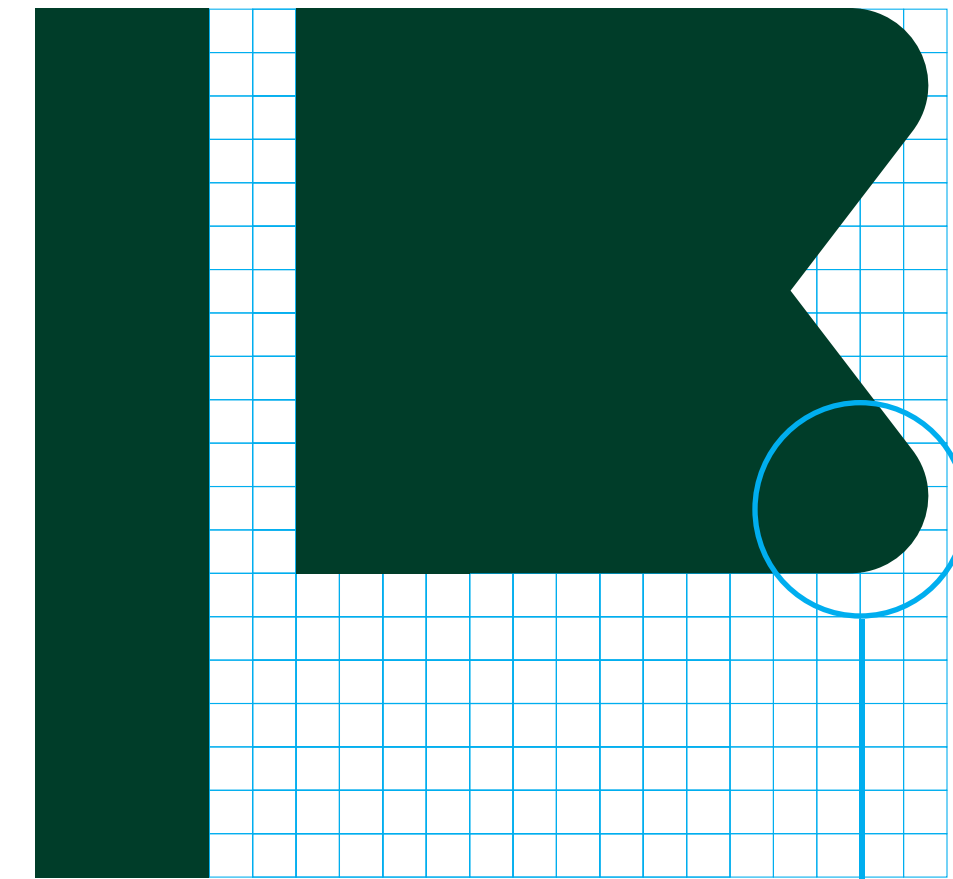
They should appear sharp and purposeful not soft or bubbly.



Symbol anatomy guides icon construction



Small corners are straight to avoid softening at small sizes



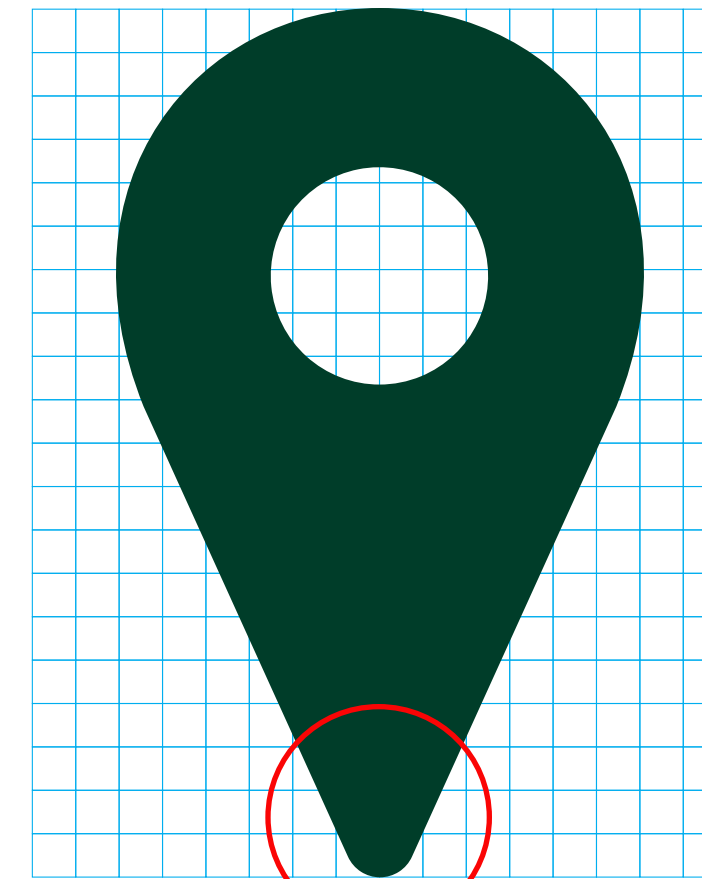
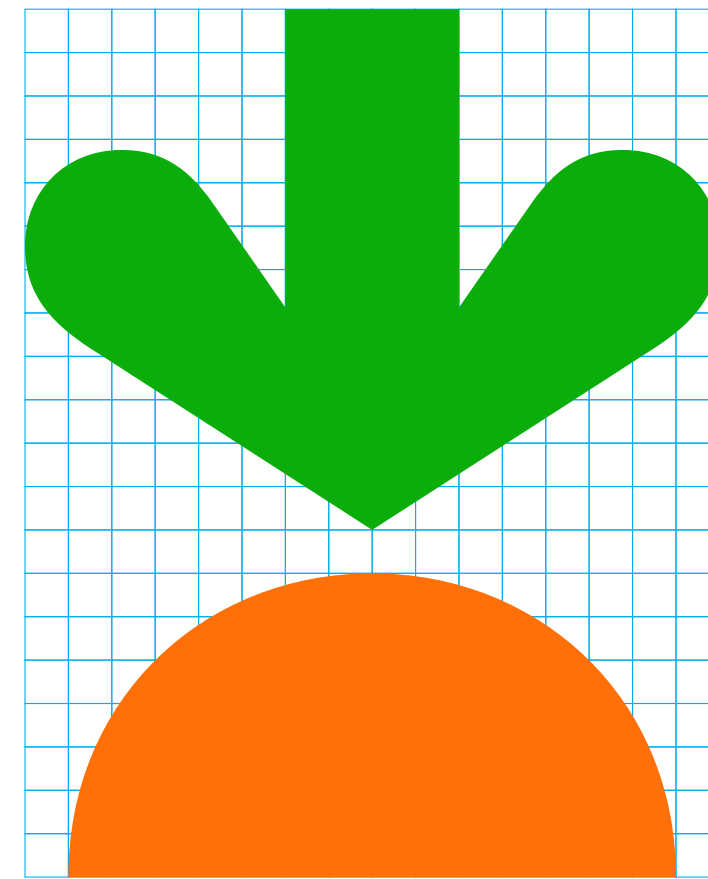
Rounds are large and noticable at small sizes



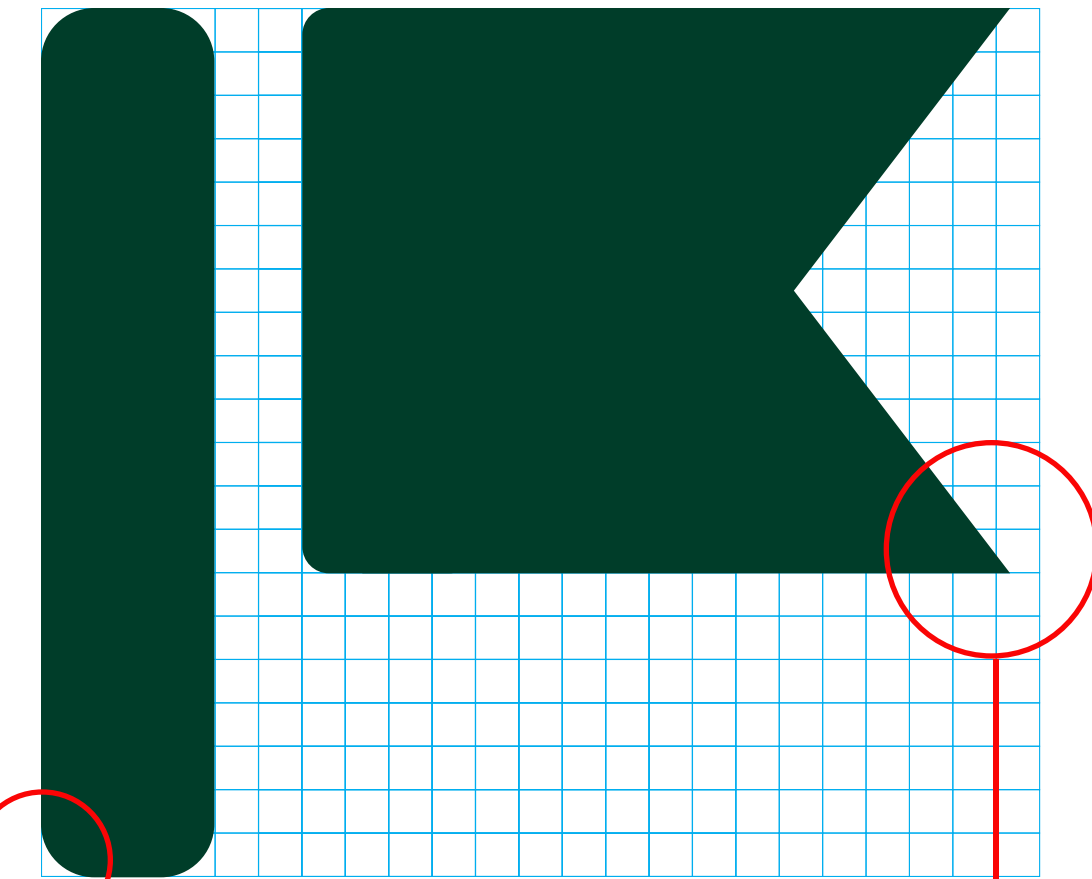
## Incorrect Usage

Use straight edges for small corners to avoid a soft feel at small sizes.

Rounds are large and purposeful, like the rounds in our symbol.



Don't round small corners



Don't round right angles

Avoid intense, sharp angles





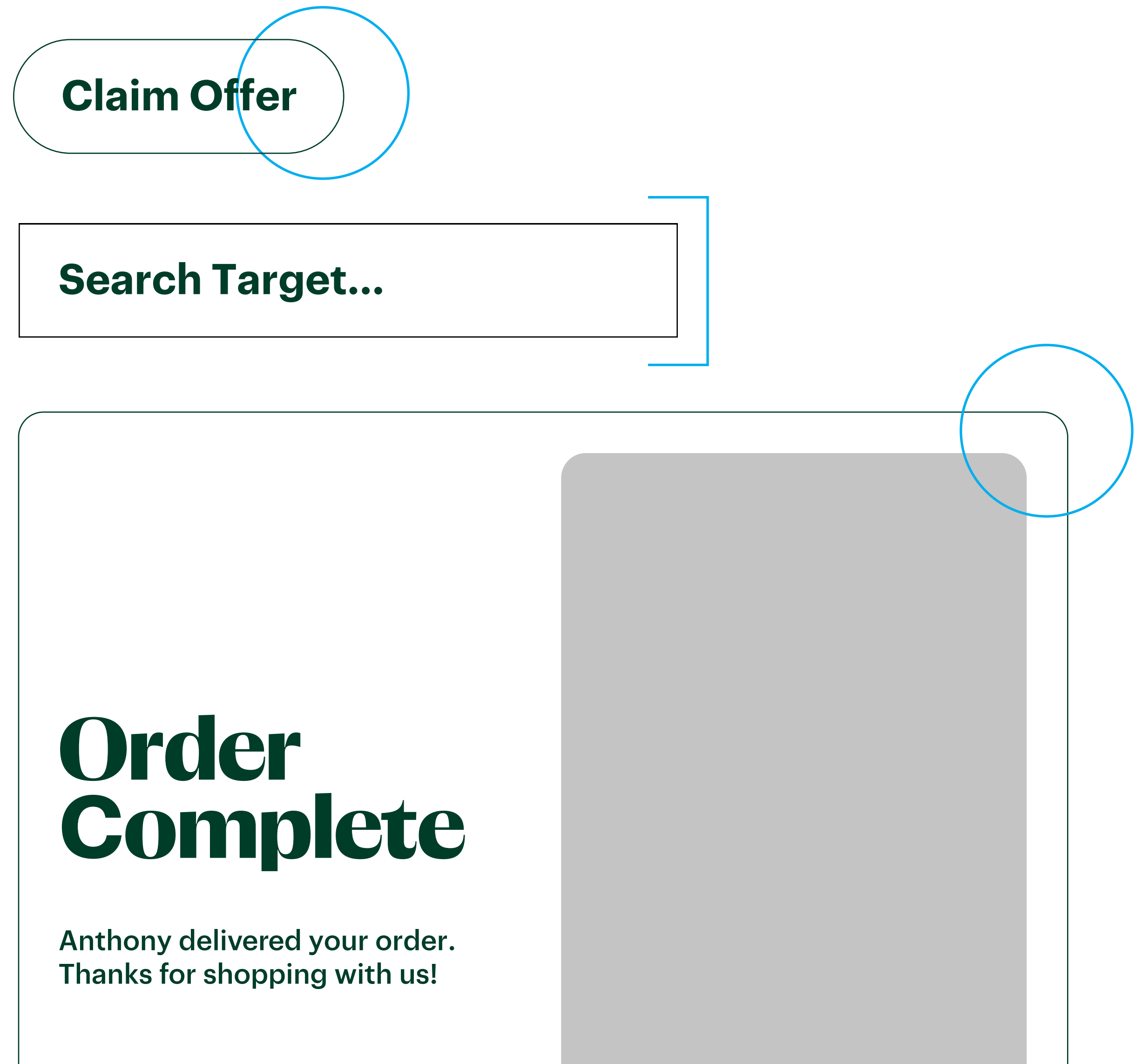
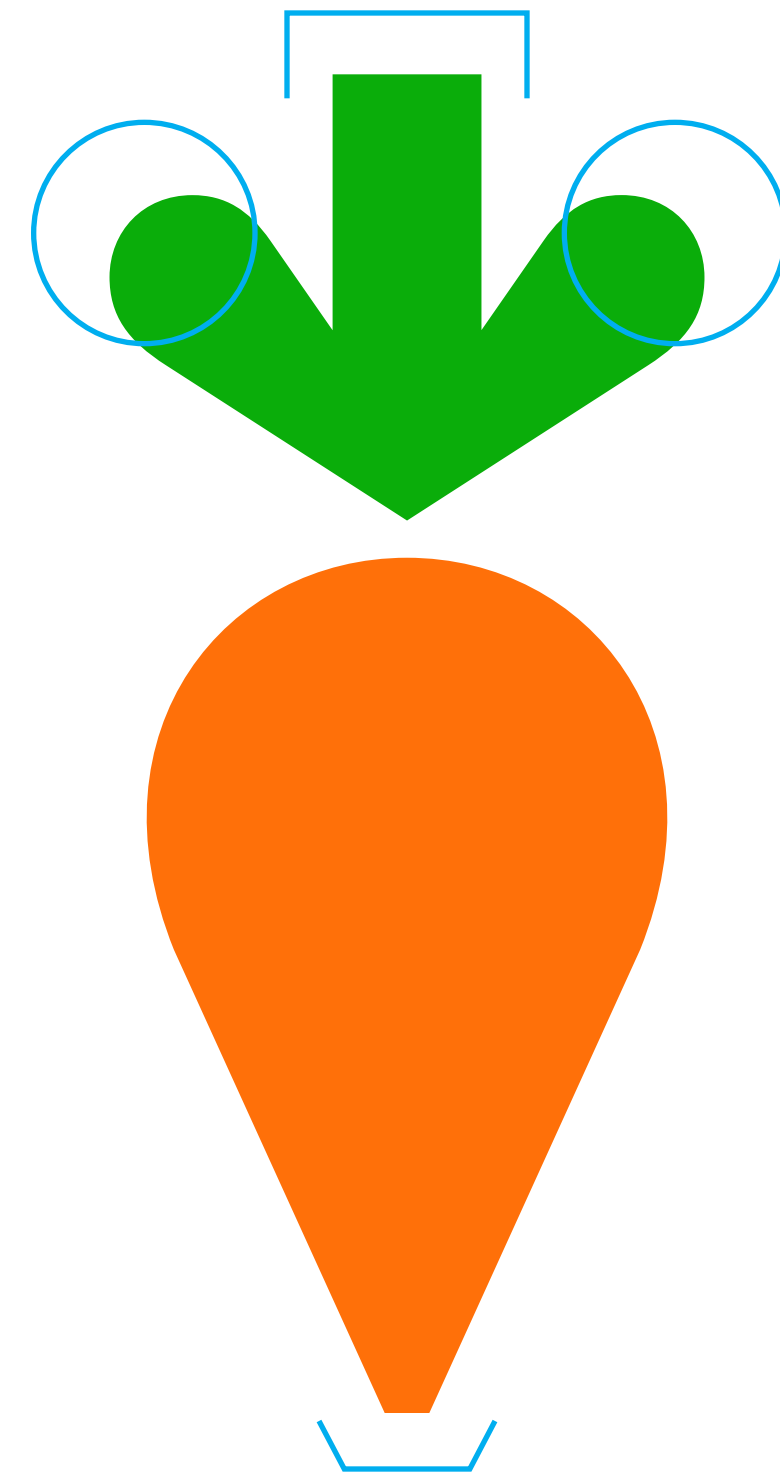
# Layout

## Layout Intro

**Now that we've prepped our ingredients, it's time to cook.**

## Graphic Approach

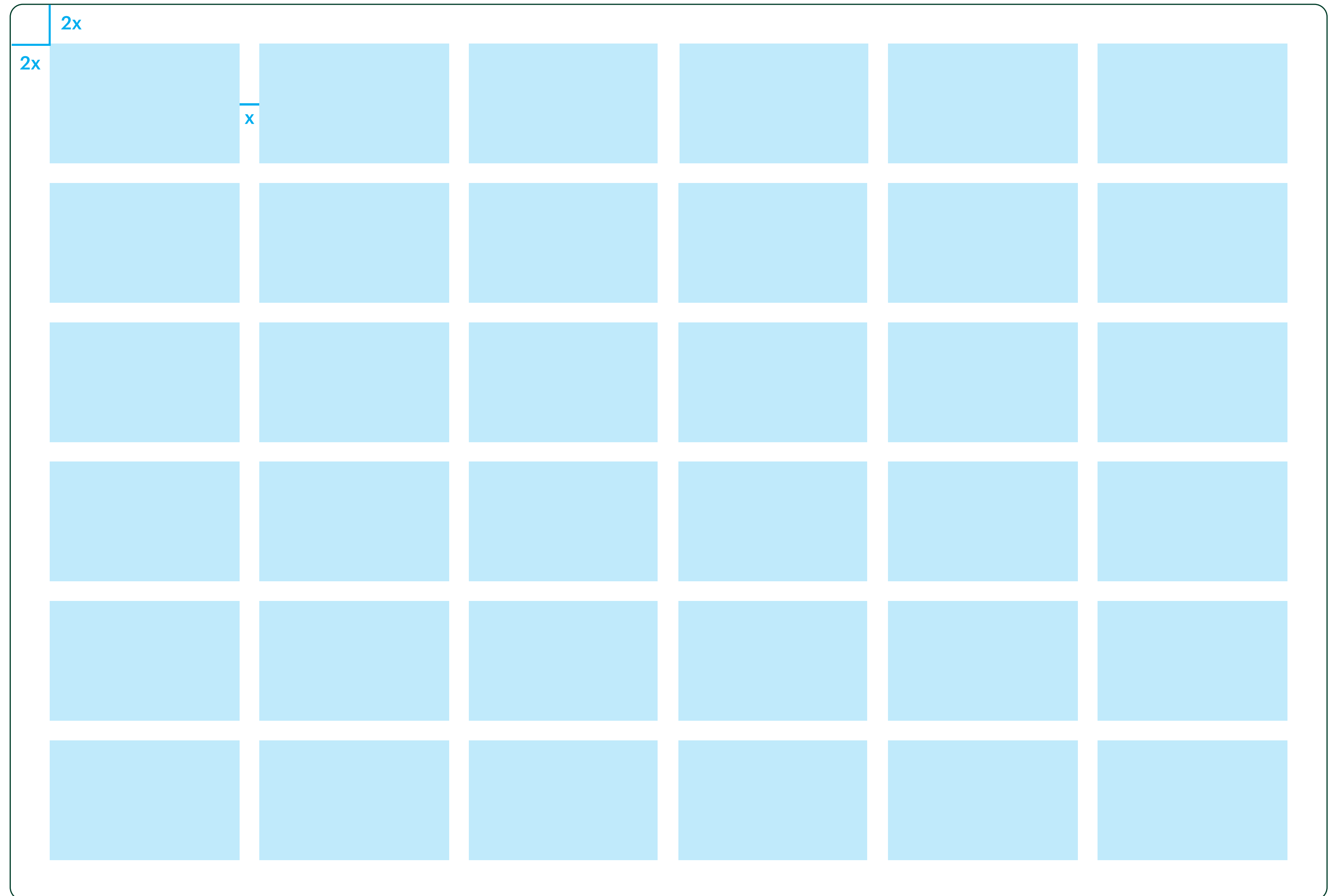
The sharp and round corners of our symbol inform our UI elements and content frames within layouts.



## Grid

Using a grid helps structure information and ensure layouts are constructed in a clean and organized fashion.

We start with a basic 6 x 6 grid. The gutter is defined as  $x$  and margins are equal to  $2x$ .



## Grid Usage

Once the grid is established, graphic elements are aligned to grid lines.

We separate elements into clear groups. In this case: our logo, text, CTA, and content frame.

We allow generous, clear space between groups so our users can easily and quickly decipher our communications.



## Content Frames

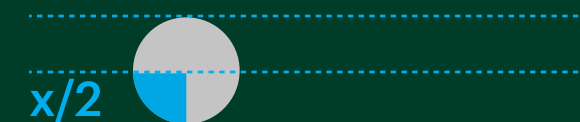
The container space can be filled with colorful photography or illustration.

Content frame corners are always rounded. Their radius should be approximately 1/4 the radius of buttons.

Half button height



Half again for content frame corner



FEATURED CART

# Lush Lunar New Year

Shop Now

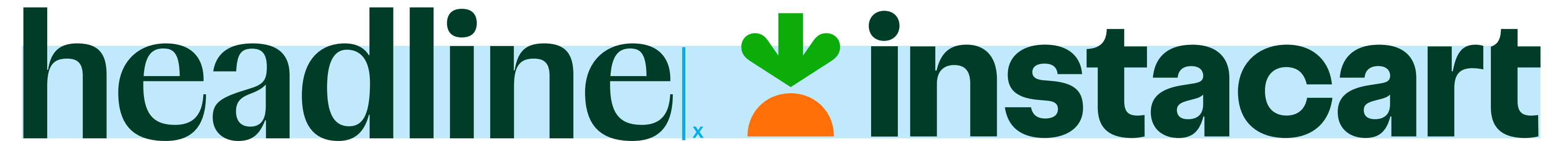


## Logo Proportions

When our logo is part of a layout, the logo is scaled in relation to headlines.

Height is calculated by matching the height of the lowercase letters in the wordmark and headline.

Depending on the size of type in the application, our logo is either 1/2 or 1/3 the height of headlines.



Logo size is calculated by x height



Use this ratio in most cases



Use this ratio for applications with very large type

## Logo Proportions

In this example with a large short headline, our logo is 1/2 the height of the headline.



DELIVERY STATUS

# The bread has risen.

Your delivery has arrived.

Notify me!





## Logo Proportions

In this example with a large short headline, our logo is 1/3 the height of the headline.

✓ Logo optically scaled to match body copy

tap tap  
nom nom



✗ Logo feels too large at 1/2 size of headline

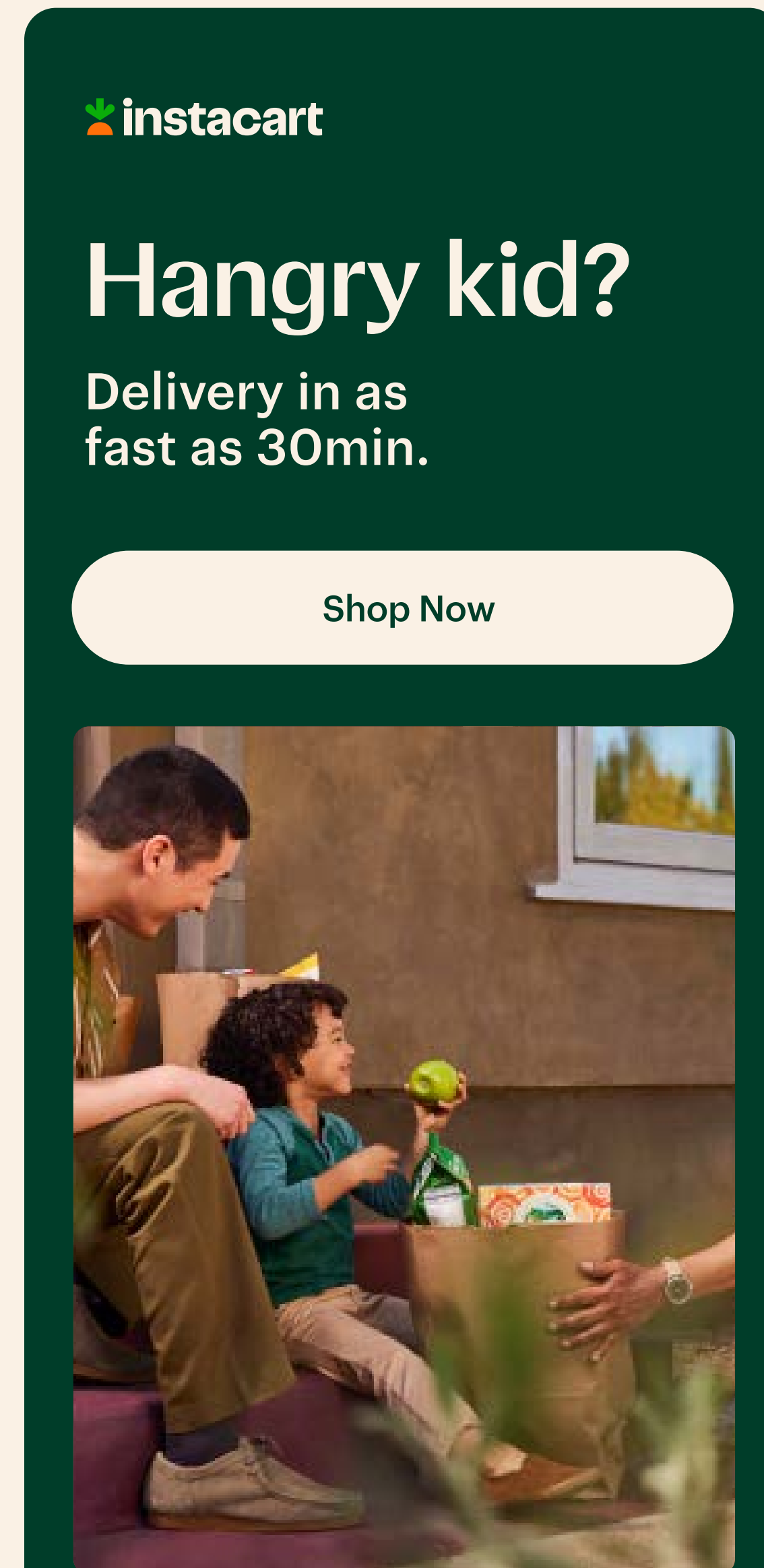
tap tap  
nom nom



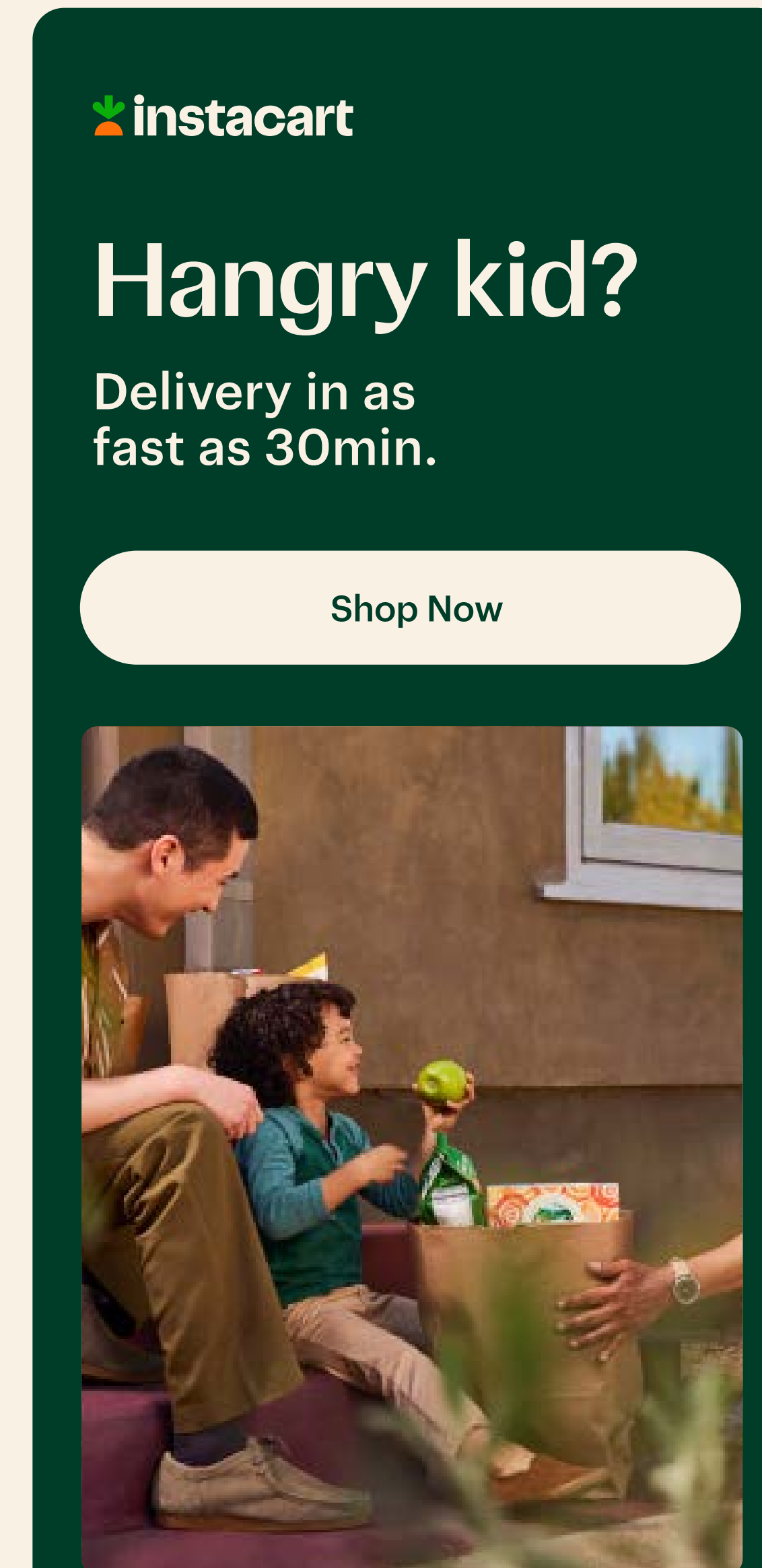
## Logo Proportions

In smaller sized application the logo should be optically scaled to match subheadline or body copy size

✗ Logo feels smaller than body copy



✓ Logo optically scaled to match body copy



# Motion

## Motion Intro

**Motion brings our brand toolkit to life and delivers on our framework of shop + savor.**

## Motion Principles

Motion should enhance our communications and spans from interactive moments to logo end cards.

It's the final touch to bringing cohesion to all of our brand elements and should not detract or dilute their impression.

As a first step, determine if the communication needs motion or will be stronger without.

Motion should support our brand elements rather than steal the show.

It's smooth and elegant, never bouncy or cartoonish.

### ✓ OUR MOTION IS

**Purposeful**

**Supportive**

**Smooth**

**Elevated**

### ✗ OUR MOTION IS NOT

**Decorative**

**Frenetic**

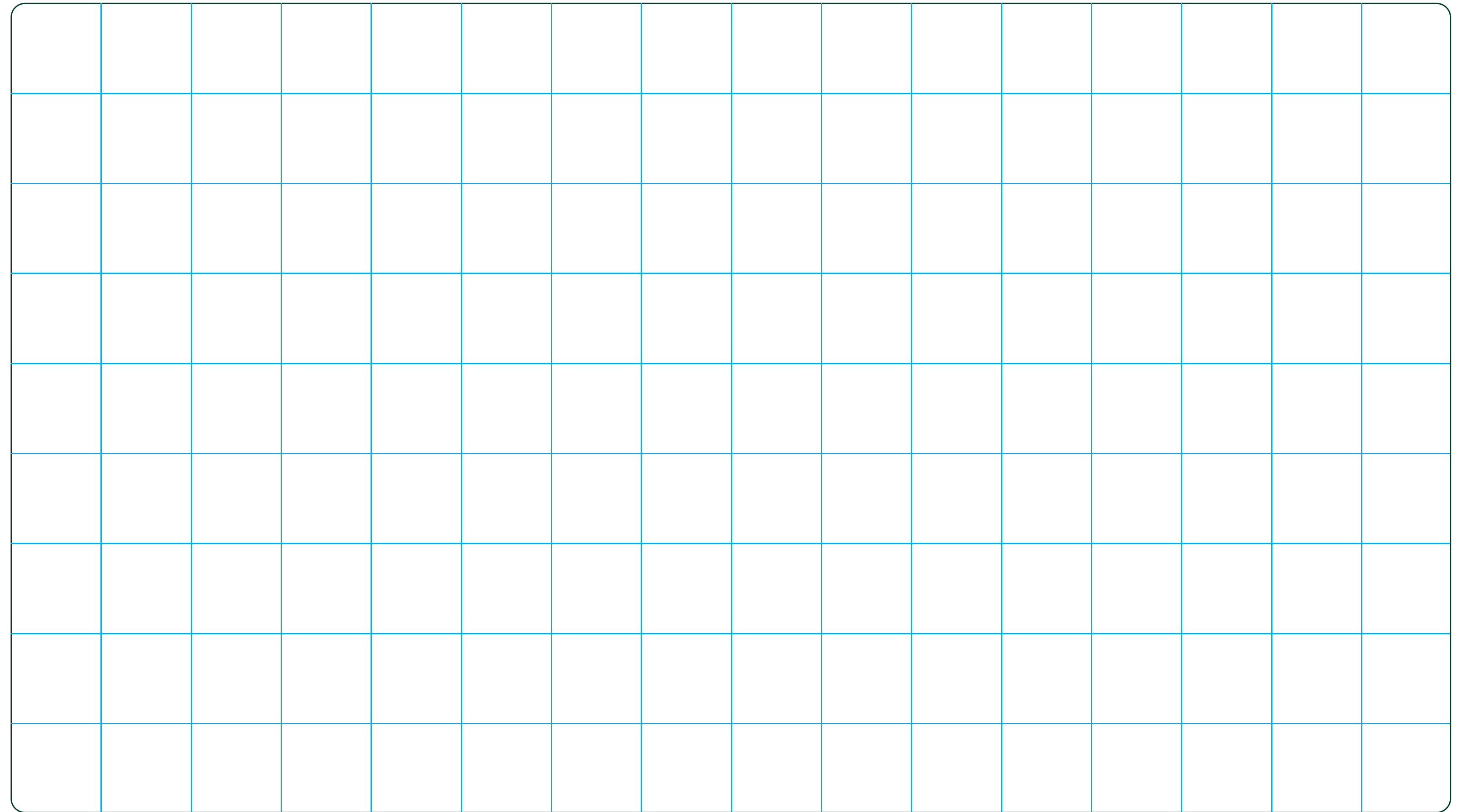
**Slapstick**

**Cartoony**

## 16 x9 Grid

We use a 1x1 square grid for 16x9 applications such as video.

For a screen that is 1920x1080 the squares would be 120px.



16 x9 Grid  
Application

Instacart Ads Manager

# Getting Started with Sponsored Product



# Applications

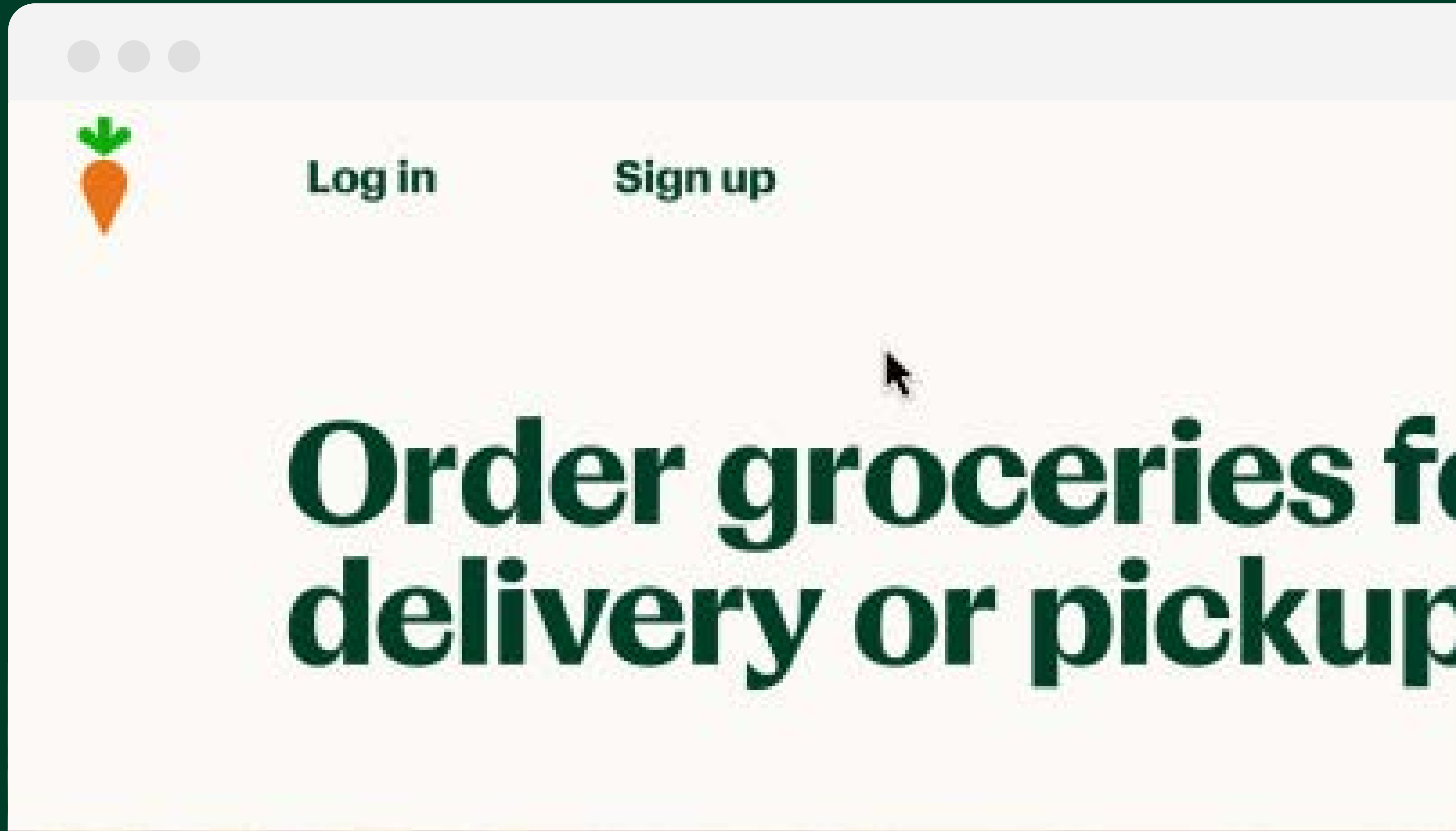


## Applications: Intro

# Here's an overview of our brand ingredients in action.

**Please note:**  
The mockups in this section are not licensed for external use.

## Interaction



# Wayfinding

**instacart**



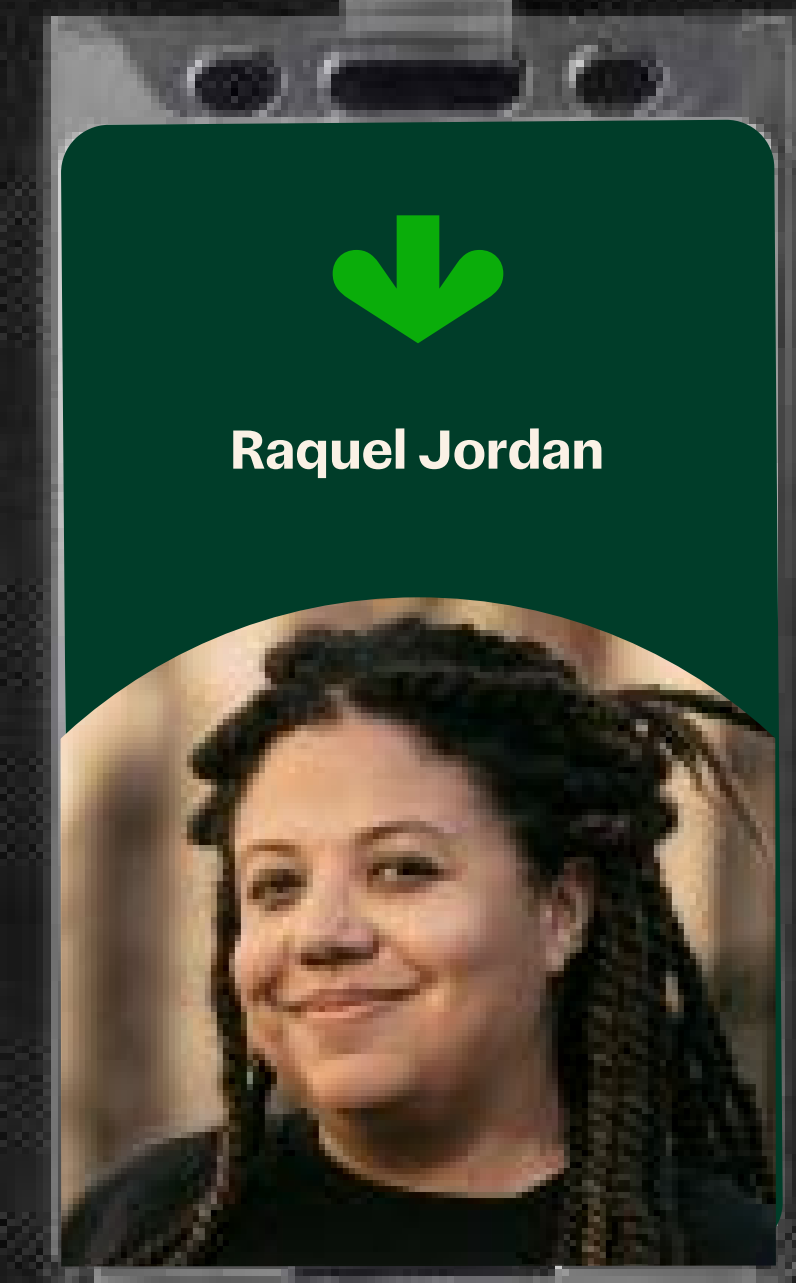
**Pick  
Up**

## Shopper





## Swag

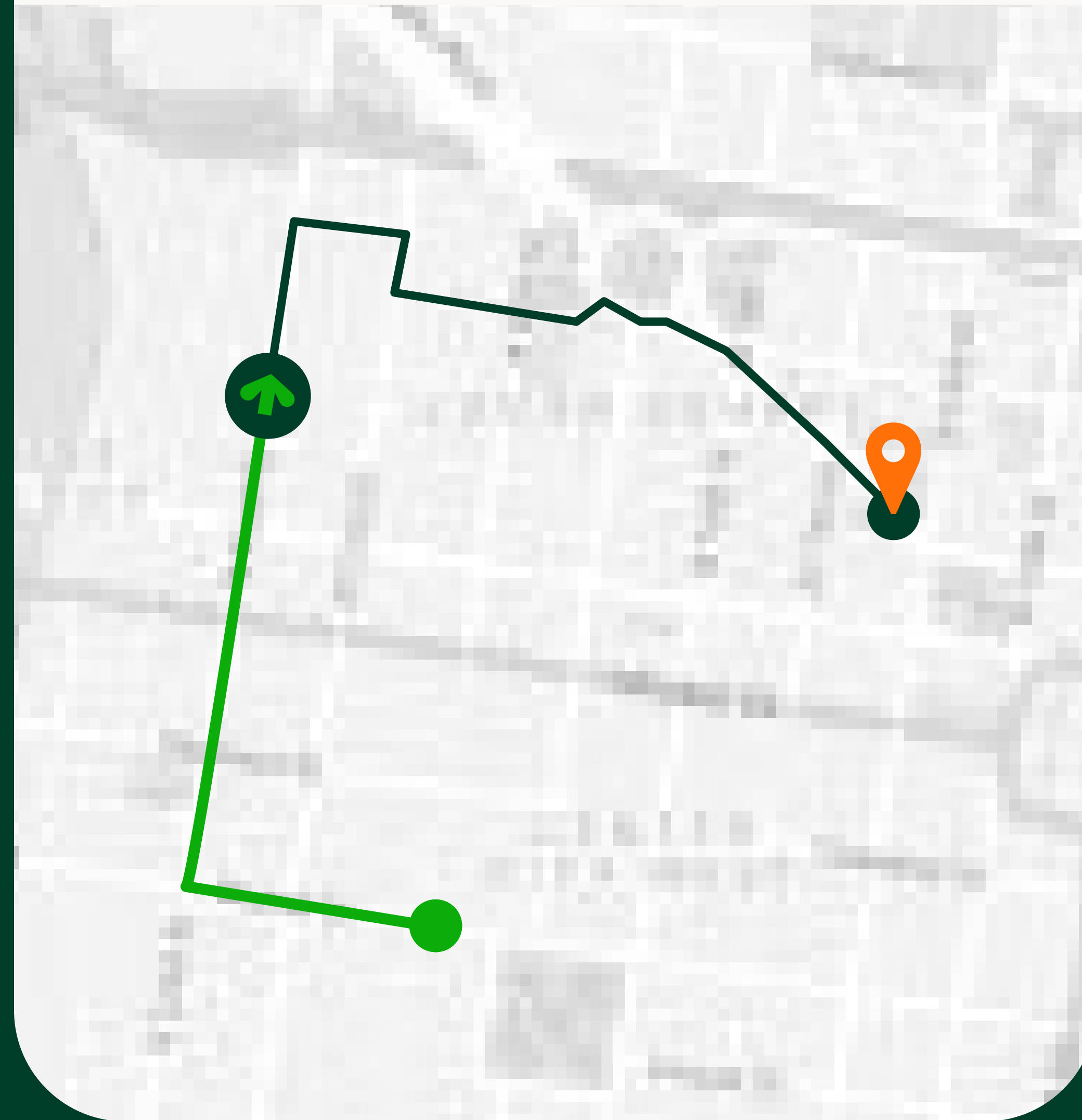


## Add to Cart

12:30




# Delivery on its Way





# Emails




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## Get lunch with a side of \$20 off

Save \$20 Today

Save time and money by chopping extra fruit or vegetables at one time and freezing the extra, also keep frozen or canned fruits.



Shop now

Shop now



## Social



tap tap  
nom nom

 instacart



# Contact

**Kevin Byrd**  
[Kevin.byrd@instacart.com](mailto:Kevin.byrd@instacart.com)

**Adam Cote**  
[Adam.cote@instacart.com](mailto:Adam.cote@instacart.com)