

A top-down collage of various items on a white background. In the top left is a whole pineapple. Next to it is a hand reaching for a tray of three watermelon slices. Above the watermelon are two red chili peppers. To the right is a bunch of yellow bananas. Further right is a clear glass dish containing three scoops of ice cream (brown, green with a cherry, and pink). To the right of the ice cream are two halves of an avocado and a pair of pink heart-shaped sunglasses. In the top right corner is another whole avocado. Below the sunglasses is a yellow tray with three hot dogs. In the center is the 'Shipt' logo with a stylized 'U' icon and a trademark symbol. To the left of the logo are two pink and white swirl lollipops. Below the lollipops are three brown eggs. To the right of the eggs is a whole cucumber and a sliced cucumber. Below the cucumber is a yellow bell pepper. To the right of the bell pepper is a blue and green video game controller. Above the controller are three cherries. To the right of the cherries are three lemons in white mesh bags. In the bottom right corner is a hand pouring red wine from a glass into a plate of food that includes asparagus, salmon, shrimp, and a lemon slice, with a fork and knife also on the plate.

Shipt  TM



Shipt Press Kit

2025

Who is Shipt?

Shipt is a retail tech company that connects people to reliable, high-quality delivery with a personal touch. Through the power of technology, Shipt connects customers to the things they want from the stores they love, workers to new earning opportunities, and retail businesses to more satisfied customers. Headquartered in Birmingham, Alabama, Shipt brings people the flexible solutions they need with the above-and-beyond service they expect. Shipt is an independently operated subsidiary of Target Corp. and is available to 80% of the U.S. population. For more information, please visit [Shipt's Newsroom](#).



The Shipt benefit

What do you *really* get with same-day delivery? You get a shopper who gets you. You get the power to be in two places at once – so you can nail a full day of meetings *and* get ingredients for tonight's dinner at your door before school lets out.

You get the peace of mind of knowing that your shopper knows that you can't host game night without thin crust pizza and you want your bananas just-right-ripe for weekend smoothies.

You get the power to deliver surprises across the country to your long-distance pregnant bestie who's craving pickle de gallo.

Same-day delivery is for all the everyday moments – and the special moments too. It's the addition to your routine that makes it all just a little bit easier. So you can focus on the rest where you're needed most.



Shipt Logos

[Downloadable files](#)



Clear Space Rules

Clear space is the area surrounding the logo that must be kept free of text and graphics, and away from the edge of the page. The impact and legibility of the logo will be diminished if it is placed too close to graphics or type.

This clear space is defined by using the “x-height” of the wordmark.

If the brand needs to be represented at any size smaller than the small use cases shown here, please resort to typing it out instead.



Primary logo clearspace

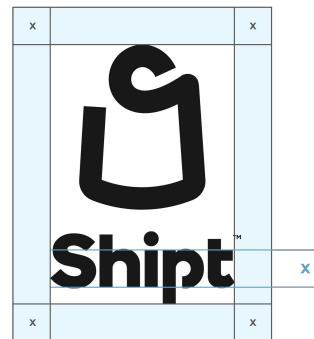
The height “x” is equal to the x-height of the wordmark. Minimum clear space from the logo is equal to the “x” on all sides.

Shipt 

Small use: 75px



Small use: 50px



Stacked logo clearspace

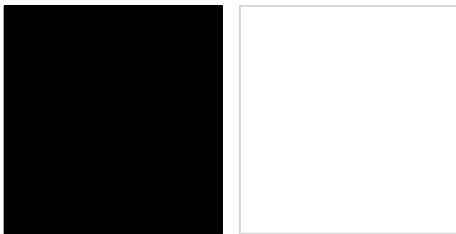
The height “x” is equal to the x-height of the wordmark. Minimum clear space from the logo is equal to the “x” on all sides.

Creative Identity One Pager



Palette

Primary Brand Palette



Black and White

Our graphic foundation. A bold way for our logo to pop

Secondary Brand Palette



Totemeal

A neutral base that is warm and inviting. The canvas of a natural tote, a soft color field for graphic logos to pop and to support our vibrant world

Red

Target red for synergy of experience + vibrant pops

Cool Palette



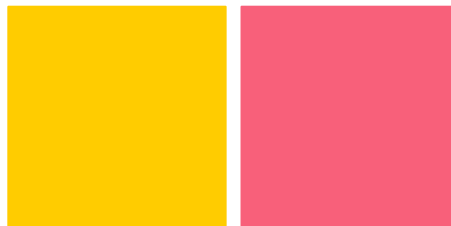
Cools: Washed blue sky and cool natural green (grounding earth, water, sky)

Sunny bright skies, a soft cool blue for our inviting world.

Rich green for fresh grocery and grounded natural spaces.

Both provide a grounded, healthy palette for freshness and humanity.

Warm Palette



Warms: Sunshine yellow and rich pink (vibrant sunny warmth)

Vibrant warm tones found in the natural world to build a vibrant palette. Colors that can help flex seasonally and bring joy, warmth, and sunshine to any story.

A blooming tulip. A sunrise and sunset.