



# eatOS

# Partner

# Brand Book

DESIGN AND BRAND GUIDELINES

September, 2022

---

**Address**

eatOS POS Inc.  
10th Floor, 1111 Brickell Avenue,  
Miami, FL - 33131. USA

**Phone**

+1.844.973.2867 (eatOS)

**Online**

[sales@eatOS.com](mailto:sales@eatOS.com)

[www.eatOS.com](http://www.eatOS.com)



# Corporate Identity? Have a Look when Image meets Design.



---

# Table of content

## Partner Design Manual

SECTION 1		INTRODUCTION	PAGE 04
SECTION 2		LOGO AND USAGE	PAGE 06
SECTION 3		TYPOGRAPHY	PAGE 10
SECTION 4		COLOR SYSTEM	PAGE 14
SECTION 5		STATIONERY	PAGE 21
SECTION 6		GRID SYSTEM	PAGE 25
SECTION 7		IMAGE AND ICONOGRAPHY	PAGE 30
SECTION 8		SUMMARY	PAGE 34

---

e

**These guidelines describe the visual and verbal elements that represent eatOS's partner identity.**

# Introduction

## // Introduction



### THE DESIGN GUIDELINES

These guidelines describe the visual and verbal elements that represent **eatOS's** corporate identity. This includes our name, logo and other elements such as color, type and graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our company. These guidelines reflect **eatOS's** commitment to quality, consistency and style.

The **eatOS** brand, including the logo, name, colors and identifying elements, are valuable company assets.

Each of us is responsible for protecting the company's interests by preventing unauthorized or incorrect use of the **eatOS** name and marks.



---

# **The Logo Introduction The Logo Application The Logo Elements Clearspace and computation Incorrect Logo Applications**

# Logo introduction

Our Logo is the key building block of our identity, the primary visual element that identifies us. The signature is a combination of the the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.

## THE FULL LOGOTYPE



The eatOS Masterbrand or Corporate Logo comprises two elements, the logo symbol and logo type. The Logo Symbol is a powerful image evoking the culture of design services - the connection between the strength of communication and the different points that influence.

It has a particular relationship with the eatOS name. The Logo Type has been carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of upper case letters. The typeface is Montserrat Bold and has also been chosen to compliment and balance perfectly with the logo symbol.

The corporate logo is presented through the use of colour as well as shape and form. The two corporate colors are Yellow and Grey. It is a fresh and appealing blend of colors chosen for their strong combination - modern - classic - timeless. The Colours have been selected according to international standards as shown below and are easily implemented.

### The Logo Meaning

Obis ad eum alitaque repe eumet ullabore occuptius pel inus, aut as non pore sima quaerum alitatur, tectis et laborum fugit exero blam iminullest doloritistis eum volorum incid molupta dolor moluptat quodi ommolupta dera



#### Lorem Ipsum Dolor

will be used when the background color is light or slightly dark colored.



#### Lorem Ipsum Dolor

will be used when the background color is light or slightly dark colored.



#### Lorem Ipsum Dolor

will be used when the background color is light or slightly dark colored.

### The Logo Symbol

Consists of a powerful element evoking the culture of design services and a blue square background. The main logo is the colored logo used on white or colored background. For other backgrounds you will find an alternative below.

## LOGO COLORED VERSION



#### The Logo Dark Version

will be used when the background color is light or slightly dark colored.

## LOGO DARK VERSION



#### The Logo Dark Version

will be used when the background color is light colored.

## LOGO LIGHT VERSION



#### The Logo Light Version

will be used when the background color is dark colored.

## RECOMMENDED FORMATS:

.eps | .ai | .png | .jpg | .tiff

## ATTENTION:

Use of any stylized, animated, hand drawn or other versions of a inofficial logo is not permitted. This undermines the logo system and brand consistency. Please consult with eatOS Trademark Licensing if you have any questions or need further help.

# Logo Construction & Clearspace

## LOGO CONSTRUCTION & CLEARSPACE

It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest

any other graphic element or message can be positioned in relation to the mark of the the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.

## LOGO DIMENSIONS

Full Logo



## CLEARSPACE

Full Logo



### Definition

-

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

### Computation

-

To work out the clearspace take the height of the logo and divide it in half. (Clearspace = Height / 2).



## Application on a background



Colored Logo Version A



Colored Logo Version B



Colored Icon A Version A



Colored Icon A Version B



Colored Icon B Version A



Colored Icon B Version B



Colored Emblem Version A



Colored Emblem Version B

## Logo Application Guidelines

### MINIMUM LOGO SIZES

#### Full Logo

Minimum Size: 10mm x 2.5 mm



#### Logo Symbol A

Minimum Size: 5 mm x 5 mm



#### Emblem Symbol

Minimum Size: 22.5 mm x 22.5 mm



#### Logo Symbol B

Minimum Size: 22.5 mm x 22.5 mm



# Logo Co-Branding

## SINGLE COLOR

## FULL COLOR

## GRAYSCALE BACKGROUND



# Common Errors And Misuse

✗ Do not stretch, squeeze or rotate the logo mark.



✗ Do not reposition or modify the logo mark.



✗ Do not reposition or modify the logo mark.



✗ Do not add stroke, drop shadows, gradients or special effects.



✗ Do not use the icon as a decorative letter, or place things within the clear space.



✗ Do not use the logo to create alternative logo for teams and programs.



✗ Do not crop the logo



✗ Do not add colors to individual elements.



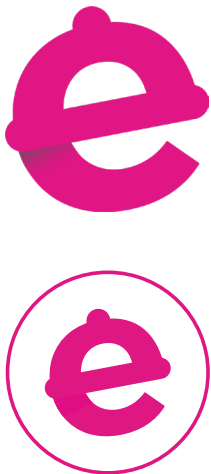
✗ Do not modify the color of the logo outside the brand colors



# Icon Usage

## AVOID ICON MISUSAGE

### CORE VARIATION



### MOBILE APP ICON VARIATION



The Secondary colors are complementary to our official colors, but are not recognizable identifiers for eatOS company.

### ACCEPTED USAGE



### COMMON ERRORS



Do not use the secondary color system or other colors as a representation of the company



Do not modify pieces of the logo

# Emblem Usage

## AVOID EMBLEM MISUSAGE

### CORE VARIATION



### ACCEPTED USAGE



### COMMON ERRORS



Do not use the secondary color system or other colors as a representation of the company



Do not modify pieces of the emblem

---

e

**Corporate Font**  
**Primary Font**  
**Secondary Font**  
**Font Hierachy**

mont-  
serrrat

---

# The Corporate Font and History

---

# 01.2

# Montserrat

**DESIGNER :**  
**JULIETA ULANOVSKY**

-

## THE FONT

The old posters and signs in the traditional Montserrat neighborhood of Buenos Aires inspired Julieta Ulanovsky to design this typeface and rescue the beauty of urban typography that emerged in the first half of the twentieth century. As urban development changes that place, it will never return to its original form and loses forever the designs that are so special and unique. The letters that inspired this project have work, dedication, care, color, contrast, light and life, day and night! These are the types that make the city look so beautiful. The Montserrat Project began with the idea to rescue what is in Montserrat and set it free under a libre license, the SIL Open Font License.

This is the normal family, and it has two sister families so far, Alternates and Subrayada. Many of the letterforms are special in the Alternates family, while 'Subrayada' means 'Underlined' in Spanish and celebrates a special style of underline that is integrated into the letterforms found in the Montserrat neighborhood.

Updated November 2017: The family was redrawn by Jacques Le Bailly at Baron von Fonthausen over the summer, and the full set of weights were adjusted to make the Regular lighter and better for use in longer texts. In fall, Julieta Ulanovsky, Sol Matas, and Juan Pablo del Peral, led the development of Cyrillic support, with consultation with Carolina Giovagnoli, Maria Doreuli, and Alexei Vanyashin.

---

# The Corporate Font and its Structure

---

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all eatOS communications. We have selected Montserrat and Source Sans Pro, which helps inject energy and enthusiasm into the entire eatOS communications, as the primary and secondary corporate typefaces.

---

## CORPORATE FONT MONTSERRAT

**DESIGNER :**  
**JULIETA ULANOVSKY**

-

### THE FONT

Montserrat sets new standards in terms of its form and number of variants. It is the quintessential sans serif font, timeless and neutral, and can be used for all types of communication.

The Montserrat family had been extended with the range of eight compressed weights.

---

## TYPE EXAMPLES MONTSERRAT

# MONTSERRAT

---

Bold

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
*a b c d e f g h i j k l m*  
*n o p q r s t u v w x y z*

---

Regular

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
*a b c d e f g h i j k l m*  
*n o p q r s t u v w x y z*

---

Figures

0 1 2 3 4 5 6 7 8 9 0

---

Special  
Characters

! " § \$ % & / ( ) = ? ` ; :  
; " ¶ ¢ [ ] | { } ≠ ¿ ‘  
« » € ® † Ω “ / ø π · ± ‘  
æ œ @ Δ ° ª © f ð , å ¥ ≈ ç  
√ ~ μ ∞ … – ≤ < > ≥ ~ > < ◇



---

# Typography and Hierarchy

---

Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy per se in an overall design project. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key information. Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for eatOS layouts.

---

## CONTENT TEXT AND INNER HEADLINES

You want to explain something more in detail? This is the best way to do it.

-

Montserrat Regular  
6 pt Type / 9 pt Leading

---

This text is reserved for copy text and huge text amount. Take it, use it.

-

Montserrat Regular  
8 pt Type / 11 pt Leading

---

## FOLLOW THE RULES OF DESIGN TO GET AWESOME RESULTS.

-

Montserrat Regular - Capital Letters  
10pt Type / 10pt Leading

---

## HEADLINES AND TYPOBREAKS

## MUCH MORE THAN AN INTERESTING HEADLINE!

-

Montserrat Bold - Capital Letters  
16pt Type / 16pt Leading

---

# Super.Headlined

-

Montserrat - Capital Letters  
34pt Type / 30 pt Leading

---

# Spectacular.

-

Montserrat - Capital Letters  
48pt Type / 48 pt Leading

---

e

# The Corporate Colors Primary Color System Secondary Color System

---

# The Primary Color System and Color Codes

---

## PRIMARY COLOR SYSTEM

-

Color plays an important role in the eatOS corporate identity program. The colors below are recommendations for various media. A palette of primary colors has been developed, which comprise the "One Voice" color scheme.

Consistent use of these colors will contribute to the cohesive and harmonious look of the eatOS brand identity across all relevant media. Check with your designer or printer when using the corporate colors that they will be always be consistent.

---

### PRIMARY COLOR PINK

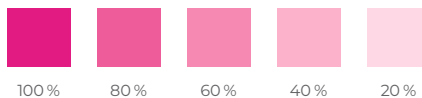
-

#### COLOR CODES

CMYK : C05 M095 Y00 K00  
Pantone : 219C  
RGB : R223 G22 B131  
HEX : #DF1683



#### COLOR TONES



#### THE GRADIENT



### PRIMARY COLOR GRAY

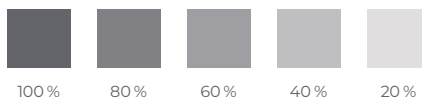
-

#### COLOR CODES

CMYK : C59 M47 Y42 K31  
Pantone : COOL Gray 10 C  
RGB : R99 G101 B105  
Web : #636569



#### COLOR TONES



#### THE GRADIENT



---

#### Explanation:

The eatOS Company has three official colors: Pink, Gray and Black. These colors have become a recognizable identifier for the company.

#### Usage:

Use them as the dominant color palette for all internal and external visual presentations of the company.

---

e

**Colors are  
one of  
the most  
important  
Things to  
transfer a  
brand to the  
customers.**

Color  
system

---

# The Secondary Color System and Color Codes

---

## SECONDARY COLOR SYSTEM

-  
**Explanation:**

The Secondary colors are complementary to our official colors, but are not recognizable identifiers for eatOS company. Secondary colors should be used sparingly, that is, in less than 10 percent of the palette in one piece.

**Usage:**

Use them to accent and support the primary color palette.

---

App : Order & Pay  
CMYK : C006 M073 Y089 K001  
Pantone : Orange 021 C  
RGB : R239 G67 B20  
Web : #EF4314



100 %



80 %



60 %



40 %



20 %

App : OrderOS  
CMYK : C008 M100 Y044 K001  
Pantone : Strong Red C  
RGB : R180 G00 B83  
Web : #B40053



100 %



80 %



60 %



40 %



20 %

App : Self Service Kiosk  
CMYK : C026 M092 Y015 K005  
Pantone : 675 C  
RGB : R154 G41 B112  
Web : #9A2970



100 %



80 %



60 %



40 %



20 %

App : Workforce Management  
CMYK : C100 M080 Y000 K000  
Pantone : 2736 C  
RGB : R31 G42 B165  
Web : #1F2AA5



100 %



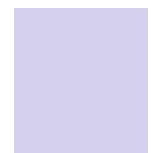
80 %



60 %



40 %



20 %

App : Analytics  
CMYK : C02 M091 Y098 K000  
Pantone : 485 C  
RGB : R193 G042 B033  
Web : #C12A21



100 %



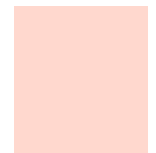
80 %



60 %



40 %



20 %

App : Kitchen Display System  
CMYK : C062 M076 Y000 K000  
Pantone : 7442 C  
RGB : R133 G063 B183  
Web : #853FB7



100 %



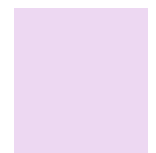
80 %



60 %



40 %



20 %



# Get the Look.

Corporate Stationery  
The Company Letterhead  
The Company Business Cards  
The Envelope  
Logo Placement



**Restaurants  
Made Simple**



**Corporate  
Stationery  
The Company  
Letterhead  
The Company  
Business Cards  
The Envelope  
Logo Placement**

# The Corporate Stationery

## THE COMPANY LETTERHEAD

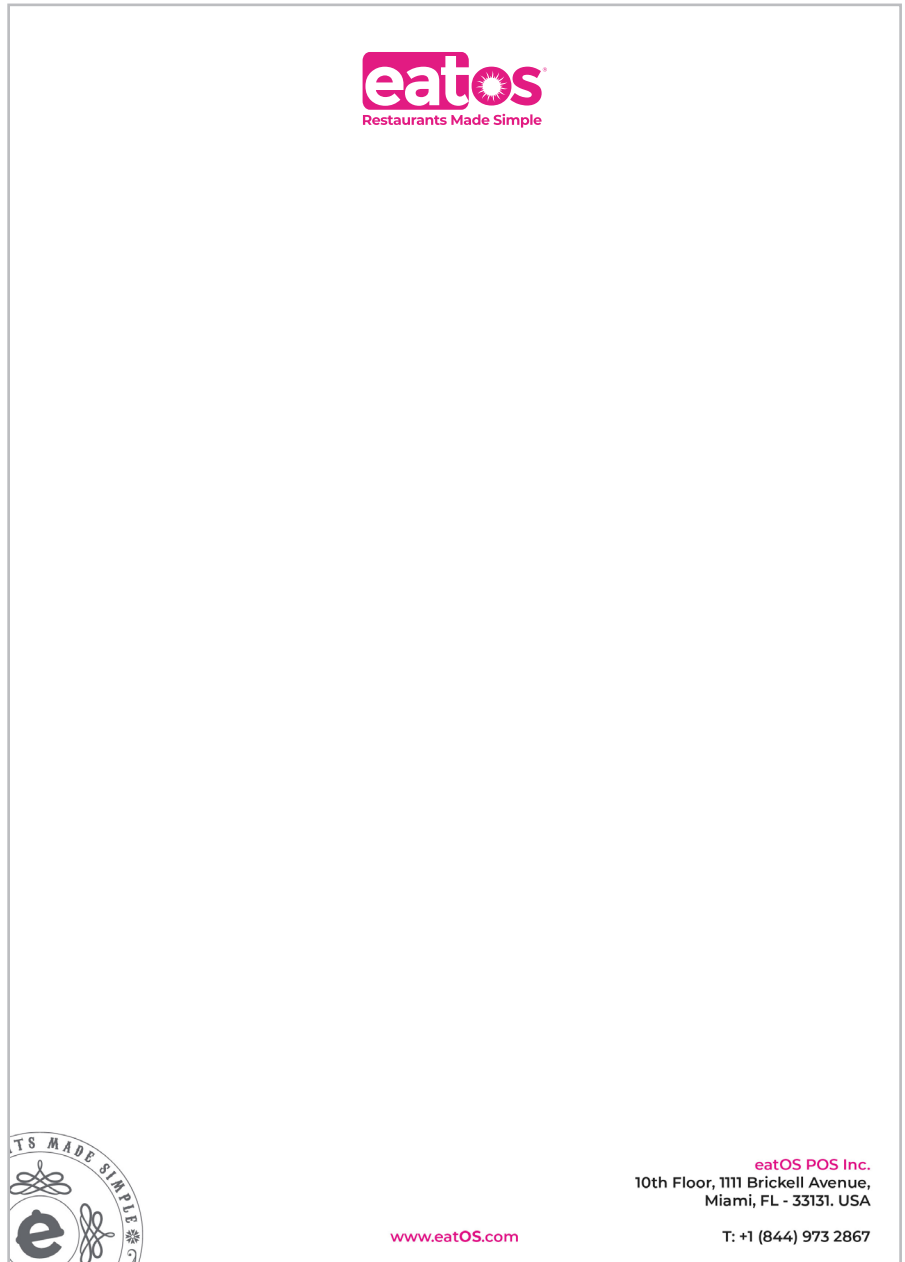
-

### Explanation:

This shows the approved layouts with the primary elements of the eatOS stationery system for the front- and backside of the letterheads.

### Usage:

The letterhead will be used for all official communication that is going out of eatOS company.



## PARAMETER

### Dimensions

297 x 210mm  
DIN A4

### Weight

120g/m Uncoated  
white

### Print

CMYK



---

# The Company Business Cards

---

## THE COMPANY BUSINESS CARDS

-

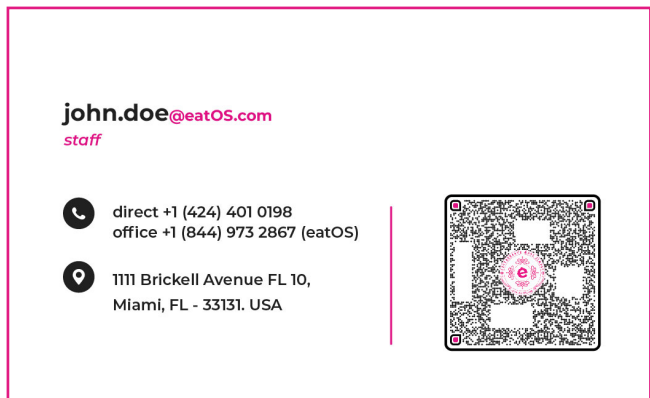
### Explanation:

This shows the approved layouts with the primary elements of the eatOS stationery system for business cards.

### Usage:

The business cards will be used for all official contact and communication of eatOS company. Insert the eatOS letterhead and send your documents throughout the world.

Frontside



Backside



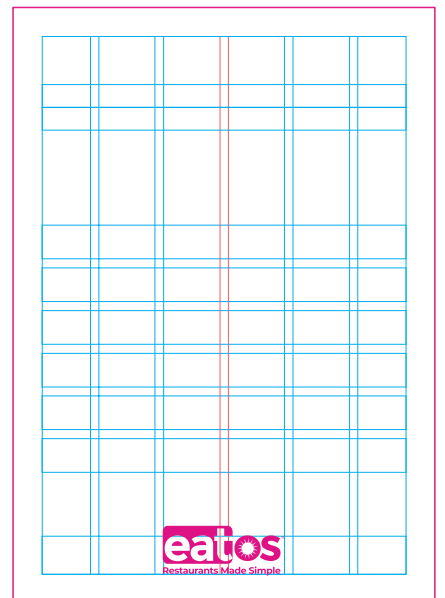
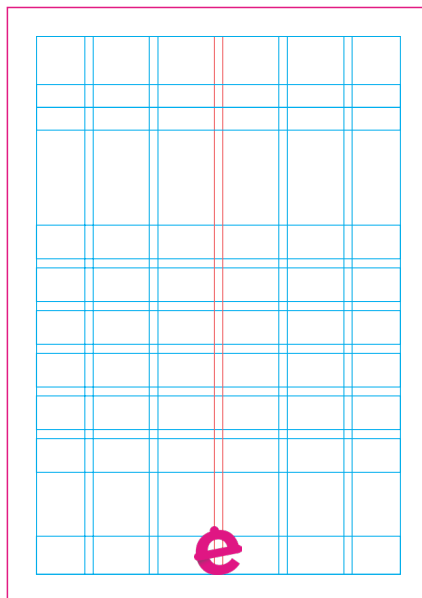
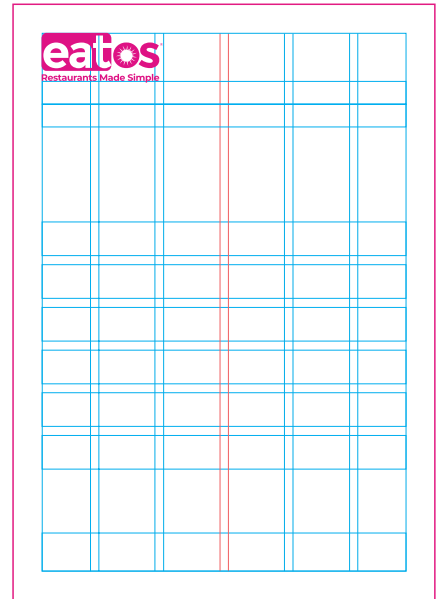
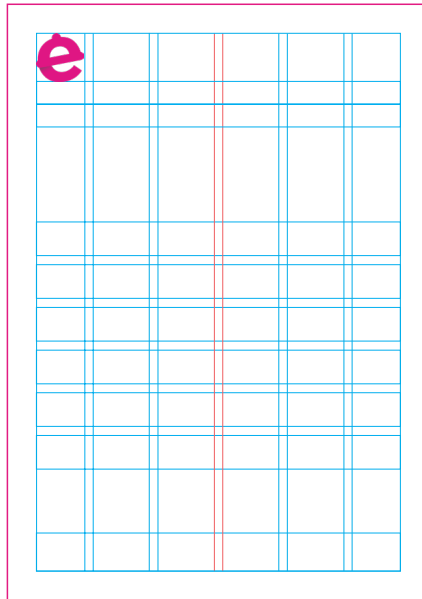
# Correct Logo Placement

## PARAMETER

-  
**Example Dimensions**  
297 x 210 mm (Din A4)

## THE LOGO PLACEMENT

-  
To place the eatOS logo in the correct way please use one of the approved styles that are shown on the right. To place the eatOS logo in other ways is not allowed.



---

e

**Grid Systems  
Vertical Grid  
Systems A4  
Vertical Poster  
Grid System A3  
Horizontal  
Presentation  
Grid System  
Vertical Grid  
System for Tablets**

---

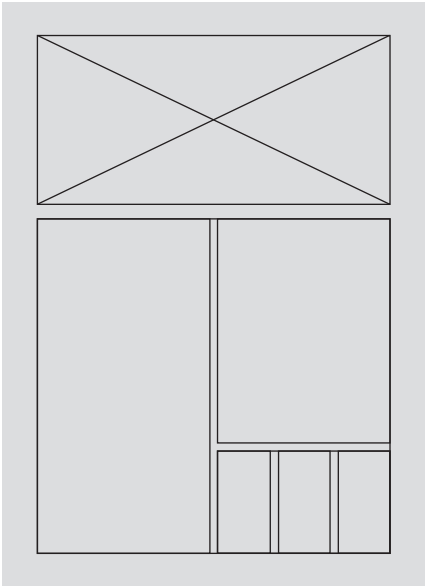
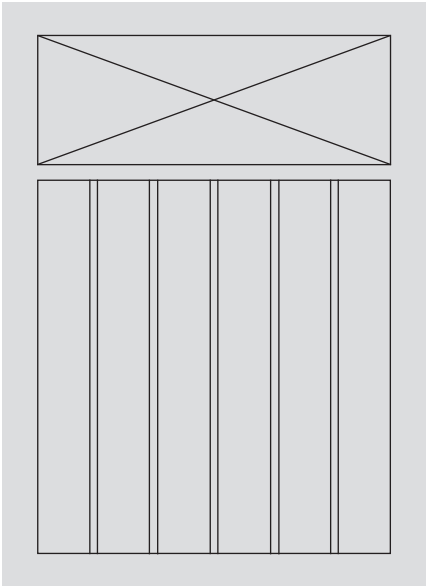
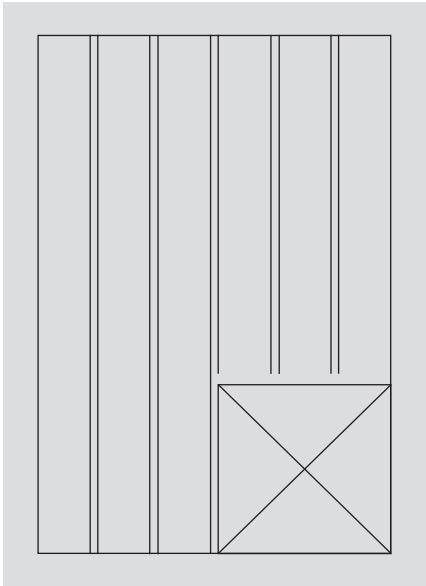
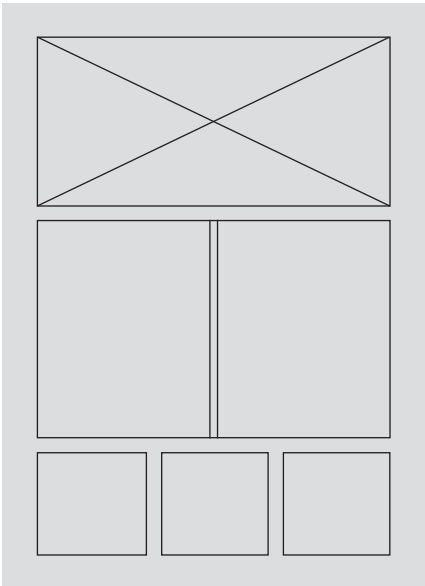
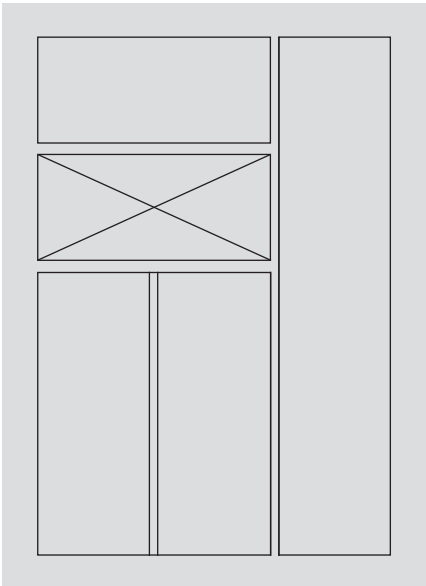
# The eatOS Grid Systems

---

In graphic design, a grid is a structure made up of a series of intersecting straight (vertical, horizontal, and angular) or curved guide lines used to structure content. The grid serves as an armature on which a designer can organize graphic elements (images, glyphs, paragraphs) in a rational, easy to absorb manner. A grid can be used to organize graphic elements in relation to a page, to other graphic elements on the page, or relation to other parts of the same graphic element or shape.

---

## A4 VERTICAL GRID SYSTEM EXAMPLES



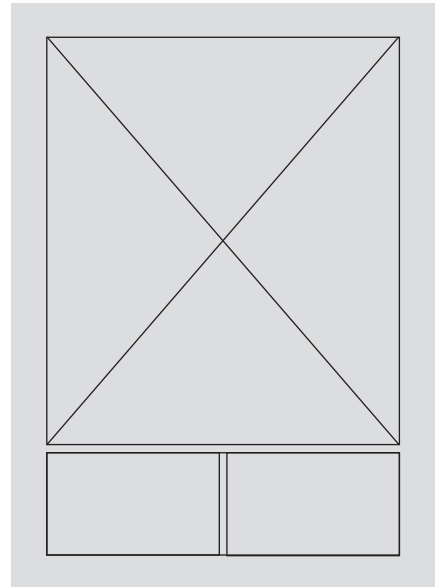
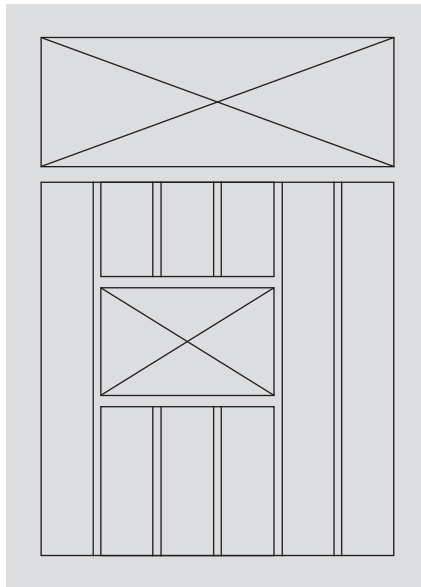
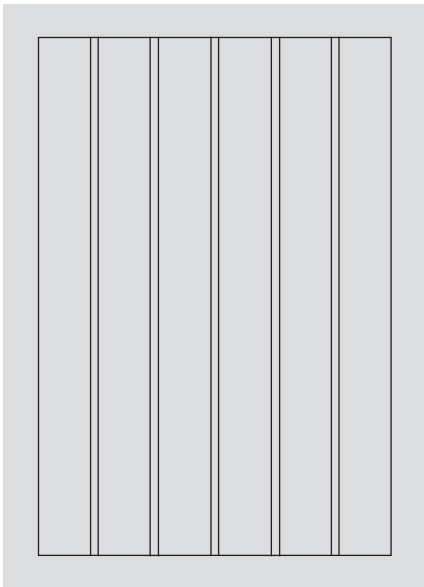
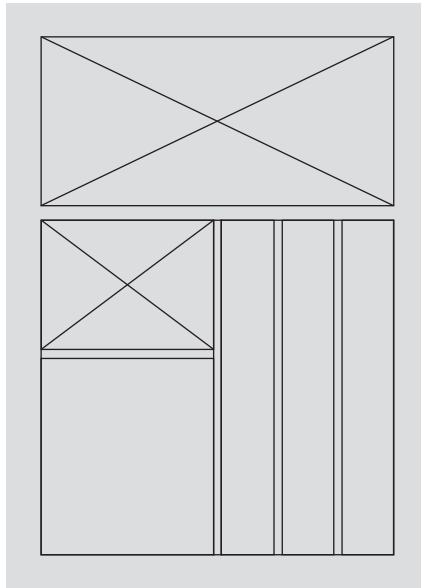
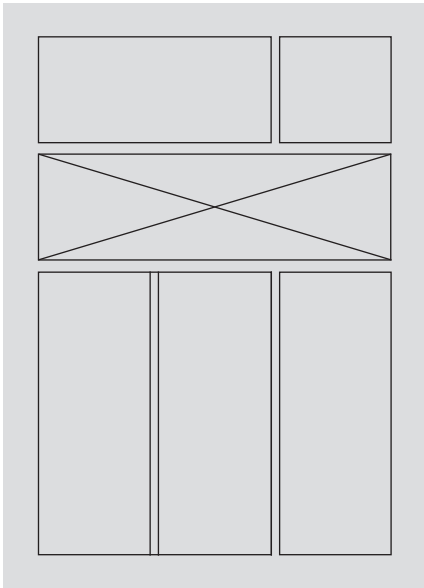
---

# The eatOS Grid Systems

---

---

## A4 VERTICAL GRID SYSTEM EXAMPLES



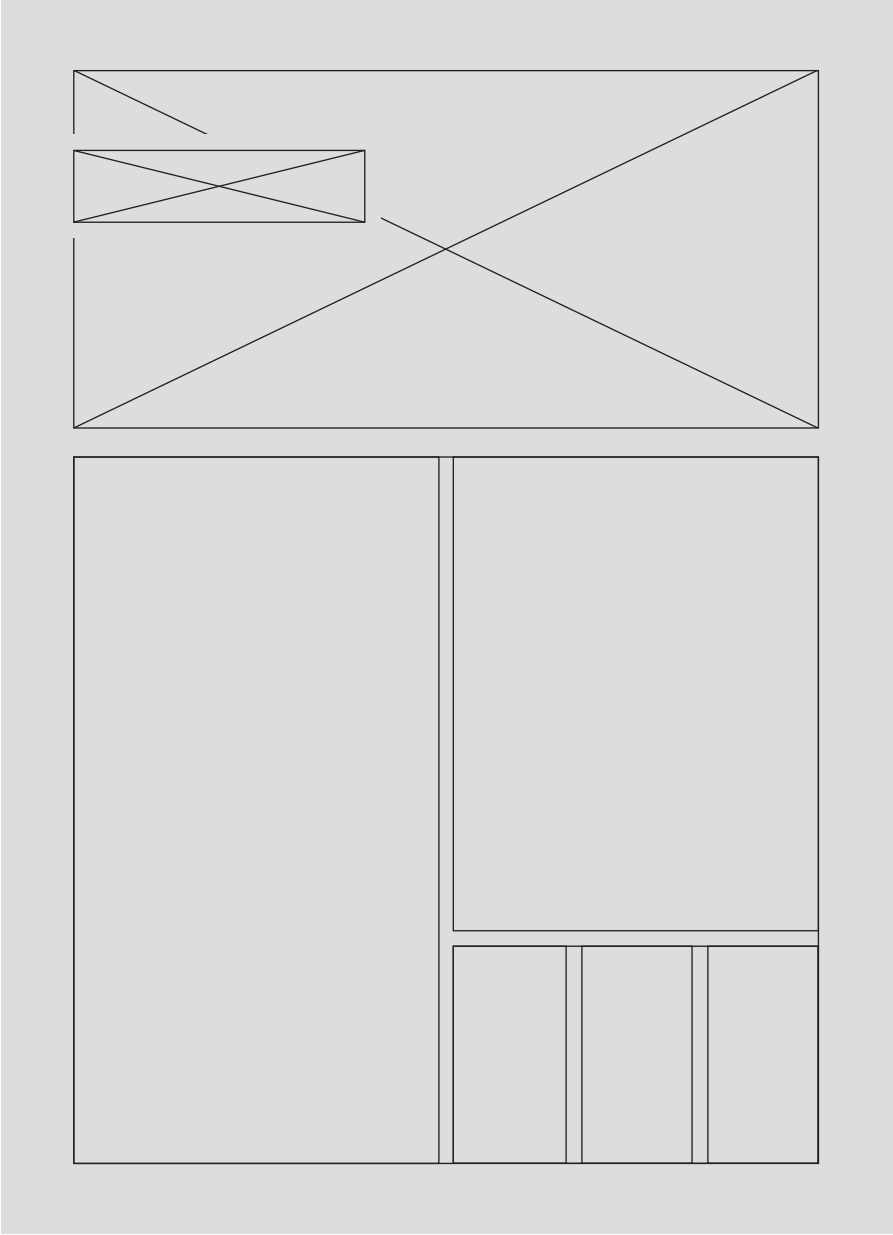
# The eatOS Grid Systems

## A3 VERTICAL GRID SYSTEM EXAMPLES

**Explanation:**

This shows an approved layout with a typography grid for a A3 Poster of eatOS.

**Example:**  
Poster A3





**Creating inspiring  
ideas and building  
brands that truly  
matter to people.**

**Be true.**



**Restaurants  
Made Simple**



# Corporate Image Colored Image Black and White Blending Modes and Options



---

# Corporate Image : Colored Images

---

Corporate Images are responsible to transfer the values of eatOS to our customers or our potential customers. It is a composite psychological impression that continually changes with the firm's circumstances, media coverage, performance, pronouncements, etc. eatOS use various corporate advertising techniques to enhance their public image in order to improve their desirability as a supplier, employer, customer, borrower, partner, etc.

---



## EXAMPLES FOR EATOS CORPORATE IMAGE SYSTEM

-

### Requirements:

- desaturate colors
- high contrast
- sharp images
- minimalistic look
- modern and businesslike



---

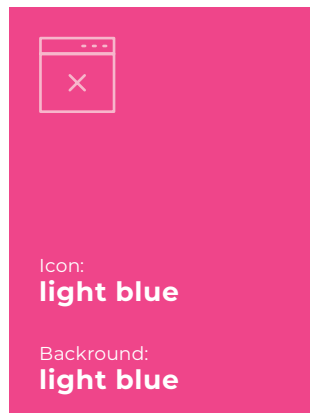
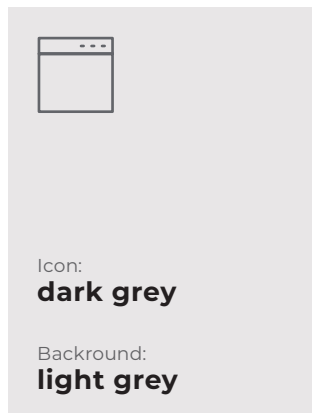
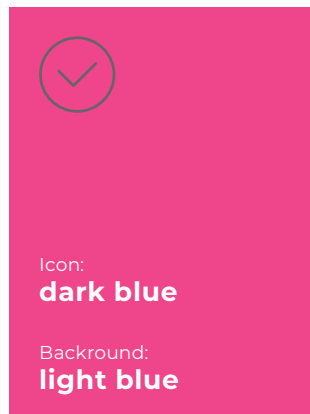
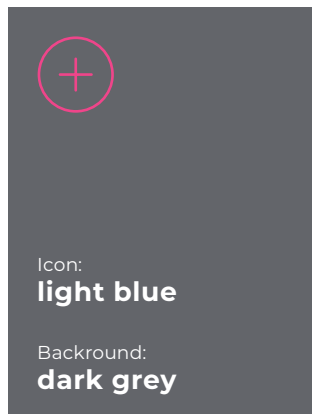
e

# Corporate Iconography Application and Examples

# Corporate Iconography

## IT'S NICE. IT'S COOL. IT'S FULL VECTOR.

An icon is a pictogram displayed on a screen or print layout in order to help the user navigate through the content in a easier way. The icon itself is a small picture or symbol serving as a quick, "intuitive" representation of a software tool, function or a data file.

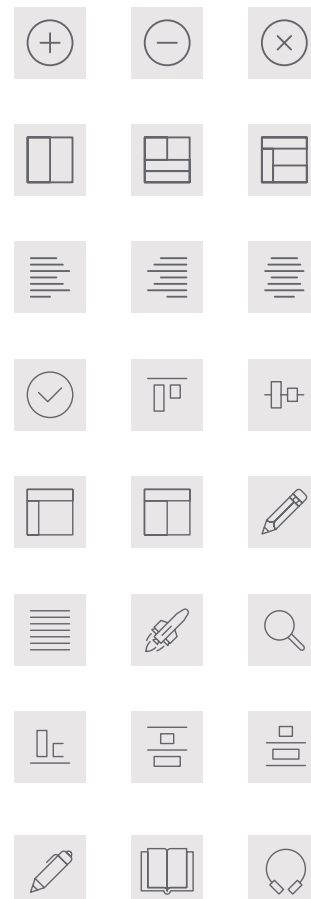


## EXAMPLES FOR EATOS CORPORATE ICONOGRAPHY SYSTEM

## HOW TO USE ICONOGRAPHY SYSTEM

### How to:

- only use icon with a background
- minimum stroke size: 0.5 pt
- upscale only proportional





# Summary and Contact

## **A SHORT SUMMARY**

Cloud-based restaurant management and payment processing ecosystem for Quick-Service & Full-Service Restaurants. Built by experienced restaurateurs who understand the needs of modern restaurants.

eatOS's all-in-one cloud-based eco-system is designed specifically for restaurants of all sizes. We help simplify operations, improve guest experience, saves on costs, and engage with the community in new and innovative ways.

---

# Summary and Contact

# Contact

---

**DO YOU HAVE QUESTIONS?  
CONTACT US.**

For further information please contact:

Armaan Kapoor  
Director eatOS

E: [sales@eatOS.com](mailto:sales@eatOS.com)  
P: +1.844.973.2867



Link : <http://www.eatOS.com/cd/full.zip>

---



# Thank you.

THE NEW CORPORATE DESIGN GUIDELINES  
FOR EATOS POS INC.

WE LOVE THAT BRAND.

## COPYRIGHT BY

---

### Address

**eatOS POS Inc.**  
6538 Collins Avenue # 645,  
Miami Beach, FL - 33141. USA

### Phone

+1.844.973.2867 (eatOS)

### Online

[sales@eatOS.com](mailto:sales@eatOS.com)  
[www.eatOS.com](http://www.eatOS.com)