DESIGN AND BRAND GUIDELINES

Toast Brand Book

toast

01. Identity Marks

Core Brand Mark

The Toast logo was designed in line with the core values of Toast. The sans serif font and minimal design is simple and recognizable. The warm color, smooth edges, and playful icon align with our friendly and approachable nature.

Variations

Horizontal - Main Variation

Accepted Usage

#ff4c00

#252A35

#ffffff

#000000

Common Errors

 Do not modiffy the color of the logo, even to other brand colors.

 Do not remove the icon as part of the logo.

 Do not modify any part icon as part of the logo.

 Do not modify any part icon as part of the logo.

 Do not change the location or spacing of the icon in relation.

 Do not use the icon as a replacement for the toast element at the front of the logo.

 Do not make the logo mark two-toned, even if both colors are approved on their own.

 Do not change the transparency of any part of the logo.

 Do not change the transparency of any part of the logo.

 Do not add a storke to the logo.

 Do not use the 100% black logo on a full color deliverable. It is reserved for grayscale deliverables.

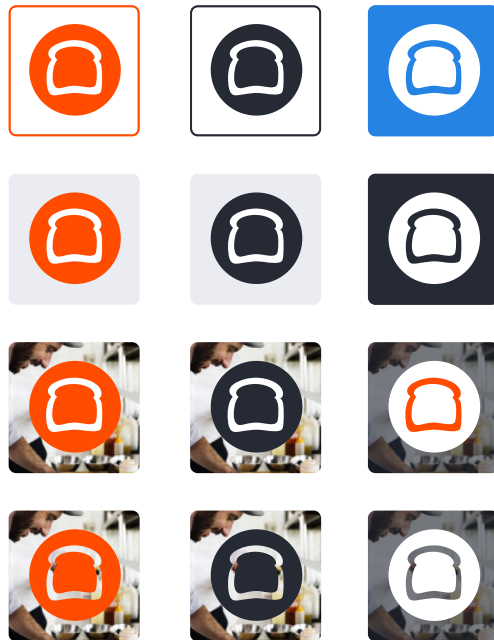 Do not use the orange logo on top of other colors of a similar value.

Icon Usage

The Toast Brand Mark is the secondary Toast logo in regard to the brand but the primary logo within the product. The "toast" within the Toast logo should not stand alone outside of its circle.

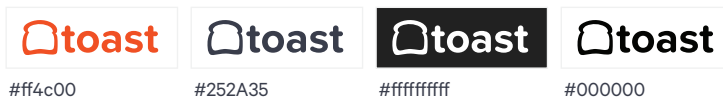## Core Variation

Accepted Usage

toast

Logo Guidelines

Horizontal Lockup

Whenever possible use the primary horizontal logo lockup. When using the horizontal lockup, never alter the relationship between the toast icon and the wordmark.

Acceptable colors:

toast	toast	toast	toast
#ff4c00	#252A35	#ffffffffff	#000000

Icon

Only use the icon without the wordmark in cases where there's an established familiarity with the Toast brand and/or space is too limited to use the horizontal lockup. The "toast" within the Toast icon should never stand alone outside of its circle.

Acceptable colors:

#ff4c00	#252A35	#ffffff	#000000

Horizontal Lockup and Icon Clear Space

The Toast logo should be give a place of prominence on a page. It should not appear more than once on a single page or screen. Always maintain the required clear space around the logo.

Logo Misuse

To ensure the logo maintains a strong impact, do not modify or distort it in any way. The alterations listed below are unacceptable treatments.

❌ Do not stretch, squeeze or rotate

❌ Do not reposition or modify

❌ Do not add additional elements around or inside

❌ Do not add a stroke, drop shadows, gradients or special effects

❌ Don't Do This

Do not use the Toast icon as a decorative letter or place things within the clear space

❌ Do not use the horizontal lockup or icon to create alternative logos for teams and programs

Partner Co-Branding

Single Color	Full Color	Toast Grayscale
⬜ toast : harri	⬜ toast : harri	⬜ toast : harri
⬜ toast : o|o	⬜ toast : o|o	⬜ toast : o|o
⬜ toast : HotSchedules	⬜ toast : HotSchedules	⬜ toast : HotSchedules
⬜ toast : BEVSPOT	⬜ toast : BEVSPOT	⬜ toast : BEVSPOT

Message Attachment

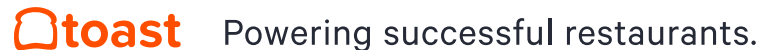This is acceptable usage of our logo paired with our current tagline or strapline. This may evolve, but a few key points remain. (1) Always use our core brand font, Calibre, for the tagline and (2) never make the typeface larger than the logo's letters.
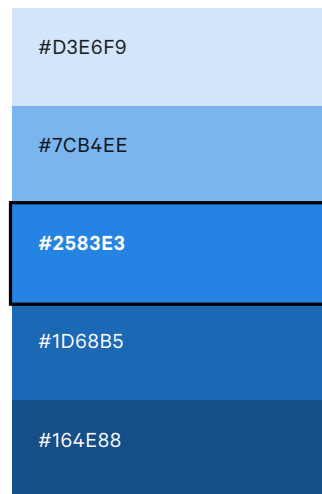
02. Color System

Core Brand Palette

The colors outlined in black are the main brand palette colors and should be used for any brand related deliverables. The sub colors listed above and below the main color should be used as backgrounds or when larger sections of content are needed.
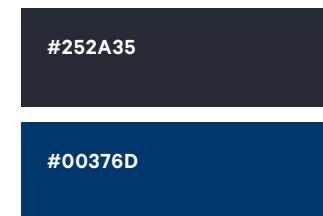
Brand Color

#FF4C00

Accent / Buttons / links
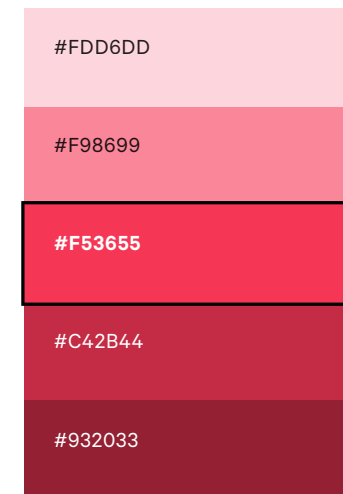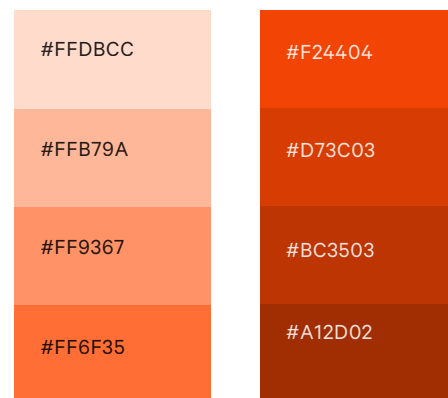
#D3E6F9

#7CB4EE

#2583E3

#1D68B5

#164E88

Main Background / Support

#252A35

#00376D

Flair

#FDD6DD

#F98699

#F53655

#C42B44

#932033

Brand Tones

#FFDBCC

#FFB79A

#FF9367

#FF6F35

#F24404

#D73C03

#BC3503

#A12D02

Grayscale Palette

The colors outlined in black are the main brand palette colors
and should be used for any brand related deliverables.

#F8F9FC	#A0A2AD	#4E5260
#EAECF1	#8C8E9A	#393E4B
#DDDDE4	#777A87	**#252A35**
#C9CAD3	#626573	#000000

03. Typography

Primary Typeface

Calibre, outlined below, is the core brand font at Toast. It is the primary typeface to be used on any brand deliverables. Calibre is a typeface we purchased and is not available on the Google Suite. For a fallback option, please see the next page.

Primary Typeface

Calibre

The **quick** brown fox *jumps* over the lazy dog.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Calibre Thin

Calibre Light

Calibre Regular

Calibre Medium

Calibre Semibold

Calibre Bold

Calibre Black

Quick Tip: Often confused, the Microsoft system font Calibri and our brand font Calibre are not the same, nor interchangeable. The next page outlines a system font fallback.

Primary Typeface Fallback

While in an ideal situation, we would never have to use anything outside of our brand font Calibre, there are situations where a fallback font is necessary. The font alternatives here can be used when branded materials are created in the Google Suite.

Primary Typeface: **Google Font Fallback**

Roboto

The **quick** brown fox *jumps* over the lazy dog.

Calibre

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Powering successful restaurants.

Roboto

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Powering successful restaurants.

Quick Tip: You can download Roboto for free here. It is also available on the Google Suite (Google Docs, Slides, Sheets).

Accent Typeface

Our accent typeface, Proxima Soft, can be used to create visual hierarchy in situations when you have competing elements such as headlines, subheadings, category references, etc. Use Proxima Soft in a bolder weight with extended tracking or letter spacing.

Accent Typeface

Proxima Soft

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.

Example Use Case

ABOUT US

Font Weight: Extra Bold
Tracking: 100

Powering Successful Restaurants

Lorposant estrum sam consed molut re cum quident otatemod untus maioritas sim restotam ea cuptatet fuga. Nem. Itatius molorerchit, quam hilitas dolore dolorem pedigenis.

Quick Tip: This typeface is used to tie branded materials together, as it is similar in style to our core brand identity font used for the logo.