

DineEasy

Brand Guidelines

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Overview

01

Brand Competitive Analysis

DineEasy operates within the technology and software industry, offering a pivotal service to the food and beverage sector. More specifically, DineEasy facilitates a seamless interaction between restaurants and their patrons by enabling restaurants to efficiently manage their menus and orders directly through the application. This positions DineEasy at the intersection of dining and technology, catering to a rapidly digitalizing market.

The competitive landscape for restaurant management apps in Switzerland is both promising and evolving. DineEasy's identified direct competitor is allo.restaurant, a notable entity in the region offering a similar service. As a competitor, allo.restaurant represents seasoned experience and advanced market penetration within the Swiss tech-dining interface. Other indirect competitors may include traditional POS systems and newer entry-level applications aiming to capture the dining tech segment's rich potential. These established systems present challenges in customer loyalty and mindshare due to their standing reputation in the market.

DineEasy can strategically position itself within this landscape by emphasizing its unique selling points tailored to the Swiss market. This includes a multilingual platform supporting French, German, Italian, and English, which sets DineEasy apart as an inclusive and culturally aware service provider. Further, the focus on GDPR compliance ensures diner and restaurant data safety, fostering trust and reliability, which are essential elements in a privacy-conscious environment. These features combine to create a strong foothold in Switzerland's digitally aware dining sector, appealing to small-scale restaurants and cafes that are currently underserved by broader industry leaders, who may lack regional specialization.

DineEasy's opportunities for differentiation involve leveraging tone, visuals, and market positioning to stand out. The brand's communication should be personable yet professional, conveying trustworthiness and modernity in alignment with the client's desired brand feel. Using calming and luxury-evoking themes in marketing materials, such as through sophisticated color palettes and refined language, helps communicate the application's value. Furthermore, by consistently highlighting its Switzerland-first approach, DineEasy can build emotional resonance with its target audience, establishing itself as not just a tech solution, but as a partner dedicated to the success of local businesses. This dual commitment to technology and regional adaptation will create a definitive niche for DineEasy, differentiating it within a crowded market.

Logo

02

Logo



Primary

The primary logo is the main representation of the brand and should be used in most situations. It reflects the brand's full identity and should appear in prominent placements such as websites, presentations, and marketing materials.

Logo



Secondary

The secondary logo maintains the same design as the primary logo but is presented in an alternate color variation. It is used when the primary color does not suit the background or specific visual context.

Logo



Tertiary

The tertiary logo is another color variation of the primary logo, designed to provide additional flexibility across different backgrounds and applications while maintaining brand consistency.

Logo Mark



Primary



Secondary



Tertiary

Here are the three logo mark variations, primary, secondary, and tertiary. Each shown in a different color to ensure versatility and consistency across various backgrounds and use cases.

Logo Clearspace



The logo clear space is defined as one-quarter (1/4) of the logo's total height. This area must remain free of any text, graphics, or other visual elements to ensure the logo maintains its visual impact and legibility across all applications.

Logo Clearspace



The logo clear space is defined as one-quarter ($1/4$) of the logo's total height. This area must remain free of any text, graphics, or other visual elements to ensure the logo maintains its visual impact and legibility across all applications.

Colors

03

Colors

HEX
#FFFFFF

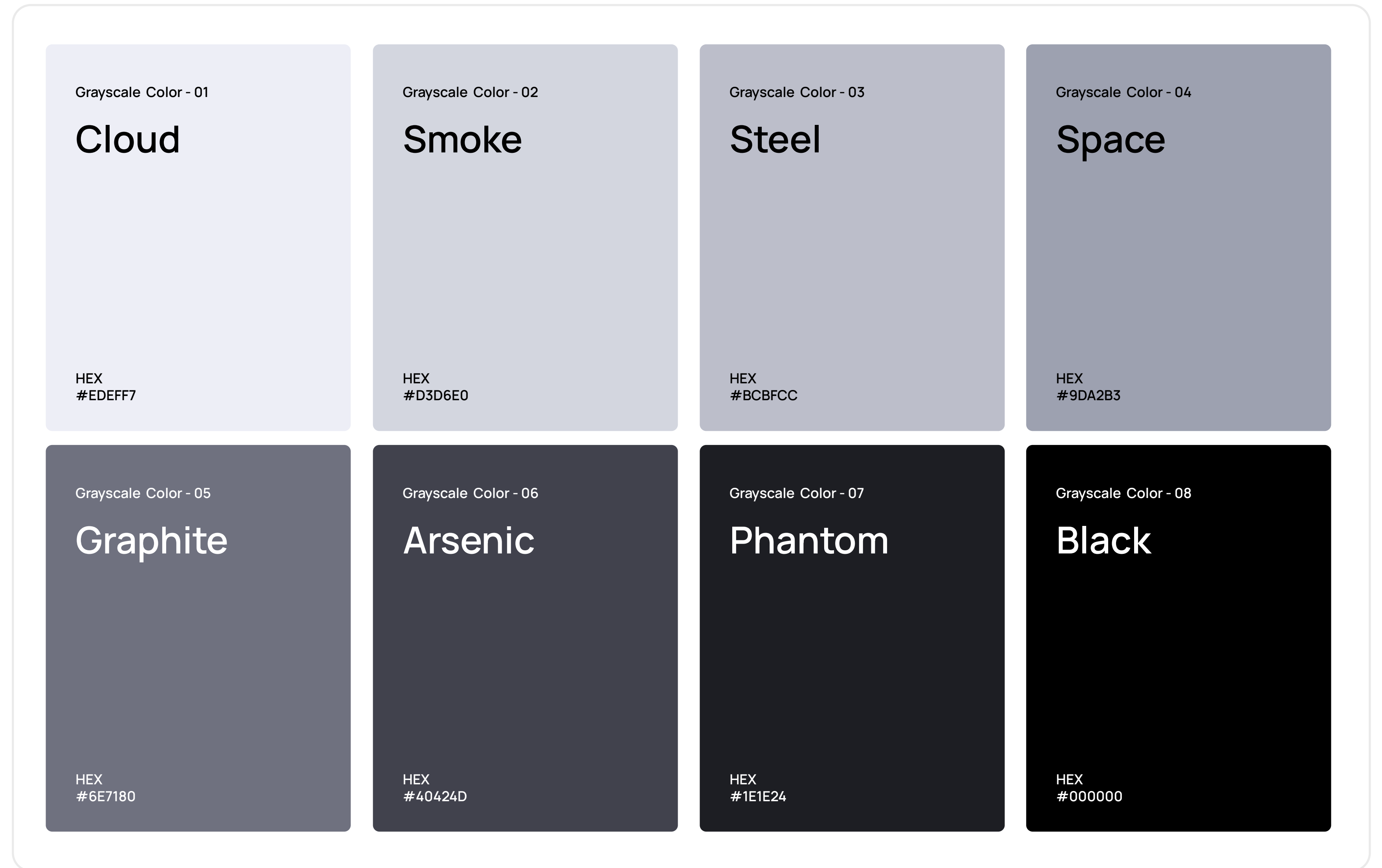
HEX
#161616

HEX
#FB9A73 - #ED5162

Primary Colors

The colors shown here are the primary colors of the brand and serve as the foundation for all visual communications. These hues should be used consistently across all print and digital materials to maintain a cohesive and recognizable brand identity.

Colors



Grayscale Colors

A grayscale color palette consists of varying shades of gray, ranging from pure black to white, with all the intermediate tones in between. The palette doesn't contain any hue or color, it only varies in lightness or darkness.

Typography

04

Typography

Yaro

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789° (!"#\$%&?@)

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789° (!"#\$%&?@)

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789° (!"#\$%&?@)

Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789° (!"#\$%&?@)

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789° (!"#\$%&?@)

ExtraBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789° (!"#\$%&?@)

This font represents the brand's primary typography and should be used across all communications to ensure a consistent and professional visual identity.

Typography

Type Scaling

64 Px

Heading 1

48 Px

Heading 2

32 Px

Subheader 1

24 Px

Subheader 2

18 Px

Paragraph 1

16 Px

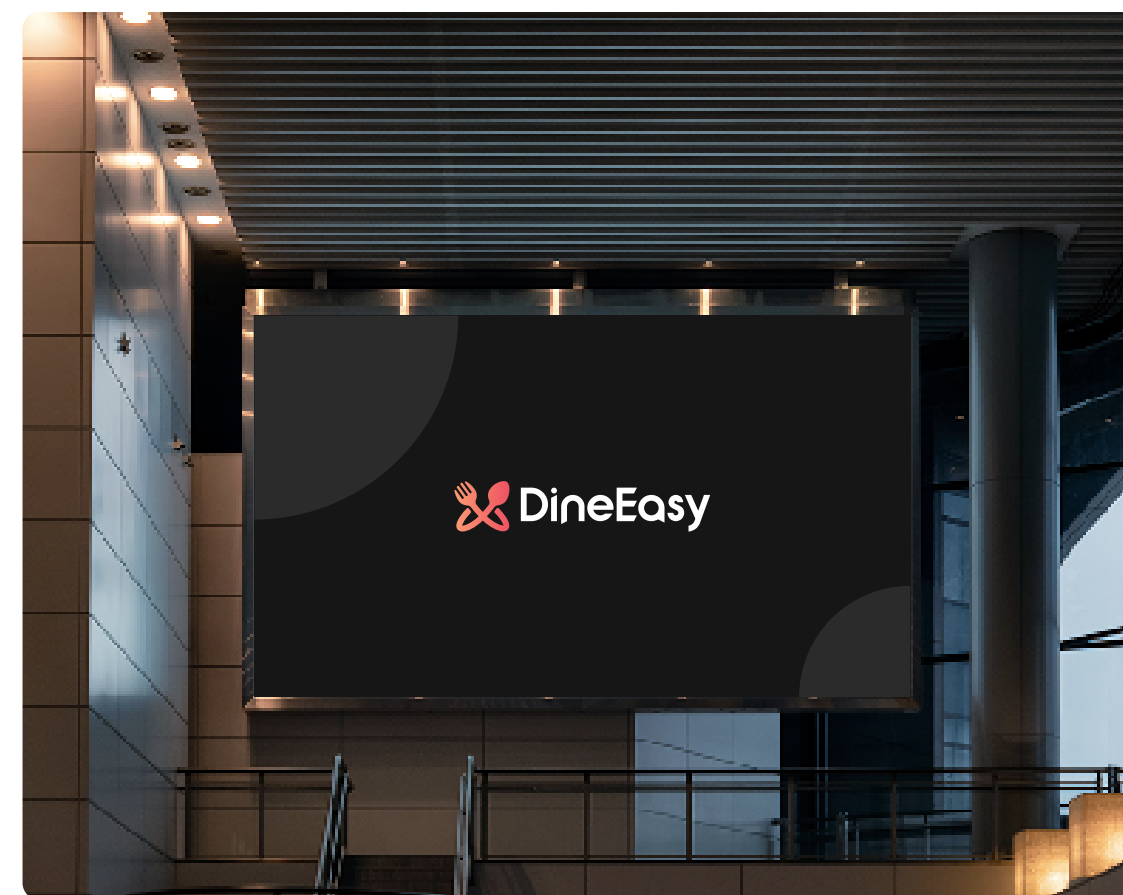
Paragraph 2

Typography scaling ensures a consistent and harmonious visual hierarchy across all brand materials. By applying proportional size relationships between headings, subheadings, body text, and captions, we maintain readability while reinforcing brand identity. This system allows type to adapt seamlessly across different formats and devices, ensuring clarity and cohesion in every application.

Applications

05

Applications



This section demonstrates how the brand's visual elements, logo, typography, color palette, and imagery are applied across various touchpoints.

Thank You