DELAGET™

Brand Guidelines

WHAT YOU'LL FIND

menu

01

Defining our brand

Who we are

Approachable
Collaborative
Committed
Innovative
Data-driven
Restaurant experts

At Delaget, we are restaurant people working to improve the lives of fellow restaurant people. We are knowledgeable about the needs of restaurant operators and provide well-thought-out solutions through collaboration and innovation. We are committed to providing the best possible service while keeping up to date with the rapidly evolving QSR space. We are data-driven and believe that access to data empowers individuals to take control of their businesses. We strive to be the leaders we wish all leaders could be.

Voice + tone

We're confident (but not cocky)

We're conversational (but not unprofessional)

We're playful (but not silly)

We're helpful (but not presumptuous)

Design Elements

Logos

Our logo is composed of a fox head and a logotype.

The horizontal logo is the primary logo, and the stacked logo is intended for large-scale use. The stacked logo may also be applicable in other circumstances due to available logo space.

The Delaget squircle is an iconized version of our logo and is used most commonly for small spaces or as a visual representation of Delaget in illustrations or diagrams.

Do not attempt to recreate the logo, only use provided logos.

DELAGET™

DELAGET™

Delaget squircle

Logos - for small use

The Delaget squircle is the most appropriate logo for small use.
The minimum use size for the squircle logo should be approximately 20 px (or 0.275 inch) wide.

The horizontal logo is an additional option for small use. The minimum use size for the horizontal logo should be approximately 70 px (or 1 inch) wide.

Minimium sizing

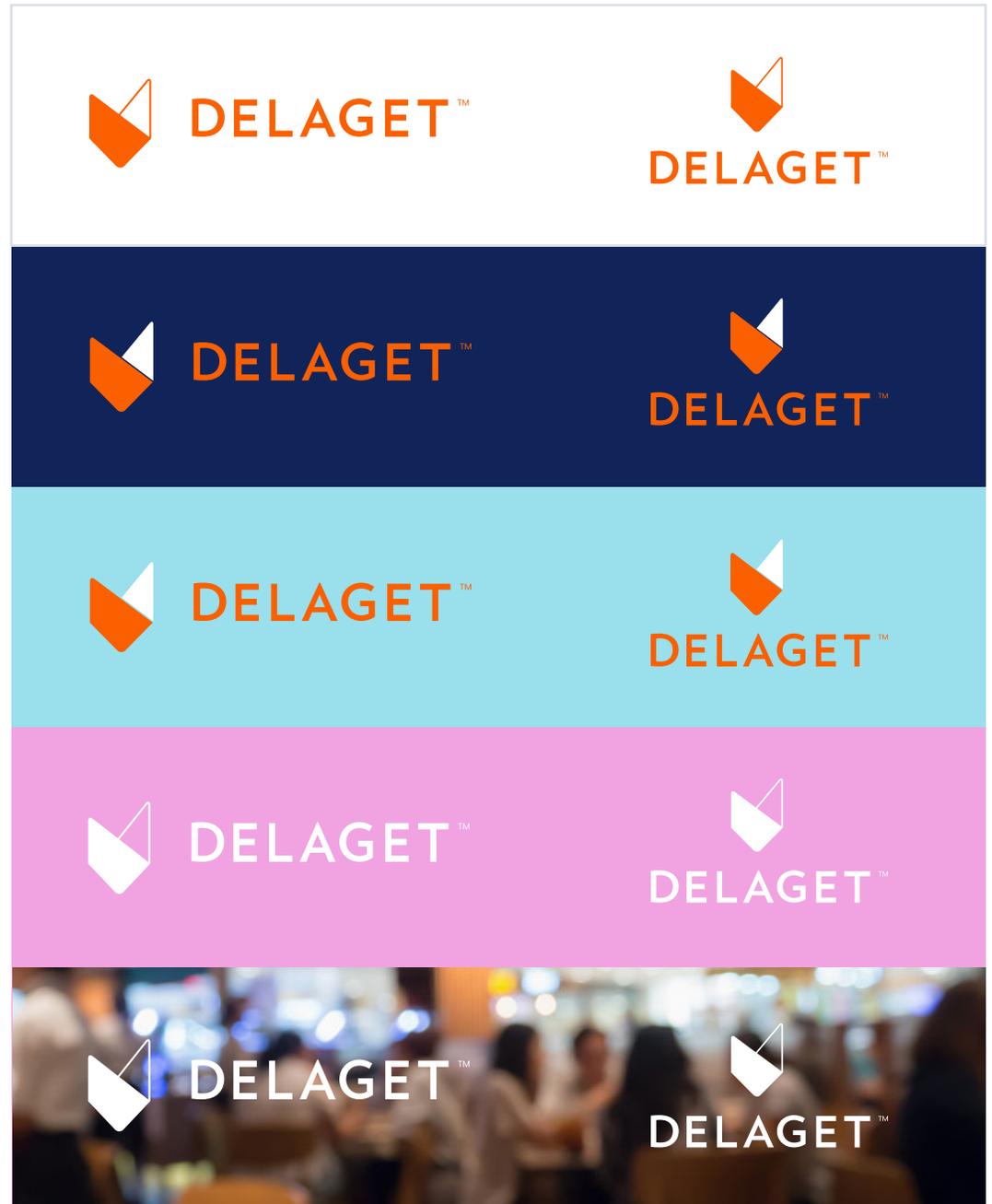70 px wide (approx. 1 in.)

20 px wide (approx. 0.275 in.)

Logo usage on backgrounds

The solid orange logo is for use on solid color white/very light backgrounds.

The orange and white logo is for use on solid blue backgrounds.

The solid white logo is for use on other solid color backgrounds. It may also be used on imagery background as long as it is fully legible on the image.

Logo misuse

Do not crop the logo

Do not distort the logo

Do not change transparency of the logo

Do not change the color of the logo

Do not change the fox head: logotype ratio

Do not combine multiple logo styles

Solutions - logos

Delaget solutions have their own
unique logos. Solution logos
are composed of the horizontal
Delaget logo with the fox head and
logotype, accompanied by a logotype
of the solution name.

Each solution has a primary color and
the logo appears most frequently
in this color, but can also be made
white for use on color backgrounds.

Do not attempt to recreate the logo,
only use provided logos.

Solution name

Solutions – primary colors

DELAGET™
COACH

DELAGET™
DELIVERY

DELAGET™
DETECT

DELAGET™
+RECOVERY

DELAGET™
COACH

DELAGET™
DELIVERY

DELAGET™
DETECT

DELAGET™
+RECOVERY

Partnerships - logo lockups

Partner logo lockups are used for collateral around approved brand partnerships.

We lock up the logos by placing the Delaget logo to the left of or above the partner logo. The space between logos is divided in half by a line (the style of this line will vary based on the context, but our default is a I pt navy line with rounded caps). The space between the line and logo on either side is defined by the fox head.

Both logos should feel equal in size.

Please do not use our logo without explicit approval.

Round caps on line

DELAGET™ | PARTNER

DELAGET™

PARTNER

Colors

Delaget Orange

HEX   FA6000
CMYK   0 77 100 0
RGB   250 96 0
PMS BRIGHT ORANGE C

HEX   112459
CMYK   100 94 35 31
RGB   17 36 89
PMS 655 C

HEX   B2C2EE
CMYK   28 18 0 0
RGB   178 194 238
PMS 2708 C

HEX   7E94DA
CMYK   51 38 0 0
RGB   126 148 218
PMS 7452 C

HEX   CCEC46
CMYK   24 0 86 0
RGB   204 236 70
PMS 374 C

HEX   99DFEC
CMYK   36 0 8 0
RGB   153 223 236
PMS 304 C

HEX   F1A3E1
CMYK   7 42 0 0
RGB   241 163 225
PMS MAGENTA 0521 C

Typography: Poppins

Poppins is a geometric sans-serif typeface that is minimalistic and modern, yet timeless. Its legibility and impactful style makes it perfect for headlines and featured text. This clean, efficient, and charming font is right in line with the Delaget brand.

HEADLINES
Poppins
Weight: Medium (Semibold sparingly)
Font size: 32-72+
Tracking: 0
Leading: +2

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Regular
Regular Italic

Medium
Medium Italic

Semibold
Semibold Italic

Typography: P22 Underground

P22 Underground is an adaptation of the legendary sans-serif Johnston Underground typeface used in the London Underground. P22 Underground is playful and dynamic, yet accessible, making it perfect for delivering information in a unique and digestible way.

BODY

P22 Underground
Weight: Book
Font size: 10-16
Tracking: 0
Leading: +2

BABY HEADERS

P22 Underground
Weight: Medium
Tracking: 150
Leading: +2
Use: Above headlines (H1)
or as mini headlines above
small content sections

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Book

Medium

Demibold

Typography: ideal stack

Baby Header
P22 Underground Medium, 10

H1
Poppins Medium, 40-44

Data done differently

H2
Poppins Medium, 32-36

Configurable dashboards

H3
Poppins Medium, 24-28

Improving operator's day-to-day

H4
Poppins Medium, 18-21

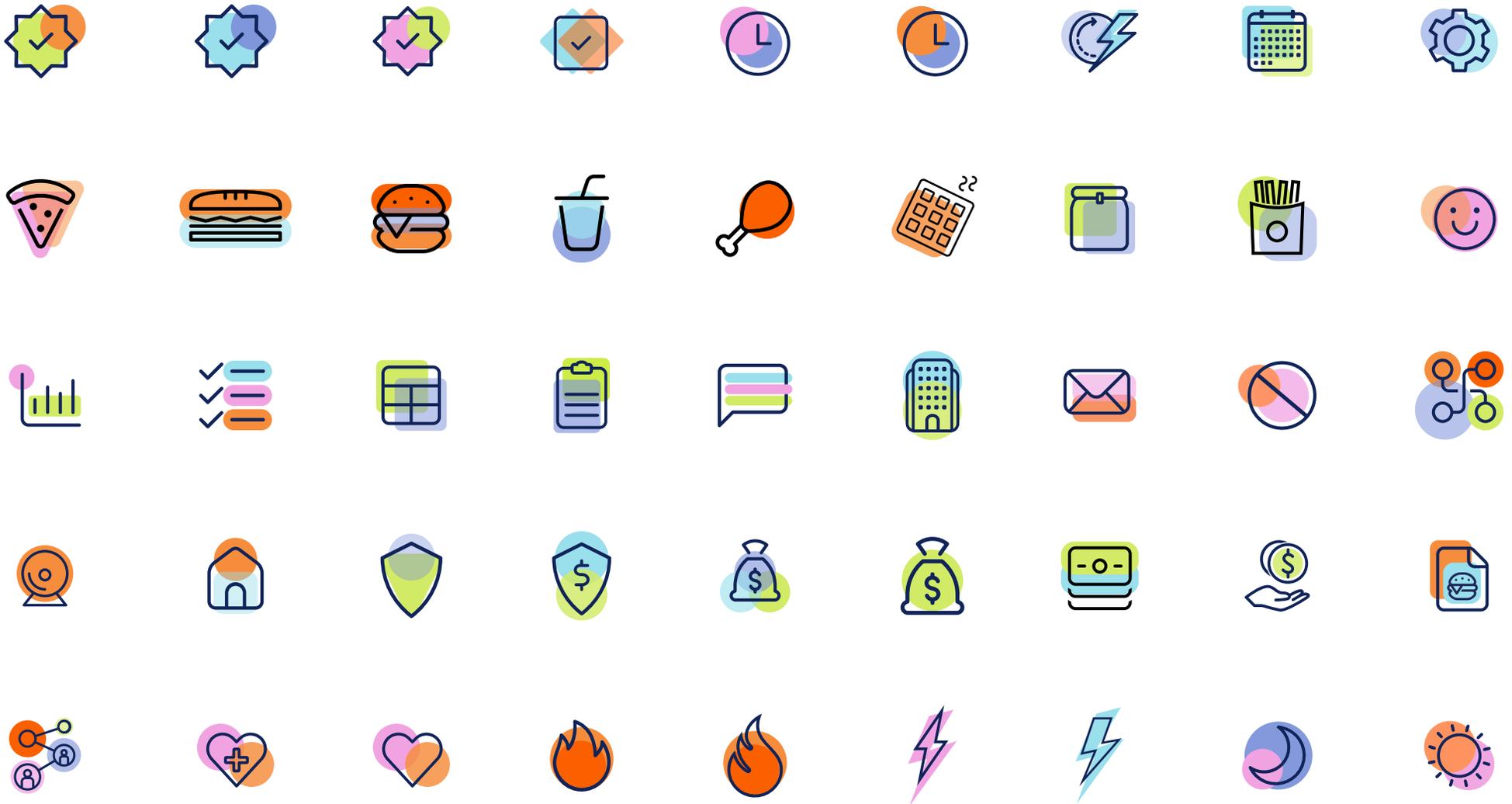Restaurants run on data

P
P22 Underground Book
10-16

We're restaurant people – and helping restaurant operators run more profitable businesses is the whole reason we came to be. We were founded by Border Foods, one of the largest Taco Bell franchises in the U.S., and our team of restaurant professionals comes from brands across the industry.

Quote
Poppins Regular, 14-21

"Delaget has helped us get more time back to focus on our business needs."

Attribution
P22 Underground Demibold, 10-14
P22 Underground Book, 8-12

Sally Plampton
Graphic Designer

Icons

Imagery

DELAGET™

Contact us

If you have any questions about our brand
guidelines or need approvals of logo use,
please send to **communications@delaget**.com