



Brand Guidelines

Brand Story

Our History & Philosophy (mission, value, vision)

BRAND STORY

Technology Designed By Restaurateurs — For Restaurateurs



GoTab launched in 2016 as a code on the receipt for mobile payment of restaurant tabs. In 2018 it became a QR code. The idea started when co-Founder Tim McLaughlin co-opened his first restaurant and brewery in 2015. It had been a passion project in the works for many years.

Tim had spent the previous 15 years growing and successfully exiting a thriving e-commerce technology agency. He immediately saw areas where his new restaurant could improve operationally. At the same time, he saw they could maintain high quality standards and service.* His agency clients included many high-touch service businesses such as Mandarin Oriental Hotels, Goldman Sachs, Sotheby's Auction, and similar. Tim was very familiar with bespoke service.



E-Commerce Solutions for the Restaurant Industry

Tim and the GoTab team identified four problems that better restaurant commerce technology could solve:

- How to make it easier for guests to place an order, or reorder an item, without having to flag down a server or wait in line. Solving this problem could result in as much as a 30 percent increase in average cover.
- How to improve the communication between restaurant operators and their guests. Wouldn't it

make sense to be able to address guest issues while they're still at the establishment. Why wait for guests to submit a bad Yelp review?

- How to avoid order errors that result in frustrated guests and servers and expensive chargebacks. When guests place their own orders, they're far more likely to get them right.
- How to give guests and servers systems that are inexpensive, functional and easy-to-use? For decades, the restaurant technology category has been dominated by costly, inflexible, hard-to-use systems that limit innovation and burden operators with long-term contracts and hidden costs.

When COVID-19 upended the entire hospitality industry, the problems GoTab started to address four years ago suddenly became more acute for everyone.

So we got to work

Since March 2020, GoTab has experienced a 7,000 percent increase in transaction volume. We've acquired hundreds of new customers across the U.S. We've worked aggressively to build out new capabilities that our operators need, like a full-featured ecommerce grocery market for Founding Farmers Restaurant Group. When pandemic restrictions made it impossible to serve dine-in guests, we built first-party ordering and delivery capabilities for breweries and restaurants like Institution Ale, and Barcelona Wine Bar.



And our work continues

GoTab never stands still. We intend to provide solutions to help the hospitality industry of the future thrive. To thrive, operators need the flexibility to pivot in response to what's happening in their unique markets and venues. That could mean integrating with a labor management solution like 7shifts, so they can more efficiently run their operations with reduced staff. Or, it could mean connecting to delivery services like Postmates, so operators can recapture their fair share of lost revenue to third party food delivery services.

And we're doing it at a lower cost than any competitor with comparable features

We charge a nominal setup fee, and some of the lowest base transaction fees in the marketplace. We don't require a contract and our software can run on an operator's existing hardware.

We are 100 percent aligned with our operators' success. We make money when our operators make money. It's that simple. We simply wouldn't operate any other way.

Brand Positioning

Our Impact & we stack up against the rest

BRAND POSITIONING

Since 2016, we've helped savvy hospitality operators optimize their front-of-house service models using cost-effective, agile, contactless technology. Our customers include hundreds of food and beverage establishments across almost 30 states, and growing.

We make an Impact

- Larger Order Sizes: GoTab operators see higher customer spend — 23% when compared to counter service
- Better Reviews: GoTab operators see higher Yelp reviews — average ½ star higher for GoTab users
- More Efficient Service: GoTab operators process more transactions—typically 3-5 times more at peak vs traditional POS
- Better Experience: Customers prefer GoTab to traditional models and long lines

We use Technology And Data As A Competitive Advantage

And GoTab operators recognize that the platform allows, many for the first time, the ability to use technology and data analytics as a competitive advantage. They're gaining greater insight and control of their end-to-end customer experience than ever before. With GoTab, operators can modernize their tech stack without having to rip and replace the investments in legacy POS systems they've already made. They get a complete ecommerce platform for their business that sits "over-the-top" of their existing POS.

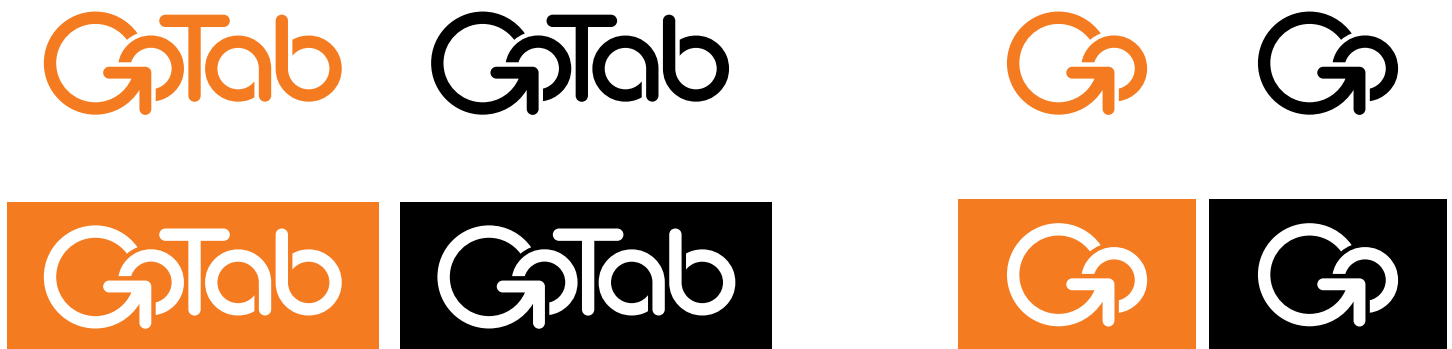
Brand Identity

What our brand represents and how to use our mark

LOGO

The GoTab logo represents our company and our product to the public. It should never be redrawn or altered in any way. The logo can be represented both as the full wordmark or the Go symbol by itself, however preference should always be given to the full wordmark. The Go symbol may be used on internal facing printed or digital content as well as swag/merchandise, only. All versions of the logo can be used in color, black, or white.

Primary Logo Wordmark & Secondary Go Symbol & Color Variations



1. Primary Logo Wordmark

In the preferred use of the primary logos, all the logos are placed on a white or colored background as seen above.

2. Secondary Go Symbol

In the preferred use of the secondary logos, all the logos are placed on a white or colored background as seen above.

The exception to the rule is 93% gray on black, which is used as a watermark on QR codes.



3. GoTab Partner

See following page for usage guidelines.

PARTNER LOGO USAGE



GoTab Partner Logo

Partner logos allow our partners to accurately represent their relationship with GoTab in a way that is informative and on-brand.

When using the GoTab Partner logo as a marketing tool for web or print, partners should use our logos carefully and follow all guidelines.

Partners can download the appropriate logos from the [Partner Resource Center](#).

Background Control & Clear Space When Using Partner Logo With Another Logo



x



1. Proper Clear Space

Clear space frames the logo, separating it from other elements such as headlines, text, other logos and the outside edge of printed materials. The clear space indicated is the minimum. Whenever possible, allow more than this amount of clear space to the top and bottom of logo..

2. Improper Usage

1. Do not stretch or alter our logo; including retyping the words or changing the colors in any way.
2. Do not overlap other graphics or text or photography.
3. Do not screen the logo. It should always print at 100% ink density.

BACKGROUND CONTROL & CLEAR SPACE



1. Proper Clear Space

Clear space frames the logo, separating it from other elements such as headlines, text, imagery and the outside edge of printed materials. The clear space indicated is the minimum. Whenever possible, allow more than this amount of clear space.

Improper Usage

1. Do not re-create or retype the words.
2. Do not stretch or alter our logo in any way.
3. Do not use any colors other than brand ones.
4. Do not use graphic effects or outlines on our logo.
5. Do not place our logo in a shape.
6. Do not overlap other graphics or text or photography.
7. Do not screen the logo. It should always print at 100% ink density.
8. Do not add graphics to the logo.
9. Do not rearrange the logo.
10. Do not angle the logo.

1.



2.



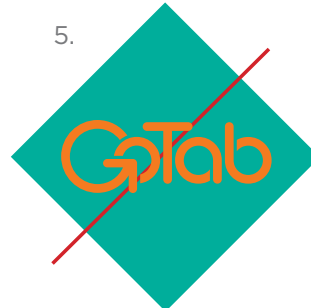
3.



4.



5.



6.



7.



8.



9.



10.



COLORS

In order to effectively brand ourselves as well as cobrand with our venues, we will utilize a flexible color palate consisting of two main colorways: a range of colors and a neutral gray scale. This will allow us to adapt to all marketing standards as needed, as well as highlight ourselves within both the tech and hospitality industries.

Below are listed the PMS, CMYK, RGB, and Hex codes for each of our primary colors.

PMS 1797C C0 M92 Y72 K6 R203 G51 B69 #CB333B	PMS Warm Red C C0 M83 Y81 K0 R249 G66 B58 #F9423A	PMS 1505C C0 M64 Y100 K0 R255 G105 B0 #FF6900	PMS 1375C C0 M40 Y97 K0 R255 G158 B27 #FF9E1B
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* PRIMARY COLOR

Dark Blue C100 M80 Y13 K2 R17 G76 B144 #114C90	Light Blue C80 M54 Y0 K0 R59 G113 B184 #3B71B8
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* PRIMARY COLOR

C0 M0 Y0 K100 R0 G0 B0 #000000	C0 M0 Y0 K90 R26 G26 B26 #1A1A1A	C0 M0 Y0 K70 R77 G77 B77 #4D4D4D	C0 M0 Y0 K10 R230 G230 B230 #E6E6E6	C3 M4 Y5 K0 R244 G239 B235 #F4EFEB
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* PRIMARY COLOR

In most circumstances, our primary colors will be Bright Orange, Black and Dark Blue. The additional colors can be used as accents or to provide more variety within a design as needed.

Gradients

Gradients should be used as accents or backgrounds, but should not be distracting or take attention away from the design as a whole.



TYPOGRAPHY

To create separation and increase hierarchy between the logo and content, we will switch from Nunito as our brand typeface to Barlow and Roboto. Barlow will be used to headlines and prominent content, both in all caps and sentence case. Roboto will become our new body copy, relying on its readability and user-friendly letterforms. Both typefaces have rounded letterforms which echo the shape of the GoTab mark without fully competing.

BARLOW EXTRABOLD

Barlow ExtraLight

Roboto Bold

Roboto Light Ibus, exeribus nes rem ulparum raeriorum
faccat voluptat. Rum et que corit faceribus et pro conem
resenem vellupt aquianto dolorerit pore pa prae porectis
sapit as ide namus adis di ut aci reseruptat.

- Barlow Black**
- Barlow ExtraBold**
- Barlow SemiBold**
- Barlow Medium**
- Barlow Regular
- Barlow Light
- Barlow ExtraLight
- Barlow Thin

- Roboto Black**
- Roboto Bold**
- Roboto Medium**
- Roboto Regular**
- Roboto Light
- Roboto Thin

Headlines

Subheads

In-Text Headings

Body Copy

ICONOGRAPHY

When used, our icons need to clearly illustrate the concept they were chosen to represent. In sets, icons need to have a consistent look, feel, and line weight.

We use 3 distinctive styles; in emails, you'll see 1-color icons in Bright Orange. In infographics, we'll use multi colored icons. In One-pagers or Fact Sheets, we'll use 2-color icons, Dark Grey and Bright Orange as accent.



1-COLOR



MULTI-COLOR



2-COLOR

PHOTOGRAPHY

GoTab photos should feel like a captured moment of real people and real experiences as they're making the most of now. Subjects should be diverse. Food & drink photos should relate directly to the restaurant or bar that they are being used to advertise (i.e. don't use a burger for a taco bar). Photos should always be a high resolution & quality to be printed on large-format materials. Our aesthetic is colorful & clean, yet modern & moody. Photos should always look fresh and appetizing—Instagram worthy. Photo treatments may be used with a brand gradient or full-color overlay.

