



QSR Automations Branding Guidelines

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1 QSR Automations Standards

QSR Automations® Logo

Our logo defines the visual brand identity of QSR Automations. To preserve its significance, it must be used properly and consistently. The preferred version of the logo is shown to the right. It must be used in most cases. However, the alternative logo may be more appropriate for some projects depending on specific requirements.

The QSR Automations logo must be present in all related marketing and advertising. Do not attempt to re-create or modify the logo. Utilize only the master EPS files provided for the logo lockups.

On the following pages, you will find examples of the QSR logo and guidelines for clear space, size, improper usage and color.

Ask the Experts

Do you have more questions about the correct ways to use the logo, or just QSR branding standards in general? We can help. Contact our experts for guidance and approval.

✉ Marketing@QSRAutomations.com

☎ (855) 980-7328

Preferred Logo



DOWNLOAD
4C EPS | PNG

Alternative Logo



DOWNLOAD
B&W EPS | PNG

Clear Space

Acceptable Logo Clearance

For proper positioning of the logo, the space noted as "X" is equal to the x-height of the logo. Always maintain the space "X" around the logo lockup. Do not allow other elements to violate this space. In addition, the logo lockup should be placed proportionally away from the edges or corners of a layout, with a minimum of clear space "X."

Measurement of "X"

The measurement of "X" is equal to the space between the bottom of the overall logo and the bottom of the QSR® typeface.

Minimum Size

The QSR logo can be resized as needed, but always has to be legible. To maintain quality, never make the logo smaller than .75 inches wide (or 225 pixels wide by 111 pixels tall at 300 dpi).

Preferred Logo



Minimum Size



Incorrect Usage

What Not to Do

Consistent presentation of the QSR Automations logo using high-quality graphics is critical for protecting our brand identity. Alteration of the preferred or alternate logo lockups is never allowed.

Examples of incorrect uses of the logo are shown here to help you avoid mistakes.

Do not distort the logo, change the size or position of any logo elements, or remove elements.



Do not add text, unapproved colors or special effects to the logo.



Do not use low-quality, low-resolution, blurry or photocopied artwork.



2 ConnectSmart Standards

ConnectSmart® Logo

Our logo defines the visual brand identity of the ConnectSmart line of kitchen technology solutions. To preserve its significance, it must be used properly and consistently. The preferred version of the logo is shown to the right. It must be used in most cases. However, the alternative logo may be more appropriate for some projects depending on specific requirements.

The ConnectSmart logo must be present in all related marketing and advertising. Do not attempt to re-create or modify the logo. Utilize only the master EPS files provided for the logo lockups.

On the following pages, you will find examples of the ConnectSmart logo and guidelines for clear space, size, improper usage and color.

Ask the Experts

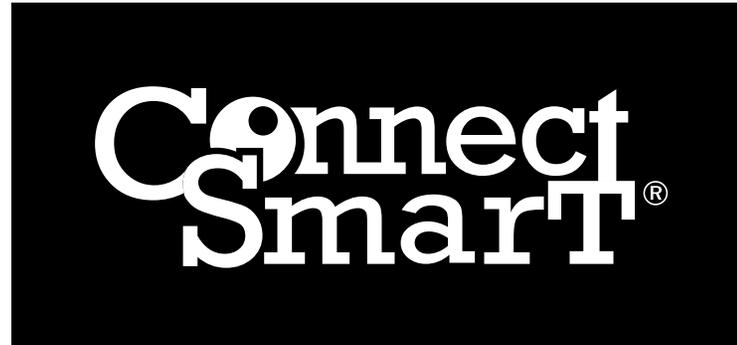
Do you have more questions about the correct ways to use the logo, or just QSR branding standards in general? We can help. Contact our experts for guidance and approval.

✉ Marketing@QSRAutomations.com

☎ (855) 980-7328

Preferred Logo

DOWNLOAD
4C EPS | PNG

Alternative Logo

DOWNLOAD
B&W EPS | PNG

Clear Space

Acceptable Logo Clearance

For proper positioning of the logo, the space noted as "X" is equal to the x-height of the logo. Always maintain the space "X" around the logo lockup. Do not allow other elements to violate this space. In addition, the logo lockup should be placed proportionally away from the edges or corners of a layout, with a minimum of clear space "X."

Measurement of "X"

The measurement of "X" is equal to the height of the T in "SmarT®."

Minimum Size

The ConnectSmart logo can be resized as needed, but always has to be legible. To maintain quality, never make the logo smaller than .75 inches wide (or 225 pixels wide by 71 pixels tall at 300 dpi).

Preferred Logo



Minimum Size



Incorrect Usage

What Not to Do

Consistent presentation of the ConnectSmart logo using high-quality graphics is critical for protecting our brand identity. Alteration of the preferred or alternate logo lockups is never allowed.

Examples of incorrect uses of the logo are shown here to help you avoid mistakes.

Do not distort the logo, change the size or position of any logo elements, or remove elements.



Do not add text, unapproved colors or special effects to the logo.



Do not use low-quality, low-resolution, blurry or photocopied artwork.



3 DineTime Standards

Preferred Vertical Logo Lockups

DineTime® Logo

Our logo defines the visual brand identity of the DineTime line of guest management solutions. To preserve its significance, it must be used properly and consistently. The preferred logos, with and without tagline, are shown. The preferred logo must be used in most cases. However, the alternative logo may be more appropriate for some projects depending on specific requirements.

The DineTime logo must be present in all related marketing and advertising. Do not attempt to re-create or modify the logo. Use only the master EPS files provided for the logo lockups.

On the following pages, you will find examples of the DineTime logo and guidelines for clear space, size, improper usage and color.

Let's Seat! Tagline

The "let's seat!" tagline works in conjunction with the main logo. Both elements must be left in their original positions. Never alter the placement between logo and tagline, as the two elements work together to solidify the DineTime brand voice.

Ask the Experts

Do you have more questions about the correct ways to use the logo, or just QSR branding standards in general? We can help. Contact our experts for guidance and approval.

✉ Marketing@QSRAutomations.com

☎ (855) 980-7328

Preferred Logo with Tagline



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4C EPS | PNG

Preferred Logo No Tagline



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4C EPS | PNG

Alternative Logo with Tagline



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B&W EPS | PNG

Alternative Logo No Tagline



DOWNLOAD
B&W EPS | PNG

Horizontal Logo Lockups

[back to top ↑](#)**Horizontal DineTime® Logo**

Although the stacked DineTime logo should be used in most cases, sometimes the horizontal version is more appropriate. The full color horizontal logo with tagline is the preferred secondary orientation usage. It should be used in situations where the vertical logo won't work. This provides design flexibility while still maintaining brand significance and consistency.

Horizontal Logo with Tagline

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Horizontal Logo No Tagline

DOWNLOAD
4C EPS | PNG

Alternative Horizontal Logo with Tagline

DOWNLOAD
B&W EPS | PNG

Alternative Horizontal Logo No Tagline

DOWNLOAD
B&W EPS | PNG

Clear Space

Acceptable Logo Clearance

For proper positioning of the logo, the space noted as "X" is equal to the x-height of the logo. Always maintain the space "X" around the logo lockup. Do not allow other elements to violate this space. In addition, the logo lockup should be placed proportionally away from the edges or corners of a layout, with a minimum of clear space "X."

Measurement of "X"

The measurement of "X" is equal to the distance from the bottom of "time®" in the logo to the bottom of the "let's seat!" tagline.

Minimum Sizes

The DineTime logo, both stacked and horizontal, can be resized as needed but must always be legible. To maintain quality, observe the following restrictions:

Vertical logo (w/tagline) must be at least .625 inches wide (or 188 pixels wide by 94 pixels tall at 300 dpi).

Horizontal logo (w/tagline) must be at least 1 inch wide (or 300 pixels wide by 95 pixels tall at 300 dpi).

Preferred Logo



Note

Apply the same spacing clearance to the horizontal lockups and logos without tagline.

Minimum Sizes



Incorrect Usage

What Not to Do

Consistent presentation of the DineTime logo using high-quality graphics is critical for protecting our brand identity. Alteration of the preferred or alternate logo lockups is never allowed.

Examples of incorrect uses of the logo are shown here to help you avoid mistakes.

Do not distort the logo, change the size or position of any logo elements, or remove elements.



Do not add text, unapproved colors or special effects to the logo.



Do not use low-quality, low-resolution, blurry or photocopied artwork.



Consumer Badge & Logo Bugs

Get the App. Skip the Wait.™ Consumer Badge

The Consumer Badge can be used for promoting the mobile app, enhancing visibility and attracting new guests. Never attempt to recreate the badge or physically attach it to surfaces. Stickers are available in the Welcome Package you receive after signing up for a new DineTime account.

DineTime® Logo Bugs

The bug graphics are perfect for layouts and applications that have limited space or creating icons.

Clear Space and Incorrect Usage

You must observe the same brand usage standards established for the preferred DineTime logo. Refer to pages **14** and **15** for guidance on staging the badge or bug(s), and what not to do with them.

Ask the Experts

Have you used all your Welcome Package media? No problem. Contact a DineTime sales representative to order replacements.

✉ Sales@DineTime.com

☎ (855) 980-7328

Consumer Badge

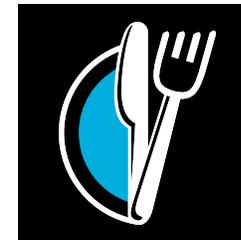


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Logo Bugs



DOWNLOAD
4C EPS | PNG



DOWNLOAD
B&W EPS | PNG

4 Color

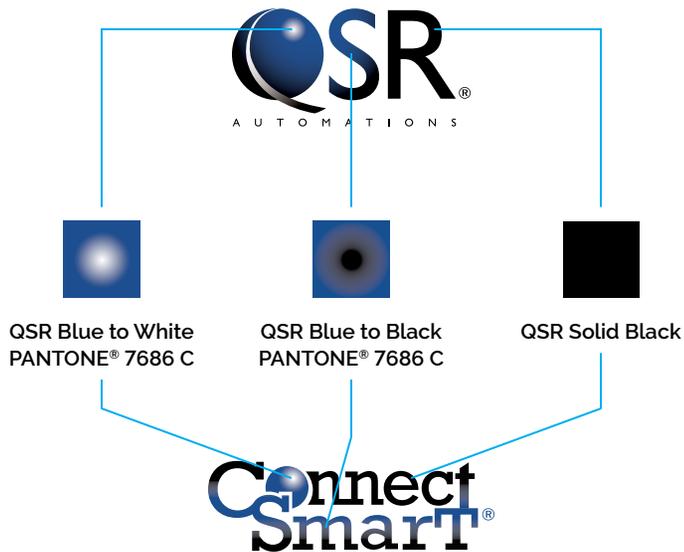
QSR Automations & ConnectSmart Color Palette

QSR blue and black are the primary colors of these brands, with highlights of gray and white. Specific color values are provided.

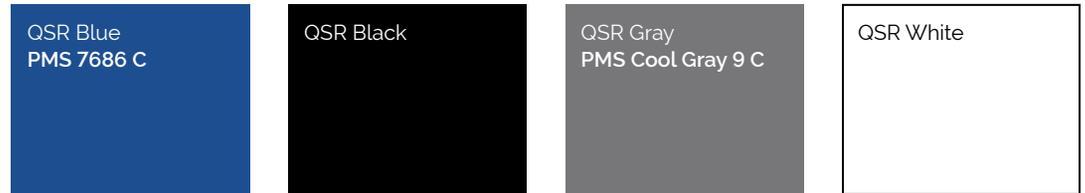
Substitution of approved colors or addition of different colors to the palette is not allowed.

Color Assignment

The diagram below shows the only acceptable color attributes for the QSR Automations and ConnectSmart logos. This specific assignment of colors may not be altered for any purpose.



PANTONE® Colors



4-Color Process

C 98
M 77
Y 14
K 2

RGB

R 25
G 79
B 144

Hexadecimal

#194F90

4-Color Process

C 0
M 0
Y 0
K 100

RGB

R 0
G 0
B 0

Hexadecimal

#000000

4-Color Process

C 52
M 43
Y 43
K 8

RGB

R 128
G 128
B 128

Hexadecimal

#808080

4-Color Process

C 0
M 0
Y 0
K 0

RGB

R 255
G 255
B 255

Hexadecimal

#FFFFFF

DineTime Color Palette

The light and dark blues are the principal colors of DineTime, with highlights of an alternative blue and accent yellow. Specific color values are provided. Substitution of approved colors or addition of different colors to the palette is not allowed.

Color Assignment

The diagram below shows the only acceptable color attributes for the DineTime logo. This specific assignment of colors may not be altered for any purpose.



PANTONE® Colors



4-Color Process

C 100
M 0
Y 10
K 0

RGB

R 0
G 173
B 220

Hexadecimal

#00ADD8

4-Color Process

C 96
M 63
Y 45
K 31

RGB

R 0
G 72
B 93

Hexadecimal

#00485D

4-Color Process

C 80
M 38
Y 28
K 2

RGB

R 51
G 130
B 158

Hexadecimal

#33829E

4-Color Process

C 5
M 17
Y 100
K 0

RGB

R 244
G 204
B 18

Hexadecimal

#F4CC12

5 Typography

Raleway - Primary Typeface

Raleway represents the brand voice of the three QSR brands. It is used for copy and layout in all advertising material, printed or digital.

[DOWNLOAD](#)

Raleway Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Raleway Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Note

Always use the OpenType Tabular Lining option for Raleway, especially for numbers.

Roboto - Secondary Typeface

Roboto is used to complement the main Raleway font or emphasis in advertising material, printed or digital.

[DOWNLOAD](#)

Roboto Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Note

Never use Roboto as a replacement for Raleway in headlines or primary copy.



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Connect
Smart[®]

