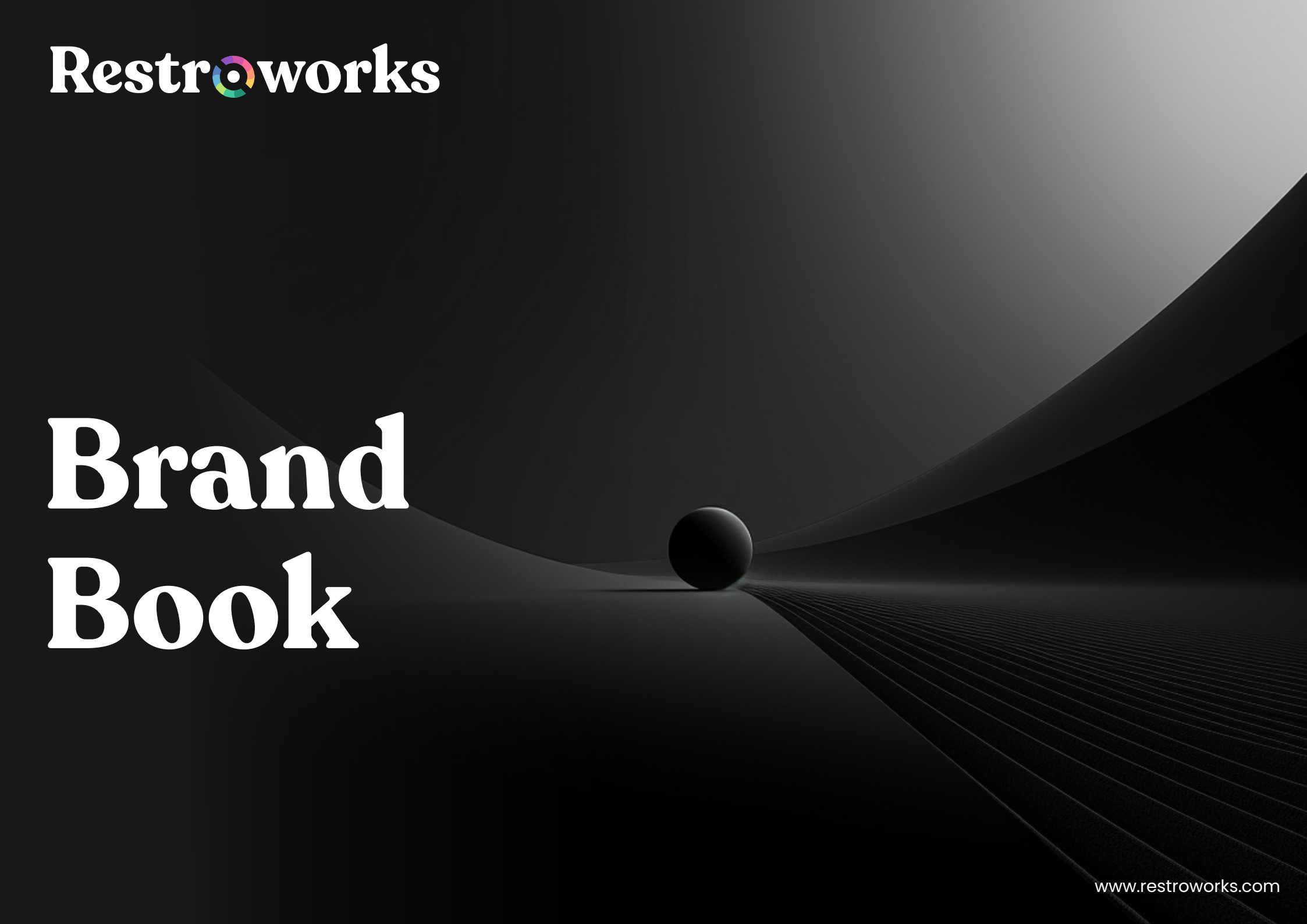
Restroworks

Brand Book



www.restroworks.com

Welcome

At Restroworks, we think of our brand as a continuous evolution that's never done. Just as humans and technology evolve, so does our brand.

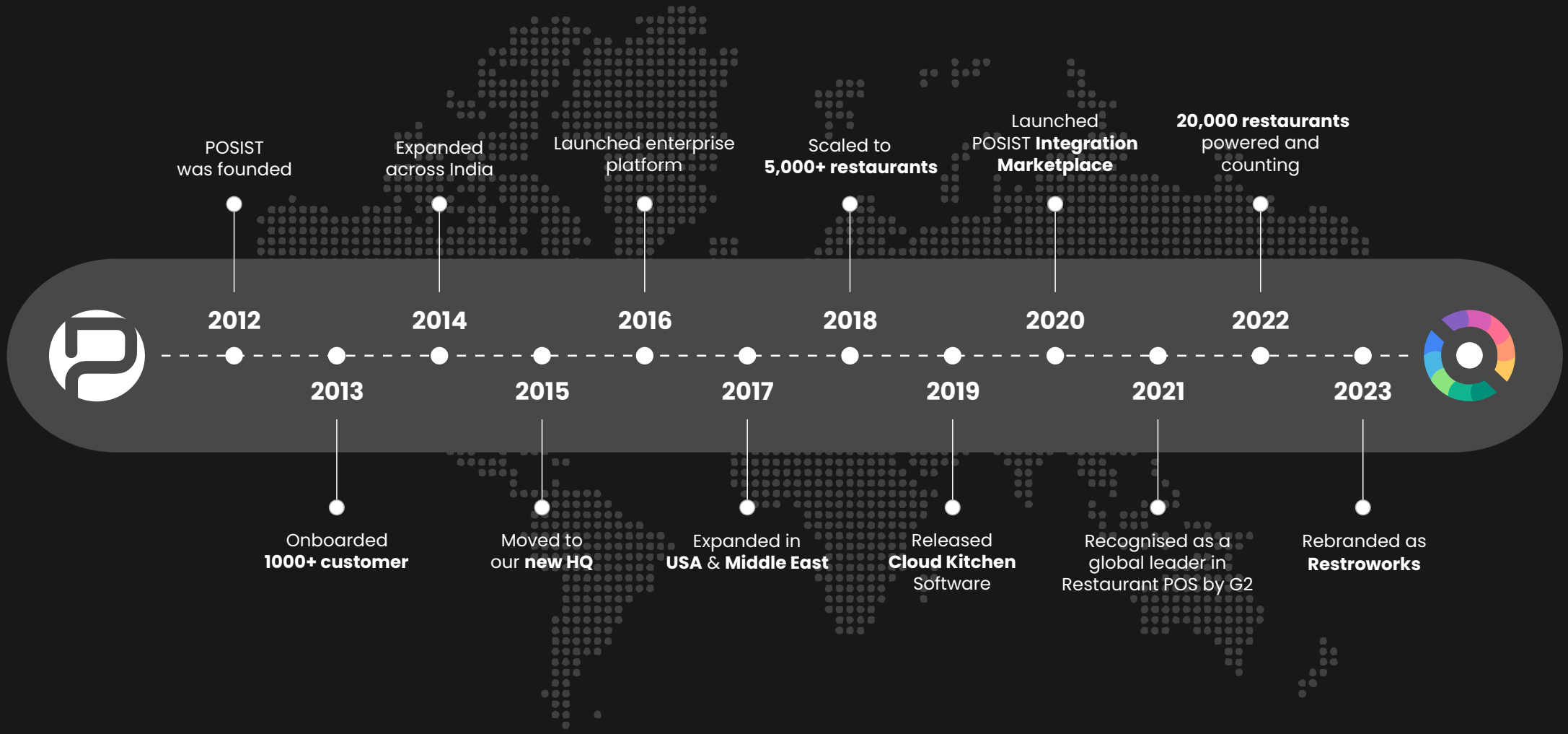
We've come a long way since launching our prototype in 2012 as a POS (point of sale) software for restaurants to building a full-scale technology platform for global restaurant chains.

Our brand was built all these years on the back of our technology, our people who have shaped our personality, and from the diverse experience we've acquired while working with 20,000+ restaurants worldwide.

We present this brand book as a guide In which we outline the building blocks of the Restroworks brand, including what we stand for, what sets us apart, why we choose the words we choose, and how we have decided to show up in the world.



Our Journey

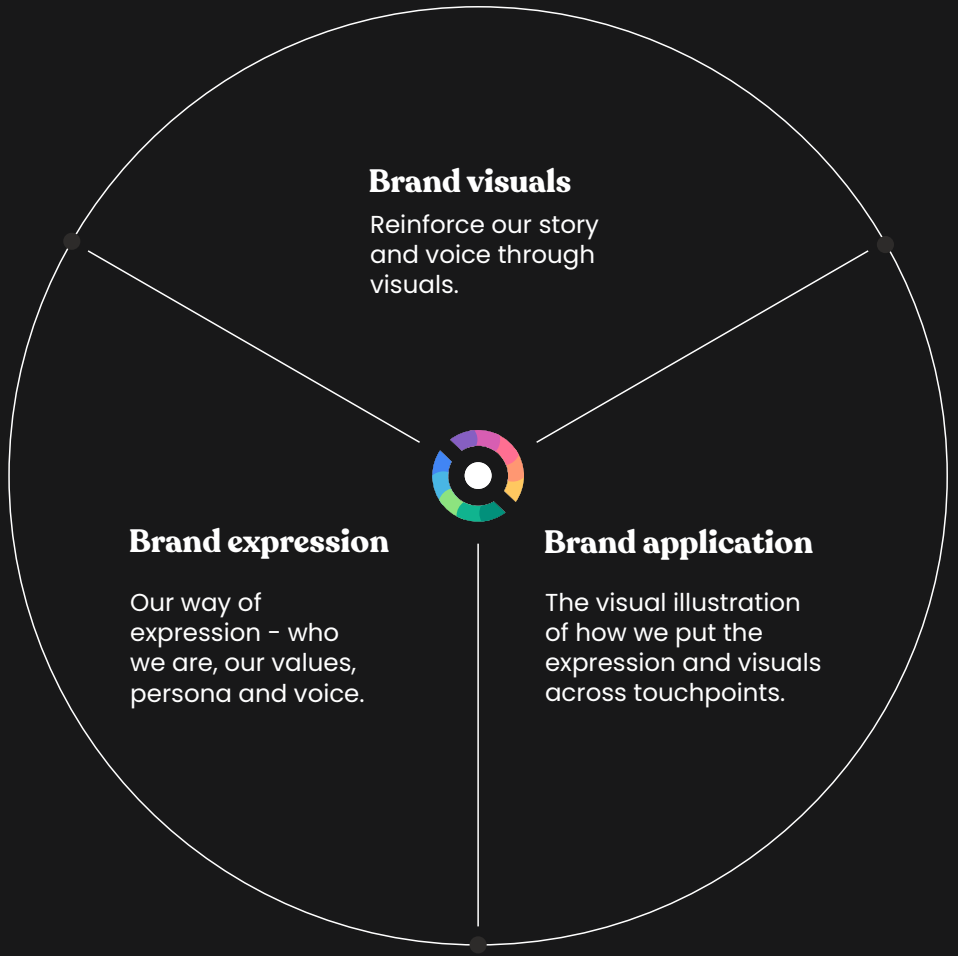

2012
POSIST was founded
2013
Onboarded **1000+ customer**
2014
Expanded across India
2015
Moved to our **new HQ**
2016
Launched enterprise platform
2017
Expanded in **USA** & **Middle East**
2018
Scaled to **5,000+ restaurants**
2019
Released **Cloud Kitchen** Software
2020
Launched POSIST **Integration Marketplace**
2021
Recognised as a global leader in Restaurant POS by G2
2022
20,000 restaurants powered and counting
2023
Rebranded as **Restroworks**

The brand book

Our brand is at the heart of everything we do. Each element of our brand works together to demonstrate who we are, how we communicate, and how we look and feel to the outside world.

We express our brand through our expression, brand visuals, and brand application.

- **Our brand expression** is the way we express ourselves - who we are, our values, persona, and voice.
- **Our brand visuals** reinforce and enhance our brand expression through typography, icons, graphic elements, and vibrant colors.
- **Our brand application** is the visual illustration of how we put the expression and visuals across touchpoints where customers, partners, teams interact with us.



Purpose of The Book

The book is meant to give the readers a forward-thinking view of Restroworks. While there are many different internal and external audiences, this book should inspire each of us to be a part of the Restroworks journey.

Anyone at Restroworks who communicates on the company’s behalf should find this book a helpful and inspiring resource.

- Business teams can use this book to understand the company's positioning
- Customers and partners can view the vision, mission, and purpose
- New team members can study the book to learn about our journey, culture, and values



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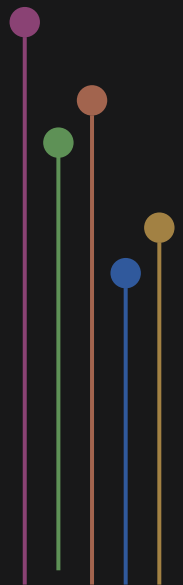
Section

1

Our Brand Expression

Our brand is more than just our name and logo — it is a reflection of how we listen and interact with our customers, learn from the experiences of our customers, and how we communicate with all our stakeholders from customers, partners to our teams.

These three key aspects of learning, listening, and communications form the brand expression that defines who we are, how we make a difference, and our values.



Who We Are

Restroworks (formerly Posist) is a leading cloud-based enterprise restaurant technology platform that powers 20,000 restaurants globally. The unified cloud platform empowers restaurant operators to grow at scale, improve bottom-line efficiency, and deliver a consistent guest experience at all touchpoints.

The Restroworks platform is designed for restaurants of all formats and sizes, including QSR, Fine-Dine, Cloud Kitchens, Fast Casual, Food Courts, and Hotel Restaurant Chains. It offers a comprehensive suite of products, including Front-of-House, Back-of-House, Kitchen Suite, Digital Ordering, Integrations, Reports, and Analytics.

Renowned restaurant chains such as Taco Bell, Subway, Nando's, Carl's Jr, Häagen-Dazs, Arby's, and Caribou Coffee are among the many brands using Restroworks to manage their processes, people, and places of operation. With teams across the Middle East, Asia Pacific, North America, and Latin America, the company serves leading restaurant chains in over 50 countries.

Restroworks is on a mission to make restaurants prosperous.

Our Vision:

A world where restaurants are free from the struggle for efficiency and can focus on what they do the best - serving great food.

Our Mission:

Accelerate the restaurant industry's transition to the cloud and enable bottom-line efficiency at scale.

Our Purpose:

Making restaurants prosperous.



How we describe the need for Restroworks

Challenge

Running a restaurant in no easy feat. The fundamental challenge common to managing a restaurant business is one of improving bottom line efficiency and doing that at scale across multiple outlets and geographies. With time the restaurant business has changed, tight margins and agile business models require a technology that can bring alignment in front of the house, back of the house and out of the house(integrations) of a restaurant.

Solution

Restroworks offers a unified technology platform that is built for scale and to keep you future-ready. Our platform empowers restaurant operators with end-to-end control, visibility and insights that can help you make the right decisions to improve bottom line efficiency.

Result

With Restroworks you can make a visible impact on your - product, people, pricing, promotions & place of operations.



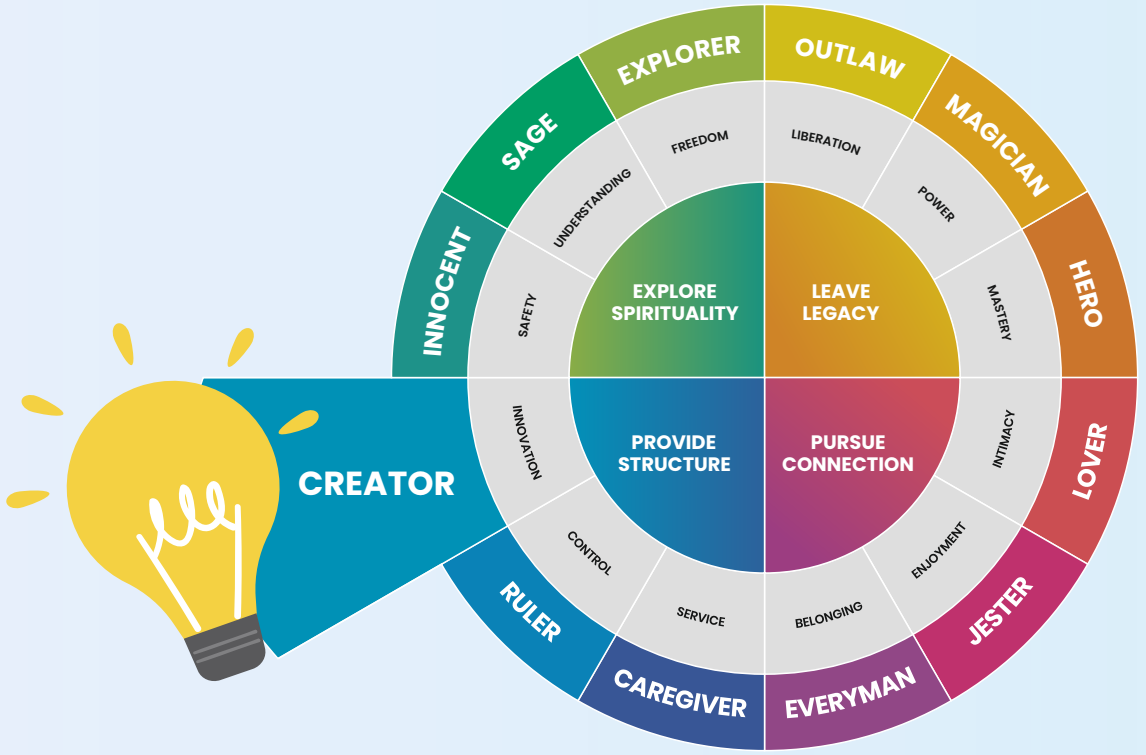
Brand Archetype

A brand archetype is a way of presenting a brand in form of its values, behaviors, and messages – as a persona, making it more instantly recognizable and relatable to its audiences.

We identify ourselves as Creator.

A brand that seeks to create something innovative from nothing or something outdated is associated with the Creator archetype.

- A creator wants to leave a legacy to create something of lasting value
- Creators do not believe in the best way but instead in a better way
- Creators dare to imagine a better future and pursue it with passion and innovation



Brand Values

We take high ownership

Taking ownership of our actions allows us to be self-aware of the quality of our products and services, while creating the opportunity for us to achieve the highest standards of output.

We are customer-centric

We infuse a customer-centric approach in everything we do in our business and believe in building relationships that last a lifetime.

We innovate

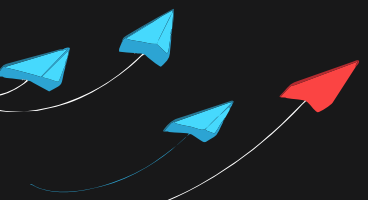
We are obsessed with delivering value to our customers and continuously innovating to do this even better in the future.

We keep it simple

No matter the task, we keep things simple. We see things as they are and express them as it is to our teams, customers & partners.

We deliver with speed

In the dynamic, ever-evolving space, our teams and platform keep up with the evolution while striving to stay ahead.





Brand Personality Traits

In this section we define the humane characteristics and traits of Restroworks to which our audiences can relate.

We are a **next generation challenger brand.** We challenge the status quo and bridge the gaps of legacy systems with a 360-degree approach to running restaurants.



Challenger

A challenger mindset is represented by business ambitions bigger than its conventional resources and is always prepared to do something bold.

Category-Builder

We've built a niche in the restaurant technology platform by challenging the status quo and providing global restaurants with an advanced solution.

Revolutionary

We are action-oriented and always willing to bring fresh perspectives, new outlooks, and inspirational changes to our platform as a revolutionary brand.

Visionary

We look ahead and account for the fact that uncertainties exist. We are always planning for the possible and aiming for the impossible.

Brand Voice

Our voice attributes guide how we articulate our communication with our teams, customers, partners and any other stakeholder in our universe.



Voice attributes	It means	It sounds
Disruptive	We disrupt ourselves by constantly listening to our customers, learning from their experiences and innovating for the ever-evolving world of restaurants.	Confident Knowledgeable Futuristic
Bold	We are bold, we challenge convention, especially in the face of uncertainty or adversity. This happens when we think big, speak up and are decisive.	Smart Courageous Think big
Authentic	We are positive, optimistic, and supportive to our teams, customer and partners. We stay true to our purpose of making our customers (restaurants) prosperous.	Approachable Trustworthy Optimistic
Empathetic	Our communication shows we understand both the excitement and the issues that our customers might be facing and help them move forward.	Warm Thoughtful Sympathy

Restroworks Vocabulary

We are considerate with the words we use. We recognize and appreciate the power of communication, be it any form verbal or written, and use it with eloquence and elegance. These expressions articulate how Restroworks brand personality shines through.

- We are **powerful** but not complicated
- We are **bold** but not uninspiring
- We are **smart** but not pompous
- We are **authentic** but not authoritative
- We are **supportive** but not assertive
- We are **confident** but not arrogant
- We are **intelligent** but not ignorant
- We are a **platform** but not just a POS
- We are **innovative** but not legacy



Section

2

Our Brand Visuals

Visuals can increase the viewer's understanding of a brand. When displayed correctly it is an effective tool for the communication. In this section, we outline the guidelines for the use of brand fonts, color palette, fonts and icons.

Our Logo

The Restroworks logo represents us at the very highest level and is a reflection of what we stand for as a company. It is, and should always be, the most consistent component in our communications. In order to maintain this consistency, a few brand guidelines have been defined.



Logo Story

Twelve years down the line serving 20,000+ restaurants in 50+ countries, we've come a long way in transitioning from a POS software to a unified restaurant technology platform for global chains.

Our mission to accelerate the restaurant industry's transition to cloud and enable bottom-line efficiency at scale called for a brand refresh and a new logo to communicate our bold vision for the restaurant industry.

We strive to achieve our mission by focussing on continuous **pursuit to innovate our platform** and by keeping **customer-centricity** at the centre of everything **our team** members do.

2012

Capitalized POS in the initial logo represented (Point of sale) and lowercase ist indicated specialist, in the same way professionals like dentist, artist, chemist are represented. This meant we are POS specialist. The positioning worked well for us in the initial years when POS was the primary product of our offering and as a brand we had to invest in creating resonance with the term POS in 2012 when restaurant point of sale was not an established category.



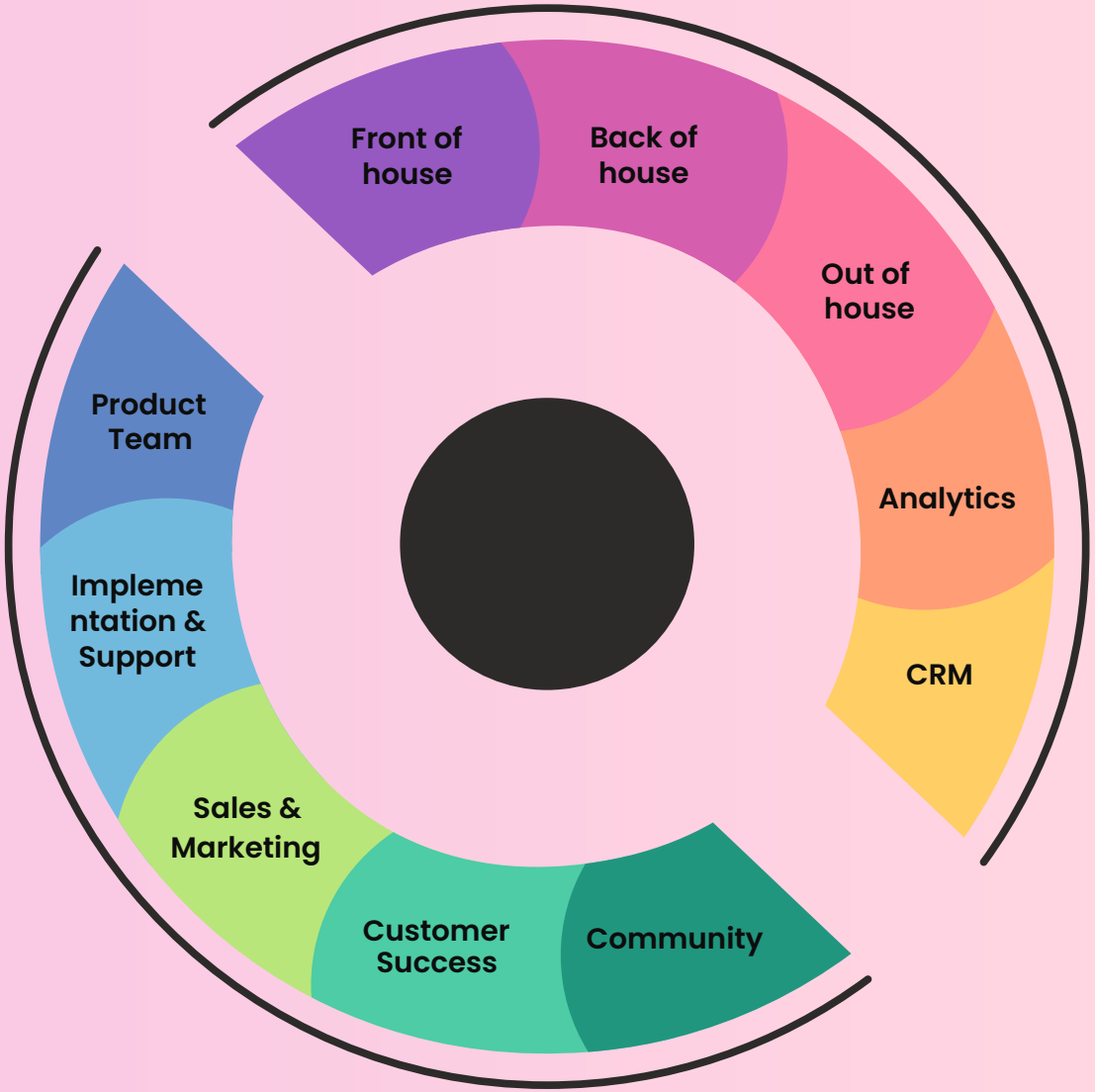
2023

Restroworks, a fusion of 'Restro' and 'works,' symbolizes our embrace of the entire restaurant universe. It's not just a name, but a promise to deliver a comprehensive suite of products that work seamlessly together, addressing every facet of restaurant technology. This new identity reflects our dedication to providing holistic solutions, ensuring that we are not just a part of the restaurant tech industry, but a driving force shaping its future.



Elements forming the Corbi

Keeping the Golden Ratio or the 'divine proportion' in mind, our logo has two perfect half-circles, denoting the Platform (the internal department) and People (the external department). There's also a center circle, thus replicating the orbital motion.



The Corbi

Inspiration

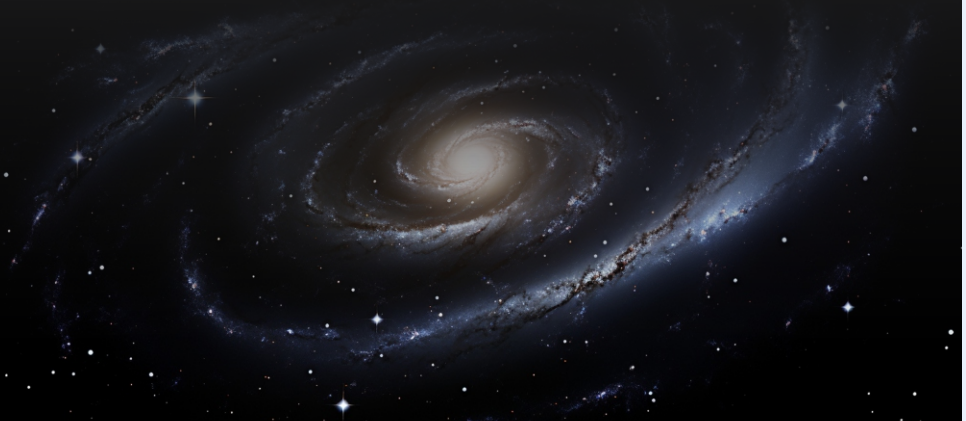
The ‘O’ represented in the Restroworks logo is inspired by the orbital formation. An orbit is a regular, repeating path that an object in space takes around another one.

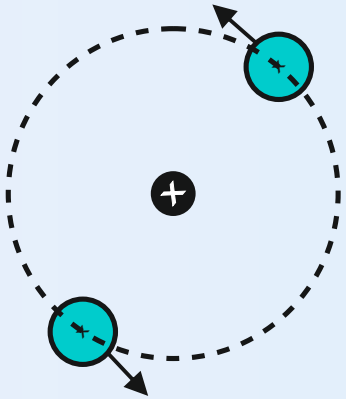
Co-orbital formation

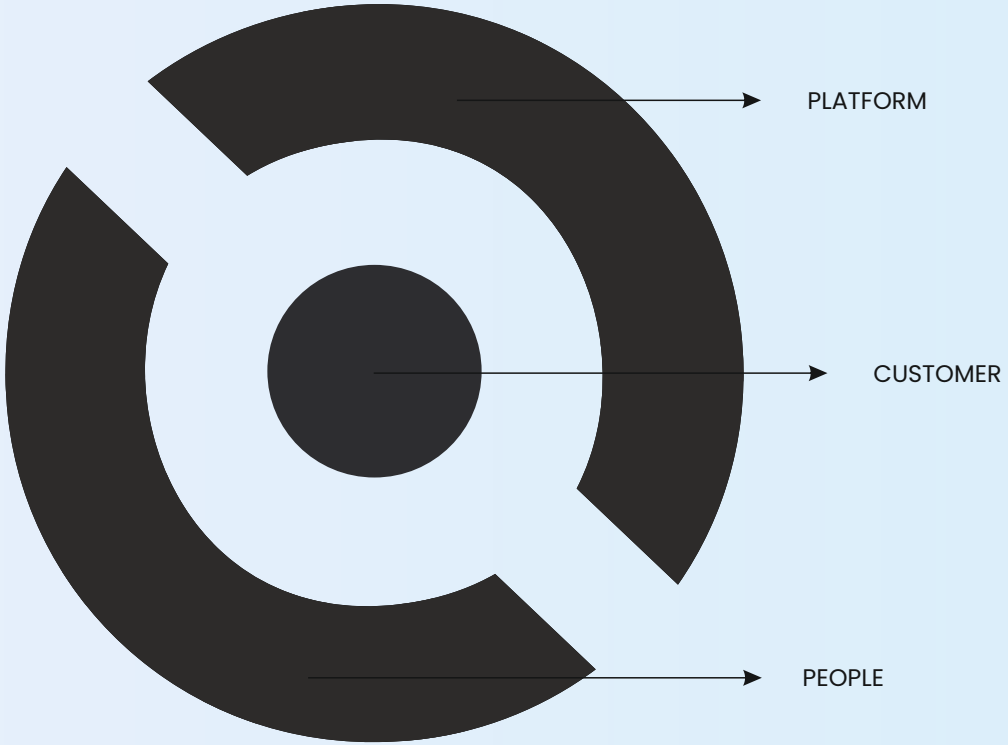
A co-orbital configuration is formed when two or more astronomical objects orbiting at the same, or very similar, distance from their primary.

People, Platform & Customers: An interplay like no other

Inspired by the co-orbital formation our logo mark ties back to our company’s founding and contributions we’re making to the platform development and nurturing the teams who are centered around our customers.





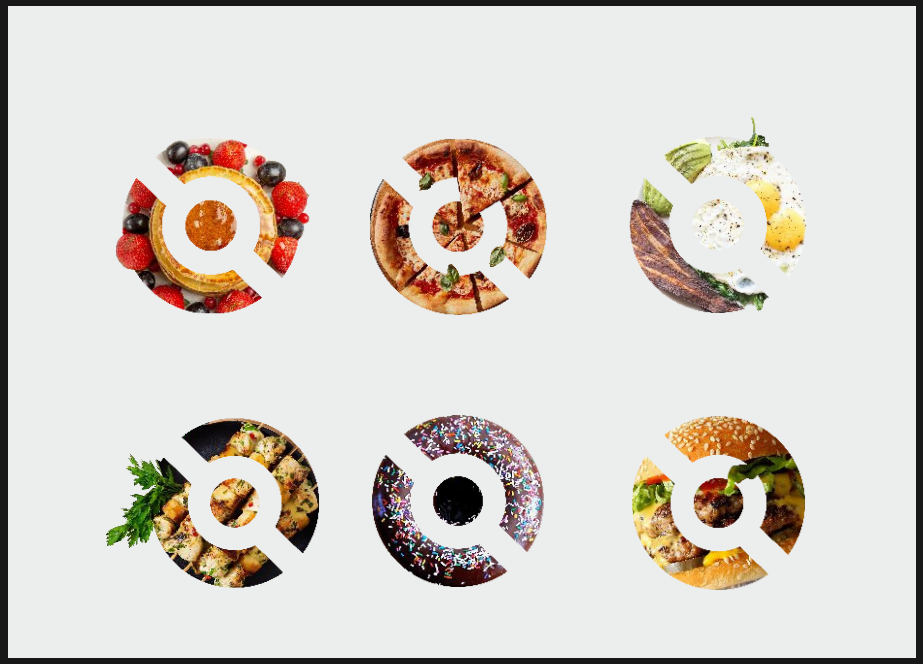


Visual Immersion

Countries



Food



Visual Immersion

Food



People



Logo Versions

To accommodate all environments where the Restroworks logo may appear, we've created a suite of logo versions. Each version was created to serve a specific purpose and should be used accordingly.

Horizontal Logo

This is our primary logo and is use for on backgrounds including White and grey.



Logomark - Corbi

For use within an already established context of the brand.



Reversed Logo

This reversed logo are for use on dark background or imagery.



Logomark - Corbi

For use within an already established context of the brand.



Primary Logo use

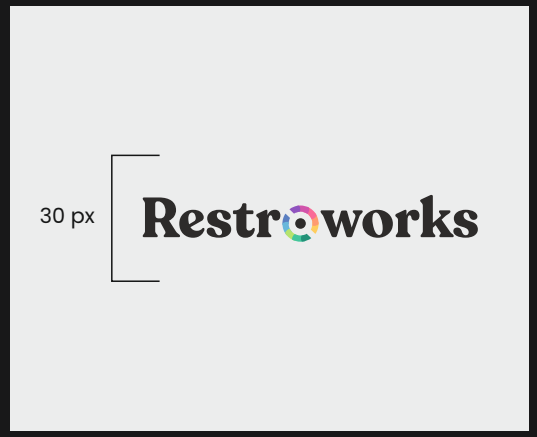
Clear Space and Minimum Size

The Clear space is defined by the in the wordmark. It is important to keep other elements outside of this clear space.

Clear Space



Clear Space



Minimum print size



Logo Misuse

It is important that the logo is used consistently across all platforms and media. By not altering the logo in any way, you will play a large role in the successful representation of our brand.

Do not alter the logomark colors.

Do not add graphic effects such as drop shadow or outer glow.

Do not try to recreate the logo.

Do not add graphical elements that impede on logo clear space.

Do not use the different colur in logo

Do not rotate the logo

Do not change the Logo font

Do not distort or warp the logo in any way

Do not outline or create a keyline around the logo

Do not crop the logo

Do not use the logo on top of busy photograph



Do not change the size of logomark

Logo use

It is important that the logo is used consistently across all platforms and media. By not altering the logo in any way, you will play a large role in the successful representation of our brand.

Use the Primary logo on white

Use the Secondary logo on black color

Use the White logo on other dark color

Use White logo on image



Use Black logo on image



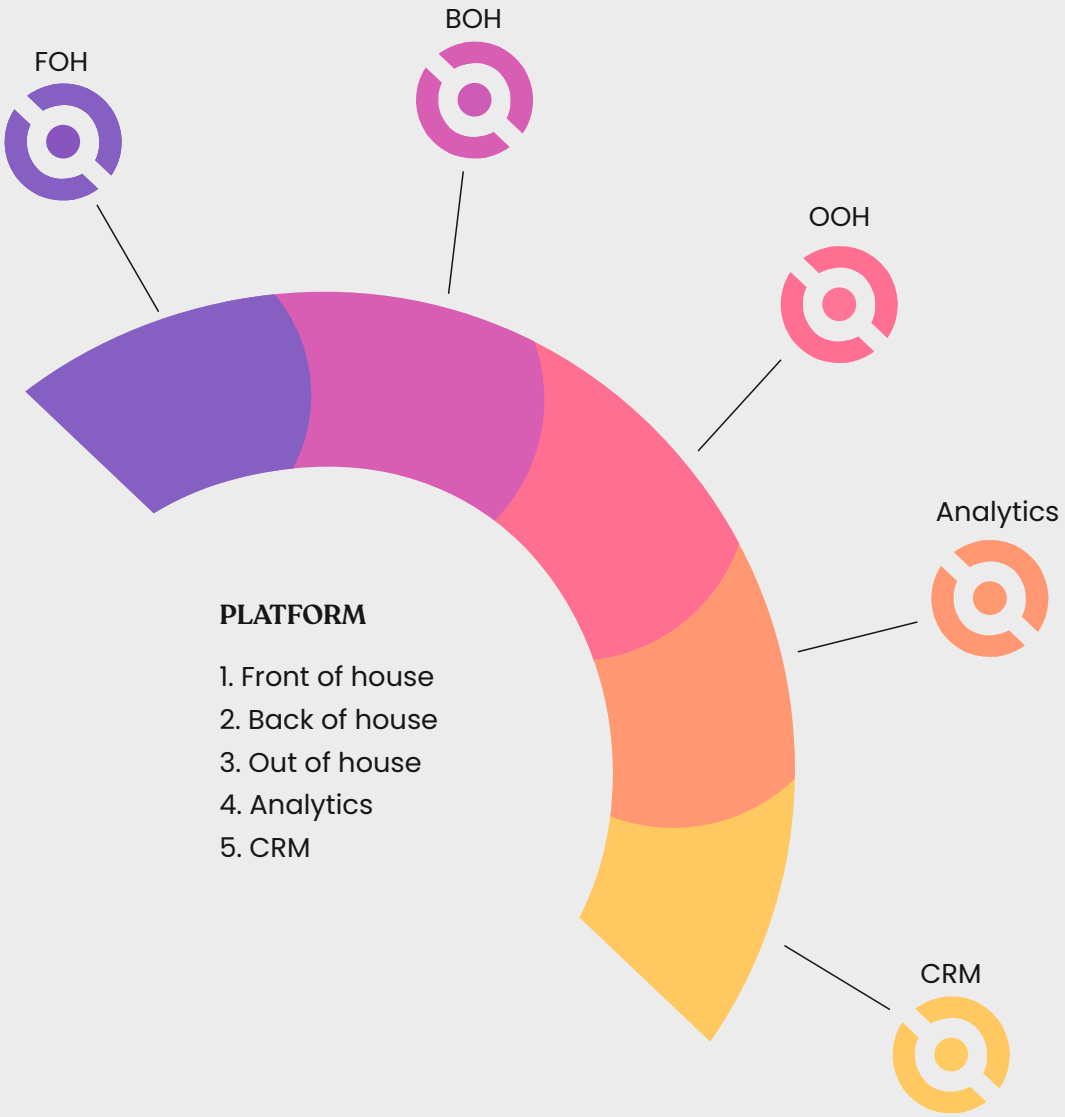
Use Black logo on Grey

Color Theory

Though there are 10 color sets each to determine Departments of Restroworks, if needed, we can adapt the logo into a single primary color.

The Restroworks logo uses negative space brilliantly to keep the design interesting and dynamic. It uses the negative space as an additional color/legend to determine our Customers.



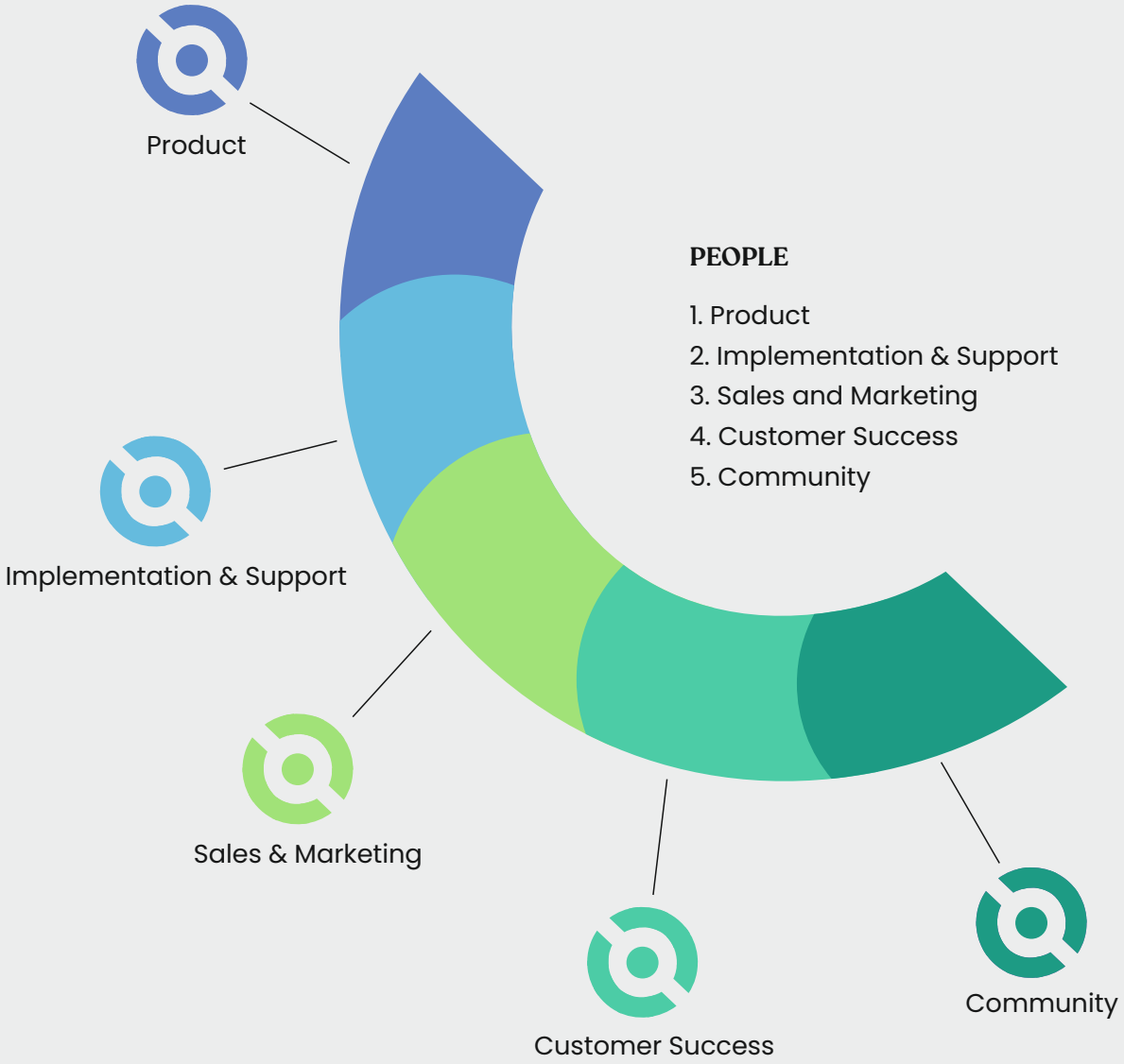


Color Theory

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The Restroworks logo uses negative space brilliantly to keep the design interesting and dynamic. It uses the negative space as an additional color/legend to determine our Customers.





Color Palette

Primary Color

Our colors express the various components of our platform and the people who present our commitment to people who present our commitment to accessible brand. The palette is simple and soothing to the eyes and reflects the application across business segments while maintaining unity.



R123 G91 B161
C63 M73 Y0 K0



R198 G95 B159
C23 M75 Y0 K0



R237 G109 B139
C0 M71 Y25 K0



R242 G147 B111
C0 M53 Y57 K0

R252 G198 B93
C0 M25 Y72 K0



R7 G144 B123
C81 M9 Y56 K16



R31 G174 B139
C76 M0 Y57 K0



R144 G197 B119
C51 M0 Y67 K0



R72 G173 B229
C66 M7 Y3 K0



R86 G120 B186
C73 M51 Y0 K0

Secondary colors

Use supporting colors for graphic elements, illustrations, website UI elements, and more. Primary logo colors have been marked. The secondary colors, along with shades and tints, were chosen to support and complement these three core colors.











Typography

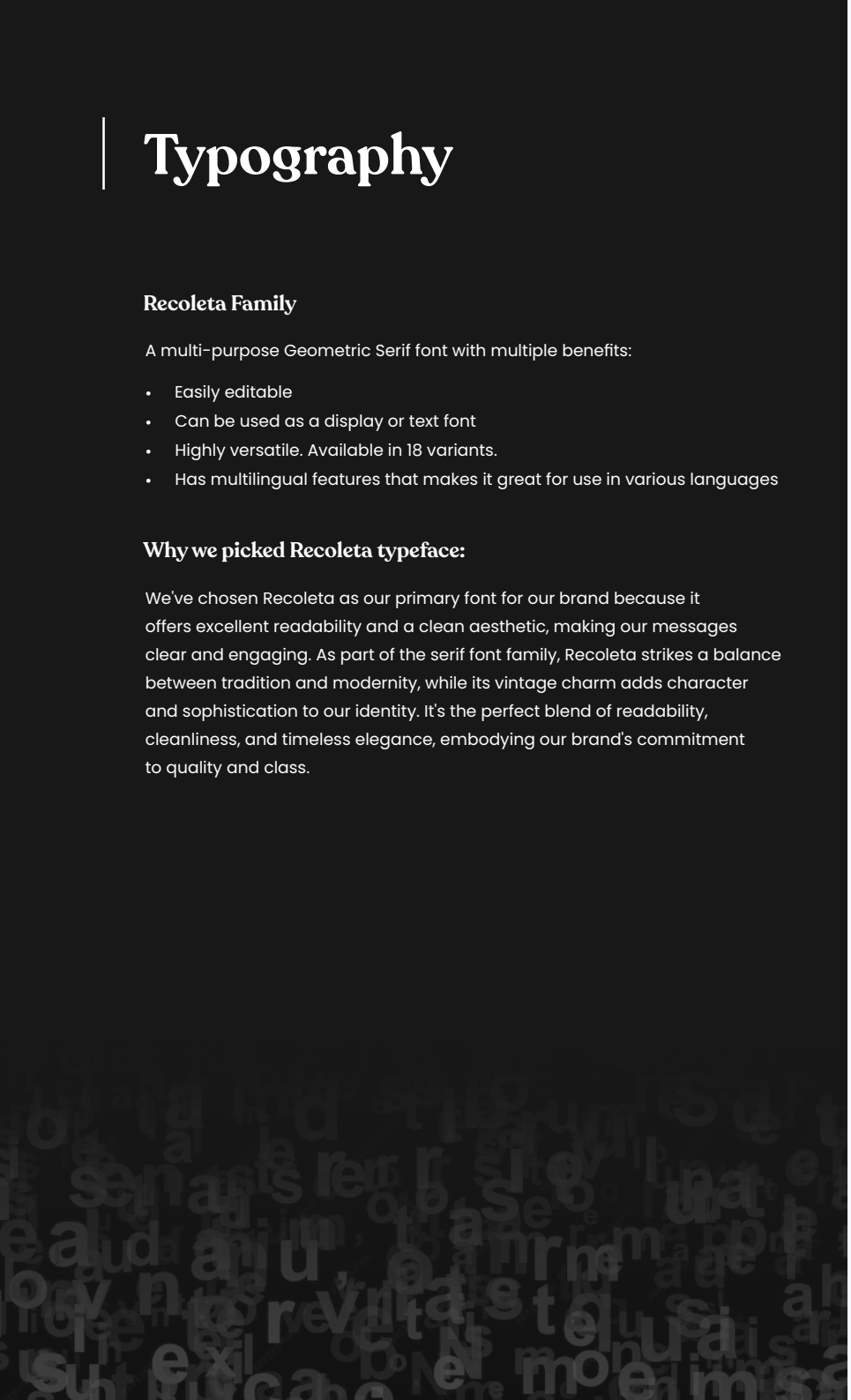
Recoleta Family

A multi-purpose Geometric Serif font with multiple benefits:

- Easily editable
- Can be used as a display or text font
- Highly versatile. Available in 18 variants.
- Has multilingual features that makes it great for use in various languages

Why we picked Recoleta typeface:

We've chosen Recoleta as our primary font for our brand because it offers excellent readability and a clean aesthetic, making our messages clear and engaging. As part of the serif font family, Recoleta strikes a balance between tradition and modernity, while its vintage charm adds character and sophistication to our identity. It's the perfect blend of readability, cleanliness, and timeless elegance, embodying our brand's commitment to quality and class.



Recoleta

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Light 300

Brick quiz whangs jumpy veldt fox.

Regular 500

Brick quiz whangs jumpy veldt fox.

Semi Bold 700

Brick quiz whangs jumpy veldt fox.

Bold 800

Brick quiz whangs jumpy veldt fox.

Black 900

Brick quiz whangs jumpy veldt fox.

Typography

Poppins Family

A multi-purpose Geometric Sans-Serif font with multiple benefits:

- Easily editable
- Can be used as a display or text font
- Highly versatile. Available in 18 variants.
- Has multilingual features that makes it great for use in various languages

Why we picked Poppins typeface:

Poppins font has been selected as our secondary font because it complements Recoleta seamlessly. With its modern and versatile style, Poppins adds a contemporary touch to our brand identity while matching the timeless elegance of Recoleta. This pairing creates a cohesive and visually appealing typography system that enhances readability and reinforces our brand message across all digital platforms - website, emails, social media and marketing collaterals.

Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Light 300

Brick quiz whangs jumpy veldt fox.

Regular 500

Brick quiz whangs jumpy veldt fox.

Semi Bold 700

Brick quiz whangs jumpy veldt fox.

Bold 800

Brick quiz whangs jumpy veldt fox.

Black 900

Brick quiz whangs jumpy veldt fox.

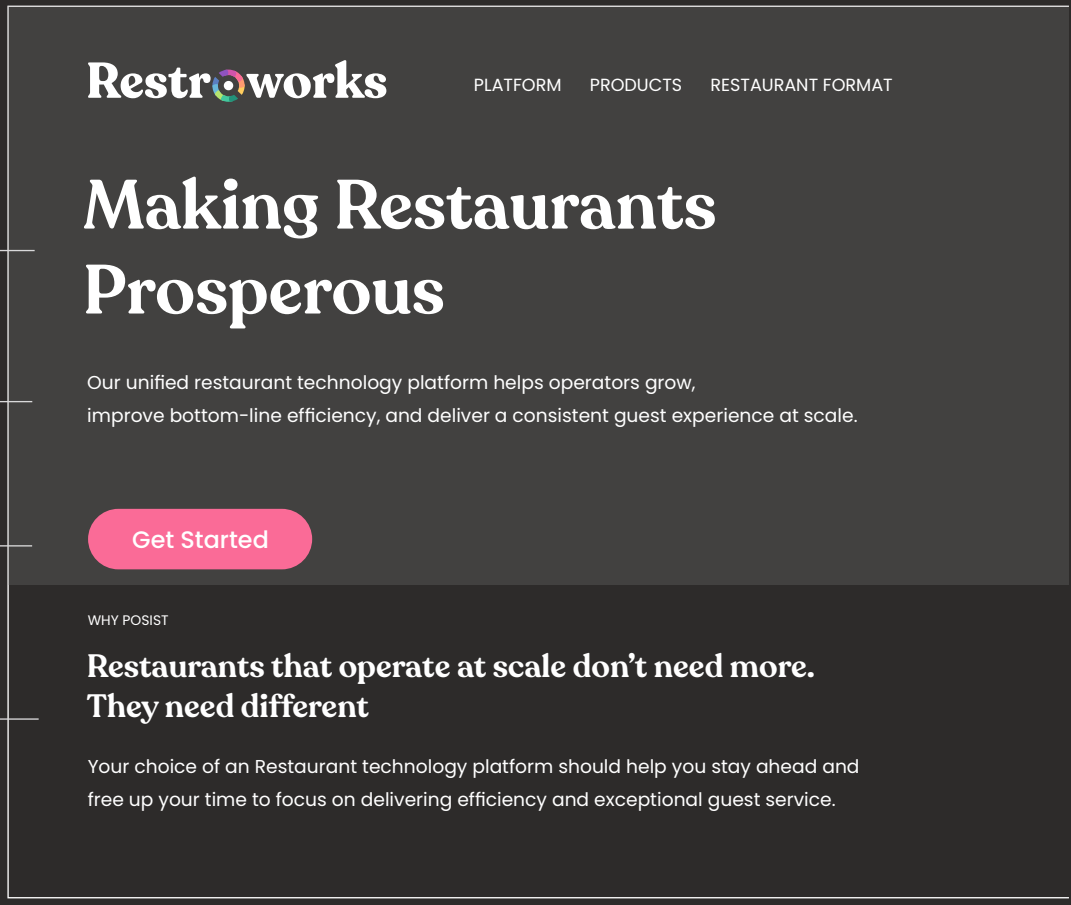
Typography

Headline 1 (Recoleta)

Body text (paragraph- Poppins)

Hero CTA text

Sub Headline 2 (Recoleta)



website preview

Iconography

Product



Company Profile



Iconography

Front Of House Features



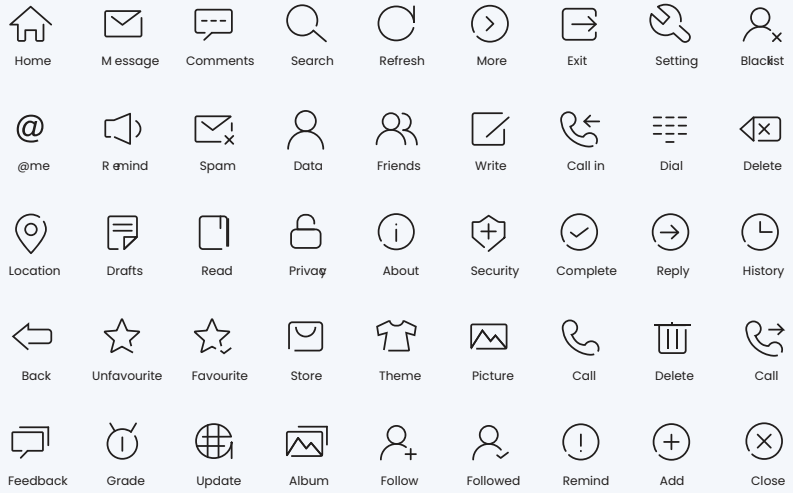
Back Of House Features



Restaurant Format



Generic Icons



Section

3

Our Brand Application

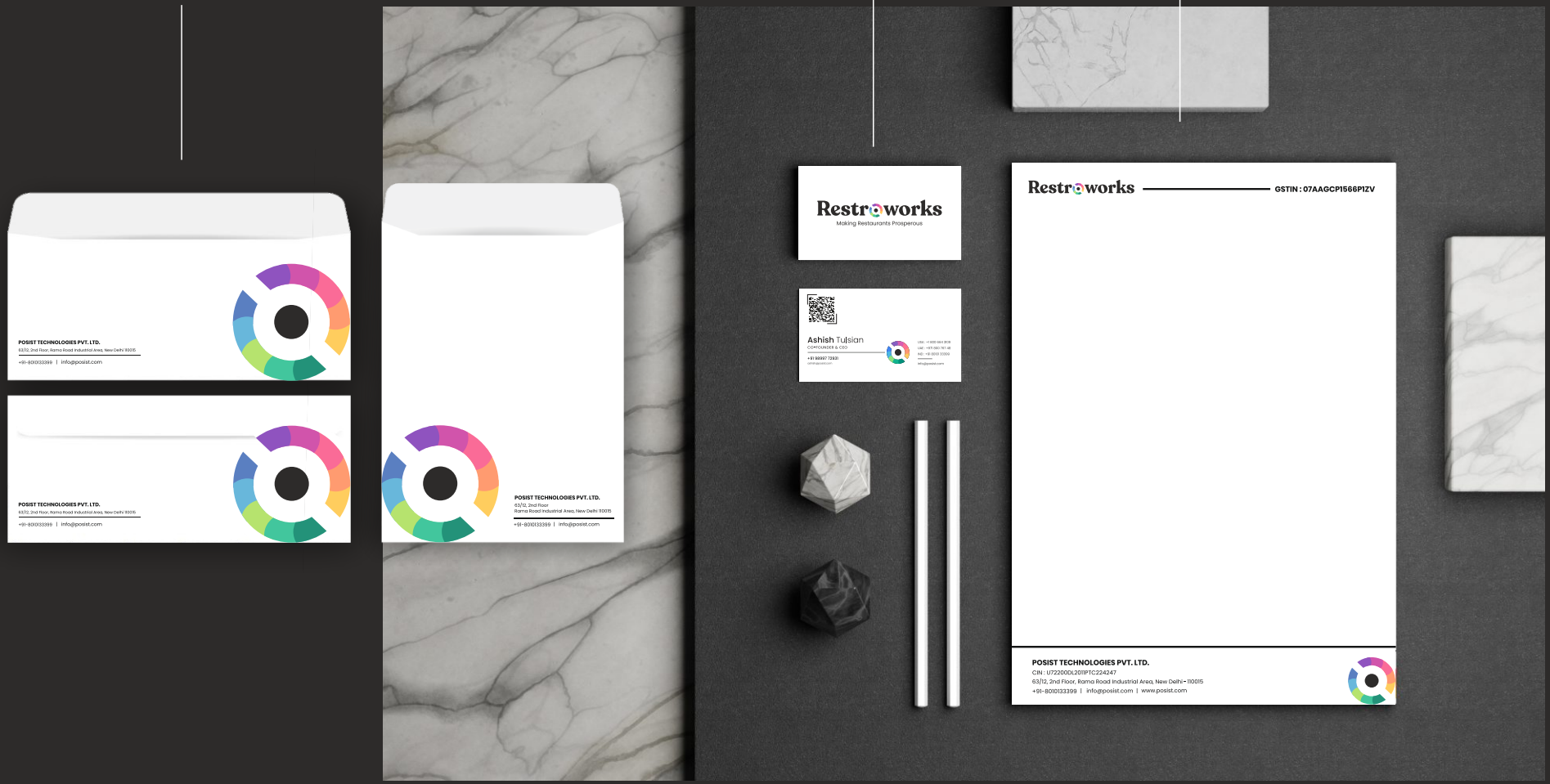
In this section, we outline best practices to apply Restroworks brand assets across any customer and branding touch points.

Stationery

Envelope

Business Card

Letterhead

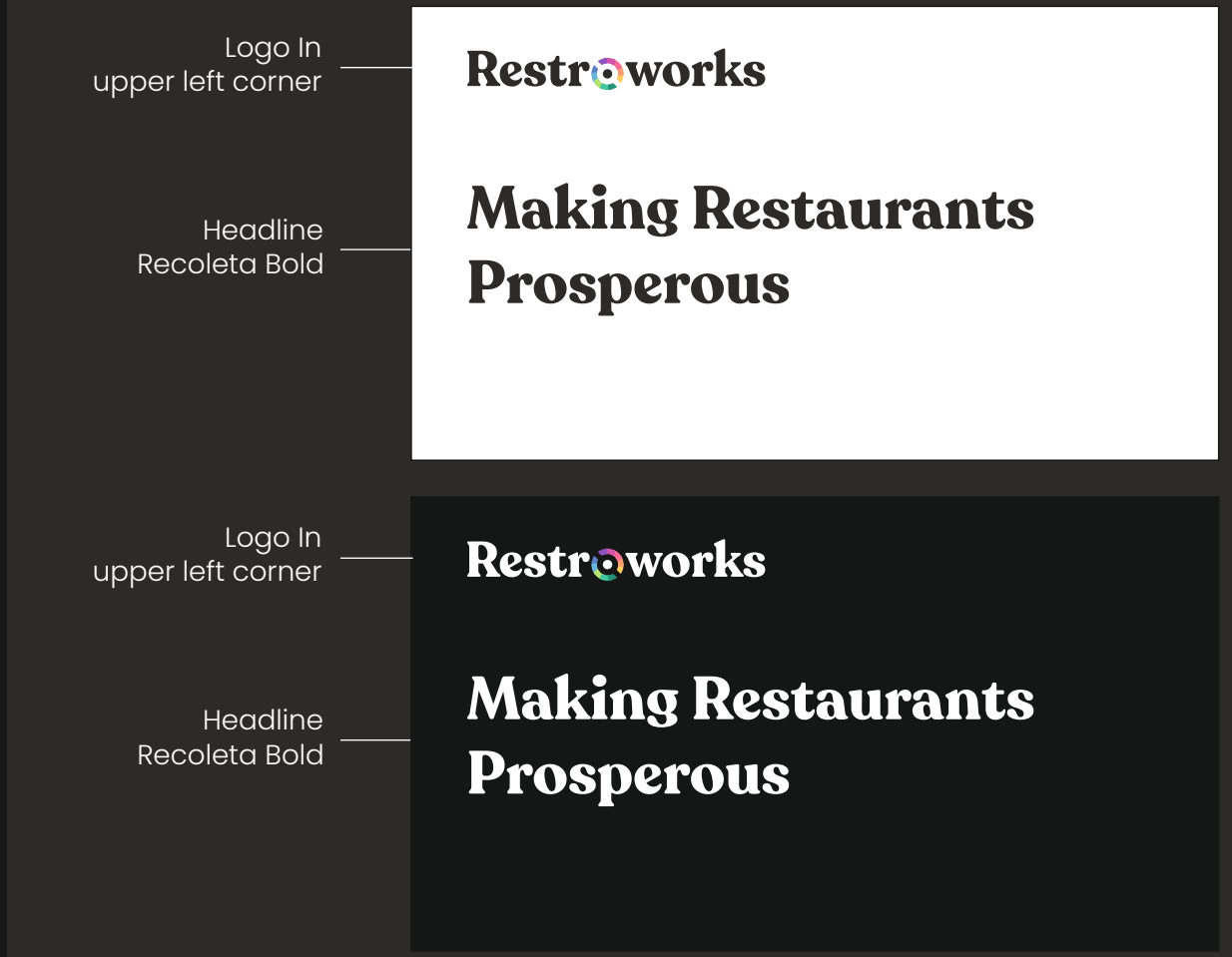


Powerpoint cover

Presentation slides should follow the rules set out in these guidelines.

Use Recoleta for all the heading and Poppins for body text. Some typography will need to be set in a heavier weight than what is stipulated in the Typography section: for example Headlines level.

Stick to the brand color palette. Acceptable background colors are dark grey, black, white, and/or a gradient fill for slides that may need to stand out.

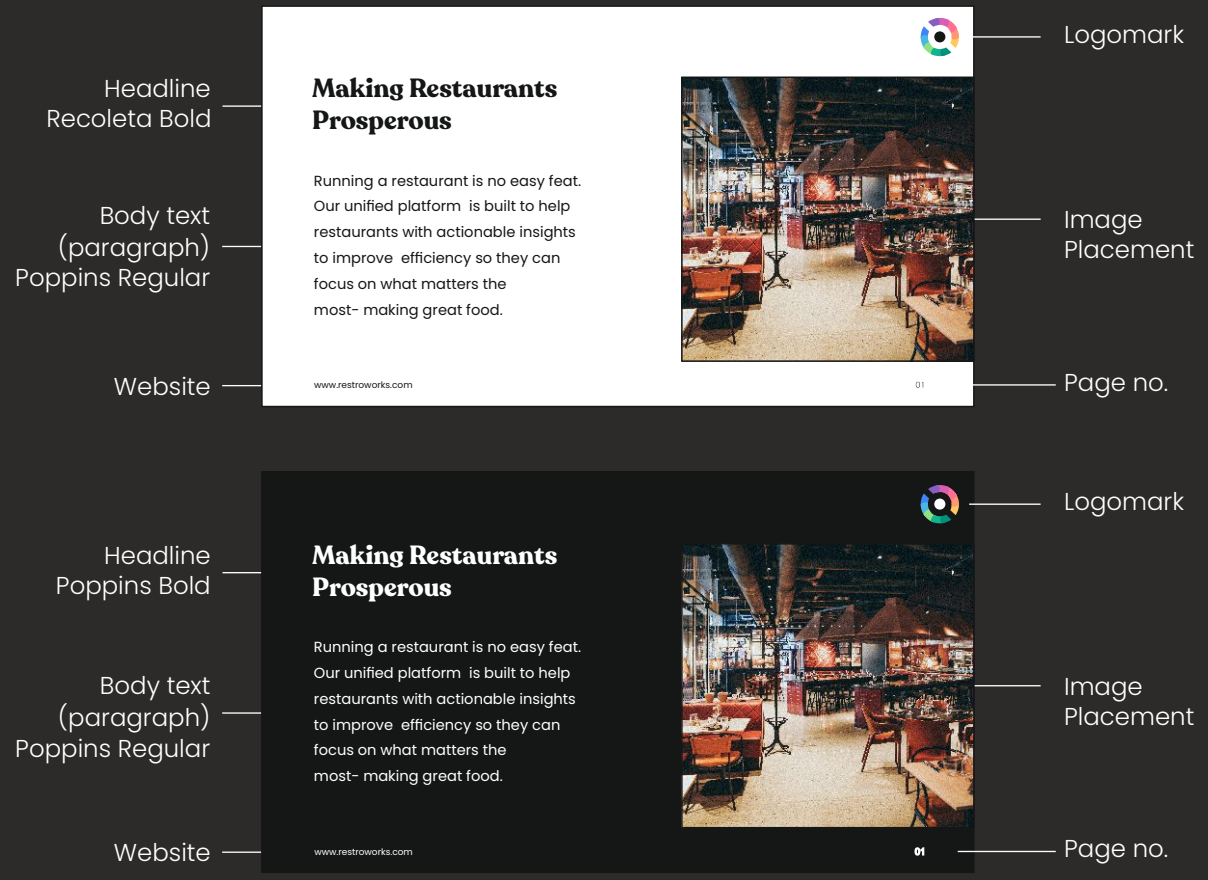


Powerpoint slide

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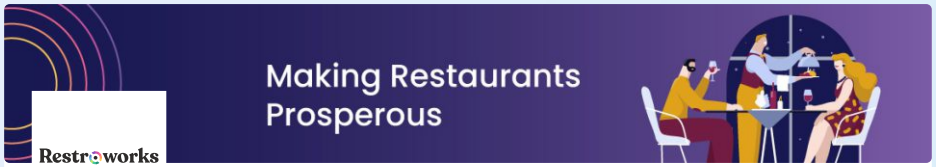


Social Media

Consistency is important when it comes to social media designs. Keep cover photos relatively simple, with a dark background. The examples to the right cover photos shows the use of logo in different formats.

LinkedIn

Banner Size : 1536 x 768

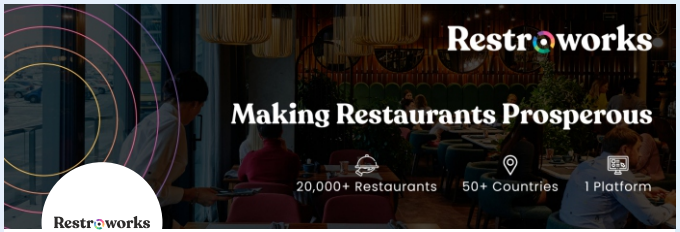


Restroworks
Cloud-Based Restaurant Technology Platform Serving 20,000 Restaurant in 50+ Countries
Computer Software . Delhi, Delhi . 13,830 followers

Following | Contact us | More

Twitter

Twitter Size : 1500 x 500



Follow

Restroworks
@Restroworks

Cloud-based restaurant-technology platform powering 15,000 restaurants in 50+ countries

Social Media

Consistency is important when it comes to social media designs. Keep cover photos relatively simple, with a dark background. The examples to the right cover photos shows the use of logo in different formats.



Instagram

Post Size : 1080 x 1080









Partnerships

Our long-term partnerships and synergies are based upon:

Familiarity

We believe our business model and the partner's should be a great match.

Quality

Quality comes before any other thing. So us and our partners are concerned only about delivering quality.

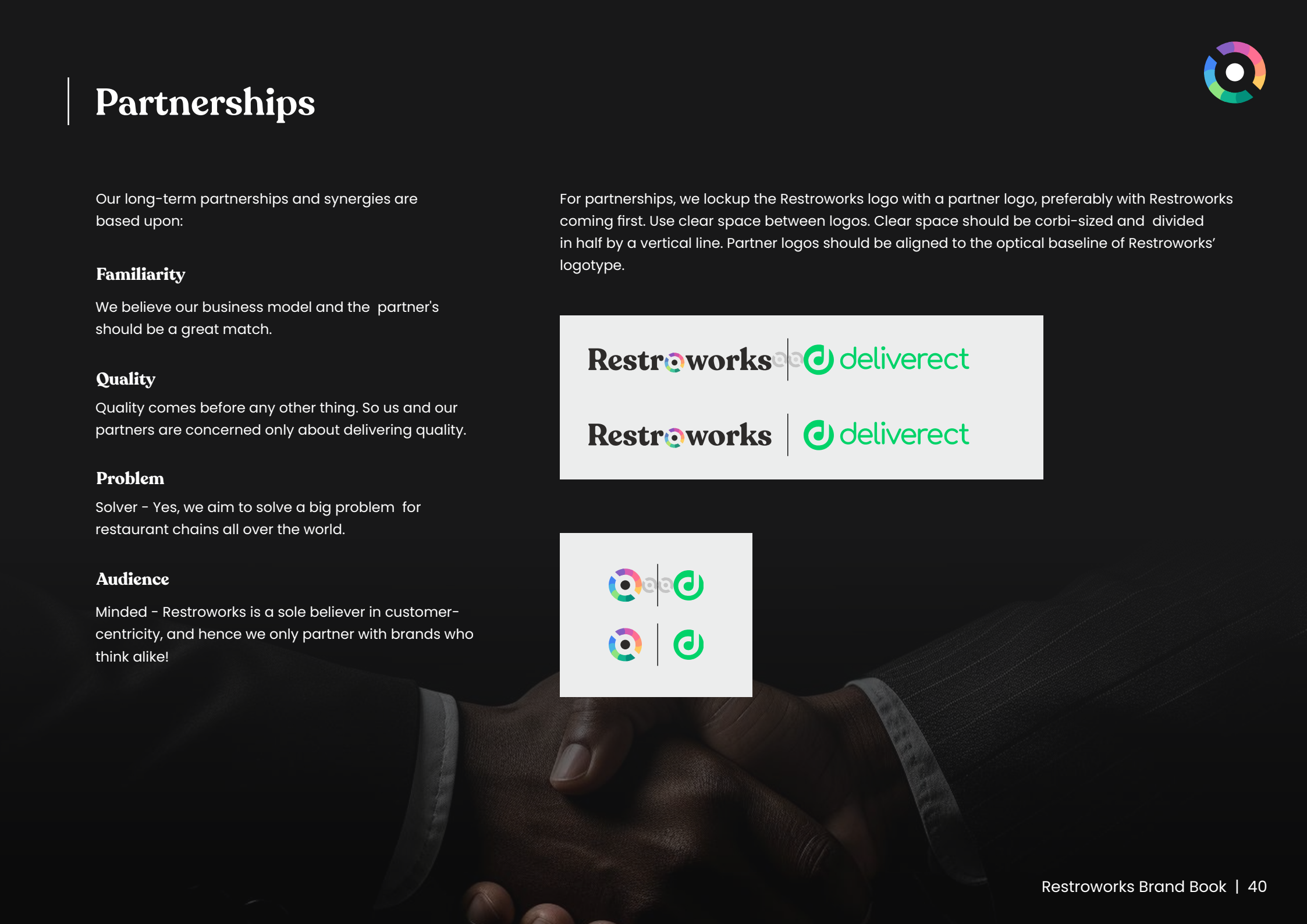
Problem

Solver - Yes, we aim to solve a big problem for restaurant chains all over the world.

Audience

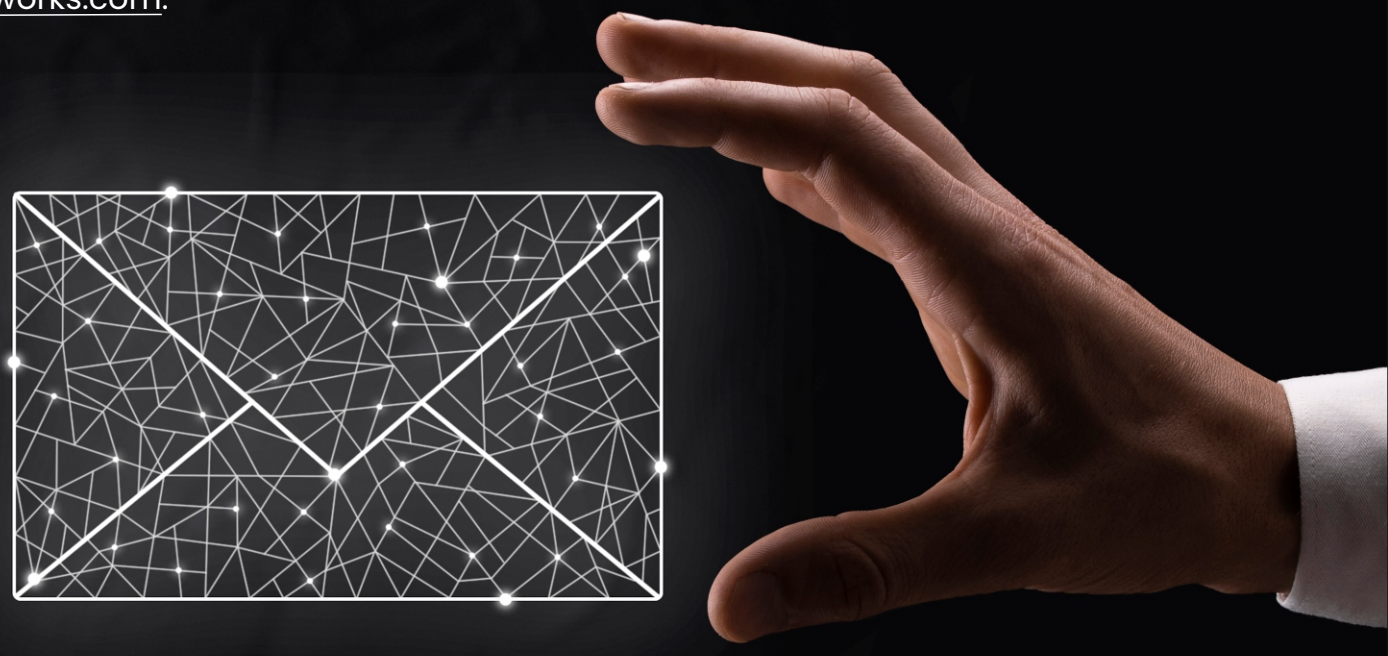
Minded - Restroworks is a sole believer in customer-centricity, and hence we only partner with brands who think alike!

For partnerships, we lockup the Restroworks logo with a partner logo, preferably with Restroworks coming first. Use clear space between logos. Clear space should be corbi-sized and divided in half by a vertical line. Partner logos should be aligned to the optical baseline of Restroworks' logotype.



Contact

If you have any questions about the Restroworks brand or our guidelines, please reach out to info@restroworks.com.



Restroworks