



The Flipdish Brand *Cookbook*



May contain nuts

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Our mission



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Our mission

We want to help independent restaurants and takeaways excel in the digital age.

We know that people don't open restaurants because they love technology. (Very often, technology actually gets in their way.)

That's why everything we do is designed to make running an independent restaurant satisfyingly simple.

Read our full company strategy [→](#) 

The Ideal customer profile

Our Ideal Customer Profile (ICP) are people who own between 1 and 20 Quick Service Restaurants (QSRs)—decision-makers involved in daily operations who work under increasing pressures.

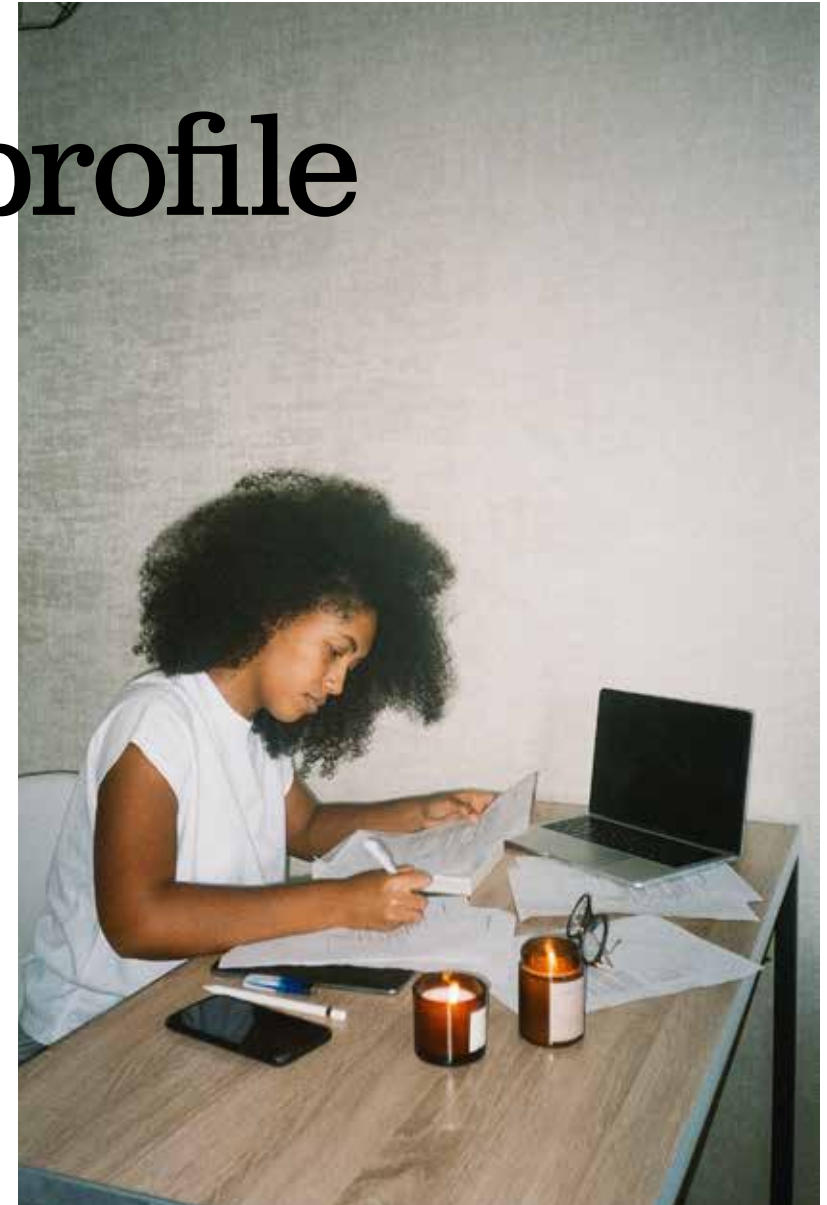
They're driven, resolute people who will do whatever it takes to fulfil their responsibilities to their customers, staffs and families. Their time is at a premium. Sometimes our customers are immigrants who don't speak the language of their country of residence as their first. They work incredibly hard as they deal with staff shortages, increasing running costs, and a more demanding customer base.

The reality they live in is not some boujee, hipster side-hustle selling nootropic, hybrid-meat-and-seaweed sandos (although they would if it made them a

profit). For them, running their business involves late nights and small margins, in a sector that's been completely transformed by technology - disruptive technology that's meant to help, but actually ends up disrupting their lives with fiddly logins across multiple devices.

We're firmly on their side. We're industry natives as well as experts. Our POS was built by QSR owners *for* QSR owners. We don't try to sell them things they don't need. We want to help these independent strivers earn more money, live easier lives, and see them thrive by making running their businesses satisfyingly simple.

Read more on our
ICP here [→](#) 



Satisfyingly *Simple.*

→ It's at the heart of everything we do. It's the impression we want to make on everyone who experiences us, regardless of whether they're a customer, a colleague, a partner, or even someone hungry who uses our technology to order dinner for their family.

It's an easy thing to promise, but not so easy to deliver, which is why we've created this guide: it's here to help you understand why being 'satisfyingly simple' is important to us, what it means to us, and how to achieve it through the way we present our brand.

If you've got any questions or thoughts, the creative team would love to hear from you.

Our *creative* principles

We believe every experience should be satisfying.

→ Personal

We write with people, not businesses, in mind. Our communication is compassionate, optimistic and useful. And we're not above wordplay or the occasional pun if we think it will raise a smile.

We're the opposite of a faceless, corporate technology giant.

Everything we do is designed to be people-friendly.

→ Positive

With every interaction, we take people to a happy place. **We find ways to introduce delight into even the most mundane details.**

Every interaction with our brand is an opportunity to help our customers succeed. And when they succeed, so do we. We don't believe in trashing the competition and we don't introduce a problem unless we can follow up with a solution.

We believe in the power of simplicity

→ Straightforward

Lots of things seem to exist to make life complicated. We're not one of them. **We are candid and don't sugarcoat or overpromise.**

We get to the point quickly. Every aspect of our experience is a simple step. Because everyone's time is precious, especially our customers.



Our *brand* assets



Flipdish logos

The Flipdish logo has three variations, seen below. The full logo should be used at first mention, and the wordmark version can be used for following appearances.

The icon is designed for use across small 1:1 ratios, accompanied by our brand name below or beside.

If you see the use of a dated logo, please use the link below to update it. Or if you're unable, flag to the creative team.



Icon



Full logo



Wordmark



Download Flipdish logos here [→](#) 

Logo usage: colour, size, freespace, lockups

To maintain integrity, keep the area surrounding the logo free of other elements. The minimum clear space is the height of the 's'.

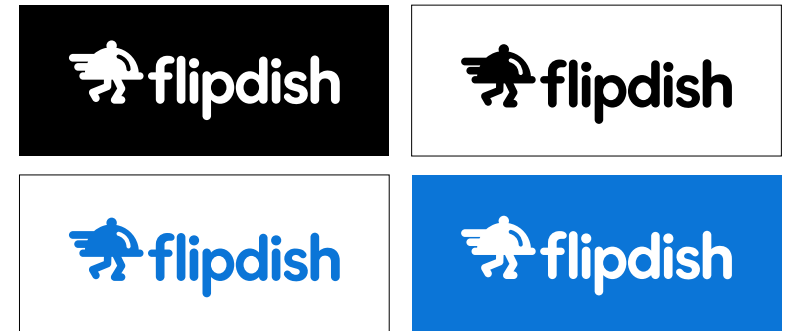
When partnering with other brands ensure the minimum size of our logo is 6mm in print and 20px on screen. On rare occasions, smaller sizes for print may be necessary.

Logo colour should be drawn from our core, primary palette [see page 12] ensuring contrast is optimised.

Clear space



Approved colour combinations



Partner lock-up



Minimum size

 flipdish
6mm for print

 flipdish
20px for web

Best practices

How not to use our logo is equally as important. The executions below will land you on the naughty list. If you are ever unsure of logo guidelines and best practices, or are seeking exception, you can reach out to the creative team.

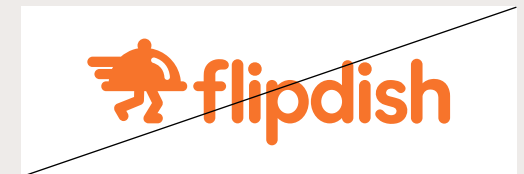
Don't change the layout of the logo



Don't distort or stretch the logo



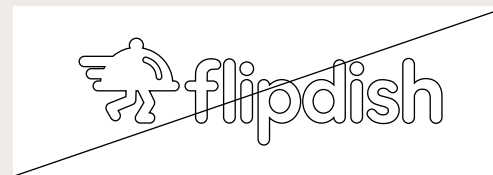
Don't use colour outside the primary palette



Don't place the logo over an image



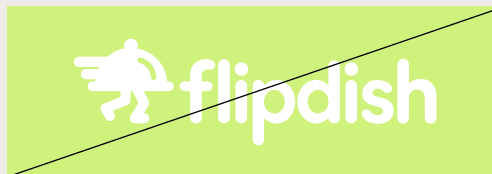
Don't add an outline to the logo



Don't add a shadow to the logo



Don't use the logo with poor contrast



Don't shrink the icon in the full logo



Don't rotate the logo



Flipdish 'powered by' logos

There are times we design materials on behalf of our customers. In these cases we include what we refer to as the 'powered by logo'.

Powered by logo



Download Flipdish
logos here [→](#) 

Brand architecture

'Satisfyingly simple' is something we can only achieve if all the parts of our brand work together in beautiful harmony. That means that the way we brand our platforms, name our products, and present should always support (and never undermine or distract from) the Flipdish brand.

We make this happen by having a defined system for pairing our wordmark with anything from an internal IT solution (flipnet), to customer training materials (academy).

Flipdish brand architecture

flipdishacademy

flipdishmanaged marketing

flipdishshop

flipdishportal

flipdishflipnet

Download lockups
here  

Colour palette

Our **primary** palette is made up of a friendly, energetic blue paired with neutrals, designed to strike a balance between positive, personal, and simple. Our **core** palette creates depth by bringing in analogous partners to our

primary palette. And the addition of Spicy Carrot brings balance and vibrancy while tying directly into our hardware design. Our **secondary** palette brings diversity to accentuate as needed, these contrasting

colours should be used sparingly use across illustration, data visualisation, and special projects.

Primary

Flippy Blue	#0B75D7	C:83 M:51 Y:0 K:0
White	#FFFFFF	C:0 M:0 Y:0 K:0
Black	#000000	C:0 M:0 Y:0 K:100

Core

Freezer Burn	#A5E2F6	C:38 M:0 Y:5 K:0
Spicy Carrot	#F7742B	C:0 M:65 Y:85 K:0
Pebble	#EEEEBE9	C:8 M:7 Y:8 K:0

Secondary

Electric Lime	#CFF27D	C:27 M:0 Y:62 K:0
Donut Panic	#FFBAE4	C:1 M:37 Y:0 K:0

Brand character

What has 0 fingers, long legs and sounds like metal when you tap it? Meet Flippy Flipdish's brand character. They can be illustrated into scenes to help explain concepts, or just to add a moment of delight for our customers.

Flippy should always be used on a neutral background, be sized large enough to see details, and should never vary in colour.

A library of illustrations exists, for new requests please contact the creative team.

Flippy should be used to support messaging that helps our customers. For example, you may use the illustration below that has a bar chart, to communicate something about growth, reporting, or measurements.

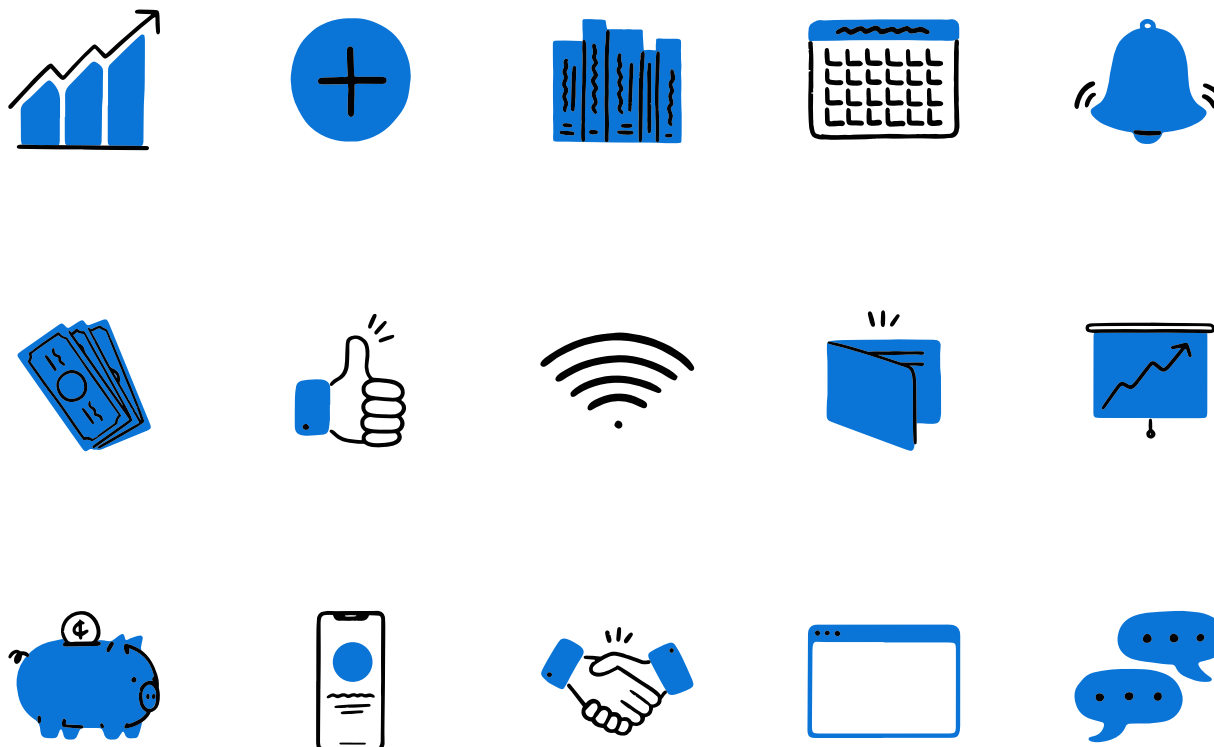
Flippy



Download assets here [→](#)

Icons

We have an icon set that leverages the techniques used to create our brand character. Icons can add visual division to the way you present information, and should be used as needed, at an appropriate size: not too big, they're icons, not illustrations; not too small, you should be able to tell what is being represented.



Download icons
here [→](#) 

Display type

As a brand, our typography is more than just letters, words, and sentences - it's our personality. Our display font, **Clarendon Text Pro**, is minimal but bold, approachable yet trustworthy, legible yet off-beat. And most importantly, it's unlike any of our competitors.

Hi, I'm
Clarendon
Text Pro.

Use

- Playful, used to illustrate the concepts it's spelling out
- Large, oversized headlines and words
- Italicised to bring emphasis to certain words and phrases of importance
- Default to left aligned unless composition depends on alternative alignment

Type setting

- Regular or Italic only
- Leading: equal to or -2 from font size
- -20 – -30 kerning

Download Clarendon
text pro here → 

Supporting type

Roboto is a geometric typeface featuring friendly and open curves. It allows letterforms to assume their natural width making for a more natural reading rhythm. To maintain our simplistic aesthetic, we limit the amount of weights we use.

Oh, Hello Roboto.

Use

- Body copy
- Presentations
- Data visualisation
- Annotating
- Always black

Type setting

- Use a weight that feels proportionate to the medium you're working in. For example, if type is larger and digital, a light weight may suit, but if type is small and printed, regular may be more legible.
- Leading: -2 from font size (14/16)
- -30 kerning

Download Roboto
fonts here [→](#) 

Google fonts

Google Cloud does not allow you to load custom fonts into its platform, meaning that when using Slides, Docs, and Sheets you will need to use an alternative display type.

For *headlines*,
it's **Domine**.

And for body copy it's still **Roboto**.

Use

→ For use across the G-suite (Google Slides, Sheets, Docs)

Type setting

→ Use Domine in a Medium weight

→ Use Italics for emphasis, not bold

Activate Google
fonts here → 

Adding emphasis

The need to emphasise particular words or phrases should be done according to guidelines, to ensure consistency across channels and materials. The techniques below not only add emphasis, they incorporate additional styles and brand colours, which works to establish our visual identity

Italic & blue

- Use in layouts where blue needs to be pulled through
- Overlap with imagery to create depth
- Use over-sized text as texture

**Lorem
ipsum dolor
sit amet,
consectetur.**

**Duis aute
irure dolor in
reprehenderit
in *vouptate*
velit esse
cillum dolore.**

Type in practice

Restaurant management: *fully loaded*

flipdish

Zoom in on the details to improve the big picture

10K 17K 20K 50K

Built by restaurant owners for restaurant owners. We know what you need (and what you don't).

POS, Branded websites, Branded apps, Marketing, Self-order Kiosks, QR Order & Pay.

Zoom in on the details

77% 23%

Connect it all *together*

Mmm mm mm. mm mm.

The *perfect* combo

Always available Quick payment

Build an Ecosystem 24-7 Support

Photography style



Tech is overrun with stock imagery and device renders, so as much as possible, **we show people and the reality of running an independent restaurant.**

Our lifestyle photography style has a 'heightened look', using a heavy flash to elevate what could be considered a mundane scene. Whether it's a bowl of biryani, a customer at a kiosk, or a Flipdish Exec, this style can give any situation an edge.

There are also times when one of our products needs to be on full display. In these cases, we take crystal clear, detailed shots in isolated studio settings, portraying our product as the 'hero' of the image.

Executing lifestyle photography

Our style is deliberately uninvasive, it can be achieved with minimal equipment, so we can capture the authenticity of our customers.

How to

→ **Candid camera**

No image we use should look like stock imagery. No posing. No forced facial expressions. Images should have an editorial feel capturing scenes from everyday life.

→ **Shoot close-up and with a flash**

This gives us the high-contrast we're looking for and makes things feel more personal.

→ **Shoot real people**

Colleagues, customers, restaurant goers should be diverse in ages, abilities, body types, genders, and ethnicities.

→ **Leave 'polished' at the door**

Sometimes things that aren't perfect are perfect for communicating authenticity. Don't over-stage or contrive scenes. Pile of pizza boxes? Messy countertop? It's all part of the charm.

→ **Our products**

When photographing products in real-life environments, consider the angle of the screen. Make sure it's legible and easy to add in post production.

→ **It's not film. Overshoot**

We love to have flexibility in imagery, and use a series of still imagery in video content.

→ **If it's not there, take it there**

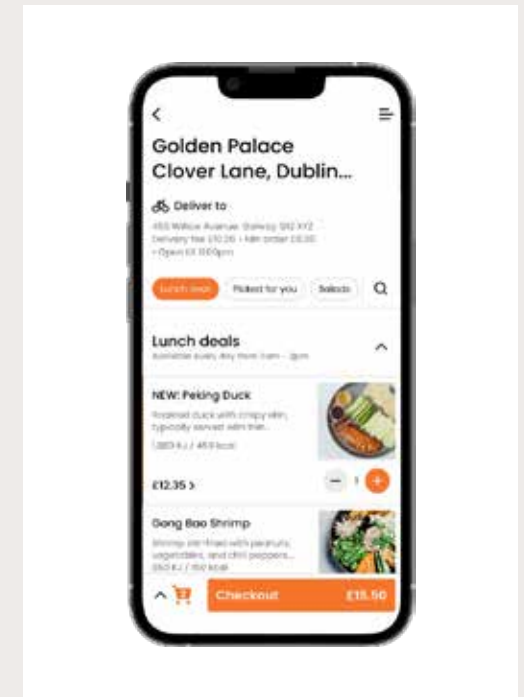
Use editing software available to you to enhance the 'heightened look' by adjusting lighting, contrast, and saturation. This won't work on a crappy image someone emailed you, you'll need to use the rest of the guidance here to take an on-brand photo and use editing software to enhance where needed.

Download lifestyle
imagery 

Product photography

When showing products and hardware outside of a lifestyle setting, we use an isolated style that allows the hardware itself to become heroic, i.e. 'the star' of the picture. It's really important for customers to see what they're purchasing, so images need to be crisp and clear, and represent hardware exactly as it comes.

In lifestyle settings, images of our products should show them at their best. Keep them clean and tidy. For example, avoid messy wires, and ideally don't show any cables at all. Make sure images are properly framed and proportioned. Items should be aligned correctly, not skewed or sitting at awkward angles unless there's a clear reason. Editing and retouching manually or with AI is fine where it improves the overall look.



Download product
imagery → 

Grid system and aspect ratios

Our design system is rooted in simplicity, and consistent grid frameworks and aspect ratios give us a scalable solution to organise and present information consistently.

Use

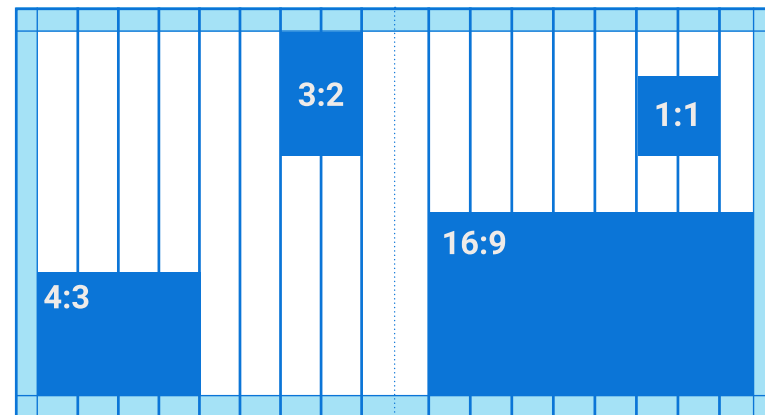
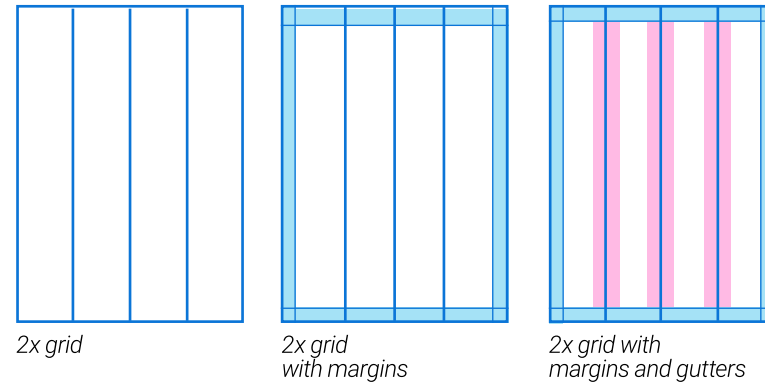
→ Grids

The 2x grid provides structural, proportional and spatial guidance for all of our design in every experience we create. It lets our design team present information in a way that is precise, organised, with stress on hierarchy and legibility. From business cards to billboards.

Spaces are divided by multiples of 2, and then those 2 spaces are divided by 2 again, creating columns and rows to establish an underlying structure that suits the medium.

→ Aspect Ratios

Our approved aspect ratios for images and containers are 16:9, 4:3, 3:2, 1:1 (in both portrait and landscape) Always adjust the asset to be the width to the columns; the height is determined by it.



Product mockups

We all know what a phone looks like, right? Simplicity is at the core of everything we do, and that includes product mockups. We will continue to show our hardware and devices in use through photography.

Use

→ Framing

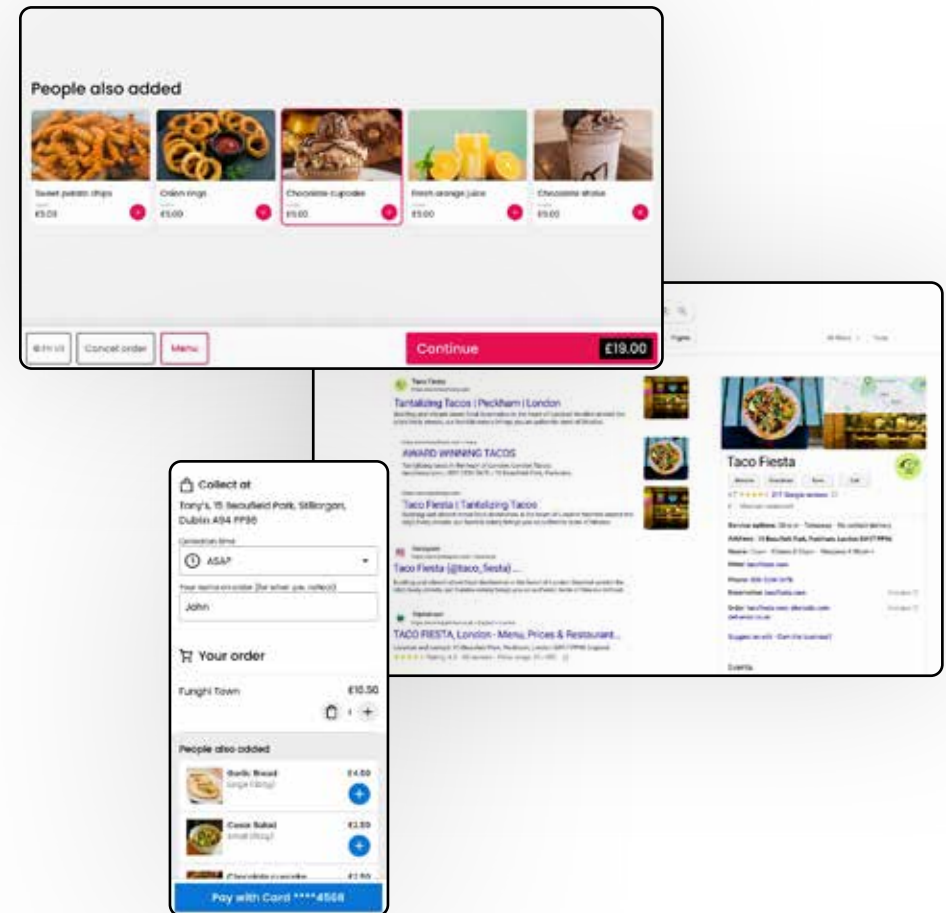
When showcasing screens, isolated, or outside of lifestyle photography, we show it within a device-like stroke, scaling for size and medium as necessary. Whether it's a phone, or a laptop, POS, or kiosk, this lets the UI be showcased without distraction, easy to execute and is future proof because no one wants to shift asset libraries every time a new iPhone drops.

→ Stroke weight

Stroke weight will need to be adjusted based on the size of the asset you're constructing, and the software you're working in.

→ Soft Shadow

To create dimension, a soft shadow can be placed behind the mockup. The shadow should exceed the size of the mockup, with no sharp stops, set no greater than 15% opacity

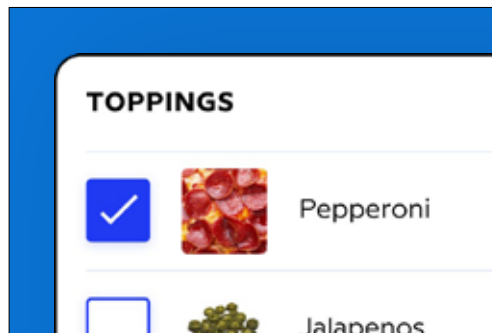


View product mockups → 

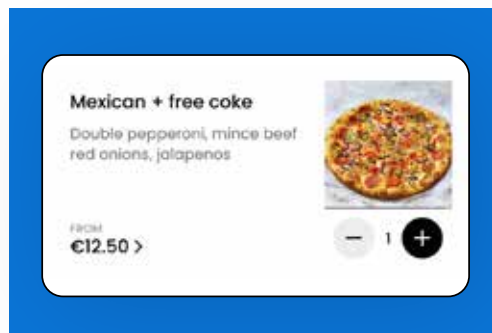
UI elements

There are times when we need to zoom in on a certain detail of the user journey to better illustrate how our products work. If this is the case, we extract UI elements from the screen or zoom in as needed. Layering is used when a larger expanse of the product needs to be shown, but focus is needed on a particular section.

Zoom in

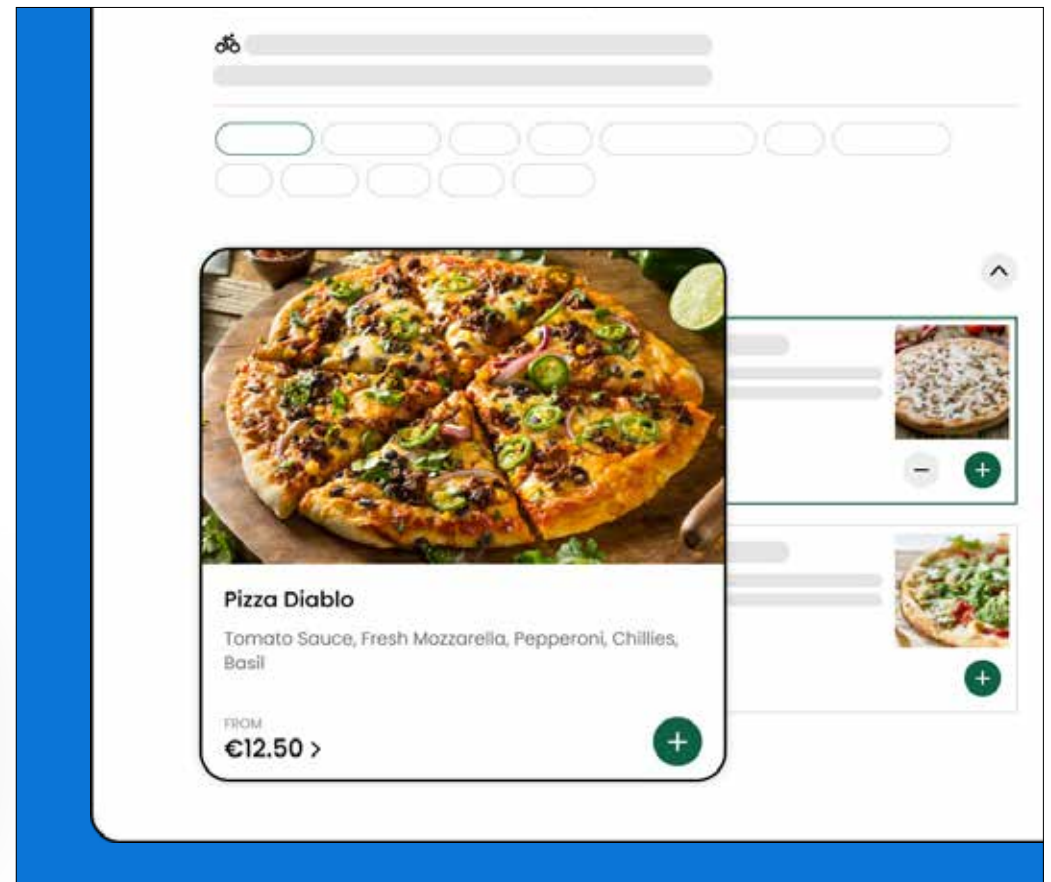


Isolated element



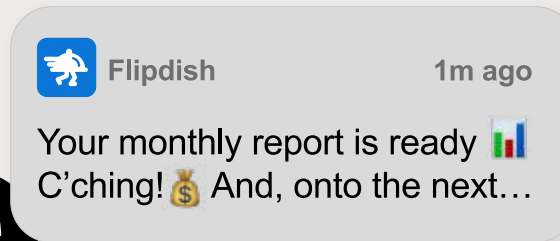
View product mockups →

Layering



Tone of voice

Tone of voice isn't what we say, it's how we say things. And how we say things speaks volumes about us.



Our tone conveys who we are as a brand - our personality, values, and identity. It runs right through our business whether we're talking to a customer or addressing colleagues in an internal document (👉 BTW, thanks for reading). Speaking consistently in our distinct tone lets people recognise us and to tune in to our message. It enables us to talk with, not at people.

And Flipdish's tone of voice is full of character. It's designed to differentiate us by cutting through the chatter and speaking directly to people on a human level, using an upbeat (and offbeat) charm to resonate and retain attention.

We activate it through our creative principles:

- Straightforward
- Positive
- Personal



Straightforward

Short, sharp, simple – cut the fat.

Be brief, impactful, and easy to understand whether your copy's being scanned in a busy kitchen or making a prospect raise their eyebrows during a passive scroll. Our customers' time is precious. Get to the point, be candid, and don't sugarcoat or overpromise.

Straightforward

The rule of three

In his discussions on rhetoric, Greek philosopher (and gyro connoisseur) Aristotle noted that people tend to find it easier to remember things in threes. And science backs him up. Most people are only capable of retaining 3 - 5 bits of information in their short term memory.

The pattern of three is something present throughout human culture, from Celtic mythology and the bible ('The Holy Trinity'), through to ancient Japanese proverbs ("See no evil, hear no evil, say no evil.").

We're hardwired to see patterns and three is the smallest number needed to make one, so, using this number helps ideas stick in our short term memory.

We use the Rule of Three Pattern to help our audience quickly recognise an important message, understand it, and remember it.

The Oxford Comma

When using the Rule of Three, and in all other applicable instances, we use the Oxford Comma (the comma after the second bit of information that goes before the "and"). We do this because it builds in an automatic pause for the writer, giving them an opportunity to re-read the message and consider whether the application of this Rule of Three is as good as it can be (and it just reads more purposefully).

"Make your life easier, earn more money, and grow your business with Flipdish..."



Straightforward

Benefits before features

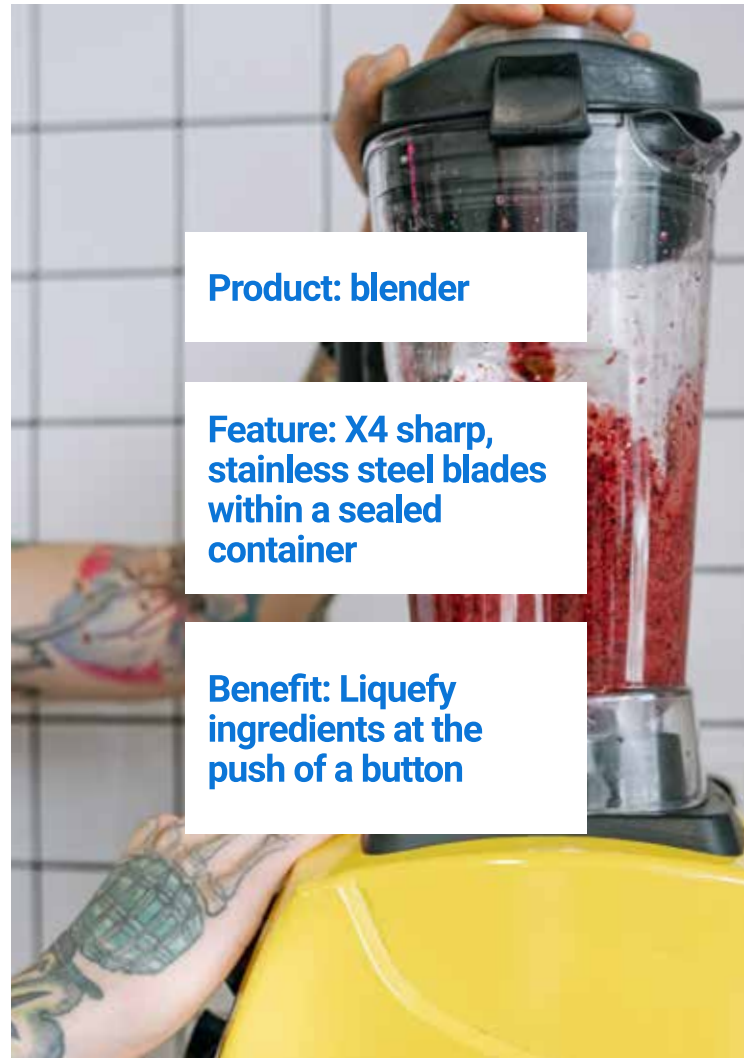
First, let's summarise what we mean by benefits and features.

Benefits are the why - the reasons for subscribing or purchasing something.

Features are the what - the things contained within the product or service. In short: Benefits sell. Features tell.

Most effective marketing copy (i.e. copy that drives conversion) leads with benefits over features. This is because benefits create an emotional connection with an audience by linking them with the prospect of a better, easier life, if they purchase.

Compellingly crafted benefits, written in a distinct tone of voice with a specific target audience in mind, also help a brand stand out from the competition when the features they offer are similar.



Imperatives in Benefit-led Copy

It's also worth noting that marketing copy, centred around benefits, often directs imperative verbs ('doing' words that form a command or request) straight at the audience.

In this example the main imperative in the benefit section is: liquefy.

Writing this way instantly paints the audience into the picture without them having to work through any abstractions (remember, our audience's time is at a premium).



Personal

Let's get personal.

Write with the people behind the businesses as your end audience. Our product is directly linked with their goals and livelihoods, so speak like you're part of their team. Friendly, fun, and conversational - with big dollops of personality, wit, and charm. We can be off-beat and we're not above wordplay or the occasional pun.

Personal

Write with them in mind.

Think of the people behind the businesses as your end audience and always squeeze on a pair of their shoes before you write anything.

Speak their language

We're here to make our customers' lives easier. We want them to be able to interact with us effortlessly, as they would with any other member of their team. We're not a big, faceless tech firm with a product people are too intimidated by to use. We speak their language and avoid technical terminology wherever possible, so consider if you're using a term or acronym that only makes sense internally.

Get to the point

Remember, our customers' time is at a premium. Consider what they really need to know.

Do they need to know all of the technical reasons for changing their account set-up or just how the change will impact their day-to-day life? It's always best to explain the immediate impact first then give your reasoning. If you don't get to the point our customers might tune out and miss something important.



"Yep, it can be frustrating. You send an order then get multiple calls from a customer demanding to know where their order is. That's why we've just introduced Order Status."

Personal

Contractions

So simple, but so important it deserves its own page.

Using contractions shortens the distance between words and between us and our audience. They make sentences more human, conversational, and expedient.

This is such a simple tactic but it's also one that people routinely forget to use because we can often get a little self-conscious when writing and the contractions slip. Don't let them. These little touches are key to writing in a more human way with a more natural flow.

While we use contractions wherever possible to sound human, it's okay to drop them when being serious or apologetic.

***We are sorry* - without a contraction**

***Let's go!* - with a contraction**



You're
Let's
They'll
Don't
Won't
We'll



Positive

We're glass half-full people.

Take customers to a happy place. Encourage and help them get the job done. Our language uses positive reinforcement through an optimistic tone, propelling people forward and creating delight in every brand moment, no matter how small.

Positive

Lead with a positive.

This might sound like an obvious consideration, but it's very easy for negativity to seep into messaging.

For instance, yes, our customer faces unfair and challenging circumstances, but we always lead with a positive attitude. Rather than expending energy complaining about competitors and fostering a victimised mindset, we want to give people a way to succeed

By leading with a positive we encourage people to tune in to our voice and feel more optimistic when they hear it. Putting our best foot forward also helps create progressive momentum whether our audience is reading about Flipdish or using our product.

Think of writing with positivity like adding your favourite sauce to a sandwich.

Just the right amount complements every bite. But, if you drench your sandwich in too much 'happy sauce', the superlatives and hyperboles take over and pretty soon you're eating something which all tastes the same.

So, while our overall tone is definitely upbeat, be sparing in how many exclamation points, smiling emojis, and 'fantastics' you add.

Got that? Super-AWESOME!!!



And another one bites the crust

Boom! Done and dusted

Yay! Keep those orders racing through

Congrats! That's 'X' in a row

Order up, up, and away!

Fired-up! Ready to go!

C'ching! And, onto the next...

Fly, my pretties!

Positive

Using Humour

This is something you can't teach in a guide (but, we're going to try anyway).

Humour is subjective and often reactive. But, a good rule of thumb is to use humour with customers where you'd use it with colleagues and strangers, i.e. respectfully - NEVER offensively and never to laugh at someone's expense. If in doubt err on the side of caution. And, don't force it. That can be offensive.

If you get humour right, you instantly become more trusted because you've bypassed formal social protocols and elicited a chemical reaction in the brain of the audience, releasing dopamine, oxytocin, and endorphins (yeah, literally explaining a joke on a scientific level kills it...).

While you can't really give people "How To Be Funny" instructions, there are a few techniques that we use at Flipdish.



Parenthesis (these bracket things)

Brackets are a great example of how to bring us closer into that 'confidant role'. By using them, we're "breaking the fourth wall": talking directly to the audience beyond the conventions of marketing copy. (Just don't over-use them.)

Ellipses...

Essentially, when used in a humorous context, these three little dots at the end of a sentence give the audience a nod to fill in the joke, often at the writer's expense in an inclusive and self-effacing way. Hopefully...

Emojis 🤔

The fastest growing language on earth, emojis are a great, universal way to convey humour. They're eye-catching, brighten up copy, and infuse messages with readymade, shorthand emotions.

But, lightly pepper. Don't overuse them, although do consider them as part of your toolset to add a cheeky emphasis to what you're saying (from time to time... 🤔). Oh, and Emojis don't really live in print (the real world is just too much for them 🤔).



Applications

