



TABLETECH PARTNERS

Elevating Hospitality, One Solution at a Time.

BRAND BOOK

CONTENTS

A background image showing a person's hands using a credit card machine at a counter. The machine is a handheld device with a keypad and a card slot. The person is holding a card and inserting it into the slot. The background is slightly blurred, showing what appears to be a retail or service environment.

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brand colors



TableTech
Gradient



R235 G197 B48
C9 M20 Y93 K0

Pantone: 129 C #EBC530



R221 G221 B221
C12 M9 Y10 K0

Pantone: Cool Gray 1 C #DDDDDD



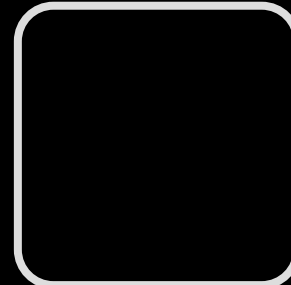
R244 G120 B33
C0 M66 Y100 K0

Pantone: 158 C #F47821



R153 G29 B32
C25 M100 Y99 K99

Pantone: 362 C #991D20



R0 G0 B0
C75 M68 Y67 K90

Pantone: Neutral Black C #000000

Logos



TABLETECH PARTNERS

Elevating Hospitality, One Solution at a Time.

Main Logo with Tagline



TABLETECH PARTNERS

Main Logo with No Tagline



TABLETECH PARTNERS

Square, Stacked Logo



TABLETECH PARTNERS

Long, Stacked Logo

CORRECT Logo Usage



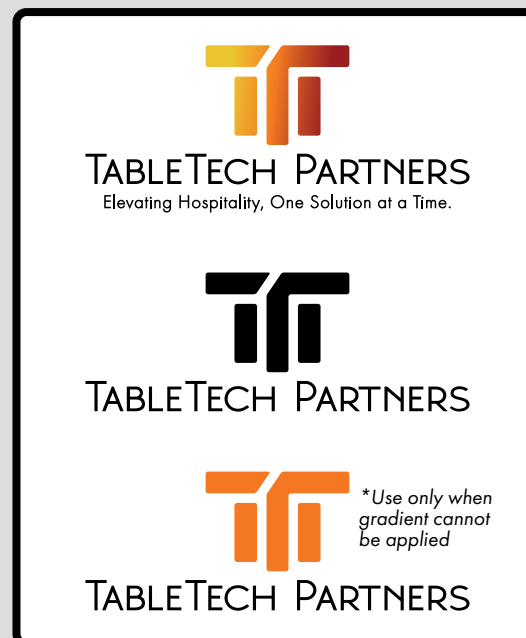
The TableTech Partners logo should only be used in the approved colors as shown in this document.

The logo **icon** may only be used in its' standard gradient, white, or black. The gradient should not be applied in any other direction.

The logo **text** may only be used in its' standard gradient, white, or black.

The logo can be used with or without the tagline. If the tagline is included, the spacing should remain identical to what is shown here. The logo **tagline** may only be used in black or white.

**In rare situations where gradients may not be used, apply the TableTech orange to the logo icon. The accompanying text may only be white or black.*



INCORRECT Logo usage



TABLETECH PARTNERS
Elevating Hospitality, One Solution at a Time.

Do not apply the gradient in any other direction - **linear or gradient**.



TABLETECH PARTNERS
Elevating Hospitality, One Solution at a Time.

Only use the tagline in black or white.



TABLETECH PARTNERS
Elevating Hospitality, One Solution at a Time.

Only use the approved colors, shades and tints.



TABLETECH PARTNERS



TABLETECH PARTNERS



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**Vertical distance between logo and text is too big.*

Do not stretch, squash the logo. Keep the same spacing between the icon and text.



The text must keep the same relative size and proportions, as shown on the right.

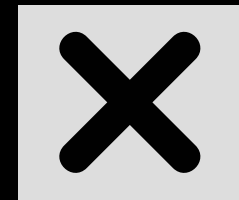
icons & patterns



TableTech's T icon can be used in the colors above, and can be used as a standalone favicon on sites or an identifying icon on swag.



TableTech Partners' brand incorporates rounded rectangles for all backgrounds, buttons, and frames. Avoid hard corners.



Pattern Use Example



Table Tech Partners' rectangular pattern should only be used in the approved red color, and should always have a black background at 30% opacity over it. It is recommended to use on top of pictures and with a black gradient to add dimension and brand awareness to the content being created.

typography

Text and copy for TableTech Partners should follow the type styles used for each category as shown.

Moonglade is the primary, identifying brand font for TableTech Partners and should be used for all headings or titles. The Moonglade font has no lowercase options, so it should not be used in any body text. The Moonglade font does not incorporate numbers. Apply the Futura typeface to any numbers needed when using the Moonglade Font.

The Futura font should be applied to all text that is not a heading or title. Futura Book is the lightest and Futura Demi is the heaviest version of the font that should be used for TableTech Partners' brand.

HEADINGS

MOONGLADE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

*APPLY A .25IN STROKE TO TEXT

SUBHEADINGS

Futura Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

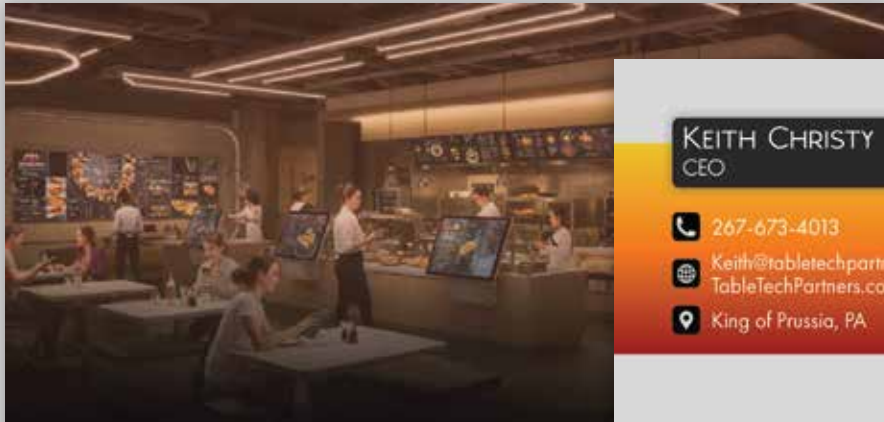
BODY COPY

Futura Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

*Use Futura Book Oblique for Italicized text.

design examples



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TABLETECH PARTNERS

A SMALL BUSINESS GUIDE TO
UNDERSTANDING CLOUD-BASED
POINT OF SALE (POS) SYSTEM

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INTRODUCING...

TABLETECH
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CUT PROCESSING FEES
MAXIMIZE CASHFLOW

Let TableTech Partners optimize your payment operations for success.

**TAKE ONLINE ORDERING
OFF YOUR PLATE!**

We'll help you find the right platform to grow your revenue and streamline operations.