



INTERNAL & AGENCY PARTNER USE ONLY

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Brand Guidelines

Visual guidelines for Checkmate's brand and identity.

Version 1.0 – 2024

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CHECKMATE BRAND GUIDELINES

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01

Brand Strategy

Introduction

In these pages, we will guide you through the essential elements of the Checkmate brand and how to use them to create consistent and compelling communications. Our brand is more than just a logo or a color palette – it is a reflection of our values, our mission, and our unique identity.

At the heart of our brand is a commitment to excellence. We are dedicated to providing our customers with the highest quality products and services, and we strive to create experiences that are both enjoyable and fulfilling. Our brand is built on a foundation of trust, integrity, and innovation, and we are constantly seeking new ways to improve and grow.

By following these guidelines, we can ensure that our brand is always communicated in a way that is authentic, meaningful, and memorable.

We empower restaurants to unlock their digital potential, grow, and enhance the dining experience for their customers. Restaurants benefit the most from a unique blend of technology and service and we are dedicated to providing solutions that help brands win in a digital-first future.

In a world saturated with tech-centric brands, we envision a different path – one where technology is seamlessly interwoven with ***the human touch***. Our commitment is not just to stand out but to genuinely embrace the human element at our core.

We are a tech company driven by a profound belief in human accessibility and support. Our solutions transcend mere technology; we are not a DIY company. Regardless of your size and scale, we are here to serve and innovate, blending best technology with the authentic warmth of human connection.

Power

Products to help restaurants power their digital ordering channels.

Manage

Tools to help corporate teams and operators manage their digital channels and make smarter business decisions.

Evolve

A growing ecosystem of APIs to help restaurants diversify their digital ordering solutions.

Support

A service-oriented culture and extension of our brand’s teams.



Brave

As the industry rapidly evolves, we are always searching unique digital solutions to solve the restaurant industry's biggest problems.

Driven

We're never standing still. Our team is committed to building a platform that helps restaurants improve their customer experience and operational efficiency with products tailored to address their biggest challenges.

Supportive

We place a strong emphasis on human interaction over automated responses. Our team is committed to building personalized digital solutions that stand out from our competition with exceptional customer service.

Product Descriptors

Trailblazing

Scalable

Flexible

Customer-Centric

Service

Insightful

Comprehensive

Reliable

Trusted

Customizable

Brand Descriptors

Driven

Supportive

Forward-Thinking

Brave

Personable

Diligent

Trustworthy

Agile

Pragmatic

Empathetic

Undesired Descriptors

Rigid

Complex

Inflexible

Unreliable

Frustrating

Boring

Slow

Arrogant

Dishonest

Annoying

Brave

We simplify every aspect of first and third-party online ordering for restaurants. Our solutions help brands of all sizes create their digital platforms, launch custom websites and apps, streamline financial processes, and tap into a marketplace of integrations.

Simple and Comprehensive

We support 2,500 restaurant brands, from local spots to growing mid-market favorites and global QSR chains. Our platform is designed for growth, allowing restaurants to comfortably launch up to a thousand locations a week.

Customizable and flexible

We combine our expertise with your needs at no additional cost. Test without spending lots of time or money. Our direct ordering product, Web & App Ordering, offers a fully custom UX at a fraction of the price typically charged for development work.

Exceptional Support

We built our culture around white glove service, providing 24/7 support to restaurants. Brands have access to a team of experts to help onboard and achieve successful outcomes. Our team looks to improve service wherever possible and measures success through NPS and CSAT.

WE ARE

Trusted & Forward-Thinking

- Use authoritative yet approachable language.
- Balance sophistication with clarity to demonstrate our expertise in navigating an evolving digital landscape.
- We are the partner restaurants rely on to understand the industry and anticipate the future.
- We cut through the noise with unique insights that showcase our leadership, and demonstrate our innovative spirit.
- Act as a guide, illuminating the path to benefit the most from the industry's digital shift.

WE ARE

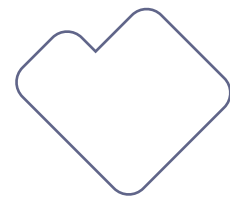
Supportive & Personal

- We are active listeners who lead with empathy.
- Our customers seek a solution provider who genuinely cares about their success and offers personalized attention to overcome challenges.
- We prefer to use a conversational tone that is accessible and human.
- Avoid using technical jargon and instead, talk about practical solutions to pain points.
- Communication should make restaurants feel heard and supported, highlighting how our products help them succeed.



02

Brand Construction



Heart



The Letter C



The Letter M



Handshake



Checkmarks

Our brand mark represents the critical link that ensures orders are fulfilled accurately, service is delivered seamlessly, and management operates with informed precision.

It symbolizes to the interconnectedness of service, operations, and customer satisfaction. The checkmark in the negative space is a nod to the reliability and trust that Checkmate brings to every table, kitchen, and administrative process, marking every transaction and operation with a sign of excellence and quality assurance.





Brandmark

Wordmark



The Checkmate logo should always be represented accurately and consistently in different media contexts. It is critical to ensure that the background provides adequate contrast.



When necessary, the the logo can be used in mono color. When using the logo in mono color format, the logo should be in primary Checkmate Ember, Slate, or white.





This section outlines the minimum distance that must be maintained between the Checkmate logo or other design elements and other visual elements, such as text, images, or other graphics.



The Checkmate logo can be used in a variety of media and context. This section outlines examples for presenting the logo in a way that ensures legibility and contrast.



The examples to the right demonstrates what not to do with the Checkmate logo.

Adherence to these guidelines is particularly important to ensure that the logo is not used inappropriately or in a way that conflicts with Checkmate’s values and messaging.

01



02



03



04



05



06



07



08



09





03

Graphic Elements

Our color palette has been meticulously crafted to embody the core values and attributes of our brand, forging a connection with our audience that is both intuitive and visceral.

Our primary color is Checkmate Ember, supported by Slate and Blue Plate Special. Ember should be used sparingly to ensure artwork is not overly saturated with our primary brand color. It should be used to grab attention with CTAs and and leveraged for subtle embellishments like soft gradients, clean lines, and to highlight key words in a headline.

Slate is the primary color for body text and headlines with an array of tints and shades. It should be used to ground Ember’s vibrance and Blue Plate Special’s brightness.

Blue Plate Special is an accent color to balance the vibrance of Checkmate Ember. It should be used sparingly and in accordance with brand color hierarchy.



System colors serve as visual indicators of status, progress, and alerts across our digital interfaces. Greens signal success and positive actions, yellows warn users of potential issues or required attention, and reds indicate errors or critical states. Use these colors consistently to maintain clear communication and accessibility standards.

<div>Green 400</div> <div>HEX 11845B</div>	<div>Green 300</div> <div>HEX 05C168</div>	<div>Green 200</div> <div>HEX 7FDCA4</div>	<div>Green 100</div> <div>HEX DEF2E6</div>
<div>Red 400</div> <div>HEX DC2B2B</div>	<div>Red 300</div> <div>HEX FF5A65</div>	<div>Red 200</div> <div>HEX FFBEC2</div>	<div>Red 100</div> <div>HEX FFEFF0</div>
<div>Yellow 400</div> <div>HEX FFA800</div>	<div>Yellow 300</div> <div>HEX FDBD1A</div>	<div>Yellow 200</div> <div>HEX FFE39B</div>	<div>Yellow 100</div> <div>HEX FFF6E4</div>

Ember 500
CMYK 31 95 100 44
RGB 116 21 0
HEX 741500
PMS 7622 C

Ember 400
CMYK 15 100 100 6
RGB 198 26 17
HEX C61A11
PMS 3517 C

Ember 300
PRIMARY
CMYK 6 98 100 1
RGB 224 36 25
HEX E02419
PMS 485 C

Ember 200
CMYK 0 51 38 0
RGB 255 151 137
HEX FF9789
PMS 1625 C

Ember 100
CMYK 0 4 2 0
RGB 255 245 242
HEX FFF5F2
PMS 4032 C

Slate 500
CMYK 88 75 54 66
RGB 19 31 46
HEX 131F2E
PMS 4146 C

Slate 400
PRIMARY
CMYK 90 76 48 48
RGB 29 46 67
HEX 1D2E43
PMS 533 C

Slate 300
CMYK 69 61 27 7
RGB 96 101 137
HEX 606589
PMS 2110 C

Slate 200
CMYK 33 27 4 0
RGB 170 174 208
HEX AAAED0
PMS 6107 C

Slate 200
CMYK 13 8 0 0
RGB 216 223 243
HEX D8DFF3
PMS 6148 C

Slate 100
CMYK 4 2 0 0
RGB 241 245 255
HEX F1F5FF
PMS 6148 C

Blue Plate Special 500
CMYK 100 86 18 4
RGB 6 62 136
HEX 063E88
PMS 2146 C

Blue Plate Special 400
PRIMARY
CMYK 73 31 0 0
RGB 30 150 228
HEX 1E96E4
PMS 2727 C

Blue Plate Special 300
CMYK 41 7 0 0
RGB 132 205 255
HEX 84CDFF
PMS 2915 C

Blue Plate Special 200
CMYK 11 2 1 0
RGB 223 237 246
HEX DFEDF6
PMS 290 C

Blue Plate Special 100
CMYK 4 0 0 0
RGB 240 249 255
HEX F0F9FF
PMS 290 C

Figtree is a sleek and modern sans-serif font with rounded edges, offering a balance of elegance and readability. It's light-hearted and crisp when used for text, yet still retains some punch when used in uppercase – perfect for buttons and short labels. The thicker weights have a distinctly friendlier character, great for headlines of more personable brands.

Figtree

Characters

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!"#\$%&/()@=?,-

LICENSING

[Open Font](#)

DOWNLOAD

[Google Fonts](#)

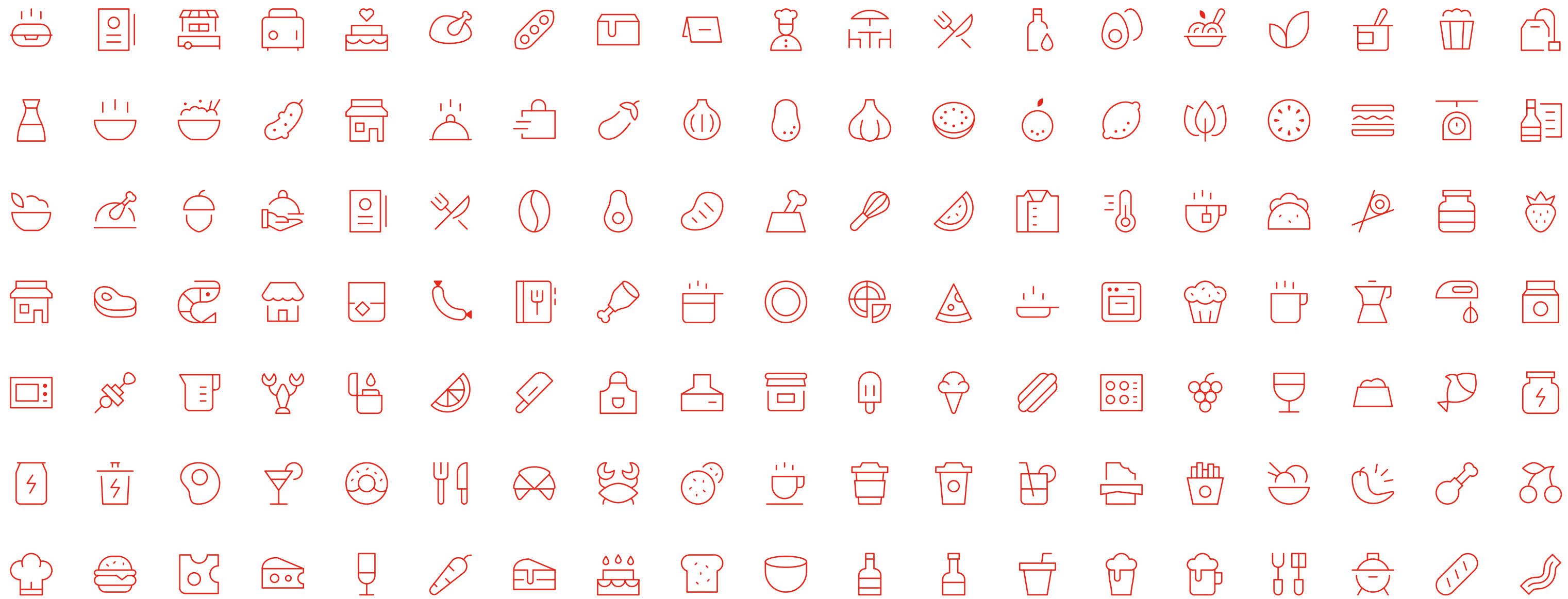
AaBbCcdDd

AaBbCcdDd

AaBbCcdDd

AaBbCcdDd

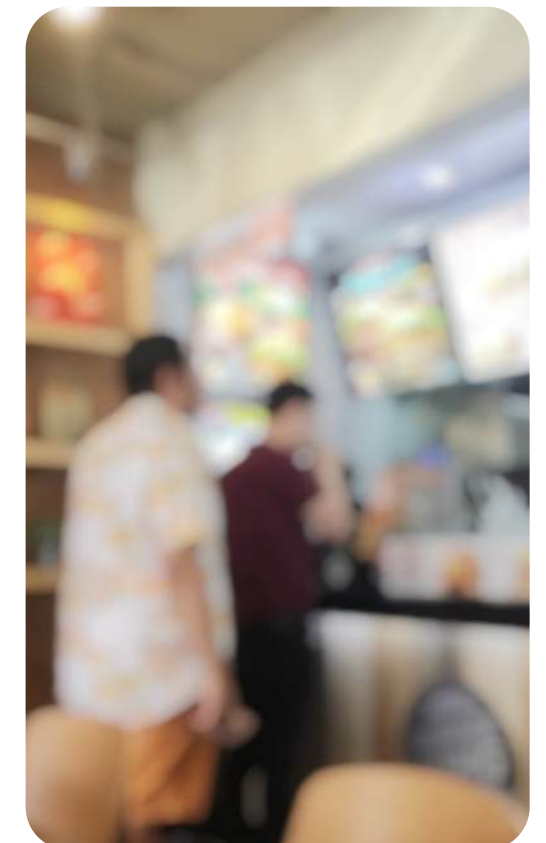
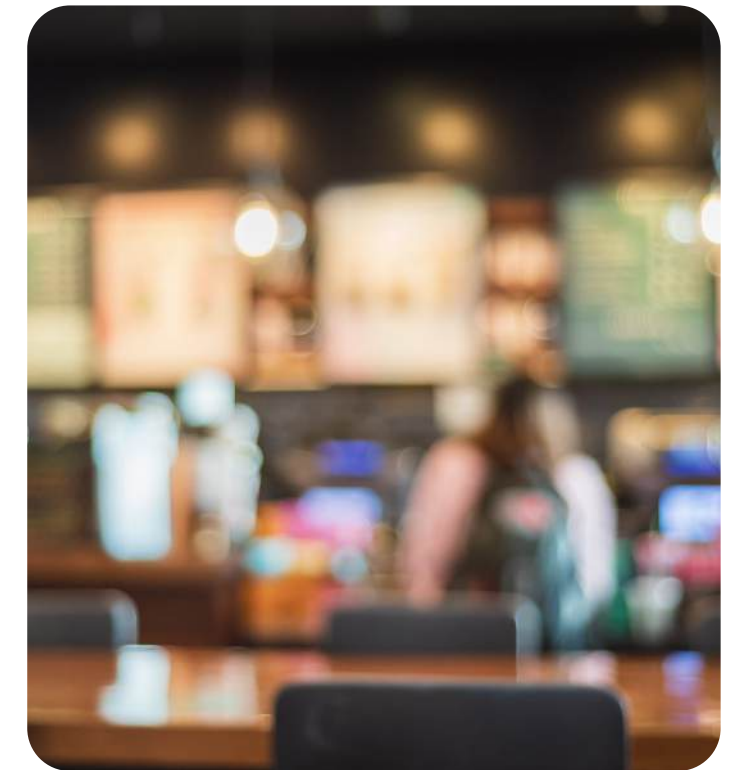
Checkmate utilizes outline style icons from the Nucleo icon library.



DOWNLOAD
NucleoApp.com

The overall tone and feeling of Checkmate's photography is authentic and grounded. The subject matter should portray approachability and confidence without ego. Lighting and color balance should be consistent. Subjects should be neutral or candid but not overly emotional.

Subject matter should include front and back of house and off-premise environments. Unless authorized, photos should be brand-agnostic.









Thank you

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