

Octobre 2024

# Brand Guidelines







# Come in! Welcome to Restomax

the good friend who truly understands the daily lives of restaurateurs and makes their already intense lives easier, so they can finally enjoy their jobs.

Octobre 2024

# Brand Platform





# Vision

*"Come on  
buddy!"*

At Restomax, we are not like other services: we are your everyday buddy, we always got your back! We are convinced that together we can do crazy and fun things.





# Mission

## Transform ordering into something cool and easy.

At Restomax, we design and produce order management software to take the hassle out of your day-to-day so you can focus on the fun stuff.





Promise

## New and not ordinary experience.

At Restomax, we are shacking things up. Ordering should not be the same boring act, so we cooked up a totally fresh, exciting and friendly experience: we're right here with you, buddy!



# Values

## We are ... human

At Restomax, we understand what you do, which is why our solution is both accessible and fully adapted to your challenges. Your authenticity reminds us of ours: we support your mistakes; your imperfections, we love them. We are in the real world: we encourage you and support you, with empathy and kindness.



## We are ... enthusiastic

At Restomax, our commitment is friendly and joyful, we are passionate about what we do, and we pass on all this energy to go even further.

## We are ... audacious

At Restomax, we love challenges, which is why we carry out the project with the energy of conviction and a note of daring: we might as well have fun doing what we love to do, right?!



# Tone of voice



## Definition of the tone of voice

The tone of voice is Restomax's unique way of expression (its style, words, and storytelling) for communicating with its target audiences. It's the natural extension of the entire brand strategy developed. This tone reflects its personality and must remain consistent across all touchpoints; it also defines how to 'speak Restomax'.



## Definition of the manifesto

This is Restomax's solemn declaration, expressing its purpose, unique vision, and core values—its distinctiveness. This text is intended for both internal (employees, sales team) and external audiences (prospects, clients)





# The manifesto

**To you, the busy or meticulous restaurateur.**

**To you, the detail-loving chef or master of improvisation.**

**To you, head waiter, head chef, or just head of it all.**

Honestly, you've chosen quite a profession! Food service isn't a piece of cake. We know the pressure of rush hours, the last-minute mishaps, the hurried customers. You're expected to be everywhere, managing everything at once, quickly and flawlessly.

Sincerely, well done!

With all this, you need to be able to rely on a team. Not just another tech support, not a cold piece of software, and certainly not a run-of-the-mill salesperson. No, what you need is a true ally, someone who's there for you, who gets what you're going through. Because, like you, at Restomax, we love this job—the hustle and bustle, the heartbeat racing at full speed, the relentless pace. We adore the chaos, the noise, the joyful disorder that brings everything to life.

That's why we reinvented a way to support you, far from the daily grind and bland experiences. With us, you'll finally get to enjoy yourself.

**Restomax. No boring orders.**





## The tone

# Authentic and Offbeat

Restomax is like a buddy—someone who understands you, who's there when you need them. It reassures, encourages, and supports. There's no distance; on the contrary, it's grounded in the real, everyday life of the restaurateur. You can share a laugh with Restomax or have a more serious conversation.



# The tone

## DO

- **Play with food and restaurant expressions:**  
“it’s no piece of cake,”  
“no magic recipes here,”  
“watch out, hot!”
- **Use “you” to address the target, but keep a familiar tone by favoring the impersonal:**  
for example, replace “it’s easy, you’ll see” with “when it’s simple, it’s well done.”
- **Be understanding:**  
“we get it,” “we’ve been there,” “we know it’s not easy every day—but no worries, we’re here to stay.”



## DON'T

- **Avoid being pretentious or formal:** “Thanks to our recognized expertise in the hospitality industry, we can guarantee exceptional service,” “A premium, tailor-made service for discerning restaurateurs.”
- **Avoid vulgarity:**  
“Are your numbers a mess?”  
“You gotta get to work, man!”
- **Avoid marketing terms that disconnect the brand:**  
“KPIs,” “synergy,” “growth strategy,” “market share.”
- **Avoid phrases that create distance:**  
“We remind you that...,” “We kindly ask you to...,” “Please note that...” and also passive phrases like “It would be appropriate to...,” “It would be desirable to...,” “A solution could be considered...”

# The brand style guidelines





## The official logo with Baseline

Here is the official logo of the Restomax brand, accompanied by its baseline «NO BORING ORDERS».

This lock-up connects the brand's symbol, the chef's hat, to the name Restomax, represented by the «M».

The typography used for the logo is «Pressuru». This typography is not used elsewhere in the visual identity.

The typography for the baseline is «Acumin» in capitals, which is also used for the rest of the visual identity.

This version can be used as long as the baseline remains legible, with a minimum size of 6 pt for the baseline.

This logo can be used at any time, but its use is mandatory for all advertising materials.





## The official logo no Baseline

Here is the official logo of the Restomax brand.

It is a lock-up that connects the brand's symbol and the name.

It consists of two illustrative elements: the chef's hat and the «M».

The typography used for the logo is «Pressuru». This typography is not used elsewhere in the visual identity.

It is intended to be used on our website, social media, email signatures, and promotional items (goodies).

It is important to note that this logo is reserved for uses not directly related to sales messages. Its purpose is to reinforce our brand image and maintain a consistent and professional visual presence across all our platforms and tools.





## The Negative Logo

The negative logo should only be used on a dark background. In this version, the beige from the identity replaces the classic white, and the «anthracite blue» replaces the classic black.

This rule also applies to the version of the logo without the baseline.





## The Logo Exclusion Zone

The exclusion zone is the space in which no other element can be placed near the logotype.

This exclusion zone corresponds to the height of the letter «x» that makes up the logo.

This rule also applies to the version of the logo without the baseline.







## The Logo Variations

It is recommended to use the official logo with the blue chef's hat and the text in black or beige, favoring maximum contrast.

The logo with the blue chef's hat is the primary logo, but it is possible to choose an alternative color depending on the background colors to optimize its readability.



### Monochrome Logo

The monochrome version of the logo should only be used when technical constraints (e.g., printing) prevent the use of the official version (see P1 and P2).



### Logo on Restomax Blue Background

When the logo must be applied on a solid Restomax blue background, the following two versions can be used, provided that an elegant presentation is maintained and remains consistent with the visuals presented.







## The Monogram

The Restomax logo monogram is the official alternative to the main logo. It is used as a brand recognition symbol in formats too small to ensure good readability of the official logo.

The monogram should be used in the brand's primary colors.

Examples of usage: favicon, profile image on social media, email signature, footer, etc.

The monogram should not be used outside the context of Restomax and must always be accompanied by the brand's visual identity.

It is a simple and widely usable symbol, especially on Restomax products.



## Dont's logo

These rules apply equally to the version of the logo with the baseline, without the baseline, and to the monogram.

## Brand style guidelines 2024



Do not distort or modify the logo.



Do not modify the logo's colors other than those explained in the brand guidelines.



Under no circumstances should the logo be modified creatively. Always respect the exclusion zone.



Do not change the typography, either that of the logo or that of the baseline.



Do not tilt the logo.



Maintain the readability and contrast of the logo. Do not place it on complex typography or backgrounds.



Do not add effects: avoid shadows, reflections, textures, or any other unauthorized visual effects.



Do not modify the elements of the logo: do not add, remove, or move any elements of the logo.





## Restomax Colors

Here are the colors that make up the Restomax brand.

### Primary Colors

These colors are fundamental to the identity of Restomax and should be used whenever the brand is referenced. They ensure the consistency of the identity and promote recognition. For large areas representing 80% of the visual, it is preferable to prioritize the use of anthracite blue and beige.

### Secondary Colors

These colors are used to energize the brand and allow for content variation. Please use them sparingly to maintain the essence of the identity.

They can be used, for example, for social media, to highlight information, for buttons on the website, etc. (TBD)

Examples: See look & feel.



### Primary Colors

<div>Restomax Blue</div> <div>Hex: #05abaf RVB: 5, 171, 175 CMJN: 75, 6, 35, 0</div>	<div>Restomax Anthracite Blue</div> <div>Hex: #181b21 RVB: 24, 27, 33 CMJN: 85, 73, 57, 78</div>	<div>Restomax Beige</div> <div>Hex: #f9f0e6 RVB: 249, 240, 230 CMJN: 4, 7, 11, 0</div>
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### Secondary Colors

<div>Restomax Orange</div> <div>Hex: #ee7525 RVB: 283, 117, 37 CMJN: 0, 64, 90, 0</div>	<div>Restomax Yellow</div> <div>Hex: #fcc156 RVB: 252, 193, 86 CMJN: 0, 28, 73, 0</div>
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## Typography: Acumin

Here is the typography used for the Restomax identity.

It includes a wide range of weight variants. We recommend limiting the use to the classic versions ranging from Light to Bold, as well as the intermediate weights.

For proper nouns, body text, margin text, and headings, the use of lowercase letters is preferred. However, an exception is made for «Quotes,» which function as hooks.

«Quotes» should be in uppercase (CAP) to maintain consistency with the baseline and enhance their visual impact.

*Acumin is a versatile, sans-serif font family designed for balanced, rational quality. Fully neo-grotesque, it works wonderfully at display sizes but also maintains exceptional sensitivity for text sizes.*

[Link typo](#)



Acumin Light - 17 pt

The quick brown fox  
jumps over the lazy dog.

Acumin Light italic - 17 pt

*The quick brown fox jumps  
over the lazy dog.*

Acumin Regular - 17 pt

The quick brown fox jumps  
over the lazy dog.

Acumin italic - 17 pt

*The quick brown fox jumps  
over the lazy dog.*

Acumin Medium - 17 pt

The quick brown fox  
jumps over the lazy dog.

Acumin Medium italic - 17 pt

*The quick brown fox jumps  
over the lazy dog.*

Acumin Semi bold - 17 pt

The quick brown fox  
jumps over the lazy dog.

Acumin Semi bold italic - 17 pt

*The quick brown fox  
jumps over the lazy dog.*

Acumin Bold - 17 pt

The quick brown fox  
jumps over the lazy dog.

Acumin Bold italic - 17 pt

*The quick brown fox  
jumps over the lazy dog.*



### Example of Typographic Hierarchy

Here is an example of a good typographic layout hierarchy for Restomax, based on the golden ratio.

To determine the size of elements:

- Take the size of the title and divide it by 1.618 to get the size of the subtitle.
- Then, divide the size of the subtitle by 1.618 to get the size of the body text, and so on.

For the spacing between the title, subtitle, and body text, use the X-height of the title. The spaces and alignments should always be based on the lowercase letters.

Although this rule is not mandatory, it is an example of good typographic practice. It may vary depending on the medium.

Please always refer to universal typographic rules and the language used. If in doubt, feel free to ask us questions.



**No Boring  
layout**  
Sous-titre  
Nequae nobis alit eaqui con ped  
maxim voluptium quam volori  
num ad etur, commolesent mi,  
ut adici blabor se quis evendam  
aliquiandam de labor andende  
lecerio estianto qui as sit endus.

Acumin Semi Bold  
Size: 50 pt  
Inter ligne : 47 pt  
Inter lettre : -18

↓ /1,618

Acumin Light  
Size: 30 pt  
Inter ligne : 30pt  
Inter lettre : 0

↓ /1,618

Acumin Light  
Size: 19 pt  
Inter ligne : 20  
Inter lettre : 0



## The Restomax «Spaghettis»

The «spaghettis» are ornamental graphic elements used to energize the brand image.

They are inspired by the «M» that makes up the logo as well as the monogram.

These elements feature irregularities and slight imperfections, subtly enhancing the human touch. Their design is fluid and evokes the quick handwriting of a restaurateur on an order ticket.

They are meant to be abstract and should never be representative.

They can take various shapes and sizes, as long as it remains consistent with the visual identity and what has already been created for the brand.

Please refer to the look & feel below for their usage.



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# Look & Feel





# No boring orders

**Un budget adapté à vos besoins**  
Restomax vous propose des tarifs adaptés à vos besoins pour ses produits. Vous ne trouverez pas la même qualité d'offre à un prix inférieur.

**Un écosystème complet**  
Vous accédez à plein de fonctionnalités : prise de commande en salle, bornes de commandes, QR code, impressions déportées, plans de salle, connexion Uber eats / Deliveroo ...

**Facile & gain de temps**  
Très faciles d'utilisation et vous observerez vite l'énorme gain de temps qu'ils vous procureront ! Notre support 7/7 est disponible en cas de pépins.

**resto****max**  
NO BORING ORDERS

**Un budget adapté à vos besoins**  
Restomax vous propose des tarifs adaptés à vos besoins pour ses produits. Vous ne trouverez pas la même qualité d'offre à un prix inférieur.

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**Facile & gain de temps**  
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# No boring orders

**resto****max**  
NO BORING ORDERS



# Come on Buddy.

**resto****max**  
NO BORING ORDERS

Un budget adapté à vos besoins  
Restomax vous propose des tarifs adaptés à vos besoins pour ses produits. Vous ne trouverez pas la même qualité d'offre à un prix inférieur.

Verigoud - Foods & tequila





Odette



en ville

Verigood



Etiquette

Pour présenter  
les lieux

Etiquette

02.07 to 13.08

WE ARE  
CLOSE  
FOR THE  
SUMMER.

Sorry for the  
boring  
news

Pour passer  
un message



Bintje

Brussel's kitchen

NO  
BORING  
MEAT

Bintje

NO  
BORING  
MEAT

see you there to know





Solution
Tarifs
Votre activité
Caisse enregistreuse
Intégration
Partenaires
Ressources
Demo



Le spécialiste N°1 des systèmes de  
Caisses Enregistreuses pour  
Restaurants / Horeca en Belgique

# Nos solutions



Pourquoi choisir Restomax pour votre système de caisse enregistreuse restaurant / horeca ?



**UN BUDGET ADAPTÉ À VOS BESOINS**

RESTOMAX vous propose des tarifs adaptés à vos besoins pour ses produits. Vous ne trouverez pas la même qualité d'offre à un prix inférieur.




**UN ÉCOSYSTÈME COMPLET**

Avec RESTOMAX, vous accédez à plein de fonctionnalités : prise de commande en salle, bornes de commandes, QR code, impressions déportées, plans de salle, connexion Uber eats / Deliveroo ...




**FACILE & GAIN DE TEMPS**

Les produits RESTOMAX sont très faciles d'utilisation et vous observerez vite l'énorme gain de temps qu'ils vous procureront ! Notre support 7/7 est disponible en cas de pépins.



MENU +



Le spécialiste N°1 des systèmes de Caisses Enregistreuses pour Restaurants / Horeca en Belgique



MENU +



**RESTOMAX SOLUTIONNE TOUS VOS PROBLÈMES**

Pour accélérer les installations, réduire les coûts & faciliter la gestion de vos établissements, nous sommes le seul interlocuteur unique en Belgique qui peut répondre à TOUS vos besoins.

Discover →





MENU +

## Nos solutions



Pourquoi choisir Restomax pour votre système de caisse enregistreuse restaurant / horeca ?



**UN BUDGET ADAPTÉ À VOS BESOINS**

RESTOMAX vous propose des tarifs adaptés à vos besoins pour ses produits. Vous ne trouverez pas la même qualité d'offre à un prix inférieur.





**RESTOMAX SOLUTIONNE TOUS VOS PROBLÈMES**

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Discover →

**LE SYSTÈME DE CAISSE ENREGISTREUSE HORECA N°1 EN BELGIQUE**

