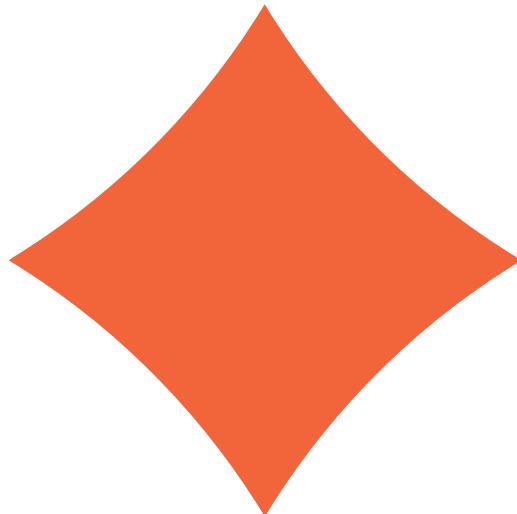


S A L I D O

Why are brand guidelines so important?

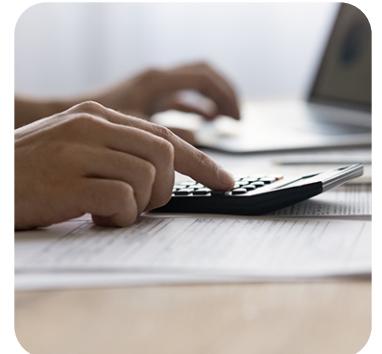
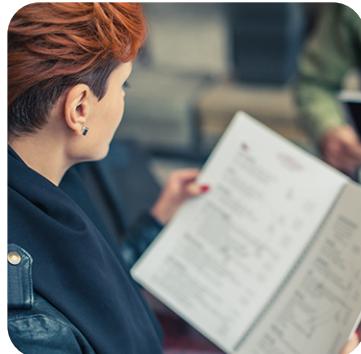
In simple terms, the branding styleguide or brand guidelines serve as a comprehensive guide for using all branding elements consistently across all the mediums. But their role goes beyond just providing clear instructions. They are crucial for a). upholding the brand's authenticity and building its value b) maximizing the reach of our operations in all markets c) ensuring consistent, high-quality branding and d) boosting overall productivity within the system.



Specific features for your restaurant

Salido is a restaurant-specific point-of-sale (POS) system built to handle the unique, high-pressure demands of the industry. Its features are designed not just to process payments, but to streamline the entire operation from the kitchen to the back office.

Some of the features are: Intuitive operation, visual table and floor management, flexible order modifiers, split billing and flexible payments, granular sales reporting, third party integration.



Multi-unit management.

Take advantage of simplified management across multiple locations with data centralized in one convenient spot.

Dynamic menus for effortless updating.

Update your menu for all locations in one spot with just a couple of clicks when you have a new dish to feature or are 86-ing an item.

Manage staff and secure your system.

Assign roles, customize access levels, and view time cards. Track who did what and when while protecting your bottom line with employee action audit logs for the SALIDO Bridge — our secure online web portal.

Contactless Payments

Offer support for contactless payments like Apple Pay and Google Pay with up-to-the-minute payment hardware.

Accept Deposits and Schedule Checks

Use your SALIDO POS system to streamline your event management process and increase revenue.

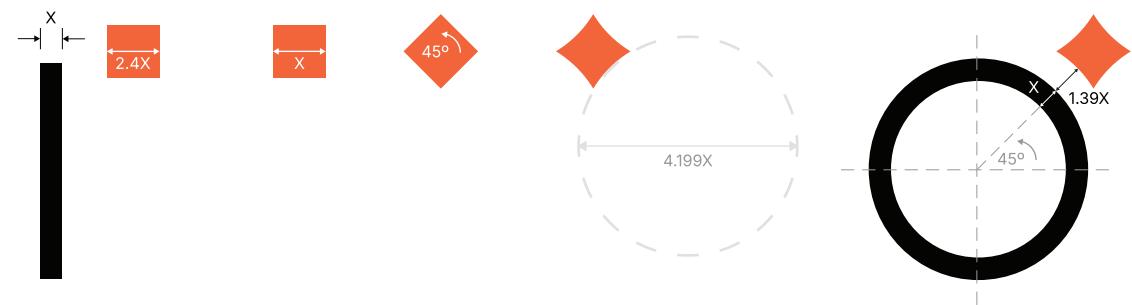
The logo

The Salido logo is intentionally clean and direct, a visual embodiment of our core mission: to bring clarity to the complex world of restaurant operations.

S A L I D O 

The star construction

This star is a reserved asset, to be used only in the right conditions and must be constructed and positioned in its exact relationship to the word 'SALIDO' as shown. Adherence to this precise construction and placement is mandatory to ensure brand consistency and integrity.



Logo lockup

Only one version is correct. Anything other than this version is wrong.

S A L I D O[♦]

S A L I D O[♦]

Colors

Primary

#000000

#FFFFFF

#F2663C

Secondary

#F99F36

#FFDD50

#59BD79

Typefaces

Primary

Century Gothic Pro Bold
For headlines

Ag

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
? ! / @ # \$ % ^ & * () < > { } [] + - _ =

Section header

Inter Bold

Ag

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
? ! / @ # \$ % ^ & * () < > { } [] + - _ =

Secondary

Inter Regular

Ag

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
? ! / @ # \$ % ^ & * () < > { } [] + - _ =

Typography

Front of house. Back of house. Payments in-house.

Whether you're running a full-service, casual, upscale casual, or fine-dining establishment, SALIDO will unify all your restaurant operations under one convenient interface. All while serving as the comprehensive hospitality payments and back-office solution. Best of all, we're backed by North American Bancard (NAB), the sixth-largest non-bank merchant acquirer on the continent. That means we know what we are doing when it comes to restaurant POS systems and payment processing.

~~FRONT OF HOUSE.
BACK OF HOUSE.~~

Avoid all caps for headlines.

~~Front of house.
Back of house.~~

Leading/line spacing is too tight.

~~Front of house.
Back of house.~~

Leading/line spacing is too great.

~~Front of house.
Back of house.~~

Letterspacing is too wide

~~Front Of House.
Back Of House.~~

Avoid capitalizing each word.

Body copy

Body copy is left align (flush left) and ragged right

~~Whether you're running a full-service, casual, upscale casual, or fine-dining establishment, SALIDO will unify all your restaurants.~~

Avoid right align (flush right) and ragged left.

~~Whether you're running a full-service, casual, upscale casual, or fine-dining establishment, SALIDO will unify all your restaurants.~~

Avoid center align body copy.

Whether you're running a full-service, casual, upscale casual, or fine-dining establishment, SALIDO will unify all your restaurants.

~~Whether you're running a full-service, casual, upscale casual, or fine-dining establishment, SALIDO will unify all your restaurants.~~

Avoid justified body copy.

~~Whether you're running a full-service, casual, upscale casual, or fine-dining establishment, SALIDO will unify all.~~

Avoid a widow (only one short word left)

~~Et duo menandri consul et facilisis suscipiantur mei. Nam debet occurreret ubnit no, cu meise tractatos eam, legere possit mei no.~~

Avoid having a river (gaps between words that visually look connected).

~~Whether you're running a full-service, casual, upscale casual, or fine-dining establishment, SALIDO will unify all your restaurants.~~

Leading/line spacing is too tight.

~~Whether you're running a full-service, casual, upscale casual, or fine-dining establishment, SALIDO will unify all your restaurants.~~

Leading/line spacing is too great.

Icons

← → ↓ ↑ ^ v < >

▼ ▲ □ ✓ ⏪ ⏴ ○ ●

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🏷️ 🗑️ 🍔 🍽️ 🚑 🚑 🍕 🚵

🎂 🥂 🍖 🛒 🏴

Favicon



A favicon, or “favorite icon”, is a small image that helps users identify a website. Favicons appear in browser tabs, bookmarks, and search results.

What does it do? Help users quickly recognize a website, especially when there are many open tabs.

Help users associate a favicon with a brand, which can improve brand recognition and credibility.

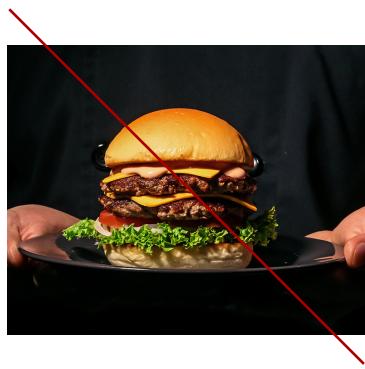
Our favicon should be square, that's 1:1 aspect ratio, no smaller than 8×8 pixels, but larger than 48×48 pixels is ideal. Upload a PNG, JPEG or GIF file with a transparent background to a favicon generator application to make one.

Food photography/imagery

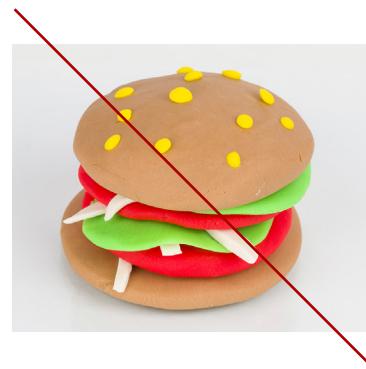
Food images should be simple with dark background. The background doesn't need to be black, but it should be dark.



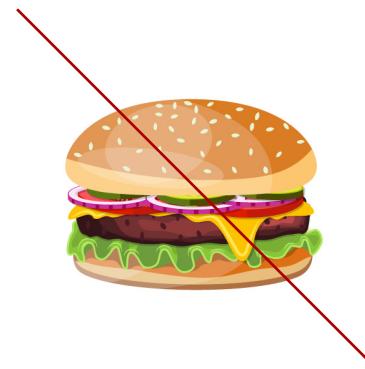
Avoid using isolated photography with no background.



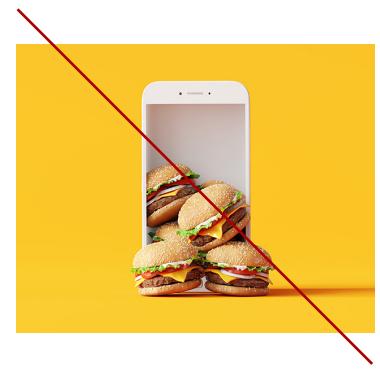
Avoid having a hand or hands or any body parts in the image.



Avoid using a fake food photography.



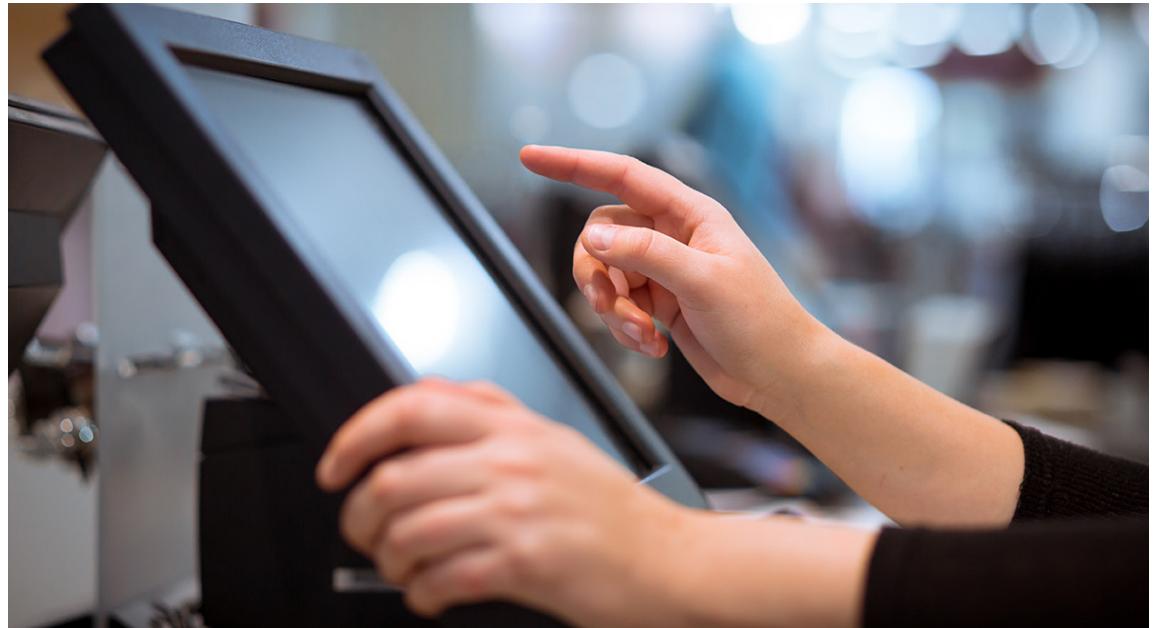
Avoid using food illustration.



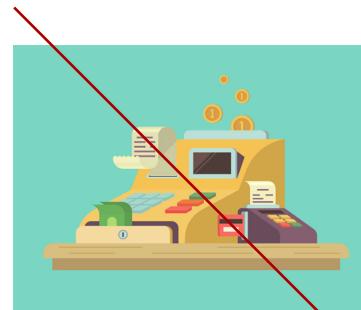
Avoid using photo illustration.
Avoid using bright background.

Object photography/imagery

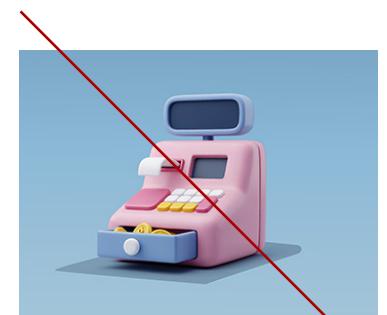
Use an object in an environment with a blurry background. Hands or partial hands are okay. Avoid specific brand unless it is dictated to do so and cleared by legal.



Avoid using stand alone object photography with no background.



Avoid using illustration.



Avoid using 3D rendering.

People photography/imagery

People images should be in a restaurant environment, not too dark, not too bright



Avoid using a plain back-ground.



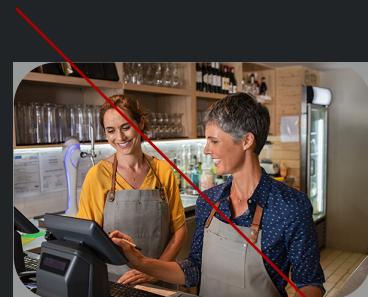
Avoid showing a cartoonish person with a hand or body gesture.



Avoid using a white back-ground and a person holding an object towards the camera.

Image treatment

A “hero” image on a page should have a fairly generous rounded corner on only one corner.



Avoid having all four corners rounded and against any color background.

Avoid using an outline.

Avoid using illustration.

Non-hero image treatment

Some major sections on a page would have an image with short text. These sections have an image with one generous curve on one corner



Keep your cash flowing.

We know how important maintaining proper cash flow is to the success of your hospitality business. That's why we offer multiple ways to keep your cash flowing.

Next Day Funding

Batch out by midnight ET and receive your funds the very next business day.

Same Day Funding

Receive the funds from your transactions the very same day with a 10:30 a.m. ET

A section example

A major section may have a paragraph of text followed by multiple features of that section. Try to use only one image that can represent those features

PCI-compliant payment solutions.

All of our payment acceptance solutions adhere to the latest PCI Data Security Standards — from our credit card terminals and smart payment devices to our online solutions, and more. We even offer an enhanced and frictionless compliance experience through our PCI Plus Program. Let our PCI Plus experts do the heavy lifting to protect your business from card processing liability, so you can concentrate on running your restaurant with peace of mind — and the assurance that your customers and cardholder information are protected.

Proprietary BuyerWall™ technology.

Meet the first cardholder data protection system and payment processing platform that allows you to eliminate data breach liability. By creating a tokenized BRIC that processes, stores, and transmits data without sensitive cardholder information, BuyerWall frees you from

1/3



A section may have two or more features. We should indicate the number of features and the one you are reading is

You may set image's opacity lower than 100% and layer it with other color, creating a tint effect.

Feature section/highlight

Some feature highlights may not have any image or icon. The header will be white, body copy will be grey. The background is a grey rectangle with rounded corners.

Manage your staff and secure your system.

Assign roles, customize access levels, and view time cards. Track who did what and when while protecting your bottom line with employee action audit logs for the SALIDO Bridge — our secure online web portal.

Icon treatments for features



Online order



Online order



Online order

Buttons

Button name

Button name