



Hospitality at Scale™



Serve Style Guide

Everything you need to brand the digital experience

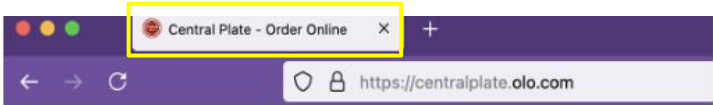
Logos


Element	Specifications
Header Logo (Required) Displays at the center of the header. Best Practice: Select a rectangular logo with a transparent background.	Format: PNG Minimum Height: 200px



Square Logo (Required) Used for favicon and mobile web clip. <i>Note: Brands may use the same image for the favicon and web clip or or customize independently</i>	Format: PNG Minimum Dimension: 180×180px
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(Square Logo) Favicon Displays next to the page title in the browser tab. Best Practice: Apply minimal design using shapes and colors and limit/exclude text due to lack of readability.	Format: PNG Minimum Dimension: 32×32px
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(Square Logo) Mobile Web Clip Displays when guests save the Serve page to their home screen.  End result when a guest pins the site to an iOS home screen	Format: PNG Minimum Dimension: 180×180px <i>Note: Requires background color</i>
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Logos

Element

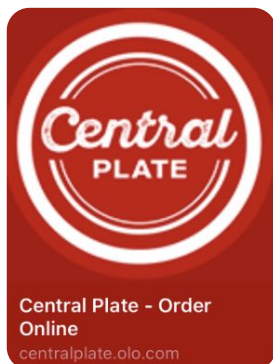
Specifications

Social Share Logo (Optional)

Displays alongside a link when it's shared on platforms such as Facebook. This image is also shared with Switchboard Payment Portal texts.

Format: PNG

Recommended Dimension:
1200×630px



Borderless Logo (Required)

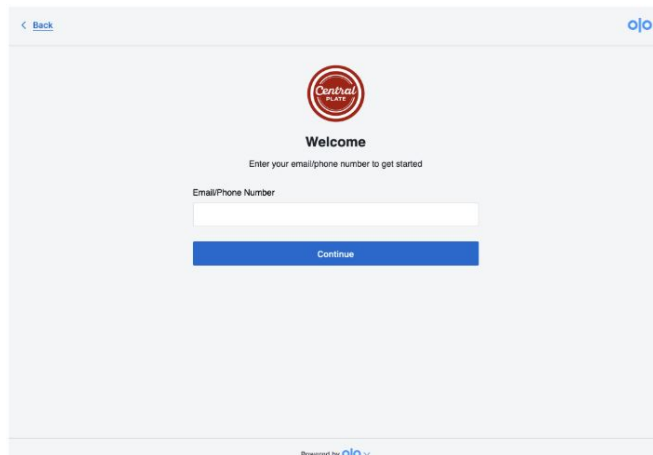
Unless specified, the logo displays on the following:

- **Borderless** sign up/sign on page hosted by Olo at app.oloauth.com
- **Borderless** welcome email sent to guests that sign-up for a Borderless account

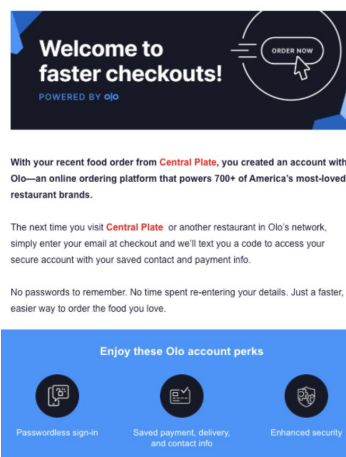
Format: PNG

Minimum Dimension:
200×200px

Best Practice: Use a dark colored version of the logo due to the light color background of the page.



Borderless Sign Up/Sign In Page



Borderless Welcome Email

Fonts

Element

Font Groups

Serve defaults the font to 'Inter' due to its readability across platforms (see samples below).

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

Serve allows for three (3) font groups which may be unique including: heading, body text, and buttons.

Heading font applied to:

- Page headings
- Home page headings
- Category names
- Product names
- Modifier names

Body text font applied to:

- Body text
- Links
- Form fields

Button font applied to:

- Category/modifier navigation bar text
- All button element text

Custom Fonts

Serve supports free/open license fonts from sites such as Google Fonts and paid fonts from providers such as MyFonts. More information on custom fonts available [here](#).

For paid fonts, please provide a receipt for a Webfont license, along with the **WOFF and WOFF2 font files**. Serve also supports only 'self hosting' font files, fonts not covered by subscriptions, from providers such as Adobe Fonts. If allowed by the font license, Olo may convert TTF and OTF files.

Fonts

Element

Custom Font Styling (Optional)

Brands may specify a size and spacing for each font group. Percentages are needed to change the font size and spacing (e.g., 10% larger or smaller).

-40% -30% -20% -10% 00% 10% 20% 30% 40%

← Smaller Larger →

Note: Brands may also set the casing of fonts (e.g., all uppercase or all lowercase)

Colors

Element

Primary Color (Required)

Brands must define a single primary color that will be used throughout Serve. This color must have a minimum contrast ratio of 4.5:1 against white (#FFFFFF) to ensure readability.

Background Color/Image

Applied to the sides of the screen on desktop and tablet views.




Default: #FCFCFC

Format: PNG

Colors

Element

Additional Customizations (Optional)

Name	Definition	Default	Example
Links	Clickable element that directs users to another page	Primary Color	Central Plate Coffee House View Map • Store Information Pickup available until 11pm
Main Buttons	Primary action buttons—such as ‘Add to Cart’—that help the guest continue toward placing an order. These buttons have solid background colors.	Background: Primary Color Foreground: White	
Checkout Flow Buttons	The ‘Checkout’ button in the cart, and the ‘Place Order’ button on the checkout page.	Background: Primary Color Foreground: White	
Secondary Color	An accent color used to make actions stand out.	Primary Color	
Body Text	The base font color to use for all regular text throughout Serve.	#111111	Avocado Toast Our love for Avocado Toast runs deep, ways to make it your own.

Headers + Footers

Element

Specifications

Header Color/Image

Displays on all pages. A background and foreground color may be customized, but must meet a 4.5:1 contrast ratio to ensure readability.

Note: Instead of setting the background to a solid color, Serve supports images such as a texture or pattern.

Background Default: White

Foreground Default: Primary Color

Format: PNG, JPG

Minimum Height: 112px



Link to Brand Website

By default, clicking the logo returns the guest to the Serve home page.

Optionally, the logo may link to an external website.

On the mobile view, the logo always links to the Serve home page, and if provided, the external link will appear in the sidebar menu.



Takes guests to brand website if configured.

Headers + Footers

Element

Specifications

Footer Color

Displays at the bottom of all pages, housing the footer links, with the color helping to distinguish from the main content.

Background Default: White
#F5F5F5

Foreground Default: Primary
Color



[Contact Us](#) [Online-Tracking Opt Out Guide](#) [Locations](#) [Catering](#) [Reservations](#) [Waitlist](#) [Talk to Us](#) [Sign Up](#) [Open Source Licenses](#)

Footer Links

Links to external pages display in the footer on the desktop view, and in the side menu on mobile/tablet views.

The following displays the order of the links (order not customizable):

- Contact Us (can be hidden, unable to rename). This link opens a modal, the copy of which is customizable.
- Online-Tracking Opt Out Guide (unable to hide and rename)
- Locations (brand may elect to hide, unable to rename)
- [All Custom Links]
- Open Source Licenses (unable to hide and rename)

The following configurations exist for custom links:

- Link name
- HTML content or URL
- Display order within '[All Custom Links]' set order above

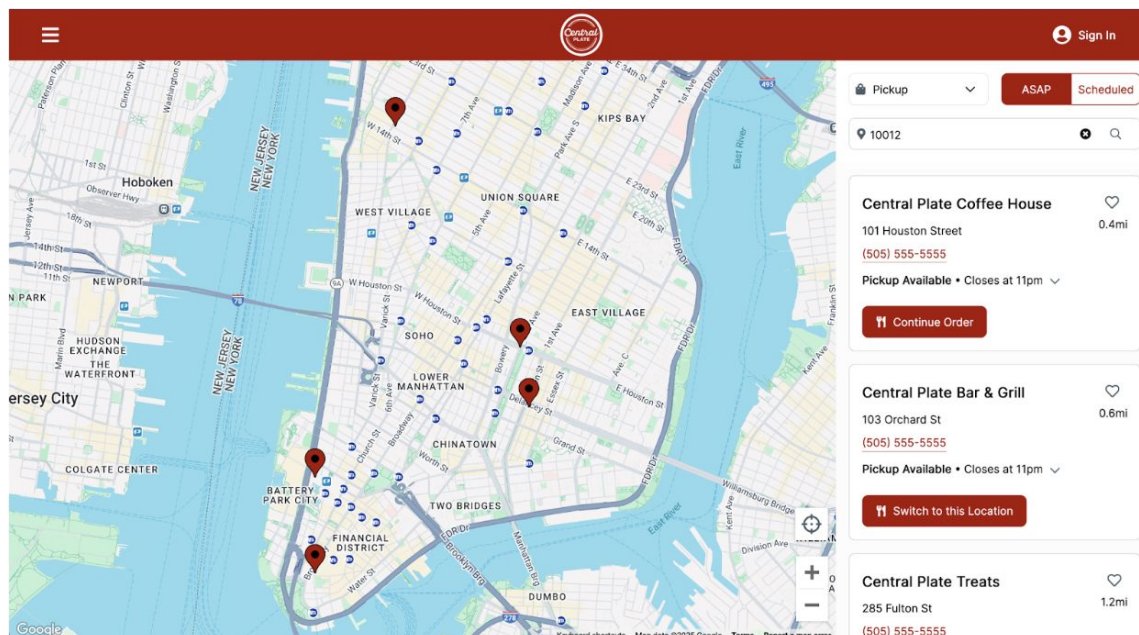


iOS and Android download links may also be added to the footer.

Location Search (Home Page)

Element

Location Search



Handoff + Time Mode Labels

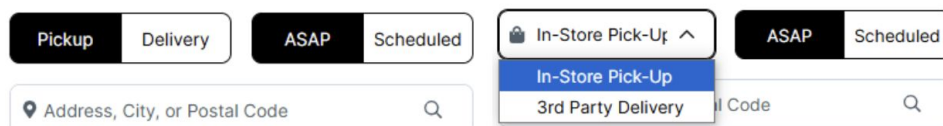
All label text changes apply across Serve and appear on the location search results, menu, and checkout pages.

Handoff modes include: Pickup, Curbside Pickup, Drive-Thru, Delivery, and Dine In (Note: Brands may define the default handoff mode and personalize the handoff mode labels (for example updating 'Pickup' to 'In-Store Pickup')).

Best Practice: Keep handoff labels below 26 characters to limit the display transitioning into a drop down.

Time modes include: ASAP and Scheduled (Note: Brand may elect to disable specific time modes).

Best Practice: Keep time mode labels below 14 characters to limit the display transitioning to a drop down.



Location Search (Home Page)

Element

Location Attributes

Used to add descriptions on a location-level basis via the [Olo Dashboard](#).

Example attributes include 'WiFi', 'TV', etc.

Pickup

ASAP

Scheduled

10012

Central Plate Treats

285 Fulton St

(505) 555-5555

Pickup Available • Closes at 11pm

Business Hours: 6am-11pm

Curbside Hours: 6am-11pm

Delivery Hours: 6am-11pm

Dine In Hours: 6am-11pm

Drive-thru Hours: 6am-11pm

WiFi

Order Now

1.2mi

Menu

Element

Promotional Banner

Displays on the menu page above the main sticky navigation. This image applies to all menus across all locations.

A banner image may be added and changed using the Content Manager in the [Olo Dashboard](#).

Brands may also add a URL to link guests to when guests click on the banner image.

Specifications

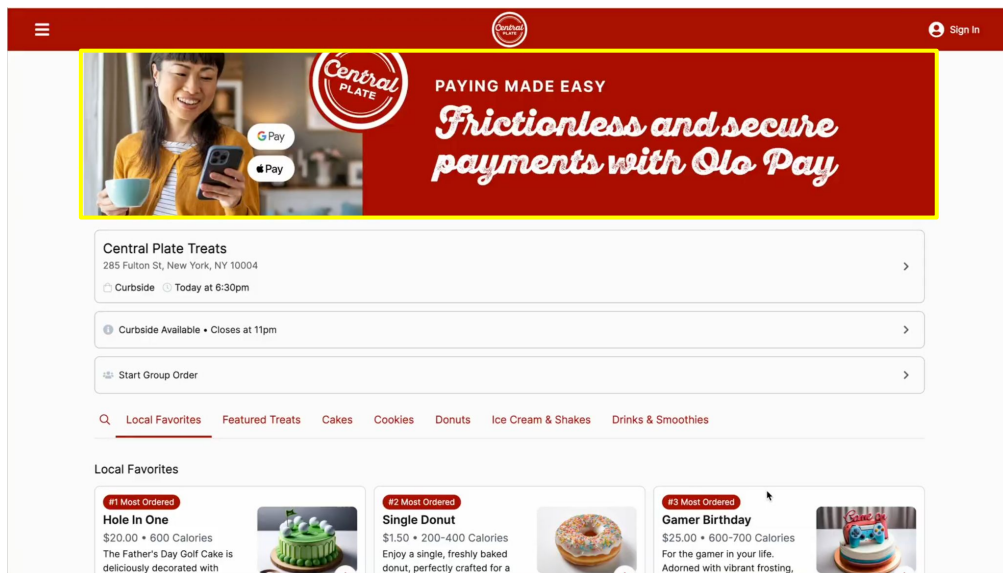
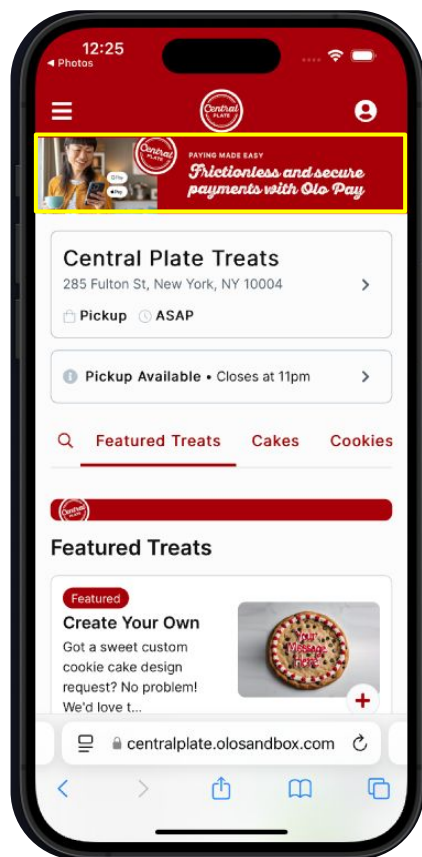
Format: PNG, JPG

Recommended Aspect Ratio: 5:1

Recommended Size: 2560×512px

Recommended Max Height: 512px

Note: example below is 2560×512px



Menu

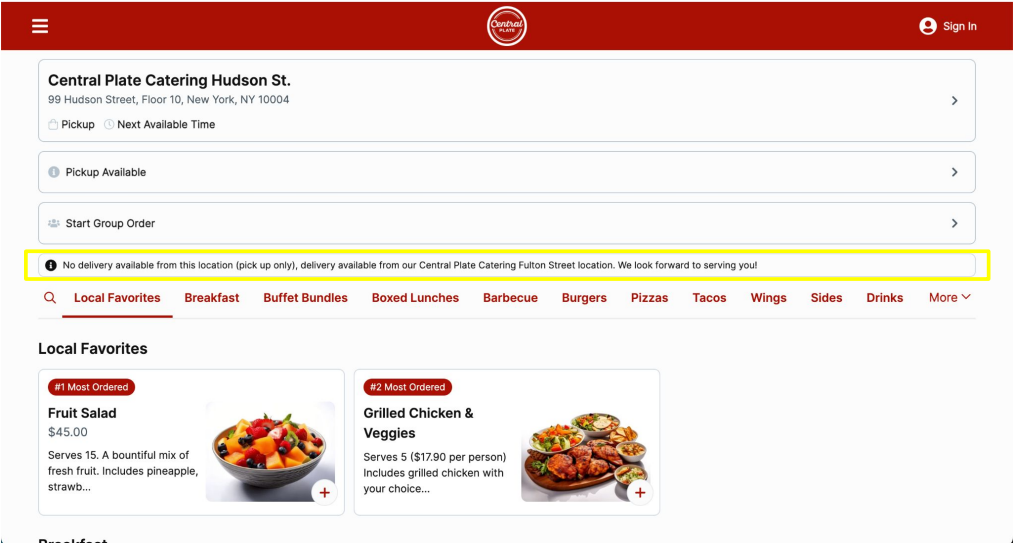
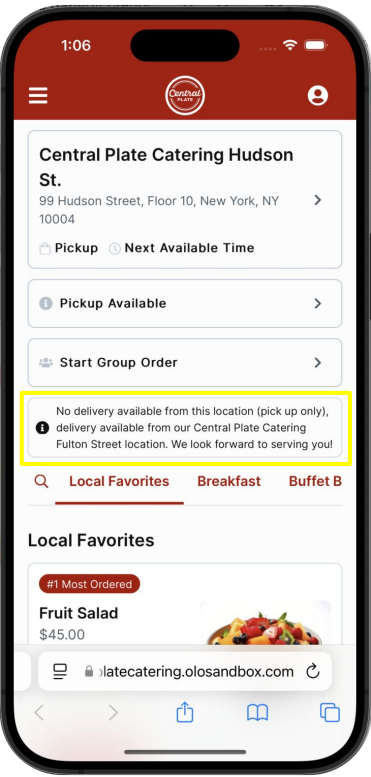
Element

Guest Facing Message

Displays directly above the names of the categories on the menu page.

The guest-facing message is text only and may be updated on a individual location level via the Olo Dashboard.

Note: The background color may be customized.



Menu

Element

Category Images

Display on the menu page above each category section. Category images may be uploaded and published instantly by Olo Dashboard users with the appropriate permissions using Olo's Menu Image Management tool.

The alt-text for the image reflects the category name (exclude additional text in the category image).

Brands may configure separate and different images for mobile devices by using the 'override' function.

Specifications

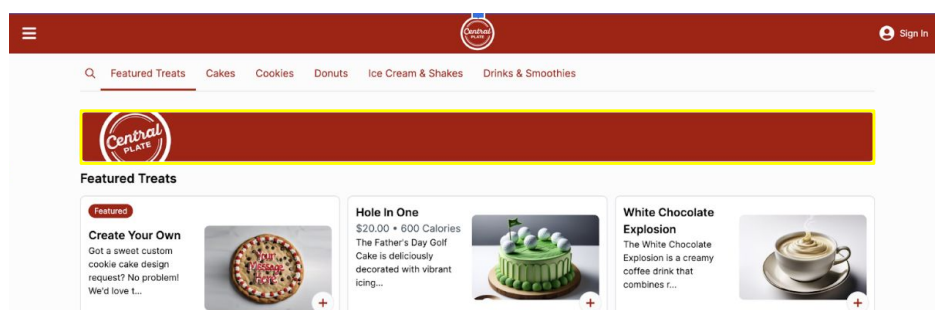
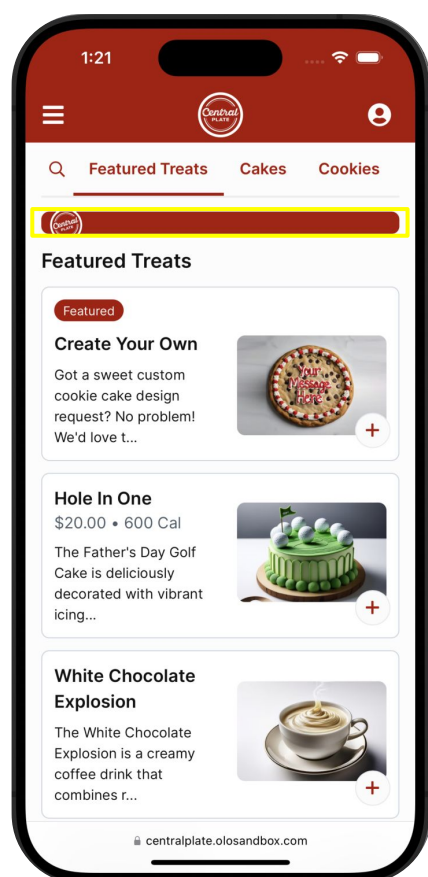
Format: PNG, JPG

Recommended Aspect Ratio:
5:1 up to 16:1

Recommended Width:
2560px

Recommended Max Height:
512px

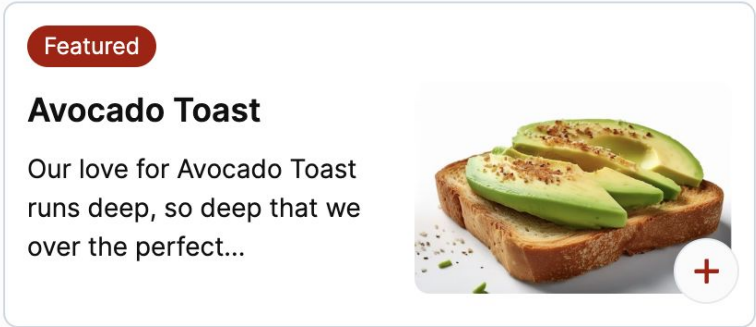
*Note: example below is
2560×158px*



Menu Image Manager instructions located [here](#).

Menu

Element	Specifications
<p>Product Images</p> <p>Display below the category for the specified product. Product images may be uploaded and published instantly by Olo Dashboard users with the appropriate permissions using Olo’s Menu Image Management tool.</p> <p>The alt-text for the image reflects the product name. To include additional information (e.g., spicy, gluten free) add the information to the product name or description.</p> <p>The text and colors of the ‘Featured’ tag may be customized. A product is marked as ‘Featured’ in the Menu Admin section of the Olo Dashboard.</p>	<p>Format: PNG, JPG</p> <p>Default Aspect Ratio: 3:2</p> <p>Recommended Size: 1200×800px</p> <p><i>Note: Alternate sizes may be configured upon request or or images can be automatically cropped to a uniform size</i></p>



Best Practice: Assign a placeholder image to multiple menu items in Menu Image Manager. A placeholder helps to preserve layout and visual consistency. The layout will adjust if unavailable when the menu item has no assigned image.

Menu Image Manager instructions located [here](#).

Menu

Element

Modifier Images

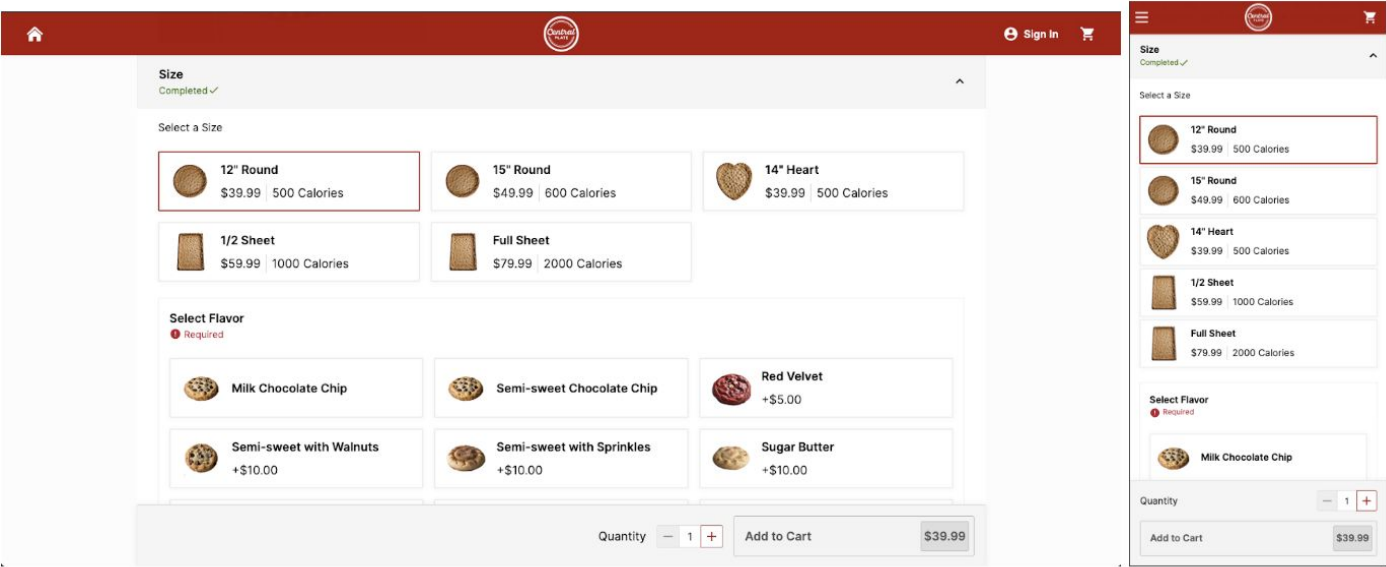
Display on the left of modifier items. Modifier images may be uploaded and published instantly by Olo Dashboard users with the appropriate permissions using Olo’s Menu Image Management tool.

Specifications

Format: PNG, JPG

Required Width: 120px

Recommended Height: 120px



Menu Image Manager instructions located [here](#).

Menu

Element

Customizable Elements

The following elements may be removed from the product page:

- Special Instructions
- Quantity counter

Removable Elements

The following menu page elements may be hidden upon request:

- Category name (also hides the category quantity and 'View All' link)
- Product price on menu page (always visible on product page/modal)
- The 'View Full Menu' toggle
- Location-specific telephone numbers
- Product availability messaging

Color Options

Color customizations include:

- Category name
- Product name, product price, and product calories
- Category navigation bar text/underline color

Calories must be the same color and as conspicuous as the product name and price. All colors must have a minimum 4.5:1 contrast with white to ensure readability.

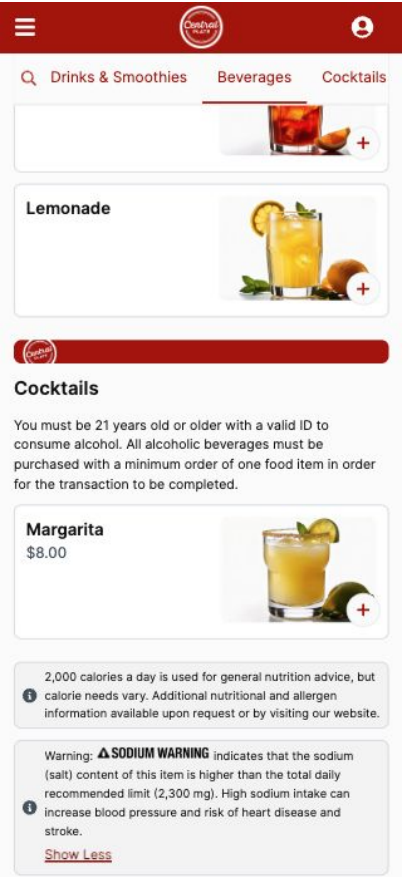
Menu

Element

Disclaimers + Nutritional Information

Display at the bottom of each product and menu page.

The guide for adding disclaimers is available [here](#).





About Olo | Hospitality at Scale™

Olo is a leading restaurant technology provider with ordering, payment, and guest engagement solutions that help brands increase orders, streamline operations, and improve the guest experience. Each day, Olo processes millions of orders on its open SaaS platform, gathering the right data from each touchpoint into a single source—so restaurants can better understand and better serve every guest on every channel, every time. Over 700 restaurant brands trust Olo and its network of more than 400 integration partners to innovate on behalf of the restaurant community, accelerating technology's positive impact and creating a world where every restaurant guest feels like a regular. Learn more at olo.com.

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