



Hospitality at Scale™



# Serve Style Guide

Everything you need to brand the digital experience

# Logos

## Element

### Header Logo (Required)

Displays at the center of the header.

**Best Practice:** Select a rectangular logo with a transparent background.

## Specifications

**Format:** PNG

**Minimum Height:** 200px



Sign In

### Square Logo (Required)

Used for favicon and mobile web clip.

*Note: Brands may use the same image for the favicon and web clip or or customize independently*

**Format:** PNG

**Minimum Dimension:**  
180×180px

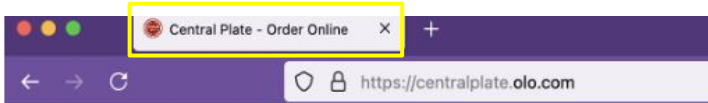
### (Square Logo) Favicon

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



### (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

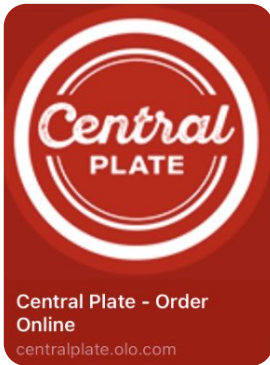
*Note: Requires background color*

# Logos

## Element

### 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.



## Specifications

**Format:** PNG

**Recommended Dimension:**  
1200×630px

### Olo Account Logo (Optional)

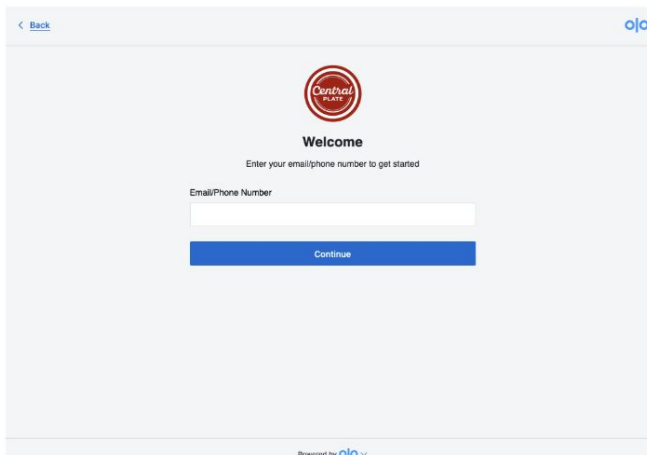
Used in the following places:

- **Olo Account** sign up/sign on page hosted by Olo at [app.oloauth.com](http://app.oloauth.com)
- **Olo Account** welcome email sent to guests that sign-up for a Borderless account

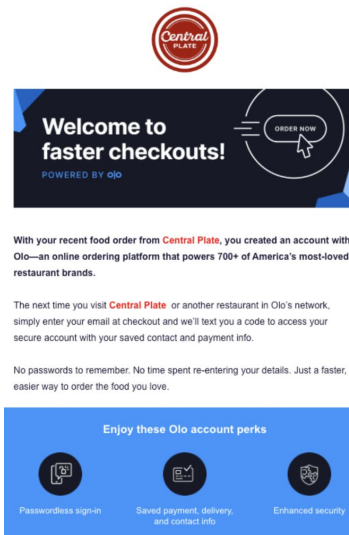
**Format:** PNG

**Minimum Dimension:**  
200×200px

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



**Olo Account Sign Up/Sign In Page**



**Olo Account Welcome Email**

# Fonts

## Element

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### 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

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### 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

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### 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)*

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# Colors

## Element

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### 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.

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### Background Color/Image

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

**Default:** #FCFCFC




**Format:** PNG

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# Colors

## Element

### Additional Customizations (Optional)

Name	Definition	Default	Example
Links	Clickable element that directs users to another page	Primary Color	<p><b>Central Plate Coffee House</b></p> <p><a href="#">View Map</a> • <a href="#">Store Information</a></p> <p>Pickup available until 11pm</p>
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	<p><b>Avocado Toast</b></p> <p>Our love for Avocado Toast runs deep, ways to make it your own.</p>

# Headers + Footers

## Element

### 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.*

## Specifications

**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

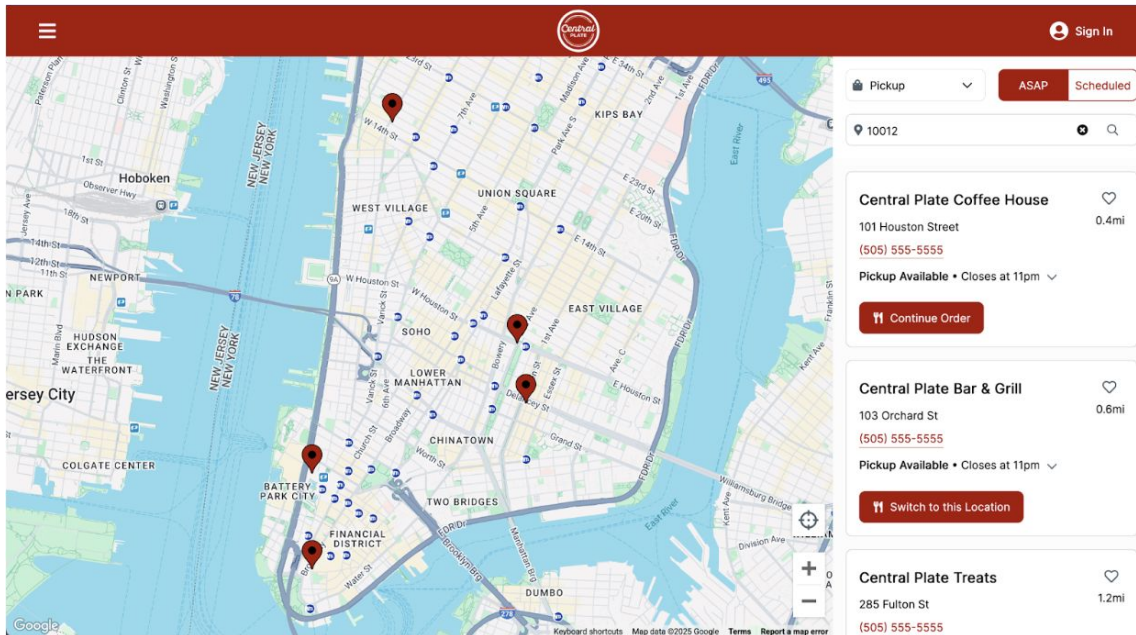


iOS and Android download links may also be added to the footer.

# Location Search (Home Page)

## Element

### Location Search



### Handoff + Time Mode Labels

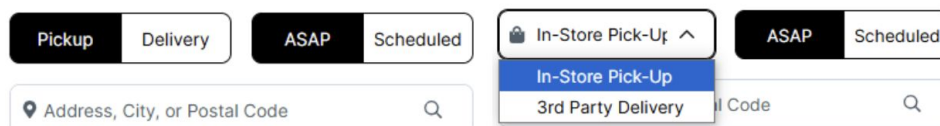
All label text changes apply across Serve and appear on the location search results, menu, and checkout pages.

**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.

The screenshot displays the Olo location search interface. At the top, there is a 'Pickup' dropdown menu with a downward arrow, and two buttons: 'ASAP' (highlighted in red) and 'Scheduled'. Below this is a search input field containing '10012' with a location pin icon on the left and a search icon on the right. The search results are displayed in a card for 'Central Plate Treats'. The card includes a heart icon for favorites, the address '285 Fulton St', and a distance of '1.2mi'. The phone number '(505) 555-5555' is shown in red. Below the phone number, it says 'Pickup Available • Closes at 11pm' with an upward arrow. There are six input fields for business hours: 'Business Hours: 6am-11pm', 'Curbside Hours: 6am-11pm', 'Delivery Hours: 6am-11pm', 'Dine In Hours: 6am-11pm', 'Drive-thru Hours: 6am-11pm', and 'WiFi'. At the bottom of the card is a red 'Order Now' button with a fork and knife icon.

# 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

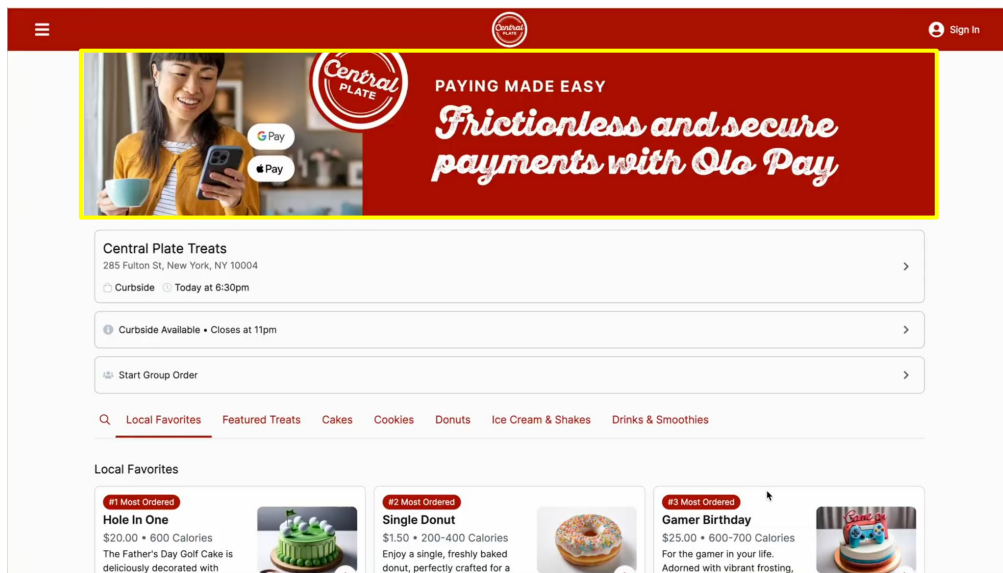
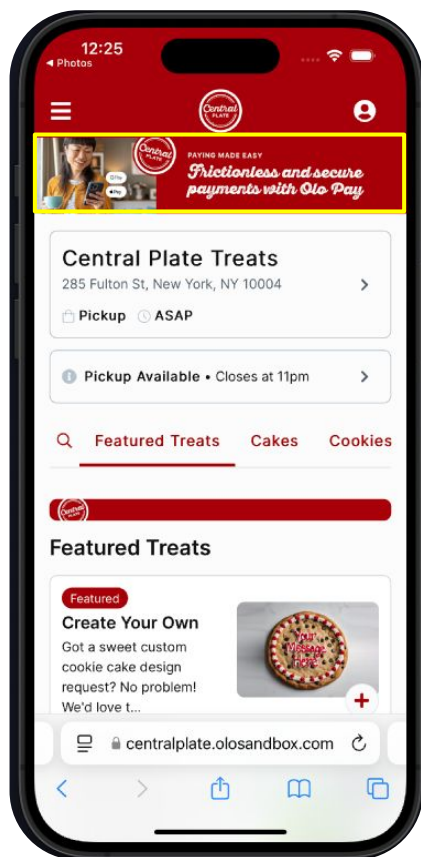
**Format:** PNG, JPG

**Recommended Aspect Ratio:** 5:1

**Recommended Size:** 2560x512px

**Recommended Max Height:** 512px

*Note: example below is 2560x512px*



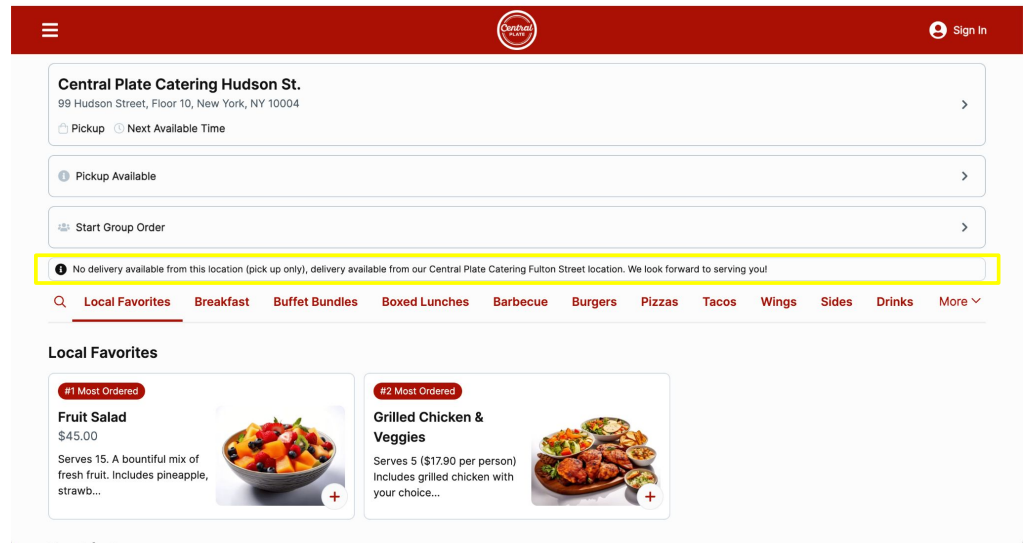
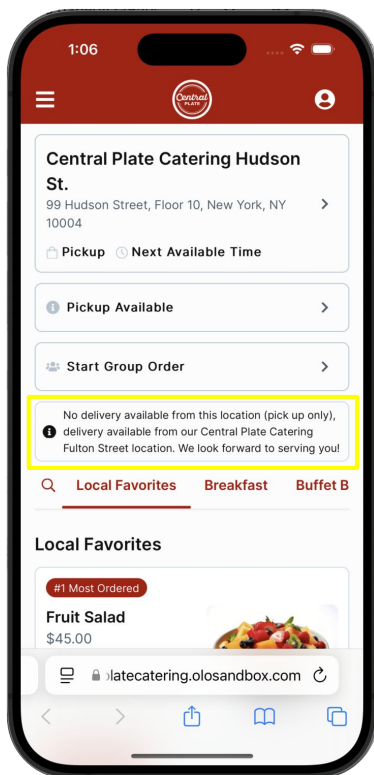
## Element

### 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

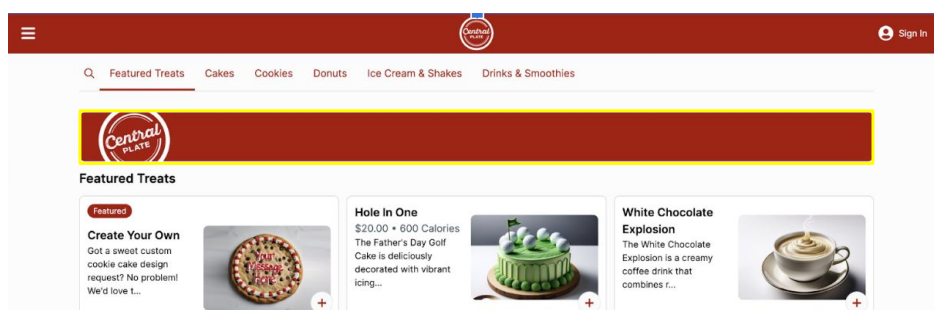
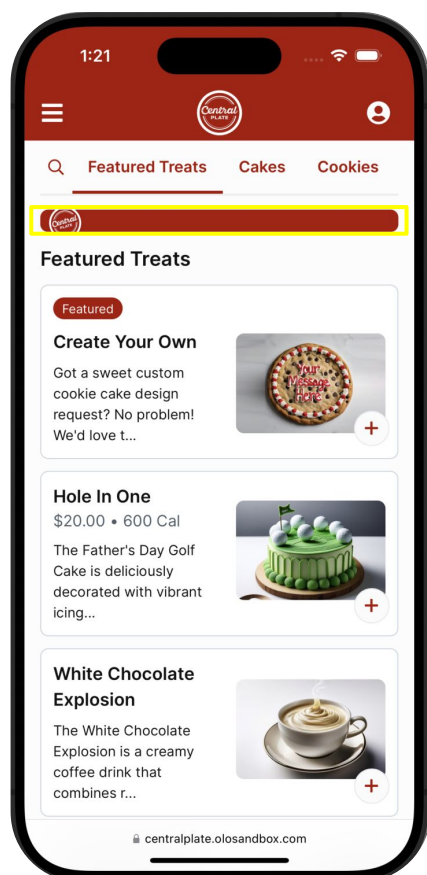
**Format:** PNG, JPG

**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

### Product Images

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.

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.

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.

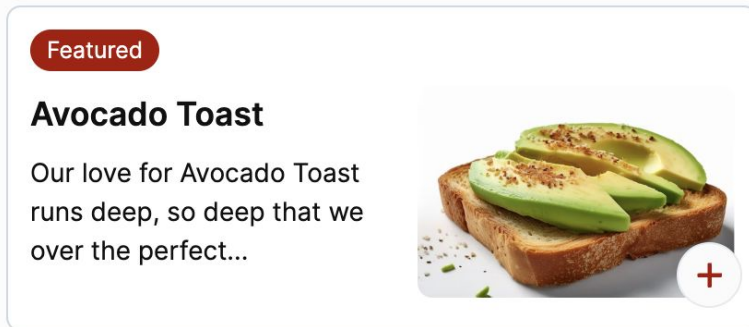
## Specifications

**Format:** PNG, JPG

**Default Aspect Ratio:** 3:2

**Recommended Size:**  
1200×800px

*Note: Alternate sizes may be configured upon request or or images can be automatically cropped to a uniform size*



**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

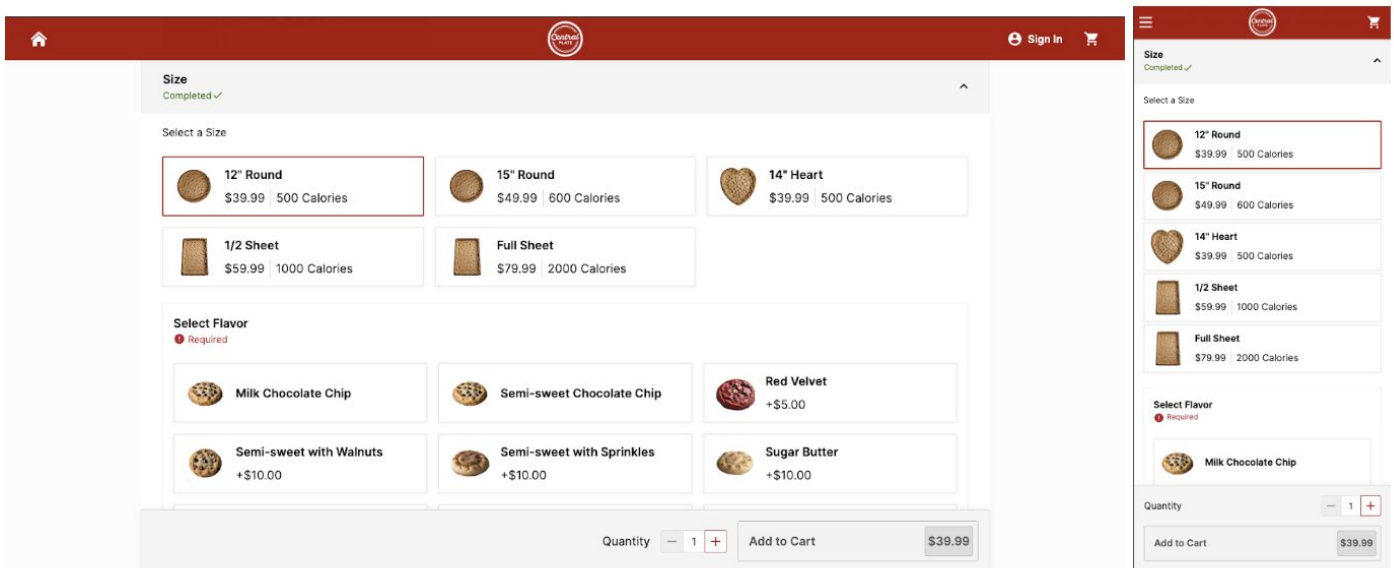
Display on the left of modifier items. Modifier images may be uploaded and published instantly by Olo Dashboard users with the appropriate permissions using Olo's Menu Image Management tool.

## Specifications

**Format:** PNG, JPG

**Required Width:** 120px

**Recommended Height:** 120px



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

# Menu

## Element

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### 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.

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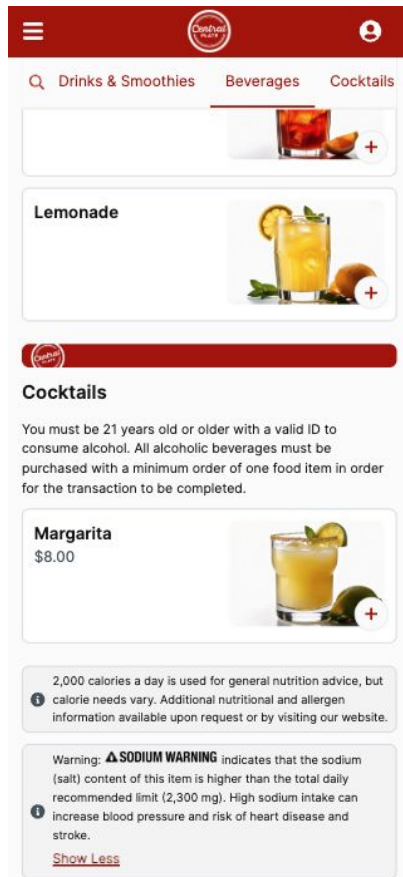
# Menu

## Element

### Disclaimers + Nutritional Information

Display at the bottom of each product and menu page.

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



The screenshot shows a mobile menu application interface. At the top, there is a red header with a hamburger menu icon, the 'CafeVest' logo, and a user profile icon. Below the header, there are three tabs: 'Drinks & Smoothies', 'Beverages', and 'Cocktails'. The 'Beverages' tab is currently selected. Underneath, there are two beverage items: a red drink in a glass and a yellow drink labeled 'Lemonade'. Below these, a red bar indicates the 'Cocktails' section. A disclaimer text reads: 'You must be 21 years old or older with a valid ID to consume alcohol. All alcoholic beverages must be purchased with a minimum order of one food item in order for the transaction to be completed.' Below this, a 'Margarita' item is listed for \$8.00 with an image of the drink. At the bottom, there are two informational boxes. The first box contains a calorie disclaimer: '2,000 calories a day is used for general nutrition advice, but calorie needs vary. Additional nutritional and allergen information available upon request or by visiting our website.' The second box contains a sodium warning: 'Warning: ⚠️ SODIUM WARNING indicates that the sodium (salt) content of this item is higher than the total daily recommended limit (2,300 mg). High sodium intake can increase blood pressure and risk of heart disease and stroke.' A 'Show Less' link is provided at the bottom of the second box.



**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](https://olo.com).

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