



# Web Style Guide

Serve

Email

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# Serve

## 1. Logo — Required

Minimum height for PNG: 128px  
 SVG format strongly recommended

If brand logo is white with transparent background, please provide an additional logo, that is visible against white background, to be used for emails. See Email Section for details.

Preferred file

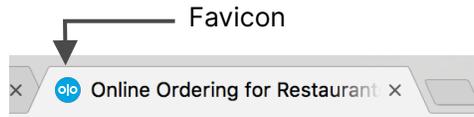


Accepted file



## 2. Favicon — Required

Required aspect ratio: 1:1 (square)  
 Recommended dimension: 500 × 500px  
 PNG can be transparent



*We recommend minimal design using shapes and colors. Text will not be legible.*

Accepted files



## 3. Mobile Web Clip — Required

No transparent background - must have color  
 No rounded corners, no borders, must be square  
 PNG must be 24-bit, RGB color  
 This can be same as App Home Screen Icon

*End result when someone pins your site to their iOS home screen*



Supported file



Minimum dimensions: 180 × 180px

## 4. Fonts

### 4.a Custom Font Groups

On Serve, the default font applied with both groups and across the experience is called "Inter". This font was chosen for its readability across platforms. If you do not wish to use Inter, Olo Serve will accept two custom fonts.

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**

*Inter Samples*

	Where Applied	Default Font
<b>Heading Font</b>	Page headings Home page headings Category name Product name	Inter
<b>Body Font</b>	Body text Form fields Form buttons Header buttons Card buttons Category navigation	Inter

## 4. Fonts — continued

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### 4.b Custom Font Sizing — Optional

You can specify for a size for the default font and any additionally supported fonts and custom fonts. Percentages are needed to change the font size. For example, 10% larger or smaller.



### 4.c Additional Supported Fonts

You can choose from commonly used fonts already supported on Serve. Some examples are displayed below.



### 4.d Purchasing a Font

To use a different font than the ones already supported, Olo requires font files which are licensed for web use. Proof of purchase and web license required. If purchasing a web font, please choose "self hosted."

<https://olosupport.zendesk.com/hc/en-us/articles/360052042631-Using-a-Custom-Font-on-Olo-Whitelabel>

Accepted files



Serve does support the following font foundries:

- Typography.com
- MyFonts.com
- Google Fonts

Olo can convert TTF and OTF that do not require external licensing. We do not support Adobe TypeKit, as the Adobe script is insecure and violates Olo PCI compliance standards.

## 5. Colors

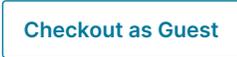
### 5.a Brand Color — Required

Brands must define a single brand color that will be used throughout the site as an accent color. Brand color must have minimum 4.5:1 contrast with white (#FFF) to ensure ADA compliance.

We require color information in HEX format. (For example: #0188BB)

### 5.b Additional Optional Customizations

The following areas will use brand color as default, but can optionally be swapped with another color. This color will be applied to all of these these areas.

Name	Definition	Default	Example
Links	These can appear inline with text or as a standalone button	Brand Color	<a href="#">Link</a> An inline text <a href="#">link</a> can appear too.
Primary Button	Top level buttons, such as the “Add to Cart”	Background: Brand Color Foreground: White	
Secondary Button	Second level buttons, such as “Checkout as Guest”	Background: White Foreground: Brand Color	

Text Color and Background Color can be defined independent of Brand Color.

Name	Definition	Default
Text Color	Headings, Body, Form Fields	 #111111
Background Color	Main site background as seen on extra-wide displays	 #FCFCFC

## 6. Header

### 6.a Header Color

Displayed on all pages. Default values shown below; if poor visibility with logo, Olo will invert background and foreground. Custom colors can be provided.



Sample header on Tablet View

Customizable Color Variables:

Foreground

Default: Brand color



Background

Default: White



## 6. Header — continued

### 6.b Icon for Parent Site URL

Default behavior: logo links to Olo ordering home page.

Optional: logo links to corporate site. In this case, a home icon appears on the left side and links to the ordering home page.



## 7. Home

This page is completely customizable. Customizable areas are defined below.

### 7.a Image — Required

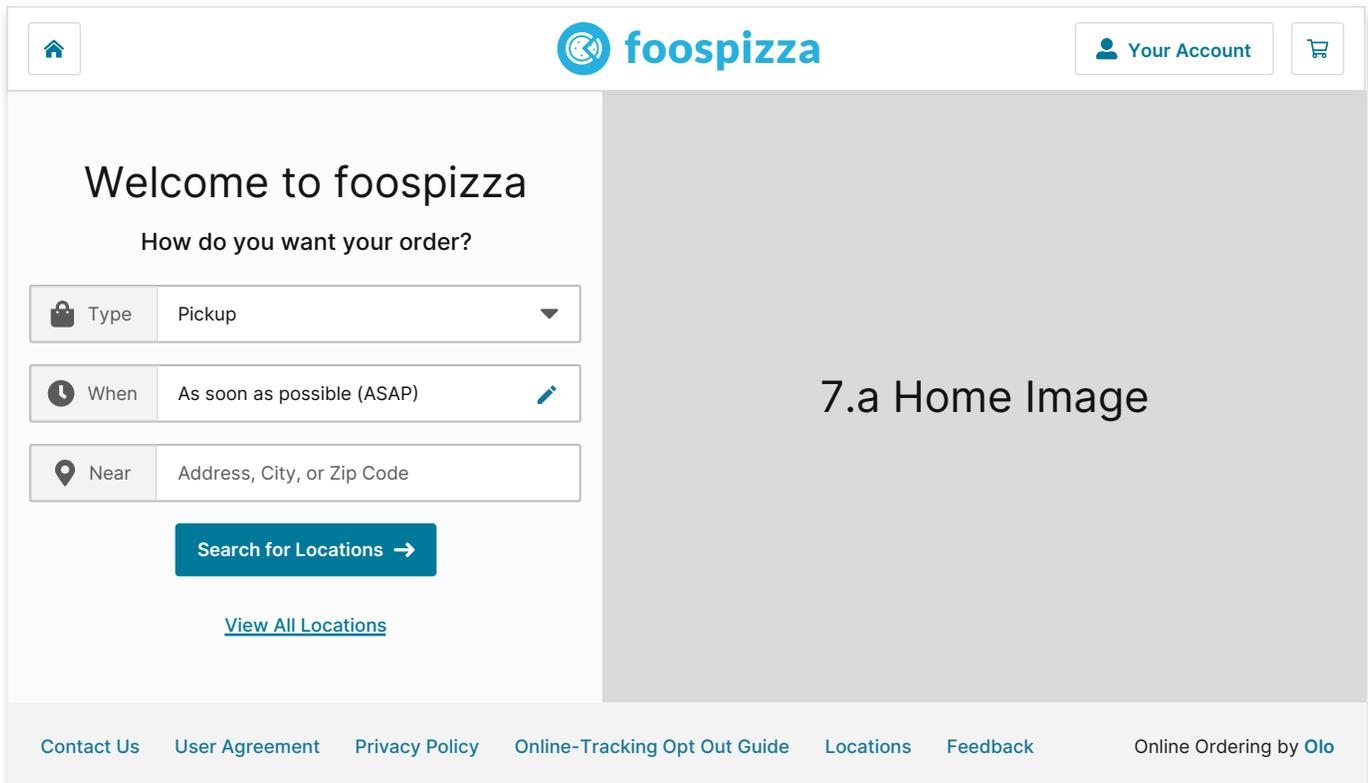
This image is displayed on site home screen. The recommended image should not have same background color as header.

The image should be static only - no buttons or interactive elements.

Accepted file



Required width: **1500**  
Recommended height: **1200px**



## 7. Home — continued

### 7.b Page Text

Displayed on site home screen only. Header, Subheader, and Button text can be customized otherwise default language below is used.

**Default Header Text**

"Welcome to [Your Brand]"

**Default Subheader Text**

"How would you like to order?"

**Placeholder Text for Delivery Handoff Mode**

"Delivery Address"

**Button**

"Search for Locations"

### 7.c Handoff, Time Mode, and Location Placeholder Text

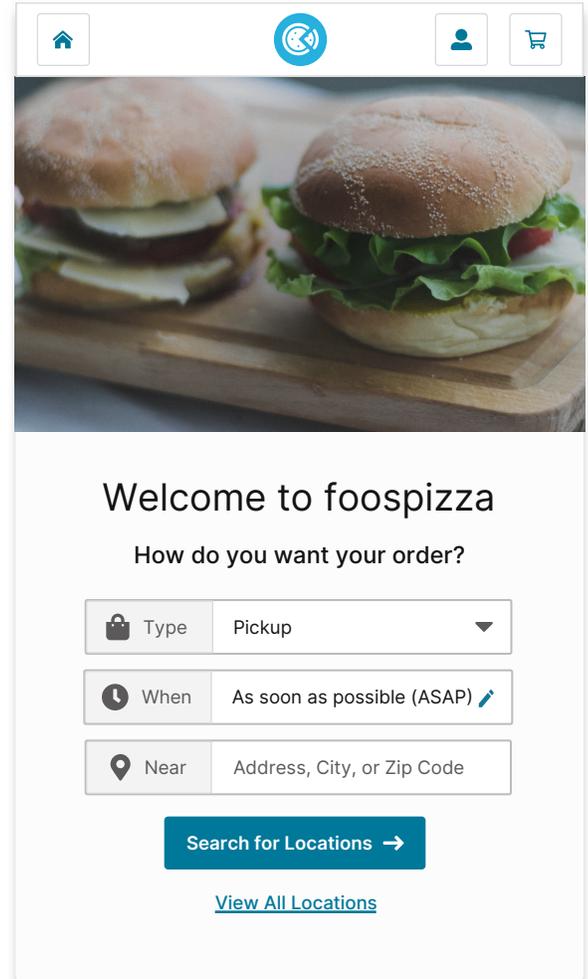
These text changes are applied across Serve. Changes will appear on Home, Location Search Results, Menu & Checkout Page. The following is default language, which can be customized:

**Handoff Modes**

"Pickup", "Curbside Pickup", "Drive-Thru", "Delivery", and "Dine In"

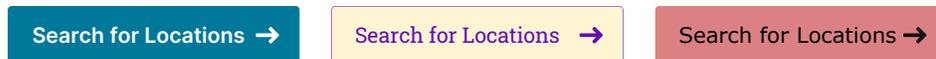
**Time Mode**

"ASAP", "Scheduled", and "Check-In"



### 7.d Search for Locations

Button background and text color can be changed independent of brand color.



## 8. Menu

### 8.a Category Images

Appears on the menu page above each category section. Category images can be uploaded and published instantly by Olo Dashboard users with the appropriate permissions using our Menu Image Management tool. Menu Image Manager instructions are located here:

<https://olosupport.zendesk.com/hc/en-us/articles/115001260306-Menu-Image-Management-Overview>

**NOTE:** Any text on the category image must match the exact name of the category in order to be ADA compliant.

To apply to Desktop & Tablet, assign to *[Serve: Desktop & Tablet]* and for Mobile assign to Category *[Serve: Mobile]* in Olo's Menu Image Management tool.

Accepted files



Recommended aspect ratio: **5:1**  
Required width: **2560px**  
Recommended height: **512px**

## 8.a Category Image

### Category Name (4 of 6)

Category descriptive text. This text is always displayed.

FEATURED +

8.b Product Image

Product Name  
Price | Cals  
Product description

8.b Product Image

Product Name  
Price | Cals  
Product description

8.b Product Image

Product Name  
Price | Cals  
Product description

8.b Product Image

Product Name  
Price | Cals  
Product description

### 8.b Product Images

Appears below the category on the specified product. Product images can be uploaded and published instantly by Olo Dashboard users with the appropriate permissions using our Menu Image Management tool. Menu Image Manager instructions are located here:

<https://olosupport.zendesk.com/hc/en-us/articles/115001260306-Menu-Image-Management-Overview>

Separate image for each menu item.

This will apply to *Product - Menu [Legacy Desktop]* and *Product - Detail [Legacy Desktop]* in Olo's Menu Image Management tool.

**Please do not upload images smaller than the required size.** Olo will scale down images for where appropriate for optimal site performance.

You can assign a placeholder image to multiple menu items in Menu Image Manager. A placeholder helps to preserve layout and visual consistency. If not provided, layout will adjust when menu item has no assigned image.

Required aspect ratio: **3:2**  
Required width: **1200px**  
Required height: **800px**

Accepted files





## 8. Menu — continued

### 8.d Menu Text

Category Description will always be visible.

The following can be hidden upon request:

**Category Name**

**Product Price on menu view** (will always be visible on Product Page and Modal)

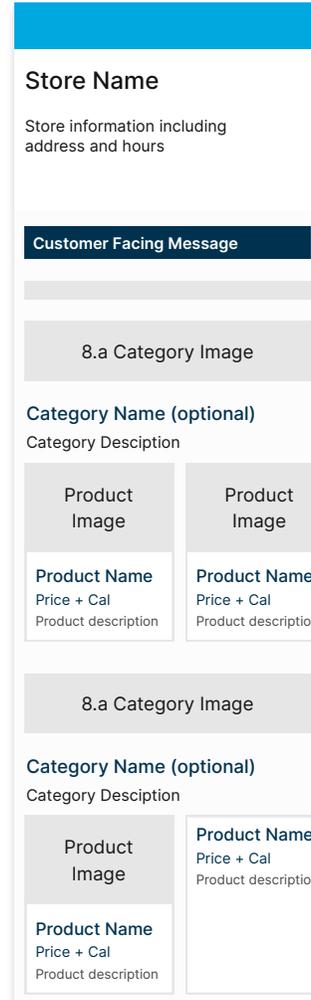
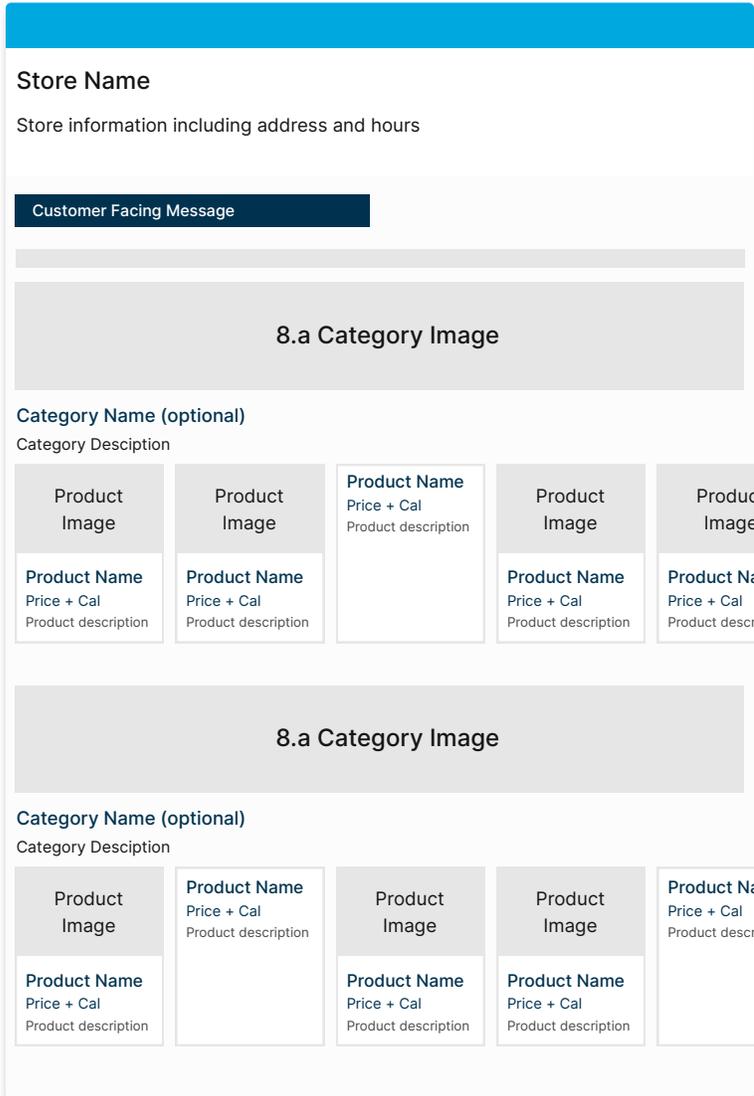
### 8.e Fonts and Colors

Color Customizations Include:

**Category Name**

**Product Name, Product Price, and Product Calories**

Due to FDA requirements, calories need to be the same color and as conspicuous as the product name and product price. Color must have minimum 4.5:1 contrast with white (#FFF) to ensure ADA compliance.



## 9. Product Page and Modal

Price and Calorie information is always visible.

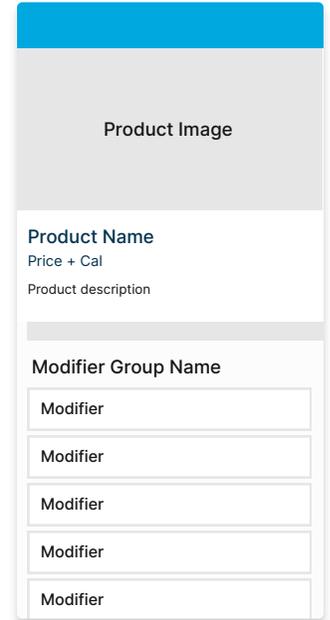
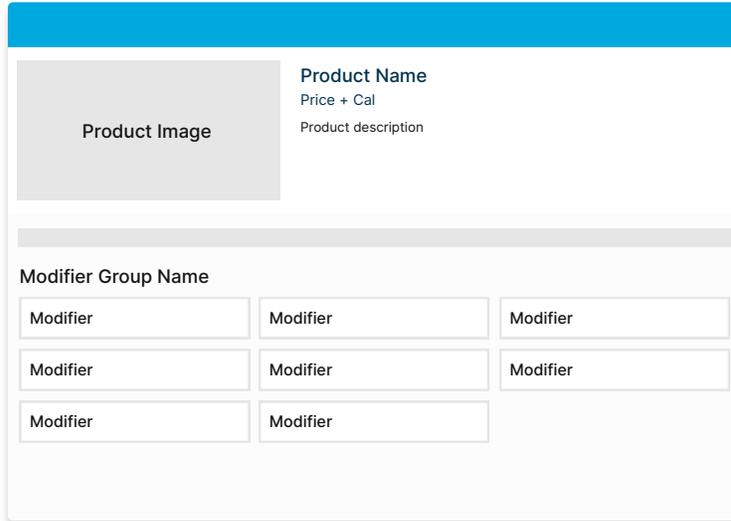
Modifier layout options are defined in Menu Admin:

<https://olosupport.zendesk.com/hc/en-us/articles/360003449172-Adding-a-Modifier-With-Video->

Color Customizations Include:

- Product Name
- Product Price
- Product Calories

Due to FDA requirements, calories need to be the same color and as conspicuous as the product name and product price.



## 10. Cart and Checkout

Background color can change independent of brand color. Total is 20% shade darker of chosen button color.



## 11. Login Page

Third party login provider buttons can be customized with the following: foreground color, background color, text.

The following login provider buttons cannot be customized due to brand guidelines: Facebook, Google, Apple.



## 1. Order Confirmation

### 1.a Header Image

If a header image is not provided, a logo will be used. This applies to all transactional emails.

Accepted files



Required width: 600px  
Recommended height: 120px

### 1.b Body Text

The default text below, which appears beneath the order customization information, is customizable.

**Default**

*"Thank you for ordering with us"*

**Header Image**

<b>ORDER CONFIRMATION SAMPLE</b> 285 Fulton St, New York, NY 10007  (555) 555-5555	Order # 791351899 (Note: You do not need this number to pickup)
Customer Name: Customer Email: Customer Contact Number: Payment Method: Pay Restaurant Directly	Jane Elliot jane.e@olo.com 1-234-093-456
<b>ORDER FOR PICKUP</b> Order ready at 5:04 PM, TODAY (THURSDAY, 01/01/2021) Thanks for your order!	
1 x Side of French Fries SUBTOTAL TAX  TOTAL	(1 x \$4.95) \$4.95 \$0.00  \$4.95

Thank you for ordering with us.

Note: Add noreply@olo.com to your safe-senders list so that you are sure to receive our messages.  
For order issues, please contact ORDER CONFIRMATION SAMPLE at (555) 555-5555.  
Order placed at 00:00 AM