



Brand Guidelines • Q4 2019

Concept

**“Celebrating the hard work and ingenuity of
our growing restaurant community”**

Pillars to Build a Visual Language

- **Celebration**

The Toasty Awards brand should radiate joy and celebration.

- **Community**

Our community is the sum of its parts. Through our award categories we are honoring unique and individual stories found within the Toast Community.

- **Growth**

We're growing together. The program should not only spotlight the individual, but amplify the growing Toast community.

2020 Logo

We adjusted a few variables from the past Toasty logo to enhance the quality and usability of the logo. We have moved the crown to the right and have eliminated the bread slice completely to simplify the amount of new elements.

The new 'y' matched the weight and feel of the rest of the word, while bringing it's own flair, which we have matched appropriately by adjusting the top of the 't's'.



2020 Logo

If the logo appears on any of the gradients featured in the style guide, it must be all-white. When there is an opportunity to be featured on a white background, the logo can be multi-color. When the mark can be one-color, it should be featured in the Toast orange, which is inherently a part of the Toasty color palette.



Toasty Multi-Gradient

This gradient capitalizes on two of our primary brand colors, while introducing several new tones to highlight the diverse and vibrant restaurant community that we work with and create content for on a daily basis. These colors come together to form our color palette.



Color Palette



#FF4C00



#FF6E00



#FF8608



#FFBC34



#FF407E



#8500D2



#2583E3



#25B3D5

Gradient Palette



Award Iconography + Associated Gradients



Masters of Technology

Mastered the use of modern technology

- Year subscription to Toast software
- \$2K for advertising on digital or print platforms
- Round-trip flight to Boston for Toast's company event (2/11/19)



Greatest of All Time Staff

Honors a team focused on delighting guests

- \$8K towards FOH/BOH improvements
- \$2K towards celebrating award with a Staff Party
- Round-trip flight to Boston for Toast's company event (2/11/19)



Local Community Advocate

Celebrates a restaurant that has uplifted the community

- \$5K towards FOH/BOH improvements
- \$5K in restaurant Gift Card giveaway
- Round-trip flight to Boston for Toast's company event (2/11/19)



Food For Thought Leadership

Recognizes a restaurant that has made global impact by pushing the industry forward

- 15K towards charity of choice
- Round-trip flight to Boston for Toast's company event (2/11/19)

Pattern

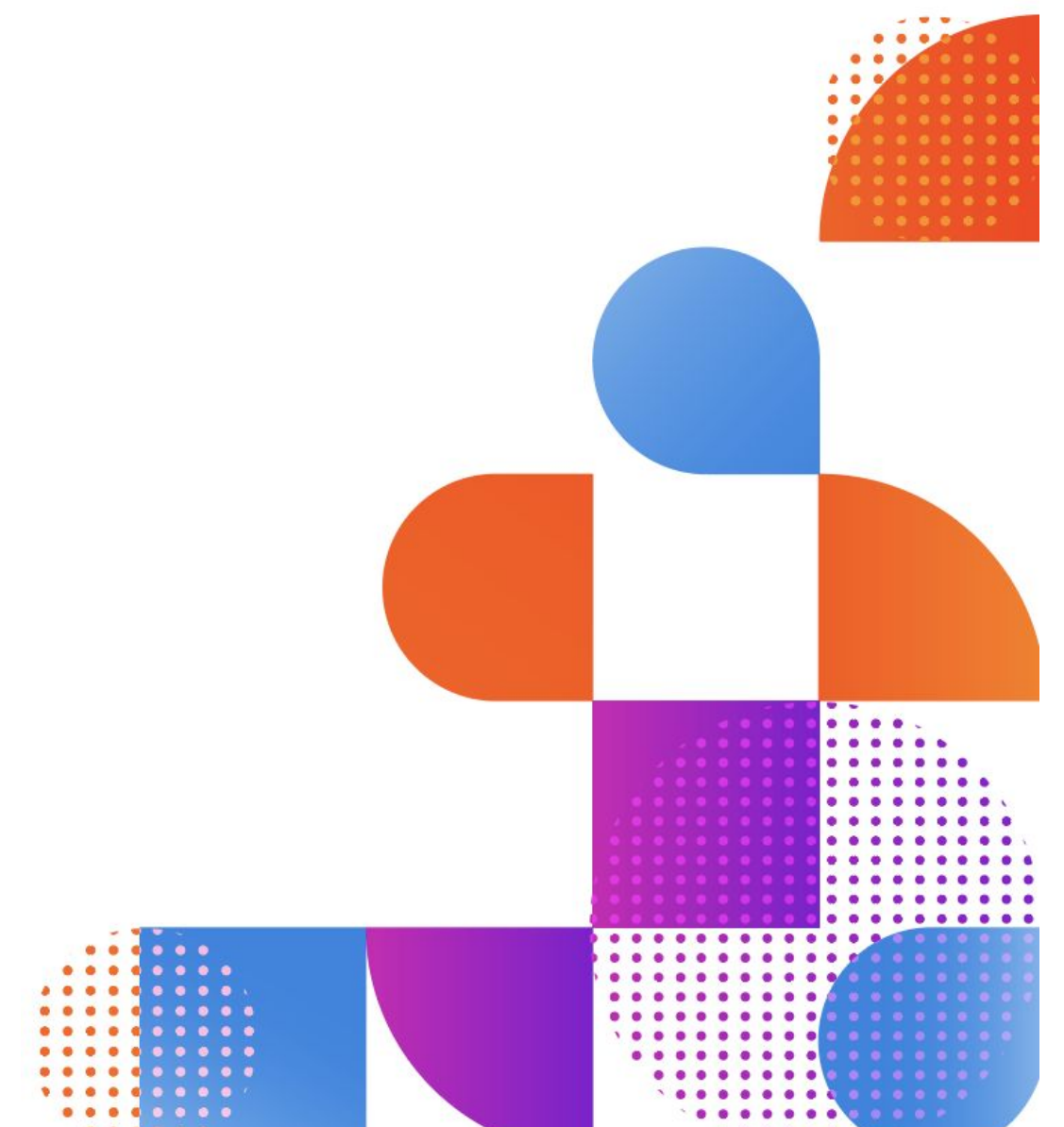
Similar to the Toasty multi-gradient, the stacked building blocks and Toast brand dots create a playful yet structured pattern that reminds us of the unique contributors that form our Toast community. Each shape can be stacked upon the next in various ways, but this is the standard usage.

The multicolor version is only to be used on white, while the orange gradated version can be overlaid on imagery and colors.

Orange Pattern



Multicolor Pattern



Photography Treatment

In order to unify the look and feel of customer-provided photography, photography should be changed to black and white.

Stock photography should remain in color and focus on the individuals in the restaurant world as opposed to the restaurant environment or food.



Photography + Pattern

