



This brand is more than a new look. It's a **declaration of who we are** and **where we're going**.



Welcome to the Fourth Dimension of hospitality operations



Introduction: A New Era for Fourth

This brand is more than a new look. It's a declaration of who we are and where we're going.

For too long, Fourth was seen as reliable but not always innovative. That changes now. With Fourth iQ at the heart of our identity, we are leading the hospitality industry into a new era — one powered by AI, intelligence, and action.

Our rebrand brings clarity. One company. One story. One bold identity. We are no longer a collection of legacy names and fragmented products. We are Fourth: the AI platform for hospitality operations.

Our brand is also a signal of ambition. We give operators the power to anticipate, to act faster, and to control time itself. That's the Fourth Dimension. That's what sets us apart.

But most importantly, this brand reflects us. Every person at Fourth has contributed to this transformation. This identity is a symbol of the energy, innovation, and relentless drive that defines our people.

The guidelines that follow will help us express this new identity consistently and confidently. They're not just rules about design or tone — they are the foundation of how we show the world who Fourth is, and why we matter.

Welcome to the next chapter.
Welcome to the Fourth Dimension.



2. Brand Principles

Clarity First

- Always communicate simply and directly.
- Use plain, actionable language.
- Prioritise legibility and accessibility in all design and messaging.

Empower People

- Design and content should help managers, employees, and businesses act with confidence.
- Technology should feel like a partner, not a barrier.

Consistency Builds Trust

- Apply consistent tone, design, and colour usage across all touchpoints.
- Reinforce recognition with aligned visuals and message architecture.

Human + Digital Harmony

- Balance data-driven insights with a human, approachable tone.
- Icons, imagery, and illustrations should feel warm and accessible.



1. Brand Essence

Our brand exists to simplify and empower the hospitality industry through intelligent, action-driven technology. Everything we create should be clear, actionable, and human-centric.



Essence keywords:

- Insightful
- Human
- Empowering
- Reliable



Brand Structure

We've simplified our brand architecture to make it easier for customers, partners, and teams to understand who we are and what we stand for.

Going forward, Fourth is our single global brand for enterprise and upper mid-market customers — across the US, and for all customers for EMEA, and APAC. HotSchedules becomes a distinct brand, focused on supporting emerging operators in the US.

This shift removes the clutter of legacy product names and sub-brands. It sharpens our story, strengthens our global identity, and puts the spotlight on the value we deliver — no matter where our customers are.

Company
Brand



GTM
Brand

For US Upper MM and Enterprise + EMEA + APAC



For US Emerging Operators



Solutions

Workforce Management

HR & Payroll, Scheduling and Labour optimisation...

Inventory & Cash management

Purchasing, Inventory management, recipe & menu engineering...

Workforce Management

People
HR, Scheduling, T&A tec.

Pay

Tip management, Payroll, EWA etc

Performance

Forecasting, Labor Opt., Analytics etc

Forecasting, Analytics, Profit Optimisation etc



Simpler and clearer



The iQ green now
sits at the heart of
Fourth. Delivering a
simpler and clearer
brand.



Logo styles: landscape



 Fourth.

The core Fourth logo and icon together. This should never be split in different widths between the icon and the name. The ® symbol should always remain in the same scale and position as given.

Logos against different colours



This format should ONLY go against white or the soft white.

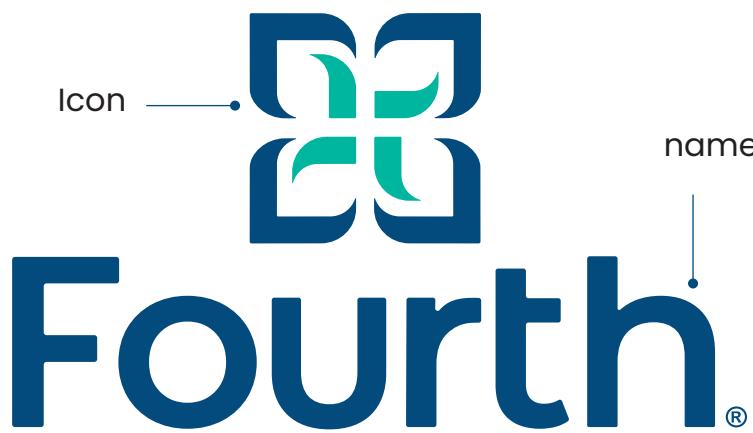


Against the deep blue the logo should always look like this. The teal showing within the icon.





Logo styles: portrait

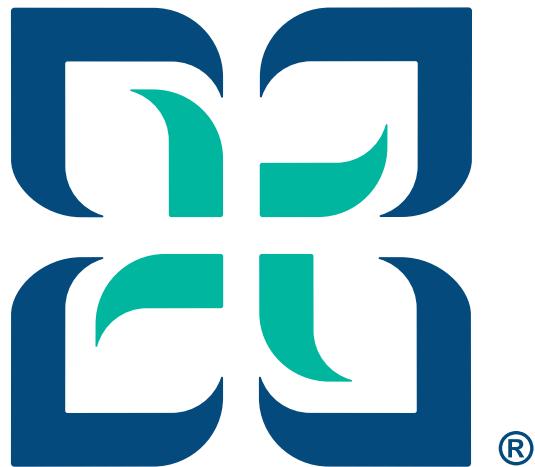


The stacked logo can be used when space is limited, helping it scale effectively in narrow layouts. It's an alternative version, not the standard.

Always keep the proportions and spacing between the icon and name consistent — these dimensions are key to preserving brand integrity.



Logo styles: icon



The icon is a key part of the Fourth brand and can be used by itself under specific circumstances.

The icon by itself can be used as a brand reminder once the full logo has been used.

So in a piece of literature, you will use the full logo on the cover , but might want to use the icon on subsequent pages to strengthen the brand. The same goes for Powerpoints.

It can also be used as a decorative graphic. More on that later.



Fourth iQ: icon



The iQ icon is an ingredient of the Fourth brand — a visual cue that indicates where AI intelligence has been added to our platform and solutions. It represents the AI capability within Fourth: the power that transforms data into intelligence and intelligence into action. The icon should always work in harmony with the Fourth logo, never as a separate or competing identity. Its purpose is to enhance, not overshadow — helping audiences recognise when a product, feature, or experience is powered by Fourth iQ, while keeping brand ownership and focus firmly on Fourth.



The teal from the iQ icon has become a defining accent across the Fourth brand — a signal of intelligence embedded within everything we do. Its presence throughout our design system reflects how iQ is woven into the DNA of every Fourth solution, visually expressing the connection between our brand and the intelligent power that drives it.

Powered by iQ

When in text referring to iQ should use the words powered by iQ — suggesting that iQ is an ingredient within a solution rather than a solution by itself.



3. Brand Colours: Primary

The approved colour palette should be used consistently across all applications.

Primary Palette

Deep blue:
#0C4A7D

Our core brand colour adds depth and confidence. It reflects Fourth's heritage with a fresh, modern edge. Use it in tints to add variety and balance across designs.

Teal Green:
#00B69F

This shade reflects iQ's signature green within our core palette. As iQ becomes central to everything Fourth does, use it to represent the energy and intelligence of AI.

Sky Blue:
#6fb4e3

Sky blue represents fresh thinking and open possibilities. Use it as an accent within the vignette to express iQ's energy and sense of movement.

Teal Green:



Fourth[®]

Deep blue:



3. Brand Colours: Secondary

Midnight
Navy:
#002747

Use as a black for text and bold highlights. It offers strong contrast against all colours except deep blue. Avoid using it as a background or across large areas.

Cool Grey:
#CFD1D1

Ideal for highlighting sections of text. Use midnight navy for any text on this colour to keep it easy to read. Avoid using white text for better contrast.

Soft White:
#F5F5F5

A versatile background colour that pairs well with the full palette. Use it to add depth or break up white space. Navy and Deep Blue work best for text on this shade.

Usage rules:

Use Sky Blue (#479E2) and Teal Green (#44BCA4) as accent/highlight colours.

Use Midnight Navy (#002747) and Deep Blue (#0C4A7D) for headers, navigation, and structure.

Use Cool Grey (#CFD1D1) and Soft White (#F5F5F5) as neutral backgrounds for clarity and space.



3. Brand Colours: Tertiary

Tertiary colours add subtle highlights to our palette. Use them lightly — they're there to support, not take center stage.





4. Visual identity

a. Typography

Typeface: Poppins – Web and literature.

A B C D E F G H I J K L M N O P Q
a b c d e f g h i j k l m n o p
1 2 3 4 5 6 7 8 9 0
! @ £ \$ % ^ & * () { } ?

Poppins – Product.

A B C D E F G H I J K L M N O P Q
a b c d e f g h i j k l m n o p
1 2 3 4 5 6 7 8 9 0
! @ £ \$ % ^ & * () { } ?

Poppins – Powerpoint.

A B C D E F G H I J K L M N O P Q
a b c d e f g h i j k l m n o p
1 2 3 4 5 6 7 8 9 0
! @ £ \$ % ^ & * () { } ?



4. Visual identity

Hierarchy:

**Headings should be in
Poppins semibold**

"Neque porro quisquam est qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit..."

A sub heading – same size but semi bold + 8pt spacing

Body text should always be left-aligned and set in Poppins Regular. Because it's a sans serif font, add around 21% extra leading to keep it comfortable to read. Aim for no more than 12 words per line to maintain clarity and flow.

[See more information](#)

[See more information](#)

Accessibility:
Minimum contrast ratios must be met with brand colours.



4. Visual identity

Highlighting a quote or statement can create real impact. Use elements from the icon to frame the words in a clean, branded way that draws attention and adds character.

Neque porro quisquam est qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit.

Neque porro quisquam est qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit.



iQ power: Powered by iQ tab

Use the iQ icon only when referring to Fourth's AI technology. It's a key part of our brand — now reflected in the core logo — and highlights the intelligence that powers everything we do.

Always write iQ with a lowercase 'i' and a capital 'Q'. You can bold it in text or use the teal accent colour for emphasis.

When showcasing products or solutions powered by iQ, there are a few graphical ways to highlight this connection.



Powered by iQ

The Powered by iQ tab. This has the vignette s the background and a shadow to lift it from the background.



Powered by iQ



iQ power: Indication of iQ within a chart

Sometimes within a chart or diagramme you need to indicate that something is powered by iQ. This can look rather confusing and icon heavy if the iQ icon is used multiple time within a page. The ideal way to indicate iQ then is in a couple of ways:

The use of a graduated keyline.

A simple shape next to the row



Icon graphic elements: Icon pattern



The icon can be used as a graphic in a background in whole or in part.
Remember the same rules apply if the background changes colours.



The pattern can be used against colours but as a tint of white.

The icons against a white background should be the tint of the deep blue.



Icon graphic elements: Icon backdrop

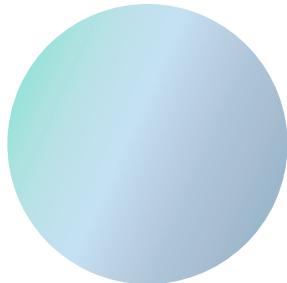
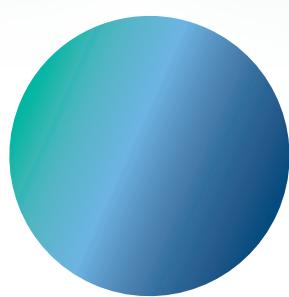


A light tint (11%) of white can be used against one of the prime colours to work as a background effect.



Backgrounds: Vignettes

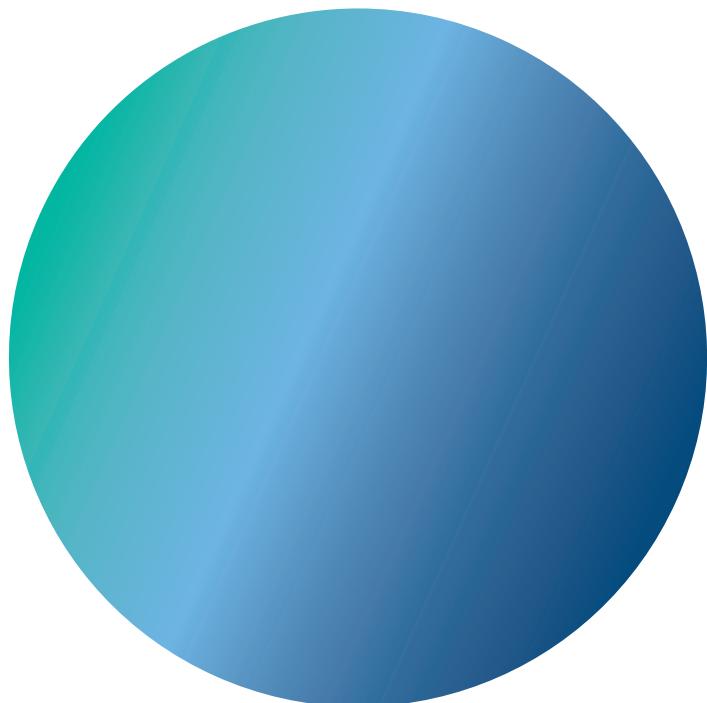
The vignette stands for the dynamic movement and energy of Fourth with iQ. The vignette goes from the teal to the sky blue to Deep Blue. It should be not horizontal but be on a 25 degree angle.





Backgrounds: Vignettes

The vignettes can be tinted back to give a subtle background to an area.





Iconography: Graphic backgrounds

Having the ability to have a number of different background graphics that can be used to signify the movement of data and people helps to create interest and variety within a piece of literature or web page.

The graphic can be coloured or monochromatic and tinted back if required.



Iconography: Graphic backgrounds

Bringing the graphic within a solid background again creates interest and a dynamic that brings to life the energy.





Iconography: Graphic backgrounds

Bringing the graphic within a solid background again creates interest and a dynamic that brings to life the energy.



Photography:

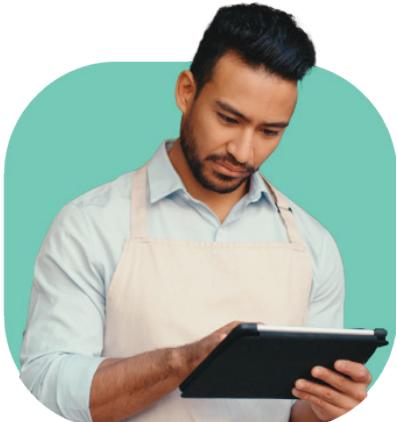
Photography plays a vital role in bringing our industry to life. Images should feel authentic, relevant, and true to the message.

Use photography that reflects real interactions — team members engaged with guests or technology in hand. Avoid clichéd or overly staged stock images.

Choose locations that represent our customers' world and celebrate the diversity and energy of the people who power it."



Staff interacting with our software.



Showcasing our software.



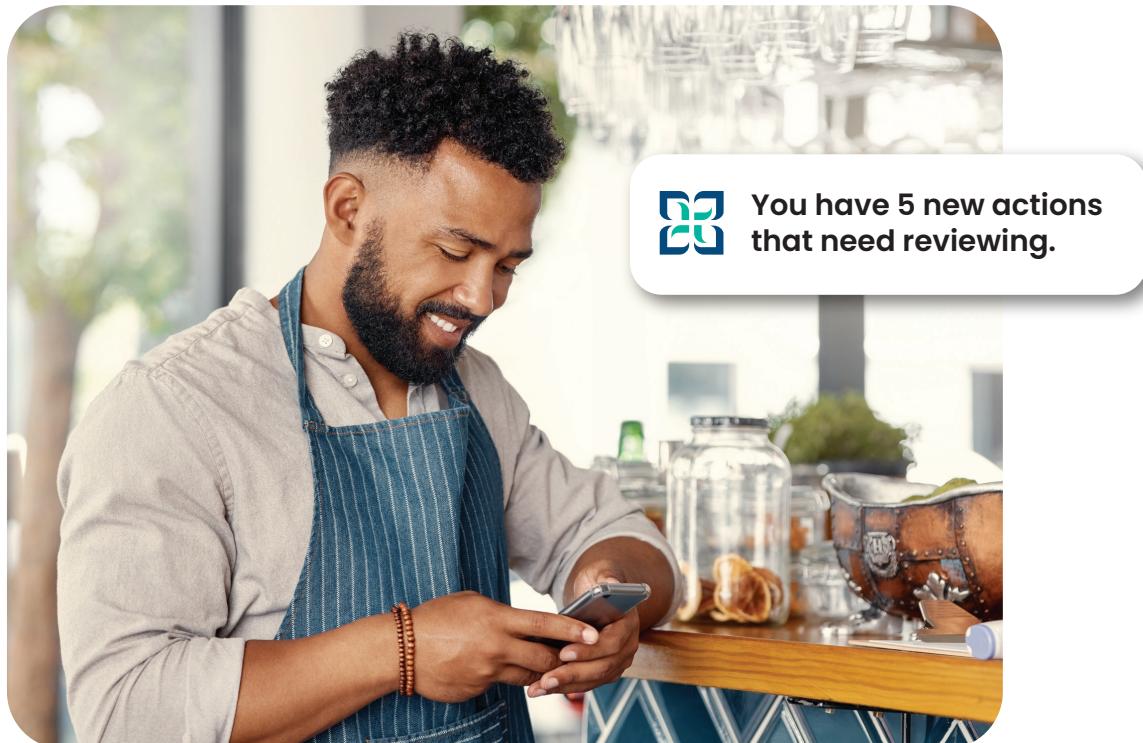
Bringing to life a situation where our software is relevant.



Photography: Software interacting with people

Someone using our software. This needs to be relevant to the type of industry and looking engaged with the application.

With these types of images theyt need to do more than simply show someone on the device. We need to show graphiclly how the person is interacting with the software and how it is making their life better.





Photography: Software Interfaces

This photographic style – featuring a person cut out against a flat colour – is used when the software is the main focus. The person adds personality and context.

Keep the emphasis on the technology. Show the person interacting with a device, but avoid backgrounds that distract from the story. The coloured shape should feel naturally integrated – for example, with the subject's head above the edge and the lower body within the shape.

The image shows a man with a beard and dark hair, wearing a light blue shirt and a white apron, looking at a black tablet. He is positioned on the left side of the frame, partially obscured by a large teal semi-circle. On the right, there is a detailed screenshot of a software interface titled "Forecast Manager". The interface is for a establishment named "Crispy Chicken Shack". It displays sales data for the week of September 1st to 7th, 2025. Key figures include an AI Forecast of £41,705.20 (up 32.74% vs last year), an Adjusted Forecast of £52,658.14 (up 43.14% vs last year), and an Actual value of £--. A callout box highlights a "Happy Hour Promotion Sales 20%" offer. The interface also includes a breakdown of sales by category: Complex Drink, Food, Drink, Other, Tapas, and Takeaway. The overall design is clean with a white background and a blue header bar.



Photography: Software In situ

This type of photography is when the location of the action is important... In the case below – to give the user within an environment with stock in the background – starts telling the story.

The use of the colour surrounding the photograph helps differentiate it from the rest of the items in the graphic. The colour also can mean the type of product being used and then can be used as a category colour.

The image shows a composite of two photographs. On the left, a smartphone displays a software interface for managing inventory and orders. The screen shows a 'Suggested order' for 'olivanders suggested order, order date 03/09/2025'. It lists products like Coca-Cola Zero [250ml Bottle] (112963, £11.52) and San Pellegrino Lemon [Can] (103452, £12.75). On the right, a woman wearing an apron is looking at her own smartphone, which is also displaying a similar software interface. A purple circle highlights the woman and her phone, separating them from the rest of the image. Below the phone, a 'Thank you!' message and order details are shown: 'Your Order is being processed.', 'Supplier Adaco Catalogue', 'Purchase order value £43.20', and 'Delivery date 24/02/2024'. To the left of the phone, there are two circular icons: one with a shopping cart and another with a barcode.



Photography: Real people

We need to get photos of real people to look like they have a true relationship with Fourth. We have a great heritage of developing strong lasting relationships – let's get them to shine through with the images. A short depth of field is important as they are the focus of the shot. An environment in which they work is great for customer case studies.



↗ 15% Profit Margin Improvement

“We now run our business in a way that wouldn't be possible without HotSchedules. **Every manager knows exactly how much staff are needed at each service level to meet demand.**”

Dave Paul

Dave Paul, Founder, Pluckers Wing Bar



Photography: Case studies – Brand

With case studies ensure we have a photo that is one of the customers images and products. Create a losenge shape and add the logo for the company. Always start teh headline with the customers name then what was improved.



Noodles & Company improved forecasting accuracy by 20% and cut labor costs by \$4M+

[Read the case study →](#)



Photography: Fourth People

With case studies ensure we have a photo that is one of the customers images and products. Create a losenge shape and add the logo for the company. Always start teh headline with the customers name then what was improved.



Iconography: Solutions

Our key products have in the past only been referred to by name. Adding icons to give them more presence is key to strengthening the affinity with a product. These icons have a more casual style to them which gives them a dynamic and energetic feel.



HotSchedules



Inventory & Financial



Inventory & Financial (m)



ATS & Onboarding



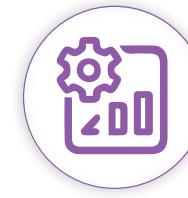
Realtime dashboard



Realtime Admin



Analytics



Analytics admin



Employee Self Service



HR & Payroll



Payroll feed service



Customer User Provisioning



Recipe & Menu Engineering



Forecast Manager



Welcome to the Fourth Dimension

The Fourth Dimension

The Fourth Dimension represents the new era we're leading in hospitality — where intelligence powers every decision, and time is no longer a constraint. It's the space where Fourth iQ transforms data into intelligent action, helping operators anticipate what's next and control performance in real time. In our communications, the Fourth Dimension is not a slogan; it's a lens for storytelling. It should signal progress, energy, and foresight — showing how Fourth turns complexity into clarity and motion into momentum. Use it to frame moments of transformation: when AI enables smarter execution, when decisions happen faster, and when performance feels effortless. Visually and verbally, it's our shorthand for innovation and advantage — the proof that with Fourth, customers operate in a different dimension altogether.

Tone:

The Fourth Dimension should always feel energised, intelligent, and forward-moving. It reflects confidence without arrogance — the voice of a brand that's leading hospitality into its next era. In writing, use it to signal transformation and progress, not just technology. Avoid jargon; focus on clarity and human impact. When referencing it in copy, capitalise both words ("Fourth Dimension") and pair it with messages of momentum, control, and insight. Example: "Welcome to the Fourth Dimension — where your operation moves faster than time."

Design:

Visually, the Fourth Dimension is expressed through motion, fluidity, and light. Use dynamic gradients, layers, and the flowing iQ patterns to suggest movement and intelligence at work. The look should feel alive — with depth, contrast, and subtle animation where possible. The Fourth logo should anchor communications in simplicity, while the surrounding design conveys the energy of iQ — data in motion, ideas connecting, actions unfolding.

The Fourth Dimension should never feel static or corporate. It's the visual and emotional signature of a brand that turns insight into intelligent action — and performance into profit.



Tone of voice: guidelines

Our voice reflects who we are — an experienced, trusted partner to hospitality operators — now supercharged by intelligence.

With iQ embedded into our platform, Fourth speaks with clarity, energy, and confidence.

We make complex technology feel human, helpful, and empowering — never technical for its own sake.

- We sound intelligent, but not intimidating.
- Innovative, but grounded in hospitality reality.
- Energetic, but never overblown.

Tone keywords:

Energetic. Insightful. Human. Confident.

1. Approachability

AI can feel complex — we make it simple and natural.

We don't use jargon or technical acronyms. Every word should invite understanding, not distance it.

Do say:

"iQ spots what's coming next — so you can act before it happens."

Don't say:

"Our LLM-based forecasting module uses predictive analytics to optimize operations."

Tone: Friendly expert. Never corporate, never robotic.

2. Insightful

We don't just tell people what happened. We help them understand why it matters and what to do next. Our words turn data into meaning and meaning into action.

Do say:

"By comparing sales and labor patterns, iQ recommends cutting prep by 10% tomorrow — saving £300."

We lead with outcomes, not outputs. Our language always connects intelligence with value — time, control, or profit.



Tone of voice: guidelines

3. Energetic

Fourth with iQ represents forward motion — optimism, speed, transformation. We write with momentum. Sentences are active, verbs are strong, and headlines move.

Do say:

"Run faster, think smarter, and get time back with Fourth iQ."

Don't say:

"Fourth iQ provides enhanced automation and analytical capabilities."

This is a brand leading the AI revolution in hospitality — our tone must feel alive, exciting, and modern.

4. Human

We talk with our customers, not at them. We show empathy for the daily reality of running restaurants, hotels, and bars. Every message should reflect understanding of their world — long hours, slim margins, relentless pressure.

Do say:

"We know your managers are already stretched. iQ helps them see what matters most — and act fast."

Tone: Warm, clear, real.

5. Confident

We're pioneers of intelligent operations in hospitality. Our confidence comes from proof, not hype. We use clear, assertive language that inspires trust. We don't overclaim; we demonstrate impact.

Do say:

"Our customers cut food waste by up to 5% and reduce labour costs by 2% in the first month."

Tone: Expert assurance, not sales bravado.

4. Human

We talk with our customers, not at them. We show empathy for the daily reality of running restaurants, hotels, and bars. Every message should reflect understanding of their world — long hours, slim margins, relentless pressure.

Do say:

"We know your managers are already stretched. iQ helps them see what matters most — and act fast."

Tone: Warm, clear, real.



Tone of voice: guidelines

Tone by Context

Context	Tone Focus	Style Example
Website & Marketing	Inspirational, energetic, forward-looking	"Welcome to the Fourth Dimension — where AI powers every decision."
Product & UX Copy	Clear, guiding, efficient	"iQ recommends scheduling two fewer servers tonight — saving time and cost."
Customer Comms	Reassuring, supportive, knowledgeable	"You don't need more dashboards. You need a co-pilot that sees what's next."
Internal & Partner Comms	Confident, unified, purposeful	"Together, we're leading hospitality into a new era of intelligent operations."

The Personality of Fourth with iQ

Fourth is the trusted, experienced partner.

iQ is the spark — the intelligence that transforms how Fourth operates. Together they form a personality that's:
Experienced, Innovative, Optimistic, and Human.

Tone mantra:

"We make intelligence feel effortless — and operations feel human again."



Examples of branding: Email Signature



Nick Meads

Senior Product Manager

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www.fourth.com



Powered by iQ



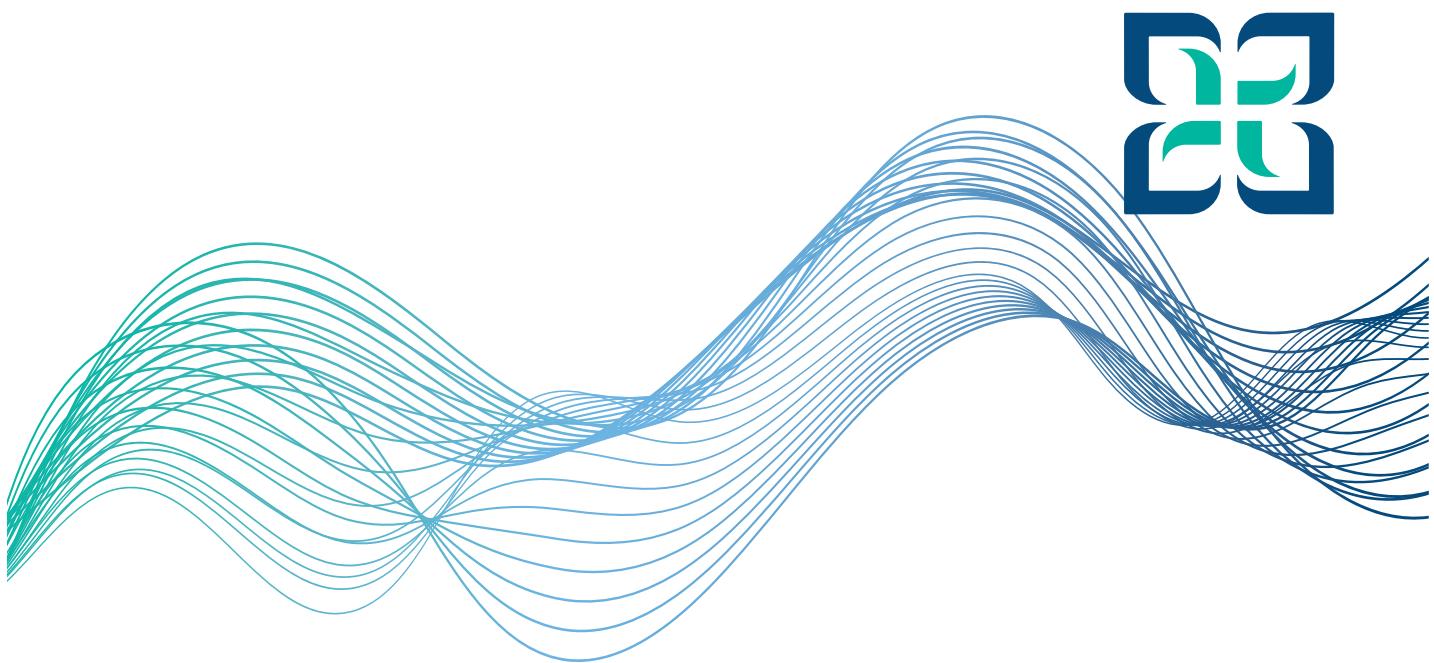
Examples of branding: Website

The screenshot shows the homepage of the Fourth website. At the top, there's a navigation bar with links for 'Fourth IQ', 'Solutions', 'Products', 'Industry', 'Resources', 'Support', 'Login', a search icon, and a British flag icon. To the right of the search bar is a 'Get a Demo' button. On the far right, there's a vertical teal bar with the text 'Powered by IQ' and a small icon.

The main content area has a dark blue header with the 'Fourth' logo on the left and a promotional message: 'Fourth launches the first insight-driven realtime action app for managers. [Find out more](#)'. Below this, there's a large teal section with the headline 'AI-Powered Software for Hospitality' and the sub-headline 'Right staff. Right stock. Every time.'. A man in an apron is shown holding a tablet displaying a dashboard. The dashboard includes a forecast manager for 'Crispy Chicken Shack' showing AI Forecast (£41,705.20), Adjusted Forecast (£52,658.14), and Actual (£52,658.14) with growth percentages of 32.74%, 43.14%, and 43.14% respectively. It also shows a喜慶 hour promotion for Happy Hour Sales 20%. The bottom right corner of the dashboard has a red notification bubble with the number '1'. Below the dashboard, there are two buttons: 'Get a demo' (in a teal box) and 'Learn more about Fourth iQ' (in a white box).

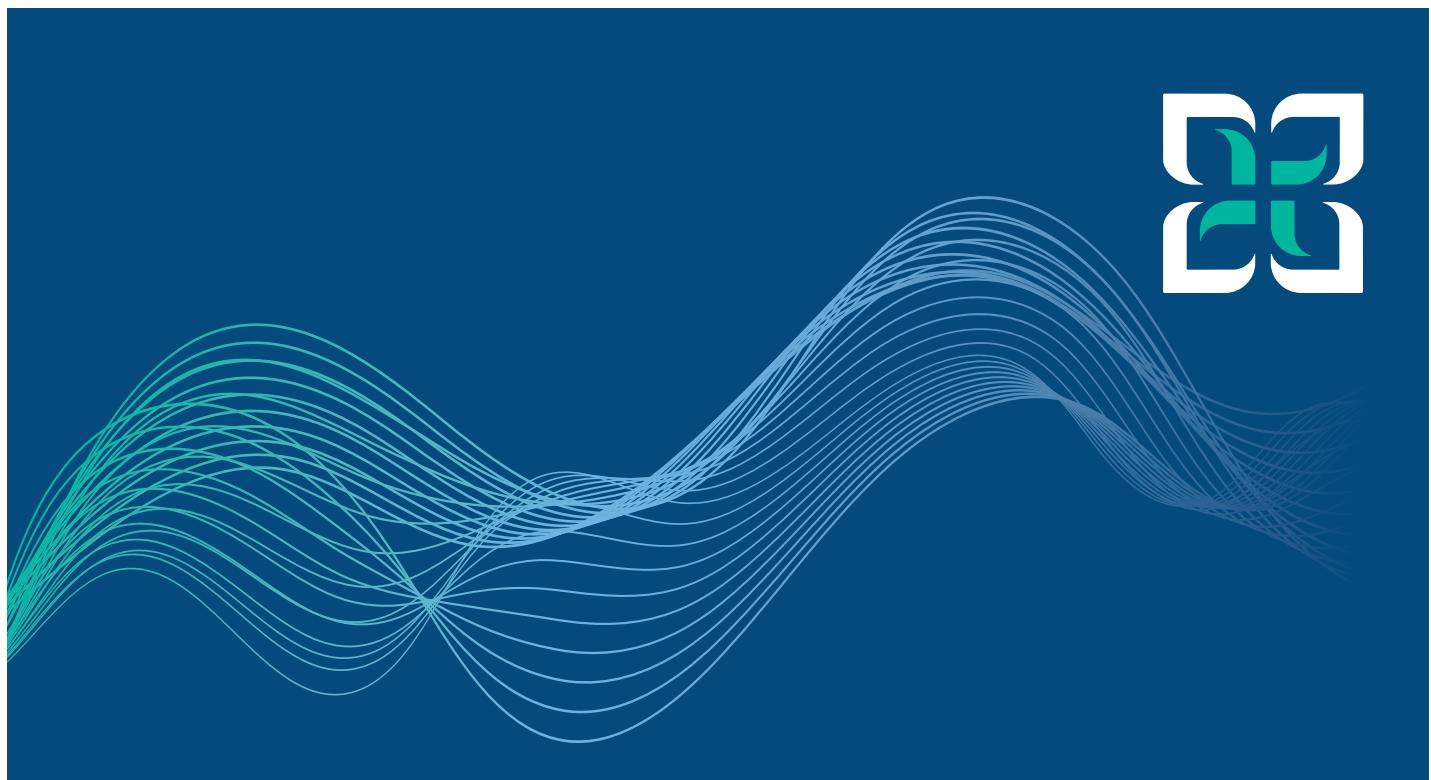


Examples of branding: Powerpoint





Examples of branding: Powerpoint





Examples of branding: Powerpoint



A proud 18 year
partnership



Heading to go here



Examples of branding: Powerpoint





Examples of branding: Powerpoint

Fourth.

Hello!
Welcome to Fourth

Username

Password

Sign in

Forgot [Username](#) or [Password](#)

Corporate Sign in

Switch my location to [United States](#) or [Asia Pacific](#)

fourth.com
welcome to the Fourth Dimension

[Cookie Policy](#) | [Privacy Policy](#)