



Brandbook  
2023



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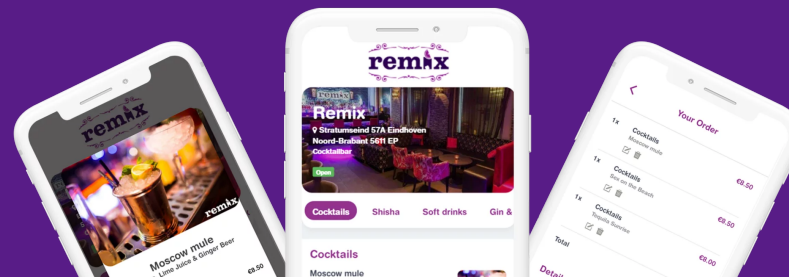
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# obero

QR bestellen in jou restaurant!





Obero revolves around ideas of big brains. Developing cutting-edge technology solutions for businesses of all sizes, we focus on innovation and user-centric design, offering a range of cloud-based software products that help organizations streamline their operations, boost productivity, and drive growth.





## Vision & Mission

To create a world where everyone can access delicious food from their favorite restaurants conveniently and affordably, anytime and anywhere.

Our mission is to provide a seamless and reliable food delivery experience that connects people with the food they love. We partner with local restaurants to expand their reach and enable them to serve more customers. We strive to constantly improve our platform and services to make food delivery faster, more convenient, and more affordable for everyone.





# Tone of Voice

**Conversational** - We believe in creating a friendly and approachable tone of voice that encourages open communication and interaction with our customers.

**Reliable** - Our tone of voice should be reassuring and instill trust in our customers. We will make sure to provide accurate and timely information to avoid any confusion or frustration.

**Inclusive** - We believe in inclusivity and respect for all individuals, regardless of their background or preferences. Our tone of voice will reflect this value and strive to be welcoming to everyone.





## Our Logo

Our logo comes from Obero's vision and mission, to achieve simplicity through a single click of a button. The use of a single button click represents the ease and efficiency with which we aim to solve our clients' problems. This logo is a visual representation of our commitment to providing simplified solutions to their customers.



'O' Button

+

Obero

=

@bero



@bero



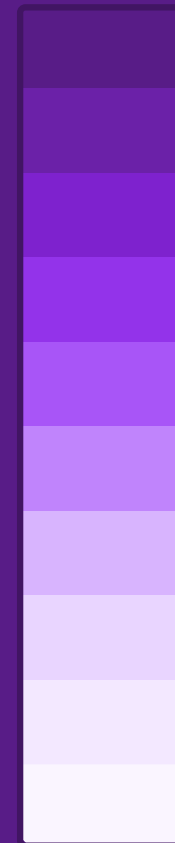


# Color Palette

The strength of our color palette is derived from the use of purple. We leverage the power of this color to create a distinct and recognizable brand identity that resonates with our customers.

Purple is a versatile color that can be used to convey a variety of emotions and messages, and we capitalize on this to enhance the impact of our brand.

By incorporating shades of purple into our marketing materials, website, and other branding elements, we communicate a sense of sophistication, creativity, and innovation.







# Typography

Our main typography is Inter. It helps us maintain a distinctive look and comes in three different weights. We use it for Obero related solutions.

Our secondary typography is Nunito, which helps us create a friendlier and more flexible perception towards our audience. We mainly use it for promotional purposes and our website.

**Inter 48px**

<h1>

**Inter 36px**

<h2>

**Inter 30px**

<h3>

**Inter 24px**

<h4>

**Inter 20px**

<h5>

**Inter 18px**

<h6>

Inter 16px

<p>

**Inter 14px**

<span>

Inter 12px

<p>

**Nunito 48px**

<h1>

**Nunito 36px**

<h2>

**Nunito 30px**

<h3>

**Nunito 24px**

<h4>

**Nunito 20px**

<h5>

**Nunito 18px**

<h6>

Nunito 16px

<p>

**Nunito 14px**

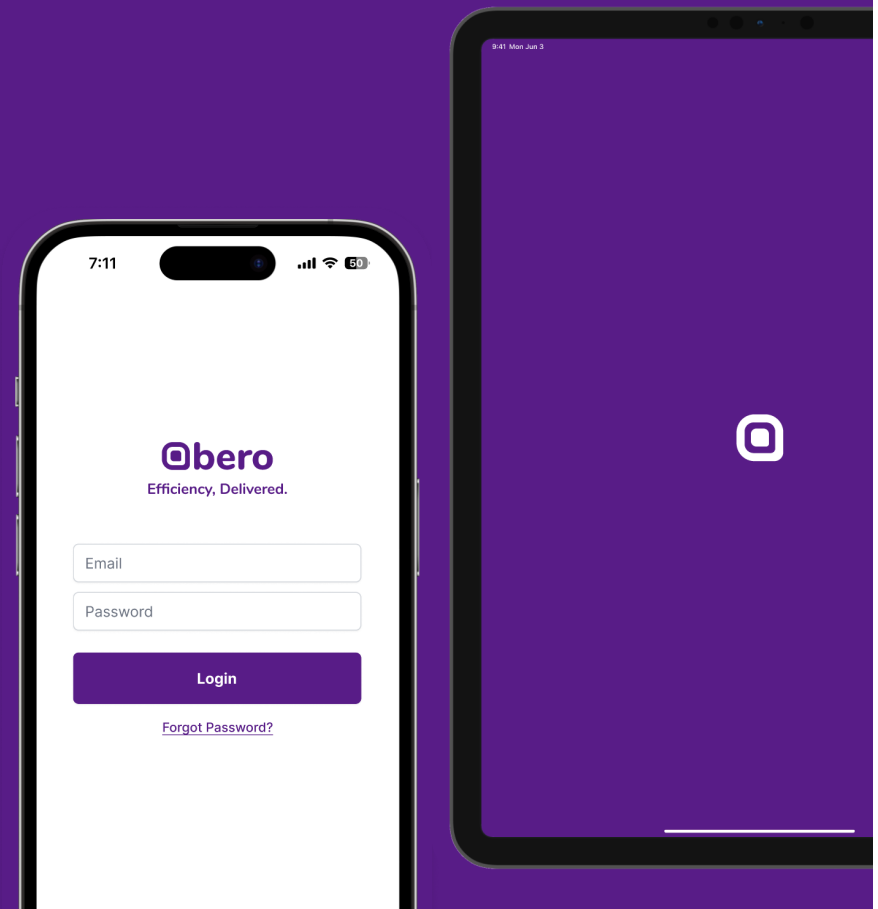
<span>

Nunito 12px

<p>

# Mockups

Mockups resemble the usage of our logo onto numerous real-world use cases. Represented imageries are hypothetical, just to provide you with how we would attach our brand.

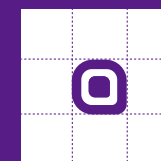




# Guidelines

Guidelines of the usage over our logo are represented here. A certain amount of margin must be present in the usage of the logo on multiple applications; choice of colors range only from the two - purple on white and white on purple.

Other usage of colors are restricted for Obero.





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