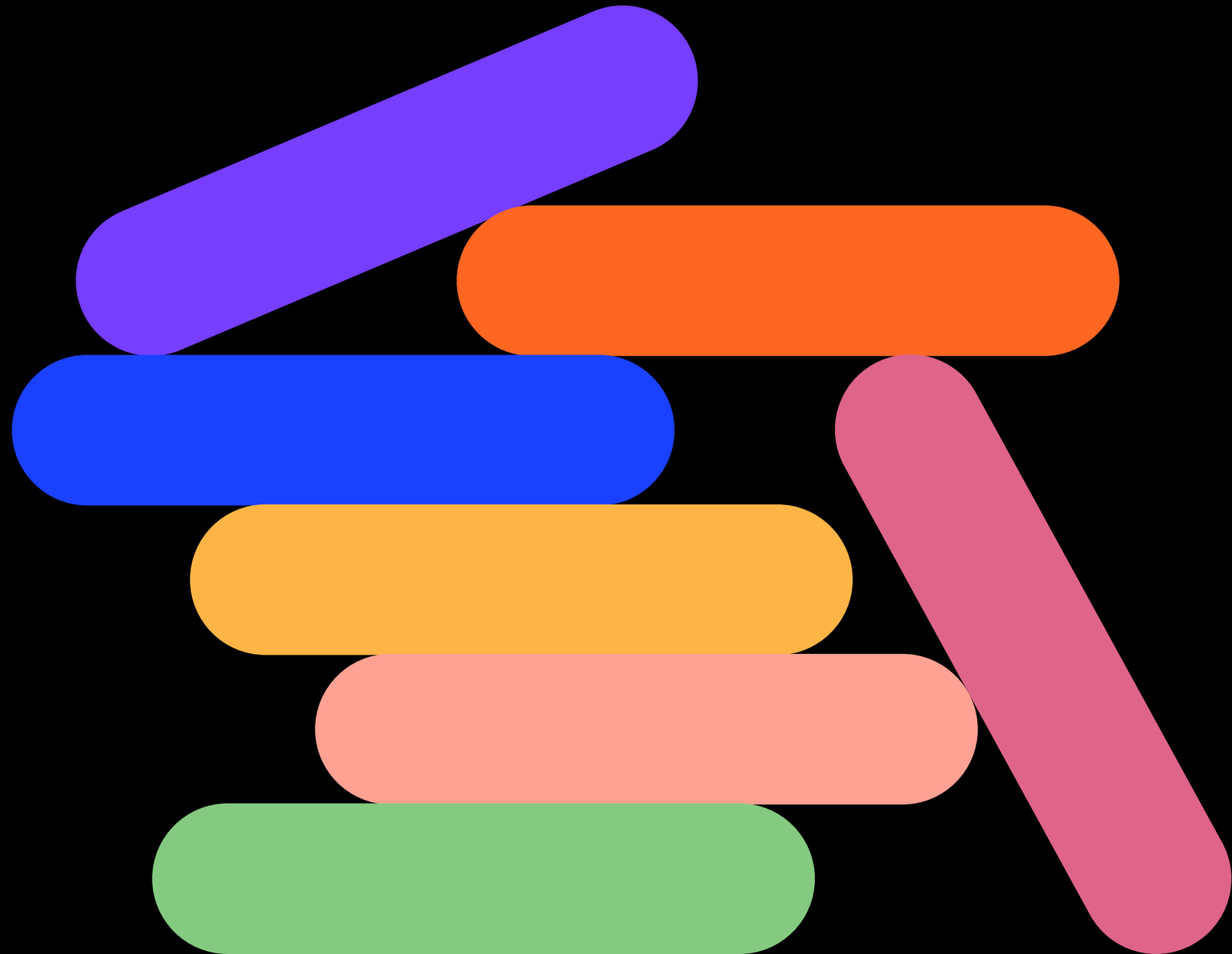
DROPPAH

A rostering system like no other

Brand Guidelines 2022



Welcome

These guidelines will help to ensure that every expression of our brand reaches the high standards expected of Droppah.

We want this guide to be a helpful and regular point of reference, a valuable toolkit in telling the Droppah story.

For any queries regarding these guidelines,
please contact info@droppah.com

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Brand Strategy like no other

01

We are Droppah

Droppah is like no other

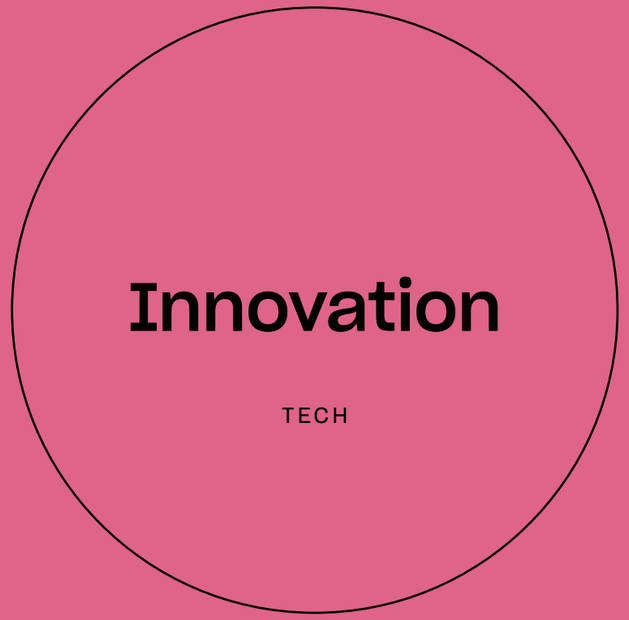
We are champions of hospo and champions of our own

Giving our people freedom within a flexible framework to be follow their own paths

Putting personalisation and customisation to work at work

For the power of the individual

Areas of Focus



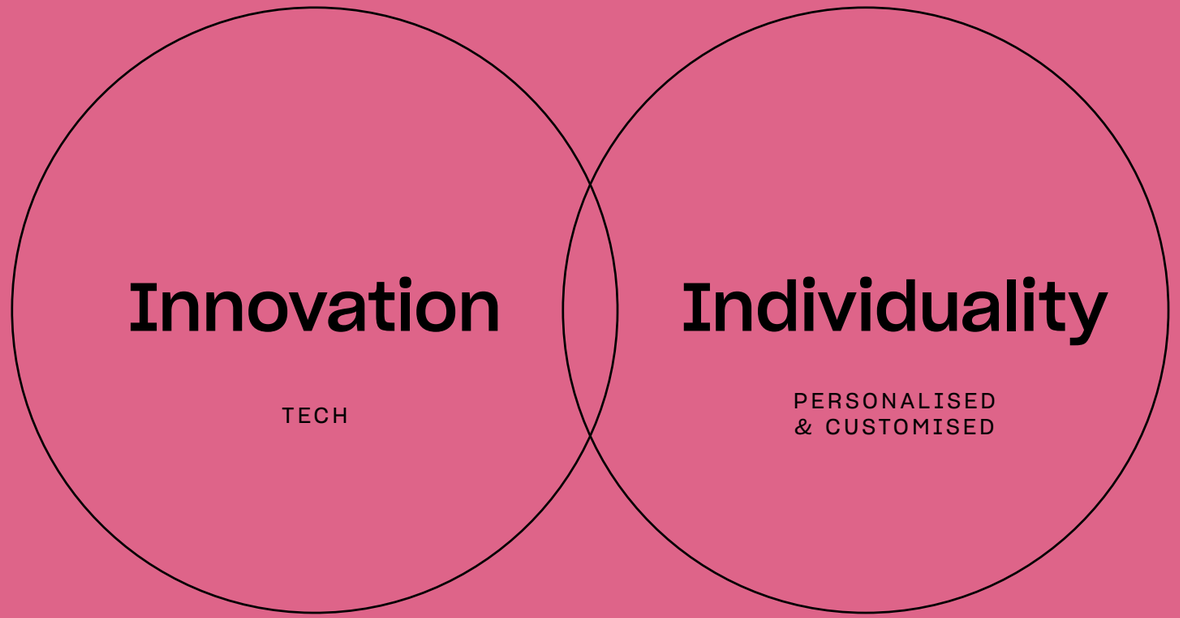
Frees you up – works for you

Smart, intuitive, streamlined... making it easy to create, manage, build, grow rosters & teams.

Just like hospo, the details matter and we want to create an unforgettable experience around you.

- AI to create rosters
- Experienced across a suite of apps
- Easy drag and drop
- Droppah is live & direct.

Areas of Focus



Hyper-personalised – works around you

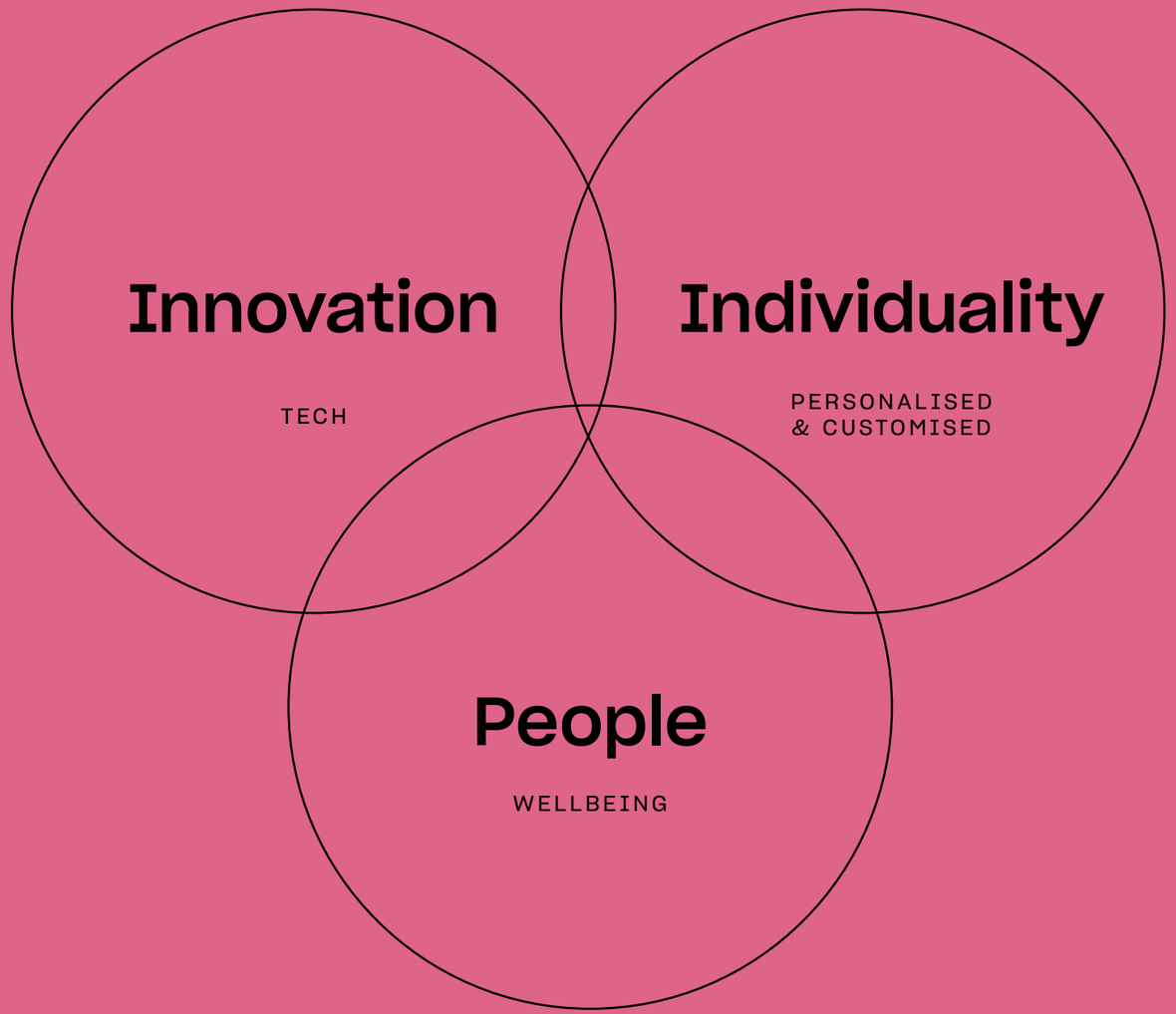
Every person and place is different.

We celebrate that individuality and spirit of each.

Getting personal, getting closer to you so we can work around you.

Clarity & flexibility - so you can live the life you choose.

Areas of Focus



People first policy – looks after you

Healthy business, healthy people.

Live tracking, clocking in.

Droppah's got your back.

Our Pillars

Champions of hospo

Backing our industry, looking out for our people, to deliver their magic, with innovative support and personal care.

In tune & in sync

A hyper-personalised system that knows you, and your world, working around you, for you - in real time.

Awesome experiences

Smart thinking and software, that helps build the teams that create the experiences, our customers love.

Mobilising & Motivating

Mobilising - organising and empowering teams so they're revved up and ready. Motivating - with a real energy that gets teams into it and loving it.

Single Organising Idea

Droppah believes in embracing individuality

Hospo's a people business.
And everyday is different.

We’re all originals, never same same.

We embrace the individual.
And believe in freedom of expression.

We’re not templates and life isn’t a blueprint.

We give people the courage and permission to live true to who they are.

We believe in a life less ordinary.

Inspiring, empowering, supportive.

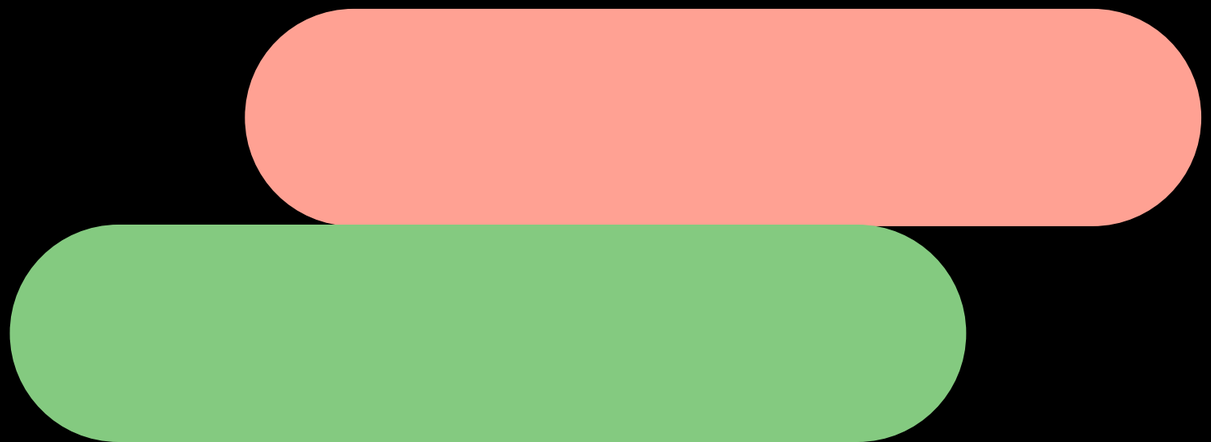
Single Organising Idea

Like no other

Rostering software like no other, an experience like no other, for an industry like no other, for teams like no other, for a day like no other, for a career path like no other, for a life like no other. For You. Like no other.

Brand Voice like no other

02



Character & Personality

Our tone of voice is cheeky and a bit unexpected.

We challenge the norm, think outside the box and celebrate the little things.

Pioneering & Punchy

Pioneering – Our software, our positioning, being staffed, our look & feel.

Punchy – Our Tone of Voice & attitude. Immediate, dynamic, engaging.

Examples

Droppah

Sheet, is that the time?

Digitise. Customise. Recognise. Easy hospo rosters.

Clock in, in less time.

Easy peasy, lemon squeezy. The intuitive app for hospo rosters.

For more bitchin' kitchen switching.

Suss your kitchen sitch in a sec.

We help you stop thinking about timesheets.

Drag n' drop rostering - less of a drag.

Made by people who know hospo.

Hospo rostering for rebels.

Hospo Events

Spend less time in the 'sheets.

Hey hospo biz, ain't it time someone served you?

We look after the people who look after people.

Sponsored by Droppah

Championed by Droppah.

It's brunchtime! Co-served by Droppah + Fix & Fogg.

Assembled by Droppah.

Scheduled by Droppah.

A Team effort with Droppah.

Applauded by Droppah.

Foodie Film Fest - served by Droppah .

Hospo team scheduling for true individuals.

Website

The intuitively simple scheduling app designed for hospitality.

Scheduling software that makes short order of rostering.

Easy hospo timesheets that take less of your time.

Intuitive, fast, & as great with people as your maitre'd.

Bartender, barista, server, sous chef - clocked in with Droppah.

Get set up ready for service up, in under 2 minutes.

Fast: Set up your whole roster in your coffee break.

Healthy: Helps you look after your crew's wellbeing.

Tasty: Colourful drag n drop visual interface.

In App

Clock in, rock on, Kate.

Whoop - it's the end of another shift Kate.

Welcome Kate. It's gonna be a great night.

Click, clock. Start your shift with your selfie.

Nice work, you just aced another shift.

Hey Kate, how was your shift?

Celebrate a year of epic nights Kate.

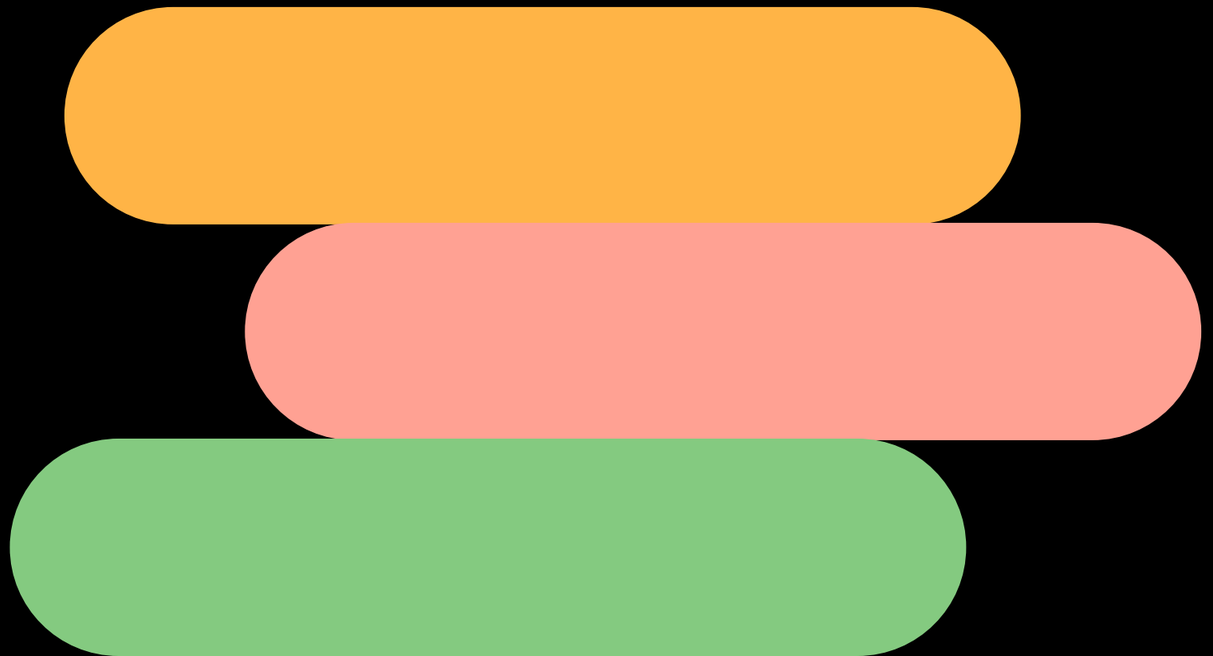
Let's get the crew set up on your coffee break Eden.

It's Sunday Eden. Let's get our weekly schedule sorted.

Heads up, Kate. Here's your roster for Monday to Sunday.

Brand Toolkit like no other

03



Primary Colour Palette

Inspired by the days and nights of the hospo world, and all the hours in between. Our hero colours reflect our daring attitude, with shades that are modern and punchy, and reflective of the digital space Droppah lives in.

These colour specifications ensure that our colour palette is displayed correctly and consistently across the range of its applications.

Black
C0, M0, Y0, K100
R0, G0, B0
#000000

Deep Purple
C80, M84, Y0, K0
R118, G62, B255
#763EFF

Stone
C6, M5, Y8, K0
R235, G234, B28
#EBEAE4

White
C0, M0, Y0, K0
R255, G255, B255
#FFFFFF

Extended Colour Palette

Our extended palette expands on our daring attitude and allows us to be playful and unexpected with different colour combinations across our communication touchpoints.

The breadth of colours in the Droppah toolkit allows the Droppah software to be fully customisable, and it's users able to colour code to their particular needs and preferences.

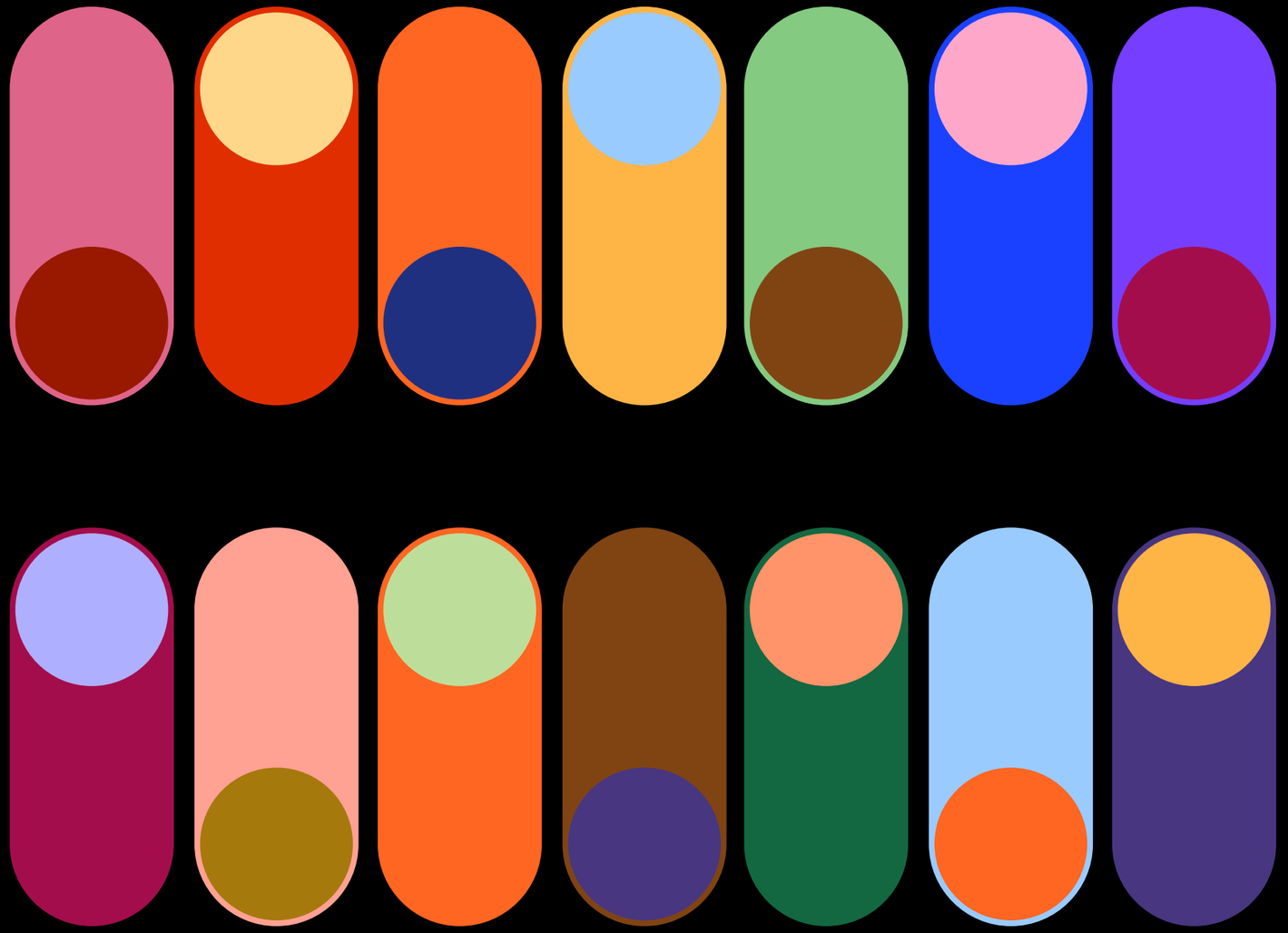
These colour specifications ensure that our colour palette is displayed correctly and consistently across the range of its applications.

Bubblegum C0, M44, Y0, K0 R255, G167, B200 #FFA7C8	Peach C0, M45, Y34, K0 R255, G161, B147 #FFA193	Melon C0, M53, Y60, K0 R255, G147, B105 #FF9369	Lemon C0, M15, Y52, K0 R255, G215, B139 #FFD78B	Lime C27, M0, Y50, K0 R189, G222, B154 #BDDE9A	Sky C38, M10, Y0, K0 R154, G203, B255 #9ACBFF	Lilac C36, M34, Y0, K0 R175, G175, B255 #AFAFFF	White C0, M0, Y0, K0 R255, G255, B255 #FFFFFF
Rose C8, M75, Y23, K0 R222, G100, B137 #DE6489	Cherry C0, M95, Y100, K0 R225, G46, B0 #E12E00	Orange C0, M76, Y95, K0 R255, G102, B34 #FF6622	Honey C0, M30, Y85, K0 R255, G180, B70 #FFB446	Mint C50, M0, Y66, K0 R132, G202, B128 #84CA80	Blueberry C88, M65, Y0, K0 R26, G65, B255 #1A41FF	Deep Purple C80, M84, Y0, K0 R118, G62, B255 #763EFF	Stone C6, M5, Y8, K0 R235, G234, B28 #EBEAE4
Ruby C27, M100, Y54, K14 R164, G13, B76 #A40D4C	Merlot C25, M100, Y100, K24 R153, G25, B0 #991900	Chocolate C33, M73, Y100, K33 R128, G68, B19 #804413	Dijon C26, M47, Y100, K11 R166, G121, B13 #A6790D	Emerald C87, M34, Y87, K26 R19, G104, B65 #136841	Midnight C100, M95, Y18, K5 R32, G48, B128 #203080	Dusk C90, M96, Y15, K5 R72, G54, B128 #483680	Black C0, M0, Y0, K100 R0, G0, B0 #000000

Colour Combinations

Because of our extensive colour palette, we can use unexpected colourways, further heroing our personality and attitude.

When combining colours, consider the contrast of the pair. Elements must always be legible against their background colour.
In general, you must also only use two colours, unless an illustration is present.



Logo

Our primary logo links effortlessly to our flexing system, with rounded letterforms and an extended '0' that speaks to our distinctive lozenge devices.

The logo must be used correctly in all our communications to ensure brand consistency.

DROPPAH

Logo Variants

Our secondary logos speak further to our flexible system, with letterforms that mimic our lozenge device.

Our secondary logos are to be used sparingly or in animated forms.

02. Secondary

01. Primary

03. Secondary

04. Secondary

Logo
Clear Space

01. Clear space is important to maintain the integrity of the logo. The appropriate clear space is dictated by the size of the D. The clear space will increase or decrease in proportion to the logo size. Nothing should appear within this clear space.

    Minimum sizing is used to achieve the best clarity and legibility of the logo.

02. For minimum print size, the logo height should not appear smaller than 6.5mm.

03. For minimum digital size, the logo height should not appear smaller than 15px.

01. Clear space

02. Minimum size - print

03. Minimum size - digital

Logo Usage

It may not always be possible or necessary to show our logo in black.

On coloured backgrounds, the Droppah logo can be used in any of the brand colours.

Always ensure the legibility of the Droppah logo, using darker colours on light backgrounds and lighter colours on dark backgrounds.

Partner Lock-ups

When partnering with other brands the Droppah logo is locked up with the partner logo. Joining the two logos is an 'X'.

Use these clear space rules to ensure the integrity of the two logos and to retain consistency across our communications.

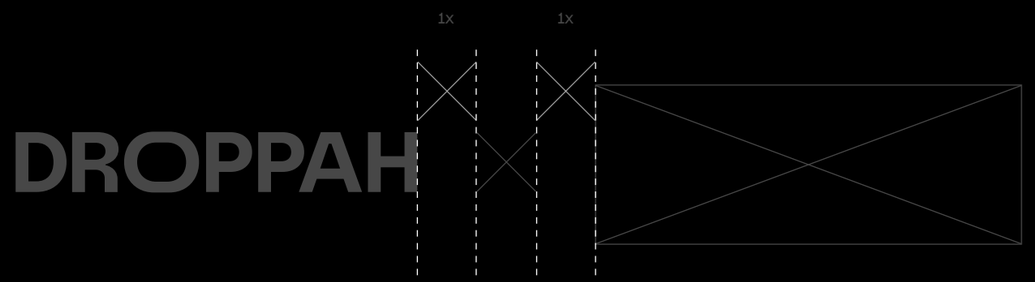
Horizontal lock-up

DROPPAH × FIX & FOGG

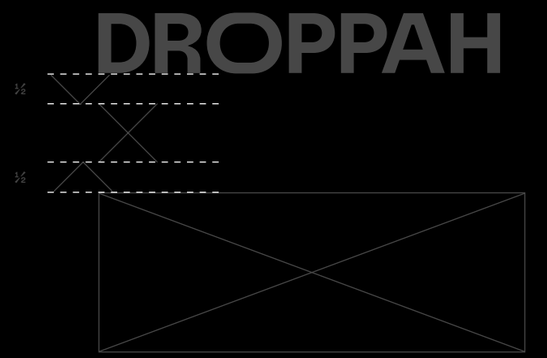
Vertical lock-up

DROPPAH
×
FIX & FOGG

Construction



Construction



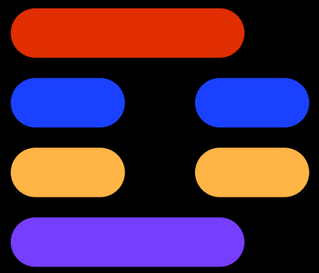
Icon

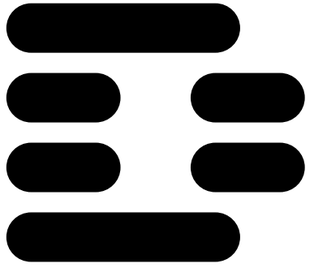
An integral part of the Droppah brand is our distinctive icon that relates directly back to our system.

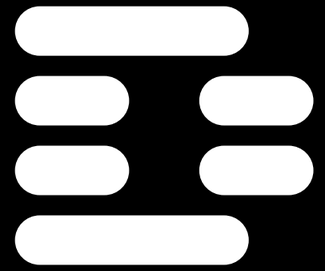
The Droppah icon can be applied where there may not be space for the full wordmark. Please refer to the brand expression for the appropriate application.

Our icon appears in the four-colour configuration, black and white, as shown on the right.

The full-colour icon is our primary version and only used on a black background and only ever by itself.







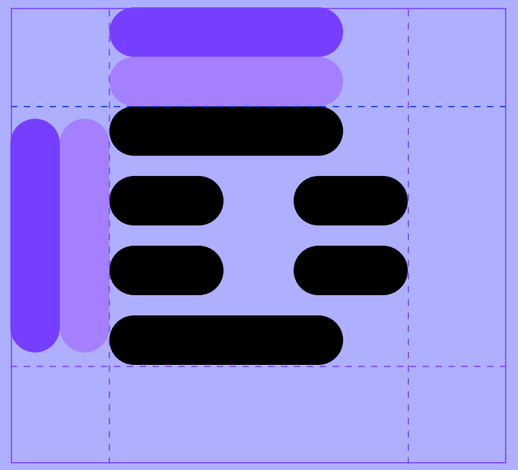
Icon
Clear Space

01. Clear space is critical to maintain the integrity of the icon. Clear space is dictated by the width of two lozenges side-by-side and will increase or decrease in proportion to the icon size. Nothing should appear within this clear space. Use the minimum sizing rule to achieve the best clarity and legibility of the logo.

02. For minimum print size, the icon height should not appear smaller than 6.5mm.

03. For minimum digital size, the icon height should not appear smaller than 15px.

01. Clear space



02. Minimum size - print

03. Minimum size - digital

Typography

Our typeface is Sharp Grotesk, a functional yet quirky typeface that captures the essence of the New York subway signage.

Sharp Grotesk

Straight up & punchy

Weights available

Book 20

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
0123456789&%?!@(/)

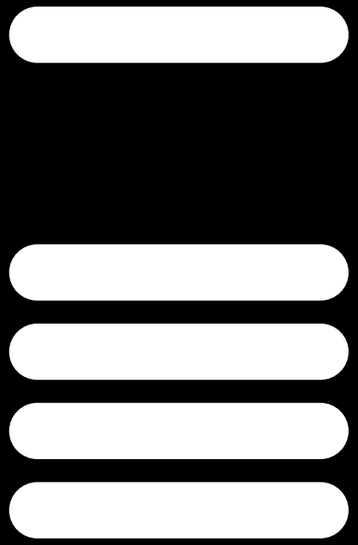
Medium 20

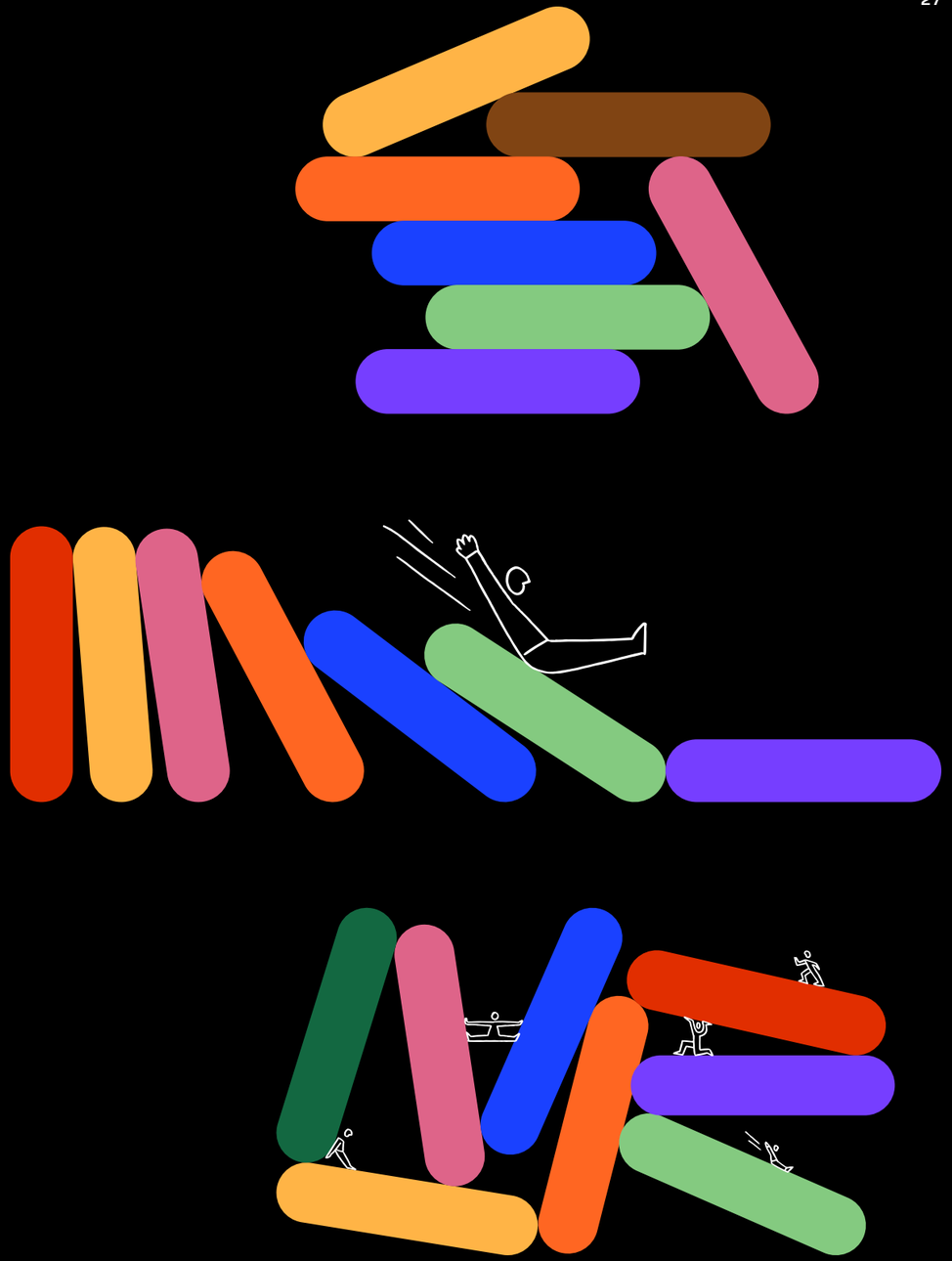
AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
0123456789&%?!@(/)

Illustration

Our illustration suite adds another layer of playfulness and quirk to the brand. The illustration style uses two distinct elements; our distinctive lozenges and rough, hand-drawn linework.

The illustrative elements are to be used in communications that speak both to the software and the hospitality industry. Please refer to the Brand Expression section for appropriate applications.





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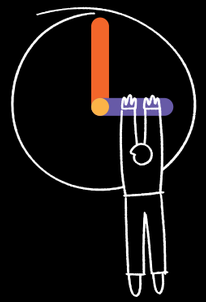
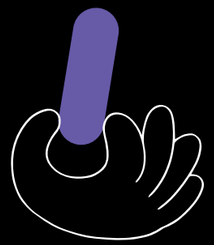
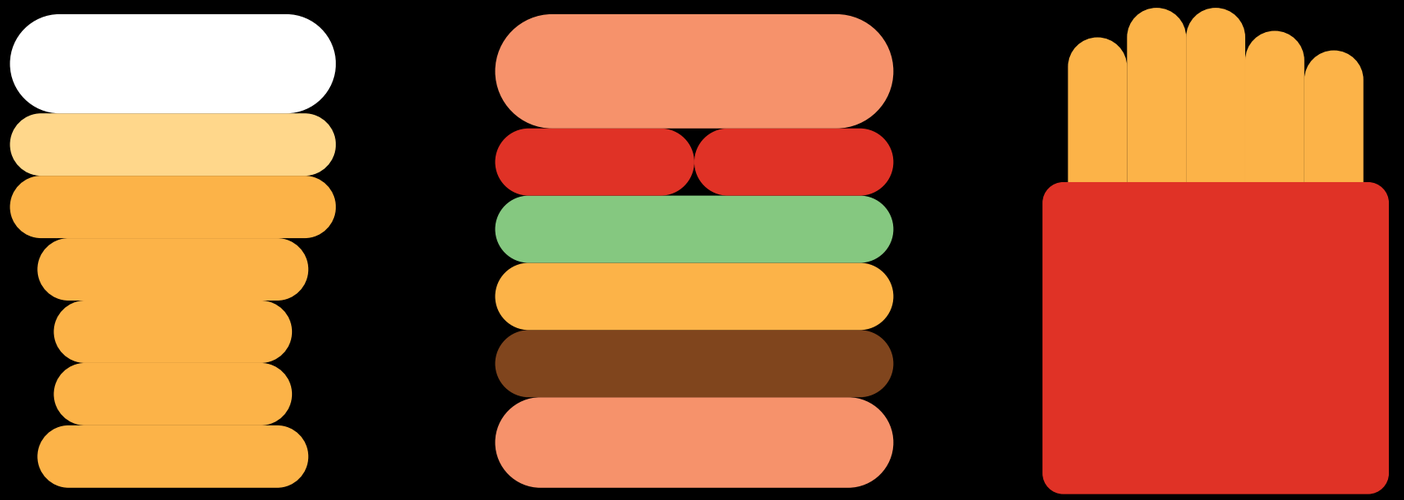




Illustration

Our lozenges can be adapted without the linework, to create illustrative elements. These are always designed stacked on top of each other.

This variation on the illustration style can be customisable to the type of business using the Droppah software, such as the shown illustration for a restaurant specialising in burgers and beer.

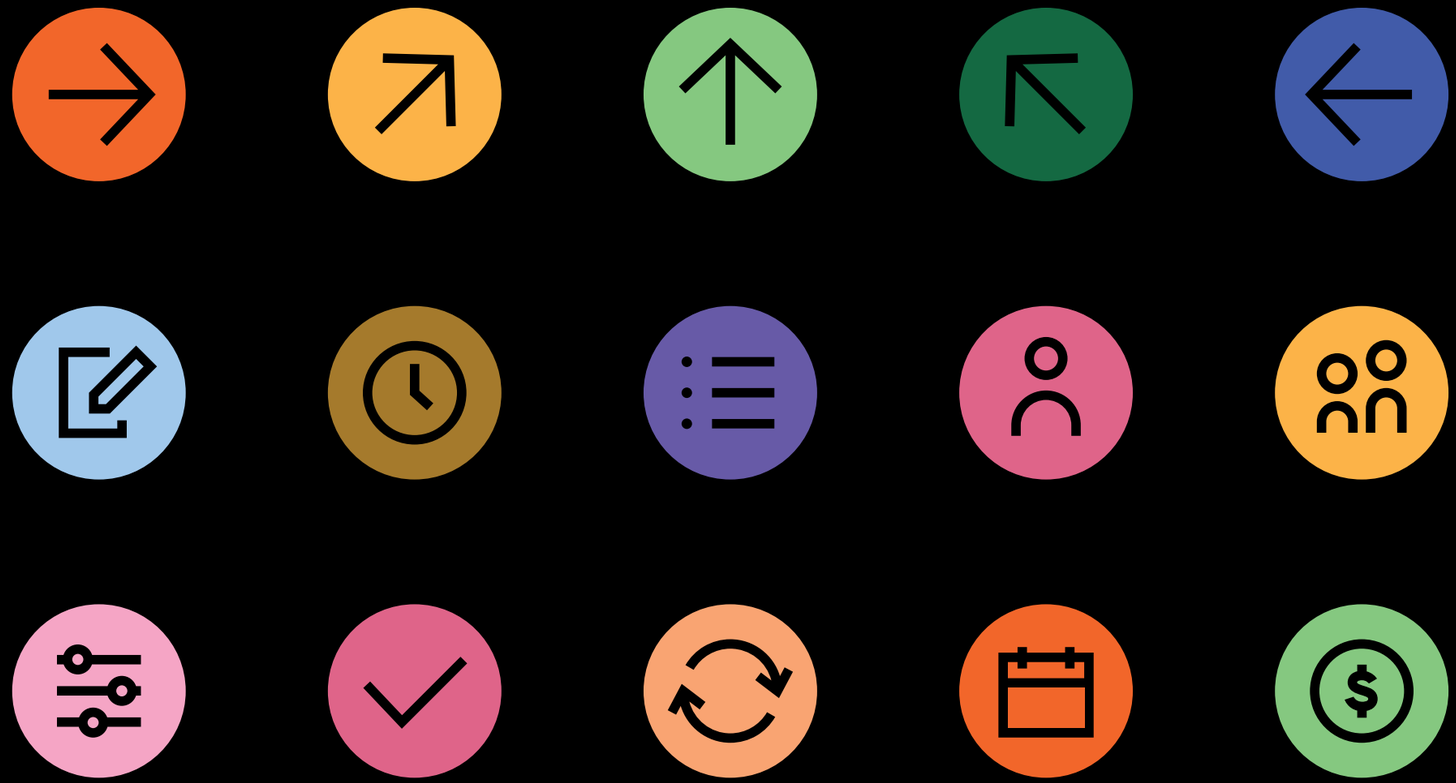


Iconography

A bespoke suite of icons that complement our design system and reinforce our connection to the New York subway system.

Our iconography is always to be used with a coloured circle and black lines.

Please refer to the Brand Expression section for appropriate applications.



Photography

Our photography style is gritty, edgy and real. The content is defined by two categories, work hard and play hard.

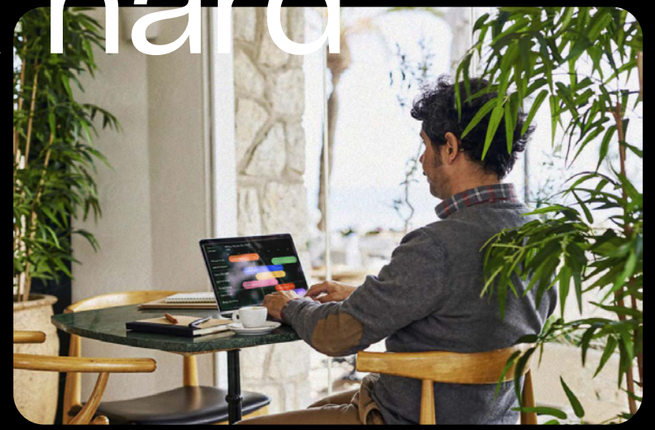
Work Hard: Heroing managers and employees at work and enjoying their jobs and co-workers.

Play hard: Celebrating the hard work that goes into the hospo industry with people spending time with others, in energetic, cool settings.

Our imagery is always housed within a rounded rectangle/square, and is not to be used with hard corners or in any other shapes.

Work hard

Managers



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Play hard

Brand Expression like no other

04

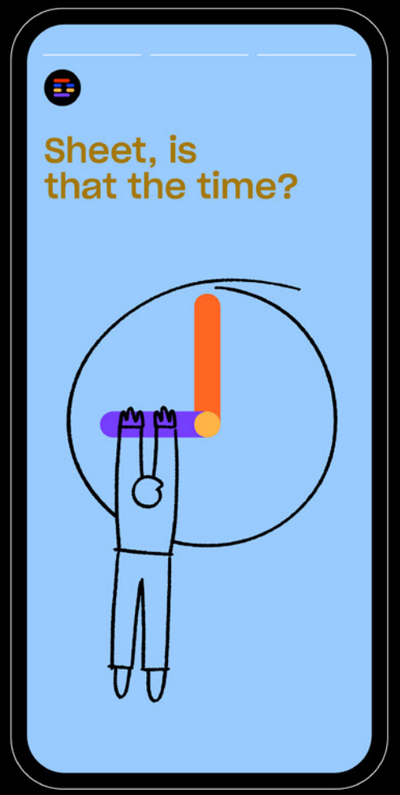
OOH Advertising: Street Posters

OOH Advertising: Billboard

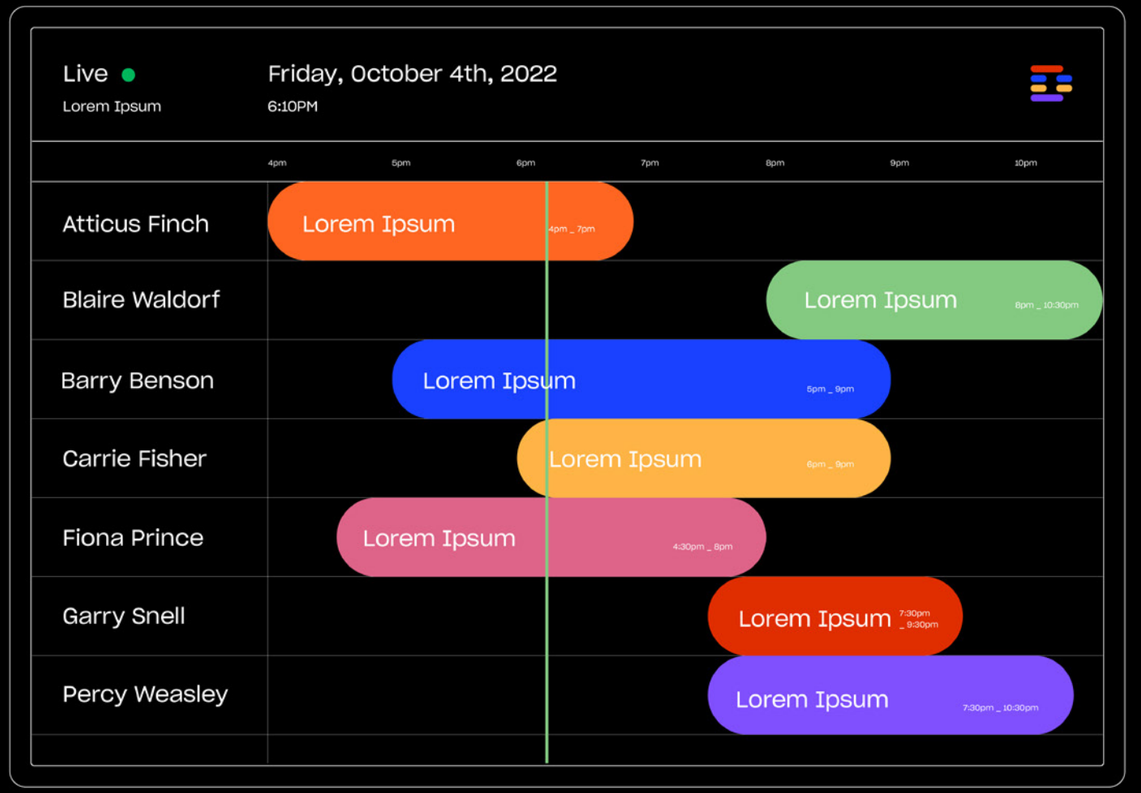
Digital: Website

Digital: Social

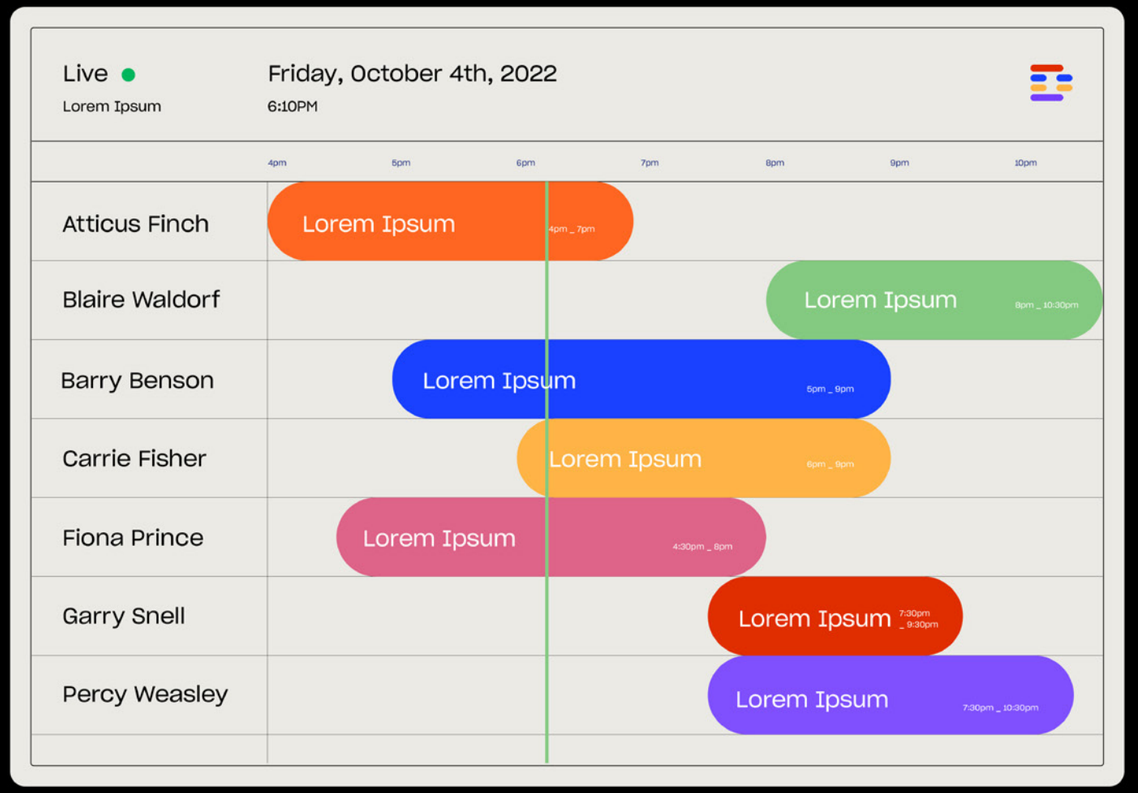
Digital: Social



App


Live
Lorem Ipsum
Friday, October 4th, 2022
6:10PM
4pm
5pm
6pm
7pm
8pm
9pm
10pm
Atticus Finch
Lorem Ipsum
4pm _ 7pm
Blaire Waldorf
Lorem Ipsum
8pm _ 10:30pm
Barry Benson
Lorem Ipsum
5pm _ 9pm
Carrie Fisher
Lorem Ipsum
6pm _ 9pm
Fiona Prince
Lorem Ipsum
4:30pm _ 8pm
Garry Snell
Lorem Ipsum
7:30pm _ 9:30pm
Percy Weasley
Lorem Ipsum
7:30pm _ 10:30pm

App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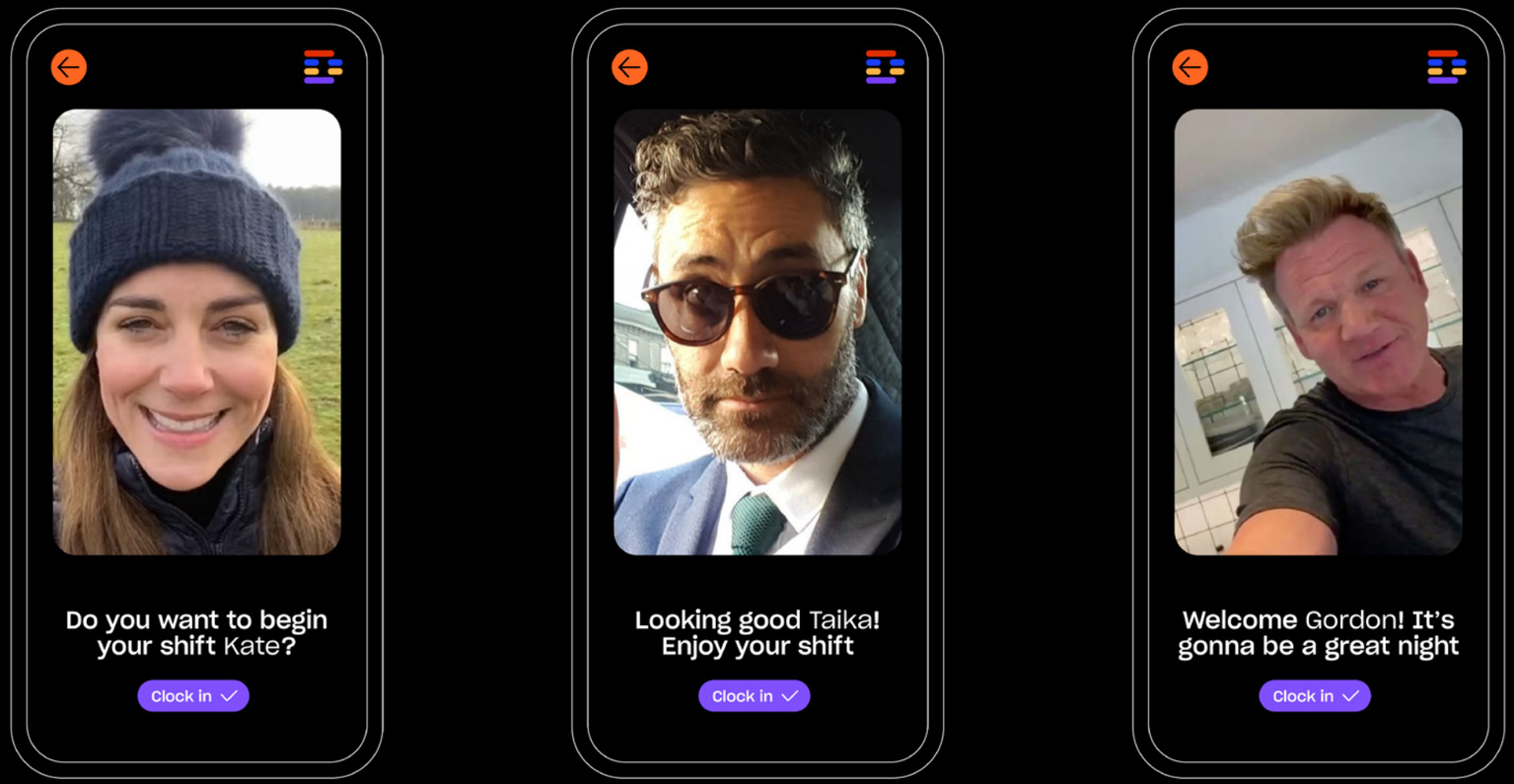
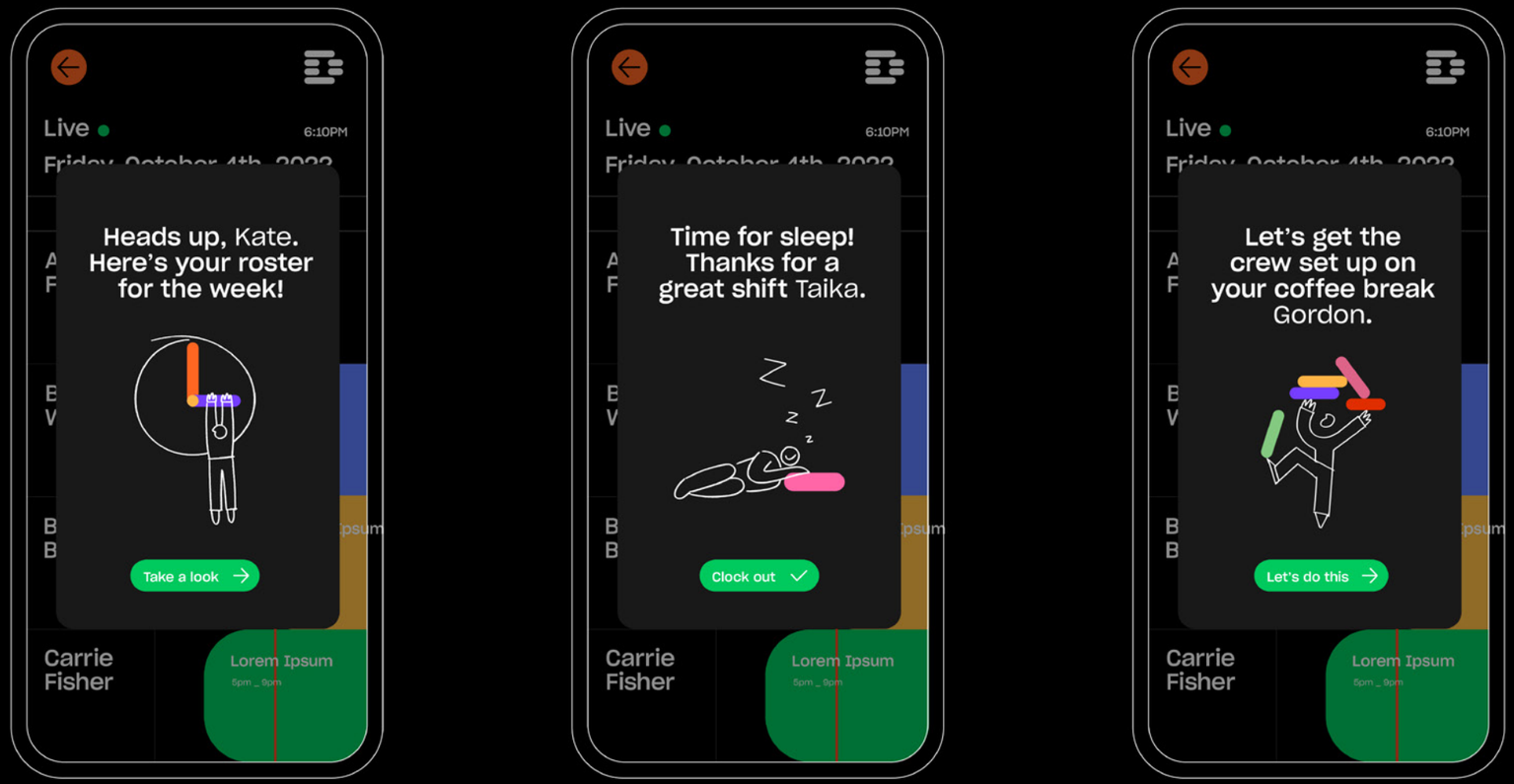
Barry Benson
Lorem Ipsum
5pm _ 9pm
Carrie Fisher
Lorem Ipsum
6pm _ 9pm
Fiona Prince
Lorem Ipsum
4:30pm _ 8pm
Garry Snell
Lorem Ipsum
7:30pm _ 9:30pm
Percy Weasley
Lorem Ipsum
7:30pm _ 10:30pm

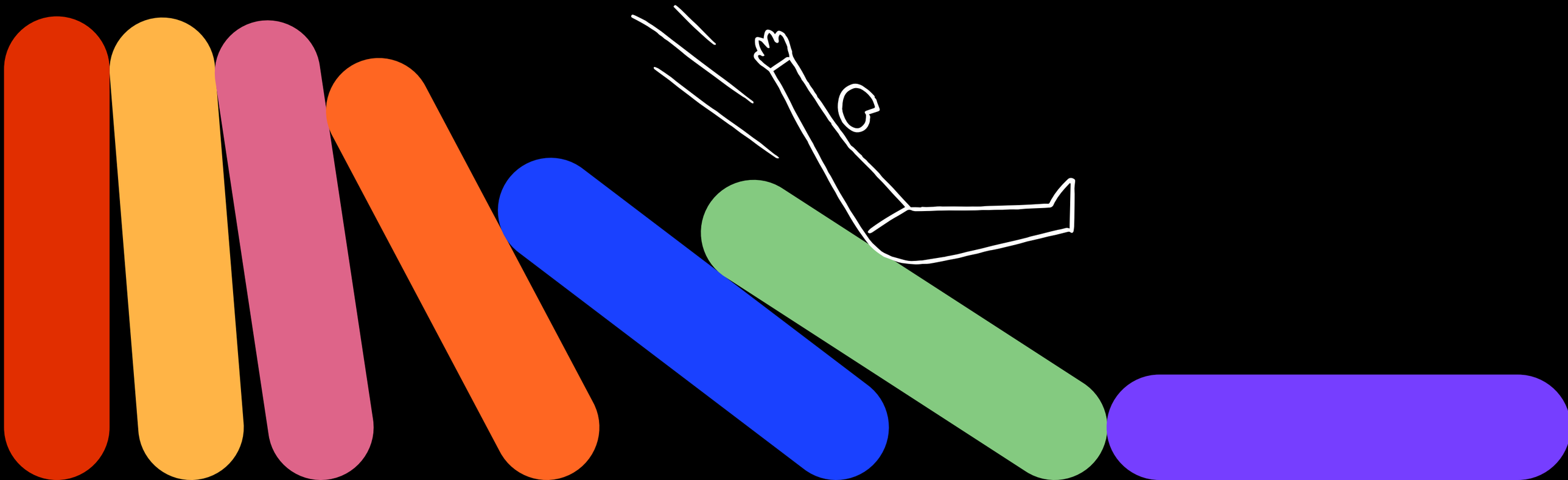
App


Do you want to begin your shift Kate?
Clock in
Looking good Taika! Enjoy your shift
Clock in
Welcome Gordon! It's gonna be a great night
Clock in

App


Live
6:10PM
Heads up, Kate. Here's your roster for the week!
Take a look
Carrie Fisher
Lorem Ipsum
5pm _ 9pm
Live
6:10PM
Time for sleep! Thanks for a great shift Taika.
Clock out
Carrie Fisher
Lorem Ipsum
5pm _ 9pm
Live
6:10PM
Let's get the crew set up on your coffee break Gordon.
Let's do this
Carrie Fisher
Lorem Ipsum
5pm _ 9pm

Signage

Note Pad

DROPPAH