

BRAND GUIDELINES

LOGO DARK



LOGO LIGHT



LOGO SHORT



COLOUR PALETTE



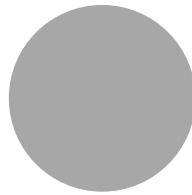
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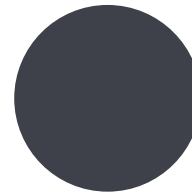
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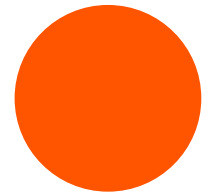
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HEX #A7A7A7
RGB 167, 167, 167



HEX #3E4149
RGB 62, 65, 73



HEX #FF5500
RGB 255, 85, 0

TYPEFACE

LATO BOLD

Character Spacing: 1px

ABCDEFGHIJKLMNO P Q
RSTUVWXYZ
1234567890!@#\$
%^&*()

Lato Regular

Character Spacing: 0.5px

ABCDEFGHIJKLMNO P Q R
STUVWXYZ
abcdefghijklmnopqrstu vwx
yz
1234567890!@#\$%^&*()

Lato Light

Character Spacing: 0px

ABCDEFGHIJKLMNO P Q R S T
UVWXYZ
abcdefghijklmnopqrstu vwx yz
1234567890!@#\$%^&*()

BUTTON STYLES

Main Button Style

Secondary Button Style

Inactive Button Style

BRAND PERSONALITY

tone

Ordermentum's tone is usually informal, but it's always more important to be clear than entertaining. When you're writing, consider the reader's state of mind. Are they relieved to have added their customers to Ordermentum? Are they confused and seeking our help? Are they curious about a post on our blog? Once you have an idea of their emotional state, you can adjust your tone accordingly.

Ordermentum has a sense of humor, so feel free to be funny when it's appropriate and when it comes naturally to you. But don't go out of your way to make a joke—forced humour can be worse than none at all. If you're unsure, keep a straight face.

ORDERMENTUM IS:

- Genuine
- Empathetic
- Experienced and Smart, but not a know it all
- Straight shooter, cut to the chase - simple
- A bit funny, but not too much (more down to earth)
- If something can be said in few words, say it in few words. Avoid fancy jargon if possible.
- Use the same language as our customers

voice

Ordermentum's voice is human. It's familiar, friendly, and straightforward. Our priority is explaining our products and helping our users get their work done so they can get on with their lives. We want to educate people without patronizing or confusing them.

One way to think of our voice is to compare what it is to what it isn't,

ORDERMENTUMS VOICE IS:

- Fun but not silly
- Confident but not cocky
- Smart but not stodgy
- Informal but not sloppy
- Helpful but not overbearing
- Expert but not bossy

STYLE TIPS

Here are a few key elements of writing Ordermentum's voice.

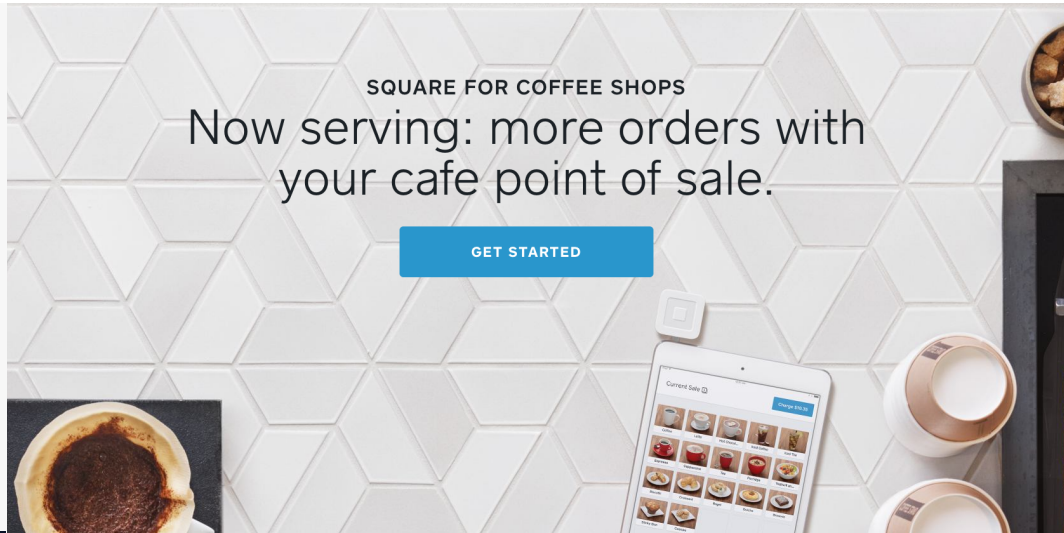
Use active voice. Avoid passive voice.

Avoid slang and jargon, write in plain English.

Use positive language rather than negative language.

IMAGERY

All imagery should be clean and minimalistic but real.



When using people in imagery, make it less about 'profiling' people, and a bit more raw and realistic, maybe quirky. I.e. This person has been captured doing something relevant to their field



When featuring people, photography should be realistic, genuine and have personality. They should not be forced, cliché, or like stock photography.



When using vectorised files, lines should be clean, minimalistic but relatable

WHAT IS ORDERMENTUM

ELEVATOR PITCH

Ordermentum is an ordering and payments platform for the food and beverage industry. By replacing traditional pen and paper processes with powerful mobile tools, Ordermentum connects the 60,000 cafes, bars, and restaurants across Australia with suppliers, helping to increase business efficiencies, grow sales and improve profitability.

EXTENDED ELEVATOR PITCH

For retailers, we're making it faster to order from all their suppliers. By using Ordermentum, retailers put an end to suppliers calling mid service. Retailers can set up reminders to manage their ordering at a time that suits them, all in the one place on our mobile app. We support regular ordering convenience by offering favourites or standing orders & also promote new products and deals. Best of all, there is no need to process their wholesaler payments late at night after a long day's work because every order is paid automatically based on your customised trading terms.

For suppliers, we solve two major problems - chasing late payments and retailer ordering mistakes. We're creating a service that enables suppliers to run their entire business. Our mobile app collects retailer orders and payment automatically. Our platform gives suppliers marketing tools to drive new sales and offers advanced sales reports for business insights. We eliminate data entry and automate payment reconciliation to reduce costs and improve cash flows.

WHAT IS OUR VISION

“ To power the food and beverage industry “

WHAT IS OUR PURPOSE

Ordermentum is using technology to improve relationships and trading experiences between suppliers and retailers. Our goal is to make ordering and payment so easy and seamless that it becomes almost invisible, letting the industry focus on great products and exceptional customer service without being distracted by paperwork and admin.

We also strive to grow supplier sales through brand engagement, offer unprecedented insights through data, reduce risks & operating costs and improve cash flows.

EXTERNAL TAGLINE

“ Ordering and Payments made easy “

THE ORDERMENTUM STORY

Two years ago, Adam Theobald was running Beat the Q (now Hey You) - an ordering and payments app for consumers who didn't want to wait for their daily coffee. The app was a success and was getting real traction in the market. Adam was regularly meeting with cafe owners and large coffee roasters for Beat the Q, and it was at one of these meetings that he came up with a simple idea - why not create an ordering and payments platform for the B2B end of the market?

At the time, Andrew Low was running specialty coffee brand, Toby's Estate, driving the company's unprecedented growth and international expansion.

Adam met with Andrew to float his idea with an industry guru. Andrew knew it was a good idea, because it solved a real industry problem that he was trying to solve manually.

The rest, as they say, is history.

Adam and Andrew co-founded Ordermentum in 2014. The company's second ever customer was Lion - one of Australasia's largest food and beverage customers. They knew then and there that what they were building was going to be big.

Today there are more than 3,000 businesses using Ordermentum across Australia. More and more businesses are joining the platform every day.

BUSINESS VALUES

We solve real problems
Be open
Have integrity
Educate and be educated
Don't be afraid to innovate
Celebrate success
Look for "win wins"

ORDERMENTUMS MARKET OPPORTUNITY

There are ~ **60,000** cafes, bars and restaurants in Australia.

These venues place ~ **60 million** supply orders each year

These annual supply orders equal **\$27 Billion**

ABOUT ORDERMENTUMS FOUNDERS

ANDREW LOW - CO-FOUNDER

Andrew has a unique mix of experience spanning the finance and FMCG industries. A qualified accountant and CPA, Andrew embarked on a 10 year career as a finance professional with Unilever, spanning several roles in both Australia and the UK. With a passion for general management, an FMCG sales role in a Suntory food business then led Andrew in 2010 to securing the Managing Director position at Toby's Estate Coffee, a market leader in the specialty coffee industry.

Andrew guided Toby's Estate through 4 consecutive years of 25% sales growth. This included taking the business from a NSW supplier with 40 staff to a global brand with 350 staff.

Andrew co-founded Ordermentum in 2014 with Adam Theobald. Under Andrew's leadership as CEO, Ordermentum is now used by more than 3000 Australian retailers and several prominent suppliers including Lion, Luxe Bakery and Gabriel Coffee. He drives the company's vision and growth, and is recognised as one of the key innovators in the Australian F&B sector.

ADAM THEOBALD - CO-FOUNDER

A renowned Australian entrepreneur, Adam also founded Beat the Q (now known as Hey You), which is a mobile ordering and payments app used by consumers in cafes and quick service restaurants. The Beat the Q Group has processed more than 20 million transactions, and the app is considered one of the most successful consumer mobile ordering and payments apps in Australia.

Adam is passionate about Australian technology businesses. Adam first entered the emerging tech space when he joined ASX listed tech startup Freshtel, where he headed up corporate affairs. Following this, Adam also founded Cassa Pacific and ParkSlide before starting Beat the Q.

Adam is Co-Founder of Ordermentum, an ordering and payments platform that brings together suppliers and retailers from the food and beverage industry. Ordermentum was set up in 2014, and there are now more than 3,000 F&B businesses using the platform across Australia.

