

THE ORDERAT BRAND

order.
@ orderat.

One identity for every local request. Here are the official assets and the simple rules for using them well.

Made for the local moment.

In English, the name reads “order at.” In Lebanese Arabic, أوردرات is the familiar plural of an order. The @ symbol connects both ideas in one simple mark.

order. @ orderat.

اطلب. عَ أوردرات.

Always write the name as **orderat** in lowercase. The period belongs to the campaign line, not the logo.

One mark. Two settings.

Use the supplied files as they are. The round @ is the primary symbol; pair it with the lowercase wordmark wherever there is room.



On light

Dark wordmark on white or Warm Cream.

[SVG ↓](#)



On dark

White wordmark on House Green.

[SVG ↓](#)



The @ symbol

Use the roundel alone only where the full name will not fit, such as an app icon or a small avatar.

[Download SVG ↓](#)

DO

Give it room.

Leave clear space of at least half the roundel diameter on every side. Keep the original proportions and colors.

DON'T

Change the mark.

Do not stretch, rotate, outline, recolor, or place it over busy imagery. Never use a substitute @ icon.

Greens with room to breathe.

White is the default canvas. The greens carry identity and action; the neutrals make space for them.

01

Orderat Green

#006241 →

Symbol and primary actions

02

House Green

#1E3932 →

Type and deep panels

03

Accent Green

#00754A →

Hover and active accents

04

White

#FFFFFF →

Default canvas

05

Warm Cream

#F2F0EB →

Secondary canvas

06

Light Mint

#D4E9E2 →

Quiet accent on dark

Ceramic #EDEBE9 is available for quiet surfaces. Gold #CBA258 is reserved for future special moments; do not use it in everyday ordering layouts.

04 / TYPE

Clear in both languages.

Use a direct sans serif, large headings, and comfortable space. Arabic must remain easy to read at phone size.

LATIN / ARIAL · HELVETICA

Aa

Use Arial or Helvetica and standard sans serif fallbacks for English. Keep the brand name lowercase.

ARABIC / NOTO SANS ARABIC UI

أوردرات

Use the supplied Noto Sans Arabic UI files for Arabic screens and artwork. The fonts are provided under the SIL Open Font License.

Arabic font files

Regular and Bold TTF files, with the license included.

[Download fonts ↓](#)

Warm. Specific. Short.

Sound like a useful local service. Use natural Lebanese Arabic for campaign lines and clear Arabic for service instructions.

ENGLISH

**One local request.
Follow every step.**

لبناني

**قلنا شو بدك.
تابع كل خطوة.**

DO

Be concrete and human. Say what the service actually does.

DON'T

Invent a launch date, merchant partnership, price, ETA, delivery outcome, or review.

Show the object. Keep the story true.

Our isolated 3D objects are generic campaign illustrations. They do not represent a named shop's products or stock.



DO

Use real, approved photographs when naming a partner or showing its products. Favor daylight, true color, clean backgrounds, and room for type.



DON'T

Present illustrations as documentary photos, place the logo over busy food, or publish customer details, prescriptions, or unapproved partner marks.