



Brand & Media Guidelines

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The operating system a dine-in restaurant runs service on.
simpli.sg/brand · hello@simpli.sg

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This document is generated from the live page at simpli.sg/brand. The webpage is always the most current version.

01 Introduction

This guide is for journalists, media partners, marketing teams, designers, agencies, restaurant partners, and Simpli staff. It is the single source of truth for how Simpli looks, sounds, and describes itself.

How to use it: writing about Simpli? Start with [Approved messaging](#) and [Claims & integrity](#). Designing something? Start with the [Logo system](#), [Colour](#), and [Typography](#). Need files? Everything downloadable lives in [Press & media resources](#).

Two rules outrank everything else in this document. First, **never overstate the product**: Simpli describes what is live today plainly, and calls its long-term ambition an ambition. Second, **trust beats engagement**: no dark patterns, no manufactured urgency, no pay-to-rank, ever.

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02 Brand foundation

What Simpli is today

"Simpli is the operating system a dine-in restaurant runs service on."

In plain terms, today's product is four things: **QR ordering** (a diner scans the table QR and orders in the phone browser, no app to install), **payments** (card and PayNow, with GST and service charge handled, and Simpli never holding restaurant funds), **live restaurant operations** (a real-time kitchen queue with item-level serve, cancel, and refund control), and **item-level analytics** (which dishes actually sell, computed only from completed paid orders, free for every restaurant).

Long-term ambition: future direction, not live product. Simpli is building toward a consumer-owned, order-verified behavioural dining intelligence platform: a dining profile the diner owns, built only from orders they actually paid for. Broad AI personalisation, ML recommendations, travel mode, promoted discovery, and enterprise intelligence are **not live today** and must never be described as if they were. Every asset that mentions the ambition keeps a visible "Today / Where Simpli is going" separation.

Purpose

Make dine-in service calmer and more honest, for the diner holding the phone and the restaurant running the floor.

Brand promise

Order what's in front of you, pay without fuss, and trust what you see: every number Simpli shows comes from real, paid orders.

Audience

Full-service restaurants in Singapore (owners, managers, floor staff) and the diners at their tables. Secondary: press, partners, and investors.

Brand attributes

Warm. Modern. Appetizing. Trustworthy. Calm. Premium-but-friendly. Singapore-first, never loud.

Message pillars

1. **Service, simplified.** Scan, order, pay. All in the browser. No app, no hardware, nothing to install.
2. **The kitchen sees everything.** Orders land on a live queue the moment they're paid.

3. **Honest numbers.** Popularity and reviews come only from completed paid orders. No pay-to-rank, by architecture.
4. **Free to adopt.** S\$0/month, no lock-in. Simpli earns only when the restaurant sells.
5. **Health-aware, never preachy.** Deterministic guidance that informs. It never diagnoses, lectures, or blocks.

Ethical principles

These are product rules, and therefore brand rules: no casino mechanics, compulsion loops, streak pressure, countdowns, or fake scarcity. Not ever, not even to “boost engagement”. Behavioural and health data are consent-gated and treated as sensitive. Health guidance informs and never diagnoses. When engagement and trust conflict, trust wins.

The trust posture, stated plainly: no pay-to-rank, ever. No merchant payment can influence any ranking or quality signal diners see. No incentivised reviews, ever. Ratings come only from diners who actually paid. These are architectural commitments with published rules, and they are safe, encouraged things to say publicly.

03 Approved messaging

Copy-ready descriptions of Simpli. Use them verbatim wherever possible; if you must edit, keep the present tense honest and the future clearly labelled.

One-sentence description 1 sentence

Simpli is the operating system a dine-in restaurant runs service on: diners scan a table QR code to order and pay in the browser, and the restaurant gets a live kitchen queue and item-level analytics.

Short description 25 words

Simpli is the operating system Singapore restaurants run dine-in service on: QR ordering, payments, a live kitchen queue, and item-level popularity analytics. Free to adopt.

Press boilerplate 48 words

Simpli is a Singapore restaurant-technology company building the operating system a dine-in restaurant runs service on. Diners scan a table QR code to order and pay in the browser, with no app to install. Restaurants get a live kitchen queue, menu controls, and item-popularity analytics. Free to adopt.

Company boilerplate 95 words

Simpli is the operating system a dine-in restaurant runs service on. A diner scans the QR code on the table and orders and pays in the phone browser: card or PayNow, no app to install, no hardware for the restaurant to buy. Orders land on a live kitchen queue with item-level control over serving, cancelling, and refunds, and every restaurant gets item-popularity and repeat-visit analytics at no extra cost. Reviews come only from diners who actually paid, and nothing ranks because a restaurant paid for placement. Simpli is built in Singapore, starting with full-service restaurants.

Founder / event introduction Intro

Shaun Stanislaus is the founder of Simpli, the operating system a dine-in restaurant runs service on. Simpli replaces the ordering terminal with the phone already in the diner's hand: scan the table QR, order, pay. No app, no hardware. He is building toward consumer-owned, order-verified dining intelligence, with a published no-pay-to-rank rule.

Social-profile description Bio

The operating system a dine-in restaurant runs service on. QR ordering, payments, live kitchen queue, item-level analytics. No app, no hardware. Built in Singapore. No pay-to-rank, ever.

Elevator pitch ~30 seconds

Simpli is the operating system a dine-in restaurant runs service on. A diner scans the table QR and orders and pays in the browser. No app, no hardware, nothing to install. The kitchen sees a live queue; the owner sees which dishes actually sell. It's free to adopt: Simpli only earns a small fee on completed paid orders. Long term (and this part is ambition, not product), Simpli is building toward a consumer-owned, order-verified picture of how people really dine, with a hard rule that money never buys ranking.

Naming

The company and product are **Simpli**: capital S, lowercase remaining letters. Never "SIMPLI", "simpli" in prose, "Simpli.sg" as a name, or "the Simpli app" (the diner surface is the browser). The website is **simpli.sg**.

Pricing: the only approved formulation

"Free platform. 1.4% + S\$0.10 per completed paid order, capped at S\$2.00. You only pay when you sell."

Verified against the fee implemented in code (1.4% + S\$0.10 per completed paid order, capped at S\$2.00; the restaurant absorbs it, and it is never shown to the diner). Worked examples that are safe to use: a S\$47.50 ticket → S\$0.77; a S\$4 drink → S\$0.16; the cap binds above ~S\$136. Never quote a flat S\$0.75, monthly subscription tiers, or a monthly cap. Those are retired or were never built.

Present capability vs future ambition

The test for any sentence: *could a restaurant owner act on this today and get what the sentence promises?* If yes, present tense is fine. If not, it belongs behind a visible future label ("where Simpli is going", "coming", "building toward"), and never in a feature list, a pricing table, or a sales promise. Present and future must never share a bullet list without labels.

Approved terminology

Simpli

Capital S, lowercase "impli". Never SIMPLI, simpli (in prose), Simpli.sg, or Simpli app.

the operating system a dine-in restaurant runs service on

The approved positioning line, present tense.

QR ordering / no-app web checkout

The diner surface. "No app to install" is accurate and approved.

live kitchen queue

The real-time order board. Not "KDS" in public copy.

item-popularity analytics

The approved analytics claim. Free for every restaurant.

order-verified reviews

Reviews come only from completed paid orders.

no pay-to-rank

Architectural rule, safe to state plainly and publicly.

health-aware guidance (deterministic)

Rules-based labels and advisories. Informational, never diagnostic.

behavioural dining intelligence

FUTURE direction only. Always visibly labelled as where Simpli is going.

Terms and phrases to avoid

"AI-powered recommendations" (as live)

A recommender exists in code but is gated off and unvalidated. Future-tense only, clearly labelled.

"AI at the table"

A competitor's line (TabSquare, since 2018). Never Simpli's claim.

Delivery integrations (GrabFood/foodpanda)

Seam only: nothing connects, no orders flow. Not a feature.

Nutri-Grade

A regulated HPB mark. Simpli computes its own A/B/C/D sugar levels. Never conflate them.

SOC 2 / HIPAA / ISO 27001 / "pen-tested"

Not held. The stated baseline is Singapore's PDPA.

"Trusted by N restaurants" / any traction number

Pre-revenue: zero customer, volume, or revenue claims are permitted.

"Download the app" / "on the App Store"

No public store listing. The surface is the browser.

Flat S\$0.75 per order · S\$299–699/mo · S\$199/mo cap

Retired or never-built pricing. Only the verified formulation may be used.

Robot waiter

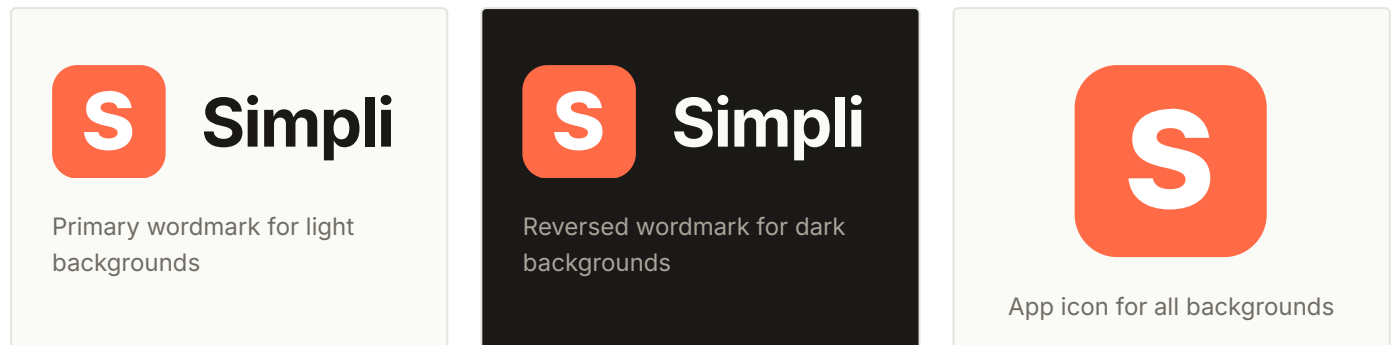
Does not exist. Nothing in the product.

Countdown timers, fake scarcity, streak pressure

Dark patterns are banned outright (product ethics, CLAUDE.md §3).

04 Logo system

Two marks, both canonical, both built from the mark that lives inside the product: the **wordmark** (the coral S-tile followed by "Simpli" in Inter Bold) and the **app icon** (the bold white "S" on a coral rounded square, the web app's own favicon). Always use the supplied files. Never retype, redraw, or approximate either mark, and never rebuild the tile as a styled text box.

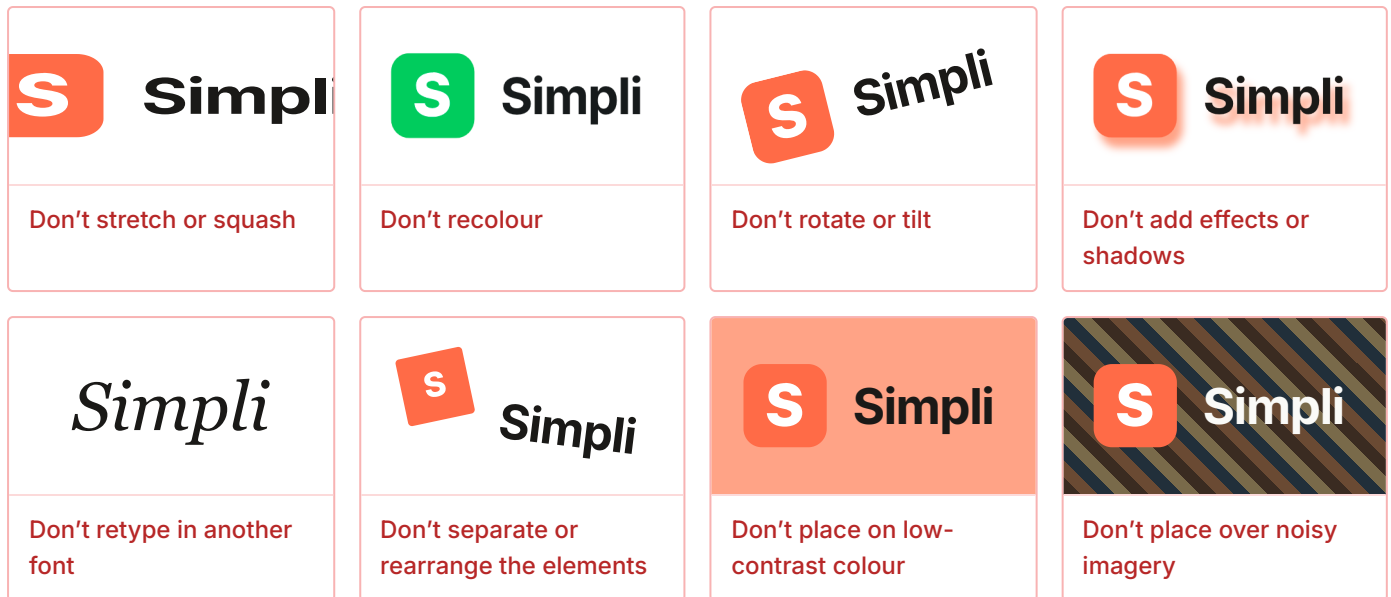


Usage rules (V1)

- **Light vs dark.** On white or Warm Sand, use the primary wordmark (ink text). On ink or other dark surfaces, use the reversed wordmark (light text; the coral S-tile is unchanged). The app icon works on both, because its coral tile is part of the mark.
- **Clear space.** Keep clear space on all sides equal to at least half the mark's height (for the wordmark, roughly half the S-tile). Nothing enters this zone: not text, not imagery, not other logos.
- **Minimum sizes.** Wordmark: 96 px wide on screen, 25 mm in print. Icon: 24 px on screen, 8 mm in print. Below these, legibility fails. Use the icon alone instead of shrinking the wordmark.
- **Alignment.** Align the wordmark by the left edge of the tile and the baseline of the text. Optically centre the icon; never baseline-align it with body text.
- **Co-branding.** Partner lockups: both marks at equal visual weight, separated by a 1 px neutral rule with at least one clear-space unit on each side. Simpli leads on Simpli-owned surfaces; alphabetical order elsewhere. Never fuse the marks.
- **Favicon & social avatars.** Always the app icon, never the wordmark. Round-crop safely: the "S" stays inside the central 80%.
- **The S never leaves its tile.** The white "S" exists only inside the coral rounded square, never as a standalone letter, in another colour, or set in live type. The tile is flat coral: no gradients, on the mark or anywhere else in the brand.

Incorrect use

Each of these breaks the mark. If a layout seems to need one of them, change the layout.



A practical note on the SVG wordmark. The tile and its "S" are pure vector paths and render exactly everywhere; the "Simpli" text is live Inter type. In contexts that cannot load Inter (some design tools, SVG-as-image embeds), the text may fall back to another font. Use the supplied press PNGs there instead, which are exact renders.

05 Colour system

Coral is the brand and action colour. Deep teal is the trust accent (verification, paid, secure) and never the primary CTA. Warm neutrals do most of the work: white and Warm Sand are the only page backgrounds. Red is functional, never decorative.

All contrast ratios below are **computed** (WCAG 2.x). CMYK values are approximate process conversions for convenience only. This palette is specified in RGB/hex, and no Pantone equivalents are defined. For colour-critical print, proof physically.

Simpli Coral #FF6B47 primary.500 RGB 255 / 107 / 71 · CMYK≈ 0 / 58 / 72 / 0 The brand mark, brand moments, large display accents. Not for small body text on white. on white: 2.82:1 · Fail on ink: 6.23:1 · AA	Coral CTA #F1502B primary.600 RGB 241 / 80 / 43 · CMYK≈ 0 / 67 / 82 / 5 Default primary CTA fill (white text on top). One primary action per screen. white text on it: 3.55:1 · AA large only
Coral Pressed #C73C1E primary.700 RGB 199 / 60 / 30 · CMYK≈ 0 / 70 / 85 / 22 Pressed/active CTA state. The darkest coral approved for text on white. as text on white: 5.13:1 · AA	Coral Tint #FFF4F0 primary.50 RGB 255 / 244 / 240 · CMYK≈ 0 / 4 / 6 / 0 Brand-tinted surfaces and callouts behind ink text. ink text on it: 16.27:1 · AAA

Deep Teal #0E7C7B accent.500 RGB 14 / 124 / 123 · CMYK≈ 89 / 0 / 1 / 51 Trust accent: verified, paid, secure states. Never the primary CTA colour. as text on white: 5.01:1 · AA	Teal Link #0A6463 accent.600 RGB 10 / 100 / 99 · CMYK≈ 90 / 0 / 1 / 61 Text links on light backgrounds (the default link colour). as text on white: 6.96:1 · AA
Ink #1A1917 neutral.900 RGB 26 / 25 / 23 · CMYK≈ 0 / 4 / 12 / 90 Primary text and the wordmark on light backgrounds. on white: 17.57:1 · AAA on warm sand: 16.80:1 · AAA	Warm Charcoal #403D38 neutral.700 RGB 64 / 61 / 56 · CMYK≈ 0 / 5 / 13 / 75 Secondary text. on white: 10.81:1 · AAA
Warm Grey #7C7870 neutral.500 RGB 124 / 120 / 112 · CMYK≈ 0 / 3 / 10 / 51 Muted/caption text. Check contrast on tinted surfaces. on white: 4.40:1 · AA large only	Warm Border #E6E4DE neutral.200 RGB 230 / 228 / 222 · CMYK≈ 0 / 1 / 3 / 10 Default borders and dividers (non-text). Non-text use

Warm Sand #FAFAF7 neutral.500 RGB 250 / 250 / 247 · CMYK≈ 0 / 0 / 1 / 2 Page/app-shell background. With white, the only approved page backgrounds. ink text on it: 16.80:1 · AAA	Success #157C43 success.600 RGB 21 / 124 / 67 · CMYK≈ 83 / 0 / 46 / 51 Order confirmations, positive states, sugar level A. as text on white: 5.26:1 · AA
Warning Amber #AF7106 warn.600 RGB 175 / 113 / 6 · CMYK≈ 0 / 35 / 97 / 31 Soft advisories, intake notices, sugar level C. Amber text uses 600+; 400 is fills only. as text on white: 4.05:1 · AA large only	Danger #B72727 danger.600 RGB 183 / 39 / 39 · CMYK≈ 0 / 79 / 79 / 28 Errors, destructive actions, blocking alerts, sugar level D. Functional only, never decorative. as text on white: 6.30:1 · AA
Info Blue #1F4BAA info.600 RGB 31 / 75 / 170 · CMYK≈ 82 / 56 / 0 / 33 Informational health notes and “more info” panels. as text on white: 7.94:1 · AAA	

Accessibility guidance

- Coral is **not** a small-text colour on white: primary.500 measures 2.82:1 and primary.600 measures 3.55:1, both below the 4.5:1 AA threshold for body text. For coral text on white, use primary.700 (5.13:1, AA) at any size, or primary.600 for large display type only (≥ 24 px / 19 px bold).
- White text on a primary.600 CTA measures 3.55:1, which passes AA for the large/bold button label sizes it is used at; do not set long small text on coral fills.
- Links on white use accent.600 (6.96:1, AA). Body text is Ink on white or Warm Sand ($\geq 15:1$).
- Never encode meaning in colour alone. Pair sugar levels, statuses, and alerts with a letter, label, or icon.

Sugar-level scale

Simpli's own deterministic A/B/C/D beverage sugar scale (this is **not** the official HPB Nutri-Grade mark and must never be presented as it):



06 Typography

One typeface: **Inter**. No display face, no serif partner, no exceptions. Restraint is the typographic voice.

Fallback stack: `Inter, "Inter Variable", -apple-system, BlinkMacSystemFont, "Segoe UI", Roboto, "Helvetica Neue", Arial, sans-serif`. Numeric UI (prices, calories, analytics) additionally uses `tabular-nums` so digits align in columns.

Weight hierarchy

- **700 Bold** for display headlines and the wordmark only.
- **600 Semibold** for headings.
- **500 Medium** for labels, buttons, captions.
- **400 Regular** for body text.
- Maximum two weights per screen or layout. A third weight means the layout is doing too much.

Type scale (from the design tokens)

Display Large

`displayLarge` · 48px / 55px · weight 700 (page heroes)

Display Medium

`displayMedium` · 36px / 41px · weight 700 (section heroes)

Heading Large

`headingLarge` · 30px / 38px · weight 600

Heading Medium

`headingMedium` · 24px / 30px · weight 600

Heading Small

`headingSmall` · 20px / 25px · weight 600

Body Large

`bodyLarge` · 18px / 26px · weight 400 (leads)

Body Medium

`bodyMedium` · 16px / 23px · weight 400 (default body)

Body Small

`bodySmall` · 14px / 20px · weight 400 (secondary)

Label

`label` · 14px / 18px · weight 500 (buttons, form labels)

CAPTION

`caption` · 12px / 15px · weight 500 · uppercase (uppercase micro-labels)

Numbers & analytics

USE THIS: TABULAR NUMERALS

Chilli Crab Pasta S\$28.90
Kopi Peng S\$ 3.40
Har Cheong Gai S\$14.20

LINE LENGTH & HIERARCHY

Body copy runs 45–75 characters per line (this page uses ~70). One display size per page; heading levels step down without skipping. Left-align; never justify; never letterspace lowercase body text.

USE THIS

Calm, two-weight hierarchy

Paid. Your kitchen is on it.

Order S\$24.80 sent to the kitchen. We'll let you know when it's ready.

AVOID THIS

Shouting, mixed weights, fake emphasis

PAYMENT SUCCESSFUL!!

Your *order* has been **SENT** to the kitchen for processing...

07 Layout & graphic language

Warm, modern, calm, premium-but-friendly, achieved through space and rhythm, not decoration. Singapore-first without clichés: no Merlions, no skyline montages, no gratuitous red-and-white.

The 4 px grid

Every dimension snaps to multiples of 4 px (tokens 0, 4, 8, 12, 16, 20, 24, 32, 40, 48, 64, 80, 96). Card padding defaults to 16 px; hero sections 32 px; 24 px between sections, 12 px within. Touch targets ≥ 44 px.

Radius system

Cards 16px · buttons 12px · inputs 8px · chips and badges fully rounded. One radius per component class. Never mix radii on one surface.

Negative space & nesting

Whitespace is the premium signal. Nest at most **two** surfaces (page → card); card-on-card-on-card is forbidden. Elevation is subtle (5 levels, 0–4) and never a decoration.

Grid & alignment

Single readable column for content; align left edges hard. Dashboards use responsive auto-fit card grids. If a layout needs a diagonal, a gradient, or a third nested card to feel interesting, the content is wrong.

Iconography

Outline icons (Lucide), consistent stroke, sized 16–24 px, in text colour or the semantic tone of the message. No filled/duotone mixes, no emoji as UI icons.

Data visualisation

Flat bars and lines on light surfaces, coral for the primary series, neutrals for the rest; tabular numerals; labelled axes. No 3D, no glow. Popularity data always carries its provenance: “from paid orders only”.

Motion

Motion is quiet and purposeful: 120 ms for small state changes, 200 ms standard, 320 ms for entrances, on gentle ease-out curves. Pulses are soft invitations, never sirens, and `prefers-reduced-motion` disables all non-essential movement.

08 Photography & video

Real, candid dine-in moments in warm, natural restaurant light. If a frame could be a stock photo for any app, it isn't Simpli.

Art direction

- Full-service restaurant context: real tables, real service. (Hawker settings are not the current product's context.)
- Warm, natural, ambient light; evening service glow over studio flash. Never neon, never casino.
- People shown respectfully and authentically: mid-conversation, mid-meal, not posed, no forced smiles at the camera.
- Diverse, real Singapore dining: the mix of people, cuisines, and settings you'd actually see. Never tokenistic.
- Food photographed honestly and appetisingly, with no plastic-perfect styling and no luxury excess.
- Product UI appears **only as real screenshots**. In generative or motion work where accurate UI cannot be rendered, phone screens stay abstract: soft glowing cards, no legible text. A fabricated screen is a fabricated product claim.
- No fake customer venues, fake dashboards, fake testimonials, or invented "results". No manipulative urgency in any frame or caption.

Licensing: use only imagery Simpli owns or has licensed. Do not pull stock photography into brand or press materials merely to decorate. An honest layout with no photo beats a generic one with a borrowed photo.

USE THIS

A real table, mid-service

Two friends at a corner table, warm tungsten light, dishes half-eaten, one phone flat on the table showing a real menu screenshot. Shallow depth, honest colour.

AVOID THIS

The generic "foodtech" shot

A model grinning at the camera holding a phone with a mocked-up dashboard, neon-teal rim lighting, confetti, "#1 RESTAURANT APP" badge. Every element here is a claim we can't make.

USE THIS

Abstract screens in video

Generative clip: hands, steam, a phone whose screen is soft glowing coral-and-cream cards, deliberately illegible. The story is the table, not the pixels.

AVOID THIS

Fabricated UI in video

AI-rendered “app screens” with garbled text, invented prices, or features that don’t exist. If the real UI matters, use a real screenshot.

09 Voice & tone

Simpli speaks like a thoughtful server, not a salesperson. Plain English. Short sentences. Real verbs. Confidently helpful, never preachy. Numbers only when they're true.

- Say what happened and what to do next. Skip the ceremony.
- Health guidance is informational, never diagnostic: "this drink is high in sugar", never "unsafe for your condition".
- Apologise only when we caused the problem, and then plainly, once.
- Trust wins over engagement. If a line exists to pressure someone, cut it.

Before / after

Restaurant-owner marketing

BEFORE

 Supercharge your F&B revenue with our revolutionary AI-powered dining platform! Join hundreds of winning restaurants today!

AFTER

Your menu, on every table, by tonight. Diners scan, order, and pay from their phone. Your kitchen sees every order live. Free to adopt.

No hype, no invented traction, no vague AI claim. Concrete verbs, honest scope.

Diner messaging

BEFORE

Hurry! Complete your order NOW to avoid disappointment!

AFTER

Nothing in the cart yet. Tap any dish to add it.

No urgency mechanics, ever. Calm, helpful, plain.

Press copy

BEFORE

Simpli, Singapore's leading AI restaurant platform, is disrupting the S\$15B dining industry.

AFTER

Simpli is building the operating system a dine-in restaurant runs service on, starting with QR ordering, payments, and a live kitchen queue.

"Leading" and market-size figures are unverifiable. Say what it is; let it be enough.

Payment confirmation

BEFORE

Transaction #88231-B processed successfully via payment gateway.

AFTER

Paid. Your kitchen is on it.

Speak like a thoughtful server. The diner needs reassurance, not a log line.

Health-aware guidance

BEFORE

Warning: this item is unsafe for your diabetes.

AFTER

This drink is high in sugar. You can still order it. Just letting you know.

Informational, never diagnostic. Never "your condition". The diner stays in charge.

Error message

BEFORE

Error 502: upstream service unavailable.

AFTER

We couldn't reach the kitchen. Check your connection and try again. Your cart is safe.

Say what happened, what to do, and what didn't go wrong. Apologise only when we caused it.

Future-product description

BEFORE

Simpli's AI learns your tastes and recommends dishes wherever you travel.

AFTER

Where Simpli is going: a dining profile you own, built only from orders you actually paid for, never sold, never pay-to-rank. It isn't live yet.

Future direction is always visibly future tense, consent-framed, and honest about status.

10 Claims & integrity guardrails

Simpli is pre-revenue and says so. That honesty is a brand asset. Protect it. Every public claim fits one of three buckets.

Can say

- Scan a table QR → order → pay, entirely in the phone browser. No app to install, no hardware to buy.
- Card and PayNow at checkout. GST and service charge handled.
- Live kitchen queue with item-level control: partial serve, cancel, refund.
- Menu console: prices, photos, availability. Edited by the restaurant, instantly.
- Item-popularity and repeat-visit analytics, free for every restaurant. Never a paid add-on.
- Reviews only from diners who actually paid. No pay-to-rank, enforced by architecture, with published rules.
- Free to adopt: S\$0/month, no lock-in. Simpli never holds restaurant funds.
- Diner UI in five languages.

Say carefully

- **Pricing (1.4% + S\$0.10, capped at S\$2.00).** Use only the exact approved formulation, verified from code. An internal live-charge verification gate must pass before pricing content ships in campaigns.
- **Reservations & deposits, welcome gift, marketing campaigns, AI food tips, AI concierge.** Entitlement-gated pilot features. Say "included in the pilot" or "where enabled". Never a flat feature claim.
- **Health-aware guidance.** Deterministic, informational, consent-gated. Never diagnostic, never medical advice, never the official Nutri-Grade mark.
- **The long-term vision (behavioural dining intelligence, taste graph, travel mode).** Future tense, visibly labelled as direction ("where Simpli is going"). Keep an explicit Today / Future separation in every asset.
- **Roadmap gaps (staff ring-up, printing, offline, takeaway).** State honestly when asked. Never present as shipped.

Do not say

- Broad personalised AI recommendations, ML ranking, or “AI at the table” as live product.
- Delivery integrations with GrabFood/foodpanda.
- The official HPB Nutri-Grade mark for Simpli's A/B/C/D sugar levels.
- SOC 2, HIPAA, ISO 27001, BAA, or any certification or external pentest not actually held.
- Live customers, deployments, restaurant counts, GMV, revenue, pilot results, awards, partnerships, or testimonials. None exist to cite.
- Market-size figures (TAM, outlet counts). Flagged unverified at source.
- Future phases (promoted discovery, travel mode, enterprise intelligence, premium membership) described as current capability.
- Incentivised reviews, pay-to-rank, or any ranking influenced by merchant payment.
- Dark patterns: countdowns, fake scarcity, streak pressure, variable-reward mechanics.

Never invent facts. No founding dates, customer or restaurant counts, pilot results, revenue, awards, partnerships, certifications, market sizes, testimonials, or performance statistics appear in any Simpli material unless they are verified and approved. There is no “roughly true”.

11 Applications

How the system comes together on real surfaces. These are live HTML/CSS specimens built entirely from the tokens in this guide, with no third-party logos and no invented partners.



PRESS RELEASE

Simpli opens its restaurant pilot programme in Singapore

SINGAPORE — [date]

Press-release header: wordmark top-left, caption kicker, Semibold headline, neutral dateline.

MEDIA FACT SHEET

What	The operating system a dine-in restaurant runs service on
Where	Singapore, full-service restaurants
Diner surface	Phone browser via table QR, no app
Model	Free platform; per-order fee on completed paid orders
Press	hello@simpli.sg

Media fact sheet: label/value pairs, tabular alignment, no prose padding.



Social profile / avatar: always the app icon; the mark survives both round and square crops.



Your menu, on every table, by tonight. Diners scan, order, and pay from their phone. Your kitchen sees every order live. Free to adopt.

Social post: approved copy, no hashtag pile, no urgency, link does the selling.



**The operating system a dine-in
restaurant runs service on**

Company introduction · 2026

Presentation cover: Ink background, reversed wordmark, one line, no imagery.

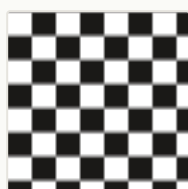


Partner logo

Co-branding lockup: equal visual weight, 1 px neutral rule, clear space respected.



Scan to order & pay



No app needed. Card or PayNow.

Table QR placard: icon, one instruction, the QR, one reassurance. Nothing else.



Alex Tan

Partnerships · Simpli

simpli.sg · hello@simpli.sg

Email signature: coral tile, name in Semibold, one link line. No banners, no quotes.

Real product screenshot

The live kitchen queue in the Simpli console.
Simpli screenshot, July 2026.

Screenshot caption: always "Simpli screenshot" + surface + date. Never annotate over the UI.



Simpli

simpli.sg

Video end card: Ink background, icon above reversed wordmark, URL. Hold ≥ 2 seconds, no motion.



[EVENT NAME] · 2026

Alex Tan

Partnerships · Simpli

Event badge / signage: ink background, icon, name in Bold, role below. Same rules on a booth banner.

12 Product & interface presentation

Real product, presented honestly. Screenshots and interface mockups are the most credible thing Simpli can show. Treat them with more care than any illustration.

Screenshots

- Always a real, current screen from the live product, never a Figma comp presented as a screenshot.
- Caption every screenshot: "Simpli screenshot" + the surface (e.g. "kitchen queue") + capture month/year.
- Redact or use test data for anything that could look like a real merchant's live sales figures.
- Refresh screenshots when the UI they show changes meaningfully. A stale screen misrepresents the product.

Framing & chrome

- Crop tightly to the interface. A thin 1px neutral-200 border is enough. Skip glossy device bezels and drop-shadowed browser chrome.
- If a device frame is used, it must be a plain, unbranded outline. No other company's browser or OS chrome.
- Callouts (when needed) use a 2px coral outline and an Inter Medium label, never a red "urgent" arrow or a cartoon character.

Never dress up a mockup as reality. Do not populate a screenshot with invented order counts, revenue, reviews, or a fictional restaurant name presented as if it were a live merchant. Use clearly fictional placeholder data (e.g. "Test Restaurant", round demo numbers) if a live screen isn't available.

13 Social media design

Platform-ready profile, cover, and post templates for LinkedIn, Instagram, Facebook, TikTok, YouTube, and X are in the social kit below. The rules that hold across every platform:

Profile & safe areas

- Profile photo is always the app icon, never the wordmark. It is designed to survive a circular crop.
- Keep the mark inside the centre ~80% of the crop area on every platform; edges get masked differently per app.
- Cover/banner art keeps the wordmark or headline clear of each platform's name, handle, and button overlays. Check the platform's current safe-area diagram before publishing.

Posts & exports

- Two versions of every template: clean (no copy, for reuse) and branded (approved copy only, see §3).
- On dark-interface platforms, default to the reversed wordmark/ink background rather than fighting the platform chrome.
- Export PNG for anything with the logo or type; JPG (~80% quality) is acceptable for photography-led posts only. Never upscale a smaller source.
- No fabricated customer photos, quotes, review stars, or "as seen in" logos on any template.

For joint materials with a restaurant partner, payment rail, or event organiser. Equal weight, no implied endorsement Simpli hasn't actually received.

- Both marks at equal visual height, separated by a 1px neutral-300 rule, each keeping its own clear space (§4). Simpli's mark is never scaled down to make room.
- Default background is white or warm sand. Avoid placing a co-brand lockup on the coral fill, especially if the partner mark also runs warm/red.
- Order follows whatever the two parties agree (alphabetical is the safe default); Simpli does not claim first or top billing by default.
- A co-branded asset ships only after the partner has approved their own logo's reproduction. Simpli does not guess at another company's logo rules.

No placeholder partners become real ones by accident. Any "Partner logo" placeholder in this guide or its templates is illustrative only. Do not ship a co-branded asset naming a real company without that company's written sign-off.

15 Press & media resources

Downloads

Primary logo (SVG)	Canonical wordmark, dark text for light backgrounds
Reversed logo (SVG)	Derived light-text variant for dark backgrounds
App icon (SVG)	Canonical rounded-square icon
Primary logo (PNG, 2400 px)	Transparent, press-resolution
Reversed logo (PNG, 2400 px)	Transparent, for dark backgrounds
App icon (PNG, 1024 px)	Full-colour, transparent corners
App icon (PNG, 512 px)	Avatar / favicon source
Brand & Media Guidelines (PDF)	A4 · v1.0 · 24 July 2026
Media kit (ZIP)	Logos, icons, boilerplate text, usage README
Full logo package (ZIP)	Black, white, monochrome, favicon, app-icon, avatar exports. See brand/logos/
Social media kit (ZIP)	Profile, cover/banner, and post templates for 6 platforms
Press kit (ZIP)	Fact sheet, boilerplate, approved assets, press-kit PDF

Copy-ready boilerplate

Press boilerplate 48 words

Simpli is a Singapore restaurant-technology company building the operating system a dine-in restaurant runs service on. Diners scan a table QR code to order and pay in the browser, with no app to install. Restaurants get a live kitchen queue, menu controls, and item-popularity analytics. Free to adopt.

Company boilerplate 95 words

Simpli is the operating system a dine-in restaurant runs service on. A diner scans the QR code on the table and orders and pays in the phone browser: card or PayNow, no app to install, no hardware for the restaurant to buy. Orders land on a live kitchen queue with item-level control over serving, cancelling, and refunds, and every restaurant gets item-popularity and repeat-visit analytics at no extra cost. Reviews come only from diners who actually paid, and nothing ranks because a restaurant paid for placement. Simpli is built in Singapore, starting with full-service restaurants.

Media contact

hello@simpli.sg for press, partnership, and asset requests. For additional assets (higher resolutions, specific formats, founder photography), email with the outlet, format needed, and deadline.

privacy@simpli.sg is the data-protection contact only, never a press contact.

Company naming

First mention: "Simpli, a Singapore restaurant-technology company".

Thereafter: "Simpli". Capital S, lowercase remaining letters, in any surrounding case style. The product and company share the name. There is no "Simpli App" or "Simpli.sg" as a name.

Pre-publication checklist

1. Logo is an unmodified supplied file, with clear space and minimum size respected.
2. "Simpli" is spelled with a capital S and lowercase remaining letters throughout.
3. Present product and future ambition are visibly separated and labelled.
4. No traction, customer-count, certification, or market-size claims.
5. If pricing appears, it is the exact approved formulation and nothing else.
6. Screenshots are real; any generative imagery keeps screens abstract.
7. Health features are described as informational, never diagnostic; A/B/C/D is never called Nutri-Grade.
8. Quotes are real and approved by the person quoted.
9. Logo files (any variation) are the unmodified supplied SVGs/PNGs. Diff against `packages/ui/brand/` if unsure.
10. Social and press-kit exports match the platform's current published dimensions, not a cached older spec.
11. Any co-branded asset has the named partner's written sign-off on their own logo's use.

12. Founder/leadership bios and photography are the approved, current versions, not a placeholder left in by mistake.

Simpli Brand & Media Guidelines · Version 1.0 · Last updated 24 July 2026 · hello@simpli.sg