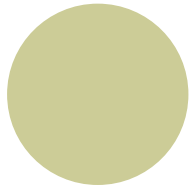


OpenTable Brand Guidelines
10_07_06

BRAND COLORS (All colors are websafe)

SECONDARY COLORS

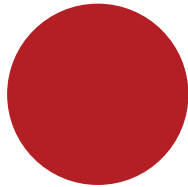
OpenTable Lt. Green



R: 204
G: 204
B: 153
#CCCC99

PMS: 7493 C
C: 14
M: 0
Y: 36
K: 10

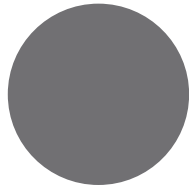
OpenTable Lt. Red



R: 153
G: 0
B: 0
#990000

PMS: 1807 C
C: 0
M: 100
Y: 96
K: 28

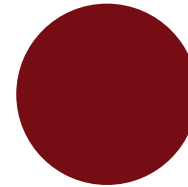
OpenTable Gray



R: 102
G: 102
B: 102
#666666

PMS: Cool Gray 11 C
C: 0
M: 2
Y: 0
K: 68

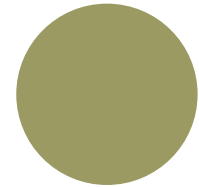
OpenTable Dk. Red



R: 102
G: 0
B: 0
#660000

C: 0
M: 100
Y: 96
K: 60

OpenTable Dk. Green



R: 153
G: 153
B: 102
#999966

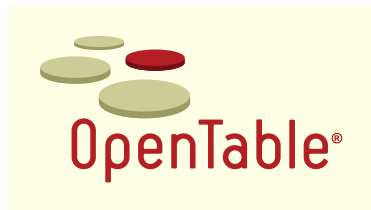
C: 9
M: 0
Y: 43
K: 38

BACKGROUND COLORS (The OpenTable logo on a light background is preferred)



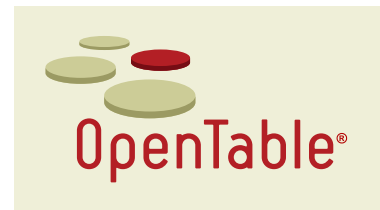
White Background

R: 255
G: 255
B: 255
#FFFFFF



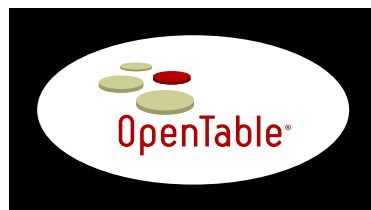
Light Cream Background

R: 255
G: 255
B: 230
#FFFEE6



Light Green Background

R: 239
G: 239
B: 216
#EFEFD8



Dark Background

When using the colored logo on a dark colored background, place the logo in a shape with the above preferred background colors.



Dark Background (Reversed)

If reversing the logo is necessary, use the restricted logo only.



PRIMARY LOGOS (Use when possible)

opentable logos_primary

1_opentable_logos

Use when possible to keep a consistent identity.



1_opentable_pms.eps
1_opentable_cmyk.eps
1_opentable_rgb.eps



1_opentable_gray.eps



1_opentable_restricted.eps

1_opentable.com_logos

Use when branding focus is towards the diner to communicate the web site.



1_opentable.com_pms.eps
1_opentable.com_cmyk.eps
1_opentable.com_rgb.eps



1_opentable.com_gray.eps



1_opentable.com_restricted.eps

1_opentable.com_tagline_logos

Use when the purpose of the web site has to be communicated in a small space.



1_opentable.com_tag_pms.eps
1_opentable.com_tag_cmyk.eps
1_opentable.com_tag_rgb.eps



1_opentable.com_tag_gray.eps



1_opentable.com_tag_restricted.eps

LOGO USE DESCRIPTIONS

PMS

Use whenever possible.

CMYK

Use whenever spot colors are not available for printing (e.g., ad).

RGB

Use for on-screen viewing (e.g., web site).

Grayscale logo

Use when no colors are available for printing (e.g., newspaper advertisement).

Restricted logo limited-use logo

Use only when printing techniques prohibit use of 2-color, CMYK, or grayscale logos (e.g., embroidery and pad printing). May also be used in situations where copying and faxing make the logo reproduce poorly (e.g., on a fax form).

SECONDARY LOGOS (Use for limited vertical height space applications only)

opentable logos_secondary

2_opentable_logos

Use when possible to keep a consistent identity.



2_opentable_pms.eps
2_opentable_cmyk.eps
2_opentable_rgb.eps



2_opentable_gray.eps



2_opentable_restricted.eps

2_opentable.com_logos

Use when branding focus is towards the diner to communicate the web site.



2_opentable.com_pms.eps
2_opentable.com_cmyk.eps
2_opentable.com_rgb.eps



2_opentable.com_gray.eps



2_opentable.com_restricted.eps

2_opentable.com_tagline_logos

Use when the purpose of the web site has to be communicated in a small space.



2_opentable.com_tag_pms.eps
2_opentable.com_tag_cmyk.eps
2_opentable.com_tag_rgb.eps



2_opentable.com_tag_gray.eps



2_opentable.com_tag_restricted.eps

LOGO USE DESCRIPTIONS

PMS

Use whenever possible.

CMYK

Use whenever spot colors are not available for printing (e.g., ad).

RGB

Use for on-screen viewing (e.g., web site).

Grayscale logo

Use when no colors are available for printing (e.g., newspaper advertisement).

Restricted logo limited-use logo

Use only when printing techniques prohibit use of 2-color, CMYK, or grayscale logos (e.g., embroidery and pad printing). May also be used in situations where copying and faxing make the logo reproduce poorly (e.g., on a fax form).



PRIMARY FONT (Use for taglines and headlines)

DIN 1451 Mittel Alternative
FontShop

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

SECONDARY FONT (Use for body copy)

Palatino Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

Palatino Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz*

Palatino Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz**

Palatino Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz***

TYPOGRAPHY USE

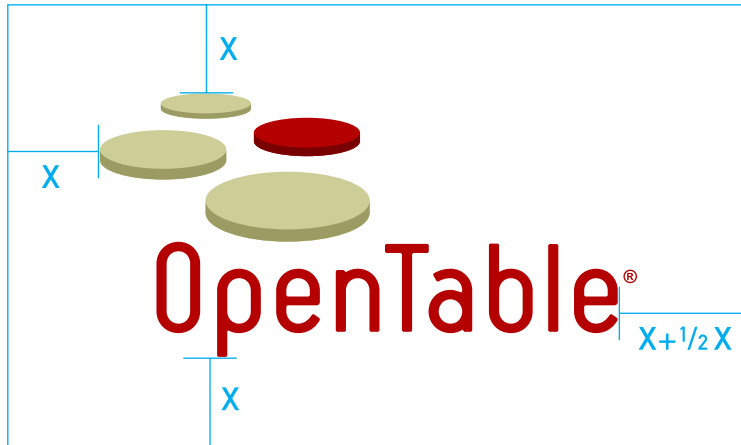
From the web to the dining table

OpenTable, Inc. is the leading provider of Internet-enabled customer relationship management (CRM), marketing, yield management and reservations solutions to the \$500 billion global foodservice industry.

Make headline about 3 points larger than body copy or scale to the equivalent.

Track headline about 50 points

LOGO CLEAR SPACE (This measurement applies to all logos)



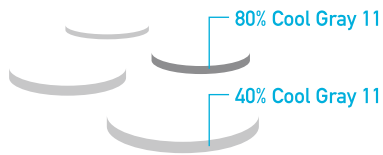
Measure from the bottom of the "p"

$$X = \boxed{T}$$



Measure from the bottom of the tagline

LOGO SPOT COLOR SEPARATIONS (Consult your printer to achieve best results)



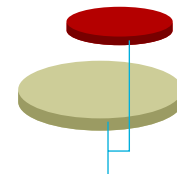
PMS Cool Gray 11 C



PMS 7493 C



PMS 1807 C



To achieve darker value of color:

Overprint PMS 1807 & 7493 over Cool Gray 11. Or the printing process might allow Cool Gray 11 to overprint 1807 & 7493, depending on ink consistency and opacity. Consult your printer to find the best direction for achieving this effect with your project. Printing processes vary.



STATIONARY MARGIN SETTINGS

2.28.93

Turner Duckworth
c/o: David Turner
164 Townsend Street, #8
San Francisco, CA 94107

Dear David:

Lorem ipsum dolor sit amet consectetur et adipiscing elit sed diam erat. Nonummy eiu smod tempor minim veniam ea duis el mag na liquam erat vol minim veam ea duis dolor piscing elit sed diam erat voluptat lorem ipsum vol dolor sit Ut enim. Liquam erat vol minim veam ea duis dolor.

Lorem ipsum dolor sit amet consectetur et adipiscing elit sed diam erat. Nonummy eiu smod tempor minim veniam ea duis el mag na liquam erat vol minim veam ea duis dolor piscing elit sed diam erat voluptat lorem ipsum vol dolor sit Ut enim. Liquam erat vol minim veam ea duis dolor orem ipsum dolor sit amet consectetur et adipiscing elit sed diam erat. Nonummy eiu smod tempor minim veniam ea duis el mag na liquam erat vol minim veam ea duis dolor piscing elit sed diam erat voluptat lorem ipsum vol dolor sit Ut enim. Liquam erat vol minim veam ea duis dolor orem ipsum dolor sit amet consectetur et adipiscing elit sed diam erat. Nonummy eiu smod tempor minim veniam ea duis el mag na liquam erat vol minim veam ea duis dolor piscing elit sed diam erat voluptat lorem ipsum vol dolor sit Ut enim. Liquam erat vol minim veam ea duis dolor orem ipsum dolor sit amet consectetur et adipiscing elit sed diam erat. Nonummy eiu smod tempor minim veniam ea duis el mag na liquam erat vol minim veam ea duis dolor piscing elit sed diam erat voluptat lorem ipsum vol dolor sit Ut enim. Liquam erat vol minim veam ea duis dolor orem ipsum dolor sit amet consectetur et adipiscing elit sed diam erat.

Sincerely

415.344.4200 P
415.267.0944 F
www.opentable.com
33 New Montgomery Street, Suite 500
San Francisco, CA 94105

Letterhead

Top: 1.75
Bottom: 1.25
Left: 1.125
Right: .75

Type

Palatino Regular
Size: 10
Leading: 13

33 New Montgomery Street, Suite 500
San Francisco, CA 94105

Turner Duckworth
c/o: David Turner
164 Townsend Street, #8
San Francisco, CA 94107

Envelope

Top: 2"
Left: 4"

Type

Palatino Regular
Size: 10
Leading: 13