Native Theme Design Guide
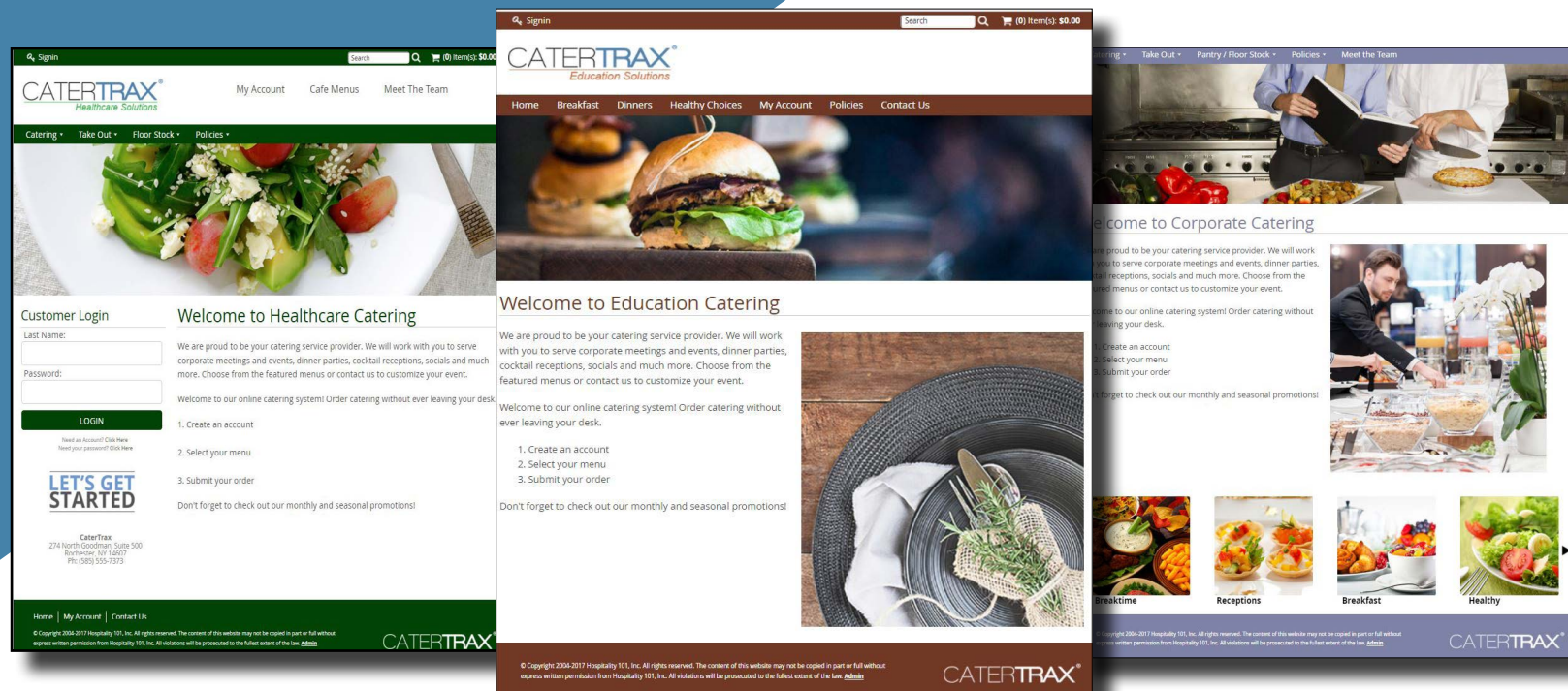

The CaterTrax Native Theme is customizable, allowing you to easily incorporate your brand with modern features expected on today's best foodservice websites. We offer three layout options with pre-determined style guidelines that ensure your brand looks clean and consistent across your new solution. This document maps out all the customizable elements of the theme and what you should provide our team who will be building you solution. While we have structured this theme to be easily customizable with minimal fuss and no designer required, if you have a graphic designer you work with to edit your imagery and so forth, provide them this documentation to use as a guideline.

Layout Option 1

Banner and Button Color

Choose one primary color for banners, buttons, and headers and a second color for the button hover. Here, we chose CaterTrax blue (e.g. HEX Color Value #4582a9) as seen in the blue topmost bar, primary navigation bar, footer, and site buttons. The color you choose will be carried throughout your site for a consistent look and feel.
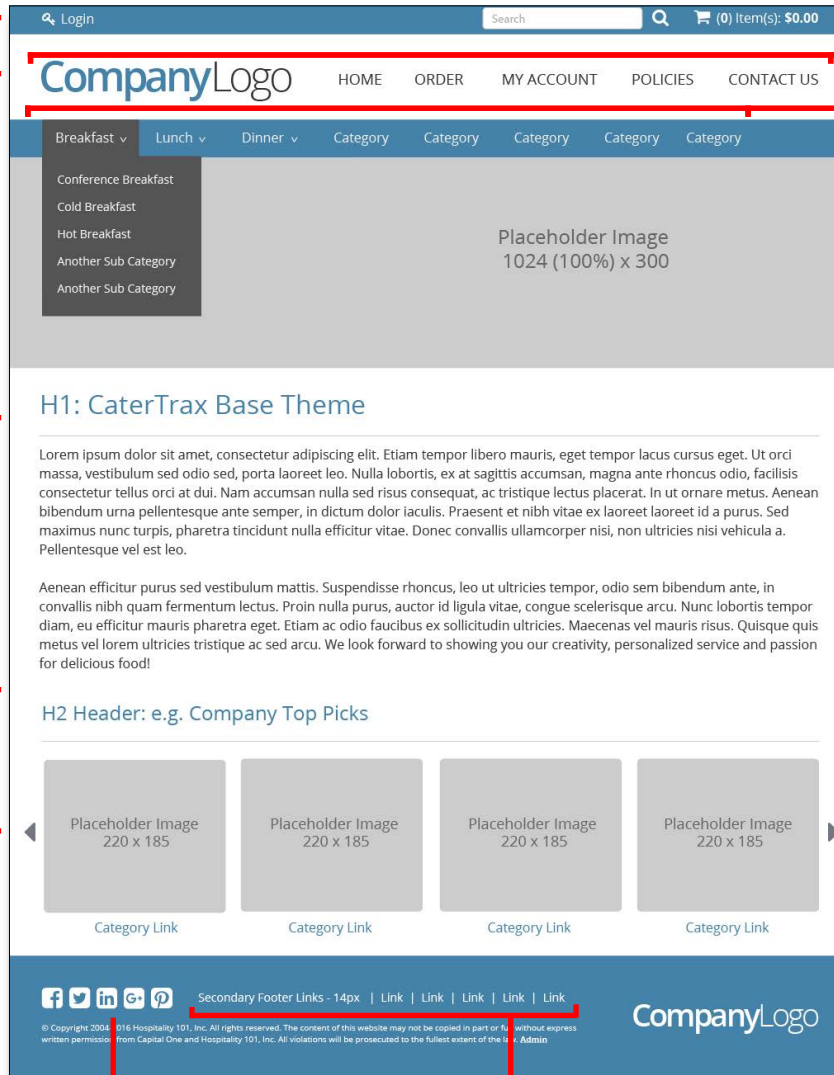
Company Logo (Header)

Provide a high resolution/quality version of your logo as a .png image file. Preferred dimensions are 300px (width) by 60px (height).

Body

The text-only body area gives you space to customize introductory messaging for your site. Additional layout options for the body area include displaying a left sidebar for login, or as shown in layout options 2&3, an image or image slider.

Image Carousel

Drive traffic to popular or seasonal items with a row of rotating images that can be linked to your menu. Provide your own .png or .jpg image files with dimensions of 220px (width) by 185px (height) or select images from the Carousel Image Gallery. Provide or select a minimum of 4 and maximum of 8 images.

Top Navigation

This section helps customers quickly navigate to key areas of your site. We recommend providing no more than 5 links for this navigation.

Primary Navigation

Feature your menu categories here. We recommend providing a maximum of 8 links for the horizontal section. You can add additional links in the dropdown as shown in this example:
- Linked Category- Breakfast
- Linked Sub-Category- Hot Breakfast

Hero Image

You can include a large banner image (a hero image) on just your home page or all pages to visually represent your brand. Provide your own image as a .jpg (preferred) or .png file with dimensions of 1024px (width) by 300px (height) or select an image from our Hero Image Gallery.

Company Logo (Footer)

A white "reverse" .png image file of your logo is recommended as it will coincide nicely with the color of your footer. Preferred dimensions are 300px (width) by 60px (height).

Social Media Icons

Provide the hyperlinks for your social media profiles like Facebook, Twitter, LinkedIn, and Pinterest to be linked in the footer of your site.

Footer Links

Provide hyperlinks to customize this section. Footers often repeat links found in the top or primary navigation that visitors find most useful.

Mockup content

Login | Search | (0) Item(s): $0.00

CompanyLogo | HOME | ORDER | MY ACCOUNT | POLICIES | CONTACT US

Breakfast ˅ | Lunch ˅ | Dinner ˅ | Category | Category | Category | Category | Category

Conference Breakfast
Cold Breakfast
Hot Breakfast
Another Sub Category
Another Sub Category

Placeholder Image
1024 (100%) x 300

H1: CaterTrax Base Theme

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam tempor libero mauris, eget tempor lacus cursus eget. Ut orci massa, vestibulum sed odio sed, porta laoreet leo. Nulla lobortis, ex at sagittis accumsan, magna ante rhoncus odio, facilisis consectetur tellus orci at dui. Nam accumsan nulla sed risus consequat, ac tristique lectus placerat. In ut ornare metus. Aenean bibendum urna pellentesque ante semper, in dictum dolor iaculis. Praesent et nibh vitae ex laoreet laoreet id a purus. Sed maximus nunc turpis, pharetra tincidunt nulla efficitur vitae. Donec convallis ullamcorper nisi, non ultricies nisi vehicula a. Pellentesque vel est leo.

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H2 Header: e.g. Company Top Picks

| Placeholder Image 220 x 185 | Placeholder Image 220 x 185 | Placeholder Image 220 x 185 | Placeholder Image 220 x 185 |
| Category Link | Category Link | Category Link | Category Link |

CompanyLogo

Layout Option 2

CATERTRAX®

Banner and Button Color

Choose one primary color for banners, buttons, and headers and a second color for the button hover. Here, we chose CaterTrax blue (e.g. HEX Color Value #4582a9) as seen in the blue topmost bar, primary navigation bar, footer, and site buttons. The color you choose will be carried throughout your site for a consistent look and feel.

Company Logo (Header)

Provide a high resolution/quality version of your logo as a .png image file. Preferred dimensions are 300px (width) by 60px (height).
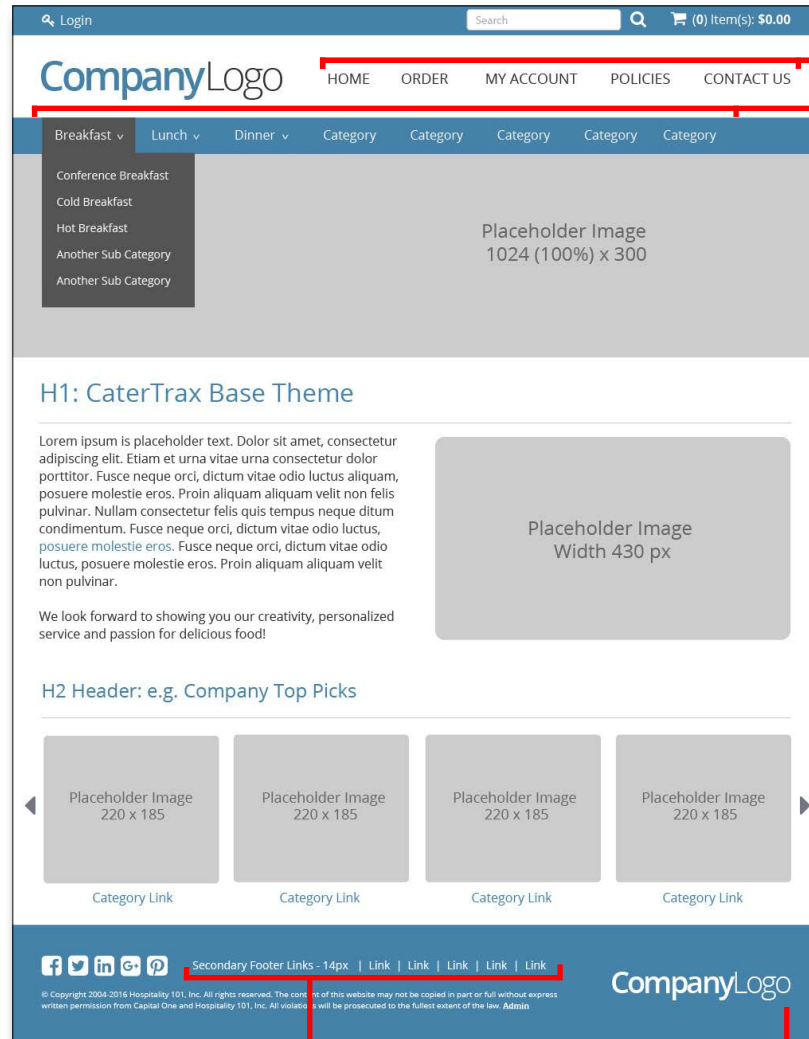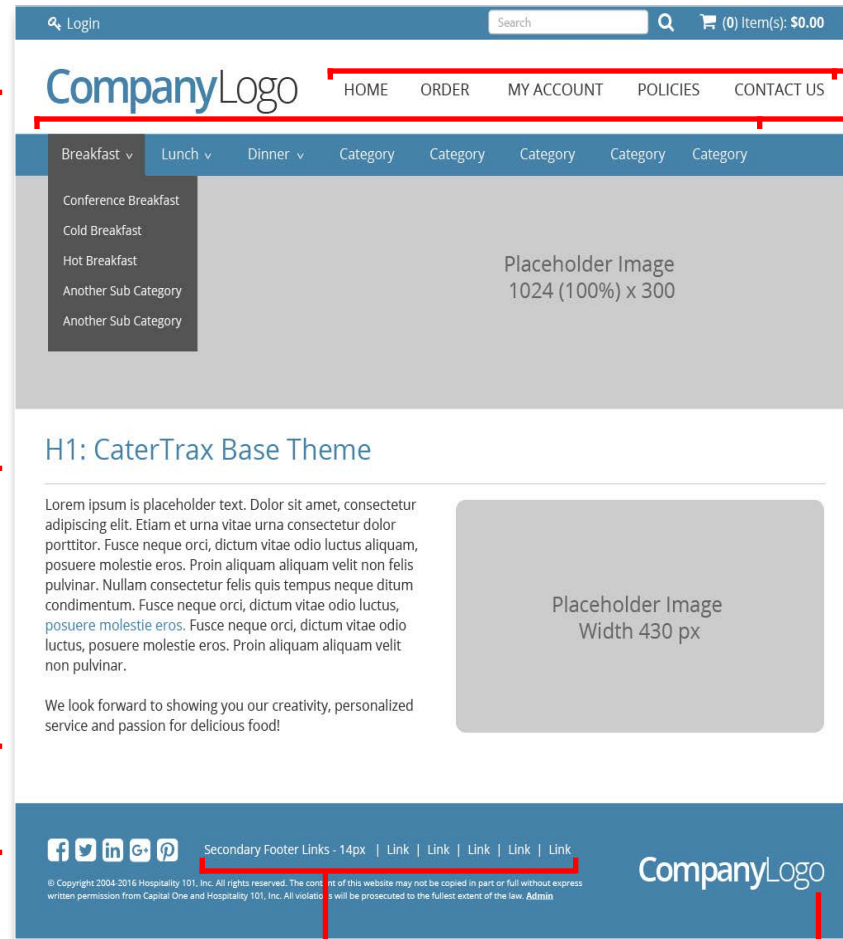
Body (Left Side)

For this layout option you will provide custom text to be featured on the left side of the body section. Not pictured: option to add right sidebar for login with adjacent text instead of images.

Image Carousel

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Social Media Icons

Provide the hyperlinks for your social media profiles like Facebook, Twitter, LinkedIn, Google+, and Pinterest to be linked in the footer of your site.

Site mockup

🔍 Login   Search 🔍   🛒 (0) Item(s): $0.00

CompanyLogo   HOME   ORDER   MY ACCOUNT   POLICIES   CONTACT US

Breakfast ∨ | Lunch ∨ | Dinner ∨ | Category | Category | Category | Category | Category

Conference Breakfast
Cold Breakfast
Hot Breakfast
Another Sub Category
Another Sub Category

Placeholder Image
1024 (100%) x 300

H1: CaterTrax Base Theme

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We look forward to showing you our creativity, personalized service and passion for delicious food!

Placeholder Image
Width 430 px

H2 Header: e.g. Company Top Picks

Placeholder Image 220 x 185   Placeholder Image 220 x 185   Placeholder Image 220 x 185   Placeholder Image 220 x 185

Category Link   Category Link   Category Link   Category Link

f 🐦 in G+ 📌   Secondary Footer Links - 14px | Link | Link | Link | Link | Link

CompanyLogo

Top Navigation

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Body (Right Side)

Feature an image, or image slider on the right side of the body section. The image slider acts like a slide show that rotates through a series of images and to optimize your website, should not be used in conjunction with the *image carousel*. You can provide your own images as .png or .jpg files with the dimensions 430px (width) by 450px (height) or choose an image(s) from the Image Slider Gallery. Not pictured: Custom text placed here when implementing a sidebar for login on the left side.

Footer Links

Provide hyperlinks to customize this section. Footers often repeat links found in the top or primary navigation that visitors find most useful.

Company Logo (Footer)

You can provide a white "reverse" version of your logo as a .png image file. Preferred dimensions are 300px (width) by 60px (height).

Layout Option 3

Banner and Button Color

Choose one primary color for banners and buttons and headers and a second color for the button hover. Here, we chose CaterTrax blue (e.g. HEX Color Value #4582a9) as seen in the blue topmost bar, primary navigation bar, footer, and site buttons. The color you choose will be carried throughout your site for a consistent look and feel.

Company Logo (Header)

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Body (Left Side)

For this layout option you will provide custom text to be featured on the left side of the body section. Not pictured: option to add right sidebar for login with adjacent text instead of images.

Social Media Icons

Provide the hyperlinks for your social media profiles like Facebook, Twitter, LinkedIn, Google+, and Pinterest to be linked in the footer of your site.
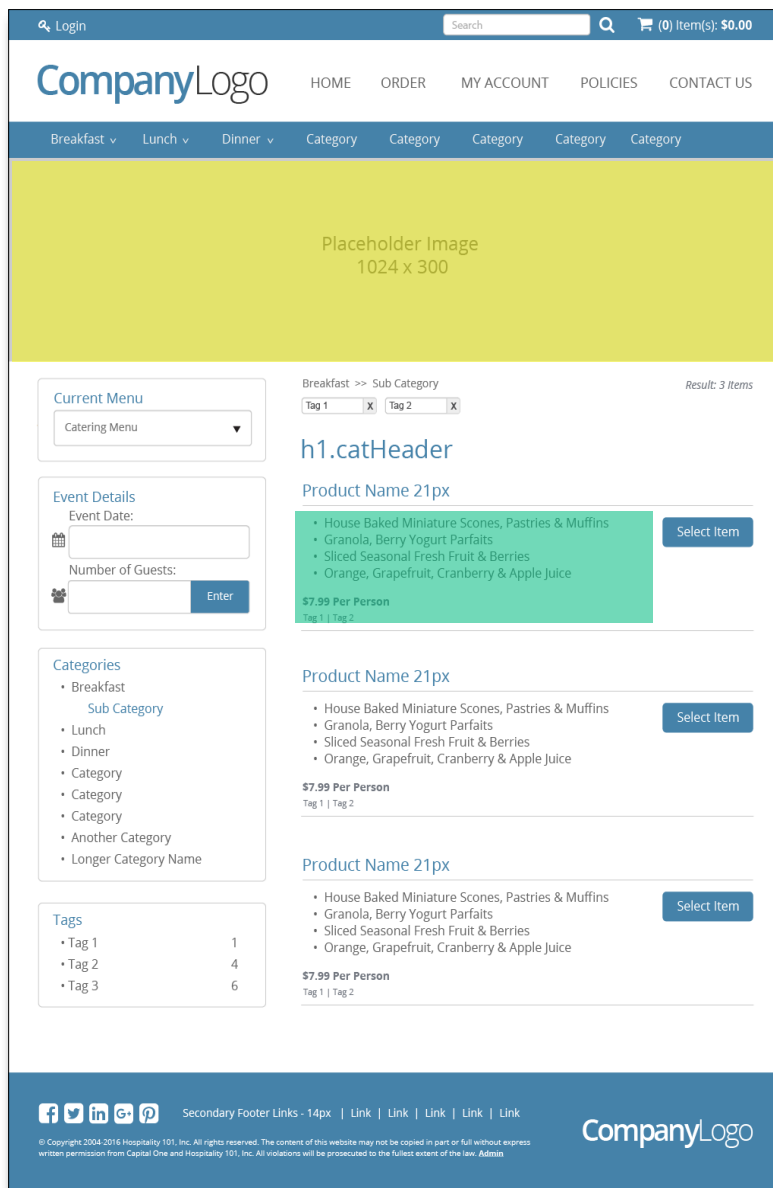
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Website mockup

Login | Search | 🔍 | 🛒 (0) Item(s): $0.00

CompanyLogo   HOME   ORDER   MY ACCOUNT   POLICIES   CONTACT US

Breakfast ⌄   Lunch ⌄   Dinner ⌄   Category   Category   Category   Category   Category

Conference Breakfast
Cold Breakfast
Hot Breakfast
Another Sub Category
Another Sub Category

Placeholder Image
1024 (100%) x 300

H1: CaterTrax Base Theme

Lorem ipsum is placeholder text. Dolor sit amet, consectetur adipiscing elit. Etiam a urna vitae urna consectetur dolor porttitor. Fusce neque orci, dictum vitae odio luctus aliquam, posuere molestie eros. Proin aliquam aliquam velit non felis pulvinar. Nullam consectetur felis quis tempus neque ditum condimentum. Fusce neque orci, dictum vitae odio luctus. Fusce neque orci, dictum vitae odio luctus. posuere molestie eros. Fusce neque orci, dictum vitae odio luctus, posuere molestie eros. Proin aliquam aliquam velit non pulvinar.

We look forward to showing you our creativity, personalized service and passion for delicious food!

Placeholder Image
Width 430 px

Ⓕ Ⓣ Ⓛ Ⓖ Ⓟ   Secondary Footer Links - 14px | Link | Link | Link | Link | Link   **Company**Logo

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Interior Page Layout

Interior Page Specifications

Interior pages, like the menu page shown in the example to the left, will display the same elements you choose for your layout. Your banner and button color, footer, and navigation will carry throughout your entire site for a clean and consistent look and feel that makes your site easy to navigate. For the interior pages you will only need to decide the following:
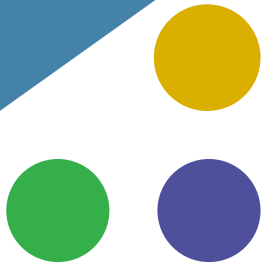
Do you want a hero image on every page?

If you selected a layout option with a hero image, highlighted here in yellow, you have the option for that same image to appear only on the home page or on every page of your site.

Do you want to include product images?

You have the option to add accompanying images to your menu products (highlighted in green). To include product images, provide .jpg or .png image files with the recommended dimensions of 300px width) by 200px (height) to the Menu Specialist who will program your menu.

Next Steps

Whether you are working with a graphic designer, providing all the site content yourself, or using our image galleries, you will need to provide all the specifications outlined in this document so our team can customize your site to your preferences. Reach out with any questions so we can work with you to make sure your site ready to go-live on your launch date. Your Site Launch Coordinator will schedule a call with your Site Build Specialist who will walk you through a site build questionnaire. Be prepared to provide the specialist with the information outlined in this document.

Select Images from CaterTrax Image Galleries

Carousel Image Gallery

Slider Image Gallery

Hero Image Gallery

Contact Us

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