Media Kit

Orderful

NOV 12, 2026
ORDERFUL.COM/MEDIA-KIT

Table of Contents

Logo 03
Color 06
Type 07
Contact 08

Logo / Primary

The primary logo pairs the logotype, set in Telegraf Bold, with the logomark, which represents an EDI data element separator.



Logo / Variants

Either component can stand on its own where space calls for it. Leave clear space of at least half the height of the logomark on every side.

ORDERFUL LOGOTYPE

Orderful

ORDERFUL LOGOMARK





DASHED LINE: MINIMUM CLEAR SPACE, HALF THE LOGOMARK HEIGHT

Logo / Usage

Use the logo in a single color: black or white. On photography, always use white.

BLACK ON WHITE



WHITE ON BLACK

WHITE ON ORANGE

PLEASE DON'T

- × Rotate or skew the logo
- × Add shadows, outlines, or effects
- × Rearrange the logotype and logomark
- × Recolor it outside black and white
- × Fill it with an image or pattern

Color

A minimal palette of black and white, with orange reserved for illustration, calls to action, and background floods.

ORANGE

#F32B09
RGB 243 43 9
CMYK 0 95 100 0
PMS 485 C

BLACK

#000000
RGB 0 0 0
CMYK 100 79 44 93
PMS BLACK 6 C

WHITE

#FFFFFF
RGB 255 255 255
CMYK 0 0 0 0

GREY 1	GREY 2	GREY 3	GREY 4	GREY 5	GREY 6
#F5F5F5	#EBEBEB	#ABABAB	#676767	#3B3B3B	#1F1F1F

GRADIENT #FF7802 → #F32B09

Type

Telegraf carries headlines and body copy. Modern Gothic Mono is used sparingly for labels and small details.



Telegraf

PANGRAM PANGRAM

Headlines and body copy. Ultralight for large sizes, Light for medium, Regular for small.



MODERN GOTHIC MONO

ALLCAPS

Labels, annotations, and small details, set in uppercase. Light and Regular.

PRESS INQUIRIES

Grace Sharkey

Sr. Manager of PR and Comms
grace.sharkey@orderful.com

Orderful