unComped brand sheet · the look

The logo

unComped

unComped

The mark is a short run of brick wall with one brick in the main blue: **the wall that holds, and the one brick worth a look.** Use the white logo on the main blue or dark backgrounds and the blue logo on white or light ones. Please don't recolor it.

Clear space and minimum size

unComped

Keep one brick's length empty on every side (dashed). The brick at the lower left shows the length.

Don't show the full logo smaller than **24 px** (about a quarter inch) tall. Below that, use the square icon.

unComped

24 px

32 px

16 px

Please don't

- Stretch it, tilt it, or change the space between the wall and the word.
- Recolor it, add a shadow, an outline or a gradient, or put it in a box.
- Set it on a busy photo or on any color that isn't one of the four below, white or near-black.
- Pair it with a second brand color, or with a delivery app's logo or colors.
- Write the name any way but **unComped**: not Uncomped, UnComped or UNCOMPED. The web address stays lowercase.

Colors

Main blue
`#3225E4`
The wordmark, buttons, links, the found brick

Light blue
`#E4E2FC`
Highlights and soft backgrounds

Dark-mode blue
`#A9A3F4`
Links in dark mode; the bricks on blue

Deep ink
`#1B1470`
The bricks on light backgrounds

One blue at four strengths. There is no second brand color.

Font

Sora Bold

for the wordmark and headlines

Sora is free on Google Fonts. The logo files already carry the letters as shapes, so they look the same everywhere. Body text on the site uses the reader's system font, and anything you write about unComped can use yours.

Tagline

Keep more of every order.

Under the logo, at the end of an ad, on a slide. Please keep it word for word, with the full stop.

What unComped is

Category line: The chargeback platform for restaurant operators.

In one sentence, for owners: unComped checks your DoorDash, Uber Eats, Grubhub or ezCater report for free and shows which charges may be worth disputing, and how many days you have left.

For bookkeepers: Run a client's delivery report through unComped's free check to see which charges may be worth disputing before the window closes.

About unComped (short, about 25 words)

> unComped shows restaurant owners which delivery-app error charges may be worth disputing. Free check, no passwords, and you submit every dispute yourself.

The longer version, about 90 words with the founder line, is on the brand kit page. Please use it as written.

Things that are always true

- The check is **free** and takes about five minutes.
- **We never ask for passwords.** We only read the report the owner chooses to send.
- **Owners submit every dispute themselves** and stay in control of their accounts.
- A flat price to unlock the dispute steps, no subscription, no contract, and a full refund within 30 days.
- Each app gives a short window to dispute: DoorDash 14 days, Uber Eats and Grubhub 30, ezCater 45.

Words to use, and words to avoid

PLEASE AVOID	SAY INSTEAD	WHY
~~Get your money back, recover $X, you're owed~~	may be worth disputing; see what the apps took back	We can't promise what an app will return
~~We dispute for you, we handle it~~	we prepare the dispute text, you submit it	Owners submit every dispute themselves
~~Fraud, theft, scam, the apps rob you~~	error charges; charges the kitchen didn't cause	The apps make mistakes; they aren't crooks
~~DoorDash partner, certified, integrates with~~	works with your DoorDash report	We're not affiliated with any app
~~Legal letters, demand letters~~	dispute text, dispute steps	We're not a law firm
~~Free trial~~	free check	The check is free for good

Tone: one owner talking to another. Plain words, short sentences, no hype, no exclamation marks. Skeptical on the owner's behalf, never angry at the apps.

The disclaimer

Anything that names a delivery app or mentions the paid part carries this line, in full where there's room:

> Not a law firm · not a substitute for the advice of an attorney · not affiliated with DoorDash, Uber Eats, Grubhub or ezCater

Logo files, the icon, the profile picture, the long boilerplate and these colors, ready to download. Questions: **hello@getuncomped.com**

getuncomped.com/brand