

CUSTOMER SUCCESS STORY

OpenTable

What began as a simple restaurant reservation service is now a transformative force in the way restaurants and customers interact. After seventeen years of innovation, OpenTable needed a new brand to match their passion for empowering the restaurant experience across the globe.

INDUSTRY
Hospitality

18 MONTHS OF
REBRANDING TIME

275+ ASSETS IN
BRANDFOLDER

16+ MILLION SEATED
DINERS PER MONTH

CHALLENGE

Aside from the clang of utensils in the kitchen and the swish of cocktail mixers being made, it's a quiet Saturday afternoon at your favorite restaurant. But amidst this calm, there is much work to be done. The hostess scans the computer for the night's reservations and creates a floor plan; servers check the hostess stand for their table assignments; the chefs prepare food based on the number of expected diners. This restaurant knows how to assemble for the busy night ahead, and much of the entirety of this routine depends on OpenTable.

OpenTable is the world's leading provider of online restaurant reservations. Throughout sixteen years of operation, the company has made dining out more efficient and enjoyable for both

restaurants and diners. However, OpenTable's brand identity wasn't properly reflecting this evolution. Seeing an opportunity to reimagine the brand's identity across visual, language and story, OpenTable embarked on a rebrand.



The OpenTable design and marketing teams poured their heart and soul into a rebrand: fresh new logos, vibrant colors and a modern tagline. This new brand needed a dedicated location that would allow advanced internal collaboration -- desktop files and ordinary cloud storage solutions just wouldn't do.

SOLUTION

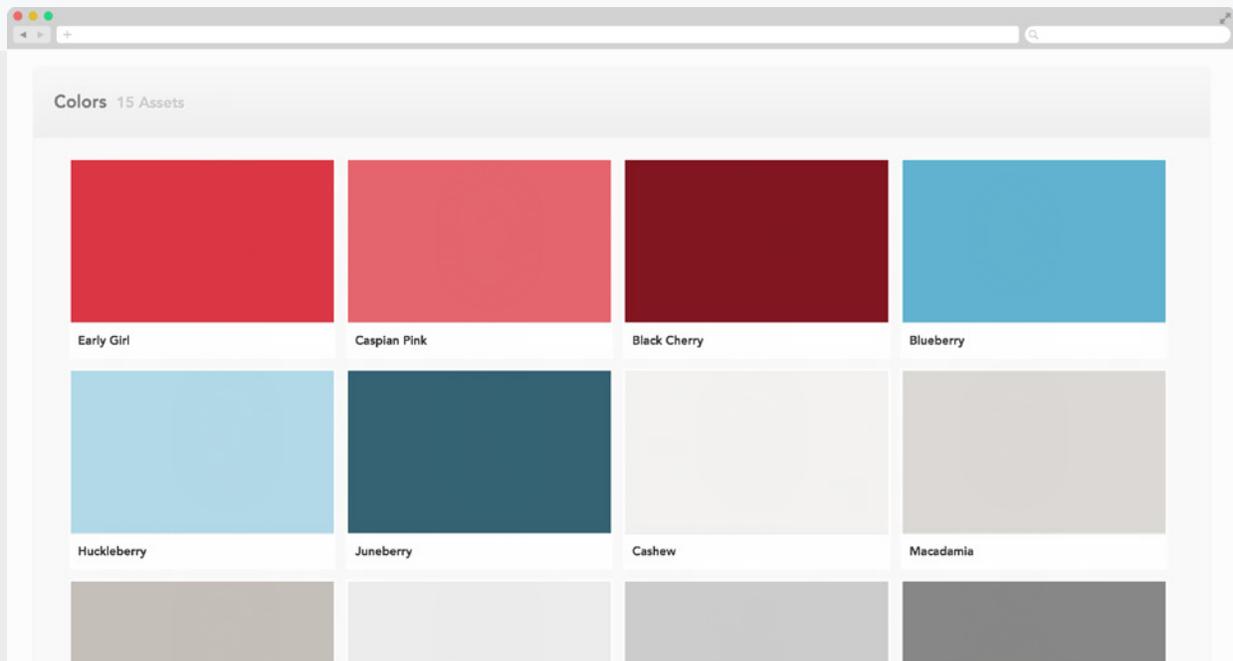
OpenTable found Brandfolder, the perfect complementary solution from which they could update, edit, and share assets related to their rebrand. OpenTable's new brand includes an improved set of logos, branded imagery and contemporary graphics and typography.

To inspire this new visual identity, OpenTable established a set of Brand Pillars which situate the company as a reliable technology brand that inspires a welcoming and current dining experience. And with a fresh tagline that reads, "The table is just the start" OpenTable's brand is better suited to properly showcase them as an innovator and thought-leader in the restaurant hospitality industry.

“*...whether it's diners who want to learn more about the company, or people within OpenTable looking to make the best design and brand decisions possible.*

- Kate Vandenberghe, Brand Design Manager at OpenTable

“Great branding happens when many people are able to understand and adopt the brand for themselves.”



PROTECT

Using Brandfolder's simple password feature, the OpenTable rebranding team was able to privately share their new brand assets with other project members. Brandfolder provided a safe place where OpenTable could collaborate on their rebrand without any assets going public until the day they were ready to release their new brand to the world.



EMBED

OpenTable uses Brandfolder's embed feature to power the "brand assets" portion of their Wordpress site at brand.opentable.com. This acts as a gateway to both OpenTable's public and private Brandfolders. While OpenTable employees are able to access private assets using their password, visitors can also access OpenTable's public Brandfolder for sharing and downloading.



SHARE

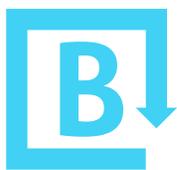
By dividing brand assets between public and private Brandfolders, the marketing team at OpenTable has comprehensive control over their brand. Whether they want to share brand assets with internal team members or partner agencies, a select group of marketing and design employees have full reign over when, where, and how the OpenTable brand is used.

Brandfolder gave us a great number of features at an affordable price. The Brandfolder team also worked with us to customize our Brandfolder to fit our needs. It was a nice bonus too that Brandfolder seemed really invested in design and cared about promoting great conversations about brand.”



About OpenTable

From helping restaurants grow and run their businesses, to enabling diners to book the perfect table every time they dine, OpenTable is committed to empowering the connection between diners and restaurants. By developing products that anticipate the changing needs of restaurants and diners, OpenTable continues to lead the conversation in the tech and restaurant spaces.



About Brandfolder

Brandfolder makes brand asset management simple. Our easy-to-use SaaS platform helps marketers and designers organize, update and share their brand assets from a single online location.

Ready for Better Brand Management?

If you're ready to transform the way you manage important brand assets, visit our website & get a quote for your brand.

[GET QUOTE](#)

