

34



## 1.0 The Brand

- 1.1 Our Brand
- 1.2 Brand Identity
- 1.3 Brand Identity Considerations
- 1.4 Colour Palette
- 1.5 Iconography
- 1.6 Typography

## 2.0 Branded Applications

- 2.1 Business Card
- 2.2 Restaurant Card
- 2.3 Letterhead
- 2.4 DL Envelope
- 2.5 C5 Envelope
- 2.6 C4 Envelope
- 2.7 Address Sticker
- 2.8 A La Carte Menu
- 2.9 Wine List
- 2.10 Plate Mat
- 2.11 Private Hire Folder
- 2.12 Private Hire Pages
- 2.13 Bar Place Mat
- 2.14 Scribbler Pad
- 2.15 Place Card
- 2.16 Paper Bag
- 2.17 Wine Bag
- 2.18 Matchbox
- 2.19 Truffle Box
- 2.20 Square Coaster
- 2.21 Round Coaster
- 2.22 Toothpick Holder

## 3.0 Communication/Advertising

- 3.1 Hoardings

34





## 1.1 OUR BRAND

Located just off Grosvenor Square in the heart of Mayfair, 34 is a haven for carnivores, serving carefully sourced meat and seasonal game, as well as lighter dishes, fish and shellfish. The centrepiece of the kitchen is a bespoke charcoal grill, also known as a parrilla, imported from Argentina, which is fed by natural fuels. The beef served at 34 plays an enormous role in the experience and includes Scottish dry-aged grass-fed, Australian Wagyu, US prime Creekstone Farm, and free-range organic grass-fed beef from the islands on the Parana river in northern Argentina. Salt-marsh lamb from the British Isles, seasonal game and fish from sustainable sources is also on the menu. Designer Martin Brudnizki has taken inspiration from English, Edwardian and Art Deco styles for the look of 34.

# 34

## FULL COLOUR

## REVERSED-OUT

## THE BRAND

---

### 1.2 BRAND IDENTITY

---

#### The logo

There are different ways in which the 34 logo can be used.

1. Full colour
2. Reversed-out

Please ensure that the logo's legibility is in no way compromised and that the different colours are all equally visible against the background.

#### Brand spelling

34 MUST only ever be spelt 34. Not Thirty Four or any other permutation.

#### Do:

- Refer to the visual standard guidelines for correct colour and usage (refer 1.4 Colour Palette).
- Use the logo on all 34 branded applications.
- Maintain the height by width aspect ratio.

#### Do not:

- Change the colour of the logo.
- Change the orientation of "34".
- Rotate the logo.

## CLEAR SPACE REQUIREMENTS



## MINIMUM HEIGHT 10MM



## IDENTITY RESTRICTIONS



## THE BRAND

---

### 1.3 BRAND IDENTITY CONSIDERATIONS

---

#### Logo spatial considerations

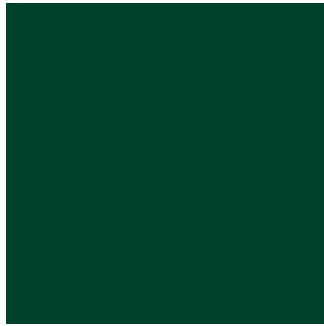
The space occupied by the logo and the area in which it 'sits' are important considerations.

In order to protect its visibility, a minimum 'clear space' area must surround the logo at all times. In this way, we protect against visual clutter and allow the logo to sit within a safe area.

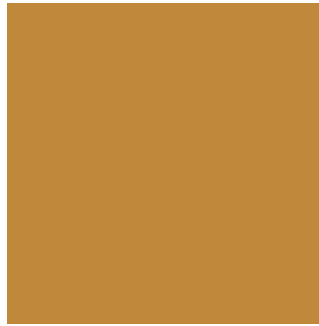
The logo should never appear less than 10mm in total height.



SPOT PANTONE 876 C  
C30 M50 Y85 K0  
R176 G135 B66



PANTONE 5535 C  
C89 M46 Y80 K55  
R37 G66 B49



FOILCO 6036

## 1.4 COLOUR PALETTE

---

### Primary colour palette

Two primary colours and one foil have been created to distinguish the 34 brand. After the brand name, the primary colours are the second most important elements used to identify the brand.

Please ensure that these colours are specified correctly.

Be creative and tasteful with the use of the colour palette. Use care and attention when combining colours. Please do not introduce any other colours into the palette.



Border Pattern

## THE BRAND

---

### 1.5 ICONOGRAPHY

---

The Border Pattern appears on varying branded applications.

Please be careful to apply these.



ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

Scotch Roman - Regular

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz 0123456789*

Scotch Roman - Italic

## THE BRAND

---

### 1.6 TYPOGRAPHY

---

The typeface selected must never be altered or condensed in any way and should be kept consistent throughout all applications.

#### **Primary Typeface**

Scotch Roman is available in Regular weights and italic and is to be used for all branded applications, stationery and communications.

#### **NOTE:**

Please adhere to the prescribed font sizes for all printed materials.





Front

## BRANDED APPLICATIONS

### 2.1 PERSONAL BUSINESS CARD

#### Design Specifications

##### Front

###### 1. Name

Font: Scotch Roman - Regular  
Size: 12pt on 13pt leading

###### 2. Position:

Font: Scotch Roman - Italic, sentence case  
Size: 12pt on 13pt leading

###### 3. Address

Font: Scotch Roman - Regular, sentence case  
Size: 9pt on 9pt leading

###### 4. Telephone, email and website

Font: Scotch Roman - Italic, lowercase  
Size: 9pt on 9pt leading

###### 5. Brand Logo

##### Reverse

Blank

#### Technical Specifications

Printing: Embossed foil logo and Black  
Dimensions: 85mm x 55mm  
Paper Stock: Conqueror Wove Brilliant White Unwatermarked (350gsm)  
Finishing: None



Front

## BRANDED APPLICATIONS

---

### 2.2 RESTAURANT CARD

---

#### Design Specifications

##### Front

1. Brand Logo

2. Address

Font: Scotch Roman - Regular, sentence case

Size: 9pt on 9pt leading

3. Telephone, email and website

Font: Scotch Roman - Italic, lowercase

Size: 9pt on 9pt leading

##### Reverse

Blank

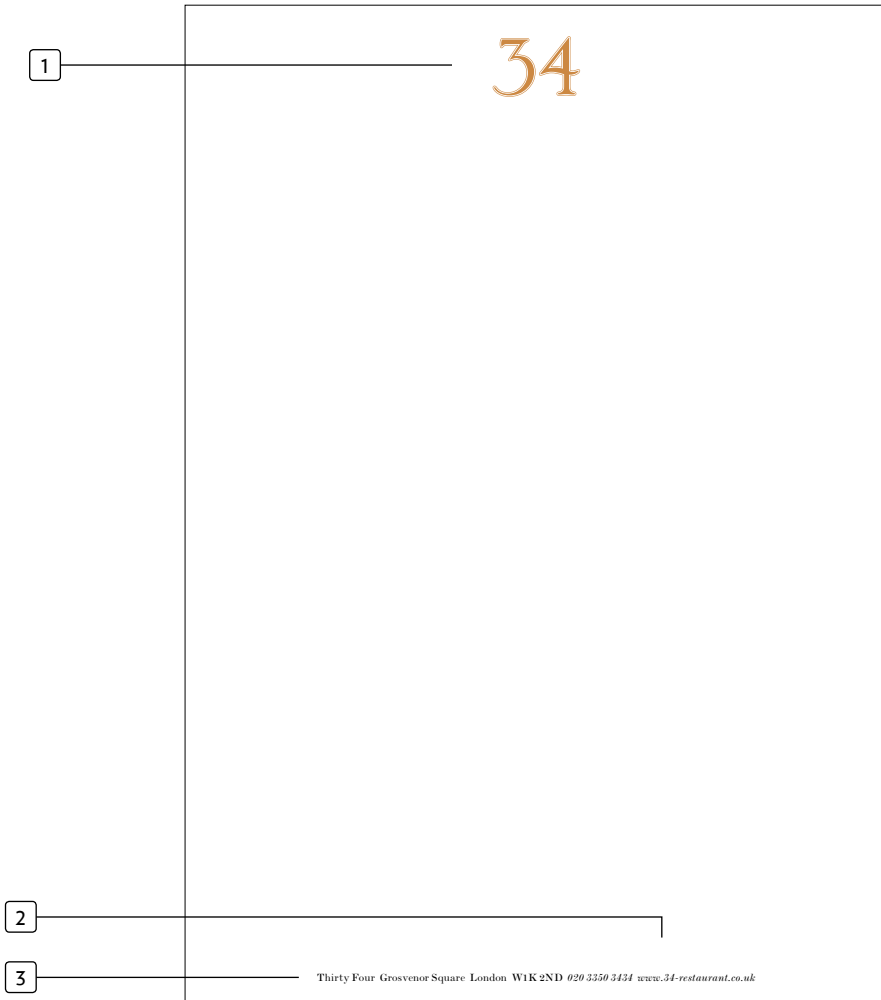
#### Technical Specifications

Printing: Embossed foil logo and Black

Dimensions: 85mm x 55mm

Paper Stock: Conqueror Wove Brilliant White Unwatermarked (350gsm)

Finishing: None



## BRANDED APPLICATIONS

---

### 2.3 LETTERHEAD FRONT

---

#### Design Specifications

1. Brand Logo

2. Telephone and website

Font: Scotch Roman - Italic, lowercase

Size: 9.5pt on 11.5pt leading

All text centred

3. Address

Font: Scotch Roman - Regular, sentence case

Size: 9.5pt on 11.5pt leading

All text centred

#### Technical Specifications

Printing: Logo: FOILCO 6036

Address, telephone and website: Black

Dimensions: A4

Paper Stock: Conqueror Wove Brilliant White Unwatermarked (120gsm)

1



34

### 2.4 CORRESPONDENCE CARD A6

---

#### Design Specifications

1. Brand Logo

#### Technical Specifications

Printing: Logo: FOILCO 6036

Dimensions: A6

Paper Stock: Conqueror Wove Brilliant White Unwatermarked (350gsm)



Front

## 2.5 DL ENVELOPE

---

### Design Specifications

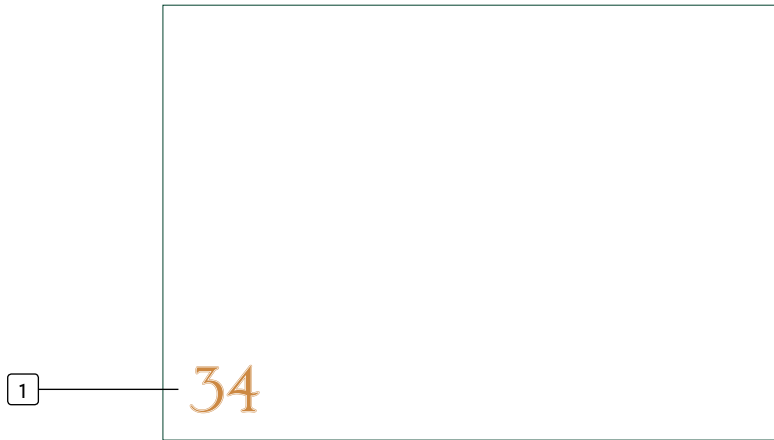
1. Brand Logo

### Technical Specifications

Printing: Logo: FOILCO 6036

Dimensions: DL

Paper Stock: Conqueror Wove Brilliant White Unwatermarked (120gsm), wallet opening



Front

### 2.6 C5 ENVELOPE

---

#### Design Specifications

1. Brand Logo

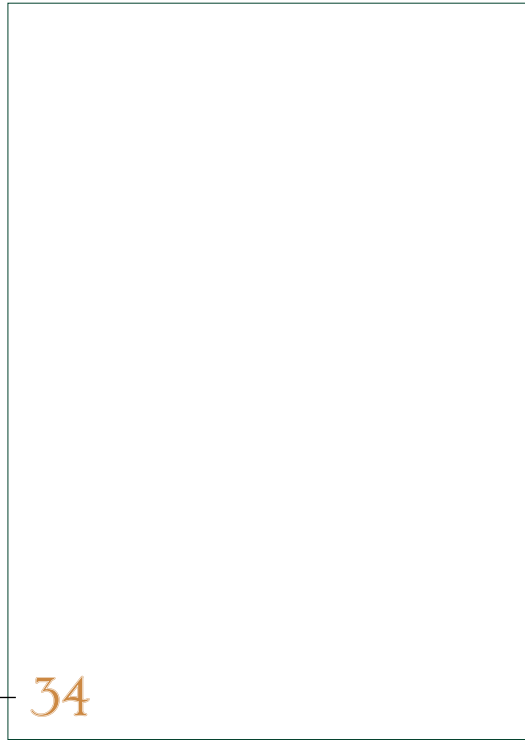
#### Technical Specifications

Printing: Logo: FOILCO 6036

Dimensions: C5

Paper Stock: Conqueror Wove Brilliant White Unwatermarked (120gsm), wallet opening





Front

### 2.7 C4 ENVELOPE

---

#### Design Specifications

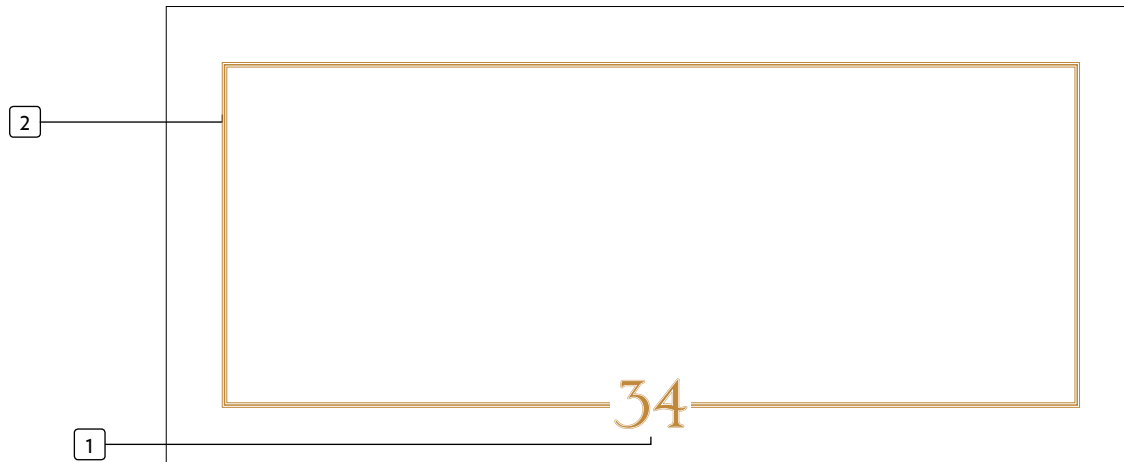
1. Brand Logo

#### Technical Specifications

Printing: Logo: FOILCO 6036

Dimensions: C4

Paper Stock: Conqueror Wove Brilliant White Unwatermarked (120gsm), pocket opening



## 2.8 PRIVATE ROOM PLACECARD

---

### Design Specifications

1. Brand Logo
2. Border

### Technical Specifications

Printing: Logo and border PANTONE 876 C (front only)

Dimensions: 85mm x 80mm

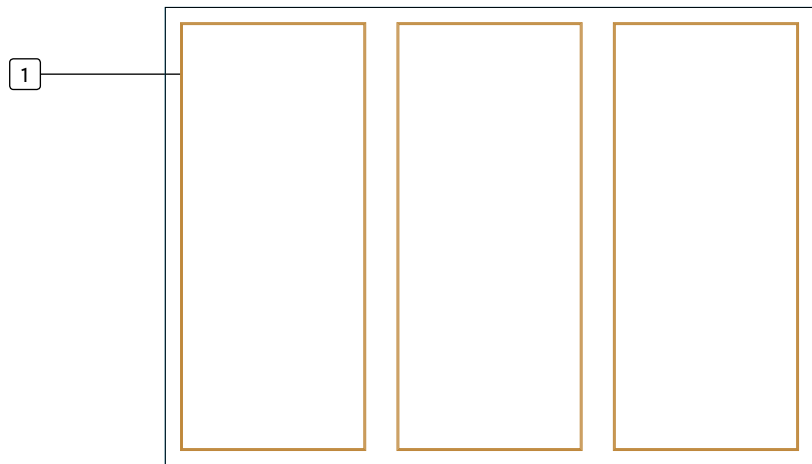
Paper Stock: Conqueror Wove Oyster Unwatermarked (300gsm)

Finishing: Scored and folded along the short edge





Outer



Inner

## BRANDED APPLICATIONS

---

### 2.10 COCKTAIL LIST

---

#### Design Specifications

##### Outer

1. Border Pattern
2. Brand Logo

##### Inner

1. Border Pattern

2. Title

Font: Scotch Roman - Regular, uppercase

Size: 15.5pt on 18.5pt leading

All text centred

3. Cocktail and Price

Font: Scotch Roman - Regular, sentence case

Size: 9.5pt on 13pt leading

All text centred

#### Technical Specifications

Printing: PANTONE 876 C, Cocktails Black

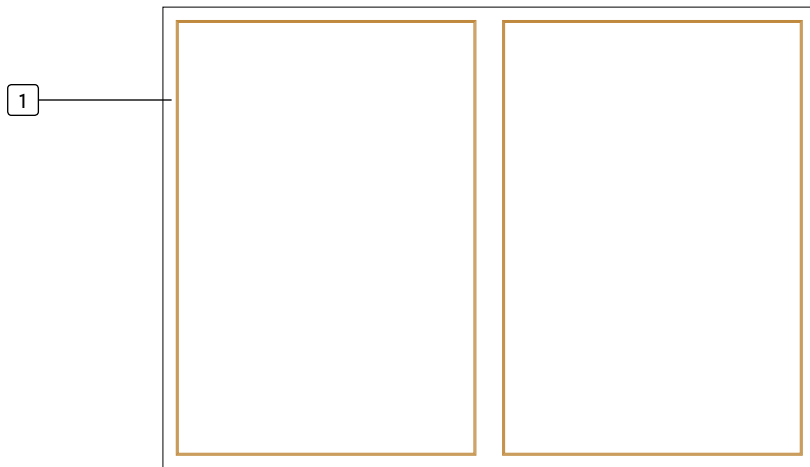
Dimensions: A3

Paper Stock: Conqueror Wove Oyster Unwatermarked (220gsm)

Finishing: Scored and folded twice on the long edge to create 3 pages to view



Outer



Inner

## BRANDED APPLICATIONS

---

### 2.11 DRINKS LIST

---

#### Design Specifications

##### Outer

1. Border Pattern
2. Brand Logo

##### Inner

1. Border Pattern

2. Title

Font: Scotch Roman - Regular, uppercase

Size: 15.5pt on 18.5pt leading

All text centred

3. Drink and Price

Font: Scotch Roman - Regular, sentence case

Size: 9.5pt on 13pt leading

All text centred

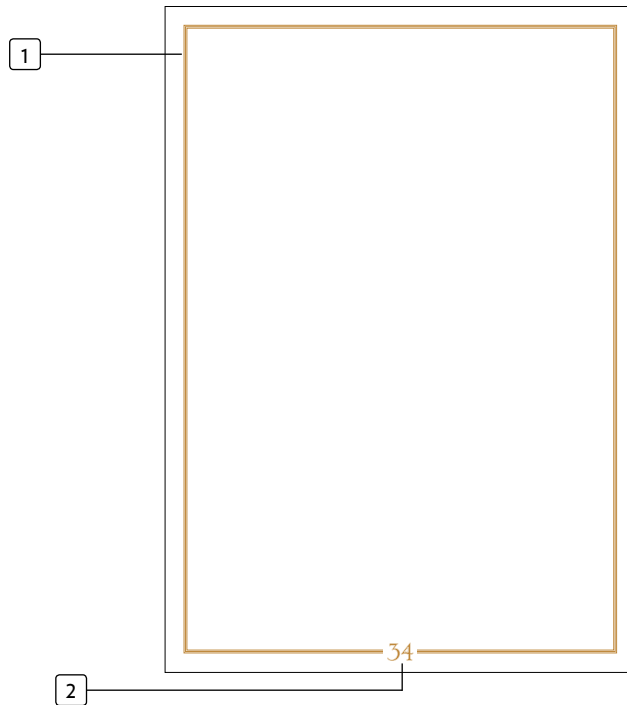
#### Technical Specifications

Printing: PANTONE 876 C

Dimensions: A4

Paper Stock: Conqueror Wove Oyster Unwatermarked (220gsm)

Finishing: Scored and folded in half on the long edge to create A5 portrait pages



## 2.16 PRIVATE ROOM MENU

### Design Specifications

1. Border

2. Brand Logo

3. Title

Font: Scotch Roman - Regular, uppercase

Size: 15.5pt on 18.5pt leading

All text centred

4. Dish and Price

Font: Scotch Roman - Regular, sentence case

Size: 9.5pt on 13pt leading

All text centred

5. Description

Font: Scotch Roman - Italic, lowercase

Size: 9pt on 10.5pt leading

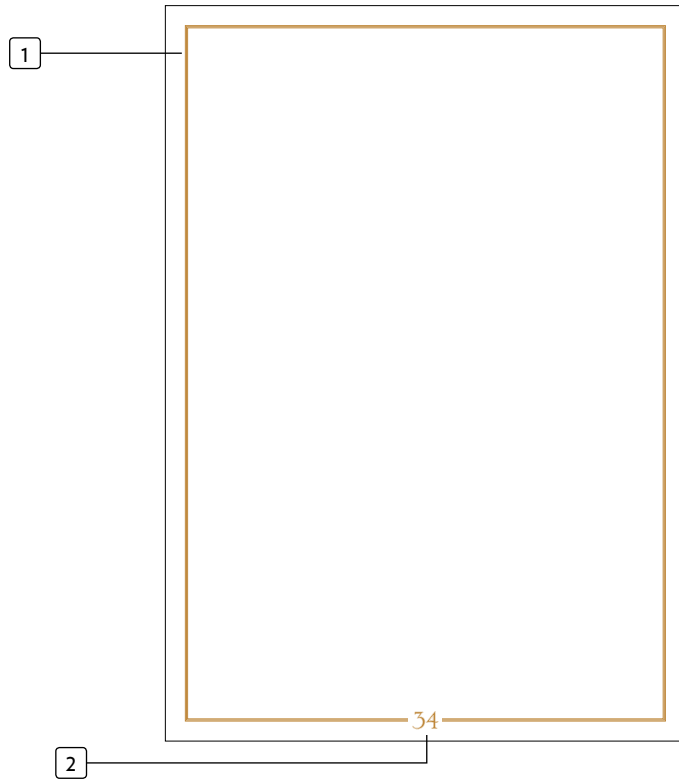
All text centred

### Technical Specifications

Printing: PANTONE 876 C

Dimensions: A5

Paper Stock: Conqueror Wove Oyster Unwatermarked (220gsm)



### 2.17 VEGETARIAN AND DESSERT MENU

---

#### Design Specifications

1. Border

2. Brand Logo

3. Title

Font: Scotch Roman - Regular, uppercase

Size: 15.5pt on 18.5pt leading

All text centred

4. Dish and Price

Font: Scotch Roman - Regular, sentence case

Size: 9.5pt on 13pt leading

All text centred

5. Description

Font: Scotch Roman - Italic, lowercase

Size: 9pt on 10.5pt leading

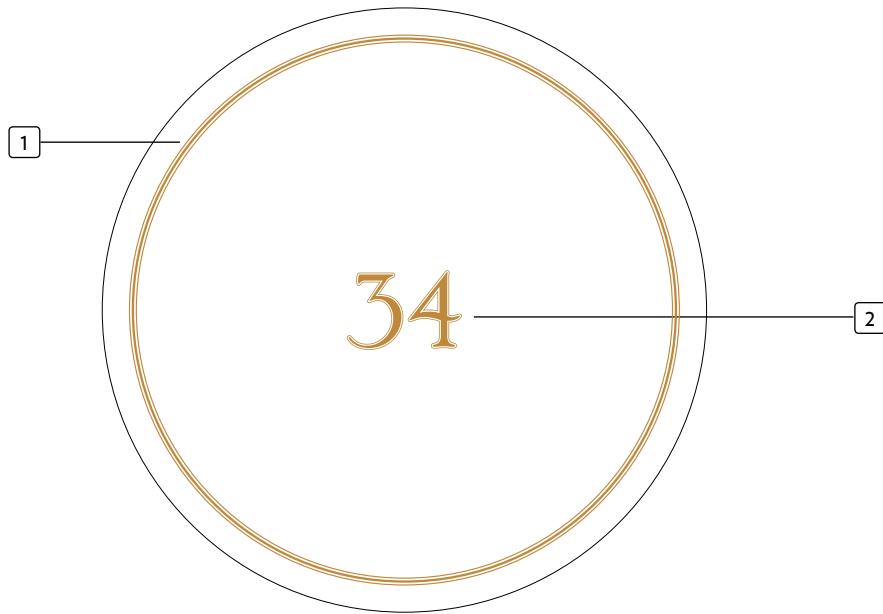
All text centred

#### Technical Specifications

Printing: PANTONE 876 C

Dimensions: A4

Paper Stock: Conqueror Wove Oyster Unwatermarked (220gsm)



## 2.12 ROUND COASTER

---

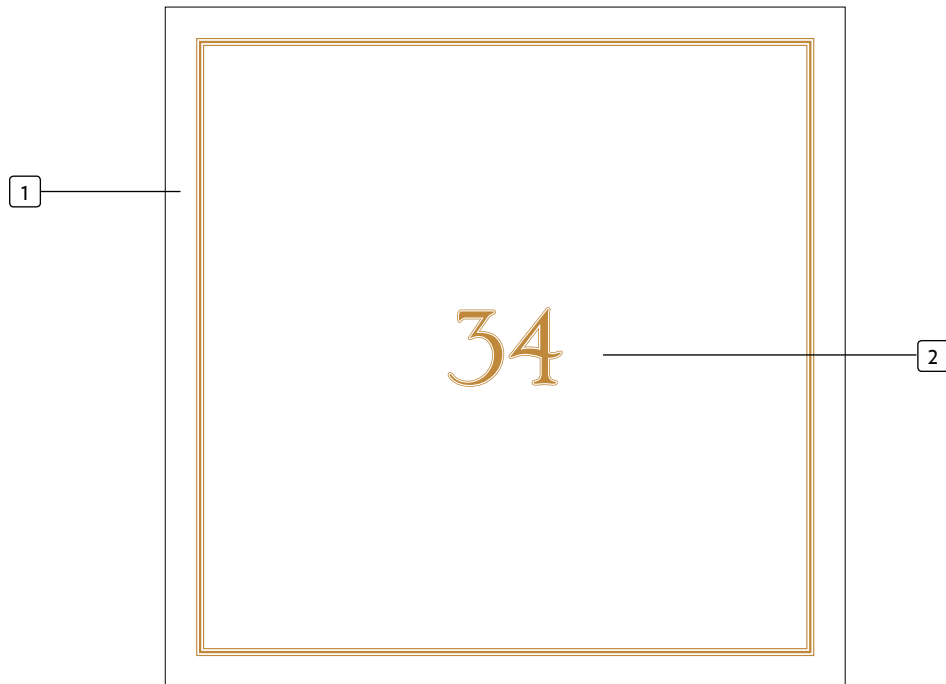
### Design Specifications

1. Border Pattern
2. Brand Logo

### Technical Specifications

Printing: PANTONE 876 C  
Dimensions: 80 mm diameter  
Paper Stock: Local Vendor





## 2.13 SQUARE COASTER

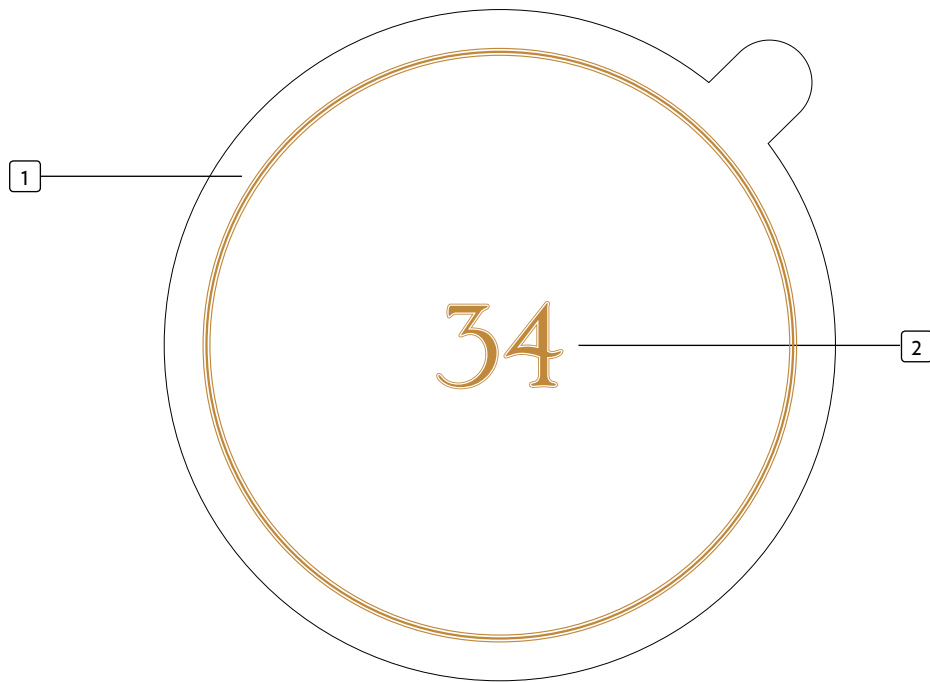
---

### Design Specifications

1. Border Pattern
2. Brand Logo

### Technical Specifications

Printing: PANTONE 876 C  
Dimensions: 90mm square  
Paper Stock: Local Vendor



### 2.14 BUTTER COVER

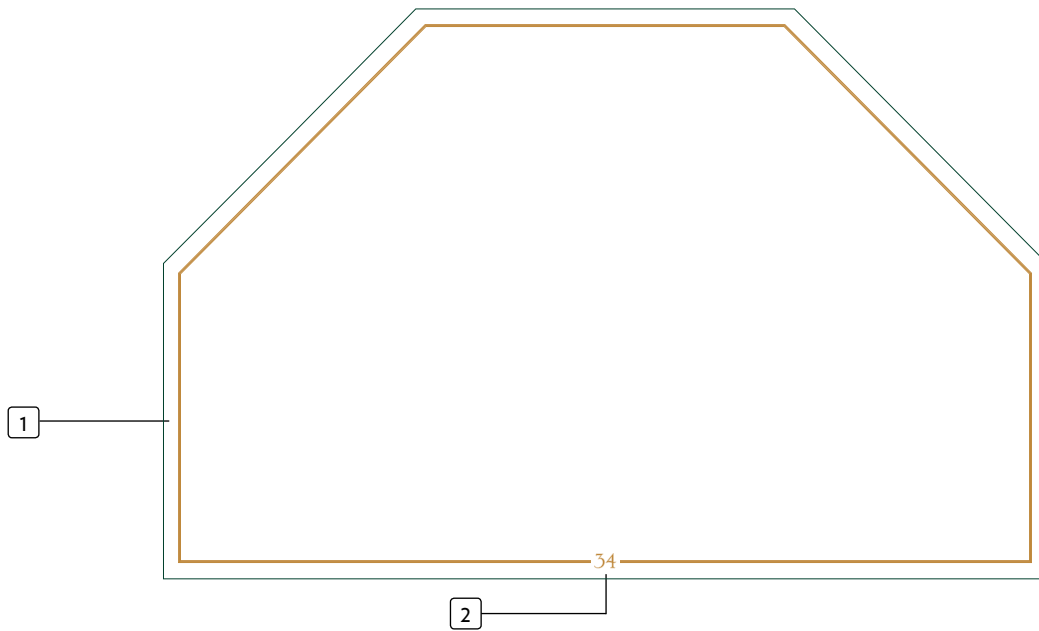
---

#### Design Specifications

1. Border Pattern
2. Brand Logo

#### Technical Specifications

Printing: PANTONE 876 C  
Dimensions: Local Vendor  
Paper Stock: Local Vendor



## 2.15 BAR PLACEMAT

---

### Design Specifications

1. Border Pattern
2. Brand Logo

### Technical Specifications

Printing: PANTONE 876 C

Dimensions: 420mm x 270.5mm

Paper Stock: Conqueror Wove Oyster Unwatermarked (120gsm)

1

34 34 34 34 34 34 34 34  
34 34 34 34 34 34 34 34  
34 34 34 34 34 34 34 34  
34 34 34 34 34 34 34 34  
34 34 34 34 34 34 34 34  
34 34 34 34 34 34 34 34  
34 34 34 34 34 34 34 34  
34 34 34 34 34 34 34 34  
34 34 34 34 34 34 34 34  
34 34 34 34 34 34 34 34  
34 34 34 34 34 34 34 34  
34 34 34 34 34 34 34 34

## 2.18 GREASEPROOF PAPER

---

### Design Specifications

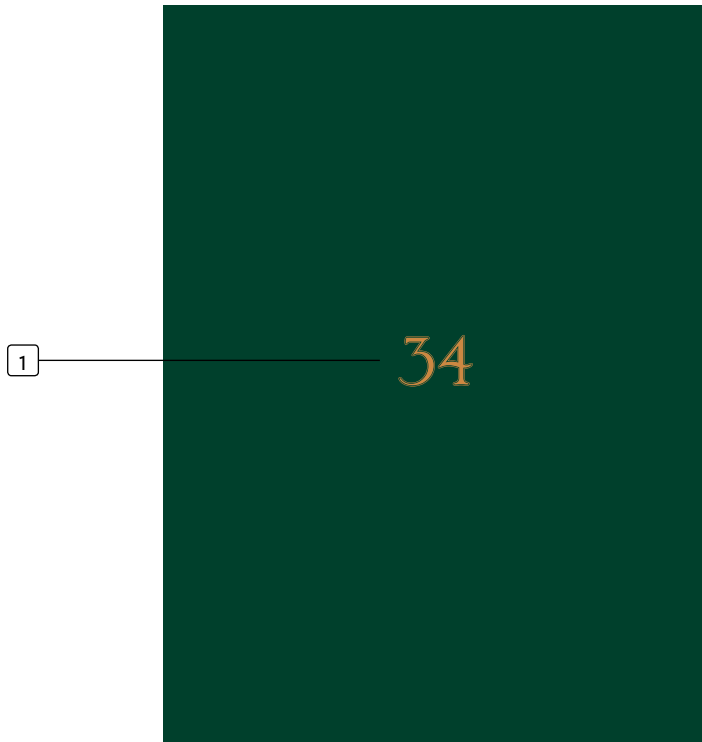
1. Brand Logo

### Technical Specifications

Printing: PANTONE 876 C

Dimensions: A4

Paper Stock: Local Vendor



Outer

## 2.20 CARRY BAG

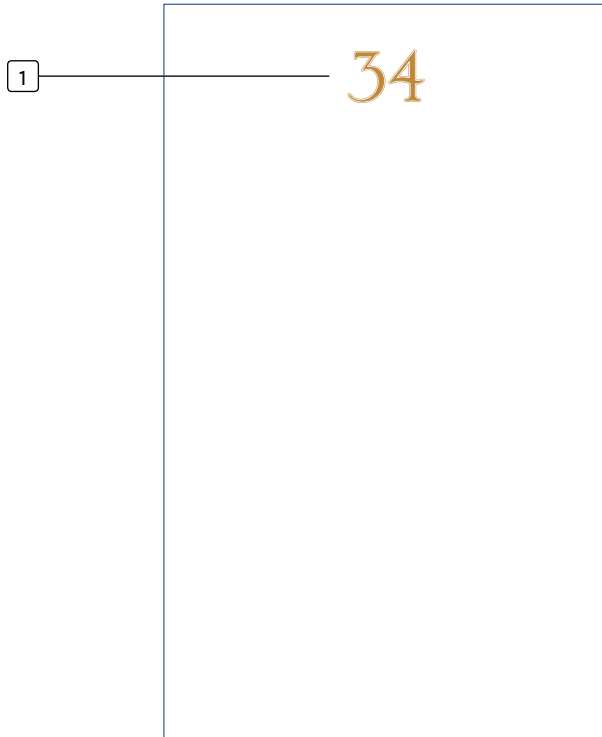
---

### Design Specifications

1. Brand Logo

### Technical Specifications

- Printing: Brand Logo FOILCO 6036 FOIL  
Bag (inner and outer) PANTONE 5535 C
- Dimensions: 220mm x 297mm x 90mm
- Finishing: Gloss laminate. Dark green cord handles to match



### 2.21 SCRIBBLER PAD

---

#### Design Specifications

1. Brand Logo

#### Technical Specifications

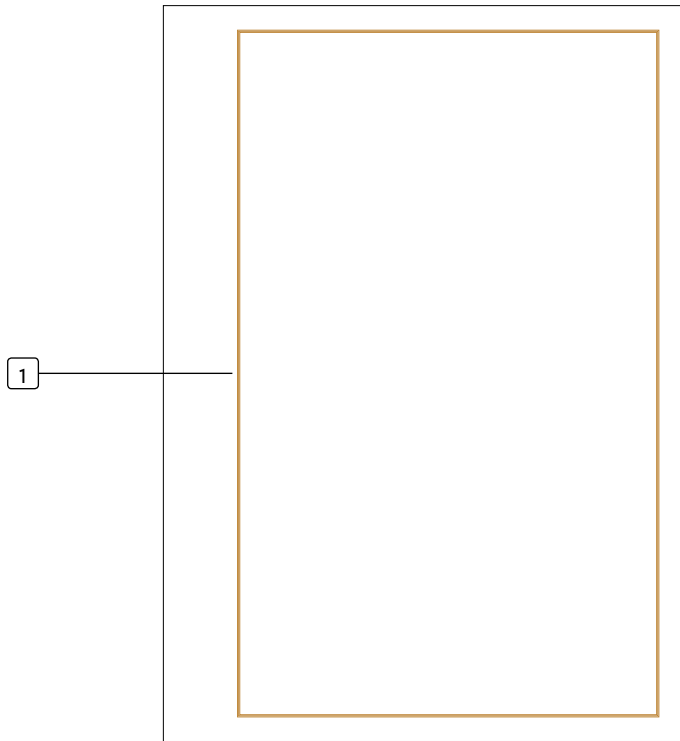
Printing: PANTONE 876 C

Dimensions: 77mm x 127mm

Paper Stock: 100gsm Conqueror High White Wove

End Board: 340gsm

Finishing: Pad glued on top edge



## 2.22 WINE LIST

---

### Design Specifications

1. Border Pattern

### Technical Specifications

Printing: PANTONE 876 C

Dimensions: A4

Paper Stock: 100gsm Conqueror High White Wove

End Board: 220gsm on back

Finishing: 4 drill hole punches to left hand edge



## BRANDED APPLICATIONS

### 2.25 SMALL AND LARGE MATCHBOXES

#### Design Specifications

1. Brand Logo

2. Website and Telephone

Font: Scotch Roman - Italic, lowercase

Size: 10.5pt on 12.5pt leading

Alignment: Centred

2. Address

Font: Scotch Roman - Regular, sentence case

Size: 10.5pt on 12.5pt leading

Alignment: Centred

#### Technical Specifications

Printing: Box Outer PANTONE 5535 C, Logo and Address FOILCO 6036,

Tray Outer printed marble pattern to base, decorative pattern to sides

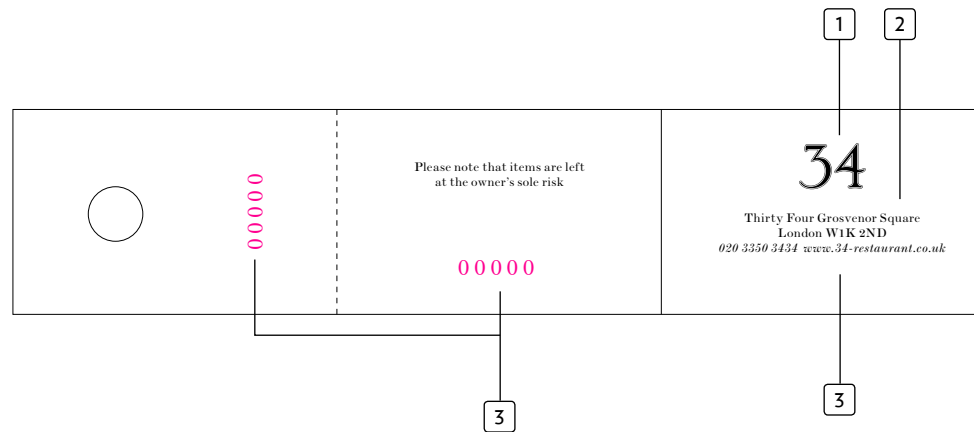
Small Box Size: BX-2

Large Box Size: 3/3L

Paper Stock: Coated stock. Please discuss with your local vendor

Finishing: Red match heads





## 2.26 CLOAKROOM TICKET

### Design Specifications

#### 1. Brand Logo

#### 2. Address

Font: Scotch Roman - Regular, sentence case

Size: 7pt on 8.5pt leading

Alignment: Centred

#### 3. Telephone and Website

Font: Scotch Roman - Italic, lowercase

Size: 7pt on 8.5pt leading

Alignment: Centred

#### 4. Sequential Numbers

### Technical Specifications

Printing: Black (please note pink sequential numbers)

Dimensions: 190mm x 40mm

Paper Stock: Local Vendor

Finishing: Hole punched on the left hand side for hanger. Perforated once.

Scored and folded on the long edge of the customer copy



# 34

## 34

OPENING SOON  
[www.34-restaurant.co.uk](http://www.34-restaurant.co.uk)



## COMMUNICATION

---

### 3.1 HOARDINGS

---

When considering external hoardings the following must be adhered to:

Use of logo

Background colour

Key Messages - e.g. Open as usual. Opening September 2013.  
Opening this Autumn. Website address

Inclusion of the website address is mandatory on all hoardings

**For any questions or assistance regarding artwork and design, please contact**

E: [marketing@caprice-holdings.co.uk](mailto:marketing@caprice-holdings.co.uk)

T: +44 (0) 20 7307 5760

CAPRICE

holdings limited

34

**FOR ANY QUESTIONS OR ASSISTANCE REGARDING ARTWORK AND DESIGN, PLEASE CONTACT**

**E: [marketing@caprice-holdings.co.uk](mailto:marketing@caprice-holdings.co.uk)**

**T:+44 (0) 20 7307 5760**