

BAM-BOU

VISUAL STANDARD GUIDELINES 2010



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- 1.4 Colour Palette
- 1.5 Iconography
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2.0 Branded Applications

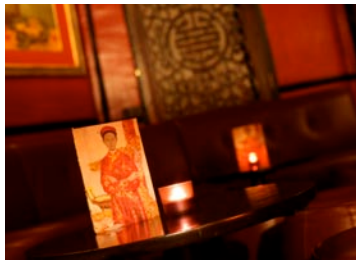
- 2.1 Business Card
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- 2.4 A La Carte Menu
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BAM-BOU





1.1 OUR BRAND

Spread over four storeys of an elegant Georgian townhouse in the heart of chic Fitzrovia, Bam-Bou is a favourite with a cosmopolitan clientele drawn from the media and advertising professionals of Charlotte Street and adventurous diners from all over London. The south-east Asian menu expertly fuses ingredients and flavours from Thailand, China and Vietnam, service is discreet and attentive, and the atmosphere is peaceful and deeply relaxing. Furnished in French-Vietnamese colonial style, with lacquer walls and ornamental screens, the network of two dining rooms, four private rooms and top-floor cocktail bar makes this a hideaway haven which, though consistently popular, still feels like an insider's secret.

B A M - B O U

FULL COLOUR

B A M - B O U

BLACK

B A M - B O U

WHITE-OUT

B A M - B O U

CAPRICE | holdings limited

THE BRAND

1.2 BRAND IDENTITY

The logo

There are different ways in which the Bam-Bou logo can be used.

1. Full colour
2. Black
3. White-out

Please ensure that the logos legibility is in no way compromised and that the different colours are all equally visible against the background. When placing the logo over a coloured background, use the white-out design. The full colour logo works best on a white background.

Brand spelling

Bam-Bou is often mis-typed and when typed as copy, it **MUST** only ever be spelt Bam-Bou. Not Bam-bou or Bambou or bambou 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 Bam-Bou branded applications.
- Maintain the height by width aspect ratio.

Do not:

- Change the colour of the logo.
- Change the orientation of the words 'Bam-Bou'.
- Rotate the logo.

BAM-BOU

CLEAR SPACE REQUIREMENTS



MINIMUM HEIGHT 5MM



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.

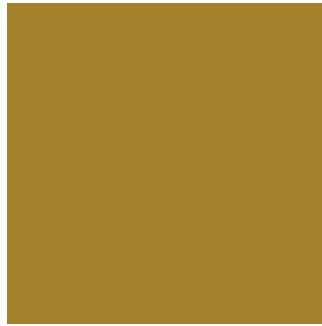
The logo should never appear less than 5mm in total height.



SPOT PANTONE 485
C0 M95 Y100 Y0
R195 G38 B31



100% BLACK
R0 G0 B0



SPOT PANTONE 8640
R152 G126 B53

1.4 COLOUR PALETTE

Primary colour palette

Three primary colours have been created to distinguish the Bam-Bou 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.

BAM-BOU

THE BRAND



1.5 ICONOGRAPHY

The Brand Icon image appears on varying Branded Applications. Please be careful to apply this image correctly.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

Gill Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

Gill Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

Gill Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

Times New Roman Bold

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

Gill Sans is available in Regular, Light and Bold weights and is to be used for all communication **except** the Bam-Bou Menu inner and the Private Hire Pages

Secondary Typeface

Times New Roman is available in Regular and Bold weights

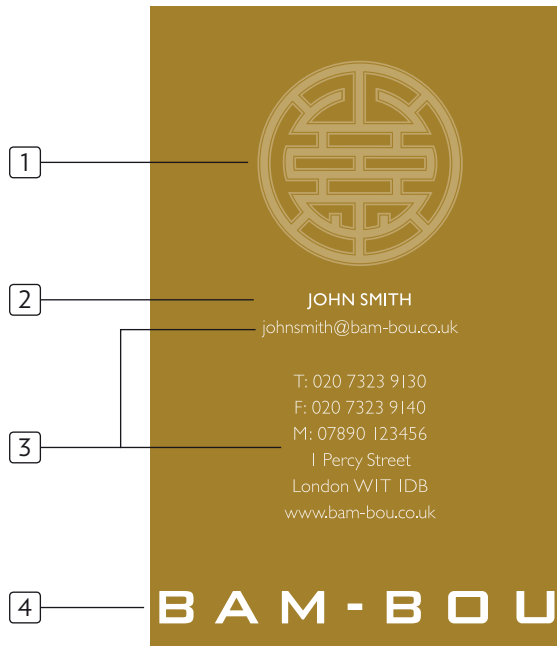
NOTE:

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

BAM-BOU

2.0 BRANDED APPLICATIONS





Business Card Front



Business Card Reverse

2.1 BUSINESS CARD

Design Specifications

Front

1. Brand Roundel

Colour: 85% tint of Metallic Gold Pantone 8640

2. First name, last name:

Font: Gill Sans regular, capitals

Size: 6.6pt on 7.92pt leading

Alignment: Centred

Colour: White-out

3. Address, telephone, fax, mobile, website and email

Font: Gill Sans light, sentence case

Size: 7pt on 9.8pt leading

Alignment: Centred

Colour: 40% tint of Metallic Gold Pantone 8640

4. Brand Logo

Colour: White-out

Reverse

Brand Icon image

Technical Specifications

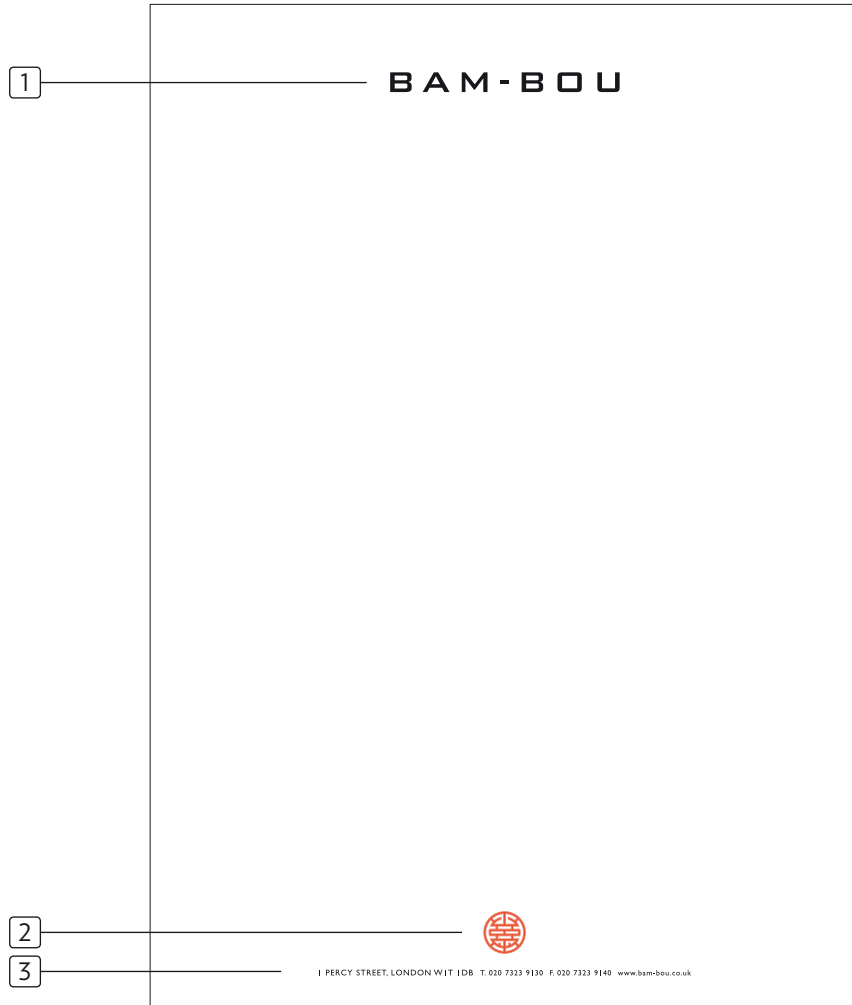
Printing: Front: Metallic Gold Pantone 8640

Reverse: CMYK

Dimensions: 5.5 cm (W) x 8.5 cm (H)

Paper Stock: 350gsm silk coated board

Finishing: Matt lamination both sides



2.2 LETTERHEAD

Design Specifications

1. Brand Logo

Colour: 100% Black

2. Brand Roundel

Colour: Pantone 485

3. Address, telephone, fax & website

Font: Gill Sans regular, capitals

Size: 6.5pt on 7.8pt leading

Alignment: Centred

Colour: Black

Technical Specifications

Printing: 2 Colour, Pantone 485 and Black

Dimensions: A4

Paper Stock: 120gsm Rives Tradition in pale grey



DL Envelope Front



DL Envelope Reverse

2.3 DL ENVELOPE

Design Specifications

1. Brand Logo
2. Brand Roundel

Technical Specifications

Printing: 2 Colour, Pantone 485 and Black

Dimensions: DL

Paper Stock: 120gsm Rives tradition in pale grey

<p>BEERS</p> <p>LAGER 1.00 1.00 1.00 1.00 1.00 PILSENER 1.00 1.00 1.00 1.00 1.00 ALE 1.00 1.00 1.00 1.00 1.00</p> <p>CHAMPAGNE COCKTAILS</p> <p>CHAMPAGNE 1.00 CHAMPAGNE COCKTAIL 1.00 CHAMPAGNE COCKTAIL 1.00</p> <p>SAM-SOU COCKTAILS</p> <p>CHAMPAGNE 1.00 CHAMPAGNE COCKTAIL 1.00 CHAMPAGNE COCKTAIL 1.00</p> <p>WHISKY and BOURBON</p> <p>WHISKY 1.00 BOURBON 1.00 WHISKY 1.00</p> <p>COFFEE</p> <p>COFFEE 1.00 COFFEE 1.00 COFFEE 1.00</p> <p>EASTERN INFUSIONS AND TEAS</p> <p>TEA 1.00 TEA 1.00 TEA 1.00</p> <p>JICES AND COLD TEAS</p> <p>JICES 1.00 COLD TEAS 1.00</p> <p>PRIVATE DINING AT SAM-BOU</p> <p>PRIVATE DINING 1.00 PRIVATE DINING 1.00 PRIVATE DINING 1.00</p> <p>VIRGIN</p> <p>VIRGIN 1.00 VIRGIN 1.00 VIRGIN 1.00</p>	<p>WHISKY and BOURBON</p> <p>WHISKY 1.00 BOURBON 1.00 WHISKY 1.00</p> <p>COFFEE</p> <p>COFFEE 1.00 COFFEE 1.00 COFFEE 1.00</p> <p>EASTERN INFUSIONS AND TEAS</p> <p>TEA 1.00 TEA 1.00 TEA 1.00</p> <p>JICES AND COLD TEAS</p> <p>JICES 1.00 COLD TEAS 1.00</p> <p>PRIVATE DINING AT SAM-BOU</p> <p>PRIVATE DINING 1.00 PRIVATE DINING 1.00 PRIVATE DINING 1.00</p> <p>VIRGIN</p> <p>VIRGIN 1.00 VIRGIN 1.00 VIRGIN 1.00</p>	
<p>CHAMPAGNE</p> <p>CHAMPAGNE 1.00 CHAMPAGNE 1.00 CHAMPAGNE 1.00</p> <p>WHITE</p> <p>WHITE 1.00 WHITE 1.00 WHITE 1.00</p> <p>SET MENU</p> <p>SET MENU 1.00 SET MENU 1.00 SET MENU 1.00</p>	<p>STARTERS</p> <p>STARTERS 1.00 STARTERS 1.00 STARTERS 1.00</p> <p>MAINS</p> <p>MAINS 1.00 MAINS 1.00 MAINS 1.00</p> <p>SIDE ORDERS</p> <p>SIDE ORDERS 1.00 SIDE ORDERS 1.00 SIDE ORDERS 1.00</p> <p>DESSERTS</p> <p>DESSERTS 1.00 DESSERTS 1.00 DESSERTS 1.00</p>	<p>ROSÉ</p> <p>ROSÉ 1.00 ROSÉ 1.00 ROSÉ 1.00</p> <p>RED</p> <p>RED 1.00 RED 1.00 RED 1.00</p> <p>DESSERT WINE AND PORT</p> <p>DESSERT WINE AND PORT 1.00 DESSERT WINE AND PORT 1.00 DESSERT WINE AND PORT 1.00</p>

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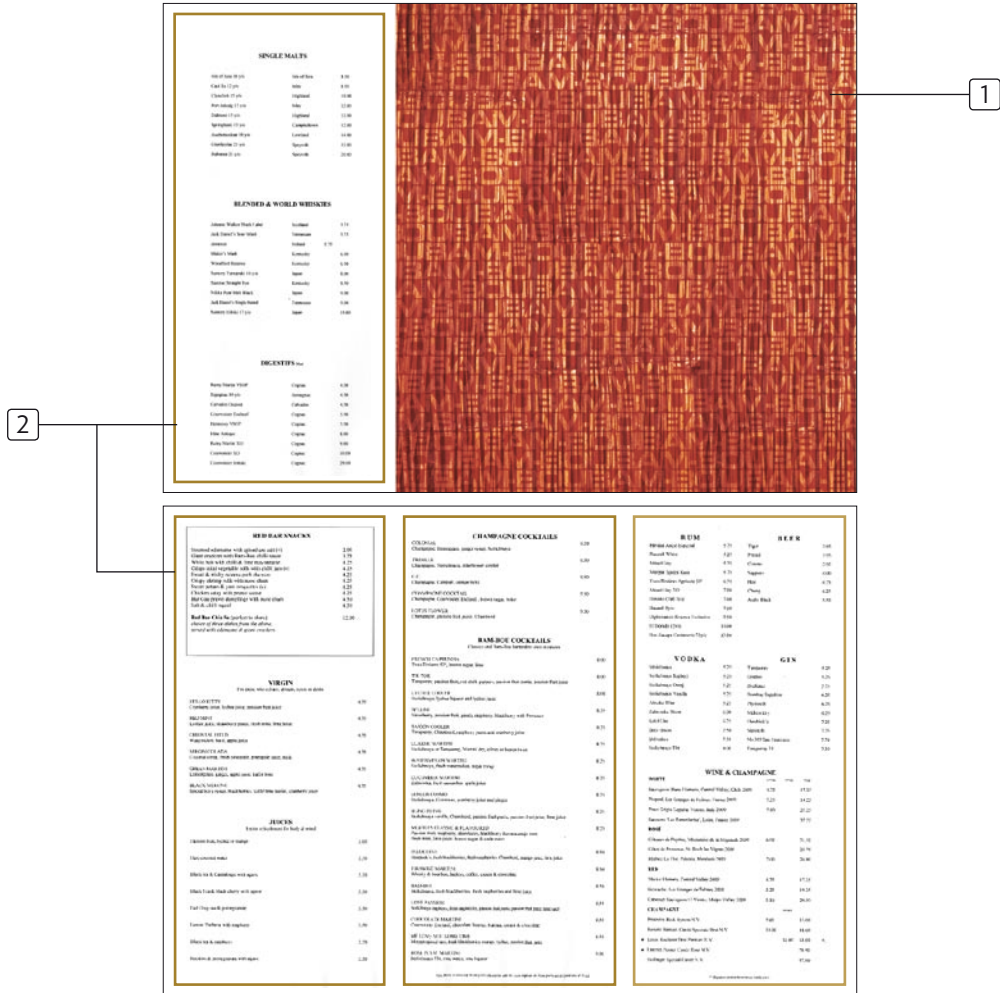
2.4 A LA CARTE MENU

Design Specifications

- Outer
 - Brand Logo Montage
 - Metallic gold menu frames
- Inner
 - Metallic gold menu frames

Category: Gill Sans Bold, capitals, align centre
 Menu items: Gill Sans Regular, sentence case, align left

Technical Specifications
 Printing: CMYK and Metallic gold PMS 8640
 Dimensions: 42cm (W) x 29.7 cm (H)
 Paper Stock: 170gsm Popset Oyster



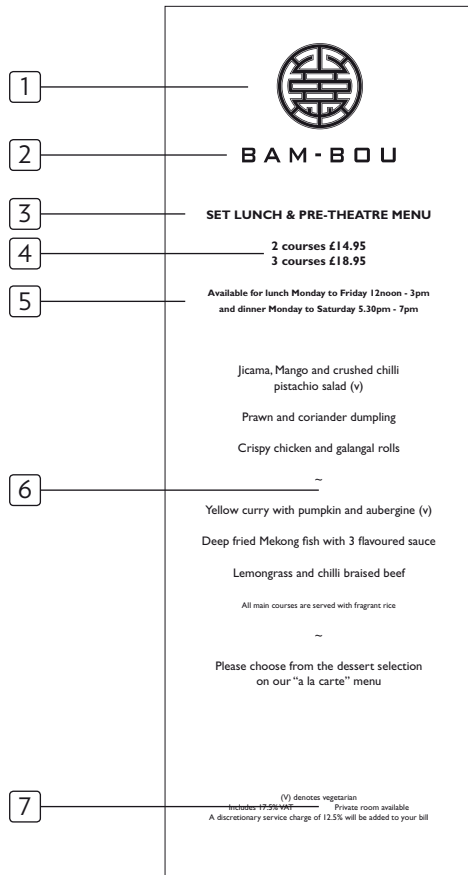
2.5 RED BAR MENU

Design Specifications

- Outer**
1. Brand Logo Montage
 2. Metallic gold menu frames
- Inner**
2. Metallic gold menu frames

Category: Times New Roman, capitals, align centre
 Menu items: Times New Roman, sentence case, align left

Technical Specifications
 Printing: CMYK and Metallic gold PMS 8640
 Dimensions: 42cm (W) x 29.7 cm (H)
 Paper Stock: 170gsm Popset Oyster



2.6 SET MENU

Design Specifications

1. Brand Roundel
2. Brand Logo
3. Text: Gill Sans bold, capitals
Size: 12pt on 15pt leading
4. Text: Gill Sans bold, sentence case
Size: 12pt on 15pt leading
5. Text: Gill Sans bold, sentence case
Size: 9pt on 15pt leading
6. Text: Gill Sans regular, sentence case
Size: 12pt on 15pt leading
7. Text: Gill Sans regular, sentence case
Size: 8pt on 9.6pt leading

Alignment: All Centred

Technical Specifications

Printing: Black
 Dimensions: 11cm (W) x 29.7 cm (H)
 Paper Stock: 170gsm Conqueror Cream

1 **BAM-BOU**

2 To be kept up to date with news and events from Caprice Holdings Ltd,
please fill in your details clearly below.

3 Name _____
Address Business / Home _____
Telephone No. _____
Email _____

4 1 Percy Street, London W1T 1DB Tel: +44 (0)20 7323 9130
www.bam-bou.co.uk

2.7 DATA CAPTURE CARD

Design Specifications

1. Brand Logo

Colour: White-out

2. Offer text

Font: Gill Sans light, sentence case

Size: 7.5pt on 9pt leading

Alignment: Centred

2. Client capture information

Font: Gill Sans light, sentence case

Size: 7.5pt on 9pt leading

Alignment: Left

4. Address, telephone, fax & website

Font: Gill Sans light, sentence case

Size: 6.5pt on 8pt leading

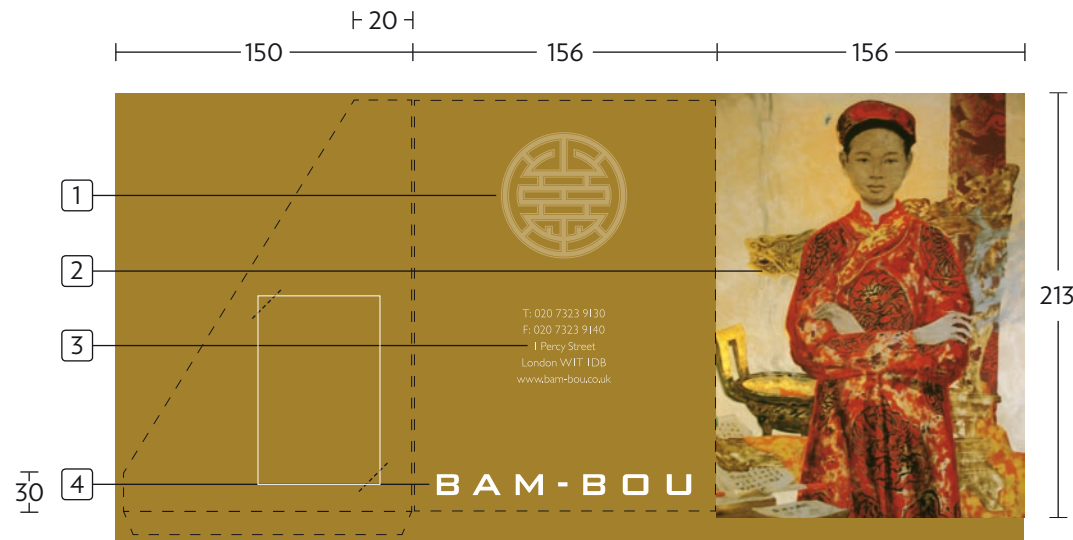
Alignment: Centred

Technical Specifications

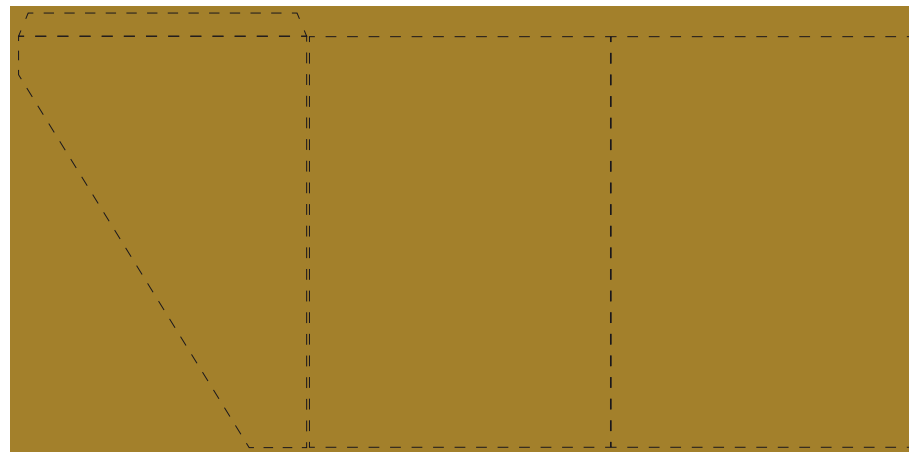
Printing: 1 Colour Metallic Gold Pantone 8640

Dimensions: 10 cm (W) x 7 cm (H)

Paper Stock: 335gsm Conqueror Diamond White



Outer (sizes in millimetres)



Inner

BRANDED APPLICATIONS

2.8 PRIVATE HIRE FOLDER

Design Specifications

Outer

1. Brand Roundel

Colour: 85% tint of Metallic Gold Pantone 8640

2. Brand Icon image

3. Address, telephone, fax and website

Colour: White-out

Font: Gill Sans regular, sentence case

Size: 17pt on 23.5pt leading

Alignment: Centred

4. Brand Logo

Colour: White-out

Technical Specifications

Printing: CMYK and Metallic Gold 8640

Finishing: Matt lamination both sides. Cut out with 5mm cap, diagonal pocket including business card slots

Dimensions: 46.8 cm (W) x 22.5 cm (H)

Paper Stock: 300gsm silk coated

1

2




Set in a striking Georgian townhouse, Bam-Bou is furnished throughout in a French-Vietnamese colonial style. The South East Asian influenced menu naturally uses ingredients from Thailand, China and Vietnam. There are five handsome dining rooms, four private rooms and a top-floor cocktail bar creating a four-storey hideaway haven. Stippling Charlotte Street at its south end, Bam-Bou is at the epicentre of Fitzrovia Chic.

Our private dining rooms vary in size: the first floor (30), the Ivory Room (20), the Chef's Room (8); the Private Dining Room (12); the Antic Room (12) and lastly the Red Bar (60), which can accommodate drinks and canapè receptions.

All rooms are available for filming, meetings, castings and other events. In addition to private dining for lunch or dinner and our Chef, Michelle Makaw, offers the choice of four banqueting menus especially for these areas, and canapés for less formal events or receptions. We will be happy to discuss special dietary requirements in order to tailor an appropriate menu.

Address: 1 Percy Street, Fitzrovia, London W1T 10R
Tel: 020 7329 3130 or 020 7329 3140
www.bam-bou.co.uk Email: reservations@bam-bou.co.uk
For private room enquiries: Private Room Reservations: 020 7329 3136
Email: private@bam-bou.co.uk

Please see opening hours, from to open, Monday to Friday (excluding bank holidays)

ESB BANQUET MENU

Giant crackers with Bam-Bou chili sauce

Crisp prawn & chilli spring rolls

Rice paper rolls with tofu, vegetables and nuoc cham

Bo to lot - ground beef with wild pepper leaves

Barbecued pork skewers

Bo kho - Aromatic braised beef

Five spice roast pork belly with pickled greens

Yellow curry with sweet potato and aubergine

Bream with chili and shallots baked in banana leaves

erved with:

Steamed fragrant rice

Bam-Bou style noodles

Stir fried seasonal Chinese greens

Star anise and stem ginger crème brûlée

Asian fruit plate

Baked chocolate pudding with mint chocolate chips

WINE & CHAMPAGNE

CHAMPAGNE 180ml 375ml 75cl

Prosecco Brut, Riviera N.V. 6.75 30.00

Renzard Brutier, Cuvee Speciale Brut N.V. 9.75 47.00

Louis Roederer Brut Premier N.V. 30.75 61.50

Ignorant Pensee Cuvee Rose N.V. 76.50

Bollinger Special Cuvee N.V. 92.00

WHITE 175ml 75cl

Sauvignon Blanc Okara, Central Valley, Chile 2009 4.50 16.75

Picpoul, Les Granges de Felmes, France 2008 5.00 18.50

Cabotini/Chardonnay Angelo, Italy 2008 5.25 19.50

Chenin Blanc Long Beach, South Africa 2009 22.50

Torreses, Finca La Florencia, Argentina 2008 23.00

Sauvignon Blanc Prestige, Vignas Loucas, France 2008 23.00

Maisonnie/Vignes, Domaine de la Cessane, France 2008 6.50 23.50

Pinot Grigio Lagaria, Veneto, Italy 2008 6.75 24.50

Muscadell de l'Avia et Madra, 'Su l'ar', France 2008 25.00

Chardonnay Invenza, Leyre, Chile 2008 25.50

Macon Village, Les Roses, France 2007 25.00

Albariño, Sucesores de Benito Santos, Spain 2008 25.00

Rocky Gully Picking, Wakers, Austral 2007 29.00

Gruner Veltliner 'G', Unger, Kamptal, Austria 2008 29.50

Sauvignon Blanc, Hill Slope, Marlborough, N.Z. 2008 30.00

Pinot Blanc, Les Eveques, Hugel, Alsace, France 2007 30.75

Oval di Gavi 'La Maddalena' S.Sanetto, Italy 2006 8.75 31.75

Chablis, Domaine des Kozanones, Burgundy, France 2007 34.75

Gewurztraminer, Jean-Philippe Spence, France 2006 35.00

Fouly Pommé, Serge Dagueneau, France 2008 36.25

Sancerre Les Renardes/Le Loire, France 2008 36.75

Gewurztraminer, Crestat Rieffel, France 2007 42.50

Chablis Le Clos Montmains, J.C. Bevin, Burgundy, France 2007 48.00

Chardonnay, Au Bon Climat, California, USA 2007 56.00

Meunault, Jabard-Morey, Burgundy, France 2006 66.50

ROSE 175ml 75cl

Coléaux de Perrière, 5.00 18.25

Mabec Le Roc, Puletra, Mendoza 2008 6.00 22.00

Colles de Provence, St. Roch les Vignes 2008 25.00

3

4

5

2.9 PRIVATE HIRE PAGES

Design Specifications

1. Brand Logo and Brand Roundel

2. Mood Image

3. Information pages

Font: Gill Sans Regular and Bold

Size: 10pt on 12pt leading

Alignment: Justified

4. Menus

Font: Gill Sans Regular and Bold

Size: 10pt on 12pt leading

Alignment: Centred

5. Wine and Cocktails

Font: Gill Sans Regular and Bold

Size: 10pt on 12pt leading

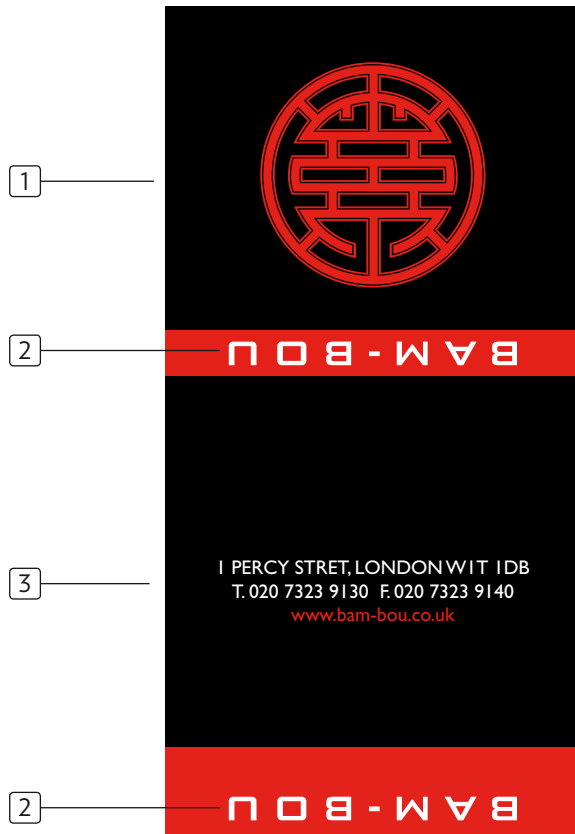
Alignment: Justified

Technical Specifications

Printing: CMYK

Dimensions: A5

Paper Stock: 120gsm Conqueror Cream



2.10 MATCHBOOK

Design Specifications

1. Brand Roundel

Colour: Spot Pantone 485

2. Brand Logo

Colour: White-out

3. Address, telephone, fax and website

Font: Gill Sans regular, capitals

Size: 7.5pt on 9pt leading

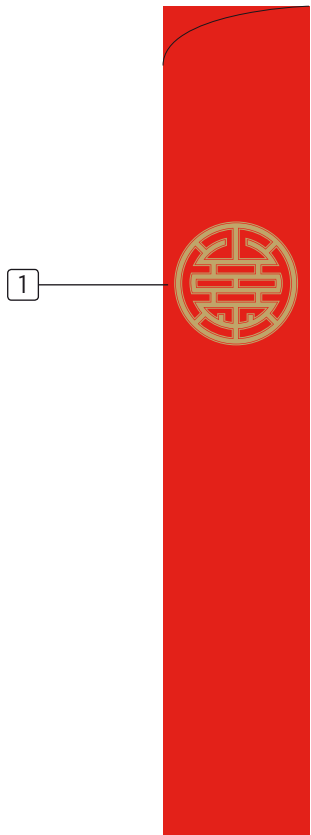
Alignment: Centred

Technical Specifications

Printing: 2 Colour Pantone 485 and Black

Dimensions: 5.5 cm (W) x 11 cm (H)

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



2.11 CHOPSTICKS HOLDER

Design Specifications

1. Brand Roundel

Technical Specifications

Printing: 1 Colour Gold foil block

Dimensions: 3 cm (W) x 17.5 cm (H)

Paper Stock: Uncoated stock. Please discuss with your local vendor to match outer colour to Pantone 485.



B A M - B O U

B A M - B O U

OPENING SOON

www.bam-bou.com



COMMUNICATION

3.1 HOARDING

When considering external hoardings the following must be adhered to:

Use of logo

Background colour

Key Messages - e.g. Open as usual. Opening September 2011.
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

T: +44 (0) 20 7307 5760

CAPRICE

holdings limited

B A M - B O U

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

E: marketing@caprice-holdings.co.uk

T:+44 (0) 20 7307 5760