

### **VISUAL STANDARD GUIDELINES 2010**



# Le Caprice

#### 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 Business Card
- 2.3 Letterhead
- 2.4 Small Letterhead
- 2.5 Compliment Slip
- 2.6 C6 Envelope
- 2.7 C4 Envelope
- 2.8 A La Carte Menu
- 2.9 Dessert Menu
- 2.10 Wine List
- 2.11 Drinks List
- 2.12 Bill Folder
- 2.13 Place Mat
- 2.14 Matchbook
- 2.15 Truffle Box
- 2.16 Truffle Box Cutter Information
- 2.17 Paper Bag
- 2.18 Drip Mat
- 2.19 Round Coaster

#### 3.0 Communication

3.1 Hoardings

holdings limited

CAPRICE



## Le Caprice

#### **THE BRAND**











#### 1.1 OUR BRAND

With its black and white décor, tiled floor, David Bailey photographs and long bar, Le Caprice is a model of urban elegance, but its reputation runs deeper. Opened in 1947 by Mario Gallati, former Maître d' of The Ivy, it was relaunched in 1981 and quickly became a social institution with a devoted international clientele who enjoy unsurpassed service and a lively atmosphere, expertly marshalled by its Director, Jesus Adorno. At the heart of Le Caprice's renown is an always fresh and imaginative modern British and European menu sourced from the finest suppliers; a typical list might combine woodpigeon, grilled squid, Devonshire duck and Baked Alaska.

In Autumn 2009, Le Caprice opened at The Pierre Hotel, New York, overlooking Central Park in the heart of Manhattan.

Le Caprice

#### FULL COLOUR

Le Caprice

BLACK

Le Caprice

#### WHITE OUT



#### THE BRAND

#### **1.2 BRAND IDENTITY**

#### The logo

There are different ways in which the Le Caprice 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.

#### Do:

- Refer to the visual standard guidelines for correct colour and, usage (refer 1.4 Colour Palette).
- Use the logo on all Le Caprice branded applications except on menu front covers.
- Maintain the height by width aspect ratio.

#### Do not:

- Change the colour of the logo.
- Change the orientation of the words 'Le Caprice'.
- Rotate the logo.

Le Caprice

#### CLEAR SPACE REQUIREMENTS



**MINIMUM HEIGHT 10MM** 

Le Caprice 10MM

#### **IDENTITY RESTRICTIONS**





CAPRICE holdings limited





#### **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.





PANTONE 280 R9 G69 B133 BLACK RO GO BO

#### **1.4 COLOUR PALETTE**

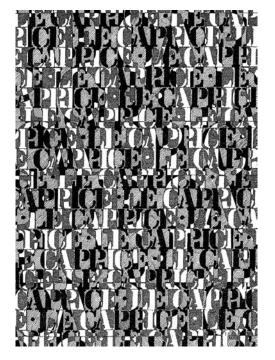
#### Primary colour palette

Two primary colours have been created to distinguish the Le Caprice 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.





**MENU IMAGE** 

#### **1.3 ICONOGRAPHY**

The Menu image only appears on the front of Menus.

Please be careful to apply this image correctly, i.e. the correct orientation and scale.

Le Caprice

#### ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789 Helvetica Light

#### ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 Copperplate 32 BC

#### ABCDEFGHIJKLMNOPQRSTUVWXYZ

#### ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Copperplate 33 BC

#### **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** Helvetica Light is to be used for the **all** communications.

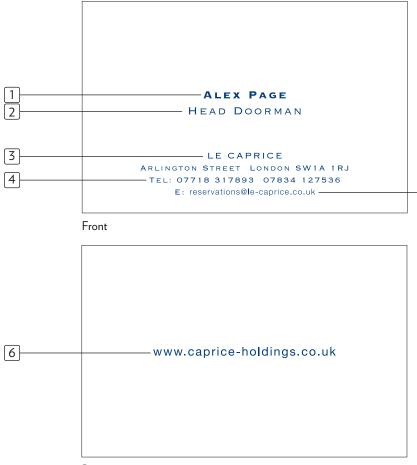
Secondary Typefaces Copperplate is available in 32BC and 33BC weights.

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

# Le Caprice

2.0 BRANDED APPLICATIONS

Le Caprice



#### Reverse

CAPRICE holdings limited

**BRANDED APPLICATIONS** 

#### 2.1 BUSINESS CARD

#### **Design Specifications**

#### Front

-[5]

 1. First name, last name:

 Font:
 Copperplate 33BC

 Size:
 10pt on 12pt leading

#### 2. Position:

Font: Copperplate 32BC Size: 10pt on 12pt leading

#### 3. Le Caprice

Font:Copperplate 32BCSize:8pt on 9pt leading

4. Address, telephone and fax Font: Copperplate 32BC Size: 8pt on 9pt leading

#### 5. Email Address

Font:	Helvetica Light,					
	lowercase					
Size:	6pt on 9pt leading					

#### Reverse

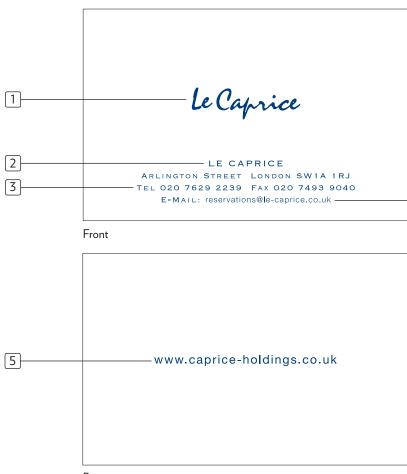
6. Website:	
Font:	Helvetica Light,
	lowercase
Size:	9pt on 9pt leading

#### Technical SpecificationsPrinting:Pantone 280

Dimensions: 8.6 cm (W) x 5.6 cm (H) Paper Stock: 300gsm Conqueror Oyster Wove

#### All text centred

Le Caprice



#### Reverse

CAPRICE

holdings limited

#### **BRANDED APPLICATIONS**

#### 2.2 RESTAURANT BUSINESS CARD

#### **Design Specifications**

#### Front

4

1. Brand Logo

2. Le Caprice Font: Copperplate 32BC Size: 8pt on 9pt leading

## 3. Address, telephone, fax and emailFont:Copperplate 32BCSize:7pt on 9pt leading

 4. Email Address

 Font:
 Helvetica Light, lowercase

 Size:
 6pt on 9pt leading

#### Reverse

5. Website: Font: Helvetica Light, lowercase Size: 9pt on 9pt leading

#### All text centred

#### **Technical Specifications**

Printing:Pantone 280Dimensions:8.6 cm (W) x 5.6 cm (H)Paper Stock:300gsm Conqueror Oyster Wove



 $\left[1\right]$ 

3

Le Caprice

# C STREET LONDON SW1A 1FT TEL 020 7529 2239 FAX 020 7493 8040

#### **BRANDED APPLICATIONS**

#### 2.3 LETTERHEAD

#### **Design Specifications**

#### 1. Brand Logo

2. Address, telephone and fax Font: Copperplate 32BC Size: 6.5pt on 9pt leading

#### 3. Legal Info

Font: Copperplate 32BC Size: 5pt on 9pt leading

# Technical Specifications Printing: Pantone 280 Dimensions: A4 Paper Stock: 100gsm Watermarked Conqueror Cream Wove



 $\left[1\right]$ 

3

# - Le Caprice ANUMETON ETHEET LONDON ENVIA INT TEL 000 7628 2238 FAX 020 7493 8040

#### **BRANDED APPLICATIONS**

#### 2.4 SMALL LETTERHEAD

#### **Design Specifications**

#### 1. Brand Logo

2. Address, telephone and fax Font: Copperplate 32BC Size: 6.5pt on 9pt leading

#### 3. Legal Info

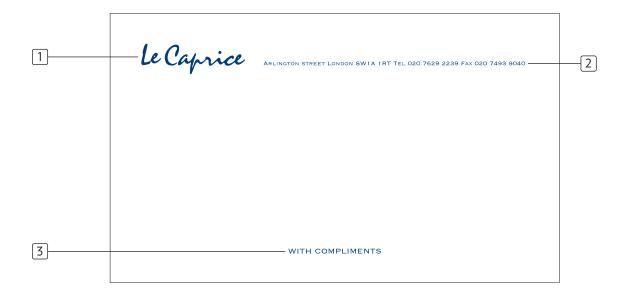
Font: Copperplate 32BC Size: 5pt on 9pt leading

#### Technical Specifications

Printing: Pantone 280 Dimensions: A5 Paper Stock: 100gsm Watermarked Conqueror Cream Wove







#### 2.5 COMPLIMENT SLIP

#### **Design Specifications**

1. Brand Logo

2. Address, telephone and fax Font: Copperplate 32BC Size: 6.5pt on 9pt leading

#### 3. With Compliments

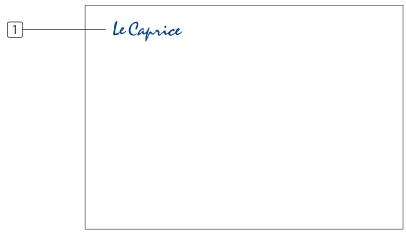
Font: Copperplate 32BC Size: 5pt on 8.5pt leading

#### **Technical Specifications**

Printing: Pantone 280 Dimensions: 15cm (W) x 9cm (H) Paper Stock: 100gsm Watermarked Conqueror Cream Wove







C6 Envelope Front

#### 2.6 C6 ENVELOPE

**Design Specifications** 

1. Brand Logo

Technical SpecificationsPrinting:Pantone 280Dimensions:C6Paper Stock:120gsm Conqueror High White Wove

Le Caprice

# 1 Le Caprice

C4 Envelope Front

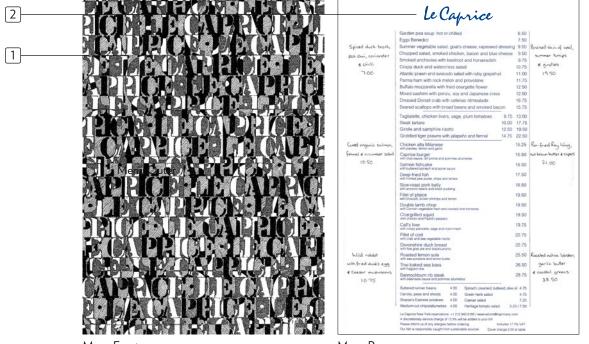
#### 2.7 C4 ENVELOPE

**Design Specifications** 

1. Brand Logo

Technical SpecificationsPrinting:Pantone 280Dimensions:C4Paper Stock:120gsm Conqueror High White Wove

Le Caprice



#### 2.8 A LA CARTE MENU

#### **Design Specifications**

#### Menu Front

1. Menu Image

#### Menu Reverse

2. Brand Logo Text: Helvetica Light, sentence case, align left Handwritten Specials:

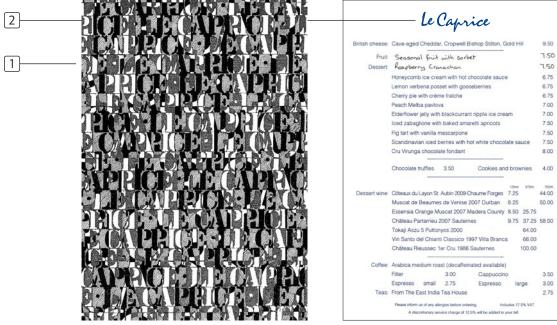
#### **Technical Specifications**

Printing: Pantone 280 and Black Dimensions: 21cm (W) x 29.7 cm (H) Paper Stock: 240gsm Popset Brilliant White

Menu Front

Menu Reverse

Le Caprice



Menu Front

Menu Reverse

#### 2.9 DESSERT MENU

#### **Design Specifications**

#### Menu Front

9.50 7.50

7.50

6.75

6.75

6.75

7.00

7.00

7.50

7.50

8.00

2.75

375mi

64.00

1. Menu Image

#### Menu Reverse

2. Brand Logo

Text: Helvetica Light, sentence case, align left Handwritten Specials:

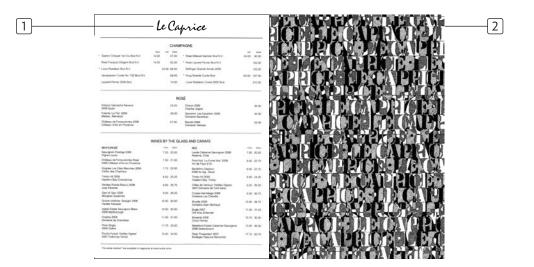
#### **Technical Specifications**

Printing: Pantone 280 and Black Dimensions: A5 Paper Stock: 240gsm Popset Brilliant White

holdings limited

CAPRICE





#### Wine List Outer

Le Caprice				Le Caprice —			
WHITE				RED			
	French a	and English	_		Fre	nch	
Masanne-Wigner 2028 Comarie de la Cassane	23.75	Chable for Cru Mantmains 2007 Joan-Claude Basan	84.00	Dites du Rhore 2008 Rouge Ch. Mari Redor	15.50	Orderannun-dur Page 2006 Dr. Marti Parkin	340
Saurigren Presige 2008 Vigne Laurai	26.25	Methods Dane: Ban; 2008 Demane de la Talle	57.00	Prosi Non 1a Fund Nur 2000 No de Pays d'Oc	29.00	Gigernales Costenieller 2006 Domates Guy Dariel	*
Weitham 2008	17.26	Poully-Future Verline Vignes' 2007 Colouray-Terrier	87.00	Sanii Orevani 2000 (Dis Bagelola Ordenani a Gontria 2005 hei Oden de Bonteaux	12.00	Chantage Mentachel Range 2006 Verles Vigner Bernard Ministe	
Meyanth Vittage Salector, Hampatore Wognier Les Dies Banches 2009		Realing Teleandery 2007 Domaine Onleng	es.00	Othes de Vertour Valles Vignes' 2007 Domene de Fant-Sane	34.00	Chilman La Cruie du Gay 2004 Persent Chilman Les Tros Chariteres 2002 Manager	-
Celler des Chartreux Muscadet Seives et Marke "Sur Lar' 2008	79.40	Mercurey Bare: Ser Cru Chartgo-Martin 2007 Donates Brute Longiture	72.00	Broute 2008 Cemarie Alan Michaut	36.75	Cite-Ritle 2006 Charteri le Seigner.	1
Dramaine la Marine		Characterie Manuacher 2008 Demand Minister	86.00	Onore Hermitage 2006 Domaine Las Diventes	37.00	Jean-Michel Gerin	-
Path Challin Chaude-Ecuaria 2008 Micro-La Roche Vinessa 2007 Okine Marin	20.00	Condress 2007 Christights Platean	92.00	Rastewart, Arvient 2006 Cities du Phône, Perin & File	38.25	Nulls 31 Georges 2004 Milo Camuzei Chilleau Graeuti Larree 2003 D. Julian	1
Gewardnenine Joseph Catto 2008	36.75	Pulgry Menhachst 2007 Title de Cooler Prencish IZ-Marren	W1.00	Bourgogne Pitot Not 2008 Comany Same Pite	4430	One de la Roche Grand Oro 2004 Gernarie Arland	5
Chables 2009 Damater da Culturiban	29.75	Mouranull Law Chouses 2007 Damama Patrick Javillar	97.00	Finute Las Moviers' 2008 Demains Michar Chignaid Pully Posge 2008 Jeen Baptale Ponest	44.30	Rennand Ter Ciry Grand Glos des Epends 1999 Demane de Caurtal	1
Poully-Fune 1.4 Chancel 2008 Durrane Patrick Coultons	41.00	Orders & Securate 200 Orders end-burge	139.00	Ordenan Part Vie Grand Co. 200 St. Ensine	47.00	Chilese Grand Pay Lacosis 1986	á
Bub New	45.00	Pulgey Mentachel 2007 for Ox Overage Careto Califor	163.00	Chillesia de Gally 2014 Dance Frances	\$4.00	Children Linville-Lan Cases	,
Jean Baptelle Ponest 2008 Sanciene Le Geller de la Thibaude 2018	45.00	Conton-Challersagne 2008 Grand Dru. Pattert Javiller	216.00	Charag-like Diseases 2007 Exemptine Mariland	67.3C	Jame Dis Classe 1985 St. Aylen	
Deneire Crochet		Billion & Monitor that 2002 Grand Dru. Domaine Latiance	522.00		Portugue	se and Spanish	
Nogreer Sainte Reur 2008 Denaine de Trainnes Varior	4.32	La Montacher 2006 Grand Dis, Herri Bollot	105.00	Nero d'Antés Sargevese 2000 Angelo Scriy	21.00	Roa Provided 2007 Bodeges Palacos Renonco	
Austrian	German	Italian and Spanish		Bandoine Classico 2009 Az Agr. Reval Deuro Tinec 2007 Churte de la Reval	29.00	Netliticito G Mencarello 2007 Pedmont Otro Beneriquer 2001 Privat	1
Angelo Calavello 2009 Chardomay	35.00	Grane Helline Spinger 2008 Headie Kanpas	8.0	Pinia Gonetuato' Cranza Basinga 2005		Barris Burate 200 Macane	1
Prot Grope 2008 (between	91.00	Attanto Ras Baras 2008 Losco de Mile Galeia	42.00	Tone San Milan Detertir d'Atta (2018), actano Sandrow	**.00	Alien Bodeges y Vredes 2005 Ribers del Duero	
Verdicitie & Daniell & Jee 2008 Chastic Satural	21.75	Prot Segn 2008 Dutre	43.00	Oheret Casserol Rearva 2001 His Rear	14.00	Vice Sole Lines' 1998 Rows del Davis	
Prot Banco 2008 Cantha Andrian	32.56	Saar Realing 2008 Van Volvern	44.00				
Verdejo Ruesta Diancio 2008 Jose Parlame	31.00	Tasa Piulans Galesi 2004 I Chir Colio Orental de Fru		Puterte La Fite Malber, 2008 Mendoza	The Ar	As this Climat Proit face 2007 Santa Maria Italey	
Can' ill Can' 2020 Morganii Superiore	35.75	Realing Snanopt Sterning? 2008 Proper, Rochau	40.00	Levila Calumint Saurgrov 2008 Reserve. Onio	28.00	Neveri 2004 Never Estate Crititingua Valey	۰,
	The A	mericas		Renards (008 Deco Terras	39.00	Progile Long Rutherford Merical 2006 News Value	P
La Per Severano Banc 2009 Merchan	28.78	Ouge When VogrenChardinney 2007 Ben Nacidi Santa Maria	47.00	Regin 2007 Del Erre Zethenkei	40.00	Two Biordes Caberrat 2007 Andrew Will Mashington Date	
Pulenta Estate Pinot Gaia 2009 Mercilica	26.00	Au Bon Climat Chandrenay 2006 Santa Barbara	18.00	Outer Winey South 2007 Central Count Texts Maria	42.00	Rolps Marte Bally 2004	25
Carero Callari Dharitryvey 2008 Minterey Sourty	28.50	Ramay Chardonney 2007 Hyde Wraysott Camaros Napa	121.00			California Saurgron Santa Crus	
Austr	vission a	nd South African				d South African	
Pecar Steam Dwain Bare 2009 Selectuach	25.56	Waterhold Estate Chardomay 2008 Statiscicoupli	38.00	Swidy Hill 2005 Hawke's Bay Tonly Practice of Database Technology	91.00	Perspite Proc Nor 2008 Cantral Utage	45.1
Tonly HE 2008 Heate's Bay Characteriay	11.00	habel Estate Saurgron Bare, 2008 Markenagh	36.50	Prentiand Extensi Bendeaun Blend 2004 Prankland River	44.00	Torbrack Cover Juveniles 2007 Barrows Valley	-
Pewery Vale 2008 Eden Valey Realing	36.00	Totowak Wookutwa 2008 Swalke	87.00	Theocean Shine 2004 Landscape Weyard Victoria	-46.00	Yame Yening Dry Red No.1 Califernial Servignon 2008 Victoria	84.0
				Waterford Ealahe Caberrel Saurigron 2006 Defendoral	n 46.00	Gaesrola Nantua Vineyard Pirot Nor 2008 Victoria	1

#### Wine List Inner

#### CAPRICE

holdings limited

#### 2.10 WINE LIST

#### **Design Specifications**

Wine List Outer 1. Brand Logo 2. Menu Image

Wine List Inner 1. Brand Logo

#### Menu Text

Category: Helvetica Light, capitals, align centre Item: Helvetica Light, title case, align left

#### **Technical Specifications**

Printing: Black Dimensions: 42cm (W) x 29.7 cm (H) Paper Stock: 240gsm Popset Brilliant White

Le Caprice



Menu Outer

Menu Inner

#### 2.11 DRINKS LIST

Design Specifications

#### Menu Outer

Menu Image
 Black menu frames

Menu Inner

2. Black menu frames

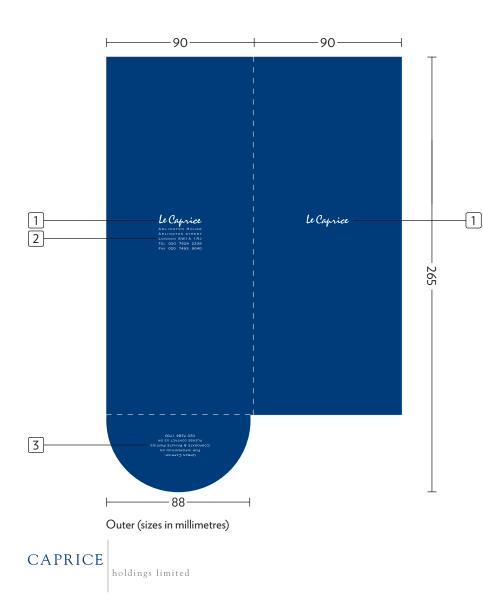
#### Menu Text

Category: Helvetica Light title case, align centre Item: Helvetica Light, title case, align left

#### **Technical Specifications**

Printing: Black Dimensions: 26cm (W) x 28 cm (H) Paper Stock: 240gsm Popset Brilliant White

Le Caprice



#### 2.12 BILL FOLDER

#### **Design Specifications**

#### 1. Brand Logo

2. Address, telephone and fax Font: Copperplate 32BC Size: 7pt on 9pt leading Alignment: Justified

3. General InformationFont:Copperplate 32BCSize:7pt on 9pt leadingAlignment:Centred

# Technical SpecificationsPrinting:Pantone 280Dimensions:26.5cm (W) x 18 cm (H)Paper Stock:240gsm Popset Brilliant White



1	Le Caprice	
	, ,	

#### 2.13 PLACE MAT

**Design Specifications** 

1. Brand Logo

Technical SpecificationsPrinting:BlackDimensions:A3Paper Stock:100gsm White Offset



 $\left[1\right]$ 

#### **BRANDED APPLICATIONS**



#### **Design Specifications**

1. Address and telephone Font: Helvetica Light Size: 8pt on 10pt leading

2. Brand Logo

All text centred

Technical SpecificationsPrinting:Pantone 280Dimensions:5.5 cm (W) x 11 cm (H)Paper Stock:Coated stock.

2-----Le Caprice



striker -

020 7629 2239

LONDON STREET LONDON SW1

----- reverse

holdings limited



#### 2.15 TRUFFLE BOX OUTER

#### **Design Specifications**

1. Address, website and telephoneFont:Copperplate 32BCSize:8pt on 12pt leading

2. Brand Logo

All text centred

Technical SpecificationsPrinting:Silver Foil BlockingDimensions:10.2 cm (W) x 20.2 cm (H)Paper Stock:270gsm Imperial Blue Colorplan265gsm matt silver foilboard oddment

CAPRICE

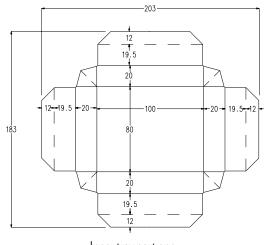
 $\left[1\right]$ 

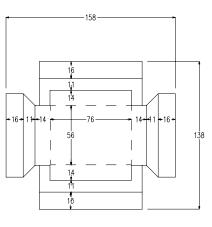
2

holdings limited

Le Caprice





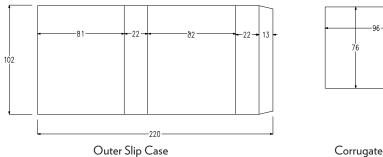


#### 2.16 TRUFFLE BOX CUTTER INFORMATION

Inner tray part one

Inner tray part two

x1



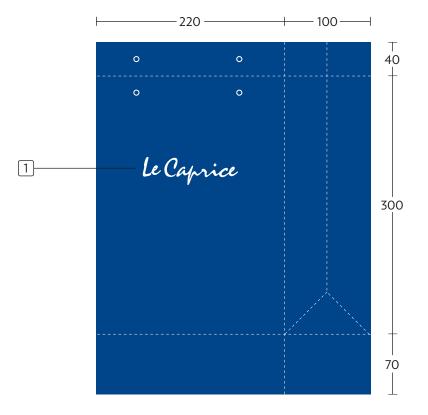


Corrugated paper

#### CAPRICE

holdings limited

Le Caprice



Sizes in millimetres

#### **BRANDED APPLICATIONS**

#### 2.17 PAPER BAG

**Design Specifications** 

1. Brand Logo

 Technical Specifications

 Printing:
 Pantone 280

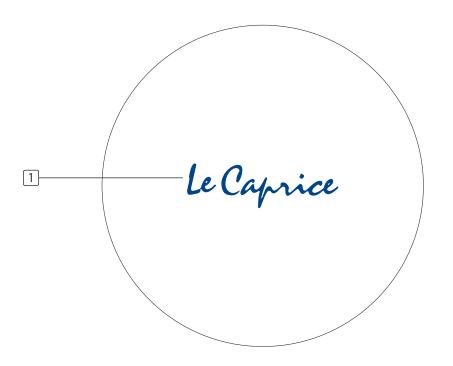
 Dimensions:
 30 cm (W) x 22 cm (H) Closed

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



CAPRICE

holdings limited



#### **BRANDED APPLICATIONS**

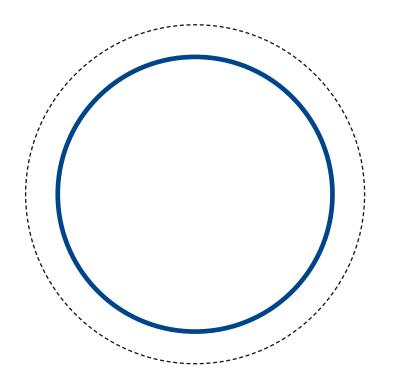
#### 2.18 DRIP MAT

**Design Specifications** 

1. Brand Logo

Technical SpecificationsPrinting:Pantone 280Dimensions:8.5 cm DiameterPaper Stock:Please discuss with your local vendor.





#### 2.19 ROUND COASTER

**Design Specifications** 

Technical SpecificationsPrinting:Pantone 280Dimensions:9 cm DiameterPaper Stock:Please discuss with your local vendor.



#### 3.0 COMMUNICATION

## Le Caprice

#### 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 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

Le Caprice

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

E: marketing@caprice-holdings.co.uk

T:+44 (0) 20 7307 5760

