

DAPHNE'S

VISUAL STANDARD GUIDELINES 2010



1.0 The Brand

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

2.0 Branded Applications

- 2.1 Business Card
- 2.2 Restaurant Business Card
- 2.3 Letterhead
- 2.4 Compliment Slip
- 2.5 DL Envelope
- 2.6 A La Carte Menu
- 2.7 Dessert Menu
- 2.8 Wine List Cover
- 2.9 Wine List Pages
- 2.10 Drinks List
- 2.11 Bill Folder
- 2.12 Bar Place Mat
- 2.13 Scribbler Pad
- 2.14 Greaseproof Paper
- 2.15 Private Hire Folder
- 2.16 Private Hire Pages
- 2.17 Private Hire Menu Holder
- 2.18 Matchbook
- 2.19 Paper Bag
- 2.20 Coaster

3.0 Communication

- 3.1 Hoardings

DAPHNE'S



DAPHNE'S

THE BRAND



1.1 OUR BRAND

Daphne's is a local restaurant with an international following, popular with Chelsea residents but a destination for visitors from around the world. Opened in 1964 by theatre agent Daphne Rye, it quickly became one of London's most fashionable haunts and has scarcely faltered since. The appeal lies not only in its seasonal Italian country cooking, sourced with an attention to detail that leaves others standing, but also in its natural warmth and effortless charm. This chic, understated restaurant is a delight all year round: in summer, the conservatory roof opens to create an alfresco feel; in winter, a blazing fire in the open brick hearth turns it into an intimate retreat.

In December 2002, Daphne's Barbados opened on beautiful Paynes Bay in St James. It has fast become a firm favourite with the jet set crowd of internationals that visit the island year round.

DAPHNE'S

BLACK

DAPHNE'S

WHITE-OUT

DAPHNE'S

METALLIC GOLD PMS 874

DAPHNE'S

CAPRICE |
holdings limited

THE BRAND

1.2 BRAND IDENTITY

The logo

There are different ways in which the Daphne's logo can be used.

1. Black
2. White-out
3. Metallic Gold PMS 874

Please ensure that the logo's 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.

Whenever writing Daphne's (without using the logo) in text, be sure to include the apostrophe, even in the case where the form is possessive.

Do:

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

Do not:

- Change the colour of the logo.
- Change the orientation of the words 'Daphne's'.
- Rotate the logo.



1.3 ICONOGRAPHY

The Brand Icon image appears on varying Branded Applications.

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

DAPHNE'S

CLEAR SPACE REQUIREMENTS



MINIMUM HEIGHT 5MM



IDENTITY RESTRICTIONS

~~DAPHNE'S~~

~~DAPHNE'S~~

~~DAPHNE'S~~

~~DAPHNE'S~~

CAPRICE

holdings limited

THE BRAND

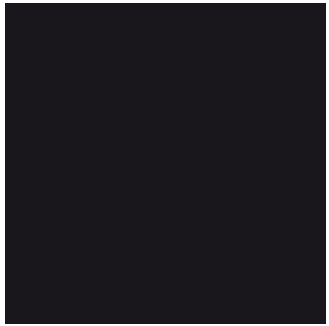
1.4 BRAND IDENTITY CONSIDERATIONS

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.



100% BLACK
RO GO B0



SPOT PANTONE 874
R185 G163 B115

1.5 COLOUR PALETTE

Primary colour palette

Two primary colours have been created to distinguish the Daphne's brand except those specifically and exclusively used only on Menu Outers. 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.

DAPHNE'S

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

Friz Quadrata

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

Garamond Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

Garamond Bold

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

Friz Quadrata is to be used for the **all** communication **except** Menu inner and the Private Hire Pages.

Secondary Typeface

Garamond is available in Book and Bold weights and is to be used **ONLY** on the Menu inner and the Private Hire Pages.

NOTE:

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

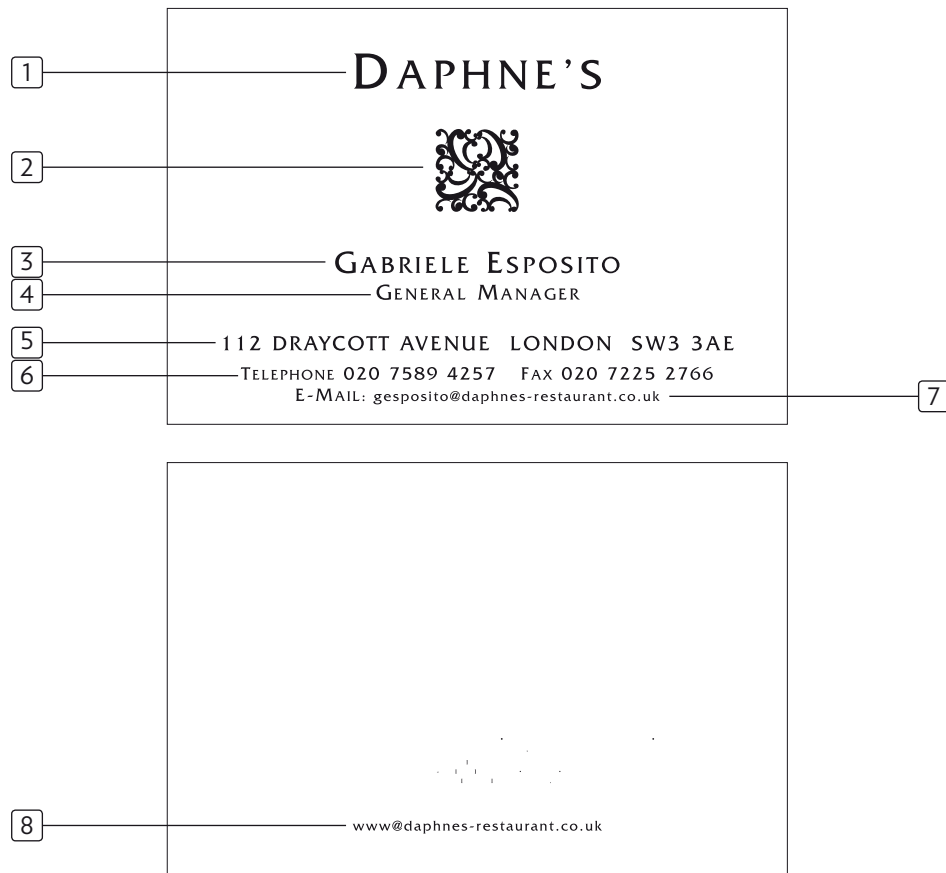
CAPRICE

holdings limited

DAPHNE'S

2.0 BRANDED APPLICATIONS





2.1 BUSINESS CARD

Design Specifications

Front

1. Brand Logo

2. Brand Icon Image

Finish: Blind Emboss

3. First name, last name:

Font: Friz Quadrata, small capitals

Size: 10pt on 12pt leading

4. Position:

Font: Friz Quadrata, small capitals

Size: 8.4pt on 10pt leading

5. Address

Font: Friz Quadrata, small capitals

Size: 8pt on 9pt leading

6. Telephone and fax

Font: Friz Quadrata, small capitals

Size: 7pt on 11pt leading

7. Email

Font: Friz Quadrata, small capitals
and lower case

Size: 5.5pt on 8pt leading

Reverse

8. Website:

Font: Friz Quadrata, small capitals

Size: 5.5pt on 8pt leading

All text centred

Technical Specifications

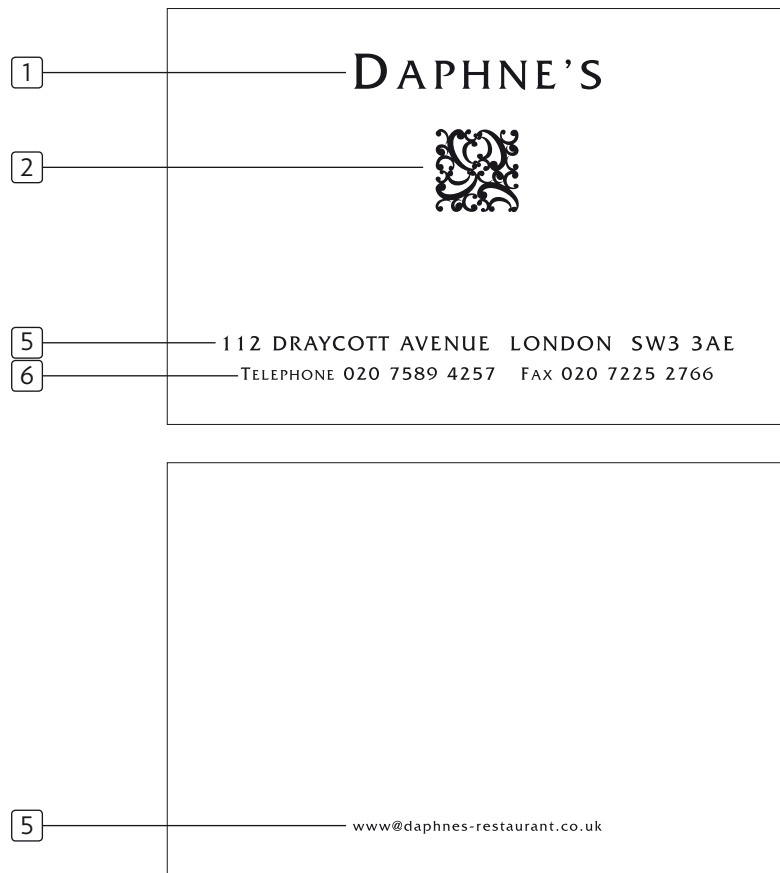
Printing: Black

Dimensions: 8.3 cm (W) x 5.6 cm (H)

Paper Stock: 300gsm Conqueror

Oyster Wove

Finishing: Blind emboss



2.2 RESTAURANT BUSINESS CARD

Design Specifications

Front

1. Brand Logo

2. Brand Icon Image

Finish: Blind Emboss

3. Address

Font: Friz Quadrata, small capitals

Size: 8pt on 9pt leading

4. Telephone and fax

Font: Friz Quadrata, small capitals

Size: 7pt on 11pt leading

Reverse

5. Website:

Font: Friz Quadrata, small capitals

Size: 5.5pt on 8pt leading

All text centred

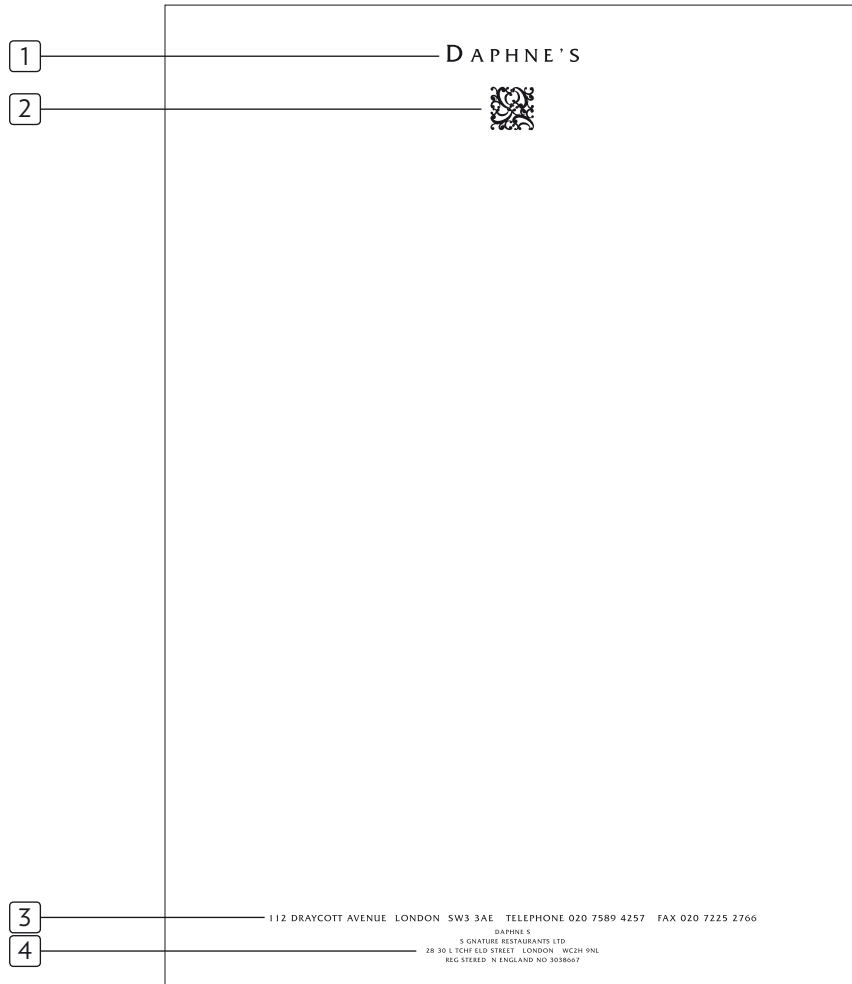
Technical Specifications

Printing: Black

Dimensions: 8.3 cm (W) x 5.6 cm (H)

Paper Stock: 300gsm Conqueror Oyster Wove

Finishing: Blind emboss



2.3 LETTERHEAD

Design Specifications

1. Brand Logo

2. Brand Icon Image

Finish: Blind Emboss

3. Address, telephone and fax

Font: Friz Quadrata, capitals

Size: 8pt on 9pt leading

4. Legal Info

Font: Friz Quadrata, capitals

Size: 5.5pt on 11pt leading

All text centred

Technical Specifications

Printing: Black

Dimensions: A4

Paper Stock: 100gsm Watermarked Conqueror Cream Wove

Finishing: Blind emboss



2.4 COMPLIMENT SLIP

Design Specifications

1. Brand Logo

2. Brand Icon Image

Finish: Blind Emboss

3. With Compliments

Font: Friz Quadrata, capitals

Size: 8pt on 9pt leading

4. Address, telephone, fax and website

Font: Friz Quadrata, capitals and lowercase

Size: 14pt on 11pt leading

All text centred

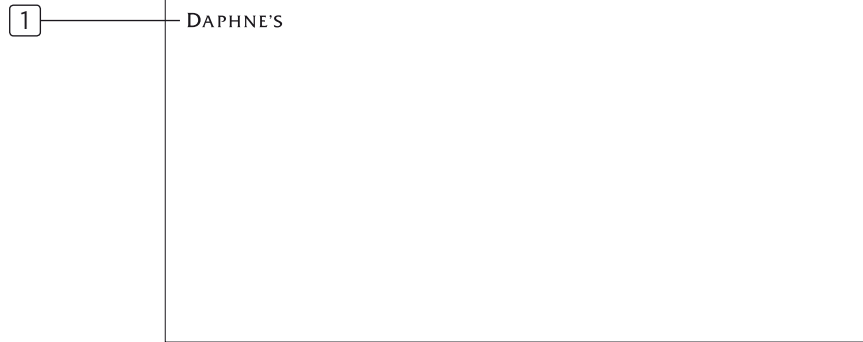
Technical Specifications

Printing: Black

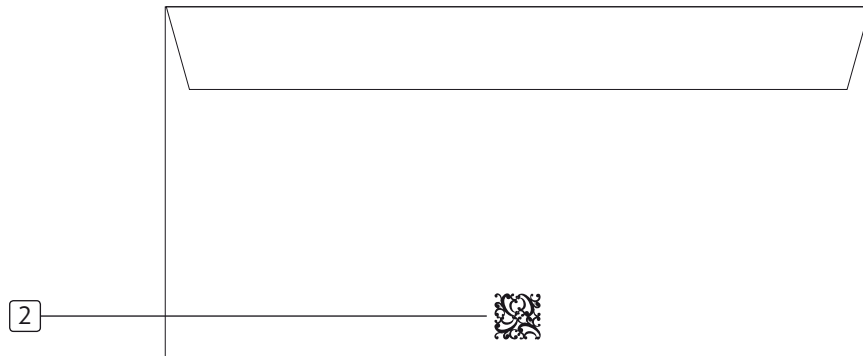
Dimensions: A4

Paper Stock: 100gsm Watermarked Conqueror Cream Wove

Finishing: Blind emboss



DL Envelope Front



DL Envelope Reverse

2.5 DL ENVELOPE

Design Specifications

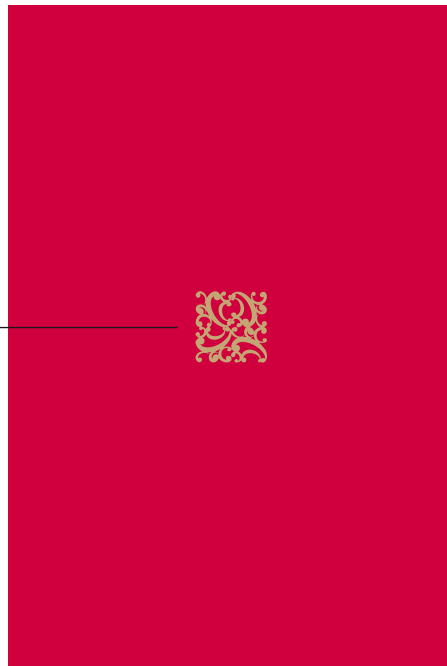
1. Brand Logo
2. Brand Icon Image

Technical Specifications

Printing: Black

Dimensions: DL

Paper Stock: 120gsm Conqueror Cream Wove



Menu Outer



Menu Inner

2.6 A LA CARTE MENU

Design Specifications

Menu Outer

1. Brand Icon Image

2. Set Menu border prints Black

Menu Inner

Category: Garamond Bold, capitals, align centre

Item Italian: Garamond Bold, title case, align left

Item English: Garamond Book, title case, align left

Technical Specifications

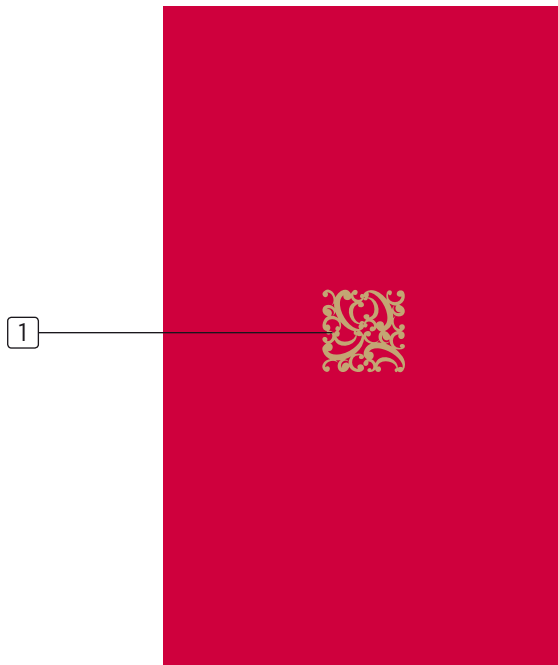
Printing:

Outer: Gold Foil Block and Spot Pantone 200

Inner: Black

Dimensions: 25cm (W) x 39 cm (H)

Paper Stock: 350gsm Advocate smooth natural



Menu Outer

DOLCI	
Selezione di Gelati o Sorbetti Selection of Ice Creams or Sorbets	5.50
Tiramisù Classic Italian Dessert	6.25
Pesche al Forno con Amaretti Roast Peaches with Amaretti	6.50
Panna Cotta con Fragole Panna Cotta with Strawberries	6.75
Cioccolato con Biscotto alla Polenta Chocolate Pot with Polenta Risotto	6.75
Piatto di Frutta con Sorbette Fruit Plate with Sorbet	7.00
Zabaglione con Lamponi Raspberry Zabaglione	7.50
Torta al Formaggio e Mirtilli Blueberry Cheesecake	7.75
Tartufo di Cioccolato e Frangelico Chocolate & Frangelico Truffles	3.50
FORMAGGI	
Selezione di Formaggi con Miele Selection of Italian Cheese with Honey	9.50
VINI PER DOLCI	
Moscato d'Asti, Poderi Marcarini 2008	7.00
Verduzzo 'Pass the Cookies' di Leonardo, Venezia-Giulia 2008	8.50
Vin Santo Tegrino, Livorno, Toscana 2004	14.50
Recioto di Soave 'Savoninini', Azi. Agr. Nardella, Veneto 2006	12.50
Chateau d'Yquem, 1er Grand Cru Classé, Sauternes 1998	209.00

www.daphnesrestaurant.co.uk Includes 17.5% VAT
A discretionary service charge of 12.5% will be added to your bill

Menu Inner

2.7 DESERT MENU

Design Specifications

Menu Outer

1. Brand Icon Image

Menu Inner

Category: Garamond Bold, capitals, align centre

Item Italian: Garamond Bold, title case, align left

Item English: Garamond Book, title case, align left

Technical Specifications

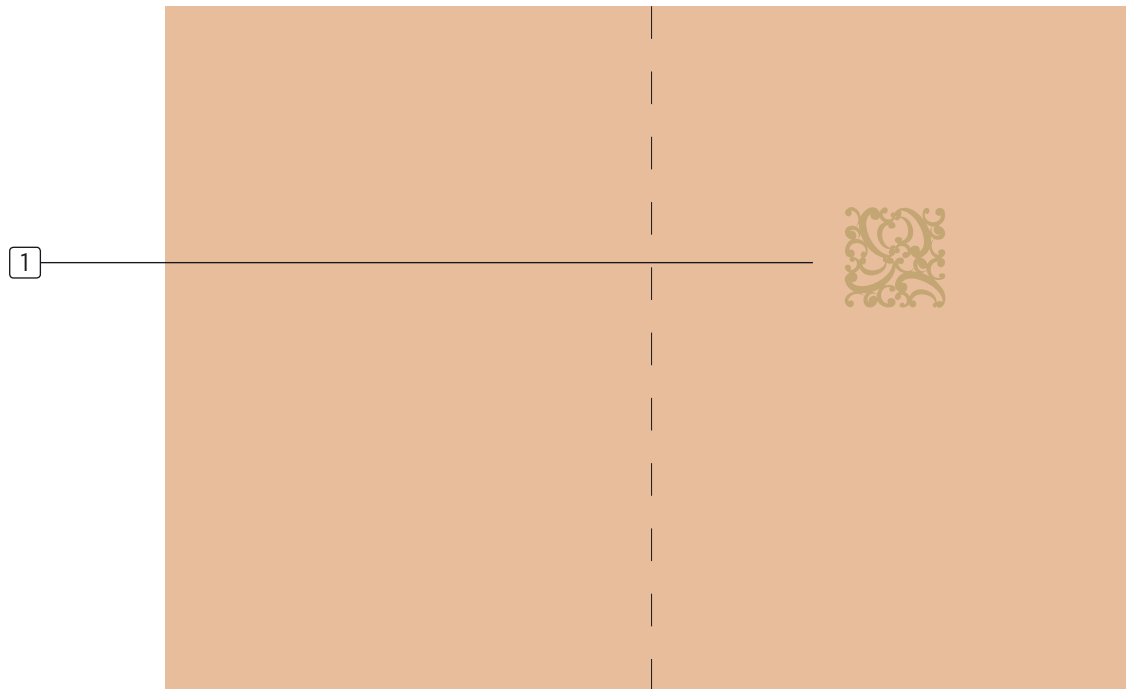
Printing:

Outer: Gold Foil Block and Spot Pantone 200

Inner: Black

Dimensions: 17cm (W) x 28 cm (H)

Paper Stock: 350gsm Advocate smooth natural



2.8 WINE LIST COVER

Design Specifications

1. Brand Icon Image

Technical Specifications

Printing: Gold Foil Block and Spot Pantone 728

Dimensions: 43 cm (W) x 30 cm (H)

Paper Stock: 540gsm Colorplan Bright White

Finishing: Two sided matt lamination

The folder uses a 'black elasticated menu band' to hold the pages in.

Please discuss with your local vendor.

VINI ITALIANI BIANCHI		GLI	CARATI	ETI
		170ml	200ml	250ml
FREBBIANO, RUBICONE, SOLIDORO, EMILIA ROMAGNA 2009		5,00	14,50	18,50
MALVASIA, PRIMO, COLLINI TRAVINE, ABRUZZO 2008				18,75
ANGELO CATAFRATTO, CHARDONNAY, SICILIA 2009				20,75
CHARDONNAY, CASTEL FRIBIANI, MEZZACORONA, TRENTO 2008	6,75	19,00	24,75	
SAUVIGNON BLANC, MONTAFIO, SICILIA 2008	7,75	22,00	27,25	
VERNACCIA DI SAN GIMIGNANO, TRUZZI, R. PITHORI, TOSCANA 2009				28,75
VERMENTINO DI SARDEGNA, BONILUIGI, SARDEGNA 2009				29,25
ORVETO CLASSICO, CASP. S. ANICOLI, UMBRIA 2009				29,50
VIRIDICCHIO DEI CASTELLI DI JESI, CLASSICO, SANTARELLI, MARCHE 2008				31,75
CAVI DI GAVI, MORGASSE SUPERIORE, PIEMONTE 2008	9,50	26,75	34,25	
PINOT GRIGIO DI LENDARDO, FRIULI 2009	9,50	27,25	34,75	
RIBLING, COLLI ORIENTALI, VALLE D'AOSTA 2008				35,75
PALANGHINA, FRUFI DI SAN GREGORIO, CAMPANIA 2008	10,75	30,75	39,25	
SOAVE CLASSICO, COLLE S. CALDERI, TREVISO 2008				41,00
MILLER, L'HERICAIL, PIRELLI S. ANICOLI, TRENTO 2008				43,00
CHARDONNAY, LE CAVI, FATTORIA LE TERRAZZE, MARCHE 2008				43,00
TUCCI FIOGLIANO, TIGRE DI CAMPO, ALVARO PICCOLI, FRIULI 2008				44,00
GRICO DI TURO, TERREDORA, CAMPANIA 2009	12,00	34,25	44,00	
REGOLA GIALLA, SAN RAFAEL, FRIULI 2007				47,00
SAUVIGNON, LES TRUFI, ALVARO PICCOLI, FRIULI 2008				48,00
PINOT DI AVELLANO, TERREDORA, CAMPANIA 2008				49,00
CHARDONNAY, ALANTEA, SICILIA 2007				54,00
CIRCONI VULVAR, FRIULINO 2008				55,00
PINOT GRIGIO, CAS. LE NERIE, ALVARO PICCOLI, FRIULI 2009				58,00
ETNA BIANCO, CUSIS BORGHI, SICILIA 2007				60,00
PINOT DI ANAGNI, VORBERG, RISERVA, CANTINA TERLAN, ALTO-ADIGE 2007				62,00
SAUVIGNON MALVASIA, MORGES ALBA, VIGNA DA DISTINTE, FRIULI 2007				68,00
BIANCO SECCO GIUGLI, BIELLI, VENETO 2007				75,00
CHARDONNAY, SOLE D'ORONA, TOSCANA 2008				80,00
NOVA DOMUS, TERLANER, CANTINA CAVINIA TERLAN, ALTO-ADIGE 2008				85,00
CIRVARO, CASTELLO DELLA SALA, ANTIENORI, UMBRIA 2007				107,00
DRAMA, BACCANO D'ORTELLO, BERGAMINI, FRIULI 2008				129,00
ROSSI BASI, ANGELO GAIA, PIEMONTE 2009				150,00

VINI ITALIANI ROSSI		GLI	CARATI	ETI
		170ml	200ml	250ml
SANGIOVESE RUBICONE, SOLIDORO, EMILIA ROMAGNA 2009		5,00	14,00	18,00
NERO D'AVOLA, SANGIOVESE, ANGELO, SICILIA 2008				20,75
MONTUPLICIANO D'ARBUZZO, ANGELO, ABRUZZO 2008	6,50	18,50	23,75	
MERLOT, CASTEL FRIBIANI, MEZZACORONA, TRENTO 2008	7,00	19,75	25,75	
PRIMITIVO, PETRAFITTA, AZ. MOCCHERO, PUGLIA 2008				27,50
CABERNET SAUVIGNON, CORTE GRANDI, VENETO 2008	7,75	22,00	28,25	
BAROLO CLASSICO, AZ. AGRI. RAVAL, VENETO 2009				29,00
VAPOLICELLA CLASSICO, SIRGA MIGNON, VENETO 2007				31,00
BARCO, BARELLI, S. AMBROGIO, LAZIO 2009				33,75
CHIANTI, CULLI SENESI, SALSCHETTO, TOSCANA 2008	10,00	28,25	36,25	
BARBERA D'ASTI, LA TRAVICOLA, CARLUCCI, PIEMONTE 2008				36,75
CABERNET FRANC, TURRE DI SAN LIONARDO, TRENTO 2005				41,50
DOLCETTO D'ALBA, BRICCO, MASCOLETTI, PIEMONTE 2007				43,00
AGLIANICO, VIGNA DI SAN SILVANOVA, CAMPANIA 2007	12,00	34,25	43,75	
NERO D'AVOLA, TRAZZI REFINI DI S. ANICOLI, LAZIO 2007				47,00
VINO NOBILE DI MONTALCINO, LA BRACCICIA, ANTIENORI, TOSCANA 2008				50,50
PINOT NERO, RISERVA MONTIGI, CANTINA TERLAN, ALTO ADIGE 2007	14,00	39,75	51,00	
SYRAH, PLANEA, SICILIA 2008				53,00
CHIANTI CLASSICO RISERVA, VILLA ROSA, TOSCANA 2007				54,00
ROSSO DI MONTALCINO, RINERLI, TOSCANA 2008				62,00
TANCHEDE, DONNATOFUGA, SICILIA 2008				66,00
KORBUS, SANGIOVESE, S. RAFFAELI, SARDEGNA 2008				74,00
TARBAR, VINO DI CAMPANIA 2005				77,00
AMMONICO, CLASSICO DELLA VAPOLICELLA, LA GARRETTA, VENETO 2008				79,00
BARBARICO, TRIGGIANI DI BARBARICO, PIEMONTE 2008				84,00
BAROLO, SAN TRIL VIGNA, LORRENZO ACCOGLIO, PIEMONTE 2002				86,00
CABERNET SAUVIGNON, BELL'ORONA, TOSCANA 2008				89,00
BAROLO, BRUNATE, FODRINI MARGARINI, PIEMONTE 2008				97,00
PINOT NERO, SAN MARIANO TENUTA J. HOFSTÄTTER, ALTO ADIGE 2009				107,00
BRUNELLO DI MONTALCINO, BIANCHI, TOSCANA 2003				113,00
COBBALA, CASTELLO DI BOSSI, TOSCANA 2004				116,00
CIPPABELLO, SOLE D'ORONA, TOSCANA 2005				124,00
GHAIKO AL TANGO, MARCHESI ANTIENORI, TOSCANA 2005				161,00
TIGNANELLO, MARCHESI ANTIENORI, TOSCANA 2008				172,00
SARCAIA, TENUTA SAN GIUDO, BOGHETTI, TOSCANA 2003				208,00
ORNELLAI, TENUTA DI L. ORNELLAIA, TOSCANA 2008				355,00
SOLAIA, MARCHESI ANTIENORI, TOSCANA 2001				375,00

2.9 WINE LIST PAGES

Design Specifications

Menu Text

Category: Garamond Bold, capitals, align centre

Item: Garamond Bold, title case, align left

Technical Specifications

Printing: Black

Dimensions: 42cm (W) x 29.7 cm (H)

Paper Stock: 170gsm Popset Oyster

2

DIGESTIVI ITALIANI		
Limone di Villa Manin	Sambuca Caprano	7.00
Amaretto Macerata	Prosecco Fava	7.00
Amaro Averna	Cakawerwika	7.00
Ernet Brenna	Muscatolarda	7.00
Frangiac	Casa Vena	7.00
Galliano L. Veronesi	Lozero-Tomaso	7.00
Galliano Rubinetto	Lozero-Tomaso	7.00
Sambuca Opul Nera	Nosua-Panama	7.00
Sambuca Meloni	Caldafreddi	7.00
Sorga	Beverno-Carpato	7.00
Reliberto Zucca	Minno-Carada	7.00
Frangiac Gioia Nera	Chet-Lao	7.00
Branca Mentis	Mino-Zarada	8.25
Amaretto Lucano	Muscatoletta	8.25
ARMAGNAC		
Bisquit VIK.O. Droumaing		9.50
Chateau de Lange		10.00
Dieront, Domaine de Laborde 1985 51°		19.50
COGNAC		
Betty Martin V.S.O.P.		8.00
Hennessey V.S.O.P.		9.00
Courvoisier Extraol		10.50
Blanc Antique		12.50
Betty Martin V.S.O.		19.00
Courvoisier V.S.O.		20.00
Courvoisier Initial		20.00
CALVADOS		
Duques V.S.O.P.		8.00
Comes V.V.		9.00
GRAPPA		
Grappa di Monforte		7.00
Public, Bioregnolo and Montebelluno		7.00
Grappa Torlonova		7.00
Frappato d'Alto Adige, Rosso, Verde and Pinole		7.50
Grappa Nardini Riviera		7.50
Supplisio, Pinot Nero, Pinot Grigio, Pinot Bianco, Pinot Nero		10.00
Grappa di Basilis		10.00
Blended wine brandy and dry fruit of cherry and orange peel		10.00
Grappa Tivolina Legai Stagionata di Frappato		11.00
Grappa di Longo, Pinot Nero and Pinot Grigio		11.00
Grappa Fragolino Nostre		13.00
Grappa di Santara		13.00
Grappa Jolly, Pinot Nero, Pinot Grigio		15.00
Grappa Jolly, Pinot Nero, Pinot Grigio		15.00

All prices are subject to change for conservation or other reasons in quantities of 50ml



1

I FRIZZANTI E S.C.	VODKA	GIN	
Prosecco Spumante di Base, Brut, Extra Dry, Brut, Extra Dry	Sokolovskaya	Tanganyika	7.00
Spritzer Apertivo	Alcohol	Coskova	8.00
Milano Cappelletti	Belvedere	Belvedere	8.00
Starofort, Milano Cappelletti	Grey Goose	Bombay Sapphire	8.00
Pure Mosaic, Milano Cappelletti	Chang	Plymouth Navy Strength	8.00
Prosecco, Spumante di Base, Brut, Extra Dry, Brut, Extra Dry	Sokolovskaya Elite	Hendrick's	8.00
All Italiani, Capone, Antico Pinella		Tanganyika No. 10	8.50
PROSECCO E CHAMPAGNE COCKTAILS	RUM		
Diageo's Division	Havana Amigo	Moscat Capp	7.00
Rosetta	Rosetta One	Bacardi 8 y/o	8.00
Floralito	Rosetta One	Moscat Capp	7.00
Class Champagne Cocktail	Capone Morgan	Tropic Rumors 1998	20.00
Angelo d'Argento			
Belletti (Fischer no. 10)			
COCKTAILS	BLENDED WHISKY		
Harvey's Harbour	Johnny Walker Black Label	7.00	
Diageo	James Watson Black Ginew	8.00	
Cardell-Negroni	Bushmills Black	8.00	
Espresso Martini	Jameson's 12 y/o	8.00	
Rosemary Martini	Red Bull James	8.50	
Deperito	Whisky & Maltky 13 y/o	10.50	
Blooming Italian			
NON ALCOHOLIC COCKTAILS	SINGLE MALT WHISKY		
Shirley Temple	Springbank 12 y/o Highland	8.00	
Virgin Mary	Edenvalley 12 y/o Highland	8.00	
Agave Liqueur	101 of James Supremacy	10.00	
Raspberry Tart	Ardbegrowley Wood Maniac	10.00	
Fruit Punch	The Dalmore 15 y/o Highland	10.00	
	Ardbeg Uigeadail Cask Strength	10.00	
	The Glenlivet 16 y/o Speyside	10.00	
	Caek 18 y/o Speyside	10.00	
	Highland Park 18 y/o Olden	10.00	
	Glenlivet 21 y/o Speyside	10.00	
	Mackinac 18 y/o Sherry Oak	20.00	
APERITIVI	JAPANESE, WORLD AND BOURBON		
Agave	Woodford Reserve	8.00	
Campari	Jack Daniel's	8.50	
Citrono	Jack Daniel's Single Barrel	9.50	
Coronno America Formula	Sauze Rye	10.00	
Cynar	White Whisky 12 y/o	20.00	
Ginetta Original			
Martini Rosso/Original			
Martini Rosso/Rosato			
Punt e Mes			

2.10 DRINKS LIST

Design Specifications

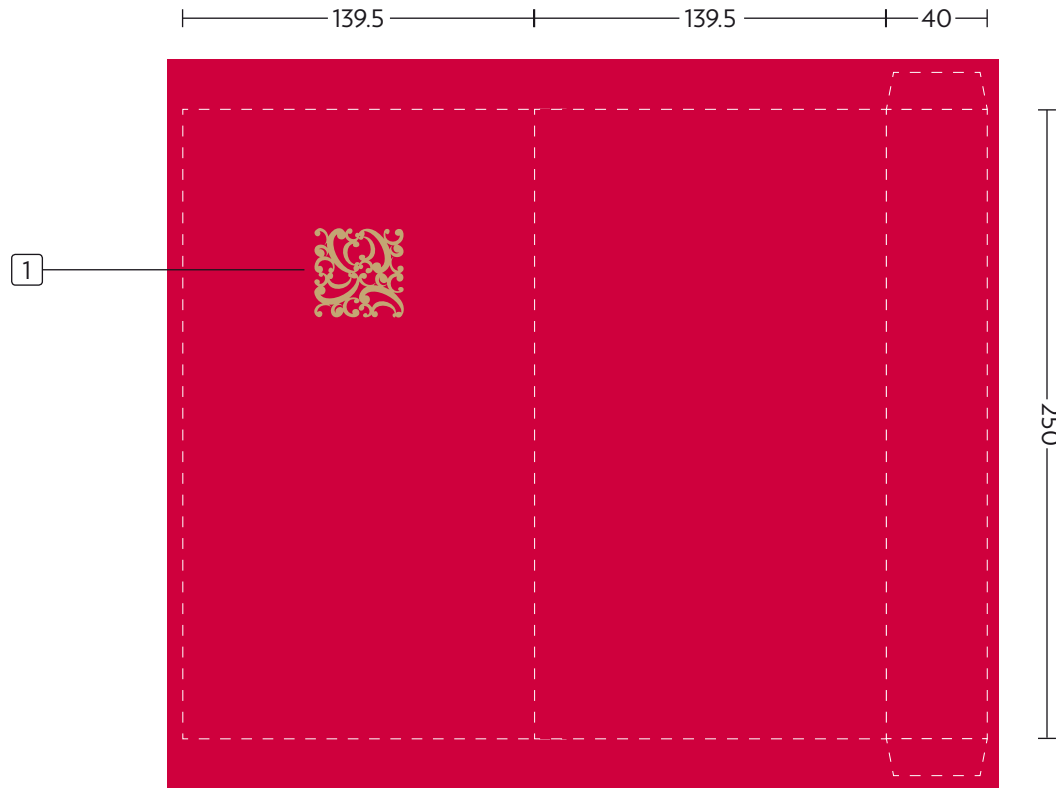
- Outer**
- Brand Icon Image
 - Metallic gold menu frames
- Inner**
- Metallic gold menu frames

Menu Text

- Category:** Garamond Bold, capitals, align centre
- Item:** Garamond Bold, title case, align left

Technical Specifications

- Printing:** Gold Foil Block, Spot Pantone 728 and Metallic Gold PMS 874
- Dimensions:** 42cm (W) x 29.7 cm (H)
- Paper Stock:** 170gsm Popset Oyster



Outer (sizes in millimeters)

2.11 BILL FOLDER

Design Specifications

1. Brand Icon Image

Technical Specifications

Printing: Gold Foil Blocking

Dimensions: 31.9cm (W) x 25 cm (H)

Paper Stock: 350gsm Colorplan Vermillion Smooth

Finishing: Two sided matt lamination

1



2.12 BAR PLACE MAT

Design Specifications

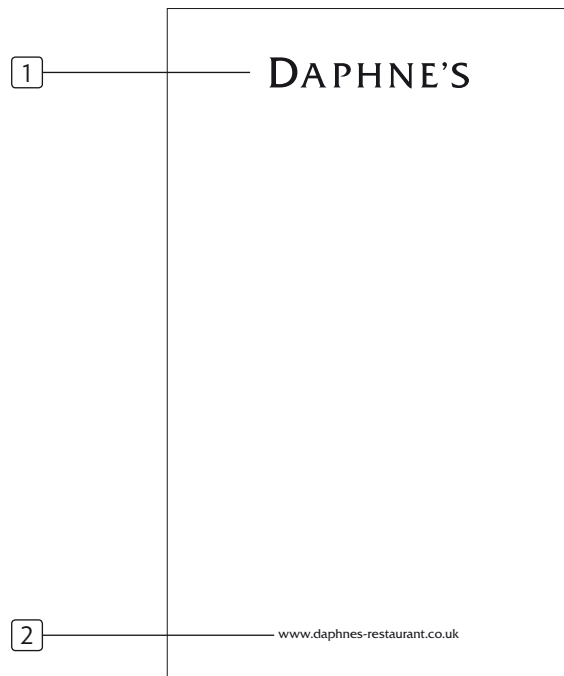
1. Brand Icon Image

Technical Specifications

Printing: Spot Metallic Pantone 874

Dimensions: A3

Paper Stock: 100gsm Conqueror Cream Wove



2.13 SCRIBBLER PAD

Design Specifications

1. Brand Logo

2. Website

Font: Friz Quadrata, lowercase

Size: 8pt

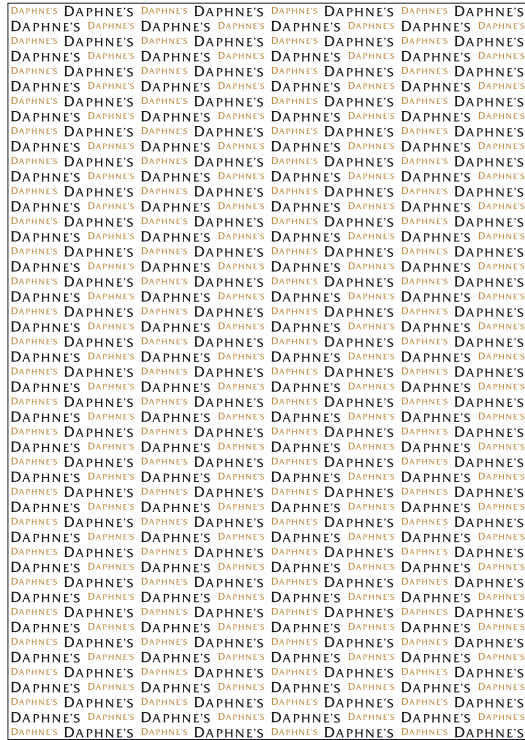
Technical Specifications

Printing: Black

Dimensions: 7.7 cm (W) x 12.7 cm (H)

Paper Stock: 100gsm Conqueror High White Wove

End Board: 340gsm on back



2.14 GREASEPROOF PAPER

Design Specifications

1. Brand Logo

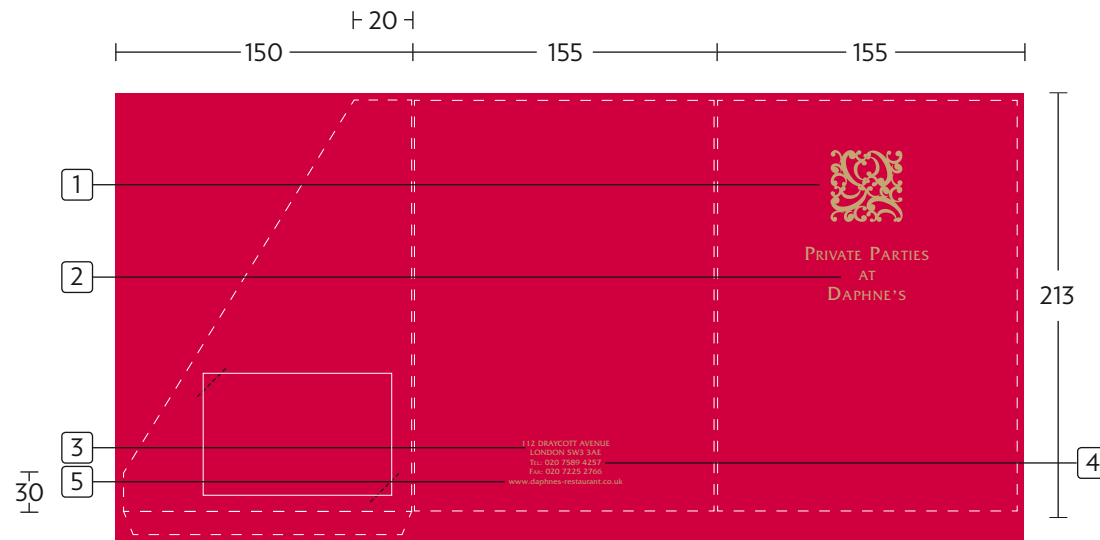
Please note that this application is only used when serving dishes such as signature dish Calamari Fritti

Technical Specifications

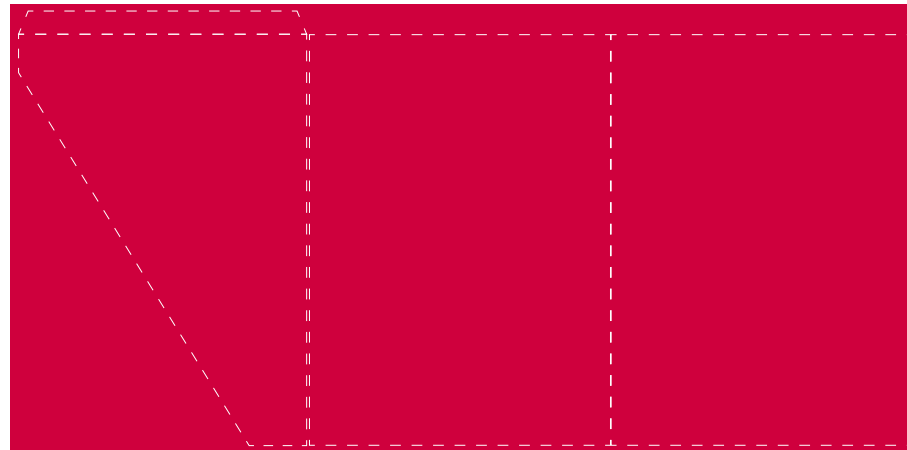
Printing: Black and Metallic Gold Pantone 874

Dimensions: 21 cm (W) x 29.7 cm (H)

Paper Stock: Greaseproof paper. Please discuss with your local supplier.



Outer (sizes in millimeters)



Inner

2.15 PRIVATE HIRE FOLDER

Design Specifications

Outer

1. Brand Square Motif

2. Title Text

Font: Friz Quadrata, small capitals

Size: 16pt on 24pt leading

3. Address:

Font: Friz Quadrata, capitals

Size: 11pt on 13.5pt leading

4. Telephone and fax:

Font: Friz Quadrata, small capitals

Size: 10pt on 12.5pt leading

5. Website:

Font: Friz Quadrata, lower case

Size: 8pt on 10pt leading

All text centred

Technical Specifications

Printing: Gold Foil Blocking

Finishing: Cut out with 5mm cap, diagonal pocket including business card slots

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

Paper Stock: 350gsm Colorplan Vermillion

1



The 'Conservatory' at Daphne's can accommodate private parties for up to 40 guests for lunch or dinner. In the summer months the retractable glass roof can be opened which is perfect for a more garden-party feel to your event. In the Winter, the open fire is lit to give a warm and welcoming atmosphere. All year round Daphne's conservatory is available for private parties from Sunday through to Friday.

We do insist that your party has one set menu, however you can re-arrange the dishes to create your ideal menu. We are happy to suggest alternative dishes for guests in your party with vegetarian, vegan or specific dietary requirements.

Booking enquiries should be made with our reservations team. To secure a booking a deposit will be required with the balance of the account payable by one person on the day of the event. There is no hire charge for the room, but there is a minimum spend for each party. Please see our Terms & Conditions of Business for further information.

FACILITIES

- Menus can be printed and dedicated to your requirement.
- Place cards can be supplied for your own use.
- Flowers are provided upon request at an extra cost.
- A dedicated team of waiters to cater for all your needs.
- A Champagne reception for your guests before they sit down for dinner.

2.16 PRIVATE HIRE PAGES

Design Specifications

1. Brand Icon Image

Text

Info text: Garamond Regular, sentence case, justified

Menus:

Category: Garamond Bold, capitals, align centre

Food Item: Garamond Bold, title case, align left

Technical Specifications

Printing: Metallic Gold Pantone 874

Dimensions: A5

Paper Stock: 170gsm Popset Oyster



2.17 PRIVATE HIRE MENU HOLDER

Design Specifications

1. Brand Icon Image

Technical Specifications

Printing: Metallic Gold Foil

Dimensions: 30.4 cm (W) x 21.2 cm (H) including 2mm scored spine

Paper Stock: (Outer) 270gsm Colourplan Vermillion Smooth finish

(Inner) duplexed on to 270gsm Colorplan Harvest Smooth finish

Finishing: Two sided matt lamination

The folder uses a 'black elasticated menu band' to hold the pages in.

Please discuss with your local vendor.



2.18 MATCHBOOK

Design Specifications

1. Brand Icon Image

2. Brand Logo

3. Telephone

Font: Friz Quadrata

Size: 13pt on 16pt leading

4. Address and website

Font: Friz Quadrata

Size: 8.5pt on 9.5pt leading

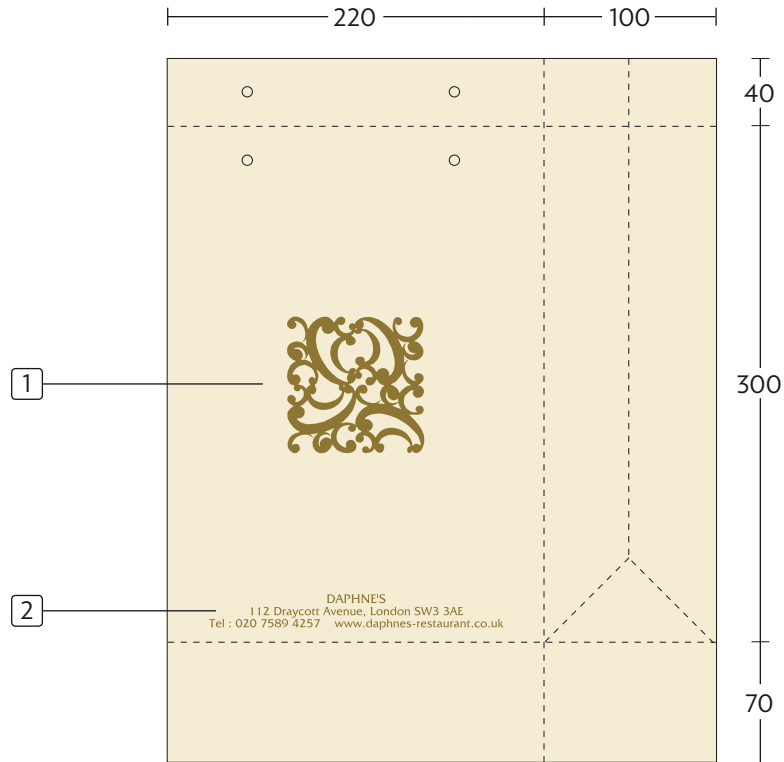
All text centred

Technical Specifications

Printing: Metallic Gold Pantone 874 and Black

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

Paper Stock: Uncoated stock. Please discuss base colour (PMS 4545) with your local vendor.



Sizes in millimeters

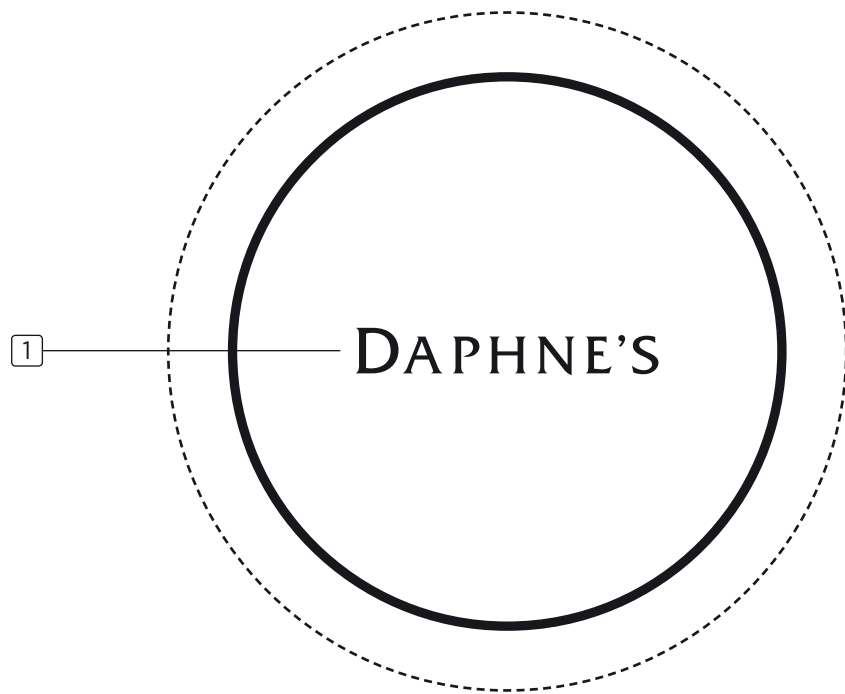
2.19 PAPER BAG

Design Specifications

1. Brand Icon Image
2. Address, Telephone and website
Font: Friz Quadrata
Size: 21pt on 20pt leading
Alignment: Centred

Technical Specifications

Printing: 2 Colour Spot Pantone 4545 and Metallic Gold Pantone 874
Dimensions: 30 cm (W) x 22 cm (H) Closed
Paper Stock: Coated stock. Please discuss with your local vendor.



2.20 COASTER

Design Specifications

1. Brand Logo

Technical Specifications

Printing: Black

Dimensions: 9 cm Diametre

Paper Stock: Please discuss with your local vendor.

DAPHNE'S

3.0 COMMUNICATION



DAPHNE'S



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

DAPHNE'S

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