

SCOTT'S

VISUAL STANDARD GUIDELINES 2010



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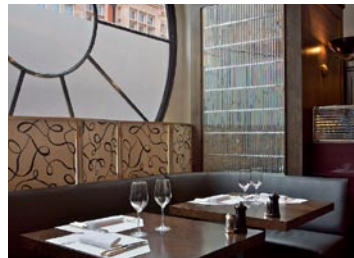
- 3.1 Hoardings

SCOTT'S



SCOTT'S

THE BRAND



1.1 OUR BRAND

Scott's is a name that resonates down the years: an oyster warehouse founded in 1851, by the time it moved to its current location in 1968, it was one of the most fashionable and glamorous seafood restaurants in town, famed as the site of Ian Fleming's discovery of the dry martini "shaken not stirred". Since its relaunch in 2005, Scott's has once again become the haunt of London's great and good and has been showered with awards. Martin Brudnizki's refurbishment brought a feel of timeless Art Deco glamour to the space, reinforced by work specially commissioned from leading British artists. The all-day menu also reflects its glittering heritage, serving the very finest traditional fish and seafood dishes alongside a variety of meat and seasonal game favourites in an atmosphere of urbane sophistication. Oysters, served at the elegant Oyster and Champagne Bar, are a house speciality. *All our fish are responsibly caught from sustainable sources.*

SCOTT'S

FULL COLOUR

SCOTT'S

REVERSED-OUT

SCOTT'S

CAPRICE | holdings limited

THE BRAND

1.2 BRAND IDENTITY

The logo

There are different ways in which the Scott's 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

Scott's is often mis-typed and when typed as copy, it **MUST** only ever be spelt Scott's. Not Scotts or Scots or Scot's or any other permutation.

Whenever writing Scotts'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 Scott's branded applications.
- Maintain the height by width aspect ratio.

Do not:

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

SCOTT'S

CLEAR SPACE REQUIREMENTS



MINIMUM HEIGHT 5MM



IDENTITY RESTRICTIONS



THE BRAND

1.3 BRAND IDENTITY CONSIDERATIONS

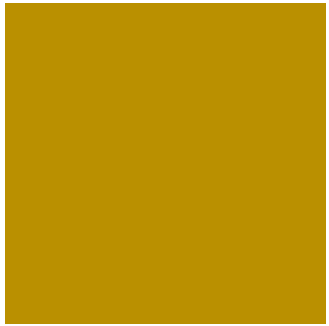
Logo spatial considerations

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.

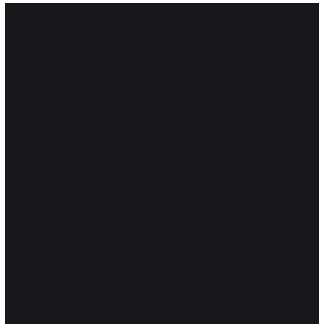
SCOTT'S



SPOT PANTONE 1255
C0 M27 Y100 Y34
R173 G141 B23



METALLIC PANTONE 871



100% BLACK
R0 G0 B0

THE BRAND

1.4 COLOUR PALETTE

Primary colour palette

Three primary colours have been created to distinguish the Scott's 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.

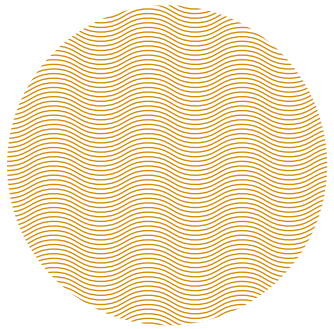
Be creative and tasteful with the use of the colour palette. Use care and attention when combining colours. Please do not introduce any other colours into the palette.

CAPRICE

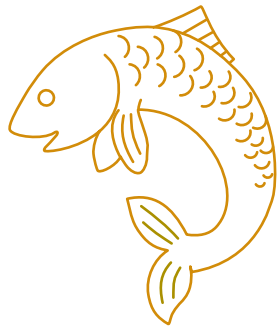
holdings limited

SCOTT'S

THE BRAND



WAVE PATTERN



FISH MOTIF

1.5 ICONOGRAPHY

The Wave Pattern and Fish Motif appear on varying Branded Applications.

Please be careful to apply these images correctly.

SCOTT'S

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

Baskerville Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

Baskerville Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

Gill Sans Regular

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

Baskerville is available in Regular and Bold weights and is to be used for all communication except the Private Hire Folder.

Secondary Typeface

Gill Sans is available in Regular and is to be used only for the Private Hire Folder

NOTE:

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

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SCOTT'S

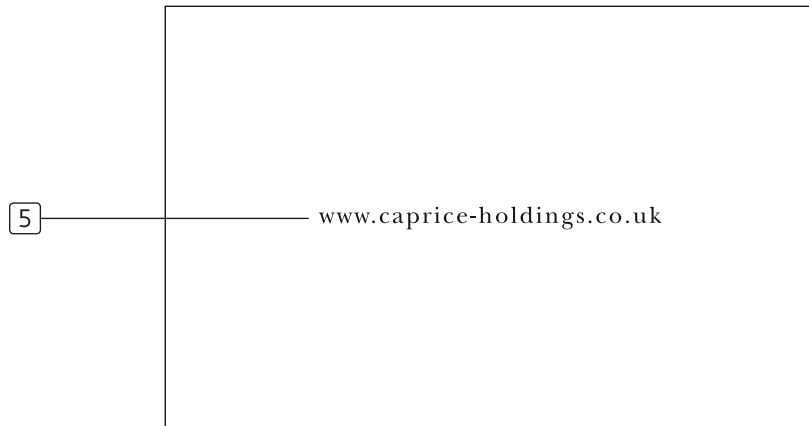
2.0 BRANDED APPLICATIONS

SCOTT'S

SCOTT'S



Front



Reverse

2.1 BUSINESS CARD

Design Specifications

Front

1. Name

Font: Baskerville Bold, small capitals

Size: 10pt on 12pt leading

2. Position:

Font: Baskerville Regular, small capitals

Size: 10pt on 12pt leading

3. Brand Logo

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

Font: Baskerville Regular, small capitals and sentence case

Size: 7pt on 10pt leading

Reverse

5. Website

Font: Baskerville Regular, lowercase

Size: 9pt on 12pt leading

All text centred

Technical Specifications

Printing: Pantone 1255 and Black

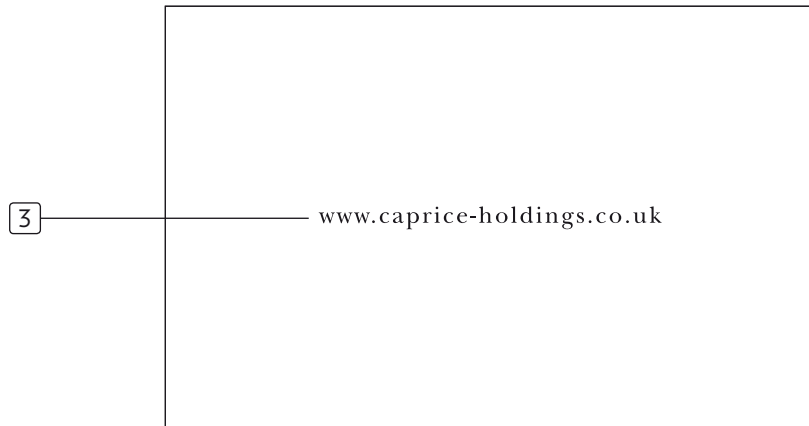
Dimensions: 8.6 cm (W) x 5.6 cm (H)

Paper Stock: 350gsm silk coated board

Finishing: Matt lamination both sides



Front



Reverse

2.2 RESTAURANT CARD

Design Specifications

Front

1. Brand Logo

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

Font: Baskerville Regular, small capitals and sentence case

Size: 7pt on 10pt leading

Reverse

3. Website

Font: Baskerville Regular, lowercase

Size: 9pt on 12pt leading

All text centred

Technical Specifications

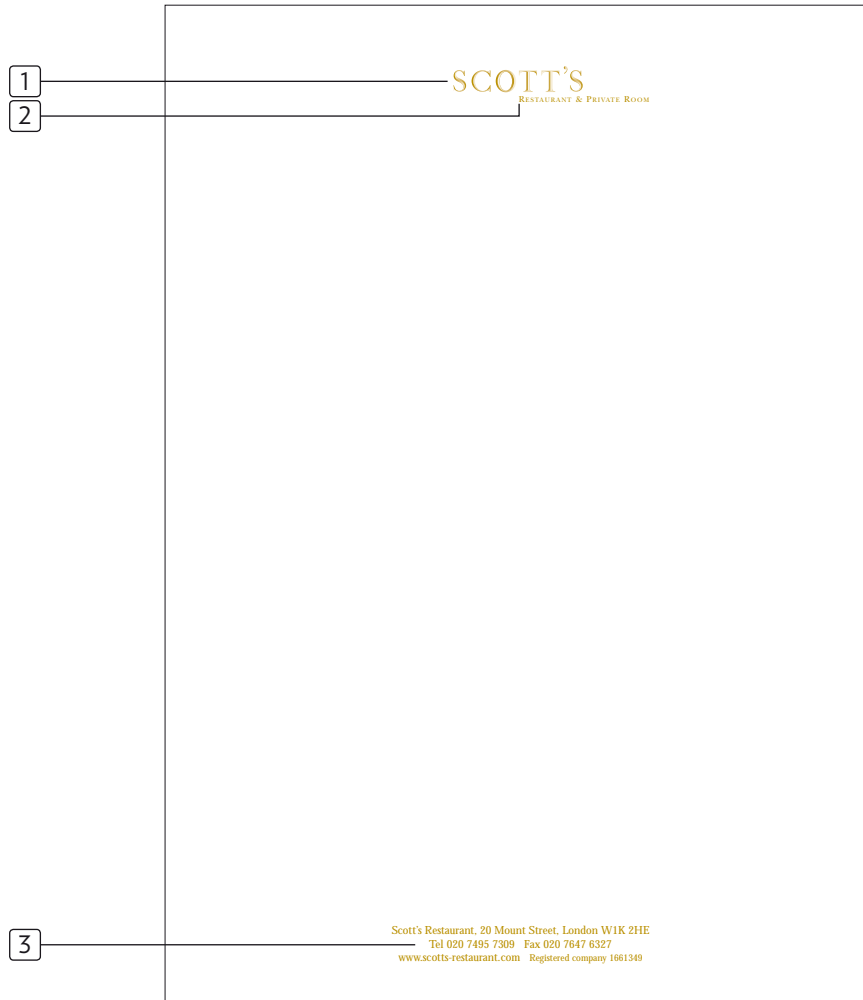
Printing: Pantone 1255 and Black

Dimensions: 8.6 cm (W) x 5.6 cm (H)

Paper Stock: 350gsm silk coated board

Finishing: Matt lamination both sides

SCOTT'S



BRANDED APPLICATIONS

2.3 LETTERHEAD FRONT

Design Specifications

1. Brand Logo

2. Tag Line

Font: Baskerville regular, sentence case

Size: 5.5pt on 7pt leading

3. Address, telephone, fax, website and legal

Font: Baskerville regular, sentence case

Size: 9.5pt on 11.5pt leading

All text centred

Technical Specifications

Printing: Pantone 1255

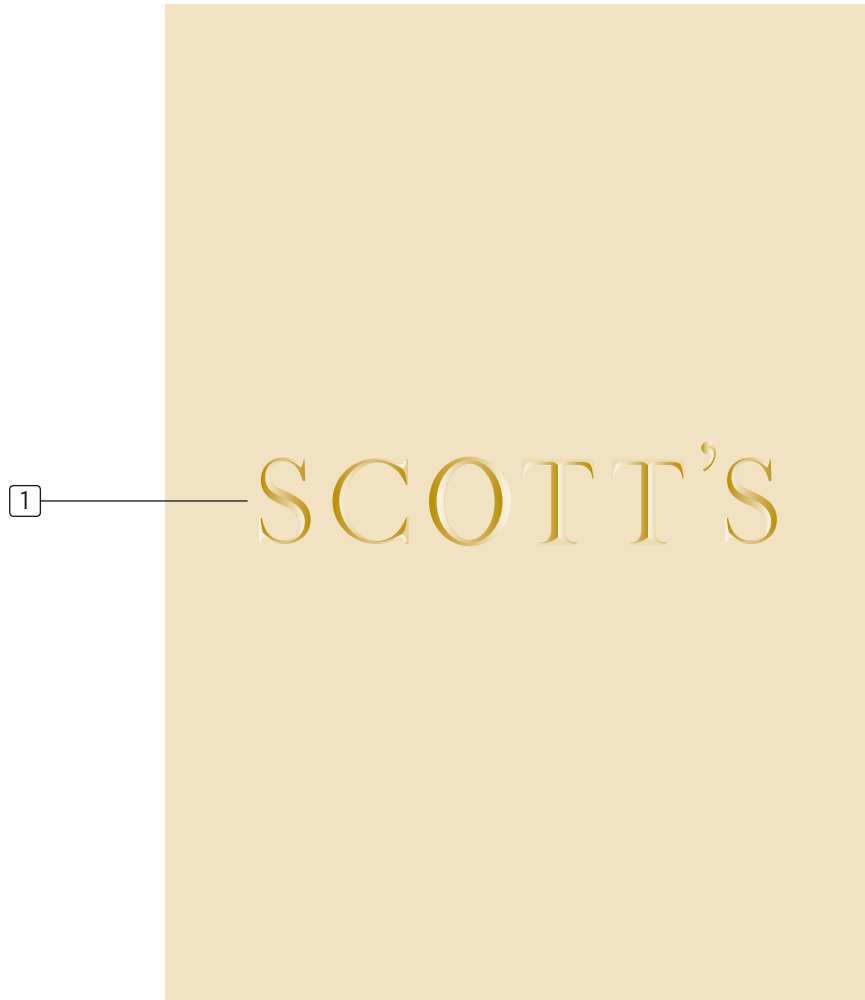
Dimensions: A4

Paper Stock: 120gsm Conqueror Brilliant White Wove

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SCOTT'S



BRANDED APPLICATIONS

2.3 LETTERHEAD REVERSE

Design Specifications

1. Brand Logo

Technical Specifications

Printing: Background prints 25% tint Pantone 1255

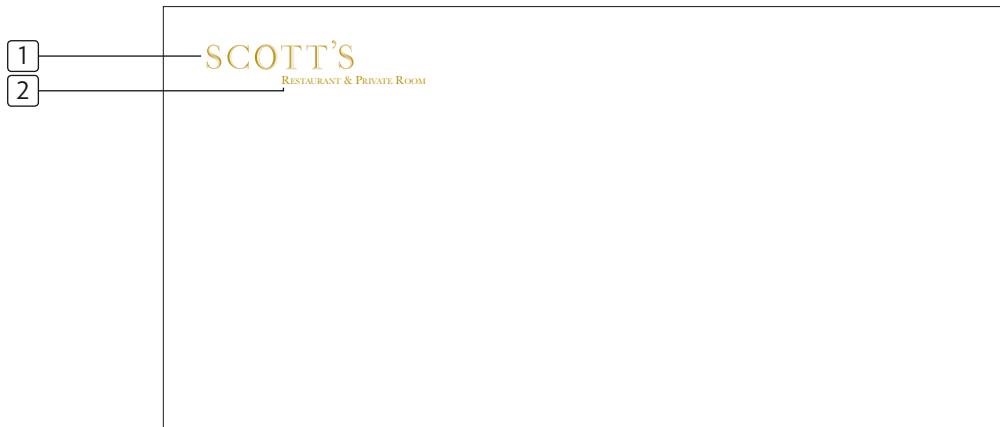
Brand Logo 100% Pantone 1255

Dimensions: A4

Paper Stock: 120gsm Conqueror Brilliant White Wove

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DL Envelope Front

2.4 DL ENVELOPE

Design Specifications

1. Brand Logo
2. Tag line

Technical Specifications

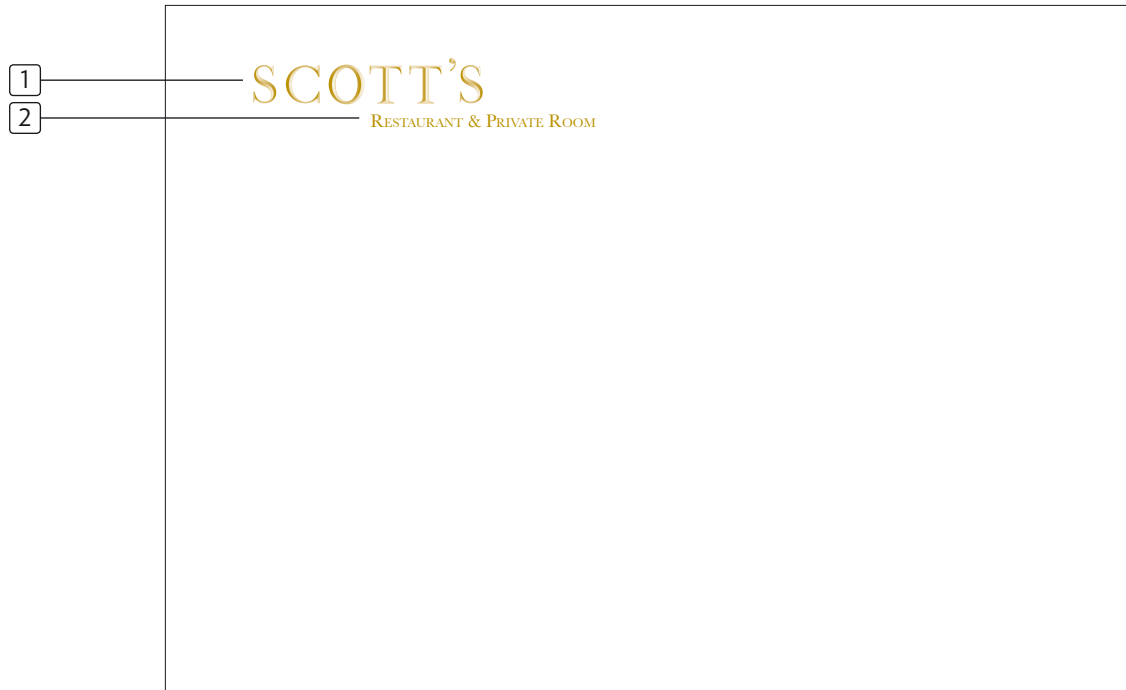
Printing: Pantone 1255

Dimensions: DL

Paper Stock: 120gsm Conqueror Brilliant White Wove Super Seal

SCOTT'S

BRANDED APPLICATIONS



2.5 C5 ENVELOPE

Design Specifications

1. Brand Logo
2. Tag line

Technical Specifications

Printing: Pantone 1255

Dimensions: C5

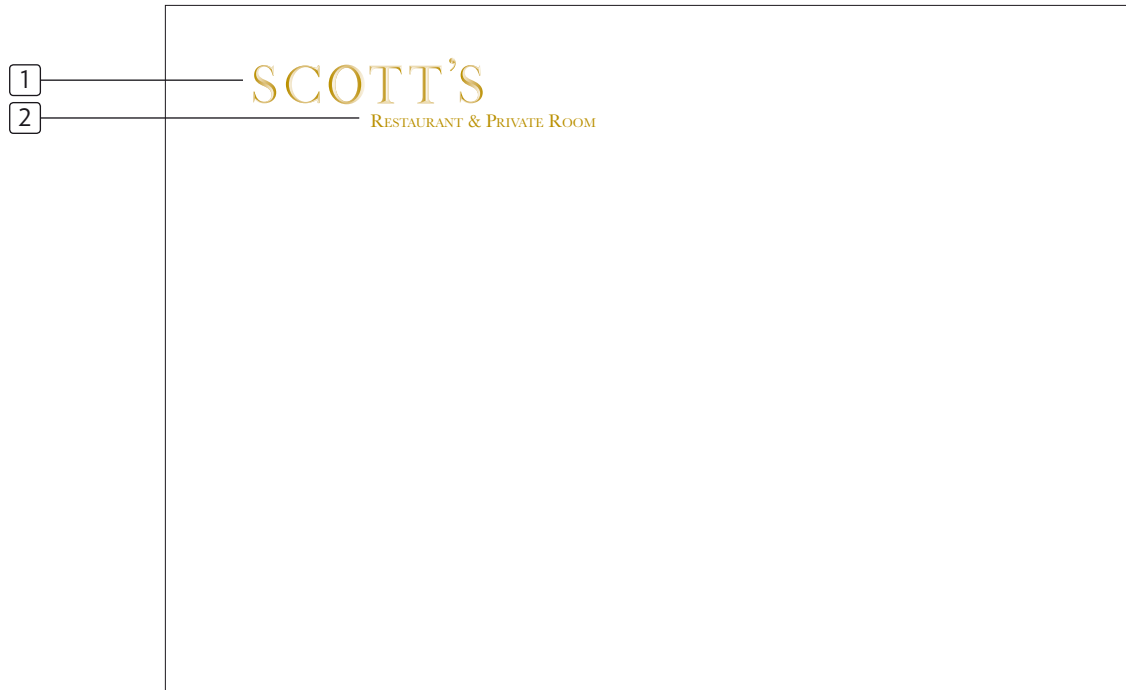
Paper Stock: 120gsm Conqueror Brilliant White Wove Super Seal

CAPRICE

holdings limited

SCOTT'S

BRANDED APPLICATIONS



2.6 C4 ENVELOPE

Design Specifications

1. Brand Logo
2. Tag line

Technical Specifications

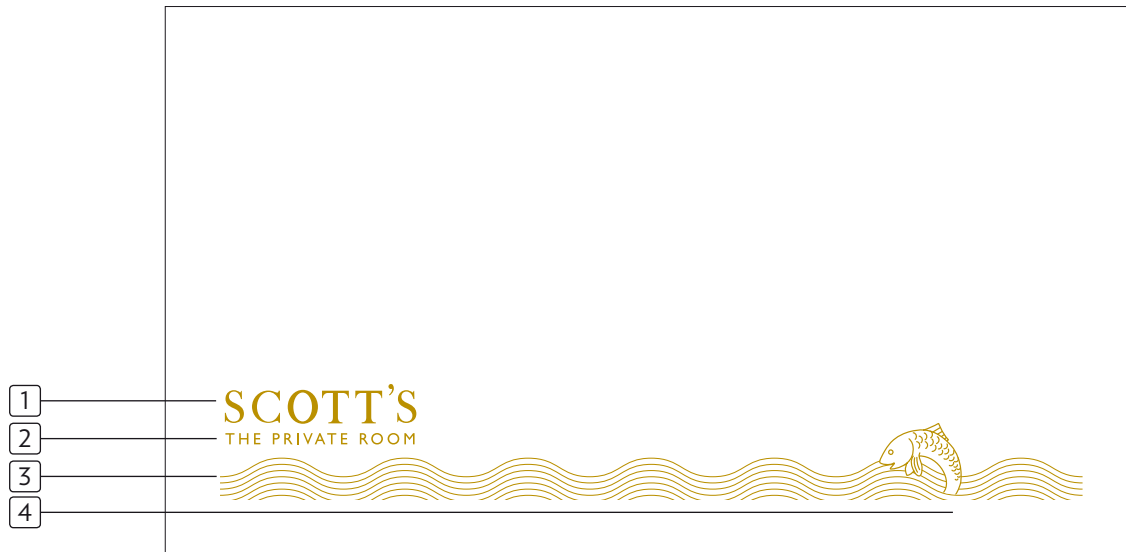
Printing: Pantone 1255

Dimensions: C4

Paper Stock: 120gsm Conqueror Brilliant White Wove Super Seal

CAPRICE

holdings limited



2.7 ADDRESS STICKER

Design Specifications

1. Brand Logo
2. Tag line
Font: Gill Sans Regular, capitals
Size: 10pt on 12pt leading
Alignment: Justified to width of Brand Logo

3. Wave Pattern

4. Fish Motif

Technical Specifications

- Printing: Pantone 1255
Dimensions: 14.2cm (W) x 8 cm (H)
Paper Stock: Please discuss with your local vendor

CHEESE AND FAVOURIES		
Hammy rolls on toast 1.50	Stuffed sandwiches on toast with lettuce/cheese 2.50	Wishy wedges 4.25
Management's Choice, Cuddles, Cream, Blue 2.25	Ultimate, Ultimate, Ultimate 2.25	
ICE CREAMS AND SORBETS		
Ice cream vanilla, chocolate, mint chocolate chip 4.50	Sorbets cherry, raspberry, vanilla, orange & lime 4.50	
Homemade gelato with fresh seasonal fruit 5.00	Champagne sorbet 6.00	
DESSERTS AND PUDDINGS		
Cherry Strawberry Cheesecake 6.00	Cherry pie 5.50	
Black & White Bread with cheese 5.50	Chocolate macaron and pistachio gelato 5.50	
Crème brûlée with raspberries 5.00	Blueberry and almond tart with apple or cream 5.00	
Red velvet cupcake with cream cheese 4.50	Cherry Orange Cheesecake with gelato 4.50	
Homemade fudge with coffee 3.50	Homemade pudding (no alcohol) 3.00	
TEA AND COFFEE		
Flour 1.25	Season 1.00/1.25	Chaperone 1.75
Tea from The First Lady Tea House 1.00		
Chocolate molten 4.00	Macarons 4.00	
DESSERT WINE		
Chateau de L'Arche 2009 St. Julien 19.00	Chateau de L'Arche 2009 St. Julien 19.00	
Chateau de L'Arche 2009 St. Julien 19.00	Chateau de L'Arche 2009 St. Julien 19.00	
Chateau de L'Arche 2009 St. Julien 19.00	Chateau de L'Arche 2009 St. Julien 19.00	
Chateau de L'Arche 2009 St. Julien 19.00	Chateau de L'Arche 2009 St. Julien 19.00	
Chateau de L'Arche 2009 St. Julien 19.00	Chateau de L'Arche 2009 St. Julien 19.00	
Chateau de L'Arche 2009 St. Julien 19.00	Chateau de L'Arche 2009 St. Julien 19.00	
Chateau de L'Arche 2009 St. Julien 19.00	Chateau de L'Arche 2009 St. Julien 19.00	

SCOTT'S

1

2

Menu Outer

2.8 A LA CARTE MENU

Design Specifications

Outer

1. Brand Logo
2. Menu frames

Inner

2. Menu frames

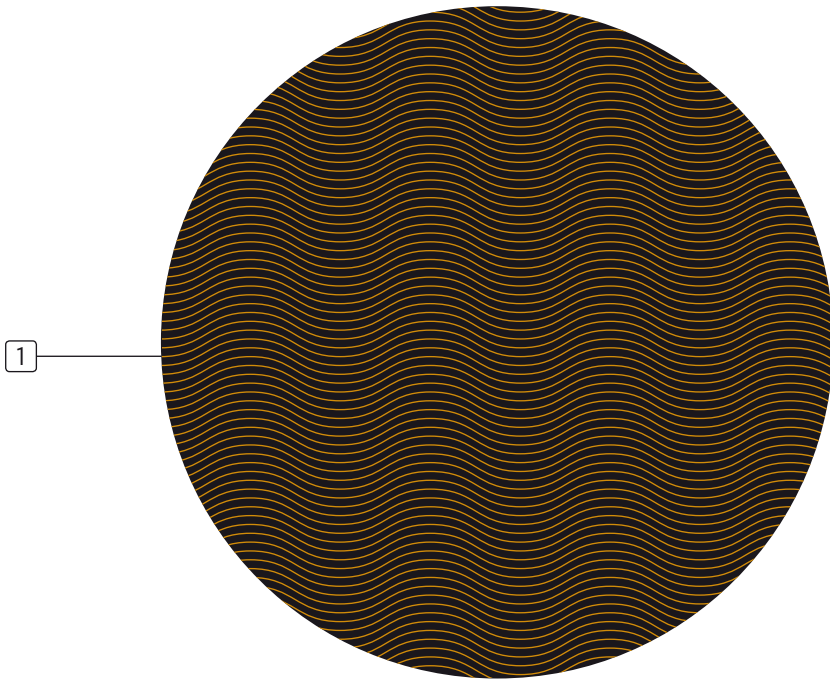
Category: Baskerville Bold, capitals, align centre
Menu items: Baskerville Regular, sentence case, align left

Technical Specifications

Printing: Pantone 1255
Dimensions: 42cm (W) x 29.7 cm (H)
Paper Stock: 300mic Vanguard Ivory

WEST WERRA PEARLS STRANDFORD LOUOH		FINES DE CUISINE	
OYSTERS Half Doz 14.75 1/2 Doz 24.50 Mixed oysters with mignonette 14.75 24.50 West Werra Pearls 14.75 24.50		FISH ON THE BONE Fish of the day 24.50 Full dinner 34.50 per person	
CAVIAR Sturgeon with blinis and sour cream 19.50 29.50 Caviar with blinis and sour cream 19.50 29.50 Blinis with blinis and sour cream 19.50 29.50		SOLE Pan fried Cornish sole with herb butter 21.50 Dinner with glass of wine 31.50 41.50 Chicken of course with wine 35.50	
CRUSTACEA AND MOLLUSCS Prawns de la mer for two 10.00 per person, with blinis 10.00 per person 15.75 25.50 Roasted sea shells with olive oil and lemon juice 13.50 Crabbed tiger prawns 14.75 24.50 Lobster, almond bread and bread sauce 24.75 Cracked crab 11.50 Fried shrimp 10.75 Shellfish cocktail 14.75 Shellfish prawns with 3.25 for 19.50 Lobster maitre d'hotel 19.75 24.50		MAIN COURSES Roasted chicken 19.75 Pan fried Wild River Trout with potato, vegetable and mushrooms 24.00 Filet of cod 21.75 Deep fried haddock with tartar sauce 17.50 Roast beef 26.00 Lamb 26.00 High steamed mussels with white wine, tomato and olive oil 21.50 Roast duck (for two) 21.50 Roast duck (for two) 21.50 Roast duck (for two) 21.50	
SOUPS Shellfish soup 2.50 Chicken and vegetable soup 2.50 Chicken and vegetable soup 2.50		MEAT AND BOWL Roast beef 24.50 Roast beef 24.50 Roast beef 24.50 Roast beef 24.50	
SMOKED FISH Smoked salmon 14.75 Smoked salmon 14.75 Smoked salmon 14.75		SMOKED FISH Smoked salmon 14.75 Smoked salmon 14.75 Smoked salmon 14.75	
STARTERS Crispy onion 4.75 Crispy onion 4.75 Crispy onion 4.75 Crispy onion 4.75		STARTERS Crispy onion 4.75 Crispy onion 4.75 Crispy onion 4.75 Crispy onion 4.75	

Menu Inner



2.10 PLATE MAT

Design Specifications

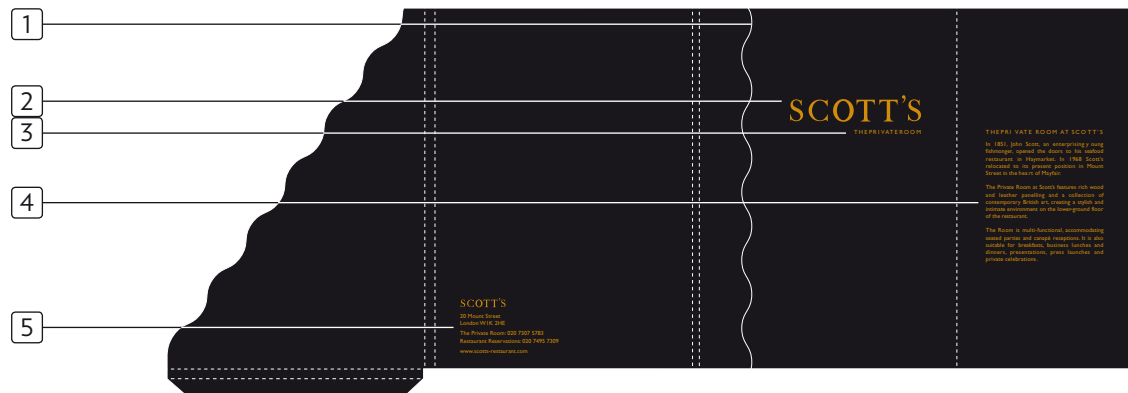
1. Wave Pattern

Technical Specifications

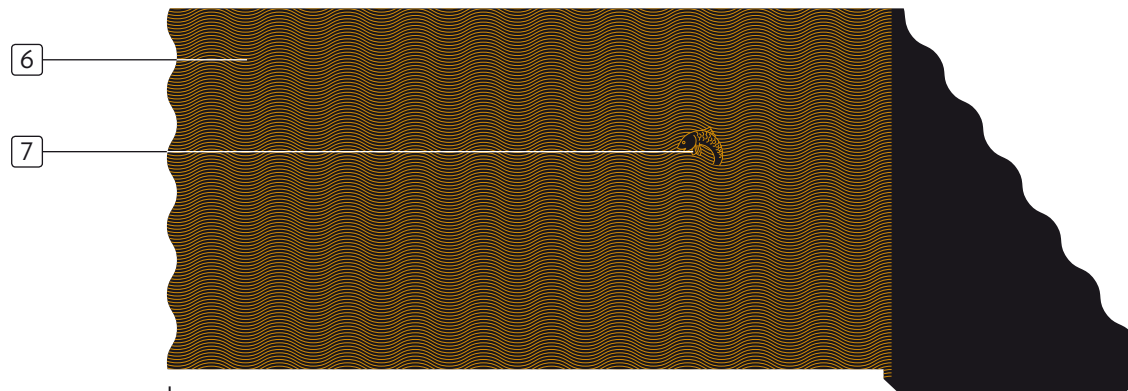
Printing: Pantone Metallic Gold 871

Dimensions: 15 cm diameter

Paper Stock: 80gsm Popset Black



Outer



Inner

2.11 PRIVATE HIRE FOLDER

Design Specifications

Outer

1. Wavy Line
Finishing: Blind Deboss

2. Brand Logo
Finishing: Emboss

3. Tag Line
Font: Gill Sans Regular, capitals
Size: 10pt on 12pt leading
Finishing: Metallic Gold Block
Alignment: Right

4. Information Text:
Font: Gill Sans Regular, capitals
and sentence case
Size: 10pt on 12pt leading
Alignment: Justified

5. Address details:
Font: Gill Sans Regular, sentence
case
Size: 10pt on 12pt leading

Inner

6. Wavy Line Icon

7. Fish Motif

Technical Specifications

Printing: CMYK and
Gold Foil Blocking
Finishing: Embossing, Debossing,
Cut out with 5mm capacity,
diagonal wavy pocket
Dimensions: 57.4 cm (W) x 22.7 cm (H)
Paper Stock: 350gsm Colorplan
Ebony Stucco Finish

1

2

THE
PRIVATE
ROOM
AT
SCOTT'S

The Private Room, hung with work by leading British artists, is an attractive and intimate Art Deco-style space, seating up to 40 guests for lunch or dinner. In addition to dining, the room will accommodate a canapé reception for a maximum of 50 guests. The room is perfect for business lunches and dinners, presentations, press lunches or private celebrations and is equipped with two plasma screens (hidden when not in use), wireless internet access and audio playback options.

MENUS

Attached is our selection of menus created for The Private Room by Chef Director, Tim Hughes and Head Chef, David McCarthy. We are happy to consider other seasonal options or your favourite dish from the menu of one of our sister restaurants: The Ivy, Le Caprice, J Sheekey, Daphne's, Rivington Grill or Bam-Bou, upon request. We ask that your party eats from one of these suggested menus or a similar menu you have created from our examples and we can cater to specific dietary requirements. We will be happy to make wine recommendations when needed.

There is no room hire charge.
A minimum spend ranging from £1,800 - £3,000 will apply.
A suggested gratuity of 15% will be added to your bill.
The menus are priced per person and include VAT.
A non-refundable deposit will be required to secure your booking.
The balance of the account is payable by one person on the day of the event.
The Private Room does not have the facility to create several bills or operate a 'cash bar'.

Deirdre O'Donovan, Manager of The Private Room at Scott's Restaurant
Telephone: 020 7307 5783 / Email: dodonovan@the-ivy.co.uk

FACILITIES

- Menu cards printed and dedicated to your requirement.
- Place cards supplied for your own use.
- Flowers as part of the room's decoration.
- Candles to suit your table layout.
- Full AV playback with two plasma screens.
- We do not have the facilities or licensing for dancing.
- Access is by staircase (17 steps). Please note there is no lift access.

THE
PRIVATE
ROOM
AT
SCOTT'S

Menu 1 - £46.00

Mixed beetroot
and ruby leaf salad, soft goat's cheese
and pomegranate

-

Breast of corn fed chicken
with smoked aubergine
and chick pea relish

-

Peach Melba coupe

-

A selection of teas, coffee
and petit fours

2.12 PRIVATE HIRE PAGES

Design Specifications

1. Title
Font: Baskerville Regular, capitals
Size: 8pt on 14pt leading
Finishing: Metallic Gold Block

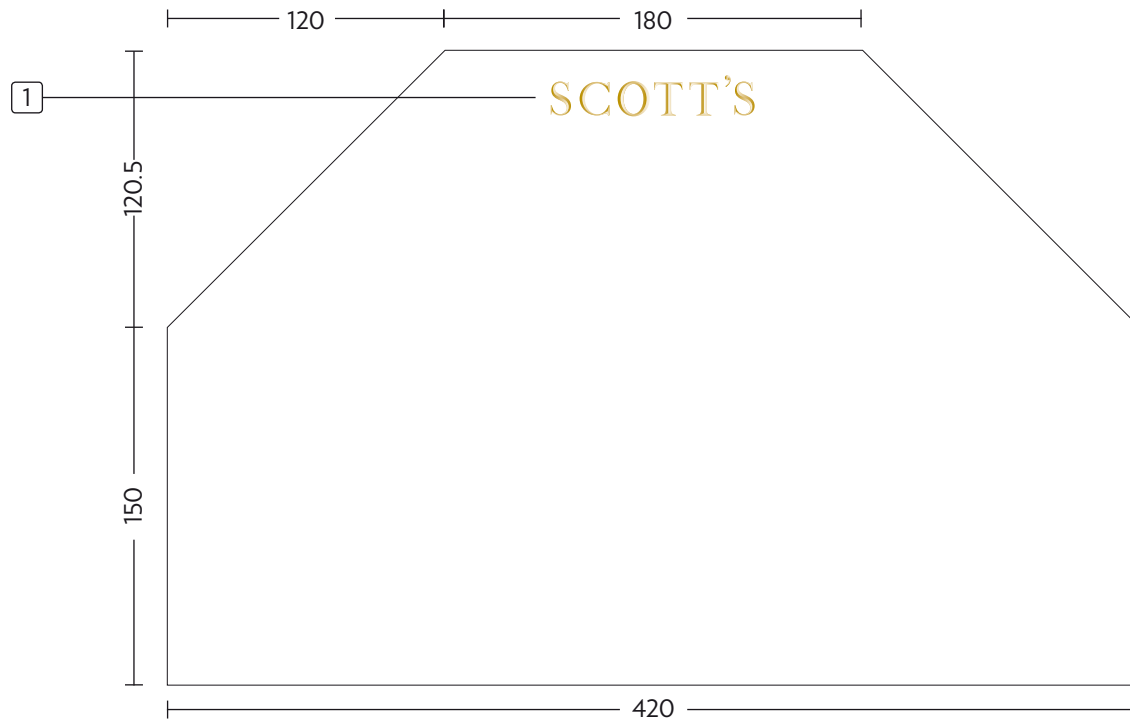
2. Brand Logo

Technical Specifications

Printing: Pantone 1255
Dimensions: A5
Paper Stock: 135gsm Vanguard Ivory

SCOTT'S

BRANDED APPLICATIONS



2.13 BAR PLACE MAT

Design Specifications

1. Brand Logo

Technical Specifications

Printing: Pantone 1255

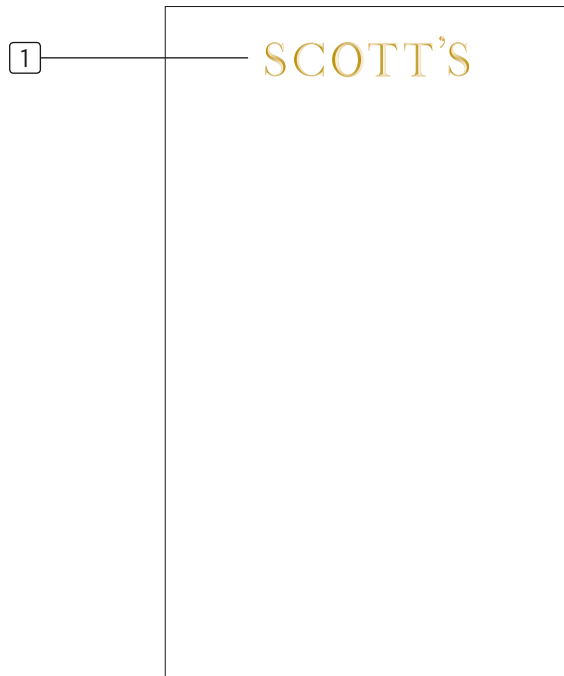
Dimensions: 42 cm x 27.5 cm

Paper Stock: 140gsm Gold Medal Blotting

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2.14 SCRIBBLER PAD

Design Specifications

1. Brand Logo

Technical Specifications

Printing: Pantone 1255

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

Paper Stock: 100gsm Conqueror High White Wove

End Board: 340gsm on back

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BRANDED APPLICATIONS

2.15 PLACE CARD

Design Specifications

1. Brand Logo
2. 0.3pt line for client name

Technical Specifications

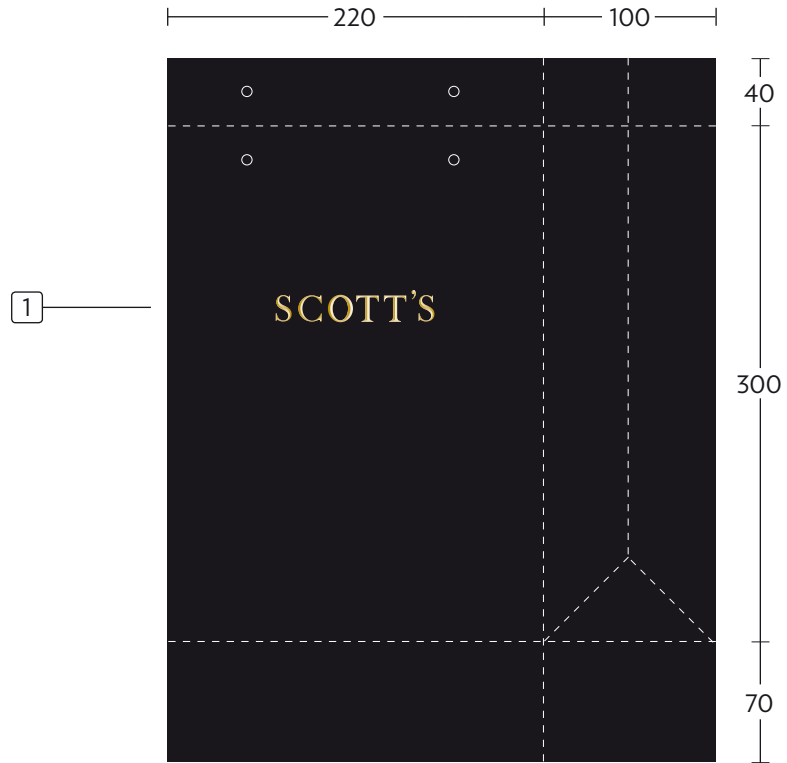
Printing: Pantone 1255
Dimensions: 8.5 cm (W) x 4 cm (H)
Paper Stock: 300mic Vanguard Ivory

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SCOTT'S

BRANDED APPLICATIONS



Sizes in millimetres

2.16 PAPER BAG

Design Specifications

1. Brand Logo

Technical Specifications

Printing: Pantone 1255 and Black

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

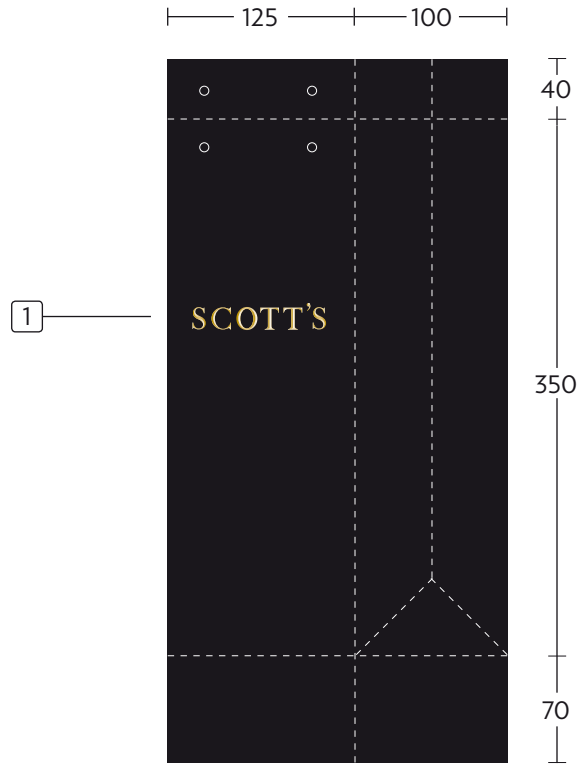
Paper Stock: Coated stock. Please discuss with your local vendor.

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SCOTT'S

BRANDED APPLICATIONS



Sizes in millimetres

2.17 WINE BAG

Design Specifications

1. Brand Logo

Technical Specifications

Printing: Pantone 1255 and Black

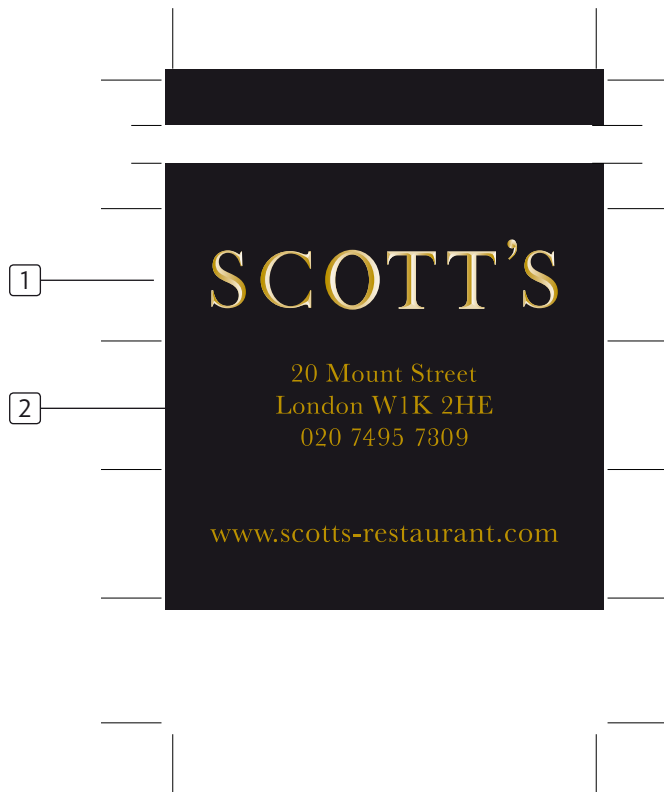
Dimensions: 12.5 cm (W) x 35 cm (H) Closed

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

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SCOTT'S



BRANDED APPLICATIONS

2.18 MATCHBOX

Design Specifications

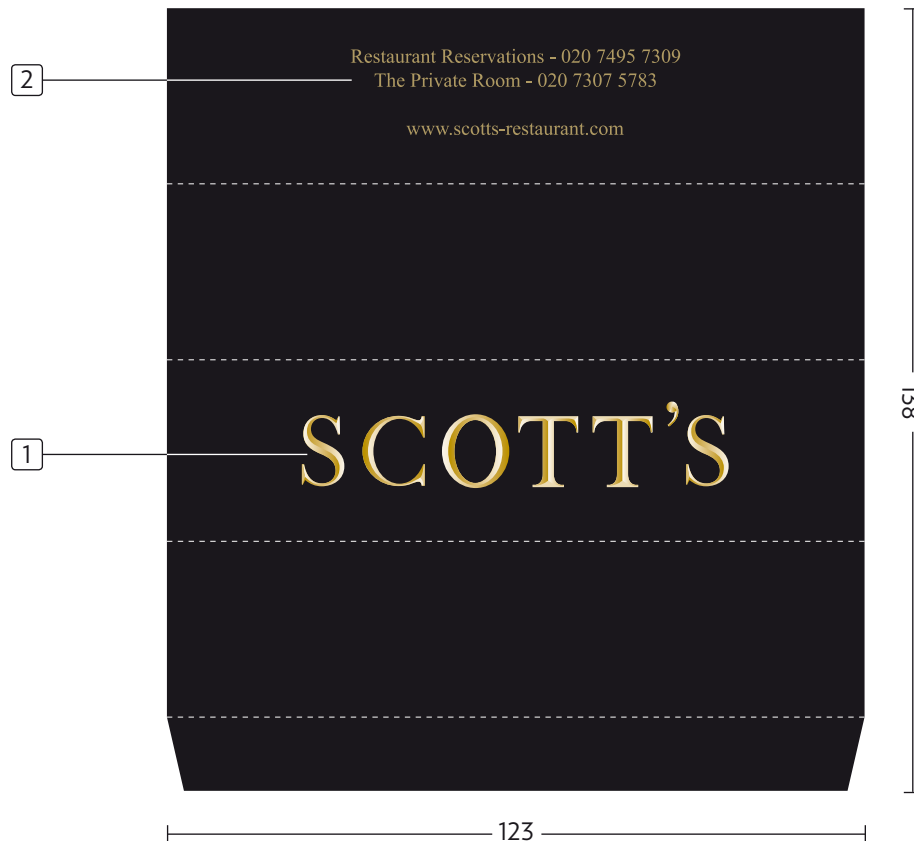
1. Brand Logo
2. Address, telephone, fax and website
Font: Baskerville Regular, sentence case
Size: 10.5pt on 12.5pt leading
Alignment: Centred

Technical Specifications

Printing: Pantone 1255 and Black
Dimensions: 5.6 cm (W) x 8.5 cm (H)
Each Panel: 5.6 cm (W) x 1.7 cm (H)
Paper Stock: Coated stock. Please discuss with your local vendor.

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holdings limited



2.19 TRUFFLE BOX

Design Specifications

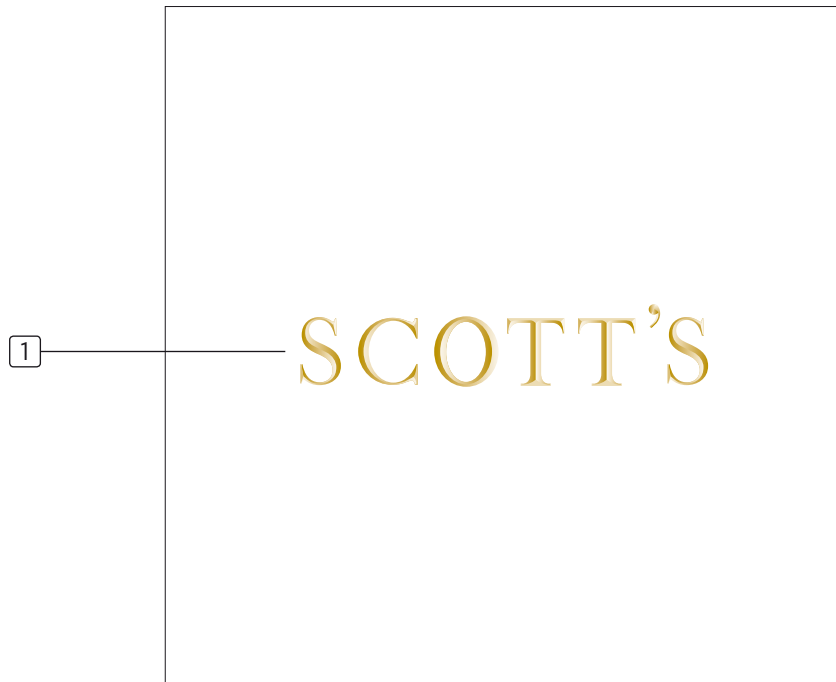
1. Brand Logo
2. Telephone and website
Font: Baskerville Regular, sentence case
Size: 10pt on 12pt leading
Alignment: Centred

Technical Specifications

Printing: Base prints solid Pantone 871 and Black overprints
Dimensions: 12.3 cm (W) x 13.8 cm (H)
Paper Stock: 400 micron GC2 FBB

SCOTT'S

BRANDED APPLICATIONS



2.20 SQUARE COASTER

Design Specifications

1. Brand Logo

Technical Specifications

Printing: Pantone 1255

Dimensions: 9 cm (W) x 9 cm (H)

Paper Stock: 90gsm 1 ply laminate paper

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SCOTT'S

BRANDED APPLICATIONS



2.21 ROUND COASTER

Design Specifications

1. 'S' from Brand Logo

Technical Specifications

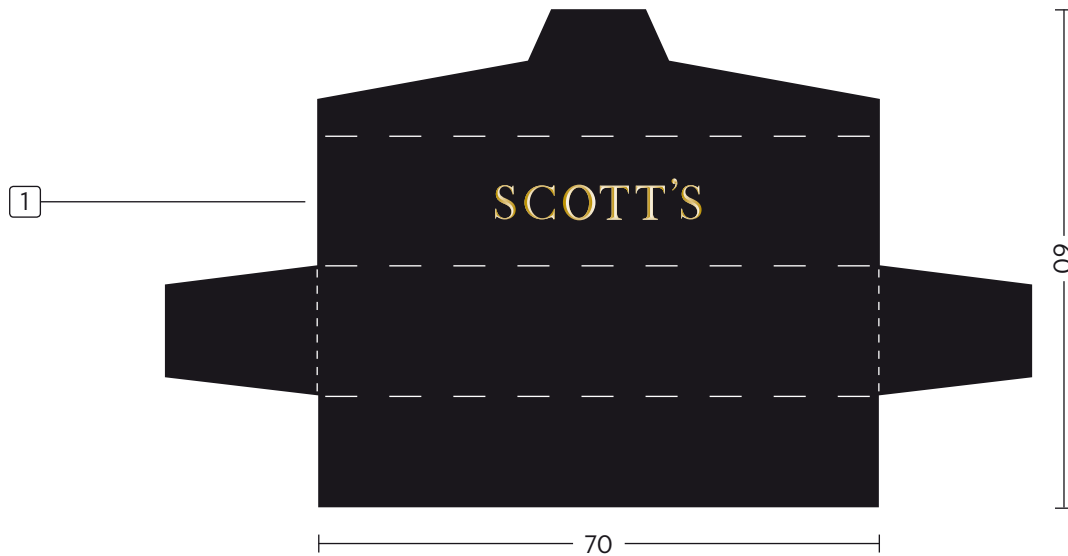
Printing: Pantone 1255

Dimensions: 8 cm diameter

Paper Stock: 90gsm 1 ply laminate paper

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2.22 TOOTHPICK HOLDER

Design Specifications

1. Brand Logo

Technical Specifications

Printing: Gold Foil Block

Dimensions: 7 cm (W) x 6 cm (H)

Paper Stock: 90gsm. Please discuss with your local vendor

SCOTT'S

3.0 COMMUNICATION



SCOTT'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

SCOTT'S

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

E: marketing@caprice-holdings.co.uk

T:+44 (0) 20 7307 5760