

J. SHEEKEY

VISUAL STANDARD GUIDELINES 2010



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J. SHEEKEY



J. SHEEKEY

THE BRAND



1.1 OUR BRAND

Josef Sheekey was a seafood stall-holder in Shepherd's Market who opened an oyster bar here in 1896 under licence from Lord Salisbury. Having declined from its peak in the 1950s, the restaurant was restored to its former glory in 1998, its four inter-connecting rooms hung with the original pictures of actors from throughout the 20th century that reflected its central position in the theatre world. Both casts and audiences still flock here for immaculately sourced and perfectly prepared seafood – jellied eels, shellfish and the famous fish pie – and to continue the evening's entertainment. In 2008, it was joined next door by the more informal J. Sheekey Oyster Bar, whose horseshoe-shaped central dining bar and photographs of 21st-century theatrical luminaries by Alison Jackson echo the original restaurant, as does its popularity.

All our fish are responsibly caught from sustainable sources, and all our fish suppliers are certified by the Marine Stewardship Council <http://www.msc.org>

J.SHEEKEY

PANTONE 125 & PANTONE 110

J.SHEEKEY

PANTONE 202 & PANTONE 187

J.SHEEKEY

THE BRAND

1.2 BRAND IDENTITY

The logo

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

1. Pantone 125 and Pantone 110
2. Pantone 202 and Pantone 187

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

Do:

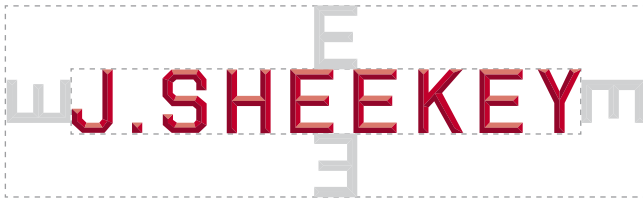
- Refer to the visual standard guidelines for correct colour and, usage (refer 1.4 Colour Palette).
- Use the logo on all J Sheekey's branded applications except where alternative Icons are specified.
- Maintain the height by width aspect ratio.

Do not:

- Change the colour of the logo.
- Change the orientation of the words 'J. Sheekey'.
- Rotate the logo.

J.SHEEKEY

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.



PANTONE 202
R124 G15 B45



PANTONE 187
R164 G0 B46



PANTONE 125
R188 G157 B21



PANTONE 110
R236 G209 B40

1.4 COLOUR PALETTE

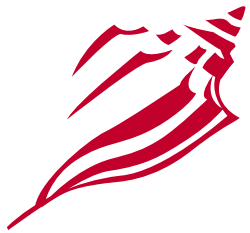
Primary colour palette

Four primary colours have been created to distinguish the J. Sheekey'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.

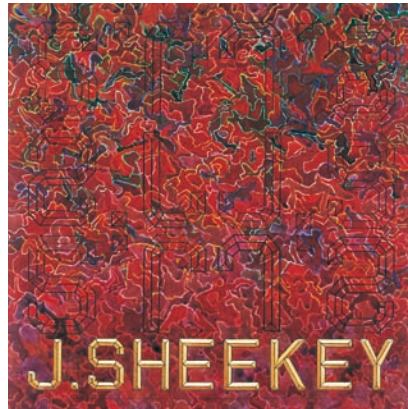
J.SHEEKEY



SHELL ICON



DRINKS LIST IMAGE



A LA CARTE IMAGE

THE BRAND

1.5 ICONOGRAPHY

The Brand Shell Icon image appears on varying Branded Applications.

The J. Sheekey Images appear on specific sized menu items.

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

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

Garamond Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

Garamond Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

Garamond Narrow Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Copperplate 32 BC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Copperplate 33 BC

CAPRICE

holdings limited

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

Garamond is available in Book, Bold and Narrow weights. It is to be used for the all communication **except** Business Cards and Menu categories.

Secondary Typeface

Copperplate is available in 32BC and 33BC weights.

NOTE:

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

J. SHEEKEY

2.0 BRANDED APPLICATIONS





Front



Reverse

2.1 BUSINESS CARD

Design Specifications

Front

1. First name, last name:

Font: Copperplate 33BC

Size: 10pt on 12pt leading

2. Position:

Font: Copperplate 32BC

Size: 10pt on 12pt leading

3. J. Sheekey

Font: Copperplate 32BC

Size: 8pt on 9pt leading

4. Address, telephone, fax, web and email

Font: Copperplate 32BC

Size: 7 pt on 9pt leading

Reverse

5. Website:

Font: Copperplate 32BC

Size: 9pt on 9pt leading

All text centred

Technical Specifications

Printing: Pantone 202

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

Paper Stock: 300gsm Conqueror Oyster Wove

1

J.SHEEKEY

2

28 - 34 St. Martin's Court London WC2N 4AL
Telephone: 020 7240 2565
Facsimile: 020 7240 8111

2.2 LETTERHEAD

Design Specifications

1. Brand Logo

2. Address, telephone and fax

Font: Garamond Narrow Light, title case

Size: 9.5pt on 12pt leading

All text centred

Technical Specifications

Printing: Pantone 202

Dimensions: A4

Paper Stock: 100gsm Watermarked Conqueror Cream Wove



2.3 COMPLIMENT SLIP

Design Specifications

1. Brand Logo

2. With Compliments

Font: Garamond Narrow Light, title case

Size: 12pt on 18pt leading

3. Address, telephone and fax

Font: Garamond Narrow Light, title case

Size: 9.5pt on 12pt leading

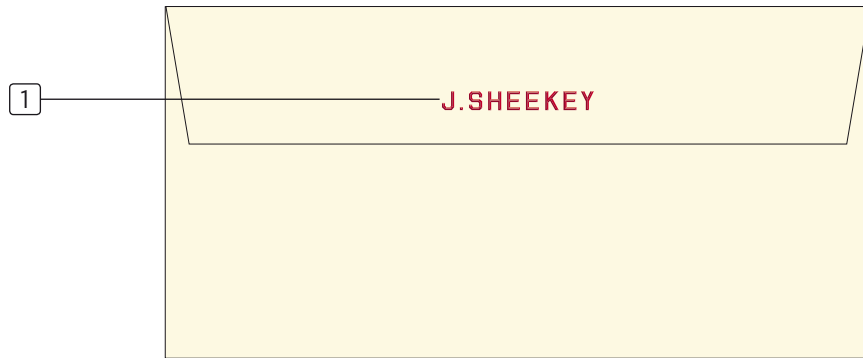
All text centred

Technical Specifications

Printing: Pantone 202

Dimensions: 21cm (W) x 9.9cm (H)

Paper Stock: 100gsm Watermarked Conqueror Cream Wove



DL Envelope Reverse

2.4 DL ENVELOPE

Design Specifications

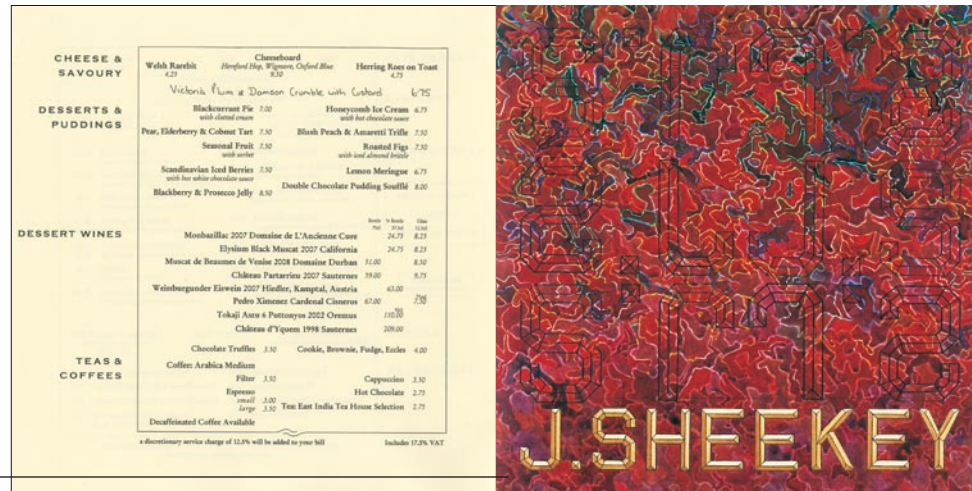
1. Brand Logo

Technical Specifications

Printing: Pantone 202

Dimensions: DL

Paper Stock: 120gsm Conqueror Cream Wove



1

Menu Outer

2.5 A LA CARTE MENU

Design Specifications

Menu Outer

1. A La Carte Image

Menu Inner

Category: Copperplate 32BC, align left

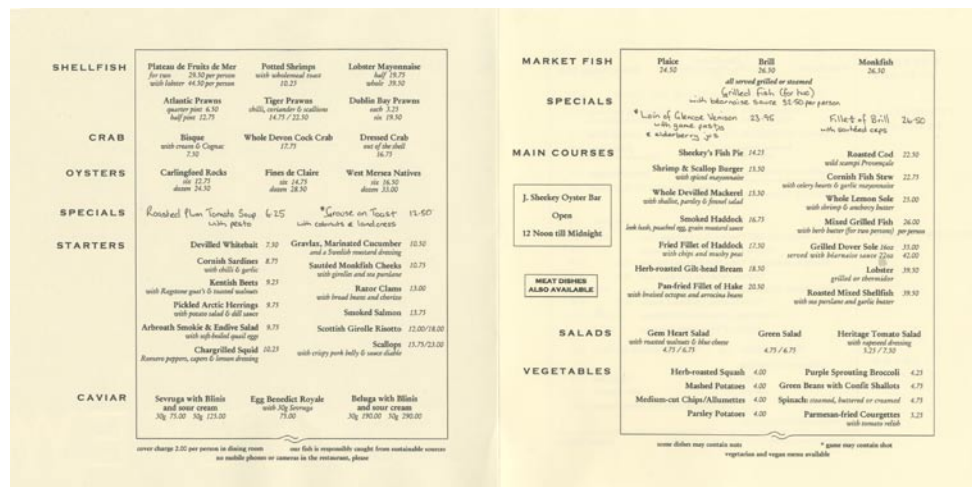
Item: Garamond Book, title case, align left/align right
Handwritten

Technical Specifications

Printing: CMYK

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

Paper Stock: 160gsm Fizz Vanilla



Menu Inner

Alquezar Blanco 2009 Macabeo-Chardonnay, Spain			
	17.5oz	750ml	
	6.75	25.00	
WHITE			
Marques de Casa Airoa 2009 La Mancha, Spain	4.50	13.00	16.75
Piquepoul-Savignone 2009 Granges de Felons, VDP l'Herault	5.75	16.50	21.00
Casaretti Chardonnay 2009 Angelo, Sicily	6.00	18.75	21.50
Colebrook Ugni Blanc Gros Mansing 2009 Menard, SW France	6.00	17.00	21.75
Marques Vingier 2009 Domaine La Magarde, Langdoc	6.75	19.00	24.25
Chateau de Fontevolme 2009 Coteaux d'Aix-en-Provence	7.50	21.50	27.50
Papeau de Fines 2009 Filles Jourdun, Langdoc	7.75	21.75	28.00
Chaudronner 2009 Jean-Paul Brun, Beaujolais	8.25	23.25	29.75
Ampis Blanc 2009 Domaine de Brize, Loire	8.25	23.50	30.00
Touraine Sauvignon Blanc 2009 Guy Allion, Loire	8.25	23.75	30.50
Maison Les Perceuses 2009 des Deux Roches, Burgundy	8.50	24.25	31.00
Chateau Merveux du Cote 2009 Coteaux de Niens, Rhone	8.75	25.00	32.00
Geri di Geri 2009 A.S. Agr. Morgani Superiori, Piedmont	9.25	26.25	33.75
Awa-iti Sauvignon Blanc 2009 Marlborough, NZ	10.25	29.00	37.00
Gewurztraminer 2008 Rodgers Primitivo, Spain	10.50	29.75	38.00
Wentford Estate Chardonnay 2009, South Africa	10.75	30.50	39.00
Pavilly-Fumel 'La Charraie' 2008 Patrick Couhé, Loire	11.50	32.75	42.00
Viel-Cleud 2007 René Michel, Burgundy	12.25	35.25	45.00
ROSE			
Alquezar 2009 Tempranillo/Garnacha, Spain	4.25	21.00	
Misereux 2009 Chateau de Duzon, Langdoc	7.00	26.00	
Chateau de Fontevolme 2009 Coteaux de Aix-en-Provence	7.50	27.00	
Tavel Rosé 2009 Chateau d'Agneria, Sth. Rhone	10.00	36.75	
RED			
Mouze Verde Merlot 2009 Maipo Valley, Chile	5.75	16.25	20.75
Nero d'Avola Sangiovese 2009 Angelo, Sicily	5.75	16.50	21.00
Grenache/Merlot 2009 Les Granges de Felons, VDP, France	5.75	16.50	21.00
Añali Artanari Garnacha 2008 Navarra, Spain	7.25	21.00	26.75
Piano Noir 'Le Fumé Noir' 2009 VDP de l'Herault	8.00	23.00	29.50
Movellon de Scansano 2008 Piedre 414, Tuscany	8.25	23.50	30.25
Casaretti Peyre Blanche 2007 Perrin & Filz, Sth. Rhone	8.75	25.00	32.00
Riesling 'La Vendimia' 2008 Palacios Remondo, Spain	9.25	26.25	33.75
Pinoty Cayuse Zinfandel 2007 Paso Robles, California	10.00	29.00	37.00
Chateau des Cereziens 2006 Cotes	10.25	29.25	37.50
Chirochou 2009 Didier Desjardins, Beaujolais	10.50	29.75	38.00
Sancerre 2008 Domaine Sautereau, Loire	11.50	32.75	42.00
Bourgogne Pinot Noir 2006, Caillet, Burgundy	12.00	34.25	44.00
<small>our fish is responsibly caught from sustainable sources</small>			

Six West Mersea Pearl Oysters and a Glass of Gastrea - Chicquet Champagne 15.00			
Daddy Special 11.50			
Please ask bartender for details.			
West Mersea Naives six 16.50 dozen 33.00	Mixed Oysters with spicy four sausage six 16.50 dozen 33.00	West Mersea Pearls six 16.25 dozen 31.50	
Carlingford Rocks six 12.75 dozen 24.50	Kingdom of Minorer Rocks six 14.75 dozen 28.50	Fines de Claire six 14.75 dozen 28.50	
Plateau de Fruits de Mer for two 29.50 per person, with lobster 44.50 per person			
Dublin Bay Prawns each 3.25/ six 19.50	Atlantic Prawns 1/4 pint 6.50 1/2 pint 12.75	Lobster Mayonnaise 1/2 19.75/ whole 39.50	
Panoré Shrimps on seasonal meat 8.00	Scallops in the Half Shell with shell & garlic butter 7.50	Grilled Tiger Prawns with shell & lime 9.25	
Dressed Crab 10.25	Curried Mixed Shellfish 9.50	Whole Devon Cook Crab 17.75	
Seasonal Mussels, Habitat on water 7.50	Dorset Crab with crabbed aioli on meat 8.75	Rarest Giant Prawns with sea perfume 9.25	
Pickled Arctic Herrings potato salad & dill sauce 6.75	Roasted Plum Tomato Soup with potato 5.75	Mixed Berries with goat cheese & walnuts 7.50	
Corvish Fish Stew 11.50	Brown & Forest Smoked Salmon 10.00	Croutons 8.75	
Smoked Mackerel Fillet with redcurrant aioli 8.00	Smoked Oysters with chorizo & bread foam 9.50	Deep-fried Gnocchi with artichoke sauce 9.50	
Sherkey's Fish Pie 11.50	Watermelon & Feta Cheese Salad with Calamari Sauvignon dressing 7.50	Smoked Haddock Ravioli 4.50	
Spinach 4.25	House Salad 4.00	Allumettes 4.00	
<small>our dishes may contain nuts</small>	<small>includes 17.5% VAT</small>	<small>a discretionary service charge of 12.5% will be added to your bill</small>	

CHAMPAGNE			
Gaston-Chiquet Tradition Brut NV	12.00	37.00	
Pol Roger Brut NV		64.00	
Francis Dilligent Rosé NV	14.00	65.00	
Philippe Gosset Blanc de Blancs NV	14.75	68.00	
Didamata Brut NV		68.00	
Beaux-Pallaud Brut Réserve Cuvée NV		72.00	
Ulysse Collin Blanc de Blancs NV		84.00	
Laurent Perrier Brut 2000	18.00	85.00	
Billecart-Salmon Brut Rosé NV	45.00	90.00	
Henon Brut Rosé NV		92.00	
La Chateau Les Réquins Zéro Dosage NV		97.00	
Saigne de Sorbè, Rosé Extra Brut NV		102.00	
Krug Grande Cuvée NV	93.50	187.00	
SPARKLING WINE			
Prosecco DOC Trevino Brut Bysara	7.00	33.00	
Ma de Duasas Gama Rosé Prizant, Langdoc	11.50	42.00	
DESSERT WINE AND PORT			
Quinta de la Rosa "Toned 12" Ten Year Old Tawny	6.75		
Quinta de la Rosa 2004 Late Bottled Vintage	6.75		
Warre's Vintage Port 2000		46.00	
Akashi-Tai Shirazuma Umeshu Japan	6.00	38.00	
Elysium Black Muscat 2007 California	8.25	24.75	
Muscat Beaumes de Venise 2008 Durban, Rhone	10.25	31.00	
Chateau Partarrieu 2007 Sauternes	12.50	37.25	
DESSERTS AND PUDDINGS			
Chesecake 8.50	Welsh Rabbit 4.25		
Lemon Meringue 5.75	Roasted Figs with and almond ice-cream 5.75		
Scandinavian Jamb Berries 5.75	Seasonal Fruit with aioli 5.75		
	Pear, Elderberry & Caramel Tart 5.75		
Chocolate Truffles 1.00	Cookies, Biscuits, Pidge & Eccles 4.00		
Coffee Arabica Medium Roast	Capoccino/Latte 3.50		
Espresso 3.00/3.50	Tea East India Tea House Selection 2.75		

2.6 OYSTER BAR MENU

Design Specifications

Menu Text

- Category: Copperplate 32BC, align centre
- Item: Garamond Book, title case, align centre
- Specials: Handwritten

Technical Specifications

- Printing: Black
- Dimensions: A3
- Paper Stock: 100gsm Conqueror Cream

1

		Year	Price	
SPARKLING WINE CHAMPAGNE	Prosecco D.O.C.G. Trevano Area Veneto N.V.	2018	11.00	
	Carton-Chiquet Tradition Reims N.V.	2018	12.00	
	Francis & Jacob Tradition Reims N.V.	2018	14.00	
	Louis Roederer Reims France N.V.	2018	24.00	
	Pol Roger Fines Reims N.V.	2018	15.00	
	Jacquesson Carte Blanche Reims N.V.	2018	18.00	
	Liberté Et Conviction Reims de France Grand Cru N.V.	2018	40.00	
	Reims Pallard Reims France Carte Blanche N.V.	2018	40.00	
	Philippe Gross Reims N.V.	2018	40.00	
	Maison Jadot Reims France N.V.	2018	40.00	
	Reims de France N.V.	2018	40.00	
	Jacquesson 1947 Extra Reims	2018	22.00	
	Charles Heidsieck Reims de France Millésimé 1998	2018	40.00	
	Reims Grande Carte N.V.	2018	10.00	
	Taittinger Carte de Champagne 1976	2018	10.00	
	Pol Roger 1984 Carte Noire Reims Chardonnay	2018	20.00	
	Louis Roederer Cristal Reims 2012	2018	20.00	
	Billecart-Salmon Cuvée No. 1 Réserve 1976	2018	45.00	
	ROSE	Mummery 2018 Chateau de Drouais, Langue-d'oc	2018	10.00
		Chateau de Drouais 2018 Cuvée de Réserve Langue-d'oc	2018	10.00
HALF BOTTLES	Muscat de Sivas et Misir varietal 2018 Mouton, Loire	2018	10.00	
	Jousselin Cuvée de Réserve 2018 Loire, 18° France	2018	10.00	
	Sauvignon Blanc 2018 Loire, France	2018	10.00	
	Sauvignon Blanc 2018 Loire, France	2018	10.00	
	Sauvignon Blanc 2018 Loire, France	2018	10.00	
	Chardonnay 2018 Loire, France	2018	10.00	
	Chardonnay 2018 Loire, France	2018	10.00	
	Chardonnay 2018 Loire, France	2018	10.00	
	Chardonnay 2018 Loire, France	2018	10.00	
	Chardonnay 2018 Loire, France	2018	10.00	

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Wine List Outer

		Year	Price	
WHITE FRANCE	Prosecco D.O.C.G. Trevano Area Veneto N.V.	2018	11.00	
	Carton-Chiquet Tradition Reims N.V.	2018	12.00	
	Francis & Jacob Tradition Reims N.V.	2018	14.00	
	Louis Roederer Reims France N.V.	2018	24.00	
	Pol Roger Fines Reims N.V.	2018	15.00	
	Jacquesson Carte Blanche Reims N.V.	2018	18.00	
	Liberté Et Conviction Reims de France Grand Cru N.V.	2018	40.00	
	Reims Pallard Reims France Carte Blanche N.V.	2018	40.00	
	Philippe Gross Reims N.V.	2018	40.00	
	Maison Jadot Reims France N.V.	2018	40.00	
	Reims de France N.V.	2018	40.00	
	Jacquesson 1947 Extra Reims	2018	22.00	
	Charles Heidsieck Reims de France Millésimé 1998	2018	40.00	
	Reims Grande Carte N.V.	2018	10.00	
	Taittinger Carte de Champagne 1976	2018	10.00	
	Pol Roger 1984 Carte Noire Reims Chardonnay	2018	20.00	
	Louis Roederer Cristal Reims 2012	2018	20.00	
	Billecart-Salmon Cuvée No. 1 Réserve 1976	2018	45.00	
	RED FRANCE	Carton-Chiquet Tradition Reims N.V.	2018	12.00
		Francis & Jacob Tradition Reims N.V.	2018	14.00
Louis Roederer Reims France N.V.		2018	24.00	
Pol Roger Fines Reims N.V.		2018	15.00	
Jacquesson Carte Blanche Reims N.V.		2018	18.00	
Liberté Et Conviction Reims de France Grand Cru N.V.		2018	40.00	
Reims Pallard Reims France Carte Blanche N.V.		2018	40.00	
Philippe Gross Reims N.V.		2018	40.00	
Maison Jadot Reims France N.V.		2018	40.00	
Reims de France N.V.		2018	40.00	
Jacquesson 1947 Extra Reims		2018	22.00	
Charles Heidsieck Reims de France Millésimé 1998		2018	40.00	
Reims Grande Carte N.V.		2018	10.00	
Taittinger Carte de Champagne 1976		2018	10.00	
Pol Roger 1984 Carte Noire Reims Chardonnay		2018	20.00	
Louis Roederer Cristal Reims 2012		2018	20.00	
Billecart-Salmon Cuvée No. 1 Réserve 1976		2018	45.00	
ITALY, SPAIN, PORTUGAL, AUSTRALIA		Carton-Chiquet Tradition Reims N.V.	2018	12.00
		Francis & Jacob Tradition Reims N.V.	2018	14.00
		Louis Roederer Reims France N.V.	2018	24.00
	Pol Roger Fines Reims N.V.	2018	15.00	
	Jacquesson Carte Blanche Reims N.V.	2018	18.00	
	Liberté Et Conviction Reims de France Grand Cru N.V.	2018	40.00	
	Reims Pallard Reims France Carte Blanche N.V.	2018	40.00	
	Philippe Gross Reims N.V.	2018	40.00	
	Maison Jadot Reims France N.V.	2018	40.00	
	Reims de France N.V.	2018	40.00	
	Jacquesson 1947 Extra Reims	2018	22.00	
	Charles Heidsieck Reims de France Millésimé 1998	2018	40.00	
	Reims Grande Carte N.V.	2018	10.00	
	Taittinger Carte de Champagne 1976	2018	10.00	
	Pol Roger 1984 Carte Noire Reims Chardonnay	2018	20.00	
	Louis Roederer Cristal Reims 2012	2018	20.00	
	Billecart-Salmon Cuvée No. 1 Réserve 1976	2018	45.00	

Wine List Inner

2.7 WINE LIST

Design Specifications

Wine List Outer

- 1. Brand Logo

Wine List Inner

- Category: Copperplate 32BC, align left
- Item: Garamond Book, title case, align left

Technical Specifications

- Printing: Black, Pantone 202, Pantone 125 and Pantone 110
- Dimensions: A3
- Paper Stock: 160gsm Fizz Vanilla

J. SHEEKEY

1

2

3

ARMAGNAC	
Basin de Signature VSOP	8.00
Thomas Domestis de Marie 1988	8.50
Thomas Domestis 1982	16.50
Margot de Puygaur 1948	22.00
Basin de Lanson VSX	79.00
CALVADOS	
Thomas Dupont VSOP Pays d'Anges	8.00
Thomas Dupont 1989	11.50
Fourage 18 ans Pays d'Anges	22.00
Valère Lecomte 1987 Charentais	32.00
COGNAC	
Remy Martin VSOP	8.00
Grandmarnier Fraise VSOP	10.00
Remy Martin XO	19.00
Grandmarnier 503 Imperial	21.00
Maison Regional No. 33 Frouville	20.00
Grandmarnier Intense	12.00
La Pucelle Cognac Brandy	79.00
GRAPPA-LIMONCELLO	
Limoncello La Bottega Italiana	7.20
Grappa di Chardonnay, Filare	8.00
Grappa di Annamora, Alghero	9.00
Grappa di Santena	9.00
Grappa Carlo Gobetti Lagetto 30°	13.50
MARC	
Marc de Bourgogne	8.00
PORTS 7 & 11	
Quinta de la Rosa "Tend 17" Ten Year Old Tawny	6.75
Quinta de la Rosa 2004 Late Bottled Vintage	6.75
Graham's 1989	17.00
CIGARS	
Romero y Julieta, Short Churchill	19.00
Gold Leaf 50	19.00
Montecristo, Edmundo	26.00



Drinks List Outer

CHAMPAGNE COCKTAILS		SINGLE MALT WHISKY			
Kit Imperial	Champagne, Fochville	22.00	Dalwhinnie 12 y/o	6.50	
Champagne Cocktail	Champagne, Cuvelier Reims, blanc, sec	10.00	Talisker 12 y/o	10 y/o	
Albery	Champagne, Cuvelier, blanc, sec	10.00	Lagavulin 16 y/o	10 y/o	
Age 1	Champagne, Cuvelier, blanc, sec	10.00	Compass Box Highland 12 y/o	10.00	
French 75	Champagne, Reims, blanc, sec	10.00	The Balmora 12 y/o	10.00	
Tumbler	Champagne, Reims, blanc, sec	10.00	Longmorn 14 y/o	10.00	
Black & Red	Champagne, sec	10.00	Black & Red 12 y/o	10.00	
Diablo 50	Champagne, Cuvelier, blanc, sec	10.00	Longmorn 14 y/o	10.00	
Black Velvet	Champagne, Cuvelier	10.00	Black & Red 12 y/o	10.00	
CLASSIC COCKTAILS		BLENDED & IRISH WHISKY			
Mojito Mule	Whisky, lime, sugar, soda	8.00	White & Mackay 12 y/o	7.00	
Sea Breeze	Whisky, lime, sugar, soda	8.00	Johann Walker Black Label	8.00	
La Rosa	White rum, orange juice, lime	7.00	China Knight 12 y/o	8.00	
Salmon	Whisky, lime, sugar, soda	7.00	Black & Red Black Jack Whisky	8.00	
Tom Collins	Whisky, lime, sugar, soda	7.00	James Lake Whisky	8.00	
Magnum	Whisky, lime, sugar, soda	7.00	Black & Red Special	8.50	
White Lady	Whisky, lime, sugar, soda	7.00	James Lake Reserve	10.00	
Mint Julep	Whisky, lime, sugar, soda	7.00	Dewar's 12 y/o Premium Reserve	10.00	
Old Fashioned	Whisky, lime, sugar, soda	12.00	Compass Box Highland	10.00	
			Johann Walker Blue Label	20.00	
NON-ALCOHOLIC COCKTAILS		BOURBON			
Whisky Spritz	Whisky, lime, sugar, soda	4.00	Jack Daniel's Tennessee Sour Mock	8.00	
St. Clement	Orange juice, lime, sugar	4.00	Maker's Mark Straight	8.00	
Virgin Mary	Tomato juice, lime, sugar	4.00	Highland 12 y/o Small Batch	8.50	
Agave Limonada	Agave, lime, sugar, soda	5.00	Woodford Reserve	8.50	
Raspberry Tart	Raspberries, sugar, lemonade	5.00	Jack Daniel's Single Barrel	10.00	
Fruit Punch	Orange, pineapple, grapefruit, lemonade	5.00	James 18 y/o	10.00	
			Maker's Mark Black Label	20.00	
VODKA		GIN		JAPANESE WHISKY	
Belvedere	7.00	Beefeater	7.00	Yamazaki 12 y/o Single Malt	10.00
Abolut	8.00	Tampopo	8.00		
Rare Owl	8.00	Green's	8.00		
Grey Goose	8.50	Beefeater Light	8.00		
Belvedere	8.50	Beefeater's	8.00		
Chopin	8.00	Tampopo No. 12	8.50		
Wyborowa Single Estate	10.00	Beefeater 24	8.50		
Belvedere 50%	10.00	Plymouth Very Strength	8.50		
Eastman 20%	14.00				

Drinks List Inner

2.8 DRINKS LIST

Design Specifications

Drinks List Outer

- Brand Logo
- Drinks List Image
- Metallic gold menu frames

Drinks List Inner

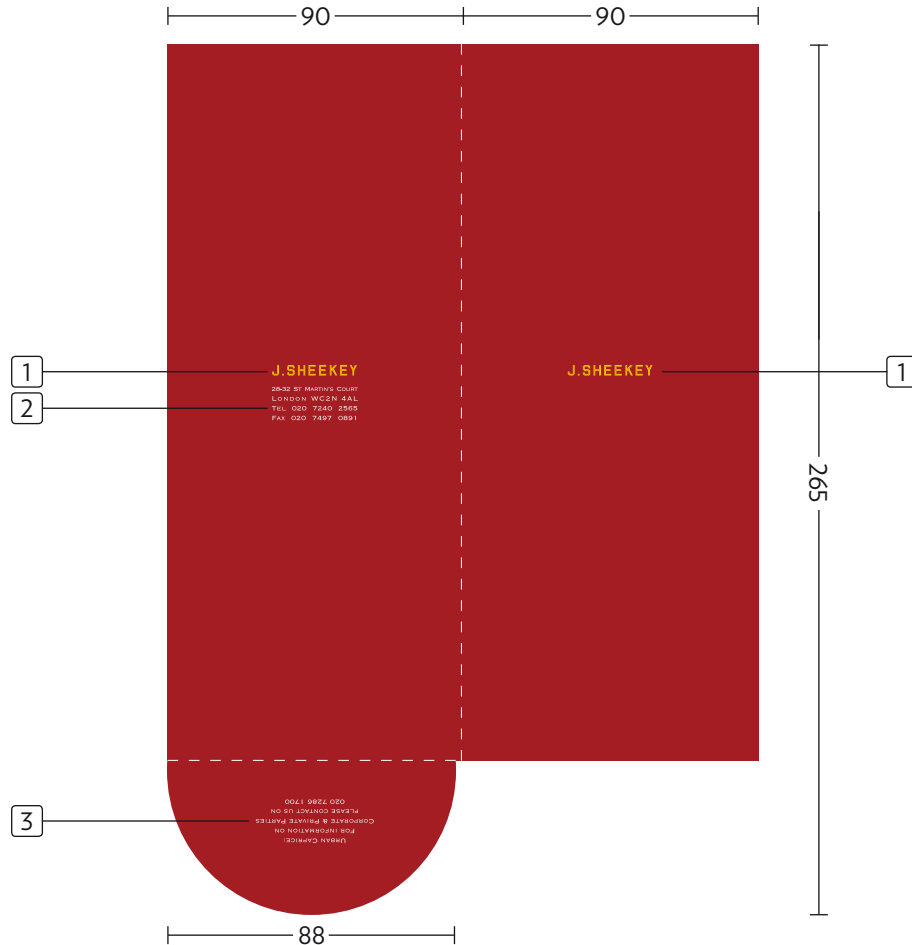
- Metallic gold menu frames

Menu Text

- Category: Copperplate 32BC align centre
Item: Garamond Book, title case, align left

Technical Specifications

- Printing: CMYK and Metallic Gold PMS 874
Dimensions: 26cm (W) x 28 cm (H)
Paper Stock: 160gsm Fizz Vanilla



Outer (sizes in millimetres)

2.9 BILL FOLDER

Design Specifications

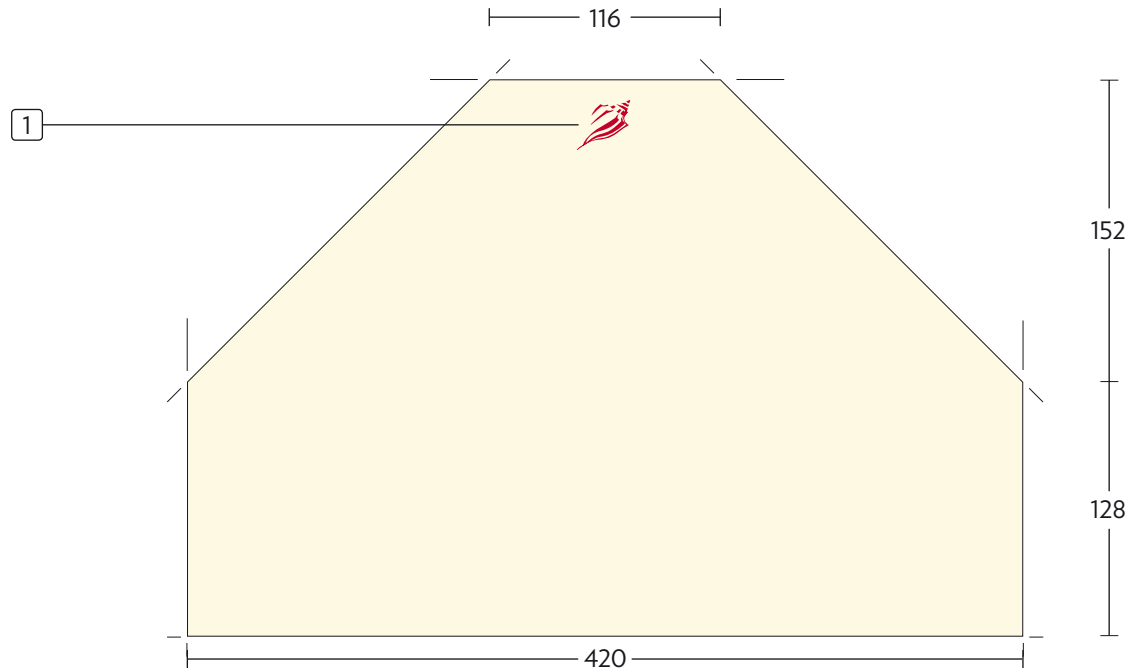
1. Brand Logo

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

3. General Information
Font: Copperplate 32BC
Size: 7pt on 9pt leading
Alignment: Centred

Technical Specifications

Printing: Pantone 202
Dimensions: 26.5cm (W) x 18 cm (H)
Paper Stock: 350gsm Colorplan Vermillion Smooth



Sizes in millimetres

2.10 PLACE MAT

Design Specifications

1. Brand Shell Icon

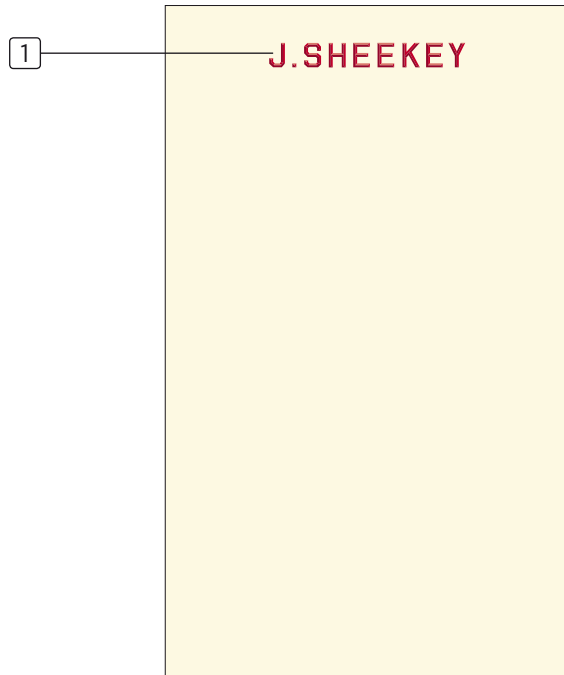
Technical Specifications

Printing: Pantone 187

Dimensions: 42 cm (W) x 28 cm (H)

Paper Stock: 100gsm Vanguard Ivory

Finishing: Die -Cut



2.11 SCRIBBLER PAD

Design Specifications

1. Brand Logo

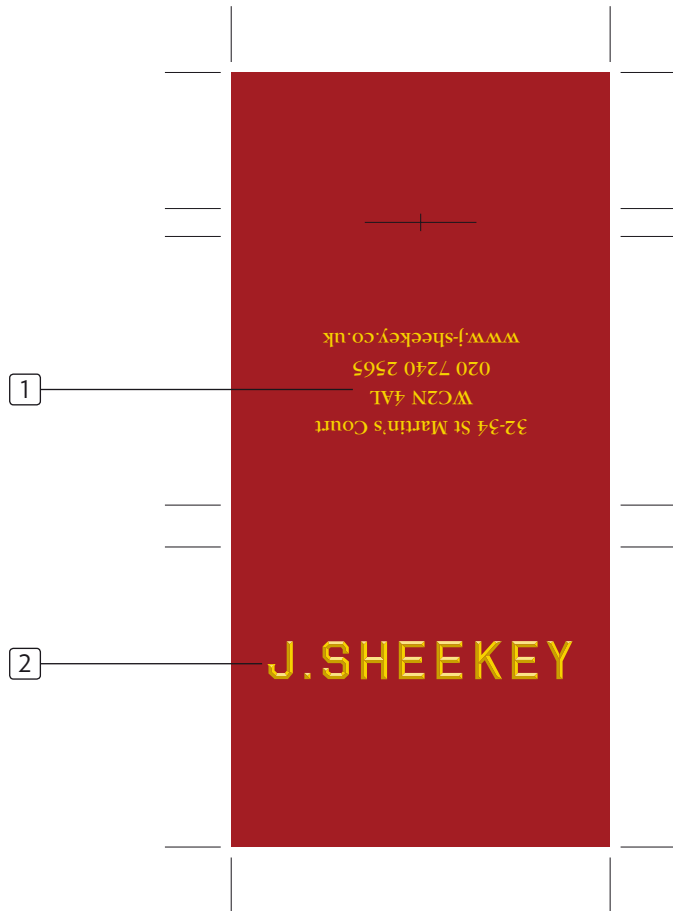
Technical Specifications

Printing: Pantone 202

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

Paper Stock: 100gsm Conqueror Cream

End Board: 340gsm on Red board back



2.12 MATCHBOOK

Design Specifications

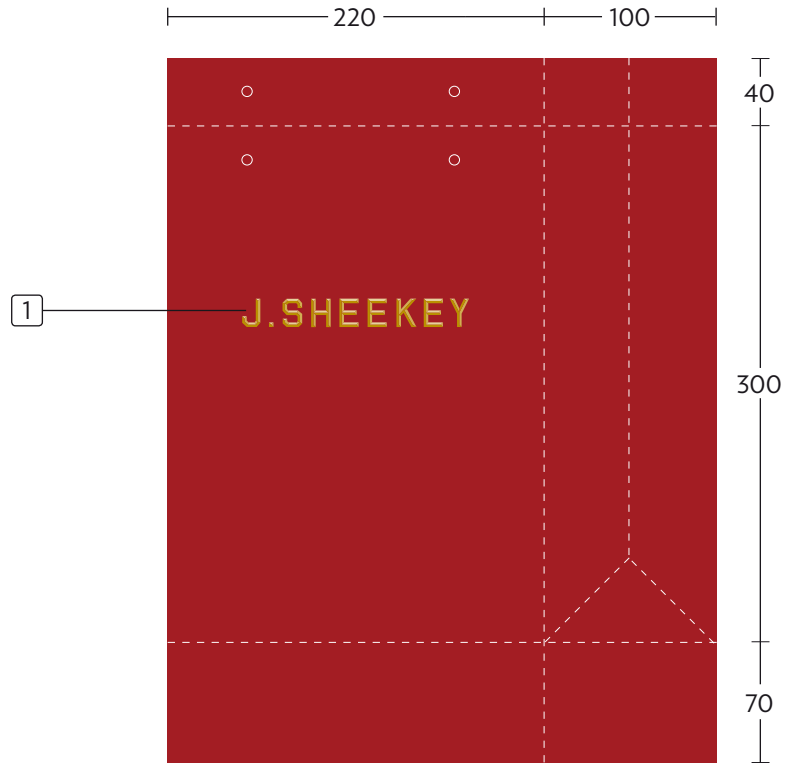
1. Address, telephone and web
Font: Garamond Book
Size: 8pt on 11pt leading

2. Brand Logo

All text centred

Technical Specifications

- Printing: Pantone 202, Pantone 110 and Pantone 125
Dimensions: 5.5 cm (W) x 11 cm (H)
Paper Stock: Coated stock - Please discuss with your local vendor.



Sizes in millimetres

2.13 PAPER BAG

Design Specifications

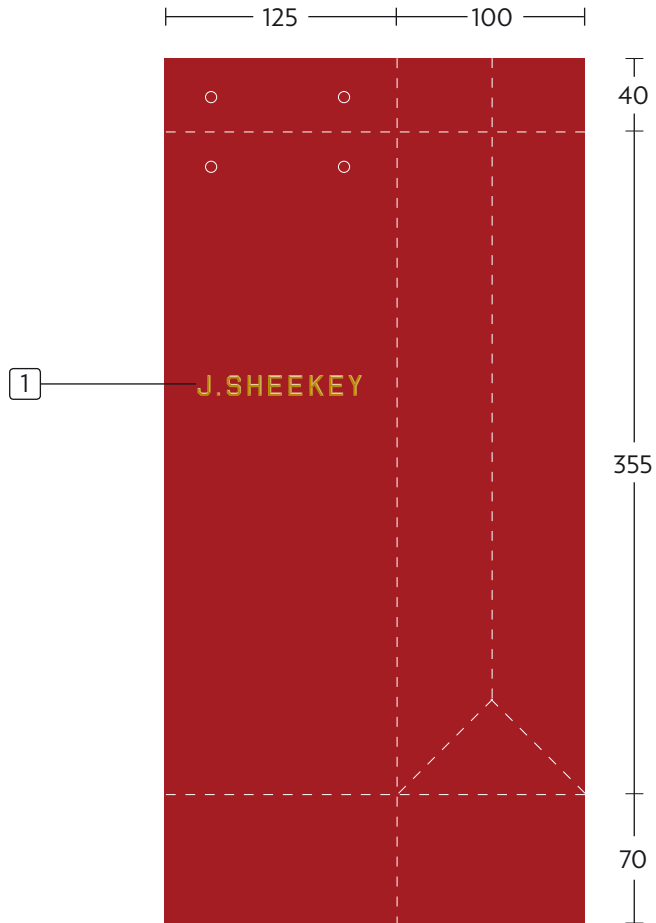
1. Brand Logo

Technical Specifications

Printing: Pantone 202 and Pantone 1255

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

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



2.14 WINE BAG

Design Specifications

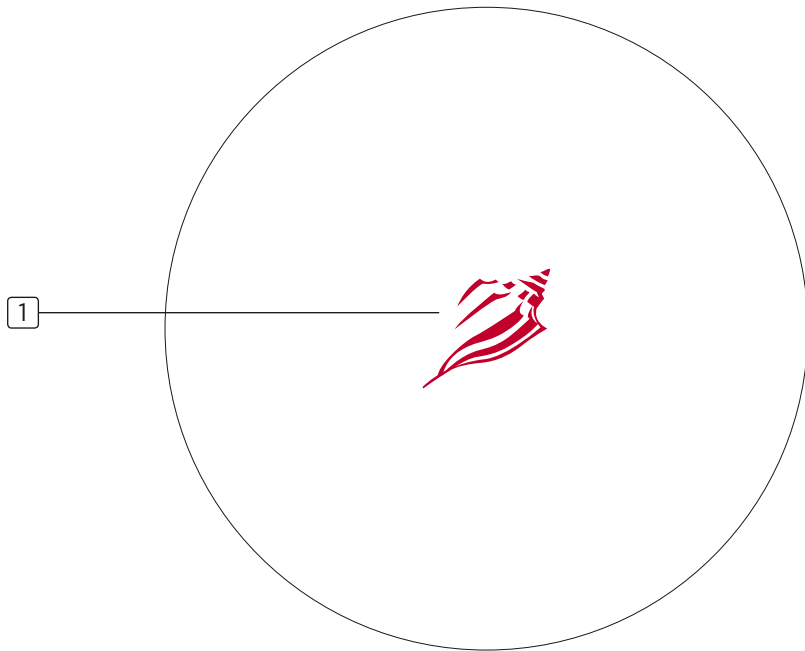
1. Brand logo

Technical Specifications

Printing: Pantone 202 and Pantone 1255

Dimensions: 12.5 cm (W) x 35.5 cm (H) Closed

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



2.15 DRIP MAT

Design Specifications

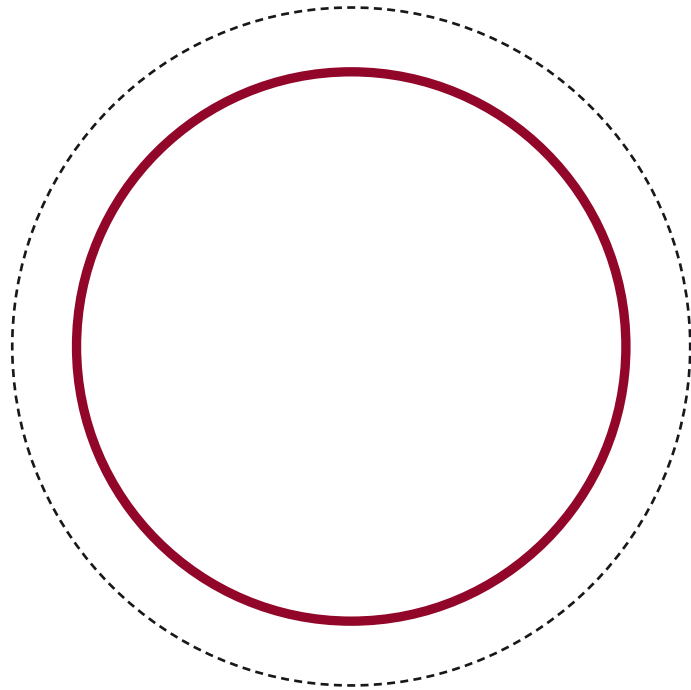
1. Brand Icon

Technical Specifications

Printing: Pantone 187

Dimensions: 8.5 cm Diameter

Paper Stock: Please discuss with your local vendor.



2.16 ROUND COASTER

Design Specifications

Technical Specifications

Printing: Pantone 202

Dimensions: 9 cm Diameter

Paper Stock: Please discuss with your local vendor.

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3.0 COMMUNICATION



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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

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J.SHEEKEY

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

E: marketing@caprice-holdings.co.uk

T:+44 (0) 20 7307 5760