

The background of the cover is a stained glass pattern. It consists of a grid of diamond-shaped panes separated by dark, thick lead lines. The panes are filled with various colors and textures: a central purple pane, a blue pane at the bottom right, a yellow pane at the bottom left, and several white panes with a fibrous, paper-like texture. The overall effect is reminiscent of a window or a decorative wall.

# THE IVY

VISUAL  
STANDARD  
GUIDELINES  
2010

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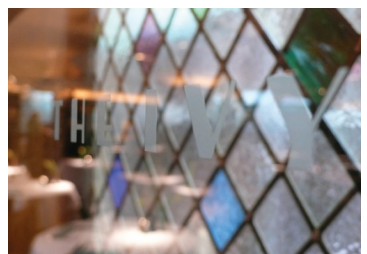
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**1.0 THE BRAND**

## THE BRAND

## 1.1 OUR BRAND

## THE IVY



When owner Abel Giandellini and Maitre d'Hotel Mario Gallati joined forces in 1917, their modest café soon gained favour amongst the theatre community. The name The Ivy was adopted when actress Alice Delysia quoted a popular song of the day “don't worry, we will always come to see you, we will cling together like the ivy”.

The space we know today closely resembles the grand restaurant created by the original duo back in their heyday. Over the years, The Ivy has changed hands on numerous occasions but in 1990 it underwent a renaissance and was refurbished and re-launched with leading contemporary artists creating site-specific commissions.

The Ivy is a classic dining room and a private dining room concept based on a traditional English brasserie format. The menu covers most of the bases of an international offer and has evolved from the philosophy of Escoffier.

The emphasis is always on ingredients of exceptional quality, carefully prepared, executed and served in relaxed and comfortable surroundings. The brasserie-style menu continues to offer favourites such as ‘bang bang chicken’, ‘Thai-baked sea bass with fragrant rice and soy dip’ and ‘shepherd's pie’ and ‘The Ivy hamburger’.

The furnishings and decor is all classic brasserie; leather banquettes, wood panelling, white linen tables with very traditional glassware, cutlery and table settings.

The Ivy also has a collection of contemporary art that interfaces seamlessly with the fabric and design of the restaurant.

**THE BRAND**  
1.2 BRAND IDENTITY



Pantone 555c



Black



White-out

**The logo**

There are different ways in which The Ivy logo can be used.

- i. Full colour
- ii. Black

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.

Do:

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

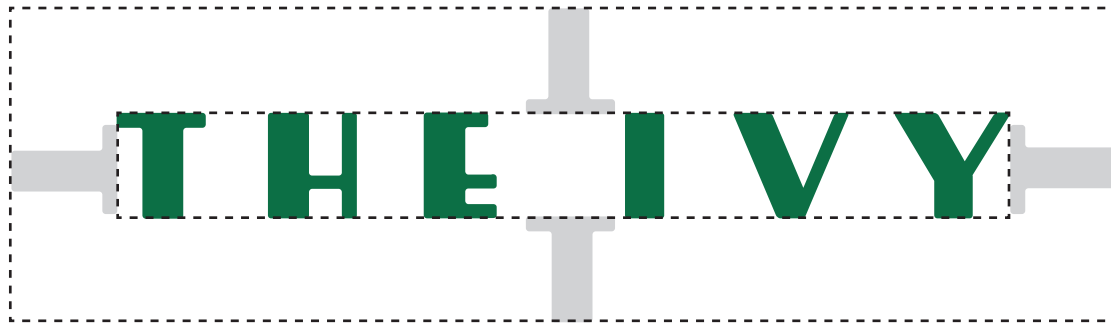
Do not:

- Change the colour of the logo.
- Change the orientation of the words ‘The Ivy’.
- Rotate the logo.

THE BRAND

1.3 BRAND IDENTITY CONSIDERATIONS

Clear space requirement



Minimum height



Identity restrictions



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 height.

## THE BRAND

## 1.4 COLOUR PALETTE



Ivy Green  
Pantone 555c  
C:100 M:50 Y:100 K:0

### Primary Colour Palette

After the brand name, the primary colour is the second most important element used to identify the brand.

Please ensure that the colour is 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.

## THE BRAND

### 1.5 TYPOGRAPHY

#### Standard font

##### Times New Roman Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

##### Times New Roman Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 0123456789**

##### Times New Roman Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz 0123456789*

#### Alternative font

##### Copperplate Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

##### Copperplate Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789**

##### Copperplate Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

The typeface selected must never be altered or condensed in any way and should be kept consistent throughout all applications.

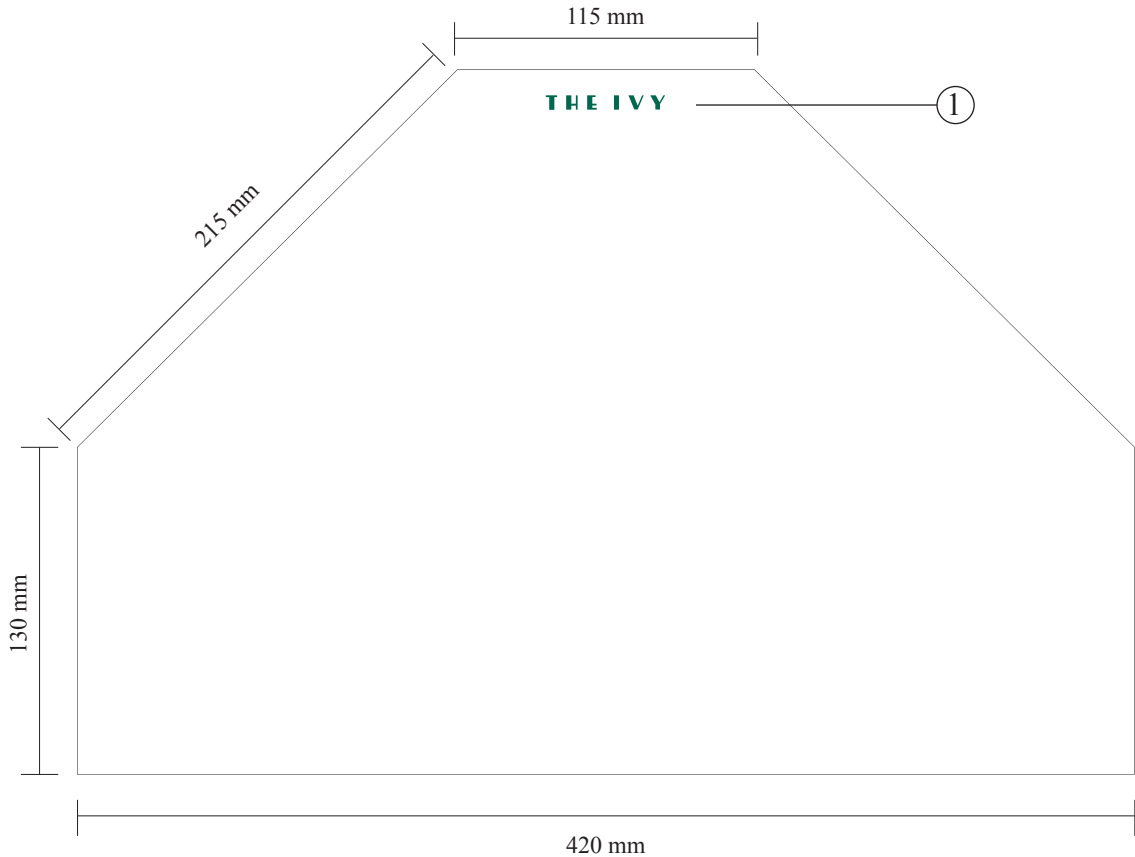
Times New Roman is used for all printed materials within The Ivy brand, for both heading and body text as well as for all the food and beverage menus. The font is available in regular, bold and italic weights.

Alternatively, Copperplate is used for sub heading on some business stationery such as the business card, bill folder, letterhead and envelopes. The font is available in regular, bold and light weights.



**2.0 BRANDED APPLICATIONS**

**BRANDED APPLICATIONS**  
**2.1 PLACE MAT**



**Design Specifications**

1. Brand identity

Colour code:

Ivy Green - Pantone 555c

**\*Element 1 MUST appear at all times in this type of artwork.**

**Technical Specifications**

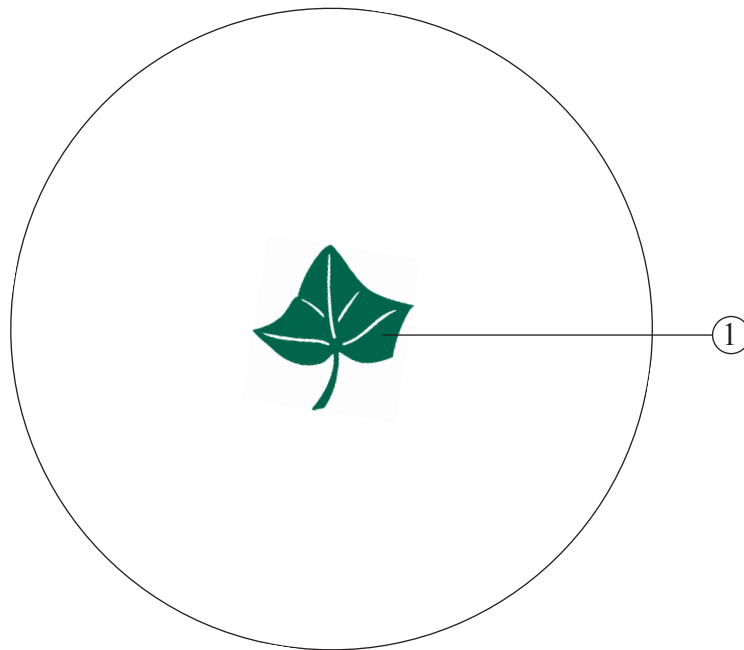
Dimensions:

420 mm (W) x 280 mm (H)

**Paper Stock**

100 gsm croxley heritage ivory with cut corners

**BRANDED APPLICATIONS**  
**2.2 DRIP MAT/ BEER MAT**



**Design Specifications**

1. Image: The Ivy Leaf

Colour code:

Ivy green - Pantone 555c

**\*Element 1 MUST appear at all times in this type of artwork**

**Technical Specifications**

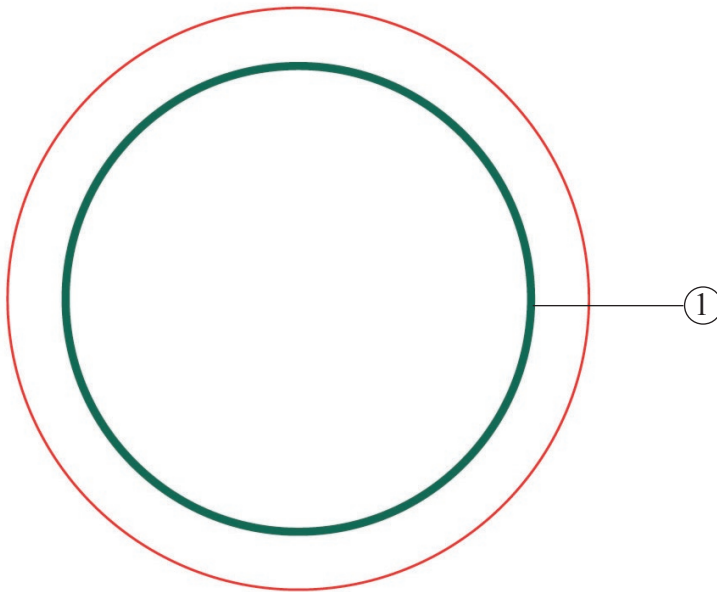
Dimensions:

85 mm diameter

**Paper Stock**

500 gsm white mat board with die cutting

**BRANDED APPLICATIONS**  
**2.3 COASTER**



**Design Specifications**

1. Colour code:

Ivy green - Pantone 555c

**Technical Specifications**

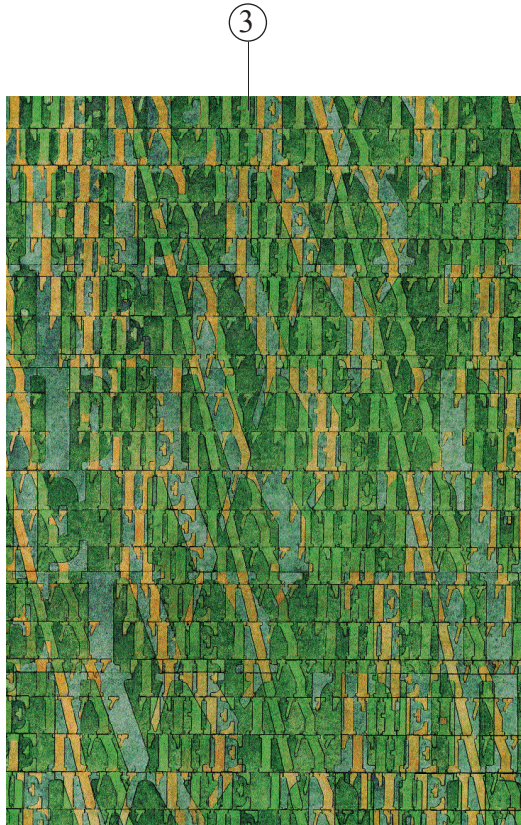
Dimensions:

90 mm diameter

**Paper Stock**

7 ply white wax back tissue with die cutting

BRANDED APPLICATIONS  
2.4 À LA CARTE MENU



①

**THE IVY**

②.a

②.b

②.c

| HORS D'OEUVRES                              |             |                                       |             |
|---|-------------|---------------------------------------|-------------|
| Breaded scampi with tartare sauce           | 10.75       | Grilled squid, chorizo & parley salad | 10.50       |
| Yellowtail Kingfish washimi                 | 14.00       | Steak frites                          | 16.75       |
| Seafood vegetable terrine                   | 9.75        | Aromatic duck salad                   | 10.00       |
| Garden vegetable salad                      | 9.75        | English asparagus                     | 11.00       |
| Chicken volcano                             | 6.00        | Shellfish tempura                     | 7.50        |
| Seared scallops                             | 16.00/23.00 | Dressed Dover sole                    | 15.75       |
| Potato gnoccoli                             | 9.50/13.75  | Poa & risotto tortelloni              | 10.75/13.50 |
| Crab linguine                               | 10.75/16.25 | Salt beef hash                        | 10.50       |
| Solomon fishcake                            | 15.50       | Deep-fried haddock                    | 17.50       |
| Halibut on the bone                         | 26.50       | Thai-baked sea bass                   | 26.50       |
| Calif's liver & bacon                       | 19.75       | Roasted corn-fed duck                 | 24.00       |
| Char-grilled chicken breast                 | 16.75       | Grilled veal chop                     | 26.50       |
| The Ivy hamburger                           | 13.75       | Beefsteak with cheddar                | 28.75       |
| Boiled salt beef                            | 16.00       | Shepherd's pie                        | 17.00       |
| Seared grass beans                          | 4.00        | Buttered spring greens                | 4.50        |
| Parmentier-fried courgettes                 | 3.25        | Carrots, peas & shoots                | 4.75        |
| Spinach: natural, creamed or roasted        | 4.75        | Cheddar & potato gratin               | 4.75        |
| Dorsetton                                   | 9.50        | Beefsteak-Savarin                     | 8.00        |
| Ice cream                                   | 6.50        | Peppermint cream                      | 6.75        |
| Cheese & buns                               | 4.00        | Strawberry tart                       | 3.50        |
| Coffee: Steam, medium roast                 | 3.00        | Espresso                              | 2.75        |
| Fresh ground decaffeinated coffee available |             |                                       |             |

②.d

Please inform us of any allergies before ordering. Our fish is responsibly caught from sustainable sources. No camera or mobile phones, please. Vegetarian and vegan menus available. A discretionary service charge of 12.5% will be added to your bill. Includes 17.5% VAT. Cover charge: 2.00

Design Specifications

1. Brand identity:

The Ivy logo

Colour code:

Ivy green - Pantone 555c

2. Menu:

2.a) Category:

Times New Roman Bold, upper case, centred

2.b) Items and pricing:

Times New Roman Regular, sentence case, aligned left

2.c) Descriptions:

Times New Roman Italic, lower case, aligned left

2.d) Footer:

Times New Roman Regular, sentence case, aligned left

3. Reverse cover

Text style:

Menu items are written in lower case with the exception of the first letter which is capital.

\*Element 1 MUST appear at all times in this type of artwork.

Technical Specifications

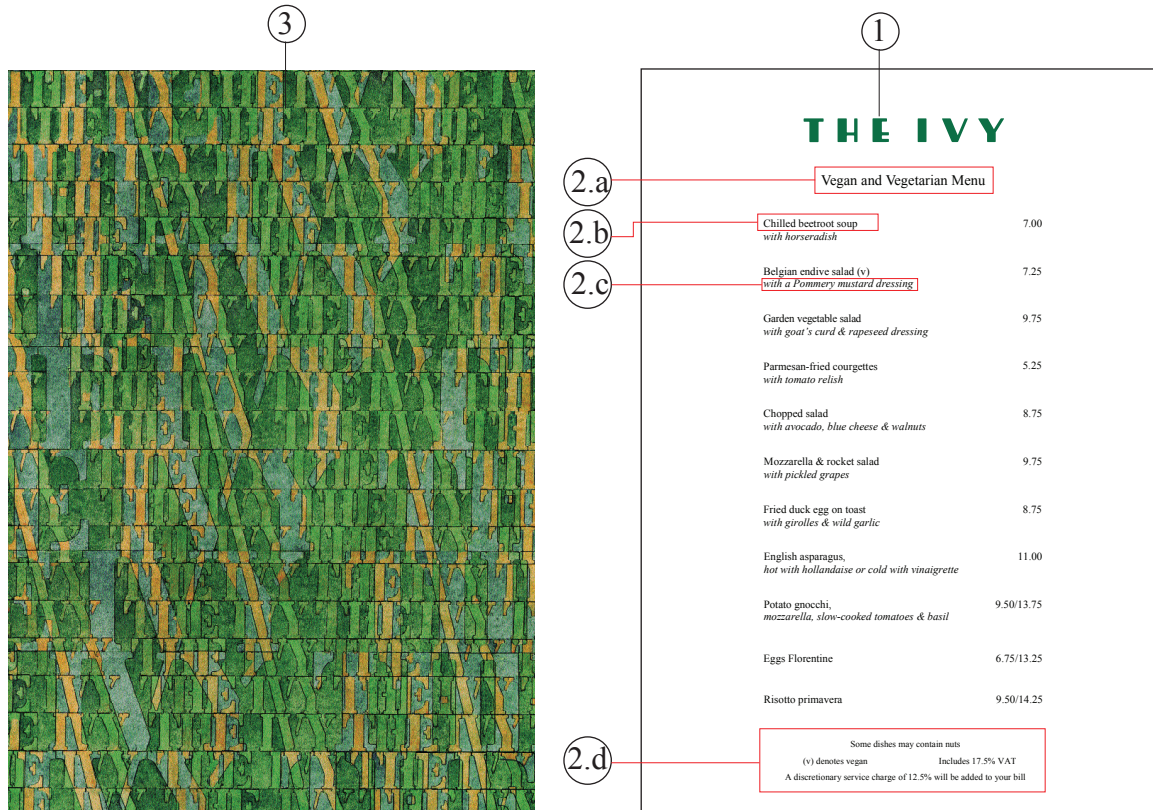
Dimensions:

297 mm (W) x 420 mm (H)

Paper Stock

240 gsm popset brilliant white

BRANDED APPLICATIONS  
2.5 VEGETARIAN MENU



**Design Specifications**

1. Brand identity:

The Ivy logo

Colour code:

Ivy green - Pantone 555c

2. Menu:

2.a) Sub-heading:

Times New Roman Bold, title case, centred

2.b) Items and pricing:

Times New Roman Regular, sentence case, aligned left

2.c) Descriptions:

Times New Roman Italic, lower case, aligned left

2.d) Footer:

Times New Roman Regular, sentence case, centred

3. Reverse cover

Text style:

Menu items are written in lower case with the exception of the first letter which is capital.

**\*Element 1 MUST appear at all times in this type of artwork.**

**Technical Specifications**

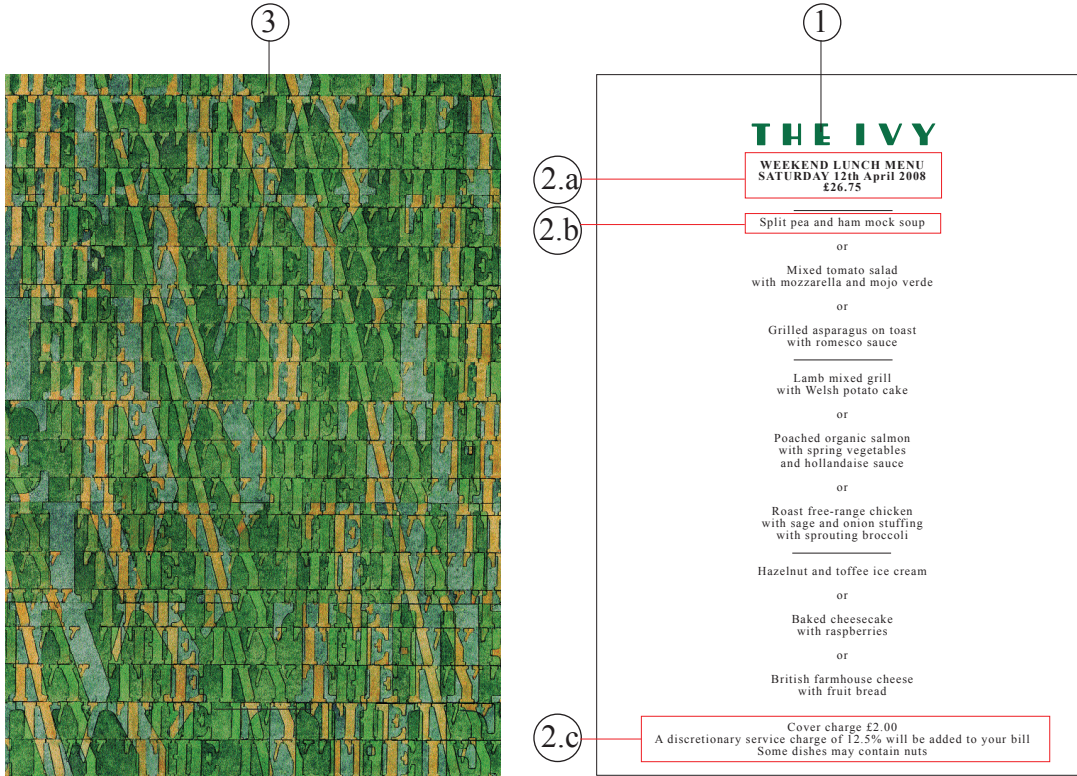
Dimensions:

210 mm (W) x 297 mm (H)

**Paper Stock**

240 gsm popset brilliant white

BRANDED APPLICATIONS  
2.6 WEEKEND MENU



**Design Specifications**

1. Brand identity:

The Ivy logo

Colour code:

Ivy green - Pantone 555c

2. Menu:

2.a) Sub-heading:

Times New Roman Bold, upper case, aligned centre

2.b) Items

Times New Roman Regular, sentence case, aligned centre

2.c) Footer

Times New Roman Regular, sentence case, aligned centre

3. Reverse cover

Text style:

Menu items are written in lower case with the exception of the first letter which is capital.

**\*Element 1 MUST appear at all times in this type of artwork.**

**Technical Specifications**

Dimensions:

148 mm (W) x 210 mm (H)

**Paper Stock**

135 gsm popset brilliant white

BRANDED APPLICATIONS  
2.7 COCKTAIL MENU INSIDE

|     |   |  |
|-----|---|--|
| 2.a | <b>THE IVY</b>  |  |
|     | <b>COCKTAILS</b>  |  |
| 2.b | <b>Champagne</b>  |  |
|     | <p><b>Carol Channing:</b> Framboise, Framboise eaux de vie, sugar, Champagne 10.00<br/> <b>Champagne Cocktail:</b> Courvoisier Exclusif, sugar, angostura bitters, Champagne 10.00<br/> <b>Kir Imperial:</b> Framboise, Champagne 10.00<br/> <b>Champagne Aïca:</b> Pernod, Champagne 10.00<br/> <b>Twinkle:</b> Stolichnaya, elderflower, Champagne 10.00</p>  |  |
| 2.c | <b>Non-Alcoholic</b>  |  |
|     | <p><b>Shirley Temple:</b> Ginger ale, grenadine, maraschino cherries 3.25<br/> <b>Virgin Mary:</b> Tomato juice, spices 4.50<br/> <b>Agave Limonade:</b> Lime juice, agave, soda 5.00<br/> <b>Fruit Punch:</b> Orange juice, cranberry, elderflower, mint, soda 5.00<br/> <b>Raspberry Tart:</b> Pink grapefruit juice, raspberry, lemonade 5.00<br/> <b>Green Apple Ginger:</b> Apple juice, grenadine, passion fruit puree, ginger beer 5.00</p>  |  |
| 2.d | <b>Classics</b>   |  |
|     | <p><b>Daiquiri:</b> Havana Especial, lemon juice, sugar 8.50<br/> <b>Spritz:</b> Prosecco, Aperol 8.50<br/> <b>Tom Collins:</b> Tanqueray, lemon juice, sugar, soda 8.50<br/> <b>Whisky Sour:</b> Johnny Walker Black Label, lemon juice, sugar 8.50<br/> <b>Mojito:</b> Havana Especial, sugar, mint 8.50<br/> <b>Negroni:</b> Tanqueray, Campari, sweet vermouth 9.00<br/> <b>Manhattan:</b> Sazerac, vermouth, angostura bitters 9.00<br/> <b>Margarita:</b> Tequila, triple sec, lemon juice 9.00<br/> <b>Bellini:</b> Prosecco, peach puree 9.50<br/> <b>Sazerac:</b> Sazerac, Peychaud bitters, Pernod, sugar, soda 9.50<br/> <b>Mint Julep:</b> Woodford Reserve, mint, sugar 9.50<br/> <b>Kir 'Ed Victor':</b> Bourgneon Alligoté, crème de cassis, orange twist 9.75<br/> <b>Vodka Martini:</b> Stolichnaya, dry vermouth 11.50<br/> <b>Gin Martini:</b> Tanqueray, dry vermouth 11.50<br/> <b>Vesper:</b> Tanqueray 10, Stolichnaya Elite, Lillet 13.50</p> |  |
|     | <b>After Dinner</b>   |  |
|     | <p><b>Grasshopper:</b> Green crème de menthe, double cream, crème de cacao 8.50<br/> <b>B&amp;B:</b> Courvoisier Exclusif, Benedictine 8.50<br/> <b>Rusty Nail:</b> Johnny Walker Black Label, Drambuie 8.50<br/> <b>Brandy Alexander:</b> Courvoisier Exclusif, crème de cacao, double cream 8.50<br/> <b>Espresso Martini:</b> Coffee liqueur, espresso, Stolichnaya 10.50<br/> <b>Honeyed Martini:</b> Stolichnaya, Frangelico 10.50<br/> <b>Chocolate Martini:</b> Stolichnaya, Crème de cacao 10.50</p>  |  |
|     | <b>MALT SCOTCH</b>  |  |
|     | <p>Macallan 10 years Speyside 8.50<br/>         Glenlivet 12 years Speyside 8.50<br/>         Lagavulin 16 years Islay 8.50<br/>         Talisker 10 years Isle of Skye 8.50<br/>         Glenfiddich 12 years Speyside 9.50<br/>         Balvenie 15 years single barrel Speyside 11.00<br/>         Longrow 14 years Campbeltown 13.00<br/>         Springbank 15 years Campbeltown 13.00<br/>         Laphroaig 15 years Islay 15.00<br/>         Caol Ila 12 years, Adelphi Distillery Islay 18.00<br/>         Linkwood 18 years, Adelphi Distillery Speyside 21.00</p>  |  |
|     | <b>BOURBON AND RYE</b>  |  |
|     | <p>Buffalo Trace 7.50<br/>         Jack Daniel's sour mash 8.00<br/>         Sazerac Rye 8.00<br/>         Woodford Reserve 8.50<br/>         Elijah Craig 12 years small batch 8.50<br/>         Jack Daniel's single barrel 11.00<br/>         Blanton's original 11.00<br/>         Eagle Rare 17 years 11.00<br/>         George T Stagg 19.00<br/>         Maker's Mark black label 25.00</p>  |  |
|     | <b>IRISH, JAPANESE AND BLENDED WHISKY</b>   |  |
|     | <p>Johnnie Walker black label 7.00<br/>         Chivas Regal 12 years 8.00<br/>         Cutty Sark 8.00<br/>         Dewar's white label 8.00<br/>         J &amp; B Rare 8.00<br/>         Jameson 8.00<br/>         Bushmills Black Bush 8.00<br/>         Tyrone single malt 8.00<br/>         Nikka from the barrel 9.50<br/>         Jameson Gold Reserve 13.00<br/>         Nikka 'Yoichi' single malt 12 years 20.00<br/>         Chivas Regal Royal Salute 21 years 21.00<br/>         Johnnie Walker blue label 26.00</p>  |  |
|     | <b>RUM</b>  |  |
|     | <p>Havana Club Especial 7.00<br/>         Gosling Black Seal 7.00<br/>         Mount Gay 7.00<br/>         Myers Planters Punch 7.00<br/>         Ron Bacardi White 7.00<br/>         Havana Club 7yr Old 7.00<br/>         Bacardi Oro 7.00<br/>         Angostura 1919 8yr Old 8.00<br/>         Bacardi 8yr Old 8.00<br/>         Mount Gay XO 8.00<br/>         Pyrat XO 9.00<br/>         Diplomatico Reserva Exclusiva 9.50<br/>         Havana Club Barrel Proof 10.00<br/>         El Dorado 21yr Old 13.00</p>   |  |
|     | <b>GIN</b>  |  |
|     | <p>Tanqueray Red 7.00<br/>         Beefeater 8.00<br/>         Hendricks 8.00<br/>         Sipsmith 8.00<br/>         Bombay Sapphire 8.00<br/>         Gordon's 8.00<br/>         Plymouth Navy Strength 8.50<br/>         Tanqueray No 10 8.50<br/>         Beefeater 24 8.50</p>   |  |
|     | <b>VODKA</b>  |  |
|     | <p>Stolichnaya 7.00<br/>         Absolut 8.00<br/>         Absolut Citron 8.00<br/>         Ketel One 8.00<br/>         Wyborowa 8.00<br/>         Zubrovka 8.00<br/>         Chopin 8.50<br/>         Belvedere 8.50<br/>         Grey Goose 8.50<br/>         Snow Queen 8.50<br/>         Stolichnaya Elite 12.00<br/>         Kauffmann 2006 14.00</p>  |  |
|     | <b>SHERRY</b>   |  |
|     | <p>Gonzalez, Amontillado 7.75<br/>         Gonzalez, Tio Pepe 7.75<br/>         Barbudillo, Manzanilla 7.75<br/>         Emilio Lustau, Moscatel 9.25<br/>         Emilio Lustau, Puerto Fino 9.25<br/>         Emilio Lustau, Oloroso 9.25<br/>         Pedro Ximenez 14.25<br/>         Apostoles, Palo Cortado 24.25</p>   |  |
|     | <b>DESSERT WINE</b>   |  |
|     | <p>Côteaux du Layon 'St Aubin' 46.00<br/>         Domaine des Forges, Loire Valley 2008<br/>         Elysium Black Muscat, 24.75<br/>         Qeady Winery, California 2007<br/>         Muscat de Beaumes de Venise 8.25 29.75 51.00<br/>         Domaine de Durban, Rhône Valley 2007<br/>         Banyuls 'Cuvée Joseph Gérard' 8.50 52.00<br/>         Domaine Pièrre Gérard, Collioure 2000<br/>         Château Partarieu 9.50 59.00<br/>         Sauternes 2007<br/>         Tokaji Aszú 6 Puttonyos, Tokaji Oremus, 84.00<br/>         Toklay, Hungary 2000<br/>         Château de Fargues, Sauternes 1990 107.00<br/>         Château d'Yquem 1er Grand Cru Classé, Sauternes 2004 214.00</p>   |  |

Design Specifications

1. Brand identity:

The Ivy logo

Colour code:

Ivy green - Pantone 555c

2. Menu:

2.a) Main category:

Times New Roman Bold, upper case, aligned centre

2.b) Sub category:

Times New Roman Regular, sentence case, aligned left

2.c) Items:

Times New Roman Bold, title case, aligned left

2.d) Descriptions and pricing:

Times New Roman Regular, sentence case, aligned left

2.e) Volume:

Times New Roman Regular, lower case, aligned right

Text style:

Menu items are written in lower case with the exception of the first letter which is capital.

\*Element 1 MUST appear at all times in this type of artwork.

Technical Specifications

Spread Size:

420 mm (W) x 297 mm (H)

Folded Size:

140 mm (W) x 297 mm (H)

Paper Stock

135 gsm popset brilliant white with folding



BRANDED APPLICATIONS  
2.8 COCKTAIL MENU REVERSE

**1** THE IVY

**2.a** DIGESTIFS

**2.b** Cognac

|  |        |
|--|--------|
| Maxime Trijol Classic VSOP                                 | 8.00   |
| Remy Martin VSOP   | 8.00   |
| Courvoisier VSOP Exclusif                                  | 10.50  |
| Remy Martin XO   | 19.00  |
| Hine Antique XO  | 22.00  |
| Leyrat XO Elite  | 22.00  |
| Courvoisier XO   | 23.00  |
| Ragnaud Sabourin Alliance 35, Fenienville Grande Champagne | 25.00  |
| Ragnaud-Sabourin XO  | 25.00  |
| Ragnaud-Sabourin Florilège                                 | 32.00  |
| Maxime Trijol 1969 Grande Champagne                        | 47.00  |
| Courvoisier Initiale                                       | 52.00  |
| Trijol Ancestrale, Grande Champagne                        | 52.00  |
| Ragnaud Sabourin Le Paradis, Grande Champagne              | 78.00  |
| Lafayette 1906   | 90.00  |
| Louis XIII   | 160.00 |

**2.c** Marc

|                        |      |
|------------------------|------|
| Marc de Bourgogne      | 8.00 |
| Marc de Champagne      | 8.00 |
| Marc de Gewurztraminer | 9.50 |

**Port**

|                              |       |
|------------------------------|-------|
| Taylor's 2003 LBV            | 6.75  |
| Nisport Colheita 1988, Tawny | 13.75 |
| Graham's 1991                | 15.25 |

**Armagnac**

|  |       |
|--|-------|
| Baron de Sigognac 10 Years Old             | 8.00  |
| Domaine Hourtica 1980                      | 16.50 |
| Lasgraves 1973                             | 18.50 |
| Domaine Boingneres 1980 Bas Armagnac Folle | 38.00 |
| Baron de Sigognac 1945                     | 52.00 |
| Baron de Lastrac 1900                      | 95.00 |

**Calvados**

|   |       |
|---|-------|
| Dupont VSOP, Calvados du Pays d'Anjou         | 8.00  |
| Domaine Dupont 1989, Calvados du Pays d'Anjou | 11.50 |
| Calvados Cimet Reserve de Semainville         | 17.50 |
| Domaine Dupont 1967                           | 30.00 |
| Lemorton 1957, Calvados du Domfrontais        | 32.00 |

**Grappa**

|                          |       |
|--------------------------|-------|
| Luigi Francoli - Moscato | 8.00  |
| Dolcetto, Claudio Alario | 9.00  |
| Sassicaia, Namom         | 9.50  |
| Fragolino, Nomino        | 10.00 |

**Eau de Vie**

|                             |      |
|-----------------------------|------|
| Eau de Vie de Framboise     | 8.00 |
| Eau de Vie de Kirsch        | 8.00 |
| Eau de Vie de Mirabelle     | 8.00 |
| Eau de Vie de Peire William | 8.00 |

**3.a** THE IVY

**3.b** The Ivy in war-time

*an excerpt from 'Mario of the Caprice' by Mario Gullati, 1960*

**3.c** "The Second World War brought difficulties and dangers to everyone. Restaurants were among the first casualties of the black-out. When war was first declared, our immediate idea at The Ivy was to close down completely. We were prevailed upon to stay open for lunches, however, even though we closed during the evening. Most theatres were closed for the first few weeks of the war. Londoners were too upset and bewildered to go about their normal way of life. Yet it was really surprising to see how quickly things swung back to normal once the threatened aerial bombardments by the Nazis did not transpire. Soon, black-out or no black-out, we were filled for lunch and dinner, just as before. Some of our clients appeared in uniform. Others disappeared for a while, their places being taken by newcomers, stage and screen stars whose careers were to blossom during those eventful years. Our clientele went through some changes but we remained open day and night throughout the blitz and black-out.

During the bombings of 1940, the bomb which destroyed the Shaftesbury Theatre also blew in doors and windows all round the Cambridge Circus area. Not one window was left in the Ivy the next morning, so we all worked with a will and boarded up the windows as best we could. By lunch-time we were almost ready to open, having worked since early morning clearing up the debris and the shattered glass. London had suffered a terrible night of bombing, and when they arrived the staff were red-eyed from lack of sleep. Eventually however, after hours of labour, we set the tables and opened the doors. I looked around at the boarded-up windows and the broken glass swept into the corners and awaited our first lunch-time customers with some trepidation. The beloved restaurant certainly looked the worst for wear.

The first customers to arrive were Joyce Carey and her mother, the late Eilian Brailhwaite. As they sat down Joyce looked around and exclaimed: "What a terrible night it has been, Mario. But I am so glad that nothing has happened to the dear old Ivy!"

**4** [Patterned background]

Design Specifications

- Brand identity:
  - The Ivy logo
  - Colour code: Ivy green - Pantone 555c
- Menu:
  - 2.a) Main category: Times New Roman Bold, upper case, centred
  - 2.b) Sub category: Times New Roman Regular, sentence case, aligned left
  - 2.c) Items and pricing: Times New Roman Bold, title case, aligned left
  - 2.d) Volume: Times New Roman Regular, sentence case, aligned right
- Text:
  - 3.a) Heading: Times New Roman Bold, sentence case, centred
  - 3.b) Sub-heading: Times New Roman Italic, sentence case, centred
  - 3.c) Body text: Times New Roman Regular, sentence case, aligned left
- Reverse cover

\*Element 1 MUST appear at all times in this type of artwork.

Technical Specifications

Spread Size:  
420 mm (W) x 297 mm (H)

Folded Size:  
140 mm (W) x 297 mm (H)

Paper Stock

135 gsm popset brilliant white with folding

BRANDED APPLICATIONS  
2.9 WINE LIST INSIDE

**1**

**THE IVY**

**2.a**

**2.b**

**2.c**

**2.d**

**WHITE**

**Europe**

Vale de Clair Douro Branco, Quinta de la Rosa, Portugal 2007 Portugal 23.75

Marumne-Vigner, Domaine de la Cressane, Vin de Pays d'Oc 2008 France 24.25

Sauvignon Blanc 'Le Fumé Blanc', Laurus, Vin de Pays d'Oc 2009 France 26.50

Mandelat de Sire et Maine 'sur la', Domaine la Merinière 2008 France 26.75

Wickham Vineyard Faber/Schonberger 2008 Hampshire England 27.25

Pepelud de Pinot, Eglise Jordan, Languedoc 2009 France 28.00

Pinot Bianco Cantina Adrian, Alto Adige 2008 Italy 32.50

Gavi di Gavi Margasi Superiore 2009 Italy 34.00

Vedrochico Classico Superiore, Stefano Mancinelli, Marech, 2007 Italy 35.75

Bourgogne Aligoté, Jean-Yves Devevey 2008 France 36.00

Limoux 'Terres Amoureuses', Chateau d'Arenques 2008 France 37.75

Vouvray 'Sec', Domaine Bourillon d'Orléans, Rhône 2008 France 37.75

Gewurztraminer, Joseph Cattin 2008 Alsace, France 38.00

Grüner Veltliner 'Spiegel', Weingut Hiedler, Langenlois-Kamptal 2008 Austria 38.50

Albariño 'Leira Reyero', Bodegas Pascual 2008 Spain 39.00

Clés-du-Rhône Blanc, Grandes Vignes du Roy, Rhône 2009 France 39.00

Pouilly-Fumé 'La Charmie', Patrick Coulbois, Loire 2008 France 41.00

Chablis 2008 Domaine des Maronniers, France 42.00

**New World**

Pecan Stream Chenin Blanc, Stellenbosch 2009 South Africa 25.50

Sauvignon Blanc 'La Flor', Mendoza 2009 Argentina 25.75

Cannus Culture, Chardonnay, Monterey County, California 2008 USA 29.50

Pulenta Estate Chardonnay, Mendoza 2008 Argentina 30.25

Islander Chardonnay, Kangaroo Island, South Australia 2008 32.00

Pewsey Vale Eden Valley Riesling 2009 Australia 35.00

Waterford Estate Chardonnay 2008 South Africa 38.00

Isabel Estate Sauvignon Blanc, Marlborough 2009 New Zealand 41.00

Sau Riesling, Weingut Van Volxem 2008 Germany 44.00

Saint-Véran 'Les Terres Noires', Domaine des Deux Roches, Burgundy 2008 France 45.00

Sancerre, Jean-Marc Crochet, Loire 2008 France 45.00

Pinot Grigio 'Les Neri', Alvaro Proccari, Juncos del Fruch 2008 Italy 46.00

Micon-Milly-Lamartine 'Clos de la Crochette', Les Héritiers du Comte Laon, Burgundy 2007 France 50.00

I Civi 'Galea' Focci Friulano-Verduzzo, Collio Orientale, 2004 Italy 51.00

Chablis 1er Cru Montmain, Jean-Claude Besin 2007 France 54.00

Rioja Blanco, Finca Allende 2007 Spain 57.00

Pinot Gris 'Zellberg', André Osterag 2005 France 67.00

Pouilly-Vinelles 'Les Quatre', La Souffranderie 2006 France 74.00

Riesling Spatargel 'Wachstum Bodenstein', Weingut Prager, Wachau 2006 Austria 97.00

Muscovnik, Henri Germain, Burgundy 2006 France 100.00

Coudouze, Cuvée de Chéry, Rémi & Robert Niero, Rhône 2007 France 100.00

Puligny-Montrachet, Domaine Leflaive 2006 France 110.00

Château de Boncastel Blanc, Rhône, 2006 France 129.00

Puligny-Montrachet 1er Cru Les Champs Canet, Louis Carillon 2007 France 173.00

Château-Charlemagne Grand Cru, Louis Latour 2002 France 209.00

Criots-Bâtard-Montrachet Grand Cru, Henri Boillot 2003 France 315.00

**RED**

**Europe**

Côteaux de Peyrie, Massamier la Mignarde 2009 France 22.00

Berry's Good Ordinary Claret 2007 France 24.25

Bardolino, Monte del Fra, Veneto 2008 Italy 25.25

Artazarri Gamacha, Bodegas Artazu, Navarra 2008 Spain 26.75

Pinot Noir 'Fumées Noires', J et F Lartion, Vin de Pays d'Oc 2008 France 28.25

Château des Gravières, Portes, Graves 2005 France 36.75

Doaro Tinto 'Aguila' Quinta de la Rosa, Pórtico 2006 Portugal 39.25

St. Chinian, Hecht & Bannier, Languedoc 2005 France 41.00

Sancerre Rouge, David Sautereau, Loire 2008 France 42.00

Roja 'La Montesa' Palacios 2007 Spain 43.00

Dolcetto d'Alba 'Boschi di Berti', Podere Marcarini, Piedmont 2007 Italy 43.00

Bourgoul 'Le Haut de la Butte', Domaine de la Butte, Loire 2006 France 43.00

Minervois La Livinière, Château de Cessaras, Languedoc 2006 France 44.00

Fleuris 'Les Mottiers', Michel Chignard, Bourgogne 2008 France 44.00

Blaufänkisch 'Eisenberg', Uwe Schiefer 2007 Austria 46.00

Chianti Classico, Castello di Bossi, Tuscany 2006 Italy 48.00

Crozes-Hermitage, Domaine des Entrefaux, Rhône 2007 France 49.00

Château du Gaby, Canon-Fronsac, Bordeaux 2004 France 54.00

Bandol Rouge, Domaine de Terrebrune, Provence 2006 France 55.00

Rully Rouge 1er Cru Molsme, Jean-Baptiste Pinos, Burgundy 2007 France 60.00

Rosso di Montalcino, Retieri, Tuscany 2006 Italy 62.00

Nebbiolo del Langhe Mascarello, Piedmont 2007 Piedmont, Italy 67.00

Château Mnar, Hechar 2002 Lebanon 77.00

Toro, Bodegas y Vinosol, Pania 2005 Spain 87.00

Château-auf-du-Pape, Charvin, Rhône 2005 France 92.00

Côte-Rôtie, D & B Dechaux 2004 France 95.00

Clos de l'Oratoire, St. Emilion 2001 France 100.00

Barolo 'Vigna Riorda', Luca Rognna, Piedmont 2003 Italy 121.00

Clos des Lianines Pomerol 1998 France 129.00

Pomerol 'Fines Duf', Alvaro Palacios, Gatallops 2006 Spain 133.00

Voulay 1er Cru Chevrets, Henri Boillot, Burgundy 2006 France 145.00

Château Montrose St. Estèphe 1999 France 161.00

Château de Boncastel, Châteauneuf-du-Pape, Rhône 2001 France 198.00

Château Granard-Larose, 2ème Cru Classé, St. Julien 1996 France 214.00

Clos Vougeot, Grand Cru, Meo-Camuzet 2003 France 235.00

Vega Sicilia 'Unico', Ribera del Duero 1996 Spain 257.00

Château Lynch-Bages, 5ème Cru Classé, Pauillac 1996 France 278.00

Château Haut-Brion 1er Grand Cru Classé, Pènet-Lognan 1997 France 428.00

**New World**

Vita Monte Verde Merlot, Maipo Valley 2008 Chile 20.75

Cabernet Sauvignon 'La Flor', Mendoza 2008 Argentina 23.25

Incredible Red Zinfandel, Peachy Canyon Winery, Paso Robles, California 2007 USA 38.00

Olimo's Reward Cabernet-Franc/Merlot 2004 Australia 46.00

Swartskaap Cabernet Franc 2008 HPE, South Africa 48.00

Elderton Estate Shiraz, Barossa Valley 2005 Australia 50.00

Gem Pinot Noir 2006 New Zealand 64.00

Geyersville, Zinfandel Blend, Ridge Vineyard, Santa Cruz 2007 USA 68.00

'Neyen', Neyen Estate, Apalta Valley, Colchagua 2005 Chile 68.00

'Espirit de Boncastel', Tablas Creek Vineyard, Paso Robles 2000 USA 79.00

Underhill Shiraz, Yarra Yering, Victoria 2006 Australia 87.00

Oregon Pinot Noir, Cuvée Laurene, Drouhin 2006 USA 97.00

Dry River Pinot Noir, Martinborough 2006 New Zealand 133.00

Monte Bello, Ridge Vineyards, Santa Cruz 2006 USA 215.00

Design Specifications

- 1. Brand identity:  
The Ivy logo  
Colour code:  
Ivy green - Pantone 555c

2. Menu:

- 2.a) Main category:  
Times New Roman Bold, upper case, centred
- 2.b) Sub category:  
Times New Roman Regular, sentence case, aligned left
- 2.c) Items and pricing:  
Times New Roman Bold, title case, aligned left
- 2.d) Denotation:  
Times New Roman Regular, lower case, aligned left

\*Element 1 MUST appear at all times in this type of artwork.

Technical Specifications

- Spread Size:  
420 mm (W) x 297 mm (H)
- Folded Size:  
210 mm (W) x 297 mm (H)

Paper Stock

240 gsm popset brilliant white with folding

BRANDED APPLICATIONS  
2.10 WINE LIST REVERSE

**1.d** denotes magnum available at twice bottle price

**1.e** CHAMPAGNE

**1.a**

| Class 150ml                                  | Half  | Bottle | Half                                       | Bottle       |
|--|-------|--------|--|--------------|
| * Gouton Chiquet 1er Cru Brut Tradition N.V. | 12.00 | 57.00  | Jacquesson Rosé D'zy-Terre Rouge 2003      | 144.00       |
| François D'alignet Brut Rosé N.V.            | 14.00 | 65.00  | Jacquesson Extra Brut 2000                 | 150.00       |
| Louis Roederer Brut Premier N.V.             | 34.00 | 68.00  | * Krug Grande Cuvée                        | 93.50 187.00 |
| Pol Roger Brut N.V.                          |       | 74.00  | Pol Roger 1998 Cuvée Sir Winston Churchill | 262.00       |
| Rosé Billecart-Salmon Brut N.V.              | 45.00 | 90.00  | Dom Ruinart Blanc de Blancs 1996           | 289.00       |
| Alfred Gratien Brut Millésimé 1999           |       | 98.00  | Krug 1998                                  | 342.00       |

**ROSÉ**

|  |       |       |  |       |
|--|-------|-------|--|-------|
| Côteaux de Peyriac, Domaine Massamer la Mignarde 2009 France       | 21.50 | 42.00 | Vin Gris de Cigare, Bonny Doon Winery, Santa Cruz, California 2008 USA | 44.00 |
| Malbec Rosé 'La Flor', Mendoza 2008 Argentina                      | 23.00 | 44.00 | Sancerre Rosé, Domaine Sautereau, Loire 2009 France                    | 53.00 |
| Château de Fonscolombe Rosé, Côteaux d'Aix en Provence 2009 France | 27.00 | 53.00 | Bandol Rosé, Domaine de Terrebrune, Provence 2008 France               |       |

**HALF BOTTLES**

| WHITE   |       | RED   |       |
|---|-------|---|-------|
| Muscadec de Sèvre et Maine 'sur lie', Domaine la Morinière Loire 2008 France    | 14.25 | Château Petit Val, St Emilion Grand Cru 2005 France                     | 28.25 |
| Chablis 2008  | 23.25 | Le Cigare V'slant, Bonny Doon Winery, Santa Cruz, 2004 USA              | 32.75 |
| Domaine des Maronniers France   | 24.75 | Central Coast Syrah, Bien Nacido Cuvée, Opus Winery, Santa Barbara 2005 | 36.00 |
| Saint Vintan 'Les Terres Noires', Domaine des Deux Roches, Burgundy 2008 France | 26.25 | Château Masar, Hochar 2002 Lebanon                                      | 38.50 |
| Pinot Grigio 'Les Neris', Alvaro Pecorari, Isonzo del Friuli 2008 Italy         | 29.75 | Château du Pape, Domaine Charvin Rhône 2004 France                      | 41.00 |
| Chablis 1er Cru Fourchaume, Domaine Guy Mothe, Burgundy 2008 France             | 52.00 | Monte Bello, Ridge Vineyards, Santa Cruz 2006 USA                       | 97.00 |
| Meursault 'Les Tillets', Domaine Patrick Javillier, 2007 France                 |       |   |       |

**BY THE GLASS 175ml**

| ROSÉ and WHITE   |       | RED   |       |
|--|-------|---|-------|
| Château de Fonscolombe Rosé, Côteaux d'Aix en Provence 2009 France                               | 7.00  | Vitá Monte Verde Merlot, Maipo Valley 2008 Chile                          | 5.75  |
| Sauvignon Blanc 'Le Funé Blanc', Lartion, Vin de Pays d'Oc 2009 France                           | 7.25  | Berry's Good Ordinary Chard 2007 France                                   | 6.75  |
| Palmita Estate Chardonnay, Mendoza 2008 Argentina  | 8.25  | Pinot Noir 'Tumores Noires', J et F Lartion, Vin de Pays d'Oc 2008 France | 7.75  |
| Gavi di Gavi, Morgassi Superiore 2009 Italy  | 9.25  | Château des Graviers, Portets, Graves 2005 France                         | 10.00 |
| Isabel Estate Sauvignon Blanc, Marlborough 2009 New Zealand                                      | 11.25 | Raja 'La Montesa', Palacios 2007 Spain                                    | 11.75 |
| Chablis 2008, Domaine des Maronniers France  | 11.50 | Minervois La Livinière, Château de Cessaras, Languedoc 2006 France        | 12.00 |
| Mâcon-Milly-Lamartine 'Clos de la Crochette', Les Héritiers du Comte Lafon, Burgundy 2007 France | 13.75 | Geyserville, Zinfandel Blend, Ridge Vineyard, Santa Cruz 2007 USA         | 18.50 |

**2**

Design Specifications

- 1. Menu:
  - 1.a) Main category: Times New Roman Bold, upper case, centred
  - 1.b) Sub category: Times New Roman Regular, sentence case, aligned left
  - 1.c) Items and pricing: Times New Roman Bold, title case, aligned left
  - 1.d) Denotation: Times New Roman Regular, lower case, aligned left
  - 1.e) Volume: Times New Roman Regular, sentence case, aligned left

2. Reverse cover

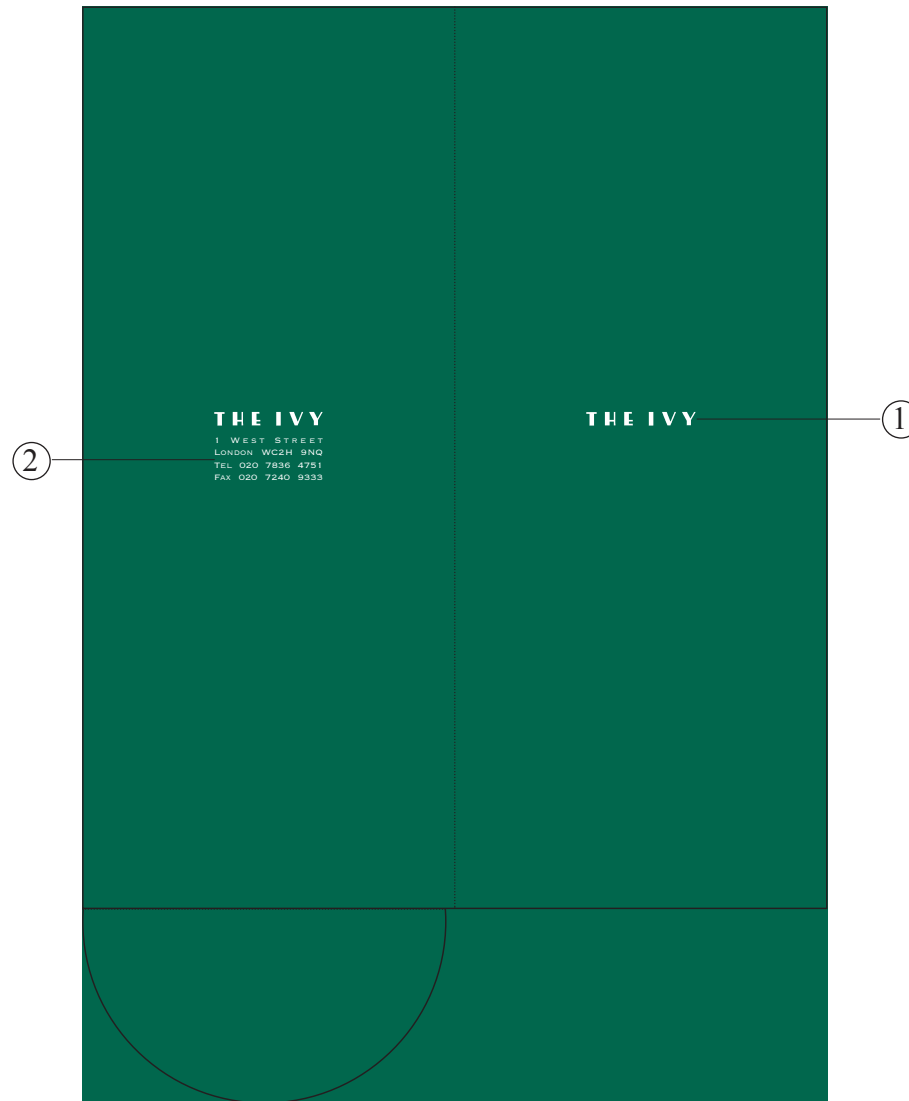
Technical Specifications

Spread Size:  
420 mm (W) x 297 mm (H)

Folded Size:  
210 mm (W) x 297 mm (H)

Paper Stock  
240 gsm popset brilliant white with folding

BRANDED APPLICATIONS  
2.11 BILL FOLDER



**Design Specifications**

1. Brand identity:

The Ivy logo

Colour code:

Ivy green - Pantone 555c

2. Address and contact numbers

Copperplate Light, upper case, full justify

**\*Element 1 MUST appear at all times in this type of artwork.**

**Technical Specifications**

Dimensions:

90 mm (W) x 219 mm (H)

**Paper Stock**

240 gsm ultrawhite

BRANDED APPLICATIONS  
2.12 BUSINESS CARD



**Design Specifications**

1. Brand identity:

The Ivy logo

Colour code:

Ivy green - Pantone 555c

2. Address, telephone number and website address:

Copperplate Light, upper case, centred

3. Personnel name:

Copperplate Light, upper case, centred

4. Contact number:

Copperplate Light, upper case, centred

**\*Element 1 MUST appear at all times in this type of artwork.**

**Technical Specifications**

Dimensions:

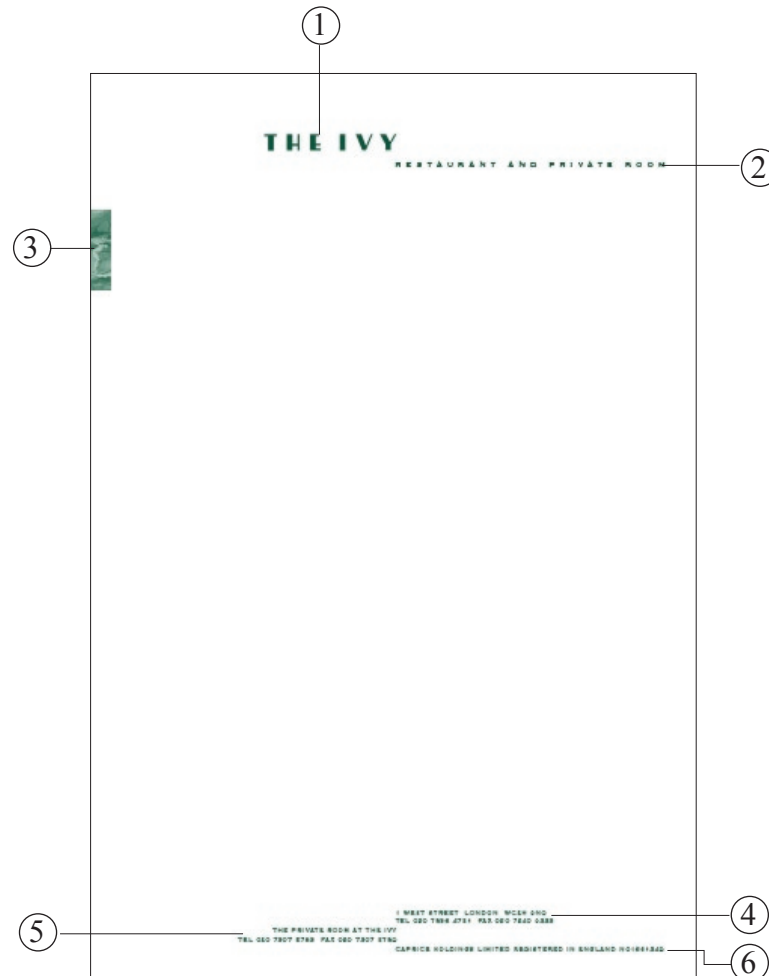
85 mm (W) x 55 mm (H)

**Paper Stock**

350 gsm Conqueror high white wove

BRANDED APPLICATIONS

2.13 LETTERHEAD (A4 SIZE)



**Design Specifications**

1. Brand identity:

The Ivy logo

Colour code:

Ivy green - Pantone 555c

2. Sub heading:

Copperplate Light, upper case, aligned right

3. Illustration

4. The Ivy address, contact numbers and website address

Copperplate Light, upper case, aligned left

5. The Private Room at The Ivy contact numbers

Copperplate Light, upper case, aligned right

6. Footer

Copperplate Light, upper case, aligned left

**\*Element 1, 2 & 3 MUST appear at all times in this type of artwork.**

**Technical Specifications**

Dimensions:

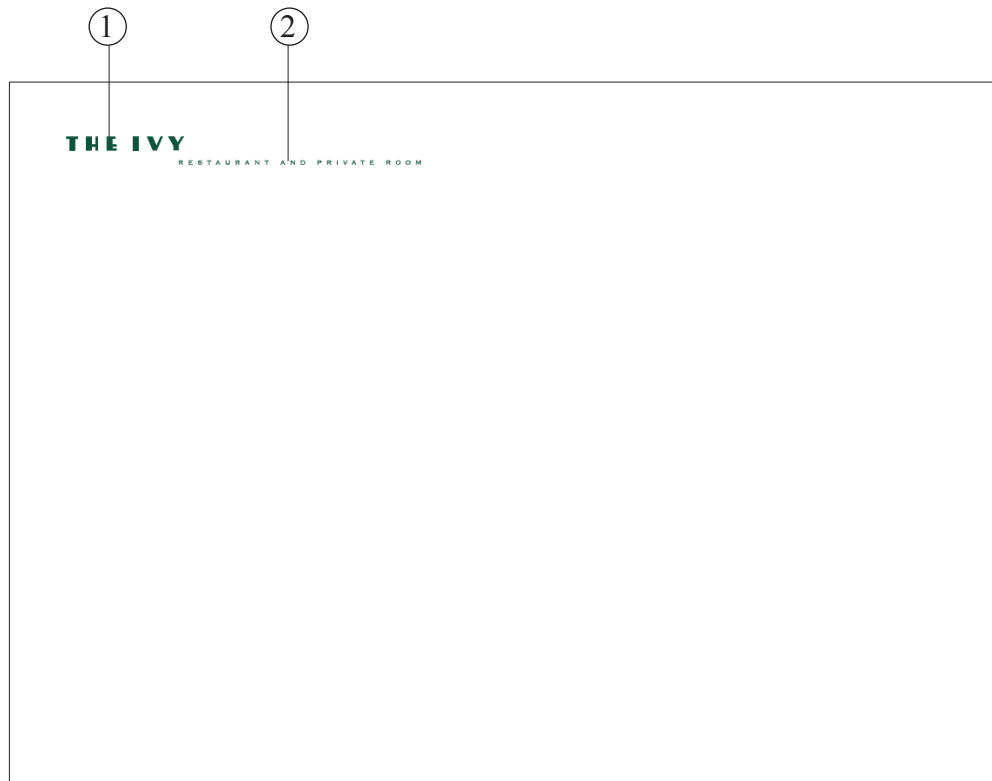
210 mm (W) x 297 mm (H)

**Paper Stock**

120 gsm Conqueror high white wove

**BRANDED APPLICATIONS**

**2.14 ENVELOPE (A4 SIZE)**



**Design Specifications**

1. Brand identity:

The Ivy logo

Colour code:

Ivy green - Pantone 555c

2. Sub heading

Copperplate Light, upper case, aligned left

**\*Element 1 & 2 MUST appear at all times in this type of artwork.**

**Technical Specifications**

Dimensions:

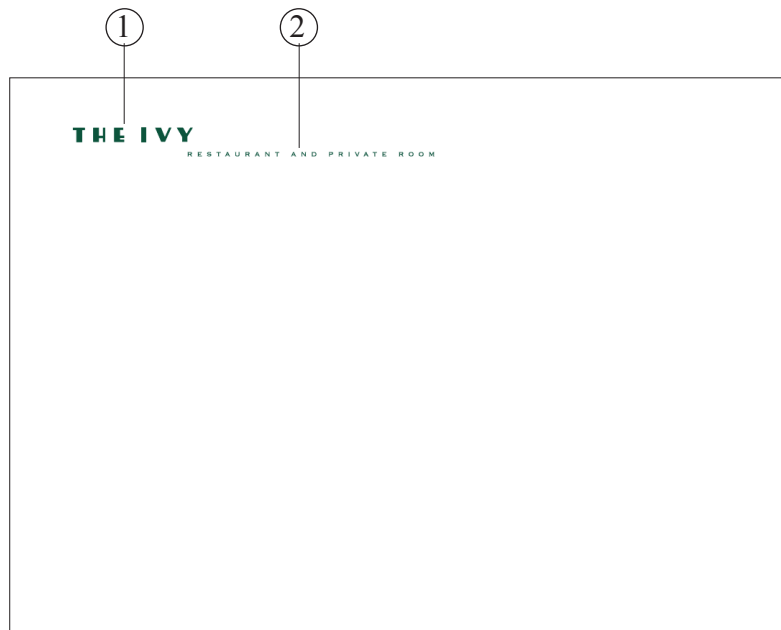
210 mm (W) x 297 mm (H)

**Paper Stock**

Conqueror high white wove with seal

## BRANDED APPLICATIONS

### 2.15 ENVELOPE (A5 SIZE)



### Design Specifications

1. Brand identity:

The Ivy logo

Colour code:

Ivy green - Pantone 555c

2. Sub heading

Copperplate Light, upper case, aligned left

**\*Element 1 & 2 MUST appear at all times in this type of artwork.**

### Technical Specifications

Dimensions:

210 mm (W) x 148 mm (H)

### Paper Stock

Conqueror high white wove with seal



**BRANDED APPLICATIONS**  
**2.16 ENVELOPE (DL SIZE)**



**Design Specifications**

- 1. Brand identity:  
 The Ivy logo  
 Colour code:  
 Ivy green - Pantone 555c

**\*Element 1 MUST appear at all times in this type of artwork.**

**Technical Specifications**

Dimensions:  
 210 mm (W) x 99 mm (H)

**Paper Stock**

Conqueror high white wove with seal

BRANDED APPLICATIONS  
2.17 SCRIBBLING PAD



**Design Specifications**

- 1. Brand identity:  
The Ivy logo  
Colour code:  
Ivy green - Pantone 555c

**\*Element 1 MUST appear at all times in this type of artwork.**

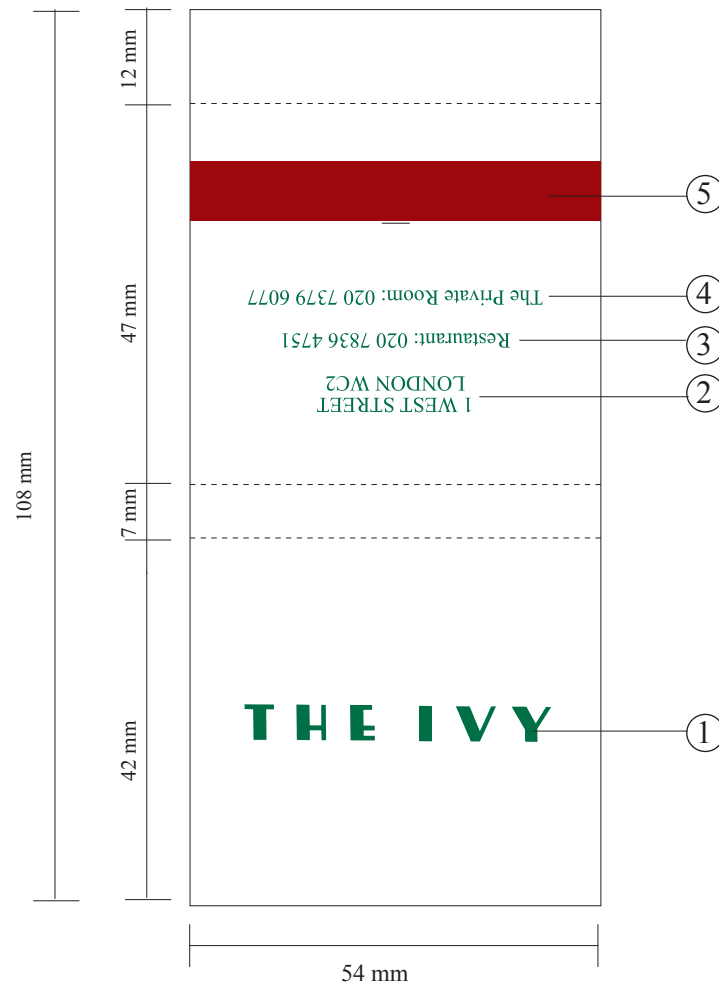
**Technical Specifications**

- Dimensions:  
77 mm (W) x 128 mm (H)

**Paper Stock**

- 100 gsm Conqueror high white laid with  
485 gsm Filemaster green backing pad

**BRANDED APPLICATIONS**  
**2.18 MATCH BOX**



**Design Specifications**

1. Brand identity:

The Ivy logo

Colour code:

Ivy green - Pantone 555c

2. Address:

Times New Roman Regular, upper case, centred

3. The Ivy telephone number and website address:

Times New Roman Regular, sentence case, centred

4. The Private Room telephone number:

Times New Roman Regular, sentence case, centred

5. Striking strip

**\*Element 1 MUST appear at all times in this type of artwork.**

**Technical Specifications**

Dimensions:

54 mm (W) x 108 mm (H)

**Paper Stock**

MC board with gloss coating and green match heads