



Corporate Identity Manual

Rev 1.3 24/01/2011

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Logotypes



Positive

Logo A



Logo B



Negative

Logo A



Logo B



Monochrome

Logo A





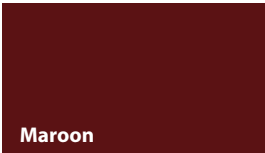

Logo B



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Colours



			
Dark Green	Red	Maroon	Tan
RGB 37 65 26	RGB 120 20 27	RGB 79 23 24	RGB 142 124 96
CMYK 89 48 98 57	CMYK 27 100 94 32	CMYK 37 100 82 60	CMYK 34 41 58 25
Pantone 3425	Pantone 186	Pantone 1817	Pantone 466

Green is life.

Abundant in nature, green signifies growth, renewal, health, and environment. With both a warming and cooling effect, the color green denotes balance, harmony, and stability.

Green with brown, tan, or beige says organic or recycled and can be a good color combination for packaging of those type of products.

Red is hot.

It's a strong color that conjures up a range of seemingly conflicting emotions from passionate love to violence and warfare. Red is Cupid and the Devil.

Red grabs attention and gets people to take action. It suggests speed combined with confidence and perhaps even a dash of danger.

A little bit of red goes a long way. Small doses can often be more effective than large amounts of this strong color.

Maroon is dignified.

A dark purplish red, it is more sophisticated and serious and less energetic than true red. It indicates vigor, elegance, richness, refinement, leadership, maturity, controlled power, determined ambition and dignified action.

This colour is often favored by the wealthy. The darkest reds, such as burgundy and maroon, have a rich stately feeling.

Brown represents wholesomeness and earthiness.

The color brown and its lighter cousins in tan, taupe, beige, or cream make excellent backgrounds helping accompanying colors appear richer, brighter. Use brown to convey a feeling of warmth, honesty, and wholesomeness.

Shades of brown coupled with green are an especially earthy pair, often used to convey the concept of recycling or earth-friendly products.

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Logo colourways and variations



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Temporary exterior graphics



Notes

Fascia board with white logo on a dark green background is part of the final design of the shop front, with simple muted but strong colours. The white and red are intended to be back-illuminated.

The temporary self-cling vinyl is simple, bright and bold and designed to be attention grabbing. The background colour is the same tan as interior walls.

Simple message with the suggested straplines "fresh wholesome food" and "the Italian touch" subject to review.

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Window graphics - Style A



Notes

Contravision hearts to clear areas of window, opaque vinyl below seating counter height, and solid vinyls to mask seating area counter.

Replaceable heart showing current offers and promotions.

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Window graphics - Style B



Notes

Opaque vinyl hearts to clear areas of window with solid vinyls at seating counter height and below.

Replaceable heart in contravision of solid vinyl showing current offers and promotions.

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Window graphics - Style C



Notes

Variation on Style B, showing illuminated hanging window sign in place of promotional vinyl



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Window graphics - Style C Closeup



Notes

Closeup of hanging window sign



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Interior view - Display cabinets



Notes

Multidecks are 2000mm wide units favoured by EAT and Pret. There are two units separated by a 450mm hot multideck.

The surround is a custom cabinet with a curved enclosing design on either end.

It is possible to source multidecks with separate condenser units and these could be housed in this cabinet. This would increase the tiers on the cold decks.

In all other respects the cabinet is formal and can be finished with matt to satin paint. The colour is intended to complement the maroon painted wall behind.

Logos on the cabinet are spray finished MDF with a nominal thickness of 20mm. Outward facing edges are chamfered.



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Interior view - Seating area



Notes

Wall graphic comprising of logo B with spiralled text translating "you're welcome" into about 50 languages. remaining wall to remain blank to emphasise the simplicity of the message.

Intended to be matt calendered cut vinyl over a painted wall surface. Wall to be prepared with appropriate paint for this kind of process. Nick to advise.

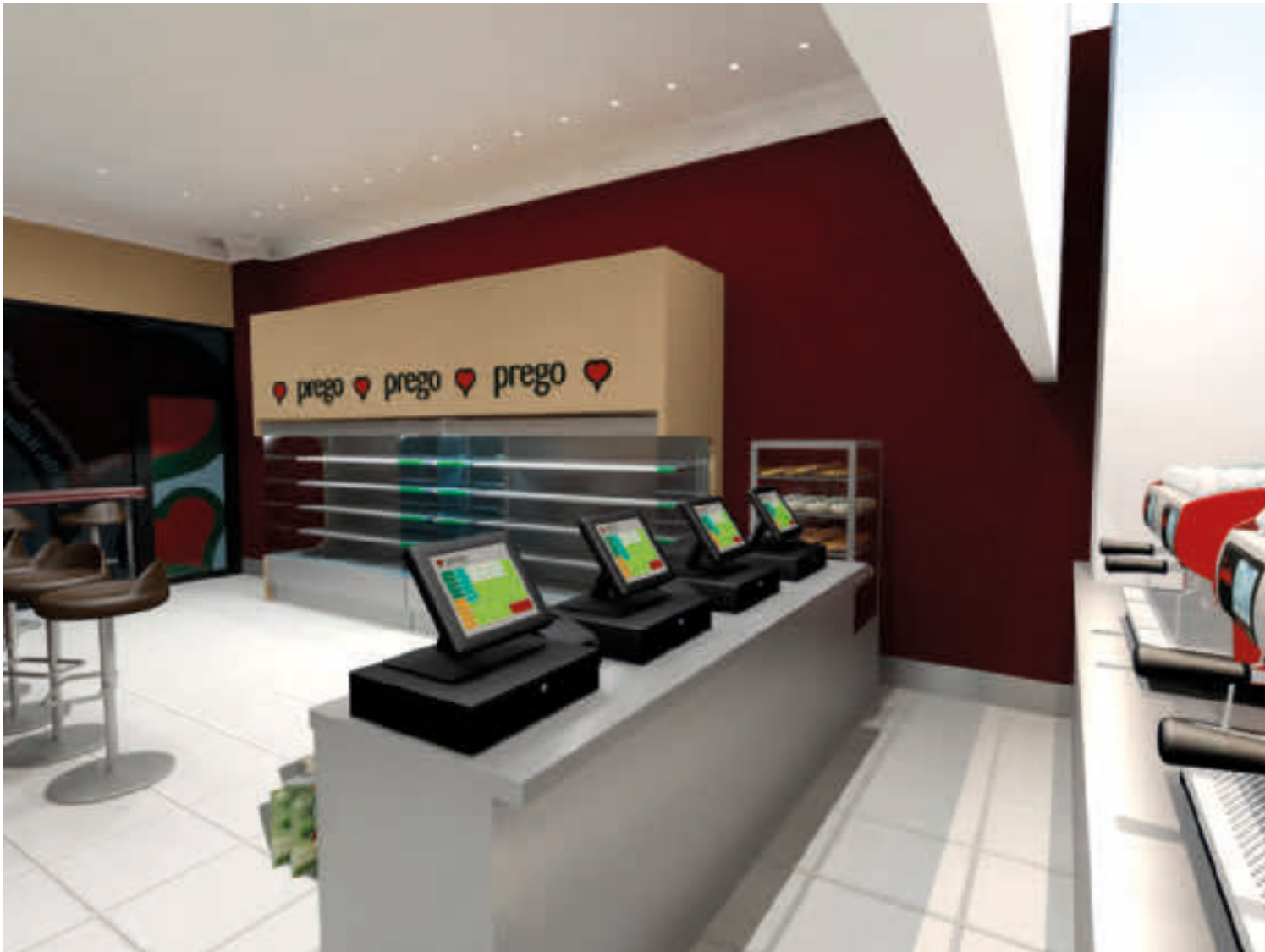
Seating counter measures 350mm deep, made from a maroon melamine-type composite matching the wall colour below.

Seat colour complements other colours in use and is finished in brown leather.



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Interior view - Serving counter



Notes

Flooring is 400mm off-white or flecked ceramic or composite tile with non slip finish. The colour will lighten the room and reduce the need for additional lighting.

Behind the counter, existing worksurfaces equipped with espresso machines, ovens and other food preparation equipment. White paint or tiling to back-of-counter area.

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Interior view - Far corner



Notes

Closeup view of front-of-counter self-serve shelves.

Over-counter existing bulkhead to have four A1 'snap frames' to house replaceable printed boards with offers and served menu items



Existing recess to become a self-serve area for condiments and accessories, with a dark green (shown) or maroon laminated counter top. This area could be used for additional branding or advertising space.

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Packaging - Sandwich box (deep fill)



Notes

Three spot colour print - Tan, Green and Red

Packaging can be preprinted and subsequently overprinted with variable text (sandwich variety)

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Packaging - Prego double wall cups



Notes



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Packaging - Carrier bag



Notes

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Packaging - Soup carton



Notes

Preferred colour variation shown.

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Packaging - Foil sheet



Notes

Roughly A3 in size

One colour print



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Packaging - Salad box (large)



Notes

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Packaging - Napkins



Notes

One Colour unbleached recycled

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Packaging - Baguette and salad wrap



Notes

Three colour

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Packaging - Baguette and salad wrap



Notes

