



olive

squash

FRESH FROM LOCAL FARMS

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Our Mission

Fresh, responsibly grown and locally sourced produce is the foundation of the olive+squash concept. As both consumers and producers of our food, we believe that knowing how our food is grown—and where it comes from—is just as important as what we do once it arrives to our doorstep. For this reason we will be working with Farmdrop to source all of our local ingredients, so that our customers can trace the provenance down to the farm of origin.

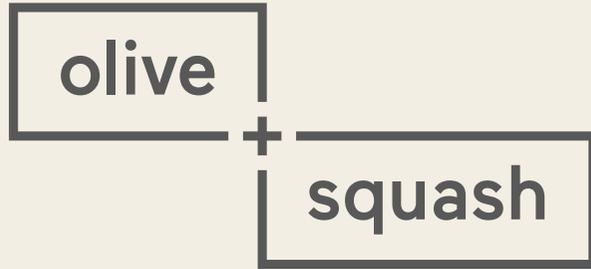
We are in the business of serving the freshest, most delicious ingredients we can get our hands on at an affordable price. Everything at olive+squash is mixed on the spot: we serve you exactly what you want, the way you want it, when you walk into our store or order online. Whether this means choosing from our favourite salad or soup recipes, or creating your own, that is up to you!

Our Story

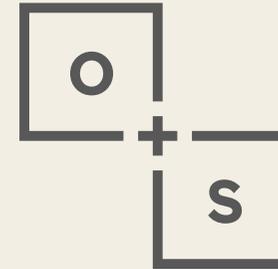
At olive+squash we believe that how our food is sourced is just as important as what we do when it arrives to our kitchen, so we spend a lot of our day tracking down the best local produce. To keep our offering as fresh and local as possible, our menu changes depending on what is available from nearby farms. However, the English weather does not always cooperate... so check out our menu boards in store to know exactly which ingredients arrived straight from local farms in the morning.

With ingredients that taste as good as ours, you really can't go wrong, so why don't you try creating a custom salad, wrap or soup exactly how you want it? If you need a little inspiration, we've got you covered with a seasonal menu of o+s creations, crafted by our partner chefs and nutritionists.

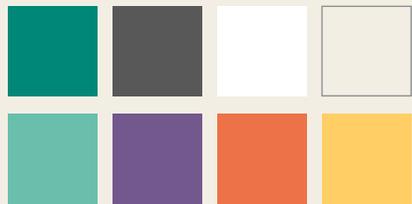
Our Core Elements



Logotype



Monogram



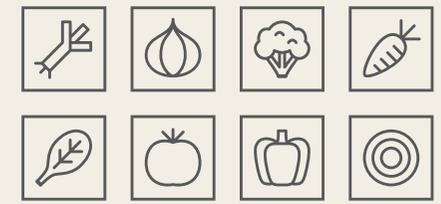
Colour palette

maax regular
maax medium
MAAX ROUNDED

Typefaces



System

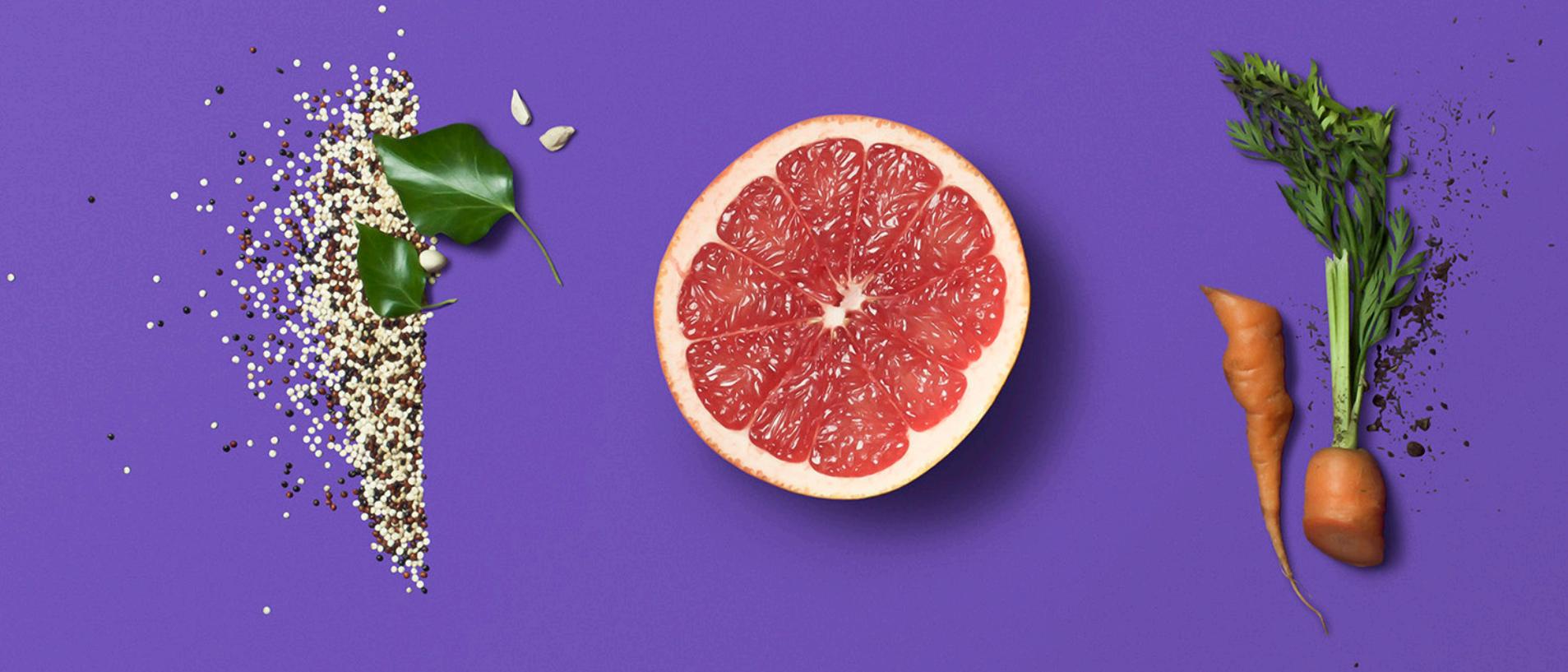


Pictograms

Usage

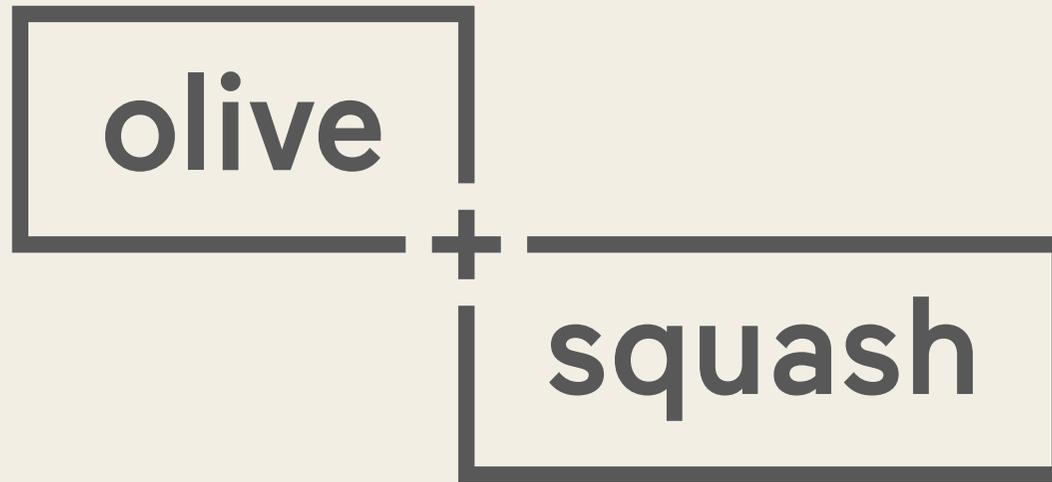
Our core elements make our brand instantly recognisable. They create the basis for the visual identity.

BASICS



1 LOGO

1.1 Logo



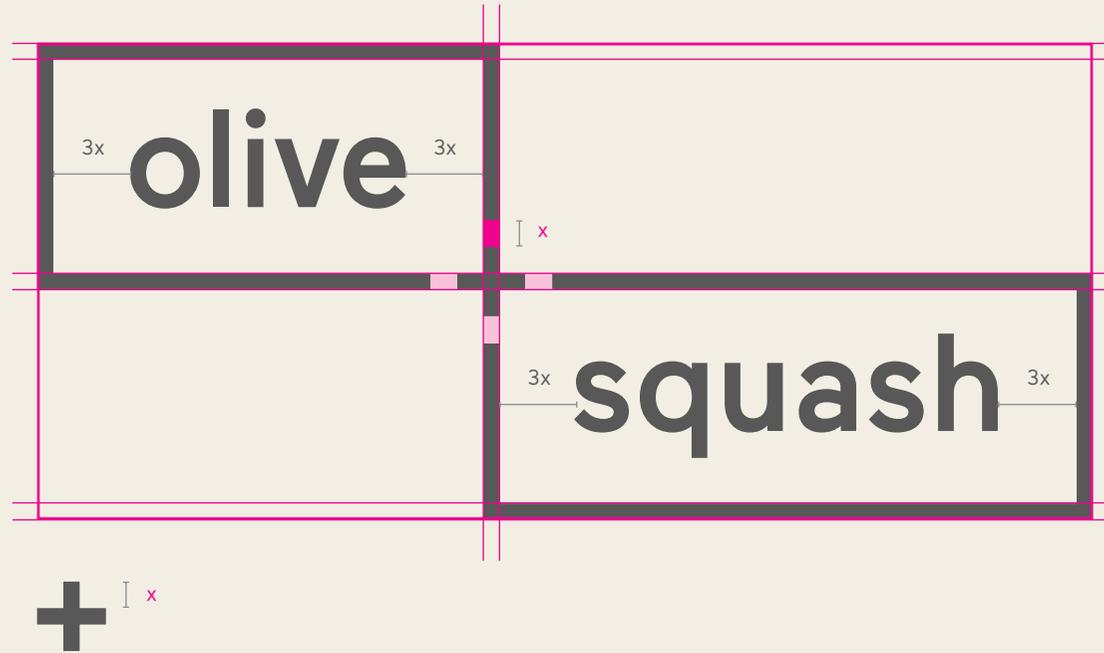
Usage

This is the primary Logo. It should be used on all occasions except at sizes below 40mm in width or in cases where detail may be lost in reproduction, e.g. engraving.

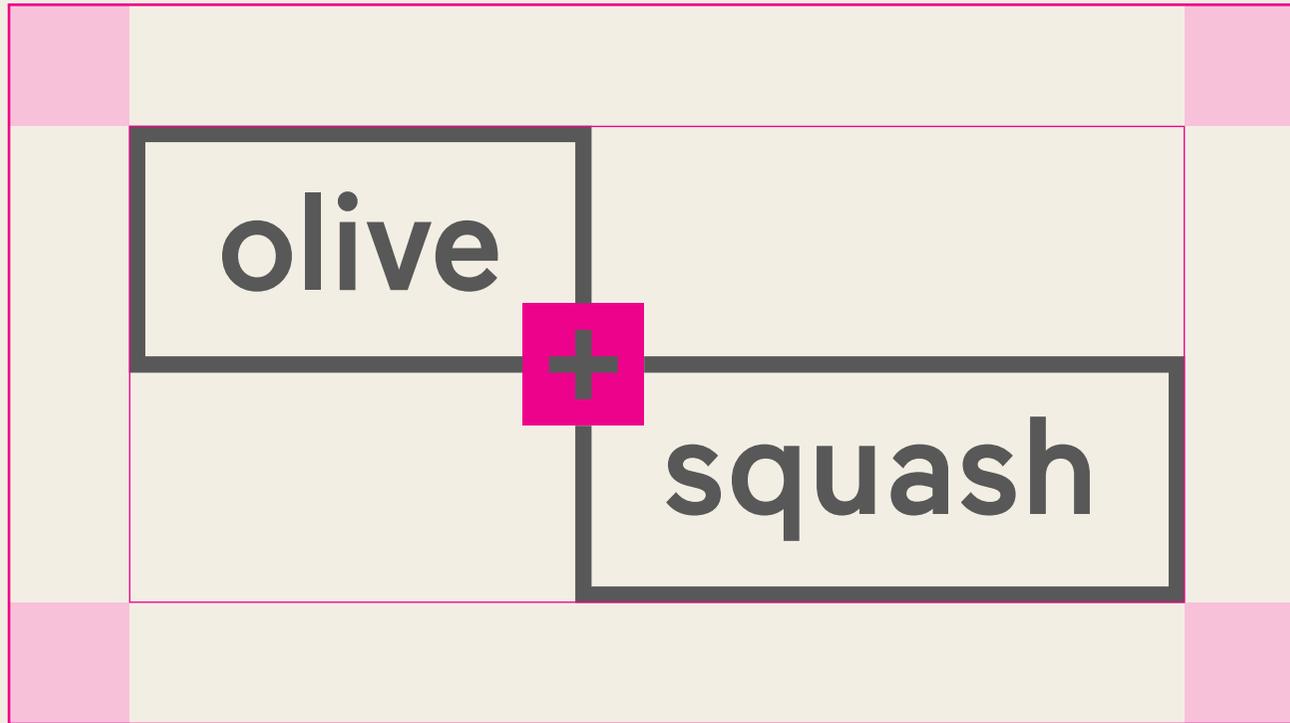
Artwork File path

- > 01_Final Artwork
- > 00_Assets
- > 00_Logo

1.2 Logo Composition

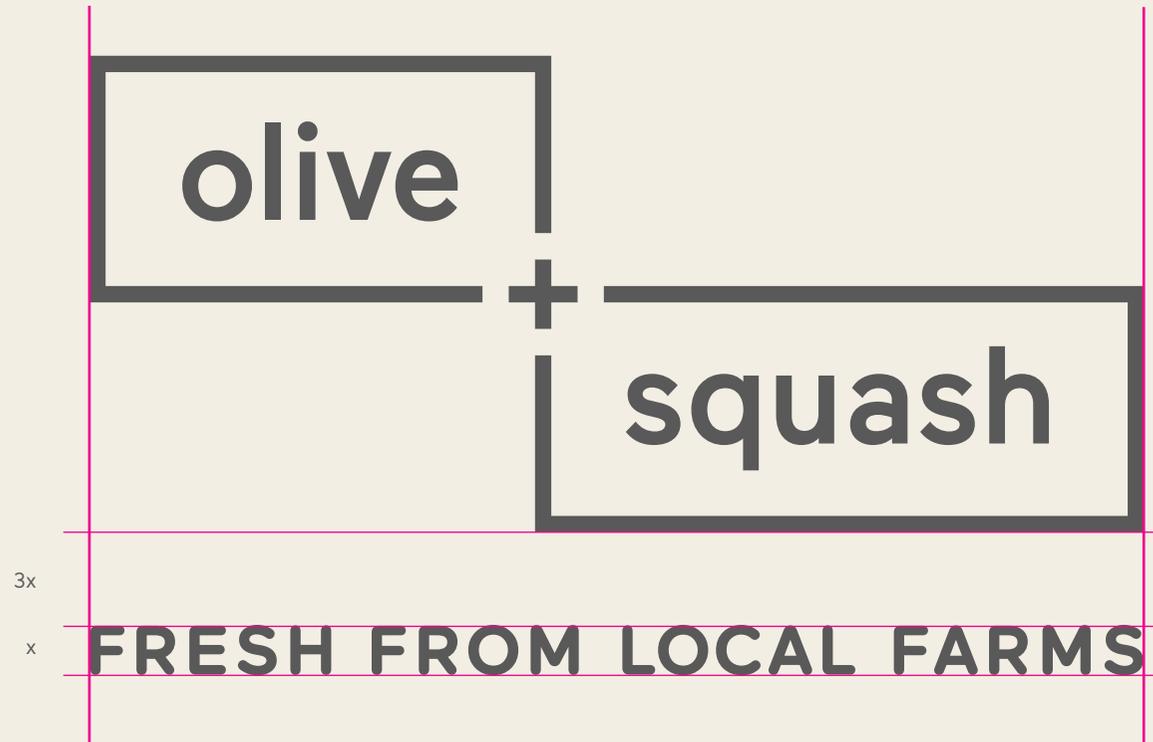


1.3 Logo Freezone



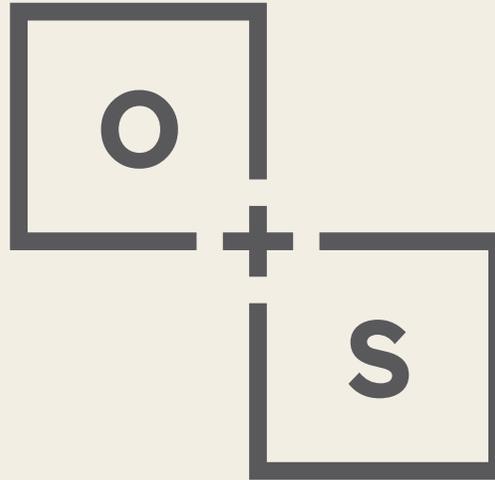
The space around the logo is equally important as the logo itself. Whenever words or designs appear near the logo, a freezone should be kept around it.

1.4 Logo with Strapline



Artwork File path
> 01_Final Artwork
> 00_Assets
> 00_Logo

1.5 Monogram



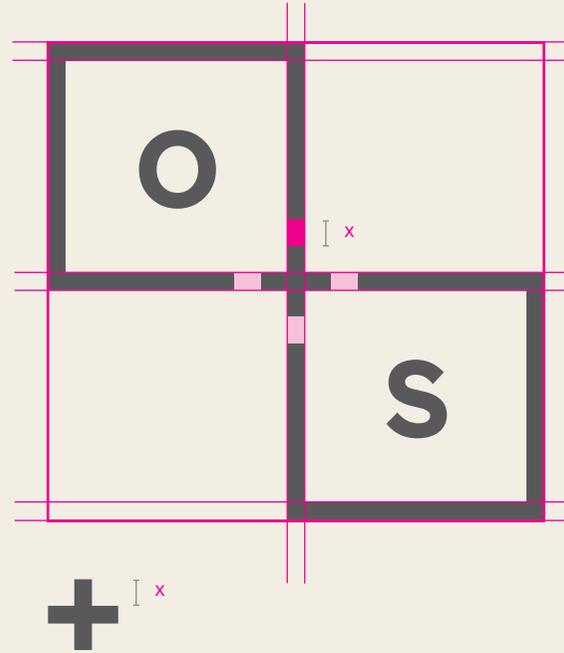
Usage

A monogram logo has also been designed for use in various circumstances such as small, square formats, e.g. social media profile pictures.

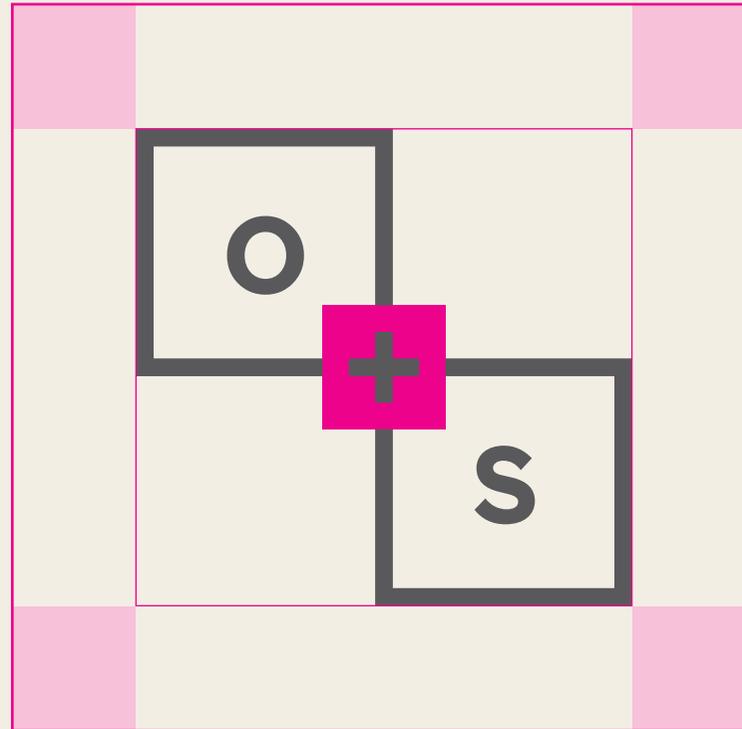
Artwork File path

- > 01_Final Artwork
- > 00_Assets
- > 00_Logo

1.6 Monogram Composition



1.7 Monogram Freezezone



1.8 Monogram small



Usage

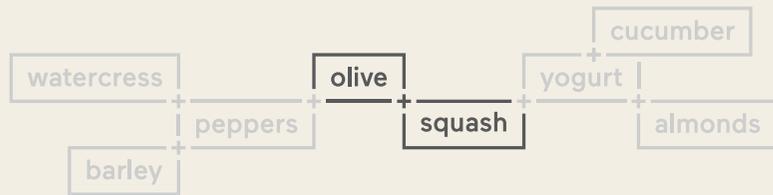
For the use in small sizes a special monogram has been designed. This monogram should always be used in when the total width is below 25mm. The monogram should not be used in sizes smaller than 10mm total width.

Artwork File path

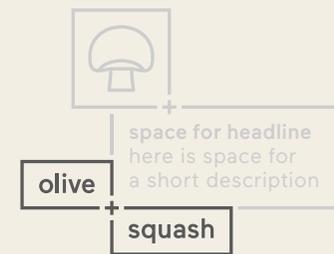
- > 01_Final Artwork
- > 00_Assets
- > 00_Logo

2 SYSTEM

2.1 System Overview



- Option 1
- logo+ingredients
 - logo+ingredients+illustrations



- Option 2
- logo+one call out box
 - logo+one call out box+more boxes



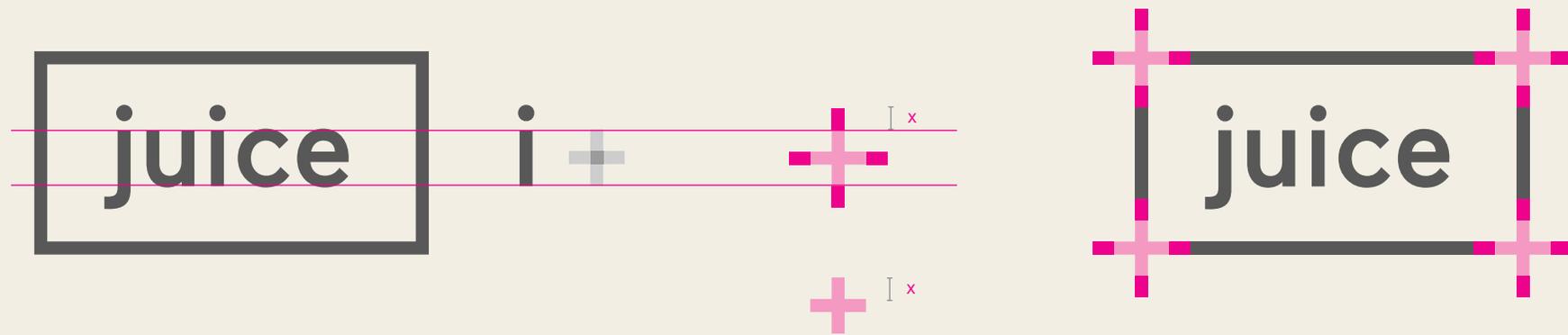
- Option 3
- boxes without logo

2.2 Frames



The spacing between text and frame is equal to the logo proportions.

2.2 Frames



1)

Write a word in 18pt and convert it to paths. For the correct space between the word and the frame see previous page.

2)

The thickness of the frame is the same thickness as the letter.

3)

The detail of the plus (marked as x) determines the space between the plus and the frame.

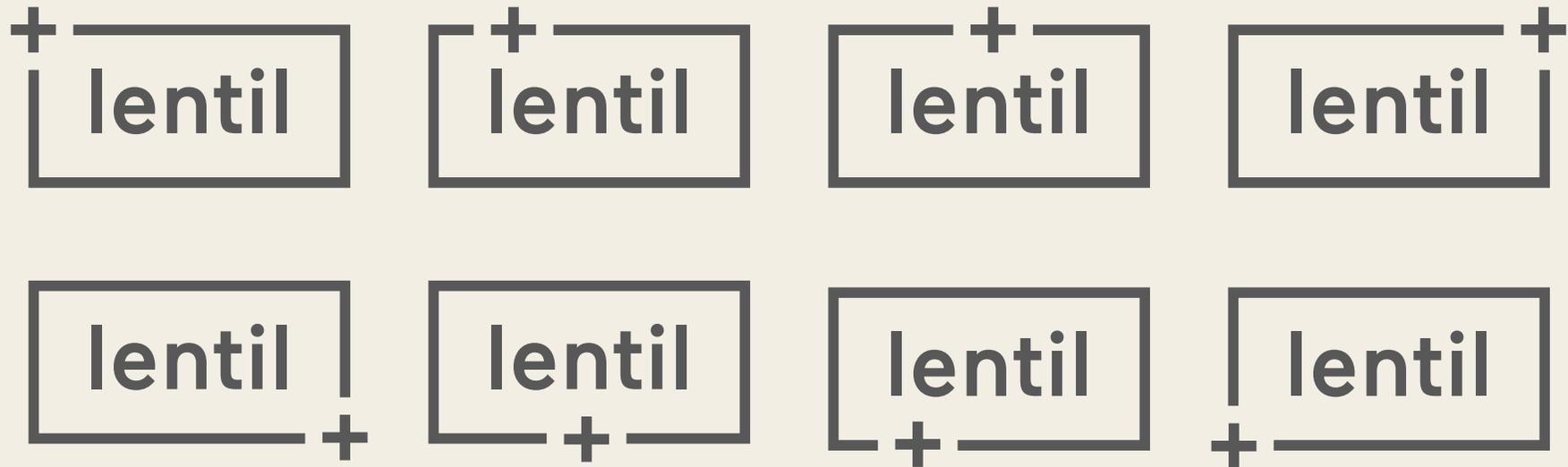
4)

The plus can be placed in each of the frame corners.

Usage

In order to achieve a consistent visual language each new ingredient word needs to be build carefully.

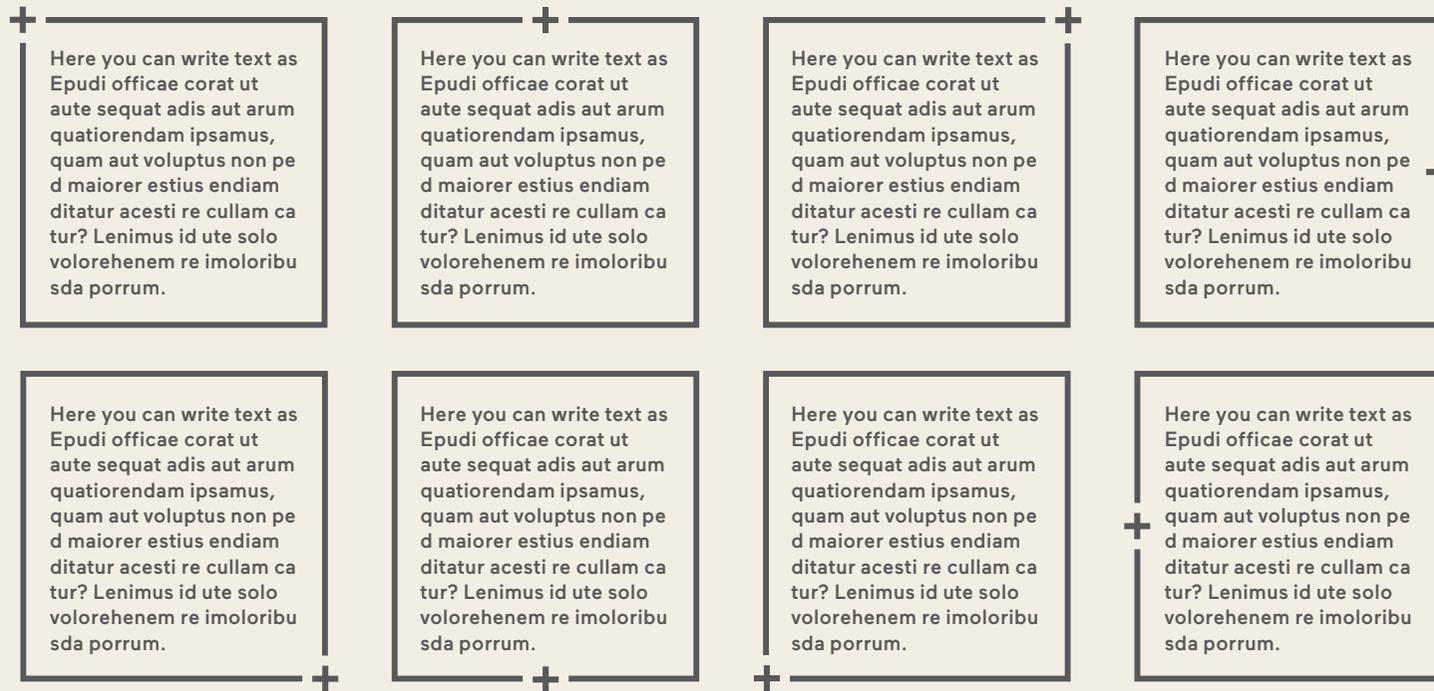
2.3 Plus Icon Placement



Usage

The plus icon can be placed on each side of the frame or in distinct positions within the frame.

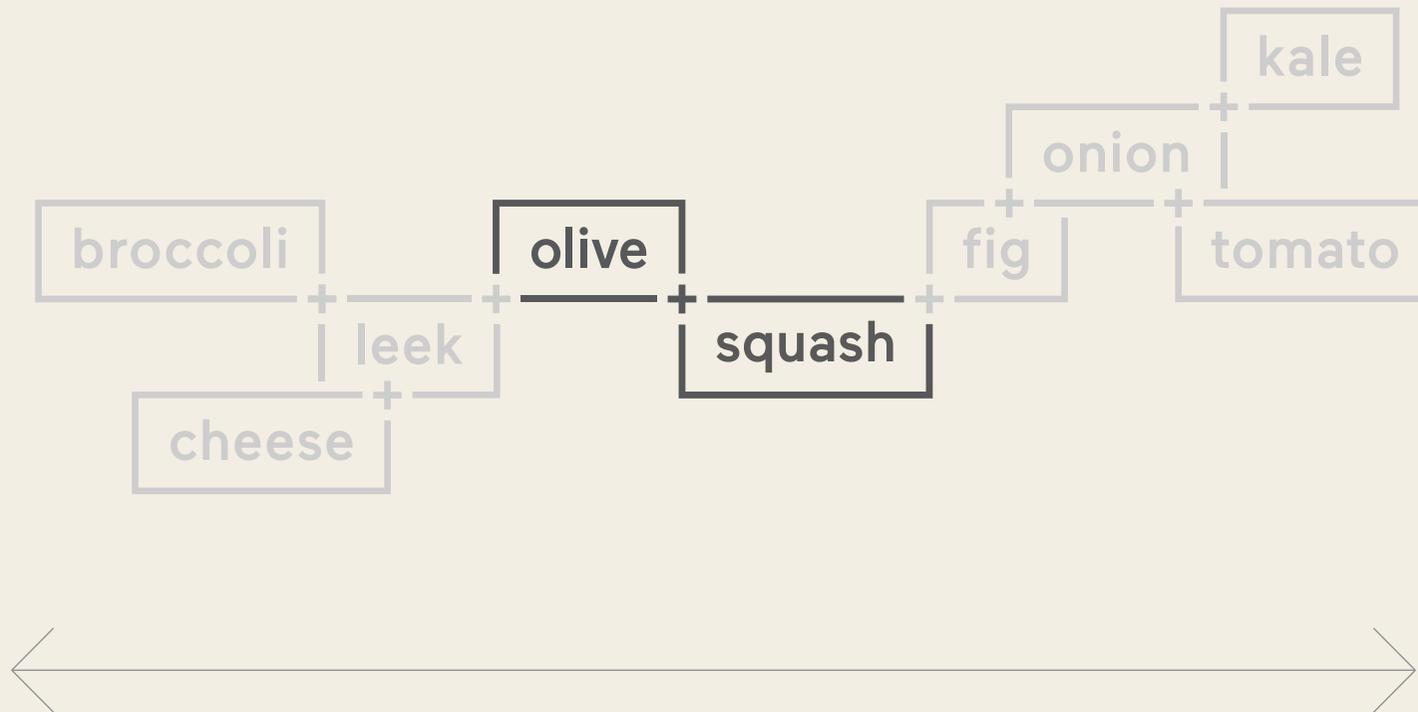
2.3 Plus Icon Placement



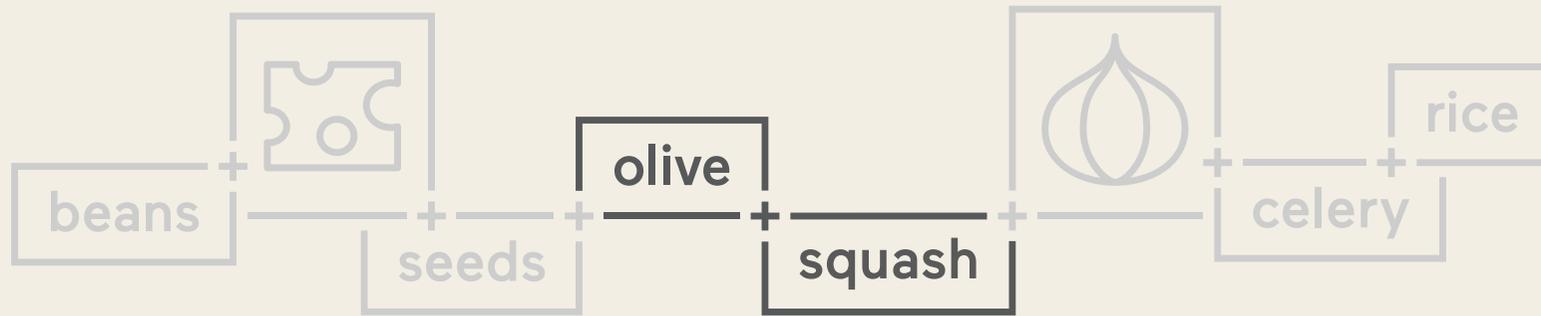
Usage

Placement of plus icon in text box.

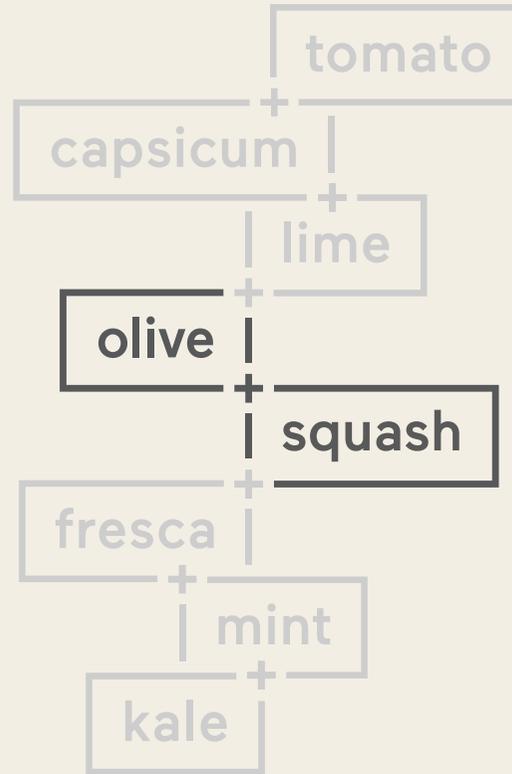
2.4 System



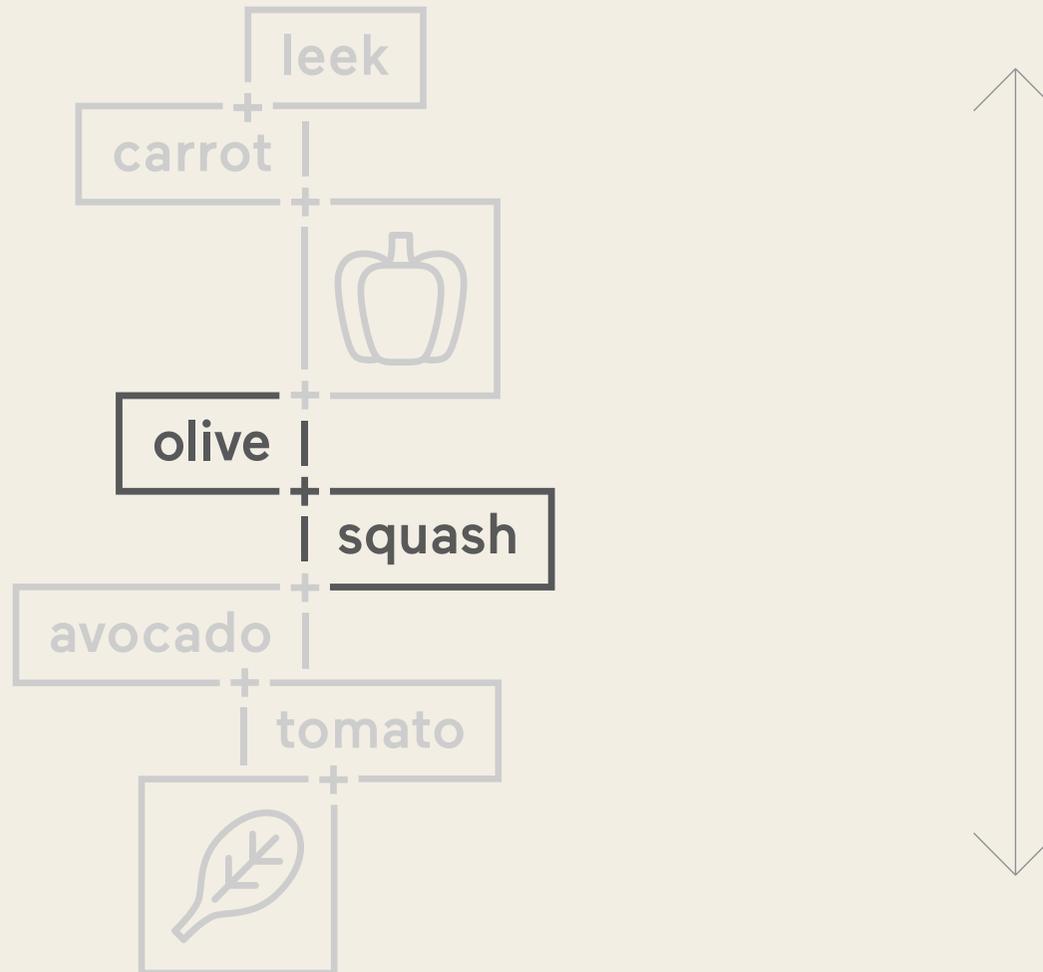
2.4 System



2.4 System



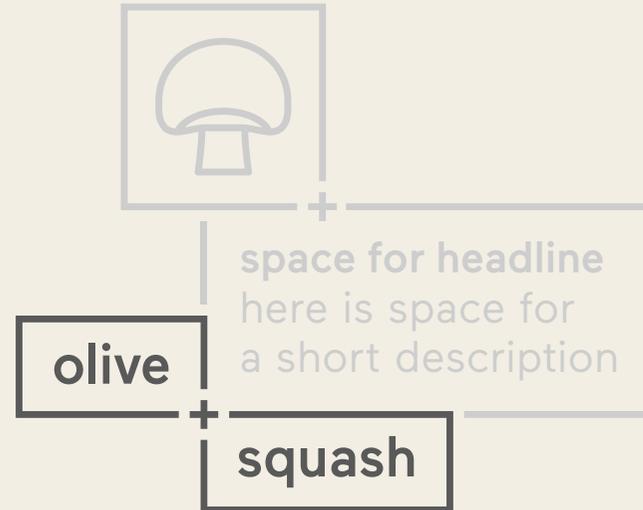
2.4 System



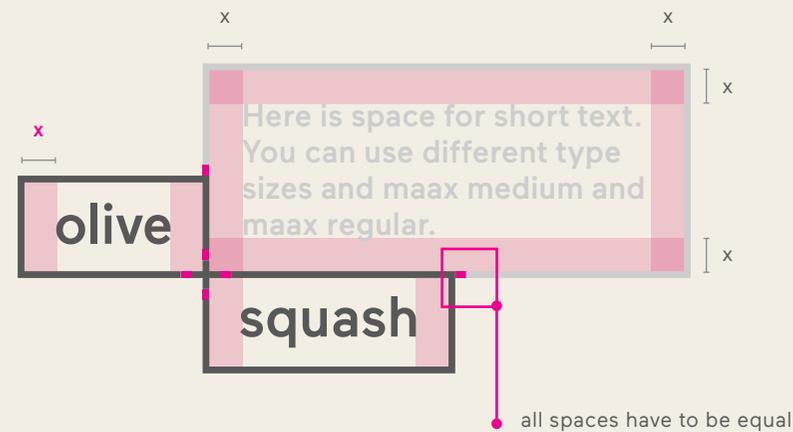
2.5 Logo and Text Box



2.5 Logo and Text Box



2.6 Logo and Text Box Margin

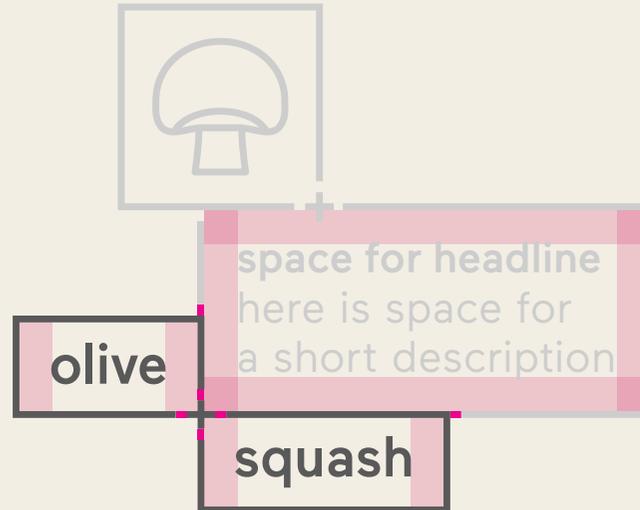


Usage

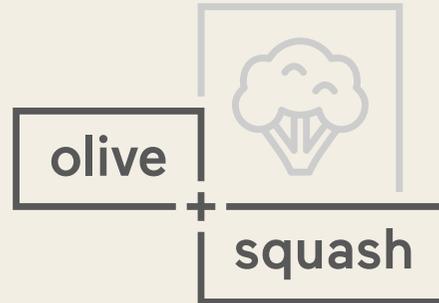
The space between text and frame is equal to the logo proportions.

All text is always centered in height within a frame. The frame dimensions follow the amount of text.

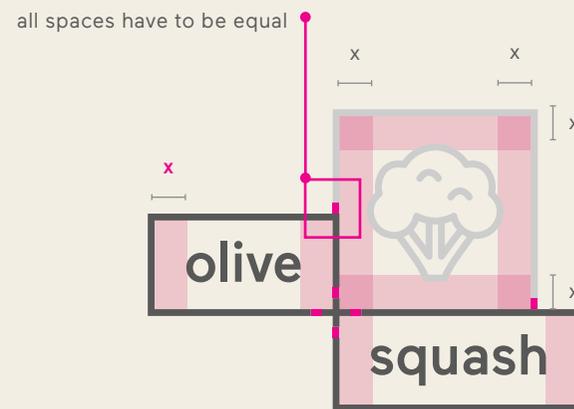
2.6 Logo and Text Box Margin



2.7 Logo and Pictogram



2.8 Logo and Pictogram Margin



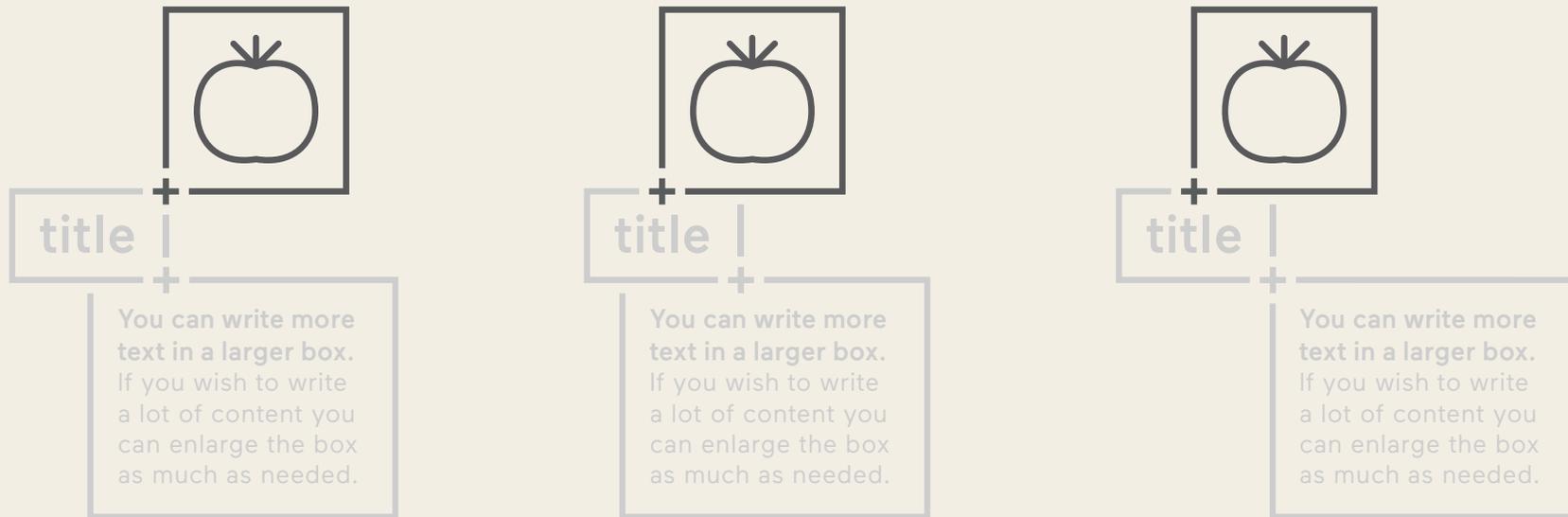
Usage

Space between text and frame is equal to logo proportions and the pictogram is always centered.

2.9 Text Box without Logo



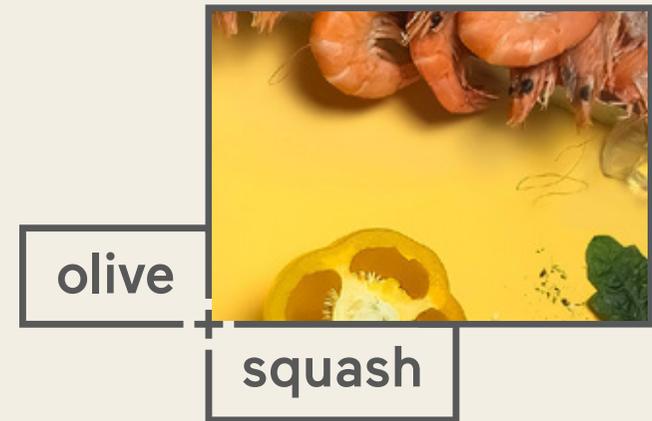
2.9 Text Box without Logo



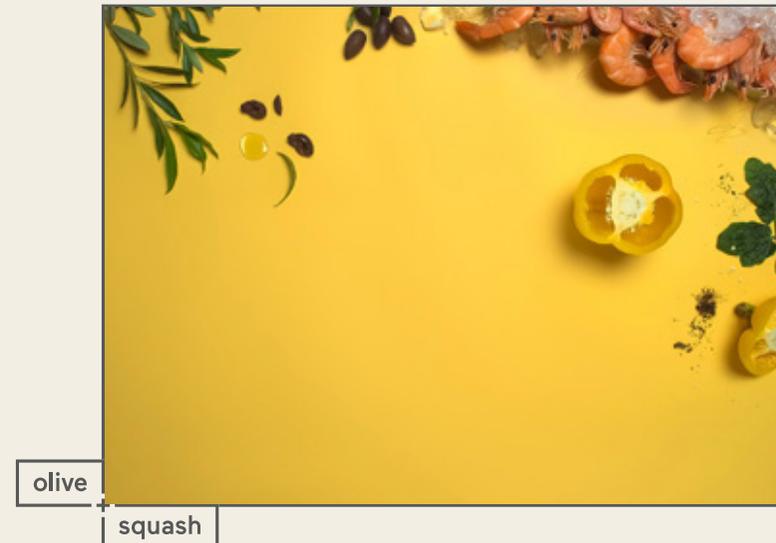
2.10 Image within System



Image aligned to frame

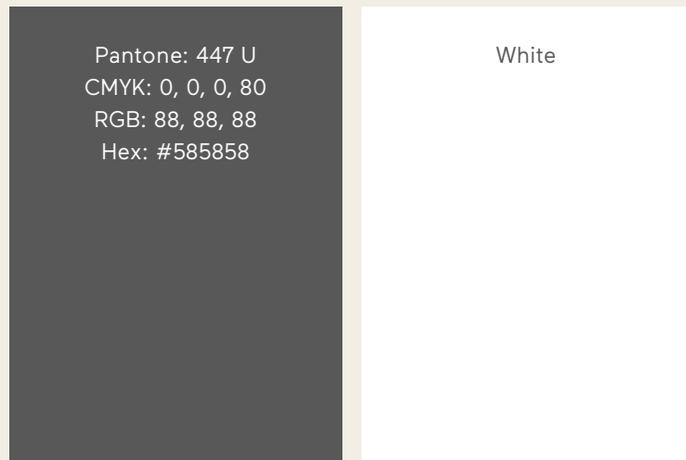


2.11 Box and Image Size

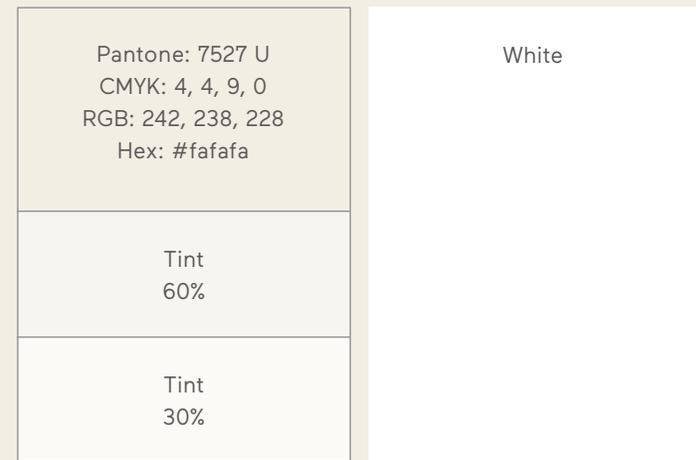


3 COLOURS

3.1 Primary Colours



Logo colour



Standard background colours

3.2 Secondary Colour Palette and Tints

<p>Pantone: 3278 U CMYK: 82, 16, 60, 0 RGB: 0, 135, 120 Hex: #009c82</p>	<p>Pantone: 3248 U CMYK: 54, 0, 35, 0 RGB: 105, 191, 172 Hex: #6aceb9</p>	<p>Pantone: 2607 U CMYK: 56, 75, 12, 0 RGB: 114, 88, 140 Hex: #7a5896</p>	<p>Pantone: 165 U CMYK: 0, 68, 73, 0 RGB: 237, 114, 72 Hex: #ff7548</p>	<p>Pantone: 121 U CMYK: 0, 20, 68, 0 RGB: 255, 206, 100 Hex: #ffcc52</p>
<p>Tint 60%</p>	<p>Tint 60%</p>	<p>Tint 60%</p>	<p>Tint 60%</p>	<p>Tint 60%</p>
<p>Tint 30%</p>	<p>Tint 30%</p>	<p>Tint 30%</p>	<p>Tint 30%</p>	<p>Tint 30%</p>

Colour for ingredients and background colour

Usage

Colours are a very important part of the olive+squash identity. Great care must be taken in reproducing those in different printing modes and on different surfaces.

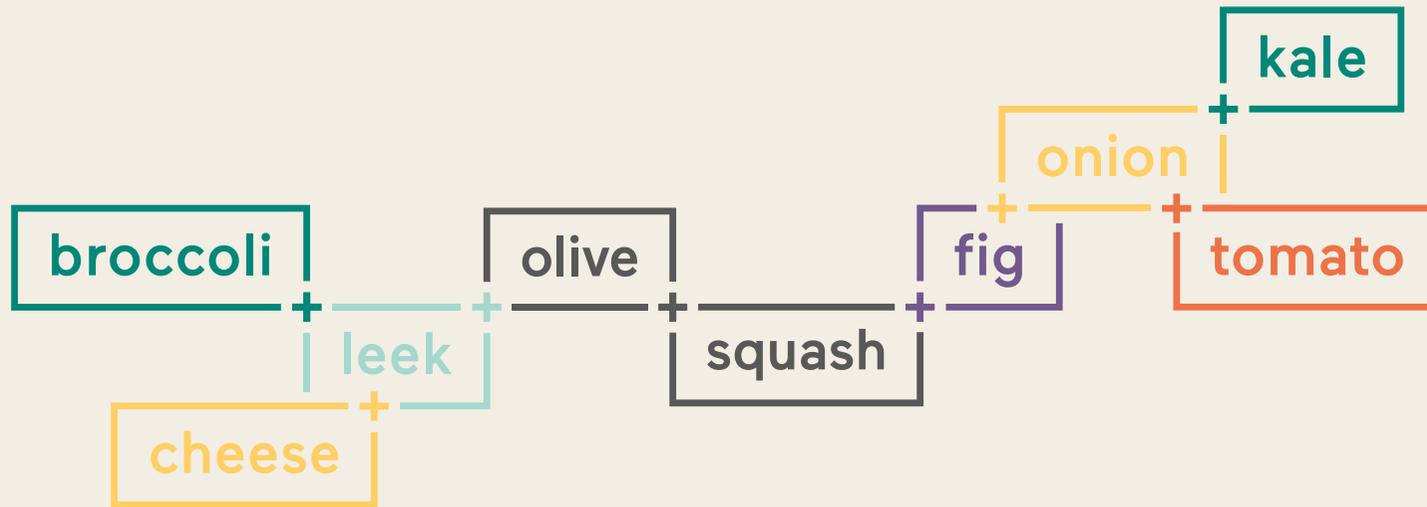
3.3 Recommended Colour Codes

kale	cauliflower	onion	carrots	ginger
broccoli	ice	grape	chilli	banana
salads	water	beetroot	tomato	lemon
spinach	tea	fig	lentil	corn
capsicum	asparagus	aubergine	radish	mushroom

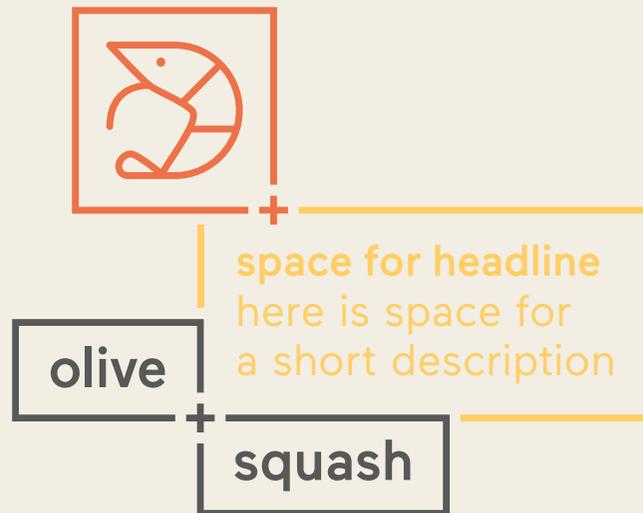
Usage

Colours should match to original ingredients colour.

3.4 Colour in System



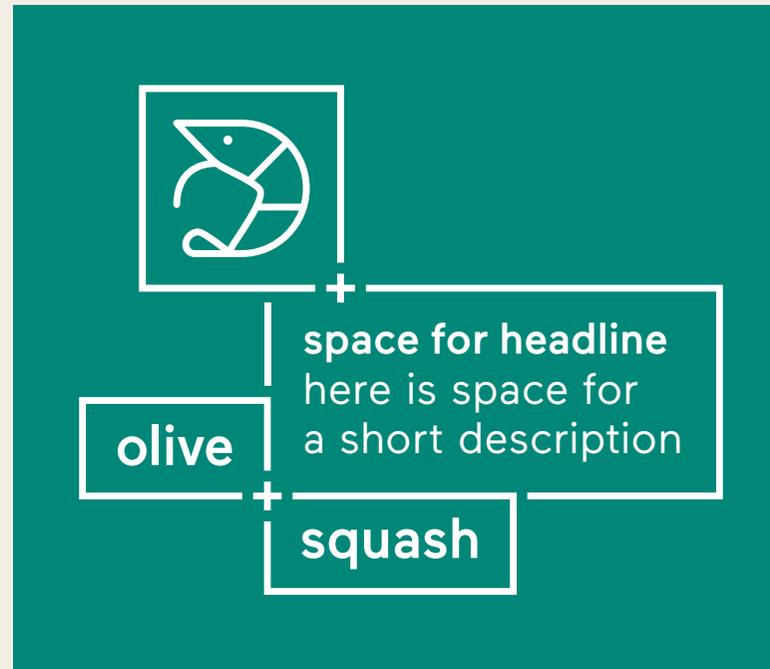
3.4 Colour in System



Usage

A multiple colour combination should be used on light background

3.4 Colour in System



on a background colour its always used in white only

Usage

White boxes should be used on coloured background.

4 TYPOGRAPHY

4.1 Typefaces

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890

Maax Rounded Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890

Maax Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890

Maax Regular

Usage

The authorised font to be used in all forms of communications is Maax. Maax Rounded Bold uppercase should be used for titles and signage. Maax Regular and Medium used for copy text and titles.

4.2 Replacement Typefaces

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890

Arial Regular

Usage

If Maax is not available Arial may be used as replacement font.

4.3 Title

TITLE

You can write more text in a larger box. If you wish to write a lot of content you can enlarge the box as much as needed.

title

You can write more text in a larger box. If you wish to write a lot of content you can enlarge the box as much as needed.

Usage

There are two versions how to use a title

- Maax Rounded Bold in upper case set outside the system
- Maax Medium in lowercase set inside the system.

4.4 Upper- and Lower Case

TITLE

Maax Rounded Bold is always used in upper case

title
non-sentence

Maax Medium in lowercase
for titles and non-sentences

Usage

Depending on the typeface and hierarchy
lower- or upper case should be used.

4.5 Body Copy and Subtitle

This is a sample text set in Maax Regular 8pt on 10pt leading. This is a sample text set in Maax Regular 8pt on 10pt leading. This is a sample text set in Maax Regular 8pt on 10pt leading. This is a sample text set in Maax Regular 8pt on 10pt leading. This is a sample text set in Maax Regular 8pt on 10pt leading. This is a sample text set in Maax Regular 8pt on 10pt leading. This is a sample text set in Maax Regular 8pt on 10pt leading.

Maax Regular
8pt on 10pt leading

This is a sample text set in Maax Regular 10pt on 12pt leading. This is a sample text set in Maax Regular 10pt on 12pt leading. This is a sample text set in Maax Regular 10pt on 12pt leading. This is a sample text set in Maax Regular 10pt on 12pt leading. This is a sample text set in Maax Regular 10pt on 12pt leading.

Maax Regular
10pt on 12pt leading

This is a sample text set in Maax Medium 8pt on 10pt leading. This is a sample text set in Maax Medium 8pt on 10pt leading. This is a sample text set in Maax Medium 8pt on 10pt leading. This is a sample text set in Maax Medium 8pt on 10pt leading. This is a sample text set in Maax Medium 8pt on 10pt leading. This is a sample text set in Maax Medium 8pt on 10pt leading.

Maax Medium
8pt on 10pt leading

This is a sample text set in Maax Medium 10pt on 12pt leading. This is a sample text set in Maax Medium 10pt on 12pt leading. This is a sample text set in Maax Medium 10pt on 12pt leading. This is a sample text set in Maax Medium 10pt on 12pt leading.

Maax Medium
10pt on 12pt leading

This is a sample text set in Maax Medium 8.2pt on 10pt leading. This is a sample text set in Maax Medium 8.2pt on 10pt leading. This is a sample text set in Maax Medium 8.2pt on 10pt leading. This is a sample text set in Maax Medium 8.2pt on 10pt leading. This is a sample text set in Maax Medium 8.2pt on 10pt leading.

Maax Regular 8pt on 10pt leading Maax Medium 8.2pt on 10pt leading

This is a sample text set in Maax Regular 10.2pt on 12pt leading. This is a sample text set in Maax Regular 10.2pt on 12pt leading. This is a sample text set in Maax Regular 10.2pt on 12pt leading. This is a sample text set in Maax Regular 10.2pt on 12pt leading.

Maax Regular 10pt on 12pt leading Maax Medium 10.2pt on 12pt leading

Fontsize

Text should be set in standard point sizes of 8, 9, 10, 12, 14, 18, 24, 36pt etc. All text should be set ranged-left. Justified text should be avoided.

Leading

The leading depends on the length of the line. Longer lines need more leading than shorter ones. As a general rule 2pt additional leading should be used.

Highlighted Text

Subtitles or the first paragraph can be highlighted in Maax Medium. The fontsize of both type weights has to be visual the same. For this reason Maax Bold needs to be set in a larger font size 0.2pt additional.

4.6 Brand Name used in Text

the name olive+squash use in body text

no spacing between the two words "olive" and "squash", all lower case

Usage

Correct treatment of brand name
in running text.

4.6 Brand Name used in Text

the acronym o+s use in body text

no spacing between the two letters "o" and "s", all lowercase

Usage

Correct treatment of brand acronym in running text.

4.7 Address

Olive & Squash Limited
283-288 High Holborn
London WC1V 7HP

+44 (0)747 007 5109
sofia@oliveandsquash.co.uk
oliveandsquash.co.uk

Registered in England
No. 9699776

address with registration information

Olive & Squash Limited
283-288 High Holborn
London WC1V 7HP

+44 (0)747 007 5109
sofia@oliveandsquash.co.uk
oliveandsquash.co.uk

address with registration information

5 BRAND ELEMENTS

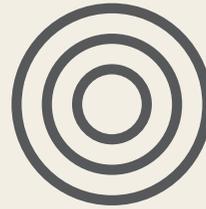
5.1 Pictograms – Ingredients



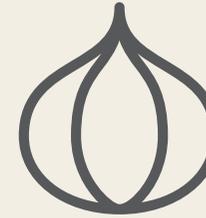
Mushroom



Carrot



Onion



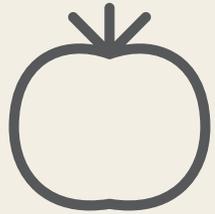
Garlic



Leek



Spinach



Tomato



Broccoli



Cheese



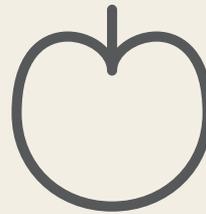
Capsicum



Banana



Prawns



Apple

Artwork File path

> 01_Final Artwork

> 00_Assets

> 01_Pictograms

5.1 Pictograms – Menu



Create your own



Signature salads



Signature wraps



Drinks



Breakfast, Snacks



Soups

Artwork File path

> 01_Final Artwork

> 00_Assets

> 01_Pictograms

5.1 Pictograms – Website small



Pictogram for shopping bag



Pictogram for Create your own



Pictogram for Login



Pictogram for Signature salad



Pictogram for Signature wraps



Pictogram for Soups



Pictogram for Breakfast, Snacks



Pictogram for Drinks

Artwork File path

> 01_Final Artwork

> 00_Assets

> 01_Pictograms

5.1 Pictograms – Food Allergy



gluten-free

Pictogram for gluten-free products



lactose free

Pictogram for lactose free products



vegetarian

Pictogram for vegetarian products

Artwork File path

> 01_Final Artwork

> 00_Assets

> 01_Pictograms

5.1 Pictograms – Water Bottle



Pictogram for still water



Pictogram for sparkling water

Artwork File path

> 01_Final Artwork

> 00_Assets

> 01_Pictograms

5.1 Pictograms – Signage



Pictogram for disable access



Pictogram for bathroom



Pictogram for free Wifi

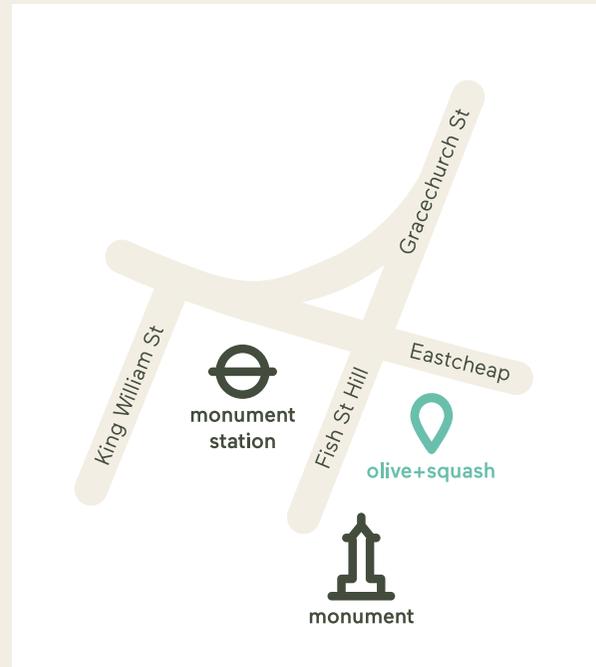


Litter

Artwork File path

- > 01_Final Artwork
- > 00_Assets
- > 01_Pictograms

5.2 Location Map

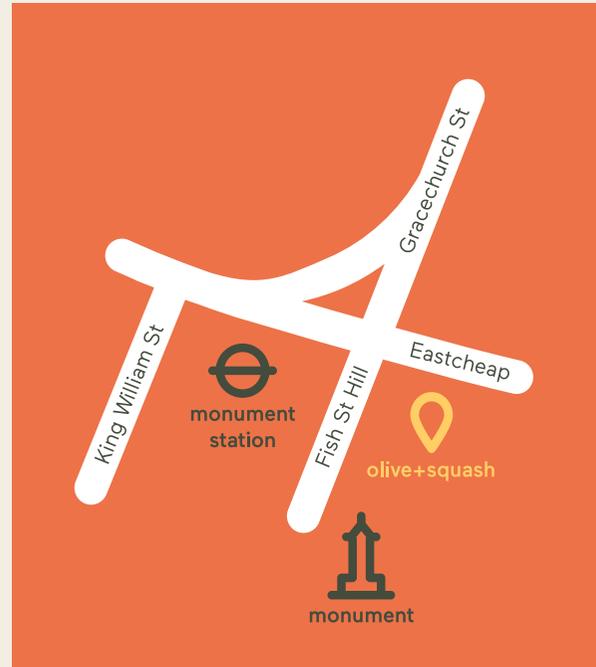


map on white background

Usage

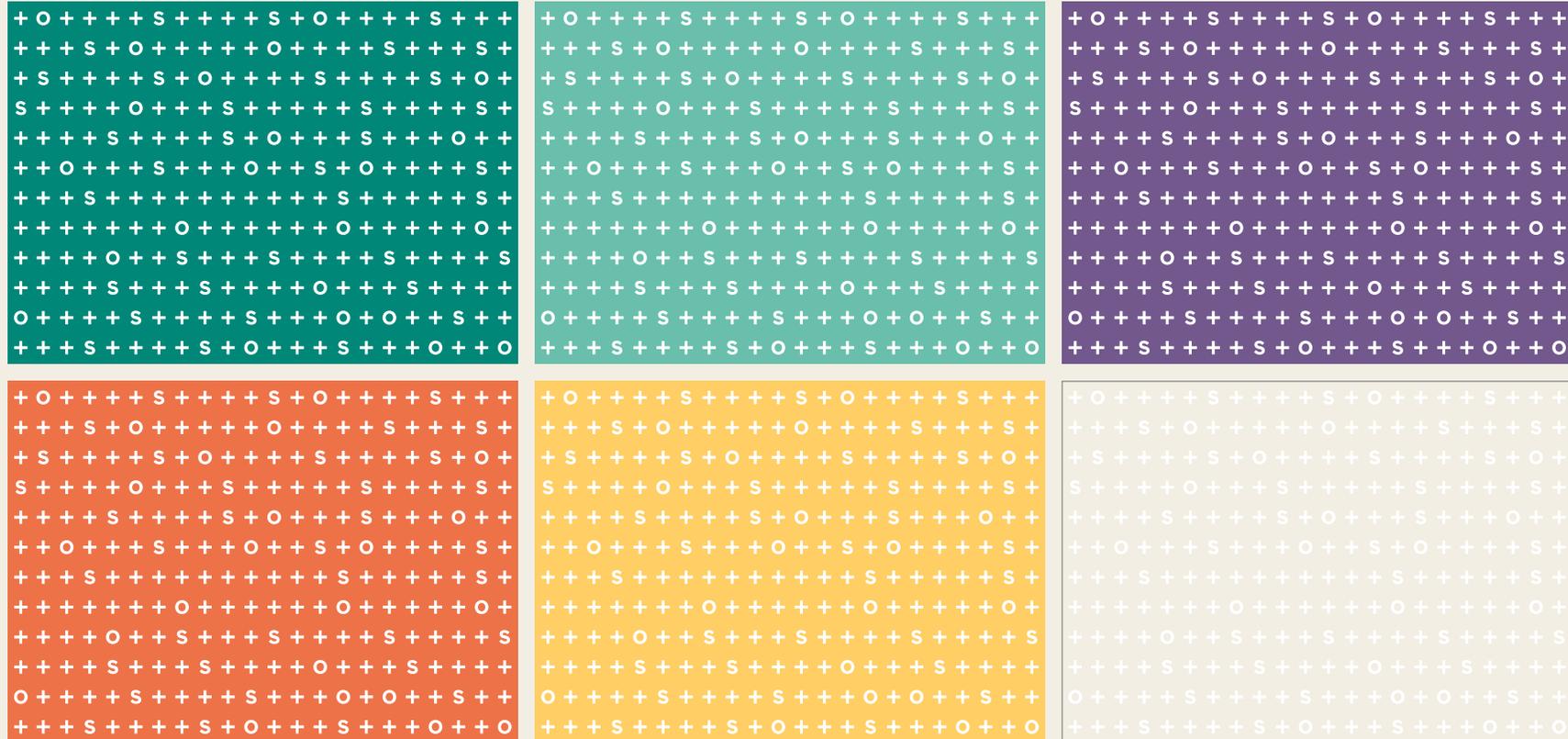
Location maps should be designed for each shop. They should be simple but as clear as possible. The location of the shop is indicated by the written brand name olive+squash.

5.2 Location Map



map on dark background

5.3 Pattern – Negativ



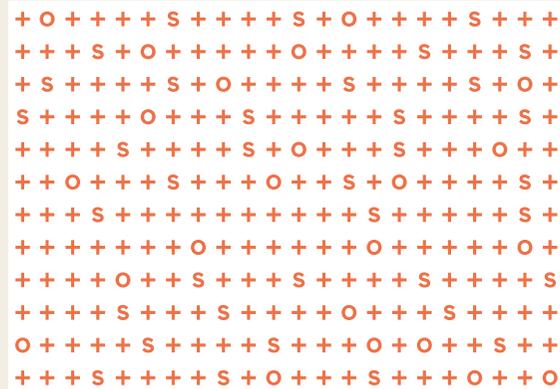
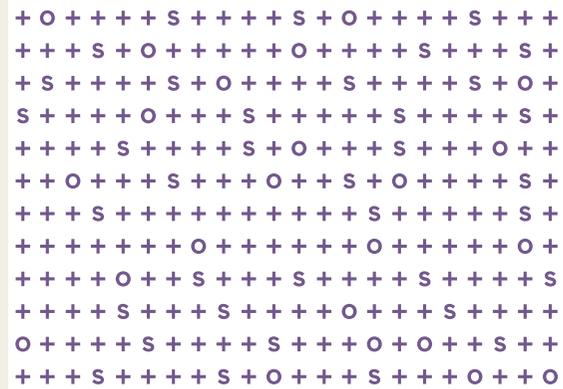
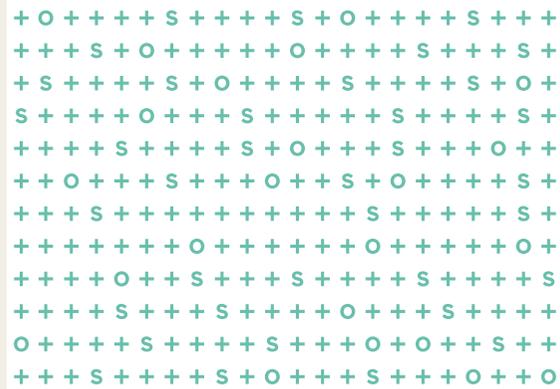
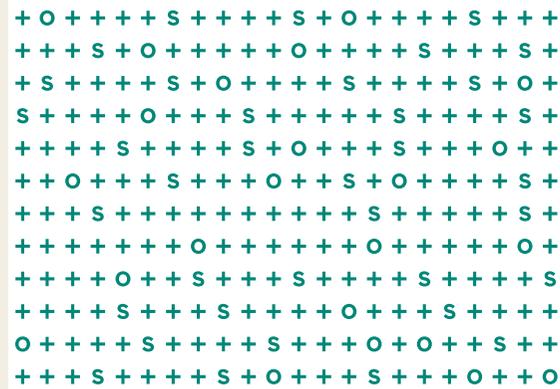
Usage

The o+s pattern can be used as textures on items of packaging, labels or shop elements such as decals. They can be white or coloured in one of the secondary colours.

Artwork File path

- > 01_Final Artwork
- > 00_Assets
- > 02_OS pattern

5.3 Pattern – Positiv



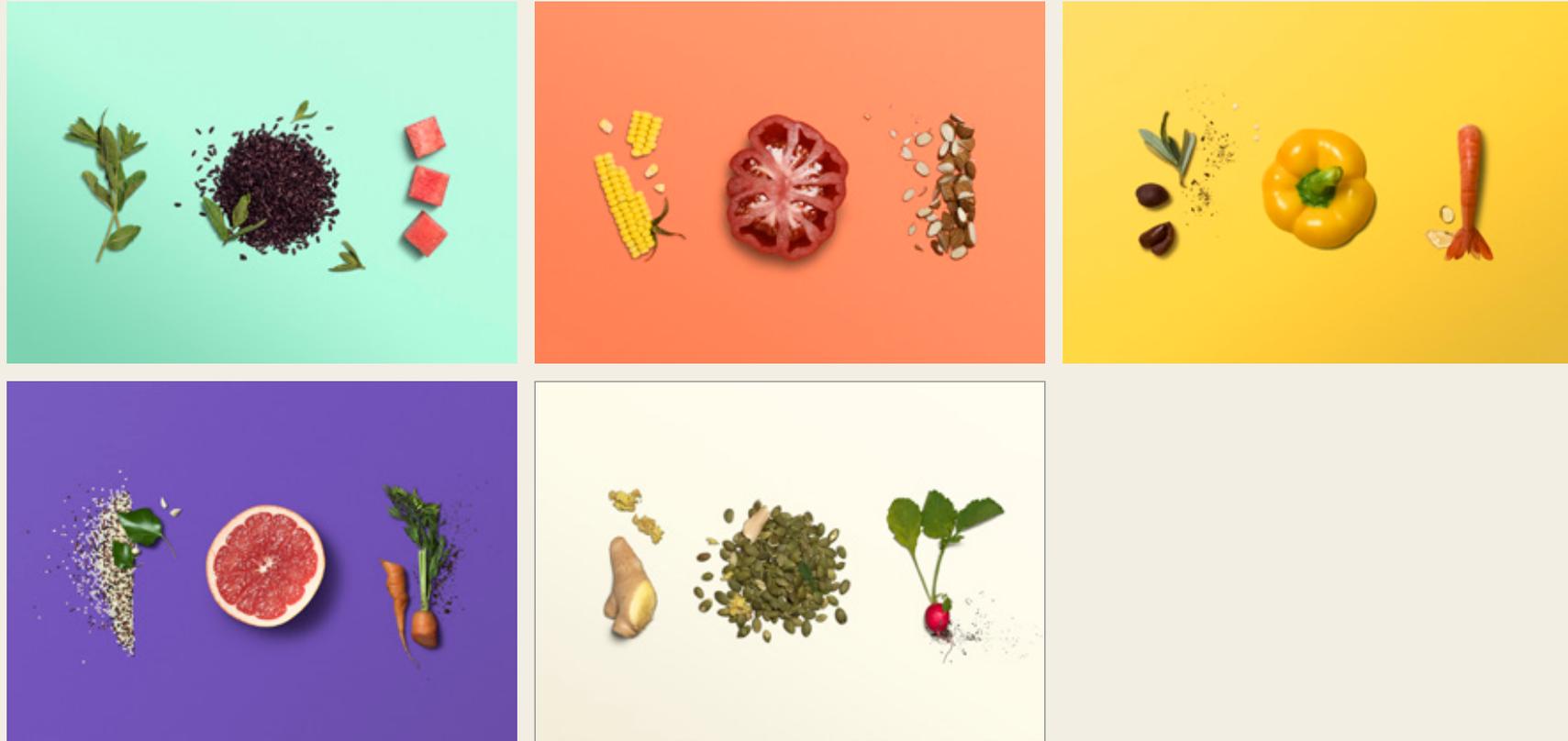
Artwork File path

> 01_Final Artwork

> 00_Assets

> 02_OS pattern

5.4 Photography – Ingredient Group

**Usage**

Ingredients can be photographed in an geometric arrangement on a bright background.

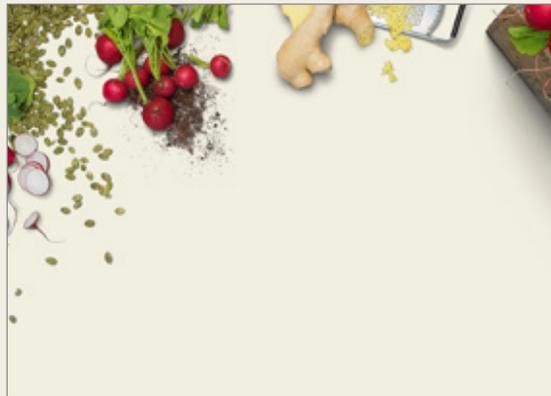
Photographer

Alex Paganelli
alex@deadhungry.co

Artwork File path

> 01_Final Artwork
> 00_Assets
> 03_Imagery

5.4 Photography – Story



Usage

It is important that the product photography used is always consistent and follows clear stylistic consideration. All photography must be done professionally.

Photographer

Alex Paganelli
alex@deadhungry.co

Artwork File path

> 01_Final Artwork
> 00_Assets
> 03_Imagery

5.4 Photography – Salad and Wrap



Usage

Mainly salad and wrap images are displayed on the menu in-store and online.

Photographer

Alex Paganelli
alex@deadhungry.co

Artwork File path

> 01_Final Artwork
> 00_Assets
> 03_Imagery

5.4 Photography – Ingredients



Usage

Ingredients images are displayed on our menu in-store and online. Sometimes they can be used as background images.

Photographer

Alex Paganelli
alex@deadhungry.co

Artwork File path

> 01_Final Artwork
> 00_Assets
> 03_Imagery

APPLICATIONS



1 PRINT

1.1 Stationery – Business Card



Production Spec

Format: 85mm x 55mm
 Print: 1 Spot colour
 Material: Cyclus Offset 300gsm
 Finishing: Duplex

Supplier

Oldacres
 Richard Brown
 services@oldacres.co.uk

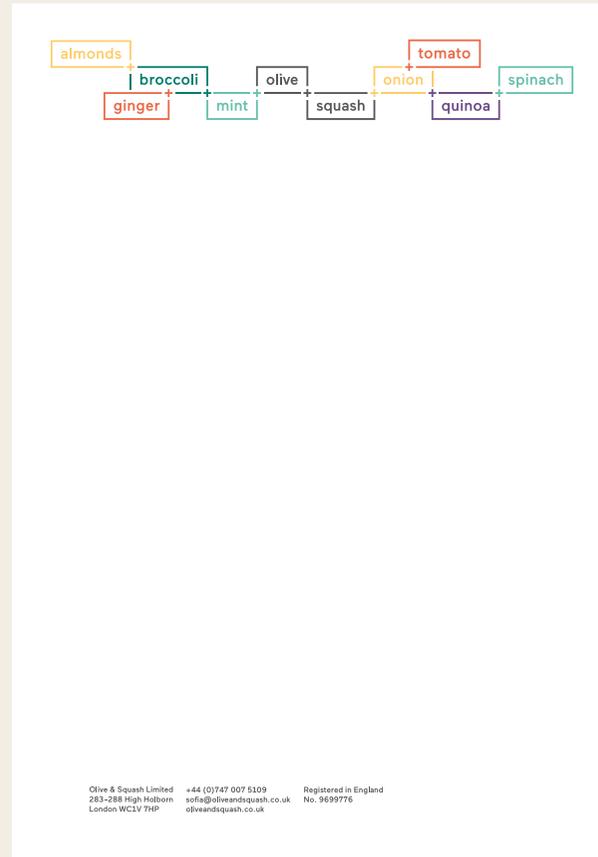
Artwork File path

> 01_Final Artwork
 > 01_Print Applications

Status

Produced

1.1 Stationery – Letterhead Template



Production Spec

Format: 210mm × 297mm
Template

Template File path

> 02_Templates
> 00_Letterhead

Status

Designed

1.1 Stationery – Letterhead Template 1



Production Spec

Format: 210mm × 297mm
Template

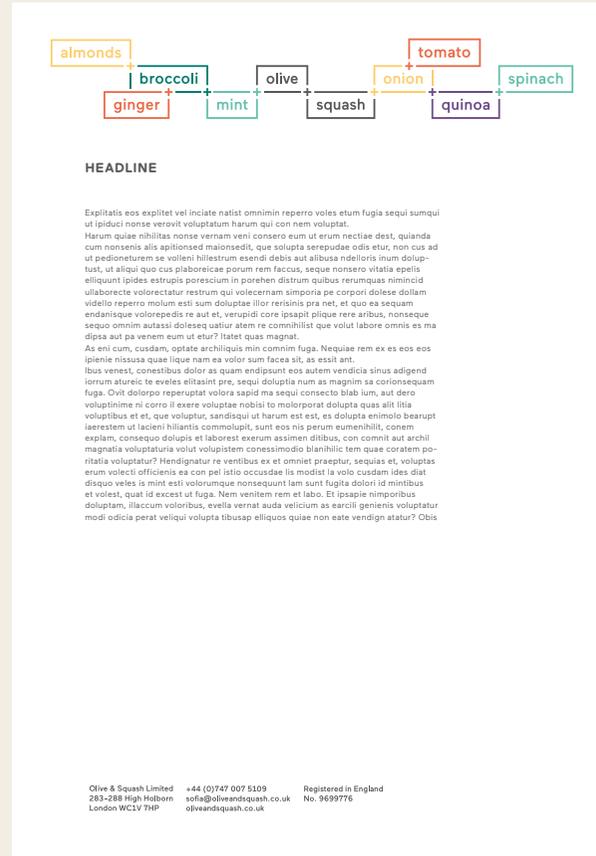
Template File path

> 02_Templates
> 00_Letterhead

Status

Designed

1.1 Stationery – Letterhead Template 2

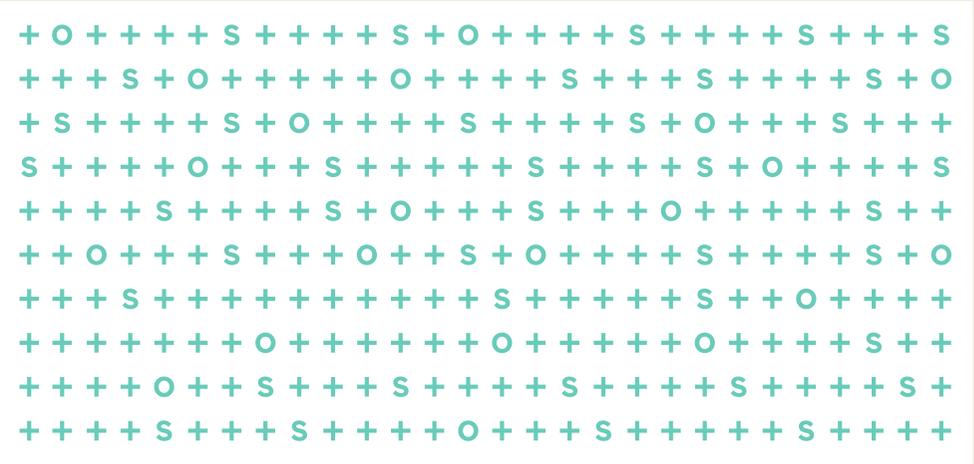


Production Spec
Format: 210mm x 297mm
Template

Template File path
> 02_Templates
> 00_Letterhead

Status
Designed

1.1 Stationery – Comp Slip



Production Spec

Format: 210mm x 99mm
Print: 2 Spot colours
Material: Cyclus Offset 300gsm

Supplier

Oldacres
Richard Brown
services@oldacres.co.uk

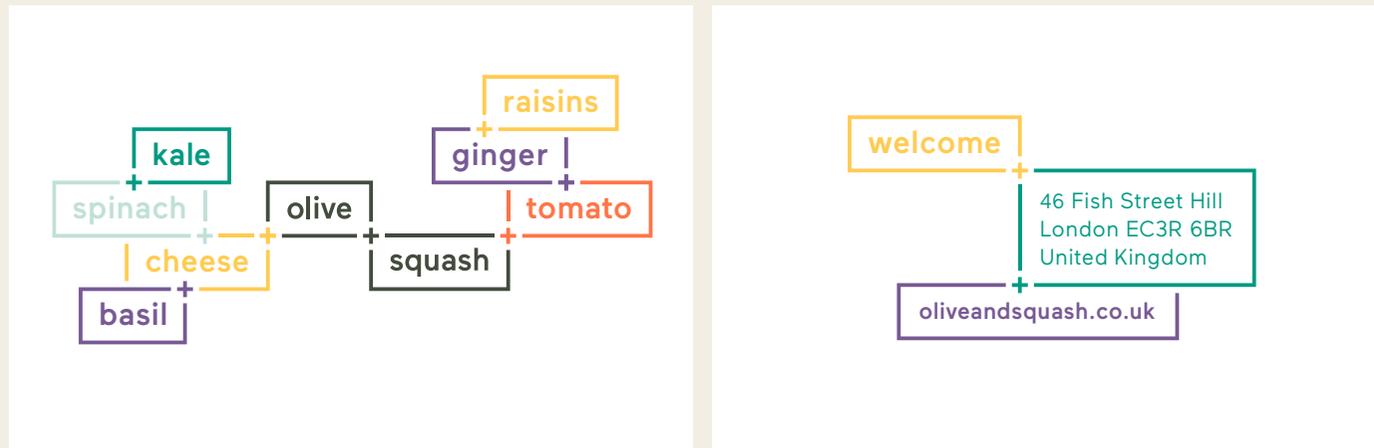
Artwork File path

> 01_Final Artwork
> 01_Print Applications

Status

Produced

1.2 Shop Card



Production Spec

Format: 85mm x 55mm

Print: 5 Spot colours

Material: Cyclus Offset 300gsm

Supplier

Oldacres

Richard Brown

services@oldacres.co.uk

Artwork File path

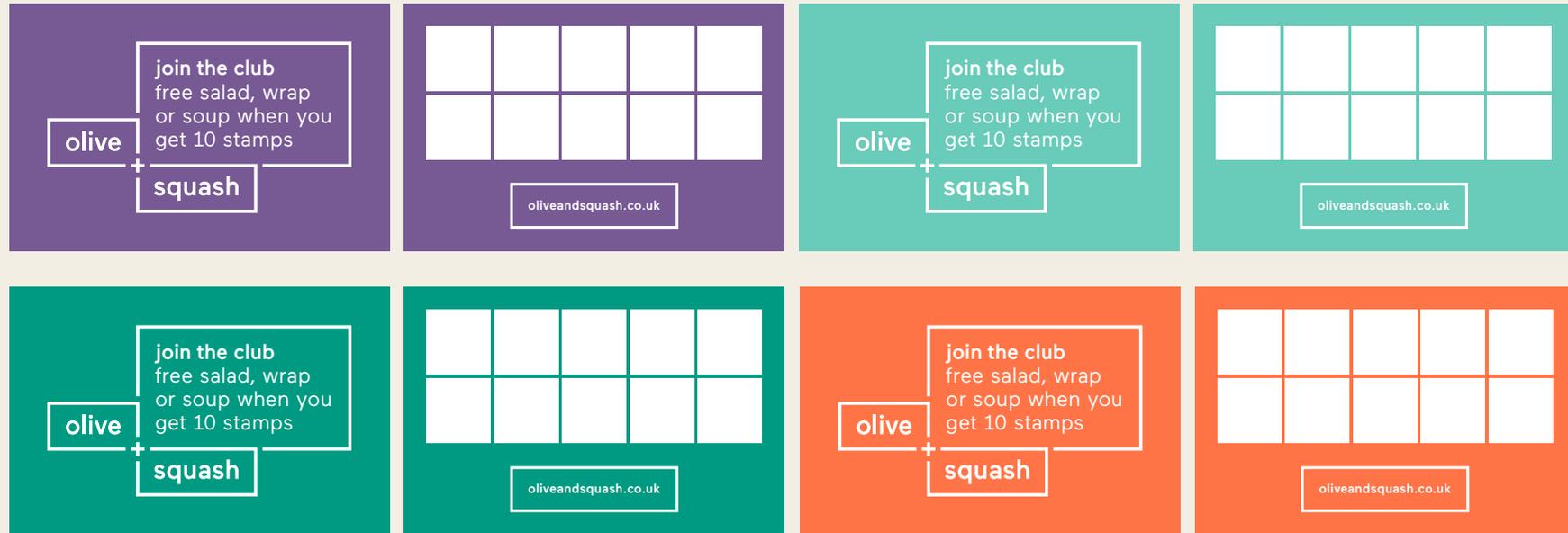
> 01_Final Artwork

> 01_Print Applications

Status

Produced

1.3 Loyalty Card



Production Spec

Format: 85mm x 55mm
 Print: 1 Spot colour
 Material: Cyclus Offset 300gsm

Supplier

Oldacres
 Richard Brown
 services@oldacres.co.uk

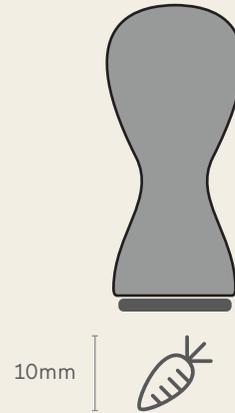
Artwork File path

> 01_Final Artwork
 > 01_Print Applications

Status

Produced

1.3 Loyalty Stamp



Production Spec

Format: 10mm × 10mm

Material: MaxStamp C12

Self Inking stamp

Supplier

Blade Rubber:

graham@bladerubber.co.uk

Artwork File path

> 01_Final Artwork

> 01_Print Applications

Status

Produced

1.4 Seed Bag

olive+squash

olive+squash monument
 Eastcheap
 Greenchurch St
 King William St
 station monument
 Fenchurch Hill

Instructions
 Place at least ten seeds in a container with neutral or alkaline soil and make sure the seeds are only a few cm below the surface. Leave the newly planted seeds near a window and water them every few days (but don't drown them!). You will hopefully see results in under a week.

GROW YOUR OWN

The fresher the ingredient, the better the taste.
 We challenge you to grow your own!

olive + squash = seeds

olive+squash

olive+squash monument
 Eastcheap
 Greenchurch St
 King William St
 station monument
 Fenchurch Hill

Instructions
 Place at least ten seeds in a container with neutral or alkaline soil and make sure the seeds are only a few cm below the surface. Leave the newly planted seeds near a window and water them every few days (but don't drown them!). You will hopefully see results in under a week.

GROW YOUR OWN

The fresher the ingredient, the better the taste.
 We challenge you to grow your own!

olive + squash = seeds

GROW YOUR OWN

The fresher the ingredient, the better the taste.
 We challenge you to grow your own!

olive + squash = seeds
 sunflower

GROW YOUR OWN

The fresher the ingredient, the better the taste.
 We challenge you to grow your own!

olive + squash = seeds
 pumpkin

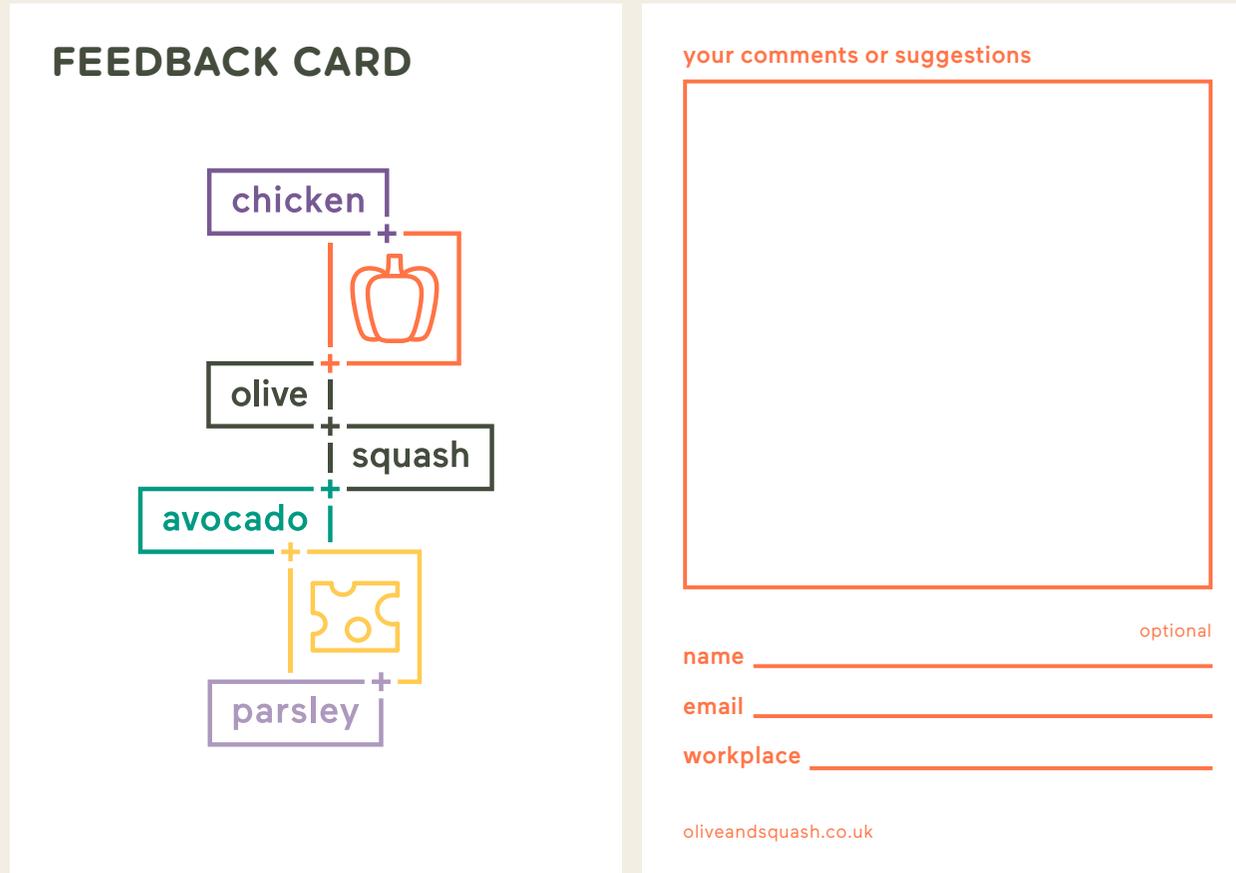
Production Spec
 Format: 75mm x 160mm
 Print: 3 Spot colours
 Material: Cyclus Offset 300gsm
 Finishing: Fold to 75mm x 80mm

Supplier
 Oldacres
 Richard Brown
 services@oldacres.co.uk

Artwork File path
 > 01_Final Artwork
 > 01_Print Applications

Status
 Produced

1.5 Customer Feedback Card



Production Spec
 Format: 74mm x 105mm
 Print: 5 Spot colours
 Material: Cyclus Offset 300gsm

Supplier
 Oldacres
 Richard Brown
 services@oldacres.co.uk

Artwork File path
 > 01_Final Artwork
 > 01_Print Applications

Status
 Produced

1.6 Suggestion Card



The suggestion card is divided into two main sections. The top section features a yellow box with the word 'suggestion' in orange, connected by a teal line to a teal leaf icon. Below this is a purple box containing text about customer collaboration. The bottom section contains two teal-bordered boxes for suggestions, followed by input fields for name, email, and workplace, and the website URL.

suggestion

Collaborating with our customers is a very important part of the **o+s** menu development process. We value all of your suggestions so please let us know what you think!

I wish o+s had...

I think o+s could improve...

name _____ optional

email _____

workplace _____

oliveandsquash.co.uk

Production Spec

Format: 74mm x 105mm

Print: 4 Spot colours

Material: Cyclus Offset 300gsm

Supplier

Oldacres

Richard Brown

services@oldacres.co.uk

Artwork File path

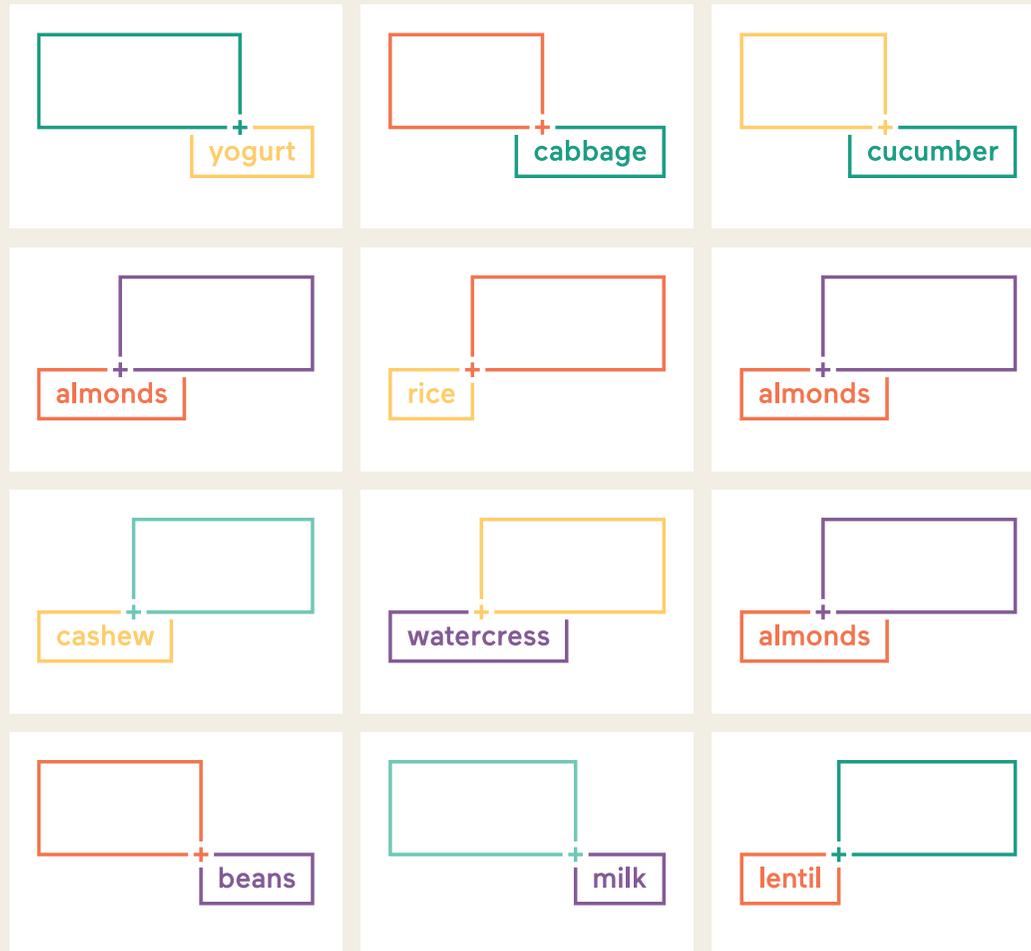
> 01_Final Artwork

> 01_Print Applications

Status

Produced

1.7 Name Label



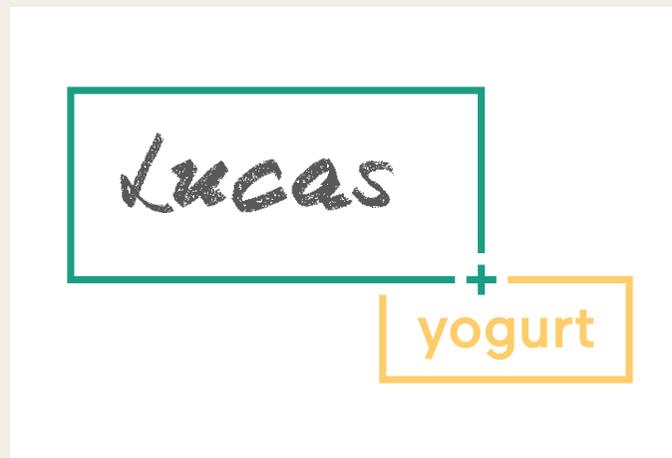
Production Spec
 Format: 90mm x 54mm
 Print: CMYK Offset
 Material: Cyclus Offset 140gsm

Supplier
 Oldacres
 Richard Brown
 services@oldacres.co.uk

Artwork File path
 > 01_Final Artwork
 > 01_Print Applications

Status
 Produced

1.7 Name Label



1.8 Take-Away Menu – Structure

Title

Pictogram



Front

MAKE IT

<p>1</p> <p>CHOOSE UP TO TWO BASES</p> <p>kale spinach little gem black rice pasta tricolour quinoa lentils mixed greens</p>	<p>3</p> <p>ADD A PREMIUM</p> <p>salmon chicken breast paprika chilli chicken goat cheese parmesan crispy bacon egg cauliflower hummus prawns avocado</p>
<p>2</p> <p>ADD UP TO THREE INGREDIENTS</p> <p>apple jalapeños broccoli carrots heart of palm spring onions cherry tomatoes olives red onions corn cucumber peppers edamame grapefruit</p>	<p>4</p> <p>PICK A TOPPING</p> <p>coriander mint tarragon basil croutons vegetable crisp raisins almonds</p>
<p>£6.50 2 bases, 3 ingredients 1 premium, 1 topping + dressing</p> <p>to view the seasonal ingredients please go to oliveandsquash.co.uk</p>	<p>5</p> <p>PICK A DRESSING</p> <p>apple cider vinaigrette sweet harissa vinaigrette soy ginger vinaigrette caesar anchovy vinaigrette some like it hot smokey salad cream balsamic vinegar olive oil dash of lemon</p>

Back

Title

Space for explanatory text if needed

Menu in box

1.8 Take-Away Menu – Components

CREATE YOUR OWN

SALADS

WRAPS

DRINKS

SOUPS + BREAKFAST



olive + squash

MAKE IT

1 CHOOSE UP TO TWO BASES	3 ADD A PREMIUM
kale spinach little gem black rice pasta tricolour quinoa lentils mixed greens	salmon chicken breast paprika chilli chicken goat cheese parmesan crispy bacon egg cauliflower hummus prawns avocado
2	



46 Fish Street Hill
London, EC3R 6BR
United Kingdom

oliveandsquash.co.uk

OUR MISSION

We believe that where our food comes from is just as important as what we do once it gets to our doorstep. That is why we have spent so much time building up a network of farmers and suppliers that we know and trust.

CREATE YOUR OWN

SALADS

WRAPS

DRINKS

SOUPS + BREAKFAST

CREATE YOUR OWN

SALADS

WRAPS

DRINKS

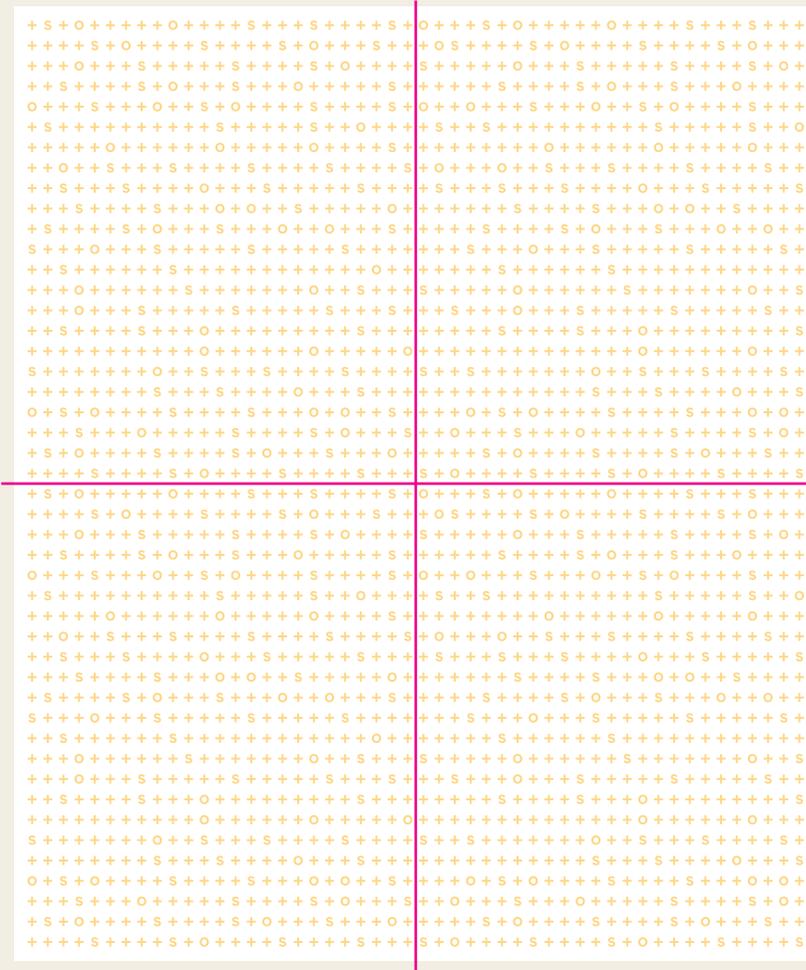
SOUPS + BREAKFAST



Folding line

Folding line

1.8 Take-Away Menu – Sleeve



Folding line

Folding line

Production Spec

Format: 230mm x 195mm
 Print: CMYK Offset
 Material: Cyclus Offset 80gsm
 Finishing: Fold to 115mm x 97.5mm

Supplier

Oldacres
 Richard Brown
 services@oldacres.co.uk

Artwork File path

> 01_Final Artwork
 > 01_Print Applications

Status

Produced

1.8 Take-Away Menu – Cards

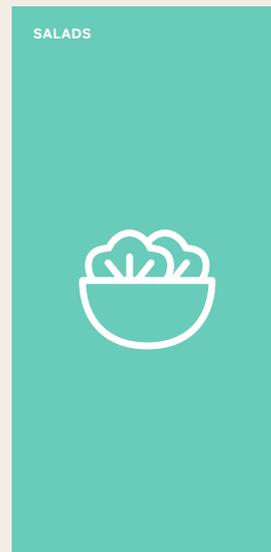


Front

Size: 95mm x 210mm



Back

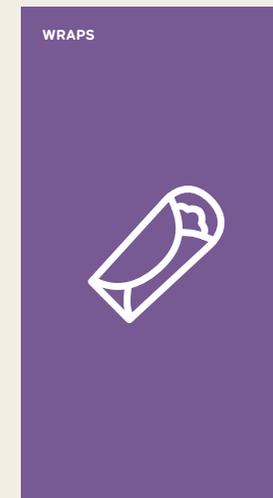


Front

Size: 95mm x 191mm



Back



Front

Size: 95mm x 172mm



Back

Production Spec

Format: see image
Print: 1 Spot colour per card
Material: Cyclus Offset 300gsm

Supplier

Oldacres
Richard Brown
services@oldacres.co.uk

Artwork File path

> 01_Final Artwork
> 01_Print Applications

Status

Produced

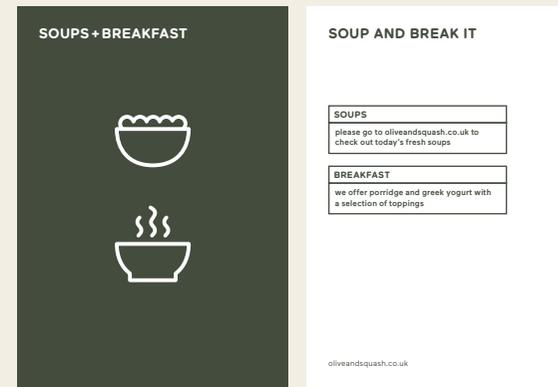
1.8 Take-Away Menu – Cards



Front

Back

Size: 95mm x 153mm



Front

Back

Size: 95mm x 134mm

Production Spec

Format: see image

Print: 1 Spot colour per card

Material: Cyclus Offset 300gsm

Supplier

Oldacres

Richard Brown

services@oldacres.co.uk

Artwork File path

> 01_Final Artwork

> 01_Print Applications

Status

Produced

1.9 Catering Menu



For special occasions we offer a healthy menu selection. Business events or school parties we can make your event to a special one with our honestly food.

oliveandsquash.co.uk



oliveandsquash.co.uk



CATERING MENU

olive + squash

MAKE IT

<p>1</p> <p>CHOOSE UP TO TWO BASES</p> <ul style="list-style-type: none"> salad little gems black rice broccoli quinoa herbs mixed greens 	<p>3</p> <p>ADD A FRESHEN</p> <ul style="list-style-type: none"> chicken breast garlic herb chicken grill beef panman crispy becons egg sauteed mushrooms prawns meatballs
<p>2</p> <p>ADD UP TO THREE INGREDIENTS</p> <ul style="list-style-type: none"> soy jalapeno tomato carrots beet or peas spring onions cherry tomatoes olives red onions fennel cucumber peppers edamame grapefruit 	<p>4</p> <p>PICK A TOPPING</p> <ul style="list-style-type: none"> composter soy herbs leafy greens vegetable crisp herbs almonds
<p>5.50</p> <p>2 bases, 3 ingredients 2 items, 1 topping + dressing</p> <p><small>to view the seasonal ingredients please go to oliveandsquash.co.uk</small></p>	<p>PICK A DRESSING</p> <ul style="list-style-type: none"> apple cider vinaigrette lemon herb vinaigrette soy ginger vinaigrette cashew anchovy vinaigrette soy like 3 dot truffle salad cream bacon vinegar olive oil dash of herbs <p><small>to view the seasonal ingredients please go to oliveandsquash.co.uk</small></p>

CHOOSE IT

<p>salad caesar</p> <p>black rice, little gems, chicken, parmesan, olives, olive, croutons</p> <p>+ caesar anchovy vinaigrette</p>	<p>cash 426</p> <p>£6.50</p>
<p>marinated</p> <p>chicken breast, spinach, cucumber, quinoa, grill chicken, olives, red onions, + sauteed mushrooms</p>	<p>cash 475</p> <p>£6.50</p>
<p>Roasties</p> <p>black rice, little gems, corn, meatballs, jalapeno, tomatoes, cherry tomatoes, coriander + some like 3 dot</p>	<p>cash 450</p> <p>£7.20</p>
<p>greens with soy</p> <p>little gems, spinach, edamame, broccoli, heart of palm, meatballs, parmesan, soy</p>	<p>cash 444</p> <p>£6.50</p>
<p>peppery chicken</p> <p>spinach, grapefruit, olive oil, chickpeas, potatoes, red onion, edamame, herbes, vegetable crisp + truffle salad cream</p>	<p>cash 287</p> <p>£6.50</p>

to view the seasonal ingredients please go to oliveandsquash.co.uk

WRAP IT

<p>prawn pasta</p> <p>black rice, little gems, prawns, avocado, pepper, jalapeno, coriander + truffle salad cream</p>	<p>£7.20</p>
<p>chicken pasta</p> <p>black rice, little gems, chicken, corn, olive, jalapeno, coriander + truffle salad cream</p>	<p>£7.20</p>

DRINK IT

FRESH JUICE	
pressed today	£2.90
COFFEE	
americano	£1.50
latte milk	£2.50
espresso	£2.50
expresso	£1.50
TEA	
soft grey	£1.50
jasmine tea	£1.50
green tea	£1.50
WATER	
still	£0.50
bottling	£0.80

SOUP AND BREAK IT

SOUPS	
please go to oliveandsquash.co.uk to check availability & fresh ingredients	
BREAKFAST	
we offer porridge and Greek yogurt with a selection of toppings	

Folding line

Production Spec

Format: 495mm x 210mm
 Print: CMYK Offset
 Material: Cyclus Offset 140gsm
 Finishing: Fold to 99mm x 210mm

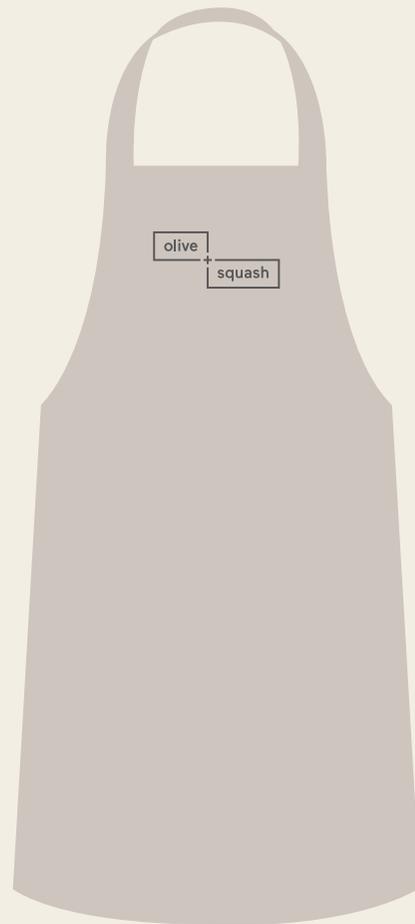
Supplier

Oldacres
 Richard Brown
services@oldacres.co.uk

Status

Not Produced

1.11 Workwear



Production Spec

Apron: Premier Colours Bib Apron Pocket

Product Code: PR154

Print: Embroidery

Cap: Beechfield Ultimate 5

Product Code: BC015

Supplier

workwearexpress.com

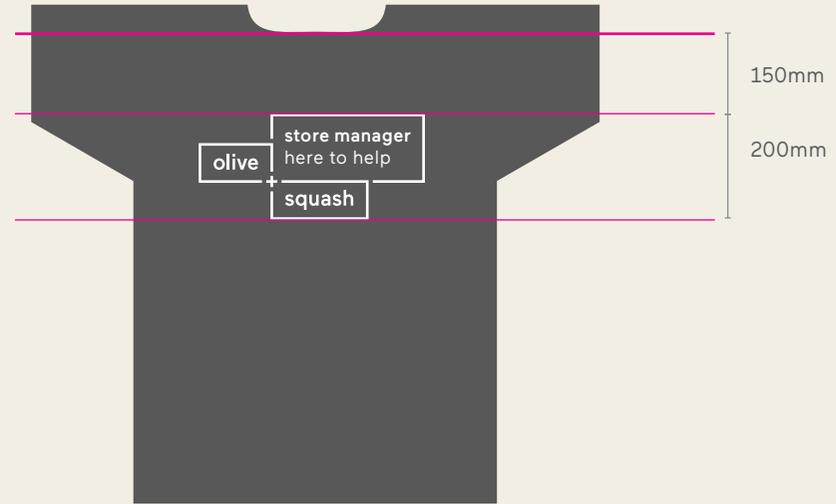
Status

Produced

1.11 Workwear



Front



Back

Dark grey T-Shirt for store manager

Production Spec

Fruit Of The Loom Screen Stars Original
Product Code: SS048
Printing: Silk Screen

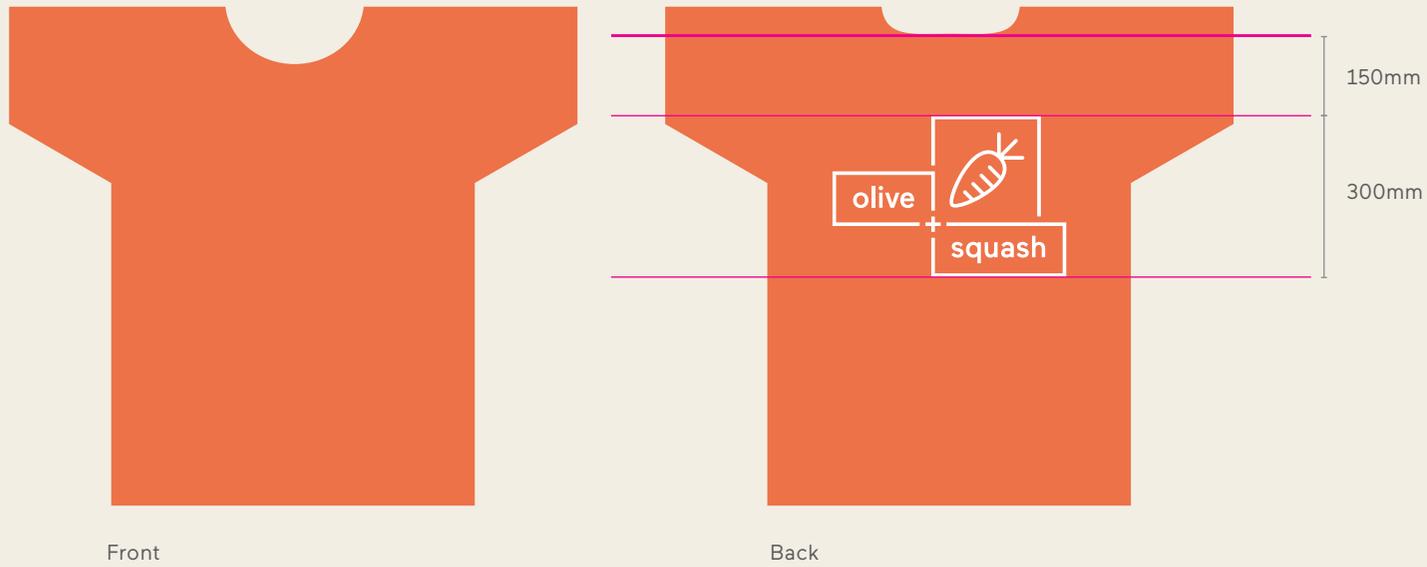
Supplier

workwearexpress.com

Status

Not Produced

1.11 Workwear



T-shirts can be produced in the secondary brand colours and in tints



Pictograms are exchangeable

Production Spec

Fruit Of The Loom Screen Stars Original
Product Code: SS048
Printing: Silk Screen

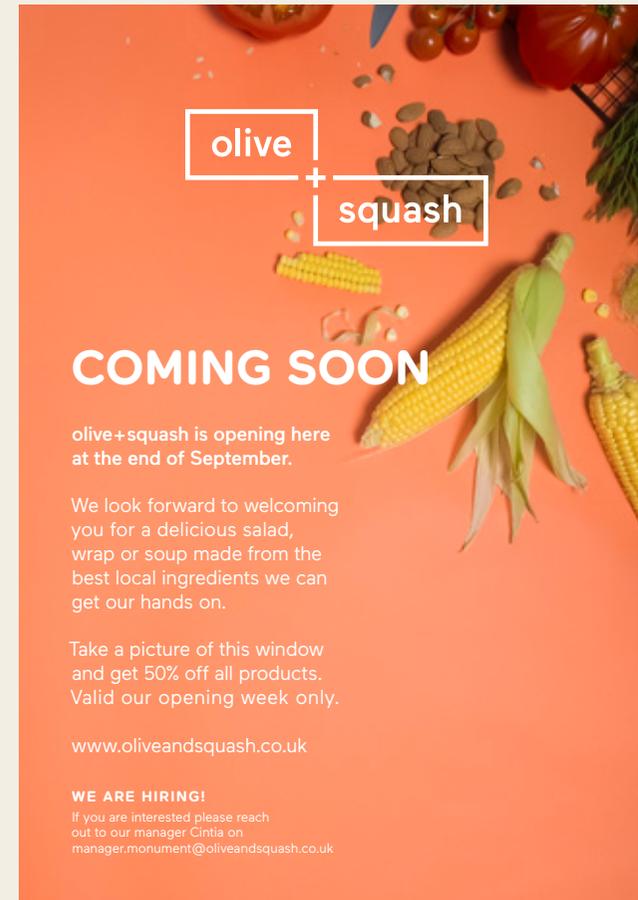
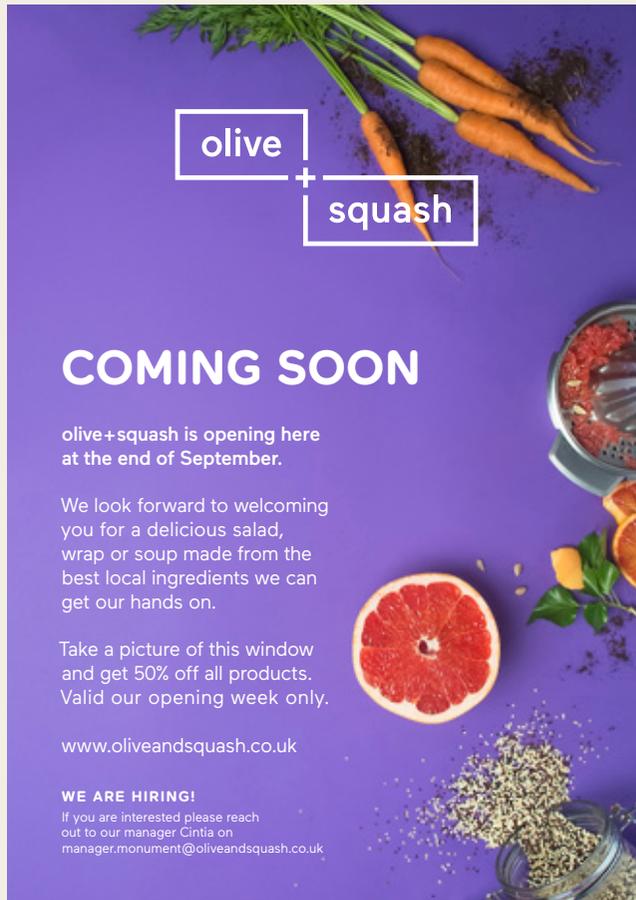
Supplier

workwearexpress.com

Status

Not Produced

1.12 Promotional Material – Poster



Production Spec

Format: DIN A1
Print: Digital printed

Supplier

Castleton Signs
Alan Merryweather
alanm@castletonsigns.co.uk

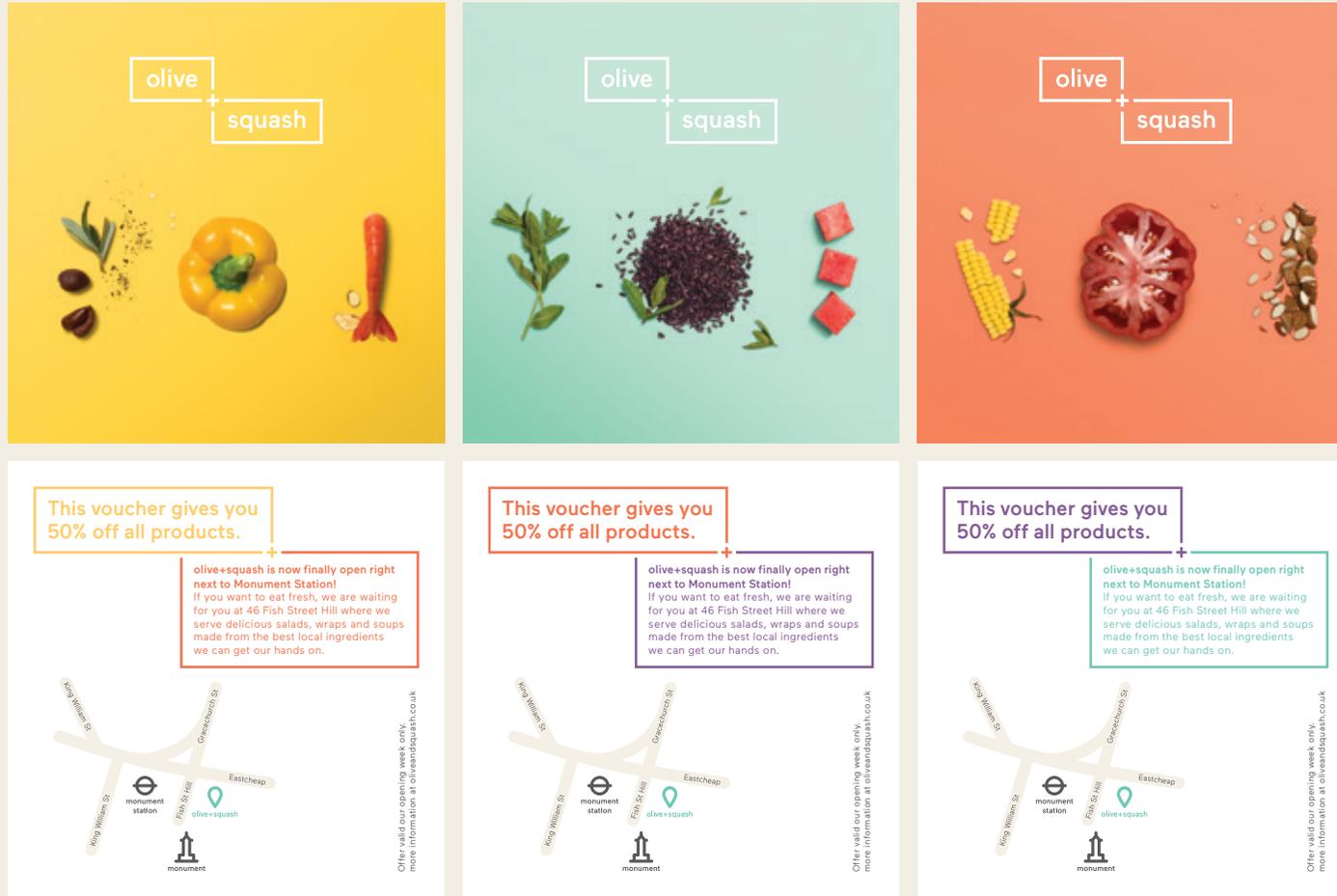
Artwork File path

> 01_Final Artwork
> 02_Print Applications

Status

Produced

1.12 Promotional Material – Flyer



Production Spec
 Format: 120mm x 120mm
 Print: Offset CMYK
 Material: Cyclus Offset 300gsm

Supplier
 Oldacres
 Richard Brown
 services@oldacres.co.uk

Artwork File path
 > 01_Final Artwork
 > 02_Print Applications

Status
 Produced

2 PACKAGING

2.1 Salad Bowl



Production Spec

Size: 1000 CC

Supplier

Cater 4 you

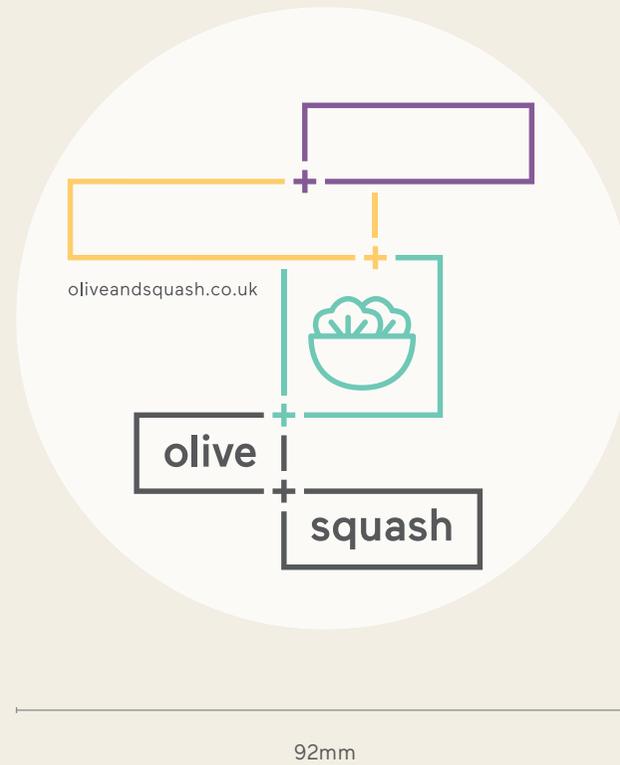
Kate Grove

kate@cater4you.co.uk

Status

Delivered

2.1 Salad Bowl – Sticker



Production Spec

Format: 92mm

Print: CMYK

Material: Textur paper 320

Supplier

fastlabels.co.uk

Artwork File path

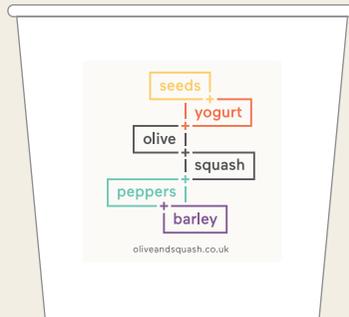
> 01_Final Artwork

> 02_Packaging

Status

Produced

2.2 Soup Pots



12oz
use for porridge



16oz
use for soup



26oz
use for chunky soups

Production Spec
Size: see images

Supplier
Enviropack Sales
sales@enviropack.org.uk

Status
Produced

2.2 Soup Pots – Stickers



62mm x 62mm



70mm x 70mm



78mm x 78mm

Production Spec

Format: see image
 Print: CMYK
 Material: Textur paper 320

Supplier

fastlabels.co.uk

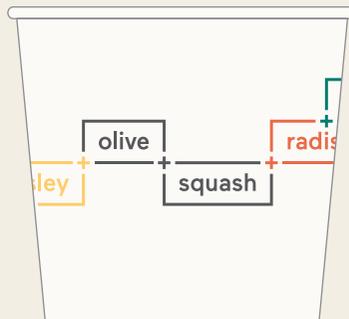
Artwork File path

> 01_Final Artwork
 > 02_Packaging

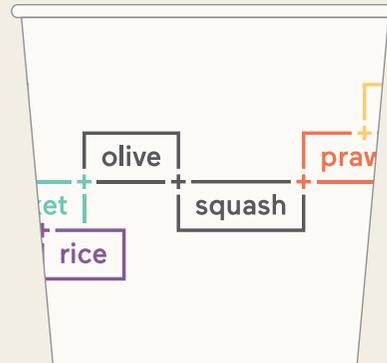
Status

Produced

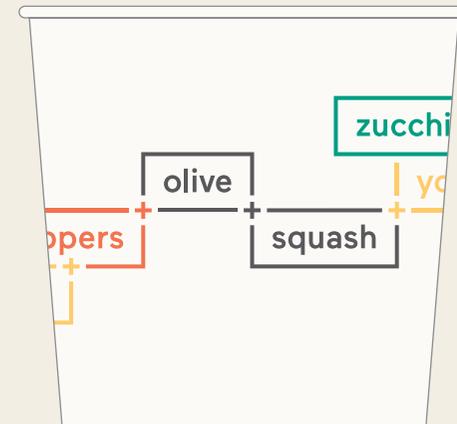
2.2 Soup Pots – Printed



12oz
use for porridge



16oz
use for soup



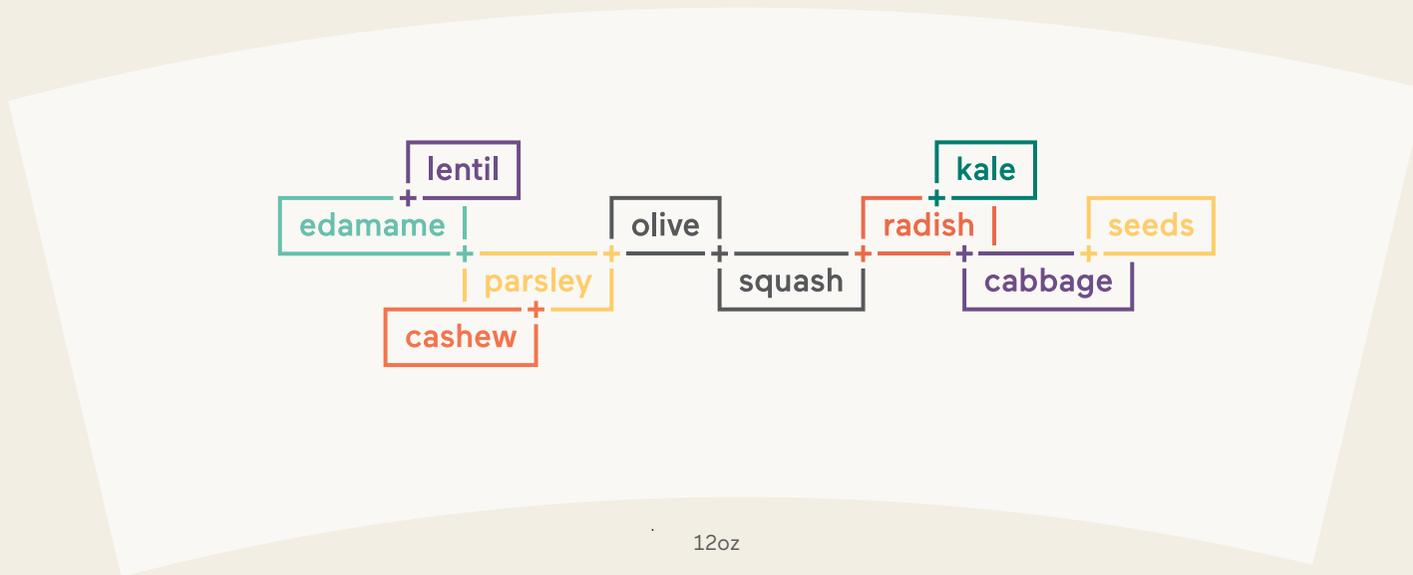
26oz
use for chunky soups

Production Spec
Format: see image
Print: CMYK
Finishing: Matt

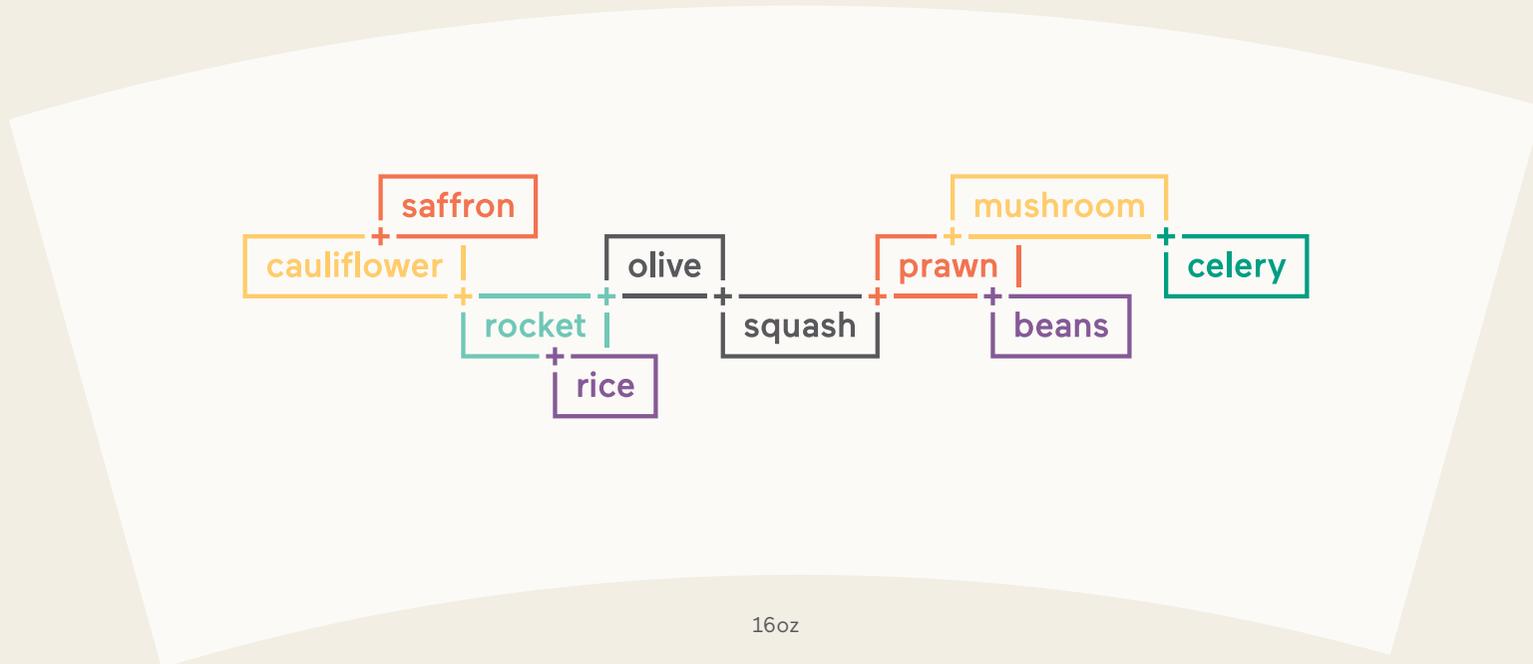
Supplier
Enviropack Sales
sales@enviropack.org.uk

Status
Not Produced

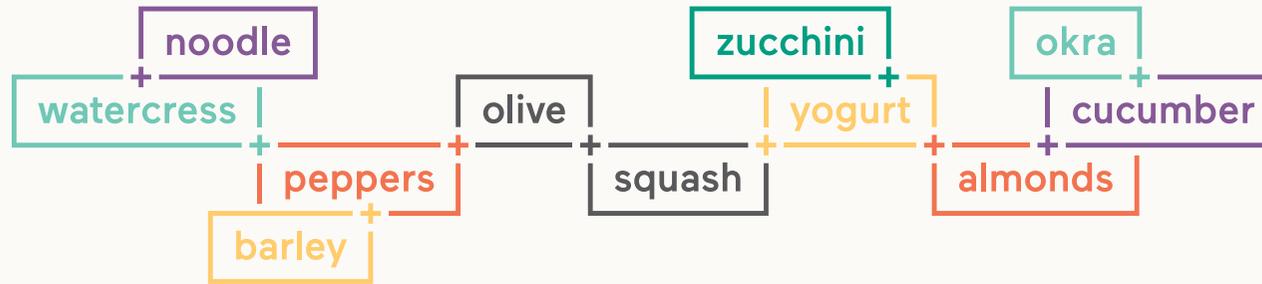
2.2 Soup Pots – Printed



2.2 Soup Pots – Printed



2.2 Soup Pots – Printed



26oz

2.3 Cups



Production Spec

Format: 8/12oz double-walled
 Print: CMYK
 Finishing: Matt

Supplier

Vaiopak
 Matt Standen
 matt.standen@vaiopak.co.uk

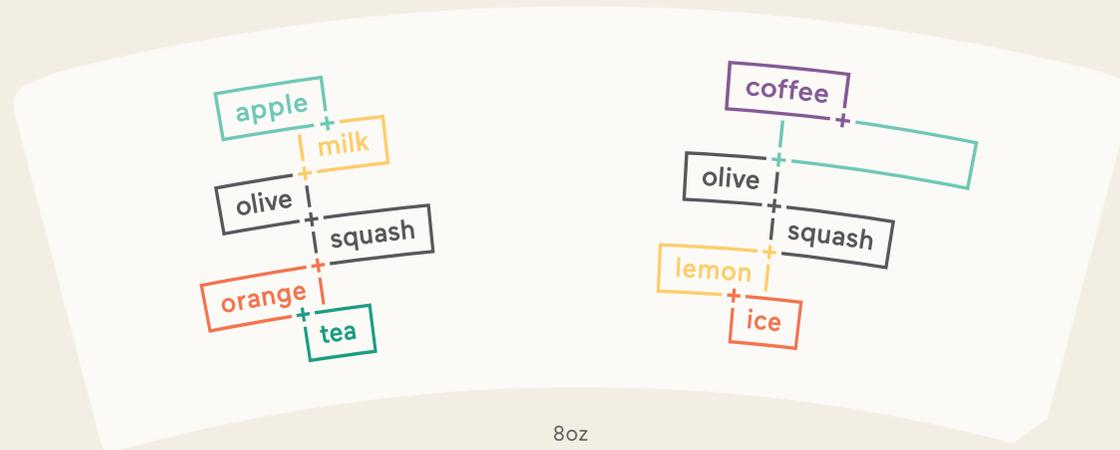
Artwork File path

> 01_Final Artwork
 > 02_Packaging

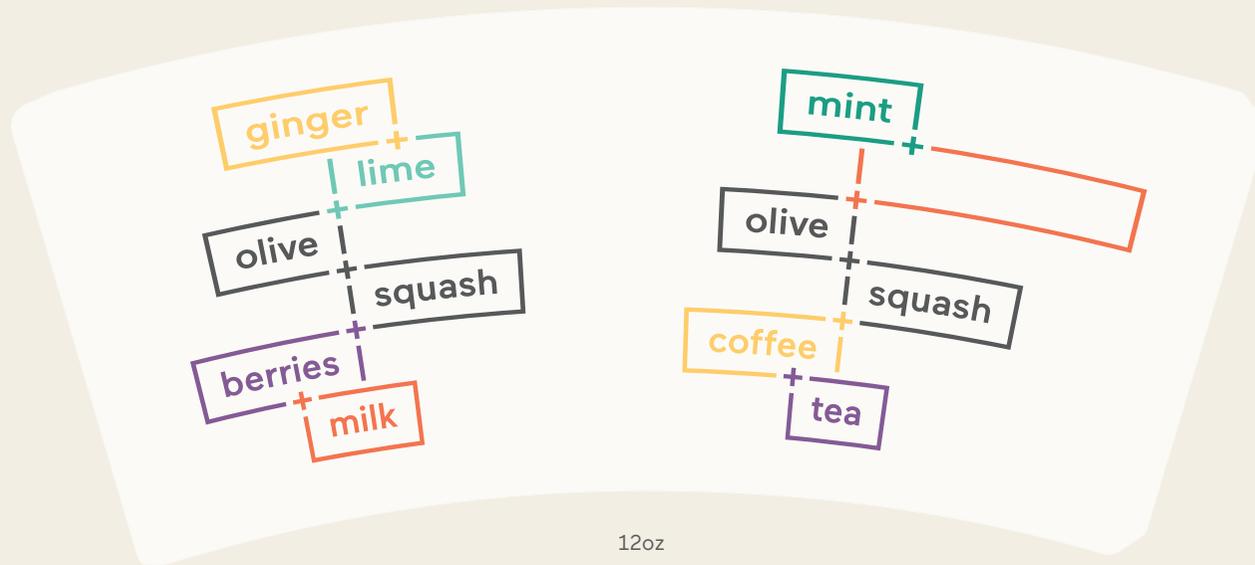
Status

Produced

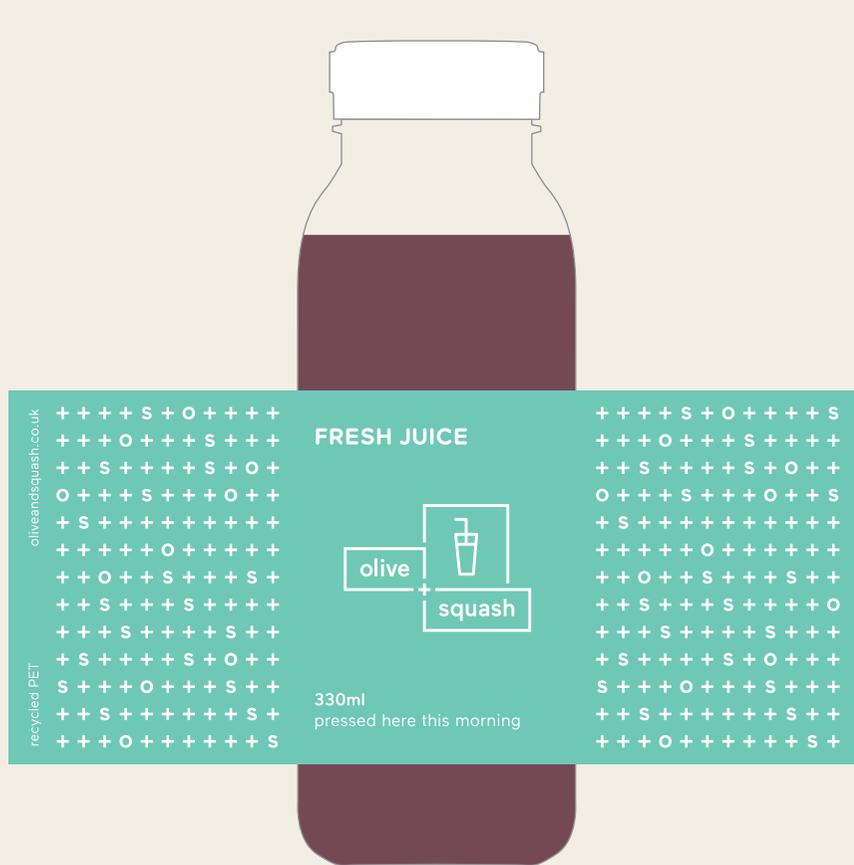
2.3 Cups



2.3 Cups



2.4 Juice Label – General



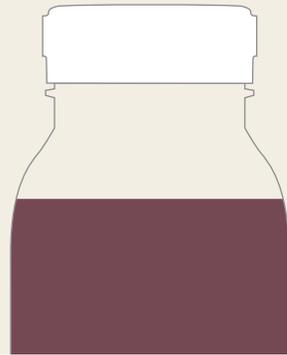
Production Spec
 Format: 185mm x 80mm
 Print: 1 Spot colour per card
 Material: Cyclus Offset 300gsm

Supplier
 fastlabels.co.uk

Artwork File path
 > 01_Final Artwork
 > 02_Packaging

Status
 Produced

2.4 Juice Label – Specific Juices



Ingredients
50% Ginger
30% Apples
20% Mango

Nutritional Info per 100ml
Energy 298kJ
(49kcal)/Protein 4.5g
Carbohydrat 13.1g
(of which sugars*) 14.4g
Fat 4.1g
(of which is saturation) less than 4.1g
Fibre 1.4g
Sodium 2mg
Vitamin C 22mg
(36% RDA per 100ml)
*Sugar includes added sugar

330ml

FRESH JUICE

strawberry

+ carrots

olive

+ squash

www.olivesquash.co.uk

Keep me cold and use within two days

Here is space for text about ways to recycle this bottle and be good to our environment.

Fresh, responsibly grown and locally sourced produce is the foundation of the Olive+Squash concept.

As both consumers and producers of our food, we believe that knowing how our food is grown – and where it comes from – is just as important as what we do once it arrives to our of origin.



Ingredients
50% Ginger
30% Apples
20% Mango

Nutritional Info per 100ml
Energy 298kJ
(49kcal)/Protein 4.5g
Carbohydrat 13.1g
(of which sugars*) 14.4g
Fat 4.1g
(of which is saturation) less than 4.1g
Fibre 1.4g
Sodium 2mg
Vitamin C 22mg
(36% RDA per 100ml)
*Sugar includes added sugar

330ml

FRESH JUICE

ginger

+ apple

+ mango

olive

+ squash

www.olivesquash.co.uk

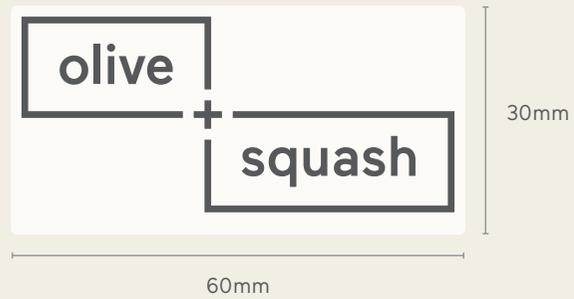
Keep me cold and use within two days

Here is space for text about ways to recycle this bottle and be good to our environment.

Fresh, responsibly grown and locally sourced produce is the foundation of the Olive+Squash concept.

As both consumers and producers of our food, we believe that knowing how our food is grown – and where it comes from – is just as important as what we do once it arrives to our of origin.

2.5 Sticker – General rectangle



Production Spec

Format: 60mm × 30mm

Material: CMYK

Paper: Textured Paper 320

Supplier

fastlabels.co.uk

Artwork File path

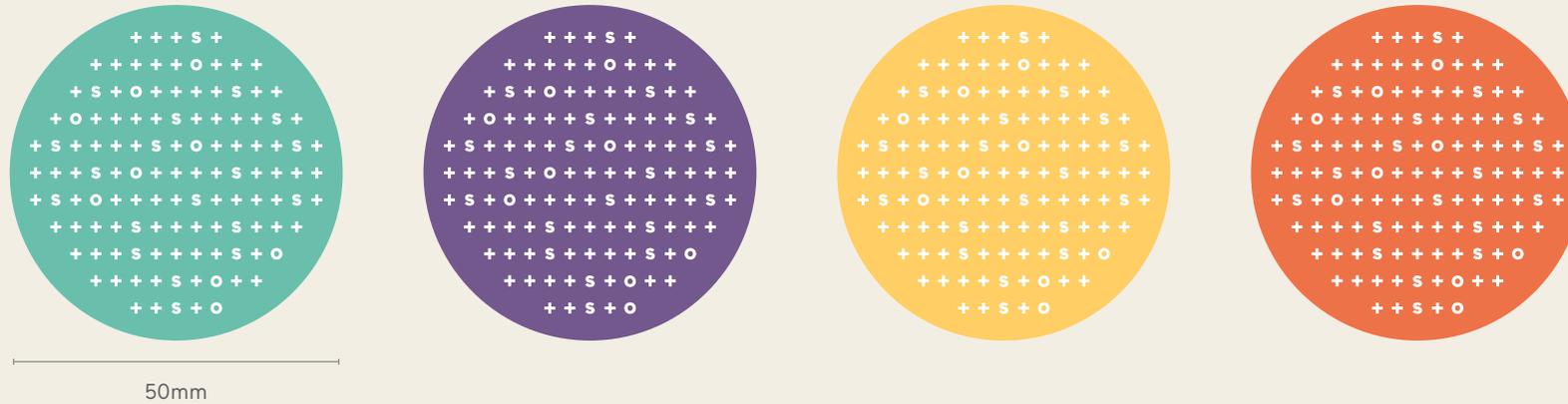
> 01_Final Artwork

> 02_Packaging

Status

Produced

2.5 Sticker – General round



Production Spec

Format: 50mm x 50mm
 Material: CMYK
 Paper: Textured Paper 320

Supplier

fastlabels.co.uk

Artwork File path

> 01_Final Artwork
 > 02_Packaging

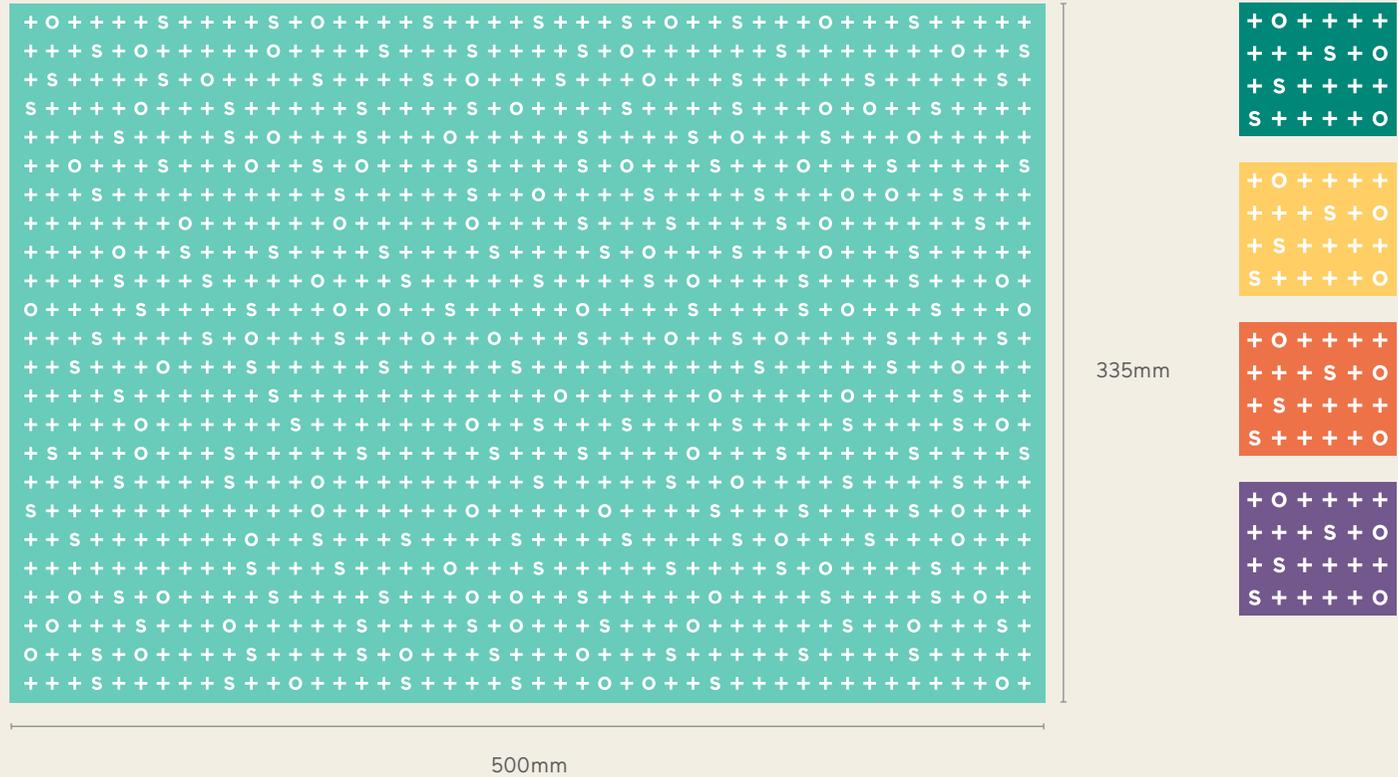
Status

Not Produced

2.6 Cutlery and Napkin



2.7 Grease Proof Paper



Production Spec

Format: 500mm x 335mm
 Print: 1 pantone colour
 Material: 38gsm White

Supplier

It's a wrap
 Sam Cullinane
 sam@jrpress.co.uk

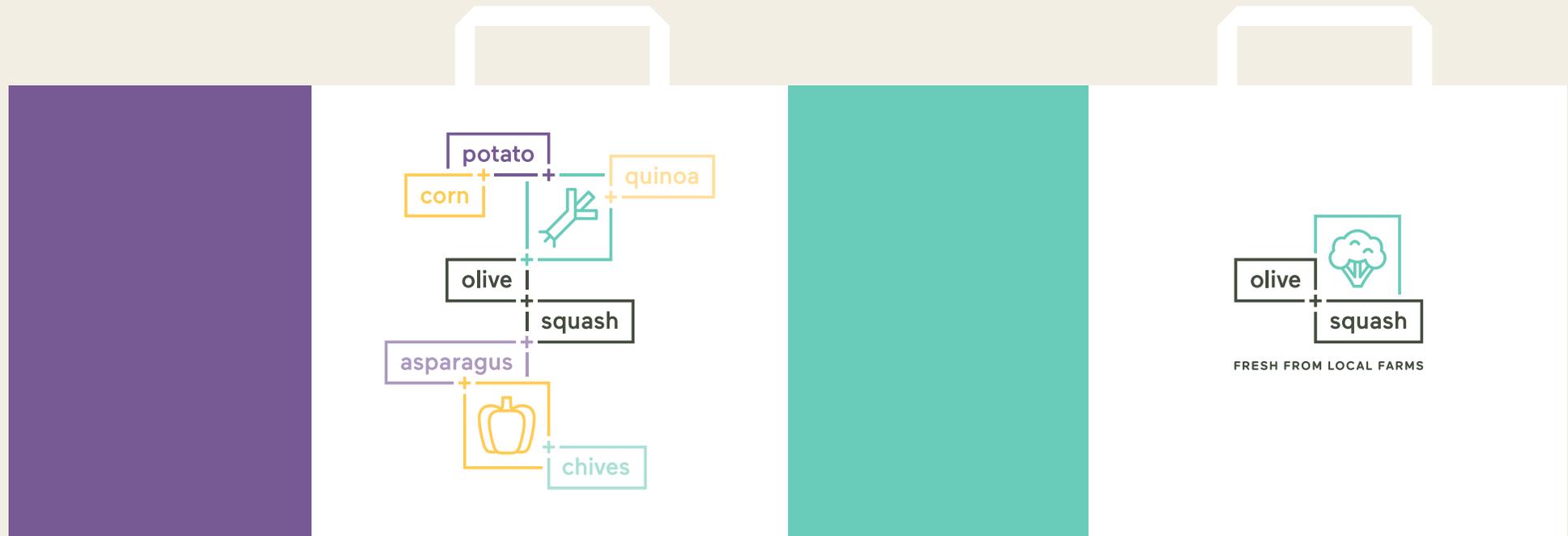
Artwork File path

> 01_Final Artwork
 > 02_Packaging

Status

Produced

2.8 Paper Bag large

**Production Spec**

Format: 260mm x 175mm x 245mm

Stock: White Kraft

Print: 4 Spot colours

Supplier

Midpac

gary@bagprinters.co.uk

Artwork File path

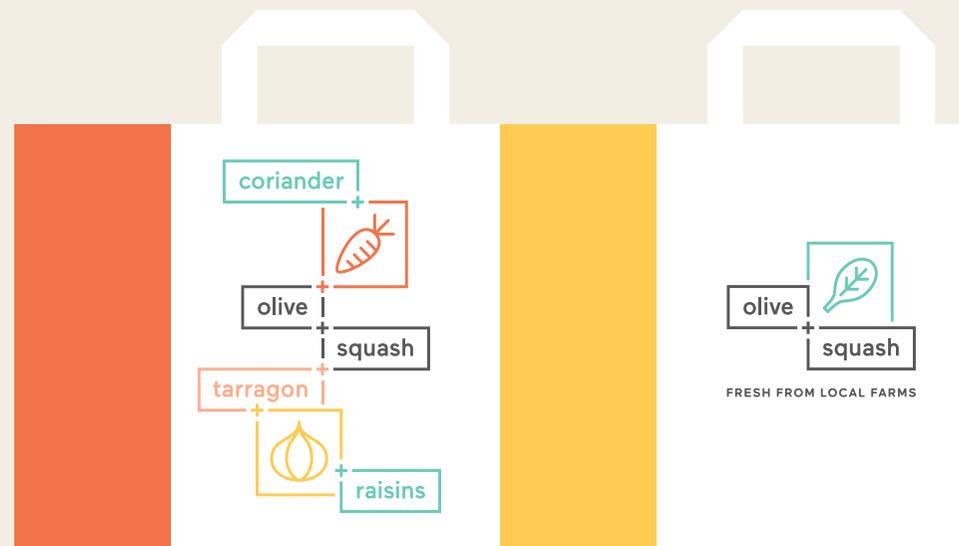
> 01_Final Artwork

> 02_Packaging

Status

Produced

2.8 Paper Bag small



Production Spec

Format: 180mm x 85mm x 230mm

Stock: White Kraft

Print: 4 Spot colours

Supplier

Templecoombe

Julia Dimmick

julia.dimick@templecoombe.co.uk

Artwork File path

> 01_Final Artwork

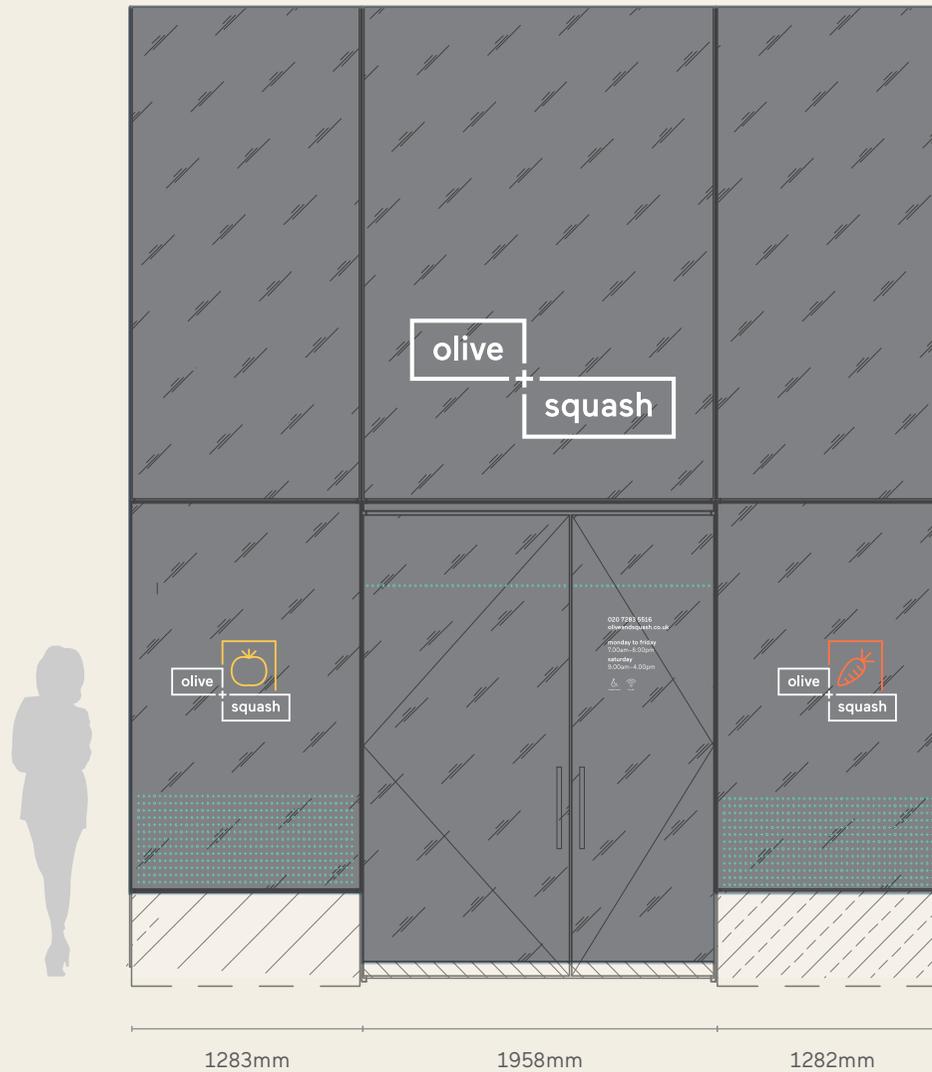
> 02_Packaging

Status

Produced

3 SIGNAGE AND INTERIOR

3.1 Facade



Production Spec

Main logo: white acrylic
 Illustrations: coloured vinyl matching brand
 Decal: digitally printed transparent film

Supplier

Castleton Signs
 Alan Merryweather
 alanm@castletonsigns.co.uk

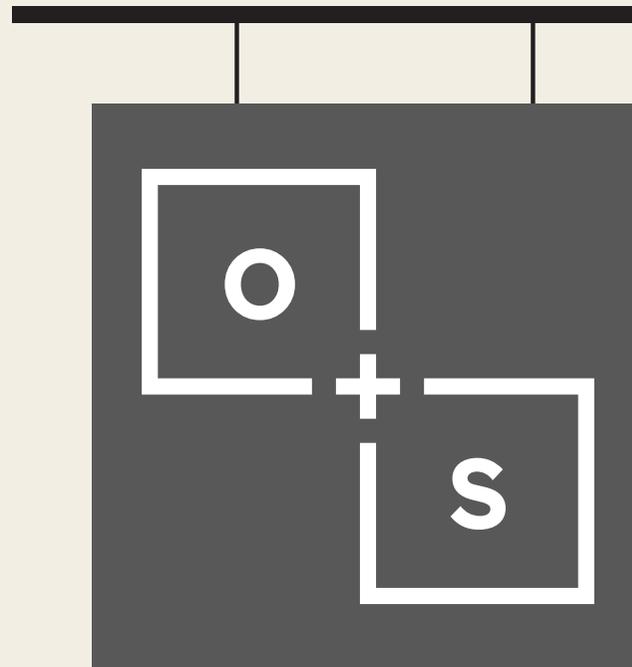
Artwork File path

> 01_Final Artwork
 > 03_Signage

Status

Produced

3.2 Projecting Sign



Production Spec

Format: 800mm x 800mm

Material: laser-cut metal/acrylic

Supplier

Castleton Signs

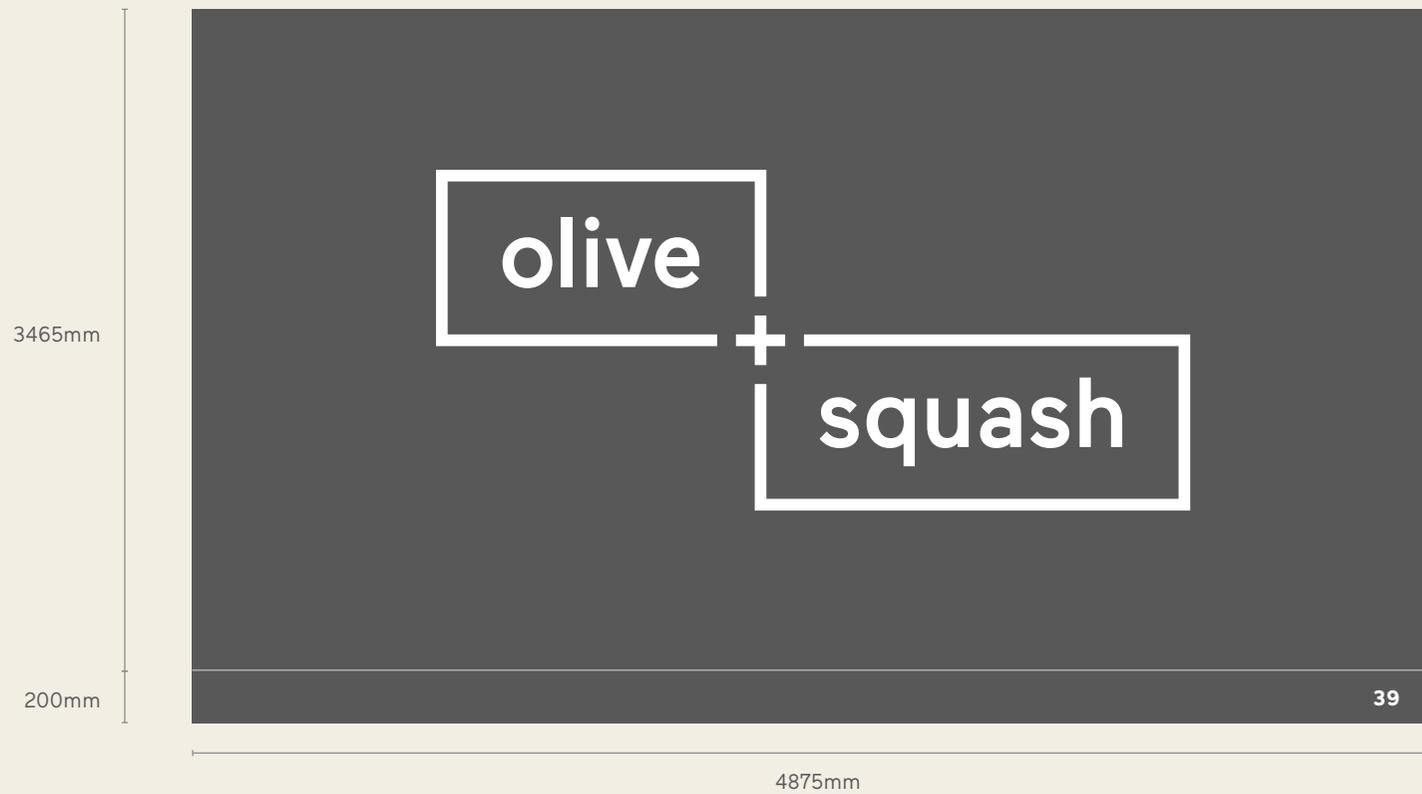
Alan Merryweather

alanm@castletonsigns.co.uk

Status

Not produced

3.3 Awning



Production Spec

Format: see above
Material: Dark Grey R-103 Fabric
Print: 1 colour

Supplier

Castleton Signs
Alan Merryweather
alanm@castletonsigns.co.uk

Status

Not produced

3.4 Shop Barrier



Production Spec

Format: logo width = 1000mm

Print: 1 colour

Supplier

Castleton Signs

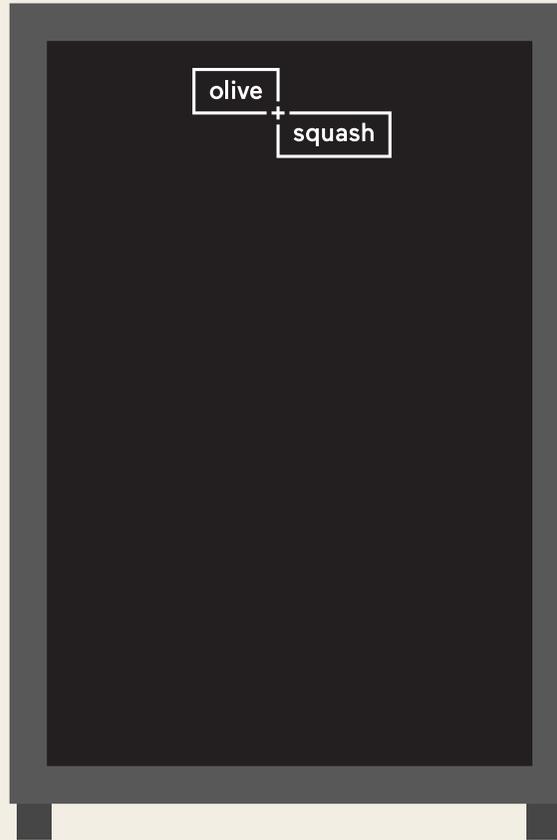
Alan Merryweather

alanm@castletonsigns.co.uk

Status

Not produced

3.5 A-Board



Production Spec

Format: logo width = 300mm

Format: 850mm x 550mm

Material: Wooden A-boards black

Supplier

bhma.co.uk

Artwork File path

> 01_Final Artwork

> 03_Signage

Status

Produced

3.5 A-Board

Information is simple and centred

Text written by hand

Titles in green chalk

Text in white chalk



Usage

A-frame menu boards set up on sidewalks are useful to direct customers into the store. The information is to be modified according to the time of day.

3.5 A-Board



Usage

The board should show details about breakfast and lunch or specials as depicted above depending on time of day and type of pedestrian traffic.

3.6 Hoarding



Production Spec

Format: 3430mm x 2190mm
 Production: dibond panel screw fixed

Supplier

Castleton Signs
 Alan Merryweather
 alanm@castletonsigns.co.uk

Artwork File path

> 01_Final Artwork
 > 03_Signage

Status

Produced

3.7 Interior Menu Display



Usage
The Create Your Own menu board is clearly divided into five different steps. Through the use of magnetic stripes it is easy to change the menu content.

Supplier
CNC Projects
sales@cncprojects.co.uk

Artwork File path
> 01_Final Artwork
> 03_Signage

Status
Produced

3.7 Interior Menu Display

1348mm

Base
routed laminated plywood

Image and description
changeable digitally printed magnets

SIGNATURE SALADS			
			
<p>kail caesar cals 426 £6.50</p> <p>kale, little gem, chicken, parmesan, croutons, chives, crispy bacon + caesar anchovy vinaigrette</p>	<p>marrakesh cals 478 £5.90</p> <p>spinach, tricolour quinoa, olives, goat cheese, grapefruit, cucumber, croutons, mint + sweet harissa vinaigrette</p>	<p>fiesta fire cals 450 £7.20</p> <p>black rice, little gem, corn, avocado, jalapeños, radishes, cherry tomatoes, coriander + some like it hot</p>	<p>green with envy cals 444 £6.50</p> <p>little gem, spinach, edamame, broccoli, heart of palm, avocado, parsley, pumpkin seeds + ginger, soy vinaigrette</p>
			
<p>popeye chicken cals 287 £5.90</p> <p>spinach, paprika chilli chicken, potatoes, red onion, edamame, tarragon, vegetable crisp + smokey salad cream</p>	<p>go fish cals 561 £7.20</p> <p>spinach, lentils, salmon, squash, apples, red onions, parsley + apple cider vinaigrette</p>	<p>feeling beet? cals 444 £7.20</p> <p>spinach, little gem, beetroot, smoked ham, cheddar, egg, parsley + smokey salad cream</p>	

Usage
The Signature salads and wraps are shown on as above. Printed magnetic plates mounted onto a routed picture frame.

Supplier
CNC Projects
sales@cncprojects.co.uk

Artwork File path
> 01_Final Artwork
> 03_Signage

Status
Produced

3.7 Interior Menu Display



Usage

The Signature salads and wraps are shown on as above. Printed magnetic plates mounted onto a routed picture frame.

Supplier

CNC Projects
sales@cncprojects.co.uk

Artwork File path

> 01_Final Artwork
> 03_Signage

Status

Produced

3.7 Interior Menu Display



Production Spec

Format: diverse dimensions
 Material: laminated plywood

Supplier

CNC Projects
 Mike
 sales@cncprojects.co.uk

Artwork File path

> 01_Final Artwork
 > 03_Signage

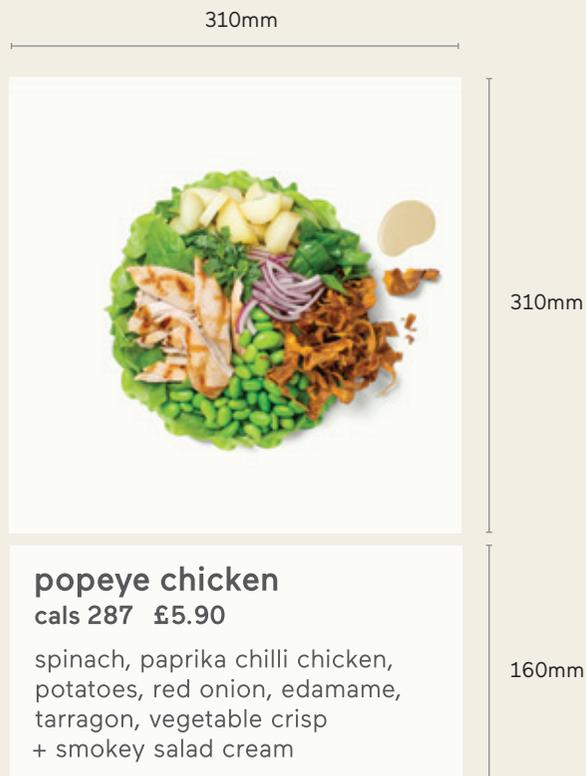
Status

Produced

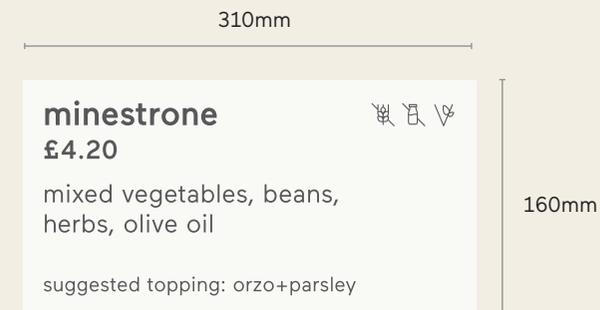
3.7 Interior Menu Display



magnetic stripes for create your own



magnetic stripes for salad and wrap menu



magnetic stripes for soup menu

Production Spec

Format: diverse dimensions
Material: digitally printed magnets

Supplier

Castleton Signs
Alan Merryweather
alanm@castletonsigns.co.uk

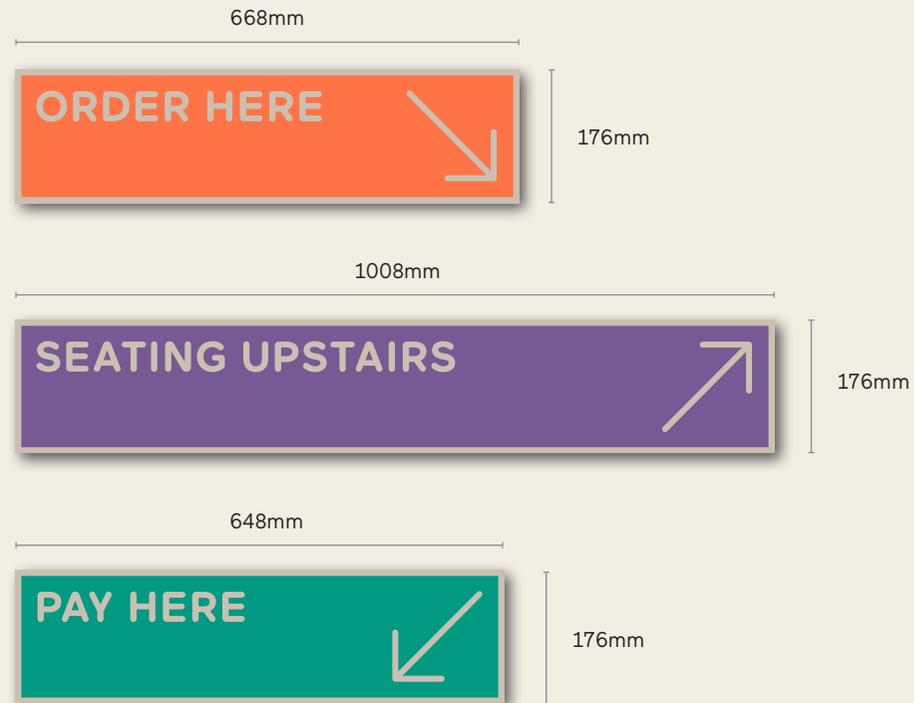
Artwork File path

> 01_Final Artwork
> 03_Signage

Status

Produced

3.8 Wayfinding



Production Spec

Format: diverse dimensions
Material: laminated plywood

Supplier

CNC Projects
sales@cncprojects.co.uk

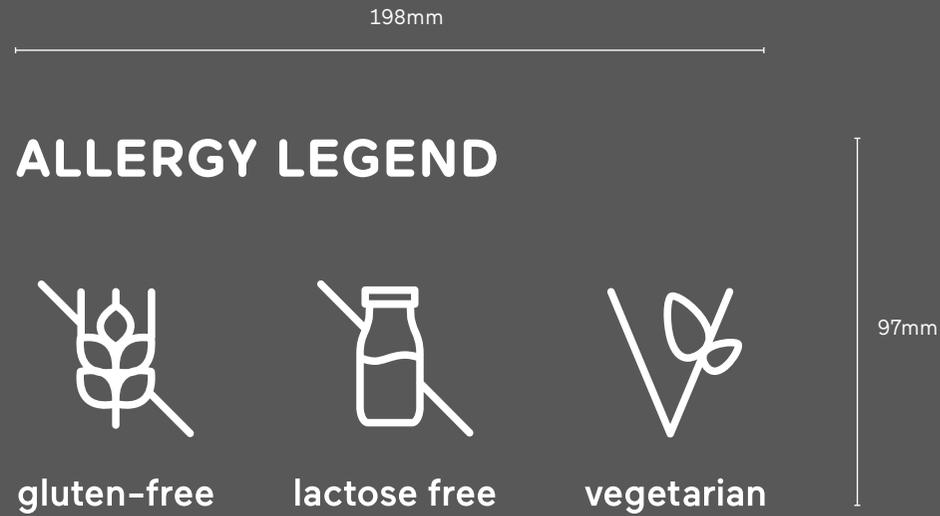
Artwork File path

> 01_Final Artwork
> 03_Signage

Status

Produced

3.9 Allergy Legend Sign



Production Spec

Format: 198mm x 97mm
Print: white vinyl die-cut

Supplier

Puck Studio
Dave
studio@puckstudio.co.uk

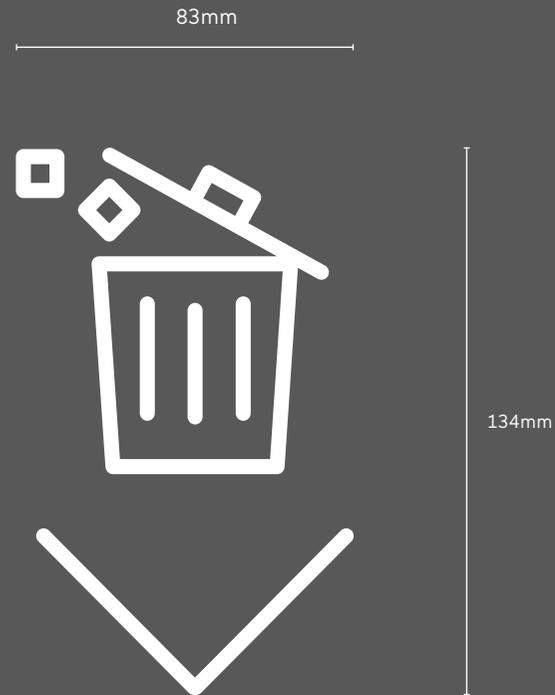
Artwork File path

> 01_Final Artwork
> 03_Signage

Status

Produced

3.9 Litter Sign



Production Spec

Format: 83mm × 134mm
Print: white vinyl die-cut

Supplier

Puck Studio
Dave
studio@puckstudio.co.uk

Artwork File path

> 01_Final Artwork
> 03_Signage

Status

Produced

3.11 Bathroom Sign



Production Spec

Format: 200 × 80mm

Material: dark grey vinyl

Supplier

Puck Studio

Dave

studio@puckstudio.co.uk

Artwork File path

> 01_Final Artwork

> 03_Signage

Status

Produced

3.12 Opening Hours

200mm

020 7283 5516
oliveandsquash.co.uk

monday to friday
7.00am–8.00pm

saturday
9.00am–4.00pm

300mm

 disabled access

 free wifi

Production Spec

Format: 200 × 300mm
Material: dark grey vinyl

Supplier

Puck Studio
Dave
studio@puckstudio.co.uk

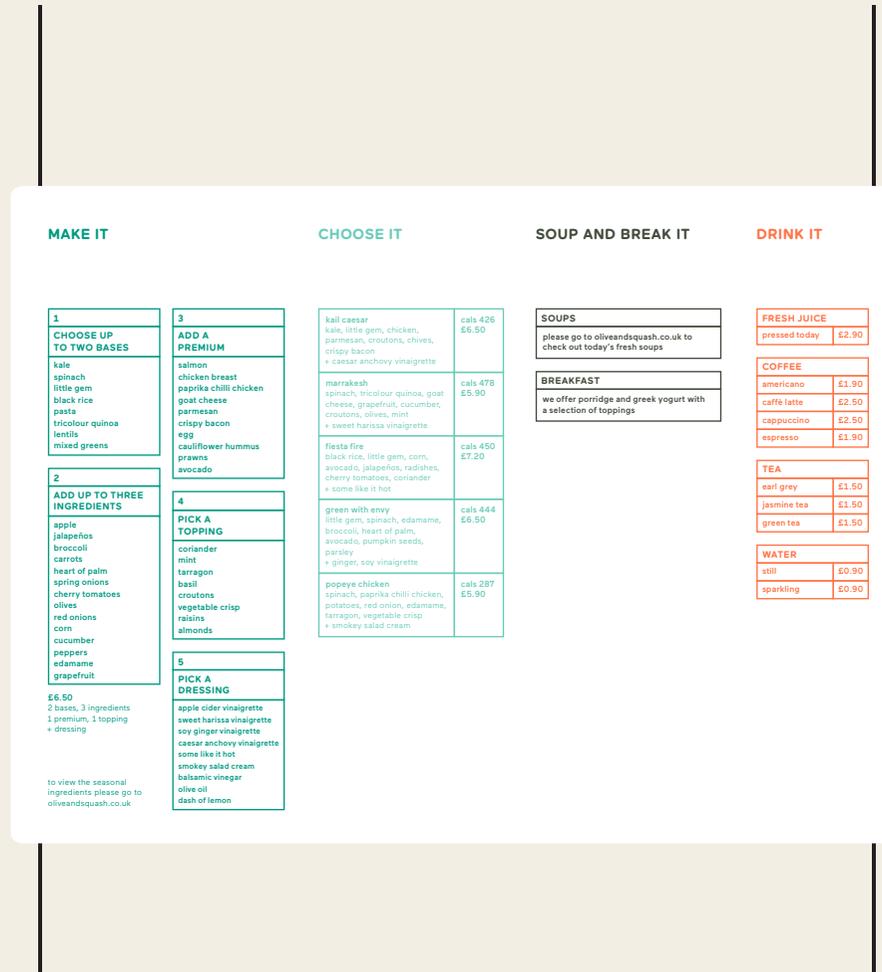
Artwork File path

> 01_Final Artwork
> 03_Signage

Status

Produced

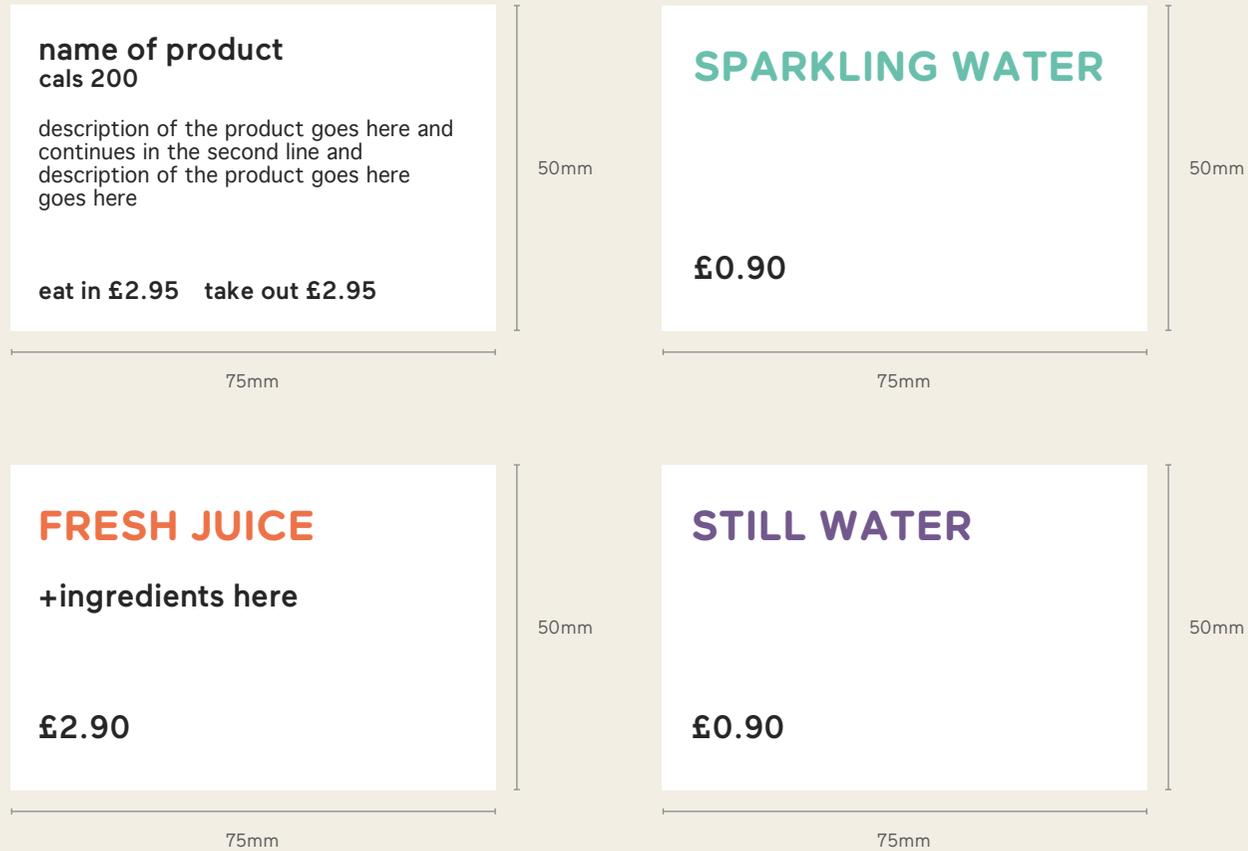
3.13 Window Menu



Usage

The menu must be placed in a window near the entrance using a standard cable structure. The cables and fixtures should be black.

3.14 Labelling System – Shelf Labels



Production Spec

Format: 75mm x 50mm

Material: perforated DIN A4 sheet 140gsm

Supplier

Business Support Solutions

kevin@bss503.co.uk

Template File path

> 02_Templates

> 02_Label

Status

Produced

3.14 Labelling System – Template

<p>name of product cals 200</p> <p>description of the product goes here and continues in the second line and description of the product goes here goes here</p> <p>eat in £2.95 take out £2.95</p>	<p>name of product cals 200</p> <p>description of the product goes here and continues in the second line and description of the product goes here goes here</p> <p>eat in £2.95 take out £2.95</p>	<p>name of product cals 200</p> <p>description of the product goes here and continues in the second line and description of the product goes here goes here</p> <p>eat in £2.95 take out £2.95</p>
<p>name of product cals 200</p> <p>description of the product goes here and continues in the second line and description of the product goes here goes here</p> <p>eat in £2.95 take out £2.95</p>	<p>name of product cals 200</p> <p>description of the product goes here and continues in the second line and description of the product goes here goes here</p> <p>eat in £2.95 take out £2.95</p>	<p>name of product cals 200</p> <p>description of the product goes here and continues in the second line and description of the product goes here goes here</p> <p>eat in £2.95 take out £2.95</p>
<p>name of product cals 200</p> <p>description of the product goes here and continues in the second line and description of the product goes here goes here</p> <p>eat in £2.95 take out £2.95</p>	<p>name of product cals 200</p> <p>description of the product goes here and continues in the second line and description of the product goes here goes here</p> <p>eat in £2.95 take out £2.95</p>	<p>name of product cals 200</p> <p>description of the product goes here and continues in the second line and description of the product goes here goes here</p> <p>eat in £2.95 take out £2.95</p>

Production Spec

Format: 75mm x 50mm
Material: 9 perforated DIN A4 sheet 140gsm

Supplier

Business Support Solutions
kevin@bss503.co.uk

Template File path

> 02_Templates
> 02_Label

Status

Designed

3.14 Labelling System – Template

<p>FRESH JUICE</p> <p>+ingredients here</p> <p>£2.90</p>	<p>SPARKLING WATER</p> <p>£0.90</p>	<p>STILL WATER</p> <p>£0.90</p>
<p>FRESH JUICE</p> <p>+ingredients here +ingredients here</p> <p>£2.90</p>	<p>SPARKLING WATER</p> <p>£0.90</p>	<p>STILL WATER</p> <p>£0.90</p>
<p>FRESH JUICE</p> <p>+ingredients here +ingredients here +ingredients here</p> <p>£2.90</p>	<p>SPARKLING WATER</p> <p>£0.90</p>	<p>STILL WATER</p> <p>£0.90</p>

Production Spec

Format: 75mm x 50mm

Material: 9 perforated DIN A4 sheet 140gsm

Supplier

Business Support Solutions

kevin@bss503.co.uk

Template File path

> 02_Templates

> 02_Label

Status

Designed

3.14 Labelling System – Holder



Production Spec

Format: A8, one size

Material: Plastic

Product number:

No.909-A8P

No.456

Supplier

Alplas

alplas.com

3.14 Labelling System – Salad Bar Labels

name of product

cauliflower hummus

details about product

made this morning!

name of product

heart of palm

large labels 26mm x 160mm

name of product

apple

details about product

farm to table from Chegworth Farm

name of product

broccoli

large labels 26mm x 105mm

Production Spec

Format: 26mm x 160mm, 26mm x 105mm
Material: Paper

Supplier

Home printed

Template File path

> 01_Final Artwork
> 01_Print Applications

Status

Produced

3.14 Labelling System – Salad Bar Label Holder



Production Spec

Format: 160mm x 26mm, 105mm x 26mm

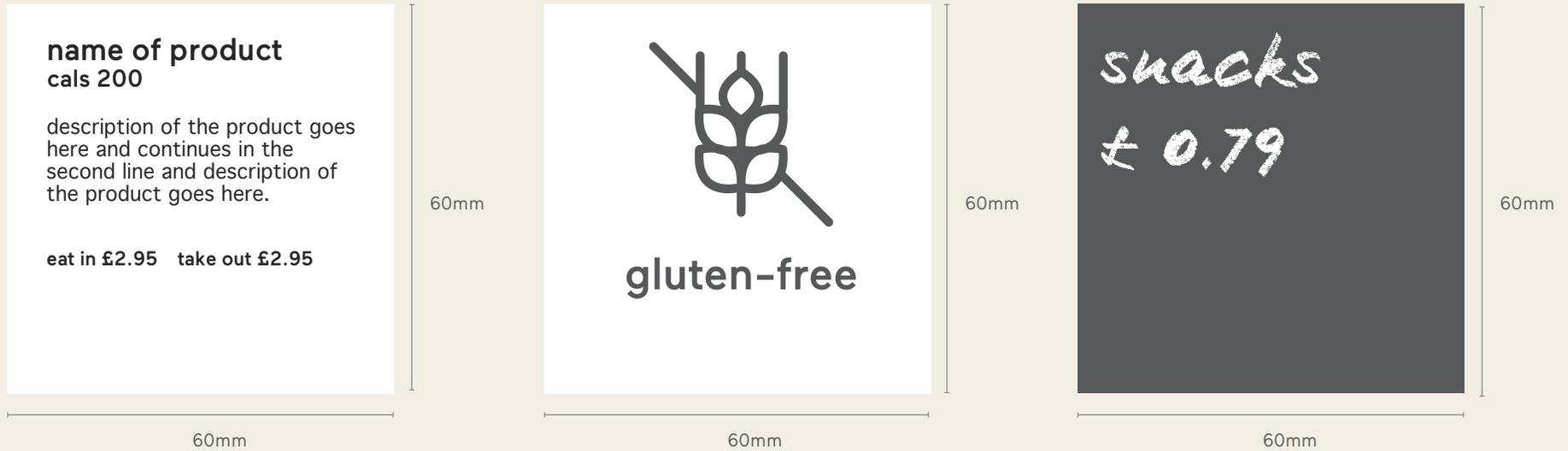
Material: Plastic

Product Number: No.1022-17

Supplier

alplas.com

3.14 Labelling System – Counter Labels



3.14 Labelling System – Template

<p>name of product cals 200</p> <p>description of the product goes here and continues in the second line and description of the product goes here.</p> <p>eat in £2.95 take out £2.95</p>	<p>name of product cals 200</p> <p>description of the product goes here and continues in the second line and description of the product goes here.</p> <p>eat in £2.95 take out £2.95</p>	<p>name of product cals 200</p> <p>description of the product goes here and continues in the second line and description of the product goes here.</p> <p>eat in £2.95 take out £2.95</p>
<p>name of product cals 200</p> <p>description of the product goes here and continues in the second line and description of the product goes here.</p> <p>eat in £2.95 take out £2.95</p>	<p>name of product cals 200</p> <p>description of the product goes here and continues in the second line and description of the product goes here.</p> <p>eat in £2.95 take out £2.95</p>	<p>name of product cals 200</p> <p>description of the product goes here and continues in the second line and description of the product goes here.</p> <p>eat in £2.95 take out £2.95</p>
<p>name of product cals 200</p> <p>description of the product goes here and continues in the second line and description of the product goes here.</p> <p>eat in £2.95 take out £2.95</p>	<p>name of product cals 200</p> <p>description of the product goes here and continues in the second line and description of the product goes here.</p> <p>eat in £2.95 take out £2.95</p>	<p>name of product cals 200</p> <p>description of the product goes here and continues in the second line and description of the product goes here.</p> <p>eat in £2.95 take out £2.95</p>
<p>name of product cals 200</p> <p>description of the product goes here and continues in the second line and description of the product goes here.</p> <p>eat in £2.95 take out £2.95</p>	<p>name of product cals 200</p> <p>description of the product goes here and continues in the second line and description of the product goes here.</p> <p>eat in £2.95 take out £2.95</p>	<p>name of product cals 200</p> <p>description of the product goes here and continues in the second line and description of the product goes here.</p> <p>eat in £2.95 take out £2.95</p>

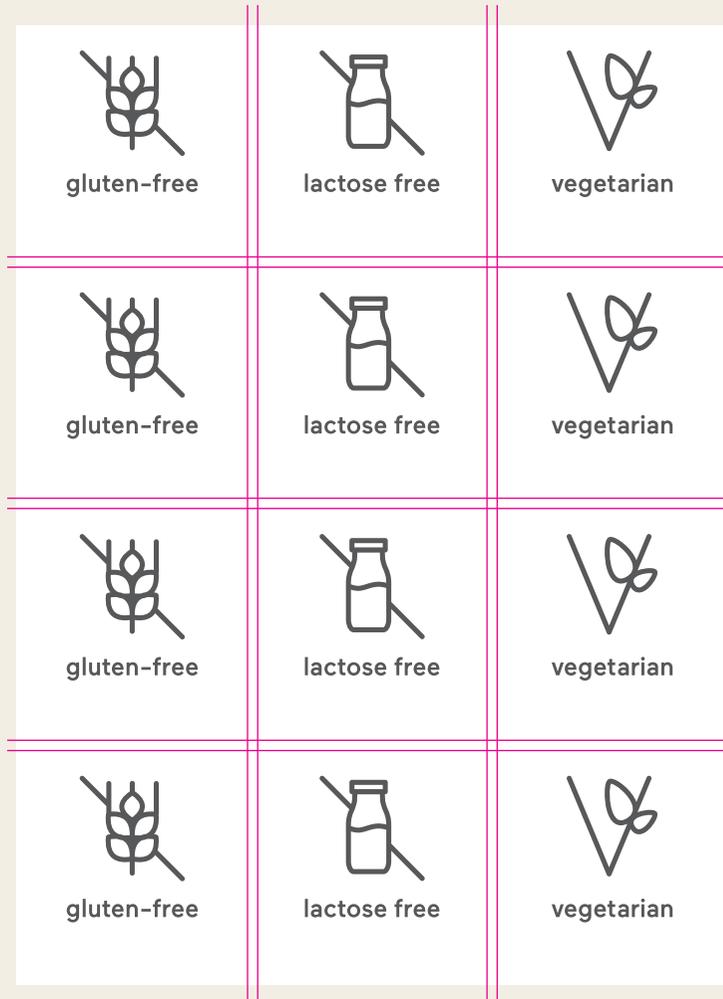
Production Spec
 Format: 60mm x 60mm
 Material: self adhesive printable

Supplier
 uk.onlinelabels.com

Template File path
 > 02_Templates
 > 02_Label

Status
 Produced

3.14 Labelling System – Allergy Legend



Production Spec

Format: 60mm x 60mm
 Print: digital print
 Paper: Cyclus Offset 300gsm

Supplier

Oldacres
 Richard Brown
 services@oldacres.co.uk

Artwork File path

> 01_Final Artwork
 > 01_Print Applications

Status

Designed

3.14 Labelling System – Chalkboards



Production Spec

Format: 60mm x 60mm

Material: laminated Chalkboard

Supplier

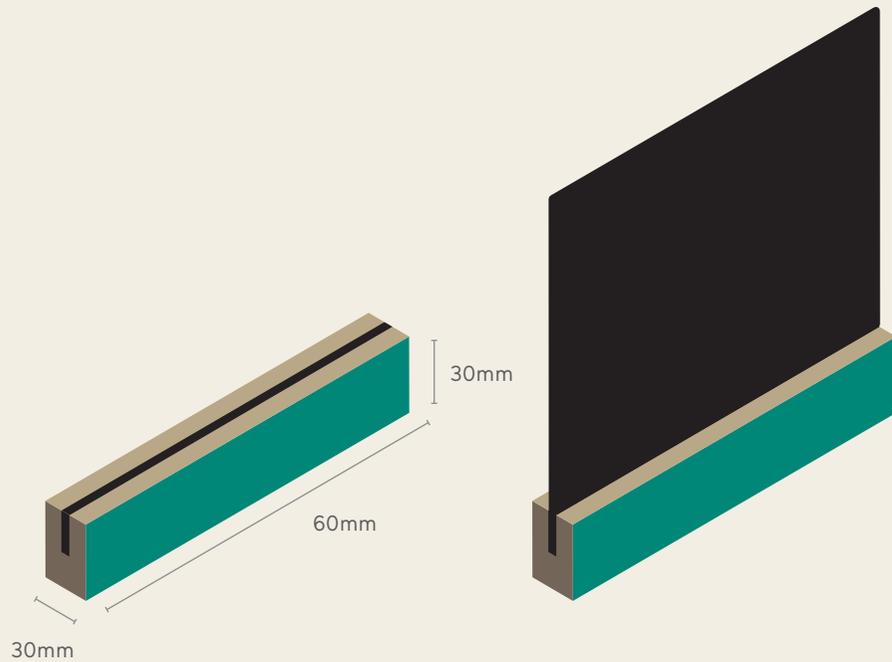
Daniel Bradley

dan@danielbradley.co.uk

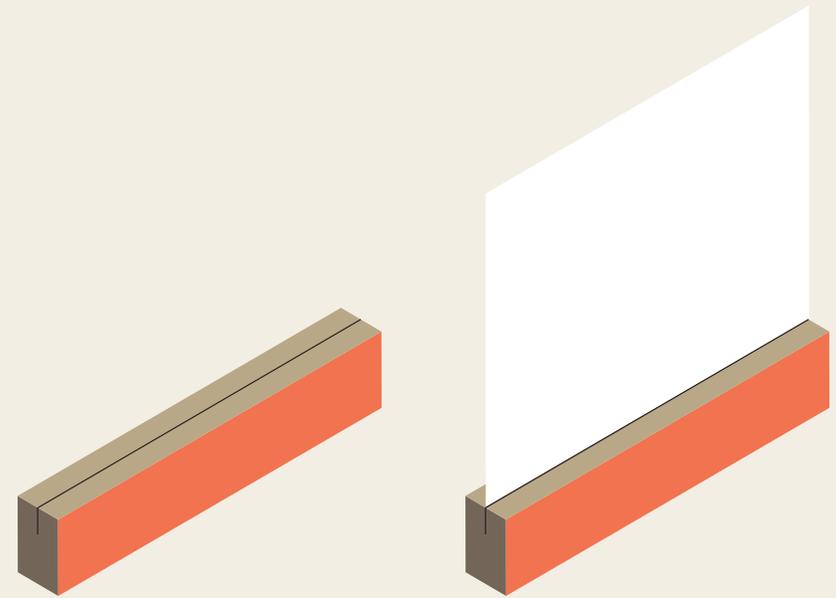
Status

Produced

3.14 Labelling System – Counter Label Holders



holder for chalkboards



Production Spec

Format: 30mm x 30mm x 60mm

Material: different coloured laminated plywood

Supplier

Daniel Bradley

dan@danielbradley.co.uk

Status

Produced

3.15 Table Card

Title

SOUP IT

Content

zucchini+ginger zucchini, ginger, onions, spices suggested topping: crushed almonds	   £3.80
leek+potato leeks, potatoes, shallots, cream suggested topping: goat cheese	   £3.80

Website

oliveandsquash.co.uk

CREATE YOUR OWN

We encourage you to make your own salad, soup or wrap. With ingredients as good as ours you really can't go wrong, so get creative!

oliveandsquash.co.uk

Production Spec

Format: 105mm x 148mm

Print: digital printed

Material: Cyclus Offset 350gsm

Supplier

Oldacres

Richard Brown

services@oldacres.co.uk

Artwork File path

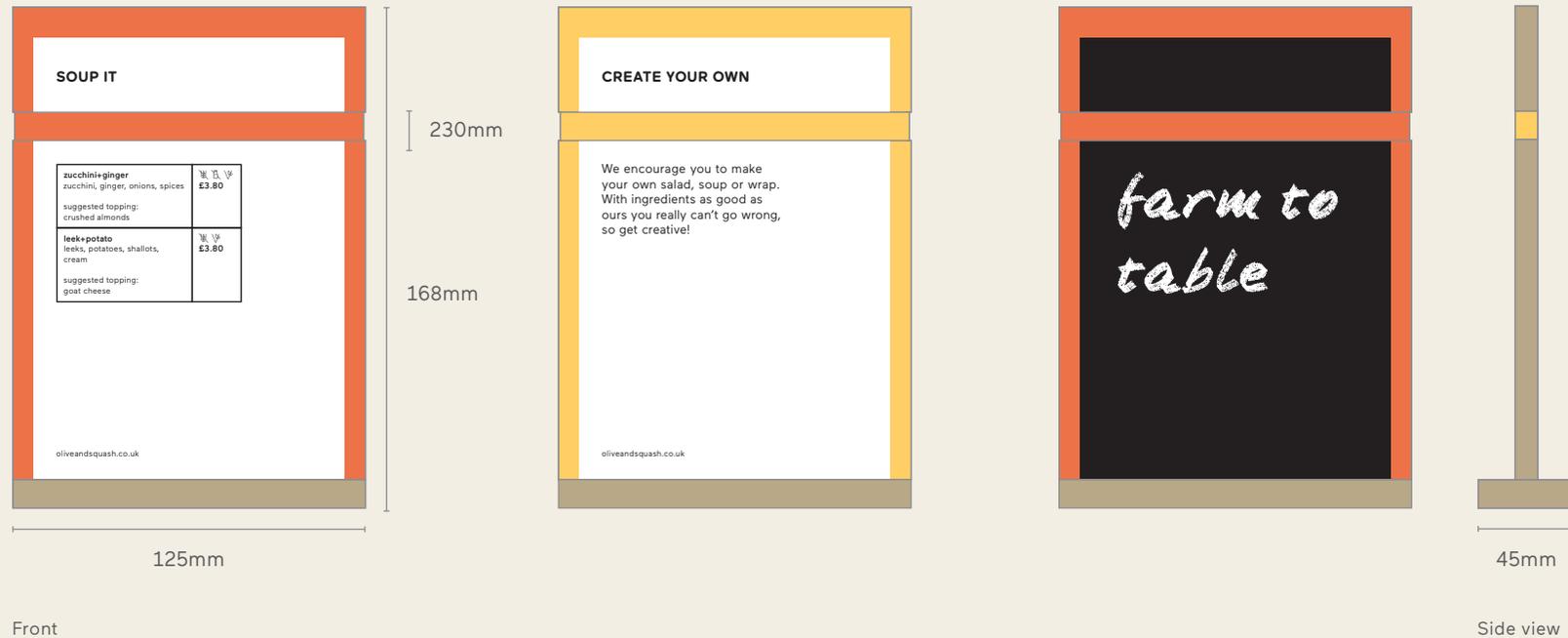
> 01_Final Artwork

> 00_Print Applications

Status

Produced

3.15 Table Card – Holder



Production Spec

Format: 125mm x 168mm x 15mm
 Material: yellow or orange coloured laminated Plywood

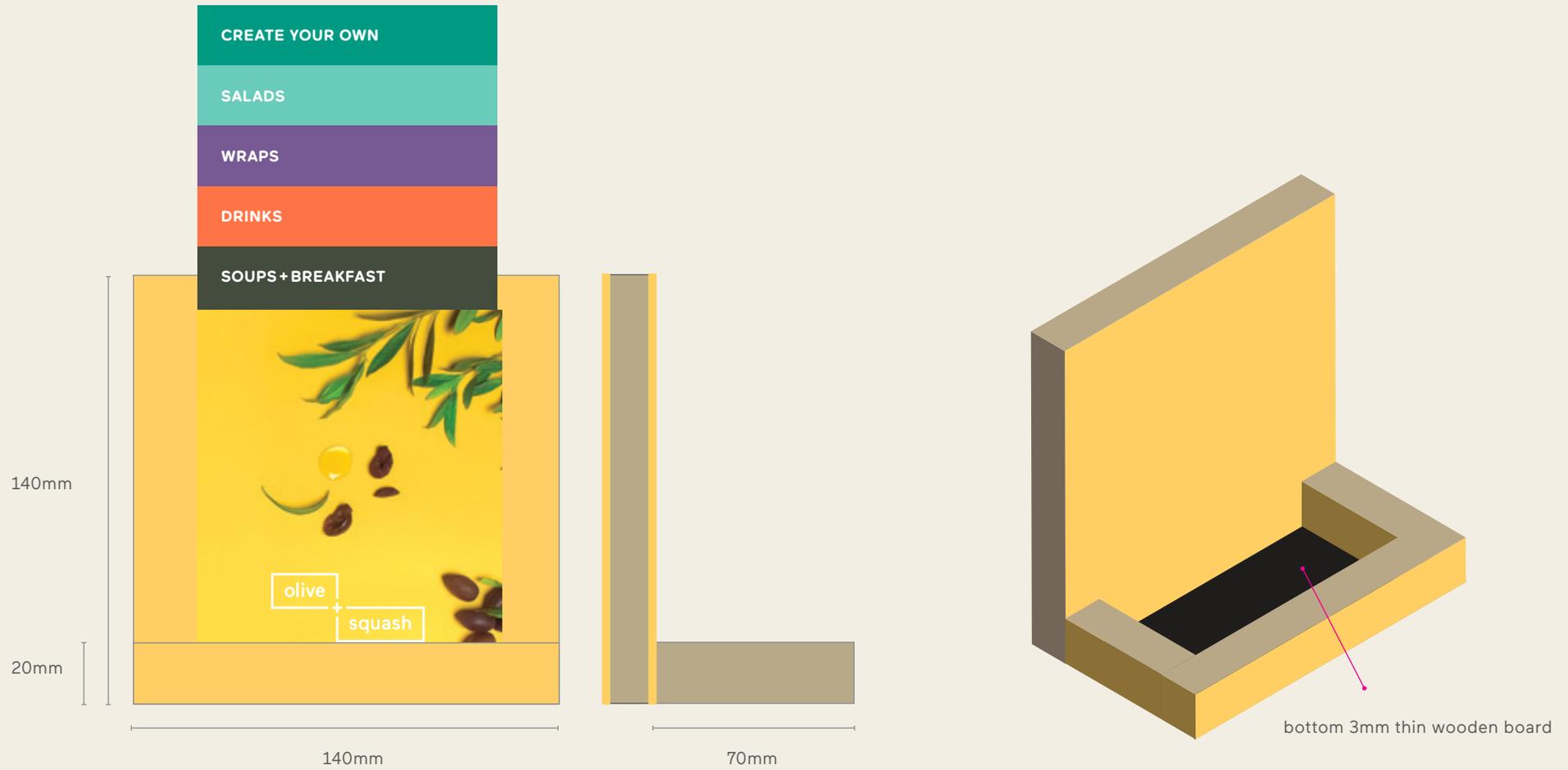
Supplier

Daniel Bradley
 dan@danielbradley.co.uk

Status

Produced

3.16 Holder – Take-Away Menu



Production Spec

Format: 140mm x 140mm x 50mm
Material: yellow laminated Plywood

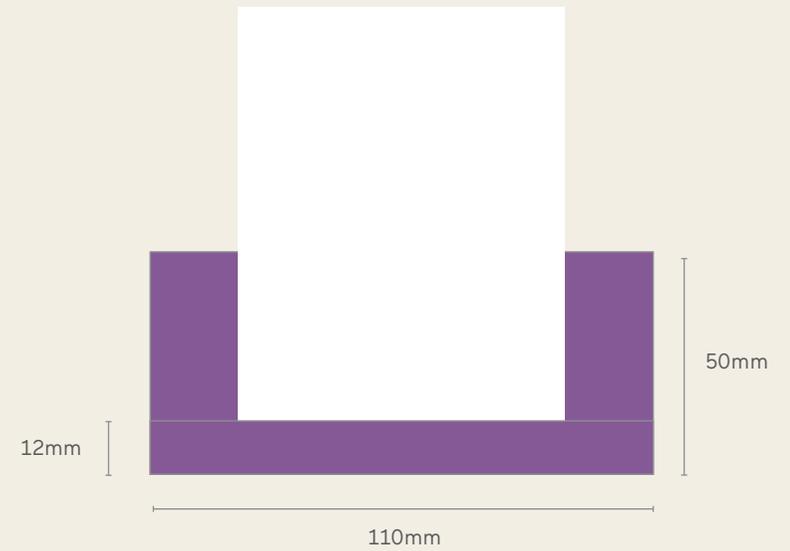
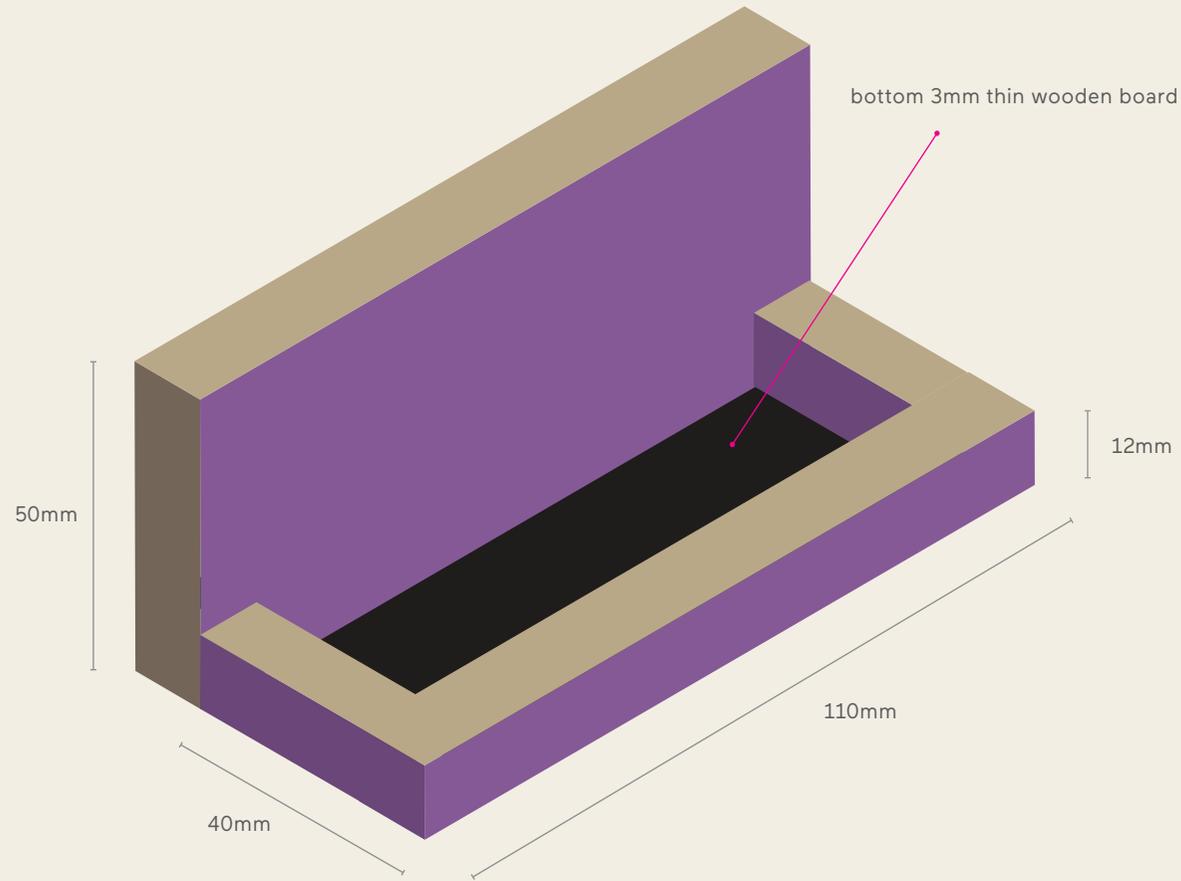
Supplier

Daniel Bradley
dan@danielbradley.co.uk

Status

Produced

3.16 Holder – Customer Feedback and Suggestion Card



Production Spec

Format: 50mm x 110mm x 40mm
Material: laminated Plywood

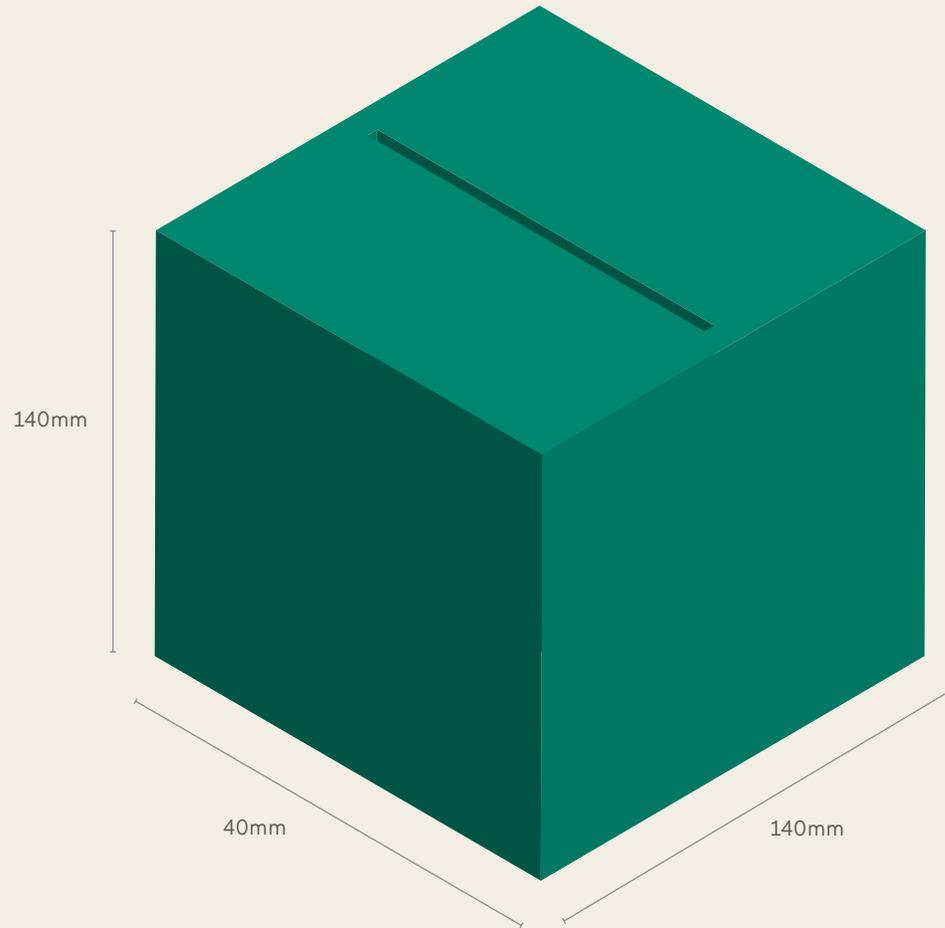
Supplier

Daniel Bradley
dan@danielbradley.co.uk

Status

Produced

3.16 Holder – Suggestion box



Production Spec

Format: 140mm x 140mm x 140mm
Material: laminated Plywood

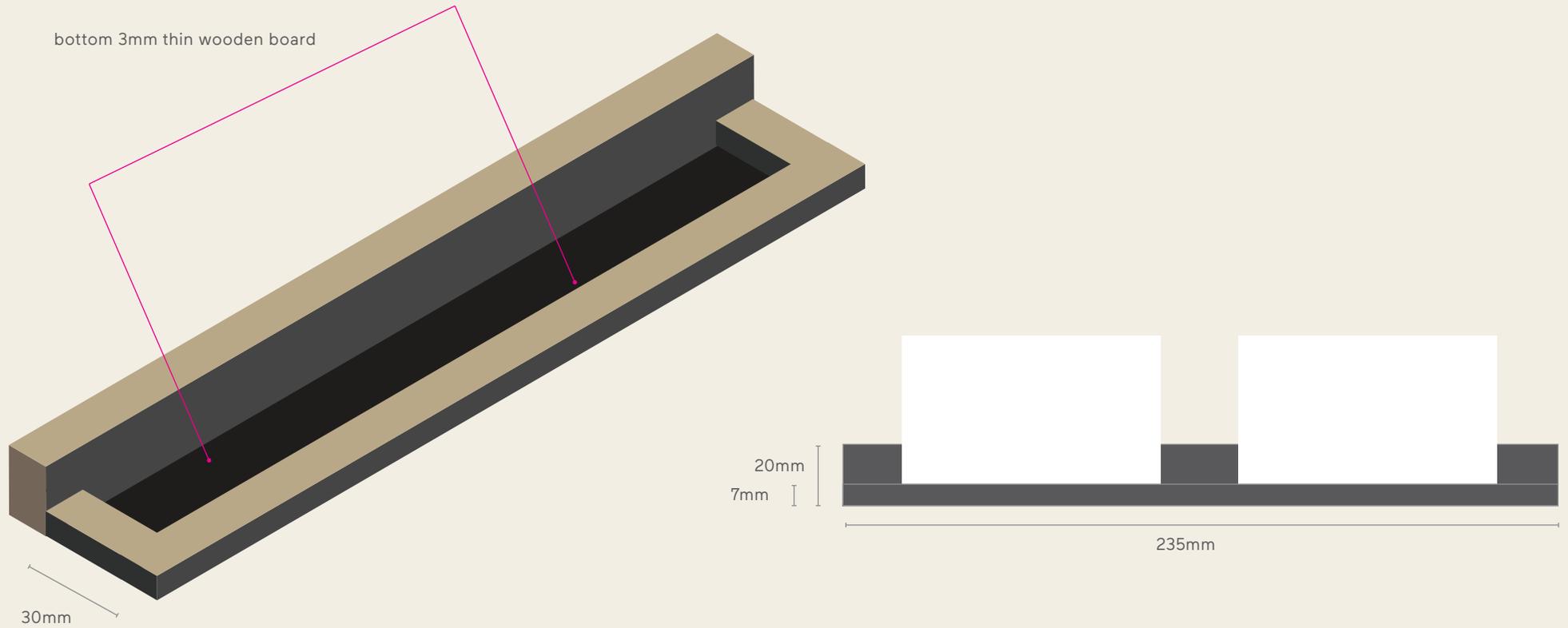
Supplier

Daniel Bradley
dan@danielbradley.co.uk

Status

Produced

3.16 Holder – Loyalty and Shop Card



Production Spec

Format: 30mm x 235mm x 7mm
Material: laminated Plywood

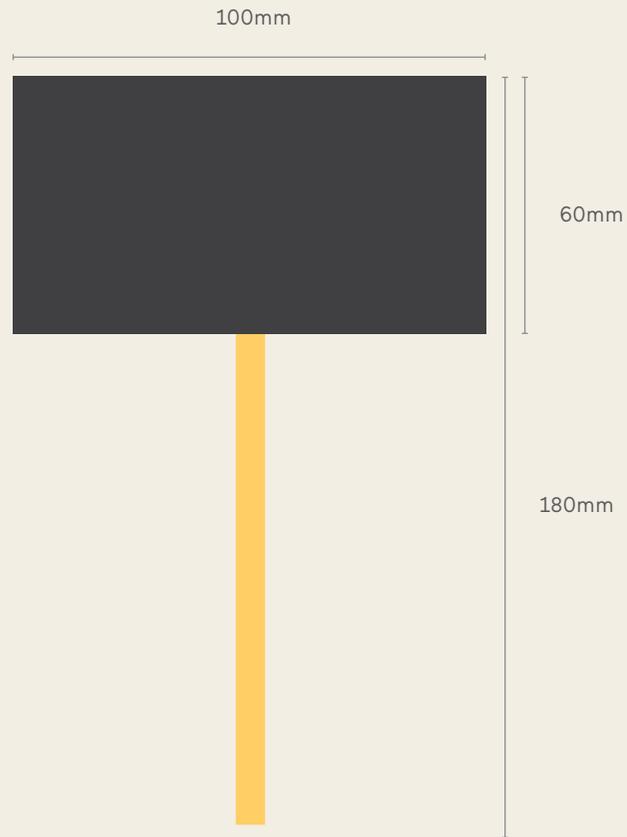
Supplier

Daniel Bradley
dan@danielbradley.co.uk

Status

Produced

3.16 Holder – Label Stick



Production Spec

Format: 60mm x 100mm

Material: laminated Chalkboard

Supplier

Daniel Bradley

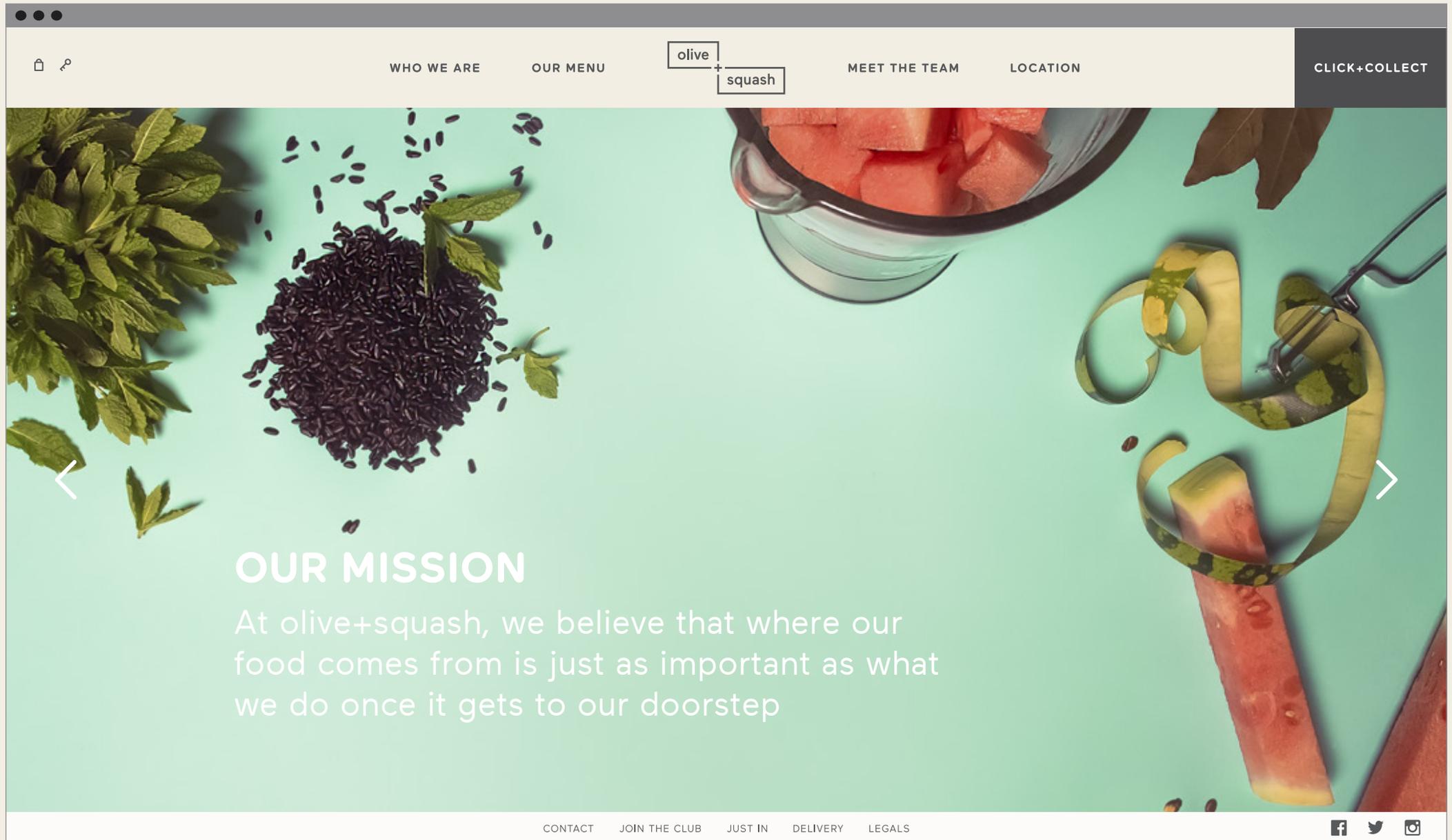
dan@danielbradley.co.uk

Status

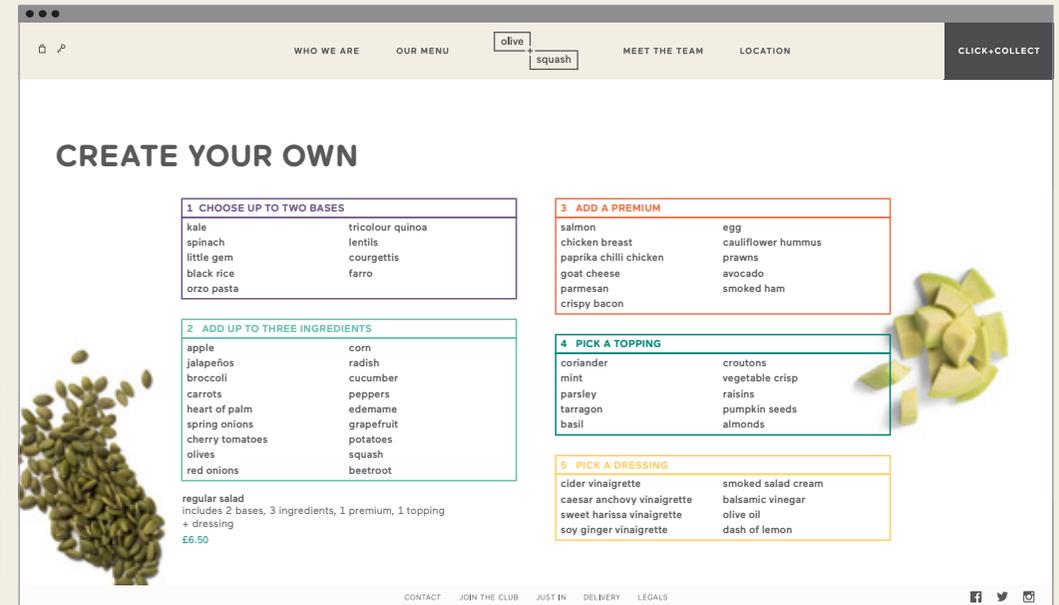
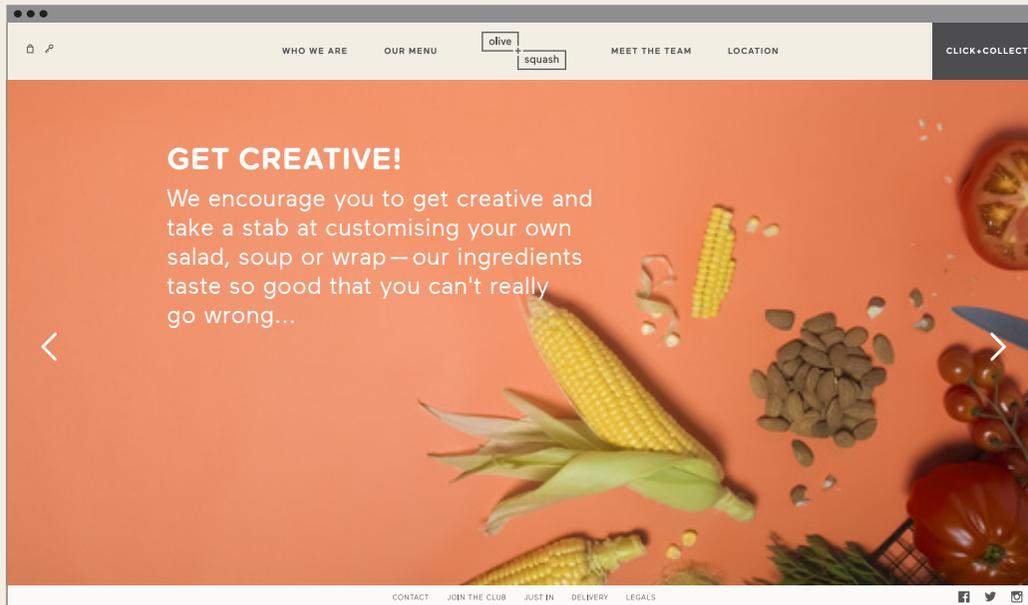
Produced

4 DIGITAL

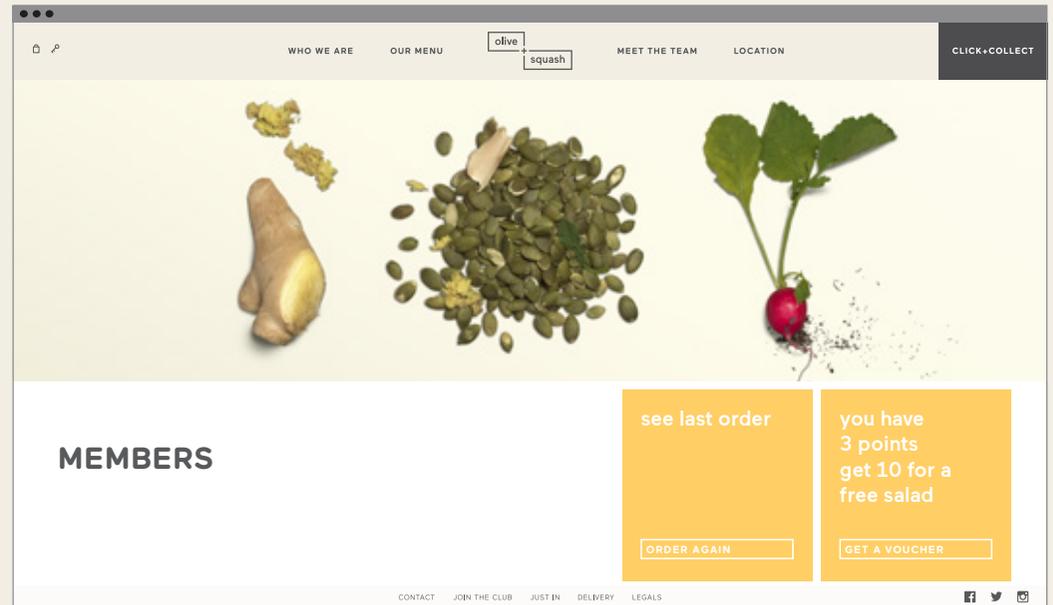
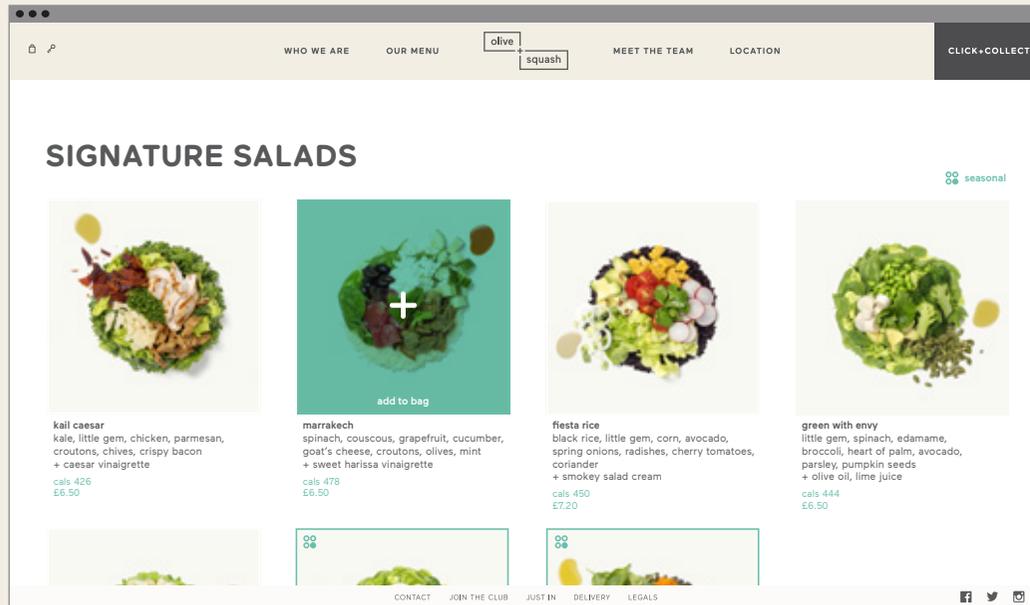
4.1 Website – Home



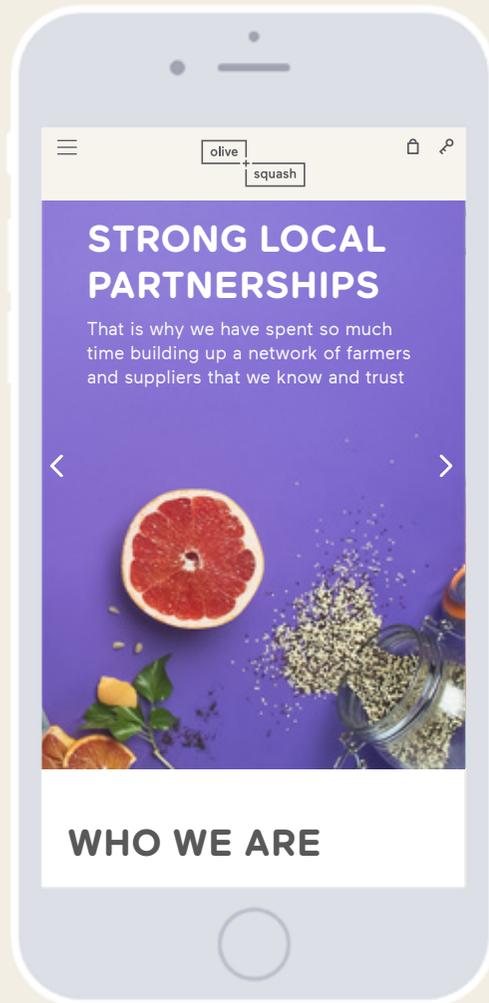
4.1 Website – Home



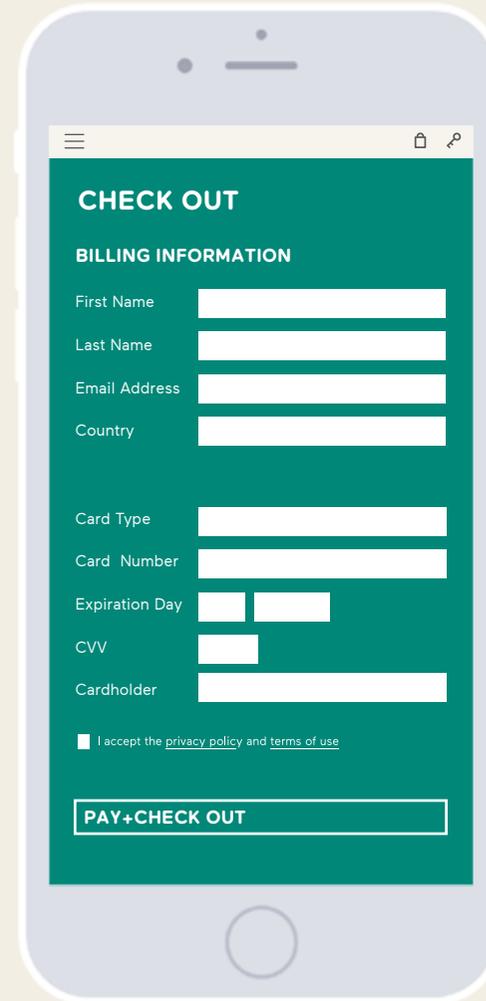
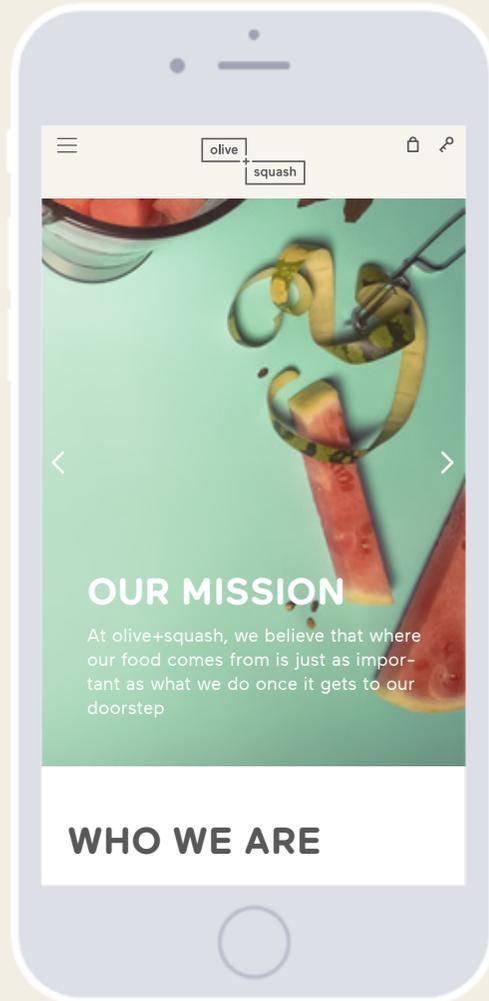
4.1 Website – Home



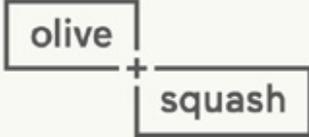
4.1 Website – Mobile



4.1 Website – Mobile



4.2 Newsletter



fresh new things
get a power boost with our seasonal salads+wraps

feeling beet? £7.20
spinach, little gem, beetroot, smoked ham, cheddar, egg, parsley + smokey salad cream

DISCOVER

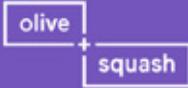


go fish £7.20
spinach, lentils, salmon, red onions, squash, apples, parsley + apple cider vinaigrette

ORDER NOW



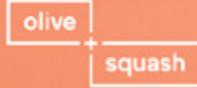
Facebook, Twitter, Instagram icons


YOU'RE ONE OF US NOW

We just wanted to take a little time out to say welcome and that we're so happy you're here. Now that you're on the list we'll drop you a line with some news from time to time - oh and as a welcome gift, here's 50% off your first salad, soup or wrap!

your olivia+sofia




OLIVE+SQUASH IS NOW OPEN RIGHT NEXT TO MONUMENT STATION!

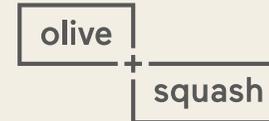
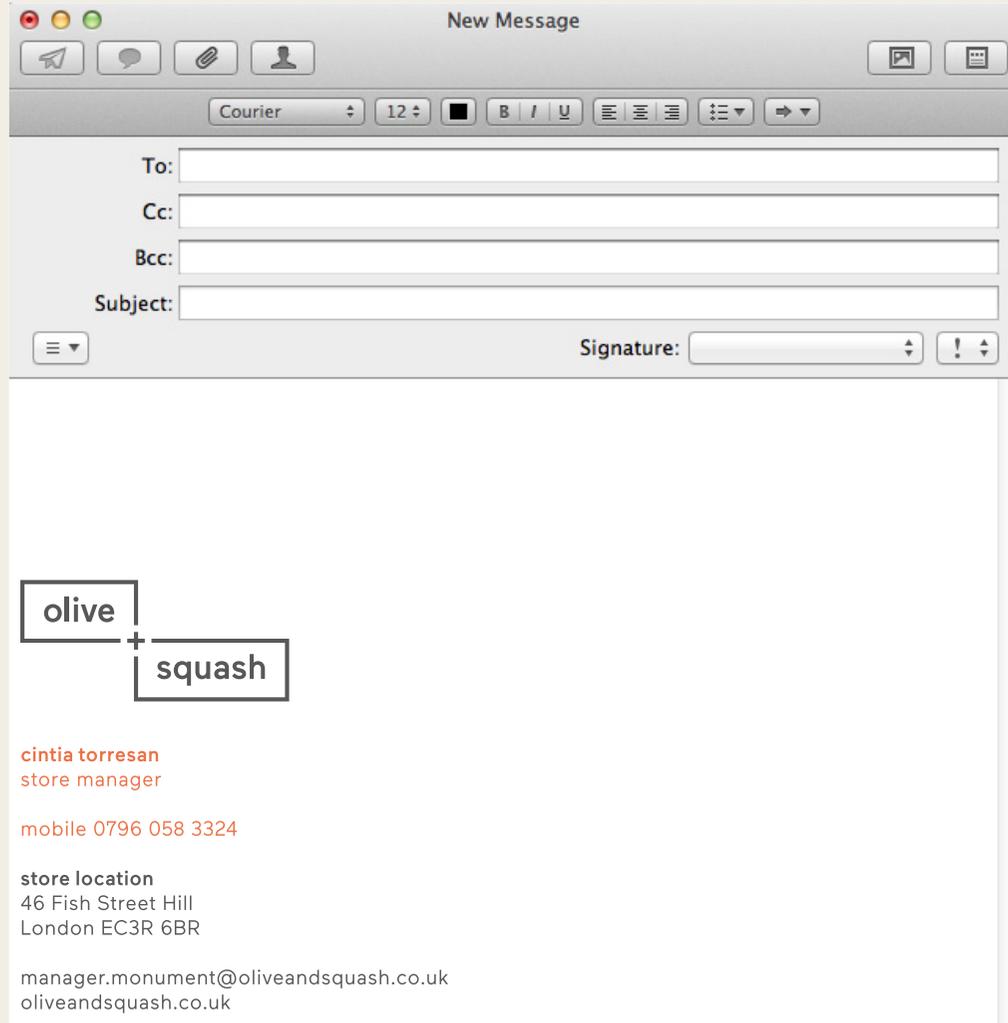
If you want to eat fresh, we are waiting for you at 46 Fish Street Hill, where we just started serving delicious salads, wraps and soups made from the best local ingredients around.

We would like to offer all Deutsche Bank employees a 50% discount for our opening week, starting on October 31st.

For more information, please check out oliveandsquash.co.uk



4.3 Email Signature

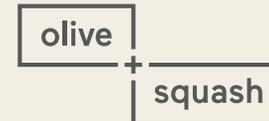


olivia stolt-nielsen meini
co-founder

mobile 0780 815 1911

store location
46 Fish Street Hill
London EC3R 6BR

olivia@oliveandsquash.co.uk
oliveandsquash.co.uk



sofia bombieri
co-founder

mobile 0747 007 5109

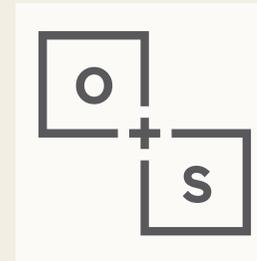
store location
46 Fish Street Hill
London EC3R 6BR

sofia@oliveandsquash.co.uk
oliveandsquash.co.uk

4.4 Social Media Assets

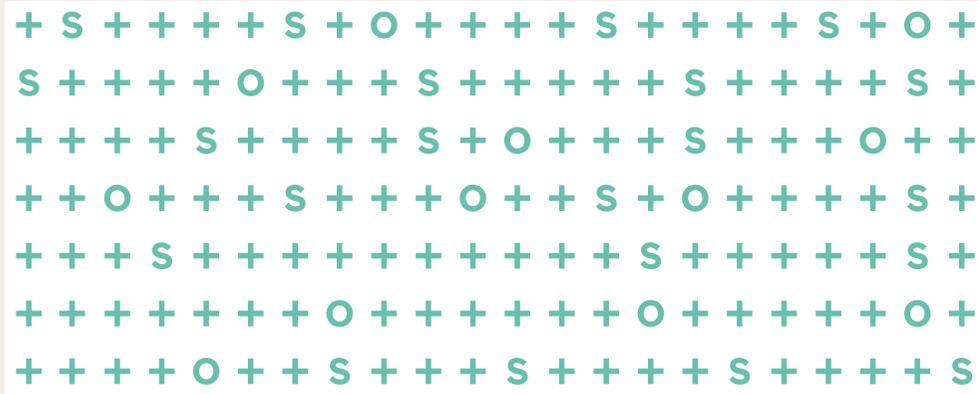


Instagram logo
use small monogram version



Facebook logo
use small monogram version

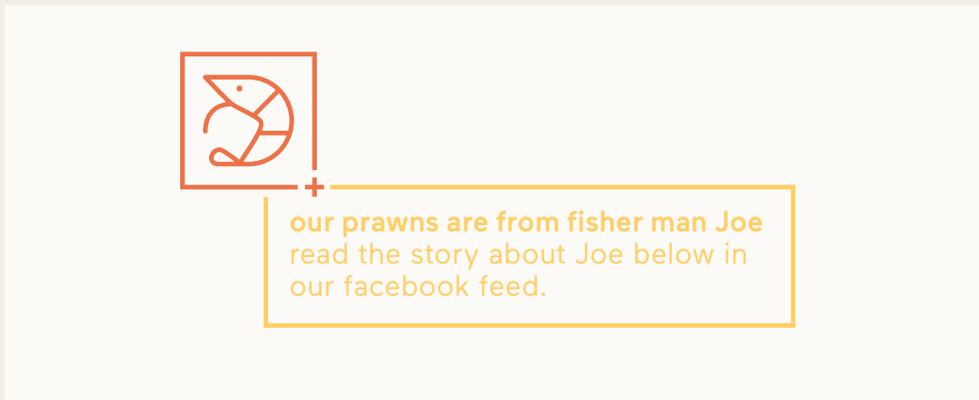
4.4 Social Media Assets



Pattern



Background image with text



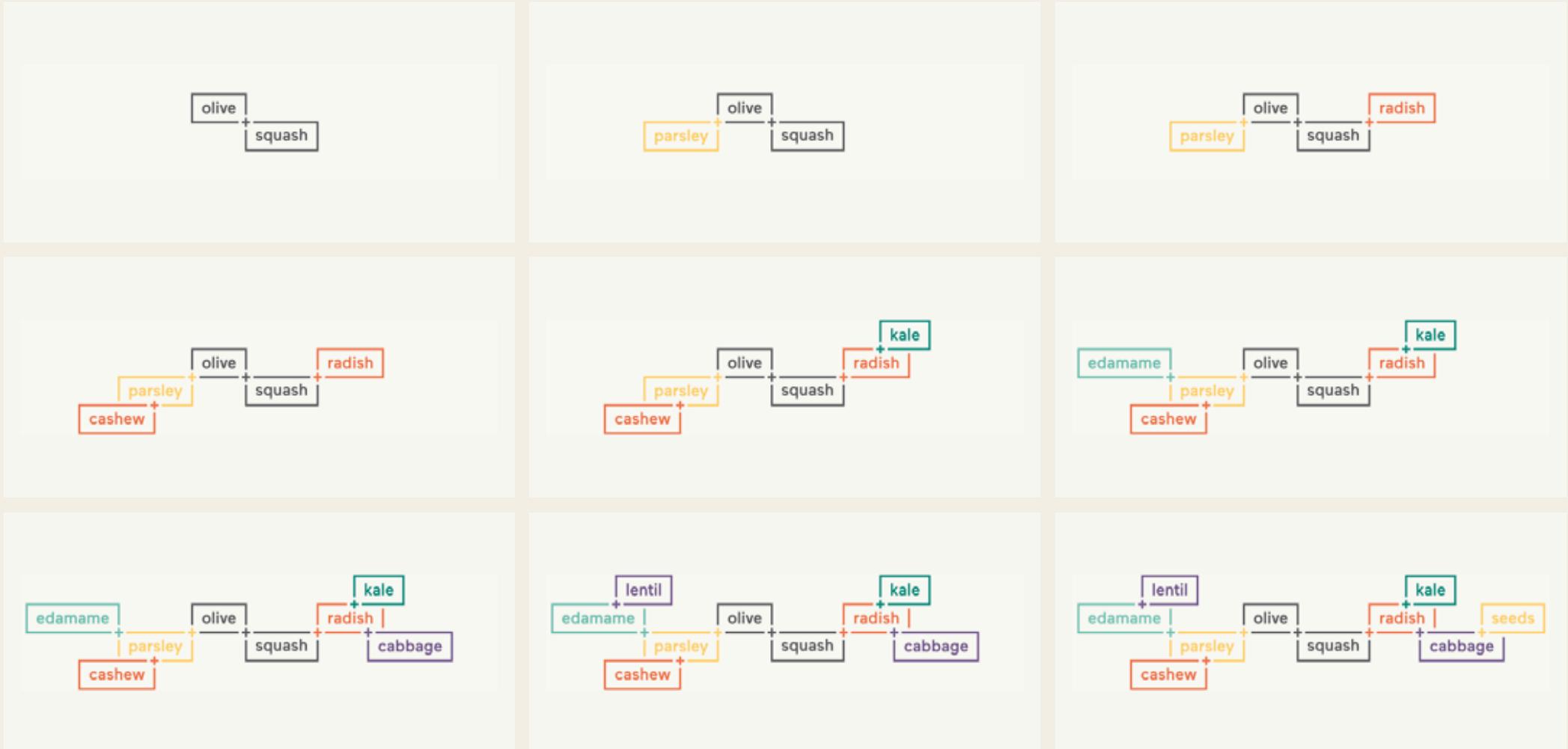
Coloured boxes

Facebook title image



Advert specific dish

4.5 Animated Logo

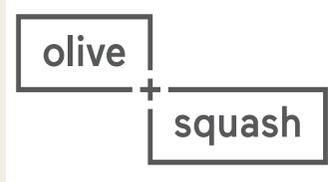


APPENDIX

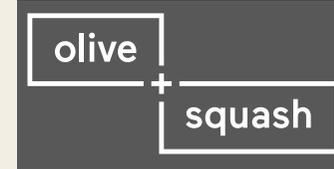


Logo

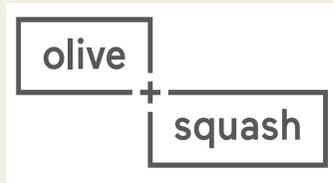
OS_Logo_dark_CMYK.eps



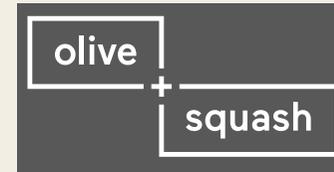
OS_Logo_white_CMYK.eps



OS_Logo_RGB_dark.png

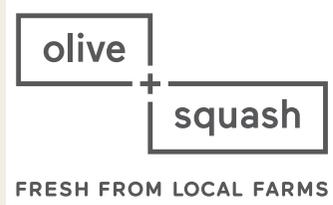


OS_Logo_RGB_white.png

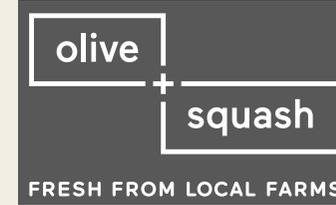


Logo Strapline

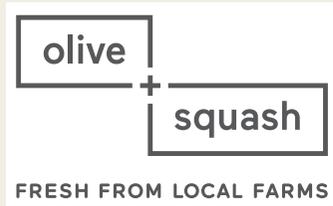
OS_LogoStrapline_dark_CMYK.eps



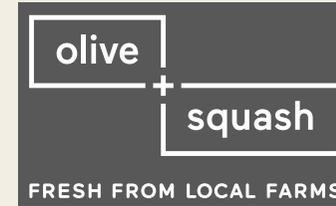
OS_LogoStrapline_white_CMYK.eps



OS_LogoStrapline_RGB_dark.png



OS_LogoStrapline_RGB_white.png

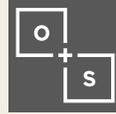


Monogram

OS_Monogram_dark_CMYK.eps



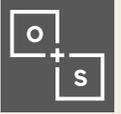
OS_Monogram_white_CMYK.eps



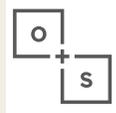
OS_Monogram_small_dark_CMYK.eps



OS_Monogram_small_white_CMYK.eps



OS_Monogram_RGB_dark.png



OS_Monogram_RGB_white.png



OS_Monogram_small_RGB_dark.png

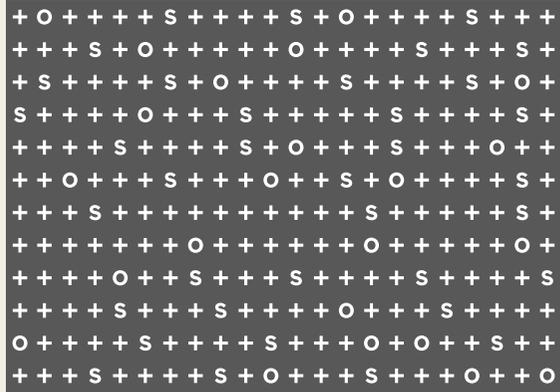


OS_Monogram_small_RGB_white.png



Pattern

OS_pattern.eps



Pictograms – Ingredients

OS_Pictogram_apple.eps



OS_Pictogram_cheese.eps



OS_Pictogram_onion.eps



OS_Pictogram_spinach.eps



OS_Pictogram_banana.eps



OS_Pictogram_garlic.eps



OS_Pictogram_paprika.eps



OS_Pictogram_stillwater.eps



OS_Pictogram_broccoli.eps



OS_Pictogram_leek.eps



OS_Pictogram_prawn.eps



OS_Pictogram_tomato.eps



OS_Pictogram_carrot.eps



OS_Pictogram_mushroom.eps



OS_Pictogram_sparklingwater.eps



Pictograms – Allergy Legend

OS_Pictogram_apple.eps



OS_Pictogram_banana.eps



OS_Pictogram_broccoli.eps



Pictograms – Menu

OS_Pictogram_create.eps



OS_Pictogram_signaturesoup.eps



OS_Pictogram_white_create.eps



OS_Pictogram_white_signature-soup.eps



OS_Pictogram_signaturesalad.eps



OS_Pictogram_drink.eps



OS_Pictogram_white_signaturesalad.eps



OS_Pictogram_white_drink.eps



OS_Pictogram_wrap.eps



OS_Pictogram_white_wrap.eps



OS_Pictogram_breakfast.eps



OS_Pictogram_white_breakfast.eps



Pictograms – Website

OS_Pictogram_small_create.eps



OS_Pictogram_small_signature-soup.eps



OS_Pictogram_small_signaturesalad.eps



OS_Pictogram_small_drink.eps



OS_Pictogram_small_wrap.eps



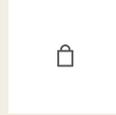
OS_Pictogram_small_login.eps



OS_Pictogram_small_breakfast.eps



OS_Pictogram_small_shopp.eps



Pictograms – Signage

OS_Pictogram_disable.eps



OS_Pictogram_arrow_1.eps



OS_Pictogram_arrow_4.eps



OS_Pictogram_bathroom.eps



OS_Pictogram_arrow_2.eps



OS_Pictogram_litter.eps



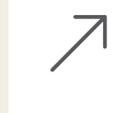
OS_Pictogram_arrow_3.eps



OS_Pictogram_wifi.eps



OS_Pictogram_arrow_4.eps



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