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.

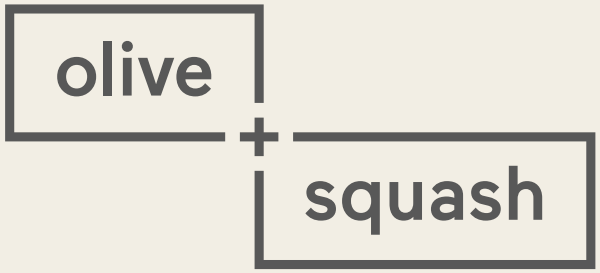
We are in the business of serving the freshest, most delicious ingredients we can get our hands on at an affordable price. Everything at olive+squash is mixed on the spot: we serve you exactly what you want, the way you want it, when you walk into our store or order online. Whether this means choosing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

Our Story

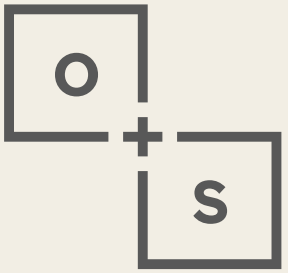
At olive+squash we believe that how our food is sourced is just as important as what we do when it arrives to our kitchen, so we spend a lot of our day tracking down the best local produce. To keep our offering as fresh and local as possible, our menu changes depending on what is available from nearby 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.

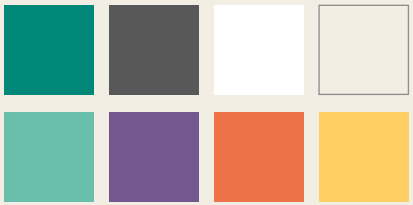
Our Core Elements



Logotype



Monogram



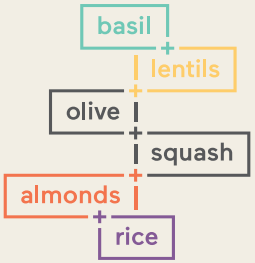
Colour palette

maax regular

maax medium

MAAX ROUNDED

Typefaces



System

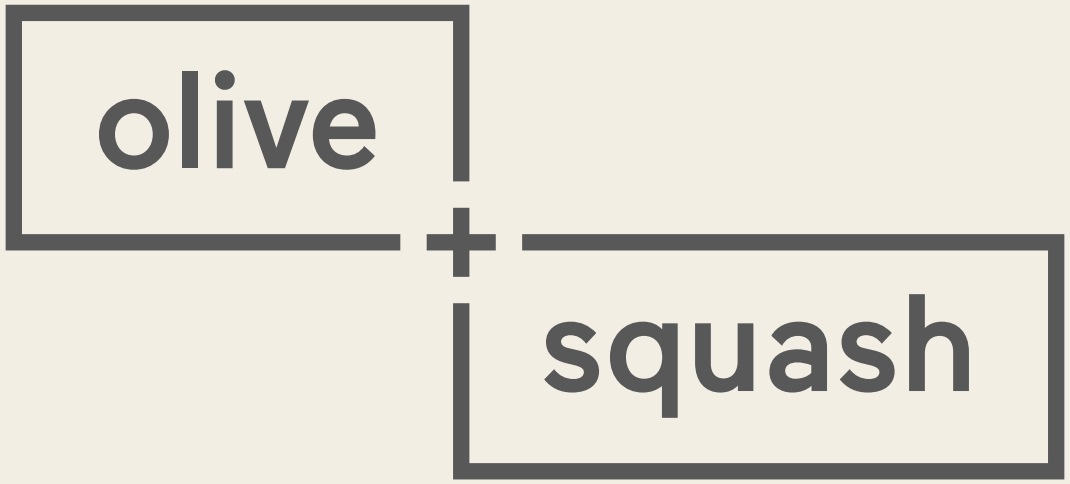
Pictograms

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

BASICS

1 LOGO

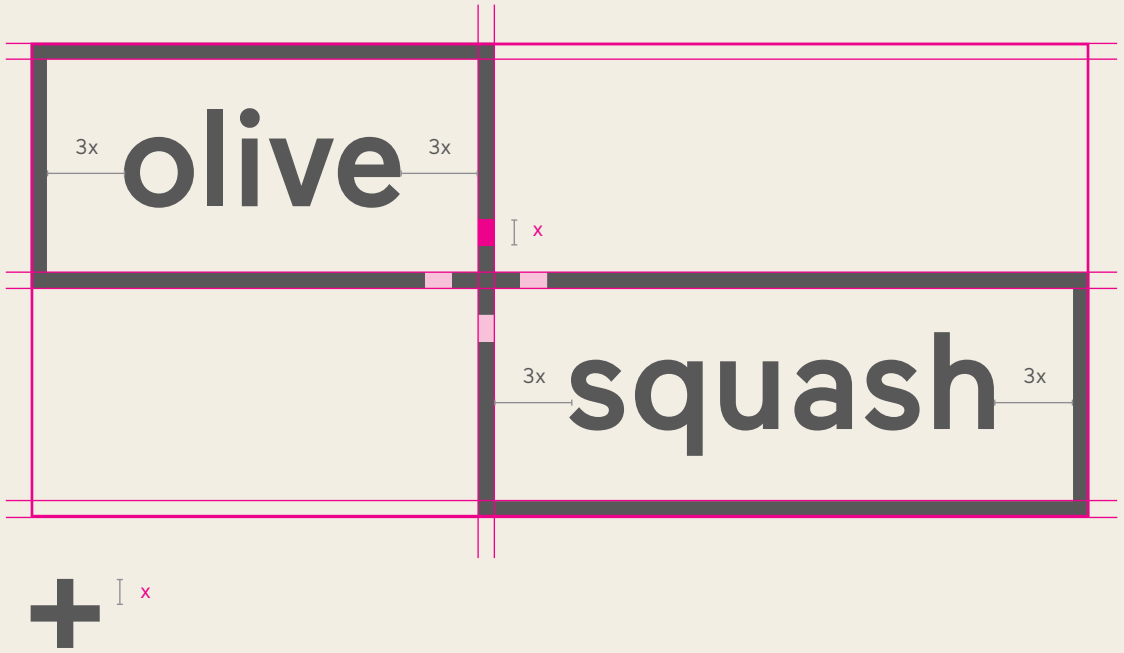
1.1 Logo



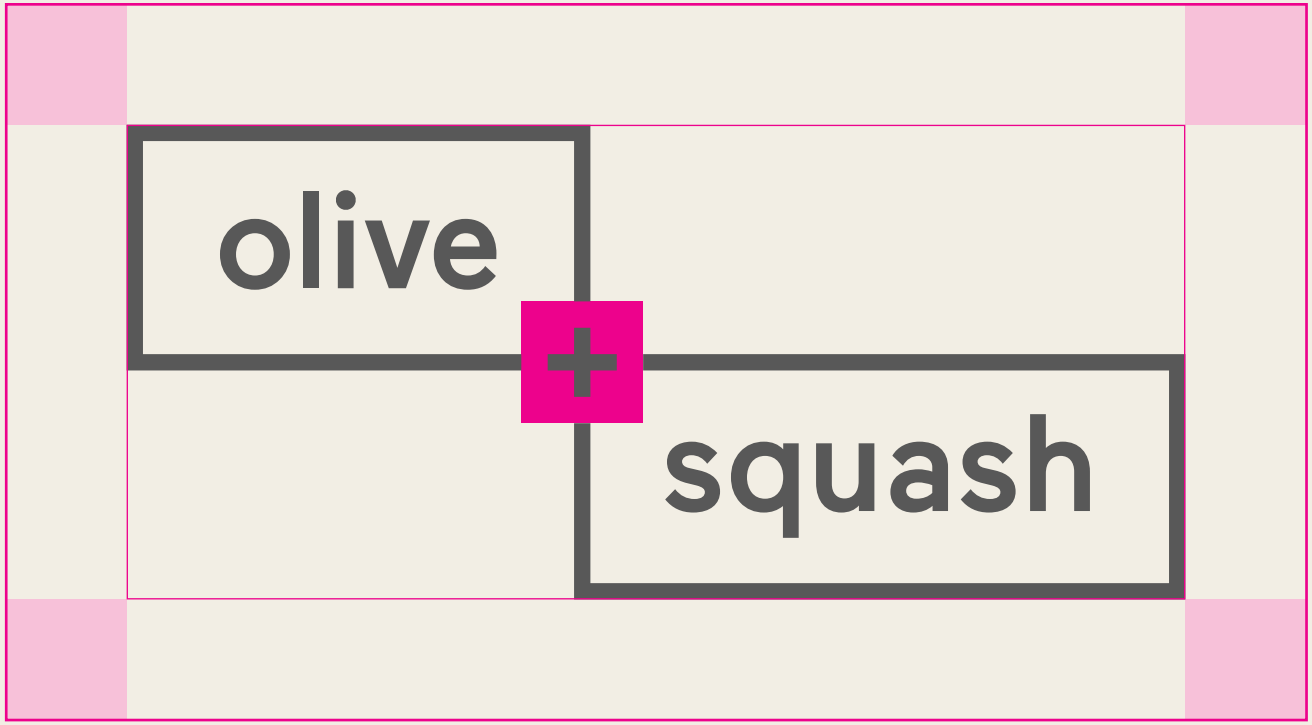
Usage
This is the primary Logo. It should be used on all occassions exceptat sizes below 40mm in width or in cases where detail may be lost in reproduction, e.g. engraving.

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

1.2 Logo Composition

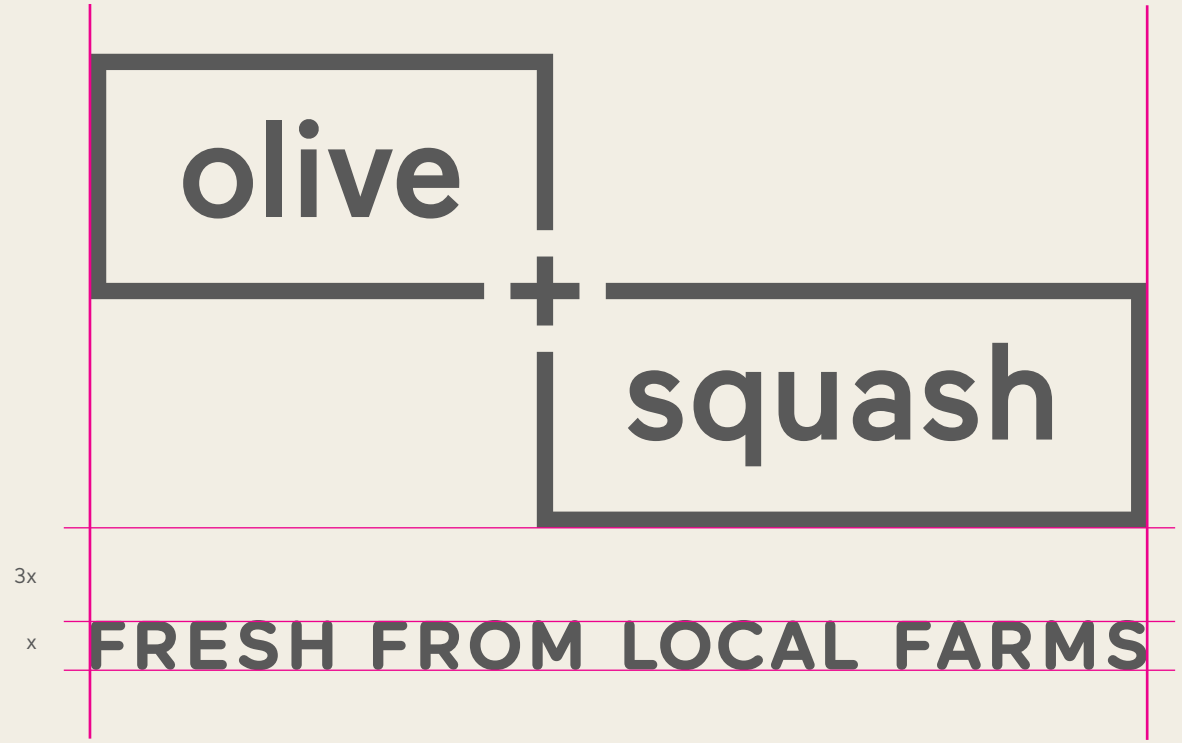


1.3 Logo Freezone



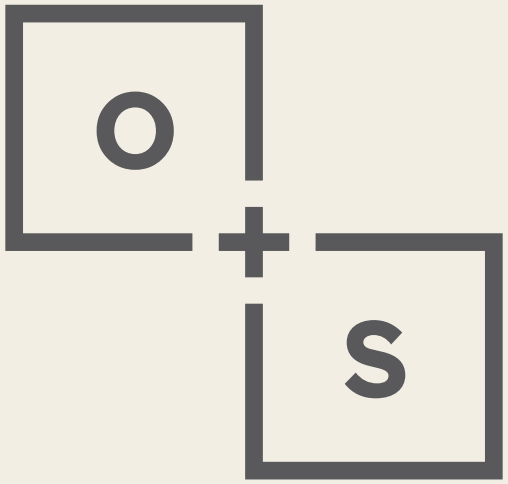
The space around the logo is equally important as the logo itself. Whenever words or designs appear near the logo, a freezone should be kept around it.

1.4 Logo with Strapline



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

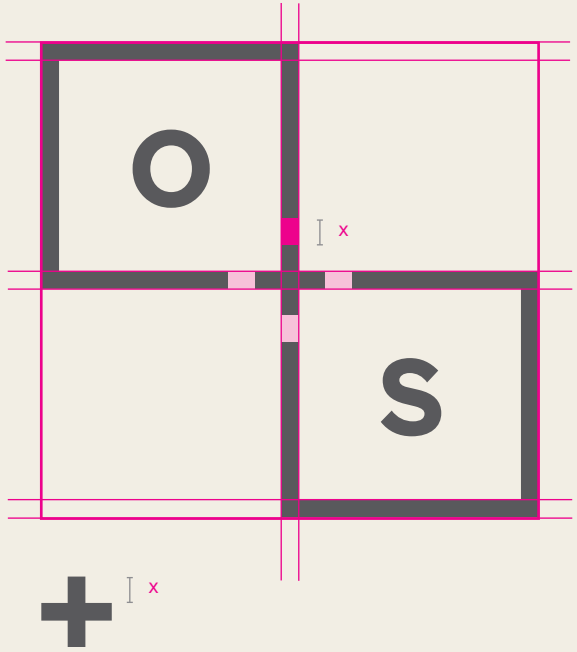
1.5 Monogram



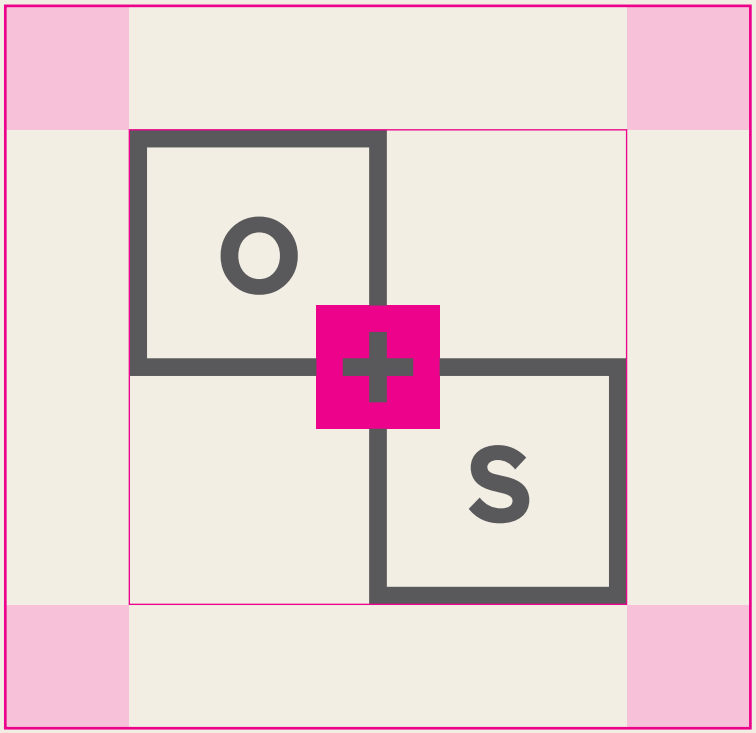
Usage
A monogram logo has also been designed for use in various circumstances such as small, square formats, e.g. social media profile pictures.

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

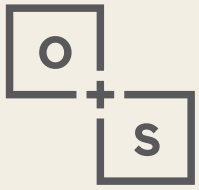
1.6 Monogram Composition



1.7 Monogram Freezone



1.8 Monogram small

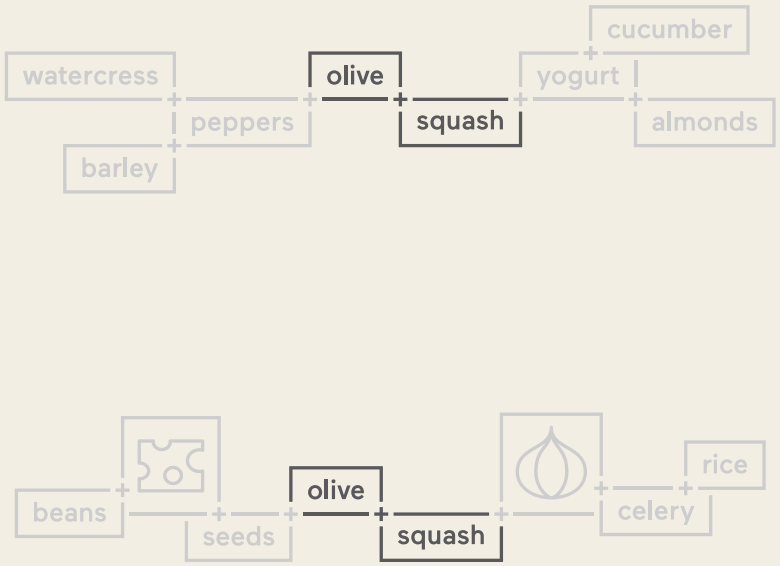


Usage
For the use in small sizes a special monogram has been designed. This monogram should always be used in when the total width is below 25mm. The monogram should not be used in sizes smaller than 10mm total width.

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

2 SYSTEM

2.1 System Overview

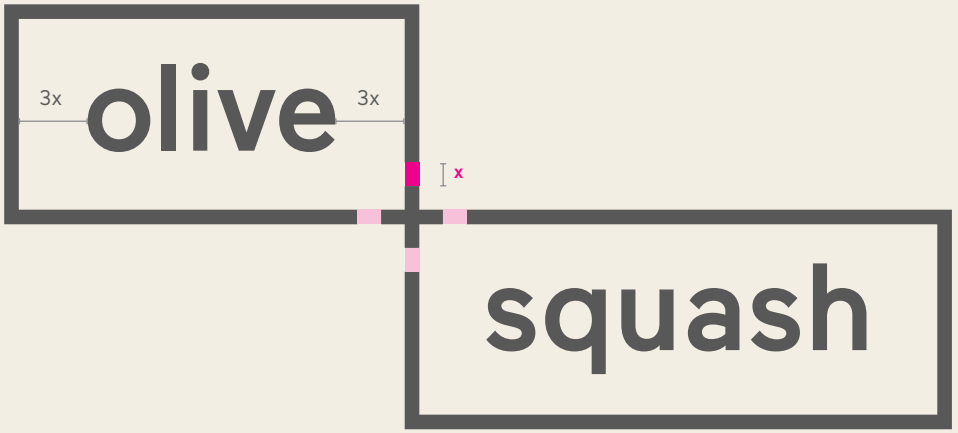


Option 1
– logo+ingredients
– logo+ingredients+illustrations

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

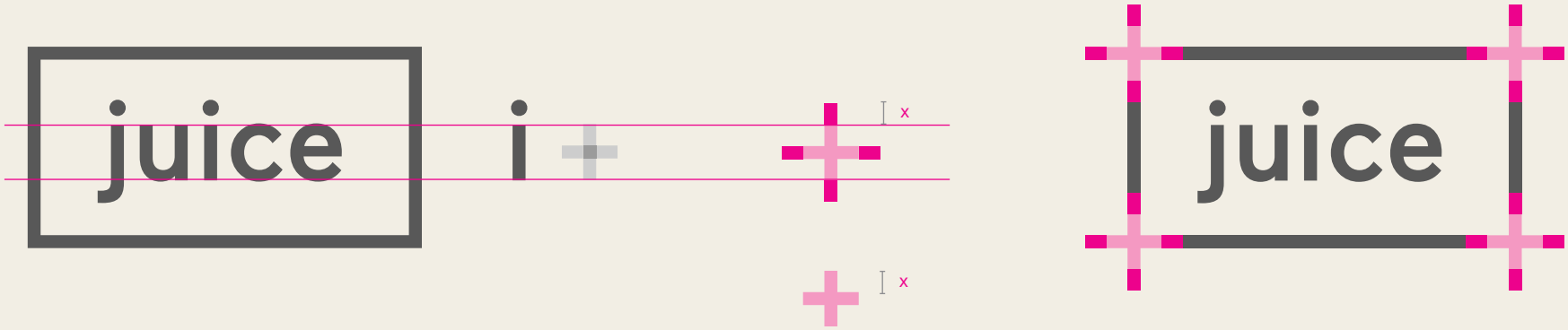
Option 3
– boxes without logo

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.

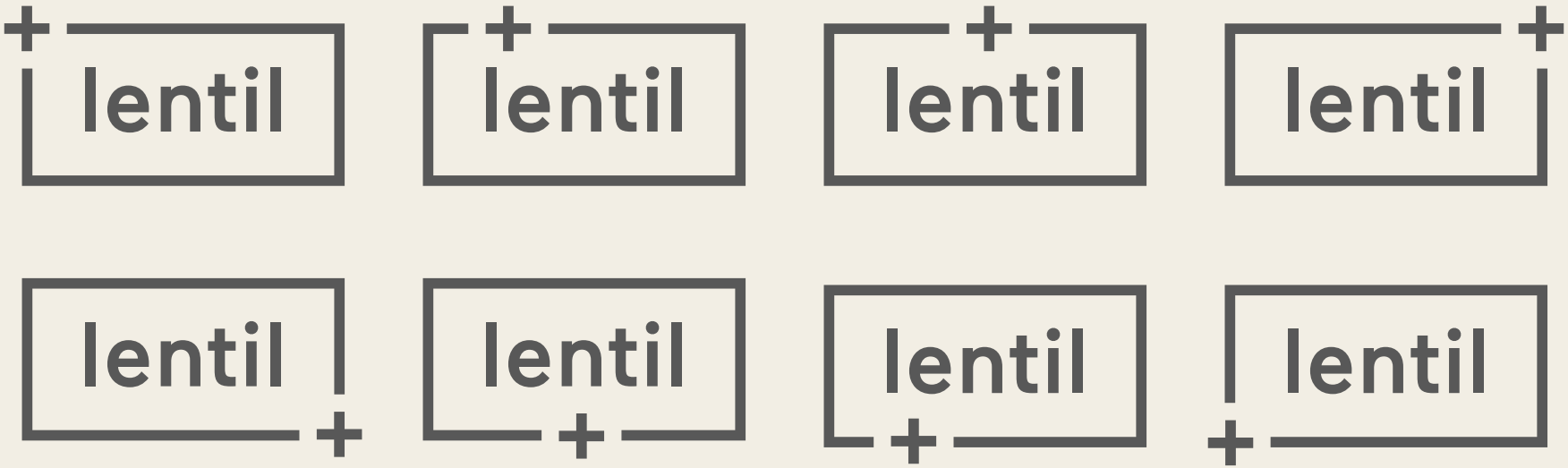
4)

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

Usage

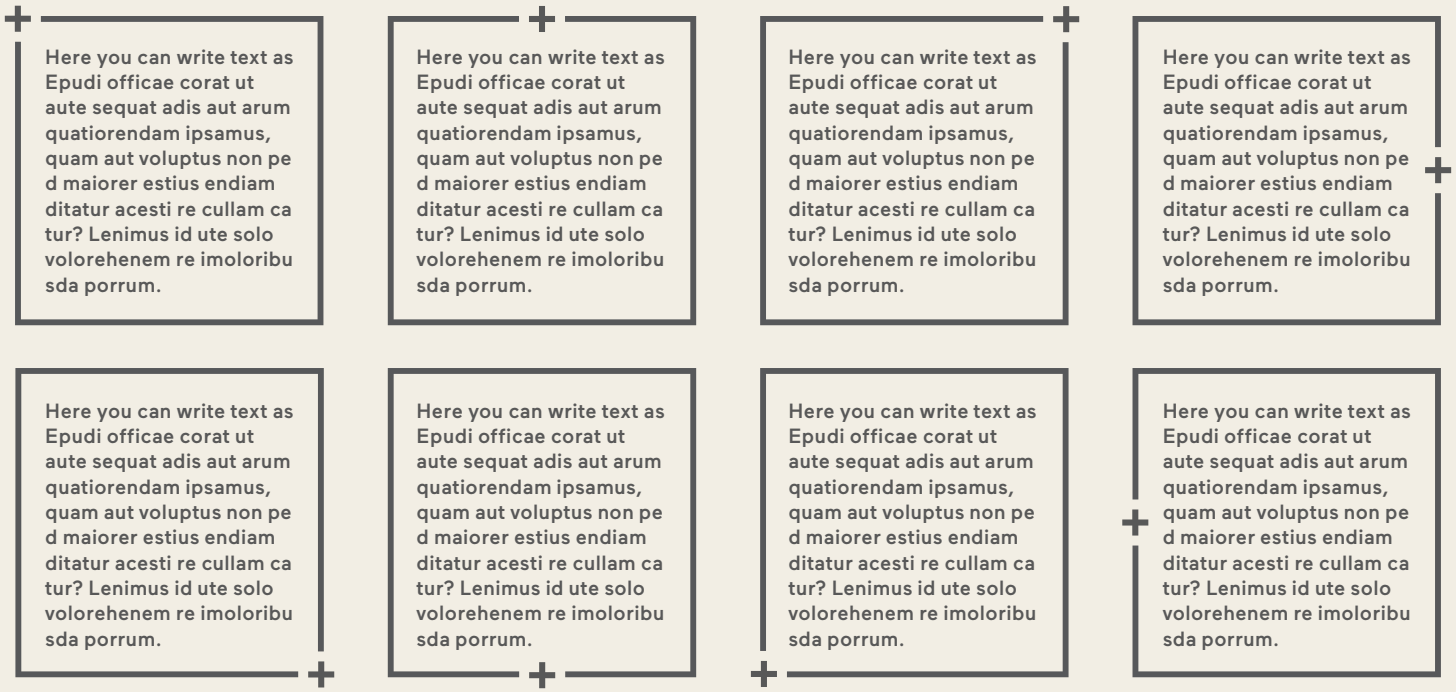
In order to achieve a consistent visual language each new ingredient word needs to be build carefully.

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.

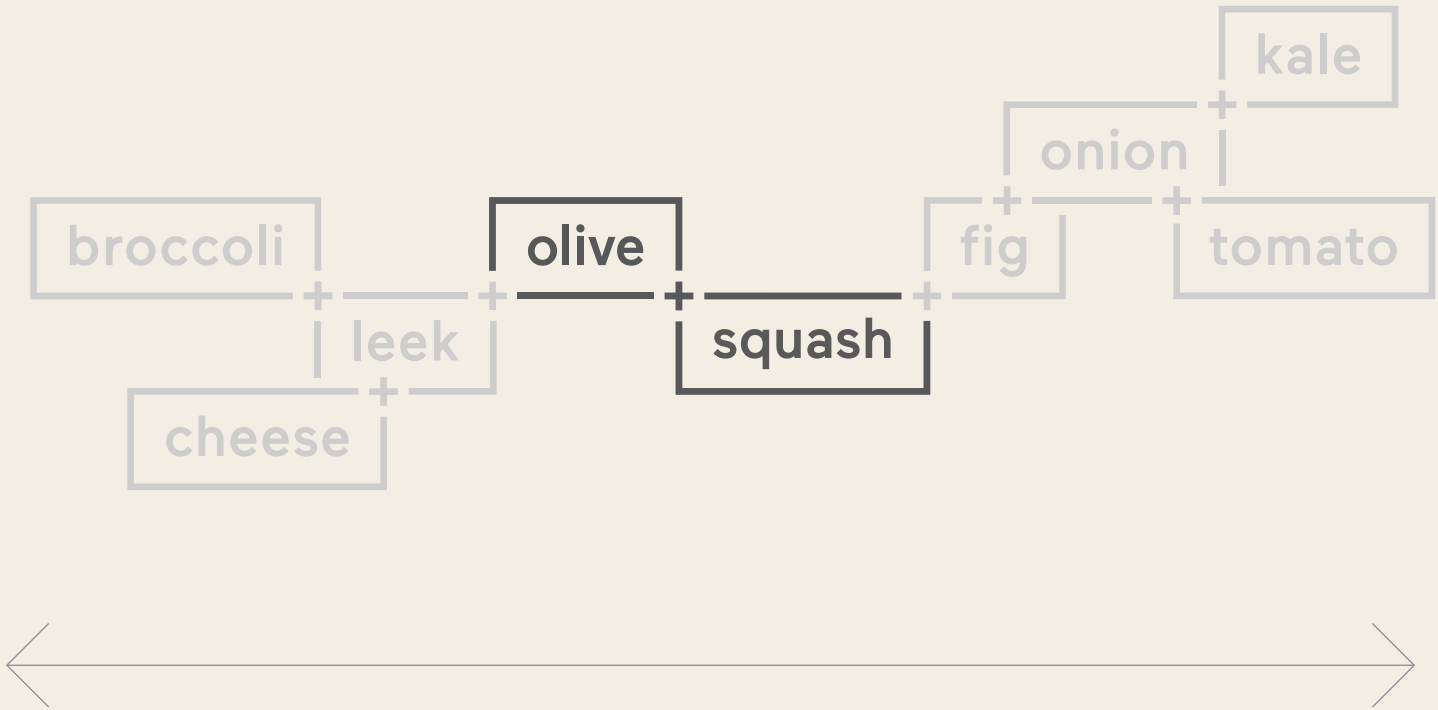
2.3 Plus Icon Placement



Usage

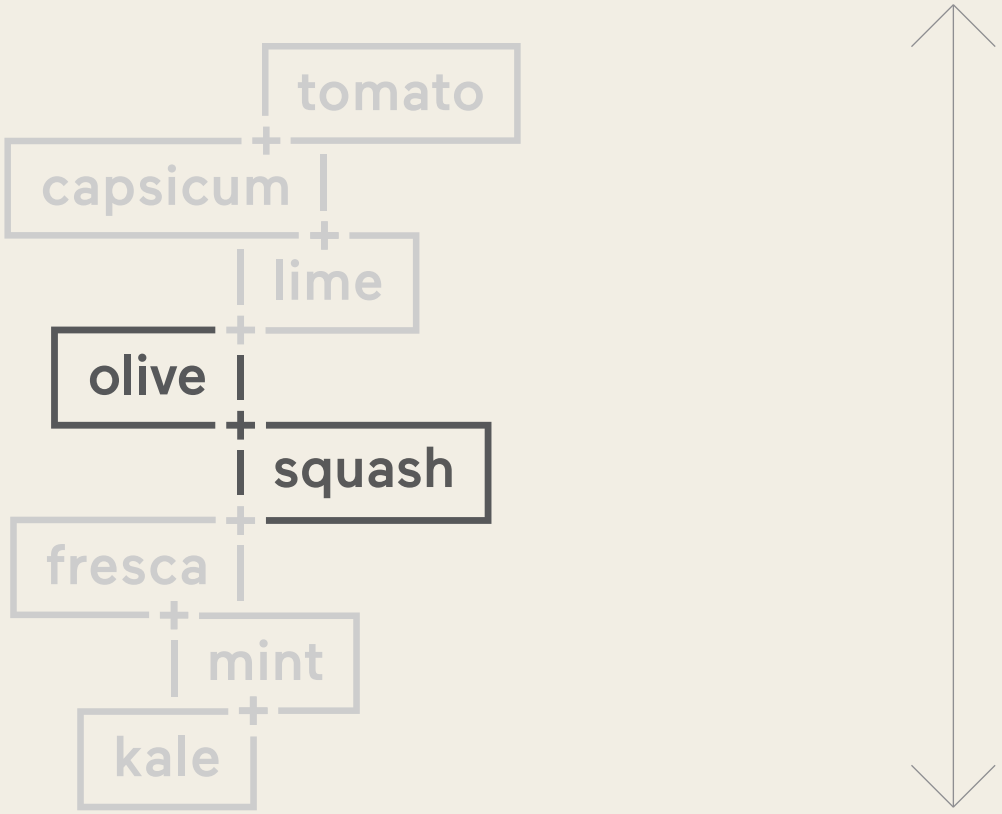
Placement of plus icon in text box.

2.4 System

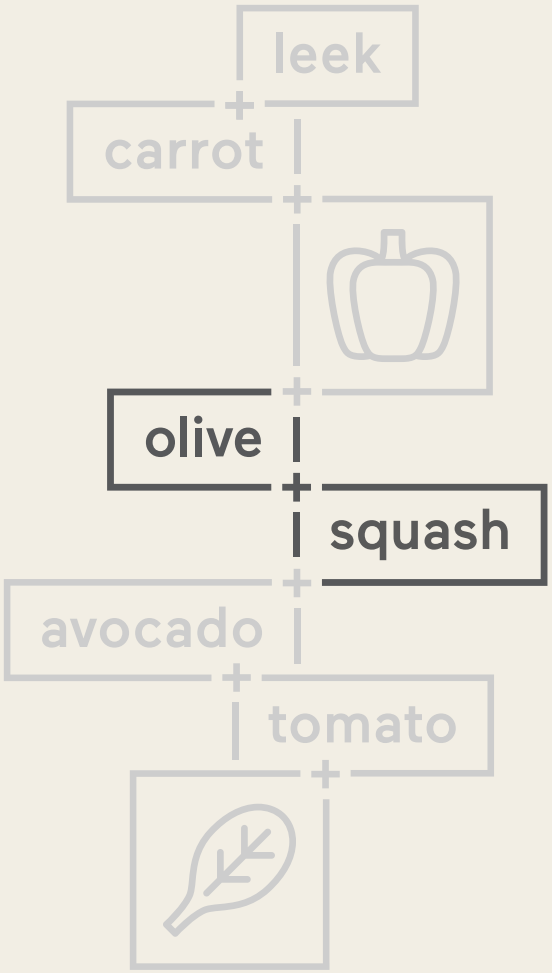


2.4 System

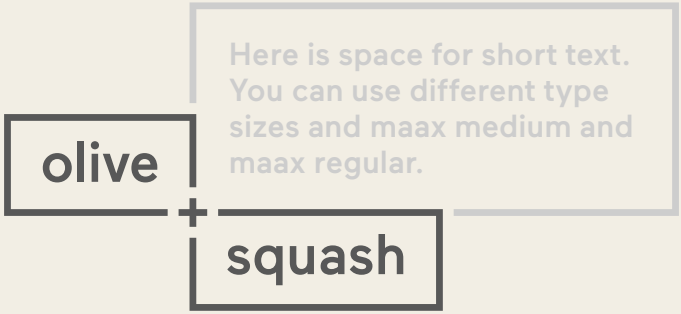
2.4 System



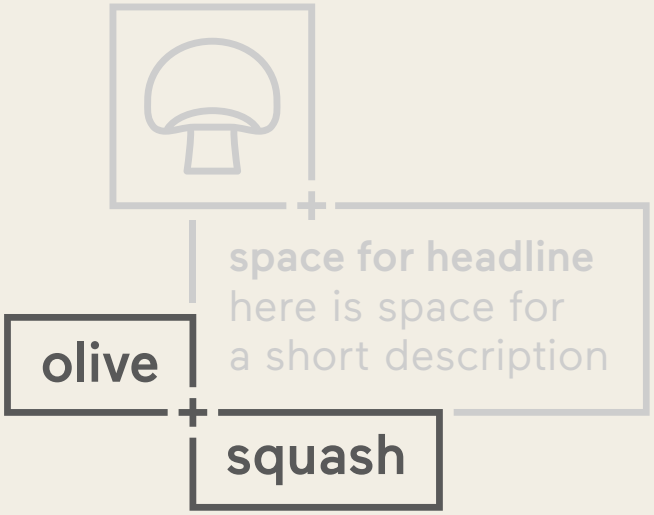
2.4 System



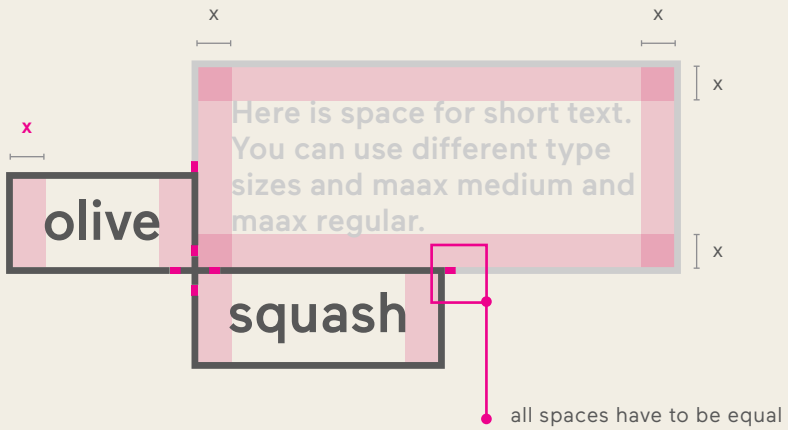
2.5 Logo and Text Box



2.5 Logo and Text Box

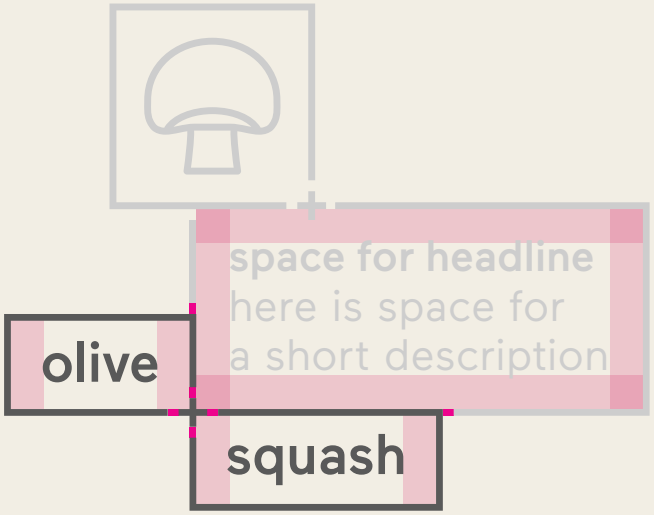


2.6 Logo and Text Box Margin

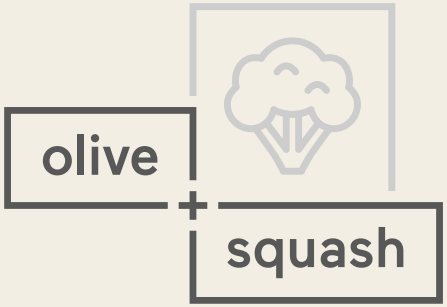


Usage
The space between text and frame is equal to the logo proportions.
All text is always centered in height within a frame. The frame dimensions follow the amount of text.

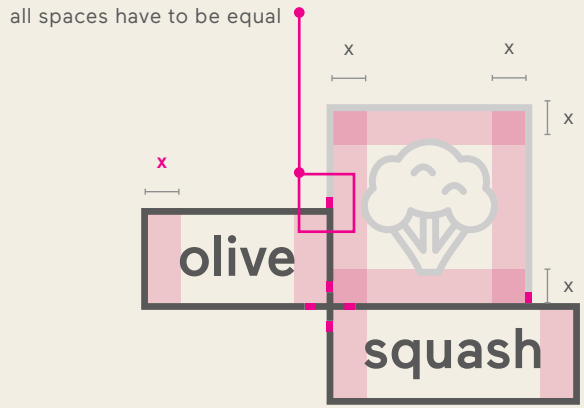
2.6 Logo and Text Box Margin



2.7 Logo and Pictogram

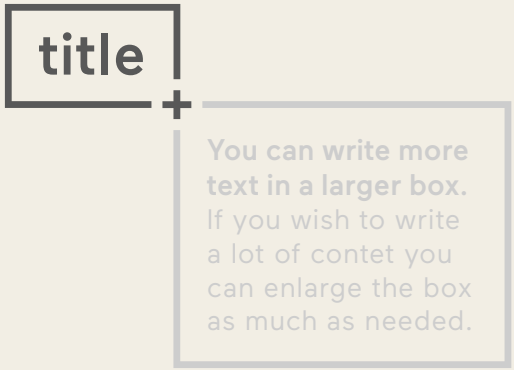


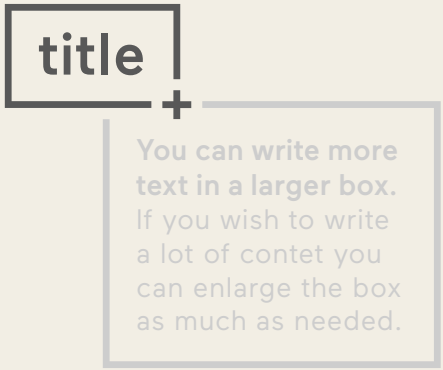
2.8 Logo and Pictogram Margin



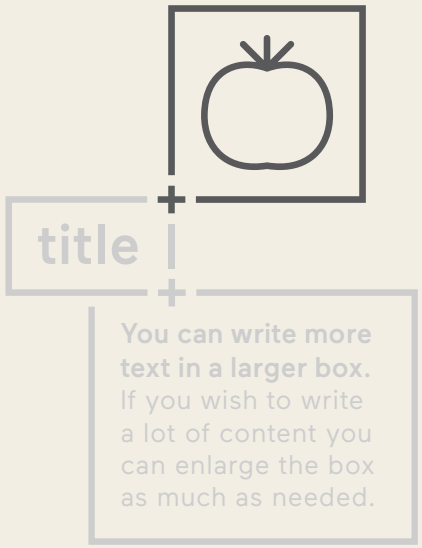
Usage
Space between text and frame is equal to logo proportions and the pictogram is always centered.

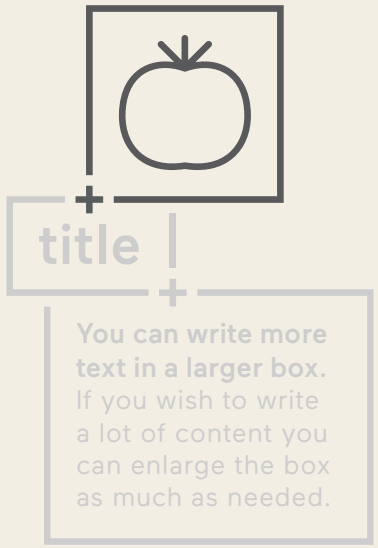
2.9 Text Box without Logo

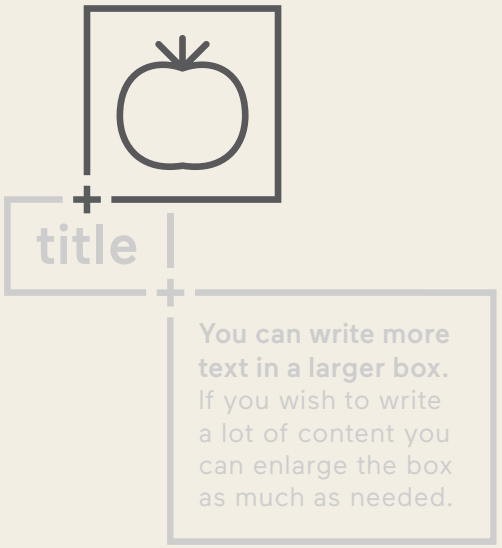




2.9 Text Box without Logo







2.10 Image within System

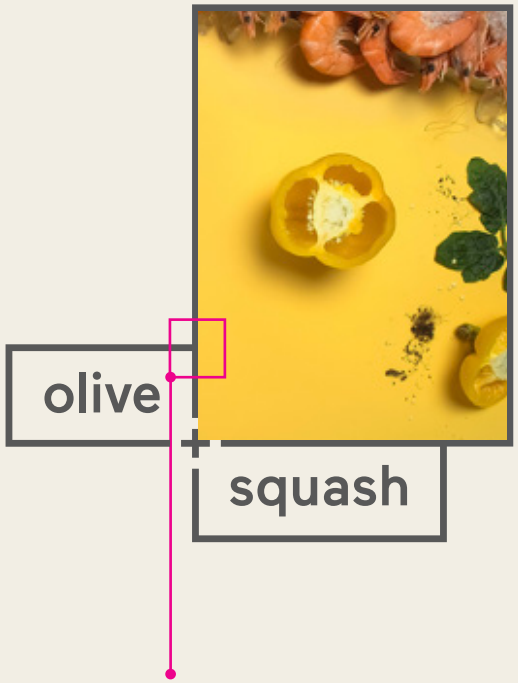
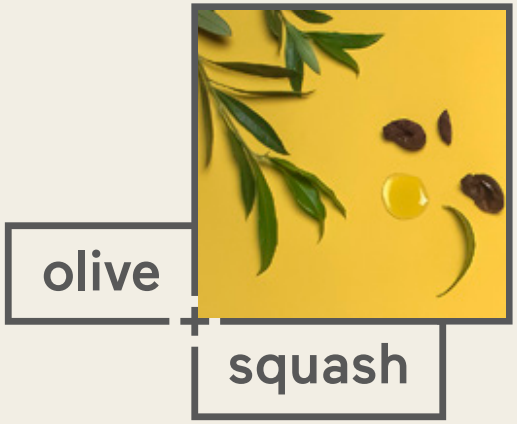
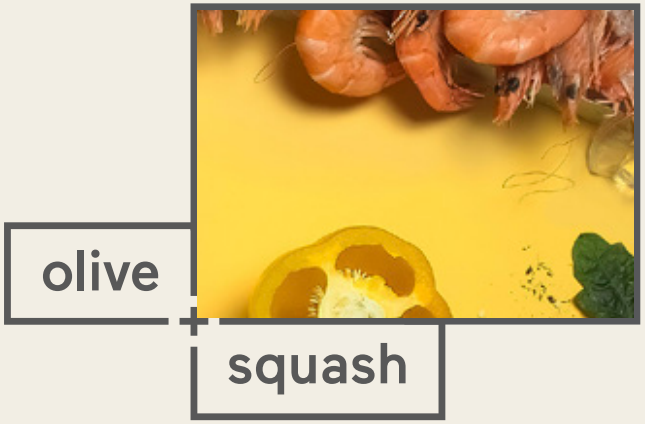
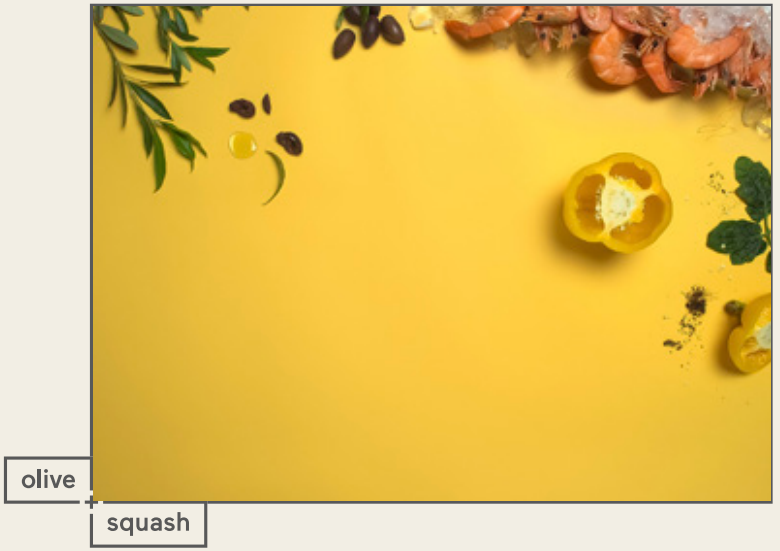


Image aligned to frame





2.11 Box and Image Size



3 COLOURS

3.1 Primary Colours

Pantone: 447 U
CMYK: 0, 0, 0, 80
RGB: 88, 88, 88
Hex: #585858

White

Logo colour

Pantone: 7527 U
CMYK: 4, 4, 9, 0
RGB: 242, 238, 228
Hex: #fafafa

Tint
60%

Tint
30%

White

Standard background colours

3.2 Secondary Colour Palette and Tints

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

Colour for ingredients and background colour

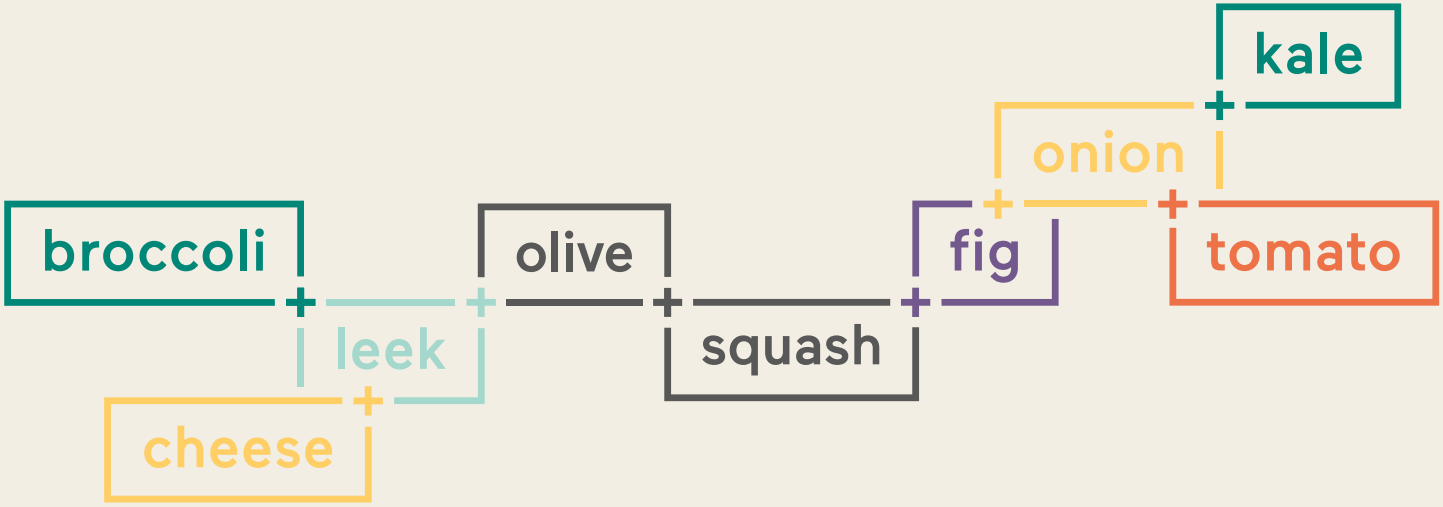
Usage
Colours are a very important part of the olive+squash identity. Great care must be taken in reproducing those in different printing modes and on different surfaces.

3.3 Recommended Colour Codes

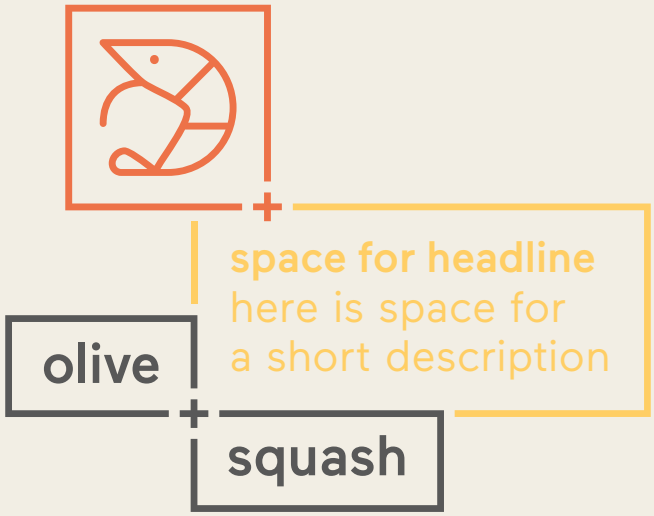
kale	cauliflower	onion	carrots	ginger
broccoli	ice	grape	chilli	banana
salads	water	beetroot	tomato	lemon
spinach	tea	fig	lentil	corn
capsicum	asparagus	aubergine	radish	mushroom

Usage
Colours should match to original ingredients colour.

3.4 Colour in System

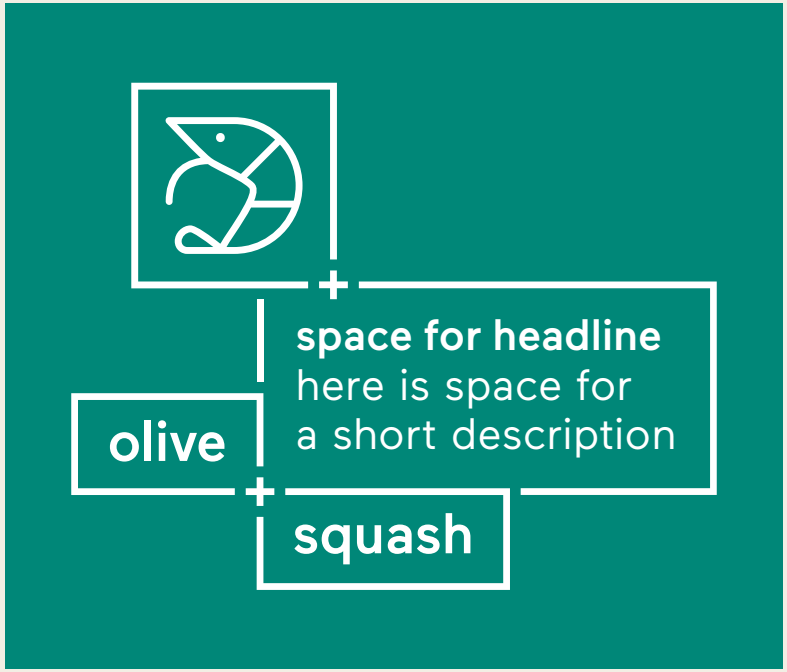


3.4 Colour in System



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 contet 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 contet 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.

Maax Regular
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. 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 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 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

Maax Medium
8.2pt 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.

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

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

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

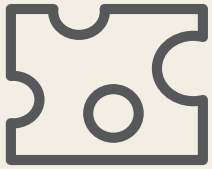
Garlic

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 Login

Pictogram for Create your own

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

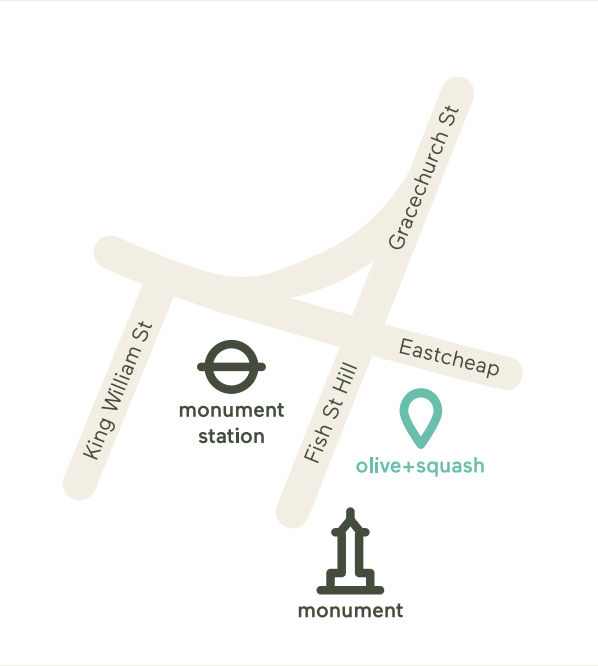
Pictogram for bathroom

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

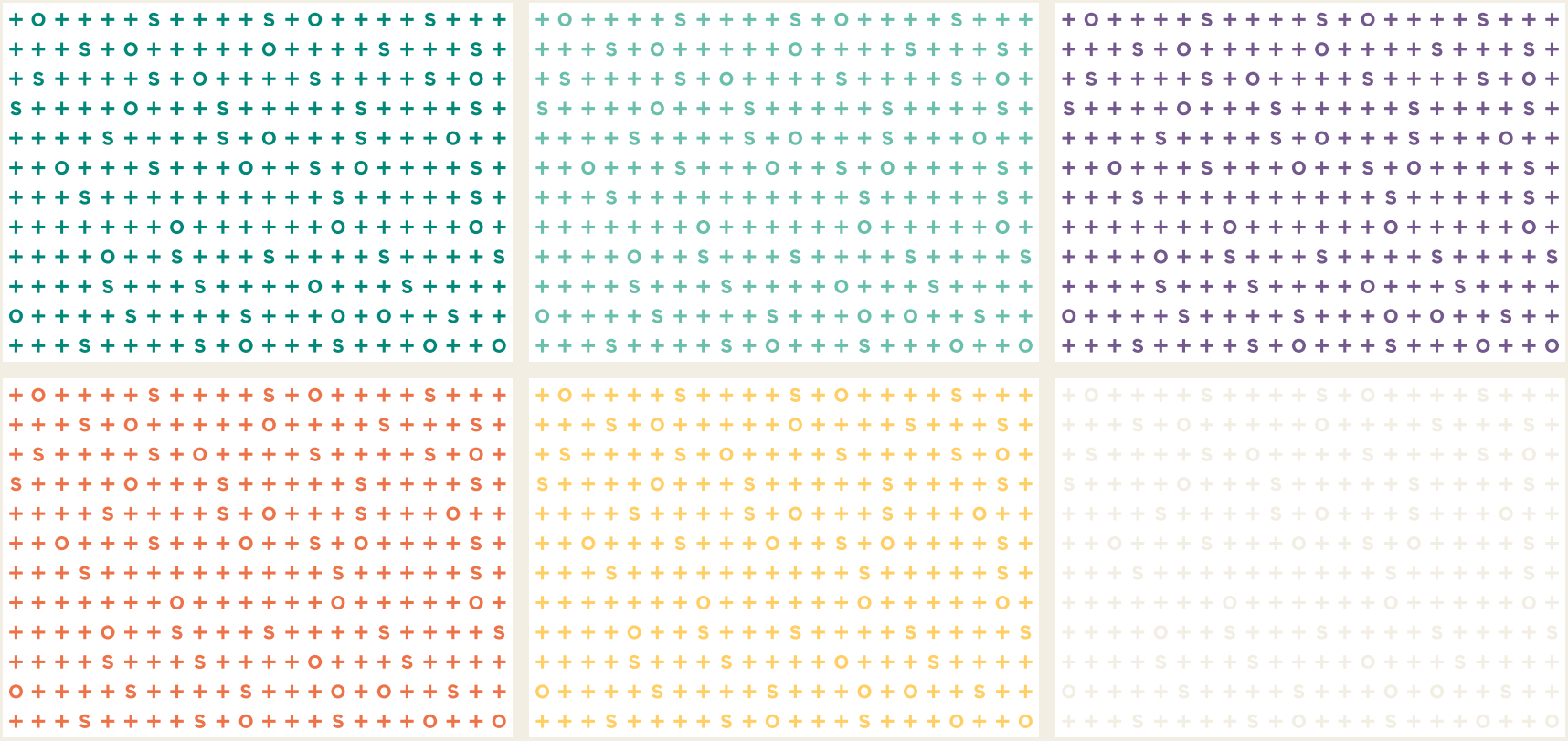
map on dark background

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 seconardy colours.

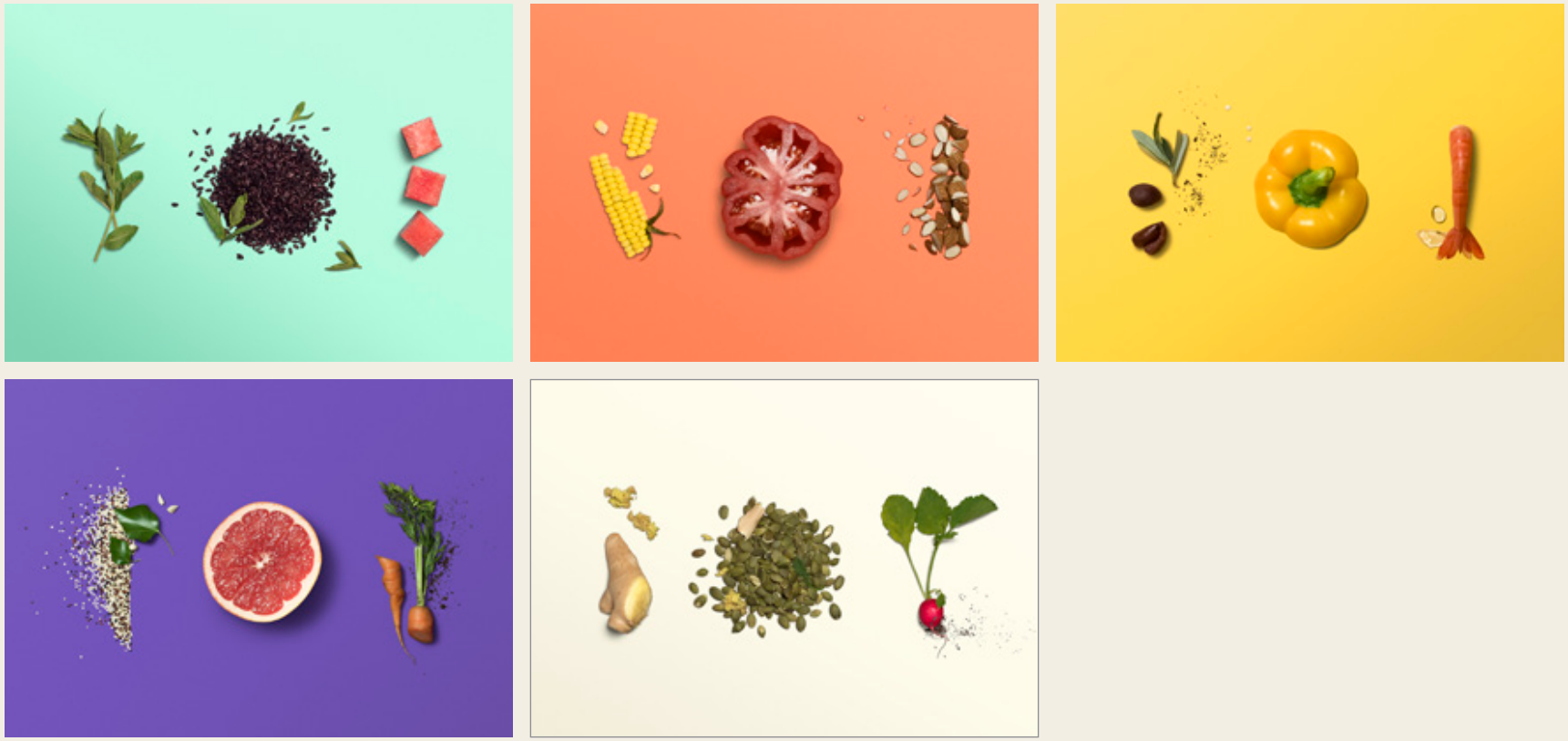
Artwork File path
> 01_Final Artwork
> 00_Assets
> 02_OS pattern

5.3 Pattern – Positiv



Artwork File path
> 01_Final Artwork
> 00_Assets
> 02_OS pattern

5.4 Photography – Ingredient Group

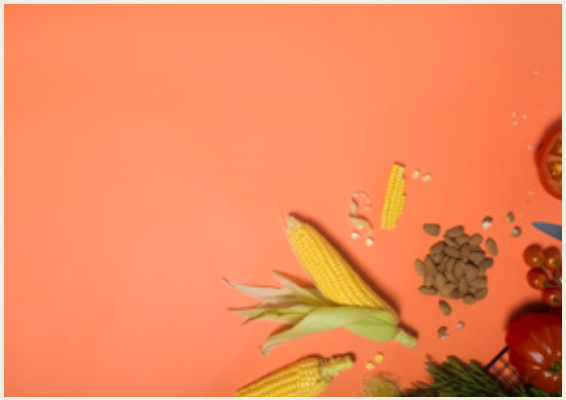


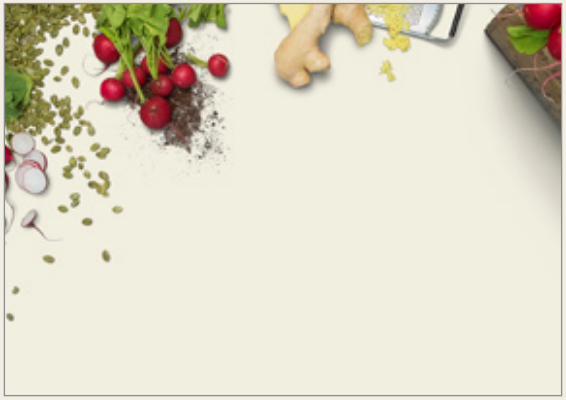
Usage
Ingredients can be photographed in an geometric arragement on a bright background.

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

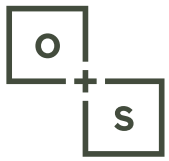
1.1 Stationery – Letterhead Template 2

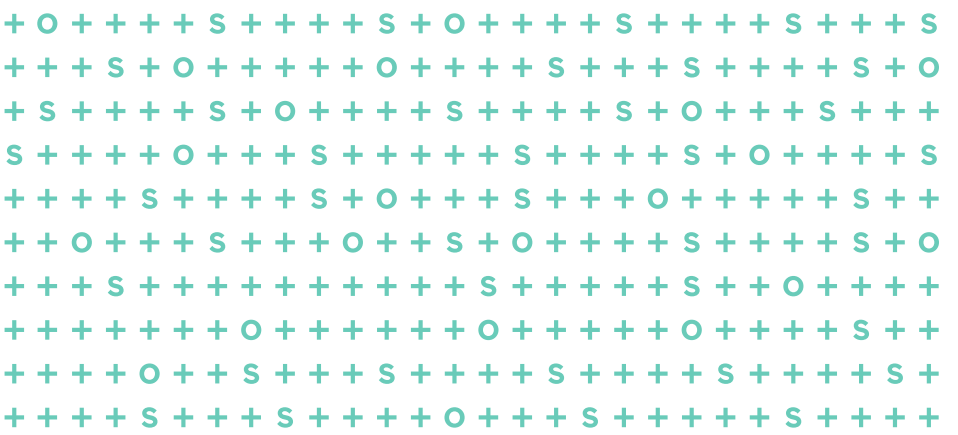
Production Spec
Format: 210mm × 297mm
Template

Template File path
> 02_Templates
> 00_Letterhead

Status
Designed

1.1 Stationery – Comp Slip





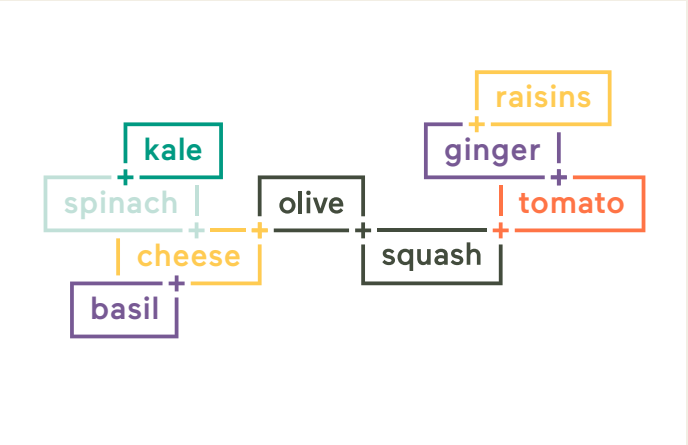
Production Spec
Format: 210mm x 99mm
Print: 2 Spot colours
Material: Cyclus Offset 300gsm

Supplier
Oldacres
Richard Brown
services@oldacres.co.uk

Artwork File path
> 01_Final Artwork
> 01_Print Applications

Status
Produced

1.2 Shop Card



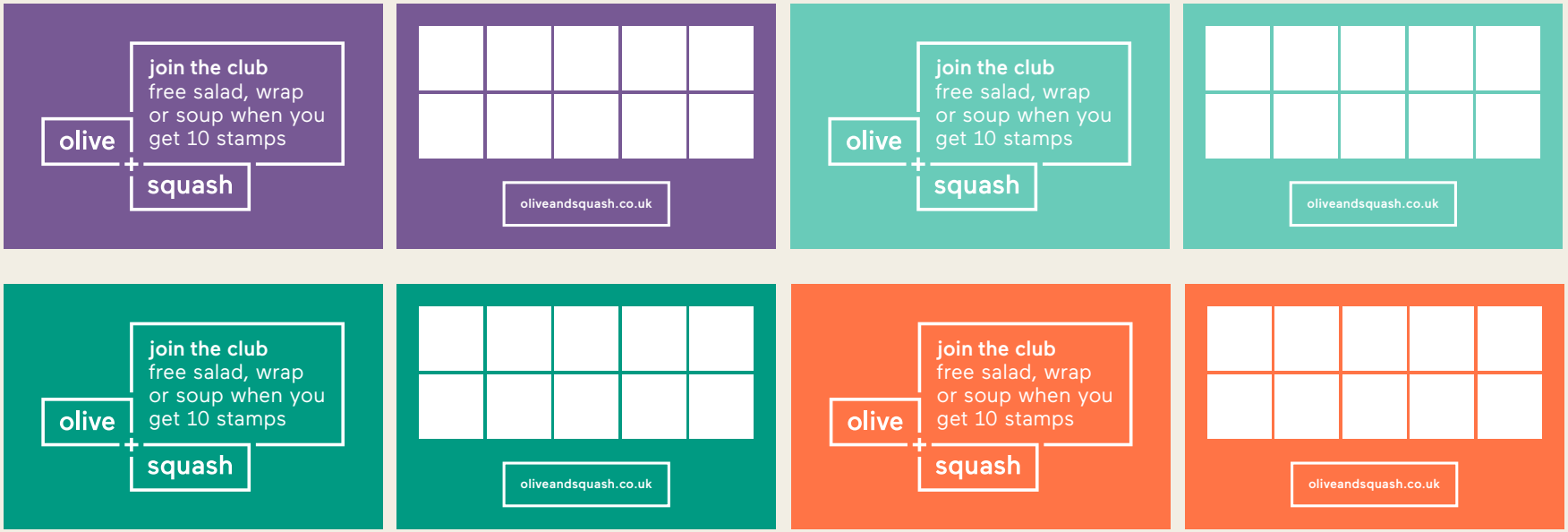
Production Spec
Format: 85mm x 55mm
Print: 5 Spot colours
Material: Cyclus Offset 300gsm

Supplier
Oldacres
Richard Brown
services@oldacres.co.uk

Artwork File path
> 01_Final Artwork
> 01_Print Applications

Status
Produced

1.3 Loyalty Card



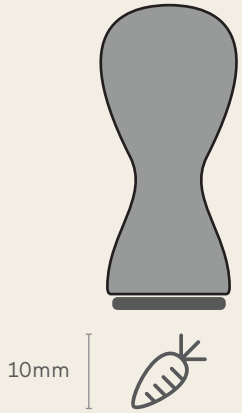
Production Spec
Format: 85mm x 55mm
Print: 1 Spot colour
Material: Cyclus Offset 300gsm

Supplier
Oldacres
Richard Brown
services@oldacres.co.uk

Artwork File path
> 01_Final Artwork
> 01_Print Applications

Status
Produced

1.3 Loyalty Stamp



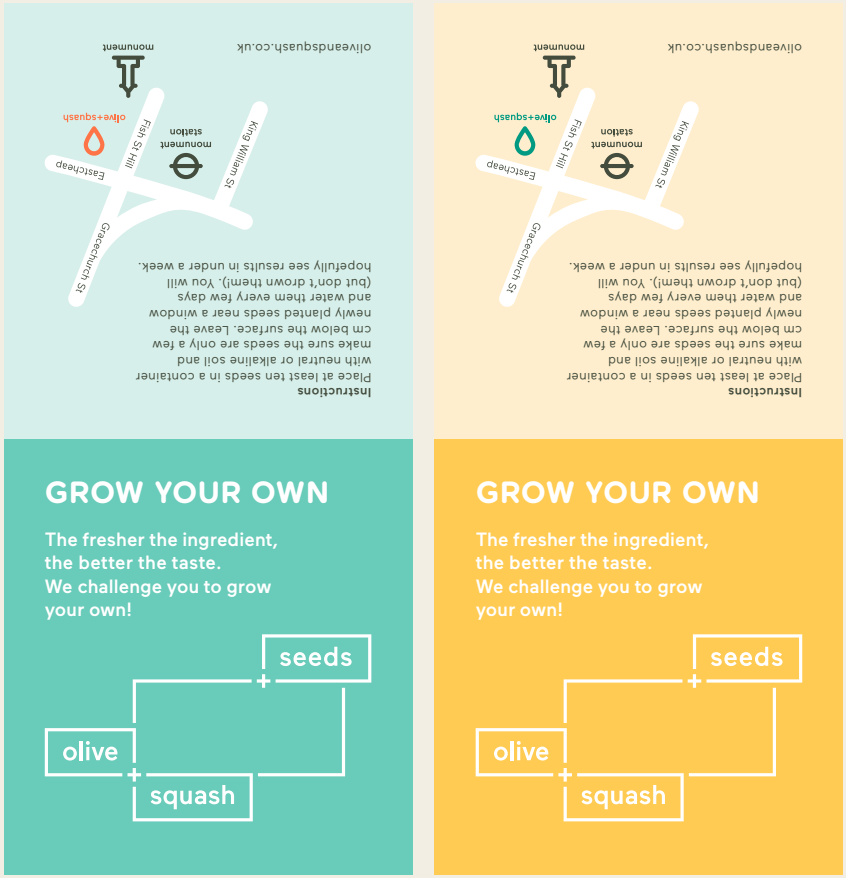
Production Spec
Format: 10mm × 10mm
Material: MaxStamp C12
Self Inking stamp

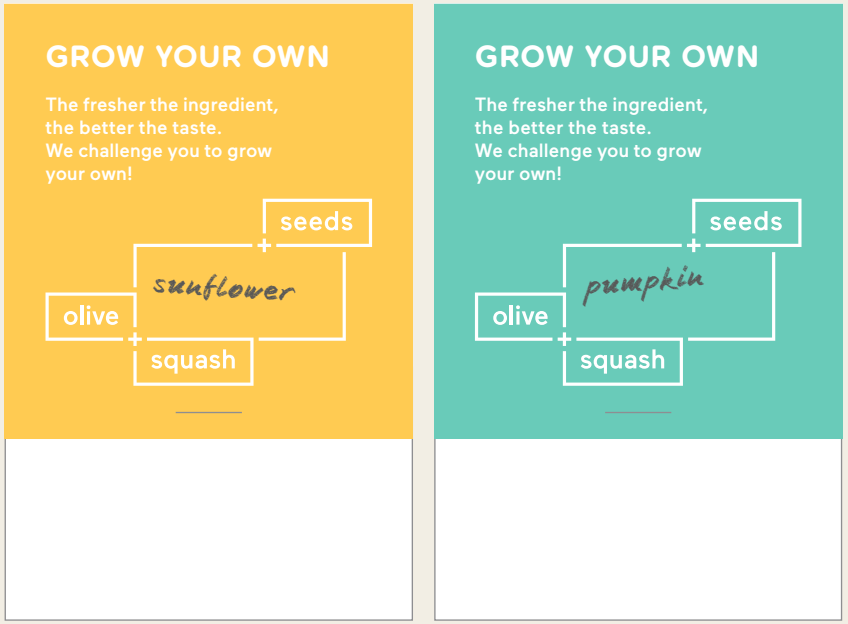
Supplier
Blade Rubber:
graham@bladerubber.co.uk

Artwork File path
> 01_Final Artwork
> 01_Print Applications

Status
Produced

1.4 Seed Bag





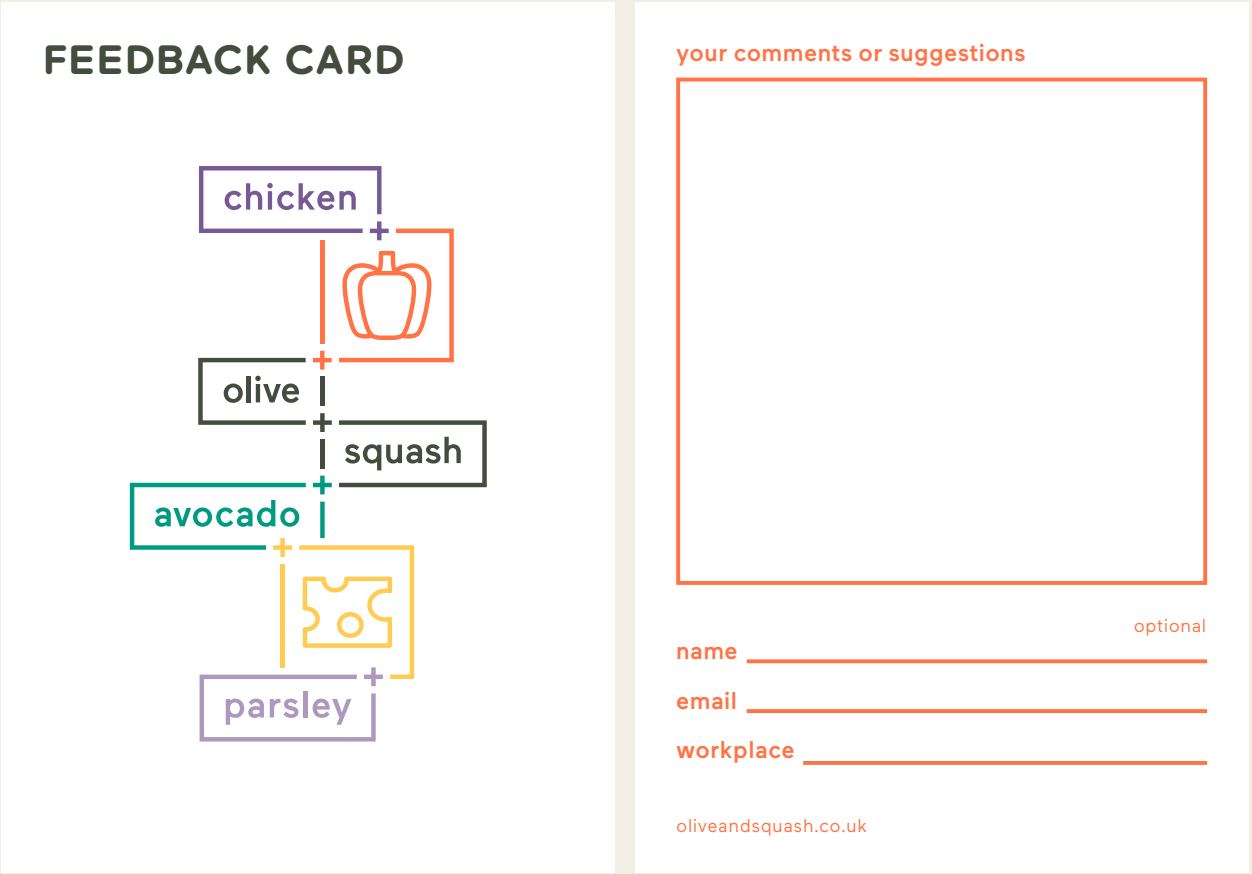
Production Spec
Format: 75mm x 160mm
Print: 3 Spot colours
Material: Cyclus Offset 300gsm
Finishing: Fold to 75mm x 80mm

Supplier
Oldacres
Richard Brown
services@oldacres.co.uk

Artwork File path
> 01_Final Artwork
> 01_Print Applications

Status
Produced

1.5 Customer Feedback Card



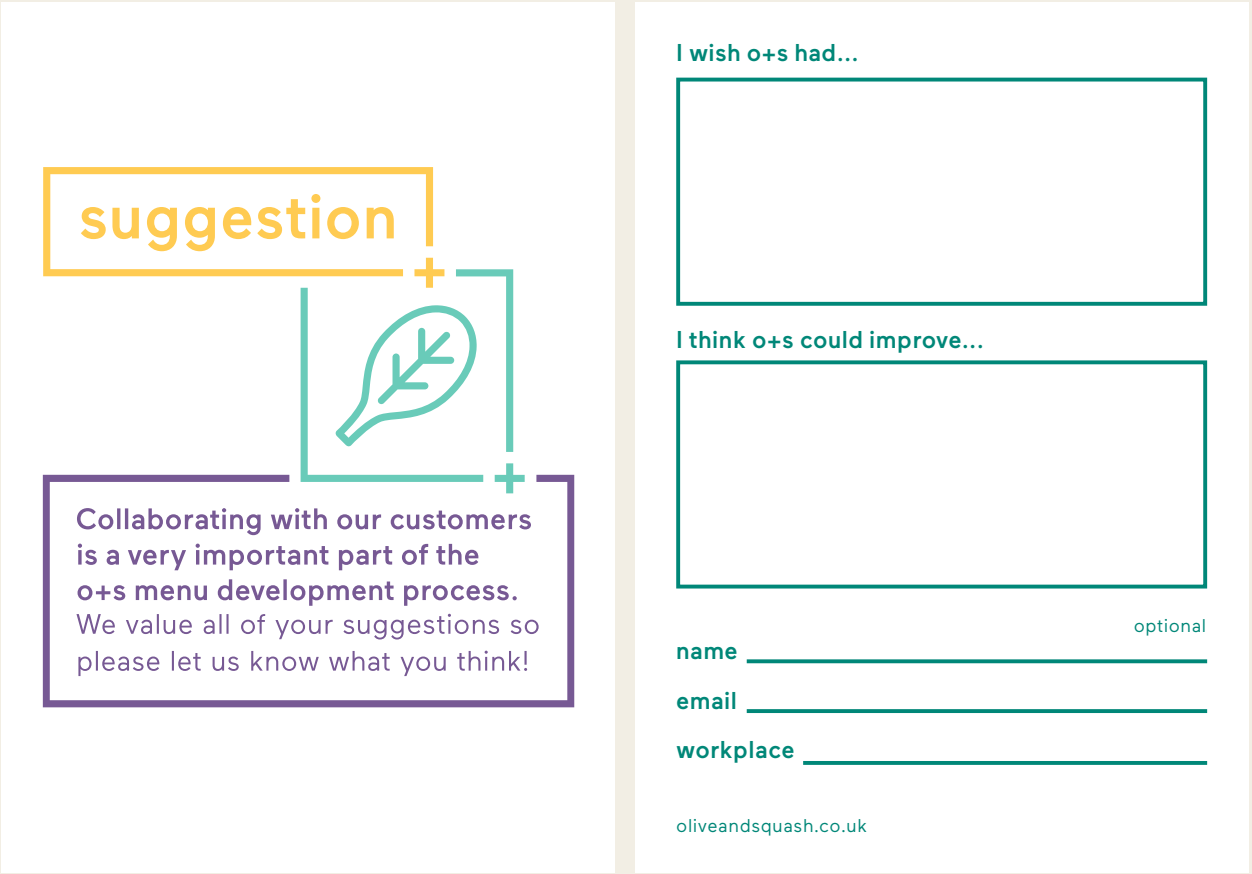
Production Spec
Format: 74mm x 105mm
Print: 5 Spot colours
Material: Cyclus Offset 300gsm

Supplier
Oldacres
Richard Brown
services@oldacres.co.uk

Artwork File path
> 01_Final Artwork
> 01_Print Applications

Status
Produced

1.6 Suggestion Card



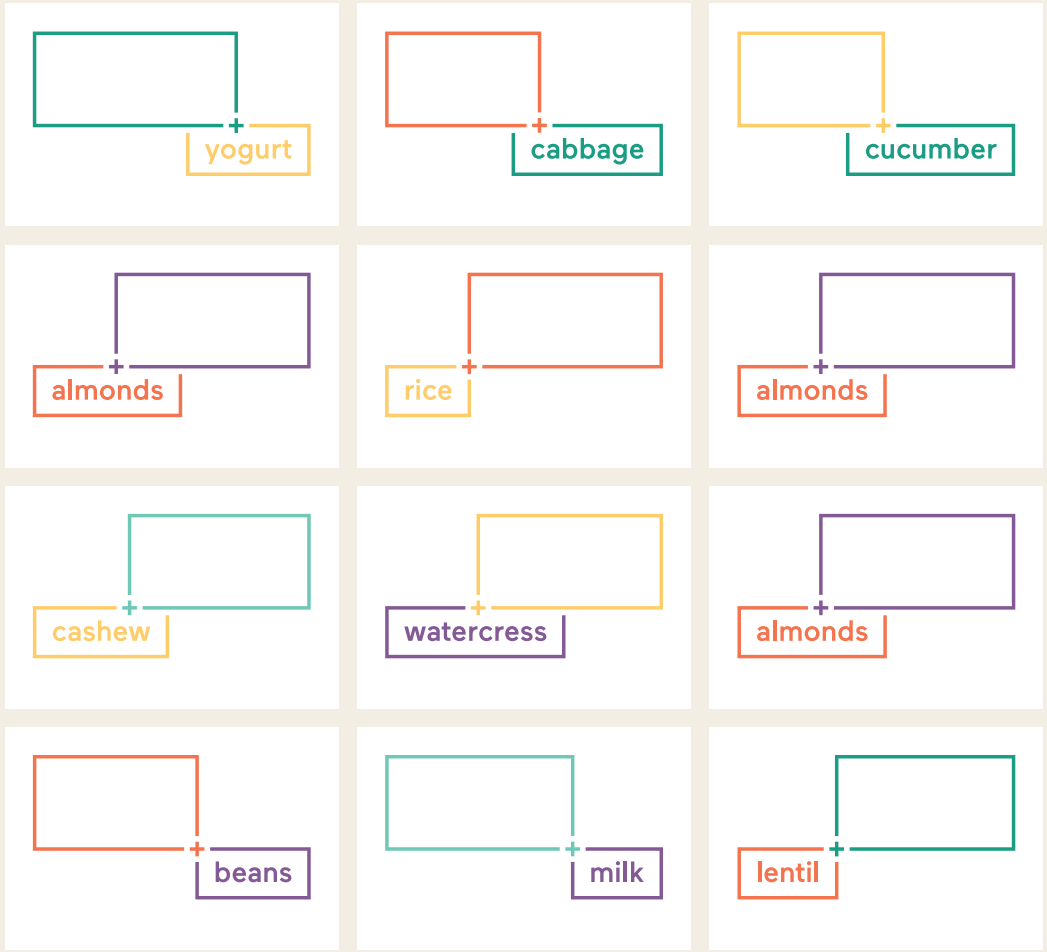
Production Spec
Format: 74mm x 105mm
Print: 4 Spot colours
Material: Cyclus Offset 300gsm

Supplier
Oldacres
Richard Brown
services@oldacres.co.uk

Artwork File path
> 01_Final Artwork
> 01_Print Applications

Status
Produced

1.7 Name Label



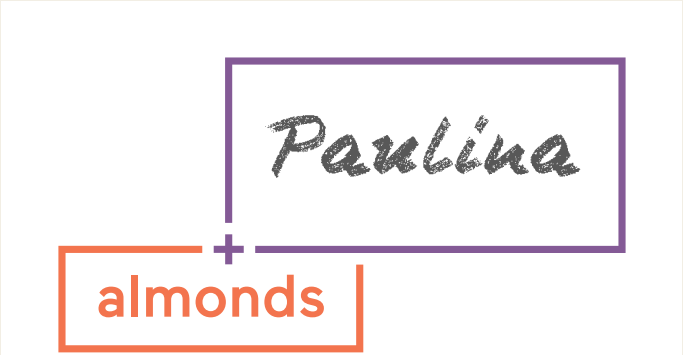
Production Spec
Format: 90mm x 54mm
Print: CMYK Offset
Material: Cyclus Offset 140gsm

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

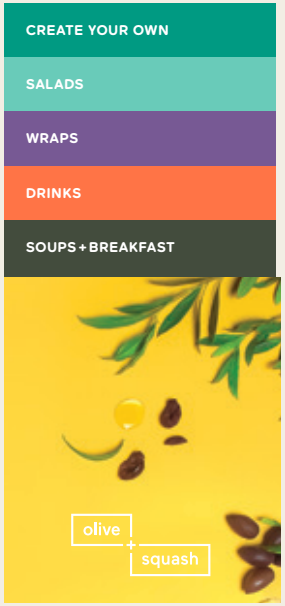
Back

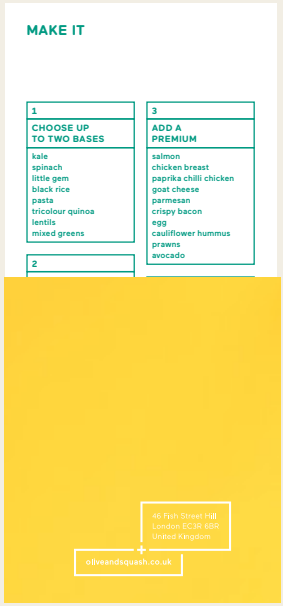
Title

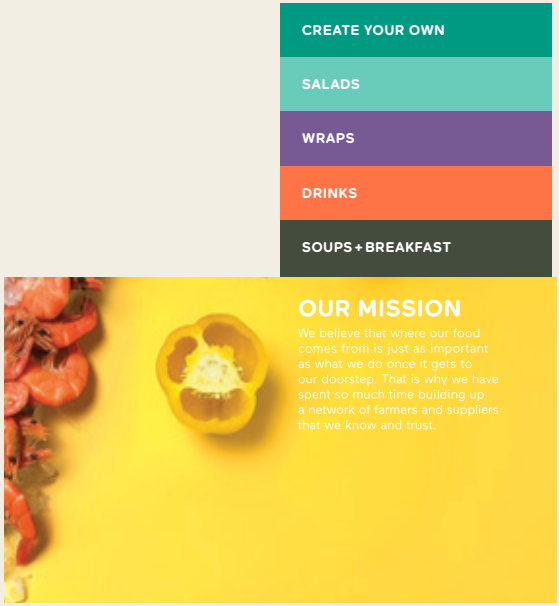
Space for explanatory text if needed

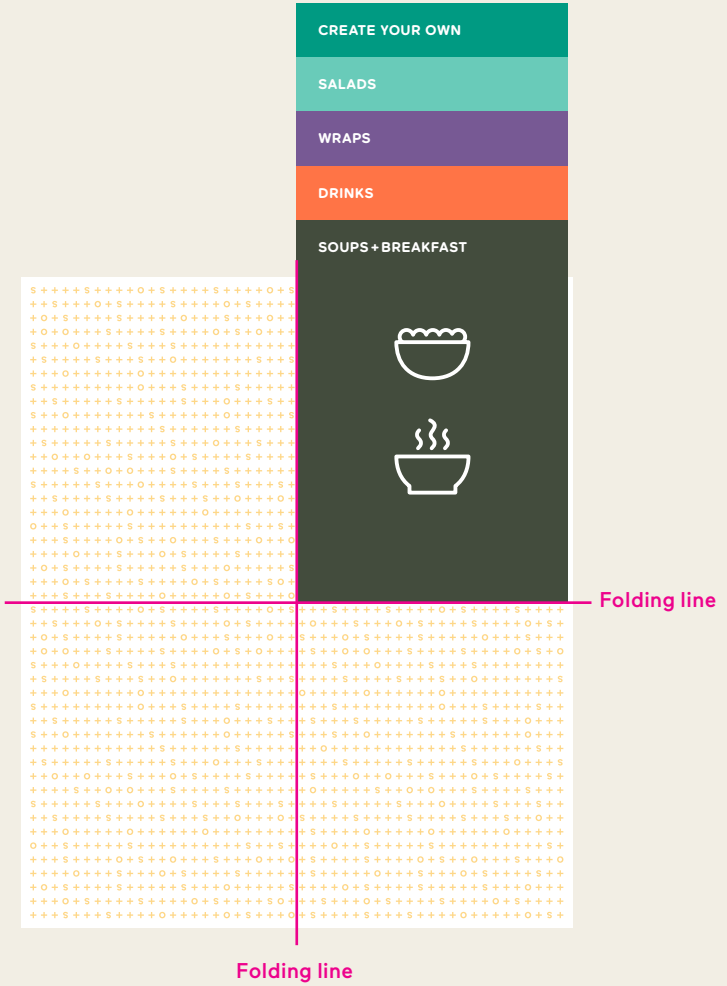
Menu in box

1.8 Take-Away Menu – Components

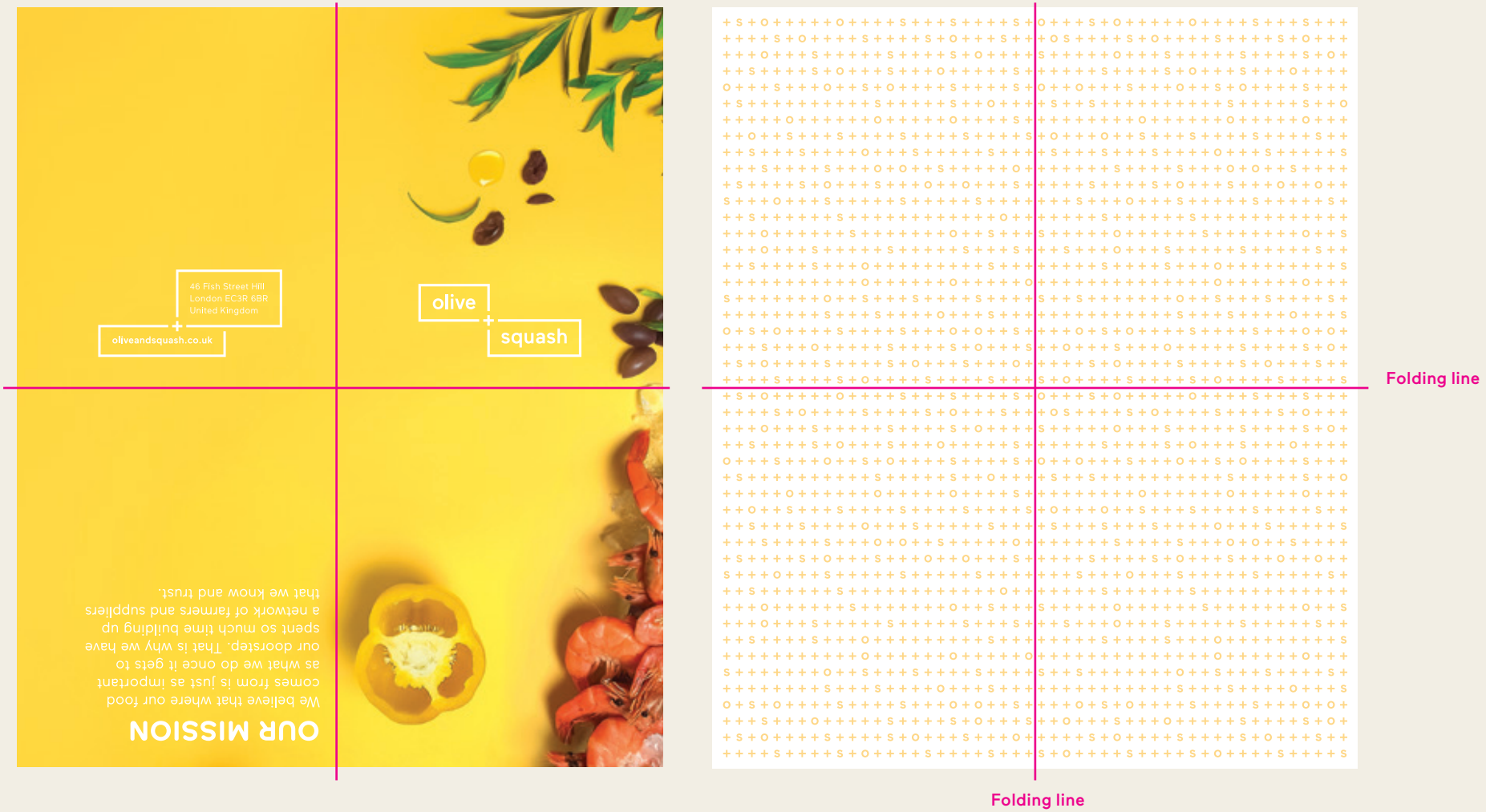








1.8 Take-Away Menu – Sleeve



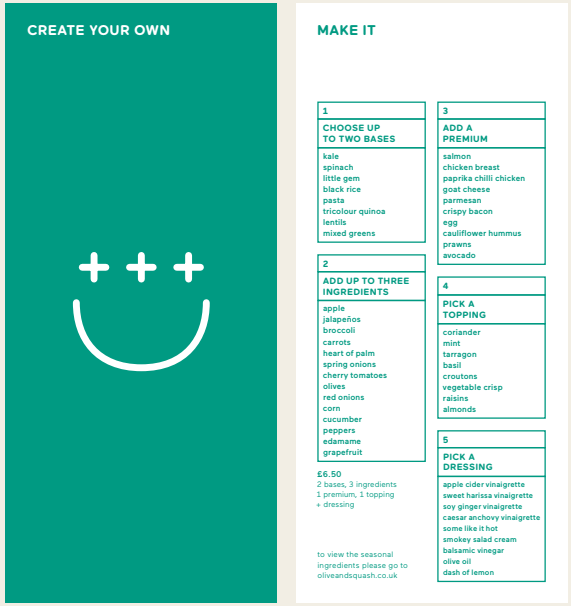
Production Spec
Format: 230mm x 195mm
Print: CMYK Offset
Material: Cyclus Offset 80gsm
Finishing: Fold to 115mm x 97.5mm

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

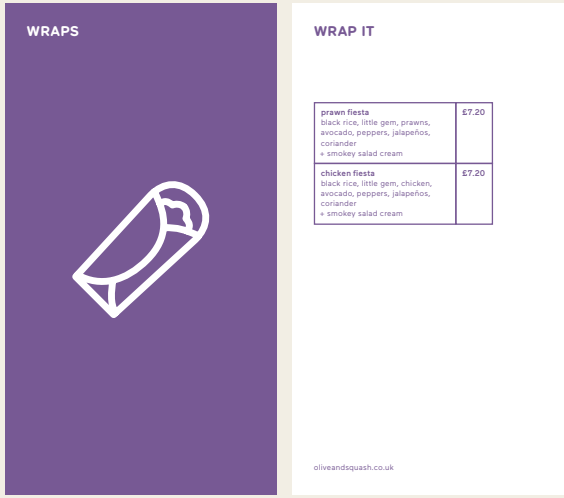


Front Back

Size: 95mm x 210mm

Front Back

Size: 95mm x 191mm



Front Back

Size: 95mm x 172mm

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

Supplier
Oldacres
Richard Brown
services@oldacres.co.uk

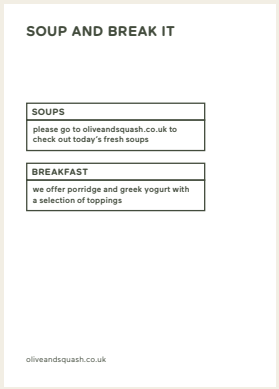
Artwork File path
> 01_Final Artwork
> 01_Print Applications

Status
Produced

1.8 Take-Away Menu – Cards

Front Back

Size: 95mm x 153mm



Front Back

Size: 95mm x 134mm

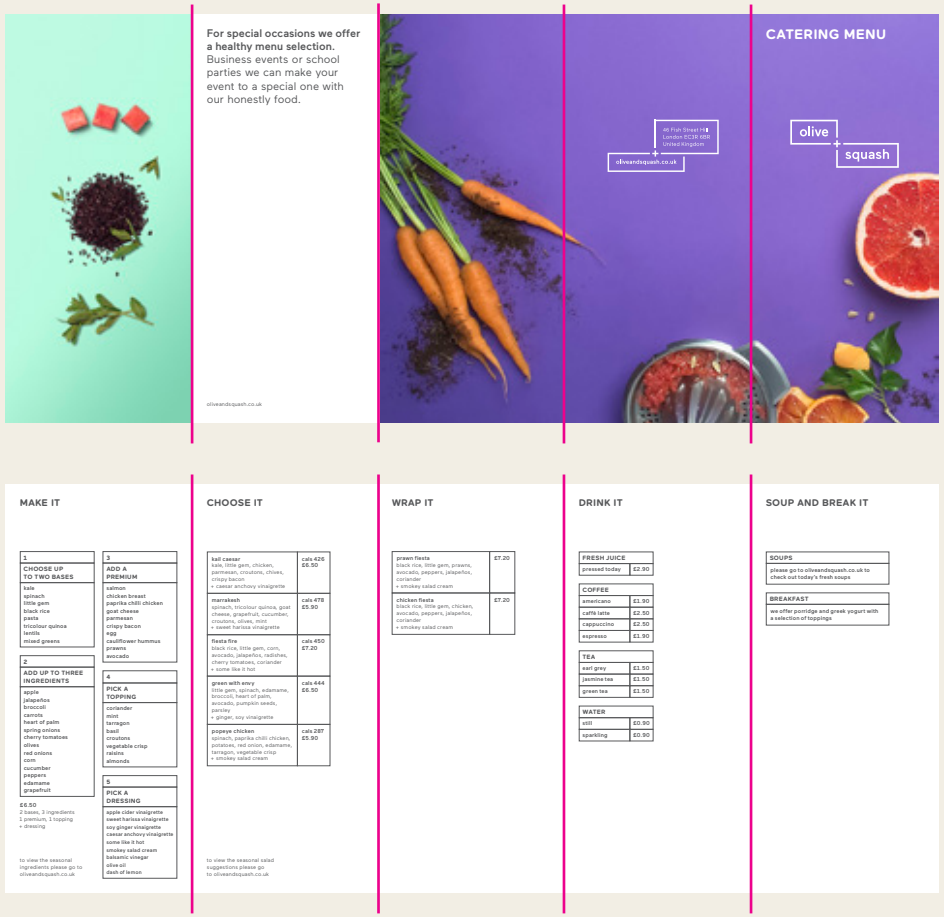
Production Spec
Format: see image
Print: 1 Spot colour per card
Material: Cyclus Offset 300gsm

Supplier
Oldacres
Richard Brown
services@oldacres.co.uk

Artwork File path
> 01_Final Artwork
> 01_Print Applications

Status
Produced

1.9 Catering Menu



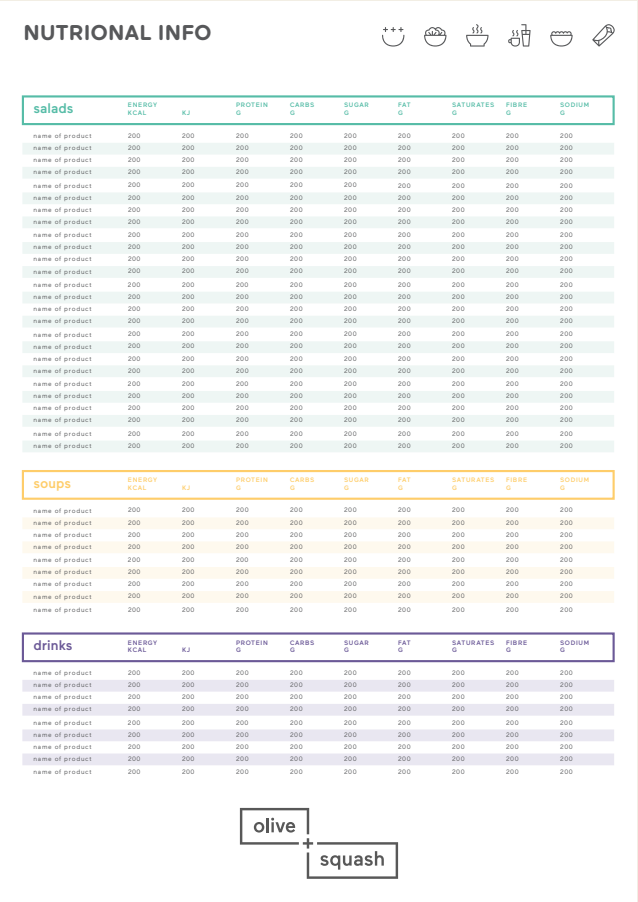
Folding line

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

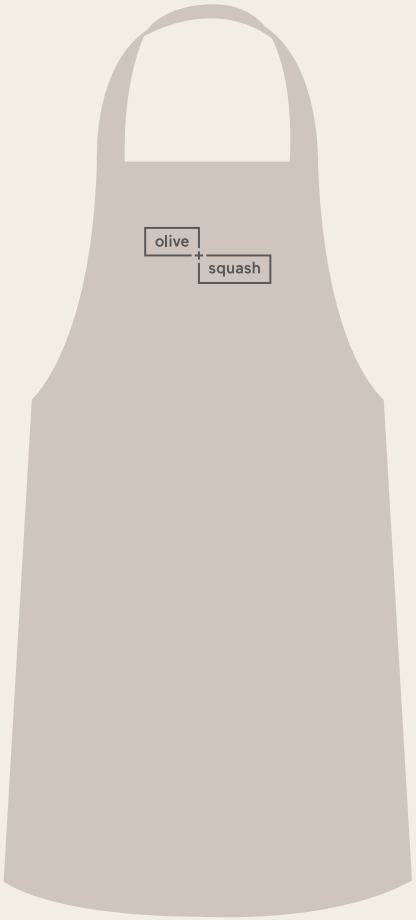
1.10 Nutritional Info



Production Spec
Format: 210mm x 297mm
Print: digital printed
Material: Cyclus Offset 140gsm

Status
Not Produced

1.11 Workwear



Production Spec
Apron: Premier Colours Bib Apron Pocket
Product Code: PR154
Print: Embroidery

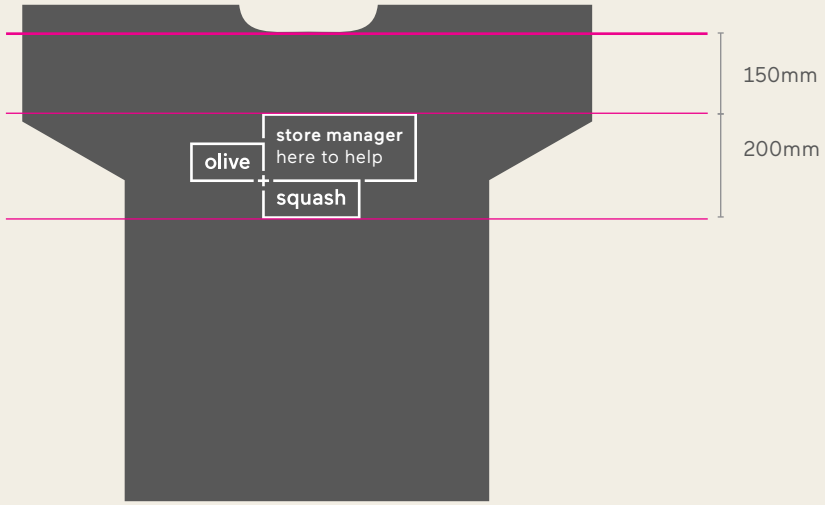
Cap: Beechfield Ultimate 5
Product Code: BC015

Supplier
workwearexpress.com

Status
Produced

1.11 Workwear

Front



Back

Dark grey T-Shirt for store manager

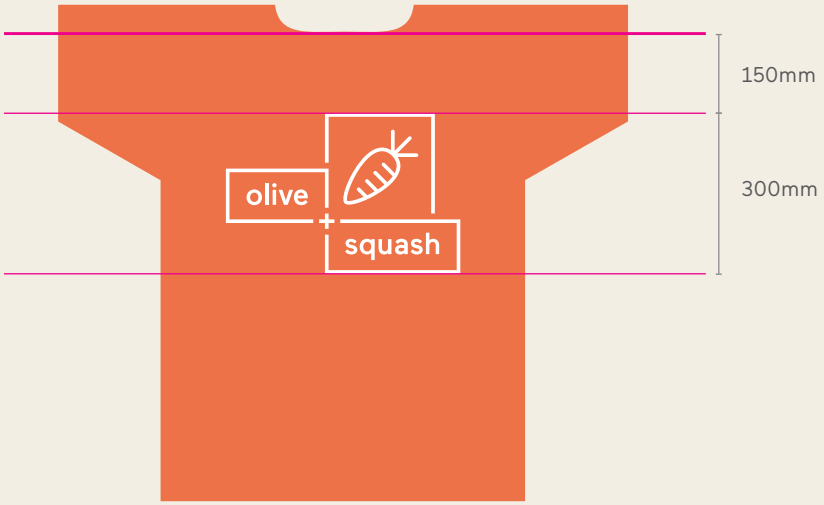
Production Spec
Fruit Of The Loom Screen Stars Original
Product Code: SS048
Printing: Silk Screen

Supplier
workwearexpress.com

Status
Not Produced

1.11 Workwear

Front



Back

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

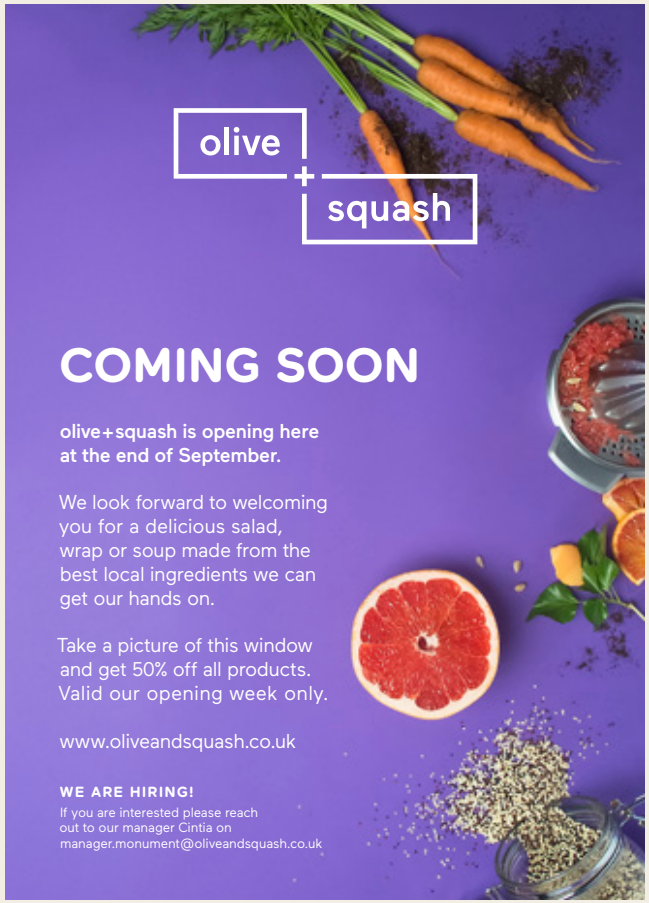
Pictograms are exchangeable

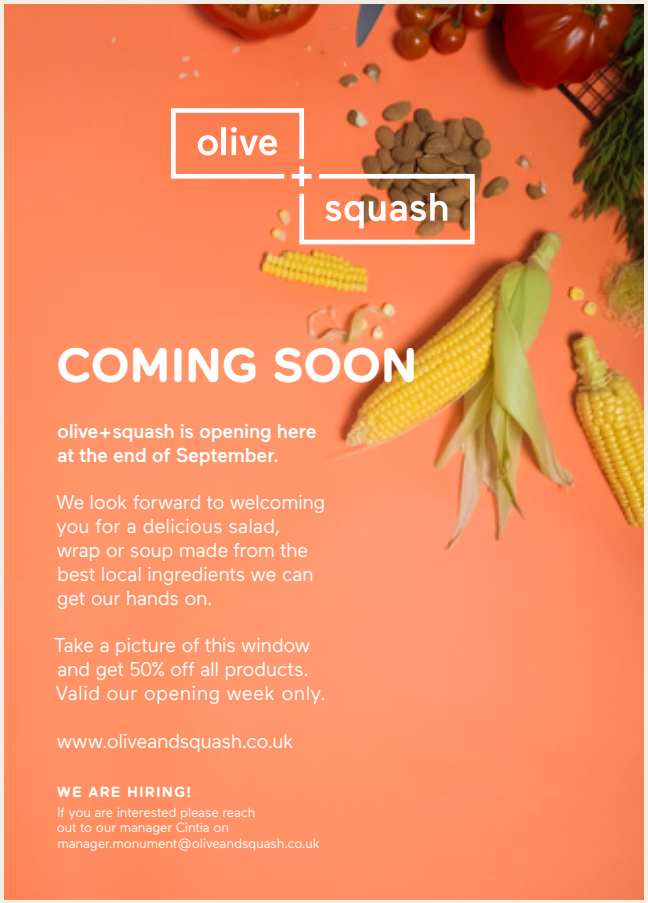
Production Spec
Fruit Of The Loom Screen Stars Original
Product Code: SS048
Printing: Silk Screen

Supplier
workwearexpress.com

Status
Not Produced

1.12 Promotional Material – Poster





Production Spec
Format: DINA1
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

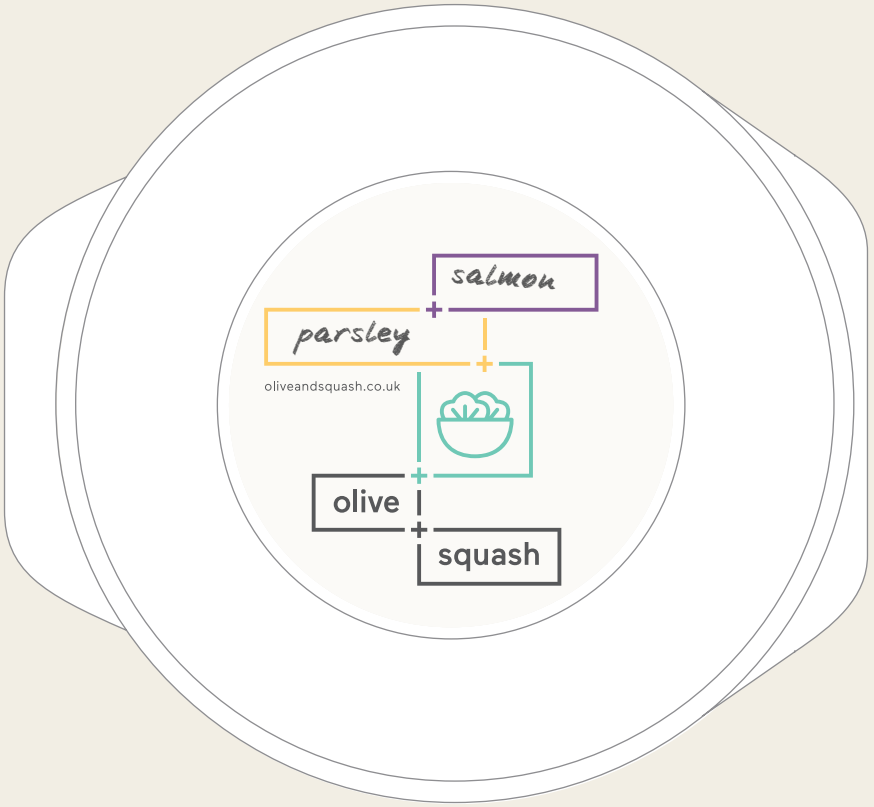
Supplier
Oldacres
Richard Brown
services@oldacres.co.uk

Artwork File path
> 01_Final Artwork
> 02_Print Applications

Status
Produced

2 PACKAGING

2.1 Salad Bowl

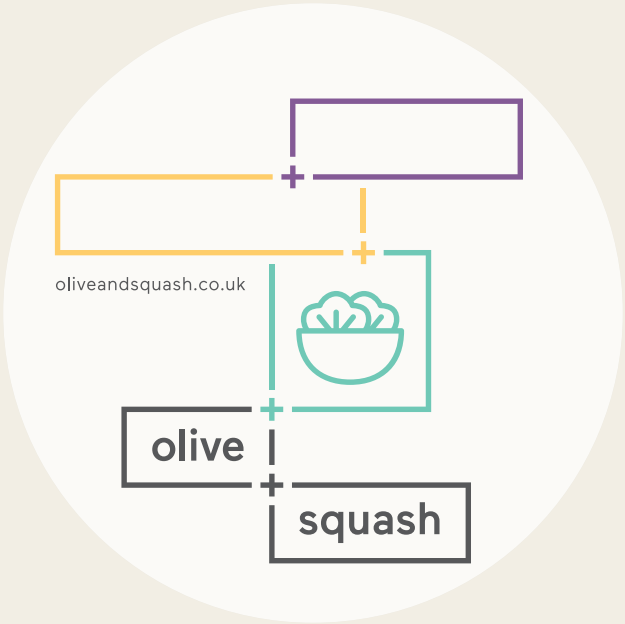


Production Spec
Size: 1000 CC

Supplier
Cater 4 you
Kate Grove
kate@cater4you.co.uk

Status
Delivered

2.1 Salad Bowl – Sticker



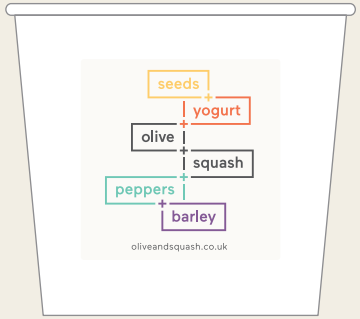
Production Spec
Format: 92mm
Print: CMYK
Material: Textur paper 320

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

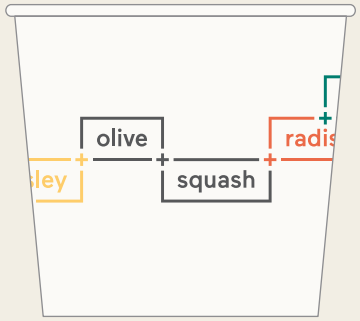
Production Spec
Format: see image
Print: CMYK
Material: Textur paper 320

Supplier
fastlabels.co.uk

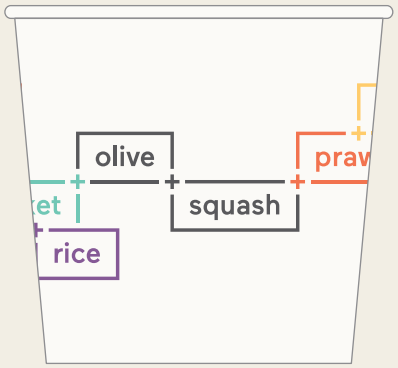
Artwork File path
> 01_Final Artwork
> 02_Packaging

Status
Produced

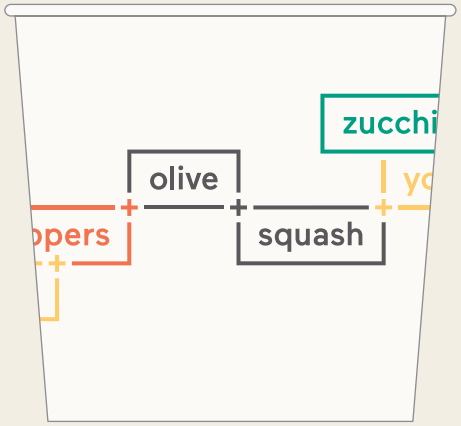
2.2 Soup Pots – Printed



12oz
use for porridge



16oz
use for soup



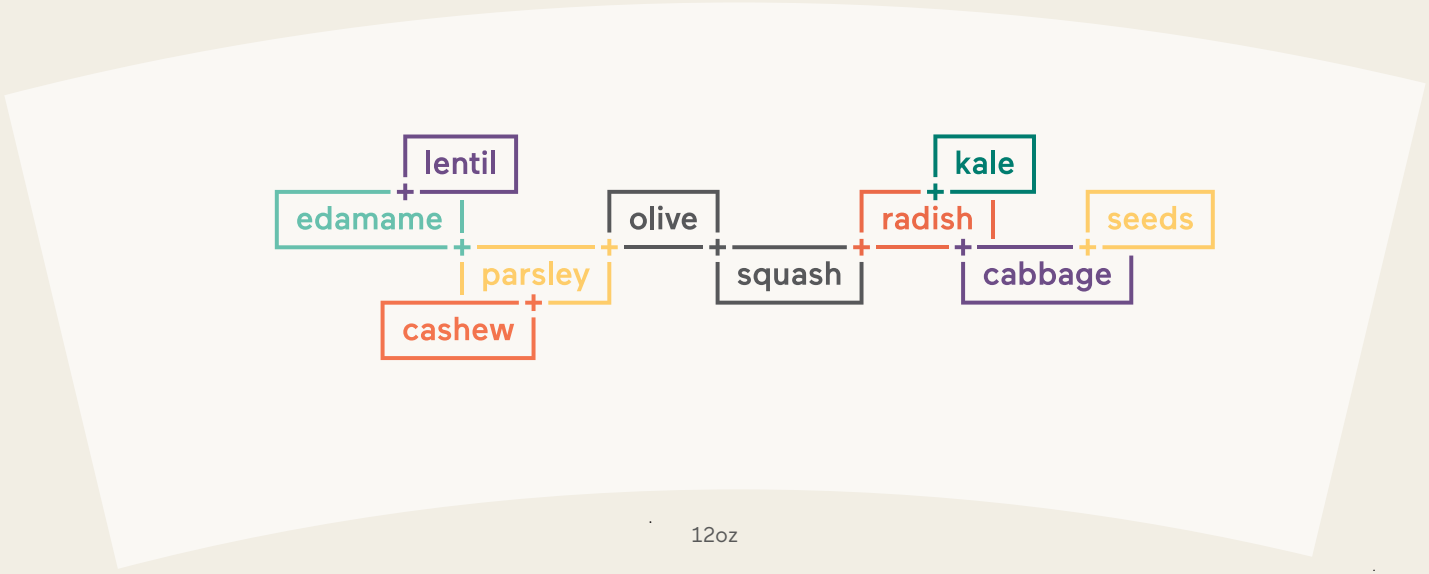
26oz
use for chunky soups

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

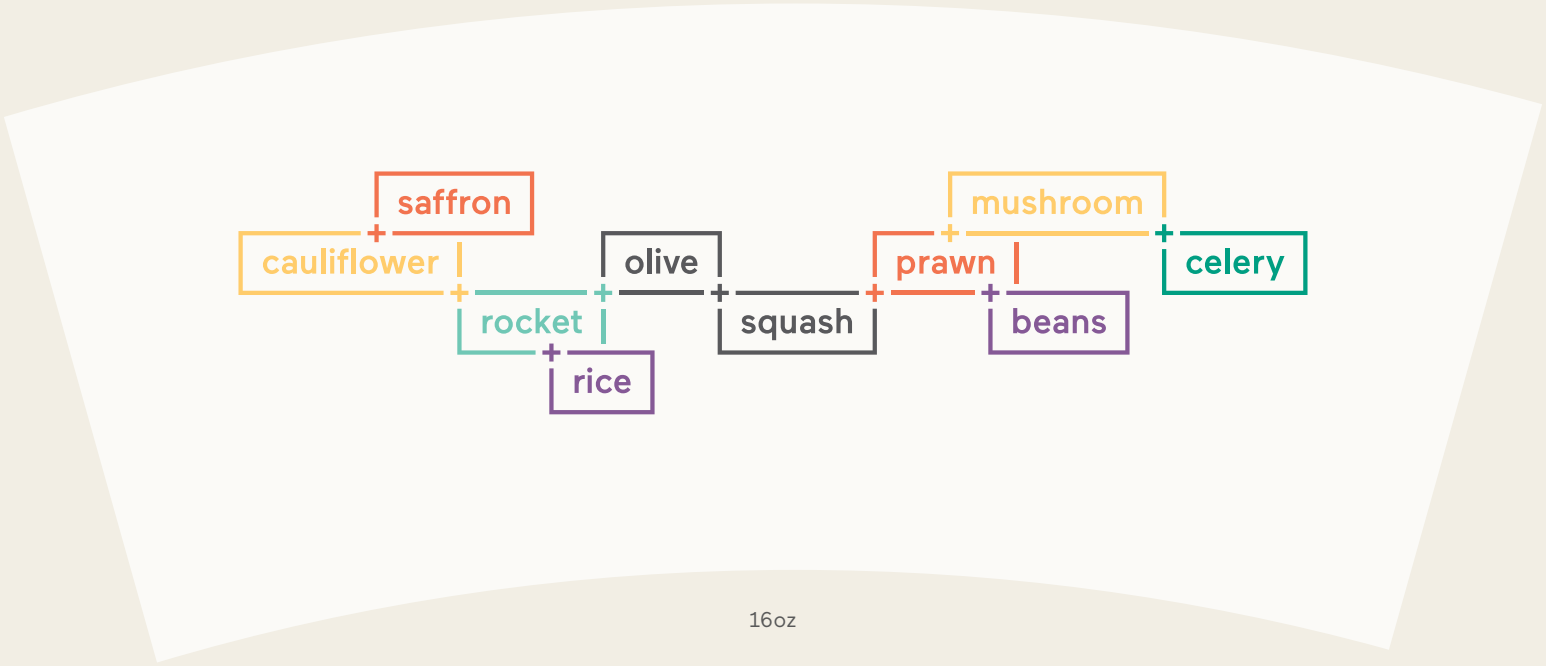
Supplier
Enviropack Sales
sales@enviropack.org.uk

Status
Not Produced

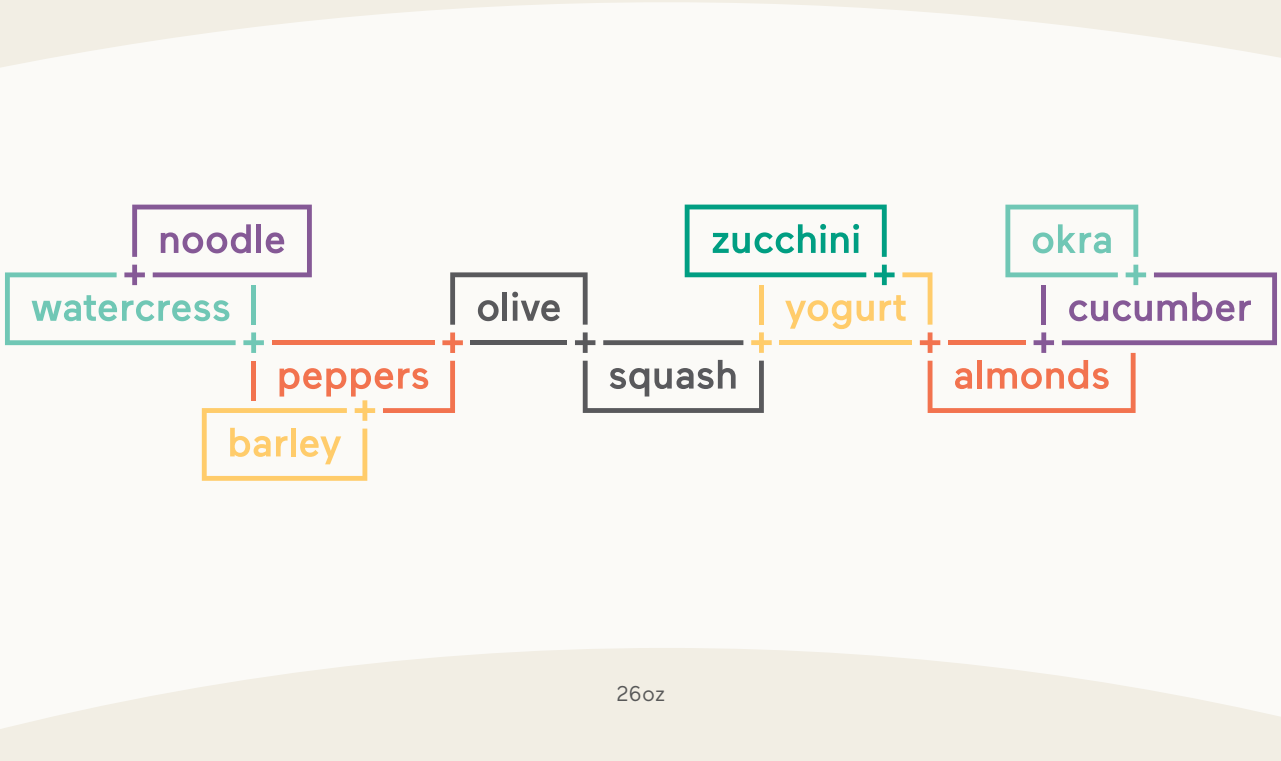
2.2 Soup Pots – Printed



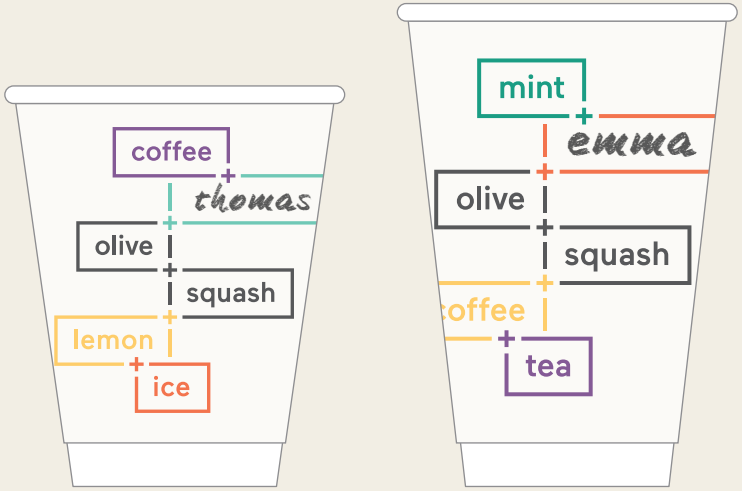
2.2 Soup Pots – Printed



2.2 Soup Pots – Printed



2.3 Cups



8oz 12oz

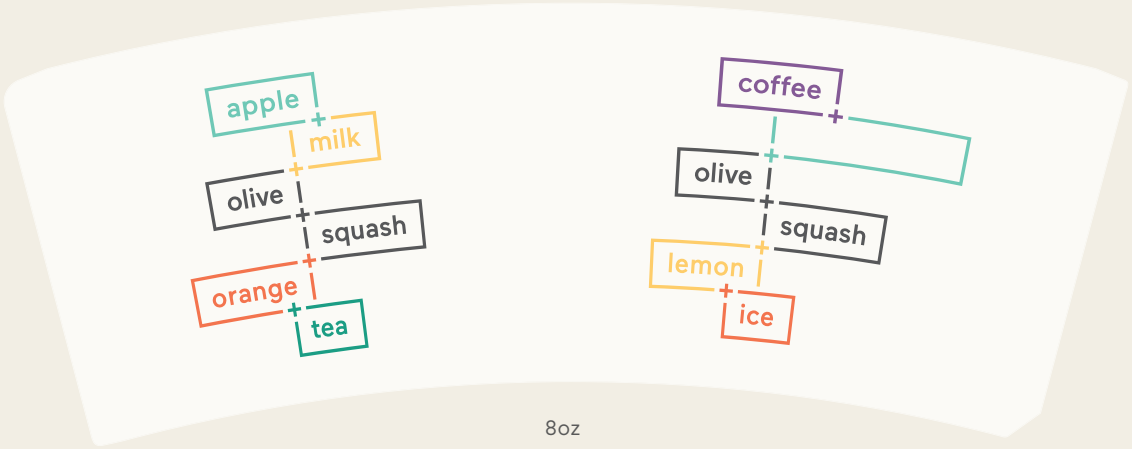
Production Spec
Format: 8/12oz double-walled
Print: CMYK
Finishing: Matt

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

Artwork File path
> 01_Final Artwork
> 02_Packaging

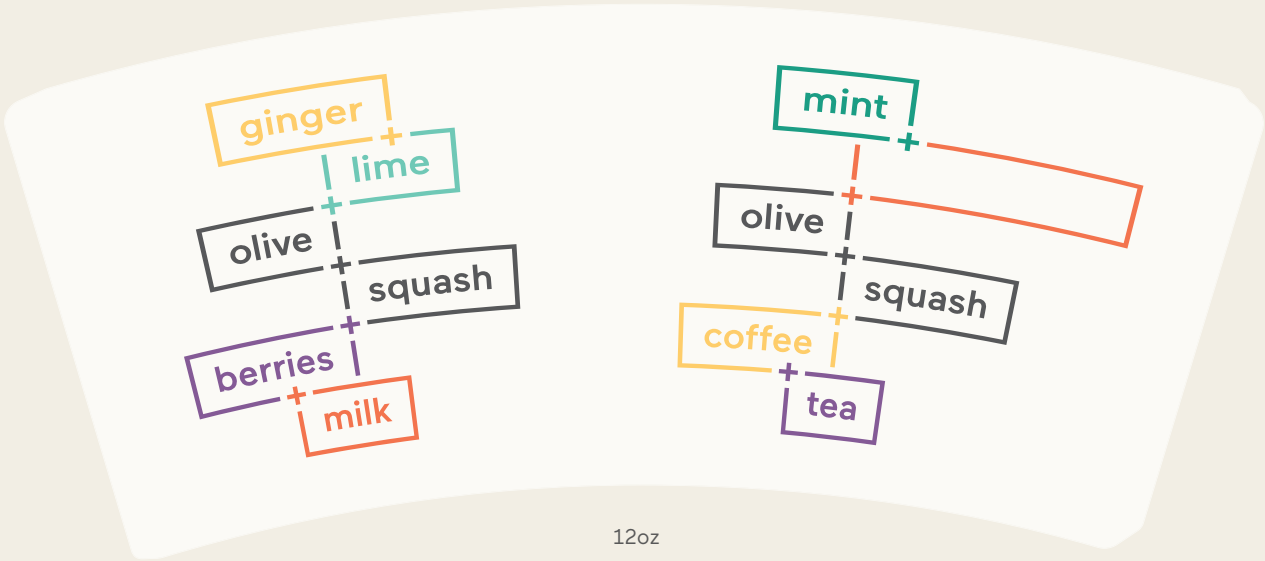
Status
Produced

2.3 Cups


apple
milk
olive
squash
orange
tea
coffee
olive
squash
lemon
ice

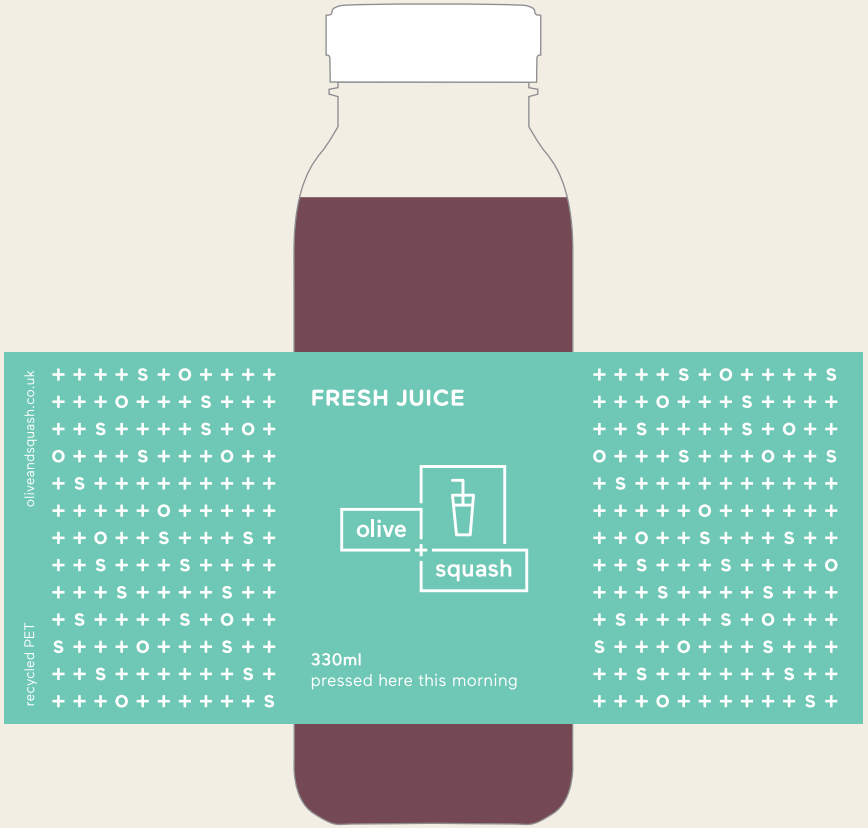
8oz

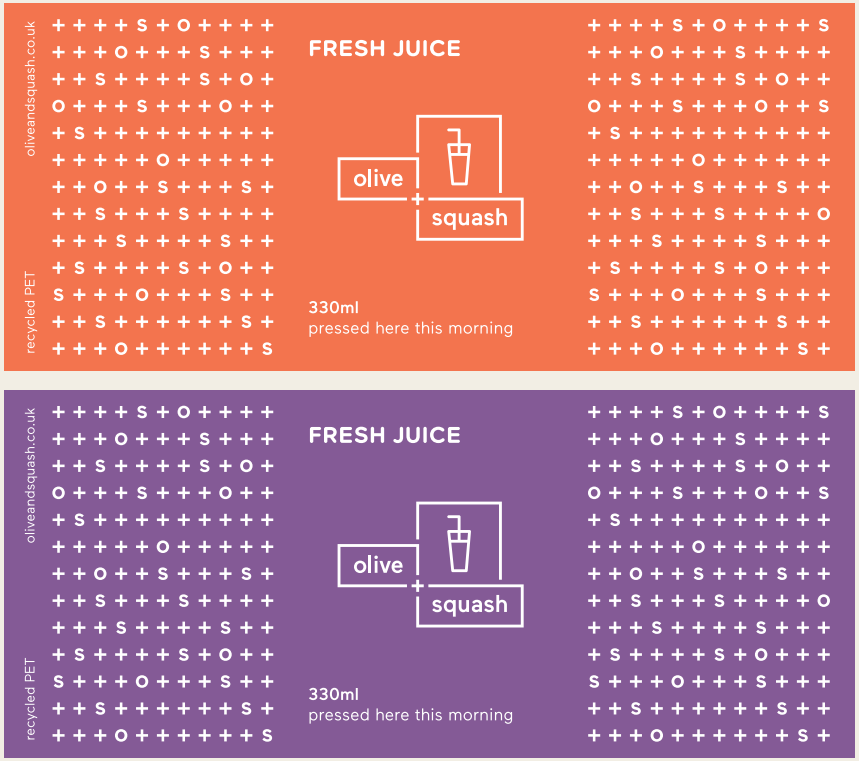
2.3 Cups


ginger
lime
olive
squash
berries
milk
mint
olive
squash
coffee
tea

12oz

2.4 Juice Label – General





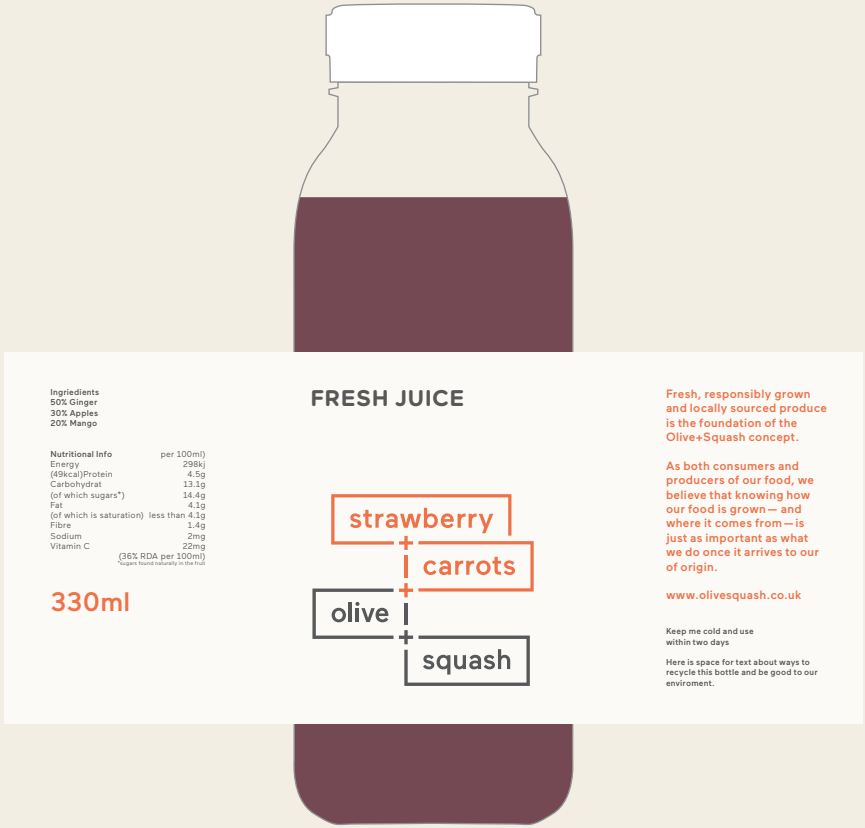
Production Spec
Format: 185mm x 80mm
Print: 1 Spot colour per card
Material: Cyclus Offset 300gsm

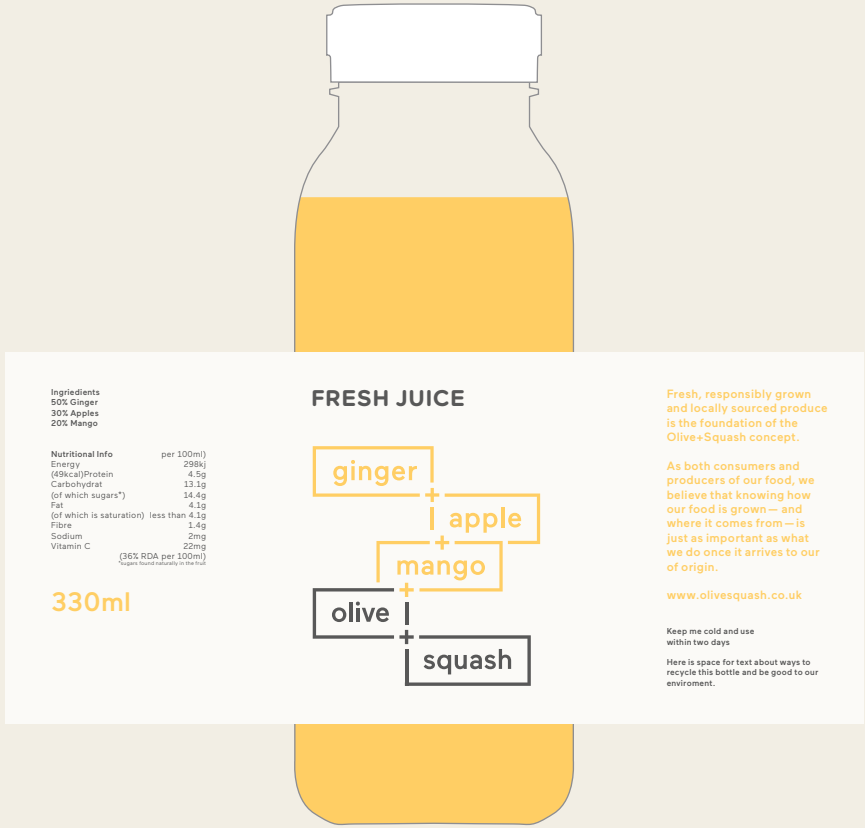
Supplier
fastlabels.co.uk

Artwork File path
> 01_Final Artwork
> 02_Packaging

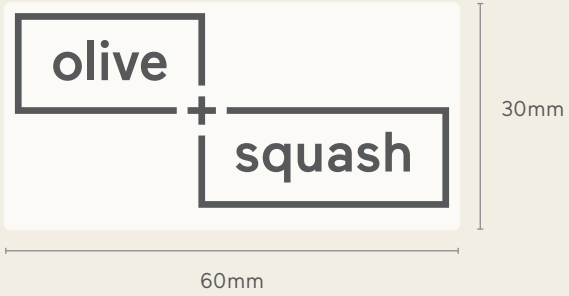
Status
Produced

2.4 Juice Label – Specific Juices





2.5 Sticker – General rectangle



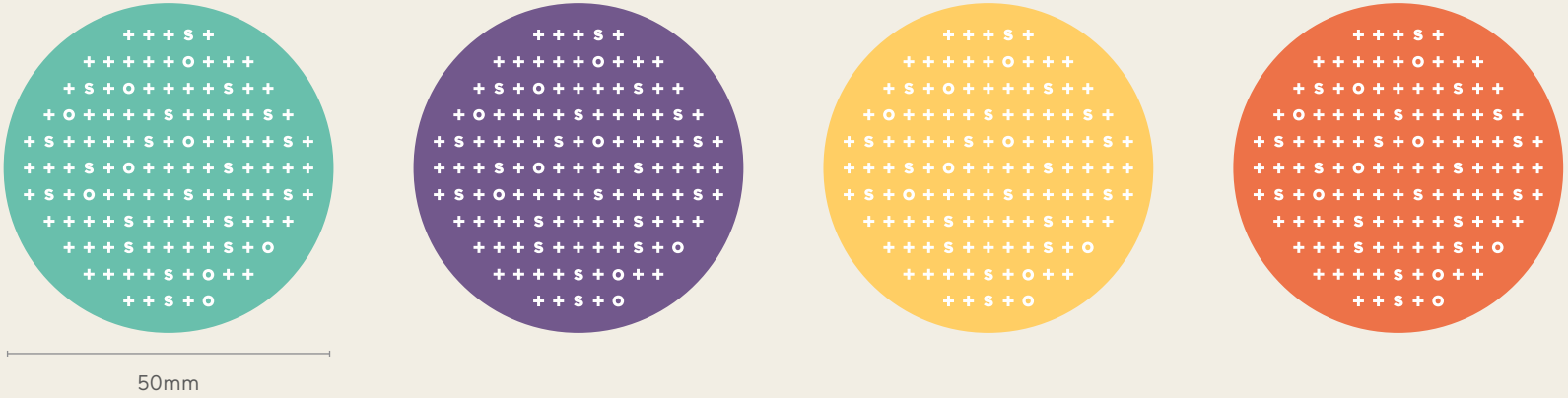
Production Spec
Format: 60mm × 30mm
Material: CMYK
Paper: Textured Paper 320

Supplier
fastlabels.co.uk

Artwork File path
> 01_Final Artwork
> 02_Packaging

Status
Produced

2.5 Sticker – General round



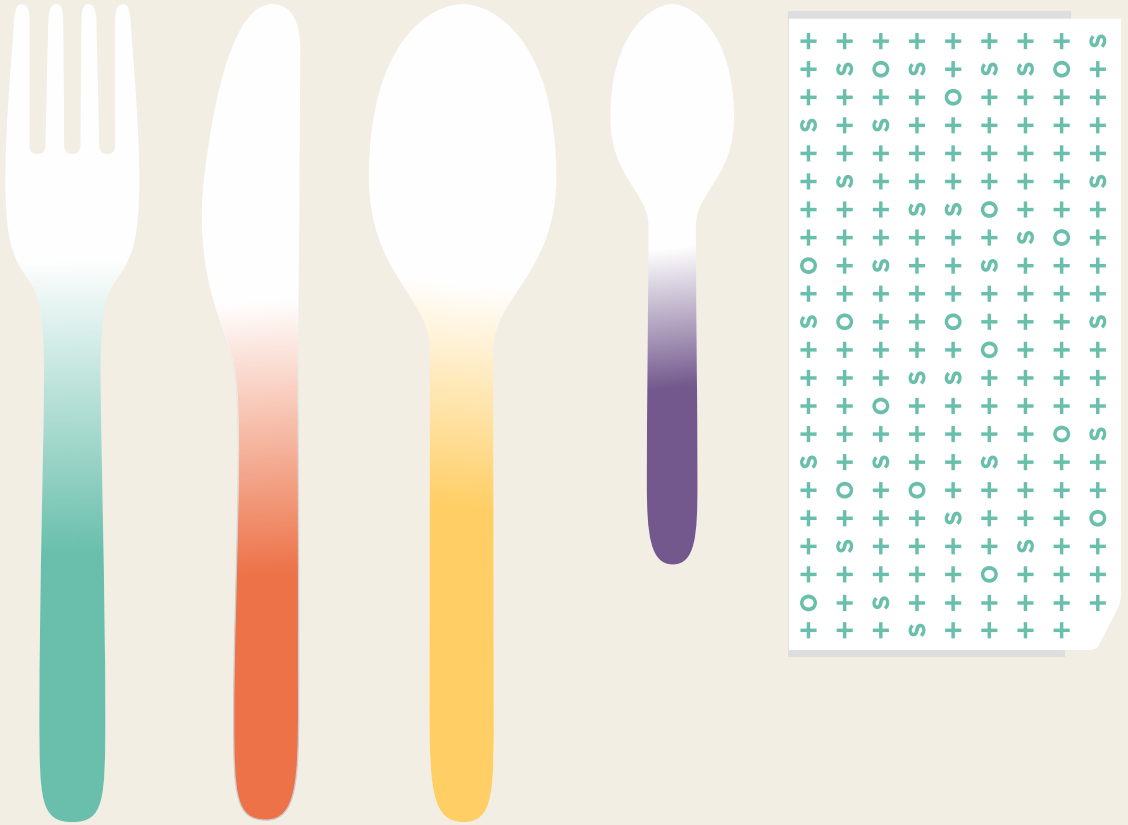
Production Spec
Format: 50mm x 50mm
Material: CMYK
Paper: Textured Paper 320

Supplier
fastlabels.co.uk

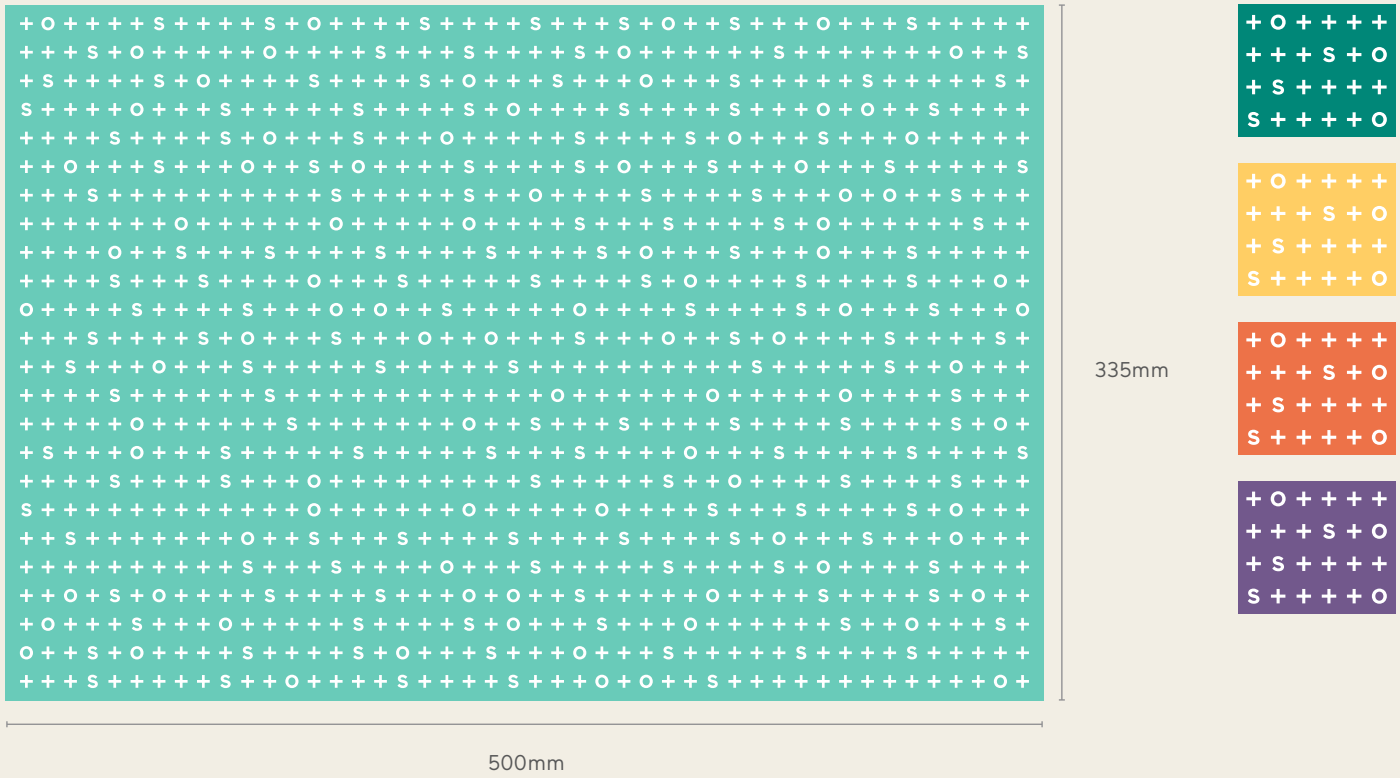
Artwork File path
> 01_Final Artwork
> 02_Packaging

Status
Not Produced

2.6 Cutlery and Napkin



2.7 Grease Proof Paper



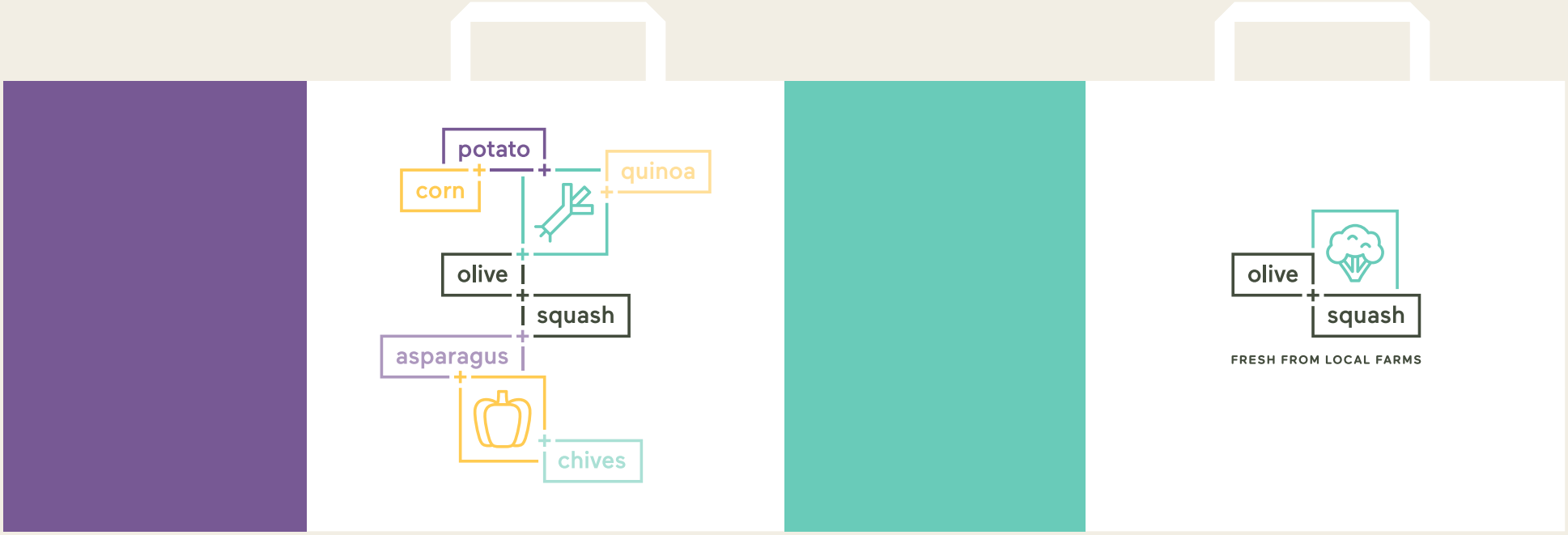
Production Spec
Format: 500mm x 335mm
Print: 1 pantone colour
Material: 38gsm White

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



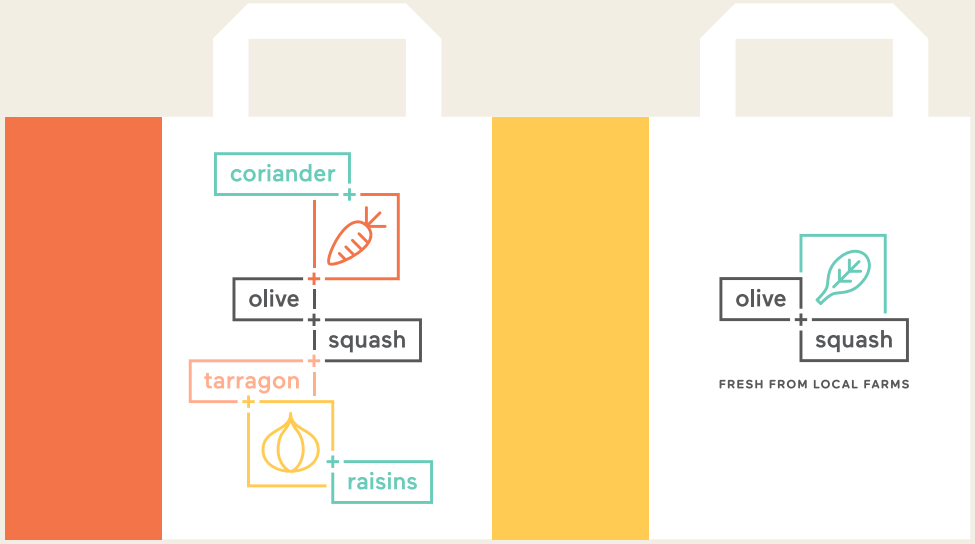
Production Spec
Format: 260mm x 175mm x 245mm
Stock: White Kraft
Print: 4 Spot colours

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

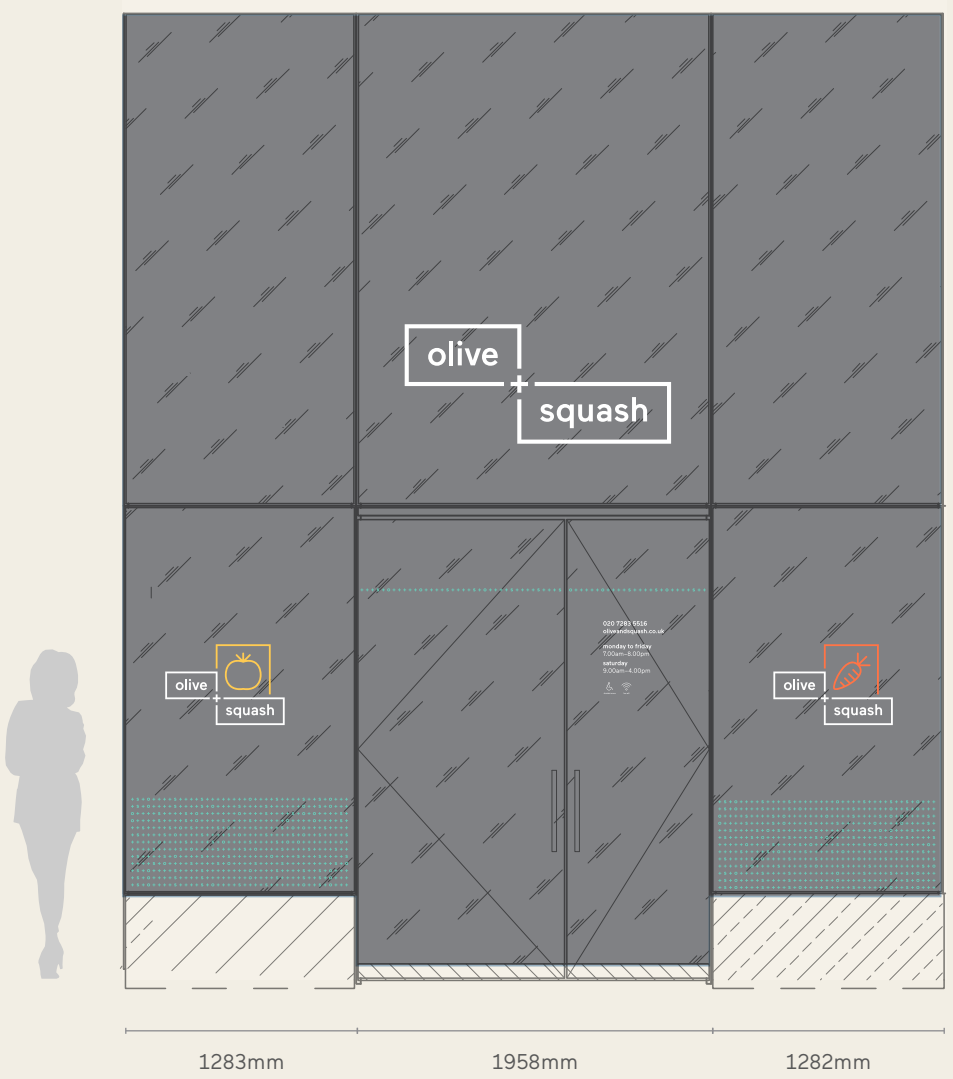
Supplier
Templecoombe
Julia Dimmick
julia.dimick@templecoombe.co.uk

Artwork File path
> 01_Final Artwork
> 02_Packaging

Status
Produced

3 SIGNAGE AND INTERIOR

3.1 Facade



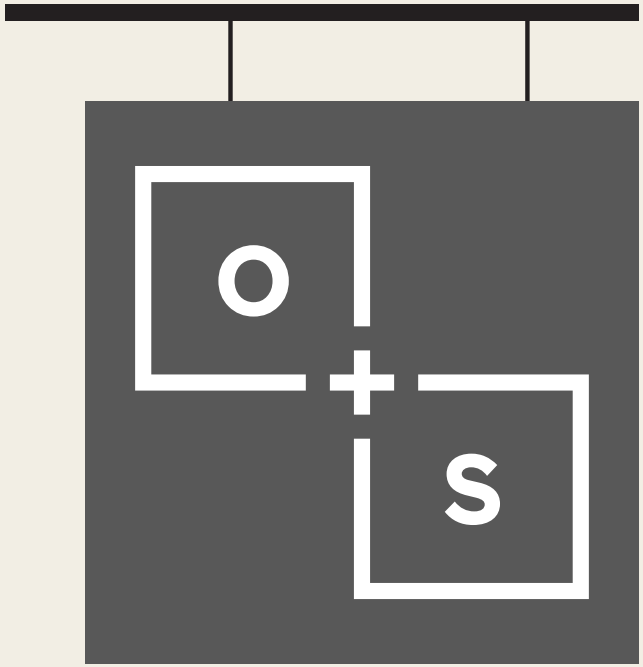
Production Spec
Main logo: white acrylic
Illustrations: coloured vinyl matching brand
Decal: digitally printed transparent film

Supplier
Castleton Signs
Alan Merryweather
alanm@castletonsigns.co.uk

Artwork File path
> 01_Final Artwork
> 03_Signage

Status
Produced

3.2 Projecting Sign

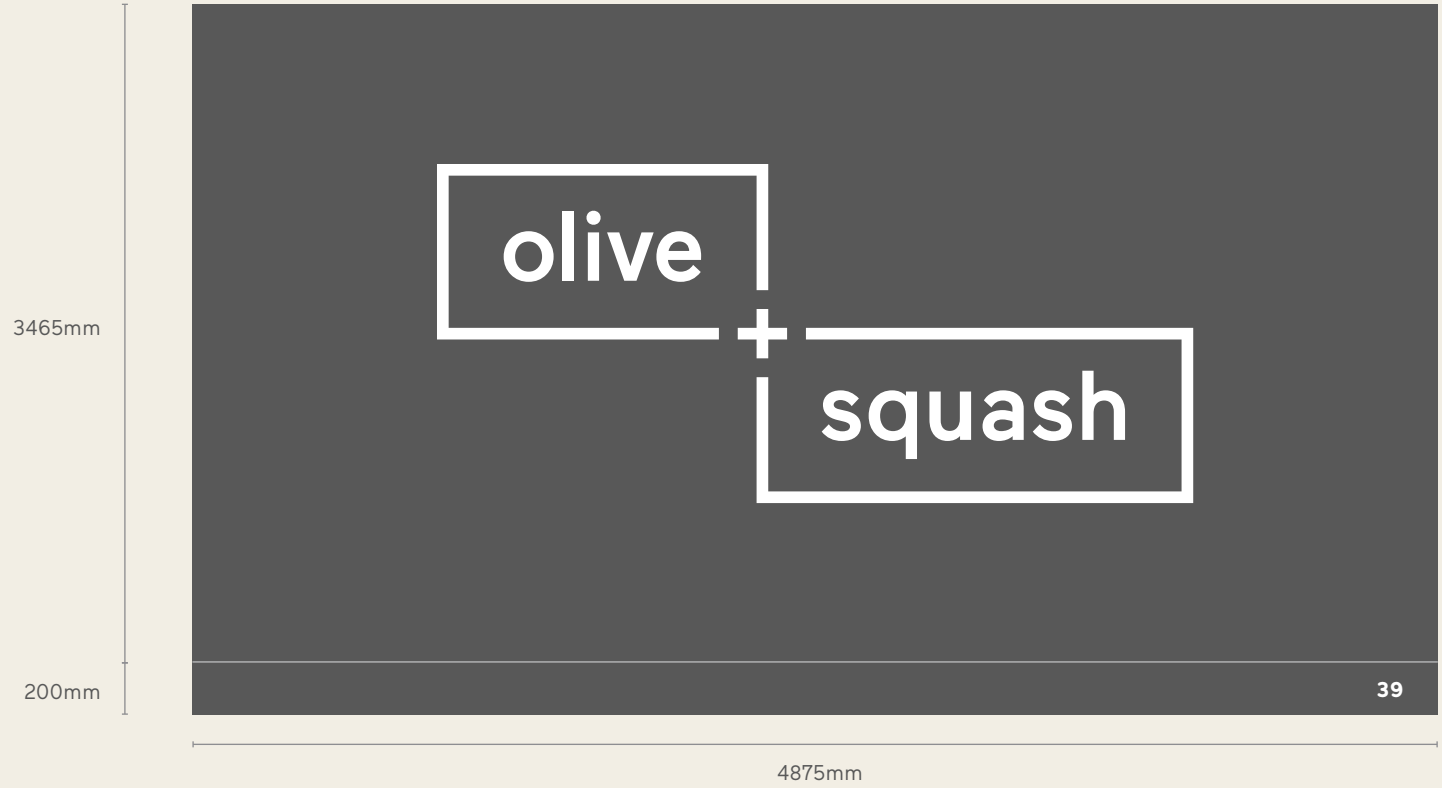


Production Spec
Format: 800mm × 800mm
Material: laser-cut metal/acrylic

Supplier
Castleton Signs
Alan Merryweather
alanm@castletonsigns.co.uk

Status
Not produced

3.3 Awning

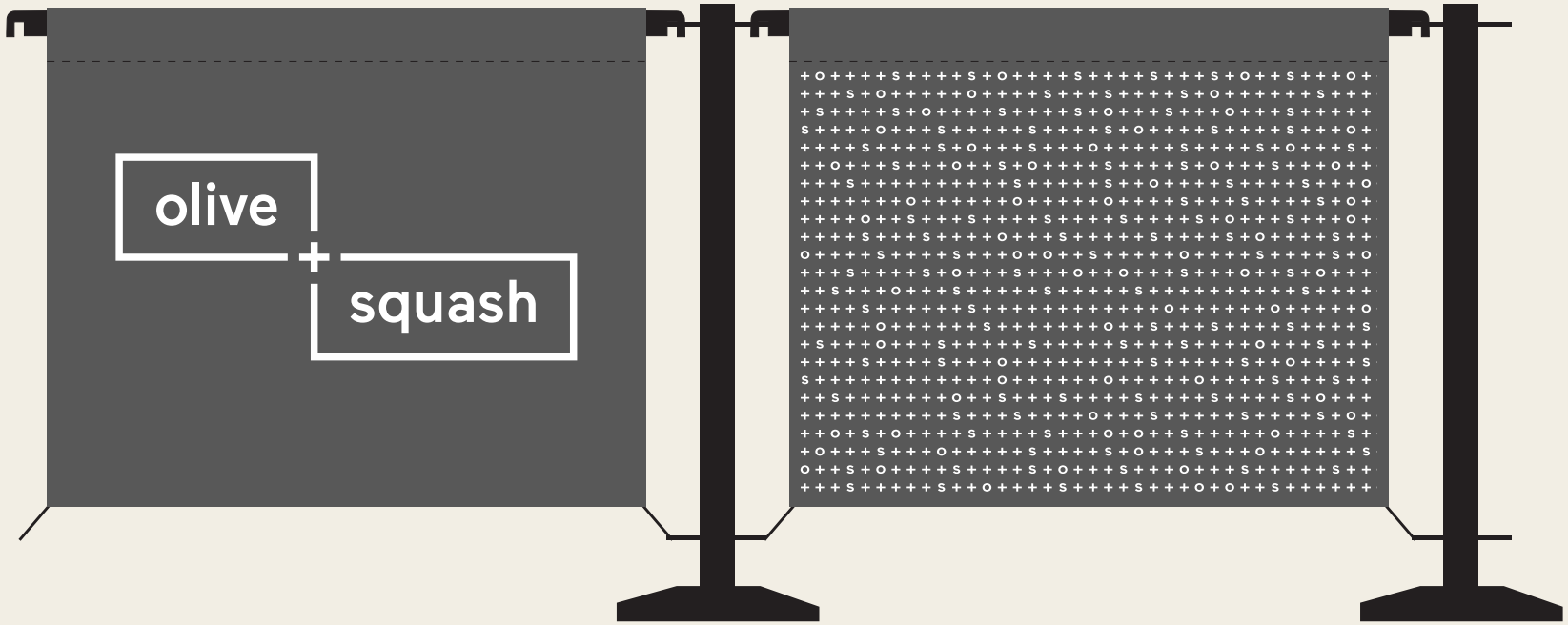


Production Spec
Format: see above
Material: Dark Grey R–103 Fabric
Print: 1 colour

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

Base
routed laminated plywood

Image and description
changeable digitally printed magnets

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

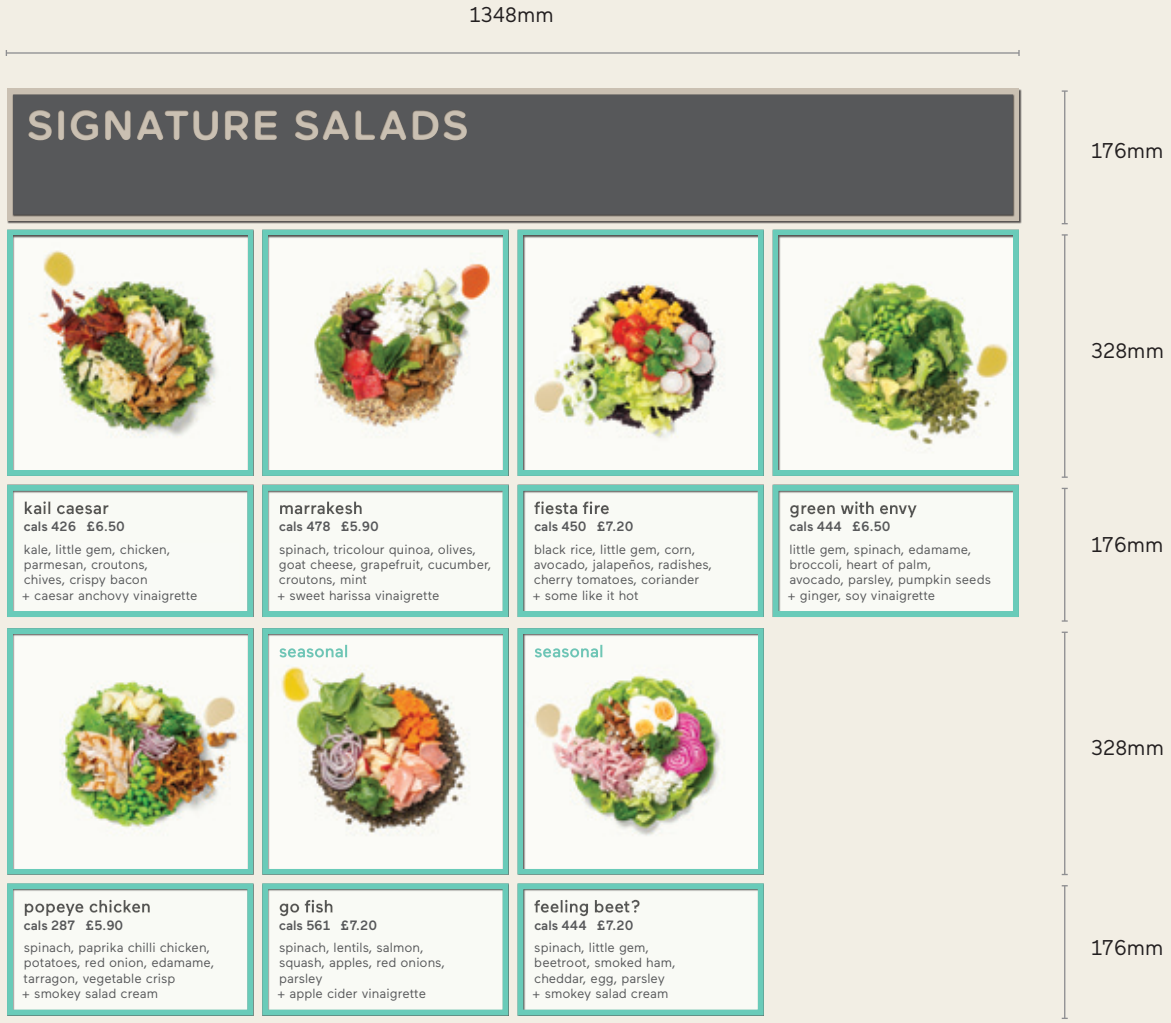
Artwork File path
> 01_Final Artwork
> 03_Signage

Status
Produced

3.7 Interior Menu Display

Base
routed laminated plywood

Image and description
changeable digitally printed magnets



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

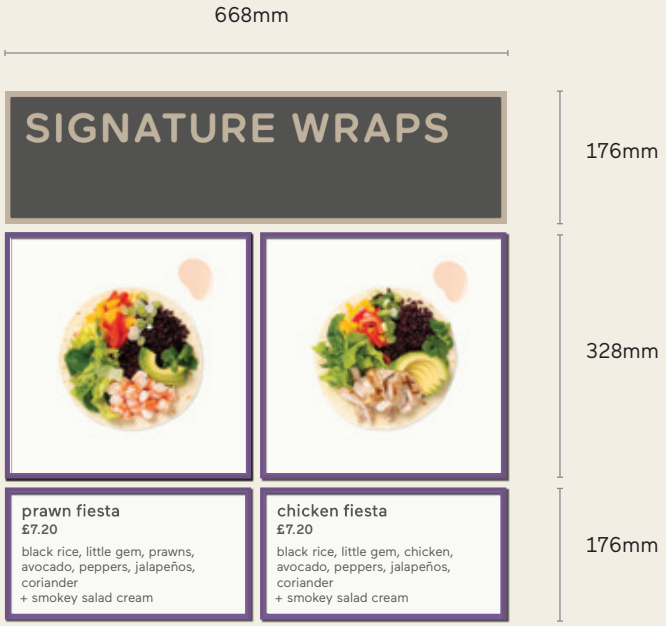
Artwork File path
> 01_Final Artwork
> 03_Signage

Status
Produced

3.7 Interior Menu Display

Base
routed laminated plywood

Image and description
changeable digitally printed magnets



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

311mm

35mm

magnetic stripes for create your own

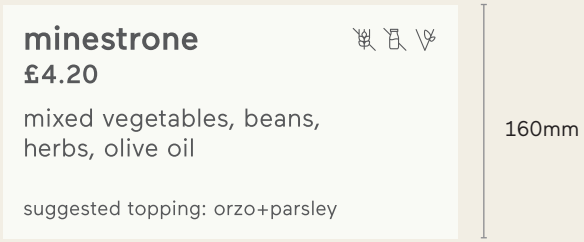
310mm

310mm

160mm

magnetic stripes for salad and wrap menu

310mm



160mm

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

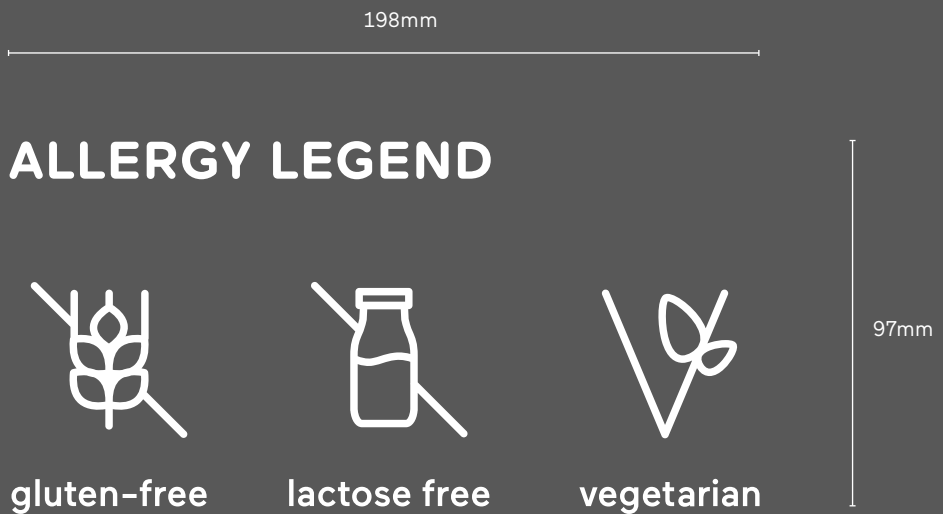
Production Spec
Format: diverse dimensions
Material: laminated plywood

Supplier
CNC Projects
sales@cncprojects.co.uk

Artwork File path
> 01_Final Artwork
> 03_Signage

Status
Produced

3.9 Allergy Legend Sign



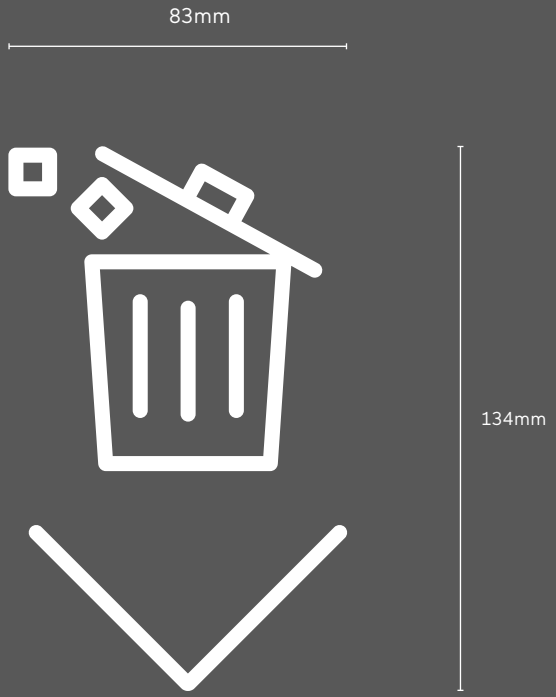
Production Spec
Format: 198mm × 97mm
Print: white vinyl die-cut

Supplier
Puck Studio
Dave
studio@puckstudio.co.uk

Artwork File path
> 01_Final Artwork
> 03_Signage

Status
Produced

3.9 Litter Sign



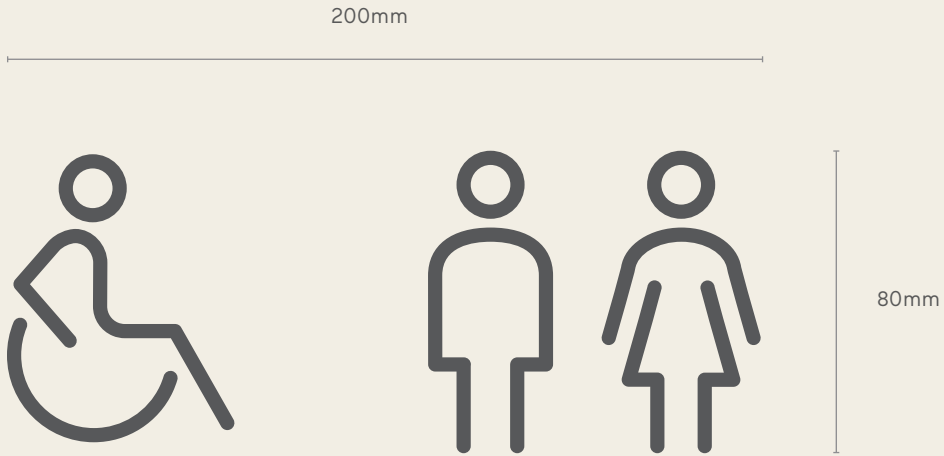
Production Spec
Format: 83mm × 134mm
Print: white vinyl die-cut

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

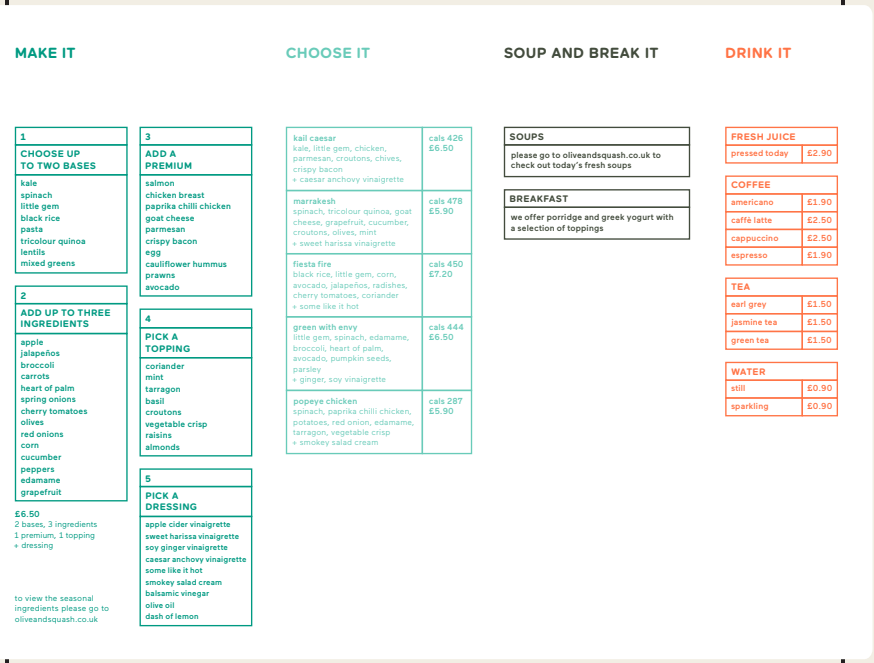
Production Spec
Format: 200 × 300mm
Material: dark grey vinyl

Supplier
Puck Studio
Dave
studio@puckstudio.co.uk

Artwork File path
> 01_Final Artwork
> 03_Signage

Status
Produced

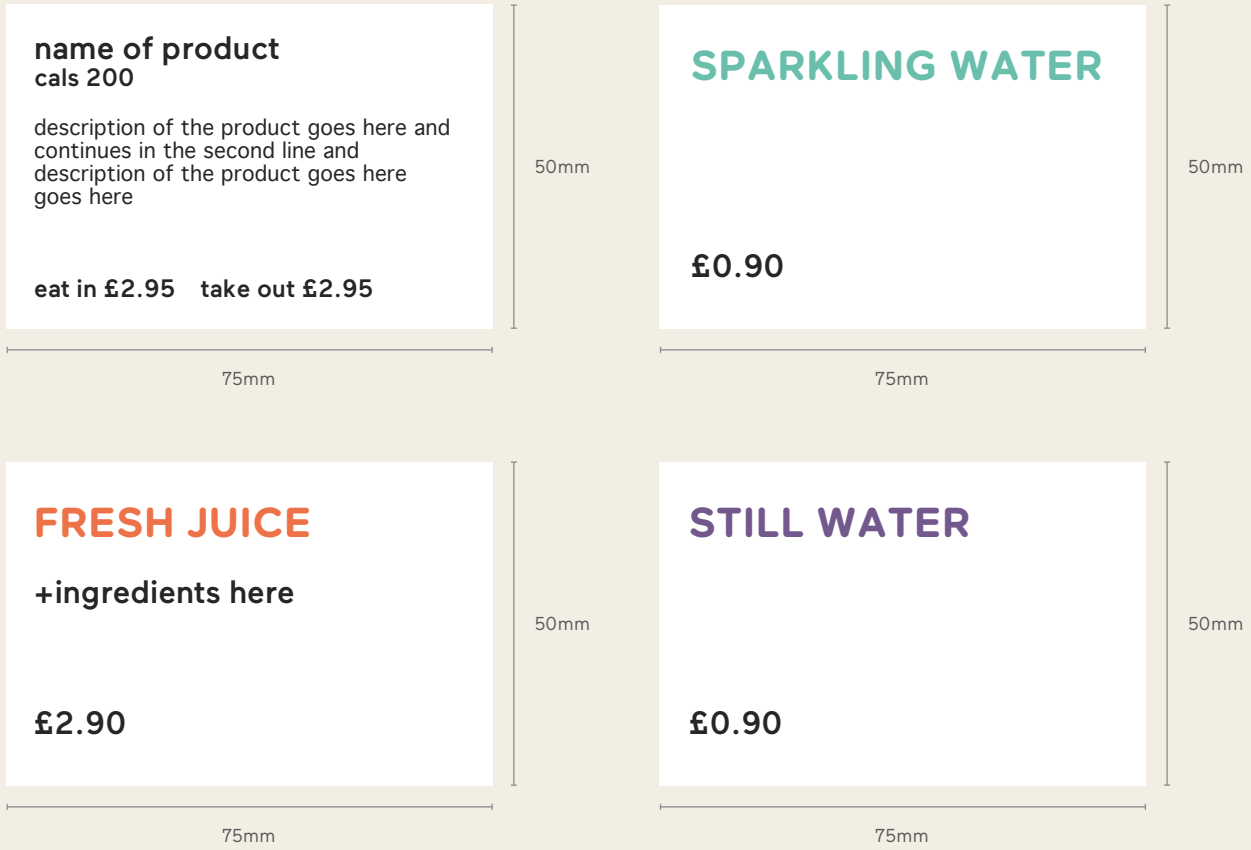
3.13 Window Menu



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

name of product **cals 200** description of the product goes here and continues in the second line and description of the product goes here goes here **eat in £2.95 take out £2.95**	**name of product** **cals 200** description of the product goes here and continues in the second line and description of the product goes here goes here **eat in £2.95 take out £2.95**	**name of product** **cals 200** description of the product goes here and continues in the second line and description of the product goes here goes here **eat in £2.95 take out £2.95**
name of product **cals 200** description of the product goes here and continues in the second line and description of the product goes here goes here **eat in £2.95 take out £2.95**	**name of product** **cals 200** description of the product goes here and continues in the second line and description of the product goes here goes here **eat in £2.95 take out £2.95**	**name of product** **cals 200** description of the product goes here and continues in the second line and description of the product goes here goes here **eat in £2.95 take out £2.95**
name of product **cals 200** description of the product goes here and continues in the second line and description of the product goes here goes here **eat in £2.95 take out £2.95**	**name of product** **cals 200** description of the product goes here and continues in the second line and description of the product goes here goes here **eat in £2.95 take out £2.95**	**name of product** **cals 200** description of the product goes here and continues in the second line and description of the product goes here goes here **eat in £2.95 take out £2.95**

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

FRESH JUICE +ingredients here £2.90	**SPARKLING WATER** £0.90	**STILL WATER** £0.90
FRESH JUICE +ingredients here +ingredients here £2.90	**SPARKLING WATER** £0.90	**STILL WATER** £0.90
FRESH JUICE +ingredients here +ingredients here +ingredients here £2.90	**SPARKLING WATER** £0.90	**STILL WATER** £0.90

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

details about product

cauliflower hummus
made this morning!

name of product

heart of palm

large labels 26mm x 160mm

name of product

details about product

apple
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

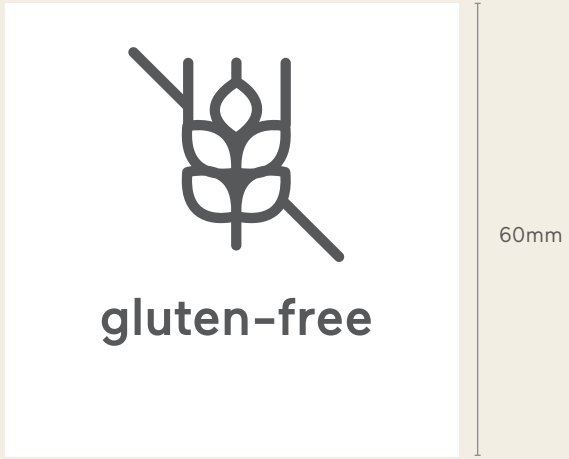
Status
Produced

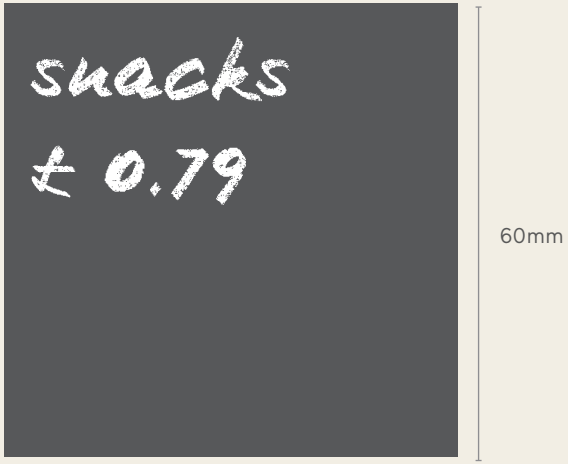
3.14 Labelling System – Salad Bar Label Holder

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

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
ial: Cyclus Offset 300gsm

Supplier
Oldacres
Richard Brown
services@oldacres.co.uk

Artwork File path
> 01_Final Artwork
> 01_Print Applications

Status
Designed

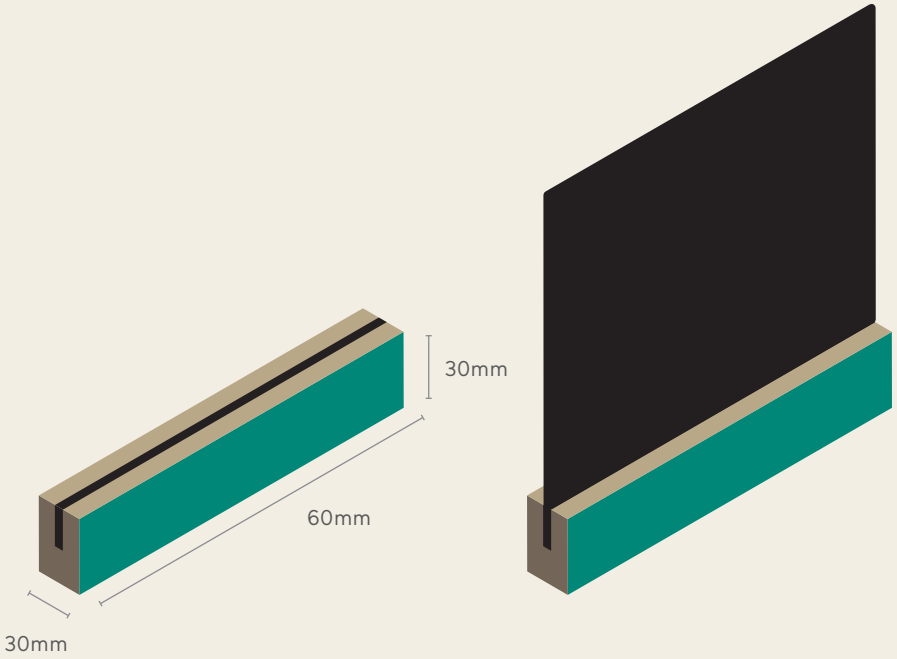
3.14 Labelling System – Chalkboards

Production Spec
Format: 60mm x 60mm
Material: laminated Chalkboard

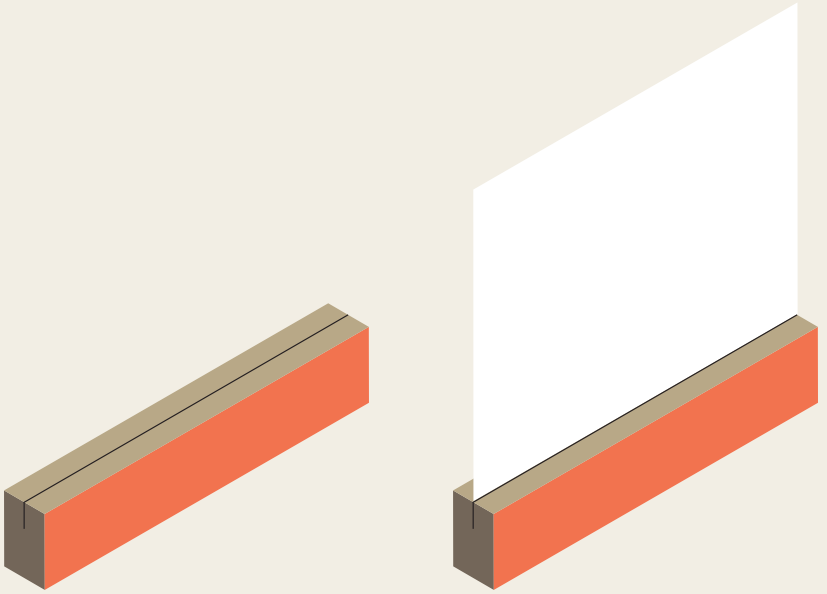
Supplier
Daniel Bradley
dan@danielbradley.co.uk

Status
Produced

3.14 Labelling System – Counter Label Holders



holder for chalkboards



holder for paper cards

Production Spec
Format: 30mm x 30mm x 60mm
Material: different coloured laminated plywood

Supplier
Daniel Bradley
dan@danielbradley.co.uk

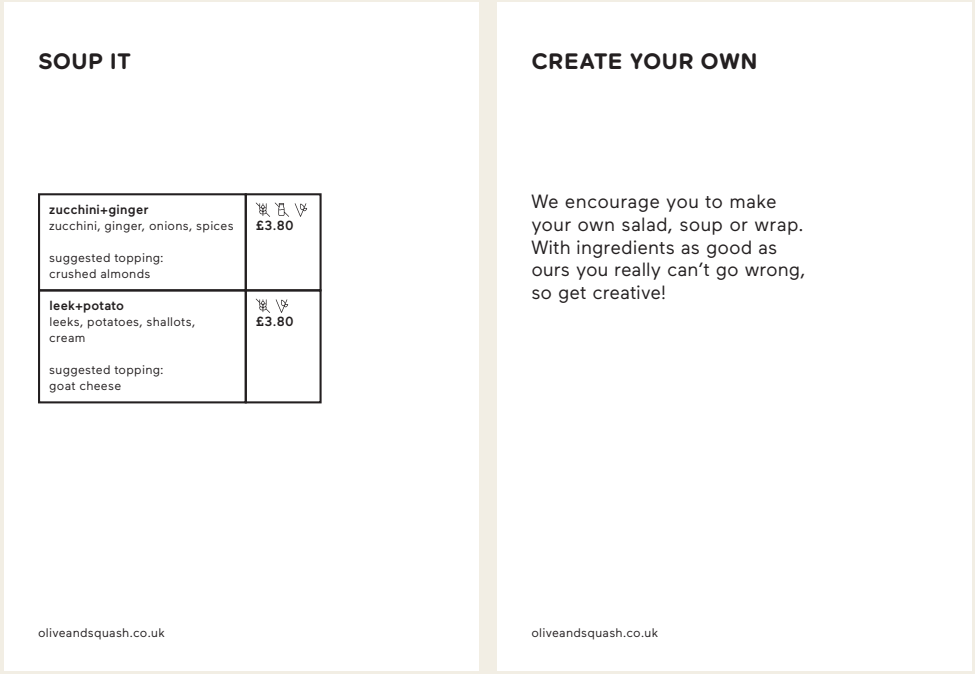
Status
Produced

3.15 Table Card

Title

Content

Website



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

Front

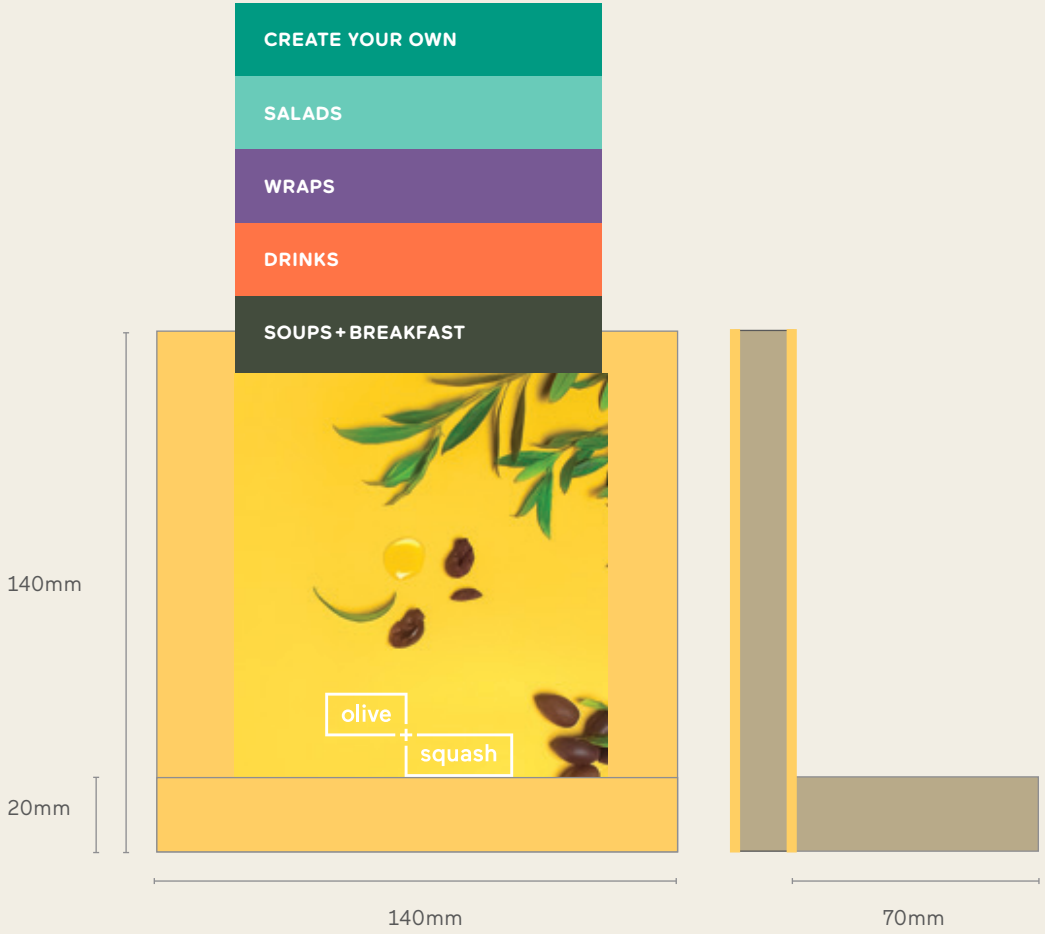
Side view

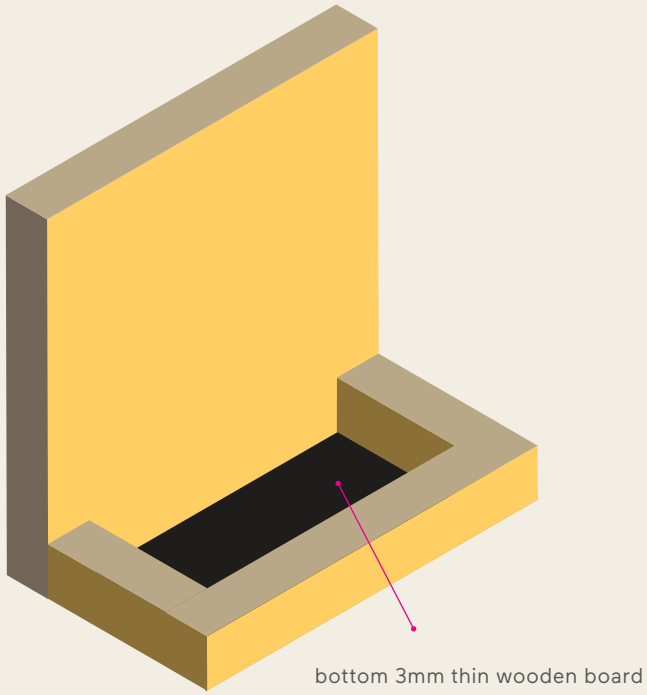
Production Spec
Format: 125mm x 168mm x 15mm
Material: yellow or orange coloured laminated Plywood

Supplier
Daniel Bradley
dan@danielbradley.co.uk

Status
Produced

3.16 Holder – Take-Away Menu



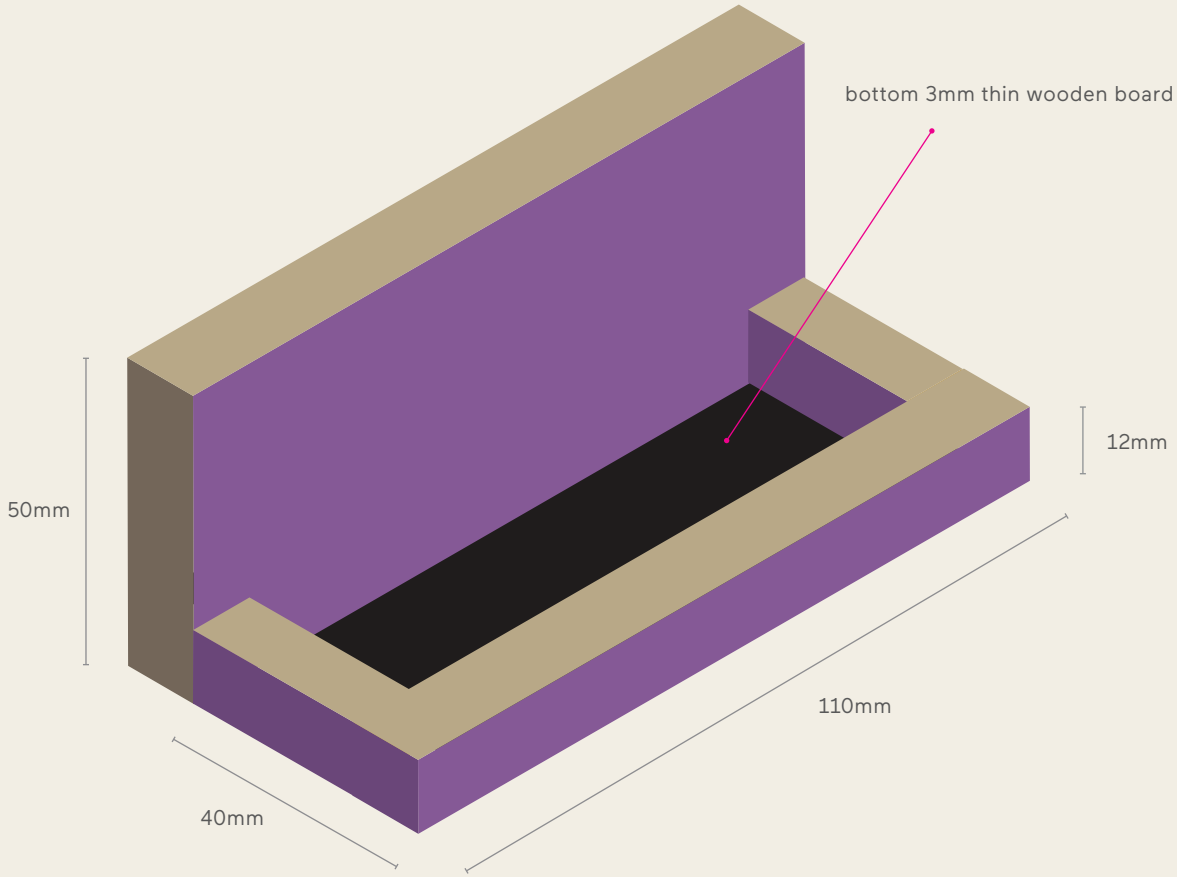


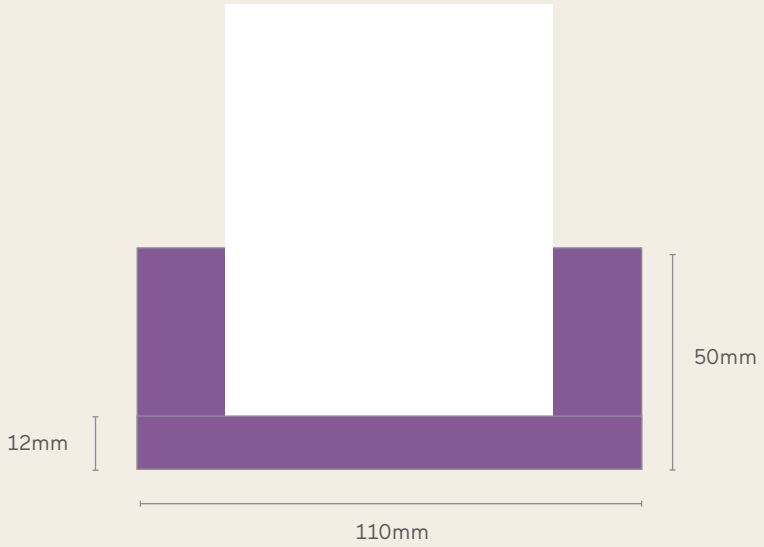
Production Spec
Format: 140mm x 140mm x 50mm
Material: yellow laminated Plywood

Supplier
Daniel Bradley
dan@danielbradley.co.uk

Status
Produced

3.16 Holder – Customer Feedback and Suggestion Card



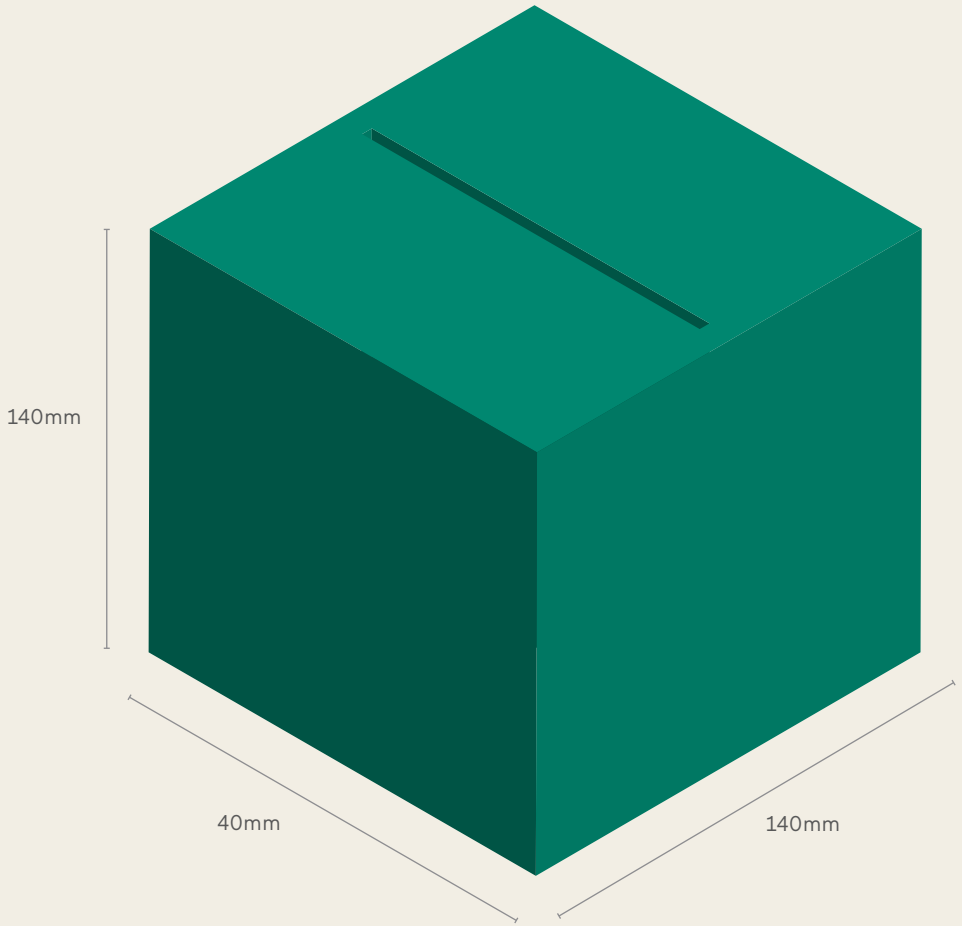


Production Spec
Format: 50mm x 110mm x 40mm
Material: laminated Plywood

Supplier
Daniel Bradley
dan@danielbradley.co.uk

Status
Produced

3.16 Holder – Suggestion box

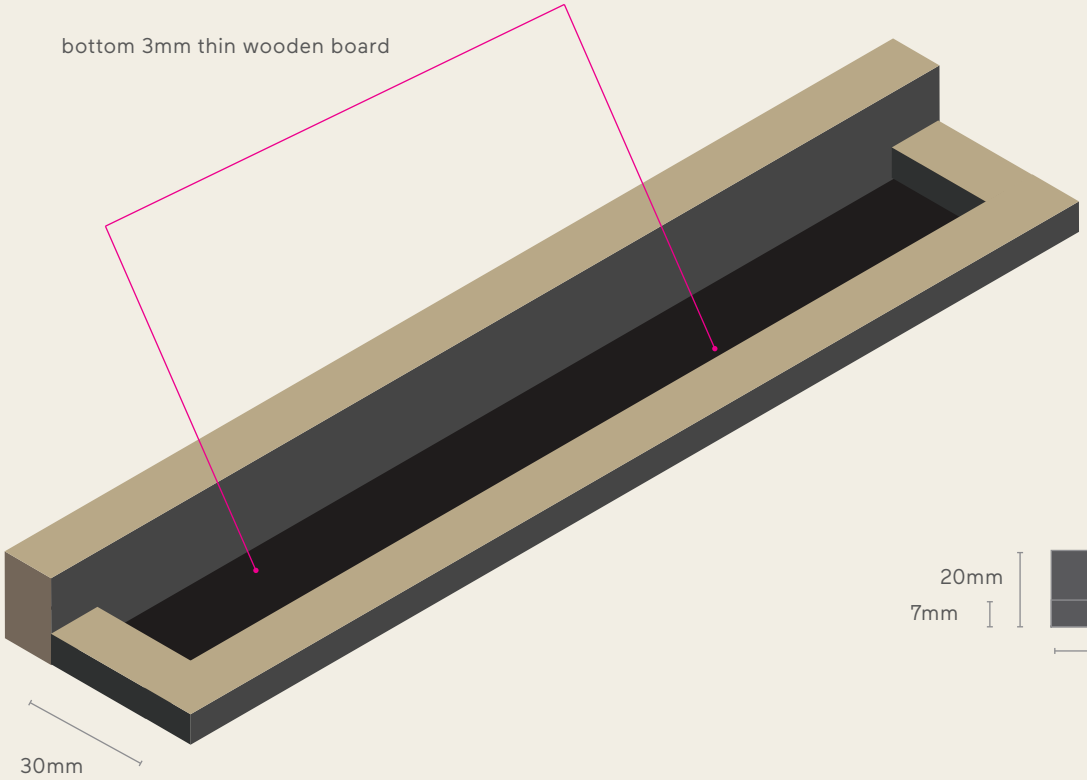


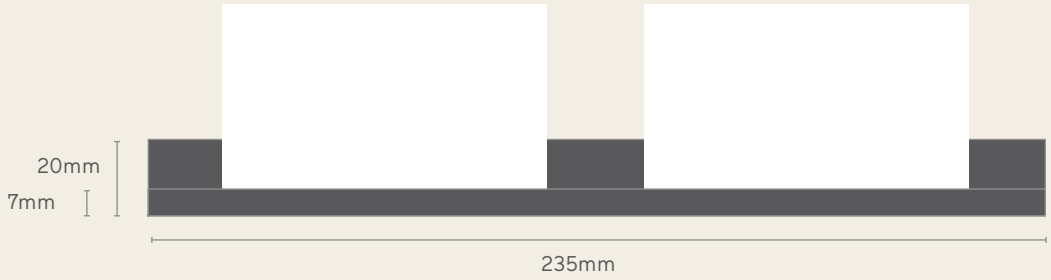
Production Spec
Format: 140mm x 140mm x 140mm
Material: laminated Plywood

Supplier
Daniel Bradley
dan@danielbradley.co.uk

Status
Produced

3.16 Holder – Loyalty and Shop Card



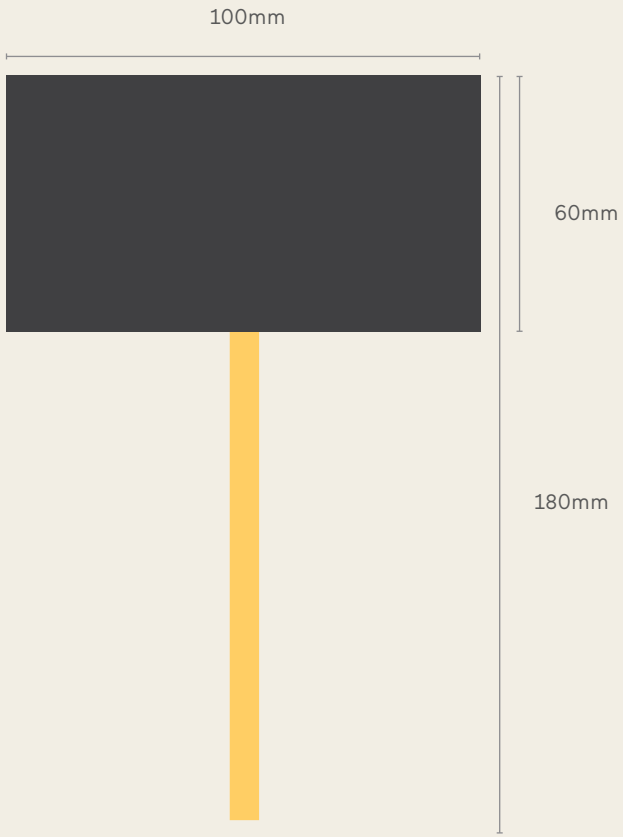


Production Spec
Format: 30mm x 235mm x 7mm
Material: laminated Plywood

Supplier
Daniel Bradley
dan@danielbradley.co.uk

Status
Produced

3.16 Holder – Label Stick



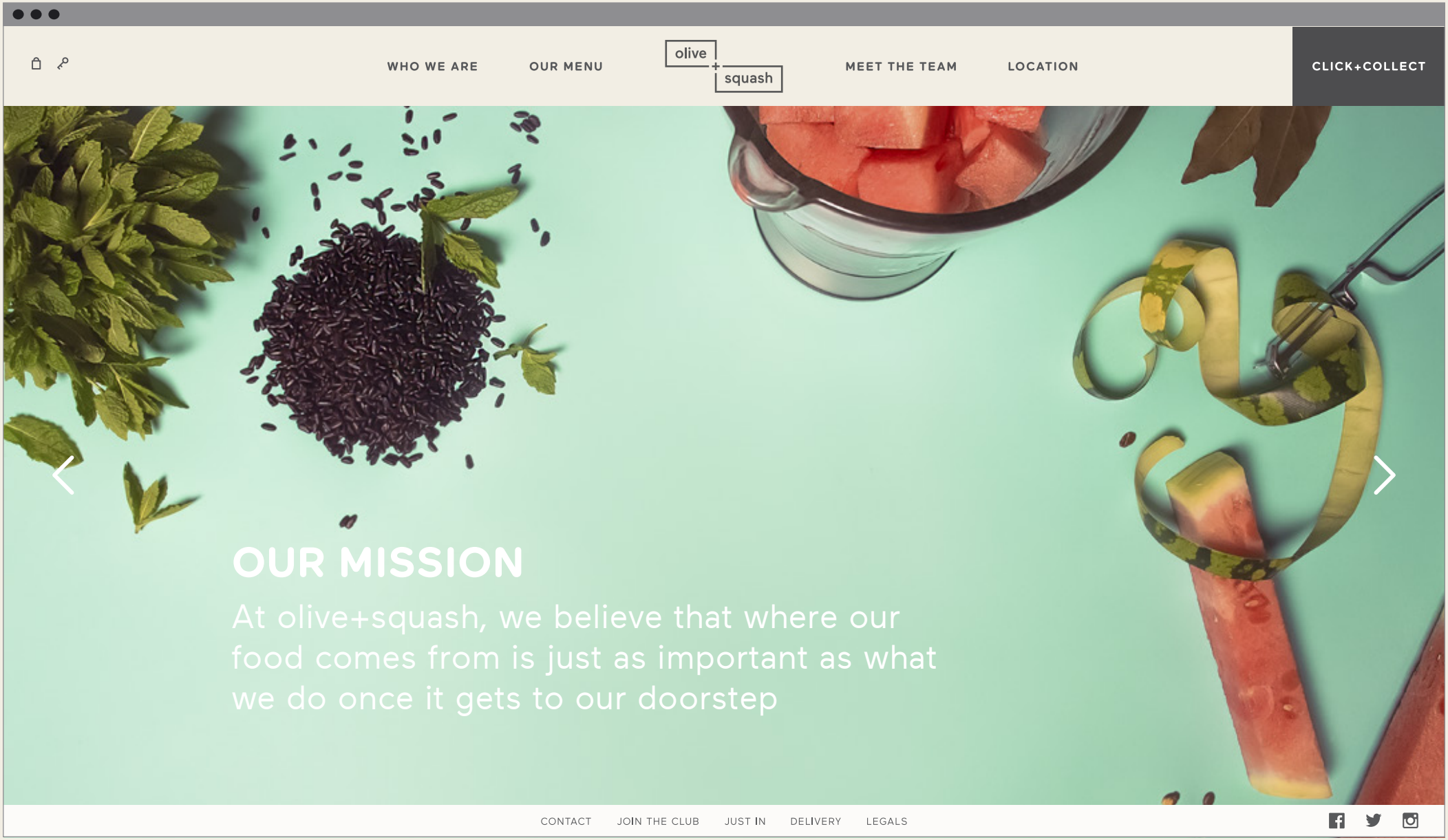
Production Spec
Format: 60mm x 100mm
Material: laminated Chalkboard

Supplier
Daniel Bradley
dan@danielbradley.co.uk

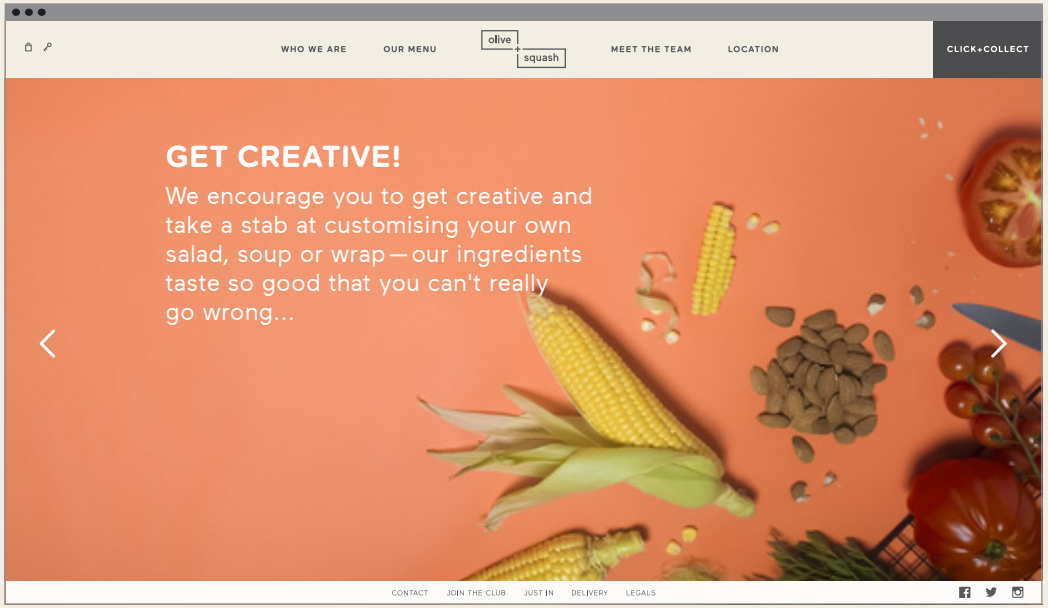
Status
Produced

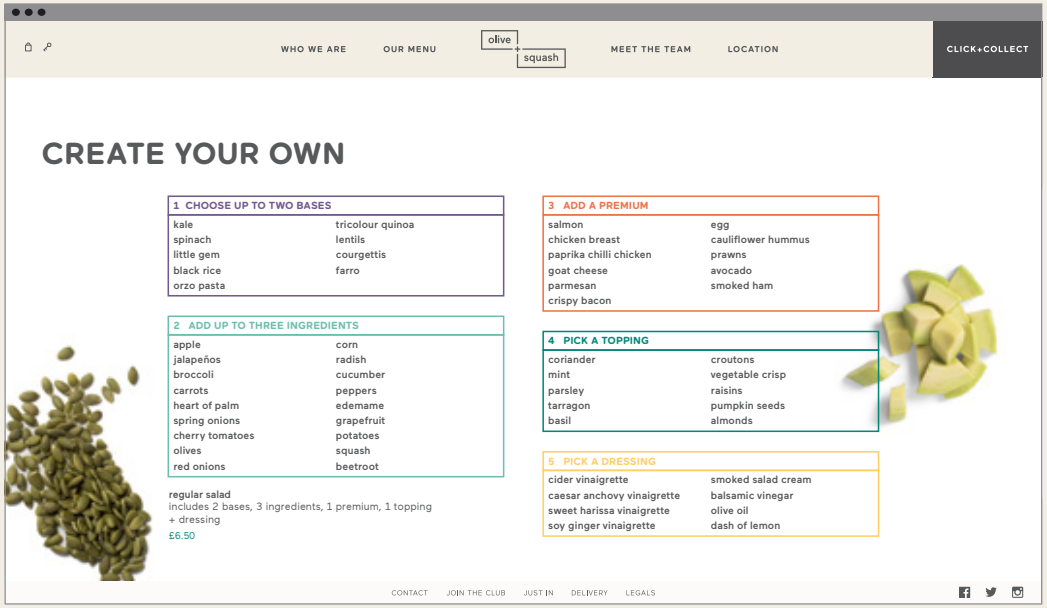
4 DIGITAL

4.1 Website – Home

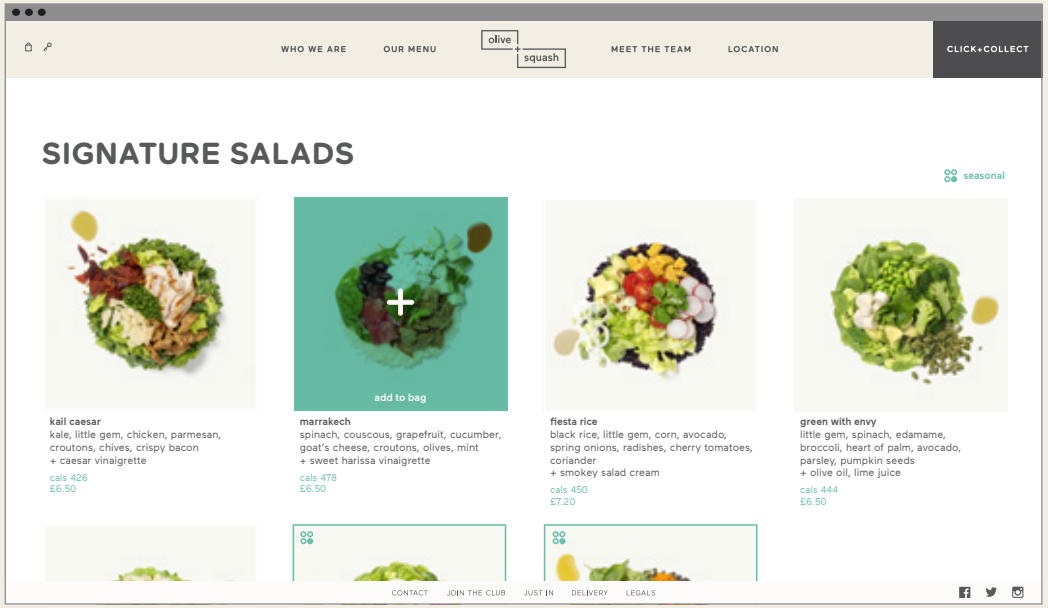


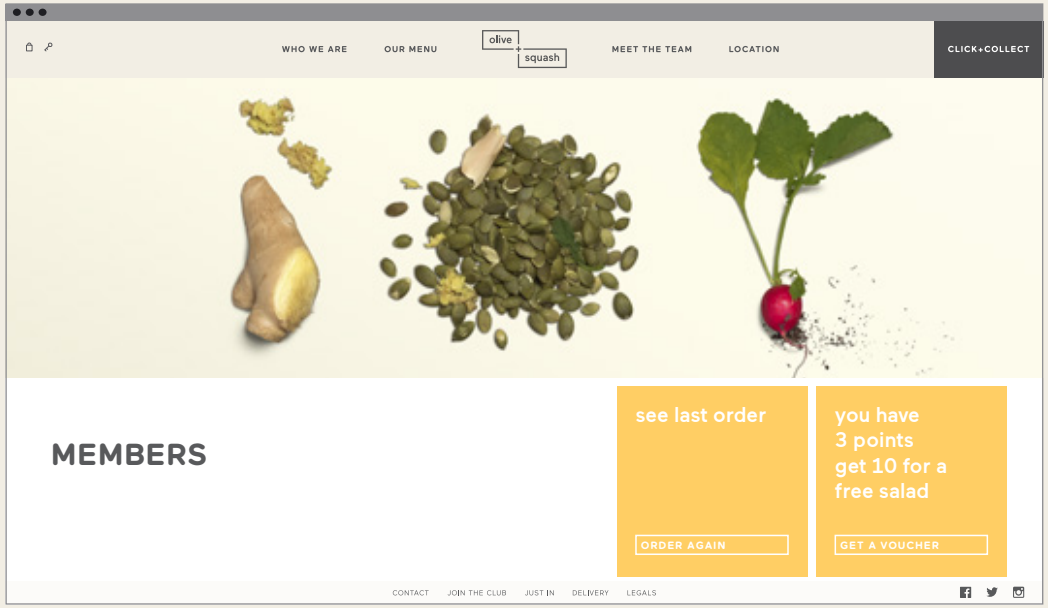
4.1 Website – Home



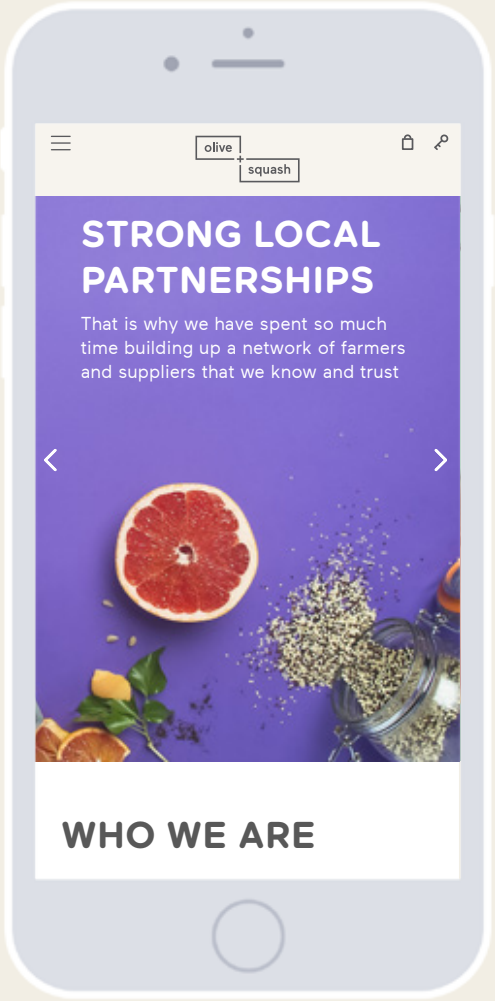


4.1 Website – Home

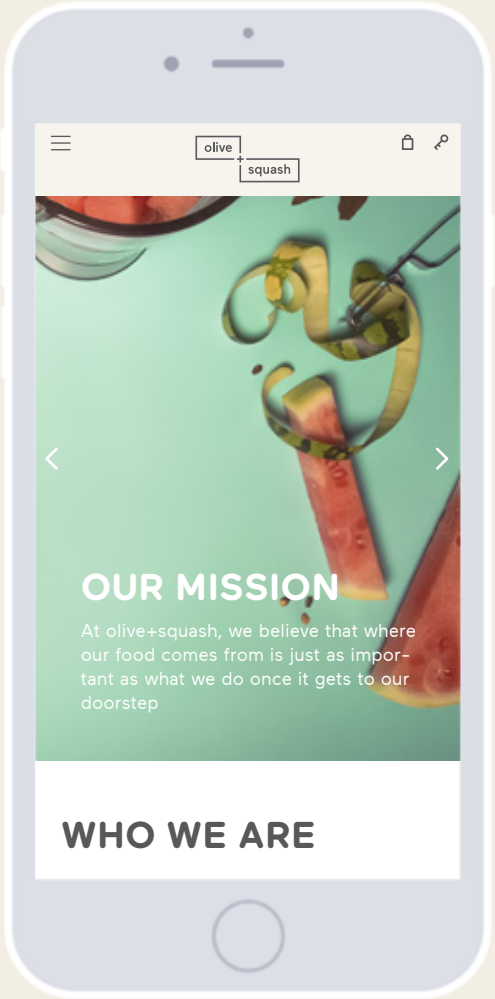


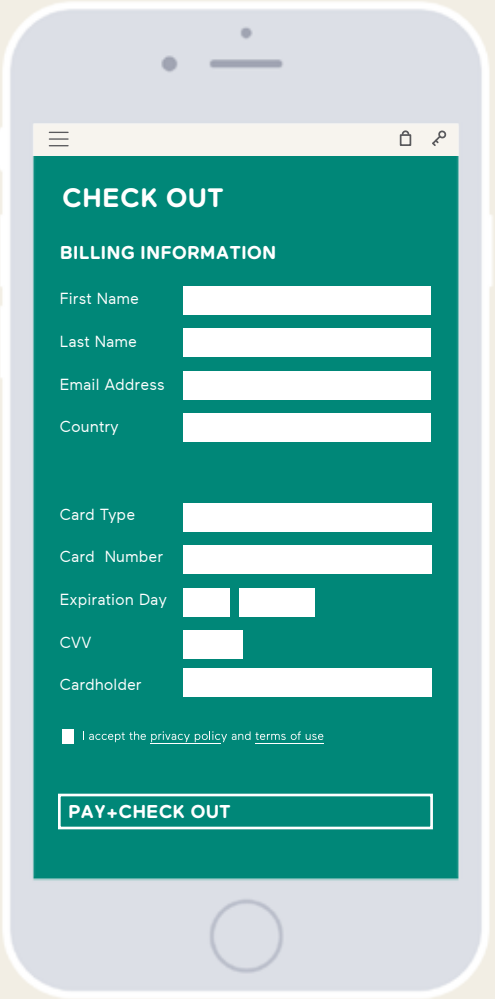


4.1 Website – Mobile

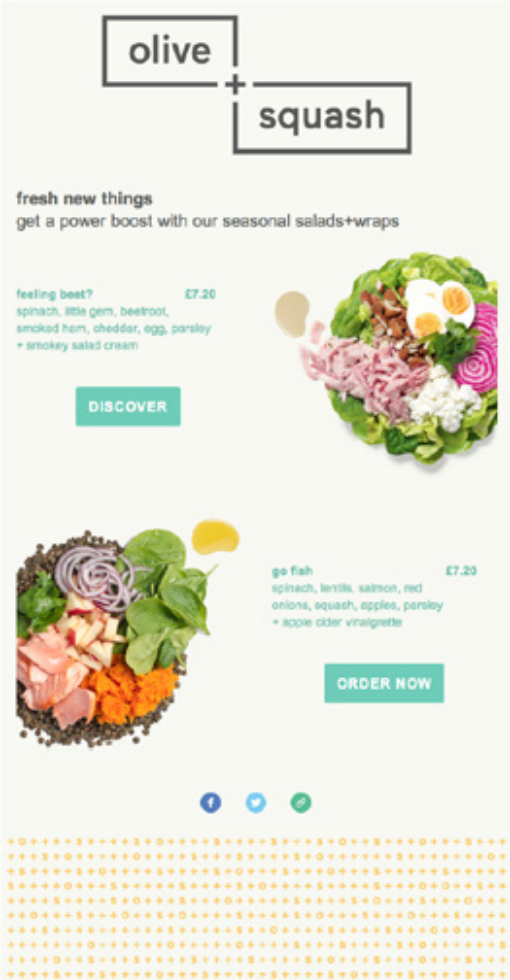


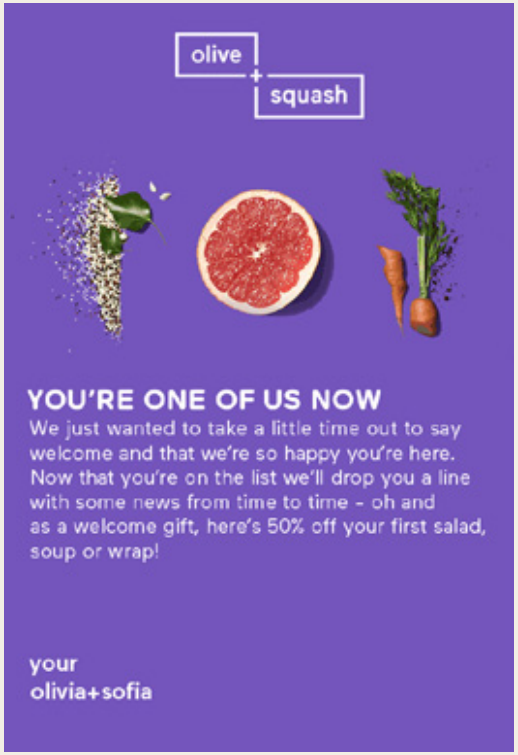
4.1 Website – Mobile



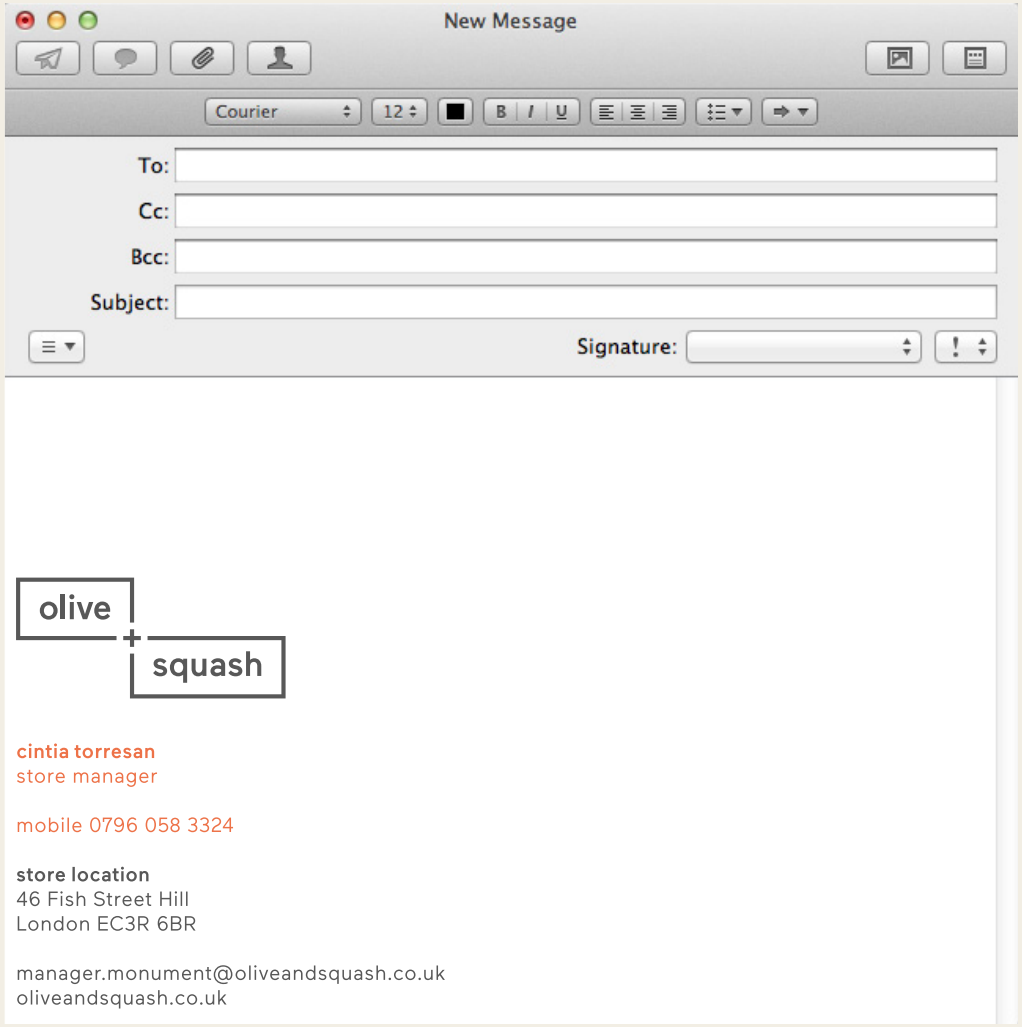


4.2 Newsletter





4.3 Email Signature



olive + squash

olivia stolt-nielsen meinl
co-founder

mobile 0780 815 1911

store location
46 Fish Street Hill
London EC3R 6BR

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

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olive + squash

sofia bombieri
co-founder

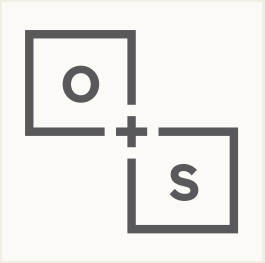
mobile 0747 007 5109

store location
46 Fish Street Hill
London EC3R 6BR

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

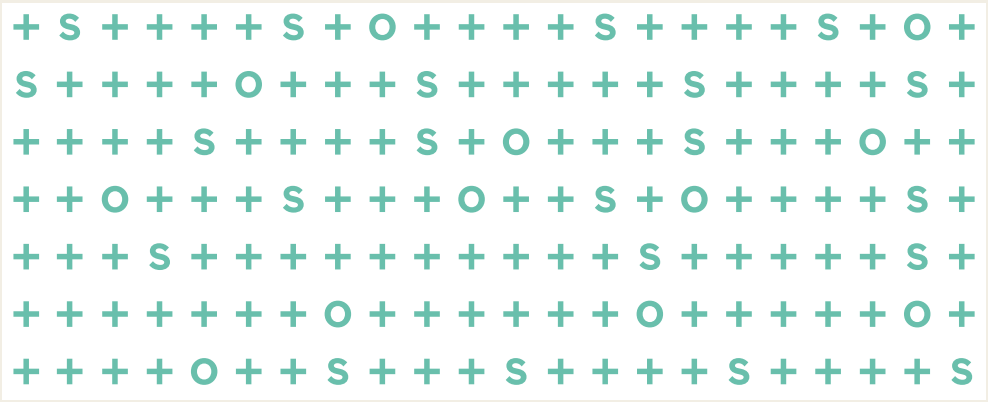
4.4 Social Media Assets

Instagram logo
use small monogram version



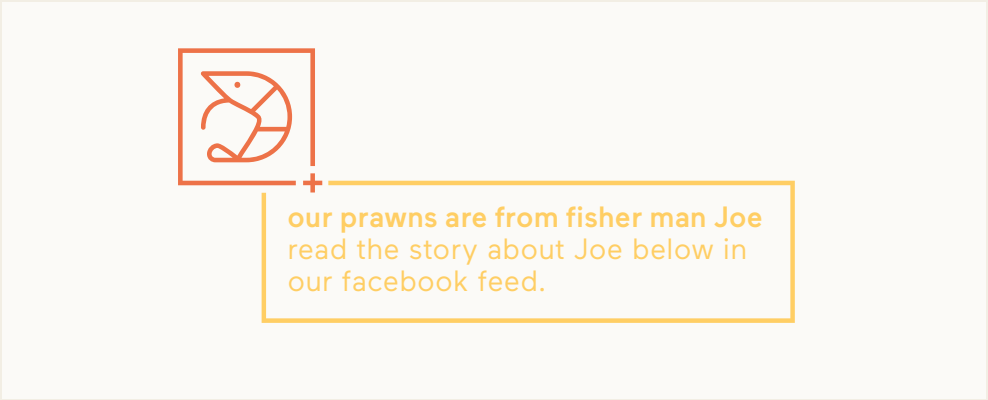
Facebook logo
use small monogram version

4.4 Social Media Assets



Pattern

Background image with text

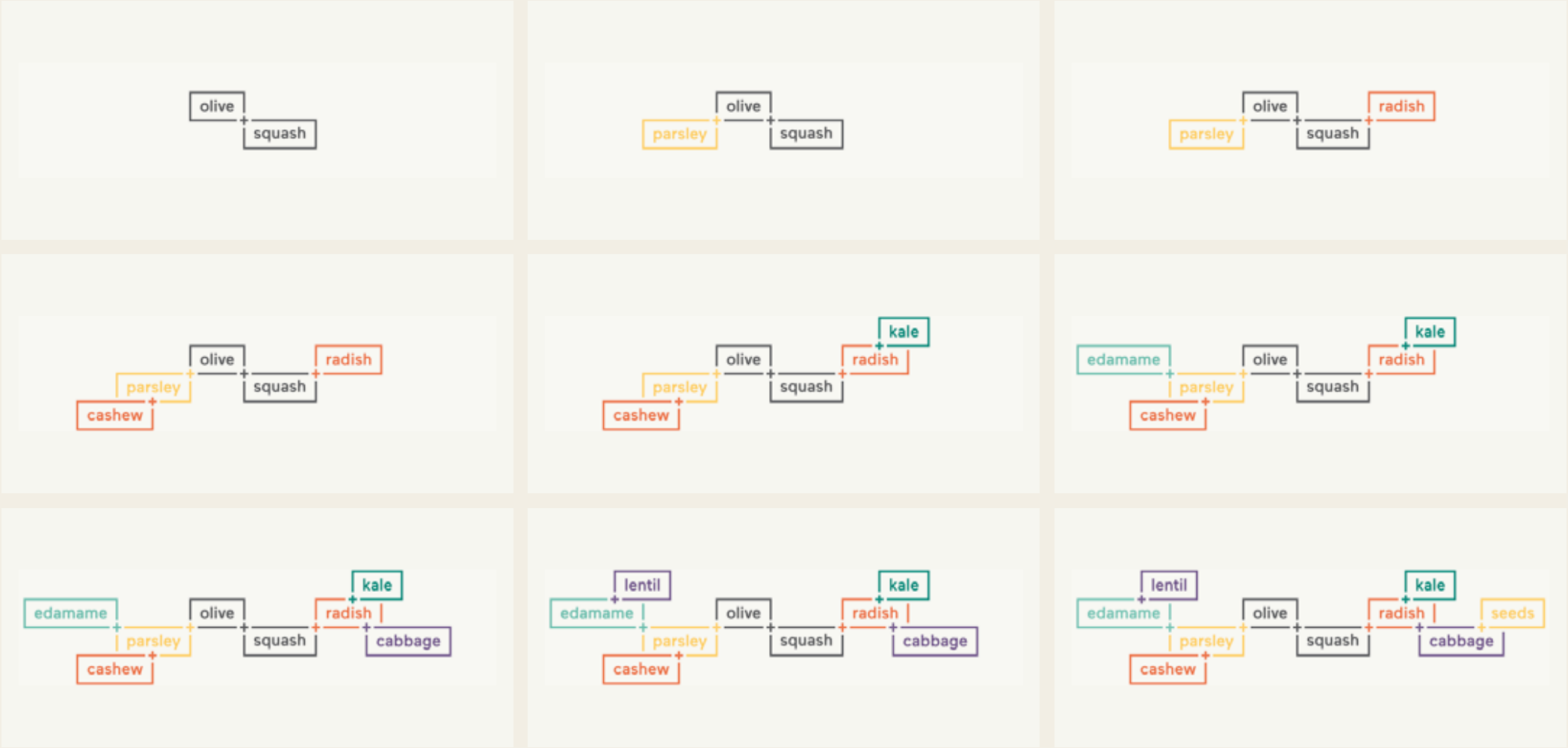


Coloured boxes

Facebook title image

Advert specific dish

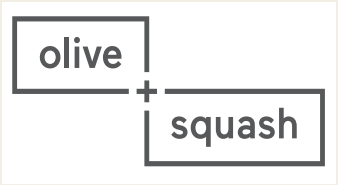
4.5 Animated Logo



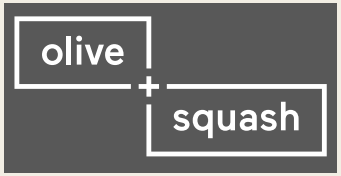
APPENDIX

Logo

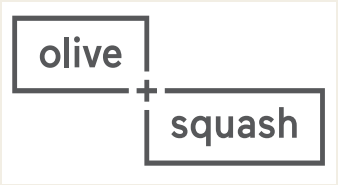
OS_Logo_dark_CMYK.eps



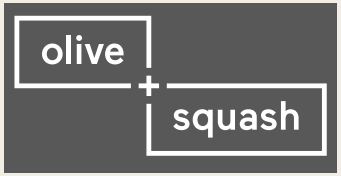
OS_Logo_white_CMYK.eps



OS_Logo_RGB_dark.png

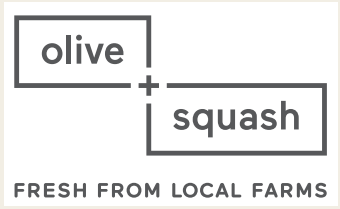


OS_Logo_RGB_white.png

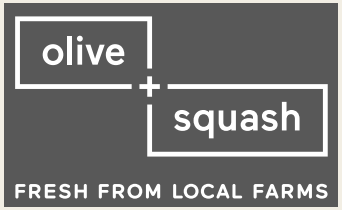


Logo Strapline

OS_LogoStrapline_dark_CMYK.eps

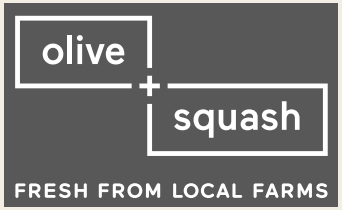


OS_LogoStrapline_white_CMYK.eps



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

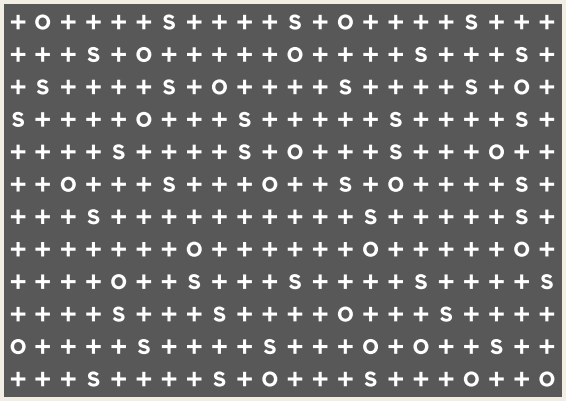
OS_Monogram_RGB_white.png

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.ep

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.ep

OS_Pictogram_small_drink.eps

OS_Pictogram_small_wrap.eps

OS_Pictogram_small_login.eps

OS_Pictogram_small_breakfast.eps

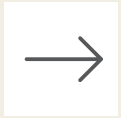
OS_Pictogram_small_shopp.eps

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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