

the collection

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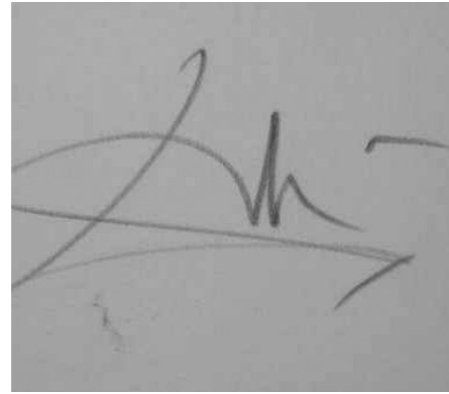
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CONCEPT

CONCEPT



The Collection logo is inspired by artist's signatures which are a personal sign of ownership, identity and originality.

In addition to the logo a set of symbols can be used on business cards, invites or letterheads. The symbols always appear in pairs and relate to the numbering of limited edition prints.

LOGO

LOGO



Main logo

the collection

LOGO



Colour variations

Violet

the collection

Purple

the collection

Green

the collection

Blue

the collection

LOGO



Free zone



The logo should maintain a margin that is equal to the x-height.

LOGO



Stroke Widths

Thin



Use the thin stroke version of the logo when it is reproduced in a width above 40mm.

The image shows the logo 'the collection' written in a cursive script. The lines are thin and delicate, with clear definition in the curves and ascenders. The text is centered horizontally.

Thick



Use the thick stroke version of the logo when it is reproduced in a width below 40mm or in cases where there is a chance of losing detail, eg. Engravings, screen printing, sign writing.

The image shows the logo 'the collection' written in a cursive script. The lines are significantly thicker than in the thin version, giving it a more robust and solid appearance. The text is centered horizontally.

COLOUR

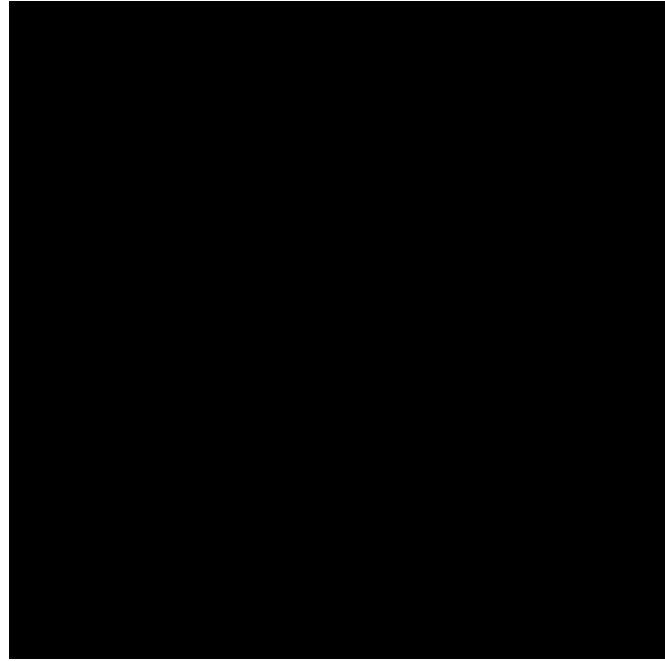
COLOUR

The Collection's colour range is split into two categories, 'BASE' and 'ACCENT' colours. The base colours relate to the interior. The accent colours are inspired by peacocks feathers.

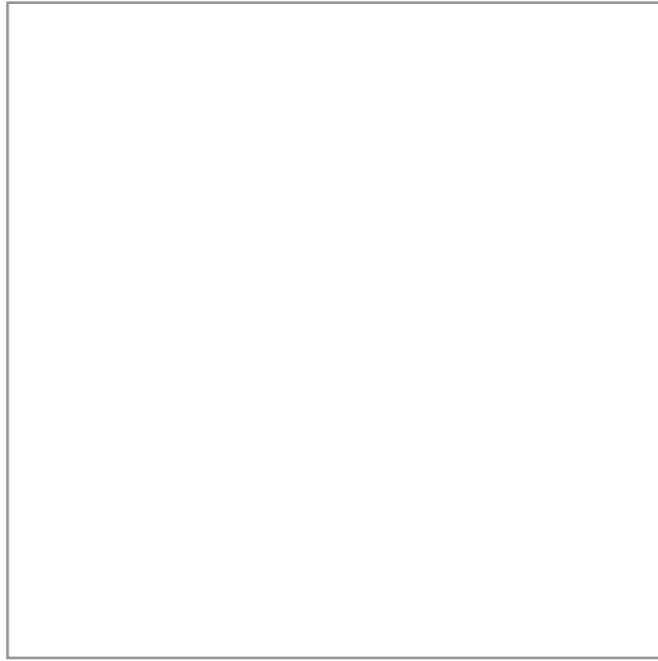
COLOUR



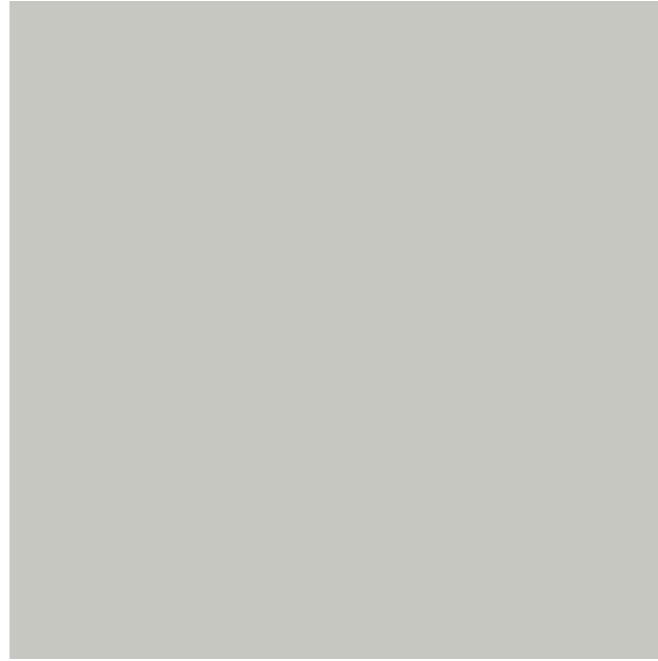
Base



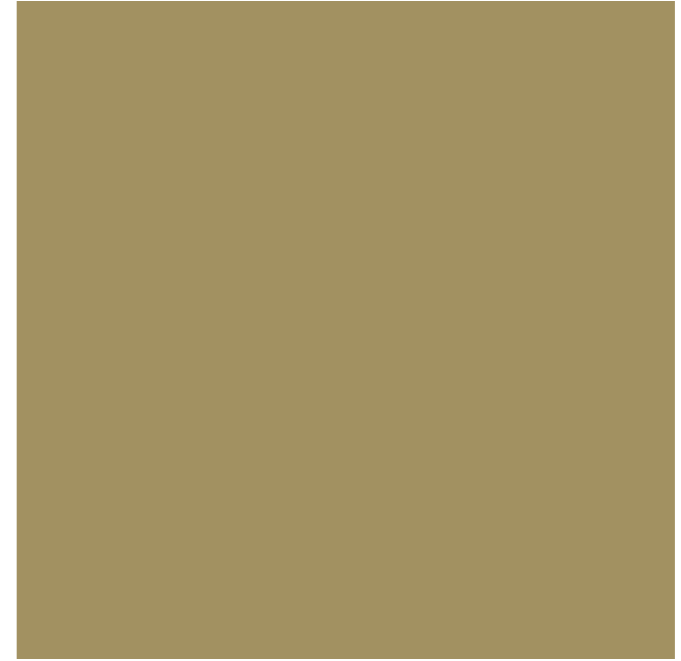
RGB 00,00,00
CMYK 0,0,0,100
PANTONE Process black



RGB 255,255,255
CMYK 0,0,0,0
PANTONE –



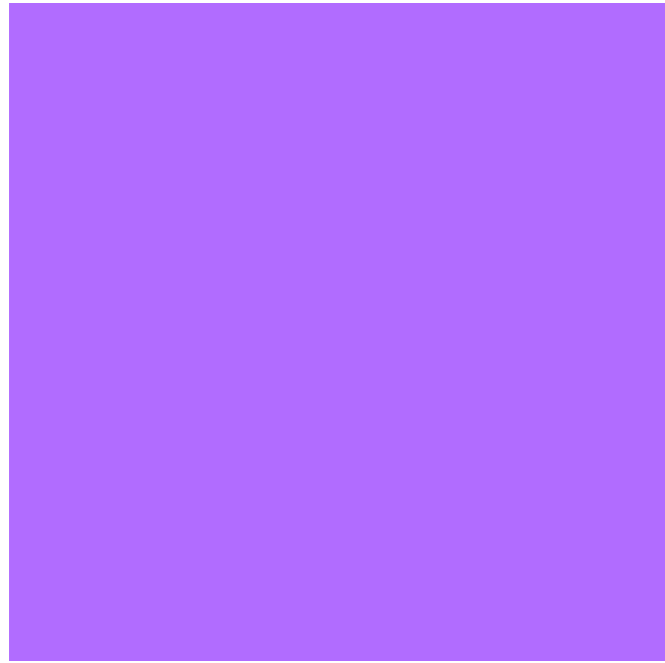
RGB 200,200,193
CMYK 0,0,5,25
PANTONE 877 U



RGB 163,145,97
CMYK 20,25,60,25
PANTONE 871 U

COLOUR

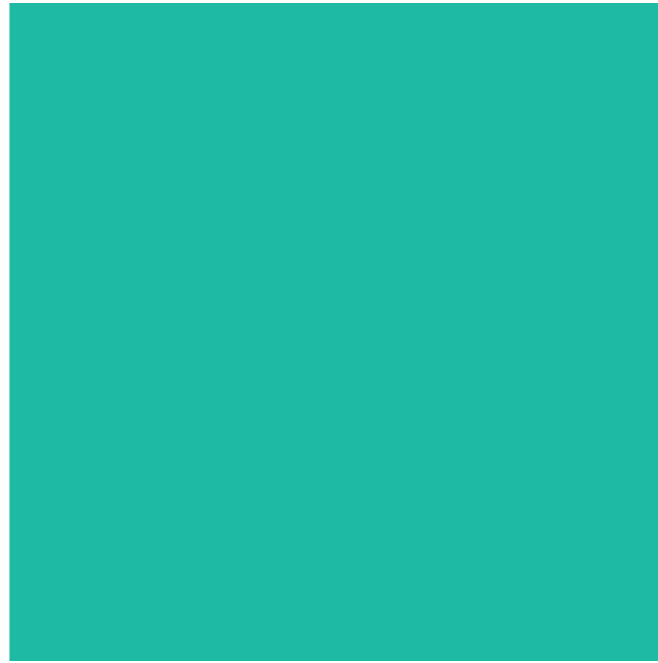
Accent



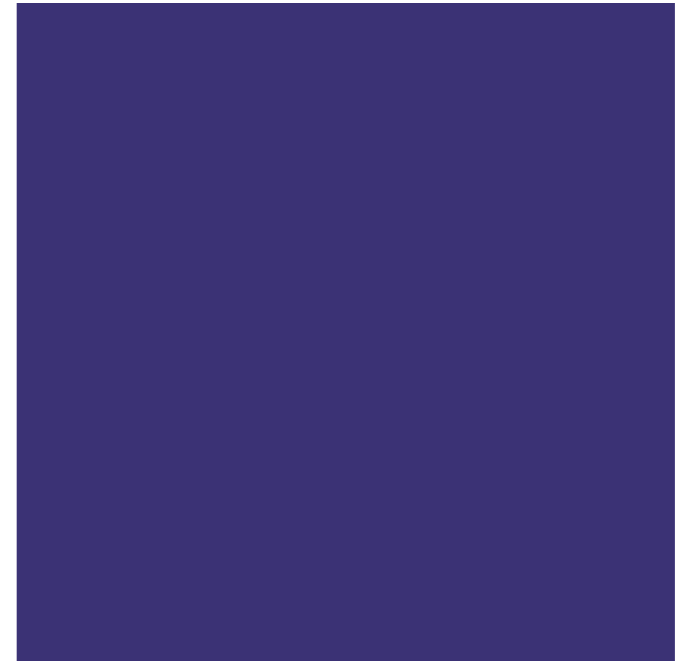
RGB 177,108,255
CMYK 36,62,0,0
PANTONE 814 U



RGB 58,177,255
CMYK 60,18,00,00
PANTONE 311 U



RGB 30,186,164
CMYK 72,0,45,0
PANTONE 7465 U



RGB 59,50,117
CMYK 92,95,22,9
PANTONE Violet U

TYPEFACE

TYPEFACE



Primary – Jean Luc

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

! @ £ \$ % & * () ? /

Jean Luc should be used
for titles and headings.

Designed by Atelier Carvalho Bernau

TYPEFACE



Secondary - Typewriter Elite

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

! @ £ \$ % & * () ? /

Typewriter Elite should to be used
for body copy only, for example;
Menus, Letterheads, Business
cards, Compliments Slips etc.

APPLICATIONS

APPLICATIONS

Stationery – Letterhead, Compliment slip, Business card

Address line 1
Address line 2
Address line 3
Postcode

Dear Sir / Madam

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque eros. Suspendisse justo augue, iaculis id, tristique et, nonummy a, quam. Cras libero metus, rutrum quis, malesuada quis, euismod a, mi. Vivamus dapibus erat a enim pulvinar tempus. Morbi pellentesque mattis tellus. Phasellus rhoncus massa ac erat. Aenean est. Nam dapibus pede ut diam. Fusce rhoncus facilisis mauris. Nunc auctor hendrerit tellus. Morbi dignissim sapien a erat. Suspendisse potenti. Donec euismod sem non eros. Praesent ut lorem at urna adipiscing convallis. Nullam quis metus. Praesent imperdiet sodales velit. Etiam fringilla ante vel magna. Etiam ultrices est nec ante laoreet vestibulum

Morbi pellentesque mattis tellus. Phasellus rhoncus massa ac erat. Aenean est. Nam dapibus pede ut diam. Fusce rhoncus facilisis mauris. Nunc auctor hendrerit tellus. Morbi dignissim sapien a erat. Suspendisse potenti. Donec euismod sem non eros. Praesent ut lorem at urna adipiscing convallis. Nullam quis metus. Praesent imperdiet sodales velit. Etiam fringilla ante vel magna. Etiam ultrices est nec ante laoreet vestibulum

Best Regards
Name Surname

the collection

✉ 264 Brompton Road
London SW3 2AS
United Kingdom

☎ +44 (0)20 7225 1212
☎ +44 (0)20 7225 1015
@ info@the-collection.co.uk
🌐 www.the-collection.co.uk

Registered Office: 264 Brompton Road,
London SW3 2AS, United Kingdom
Registered in England Number: 0763089
VAT Number: 113 5853 28

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London SW3 2AS
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@ info@the-collection.co.uk
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Registered Office: 264 Brompton Road,
London SW3 2AS, United Kingdom
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VAT Number: 113 5853 28



Natalie Ivesha-Alexandrou
Director

The Collection

✉ 264 Brompton Road
London SW3 2AS

☎ +44 (0)20 7225 1212
☎ +44 (0)20 7225 1015
@ natalie@the-collection.co.uk
🌐 www.the-collection.co.uk



APPLICATIONS

Stationery – Stamps



A set of symbols can be used on business cards, invites or letterheads. The symbols always appear in pairs and relate to the numbering of limited edition prints. (see page 04)

APPLICATIONS

Menus – Brunch, Day and Dinner



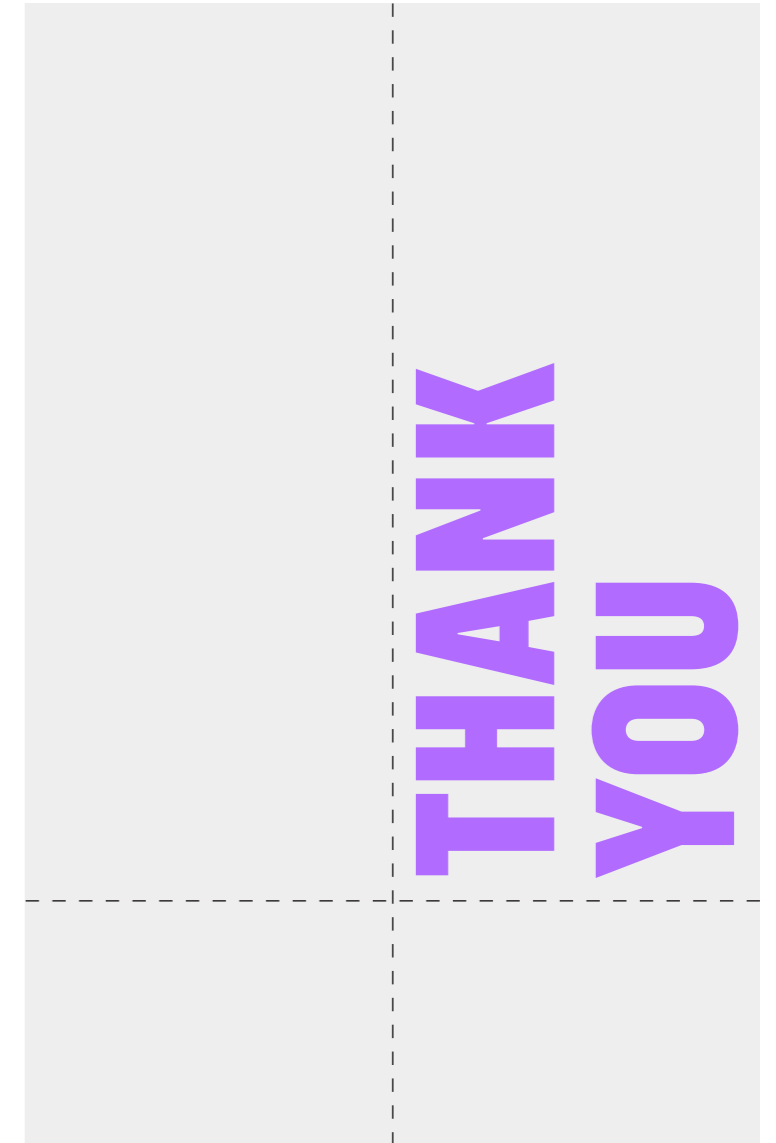
APPLICATIONS

Menus – Drinks and Bar



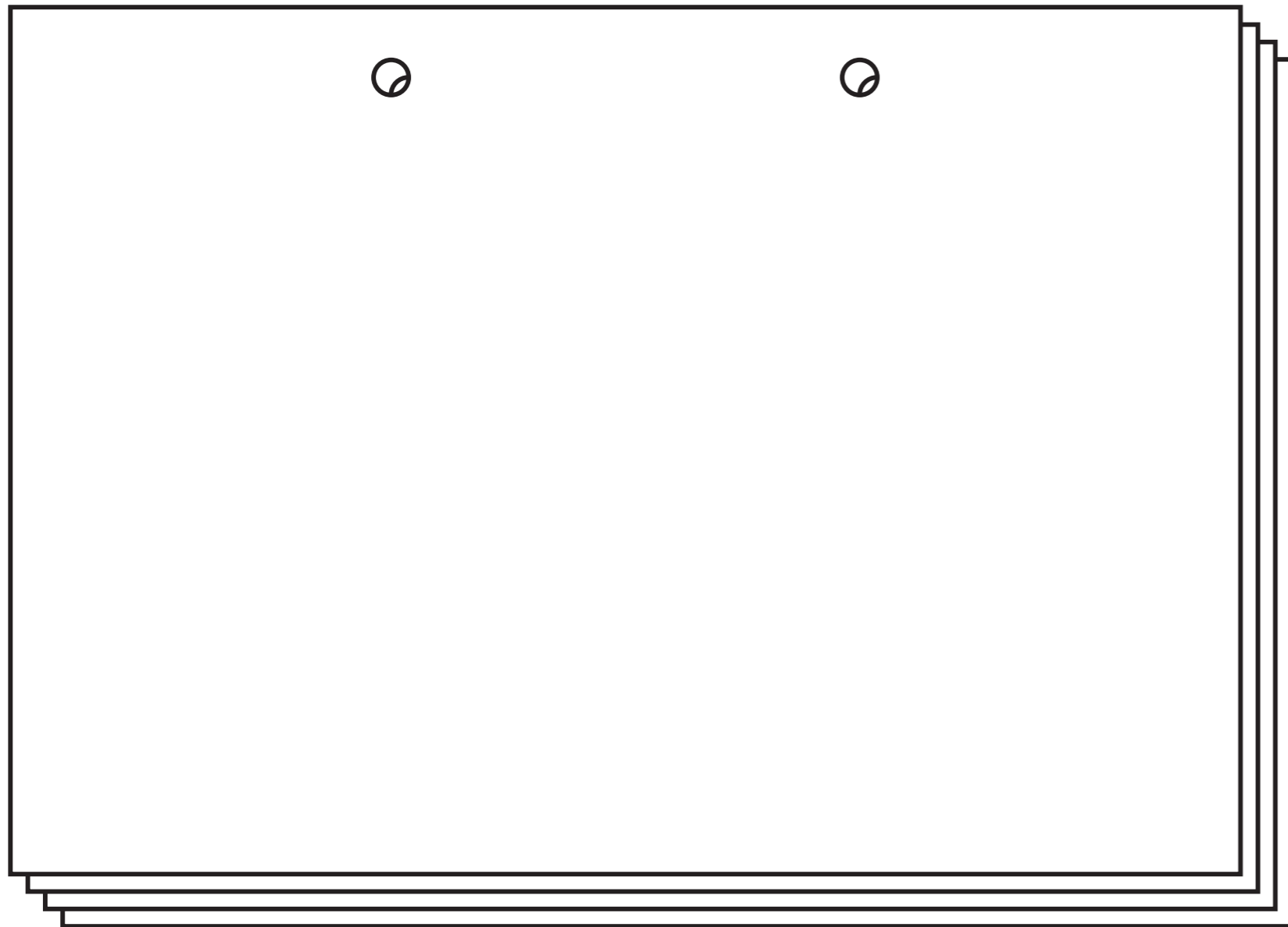
APPLICATIONS

Receipt holder



APPLICATIONS

—
Templates



The A5 format with punched holes is a repeating theme throughout The Collection identity. It is used for menus, signage and invites.

APPLICATIONS

Printing process

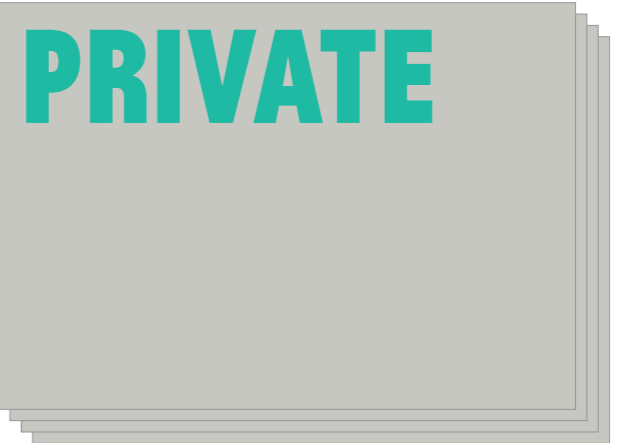


Screen-printing is used in a way that makes each item of communication unique. The variation in colour is achieved by mixing different inks directly on the printing bed.



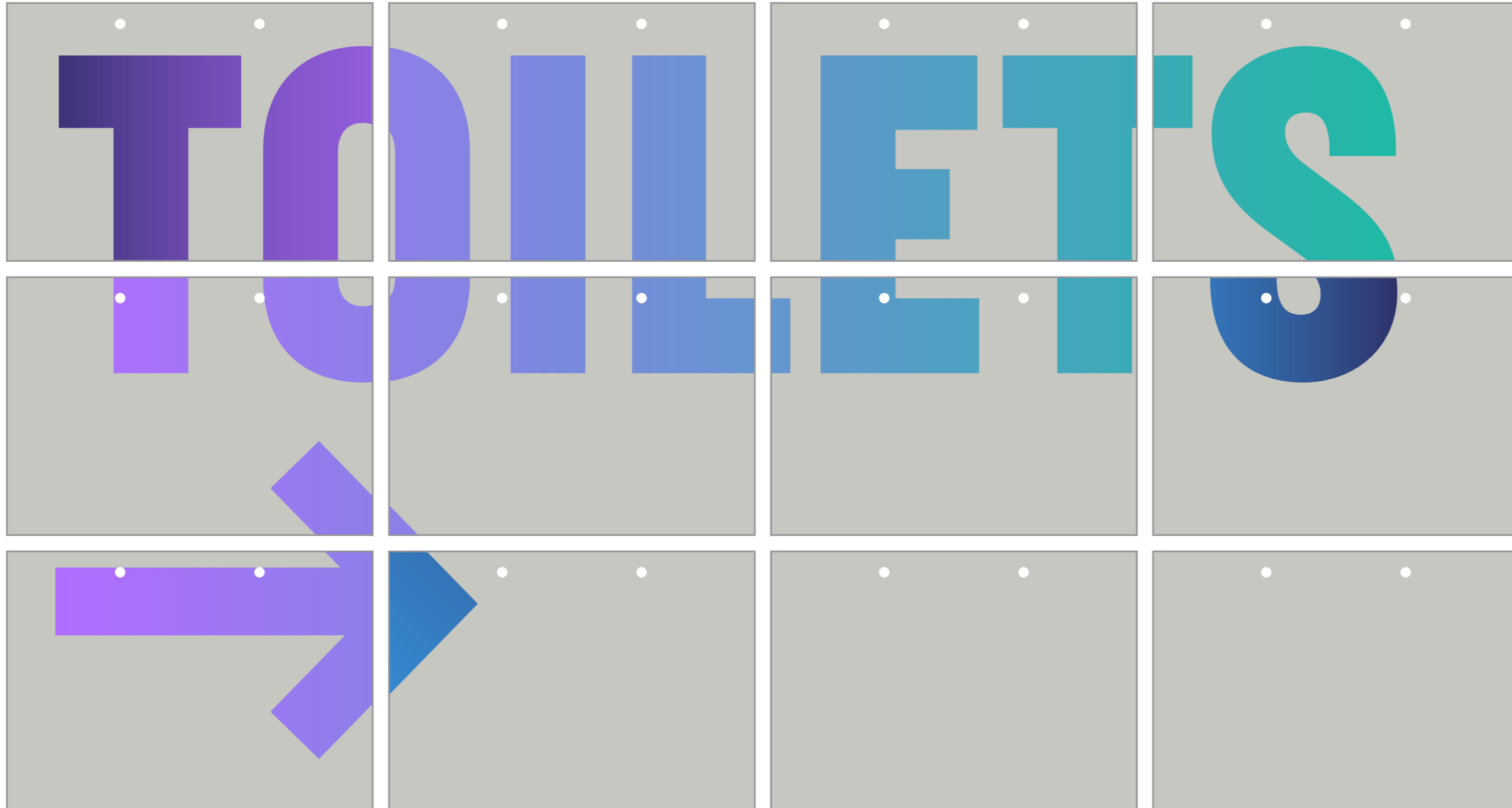
APPLICATIONS

Signage – Toilets, Staff areas, Cloak room



APPLICATIONS

Signage – Toilets



APPLICATIONS



Cloakroom tags

• 001	• 002	• 003	• 004	• 005	• 006	• 007	• 008	• 009	• 010
• 011	• 012	• 013	• 014	• 015	• 016	• 017	• 018	• 019	• 020
• 021	• 022	• 023	• 024	• 025	• 026	• 027	• 028	• 029	• 030
• 031	• 032	• 033	• 034	• 035	• 036	• 037	• 038	• 039	• 040
• 041	• 042	• 043	• 044	• 045	• 046	• 047	• 048	• 049	• 050

APPENDIX

APPENDIX

Logo files – Blue

Pantone



the_collection_logo_PMS_blue1
.eps/.jpg/*.pdf

RGB



the_collection_logo_RGB_blue1
.eps/.jpg/*.pdf

CMYK



the_collection_logo_CMYK_blue1
.eps/.jpg/*.pdf

Pantone



the_collection_logo_PMS_blue2
.eps/.jpg/*.pdf

RGB



the_collection_logo_RGB_blue2
.eps/.jpg/*.pdf

CMYK



the_collection_logo_CMYK_blue2
.eps/.jpg/*.pdf

APPENDIX

Logo files – Green

Pantone



the_collection_logo_PMS_green1
.eps/.jpg/*.pdf

RGB



the_collection_logo_RGB_green1
.eps/.jpg/*.pdf

CMYK



the_collection_logo_CMYK_green1
.eps/.jpg/*.pdf

Pantone



the_collection_logo_PMS_green2
.eps/.jpg/*.pdf

RGB



the_collection_logo_RGB_green2
.eps/.jpg/*.pdf

CMYK



the_collection_logo_CMYK_green2
.eps/.jpg/*.pdf

APPENDIX

Logo files – Violet

Pantone



the_collection_logo_PMS_violet1
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RGB



the_collection_logo_RGB_violet1
.eps/.jpg/*.pdf

CMYK



the_collection_logo_CMYK_violet1
.eps/.jpg/*.pdf

Pantone



the_collection_logo_PMS_violet2
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RGB



the_collection_logo_RGB_violet2
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CMYK



the_collection_logo_CMYK_violet2
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APPENDIX

Logo files – Purple

Pantone



the_collection_logo_PMS_purple1
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RGB



the_collection_logo_RGB_purple1
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CMYK



the_collection_logo_CMYK_purple1
.eps/.jpg/*.pdf

Pantone



the_collection_logo_PMS_purple2
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RGB



the_collection_logo_RGB_purple2
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CMYK



the_collection_logo_CMYK_purple2
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APPENDIX

Logo files – Black

Pantone



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RGB



the_collection_logo_RGB_black
.eps/.jpg/*.pdf

CMYK



the_collection_logo_CMYK_black
.eps/.jpg/*.pdf

Pantone



the_collection_logo_PMS_black
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RGB



the_collection_logo_RGB_black
.eps/.jpg/*.pdf

CMYK



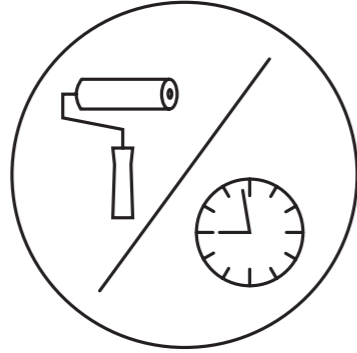
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APPLICATIONS

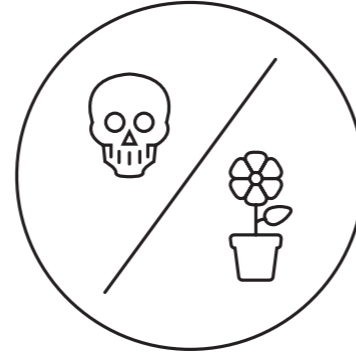
Symbol files for stamps



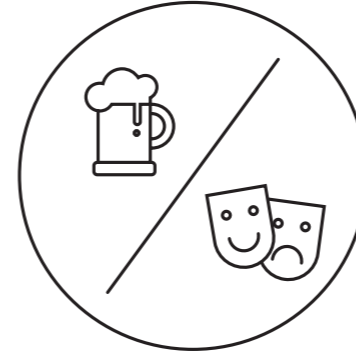
stamp_pair_1



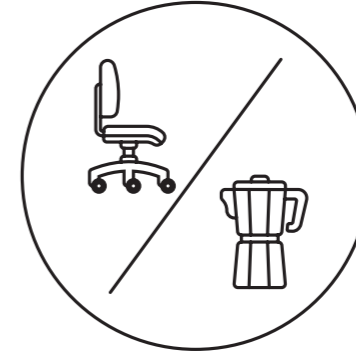
stamp_pair_2



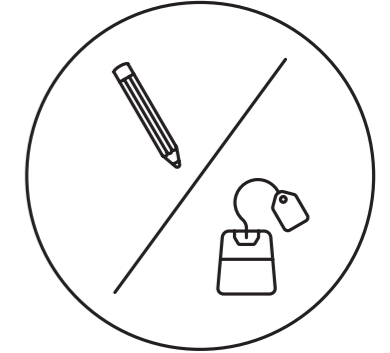
stamp_pair_3



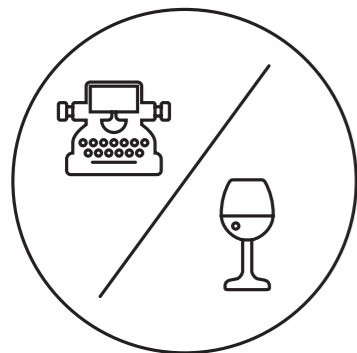
stamp_pair_4



stamp_pair_5



stamp_pair_6



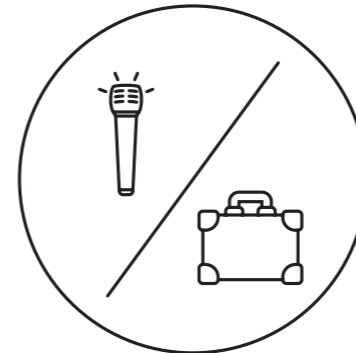
stamp_pair_7



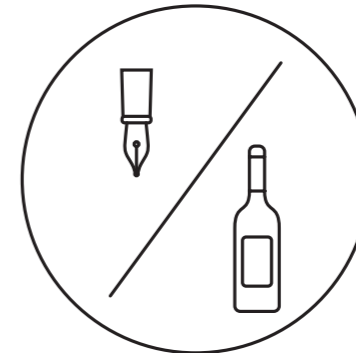
stamp_pair_8



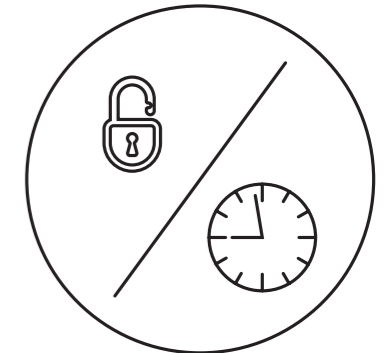
stamp_pair_9



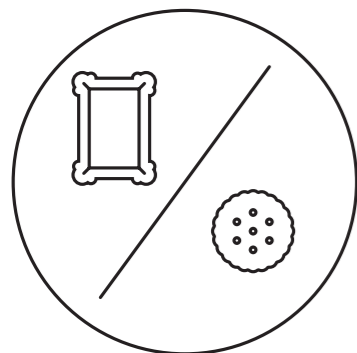
stamp_pair_10



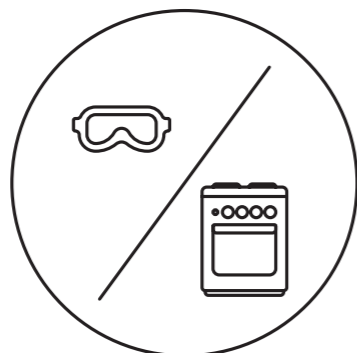
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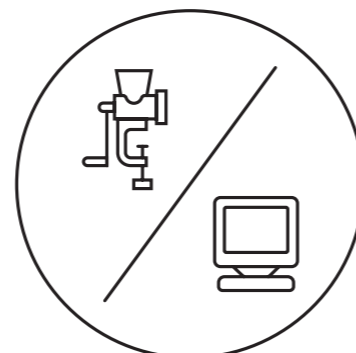
stamp_pair_12



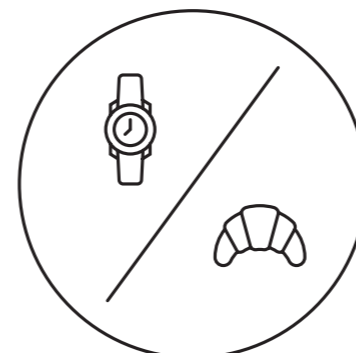
stamp_pair_13



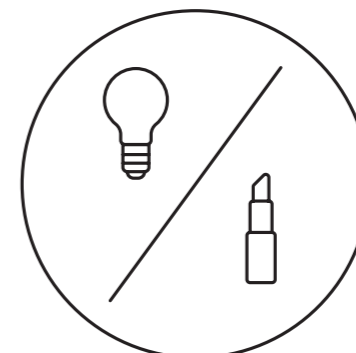
stamp_pair_14



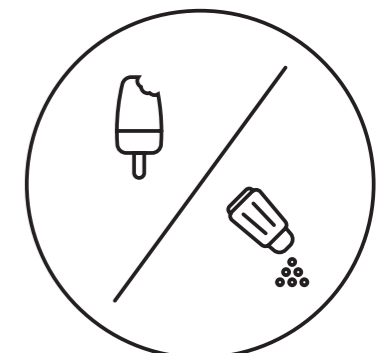
stamp_pair_15



stamp_pair_16



stamp_pair_17



stamp_pair_18

CONTACTS

CONTACTS

DESIGN

Mind Design
www.minddesign.co.uk
Unit 33A Regent Studios
8 Andrews Road
London E8 4QN
020 7254 2114

STAMPS

Blade Rubber Ltd
Place page
12 Bury Place
City of London
WC1A 2JL
020 7831 4123

LITHOGRAPHIC PRINTING

Richard Brown
Oldacres & Co. Ltd.
62 Hatton Garden
City of London
EC1N 8LR
020 7242 3242

SCREEN PRINTING

BOB EIGHT POP
Unit 22/23
Fairways Business Park
Lammas Road
London E10 7QB
020 8988 3335

DIGITAL PRINTING

Sue Clemence
Oldacres & Co. Ltd.
62 Hatton Garden
City of London
EC1N 8LR
020 7242 3242

BOOK SCREWS

Presco UK LTD
Kiln Lane
Swindon SN2 2NP
017 9371 6300

