

GRAND CAFÉ

VILLANDRY

The strength of Villandry lies in a concept that is both simple and original. To maintain the authenticity and consistency of the visual identity and to protect it from any distractions, we created this brand identity manual.

As the name implies, the brand identity manual contains all the graphical elements that determine the basic communications. When you use it you are ensuring the success of the brand image. Please remember to consult the brand identity manual every time you organise communications or design material for Villandry.

The brand identity manual provides the rules applying to the visual identity system. It is the grammar which applies to the logo, typeface, colours and structure of the space. However, those rules should not stop further improvements, well considered changes and creative experimentation.

It is important to consider that certain elements of the brand identity will be 'learned' by the consumer over time and more strongly identified with the brand than others. Those elements should never be changed while other details can be re-assessed over time in relation to their visual success and functionality.

The brand identity manual is exclusively published in PDF format and provided on CD. The CD contains the manual itself, as well as all logos and logo variations listed in the appendix. You may print the brand identity manual on your office colour printer, but be aware that colours generated by desktop equipment cannot be used as a valid guide.

You should always use the colour references indicated in the manual and a Pantone Colour Formula Guide to check colours for accuracy.

The brand identity manual establishes rules covering a large part of the production. On the other hand, it recommends but does not impose the use of specific equipment (signage, collateral material, etc.). In many cases the manual shows different options or imaginary situations whose aim is to help and inspire you in the creation of the relevant material.

As the brand identity manual can not cover all possible cases exhaustively, it is important that all new designs, especially if they costly to produce, are submitted for approval to Mind Design (contact details are listed in the appendix). All existing designs can be obtained from Mind Design by request.

Please note:

This brand identity manual will be completed and amended on a regular basis. Therefore, whenever you start producing material, please check that you are in possession of the latest version. This version was released in January 2012.

With a foodstore, bakery, café, restaurant and bar, Villandry has grown to become a culinary institution celebrated at Great Portland Street. We have now extended our gourmet heritage with our bistro opened in Bicester Village.



The core elements make the Villandry brand instantly recognisable. They create the basis for the visual identity.

These elements are:

- Our logotype
- Our colour palette
- Our typefaces

Logotype

GRAND CAFÉ
VILLANDRY

Colour palette



Typefaces

Fairplex Narrow Book
Bell Gothic BT Roman

The logotype is the most important aspect of the brand identity. It is also the starting point for a complex system of regulations and distinctive variations. As it is important to follow those rules it is also important to apply the logotype sensibly and with a certain creative intelligence. Simply stamping the logotype onto every item of communication does not make a friendly and contemporary brand identity.

Always remember that the logotype itself cannot be the solution to all communication problems. It represents the values of the company but it can never replace those. The quality of the offering, good customer service and a pleasant interior are the basis on which the logotype and the corporate identity operates.

The Villandry logotype is simple yet distinctive. It combines the name of the restaurant 'Villandry' and a descriptive strapline 'Grand Café'.

The name 'Villandry' is set in a customised version of Fairplex Narrow Book. Each letter has been indented at its top and bottom to give the typography an ornamental feel which relates to traditionnal French brasserie lettering. The strapline 'Grand Café', set in Bell Gothic BT Roman, is slightly curved in order to emphasise the reference to French brasseries. All letters have been carefully spaced.

It is essential that the logotype is used correctly and consistently in all forms of communication. It should never be redrawn, modified or enclosed in a box or frame (unless specified in this manual). The logotype should only be reproduced in the authorised colour palette.

Logotype

GRAND CAFÉ
VILLANDRY

Logotype black

GRAND CAFÉ
VILLANDRY

The space around the logotype is equally important as the logotype itself. Whenever words or designs appear near the logotype, a free zone should be considered around it. Nothing can be put here, neither texts nor drawings or photographs. Keeping an amount of space around the logotype not only enhances its appearance, the free zone also helps to position the logotype correctly on a format.

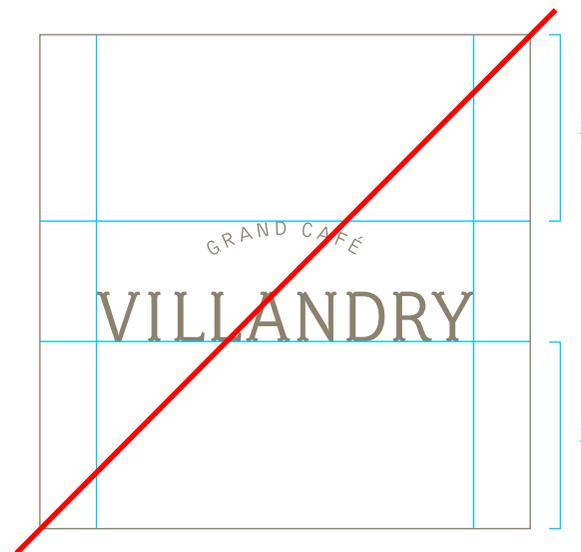
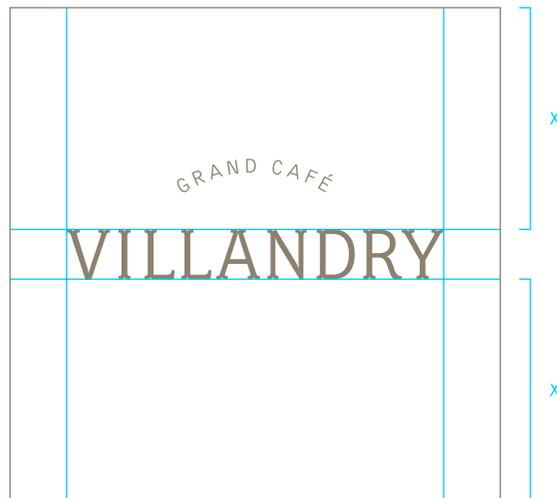
The free zone can be larger than illustrated, or the unit space shown can be added on repeatedly but it should never be smaller.



The Villandry logotype
free zone equals the height
of the word 'Villandry'.

The logotype should always be positioned in the centre of a design or format; it should be horizontally as well as vertically centered. Only consider the height of the word 'Villandry' when positioning the logotype, ignore the strapline 'Grand Café'.

However by applying this rule the freezone must be priority to consider. If the space is too tight, the logotype with strapline can be the center point.



The logotype comes in 3 versions: large logotype, suitable for any use of the logotype wider than 50 mm; small logotype, suitable for any use of the logotype smaller than 50 mm; digital logotype, suitable for digital use (on screen) at any size.

Each version has been specifically designed according to its use and can be scaled accordingly. All versions of the logotype are provided on the CD.

Large logotype

GRAND CAFÉ
VILLANDRY

Small logotype

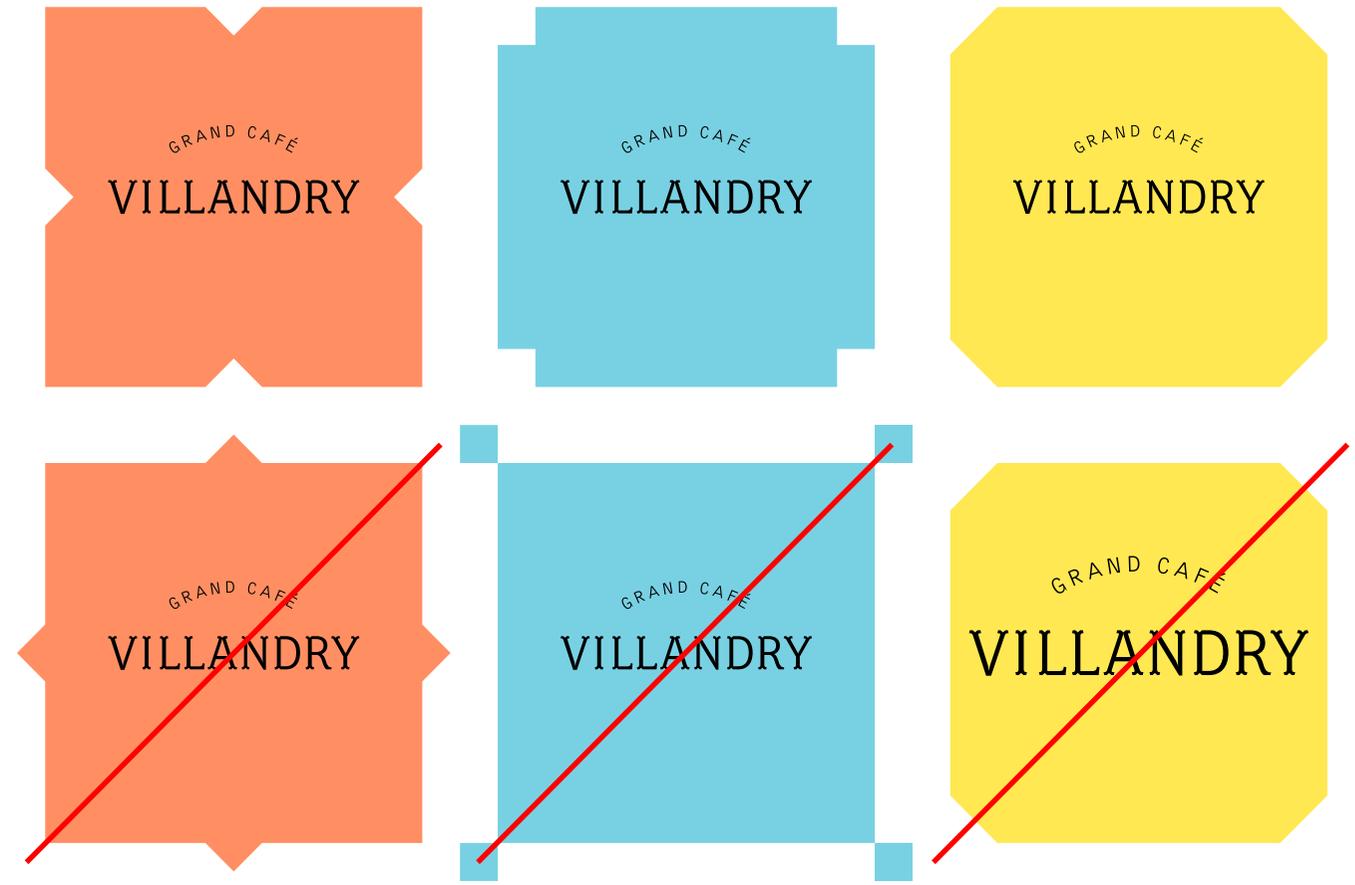
GRAND CAFÉ
VILLANDRY

Digital logotype

GRAND CAFÉ
VILLANDRY

The logotype can be used in the 3 of the 5 Villandry frame shapes only if the format itself is in that particular shape (sticker, tag, sign, etc).

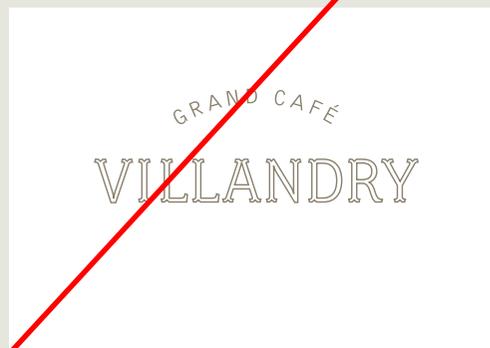
The position of the logotype should be centered and free zone must be considered.



Never change the authorised versions of the logotype as it will undermine the consistency of the overall identity. As long as the logotype is applied only using the provided files on the CD (and not altered in any form) possible mistakes in its application should be easy to avoid.

From left to right:

- Do not use the logotype on any photograph or textured background
- Do not use the logotype in a colour that isn't specified in the colour palette
- Do not change, enlarge or modify any element of the logotype
- Do not outline the logotype or parts of it
- Do not use the freezone as a box or frame; it is meant to help positioning the logotype but should not be coloured



Colours are a very important part of the Villandry identity. Great care must be taken in reproducing those in different printing modes and on different surfaces. 100% match can not always be achieved but every effort should be made to reproduce the intended colours as close to the specified as possible. The guidelines in this section should always be read before printing.

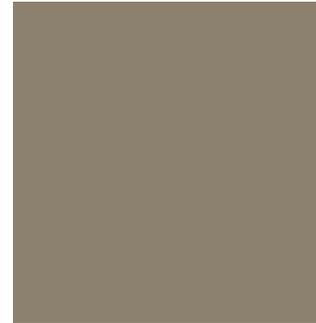
The colour palette includes 2 logotype colours (warm grey and black) and 3 background colours (orange, blue and yellow). The logotype colours should never be used for backgrounds and vice versa.

The colours of the logotype are specified in Pantone* (for single colour printing), CMYK (for 4 colour offset printing), and RGB (for web use, on screen presentations and PDFs).

Whenever possible uncoated paper should be used for printing. The paper should be off-white but not cream coloured.

All colours will appear slightly less intense on uncoated absorbent paper than on coated paper or on screen.

Logotype colours



Warm grey
Pantone 7531 U
CMYK 45 / 42 / 57 / 10
RGB 139 / 129 / 110

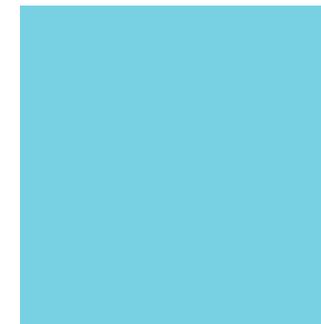


Black
Pantone Black U
CMYK 0 / 0 / 0 / 100
RGB 0 / 0 / 0

Background colours



Orange
Pantone 164 U
CMYK 0 / 53 / 63 / 0
RGB 255 / 143 / 99



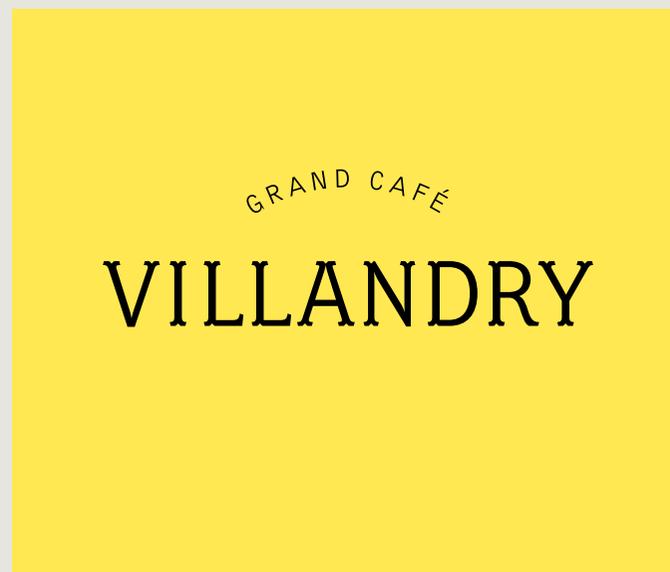
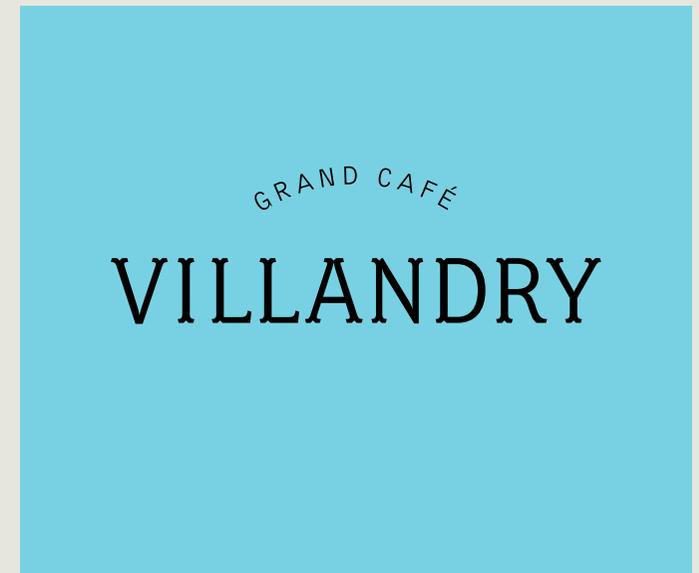
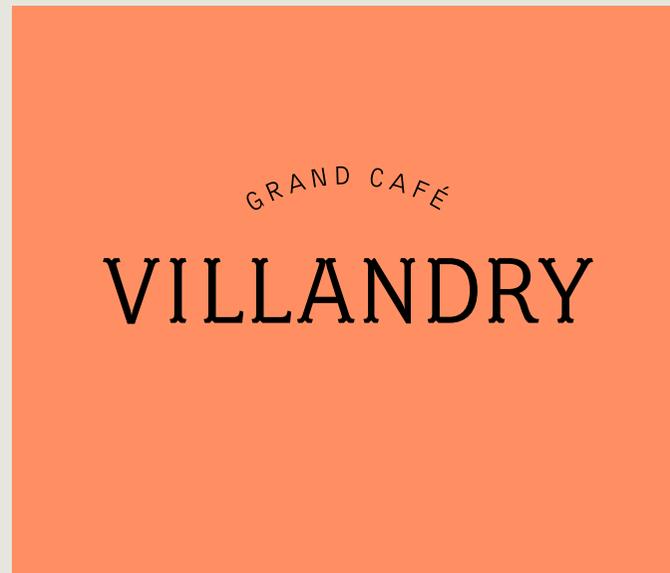
Blue
Pantone 310 U
CMYK 48 / 0 / 9 / 0
RGB 120 / 209 / 227



Yellow
Pantone 107 U
CMYK 2 / 4 / 80 / 0
RGB 255 / 232 / 82

* PANTONE® is a registered trademark of Pantone, Inc. Colours shown are not intended to match PANTONE colour standards.

The logotype should be black when positioned on a coloured background and warm grey when positioned on a white background. The background colours should be used individually, never combined.



As the system of colour coding is clear and functional, colours should not be used randomly and for purely decorative reason. Great care must be taken especially when colours are used as backgrounds.

From top to bottom:

- Background must always be one solid colour
- Do not mix 164U, 310U and 107U
- Do not mix 7531U with 164U, 310U or 107U



The Villandry identity is simple and elegant which makes a high attention to detail in the typography even more important. The level of accuracy should not only be applied to all printed material but also in day to day business.

Good typography is not only important for the overall impression of the brand identity, it also reflects on the quality of the products, the customer service and the efficiency of the company.

The authorised fonts to be used in all forms of communications are Fairplex Narrow and Bell Gothic BT.

Fairplex Narrow should be used for:

- Headlines
- Body copy

Fairplex Narrow is available in various different weights but only the Book version should be used. It should always be used in lowercase.

Bell Gothic BT Roman should be used for:

- Subtitles (in capitals)
- Captions (in lowercase)

Bell Gothic BT is available in various different weights but only the Roman version should be used.

Fairplex Narrow Book

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789?!£*.,;:...

Bell Gothic BT Roman

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789?!£*.,;:...

Headlines should follow a clear hierarchy. Too many weights and font sizes to emphasise certain parts of a text should be avoided.

In every layout a few general typographic rules should be considered:

- All text should be set flush left. Justified text should be avoided
- The number of characters per line should be no more than 80 characters (a space counts as character)
- The line spacing (leading) depends on the length of the line. Longer lines need more leading than shorter ones. As a general rule 2 point additional leading should be used
- Paragraphs should be indicated by using a line space or half-line space

Example 1

Headline:
Fairplex Narrow Book
Font size: 16pt
Leading: 18pt
Tracking: 15pt

Body copy:
Fairplex Narrow Book
Font size: 12.5pt
Leading: 16pt
Tracking: 15pt

Example 2

Body copy:
Fairplex Narrow Book
Font size: 10.5pt
Leading: 19pt
Tracking: 15pt

Caption:
Bell Gothic BT Roman
Font size: 8pt
Leading: 10pt
Tracking: 0pt

Private dining at Villandry

Villandry is long established as one of Fitzrovia's most popular venues and a destination from all over London. For private dining we offer a choice of flexible and atmospheric spaces – our formal restaurant, the intimate Charcuterie room, or the more relaxed Café / Bar – which aim to suit the needs of most customers.

Open from breakfast to late supper, Villandry provides a wide variety of dining and entertaining options. We cater for a working breakfast, business lunch or a birthday party for 200. We have a number of special fixed price menus, or choose from our canapé or buffet menus.

Villandry Bakery Basket £24.50 → page 2

Mini mince pies
8 delightful pies wrapped in a ribbon

Baby brownies
A bag of superbly chocolate cubes

Gingerbread man
Tubby, tasty, gingerbread treat

The overall identity of Villandry is simple and elegant. For this reason it is important that the typography must be kept clean and consistent in every detail.

Even a simple text, set badly can harm the overall impression of the identity. All text should always be set flush left with 2 point additional line spacing.

From top to bottom:

- Do not use capitals
- Do not increase or reduce the letter spacing
- Do not increase or reduce the leading
- Do not center the text
- Do not set the text flush right (except for prices)
- Do not set the text justified

These rules apply both to Fairplex Narrow Book and Bell Gothic BT Roman apart from the first one; Bell Gothic BT Roman can be used in capitals.

PRIVATE DINING AT VILLANDRY

Villandry is long established as one of Fitzrovia's most popular venues and a destination from all over London. For private dining we offer a choice of flexible and atmospheric spaces.

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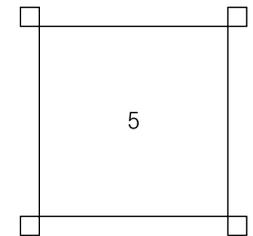
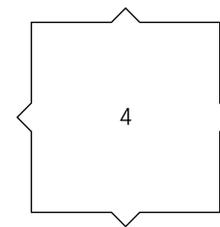
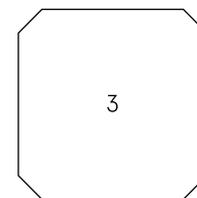
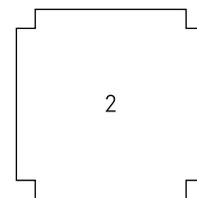
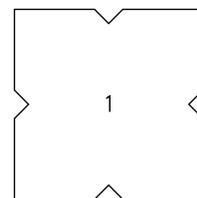
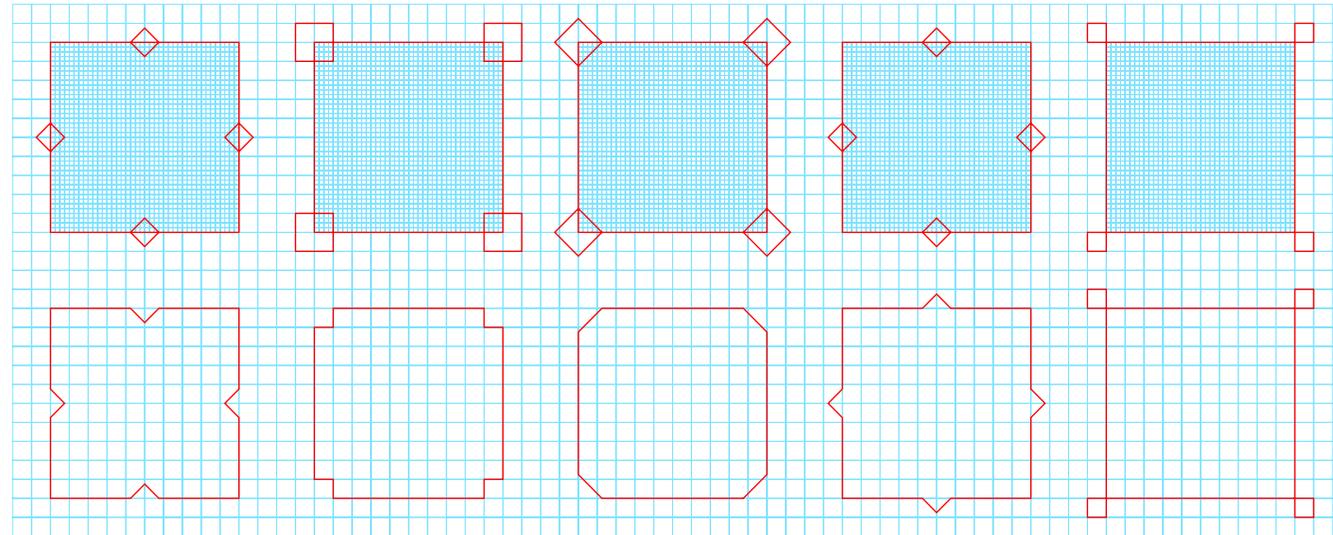
Images add to the experience of the brand and can provide a more 'emotional' aspect in contrast to the functional typography. Images and decorative pattern should never be picked at random mixing different styles or colour modes.

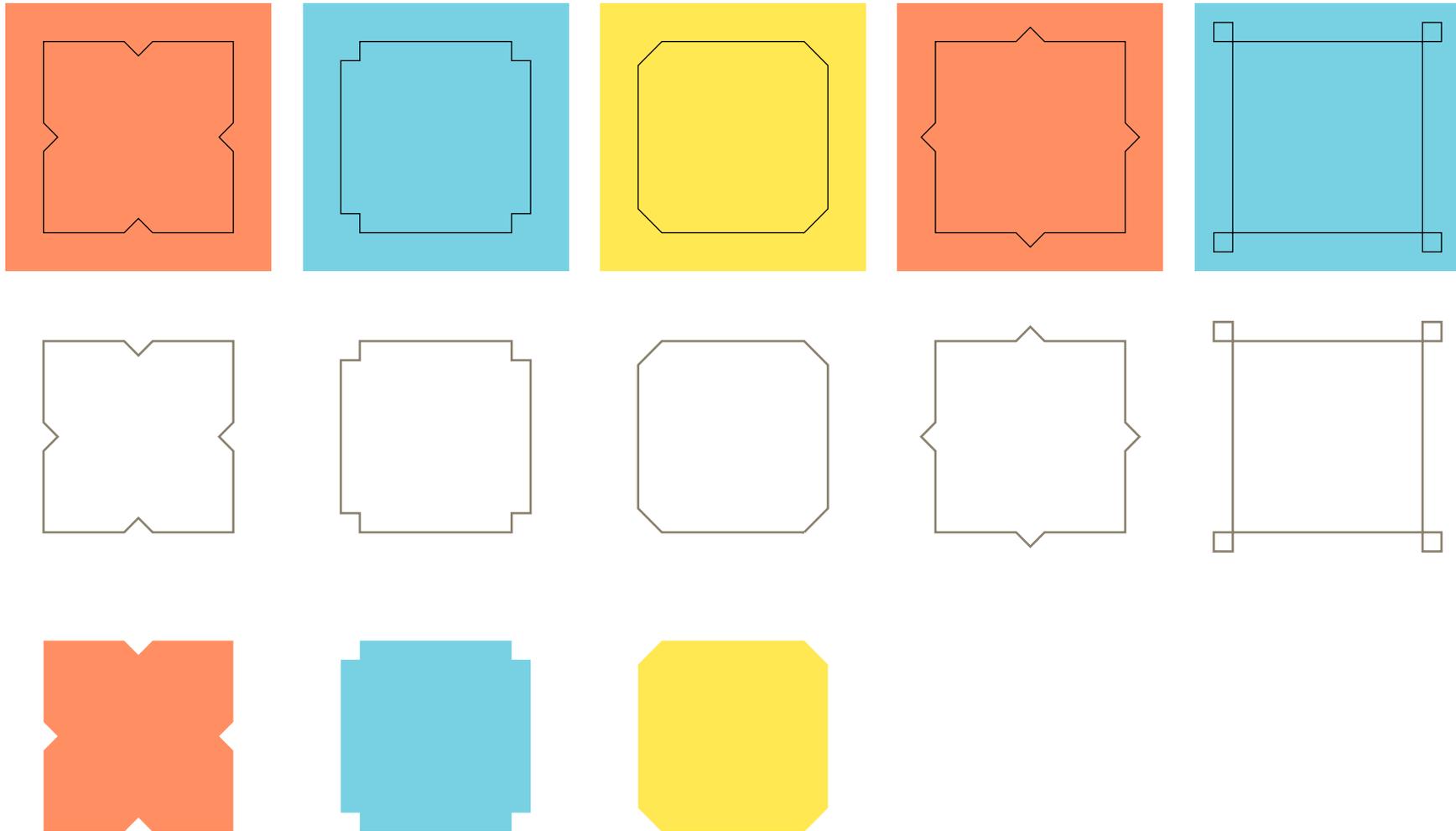
The frame shapes are squares that have been indented in order to relate to traditionnal French brasserie menus.

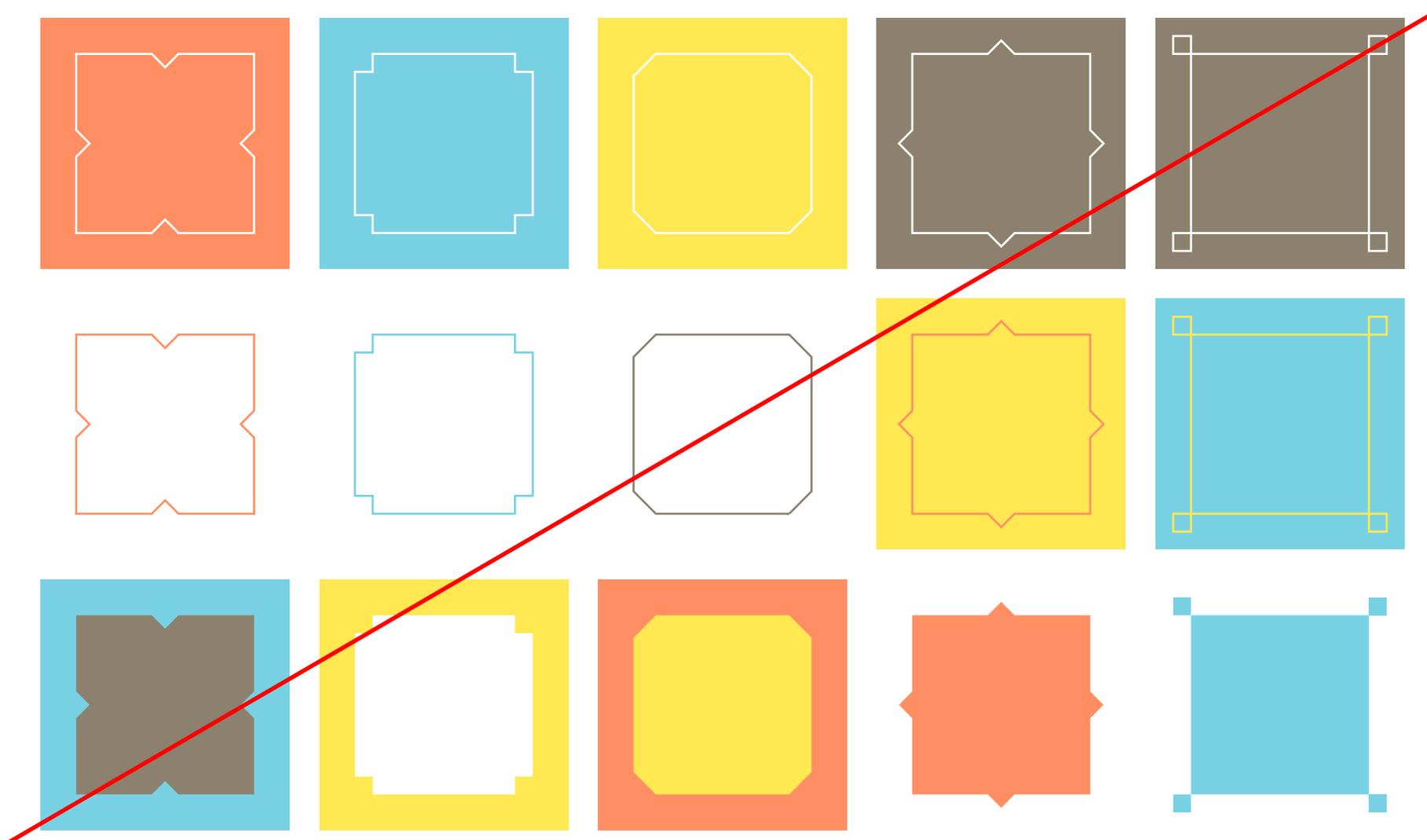
There are 5 different frame shapes which can be either used individually as frames, or combined as a pattern.

When used individually, the frame shapes can be:

- Black on one of the 3 background colours (orange, blue or yellow)
- Warm grey on white
- Orange, blue or yellow (this only applies to frame shapes 1, 2 and 3)





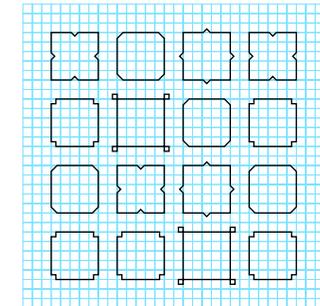
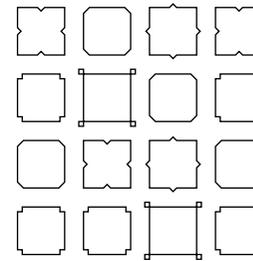


The 5 frame shapes can also be combined as a pattern. There are 3 different sizes of pattern: small, medium and large.

When used as a pattern, the frame shapes should be black on one of the 3 background colours (orange, blue or yellow).

Small pattern

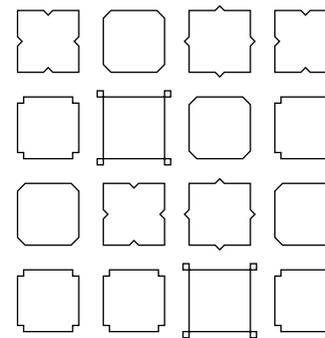
100%



Gridline
every 1.25 mm

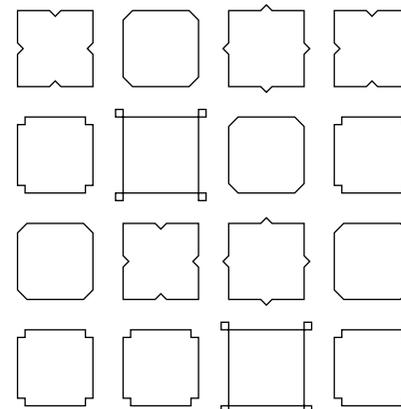
Medium pattern

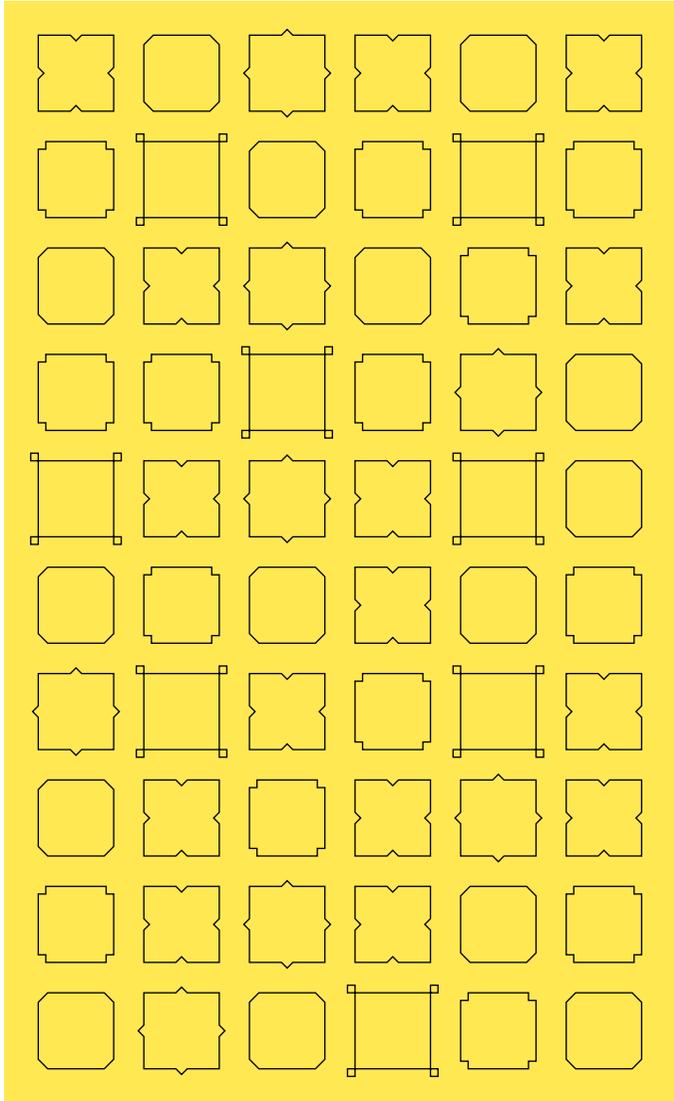
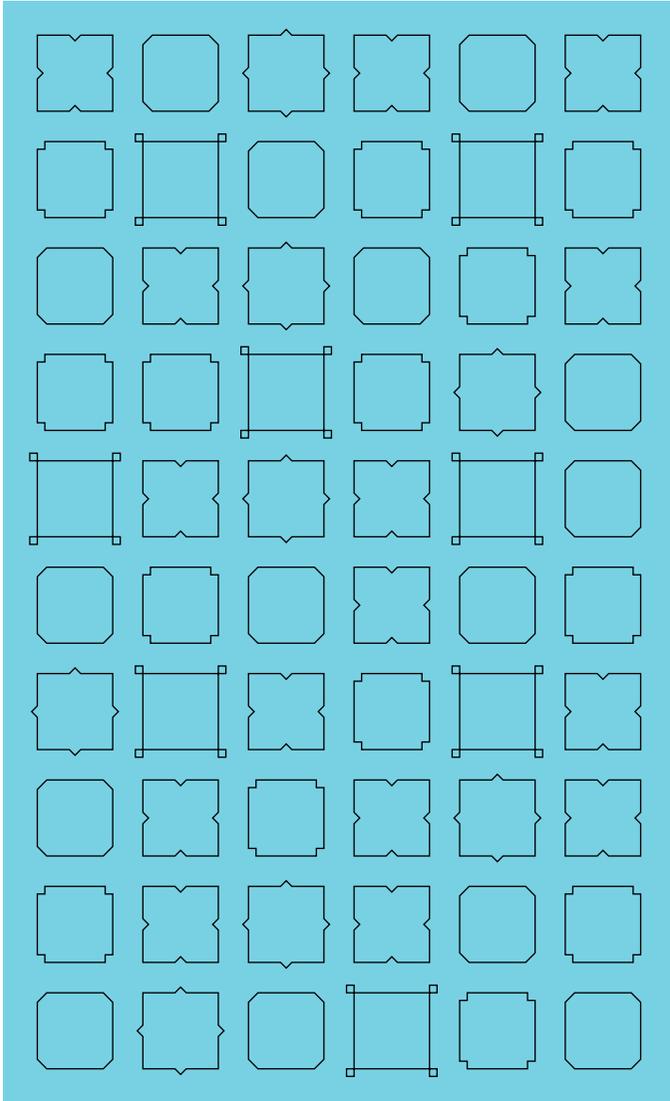
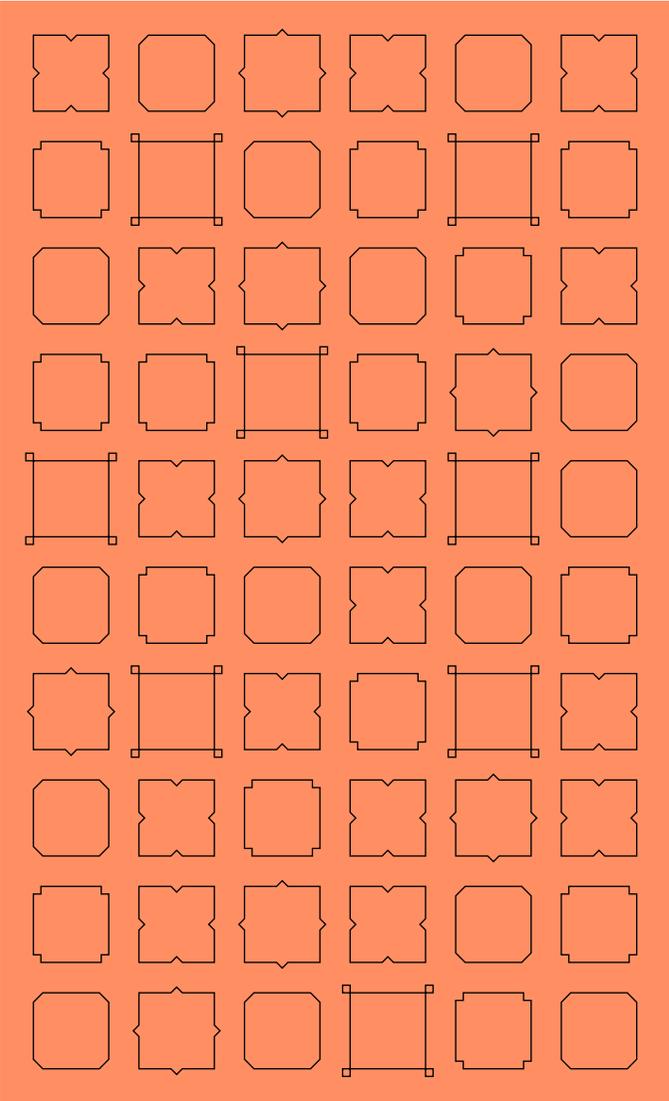
130%

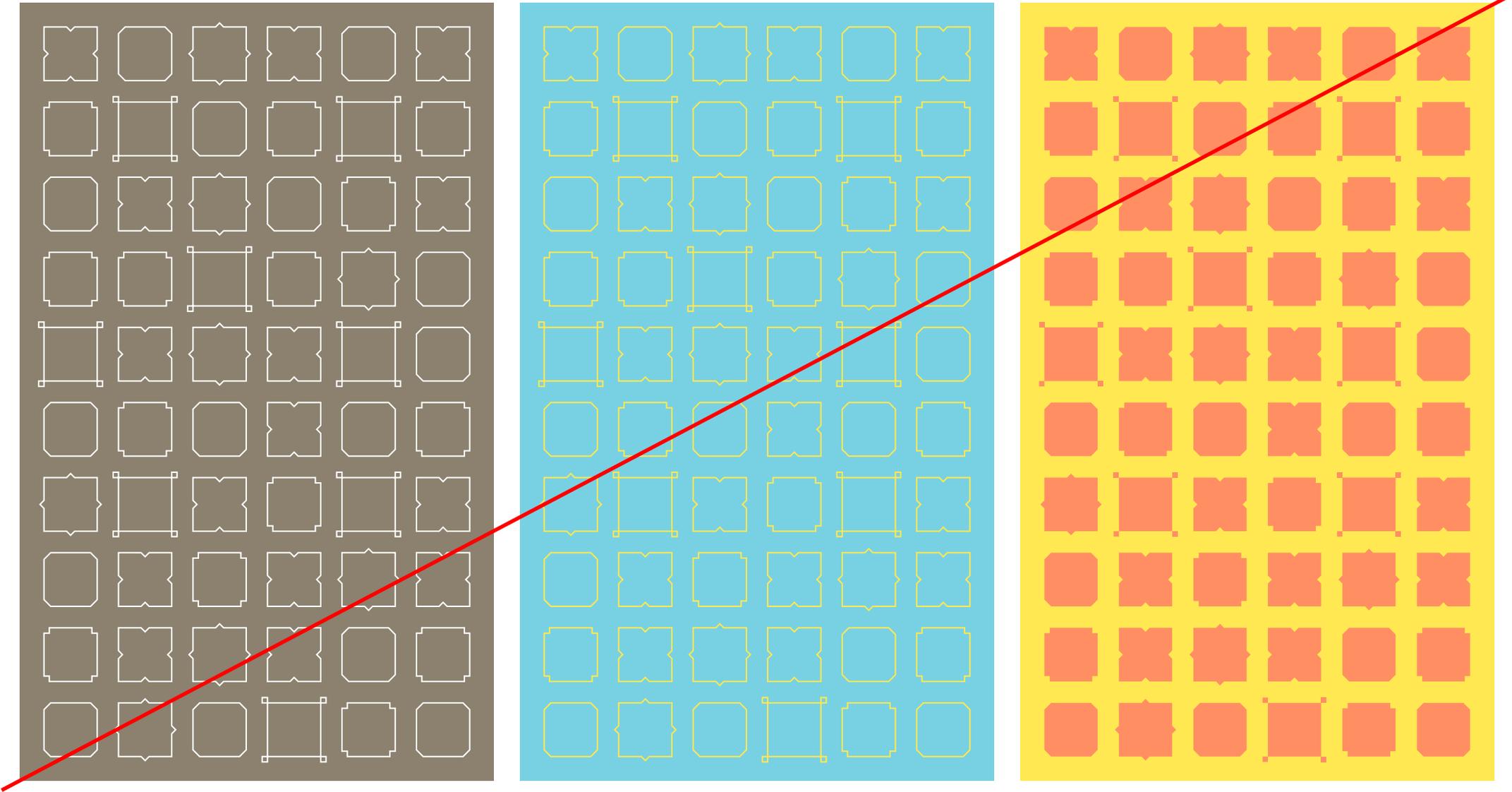


Large pattern

160%





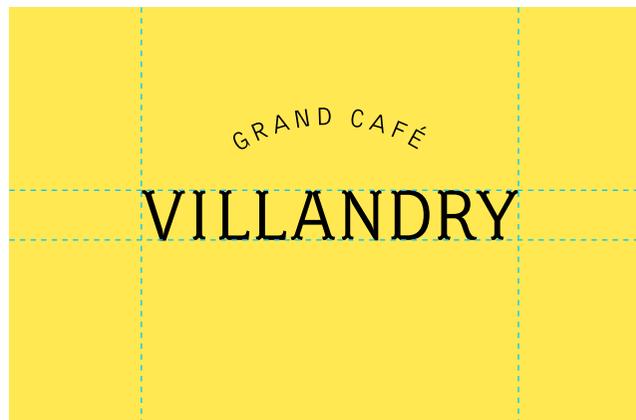
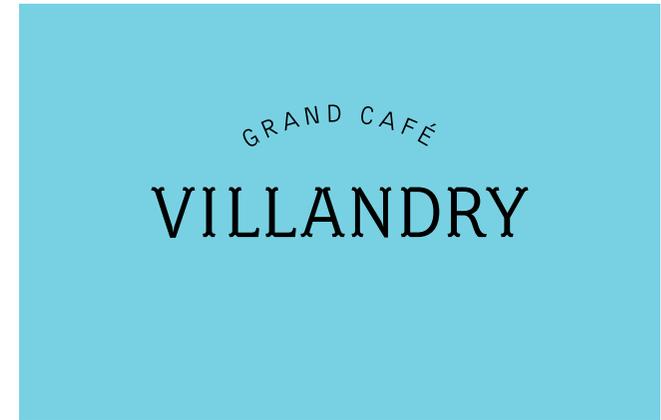
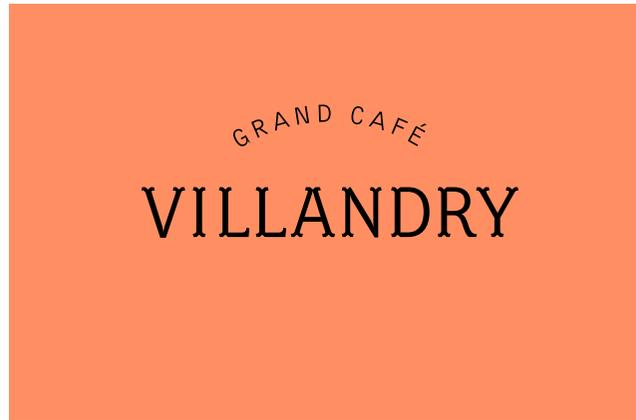


Stationery may not be something that the customer comes in contact with but it becomes important for the business side of the company when dealing with investors, suppliers, commercial estate agents, etc. Good, functional stationery also makes day to day business a lot easier.

All stationery should be printed on FSC Mixed Sources Certified paper to enhance the company message and values.

The Villandry business cards should be used by all employees of the company.

Format: 85 x 55 mm
Paper: Munken Lynx
Weight: 400 gsm
Finishing: matt black foiled



	7.5		77.5
7.5	Name Surname Title		
	170 Great Portland Street London W1W 5QB +44 (0)7979 804277 name.surname@villandry.com villandry.com		
47.5			

Format: 210 x 297 mm
Paper: Munken Lynx
Weight: 120 gsm

Suggested typeface:
Bell Gothic BT Roman
Font size: 10pt
Leading: 12pt

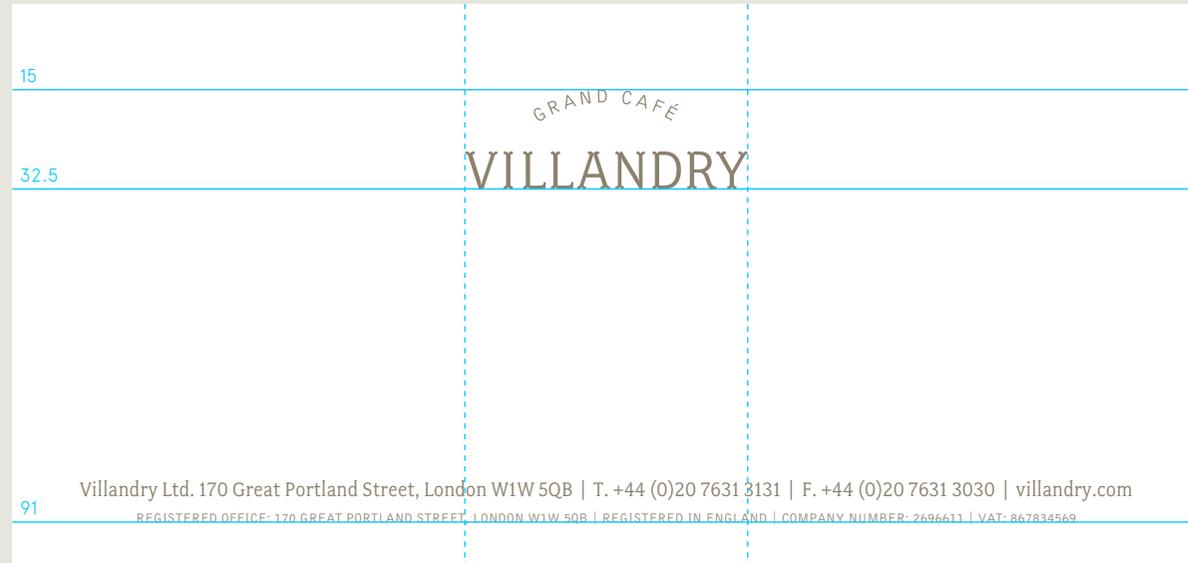
20	30		180
37.5			
75			
		<p>Company / Name Address City / Postcode Country</p> <p>DD / MM / YY Re: Letterhead</p> <p>Dear Madam and Sir,</p> <p>This is a sample letter. Please use this as a guideline for all letters written on the Villandry letterhead. The selected typeface is Bell Gothic BT Roman. The Typesize is 10 point on 12 point leading (line spacing). Please refer to the position and measurements on this sample page. This is a sample letter. Please use this as a guideline for all letters written on the Villandry letterhead. The selected typeface is Bell Gothic BT Roman. The Typesize is 10 point on 12 point leading (line spacing). Please refer to the position and measurements on this sample page. This is a sample letter. Please use this as a guideline for all letters written on the Villandry letterhead. The selected typeface is Bell Gothic BT Roman. The Typesize is 10 point on 12 point leading (line spacing). Please refer to the position and measurements on this sample page. This is a sample letter. Please use this as a guideline for all letters written on the Villandry letterhead. The selected typeface is Bell Gothic BT Roman. The Typesize is 10 point on 12 point leading (line spacing). Please refer to the position and measurements on this sample page.</p> <p>This is a sample letter. Please use this as a guideline for all letters written on the Villandry letterhead. The selected typeface is Bell Gothic BT Roman. The Typesize is 10 point on 12 point leading (line spacing). Please refer to the position and measurements on this sample page. This is a sample letter. Please use this as a guideline for all letters written on the Villandry letterhead. The selected typeface is Bell Gothic BT Roman. The Typesize is 10 point on 12 point leading (line spacing). Please refer to the position and measurements on this sample page.</p> <p>Yours sincerely Name / Surname</p>	
287		<p>Villandry Ltd. 170 Great Portland Street, London W1W 5QB T. +44 (0)20 7631 3131 F. +44 (0)20 7631 3030 villandry.com <small>REGISTERED OFFICE: 170 GREAT PORTLAND STREET, LONDON, W1W 5QB REGISTERED IN ENGLAND COMPANY NUMBER: 2696611 VAT: 86 234569</small></p>	

	30		180
37.5			
		<p>This is a sample letter. Please use this as a guideline for all letters written on the Villandry letterhead. The selected typeface is Bell Gothic BT Roman. The Typesize is 10 point on 12 point leading (line spacing). Please refer to the position and measurements on this sample page. This is a sample letter. Please use this as a guideline for all letters written on the Villandry letterhead. The selected typeface is Bell Gothic BT Roman. The Typesize is 10 point on 12 point leading (line spacing). Please refer to the position and measurements on this sample page. This is a sample letter. Please use this as a guideline for all letters written on the Villandry letterhead. The selected typeface is Bell Gothic BT Roman. The Typesize is 10 point on 12 point leading (line spacing). Please refer to the position and measurements on this sample page.</p> <p>This is a sample letter. Please use this as a guideline for all letters written on the Villandry letterhead. The selected typeface is Bell Gothic BT Roman. The Typesize is 10 point on 12 point leading (line spacing). Please refer to the position and measurements on this sample page. This is a sample letter. Please use this as a guideline for all letters written on the Villandry letterhead. The selected typeface is Bell Gothic BT Roman. The Typesize is 10 point on 12 point leading (line spacing). Please refer to the position and measurements on this sample page.</p> <p>Yours sincerely Name / Surname</p>	
287		<p>Villandry Ltd. 170 Great Portland Street, London W1W 5QB T. +44 (0)20 7631 3131 F. +44 (0)20 7631 3030 villandry.com <small>REGISTERED OFFICE: 170 GREAT PORTLAND STREET, LONDON, W1W 5QB REGISTERED IN ENGLAND COMPANY NUMBER: 2696611 VAT: 86 234569</small></p>	

Shown in: 50%
Dimensions are in mm

The compliment slip repeats the design of the letterhead. It is used to accompany a document or file when there is no need to write a full letter.

Format: 210 x 297 mm
Paper: Munken Lynx
Weight: 120 gsm



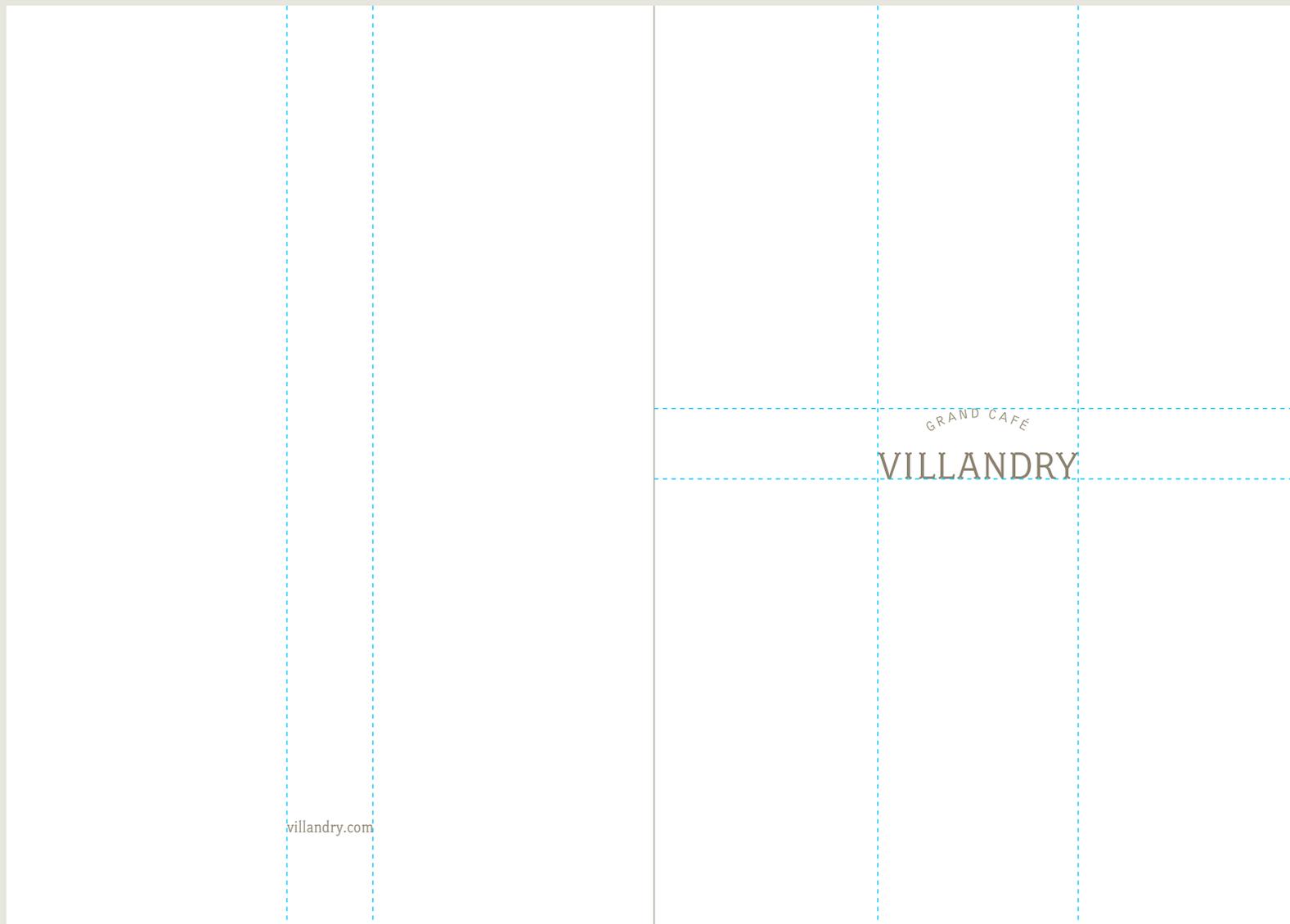
The fax sheet repeats the design of the letterhead but the address and registration numbers are 0.5 pt size larger than on the letterhead for better readability.

The fax sheet can be run out from a laserprinter and does not have to be printed offset.

A letter typed on the fax sheet should use the same layout as the letterhead but instead of the full address of the recipient it should state its fax number and the number of pages sent.

GRAND CAFE
VILLANDRY

Format: 210 x 297 mm
Paper: Munken Lynx
Weight: 240 gsm

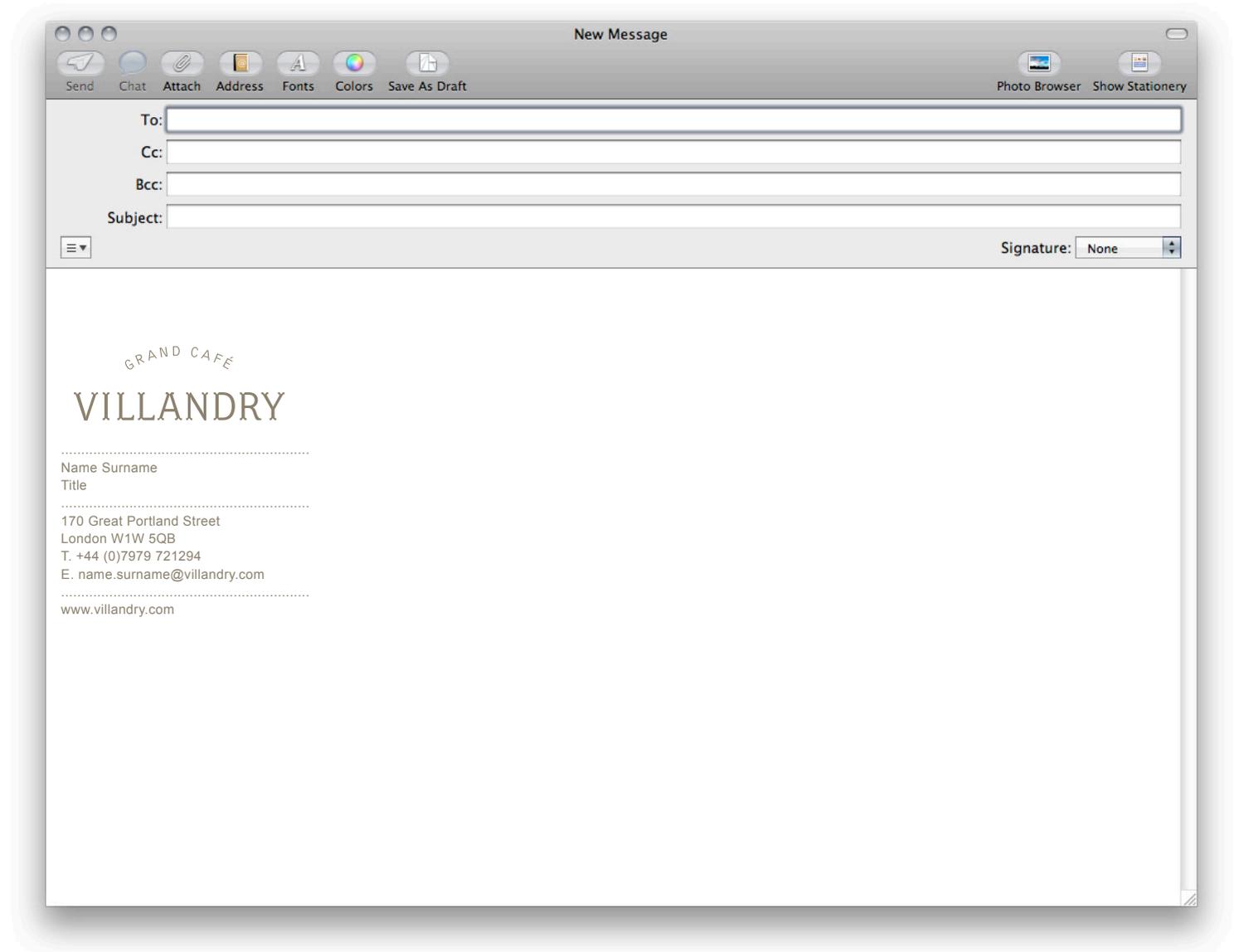


villandry.com

GRAND CAFE
VILLANDRY

When setting up the email signature, the following rules should be considered:

- Use 'digital logotype'
- Set text flush left
- Typeface: Arial (websafe font)
- Font size: 12pt (9 pixels)
- Colour: RGB 139 / 129 / 110



This section includes all printed material that the customer come in contact with while eating or drinking at Villandry. All these items should be branded in a subtle and original way.

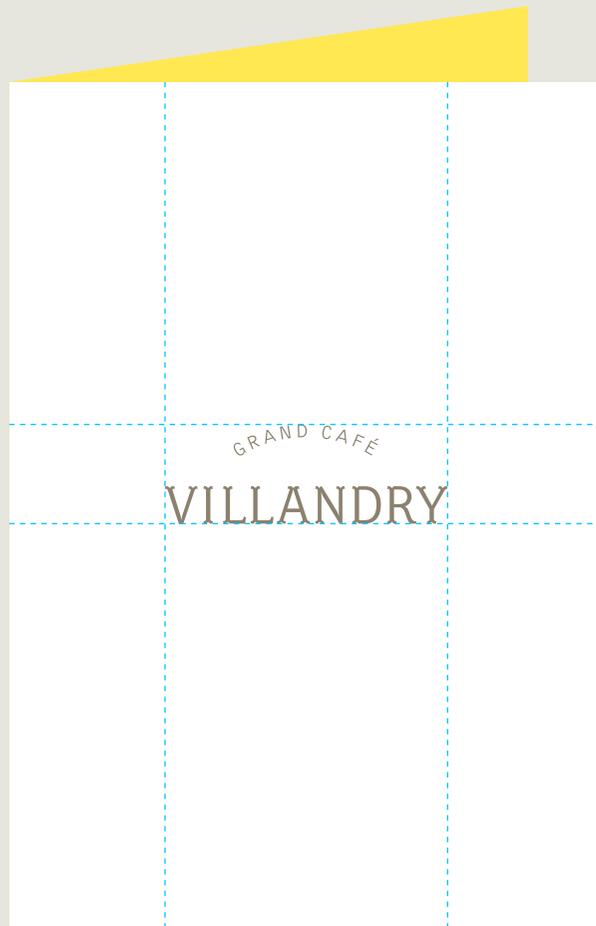
The bill cover and all the different menus have been designed in an easily updatable way in order to be printed in-house. They should be printed on FSC Mixed Sources Certified paper to enhance the company message and values.

GRAND CAFE
VILLANDRY

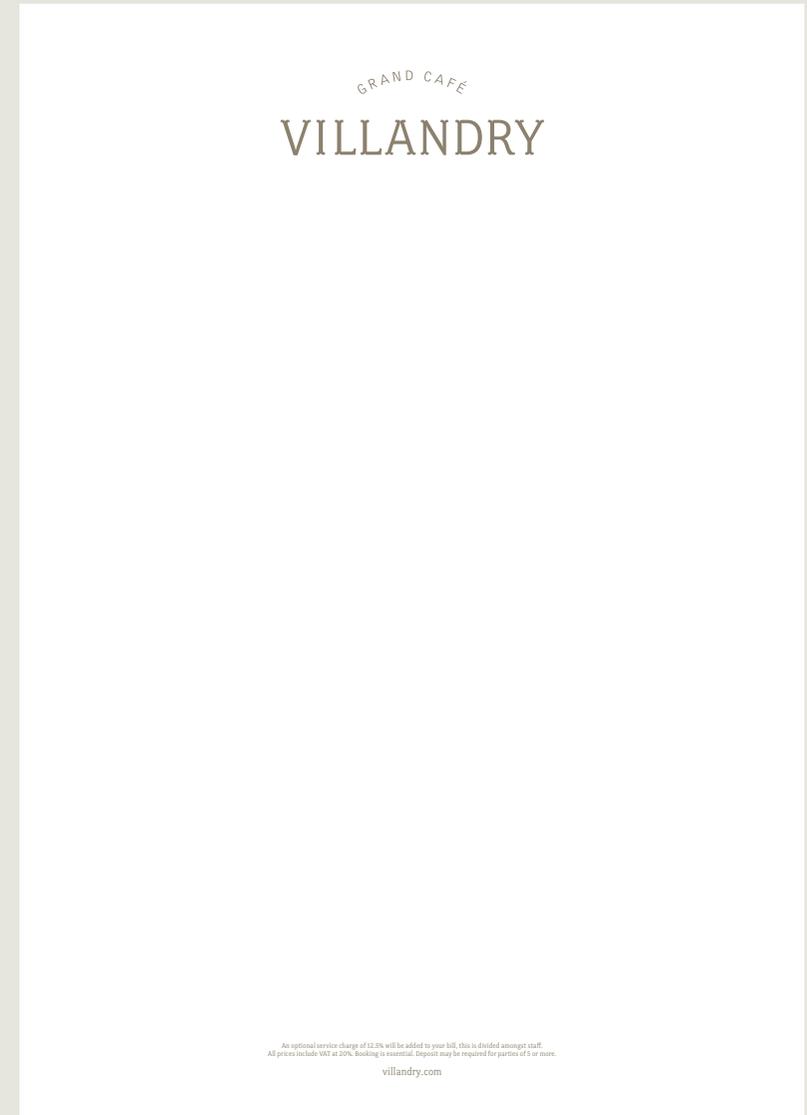
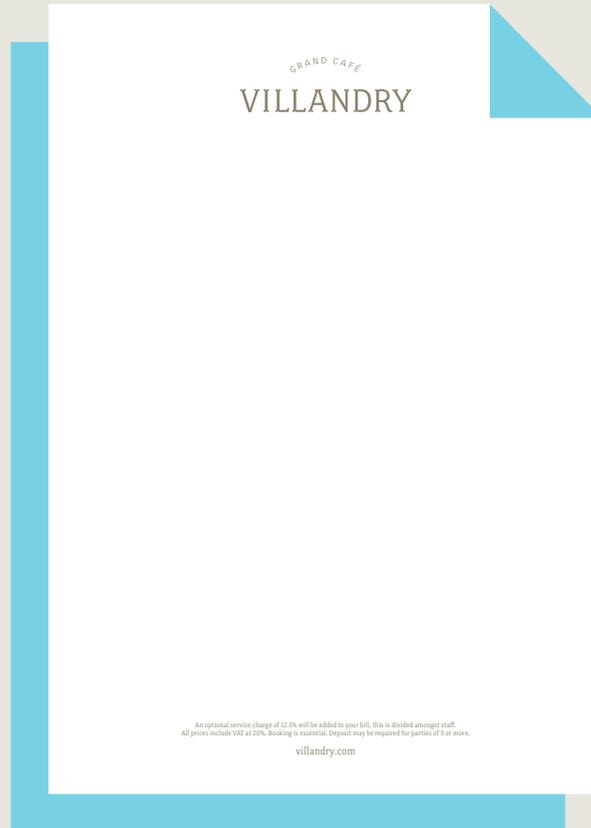
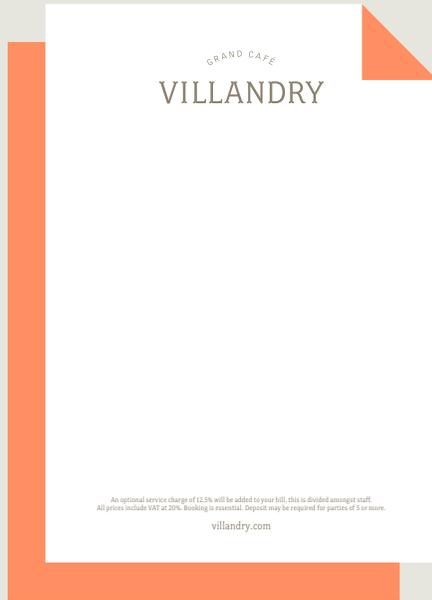
“A mother is a person
who seeing that there
are only four pieces
of pie for five people
promptly announces she
never did care for pie”

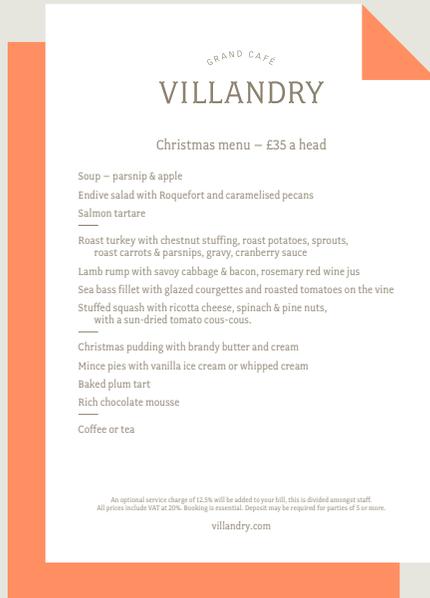
Mother's Day, Sunday 3rd April
2 courses – £17.95
3 courses – £21.50

Please call 020 7631 3131
or visit our website villandry.com



10	10	95	115	200
10	“A mother is a person who seeing that there are only four pieces of pie for five people promptly announces she never did care for pie”		Mother’s Day, Sunday 3 rd April 2 courses – £ 17.95 3 courses – £ 21.50	
130			Please call 020 7631 3131 or visit our website villandry.com	





12.5			136
17.5			
	GRAND CAFE		
37.5	VILLANDRY		
49.5			
62.5	Christmas menu – £35 a head		
	Soup – parsnip & apple Endive salad with Roquefort and caramelised pecans Salmon tartare — Roast turkey with chestnut stuffing, roast potatoes, sprouts, roast carrots & parsnips, gravy, cranberry sauce Lamb rump with savoy cabbage & bacon, rosemary red wine jus Sea bass fillet with glazed courgettes and roasted tomatoes on the vine Stuffed squash with ricotta cheese, spinach & pine nuts, with a sun-dried tomato cous-cous. — Christmas pudding with brandy butter and cream Mince pies with vanilla ice cream or whipped cream Baked plum tart Rich chocolate mousse — Coffee or tea		
185	<small>An optional service charge of 12.5% will be added to your bill, this is divided amongst staff. All prices include VAT at 20%. Booking is essential. Deposit may be required for parties of 5 or more.</small>		
197.5	villandry.com		

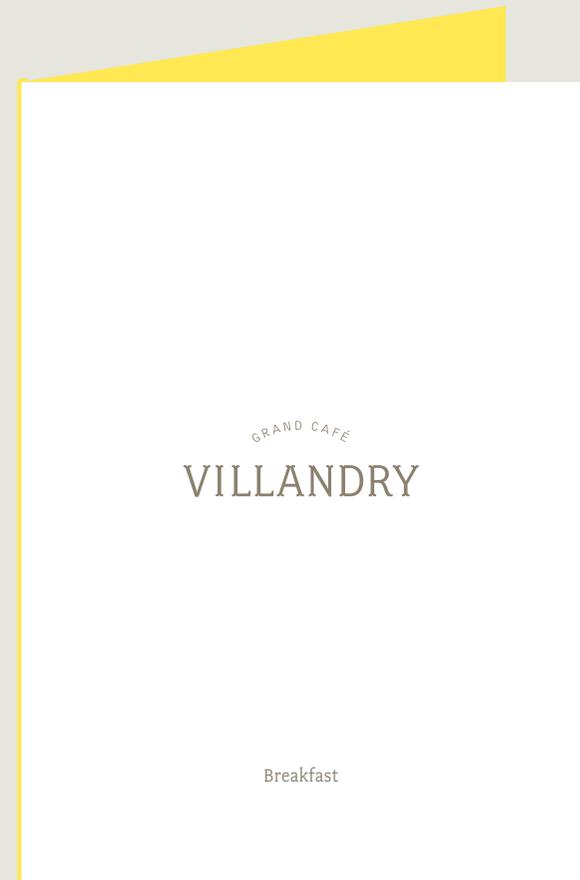
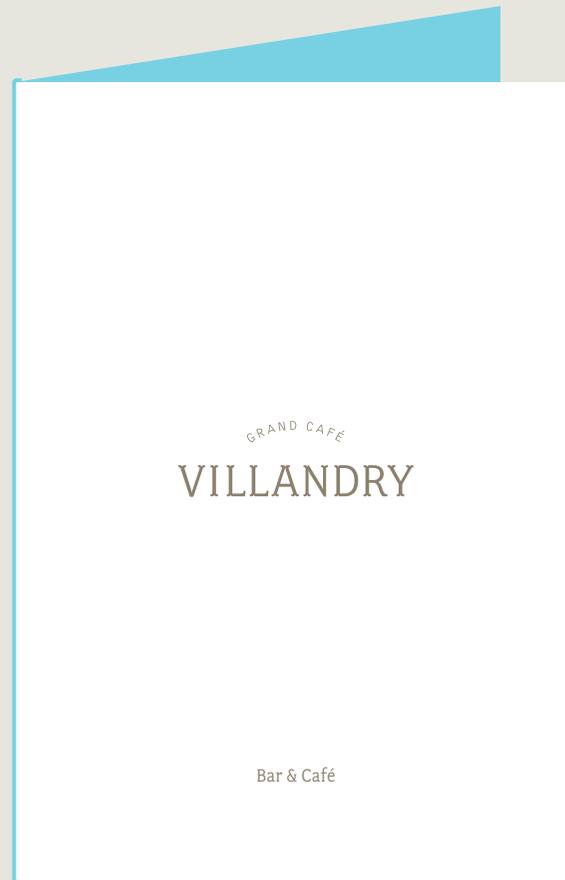
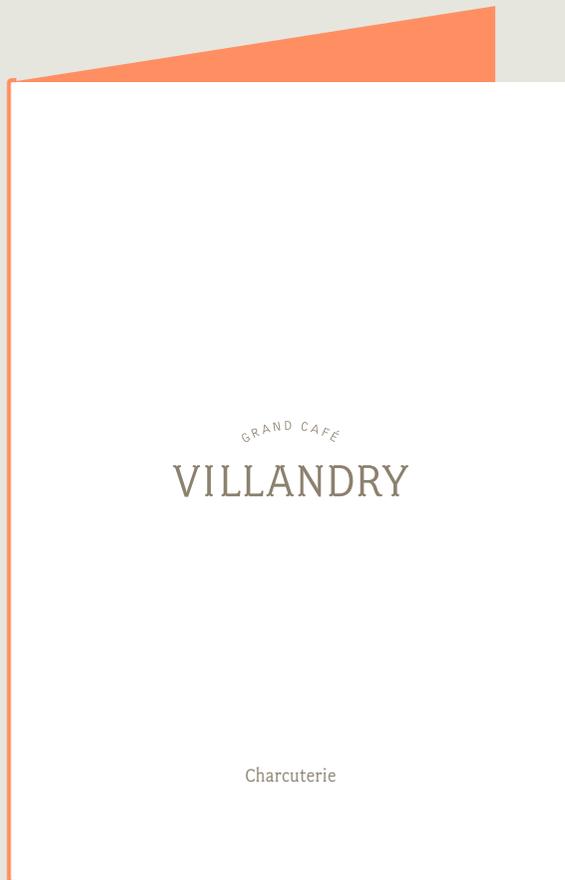
20			190
20			
	GRAND CAFE		
40	VILLANDRY		
60			
70	Canapé List 2011 – £1.80 a piece / 25 pieces for £40		
	Vegetable Crostini of spiced aubergine caponata & olives Chicory boat with Roquefort and walnuts Mini onion tarte-tatin Tomato pissaladiere Beetroot muffin cup with a cucumber, dill and sour cream stuffing Roasted vegetable & goats cheese tartlet Spiced butter beans tartlet and crispy parsley Sweet potato crumble mini tart		
	Fish Smoked salmon bellini with crème fraiche King Prawns skewer with spicy salsa Mini crab tartlet Seared sesame crusted tuna Crostini with salmon tartare		
	Meat Roast beef mini rolls with horseradish & watercress Mini cumberland sausages with mustard (hot) Mini hamburger, cheese and tomato salsa (hot) “Bang bang” chicken on cucumber boat Prosciutto wrapped around peach / fig Confit duck, with cucumber and caramelised onion tartlets Chorizo and quail egg skewer with honey vinaigrette Mini galette saucisse, dijon mustard Lamb cubes, black olive and mint sauce		
	Sweet Lemon tartlets Berry tartlets Baby pavlova Chocolate Brownie rounds Mini apple tarte-tatin		
269.5	<small>An optional service charge of 12.5% will be added to your bill, this is divided amongst staff. All prices include VAT at 20%. Booking is essential. Deposit may be required for parties of 5 or more.</small>		
282	villandry.com		

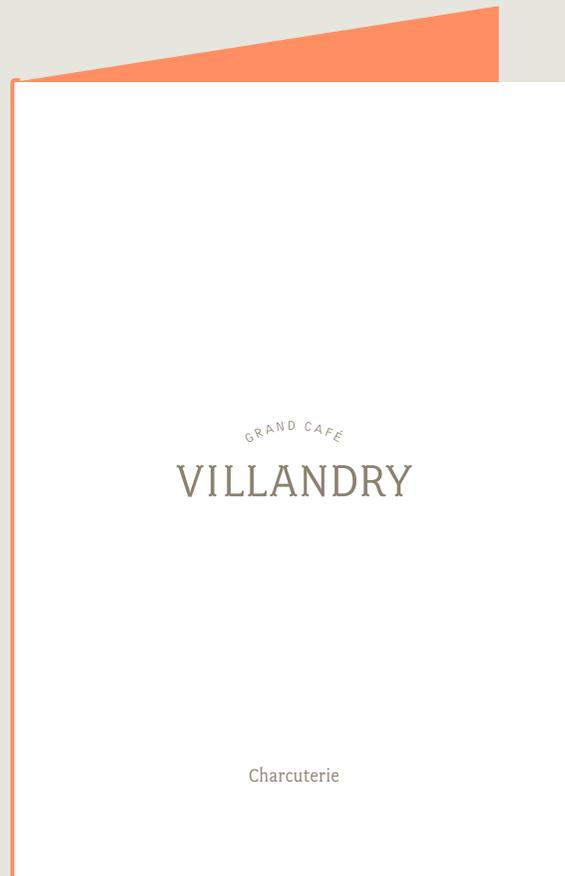
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Dimensions are in mm

25	17.5	137 150	279.5
57	GRAND CAFE VILLANDRY		
75			
	<p>Breakfast Available every day from 9am to 11am</p> <p>Parisian breakfast 9.90 Croissant, side of French ham & gruyere cheese, fruit salad, sourdough bread, orange juice & choice of tea or coffee</p> <p>Villandry English breakfast 9.90 Two fried eggs, Cumberland sausage, bacon, sautéed mushrooms, roast cherry tomatoes, sour dough toast & choice of tea or coffee</p> <p>Scrambled eggs on white sourdough toast 5.60</p> <p>Smoked salmon & scrambled eggs 6.60</p> <p>Bacon or Cumberland sausage sandwich 4.80</p> <p>Handmade organic granola & yoghurt (v) 4.40</p> <p>Pain au chocolat / Pain aux raisins (v) 4.00</p> <p>Banana, yoghurt & organic muesli 1.80</p> <p>Pain au chocolat / Pain aux raisins (v) 1.60 / 2.00</p> <p>Croissant / Almond croissant (v) 4.20 / 5.20</p> <p>Seasonal fresh fruit salad / add organic yogurt</p>	<p>Starters & Sharing platters</p> <p>Marinated olives in extra virgin olive oil & herbs de Provence (v) 2.80</p> <p>Chunks of rustic French baguette with organic butter (v) 3.20</p> <p>Roasted garlic on ciabatta bread (v) / with gruyere cheese 3.20 / 3.80</p> <p>Chicken terrine with crusty bread and a pear & apricot chutney 5.80</p> <p>Crunchy vegetable salad with roasted cashew & apricot (v)(v) 6.60 / 12.00</p> <p>Scottish smoked salmon, rye bread & organic butter 7.40</p> <p>Grilled mediterranean prawns with lemon grass, and a green mango, cashew, tomato & coriander salad (v) 6.80 / 13.40</p> <p>Salmon sharing platter 6.60 / 12.80</p> <p>Crispy salt & pepper squid with tartare sauce 12.40</p> <p>Salmon sharing platter 11.80 Salmon: smoked, tartare, poached & pate, with rye bread & mixed leaves</p> <p>Sharing platter of French hams, roasted vegetables & olives 11.80 French cooked ham, Bayonne Ham, Jésus de Lyon Salami</p> <p>Mediterranean sharing platter (v) 11.60 Grilled & roasted vegetables, olives, humus, breads</p> <p>Fillet beef carpaccio with rocket & grana padano 8.00 / 14.80</p> <p>Villandry artisan cheese board 6.00 / 9.00</p>	
	<p>Tarts & Desserts</p> <p>Fresh berry tarts (strawberry, raspberry, mixed berry) 4.20</p> <p>Lemon tart with crème fraiche 4.60</p> <p>Raspberry Meringue 4.80</p> <p>Warm chocolate brownie & ice cream (v) 4.90</p> <p>Blackberry & apple crumble with cream 4.90</p> <p>Classic crème brûlée 4.90</p> <p>Apple tart tatin with ice cream 4.90</p> <p>Treacle tart with ice cream 1.60</p> <p>Sorbet (mandarin, raspberry, lemon) – a scoop 1.60</p> <p>Ice cream (chocolate, strawberry, vanilla, honeycomb) – a scoop 1.60</p>	<p>Salads, Sandwiches, Mains</p> <p>Roasted baby beetroot, goats cheese & watercress salad with fresh orange and pine nuts (v) 10.80</p> <p>Poached salmon salad with watercress, asparagus, garden peas, new potato & dressed with herb mayonnaise 12.90</p> <p>Chilled grilled chicken breast salad with gem lettuce, grilled leeks, endanme & avocado dressing 12.80</p> <p>Salad Nicoise with Bonito del Norte white tuna 12.80</p> <p>The Villandry cheeseburger with mixed leaf garnish 10.80</p> <p>Grilled chicken sandwich with pancetta, lettuce, salsa & frites 12.90</p> <p>Fillet Steak sandwich with olive tapenade, red pepper & rocket 11.60</p> <p>Succulent half roasted chicken 13.90 Choose from: rosemary, lemon & garlic, or red chilli jam</p> <p>Smoked haddock & salmon fishcakes on a bed of spinach served with tomato concassé 12.60</p> <p>Sea bass fillet with courgette Provençal 15.40</p> <p>Catalan fish stew of monkfish, prawns & clams with tomato, pepper, almonds & saffron (v) 17.80</p> <p>Linguine with tiger prawns, tomato, chilli & garlic, rocket garnish 12.60</p> <p>Red pesto frittelli with olives, pine nuts & sun blush tomatoes (v) 11.20</p> <p>Wild mushroom risotto with rosemary olive oil (v) 11.80</p> <p>Lamb cutlets with mediterranean vegetables & thyme potatoes 18.40</p> <p>Steak Frites, 8oz Aberdeenshire Rib-eye 19.90 21 day aged Donald Russell Scottish beef served with chips & béarnaise</p> <p>Mixed leaf salad (v) / Tomato, onion & basil salad (v) 3.60</p> <p>Pomme frites (v) / Buttered new potatoes (v) 3.60</p> <p>Seasonal vegetables (v) 3.80</p> <p>Aspen fries (frites, parmesan & truffle oil) 4.90 Sauces: béarnaise, garlic mayonnaise, tartare – at 60p</p>	
	<p>Afternoon tea (served daily 2-6) — Traditional afternoon tea £16 pp Your choice of 7 flavoursome organic leaf teas, with a delicious selection of miniature sandwiches, cakes and tarts — High tea £22 pp Traditional afternoon tea accompanied with a glass of Billicart Salmon Champagne</p>		
	Children – £6.40 menu		
390	An optional service charge of 12.5% will be added to parties of 6 or more. this is divided amongst the staff. All prices include VAT at 20%.		
402.5	villandry.com		

Shown in: 35%
Dimensions are in mm

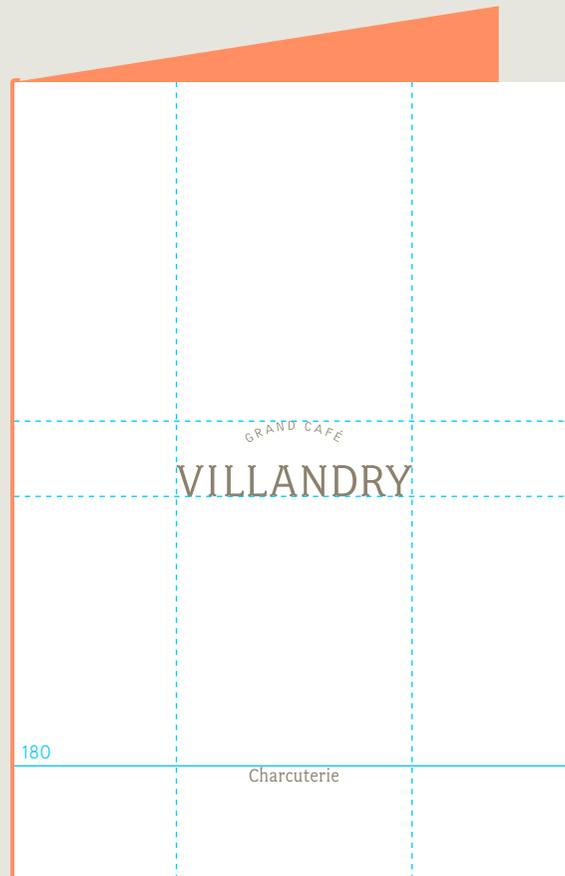
25	17.5	147 160	279.5
57	Billicart-Salmon		
75			
	<p>Over the last decade, the small house of Billicart-Salmon has become the most revered address in Champagne. A secret and quite magical source for Rosé, Non Vintage, and Vintage style wines.</p>		
	<p>White 175ml / 250ml / bottle</p> <p>Cuvée Blanc, Languedoc, France 5.25 / 6.25 / 17.00 Fresh and rounded with notes of citrus fruits such as grapefruit, lime and liquorice</p> <p>Sauvignon Blanc, Casa Azul, Chile 5.75 / 6.75 / 19.00 Lively character with aromas of gooseberries, white peaches & citrus</p> <p>Pinot Grigio, Rosa Bianca, Veneto, Italy 6.00 / 7.50 / 21.00 Dry, clean and refreshing with subtle flavours of almonds and white stone fruits and gentle hints of citrus</p> <p>Rioja Blanco, Bodega Rubio Spain 6.50 / 8.50 / 24.00 Delicious unadorned white Rioja that displays all the joys of unbridled fruit. Perfect for summer favourites such as salad and seafood.</p> <p>Sancerre, Jouxtes Vignes, France 7.50 / 9.50 / 27.50 Henri Bourgeois is one of the most respected producers in Sancerre and makes wine of huge pedigree</p>	<p>Champagne & sparkling wine 125ml / bottle</p> <p>Prosecco, Cantina Bernardi, Italy 5.75 / 26.00 A frizzante style with a soft easy fizz that makes it the perfect summer sparkler.</p> <p>Saint Evremond, Brut Reserve, NV, France 7.50 / 42.50 A youthful and vibrant Champagne with note of fresh bread and citrus fruits</p> <p>Champagne Billicart-Salmon Brut reserve 9.50 / 52.00</p> <p>Champagne Billicart-Salmon Rose 65.00 Parisian's favourite rose, a monument to good French living</p> <p>Champagne Billicart-Salmon Cuvee Nicolas-Francois 1998 95.00 Nutritious, yeasty, dough like character is a rare treat for all serious wine drinkers</p>	
	<p>Rosé 175ml / 250ml / bottle</p> <p>Villandry Rosé, Languedoc, France 5.50 / 6.50 / 18.50 Elegant rosé of wild berries complemented by notes of Mediterranean flowers</p> <p>Pinot Grigio Rosato, Rosa Bianca, Italy 6.00 / 7.50 / 21.00 Easy drinking rosé with refreshing acidity, medium body and agreeable raspberry and strawberry fruit</p> <p>Cotes de Provence Rosé, Chateau d'Ollieres 6.50 / 8.50 / 24.00 The colour is the spirit of Provence and the epitome of summer chic</p>	<p>Apéritif, Cocktails & Spirits</p> <p>Kir Royal - Champagne with Crème de Cassis 8.50</p> <p>Bellini - Champagne, archers, peach nectar 9.50</p> <p>Cosmopolitan - Citron vodka, cointreau, cranberry, lime 7.50</p> <p>Manhattan - Bourbon, vermouth, angostura bitters 7.50</p> <p>Remi martin VSOP cognac 6.00</p> <p>Tanqueray No10 gin 6.00</p> <p>Dalwhinnie, 15 yo single malt whisky 6.00 (spirit measures at 50ml, Champagne 125ml, vermouth & cointreau 25ml)</p>	
	<p>Red 175ml / 250ml / bottle</p> <p>Villandry Cuvée Rouge, Languedoc, France 5.25 / 6.25 / 17.00 Light, fruity red with cranberries, red cherries and plum with a delicate touch of dried herbs</p> <p>Merlot, Casa Azul, Rapel Valley, Chile 5.75 / 6.75 / 19.00 Vibrant fruit with distinctive dark cherries, plums and blackberry aromas, with hints of dark chocolate, almonds and spice</p> <p>Cabernet Shiraz, Copeland Estate, Australia 6.00 / 7.50 / 21.00 Packed with ripe blackcurrant & berry fruit with a twist of fresh pepper and liquorice on the finish</p> <p>Pinot Noir, Domaine La Boussolle, France 6.25 / 7.75 / 22.00 Bright red colour with a blue tint. The aromas evoke a traditional summer pudding with subtle notes of menthol and vanilla</p> <p>Rioja Montesc, Bodega Classica, Spain 6.50 / 8.50 / 24.00 With a hint of vanilla, bramble fruit and silky softness, it also boasts generous red fruit flavours with some firmness on the finish</p>	<p>Beers 330ml bottle</p> <p>Kronenburg, France 3.55</p> <p>Peroni Nastro Azzuro, Italy 3.75</p> <p>Lefe Blonde, Belgium 4.20</p>	
		<p>Tea & Coffee</p> <p>Americano 2.20</p> <p>Filter Coffee 2.20</p> <p>Macchiato, Espresso 2.10</p> <p>Double Macchiato, Espresso 2.70</p> <p>Cappuccino, Latte 2.70</p> <p>Mocha 2.90</p> <p>Hot Chocolate 2.90</p> <p>Selection of organic leaf tea 2.40 English breakfast, Earl Grey, Camomile, Green, Jasmine, Peppermint, Organic red fruit, Darjeeling</p>	
		<p>Soft drinks / Freshly pressed & blended</p> <p>Coke, diet Coke, lemonade 2.10 / 2.95</p> <p>Fresh orange juice 2.90 / 3.90</p> <p>"Simply nectar" bottled juices 2.60 apple, pear, peach, apricot, mango, raspberry</p> <p>Harrogate mineral water – sparkling or still 2.00 / 3.60</p> <p>Iced tea – red fruit or lemon breakfast 3.20</p> <p>Iced latte 3.20</p> <p>Iced espresso cocktail 3.20</p> <p>Waterfall – description 4.60</p> <p>Smoothie 2 – description 4.80</p> <p>Smoothie 3 – description 4.80</p> <p>Smoothie 4 – description 4.80</p>	
402.5	villandry.com		



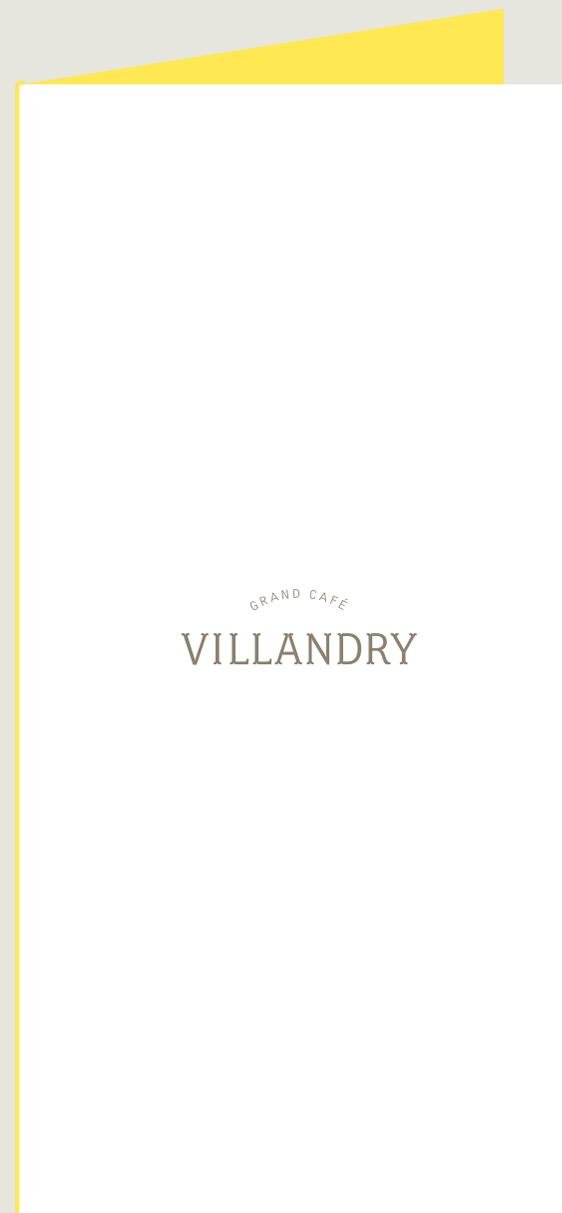
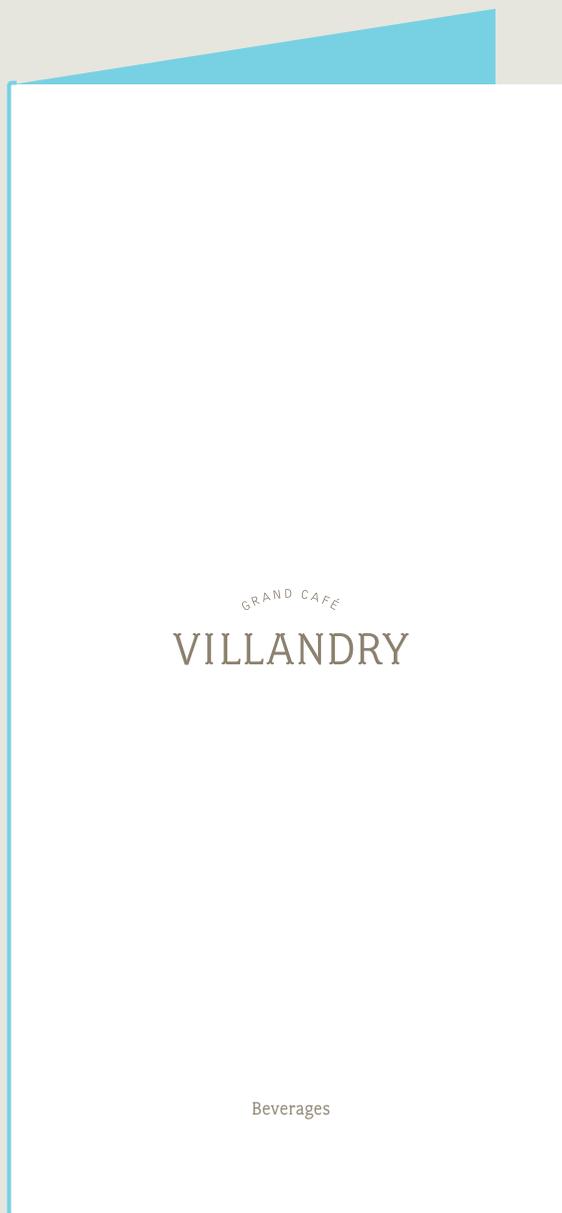
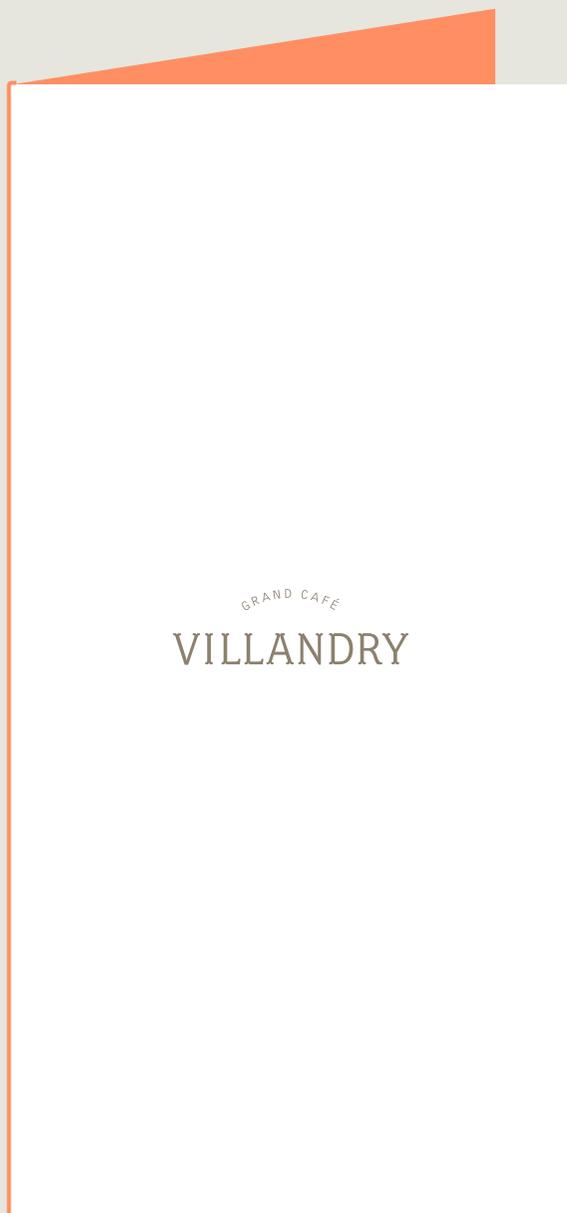


<u>SMALL / SIDE DISHES</u>		
Marinated olives	3.20	
Salted Marconna almonds	1.80	
Rocket & Parmesan salad	4.40	
Mixed leaf salad	4.40	
Heritage tomato salad	5.40	
Ham hock terrine with sauce gribiche	8.60	
Salt & pepper squid with tartare sauce	6.80	
Hand cut chips	3.80	
<u>SALADS</u>		
Williams pear, endive, Roquefort with caramelised pecans	8.80	
Crispy & crunchy vegetable salad with cashew nuts & an apricot dressing (vegan)	6.60	
Grilled lemon grass prawns with a green mango, bean shoot, tomato & coriander salad	7.00	12.00
Roasted beetroot & goats cheese salad with watercress & orange	6.80	14.00
Grilled chicken breast salad with gem lettuce, edamame, grilled leeks & avocado dressing	13.40	12.80
Niçoise salad with Bonito del Norte white tuna	12.80	

<u>TARTINES / SANDWICHES</u>		
Croque monsieur	7.00	
Chargrilled chicken & pancetta bacon with lettuce, tomato & mayonnaise on foccacia	9.80	
Tartine of avocado & crunchy pickled vegetables with tomato chilli salsa & sweet potato (vegan)	8.60	
Hot roast Loch Duart salmon with radish, mixed leaves & lemon aioli on ciabatta	9.20	
Fillet steak sandwich with olive tapenade, red pepper & rocket on ciabatta	12.60	
<u>CLASSICS</u>		
Soup of the day	5.80	
Severn & Wye smoked salmon with organic sourdough rye & Amalfi lemon	8.00	
Quiche of the day with a mixed leaf salad	9.00	
Artisan cheese board	9.00	
Villandry vegetable mezze plate	12.60	
Charcuterie platter	13.00	
Beef carpaccio with rocket & grana padano	8.00	14.80



12.5	12.5	136	161	284.5
12.5	<u>SMALL / SIDE DISHES</u>		<u>TARTINES / SANDWICHES</u>	
	Marinated olives 3.20		Croque monsieur 7.00	
	Salted Marconna almonds 1.80		Chargrilled chicken & pancetta bacon with lettuce, tomato & mayonnaise on foccacia 9.80	
	Rocket & Parmesan salad 4.40		Tartine of avocado & crunchy pickled vegetables with tomato chilli salsa & sweet potato (vegan) 8.60	
	Mixed leaf salad 4.40		Hot roast Loch Duart salmon with radish, mixed leaves & lemon aioli on ciabatta 9.20	
	Heritage tomato salad 5.40		Fillet steak sandwich with olive tapenade, red pepper & rocket on ciabatta 12.60	
	Ham hock terrine with sauce gribiche 8.60			
	Salt & pepper squid with tartare sauce 6.80		<u>CLASSICS</u>	
	Hand cut chips 3.80		Soup of the day 5.80	
	<u>SALADS</u>		Severn & Wye smoked salmon with organic sourdough rye & Amalfi lemon 8.00	
	Williams pear, endive, Roquefort with caramelised pecans 8.80		Quiche of the day with a mixed leaf salad 9.00	
	Crispy & crunchy vegetable salad with cashew nuts & an apricot dressing (vegan) 6.60		Artisan cheese board 9.00	
	Grilled lemon grass prawns with a green mango, bean shoot, tomato & coriander salad 7.00 12.00		Villandry vegetable mezze plate 12.60	
	Roasted beetroot & goats cheese salad with watercress & orange 6.80 14.00		Charcuterie platter 13.00	
	Grilled chicken breast salad with gem lettuce, edamame, grilled leeks & avocado dressing 13.40 12.80		Beef carpaccio with rocket & grana padano 8.00 14.80	
	Niçoise salad with Bonito del Norte white tuna 12.80			
180		197.5		
	Charcuterie			



GRAND CAFÉ
VILLANDRY

EGGS & BACON

Our eggs, yoghurt, milk & granola are organic

Croissant	2.00	
Pain au chocolat	2.20	
Pain au raisin	2.20	
Almond croissant	2.40	
Eggs on toast	5.60	
Bacon & eggs on toast – as you like it	7.80	
Severn & Wye smoked Salmon & scrambled eggs on toast	9.40	
Eggs – Benedict, Royal or Florentine	5.80	9.80

Villandry English breakfast 10.60

Organic egg, Cumberland sausage, grilled mushroom, roasted tomato, bacon & toast

Shropshire sweet cure bacon sandwich	4.80	
Cumberland sausage sandwich	4.80	
Seasonal fruit salad	5.40	
Bircher muesli	4.40	
Granola with yoghurt	4.60	

STARTERS / PLATTERS

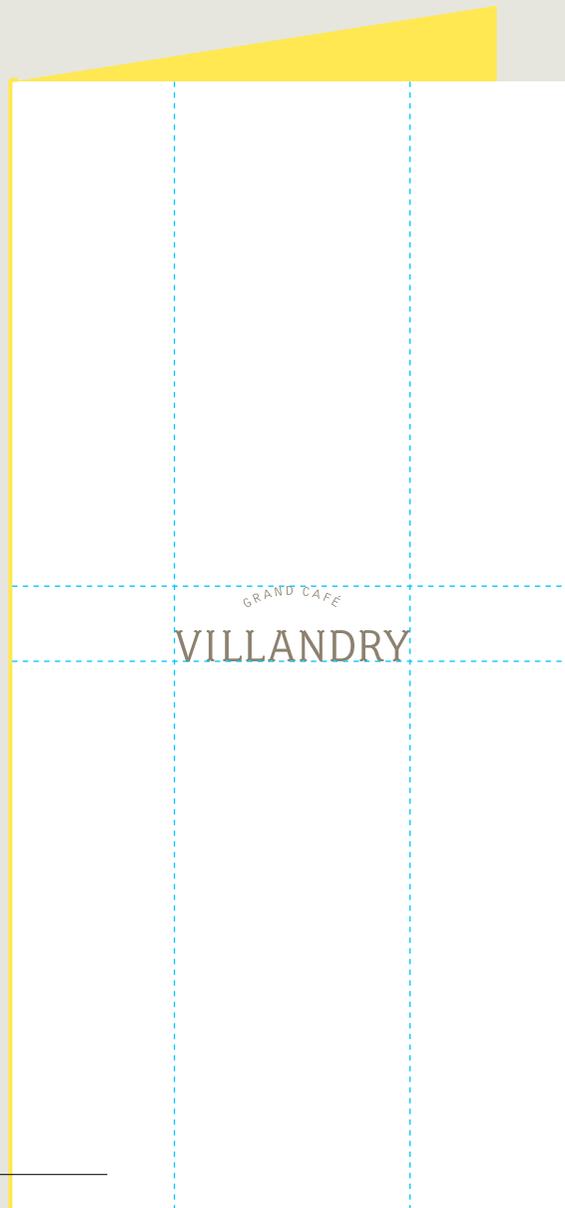
Soup of the day	5.80	
Severn & Wye smoked salmon with organic sourdough rye & Almalfi lemon	8.00	
Roasted beetroot & goats cheese salad with watercress & orange (vegan)	6.80	12.80
Ham hock terrine with sauce gribiche	8.60	
Seared tuna carpaccio with red pepper, kalamata olive & lemon	8.40	16.00
Beef carpaccio with rocket & grana padano	8.00	14.80
Villandry vegetable mezze platter	12.60	
Charcuterie platter	13.00	
Artisan cheese board	9.00	

SALADS / HOT SANDWICHES / MAINS

Williams pear, endive & Roquefort salad with caramelised pecan	8.80	
Crispy & crunchy vegetable salad with cashew nuts & apricot dressing (vegan)	6.60	12.00
Grilled lemon grass prawns with a green mango, tomato & coriander salad	7.00	14.00
Niçoise salad with Bonito del Norte white tuna	12.80	
Grilled chicken breast salad with gem lettuce, endamame, grilled leeks & avocado dressing	13.20	
Tartine of avocado & crunchy pickled vegetables with tomato chilli salsa & sweet potato (vegan)	8.60	
Chargrilled chicken & pancetta bacon with lettuce, tomato & mayonnaise on focaccia	9.80	
Fillet steak sandwich with olive tapenade, red pepper & rocket on ciabatta	12.60	
Hot roast Loch Duart Salmon with radish, mixed leaves & lemon aioli on ciabatta	9.20	
The Villandry burger with cheddar cheese & fries	12.80	
Quiche of the day with a mixed leaf salad	9.00	
Moules frites	13.60	
Smoked haddock & Loch Duart salmon fishcakes with Bois Bourdan	14.80	
Linguine with grilled courgette, pesto, sun blushed tomato, rocket & parmesan	9.00	13.00
Wild mushroom & cep risotto	14.40	
Grilled sea bass with vine tomatoes, sautéed courgette & shallots	17.60	
28 day dry-aged Galloway steak – 10oz sirloin or 8oz fillet – with chips & béarnaise	19.80	

SIDES

Marinated olives	3.20	
Rocket & Parmesan salad	4.40	
Buttered new potatoes with mint	4.40	
Heritage tomato salad	5.40	
Hand cut chips	3.80	
Mixed leaf	4.40	
Aspen fries	6.00	
Hand cut chips tossed in Parmesan & white truffle oil		



12.5	12.5	136	161	284.5
	<p>EGGS & BACON Our eggs, yoghurt, milk & granola are organic</p> <p>Croissant 2.00 Pain au chocolat 2.20 Pain au raisin 2.20 Almond croissant 2.40 Eggs on toast 5.60 Bacon & eggs on toast – as you like it 7.80 Severn & Wye smoked Salmon & scrambled eggs on toast 9.40 Eggs – Benedict, Royal or Florentine 5.80 9.80</p> <p>Villandry English breakfast 10.60 <small>Organic egg, Cumberland sausage, grilled mushroom, roasted tomato, bacon & toast</small></p> <p>Shropshire sweet cure bacon sandwich 4.80 Cumberland sausage sandwich 4.80 Seasonal fruit salad 5.40 Bircher muesli 4.40 Granola with yoghurt 4.60</p> <p>STARTERS / PLATTERS Soup of the day 5.80 Severn & Wye smoked salmon with organic sourdough rye & Almalfi lemon 8.00 Roasted beetroot & goats cheese salad with watercress & orange (vegan) 6.80 12.80 Ham hock terrine with sauce gribiche 8.60 Seared tuna carpaccio with red pepper, kalamata olive & lemon 8.40 16.00 Beef carpaccio with rocket & grana padano 8.00 14.80 Villandry vegetable mezze platter 12.60 Charcuterie platter 13.00 Artisan cheese board 9.00</p>		<p>SALADS / HOT SANDWICHES / MAINS Williams pear, endive & Roquefort salad with caramelised pecan 8.80 Crispy & crunchy vegetable salad with cashew nuts & apricot dressing (vegan) 6.60 12.00 Grilled lemon grass prawns with a green mango, tomato & coriander salad 7.00 14.00 Niçoise salad with Bonito del Norte white tuna 12.80 Grilled chicken breast salad with gem lettuce, endamame, grilled leeks & avocado dressing 13.20 Tartine of avocado & crunchy pickled vegetables with tomato chilli salsa & sweet potato (vegan) 8.60 Chargrilled chicken & pancetta bacon with lettuce, tomato & mayonnaise on focaccia 9.80 Fillet steak sandwich with olive tapenade, red pepper & rocket on ciabatta 12.60 Hot roast Loch Duart Salmon with radish, mixed leaves & lemon aioli on ciabatta 9.20 The Villandry burger with cheddar cheese & fries 12.80 Quiche of the day with a mixed leaf salad 9.00 Moules frites 13.60 Smoked haddock & Loch Duart salmon fishcakes with Bois Bourdan 14.80 Linguine with grilled courgette, pesto, sun blushed tomato, rocket & parmesan 9.00 13.00 Wild mushroom & cep risotto 14.40 Grilled sea bass with vine tomatoes, sautéed courgette & shallots 17.60 28 day dry-aged Galloway steak – 10oz sirloin or 8oz fillet – with chips & béarnaise 19.80</p> <p>SIDES Marinated olives 3.20 Rocket & Parmesan salad 4.40 Buttered new potatoes with mint 4.40 Heritage tomato salad 5.40 Hand cut chips 3.80 Mixed leaf 4.40 Aspen fries 6.00 <small>Hand cut chips tossed in Parmesan & white truffle oil</small></p>	
284.5				

Format: 40 x 40 mm

Front

Paper: Colourplan Cool Grey (plain finish)

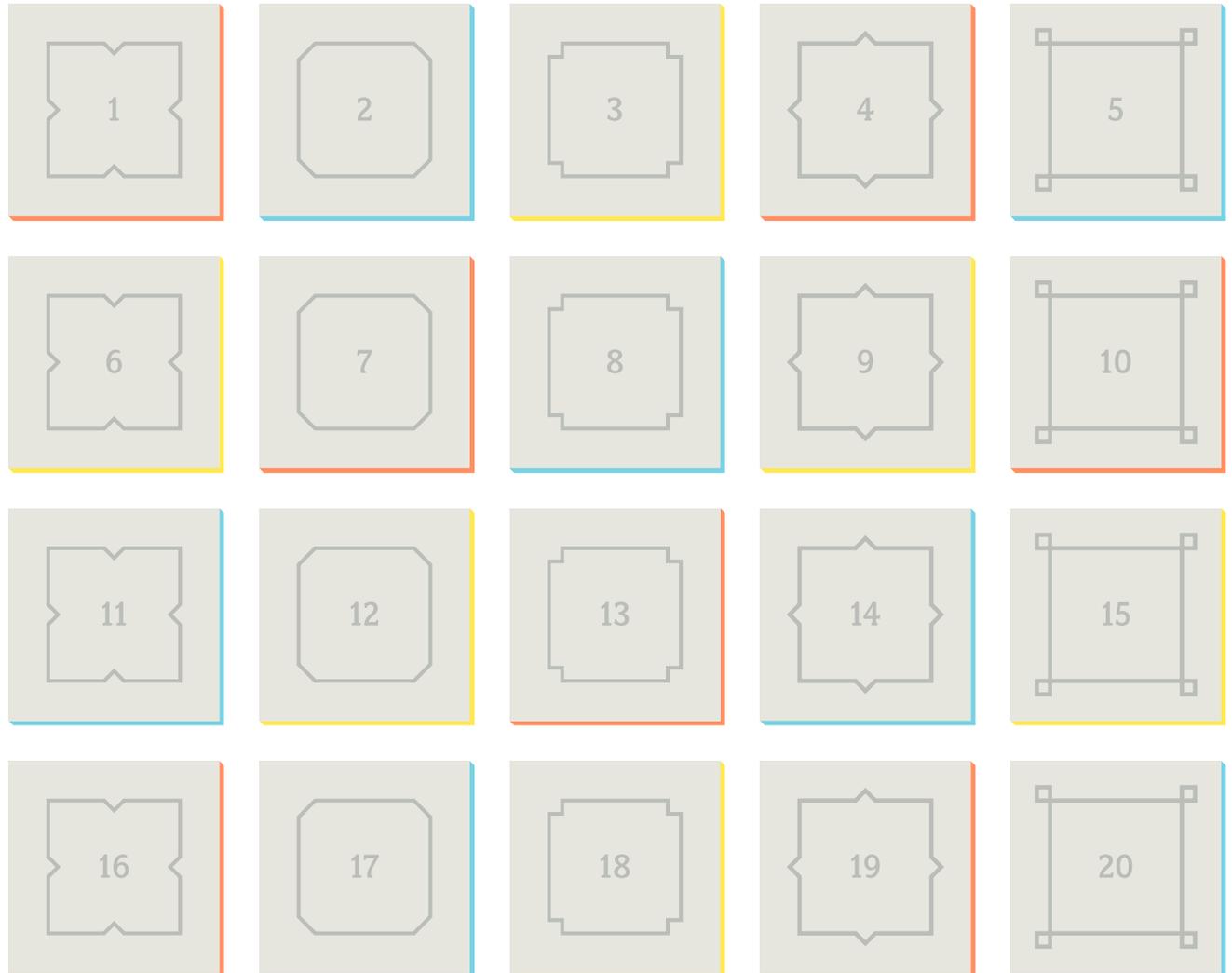
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Finishing: blind debossed & clear foiled

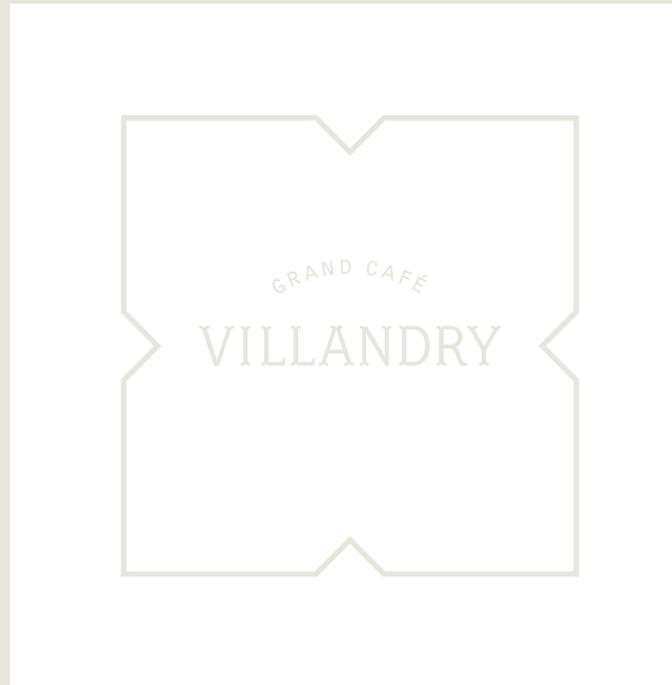
Back

Paper: Vision Superior

Weight: 350 gsm



Format: 90 x 90 mm
Finishing: blind debossed



This section includes all the take-away packaging for food and drinks consumed on the premises. All these items should be branded in a subtle and original way. The pattern on coloured background should be used in moderation as opposed to an all-over wrapping. Some items such as carrier bags, pastry bags and cake boxes should only be covered by the pattern on one side while other items such as salad boxes and soup cups should be pattern free.

The 3 background colours used on the hot cups, cake boxes, carrier bags and pastry bags should always follow the rules below:

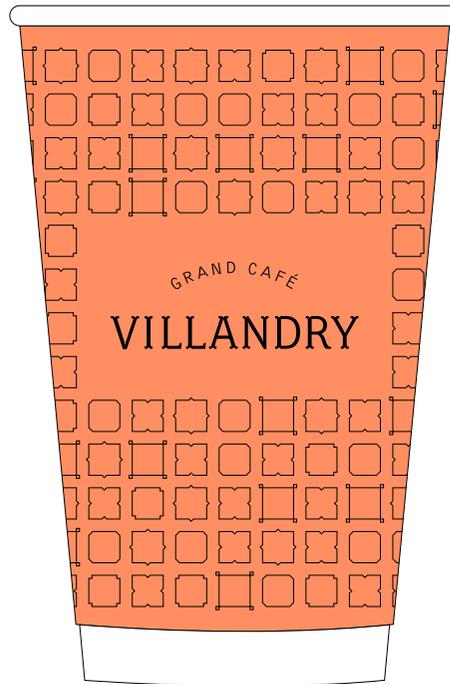
- Orange for large
- Blue for medium
- Yellow for small

Hot cups are not only suitable for take-away they also provide a good medium for advertising.

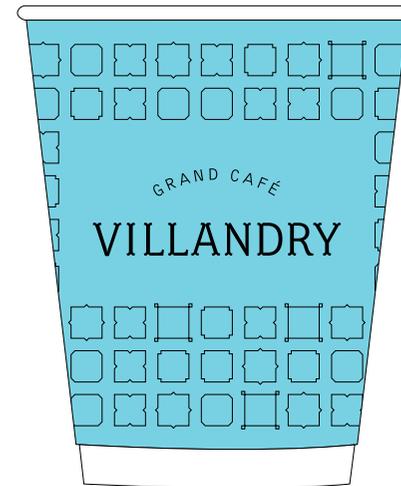
The 3 background colours used on the hot cups, should always follow the rules below:

- Orange for large
- Blue for medium
- Yellow for small

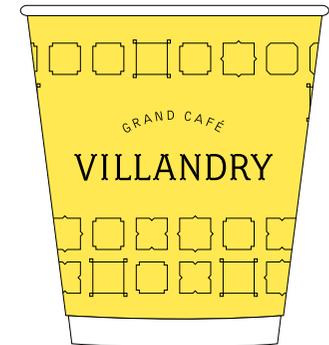
Large



Medium

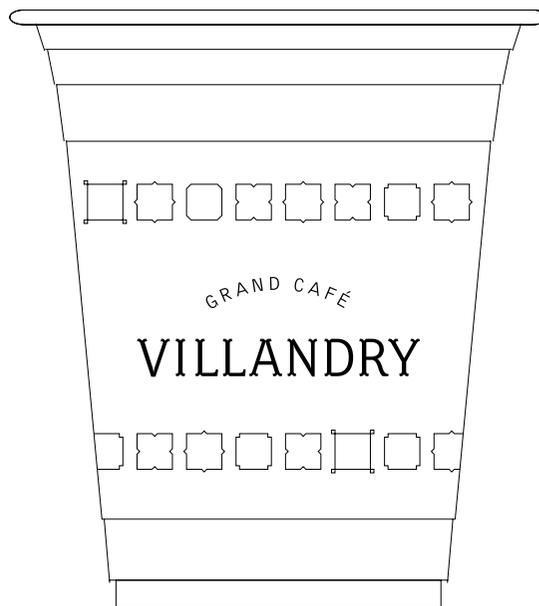


Small

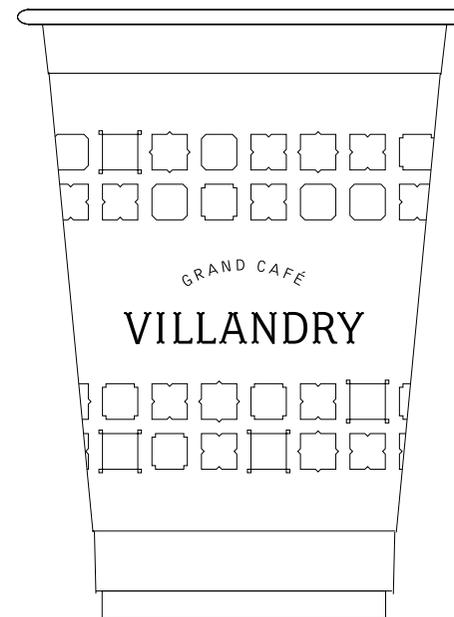


Cold cups are transparent plastic cups suitable for take-away cold drinks. None of the 3 backgrounds colours should be used on them as they are coloured by the drink they contain.

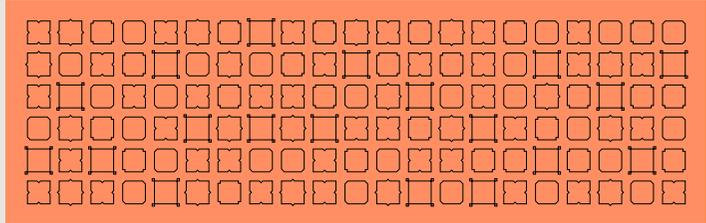
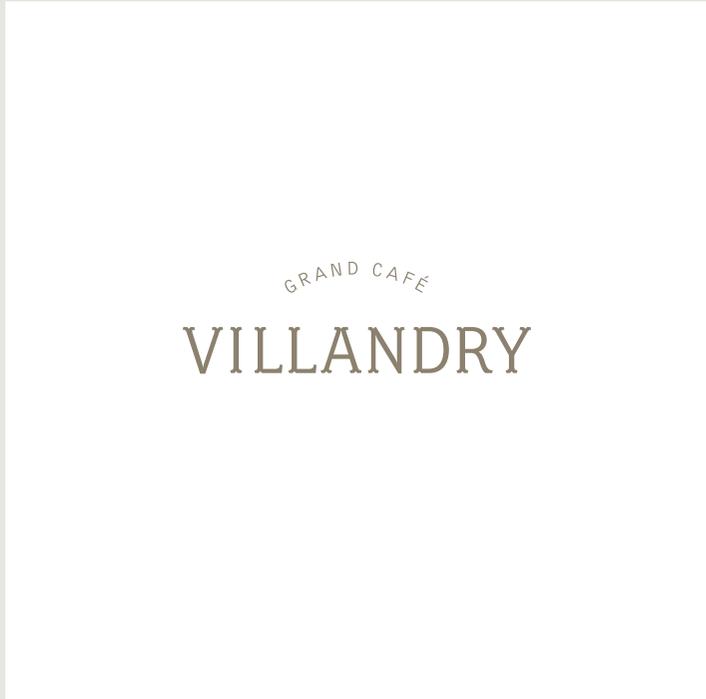
Large



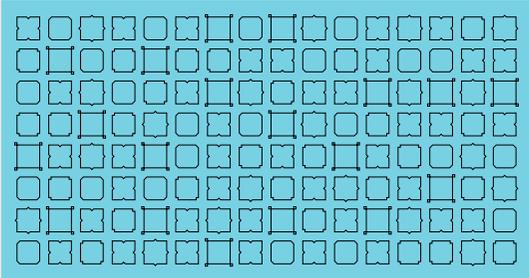
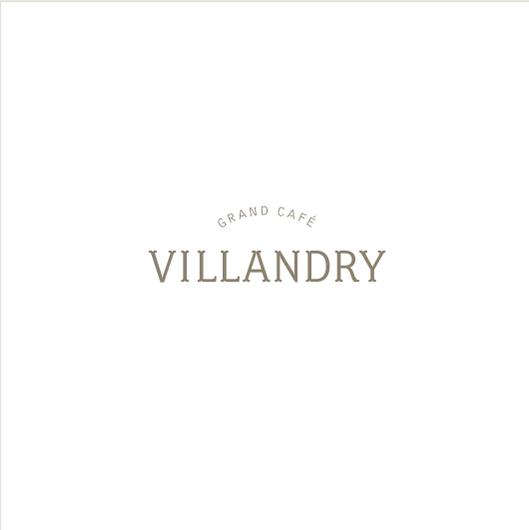
Small



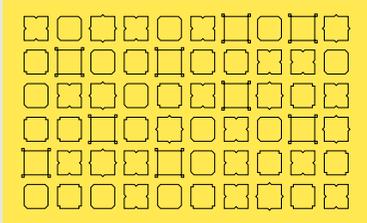
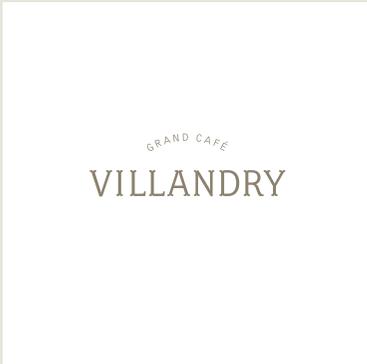
Large



Medium



Small



Large

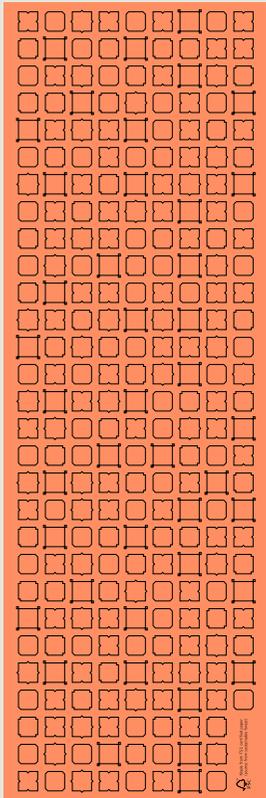


Small

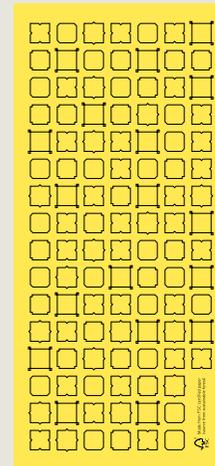
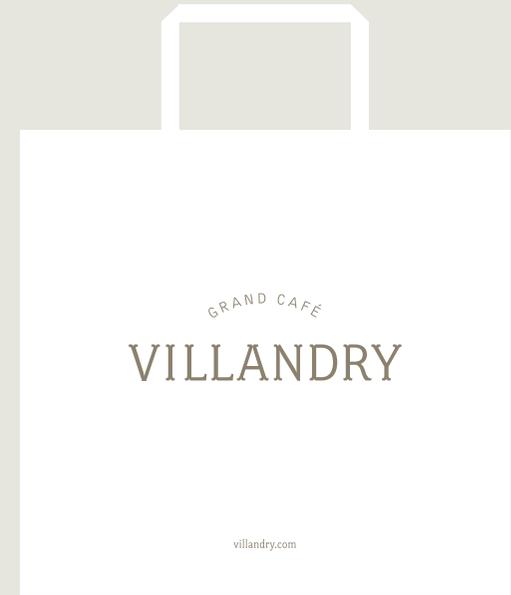
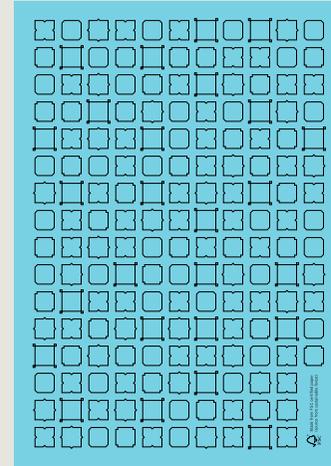
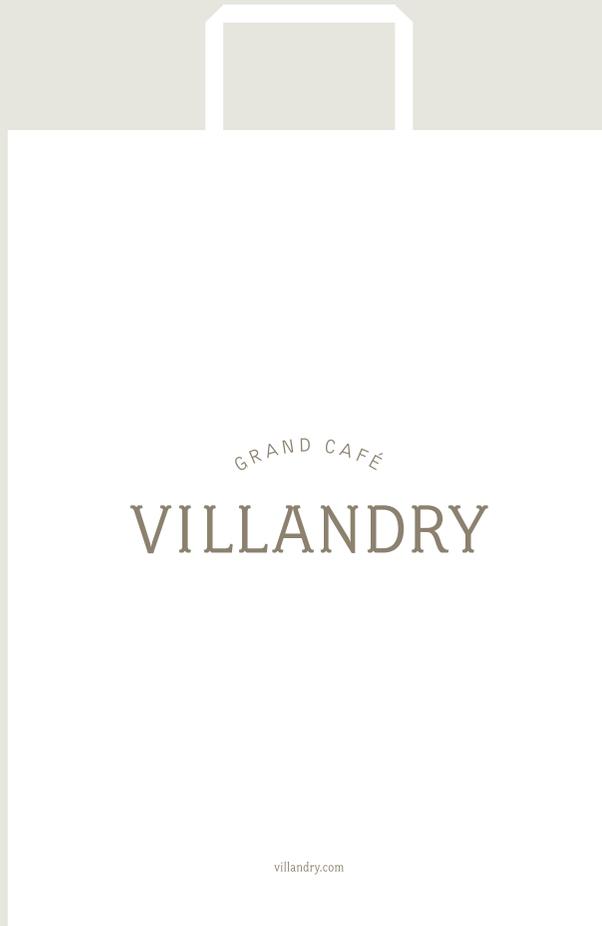




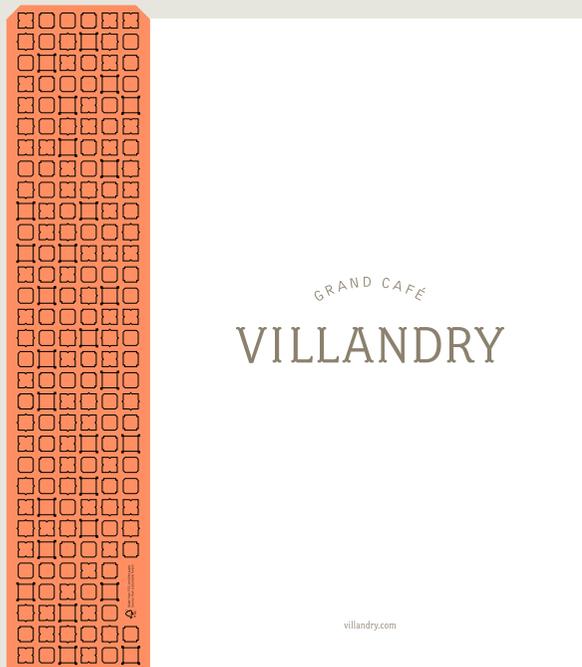
Large



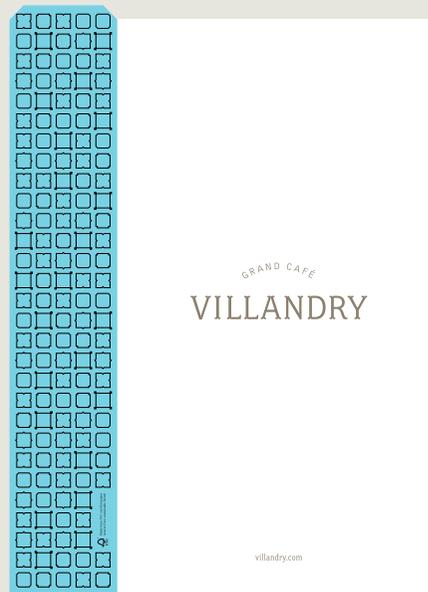
Medium & Small →



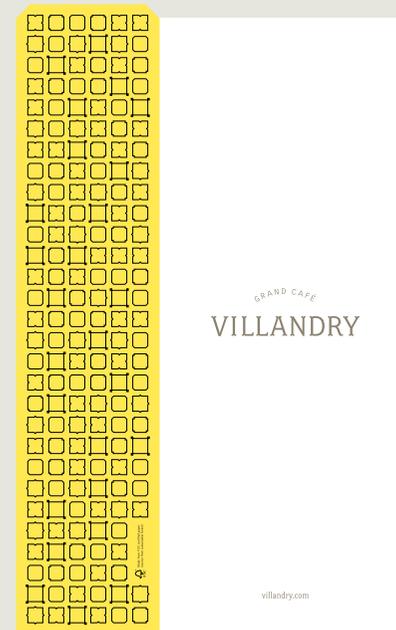
Large



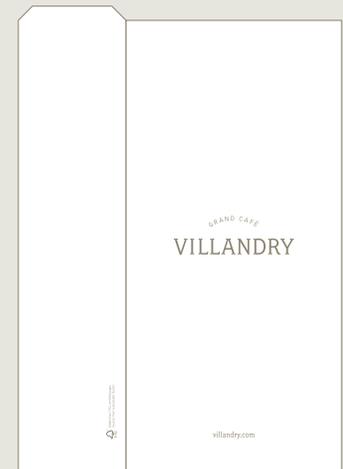
Medium



Small

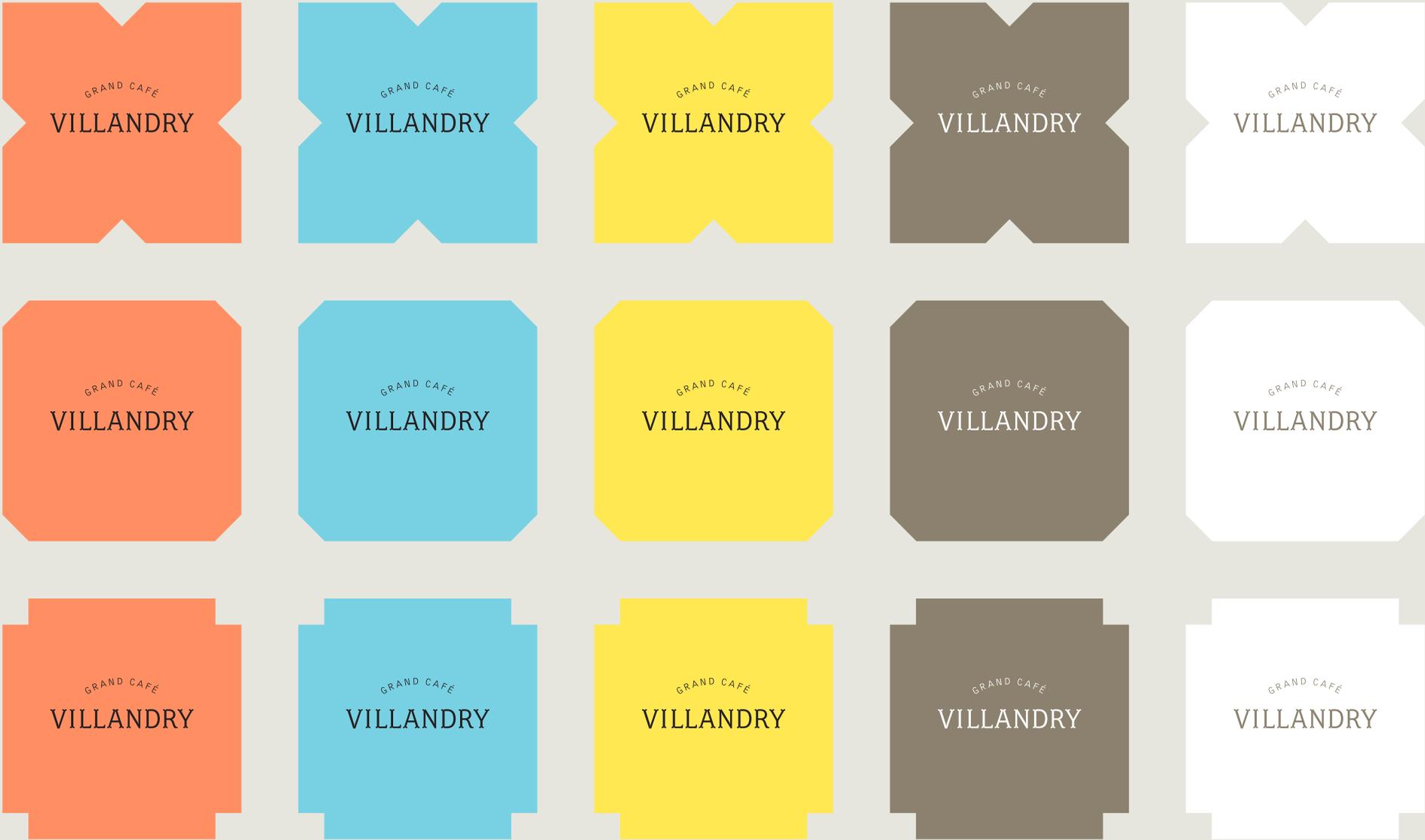


Extra small



Baguette





This section includes the labelling and packaging for products that can be purchased from the foodstore and bakery.

Some of the labels have been designed as templates in order to be easily updatable and printed in-house. All templates are listed in the appendix and available on the CD.

Bakery stickers come on a standard A4 sticker sheet in order to be printed in-house. Their shape and format (50 x 50 mm) is therefore defined by the template provided by the printer.



Counter labels are printed in-house. Specific templates have been designed for that purpose. It is essential to stick to the typographic styles assigned to the template.

Format: 70 x 70 mm
Paper: Munken Lynx
Weight: 150 gsm



Counter labels are printed in-house. Specific templates have been designed for that purpose. It is essential to stick to the typographic styles assigned to the template.

Format: 140 x 70 mm
Paper: Munken Lynx
Weight: 150 gsm



250g jar – £ 3.90

.....
Additive free, all fruit and bursting with flavour, these sensational conserves make any breakfast special. As served at the table.



Tuna steak 112g. – £ 3.90
Tuna pieces 700g. – £11.60

.....
Conservas Ortiz is based upon the Cantabrian coast in north Spain and has been supplying top quality tuna and anchovies since 1891. Whole tuna fish are cut, filleted and carefully packed by hand. Renowned as the best canned tuna. Makes great Nicoise salad.

GRAND CAFE
VILLANDRY

English Muffin x4

INGREDIENTS wheat flour (white)*, whey*, sunflower oil*, yeast, sea salt, raw cane sugar*.
*denotes organically produced ingredient.

ALLERGEN INFORMATION This bread is made in a bakery in which wheat, barley, nuts and sesame are processed.

Min. weight 320g Best before

GB-ORG-06
EU Agriculture



GRAND CAFE
VILLANDRY

Organic Rye Sourdough

INGREDIENTS rye flour (60%)*, filtered water, wheat flour (white, 30%)*, barley malt*, sea salt, gluten (from wheat)*.
*denotes organically produced ingredient.

ALLERGEN INFORMATION This bread is made in a bakery in which wheat, barley, nuts and sesame are processed.

Min. weight 400g Best before

GB-ORG-06
EU Agriculture



GRAND CAFE
VILLANDRY

Organic Granola

INGREDIENTS oats*, sunflower seeds*, walnuts*, sunflower oil*, honey*, agave syrup*, apple concentrate*, water, wheat flakes*, pumpkin seeds*, sultanas*, salt.
*denotes organically produced ingredient.

ALLERGEN INFORMATION Contains nuts and oat gluten, and is made in a bakery which processes wheat, barley, spelt, soya, dairy, mustard & celery. This product is handmade using organic ingredients and some variation in colour and taste may occur. Store in a cool, dry place.

Net weight 500g Best before

GB-ORG-02
EU/Non-EU Agriculture



GRAND CAFE
VILLANDRY

Organic Eggs x6

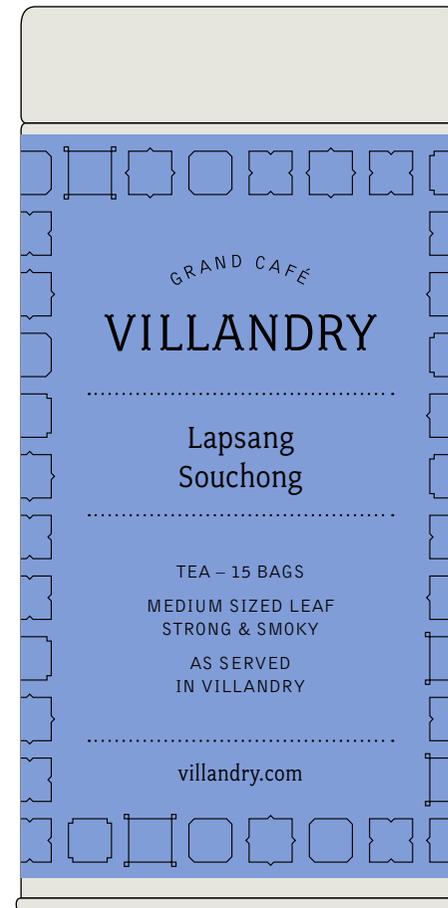
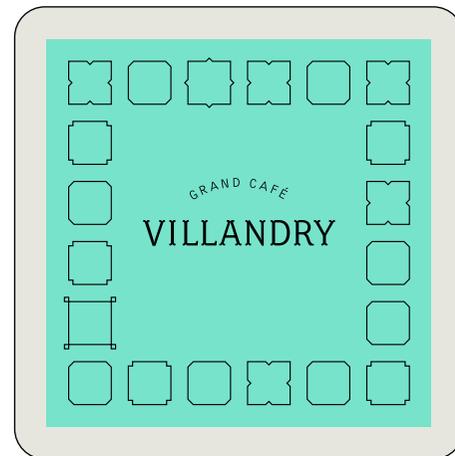
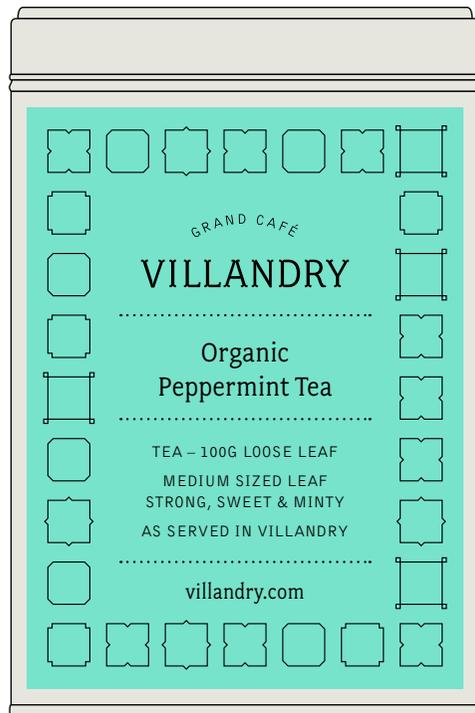
Class A – mixed sizes Keep chilled after purchase

COUNTRY OF ORIGIN Italy **PACKING CENTRE CODE** IT109002

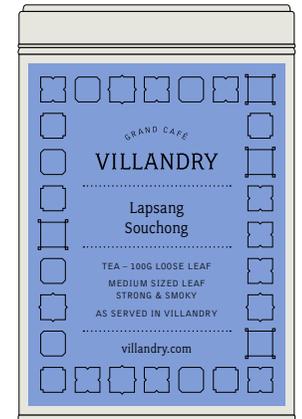
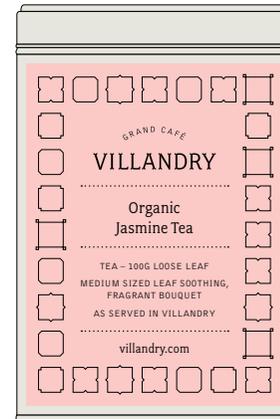
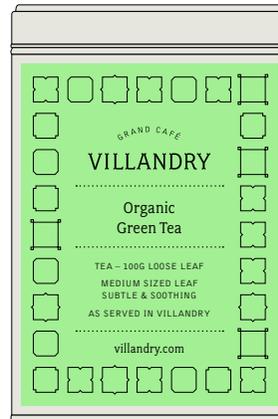
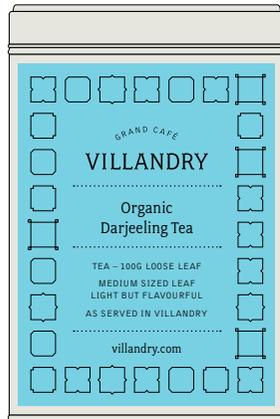
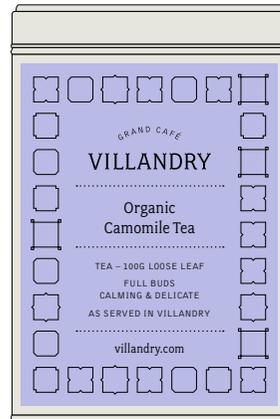
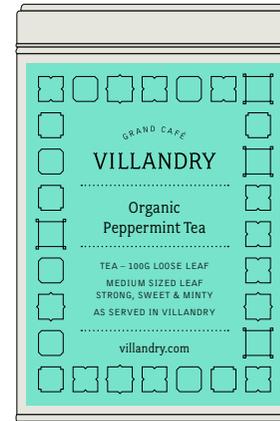
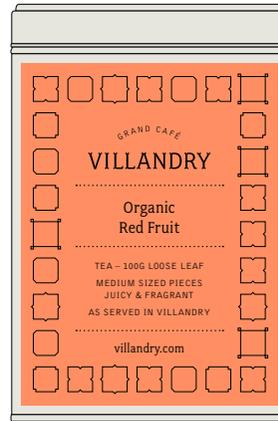
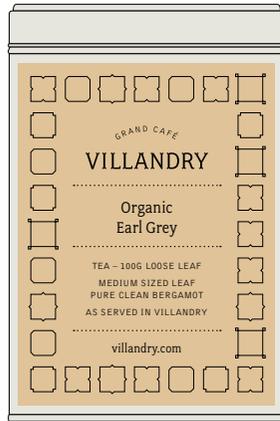
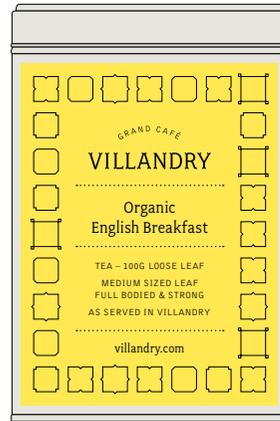
Min. net weight 380g Best before

GB-ORG-02
EU Agriculture

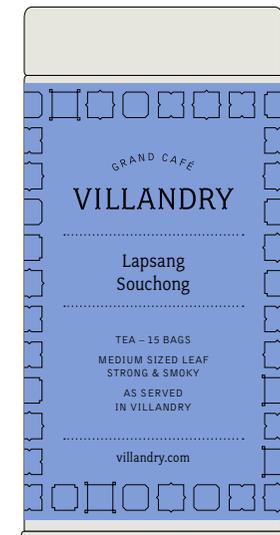
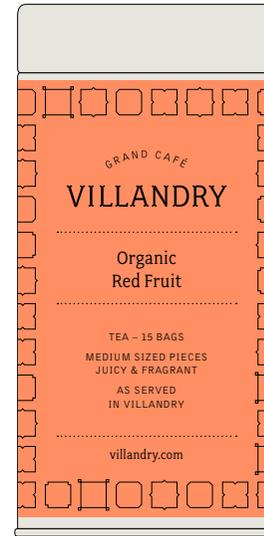
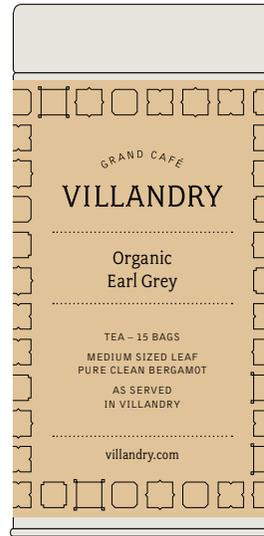
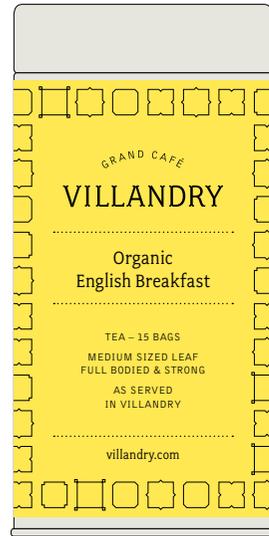




-  English Breakfast
Pantone 107 U
-  Earl Grey
Pantone 466 U
-  Red Fruit
Pantone 164 U
-  Peppermint Tea
Pantone 3252 U
-  Camomile Tea
Pantone 264 U
-  Darjeeling Tea
Pantone 310 U
-  Green Tea
Pantone 7487 U
-  Jasmine Tea
Pantone 176 U
-  Lapsang Souchong
Pantone 7452 U



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Pantone 7452 U

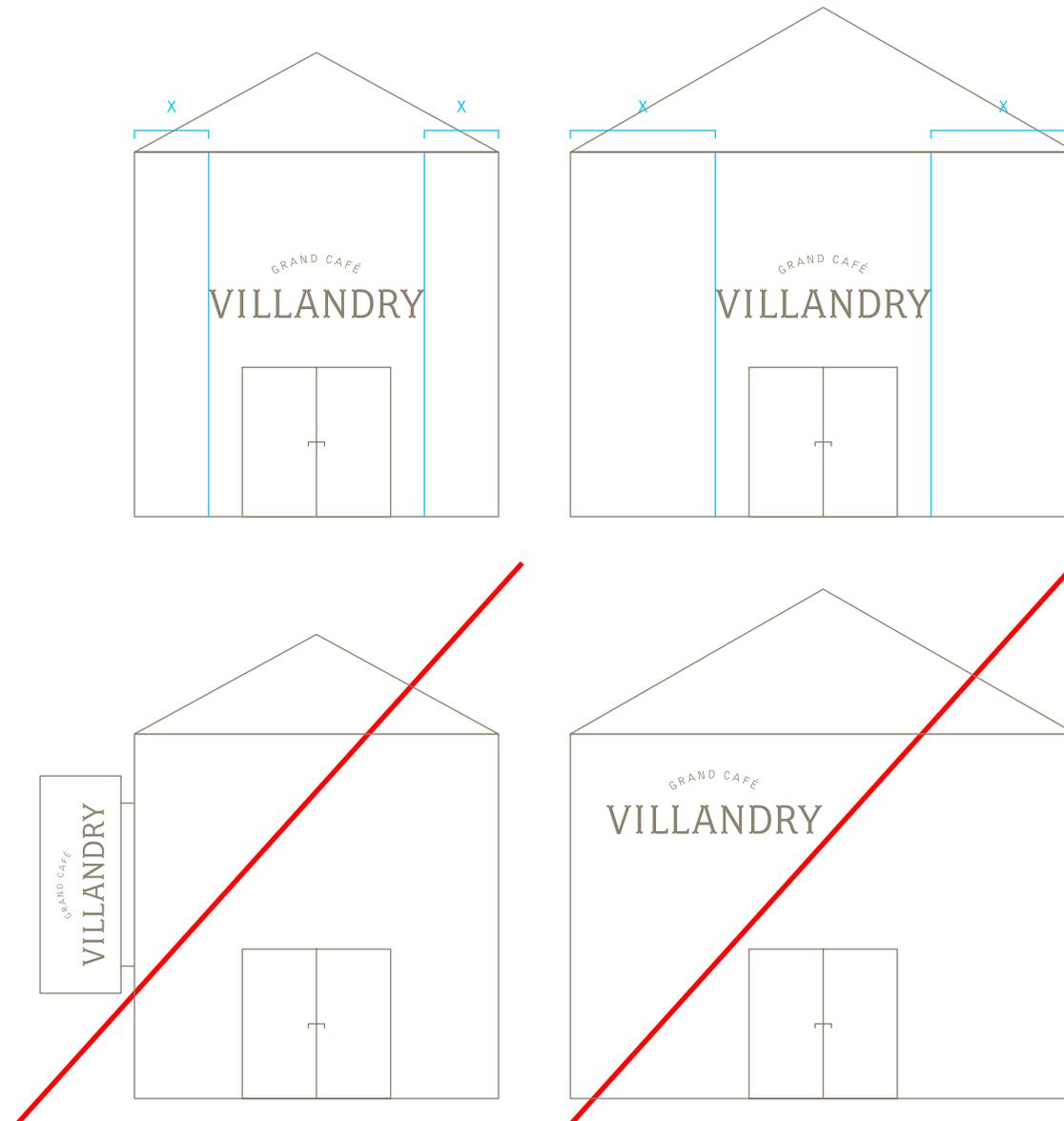


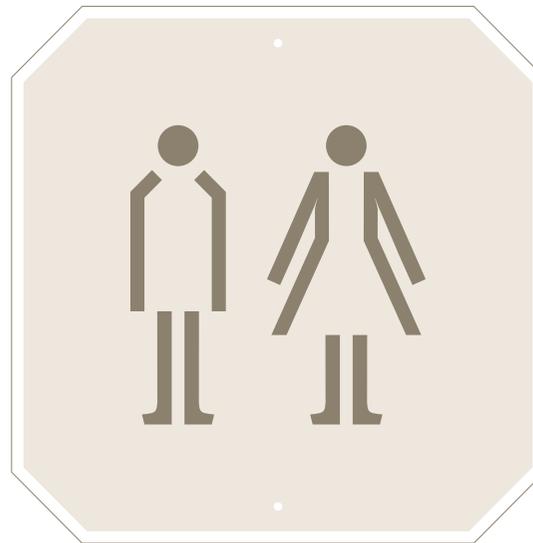
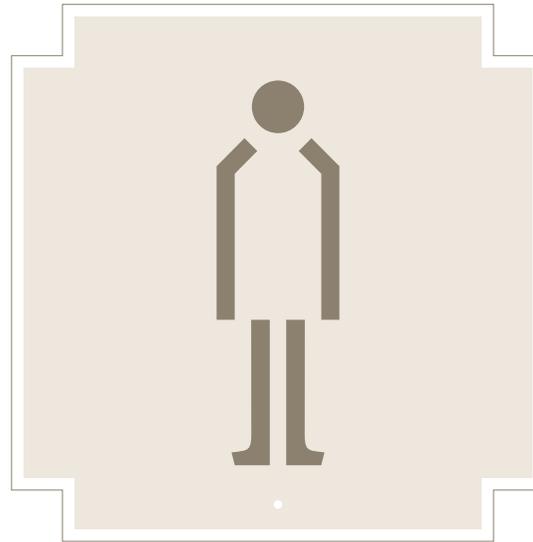
The design of all the signage material may vary depending on size, local requirements and the architecture of the individual building.

This makes it even more important that the brand identity appears consistent in different environments. Although this section gives various alternatives for different requirements, a high standard should be maintained using the same colours and materials for applications in all shops.

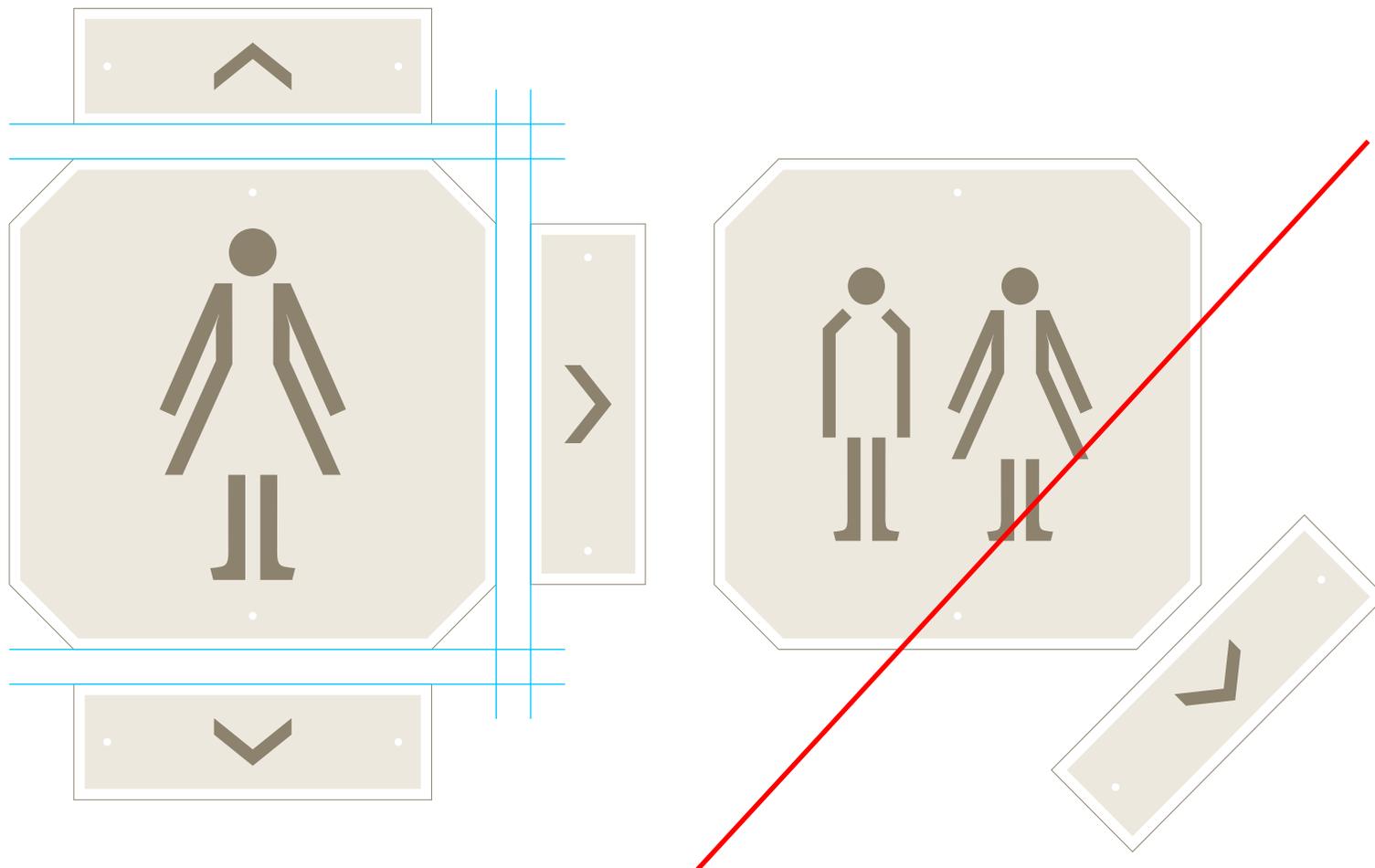
The logotype should always be horizontally centered on the facade of the building. Its vertical position however will vary on size, local requirements and the architecture of the individual building.

The free zone should always be considered when positioning the logotype. It should never be used vertically or positioned in the corner of the facade.





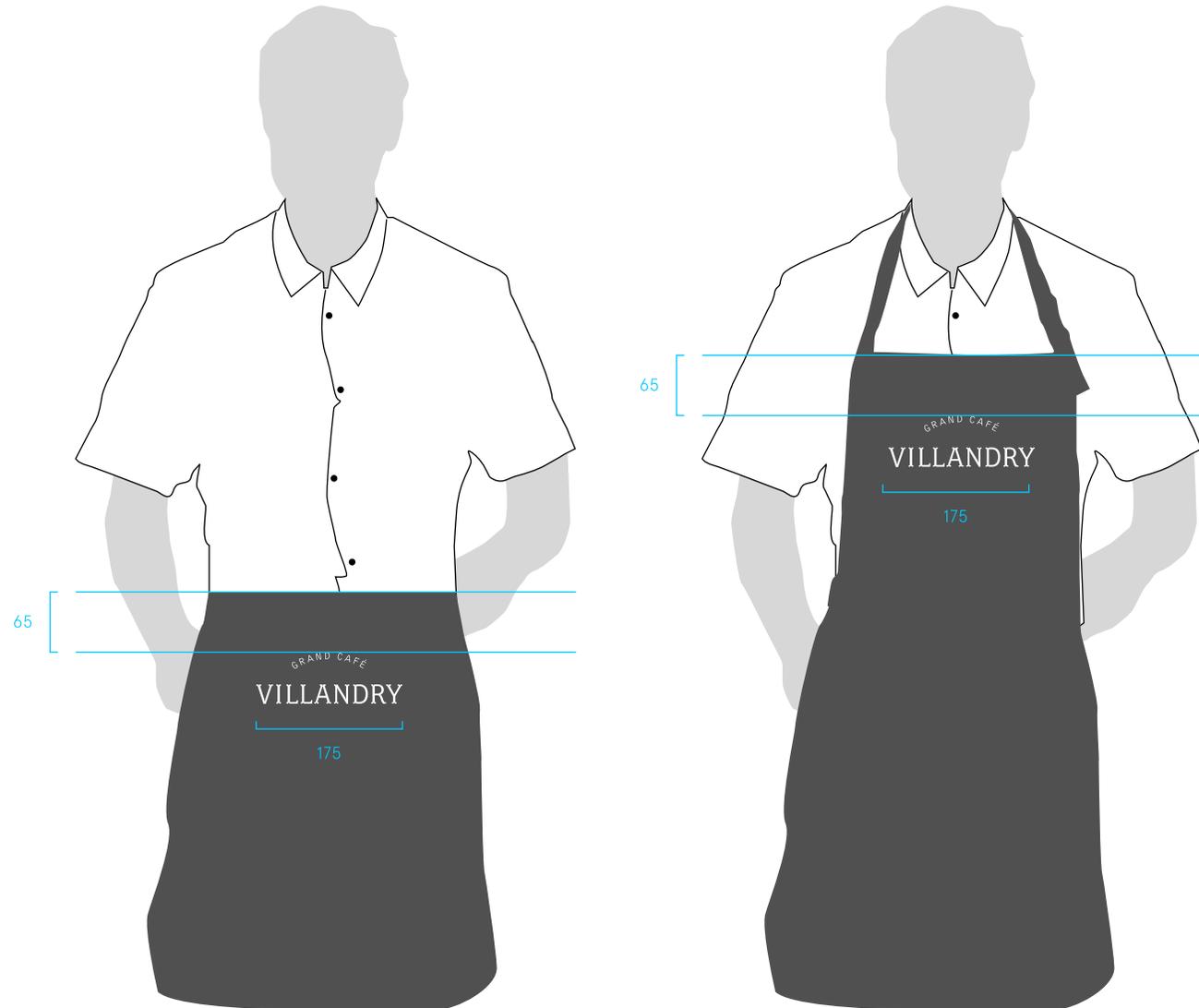
The arrow sign should always be fixed parallel to the toilet sign, whether it's positioned below, above or next to it. It should never be positioned at 45 degrees.



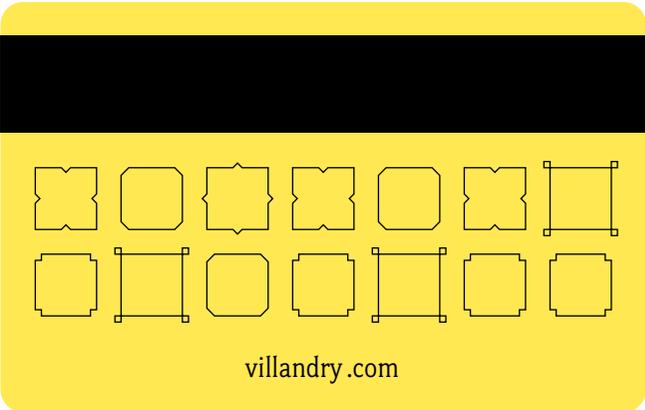
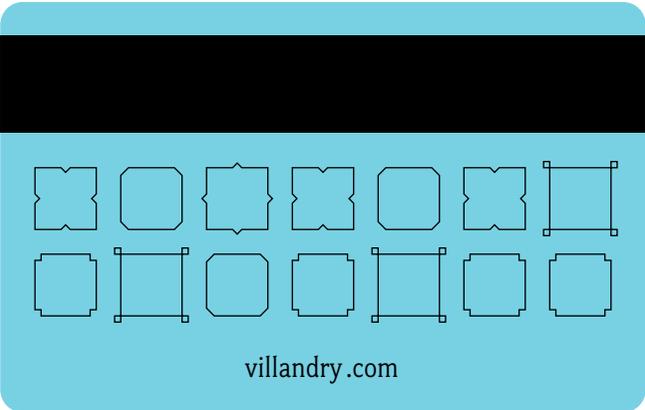
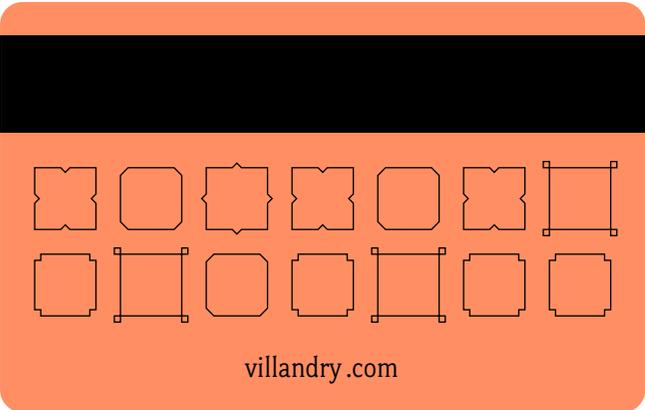
This section includes any other branded item and will be regularly updated should there be new elements added to the identity.

The logotype should be:

- 175 mm wide
- Positioned 65 mm from the top of the apron
- Horizontally centered on the apron
- Embroidered in white



Dimensions are in mm



This section shows a selection of items designed to promote various services offered at Villandry such as catering, hampers, etc.

GRAND CAFÉ
VILLANDRY

Events brochure



2011 – 2012

Private dining at Villandry

Villandry is long established as one of Fitzrovia's most popular venues and a destination from all over London. For private dining we offer a choice of flexible and atmospheric spaces – our formal restaurant, the intimate Charcuterie room, or the more relaxed Café / Bar – which aim to suit the needs of most customers.

Open from breakfast to late supper, Villandry provides a wide variety of dining and entertaining options. We cater for a working breakfast, business lunch or a birthday party for 200. We have a number of special fixed price menus, or choose from our canapé or buffet menus. Every menu can be served in every area, or we can arrange something more bespoke if required.

Villandry also offers a catering service called Prestige, which offers breakfast, lunch, canapé reception, or buffet. We also provide staffing and equipment on request.

Villandry – Events brochure

The Restaurant

The restaurant is situated at the back of Villandry, with a separate entrance on Bolsolver St. The room has a natural and minimalist design with stone flooring, white walls and sturdy wooden tables and chairs. We seat up to 12 in the semi private Wine Room, 18 in the Side Room or 100 seated for the whole space. We take up to 200 for a stand up reception in the space. The Villandry menus offer modern French & Mediterranean cuisine, with an emphasis on carefully sourced, seasonal ingredients, and produce from the Villandry Foodstore.



2011 – 2012

The Café / Bar

Our Café / Bar can host up to 50 seated for lunch or dinner, or 100 for a canapé reception, and has a lively yet casual atmosphere – ideal for parties. The bar team have created an extensive cocktail list to enhance the strong selection of spirits, beer and wines. All wines are chosen after a rigorous selection process to ensure each is an excellent example of its region and grape variety.



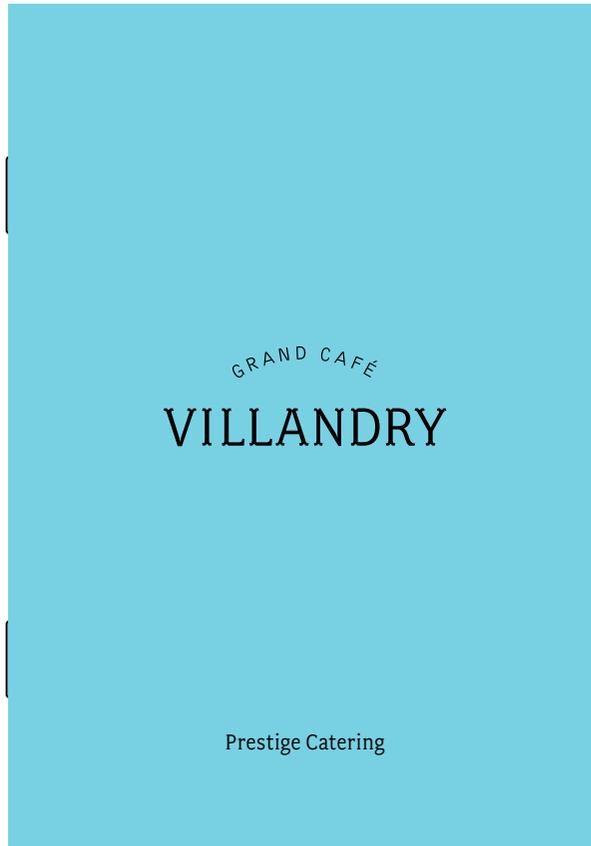
Villandry – Events brochure

The Charcuterie Room

Set between the Foodstore and the restaurant, the Charcuterie room is an adaptable and atmospheric space offering intimacy and charm. The can cater for up to 50 people standing up or 36 guests seated. We are also able to offer a wine tastings evenings for between 10 to 35 people, where your guests can sample and compare different wine varieties, hosted by your very own Sommelier. With wonderful displays and rustic tables, the Charcuterie lends itself as well to a smaller private dinners, drinks, or to an after work networking event.



2011 – 2012



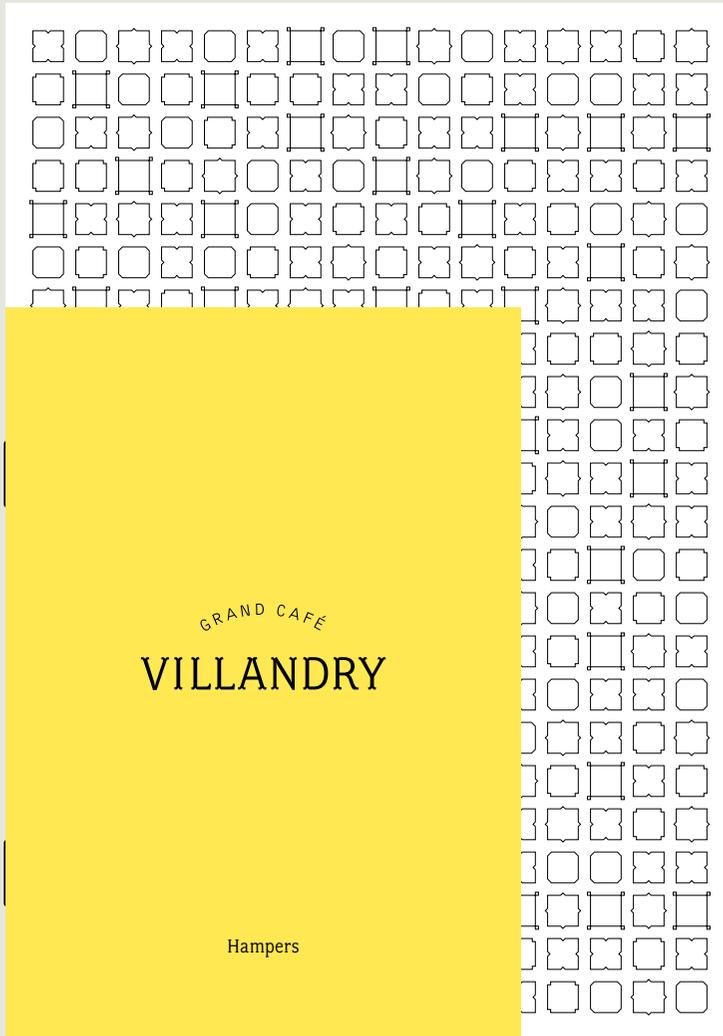
Villandry Prestige

Villandry Prestige is our catering service, which offers restaurant quality food "to go".

Villandry Prestige is able to meet all your catering needs. We supply everything from a gourmet sandwich lunch for 10, to a cocktail and canapé party for 100. You can order easily from this menu or our website, or if you require something bespoke we are more than willing to help. Whether traditional or contemporary, our team will make sure that your menu is ideally suited to your needs.

All our food is freshly prepared in store in our kitchens, and baked in our own bakery. Our chefs are passionate about what they do and maintain the highest culinary standards. Villandry uses only the freshest seasonal produce, and the best ingredients both local and from our French Mediterranean heartland.

Canapés			
<p><small>Canapés are priced £1.80 per piece or 25 pieces for £40. Please note that while we make every effort to supply your canapés as ordered, some ingredients may become unavailable at the time of cooking. In this case similar food items will be included instead. A minimum of 25 canapés is required.</small></p>			
VEGETARIAN			
Crostini of spiced aubergine caponata & olives	1.80		
Chicory boats with Roquefort & walnuts	1.80		
Mini onion tarte tatin	1.80		
Tomato pissalidière	1.80		
Beetroot muffin cup with a cucumber, dill & sour cream stuffing	1.80		
Roast vegetable & goats cheese tartlet	1.80		
Spiced butter bean tartlet with crispy parsley	1.80		
Carrot & cucumber millefeuille with a sweet potato crumble	1.80		
FISH			
Smoked salmon blinis with cream fraîche	1.80		
King prawn skewer with spicy salsa	1.80		
Mini crab tartlet	1.80		
Seared sesame crusted tuna	1.80		
Crostini with salmon tartare	1.80		
MEAT			
Roast beef mini rolls with horseadish & watercress	1.80		
Saffron, lemon & olive flavoured chicken on skewer	1.80		
Prosciutto wrapped around peach or fig	1.80		
Confit suck with cucumber and caramelised onion tartlet	1.80		
Chorizo & quail egg skewer with honey vinaigrette	1.80		
Seared rump of lamb with a basil, pine nut & breadcrumb crust	1.80		
SWEET			
Lemon tartlet	1.80		
Baby pavlova	1.80		
Mini chocolate brownies	1.80		
Mini apple tarte tatin	1.80		
Mini strawberry tart	1.80		
Mini raspberry tart	1.80		
HOT			
<small>These canapés are designed to be served hot and will need reheating to be at optimum.</small>			
Mini Cumberland sausages with mustard	1.80		
Mini hamburgers, cheese & tomato salsa	1.80		



Champagne & Truffles Gift Box £44.00

Billetcart Salmon, Brel, 37.5cl
Over the last decade, the small house of Billetcart Salmon has become the most revered address in Champagne, a source and quite magical source for Brel, Non-Vintage and Vintage champagne.

Kishu Champagne truffles
Brel & his 4 sons
These delicious handmade Artisan Chocolate truffles are made in Balleroy, Normy by Justine Marshall. Justine's chocolate has been created with a passion for fine quality chocolate and a sensational taste experience. Using the finest, premium chocolate made from carefully selected cocoa beans. The chocolate are made in small quantities to ensure freshness and quality.

The Christmas Breakfast Basket £46.00

Organic tea bags, Breakfast, 15 bags
Medium roast tea, 500 mg/ml & 10 mg/l

French ground coffee, Espresso blend, 250g
This beautiful blend offering a passionate cream with an acidic punch and rich body. Available in French Republic approval.

Organic tea bags, Red fruit, 15 bags
Medium roast tea, 500 mg/ml & 10 mg/l

Organic raspberry jam, Rigoni di Asiago, 250g
Sugar and artificial free Italian jam from organic

Organic basil pesto in chocolate spread, 270g
Creamy and delicious spread of basil

Organic Sicilian lemon spread, Rigoni di Asiago, 250g
Sugar and artificial free Italian jam from organic - organic!

Arancia Honey, 250g
Gift set from The delicious honey brings you the flowers of Provence

Mint infused jam
A beautiful jam wrapped in a ribbon

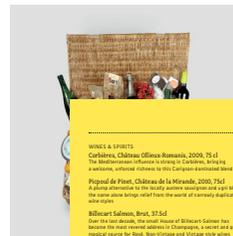
Granola
Great with milk and nutritious blend of nuts, seeds, grains, raisins, apples & honey



The Christmas Breakfast Basket
Packaged in an neat white shipping basket, made from sustainable resources £46.00



The Sea Breeze Hamper
Packaged in an Astorian white hamper, made from sustainable resources £58.00



The Florence hamper

WINES & SPIRITS

Carteblanc, Chateau de la Mirande, 2009, 75cl
The Mediterranean influence is strong in Carteblanc, bringing a warm, vibrant character to this Champagne's elegant blend

Piquet de Pinot, Chateau de la Mirande, 2009, 75cl
A great alternative to the usual champagne blends, the wine from the vineyard that from the world of a family dedicated to wine.

Billetcart Salmon, Brel, 37.5cl
Over the last decade, the small house of Billetcart Salmon has become the most revered address in Champagne, a source and quite magical source for Brel, Non-Vintage and Vintage champagne.

Billetcart Salmon, Red, 37.5cl
Particular Reserve red, a treatment to good French living

VILLANDRY GANTRY

Mint infused jam
A beautiful jam wrapped in a ribbon

Granola
Great with milk and nutritious blend of nuts, seeds, grains, raisins, apples & honey

Villandry Christmas cake
We very much wish every year, and you have one of them

Order Form

HAMPER	PRICE	QUANTITY
Christmas Breakfast Basket	£46.00	
Champagne & Truffles Gift Box	£44.00	
The Christmas Breakfast Basket	£46.00	
The Sea Breeze Hamper	£58.00	
The Florence Hamper	£48.00	
The Christmas hamper	£48.00	

Name: _____
Address: _____
Postcode: _____
Contact number: _____
E-mail address: _____
Delivery address: _____
Delivery message (if any): _____
Your delivery date: _____
Payment method: Visa / Amex / Mastercard / Maestro
Card number: _____
Card name: _____
Address / postcode (if different from above): _____

GRAND CAFÉ
VILLANDRY

Hampers order form

Please drop this form off with us at Villandry or post it to us. We will confirm back to you as soon as we receive it.

Alternatively you can order through email on christmas@villandry.com or call us on 020 7631 3131.

Please use these details for any questions.

HAMPER	PRICE	QUANTITY
Villandry Bakery Basket	£24.50	
Champagne & Truffle Gift Box	£44.50	
The Christmas Breakfast Basket	£48.50	
The Bon Noël Hamper	£58.50	
The Marylebone Hamper	£98.50	
The Great Portland Hamper	£164.50	
The Fitzrovia Hamper	£248.50	

Name: _____

Address: _____

Postcode: _____

Contact number: _____

Email address: _____

Delivery name: _____

Delivery address: _____

Delivery message (if any): _____

Ideal delivery date: _____

We deliver to all United Kingdom mainland addresses at a cost of £9.50 per delivery to each postal address up to 10kg, £0.75 per kg thereafter.

Payment method: Visa / Amex / Mastercard / Maestro _____

Card number: _____

Expiry date: _____

Address / postcode (if different from above): _____

villandry.com

The Marylebone Hamper

TEA & COFFEE

Organic tea bags, Breakfast, 15 bags
Medium sized leaf, full bodied & strong

Portioli ground coffee, Espresso blend, 250g
Well-balanced blend offering a consistent cream with an exotic aroma and rich dark colour. Established as Italian's favourite espresso

PANTRY

Petticoat tails shortbreads, 225g
Pure butter shortbread biscuits, in a beautiful porcelain style round tin

Organic raspberry jam, Rigoni di Asiago, 250g
Sugar and additive free Italian pure fruit spread

Salted Marcona Almonds, 150g
Utterly moorish, finest salted Marcona almonds

CONFECTIONARY

Vanilla fudge tin, 200g
Delicious fudge in a beautiful porcelain style tall tin

Kokoh Champagne truffles, 6 milk truffles
These delicious handmade truffles are made in small numbers in Ewhurst, Surrey by Joanna Marshall, using the finest carefully selected cocoa beans

WINES & SPIRITS

Corbières, Château Ollieux-Romanis, 2009, 75 cl
The Mediterranean influence is strong in Corbières, bringing a welcome, unforced richness to this Carignan-dominated blend

Picpoul de Pinet, Château de la Mirande, 2010, 75cl
A plump alternative to the locally austere sauvignon and ugni blanc; the name alone brings relief from the world of narrowly duplicated wine styles

VILLANDRY BAKERY

Mini mince pies
8 delightful pies wrapped in a ribbon

Granola
Hand made tasty and nutritious blend of nuts, seeds, grains, sultannas, apples & honey

Baby brownies
A bag of superbly chocolate cubes

villandry.com



The Villandry logotype, shapes and patterns are provided on a CD in 3 different colour modes (CMYK, RGB and Pantone) for different types of printing. When sending any of these to external users it is important to clarify how they will be printed in order to provide them with the correct files.

Pantone colours are precise spot colours which are used when the amount of colours is limited (usually less than 4) or if a very precise colour match is needed. They are also often referred to by vinyl and sign companies.

CMYK colours are used in standard offset printing. The CMYK logotype should always be selected if more than 4 colours appear in the design or if more than 4 colours are combined on the printing film. CMYK colours also work best for digital printing.

RGB colours are used for all on-screen designs such as PDFs and websites.

Logo_large.eps

GRAND CAFÉ
VILLANDRY

Logo_large_black.eps

GRAND CAFÉ
VILLANDRY

Logo_small.eps

GRAND CAFÉ
VILLANDRY

Logo_small_black.eps

GRAND CAFÉ
VILLANDRY

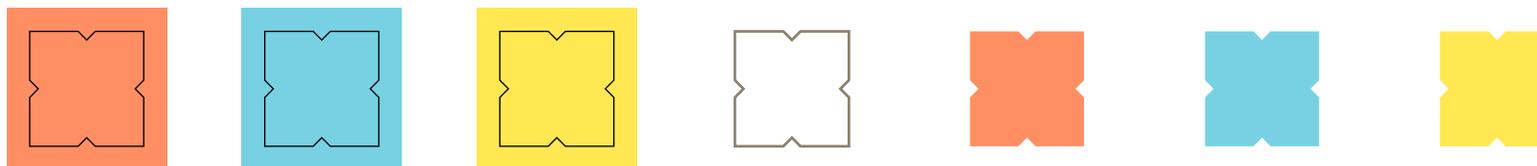
Logo_digital.eps

GRAND CAFÉ
VILLANDRY

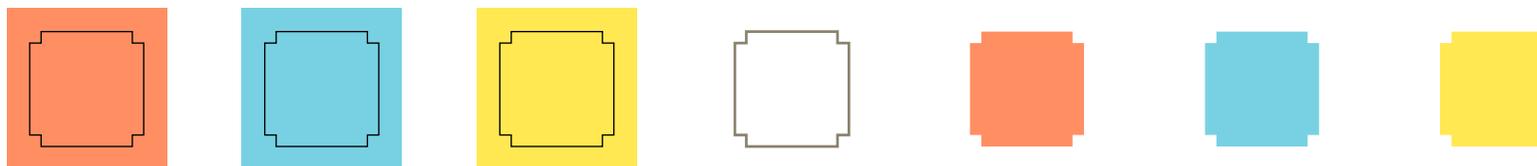
Logo_digital_black.eps

GRAND CAFÉ
VILLANDRY

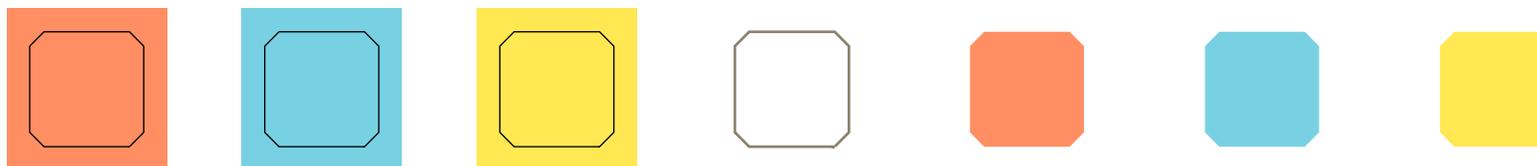
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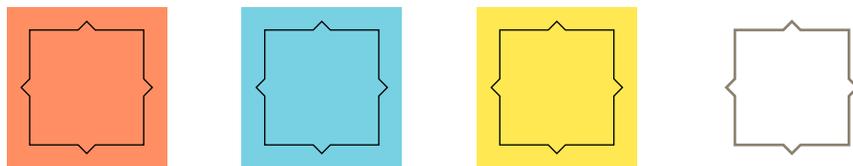
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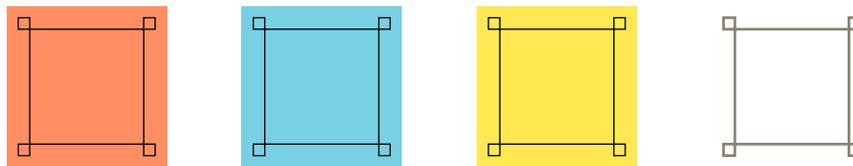
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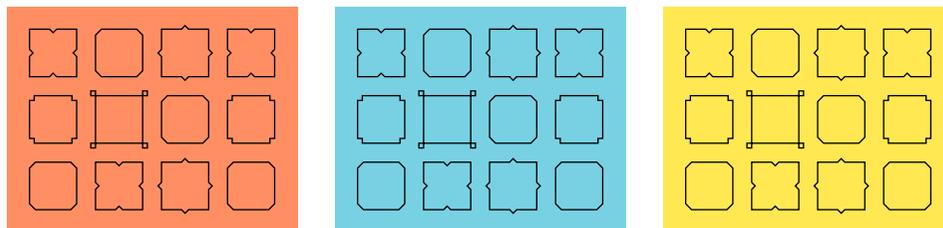
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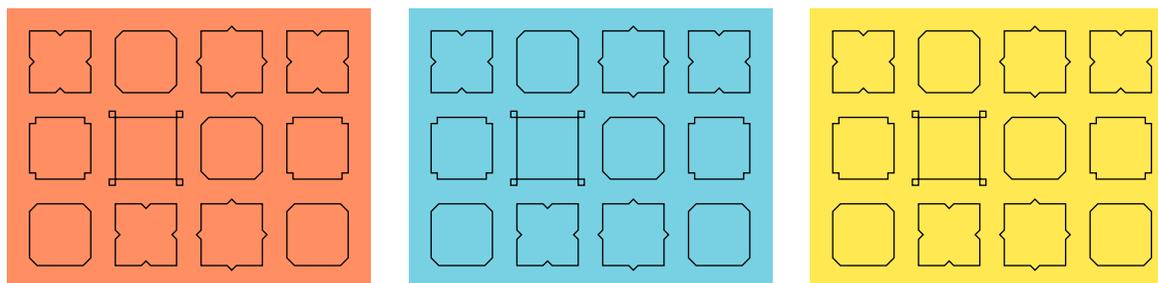
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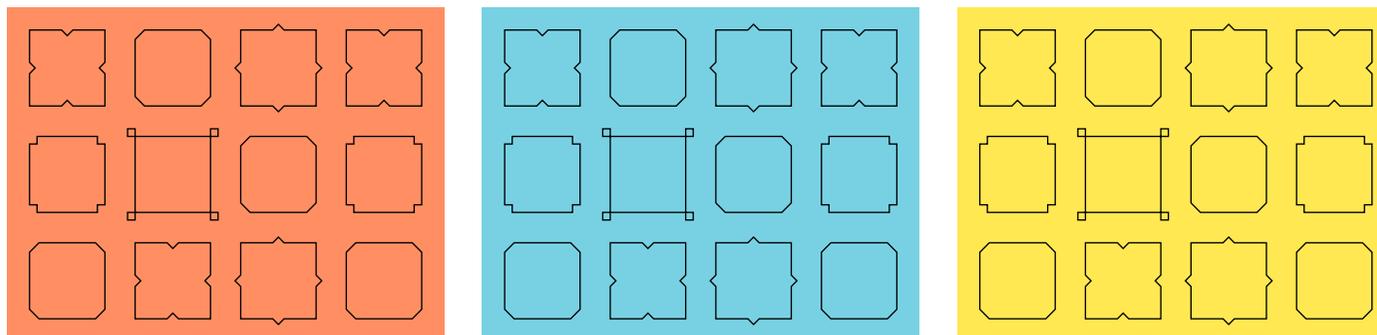
Pattern_small.eps



Pattern_medium.eps



Pattern_large.eps



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Design and Concept by Mind Design

For support and queries, please
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