



FRESH
IN
READY

BRAND STANDARDS



HERB N' KITCHEN

— HILTON LONDON METROPOLE —

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.01 BRAND STANDARDS

HERB N' KITCHEN PRIMARY LOGO 2 COLOR

The Herb N' Kitchen (HNK) logo can be reproduced on any solid background but should always maintain the HNK color palette. Lighter or darker backgrounds work better. (More information on .04 of this document.) Each HNK location is branded with its "city" tagline as an integral element of its identity. This strengthens the HNK brand and should never be dropped or separated from the logo.

.02 BRAND STANDARDS

HERB N' KITCHEN PRIMARY LOGO 1 COLOR

The Herb N' Kitchen (HNK) 1C logo can be reproduced on any solid background but should always maintain the HNK color palette. The logo should have adequate color contrast to its background for clear readability. Use this logo when the 2C logo is not appropriate for the application or you are limited to a single ink color. (More information on .04 of this document.)



PMS 7532



PMS 5787



BLACK

.02 BRAND STANDARDS

HERB N' KITCHEN PRIMARY LOGO BLACK

The Herb N' Kitchen (HNK) logo can be reproduced in black or white on a solid background. The logo should have adequate color contrast to its background for clear readability. Use this logo when limited to printing in black.



.03 BRAND STANDARDS

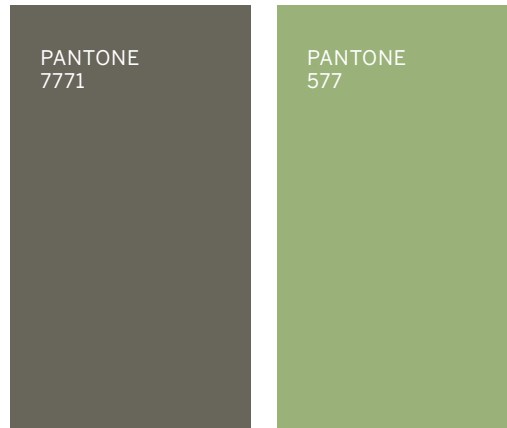
CLEAR SPACE + MINIMUM SIZE

CLEAR SPACE: Clear space is the area surrounding the HNK signature that must always be maintained free of any text or graphic elements. The clear space is defined by the measurement “x” which is the height of the “Herb N’ Kitchen” text. The minimum amount of clear space required on each side of this signature is $\frac{3}{4}x$. Whenever possible, it is recommended to have $1\frac{1}{2}x$ to ensure the logo remains visually prominent.

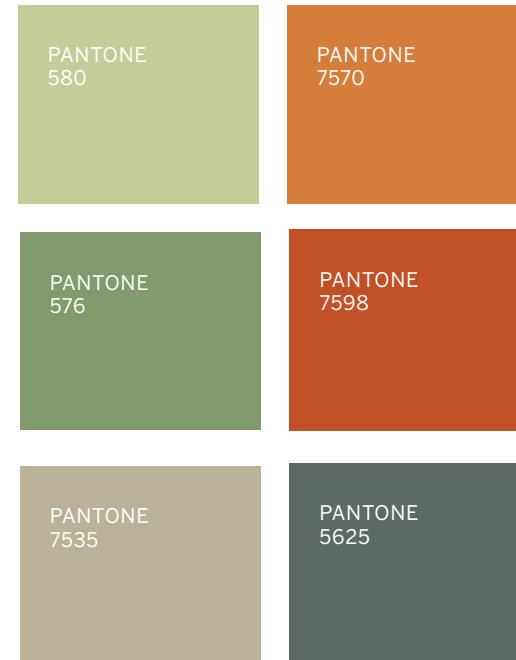
MINIMUM SIZE: To ensure the clarity and legibility of the HNK logo, a minimum reproduction size has been established. The minimum size of the logo in print applications is 1.65” wide. In certain applications smaller sizes may be necessary. In such cases legibility should always be the top priority—use a 1 color or black logo.



PRIMARY COLOR PALETTE



SECONDARY COLOR PALETTE



.04 BRAND STANDARDS COLOR PALETTE

The Herb N' Kitchen (HNK) color palette consists of two primary colors and seven secondary colors. The primary colors are used in the core signature and utilized most often. The secondary colors are intended for use as accent colors and should not replace or overpower the primary colors.



.05 BRAND STANDARDS TYPOGRAPHY

Noga is the primary typeface of the HNK logo. Noga should only be used for main titles and headlines that are large in size. The logo's "city" tagline text should be in Gill Sans regular. The Gill Sans font can also be used for headlines and subheads if they are smaller than 12 points.

Noga Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Noga Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gill Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gill Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gill Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

.06 BRAND STANDARDS MENUS

HERB N' KITCHEN — HILTON LONDON METROPOLE —				
BAKERY				
COFFEE				
	SMALL	MEDIUM	LARGE	
ESPRESSO	3.00	5.00		
CAFÉ AU LAIT	3.50	4.50	5.25	
CAFÉ AMERICANO	2.50	3.00	3.50	
CAPPUCINO	3.50	4.50	5.25	
CAFÉ LATTE	3.50	4.50	5.25	
MOCHACINO	3.50	4.50	5.50	
HOUSE BLEND	3.00	3.50	4.00	
DECAF BLEND	3.00	3.50	4.00	
ICED COFFEE	3.00	3.50	4.00	
HOT CHOCOLATE	3.00	3.75	4.50	
HERBAL TEA	3.00	3.50	4.00	
MORNING PASTRIES*				
MUFFIN				3.50
CROISSANT				3.75
CHOCOLATE CROISSANT				3.75
DANISH				3.25
BAGEL N' CREAM CHEESE				4.00
DONUT				3.50
SNACKS				
FRUIT CUP				6.00
YOGURT PARFAIT				6.00
CHEESE PLATE				11.75
CRUDITÉS CUP				4.00
HOT NEW YORK PRETZEL				2.00
SOUPS				
HNK CHILI				7.00
SOUP OF THE DAY				6.00
CUTTING BOARD				
BREAKFAST SANDWICHES*				
BACON, EGG & CHEESE BURRITO				7.50
CANADIAN BACON, EGG & CHEESE				7.25
THREE CHEESE				6.75
TURKEY SAUSAGE, EGG & CHEESE				7.25
BREAKFAST STAPLES*				
MCCANN'S STEEL-CUT OATMEAL				5.00
CEREAL				3.75
COLD SANDWICHES				
ROAST TURKEY				10.00
French Hero, Smoked Ham, Swiss Cheese, Honey Bread				10.00
HAM & SWISS				10.00
French Hero, Smoked Ham, Swiss Cheese, Herb N' Aioli, French Roll				10.75
VEGGIE WRAP				10.75
Grilled Vegetables, Anguila, Hummus, Roasted Garlic Spread, Spinach Tortilla				10.00
TUNA SALAD				10.00
Pumpkin Seed Bread				10.75
HARVEST CHICKEN SALAD				10.75

TO PLACE AN ORDER FOR PICK-UP:
PRESS #330 ON YOUR ROOM PHONE.
HOURS OF OPERATION:
6:30AM - 11:00PM
Please allow 15 minutes for pick-up on hot items.

New York State Sales Tax will be applied to your check. Undercooked meat, poultry, seafood, shellfish or eggs may increase the risk of food-borne illness.
All menu items are available for takeout at Herb N' Kitchen on Lobby Level as well as a great selection of retail items.

HERB N' KITCHEN — HILTON LONDON METROPOLE —				
BAKERY				
ILLY COFFEE	SMALL	MEDIUM	LARGE	
ESPRESSO	3.00	5.00		
CAFÉ AU LAIT	3.50	4.50	5.25	
CAFÉ AMERICANO	2.50	3.00	3.50	
CAPPUCINO	3.50	4.50	5.25	
CAFÉ LATTE	3.50	4.50	5.25	
MOCHACINO	3.50	4.50	5.50	
HOUSE BLEND	3.00	3.50	4.00	
DECAF BLEND	3.00	3.50	4.00	
ICED COFFEE	3.00	3.50	4.00	
HOT CHOCOLATE	3.00	3.75	4.50	
HERBAL TEA	3.00	3.50	4.00	
MORNING PASTRIES*				
MUFFIN				3.50
CROISSANT				3.75
CHOCOLATE CROISSANT				3.75
DANISH				3.25
BAGEL N' CREAM CHEESE				4.00
DONUT				3.50
AFTERNOON PASTRIES				
COOKIES				5.00/5.50
BAIS				4.00
PIE				6.75
CAKE				6.75
SWEETS N' TREATS				
POT DE CRÈME				6.95
ICE CREAM COOKIE SLIDER				3.75
ICE CREAM BAR				4.50
SANDWICHES				
GRILLED VEGETABLE				10.50
Edamame Hummus, Tzatziki, Pumpkin Seed Honey				10.50
TUNA SALAD SANDWICH				14.25
Albacore Tuna, Country Bread				14.25
ROASTED TURKEY & GOUDA				14.50
Slow Roasted Turkey, Apple Butter, Smoked Gouda, Summer Sauce, Caraway Roll				14.50
GRILLED CHICKEN WRAP				15.50
Vermicelli Noodles, Vegetable Primavera, Sesame Aioli				15.50
SMOKED HAM & SWISS				15.25
Alpine Swiss, Spicy Mustard, Poppy Seed Kaiser				15.25
BEARED AW WRAP				14.75
Cucumber Slaw, Guacamole, Spicy-Ancho Chili Spread				14.75
BRICK OVEN				
SPECIALTIES N' SANDWICHES				
PAT LA FREDA CHEESEBURGER				9.75
Cheddar, Herb N' Potato Roll				9.75
TURKEY BURGER				10.75
Spicy Avocado Spread, Pico de Gallo, Grated Fresno, Turkey Roll				10.75
MOZZARELLA TOMATO PANINI				12.50
Local Mozzarella, Cured Tomatoes, Anguila				12.50
SOPPRESSATA PANINI				12.75
Marinated Antichoke, Roasted Pepper				12.75
INDIAN CHICKEN THIKA				13.25
Beamed Rice, Pickled Onions, Chutney, Herb Roll				13.25
FISH N' CHIPS				15.75
Brooklyn Lager Batter, Curry Aioli, Herb Roll				15.75
MEATBALL PARMESAN				14.50
ALL BEEF NEW YORK HOT DOG				7.50
HOUSE MADE				8.75
SWEET ITALIAN SAUSAGE				8.75
SOUPS N' SIDES				
SUMMER VEGETABLE CHILI				8.75
SOUP OF THE DAY				6.25
MAC N' CHEESE				7.50
HERB N' FRIES				5.75
OVEN BAKED FLATBREAD				
RAAGHIBITA				14.25
Tomatoes, Mozzarella, Basil				14.25
BBQ PORK BELLY				16.50
Scallops, Smoked Peppers				16.50
BUFFALO CHICKEN				15.75
Cumin Blue Cheese, Frank's RedHot Sauce				15.75
THE GARDEN				
SALADS				
MARKET SALAD				7.75
Greens, Cucumbers, Sweet Peppers, Tomatoes, White Balsamic Vinaigrette				7.75
MEDITERRANEAN CHOPPED SALAD				9.50
Feta, Chickpeas, Roasted Peppers, Kalamata Olives, Tomatoes, Cucumbers, Pickled Lemon Vinaigrette				9.50
FREGOLA SALAD				10.75
Waldorf, Dried Cherries, Walnuts, Extra Virgin Olive Oil				10.75
CHICKEN SALAD				15.75
Poached Chicken, Caramelized Onions, Shaved Carrots, Snow Peas, Pilaf, Champagne-Plum Vinaigrette				15.75
CHICKEN CAESAR				14.75
SNACKS				
FLAXSEED-CORN TORTILLA				5.75
WITH TOMATO-MANGO SALSA				5.75
EDAMAME HUMMUS				4.75
MURRAY'S CHEESE PLATE				10.75
DAILY SPECIALS				
BREAKFAST BURRITO				9.25
QUICHE/PIZZATA				9.25
SOUP OF THE DAY				6.25

SAMPLE DINING MENU

SAMPLE IN ROOM MENU

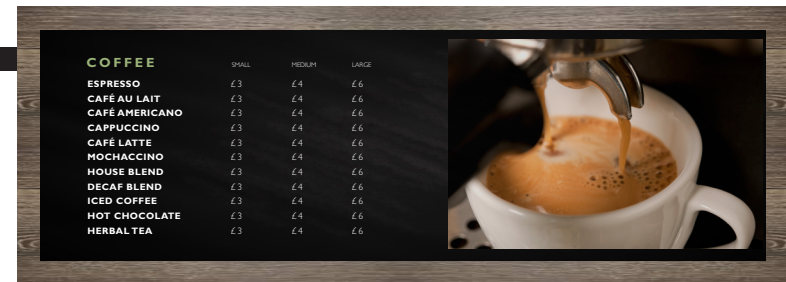
.07 BRAND STANDARDS

DIGITAL MENU BOARDS

FLAT 1" PIPING FOR MOUNTING
AND CONCEALING WIRES



WOOD FRAMED LCD
FLAT SCREENS



CUSTOM SIZED BASED OFF FINAL DRAWING
CHALK BOARD BACK GROUND
EASILY UPDATED
CHANGES FROM BREAKFAST, LUNCH & DINNER
FOOD IMAGES CAN BE PLACED FOR BLANK/SMALLER MENU AREAS

.07 BRAND STANDARDS

ALTERNATIVE MENU/FOOD DISPLAYS

BLOCK CARD HOLDER (holds 5x7 & 8.5x11 cards)

SANDWICH SPECIALS

SOUP SPECIALS

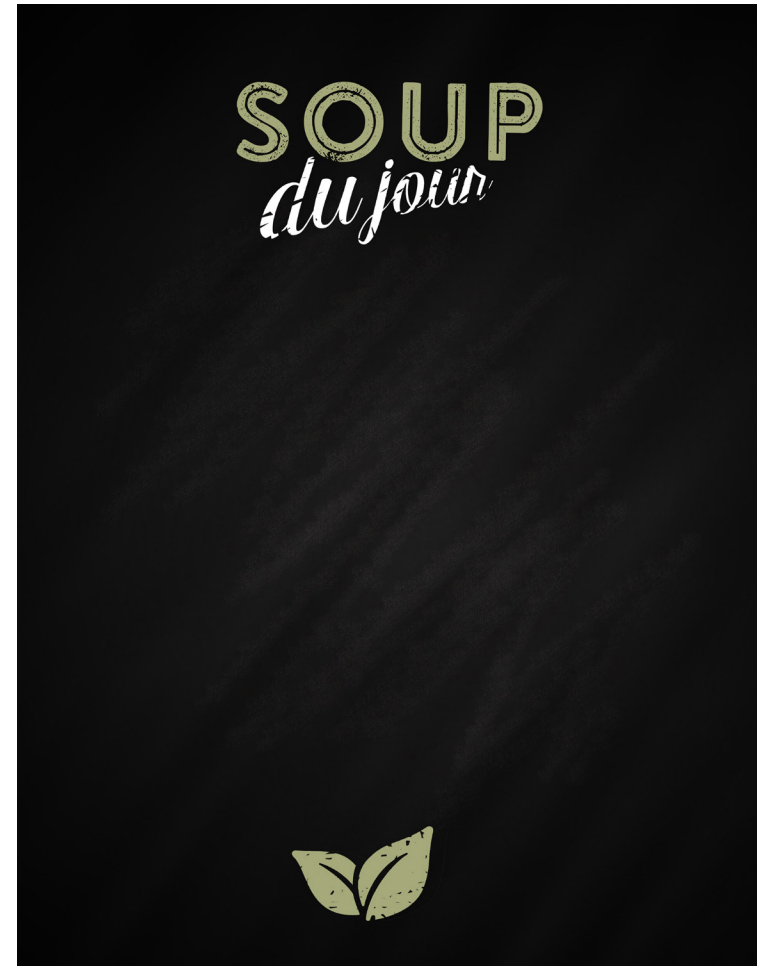
BAKERY SPECIALS

CHALK BOARDS (can be sized accordingly)

DAILY SPECIALS

SOUP SPECIALS

COFFEE SPECIALS



.07 BRAND STANDARDS PACKAGING

COFFEE SLEEVE

UNIVERSAL STICKER SQUARE
SANDWICHES
TO-GO BOXES

UNIVERSAL STICKER ROUND

SOUPS
BREAKFAST STACKERS
DESSERTS

UNIVERSAL STICKER RECTANGLE

SMALL BAGS
PIZZA BOX
FLATBREAD BOX



PACKAGING – BAGS



LARGE BAG



SMALL BAG

PASTRY CARDS



.07 BRAND STANDARDS

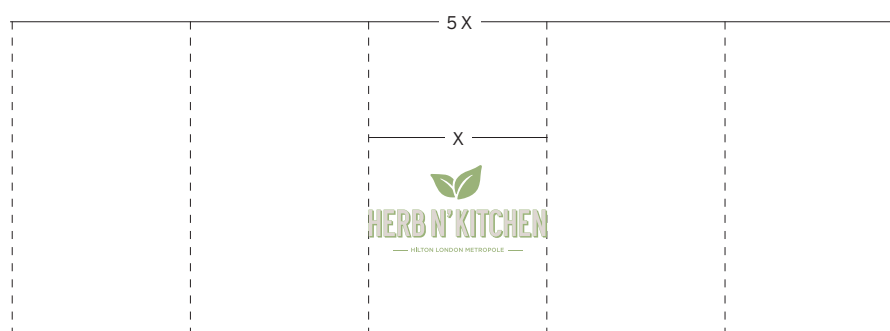
PACKAGING – PASTRY CARDS

Herb N' Kitchen (HNK) packaging solutions include preprinted sheets of pastry cards to label buffets.

A Microsoft Word template is available to create customized descriptions for pastry cards. These can be printed on most office printers.



.08 BRAND STANDARDS
SIGNAGE



VINYL WINDOW STICKER SIZING (FOR GENERAL USE)



VINYL WINDOW STICKER ARTWORK

.10 BRAND STANDARDS
STATIONERY SUITE



1234 SAMPLE ADDRESS AVENUE
SAMPLE CITY, STATE 12345 TEL 123 456 7890
PAX 123 456 7890



1234 SAMPLE ADDRESS AVENUE
SAMPLE CITY, STATE 12345

ENVELOPE



BUSINESS CARD

LETTERHEAD

WWW.SAMPLEURL.COM

.10 BRAND STANDARDS
STATIONERY SUITE



COMPLIMENTARY DRINK CARD

.10 BRAND STANDARDS
WEBSITE



HNK MINI SITE WITH PDF MENU DOWNLOAD