

FRESH  
IN  
READY

BRAND STANDARDS



**HERB N' KITCHEN**

HILTON LONDON METROPOLE

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**HERB N' KITCHEN**

— HILTON LONDON METROPOLE —

**.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.



**HERB N' KITCHEN**

— HILTON LONDON METROPOLE —

PMS 7532



**HERB N' KITCHEN**

— HILTON LONDON METROPOLE —

PMS 5787

## .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.)



**HERB N' KITCHEN**

— HILTON LONDON METROPOLE —

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 —

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### BAKERY

<b>COFFEE</b>	SMALL	MEDIUM	LARGE	<b>MORNING PASTRIES*</b>	
ESPRESSO	3.00		5.00	MUFFIN	3.50
CAFE AU LAIT	3.50	4.50		CROISSANT	3.50
CAFE AMERICANO	2.50	3.00	3.50	CHOCOLATE CROISSANT	3.75
CAPPUCCINO	3.50	4.50	5.25	DANISH	3.25
CAFE LATTE	3.50	4.50	5.25	BAGEL N' CREAM CHEESE	4.00
MOCHACCINO	3.50	4.50	5.50	DONUT	3.50
HOUSE BLEND	3.00	3.50	4.00		
DECAF BLEND	3.00	3.50	4.00	<b>SNACKS</b>	
ICED COFFEE	3.00	3.50	4.00	FRUIT CUP	6.00
HOT CHOCOLATE	3.00	3.75	4.50	YOGURT PARFAIT	6.00
HERBAL TEA	3.00	3.50	4.00	CHEESE PLATE	11.75
				CRUDITES CUP	4.00
				HOT NEW YORK PRETZEL	2.00
				<b>SOUPS</b>	
				HNK CHILI	7.00
				SOUP OF THE DAY	6.00

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### CUTTING BOARD

<b>BREAKFAST SANDWICHES*</b>	<b>COLD SANDWICHES</b>
BACON, EGG & CHEESE BURRITO	ROAST TURKEY
..... 7.50	Sliced Turkey Breast, Swiss Cheese, Onion
CANADIAN BACON, EGG & CHEESE	Mustard, Herb N' Aioli, Whole Wheat
..... 7.25	Honey Bread
Corn Muffin	HAM & SWISS
..... 6.75	French Hero, Smoked Ham, Swiss Cheese,
Three Cheese	Herb N' Aioli, French Roll
..... 6.75	..... 10.00
TURKEY SAUSAGE, EGG & CHEESE	VEGGIE WRAP
..... 7.25	Grilled Vegetables, Arugula, Hummus,
English Muffin	Roasted Garlic Spread, Spinach Tortilla
..... 7.25	..... 10.75
	<b>BREAKFAST STAPLES*</b>
	MCCANN'S STEEL-CUT OATMEAL
	..... 5.00
	CEREAL
	..... 3.75
	HARVEST CHICKEN SALAD
	..... 10.75

\*New York State Sales Tax will be applied to your check. Undercooked meats, 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.  
Please allow 15 minutes for pick-up on hot items.

SAMPLE IN ROOM MENU



**HERB N' KITCHEN**  
— HILTON LONDON METROPOLE —

A MENU  
THAT'S  
FRESH,  
FLAVORFUL  
& READY  
WHEN  
YOU ARE.

CUTTING  
BOARD

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### BAKERY

<b>ILLY COFFEE</b>	SMALL	MEDIUM	LARGE	<b>MORNING PASTRIES*</b>	
ESPRESSO	3.00		5.00	MUFFIN	3.50
CAFE AU LAIT	3.50	4.50	5.25	CROISSANT	3.50
CAFE AMERICANO	2.75	3.25	3.75	CHOCOLATE CROISSANT	3.75
CAPPUCCINO	3.50	4.50	5.25	DANISH	3.25
CAFE LATTE	3.50	4.75	5.50	BAGEL N' CREAM CHEESE	4.25
MOCHACCINO	3.50	4.75	5.50	DONUT	3.50
HOUSE BLEND	3.00	3.50	4.00		
DECAF BLEND	3.00	3.50	4.00	<b>AFTERNOON PASTRIES</b>	
ICED COFFEE	3.00	3.50	4.00	COOKIES	3 FOR 5.50
HOT CHOCOLATE	3.00	3.75	4.50	BAIRS	4.00
HERBAL TEA	3.00	3.50	4.00	PIE	6.25
				CAKE	6.75
				<b>SWEETS N' TREATS</b>	
				POT DE CREME	6.95
				ICE CREAM COOKIE SLIDER	3.75
				ICE CREAM BAR	4.50

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### BRICK OVEN

<b>SPECIALTIES N' SANDWICHES</b>	<b>SOUPS N' SIDES</b>
PAT LA FREDIA CHEESEBURGER	SUMMER VEGETABLE CHILI
..... 9.75	..... 8.75
Cheddar, Martin's Potato Roll	SOUP OF THE DAY
	..... 6.25
<b>TURKEY BURGER</b>	MAC N' CHEESE
Spicy Avocado Spread, Pico de Gallo,	..... 7.50
Queso Fresco, Torta Roll	HERB N' FRIES
	..... 3.75
MOZZARELLA TOMATO PANINI	
..... 12.50	<b>OVEN BAKED FLATBREAD</b>
Local Mozzarella, Cured Tomatoes, Arugula	
	MAAGHBITA
	Tomatoes, Mozzarella, Basil
	..... 14.25
SOPPRESSATA PANINI	BBQ PORK BELLY
Marinated Artichokes, Roasted Pepper	Scallops, Smoked Peppers
..... 12.75	..... 16.50
INDIAN CHICKEN TIKKA	BUFFALO CHICKEN
Basmati Rice, Pickled Onions,	..... 15.75
Chaatni, Herb Roll	Courried Blue Cheese, Frank's RedHot Sauce
<b>FISH N' CHIPS</b>	
Brooklyn Lager, Batter-d, Curry Aioli, HNK Roll	
MEATBALL PARMESAN	
..... 14.50	
ALL BEEF NEW YORK HOT DOG	
..... 3.50	
HOUSE MADE	
SWEET ITALIAN SAUSAGE	
..... 6.75	

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### THE GARDEN

<b>SALADS</b>	<b>SNACKS</b>
MARKET SALAD	FLAXSEED-CORN TORTILLA
Greens, Cucumbers, Sweet Peppers,	WITH TOMATO-MANGO SALSA
Tomatoes, White Balsamic Vinaigrette	..... 5.75
..... 7.75	EDAMAME HAMBURGERS
MEDITERRANEAN CHOPPED SALAD	..... 4.75
Feta, Chickpeas, Roasted Peppers,	MURRAY'S CHEESE PLATE
Kalamata Olives, Tomatoes, Cucumbers,	..... 11.75
Pickled Lemon Vinaigrette	
..... 5.50	
FREGOLA SALAD	
Waldorf, Dried Cherries, Nuts,	
Extra Virgin Olive Oil	
..... 11.75	
CHICKEN SALAD	
Shredded Chicken, Cucumber, Spinach,	
Shaved Carrots, Snow Peas, Plums,	
Champagne-Plum Vinaigrette	
..... 14.75	
CHICKEN CAESAR	
..... 14.75	

**DAILY SPECIALS**

BREAKFAST BURRITO 9.95

QUICHE/FRITTATA 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

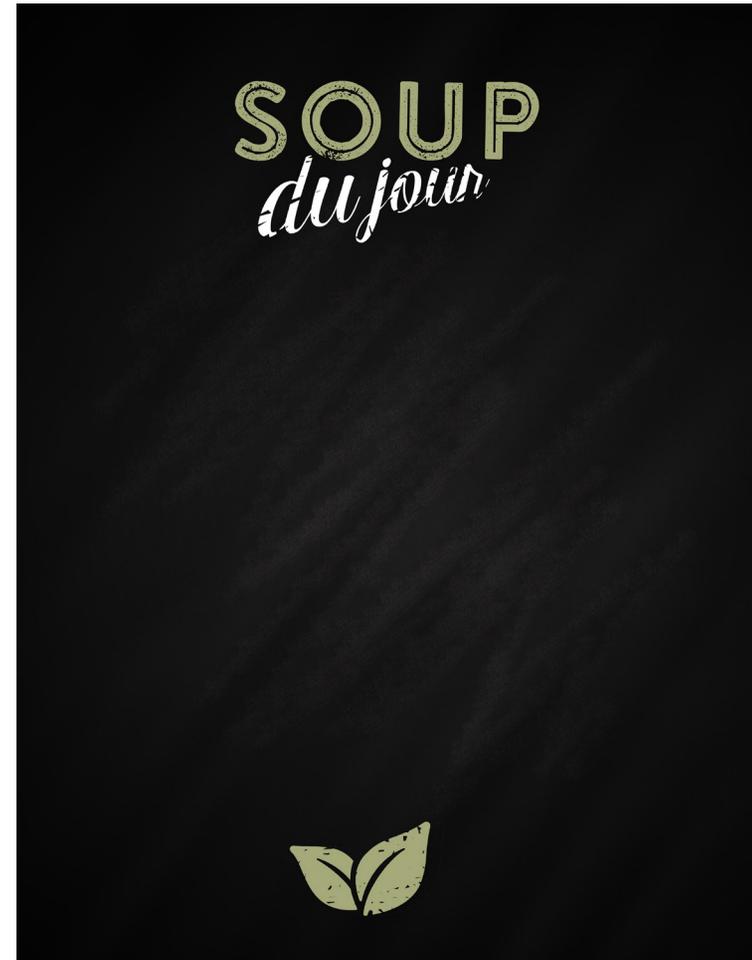
## ALTERNATIVE MENU/FOOD DISPLAYS

**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



.07 BRAND STANDARDS  
PACKAGING – BAGS



LARGE BAG



SMALL BAG

PASTRY CARDS

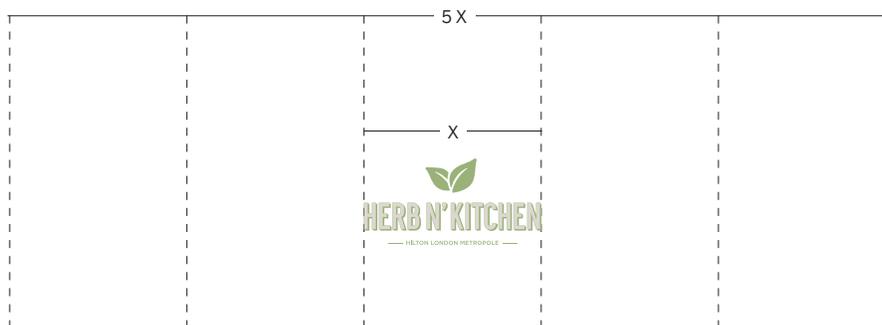


**.07 BRAND STANDARDS**  
**PACKAGING – PASTRY CARDS**

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



ENVELOPE

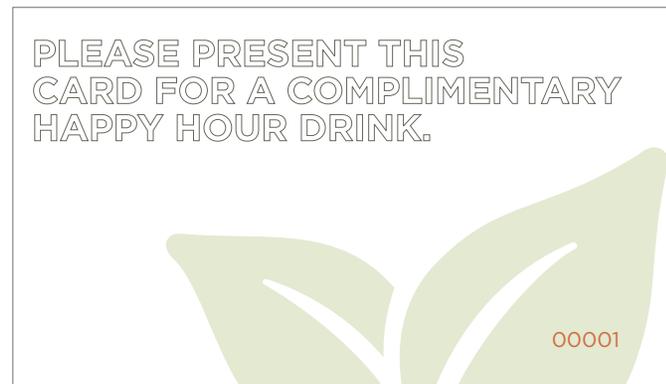


BUSINESS CARD



LETTERHEAD

.10 BRAND STANDARDS  
STATIONERY SUITE



COMPLIMENTARY DRINK CARD

.10 BRAND STANDARDS  
WEBSITE



HNK MINI SITE WITH PDF MENU DOWNLOAD