



FRESH N' READY

BRAND STANDARDS



HERB N' KITCHEN

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.01 BRAND STANDARDS

HERB N' KITCHEN PRIMARY

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 page .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 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

— SAMPLE CITY —

PMS 7532



HERB N' KITCHEN

— SAMPLE CITY —

PMS 5787



HERB N' KITCHEN

— SAMPLE CITY —

BLACK

.02 BRAND STANDARDS

HERB N' KITCHEN 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

PANTONE 7532 U		PANTONE 5787 U	
C	70%	C	5%
M	80%	M	0%
Y	100%	Y	20%
K	0%	K	10%
PANTONE 7532 C		PANTONE 5787 C	
C	0%	C	5%
M	0%	M	0%
Y	30%	Y	25%
K	75%	K	25%

SECONDARY COLOR PALETTE

PANTONE 611 U	PANTONE 145 U	PANTONE 7470 U
PANTONE 612 C	PANTONE 145 C	PANTONE 7470 C
PANTONE 582 U	PANTONE 718 U	PANTONE 7421 U
PANTONE 582 C	PANTONE 718 C	PANTONE 7421 C
PANTONE 7536 U	PANTONE 441 U	
PANTONE 7536 C	PANTONE 441 C	

.04 BRAND STANDARDS COLOR PALETTE

The Herb N' Kitchen (HNK) color palette consists of two primary colors and eight 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 Gotham Medium. The Gotham typeface family can also be used for headlines and subheads if they are smaller than 12 points.

Noga Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Noga Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Medium

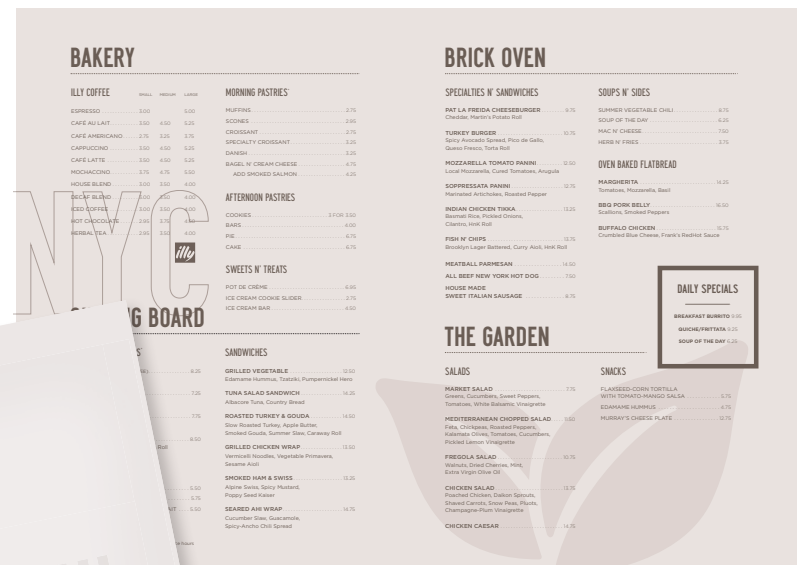
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



SAMPLE IN ROOM MENU



SAMPLE DINING MENU

06 BRAND STANDARDS IN ROOM & DINING MENUS

The menu design for HNK is standard, however menu items will vary among locations. Files are available for download for your local designer or printer for menu customization and offset printing.

For access to files please email:
Restaurant_Concepts@hilton.com



LARGE UNIVERSAL LABEL (2" X 8.25")



SMALL UNIVERSAL LABEL (1.5" X 5")



.07 BRAND STANDARDS PACKAGING – UNIVERSAL LABEL

Herb N' Kitchen take out packaging solutions include flexible, easy-to-use universal wrap labels. They are available in two sizes to accommodate a wide range of packaging styles. The labels are designed to print on a Zebra printer that can be ordered through Hilton Supply Management. Software for the labels is included with the purchase of the Zebra printer. In addition to areas for customized descriptions and pricing, the software includes bar coding for easy inventory tracking and efficient checkout.





FLATBREAD BOX



COFFEE SLEEVE

.07 BRAND STANDARDS
PACKAGING-TAKE OUT

Herb N' Kitchen packaging is available through Hilton Supply Management. Please refer to the Herb N' Kitchen Concept Book or the Restaurant Concept website for ordering information.



LARGE BAG



SMALL BAG

.07 BRAND STANDARDS PACKAGING – TAKE OUT

Herb N' Kitchen packaging is available through Hilton Supply Management. Please refer to the Herb N' Kitchen Concept Book or the Restaurant Concept website for ordering information.

LABELING CARDS



.07 BRAND STANDARDS PACKAGING – LABELING CARDS

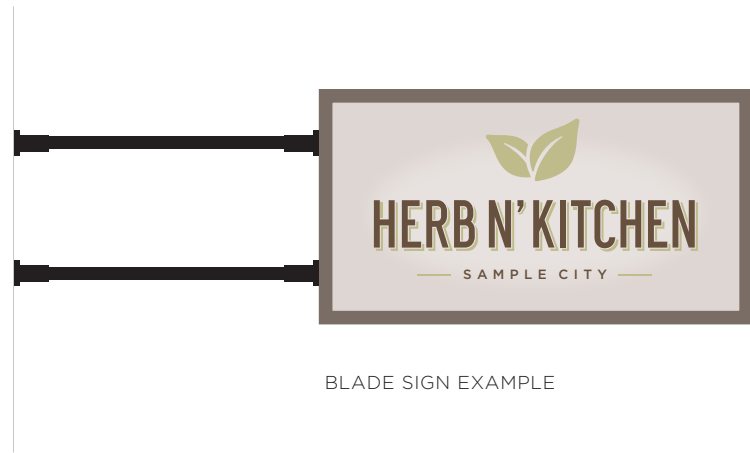
Herb N' Kitchen packaging solutions include preprinted sheets of perforated cards to label fresh items in pastry cases and on buffet tables. These labeling cards are available through Hilton Supply Management. A Microsoft Word template file is available to create customized descriptions for the pastry cards. The labeling cards can be printed on most office printers.

For access to templates please email:

Restaurant_Concepts@hilton.com

.08 BRAND STANDARDS
SIGNAGE

Herb N' Kitchen signage solutions include sample designs for interior blade signs and window vinyl. Supplied files should be used as a guide only. Signs should be customized for individual locations.



BLADE SIGN EXAMPLE



VINYL WINDOW STICKER SIZING (FOR GENERAL USE)



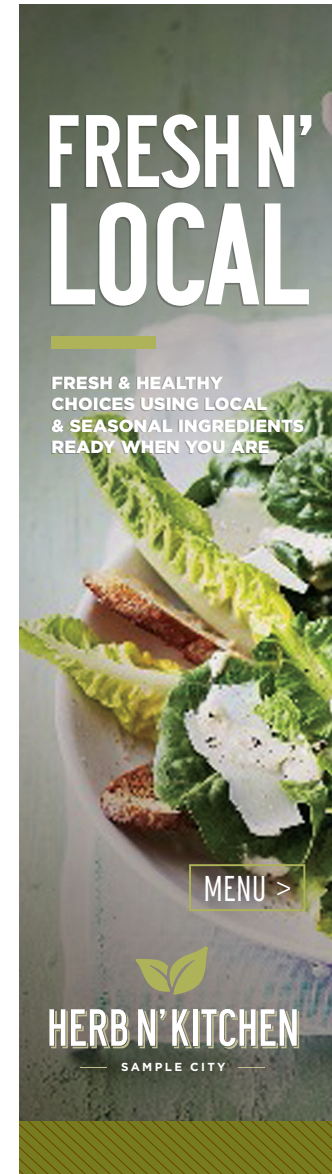
ONLINE BANNER ADVERTISING SAMPLES

.09 BRAND STANDARDS
COLLATERAL – ONLINE/WEB ADVERTISING

Files for a variety of Herb N' Kitchen online web/banner advertisements have been created for download. These files should be sent to a local designer or programmer for customization (link ads directly to specific property web site) and, keeping headline copy and body text consistent. Publication specifications should be followed for exact sizes, formatting and programmed links, files are to be used as a guide only.

For access to templates please email:

Restaurant_Concepts@hilton.com





SAMPLE LOCAL/FRESH TO-GO AD



SAMPLE HAPPY HOUR AD



SAMPLE DINNER PACKAGE AD

.09 BRAND STANDARDS
COLLATERAL – LOCAL PRINT ADVERTISING

Design files for a variety of Herb N' Kitchen print advertisements have been created for download. These files should be sent to a local designer or publication for customization, keeping headline copy and body text consistent, files can be updated with the specific property address, phone and web address. Actual publication specifications should be followed for exact sizes and file formats, files are to be used as a guide only.

For access to templates please email:

Restaurant_Concepts@hilton.com



SAMPLE POSTCARD

.09 BRAND STANDARDS COLLATERAL – POSTCARDS & POSTERS

Design files for a variety of Herb N' Kitchen promotional postcards and posters have been created for download. These files should be sent to a local designer or printer for customization, keeping headline copy consistent, body text can be updated with the specific property needs, as well as the address, phone and web address. Final files should be released to a printer for offset or digital printing.

For access to templates please email:

Restaurant_Concepts@hilton.com



SAMPLE POSTERS

.10 BRAND STANDARDS
STATIONERY SUITE

Files for the Herb N' Kitchen stationery have been created for download. These files should be sent to a local designer or printer for customization. Files should be released for offset printing.

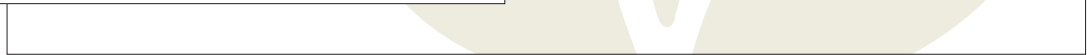
For access to templates please email:
Restaurant_Concepts@hilton.com



BUSINESS CARD



ENVELOPE



LETTERHEAD



.11 BRAND STANDARDS
COMPLIMENTARY DRINK CARDS

Files for Herb N' Kitchen complimentary drink cards have been created for download. These files should be sent to a local designer or printer for customization. Files should be released to a printer for offset printing.

For access to templates please email:

Restaurant_Concepts@hilton.com