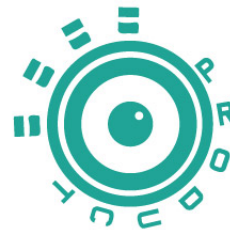


BRAND GUIDELINES



Sohe Logo in Brand Colours



Logo should appear in full colours as above when possible, alternatively it can appear in all white to suit design, please see below examples.



Brand Colours of Fiume

Primary brand colours

	C 0 M 83 Y 74 K 0	R 240 G 83 B 70	Pantone 7625 C
	C 0 M 0 Y 0 K 80	R 35 G 31 B 32	Pantone 425 C
	C 0 M 0 Y 0 K 10	R 230 G 231 B 232	Pantone 663 C

Secondary brand colours

	C 0 M 35 Y 85 K 0	R 251 G 175 B 63	Pantone 1365 C
	C 25 M 96 Y 81 K 18	R 162 G 40 B 51	Pantone 704 C
	C 10 M 11 Y 21 K 5	R 216 G 207 B 189	Pantone 7527 C

* Alternative colour options might be applied as a feature colour to suit design themes, whilst main colour usage stays within brand colours listed above.

Branded Fonts of Fiume

Primary fonts

GOTHAM BOOK

Aa Bb Cc 0 1 2 3

GOTHAM MEDIUM

Aa Bb Cc 0 1 2 3

GOTHAM BOLD

Aa Bb Cc 0 1 2 3

PISTILLI

AA BB CC 0 1 2 3

These fonts are mainly used on Headings / Offer titles / Dish names and descriptions on menus.

Please see following page with example work showing usage of the above fonts.

Secondary fonts

DUALITY

Aa Bb Cc 0 1 2 3

TIMES

Aa Bb Cc 0 1 2 3

These fonts can be used to feature Headings / Offer titles, not to be used on menu content or small text.

Please see following page with example work showing usage of the above fonts.

Examples of Font Usage

Pistilli
Duality
Gotham
Bold
Gotham
Book



RISTORANTE FIUME lunch & early dinner
SPECIAL
2 Courses £8.95pp | 3 Courses £11.95pp
MONDAY-THURSDAY 12PM-7PM • FRIDAY-SATURDAY 12PM-8PM • SUNDAY 5PM-7PM
For table bookings give us a call on 0191 415 0007

starter

Buccia Di Patate
Deep fried potato skins served with bloody Mary ketchup, BBQ & garlic mayonnaise

Funghi all' Aglio
Mushrooms cooked in garlic, cream & pesto served on focaccia bread

Chef's Starter
See server for details

Soup Of The Day
See server for details

main course

Dish Of The Day
(2 Courses £10.95 / 3 Courses £12.95) See server for details

Fish Of The Day
(2 Courses £10.45 / 3 Courses £12.45) See server for details

8oz Ribeye Steak
(2 Courses £13.95 / 3 Courses £16.95)
Served with whole roasted tomato & onion rings
Choice of Sauce picante, peppercorn, diane, dolce latte & Barolo (£1.50 supplement)

Pizza
Choose from the following:
Margherita, Picante, Kiev, Bolognese or Vegetarian

Pasta
Choose from the following:
Roma, Fiume, Napoli, Bolognese or Carbonara

Half Pizza & Half Pasta
(2 Courses £10.95 / 3 Courses £13.95)

dessert

Warm Chocolate Fudge Cake
Served with cream or ice cream

3 Scoops Of Ice Cream
See server for details

Tiramisu

Allergies - we take allergies seriously. Please advise us of any dietary requirement. Not in conjunction with any other offer. Manager reserves the right to revoke any/all offers.

Pistilli

Gotham
Medium

Pistilli

Duality

Gotham
Book

Duality



JANUARY SALE
50% OFF
FOOD
WITH VALID WINNING SCRATCH CARDS
SELECTED PIZZA
MARGHERITA, PEPPERONI, KIEV, VEGETABLE AND GARLIC BREAD.
PASTA
FIUME, ROMA, BOLOGNESE & CARBONARA
RISTORANTE FIUME
Terms and conditions apply. Management reserve the right to cancel offers without notice.



RISTORANTE FIUME
WE'RE OPEN CHRISTMAS DAY
JOIN US IN CELEBRATING FIUME'S 1ST CHRISTMAS
PROSECCO ON ARRIVAL AND HOME COOKED 6 COURSE FESTIVE CHRISTMAS DAY LUNCHEON OPEN 12NOON - 6PM
For enquiries and booking contact: restaurantmanager@fiumerestaurant.co.uk or call 0191 415 0007
12 Broad St, Leeds, West Yorkshire, LS1 4JL. Tel: 0111 415 0007. www.fiumerestaurant.co.uk

Times

Examples of Generic Design



Mail Chimp Structure

Sample 1

Sample 2



Event Invitation Structure



Examples of Special Event Design

