

BRAND GUIDELINES

sohe

COCKTAILS • CUISINE • CULTURE



Cairn
Group

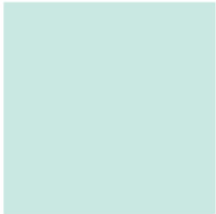


Brand Colours of Sohe

Primary brand colours

	C 40 M 12 Y 36 K 0	R 157 G 191 B 171	Pantone 558 C
	C 56 M 10 Y 42 K 0	R 115 G 182 B 162	Pantone 563 C
	C 87 M 34 Y 66 K 19	R 16 G 113 B 97	Pantone 328 C
	C 62 M 53 Y 59 K 30	R 89 G 90 B 84	Pantone 425 C

Secondary brand colours

	C 28 M 32 Y 87 K 2	R 186 G 160 B 69	Pantone 618 C
	C 5 M 80 Y 3 K 0	R 227 G 89 B 155	Pantone 674 C
	C 47 M 26 Y 36 K 1	R 141 G 163 B 158	Pantone 5635 C
	C 20 M 0 Y 12 K 0	R 201 G 232 B 226	Pantone 621 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.

Sohe Logo in Brand Colours



Logo may appear in alternative primary brand colour to suit design, please see below examples.



Branded Fonts of Sohe

Primary fonts

NEXA LIGHT

Aa Bb Cc 0 1 2 3

NEXA BOLD

Aa Bb Cc 0 1 2 3

TRIXIE

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

Streetbrush
Aa Bb Cc 0 1 2 3

Blackword
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

Trixie

STREETEATS		
Prawn & shrimp crackers		2.95
sweet chilli & plum sauce		
Asian nuts, pretzels & wasabi peas		2.50
✓ Edamame beans		3.95
soy, chilli & coriander dressing		
✓ Tempura of Asian vegetable basket		3.95
sweet chilli sauce & wasabi mayo		
✓ Red onion, fennel & cumin Bhaji		3.95
spiced tomato & basil chutney		

Nexa Bold

Streetbrush



Nexa Light

Nexa Bold



Blacksworld

Nexa Bold



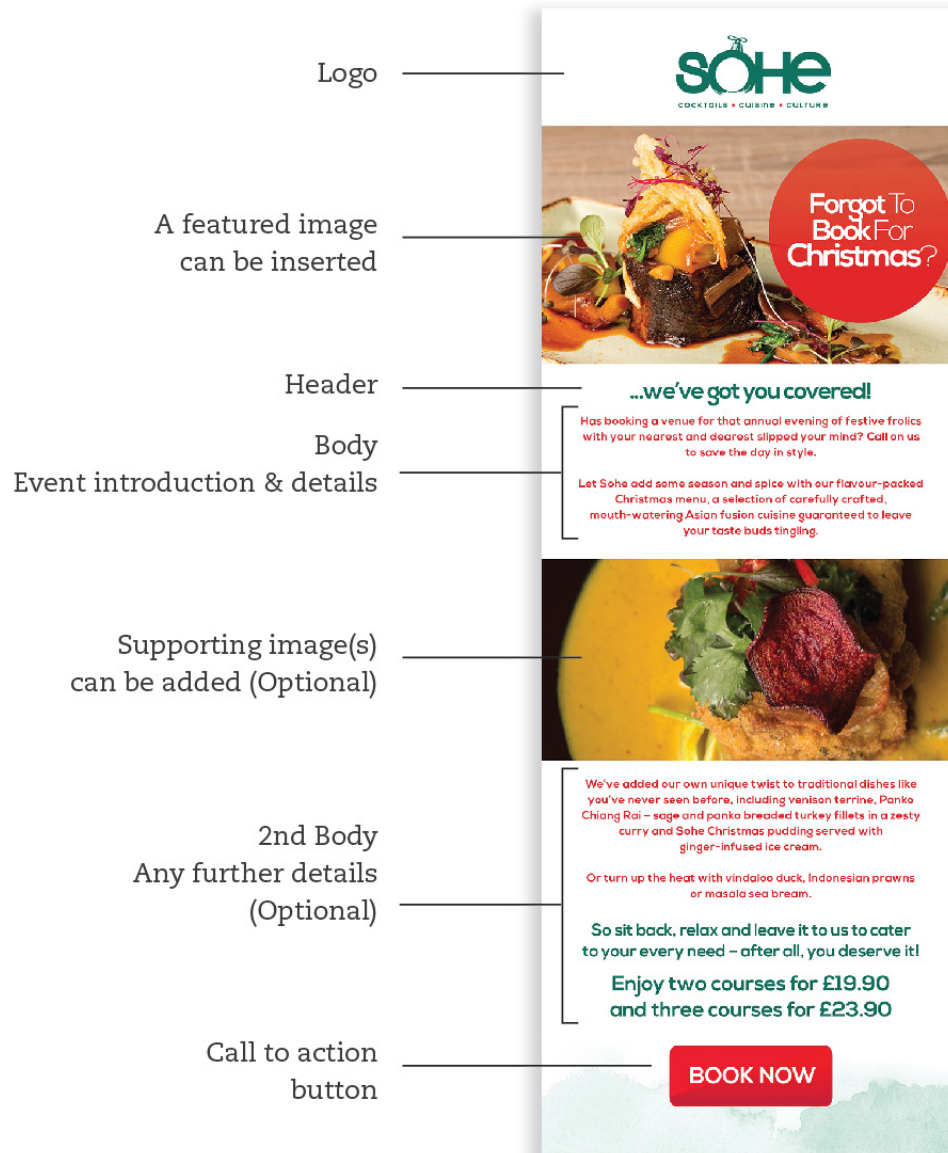
Examples of Generic Design



Menu Structure

STARTERS		
Crispy lava salt & pepper squid, pickled carrot & chilli Mango & tamarind sauce	5.50	
Char Sui pork & quick seared king scallops Soho xo sauce	7.95	
Crispy oriental spiced tofu ❷ Pickled cucumbers, nri xir dip & pancakes	5.50	
Japanese beef Tataki Pickled yellow and green courgettes with curried croutons	6.95	
Chicken satay skewers Pongkhamle & geyasa salad with spicy peanut sauce	5.95	
Bang Ohang roll ❶ Thai green Man Jim	5.95	
Crispy beef Hot Vietnamese & pink peppercorn table sauce	6.50	
Broths		
Hot & sour broth ❷ Teriyaki rice noodles, tofu & shiitake mushrooms	4.95	
Fork ramen broth Ramen noodles, pork Nan Prik Ong & enoki mushrooms	5.95	
Dim Sum		
Fork & prawn pot stickers Hot Thai piquant dip	6.95	
Steamed duck & chive Sui Mai Plum & tamarind dip	5.95	
Deep Fried vegetable & enoki mushroom wontons ❷ Red chilli jam	4.95	
Mixed dim sum bento box	9.95	
Sushi served with wasabi, soy & pickled ginger Just ask your server for today's special		4.95
Tempura		
Sweet potato, lotus root & oyster mushroom ❷ Red chilli jam	4.95	
King prawns Wasabi & yuzu dip	6.95	
Soft shell crab Man Jim dipping sauce	6.95	
Mixed tempura bento box	9.95	
Salads		
Crunchy Sweet & sour salad ❶ Coconut, pineapple & umeshi plums	5.95	
Korean wood smoked chicken noodle salad Cucumber, pink onions & chow mein noodles	5.95	
MAINS		
BBQ/ Roasts all served with sticky rice		
Twice cooked duck leg Caramelised lemongrass & chilli sauce	15.95	
Cambodian Khmer poussin (chicken) Peanut carame	14.95	
Roast miso, honey & rosemary black cod (Halibut if unavailable)	31.95	
Korean beef ribeye bulgogi Kimchi puree	19.95	
Whole roasted Thai drunken black bream Pineapple salsa	15.95	
Curries all served with sticky rice		
Indonesian lamb rump rendang A roti bread & an Asian babaganoush	14.95	
Chiang Mai curry Char Sui pork fillet or scabbie & prawn	15.95 15.95	
Vietnamese curry Corn-fed chicken or red pepper, pak Choi & sweet potato ❶	15.95 9.95	
Balinese curry Ribeye beef or tofu, lychee & Asian greens ❶	19.95 9.95	
Woks		
Pad Thai Corn-fed chicken & brown shrimp rice noodles, chilli, peanuts, bean sprouts & spicy peanut sauce	10.95	
Indonesian Mie Goreng Char Sui pork & brown shrimp with yellow noodles, chilli sashal & soft boiled duck egg	10.95	
SIDES		
Prawn crackers ❶ Plum sauce	2.50	
Edamame beans ❶ Chilli jam	3.50	
Pak Choi stir fry Soho xo sauce	3.50	
Char-grilled asparagus ❶ Chee ponau	3.95	
Egg fried rice Pork & brown shrimp	3.95	
Courgette chips ❶ Seasoned salt	2.95	
Steamed rice ❶ Thai fragrant sticky rice	1.95	
All of our dishes can be made vegetarian: please just ask your server. All dishes are prepared as an enticement where traces of nuts may be present. Please inform your server of any allergies prior to ordering. A discretionary service charge of 10% will be added to any parties of 8 or more. All prices are inclusive of VAT.		
DIM SUM ASSIETTE		All 6.95
Lemon & passion fruit crème chiboust ❷ Biscotti biscuit Coconut & dark chocolate torte ❷ ❸ Coffee ganache & pineapple gel Mung bean pancakes ❷ Blueberry compote		
Banana & date pudding Toffee & lemongrass sauce Macaron of the day ❶ Please ask your server Steamed Vietnamese coconut & orange slice ❷ Fresh raspberries		
Green tea & mango brûlée Orange shortbread biscuit Turkish egg fudge tart ❶ Hazelnut cream Fig, lime & pistachio dumpling ❶ Wrapped in goyza pastry		
TEAS		
Earl Grey	2.50	5.20
Assam Breakfast	2.50	3.50
Yellow Gold	2.50	5.20
Jasmine & Lily		5.50
Jasmine Pearls	2.25	4.95
Chamomile	2.50	5.20
Peppermint	2.25	4.95
Rose Buds	2.75	5.50
Lemongrass & Ginger	2.50	5.20
COFFEES		
Liqueur coffee		5.95
Irish Coffee, Baileys, Frangelico, Amaretto, Kahlúa, Hennessy or Hakushu Whiskey		
Americano		2.50
Cappuccino		2.85
Mocha		2.95
Latte		2.85
Espresso		1.95
Double Espresso		2.50
All of our coffee is traditional Vietnamese freshly ground beans, we also stock a rich Colombian blend and a light Italian roast, decaffeinated beans are also available. Please ask your server for any specific requirements.		

Mail Chimp Structure



Event Invitation Structure



Examples of Special Event Design

