

Alice Holt Forest Cafe franchise visual branding



discover
alice holt
forest

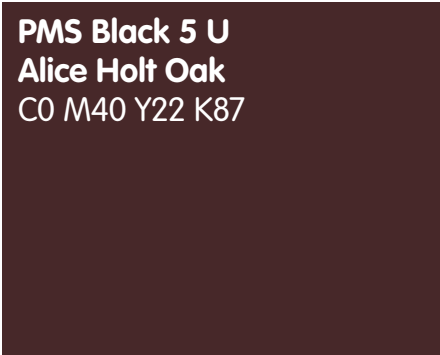
Brand colours

Alice Holt Cafe uses two core colours which should form the basis of all branded materials.

Core colours



Pantone 376 U
C50 M0 Y100 K0



PMS Black 5 U
Alice Holt Oak
C0 M40 Y22 K87



White

Alice Holt parent brand

The cafe logo is part of a wider identity that promotes the whole of Alice Holt Forest.

Alice Holt logos



Typefaces

A key part of our identity is our typeface, Vaggle. Vaggle is very versatile and should be used as the main typeface for all branded materials.

Vaggle light

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

Vaggle bold

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

Two weights of Vaggle are available, **Vaggle light** and **Vaggle bold**. No other weights should be used. (There is no italic version of Vaggle and 'faux' versions of italic should not be used).

The Alice Holt Cafe logo

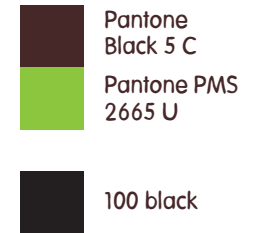
For use by Forestry Commission
England or other approved third
parties to promote Alice Holt Cafe.

The Cafe logo is derived from
the Alice Holt parent brand.

Colour
version



Colour references:



Black and
white/mono
version



Brand hierarchy

The brand hierarchy is very important. It should always be shown as follows:

① **Top left:** The Forestry Commission logo always contained within the brand shape.

② The cafe identity.

③ **Middle left:** Managed by: Operator logo/name.

Wording to be agreed with new leaseholder.

④ **Bottom right:** The Forestry Commission logo and statement.

①



②



③

Managed by:

Operator logo or name



This forest is cared for by
the Forestry Commission

④

Brand application

Uniform example



Cafe branded items

Bag example

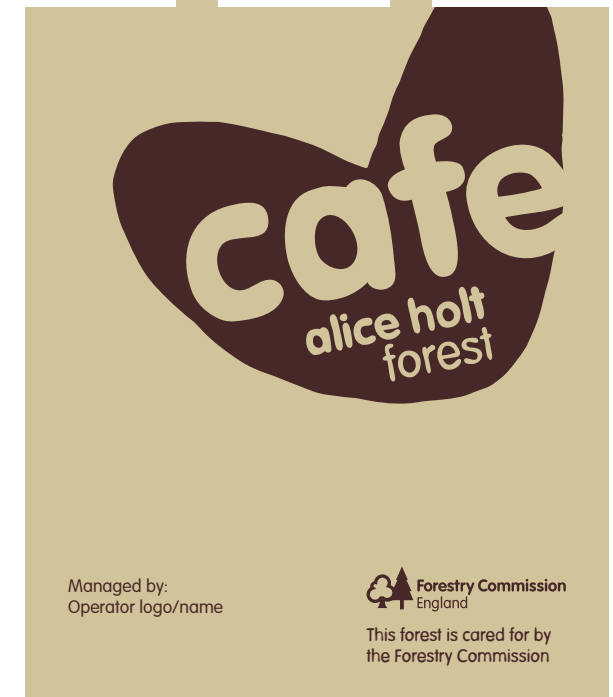
Bag to be printed in one colour only. Forestry Commission logo and cafe identity on the front with FC logo and statement on the reverse.



Front



Back



Cafe menu

Example only





menu

Hot drinks

Coffee
Cappuccino: £2.00
Latte: £2.00
Espresso: £2.00
Americano: £2.00
Add syrup + 45p

Tea
Tea: £1.50
Speciality tea: £1.70

Hot Chocolate
Hot Chocolate: £2.00
Add cream & marshmallows: £2.40

Soft drinks

Bottled Coke/Diet: £1.30
Cans: £1.00
Fentimans: £1.50
Bottled water (still): £1.00
Bottled water (fizzy): £1.00
Flavoured water: £1.00
Flavoured milk/milkshake: £1.50

Snacks

Bacon barm: £2.50
Beans on toast (2 slices): £3.00 ✓
Cheese on toast (1 slice): £1.50 ✓
Slice of toast: £1.00
Add Jam or Marmalade: + 25p
Home made soup & roll: £3.00

Sandwiches

All £3.50
Roast ham
Roast beef
Tuna mayonnaise
Cheese & Real Ale Chutne ✓

Paninis

Served with a salad garnish: all £5.00
Mozzarella, sun blushed tomato & pesto sauce ✓
Brie, bacon, tomato & red onion
Roast beef, caramelised onion & wholegrain mustard
Tuna, red onion & cheddar cheese

Jacket potatoes

Served with salad garnish
Plain: £1.85 ✓
Beans: £2.20 ✓
Mature cheddar: £2.30 ✓
Tuna mayonnaise: £2.65
Home made chilli: £2.85 ✓

Lite Bites/ & Nibbles

All £3.00
Hummous - chick pea, sesame and garlic dip drizzled with olive oil and served with warm toasted flatbread ✓
Tzatziki-yoghurt, cucumber and garlic dip drizzled with olive oil and served with warm toasted flatbread ✓
Bowl of chips
Add a topping of grated cheese/ baked beans/coleslaw/hummous or tzatziki for just 95p each.

Under 7yrs

½ jacket potato with butter and salad garnish: £2.00
Add cheese or beans extra 50p each
Cheesy pasta: £2.00
Cheese on toast (1 slice): £1.50

Salads

Greek Salad- lettuce, feta cheese, red onion, olives tomatoes, cucumber served with an olive oil dressing: £4.50 ✓
Add a warm pitta bread only 50p
Cajun Chicken Salad – served with balsamic dressing: £4.50

Ploughman's Lunch

Sliced ham, pork pie, wedge of cheddar cheese, sliced apple, pickled onion, chutney served with a dressed mixed leaf salad and crusty roll and butter: £5.50

Specials & cakes...

A selection of home-made cakes and Weekly Specials are available at the counter.
✓ vegetarian

Managed by:
Operator logo/name



This forest is cared for by
the Forestry Commission

Alice Holt Forest Cafe  Alice Holt Cafe

Please be aware...

We cannot guarantee that any of the items on sale here do not contain allergens such as gluten, nuts, fish, shellfish, dairy, wheat, soya, and others that customers are advised to be personally aware of with their own health and/or that of those within their care.