



Young & Co.'s Brewery, P.L.C.
The Coach & Horses, Isleworth. Identity Proposal
Date: 19 | 11 | 2010

PROPOSAL ONE



Visual reference focuses on the tactile materials and the environment of horse drawn coaches. Stylish interiors used by affluent people, against wood, metal and the craft of the industry.

Stencil logotype, giving an element of industry, work and trade. The font also has a 1920's quality that references luxury and style.

Coach & Horses

Pub & Dining Room

Gotham as body font

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Coach & Horses

Dining Room

ONES DESTINATION IS NEVER A PLACE BUT RATHER A NEW WAY OF LOOKING AT THINGS | HENRY MILLER

STARTERS

| | |
|---|-------|
| Home Marinated Olives | £3.50 |
| Soup of the Day | £4.50 |
| Classic Prawn and Crayfish Cocktail with brown bread & butter | £5.75 |
| Goats Cheese and Caramelised Red Onion Tart with rocket and balsamic dressing | £5.25 |
| Crispy Fried Whitebait with lemon mayonnaise | £3.50 |
| Fresh Smoked Haddock & Salmon Fishcakes with lemon mayonnaise | £8.95 |
| Crispy Salt & Pepper Squid with garlic and lemon mayonnaise | £7.95 |
| Chicken Liver Parfait with crusty bread real ale chutney and pickles | £4.95 |

STEAKS

| | |
|--|--------|
| Steak Sandwich on Ciabatta with caramelised red onions | £6.75 |
| Steak Frites Minute steak served with shoestring fries and herb butter | £9.95 |
| Hanger Steak A delicious cut of beef prized for its flavour and juiciness | £12.95 |
| Boz Ribeye Steak Contains more marbling that produces a flavoursome steak | £16.75 |
| Boz Fillet The most tender of cuts and trimmed of any fat | £23.00 |
| Chateaubriand for 2 Cut from the top end of the tenderloin, this is the king of all cuts. Served with fresh Béarnaise sauce, with your choice of potato to share. Our beef is carefully selected from traditional farms in the West Country and is dry aged for its flavour. | £45.00 |

ON THE SIDE

| | |
|--|-------|
| Shoestring Fries | £2.95 |
| Chips | £2.95 |
| Rosemary and Garlic Roasted New Potatoes | £2.95 |
| Jacket Potato with sour cream and mayonnaise | £2.95 |
| Mashed Potatoes | £2.95 |

POTATOES

| | |
|--|-------|
| Shoestring Fries | £2.95 |
| Chips | £2.95 |
| Rosemary and Garlic Roasted New Potatoes | £2.95 |
| Jacket Potato with sour cream & mayonnaise | £2.95 |
| Mashed Potatoes | £2.95 |

MAINS

| | |
|--|--------|
| Freshly made Roast of the Day | £12.50 |
| Cumberland Sausages with creamy mash and onion gravy | £8.95 |
| Cottage Pie with seasonal vegetables | £8.95 |
| Slow Roasted Lamb Shank with creamy mash root vegetables in a rich red wine and rosemary gravy | £15.45 |
| Young's award winning Steak & Ale Pie or Chicken Ham & Leek Pie, creamy mash and season vegetables | £9.95 |
| Young's Beer Battered Fish & Chips with tartar sauce and mushy peas | £10.40 |
| Lancashire Hot Pot with braised red cabbage | £9.95 |
| Classic Beef Burger with crispy bacon and mature cheddar cheese, in a plain soft bun | £10.40 |
| Fresh Chicken Breast stuffed with sun dried tomatoes and tarragon with a pesto sauce | £11.75 |
| Classic Caesar Salad, crisp lettuce, parmesan shavings, and a creamy dressing. Add Chicken for £3 | £6.95 |
| Sweet Potato Curry with naan bread and rice | £8.95 |

ROASTS ON SUNDAY'S

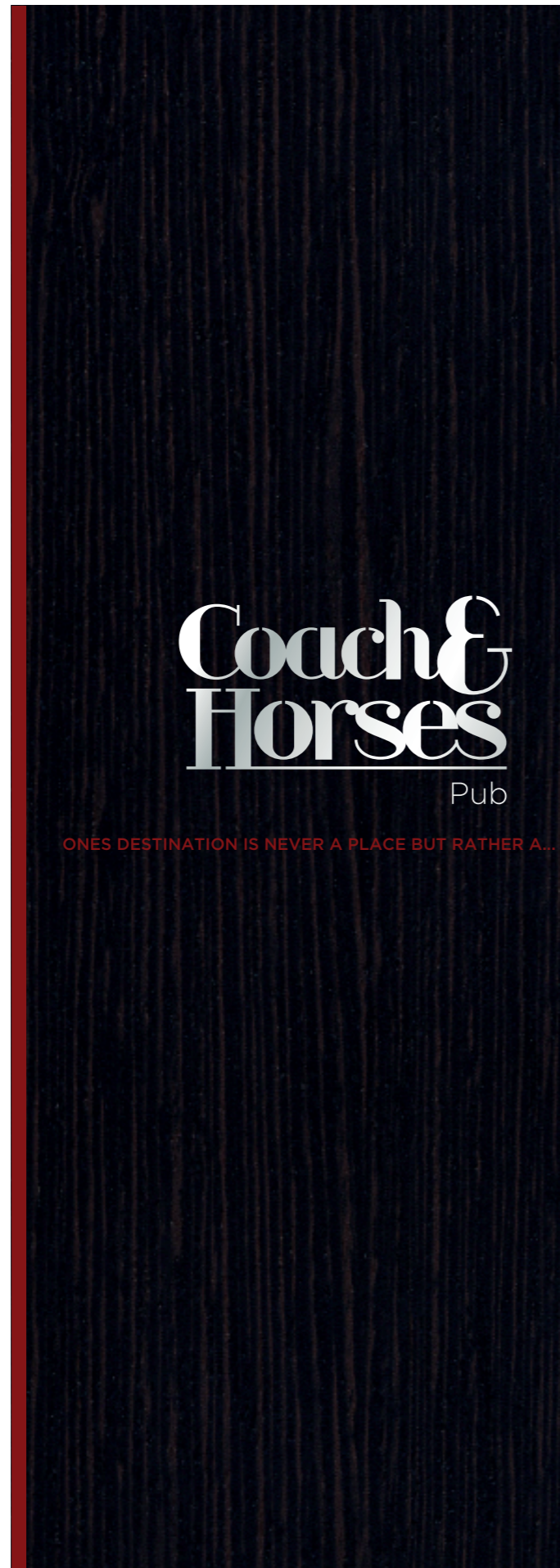
| | |
|--|---------------------|
| West Country Topside of Beef | £12.50 |
| Half Roast Chicken | £9.95 |
| Whole Leg of Lamb for 6 with all the trimmings | £20.00 [per person] |

PUDDING

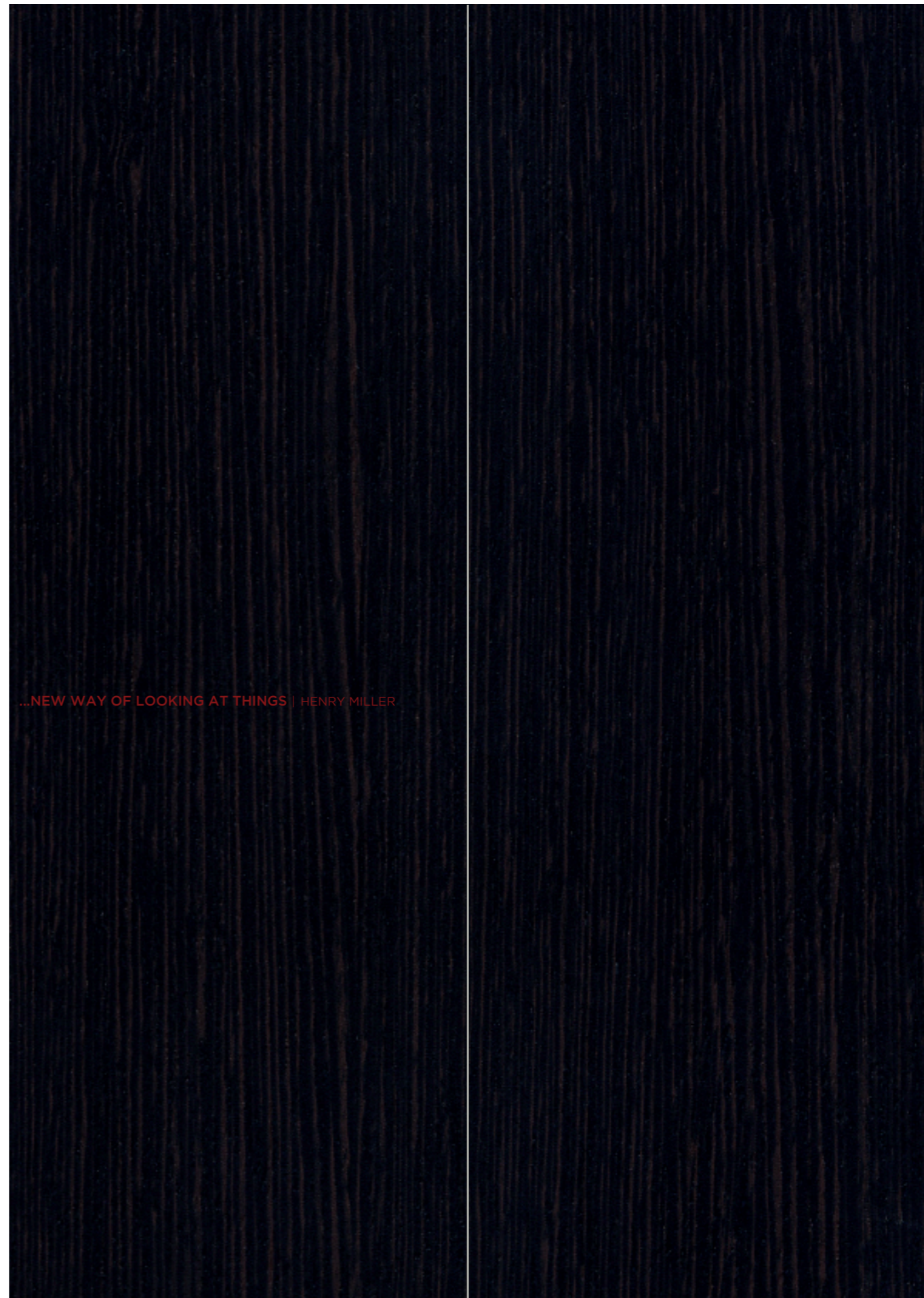
| | |
|-----------------------|-------|
| Sticky Toffee Pudding | £4.95 |
| Treacle Tart | £4.95 |
| Crème Brûlée | £4.95 |

The logo to be printed in a Pantone Silver (not foil). Background image is of a finely finished wood surface.

Quotes about travel would run through various marketing items (in red, bottom left). These quotes are to be discovered and/or read in a novel way.



Tall drinks outer cover (logo to be printed in metallic silver pantone, not foil)



Tall drinks outer inner pages where quote is continued



Coach & Horses
Pub & Dining Room

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Surname:

DOB (DD/MM): / Postcode:

Email Address:

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THIS VOUCHER ENTITLES YOU TO 2 MAIN MEALS FOR £12

Coach and Horses Address and contact details, Tel: 020 888 8888 | www.coachandhorses.com

Terms & Conditions Apply:
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Data Capture card, (logo to be printed in metallic silver pantone, not foil)



**Coach &
Horses**
Pub & Dining Room

Roast Pheasant Casserole with Pearl Barley & Thyme Dumplings

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PROPOSAL TWO



Visual reference focuses on vintage imagery and representation of 17th century, to produce an identity that reference a particular period in history.

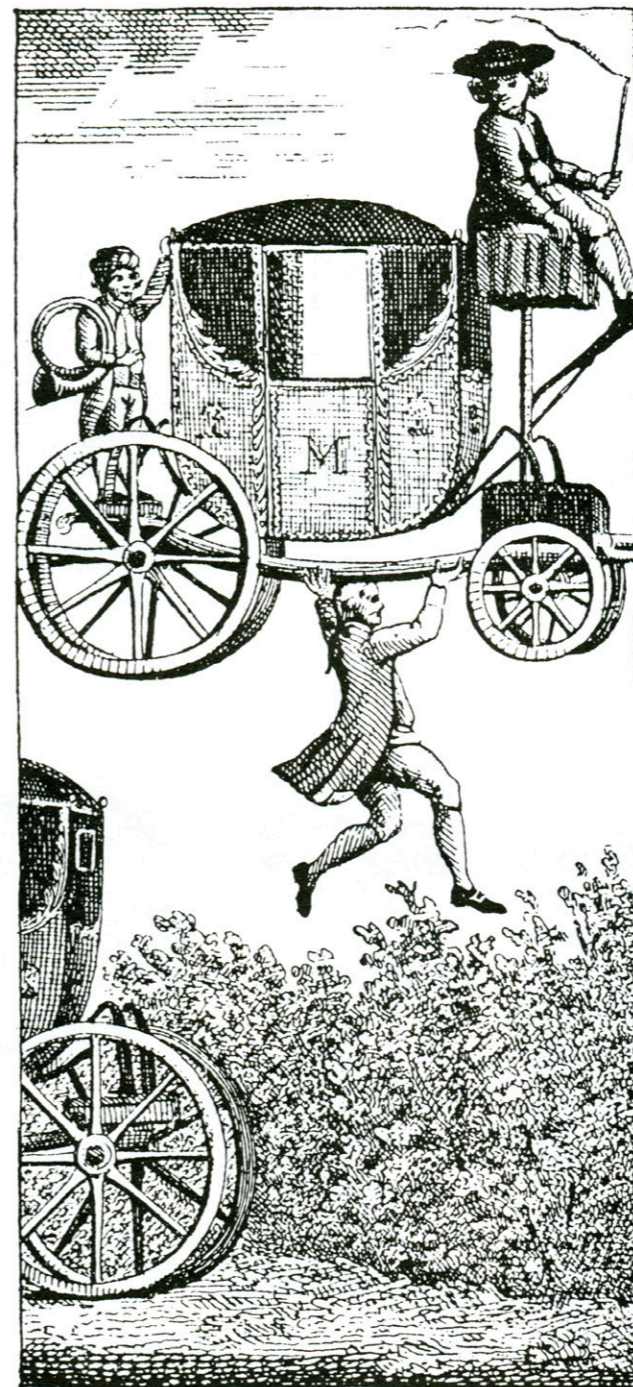
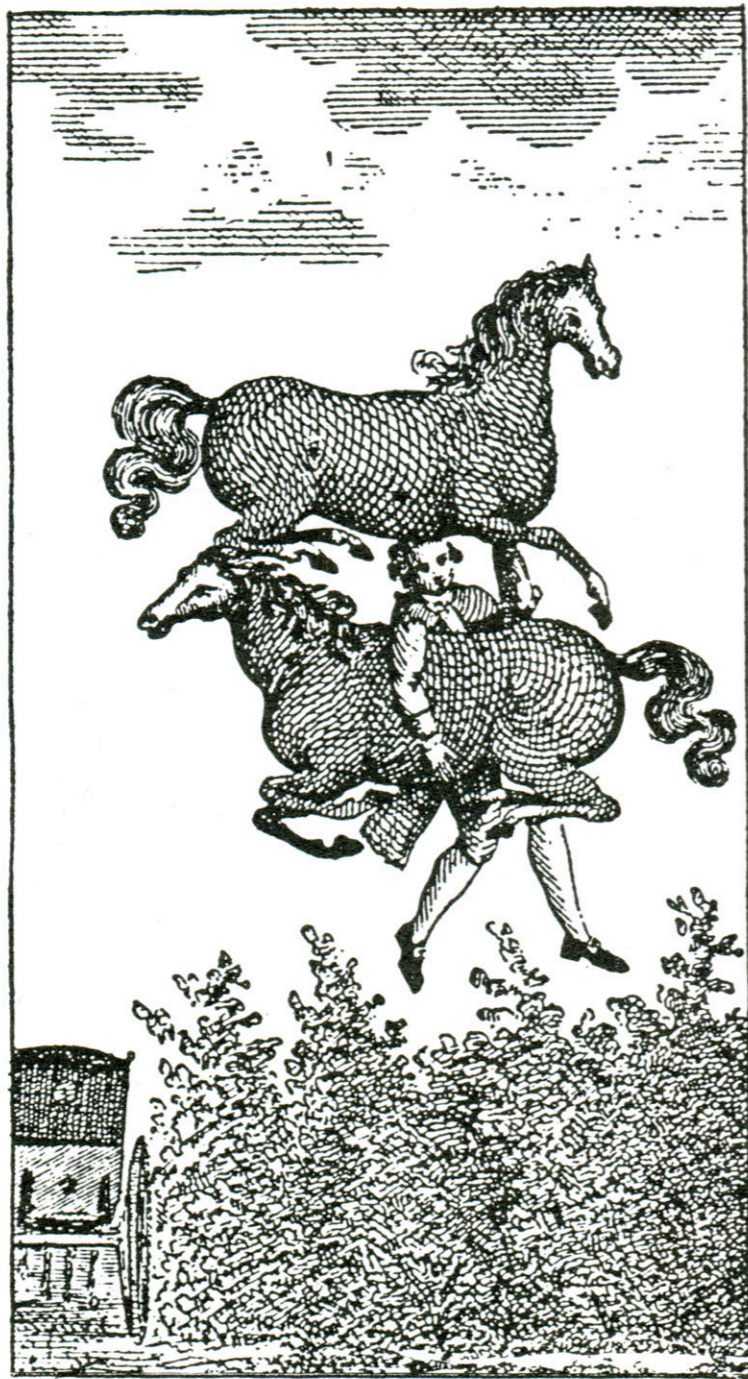
Script logo font is called Jane Austen, and modelled on the authors personal handwriting.

Coach &
Horses

PUB & DINING

Bookman old Style as body font

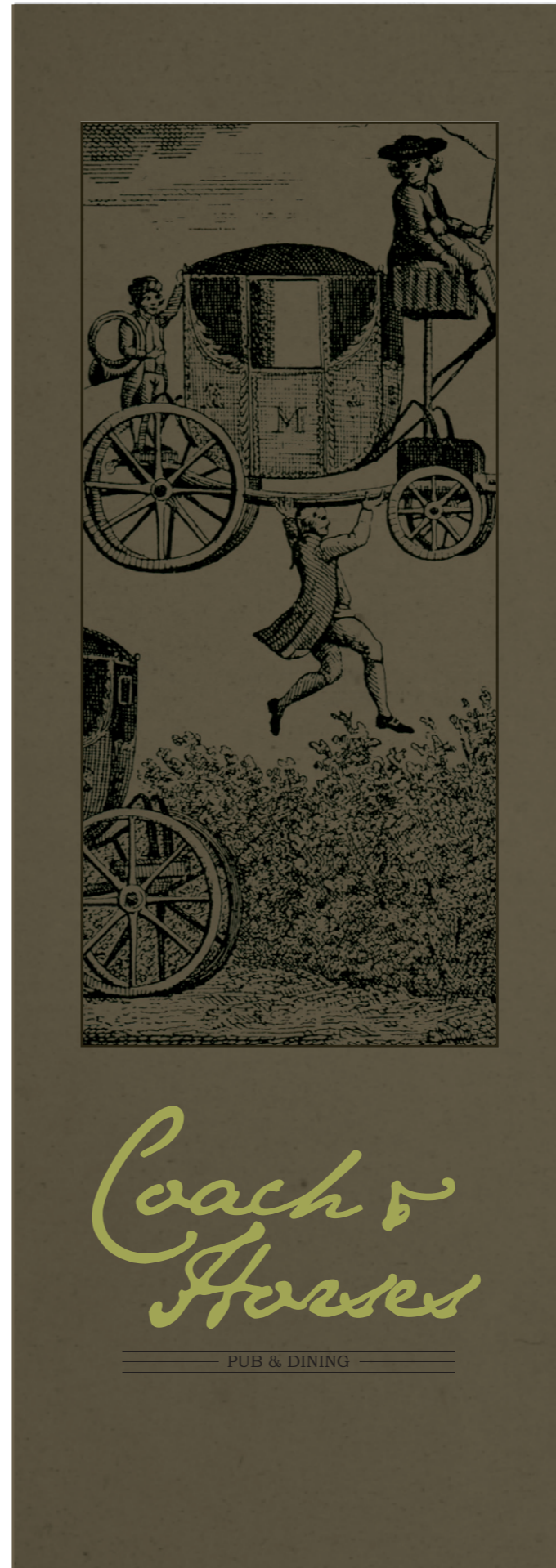
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Quirky etchings that are Royalty Free Images



Tall drinks outer back



Tall drinks outer cover

Coach & Horses

DINING

STARTERS

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| Home Marinated Olives | £3.50 |
| Soup of the Day | £4.50 |
| Classic Prawn and Crayfish Cocktail with brown bread & butter | £5.75 |
| Goats Cheese and Caramelised Red Onion Tart with rocket and balsamic dressing | £5.25 |
| Crispy Fried Whitebait with lemon mayonnaise | £3.50 |
| Fresh Smoked Haddock | £8.95 |
| & Salmon Fishcakes with lemon mayonnaise | |
| Crispy Salt & Pepper Squid with garlic and lemon mayonnaise | £7.95 |
| Chicken Liver Parfait with crusty bread real ale chutney and pickles | £4.95 |

STEAKS

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| Steak Sandwich on Ciabatta with caramelised red onions | £6.75 |
| Steak Frites Minute steak served with shoestring fries and herb butter | £9.95 |
| Hanger Steak A delicious cut of beef prized for its flavour and juiciness | £12.95 |
| 8oz Ribeye Steak Contains more marbling that produces a flavoursome steak | £16.75 |
| 8oz Fillet The most tender of cuts and trimmed of any fat | £23.00 |
| Chateaubriand for 2 Cut from the top end of the tenderloin, this is the king of all cuts. Served with fresh Béarnaise sauce, with your choice of potato to share. Our beef is carefully selected from traditional farms in the West Country and is dry aged for its flavour. | £45.00 |

ON THE SIDE

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| Shoestring Fries | £2.95 |
| Chips £2.95 | |
| Rosemary and Garlic Roasted New Potatoes | £2.95 |
| Jacket Potato with sour cream and mayonnaise | £2.95 |
| Mashed Potatoes | £2.95 |

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Coach & Horses

www.coachandhorses.com



Coach & Horses

First Name:

Surname:

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Coach & Horses

PUB & DINING

Roast Pheasant Casserole with Pearl Barley & Thyme Dumplings

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PROPOSAL THREE

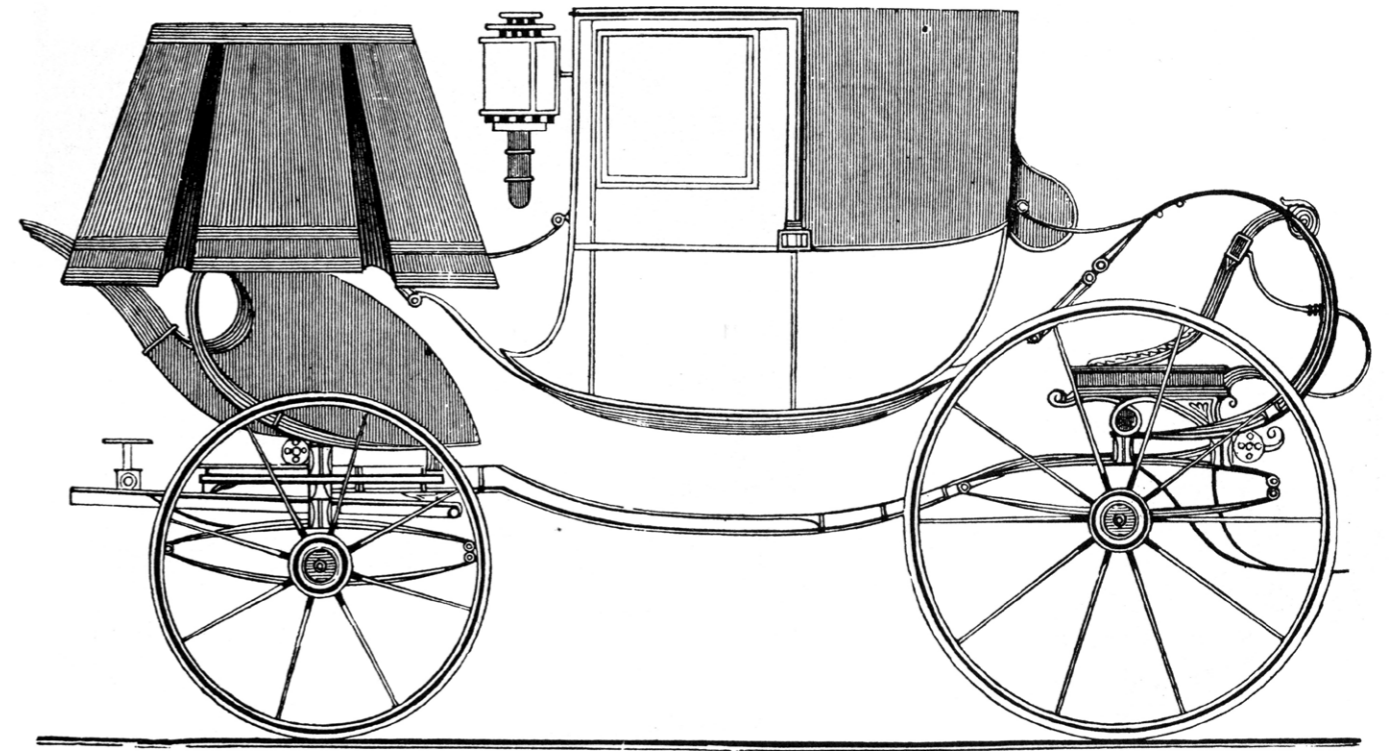
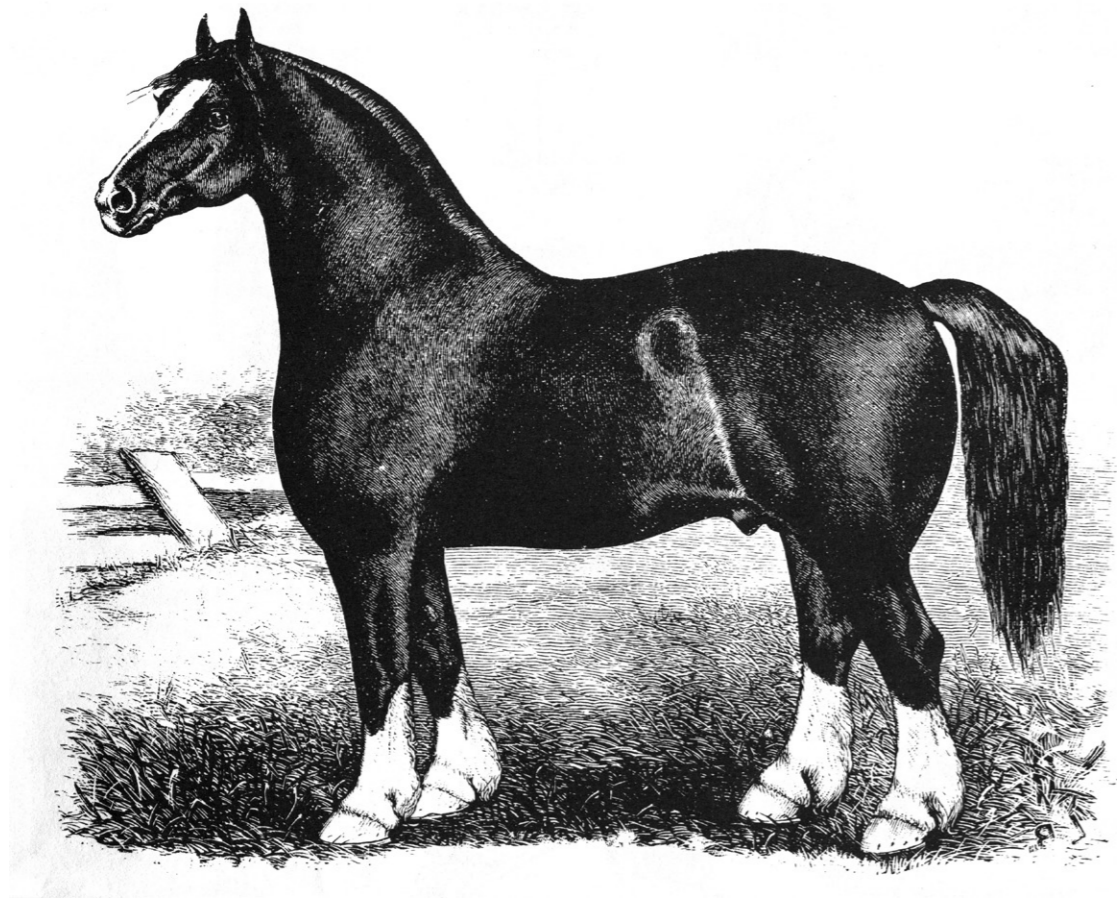
The font used is called Falstaff. Designed in 1931 for the publishing industry to be used as a heading font, for its clarity and boldness. This typeface is full of heritage, and associations with lifestyle that are still strong today.

COACH & HORSES

pub and kitchen

Futura as body font

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Vintage etchings that present the subject as the ideal.

COACH & HORSES food

STARTERS

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| Home Marinated Olives | £3.50 |
| Soup of the Day | £4.50 |
| Classic Prawn and Crayfish Cocktail with brown bread & butter | £5.75 |
| Goats Cheese and Caramelised Red Onion Tart with rocket and balsamic dressing | £5.25 |
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| Steak Frites Minute steak served with shoestring fries and herb butter | £9.95 |
| Hanger Steak A delicious cut of beef prized for its flavour and juiciness | £12.95 |
| 8oz Ribeye Steak Contains more marbling that produces a flavoursome steak | £16.75 |
| 8oz Fillet The most tender of cuts and trimmed of any fat | £23.00 |
| Chateaubriand for 2 Cut from the top end of the tenderloin, this is the king of all cuts. Served with fresh Béarnaise sauce, with your choice of potato to share. Our beef is carefully selected from traditional farms in the West Country and is dry aged for its flavour. | £45.00 |

ON THE SIDE

| | |
|--|-------|
| Shoestring Fries | £2.95 |
| Chips £2.95 | |
| Rosemary and Garlic Roasted New Potatoes | £2.95 |
| Jacket Potato with sour cream and mayonnaise | £2.95 |
| Mashed Potatoes | £2.95 |

POTATOES

| | |
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| Shoestring Fries | £2.95 |
| Chips | £2.95 |
| Rosemary and Garlic Roasted New Potatoes | £2.95 |
| Jacket Potato with sour cream and mayonnaise | £2.95 |
| Mashed Potatoes | £2.95 |

MAINS

| | |
|--|--------|
| Freshly made Roast of the Day | £12.50 |
| Cumberland Sausages with creamy mash and onion gravy | £8.95 |
| Cottage Pie with seasonal vegetables | £8.95 |
| Slow Roasted Lamb Shank with creamy mash root vegetables in a rich red wine and rosemary gravy | £15.45 |
| Young's award winning Steak & Ale Pie or Chicken Ham & Leek Pie, creamy mash and season vegetables | £9.95 |
| Young's Beer Battered Fish & Chips with tartar sauce and mushy peas | £10.40 |
| Lancashire Hot Pot with braised red cabbage | £9.95 |
| Classic Beef Burger with crispy bacon and mature cheddar cheese, in a plain soft bun | £10.40 |
| Fresh Chicken Breast stuffed with sun dried tomatoes and tarragon with a pesto sauce | £11.75 |
| Classic Caesar Salad, crisp lettuce, parmesan shavings, and a creamy dressing. Add Chicken for £3 | £6.95 |
| Sweet Potato Curry with naan bread and rice | £8.95 |

ROASTS ON SUNDAY'S

| | |
|--|---------------------|
| West Country Topside of Beef | £12.50 |
| Half Roast Chicken | £9.95 |
| Whole Leg of Lamb for 6 with all the trimmings | £20.00 [per person] |

PUDDING

| | |
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| Sticky Toffee Pudding | £4.95 |
| Treacle Tart | £4.95 |
| Crème Brûlée | £4.95 |



COACH & HORSES

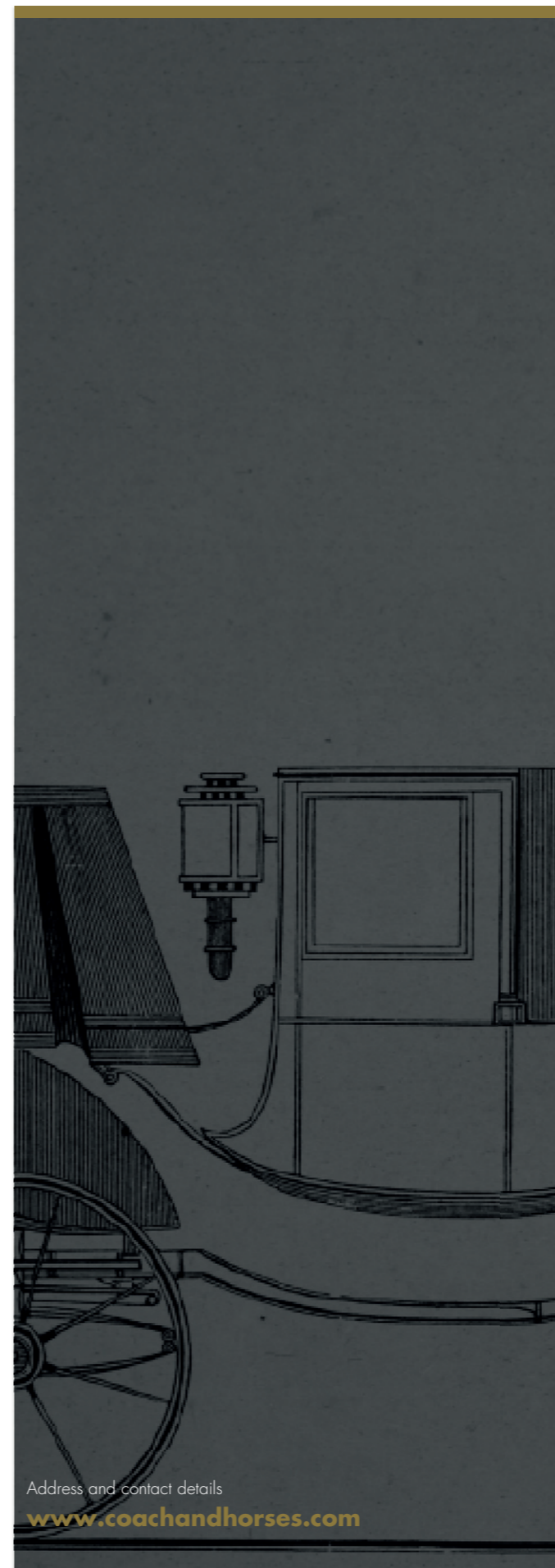


A3 Menu Sheets - front (& to be printed in metallic gold pantone, not foil).

A3 Menu Sheets - reverse



Tall drinks outer - front (& to be printed in metallic gold pantone, not foil).



Tall drinks outer - reverse

**COACH &
HORSES**
pub and kitchen



**COACH &
HORSES**
pub and kitchen

First Name:

Surname:

DOB (DD/MM): / Postcode:

Email Address:

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THIS VOUCHER
ENTITLES YOU TO
**2 MAIN MEALS
FOR £12**

Coach and Horses Address and contact details,
Tel: 020 888 8888 | www.coachandhorses.com

Terms & Conditions apply:
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**COACH &
HORSES**
pub and kitchen

Roast Pheasant Casserole with Pearl Barley & Thyme Dumplings

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