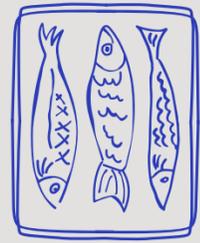


OCEAN CATCH HOUSE
RESTAURANT

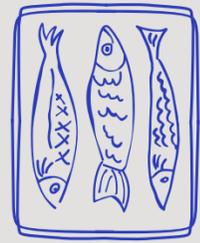


OCEAN CATCH HOUSE
RESTAURANT

BRAND GUIDELINES

OCEAN CATCH HOUSE

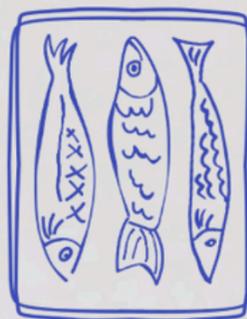
RESTAURANT



OCEAN CATCH HOUSE
RESTAURANT

ABOUT US

THE ALLURE LOUNGE IS A SOPHISTICATED COCKTAIL BAR WHERE GUESTS CAN ENJOY AN EXTENSIVE SELECTION OF CRAFT COCKTAILS. THE ATMOSPHERIC AMBIANCE AND STYLISH DECOR MAKE IT THE PERFECT PLACE FOR A NIGHT OUT. WHETHER YOU'RE IN THE MOOD FOR A CLASSIC MARTINI OR A CREATIVE MIXED DRINK, THE EXPERIENCED BARTENDERS ARE READY TO PROVIDE YOU WITH AN UNFORGETTABLE EXPERIENCE.



OCEAN CATCH HOUSE
RESTAURANT

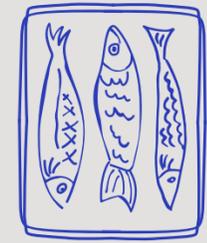
OCEAN CATCH HOUSE
RESTAURANT

ZEEDIJK 123
1012 AB AMSTERDAM

E-MAIL: INFO@OCEANCATCHHOUSE.NL
TELEFOONNUMMER: 020-1234567

OCEAN CATCH HOUSE

RESTAURANT



OCEAN CATCH HOUSE

RESTAURANT

ABOUT THE LOGO

THE CATCH HOUSE LOGO IS CREATED TO REFLECT THE CALM, WELCOMING WORLD OF A MODERN SEASIDE RESTAURANT. ITS FLOWING LINES ECHO THE MOVEMENT OF WATER AND THE GENTLE RHYTHM OF THE COAST, WHILE THE CLEAN SHAPES BRING A SENSE OF BALANCE AND QUIET CONFIDENCE. TOGETHER, THESE ELEMENTS GIVE THE LOGO A STYLE THAT FEELS FRESH, WARM, AND CONNECTED TO THE OCEAN. THE LOGO IS DESIGNED TO STAY CLEAR AND READABLE IN ANY SETTING, WHETHER IT APPEARS IN SOFT DAYLIGHT TONES OR DEEPER EVENING MOODS.

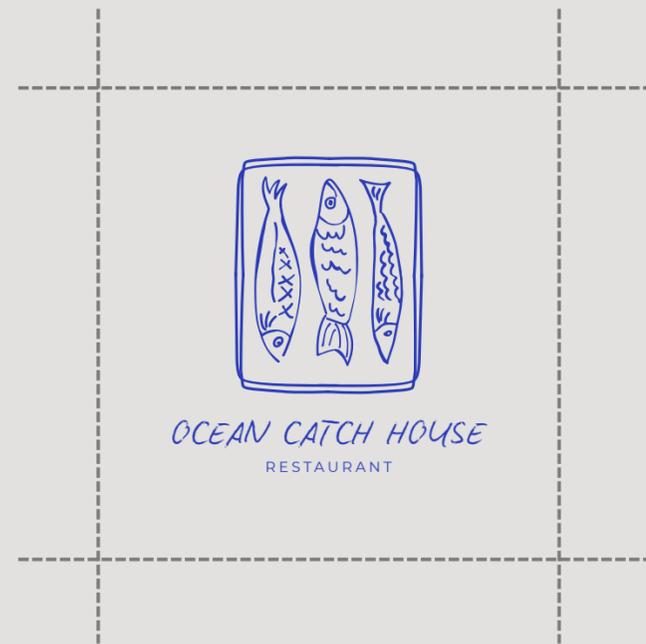
WHEN USING THE LOGO, IT IS IMPORTANT THAT IT ALWAYS STAYS FULLY VISIBLE AND NEVER STRETCHED OR ALTERED. THE COLORS USED IN THE LOGO SHOULD REMAIN THE SAME, AND NO SHADOWS OR EXTRA DECORATIONS SHOULD BE ADDED. THE LOGO WORKS BEST WHEN IT HAS ENOUGH OPEN SPACE AROUND IT SO IT CAN BREATHE AND REMAIN EASY TO RECOGNIZE. IT SHOULD NOT BE PLACED TOO CLOSE TO BUSY BACKGROUNDS OR PATTERNS THAT MAKE IT HARDER TO SEE

THE LOGO CAN APPEAR IN QUIET, RELAXED SPACES OR IN LIVELY AND BRIGHT SETTINGS, WHILE ALWAYS KEEPING ITS FRIENDLY AND STEADY STYLE. IT REFLECTS THE IDENTITY OF CATCH HOUSE AS A PLACE INSPIRED BY THE SEA, WHERE GUESTS CAN ENJOY HONEST FOOD AND A WARM, EASYGOING ATMOSPHERE.

LOGO USAGE

LOGO DESIGN GRID

MINIMUM SIZE
OF THE SQUARE-
FORMAT LOGO:
20PX X 20PX



SQUARE-FORMAT LOGO

MINIMUM SIZE
OF THE BANNER-
FORMAT LOGO:
50PX X 15PX

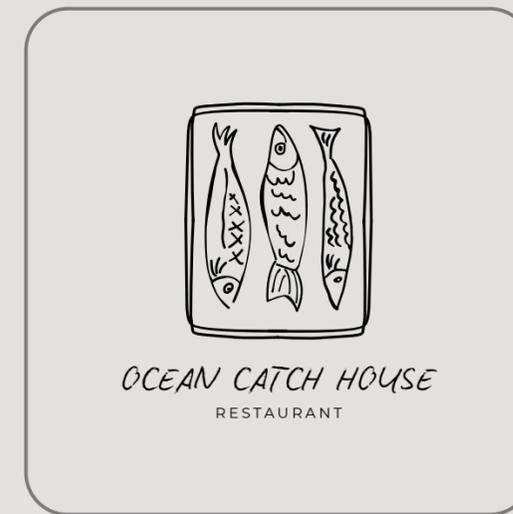
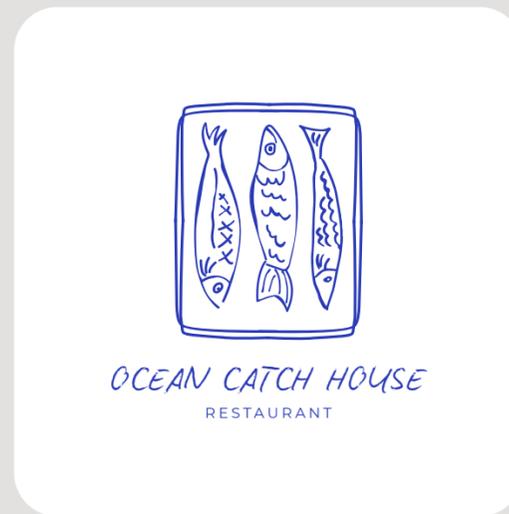


HORIZONTAL LOGO

CLEAR SPACE: DEFINE THE MINIMUM SPACE AROUND THE LOGO TO ENSURE IT ISN'T CROWDED BY OTHER ELEMENTS.

LOGO USAGE

COLOR VARIATIONS



WHITE LOGO

BLUE LOGO

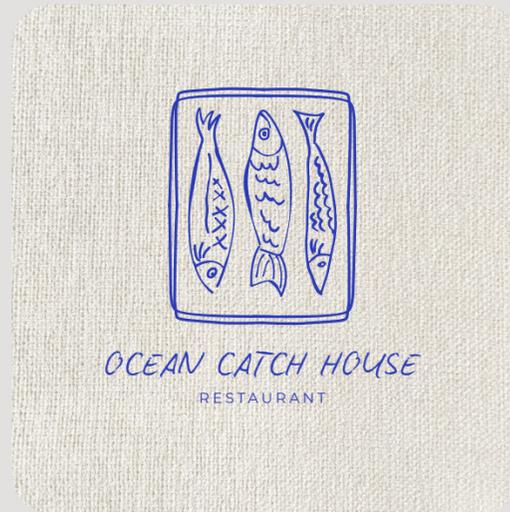
BLACK LOGO

LOGO USAGE

BACKGROUNDS



WHITE LOGO ON
DARK BACKGROUND



RED LOGO ON THE LIGHT
ABSTRACT BACKGROUND



BLACK LOGO ON THE GRADIENT
BACKGROUND

LOGO USAGE

WRONG USAGE



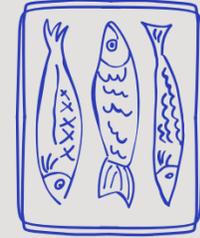
DO NOT ROTATE
THE LOGO ICON



DO NOT ALTER THE
ALIGNMENT OF THE
LOGO WORDING



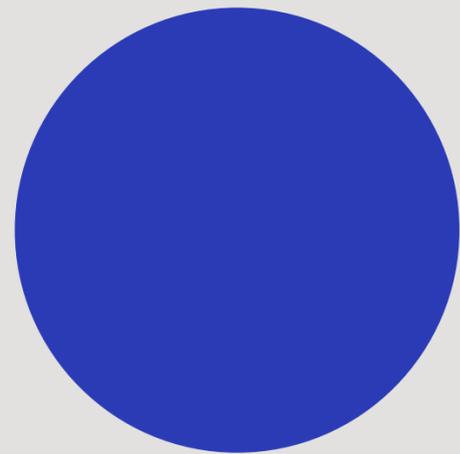
DO NOT USE
DIFFERENT COLORS
FOR THE LOGO ICON
AND WORDING



OCEAN CATCH HOUSE
RESTAURANT

COLOR PALETTE

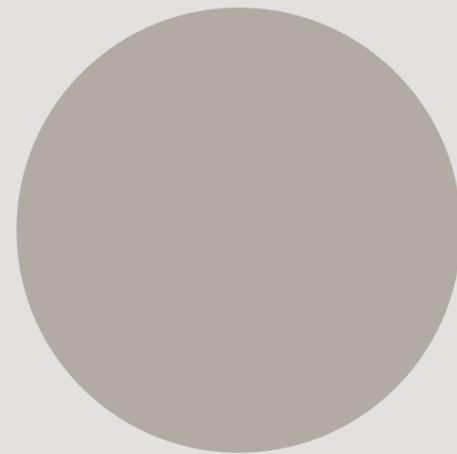
PRIMARY & SECONDARY PALETTE



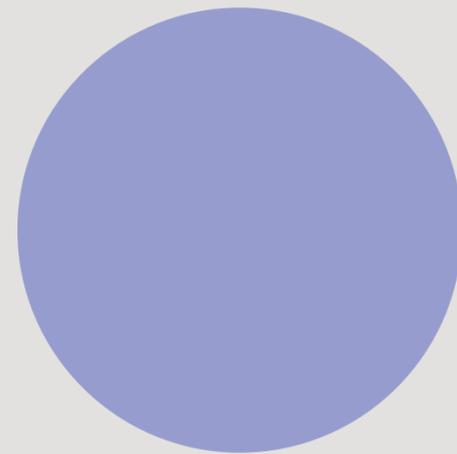
DEEP BLUE
#7A1E1E
122, 30, 30
0, 75, 75, 52



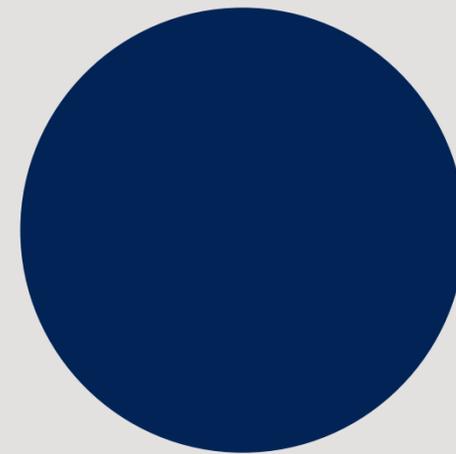
OFF WHITE
#F7F4EF
247, 244, 239
0, 1, 3, 3



MOUSE GREY
#3B2E2A
59, 46, 42
0, 22, 29, 77



PURPLE BLUSH
#D8B4AE
216, 180, 174
0, 17, 19, 15



DARK BLUE
#C2B099
194, 176, 153
0, 9, 21, 24



DARK GRAY
#C2B899
174, 146, 133
1, 7, 23, 79

PRIMARY COLORS

SECONDARY COLORS



CHINESE WHITE

PANTONE 663 C
#E3E2DE

LIGHT GRAY

PANTONE 427 C
#D5D4D4

SAND

PANTONE COOL GRAY 1 C
#DDDAD1

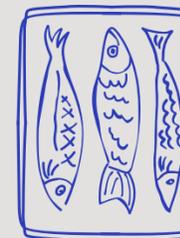
SILVER OYSTER

PANTONE WARM GRAY 4 C
#B1AFA9

SEA BLUE

PANTONE 533 C
#1A2644

TYPOGRAFIE



OCEAN CATCH HOUSE
RESTAURANT

HEADING

A title or label introducing a content section. Specify whether to use bold, italics, or other formatting for headings.

SUBHEADING

A secondary title providing specific context within a section. Specify whether to use bold, italics, or other formatting for this secondary title.

Body text

The main content of a document or webpage. Indicate whether bold, italics, or other formatting should be used.

PRIMARY TYPEFACE

MONTERRAT

NEW ICON IS THE BRAND'S
PRIMARY TYPEFACE, CHOSEN
FOR ITS CLEAN STYLE AND
STEADY CHARACTER. IT
BRINGS A CALM, MODERN
LOOK THAT SUPPORTS CLEAR
AND CONFIDENT
COMMUNICATION.

A A

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

1234567890(,.;'!\$%&*)

SECONDARY TYPEFACE

Aileron

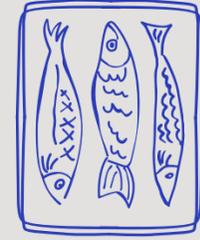
Aa

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890(,.;'!\$%&*)

BIRO SCRIPT PLANS

AA

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890(,.;'!\$%&*)



OCEAN CATCH HOUSE
RESTAURANT

TONE OF VOICE

CORE AND ACCENT PALETTE

CORE FEELING

FRESH. REFINED. EFFORTLESS.

OCEAN CATCH HOUSE SPEAKS WITH THE CALM CONFIDENCE OF A PLACE THAT DOESN'T NEED TO IMPRESS—IT ALREADY DOES.

CORE TRAITS

LIGHT, BUT STILL ELEVATED
RELAXED, NEVER SLOPPY
ELEGANT, WITHOUT FORMALITY
SENSORY AND ATMOSPHERIC
HONEST AND INGREDIENT-DRIVEN

WRITING STYLE

FLOWING SENTENCES (SLIGHTLY SOFTER THAN ALLURE)
MORE DESCRIPTIVE, BUT STILL CONTROLLED
FOCUS ON TASTE, FRESHNESS, AND SETTING
NO OVERCOMPLICATED LANGUAGE

LANGUAGE DIRECTION

INSTEAD OF SELLING → INVITING
INSTEAD OF LUXURY → EXPERIENCE
INSTEAD OF EXCLUSIVITY → EASE

EXAMPLES

INSTEAD OF:

“ENJOY OUR PREMIUM SEAFOOD DISHES”

OCEAN CATCH TONE:

“FRESH FROM THE SEA. SERVED WITHOUT
COMPROMISE.”

—

INSTEAD OF:

“JOIN US FOR DINNER”

OCEAN CATCH TONE:

“COME AS YOU ARE. STAY FOR THE EVENING.”

—

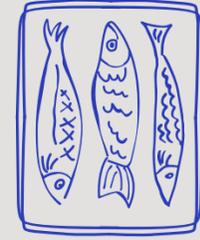
INSTEAD OF:

“WE USE HIGH-QUALITY INGREDIENTS”

OCEAN CATCH TONE:

“ONLY WHAT THE OCEAN GIVES US. NOTHING MORE.”

TONE OF VOICE



OCEAN CATCH HOUSE
RESTAURANT

DEMENTIONS

FORMAL ↔ CASUAL: 50/50

PLAYFUL ↔ SERIOUS: 30% PLAYFUL

LUXURY ↔ ACCESSIBLE: SOFT LUXURY

STRUCTURED ↔ FLOWING: FLOWING

SIGNATURE PHRASES

- "ROOTED IN THE SEA."
- "SIMPLE, DONE RIGHT."
- "FRESHNESS, WITHOUT EFFORT."
- "WHERE TIME SLOWS DOWN."

DO'S & DON'TS

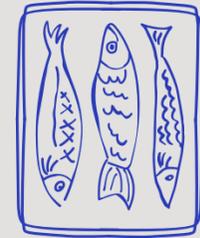
DO:

- USE SENSORY LANGUAGE (TASTE, TEXTURE, AIR, LIGHT)
- KEEP IT CALM AND INVITING
- FOCUS ON FRESHNESS AND SIMPLICITY
- LET THINGS BREATHE (WHITE SPACE IN TEXT)

DON'T:

- BE LOUD OR PUSHY
- USE HEAVY LUXURY LANGUAGE
- OVER-DESCRIBE DISHES
- SOUND LIKE A GENERIC SEAFOOD RESTAURANT

MOOD BOARD



OCEAN CATCH HOUSE
RESTAURANT

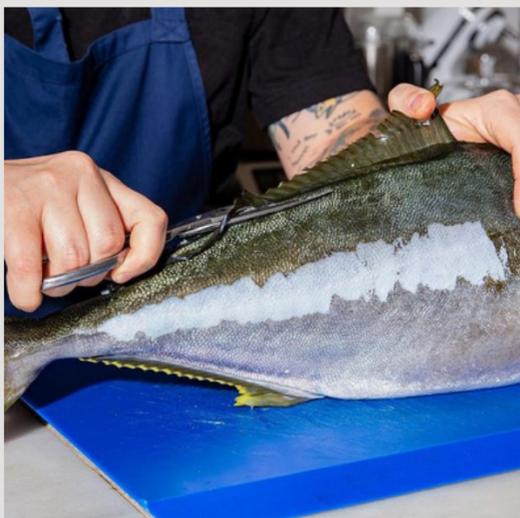
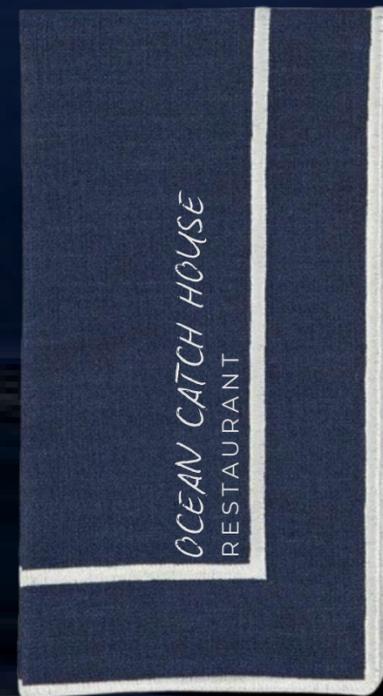


TABLE WARE



BOARD



NAPKINS



COASTERS

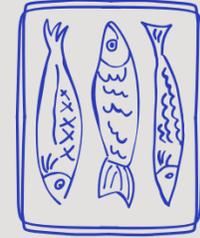


TAKE AWAY BAG

STAFF STYLING



CORE VALUES



OCEAN CATCH HOUSE
RESTAURANT

DEMENTIONS

ROOTED IN FRESHNESS
EVERYTHING BEGINS WITH THE OCEAN.
OUR INGREDIENTS ARE SEASONAL,
HONEST, AND HANDLED WITH CARE.

2. EFFORTLESS REFINEMENT
WE BELIEVE IN UNDERSTATED
ELEGANCE—WHERE QUALITY SPEAKS
FOR ITSELF, WITHOUT EXCESS.

3. A SENSE OF PLACE
INSPIRED BY THE COAST, DESIGNED TO
SLOW YOU DOWN. EVERY DETAIL
REFLECTS A CALM, ATMOSPHERIC
DINING EXPERIENCE.

4. CRAFTED SIMPLICITY
WE STRIP AWAY THE UNNECESSARY TO
FOCUS ON WHAT TRULY MATTERS: PURE
FLAVORS, THOUGHTFUL PRESENTATION,
AND BALANCE.

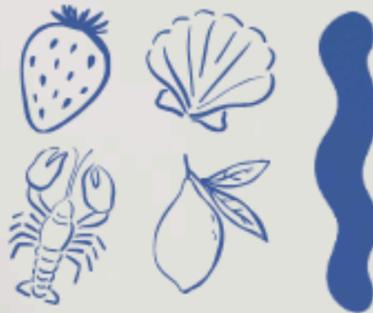


MENU



LUNCH MENUKAART

SMAKEN VAN HET SEIZOEN.



SALADES

Salade Niçoise €13,50

Tonijn, krieltjes, boontjes, ei, olijven, tomaat & mosterdvinaigrette

Watermeloen & Feta €11,00

Met munt, rucola, komkommer & geroosterde pistache

Gegrilde Groenten & Burrata €12,50

Courgette, aubergine, paprika, balsamico-glaze & basilicum

SIDES

Zoete aardappelfriet met limoenmayonaise €4,50

Geroosterde seizoensgroenten met zeezout & oregano €5,00

Klein broodmandje met olijfolie & zeezout €3,50

BROODJES

(op zuurdesem of focaccia)

Mediterrane Kip €10,50

Gemarineerde kip, zongedroogde tomaat, rucola & aioli

Zalm & Avocado €11,00

Gerookte zalm, citroencrème, avocado & dille

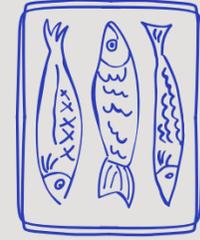
Gegrilde Halloumi €9,50

Met hummus, gegrilde paprika & tahindressing

risotto al
limone

Frisse citroenrisotto
met groene asperges
en Parmezaan

€13,00



OCEAN CATCH HOUSE
RESTAURANT

IMAGENARY GUIDLINES

The guidelines for Ocean Catch House focus on a calm, fresh, and coastal look. Images should highlight the close connection to the sea, showing clean lines, natural textures, and ingredients handled with care. The overall mood is relaxed and welcoming, with a touch of quiet elegance.

When choosing or creating images, keep the colors gentle and consistent, especially the soft blues and sandy tones that reflect the restaurant's identity. Every image should feel honest and craft-driven, showing real moments, real hands, and real produce. This keeps the look steady and recognizable in every setting.

