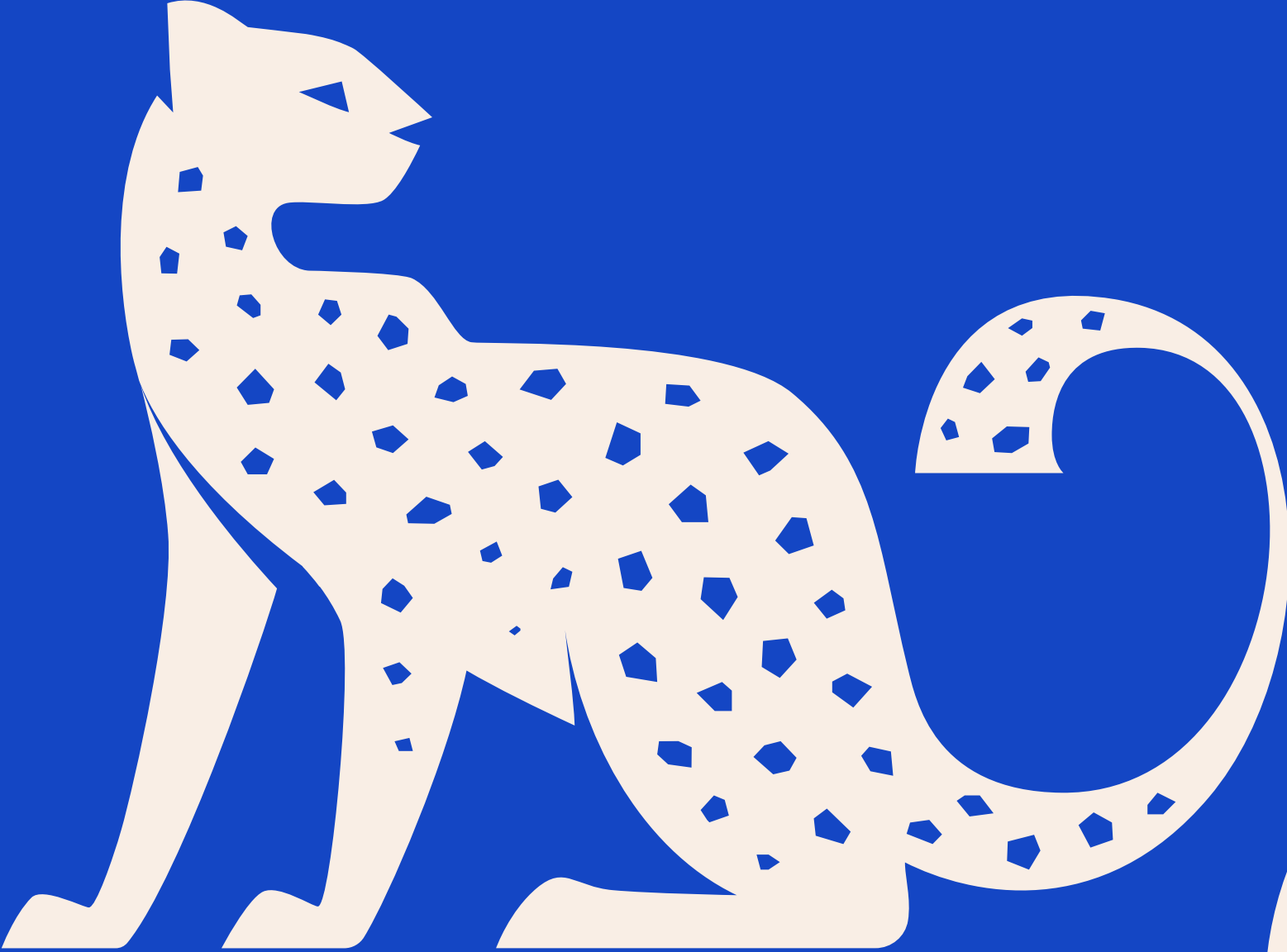


Il Gattopardo

A stylized, cream-colored leopard is positioned behind the word "Gattopardo". The leopard is depicted in a standing, alert pose, facing right. Its body is covered in a pattern of small, dark blue hexagonal spots. The tail is long and curved, also featuring the same spot pattern. The leopard's head is turned slightly towards the viewer, showing its ears and eyes. The entire graphic is set against a solid blue background.

Welcome to the leopard's domain.

Presenting the *Il Gattopardo* style guide in all its glory.

The freedom to create is a desire we understand all too well. But consistency helps to produce striking, memorable patterns as beautiful as a leopard's skin. That's why our brand is governed by a set of rules that every designer, writer and brand representative must follow.

Use this handbook to help you embody the spirit of *la dolce vita* when communicating the timeless experiences created behind our closed doors.

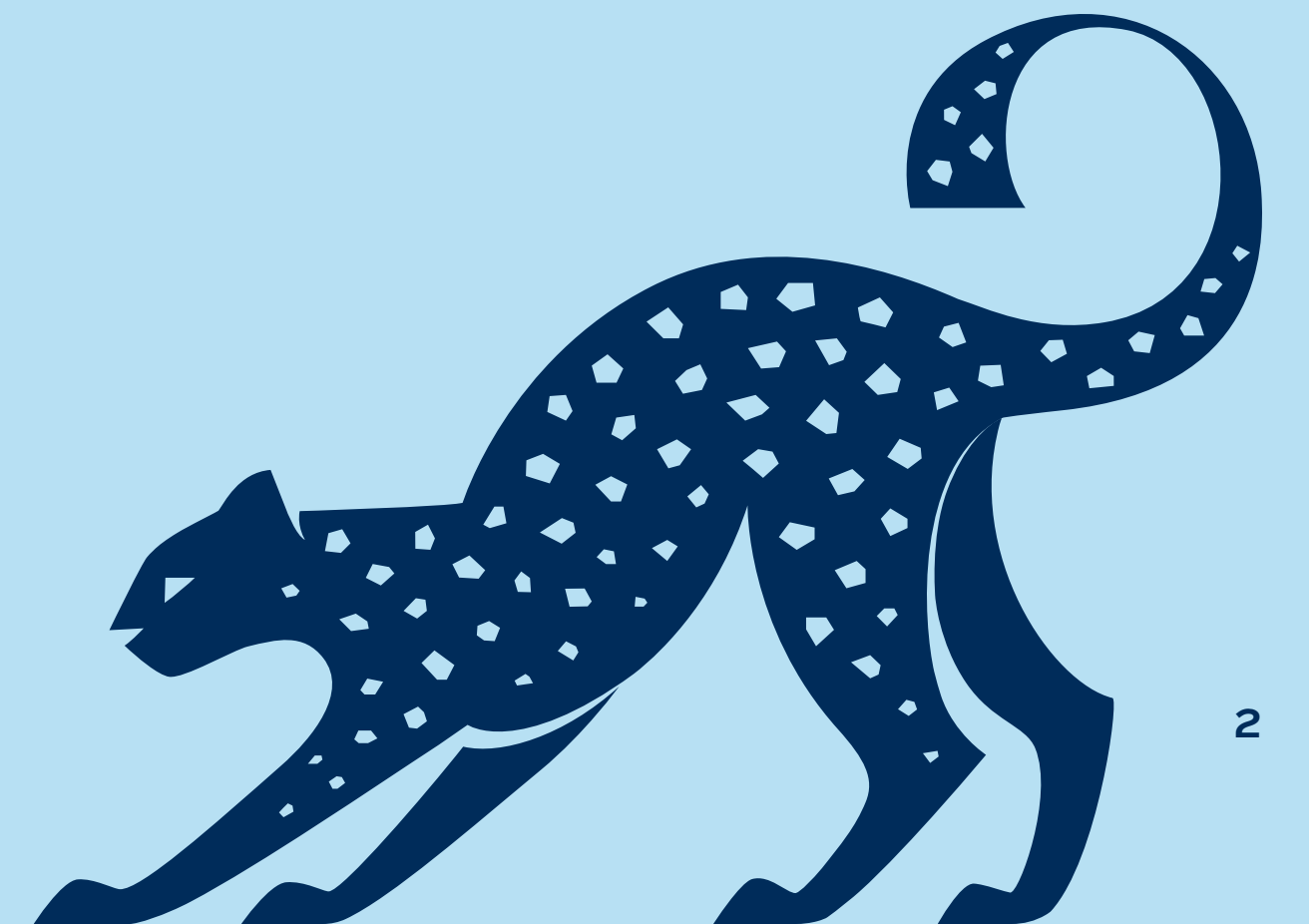


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tone of voice

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Introduction



A summary of what we strive for:
our vision is the core of our brand.

Our vision

Life is for the tasting.
Make it *la dolce vita*.

The spirit of 60s Italia lives on inside *Il Gattopardo*. It's a place that captures a time of freedom, aspiration and unification, against a backdrop of utter decadence.

We seek pleasure alongside progress, as we build a community of those who believe in the liberation of the constraints of traditional fine dining.

Brand strategy

Purpose

We exist to redefine the experience of great Italian dining. The classics have stood the test of time for a reason, which is why we blend the timeless with the contemporary to elevate dishes to new heights.

This innovation will be our legacy – combining excellent food with a rich dining experience to transcend tradition at every table.

Proposition

Situated in Mayfair, we offer discerning clientele an experience they can rely on. Our culture is one of familiarity and belonging, with a sense of intimacy as soon as you step inside.

An individually tailored service is essential, our dedication to surprise and delight setting us apart at every touchpoint.

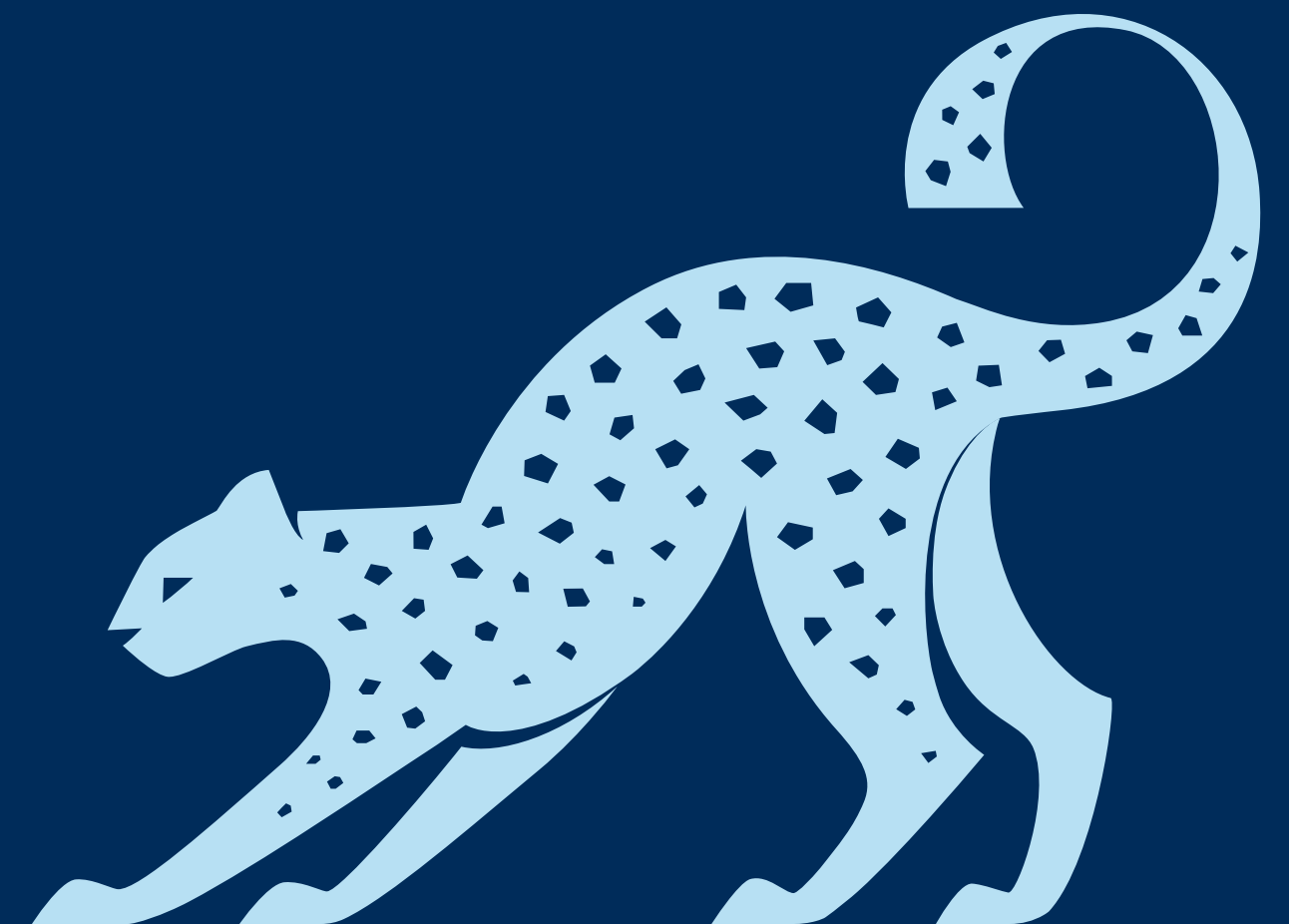
Combining this philosophy with an energised environment and cuisine at the highest level makes our proposition clear – to disrupt the Italian food scene with an indulgent, unexpected experience.

Personality

In short, *Il Gattopardo* fuses Italy’s rich heritage with the London way of life. Elegant yet energetic, sophisticated yet sexy – we don’t fit in one box, instead daring to reimagine what fine dining can be.

Never stuffy or sterile, every aspect of our communication should amplify the excitement and passion we hold at the heart of our brand.

Tone of voice



Archetypes

The Jester

A love of leisure

We provide our guests with an inviting place to relax and leave their worries at the door. Our exceptional service and offerings help guests to live *la dolce vita*.

Lost in the moment

The Lover

A rich heritage

We’re helping the world fall deeper in love with Italian cuisine by championing the very best that Italian culture can offer. In hospitality; in decadence; in taste, touch, sight and sound.

Drawn to the finer things

The Explorer

A lasting impression

We give our guests the freedom to discover new experiences, to hear new stories and to make new memories. We bring a new energy to the scene with a level of elegance and sophistication.

Open to experiences

Principles

Lost in the moment

Drawn to the finer things

Open to experiences

Principles
 In detail

Lost in the moment

What it means
 Our expert tastes and careful attention to every experience keeps all five senses engaged. Guests feel right at home from the moment they step foot in the door. We’re absorbed in delicate detail, we’re present in the now, and we create close and trustful connections that keep people coming back.

How we sound	How we don’t
Immersive	Uncertain
Passionate	Over emotional
Personal	

Drawn to the finer things

What it means
 Our refined palates are attuned to the modern, but we can always find inspiration in the past. We’re well travelled and well connected, but we prefer being understated when we share our knowledge. We forgo ego with confidence in simplicity, and we find timeless luxury through a mode of constant discovery; never as a fading fad.

How we sound	How we don’t
Cosmopolitan	Flashy
Luxurious	Old fashioned
Timeless	

Open to experiences

What it means
 We bring unique experiences to life by telling stories in vivid colour. The energy we bring is electric and palpable, without ever losing our cool. We go against the grain of what’s expected to create long-lasting memories that are tied to the *Il Gattopardo* name.

How we sound	How we don’t
Relaxed	Wordy
Memorable	Intense
Relevant	

In practice

Lost in the moment

“Bask in balmy summer evenings, or shelter from the cold with dishes inspired by the changing of the seasons.”

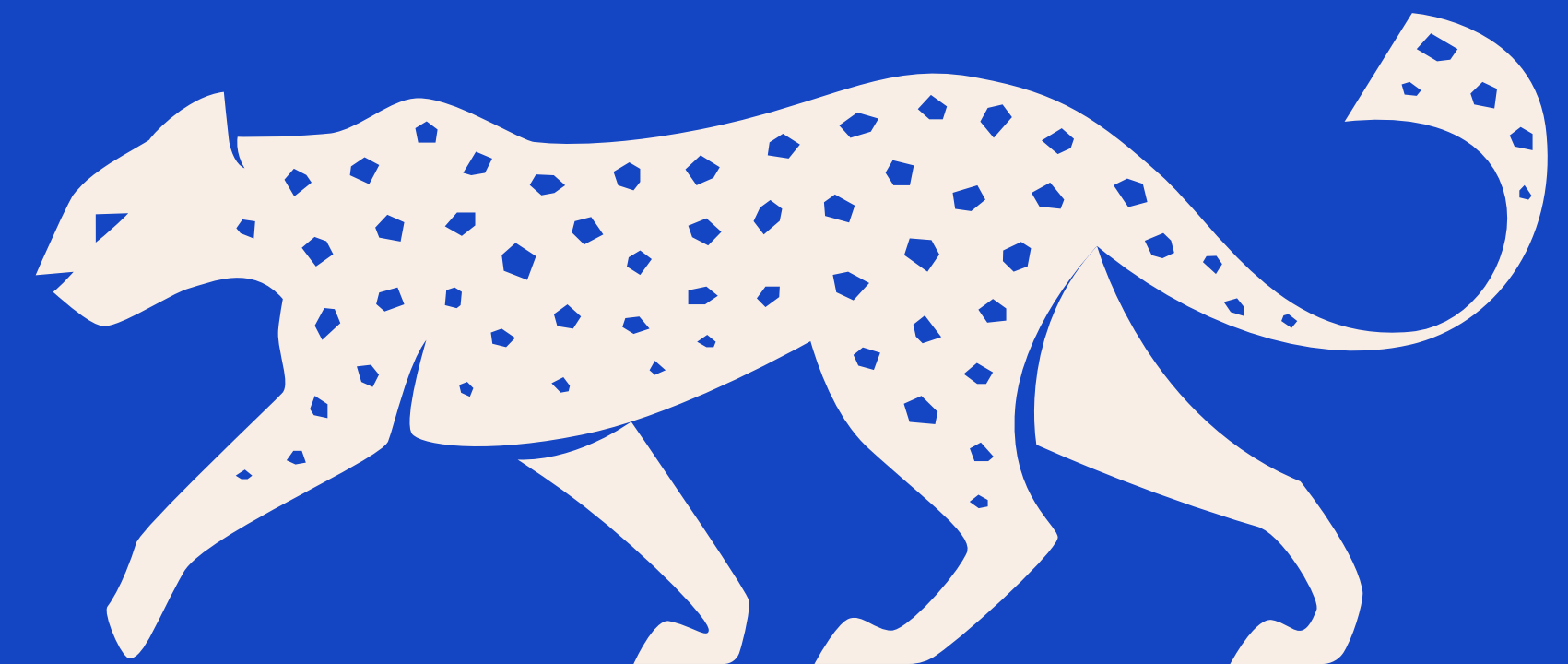
Drawn to the finer things

“Nestle in between fireplaces, abstract artworks and richly textured furnishings in hues of honey, amber and azure.”

Open to experiences

“Come to taste the flavours of Italian cuisine; stay for the timeless and intimate dining experience beyond your expectations.”

Visual identity



As elegant as the
leopard, as playful
as the cub.

Our logo has been designed to reflect our elegance and energy.



IMPORTANT

The logo should never be altered from the source files, including but not limited to: changing proportions, recolouring outside brand colours, outlining, distorting, rotating or applying effects.

Il Gattopardo

Logo Usage

Due to the level of detail and complexity in the letterform, it is essential the logo is not used below the minimum size requirement.

A minimum clear space around the logo should be ensured at all times to maximise impact and visibility.

Il Gattopardo



Minimum width: 80px / 30mm



Minimum clear space: 50% of the height of the logo

Logo

Lockups

The logo can also include one of our leopard illustrations as shown opposite. These lockups have been provided as artwork files.



NOTE: When these lockups are used at sizes below 85mm / 250px the Small version of the leopard should be used (without facial details and spots).

Example



Logo

Layered version

Alternatively, the sitting leopard can also be layered on top of the logotype as shown.

This is not a flexible system – it is only the sitting leopard that can be used in this way (as supplied in the asset pack).



Symbol

Our symbol is an abstract interpretation of the head of our signature leopard illustration.

It's elegantly drawn, yet mysteriously turned. It gives a little away but leaves you wanting to know more.



The symbol should always be used when there is insufficient space for the full logo – for example, in social profile pictures or favicons.



IMPORTANT

The symbol should never be paired with the logo as they each represent the brand on their own.

Symbol

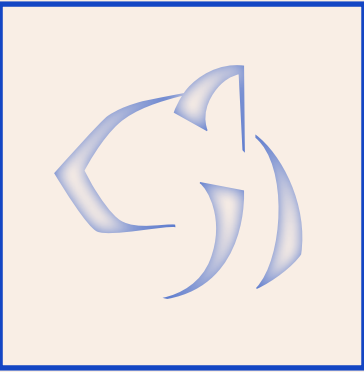
Usage



Social profile image



Website favicon



Engraving or embossing at small sizes

Our brand palette features six principal colours.

Brand applications in small scale contexts (such as social media posts or single page documents) should feature two or three colours only.

Larger contexts (such as social feeds, websites or long form documents) should utilise the full palette to ensure no colour becomes overwhelming.

Colour

NAVY

HEX#002C5A

RGB0 / 44 / 90

CMYK100 / 85 / 39 / 30

Pantone294 U

BLUE

HEX#1446C4

RGB20 / 70 / 196

CMYK92 / 72 / 0 / 0

Pantone2174 U

PASTEL BLUE

HEX#B7E0F3

RGB183 / 224 / 243

CMYK33 / 2 / 0 / 0

Pantone290 U

BROWN

HEX#561403

RGB86 / 20 / 3

CMYK39 / 94 / 92 / 63

Pantone7421 U

ORANGE

HEX#C14A2E

RGB193 / 74 / 46

CMYK18 / 80 / 86 / 7

Pantone179 U

CREAM

HEX#F9EEE5

RGB249 / 238 / 229

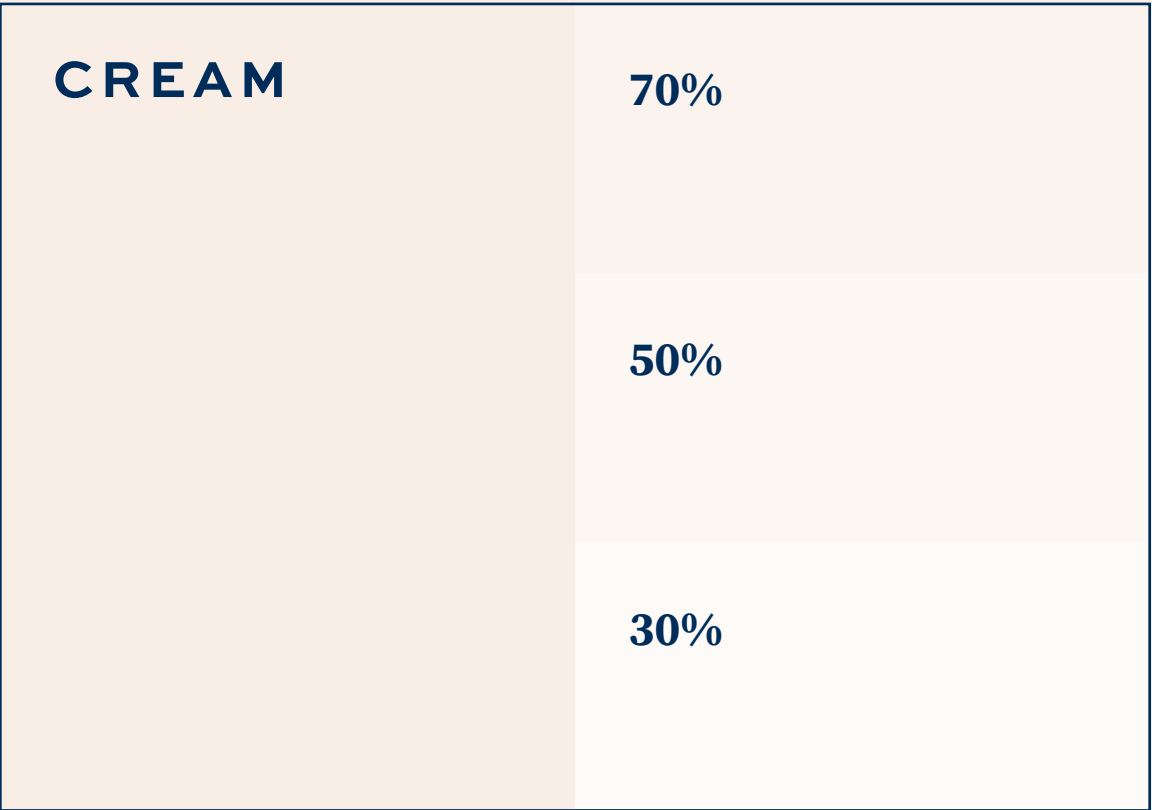
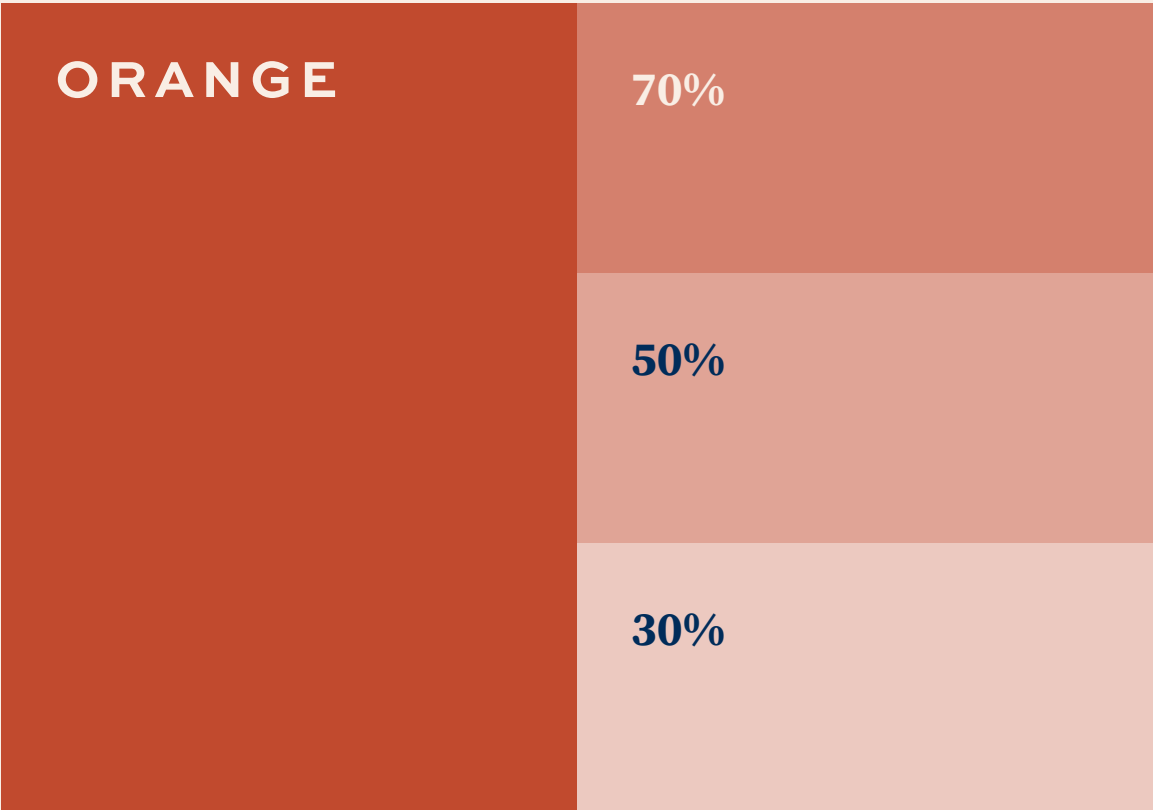
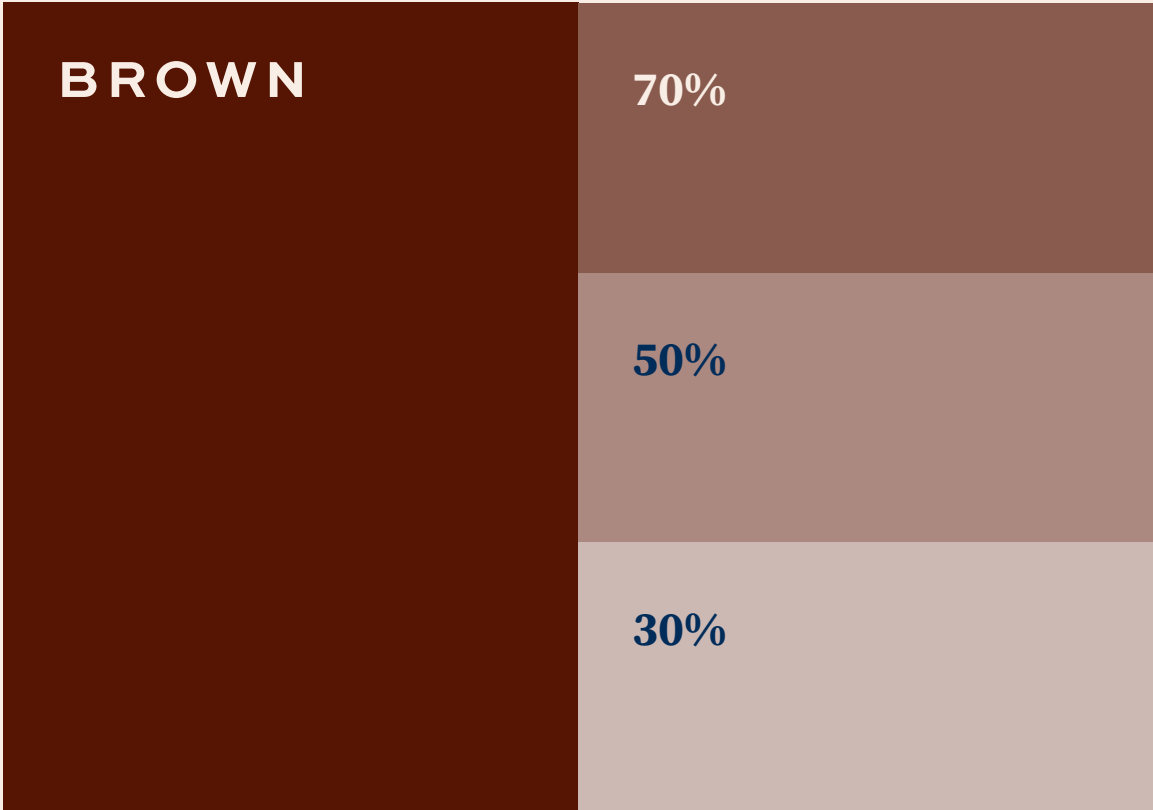
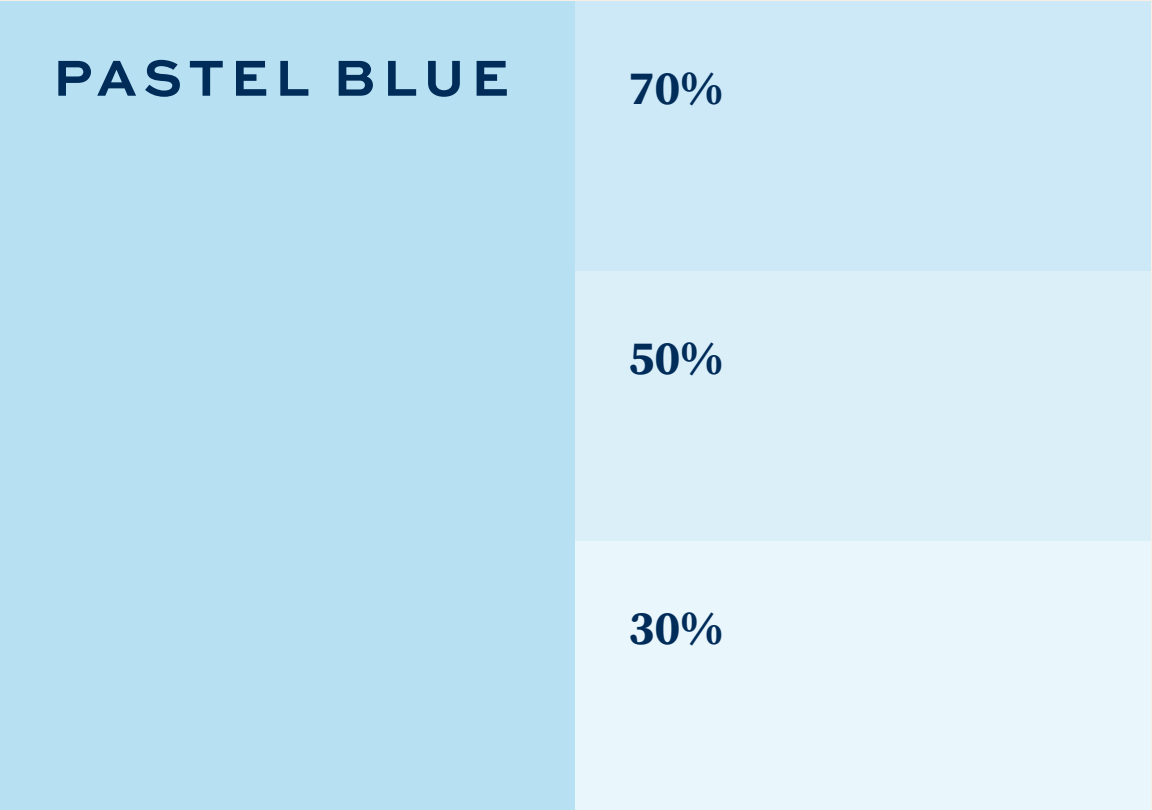
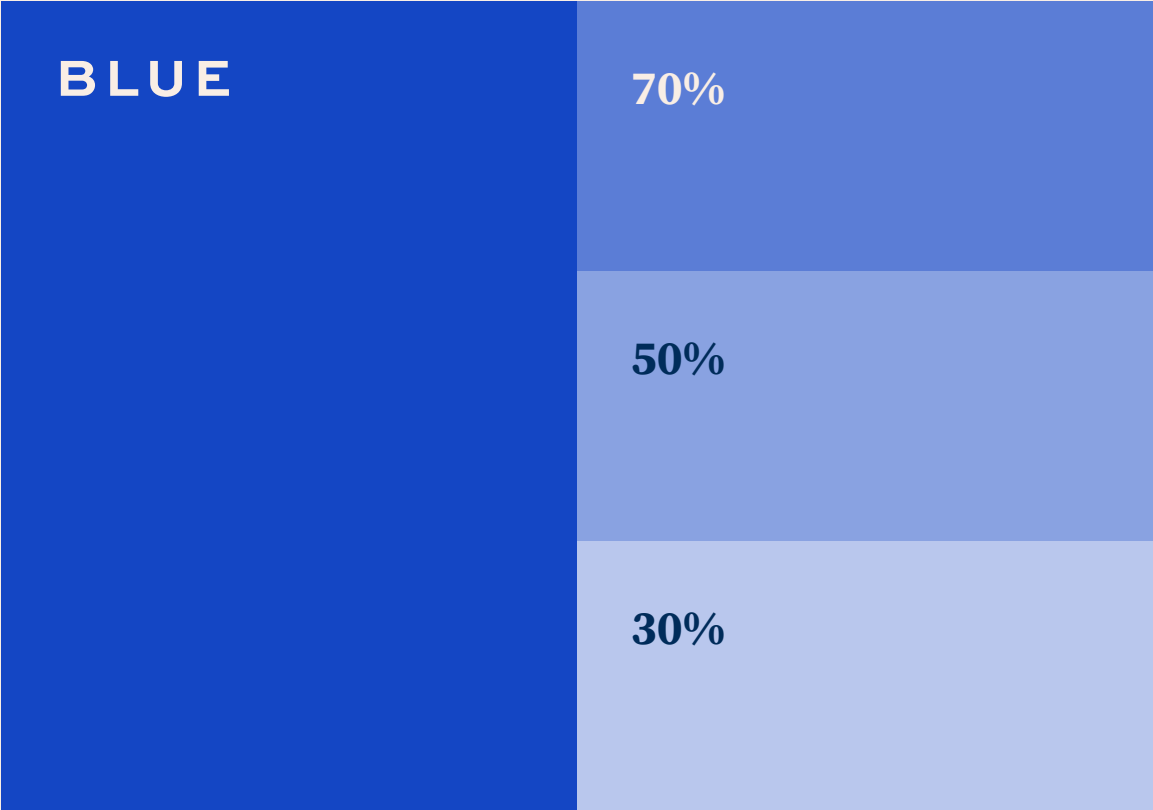
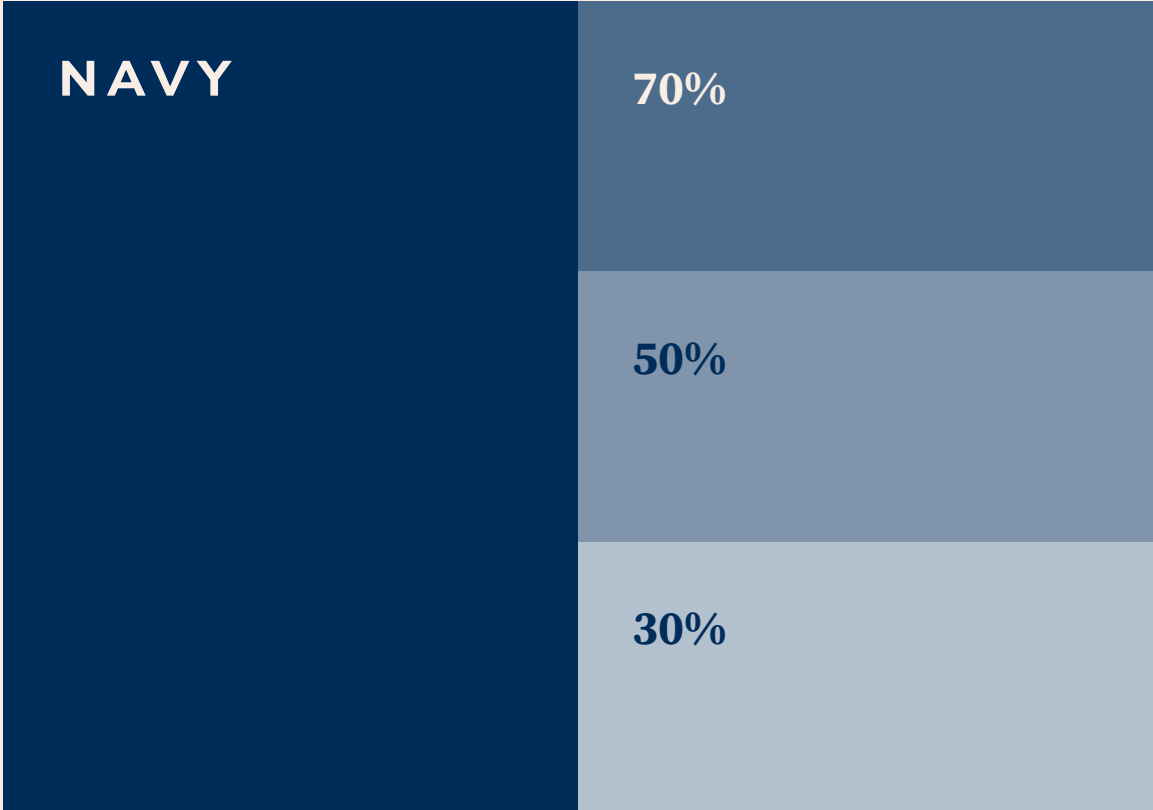
CMYK3 / 8 / 11 / 0

Pantone9244 U

Tints should only be used when required to create contrast – for example, when designs are limited to a single print colour.

Colour

Tints



The chart opposite shows which combinations of text and background colours provide adequate contrast, and which do not.

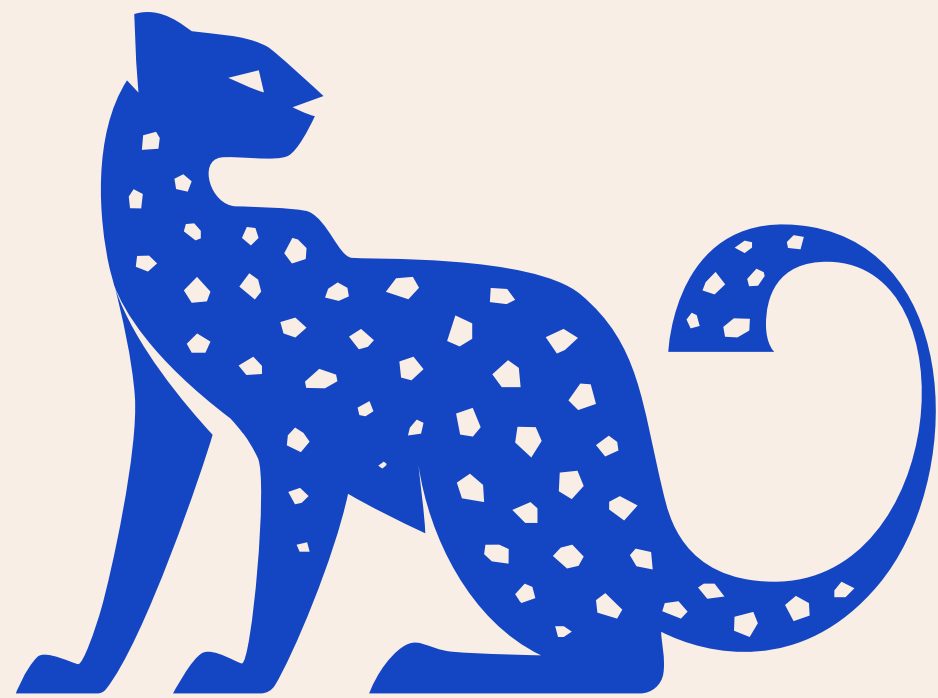
Colour

Text on colour

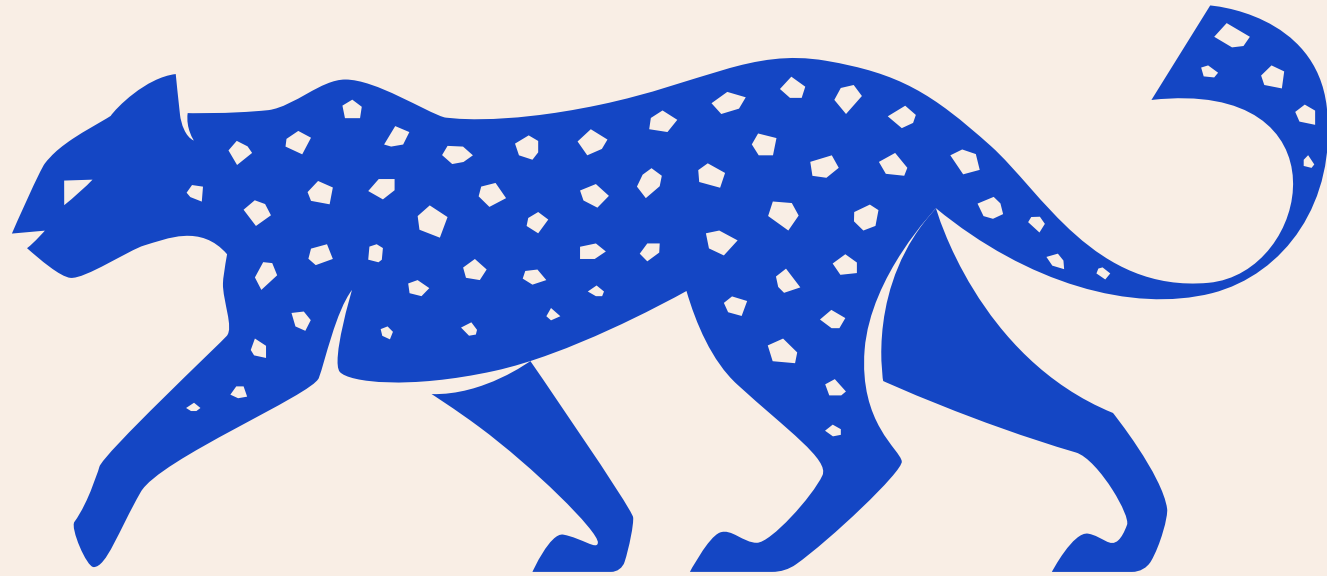
BLUE	PASTEL BLUE	BROWN	ORANGE	CREAM
NAVY	PASTEL BLUE	BROWN	ORANGE	CREAM
NAVY	BLUE	BROWN	ORANGE	CREAM
NAVY	BLUE	PASTEL BLUE	ORANGE	CREAM
NAVY	BLUE	PASTEL BLUE	BROWN	CREAM
NAVY	BLUE	PASTEL BLUE	BROWN	ORANGE

Integral to the *Il Gattopardo* brand is our signature leopard character, depicted in a triumvirate of primary illustrations.

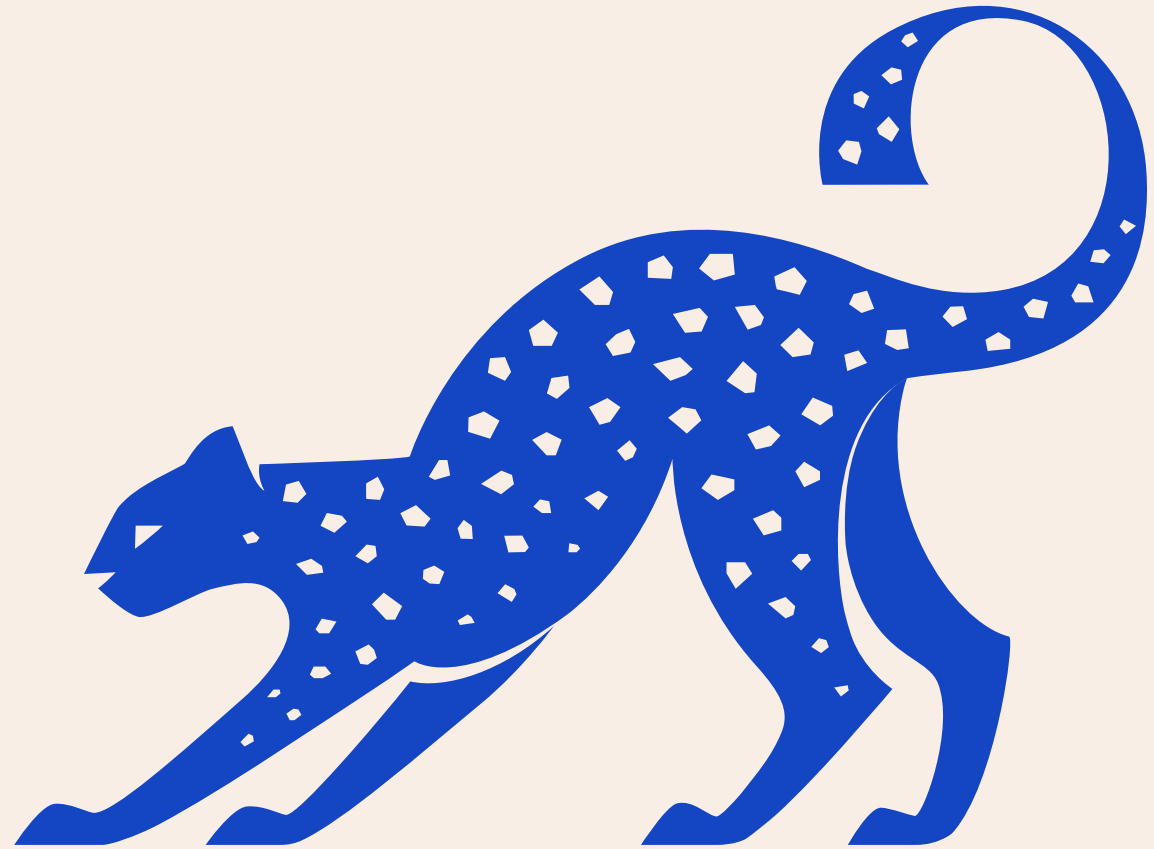
Illustration



Sitting leopard



Walking leopard



Crouching leopard

Illustration

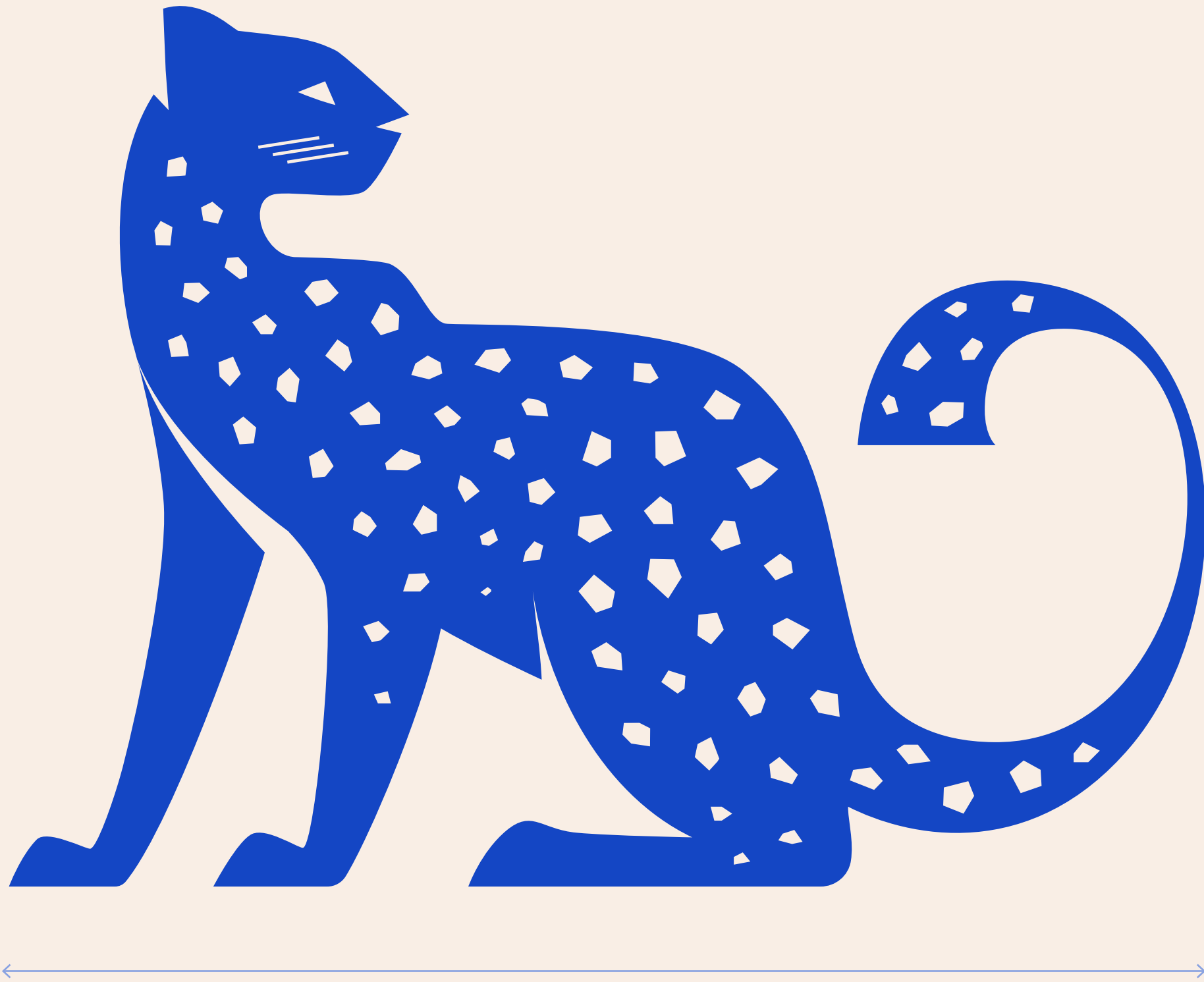
Leopard variations

Each leopard has three versions with different levels of detail.

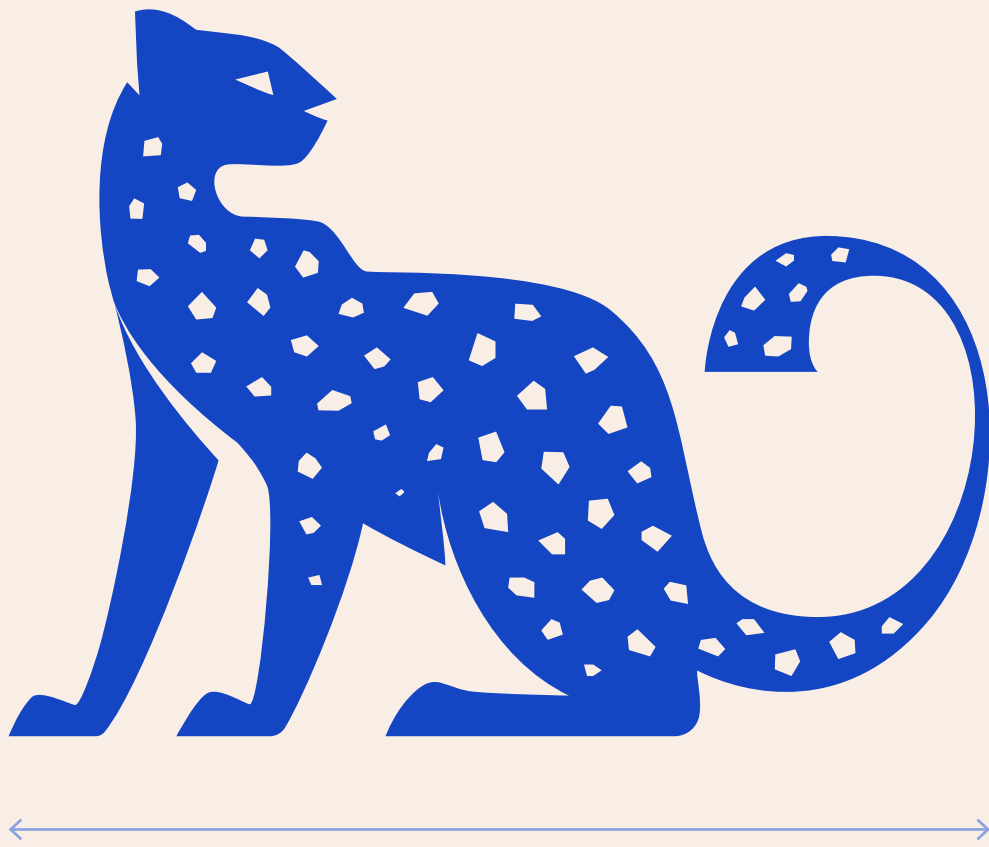
The Standard leopard should be used in the majority of cases.

The Large leopard is suited to large scales when the leopard is the primary element within a composition.

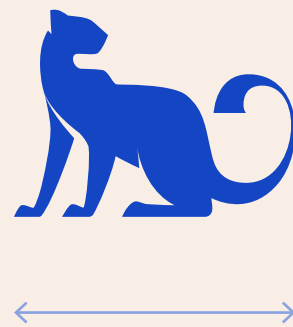
As mentioned previously, the Small leopard is without facial detail and spots and should be used when there is insufficient space for the Standard.



Large
Minimum width: 400px / 100mm



Standard
Minimum width: 150px / 60mm



Small
Minimum width:
20px / 6mm

Queens Compressed is our headline font and a key element of the *Il Gattopardo* brand.

The Medium weight should be used for words or single sentences, whereas Regular should be used for paragraphs or longer form text.

Typography

Primary typeface

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

Queens Compressed
Medium

Queens Compressed
Medium Italic

Queens Compressed
Regular

Queens Compressed
Regular Italic

It is essential that the typographic hierarchy is followed in order to ensure that a consistent look and feel is maintained across the brand.

The point size is fluid depending on context but there should always be a clear contrast between hierarchical levels.

No typeface other than the three shown to the right should be used to represent the brand, and Sweet Sans Pro should be used only in uppercase.

Typography

Hierarchy

Private dining brochure

REVEL IN AN INTIMATE EXPERIENCE

Hent odis sequame sitatias eossunt ati omnis nonsed maxim quibeaqui aut preperum inis dit quod quis vidi volum lab incia veliciis mos suntem. Mi, que none quo bero mi, sandita tiandam quia secusam que doluptibus.

Turenda que sinimus sitae. Nem nam ium sam, simodi ullam rest quiducitiist dolupitatat harciis quaest voluptianis sum aut aut am, quas accatis enis esed qui il idis acest quiders pernam quae. Ilia ditati ulluptas ex eaquatu.

BOOK TABLE

HEADLINE

Queens Compressed Medium
Leading: 1:1

SUBHEADING

Sweet Sans Pro Bold
Leading: 1:1.1 / Tracking: 150

BODY COPY

Source Serif 4 Regular
Leading: 1:1.5

CTA

Sweet Sans Pro Bold
Tracking: 100

VISUAL IDENTITY

We aim to create a sense of luxury, intimacy and energy in the space.

Il Gattopardo should appear enticing and aspirational.

Photography

Overview



Technical details offer a consistent look and feel.

Photography

Technicalities

Dramatic lighting

To create

High contrast between deep shadows and bright lights, suggesting mystery and an energised atmosphere.

Rich, vivid colours

To create

A luxurious, indulgent feel that complements the brand colour palette.

Shallow depth of field

To create

A sense of intrigue while avoiding to overwhelm the viewer with detail.

Visible textures

To create

Tactility, especially when focusing on textiles and stonework which mirrors the textures of the brand.

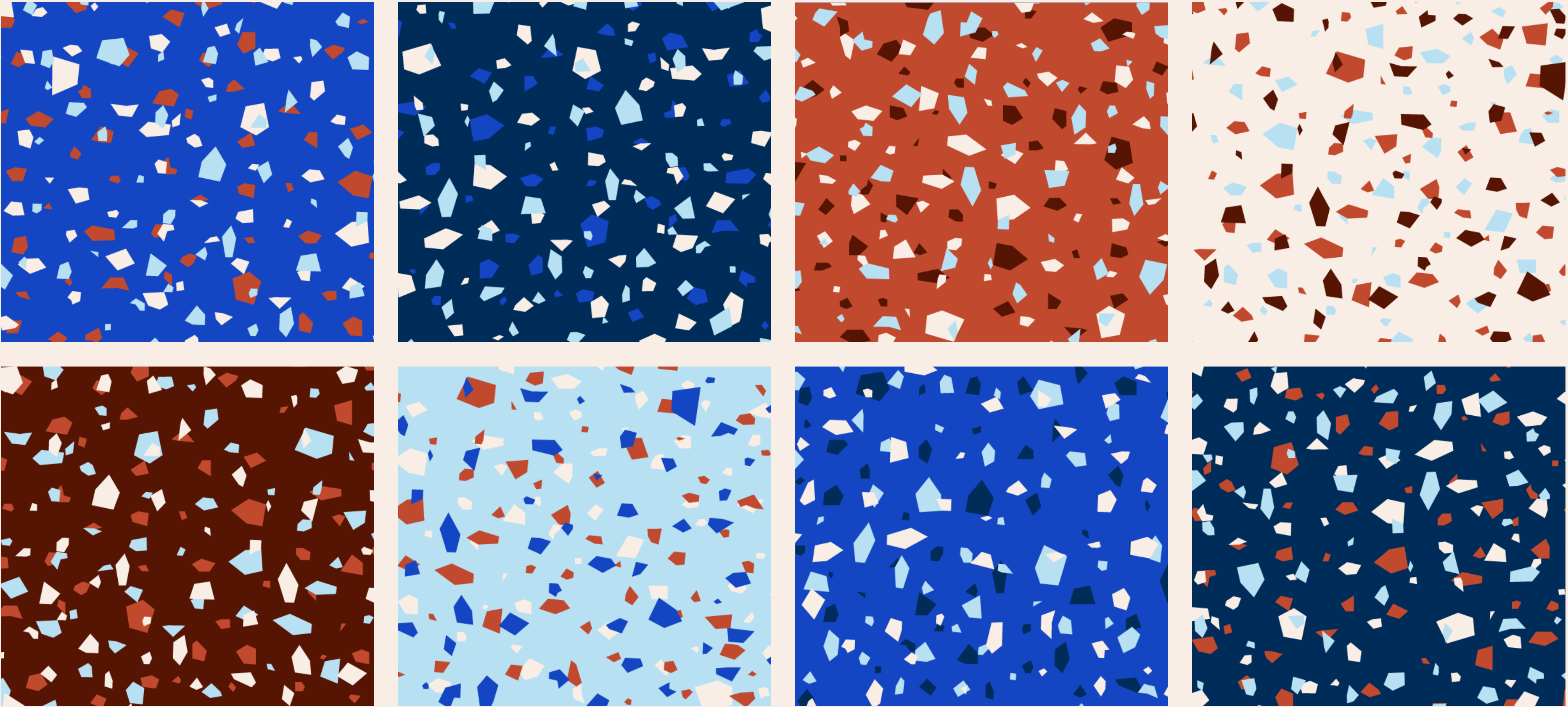
A terrazzo texture can also be generated by layering colourful shards in different sizes that mirror the shapes of the leopard's spots.

They are best used at a small scale and should not be zoomed in further than shown to the right.

P rearranged artworks to this effect are available in the asset pack.

Supporting elements

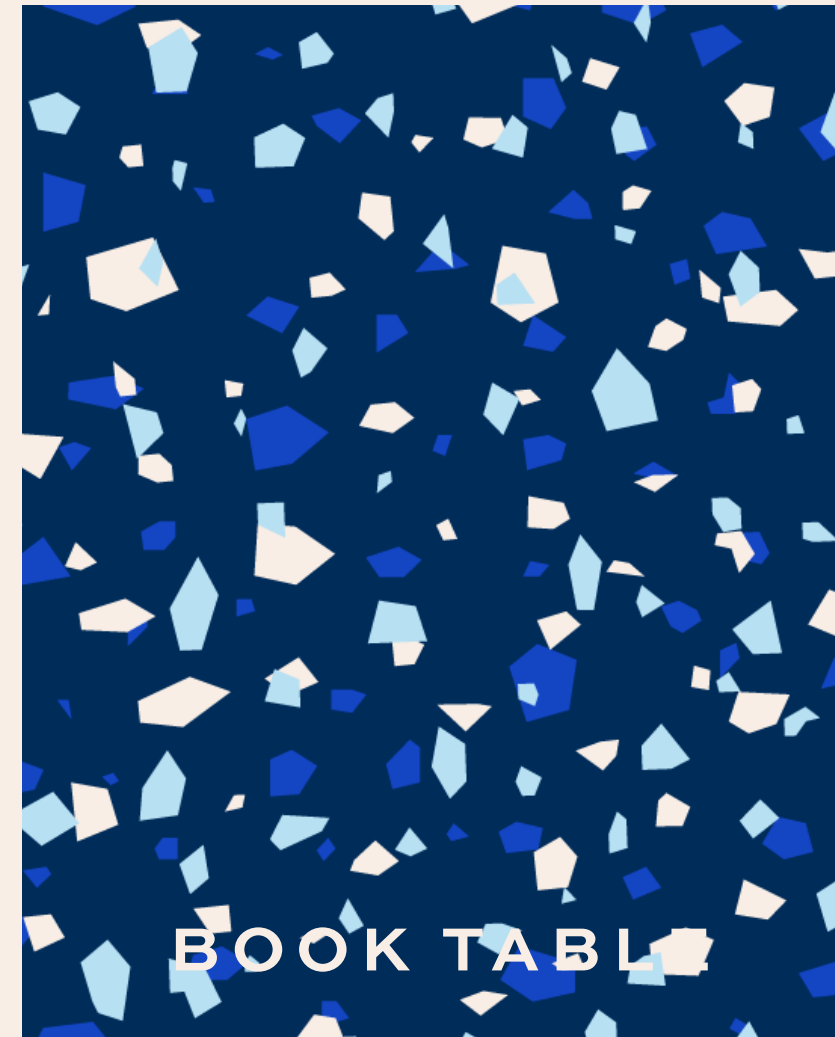
Terrazzo



Supporting elements

Terrazzo

To ensure legibility, no element other than photography (including illustration, logos or text) should be layered on top of terrazzo.

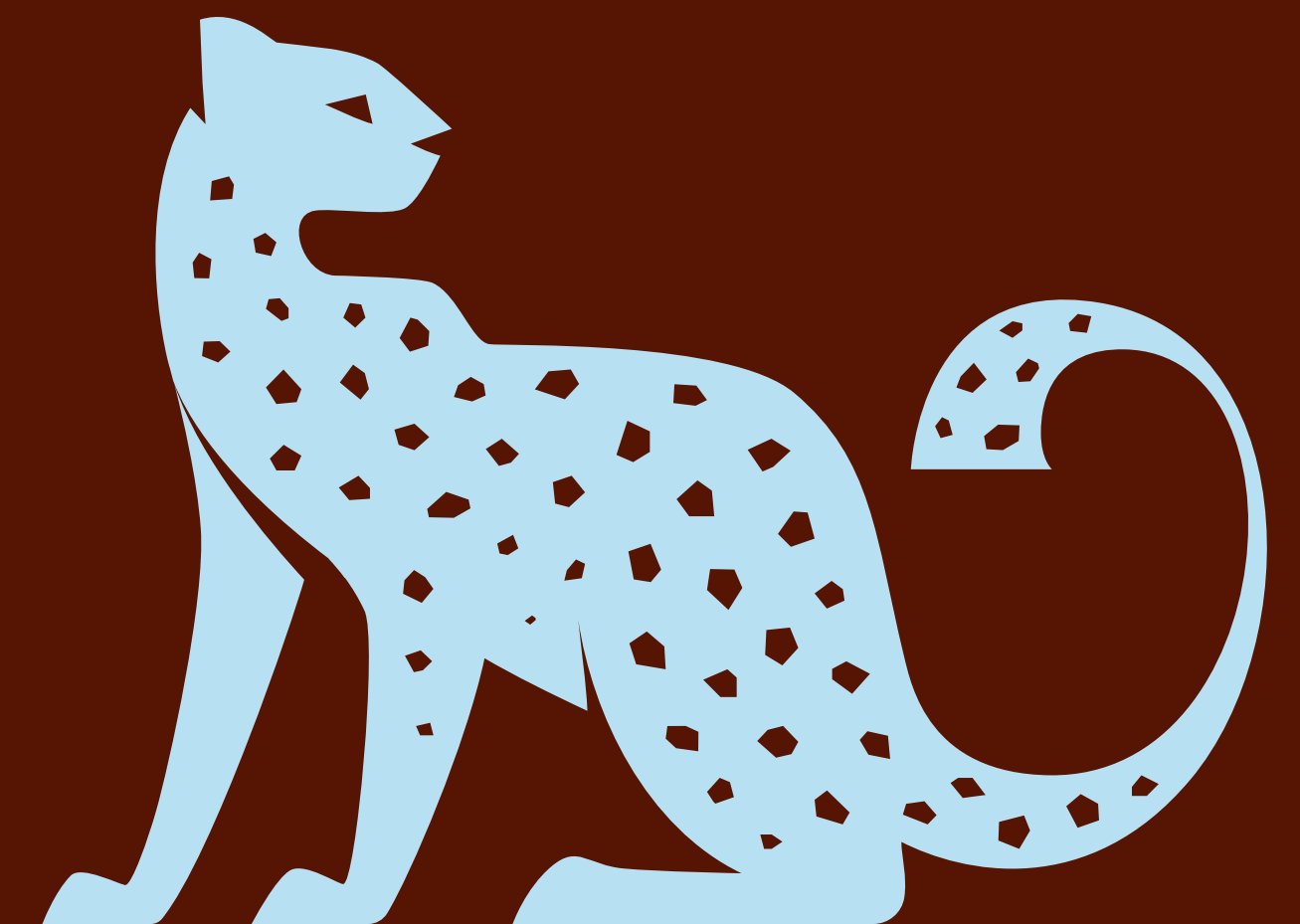


✗ Do not layer elements over terrazzo



✓ A solid strip can be used to ensure legibility

Application



APPLICATION

Il Gattopardo social media posts can feature photography, text, and illustration in various combinations.

Social media
Examples



APPLICATION

When choosing to layer text over photography, prioritise legibility by making sure there is enough contrast.

Further text fields can be added as long as the hierarchy (page 26) is adhered to.

Social media

Photographic template guide

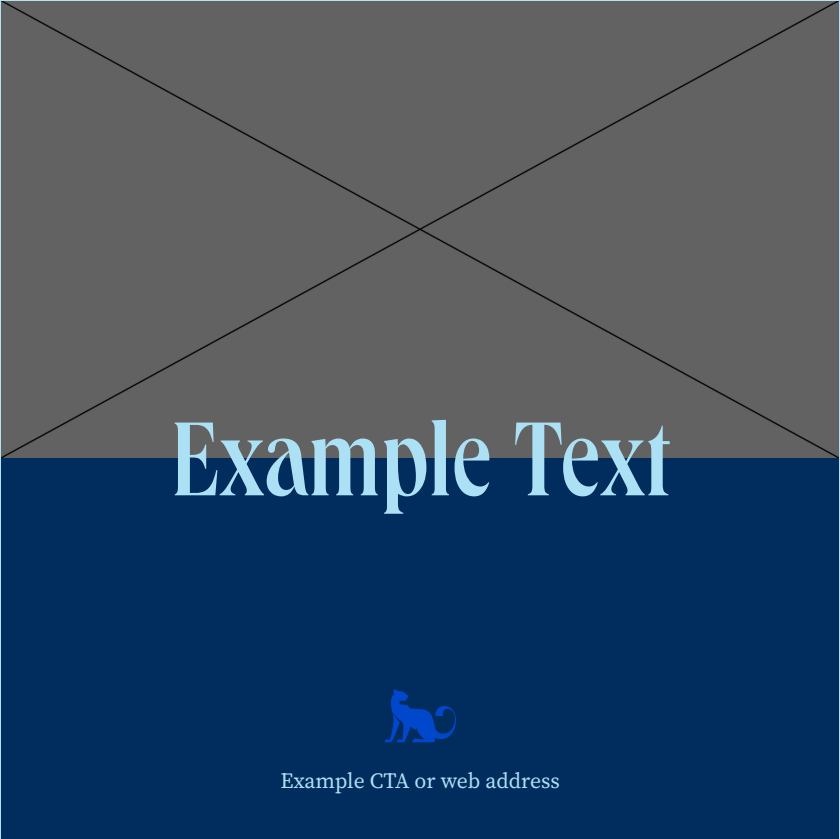
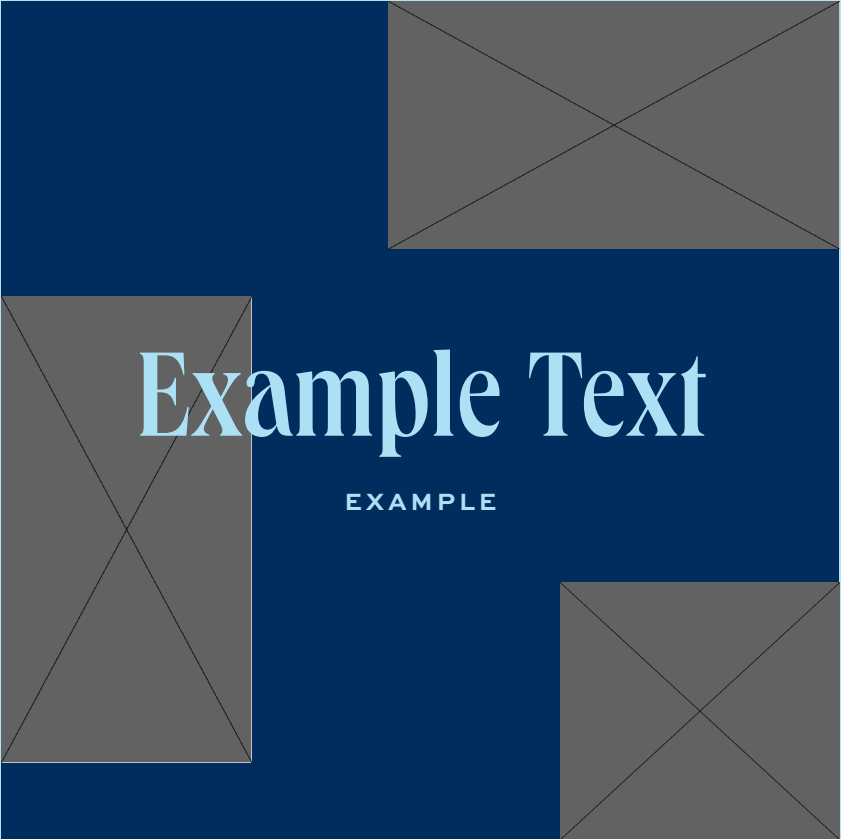
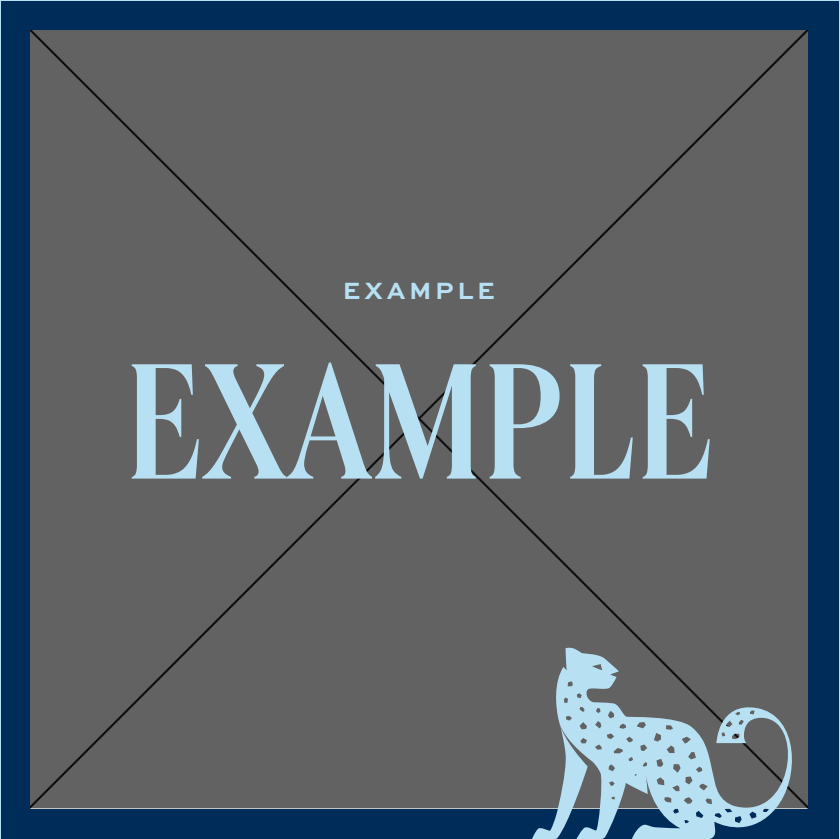
Step one
Select one of the photographic post templates (examples to the right) depending on the number of images you wish to feature.

Step two
Select a background colour from the layers provided.

Step three
Insert your images of choice into the frames.

Step four
Select the editable text layers and type in your message.

Some templates will also have leopard illustrations on layers which can be switched on and changed colour if desired.



Our palette’s flexibility means that we can combine colours in different ways to create visual diversity in social posts while still looking consistent.

Social media

Typographic template guide

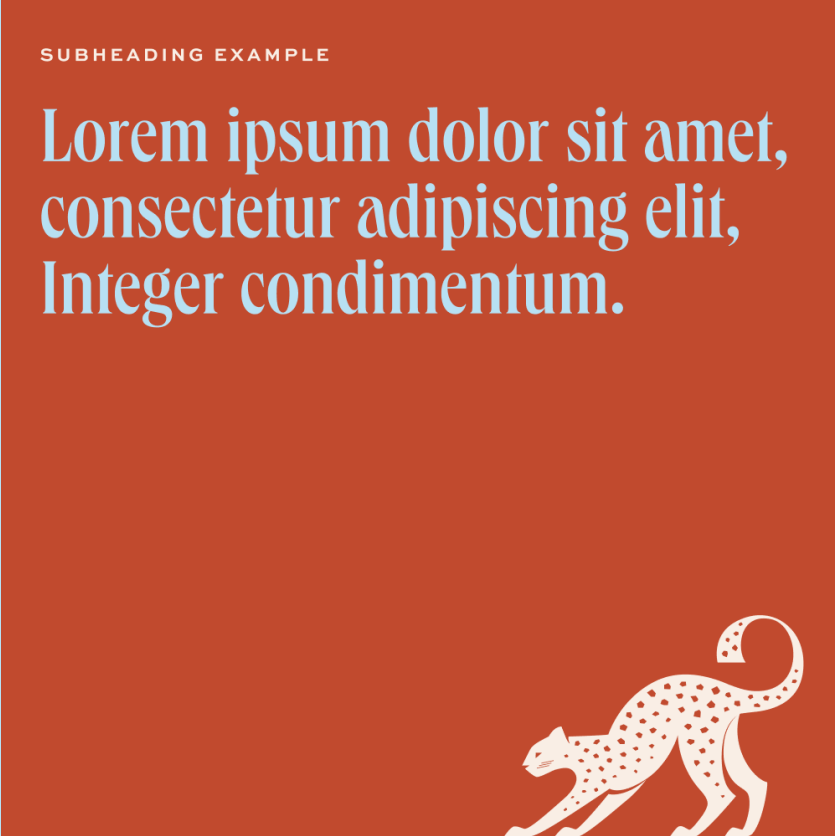
- Step one**

Select one of the typographic post templates.
- Step two**

Select a background colour from the layers provided.
- Step three**

Select the editable text layers and type in your message.

Some templates will also have leopard illustrations on layers which can be switched on and changed colour if desired.



APPLICATION

When choosing to layer text over photography, prioritise legibility by making sure there is enough contrast.

Further text fields can be added as long as the hierarchy (page 26) is adhered to.

Email newsletters

Mailchimp assets guide

Step one

Select one of the Mailchimp templates and open the relevant Illustrator file.

Step two

Insert your images of choice into the frames.

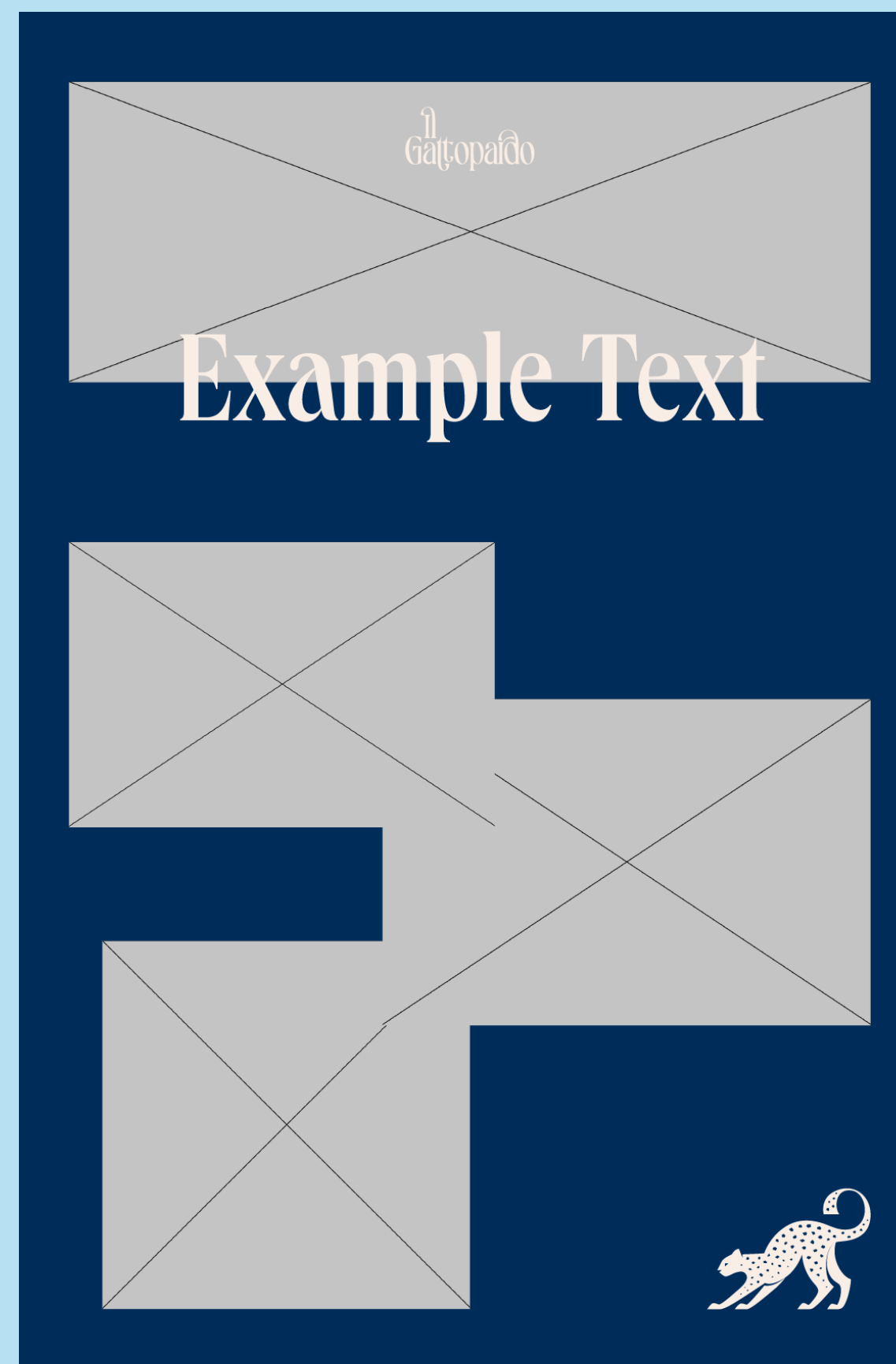
Step three

Select the editable text layers and type in your message.

Some templates will also have leopard illustrations on layers which can be switched on and changed colour if desired.

Step four

Export artboards individually and replace example files within the templates uploaded to Mailchimp.



APPLICATION





1
Gatopardo



APPLICATION



INSALATE POLIPO · 28 Grilled octopus, arugula leaves, roasted cherry tomatoes, balsamic dressing LATTUGA · 18 Baby gem lettuce, toasted walnuts, herb croutons, aged pecorino POMODORO · 19 Heirloom tomatoes, shaved fennel, orange, citrus reduction CAVOLO RICCIO · 16 Tuscan kale, ricotta, pomegranate, pine nuts, capers		CRUDO GAMBERI · 26 Sicilian red prawns, yellow chicory, lemon zest, Terre Bormane olive oil BRANZINO · 23 Amalfi lemon marinated seabass, green apple, Cerignola olives TONNO · 21 Yellowfin tuna, radish, pickled red onions, lime dressing		FORMAGGI TAGLIERE · 18 Selection of artisanal Italian cheese PARMIGIANO RISERVA · 20 36 months Parmigiano Reggiano riserva, acacia honey and mustard TOMINO TARTUFATO · 16 Grilled Tomino, shaved truffle, pane carasau	
LATTICINI MOZZARELLA AFFUMICATA · 20 Cherrywood smoked mozzarella, grilled zucchini, fresh herbs salsa STRACCIATELLA · 18 Baked honeynut squash, stracciatella di Puglia, watercress salad, pumpkin seed crostini BURRATA · 22 Braised leeks, burrata artigiana, truffled herbs pangrattato, mustard vinaigrette BUFALA · 22 Mozzarella di bufala Campana, baked Roman tomatoes, caperberry relish, basil pesto		ANTIPASTI CARPACCIO · 23 Mustard and pink peppercorn marinated Black Angus, arugula, Parmesan shavings ARANCINI · 14 Arancini, ragu Bolognese, smoked scamorza FRITTURA · 18 Deep fried squid, prawns, whitebait, lemon garlic aioli		FRUTTA MACEDONIA · 12 Macerated fruits salad, lemon mint sorbet FRUTTI DI BOSCO · 12 Fresh mixed berries, rose raspberry sorbet, Chantilly cream	
PIZZETTE POMODORO · 12 Datterino tomato sauce, mozzarella di bufala, basil oil SALMONE · 36 Smoked salmon, fiordilatte, capers, Baerii caviar TARTUFO · 32 Truffled mascarpone, caramelized onion, black truffle shaving SPECK · 16 Taleggio, smoked speck, radicchio, toasted pistachio		PASTA SPAGHETTI · 32 Vongole, bottarga Sarda, preserved lemon TAGLIATELLE · 24 Carbonara, smoked guanciale, pork crumble LINGUINE · 21 “Cacio e pepe” pecorino Romano, black pepper AGNOLOTTI · 22 Braised veal ravioli, spinach cream, sage and brown butter		IN PADELLA RISOTTO · 48 Vialone Nano mantecato, Tuscan red prawns, crustacean reduction ASTICE · 52 Whole Maine lobster, lobster Bolognese, sautéed gnocchi, bisque POLLO · 32 Corn-fed chicken breast, Cacciatora sauce	
PESCE GUAZZETO DI MARE · 42 Seafood stew, Navelli saffron and tomato broth SCAMPI · 46 Charcoal grilled Sicilian Langoustines, Salmoriglio condiment BRANZINO · 42 Fillet of sea bass, heritage carrots, ginger and orange SOGLIOLA · 62 Grilled Dover sole, lime chilli and paprika butter, sautéed wild mushrooms ORATA · 64 Whole line-caught sea bream, braised radicchio, citrus-black pepper marmalade		CARNE AGNELLO · 38 Lamb chops scottadito, charred aubergines, chickpeas and thyme ragout POLLO AL MATTONE · 62 Spiced herbs marinated chicken “under a brick” MILANESE · 48 Vercelli veal tomahawk, anchovies, capers and lemon brown butter FILETTO · 48 Frisona tenderloin, fingerling potatoes, confit garlic, truffled red wine sauce BISTECCA FIORENTINA · 148 40 days dry aged “Vacca Rossa Padana” t-bone		PASTICCERIA TIRAMISU · 14/42 Lady finger, mascarpone cream, espresso CROSTATA · 12 Lemon and ricotta meringue pie, limoncello syrup MERINGATA · 12 Strawberries sorbet, meringue, almond vanilla cream ZUPPA INGLESE · 12 Vanilla custard, sponge cake, alhermes liquor MILLEFOGLIE · 14 Puff pastry, vanilla custard GELATO AFFOGATO · 12 Espresso Ganache, freshly made Gelato MARITOZZO · 14 Brioche buns, chocolate custard, Chantilly cream CIOCCOLATO GIANDUJA · 14 Gianduja chocolate bar, toasted hazelnuts PANNACOTTA · 12 Chocolate panna cotta, fiordilatte ice cream	
CONTORNI FAGIOLINI · 9 Stir-fry green beans, garlic, peperoncino oil PUREA PATATE · 11 Parmesan mash potatoes		POLENTA · 10 Grilled corn polenta, roasted bell peppers CAPONATA · 12 Aubergine and vegetables caponata		FRITTE TARTUFATE · 14 Truffle fries, chives, paprika, truffle mayo SPINACI · 9 Sautéed spinach, lemon zest	
For allergy information please ask a member of staff for our food allergen information card.		Prices are VAT inclusive and a discretionary service charge will be added to your bill.			









Thank you!

