



**MR CRAB<sup>®</sup>**



# Digital Brandguide

2019 version



# THE COMPANY INTRODUCTION

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These guidelines describe the visual and verbal elements that represent the identity of the **MR. CRAB** brand. This includes the name, logo and other elements such as color, type and graphics.

Sending a consistent and controlled message of who they are is essential to presenting a strong, unified image of the brand.

These guidelines reflect the commitment of **MR. CRAB** to quality, consistency and style.

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The **MR. CRAB** brand, including the logo, name, colors and identifying elements, are valuable identity assets.

Each of us is responsible for protecting the **MR. CRAB** brand interests by preventing unauthorized or incorrect use of the **MR. CRAB** logo, name and branding.



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## THE CONCEPT

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After many years of working as a the captain on the crabfishing boat '**MR. CRAB**' in international waters, the captain choose to follow his passion, cooking! He wants to share this passion and love for nutritious and healthy seafood with the rest of the world. He is taking all his recepies and exprience from cooking on the boat to the kitchen of his own restaurant '**MR. CRAB**'.

To respect the hard work of the fishermen who catch this beautifull seafood, the captain has placed pictures and items from his long career as fisherman/captain throughout the whole restaurant.

He often writes the people, who have visited at his restaurant, a personal thank you note on the bill. He thinks personal approach is very important and shows respect to his customers.

The life of a (crab)fisherman is very tough, they always have to push themselves to the limit under extreme circumstances. Therefore they need to eat nutritious and healthy food. The captain of **MR. CRAB** took this very serious when cooking for his crew. Everyday he took some fresh fish or crab from the catch of the day. Mixed them with the best fresh vegetables and herbs and added his passion and love to it. Now he is sharing this kind of seafood with the rest of the world.

That's the formula which makes **MR. CRAB** brand so unique.

*Have a nice Catch!*



## THE PAY-OFF

The pay-off that we use in **MR. CRAB** to further strengthen the identity;

*Have a nice Catch!*

We use this pay-off wherever possible in communication with the customer. The pay-off is always put in the font Thirsty Script. This pay-off is also physically present in the **MR. CRAB** restaurant as neonsign.

Also within the **MR. CRAB** branding, we frequently use the slogan:

**Seafood made with love, passion and respect!**

What stands for the passion and certainly also the responsible working with products from the sea.



> NUTRICIOUS HEALTHY SEAFOOD



> WITH RESPECT FOR THE SEA



> FRESH PRODUCTS



> PURE FLAVORS PREPARED WITH PASSION

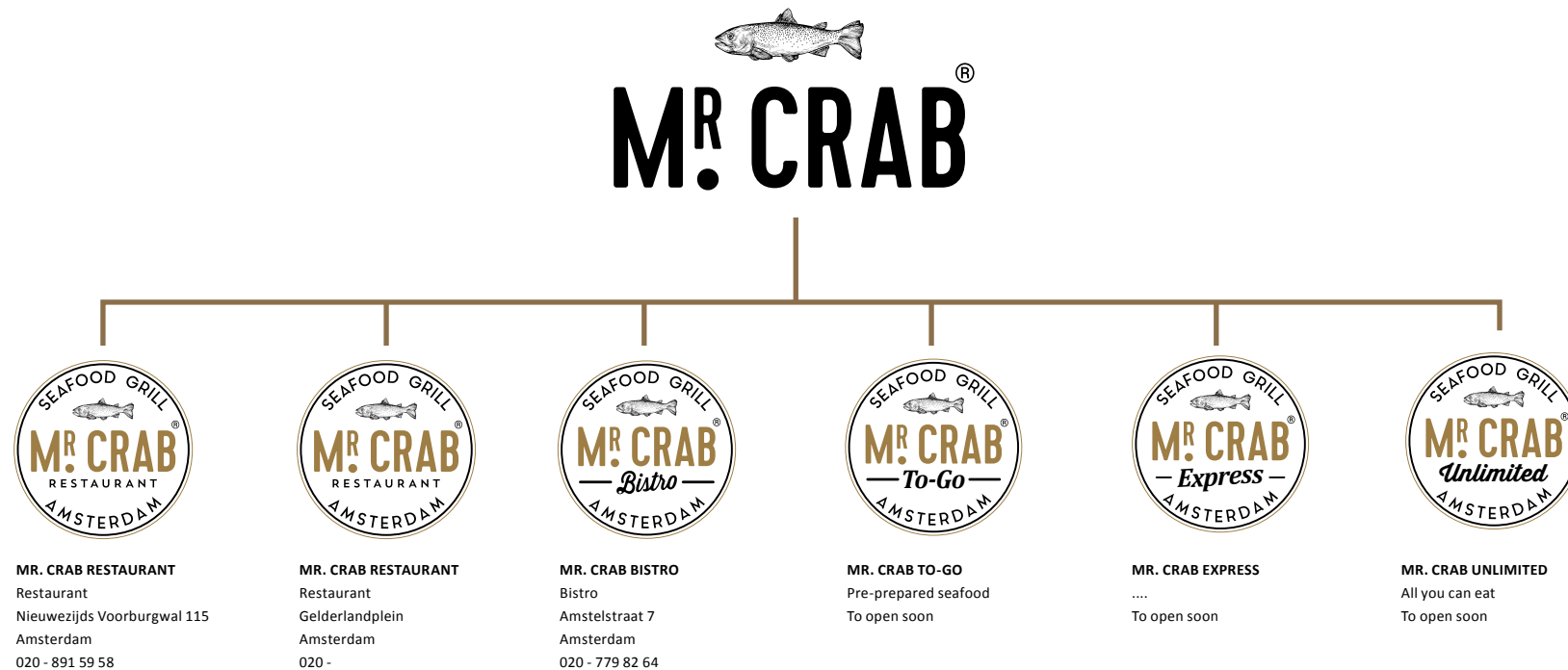




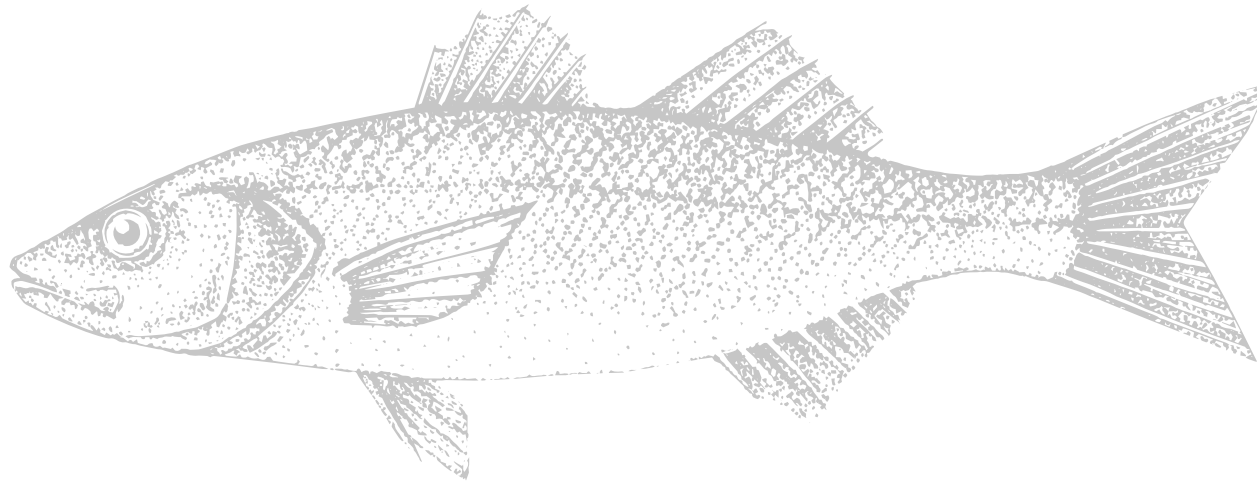
## THE COMPANY DIAGRAM

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The **MR. CRAB** family is growing fast, so here is an overview of current and future affiliates:







# 01 THE CORPORATE LOGO

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The Logo is the key building block of the identity, the primary visual element that identifies **MR. CRAB**. The logo is visually a stamp or seal that stands for the good quality and the brand

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**MR. CRAB.** All the individual elements within these stamp have a fixed relationship that should never be changed in any way.

The Primary Logo

The Primary Logo Clearspace and computation

The Restaurant Logo

The Restaurant Logo Clearspace and computation

The Bistro Logo

The Bistro Logo Clearspace and computation

The To-Go Logo

The To-Go Logo Clearspace and computation

The Express Logo

The Express Logo Clearspace and computation

The Unlimited Logo

The Unlimited Clearspace and computation



# THE PRIMARY LOGO

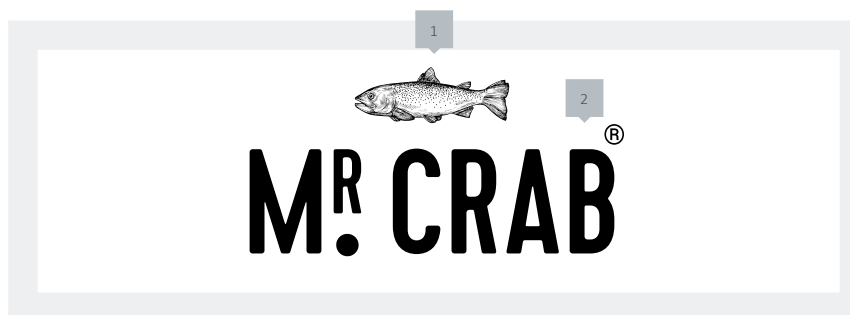
## THE FULL LOGOTYPE

The **MR. CRAB** Primary Logo comprises two elements, the Fish graphic and logo type. The Fish graphic visualizes that it is a seafood restaurant and not just crab. The living fish also gives a signal that fresh products are being used. Together, these elements constitute a strong logo for Mr. Crab.

It has a particular relationship with the **MR. CRAB** name. The Logo Type has been carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of upper case letters. The typeface is Cervo and has also been chosen to compliment and balance perfectly with an authentic and contemporary look.

This corporate logo is presented through the use of one colour as well as shape and form. The corporate logo is used in the colours White or Black. It makes it a strong and appealing timeless combination - modern - classic.

The Colours have been selected according to international standards as shown and are easily implemented.



1) The Primary Logo

The main logo is the dark logo used on white or colored background. For darker backgrounds you will find an alternative below.

### 1) The Fresh Fish

Consists of a powerful elements like 'The Fresh Fish' evoking the culture of design services and a grey square background.

### 2) The Logo Title

Carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of upper case letters in black of the chosen corporate color. The font that is used here is Cervo.

## LOGO DARK VERSION



3

## LOGO LIGHT VERSION



4

### 3) The Logo Dark Version

will be used when the background color ist light colored.

### 4) The Logo Light Version

will be used when the background color ist dark colored.

Available formats are:

.eps | .ai | .png | .jpg | .pdf

### Attention:

Use of any stylized, animated, hand drawn or other versions of a inofficial logo is not permitted. This undermines the logo system and brand consistency. Please consult with the **MR. CRAB** Trademark Licensing if you have any questions or need further help.



## LOGO CLEARSPACE AND COMPUTATION

The proportions, space and size of all blocks have been carefully developed and may not be altered, redrawn, decorated or altered in any way. The dimensions mentioned here are for reference only. The dimensions mentioned here are for your reference only.

The module of the logo is determined according to a fixed ratio in blocks indicated by A. The gray area indicates the minimum distance between the logo and text or other graphic items. There must be a space of one A surrounding the logo.

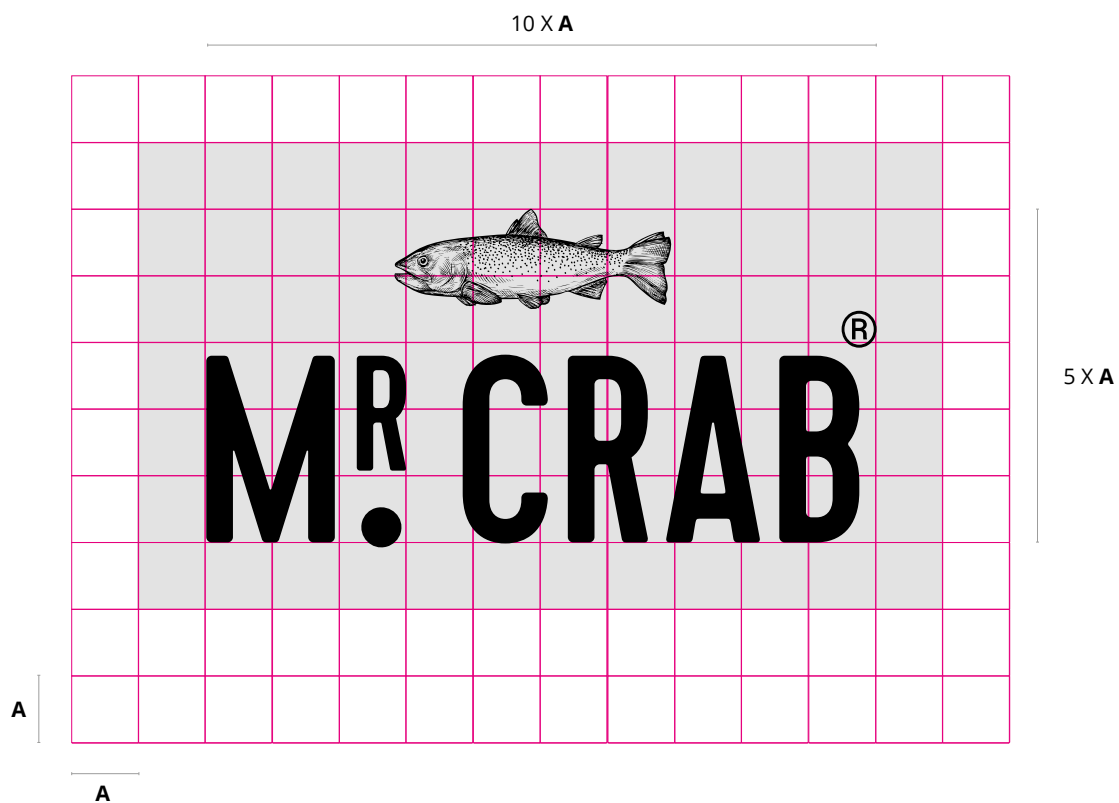
### Logo colours

#### Pantone White

CYAAN	0%
MAGENTA	0%
GEEL	0%
ZWART	0%
ROOD	255
GROEN	255
BLAUW	255
WEB	#ffffff

#### Pantone Black

CYAAN	0%
MAGENTA	0%
GEEL	0%
ZWART	100%
ROOD	29
GROEN	29
BLAUW	27
WEB	#1d1d1b



# THE RESTAURANT LOGO

## THE FULL LOGOTYPE

The **MR. CRAB** restaurant Logo looks like a stamp or seal that stands for the good quality and the brand. All the individual elements within these stamps have a fixed relationship that should never be changed in any way.

This restaurant logo is presented through the use of colour as well as shape and form. The restaurant logo is used in the colours White, Pantone 847 C and Black. It makes it a strong and appealing timeless combination - modern - classic.

The Colours have been selected according to international standards as shown and are easily implemented.



1) Kind of food  
Clearly what kind of food and kitchen it is in this **MR. CRAB** affiliate.

2) The Primary Logo  
Centrally positioned is always the primary **MR. CRAB** logo. Where the word **MR. CRAB** is in the extra spot color Pantone 874 C.

3) Type of restaurant  
In the 'pay-off' is what kind of restaurant it is. Is it a Bistro, Restaurant or Bar ..

4) Location of this Mr. Crab affiliate  
Here is clearly the place name where this **MR. CRAB** affiliate is located.

## THE MONO COLOURED LOGO ON LIGHT BACKGROUND



mono\_logo\_black

## THE MONO COLOURED LOGO ON DARK BACKGROUND



mono\_logo\_white

## LOGO ON LIGHT BACKGROUND



colour\_logo

## LOGO ON DARK BACKGROUND



colour\_logo

5) The color logo contains a white background circle that provides enough contrast on a dark background. On a white background this circle falls away optically.

Available formats are:  
.eps | .ai | .png | .jpg | .pdf

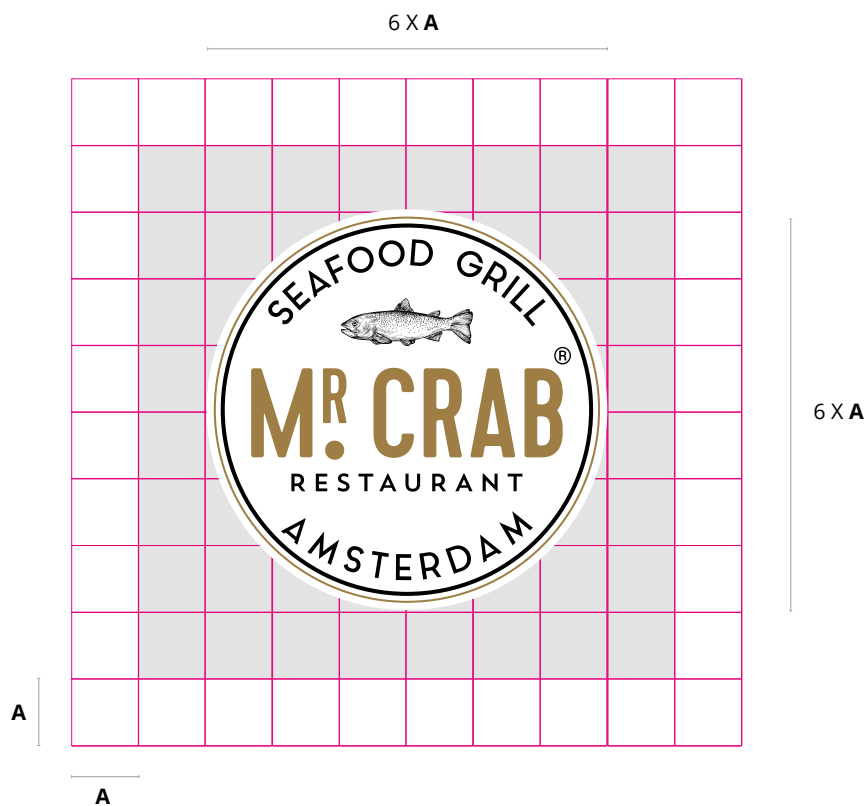
Attention:  
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## LOGO CLEARSPACE AND COMPUTATION

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The module of the logo is determined according to a fixed ratio in blocks indicated by A. The gray area indicates the minimum distance between the logo and text or other graphic items. There must be a space of one A surrounding the logo.



### Logo colours

#### Pantone White

CYAAN	0%
MAGENTA	0%
GEEL	0%
ZWART	0%
ROOD	255
GROEN	255
BLAUW	255
WEB	#ffffff

#### Pantone Black

CYAAN	0%
MAGENTA	0%
GEEL	0%
ZWART	100%
ROOD	29
GROEN	29
BLAUW	27
WEB	#1d1d1b

#### Pantone 874

CYAAN	35%
MAGENTA	46%
GEEL	67%
ZWART	31%
ROOD	139
GROEN	111
BLAUW	75
WEB	#8b6f4b

# THE BISTRO LOGO

## THE FULL LOGOTYPE

The **MR. CRAB** Bistro Logo looks like a stamp or seal that stands for the good quality and the brand. All the individual elements within these stamps have a fixed relationship that should never be changed in any way.

This Bistro logo is presented through the use of colour as well as shape and form. The restaurant logo is used in the colours White, Pantone 847 C and Black. It makes it a strong and appealing timeless combination - modern - classic.

The Colours have been selected according to international standards as shown and are easily implemented.



### 1) Kind of food

Clearly what kind of food and kitchen it is in this **MR. CRAB** affiliate.

### 2) The Primary Logo

Centrally positioned is always the primary **MR. CRAB** logo. Where the word **MR. CRAB** is in the extra spot color Pantone 874 C.

### 3) Type of restaurant

In the 'pay-off' is what kind of restaurant it is. Is it a Bistro, Restaurant or Bar ..

### 4) Location of this Mr. Crab affiliate

Here is clearly the place name where this **MR. CRAB** affiliate is located.

## THE MONO COLOURED LOGO ON LIGHT BACKGROUND



mono\_bistro\_logo\_black

## THE MONO COLOURED LOGO ON DARK BACKGROUND



mono\_bistro\_logo\_white

## LOGO ON LIGHT BACKGROUND



colour\_bistro\_logo

## LOGO ON DARK BACKGROUND



colour\_bistro\_logo

5) The color logo contains a white background circle that provides enough contrast on a dark background. On a white background this circle falls away optically.

### Available formats are:

.eps | .ai | .png | .jpg | .pdf

### Attention:

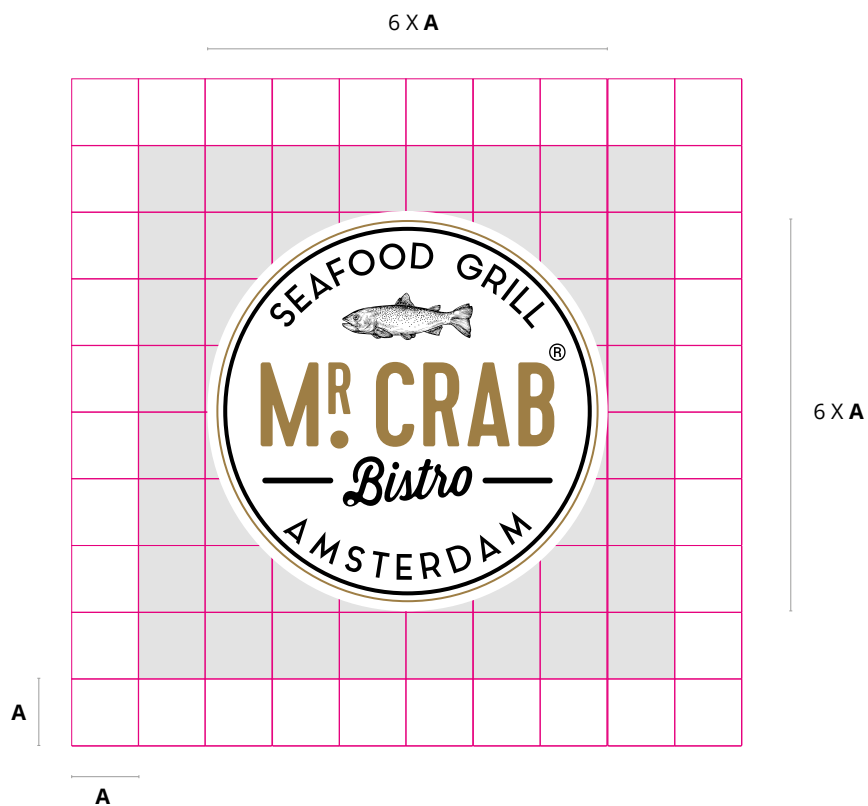
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## LOGO CLEARSPACE AND COMPUTATION

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### Logo colours

#### Pantone White

CYAAN	0%
MAGENTA	0%
GEEL	0%
ZWART	0%
ROOD	255
GROEN	255
BLAUW	255
WEB	#ffffff

#### Pantone Black

CYAAN	0%
MAGENTA	0%
GEEL	0%
ZWART	100%
ROOD	29
GROEN	29
BLAUW	27
WEB	#1d1d1b

#### Pantone 874

CYAAN	35%
MAGENTA	46%
GEEL	67%
ZWART	31%
ROOD	139
GROEN	111
BLAUW	75
WEB	#8b6f4b

# THE TO-GO LOGO

## THE FULL LOGOTYPE

The **MR. CRAB** To-Go Logo looks like a stamp or seal that stands for the good quality and the brand. All the individual elements within these stamp have a fixed relationship that should never be changed in any way.

This Bistro logo is presented through the use of colour as well as shape and form. The to-go logo is used in the colours White, Pantone 847 C and Black. It makes it a strong and appealing timeless combination - modern - classic.

The Colours have been selected according to international standards as shown and are easily implemented.



### 1) Kind of food

Clearly what kind of food and kitchen it is in this **MR. CRAB** affiliate.

### 2) The Primary Logo

Centrally positioned is always the primary **MR. CRAB** logo. Where the word **MR. CRAB** is in the extra spot color Pantone 874 C.

### 3) Type of restaurant

In the 'pay-off' is what kind of restaurant it is. Is it a Bistro, Restaurant or Bar ..

### 4) Location of this Mr. Crab affiliate

Here is clearly the place name where this **MR. CRAB** affiliate is located.

## THE MONO COLOURED LOGO ON LIGHT BACKGROUND



mono\_togo\_logo\_black

## THE MONO COLOURED LOGO ON DARK BACKGROUND



mono\_togo\_logo\_white

## LOGO ON LIGHT BACKGROUND



colour\_togo\_logo

## LOGO ON DARK BACKGROUND



colour\_togo\_logo

5) The color logo contains a white background circle that provides enough contrast on a dark background. On a white background this circle falls away optically.

### Available formats are:

.eps | .ai | .png | .jpg | .pdf

### Attention:

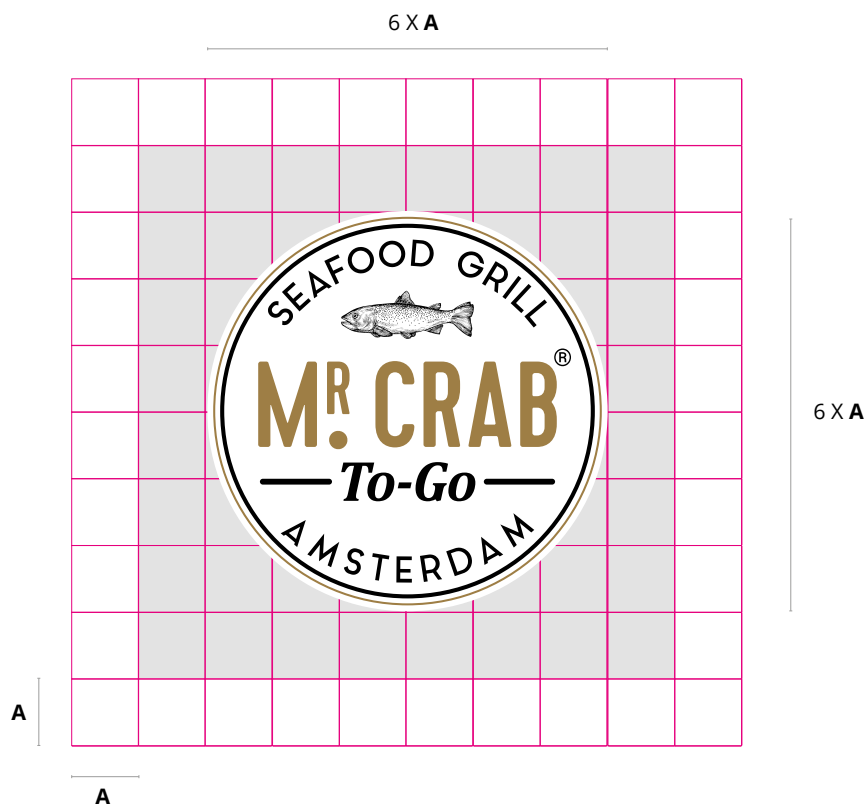
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### Logo colours

#### Pantone White

CYAAN	0%
MAGENTA	0%
GEEL	0%
ZWART	0%
ROOD	255
GROEN	255
BLAUW	255
WEB	#ffffff

#### Pantone Black

CYAAN	0%
MAGENTA	0%
GEEL	0%
ZWART	100%
ROOD	29
GROEN	29
BLAUW	27
WEB	#1d1d1b

#### Pantone 874

CYAAN	35%
MAGENTA	46%
GEEL	67%
ZWART	31%
ROOD	139
GROEN	111
BLAUW	75
WEB	#8b6f4b

# THE UNLIMITED LOGO

## THE FULL LOGOTYPE

The **MR. CRAB** Unlimited Logo looks like a stamp or seal that stands for the good quality and the brand. All the individual elements within these stamps have a fixed relationship that should never be changed in any way.

This Bistro logo is presented through the use of colour as well as shape and form. The unlimited logo is used in the colours White, Pantone 847 C and Black. It makes it a strong and appealing timeless combination - modern - classic.

The Colours have been selected according to international standards as shown and are easily implemented.



1) Kind of food  
Clearly what kind of food and kitchen it is in this **MR. CRAB** affiliate.

2) The Primary Logo  
Centrally positioned is always the primary **MR. CRAB** logo. Where the word **MR. CRAB** is in the extra spot color Pantone 874 C.

3) Type of restaurant  
In the 'pay-off' is what kind of restaurant it is. Is it a Bistro, Restaurant or Bar ..

4) Location of this Mr. Crab affiliate  
Here is clearly the place name where this **MR. CRAB** affiliate is located.

## THE MONO COLOURED LOGO ON LIGHT BACKGROUND



mono\_unlim\_logo\_black

## THE MONO COLOURED LOGO ON DARK BACKGROUND



mono\_togo\_logo\_white

## LOGO ON LIGHT BACKGROUND



colour\_togo\_logo

## LOGO ON DARK BACKGROUND



colour\_togo\_logo

5) The color logo contains a white background circle that provides enough contrast on a dark background. On a white background this circle falls away optically.

Available formats are:  
.eps | .ai | .png | .jpg | .pdf

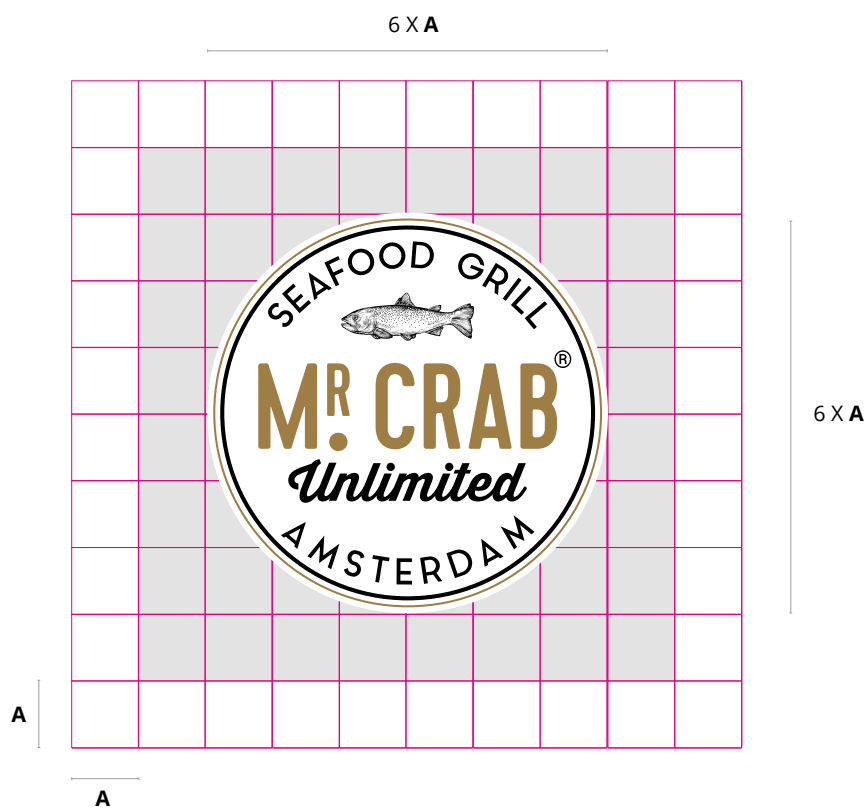
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### Logo colours

#### Pantone White

CYAAN	0%
MAGENTA	0%
GEEL	0%
ZWART	0%
ROOD	255
GROEN	255
BLAUW	255
WEB	#ffffff

#### Pantone Black

CYAAN	0%
MAGENTA	0%
GEEL	0%
ZWART	100%
ROOD	29
GROEN	29
BLAUW	27
WEB	#1d1d1b

#### Pantone 874

CYAAN	35%
MAGENTA	46%
GEEL	67%
ZWART	31%
ROOD	139
GROEN	111
BLAUW	75
WEB	#8b6f4b

# THE EXPRESS LOGO

## THE FULL LOGOTYPE

The **MR. CRAB** Express Logo looks like a stamp or seal that stands for the good quality and the brand. All the individual elements within these stamps have a fixed relationship that should never be changed in any way.

This Bistro logo is presented through the use of colour as well as shape and form. The express logo is used in the colours White, Pantone 847 C and Black. It makes it a strong and appealing timeless combination - modern - classic.

The Colours have been selected according to international standards as shown and are easily implemented.



### 1) Kind of food

Clearly what kind of food and kitchen it is in this **MR. CRAB** affiliate.

### 2) The Primary Logo

Centrally positioned is always the primary **MR. CRAB** logo. Where the word **MR. CRAB** is in the extra spot color Pantone 874 C.

### 3) Type of restaurant

In the 'pay-off' is what kind of restaurant it is. Is it a Bistro, Restaurant or Bar ..

### 4) Location of this Mr. Crab affiliate

Here is clearly the place name where this **MR. CRAB** affiliate is located.

## THE MONO COLOURED LOGO ON LIGHT BACKGROUND



mono\_express\_logo\_black

## THE MONO COLOURED LOGO ON DARK BACKGROUND



mono\_express\_logo\_white

## LOGO ON LIGHT BACKGROUND



colour\_express\_logo

## LOGO ON DARK BACKGROUND



colour\_express\_logo

5) The color logo contains a white background circle that provides enough contrast on a dark background. On a white background this circle falls away optically.

### Available formats are:

.eps | .ai | .png | .jpg | .pdf

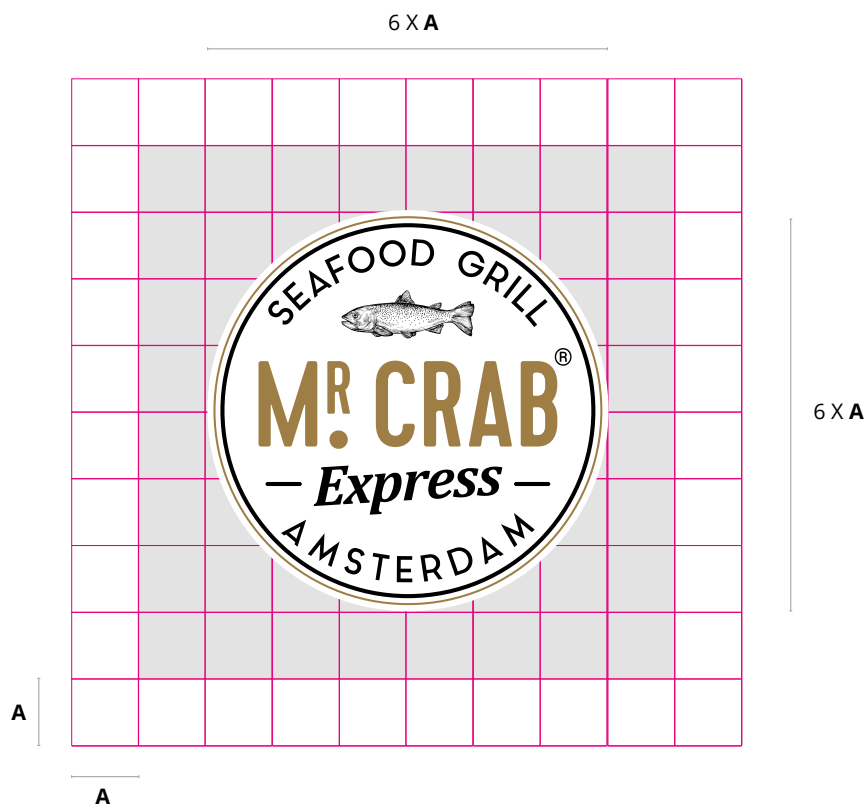
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### Logo colours

#### Pantone White

CYAAN	0%
MAGENTA	0%
GEEL	0%
ZWART	0%
ROOD	255
GROEN	255
BLAUW	255
WEB	#ffffff

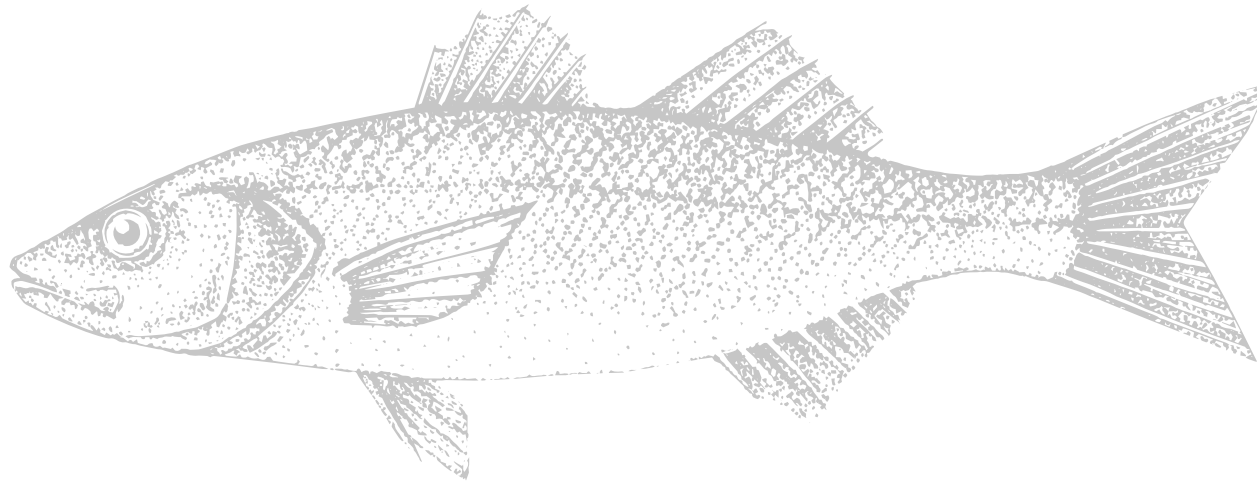
#### Pantone Black

CYAAN	0%
MAGENTA	0%
GEEL	0%
ZWART	100%
ROOD	29
GROEN	29
BLAUW	27
WEB	#1d1d1b

#### Pantone 874

CYAAN	35%
MAGENTA	46%
GEEL	67%
ZWART	31%
ROOD	139
GROEN	111
BLAUW	75
WEB	#8b6f4b





# 02

## TYPOGRAPHY

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Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy per se in an overall design project. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key information. Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy.

Typography and the consistent use of fonts are an important element to create a coherent image in all communication of **MR. CRAB.**

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Primary font  
Secondary font(s)

# TYPOGRAPHY

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## THE FONT

Typography and the consistent use of fonts are an important element to create a coherent image in all communication of **MR. CRAB**.

The font we use for communication is Calibri. Calibri is a sans serif font and has a modern look and is very readable in both print and online media. It is ideal for the current texts as well as for online texts such as website, social media and other publications.

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## PRIMARY FONT

Calibri is created by Dutch designer Lucas de Groot.

# CALIBRI LIGHT

---

Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

---

Bold

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**

---

## TYPE EXAMPLES

Figures

0 1 2 3 4 5 6 7 8 9 0

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Special Characters

! “ § \$ % & / ( ) = ? ` ; : i “ ¶ ¢ [ ] | { } ≠ ¿ ‘  
« Σ € ® † Ω “ / ø π • ± ‘ æ œ @ Δ ° ¢ © f ð , å ¥ ≈ ç

# TYPOGRAPHY

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## THE FONT

The second font we use for communication is Thirsty Script. This font is only used for short text like a quote or message. Thirsty Script is a contemporary script conceived as a marriage of elements from vintage signage scripts. It's friendly with an edge...a mixture of

retro script, modern sans serif, and a shot of caffeine. The perfect counterpart for the 'neat' Calibri. This combination also gives us the fusion of authentic and modern.

## SECONDARY FONT

Thirsty Script is created by Yellow Design Studio.

# Thirsty Script

---

Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

## TYPE EXAMPLES

Figures

0 1 2 3 4 5 6 7 8 9 0

Special Characters

! “ \$ % & / ( ) = ? ` ; : j “ ¶ ¢ [ ] | { } ≠ ÷ ‘  
« ∑ € ® † Ω “ / ø π · ± ‘ œ œ @ Δ ° ª © ¢ ð , å ¤ ≈ ¢



# TYPOGRAPHY

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## THE FONT

The second font we use for communication is Cambria Math. This is a variant of the Cambria font designed for mathematical and scientific texts, as a replacement for Times New Roman. The font is a serif font that is suitable for body text, that is very readable printed small

or displayed on a low-resolution screen and has even spacing and proportions. We use it for headers such as in the menu cards or other printed media. It makes a stylefull combination with Calabri.

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## SECONDARY FONT

Cambria Math is created by Dutch designer Jelle Bosma.

# CAMBRIA MATH

---

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

---

## TYPE EXAMPLES

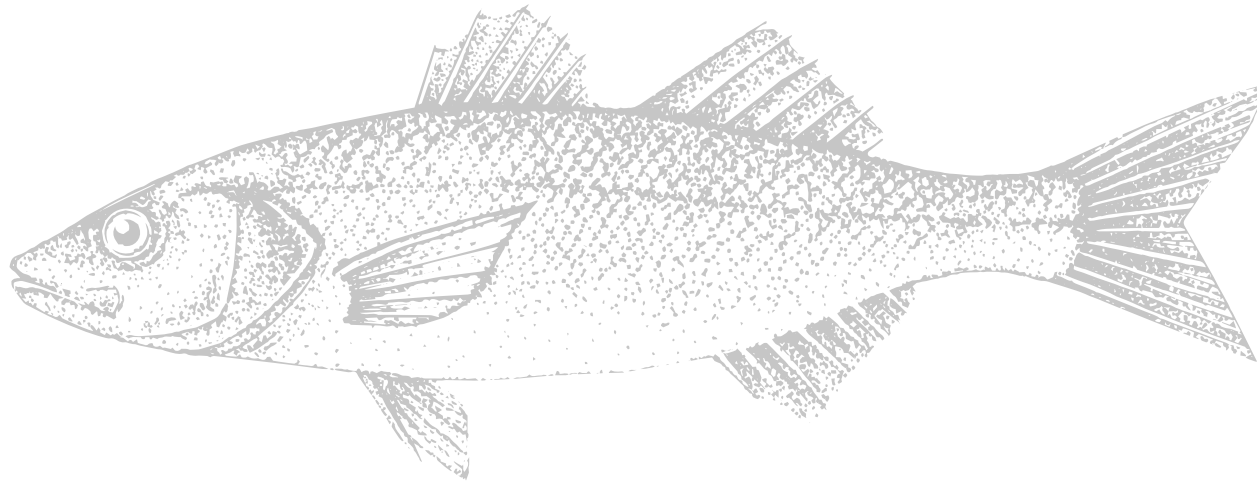
Figures

0 1 2 3 4 5 6 7 8 9 0

---

Special Characters

! “ § \$ % & / ( ) = ? ` ; : i “ ¶ ¢ [ ] | { } ≠ ¿ ‘  
« Σ € ® † Ω “ / ø π • ± ‘ æ œ @ Δ ° ª © f ∂ , å ¥ ≈ ç



# 03 THE COLOR SYSTEM

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Color plays an important role in the **MR. CRAB** corporate identity program. The colors on the next pages are recommendations for various media. A palette of colors has been developed, which comprise the “One Voice” color scheme. Consistent use of these colors will contribute to the cohesive and harmonious look of the

**MR. CRAB** brand identity across all relevant media. Check with your designer or printer when using the corporate colors that they will be always be consistent.

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## THE COLOR SYSTEM

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### Explanation:

The **MR. CRAB** identity has three official colors: Red, Black and PANTONE 874 C. These colors have become a recognizable identifier for the brand.

### Usage:

Use them as the dominant color palette for all internal and external visual presentations of the company.

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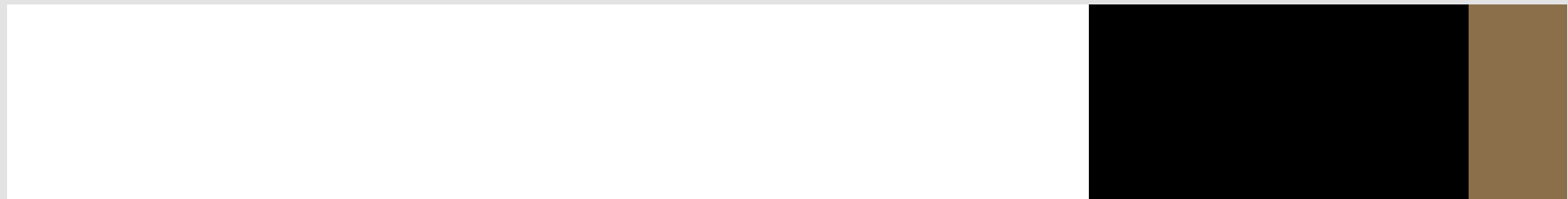
Pantone Black		
CYAAN		0%
MAGENTA		0%
GEEL		0%
ZWART		100%
ROOD		29
GROEN		29
BLAUW		27
WEB		#1d1d1b

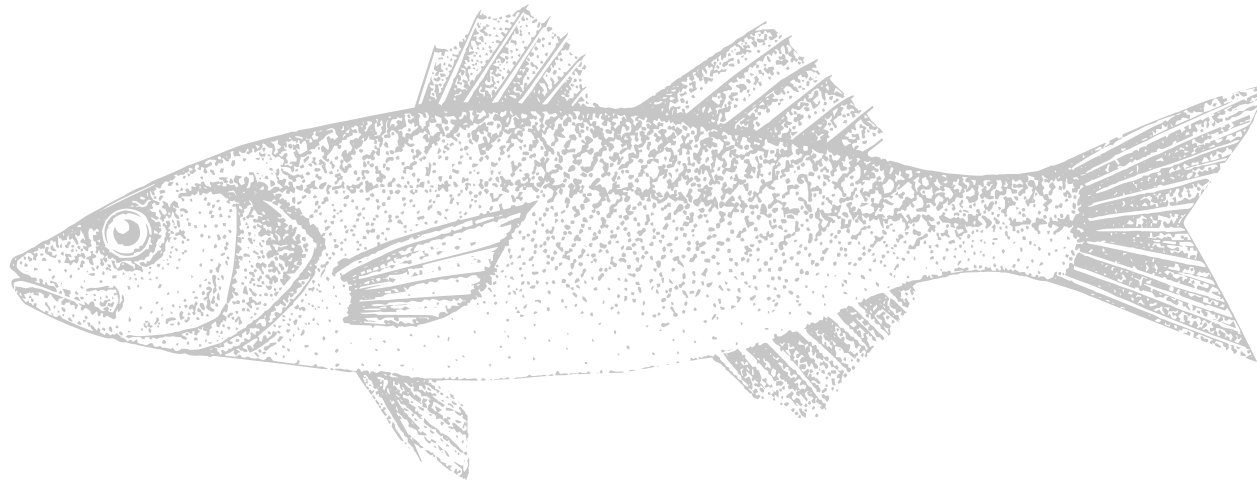
Pantone 874		
CYAAN		35%
MAGENTA		46%
GEEL		67%
ZWART		31%
ROOD		139
GROEN		111
BLAUW		75
WEB		#8b6f4b

Pantone White		
CYAAN		0%
MAGENTA		0%
GEEL		0%
ZWART		0%
ROOD		255
GROEN		255
BLAUW		255
WEB		#ffffff

### THE MUTUAL COLOR RATIO

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# 04 CORPORATE STATIONERY

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Stationery is a primary means of communication and it is essential that every application be a consistent reflection of our corporate identity. There is only one approved design format for all corporate and business unit stationery, although there are slight variations in size and content for different regions of the world. This section illustrates approved layouts for

standard Dutch business stationery. It includes specifications for typography, color, printing method, paper stock and word processing. Stationery brand management guidelines do not include invoices, bills of lading, credit letters, business forms, checks, e-mail tags or other business processes.

---

Letterhead  
Envelope  
Businesscard



# THE MR. CRAB LETTERHEAD

## Explanation:

This shows the approved layouts with the primary elements of the **MR. CRAB** stationery system for the front- and backside of the letterheads.

## Usage:

The letterhead will be used for all official communication that is going out of **MR. CRAB**.

## PARAMETER

Dimensions  
297 x 210mm  
DIN A4

Weight  
120g/m Uncoated  
white

Print  
Offset  
CMYK



Restaurant



Bistro

## MR. CRAB A5 ENVELOPE

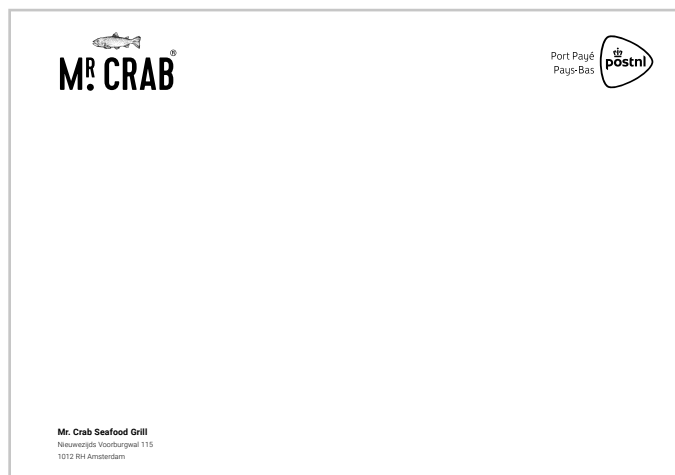
-

### Explanation:

This shows the approved layout with the primary elements of the **MR. CRAB** stationery system for envelopes.

Dimensions	Weight
220 x 156 mm	120g/m Uncoated
DIN A5	white

Print  
Offset  
CMYK



## BUSINESS CARDS

-

### PARAMETER

Dimensions	Weight	Print
85 x 55 mm	White PVC Card	CMYK

### Explanation:

This shows the approved layouts with the primary elements of the **MR. CRAB** stationery system for business cards.

### Usage:

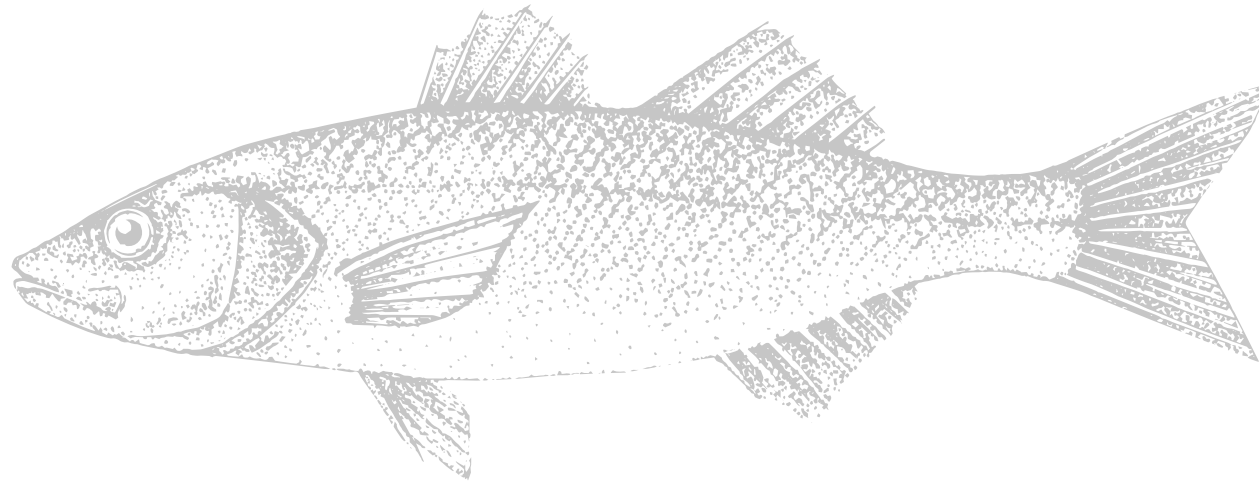
The business cards will be used for all official contact and communication of **MR. CRAB**.



front



back



# 05 IMAGES

---

These images are property from  
**MR. CRAB** or royalty free stock images

Available formats are:  
.jpg in a zip-file

**Attention:**

Use of any other images is not permitted. This undermines the brand consistency. Please consult with the **MR. CRAB** Trademark Licensing if you have any questions or need further help.

---

## IMAGES

Corporate Images are responsible to transfer the values of **MR. CRAB** to our customers or our potential customers. It is a composite psychological impression that continually changes with the firm's circumstances, media coverage, performance, pronouncements, etc. **MR. CRAB** may use various corporate advertising techniques to enhance their public image in order to improve their desirability as a seafood restaurant brand.

There is a difference in the use of visual material of the dishes between the restaurant and the bistro. At the bistro, the emphasis is on tacos, burgers, snacks and cocktails. Where the restaurant emphasizes the more extensive rights such as; Fruit the mer, lobster, crab, and other main dishes from the card.

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### EXAMPLES FOR MR. CRAB RESTAURANT IMAGES

-

#### Requirements:

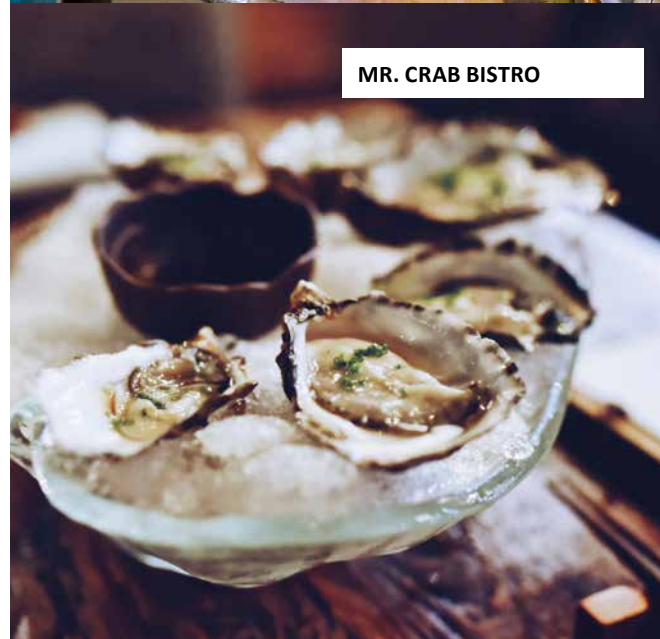
- full colour
- high contrast
- sharp images
- fresh dishes
- authentic
- only presented food from the menu: Lobster, Fruit de mer, Oysters, Crab, etc.

### EXAMPLES FOR MR. CRAB BISTRO IMAGES

-

#### Requirements:

- full colour
- high contrast
- sharp images
- fresh dishes
- authentic
- only presented food from the menu: Taco's, Burgers, Seafoodsnaacks and cocktails







MR. CRAB RESTAURANT



MR. CRAB BISTRO



MR. CRAB BISTRO





MR. CRAB RESTAURANT



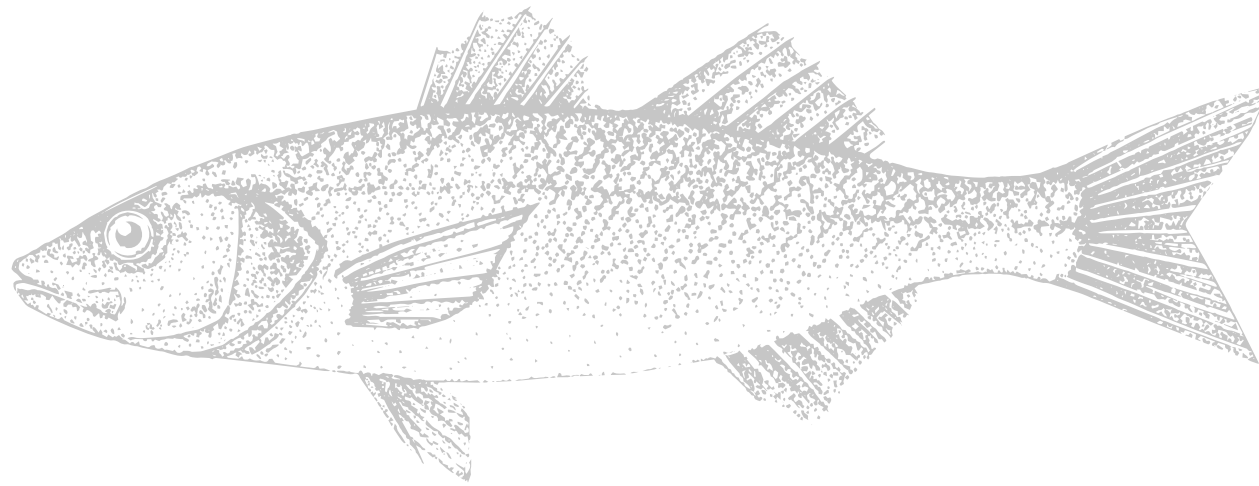
MR. CRAB RESTAURANT



MR. CRAB RESTAURANT



MR. CRAB BISTRO



# 06 BRANDING EXAMPLES

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The following pages are a number of examples of the **MR. CRAB** identity applied on various items such as online banners and the menucard. The examples on the next pages are recommendations for various outings. Consistent use of the identity will contribute to the cohesive and harmonious look

of the **MR. CRAB** brand. Check with your designer or printer when using the corporate identity on new items so that they will be always be consistent.

---

Google banners  
Printed adverts  
Membershipcard

Menucard  
Textile  
Transport

Interior impression  
Exterior impression  
Facade site announcement

Branded utensils



## GOOGLE BANNERS

-

### Explanation:

This shows the approved layout with the primary elements of the **MR. CRAB** identity system for online banners.

Both for the restaurant and the bistro there is a set of Google banners available in the sizes:

- 175x206 pixels
- 525x206 pixels
- 175x539 pixels
- 175x872 pixels
- 825x206 pixels
- 825x361 pixels
- 160x600 pixels
- 1045x552 pixels



Dimensions  
Rectangle



Dimensions  
Skyscraper



Dimensions  
Horizontal banner

# PRINTED ADVERTS

## Explanation:

This shows the approved layout with the primary elements of the **MR. CRAB** identity system for printed adverts.

Both for the restaurant and the bistro there is a lay-out template.



**SEAFOOD GRILL**  
**MR. CRAB**  
RESTAURANT  
AMSTERDAM

Nu vele jaren hard werken als kapitein op de krab-wisselboot "Mr. Crab" in de koudste en wildste wateren op aarde, heeft de kapitein voor zijn ware passie gekozen, koken!

De Restobissos moeten altijd onder extreme en zware omstandigheden, vol met gevaren op het dek, hun werk doen. Het is van levensbelang dat ze dagelijks voedzame en gezonde maaltijden eten. De kapitein, Mr. Crab, nam het koken voor zijn bemanning daarom heel serieus. Hij nam dagelijks verse vis of krab uit de vangst van de dag, mengde deze met de beste verse groenten en kruiden en voegde zijn passie en liefde er aan toe. Zijn bemanning was van mening dat het eten aan boord beter was dan thuis aan de wal!

Dit zette de kapitein aan het denken en daarom nam hij het als een missie op zich om zijn passie en liefde voor voedzame en gezonde zeevruchten te delen met de rest van de wereld aan de wal. Hij koos Amsterdam als locatie voor zijn restaurant, Mr. Crab, om zo veel mogelijk mensen te laten genieten van zijn seafood passie. Dat zou zomaar het geheim kunnen zijn wat de seafoodgerechten van Mr. Crab zo uniek maakt.

*Tot ziens bij Mr. Crab!*

*Have a nice Catch!*

*Seafood made with love, passion and respect!*

**MR CRAB SEAFOOD GRILL**  
Nieuwezijds voorburgwal 115  
[www.mrcrab.nl](http://www.mrcrab.nl)

Opentijd:  
MA-ZO 12:00 - 23:00

f i

130x190 adverts V2.indd 1 05-12-18 08:35

Theaterkrant Amsterdam  
Restaurant advert  
130x190mm



**SEAFOOD GRILL**  
**MR. CRAB**  
Bistro  
AMSTERDAM

Voortbouwend op het succes van Mr. Crabs eerste restaurant, opent (de kapitein) nu de allereerste seafood bistro in het hart van Amsterdam. Hiermee introduceert Mr. Crab een geheel nieuw concept, waarbij we een aantal van Mr. Crab's kenmerkende gerechten meenemen maar ook een aantal nieuwe seafood gerechten presenteren zoals, seafood taco's, broodjes, seafood snacks en borrelhapjes.

Ook hebben we twee bekende Britse mixologists ingevlogen, die hun krachten hebben gebundeld om samen een custom cocktailmenu te creëren. Alle seafood gerechten die geserveerd worden in de bistro zijn nu perfect te combineren met je favoriete cocktail.

De gerechten variëren van een fraai de ma'ka tot kleinere seafood bites en snacks, perfect om te delen.

Door elke dag te kiezen voor de beste vangst van de dag, verzekeren wij je van de hoogste kwaliteit seafood bites in Amsterdam. De Mr. Crab Bistro zal jouw go-to plek worden voor je avondje uit, of voor het bijkomen de dag era. Zin om van onze seafood te genieten op een andere manier? Kies dan voor onze Seafood Bistro.

*Have a nice Catch!*

*We zien je snel op het Rembrandtplein!*

*Seafood made with love, passion and respect!*

**MR CRAB BISTRO**  
Amstelstraat 7  
[www.mrcrab.nl](http://www.mrcrab.nl)

MA-DO 12:00 - 01:00  
VR-ZA 12:00 - 03:00  
ZO 12:00 - 01:00

f i

130x190 adverts V2.indd 2 05-12-18 08:35

Theaterkrant Amsterdam  
Bistro advert basic  
130x190mm



**SEAFOOD GRILL**  
**MR. CRAB**  
Bistro  
AMSTERDAM

*Een avondje uit naar het Theater, Bioscoop of Concert?*

Begin dan je avond bij Mr. Crab Bistro. Met onze dagverse vangst verzekeren wij je van de hoogste kwaliteit seafood bites in Amsterdam.

Maak keuze uit seafood gerechten als seafood taco's, seafood burgers, seafood snacks en borrelhapjes. Dit alles met speciaal voor jou ontwikkelde cocktails.

*Have a nice Catch!*

Speciaal voor de bezoekers van theater, bioscoop of concert, bij je bestelling

*een gratis cocktail*

*We zien je snel op het Rembrandtplein!*

*Seafood made with love, passion and respect!*

**MR CRAB BISTRO**  
Amstelstraat 7  
[www.mrcrab.nl](http://www.mrcrab.nl)

MA-DO 12:00 - 01:00  
VR-ZA 12:00 - 03:00  
ZO 12:00 - 01:00

f i

130x190 adverts V2.indd 3 05-12-18 08:35

Theaterkrant Amsterdam  
Bistro advert action/event  
130x190mm



## MEMBERSHIPCARD

### Explanation:

This shows the approved layout with the primary elements of the **MR. CRAB** identity system for the membershipcard.

Dimensions  
85 x 55 mm

Weight  
PVC Card

Print  
Offset  
CMYK

front



*Seafood made with love, passion and respect!*

The membership card is valid at all Mr. Crab locations.

15% discount from 12pm/17pm and 10% discount on dinner at all Mr. Crab locations.  
20% discount on your birthday and on membership cardholders party reservations.

NAME:

**Mr. Crab Seafood Grill**  
Nieuwezijds Voorburgwal 115  
1012 RH Amsterdam  
T. 020 891 59 59

**Mr. Crab Bistro**  
Amstelstraat 7  
1017 DA Amsterdam  
T. 020 779 82 64



[www.mrcrab.nl](http://www.mrcrab.nl)

back

# MENUCARD

## Explanation:

This shows the approved layout with the primary elements of the **MR. CRAB** stationery system for the menucards.

Dimensions  
297 x 420 mm  
DIN A3

Weight  
120g/m Uncoated  
white

Print  
Offset  
CMYK



# THE MENU

SEE THE BACKSIDE FOR OUR DRINKCARD

<p><b>APPETIZERS COLD</b></p> <p><b>1. ORGANIC BREAD</b> with herb butter <b>3,50</b></p> <p><b>2. TRADITIONAL DUTCH HERRING</b> served with pickles and onions <b>6,00</b></p> <p><b>3. SHRIMP COCKTAIL</b> <b>7,50</b></p> <p><b>4. MACKEREL DARTMOE</b> with a touch of mayonaisse <b>9,00</b></p> <p><b>5. GRAYNOU LAK</b> The authentic crabs' shell, sugar and salt <b>10,00</b></p> <p><b>6. CHEF SURPRISE COLD PLATTER</b> mix starter platter chef's choice <b>20,00</b></p> <p><b>APPETIZERS WARM</b></p> <p><b>7. SHRIMP CROQUETTEEN</b> with homemade mayonaisse <b>7,50</b></p> <p><b>8. DEEP FRIED SOFT SHELL CRAB</b> with tartar mayonaisse <b>8,00</b></p> <p><b>9. HOMEMADE CRAB COOKIES</b> served with fish sauce <b>9,50</b></p> <p><b>10. PORTION CALAMARI</b> + 150 gr with garlic sauce <b>9,50</b></p> <p><b>11. FRIED SMELTS</b> with tartar mayonaisse <b>9,50</b></p> <p><b>12. CHEF SURPRISE WARM PLATTER</b> mix starter platter chef's choice <b>23,00</b></p> <p><b>CAPTAIN'S SPECIALS</b></p> <p><b>SEAFOOD PAN DE AZÚCEN</b></p> <p><b>13. LOBSTER PASTA</b> with cherry tomatoes <b>17,00</b></p> <p><b>14. GRILLED TUNA SALAD</b> with avocado and chili mayonaisse <b>18,50</b></p> <p><b>15. MR. CRAB SEAFOOD SALAD</b> with four types of seafood (chef's choice) <b>20,00</b></p> <p><b>16. WHOLE GRILLED MACKEREL</b> <b>20,00</b></p> <p><b>17. WHOLE GRILLED OIL-HEAD BRUAM</b> <b>25,00</b></p> <p><b>18. WHOLE GRILLED SEABASS</b> <b>25,00</b></p> <p><b>19. 250 GR. FRESH SALMON STEAK</b> <b>25,00</b></p> <p><b>20. 250 GR. FRESH SEARED TUNA STEAK</b> <b>25,00</b></p> <p style="background-color: #d9ead3; padding: 2px;"><b>SUPPLEMENT FRIES AND SALAD + 4,00</b></p> <p><i>Do you have allergy or special needs? Let us know</i></p> <p><b>ALSO VISIT OUR MR. CRAB BISTRO AT THE AMSTELSTRAAT 7, AMSTERDAM</b></p>	<p><b>SOUPS</b></p> <p><b>21. MR. CRAB LOBSTER SOUP</b> Mr. Crab's recipe homemade lobster soup <b>9,95</b></p> <p><b>22. MR. CRAB SEAFOOD SOUP</b> Mr. Crab's own fresh home-made soup with different types of seafood <b>9,95</b></p> <p><b>MUSSELS</b> served with fries</p> <p><b>23. 300 GR. THE BELGIUM WAY</b> cooked in Belgium beer <b>20,00</b></p> <p><b>24. 500 GR. THE FRENCH WAY</b> cooked in a French white wine <b>20,00</b></p> <p><b>FROM THE GRILL</b></p> <p><b>25. JUMBO KING PRawns + 250 GR.</b> <b>20,00</b></p> <p><b>26. KING LOBSTER FROM THE GRILL 400/100 GR</b> 1/2 Lobster <b>23,50</b> 1 Lobster <b>46,00</b></p> <p><b>27. CHILLI LOBSTER 400/100 GR</b> 1/2 Lobster <b>24,50</b> 1 Lobster <b>46,00</b></p> <p><b>28. FRANKS FROM THE GRILL</b> served with home-made fries and salad <b>22,50</b></p> <p><b>29. PREMIUM MIXED GRILL</b> Four types of seafood served with home-made fries and salad <b>29,95</b></p> <p><b>30. GRILLED KING CRAB LEGS 250 GR.</b> served with clarified butter, home-made fries and salad <b>38,50</b></p> <p><b>31. MR. CRAB MIXED GRILL FOR ONE</b> Four types of seafood, 100 gr. King crab on muskells, served with home-made fries and salad <b>39,00</b></p> <p><b>32. MR. CRAB MIXED GRILL FOR TWO</b> Four types of seafood, 200 gr. King crab on muskells, served with home-made fries and salad <b>77,00</b></p> <p><b>BURGERS FROM THE GRILL</b></p> <p><b>33. MR. CRAB ROLL WRAB BURGER</b> Deep-fried soft shell crab in tempura with mayonaisse and special mayonaisse <b>17,50</b></p> <p><b>34. BURGER &amp; GAMBA'S</b> 100% Beefburger served with 2 Grilled King Prawns <b>23,00</b></p> <p><b>35. SUSHI &amp; YUFI</b> 100% Beefburger served with 200 gr. grilled lobster <b>29,95</b></p> <p><b>36. BURGER &amp; KINGCRAB</b> 100% Beefburger served with 200 gr. grilled King Crab <b>35,00</b></p> <p style="background-color: #d9ead3; padding: 2px;"><b>SUPPLEMENT FRIES AND SALAD + 4,00</b></p>	<p><b>CATCH OF THE DAY MENU</b> served with fries and salad <b>45,00 p/p</b></p> <p><b>37. DELUXE CATCH</b> • choice between lobster or seafood soup • four types of seafood-entrées • dessert surprise from the chef <b>45,00 p/p</b></p> <p><b>38. MR. CRAB ROLL CATCH</b> • two kinds of cold starters (chef's choice) • four types of seafood-entrées • half lobster • 100 grams King crab p.a. • dessert surprise from the chef <b>59,50 p/p</b></p> <p><b>39. COMBI CATCH FOR TWO</b> Repeat selection of cold seafood including shellfish, long ribs legs, Norwegian shrimp, 2 Langoustines, shrimp cocktail, tuna and crab salad and one half lobster + Premium mixed grill + warm half lobster <b>115,00</b></p> <p><b>FRUITS DE MER ON ICE</b></p> <p><b>OSTER SELECTION</b> <b>40. 6x OYSTER FINE DE CLASSE 2</b> <b>17,50</b> <b>41. 6x OYSTER BLACKROCK NO 3</b> <b>16,50</b> <b>42. 6x OYSTER UMAAMI NO 3</b> <b>19,50</b> <b>43. 6x OYSTER GULLANDEAU NO 3</b> <b>27,00</b> <b>44. 6x MR. CRAB OYSTER SELECTION COLD</b> <b>36,00</b></p> <p><b>45. FRUIT DE MER DELUXE PLATTER</b> Deluxe selection of cold seafood, hermit, shrimp cocktail, Northwest crab, grassed fish, lobster, chorizo, tuna salad, homemade calamari and selection of shellfish. <b>2 PERS. 27,50</b> <b>2 PERS. 52,00</b></p> <p><b>46. FRUIT DE MER KING PLATTER</b> Repeat selection of cold seafood, hermit, shrimp cocktail, Northwest crab, grassed fish, lobster, chorizo, tuna salad and selection of shellfish. Plus 100 gr. King crab p.p., half lobster p.a., three options p.a., homemade calamari and 1 signature p.a. <b>55,00</b> <b>2 PERS. 105,00</b></p> <p><b>47. 250 GR. KING CRAB LEGS</b> Served King Crab legs served on crushed ice <b>32,50</b></p> <p><b>48. HALF LOBSTER</b> Sliced half lobster served on crushed ice <b>23,00</b></p> <p><b>49. WHOLE LOBSTER</b> Sliced whole served on crushed ice <b>46,50</b></p> <p><b>50. 250 GR. KING CRAB + HALF LOBSTER ON ICE</b> Sliced 250 grams King Crab &amp; half lobster served on crushed ice <b>55,00</b></p>
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<p><b>SIDE DISHES</b></p> <p><b>51. HOME MADE FRIES</b> <b>3,50</b></p> <p><b>52. MASHED POTATO</b> <b>3,50</b></p> <p><b>53. FRESH ONION RINGS</b> <b>3,50</b></p> <p><b>54. SEAFOOD RICE WITH FRUIT DE MER</b> <b>4,00</b></p> <p><b>55. HOME MADE MASHED POTATOES</b> <b>4,00</b></p> <p><b>56. ORGANIC VEGETABLES FROM THE SEASON</b> <b>4,00</b></p> <p><b>57. TARTARUS SALAD</b> (traditional Lobster sauce) <b>4,75</b></p> <p><b>SAUCE</b></p> <p><b>58. GARLIC SAUCE</b> <b>1,50</b></p> <p><b>59. MEDITERRANEAN SAUCE (Anchoalisa)</b> <b>1,50</b></p> <p><b>60. COCKTAIL SAUCE</b> <b>1,50</b></p> <p><b>61. TRUFFLE MAYONNAISE</b> <b>1,50</b></p> <p><b>62. RAUVIGOTTE SAUCE</b> <b>1,50</b></p> <p><b>BEER</b></p> <p><b>DRAFT:</b></p> <p><b>HENRIKEN 0,25 CL</b> <b>3,50</b> <b>HENRIKEN 0,50 CL</b> <b>5,50</b> <b>HANDEY 0,50 CL</b> <b>5,50</b></p> <p><b>BOTTLES:</b></p> <p><b>HENRIKEN 0,50</b> <b>11,00</b> <b>AMSTEL BADELERS LEMON 2,0</b> <b>4,50</b> <b>BRAND WITZEN</b> <b>5,50</b> <b>CORDON</b> <b>5,50</b> <b>DUVEL</b> <b>5,50</b> <b>WIT BEER</b> <b>5,50</b></p> <p><b>CODA COLA</b></p> <p><b>CODA COLA</b> <b>3,50</b> <b>CODA COLA LIGHT</b> <b>3,50</b> <b>DAVIS ORANGE</b> <b>3,50</b> <b>SPRITE</b> <b>3,50</b> <b>APPLE JUICE</b> <b>3,50</b> <b>ORANGE JUICE</b> <b>3,50</b> <b>CASSI</b> <b>3,50</b> <b>ICE TEA LEMON</b> <b>3,75</b> <b>BITTER LEMON</b> <b>3,75</b> <b>TONIC</b> <b>3,75</b></p> <p><b>MINERAL WATER</b></p> <p><b>MINERALWATER</b> <b>0,50</b> <b>SMALL SPARKLING / NATURAL</b> <b>0,50</b> <b>MINERALWATER</b> <b>1,00</b> <b>LARGE SPARKLING / NATURAL</b> <b>1,00</b> <b>GRAPES CHAMPAGNE</b> <b>6,00</b></p> <p><b>THE KINGS SHOTS</b></p> <p><b>JACK DANIELS</b> <b>5,00</b> <b>J.W. BEEHABEL</b> <b>5,00</b> <b>JAMESON</b> <b>5,00</b> <b>VODKA</b> <b>5,00</b> <b>BACARDI</b> <b>5,00</b> <b>CRUISER BEER</b> <b>4,50</b> <b>J.W. BLACK LABEL</b> <b>5,50</b> <b>OLIV VODKA KWAKAR</b> <b>15,00</b></p>	<p><b>WHITE WINE</b></p> <p><b>CHARNOOYAN - GUILAUME AUJELLE</b> 2017 France, Vin de Pays d'O.C., dry still wine This well-structured Mediterranean Chardonnay has aromas of black currant, flowers, plums, tobacco and a hint of citrus. <b>price: 4,95</b> <b>bottle: 24,00</b></p> <p><b>SAUVIGNON BLANC - GUILAUME AUJELLE</b> 2017 France, Vin de Pays d'O.C., dry still wine Looking for something more fun and fresh? This is your pick! Intense nose with aromas of grapefruit and ripe tropical fruit. <b>price: 4,95</b> <b>bottle: 24,00</b></p> <p><b>SAUCE</b> <b>bottle: 24,00</b></p> <p><b>GOLD OFISH - JEFF CARREL</b> 2016 France - Pays d'Herault, dry white wine Like a fish in the water! Who said you can't combine fishing in southern France? This elegant, complex, dry blending is a great match with seafood. <b>price: 29,50</b> <b>bottle: 29,50</b></p> <p><b>WIL DO SOGGIO ABBONNINO - AS LALAS</b> 2017 Spain - Rioja Alavesa, still white wine The Alavero group is getting increasingly popular because of wines like this! Mostly appreciated with a medium high acidity and minerality. Pairs with everything in our kitchen from Spanish tapas to generalist Grapes. <b>price: 29,50</b> <b>bottle: 29,50</b></p> <p><b>"LE OCH" VERDECHHO DEI CASTELLI DI JESI</b> <b>CLASSIC - FATOMA SAN LORENZO</b> 2016 Italy - Marche, dry white wine This typical Italian Vinetichino is made from a single vineyard and fermented in concrete tanks. It has floral and nutty notes on the nose. On the palate we find apricot, peach and some spices. <b>price: Verdelchho</b> <b>bottle: 37,50</b></p> <p><b>HAART TO HEART - REINHOLD HAART</b> 2016 Germany - Mosel, still slightly sweet white This germanic wine has a slightly sweet character, it has a soft and a full green certified. <b>price: Riesling</b> <b>bottle: 34,50</b></p> <p><b>MEURSAUT GRANDS CHARDONS</b> <b>PHILIPPE BOUZEBAU</b> 2015 France - Chateau de Chateau, dry still white Complex and dimensional wine. Harmonized with a strong backbone and delicate floral notes, underpinned by nuances of spice and a touch of vanilla. Beautifully balanced with a long and creamy finish. <b>price: Chardons</b> <b>bottle: 15,00</b> <b>bottle: 40,00</b></p> <p><b>MACON VILLAGES "LES SARDINIEN"</b> <b>ROBERT CHOUQUET</b> 2015 France - Burgundy, dry still white Do you like a more return style of Chardonnay? This friendly and elegant wine will continue to amaze you. The dry and old grape vines give a complex structure and intensity. <b>price: Chardons</b> <b>bottle: 43,50</b> <b>bottle: 43,50</b></p> <p><b>GRÜNER Veltliner FEDESFELT "STEIN AM RAIN"</b> 2017 Österrich - Austria, dry still white wine The leading grape of Austria! Special grape variety, mostly refreshing and perfectly integrated acidity. <b>price: Grüner Veltliner</b> <b>bottle: 49,00</b></p>	<p><b>RED WINE</b></p> <p><b>MERLOT - GUILAUME AUJELLE</b> 2015 France - Vin de Pays d'O.C., still red This well-structured Mediterranean Chardonnay has aromas of black currant, flowers, plums, tobacco and a hint of citrus. <b>price: Merlot</b> <b>bottle: 40,00</b></p> <p><b>LES PETITS PINS ROUGE - DOM. BIRAL</b> 2016 France - Corse du Sud, still red wine A dense red colour with aromas of beautiful red ripe fruit with a spicy touch and soft tannins. <b>price: Grapes</b> <b>bottle: 35,50</b> <b>bottle: 35,50</b></p> <p><b>ROSÉ</b></p> <p><b>CLOS PRIMAT ROSE - OLIVIERA</b> 2017 Spain - Catalunya, dry still wine Deep pink rose with aromas of strawberry, raspberry and peach. Vibrant and elegant. <b>price: Grapes &amp; Merlot</b> <b>bottle: 34,00</b> <b>bottle: 34,00</b></p> <p><b>COTEVAUX BOURGONNONS ROSE - BELENOS</b> 2017 France - Bourgogne, dry still wine Beautiful light pink rose, aromas of fresh strawberries, raspberries with aromas of peach and notes of red and light tang. <b>price: Grapes</b> <b>bottle: 26,00</b> <b>bottle: 26,00</b></p> <p><b>BIBBLES</b></p> <p><b>OH! CAVA BRUT - OLIVIERA</b> e.a. Spain - Grapes, dry still bubbler Just the Champagne but from Spain! Aged for more than 18 months with a beautiful soft mousse and aromas of peaches and apricot. Not just a great aperitif but also a great companion for seafood dishes. <b>price: Grapes, Muscatels, Fandango &amp; Vanilla</b> <b>bottle: 39,00</b> <b>bottle: 39,00</b></p> <p><b>OH! CAVA BRUT ROSÉ - OLIVIERA</b> e.a. Spain - Grapes, dry still bubbler Pink bubbler made according to the Champagne method. This rosé bubble has aged for 12 months which gives it a delicate fur and aromas of ripe raspberries, blackberries and a little cherry. <b>price: Grapes, Gamay &amp; Pinot</b> <b>bottle: 25,00</b> <b>bottle: 25,00</b></p> <p><b>PROSECCO COLLETTA EXTRA DRY - SPAGNOLI</b> e.a. Italy - Veneto, dry white bubbler Typical bubbler from the north-eastern Veneto region in Italy. On the nose we find aromas of pear and notes and hints of white bread and brioche. Gentle bubbles, balanced with an exciting effervescence. <b>price: Grapes</b> <b>bottle: 46,00</b> <b>bottle: 46,00</b></p> <p><b>CHAMPAGNE GRAND CRU BLANC DE BLANCS - ORIGINE BRUT - HODSTOMME</b> e.a. France - Champagne - Grand Cru, dry white bubbler The grapes for this Champagne are sourced from the very best vineyard parcels of the Grand Cru village Chilly and have aged for more than 3 years. <b>price: Grapes</b> <b>bottle: 70,00</b> <b>bottle: 70,00</b></p>
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**ALSO VISIT OUR MR. CRAB BISTRO AT THE AMSTELSTRAAT 7, AMSTERDAM**

front

back

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## TEXTILE

-

**Explanation:**

This shows the approved textile branding with the primary elements of the **MR. CRAB** stationery system for the employers, like a chef's jacket and apron.

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Chef's jacket



Apron and a short apron for the service employers

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## TRANSPORT

-

**Explanation:**

This shows the approved covering/wrapping branding with the primary elements of the **MR. CRAB** identity system for a small delivery van.

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example of the **MR. CRAB** covering/wrapping for a small delivery van



## INTERIOR IMPRESSION

These are images of both **MR. CRAB** affiliates to show how the interior determines the atmosphere within the **MR. CRAB** branding. Especially the floor and the color use, together with the materials used, form the **MR. CRAB** interior.





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## EXTERIOR IMPRESSION

-  
In order to maintain a unity, the basic logo is used on the facade with the restaurant description as used in the restaurant logo.

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MR. CRAB BISTRO



MR. CRAB RESTAURANT

## FACADE SITE ANNOUNCEMENT NEW RESTAURANT

### Explanation:

This shows the approved facade facing with the primary elements of the **MR. CRAB** identity system to announce a new 'soon-to-open' **MR. CRAB** restaurant.

This facade facing is built up from a number of fixed elements as shown here. These are supplemented with MR CRAB images.



OPENING SOON

[www.mrcrab.nl](http://www.mrcrab.nl)



Basic opening text



Come and visit us at:

**Mr Crab Seafood Grill**  
Nieuwezijds Voorburgwal 115  
T. 020 891 59 59

**Mr Crab Bistro**  
Amstelstraat 7  
T. 020 779 82 64

[www.mrcrab.nl](http://www.mrcrab.nl)



All restaurants

WE HOPE  
TO CATCH  
YOU SOON!



[www.mrcrab.nl](http://www.mrcrab.nl)



Invitation quote

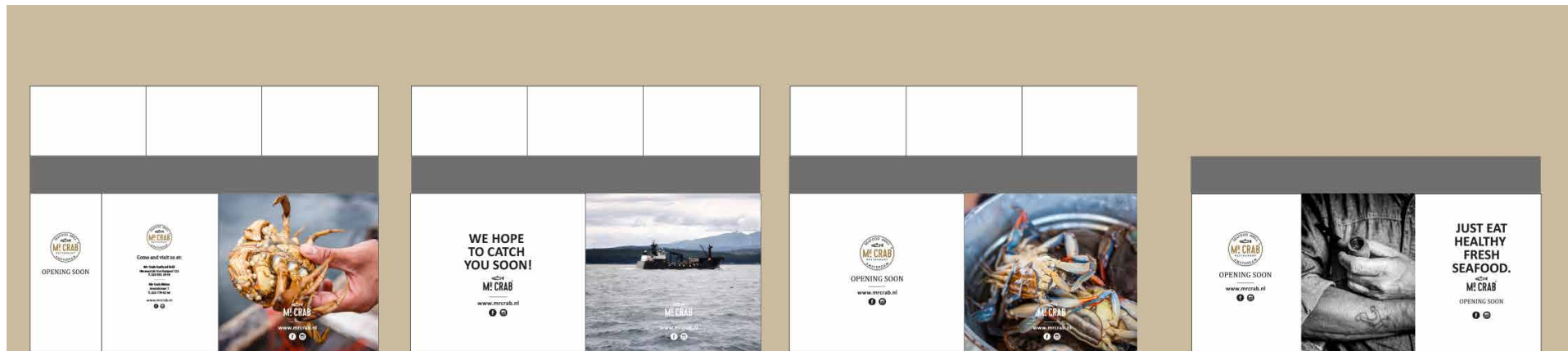
JUST EAT  
HEALTHY  
FRESH  
SEAFOOD.



OPENING SOON



Basic quote



Example of facade facing

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## BRANDED UTENSILS

### Explanation:

This shows the approved printed utensils with the primary elements of the **MR. CRAB** identity system for various items.

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Paper napkins



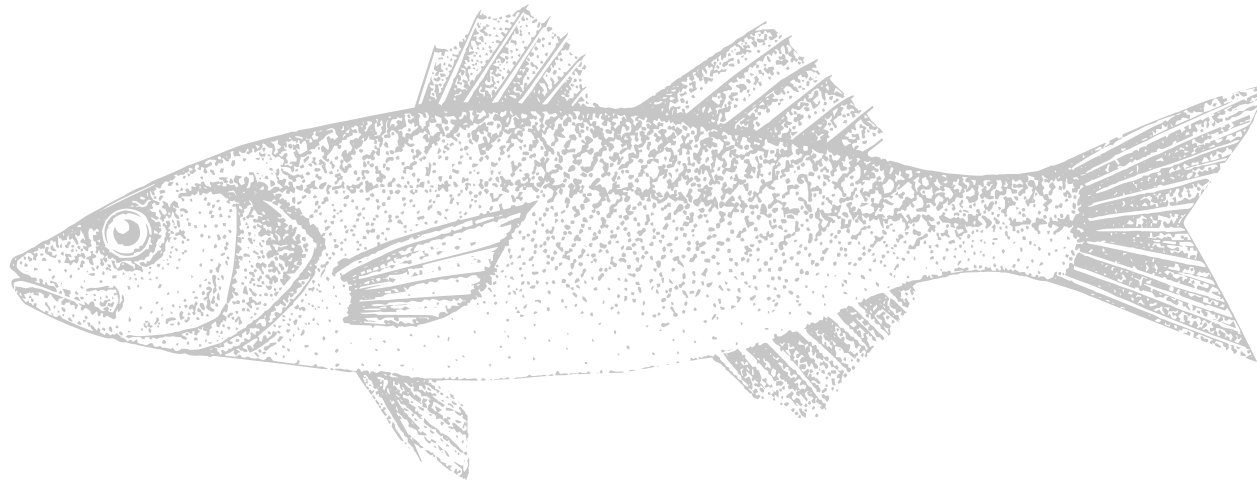
Paper foodwrapper



Paper take-away bags



Ceramic coffee cup and saucer



# 07 SUMMARY AND CONTACT

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Summary  
Contact



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## A SHORT SUMMARY

In short, this brandguide is leading in the application of the MR. CRAB identity on various levels. If something is not clear or you think you are missing in this brandguide, please contact MR. CRAB via the contact details below.

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## CONTACT

For further information please contact:

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1012 RH Amsterdam

E: [info@mrcrab.nl](mailto:info@mrcrab.nl)

P: +31 (0)20 891 59 59

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**COMPLETE MANUAL  
AVAILABLE AS PDF**



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MADE BY

**BURO  
BRAND**  
brand identity





**Thank  
you for  
interest**

**For further questions  
do not hesitate to contact us.**



**MR. CRAB<sup>®</sup>**

*Have a nice Catch!*