

Brand guidelines

LinLin

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LingLing

INTRODUCTION

OUR HEART

Hakkasan's naughty sister

This is a guide to the look and sound of Ling Ling; to the language we use and the messages we communicate. We can't be everything to everyone so being true to who we are will ensure our integrity and longevity.





OUR VISION

Ling Ling is the younger, more rebellious sibling to the established Hakkasan brand. As part of the same family they share much of the same DNA but Ling Ling is very much the naughty sister; more likely to get into trouble, stay up later and live a little more dangerously.

Ling Ling fuses the core elements of Hakkasan - exceptional dining, cutting-edge nightlife and award-winning mixology - and subverts them into an energetic and evolving experience that changes from location to location. It's flexible by design and always unexpected.



LingLing

VALUES & BELIEFS

'Always crafting a better experience' is the underlying core value behind Hakkasan Group that enables us to work with pride and continue to innovate.

Ling Ling staff are a central part of the experience; they reflect and embody the values of the brand, demonstrating the following core attributes.



CURATION AND TASTE

Ling Ling is often imitated. It is the surprising and honest curation and confident good taste that ensures the true feeling and vision of Ling Ling is never matched.



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LEADERSHIP

The creativity, organisation, restlessness, professionalism, pride and innovation is all enabled and underpinned by strong and decisive leadership. Leadership runs throughout and across the business and should be a trait and attitude facilitated by all.



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PROFESSIONAL PRIDE

Professional pride helps feed innovation and sets the tone for the unique energy of the brand. Our team is at the heart of what makes Ling Ling special, maintaining standards of service and experience which others look to as a benchmark for greatness.



Ling Ling



lingling



PERSONALITY

INDEPENDENT

Ling Ling does whatever she wants, doesn't follow rules and doesn't fit in a mould. Hakkasan created its own world. Ling Ling can't stay in one place and is a constant evolution.

CURIOUS

Ling Ling is always on the lookout for new things, tirelessly exploring and revelling in the wonders the world has to offer.

POST-MODERN

Ling Ling is more cutting-edge and ahead of the game, whereas Hakkasan has a timeless modernism. Ling Ling dances to her own beat.

FUN

As a counter to Hakkasan's slightly serious traits of mystery and elegance, Ling Ling can be fun. It stays up later, shouts louder and is more in your face

MISCHIEVOUS

Just like Hakkasan Ling Ling keeps you guessing, not through mystery, but mischief. You don't know what Ling Ling is going to do next, but you know it might get you in trouble.

Ling Ling



tone of voice

CURIOUS

Ling Ling is inquisitive and probing; always trying to find the best new music, food, fashion, art, film or inspiration. She seeks the company of people who inspire her and questions everything.

BOLD

Ling Ling is not shy; she speaks her mind with assurance and clarity. She likes to engage and debate and always has an opinion.

SASSY

Ling Ling is smart and flirtatious. Her language is provocative but never crude. She likes to get people thinking about things differently.

PASSIONATE

Ling Ling is passionate about people and the arts. She relishes new experiences and new ideas and loves bringing people together for fun, conversation and creative exploration.

PLAYFUL

Ling Ling will lead you down roads you didn't know you wanted to go. She'll take you in one direction and then switch the path. Not everything has to immediately make sense. Her wicked sense of fun means she plays with words, ideas and images, often distorting reality entirely.

LingLing



BRAND WORDS

Craft

Bright

Colour

Connection

Stimulation

Surprise

Temporal

Layers

Sensual

All night

Familiar

Unfamiliar

Convivial



lingling

LING LING GOLDEN RULES

Lead

Never compromise

Be confident

Be experimental

Explore the world around you

Question

Have fun



LingLing



Our graphic identity

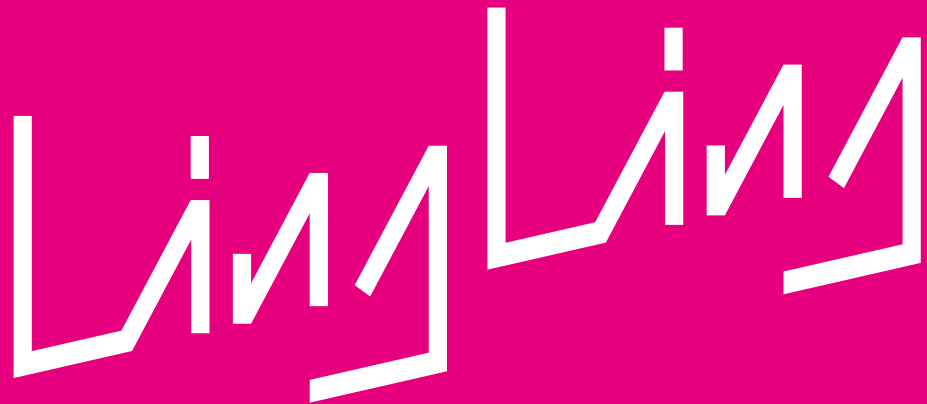
LingLing



OUR LOGO

11° ANGLE

This is the primary logo for LingLing, but if it doesn't fit with the layout, use the no tilted logotype.



NO TILT

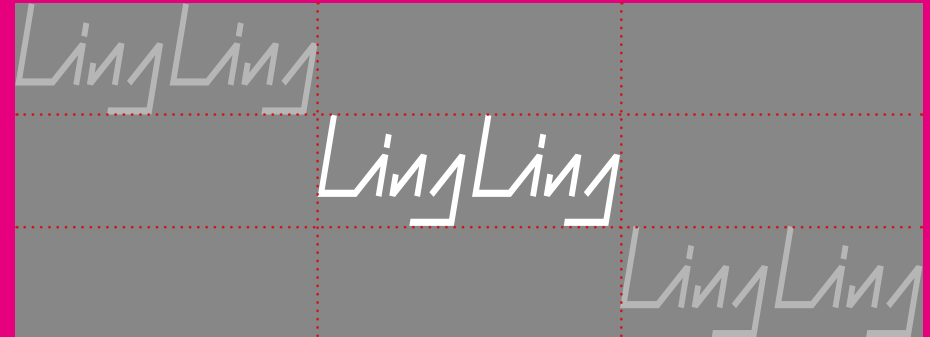


LingLing

CLEARANCE RULES -11° ANGLE



CLEARANCE RULES - NO TILT



LingLing

LOGOTYPE - COLOURS

LingLing

white

LingLing

black

LingLing

cyan

LingLing

magenta

LingLing

pruple

LingLing

.....

LOGOS IN SITU



LingLing

WITH IMAGE



DISTANCED RELATIONSHIP

Ling Ling and Hakkasan are strongly related brands and share many characteristics. We want the association to be known and how we do this is complex.

Ideally, the association is made through PR, word of mouth, and especially encouraged through channels other than our own. It is an association, and must be viewed as such. We do not want the public or the guests to see this as an endorsement in any way.

With all this in mind, we make the association in our marketing and other communications carefully. We discreetly place it in the menu cover as something for the guest to discover.

The association is made on business cards as we are communicating with people who have never heard of Ling Ling. In future, this might change.

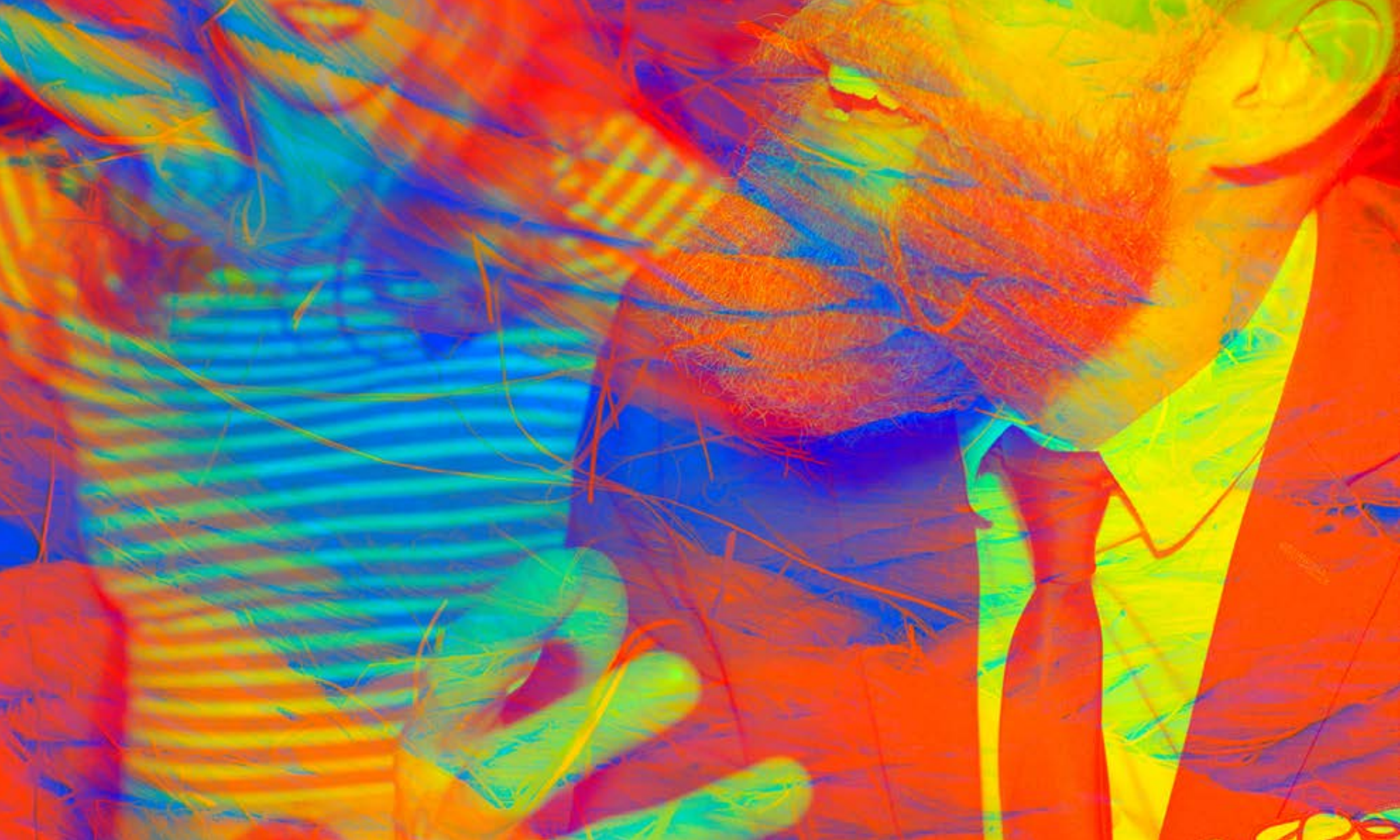


Name Surname
General Manager

Ling Ling
Andronikou
Mykonos 846 00
Greece

tel +00 00 00 00 00
xxxxxxxxx@lingling.com
hakkasan.com/lingling

HAKKASAN





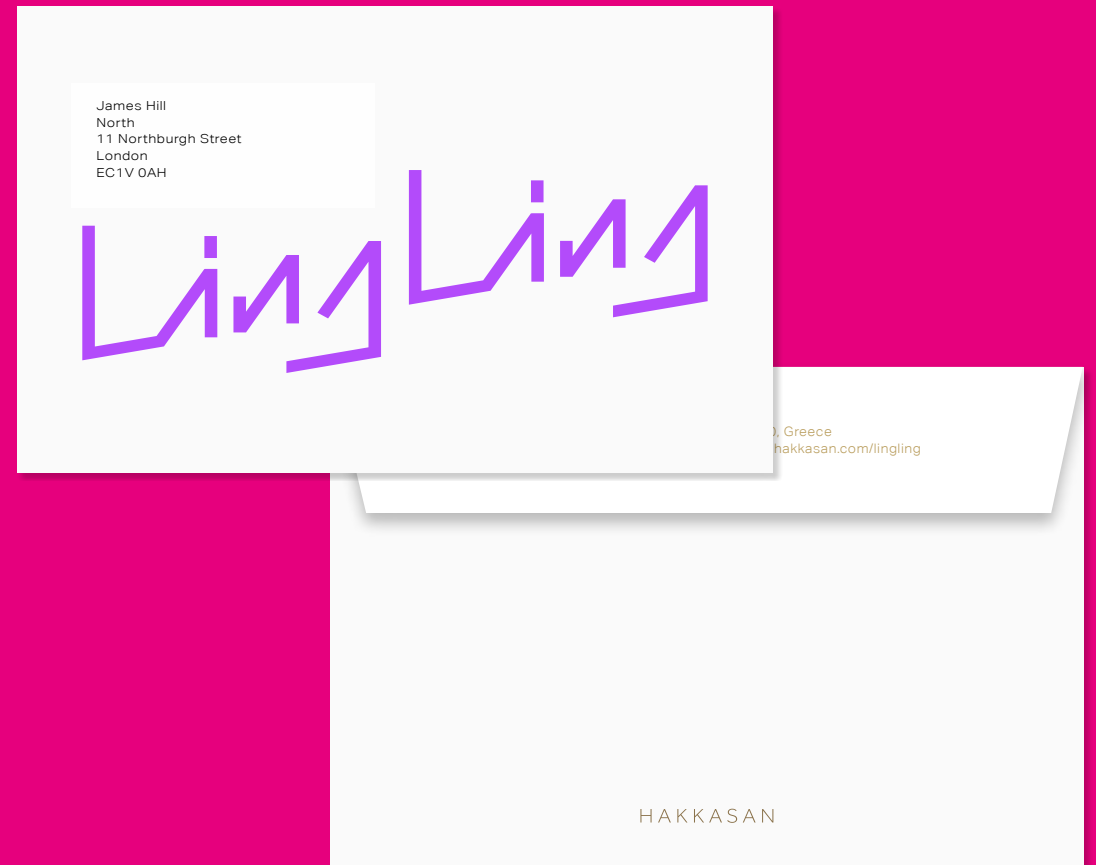
SIZE 2 EXAMPLE - FRONT OF HOUSE

Hakkasan logo is 1/3 of Ling Ling logo.



SIZE 3 EXAMPLE - STATIONARY

Hakkasan logo is 1/5 of Ling Ling logo





ON PROPERTY

Ling Ling logo only with some exceptions where we include the Hakkasan logotype

WEBSITE

hakkasan.com/lingling

Location information will be visible once you are on the website

PR

'Ling Ling launches in Mykonos this spring'

Not : 'Ling Ling Mykonos launches this spring'

ADVERTISING

Ling Ling logo only

With Hakkasan logotype where appropriate

STATIONARY/EMAIL

Ling Ling logo

Then text info:
Ling Ling
Andronikou,
Mykonos
846 00, Greece
tel +3012 499 88 88
Email
mail@lingling.com

Not
Ling Ling Mykonos

SOCIAL MEDIA

Ling Ling logo
Address info:
[@LingLingMykonos](https://www.instagram.com/LingLingMykonos)



Materials and print finishes



CORE MATERIALS

IN DEVELOPMENT

MATERIALS AND PRINT FINISHES

PERSPEX

Clear and colourless,
pale blue, clear pink
Alkor Draker plastic (for menu covers)

PAPER

Accent smooth glacier white
Curious matter white
Popset white
(brochure paper TBC)

PRINTING

We use digital or litho print using
four colour and spot colours where
applicable
Gold foiling in kurz luxor 376
Or metallic ink print using PMS 872
Blind debossing

LingLing



PAPER STOCK - MENUS

ALC

Horizon
OR similar printer's paper
approximately
190gsm (laminated)

ALL OTHER PRINTED MENUS

Arjowiggins
Conqueror CX22 Brilliant white
120gsm

STOCK - BUSINESS CARDS

Mohawk fine papers
Navajo Brilliant white
330gsm duplexed to 660gsm.

PAPER STOCK - SPECIAL PROJECTS

TAKEO

Tela white
120gsm

ARJOWIGGINS

Popset bright white
300gsm

ARJOWIGGINS

Curious collection skin red
270gsm

ARJOWIGGINS

Curious collection skin white
270gsm

GF SMITH

Colorplan
various colours and weights

LingLing

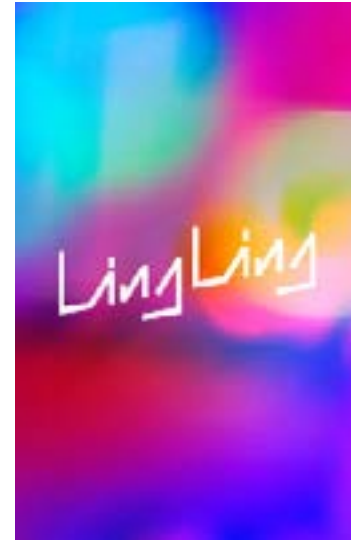
PRINT FINISHES



NAMING

Ling Ling should be named without the location unless distinction is required. Locations should only be mentioned as text information.

We do not create logo lockups for each location, this protects the core Ling Ling logo.



Name Surname
General Manager

Ling Ling
Andronikou
Mykonos 846 00
Greece

tel +00 00 00 00 00
xxxxxxxxx@lingling.com
hakkasan.com/lingling

HAKKASAN



COLOURS

Any colour can be used for Ling Ling. Colour should be bright, fresh and vibrant and work in harmony with any other content that you are using such as imagery or with the context that the piece will be seen.





LING LING COLOURS

In print use fluorescent colours where possible. These colours translate well on screen (RGB values included)



PMS 801
RGB 0 152 207



PMS 802
RGB 57 213 45



PMS 803
RGB 255 233 0



PMS 804
RGB 255 171 75



PMS 805
RGB 255 113 116



PMS 806
RGB 255 61 180



LING LING COLOURS

Printing 4 colour images;
Consider changing standard CMYK out
for Fluorescent CMYK

Cyan: PMS801
Magenta: PMS807
Yellow: PMS803
Black: Black



PMS 801



Black

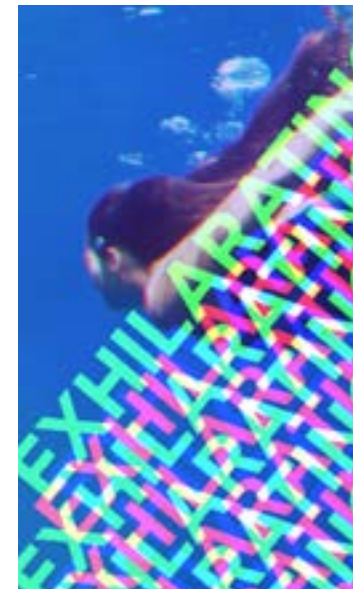


PMS 803



PMS 807

EXAMPLES OF USE OF COLOUR





OUR TYPEFACE

AKTIV GROTESK

The Aktiv Grotesk family is a 21st century interpretation of a grotesque sans typeface. It takes an authoritative but neutral position, lending your message support, without overpowering it.

Aktiv Grotesk is an ideal choice for branding exercises which require a diverse use of type, or where quiet authority is needed. Unlike many other grotesque font families, Aktiv Grotesk was specifically designed to stay true to the grotesque tradition. .

The Ling Ling font was chosen because it is strong, bold, modern and punchy. It comes in many weights, and it can be used in quite a fluid way. Choose a weight that suits the context and the message.

We primarily use Light, Medium and Bold

Aktiv Grotesk Hairline

Aktiv Grotesk Hairline Italic

Aktiv Grotesk Thin

Aktiv Grotesk Thin Italic

Aktiv Grotesk Light

Aktiv Grotesk Light Italic

Aktiv Grotesk Regular

Aktiv Grotesk Italic

Aktiv Grotesk Medium

Aktiv Grotesk Medium Italic

Aktiv Grotesk Bold

Aktiv Grotesk Bold Italic

Aktiv Grotesk XBold

Aktiv Grotesk XBold Italic

Aktiv Grotesk Black

Aktiv Grotesk Black Italic

CAPITALISATION AND HEADINGS

We almost always left align the block of text, and usually align it to the left of the page, as with the rest of the Asian Luxury Collection.

LEADING AND SPACING

We almost always left align the block of text, and usually align it to the left of the page, as with the rest of the Asian Luxury Collection.

ALIGNMENT

We almost always left align the block of text, and usually align it to the left of the page, as with the rest of the Asian Luxury Collection.

COLOUR

We almost always left align the block of text, and usually align it to the left of the page, as with the rest of the Asian Luxury Collection.



Terrace menu



Digital invite

Photography

LingLing

OUR IMAGERY

We have various types of imagery that we can use for Ling Ling marketing and PR.

We use photography to depict our products, as well as the interior, as well as depicting details of our campaigns, and to create atmospheric shots.

We also create imagery which is not of the product, but of scenes outside of Ling Ling, that tells the story in a different way.





APPLICATION

IN DEVELOPMENT

STYLE

IN DEVELOPMENT

LingLing



FOOD AND DRINK PHOTOGRAPHY

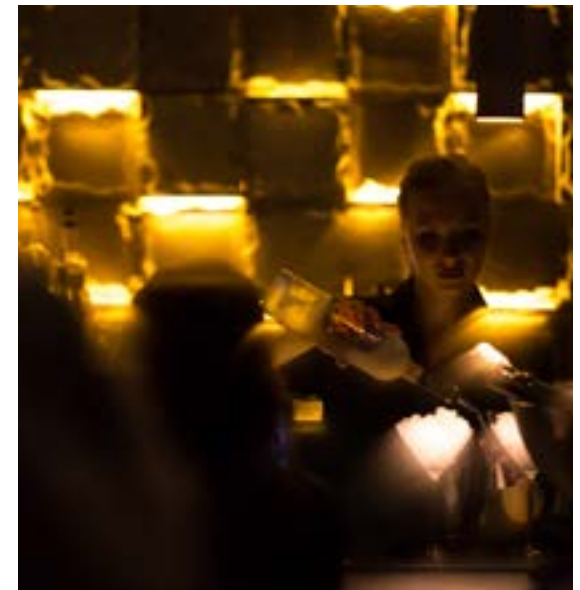
IN DEVELOPMENT



INTERIORS EXAMPLES



ATMOSPHERIC EXAMPLES



LOCATION EXAMPLES



PRESS EXAMPLES



Operational assets

LingLing

INTRODUCTION

You could say that all elements that are chosen for our restaurants are related to the brand, and they are. But for the sake of this document we have a selection of items that we call operational assets. They might, but don't always, have the logo on them, and are usually designed as part of the graphic identity.

The design and production of these items must be done to a high level of finish, to be in line with the rest of the guest experience. The following pages set out the specs of the operational assets, and should contain enough information to send to a printer to get costs. All of these items have associated spec sheets and artwork files.



LingLing

BAR TAB

MATERIAL:

Coloured perspex in Black 962

SIZE:

85 x 55 mm with rounded corner

THICKNESS:

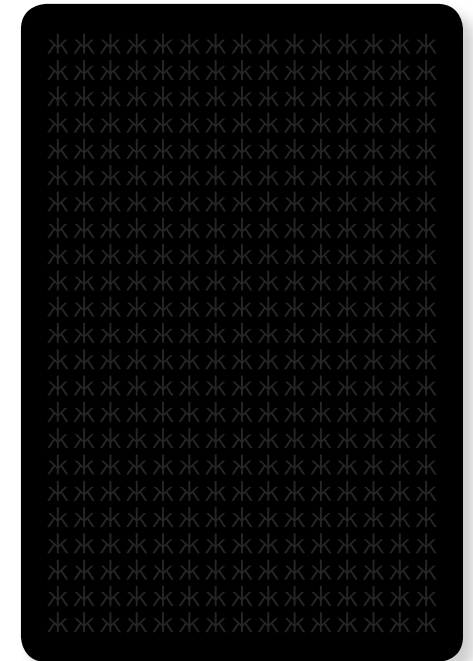
3 mm

PRINTING:

Etched double k pattern (no colour)
and Ling Ling logo with colour filled in
purple: 2592C



front



back

BILL FOLDER

MATERIAL:

silver mirror board, (the brand we use is miri-board) 270gsm

SIZE:

100x220mm when closed

FINISH:

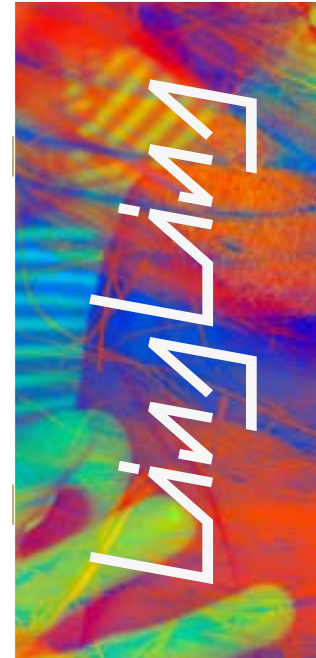
Matte laminated on the non-shiny side, trimmed and roll fold

PRINTING:

Four colours, digitally (not litho)
Our UK printer uses an Indigo HP digital press

Double sided print

The Ling Ling logo is on the shiny side



BUSINESS CARD NAMED - 4 OPTIONS

SIZE:
55x88mm

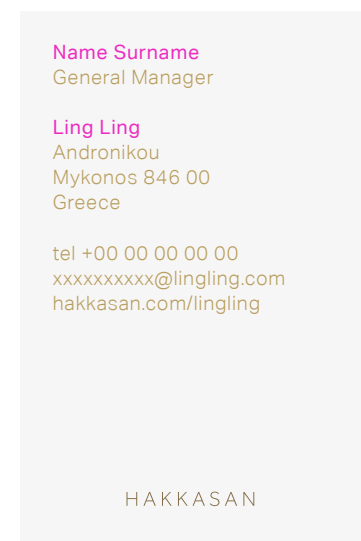
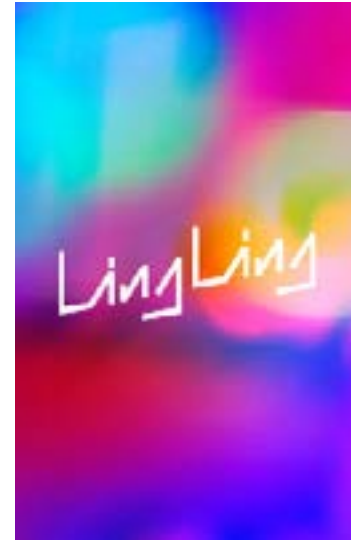
FRONT:
Digital print

MATERIAL:
Peregrina Majestic Real Silver, 250gsm

DUPLEXED WITH:

BACK:
Offset print: Purple PMS 807U + Gold
PMS 871U

MATERIAL:
Conqueror Stonemarque Diamond
White, 250gsm





CHEF JACKET

NO NAME JACKET PRINTING:

Embroidery

THREAD COLOURS:

PMS 333U (green)

LOGO WIDTH:

60mm

NAME JACKET PRINTING:

Embroidery

THREAD COLOURS:

Logo - 311c (blue)

ALL OTHER TEXT:

PMS cool grey 11c

Text using font Aktiv Grotesk regular 13pt

LOGO WIDTH:

60mm



CLOAKROOM TAG

MATERIAL:

Coloured perspex purple 886

SIZE:

85 x 55 mm with rounded corner

THICKNESS:

3 mm

FINISH:

Matte laminated on the non-shiny side,
trimmed and roll fold

PRINTING:

Etched double k pattern (no colour)
and Ling Ling logo with colour filled
in blue: 311C



front



back

COASTERS

MATERIAL:

1.2mm Beermatt Board, 500gsm

SIZE:

90mm Circular

PRINTING:

CMYK

All branded items need to be printed
with the original North images





COMP SLIP - 4 COLOUR OPTIONS

MATERIAL:

Conqueror Stonemarque Diamond
White 120gsm

SIZE:

A5

PRINTING:

Each version prints: 1 fluro + Gold 871

PMS 807c (pink)

PMS 333u (blue/aqua)

PMS 814c (purple)

PMS 802C (green)





ENVELOPE - 4 COLOUR OPTIONS

MATERIAL:

Conqueror Stonemarque Diamond
White 120gsm

SIZE:

A5

PRINTING:

Each version prints: 1 fluro + Gold 871

PMS 807c (pink)

PMS 333u (blue/aqua)

PMS 814c (purple)

PMS 802C (green)



LETTERHEAD

MATERIAL:

Conqueror Stonemarque Diamond
White 120gsm

SIZE:

A4

PRINTING:

Each version prints: 1 fluro + Gold 871

Ling Ling
Andronikou, Mykonos 846 00, Greece
tel +3012 499 88 88 / mail@lingling.com / hakkasan.com/lingling

James Hill
North
11 Northburgh Street
London
EC1V 0AH

Dear James,
ommunication is a very integral part of living creatures, animals
and humans. Communication may be verbal or written. Written
communication however is only applicable to human beings.

Can you even imagine a world without communication? Verbal
communication can be through telephones, webcams or in person.
Written communication is through letters, emails and mobile phone
messages.

In today's world of great inventions and technology, letters
have somehow become redundant. It is the time for text messages
or chats. But they still can communicate a lot more than all other
modes of communication. Organizations and various government
departments still bank on letters as a
strong medium of communication.

Yours sincerely

Sammy Ibrahim
+30 6944 890001
sami.nammos@lingling.com

HAKKASAN

MATCHBOX

SIZE:

Approx. 55mm x 17mm x 17mm

DRAWER:

Standard matt coated drawer material

SLEEVE:

Gold mirrored board (e.g. Gold Mirri board)

FINISHING

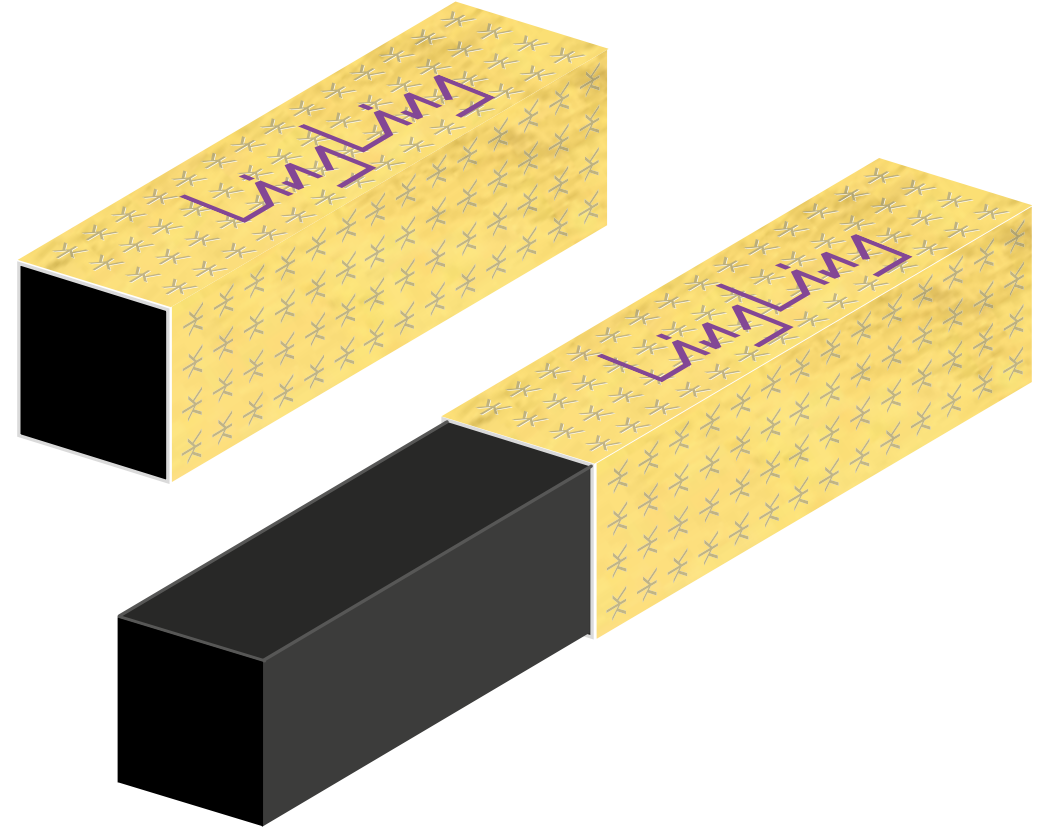
(for sleeve): Embossed k pattern (no colour) and Ling Ling logo printed in purple: 2592C

MATCHES:

Standard matches with black heads

FABRICATION:

3 MONTH LEAD TIME



MENU COVER

SIZE:

420x220mm when flat
155x220mm when closed

MATERIAL:

Clear Xtra, Motif Color Seta Nova,
(This material is a frosted transparent material, not clear transparent!)

- 0,50mm thick
- Magenta
- Nimf (blue)
- Poupre (purple)

LOGO PRINTING:

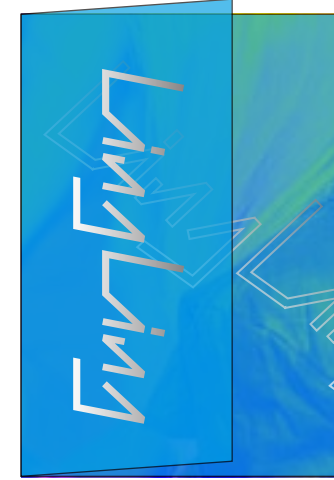
Ling Ling logo front & outside - foiled
Image on Mirriboard slides between the outer casing and the inside pocket

INNER:

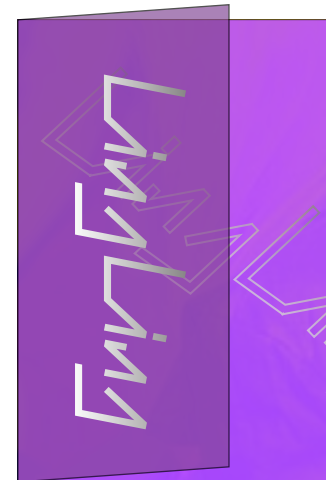
Insert material: 160gsm, silk, matt laminated paper
Insert size: 297x210mm when flat. A5 when folded
Special insert: 99x210mm, DL size



Food



Drink



Hidden

PENS

PRODUCT:

Prodir DS01 TPP white P02
www.prodir.com

PRINTING:

Screenprint

COLOUR OPTIONS:

PMS311c blue/aqua
CMYK magenta
871u gold



RESERVATION BLOCK

MATERIAL:

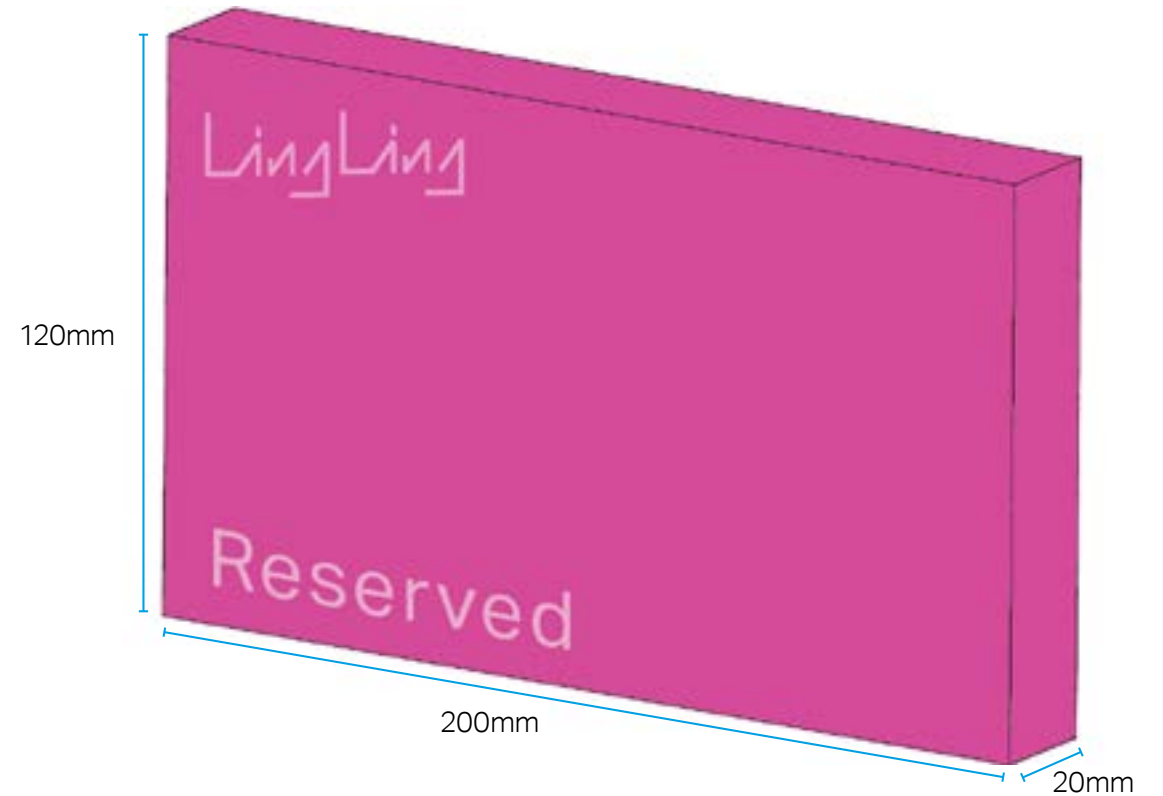
Acrylic - Opaque - Red 4415

DIMENSIONS:

200x120x20mm
(4x 5mm width pieces of acrylic
duplexed togther)

FINISH:

Etched text/logo



TOOTHPICK BOX

SIZE:

100mm x 45mm x 28mm

BOX MATERIAL AND COLOUR:

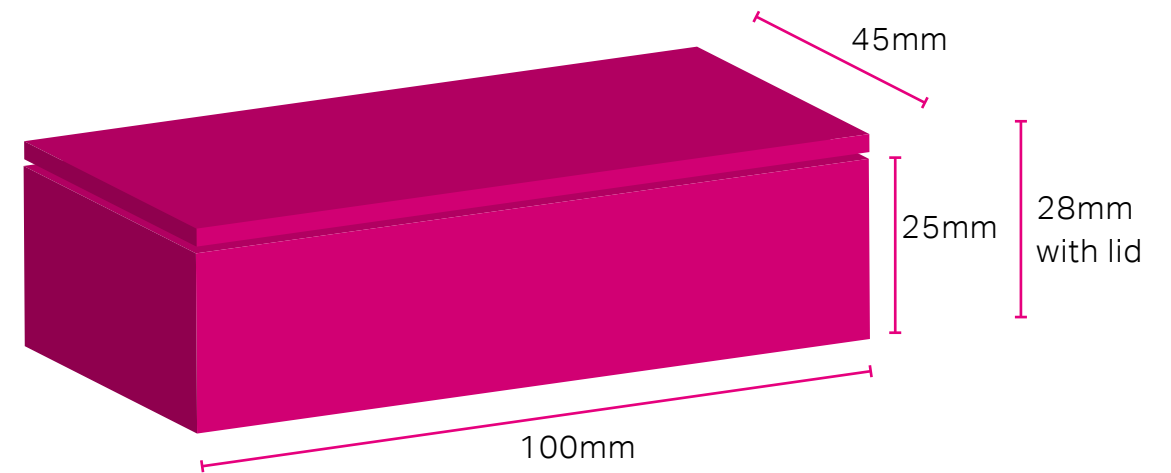
5mm thick perspex,
acrylic - Opaque - Red 4415

LID MATERIAL AND COLOUR:

Double layered 3mm thick
perspex, black 9T30

PRODUCER:

Denny's Plastics



Architecture and interiors

N DEVELOPMENT

LingLing



PRINCIPLES

SPACE

Every element in the layout needs space around it.

IMAGE LEADS

The image will be the dominant element in the layout.

MINIMAL TEXT

The more text we include, the smaller the image has to be. As the main principle is to be image-led, include as little text as possible, ideally no text at all, for the strongest visual possible.

NOTES ON IMAGERY

All the images in the document are placeholder. This is not a guide on image choice, just layouts.

LingLing

THE LAYOUTS

The following pages show an overview of the layouts, labelled so that they correspond with the artwork templates.



SOCIAL MEDIA - ICONS

INSTAGRAM



FACEBOOK



SOCIAL MEDIA - PROFILES

FACEBOOK



Marketing assets

IN DEVELOPMENT

LingLing

