

The Exchange

A fresh approach to the 1727 concept creating a totally new name which is reflective of its actual usage.

The wordmarque contains a simple device. The X has been turned 90 degrees to allow for a twist. Two arrows appear in the x to signify the exchange of ideas, information, and our joint passion for the ultimate dining experience.

The exchange

The
exchange
to go

The
exchange
deli

The
exchange
bistro

The
exchange
bistro+

NEED CORRECT APPROVED NAMES

The brand architecture includes the actual naming of the outlets.

Header

ITC Lubalin Graph LT

Sub Header

ITC Lubalin Graph LT Demi, Geometric Serif
typeface created in 1974.

Body Copy

ITC Lubalin Graph LT will be used as a body copy face. This will ensure
a consistent approach all applications. It is a versatile face and looks
great at various sizes.

Small Usage

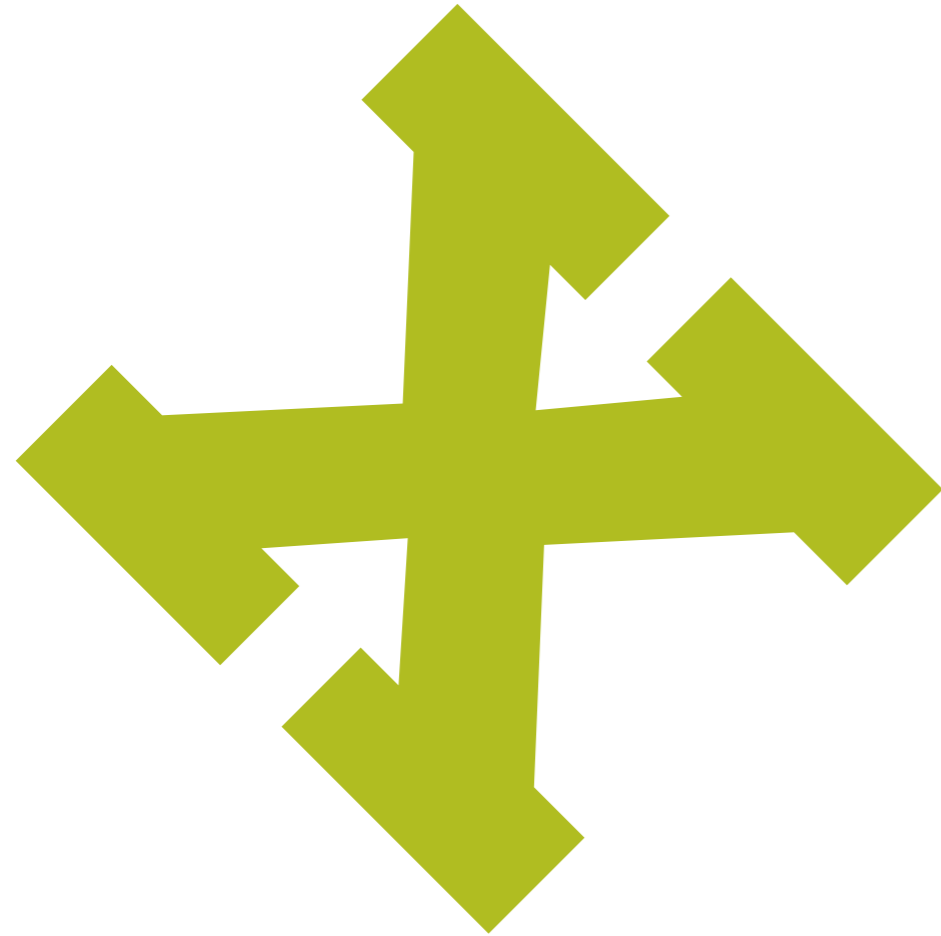
ITC Lubalin Graph LT is also a very effective typeface in small usage applications.
You can see that it works as this is legible and easy to read with no problems at all.

Digital

Veranda for body copy. It is a clear and uncluttered typeface which is perfect for
digital applications. A typeface which is on every computer on the planet.

The Exchange Imagery

Strong clear messaging through colour and typography with technology.



MACRO

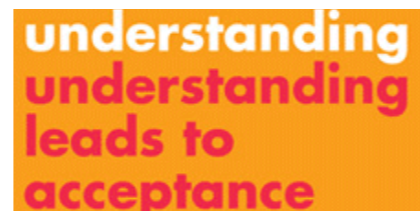
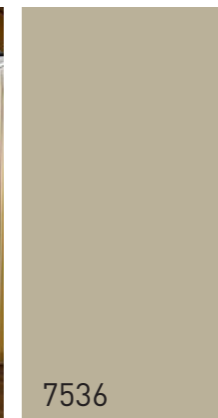
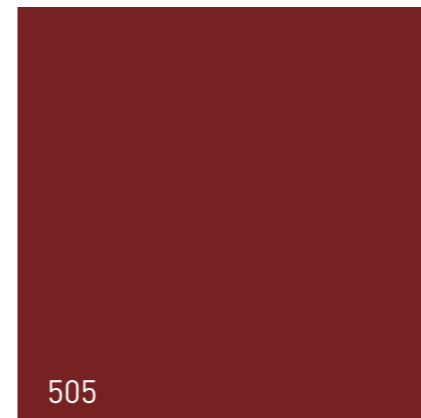
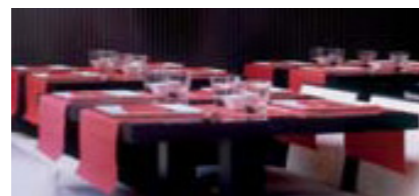
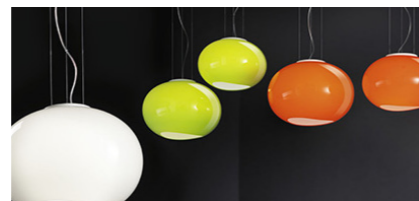
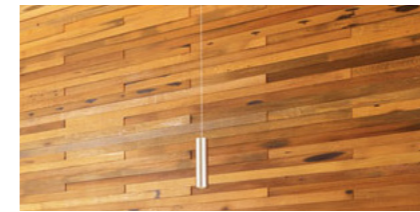
Large format graphic walls.

MICRO

Solid colours, lighting and digital messaging.

The Exchange Colours

An organic, healthy and mature with an injection of fun through the use of the greens, oranges and earthy tones.



ENERGY

CALM

Emotive and welcoming, inquisitive
and intelligent but as an equal.

Themed sandwiches and meals
instead of just a "Ham and Cheese".

A simple but effective way to elevate
the offering which is reflective of the
important places and times in the RBS
Historical timeline.

The Exchange, Your place is share.

No matter what, it is the people that makes
RBS what it is and ultimately The Exchange.

The Exchange Interior

Natural surroundings for the higher end offerings with an abstract quirk through usage of furniture.

A fresh and modern outlook throughout.



ORGANIC

ABSTRACT

The Exchange Packaging



Quite simply, it is simple, intelligent and elegant.

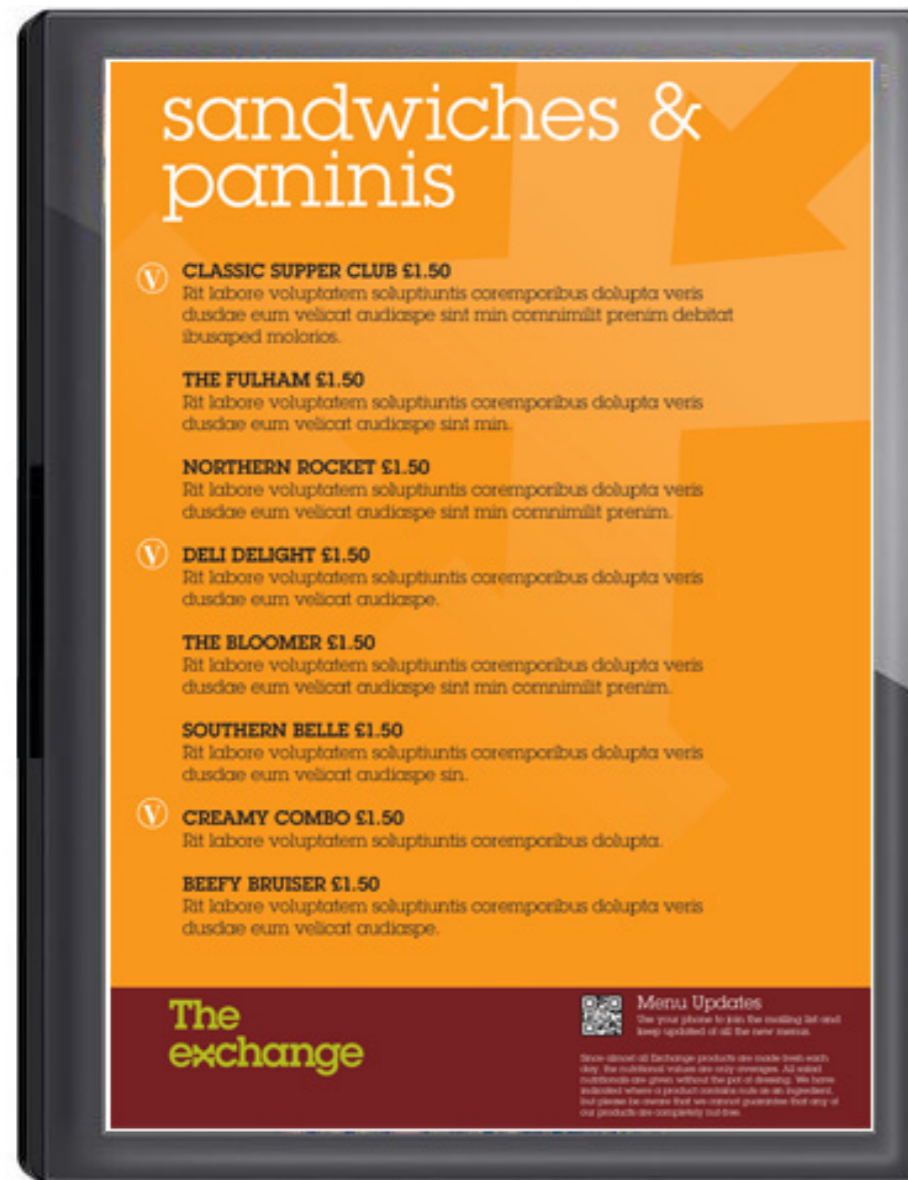


INTELLIGENT AND UNCOMPLICATED

The Exchange Digital POS System Entrance Version 1



Touch screen POS system.



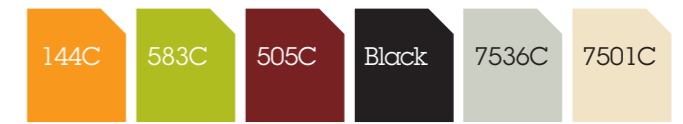
Orange Frosted Glass.

When it is inactive, it will revert to a screen saver using the same screens as per the Feature Wall using horizontal plasmas.

QR Codes for Loyalty Scheme or to be sent mail updates.

The Exchange Entrance

Traditional Entrance Version 2



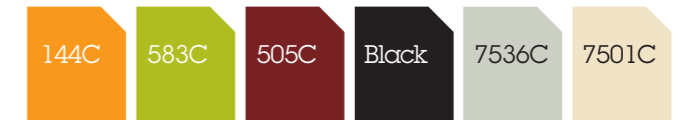
Translucent glass wall with vinyl logotype application.



Green Frosted Glass.

The Exchange Feature Walls

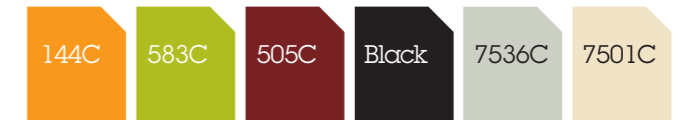
Emotion through food.



Key words and using the green accent colour.

The Exchange Feature Walls

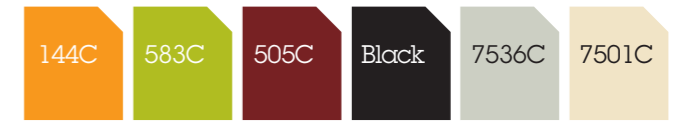
Emotion through technology.



A constant digital ticker tape to share thoughts and ideas as well as special promotions and offers.

The Exchange Feature Walls

Emotion through technology.



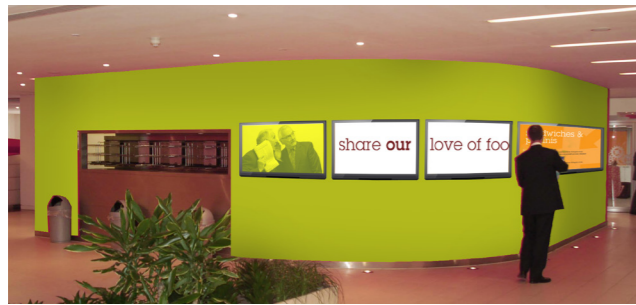
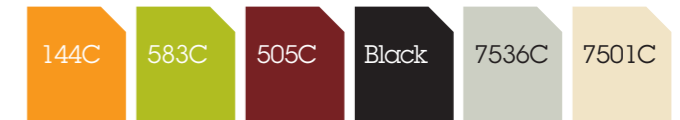
Direction of movement is from left to right...



A constant video strip wall to share thoughts and ideas as well as special promotions and offers.

The Exchange Feature Walls

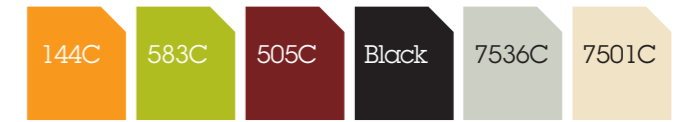
Simple usage of colour and typography.



Emotive colour to set a calm mood.

The Exchange Feature Walls

Mood lit walls.



Recessed lighting would slowly fade from Green to Orange and back to Green.

The Exchange Freehanging Menu



you desire, we create!

CHOOSE YOUR BREAD

sliced | white
wholemeal | granary
assorted rolls & wraps

ADD ANY SALAD

lettuce | tomato
cucumber | red onions
cress | olive

CHOOSE SAUCE OR DRESSING

low fat mayo | ceasar
sweet chilli | mustard
thousand island | honey mustard
branstons pickle | mango chutney

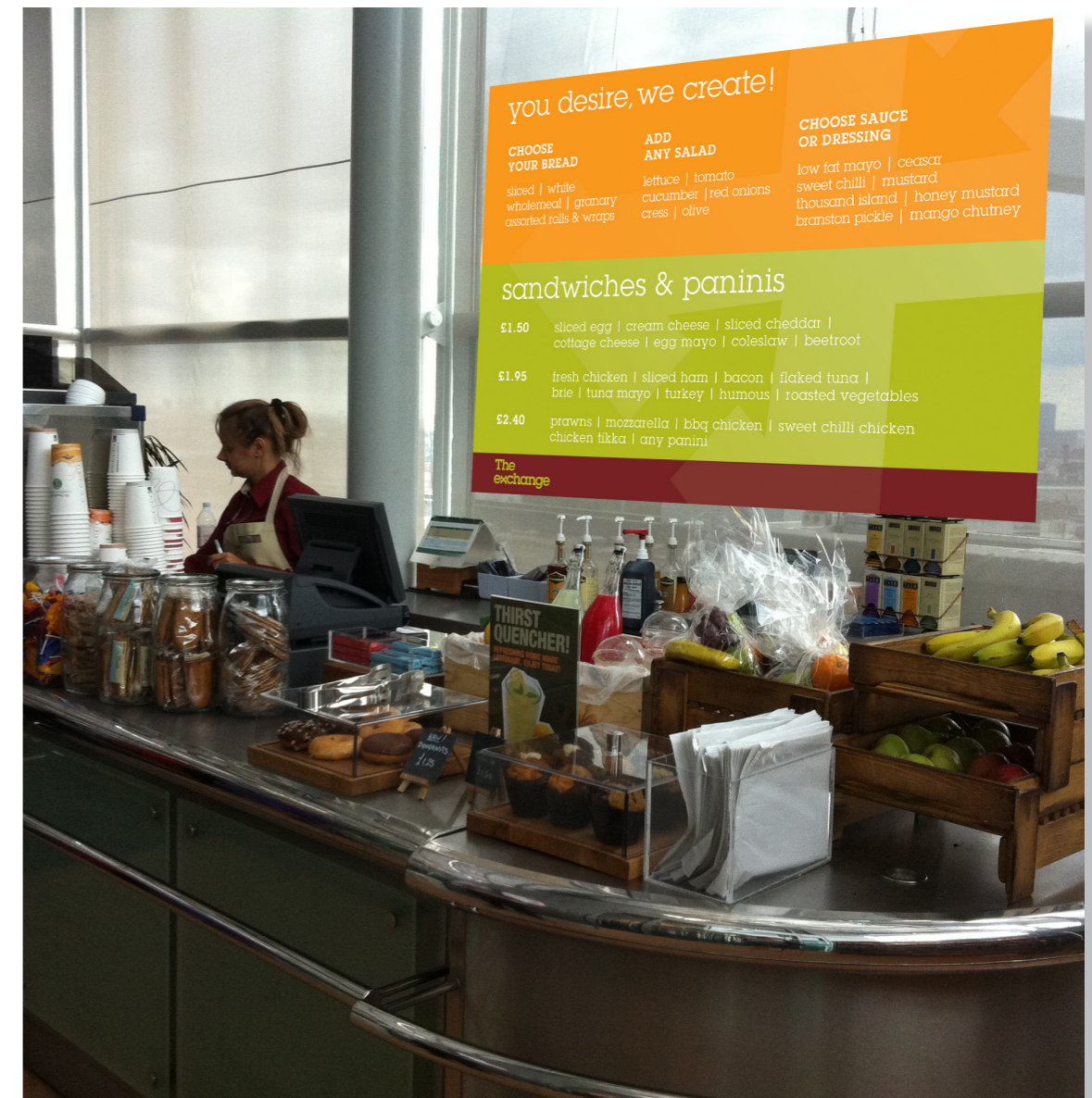
sandwiches & paninis

£1.50 sliced egg | cream cheese | sliced cheddar |
cottage cheese | egg mayo | coleslaw | beetroot

£1.95 fresh chicken | sliced ham | bacon | flaked tuna |
brie | tuna mayo | turkey | humous | roasted vegetables

£2.40 prawns | mozzarella | bbq chicken | sweet chilli chicken
chicken tikka | any panini

The
exchange



The Exchange Fascia Board Menu



The exchange	you desire, we create!			sandwiches & paninis		
	<p>CHOOSE YOUR BREAD</p> <p>sliced white wholemeal granary assorted rolls & wraps</p>	<p>ADD ANY SALAD</p> <p>lettuce tomato cucumber red onions cress olive</p>	<p>CHOOSE SAUCE OR DRESSING</p> <p>low fat mayo ceasar thousand island sweet chilli branstion pickle mango chutney honey mustard </p>	<p>sliced egg beetroot sliced cheddar cottage cheese cream cheese coleslaw egg mayo</p> <p>£1.50</p>	<p>fresh chicken sliced ham & bacon flaked tuna tuna mayo brie turkey humous roasted vegetables</p> <p>£1.95</p>	<p>prawns mozzarella bbq chicken sweet chilli chicken chicken tikka any panini</p> <p>£1.95</p>

Horizontal menu boards have marque central with main headers to left and right.

The Exchange Shelf Strips and Tags.



QR Code for loyalty scheme and potential digital wallet.
Food information showing contents, allergy concerns and whether Vegan, Fish or Meat.

Call To Actions to show a caring and human side.



Fruit Salad

2 for £2.50

Slic iliu quampop tifere faudere natiem, quituius, o et viri potisside optertem inc re patussenatum quam ad facrita et facid ad sina, quam none terriss idenimo consi plicaute, cons consimihicum ommore ne id fir aci tercestin anum inpro.



**The
exchange**

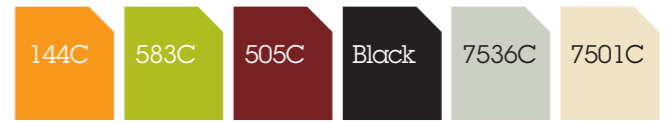
Tasty...

Which one will you try today ?

Healthy

Have you had your 5 a day ?

The Exchange Counter Insert



daily specials

Beef Chalupas £3.85 (M)

The Chalupa Baja has seasoned beef, pepper jack sauce, shredded pepper jack, cheddar cheese, mozzarella cheese, salsa and lettuce.

With 410 calories, this chalupa provides the most calories of all three options. This amount represents 20.5 percent of your recommended daily caloric intake.

Gourmet Burger £3.50 (M)

A generous size beef patty served on a bed of onion strings with barbecue sauce, bacon, cheddar cheese, lettuce, tomato, and mayo adorning the rest of the bun.

With 388 Calories, it's a real treat. This amount represents 15.4 percent of your recommended daily caloric intake

The exchange

Menu Updates
Use your phone to join the mailing list and keep updated of all the new menus.

Since almost all Exchange products are made fresh each day, the nutritional values are only averages. All salad nutritional values are given without the pot of dressing. We have indicated where a product contains nuts as an ingredient, but please be aware that we cannot guarantee that any of our products are completely nut-free.



sandwiches & paninis

CLASSIC SUPPER CLUB £1.50 (V)
Rit labore voluptatem soluptiuntis coremporibus dolupta veris dusedae eum velicat audiaspe sint min connimilit prenim debitat ibusaped molorios.

THE FULHAM £1.50
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NORTHERN ROCKET £1.50
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DELI DELIGHT £1.50 (V)
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THE BLOOMER £1.50
Rit labore voluptatem soluptiuntis coremporibus dolupta veris dusedae eum velicat audiaspe sint min connimilit prenim.

SOUTHERN BELLE £1.50
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CREAMY COMBO £1.50 (V)
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BEEFY BRUISER £1.50
Rit labore voluptatem soluptiuntis coremporibus dolupta veris dusedae eum velicat audiaspe.

The exchange

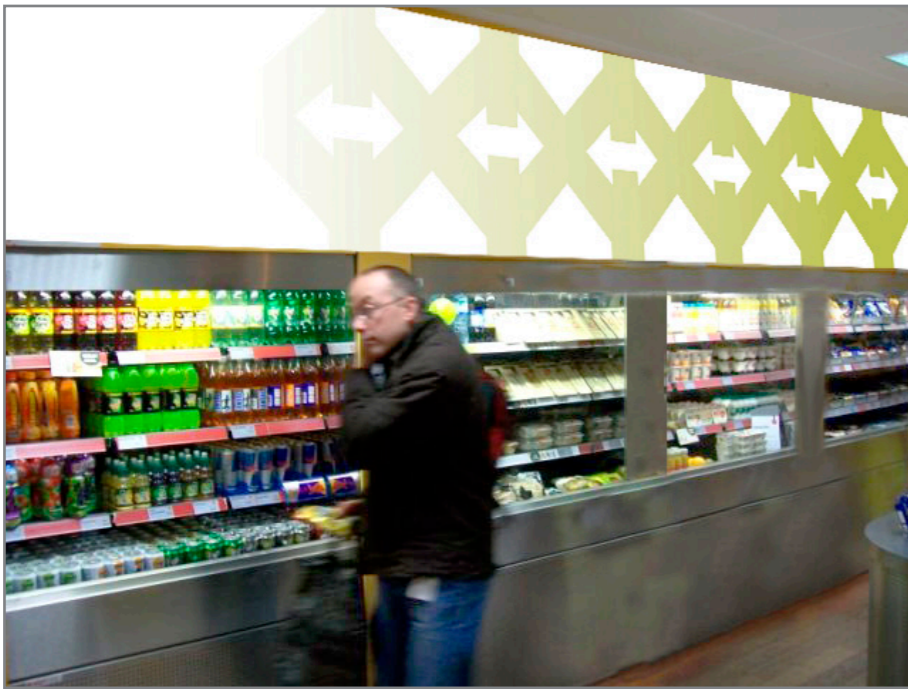
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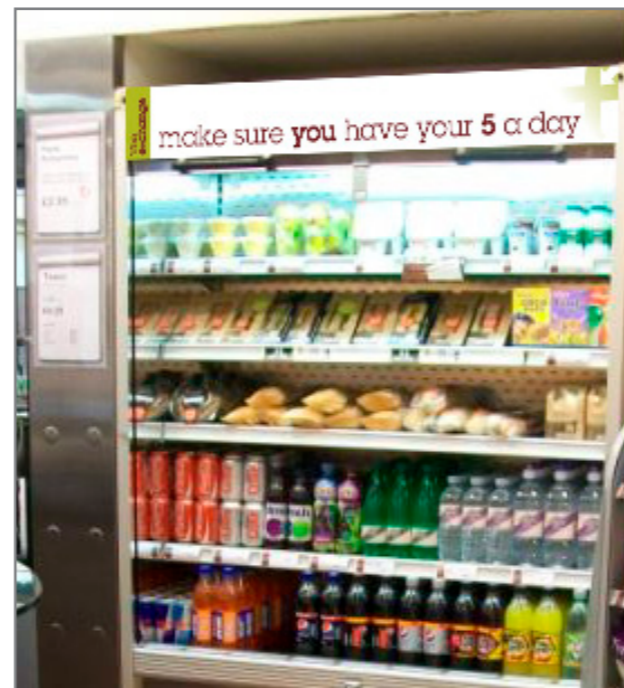
QR Codes for Loyalty Scheme or to be sent mail updates

Paper Based Menus with QR Coding

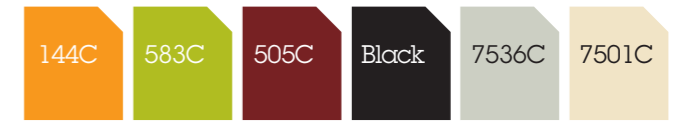
The Exchange Refrigerator Fascia



Different application for Refrigeration units.



The Exchange Packaging



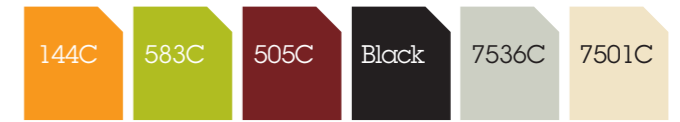
All Packaging to be recycled and Enviro-Friendly.



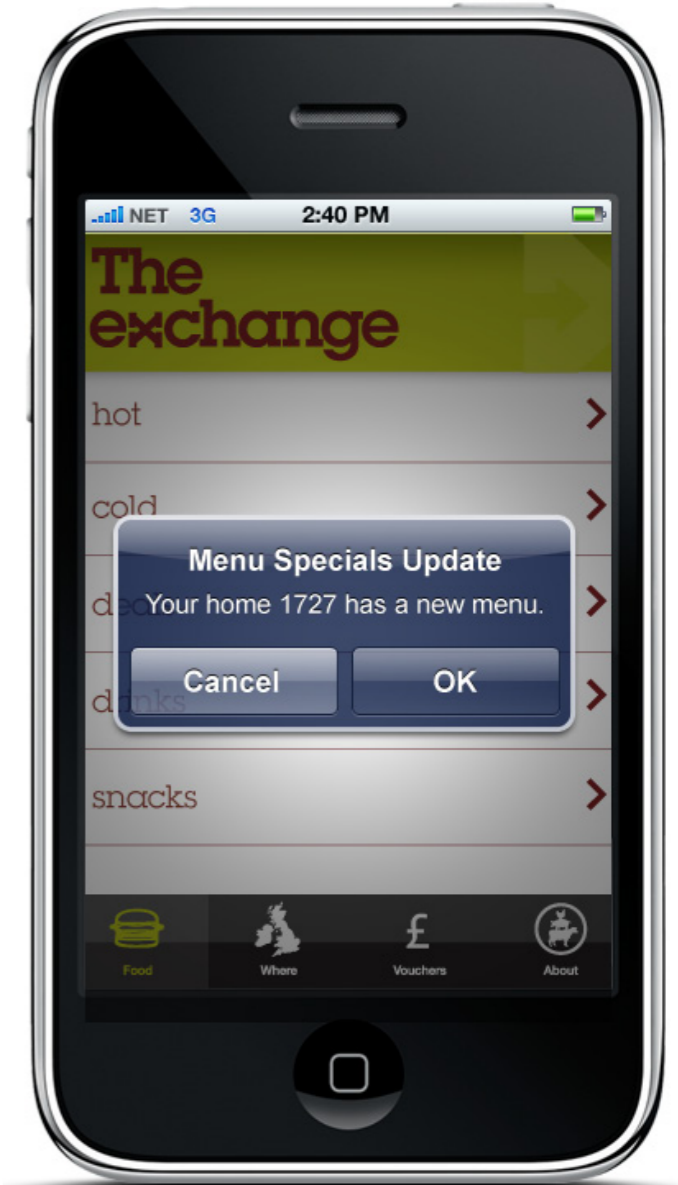
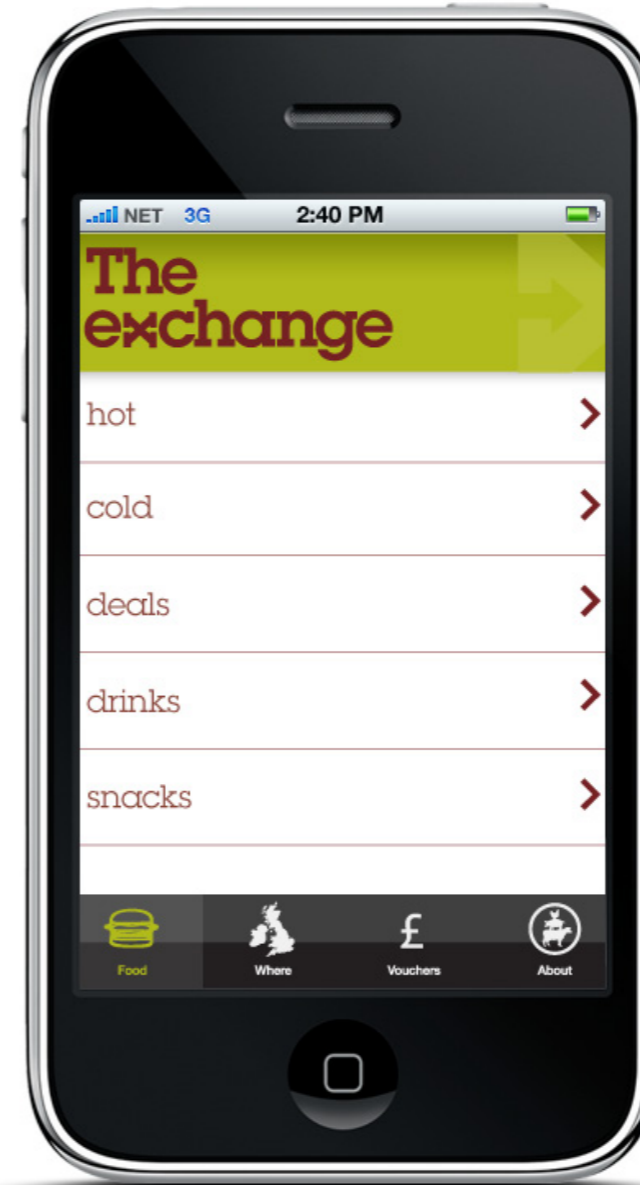
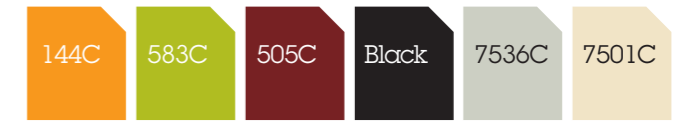
FINE DINING

TAKE OUT

The Exchange Uniform

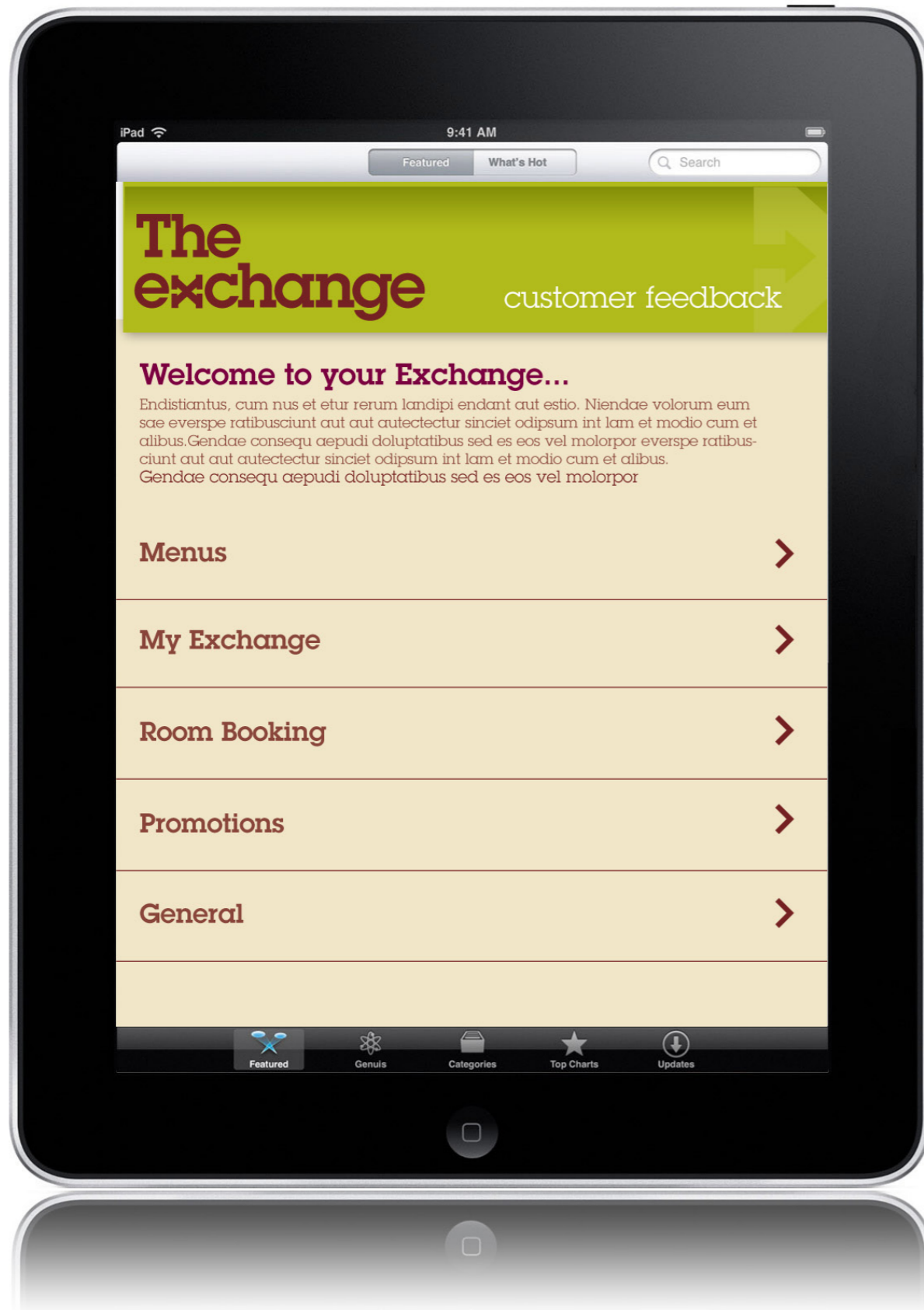
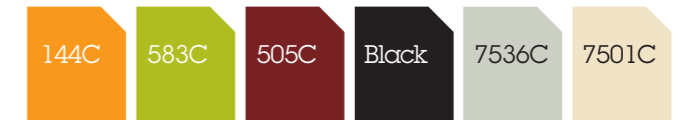


The Exchange Your 1727 iPhone app

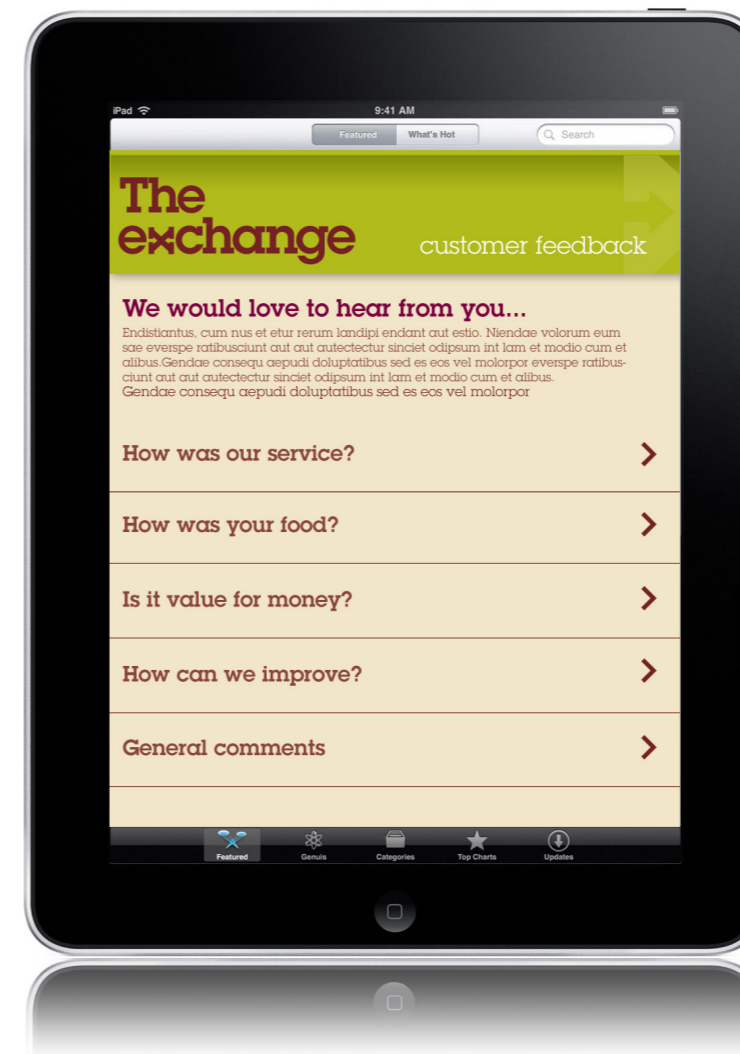


Menu updates and much more from your Home
The Exchange bistro, restaurant or coffee bar.

The Exchange Your 1727 iPad app



Dedicated iPad App, downloaded from RBS intranet via QR Codes on menus in restaurant.

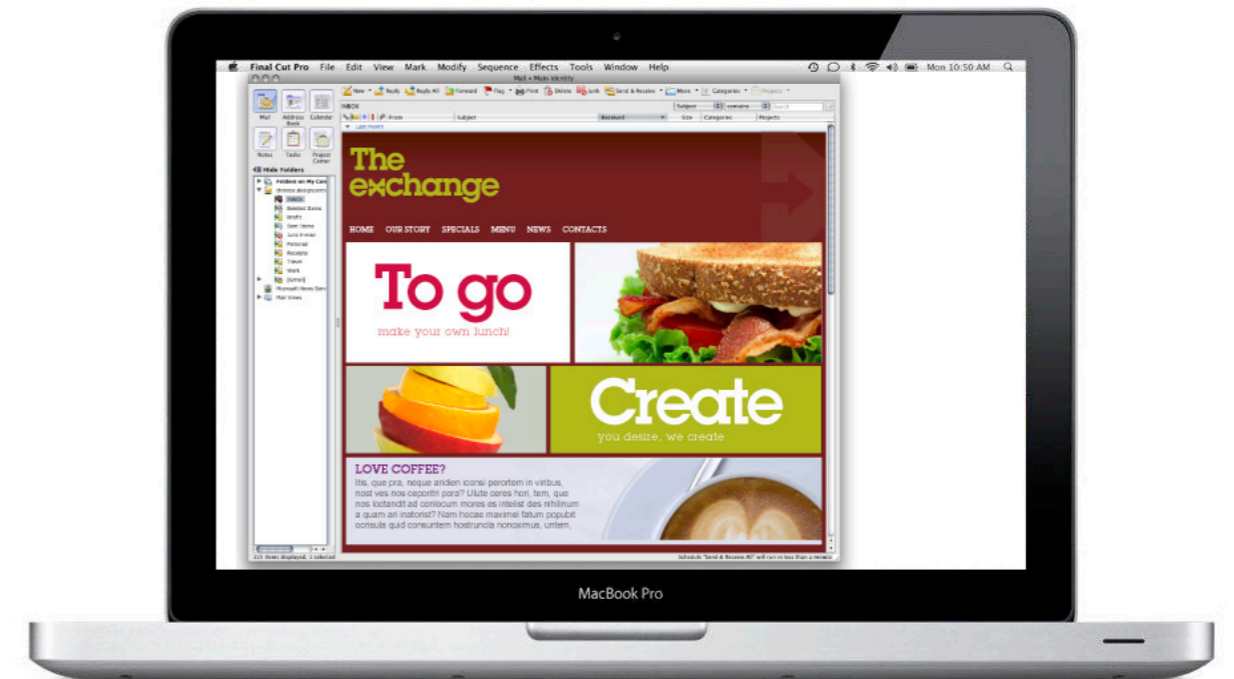


Customer feedback surveys

The Exchange Intranet and EDM



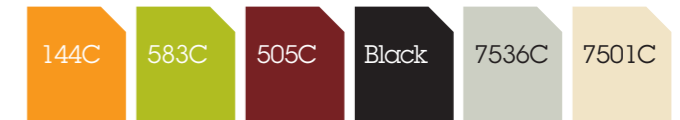
Personalised intranet showing loyalty points and home location.



EDM Menu and Offers updates.

Food offerings are shown by image usage and main header such as Dine and To Go

The Exchange Loyalty Scheme Card



For those who do not use a smartphone or would rather use a traditional reward scheme then the option is available for a card system.

This would work hand in hand with Exchange dedicated intranet and EDM Alerts.



Personalised intranet showing loyalty points and home location.



EDM Menu and Offers updates.