

CONTRĀ

Brand Guidelines

00

01 Logo

- 01.1 Logotype & Logomark
- 01.2 Logo Clearspace

02 Colour

- 02.1 Brand Colours
- 02.2 Pantone
- 02.3 Colour Application

03 Typography

- 03.1 Display Type
- 03.2 Body Type

04 Identity

- 04.1 Pattern
- 04.2 Photography

05 Application

- 05.1 Print
- 05.2 Product
- 05.3 Social Media
- 05.4 Restaurant

01 Logo

- 01.1 Logotype & Logomark
- 01.2 Logo Clearspace

75px

200px

500px

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C

C

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Logotype & Logomark



Logo Clearspace

02

Colour

- 02.1 Brand Colours
- 02.2 Pantone
- 02.3 Colour Application

C09 M10 Y11 K00
R228 G221 B217
#e4ddd9

Pantone Warm Gray 1 C

Concrete
Grey

C09 M10 Y11 K00
R228 G221 B217
#e4ddd9

Pantone Bright Red C

Mandarin
Orange

C09 M10 Y11 K00
R228 G221 B217
#e4ddd9

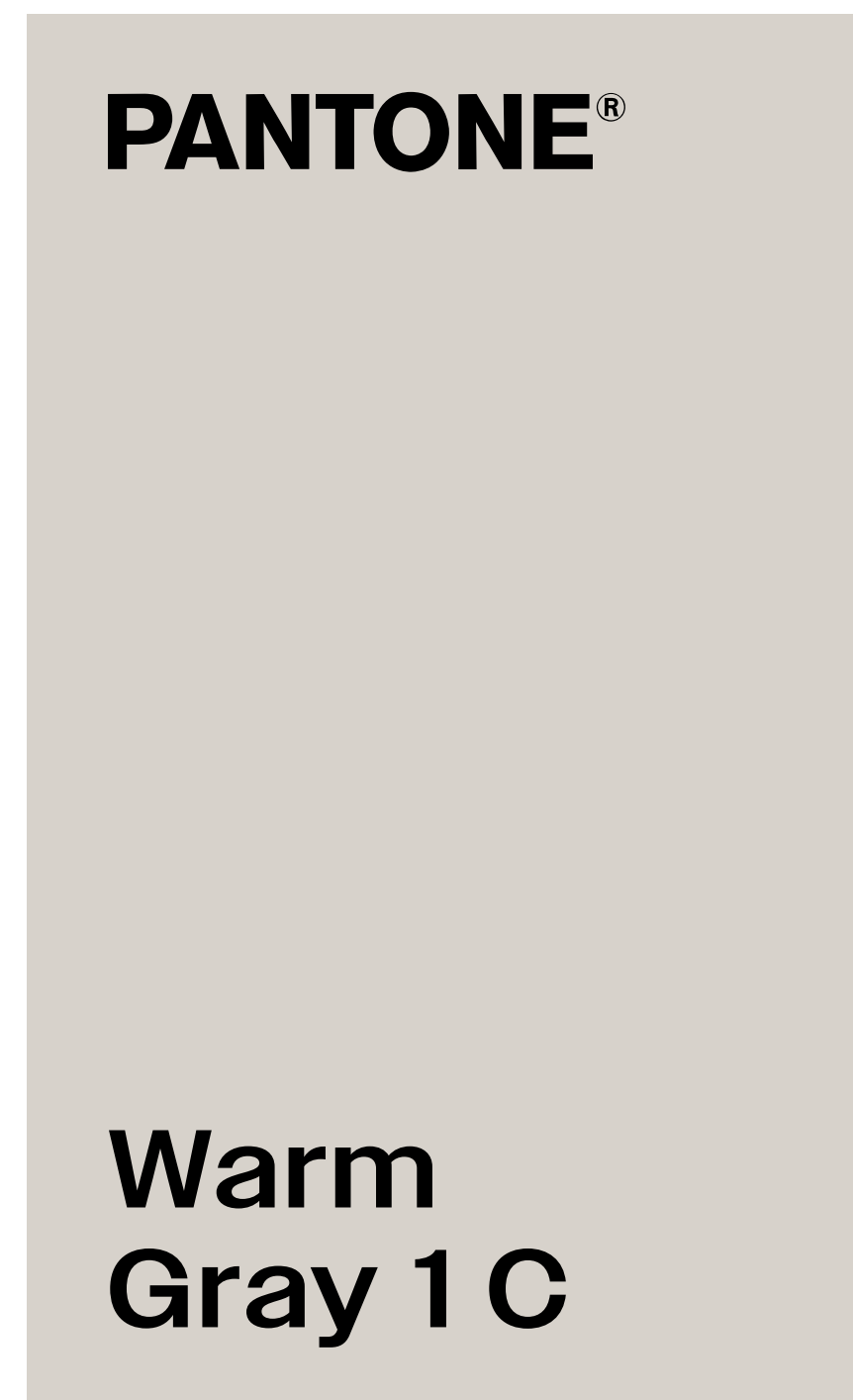
Pantone Black C

Charcoal
Black

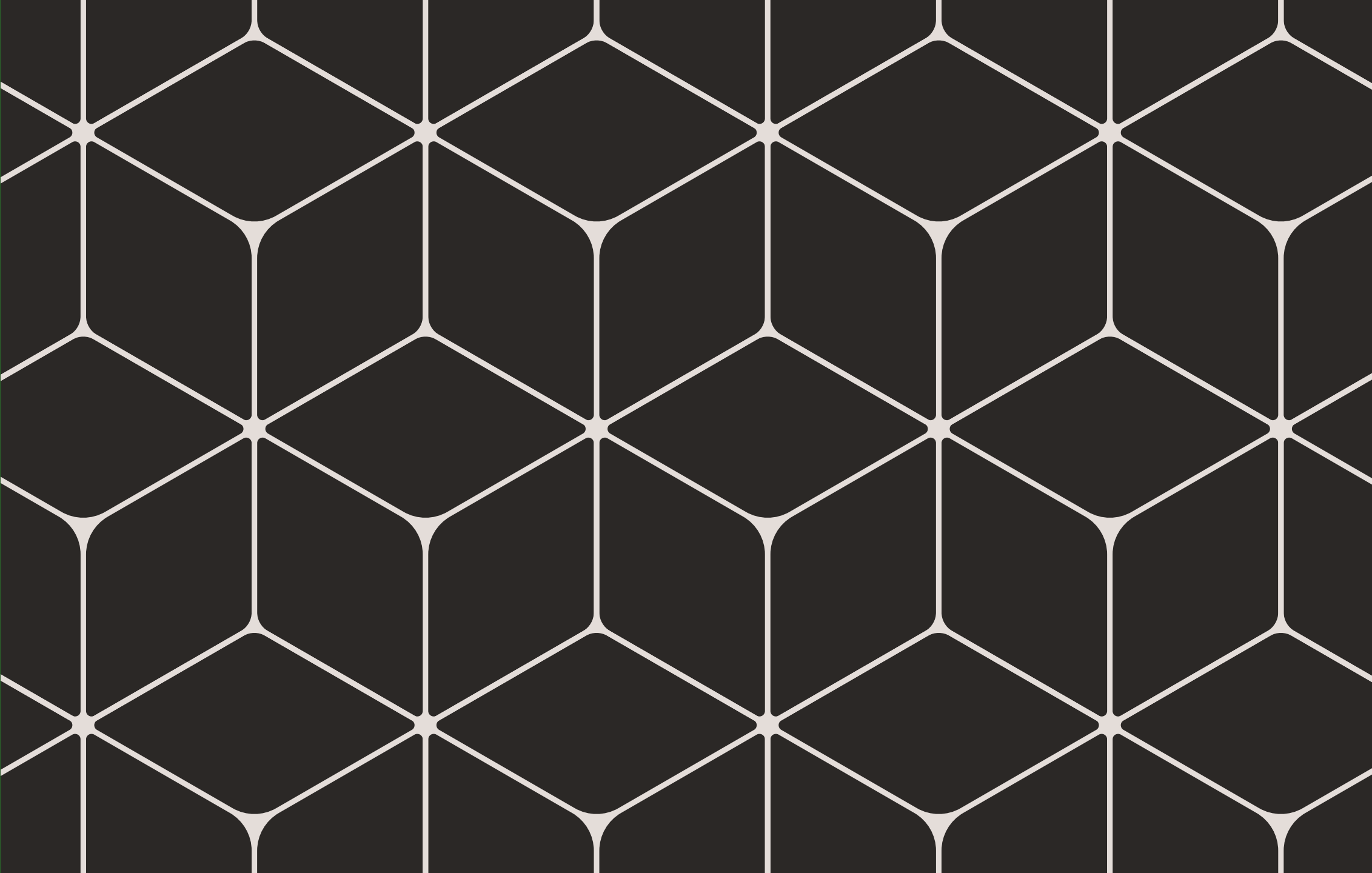
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R228 G221 B217
#e4ddd9

Pantone 350 C

Monstera
Green



Pantone



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Colour Application

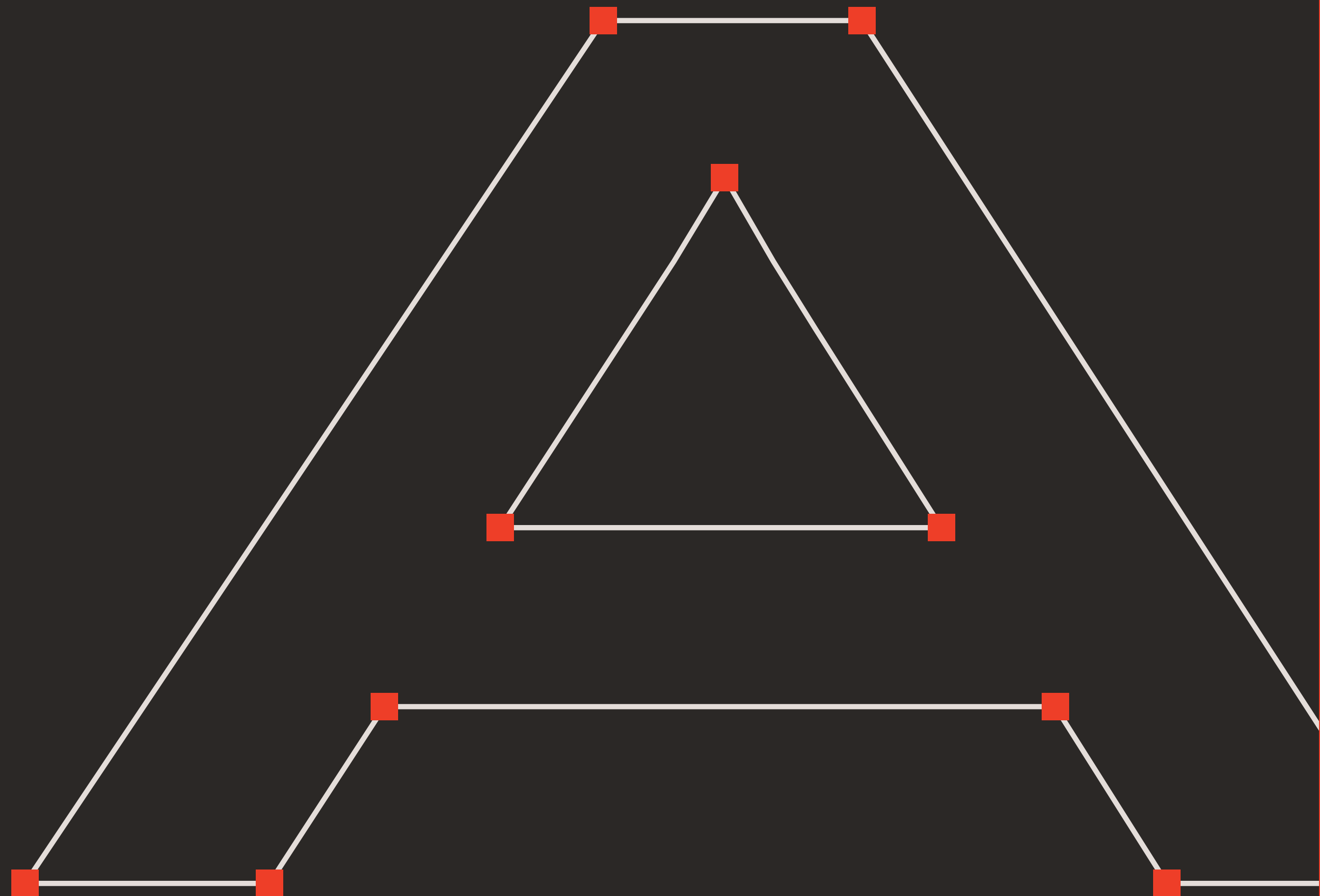
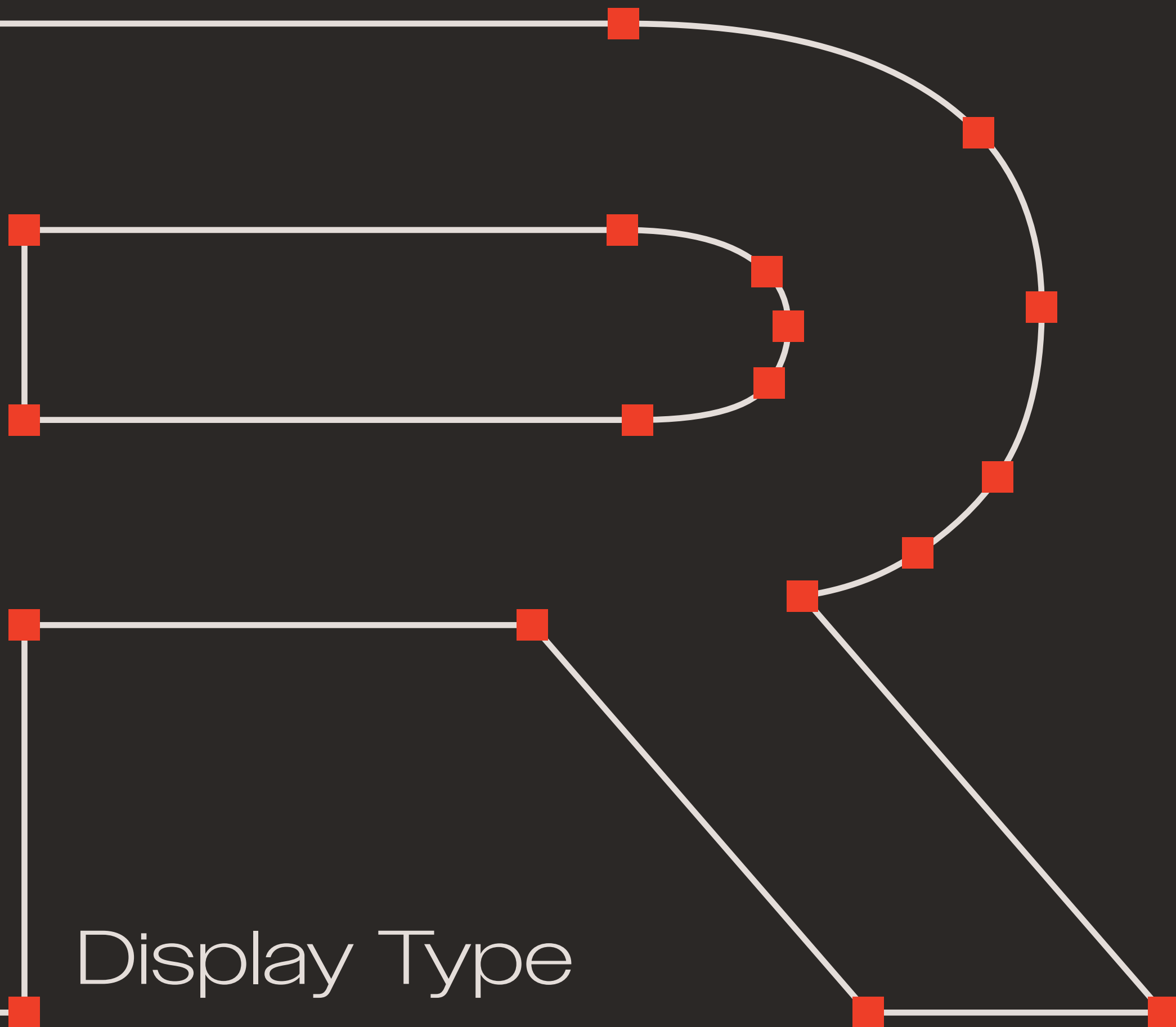
03

Typography

03.1 Display Type

03.2 Body Type

TitlingGothicFB Extended



Owners Wide

Light

abcdefghijklmn

Regular

opqrstuvwxyz

Medium

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

! ? £ \$ % & @ , . * () : ; - +

Body Type

01

FOUNDATIONS / SMALL PLATES

01 ASH FOCACCIA V

Charcoal focaccia / Wild herb pesto

PIRNT ORANGE RICOTTA V/GF

ttta / Smoked paprika oil /

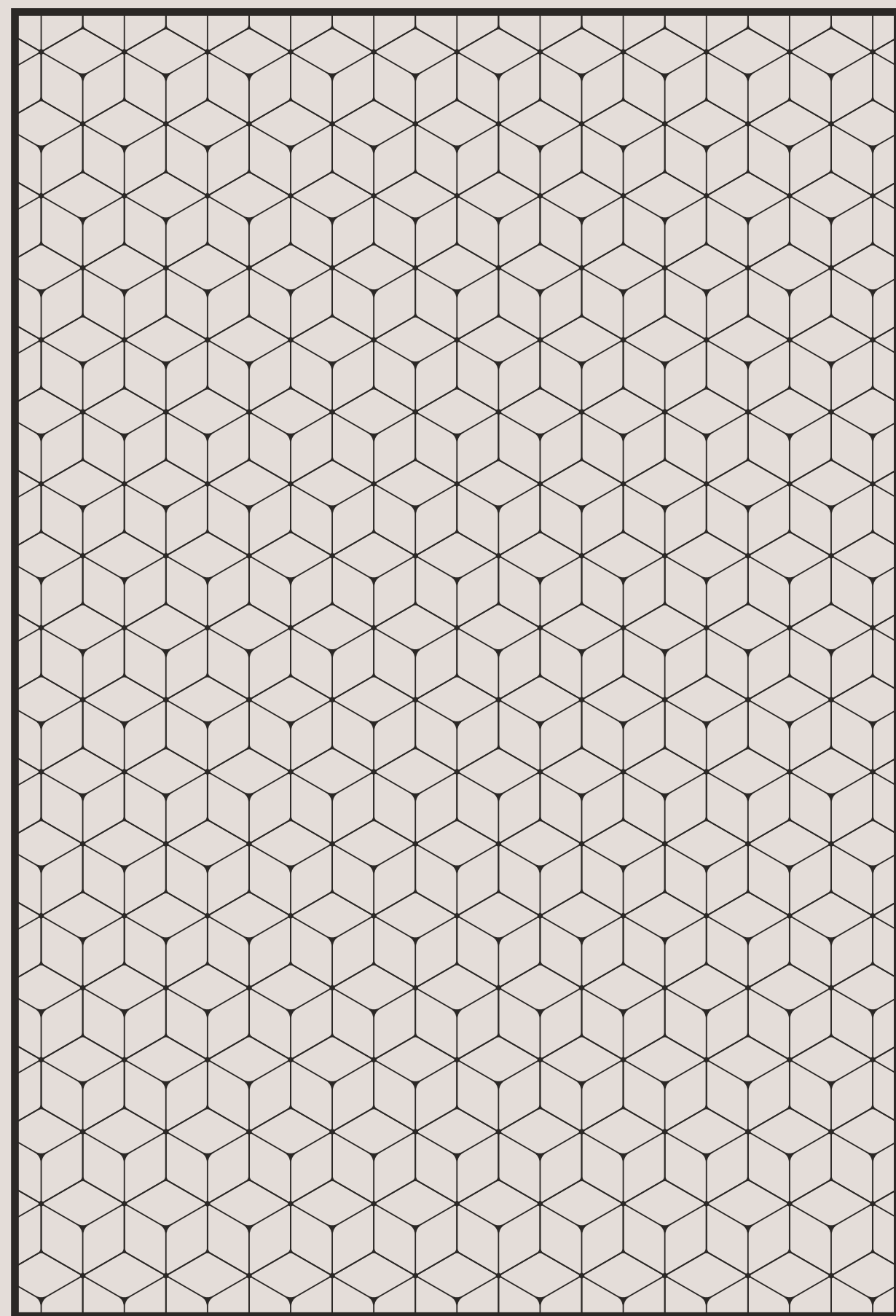
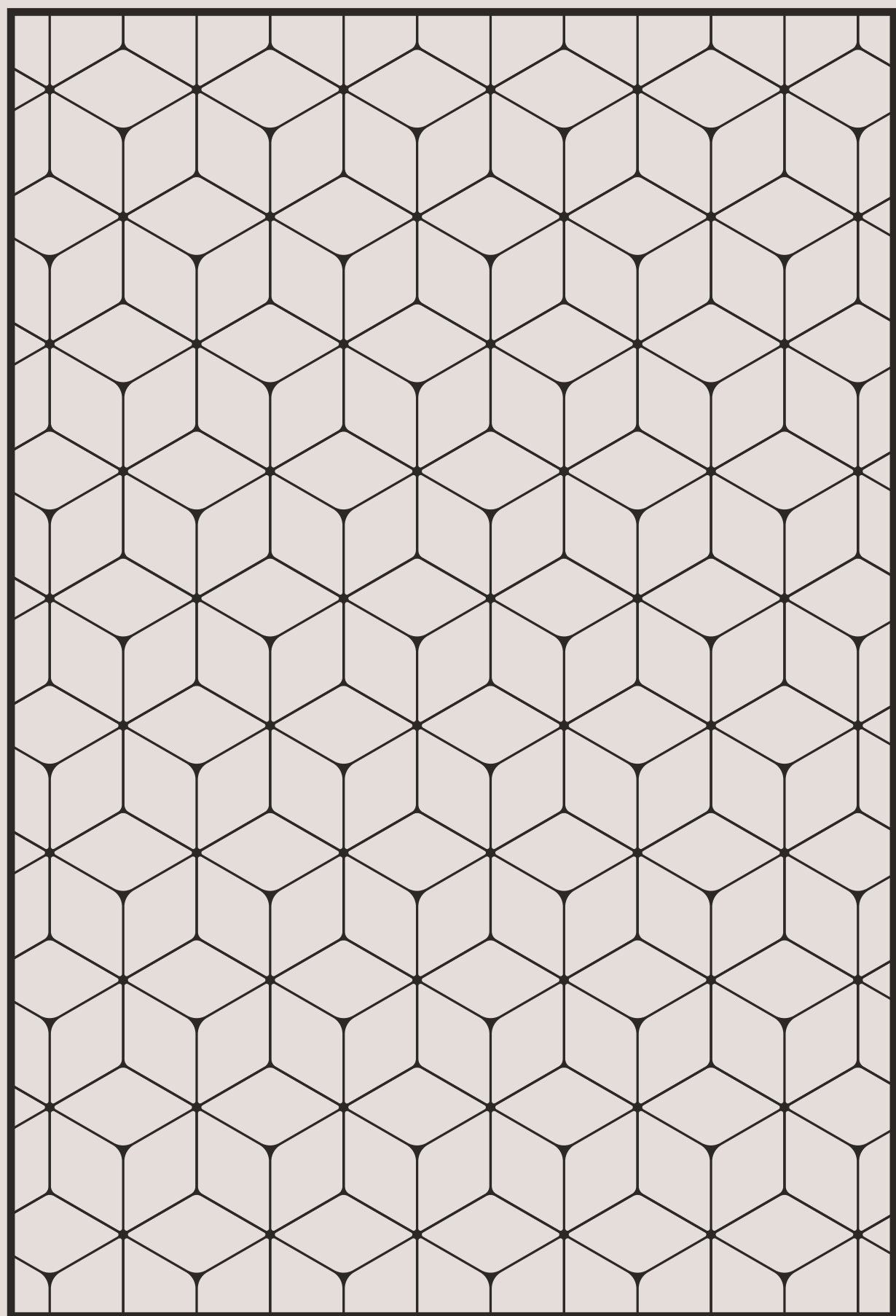
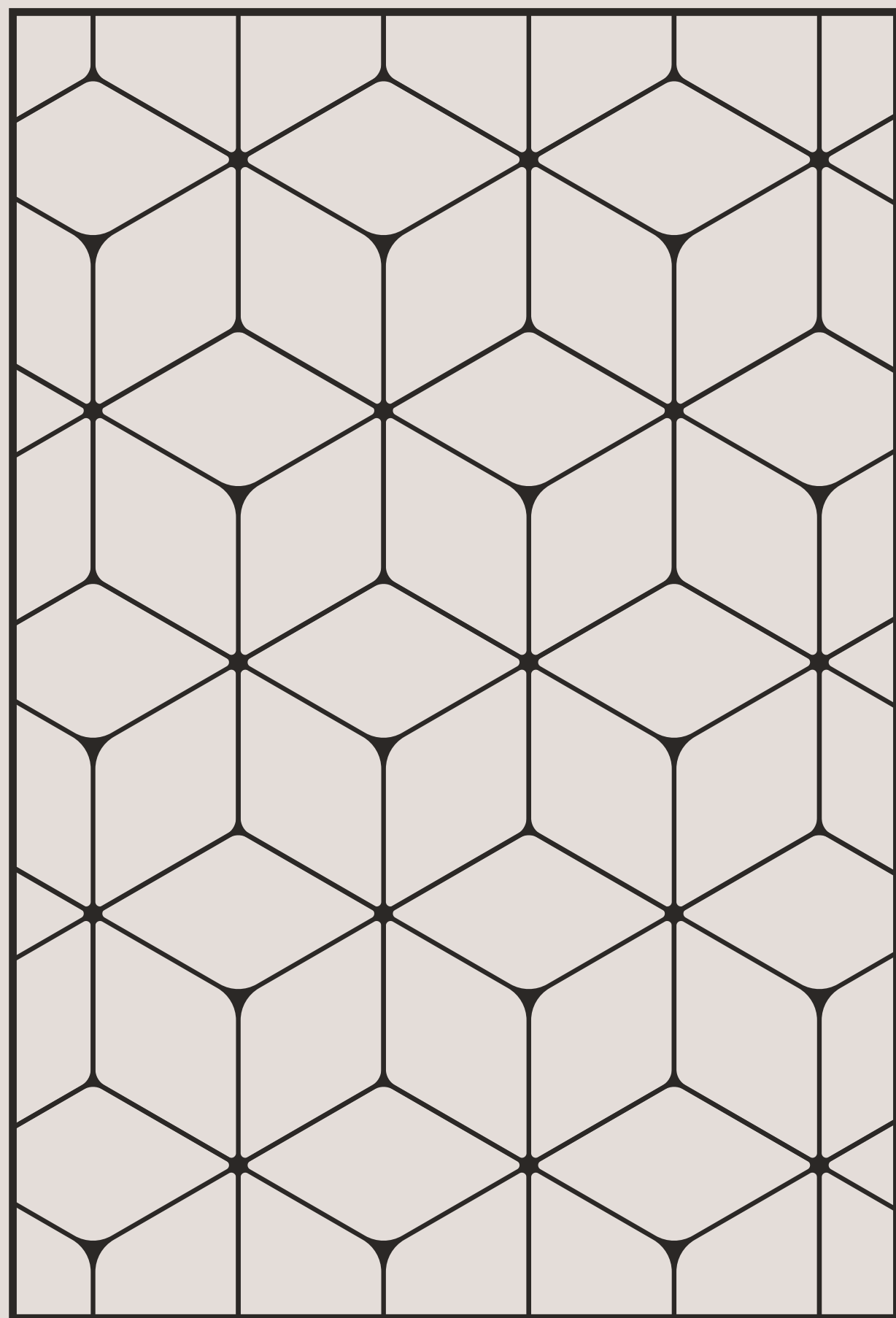
Body Type

04

Identity

04.1 Pattern

04.2 Photography



Pattern



Pattern



05

Application

- 05.1 Print
- 05.2 Product
- 05.3 Social Media
- 05.4 Restaurant

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Print

Menu

O1

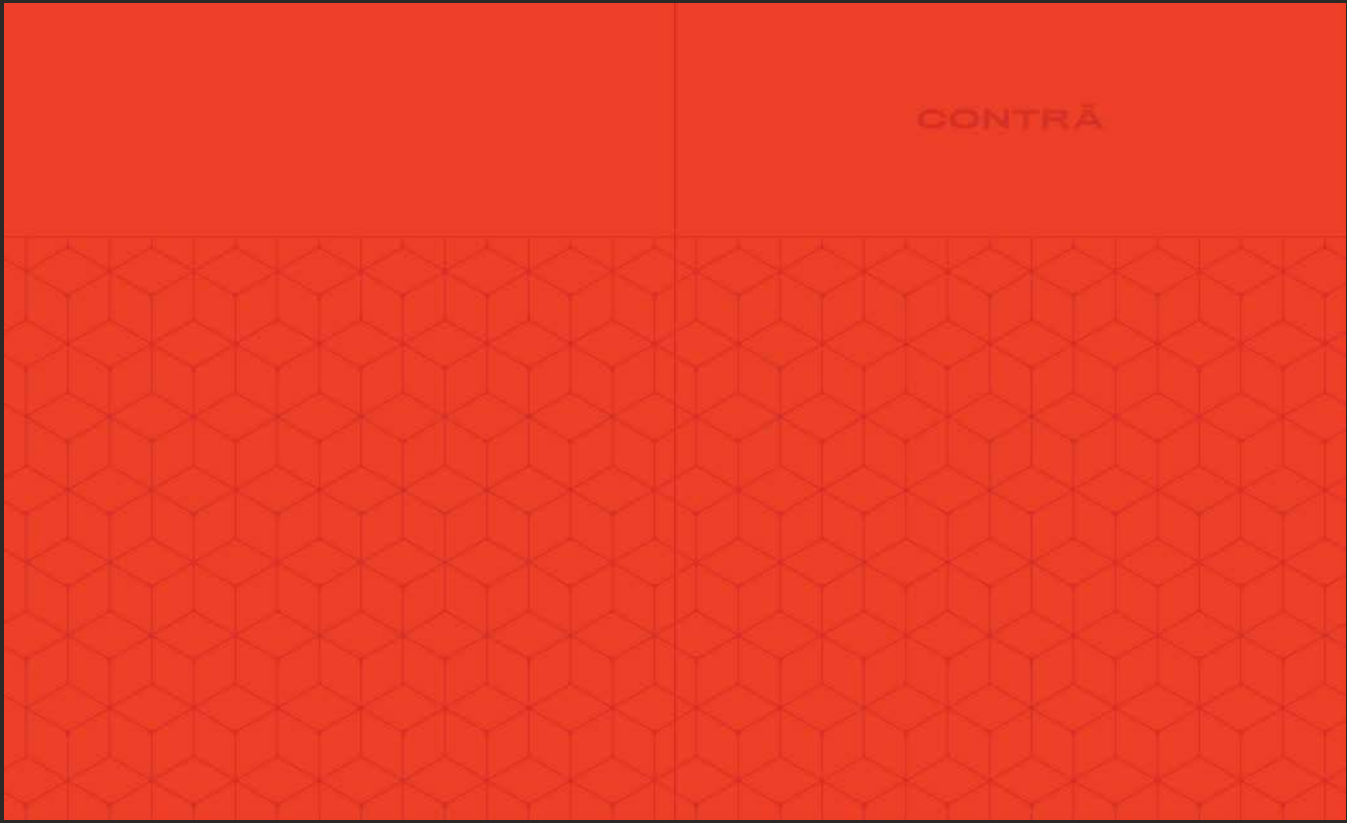
FOUNDATIONS / SMALL PLATES

01	ASH FOCACCIA V	17
	Charcoal focaccia / Wild herb pesto	
02	BURNT ORANGE RICOTTA V/GF	19
	Whipped ricotta / Smoked paprika oil / Charred citrus zest	
03	SCALLOP TARTAR GF	29
	Scallops / Miso emulsion / Dashi foam / Yuzu edible sand	
04	ROASTED BEETROOTS AND GOAT'S CURD V/GF	21
	Roasted beetroots / Goat's curd / Black garlic / Hazelnut dressing	

O2

STRUCTURES / MAIN COURSES

01	T-BONE STEAK (2-3 share) GF	160
	45 day dry aged steak / Crispy pavé potatoes / Bone marrow chimichuri	
02	FOREST RISOTTO V/GF/GF	35
	Carnaroli rice / Wild garlic / Stinging nettle / Morel mushrooms	
03	WILD PACIFIC HALIBUT GF	43
	Seared Halibut / Cannellini beans / Carrot-ginger reduction	
04	CHERRY GLAZED DUCK	45
	Dry aged duck / Cherry-hoisin glaze / Radichio / Steamed pancakes	



O1

FOUNDATIONS / SMALL PLATES

O1	ASH FOCACCIA V	17
Charcoal focaccia / Wild herb pesto		
O2	BURNT ORANGE RICOTTA V/GF	19
Whipped ricotta / Smoked paprika oil / Charred citrus zest		
O3	SCALLOP TARTAR GF	29
Scallops / Miso emulsion / Dashi foam / Yuzu edible sand		
O4	ROASTED BEETROOTS AND GOAT’S CURD V/GF	21
Roasted beetroots / Goat's curd / Black garlic / Hazelnut dressing		

O1

FOUNDATIONS / SMALL PLATES	
O1 ASH FOCACCIA V	17
Charcoal focaccia / Wild herb pesto	
O2 BURNT ORANGE RICOTTA V/GF	19
Whipped ricotta / Smoked paprika oil / Charred citrus zest	
O3 SCALLOP TARTAR GF	29
Scallops / Miso emulsion / Dashi foam / Yuzu edible sand	
O4 ROASTED BEETROOTS AND GOAT'S CURD V/GF	21
Roasted beetroots / Goat's curd / Black garlic / Hazelnut dressing	

O2

STRUCTURES / MAIN COURSES	
O1 T-BONE STEAK (2-3 share) GF	160
45 day dry aged steak / Crispy paré potatoes / Bone marrow chermoula	
O2 FOREST RISOTTO V/GF/GF	36
Carnaroli rice / Wild garlic / Stinging nettle / Morel mushrooms	
O3 WILD PACIFIC HALIBUT GF	43
Seared Halibut / Caramelized beans / Carrot-ginger reduction	
O4 CHERRY GLAZED DUCK	46
Dry aged duck / Cherry-hoisin glaze / Radish / Steamed pancakes	

O3

SUPPORTS / SIDES	
O1 ROX REEF CABBAGE V/GF	61
Crispy roasted cabbage / Light olive dressing / Sesame	
O2 WILDED BROCCOLINI V/GF	61
Broccoli / Soy / Olive oil	
O3 YUZU CARPONE V/GF	69
Roasted carpaccio / Yuzu / Carrot top oil	
O4 CREAMY FINGERLINGS POTATOES GF	21
Fingerling potatoes / Sweet potato / Truffle oil / Olive oil	

O4

RECLAMATIONS / DESSERTS	
O1 CHOCOLATE AND KUMQUAT TART V/GF	20
Chocolate tart / Kumquat glaze	
O2 ALMOND MACARON V	20
Almond / Orange / Vanilla / Pistachio / Strawberry / Lemon / Raspberry	
O3 APPLE RAMP TART TARTIN V	20
Apple / Ramp / Pistachio / Vanilla / Pistachio / Strawberry / Lemon / Raspberry	
O4 PISTACHIO	20
Pistachio / Vanilla / Pistachio / Strawberry / Lemon / Raspberry	

CONTRA

Print

Menu



Print

Drink List

WINE LIST (BOTTLES)

SPARKLING	
Prosecco Superiore	45
Crémant	52
Champagne NV	70
Champagne Grower	95
WHITE	
Loire Sauvignon	36
Mosel Riesling	40
Albariño	42
Chablis	55
White Burgundy	65
ORANGE	
Alsace Skin Contact	48
Georgian Qvevri	52
RED	
Beaujolais Cru	42
Burgundy Pinot Noir	60
Rhône Syrah	48
Rioja Reserva	50
Bordeaux	66
PREMIUM / CELLAR	
CHAMPAGNE	
Krug Grande Cuvée	280
Dom Pérignon	220
Bollinger R.D.	260
WHITE	
Meursault 1er Cru	140
Puligny-Montrachet	160
RED	
Barolo	95
Brunello di Montalcino	110
Super Tuscan	120
Château Lynch-Bages	180

WINES BY THE GLASS

SPARKLING	
Prosecco Superiore	15
Crémant	17
Champagne NV	22
Champagne Grower	20
WHITE	
Sauvignon Blanc, Loire	18
Riesling Kabinett	21
Albariño	19
Chablis	18
ORANGE	
Pinot Gris (Skin Contact)	19
Rkatsiteli (Qvevri)	24
RED	
Pinot Noir, Burgundy	18
Syrah, Rhône	20
Rioja	17
Bordeaux	19
ROSÉ	
Provence Rosé	20
DESSERT	
Sauternes	17
Tokaji	19
SOMMELIER PICKS	
Champagne Grower (Blanc de Blancs)	
Riesling GG (Germany)	16/78
Ribolla Gialla (Skin Contact)	15/72
Etna Rosso	17/82
Jura Savagnin	18/88



WINE LIST (BOTTLES)	WINES BY THE GLASS
SPARKLING Prosecco Superiore 45 Crémant 52 Champagne NV 70 Champagne Grower 95 WHITE Loire Sauvignon 38 Mosel Riesling 40 Albariño 42 Chablis 55 White Burgundy 65 ORANGE Alsace Skin Contact 48 Georgian Qvevri 52 RED Beaujolais Cru 42 Burgundy Pinot Noir 60 Rhône Syrah 48 Rioja Reserva 50 Bordeaux 65 PREMIUM / CELLAR CHAMPAGNE Krug Grande Cuvée 280 Dom Pérignon 220 Bollinger RD 200 WHITE Meunault le Cru 140 Puligny-Montrachet 180 RED Barolo 95 Brunello di Montalcino 10 Super Tuscan 120 Château Lynch-Bages 180	SPARKLING Prosecco Superiore 15 Crémant 17 Champagne NV 22 Champagne Grower 20 WHITE Sauvignon Blanc, Loire 18 Riesling Kabinett 21 Albariño 19 Chablis 18 ORANGE Pinot Grls (Skin Contact) 19 Rkatsiteli (Qvevri) 24 RED Pinot Noir, Burgundy 18 Syrah, Rhône 20 Rioja 17 Bordeaux 19 ROSÉ Provence Rosé 20 DESSERT Sauternes 17 Tawny 19 SOMMELIER PICKS Champagne Grower (Blanc de Blancs) 15/75 Riesling GG (Germany) 15/72 Rhône Galle (Skin Contact) 13/92 Etna Rosso 13/92 Jura Savagnin 19/98

COCKTAILS	NON-ALCOHOLIC
GREEN CONCRETE 100% citrus, green apple, yuzu, lychee, lime, lemon YUZU MARTINI 100% yuzu, green apple, yuzu, lychee, lime, lemon SHISO-HIBISCUS 100% shiso, green apple, yuzu, lychee, lime, lemon PLUM & SAKÉ SPRITZ 100% plum, green apple, yuzu, lychee, lime, lemon MOSS & CITRUS 100% moss, green apple, yuzu, lychee, lime, lemon FERMENTED APPLE 100% apple, green apple, yuzu, lychee, lime, lemon BESAME SOUR 100% besame, green apple, yuzu, lychee, lime, lemon BAGE & PEPPER 100% bage, green apple, yuzu, lychee, lime, lemon RICE & SMOKE 100% rice, green apple, yuzu, lychee, lime, lemon	GREEN ZERO 100% green apple, yuzu, lychee, lime, lemon FERMENTED LEMON 100% fermented lemon, yuzu, lychee, lime, lemon APPLE & GINGER 100% apple, green apple, yuzu, lychee, lime, lemon NON-ALC SPRINTZ 100% spritz, green apple, yuzu, lychee, lime, lemon ZERO MARTINI 100% zero, green apple, yuzu, lychee, lime, lemon

WINE LIST (BOTTLES)

SPARKLING

Prosecco Superiore

Crémant

Champagne NV

Champagne Grower

WHITE

Loire Sauvignon

Mosel Riesling

Albariño

Chablis

White Burgundy

ORANGE

Alsace Skin Contact

Georgian Qvevri

RED

Beaujolais Cru

Burgundy Pinot Noir

Rhône Syrah

Rioja Reserva

Bordeaux

45

52

70

95

36

40

42

55

65

48

52

42

60

48

50

66

WINES BY THE GLASS

SPARKLING

Prosecco Superiore

Crémant

Champagne NV

Champagne Grower

WHITE

Sauvignon Blanc, Loire

Riesling Kabinett

Albariño

Chablis

ORANGE

Pinot Grls (Skin Contact)

Rkatsiteli (Qvevri)

RED

Pinot Noir, Burgundy

Syrah, Rhône

Rioja

Bordeaux

ROSÉ

15

17

22

20

18

21

19

18

19

24

18

20

17

19



CONTRĀ

Invites you to an exclusive evening to participate
in the launch of a new dining experience.

An evening of curated cuisine, signature cocktails
and refined atmosphere.

7PM - Mandarin Oriental, Mayfair - 020 5978 1962

01 - 05 - 26

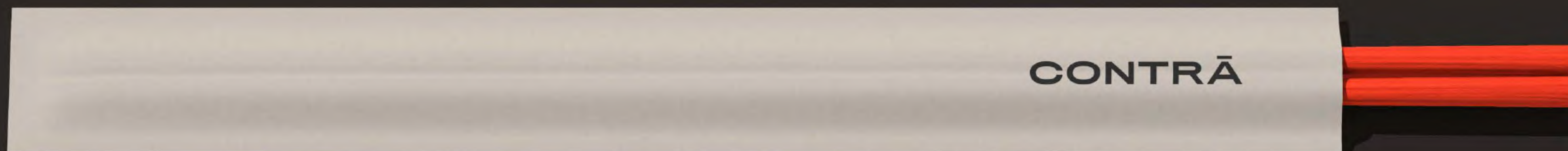
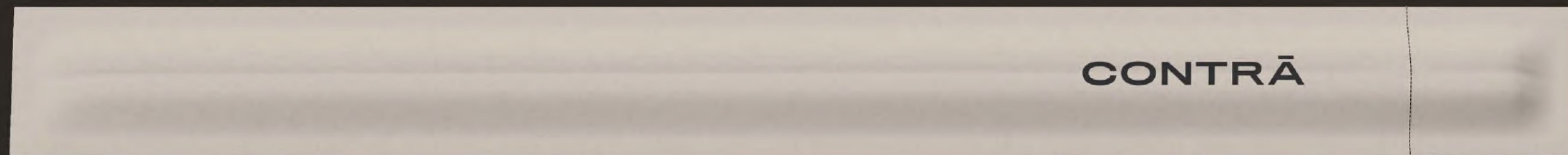
Print

Invitation



Product

Bag



Product

Chopsticks



Product

Candle



Product

Serviette

Product



Wine Bottle



Product

Wine Bottle



Product

Umbrella



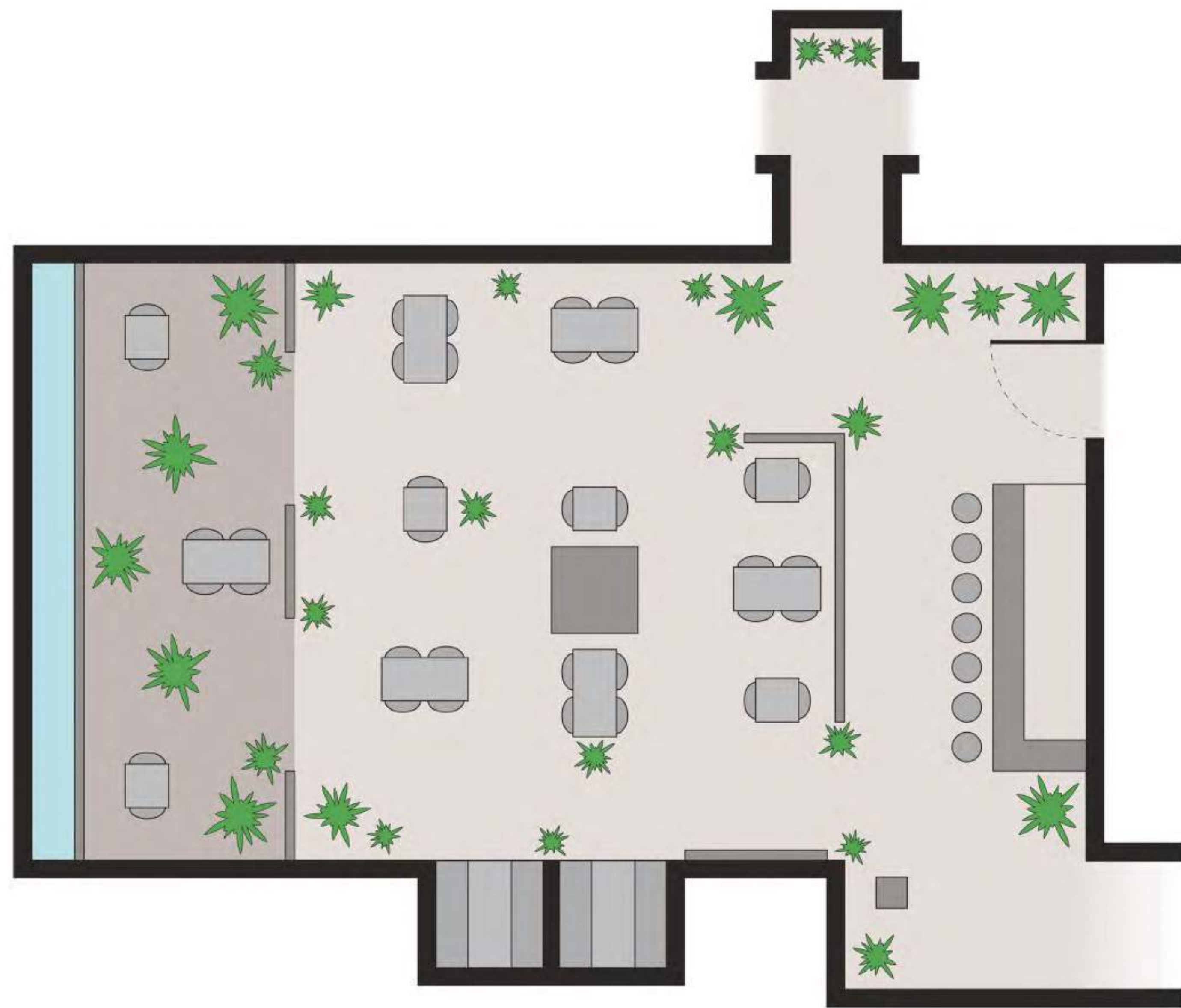
Product

Ice Cube

CONTRĀ



Social Media



Restaurant

Floorplan