



**BRANDING
MANUAL**



#VAYVAYVAY

STEAKHOUSE



FOREWORD

Gürkan Chef also knowns as “ Jön of Meat” who becomes reliable and strong brand, make a voice with his new brand again. Gürkan Topçu continues passing the other brands with his vision, quality and he is the one of the first name about steakhouse in the world. He proved his success until 2014 to all over the world.

After completing his gastronomy education in overseas he reaches his dreams to open a steakhouse in Nisantasi with his butcher certificate. The succesful chef continues to follow his dreams to make a difference in sector and investigating new tastes with experience about kitchen and managment.

Gürkan Chef is caring design to applications and every details in his new project Mr. Gürkan steakhouse. He is proud of the proove of the show 3rd time what can a Turkish brand make in the world. Gürkan Chef; he brings a new breathe with his simple and innovative ideas.



SOUPS

VEGETABLE SOUP
WITH VEAL BEEF
MARROW JUICE SOUP

STARTERS

SMOKED MEAT PLATE
STEAK TARTARE
SMOKED MEAT WITH CHEDDAR
VEAL CARPACCIO
CHEESE PLATE
SMOKED VEAL CHOP
GRILLED VEGETABLE PLATE

GARNISH

BAKED POTATO
ASPARAGUS PLATE
MUSHROOM
MR.GÜRKAN POTATO WITH
CHEDDAR SAUCE
CORN
CREAMY SPINACH AND
MUSHROOM
BAKED POTATO
MEAT SUSHI

SALADS

MR. GÜRKAN SALAD
SALAD WITH TULUM CHEESE
RED ONION SALAD
GOAT CHEESE SALAD
ROCK&PARMESAN SALAD
MR.GÜRKAN SALAD

BURGERS

MR. GÜRKAN BURGER
LOKUM BURGER
TRIPLE MINI BURGERS

PASTAS

TAGLIATELLI
PENNE BOLOGNESE

THIN MEATS

LOKUM
LEBLEBI
ENTRECOTE
SHASHLIK
LAMB BACK
LAMB FILLET
LAMB CHOPS
FAJITA
MR.GÜRKAN KOBE
MR.GÜRKAN SPAGETTI

STEAK

DALLAS STEAK
T-BONE STEAK
NEWYORK STEAK
SÜT ASKI
MR.GÜRKAN TOMAHAWK
PORTERHOUSE STEAK
FLANK STEAK

MR.GÜRKAN SEASONAL SPECIAL

MEAT KADAYIF
OSSOBUCO
LAMB LEG
LAMB SHANKS
MR.GÜRKAN LAMB CHUCKS
LAMB KIDNEY
LAMB KOKORECH

MEATBALLS / SOUDJOUK / SAUSAGE

MR.GÜRKAN CHEF MEATBALLS
BUTCHER MEATBALL
MEATBALL WITH KASHAR CHEESE
VEAL SOUDJOUK
VEAL SAUSAGE
BBQ FRANKFURT SAUSAGE

MR. GÜRKAN SPECIAL

VAY VAY VAY
RACK OF LAMB
MR.GÜRKAN ASADO

CHICKEN

CHICKEN SISH WITH CHEDDAR
SAUCE
PESTO CHICKEN

DESSERTS

CHEFS SIGNATURE
HAVUÇ DILIM BAKLAVA
NIRVANA
KADAYIF
KATMER
FRUIT PLATE

SOFT DRINKS

COCA COLA 250 ML
COCA COLA ZERO 250 ML
FANTA
SPRITE
FUSETEA PEACH
FUSETEA LEMON
AYRAN
ULUDAG MINAREL WATER
ULUDAG WATER
SAN PELLEGRINO
ZAFER SODA
NIGDE SODA
FRESH ORANGE JUICE
TURNIP JUICE

HOT DRINKS

ESPRESSO
DOUBLE ESPRESSO
TURKISH COFFEE
TURKISH TEA

STARTERS**MR GÜRKAN BUTCHER DELICATESSEN PLATE**

Smoked Veal Entrecote,rosebeef,thin sliced Hellim cheese soudjouk,
Entrecote veal bacon,special braised meat,cheese , nuts
PRICE

APPETIZER STAND

Hurrem Sultan,Babagannus,Leaf wrap with olive oil,humus,muhammara,cacık , Antep ezme,mutebbel
PRICE

ET'ŞI

Meat Sushi signed by Gürkan Şef
PRICE

SMOKED MEAT PLATE

Smoked veal entrecote, parmesan cheese, kashar cheese, rocket, dry fig, apricot, goat cheese,
walnut, olive and lemon sauce with grissini
PRICE

STEAK TARTARE

Contrafillet, sea salt, black pepper, white part of egg, capers flower
PRICE

SMOKED MEAT WITH CHEDDAR

Smoked veal entrecote, cheddar sauce served with spices
PRICE

VEAL CARPACCIO

Veal bonfillet, rocket, parmesan cheese, walnut,olive and lemon sauce, balsamic sauce, salt, black
pepper,
mustard pieces served with grissini
PRICE

CHEESE PLATE

Kashar cheese, goat cheese, parmesan cheese, blue cheese, dried apricot, dried fig,
grissini with raspberry marmelade
PRICE


SMOKED VEAL CHOP

Smoked veal chop served with cheddar sauce
PRICE

GRILLED VEGETABLE PLATE

Zucchini, eggplants, capia pepper, mushroom, black pepper with pesto sauce
PRICE

All visual materials based on for Mr. Gürkan and the colors to be used in expressions 'Logo Type in'. In all corporate products this color is being used. Depending on the type and technique of printing, the color specified when they are necessary fot assisting. Company product colors specified one by one. All basic intonation value of the mentioned colors are indicated on this page.



C:0 M:0 Y:0 K:90



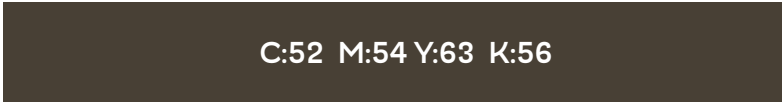
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C:30 M:35 Y:53 K:16



C:0 M:95 Y:95 K:0



C:52 M:54 Y:63 K:56

*#VAYVAYVAY Mr. Gürkan Logo
specified on this page.
Color codes is written.*



USING LOGO
COLOR COMBINATION IN LIGHT FLOOR
DARK FLOOR AND PATTERNED SURFACE

*This page describes how to use
#VAYVAYVAY Mr. Gürkan on light and dark grounds.*



LASER CARVING OR
CNC CARVING FALSE



LASER CARVING OR
CNC CARVING TRUE



**LOGO APPLICATION
ON PHOTOGRAPHY**

*This page describes
how to use #VAYVAYVAY Mr. Gürkan
on photography.*



BUSINESS CARD

8,5 x 5,5 cm Standard
350 gr Japanese Bristol
Matte Cellophane
4 corner no radius



LETTERHEAD

21 x 29,7 cm Standard
110 gr 1.



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DIPLOMATS ENVELOPE

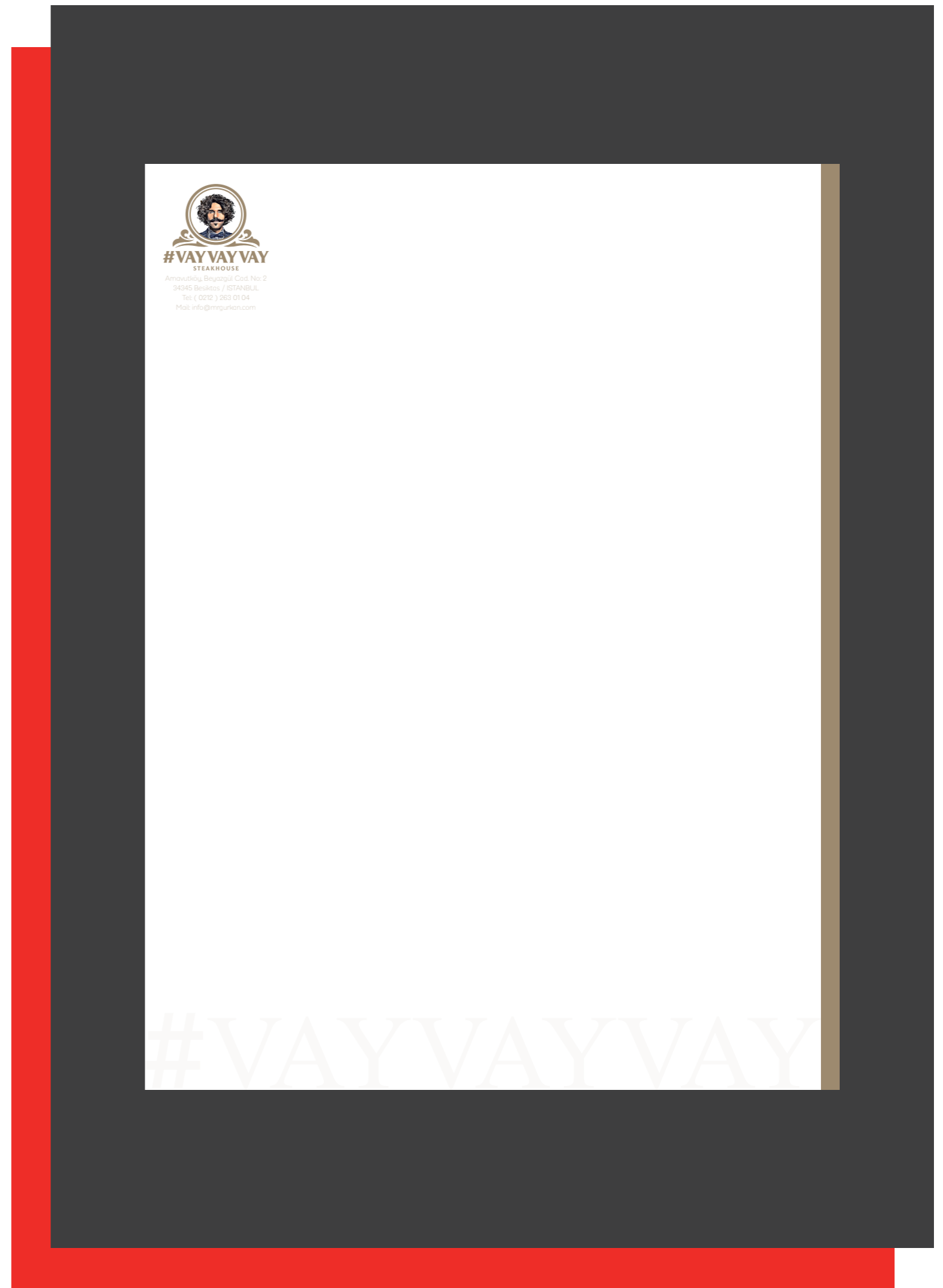
10.5 x 24 cm Standard

110 gr 1.

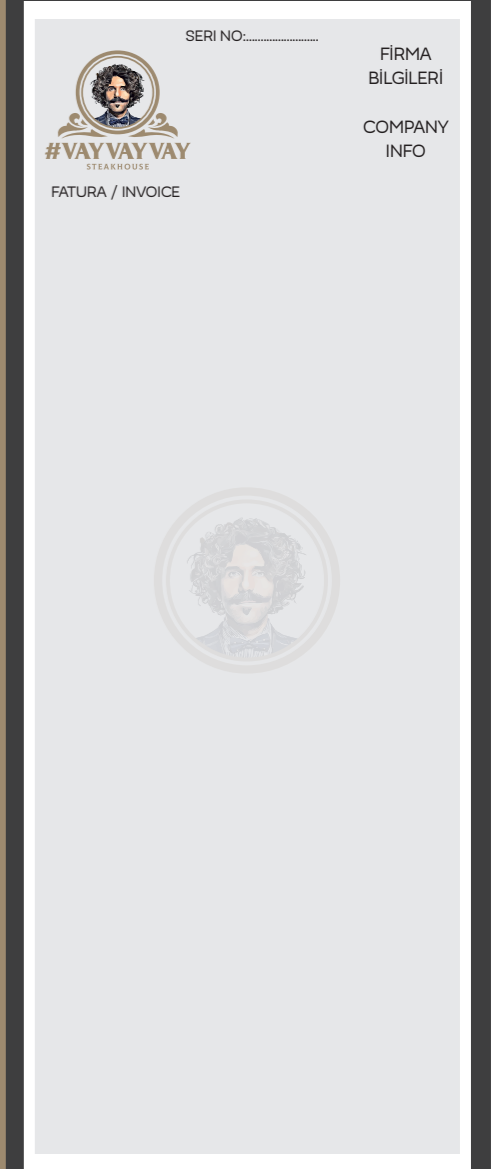
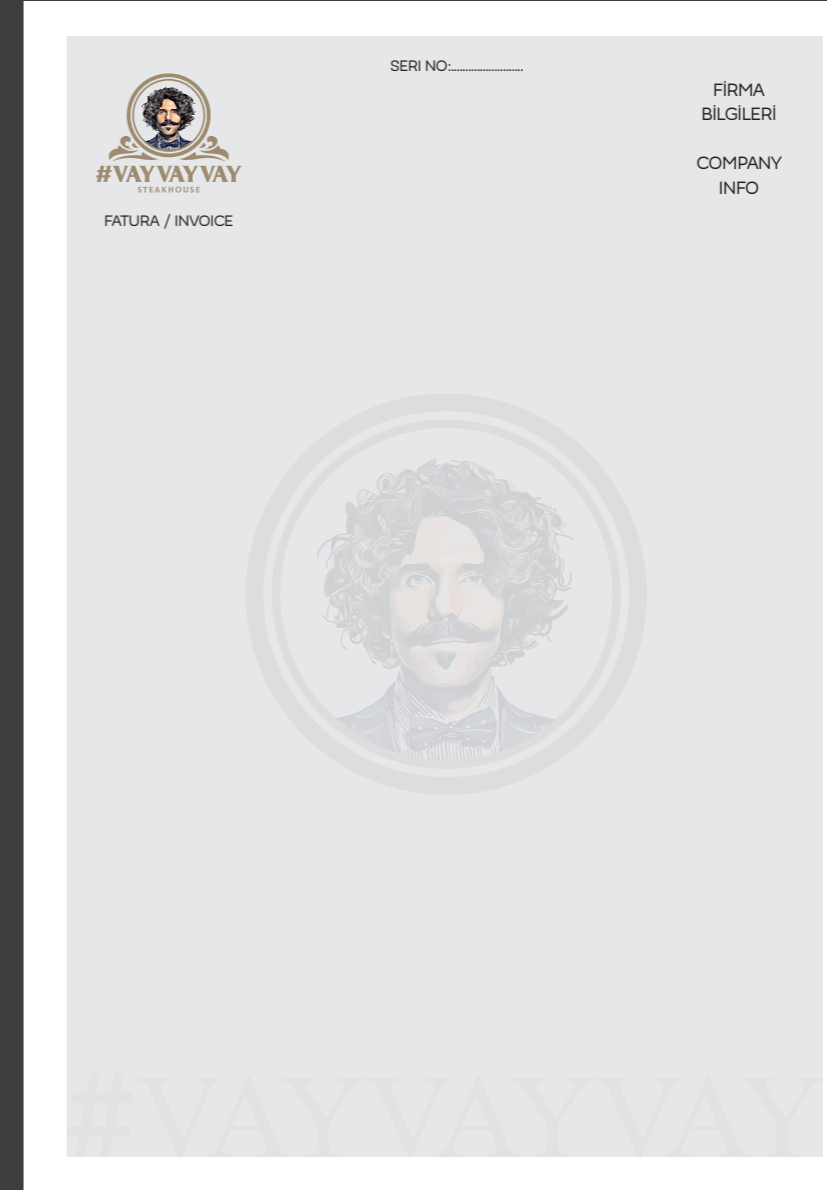


#VAYVAYVAY

BAG ENVELOPE
24 x 32 cm Standard
110 gr 1.



INVOICE
A4 and 10,5 x 27,5 cm.



POCKET FOLDER

*350 gr. Japanese Bristol
Matt Cellophone*



REFRESHING TOWEL

7 X 14 cm



NAPKIN
40 x 40 cm
One Colour



KRAFT BAG
28 x 28 cm Standart
15 cm folding



GREASEPROOF PAPER

70 x 100 cm

Printed

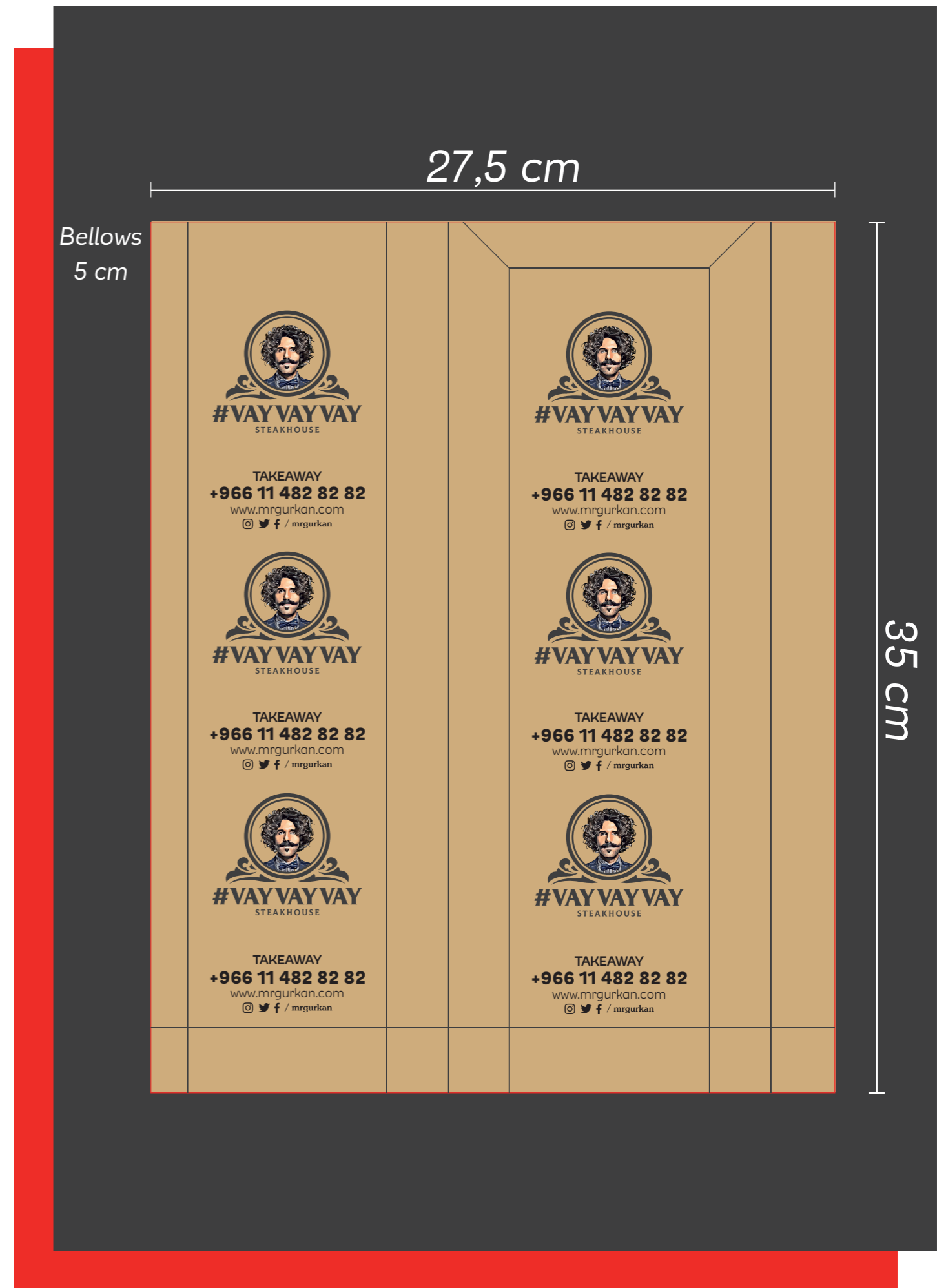


BAG PAPER 1 / kraft

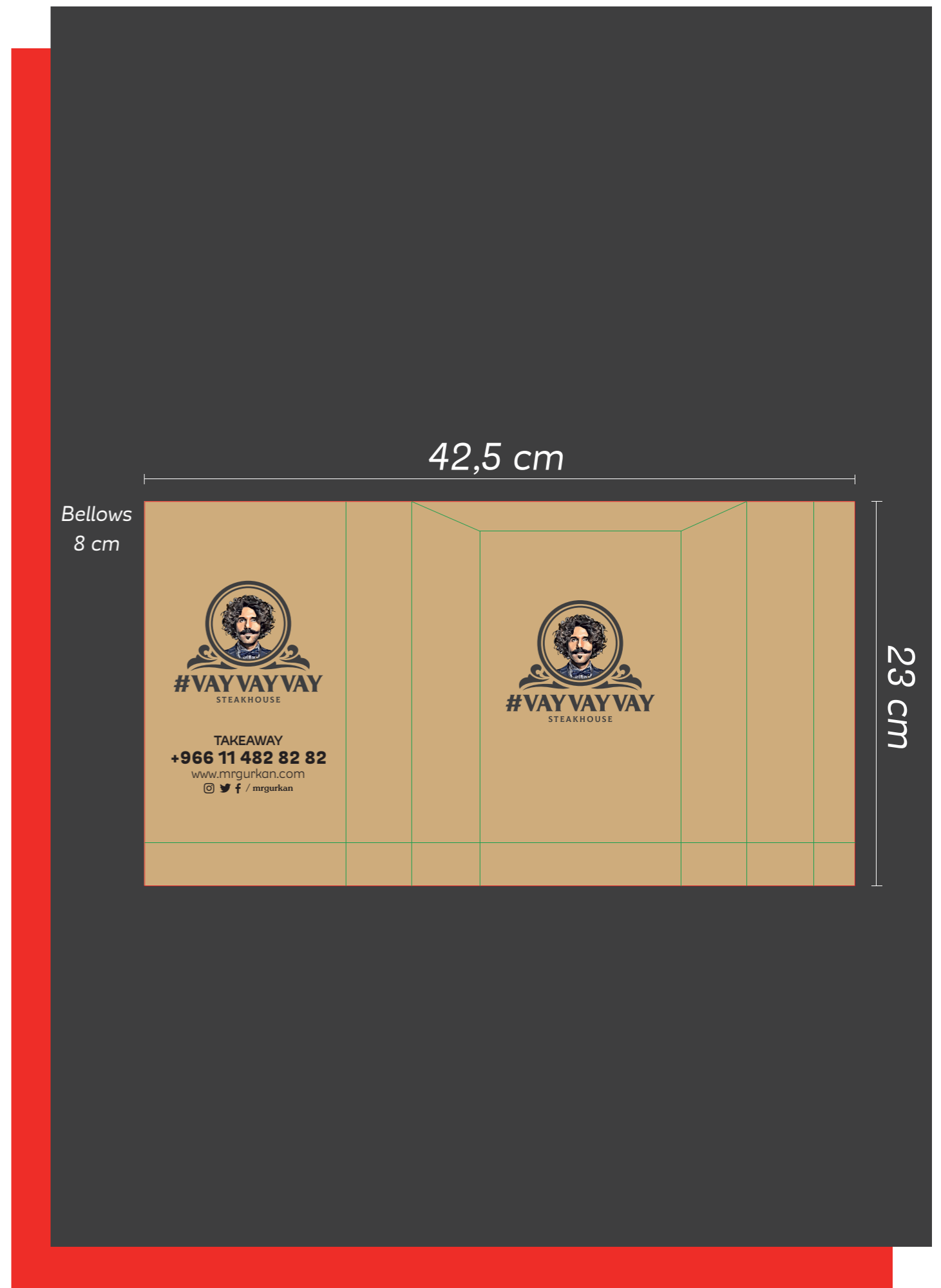
8 x 32 cm

5 cm folding

Due to the Pandemic; our tabletop equipments (forks, knives, napkins, wet wipes, pipettes, salt, black pepper.etc) will be placed in these packages



BAG PAPER 2 / kraft
12 x 20,5 cm
8 cm folding



PAPER CUP
200 ml kraft
food cellophone
7 OZ



TAG 1

Diameter : 10 cm
Half Cut Coated Sticker



TAG 2

Diameter : 4 cm
Half Cut Coated Sticker



ROUND MAGNET

Diameter : 7 cm

Half Cut Coated Sticker



BURGER FLAG

7 X 2 cm

Half Cut Coated Sticker



PIPETTE

Printed Frozen

Diameter : 0,8 mm x 26cm



SUGAR

Brown and White Stick

Granulated Sugar

10 cm x 1,5 cm



**TAKEAWAY VEHICLE
MOTORCYCLE AND THERMO CAB**
*Baskets foil application
on thermo cabinet*



FRIGOFRIG VEHICLE
Refrigerated Material
Service Vehicle

*Digital printing
cast vehicle wrapping foil*



SIGNBOARD
PLEXIGLASS LASER CUT
INTERNAL ILLUMINATED
SIGN

*Black plexiglass laser cut,
led lighting from inside*



GRAFFITI

*To be used in restaurants
will be obtained from this image*



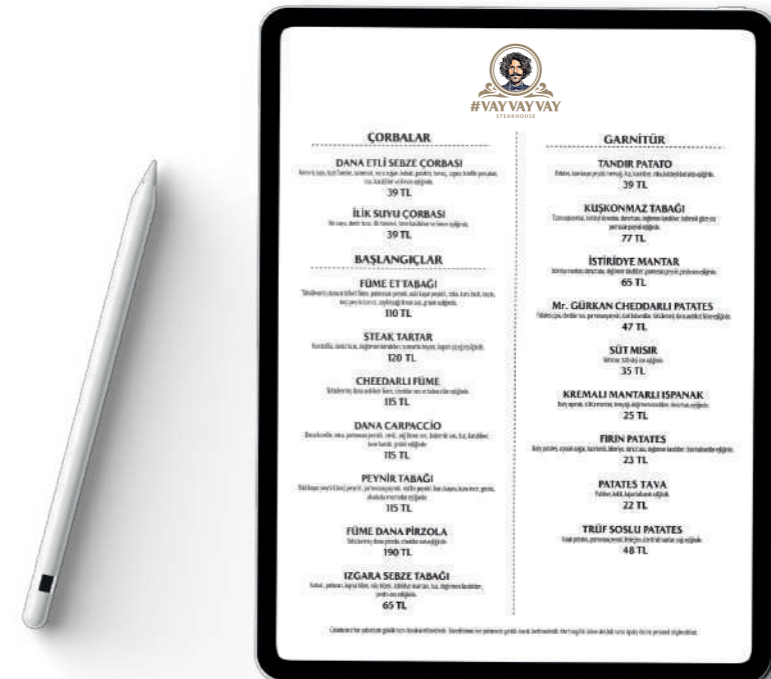
NAME TAG
&
MEDALLION



FOOD MENU PAD
DRINK MENU PAD
BILL PAD
Leather



TOUCH PAD MENU



WAITER

*White shirt, black pants
black shoes, steak apron milky coffee colour*



KITCHEN
Anthrachite tshirt
black pants, black slipper
striped steak apron
striped cap



SUPERVISOR & HOSTESS

- Black Jacket*
- Shirt*
- Black Pants*
- Black Shoes*



ARCHITECTRY 1



ARCHITECTRY 2



ARCHITECTRY 3



ARCHITECTRY 4



ARCHITECTRY 5



ARCHITECTRY 6



ARCHITECTRY 7



ARCHITECTRY 8



ARCHITECTRY 9





#VAYVAYVAY

STEAKHOUSE

JEDDAH

ARCHITECTRY 10

