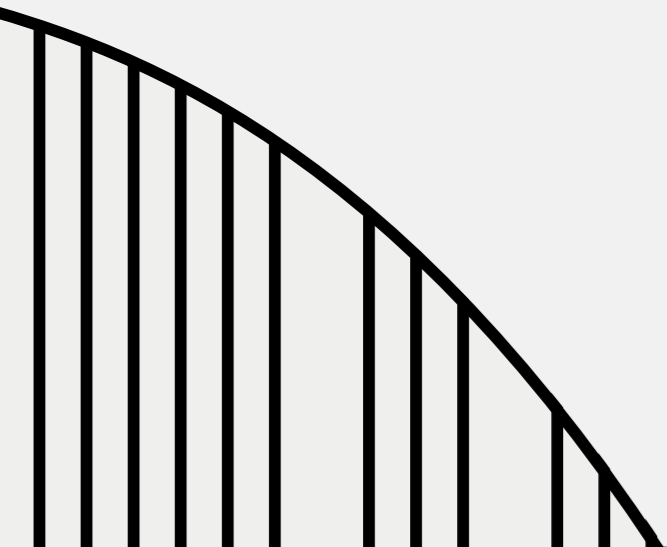
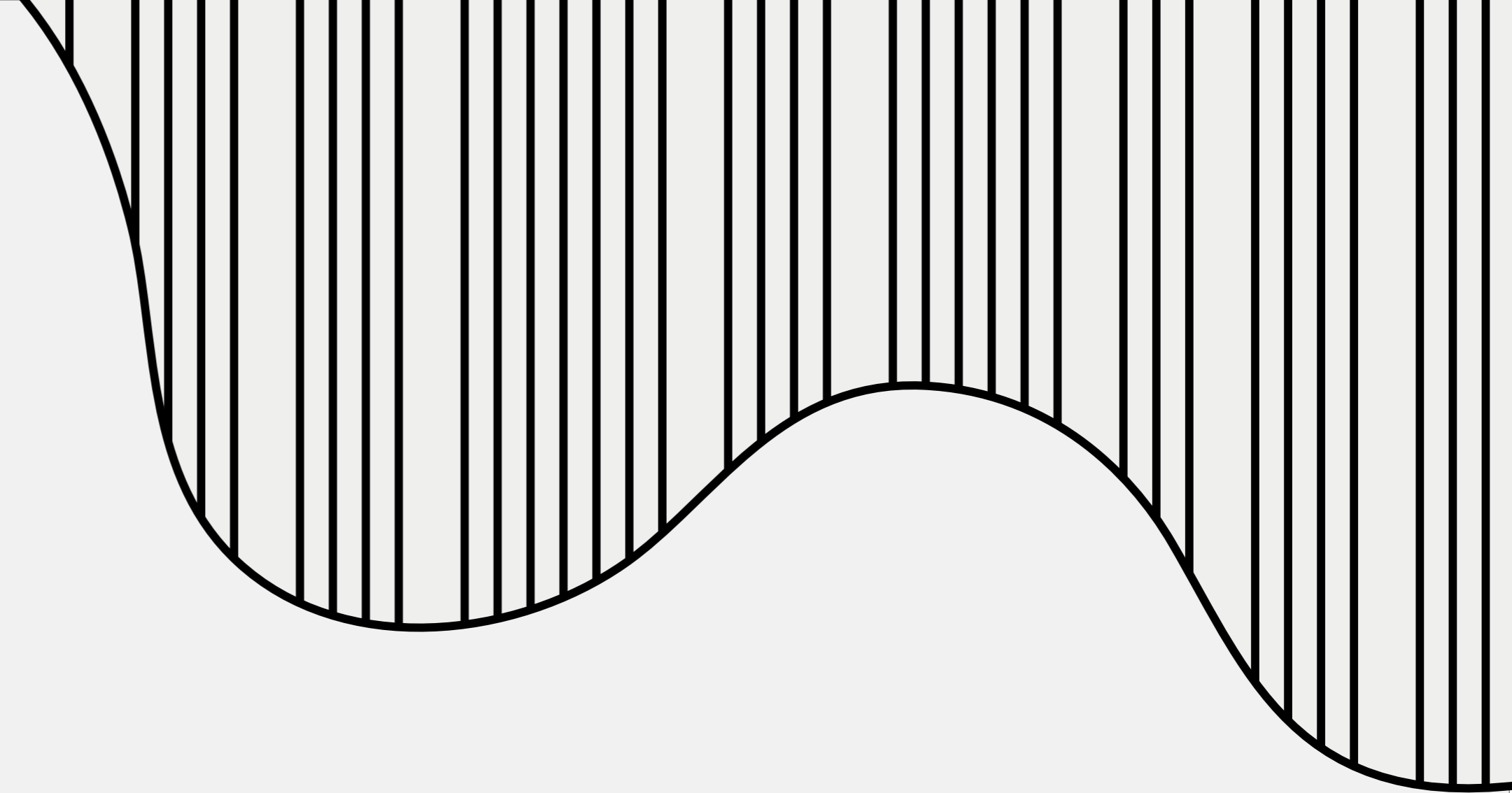
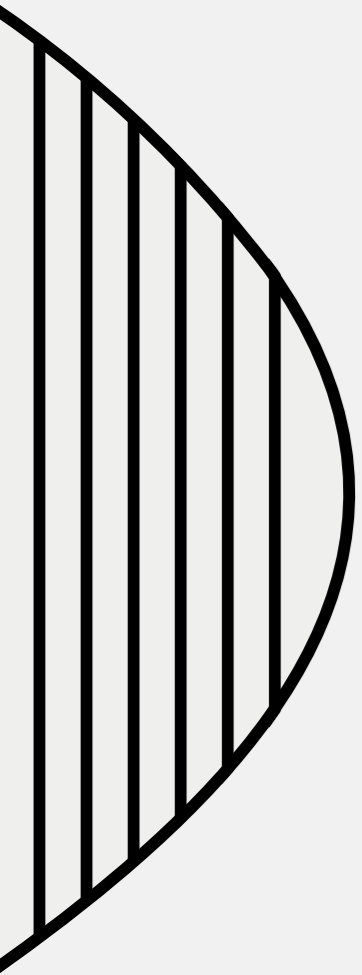
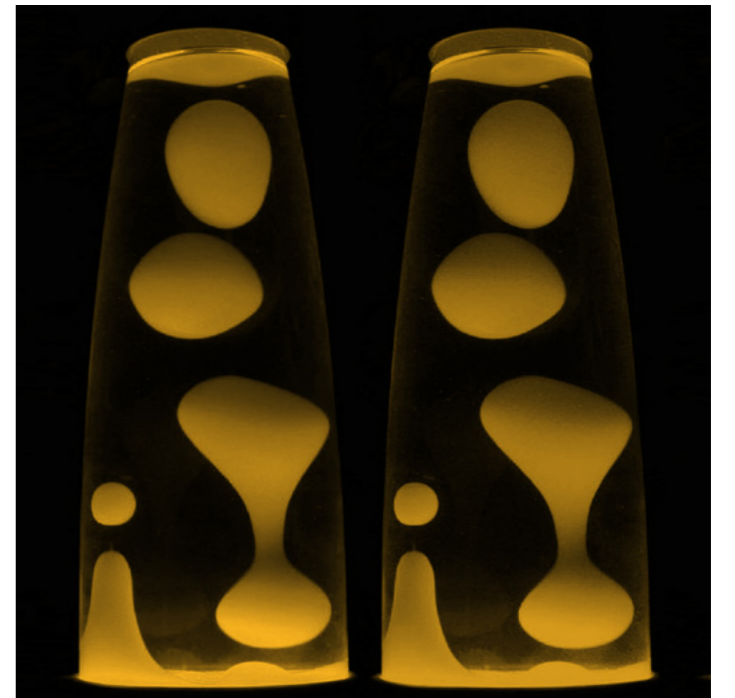
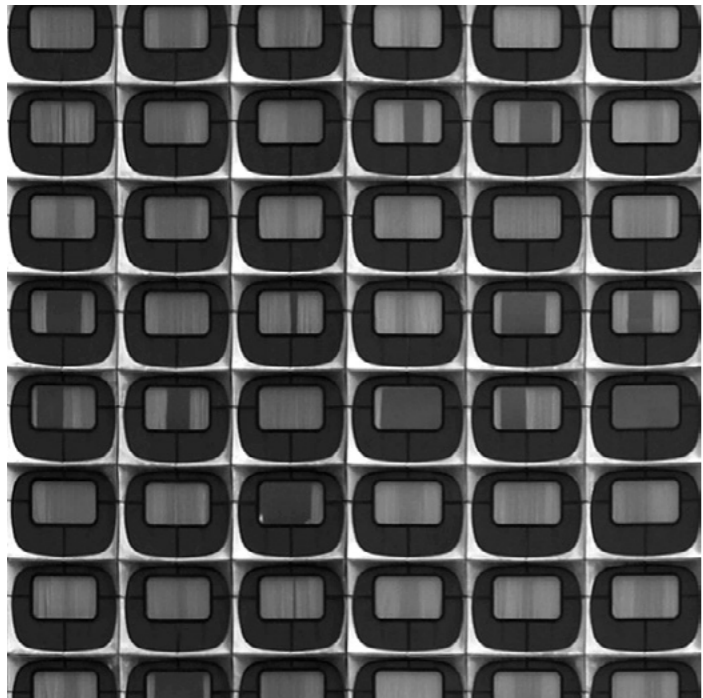
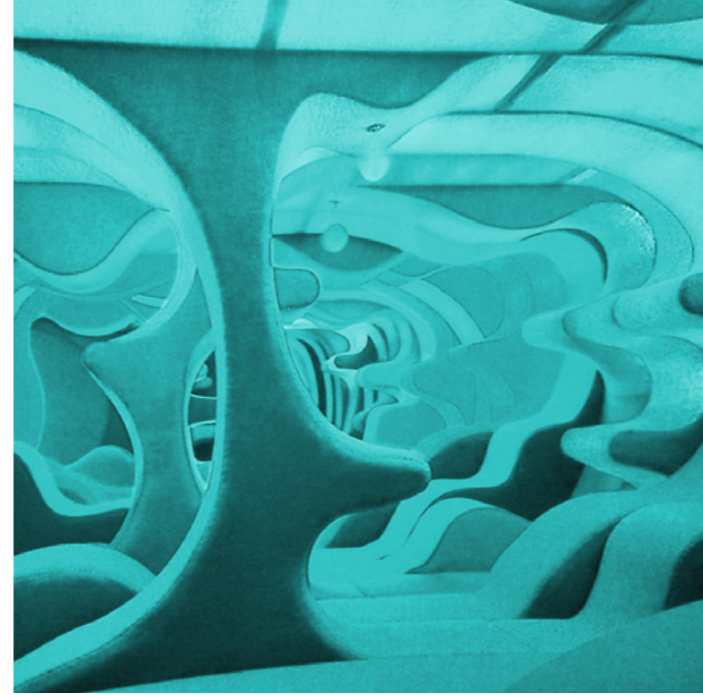
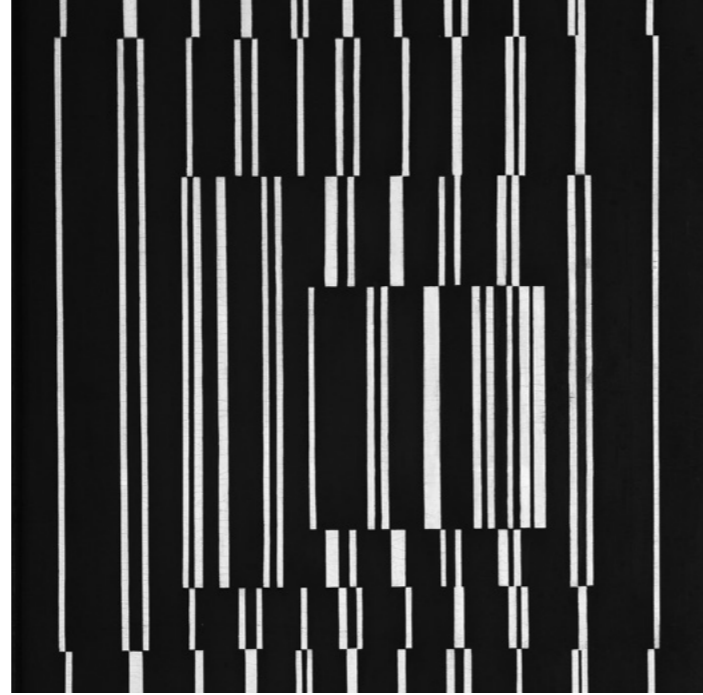
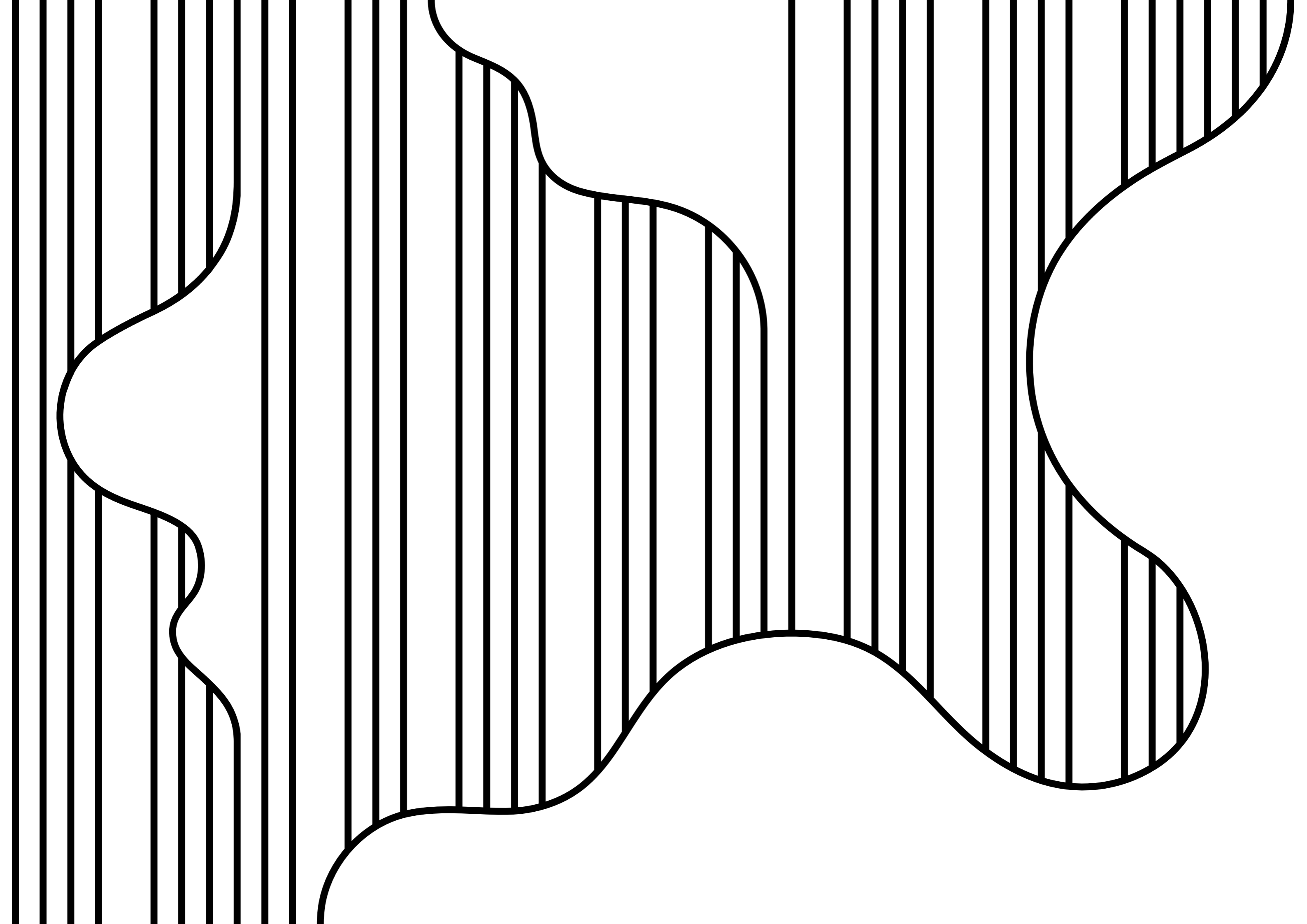


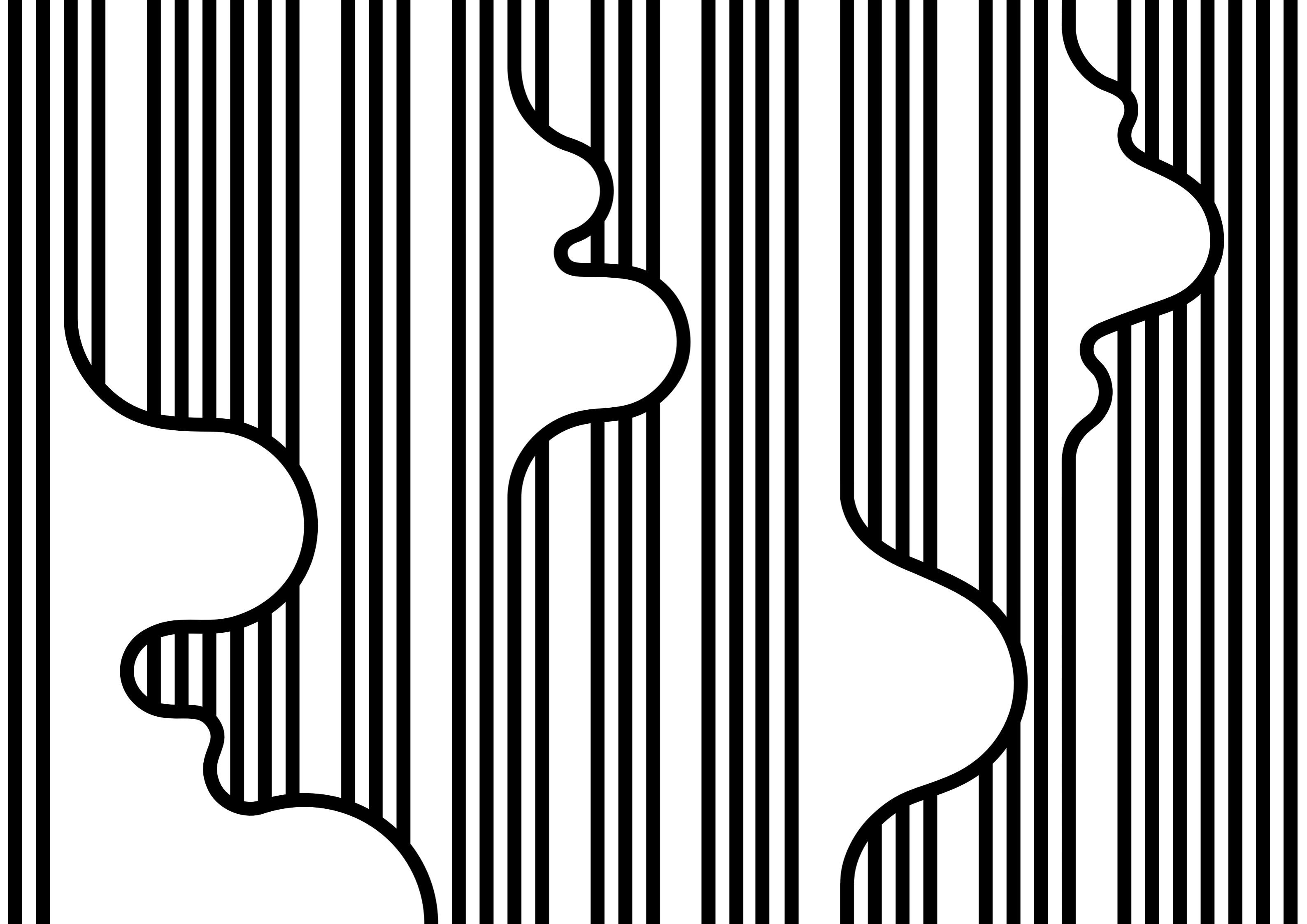
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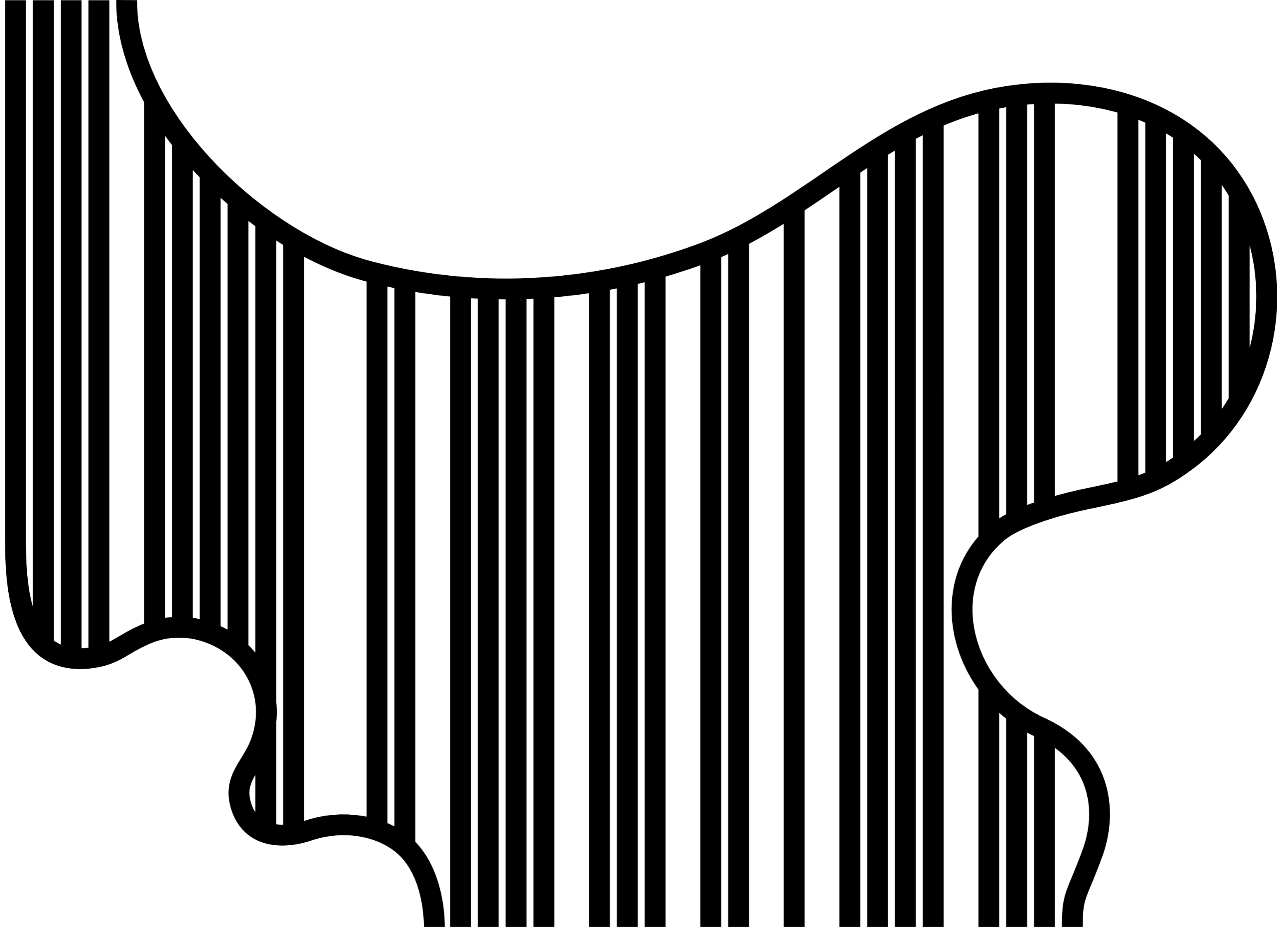
Overview











VISUAL IDENTITY

Main Logos

Colours

Fonts

APPLICATIONS

Stationary

Invites

Menues

Bill envelope

Template for daily menu

Carrier bags

Take away cup

Take away packaging

Toilet sign

Cloakroom sign

Cloakroom chips

Logo on glasses

Logo on tea /coffee cups

Logo on plates

Logo on napkins

Reserved table sign

Waiters uniform / shirts or blouses

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Neon sign

Vinyl on Rue Linois

Vinyl on car park side

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VISUAL IDENTITY

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E I C I L E I C T J C I C

E I C I L E I C T J C I C

E I C I L E I C T I C

E I C I L E I C T I C

E I C I L E I C T I C

ERIC IL EIC T JIC

ERIC IL EIC T JIC

ERIC IL EIC T JIC

ELECTRIC

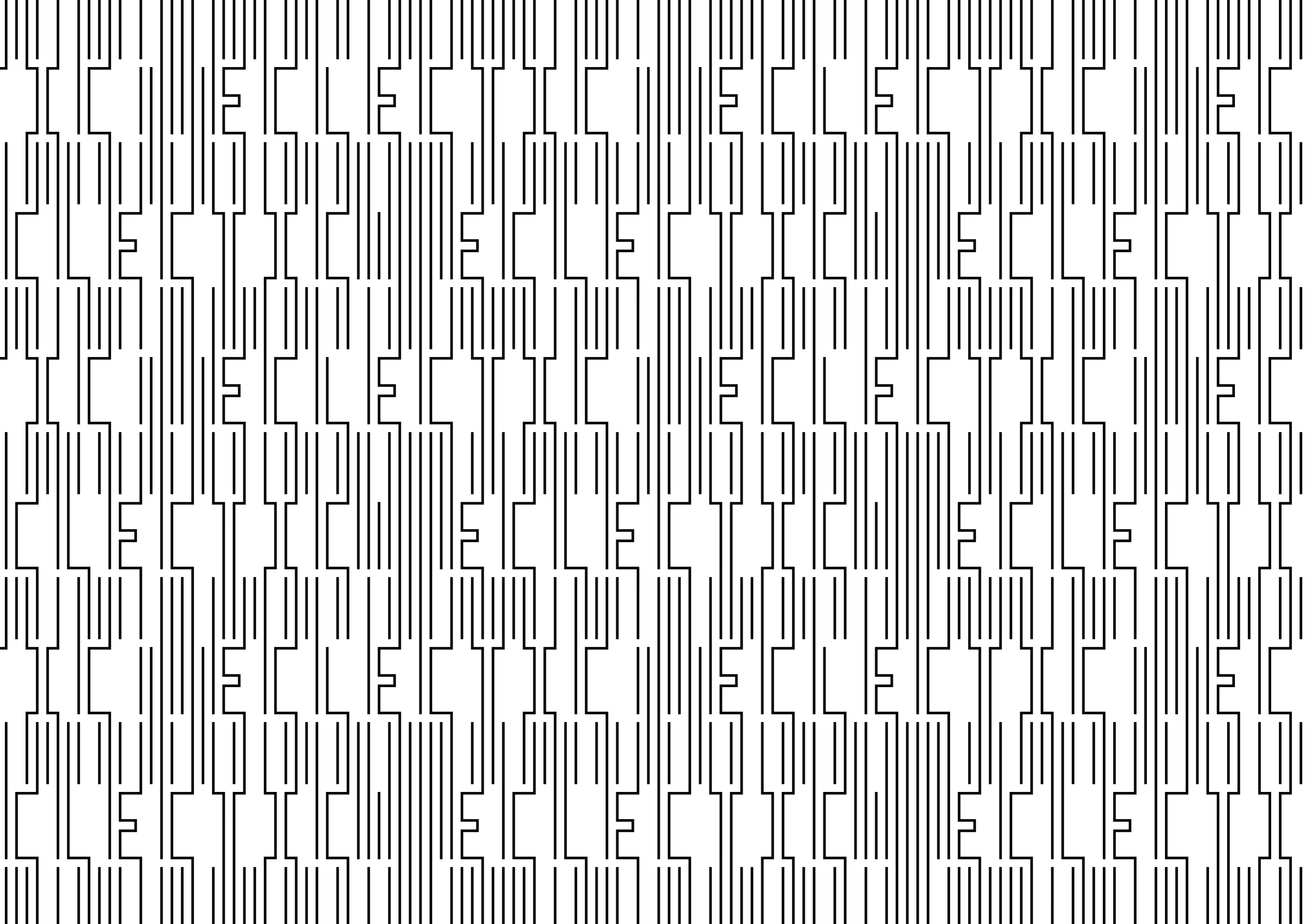
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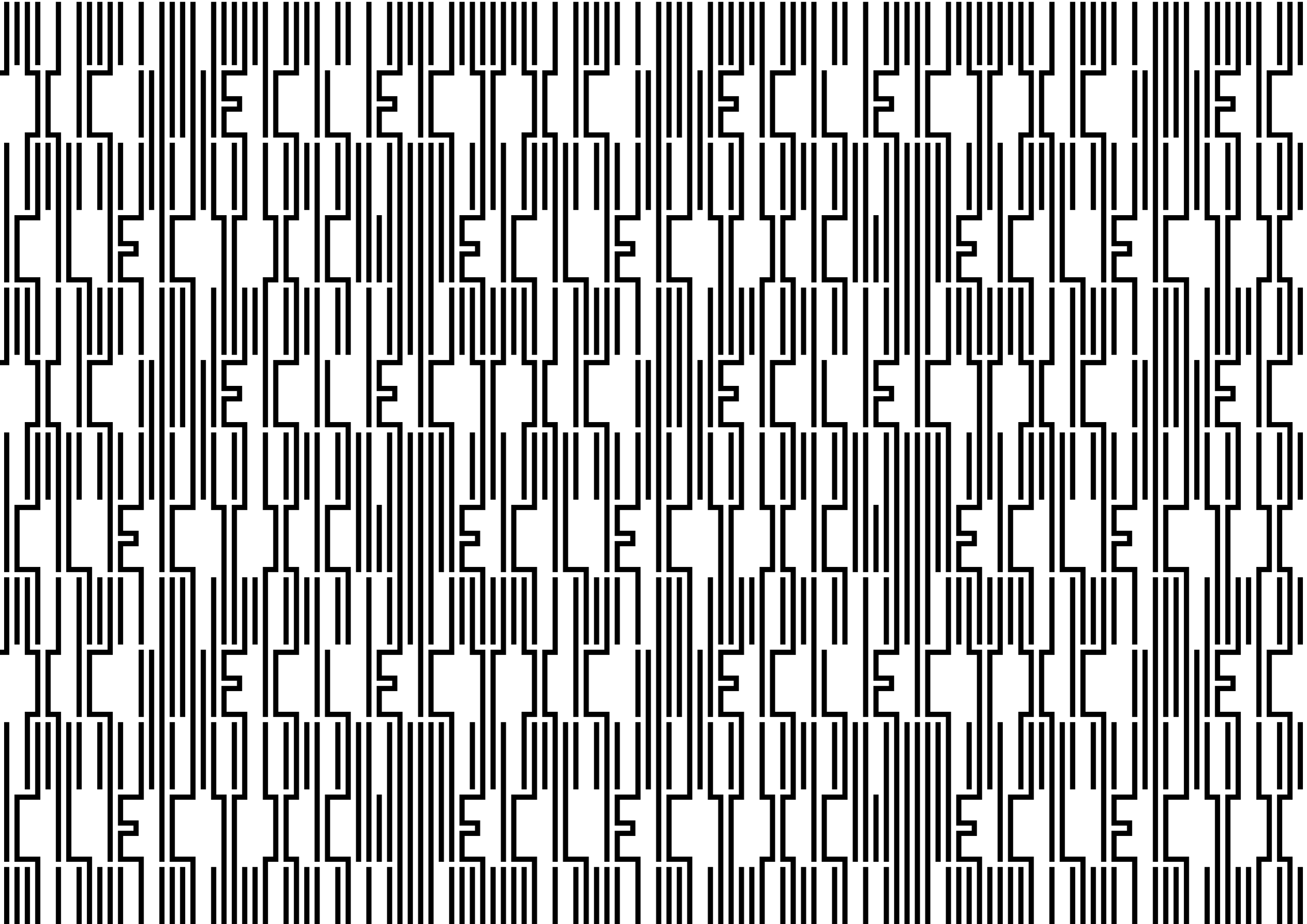
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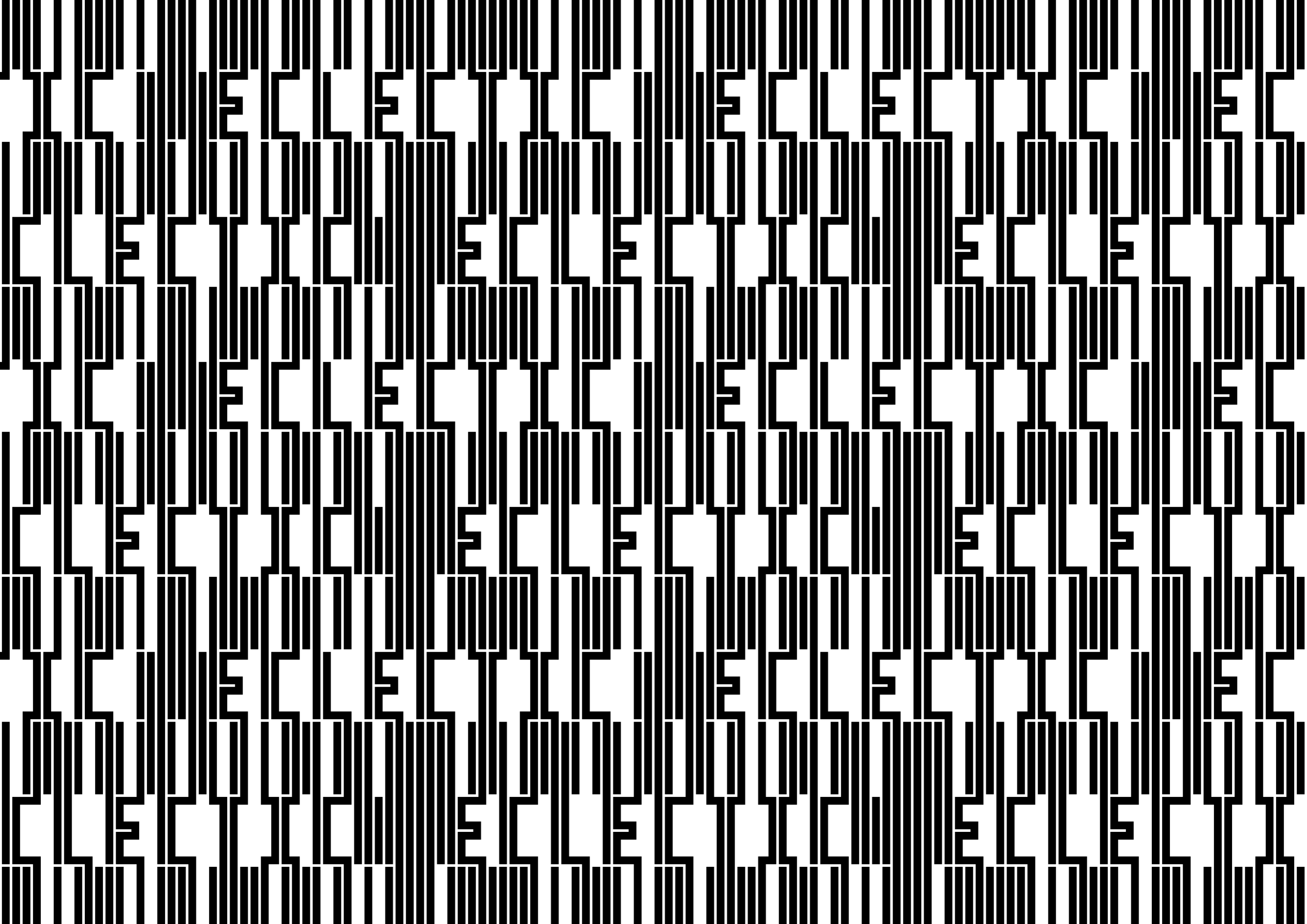
ELECTRIC

ELECTRIC

ELECTRIC







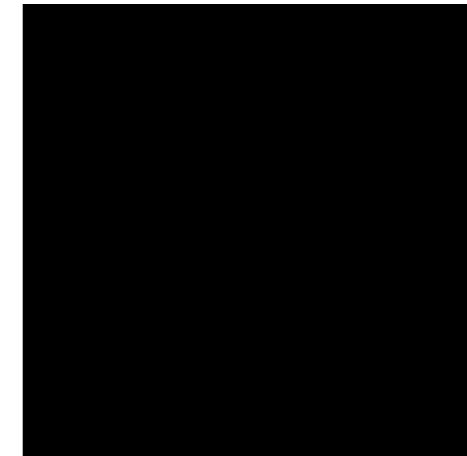
Basic colour scheme



Pantone 220 U
CMYK 28/84/34/0
RGB 142/72/119



Pantone 3145 U
CMYK 88/41/37/0
RGB 10/116/117



Pantone Neutral Black U
CMYK 0/0/0/100
RGB 0/0/0



Pantone 872 U
CMYK 32/39/63/0
RGB 174/147/108



Brass foil

Headlines & body copy

Titles

BAUER BODONI BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 (.,:?!)*“\$£%”[/]&@<\\>

Body copy

Avenir 85 Heavy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (.,:?!)*“\$£%”[/]&@<\\>

Body copy

Avenir 55 Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (.,:?!)*“\$£%”[/]&@<\\>

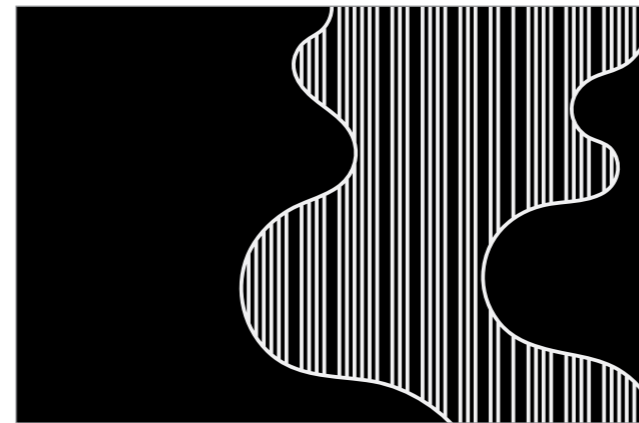
APPLICATIONS

Business cards

E C L E C T I C

Laurent Vilaine
Directeur d'exploitation

7 Rue Linois, 75015 Paris
T. +33 (0)1 77 36 70 00 | M. +33 (0)6 73 99 02 95
laurent@restauranteclectic.fr | www.restauranteclectic.fr



E C L E C T I C

Dorothée Papin
Directrice commerciale

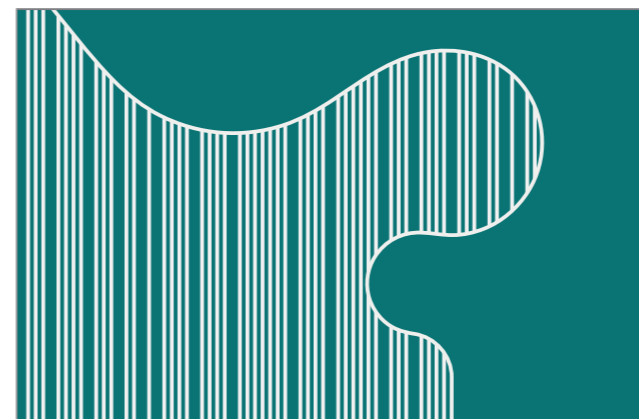
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Xavier Etchebes
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Letterhead

RESTAURANTELECTIC

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info@restaurantelectic.fr | www.restaurantelectic.fr



Compliment slip

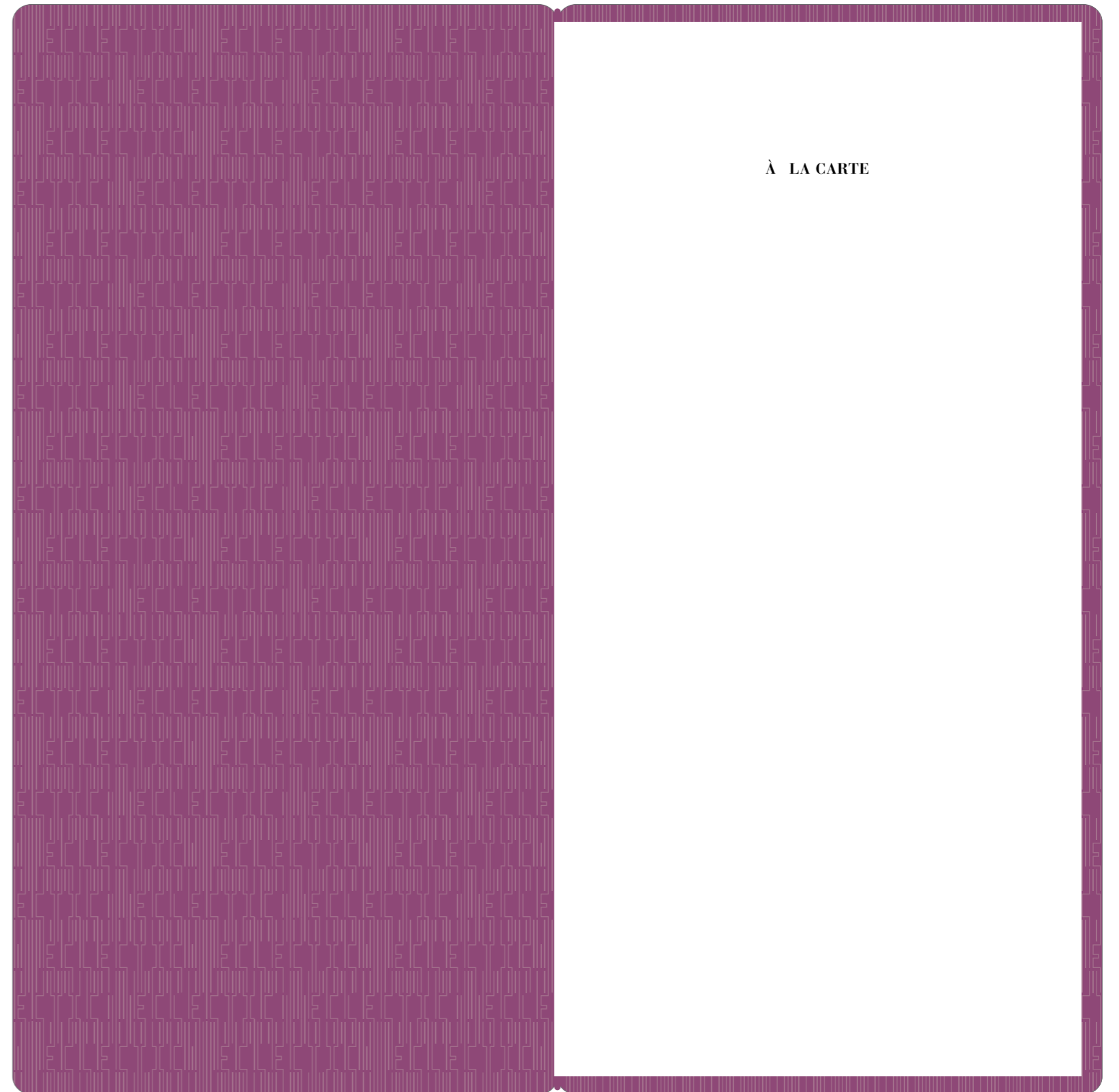
RESTAURANT ECLECTIC

7 Rue Linois, 75015 Paris | T. +33 (0)1 77 36 70 00
info@restauranteclectic.fr | www.restauranteclectic.fr

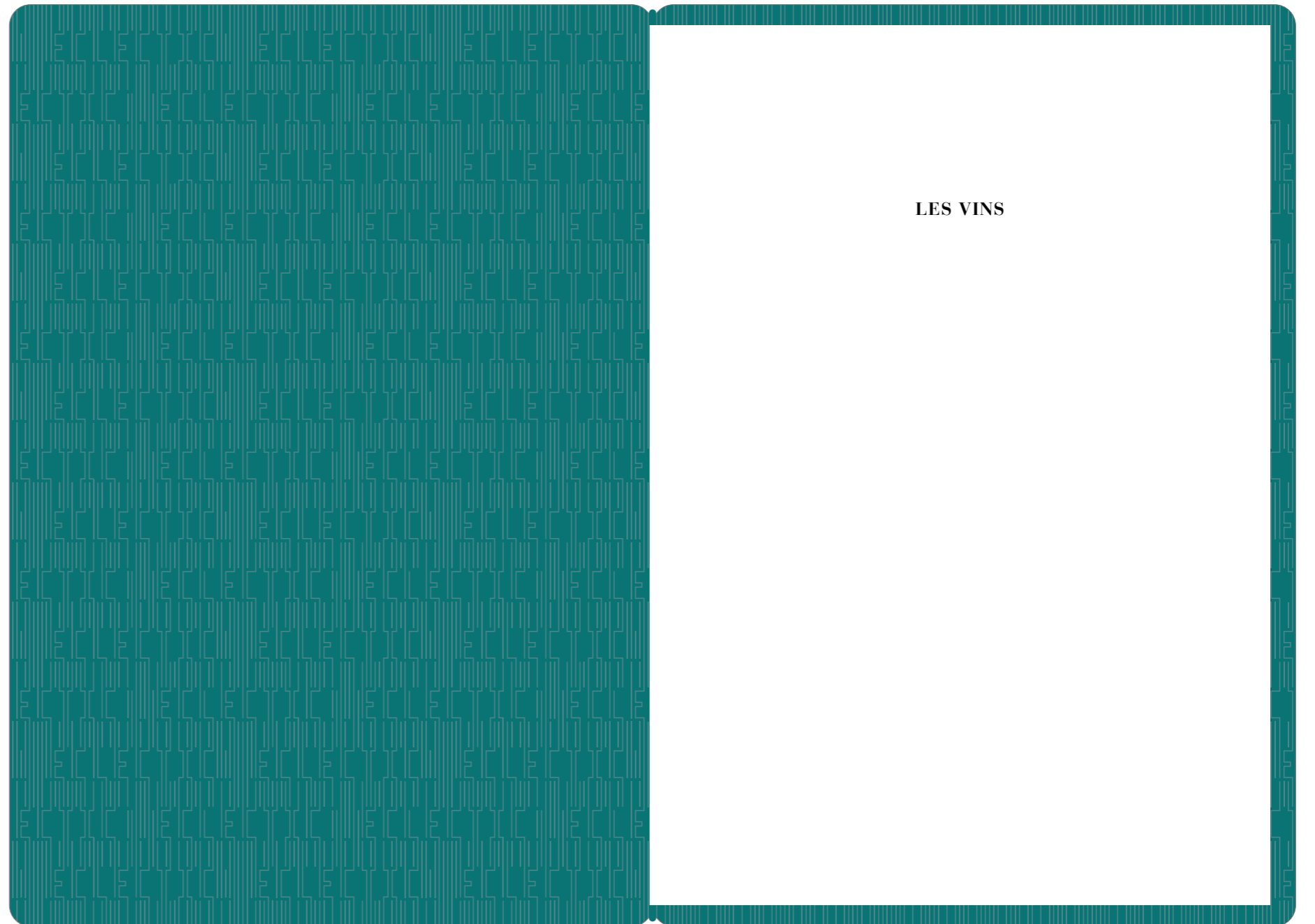




Main Menu



Wine Menu

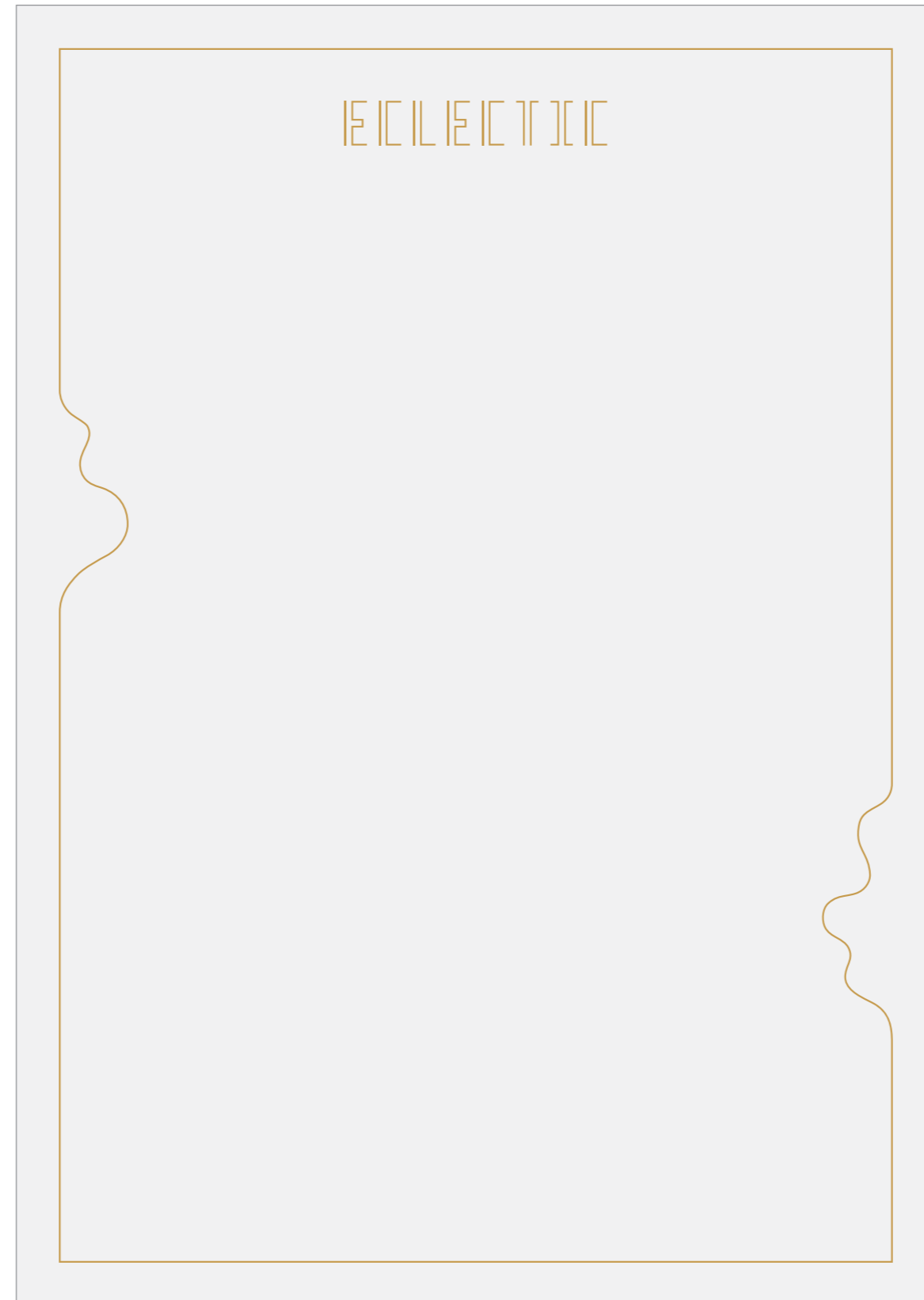


LES VINS

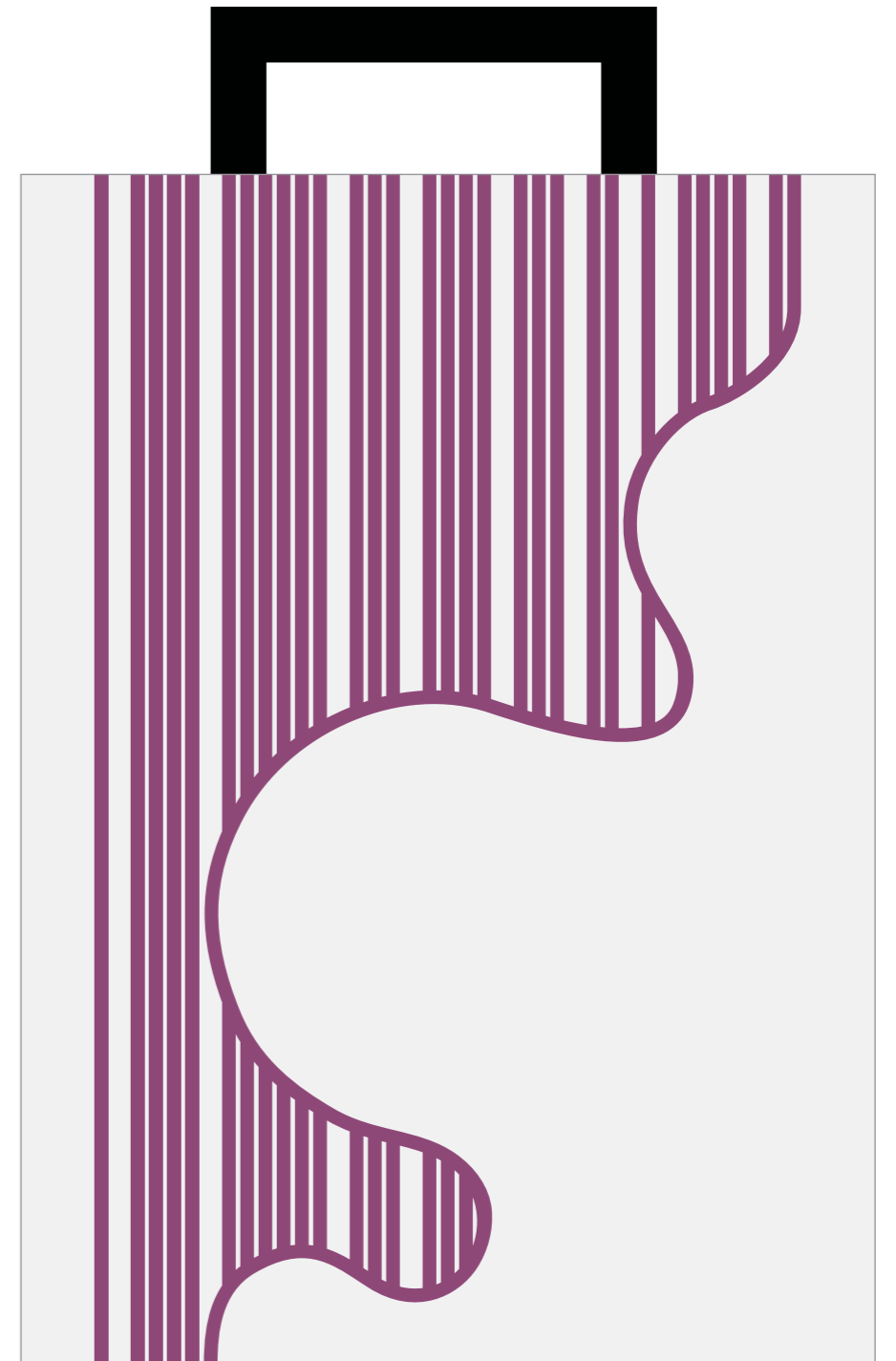
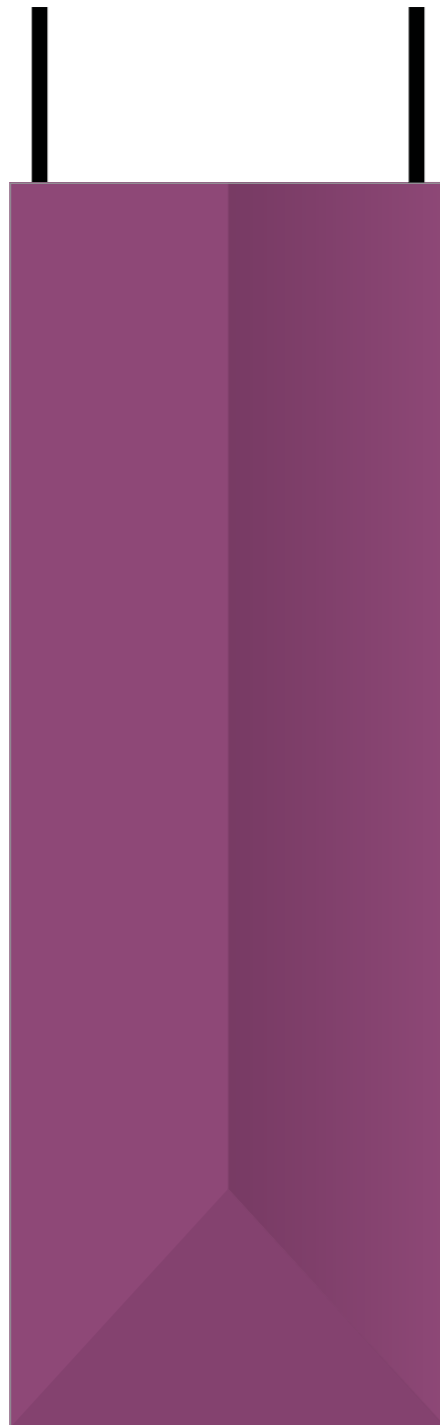
Bill envelope



Template for daily menu



Carrier bag
large



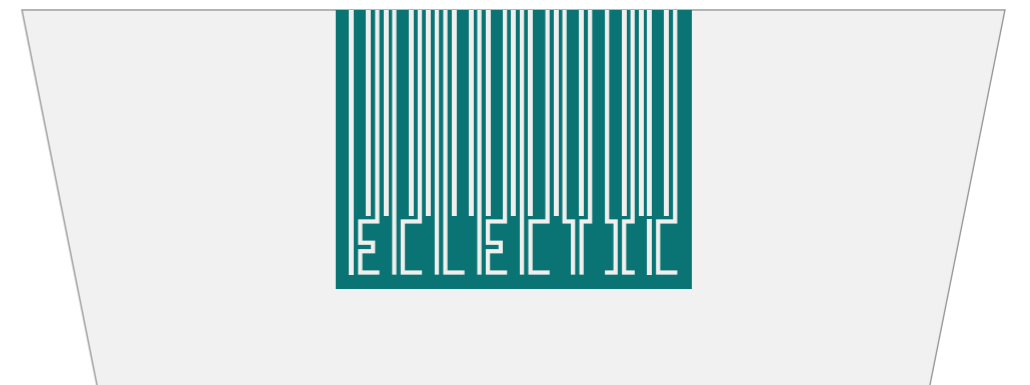
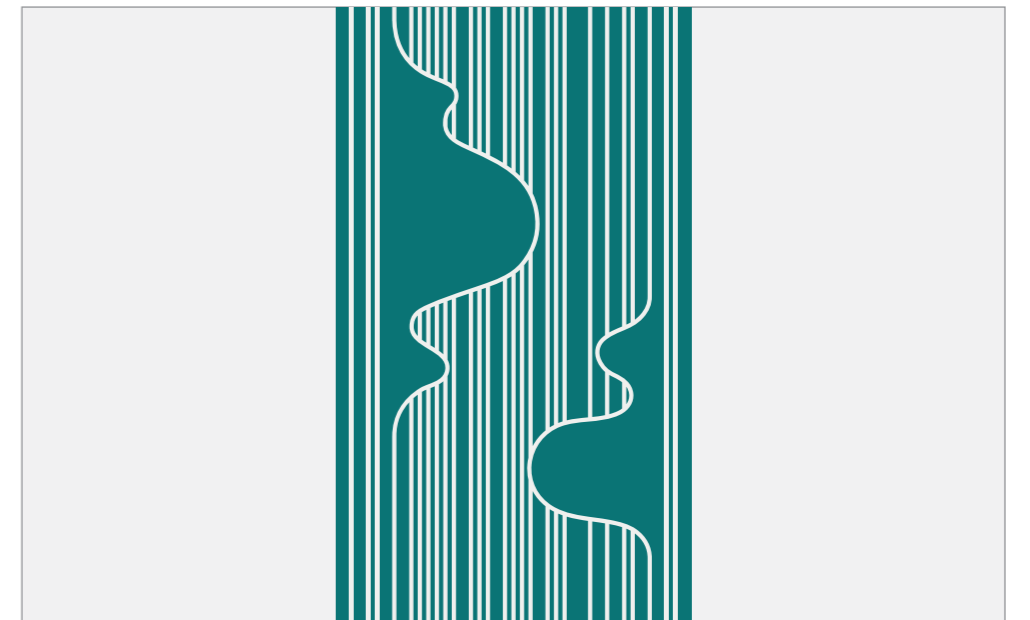
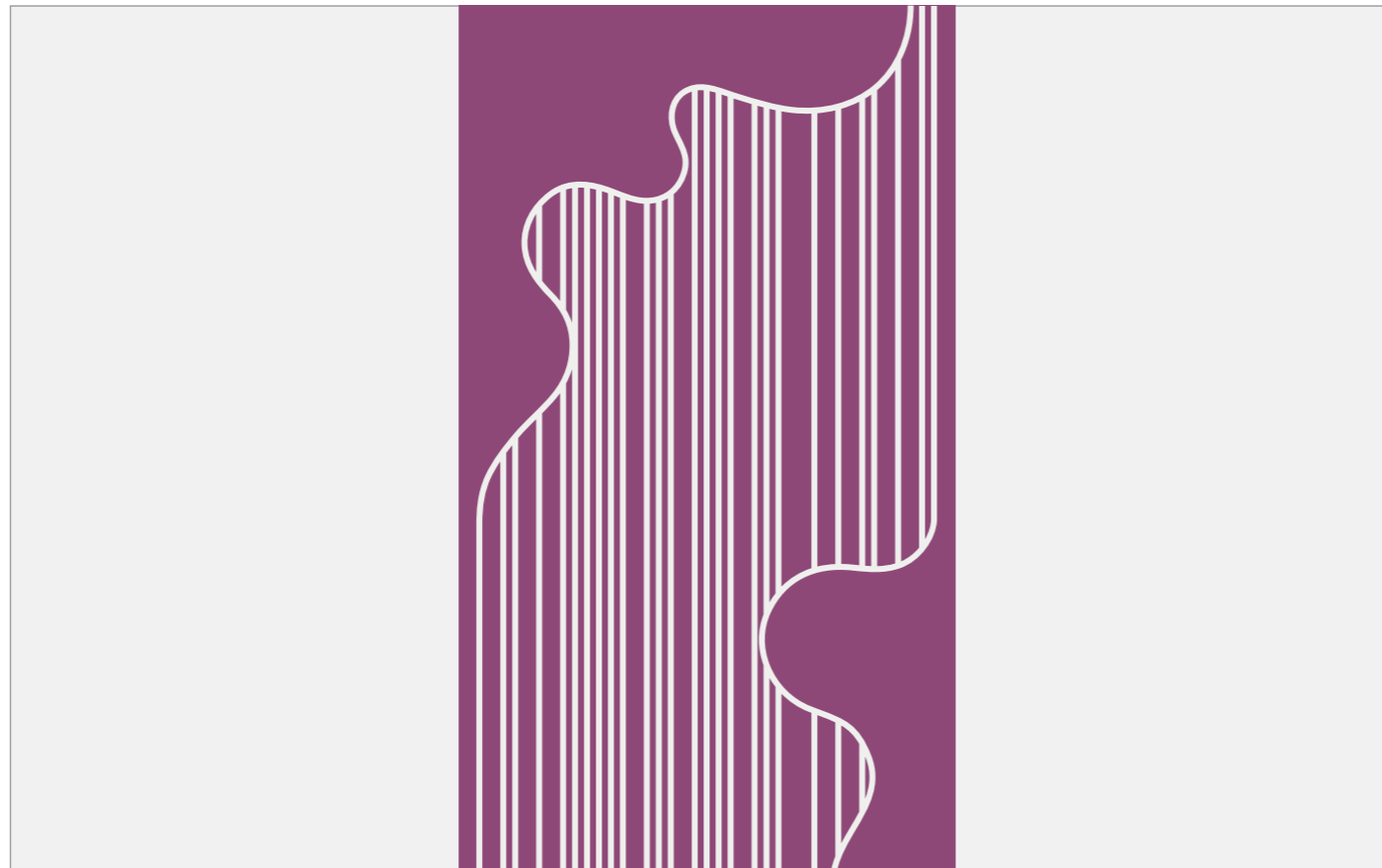
Carrier bag
small



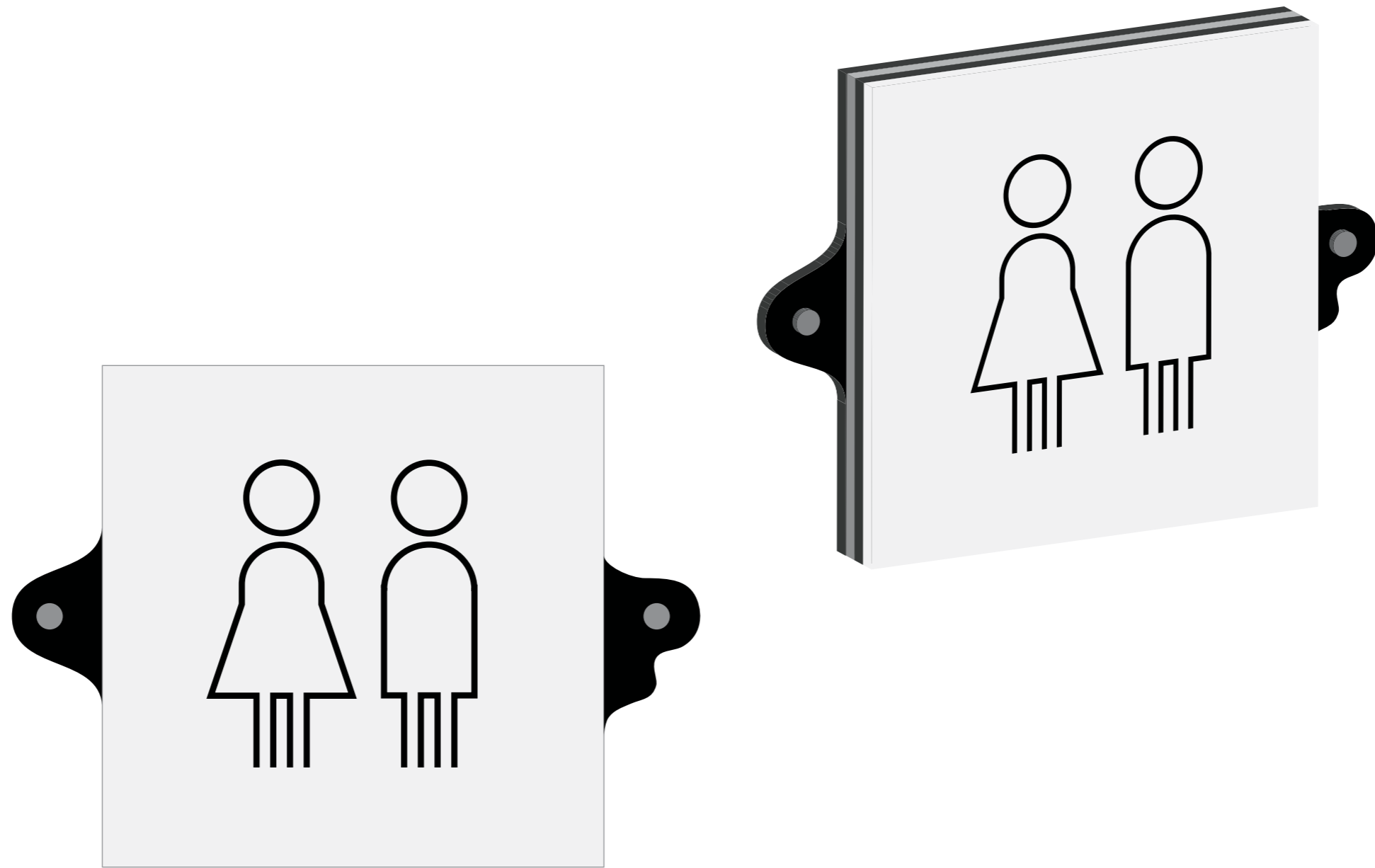
Take away cup



Take away packaging
with sticker



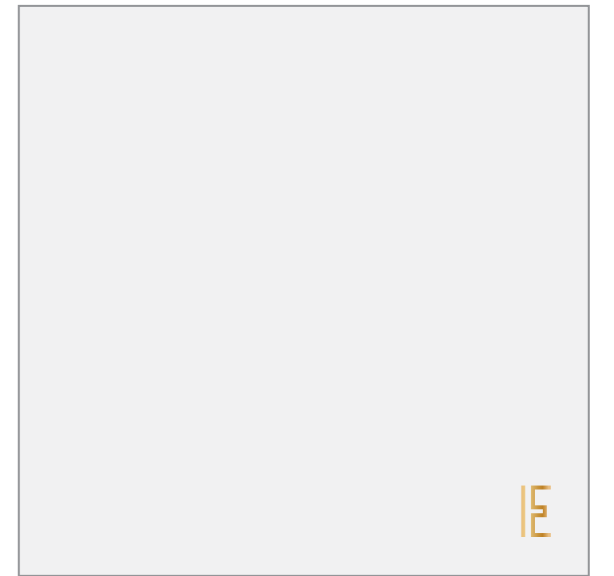
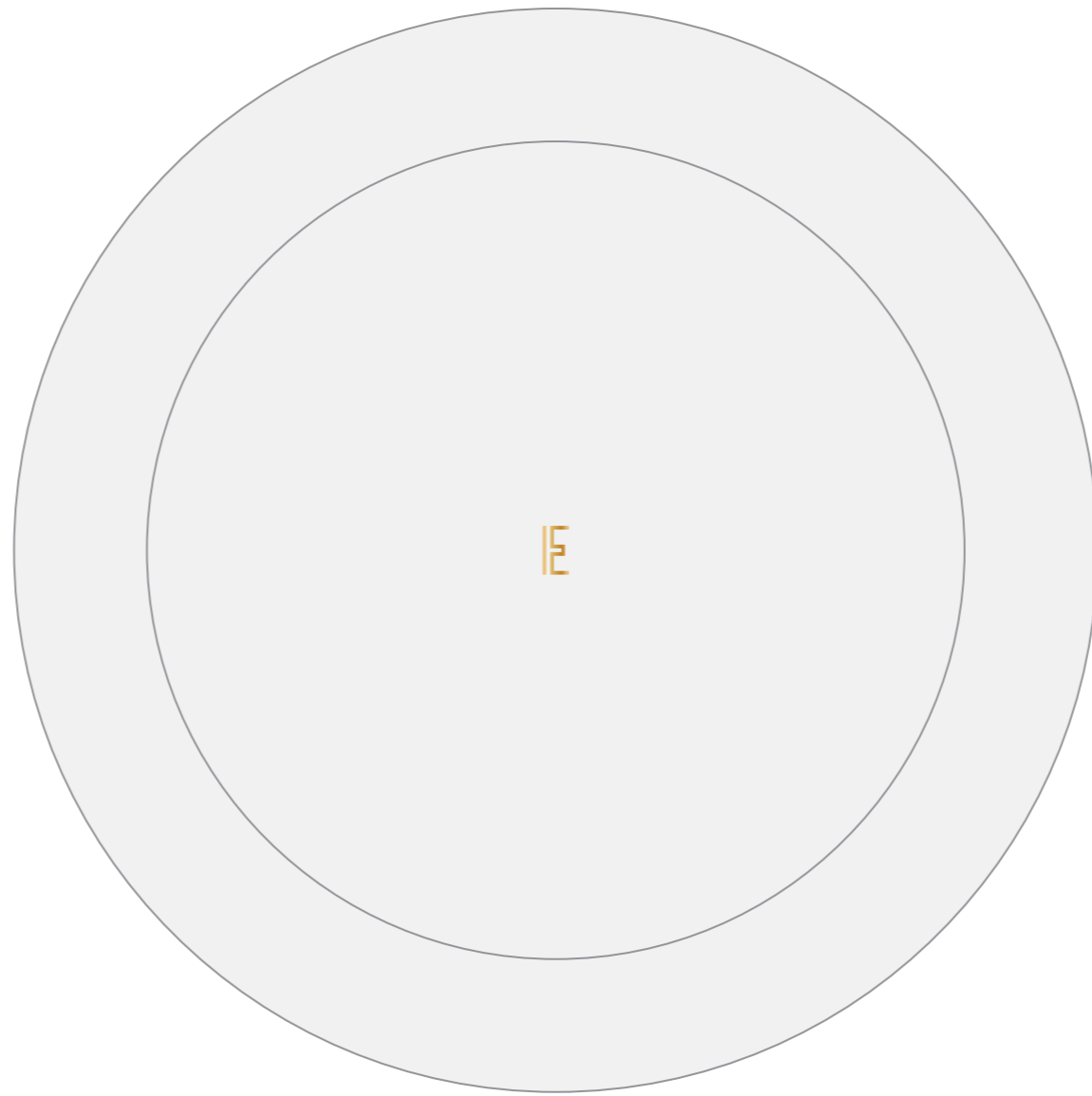
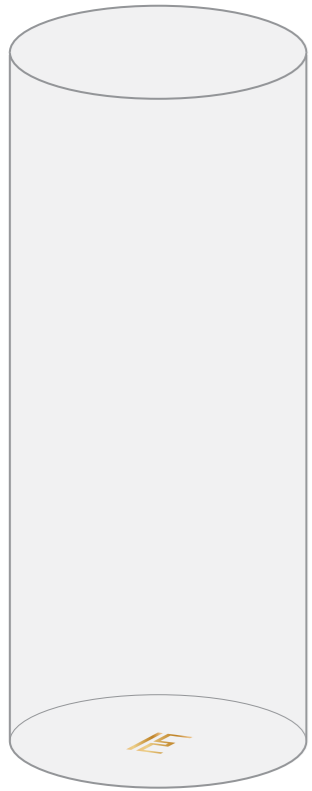
Toilet sign



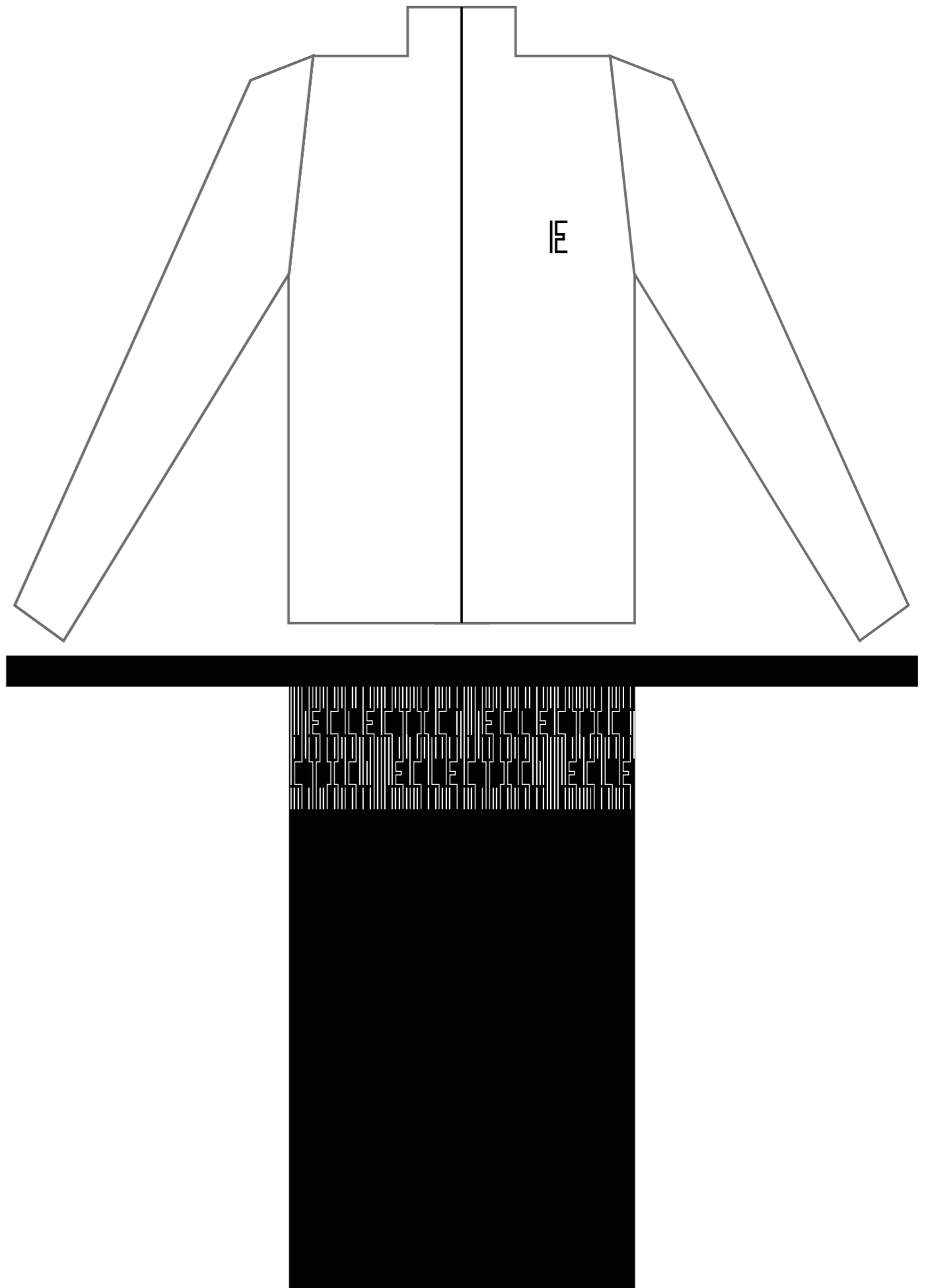
Cloakroom sign
Cloakroom chips



Logo on glasses
Logo on tea/coffee cups
Logo on plates
Logo on napkins



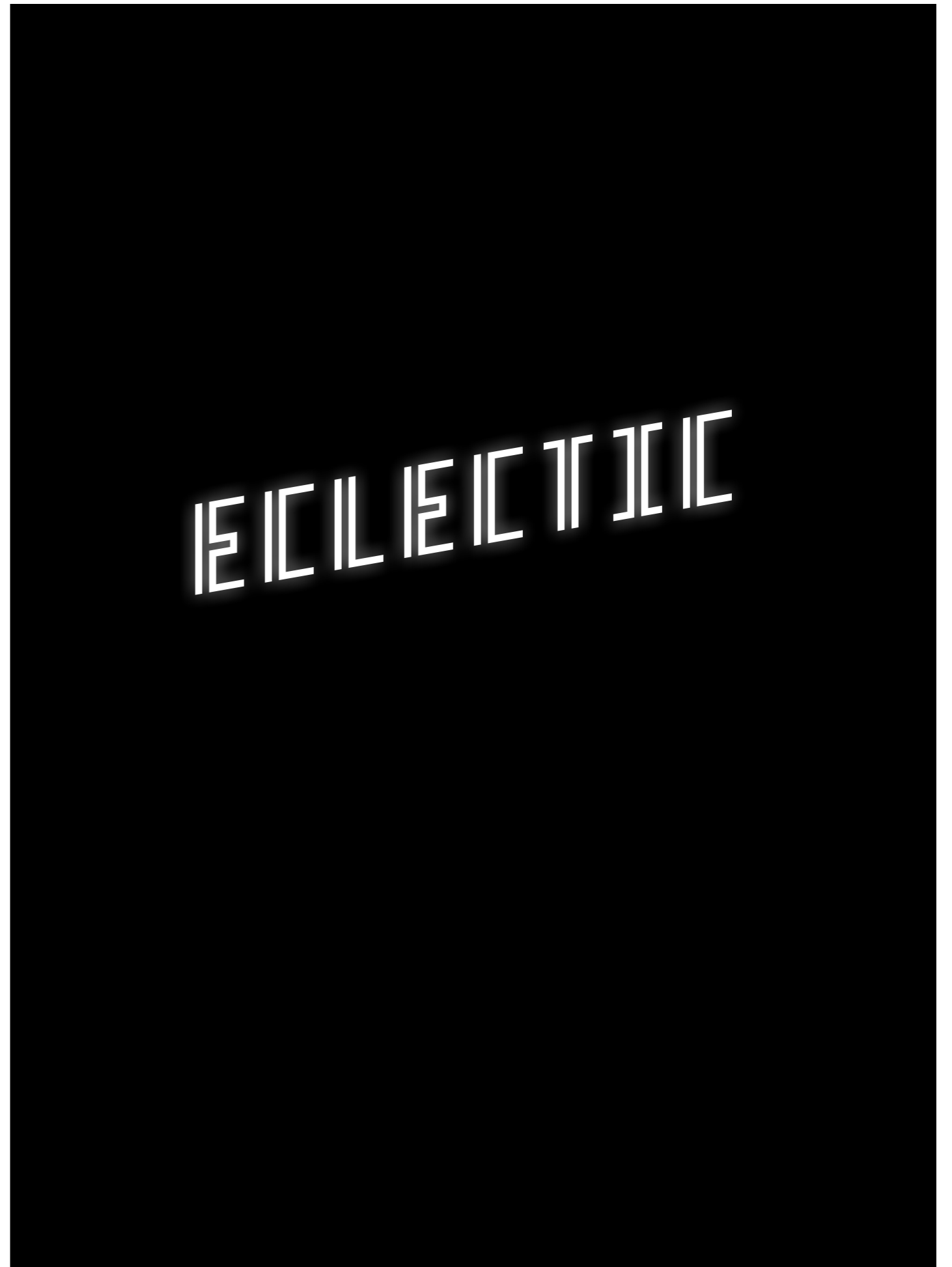
Reserved table sign
Waiters uniform /shirts or blouses



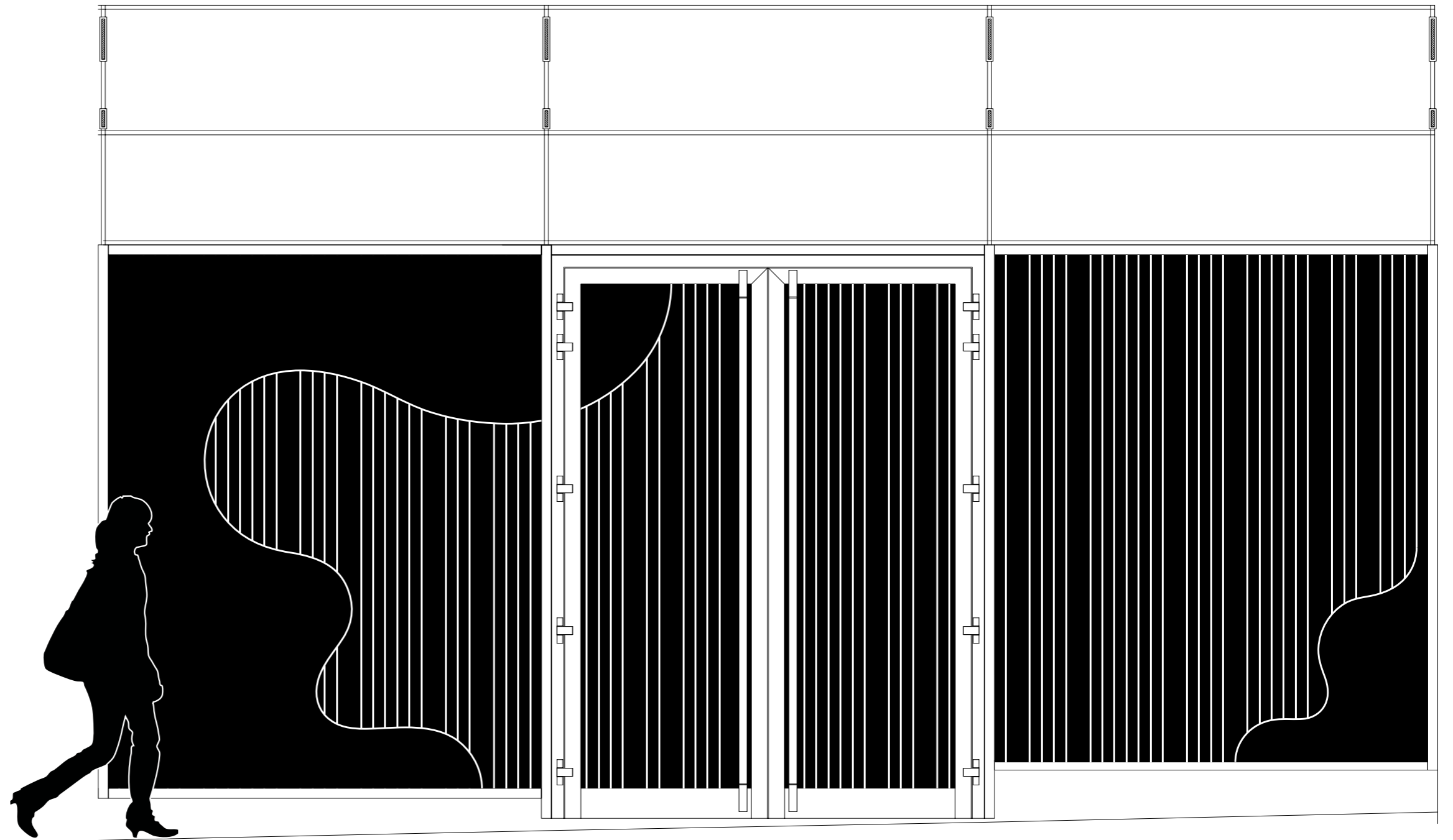
Brass entrance sign



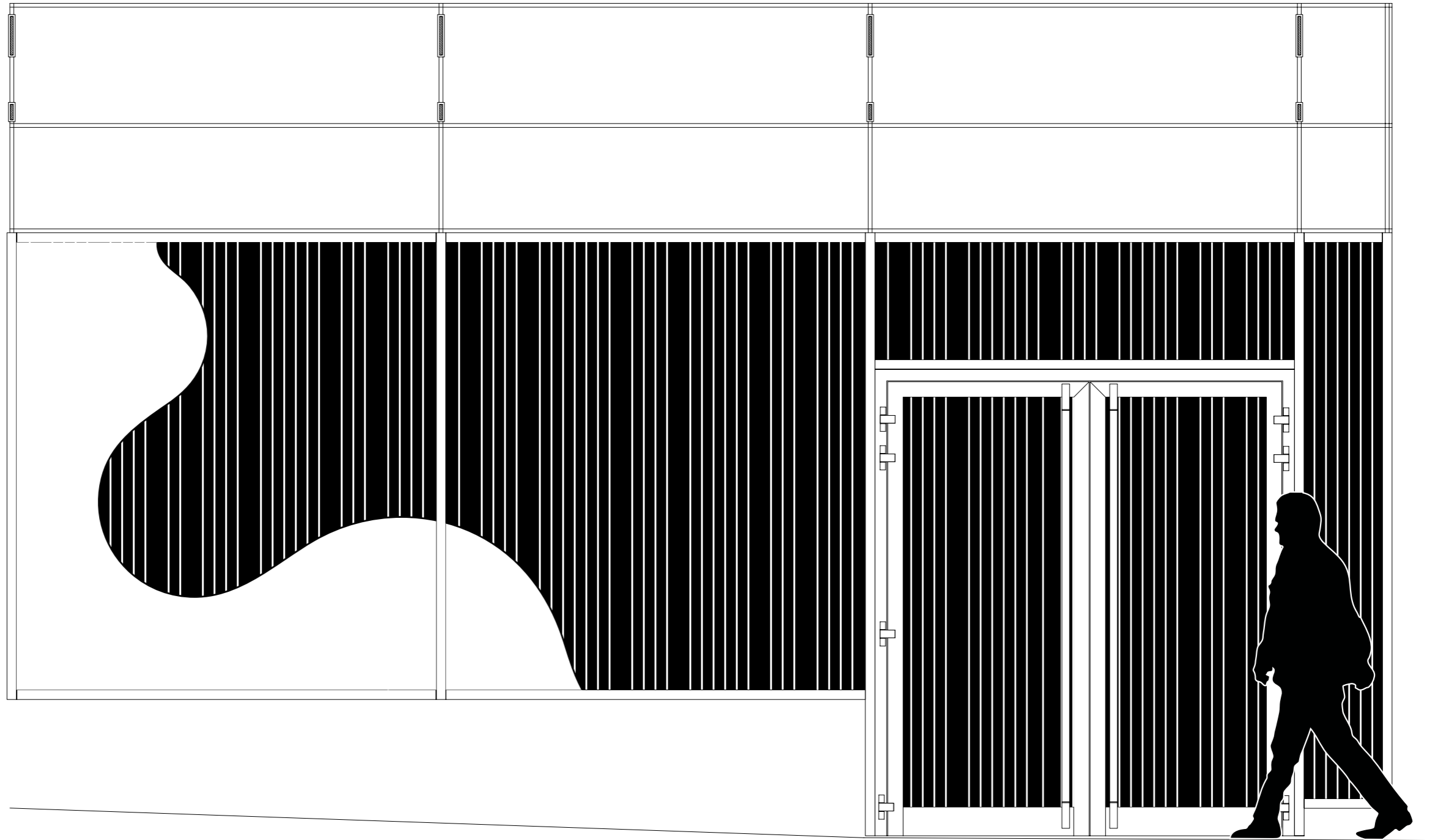
Neon sign



Vinyl on Rue Linois



Vinyl on car park side



Logo Files

Main logo
Stripes
Pattern

Light
Regular
Bold

APPENDIX

Logo Files

1. Main logo

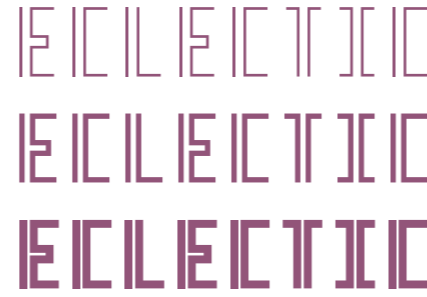
Light
Regular
Large

Black & White



1.1_Eclectic_MainLogo_Light_bw
1.2_Eclectic_MainLogo_Regular_bw
1.3_Eclectic_MainLogo_Bold_bw
*.eps / *jpg / *pdf

Purple CMYK / RGB



1.4_Eclectic_MainLogo_Light_purple_cmyk
1.5_Eclectic_MainLogo_Regular_purple_cmyk
1.6_Eclectic_MainLogo_Bold_purple_cmyk
*.eps / *jpg / *pdf

1.7_Eclectic_MainLogo_Light_purple_rgb
1.8_Eclectic_MainLogo_Regular_purple_rgb
1.9_Eclectic_MainLogo_Bold_purple_rgb
*.eps / *jpg / *pdf

Turquoise CMYK / RGB



1.10_Eclectic_MainLogo_Light_turquoise_cmyk
1.11_Eclectic_MainLogo_Regular_turquoise_cmyk
1.12_Eclectic_MainLogo_Bold_turquoise_cmyk
*.eps / *jpg / *pdf

1.13_Eclectic_MainLogo_Light_turquoise_rgb
1.14_Eclectic_MainLogo_Regular_turquoise_rgb
1.15_Eclectic_MainLogo_Bold_turquoise_rgb
*.eps / *jpg / *pdf

Gold CMYK / RGB



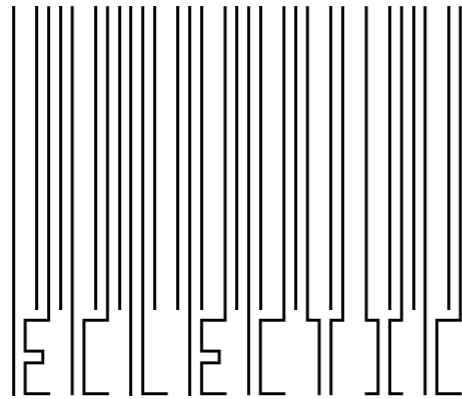
1.16_Eclectic_MainLogo_Light_gold_cmyk
1.17_Eclectic_MainLogo_Regular_gold_cmyk
1.18_Eclectic_MainLogo_Bold_gold_cmyk
*.eps / *jpg / *pdf

1.19_Eclectic_MainLogo_Light_gold_rgb
1.20_Eclectic_MainLogo_Regular_gold_rgb
1.21_Eclectic_MainLogo_Bold_gold_rgb
*.eps / *jpg / *pdf

2. Stripes

Up

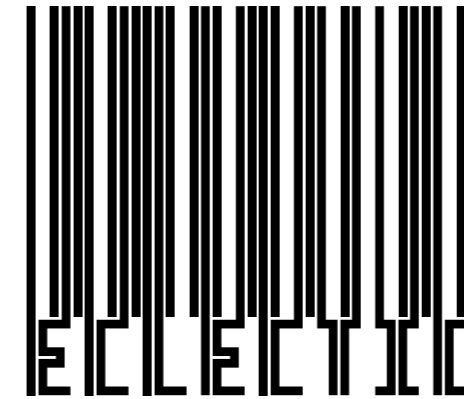
Light
Regular
Large



2.1_Eclectic_StripesUp_Light_bw
*.eps / *jpg / *pdf



2.2_Eclectic_StripesUp_Regular_bw
*.eps / *jpg / *pdf



2.3_Eclectic_StripesUp_Bold_bw
*.eps / *jpg / *pdf

Down

Light
Regular
Large



2.4_Eclectic_StripesDown_Light_bw
*.eps / *jpg / *pdf



2.5_Eclectic_StripesDown_Regular_bw
*.eps / *jpg / *pdf

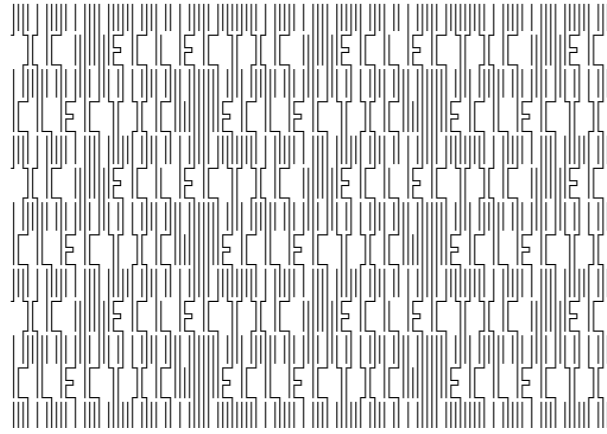


2.6_Eclectic_StripesDown_Bold_bw
*.eps / *jpg / *pdf

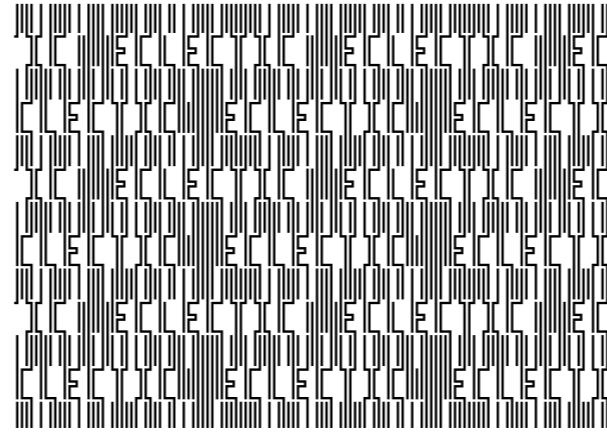
Logo Files

3. Pattern Light Regular Large

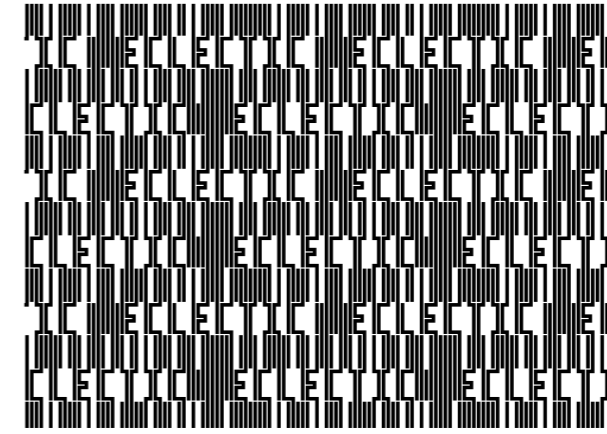
Black & White



3.1_Eclectic_Pattern_Light_bw
*.eps / *jpg / *pdf



3.2_Eclectic_Pattern_Regular_bw
*.eps / *jpg / *pdf



3.3_Eclectic_Pattern_Bold_bw
*.eps / *jpg / *pdf