

PROCESS BOOK

BRAND IDENTITY

Mathilde Olivier

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Deliverables

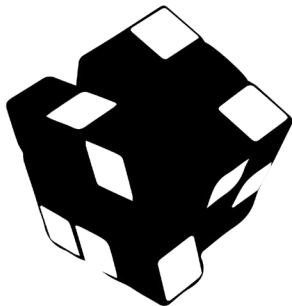
Research & Analysis Component



Mind-maps

ash can
for dustbin
travel /'trævl/
travelled /'træ/
go from one p'
o travel ro'
all

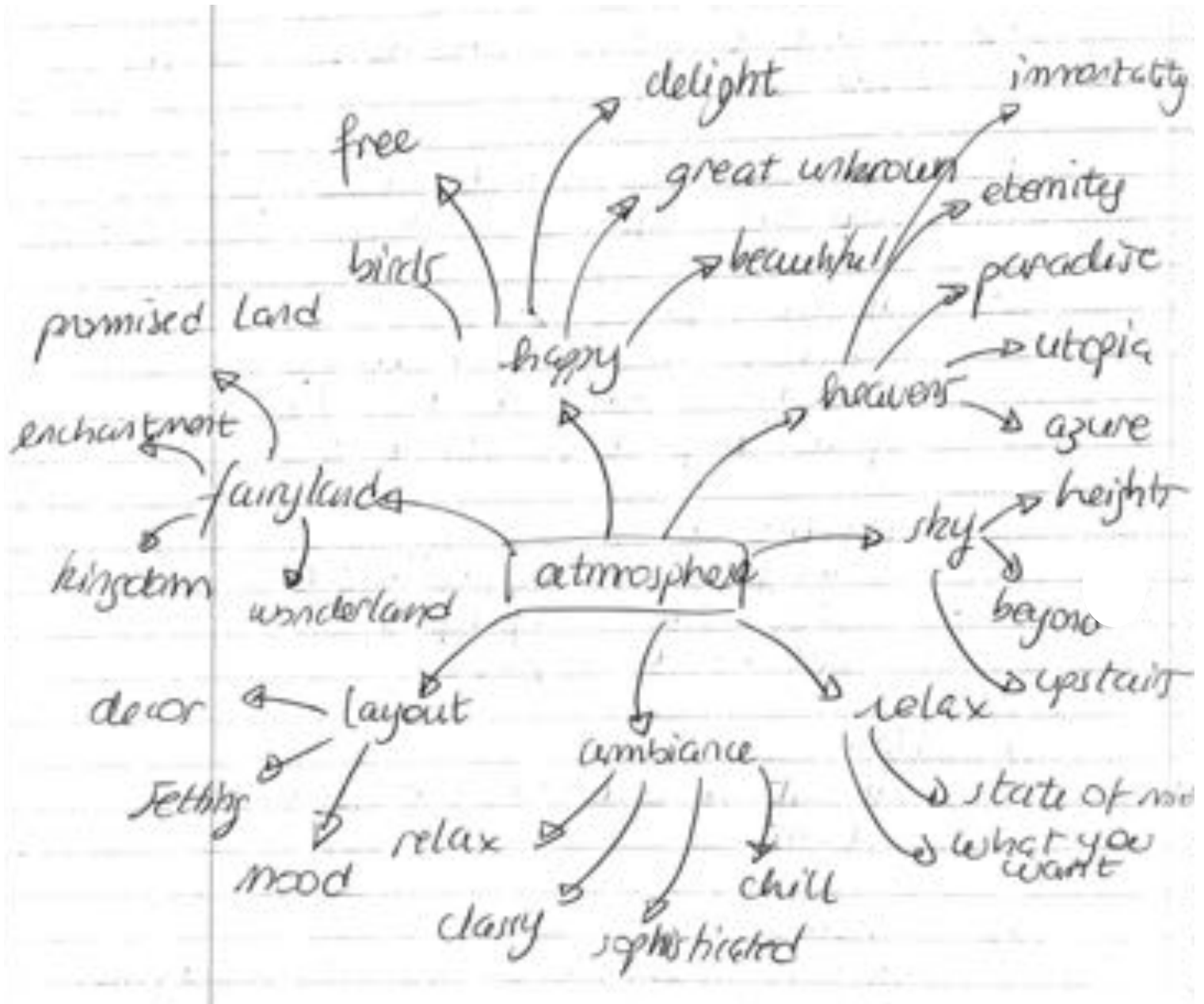
Words



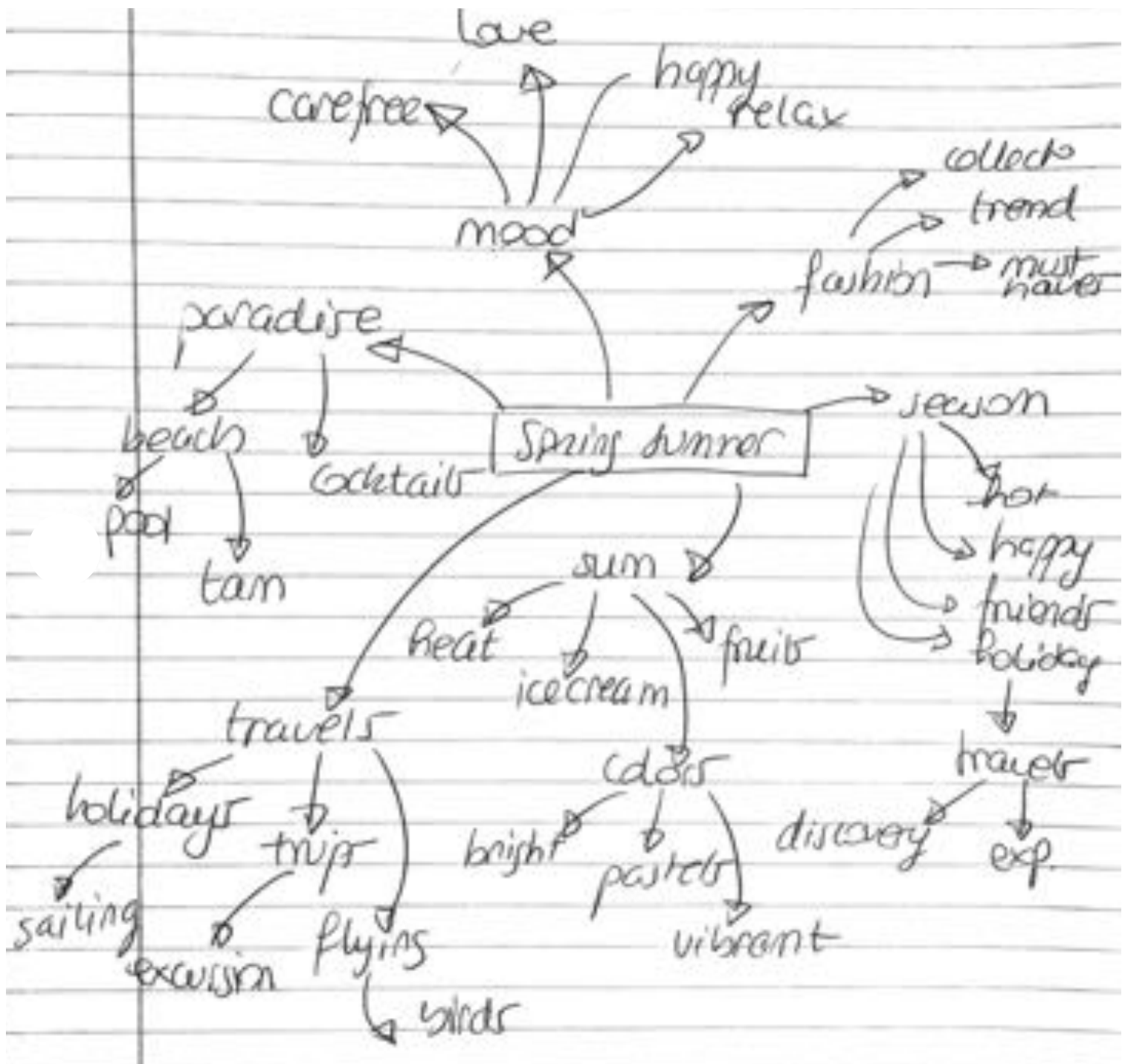
Concept Research



Proposal



Being set on creating an atmosphere for a restaurant, I did a mind map to see what the term 'atmosphere' meant to me or made me think of. This process helped me generate various theme ideas. Without being influenced by what the Internet says, this mind-map gives me the ability to think conceptually. I came across similar words in both mind maps which determine the theme I will be going for to create this restaurant.



As I wish to create a seasonal restaurant, I chose two seasons: Spring and Summer. Seasonal restaurants are pretty common which is why I need to think about ways to set this place apart from the competition. Also, because it would be placed on a rooftop in Paris, Autumn and Winter would not provide a suitable weather condition to for-show what I desire to create. This mind-map reflects what Spring/Summer makes me think of which allows me to narrow down my theme ideas previously generated to **Holiday Travels**.

taste	vs	beauty
- aroma		- allure
- punch		- charm
- kick		- elegance
- savor		- grace
- zest		- refinement
- zing		- style
- flavor		- attraction
- seasoning		- polish
- spice		- fascination
- relish		- exquisite
- snap		- delicacy
- herb		- purity
- essence		- extraordinary
- spirit		- charisma
- sauce		- enticement
- appetite		- magnetism
- fancy		- temptation
- pleasure		- enchantment
- tang		- seductive
- flair		- hypnotism
- tingle		- influence
- pucker		- appeal
- feel		- mesmerism
- appetite		- power
- craving		- spell
- hunger		- captivity
- itch		- magic
- penchant		- glamour
- voracity		- femininity
- greed		- control
- hors d'oeuvre		- flash

Name

Voyageur

arome

l'augure = se qui semble presager qst chose / signe par lequel on juge de l'avenir

magazine
style
revue

décor

fruits → food

rainforest

exotic

psalm trees

pink

flamenger

food

colorful

menu



pic



food like articles?

MAGAZINE

Concept

↳ The overall idea/theme that defines the restaurant

- ① Identify what inspires you
 - travels / signature dish of other countries
- ② Unique spin
 - food from all over in one menu (making the client travel)
 - open only in spring/summer
- ③ Customer base
 - looking for something exciting/new
 - early 30s successful people
 - want to be surprised
- ④ Menu
 - twist on signature dishes from various places
- ⑤ Service style
 - on the higher end carrying the great service you get on holiday in fancy exotic hotels (Asian hospitality)

INTRODUCTION

Restaurants and bars can greatly vary in offerings and appearance; they can offer a variety of services and cuisines. What makes a good restaurant/bar? Why do people go to restaurant/bar? What are we looking for in a restaurant/bar? Why are we willingly spending money on something we could have at home?

Aside the quality of the service and the cuisine itself, I find that a bar restaurant's atmosphere is what sell people on coming not once but multiple times. A bar restaurant's atmosphere sets a stage, it's not just about eating out; it's about the experience where food steals the spotlight and guests become the audience. Spacing, lighting, music and décor combine to create intimacy, comfort and more.

In my opinion, the atmosphere of a bar restaurant is the most important. Why? When you walk by a restaurant you don't know how the food is, you don't know what it tastes like, you don't know if you are going to like it. So what makes you decide on sitting down at a bar restaurant's table? The reviews you have read online about the food? The service rating you have heard about? Or simply, the way the restaurant looks like?

I have always been quite picky about eating out or going to bars because I think that the company is what makes the night and not where you go but, throughout the years I find myself wanting to be able to talk, feel excited to go out, spending money on something I truly appreciate. The quality of the atmosphere is what matters and the way to provide it is through consistency: Consistency in advertising, furniture layout, service etc.

I love rooftop bars and I find that sometimes they lack of consistency which is a shame because it could be that much more successful. I see an enormous potential in rooftop bars because it targets the people I want to meet, be around to network, hang out with. With the right tools and strategy I think anything can be successful and worth waiting for. The idea is to create the perfect spot for a specific audience.

RESEARCH METHODOLOGY

In order to expand my understanding on how to create the perfect atmosphere for a specific target audience I am hoping to gather as many information as I can on bars/restaurants that I know or heard of in order to see their strengths and weaknesses. I have already have gathered several visual inspirations based on my personal taste that help me see what is successful and what isn't in a bar restaurant. Although, I am not limiting myself to successful menu design, logo design etc. to find inspiration, as I believe inspiration is everywhere. These elements will help produce content for the visuals I plan to design for a bar restaurant.

Amongst others, here are some articles about several bar restaurants I have personally experience and enjoyed:

<http://www.smartshanghai.com/articles/dining/designers-on-design-inside-shanghais-top-fb-designs>

"[...] What we miss out when talking about restaurants and bars is the interior design — how it came to be and what it's trying to say."

"The Nest's success is that in selfies, people instantly recognize that it's The Nest. In this WeChat generation, recognition goes a long way."

<https://www.scmp.com/magazines/hk-magazine/article/2037922/hong-kongs-17-hottest-rooftop-bars>

"The stylish patio mixes chilled-out vibes with classiness in a way that's inviting to more than just the upper echelon."

"With its beautiful graffiti art, inviting furniture and strong drinks, the outdoor terrace is a welcome escape from hectic Hollywood Road."

"An elegant atmosphere and a rooftop bar that'll make you feel like a CEO makes ToTTs the perfect place to take that special someone you're trying to impress."

"Watch as the stress of getting a drink evaporates in the night breeze."

"With a focus on sustainability showcased by their in-house garden, Shelter's terrace bar is equal parts ultra-modern and naturalistic."

<http://www.lefigaro.fr/sortir-paris/2013/09/03/30004-20130903ARTFIG00364-paname-vu-du-perchoir.php>

"Word of mouth worked. Le Perchoir has not been empty since its soft opening [...] Benches and tables nicely aligned, bar under the tent: the change of scenery is assured."

"We wanted to create the wow effect at the exit of the elevator."

"[...] Just like the customers, always in a hurry but ready to wait for hours hoping that for a table on the lower floor"

TARGET AUDIENCE

I wish to develop design elements for a rooftop bar restaurant primarily aiming for the sophisticated millennials. Between 25 and 33 years old, work active, good education level (college +). This audience is ambitious, constantly networking and wants to be around nice

things. The perfect spot for them is where they can take nice pictures to post on social media, be able to talk but also loosen up a bit, the perfect afterwork spot with a view. Stressless, they are willing to wait to be seated and understand the exclusivity of such a place and niche audience.

GEOGRAPHIC SCOPE

I plan to place this bar restaurant in Paris where more and more rooftops are opening. Why? Because afterworks are religiously never missed by interns and young active people. French people love to drink and enjoy good food; they value a crafted atmosphere and are willing to spend money where they feel comfortable and welcome.

It is well known that French people usually meet after work for drinks either with their friends or their colleagues to talk about their days, rant about their boss or rebuild the world with crazy start-up ideas. Paris counts hundreds of bars that welcome a multitude of people everyday of the week and some of these bars are open seasonally. You can find Paris' terrace pretty empty during the wintertime because it is cold, grey and dark before you even get a chance to get off work. However, over the summer the terraces are filled up, it is honestly something to see.

As we live in a social network and influencer world, it only makes sense to create something where people will freely generate promotion for.

STRATEGY

To engage my audience I wish for them to experience a sophisticated yet cool and stressless atmosphere where they will want to come and come again. I want to generate a buzz on social media where the word of mouth/word of accounts will make this place successful. This place needs to be "instagrammable" and offer incredible food and service at an appropriate price.

For consistency, I am thinking of creating multiple visuals such as: wallpaper, website, logo/ business card, menu and plates.

OBJECTIVES

I want my audience to think that this bar restaurant is the place to be as well as spam their social media accounts with pictures of them having fun in this beautiful place. I wish for people to feel comfortable, welcome and fancy. This bar restaurant is not your bar next door, it is providing a multi-sensorial experience where people can enjoy food, drinks and a great atmosphere.

The goal of this project is for me to expand on what I currently have in my portfolio to fully explore my skills on various mediums. I hope to make this project as visually interesting as possible in order to reflect my esthetic/style.

WHAT WILL SET THIS PLACE APART FROM OTHER

This bar/restaurant will set itself apart from the competition by offering a very large list of drinks with a twist reflecting the theme of the place. The food will also be different, as it will come from various places making the audience travel with each bite. The food menu will change every month in order to renew the experience for customers. With the overall theme of **Holiday Travels**, this place will represent a unique take on a seasonal restaurant, making it Paris' newest hot spot.

Once established, this restaurant will hold competitions through social media such as on –a description of a client's best memory at our restaurant/-the best picture etc. The best responses will be posted to the official page on social media the winning entries will be awarded with a free cocktail or meal.

Also, with every drink ordered, rather than having peanuts, an original free appetizer will be served to add an extra feature that the customer won't expect.

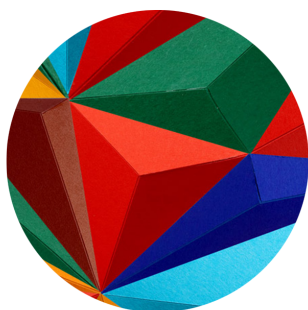
No reservation will be allowed, as the restaurant will run on a first come first serve basis. However, the place can be privatize for special events such as work events, birthdays etc.

Overall, the tiny details will set this place apart from the others by offering an unforgettable experience.

Expression



Image exploration



Color exploration



Type exploration







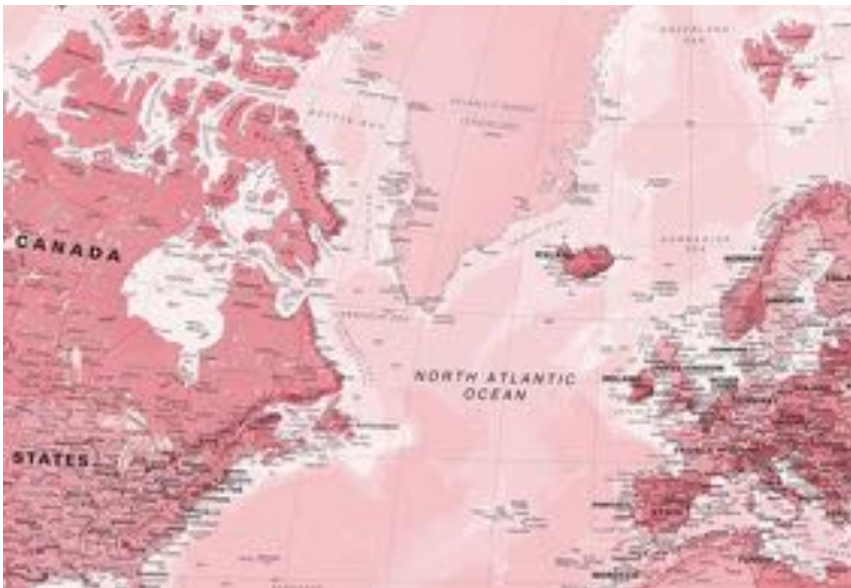


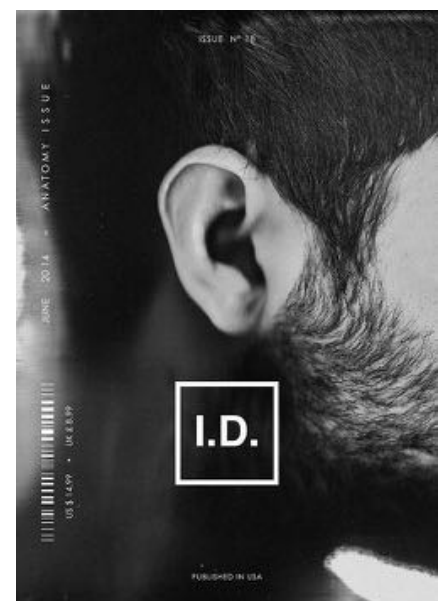
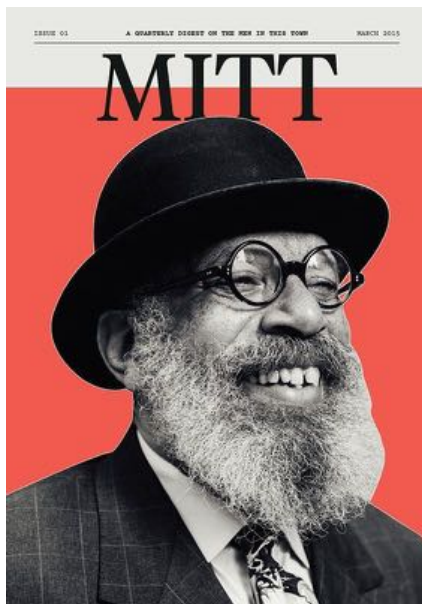


IMAGE EXPLORATION SUMMARY

After organizing my thoughts about what I wanted the restaurant to feel like, I categorized various pictures to have a clearer idea of what to look for in images. I also tried to have for each moodboard a 'color palette' which will help me for the next step.

I found a lot of very stylish restaurants all across the world with interesting wallpapers, furniture, decoration, added elements to set a mood. I think the restaurants above are good examples of trendy, instagrammable, cool restaurant. Their decor makes them successful because it looks so pretty that people want to go to those places which reflects my objectives. I will be taking those pictures as inspiration because I share a similar atmospherical concept but as said above my restaurant will set itself apart from all those trendy places thanks to my concept.





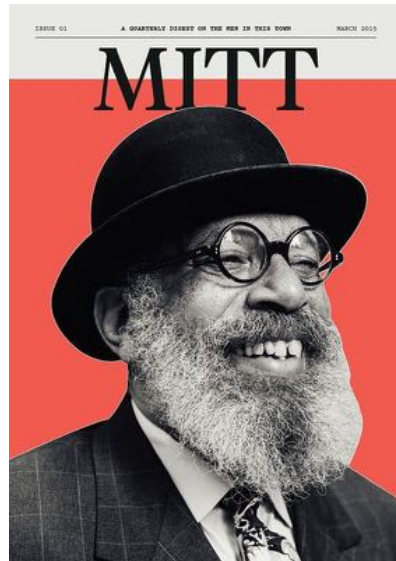
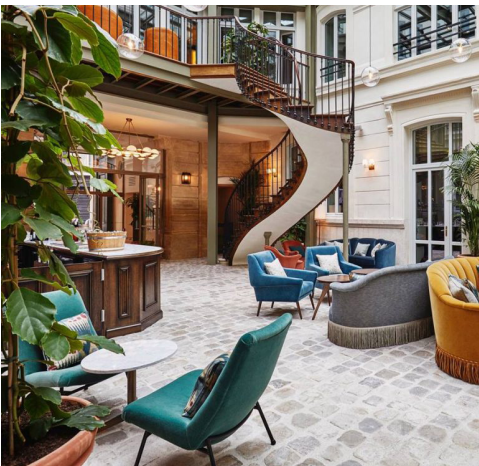
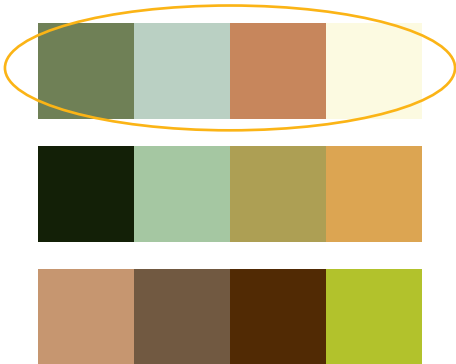
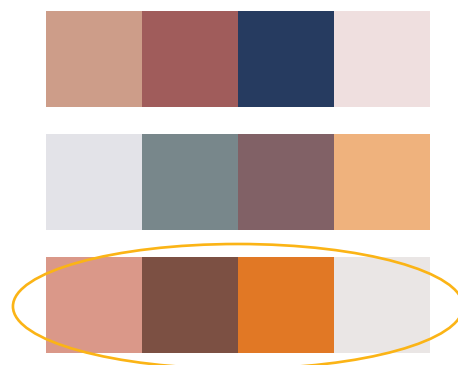
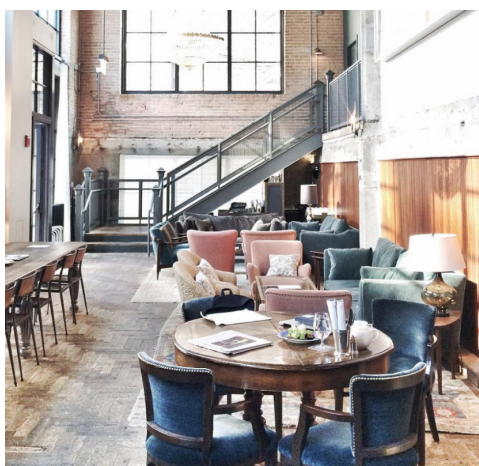
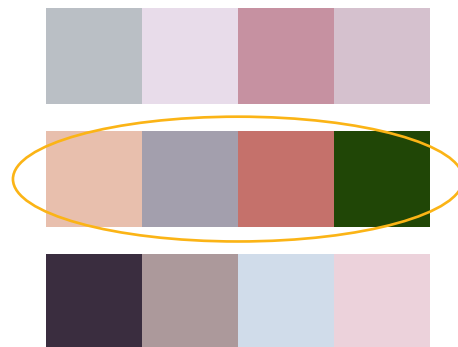
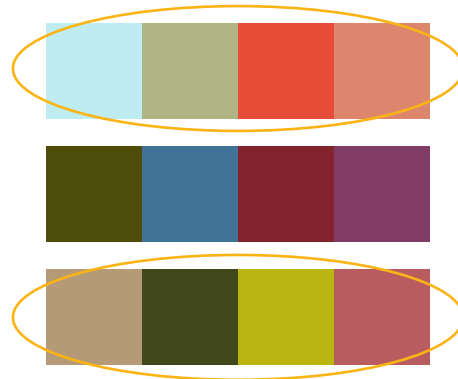


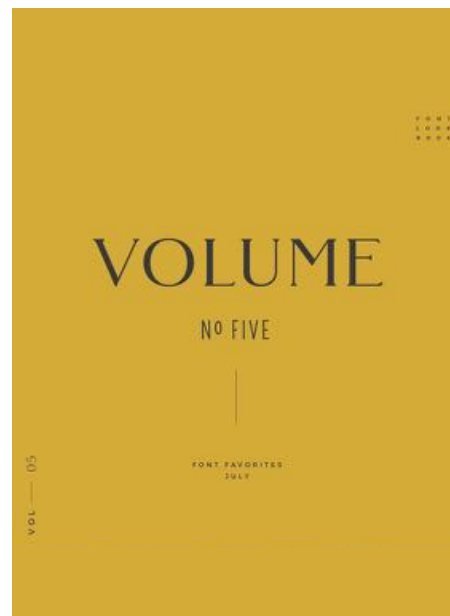
IMAGE EXPLORATION SUMMARY

Amongst other deliverables for this project I will be designing a wallpaper and a menu. For the wallpaper I wish to design something that makes people want to take a picture, travel, feel fresh and cool. Therefore, nature will be my main inspiration such as leaves, flowers, fruits to showcase something that people want to have, do or see while on holidays/over the summer.

As for the menu design, I want to make it as if it was a magazine because I think it's unexpected and memorable rather than having a simple booklet/back and forth page. I want to create something that people would want to pick up and be intrigued by it. I am also thinking about naming the restaurant Magazine.







TYPE EXPLORATION ASSORTED

The typography should be professional, trendy and legible. That way, the content will be supported by a typeface that match.

I see the designs above as inspirations because there are clean, straight and fashionable. After studying some typefaces used in magazine, I found that depending on the topic of the magazine the typography could vary from A to B radically. As I want my restaurant to be trendy and fashionable I will most likely be using a serif typeface mixed with a sans-serif for clarification.

MAGAZINE
Magazine

Times New Roman Bold

MAGAZINE
Magazine

Times Regular

MAGAZINE
Magazine

Baskerville Regular

MAGAZINE
Magazine

Avenir Heavy

MAGAZINE
Magazine

Didot Bold

MAGAZINE
Magazine

Avenir Light

MAGAZINE
Magazine

Bell MT Bold

MAGAZINE
Magazine

Calibri Bold

MAGAZINE
Magazine

Questa Grande Medium

MAGAZINE
Magazine

Kepler Bold

MAGAZINE
Magazine

Arno Pro Regular

MAGAZINE
Magazine

Proxima Nova Bold

MAGAZINE
Magazine

Garamond Bold

MAGAZINE
MagazineFreightText Pro
Medium**MAGAZINE**
Magazine

Minion 3 Bold

Le texte généré est constitué de phrases dont les mots sont sélectionnés aléatoirement. Le tirage suit la répartition statistique d'un référentiel textuel en langue française, selon le principe des chaînes de Markov. En clair : le générateur ne sait pas ce qu'il dit, il n'y a aucune règle sémantique dans le

Garamond
Regular

Le texte généré est constitué de phrases dont les mots sont sélectionnés aléatoirement. Le tirage suit la répartition statistique d'un référentiel textuel en langue française, selon le principe des chaînes de Markov. En clair : le générateur ne sait pas ce qu'il dit, il n'y a aucune règle sémantique dans le

Avenir Light

Le texte généré est constitué de phrases dont les mots sont sélectionnés aléatoirement. Le tirage suit la répartition statistique d'un référentiel textuel en langue française, selon le principe des chaînes de Markov. En clair : le générateur ne sait pas ce qu'il dit, il n'y a aucune règle sémantique dans le

Proxima Nova
Regular

Some fonts combination

MAGAZINE **Magazine**

Le texte généré est constitué
de phrases dont les mots sont
sélectionnés aléatoirement.

Times New Roman Bold
Avenir Light

MAGAZINE **Magazine**

Le texte généré est constitué
de phrases dont les mots sont
sélectionnés aléatoirement.

Baskerville Regular
Proxima Nova Regular

MAGAZINE **Magazine**

Le texte généré est constitué
de phrases dont les mots sont
sélectionnés aléatoirement.

Didot Bold
Proxima Nova Light

MAGAZINE **Magazine**

Le texte généré est constitué
de phrases dont les mots sont
sélectionnés aléatoirement.

Minion 3 Bold
Avenir Light

MAGAZINE **Magazine**

Le texte généré est constitué
de phrases dont les mots sont
sélectionnés aléatoirement.

Minion 3 Bold
Proxima Nova Light

MAGAZINE **Magazine**

Le texte généré est constitué
de phrases dont les mots sont
sélectionnés aléatoirement.

Baskerville Bold
Avenir Light

Voice



Ideation



Included information

CONCEPT

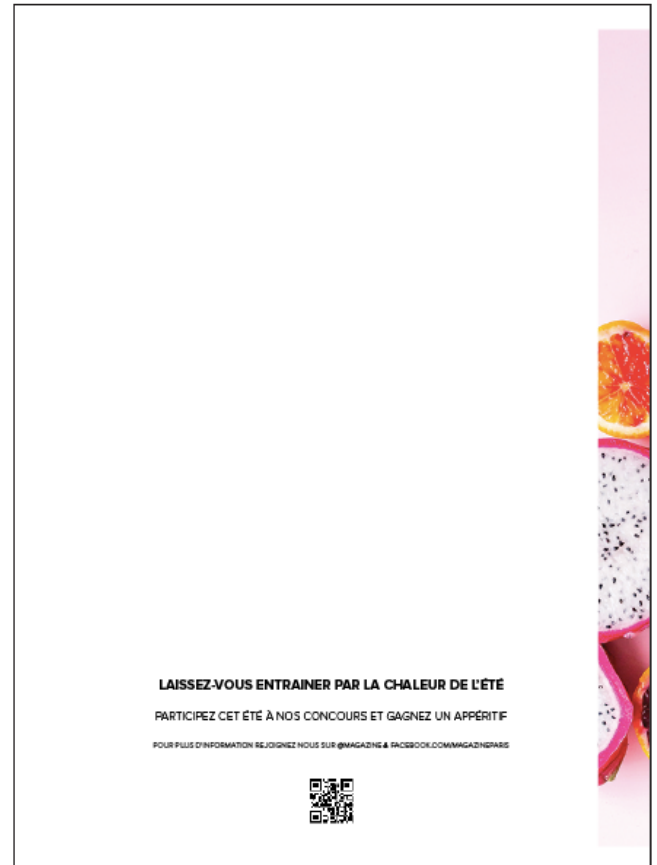
The concept of this project is holiday travels. When we visit a new place on holiday we visit its history and we see its current trends and actuality. Magazines are always interesting to look at when on holiday because it helps us stay up to date but also to see what sells in each part of the world. For that reason, the menus are inspired by magazines and the article/imagery will make the customer learn but also see old and new posters about alcohol. With today's technology it is important to be aware that people promote on their social media places they like to go. For that reason, I wanted to make this rooftop bar/restaurant as "instagram worthy" as possible as that is what most millennials do on holiday. Share a bit of dream and make the people not around them be envious.

MISSION

This brand identity's mission is to make this seasonal rooftop bar/restaurant Paris' hottest spot over the spring/summer time to provide the perfect setting for people to hang out after work and over the week ends. The design encourages people to take pictures of the place and with the variety that is being offered on the menus, people will want to come back to try something new. The goal is to offer customers an unforgettable and unexpected experience in a crafted atmosphere.



FRONT COVER



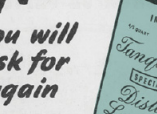
BACK COVER

[illegible][illegible]

The GIN

you will
ask for
again

DELICATE
DELECTABLE
DISTINCTIVE



946
proof

TANQUERAY'S

GENUINE IMPORTED *Dry Gin*

DISTILLED IN LONDON - ENGLAND

Sole U.S. Importers:
James McCarren & Co., Inc.
214 West 46th Street, New York, N.Y.

GIN

Beefeater <i>supreme</i> 8 Beefeater 24 <i>supreme</i> 12 Bombay Sapphire <i>supreme</i> 10 Bok Glycerine <i>supreme</i> 10 Bottalini <i>supreme</i> 10 Chadvalle <i>supreme</i> 8 Chadvalle Reserve <i>supreme</i> 10 Edinburgh <i>supreme</i> 11 Frost's <i>supreme</i> 9 Gin Lane 1751 <i>supreme</i> 9 Gin Lane Pink Gin <i>supreme</i> 9 Guinness Distilled <i>supreme</i> 10 Haywards Old Tom <i>supreme</i> 8 Haywards Royal Dutch <i>supreme</i> 10 Hendrick's <i>supreme</i> 12 Martin's <i>supreme</i> 11	«C'est les sociétés anglaises vont gagner en latitude les Vins, mais les alcools restent les boissons nationales, mais au point de ne pas être l'apanage de l'exportation. Il y a un vrai danger, c'est d'être varié, d'être pur sans être agressif, d'être riche, d'être agréable, d'être moderne, d'être innovateur, d'être innovateur pour les circuits traditionnels.» Et l'histoire de la belle saison est en train de s'écrire, un cocktail GIN qui sera le roi.
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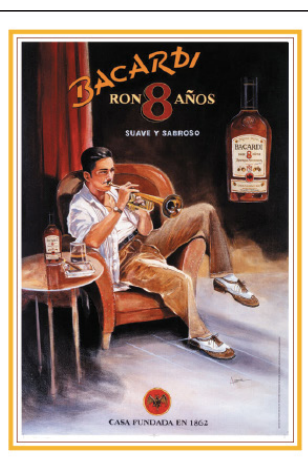
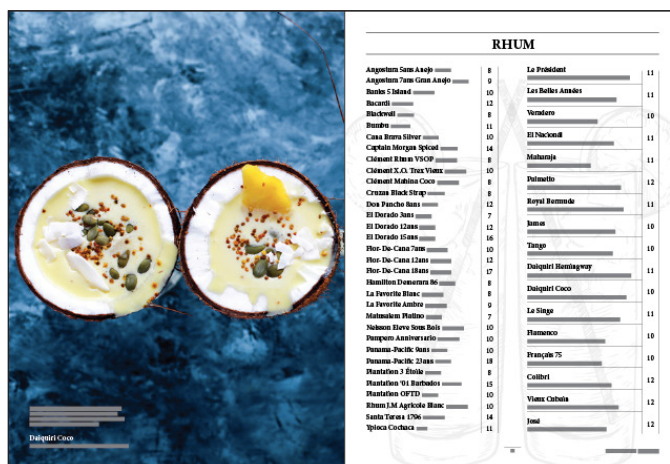


LE GIN VOGUE

Le gin est une boisson à base d'eau et d'alcool de céréales, aromatisée avec des essences de plantes. C'est une boisson très ancienne, mais elle a connu un regain de popularité ces dernières années. Elle est souvent associée à la fête et à la détente.

The logo consists of the word "MAGAZINE" repeated twice in a bold, sans-serif font. The top "MAGAZINE" is red, and the bottom "MAGAZINE" is white. They are both contained within a red rectangular border.

A horizontal envelope template. The left half features a close-up photograph of a teal-colored succulent, possibly an Agave, with its leaves arranged in a spiral pattern. The right half is white and contains a vertical line on the left side, a small rectangular box in the top right corner, and four horizontal lines for an address. Below the horizontal lines, the text "Photographie de David Hume" is printed.

[illegible]

El Duho	11
La Neche Luca	10
Pulena	10
La Ralaga	11
Rosa	10
Isabel	12
Chaviz	12
Idalia	12
El Borracho	10
Cigarta	10
Mis Coco	10
Patricia Miller	10
Cocaine	10
Priscana	10
Pajaro Entico	11
Masacaso	10
Chiquita	13

[illegible]

BOURBON		
Angels' Fury	16	12-30
Baker's	16	Canadian blend of rye, corn, wheat, malted
Band Haydon	16	L'Amour
Belle Meade	14	Canadian blend of rye, wheat, malted, corn
Belle Meade Unique	16	L'Aviation
Belle Meade Unique	24	Canadian blend of rye, wheat, corn
Black & Blue	16	Le Page
		Canadian blend of rye, wheat, malted

Vieux Cognac 50
 Vieux Benedictine Signature
 Reserve de Daniel Lemoine
 St. Angeline
 Tony Branch
 Wolfhard
 Wild Turkey 101
 Reserve Special 101

30

March 22, 2015 Magazine

[illegible]

“
TCHIN-TCHIN
LES COPAINS
”

VINS		
VIN APPÉTITIFS		
Défin Dry Süss	8	24
Libel blanc secant	8	24
Libel rouge secant	8	24
Libel Reserve Jean de Libel secant	10	30
Débotté fin de Châteaux secant	8	24
Beyls secant	8	24
Défin Réserve de Chambéry secant	8	24
Antica Formula Tre, nat	10	30
VINS BLANCS		
Bourgeois Aligoté 2011 Grand Bourgeois	6	18
Cachillon, Bourgeois Blanc 2013 Grand Bourgeois, Cde	7	21
Vin de Joux	9	27
Merlot, Néf Récol 2013 Grand Bourgeois, Antica	6	18
VINS ROUGES		
Château, Les Granges 2013 Grand Bourgeois	7	21
Haut-Médoc, Château Lanesman 2011	12	36
VZ Réin Affinité, Loto Pato, Sago-Touring Nacional 2011	7	21
VINS DOUX		
Suterano, Château Briotte 2008	10	30
Viermay, Cde Nébels Point-Sec 2007 Grand Bourgeois	12	36
Réveillon Grand 2010 Grand Bourgeois	10	30
Réveillon Grand 2000 Grand Bourgeois	12	36
CHAMPAGNES		
Lakette Fines Récol Ultra-Récol (Grand)	16	70
Alfred Grand Récol Grand	21	84

HOROSCOPE DU BEUVER

Bellier 20 mars - 19 avril	Rachman le Bégo 20 avril - 19 mai C'est l'heure de l'effort, de la persévérance, de la discipline. C'est le moment de faire passer vos idées à l'état d'acte. Ne laissez rien de bon aller sans l'avoir exploité. Ne laissez rien de bon aller sans l'avoir exploité. Ne laissez rien de bon aller sans l'avoir exploité.	Taurus 20 mai - 19 juin	Le Taureau 20 juin - 19 juillet L'été, la chaleur du "bonheur", la chaleur du "bonheur", la chaleur du "bonheur". C'est le moment de faire passer vos idées à l'état d'acte. Ne laissez rien de bon aller sans l'avoir exploité. Ne laissez rien de bon aller sans l'avoir exploité. Ne laissez rien de bon aller sans l'avoir exploité.
			
Gémeaux 20 juillet - 19 août	Lion 20 août - 19 septembre Mieux vaut attendre que mieux vaut attendre que mieux vaut attendre. C'est le moment de faire passer vos idées à l'état d'acte. Ne laissez rien de bon aller sans l'avoir exploité. Ne laissez rien de bon aller sans l'avoir exploité. Ne laissez rien de bon aller sans l'avoir exploité.	Cancer 20 septembre - 19 octobre	L'Éclaireur 20 octobre - 19 novembre L'été, la chaleur du "bonheur", la chaleur du "bonheur", la chaleur du "bonheur". C'est le moment de faire passer vos idées à l'état d'acte. Ne laissez rien de bon aller sans l'avoir exploité. Ne laissez rien de bon aller sans l'avoir exploité. Ne laissez rien de bon aller sans l'avoir exploité.
			
Libra 21 septembre - 20 octobre	L'Amant 21 octobre - 20 novembre C'est l'heure de l'effort, de la persévérance, de la discipline. C'est le moment de faire passer vos idées à l'état d'acte. Ne laissez rien de bon aller sans l'avoir exploité. Ne laissez rien de bon aller sans l'avoir exploité. Ne laissez rien de bon aller sans l'avoir exploité.	Vierge 21 novembre - 20 décembre	L'Amoureux 21 décembre - 20 janvier L'été, la chaleur du "bonheur", la chaleur du "bonheur", la chaleur du "bonheur". C'est le moment de faire passer vos idées à l'état d'acte. Ne laissez rien de bon aller sans l'avoir exploité. Ne laissez rien de bon aller sans l'avoir exploité. Ne laissez rien de bon aller sans l'avoir exploité.
			

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ABREUVEZ-VOUS

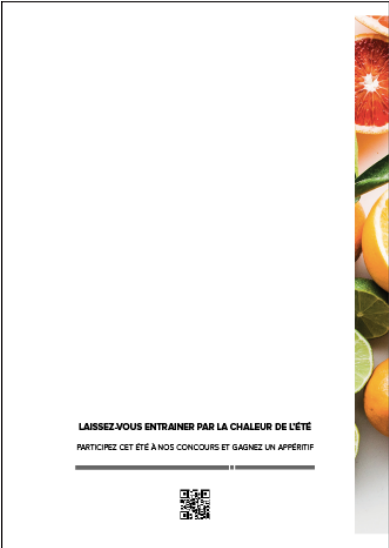
Balande 23 novembre - 27 décembre 	Le Sage 23 novembre - 27 décembre Il aime tout ce qui est bon, tout ce qui est bon marché et tout ce qui est bon à manger et à boire. Il aime tout ce qui est bon à regarder et à écouter. Il aime tout ce qui est bon à sentir et à toucher. Il aime tout ce qui est bon à vivre et à mourir.
Sagittaire 20 novembre - 20 décembre 	Dominant 20 novembre - 20 décembre Il aime tout ce qui est bon, tout ce qui est bon marché et tout ce qui est bon à manger et à boire. Il aime tout ce qui est bon à regarder et à écouter. Il aime tout ce qui est bon à sentir et à toucher. Il aime tout ce qui est bon à vivre et à mourir.
Vierge 20 janvier - 16 février 	Éclaircie 16 janvier - 20 février Il aime tout ce qui est bon, tout ce qui est bon marché et tout ce qui est bon à manger et à boire. Il aime tout ce qui est bon à regarder et à écouter. Il aime tout ce qui est bon à sentir et à toucher. Il aime tout ce qui est bon à vivre et à mourir.
Scorpion 24 octobre - 17 novembre 	Le Penitencier 17 novembre - 24 octobre Il aime tout ce qui est bon, tout ce qui est bon marché et tout ce qui est bon à manger et à boire. Il aime tout ce qui est bon à regarder et à écouter. Il aime tout ce qui est bon à sentir et à toucher. Il aime tout ce qui est bon à vivre et à mourir.
Capricorne 21 décembre - 19 janvier 	L'Étalon 19 janvier - 21 décembre Il aime tout ce qui est bon, tout ce qui est bon marché et tout ce qui est bon à manger et à boire. Il aime tout ce qui est bon à regarder et à écouter. Il aime tout ce qui est bon à sentir et à toucher. Il aime tout ce qui est bon à vivre et à mourir.
Poissons 21 février - 19 mars 	Nomade 19 mars - 21 février Il aime tout ce qui est bon, tout ce qui est bon marché et tout ce qui est bon à manger et à boire. Il aime tout ce qui est bon à regarder et à écouter. Il aime tout ce qui est bon à sentir et à toucher. Il aime tout ce qui est bon à vivre et à mourir.

Mars 2012, 278 pages



À PARTAGER	
<i>ENTRÉES</i>	Beignets de légumes italie
	Gyoza de poulet japon
	Variété de mezzes chypre
	Tsatsiki grèce
<i>PLATS</i>	Tortilla espagne
	Courgette farcie au fromage france
	Pièce de viande argentine
	Moussaka à l'agneau turquie
<i>DESSERTS</i>	Tiramisu italie
	Pêche melba france
	Planche de fromage france
	Café gourmand italie

POUR VOUS	
<i>ENTRÉES</i>	Jambon Iberico espagne
	Soupe de concombre france
	Houmous liban
	Épinard en cube roumanie
<i>PLATS</i>	Paupiettes de veau rôties france
	Agneau rôti caramélisé espagne
	Falafel de légumes grèce
	Dorade à la planche portugal
<i>DESSERTS</i>	Gaufres liégeoise belgique
	Winerbrod danemark
	Planche de fromage france
	Assortiment de glaces italie



MAGAZINE

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21, RUE DE L'OISEAU
PARIS
01.22.56.74.27

@MAGAZINEPARIS
/MAGAZINEPARIS



ARTICLES IN THE DRINKS MENU

- Articles about the alcohol used in cocktails
 - Articles about the city where the alcohol is from to make people want to visit it
 - Articles about who created/discovered the alcohol and how it was originally used
-

WHAT COCKTAILS TO CREATE

While still offering the classics such as Mojitos, Bloody Mary, Cosmopolitan, Old Fashion etc, the cocktail list needs to be innovative and different from what we see everywhere else. When on holiday we always want to try something new, people tend to come back where they had an amazing cocktail.

WHAT FOOD TO OFFER

The food menu needs to be much shorter than the drinks menu because it will change every month or so in order to provide the opportunity to try something new all the time. It will be composed of specialties from various places around the world. The food menu will have two pages, one for sharing (appetizers, main dish and desserts) and one not for sharing (appetizers, main dish and desserts). I find important to offer sharing portions because people are often hungry after work and don't always want to have a full meal.

Idea Presentation



PARIS' NEW HOT SPOT

MISSION STATEMENT

This brand identity has for goal to attract and appeal the customers to come and most important to come back to this seasonal restaurant. Everything has been designed to be aesthetically pleasing so that people would want to photograph it, promoting freely this rooftop bar/restaurant. The publicity of this bar/restaurant relies on its brand identity and its specifically designed atmosphere to compel people to make this place Paris' new hot spot for the Spring/Summer time.



TARGET AUDIENCE

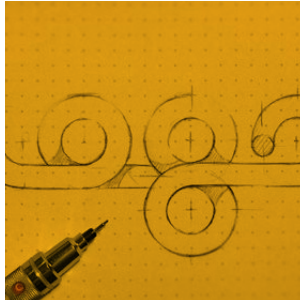
Sophisticated millennials between 25 and 33 years old, work active, good education level (college +). This audience is ambitious, constantly networking and wants to be around nice things. The perfect spot for them is where they can take nice pictures to post on social media, be able to talk but also loosen up a bit; the perfect afterwork spot with a view.



STRATEGY

Entire Brand Identity. The goal is to have this brand identity so appealing that people would want to check this place out because they have seen post on social media where the atmosphere is very instagrammable and looks like the perfect spot to hang out with colleagues and friends. This brand identity aims to provide the most ideal summer spot for those sophisticated millennials that want to loosen up after work and over the week end.

Deliverables



Logo



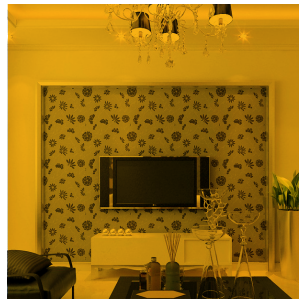
Business Card



Drinks Menu



Food Menu



Wallpaper



Related Items



Plates



MOODBOARD IMAGERY

Looking at successful and instagrammable restaurants I think this brand identity needs to be special, innovative and unexpected in order to stand out. Whatever my final deliverables turn out to be, I hope to create an innovative menu design as well as a special atmosphere for this rooftop bar/restaurant in order to bring customer and set this place apart from the competition. Since we live in a digital world, everything needs to be "instagram worthy" as I am counting on the customer to freely promote this place on social media.

MAGAZINE

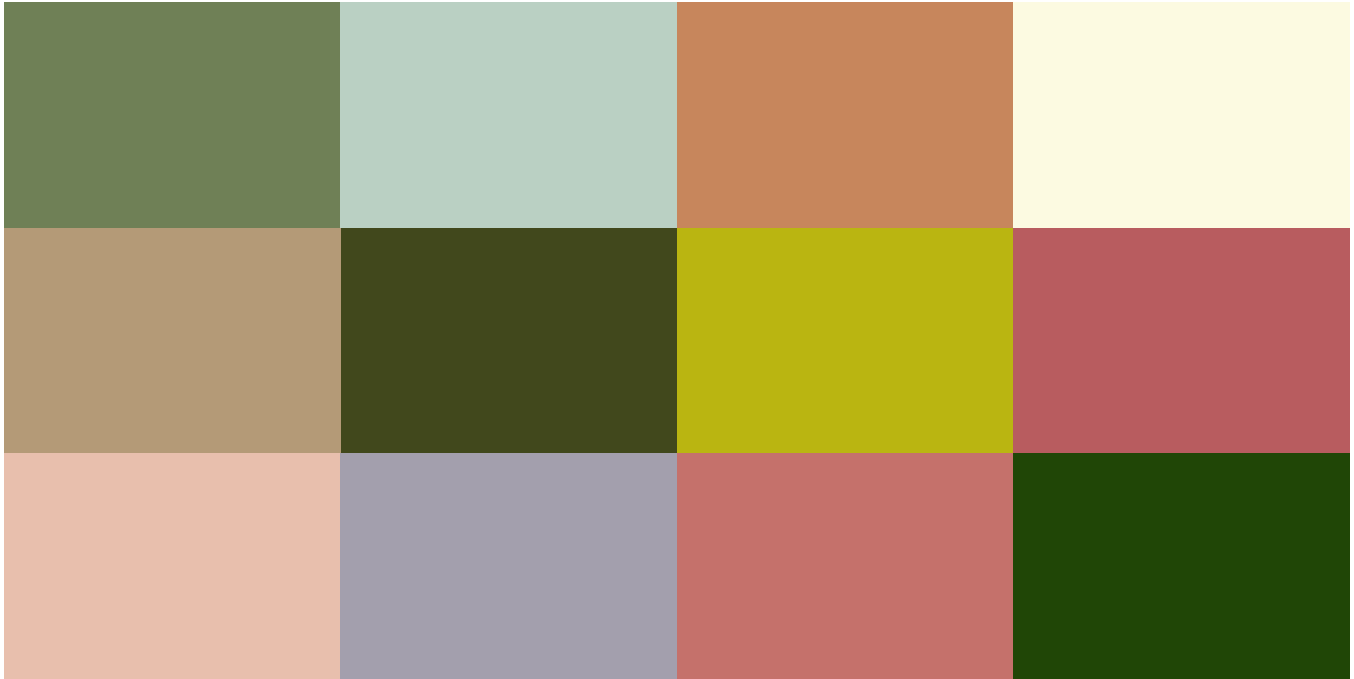
Magazine

Le texte généré est constitué
de phrases dont les mots sont
sélectionnés aléatoirement.

Minion 3 Bold
Proxima Nova Light

TYPE STUDIES

The typography should be professional, trendy and legible. That way, the content will be supported by a typeface that match. I will most likely use a sans-serif typeface for the information about the drinks and the food. Because it will have a smaller size point it will be more legible than having a serif typeface. However, I will be using a serif typeface for the headers and the cocktail names as it looks more sophisticated. The association above represents the typeface I will be using for my deliverables.



COLOR PALETTE

For this project, I am mostly attracted to greens and pinks. On one hand, the pink reminds me of summer and how we don't see enough pink in restaurants. On the other hand, green makes me think of nature and how it blossoms over spring and summer. The green colors offer a more settle background leaving the center of attention to a brighter color for the perfect atmosphere.

Deliverables

MAGAZINE

MASTER LOGO

The MAGAZINE logo has been specifically designed as a singular unit.

These correct variations of the logos are supplied to the company as the official brand. Great care was taken in the process of designing the logo as it represents the company's values as well as its concept.

PRIMARY MARK

MAGAZINE

LOGO COLOR PALETTE



PMS BLACK C
RGB 0, 0, 0
CMYK 0%, 15%, 15%, 100%



RGB 255, 255, 255
CMYK 0%, 0%, 0%, 0%



PMS 871
RGB 216, 179, 5
CMYK 0%, 15%, 100%, 18%

LOGO TYPEFACE

Garage Gothic Black

**A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z**

0 1 2 3 4 5 6 7 8 9

The logo's typeface is Garage Gothic Black. It was designed by Tobias Frere-Jones in 1992 and published by Font Bureau.

For gritty reality and rust-belt appearance, Garage Gothic was derived from numbered tickets given at city parking garages by which Tobias Frere-Jones was inspired, he said: "Irregular contours and rough alignments found on the lettering were retained in the font, albeit disciplined and restrained".

MAGAZINE

MAGAZINE

MAGAZINE

MAGAZINE

The word "MAGAZINE" in a bold, black, sans-serif font, oriented vertically.

This logo is to be used only when necessary. MAGAZINE strives to be the new Parisian hot spot during the sunny days by providing its customer with an unforgeatable experience that will make them want to come back.

The white color version is preferred. However, black and gold may be used for printing. The solid white logo should be used only if placed upon a darker background.

The word "MAGAZINE" in a bold, yellow, sans-serif font, oriented vertically.

RULES

Don't change the logo's orientation

Don't warp or stretch the logo

Don't crop the logotype in any way

Don't change the logo colors other than the specified versions

Don't put a box around the logo when placed

Don't outline the logo in any color

Don't apply any filters or textures to the logo

Don't apply shadows, glow effect or outlines to the logo

Don't change the typeface

Don't replace or re-create any part of the logo

Don't ignore the size specifications

Don't use the logo on colors with poor contrast or similar colors

Don't place the logo on busy photography without the creative director's consent

STAGING AREA

MINIMUM SIZE



1,3"

MAGAZINE

To preserve the MAGAZINE logo's integrity, it is important to maintain a minimum clear space around it. The clear space isolates the logo from any competing elements in the design such as text or other logos. The letter 'M' from the beginning of the word 'magazine' from the logo is to be used once all around the logo. This only applies when the logo is not over a pattern. If you have any concerns, consult the creative director or the brand manager. The 'M' guideline should be proportionally enlarged or reduced in size.

The minimum size allowed for the MAGAZINE logo is 1.3" wide.



















End.

BRAND IDENTITY

Mathilde Olivier