



CHOIX

Brand Guidelines
February 2, 2014

CHOIX

PATISSERIE TT RESTAURANT

Par Pierre Gagnaire

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These are our brand guidelines which explain how to use our new visual identity with confidence and clarity.

Our guidelines have been designed to ensure consistency within our brand, helping to create strong, recognisable and innovative communications. Our unique identity, vibrant colour palette and typographic style creates a distinctive framework for our brand which helps us stand out within our marketplace.

1.00

Logo English

The Choix logo is an important asset to our organisation and should serve as a foundation for all our visual communications.

To maintain a strong brand image it is important that the logo is always applied consistently wherever it appears. Its colour, position and size are all specified within this document.



CHOIX
PATISSERIE \square RESTAURANT

Par Pierre Gagnaire

1.01

Logo Arabic

The Choix Arabic logo has the same visual identity, look and feel of the English master logo, Choix Arabic logo can be used as an alternative of the English.

To maintain a strong brand image it is important that the logo is always applied consistently wherever it appears. Its colour, position and size are all specified within this document.



Par Pierre Gagnaire

1.02

Logo Dual language

English Master logo
with a fixed lockup
with the Arabic word
for (Choix)

To maintain a strong
brand image it is
important that the
logo is always applied
consistently wherever
it appears. Its colour,
position and size are
all specified within this
document.



Par Pierre Gagnaire

1.03

Logo Proportions

The height of the letter (l) in the logo is the guide to keep all logo versions in the same proportion.



1.04

Logo Colour & Finish Options

The Choix logo can be used in full colour, monochrome or reversed out of the primary colour palette in white.

Note: Same options applies on Choix Arabic and dual language logo.



1.05

Logo Exclusion & Minimum Size English

The Choix logo has been custom drawn.

A minimum area of clear space, equal to the height of the (I) around the logo should be applied.

Never reproduce the logo at a size smaller than 16mm high.



1.06

Logo Exclusion & Minimum Size English

The Choix logo has been custom drawn.

A minimum area of clear space, equal to the height of the (I) around the logo should be applied.

Never reproduce the logo at a size smaller than 16mm high.



1.07

Logo Exclusion & Minimum Size Dual Language

The Choix logo has been custom drawn.

A minimum area of clear space, equal to the height of the (I) around the logo should be applied.

Never reproduce the logo at a size smaller than 16mm high.



1.08

Incorrect Logo Usage

Here are some basic rules around how our logo should be used.

Always use the approved master artwork to maintain consistency and never alter or try to recreate the Choix logo. Shown opposite are examples of incorrect use of the Choix logo.

Note: Same rules applies on Choix Arabic and dual language logo.

Never rotate, skew or distort the Choix logo at any angle.



Never move or alter any of the text around the Choix logo.



Never put the Choix logo in a holding device.



Never crop the Choix logo.



Never adjust the Choix logotype.



Never reproduce against a complicated background.



Never colour or apply any effects to the Choix logo.



Never add words or create sub brands with the Choix logo.



Never omit any of the supporting type.



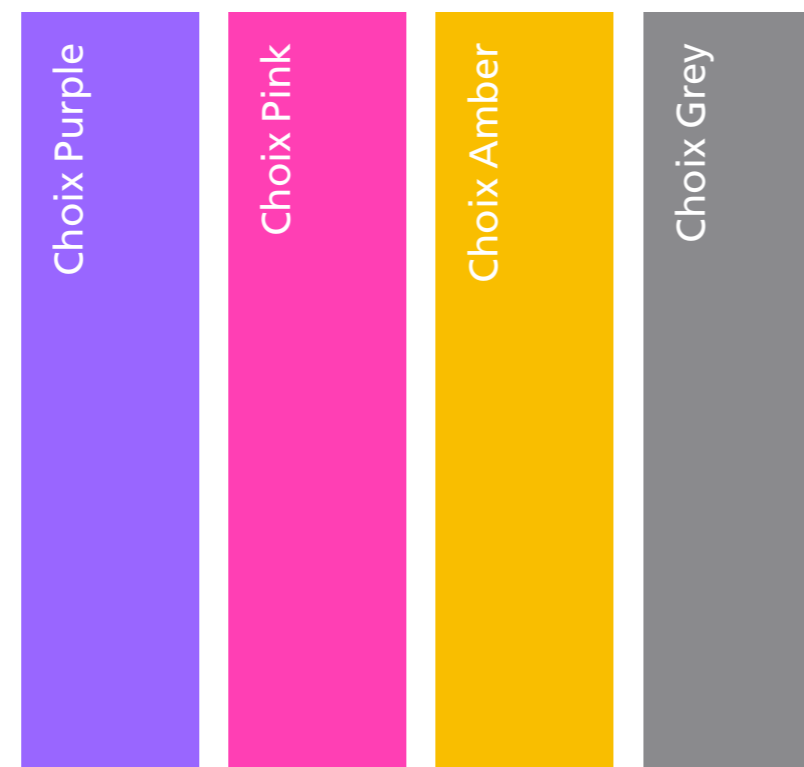
1.09

Brand Colours

The primary colour palette features four solid colours that make up the Choix logo. A secondary palette of three supporting colours can be used to compliment.

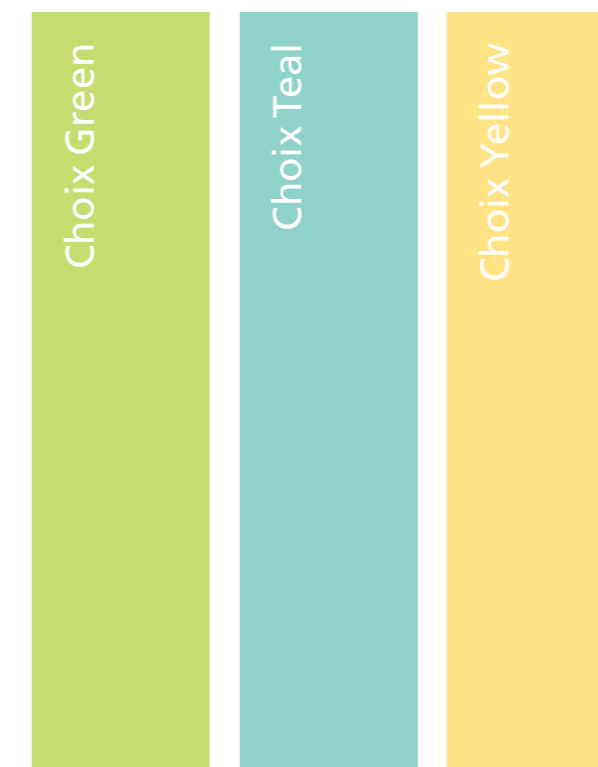
Use them freely on all appropriate applications.

Primary Colour Palette



Choix Purple	Choix Pink	Choix Amber	Choix Grey
Pantone 265 C	Pantone 806 C	Pantone 7408 C	Pantone Coolgray 8
CMYK% 52 68 0 0	CMYK% 0 85 0 0	CMYK% 2 25 100 0	CMYK% 40 40 38 0
RGB 147 100 204	RGB 255 63 180	RGB 249 190 0	RGB 138 138 141
HTML R 153 G 102 B 255	HTML R 255 G 0 B 204	HTML R 255 G 0 B 204	HTML R 102 G 102 B 102

Secondary Colour Palette



Choix Green	Choix Teal	Choix Yellow
Pantone 374 C	Pantone 3248 C	Pantone 120 C
CMYK% 26 0 72 0	CMYK% 43 0 24 0	CMYK% 0 9 58 0
RGB 197 220 110	RGB 143 210 202	RGB 255 227 132
HTML 204 204 153	HTML 153 204 204	HTML 255 255 143

1.10

Typefaces - English

Aire Light Pro and Frutiger are the Choix English brand typefaces.

Aire Light Pro is the headline font and Frutiger is to be used for body copy.

These fonts are to be used for all written communications on printed stationery, literature, posters, promotional items, signage and website headings. The following weights can be used:

Aire Light Pro
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789! ? £ % & @

AaBb

Frutiger Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789! ? £ % & @

AaBb

Frutiger Roman
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789! ? £ % & @

AaBb

1.11

Typefaces - Arabic

GE Smooth and GE SS are the Choix brand Arabic typefaces.

GE Smooth is the headline font and GE SS is to be used for body copy.

These fonts are to be used for all written communications on printed stationery, literature, posters, promotional items, signage and website headings. The following weights can be used:

GE Smooth Light

يقف هذا الفندق الرائع المستلهم
بتصميمه من قارب شرابي مهيب في
موقع مثالي على خور دبي. ٩٨٧٦٥٤٣٢١!/*

شوا

GE SS UltraLight

يقف هذا الفندق الرائع المستلهم
بتصميمه من قارب شرابي مهيب في
موقع مثالي على خور دبي. ٩٨٧٦٥٤٣٢١!/*

شوا

GE SS Medium

يقف هذا الفندق الرائع المستلهم
بتصميمه من قارب شرابي مهيب في
موقع مثالي على خور دبي. ٩٨٧٦٥٤٣٢١!/*

شوا

2.00

Menu Application

Menu Sleeve:

Size: 158 x 230mm
 Materials: 2mm Dutch grey board, wrapped with Winter Products, Andrha Qual, No 62, mock leather.

Print: Leather colour matched to Pantone 265 for purple option. Blind embossed pattern to front and white/pink matt foil to brand mark.

Finishing: Stitched, with elastic fastening to spine.

Menu Inserts:

Size: 210 x 297mm.
 Materials: GF Smith, Accent Smooth, 120gsm.

Print: 4 colour to both sides.

Finishing: Folded to A5.



2.01

Bill Holder

Outer:

Size: 90 x 140mm

Materials: Winter Products, Andhra Qual, No 62, mock leather.

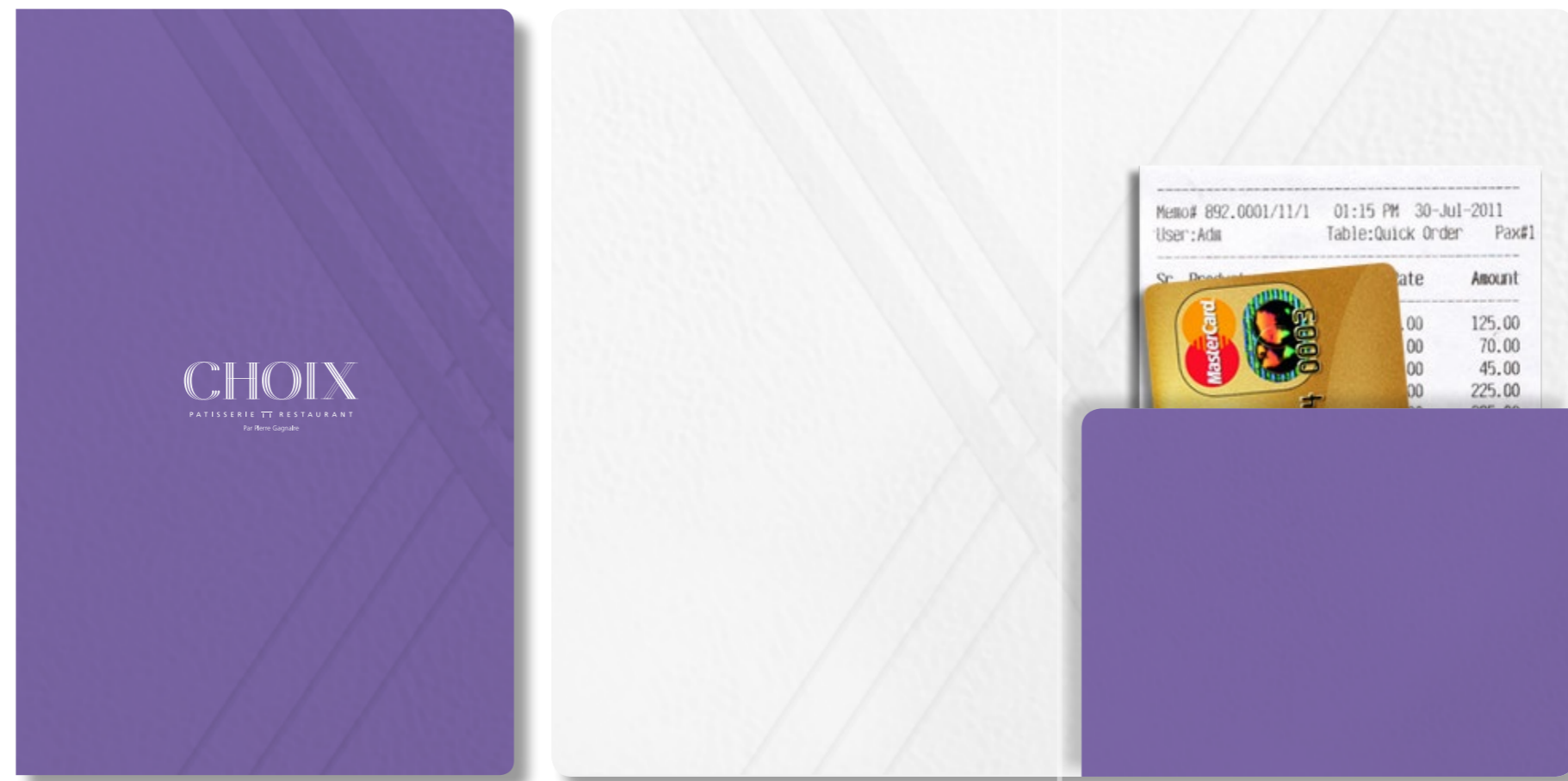
Print: Leather colour matched to Pantone 265 (purple). Blind embossed pattern and white matt foil to brand mark.

Inner:

Materials: Winter Products, Andhra Qual, No 62, mock leather.

Print: Blind emboss of pattern.

Finishing: Inner and outer leather glued to 350gsm ivory board.



2.02

Shopping Bag

Size: 350 x 345mm
Materials: GF Smith,
Phoenix Motion,
350gsm. Handles in
herringbone cotton,
to match Pantone
806 (Pink).

Print: Four colour to out
side with one common
colour to inner.



2.03

Pastry Bag

Size: 205 x 325mm
Materials: Large loaf bread bag, with window, in a wax finish.

Print: Four colour to outer, with a white logo to window.



2.04

Macaroon Boxes

Size: 245 x 70mm
x 25mm (depth).

Materials: Food safe ivory board, with coated finish.

Print: Four colour to outer, with one colour to inner.

Finishing: Slipcase box containing a die-cut tray to hold the macaroons.



2.05

Takeaway Bags

Size: 300 x 300mm
Materials: Food safe,
off the shelf bag.
Print: Four colour
to outer.



2.06

Gift Box

Finished Size: 225 x 225mm.

Materials: Food safe ivory board, with coated finish.

Print: Four colour to out side. One colour to inner.

Finishing: Die-cut handles.



2.07

Disposable Cups

Size: 12 oz.

Materials: Food safe, off the shelf cup, with branded paper wrap.

Cup Print: Four colour to outer, with embossing to pattern.

Paper Wrap Print: One colour to one side only.



THANK YOU

For further information and to obtain
master artwork files please contact:

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