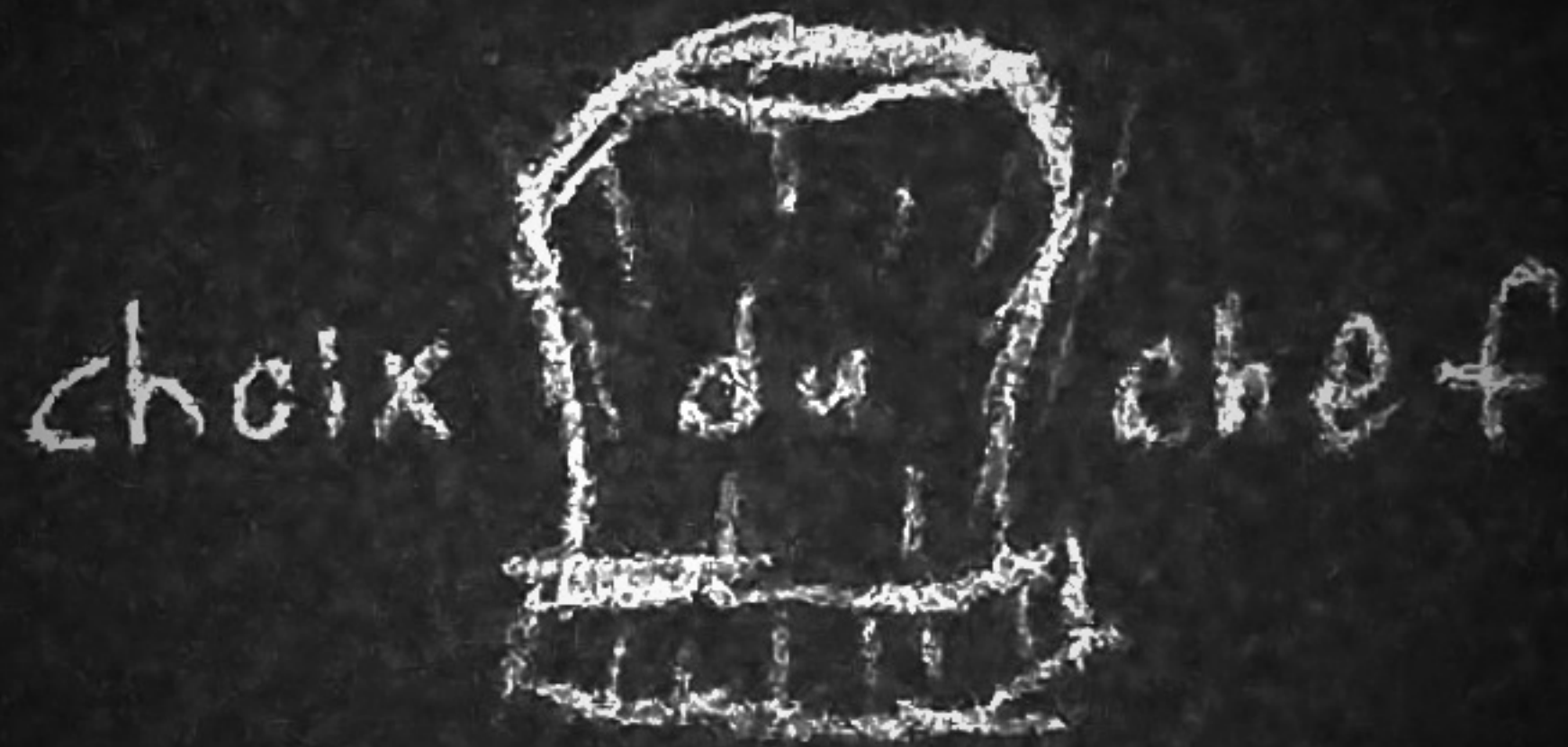




choix
du
chef

Ted Klingenberg, 2018

Logo Development



CHOIX
— du —
CHEF



CHOIX — DU — CHEF

choix du
CHEF

c	h	o	i	x
d	u			
c	h	e	f	

choix du
CHEF

choix
du
chef

Brand Identity

choix
du
chef



Aside Layout

Location, Place

123.456.7890

contact@choixduchef.fr

HEADER 1, EXTRA BOLD 36PT

This is body text. You can find this text used in menus, on a website, or anywhere you need to write anything longer than an Instagram caption. Don't get fancy with background images. Keep high contrast. Always.

Use of columns is encouraged on pages (printed and digital) that contain a lot of data that can be organized into categories. This is an example of what not to put into a column.

HEADER 2, BOLD 26PT

Body text is 12pt. Body text should never occupy the entire space of its container. It should be at a width that is easy to read. This size will vary depending on the medium. Use this paragraph as an example.



FONTS AND COLORS



#F00



#F92



#FE4



#000



#FFF

OTHER STYLE GUIDELINES

Background images may take available white space provided that the image has non-rectangular border and opacity of 80% depending on brightness of image. Filters applied to aside images should also be applied to background images. Do not overlay text on images.

ABOUT THE BRAND

Choix du Chef is intended to be a 5-star restaurant serving high quality dishes centered around the head chef's choice for the day. Every meal is signed off by the chef.

Small logo:

choix **du** chef



Apply Recolor filter (Red) to images and set to 40% normal blending. Lower brightness and increase contrast accordingly.



Footer Text

Advertising



choix **du** chef



Chef
knows
best.

choix **du** chef

Ted Klingenberg, 2018



choix **du** chef



You've
been
served.

choix **du** chef

Ted Klingenberg, 2018



choix
du
chef



Wine
and
dine.

choix **du** chef



Chef
knows
best.

choix **du** chef



You've
been
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choix
du
chef



Wine
and
dine.

Business Cards

choix **du** chef

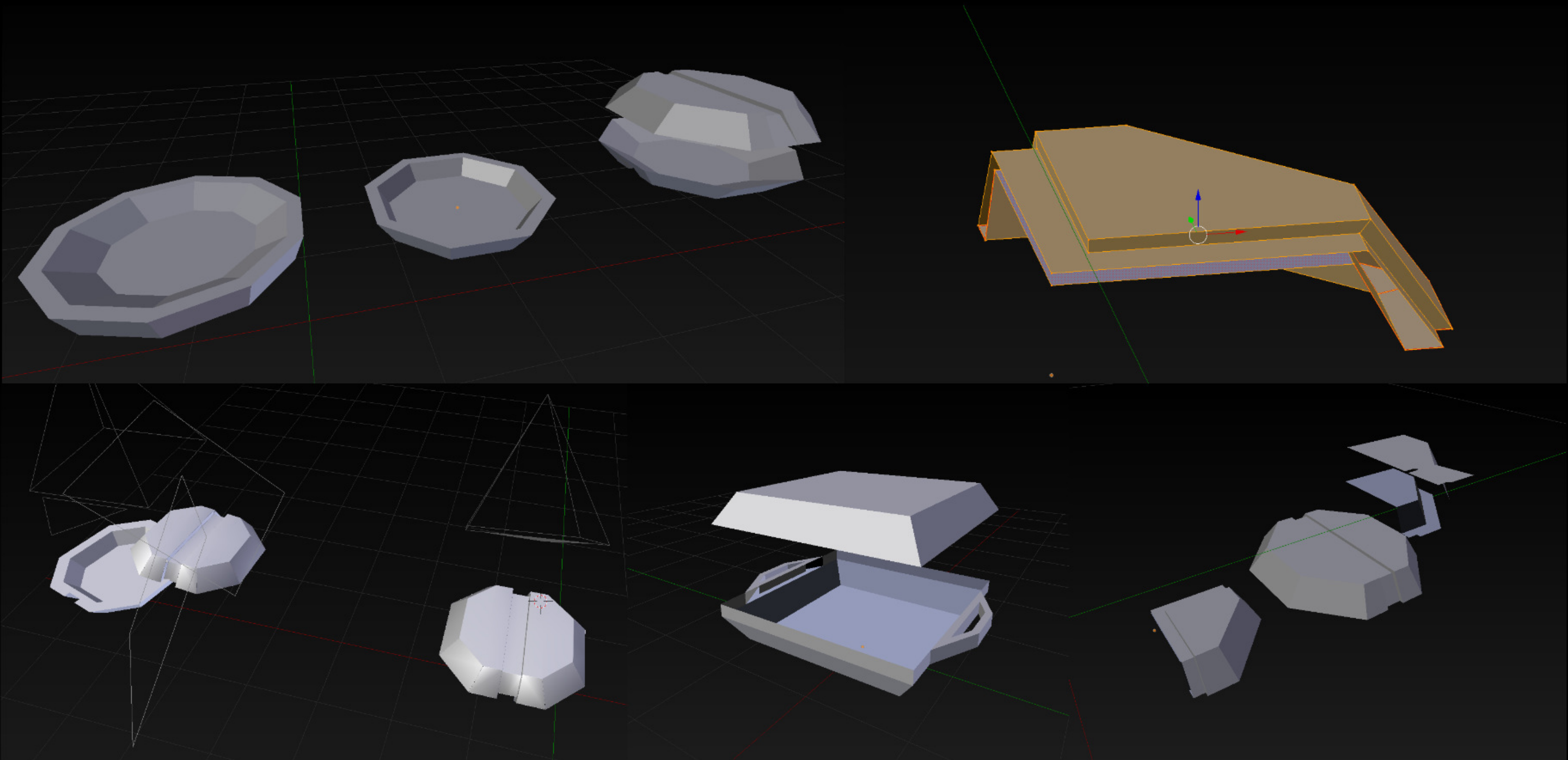
41 Rue de Joly
Créteil, France

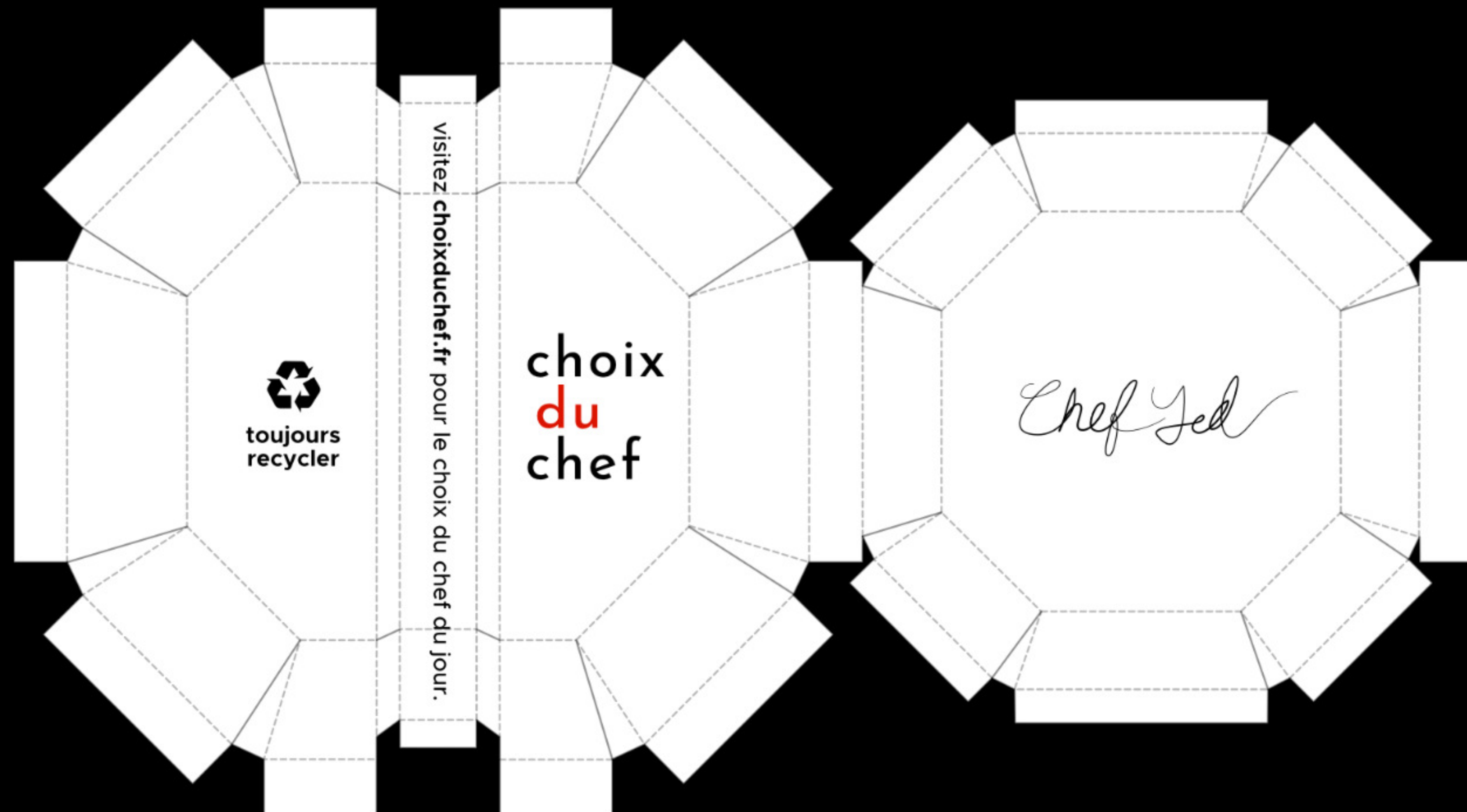
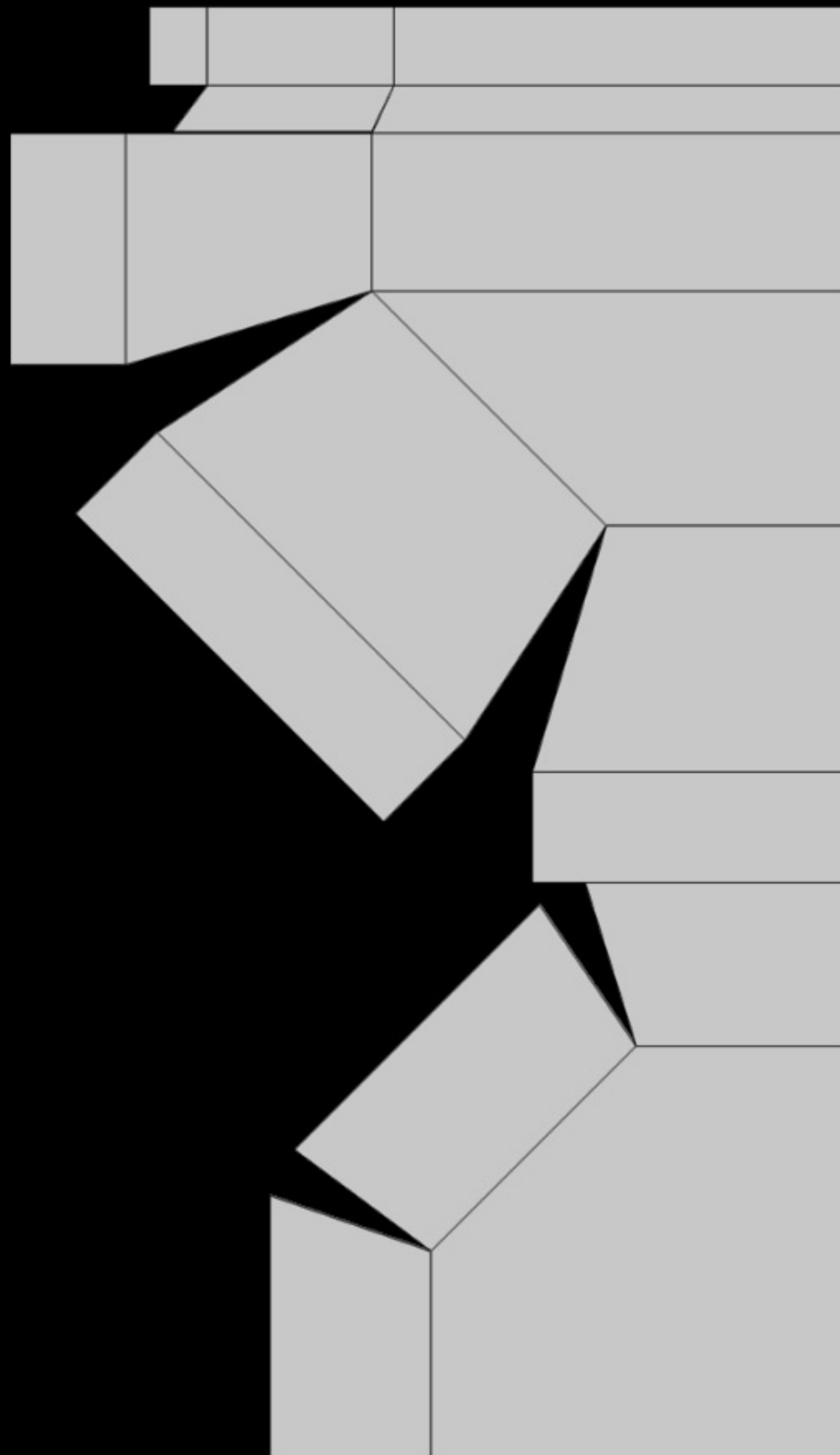
123.456.7890

choixduchef.fr



Takeout Box







Restaurant Menus

choix
du
chef

41 Rue de Joly

Créteil, France

123.456.7890

reserve@choixduchef.fr

CHEF'S CHOICE OF THE DAY

Chicken Fillet

Served with scallop, shrimp,
and a side of steamed
vegetables.

Chef Ted



DINNER SELECTION

Chicken Fillet

Served with scallop, shrimp,
and a side of steamed
vegetables.

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choix du chef

Ted Klingenberg, 2018

Chicken Fillet

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and a side of steamed
vegetables.

Chicken Fillet

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vegetables.

DESSERTS

Chicken Fillet

Served with scallop, shrimp,
and a side of steamed
vegetables.

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choix **du** chef



CHEF'S CHOICE OF THE DAY

Chicken Fillet

Served with scallop, shrimp, and a side of steamed vegetables.

DINNER

Tomato Basil Soup

Creamy, vegetarian soup with freshly picked tomatoes. 20.

Caesar Salad

Spinach with tomatoes, onions, peppers and vinaigrette dressing. 18.

Chicken Parisien Sandwich

Served with our cream of mushroom soup. 15.

Beef Carpaccio

Served with steamed vegetables. 21.

Pate Maison

With a thick tomato sauce, served with french pickles. 16.

Fried Oysters

Served with Harissa Oioli and choice of steamed vegetables. 25.

Roasted Lamb Loin

Served with potatoes and broccoli. 24.

Quiche Lorraine

Egg, ham, and bacon in a baked crust.

DESSERT

Coconut Cream Cake

Creamy coconut custard covered in a coconut topping. 16.

Fruit Parfait

Served with an apricot glaze and topped with whipped cream. 13.

Chocolate Cake

Creamy milk chocolate with a dark chocolate drizzle. 14.

Hazelnut Rocher

Chocolate covered almonds and hazelnuts. 10.

Pineapple Pavlova

A meringue base filled with whipped cream and pineapple. 14.



Merchandise







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