LA REINE™

CAFE & RESTAURANT

A MAJESTIC

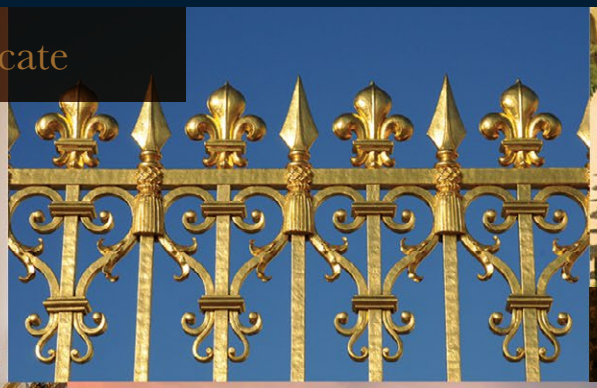
BRAND IDENTITY GUIDE

Memories Of VERSAILLES

Cafe La Reine is a cafe that is inspired by the life of Louise XVI & Marie Anoinette within the palace of Versailles, aimimg to bring back the memories of the french dynasty, by offering a wide range of gourmet french dishes, cakes, and desserts within a versailles inspired interior design, and branding.

Relive the majestic life style of the 1700s at Château De Versailles

delicate



charming

extravagant

majestic

delicate

luxurious

gracefull

MEMORIES OF VERSAILLES

LA REINE™

FRENCH DYNASTY 1770

LAREINE

MAIN LOGO

MAIN LOGO STRUCTURE

Maintain this minimum protective space around the logo at all times as shown using the e element as measurement unit.

LOGO VERSIONS

Full detailed logo for regular production and prindting with metalic gold.

Simplified logo without shadow for more complicated production.

Plain simple logo version for stamps and small media printing.

To be used for one color printing and only large formats.

For one color printing with simplified details for small and medium printing.

Suitable for medium size with maintaining accent details.

Full detailed logo for regular production and prindting with metalic gold.

Simplified logo without shadow for more complicated production.

Plain simple logo version for stamps and small media printing.

SECONDARY LOGO

The crest version logo depicts the essence of ornamental and archetectural elements found in the Versailles palace as well as the baroque and rococo period influence, that reflect the

TYPOGRAPHY

PRIMARY TYPE FACE

BASKERVILLE

Primary Typeface is set for headlines and main highlight text for all communication text, such as website, menu, adverts.

REGULAR

ABCDEFGHIJKLMNOP
QRSTUVWXYZ
1234567890

SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_+

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_+

COLORS

PANTONE 539 C	PANTONE 875 C	PANTONE 549 C
90%	90%	90%
80%	80%	80%
70%	70%	70%
60%	60%	60%
50%	50%	50%
40%	40%	40%
30%	30%	30%
20%	20%	20%
10%	10%	10%

PANTONE 622 C	PANTONE 4685 C	PANTONE 691 C
90%	90%	90%
80%	80%	80%
70%	70%	70%
60%	60%	60%
50%	50%	50%
40%	40%	40%
30%	30%	30%
20%	20%	20%
10%	10%	10%

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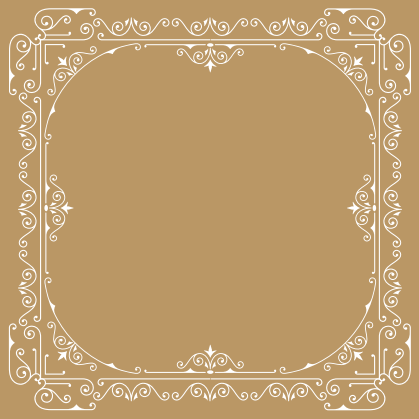
FRAME ELEMENTS

Frame elements were inspired by the Baroque art ornamentation used to decorate the Versailles Palace interior adding plenty of details and luxury in golden color.
The style features an exuberant and sometimes exaggerated decoration with the details integrated with harmony and balance in symmetrical compositions.

Frames elements in various domensions to be used for packaging, publications and advertising.

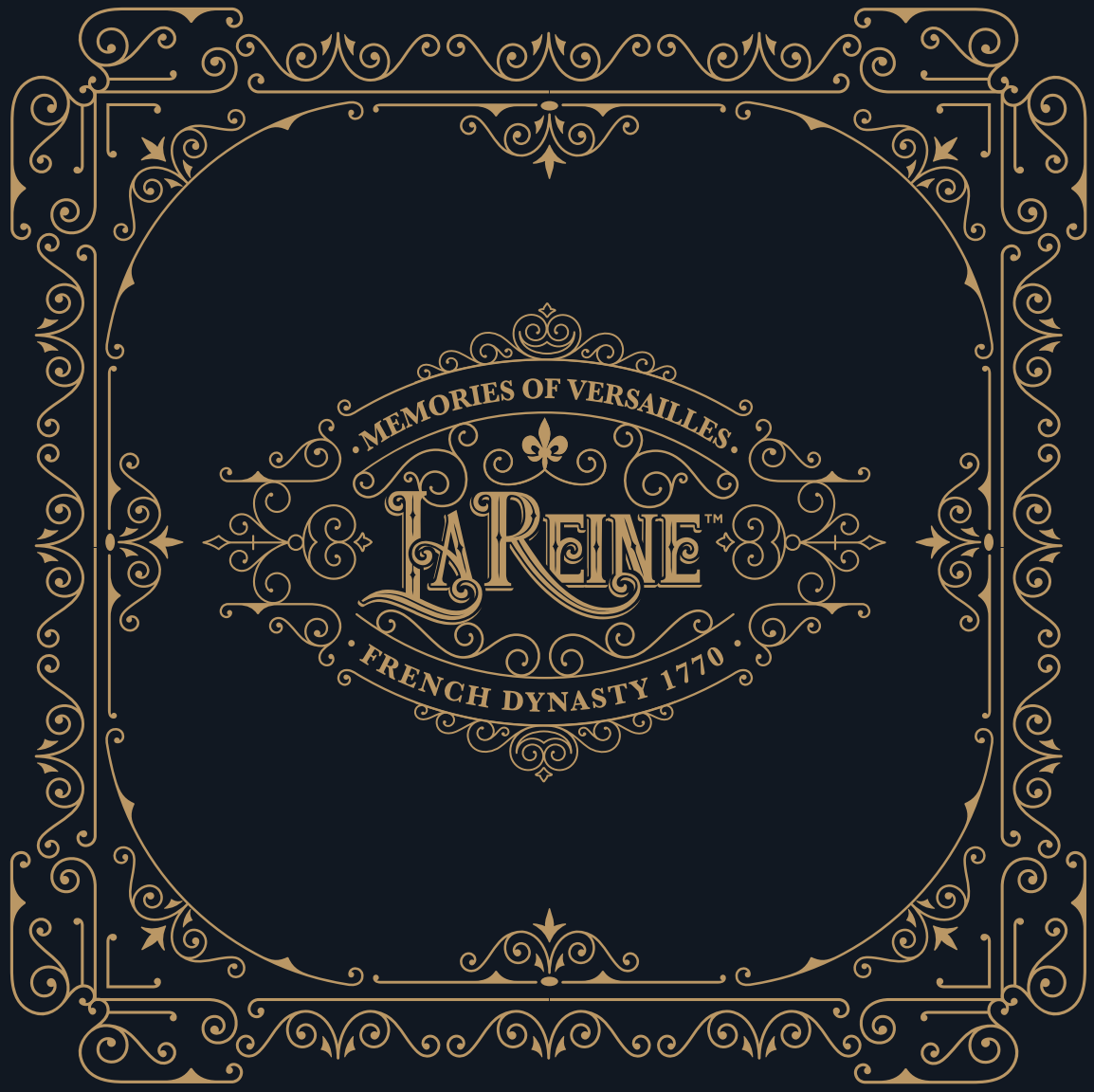


Square dimention frame

Rectangular dimention frame

Corner element

Side frame


MEMORIES OF VERSAILLES
LA REINE™
FRENCH DYNASTY 1770

LA REINE
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· MEMORIES OF VERSAILLES ·
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· FRENCH DYNASTY 1770 ·
GÂTEAU DE VERSAILLES

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LA REINE
FRENCH DYNASTY 1770
GÂTEAU DE VERSAILLES
ROYAL MACAROONS
BISCUITS
FRENCH COFFEE
LOUIS XVI ROAST

DELICIOUS DELICACY
MEMORIES OF VERSAILLES
LA REINE™
FRENCH DYNASTY 1770
ROYAL FRENCH
COOKIES

MEMORIES OF VERSAILLES
LA REINE
FRENCH DYNASTY

MEMORIES OF VERSAILLES
LA REINE
FRENCH DYNASTY 1770
GÂTEAU DE VERSAILLES

MEMORIES OF VERSAILLES
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FRENCH DYNASTY 1770
GÂTEAU DE VERSAILLES

MEMORIES OF VERSAILLES
LA REINE™
FRENCH DYNASTY 1770
ROYAL MACAROONS

LA REINE™
CAFE & RESTAURANT
Relive the 1700s at Château De Versailles
100% ARABICA
FRENCH COFFEE
LOUIS XVI ROAST
NET WT. 12 OZ

LA REINE™
CAFE & RESTAURANT
Relive the 1700s at Château de Versailles
100% ARABICA
FRENCH COFFEE
LOUIS XVI ROAST
NET WT. 12 OZ

LA REINE™
CAFE & RESTAURANT
100%
ARABICA
FRENCH COFFEE
ANTOINETTE ROAST
NET WT. 12 OZ

MEMORIES OF VERSAILLES
LA REINE™
FRENCH DYNASTY 1770

MEMORIES OF VERSAILLES
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FRENCH DYNASTY 1770

MEMORIES OF VERSAILLES
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FRENCH DYNASTY 1770
MENU

LA REINE™

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LA REINE™
CAFE & RESTAURANT
LET'S EAT CAKE!
AT LAREINE, ELBALCON - SEEF DISTRICT
Immerse yourself in a royal dining experience,
and live the french royalty life of Luis XVI & Marie Antoinette
with the best of what French cuisine has to offer.
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THANK YOU

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