

**fiona.**

**PROCESS BOOK**

# CREATIVE BRIEF

## OBJECTIVE

Redesign a restaurant menu determined by the laws of chance—based on the roll of dice and the chart below. Develop the brand into 2 additional support items + 1 from column 4. The project must be type dominant.

## REQUIRED STEPS:

1. Research
2. Excessive sketching
3. Word mapping
4. Creative brief/design rationale
5. Type pairings
6. Color combinations
7. Determine materials
8. Brainstorm 10 ideas, select top 3 to build out
9. Photo documentation

## DICE ROLLS:

1. Project: Cafe
2. Colors: 3 PMS
3. Process: Die cut
4. Extras: Signage

## FINAL:

1. 1 menu design
2. 3 support items
3. Process book documenting items above
4. Well-documented photographs of piece



# MOODBOARD





# TYPOGRAPHY

Le Panier

Very French Bakery

Coquette + Avenir Next

Le Panier

VERY FRENCH BAKERY

Barteldes Small + Montserrat

LE PANIER

Very French Bakery

Rosella + Casablanca URW

Le Panier

VERY FRENCH BAKERY

Relation Two + Avenir

Le Panier

VERY FRENCH BAKERY

Essones + Futura PT

LE PANIER

VERY FRENCH BAKERY

Baroneys + Montserrat

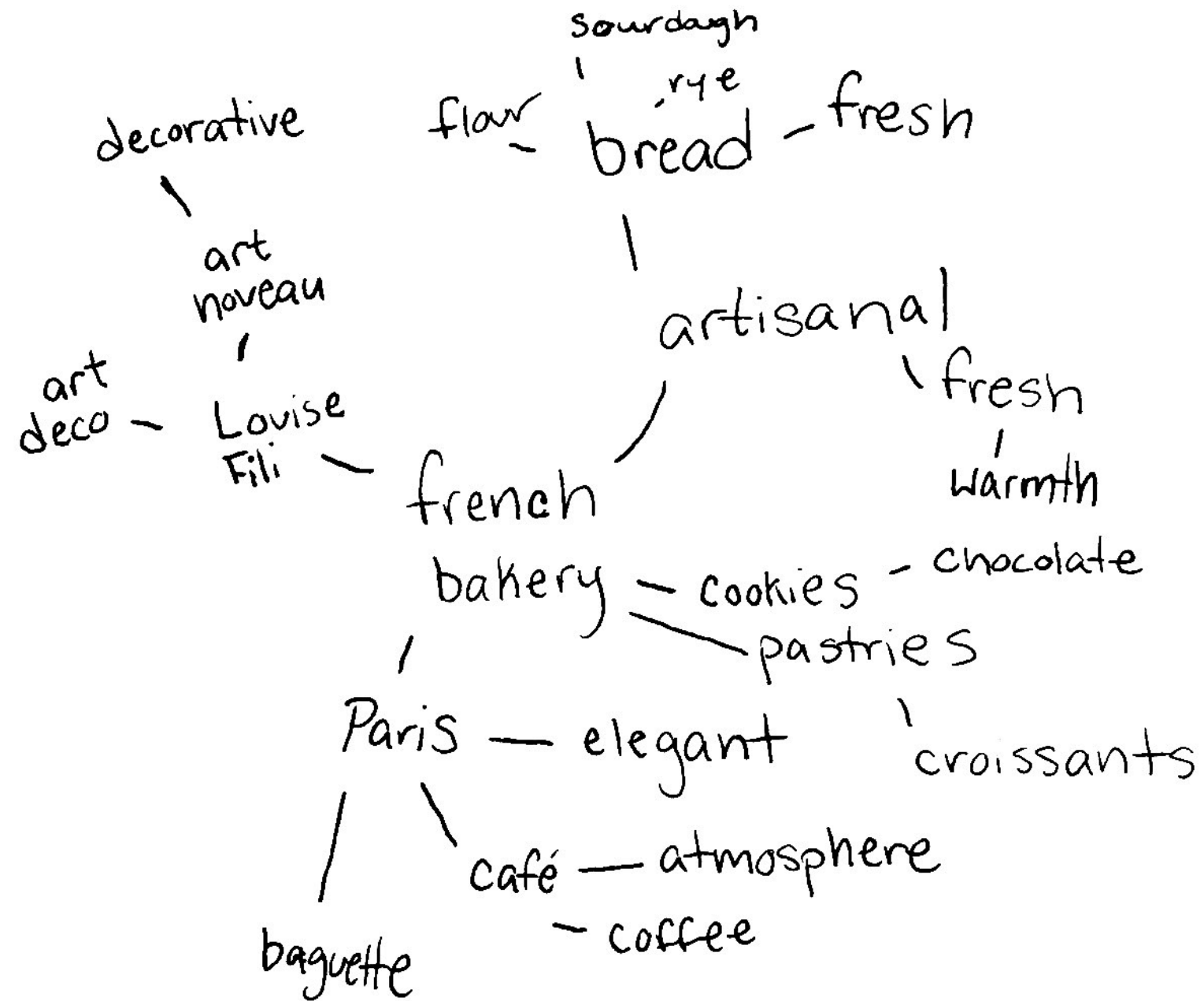
Le Panier

VERY FRENCH BAKERY

Bagatela + Futura PT



# WORD MAP



# SKETCHES



- Overlay over case
- decorative floral pattern on edge
- Art Nouveau inspired typography

- patterns in illustrator
- tating patterns
- lace patterns
- navy blue
- old fashioned floral

Signs for glass case?



- Shaped like baguettes
- different colored menus
- bread wrapping



- stand up acrylic

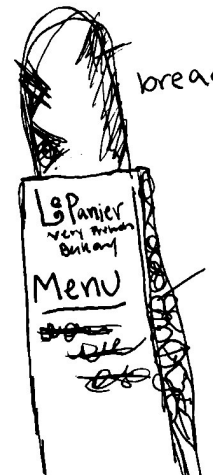


- decorative pattern
- cut like breadboard
- papers attached, colored paper?



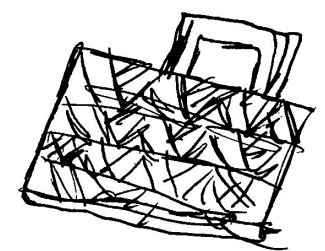
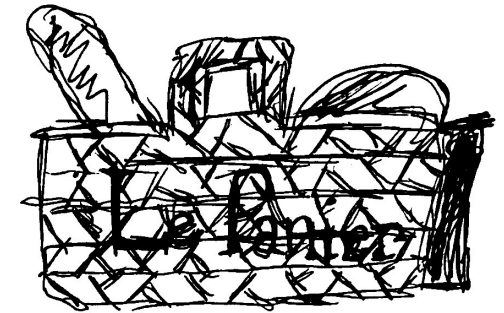
- framed on glass

- menu comes on bread bag

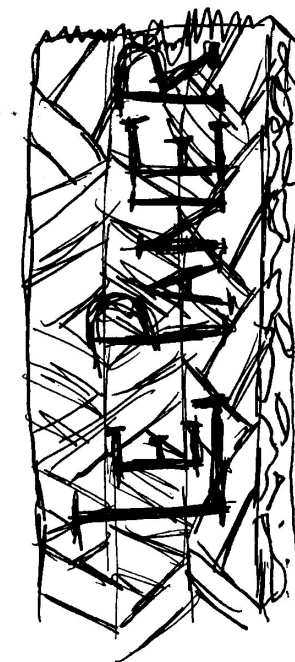


bread

decorative pattern

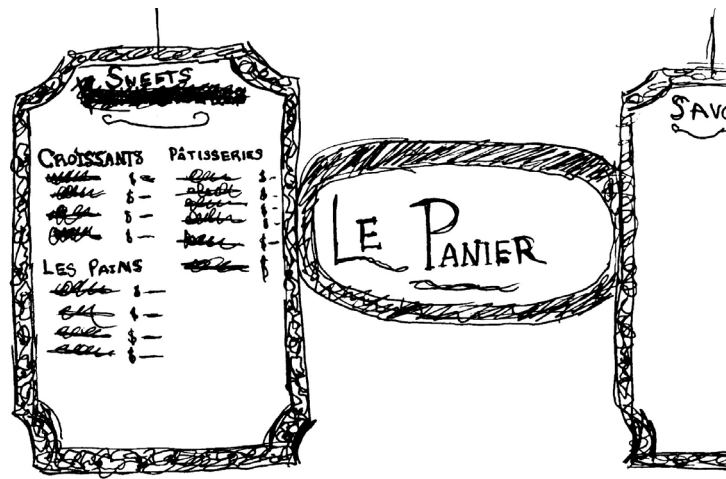


flat



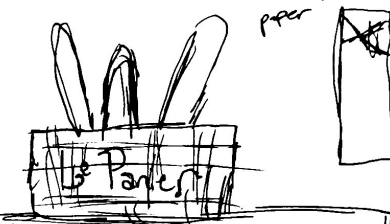
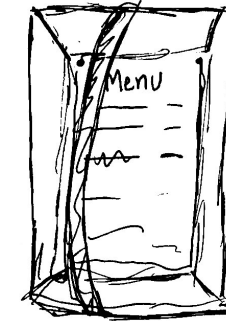


# SKETCHES

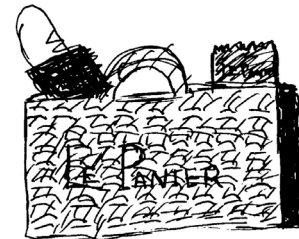


Panier = basket

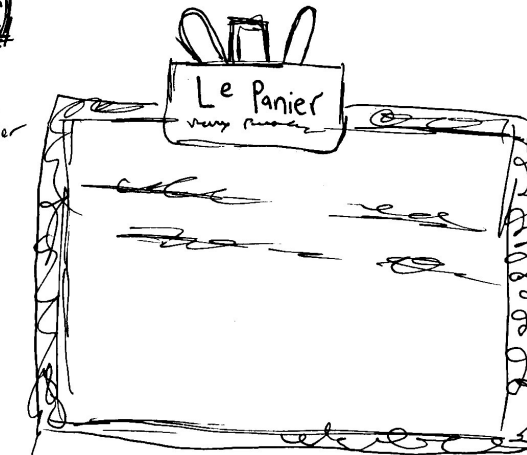
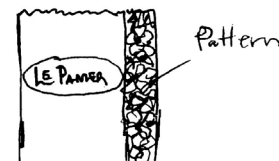
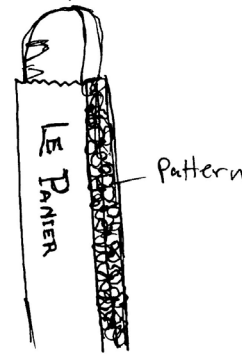
basket part of pattern



Menu is inside basket?  
 you can take it out



Carry out bag  
 basket pattern



board  
 Acrylic?



# PATTERN & COLOR



Pantone 7463 C



Pantone 7694 C

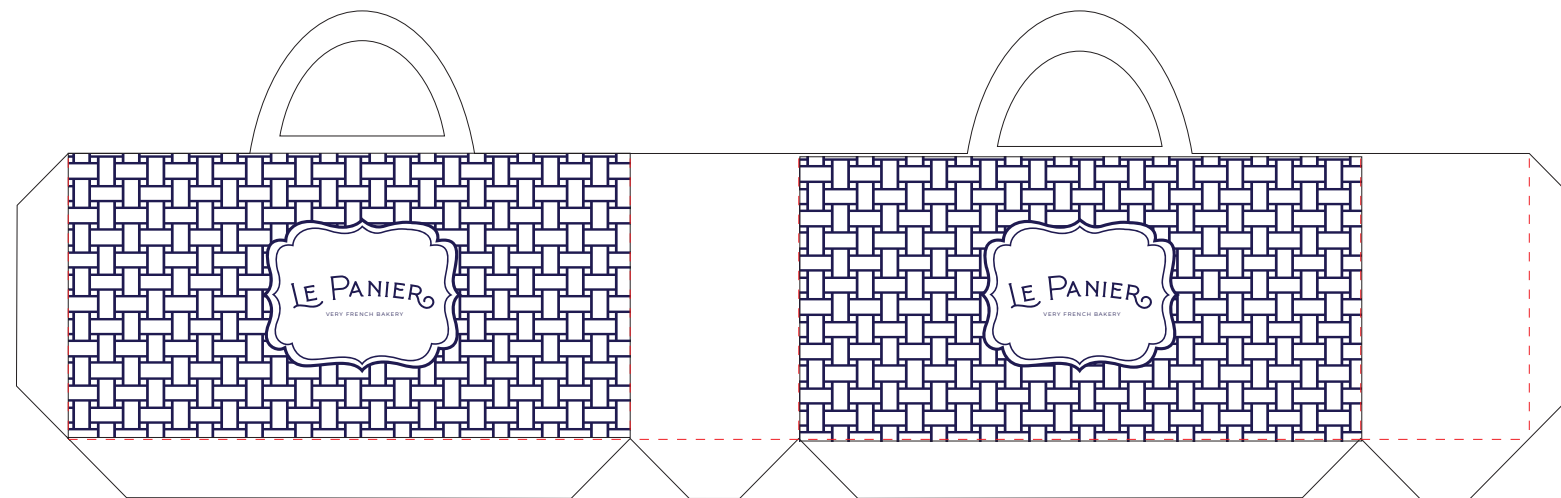


Pantone 274 C



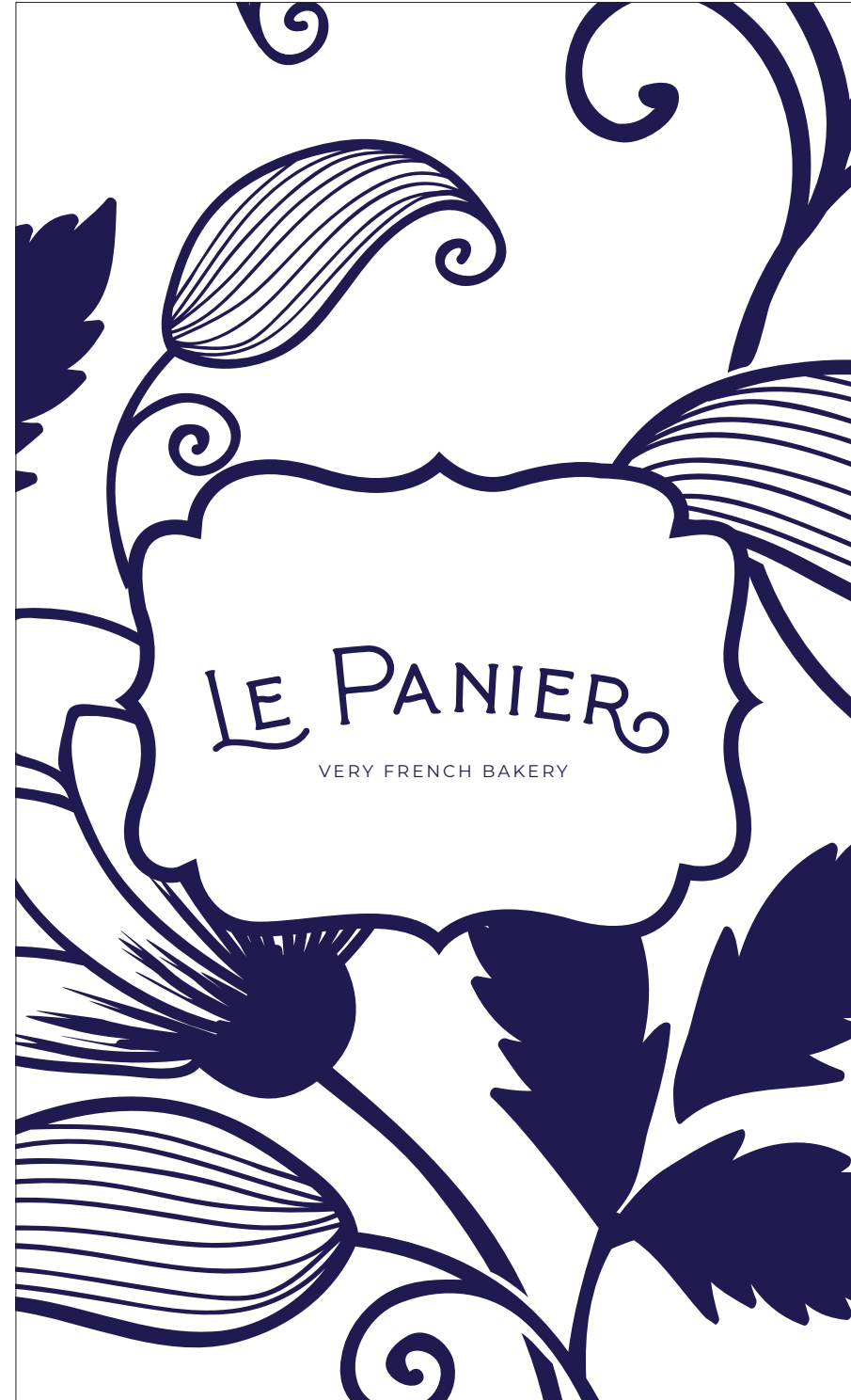
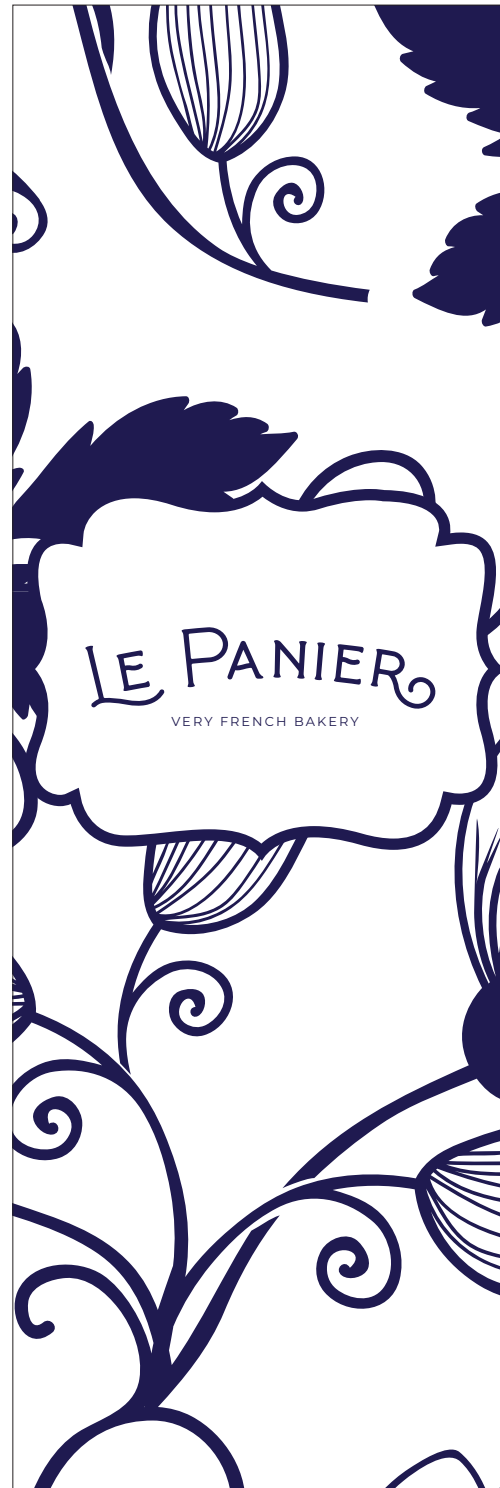


# DIGITAL ROUGHS



# FINAL DIGITAL FLATS

## PACKAGING & SIGNAGE





# FINAL DIGITAL FLAT

## MENU

### LE PANIER

VERY FRENCH BAKERY

#### LES CROISSANTS

**Croissant au beurre** 3.00  
*Always made with butter*

**À labricot** 3.65  
*Croissant filled with apricot preserves*

**À la framboise** 3.65  
*Croissant filled with raspberry preserves*

**Roule raisins** 3.25  
*Croissant with sugared raisins*

**Roule cannelle** 3.25  
*Croissant with cinnamon and sugar*

**Kouign aman aux pommes** 4.60  
*Fresh apples and sugar on croissant dough*

**Pan au chocolat** 3.45  
*French chocolate*

**Amandine** 4.50  
*Almond cream inside with toasted almonds*

**Chocolatine** 4.60  
*Chocolate and almond cream*

**Brioche** 3.15  
*Buttery egg bread*

**Croissant aux fruits** 4.60  
*Pastry cream with apricots*

#### LES PAINS

**Baguette** 2.90

**Demi baguette** 2.10

**Ficelle** 2.10  
*Hand formed "string"*

**Miche** 3.95  
*Round loaf*

**Parisien** 3.95  
*Larger baguette*

**Brioche Nantaise** 8.95  
*Brioche baked in a classic wooden mold (available Thurs-Sun)*

**Pain de Campagne** 5.20  
*Naturally leavened country loaf*

**Petite Campagne** 4.00  
*Small country loaf*

**Petite Paysan** 4.00  
*Small country baguette*

**Pain aux Graines** 5.20  
*Multigrain bread with seeds*

#### SAVORY

**BAGUETTE SANDWICHES** 7.72  
*Made fresh daily on our classic baguette*

**Jambon Fromage**  
*Ham, emmenthal, lettuce & dijonnaise*

**Dinde**  
*Turkey, lettuce, tomato & dijonnaise*

**Roast Beef**  
*Roast beef, lettuce, tomato & horseradish sauce*

**Jambon Beurre**  
*Parisian-style ham with butter*

**Toulonaise**  
*Tuna with capers, lettuce & tomato*

**Crudites**  
*Seasonal vegetables, emmenthal & goat cheese*

**Pate de Campagne**  
*Pork pate with French cornichons*

**Brie**  
*Simply lovely brie*

#### SWEETS

**Friand** 2.40  
*Petit buttery cake with almonds & vanilla*

**Sable** 2.40  
*Hazelnut, duo chocolat, or hazelnut/chocolat butter cookies*

**Petits sables** 8.00  
*1/2 lb bags of our Sables plus almond with orange*

**Boite Assortis** 29.00  
*Baked assortments of petits sables with our 4 flavors, tied with a ribbon*

**Chouquettes** 3.75  
*6 delicate choux sprinkled with pearl sugar*

**Palmier** 2.75  
*Flaky puff pastry baked with sugar*

**Petits palmiers** 8.00  
*12 piece bag of smaller palmiers*

**Meringue** 2.10  
*Baked meringue - simple or cocoa*

**Petits meringues** 4.50  
*15 piece bag of meringue drops*

#### PATISSERIES

**Macaron** 2.50  
*Chocolat, framboise, passion, pistache, citron, vanille, cafe, caramel, cassia, fraise des bois*

**Napoleon** 4.50  
*Flaky pastry layered with vanilla creme patissiere*

**Eclair** 4.50  
*Creme-filled pastry in both chocolat & pistache*

**Tartelette citron** 4.50  
*Small tart with lemon creme & lightly toasted meringue*

#### FEUILLETES

4.50

**Normandie**  
*Chicken in a cream sauce*

**Epinard**  
*Fresh spinach with a touch of Bechamel sauce*

**Champignons**  
*Fresh mushrooms in cream sauce*

**Dauphunois**  
*Bacon, eggs, potato with emmenthal*

**Broccoli**  
*Fresh broccoli with emmenthal*

**Chou-fleur Fromage**  
*Cauliflower & emmenthal cheese soufflé*

#### SAVORY FAVORITES

**Jambon Mornay** 4.75  
*Ham and cheese croissant with mornay sauce*

**Au jardin** 4.50  
*A picadaliere - seasonal vegetable & herb flatbread*

#### TARTES AND CAKES

**Tarte aux marions** 4.00/26.00  
*Marionberries with almond cream*

**Tarte aux peches** 4.00/26.00  
*Peaches and almond cream in a pate sucee crust*

**D'Orsay** 4.75/42.00  
*Chocolate mousse, ganache & chocolate genoise*

**Clafoutis aux pommes** 4.00/26.00  
*Crisp apples & custard baked in a puff pastry crust*

**Tarte Belle-Helene** 4.00/26.00  
*A lovely blend of pear & chocolat with hazelnut*

# FINAL MOCKUPS

## PACKAGING & SIGNAGE





# FINAL MOCKUPS

PACKAGING & SIGNAGE





# FINAL MOCKUPS

## MENU



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