

BELLE ÉPOQUE

PÂTISSERIE

Production Log

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1.1 Logo

BELLE ÉPOQUE

PÂTISSERIE

Usage

This is the Primary Logo. It should be used on all occasions except at sizes below 40mm in width or in cases where detail may be lost in reproduction, e.g. engraving.

File path

Belle Epoque
> *Final Artwork
> *Logo

1.1 Logo

Thin (Primary)

BELLE ÉPOQUE
PATISSERIE

Thick

BELLE ÉPOQUE
PATISSERIE

Thin + Ink Trap

BELLE ÉPOQUE
PATISSERIE

Thick+ Ink Trap

BELLE ÉPOQUE
PATISSERIE

Usage

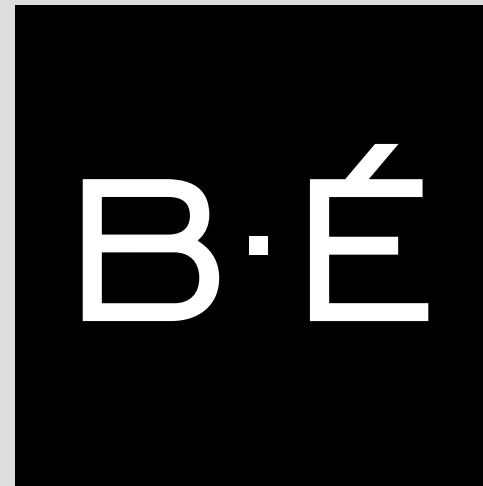
Three other versions of the logo are available for small sizes (below 40mm in width) or in cases where detail may be lost in reproduction, e.g. engraving.

File path

Belle Epoque
> *Final Artwork
> *Logo

1.2 Monogram

B·É



Usage

A monogram logo has also been designed for use in exceptional circumstances such as small, square formats, e.g. social media profile pictures.

File path

Belle Epoque
> *Final Artwork
> *Logo

1.3 Typefaces

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
0123456789!@&**

Usage

ITC Benguiat Bold is the primary typeface for Belle Epoque. It is used for headings and emphasis.

1.3 Typefaces

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
0123456789!@&

Usage

Sofia Pro Light is the secondary typeface for Belle Epoque. It is used for body copy. Other weights of Sofia Pro can be used when necessary, e.g. subheadings.

A **mixture** of
Sofia Pro Light and
Benguiat Bold
can also be used
when **emphasis**
is required in
body copy.

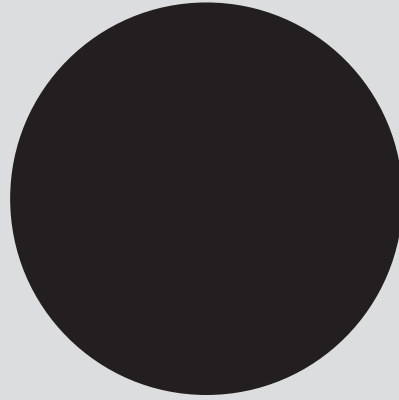
Usage

In paragraphs of text set at a large point size, a mixture of typefaces can be used. The point sizes should be adjusted in order to match x-heights.

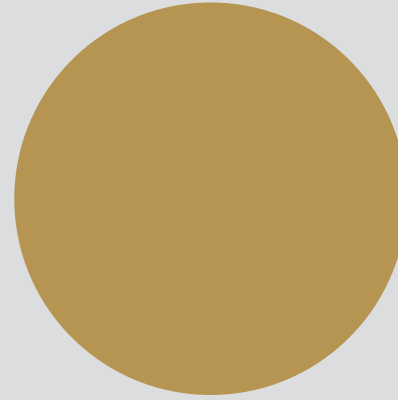
1.4 Colours



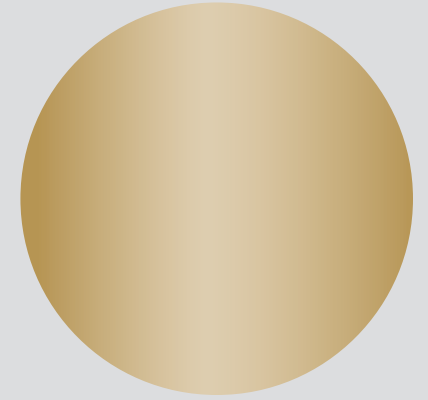
Pantone: n/a
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255



Pantone: Process Black
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0



Pantone: 872
CMYK: 32, 40, 80, 0
RGB: 183,150,99



Gold Foil K10

Usage

The Belle Epoque colour palette is made up of Pantone gold, gold foil, black and white. These colours can be used in any number of combinations.

1.5 Patterns



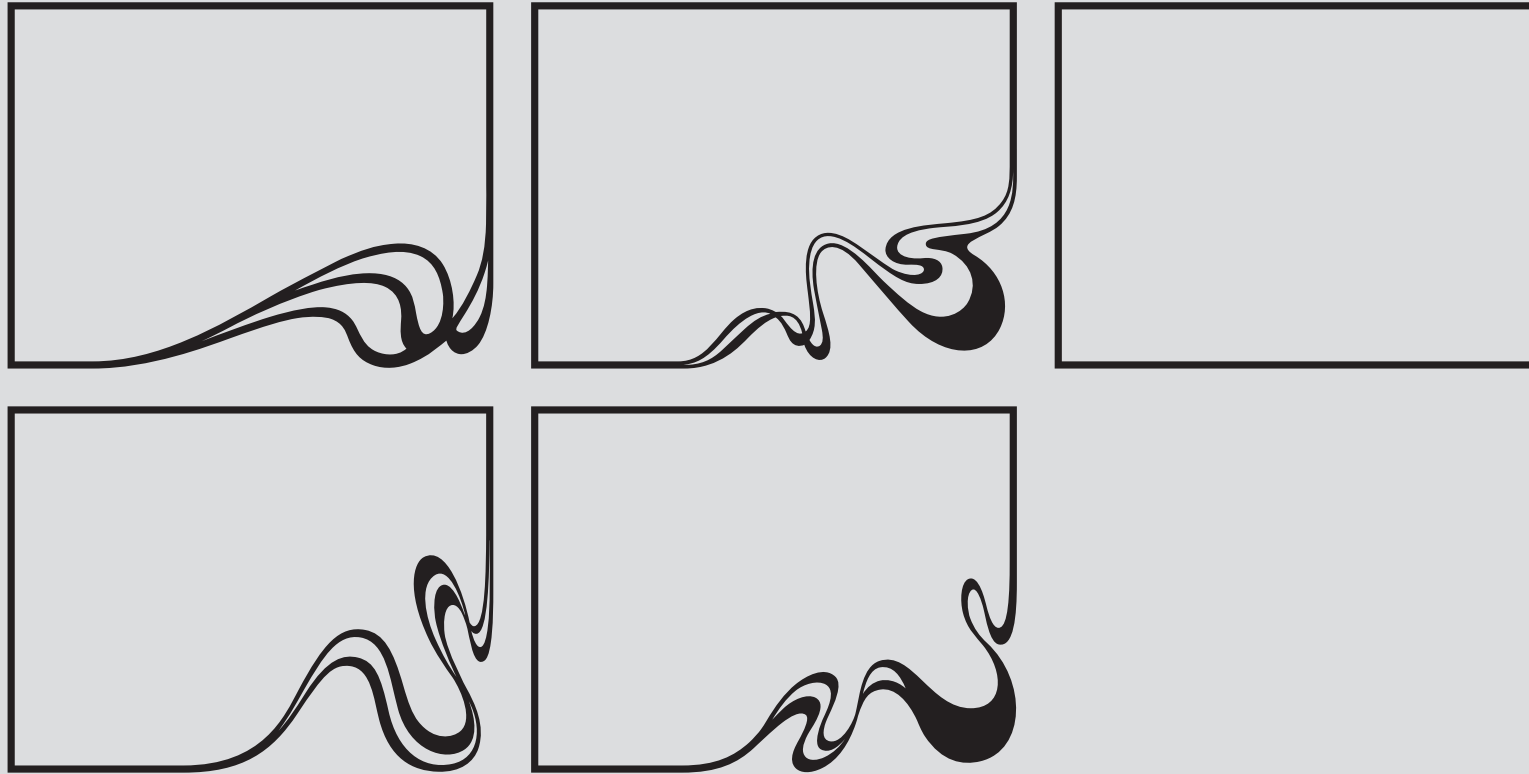
Usage

These patterns, inspired by the Art Nouveau movement, form the cornerstone of the Belle Epoque identity. They can be used as backgrounds on printed materials

and should be printed in black when appearing with a gold logo. When used on their own, they should be printed in gold. New patterns can be drawn or

adapted from existing artwork when the need arises. Careful attention should always be paid to the smoothness and fluidity of the curves.

1.6 Frames



Usage

The forms used in the patterns have also been adapted into decorative frames for use in print or on screen.

1.7 Photography



There are three distinct categories of photography.

1. Brand

A number of high resolution brand photographs are available for use on the website or in promotional material.

File path

Belle Epoque
> Photography
> Metz & Racine

1.7 Photography



There are three distinct categories of photography.

1. Brand (continued)

File path

Belle Epoque

> Photography

> Metz & Racine

1.7 Photography



There are three distinct categories of photography.

2. Store

Atmospheric shots of exteriors and interiors of the Belle Époque premises for use on the website or in promotional material.

File path

Belle Époque
> Photography
> Shop Photography

1.7 Photography



There are three distinct categories of photography.

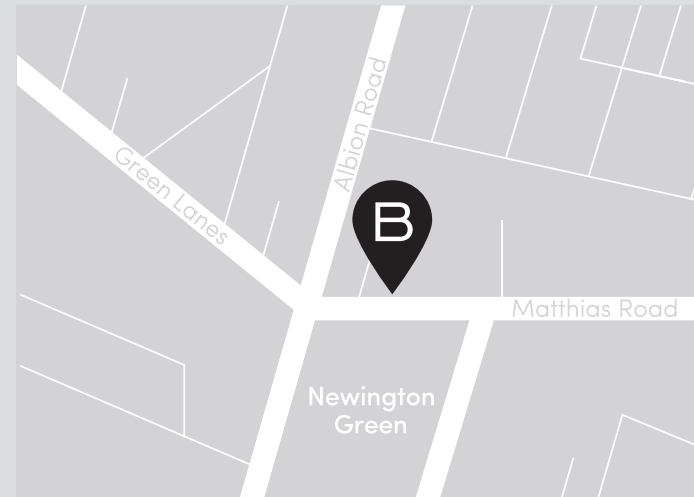
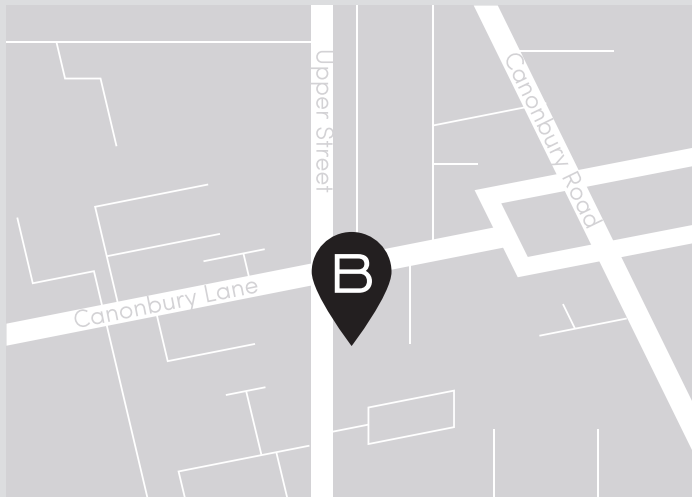
3. Product

Product shots should be presented as cut-outs on a plain white background. A generous margin should also be included.

File path

Belle Epoque
> Photography
> Studio Cakes

1.8 Maps



Usage

A map style has also been established for use on the web or in printed promotional material.

2.1.1 Business Cards



Production Spec.

Format: 85 × 55mm

Stock: Chromolux 700

Print: 1 colour litho + foil block

Supplier

Oldacres:

services@oldacres.co.uk

Artwork File path

Belle Epoque

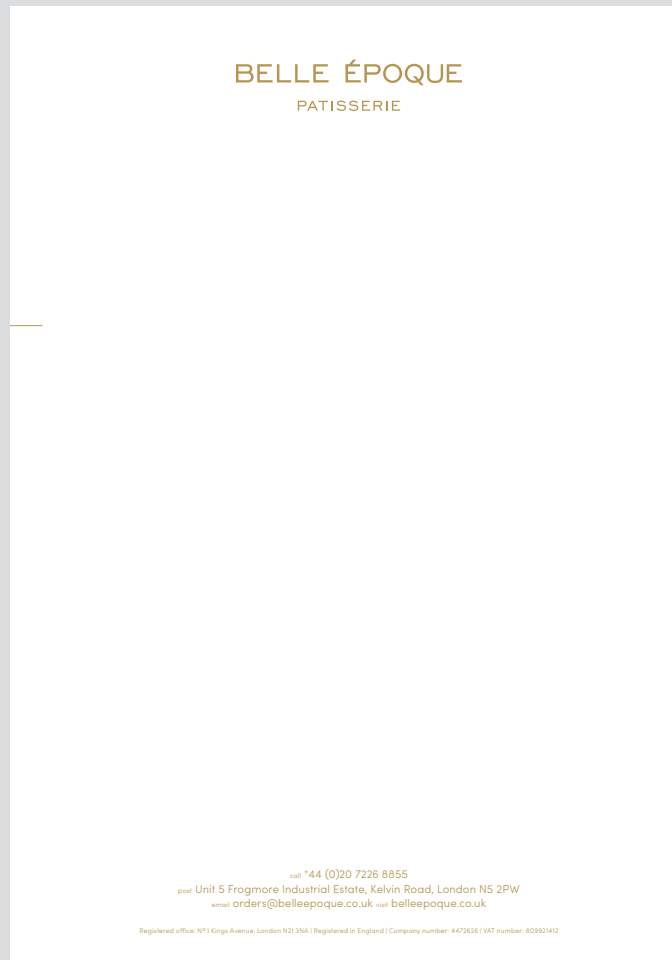
> *Final Artwork

> Business Cards

Status

Produced

2.1.2 Letterhead



Production Spec.

Format: 210 × 297mm

Stock: ?

Print: 1 colour litho

Supplier

Oldacres:
services@oldacres.co.uk

Artwork File path

Belle Epoque
> *Final Artwork
> Letterhead

Status

Produced

2.1.3 Shop Cards



Production Spec.

Format: 85 × 55mm

Stock: Chromolux 700

Print: 1 colour litho + foil block

Supplier

Oldacres:

services@oldacres.co.uk

Artwork File path

Belle Epoque

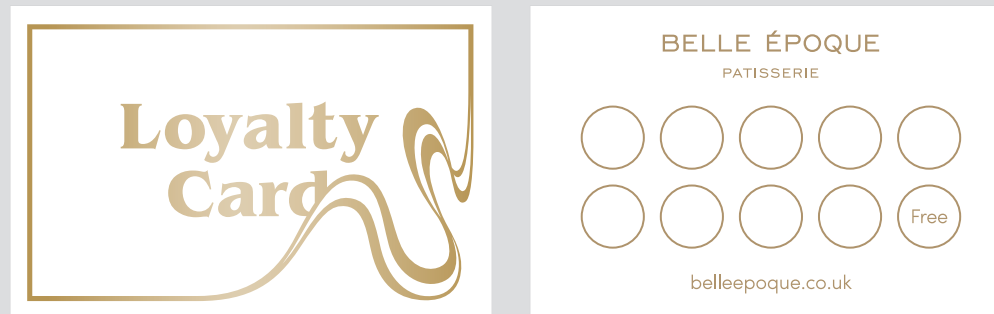
> *Final Artwork

> Business Cards

Status

Produced

2.1.4 Loyalty Card



Production Spec.

Format: 85 × 55mm

Stock: Chromolux 700

Print: 1 colour litho + foil block

Supplier

Oldacres:

services@oldacres.co.uk

Artwork File path

Belle Epoque

> *Final Artwork

> Loyalty Card

Status

Produced

2.1.5 Loyalty Card stamp



Production Spec.

Format: 9 × 9mm

Material: MaxStamp C12

Self Inking stamp

Supplier

Blade Rubber:

graham@bladerubber.co.uk

Artwork File path

Belle Epoque

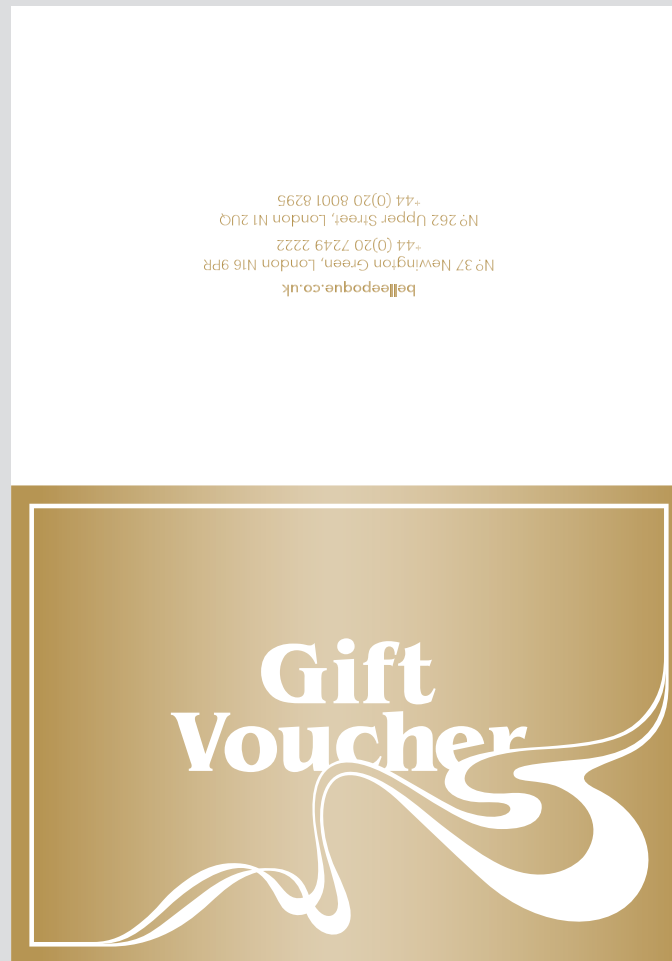
> *Final Artwork

> Loyalty Card Stamp

Status

Produced

2.1.6 Gift Voucher



Production Spec.

Format: 148 × 210mm

Stock: Chromolux 700

Print: 1 colour litho + foil block

Supplier

Oldacres:

services@oldacres.co.uk

Artwork File path

Belle Epoque

> *Final Artwork

> Gift Voucher

Status

Produced

2.1.7 Envelopes



Production Spec.

Format: C6 44 × 162mm /

C5 162 × 229mm

Stock: Colorplan Ebony
with diamond flap wallet

Print: foil block

Supplier

Oldacres:

services@oldacres.co.uk

Artwork File path

Belle Epoque

> *Final Artwork

> Envelopes

Status

Produced

2.1.8 Invitation



Production Spec.

Format: C5 162 × 229mm

Supplier

N/A

Artwork File path

N/A

Status

Design Pending

2.1.9 Reserved Card



Production Spec.

Format: 90 × 120mm
Stock: Chromolux 700
Print: foil block

Supplier

Oldacres:
services@oldacres.co.uk

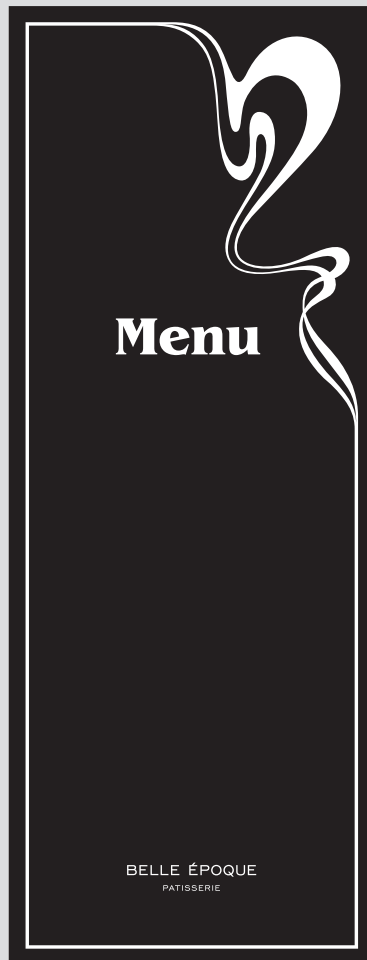
Artwork File path

Belle Epoque
> *Final Artwork
> Reserve Tag

Status

Produced

2.1.10 Café Menu & Cover



Viennoiserie

Croissant.....	1.60
Croissant aux amandes.....	2.00
Pain au chocola.....	1.80
Fruil Danish.....	1.80
Pain aux raisins.....	1.80
Brioche.....	1.50
Torsado.....	2.00
Breakfast Basket.....	3.95
Toasted bread with jam and butter, coffee* small size or tea	
*Not including mocha or hot chocolate	

Sandwiches

We use organic free range eggs for our sandwiches

	take-away	eat-in
Bogatini	4.20	4.90
Mozzarella, pesto sauce, tomatoes sundried tomatoes, basil		
Chicken	4.20	4.90
Grain mustard, chicken breast, avocado, lettuce		
Brie Poire	4.20	4.90
French brie, poached pear, baby spinach		
Tuna	4.20	4.90
Tuna mayo, tomatoes, lettuce, sweet corn		
Ham-Emmental	4.20	4.90
French ham, chutney, French emmental cheese		
Egg mayo	3.90	4.60
Free range eggs mixed with mayo-tomatoes-lettuce		

Savouries

We serve all savouries with three different daily salads

Please check the display for more variety of quiches

	take-away	eat-in
Quiche wild mushroom & baby spinach.....	3.45	6.75
Goat's cheese & baby spinach Quiche.....	3.45	6.75
Smoked salmon & broccoli Quiche.....	3.70	6.90
Quiche Savoyarde.....	3.45	6.75
Quiche Lorraine.....	3.45	6.75
Croque Monsieur.....	4.65	7.95
Pizza.....	3.25	6.75

Salads

take-away eat-in

Goat's Cheese Salad	4.75	6.85
Lettuce, fresh tomatoes, sun dried tomatoes, cucumber, goat's cheese grilled on French bread, home-made salad dressing		
Chicken Salad	4.75	6.85
Chicken breast cooked with herbs, lettuce, avocado, grilled mix peppers home-made salad dressing, served with toasted bread		
Salad Niçoise	4.75	6.85
Boiled egg, lettuce, tuna in brine, cooked French green beans, boiled new potatoes, olives, chopped onion, olive oil.		
Detox Belle Époque Salad	4.75	6.85
Baby spinach, green peas, chicken breast cooked with herbs, avocado, boiled parsnip, chef's special sauce, served with toasted bread		

All our **Tarts & Cakes** are freshly made with the **finest ingredients** and **decorated individually**.

Please check our display to see what is available today.

A selection of our cake/tart range is also available at our exclusive stockist, Selfridges.

Coffees

100% Arabica

	small	large
Espresso.....	1.40	2.00
Cappuccino.....	2.25	2.65
Latte.....	2.25	2.65
Flat white.....	2.25	2.65
Americano.....	2.00	2.45
Machiato.....	1.70	2.10
Mocha.....	2.45	2.85
Hot chocolate.....	2.45	2.85
Chai latte.....	2.25	2.65
Syrup Coffee (vanilla, caramel).....	2.45	2.85
Iced coffee.....	2.45	2.85

Teas

English Breakfast Tea... 1.75	Assam..... 1.40
Earl Grey..... 1.75	Fresh mint..... 2.25
Camomile..... 1.75	Fennel..... 2.25
Darjeeling..... 1.75	Green tea..... 2.20

Fruited Black Teas

Cinnamon & plum tea/strawberry/ apple/honey/blackcurrant.....	1.90
---	------

Cold Drinks

take-away drink-in

Freshly squeezed juices.....	3.25	3.45
Bottled juice (apple, grapefruit).....	1.70	2.00
Fruil nectars (apricot, pear, banana).....	1.70	2.00
Cacalac (famous chocolate drink).....	1.70	2.00
Lorina (citron presse).....	1.95	2.25
Still water (Evian).....	1.30	1.60
Coke/Iced tea/Orangina.....	1.40	1.75
Perrier.....	1.40	1.75

Production Spec.

Cover

Format: 115 × 297mm, 4pps

Stock: Chromolux 700

Print: foil block

Supplier

N/A

Artwork File path

N/A

Status


Production pending

2.1.11 Catering Menu

Belle Epoque offers a fully **bespoke catering** service fit for any event no matter how big or small

For all general enquiries please call +44 (0)20 7226 8855 or email orders@belleepoque.co.uk

belleepoque.co.uk



Catering

BELLE ÉPOQUE
PATISSERIE

We also offer custom **wedding** and **birthday** cake designs, which can be tailored to suit most requirements

Petit fours salée	Petit fours sucrée	Pain surprise	Canapée
<ul style="list-style-type: none"> · Quiche Lorraine · Salmon and baby spinach quiche · Goat's cheese quiche · Pizza with cheese & olive · Pizza with mushroom and cheese · Cheese straws · Mushroom val au vent · Salmon val au vent · Ham and emmental cheese puff pastry allumette · Emmental cheese on puff pastry allumette · Parmesan cheese on sable · Sausage roll · Anchovy escargot · Gruyere cheese on sable 	<ul style="list-style-type: none"> · Lemon tartelette · Strawberry tartelette · Chocolate éclair · Coffee éclair · Rum baba · Opera · Mix berry tartelette · Cheesecake on sable biscuit · Chocolate tartelette · Raspberry tartelette · Choux caramel flavour with grand marnier · Swan with vanilla chantilly 	<p>Choice of 4 fillings:</p> <ul style="list-style-type: none"> · Smoked salmon, cream cheese, dill, lemon juice · Rosette Saucisson, butter, cornichon · Tuna mayonnaise and sweet corn · Smoked ham and emmental cheese butter · Goat's cheese with sun dried tomato · Egg mayonnaise and baby cress · Blue cheese cream and walnuts · Humus · Chicken and tarragon cream · Prawn mayonnaise · Rilletes and cornichon 	<ul style="list-style-type: none"> · Saucisson and cornichon · Prawn and mayonnaise · Foie gras and sauterne jelly · Asparagus · Cucumber and salmon mousse · Cherry Tomato, pesto, mozzarella cheese · Chicken fillet and tarragon · Chicken fillet tikka · Eggs mimosa · Goat's cheese and sun-blush tomato · Bruschetta topped with pea and mint · Brie cheese with poached pear and baby spinach · Humus and olives

Production Spec.

Format: 105 × 118mm, 8pps

Print: 1 colour litho

Supplier

N/A

Artwork File path

N/A

Status

Production pending

2.2 Packaging

2.2.1 Stickers



Production Spec.

Format: 60 × 20mm / 50 × 16mm
Material: Colourwashed Black
Paper / Gloss Clear Polypropylene
Permanent Adhesive
Print: 1 colour / 2 colours

Supplier

Smart Print and Labels:
matthewc@smartlabels.co.uk

Artwork File path

Belle Epoque
> *Final Artwork
> Stickers

Status

Produced

2.2.2 Ribbon



Production Spec.

Format: 100m of 10/15mm ribbon
Print: 1 colour screenprint

Supplier

TRS Ribbons:
sales@trsribbons.co.uk

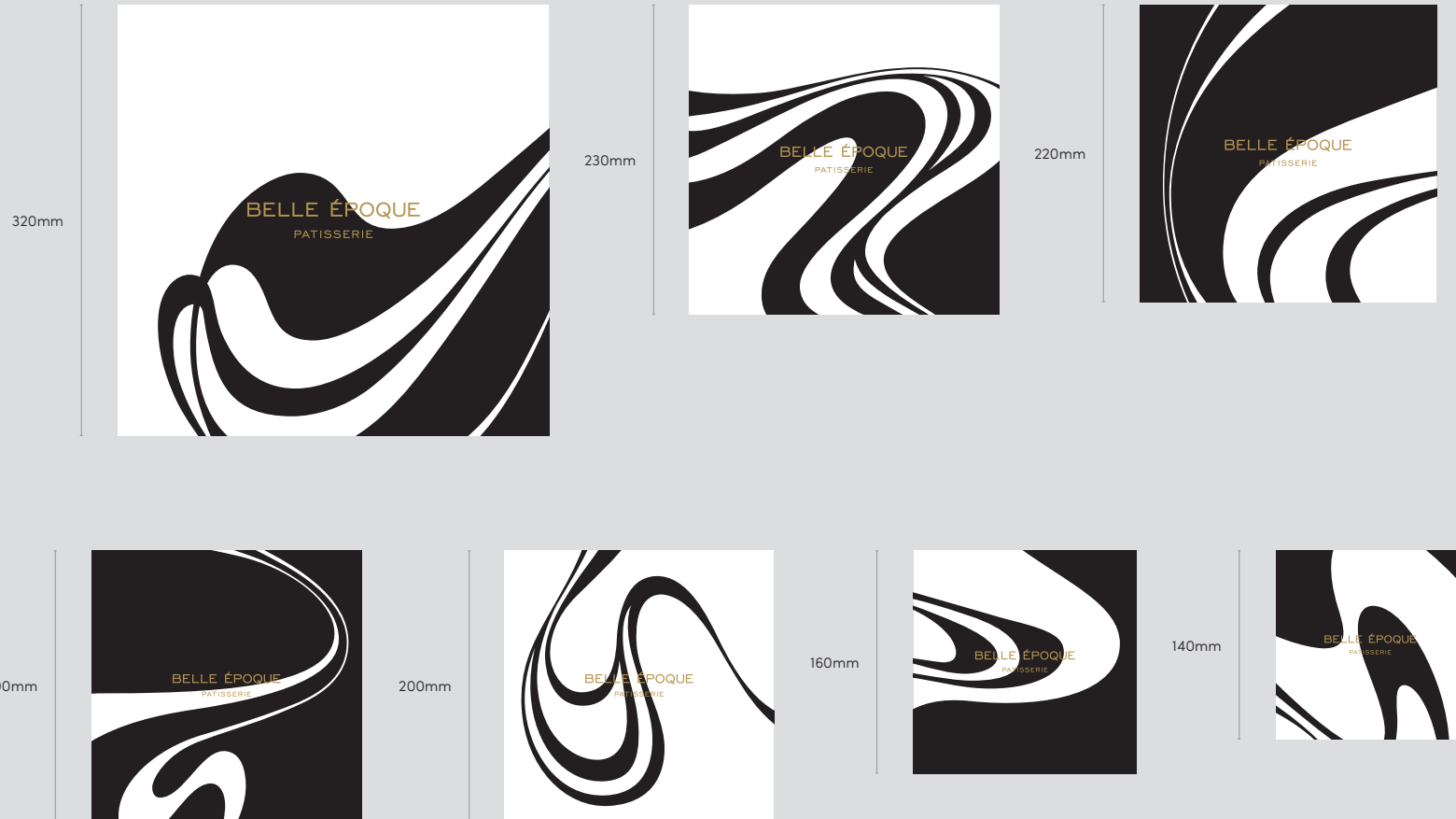
Artwork File path

Belle Epoque
> *Final Artwork
> Ribbon

Status

Produced

2.2.3 Boxes



Production Spec.

Format: see above

Stock: ?

Print: 2 colour litho

Supplier

Thiolat:

benoit.charte@thiolat.com

Artwork File path

Belle Époque

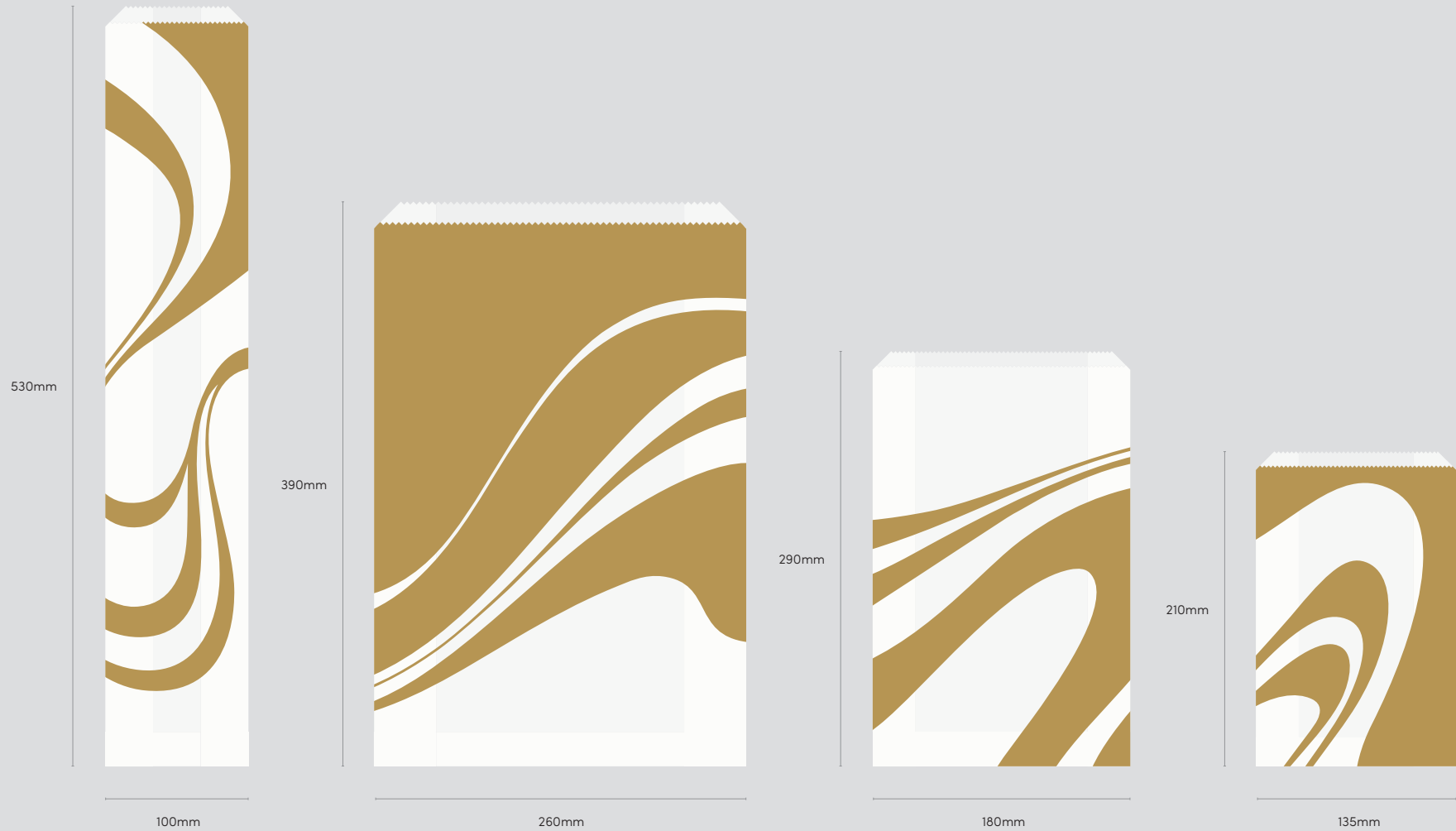
> *Final Artwork

> Boxes

Status

Produced

2.2.4 Bread Bags



Production Spec

Format: see above/all bags

should have gussets

Stock: White Kraft

Print: 1 colour litho

Supplier

N/A

Artwork File path

N/A

Status

Production pending

2.2.4 Bread Bags



Production Spec

Diagrams produced for the back of bread bag 390 × 260mm

Supplier

N/A

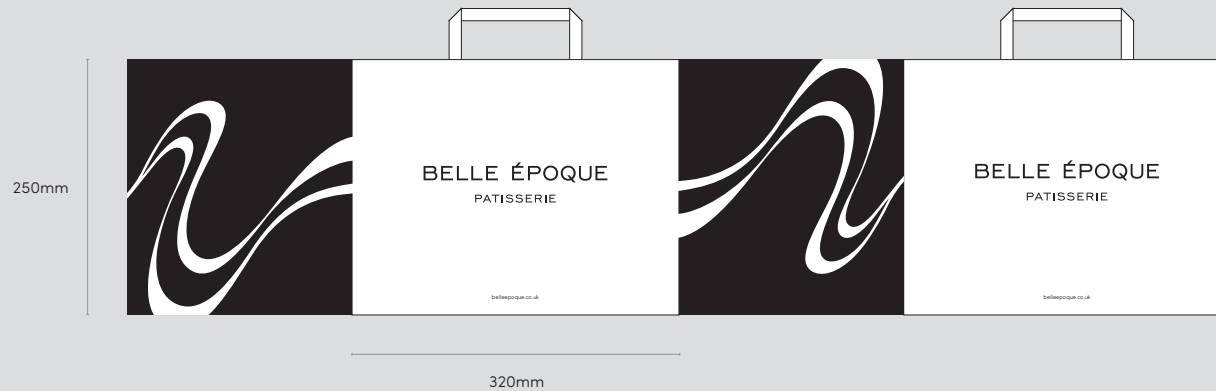
Artwork File path

N/A

Status

Production pending

2.2.5 Carrier Bags



Production Spec

Format: see above

Stock: White Kraft

Print: 1 colour litho

Supplier

Midpac:

gary@bagprinters.co.uk

Artwork File path

Belle Epoque

> *Final Artwork

> Carrier Bags

Status

Produced

2.2.6 Plastic Bags



Production Spec

Format: see above
Stock: Clear Frosted
HD Carrier Bag
Print: 1 colour litho

Supplier

Sovereign/e2-go:
khuram@e-2go.net

Artwork File path

Belle Epoque
> *Final Artwork
> Plastic Bags

Status

Produced

2.2.7 Take Away Cups



Production Spec

Format: 8/12oz double-walled
take away cups

Print: 2 colour litho

Supplier

N/A

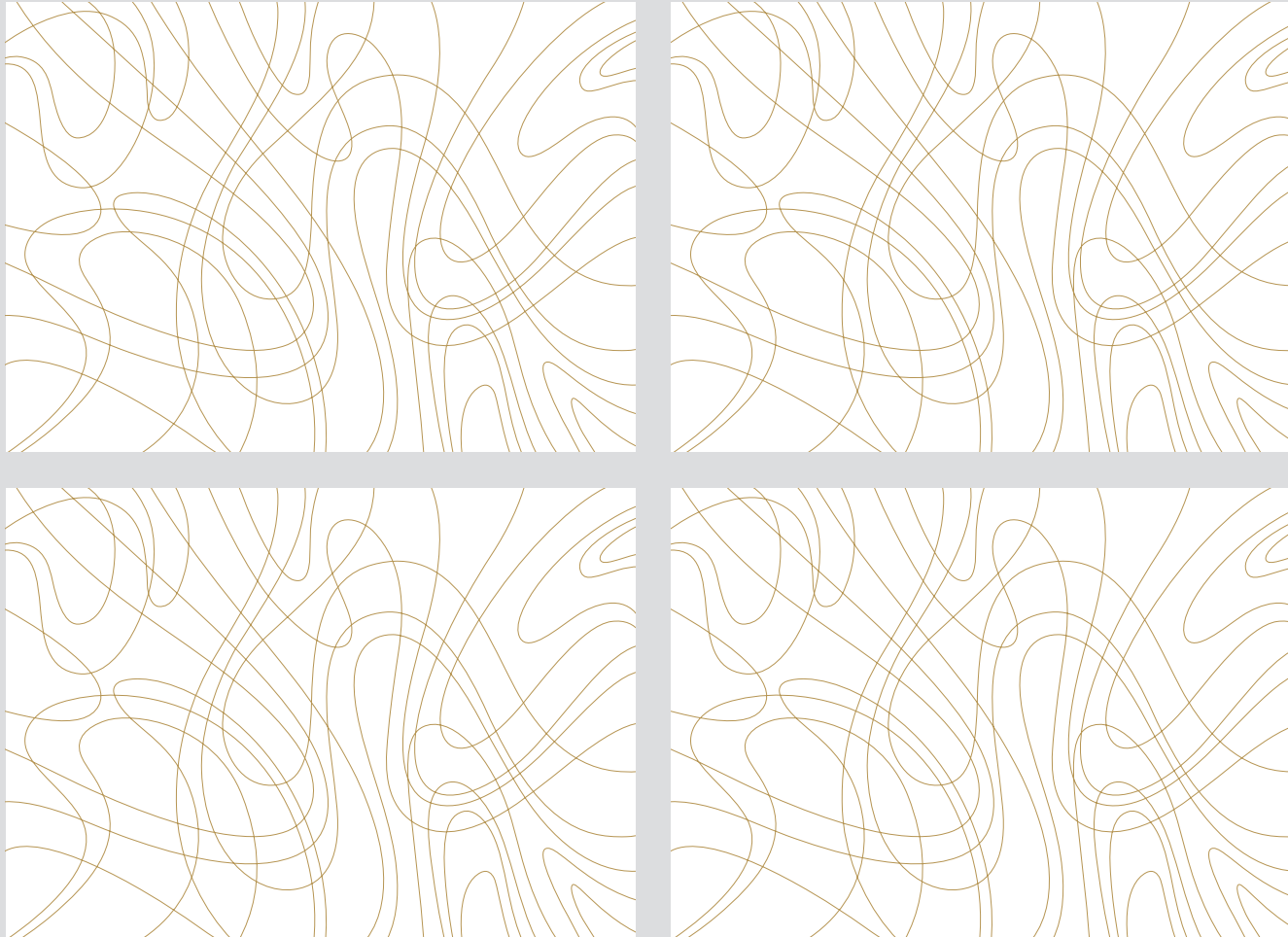
Artwork File path

N/A

Status

Production pending

2.2.8 Tissue Paper



Production Spec

Format: 420 × 300mm

Print: 1 colour

Supplier

N/A

Artwork File path

N/A

Status

Production pending

2.2.9 Jar Labels



Production Spec

Format: Pending

Print: 3 colour litho

Swirls printed with glossy varnish

Supplier

N/A

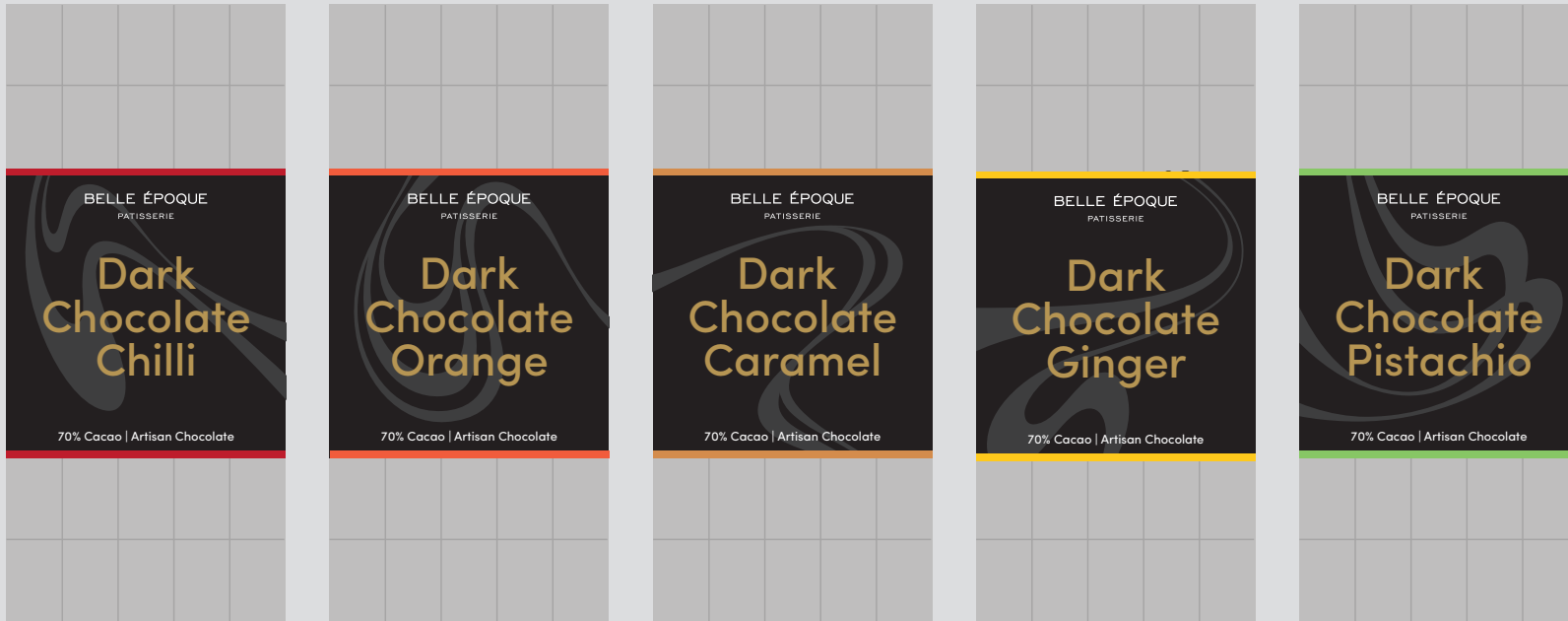
Artwork File path

N/A

Status

Design pending

2.2.10 Chocolate Sleeve



Production Spec

Format: Pending

Print: 3 colour litho

Swirls printed with glossy varnish

Supplier

N/A

Artwork File path

N/A

Status

Design pending

2.2.11 Cacao Powder Box



Production Spec

Format: Pending

Print: 3 colour litho

Swirls printed with glossy varnish

Supplier

N/A

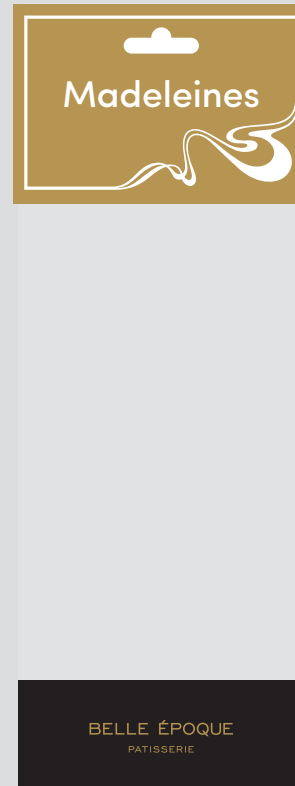
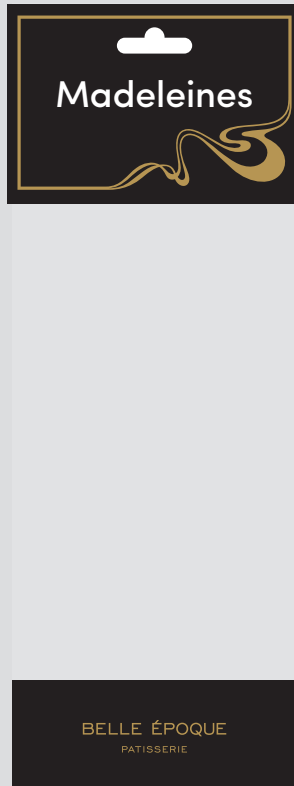
Artwork File path

N/A

Status

Design pending

2.2.11 Bag Labels



Production Spec

Format: Pending
Print: Black & Gold Print
or Gold Foil

Supplier

N/A

Artwork File path

N/A

Status

Design pending

2.3.1 Awning



Production Spec

Format: see above

Material: Black (R-103) Fabric

Print: 1 colour

Supplier

Morco Blinds:

william@morcoblinds.co.uk

Artwork File path

Belle Epoque

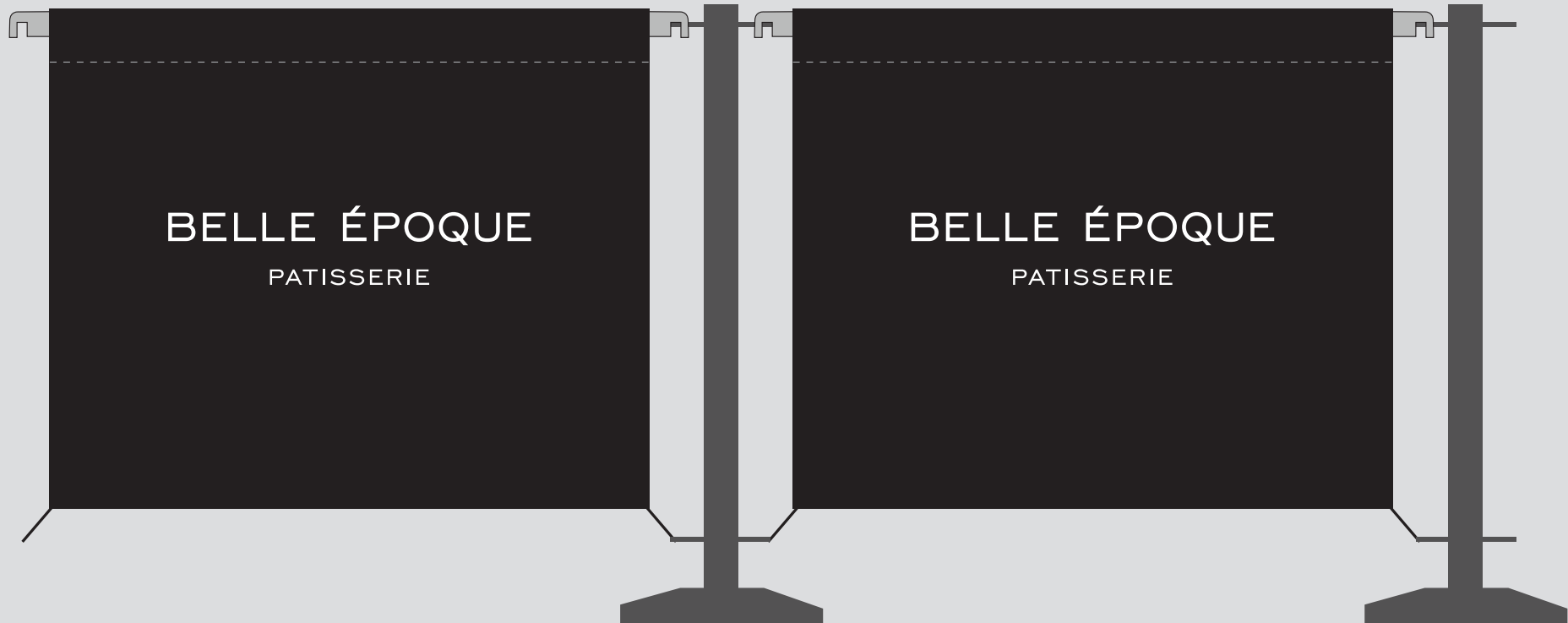
> *Final Artwork

> Awning

Status

Produced

2.3.2 Cafe barrier



Production Spec

Format: logo width = 1000mm
Print: 1 colour

Supplier

Pennine Signs:
design@penninesigns.co.uk

Artwork File path

Belle Epoque
> *Final Artwork
> Cafe Barrier

Status

Produced

2.3.3 Projecting Sign



Production Spec

Format: 920 × 340mm

Material: laser-cut metal/acrylic

Supplier

Identity Signs:

james@identitysigns.co.uk

Artwork File path

Belle Epoque

> *Final Artwork

> Projecting Sign

Status

Produced

2.3.4 Window Lettering



Production Spec

Format: 1000 × 216.19mm
Material: laser-cut acrylic

Supplier

Identity Signs:
james@identitysigns.co.uk

Artwork File path

Belle Epoque
> *Final Artwork
> Window Lettering

Status

Produced

2.3.5 Wall Vinyl

	Small	Large
Espresso	1.40	2.00
Americano	2.00	2.45
Cappuccino	2.25	2.65
Latte	2.25	2.65
Flat White	2.25	2.65
Mocha	2.45	2.85
Macchiato	1.70	2.10
Hot Chocolate	2.45	2.85
Iced Coffee	2.45	2.85
Chai Latte	2.25	2.65
Tea		1.75
Milk Shake		3.75
Fresh Juice		3.75
Apple, Mint, Lime & Celery		
Simply Orange		
Orange, Apple & Carrot		
Blueberry, Apple & Carrot		

BELLE ÉPOQUE

PÂTISSERIE

Production Spec

Format: various sizes
Material: vinyl

Supplier

Puck Studio:
david@puckstudio.co.uk

Artwork File path

Belle Epoque
> *Final Artwork
> Wall Vinyl

Status

Production pending

2.3.6 Price Tags

Baguette Grand Siegle 1.40	Mini Baguette 0.75	Baguette Campagne 1.50
Baguette des Champs 1.40	Walnut & Raisin 2.90	

Production Spec

Supplied as templates in Microsoft Word. To be over-printed on preprinted sheets.

Supplier

N/A

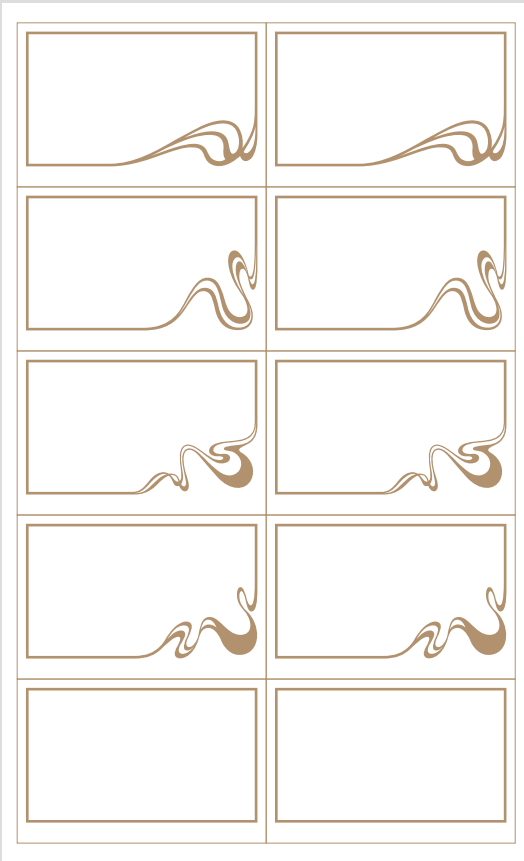
Artwork File path

Belle Epoque
> *Final Artwork
> Price Tags

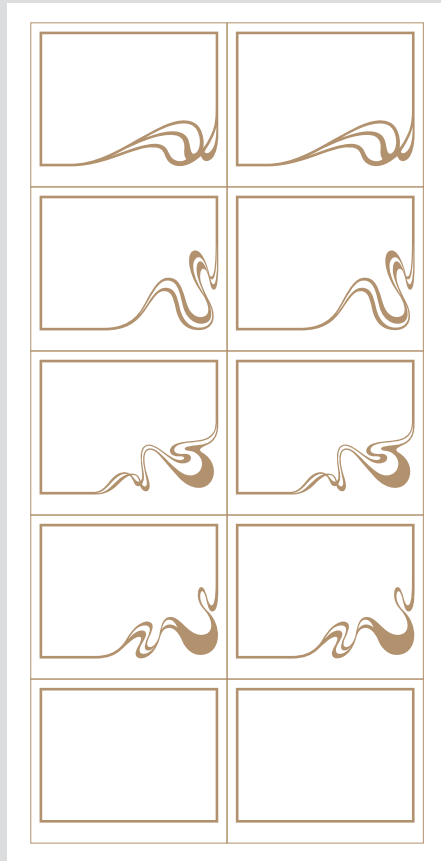
Status

Produced

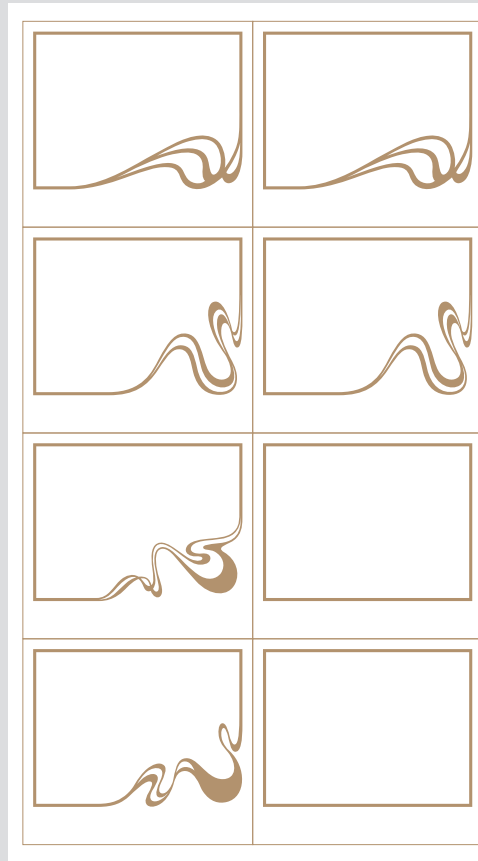
2.3.7 Price Tag Templates



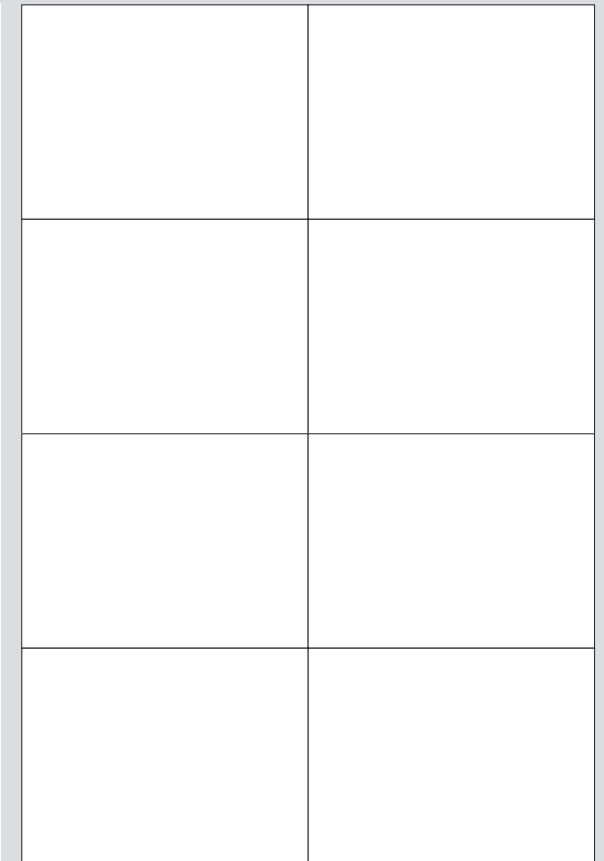
Medium for acrylic cubes



Small for acrylic cubes



Small for acrylic bars



For metal holders

Production Spec

Format: 233 × 320mm

Stock: Uncoated

Print: 1 colour litho

Supplier

Oldacres:
services@oldacres.co.uk

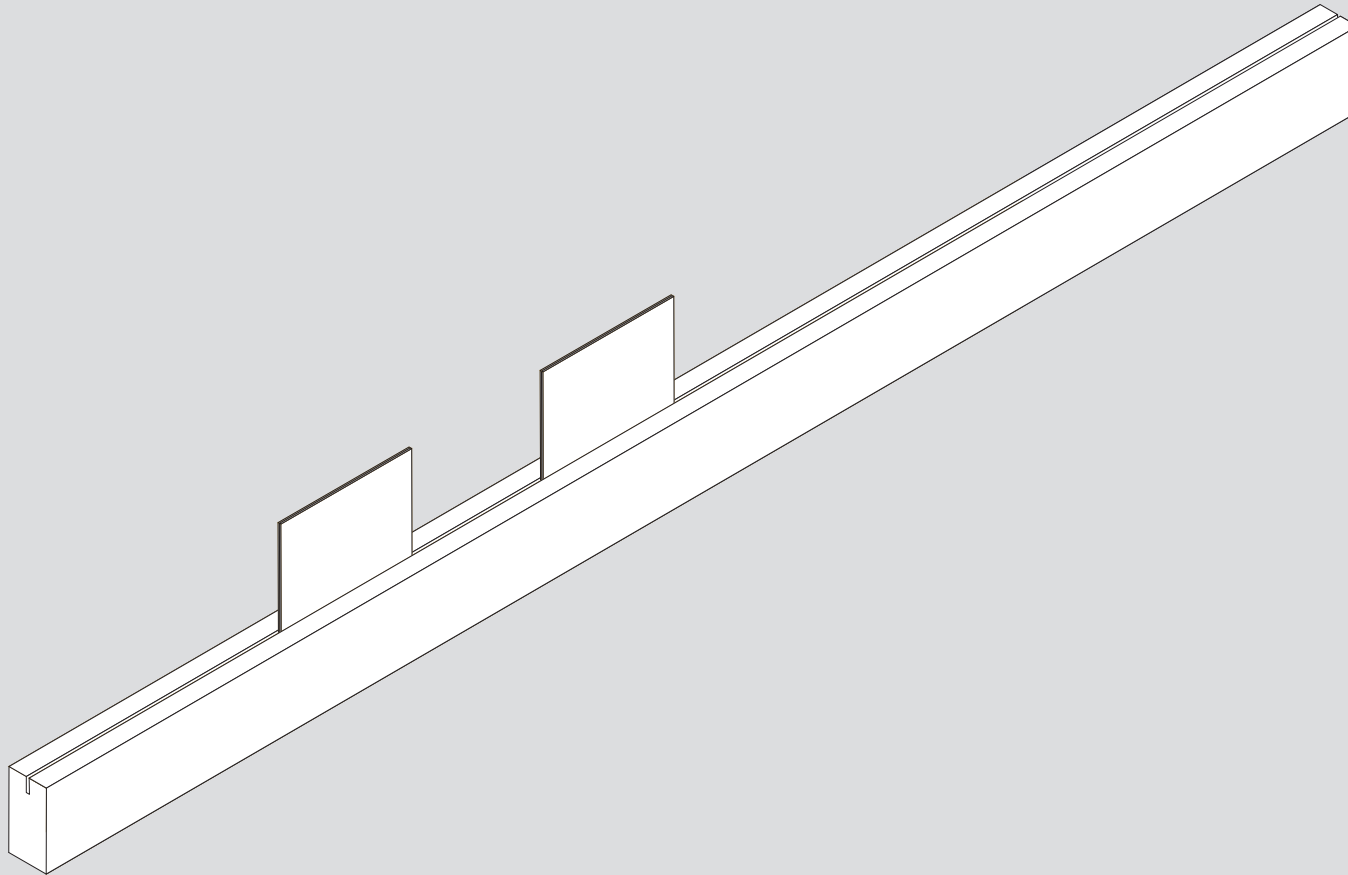
Artwork File path

Belle Epoque
> *Final Artwork
> Price Tags

Status

Produced

2.3.8 Price Tag Holders



Production Spec

Format: 1350 × 40 × 20mm

Material: acrylic

Supplier

Hamar:
sales@hamaracrylic.com

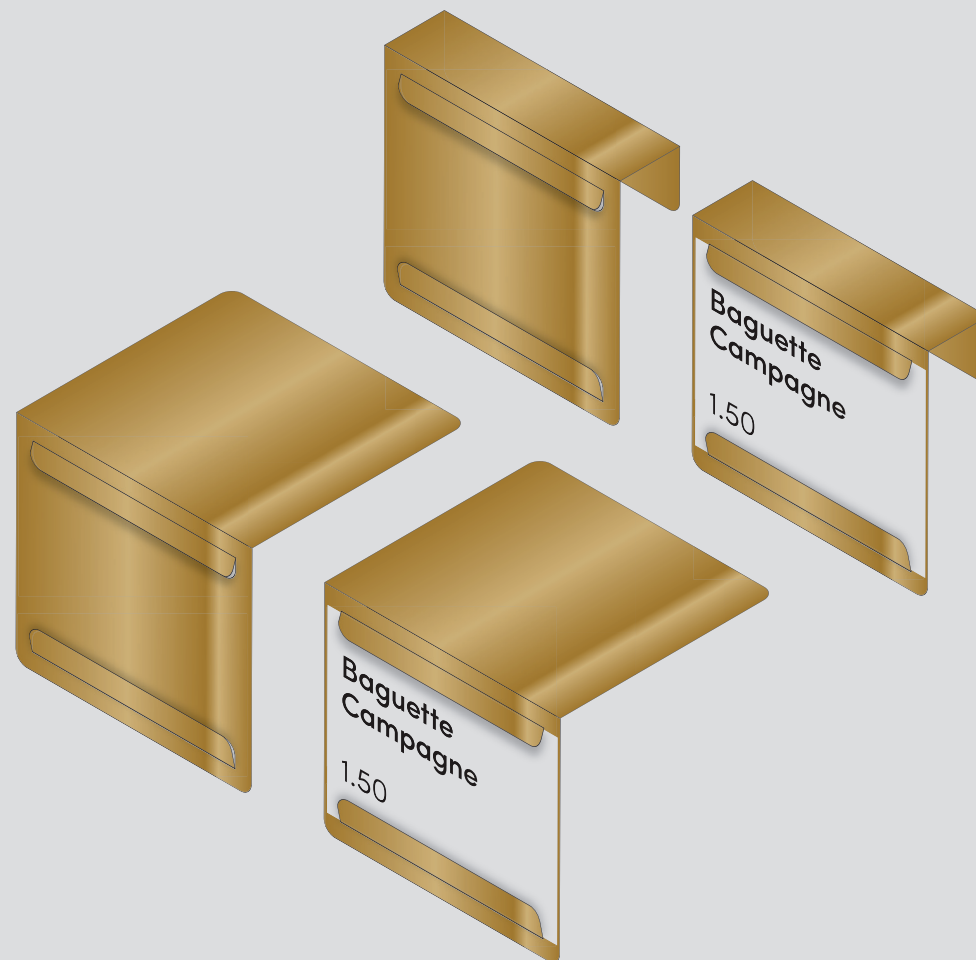
Artwork File path

Belle Epoque
> *Final Artwork
> Price Tag Holders

Status

Produced

2.3.8 Price Tag Holders



Production Spec

Format: 86 × 123mm / 86 × 158mm
Material: brass

Supplier

Qualitech:
michelle@qualitetch.co.uk

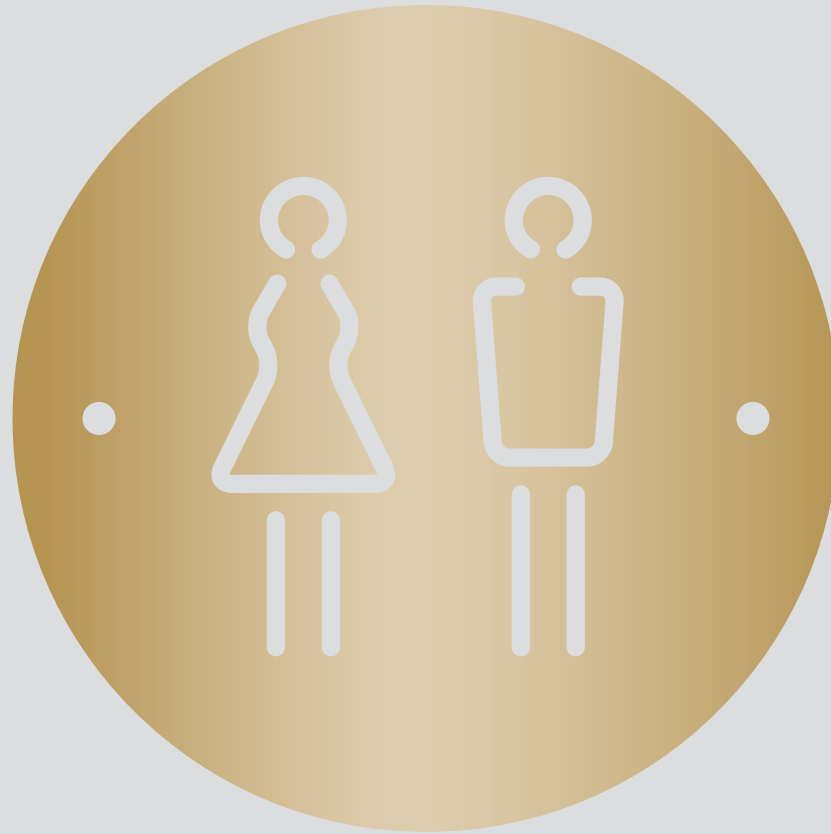
Artwork File path

Belle Epoque
> *Final Artwork
> Price Tag Holders

Status

Produced

2.3.9 Toilet Signs



Production Spec

Format: 150 × 150mm

Material: brass

Supplier

N/A

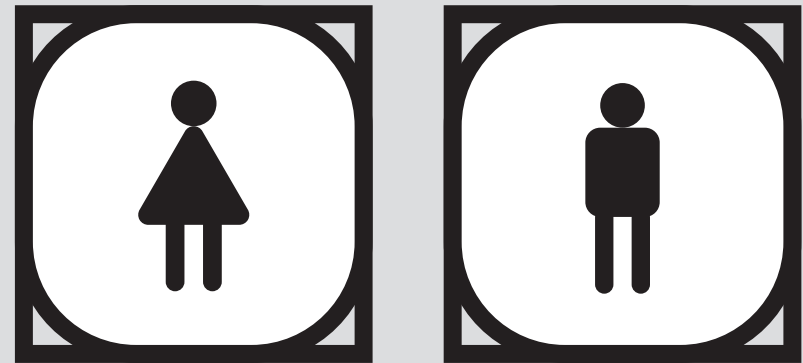
Artwork File path

N/A

Status

Design Pending

2.3.9 Toilet Signs



Production Spec
Format: N/A

Supplier
N/A

Artwork File path
N/A

Status
Design Pending

2.4.1 Chocolates



Production Spec

Format: 33 × 12mm / 45 × 15mm
Print: 1 colour = gold (OR6)

Supplier

Classic Fine Foods:
sales@classicfinefoods.co.uk

Artwork File path

Belle Epoque
> *Final Artwork
> Chocolate Logo

Status

Produced

2.4.2 Uniform Logo

BELLE ÉPOQUE

PÂTISSERIE

Eric Rousseau
Chef Patron

Production Spec

N/A

Supplier

N/A

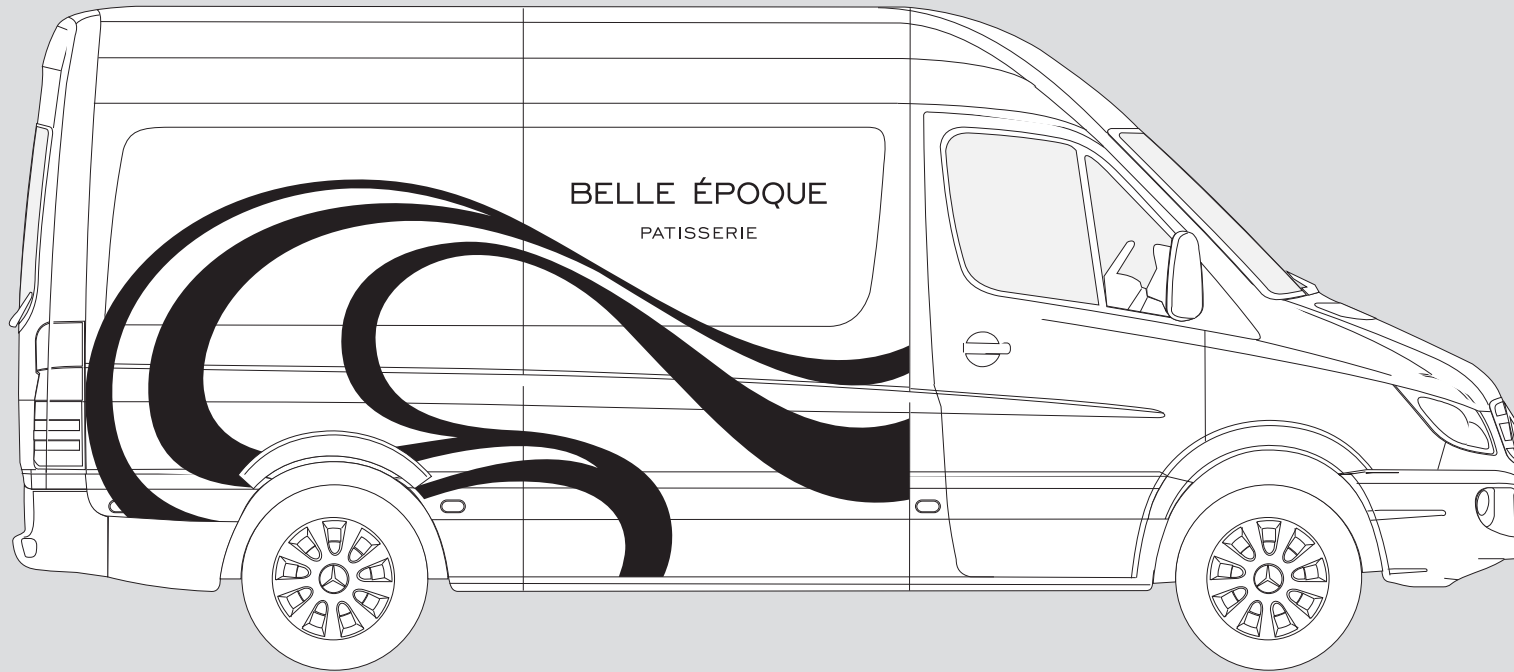
Artwork File path

Belle Epoque
> *Final Artwork
> Chef Logo

Status

Produced

2.4.3 Delivery Van



Production Spec

N/A

Supplier

N/A

Artwork File path

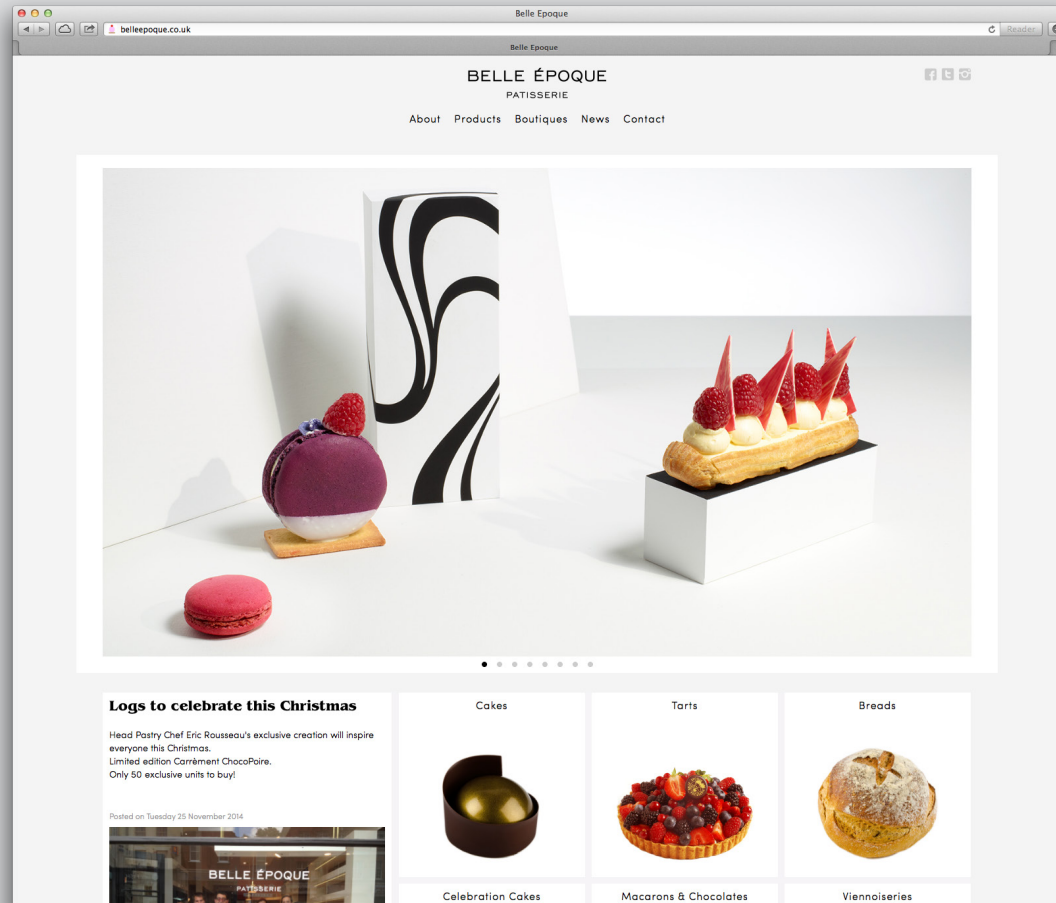
N/A

Status

Design Pending

2.5 Digital

2.5.1 Website



Production Spec

Content-managed website

Supplier

Berliner Sueden:
jens@berlinersueden.de

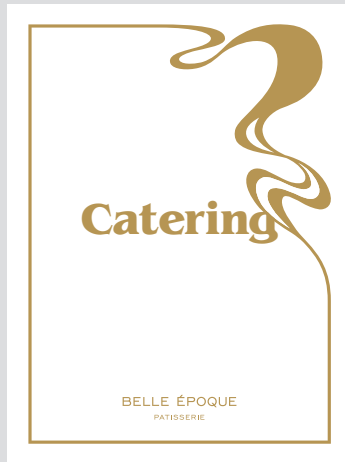
Artwork File path

Belle Epoque
> *Final Artwork
> Website

Status

Completed

2.5.2 Catering Menu Online




Belle Époque offers a fully **bespoke catering** service fit for any event no matter how big or small

We also offer custom **wedding** and **birthday** cake designs, which can be tailored to suit most requirements

Petit fours salée

<ul style="list-style-type: none"> Quiche Lorraine Salmon and baby spinach quiche Goat's cheese quiche Pizza with cheese & olive Pizza with mushroom and cheese Cheese straws Mushroom vol au vent Salmon vol au vent 	<ul style="list-style-type: none"> Ham and emmental cheese puff pastry allumette Emmental cheese on puff pastry allumette Parmesan cheese on sable Sausage roll Anchovy escargot Gorgonzola cheese on sable
---	---




Goat's cheese quiche

Canapée


<ul style="list-style-type: none"> Sausisson and cornichon Prawn and mayonnaise Fox gras and sauterne jelly Asparagus Cucumber and salmon mousse Cherry Tomato, pesto, mozzarella cheese Chicken fillet and terragon 	<ul style="list-style-type: none"> Chicken fillet tikka Eggs mimosa Goat's cheese and sun blash tomato Bruschetta topped with pea and mint Blue cheese with poached pear and baby spinach Humus and olives
---	--

Petit four sucrée


<ul style="list-style-type: none"> Lemon tartlette Strawberry tartlette Chocolate éclair Coffee éclair Bun baba Cheese-cake on sable biscuit 	<ul style="list-style-type: none"> Mix berry tartlette Chocolate tartlette Raspberry tartlette Opera Choux caramel flavour with grand mariner Swan with vanilla chantilly
--	---



Lemon tartlette




Strawberry tartlette




Chocolate éclair


Petit four sucrée




Coffee éclair



Opera



Mix berry tartlette




Raspberry tartlette

Pain surprise

Choice of 4 fillings

<ul style="list-style-type: none"> Chicken and terragon cream Prawn mayonnaise Billettes and cornichon Smoked salmon, cream cheese, dill, lemon juice Banette Sausisson, butter, cornichon Tuna mayonnaise and sweet corn 	<ul style="list-style-type: none"> Smoked ham and emmental cheese butter Goat's cheese with sun dried tomato Egg mayonnaise and baby ches Blue cheese cream and walnuts Humus
---	--



Pain surprise

For all general enquiries please mail orders@belleepoque.co.uk.

belleepoque.co.uk

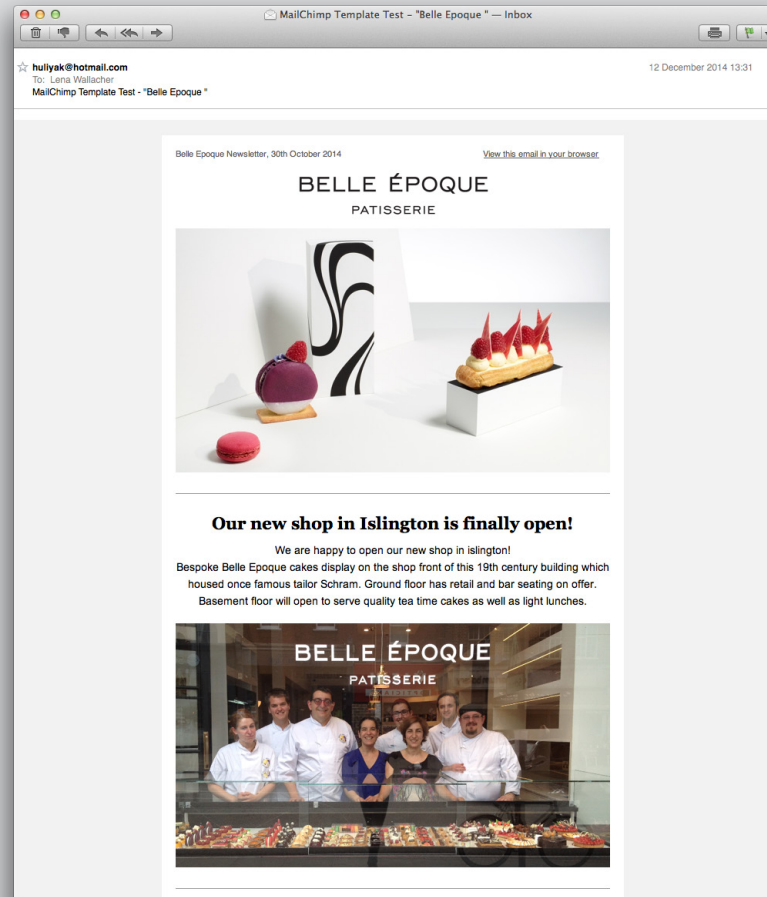
Production Spec
PDF available for download

Supplier
N/A

Artwork File path
Belle Epoque
> *Final Artwork
> Catering

Status
Completed

2.5.3 Newsletter



Production Spec

MailChimp email template

Supplier

N/A

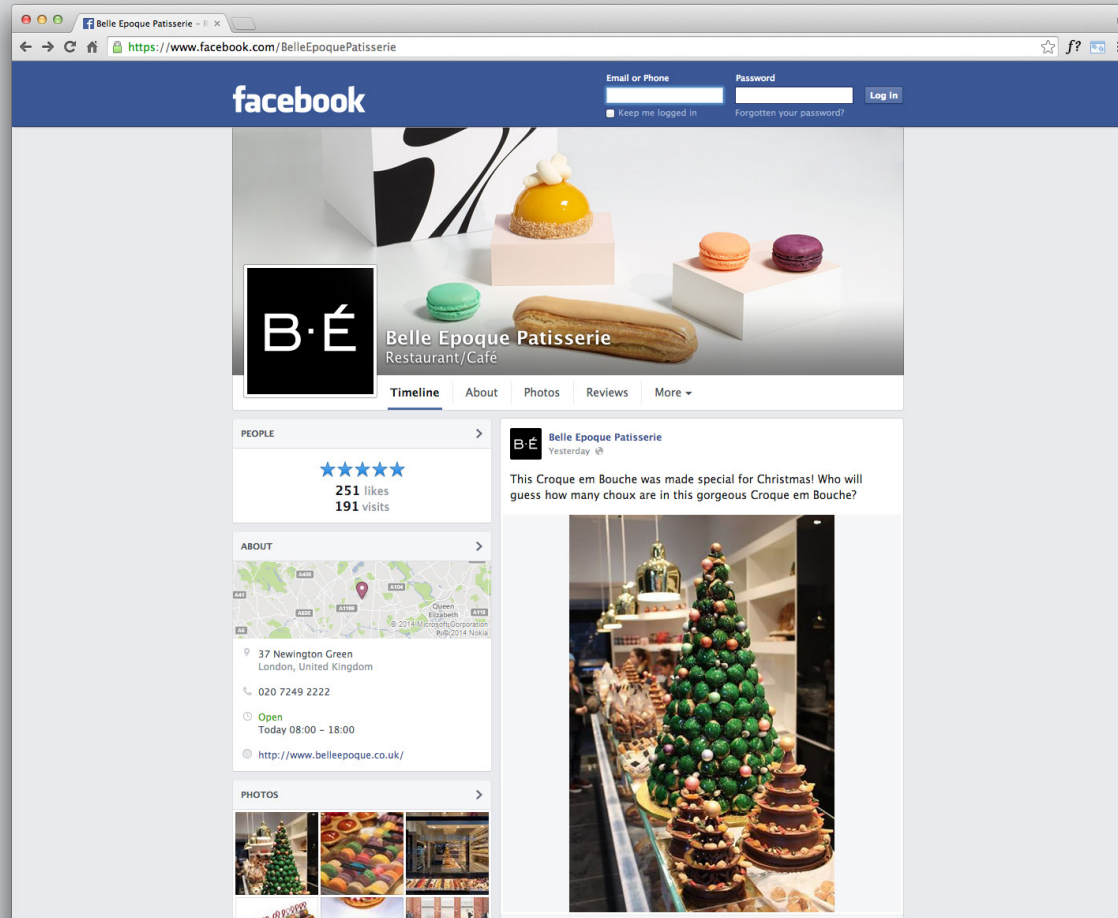
Artwork File path

Belle Époque
> *Final Artwork
> Newsletter

Status

Completed

2.5.4 Social Media Assets



Production Spec

Images for use on Twitter and Facebook

Supplier

N/A

Artwork File path

Belle Epoque
> *Final Artwork
> Social Media

Status

Completed

Mind Design
Unit 33A, Regent Studios
8 Andrews Road
London E8 4QN

+44 (0)20 7254 2114
minddesign.co.uk