

Gripooix

P A R I S

Manual & Production Log

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1.1.1 Logo

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Usage

This is the Primary Logo. It should be used on all occasions except in cases where detail may be lost in reproduction.

1.1.2 Free zone



Usage

The logo should maintain a margin that is equal to the x-height.

1.1.3 Framed logo 1

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1.1.3 Framed logo 1



Usage

The box should maintain a margin that is on the top and bottom equal to the x-height and on the sides equal to $1.5 \times$ x-height.

1.1.4 Framed logo 2

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1.1.4 Framed logo 2



Usage

The box should maintain a margin that is on the top and bottom equal to the x-height and on the sides equal to $2 \times$ x-height.

1.2 Typefaces

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 (.,:~+!) *"\$£%" [/] & @ < \ >

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 (.,:~+!) *"\$£%" [/] & @ < \ >

Usage

Brown thin is used for body copy and set quite big. If the text has to be set in a small typesize use the light weight.

1.2 Typefaces

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 (.,:~+!)*“\$£%”[/]&@<\\>

Usage

Didot HTF bold is used for titles.

Where possible the titles are set smaller than the bodycopy.

1.2 Typefaces

Présentation

de la collection de
bijoux imaginée par Elisa
Nalin pour Gripoix

dimanche 2 mars 2014 — 12.00 à 16.00

RSVP: Favori, Jaoven Ricour,

+44 (0)20 7254 5897, jaoven@favoriparis.com

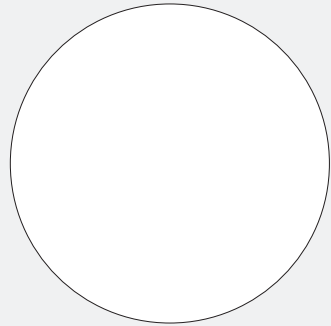
Usage

The body copy should be used
bigger than the titles.

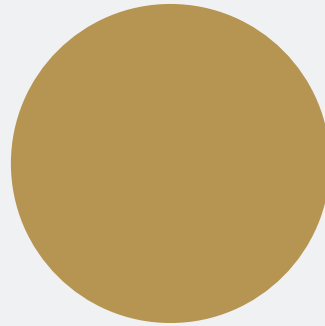
1.3 Colours



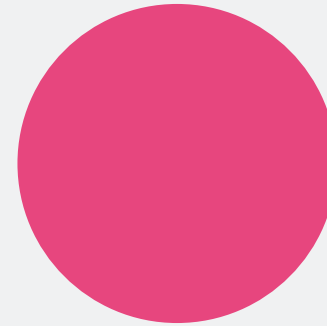
RGB: 00,00,00
CMYK: 0,0,0,100
PANTONE: Process black



RGB: 255,255,255
CMYK: 0,0,0,0
PANTONE: —



RGB: 163,145,97
CMYK: 20,25,60,25
PANTONE: 871 U



RGB: 228,69,125
CMYK: 5,88,24,0
PANTONE: Rubine Red U

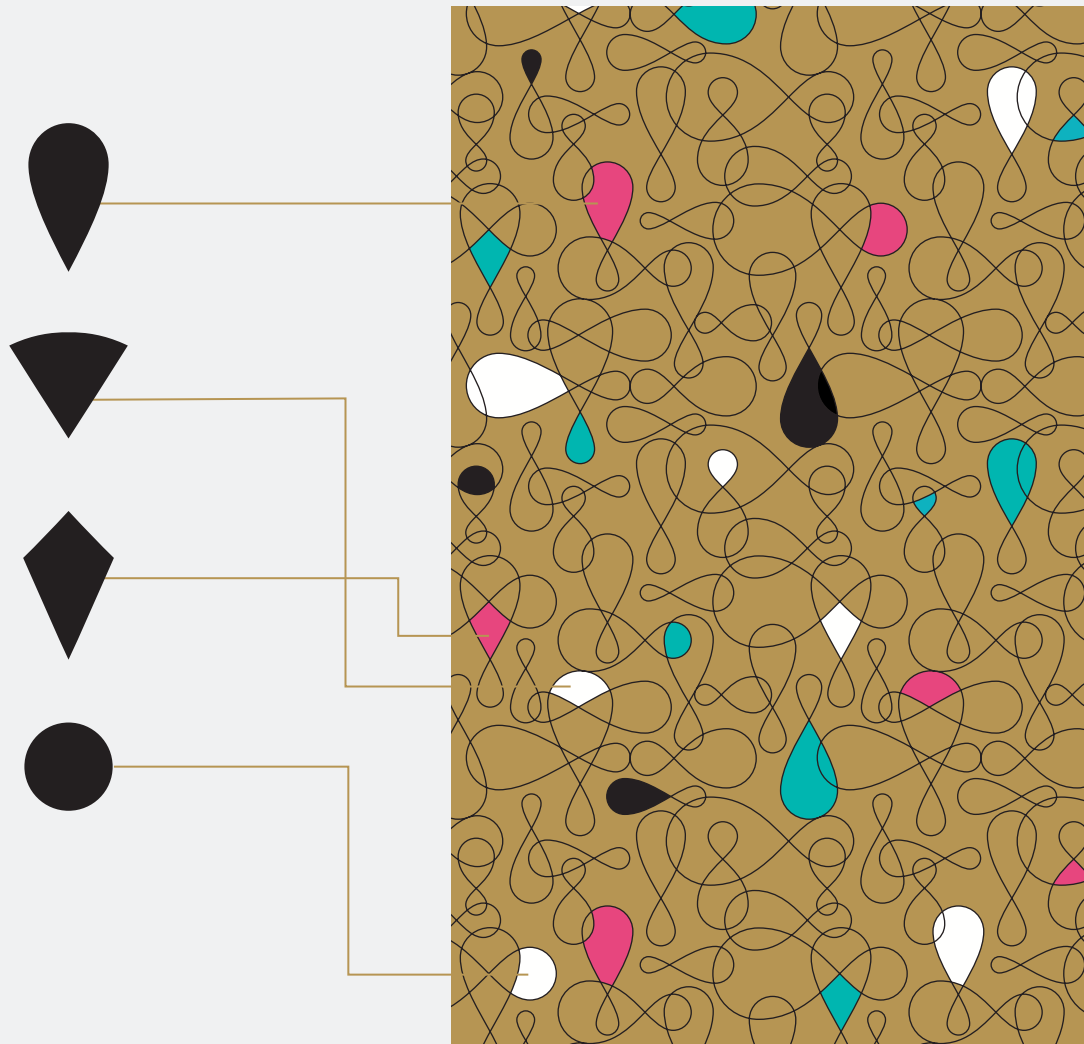


RGB: 0,183,175
CMYK: 75,2,38,0
PANTONE: 3262 U

Usage

The pattern outline is always in black and can be filled with the colours white, Rubine Red and 3262 U.

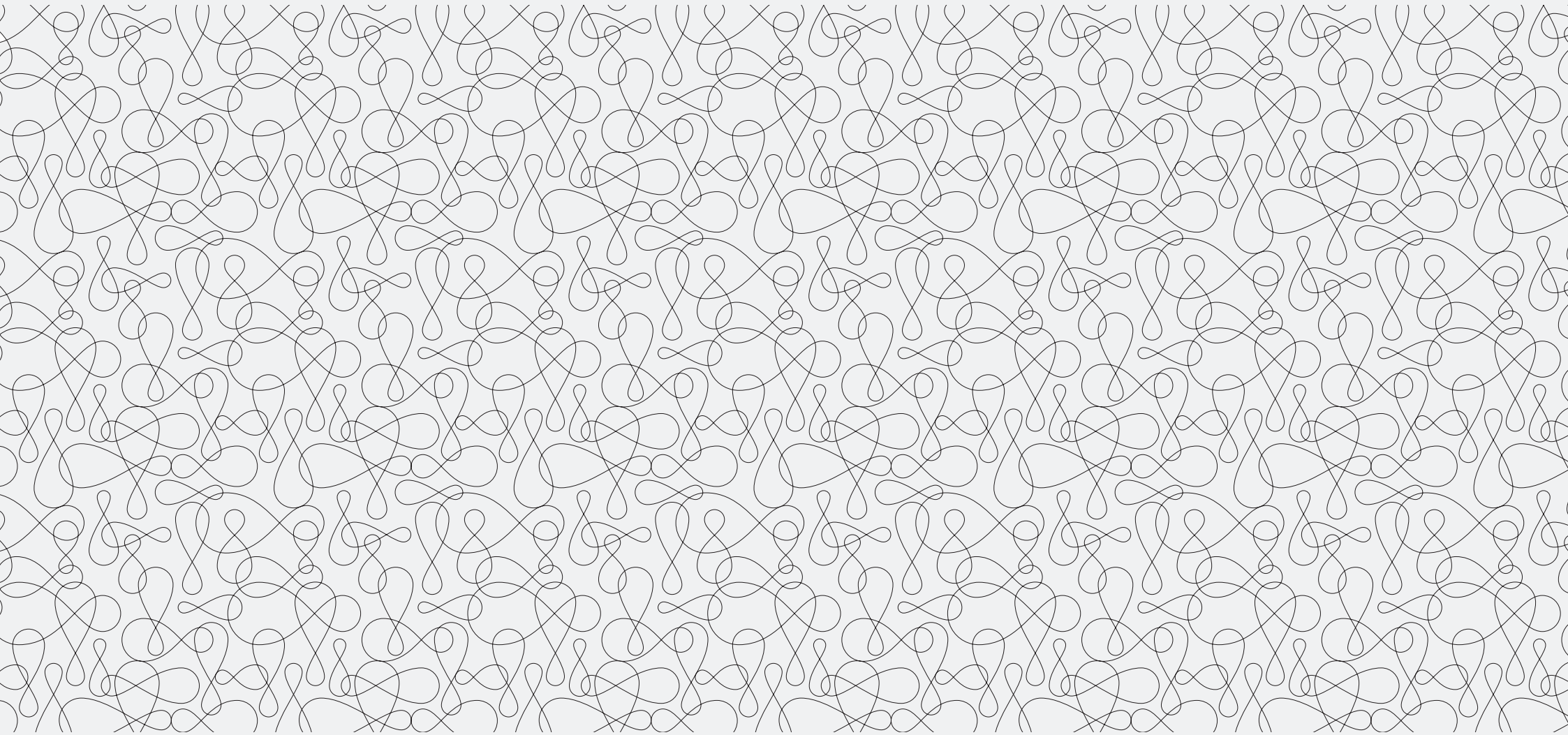
1.4.1 Pattern



Usage

The overlapping shapes of the pattern creating the basic forms of the jewellery.

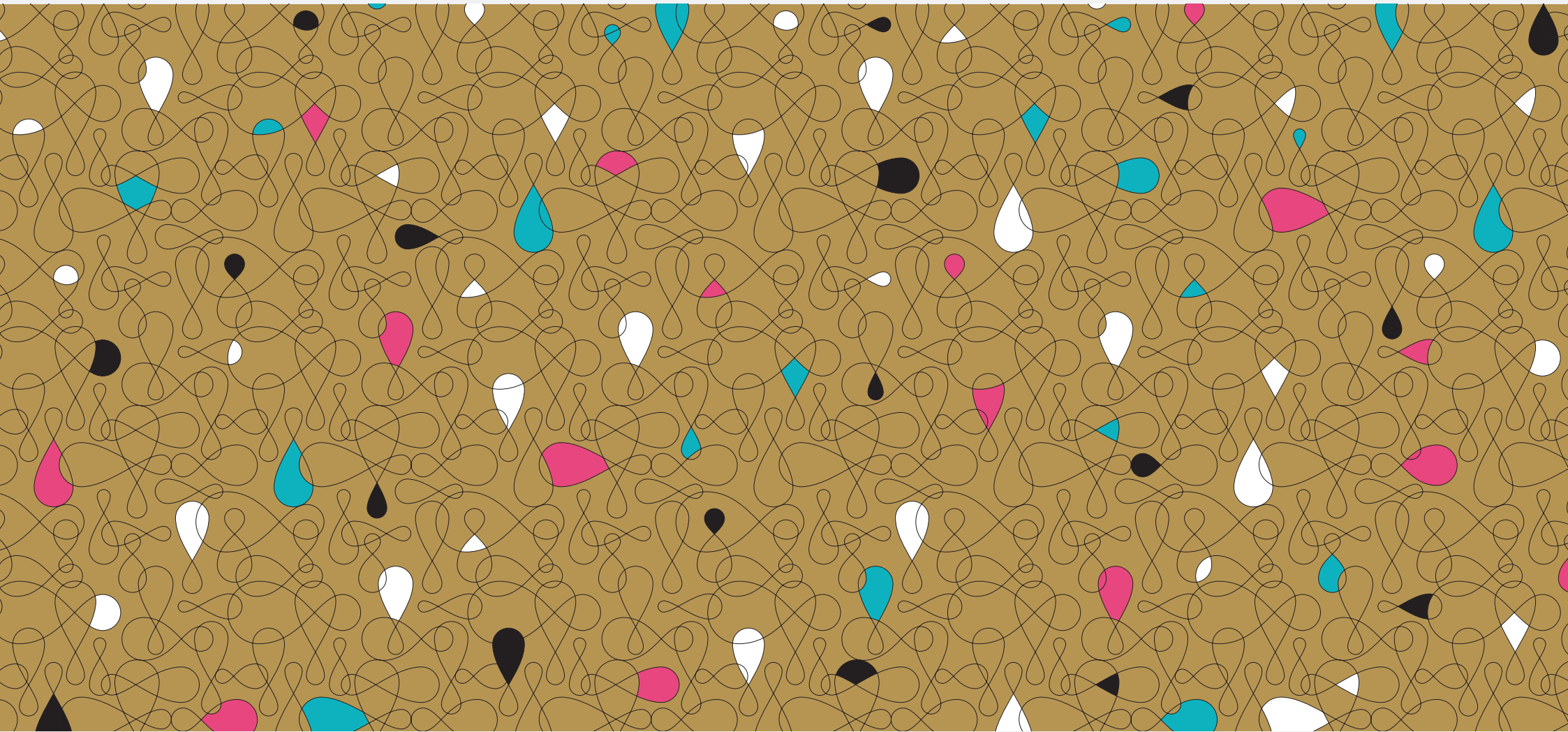
1.4.2 Basic Pattern



Usage

The pattern can be used as background on printed materials. It can be also printed in black and white.

1.4.3 Filled in Pattern



Usage

The pattern can be used as background on printed materials. When using the logo on it, the logo appears on a white box.

2.1.1 Business Cards



Production Spec.

Format: 85 × 55mm

Stock: 320gms, Fedrigoni Xper

Print: 3 Pantone, 1 Process black

Supplier

Oldacres:

services@oldacres.co.uk

Artwork File path

Gripoix

> final files

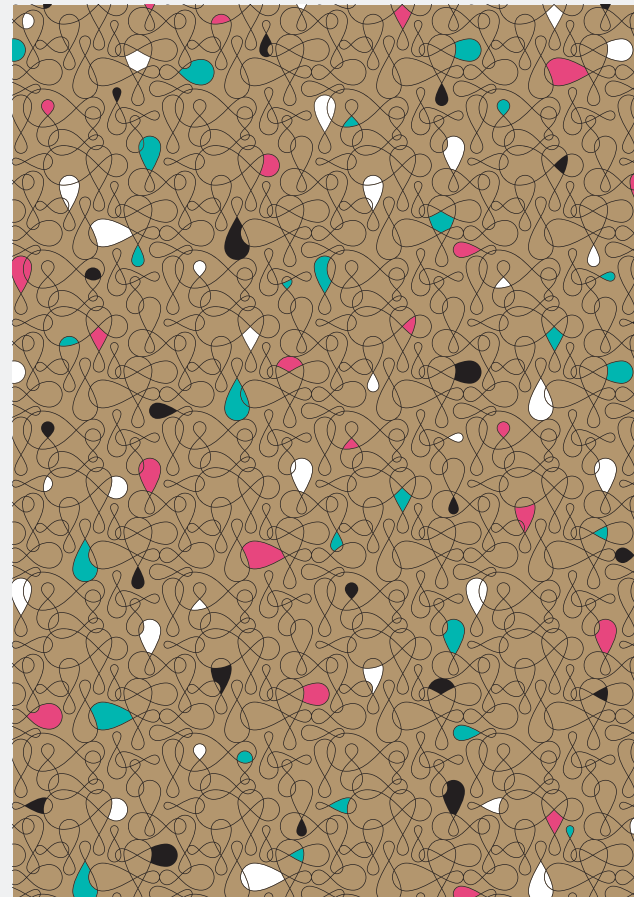
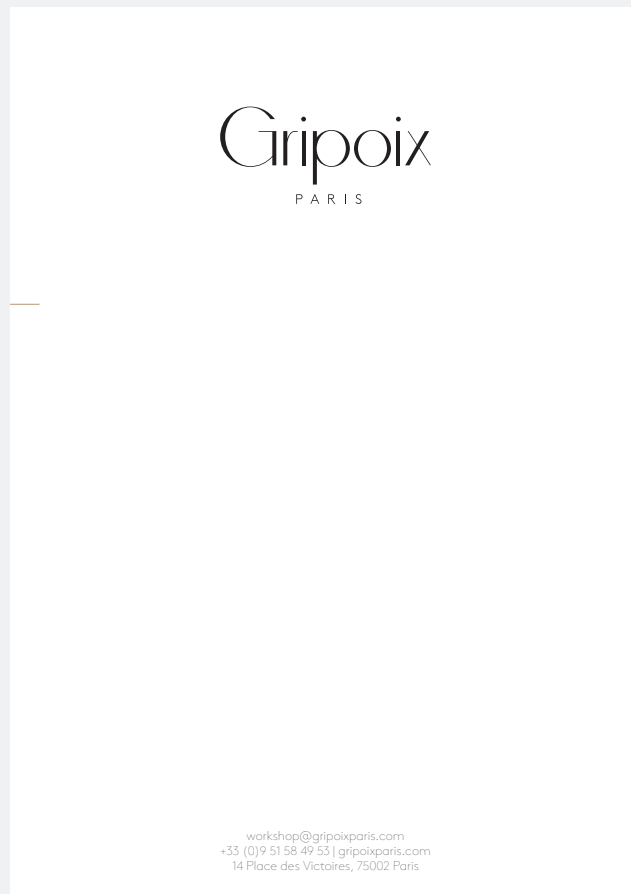
> stationary

> business cards

Status

Produced

2.1.2 Letterhead



Production Spec.

Format: 210 × 297mm

Stock: 140gms, Fedrigoni Xper

Print: 3 Pantone, 1 Process black

Supplier

Oldacres:

services@oldacres.co.uk

Artwork File path

Gripoix

> final files

> stationary

> letterhead

Status

Produced

2.1.3 Care cards



Care card

Gripoix Paris craft each and every piece of jewellery by hand in their atelier in Place des Victoires. Their savoir-faire with poured glass is now legendary. Please bear in mind that poured glass is fragile. Store your Gripoix Paris jewellery in its pouch. Treat your jewellery with care: Gripoix Paris is to be passed on from generation to generation.

Recommandations

Gripoix Paris fabrique chaque bijou à la main dans ses ateliers Place des Victoires. Son savoir faire de la pâte de verre est devenu légendaire. Sachez que la pâte de verre est fragile. Conservez votre bijou Gripoix dans sa pochette. Prenez soin de votre bijou: un bijou Gripoix se transmet de génération en génération.

Production Spec.

Format: 85 × 55mm

Stock: 320gms, Fedrigoni Xper

Print: 3 Pantone, 1 Process black

Supplier

Oldacres:

services@oldacres.co.uk

Artwork File path

Gripoix

> final files

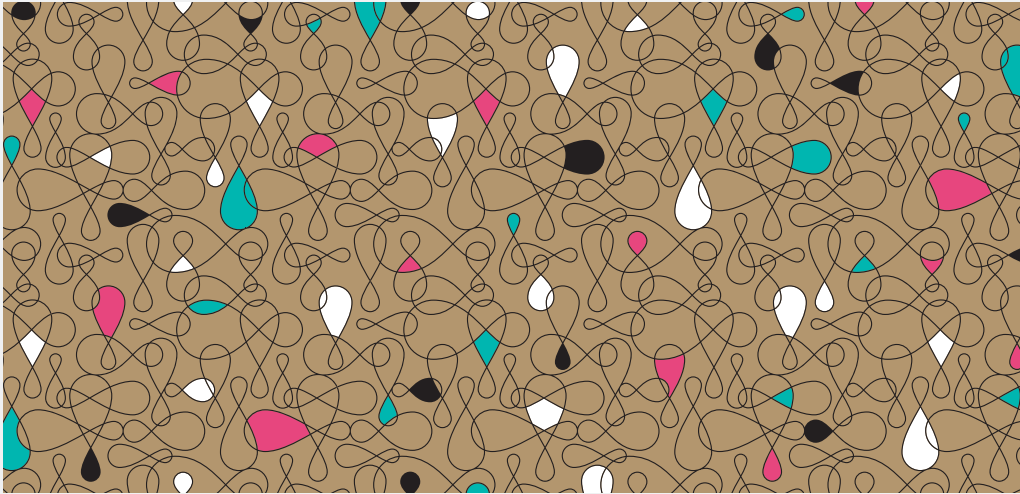
> stationary

> care cards

Status

Produced

2.1.4 Compliment Cards



Production Spec.

Format: 210 × 100mm

Stock: 320gms, Fedrigoni Xper

Print: 3 Pantone, 1 Process black

Supplier

Oldacres:

services@oldacres.co.uk

Artwork File path

Gripoix

> final files

> stationary

> compliment cards

Status

Produced

2.1.5 Postcard



workshop@gripoixparis.com
+33 (0)9 51 58 49 53 | gripoixparis.com
14 Place des Victoires, 75002 Paris

Production Spec.

Format: 148 × 105mm

Stock: 320gms, Fedrigoni Xper

Print: 3 Pantone, 1 Process black

Supplier

Oldacres:

services@oldacres.co.uk

Artwork File path

Gripoix

> final files

> stationary

> postcard

Status

Produced

2.1.6 Invitation Card



Production Spec.

Format: 148 × 210mm

Stock: 320gms, Fedrigoni Xper

Print: 3 Pantone, 1 Process black

Supplier

Oldacres:

services@oldacres.co.uk

Artwork File path

Gripoix

> final files

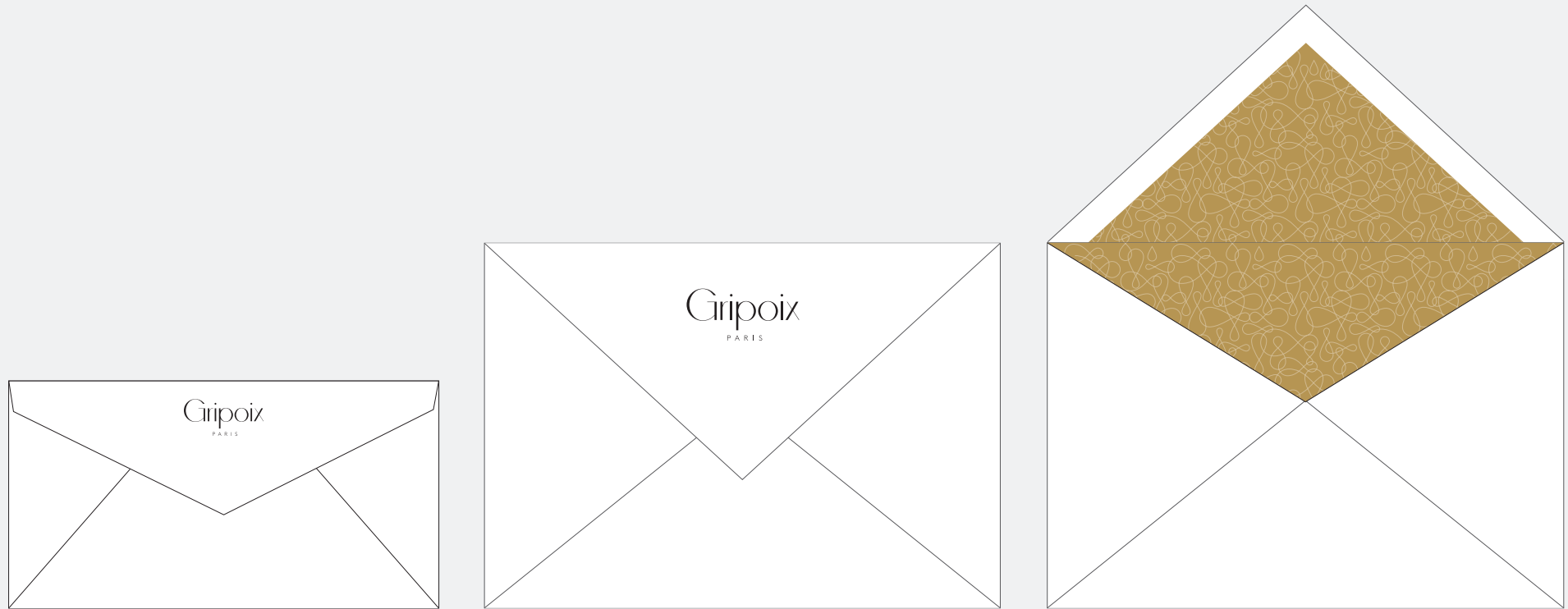
> stationary

> invitation card

Status

Produced

2.1.7 Envelopes



Production Spec.

Format: DL 110 × 220mm/
C5 162 × 229mm

Stock: Colorplan with diamond
flap wallet

Print: foil block

Supplier

Generation press

Artwork File path




Gripaix

Status

Produced

2.1.8 Line sheet

Gripoix
PARIS

			
<p>Clip Earrings Cold Emerald/ Warm Fuchsia GPW15/01BO €85</p>	<p>Clip Drop Earrings Cold Emerald/ Warm Fuchsia GPW15/02BO €95</p>	<p>Clip Drop Earrings Cold Emerald/ Warm Fuchsia GPW15/03BO €119</p>	<p>Set of 3 Cuff Emerald, Lilac, Marine/ Fuchsia or Orange, Black, Kaki GPW15/04BT €205</p>
			
<p>Necklace Cold Emerald/ Warm Fuchsia GPW15/05CO €325</p>	<p>Pendant Big Size Cold Emerald/ Warm Fuchsia GPW15/06PT €168</p>	<p>Pendant Small Size Emerald, Lilac, Marine/ Fuchsia, Black, Kaki GPW15/07PT €69</p>	<p>Set 3 Rings (T33-T35) Emerald, Lilac, Marine/ Fuchsia, Black, Kaki GPW15/08BG €59</p>
<p>Gripoix Memphis FW15</p>			

Production Spec.

Format: A4
Print: Digital

Supplier

To be self printed

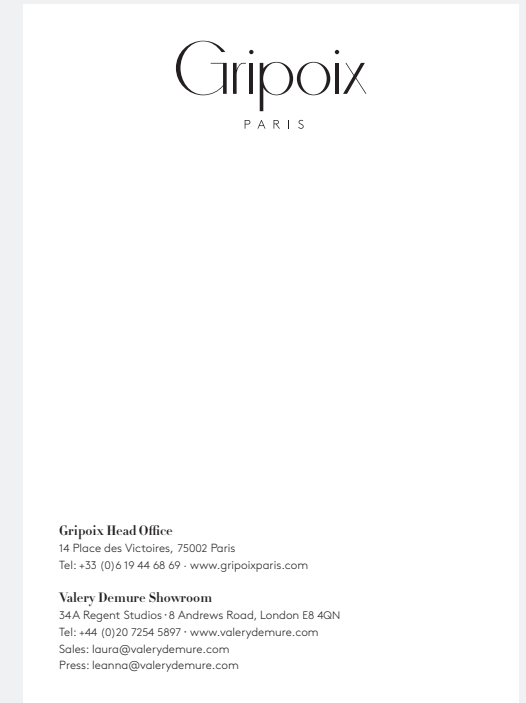
Artwork File path

Gripoix
> final files
> Line sheet

Status

Produced

2.1.9 Postcards



Production Spec.

Format: 105 × 148mm

Print: CMYK one side,
black reverse – LITHO print

Paper: Trucard 1 sided gloss 300gsm

Supplier

Calverts

Cherry@calverts.coop

Artwork File path

Gripoix

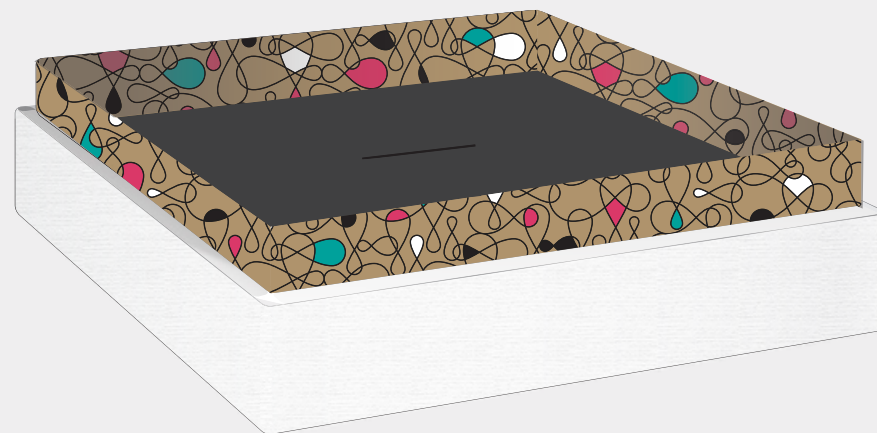
> final files

> Postcards

Status

Produced

2.2.1 Boxes



Production Spec.

small: 80 × 80 × 60mm

Supplier

Absolute Group
Rosie@theabsolute.co.uk

Artwork File path

Gripaix
> final files
> Boxes

Status

In production

2.2.1 Boxes



Production Spec.

medium: 120 × 120 × 75mm

Supplier

Absolute Group
Rosie@theabsolute.co.uk

Artwork File path

Grippaix
> final files
> Boxes

Status

In production

2.2.1 Boxes



Production Spec.

large: 250 x250 x 90mm

Supplier

Absolute Group
Rosie@theabsolute.co.uk

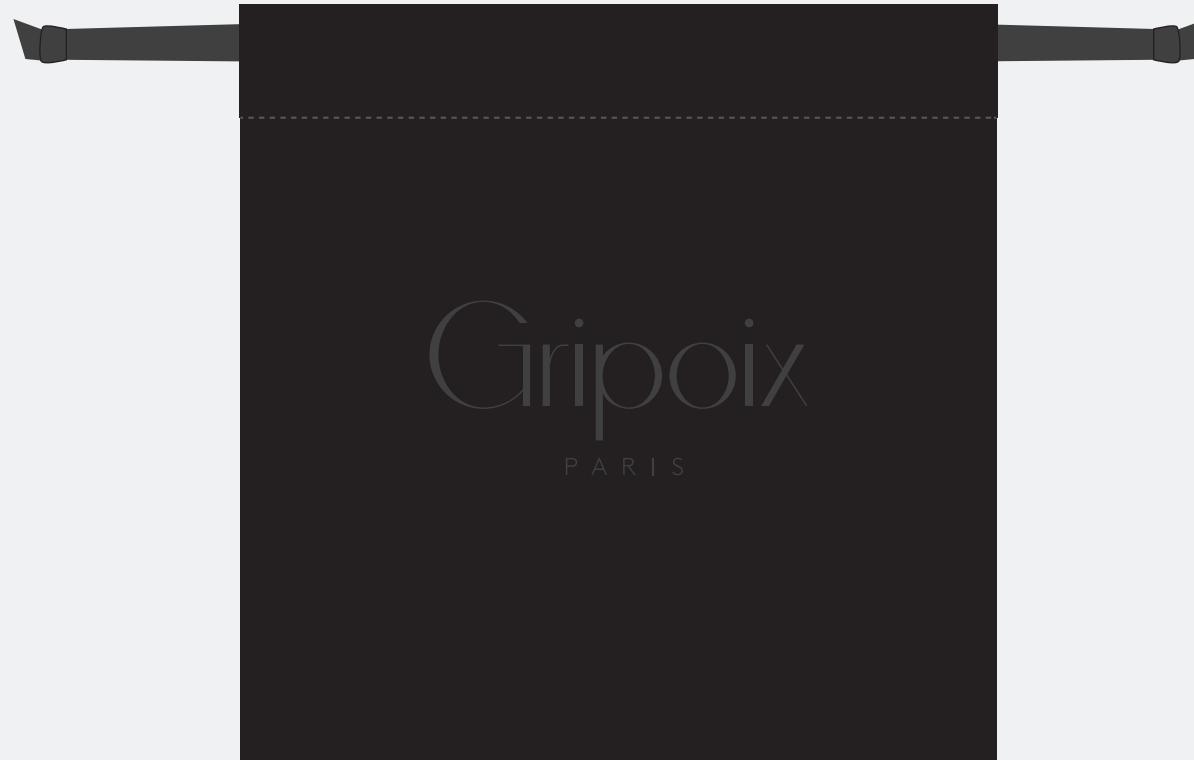
Artwork File path

GrippoiX
> final files
> Boxes

Status

In production

2.2.2 Pouch



Production Spec.

Format: Box depending

material: suede

Print: foil block

Supplier

Absoloute Group

Rosie@theabsolute.co.uk

Artwork File path

Gripaix

Status

In production

2.2.3 Bag small



Production Spec.

Format: 210 x 235 x 110mm
Stock: 250gsm white with
Gruvure emboss texture
Print: outer: foil block,
inner: 3 Pantone, one Process

Supplier

Absolute Group
Rosie@theabsolute.co.uk

Artwork File path

Gripaix
> final files
> Bags

Status

In production

2.2.3 Bag large



Production Spec.

Format: 450 × 350 × 130mm

Stock: 250gsm white with

Gruvure emboss texture

Print: outer: foil block,

inner: 3 Pantone, one Process

Supplier

Absoloute Group

Rosie@theabsolute.co.uk

Artwork File path

Gripaix

> final files

> Bags

Status

In production

2.2.4 Sticker



Production Spec.

Format: 65 × 17mm

Material: Colourwashed

Pantone 871

Paper: Semi gloss white paper

Print: 1 colour / 2 colours

Supplier

Smart Print and Labels:

matthewc@smartlabels.co.uk

Artwork File path

Gripoux

> final files

> Sticker

Status

Produced

2.2.5 Ribbon



Production Spec.

Format: 100m of 12mm ribbon
Print: 1 colour screenprint

Supplier

TRS Ribbons:
sales@trsribbons.co.uk

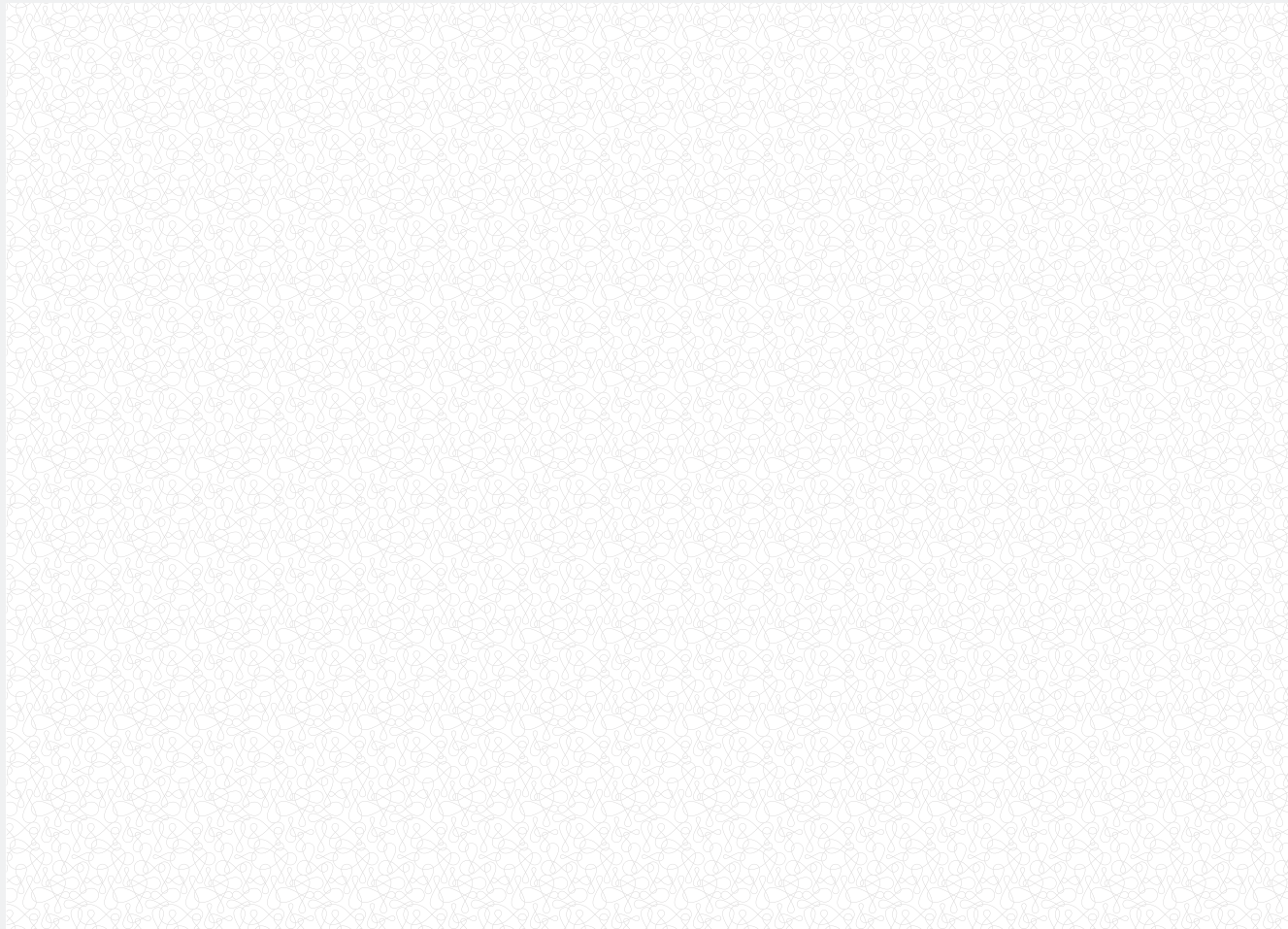
Artwork File path

Gripoix
> final files
> Ribbons

Status

Produced

2.2.6 Tissue Paper



Production Spec

Format: 500 x700mm

Stock: 17gsm MF. White

Print: 10%black

Supplier

Wrapology

leigh@wrapology.com

Artwork File path

Gripaix

> final files

> tissue paper

Status

Produced

2.2.7 Address label



Production Spec

Format: 210 ×148mm

Print: 1 colour

Supplier

Oldacres:

services@oldacres.co.uk

Artwork File path

Gripoux

> final files

> address label

Status

Produced

2.3 Signage

2.3.1 Perspex Sign



Production Spec.

Format: 210 × 100 × 25mm

Material: Perspex

Print: Engraved black

Supplier

Hamar

hamaracrylic@btconnect.com

Artwork File path

Gripoux

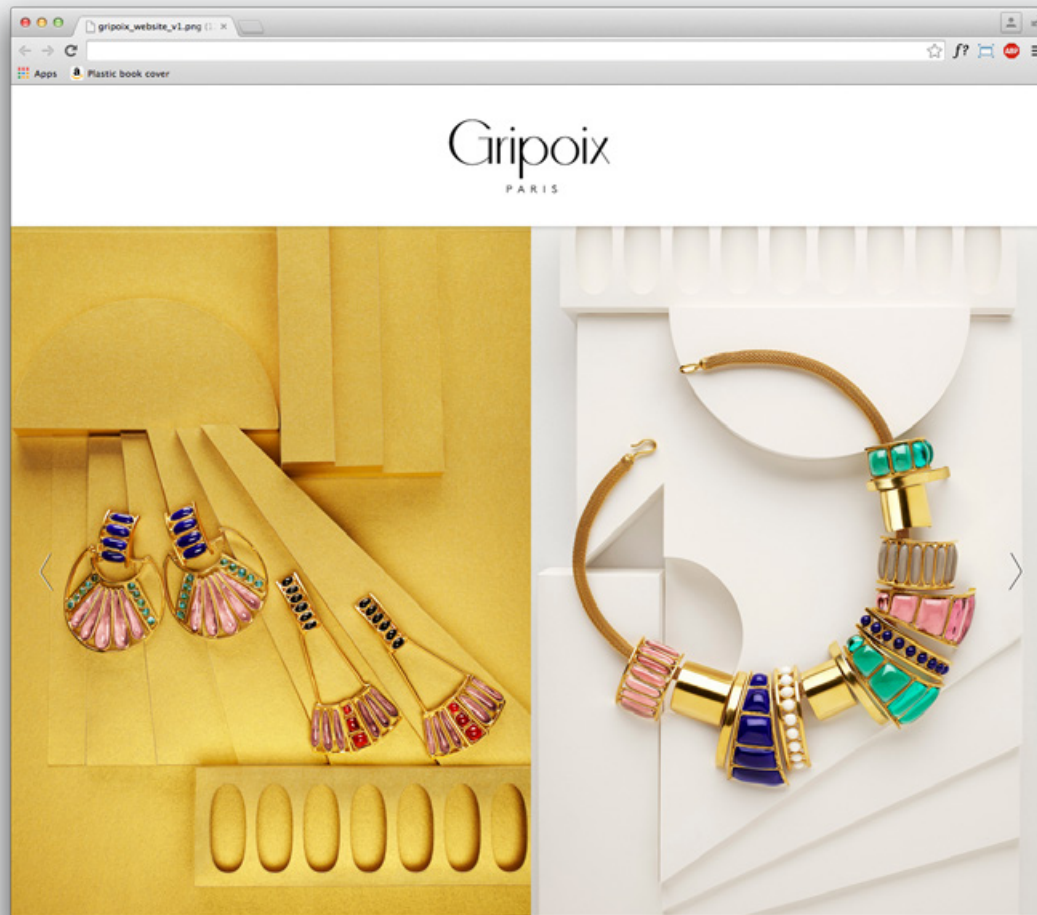
> final files

> Perspex sign

Status

Produced

2.4.1 Website



Production Spec

Content-managed website

Supplier

hyperstud.io
info@hyperstud.io

Artwork File path

Gripoix
> final files
> website

Status

Programing in process

2.4.2 Social Media Assets



Production Spec

Avatar for use on Twitter
and Facebook

Supplier

N/A

Artwork File path

Gripaix
> final files
> social media

Status

Completed

3.1 Ceiling Installation



Production Spec

powder coated black metal,
coloured perspex.
wide: 100cm
long: 192cm

Supplier

Castleton Signs
Alan Merryweather
alanm@castletonsigns.co.uk

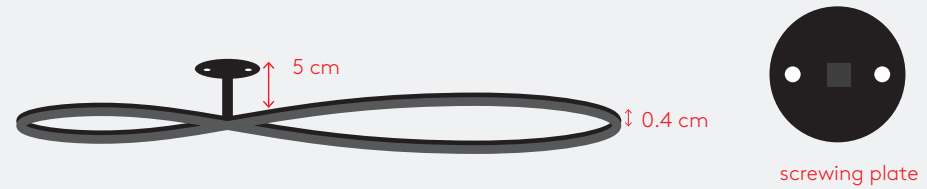
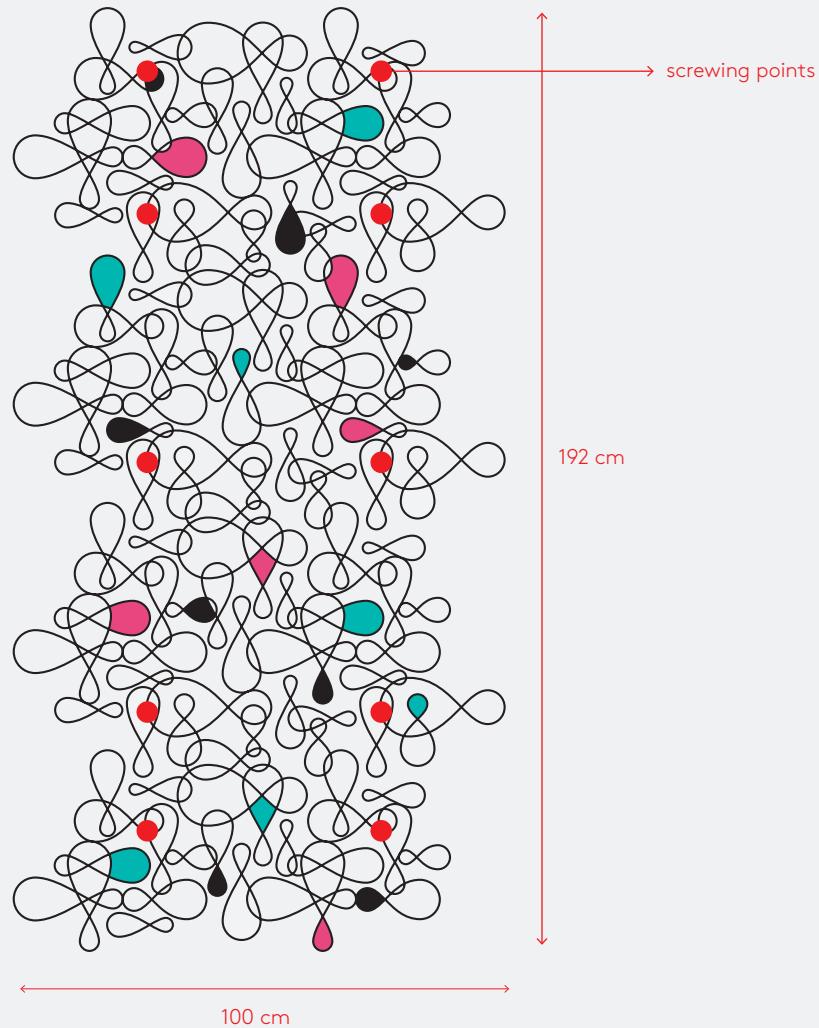
Artwork File path

Gripaix
> design
> Gripaix showroom

Status

Design pending

3.2 Construction



Production Spec

powder coated black metal,
coloured perspex.
wide: 100cm
long: 192cm

Supplier

Castleton Signs
Alan Merryweather
alanm@castletonsigns.co.uk

Artwork File path

Gripaix
> design
> Gripaix showroom

Status

Design pending

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

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