



Chaîne des Rôtisseurs

VISUAL IDENTITY GUIDELINES

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Chaîne des Rôtisseurs Guidelines Introduction

Logo Guidelines and Applications

The Chaîne official logo is our association's emblem, and its signature. It is a symbol conveying a meaning and importance and it expresses who we are.

To increase the strength of our logo, it is vital to use it in its purest form on all communications.

When strictly and rigorously applied, the information contained in this guide will contribute to the continued implementation of the Chaîne des Rôtisseurs as a worldwide society and association.

We very much appreciate your efforts, wherever possible, to apply the guidelines set forth in this document and we strongly believe that together we can successfully meet the challenge of presenting our visual identity in a coherent and consistent way.

Purpose of these Guidelines and Applications

The following information is designed for use by Chaîne members responsible for managing the use and application of the Chaîne logo, our visual identity. It defines the spirit and principles of the logo's graphic components and is intended for internal and external use as well as for distribution to specialist suppliers such as design studios, printers, advertising agencies, silk-screeners, etcetera.

The elements and applications presented in this document concern the Chaîne's logo, and also the basic principles for corporate documents. They include and present the rules regarding:

- Design
- Colours
- Size of the logo

These rules must be carefully followed and applied in order that we develop and maintain harmony and consistency with our identity and the communication of it worldwide.

Chaîne des Rôtisseurs Official Logo

'Official' logo (round logo with 2 chains and the Chaîne emblem in the centre).



The 'official' Chaîne logo must be used at all times and for all communications, either electronic or in print/hard copy, for the following purposes:

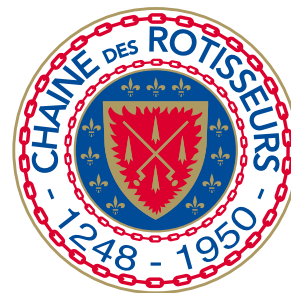
- Letterhead, Memos, Faxes, Invoices, Envelopes
- Business Cards
- Membership Cards
- Compliments Slips
- Chaîne International Magazine
- Brochures, Pamphlets, Newsletters, Bulletins (including any Grand Chapitre, Chapitre brochures, collateral), Handbooks, Information Guides, Directories, Programmes, etcetera
- Name tags and labels (self-adhesive or printed)
- Pins and Insignia
- Regalia
- Bags and other promotional/giveaway items
- T-shirts, aprons, hats/caps, tea/hand towels and other fabric items
- Flags and Banners
- JCR (Jeunes Commis Rôtisseurs) et Jeunes Sommeliers entry forms, judging sheets and all printed or electronic material for the JCR and Jeunes Sommeliers competitions, as well as chef's jackets, glasses, knives, menus, serviettes, etcetera
- Chaîne-branded boutique items and merchandise
- Websites, emails, e-newsletters
- Menus, tent cards (for table settings), serviettes/napkins, place mats
- Diplomas, certificates, awards

Graphic Continuity and Uniformity: Chaîne des Rôtisseurs Logo

Full Colour (CMYK)



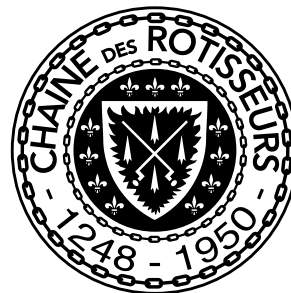
Pantone



Gold Foil and Pantone



Black



To ensure good legibility and quality reproduction of the logo, please respect the minimum height of the logo:

15mm (0.59") for single colour applications



15mm (0.59") for all spot colour (Pantone) applications



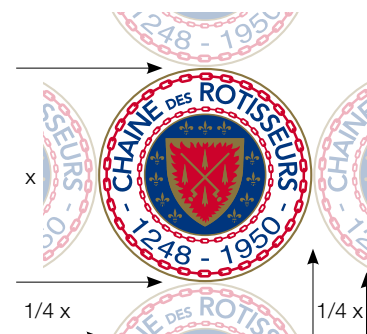
20mm (0.79") for all CMYK colour applications



Neutral Area

There must be a neutral area or space surrounding the logo (this is the area/space without text and without other images). It should be equal to $\frac{1}{4}$ of the diameter of the logo on each of its 4 sides.

The logo can be downloaded in JPG and EPS formats from the 'Marketing' section of the Chaîne international website (www.chaine-des-rotisseurs.net). Different formats of the logo are available according to the usage and application.



Use of the Logo on Coloured and Complex Backgrounds

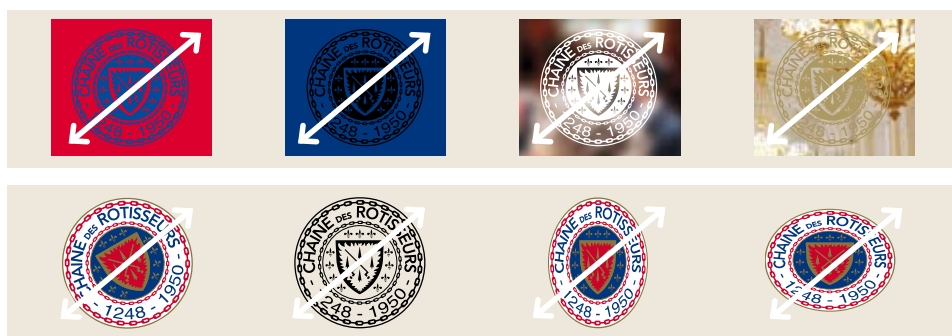
When using on a colour background, the logo should be used in white, gold (or gold colour) or silver. When using on a complex background, special care should be taken to ensure the logo's legibility.



How NOT to Use the Logo

The official logo can only be used in colour formats as specified in this section. No other colours or shadings are permitted. Below are some examples of how NOT to use the logo.

Do NOT enlarge the size of the logo in jpg format as this may distort the logo. If enlarging a logo for pantone colour application, use it only in eps format.



Other Considerations

The logo should be placed upright and never horizontally.

It must never be used in outline versions.

It is very important that the proportions of the logo are respected: the logo should never be stretched or compressed.

















The black monochrome logo must only be applied and used for office purposes (postal, fax...).

When printing or using the logo in gold or silver foil on a document, please send the black monochrome version of the logo to your printer or supplier.

Graphic Continuity and Uniformity: Colours




Colours

Only the following designated 'official' colours must be used when reproducing the Chaîne logo.

	Pantone (Print)	CMYK (Print)	Hexachrome (Browser Safe)	RGB (Screen)
Red	 Pantone 186	 10C 100M 85Y 5K	 #CC0000	 204R 0G 0B
Blue	 Pantone Reflex Blue	 100C 90M 10Y 5K	 #003399	 0R 51G 153B
Gold	 Pantone 871	 45C 45M 80Y 20K	 #996633	 153R 102G 51B
Black	 Pantone Black	 0C 0M 0Y 100K	 #000000	 0R 0G 0B

Additional Colour

In the examples shown/used on the preceding pages 8-13, the specific colour of the band (ribbon)/shaded area is as follows.

CMYK (Print)	Hexachrome (Browser Safe)	RGB (Screen)
 20C 25M 60Y 25K	 #b9ab90	 185R 171G 144B

Please note that colours may change according to how they are used and applied. Printed items will look different in CMYK and Pantone, and may also vary when printed on different paper stock.

Graphic Continuity and Uniformity: Typeface

	Example
Helvetica Neue 45 Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Helvetica Neue 46 Light Italic	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i> <i>abcdefghijklmnopqrstuvwxyz</i>
Helvetica Neue 55 Roman	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Helvetica Neue 56 Italic	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i> <i>abcdefghijklmnopqrstuvwxyz</i>
Helvetica Neue 65 Medium	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Helvetica Neue 66 Medium Italic	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i> <i>abcdefghijklmnopqrstuvwxyz</i>
Helvetica Neue 75 Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Helvetica Neue 76 Bold Italic	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i> <i>abcdefghijklmnopqrstuvwxyz</i>

NOTE: If you do not have the typeface 'Helvetica', then use the 'Arial' font.

General Layout Principles

The following section provides information on the “spirit” of the chart in regards to common graphic principles and gives an overview of:

- Stationery
- Publishing
- Signage

It presents the principal Chaîne documents and also provides details on the means for producing documents not specifically addressed or mentioned. Please note that in the case of the Chaîne plaque and major signage, the production and distribution of these are managed and controlled centrally.

Stationery

This includes all:

- Business cards
- Headers/Letterhead
- Faxes
- Invoices
- Reports
- Emails, Newsletters, Bulletins, etcetera
- Envelopes*

Stationery is one of the priority vectors of the Chaîne's identity and a major vehicle for maintaining and upholding consistency across our association. The success of its application around the world depends largely on the attention paid in implementing the stationery guidelines, respecting the recommendations, the care that is taken preparing and typing letters and regular checking of the quality of printed forms.

All Chaîne stationery shares the same layout principles.

***Envelope sizes may differ from country to country. The layout principles specified for envelopes are to be used as a guideline only.**

Letterhead

Specifications and Typeface

The Chaîne logo is positioned in the top right hand corner of an A4 page (or American A4). The logo is 34 mm (1.33") in diameter and aligned 10 mm (0.39") from the top and edge of the page.

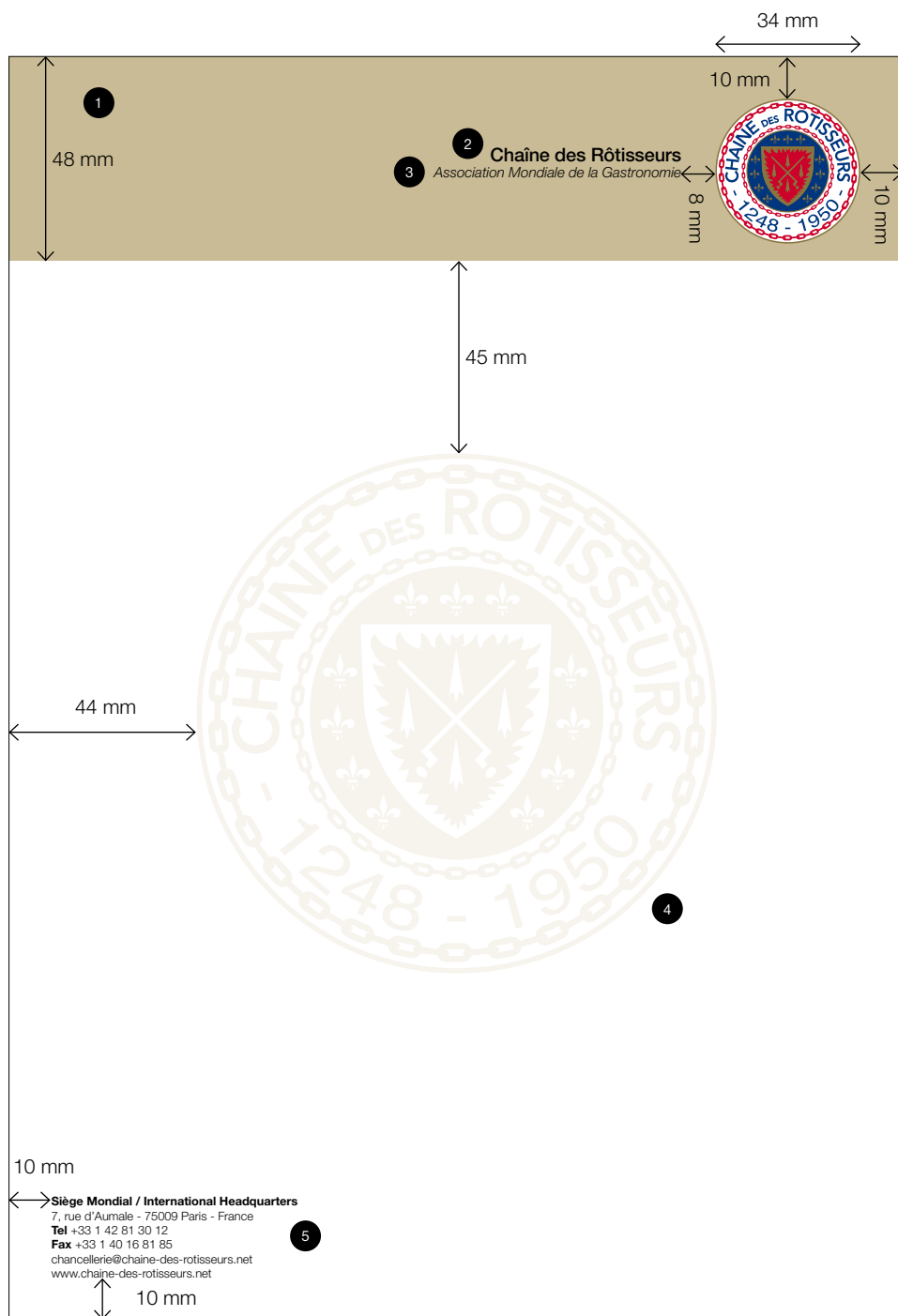
The block of address text is placed at the bottom left hand corner of the page, aligned 10 mm (0.39") from the edge and foot of the page.

Paper Type

The recommended paper for letterhead is a 90 grams (3.17 oz) white Opal Dialog absolute; or alternatively, a 90 grams (3.17 oz) very white vellum paper.

Printing

CMYK (4 colour)



1 Shaded band (ribbon)
Colour: 20C 25M 60Y 25K
Applied at 65%

2 Helvetica Neue
65 Medium
Size: 12,5 pt
Spacing: 15 pt

3 Helvetica Neue
46 Light Italic
Size: 9,5 pt
Spacing: 11 pt

4 Diameter: 122 mm
Colour: 20C 25M 60Y 25K
Applied at 10%

5 Helvetica Neue
45 Light and 75 Bold
Size: 8 pt
Spacing: auto

Envelopes

The size of the logo remains the same; only the space between the logo and the edge of the envelope changes according to the format used.

Paper Type

The recommended paper for envelopes is a 120 grams (8.82 oz) white Opal absolute; or alternatively, a 120 grams (8.82 oz) very white vellum paper.

Printing

Pantone 871

Envelope : 32,5 x 23 cm / 12.80" x 9.05"

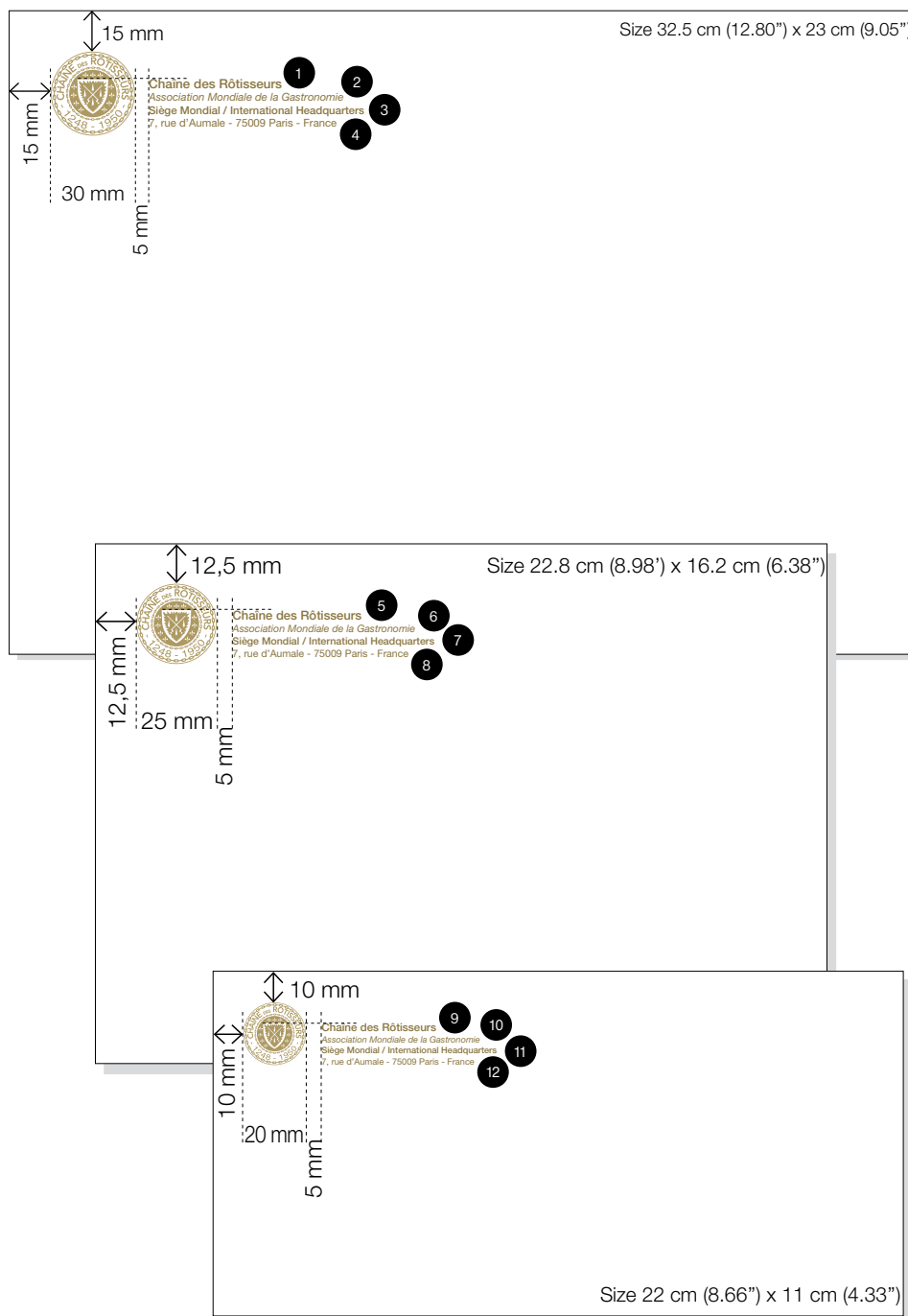
- 1 Helvetica Neue
65 Medium
Size: 13 pts - Spacing: 13 pts
- 2 Helvetica Neue
56 Italic
Size: 11 pts - Spacing: 13 pts
- 3 Helvetica Neue
65 Medium
Size: 11 pts - Spacing: 13 pts
- 4 Helvetica Neue
55 Roman
Size: 11 pts - Spacing: 13 pts

Envelope : 22,8 x 16,2 cm / 8.98" x 6.38"

- 5 Helvetica Neue
65 Medium
Size: 11 pts - Spacing: 11 pts
- 6 Helvetica Neue
56 Italic
Size: 9 pts - Spacing: 11 pts
- 7 Helvetica Neue
65 Medium
Size: 9 pts - Spacing: 11 pts
- 8 Helvetica Neue
55 Roman
Size: 9 pts - Spacing: 11 pts

Envelope : 22 x 11 cm / 8.66" x 4.33"

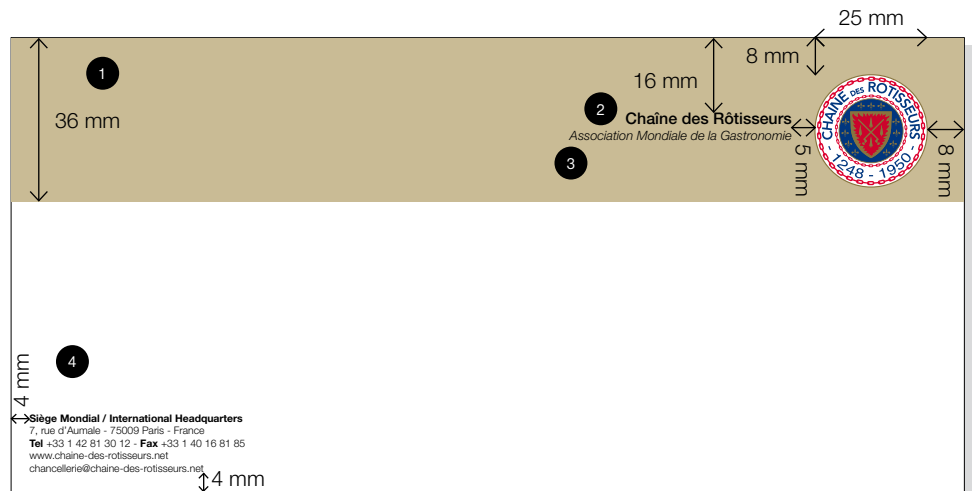
- 9 Helvetica Neue
65 Medium
Size: 10 pts - Spacing: 10 pts
- 10 Helvetica Neue
56 Italic
Size: 8 pts - Spacing: 10 pts
- 11 Helvetica Neue
65 Medium
Size: 8 pts - Spacing: 10 pts
- 12 Helvetica Neue
55 Roman
Size: 8 pts - Spacing: 10 pts



Compliments Slip/ Correspondence Card

The Compliments Slip/Card is 100 mm x 210 mm (3.93" x 8.26").

The logo is 25 mm (0.98") in diameter. It is placed at the top right hand corner, aligned 8 mm (0.31") from top and edge of the card. The block of address text is placed at the bottom left hand corner, aligned 8 mm (0.31") from the edge and foot of the card



Paper Type

The recommended paper for these types of cards is a 250 grams (8.82 oz) white Opal absolute; or alternatively, a 250 grams (8.82 oz) very white vellum paper.

Printing

CMYK (4 colour)

1 Shaded band (ribbon)
Colour: 20C 25M 60Y 25K
Applied at 65%

2 Helvetica Neue
65 Medium
Size: 10 pt
Spacing: 12 pt

3 Helvetica Neue
46 Light Italic
Size: 8 pt
Spacing: auto

4 Helvetica Neue
45 Light and 75 Bold
Size: 6,5 pt
Spacing: auto

Business Card

The business card is 90 mm (3.54") x 55 mm (2.17") in size.

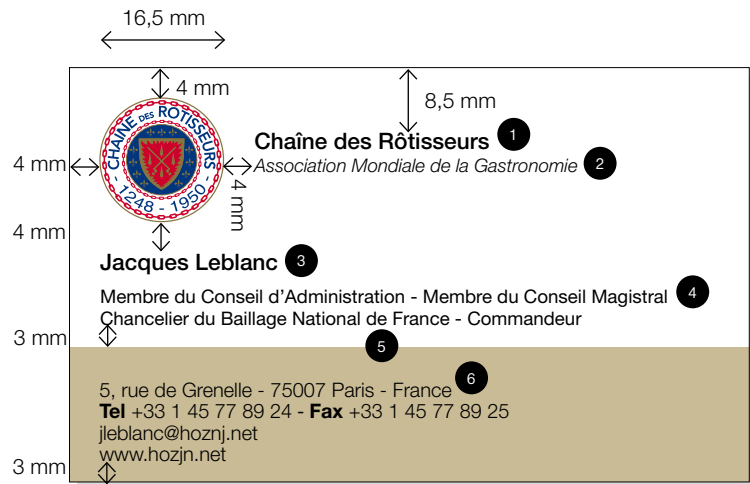
The logo is 16 mm (0.62") in diameter. It is positioned on the top left hand corner of the card, aligned 4 mm (0.15") from the top and edge of the card. The address block texts are placed at the bottom, both aligned 5 mm (0.19") from the bottom edge of the card. The Head Office address is aligned 4 mm (0.15") from the left hand side and the Bailliage address is aligned 5 mm (0.19") from the right hand side edge of the card.

Paper type

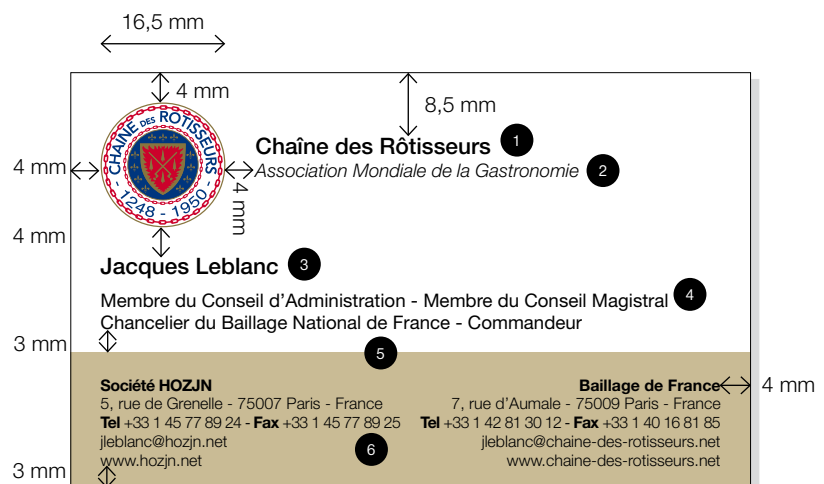
The recommended paper for business cards is a 250 grams (8.82 oz) white Opal absolute; or alternatively a 250 grams (8.82 oz) very white vellum paper.

Printing

CMYK (4 colour)



- | | | | | | |
|---|--|---|--|---|---|
| 1 | Helvetica Neue
65 Medium
Size: 8,5 pts
Spacing:
auto | 2 | Helvetica Neue
46 Light Italic
Size: 7 pts
Spacing:
auto | 3 | Helvetica Neue
65 Medium
Size: 8,5 pts
Spacing:
auto |
| 4 | Helvetica Neue
55 Roman
Size: 7 pts
Spacing:
auto | 5 | Shaded band (ribbon)
Colour:
20C 25M 60Y 25K
Applied at 65% | 6 | Helvetica Neue
45 Light et 75 Bold
Size: 7,5 pts
Spacing:
8 pts |



- | | | | | | |
|---|--|---|--|---|---|
| 1 | Helvetica Neue
65 Medium
Size: 8,5 pts
Spacing:
auto | 2 | Helvetica Neue
46 Light Italic
Size: 7 pts
Spacing:
auto | 3 | Helvetica Neue
65 Medium
Size: 8,5 pts
Spacing:
auto |
| 4 | Helvetica Neue
55 Roman
Size: 7 pts
Spacing:
auto | 5 | Shaded band (ribbon)
Colour:
20C 25M 60Y 25K
Applied at 65% | 6 | Helvetica Neue
45 Light et 75 Bold
Size: 6 pts
Spacing:
7 pts |

Business Card with Gold Foil

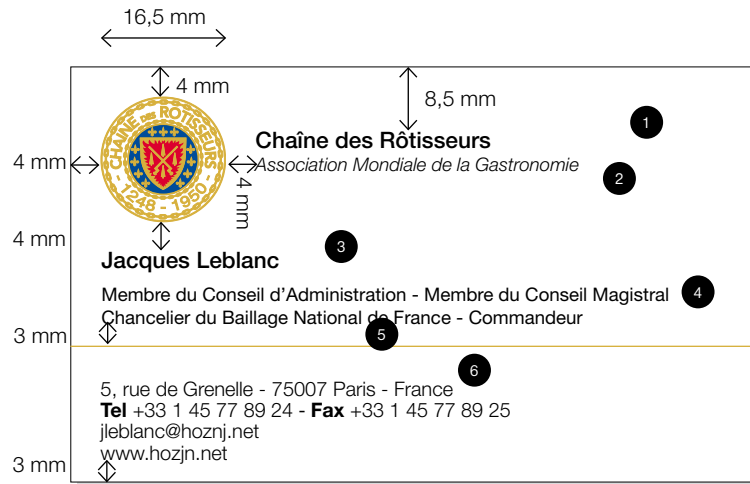
The logo colour changes when gold is applied to part of the logo. As illustrated, the flat, plain colour is removed and replaced with a 1 pt thick line of gold foil.

Paper Type

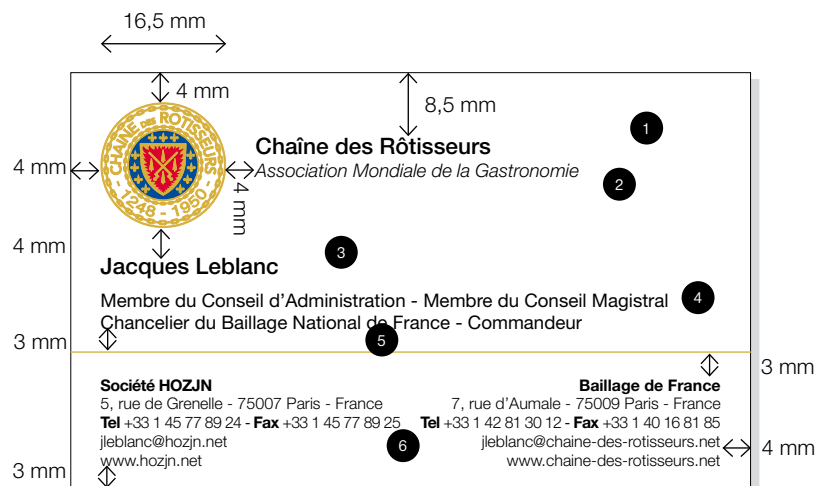
The recommended paper for business cards is a 250 grams (8.82 oz) white Opal absolute ; or alternatively a 250 grals (8.82 oz) very white vellum paper.

Printing

Gold foil and Pantone (Blue: Reflex Blue, Red: 186 and Black).



- 1 Helvetica Neue 65 Medium Size: 8,5 pts Spacing: auto
- 2 Helvetica Neue 46 Light Italic Size: 7 pts Spacing: auto
- 3 Helvetica Neue 65 Medium Size: 8,5 pts Spacing: auto
- 4 Helvetica Neue 55 Roman Size: 7 pts Spacing: auto
- 5 Gold Foil Thickness : 1 pt
- 6 Helvetica Neue 45 Light et 75 Bold Size: 7,5 pts Spacing: 8 pts



- 1 Helvetica Neue 65 Medium Size: 8,5 pts Spacing: auto
- 2 Helvetica Neue 46 Light Italic Size: 7 pts Spacing: auto
- 3 Helvetica Neue 65 Medium Size: 8,5 pts Spacing: auto
- 4 Helvetica Neue 55 Roman Size: 7 pts Spacing: auto
- 5 Gold Foil Thickness : 1 pt
- 6 Helvetica Neue 45 Light et 75 Bold Size: 6 pts Spacing: 7 pts

Publishing

This section states the guidelines for producing Chaîne brochures, leaflets and other published documents.

Publishing items include:

- Newsletters (printed)
- Directories
- Guides
- Invoices
- Letterheads
- Brochures, Pamphlets
- Leaflets and flyers
- Certificates, Diplomas

For publishing, the typeface to be used is Helvetica.

All published documents equally share the same general layout principles and guidelines for Stationery and Letterhead as set out on pages 7 and 8. The only exception is the Diploma/Certificate which has a slightly different presentation and format.



Above: examples of a publication (electronic, printed) and a diploma/certificate

Signage

The Chaîne des Rôtisseurs logo is also used for other visual identity purposes as follows:

Chaîne Plaque

This very prestigious brass plaque is to be affixed to the exterior or interior of a professional member establishment, providing a sign of immediate recognition for all members looking for a Chaîne establishment of quality.

1. Placement of the Plaque

The positioning of the plaque depends on the particular architectural aspects of the building and any structural or other constraints. As a guideline, here are several options:

- Preferably affixed to the exterior of the building just outside the entrance or inside the lobby and reception area (hotel) or at the entrance of a restaurant
- If possible, apart from any other signage
- To the left or right of the entrance, door, lobby/reception area or the main door(s) drawing the majority of clients
- Centred between 1.5 (4.92 feet) and 1.7 (5.57 feet) metres from the ground, in well lit and regularly maintained areas

An installation kit, complete with instructions, is sent together with the plaque.

2. 'Year' Plaque Replacement

Each plaque has a small removable 'year' plaque. Every year, a replacement one will be produced. However, the update can also be done by the member, simply by replacing the existing one with another 'year' plaque made of the same brass material.

For additional and specific information or questions regarding the Chaîne plaque or the replacement of the small 'year' plaque, please email:

plaque@chaine-des-rotisseurs.net



Other Chaîne Signage

Flags, banners and other Chaîne-branded merchandise and signage are available in the 'Boutique' section of the international website www.chaine-des-rotisseurs.net/en/boutique/index.php.

Should you have any particularly inquires in regards to signage in general, please contact: chancellerie@chaine-des-rotisseurs.net.



Chaîne des Rôtisseurs

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