

# WORLD CHAÎNE DAY

New identity design



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# Logo mark

The official logo is shown below. Further guidance and possibilities on the use of the logo is contained in the following pages.



# Concept

The C for Chaîne and the form of the world comes together to become one. The opening in the circle communicates the open arms of the Chaîne des Rôtisseurs, inviting people in for celebration.



# The chain

The logo extends to become a link in the chain, connecting the people of the world.



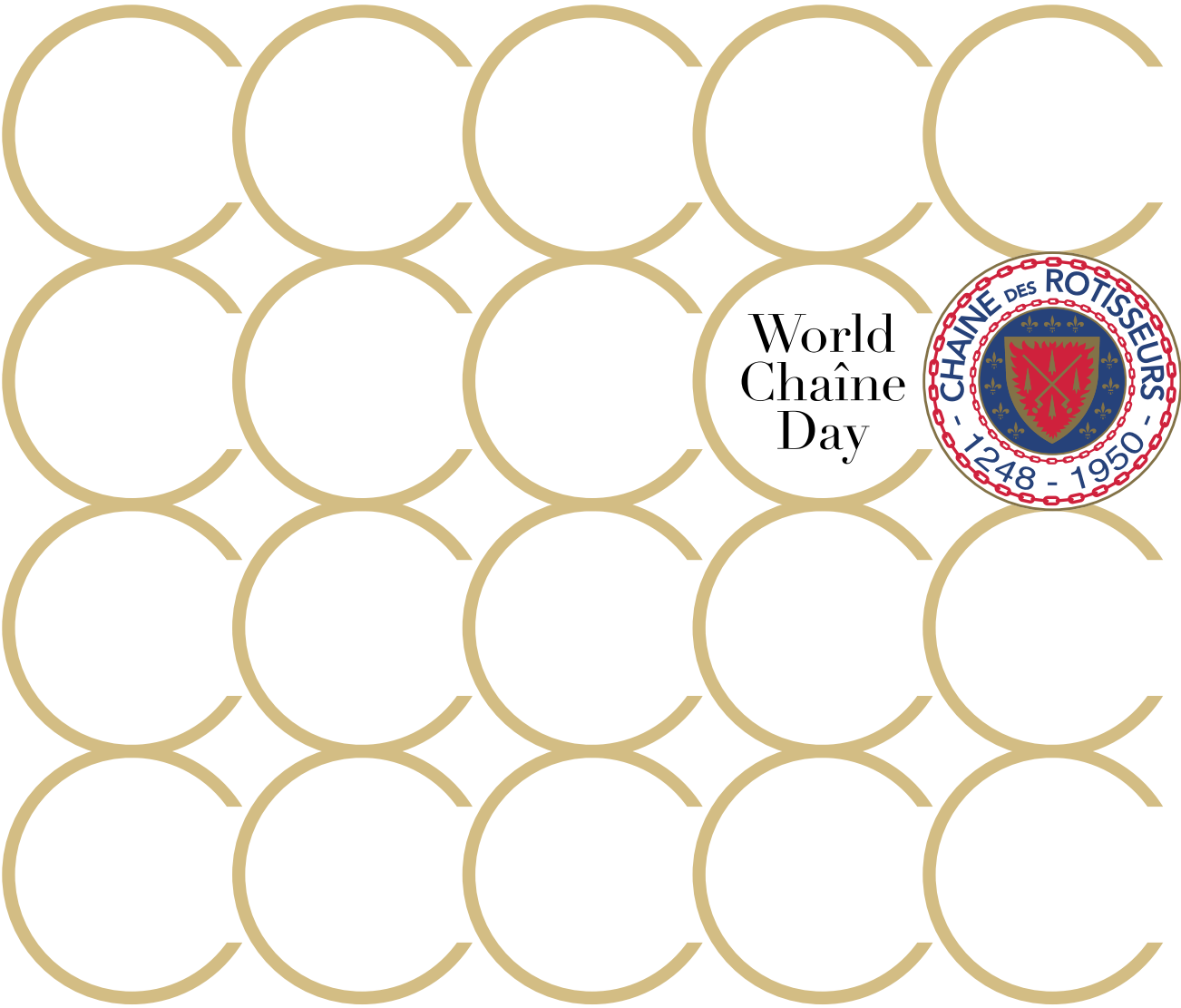
# Poster (Vertical)

When used in a horizontal poster, the logo can be used in the form of the chain with the placement of selected images.



# Graphic pattern

The logo design creates a pattern, adding new value to the identity and extending the possibility of the logo for various uses.



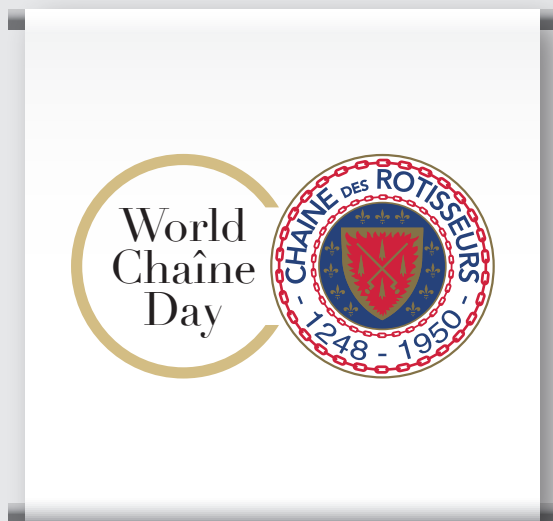
# Poster (Horizontal)

When used in a horizontal poster, the logo can be used as a graphic pattern with a varied placement of selected images.



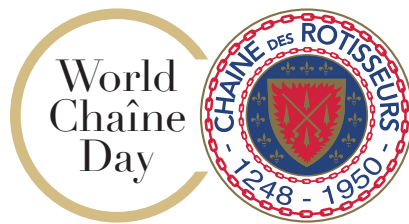
# Banner

The logo can also extend its use to banners for entrances and halls.



# Dinner Menu

When used on a menu, the logo can be positioned at the top centre of the page for coherence.



## 2018 WORLD CHAÎNE DAY DINNER MENU

### Aperitif

Champagne Jacquesson Cuvee 737

### "Salmon"

*Cauliflower Glazed, Smoked Scallop, Lobster with Squid Ink Batter, Radish & Pea Salad, Citrus Foam*  
2014 Guy Roulot Burg Blanc @ \$65 x36bts (\$8.13 per pour)

### "Truffle"

*Sunchoke Cream, Shaved Truffle*  
2014 Domaine Roulot Bourgogne Blanc

### "Rabbit"

*Bacon Wrap Rabbit Roulade, Carrot Puree, Balsamic Glazed Rabbit Leg, Sautee Spinach, Raisin Jus*  
2013 Villa Maria Pinot Noir Cellar Selection

### "Wagyu Beef"

*Slowed Roasted, Baked Brioches with Beef Rib & Morel Cream, Confit Banana Shallot*  
2003 Les Pagodes de Cos

### "Camembert"

Baked Cheese Fondue, Truffle & Rosemary  
Cranberries & Pecan, Flatbread  
Cockburn Porto 20 Year Old Tawny

### "Apple"

Caramel Apple Tart, Molasses Hazelnut Crumble, Ice Verbena Apple Compote  
Yuzu Fromage Blanc Sorbet  
Auchentoshan Single Malt Scotch Whisky Three Wood

# Pin

The simplicity of the logo allows for its use in the form of a pin.



# Postcard (Photo)

The logo can also be placed on a photo. On a dark background, the logo can be used with white type, and with black type for a light background.



# Postcard (Logo)

The logo can also be used as a main feature through a combination of the chain and a selected image.

