



RESTAURANT BRANDING

LE PETIT LAPIN - MENU DESIGN



ABOUT PETIT LAPIN

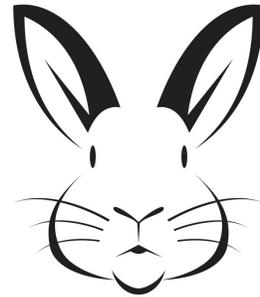
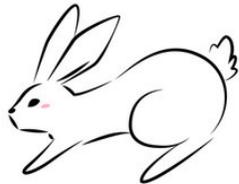
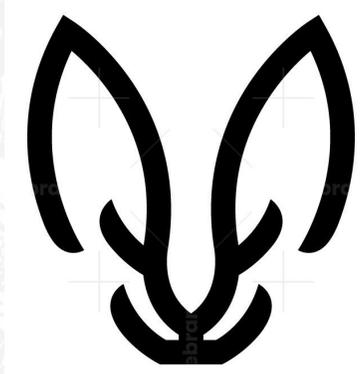
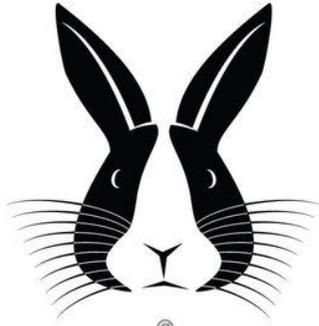


Petit Lapin is a French inspired contemporary restaurant nestled in the heart of Gastown, Vancouver BC.

Our menu options provide exceptional dishes that marry classic French techniques with modern gastronomy to bring you beautiful presentations and innovative flavours.

With a warm and comforting dining setting, that evokes the refined elegance and charm of restaurants across Europe, Petit Lapin provides a transportive dining experience that envelopes your senses.

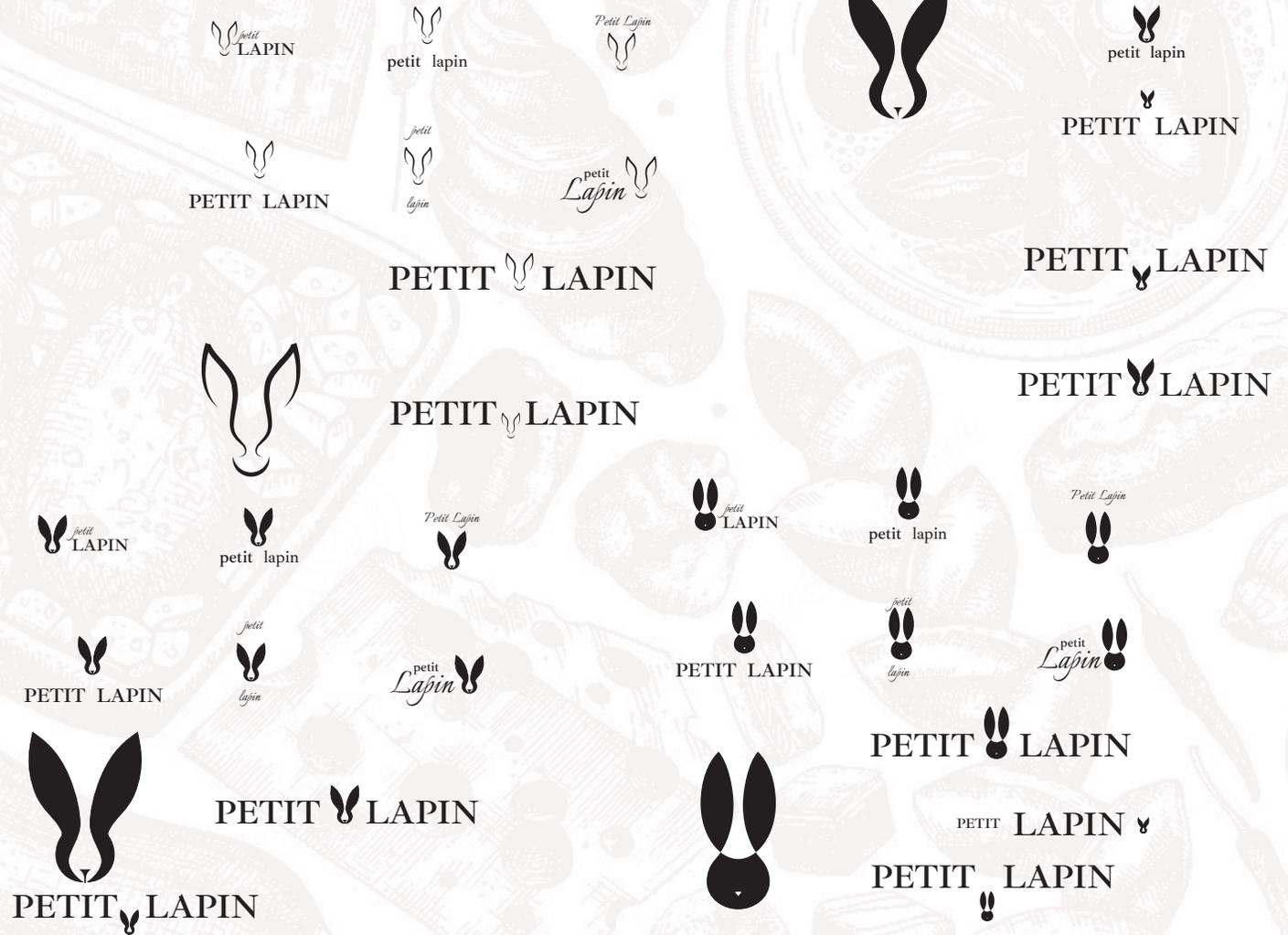
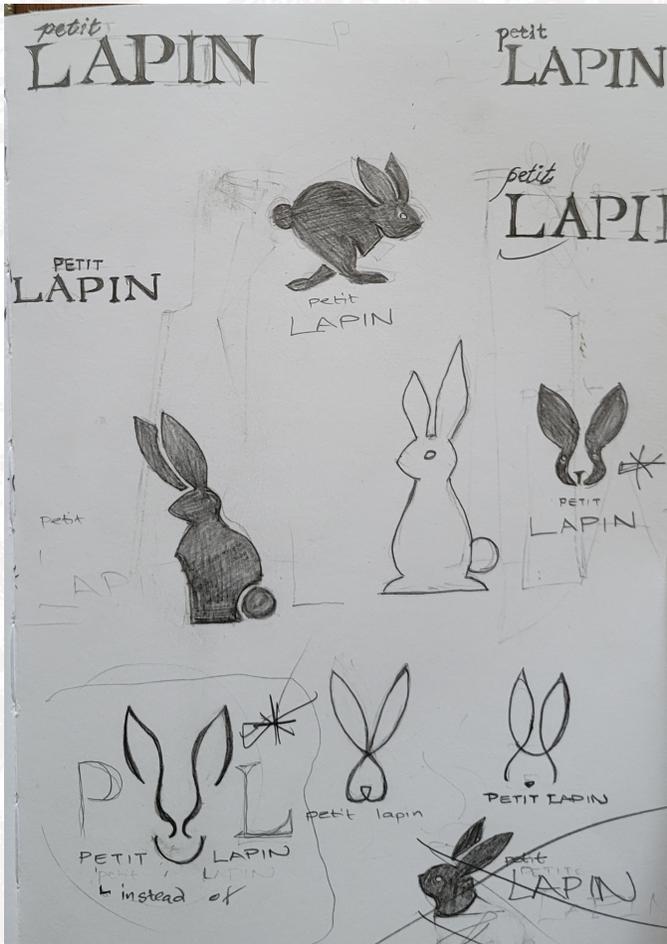
MOODBOARD



**focus on rabbit ear images to create an abstract symbol for the brand.*



DESIGN EXPLORATION



BRAND COLOURS



H: 355

S: 76

B: 41

Hex: 69191D



H: 32

S: 74

B: 60

Hex: 9B9828



H: 187

S: 80

B: 23

Hex: 0C363D

**Split complementary colours*

BRAND FONTS

LOGO: Ibarra Real Nova Bold

A	B	C	Č	Ć	D	Đ	E	F	G	H	I	J	K	L	M	N	O	P
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e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	š	t	u	v
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MENU TITLES: Ibarra Real Nova SemiBold

MENU BODY TEXT: Avenir Book

MENU BODY SUB-TEXT: Avenir Light Oblique

LOGO DESIGN



PETIT LAPIN



MENU DESIGN



PETIT LAPIN



PETIT LAPIN

Les Hors D'oeuvres

Pâté de lapin	7.95
<i>Rabbit paté</i>	
Gambas flambée au pastis	9.95
<i>Tiger prawns in pernod</i>	
Carpaccio de boeuf	8.95
<i>Beef carpaccio</i>	
Salade d'endives et noix	6.95
<i>Endive salad with walnuts</i>	
Soufflé au fromage	7.95
<i>Cheese soufflé</i>	
Moules à la crème normande	9.95
<i>Mussels in cream</i>	
La soupe à l'oignon	7.95
<i>French onion soup</i>	

Les Viandes

Magret de canard au poivre	24.95
<i>Roasted breast of duck</i>	
Filet mignon aux oignons	25.95
<i>Pork filet mignon with onions</i>	
Choucroute alsacienne	21.95
<i>Pickled cabbage with pork knuckle</i>	
Tournedos de boeuf	24.95
<i>Beef tenderloin</i>	
Endive flammard	23.95
<i>Ham-wrapped endives</i>	
Côte de veau aux échalottes	22.95
<i>Veal chops with shallots</i>	
Emincé de volaille sauce roquefort	23.95
<i>Filet of chicken in roquefort sauce</i>	

Les Poissons

Coquille st. jacques grillée	24.95
<i>Grilled scallops</i>	
Filet de daurade rouge	27.95
<i>Filet of sea bream</i>	

Harengs calaisienne	21.95
<i>Baked fresh herrings</i>	
Terrine de saumon aux epinards	22.95
<i>Salmon and spinach terrine</i>	
Waterzoi	22.95
<i>Freshwater fish stew</i>	
Fricassée de st. pierre façon	22.95
<i>Roasted filet of john dory</i>	
Aile de raie aux câpres	\$3.95
<i>Skate wing with capers</i>	

Les Dessert

Salade de fruits frais	6.95
<i>Fresh fruit salad</i>	
Tarte fine aux pommes	7.95
<i>Apple pie</i>	
Gaufres à la citronille	6.95
<i>Pumpkin waffles</i>	
Crémè caramel	6.95
<i>Baked caramel custard</i>	
Mousse au chocolat	7.95
<i>Chocolate mousse</i>	
Marrons glacés	6.95
<i>Candied chestnuts</i>	
Sorbet de chef marcel	6.95
<i>Lemon sorbet with calvados</i>	



WINE LIST DESIGN



PETIT LAPIN

Vins Blancs

Château Camollier 2000 Chardonnay	28
Marquis de Drollet 1999 Blanc	32
Drabot 2000 Bourgogne Blanc	34
Partinet 2001 Macon Villages	36
Jallot 1999 Sauvignon Blanc	38

Vins Rouges

Château Bratinesse 2009	28
Marquis de Vossage 1010 Merlot	30
Rintonnet 2000 Beaujolais Villages	34
Lindoq 2008 Merlot	36
Joseph Frontin 2000 Pinot Noir	42

Champagnes

Drolinger Cuvée	30
Paul Timonêtre Brut	38
Melandere Brut Excellente	42
Salinger Premier Cru	48
Vosderges Brut Réserve	39

Vins Du Maison

Shiraz/Cabernet Sauvignon (B.C.)	22
Sauvignon Blanc (B.C.)	22