

# L'ETIOLE PATISSERIE

MINNEAPOLIS MN

**VISUAL IDENTITY**



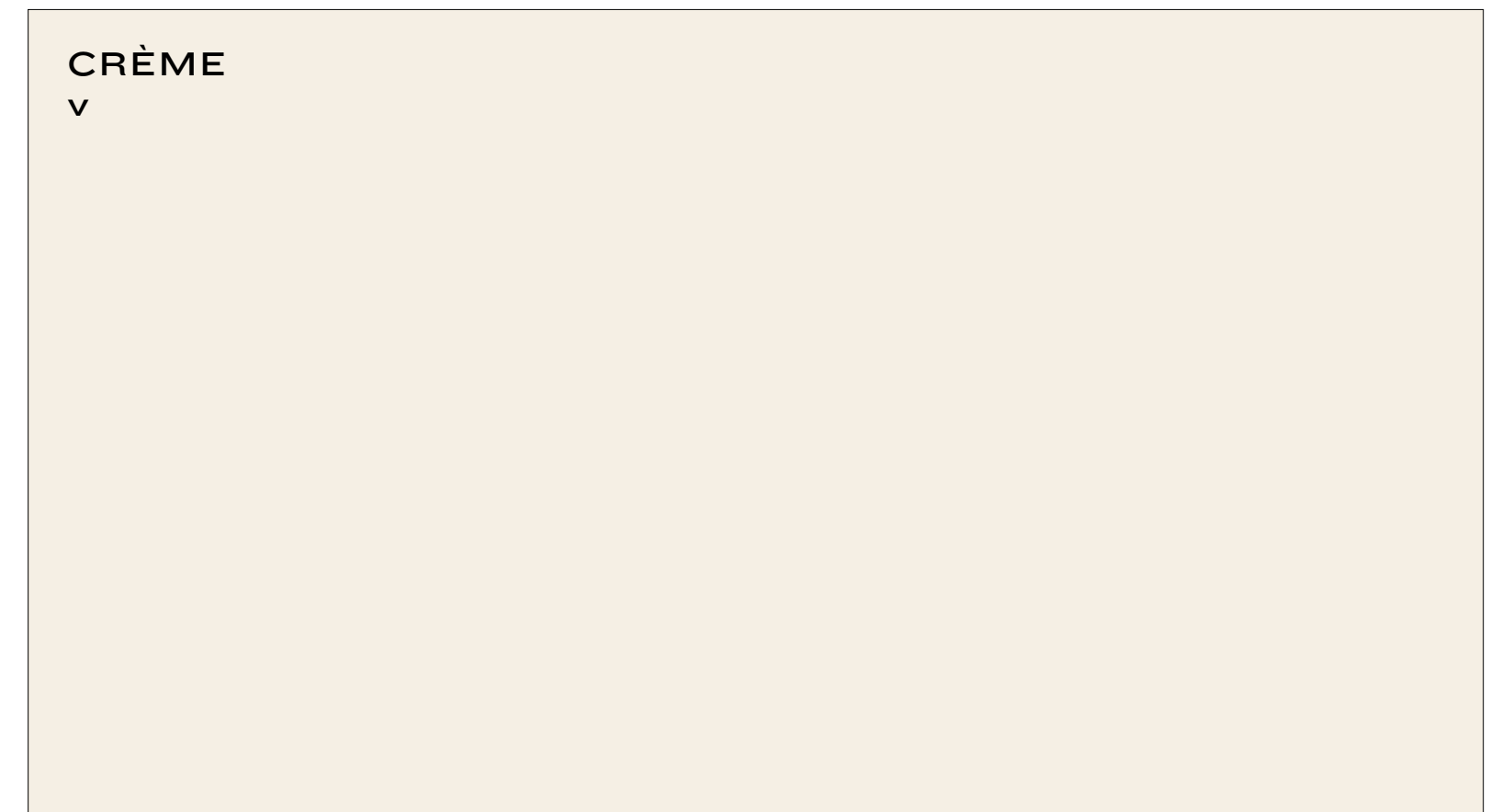


L'ETIOLE  
PATISSERIE

L'ETIOLE  
PATISSERIE

*Boréales*

CRAFTED COCKTAILS



Identity  
Brothers

Headlines  
Storefront Pro

Subhead  
Knockout

Large Copy  
Knockout

Body Copy  
Sentinel

## L'ETIOLE PATISSERIE

*Headline here*

EST. 2023

FINEST QUALITY

FRENCH INGENUITY

THE INGENUITY AND DELICACY OF THE FRENCH. EQUID QUI DEBISITATIAS ENT IPIT OFFICTAQUE PORE QUID ELESCIENT VOLLAUT PORUNT, UTEM LANDITA ECESTET OMNIATIS ALICI OMNIT LABORERO MOLUPTA.

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L'ETIOLE  
 PATISSERIE  
*hand crafted*  
 FROM FRANCE

L'ETIOLE  
*Pâtisserie*  
 FRENCH DELICACY

L'ETIOLE  
 PATISSERIE  
*Boréales*  
 CRAFTED COCKTAILS

*Boréales*  
 THE BAR AT  
 L'ETIOLE

THE HEART OF L'ETIOLE

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SIGNATURE COCKTAILS

THE CLASSIC FRENCH 75 \$20

Dry gin, champagne, lemon juice, and sugar formulated to feel authentic while not being too sweet. Designed to knock your socks off respectfully.

THE CLASSIC FRENCH 75 \$20

Dry gin, champagne, lemon juice, and sugar formulated to feel authentic while not being too sweet. Designed to knock your socks off respectfully.

SIGNATURE COCKTAILS

*The Classic French 75* \$20

Dry gin, champagne, lemon juice, and sugar formulated to feel authentic while not being too sweet. Designed to knock your socks off respectfully.



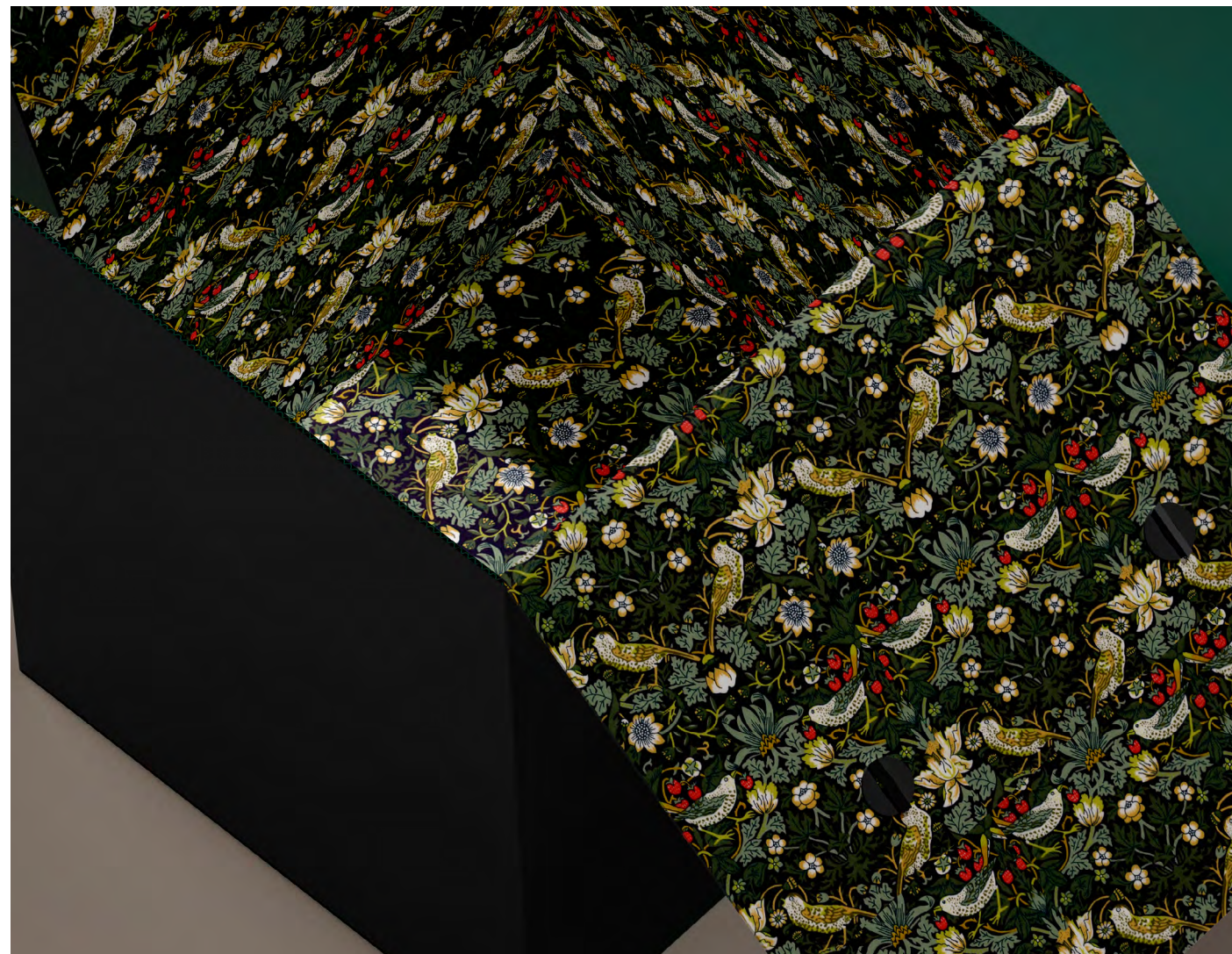
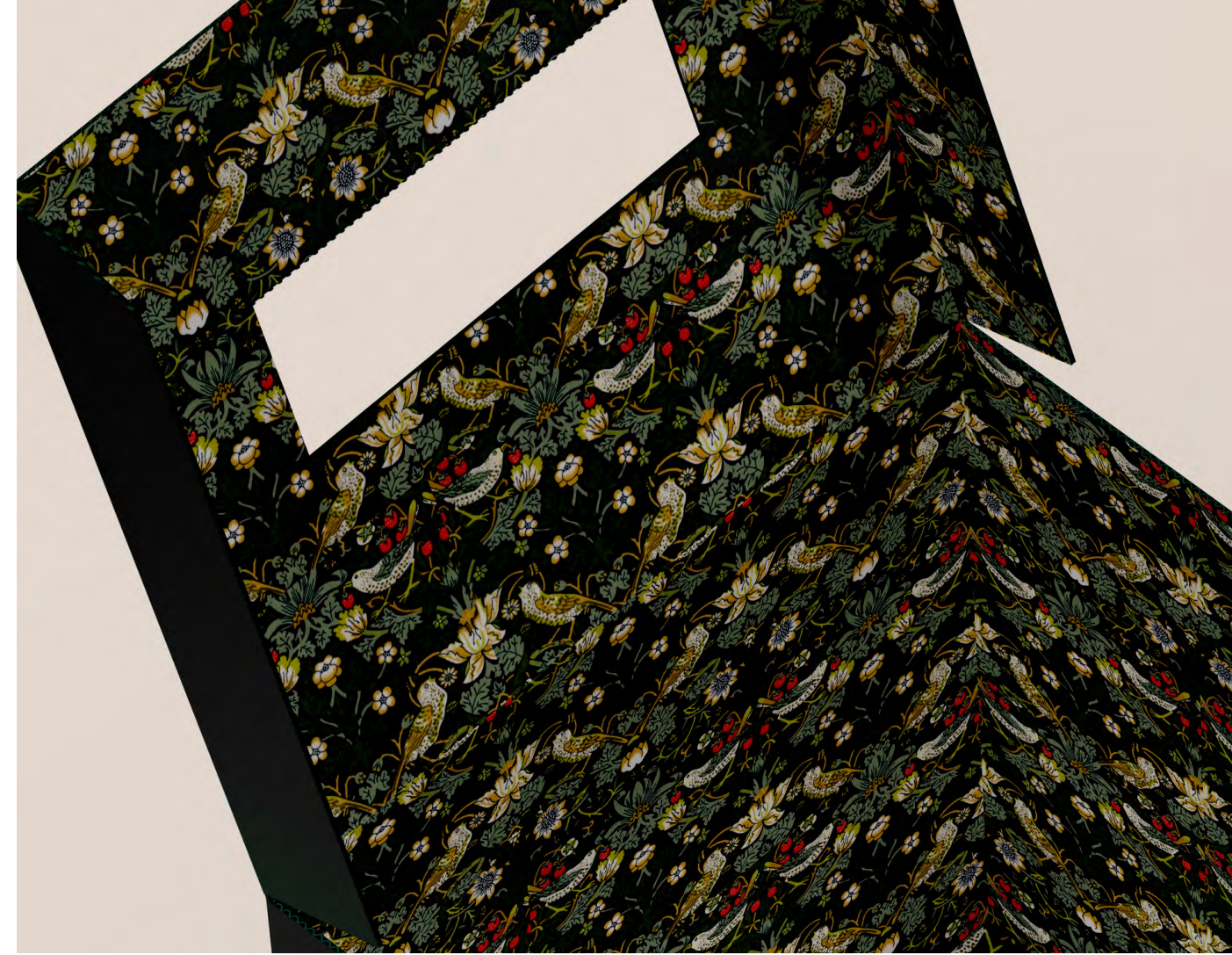
**LETIOLE PATISSERIE**



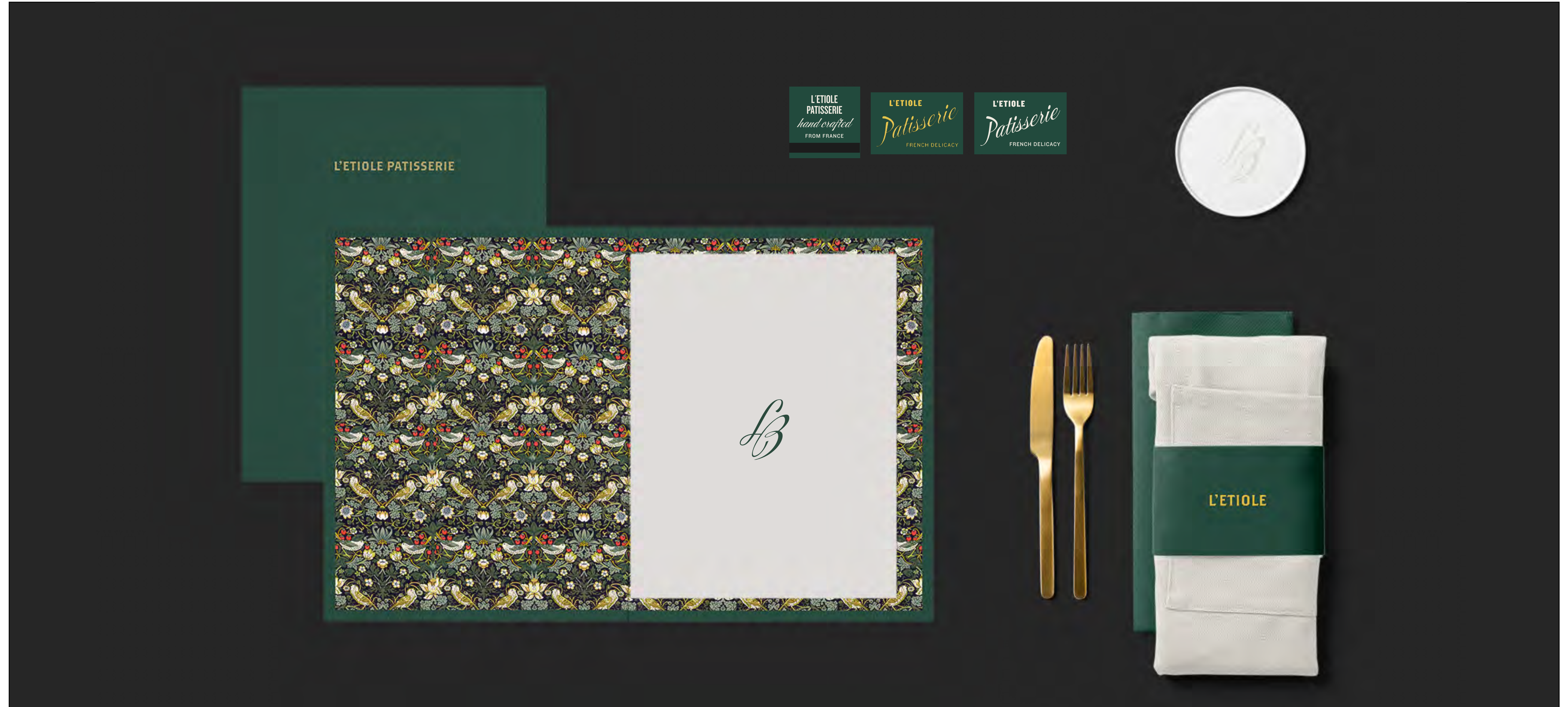












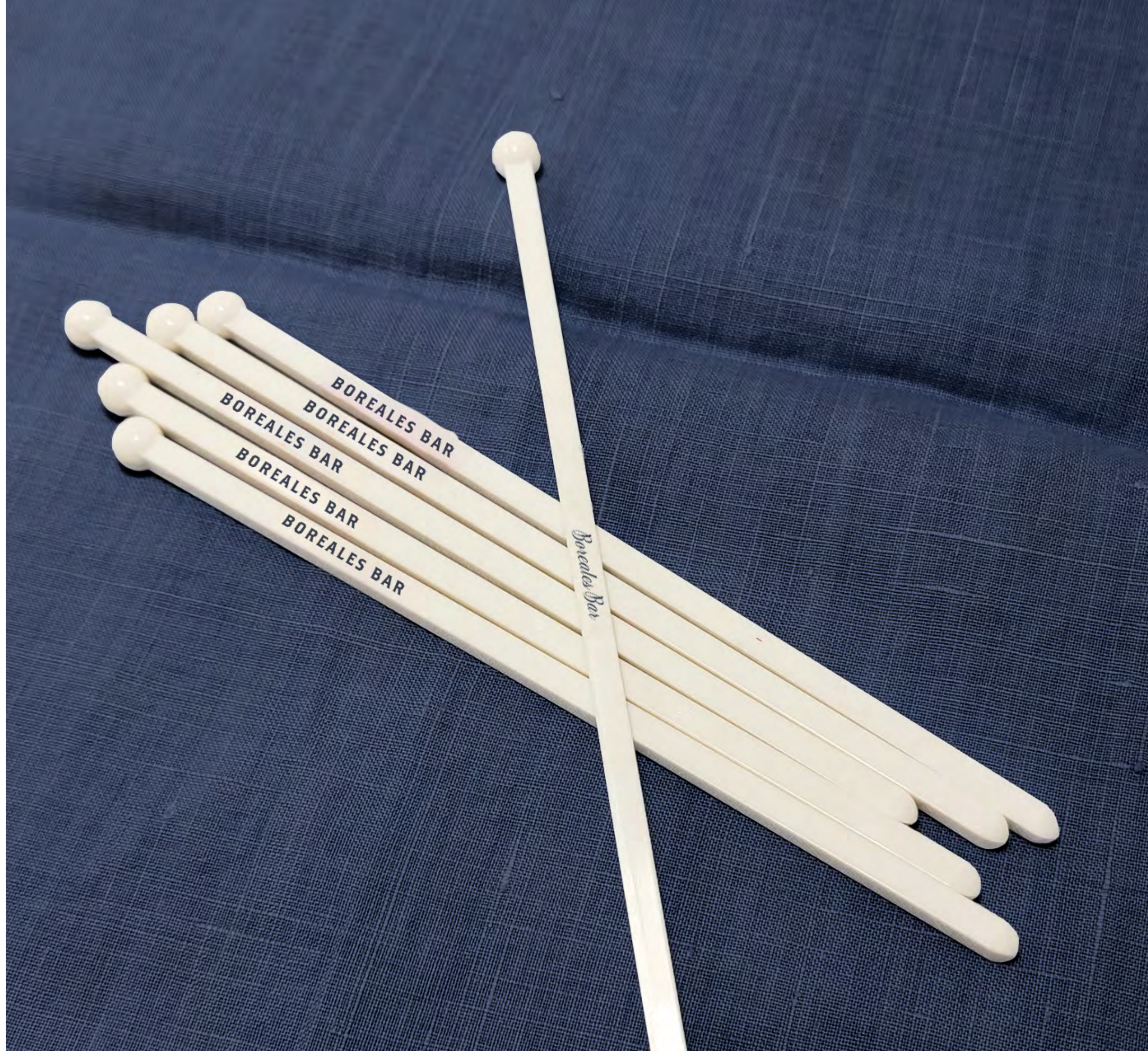




**BOREALES BAR**









**ONLINE PRESENCE**

# L'ETIOLE PATISSERIE

[MENU](#)

[SEASONAL SPECIALS](#)

[ABOUT](#)

[CONTACT](#)

[BOREALES BAR](#)





**UNIFORM & MERCH**

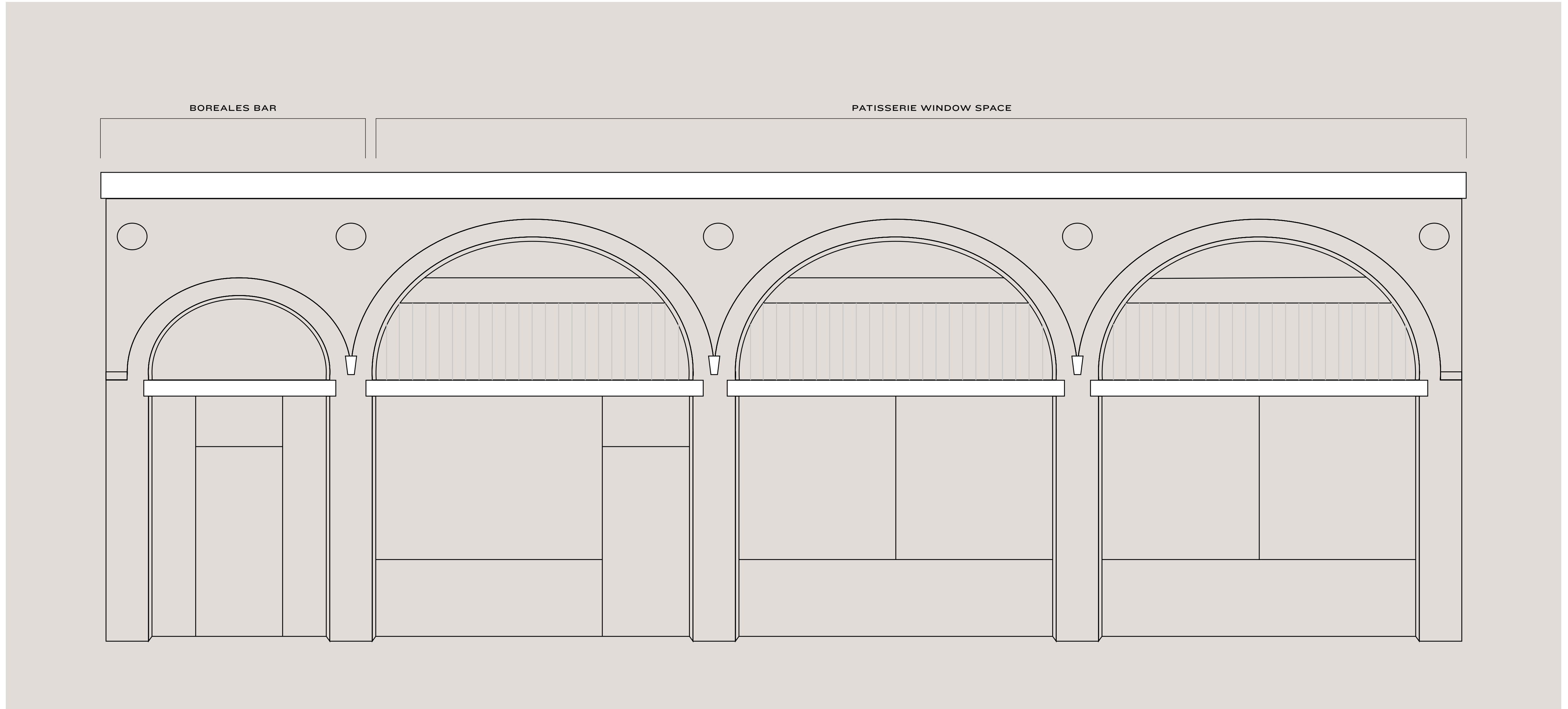




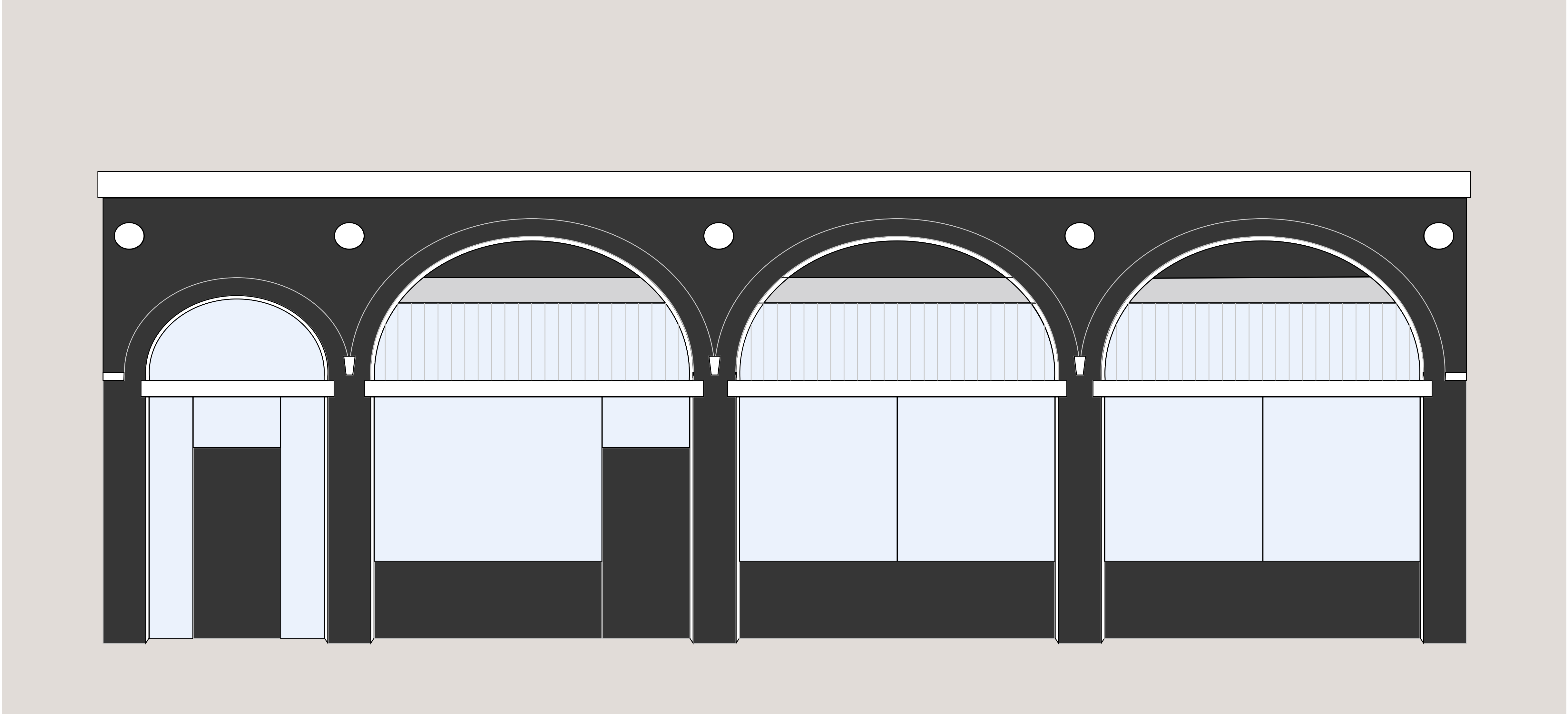


**THE SPACE**

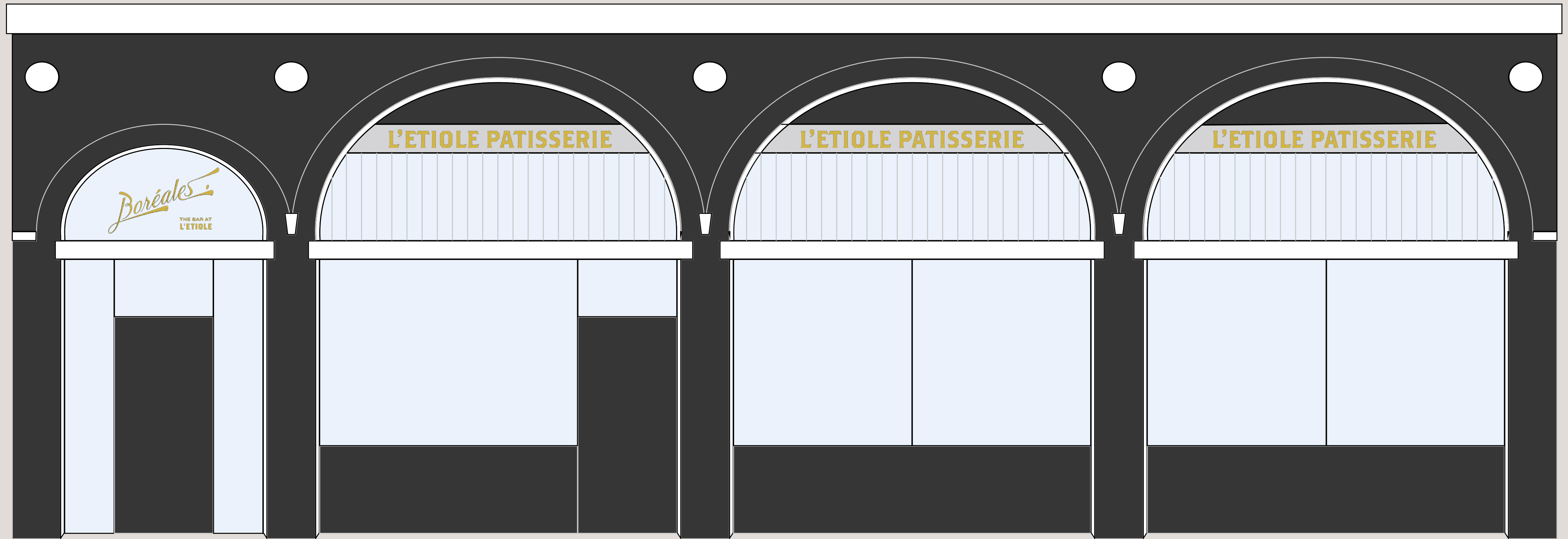
A two dimensional rendering of the side view of the building. While all spaces are connected through the interior, both the Patisserie and the Boreales Bar have doors that access the street.



The building, currently with a brick facade, will be plastered with black, to highlight the big arched windows and give it a cleaner, more sophisticated feel.



The windows are used as a means of wayfinding, signage and decoration through traditional gold leaf practices linking back to historic french storefronts.





THANKS :)

KNOXIE LE ROUX

# L'ETIOLE PATISSERIE

MINNEAPOLIS MN

ADV 1 | PROJ ONE