

ELEVATION BRASSERIE  
REBRAND  
DESIGN PROCESS



 **CRAFTED**   
NC ★ EST ★ 12

**warm**

**E**

**nature**

**unique**

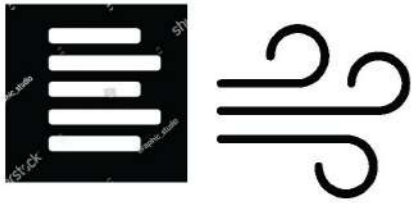


*Steph's*  
**KITCHEN**  
FOOD & DRINK  
EST. 2014

**L**



**beautiful**



**ELEVA**



**BRAND DESIGN**



**our place**



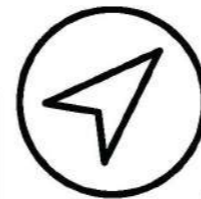
**ELEVATION**



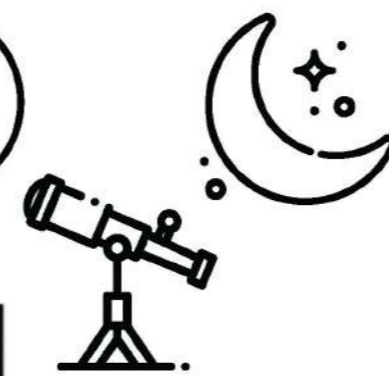
**Elevation**



**treasure**



**ELEVATION**



**view**



**destination**

**rustic**





yummy

food

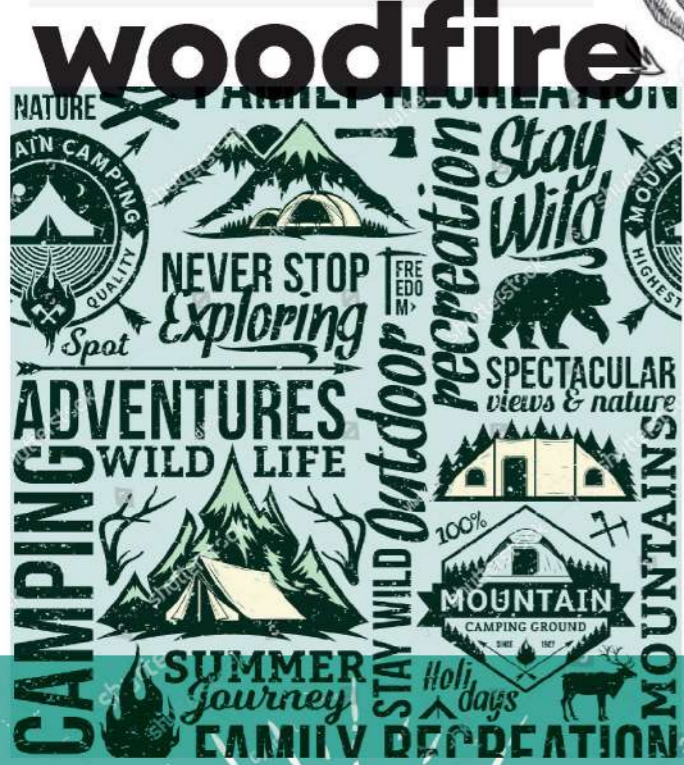


above

menu

# GRAPHIC ELEMENTS

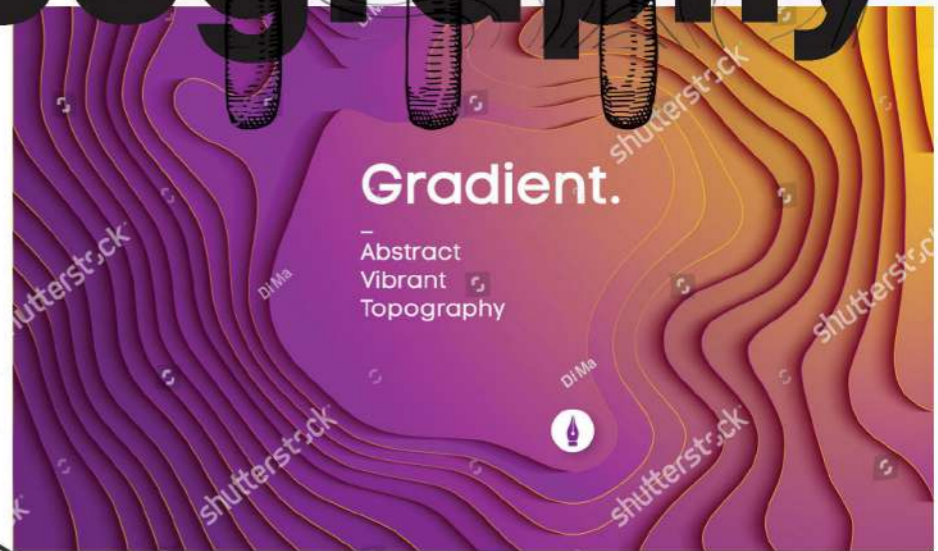
topography



woodfire

rustic

beautiful



Gradient.

Abstract  
Vibrant  
Topography



welcome



**beautiful**

**fun**



**healthy**

**IMAGERY**

**modern**

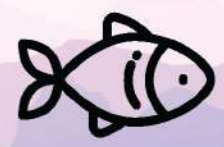
**relaxing**

**stunning**

**sky**

**landscape**

**nature**



**picturesque**



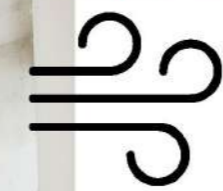
**clean**



**hand crafted**

**unique**

**INTERIOR**



**interesting**



**welcoming**



**modern**



**stylish**





Elevation Custom Green

R=99 G=127 B=81  
C=63 M=33 Y=79 K=15



Elevation Custom Black

R=58 G=58 B=58  
C=68 M=62 Y=61 K=52



**Best Food in Auckland**



**Best Food in Auckland**



**Best Food in Auckland**



**Best Food in Auckland**



**Best Food in Auckland**



**Best Food in Auckland**



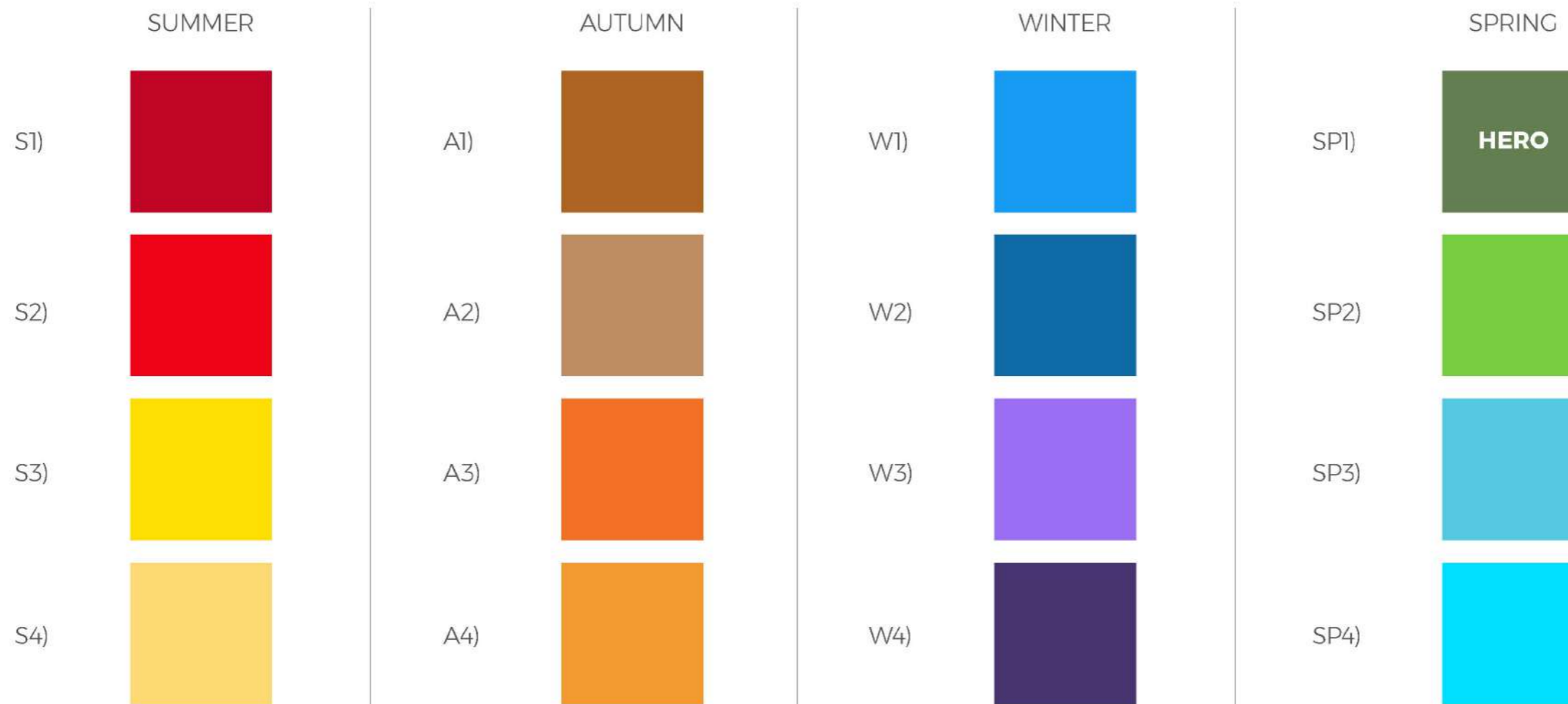
**Best Food in Auckland**



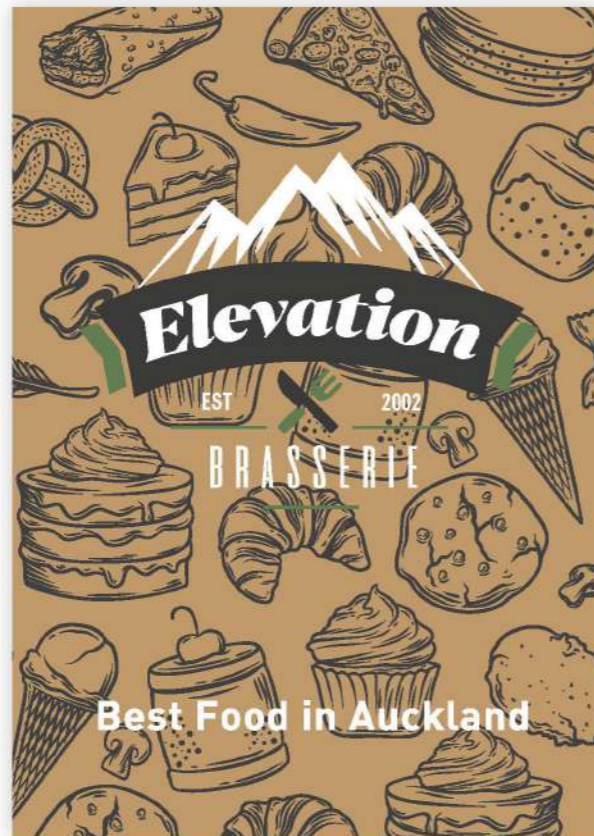
**Best Food in Auckland**



## Best Food in Auckland



Poster overlay example



Menu example



## Graphic possibilities

This is how the brand could look across a menu, poster and a banner with graphics behind it.

Graphic overlay example

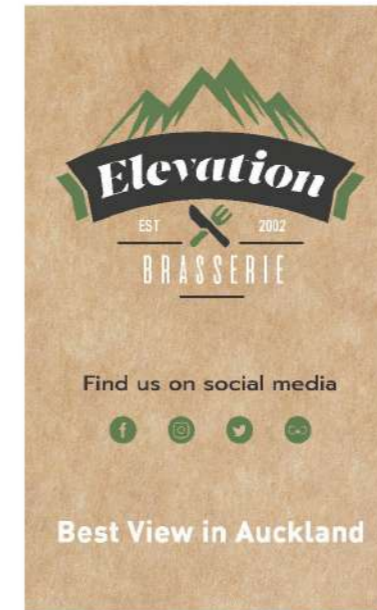
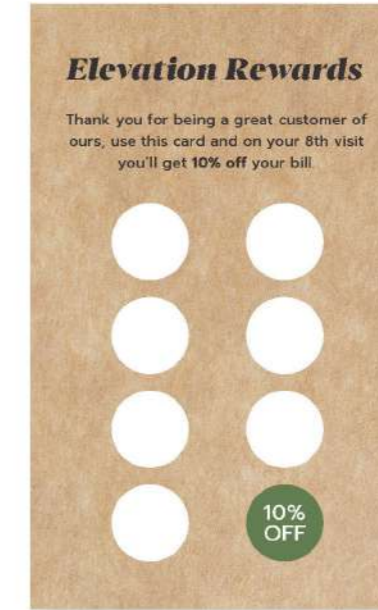












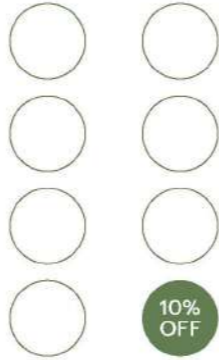


+64 9 814 8727  
473 Scenic Drive, Waiatarua, Auckland  
elevationbrasserie.co.nz

Best View in Auckland

### Elevation Rewards

Thank you for being a great customer of ours, use this card and on your 8th visit you'll get 10% off your bill.



Find us on social media  
f i t g+

Best View in Auckland

Brett Kenyon  
Manager

+64 9 814 8727

473 Scenic Drive,  
Waiatarua, Auckland

elevationbrasserie.co.nz



Best View in Auckland



New Email - □ ×

---


To : me,customer (2) Cc Bcc

---

Subject : have meeting today. 🔗

---


**Brett Kenyon**  
Manager



## Best View in Auckland

📞 +64-9-8148727  
📍 473 Scenic Drive, Waitarua, Auckland  
🌐 [elevationbrasserie.conz](http://elevationbrasserie.conz)

[f](#) [@](#) [t](#) [v](#)



▼ 🗑️ 📍 ☆ 📎 ⌂ Send



# STATIONERY/MENU/SIGNAGE

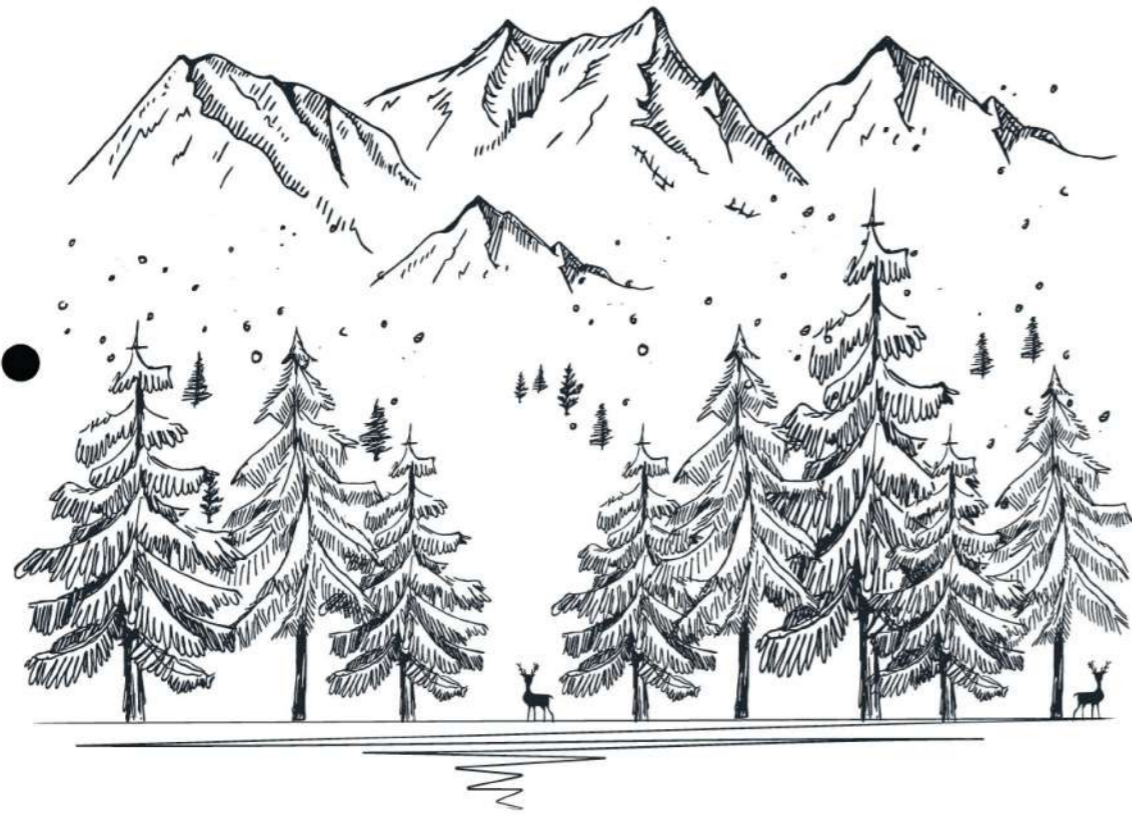








Best View in Auckland



◇◇◇◇ MENU ◇◇◇◇  
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Best View in Auckland



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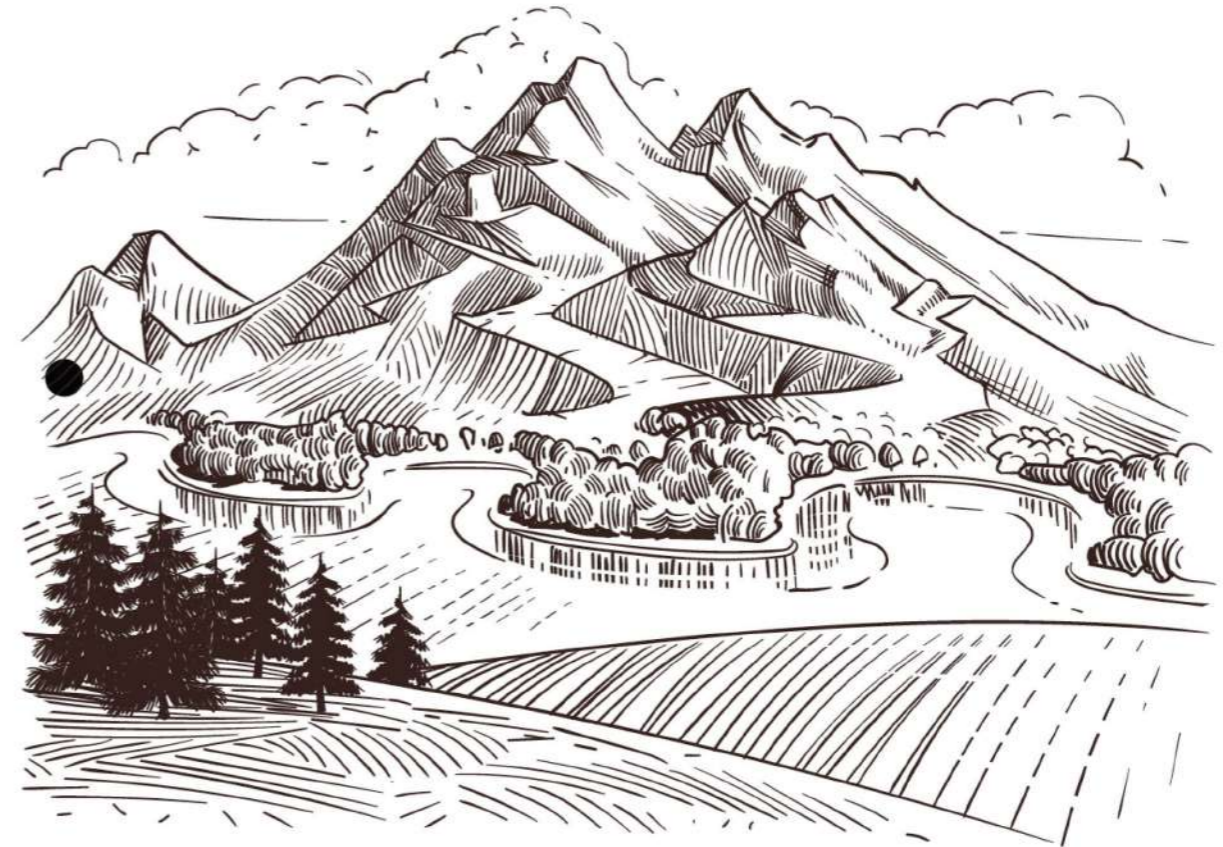
Best View in Auckland



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Best View in Auckland



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# How did you get to Elevation?



Seaplane?

Awesome scale ★ ★ ★ ★ ★ 2 stars



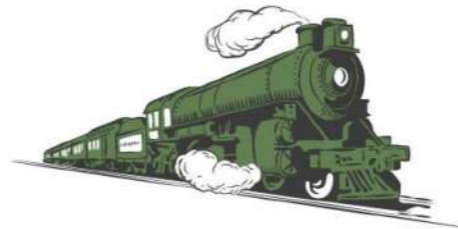
Canoe?

Awesome scale ★ ★ ★ ★ ★ 3 stars



Horseback?

Awesome scale ★ ★ ★ ★ ★ 4 stars



Train?

Awesome scale ★ ★ ★ ★ ★ 2 stars



Car?

Awesome scale ★ ★ ★ ★ ★ 1 star



Whaleback?

Awesome scale ★ ★ ★ ★ ★ 5 stars

## Brunch

Available until 4pm everyday

### Breakfast of Champignon \$18

Smoked mushrooms and baked soft tofu on a bed of kale & roast corn colcannon, and a cashew & nori hollandaise.

VG V GF

### Mountainside Benedicts \$19

Poached eggs served with potato hash, capers, seasonal greens and homemade hollandaise, with either bacon or smoked mushrooms (VG).

VG GF

### Salmon Benedicts \$22

Poached eggs served with potato hash, capers, seasonal greens, homemade hollandaise and salmon.

GF

### Pancakes \$15

Served with maple syrup. Add a fried banana (+\$2) or bacon (+\$3).

VG

### Full Breakfast \$24

Bacon, sausage, smoked mushrooms, eggs cooked to your style, tomato, potato hash and toasted homemade bread.

### Eggs on Toast \$12

Eggs cooked to your style on toasted homemade bread. For a touch extra, add on some bacon (+\$3) if you want (DF).

VG DF

## Specials

### Chef's Special \$18

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin vehicula pretium libero.

VG DF

### Spring Special \$22

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin vehicula pretium libero.

VG