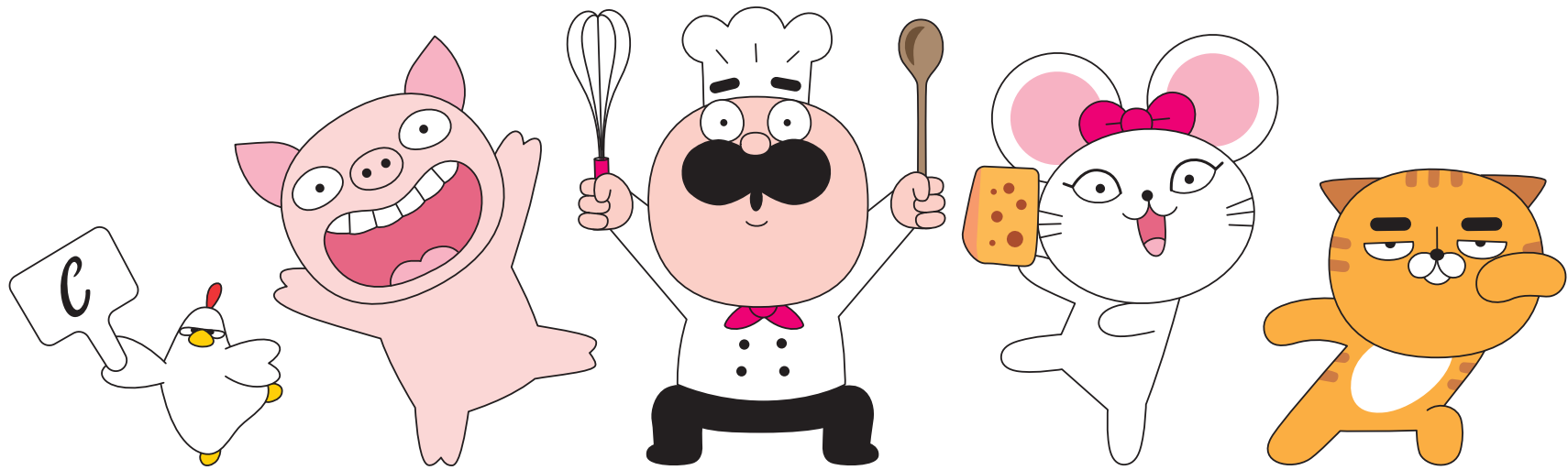


# Chefclub<sup>®</sup>

## STYLEGUIDE



# CHEFCLUB

---

# PRESENTATION

Chefclub was launched in 2016 in Paris by 3 brothers who wanted to bring everyone together in the kitchen. Everyone? Literally everyone: Beginners, enthusiasts, experts, women, men, teenagers... and kids, as from 3 years old!

Through its recipes, its products and its immersive universe, Chefclub's mission is to bring children and adults together in the kitchen.

Everyone, everywhere in the world. Thanks to an innovative positioning between cooking and entertainment, the brand is growing fast: it generates 2 billion views each month in Europe, in the US, in South America and in China. Today, the brand gathers 100 million followers on social networks.



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01

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# INTRODUCTION

**INTRODUCTION**

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# INTRODUCTION

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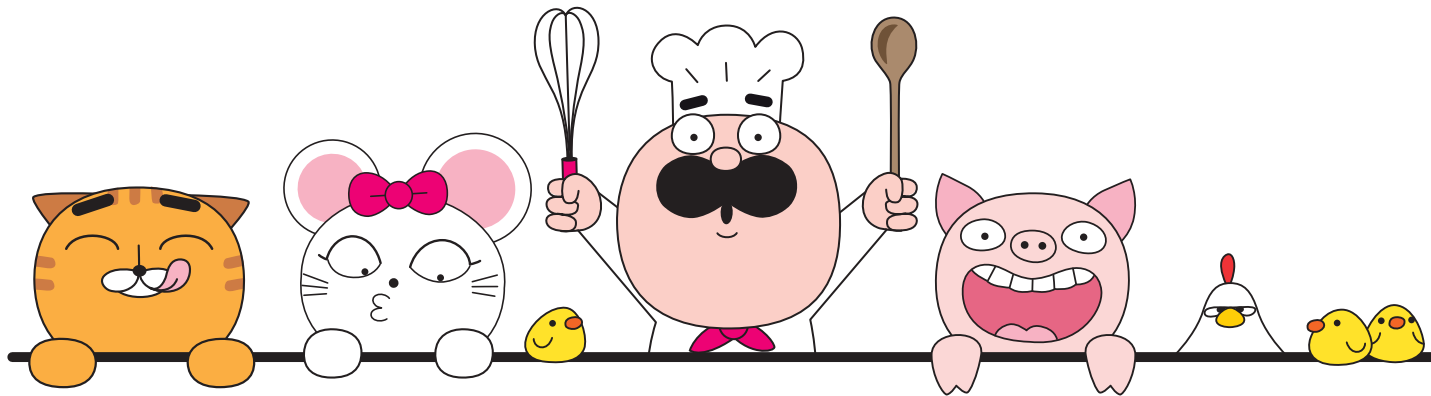
In this style guide, we have provided all the art and creative tools you will require to develop fabulous Chefclub merchandise.

The style guide should always be used for reference. The style guide should be a source of inspiration for you.

Be creative and use this flexible guide to develop a wide variety of designs ! **ENJOY!**



Bring everyone together in the kitchen,  
by making it fun and approachable.



## **TONE OF VOICE**

---

**OFFBEAT TONE**

**SPARKLING**

**FUN**

**SMART**

**POP**

**ACCESSIBLE**

**INNOVATIVE**

## **BRAND VALUES**

---

**APPROCHABLE**

**CONVIVIAL**

**ASTONISHING**

**FUN**

**CREATIVE**

**INNOVATIVE**

## **BASELINE**

---

**" IT'S SHOWTIME  
IN THE KITCHEN! "**

# THE BRANDS

---

## Chefclub®

**THE UMBRELLA BRAND WHICH COVERS EACH THEMATIC CHANNEL OF THE GROUP.**

Chefclub is organized into 5 market-driven channels, each capturing an important audience.

### THE THEMATIC CHANNELS

**Chefclub®**  
▶ ORIGINAL

Amaze your friends and family  
with extraordinary recipes.  
Yummy, complex-free cooking.

**Chefclub®**  
▶ KIDS

Get Kids in the kitchen for family time.  
A channel dedicated to kids, parents or  
grand-parents to share qualitative family time.

**Chefclub®**  
▶ DAILY

Everyday food, reinvented.  
Easy, affordable and fun recipes  
for everyday cooking.

**Chefclub®**  
▶ LIGHT & FUN

Control your weight with a smile.  
An alternative for calorie-  
conscious people.

**Chefclub®**  
▶ COCKTAILS

Spice up your night with extraordinary  
cocktails. Astonishing cocktails to  
amaze your friends and family.

02

---

# BRAND IDENTITY

## LOGOS

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## LEGAL LINES

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# 02

## LOGO

---



**LOGO\_CHEFCLUB.ai**

white version available > **LOGO\_CHEFCLUB\_W.ai**

**PANTONE BLACK C**

CO MO YO K100

RO VO B0

## LOGOS

---

### WORLDWIDE OUTSIDE OF USA and Mainland China

All licensed Articles, promotional, packaging materials and website as well as any other materials or support, must use Chefclub logo alone (DO NOT add Network or the name of a channel).



### USA TERRITORY

All licensed Articles, promotional, packaging materials and website as well as any other materials or support, must use Chefclub Network logo.



### MAINLAND CHINA TERRITORY

All licensed Articles, promotional, packaging materials and website as well as any other materials or support, must use Chefclub with the Chef logo.





# 02

## LOGO

## ORIGINAL

LOGO\_ORIGINAL.ai

WHITE VERSION: LOGO\_ORIGINAL\_W.ai

*Chefclub*®  
▶ ORIGINAL

PANTONE 1925 C  
C0 M100 Y50 K0  
R228 V0 B80

# 02

## LOGO

## KIDS

LOGO\_KIDS.ai

WHITE VERSION: LOGO\_KIDS\_W.ai

*Chefclub*®  
► KIDS

**PANTONE 166 C**

C0 M75 Y100 K0

R255 V107 B0

# Chefclub

Please note that Chefclub name should be written **all attached** with a **lower case "c" letter** at "club"

~~Chef Club~~

Don't separate "Chef" from "club".

~~Chef club~~

~~ChefClub~~

Don't use a cap letter at "club".



Don't change the color.  
Please only use the official colors and logos.



Don't amend the shapes, the letter cases, the sizing  
relationship or proportions of logo elements.



On color background, please use the white versions  
of the logo, available on the 01\_LOGOS folder.



Don't change the fonts

# 

*Chefclub®*

FOR

**TITLES HEADLINES  
TEXTS  
SUB-TITLES**

**FUTURA PT**

Light, Book, Medium, Demi, Heavy,  
Bold, Extra Bold + italic versions

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
!"#\$%&(\* )+/-,.;<=>?@[\\]^\_`{|}~©®•

FOR

**ART DESIGN  
TYPEPHRASES  
ONOMATOPOEIA**

**BURBANK BIG CONDENSED**

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
!"#\$%&(\* )+/-,.;<=>?@[\\]^\_`{|}~©®•**

These fonts are provided for creative reference only.  
Actual use of the above fonts may require your business to secure its own font software license, at its own cost, directly from the font owner.

## FONTS & USES

---



FOR

**TITLES HEADLINES  
TEXTS  
SUB-TITLES**

---

**FUTURA PT**

Light, Book, Medium, Demi, Heavy,  
Bold, Extra Bold + italic versions

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
!"#\$%&(\* )+/-,.;<=>?@[ \ ] ^ { | } ~ © ® •

FOR

**ART DESIGN  
TYPEPHRASES  
ONOMATOPOEIA**

---

**DL SNEMAND**

Regular

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789  
!"#\$%&(\* )i/-,.;?¿@ \ |

These fonts are provided for creative reference only.  
Actual use of the above fonts may require your business to secure its own font software license, at its own cost, directly from the font owner.

# FONTS & USES



FOR  
TEXTS

**FUTURA PT**

Light, Book, Medium, Demi, Heavy,  
Bold, Extra Bold + italic versions

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
!"#\$%&(\*)+/-,.;>?^{| }@©® •

FOR  
ART DESIGN  
TYPEPHRASES  
ONOMATOPOEIA

**LEMONISM**

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789  
!"#\$%&(\*)+/-,.;<=>?@[\\]^{|}~©®•

FOR  
ART DESIGN  
ONOMATOPOEIA

**JELLY CRAZIES**

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
STUVWXYZ  
,, =

These fonts are provided for creative reference only.  
Actual use of the above fonts may require your business to secure its own font software license, at its own cost, directly from the font owner.

## FONTS & USES

---

Please respect the isolation area  
when you put a title in a shape.



Relationsize and letter case  
exemple for titles, subtitles  
and texts...

**TITLE**  
**subtitles**

Texts, paragraph, **important words**



## TYPEPHRASES

---

**"CHEESE"**

**"YUMMY"**

**"DINNER'S READY !"**

**"ON NE VA PAS EN FAIRE  
UN FROMAGE ?"**

**"CHEESE"**

**"MIAM"**

**"À TABLE !"**

These typephrases or onomatopoeias should be use on products or on promotionnal material with characters. Please use the associated brand fonts.  
All designs must be submitted to the approval department (p21).  
Please use the officcial color palette (p23).

## LEGAL LINES

---

Snacking Media considers the protection of their art designs to be of great importance and carefully monitors the use of copyright notices. The color palettes, fonts, and design elements expressed within the style guide have been chosen because they reflect the look and feel of the Chefclub properties.

Trademark and copyright notices on all Chefclub products, packaging, advertising, promotional material must follow these guidelines. All consumer communication related to Chefclub must also contain proper notices.

### **The copyright line usually appears in one of the following forms:**

#### **Full Version**

© (Market date) SNACKING MEDIA. [Brand] is a trademark of SNACKING MEDIA.  
All rights reserved.

#### **Short Version**

[Brand] ® & © SNACKING MEDIA.

Please use the longest line that space allows for.

The year should be updated with reference to the launch date of the relevant product/material.

## LEGAL LINES

---

**Here are some general guidelines for copyright and designs use:**

1. The likenesses, drawings and reconditions of all characters are protected under copyright, their use must be approved.
2. All product, promotional and packaging materials, website, regardless of size, must bear the trademark and copyright notice.
3. The Chefclub logo must be prominently displayed on all Licensed Articles, promotional and packaging material. Any point of purchase displays must also include the Chefclub logo and copyright notice. If a permanent sewn-in label of any kind is affixed to the Licensed Articles, the Chefclub logo must be part of the sewn-in label. No other trademark or logo shall be displayed more prominently than the Chefclub logo.
4. Logo and characters poses should not be covered or distorted on the product. Never change the rotation of the logo. Never change the colors of the logo and the character poses.
5. Use the approved phrases exactly as they appear. The phrases may appear in any fonts and any colors proposed on this guide. Their use must be approved.
6. The names of the characters must be used in full as they appear in the guide.
7. All product, packaging, advertising, promotions, catalogs, brochures, websites and any other materials using Chefclub logo and/or characters must receive written approval from Snacking Media prior to production and distribution.

## COLOR PALETTE

---

**PANTONE 1925 C**

C0 M100 Y50 K0  
R228 V0 B80

**PANTONE 211 C**

C0 M65 Y0 K0  
R249 V125 B184

**PANTONE 166 C**

C0 M75 Y100 K0  
R255 V107 B0

**PANTONE 7723 C**

C70 M10 Y55 K0  
R0 V169 B133

**PANTONE 311 C**

C75 M0 Y15 K0  
R0 V209 B255

**PANTONE 123 C**

C0 M30 Y90 K0  
R255 V185 B30

**PANTONE 660 C**

C85 M45 Y0 K0  
R0 V123 B196

**PANTONE 485 C**

C0 M95 Y85 K0  
R220 V36 B31

**PANTONE 7670 C**

C70 M70 Y0 K0  
R96 V53 B187

03

---

# APPROVALS

**APPROVAL PROCESS**

PAGE 9

**QR CODE**

PAGE 14

# APPROVAL PROCESS

---

It is your contractual obligation to submit to Snacking Media/Chefclub all prototypes of the Licensed Articles under your Merchandise License Agreement and all artwork, copy, packaging, literary text, advertising, website, promotional materials and other materials of any sort which utilize the Chefclub property, for Chefclub's review and prior written approval. The foregoing materials must be submitted to Chefclub at all stages of production as outlined below:

1. Concepts/Preliminary Designs
2. Pre-production samples
3. Production samples
4. Final

Please submit all materials to Chefclub via our online licensing management platform, Brainbase. If revisions are required at any stages, comments requesting revisions will be made through Brainbase platform.

As our partner, you'll be able to use this platform starting contract signature. Brainbase will be our hub for creative assets, product approvals/product submissions, and more. You will receive an invite email from Brainbase once your agreement is signed.

Once you receive the invite email, you can create an account and add your team if necessary. Upon your initial login, you will be greeted with an in-app tour of their product Assist. This tour will highlight the product's core features, live chat support, as well as accessing on-demand «How to» articles and videos to train you on using their platform.

Please submit physical samples or products at the following address:

**Chefclub/Snacking Media**

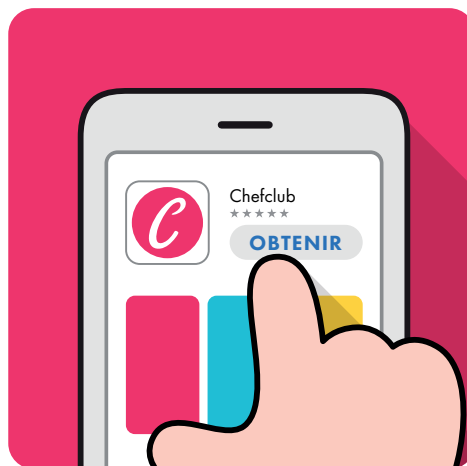
Attention: Marie-Laure MARCHAND  
9 rue de la Pierre Levée  
75011 Paris - FRANCE

Please allow 10 business days for each of the approval stages in your schedule.

# APPROVAL PROCESS

---

## HOW CAN I FIND CHEFCLUB VIDEOS USING QR CODES?



1

Download the Free Chefclub app using the QR code shown here.



2

Scan the QR code to watch the video.

# APPROVAL PROCESS

## LE CHICHE-KEBAB

LE FAMEUX SANDWICH ORIENTAL FAIT MAISON



6 PERSONNES



PRÉPARATION

25 minutes



CUISON

20 minutes à la poêle



INGRÉDIENTS

600 g de viande d'agneau  
12 tranches d'édam  
2 baguettes  
2 tomates  
2 oignons  
Salade  
Ketchup  
Moutarde  
Sauce samouraï  
Quatre-épices  
Persil  
Sel et poivre



MATÉRIEL

1 bouteille en plastique  
1 mixeur  
1 conserve en verre  
6 piques à brochettes

- 1 Couper la bouteille en 2 dans la largeur (1). Hacher l'agneau et y ajouter du persil ciselé, du quatre-épices, du sel et du poivre (2).
- 2 Fourrer le hachis dans la partie supérieure de la bouteille. Retourner la conserve, retirer le bouchon de la bouteille (3) puis enfoncer la conserve dans la bouteille pour faire sortir des boudins de viande et les embrocher sur les piques (4).
- 3 Cuire les brochettes à la poêle jusqu'à ce qu'elles soient bien colorées (5). Faire fondre les tranches d'édam 2 à 2 et rouler dedans les brochettes cuites (6).
- 4 Garnir les baguettes coupées en 3 avec de la salade, des tranches de tomates et les brochettes au fromage sans leurs piques (7). Ajouter des rondelles d'oignons, de la sauce ketchup, moutarde ou samouraï (8) puis déguster (9).



### ASTUCE CHEFCLUB

Pour réaliser cette recette, le meilleur morceau à choisir chez votre boucher est de l'épaule désossée, qui comporte le bon équilibre de muscle et de gras. N'hésitez pas à demander à votre boucher de la hacher !

Laissez-vous guider par la vidéo pour former les brochettes



LA RECETTE EN VIDÉO  
Scannez le QR code ou tapez  
12345 dans l'App Chefclub



L'idée Chefclub

FABRIQUER SON KEBAB  
AVEC UNE BOUTEILLE





# 04

---

## CHARACTERS

### **SIZE RELATION**

PAGE 25

### **CARLTON**

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### **ELVIS**

PAGE 41

### **KIKITOS**

PAGE 50

### **MAURICE**

PAGE 26

### **LOLA**

PAGE 36

### **COLETTE**

PAGE 46

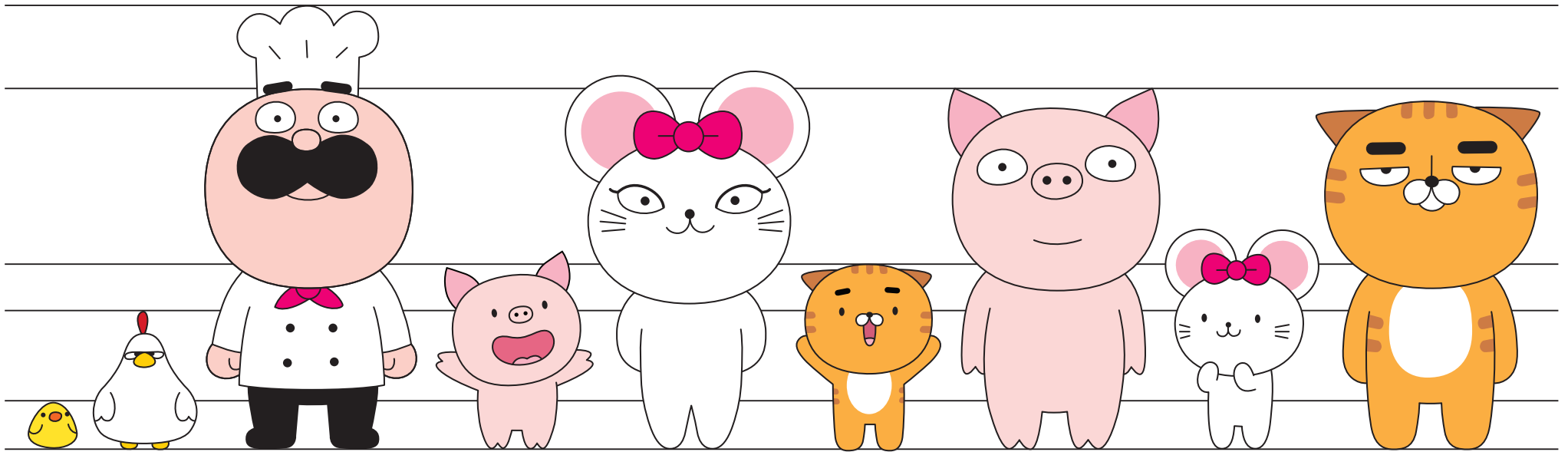
### **GROUP POSES**

PAGE 54

04

## SIZE RELATION

---



## MAURICE

### Maurice, Head chef and team leader

Has always had a mustache, hipster before it was cool (his chef hat came a little later).

### His personality

Goat cheese and honey. Get it?

Character and sweetness on crispy bread!

### Origins

Once a sailor, now a chef because the pull of feeding those he loved was even stronger than the tides. The Chefclub crew is his chosen family.

### Fan of

Rock (loud!) and jazz

### Favorite dish

Beef bourguignon

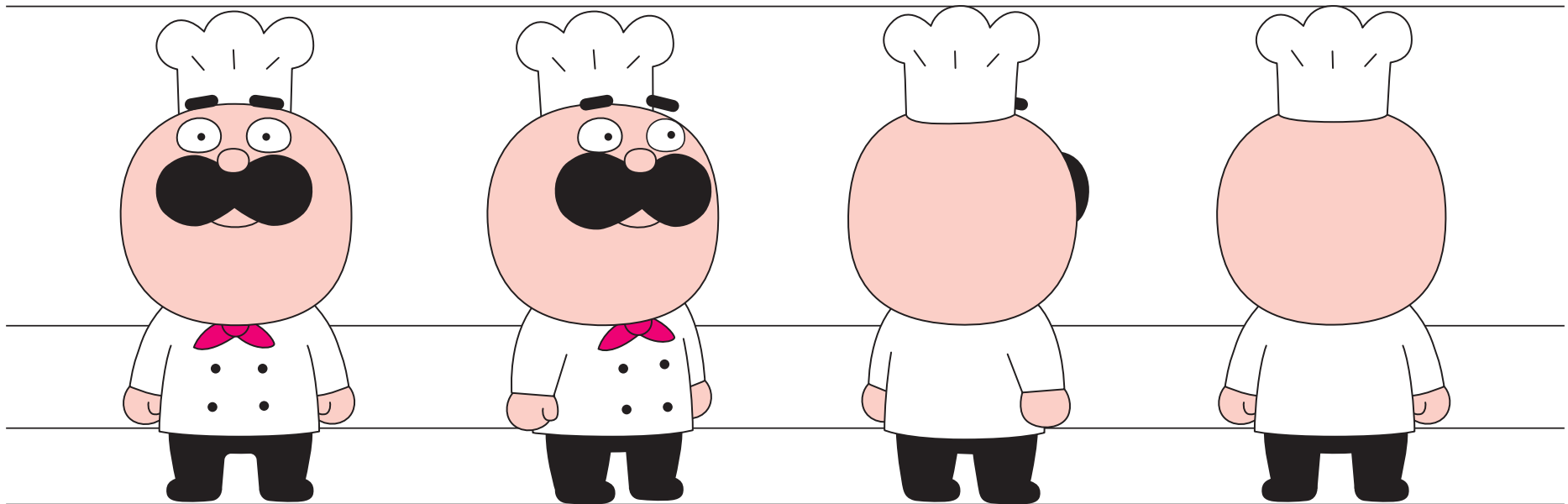
### Favorite quote

Maurice's golden rule: "Treat food the way you would want to be treated".

### Catch phrases

"DINNER'S REAAADY!", "DIG IN!",  
"CAREFUL, IT'S HOT!"





Lines / mustache / pupils / eyebrows / chef's coat buttons / pants

**PANTONE BLACK C** / C0 M0 Y0 K100 / R0 V0 B0

Chef's hat & coat / eyes

**WHITE** / C0 M0 Y0 K0 / R255 V255 B255

Skin

**PANTONE 698 C** / C0 M22 Y15 K0 / R251 V214 B209

Scarf

**PANTONE 213 C** / C0 M100 Y23 K0 / R250 V33 B98

Inner mouth

**PANTONE 7423 C** / C0 M73 Y24 K5 / R228 V98 B131

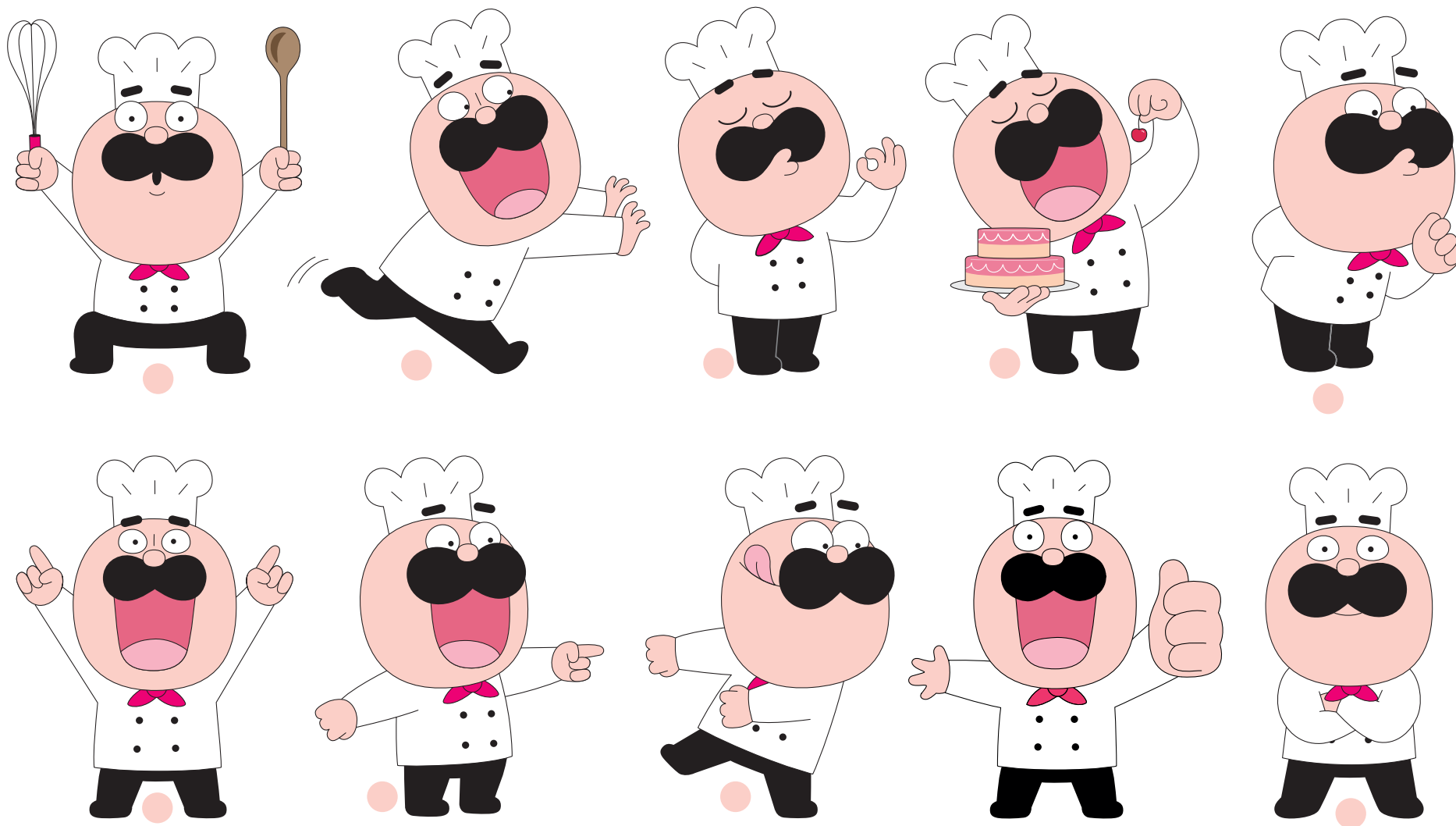
Tongue

**PANTONE 182 C** / C0 M37 Y8 K0 / R246 V186 B203

# MAURICE

## INDIVIDUAL POSES

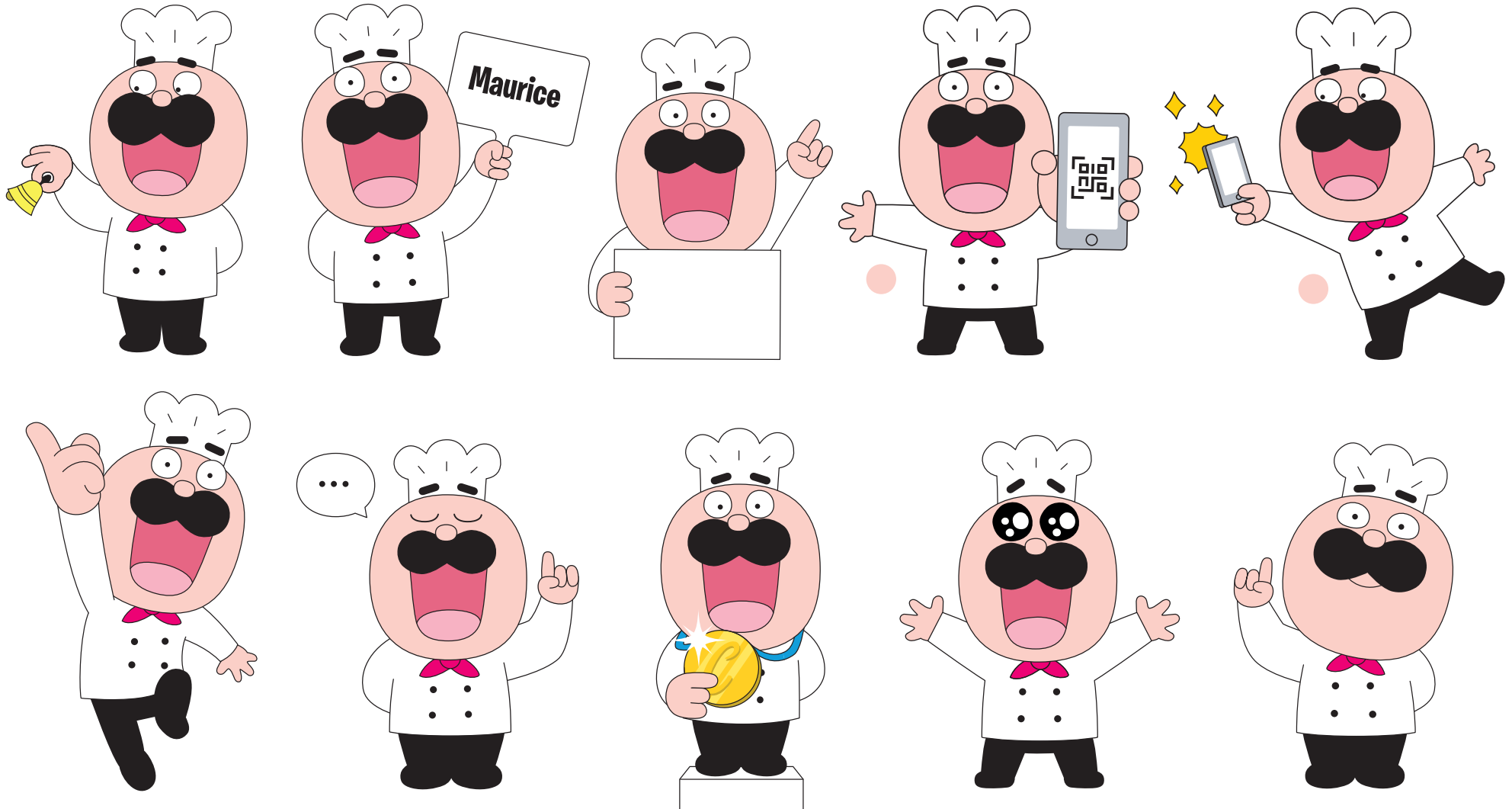
*Maurice\_IndividualPoses\_Artboard1*



# MAURICE

## INDIVIDUAL POSES

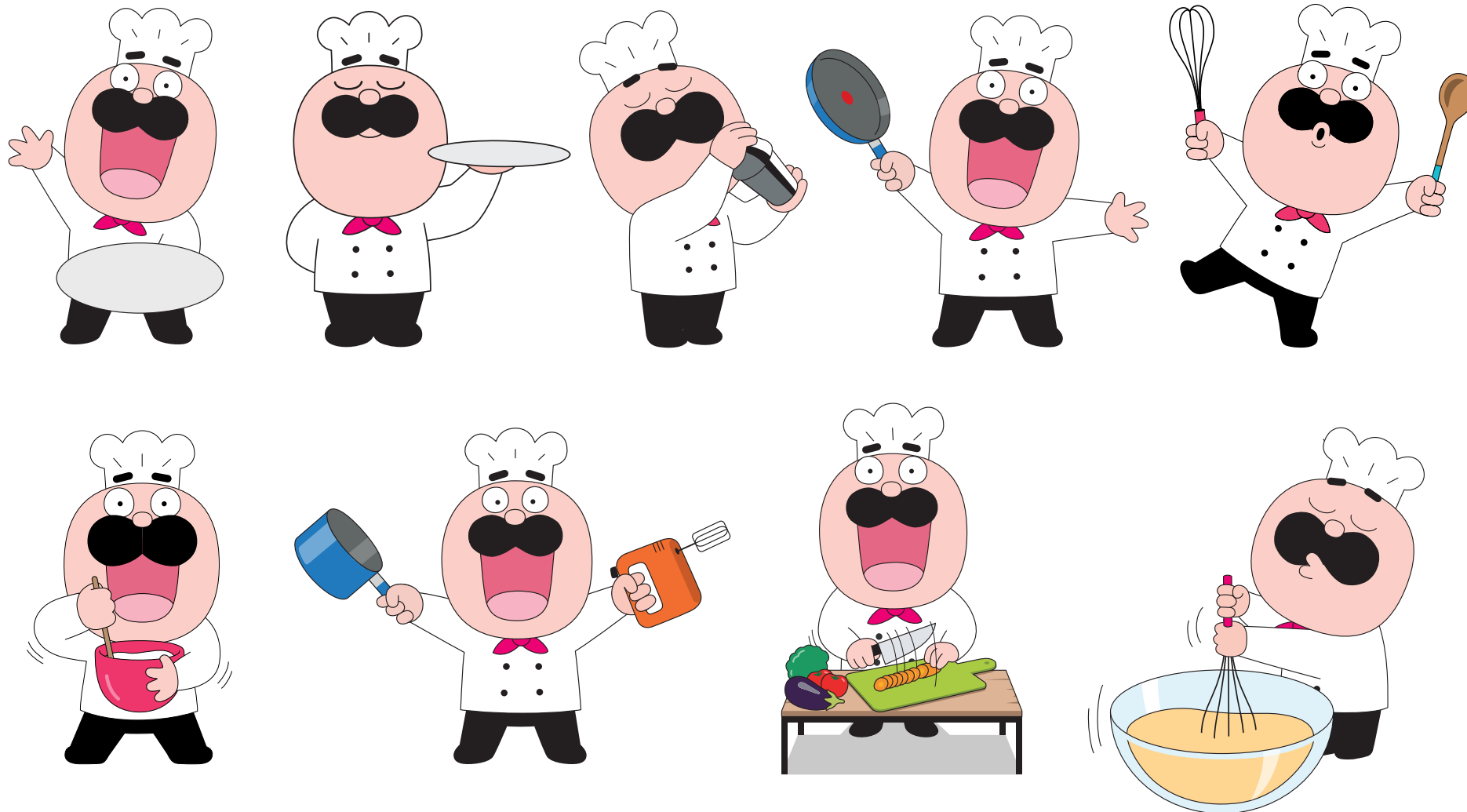
*Maurice\_IndividualPoses\_Artboard2*



# MAURICE

## INDIVIDUAL POSES

*Maurice\_IndividualPoses\_Artboard3*





## CARLTON

### Carlton, Sommelier and bartender

A drop of England, a dash of composure, a gallon of milk, and five poker chips!

### His personality

White Russian. Really creamy... and with a bit of an edge!.

### Origins

English, in exile for obscure reasons...

### Fan of

Milk. Cow, sheep, goats, buffalo: all kinds of milk, even non-dairy milk: almond, oat, hazelnut, soy... need we go on?

### Favorite dish

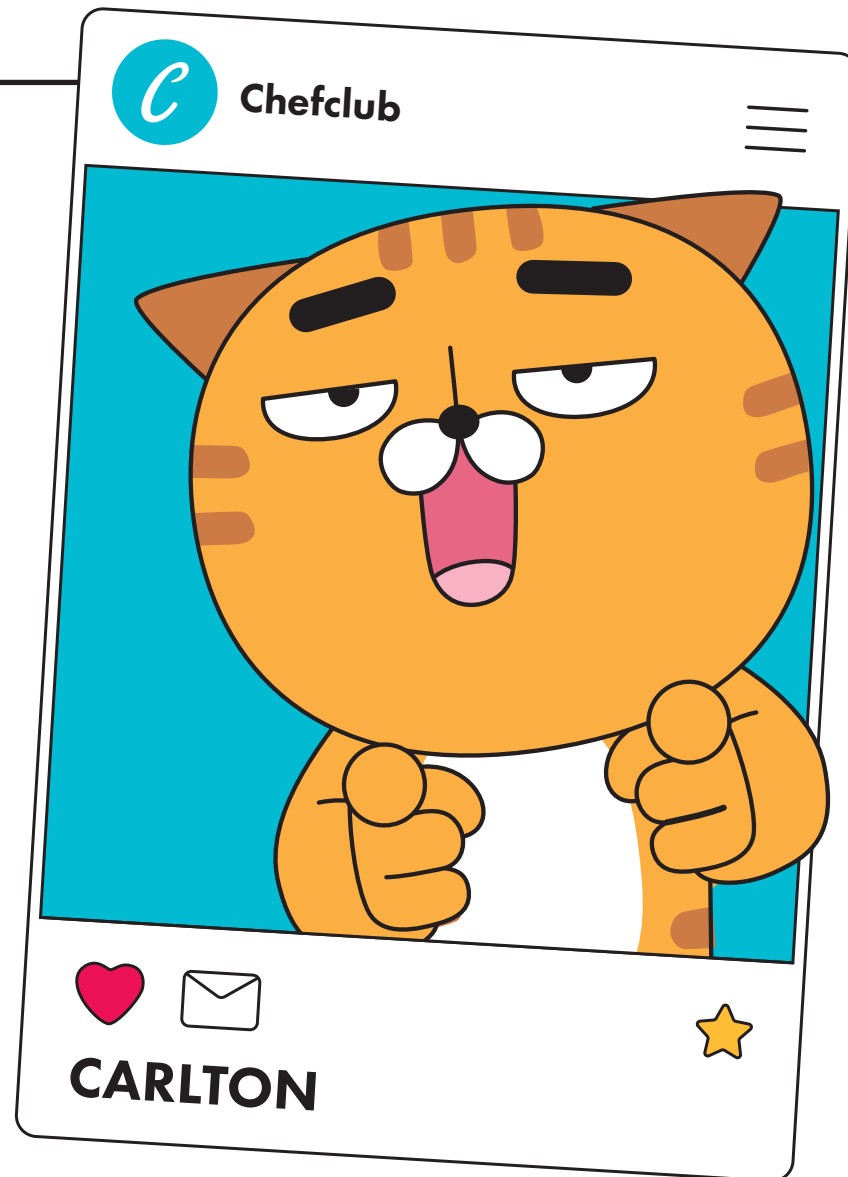
Milkshake

### Favorite quote

"Let sleeping dogs lie".

### Catch phrase

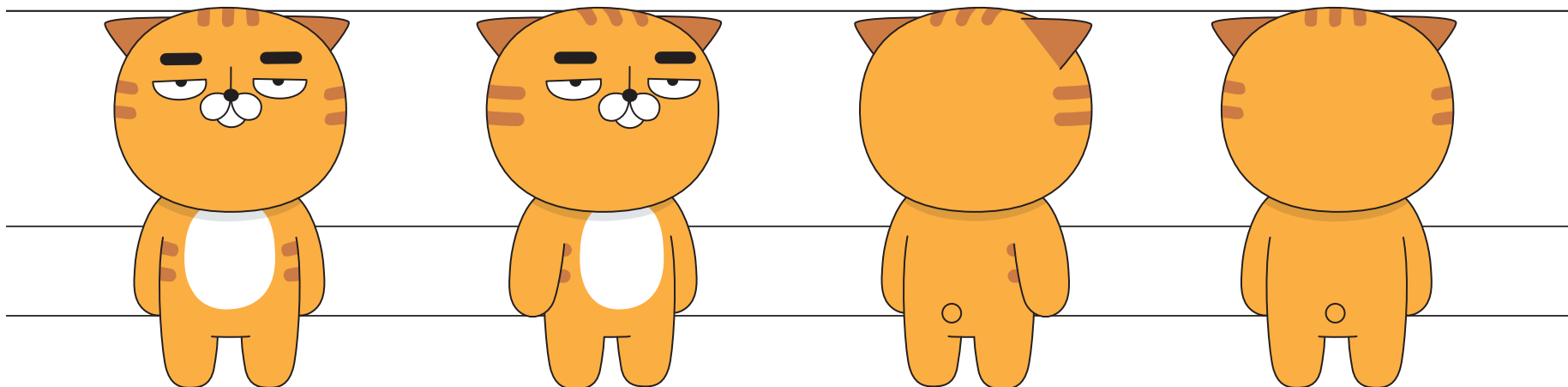
**"LONG LIVE MILK!"**



04

CARLTON

TURNAROUND



Lines / nose / pupils / eyebrows

**PANTONE BLACK C** / C0 M0 Y0 K100 / R0 V0 B0

Belly / babines / eyes

**WHITE** / C0 M0 Y0 K0 / R255 V255 B255

Head / body

**PANTONE 143 C** / C0 M36 Y84 K0 / R246 V167 B45

Ears / stripes

**PANTONE 722 C** / C0 M51 Y74 K19 / R187 V102 B55

Inner mouth

**PANTONE 7423 C** / C0 M73 Y24 K5 / R228 V98 B131

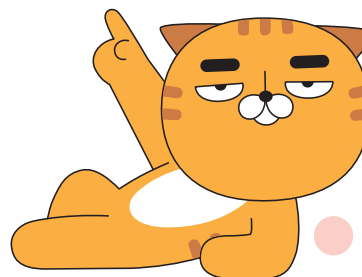
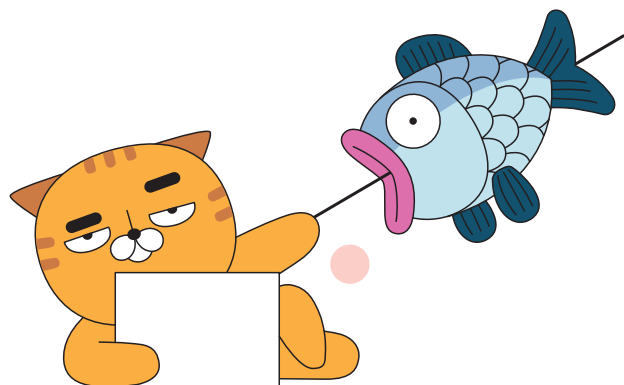
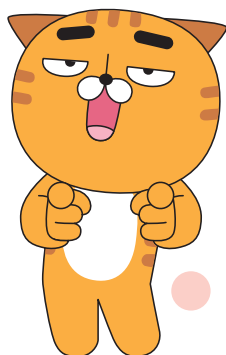
Tongue

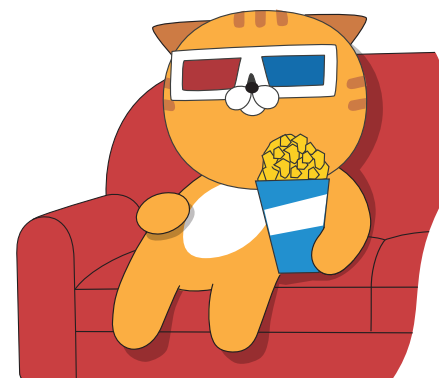
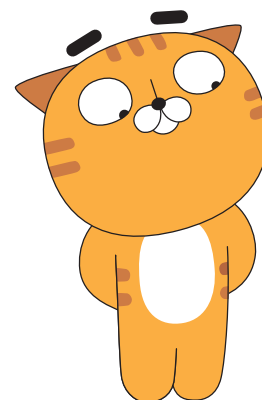
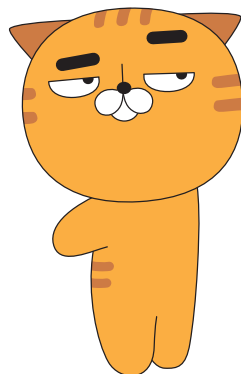
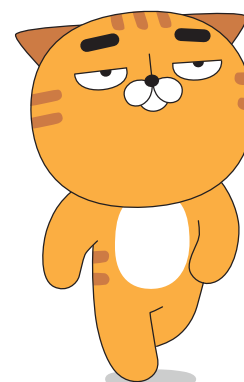
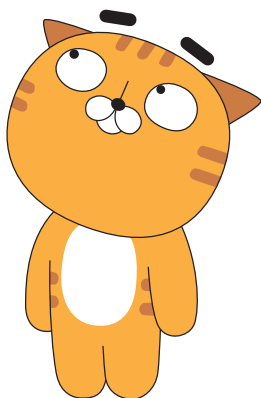
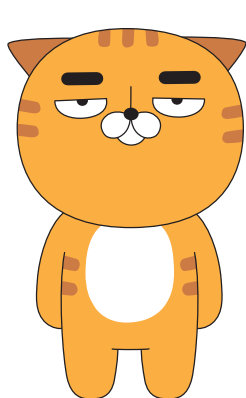
**PANTONE 182 C** / C0 M37 Y8 K0 / R246 V186 B203

## CARLTON

## INDIVIDUAL POSES

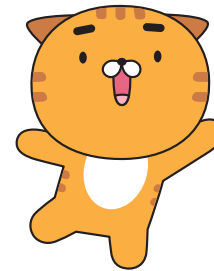
Carlton\_IndividualPoses\_Artboard1







K\_CARLTON\_POSES\_11.ai



K\_CARLTON\_POSES\_12.ai

## LOLA

### Lola, Cheese monger

Instagram, cheese and mascara!

### Her personality

Brie, tough skin but a big ol' softy at heart

### Origins

Left a life of luxury in the USA for the land of cheese!  
Vive la France!

### Fan of

Pop music and mozzarella sticks

### Favorite dish

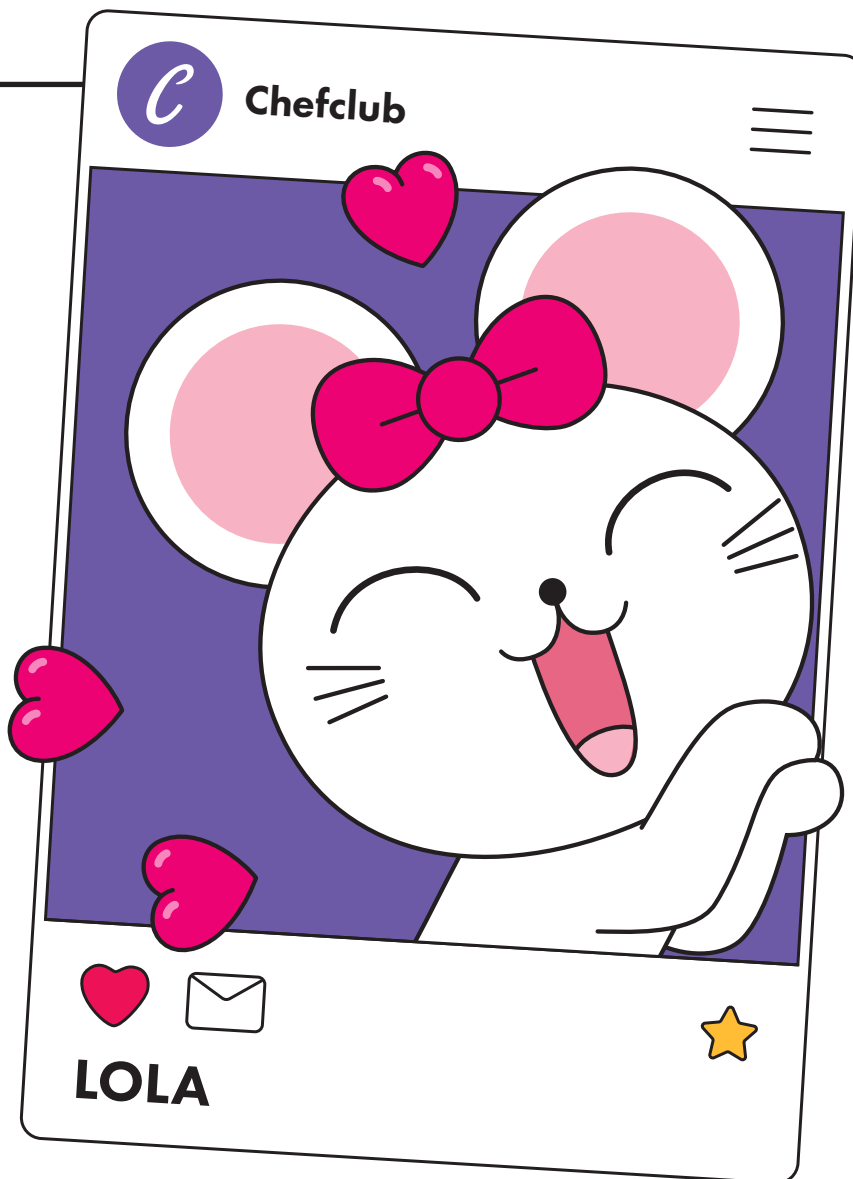
Fondue! Really, anything with a cheese pull!

### Favorite quote

"You can't make everyone happy, you're not cheese"

### Catch phrase

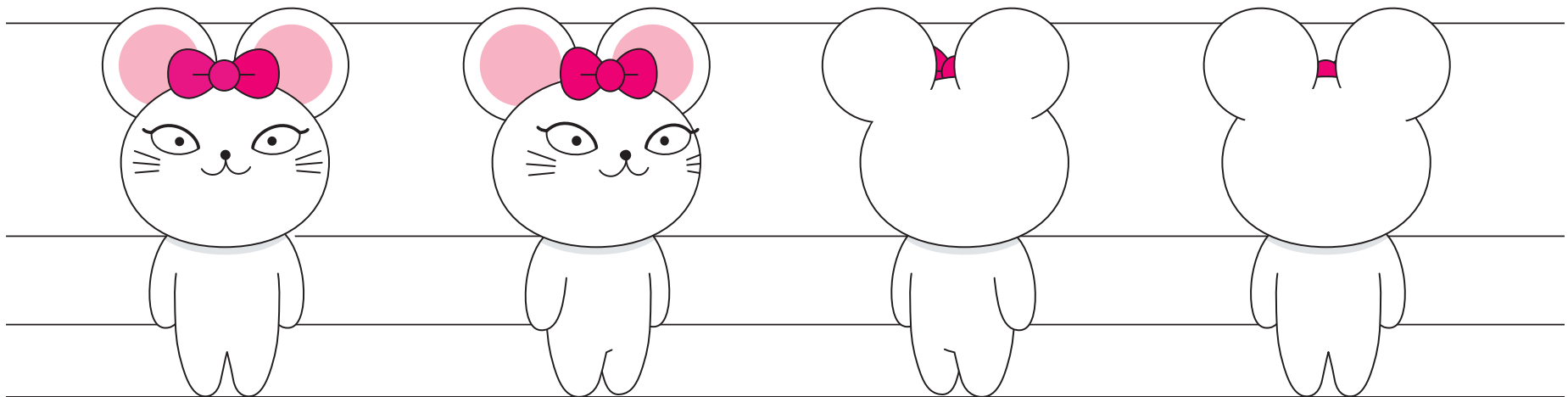
**"SAY CHEEEEEEEEEEESE!!"**



04

**LOLA**

TURNAROUND





Lines / nose / pupils

**PANTONE BLACK C** / C0 M0 Y0 K100 / R0 V0 B0

Body / eyes

**WHITE** / C0 M0 Y0 K0 / R255 V255 B255

Node

**PANTONE 213 C** / C0 M100 Y23 K0 / R250 V33 B98

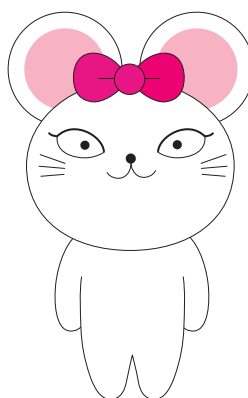
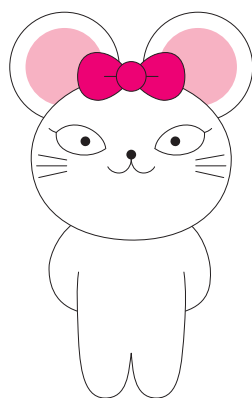
Inner mouth

**PANTONE 7423 C** / C0 M73 Y24 K5 / R228 V98 B131

Tongue / ears

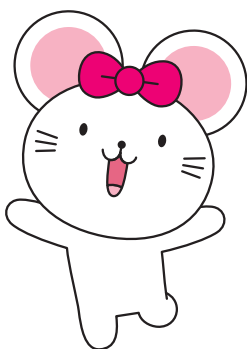
**PANTONE 182 C** / C0 M37 Y8 K0 / R246 V186 B203







K\_LOLA\_POSES\_12.ai



K\_LOLA\_POSES\_13.ai



K\_LOLA\_POSES\_14.ai



K\_LOLA\_POSES\_15.ai

## ELVIS

**Elvis, Sauce chef and taster of the group.**

Elvis's smile is infectious.

### His personality

A beautiful brioche, round and sweet!

### Origins

He was born on Oink Isle Snout Island (never really located)

### Fan of

Everything edible

### Favorite dish

Chocolate cake

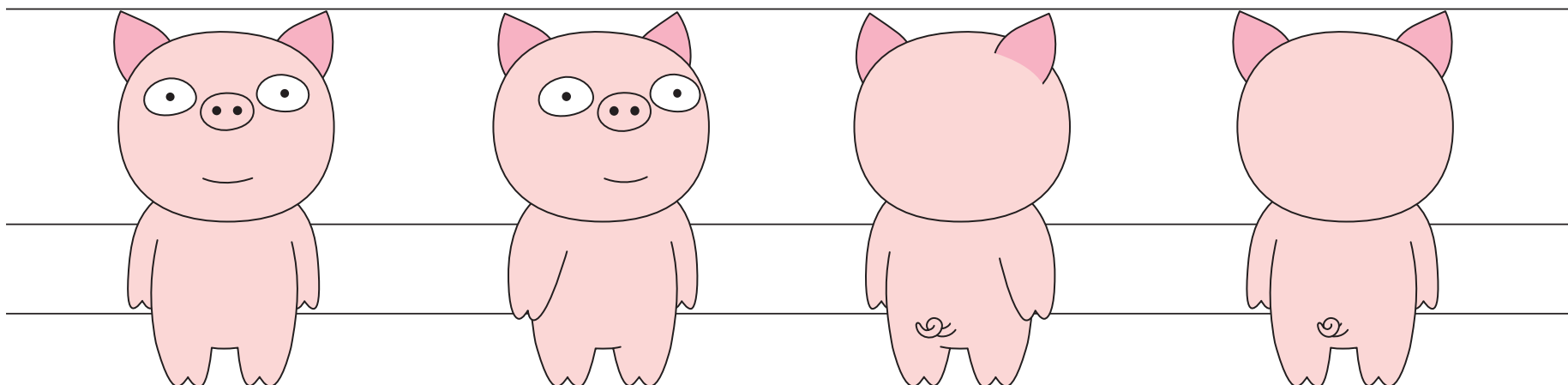
### Favorite quote

"Let's pig out!"

### Catch phrase

**"I'M HUNGRY!"**





Lines / nostrils / pupils

**PANTONE BLACK C** / C0 M0 Y0 K100 / R0 V0 B0

Teeth / eyes

**WHITE** / C0 M0 Y0 K0 / R255 V255 B255

Head & body

**PANTONE 705 C** / C0 M18 Y9 K0 / R251 V217 B218

Inner mouth

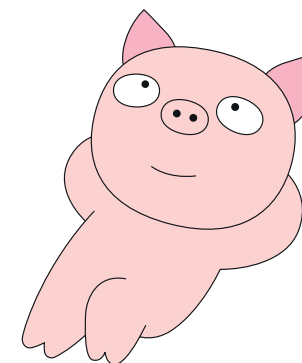
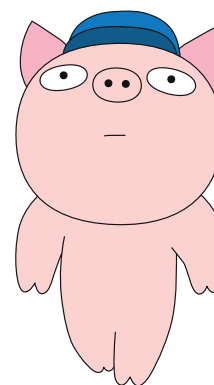
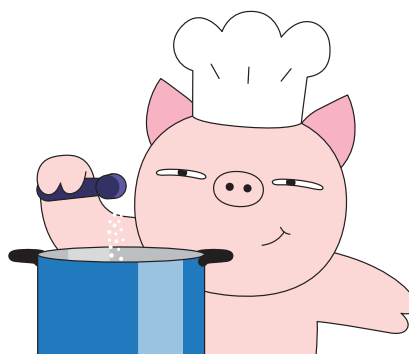
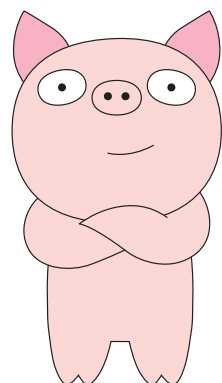
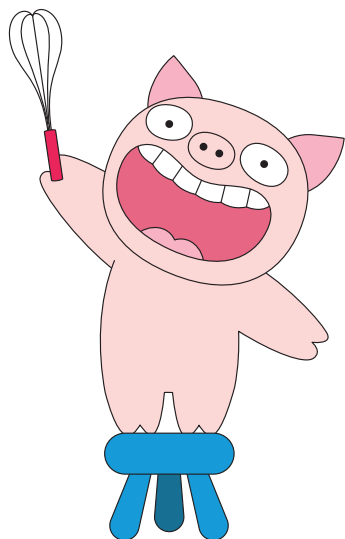
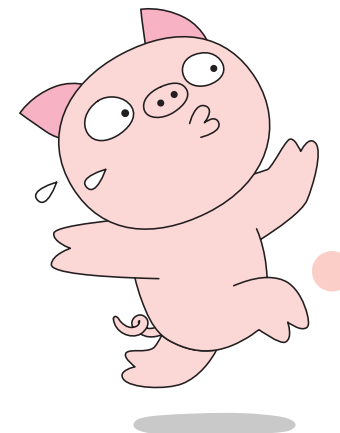
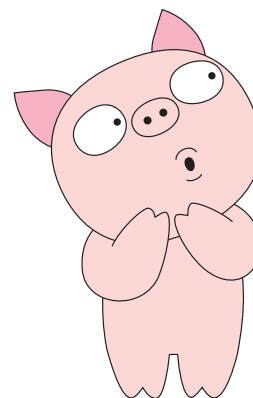
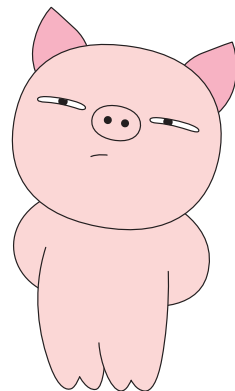
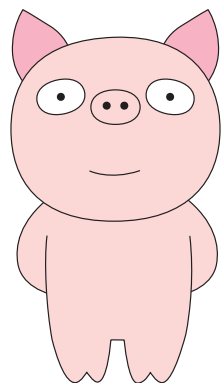
**PANTONE 7423 C** / C0 M73 Y24 K5 / R228 V98 B131

Tongue / ears

**PANTONE 182 C** / C0 M37 Y8 K0 / R246 V186 B203

## ELVIS

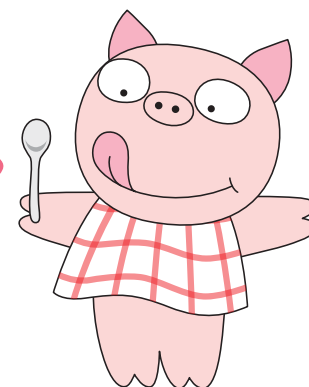
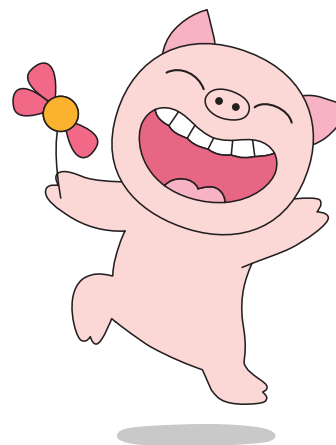
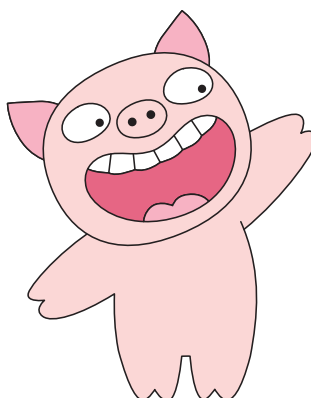
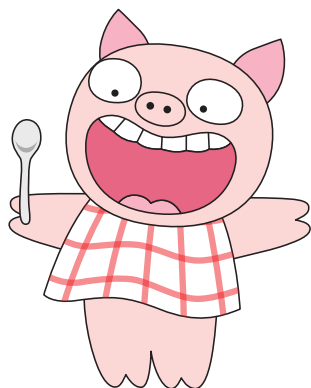
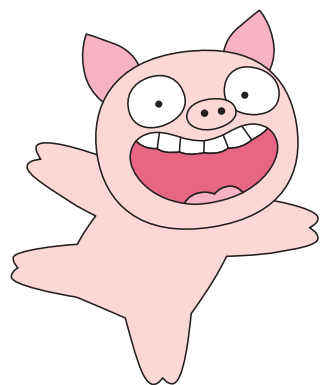
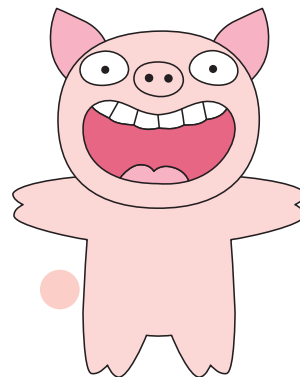
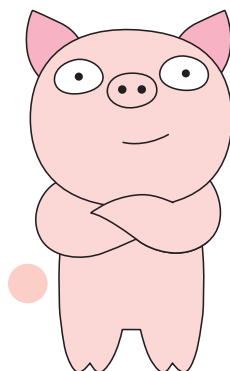
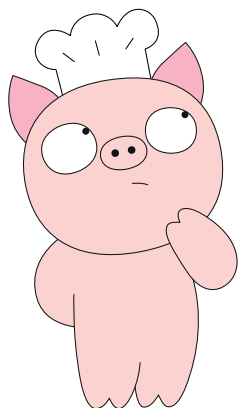
## INDIVIDUAL POSES

*Elvis\_IndividualPoses\_Artboard1*



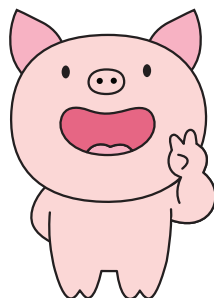
## ELVIS

## INDIVIDUAL POSES

*Elvis\_IndividualPoses\_Artboard2*



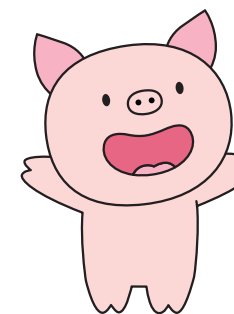
K\_ELVIS\_POSES\_13.ai



K\_ELVIS\_POSES\_14.ai



K\_ELVIS\_POSES\_15.ai



K\_ELVIS\_POSES\_16.ai

## COLETTE

### Colette, Momager

Never bites off more than she can chew.

### Her personality

Like chicken pot pie, simple and comforting.

### Origins

What came first? Colette or the egg?  
The story doesn't say!

### Fan of

Her little brigade

### Favorite dish

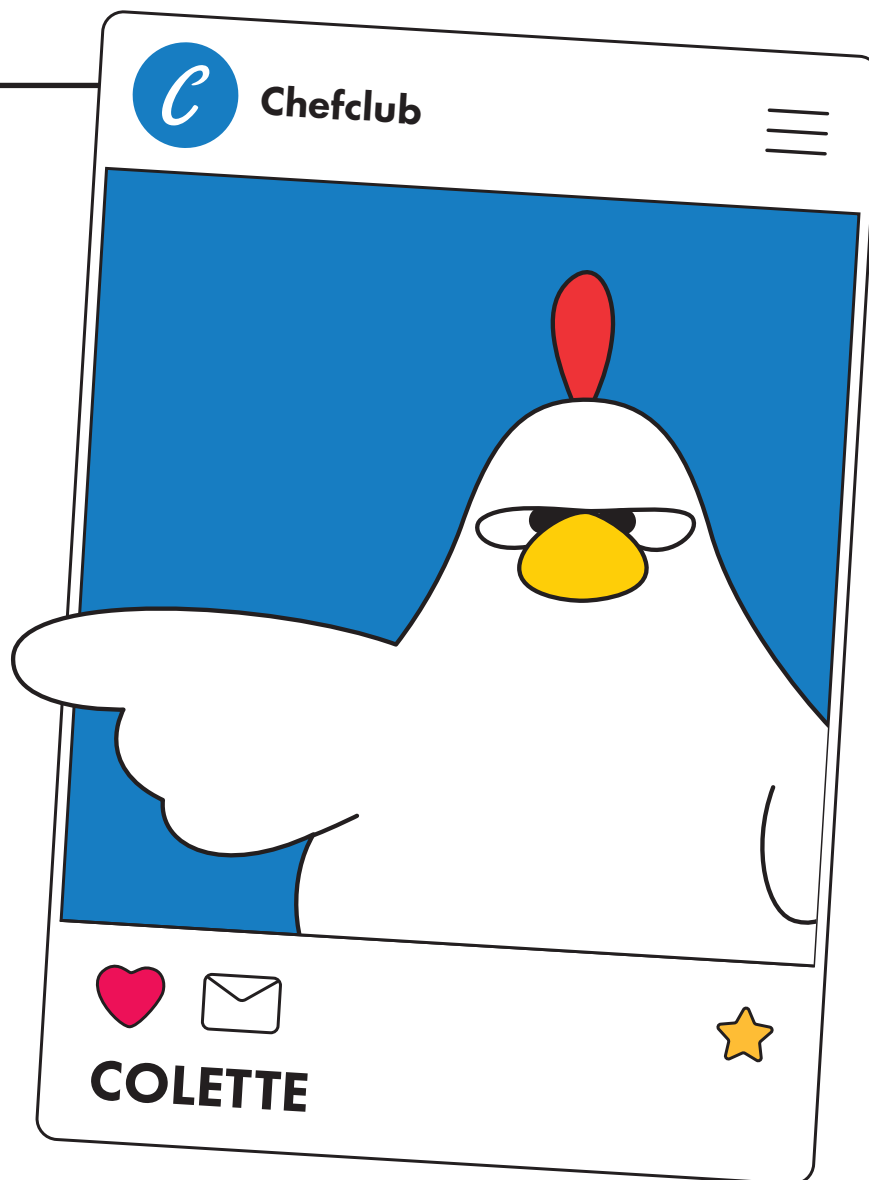
Salad with lots of GREEN!

### Favorite quote

"Honey catches more flies than vinegar"

### Catch phrase

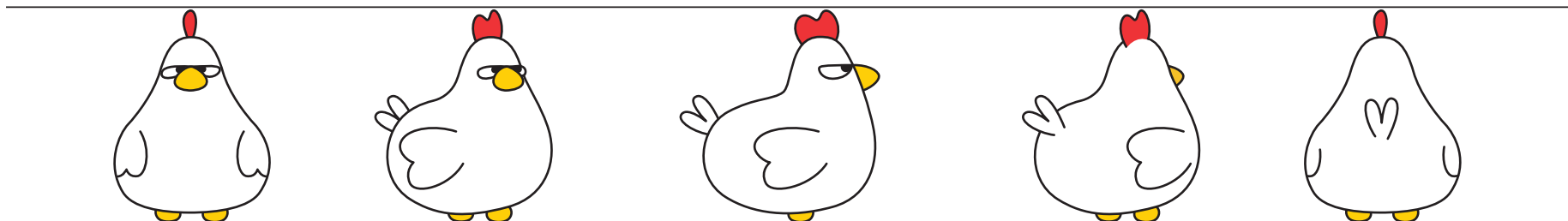
**"NO WASTE, PLEASE!"**



04

COLETTE

TURNAROUND



Lines / pupils

**PANTONE BLACK C** / C0 M0 Y0 K100 / R0 V0 B0

Body / eyes

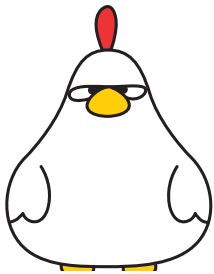
**WHITE** / C0 M0 Y0 K0 / R255 V255 B255

Crest

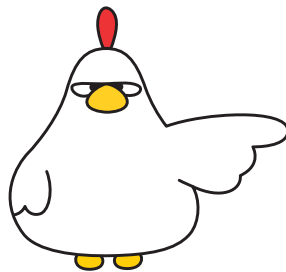
**PANTONE 185 C** / C0 M93 Y83 K0 / R230 V43 B45

Legs / beak

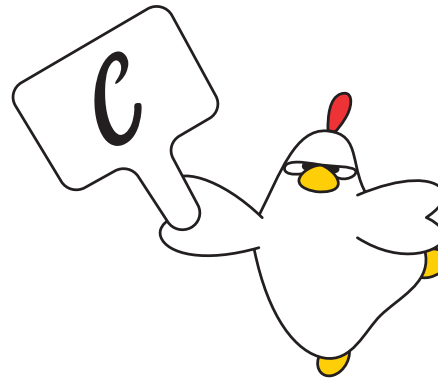
**PANTONE 116 C** / C0 M18 Y100 K0 / R225 V208 B0

**COLETTE****INDIVIDUAL POSES***Colette\_IndividualPoses\_Artboard1*

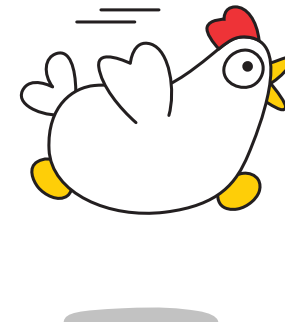
CC\_O\_K\_COLETTE\_POSES\_01.ai



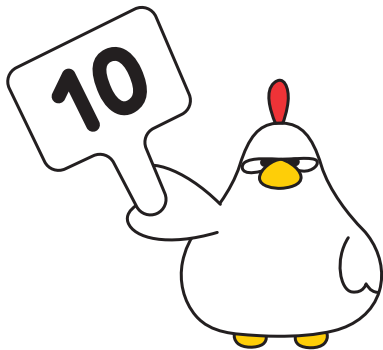
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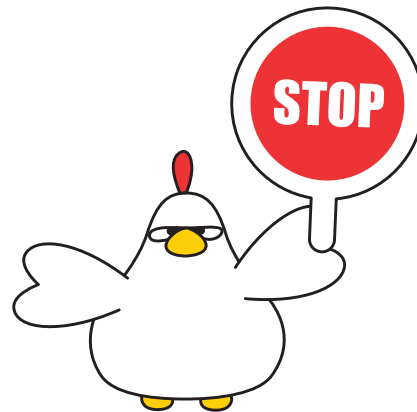
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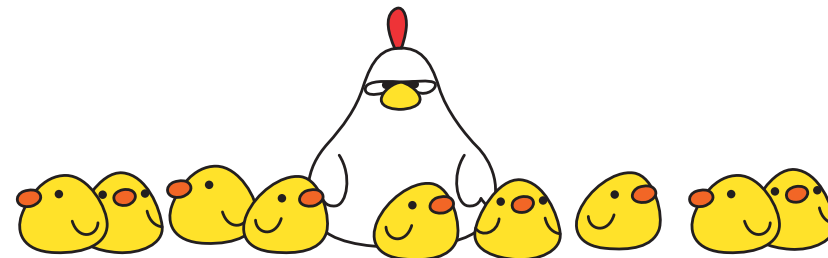
CC\_O\_K\_COLETTE\_POSES\_04.ai



CC\_O\_K\_COLETTE\_POSES\_05.ai



CC\_O\_K\_COLETTE\_POSES\_06.ai



CC\_O\_K\_COLETTE\_POSES\_07.ai

## THE KIKITOS

### The Kikitos, Helping hands.

One for all, and all for chicks! There can never been too many Kikitos in the kitchen. You'd think butter wouldn't melt in their mouth...

### Their personality

Chilli peppers! Small, cute, but terribly spicy!

### Origins

They escaped from a egg farm in Argentina and were taken in by Colette.

### Fan of

Heavy metal (small but tough)

### Favorite dish

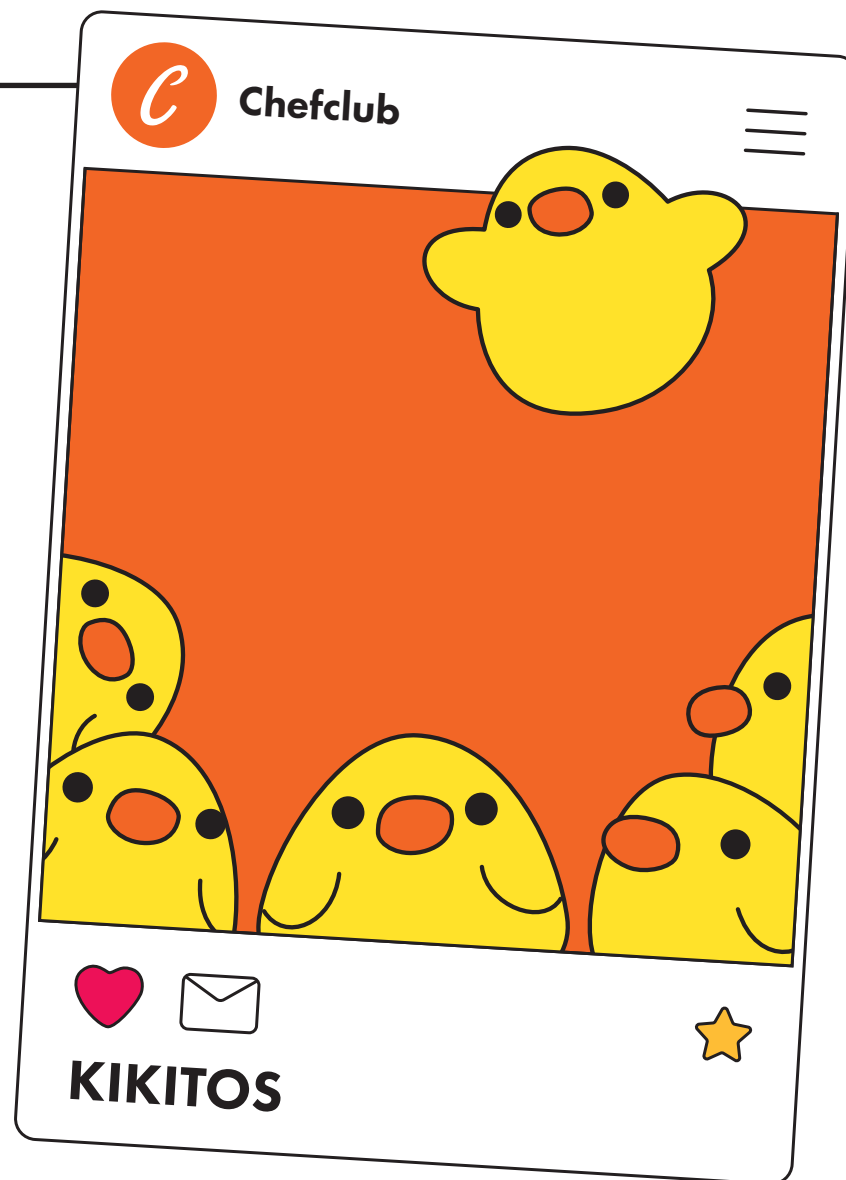
Popcorn

### Favorite quote

"Small sparks make big fires"

### Catch phrase

**"PEEP, PEEP, PEEP, PEEP..."**



## THE KIKITOS

TURNAROUND





Lines / pupils

**PANTONE BLACK C** / C0 M0 Y0 K100 / R0 V0 B0

Beak

**PANTONE 166 C** / C0 M74 Y97 K0 / R235 V93 B21

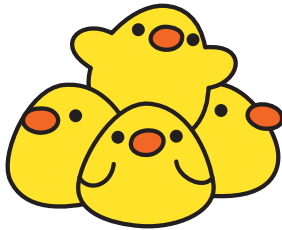
Body

**PANTONE 1225 C** / C0 M8 Y90 K0 / R255 V225 B0

# THE KIKITOS

## INDIVIDUAL POSES

*The Kikitos\_IndividualPoses\_Artboard1*



CC\_O\_K\_KIKITOS\_POSES\_01.ai



CC\_O\_K\_KIKITOS\_POSES\_02.ai



CC\_O\_K\_KIKITOS\_POSES\_03.ai



CC\_O\_K\_KIKITOS\_POSES\_04.ai



CC\_O\_K\_KIKITOS\_POSES\_05.ai



CC\_O\_K\_KIKITOS\_POSES\_06.ai



CC\_O\_K\_KIKITOS\_POSES\_07.ai

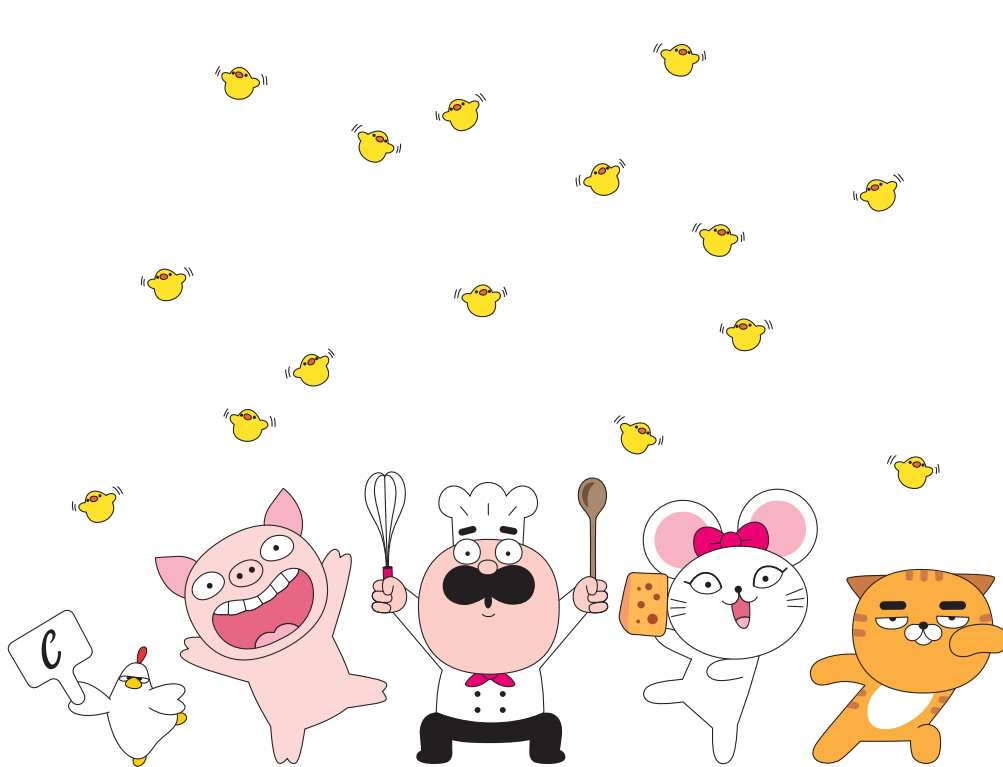


CC\_O\_K\_KIKITOS\_POSES\_08.ai

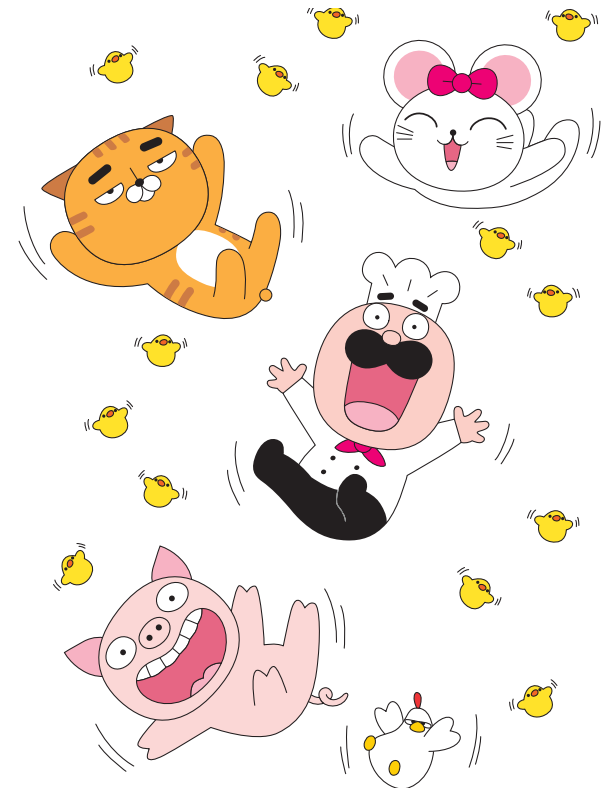
CC\_ CHEFCLUB POSES, K\_ KIDS POSES, O\_ ORIGINAL POSES

# GROUP POSES

*Chefclub®*



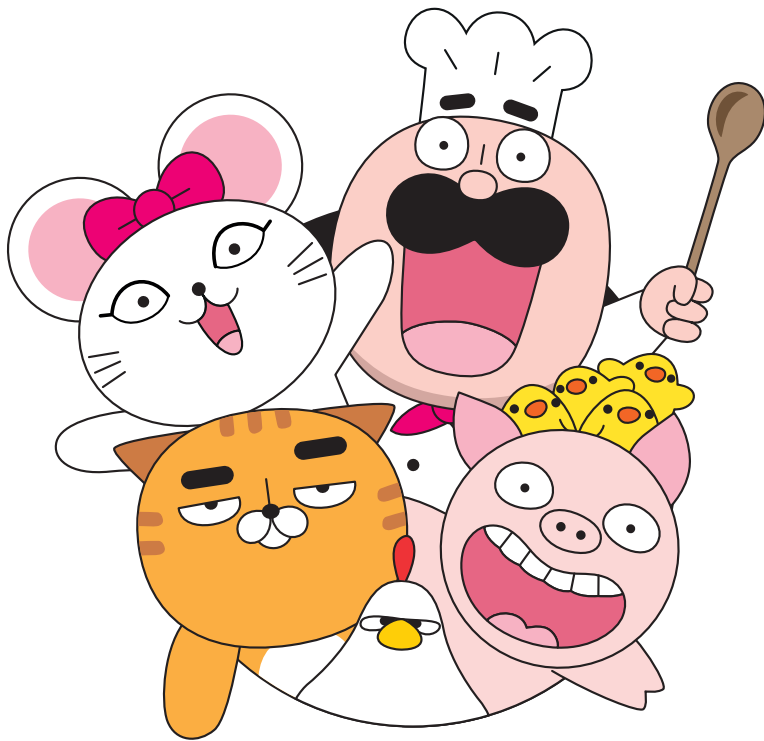
CC\_GROUP\_POSES\_01.ai



CC\_GROUP\_POSES\_02.ai

# GROUP POSES

*Chefclub®*



CC\_GROUP\_POSES\_03.ai



CC\_GROUP\_POSES\_04.ai

# GROUP POSES

*Chefclub®*



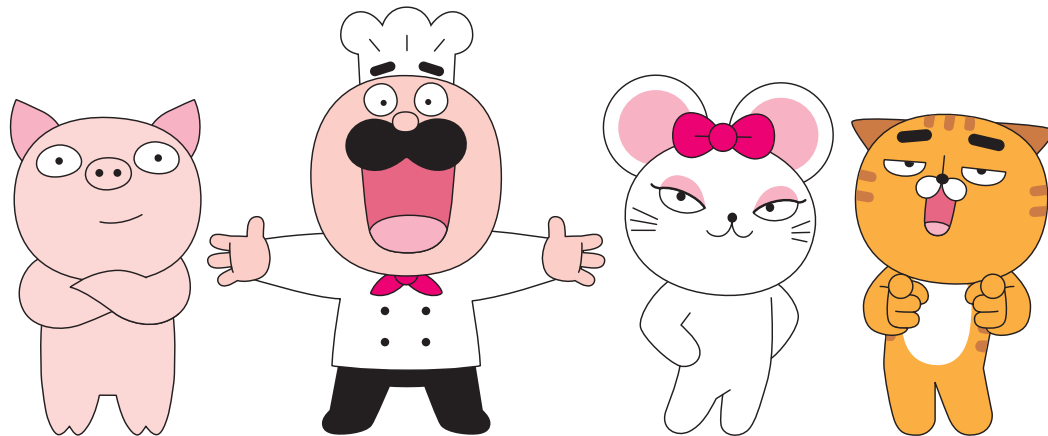
CC\_GROUP\_POSES\_05.ai



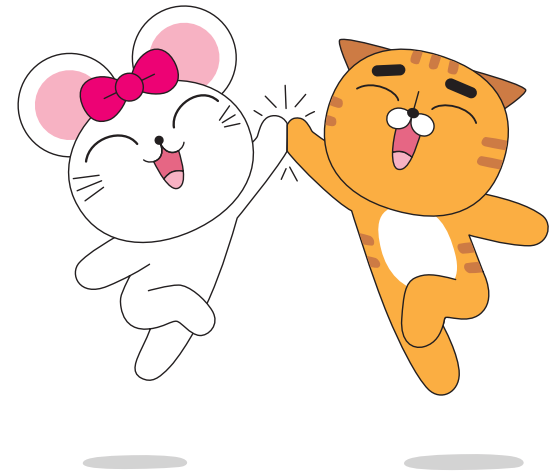
CC\_GROUP\_POSES\_06.ai

# GROUP POSES

*Chefclub®*



CC\_GROUP\_POSES\_07.ai



CC\_GROUP\_POSES\_08.ai

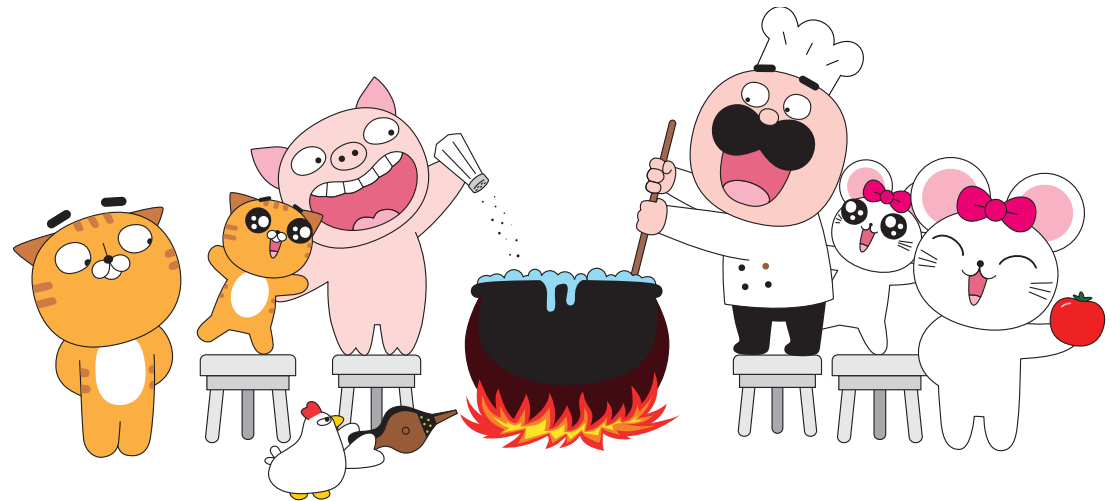
CC\_ CHEFCLUB POSES, K\_ KIDS POSES, O\_ ORIGINAL POSES

# GROUP POSES

*Chefclub*  
► ORIGINAL



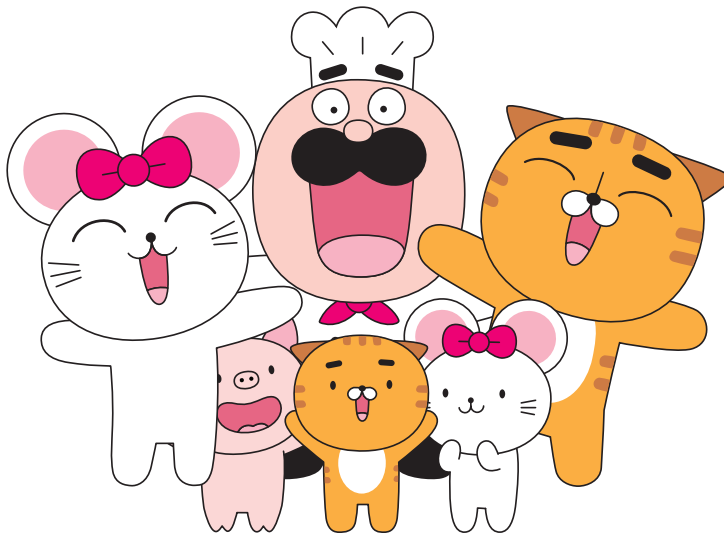
O\_GROUP\_POSES\_10.ai



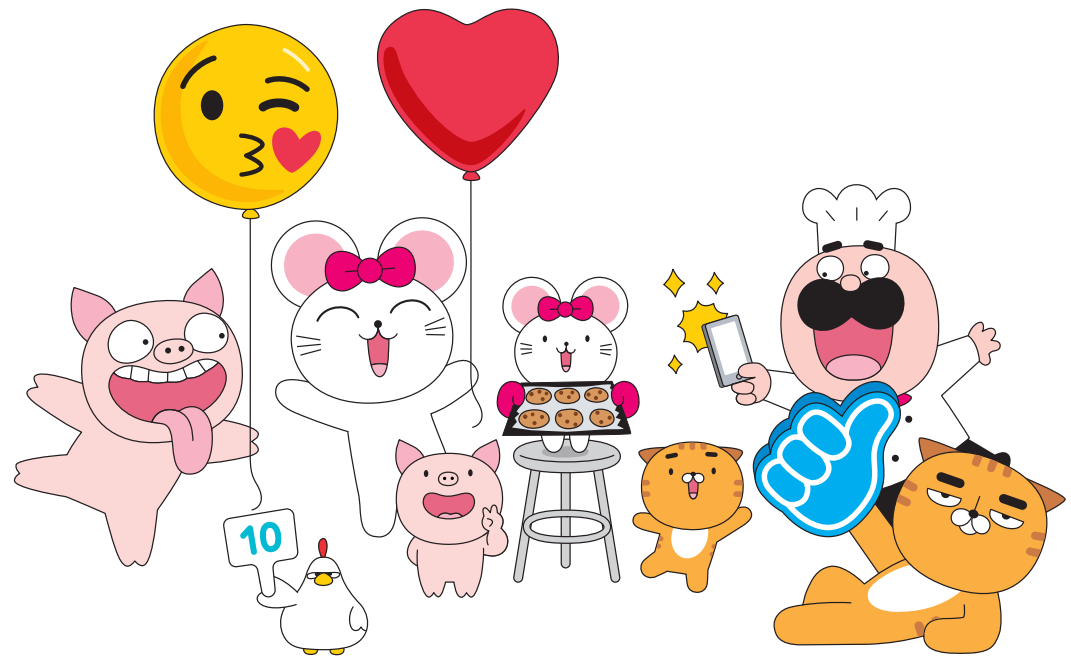
K\_GROUP\_POSES\_11.ai

# GROUP POSES

*Chefclub*  
KIDS



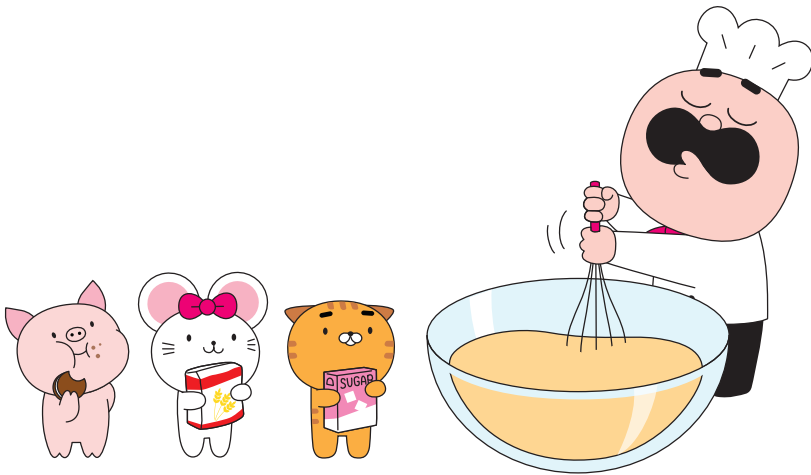
K\_GROUP\_POSES\_13.ai



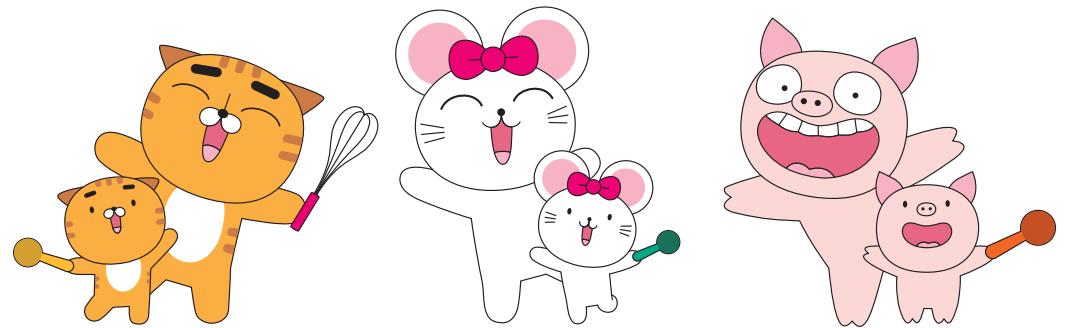
K\_GROUP\_POSES\_14.ai



# GROUP POSES



K\_GROUP\_POSES\_15.ai



K\_GROUP\_POSES\_16.ai

05

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# THEMES

**HALLOWEEN**

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**PANCAKE CELEBRATION**

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**SPRING / EASTER**

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**SUMMER**

PAGE 110

# HALLOWEEN

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# HALLOWEEN

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## MAURICE, INDIVIDUAL POSES

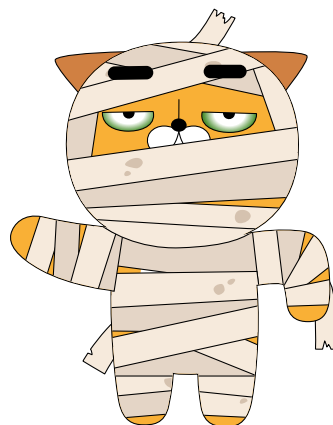
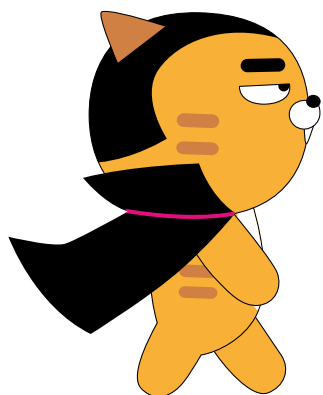
CC\_MAUICE\_RVB\_HALLOWEEN  
CC\_MAUICE\_CMJN\_HALLOWEEN



# HALLOWEEN

## CARLTON, INDIVIDUAL POSES

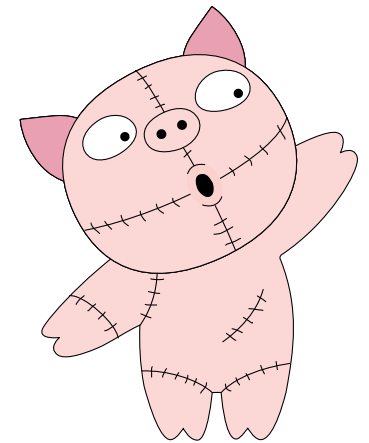
CC\_CARLTON\_RVB\_HALLOWEEN  
CC\_CARLTON\_CMJN\_HALLOWEEN



# HALLOWEEN

## ELVIS, INDIVIDUAL POSES

CC\_ELVIS\_RVB\_HALLOWEEN  
CC\_ELVIS\_CMJN\_HALLOWEEN

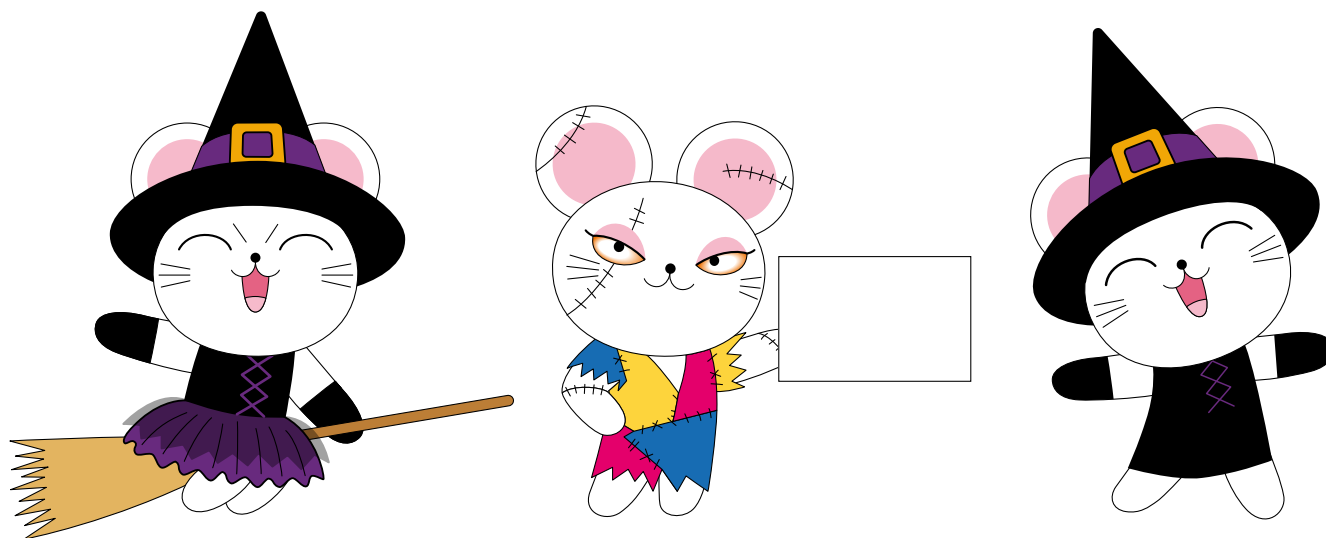


# HALLOWEEN

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## LOLA, INDIVIDUAL POSES

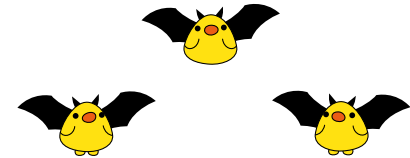
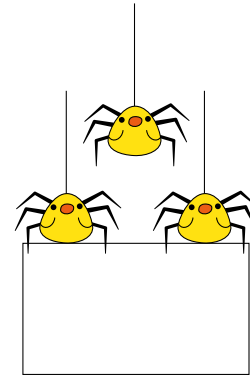
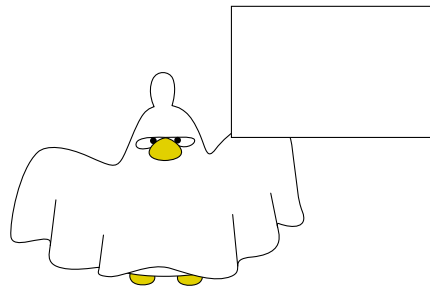
CC\_LOLA\_RVB\_HALLOWEEN  
CC\_LOLA\_CMJN\_HALLOWEEN



# HALLOWEEN

## COLETTE & THE KIKITOS, INDIVIDUAL POSES

CC\_COLETTE+KIKITOS\_RVB\_HALLOWEEN  
CC\_COLETTE+KIKITOS\_CMJN\_HALLOWEEN





# HALLOWEEN

## GROUP POSE

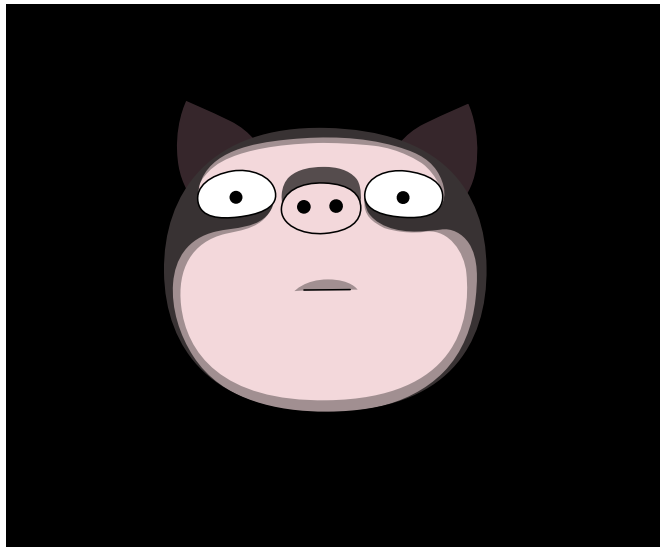
CC\_GROUP\_POSE\_RVB\_HALLOWEEN  
CC\_GROUP\_POSE\_CMJN\_HALLOWEEN



# HALLOWEEN

## PORTRAITS

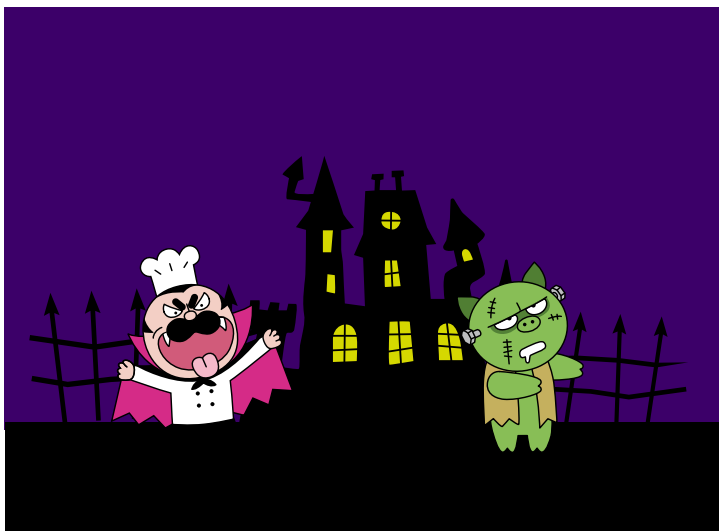
CC\_FACES\_RVB\_HALLOWEEN  
CC\_FACES\_CMJN\_HALLOWEEN



# HALLOWEEN

## BANNERS

CC\_BANNER\_500x365\_RVB\_HALLOWEEN  
CC\_BANNER\_500x365\_CMJN\_HALLOWEEN



# HALLOWEEN

## BACKGROUNDS

CC\_BACKGROUND\_RVB\_HALLOWEEN\_1  
CC\_BACKGROUND\_CMJN\_HALLOWEEN\_1



# HALLOWEEN

## BACKGROUNDS

CC\_BACKGROUND\_RVB\_HALLOWEEN\_2  
CC\_BACKGROUND\_CMJN\_HALLOWEEN\_2





CC\_BANNER\_RVB\_HALLOWEEN\_1  
CC\_BANNER\_CMJN\_HALLOWEEN\_1



CC\_BANNER\_RVB\_HALLOWEEN\_2  
CC\_BANNER\_CMJN\_HALLOWEEN\_2

## HALLOWEEN

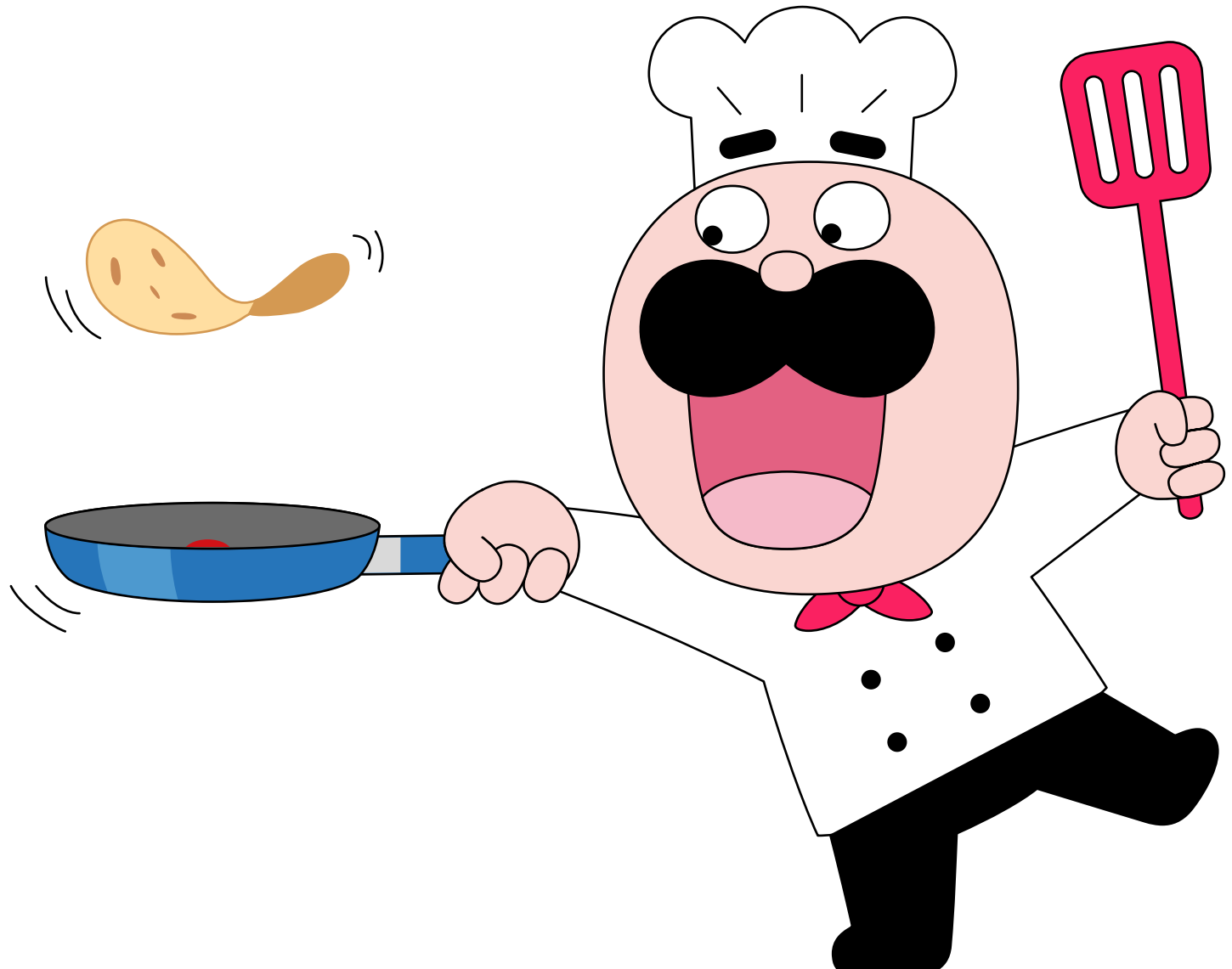
## PATTERNS

CC\_PATTERN\_RVB\_HALLOWEEN  
CC\_PATTERN\_CMJN\_HALLOWEEN



# PANCAKE CELEBRATION

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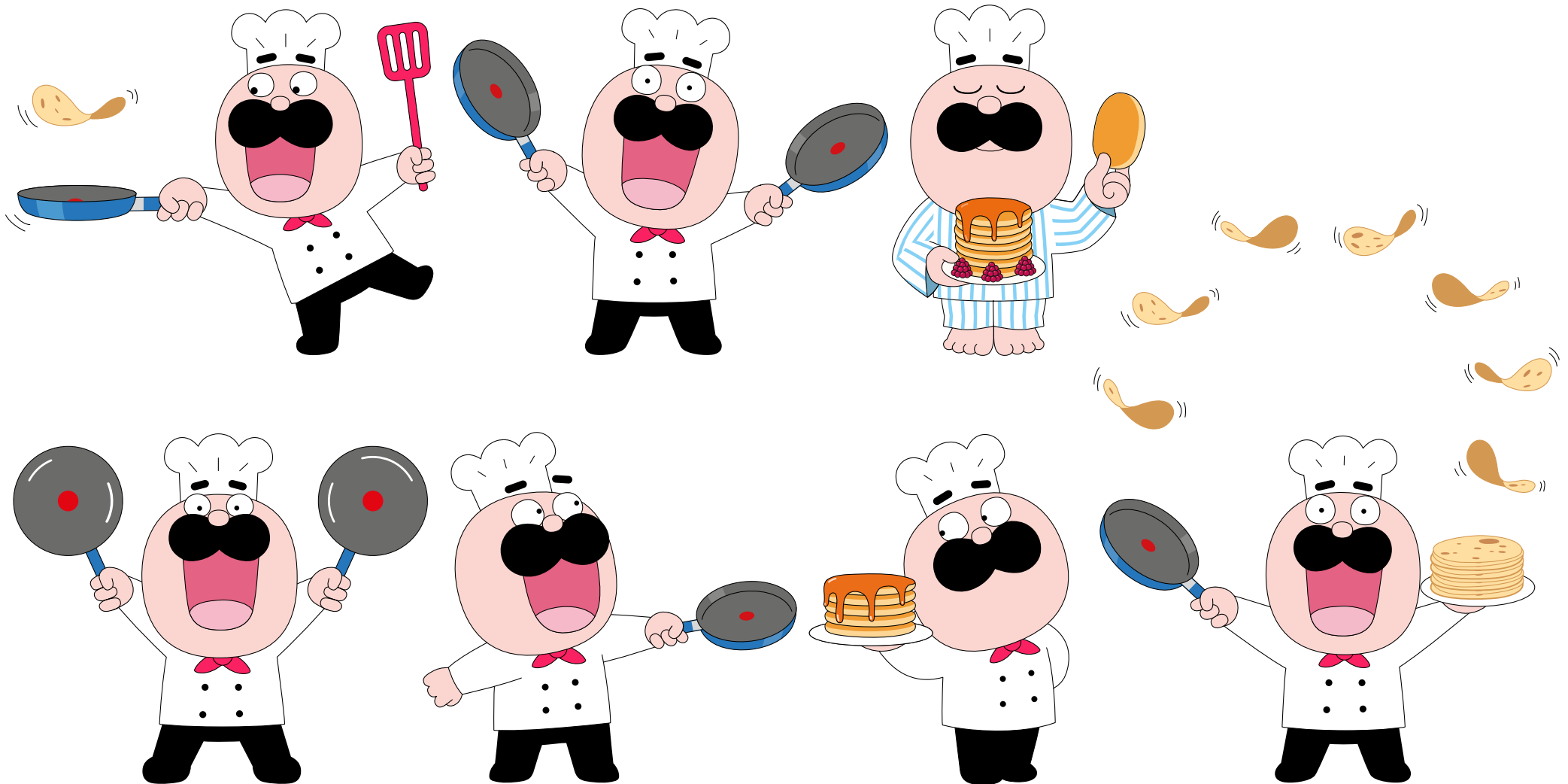




# PANCAKE CELEBRATION

## MAURICE, INDIVIDUAL POSES

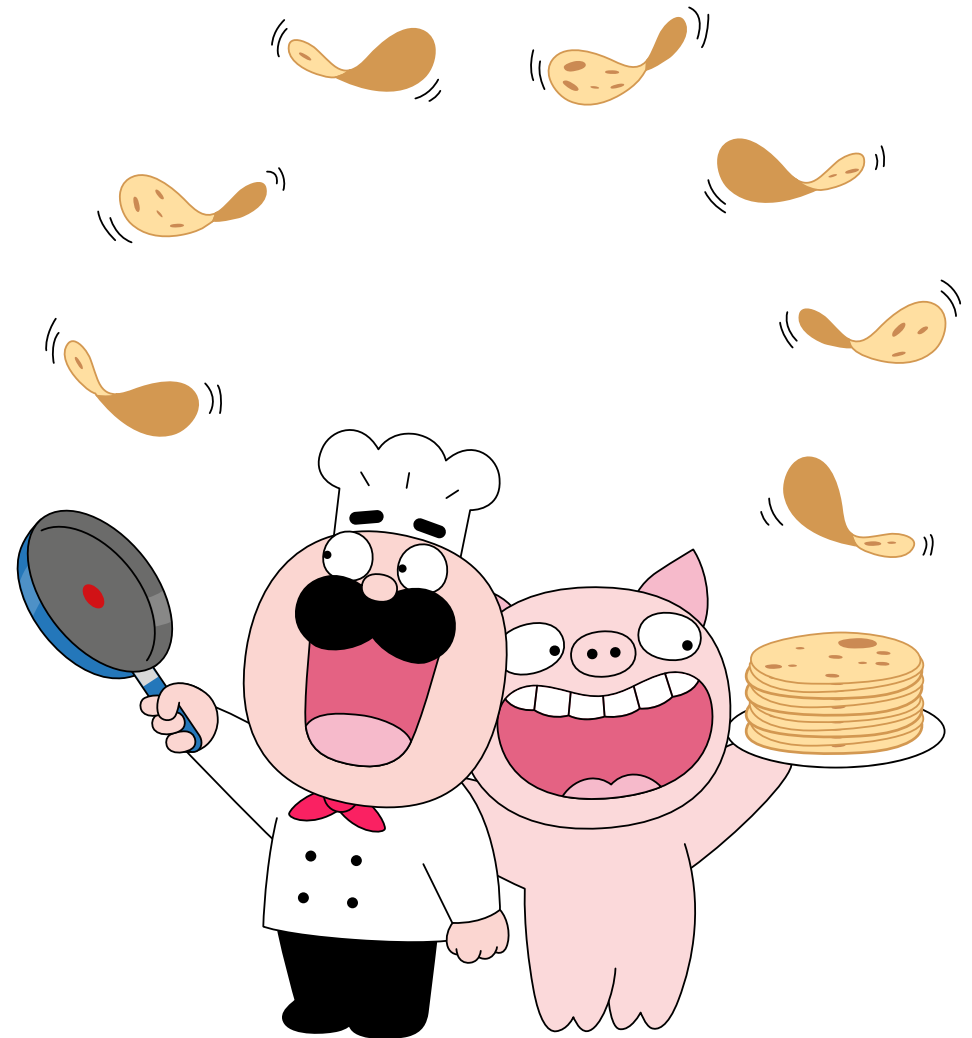
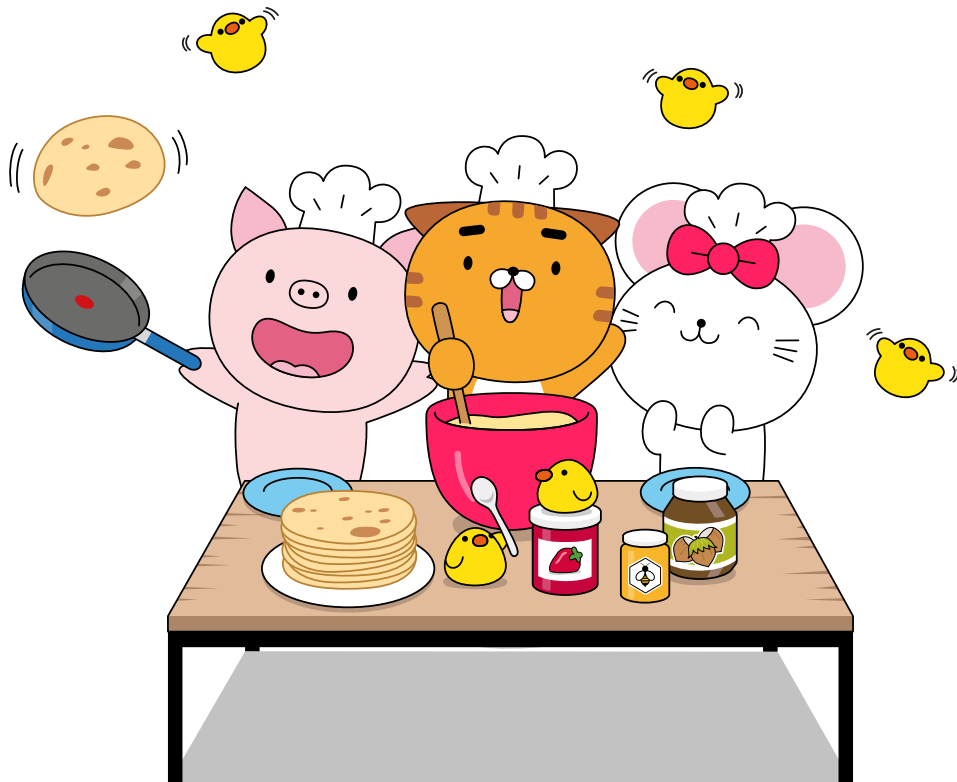
CC\_MAUURICE\_RVB\_PANCAKE\_CELEBRATION  
CC\_MAUURICE\_CMJN\_PANCAKE\_CELEBRATION



# PANCAKE CELEBRATION

## GROUP POSES

CC\_GROUP\_POSE\_RVB\_PANCAKE\_CELEBRATION\_1 & 2  
CC\_GROUP\_POSE\_CMJN\_PANCAKE\_CELEBRATION\_1 & 2



# PANCAKE CELEBRATION

## GROUP POSES

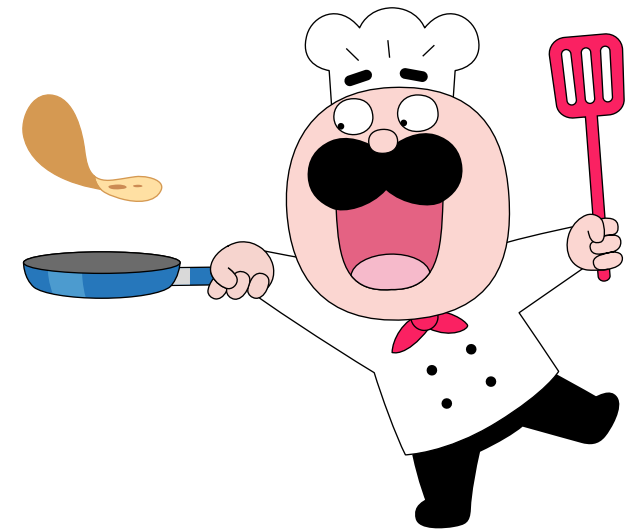
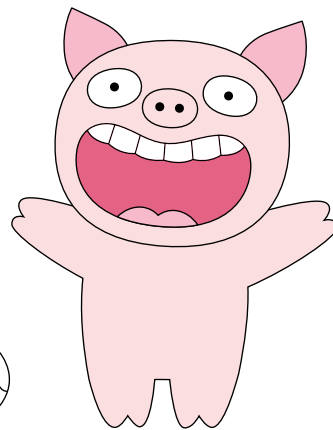
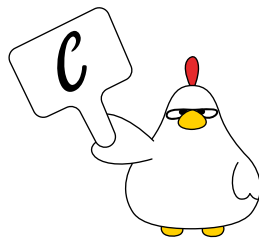
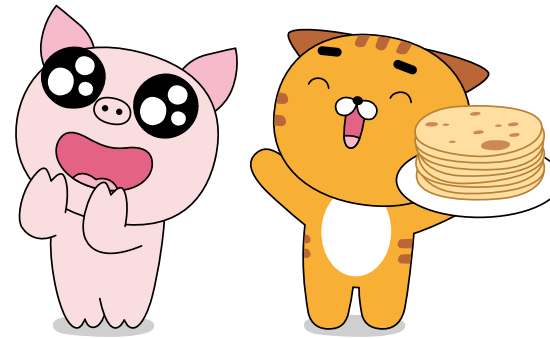
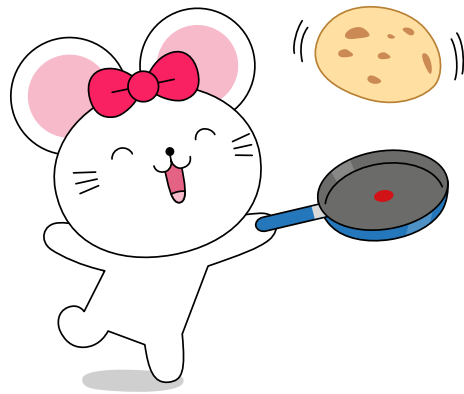
CC\_GROUP\_POSE\_RVB\_PANCAKE\_CELEBRATION\_3  
CC\_GROUP\_POSE\_CMJN\_PANCAKE\_CELEBRATION\_3



# PANCAKE CELEBRATION

## GROUP POSES

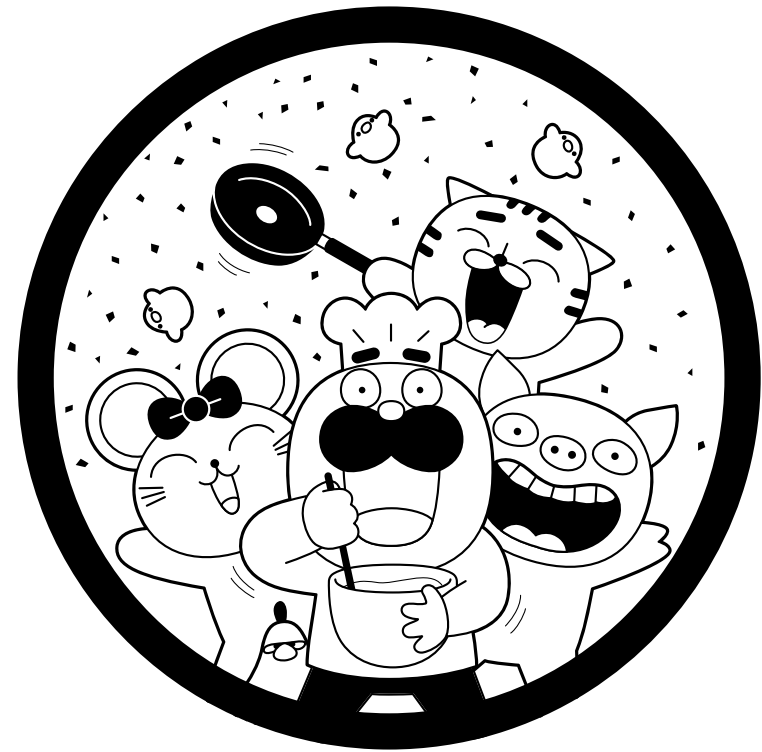
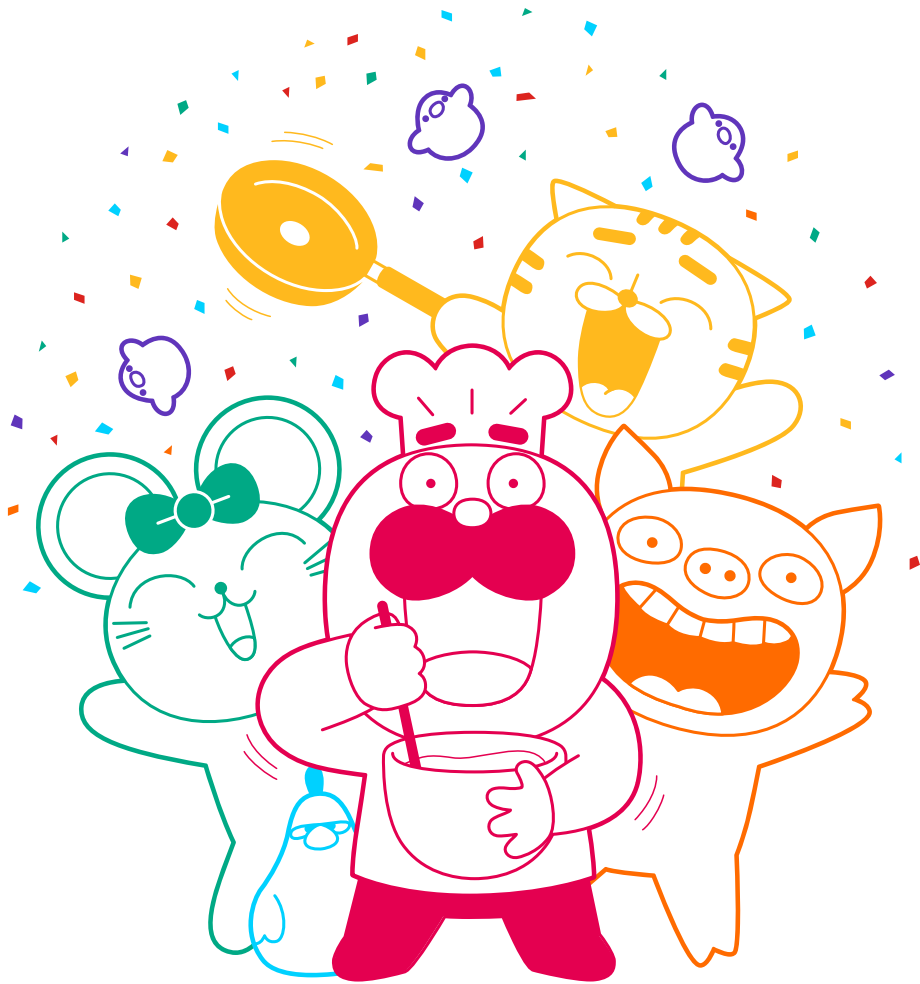
CC\_GROUP\_POSE\_RVB\_PANCAKE\_CELEBRATION\_4 & 5  
CC\_GROUP\_POSE\_CMJN\_PANCAKE\_CELEBRATION\_4 & 5



# PANCAKE CELEBRATION

## GROUP POSES

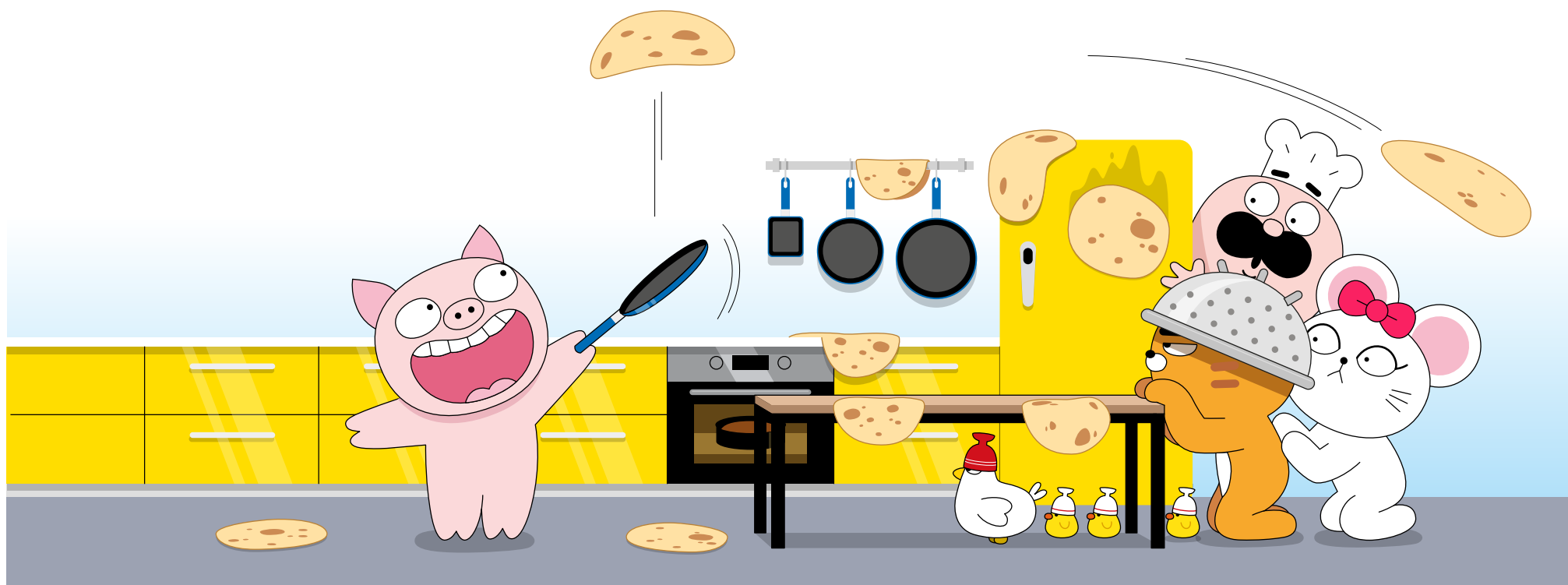
CC\_GROUP\_POSE\_RVB\_PANCAKE\_CELEBRATION\_6 & 7  
CC\_GROUP\_POSE\_CMJN\_PANCAKE\_CELEBRATION\_6 & 7



# PANCAKE CELEBRATION

## GROUP POSES

CC\_GROUP\_POSE\_RVB\_PANCAKE\_CELEBRATION\_8  
CC\_GROUP\_POSE\_CMJN\_PANCAKE\_CELEBRATION\_8



## PANCAKE CELEBRATION

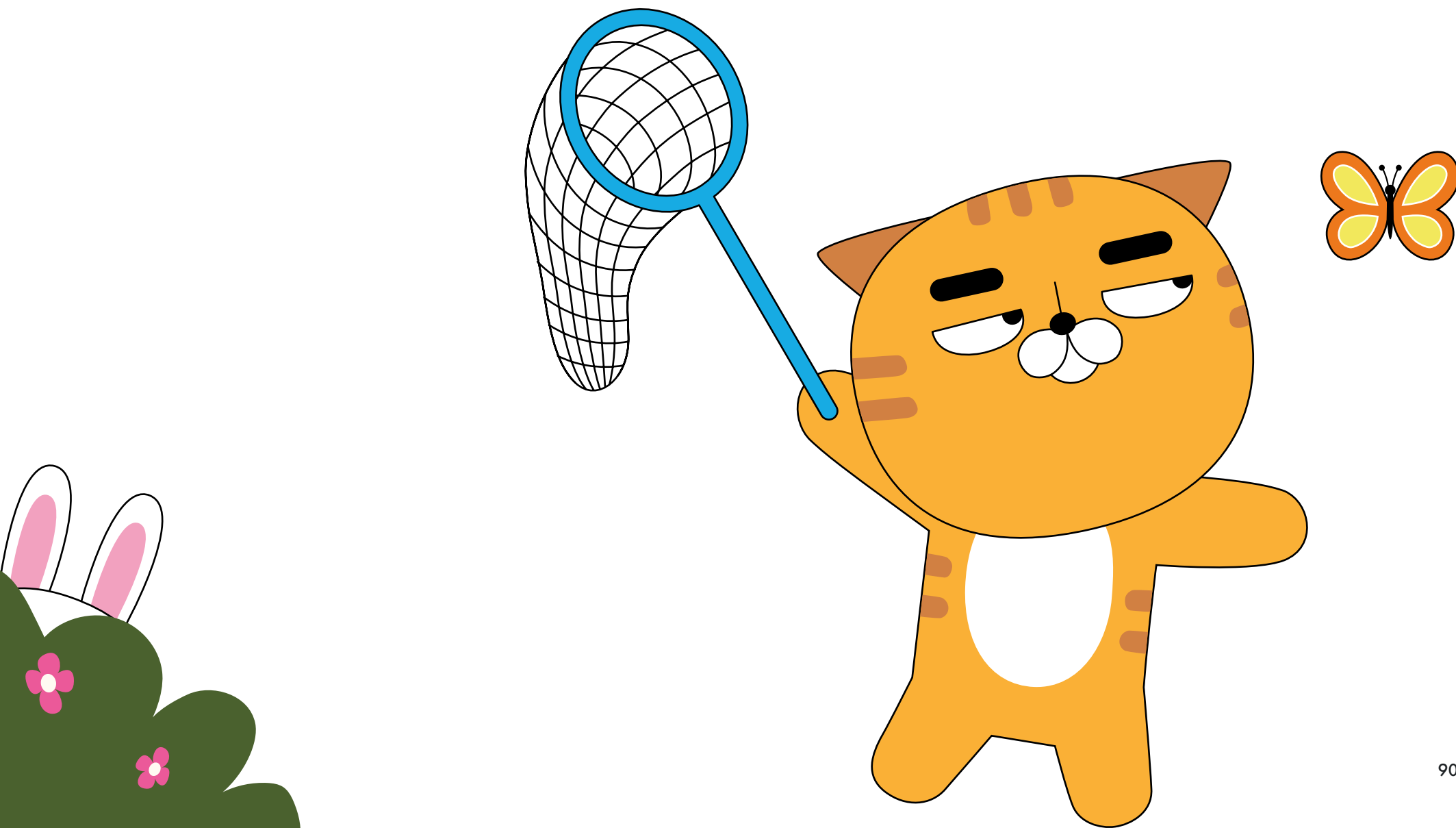
PATTERN

CC\_PATTERN\_RVB\_PANCAKE\_CELEBRATION  
CC\_PATTERN\_CMJN\_PANCAKE\_CELEBRATION



# SPRING / EASTER

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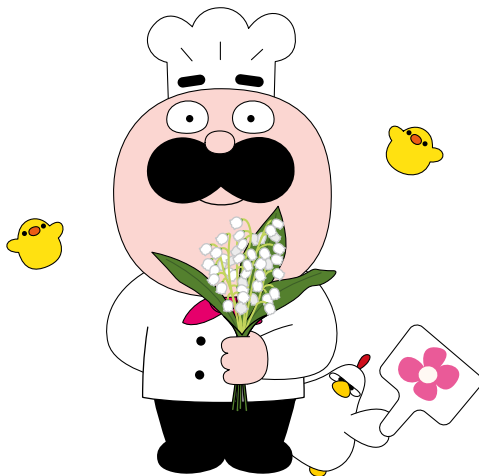
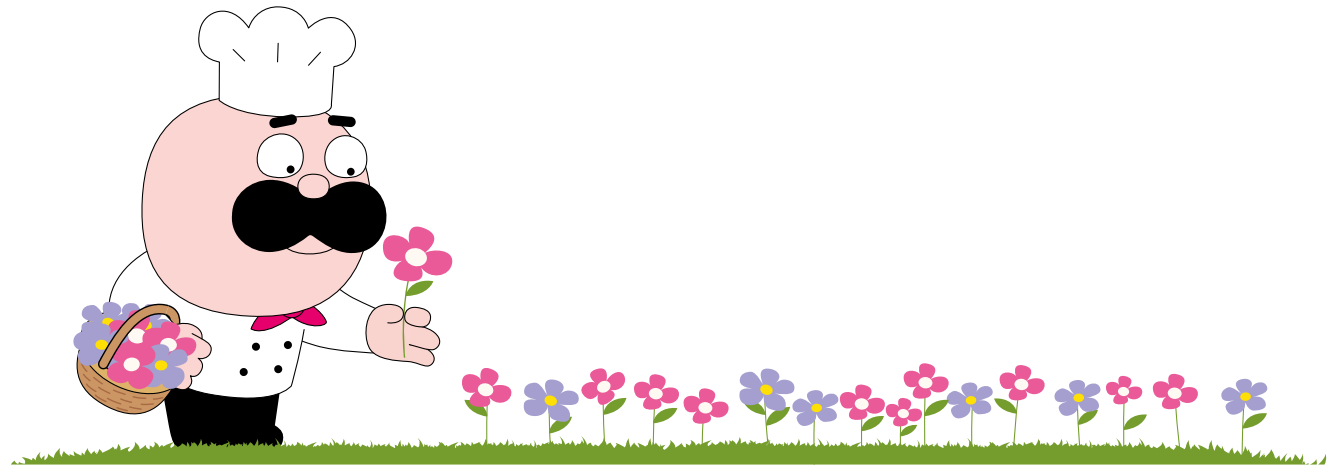




## SPRING / EASTER

## MAURICE, INDIVIDUAL POSES

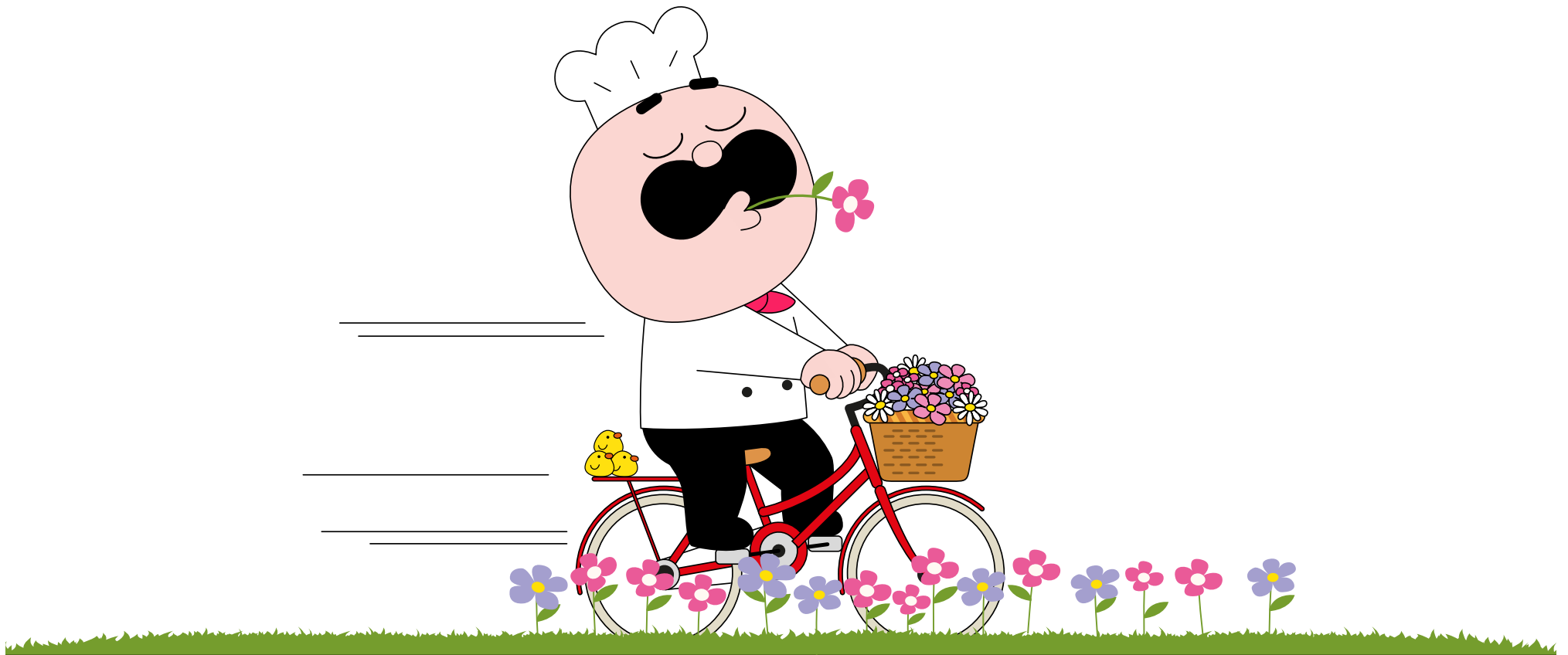
CC\_MAUURICE\_RVB\_SPRING\_EASTER  
CC\_MAUURICE\_CMJN\_SPRING\_EASTER



## SPRING / EASTER

## MAURICE, INDIVIDUAL POSES

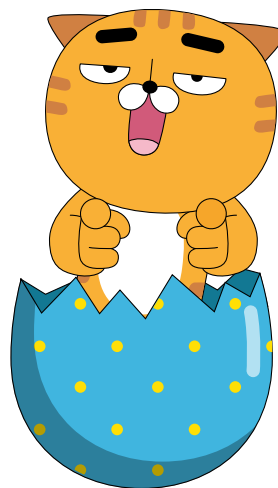
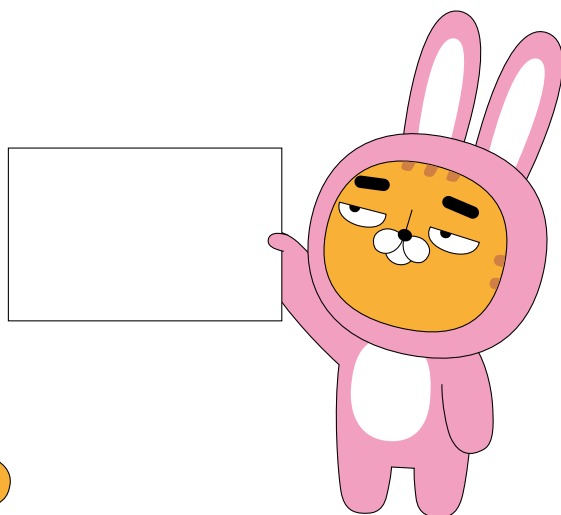
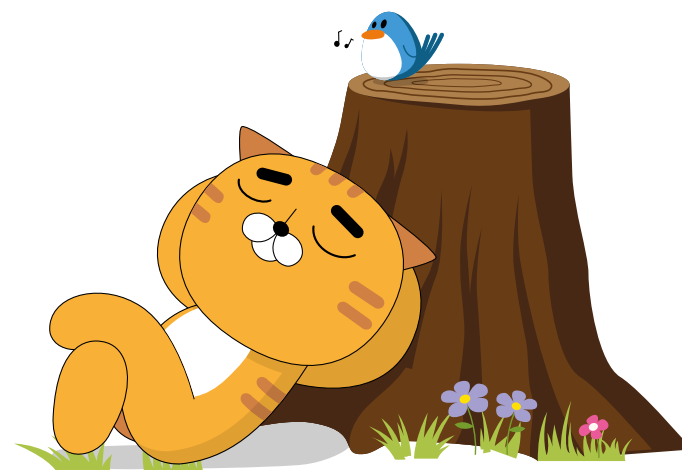
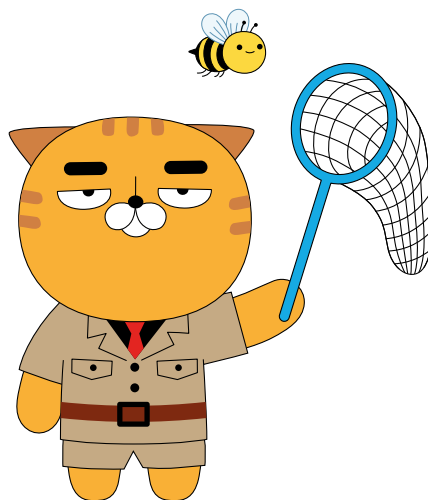
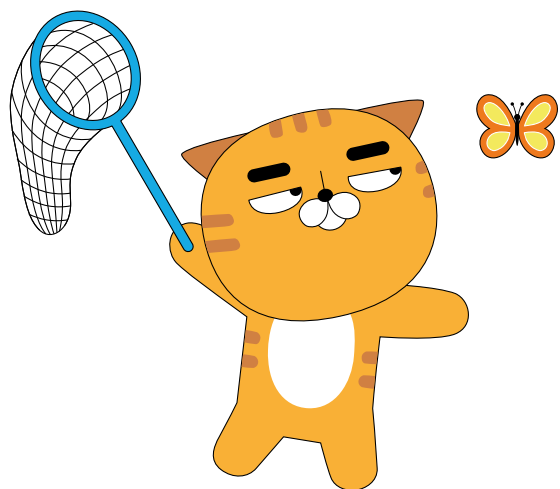
CC\_MAUURICE\_RVB\_SPRING\_EASTER  
CC\_MAUURICE\_CMJN\_SPRING\_EASTER



## SPRING / EASTER

## CARLTON, INDIVIDUAL POSES

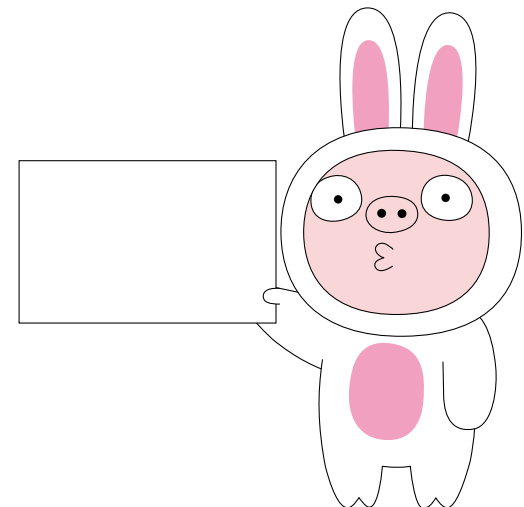
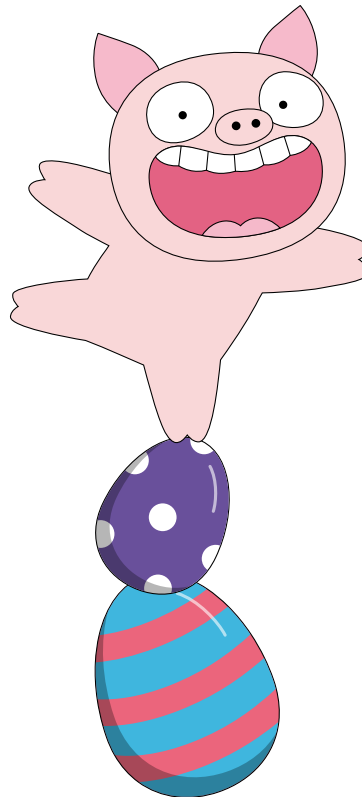
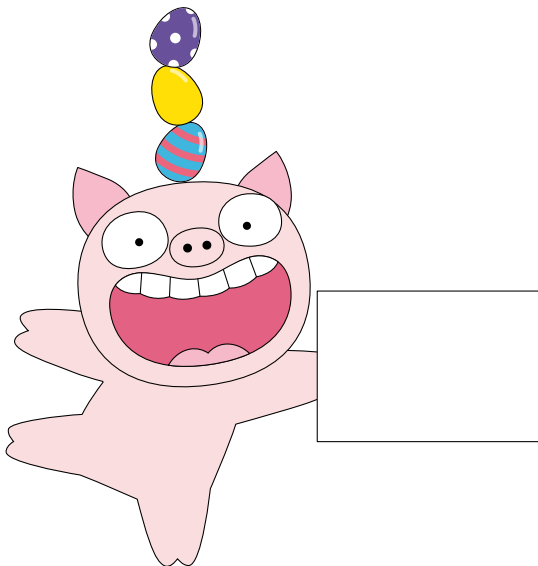
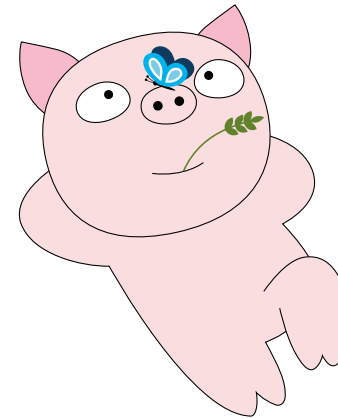
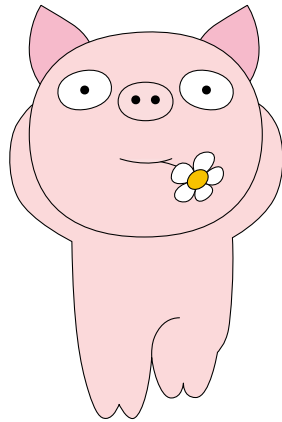
CC\_CARLTON\_RVB\_SPRING\_EASTER  
CC\_CARLTON\_CMJN\_SPRING\_EASTER



## SPRING / EASTER

## ELVIS, INDIVIDUAL POSES

CC\_ELVIS\_RVB\_SPRING\_EASTER  
CC\_ELVIS\_CMJN\_SPRING\_EASTER



# SPRING / EASTER

## LOLA, INDIVIDUAL POSES

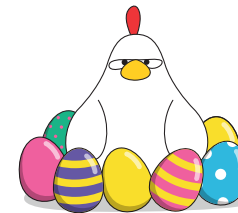
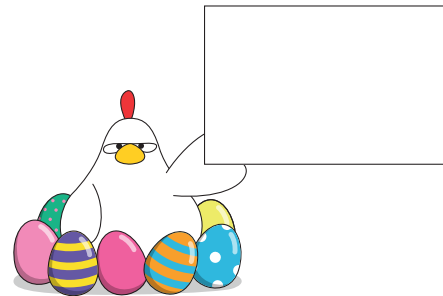
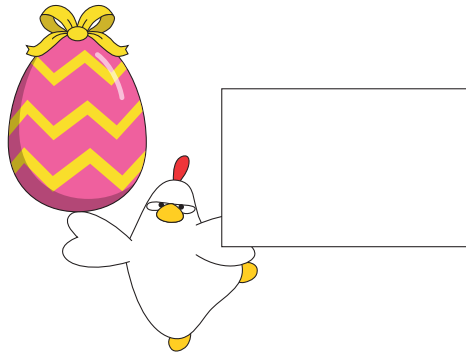
CC\_LOLA\_RVB\_SPRING\_EASTER  
CC\_LOLA\_CMJN\_SPRING\_EASTER



# SPRING / EASTER

## COLETTE & THE KIKITOS, INDIVIDUAL POSES

CC\_COLETTE\_KIKITOS\_RVB\_SPRING\_EASTER  
CC\_COLETTE\_KIKITOS\_CMJN\_SPRING\_EASTER

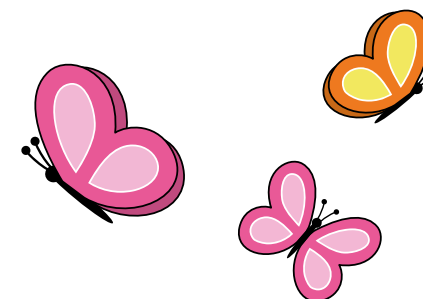
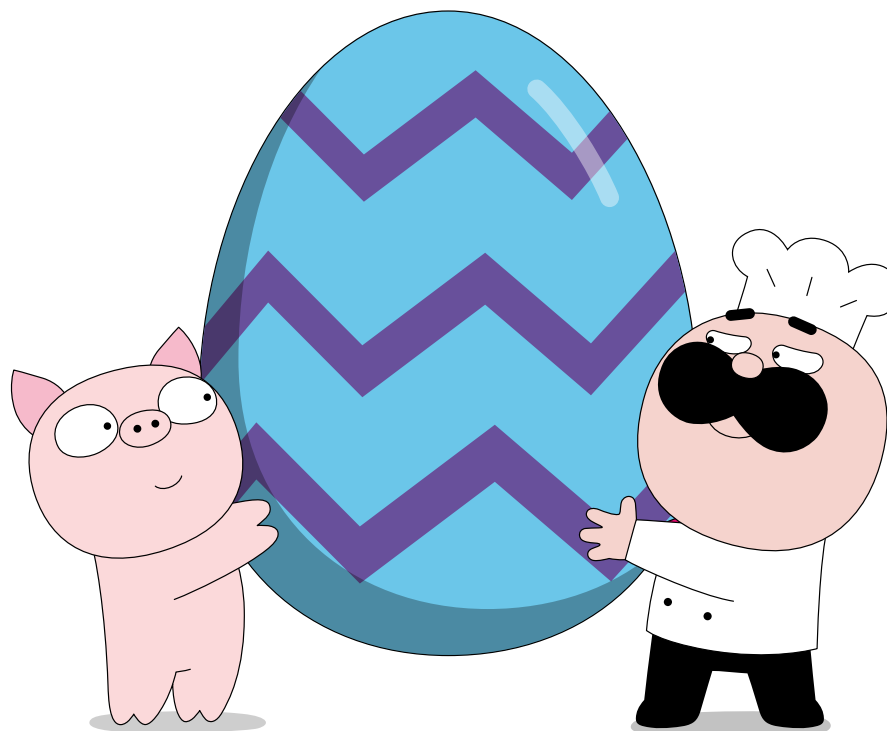
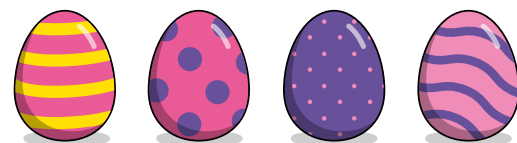
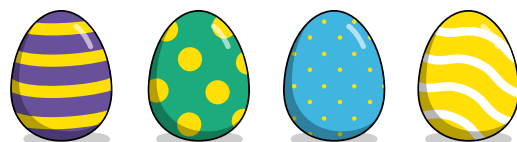
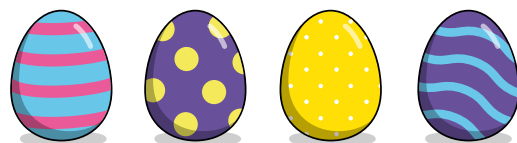
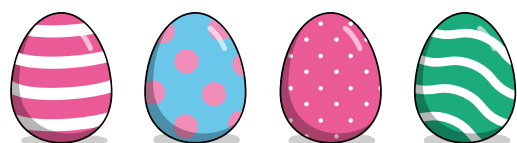


## SPRING / EASTER

## EASTER PROPS

CC\_ELVIS+MAURICE\_RVB\_SPRING\_EASTER  
CC\_ELVIS+MAURICE\_CMJN\_SPRING\_EASTER

CC\_PROPS\_RVB\_SPRING\_EASTER  
CC\_PROPS\_CMJN\_SPRING\_EASTER



## SPRING / EASTER

## GROUP POSES

CC\_CARLTON+MAURICE\_RVB\_SPRING\_EASTER  
CC\_CARLTON+MAURICE\_CMJN\_SPRING\_EASTER





# SPRING / EASTER

## GROUP POSES

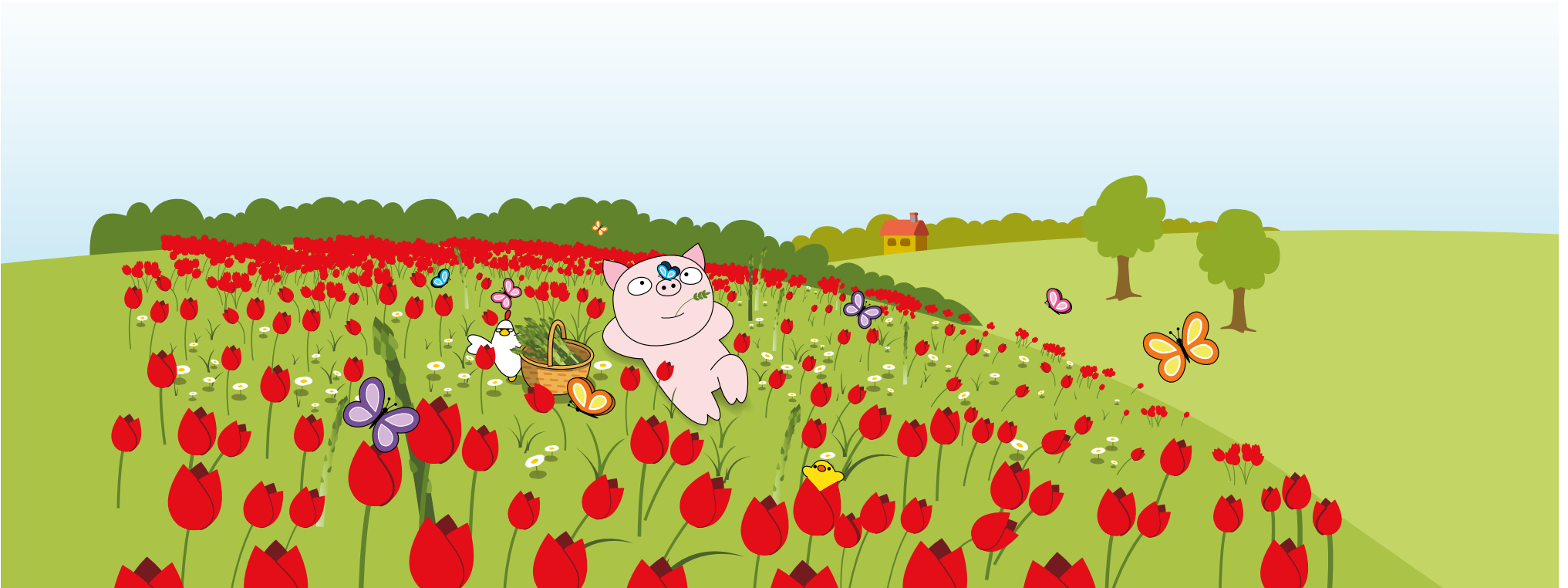
CC\_GROUP\_POSE\_RVB\_SPRING\_EASTER  
CC\_GROUP\_POSE\_CMJN\_SPRING\_EASTER



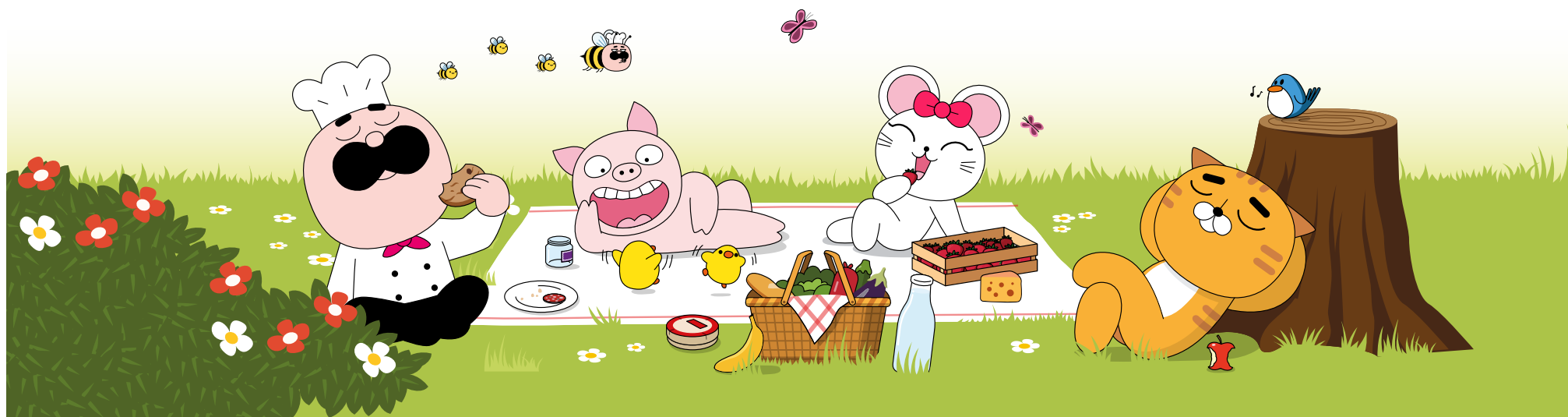
# SPRING / EASTER

## GROUP POSES

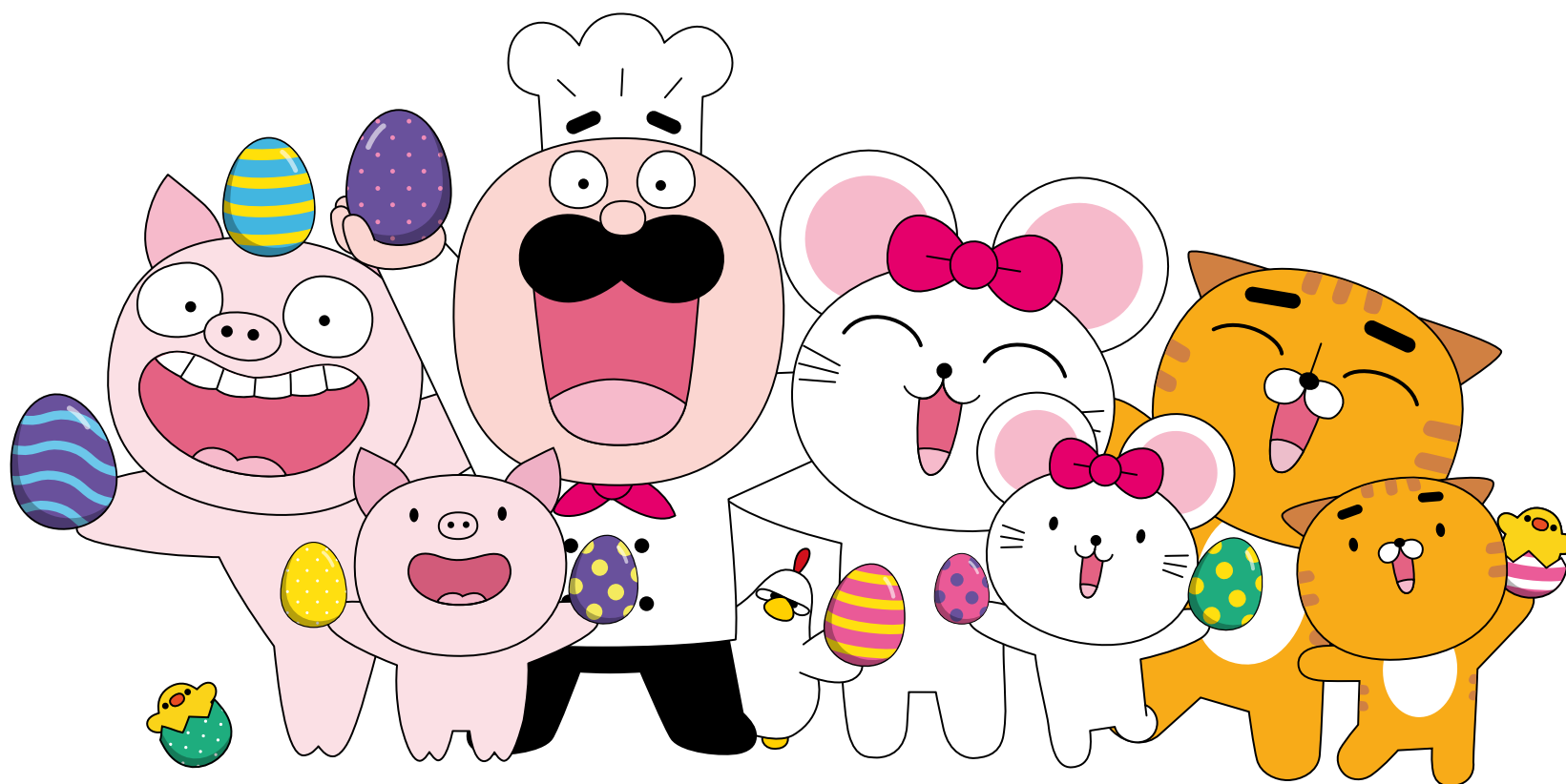
CC\_GROUP\_POSE\_RVB\_SPRING\_EASTER\_2  
CC\_GROUP\_POSE\_CMJN\_SPRING\_EASTER\_2



CC\_GROUP\_POSE\_RVB\_SPRING\_EASTER\_3  
CC\_GROUP\_POSE\_CMJN\_SPRING\_EASTER\_3

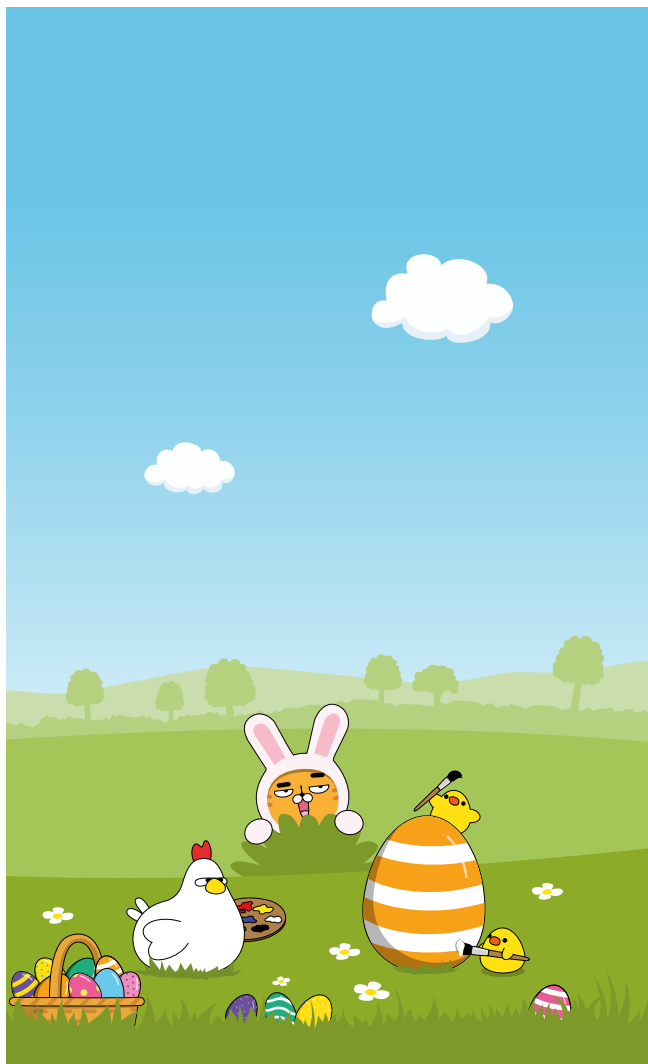


CC\_GROUP\_POSE\_RVB\_SPRING\_EASTER\_4  
CC\_GROUP\_POSE\_CMJN\_SPRING\_EASTER\_4



# SPRING / EASTER

## GROUP POSES



CC\_GROUP\_POSE\_RVB\_SPRING\_EASTER\_5  
CC\_GROUP\_POSE\_CMJN\_SPRING\_EASTER\_5



CC\_GROUP\_POSE\_RVB\_SPRING\_EASTER\_6  
CC\_GROUP\_POSE\_CMJN\_SPRING\_EASTER\_6

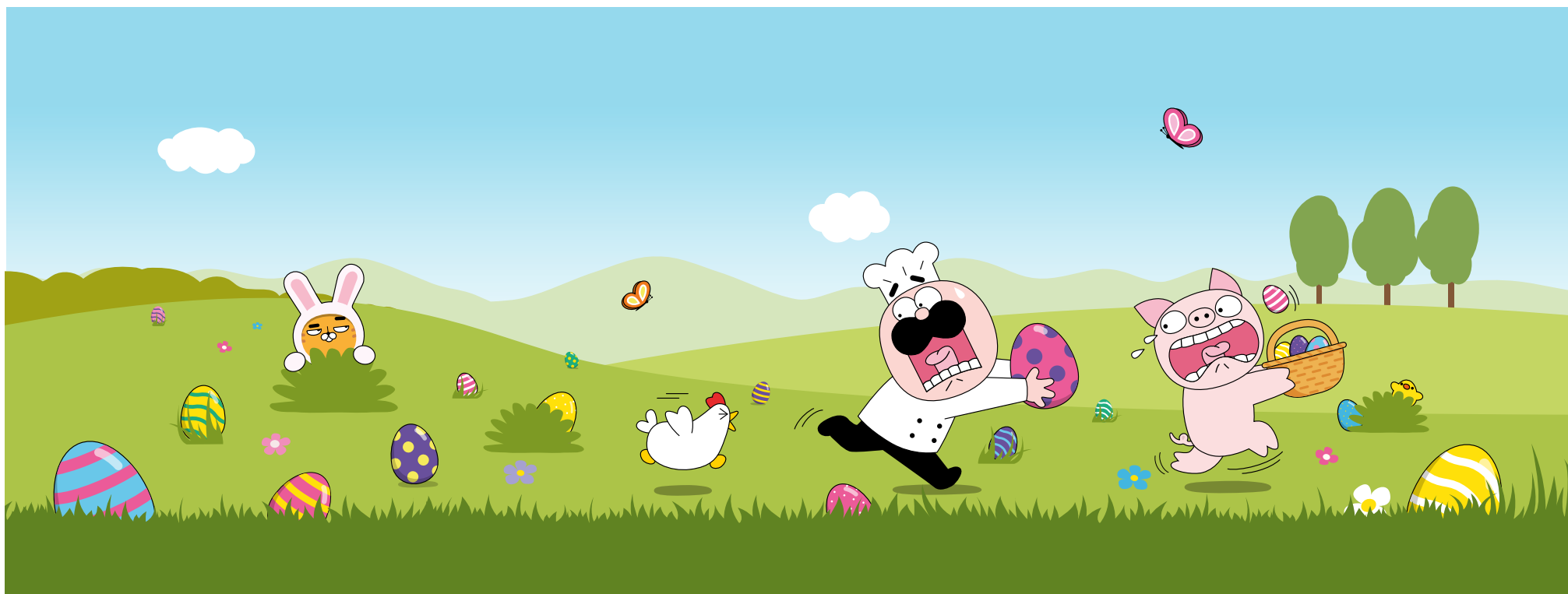


CC\_GROUP\_POSE\_RVB\_SPRING\_EASTER\_7  
CC\_GROUP\_POSE\_CMJN\_SPRING\_EASTER\_7

# SPRING / EASTER

## GROUP POSES

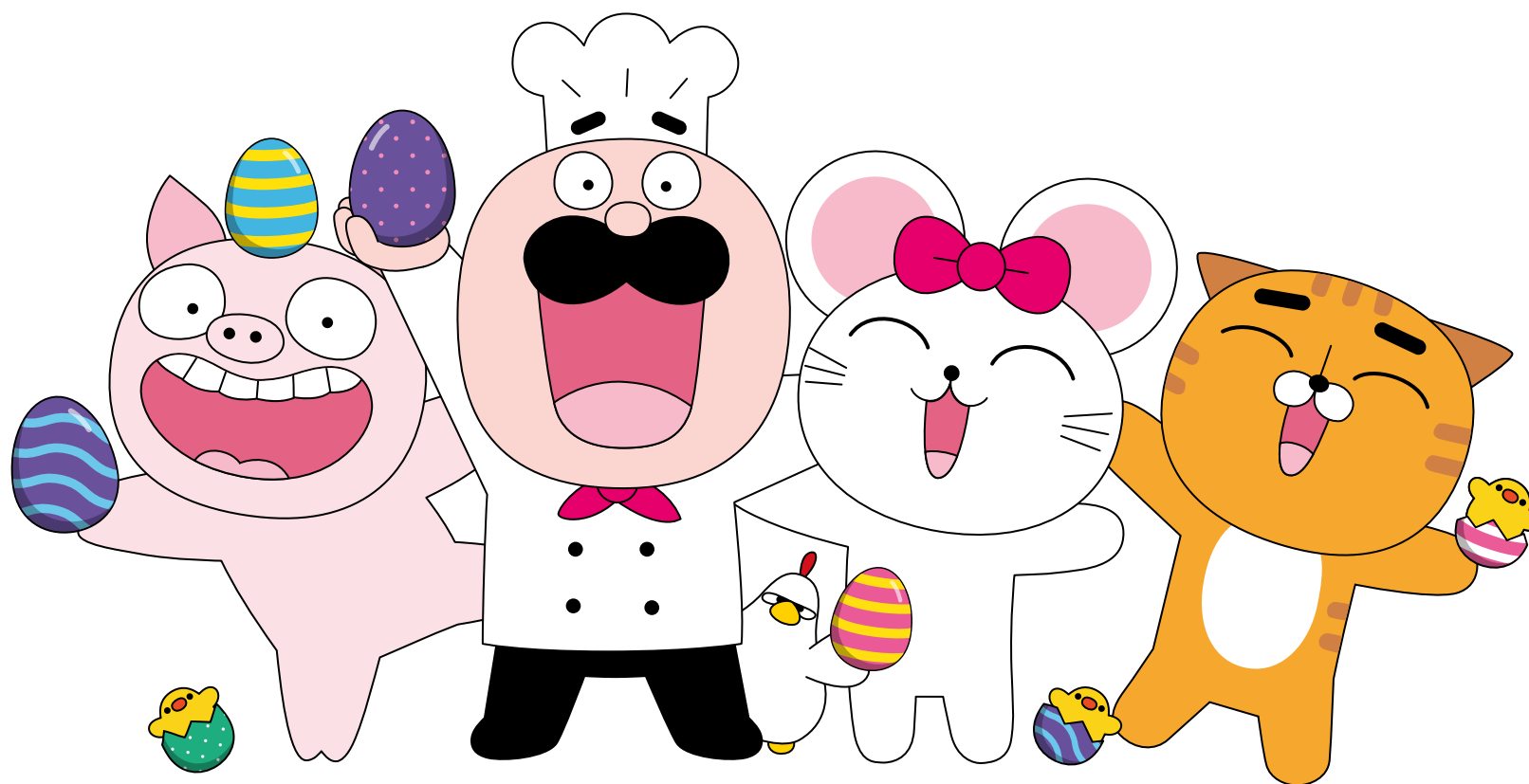
CC\_GROUP\_POSE\_RVB\_SPRING\_EASTER\_8  
CC\_GROUP\_POSE\_CMJN\_SPRING\_EASTER\_8



CC\_GROUP\_POSE\_RVB\_SPRING\_EASTER\_9  
CC\_GROUP\_POSE\_CMJN\_SPRING\_EASTER\_9



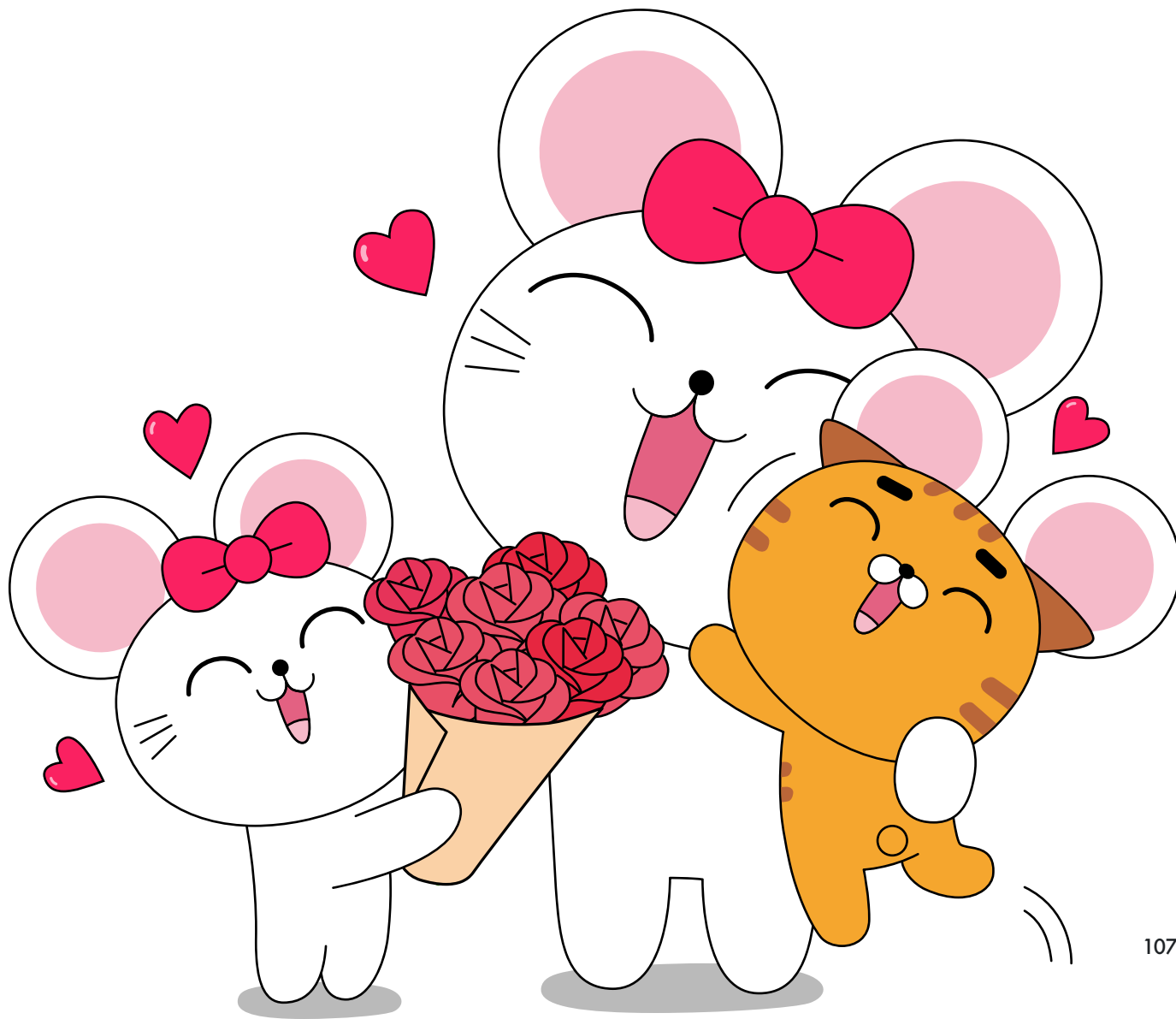
CC\_GROUP\_POSE\_RVB\_SPRING\_EASTER\_10  
CC\_GROUP\_POSE\_CMJN\_SPRING\_EASTER\_10





# MOTHER'S DAY

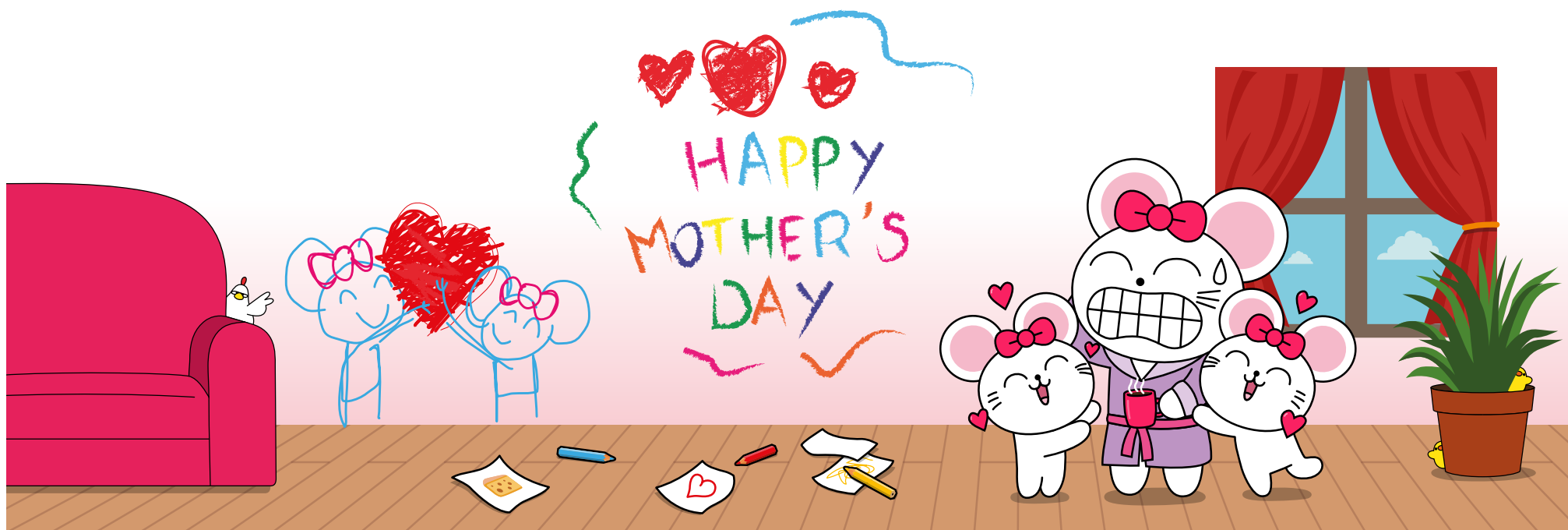
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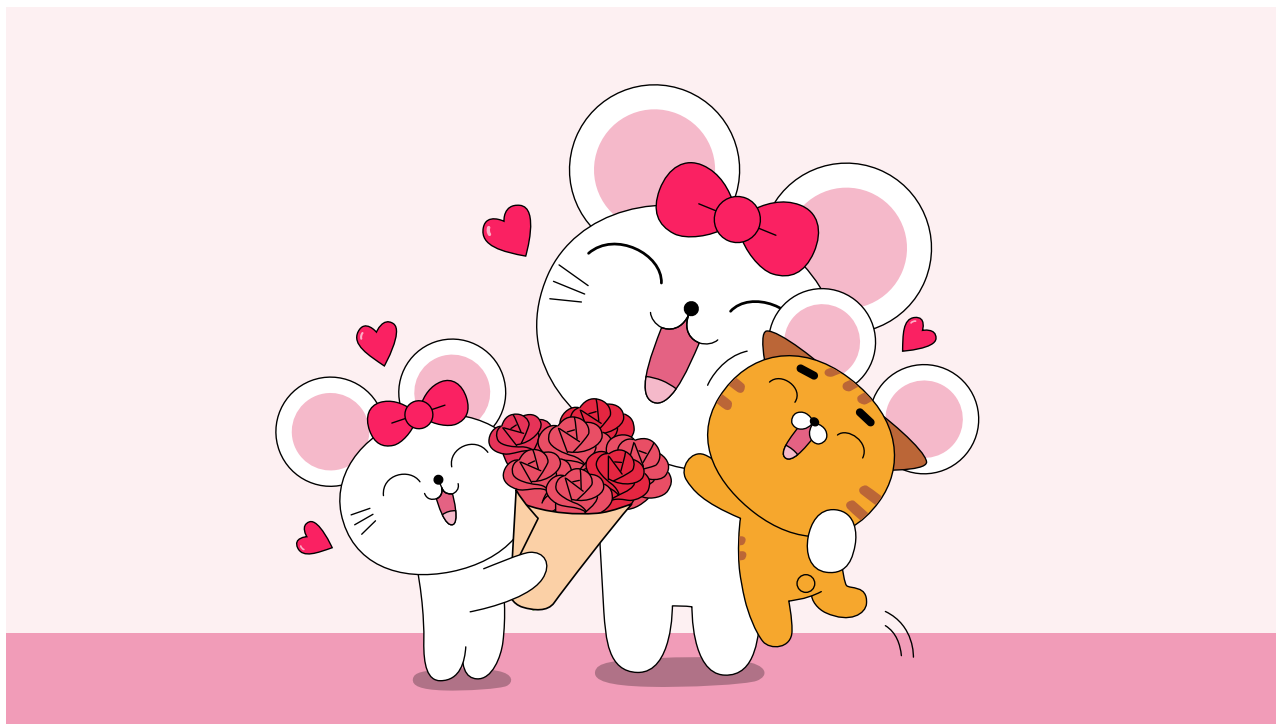
# MOTHER'S DAY

## GROUP POSES

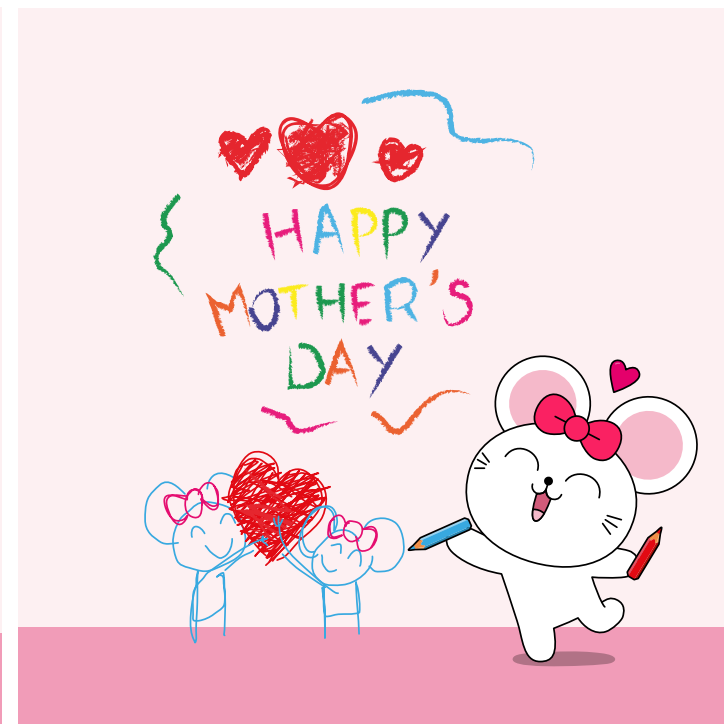
CC\_BANNER\_RVB\_MOTHERSDAY\_FR+ENG  
CC\_BANNER\_CMJN\_MOTHERSDAY\_FR+ENG



(+ FRENCH VERSION IN THE SAME FILE)



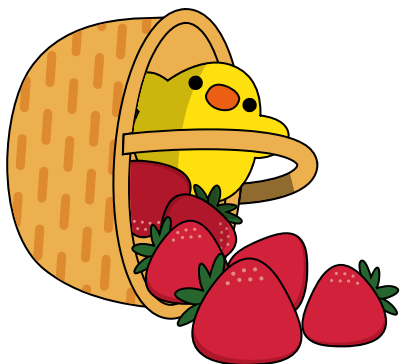
CC\_BANNER\_RVB\_MOTHERSDAY\_936x525  
CC\_BANNER\_CMJN\_MOTHERSDAY\_936x525



CC\_RVB\_MOTHERSDAY\_Square\_FR+ENG  
CC\_CMJN\_MOTHERSDAY\_Square\_FR+ENG

# SUMMER

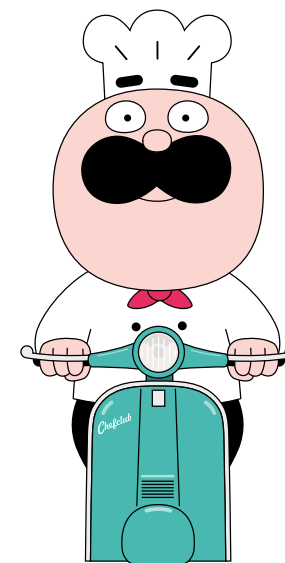
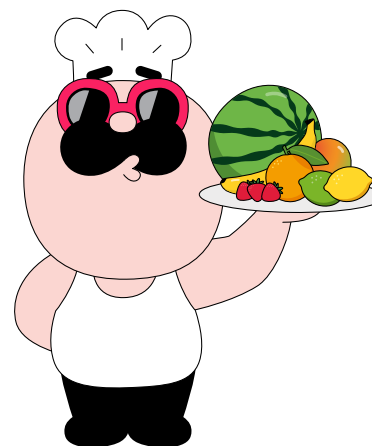
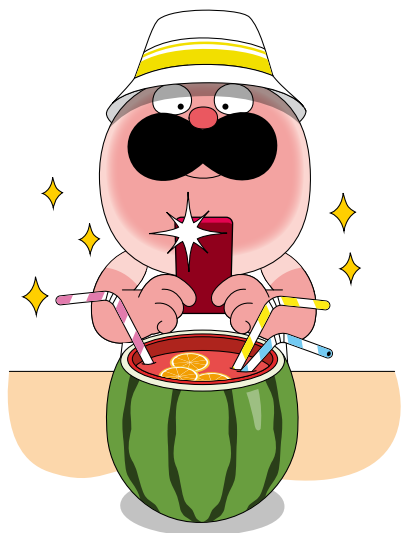
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# SUMMER

## MAURICE, INDIVIDUAL POSES

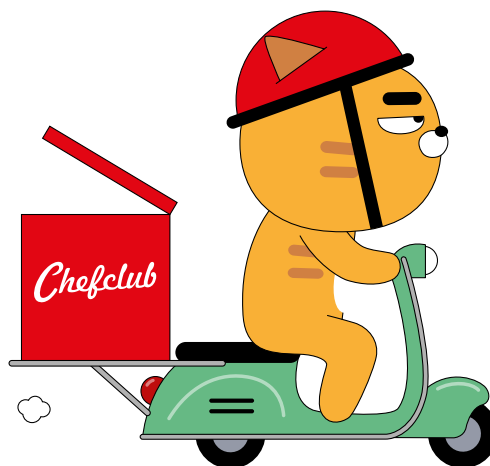
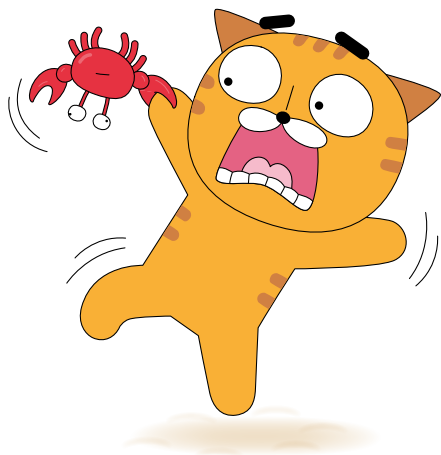
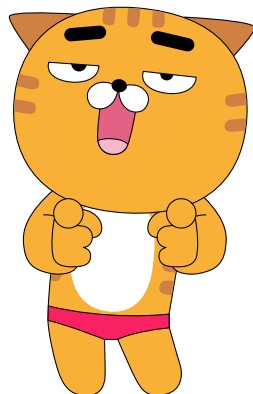
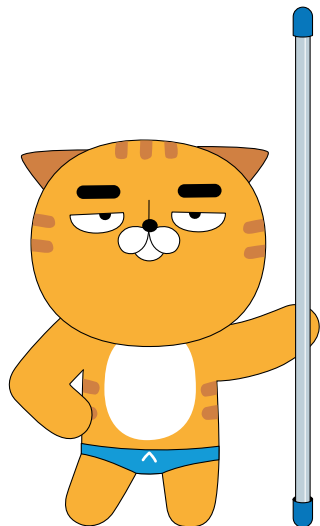
CC\_MAUURICE\_RVB\_SUMMER  
CC\_MAUURICE\_CMJN\_SUMMER



# SUMMER

## CARLTON, INDIVIDUAL POSES

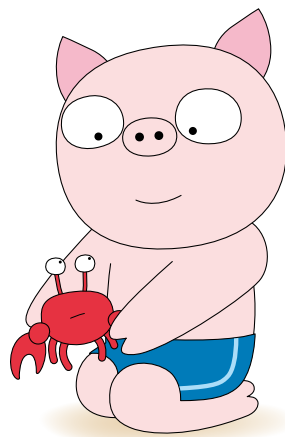
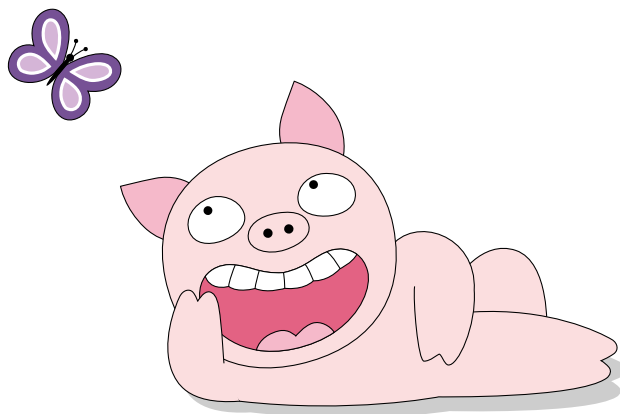
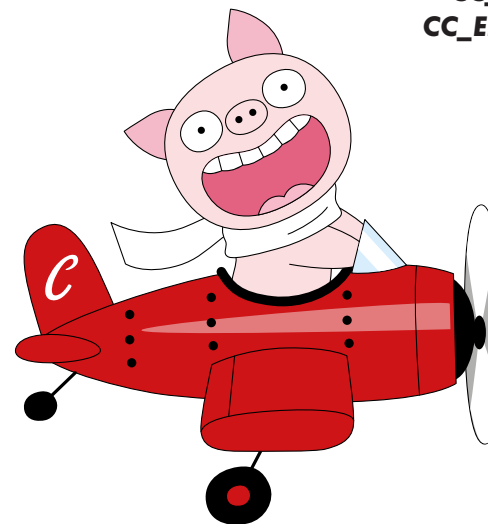
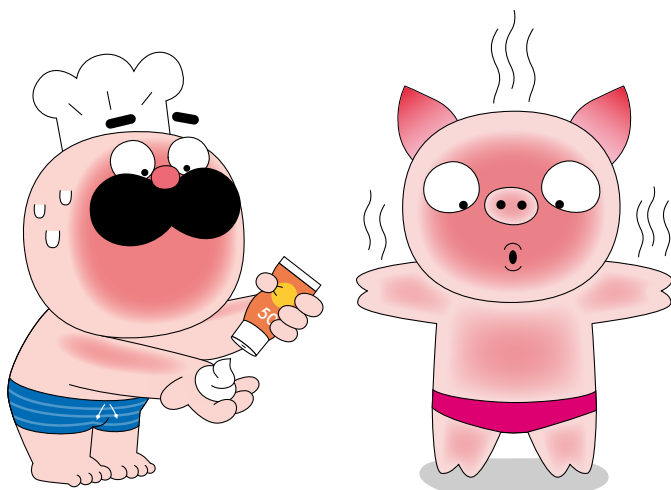
CC\_CARLTON\_RVB\_SUMMER  
CC\_CARLTON\_CMJN\_SUMMER



# SUMMER

## ELVIS, INDIVIDUAL POSES

CC\_ELVIS\_RVB\_SUMMER  
CC\_ELVIS\_CMJN\_SUMMER



## SUMMER

## LOLA, INDIVIDUAL POSES

CC\_LOLA\_RVB\_SUMMER  
CC\_LOLA\_CMJN\_SUMMER

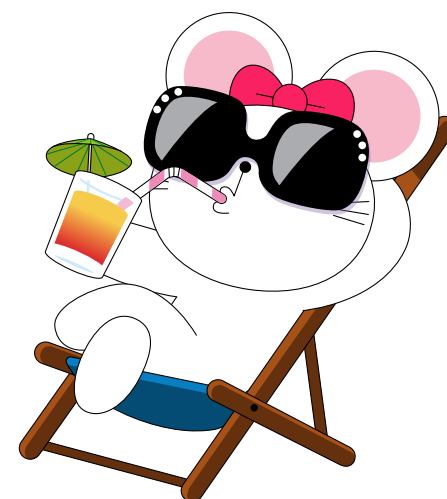
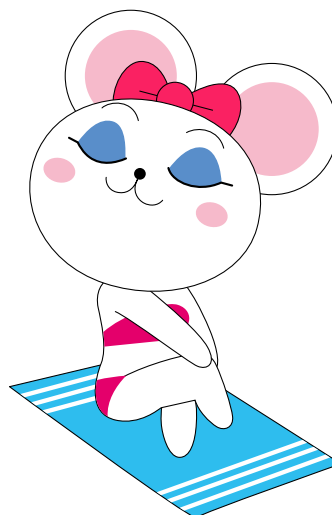
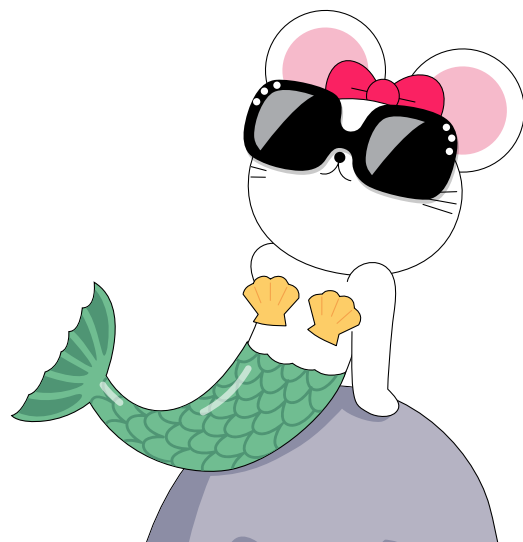
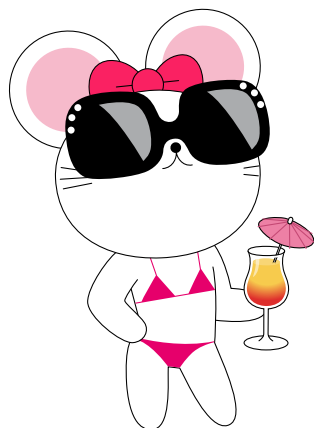




## SUMMER

## LOLA, INDIVIDUAL POSES

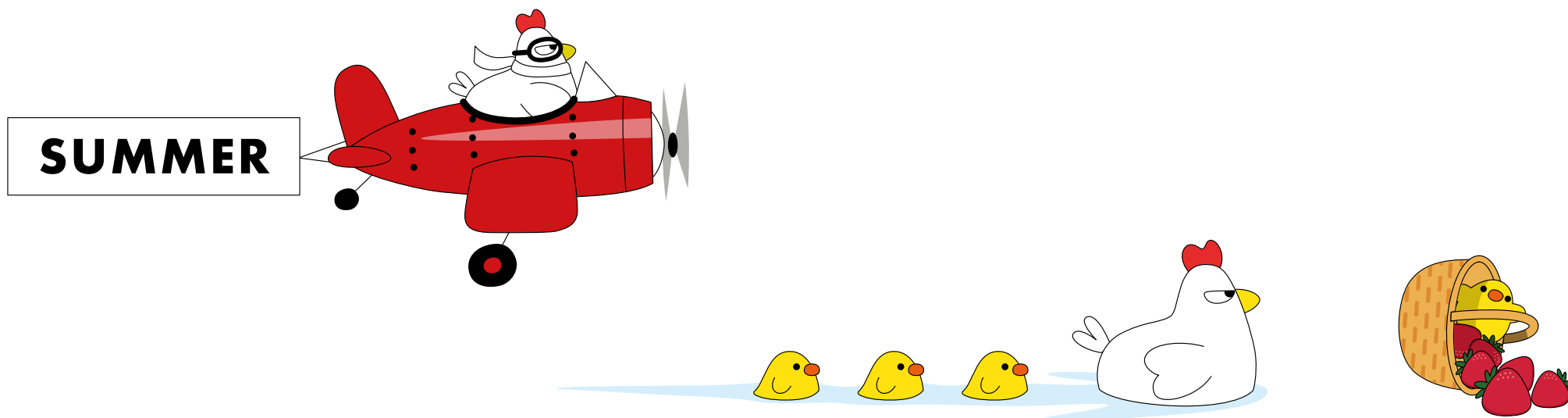
CC\_LOLA\_RVB\_SUMMER  
CC\_LOLA\_CMJN\_SUMMER



# SUMMER

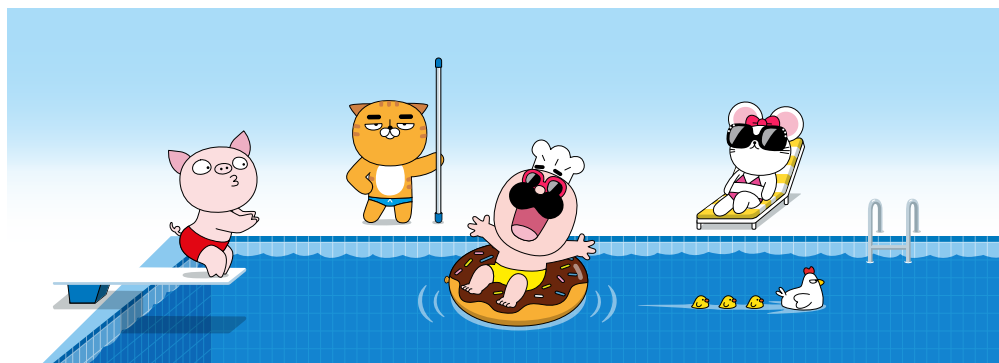
## COLETTE & THE KIKITOS, INDIVIDUAL POSES

CC\_COLETTE+THEKIKITOS\_RVB\_SUMMER  
CC\_COLETTE+THEKIKITOS\_CMJN\_SUMMER

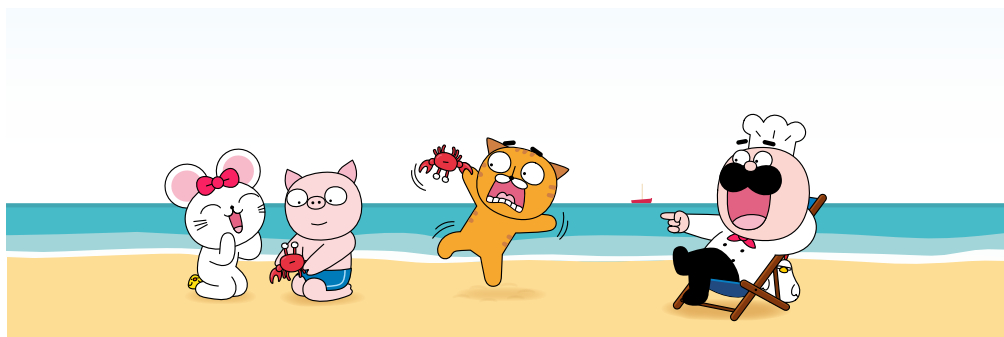




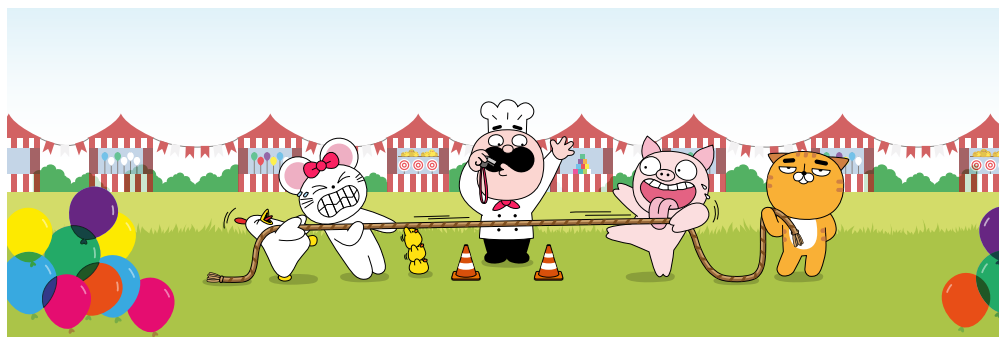
CC\_GROUP\_POSE\_RVB\_SUMMER\_1  
CC\_GROUP\_POSE\_CMJN\_SUMMER\_1



CC\_GROUP\_POSE\_RVB\_SUMMER\_2  
CC\_GROUP\_POSE\_CMJN\_SUMMER\_2



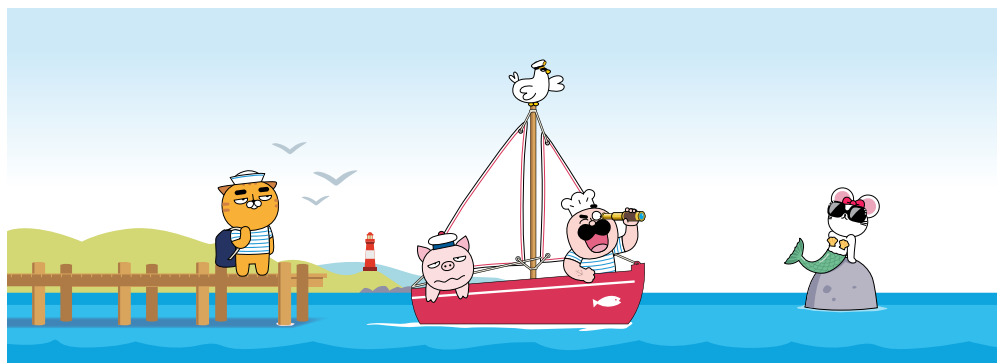
CC\_GROUP\_POSE\_RVB\_SUMMER\_3  
CC\_GROUP\_POSE\_CMJN\_SUMMER\_3



CC\_GROUP\_POSE\_RVB\_SUMMER\_4  
CC\_GROUP\_POSE\_CMJN\_SUMMER\_4



CC\_GROUP\_POSE\_RVB\_SUMMER\_5  
CC\_GROUP\_POSE\_CMJN\_SUMMER\_5



CC\_GROUP\_POSE\_RVB\_SUMMER\_6  
CC\_GROUP\_POSE\_CMJN\_SUMMER\_6



CC\_GROUP\_POSE\_RVB\_SUMMER\_7  
CC\_GROUP\_POSE\_CMJN\_SUMMER\_7



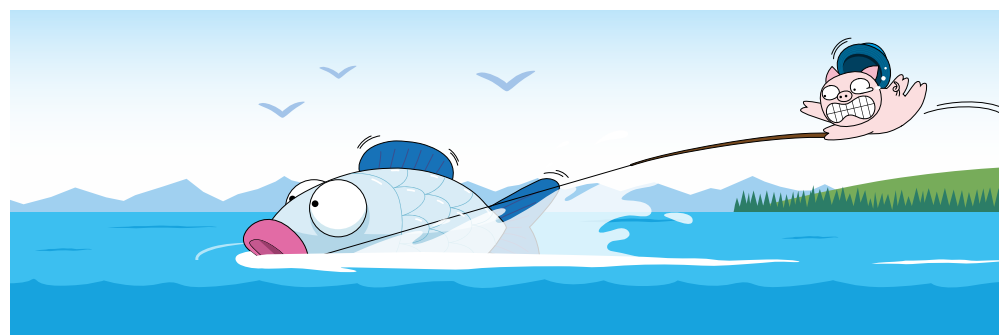
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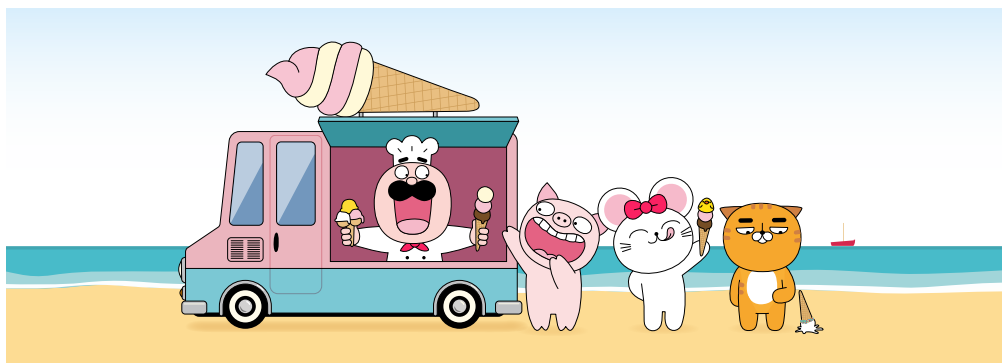
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CC\_GROUP\_POSE\_CMJN\_SUMMER\_9



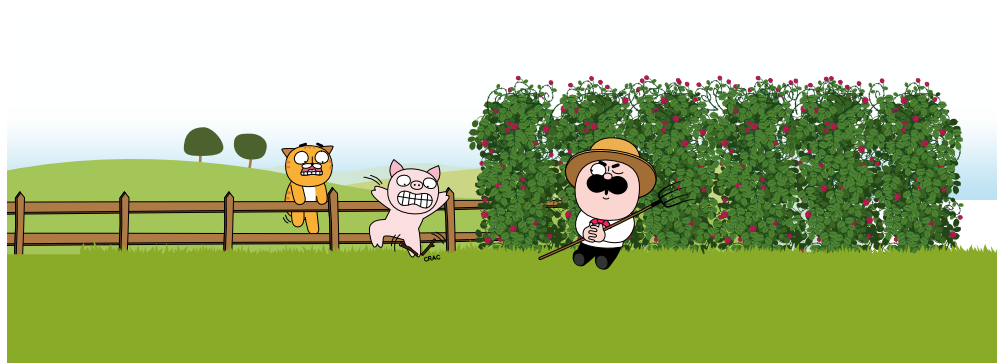
CC\_GROUP\_POSE\_RVB\_SUMMER\_10  
CC\_GROUP\_POSE\_CMJN\_SUMMER\_10



CC\_GROUP\_POSE\_RVB\_SUMMER\_11  
CC\_GROUP\_POSE\_CMJN\_SUMMER\_11



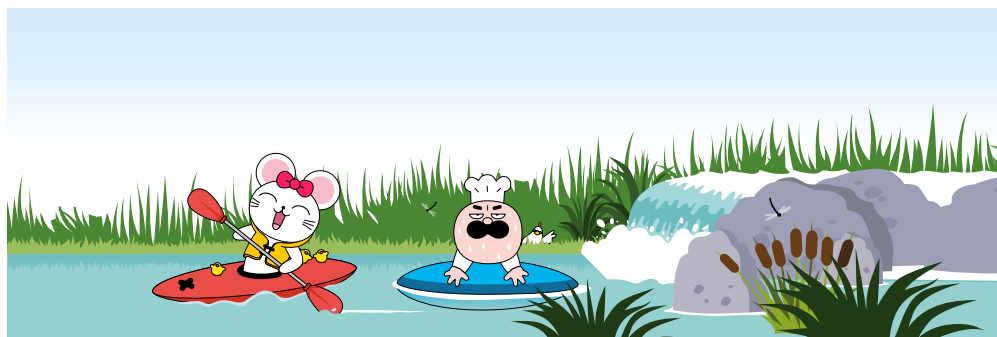
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**CC\_GROUP\_POSE\_CMJN\_SUMMER\_12**



**CC\_GROUP\_POSE\_RVB\_SUMMER\_13**  
**CC\_GROUP\_POSE\_CMJN\_SUMMER\_13**



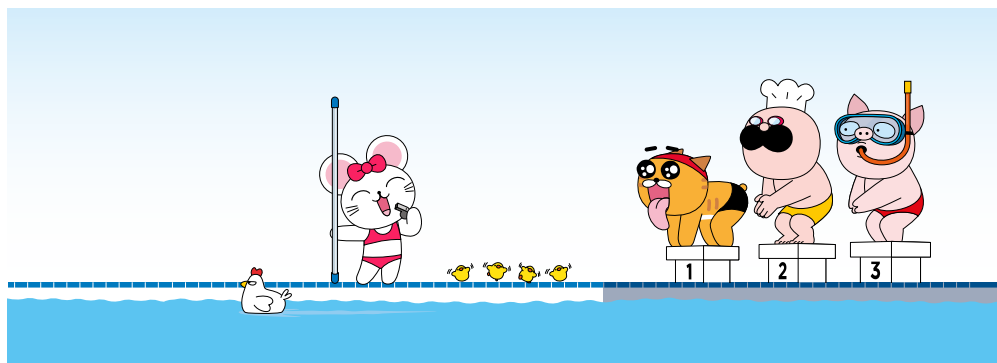
**CC\_GROUP\_POSE\_RVB\_SUMMER\_14**  
**CC\_GROUP\_POSE\_CMJN\_SUMMER\_14**



**CC\_GROUP\_POSE\_RVB\_SUMMER\_15**  
**CC\_GROUP\_POSE\_CMJN\_SUMMER\_15**



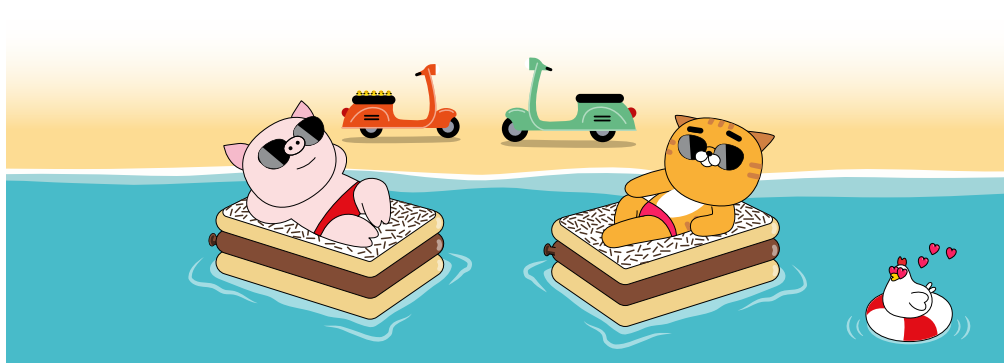
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CC\_GROUP\_POSE\_CMJN\_SUMMER\_16



CC\_GROUP\_POSE\_RVB\_SUMMER\_17  
CC\_GROUP\_POSE\_CMJN\_SUMMER\_17



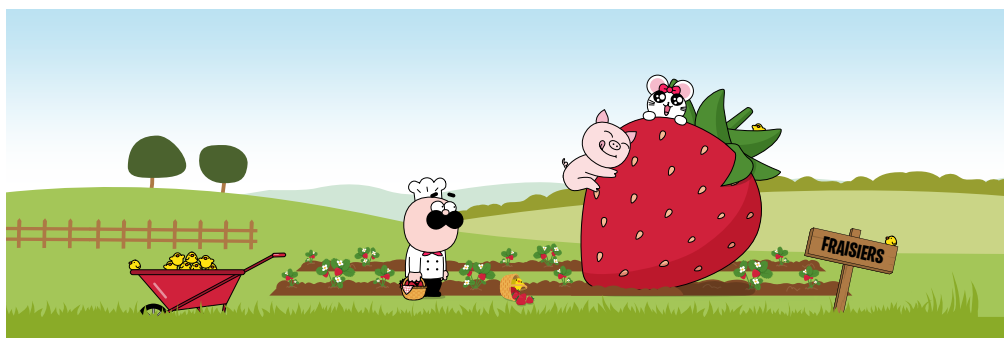
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CC\_GROUP\_POSE\_CMJN\_SUMMER\_18



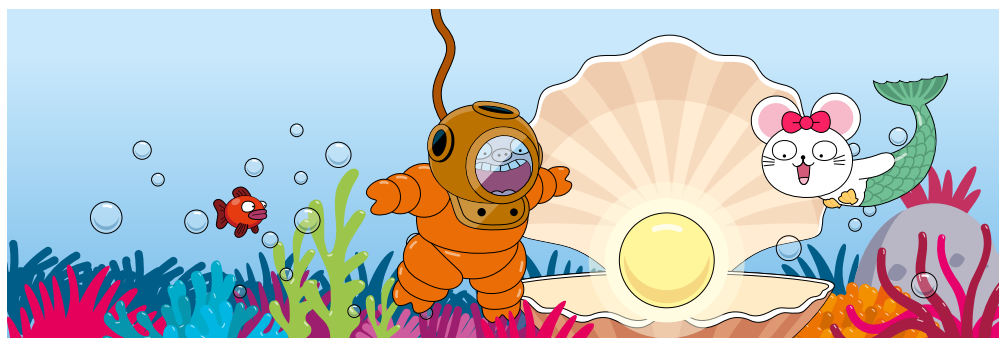
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CC\_GROUP\_POSE\_CMJN\_SUMMER\_19



CC\_GROUP\_POSE\_RVB\_SUMMER\_20  
CC\_GROUP\_POSE\_CMJN\_SUMMER\_20



CC\_GROUP\_POSE\_RVB\_SUMMER\_21  
CC\_GROUP\_POSE\_CMJN\_SUMMER\_21



CC\_GROUP\_POSE\_RVB\_SUMMER\_22  
CC\_GROUP\_POSE\_CMJN\_SUMMER\_22

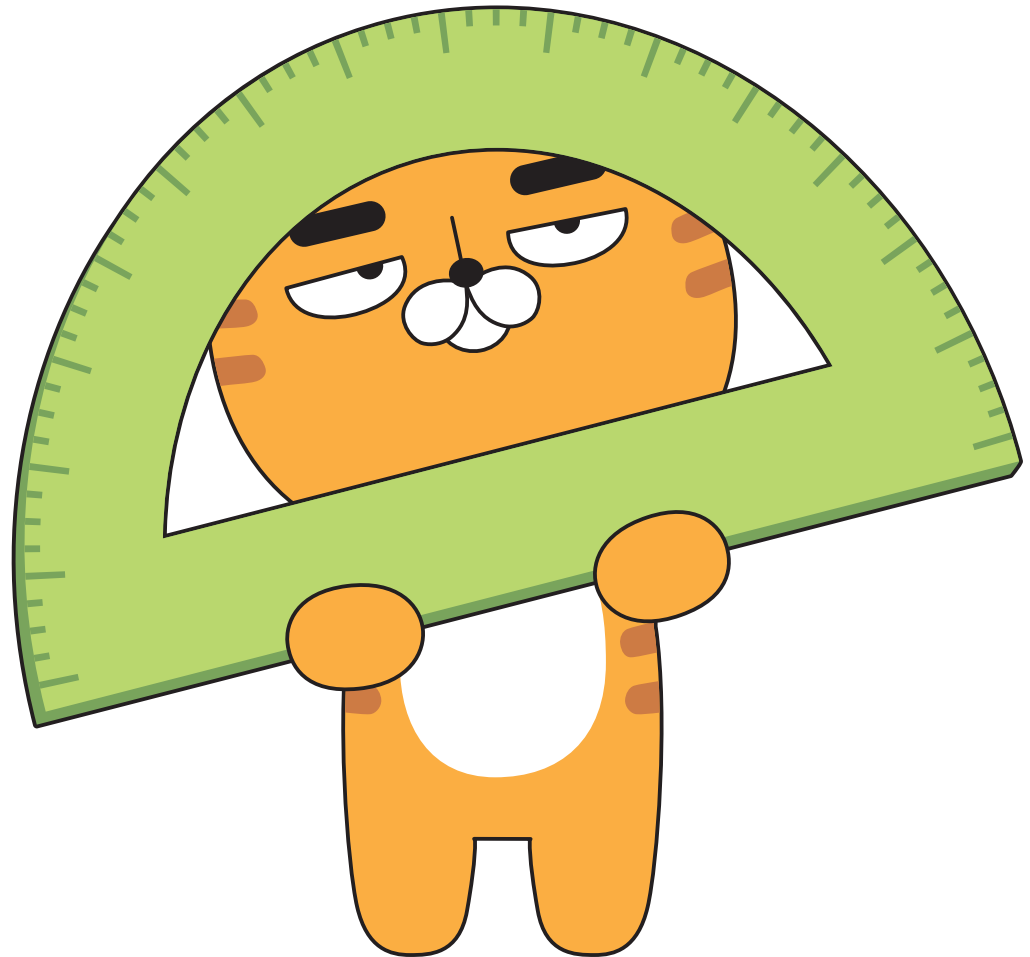




CC\_GROUP\_POSE\_RVB\_SUMMER\_23  
CC\_GROUP\_POSE\_CMJN\_SUMMER\_23

# BACK TO SCHOOL

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## BACK TO SCHOOL

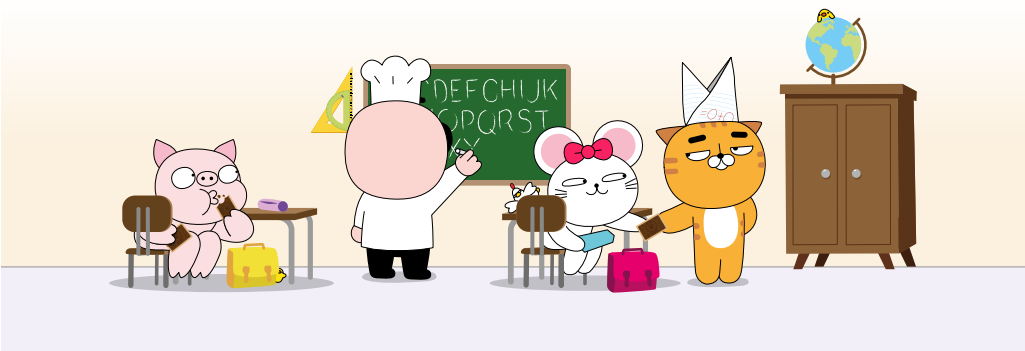
## GROUP POSES



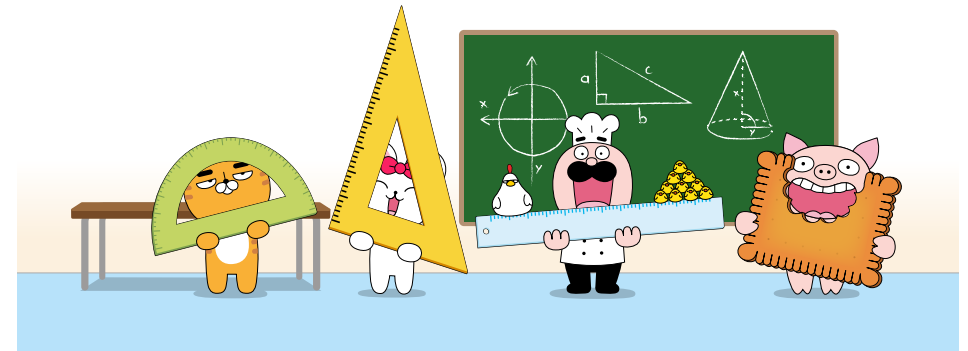
CC\_BACK\_TO\_SCHOOL\_RVB\_01  
CC\_BACK\_TO\_SCHOOL\_CMJN\_01



CC\_BACK\_TO\_SCHOOL\_RVB\_04  
CC\_BACK\_TO\_SCHOOL\_CMJN\_04



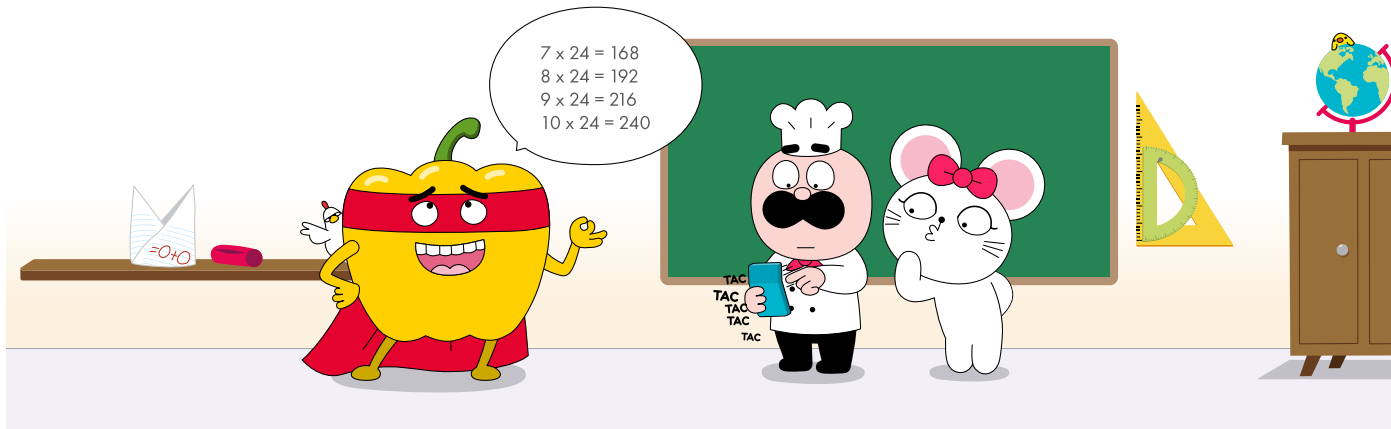
CC\_BACK\_TO\_SCHOOL\_RVB\_02  
CC\_BACK\_TO\_SCHOOL\_CMJN\_02



CC\_BACK\_TO\_SCHOOL\_RVB\_05  
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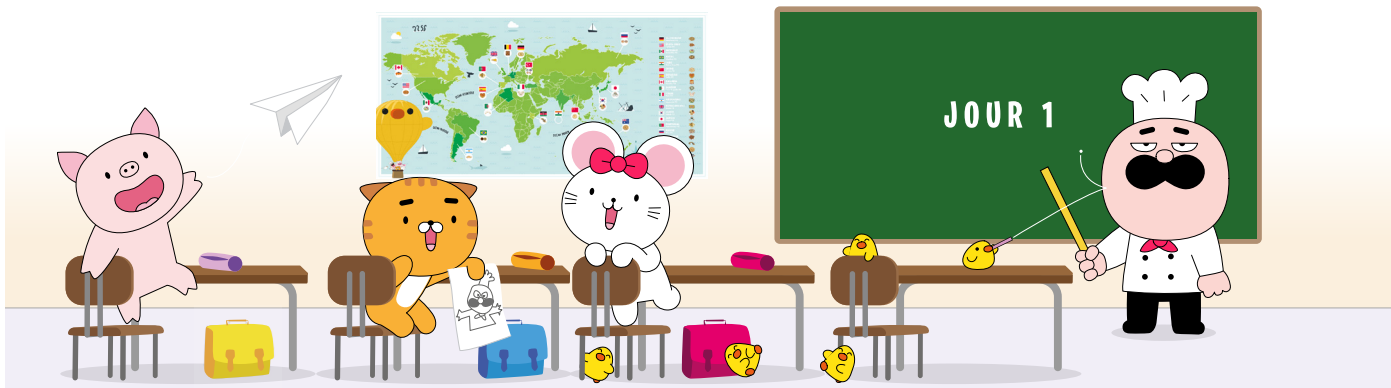
## BACK TO SCHOOL

## GROUP POSES



CC\_BACK\_TO\_SCHOOL\_RVB\_06  
CC\_BACK\_TO\_SCHOOL\_CMJN\_06

ABCDEFGHIJKLMNOPQRSTUVWXYZ



CC\_BACK\_TO\_SCHOOL\_RVB\_07  
CC\_BACK\_TO\_SCHOOL\_CMJN\_07

06



# PROPS

## **FOOD**

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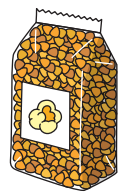
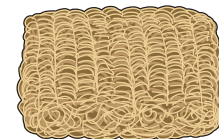
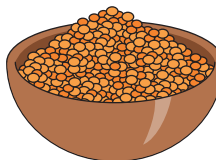
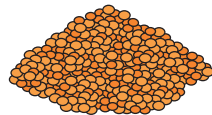
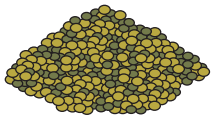
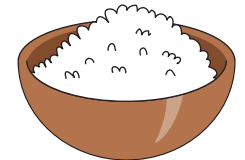
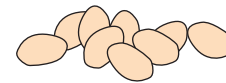
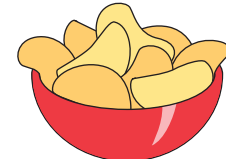
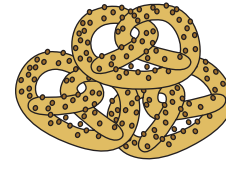
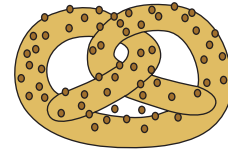
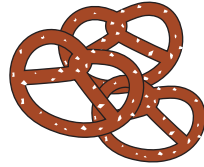
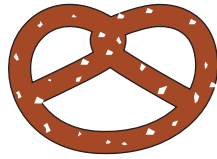
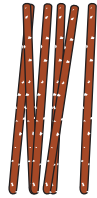
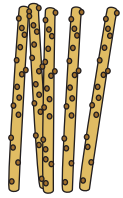
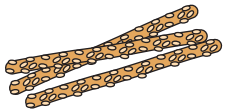
## **ACCESSORIES**

PAGE 65

## PROPS

## APPETIZERS &amp; SPICES

CC\_INGREDIENTS



## PROPS

## GROCERIES

CC\_INGREDIENTS



## PROPS

## GROCERIES

CC\_INGREDIENTS

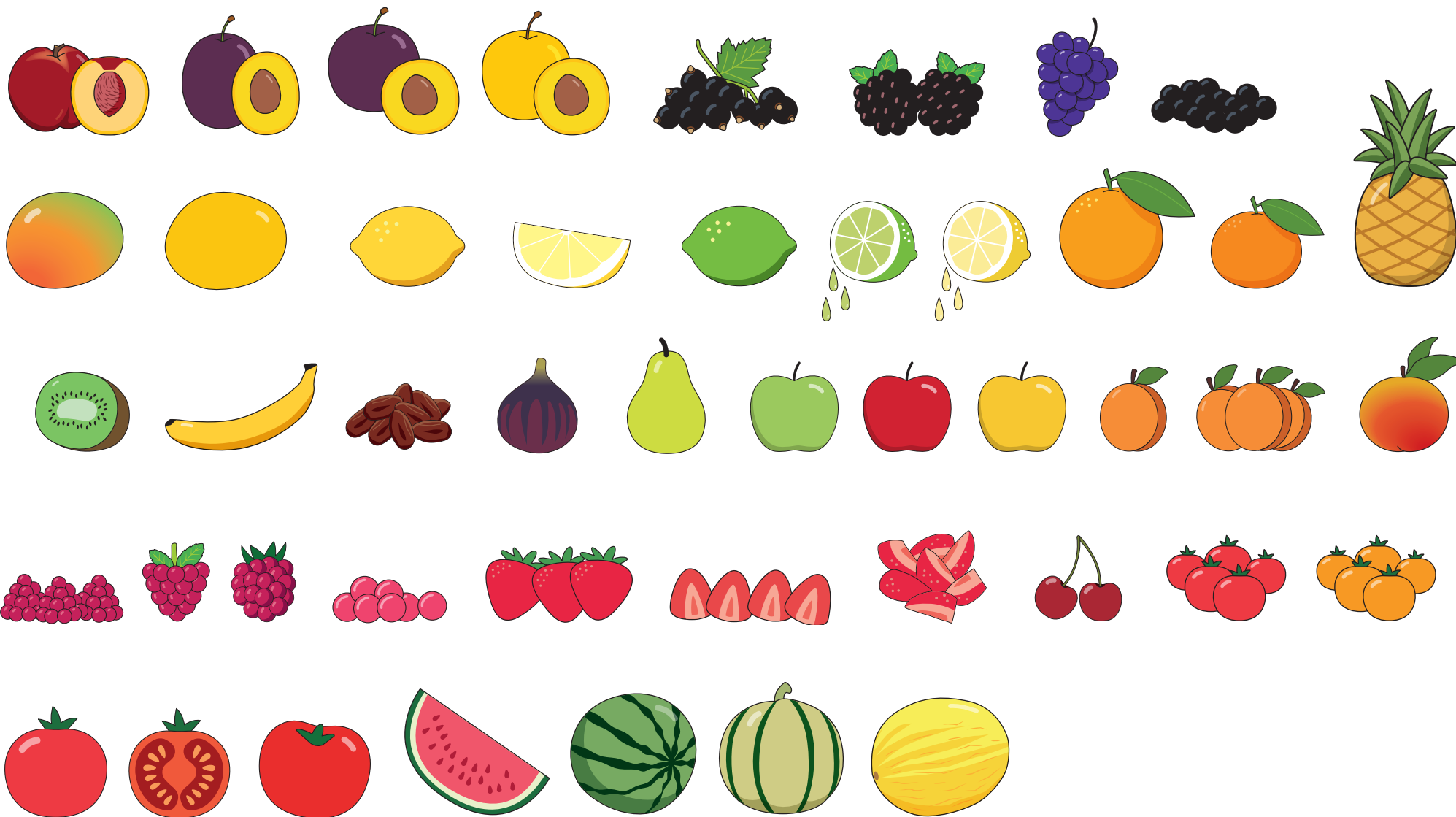




## PROPS

## FRUITS

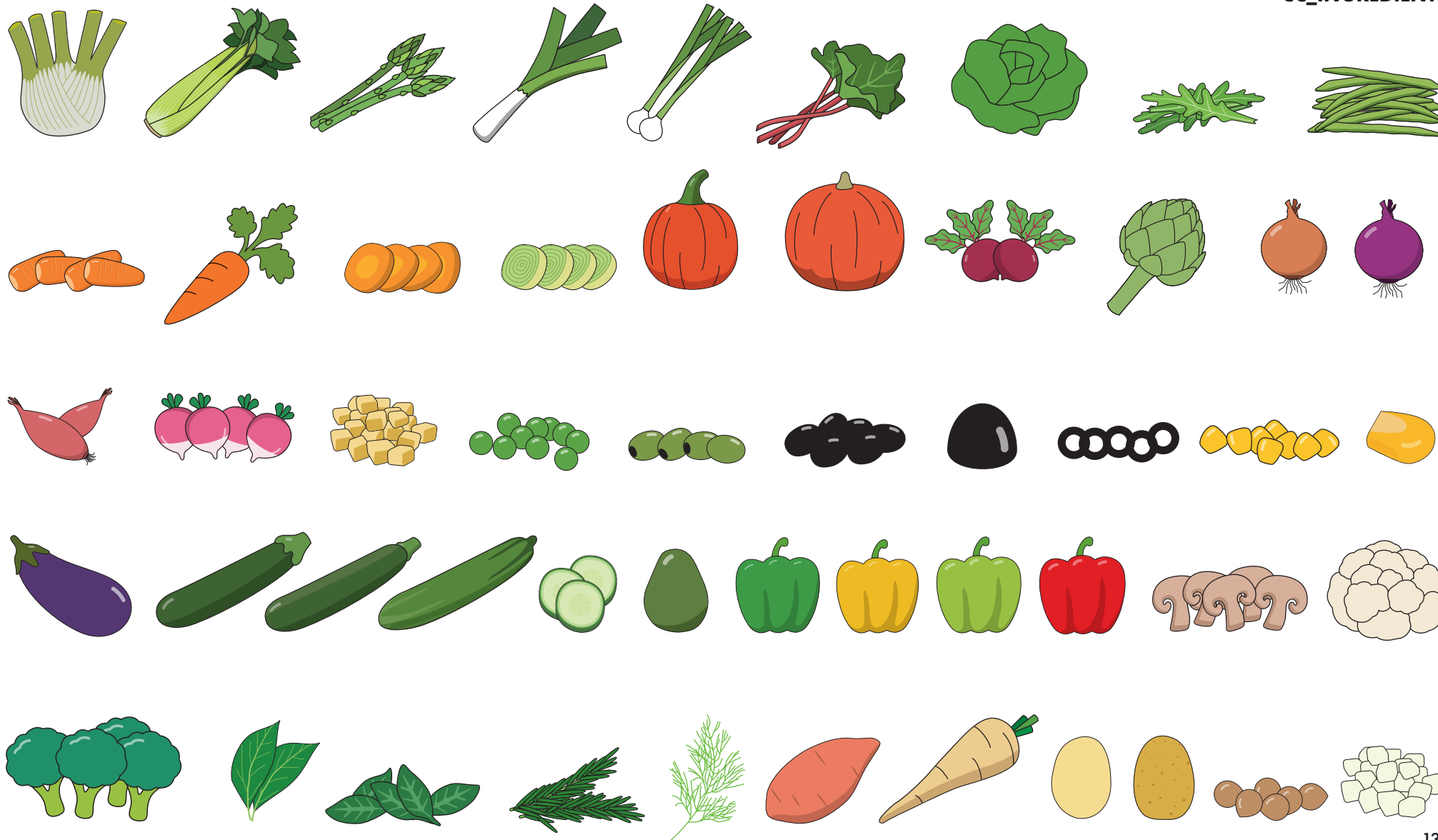
CC\_INGREDIENTS



## PROPS

## VEGETABLES

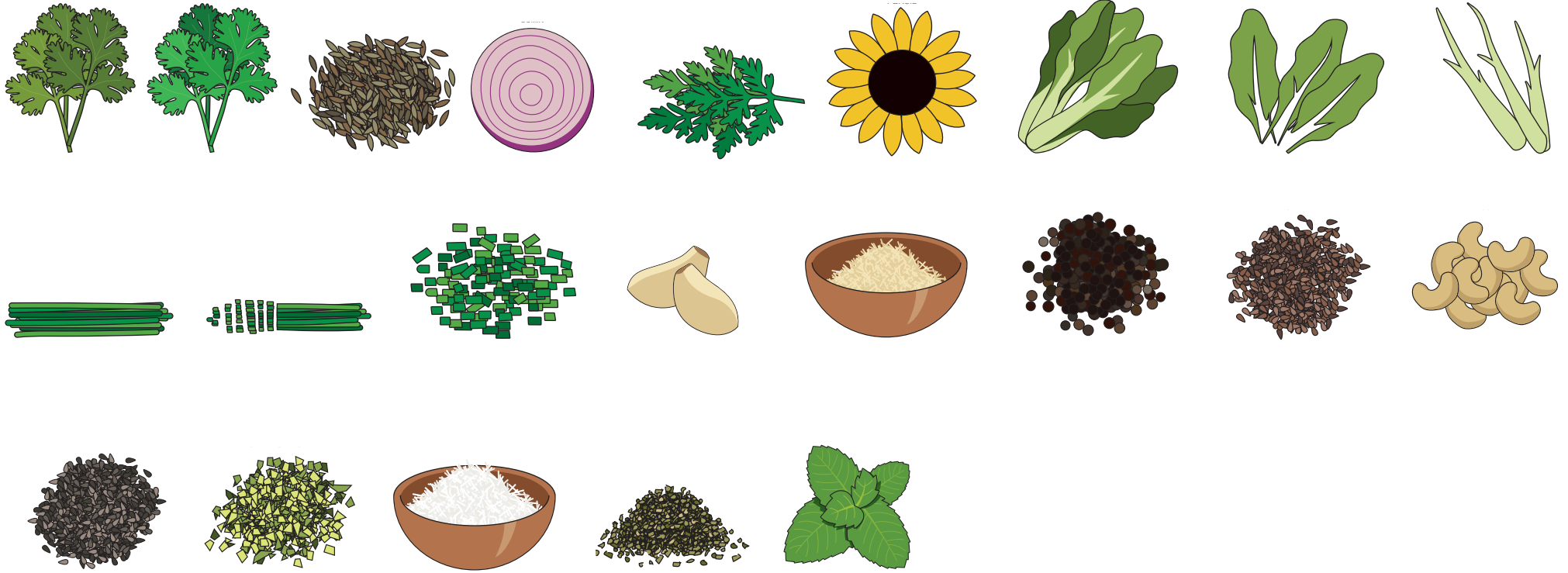
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## PROPS

## VEGETABLES

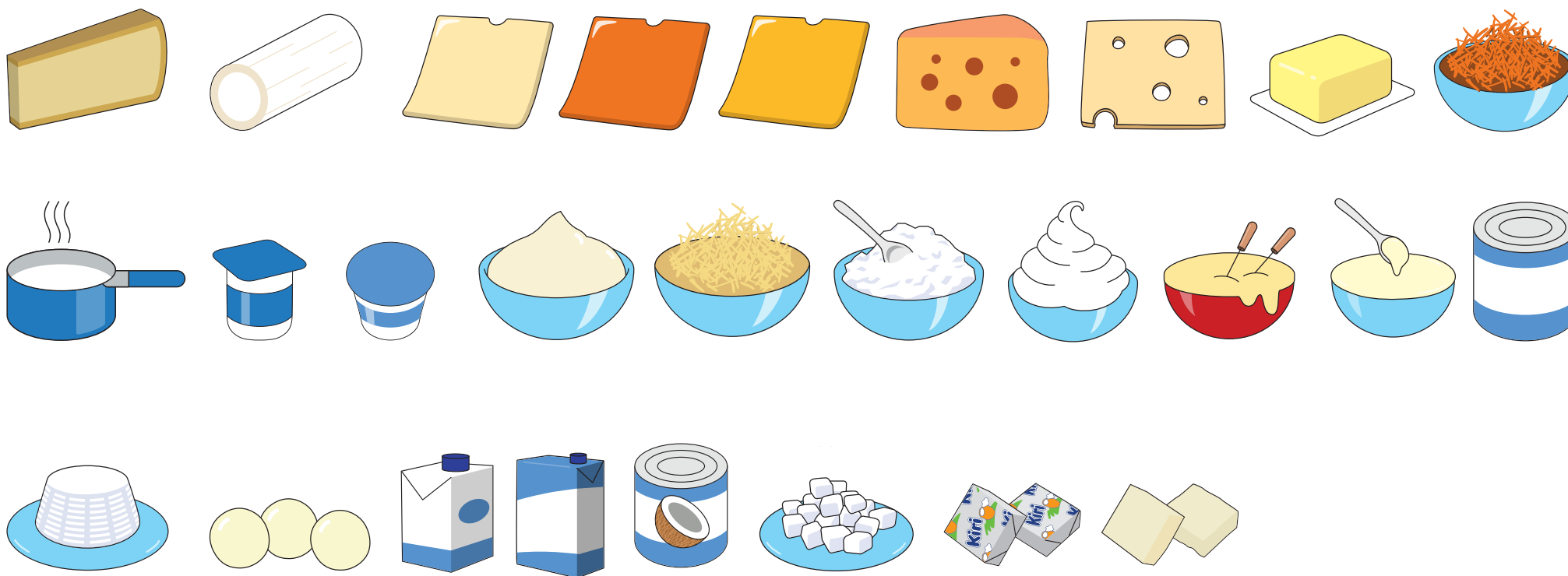
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## PROPS

## DAIRY PRODUCTS

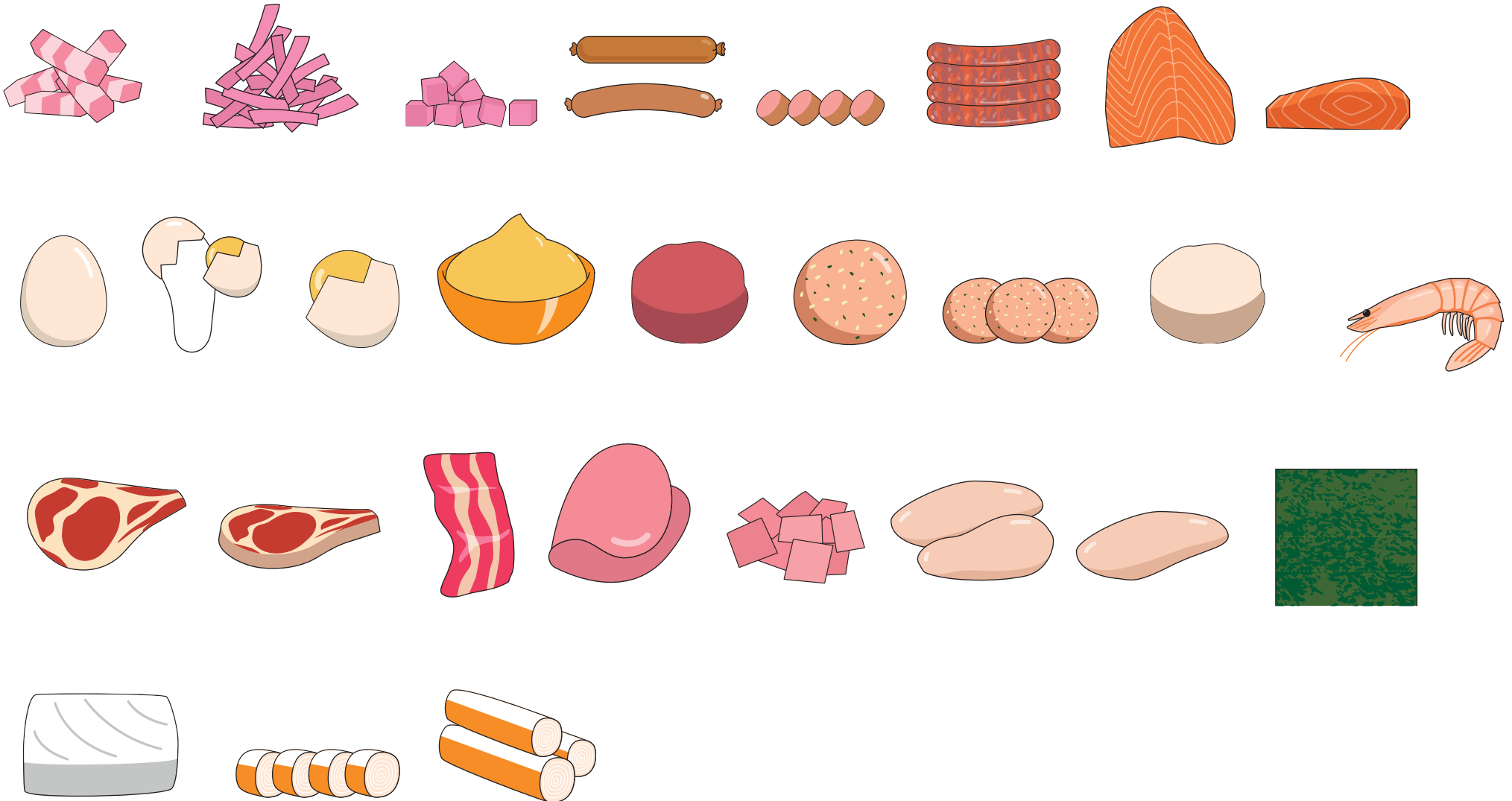
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## PROPS

## PROTEINS

CC\_INGREDIENTS



## PROPS

## SWEETS

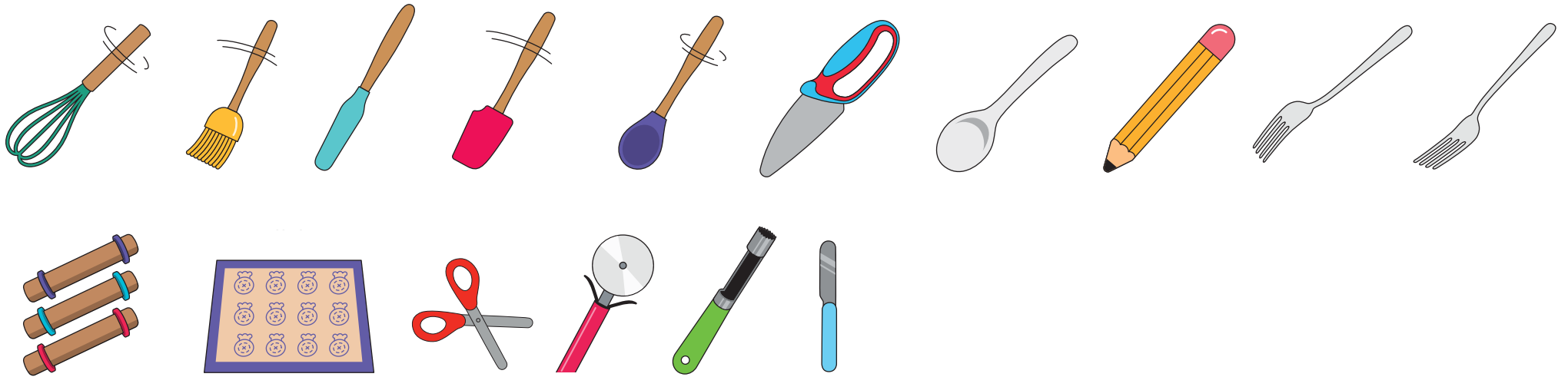
CC\_INGREDIENTS



## PROPS

## KITCHEN TOOLS

CC\_INGREDIENTS



# ACCESSORIES

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07

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# DESIGN ELEMENTS

## ICONS

PAGE 67

## FRAMES

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## PATTERNS

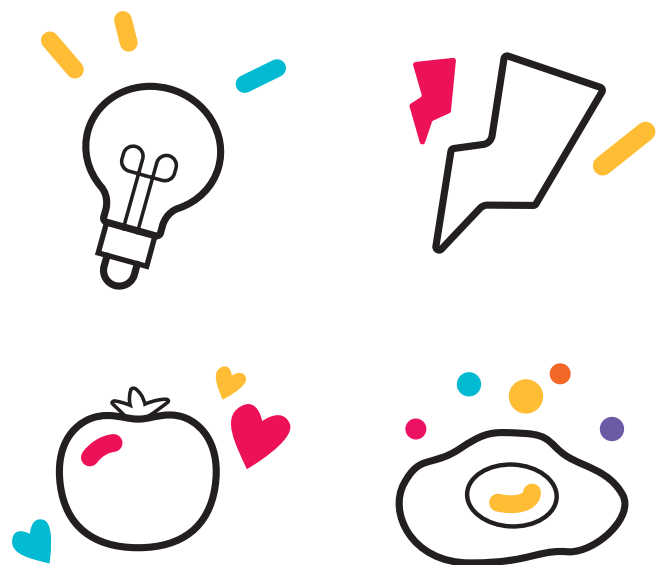
PAGE 70

## ART BACKGROUNDS

PAGE 86

# ICONS

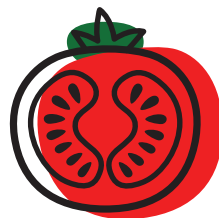
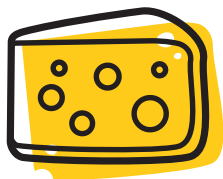
*Chefclub®*



# ICONS

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*Chefclub*<sup>®</sup>  
▶ ORIGINAL

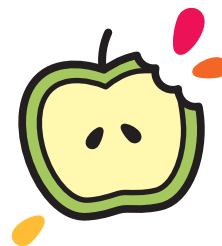


O\_ICONS.ai

# ICONS

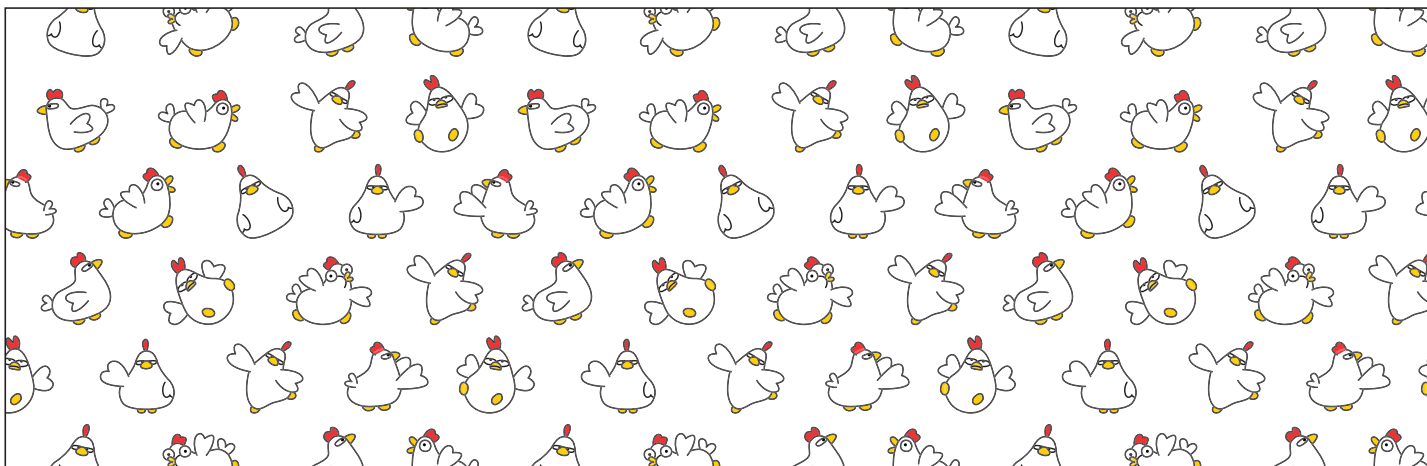
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*Chefclub*  
KIDS



# PATTERNS

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CC\_PATTERNS\_01.ai



CC\_PATTERNS\_02.ai

# PATTERNS

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CC\_PATTERNS\_03.ai

CC\_PATTERNS\_03\_a.ai > CC\_PATTERNS\_03\_f.ai

# PATTERNS

*Chefclub®*



CC\_PATTERNS\_04.ai

CC\_PATTERNS\_04\_a.ai > CC\_PATTERNS\_04\_l.ai

# PATTERNS

*Chefclub®*



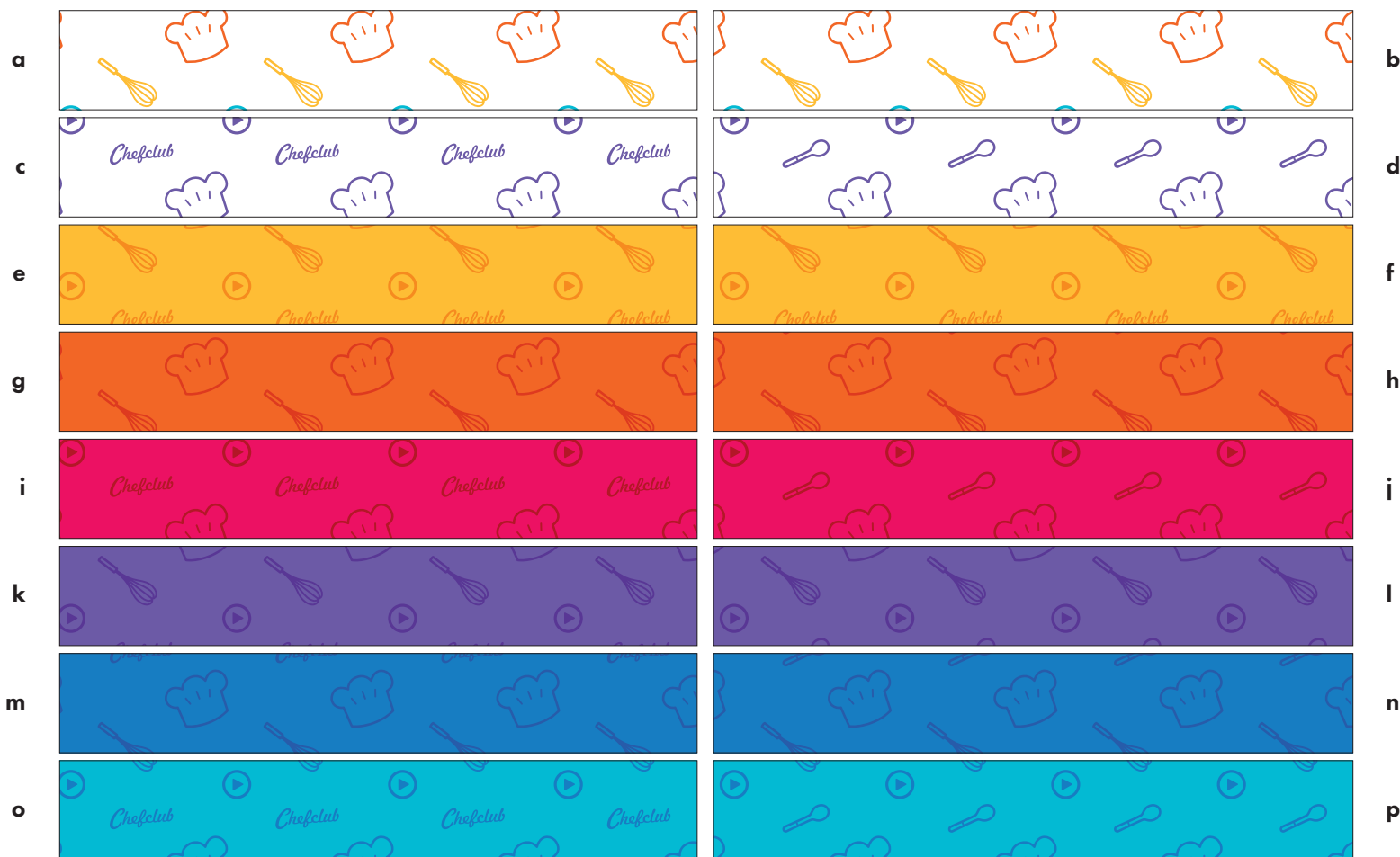
CC\_PATTERNS\_05.ai

CC\_PATTERNS\_05\_a.ai > CC\_PATTERNS\_05\_h.ai



# PATTERNS

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CC\_PATTERNS\_06.ai

CC\_PATTERNS\_06\_a.ai > CC\_PATTERNS\_06\_p.ai

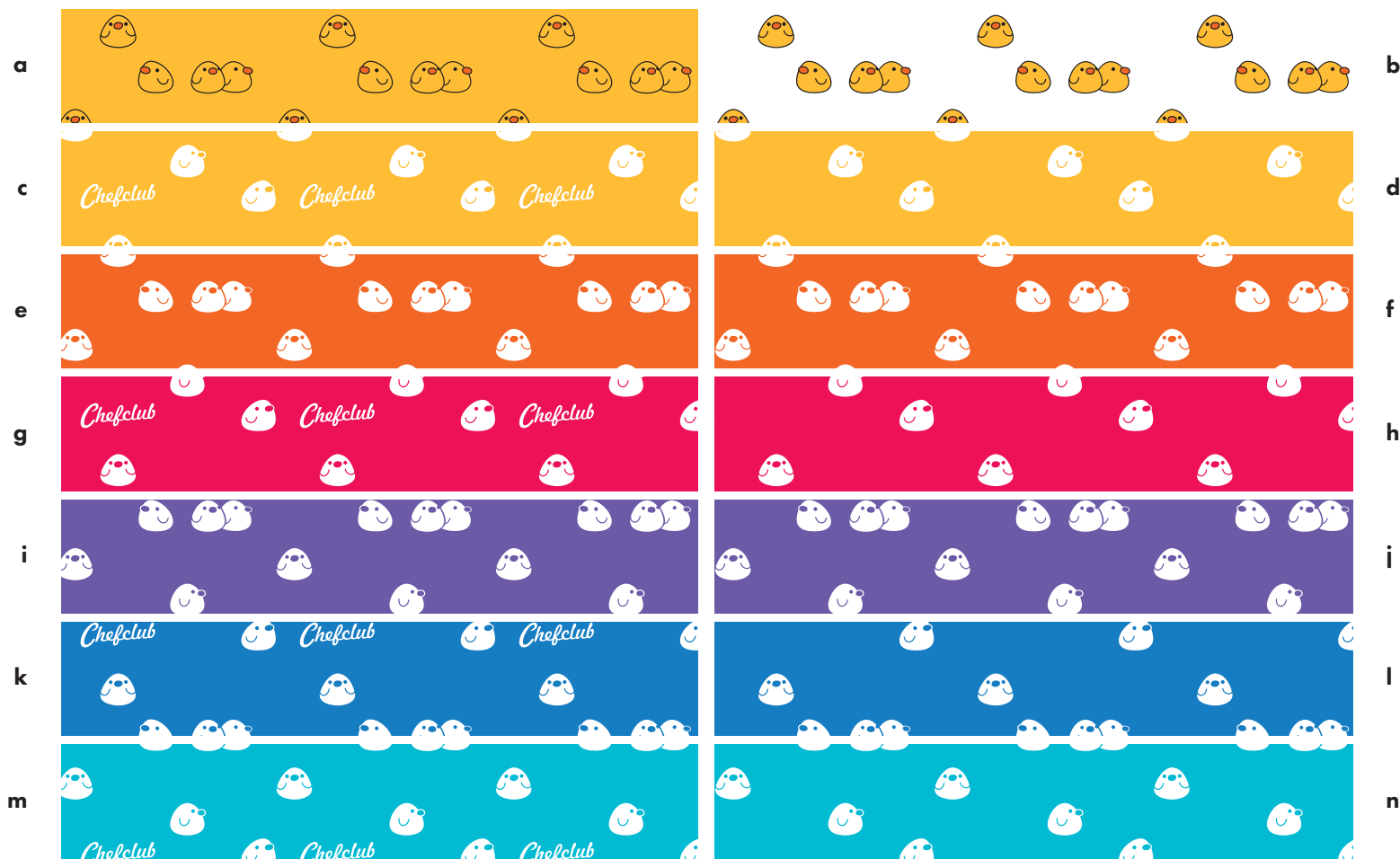
# PATTERNS

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▶ ORIGINAL



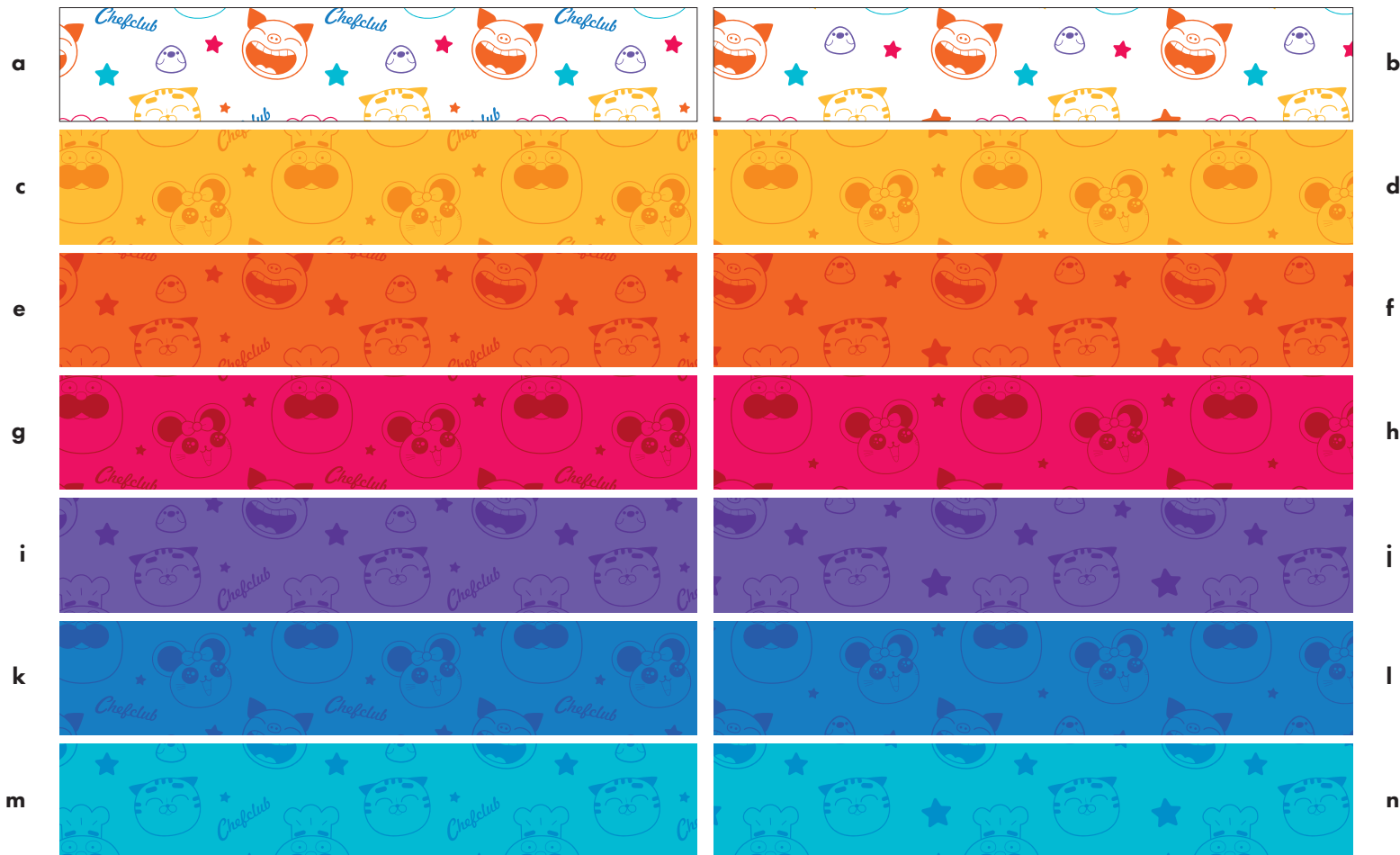
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K\_PATTERNS\_01.ai

K\_PATTERNS\_01\_a.ai > K\_PATTERNS\_01\_n.ai

# PATTERNS

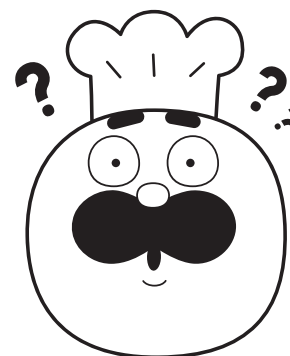
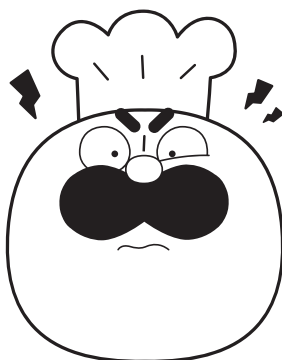
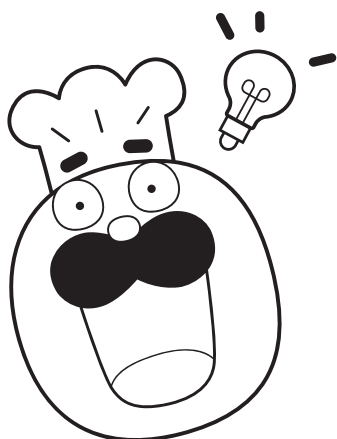


K\_PATTERNS\_02.ai

K\_PATTERNS\_02\_a.ai > K\_PATTERNS\_02\_n.ai

# FRAMES

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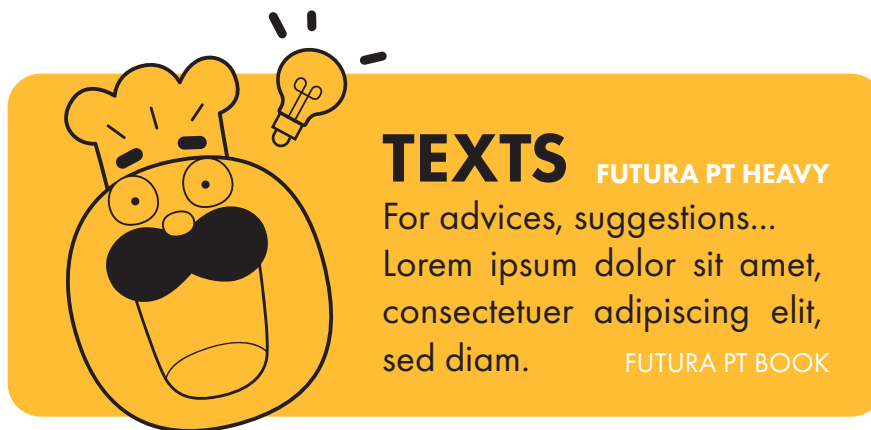
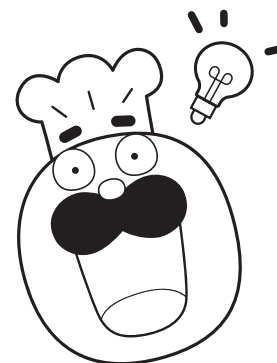


CC\_FRAMES\_KIT.ai

# FRAMES

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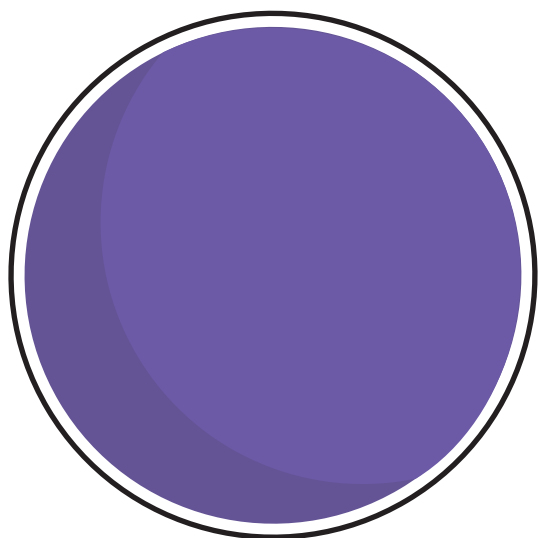
example



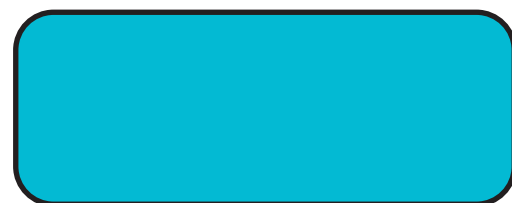
# FRAMES

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CC\_FRAMES\_01.ai

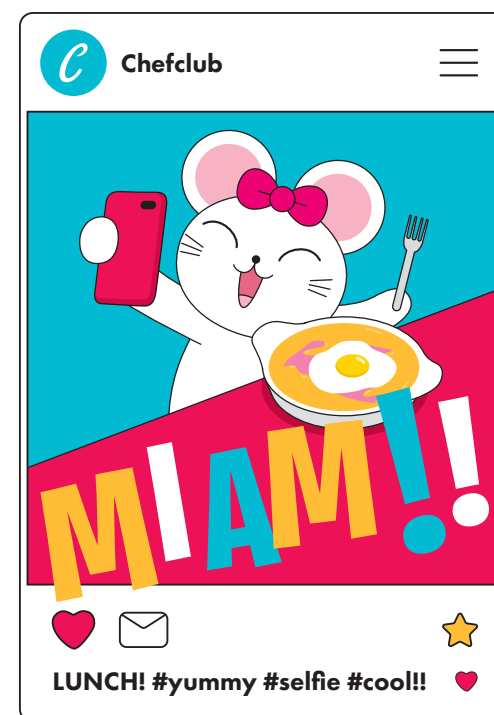
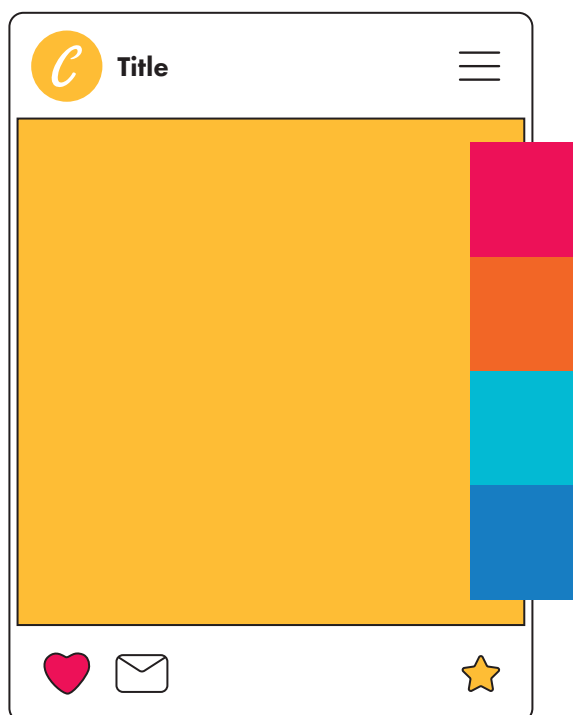
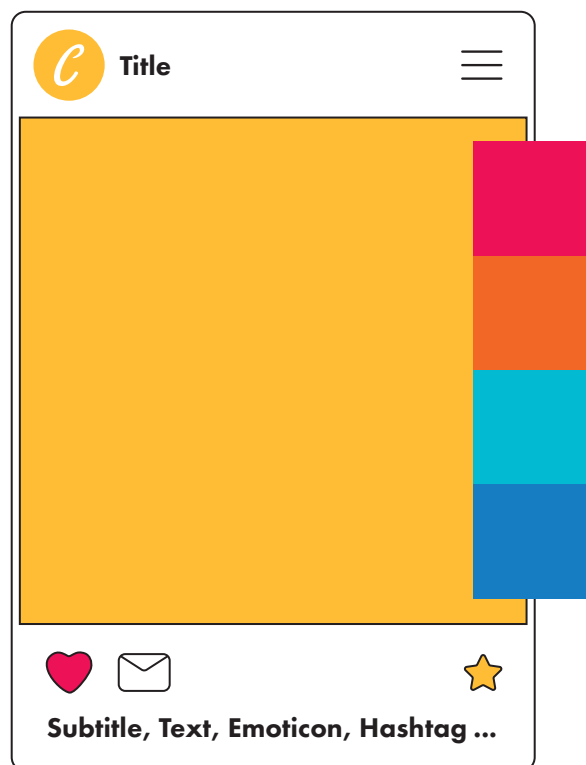


CC\_FRAMES\_02.ai

# FRAMES

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EXAMPLE

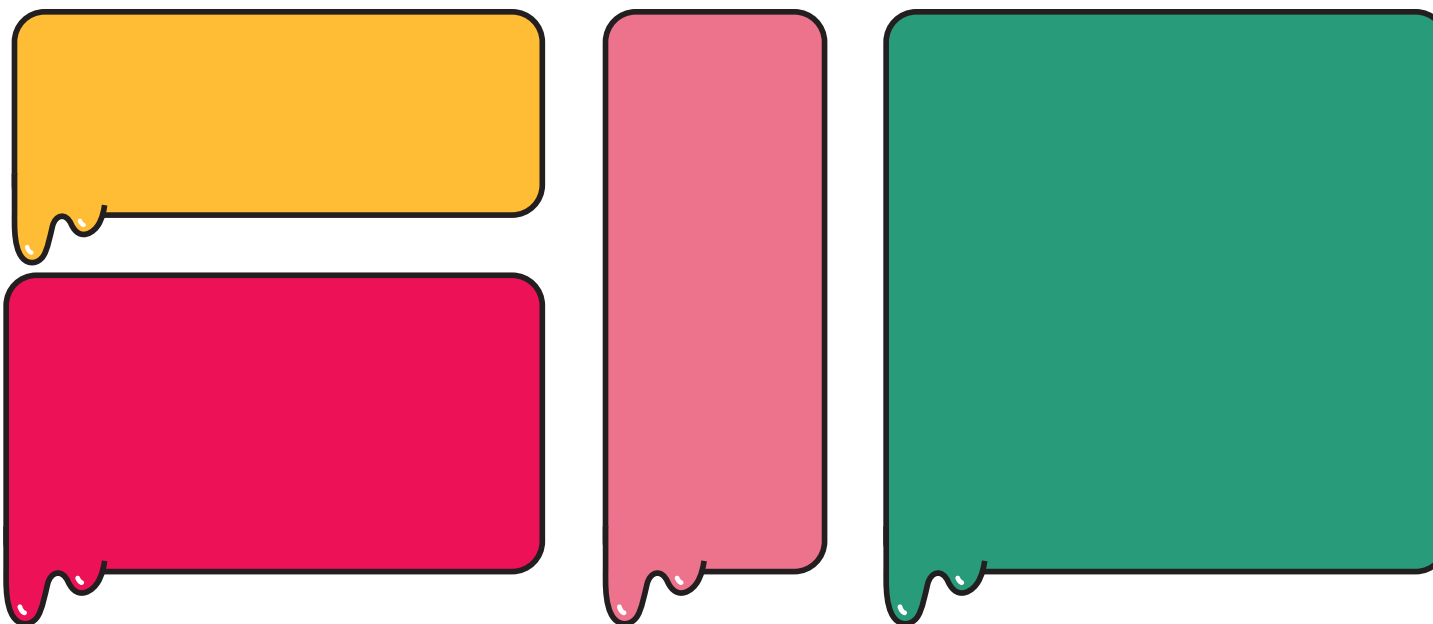




# FRAMES

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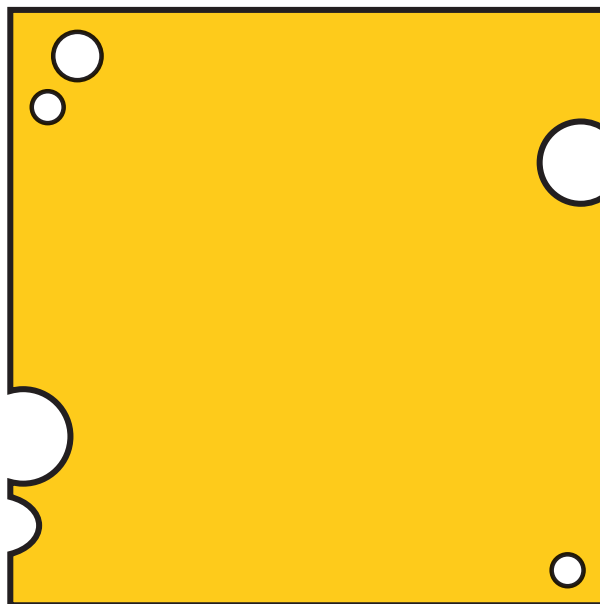
*Chefclub*<sup>®</sup>  
▶ ORIGINAL



O\_FRAMES\_01.ai

# FRAMES

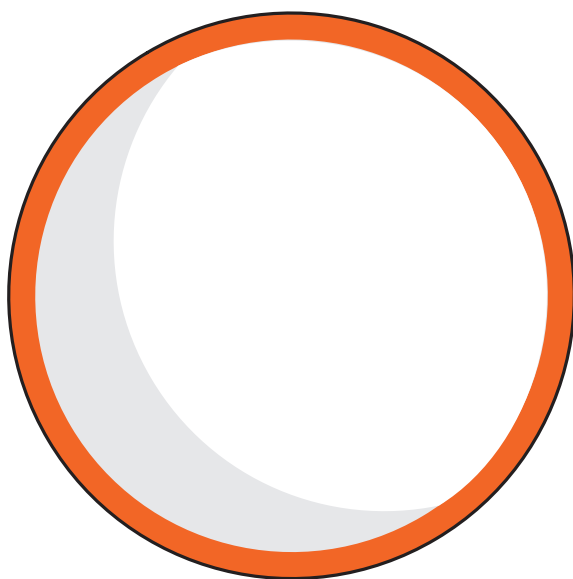
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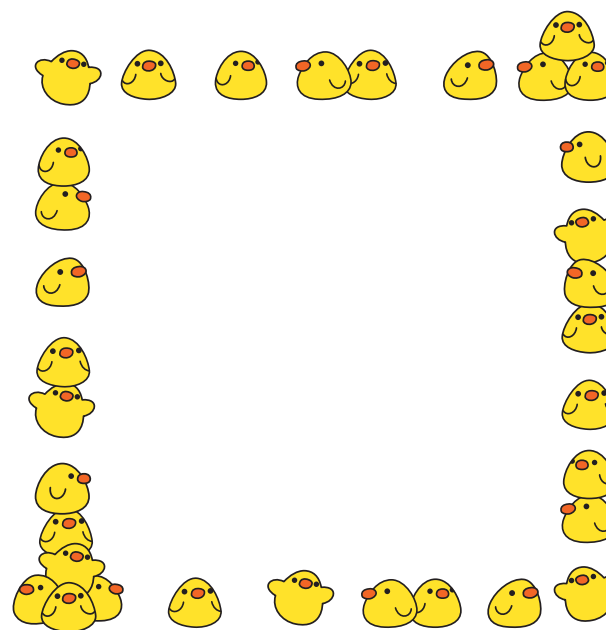
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# FRAMES

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K\_FRAMES\_01.ai

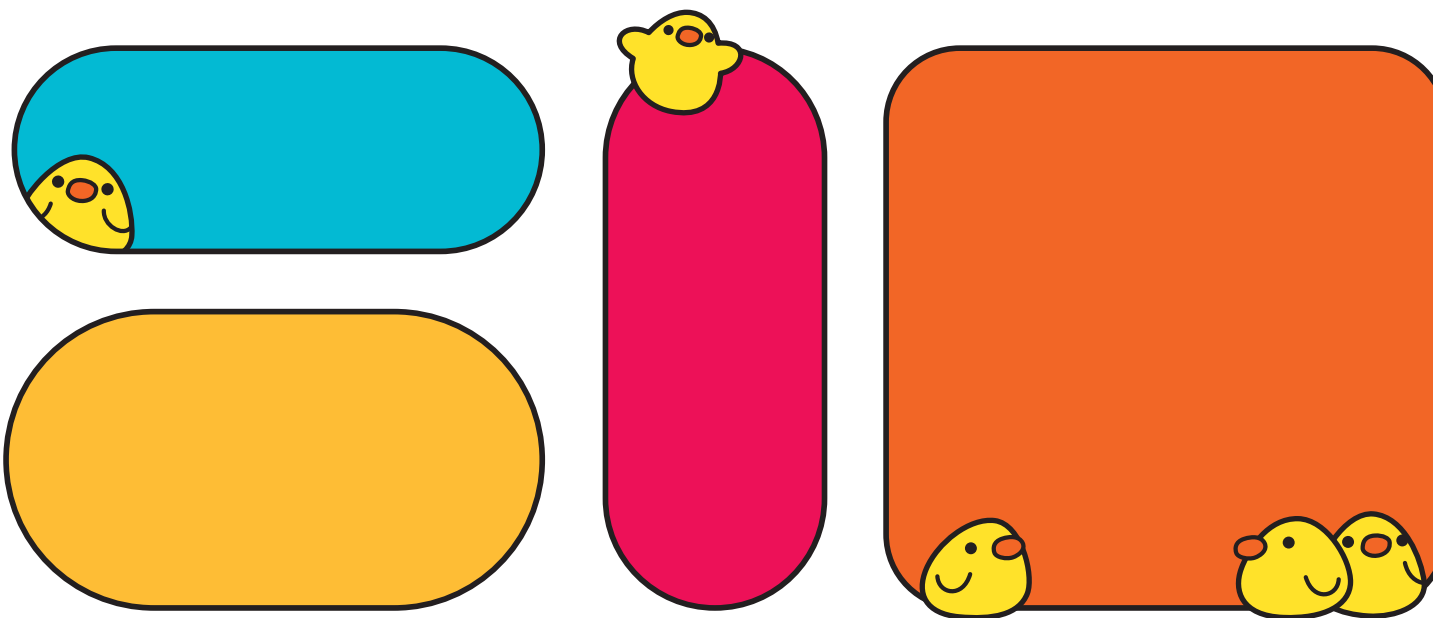


K\_FRAMES\_02.ai

# FRAMES

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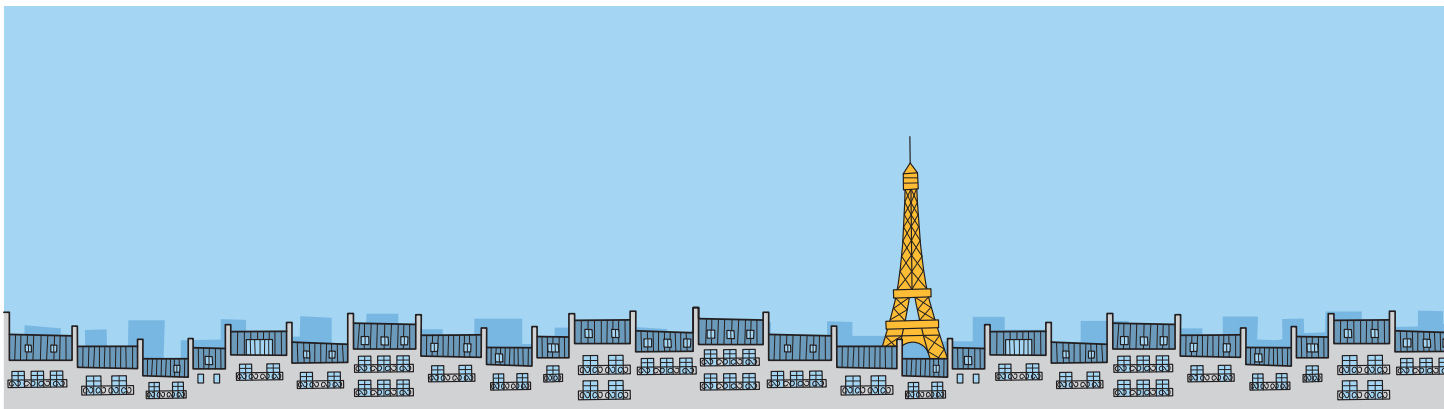
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► KIDS



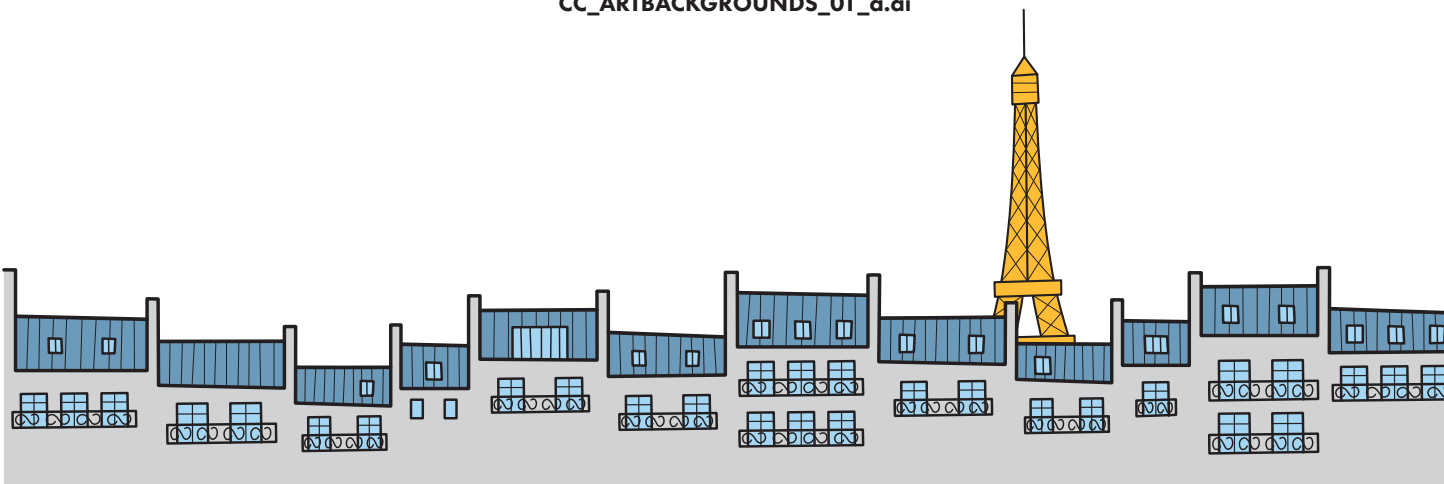
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# ART BACKGROUNDS

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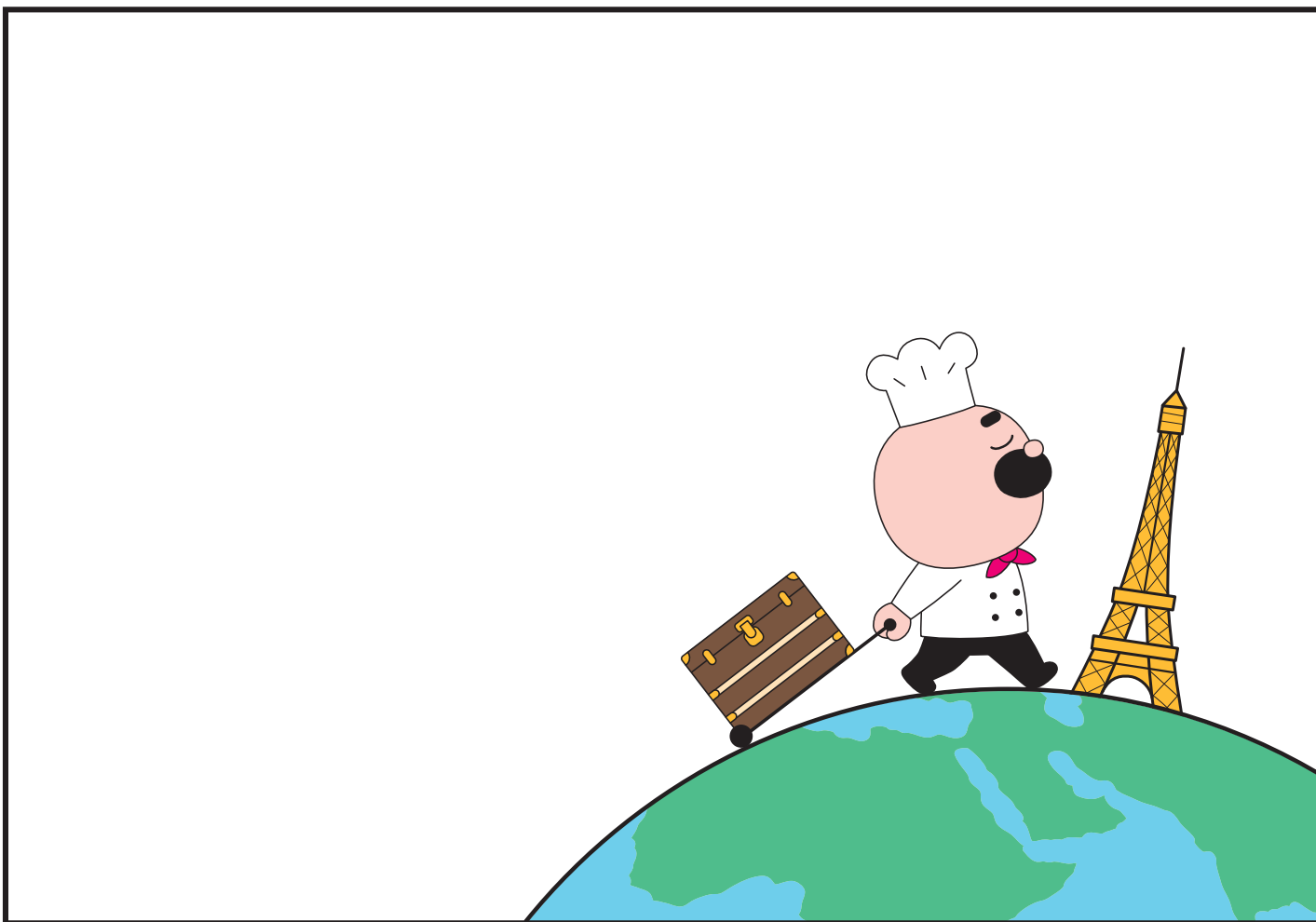


CC\_ARTBACKGROUNDS\_01\_a.ai



CC\_ARTBACKGROUNDS\_01\_b.ai

# ART BACKGROUNDS *Chefclub®*



CC\_ARTBACKGROUNDS\_02.ai

# ART BACKGROUNDS *Chefclub®*



CC\_ARTBACKGROUNDS\_03\_a.ai



CC\_ARTBACKGROUNDS\_03\_b.ai

# ART BACKGROUNDS *Chefclub®*



CC\_ARTBACKGROUNDS\_04.ai





08



# PACKAGING

# PACKAGING

# INSPIRATION



# PACKAGING

# INSPIRATION



09



**DESIGN PRODUCTS**

## DESIGN PRODUCTS

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► ORIGINAL



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► KIDS



# DESIGN PRODUCTS

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KIDS





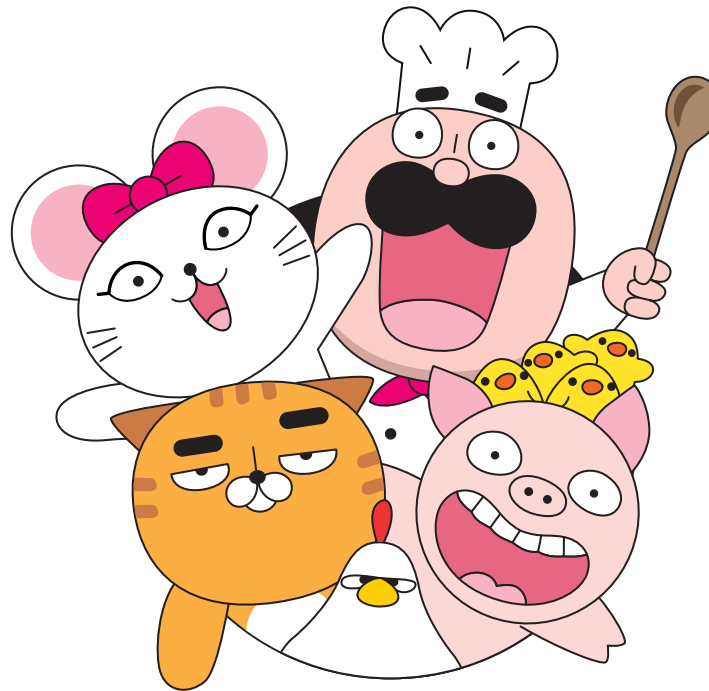
# DESIGN PRODUCTS

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KIDS



# THANK YOU

# MERCI



## Contact

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**[www.chefclub.tv](http://www.chefclub.tv)**