

Advertising, design, building meaningful brands.

Le Cordon Bleu

This international prestige brand, the world's largest hospitality institution, had lost brand value and impact through inconsistent execution in multiple markets. On Creative created a global branding platform with custom photo-shoot, self-assured positioning line with an international flavour, and unmistakable colour link to the brand name.

Following the success of the platform, Le Cordon Bleu approached On Creative to expand the branding into wider advertising applications. Building on the language notions: 'Continue a Tradition of Excellence' and 'A Touch of Cordon Bleu', we enhanced the graphic framework with ribbon detail and blue accents. We also selected imagery that evokes a sense of precision – contrast the organisation's global scope, reputation and opportunities with the attention to fine details that its courses foster and encourage.

LE CORDON BLEU[®]
AUSTRALIA

**CONTINUE
THE TRADITION
OF EXCELLENCE**

Culinary Arts
Hospitality Management
Tourism and Events

Perfected by a touch of Cordon Bleu
lecordonbleu.com.au

LE CORDON BLEU[®]
AUSTRALIA

**PERFECT YOUR DEGREE
WITH A TOUCH OF
CORDON BLEU**

BACHELOR OF BUSINESS DEGREES
International Hotel Management
International Restaurant Management
Convention and Event Management
Food Entrepreneurship | Tourism Management

Continue the tradition of excellence
lecordonbleu.com.au

**EXCEPTIONAL CUISINE,
PERFECTED BY A TOUCH
OF CORDON BLEU**

Renowned across the world, Le Cordon Bleu's culinary arts courses give you the skills, knowledge and inspiration to turn food into a masterpiece with confidence and diploma courses to suit every taste.

Certificat de Cordon de Patisserie
Certificat de Cordon de Cuisine
Diplome de Patisserie | Diplome de Cuisine
Grand Diplome
Diplome Avance de Gestion Culinaire

LE CORDON BLEU[®]
AUSTRALIA

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**MASTER YOUR PASSION
WITH A TOUCH
OF CORDON BLEU**

Elevate your passion with the world's finest. Le Cordon Bleu's postgraduate, Masters level degrees takes your career to the next tier.

Master of International Hospitality Management
Le Cordon Bleu Master of Gastronomic Tourism

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Brand Platform

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Le Cordon Bleu



Prospectus cover and spreads



EXCEPTIONAL CUISINE,
PERFECTED BY A TOUCH OF CORDON BLEU

When you learn from the best, you can become the best. Le Cordon Bleu is your key to a blue ribbon career and the doors to the world's finest establishments and hospitality businesses.

- Certificat de Commis de Pâtisserie
- Certificat de Commis de Cuisine
- Diplôme de Pâtisserie
- Diplôme de Cuisine
- Grand Diplôme
- Diplôme Avancé de Gestion Culinaire

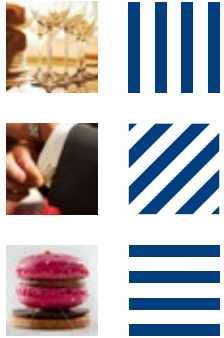
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Press ad


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Le Cordon Bleu



**FIND YOUR
PERFECT CAREER**

LE CORDON BLEU OPEN DAY
4-6pm • 30 August 2017
Days Road, Croydon Park, South Australia

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