

Domaine Restaurants

Branding Identity & Collateral

Building a unified home for a vibrant family of concept restaurants and memorable gastronomic experiences.

About Domaine Restaurants

Crafting unique restaurants one at a time, chef Tim and Liza Goodell created a culinary family of singular concept restaurants. They came to us to position their restaurant group both as an umbrella for their vastly different cuisines and to represent their integrity and vision. Expressed as an elegant mark, the logo we designed reflects the company's hallmark values of creativity, quality and attention to detail. The full identity system was applied to all the restaurants' websites to further unify and connect the establishments: Aubergine, Troquet, Meson G, Red Pearl Kitchen, Dakota Restaurant, 25 Degrees and Village Bakery.

