

Meson G

Brand Identity & Materials

Warming up a modern, experimental Mediterranean dining experience for the sophisticated foodie.

About Meson G

Meson G started with the traditionally rich culture of Mediterranean cuisine to create their tapas format. To express the unique culinary aesthetics of owner Chef Tim Goodell and Executive Chef Eric Greenspan, we combined a handwritten 'G' with contemporary graphic elements. The identity system was extended through different handmade methods for a warm, inviting feel. Large textures—thick silkscreening on metal signage, logos in pebble stone on the dining room floor, and embossing for the menus as well as small detail service touchpoints—matchbooks and butter covers were employed so guests could be immersed into the Meson G dining experience.

