

PROCESS: LES PARIAS

Restaurant Identity | Print Materials | Web



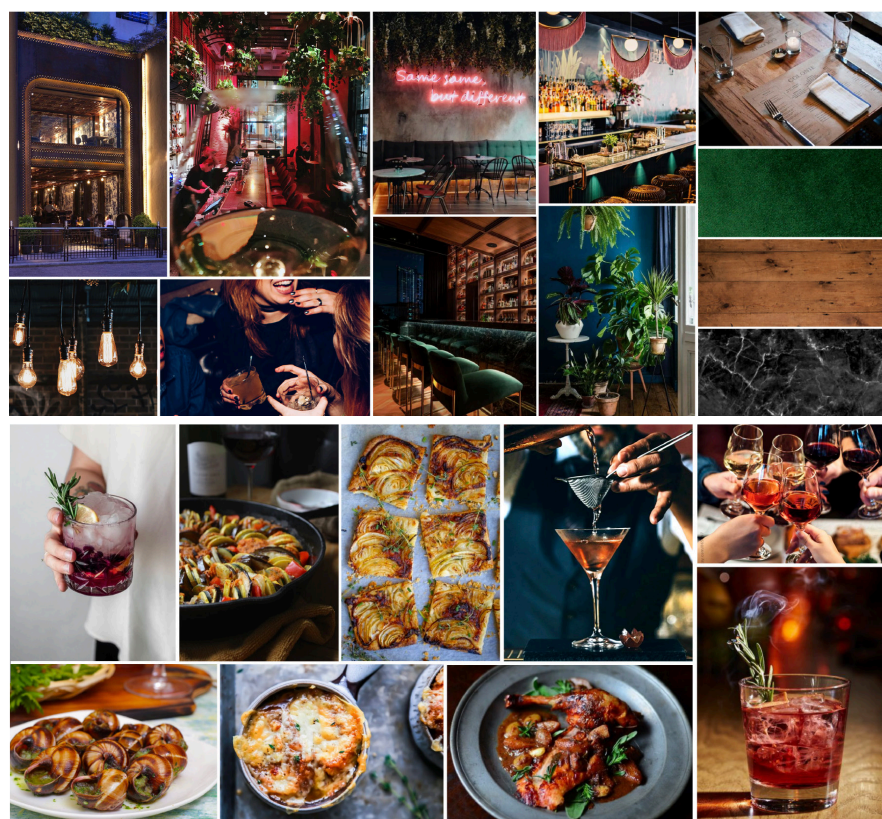
CONCEPT

This project was completed while studying abroad in France. The goal of this assignment was to choose a famous French artist, writer, or historical figure and develop a restaurant identity founded by that figure or their relatives. I chose Henri de Toulouse-Lautrec, iconic painter and designer. While he historically had no children of his own, he did frequent brothels in Paris, so I invented a potential "long lost relative" to serve as the chef.



RESEARCH

To fully understand what I want the restaurant to be, I researched Henri de Toulouse-Lautrec's art thoroughly and plunged into the history and culture of Montmartre, from cabarets and the Can Can to the flourishing art and poster design scene. I also visited Montmartre myself, so I was able to see a few spots and try to best imagine what it must've been like when Henri lived and worked there.



RESTAURANT MOOD BOARD

The next step is of course defining the aesthetic of Les Parias itself. I drew upon the decor of cabarets, bright bohemian colors, and unique lighting to envision the space as both welcoming and classy.

WORDS:

- Spectacle
- Divergent
- Spirit
- Eccentric
- Belonging
- Ensemble

For the cuisine, I decided on traditional French food but with international 'twists', mirroring the merging of cultures and unique identities in Montmartre.



NAME

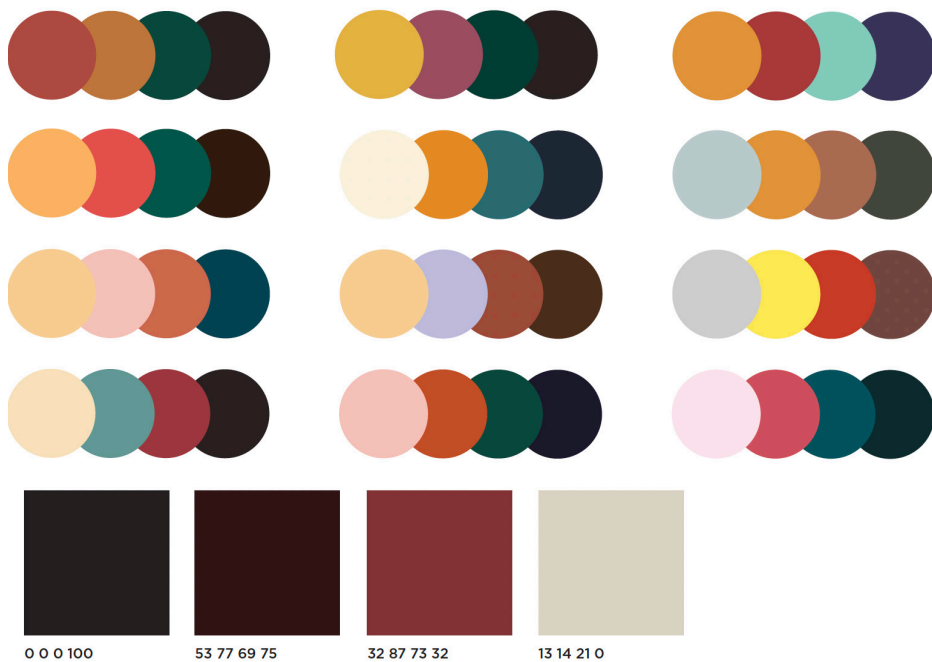
Translating in English to “the outcasts”, Les Parias is meant to reference the seeming outsiders of society whom Toulouse-Lautrec was known for befriending. In a way, we are all outcasts, and that’s what brings people from all walks of life together to bond over similar feelings and experiences.

LOGO

From the start, I really wanted to capture the feeling of independence and uniqueness by handcrafting the type, inspired by woodcut and illustrated type. The final logo is a hand-done, rugged serif style. The secondary mark is two overlapping textured circles, symbolizing individuality as well as bonding and collaboration, and nodding to wine stains to pull in the bar/dining element. To emphasize the concept that no individual is exactly alike, I made sure that all aspects of my logo design were “rough” and imperfect, just like the personalities of different people.

COLORS

I knew I wanted to go with a more vintage inspired and artistic color scheme, so I started using color palettes from Toulouse-Lautrec’s posters and paintings. While the bright colors were definitely thrilling, they were a bit intense for my vision of Les Parias, so I chose muted burgundy shades and natural paper tones.



TYPOGRAPHY

Because of the restaurant’s combination of modern and vintage elements, I wanted to combine serif and sans-serif type styles. I started by exploring some different combinations. Once I decided on which typefaces to use, I explored font styles.

<p>DESSERTS</p> <p>CHEESECAKE À CHOCOLAT ET ORANGE CURD <i>avec le girofler et crème chantilly</i></p> <p>CRÊPE SUCRÉE DU JOUR <i>faites confiance au chef</i></p> <p>Hamilton Light KazimirText Regular</p>	<p>DESSERTS</p> <p>CHEESECAKE À CHOCOLAT ET ORANGE CURD <i>avec le girofler et crème chantilly</i></p> <p>CRÊPE SUCRÉE DU JOUR <i>faites confiance au chef</i></p> <p>Matrix II OT Bold Graphie</p>	<p>DESSERTS</p> <p>CHEESECAKE À CHOCOLAT ET ORANGE CURD <i>avec le girofler et crème chantilly</i></p> <p>CRÊPE SUCRÉE DU JOUR <i>faites confiance au chef</i></p> <p>Bebas Neue Charter</p>
<p>DESSERTS</p> <p>CHEESECAKE À CHOCOLAT ET ORANGE CURD <i>avec le girofler et crème chantilly</i></p> <p>CRÊPE SUCRÉE DU JOUR <i>faites confiance au chef</i></p> <p>Los Feliz OT Houschka Pro</p>	<p>DESSERTS</p> <p>CHEESECAKE À CHOCOLAT ET ORANGE CURD <i>avec le girofler et crème chantilly</i></p> <p>CRÊPE SUCRÉE DU JOUR <i>faites confiance au chef</i></p> <p>Prata KazimirText Bold and Regular</p>	<p>DESSERTS</p> <p>CHEESECAKE À CHOCOLAT ET ORANGE CURD <i>avec le girofler et crème chantilly</i></p> <p>CRÊPE SUCRÉE DU JOUR <i>faites confiance au chef</i></p> <p>Neuzelt Grotesk Bold Bodoni 72 Bold</p>

DESSERTS

ORANGE CURD CHEESECAKE
With clove, chocolate, and whipped cream

SWEET CRÊPE OF THE DAY
Trust the chef!

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SWEET CRÊPE OF THE DAY
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APPETIZERS

APERITIF

appetizers

APERITIF

appetizers

APERITIF

appetizers

HAMILTON LIGHT

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 .,:;!&%*#@#

ADOBE HANDWRITING - ERNIE

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 .,:;!&%*#@#

KAZIMIRTEXT REGULAR

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 .,:;!&%*#@#

DESSERTS

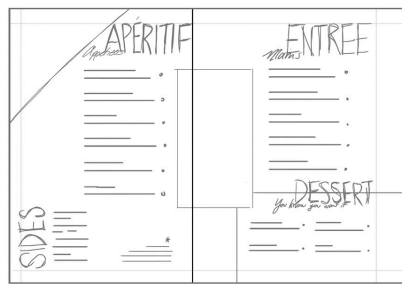
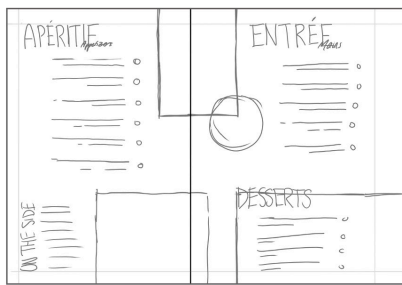
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MENU

Because of the bold and bright idea for the interior of Les Parias, I decided a simpler color scheme was best for the menu. I used old photographs of Toulouse-Lautrec and Cabaret dancers, but arranged them in an asymmetrical, modern layout.



FINAL DESIGN



BUSINESS CARDS

The business cards follow the same style as the menus.



FINAL DESIGN

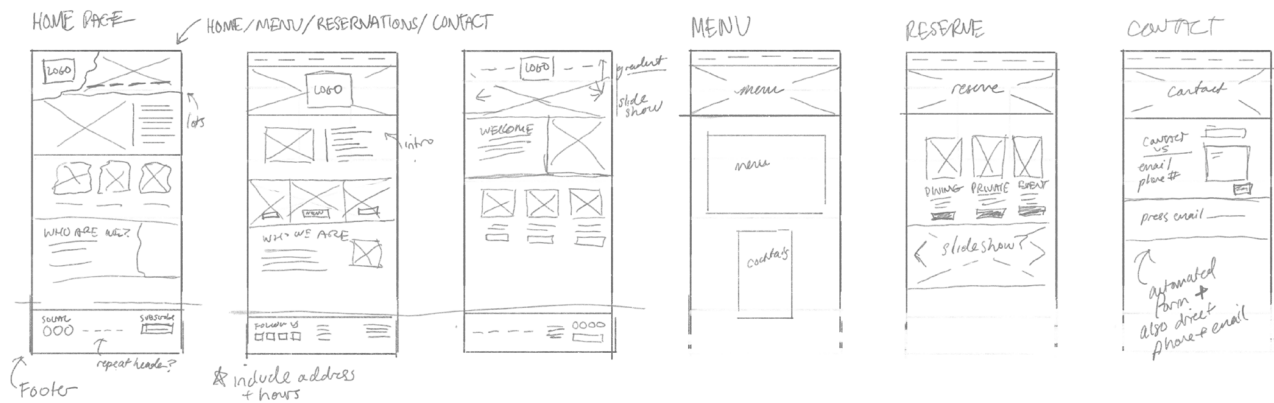


JOURNAL

The journal is inspired by old newspaper layouts, and uses the same typefaces as the other print materials to maintain consistency. I chose to narrow down the colors to just the color of the paper and the ink to make printing convenient.

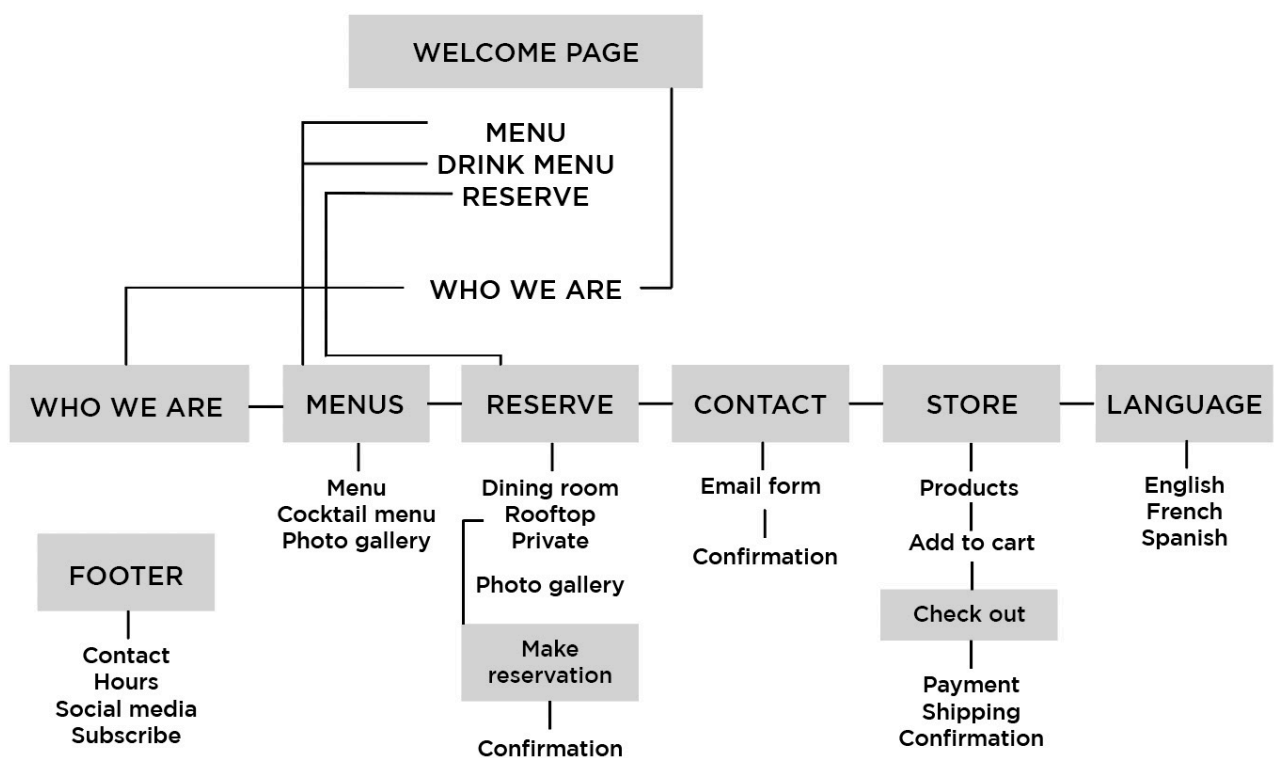


FINAL DESIGN



WIREFRAME SKETCHES

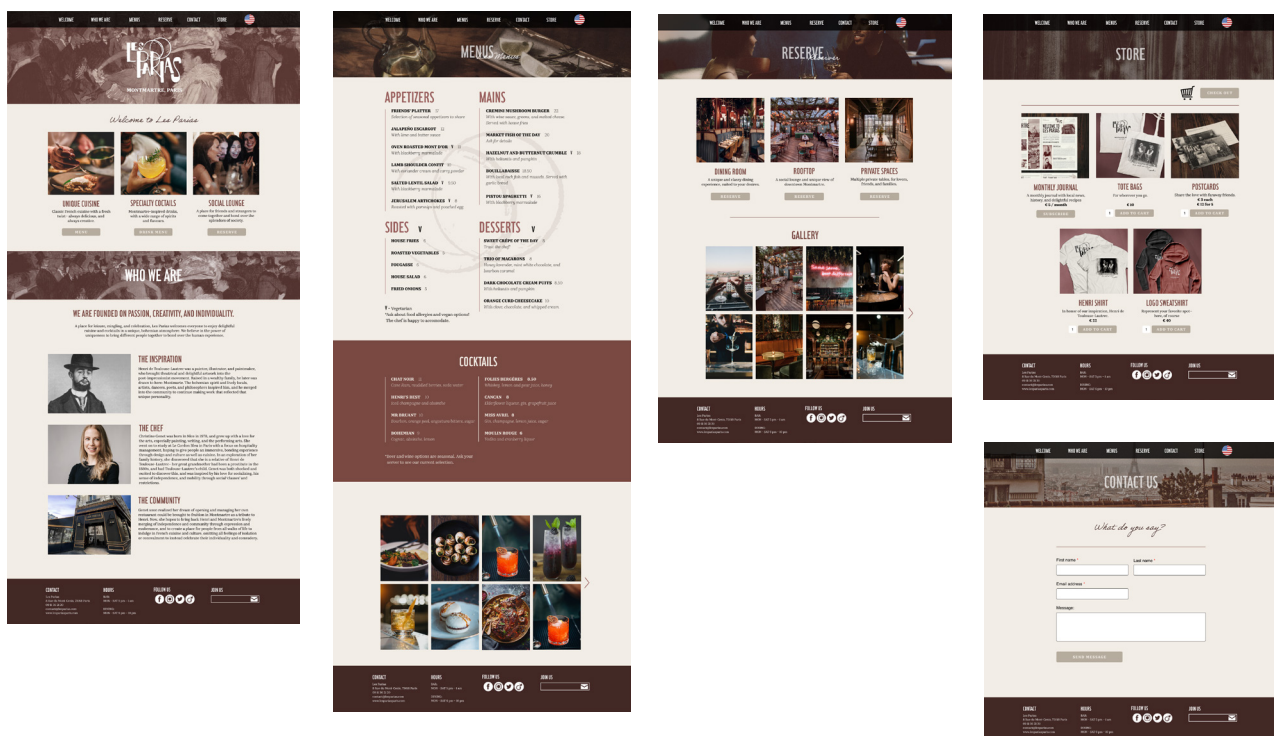
I explored different wireframe ideas, especially for the home page, so I'd have a clear vision of how I wanted the layout to look.



INFORMATION ARCHITECTURE

I made sure to observe different restaurant website layouts to get a full understanding of what pages are standard.

It was important to not include any information/features that weren't necessary- most people visit restaurant websites to reserve or view the menu, and not much else.



WEBSITE

The final website focuses on usability and consistency with Les Parias as a brand. Because the print materials were very stylized, I was happy to include full color images of what the restaurant itself would look like. I also added a store so guests could buy merchandise, subscribe to the journal, and become a bigger part of the Les Parias community.