



# MOULIN ROUGE

Café-Restaurant

*Where every meal is a rendez-vous.*

# Brand Introduction

**Concept:** A luxurious French restaurant that blends Belle Époque glamour with modern French cuisine. Moulin Rouge is not just a restaurant; it's a theatrical dining experience that transports guests to the heart of Montmartre.

**Mission:** To bring the authentic taste of France by offering exquisite French cuisine in a warm, welcoming environment.

## Brand Values:

- Authentic French Heritage.
- Elegance & Sophistication.
- Art & Performance.
- Culinary Excellence.

## Core Values:

- Authenticity:** Serving traditional French dishes prepared with high-quality, locally sourced ingredients.
- Hospitality:** Creating a memorable dining experience with exceptional customer service.
- Elegance:** A refined yet relaxed atmosphere that transports guests to the heart of France.



**MOULIN**  
**ROUGE**  
Café-Restaurant

## LOGO

### Primary Logo:

A stylized red windmill (inspired by the original Moulin Rouge) with elegant serif typography

**Primary Logo:** The Full name " Moulin Rouge" with the windmill Icon.

**Secondary Logo:** The Icon by itself, used for social media avatars, stamps or small applications.

**Usage:** The logo should always be placed on a clean background.

### Logo Variants:

Full Color (red + black)



Monochrome (black or white)



Icon Only (windmill)



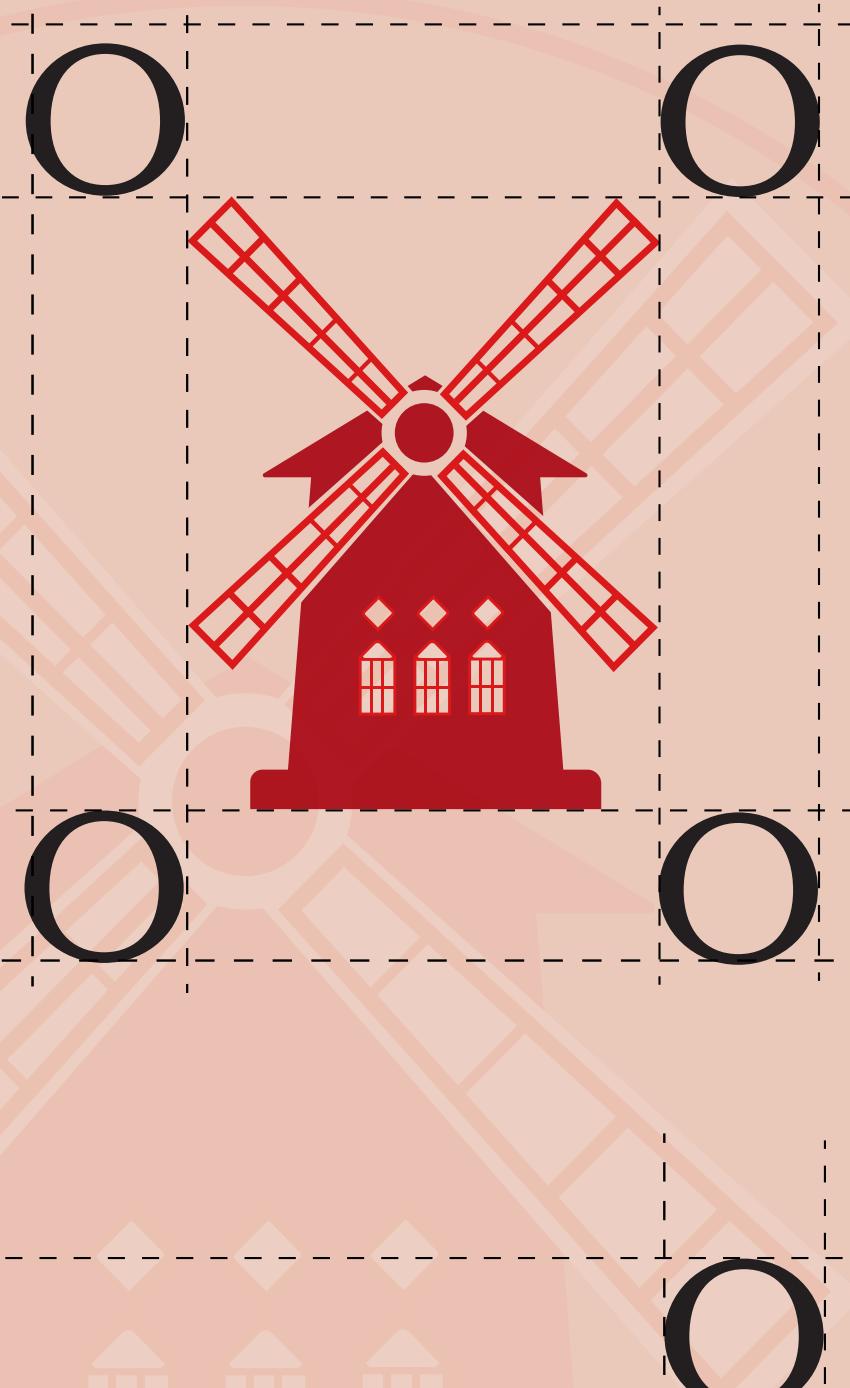
The primary logo for use  
in all media formats.

The solid black logo for use  
in fax, printing etc...

v

# MOULIN ROUGE

Café-Restaurant



## LOGO

### Dos / Don'ts

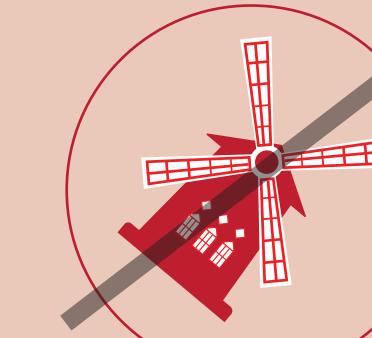
#### Logo Usage:

Minimum clear space: Always maintain clear space around the windmill to protect the logo from distracting graphics or typography. Measure clear space by the height of the “O” in Moulin .

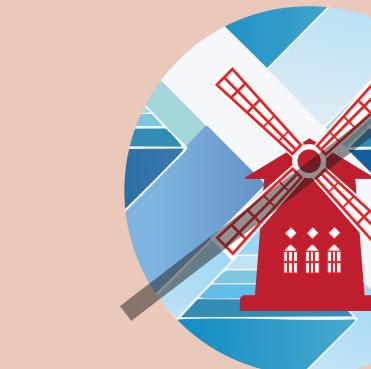
Do not distort, rotate, or recolor outside the approved palette.



Don't place the logo on  
a colored background.



Don't tilt the logo.



Don't place the logo over  
a pattern of any kind.



Don't reverse the colors  
(black and red).



Don't change the  
logo colors.

# Typography

## Typography

A Classic, Serif font for the Headings and Body text.

Headings : Menus, Website Titles.

**Times New Roman Bold**

Body Text :Website Descriptions.

Times New Roman Regular

# Color Palette

Color Name	HEX	Usage
Red	b92027	Primary, accents, logo
Midnight Black	231f20	Logo, backgrounds, typography
Pearl White	F9F7F3	Backgrounds, menus, contrast

**Red** is the most identifiable of the brand's assets, this is the most used color overall. It is in fact the color which makes the Windmill logo and wordmark so recognizable in the first place.

**Black** is a foundational piece of our brand and logo. Use as needed for type, backgrounds and more.

## Photography

*“Welcome to a taste of Parisian enchantment.  
Where fine dining meets la vie bohème.”*



## Mockup examples

