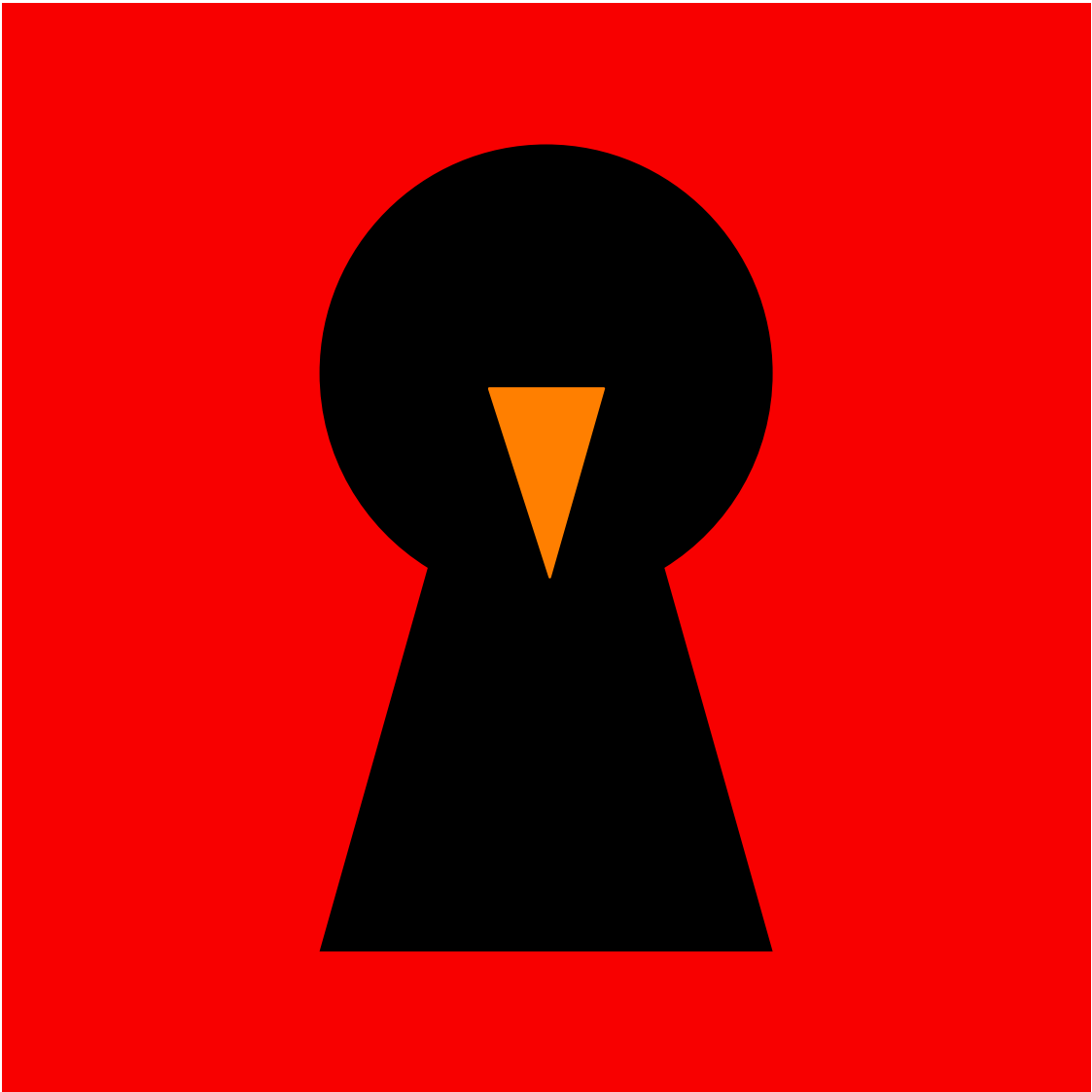


Brand Identity.



JAILBIRD



Brand Identity

This project was the rebranding of a rooftop bar in Shoreditch.

The bar is on the roof of a hotel that's housed in a former Magistrate's Court,

so the entire brand identity was built around the idea of prison, the law, the police...

The brief was- it had to follow the same brand guidelines, while introducing

a new energy: an extra element of fun, of escapism, of playfulness.



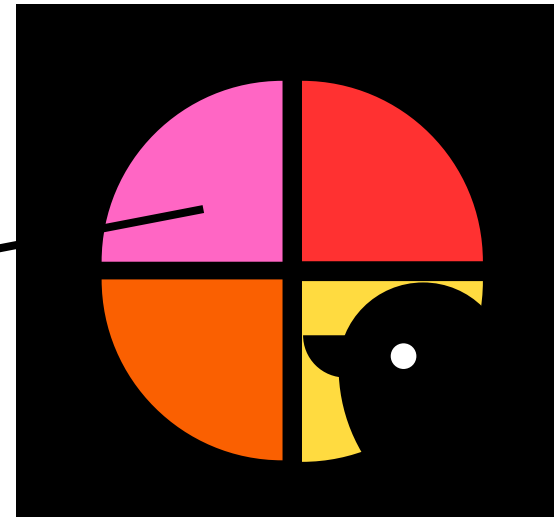
Brand Identity

I began with these 4 colour panes as they are a big part of the hotel's existing identity.

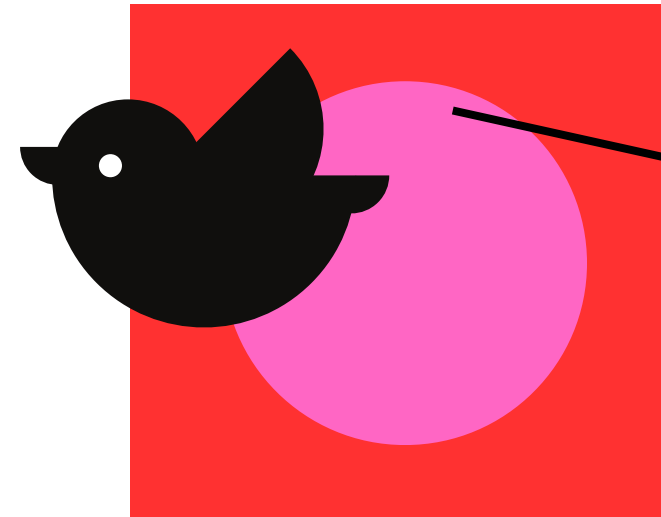
The name was also "Jail Bird House" at the start of the concepting process, as "house" is a key defining word in the hotel's name.

It was a great way to introduce that playfulness, as it combined two separate but interacting ideas in one concept: jailbird and birdhouse.

The "house" was quickly dropped, for brevity and conciseness, but also to differentiate the bar from other existing competitors whose use of the word "house" is a key element of their identities (ahem! ~~Soho House~~).



**JAIL
BIRD**



**JAIL
BIRD**

Further abstracting and creative freedom.

Breaking away (ha! see what I did there?) from the 4 pane/ cross element.

Also, highlighting the "escapism" aspect of this new identity. And here, making it quite visually literal.

The other colours ended up inside the letters here.

I then began abstracting the logo (i.e. playing around with shapes and ideas, really) and introduced the keyhole as an essential piece of the identity.



Brand Identity

Here, experimenting with an alternative name.

“The Coop” is a great variation, as it plays with the idea of coop as a slang word for prison- “being cooped up”.

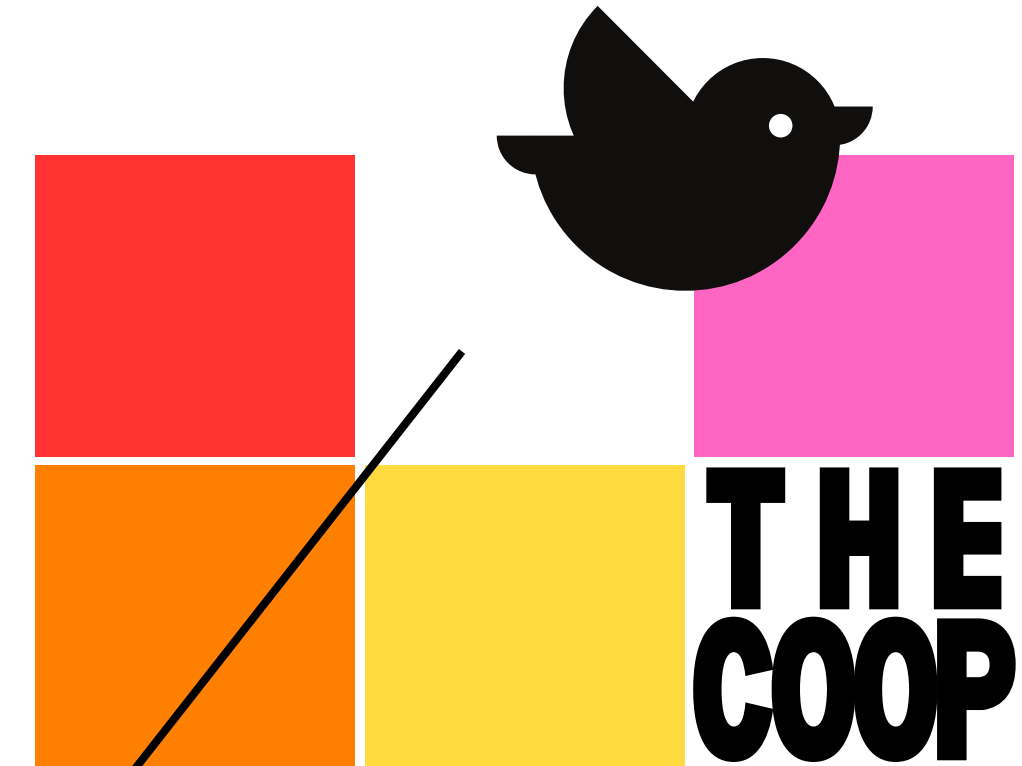
Of course the original definition of a coop is a cage, particularly one where birds are kept.

Ultimately, this is a riff on the idea of the “pigeon men” of New York- who keep pigeons in large coops on NYC rooftops.

This name was dropped because of its similarity to the Co-op, the supermarket chain here in the UK.

However, it would still be perfect for a New York audience.

In fact- were this a NYC project, The Coop wouldn't be the alternative- it would be the final name, as it works on so many more levels than Jailbird within the context of that city.



Taking the new name for a spin.

Highlighting the pigeonhole element of a coop.

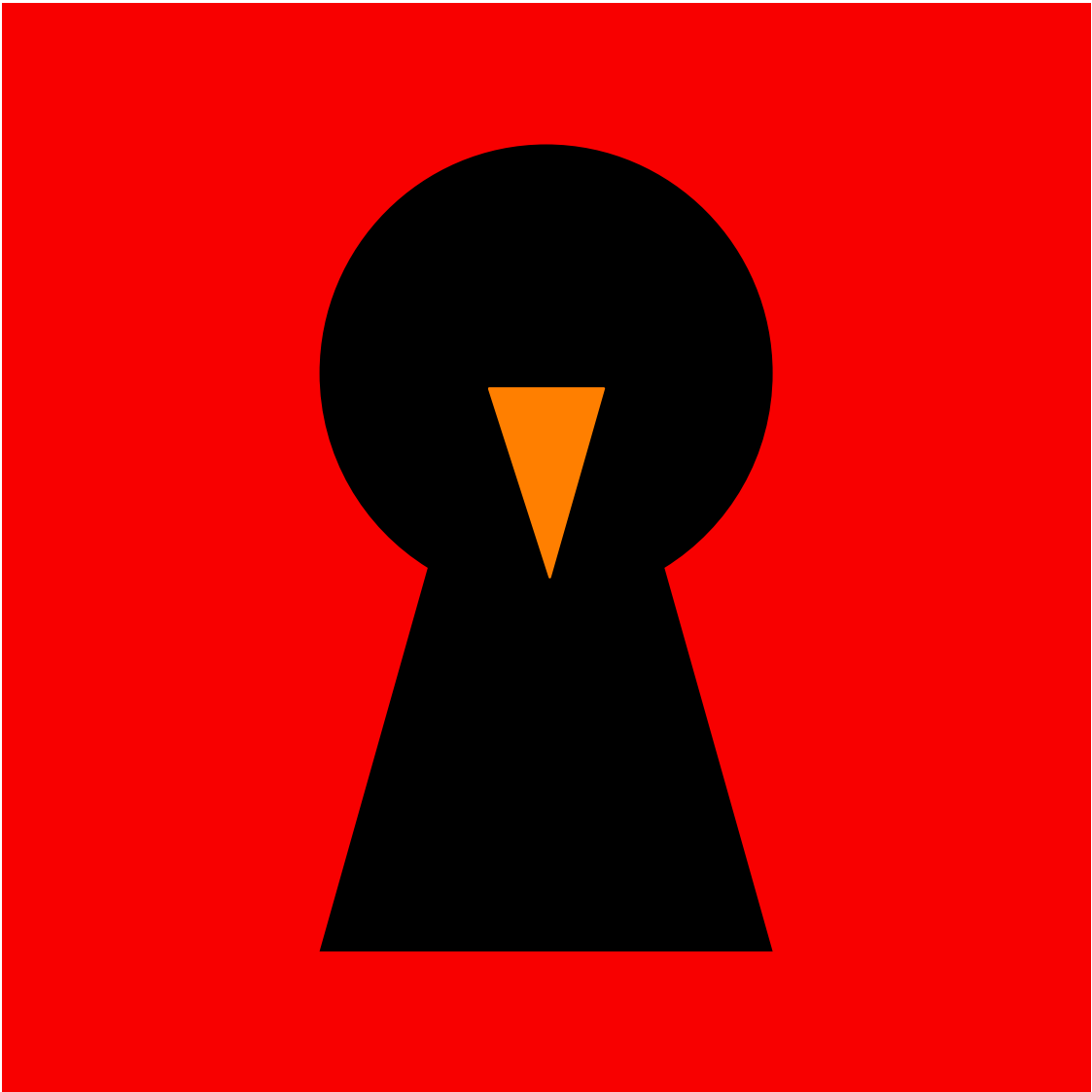
Also, doubling down on the idea of freedom, of escapism.

Quite literally again as it's a bird breaking free from a cage (“flying the coop”), but also the fact that a rooftop is very liberating compared to being inside a building- particularly in the summer.

The emphasis here is on freedom.



Brand Identity.



JAILBIRD



Brand Identity

This is the logo at its most *essential*.

The most boiled-down, irreducible expression of it.

It's therefore the one I decided to keep, as it synthesises

the whole identity in just 3 elements (without counting the word mark).

With 3 shapes- a square, a keyhole and a triangle-

it does exactly what it says on the tin.



JAILBIRD



Brand Identity

“JAIL”

The keyhole shape is actually enough to symbolise a prison.

“BIRD”

By adding a small triangle to the keyhole shape, it becomes a beak, thus giving birth to a bird face.

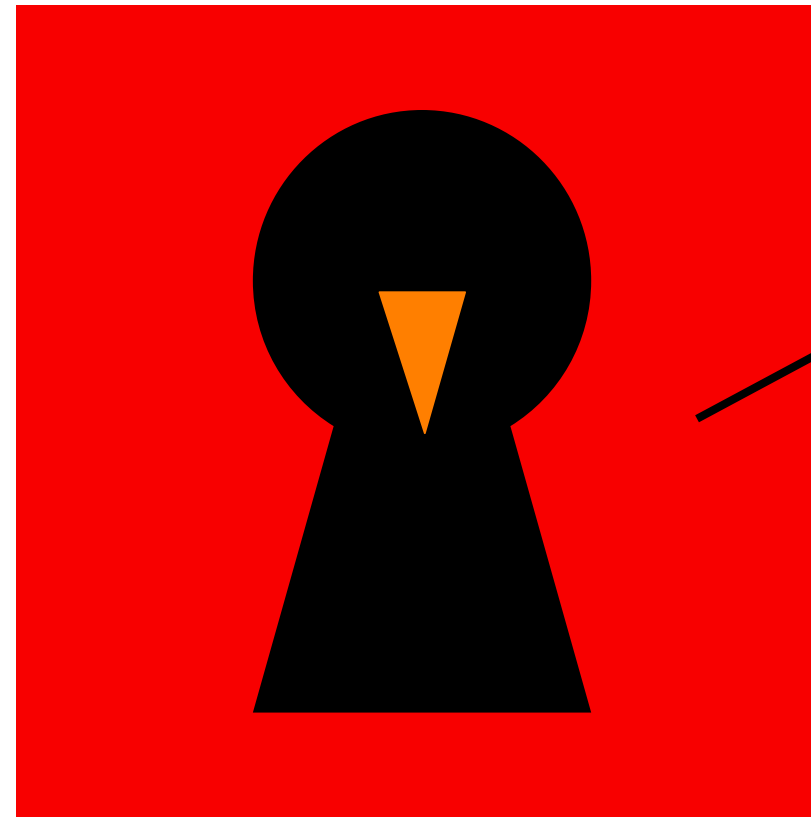
Square, keyhole and triangle. *Essential.*

Square + keyhole = JAIL.

Keyhole + triangle = BIRD.

JAILBIRD.

Irreducible.



This is also irreducible in terms of colour schemes.

3 colours. One for each shape.

Nothing more. Nothing less.

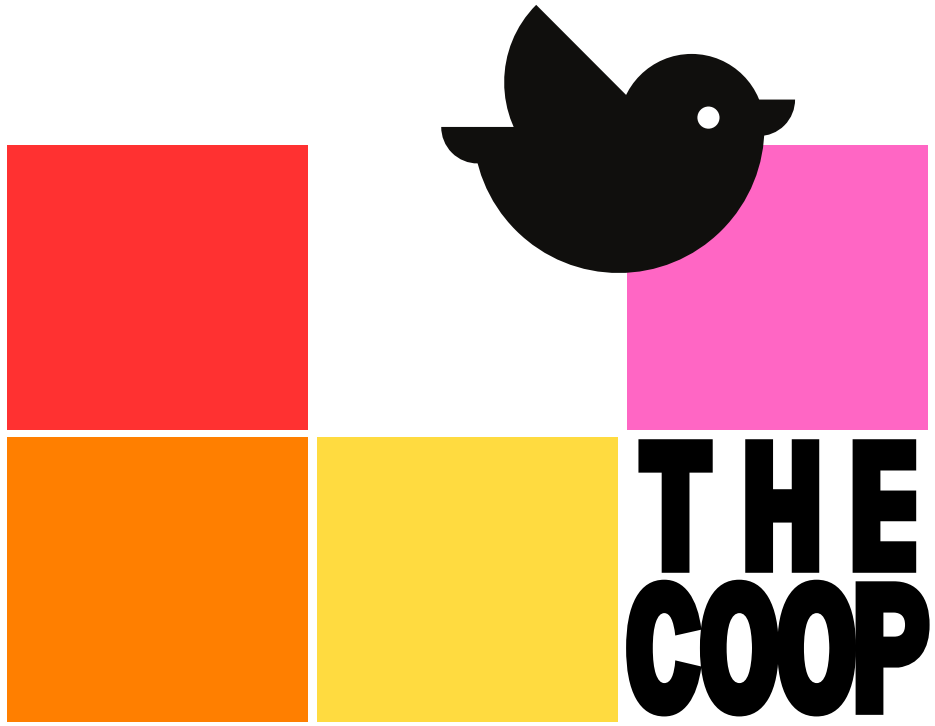
JAILBIRD

The typeface further solidifies the prisoner identity, as it reminds us of a tattoo/ old sailor-type font.

Or the bars of a prison cell.



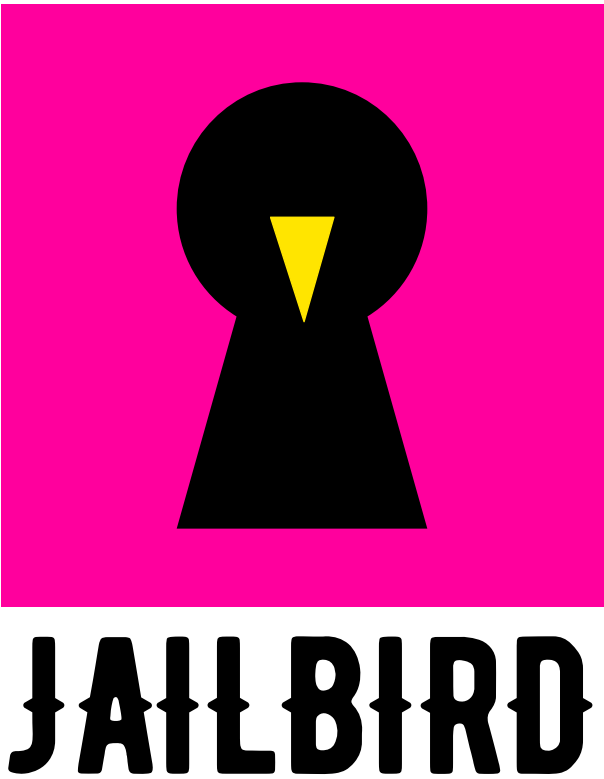
Brand Identity



Variations on a theme.



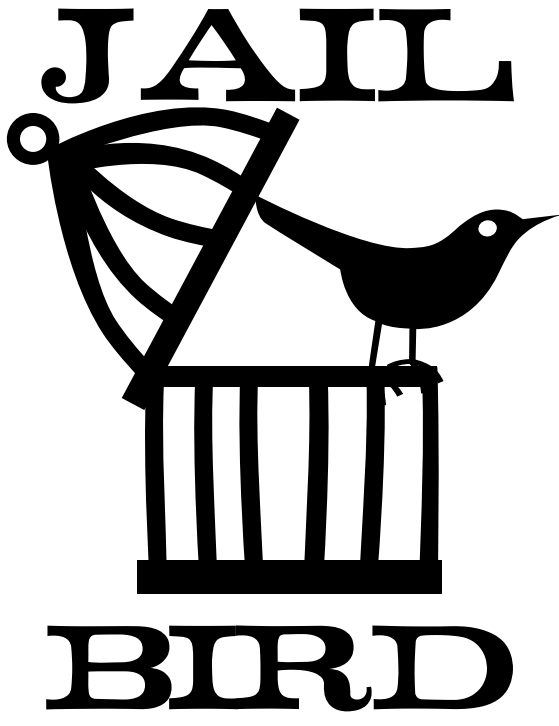
Brand Identity



More synthesised- playing with shapes, typefaces and colours.



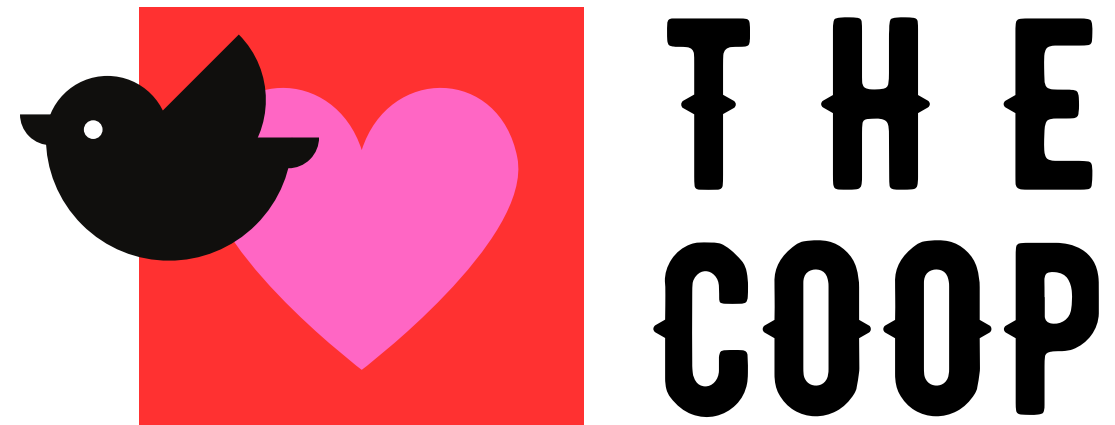
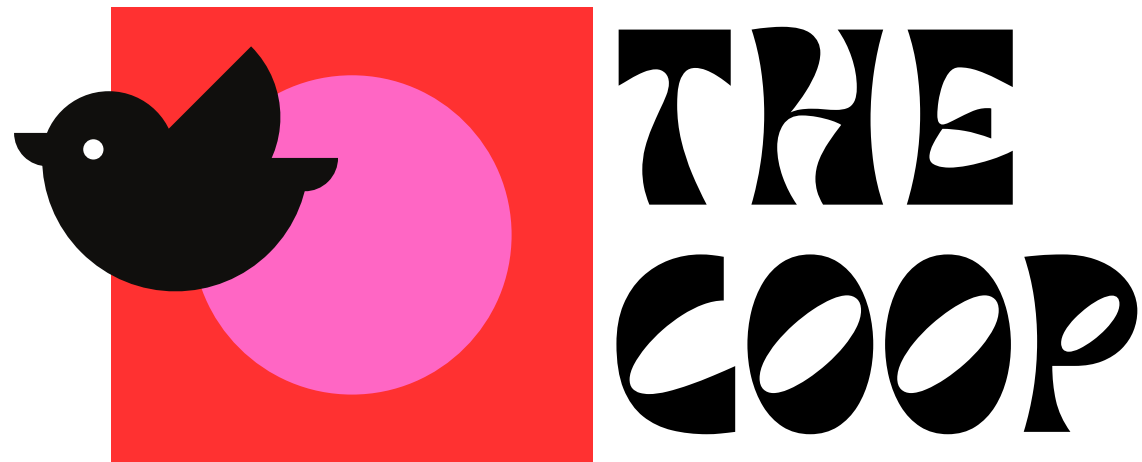
Brand Identity



A different direction- going for a more retro, “jazzy” look.



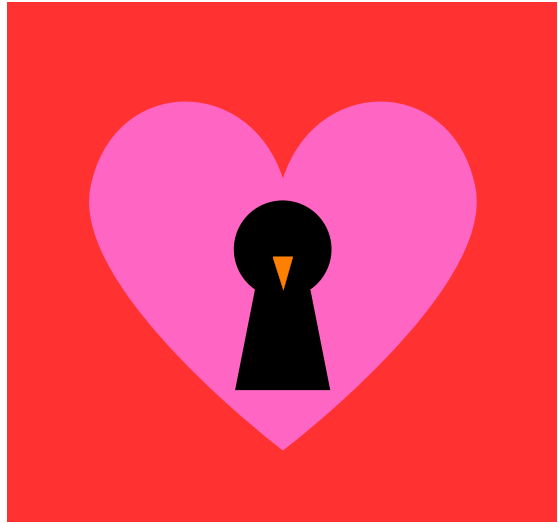
Brand Identity



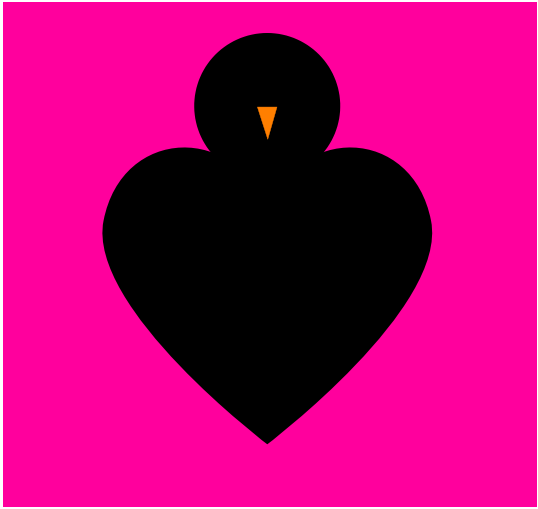
Trying a more “Pop Art” visual identity. Reinforced by the “groovy” font.



Brand Identity



J A I L
B I R D



J A I L
B I R D

Pop Art + tattoo parlour typefaces combined.

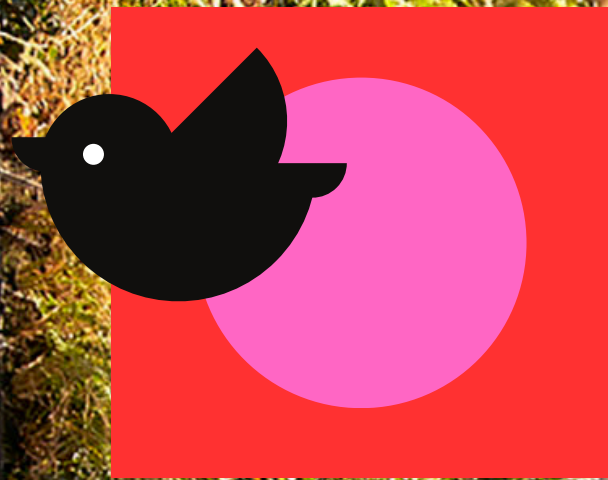


Brand Identity



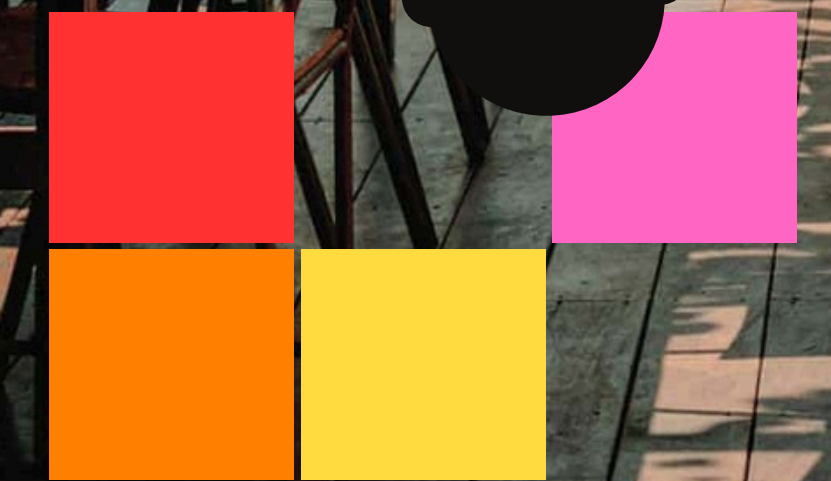
A last word mark variant- riffing on the traditional prison colours.



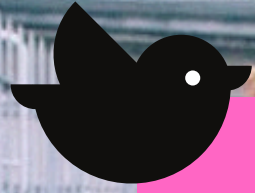
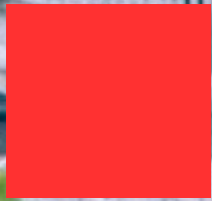


**JAIL
BIRD**



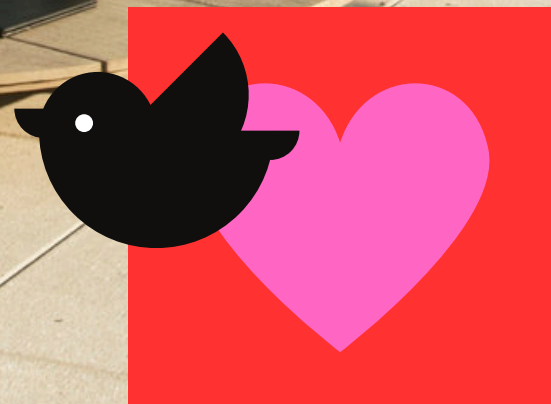


JAILBIRD



JAILBIRD





**THE
COOP**



JAILBIRD

JAILBIRD

