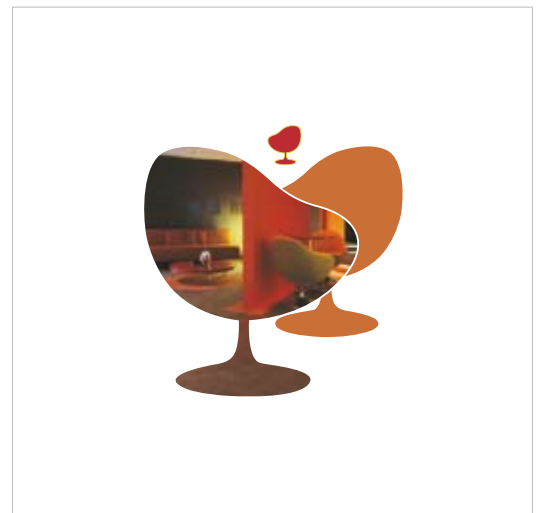


The Lounge

Corporate identity, stationery & website



The Lounge is a rather swanky research viewing facility in the heart of sunny Hammersmith. Upon entering, it feels like you've stumbled into some kind of private club (it's got a bar for goodness sake). Then you discover the hidden viewing room which feels faintly sinister but is, they assure us, perfectly normal in the world of qualitative market research.

Our job was to reflect this curious place in a cohesive identity transcending across both print and web.

The logotype had to be contemporary and reflect the cool, retro feel of the beautifully designed interior of the facility. Connecting the 'n' and 'g' emphasised the informal and relaxed atmosphere of the facility.

"Their design work is fresh, creatively lateral and very much in tune with what The Lounge is about - and they manage to be very contemporary and cool, without employing the stock design clichés of the day."

David Burrows
Director, Flamingo International

thelounge