

PARLOUR 21

BRANDING // CONCEPT DEVELOPMENT

PACKAGING // PRINT // ADVERTISEMENT // APPAREL
SOCIAL MEDIA // PRODUCT PHOTOGRAPHY

PROJECT OVERVIEW

Parlour 21 is an alcohol infused ice cream shop. They provided a luxury product in a classy and mature environment. Their ice cream is available at their storefront in Gastown and is sold at local retailers. Parlour 21 has a 1920's alcohol prohibition theme that is carried out at their storefront and through multiple other branding applications.

PROJECT OBJECTIVES

To design an identity that becomes and instantly recognized within the community. The branding needed to be classy and mature, but still hint at something fun, playful, and child-like. The objectives of Parlour 21 are to offer a space where adults can come and relax and enjoy a specialty childhood treat in a kid-free environment and to provide a product that has quality, is delicious, and is a taste of childhood with an adult twist. The parlour is in Gastown, therefore the branding needs to be hip, modern, and bold to stand out in its market. The branding also needs to stay consistent within the 1920's alcohol prohibition theme.

TARGET AUDIENCE

The target audience for this project is people over the legal drinking age living in Vancouver and the surrounding area looking for a unique and luxurious product. The target audience is also looking for an experience that is classy and for adults only, but with hints of fun and youthfulness.

DESIGN CHALLENGE

The challenges for this project were creating a brand that is clearly ice cream yet still sends the message being an adult product and of being a luxury product and giving the brand the right balance between modern and classy, and between mature and youthful.

DESIGN SOLUTION

The brand typography utilizes a retro serif typeface and a light and modern sans-serif typeface that gives the brand both retro and modern aspects. The brand colour scheme is predominantly black with hints of bright colours suggesting a mature deluxe product with hints of youthfulness and excitement.