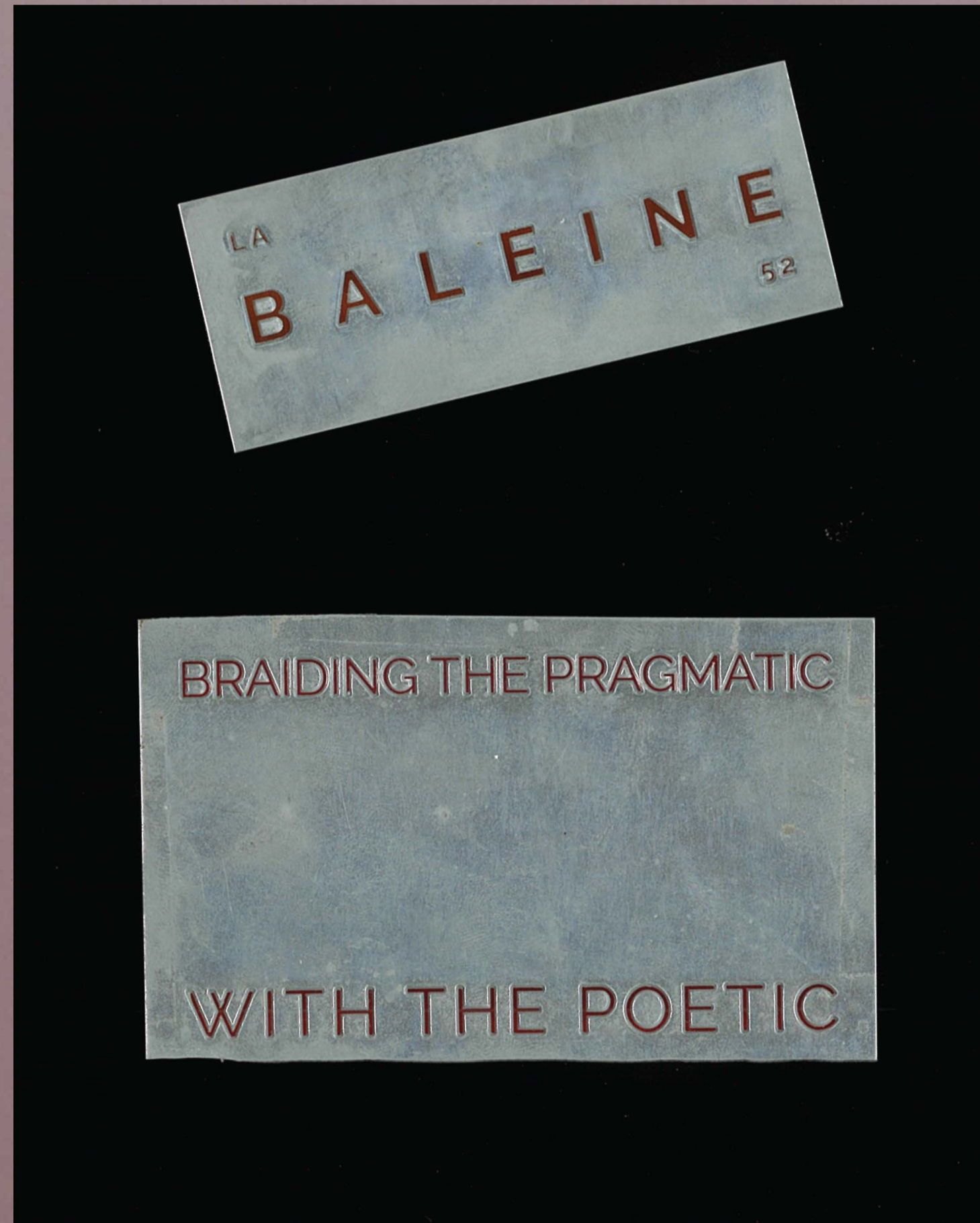


LA

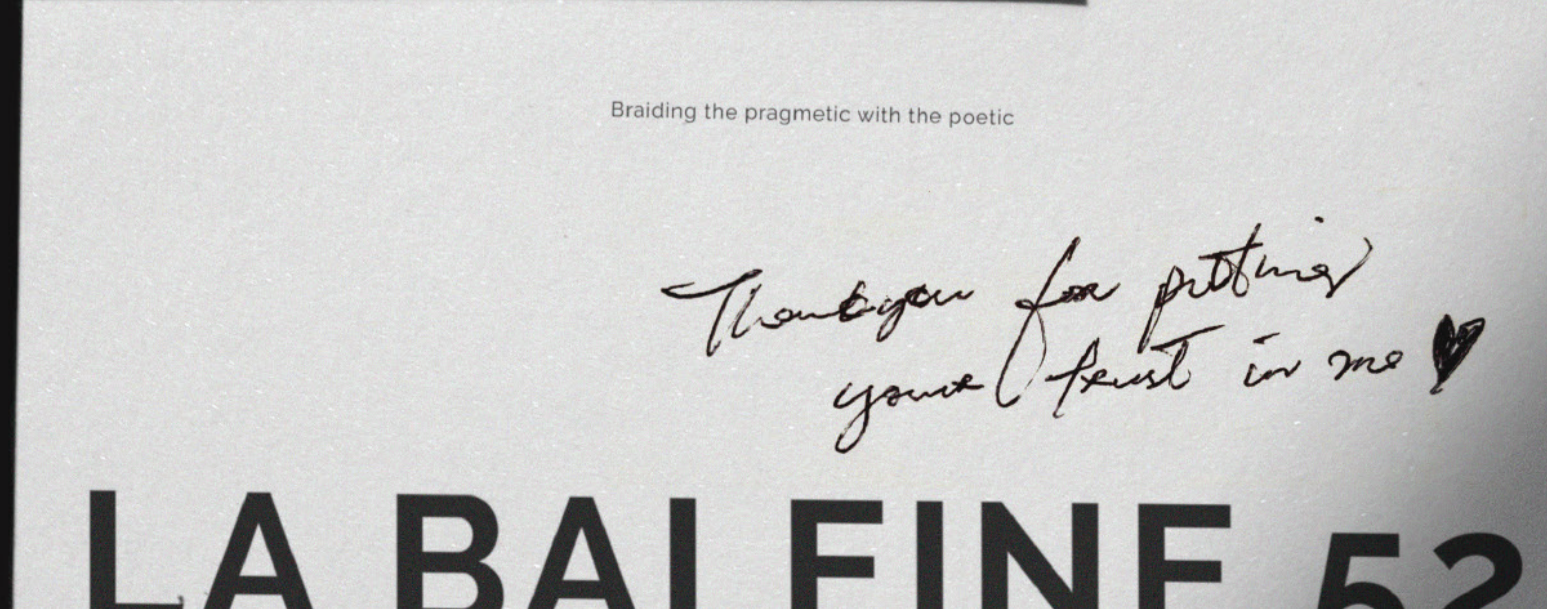
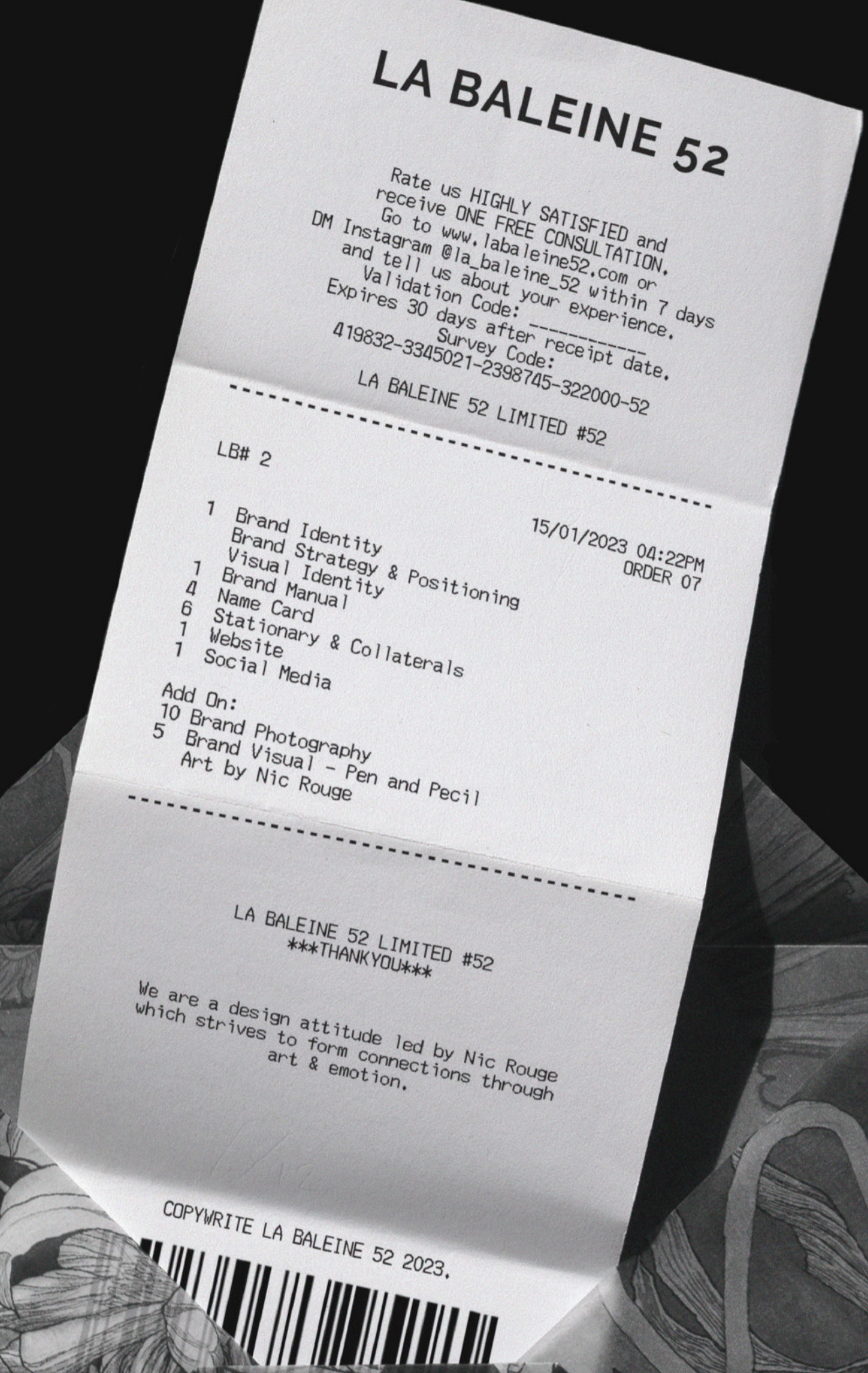
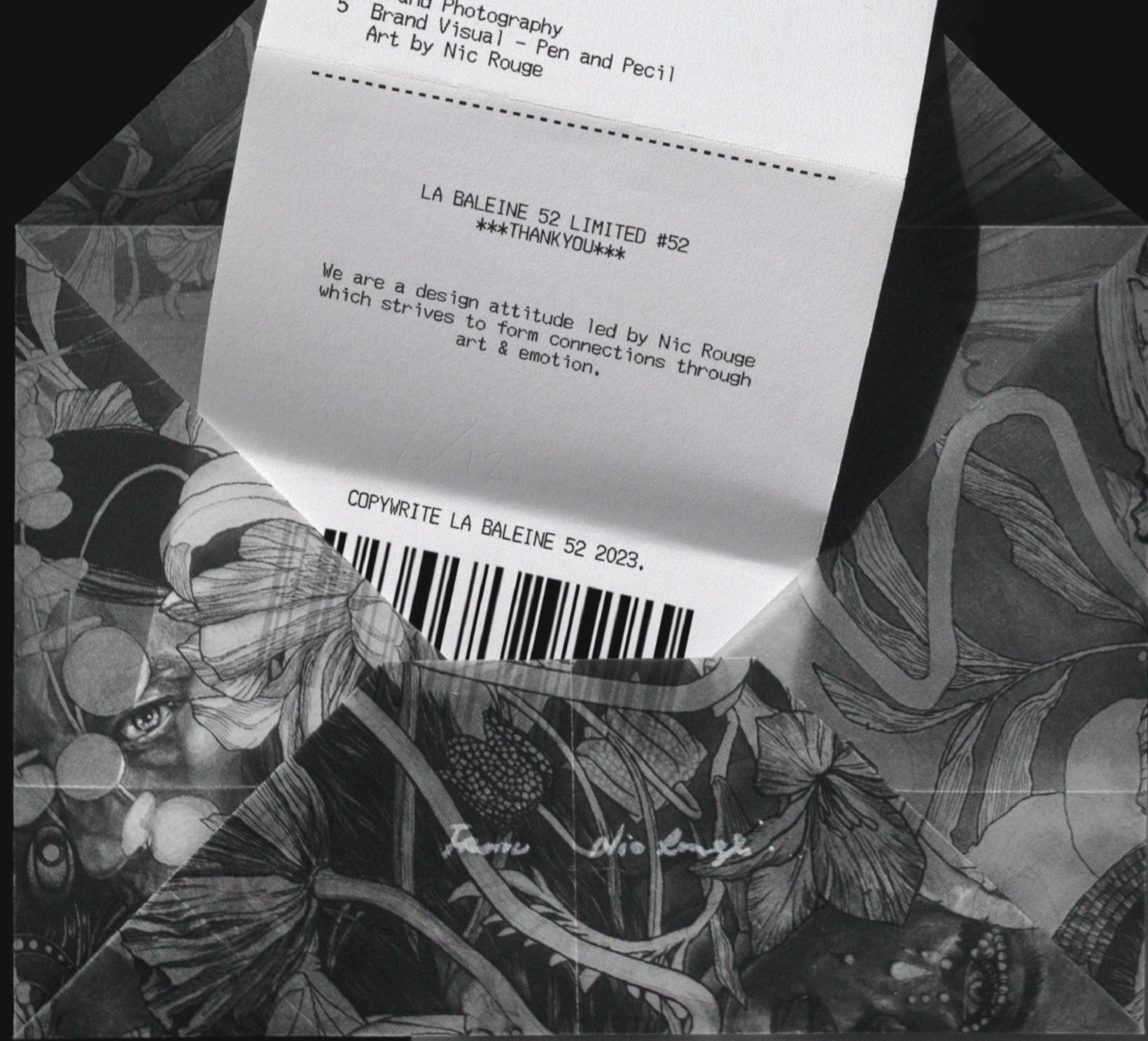
BALEINE

52

CREDENTIAL DECK



La Baleine 52 is a design attitude led by Nic Rouge, which strives to form connections through art and emotion. We provide a range of creative services such as brand identity creation, art direction, graphic design, photography, art and illustration.





FOUNDER STORY

Nic started her career in the world of advertising, quickly developed her skills and began working at various 4A agencies such as Grey and M&C Saatchi. To her, the advertising industry came forth as the most creative way to communicate with a mass audience.

Fourteen years later, she has anchored her company as a go-to branding agency, especially for those within the hospitality industry, with her first F&B branding project displayed in the heart of SOHO, Hong Kong. Progressing on to the international platform, prestige hotels have also reached out for partnership.

Today, Nic is driving her agency in direction of hospitality, lifestyle and luxury goods.

With Art and illustration, be it of places, faces or the imagined is particularly close to her heart and has been from a young age. Having art speak for itself, her work has been a personal passion come alive and is only the beginning of what's to come!

01 Brand Strategy

Brand Positioning
Naming
Visual Architecture

Taglines
Brand Narrative
Tone of Voice

02 Visual Identity

Brand Identity Systems
Logos & Wordmarks
Graphic DNA

Illustration
Print Production
Brand Guideline

03 Campaign Design

Copywriting
Creative Direction
Art Direction

Motion Design
Social Media

04 Brand Application

Collateral Design
Editorial Design
Packaging Design

Signage
Social Media Identity
Illustration

05 Content Production

Photography
Art Direction
Set Design

Post Production

06 Web Design

Front End Design
Wireframing

07 Design Retainer

Brand Consultation
Weekly Branding & Design Meeting
Maintain Brand guideline and value across all design items & touchpoints

08 Art by Nic Rouge

Ink Pen / Pencil Art
Digital Coloring

A design attitude

LB52
PORTFOLIO

led by Nic Rouge

STARBUCKS
ASIA PACIFIC

PROJECT

Forum Logo Design & Identity

INDUSTRY

F&B

SCOPE

Logo Design
Forum identity Design

FORUM
LOGO
DESIGN



STARBUCKS ASIA PACIFIC

PROJECT

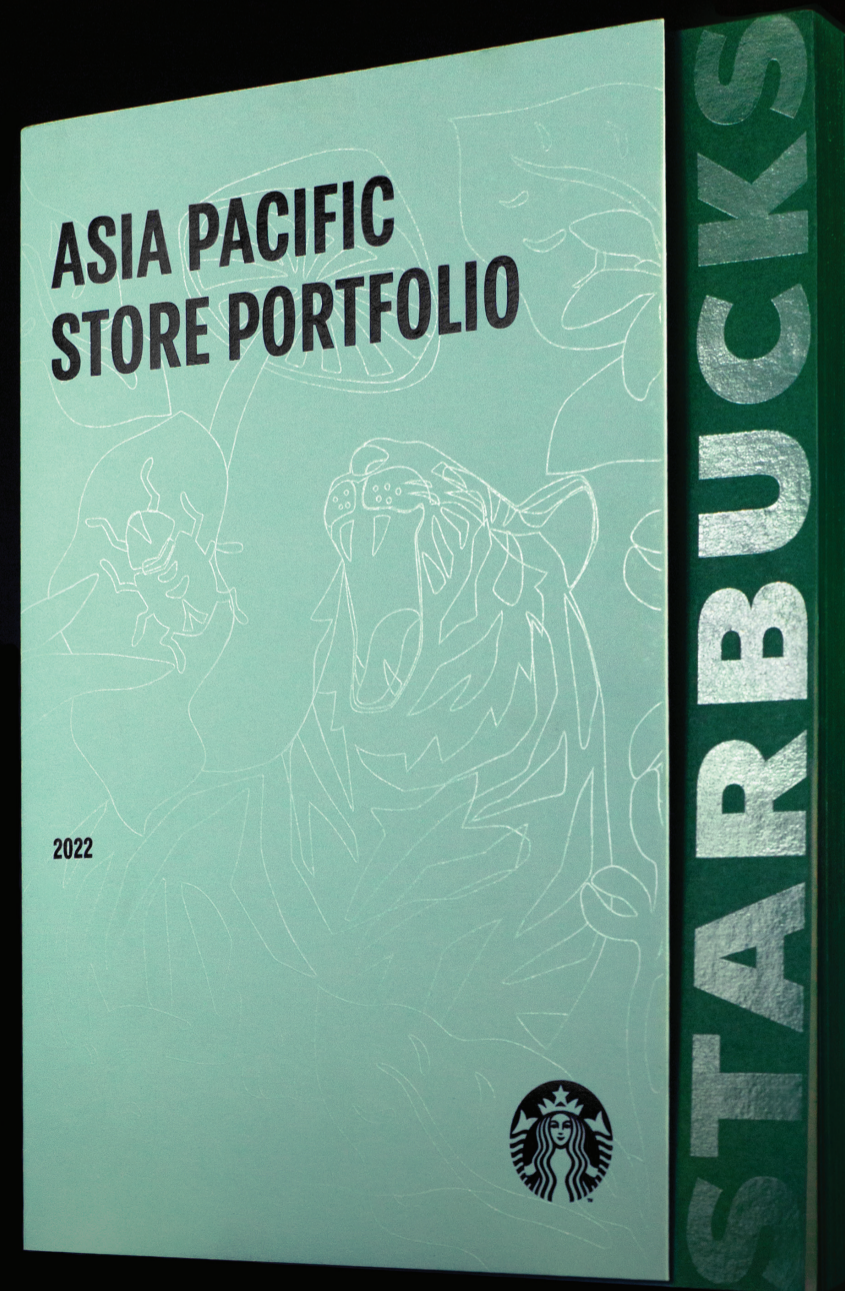
Year Book Design

INDUSTRY

F&B

SCOPE

Book Design
Book Mechanism Design
Graphic Design
Print Production Design



FEAST - EAST HOTEL HONG KONG

PROJECT

Rebranding

INDUSTRY

F&B

SCOPE

Brand Strategy
Visual Identity Design
Collateral Design



DOMAIN - EAST HOTEL
HONG KONG

PROJECT

Rebranding

INDUSTRY

F&B

SCOPE

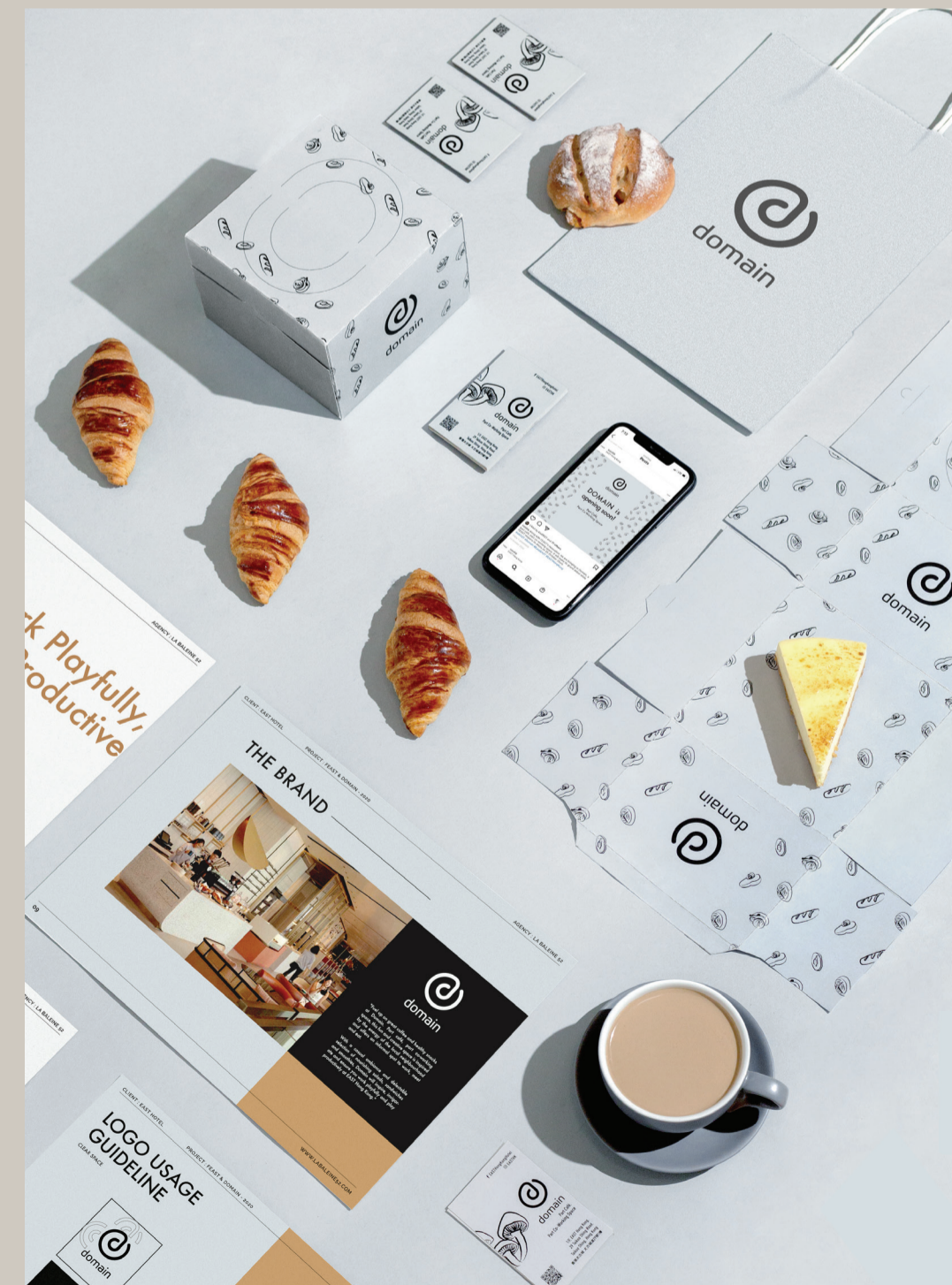
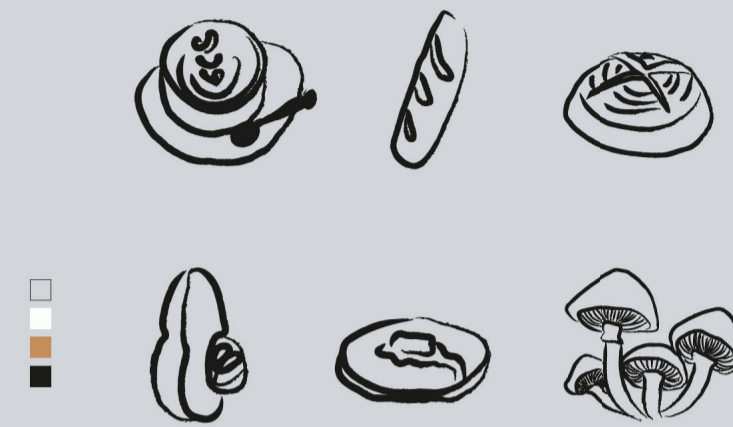
Brand Strategy
Visual Identity Design
Collateral Design



domain



ILLUSTRATIONS





BKK SOCIAL CLUB - FOUR SEASONS HOTEL BANGKOK

PROJECT

Cocktail Menu Design

INDUSTRY

Cocktail Bar

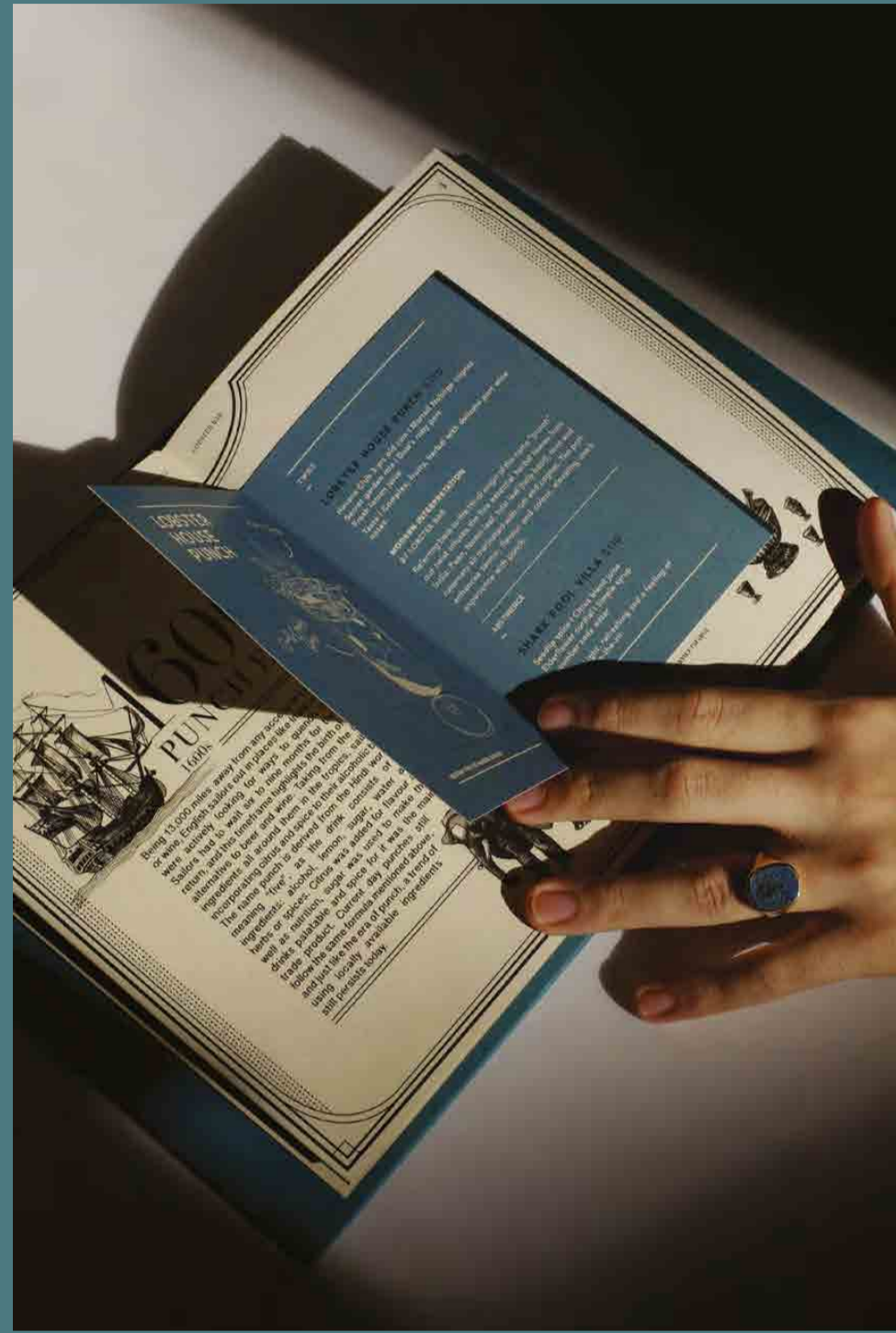
SCOPE

Concept Development
Graphic Design
Print Production Design
Art & Illustration

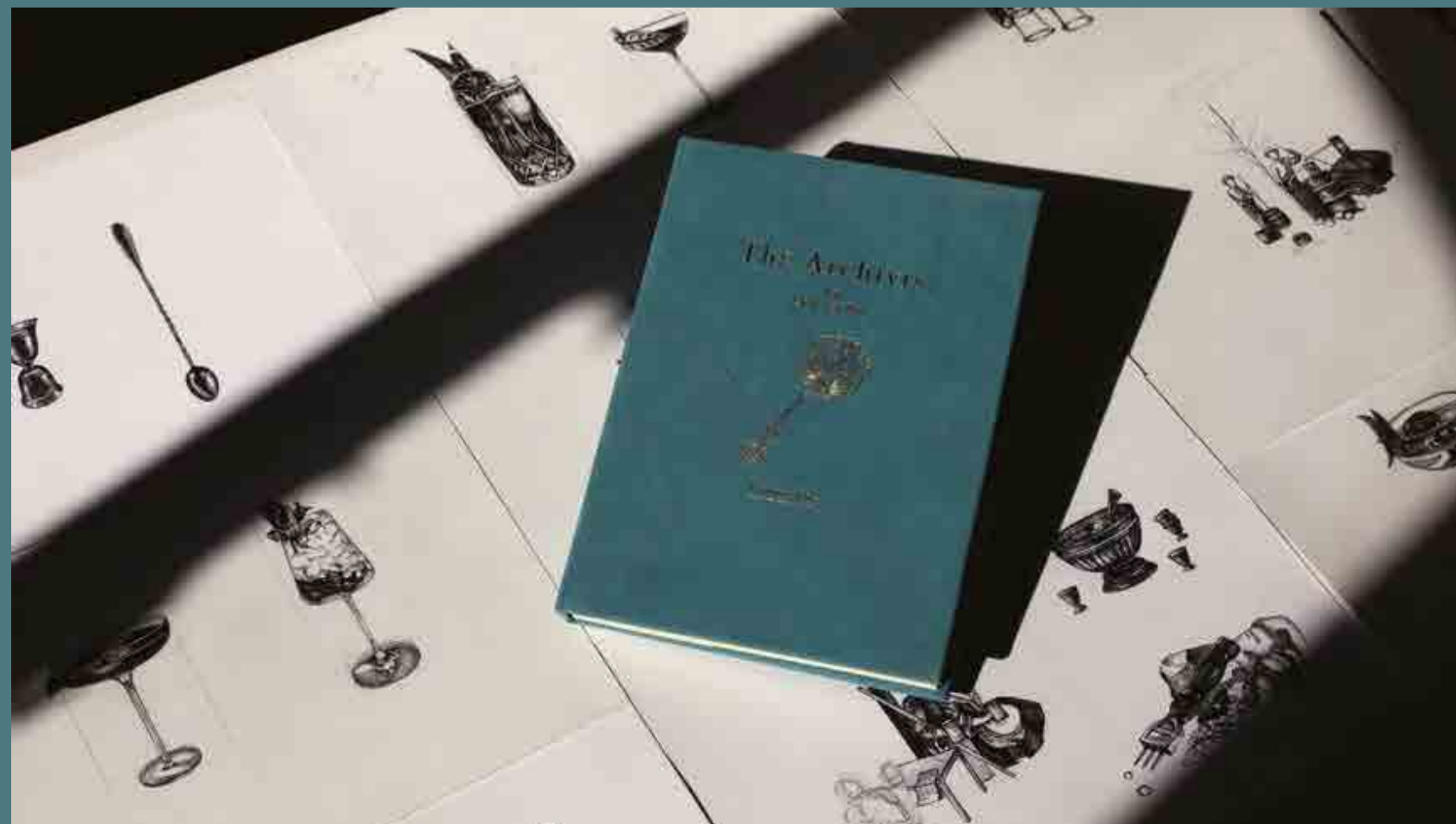


COCKTAIL MENU





THE ARCHIVIST
COCKTAIL MENU



LOBSTER BAR - ISLAND SHANGRI-LA
HONG KONG

PROJECT

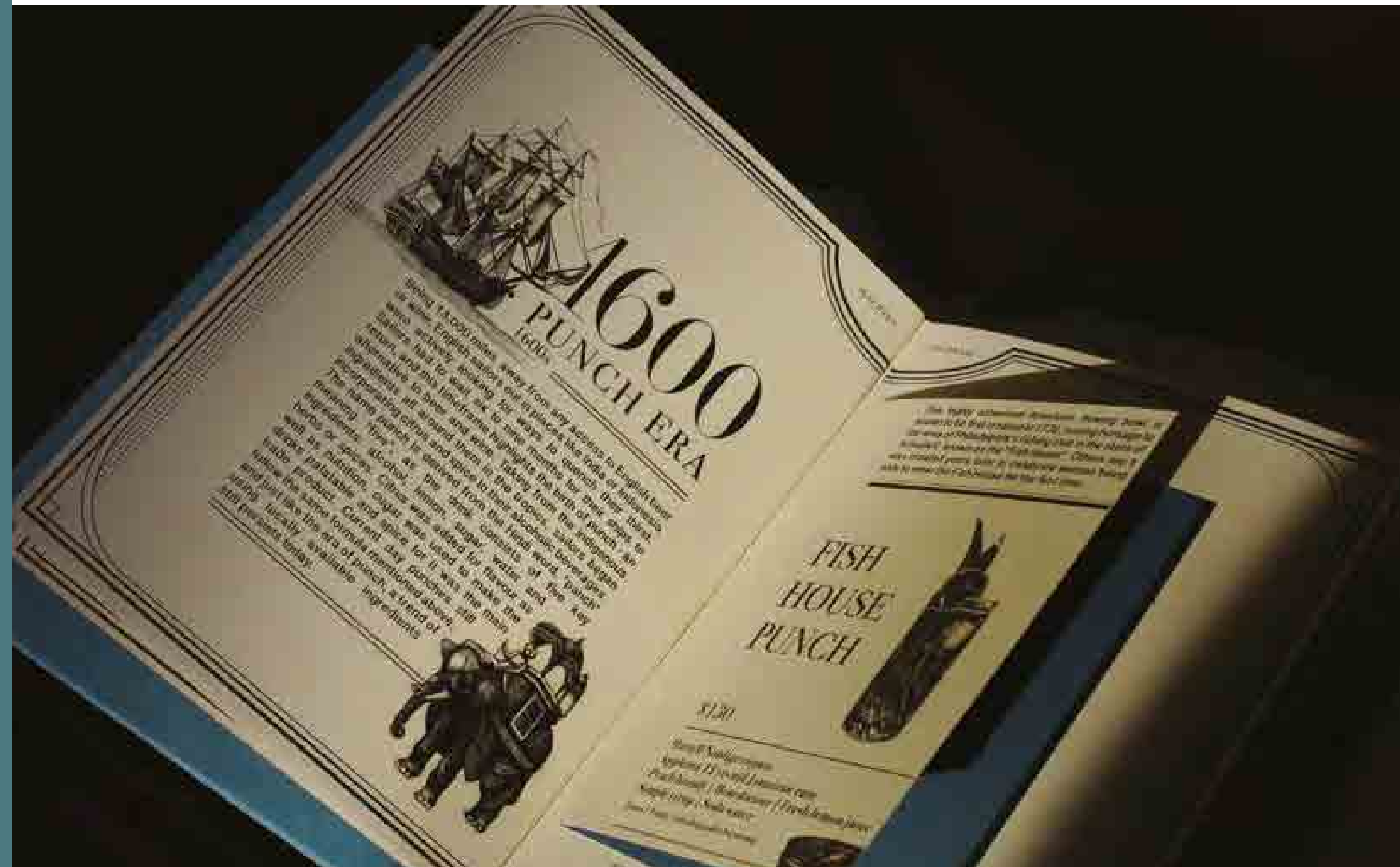
Cocktail Menu Design
(The Archivist Vol. 1)

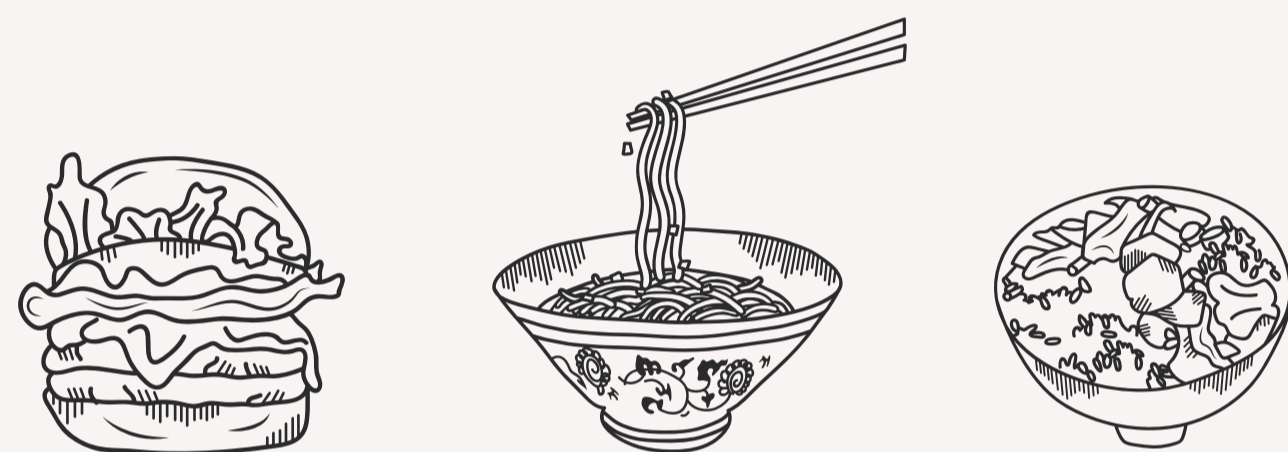
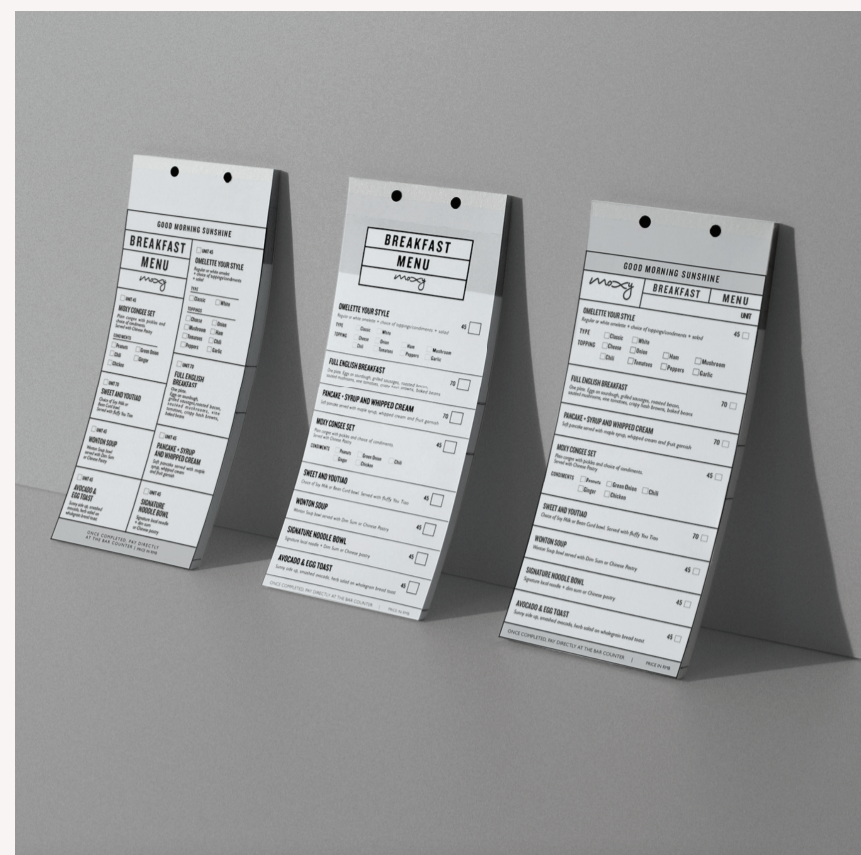
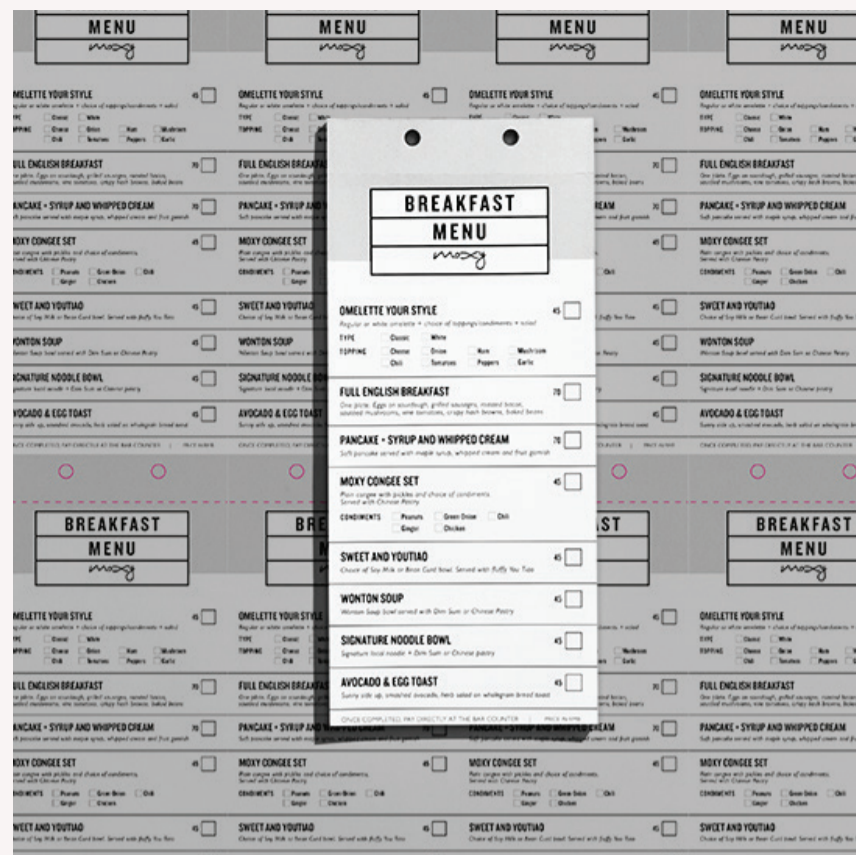
INDUSTRY

Cocktail Bar

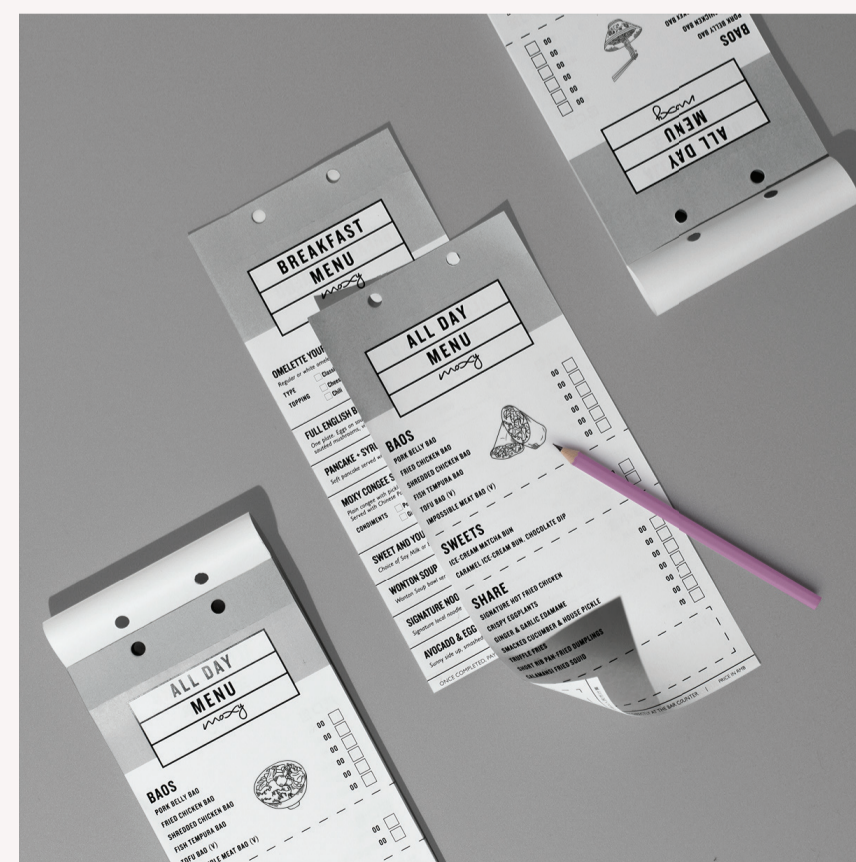
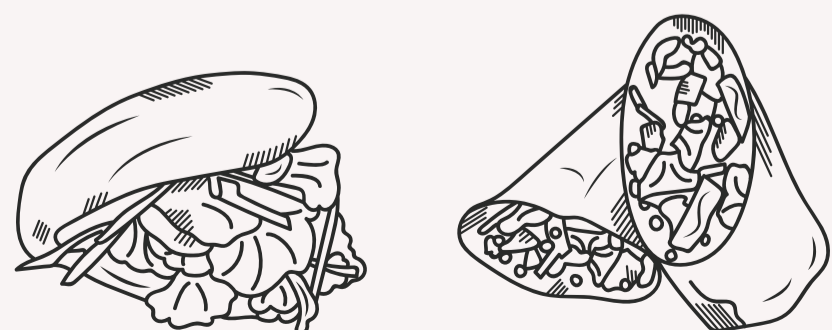
SCOPE

Concept Development
Mechanism Design
Graphic Design
Print Production Design
Art & Illustration





MOXY HOTEL MENU DESIGN



MOXY HOTEL SHANGHAI

PROJECT

Menu Design &
Guideline

INDUSTRY

Hotel
F&B

SCOPE

Concept Development
Graphic Design
Print Production Consultation
Art & Illustration



INTRODUCTION

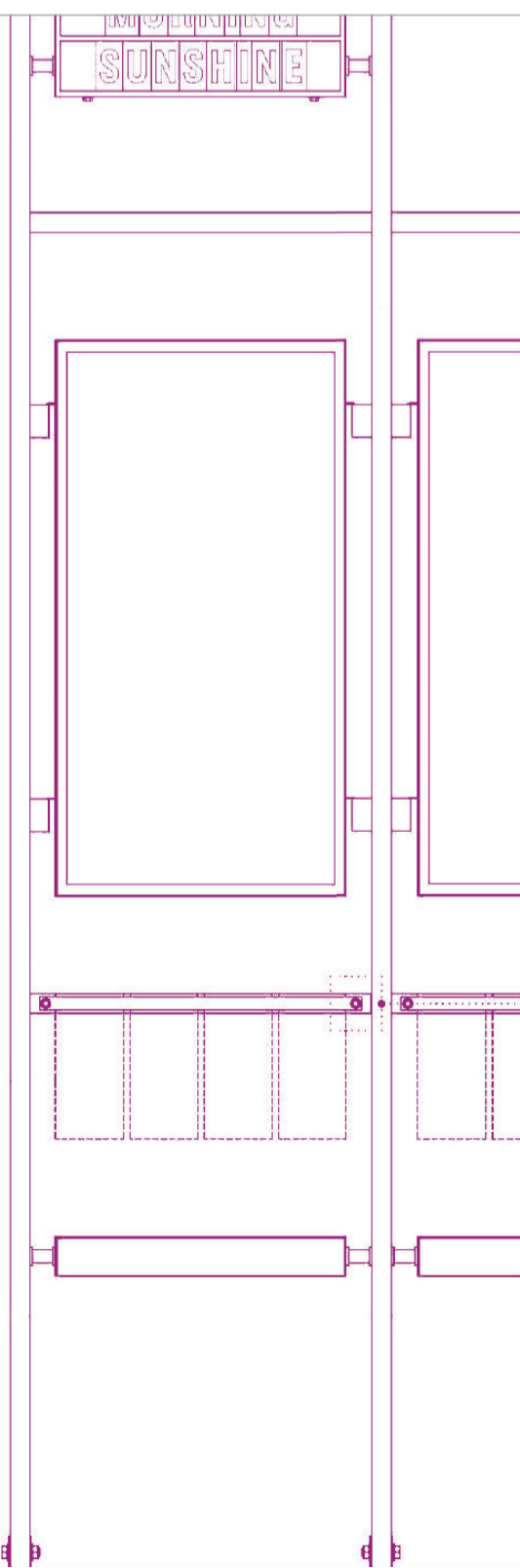
To support the programming and operations of the breakfast and all-day service, a selection of different tick-box menu has been developed.

Moxy hotels can choose their menu style based on market and operation preference.

These menus have been purposefully designed to fit and adapt to the feature prototype Moxy menu board.

4 printed menu packs can be displayed under each menu stands. To support bi-lingual requirements, menus can be printed recto-verso (i.e one side English, one side Chinese). When displaying menus on each menu support stands, ensure to alternate English and bi-lingual version,

Please note:
Menu content shown on this guideline is for inspiration only and not meant to be copied as such. Content should be replaced with the menu selection developed for your local market.



MANDARIN ORIENTAL HONG KONG

PROJECT

Festive e-Brochure Design

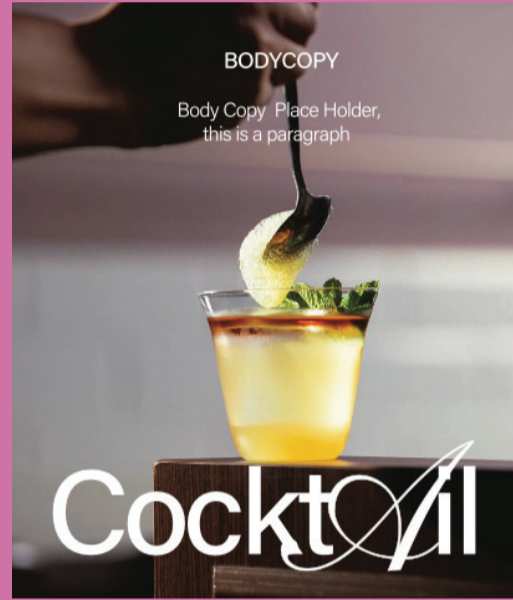
INDUSTRY

Hotel

SCOPE

Brand Adaptation
Graphic Design
Layout Design





NUTMEG & CLOVE SINGAPORE

PROJECT

Re Branding

INDUSTRY

F&B
Cocktail Bar

SCOPE

Brand Strategy
Visual Identity
Collateral Design
Menu Design



BAR MOOD TAIPEI

PROJECT

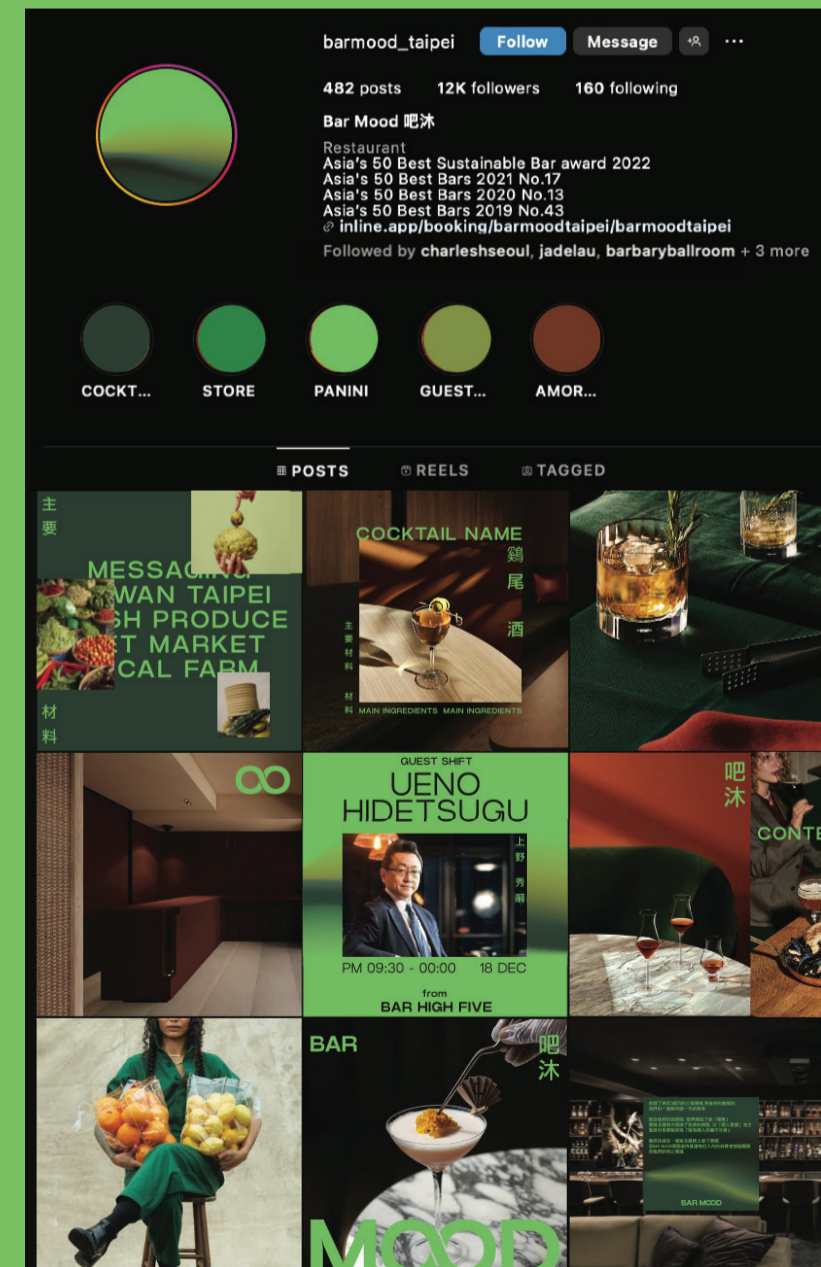
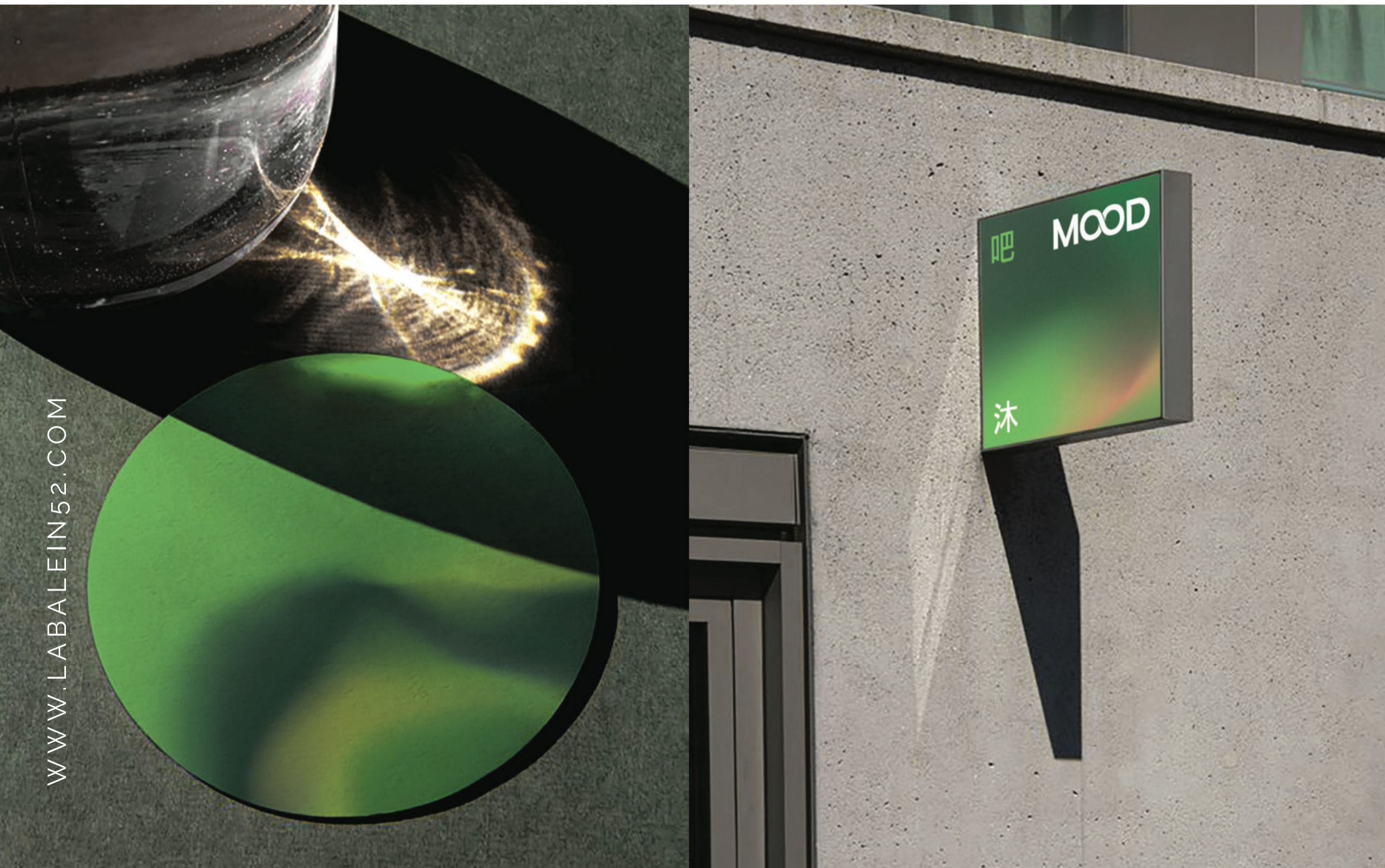
Re Branding

INDUSTRY

F&B
Cocktail Bar

SCOPE

Brand Strategy
Visual Identity
Collateral Design
Social Media Style Guide
Packaging Design



TWO MOONS GIN
HONG KONG

PROJECT

Branding

INDUSTRY

Distilleries

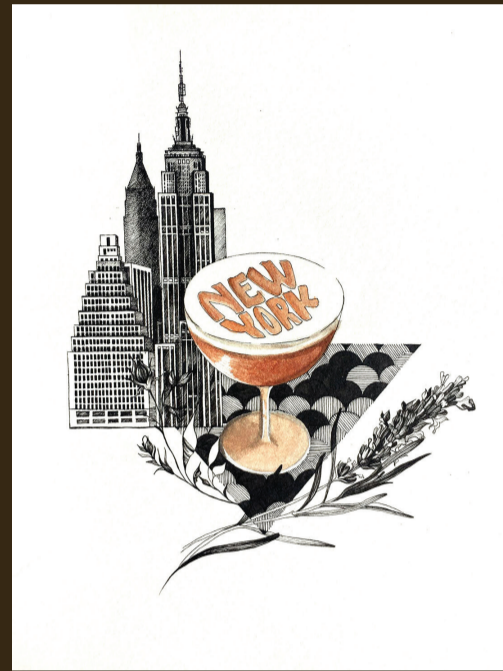
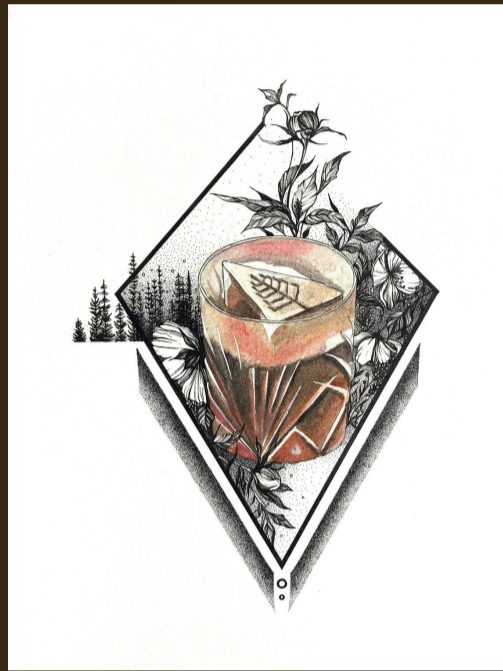
SCOPE

Brand Strategy
Visual Identity Design
Collateral Design
Art & Illustration



TWO MOONS
DISTILLERY
BRANDING





MANHATTAN BAR ILLUSTRATIONS



MANHATTAN BAR SINGAPORE

PROJECT

Postcard Design

INDUSTRY

Cocktail Bar

SCOPE

Concept Development
Art & Illustration



ATLAS BAR
SINGAPORE

PROJECT

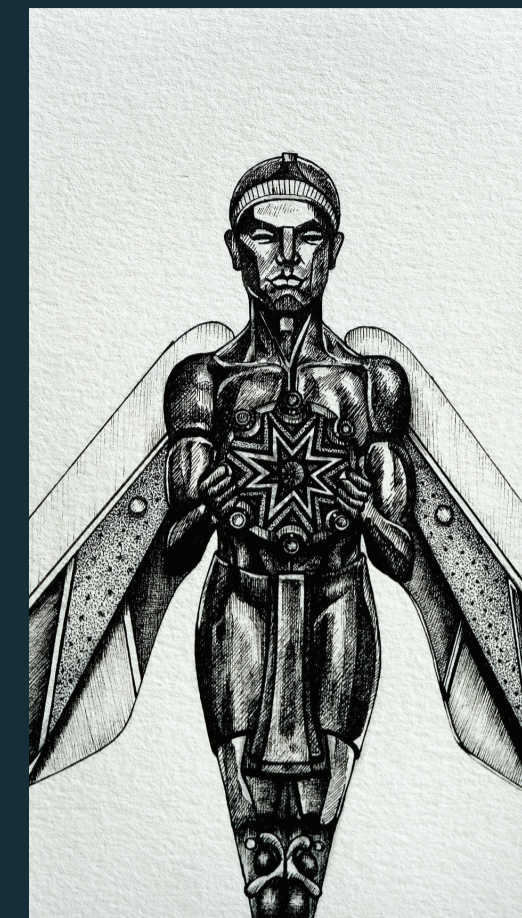
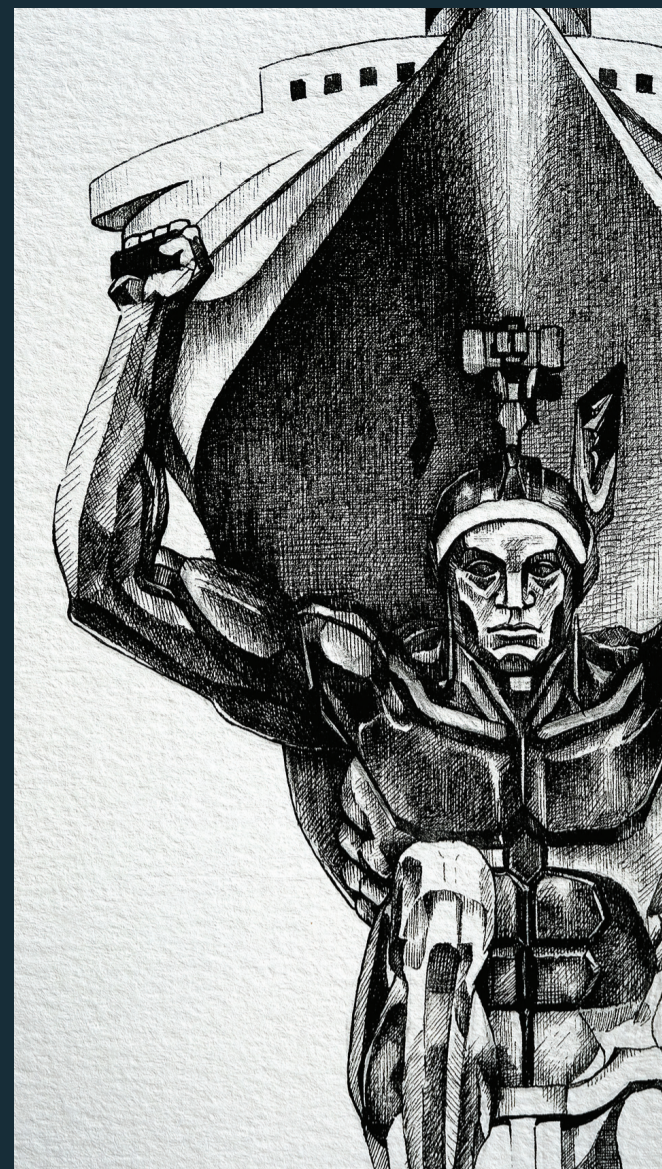
Cocktail Menu Key Visual

INDUSTRY

Cocktail Bar

SCOPE

Concept Development
Art & Illustration



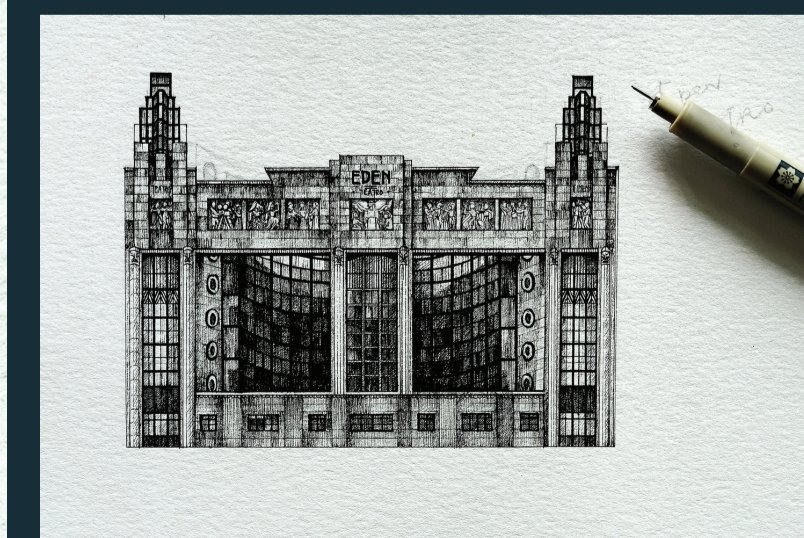
COCKTAIL
MENU



Condiments, warm blinis
Ossetra caviar royal 380

"Here's to alcohol, the rose colored glasses of life."
- F. Scott Fitzgerald

www.atlasbar.sg #atlasbarsg
10% service charge and prevailing government taxes



VAN CLEEF & ARPLES
HONG KONG

PROJECT

Cake Box Design & Guideline
(Perlée Series Cake Box)

INDUSTRY

Luxury
Jewelry

SCOPE

Box Packaging Guideline
Concept Development
Mechanism Design



VAN CLEEF & ARPELS
CAKE BOX



ZUMA
HONG KONG

PROJECT

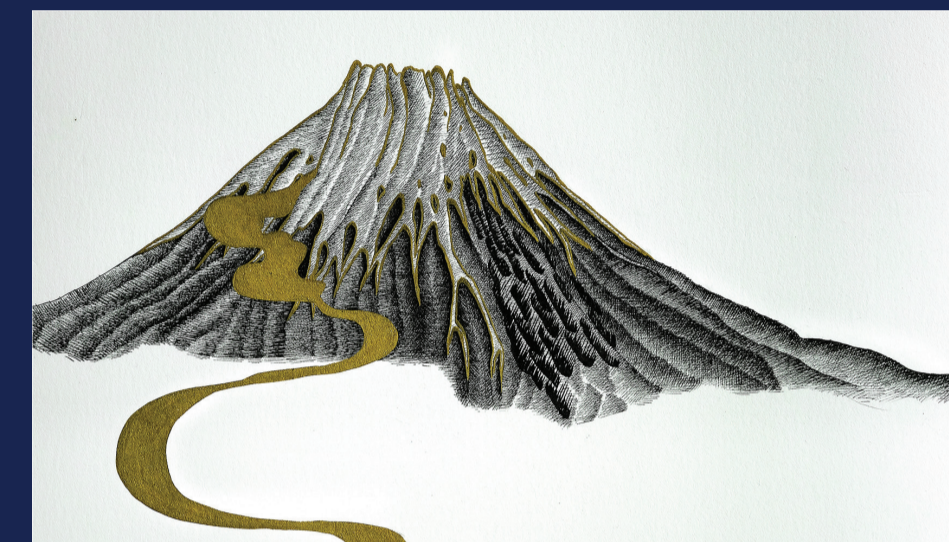
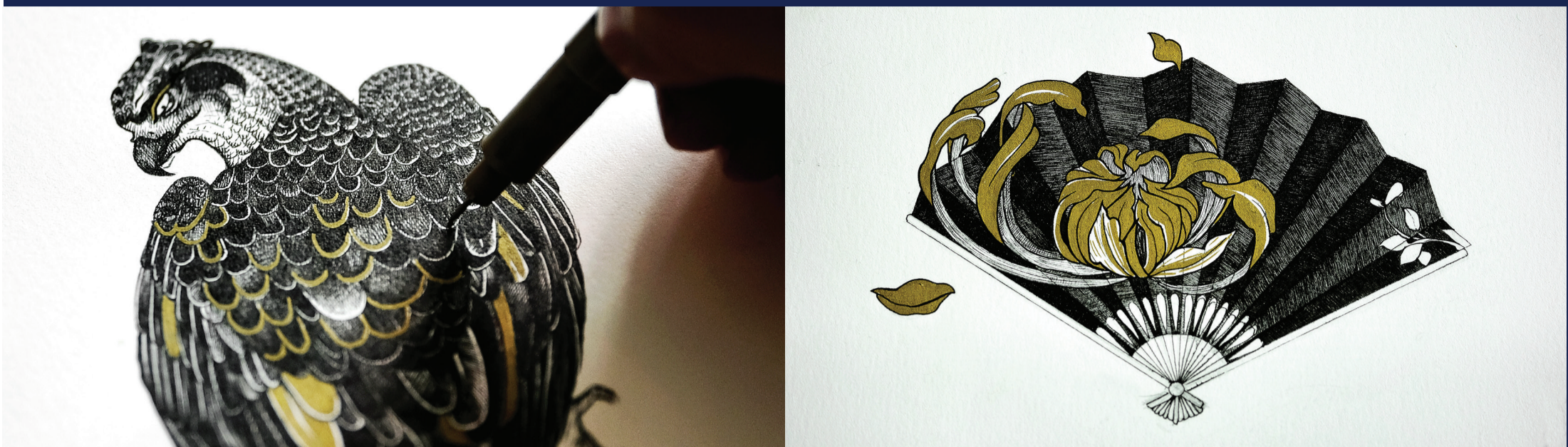
Interior Decoration Design
Menu Design

INDUSTRY

F&B

SCOPE

Concept Development
Art & Illustration



ART COLLABORATION
WITH ZUMA



QUINARY
HONG KONG

PROJECT

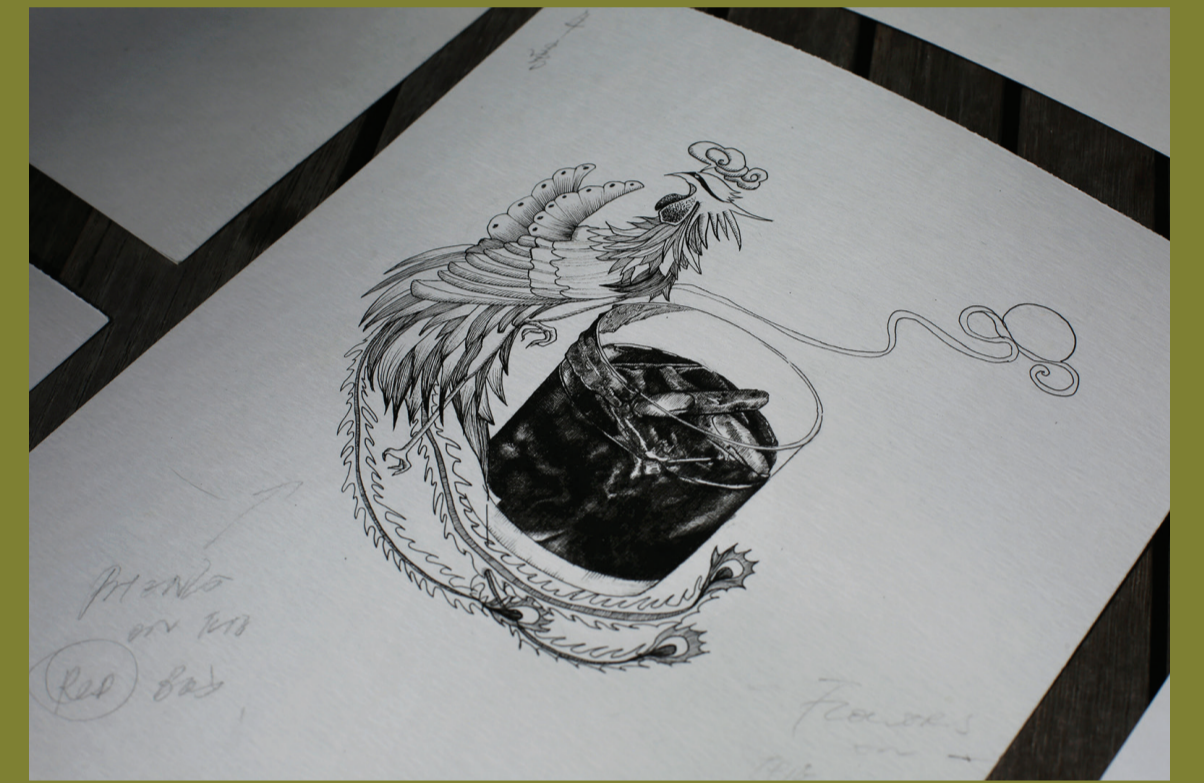
Cocktail Menu Key Visual

INDUSTRY

Cocktail Bar

SCOPE

Concept Development
Art & Illustration



COCKTAIL
MENU
LAUNCH



COCKTAIL MENU LAUNCH



JIGGER & PONY SINGAPORE

PROJECT

Menu Launch

INDUSTRY

F&B

SCOPE

Art Direction
Photography



ST REGIS BAR GLOBAL

PROJECT

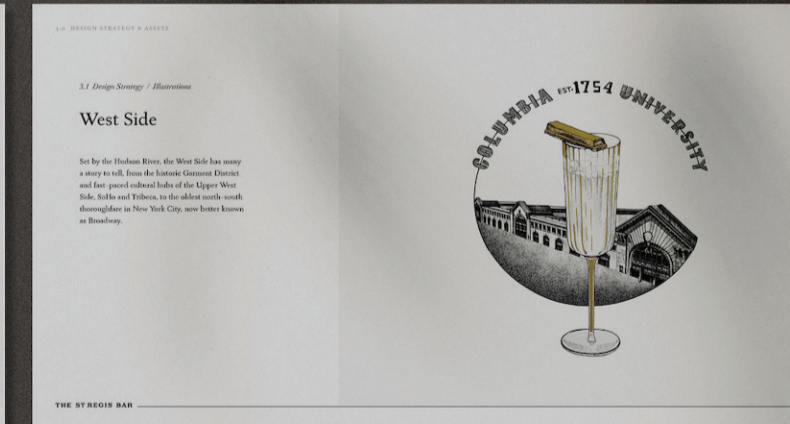
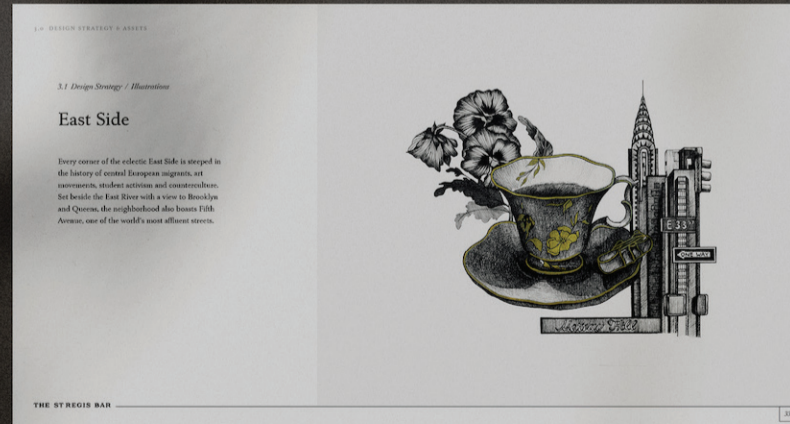
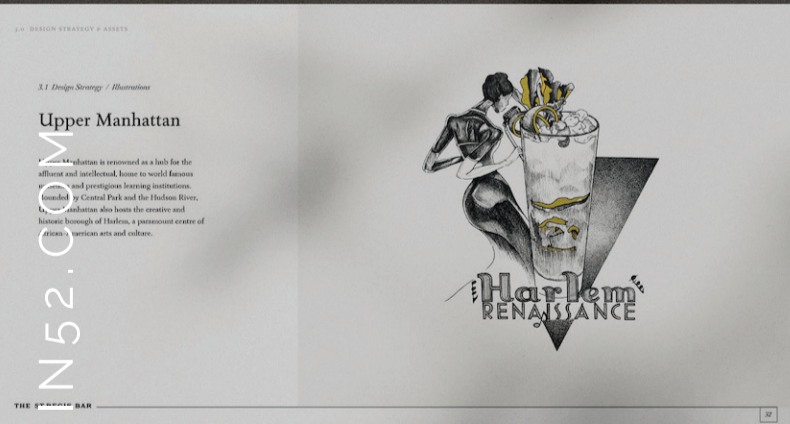
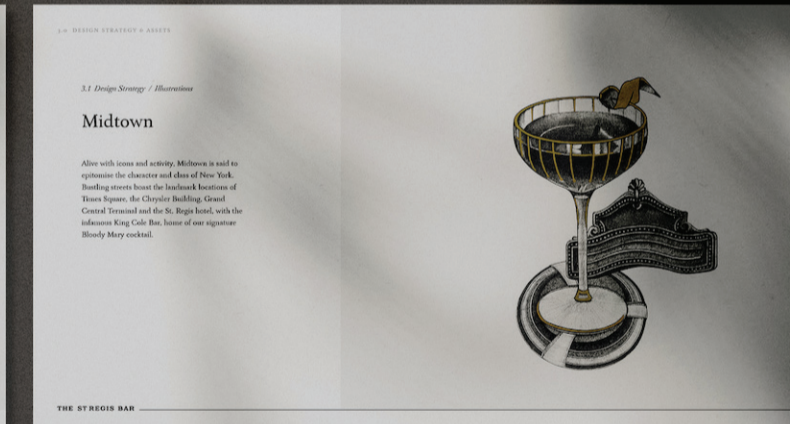
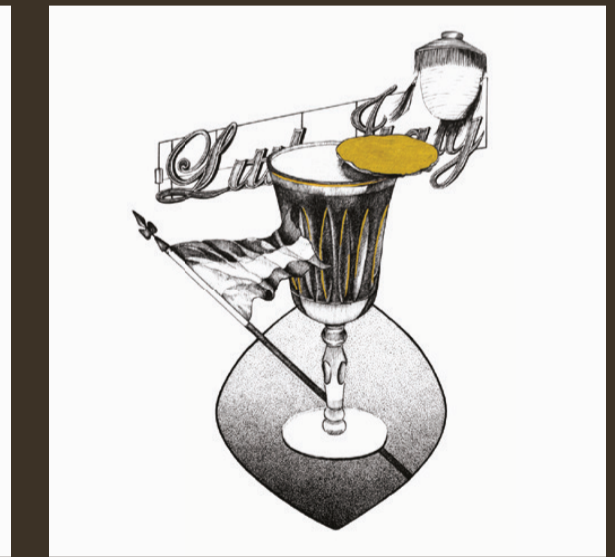
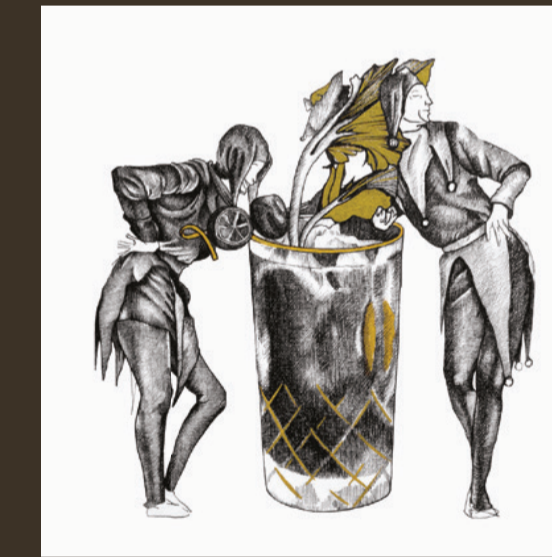
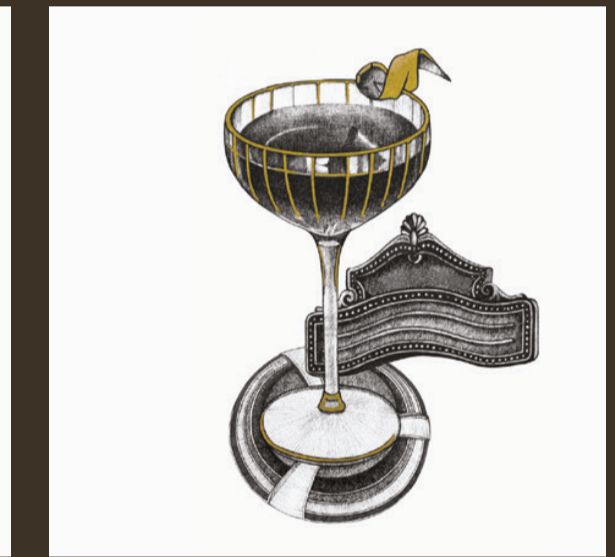
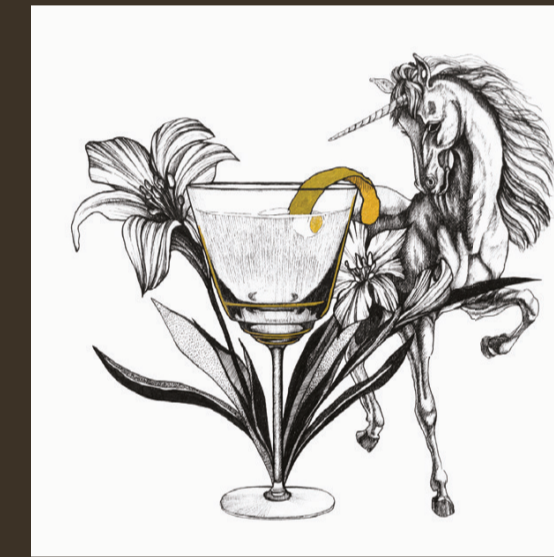
Key Visual Design & Guideline

INDUSTRY

Hotel

SCOPE

Art & Illustration



COCKTAIL BAR/
VISUAL GUIDELINE

MERAKI HOSPITALITY GROUP

HONG KONG

PROJECT

Branding

INDUSTRY

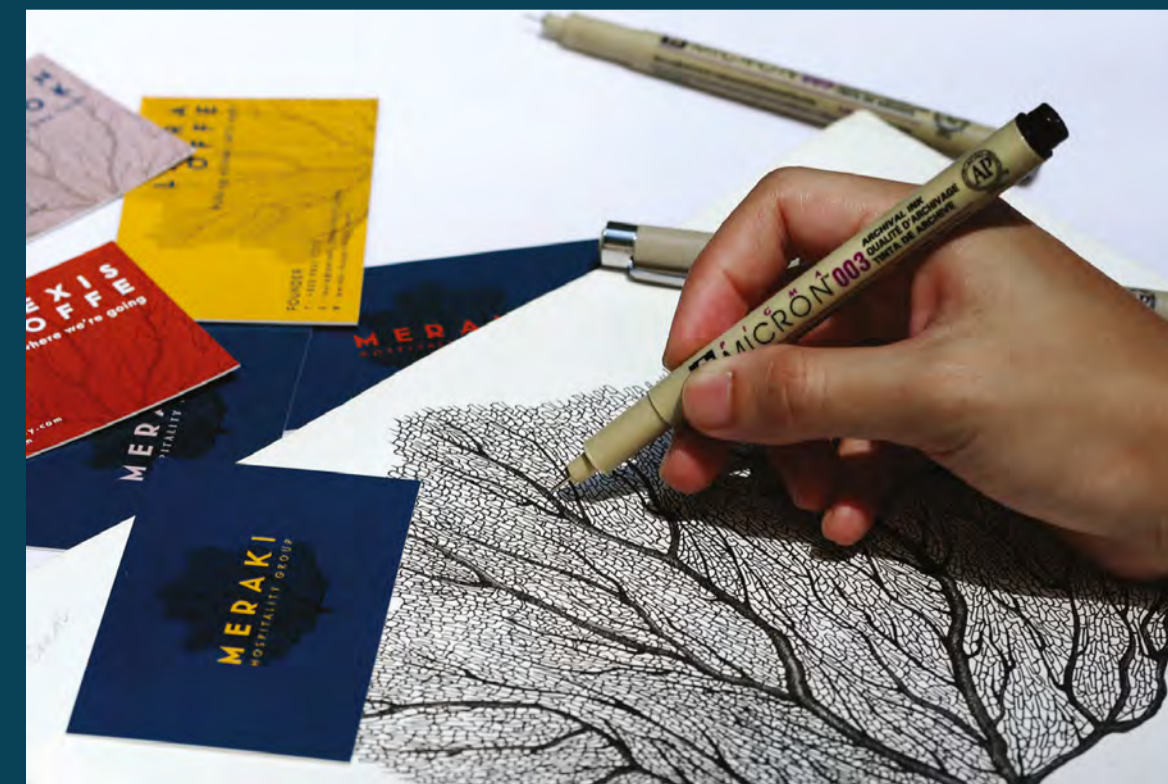
F&B

SCOPE

Brand Strategy
Visual Identity Design
Art & Illustration



MERAKI
HOSPITALITY
GROUP
BRANDING





UMA NOTA
BRANDING



UMA NOTA
HONG KONG - PARIS

PROJECT

Branding

INDUSTRY

F&B

SCOPE

Brand Strategy
Visual Identity Design
Collateral Design
Art & Illustration



BEDU

HONG KONG

PROJECT

Branding

INDUSTRY

F&B

SCOPE

Brand Strategy
Visual Identity Design
Collateral Design



BEDU BRANDING



ACQUASALA
HONG KONG

PROJECT

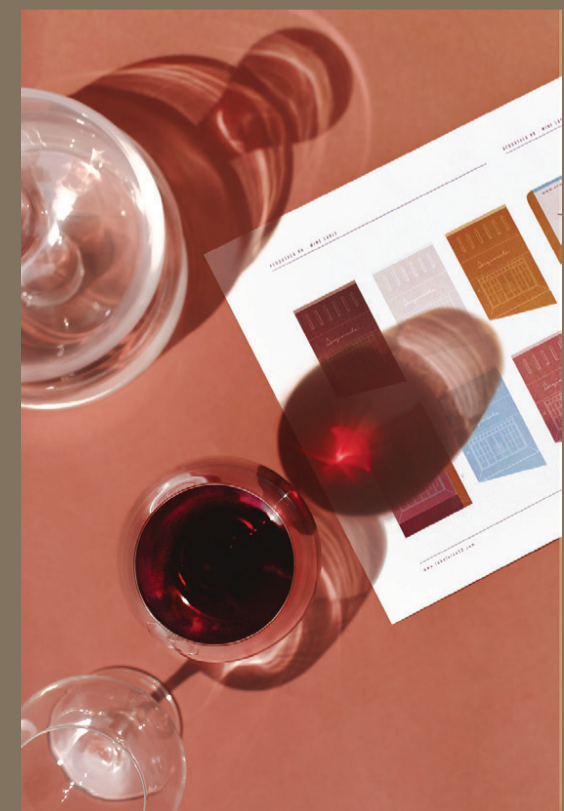
Branding

INDUSTRY

F&B

SCOPE

Brand Strategy
Visual Identity Design
Collateral Design



BRANDING

DOUBLESHOT HONG KONG

PROJECT

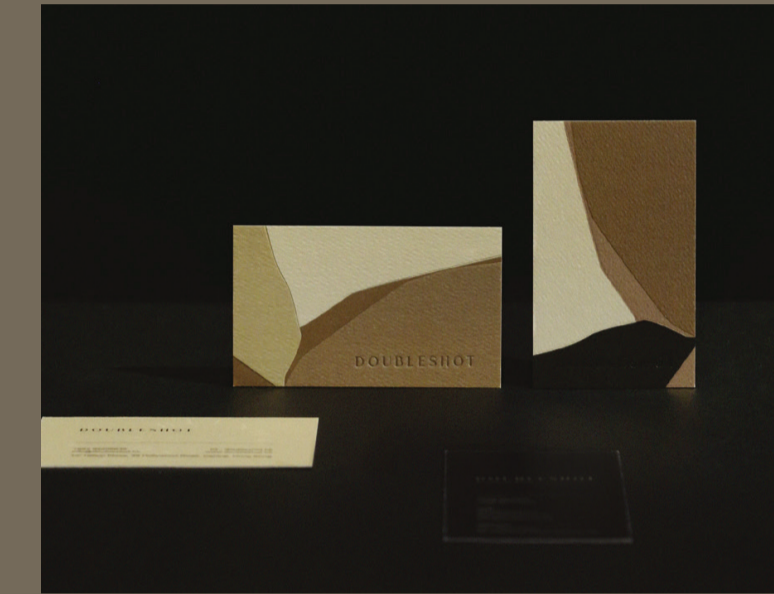
Branding

INDUSTRY

F&B

SCOPE

Brand Strategy
Visual Identity Design
Graphic Design
Collateral Design



DOUBLESHOT
BRANDING



MAMMA ALWAYS SAID HONG KONG

PROJECT

Branding

INDUSTRY

F&B

SCOPE

Brand Strategy
Visual Identity Design
Collateral Design



MAMMA
ALWAYS
SAID
BRANDING

TELL CAMELLIA

HONG KONG

PROJECT

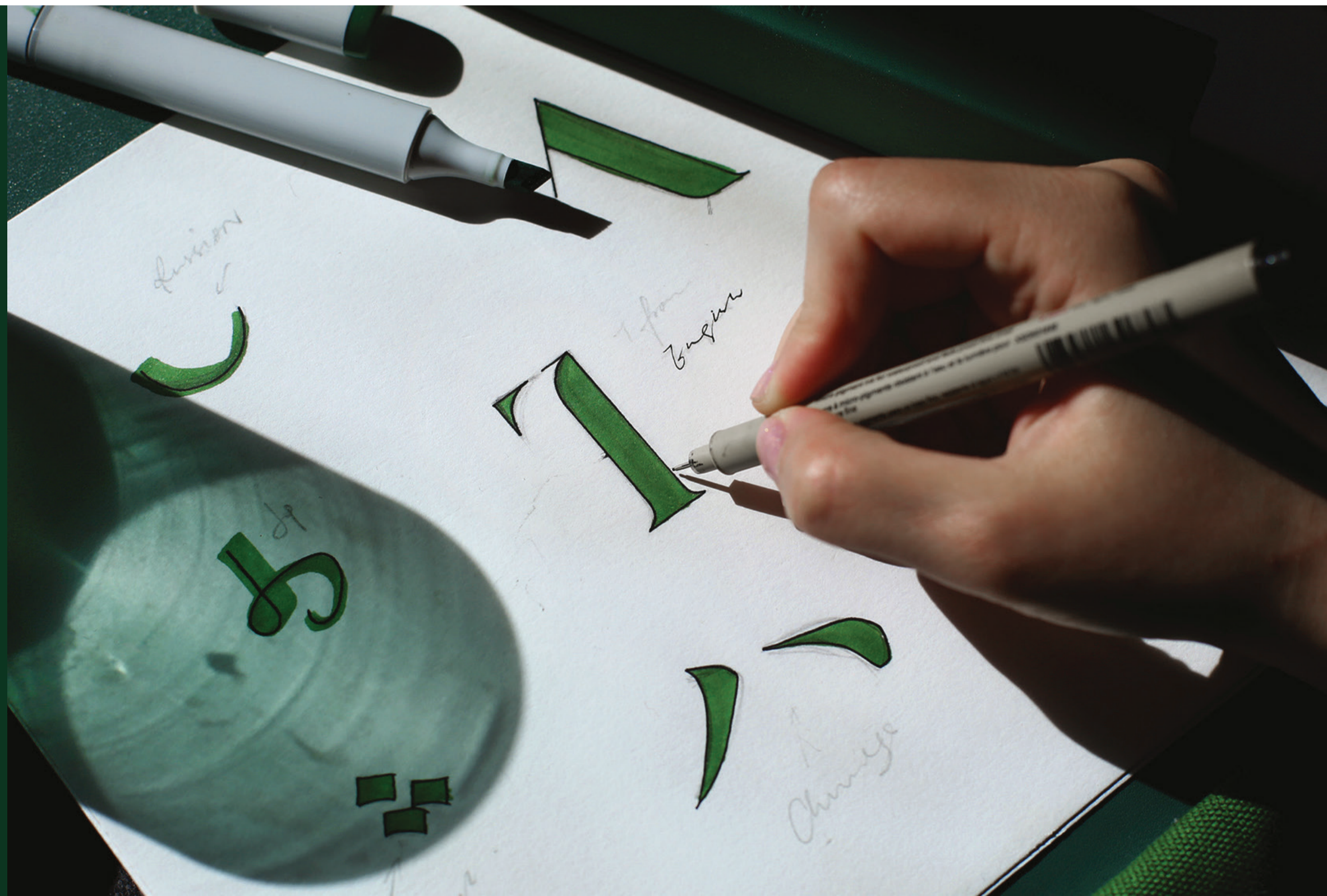
Branding

INDUSTRY

Cocktail Bar

SCOPE

Brand Strategy
Visual Identity Design
Collateral Design



TELL CAMELLIA
BRANDING



GIBSON
SINGAPORE

PROJECT

Menu Launch Photography

INDUSTRY

Cocktail Bar

SCOPE

Art Direction
Photography



COCKTAIL
MENU
LAUNCH



QUINARY
HONG KONG

PROJECT

Menu Launch Photography

INDUSTRY

Cocktail Bar

SCOPE

Art Direction
Photography



L'ECOLE School of Jewelry Arts. Supported by Van Cleef & Arpels HONG KONG

PROJECT

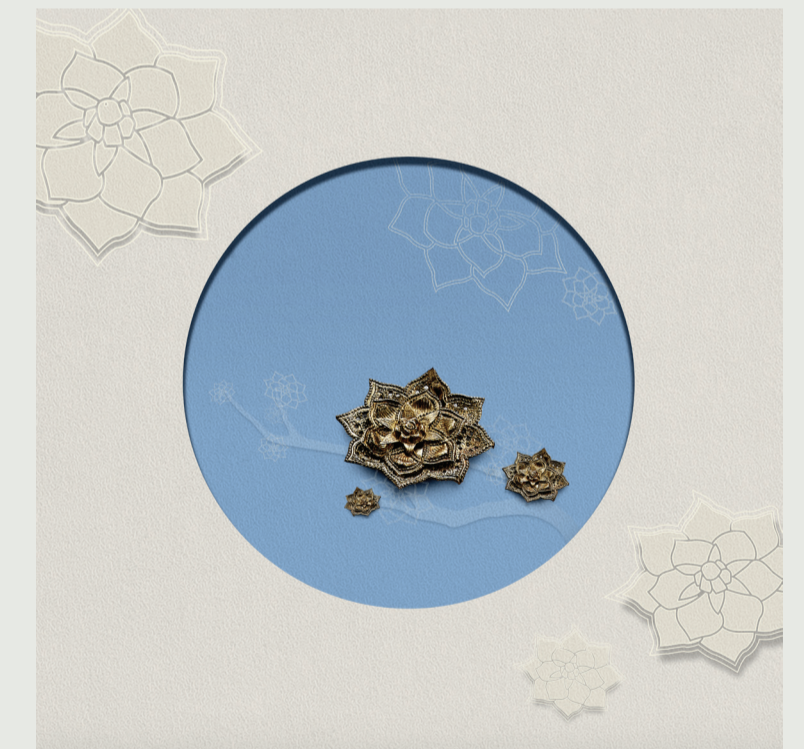
Booklet Design

INDUSTRY

Jewelry

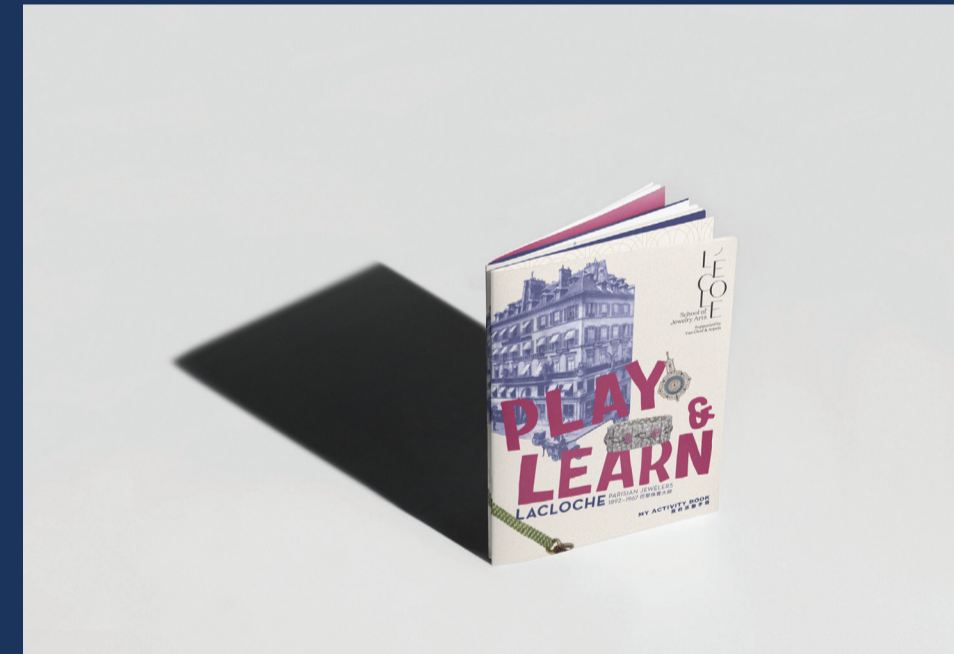
SCOPE

Concept Development
Graphic Design

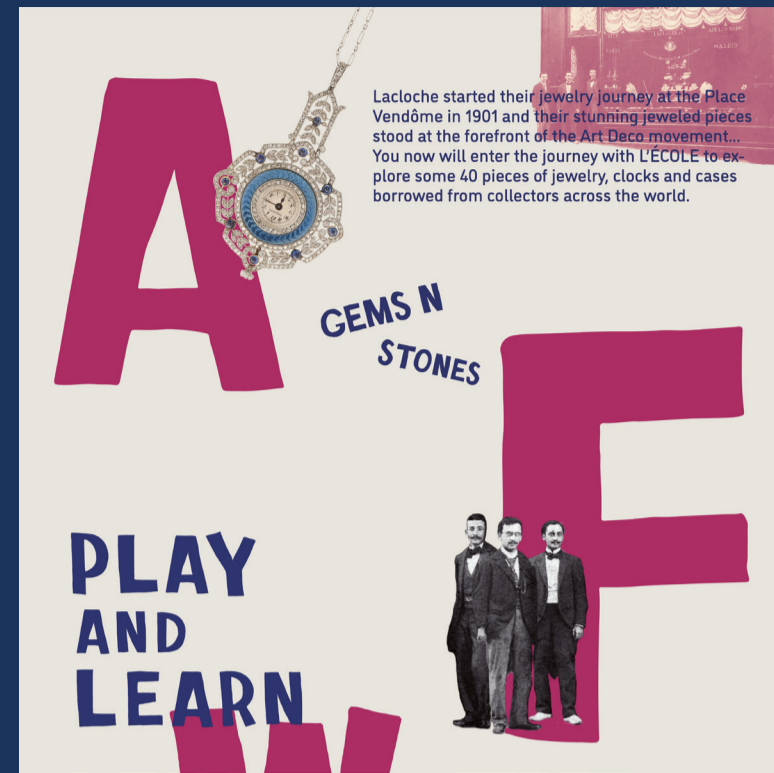


BOOKLET DESIGN





BOOKLET DESIGN



L'ECOLE School of Jewelry Arts. Supported by Van Cleef & Arpels HONG KONG

PROJECT

Booklet Design

INDUSTRY

Jewelry

SCOPE

Concept Development
Graphic Design



