



LA BALEINE 52

A design attitude led by Nic Rouge



ABOUT LB52

BRAIDING THE PRAGMATIC WITH THE POETIC

La Baleine 52 is a creative agency 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.

Ten 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 lifestyle, luxury goods and hospitality.

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!

SERVICE SCOPE

BRAND STRATEGY AND IDENTITY DESIGN

COLLATERAL DESIGN

ART & ILLUSTRATION

ART DIRECTION & PHOTOGRAPHY

DIGITAL [SOCIAL MEDIA]



The scope of corporate branding can further reputation and create emotional attachments through art. Such intangible developments convert target customers into a loyal friend figure. A solid brand identity commands more than marketing, it becomes corporate culture and a physical embodiment within an industry.

Based on the overall direction, we define convincing and lucid design strategies to develop a cross-platform, fluid customer experience. By solidifying ideas, we help express a uniquely convincing brand and strive to develop an inspiring brand culture

STRATEGY

- Brand consulting
- Brand strategy
- Naming
- Tone of Voice
- Tag Lines
- Slogans
- Content Development

BRANDING

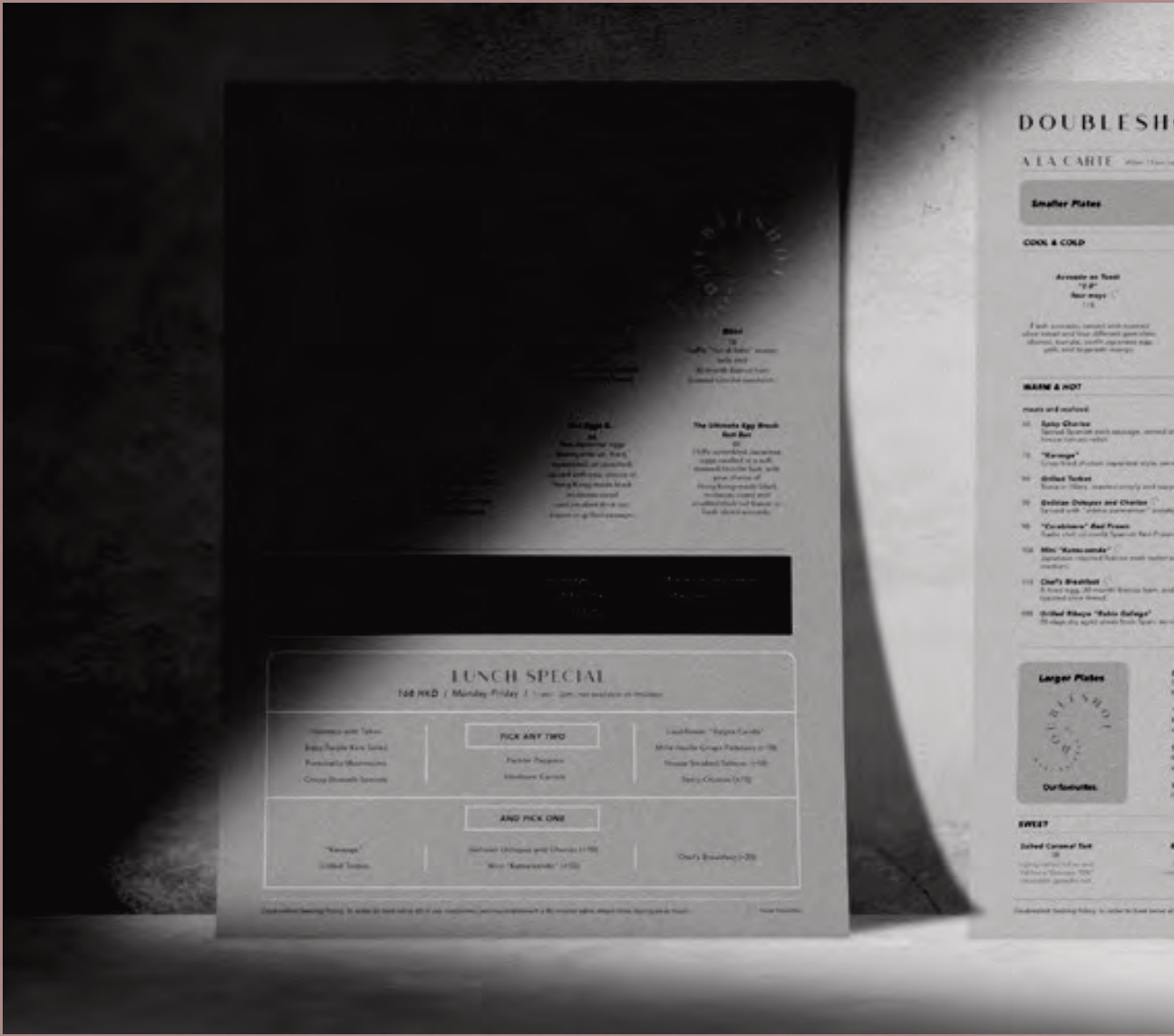
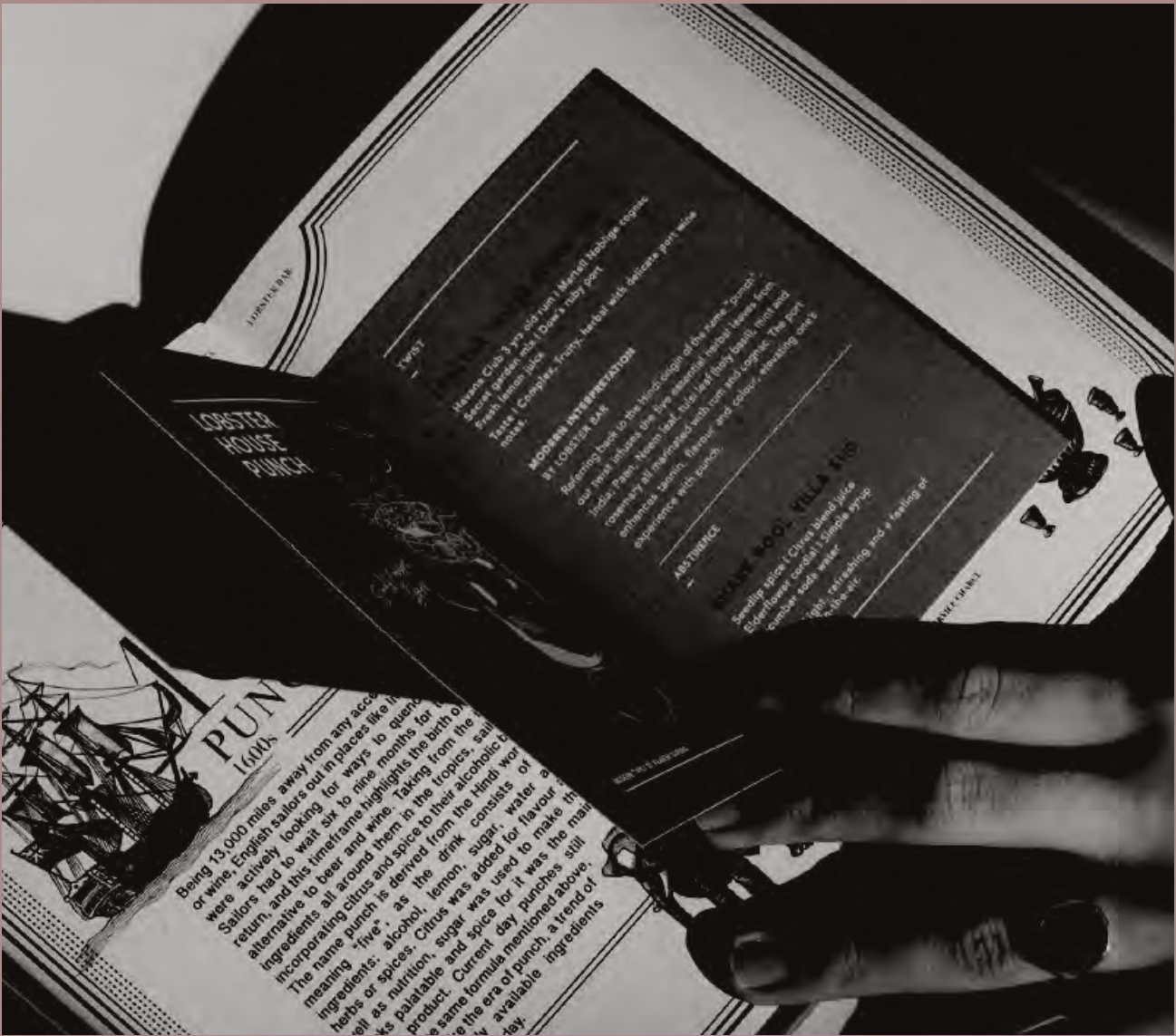
- Visual Identity
- Logo / font systems
- Visual Language
- Typography
- Editorial Design
- Brand Guidelines
- Collateral Design
- Packaging



DESIGN

DESIGN SERVICE

- Creative and Art Direction
 - Layout Graphic Design
 - Printed Materials
- Packaging
 - Website
 - Motion Graphics



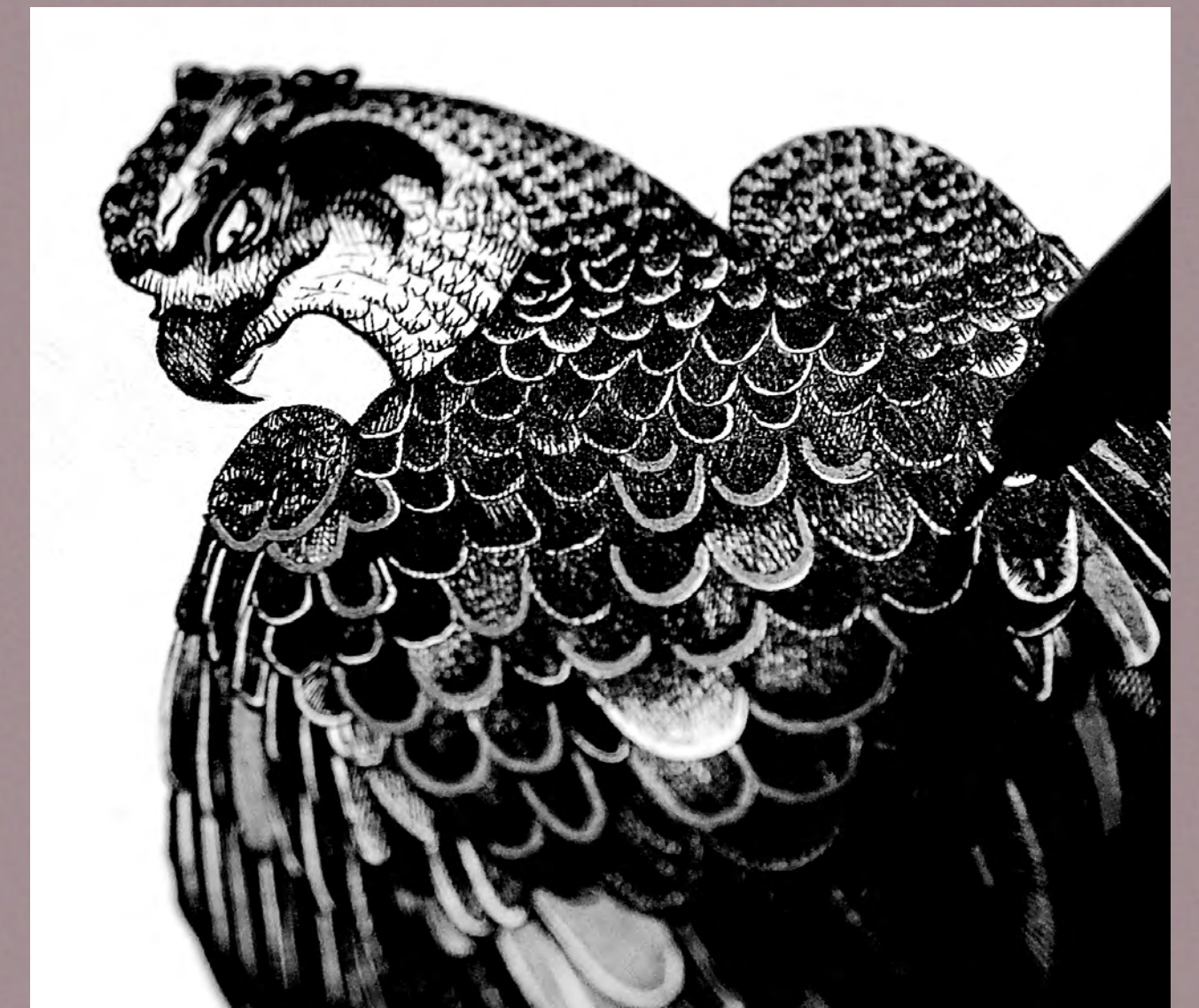
Design involves setting up a coordinated system through art. Everything is done intentionally with meticulous effort when choosing minute details - from the combination of colors, font size, placement of something as small as a stroke - the objective is to produce harmony and have it perceived with a positive impression.

We provide a wide range of graphic design services; from conception to illustration. Ranging from infographic to brochure design, straightforward or unique die-cuts, we can deliver it all. Our partnerships with printing companies benefits all parties with prompt delivery and competitive prices.

We offer a wide range of illustrative styles that laces life onto a concept, idea and story. This is achieved by incorporating traditional art into commercial brands, resulting in more depth and intricacy. Implementing hand crafted elements serve as a way to customise and instigate brand adaptation to further the scope of experience. By listening to our clients, we are determined to produce a piece of art that is properly and creatively interpreted to their audience.

ART STYLE

- Realism
- Abstract
- Pointillism
- Rough Sketching
- Doodling / Scribbling
- Cartoon
- Graphic Illustration

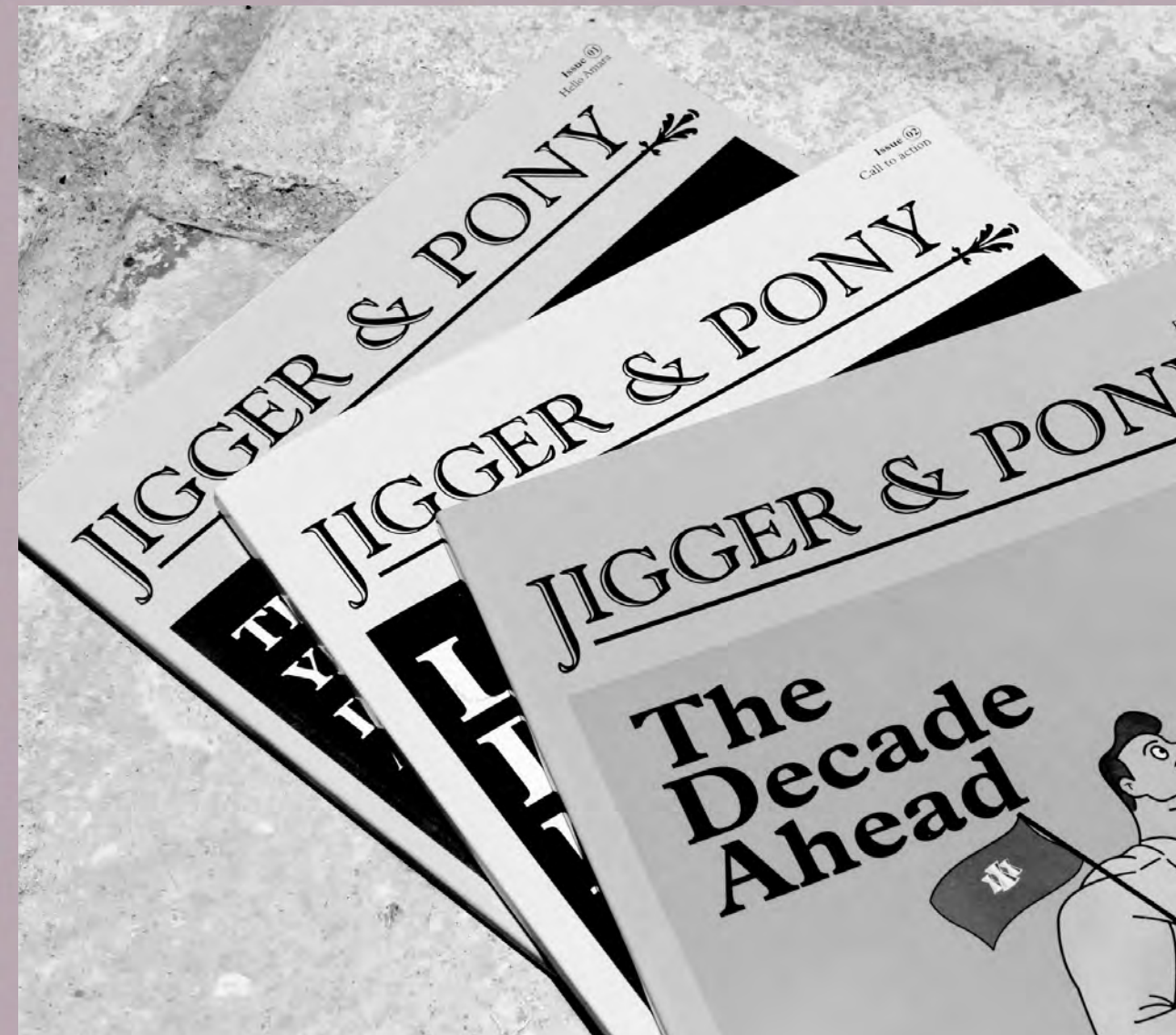


PRE-PRODUCTION

- Art Direction
- Storyboards
- Set design
- Styling
- Schedule & Budget Management

PRODUCTION

- Photo Shooting
- Lighting
- Production management
- Photo Enhancement and Fine Retouch



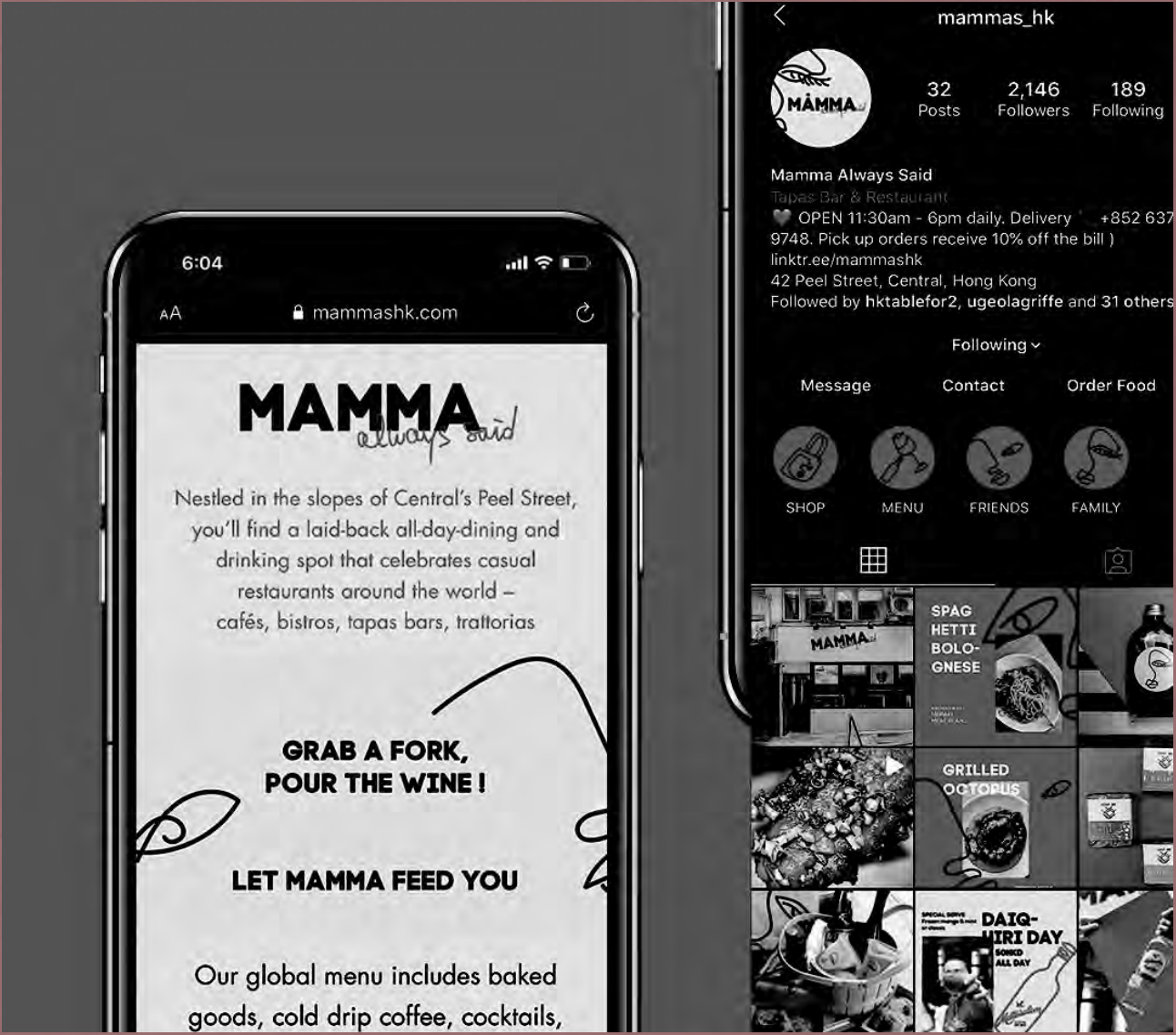
We understand the influence of visual content. This intrinsically drives us to assemble and produce remarkable visual statements that make a difference, bring about reactions and triggers change. Every project begins with a story and we make it an objective to transmit that narrative through lively and impressive content.

INTERACTIVE

To keep our audience close, we create first class user experiences and persistently try to improve them. Through communication, design and strategy, we achieve a unified experience of the brand at all touchpoints.

SOCIAL MEDIA

- Social Media Integration
 - Social Media Strategy
 - Content Marketing
- Campaign Development
 - Creative & Production
 - Copywriting



A design attitude

LB52 PORTFOLIO

led by Nic Rouge



THE ARCHIVIST
COCKTAIL MENU



LOBSTER BAR - ISLAND SHANGRI-LA
HONG KONG

PROJECT

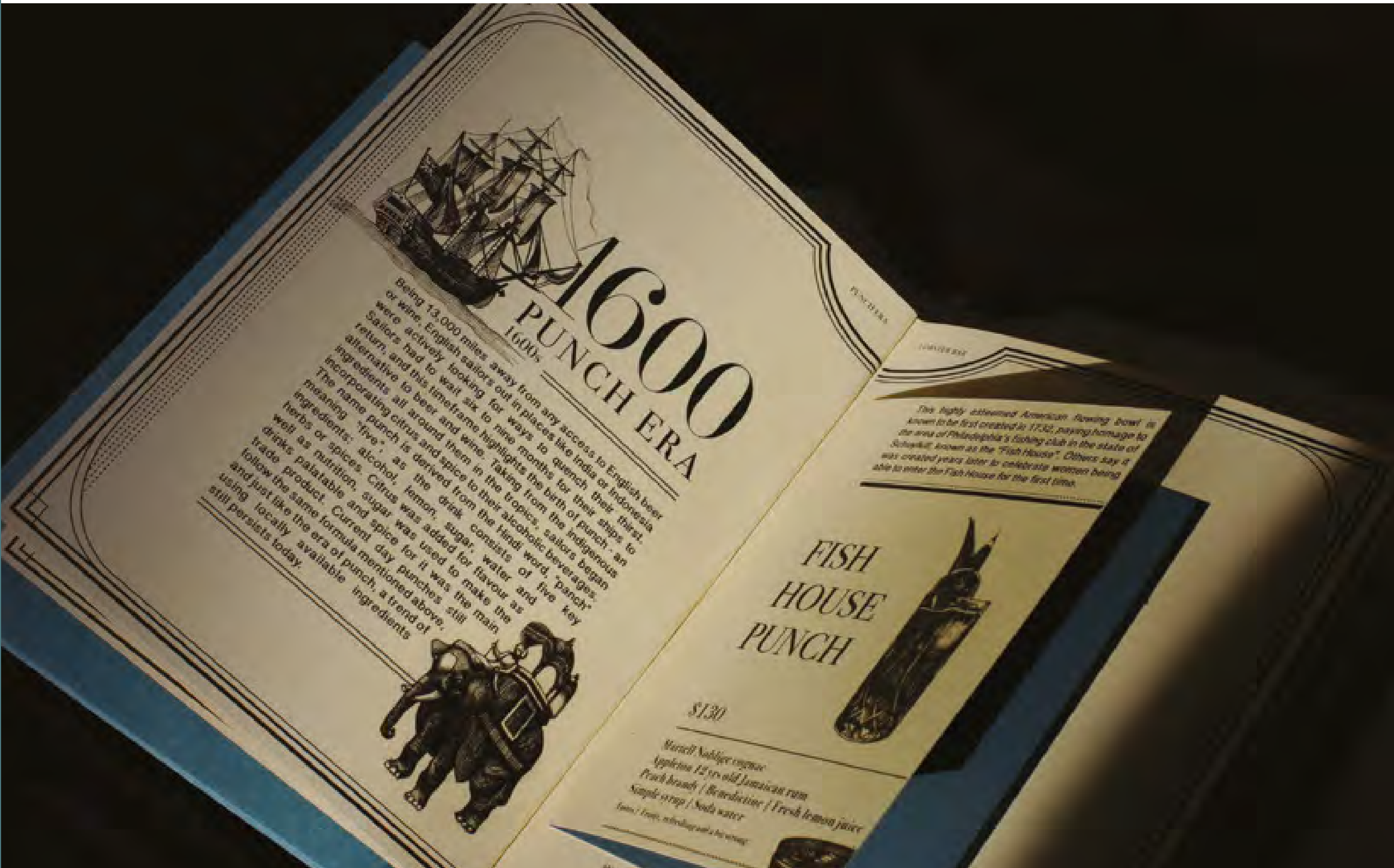
Cocktail Menu Design
(The Archivist Vol. 1)

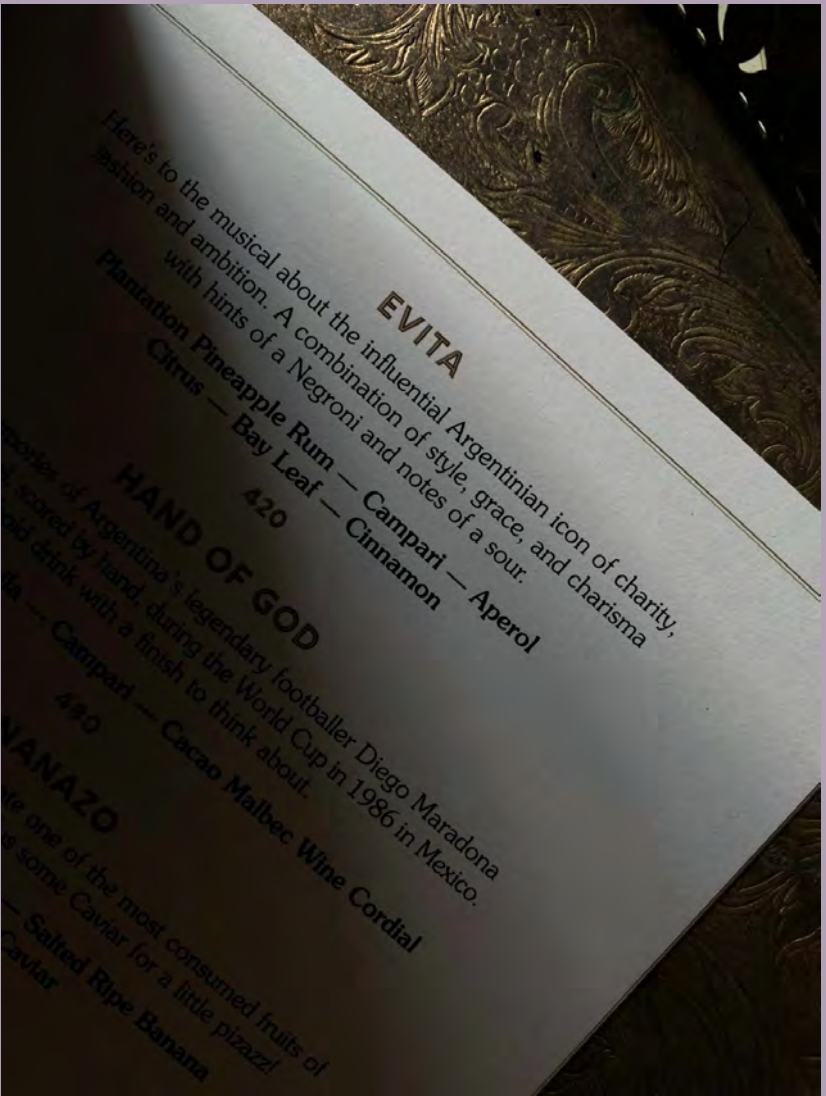
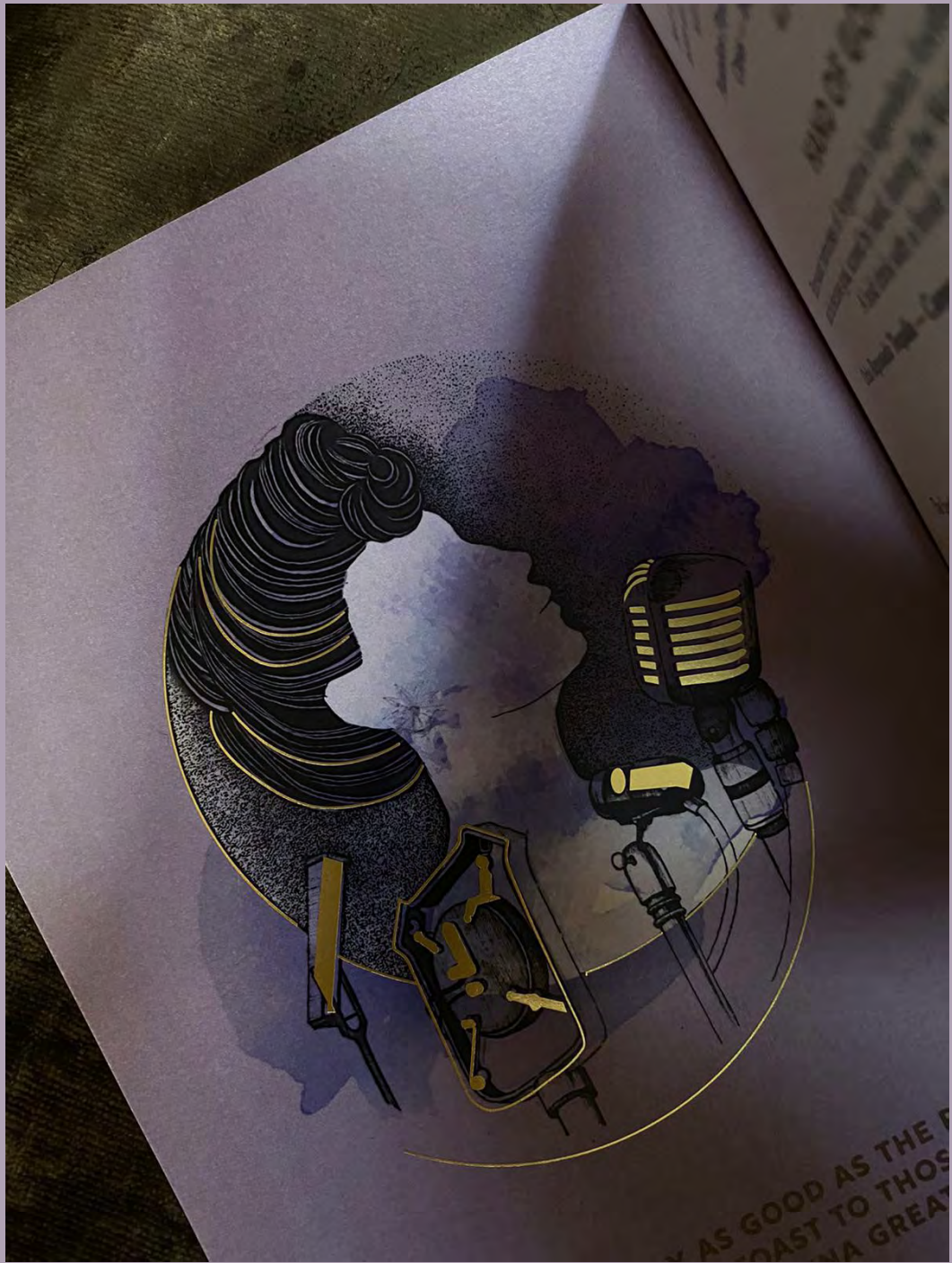
INDUSTRY

Cocktail Bar

SCOPE

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





COCKTAIL
MENU
LAUNCH



BKK SOCIAL CLUB - FOUR SEASONS HOTEL
BANGKOK

PROJECT

Cocktail Menu Design

INDUSTRY

Cocktail Bar

SCOPE

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



ST REGIS BAR
GLOBAL

PROJECT

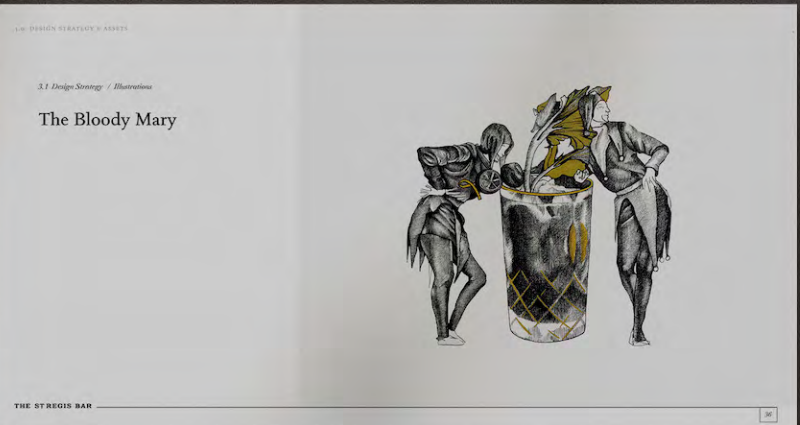
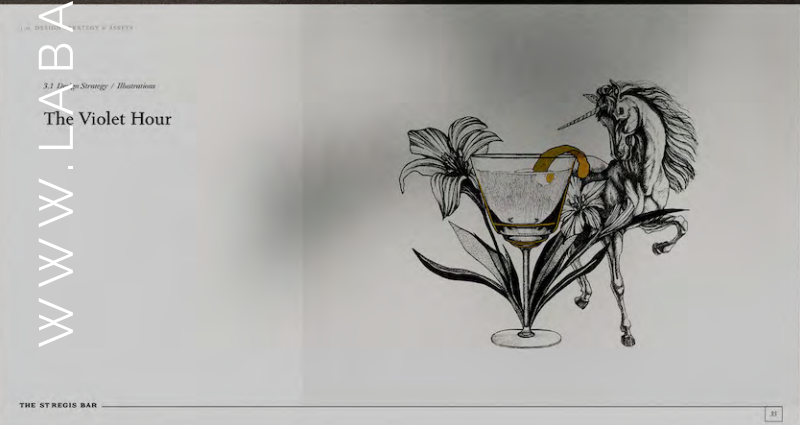
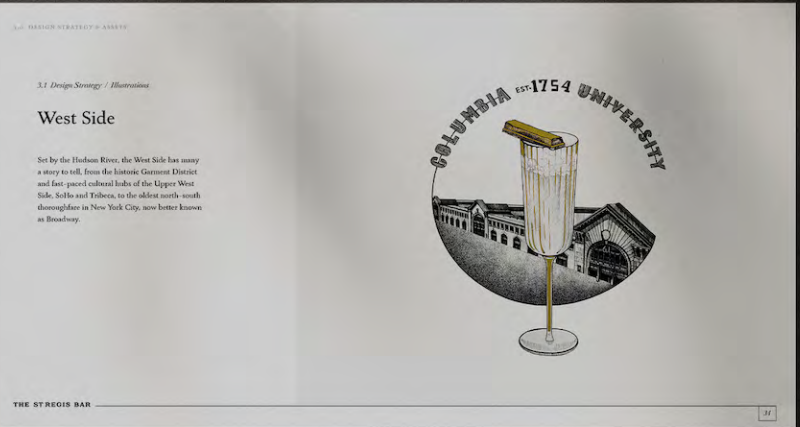
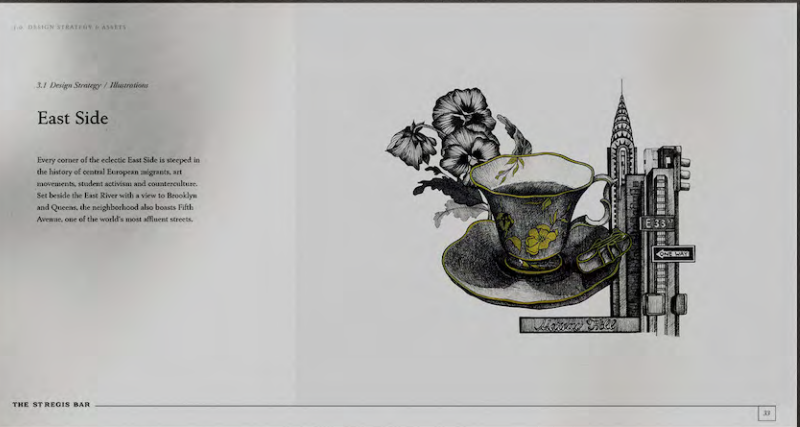
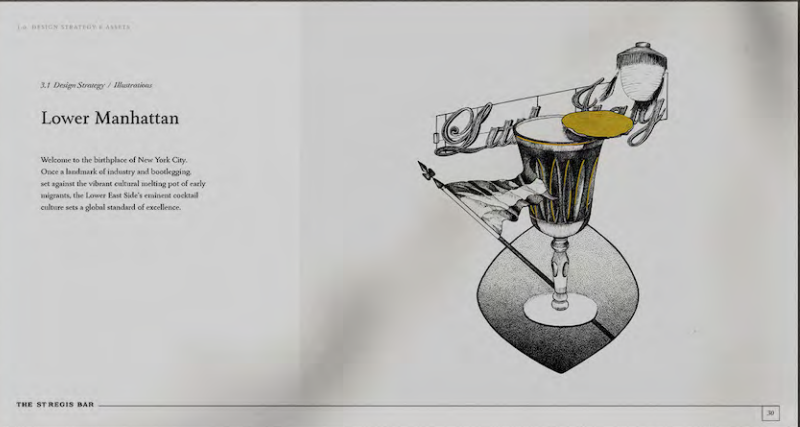
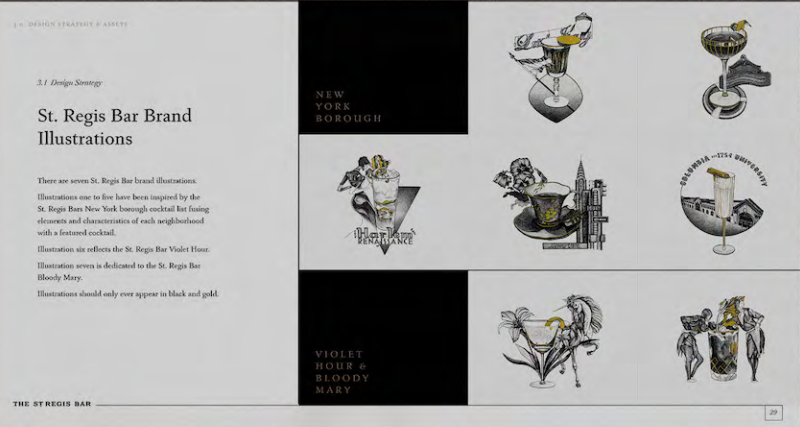
Key Visual Design &
Guideline

INDUSTRY

Hotel

SCOPE

Art & Illustration



COCKTAIL BAR/
VISUAL GUIDELINE

ATLAS BAR
SINGAPORE

PROJECT

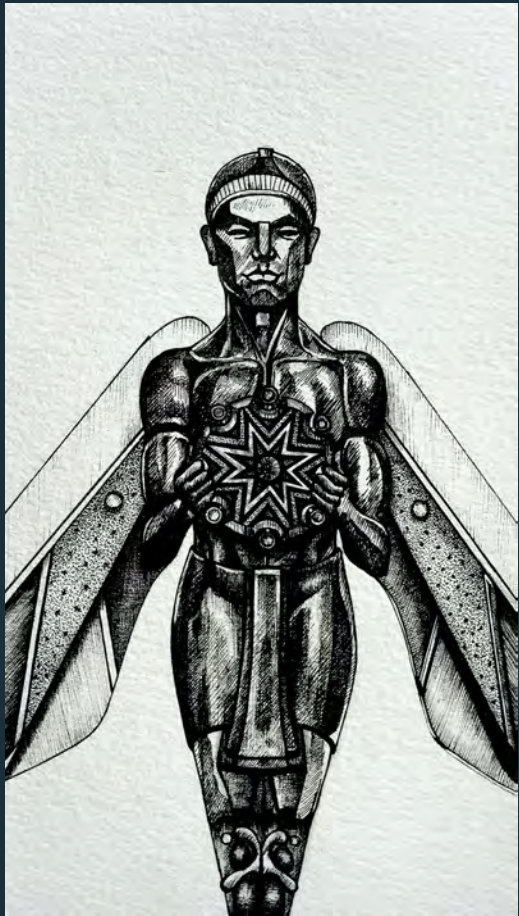
Cocktail Menu Key Visual

INDUSTRY

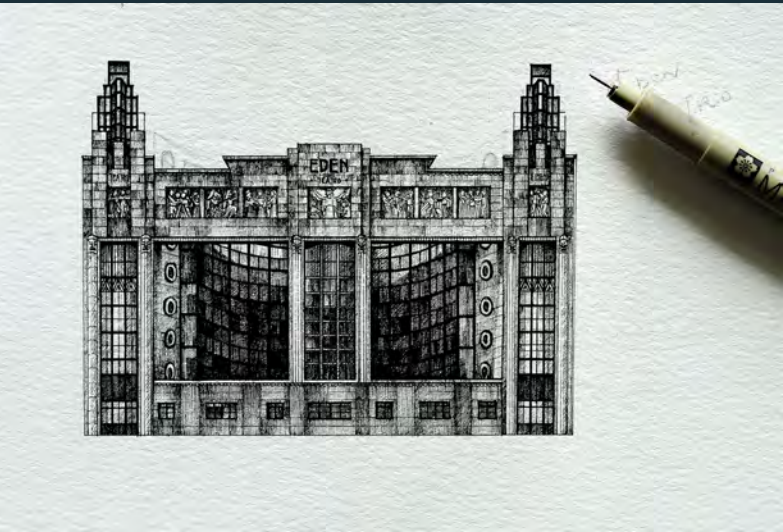
Cocktail Bar

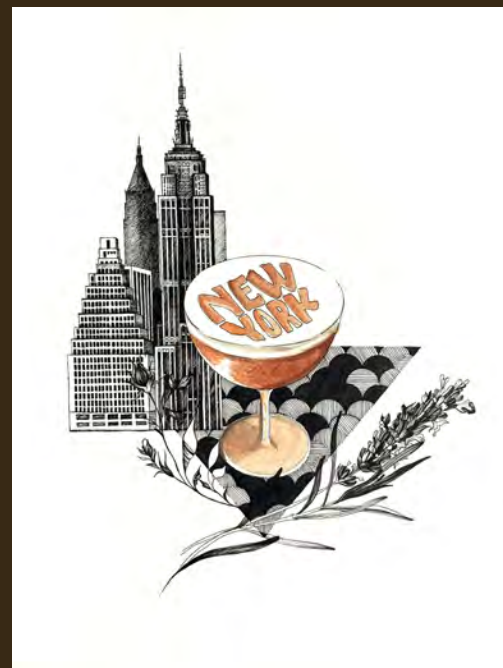
SCOPE

Concept Development
Art & Illustration



COCKTAIL
MENU





MANHATTAN BAR ILLUSTRATIONS



MANHATTAN BAR SINGAPORE

PROJECT

Postcard Design

INDUSTRY

Cocktail Bar

SCOPE

Concept Development
Art & Illustration



ZUMA
HONG KONG

PROJECT

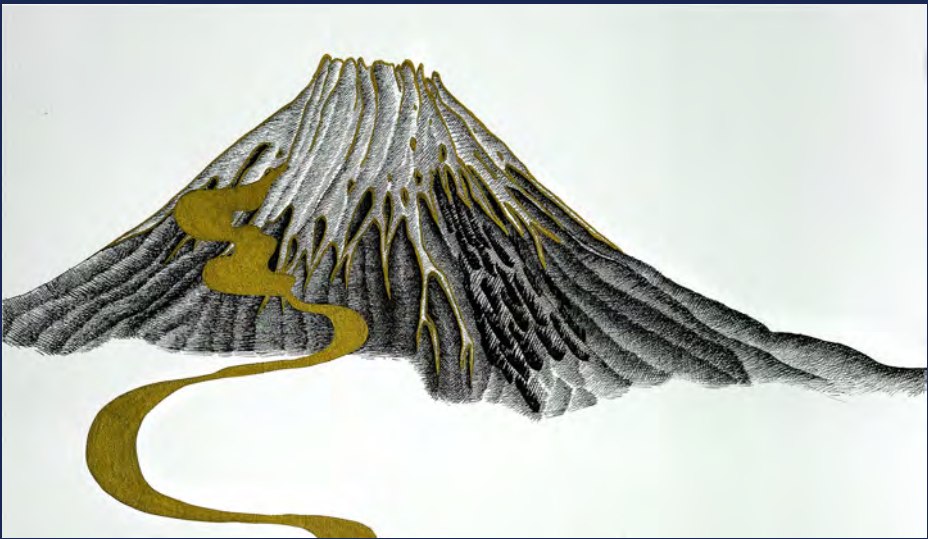
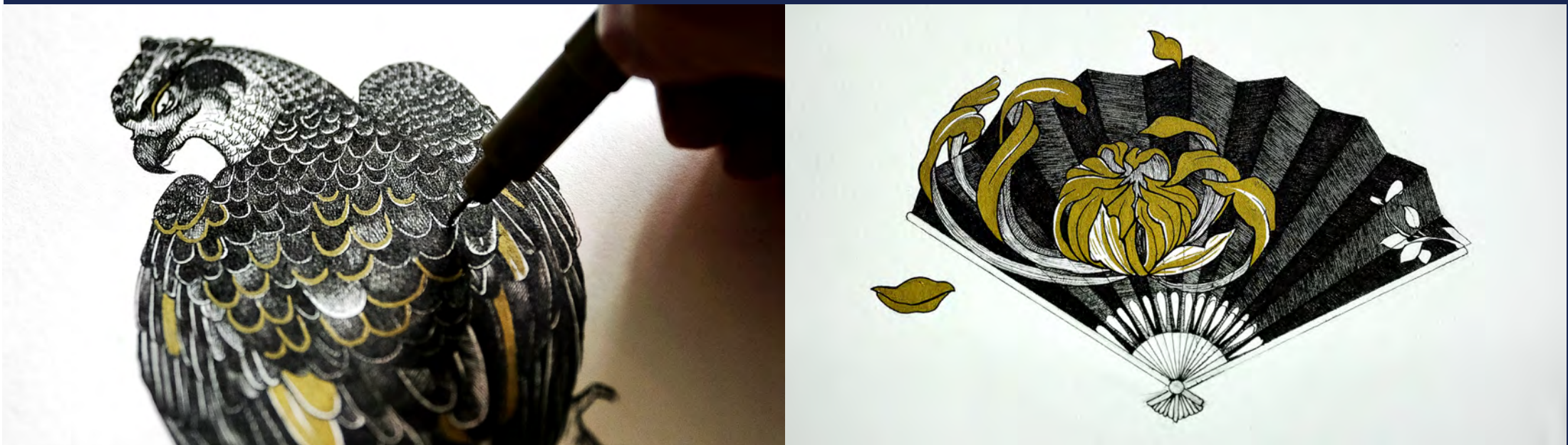
Interior Decoration Design
Menu Design

INDUSTRY

F&B

SCOPE

Concept Development
Art & Illustration



ART COLLABORATION
WITH ZUMA



QUINARY
HONG KONG

PROJECT

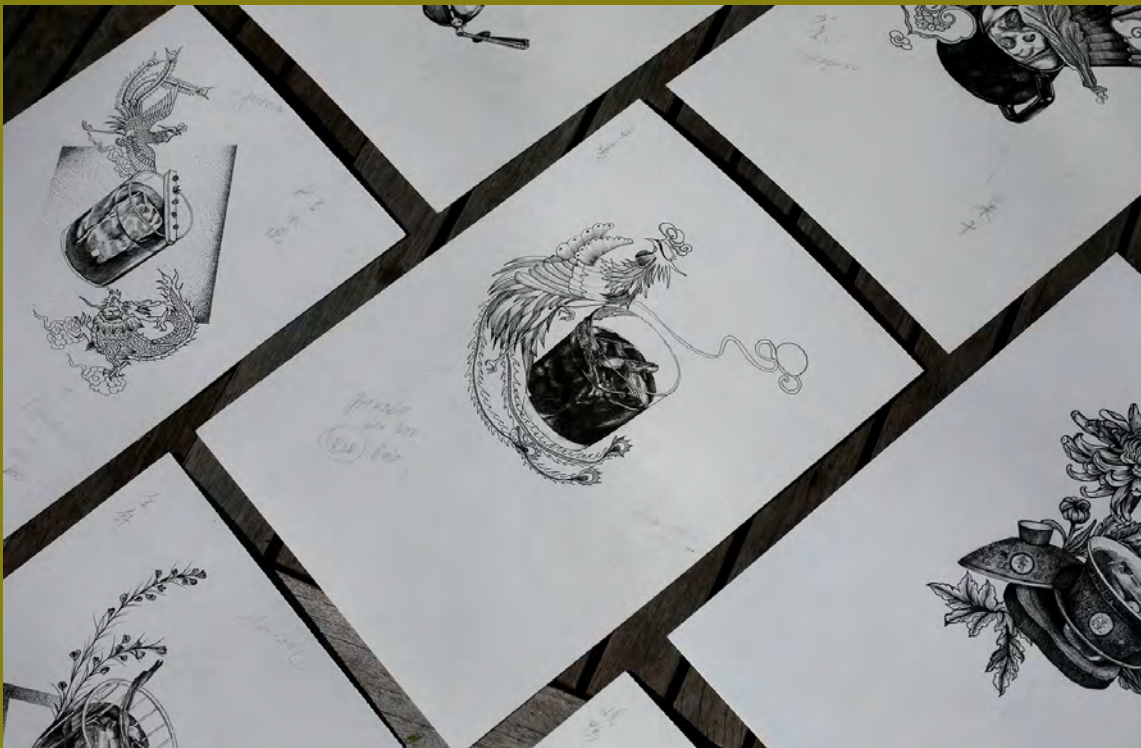
Cocktail Menu Key Visual

INDUSTRY

Cocktail Bar

SCOPE

Concept Development
Art & Illustration



COCKTAIL
MENU
LAUNCH

TWO MOONS GIN
HONG KONG

PROJECT

Branding

INDUSTRY

Distilleries

SCOPE

Brand Strategy
Visual Identity Design
Collateral Design
Art & Illustration



TWO MOONS
DISTILLERY
BRANDING



MANDARIN ORIENTAL
HONG KONG

PROJECT

Festive e-Brochure Design

INDUSTRY

Hotel

SCOPE

Brand Adaptation
Graphic Design
Layout Design



FESTIVE
BROCHURE
2020



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



FEAST - EAST HOTEL
HONG KONG

PROJECT

Rebranding

INDUSTRY

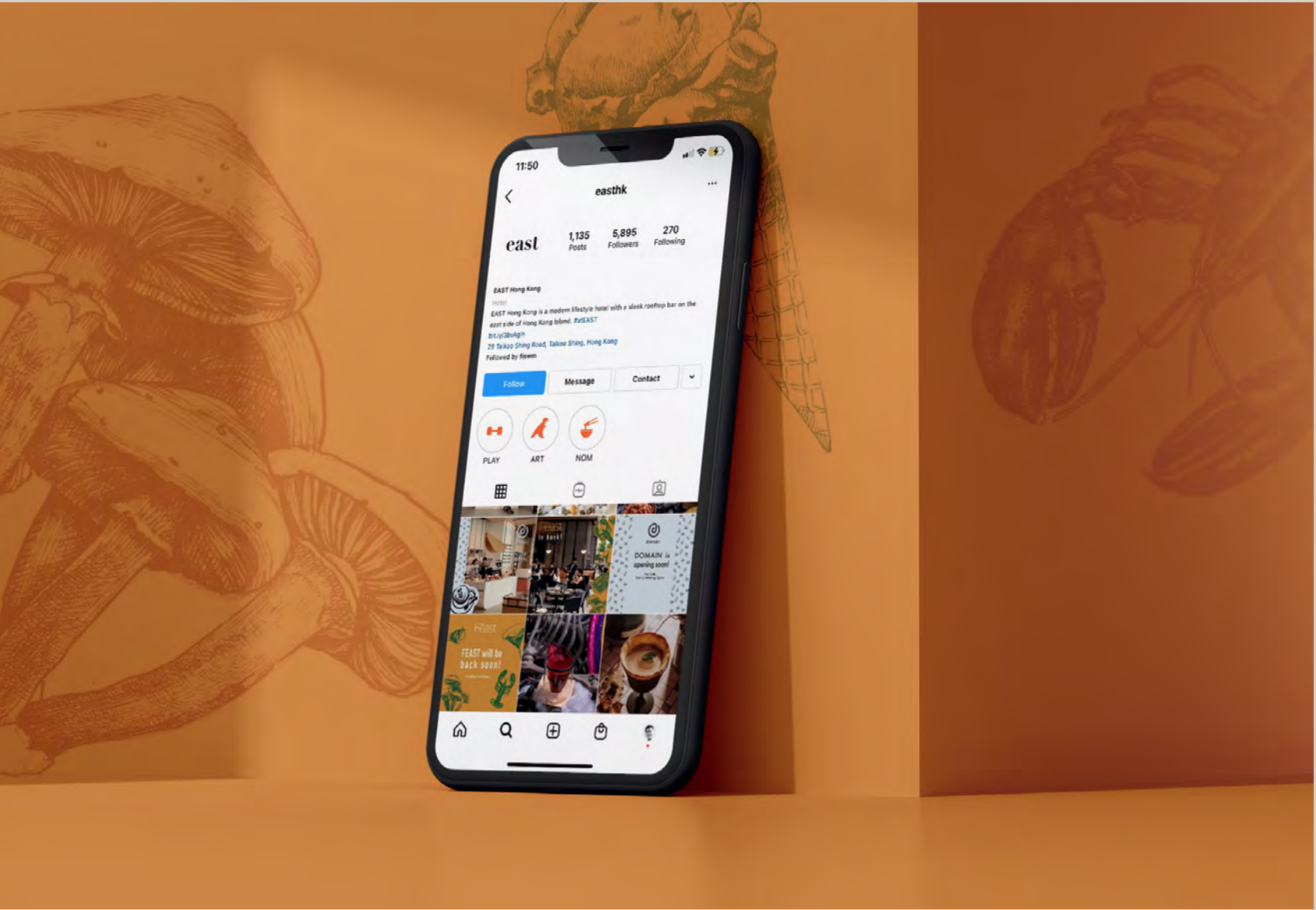
F&B

SCOPE

Brand Strategy
Visual Identity Design
Collateral Design



EAST HOTEL -
FEAST
REBRAND



DOMAIN - EAST HOTEL
HONG KONG

PROJECT

Rebranding

INDUSTRY

F&B

SCOPE

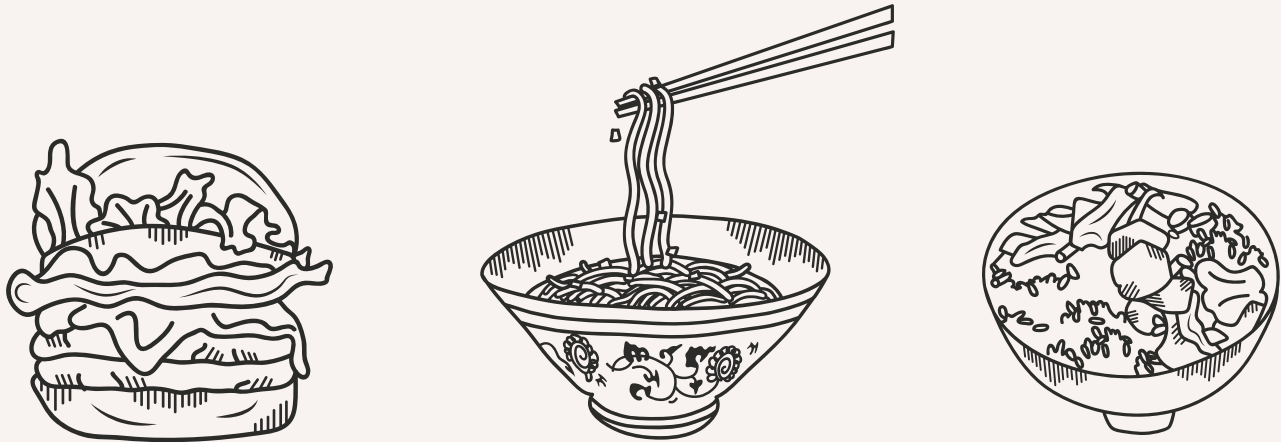
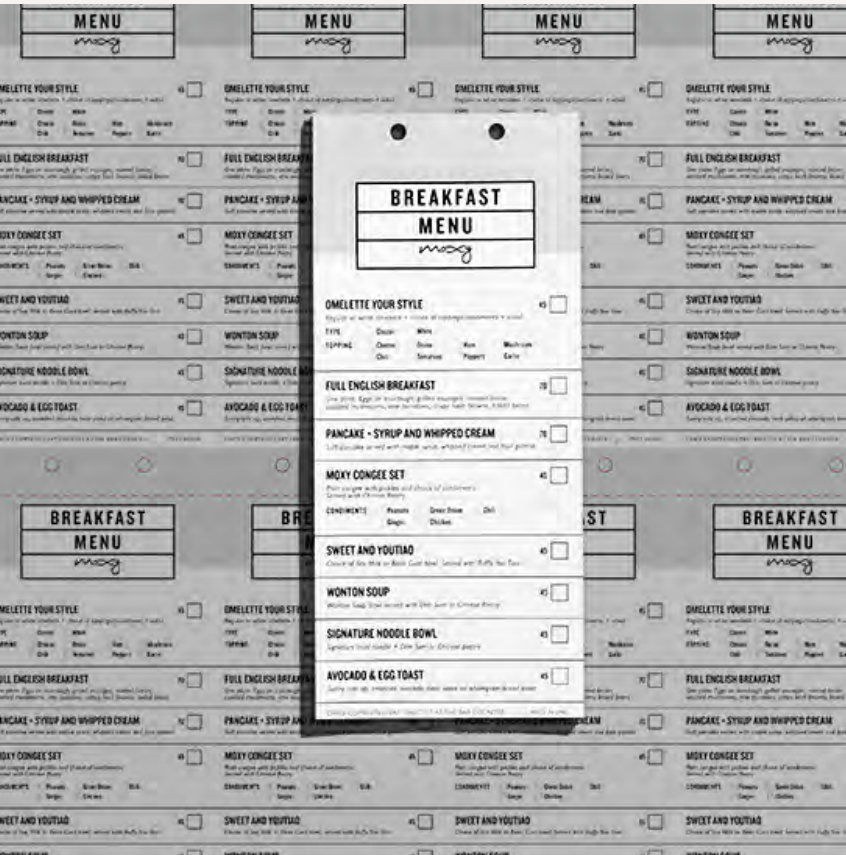
Brand Strategy
Visual Identity Design
Collateral Design



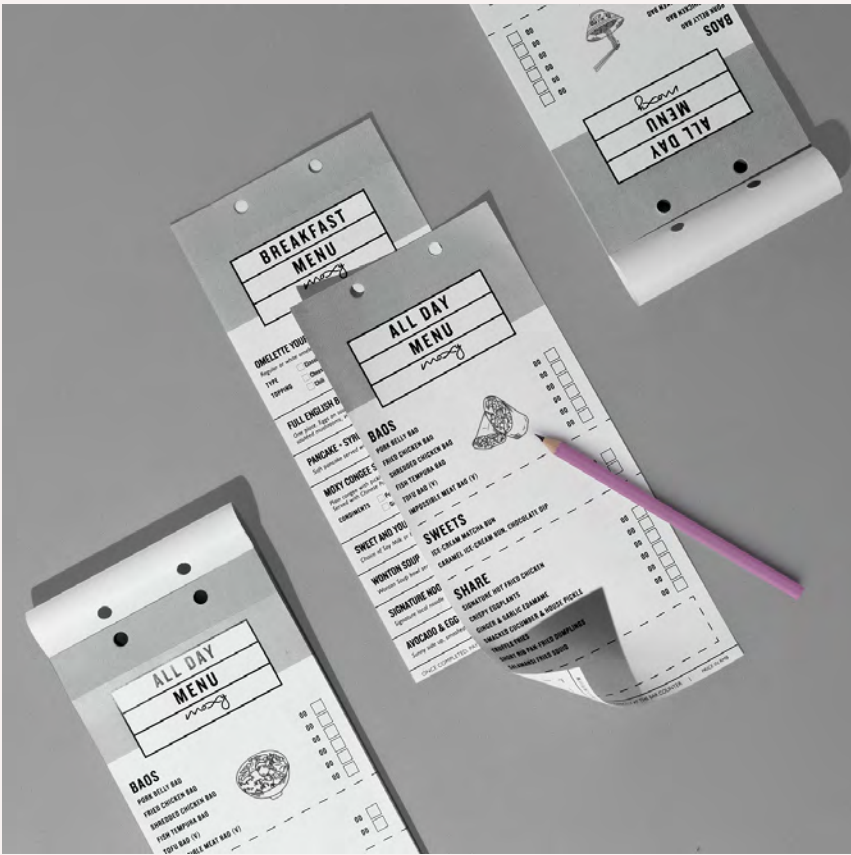
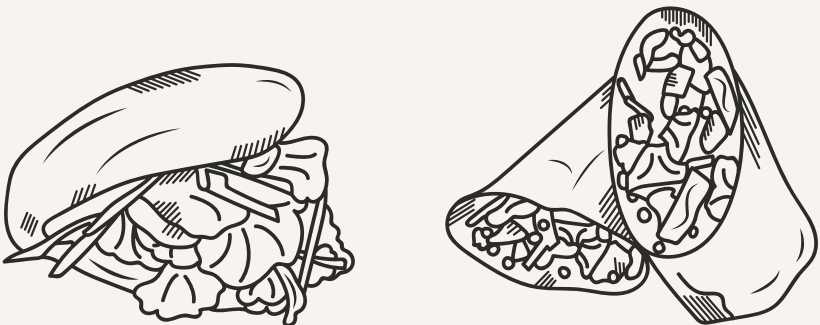
EAST HOTEL -
DOMAIN
REBRAND

domain





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

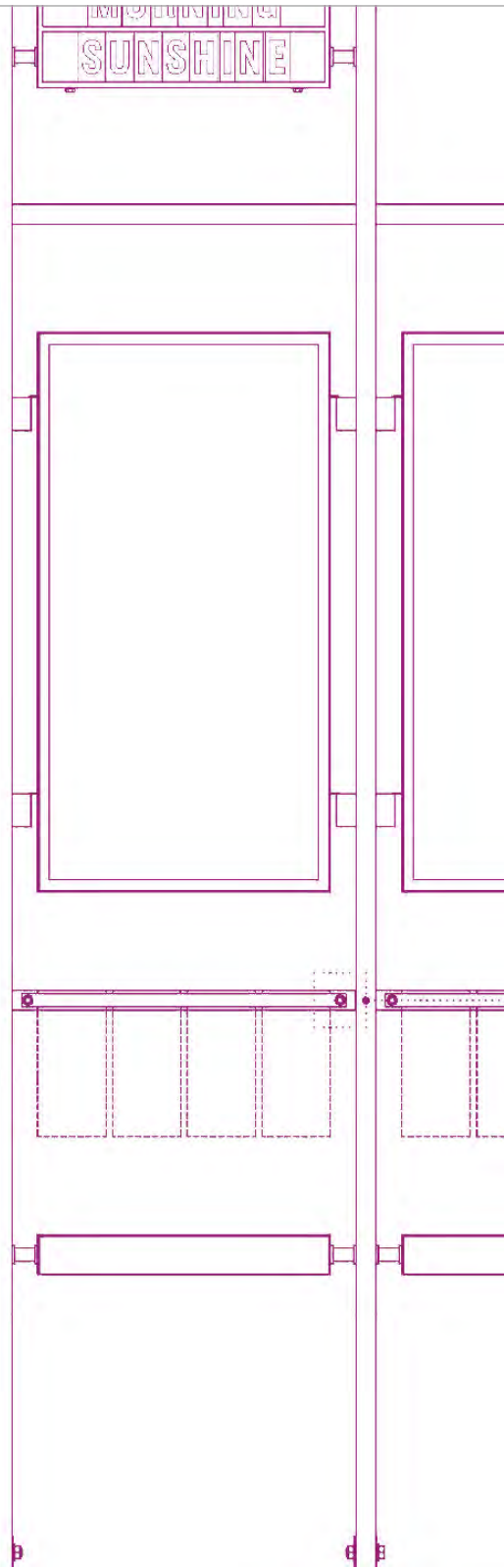
To support the programming and operations of the breakfast and all-day service, a selection of different tick-box menu has been developed.

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.



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



MAMMA ALWAYS SAID
HONG KONG

PROJECT

Branding

INDUSTRY

F&B

SCOPE

Brand Strategy
Visual Identity Design
Collateral Design



MAMMA
ALWAYS
SAID
BRANDING

DOUBLESHOT
HONG KONG

PROJECT

Branding

INDUSTRY

F&B

SCOPE

Brand Strategy
Visual Identity Design
Graphic Design
Collateral Design



DOUBLESHOT
BRANDING



TELL CAMELLIA
HONG KONG

PROJECT

Branding

INDUSTRY

Cocktail Bar

SCOPE

Brand Strategy
Visual Identity Design
Collateral Design



TELL CAMELLIA
BRANDING



ACQUASALA
HONG KONG

PROJECT

Branding

INDUSTRY

F&B

SCOPE

Brand Strategy
Visual Identity Design
Collateral Design



BRANDING

QUINARY
HONG KONG

PROJECT

Menu Launch Photography

INDUSTRY

Cocktail Bar

SCOPE

Art Direction
Photography



COCKTAIL
MENU
LAUNCH





COCKTAIL
MENU
LAUNCH



JIGGER & PONY
SINGAPORE

PROJECT

Menu Launch Photography

INDUSTRY

F&B

SCOPE

Art Direction
Photography



GIBSON
SINGAPORE

PROJECT

Menu Launch Photography

INDUSTRY

Cocktail Bar

SCOPE

Art Direction
Photography



COCKTAIL
MENU
LAUNCH

