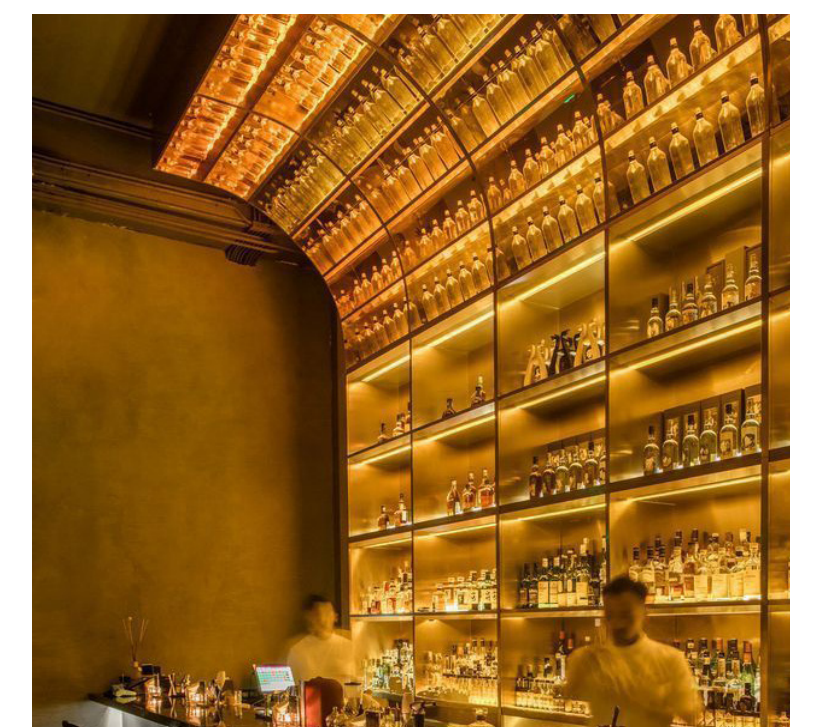
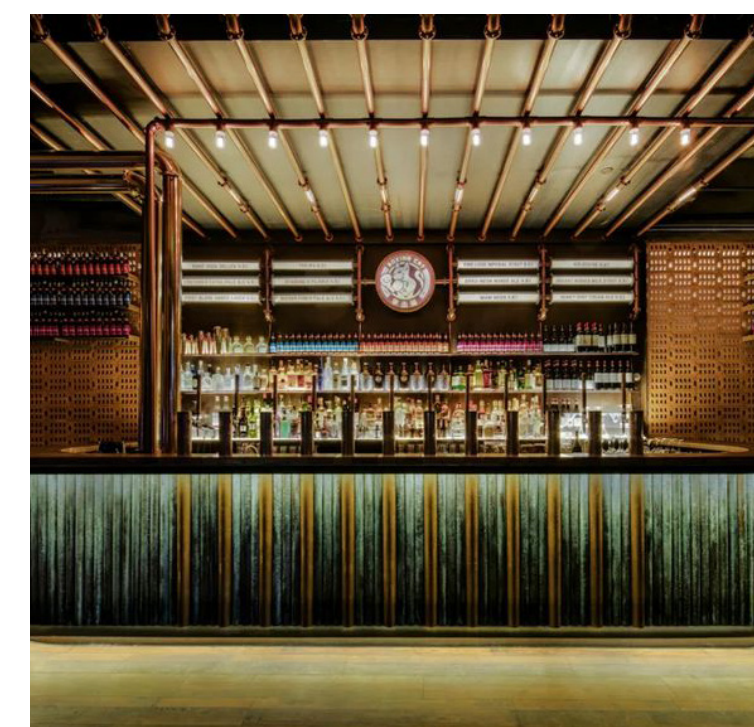
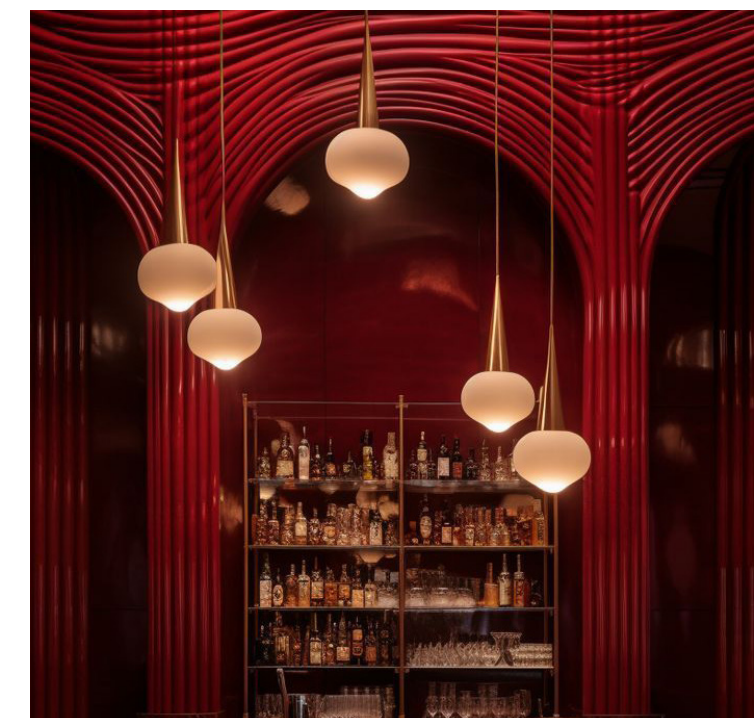
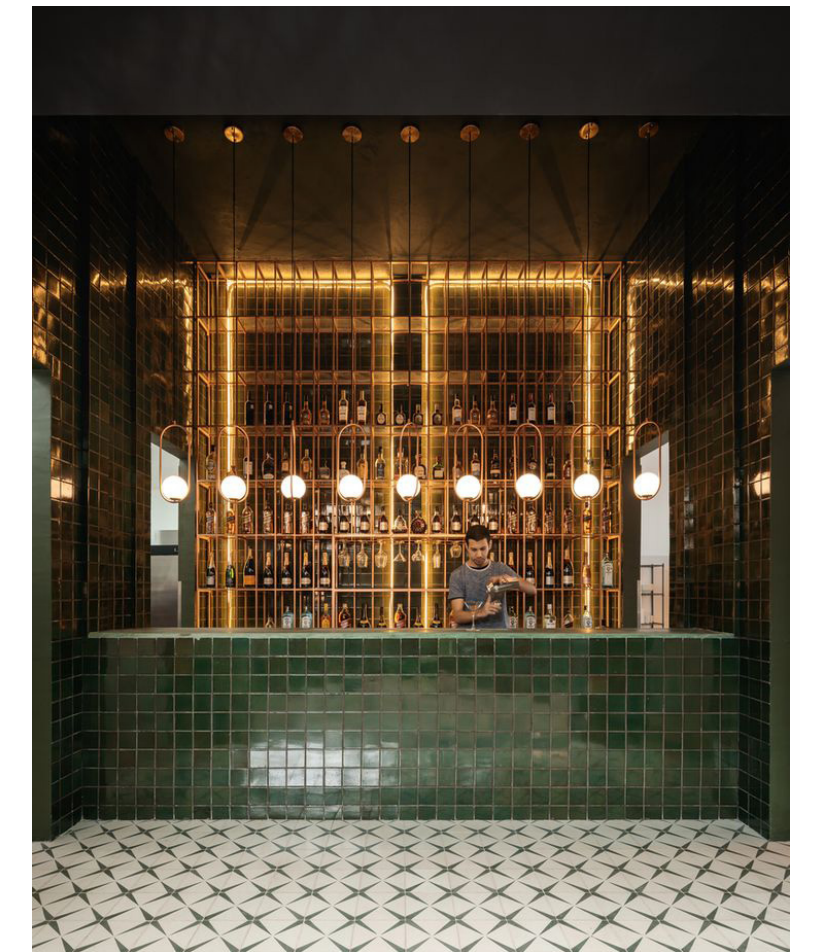
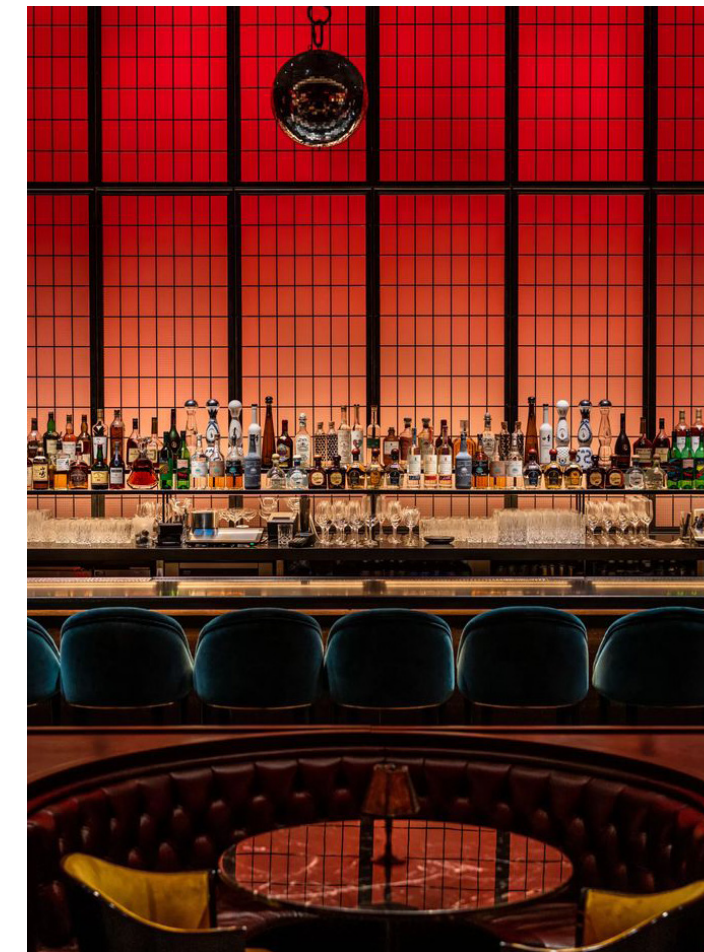


THE BLIND TIGER

Brand Identity, Print, & Packaging, 2025
Process

The Blind Tiger is a modern speakeasy that reinvents nightlife with small-batch craft gin, laser-engraved wooden poker sets, and secret cocktail menus, capturing the thrill of high-stakes poker and the mystery of the Prohibition era. Through bold packaging and immersive brand storytelling, it crafts an experience beyond the ordinary—featuring die-cut gin labels, braille graphics, hidden coordinates, and other sensory-driven details that elevate mystery and design. The brand persona is witty, clever, and sophisticated, with a confident, mysterious tone and a voice that’s both eloquent and sharp, occasionally laced with modern lingo to stay culturally attuned. With the tagline “A Taste of Mystery,” The Blind Tiger promises luxury, entertainment, and an unforgettable escape—not just for the drinks, but for everything yet to be discovered.

The branding project spanned five weeks—starting with visual identity development and progressing through design phases for branded merchandise like gin packaging, coasters, cigarette boxes, napkins, and print materials like menus and poker sets, and culminating in a final presentation and process book that ensured visual cohesion across all brand elements.



DELIVERABLES

1. BRANDING

- Visual Identity
- Logo Design
- Brand Typography
- Color Palette
- Stylescape

2. PACKAGING

- Gin Label
- Poker Set

3. PRINT

- Fine Dining Menu
- Cocktail Menu

4. MERCHANDISE

- Coasters
- Napkins
- Cigarette boxes
- Matchboxes

BRAND POSITIONING

PURPOSE

The Blind Tiger bridges old-money elegance and modern nightlife, reimagining the Prohibition-era speakeasy for a new generation. With inventive cocktails, curated music, and exclusive poker nights, it offers a sophisticated, immersive escape blending mystery and luxury.

AUDIENCE

The Blind Tiger caters to successful, social, and luxury-driven individuals aged 25+—from young professionals and creatives to influencers and poker enthusiasts—seeking a refined, immersive escape from typical nightlife.

VISION

With nightlife split between loud-crowded dance clubs and outdated dull lounges, The Blind Tiger fills the gap for a younger generation seeking a space that is both sophisticated and vibrant. it aims to create an immersive space that captivates a new generation.

DIFFERENCES

The Blind Tiger stands out from its competitors with a modern aesthetic, exclusive poker nights, and a lively yet refined atmosphere, blending immersive hidden details and checked-in access to deliver a thrilling, curated nightlife experience.

VALUES

- Authenticity**
Classic speakeasy roots, modern twist
- Boldness**
High-stakes, unconventional nightlife
- Mystery**
Secrecy that sparks curiosity
- Exclusivity**
If you know, you know
- Wittiness**
Serious drinks, not a serious attitude

PERSONA

The Outlaw archetype perfectly fits The Blind Tiger, embodying liberation, rebellion, and power—reflecting the brand’s spirit of secrecy, exclusivity, and its bold departure from conventional nightlife norms.

VOICE

- Character/Persona**
Witty
Clever
Sophisticated
Playful
- Tone**
Confident
Mysterious
Elevated
- Language**
Sharp
Eloquent
Modern/Trendt
- Purpose**
Entertain
Luxury
Unforgettable

WORDMARK EXPLORATIONS

THE LOS ANGELES
BLIND
TIGER



THE
BLIND *Tiger*
LOUNGE & BAR

THE
BLIND
TIGER
LOS ANGELES



L.A. THE CAL
BLIND TIGER

THE
BLIND
TIGER
Los Angeles



WORDMARK EXPLORATIONS



WORDMARK EXPLORATIONS



REFINED LOGO SET



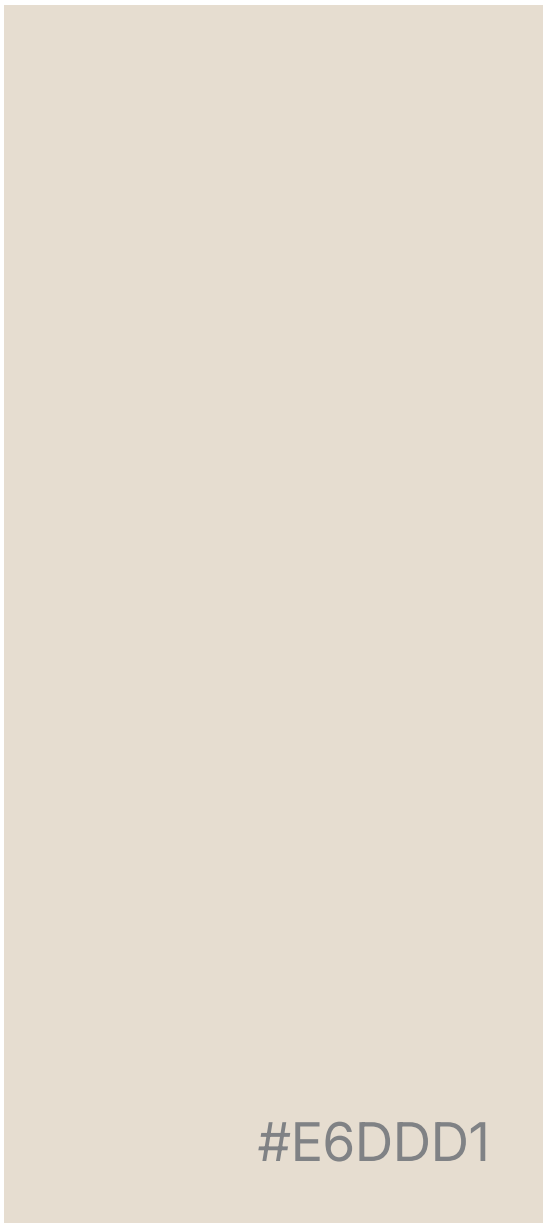
SECONDARY WORDMARK LOGO

PRIMARY WORDMARK LOGO

LETTERMARK LOGO

ICONMARK LOGO

BRAND COLORS



STYLESCAPE

PRIMARY TYPEFACE

VALORIS REGULAR

SECONDARY TYPEFACE

ACUMIN VARIABLE
CONCEPT WIDE

ACCENT TYPEFACE

Mrs. Saint Delafield Pro

34.0522° N

118.2437° W



Los Angeles

SMALL BATCH GIN LABELS WIP

Label designs for three required
small-batch gin flavors

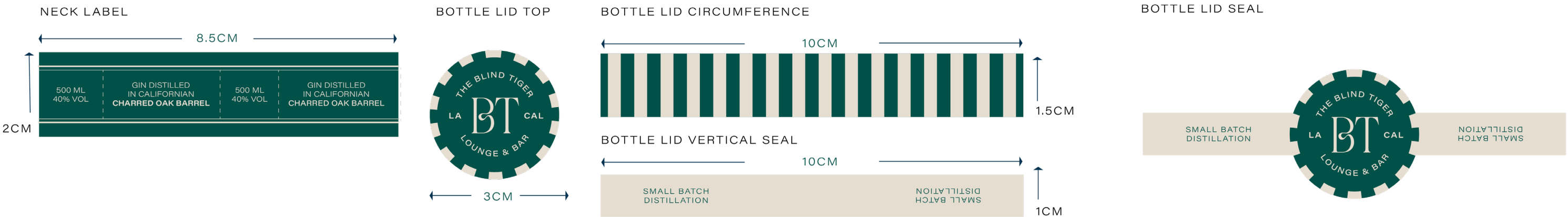


ITERATION 1



ITERATION 2

ITERATION 3



GOALS

- Push boundaries with an interactive story
- Tell the whole narrative through 360° design
- Blend elegance + edge in form and detail
- Explore tactile elements like die-cuts
- Create collectible, luxury-driven labels



SMALL BATCH GIN LABELS FINAL

ITERATION 4



WOODEN POKER SET



GOALS

- Explore materials and techniques, wood & laser engraving
- Push beyond print to tell a tactile, immersive story
- Capture high-stakes intensity with bold, emotional illustration

SIDE PANEL
WOODEN BOX

TOP PANEL
WOODEN BOX

SIDE PANEL
WOODEN BOX

LASER ENGRAVING

LASER ENGRAVING

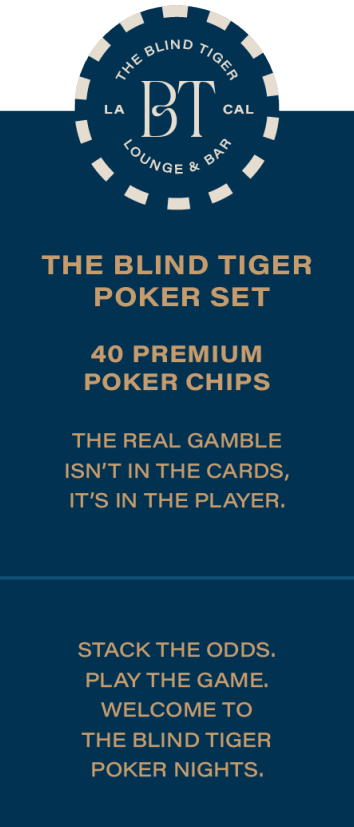
LASER ENGRAVING

LASER ENGRAVING

VINYL STICKER
SEAL



POKER CHIP
VINYL STICKERS



VINYL STICKER
SEAL

FINE DINING & COCKTAIL MENU

LAST PAGE

PAGE 1



EXTERIOR COVER

PAGE 2



EXTERIOR MOCKUP

GOALS

- Add a hidden pocket for the cocktail menu
- Honor the secrecy of the Prohibition era
- Include cryptic elements like coordinates, hidden symbols
- Blend refined elegance with playful mystery through copy
- Create a layered, interactive menu experience
- Continue the story with braille graphic elements



FINE DINING & COCKTAIL MENU



MERCHANDISE

COASTERS



MATCHBOX
EXTERIOR



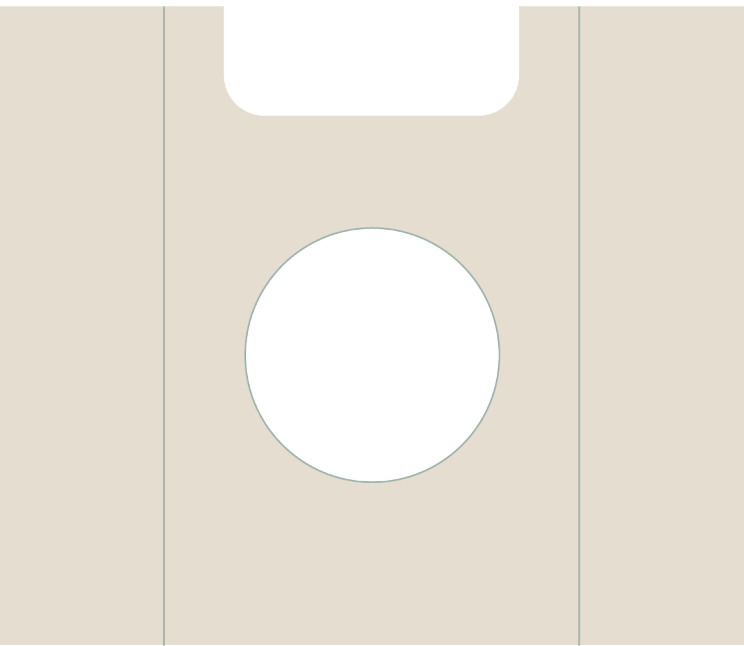
MATCHBOX
INTERIOR



CIGARETTE BOX
EXTERIOR



NAPKIN



CIGARETTE BOX
INTERIOR



