

TBDLABORATORY

WE FORM CREATIVE ALLIANCES,
STRENGTHENING BRANDS THROUGH DESIGN,
STRATEGY AND USER EXPERIENCE.

TBDLABORATORY.COM

CAPABILITIES

DESIGN

- Logo Design
- Illustration and Typography
- Graphic Design
- Marketing Collateral
- Packaging Systems
- Printed Ephemera
- Signage

BRANDING

- Brand Strategy and Development
- Brand Identity
- Brand Audit
- Typographic Audit

CREATIVE SERVICES

- Creative Direction
- Art Direction
- Photo and Video Production
- Content Development
- Advertising Campaigns
- Project Management

DIGITAL

- User Experience Design (UI/UX)
- Website Design and Development
- Website Content Management Systems
- Website Audit
- Online Advertising Campaigns
- Motion Graphics
- Usability Testing
- Social Network Integration

MARKETING

- Marketing Strategy
- Communication Strategy
- Social Media Strategy
- Copywriting

SPOTIFY FOR BRANDS

Creative Direction
Art Direction
Graphic Design
Infographic Design
Print Design
Poster Design
Web Banner Design
Animated Banner Design
Flat Icon Design

PROJECT SCOPE

To develop Spotify for Brands first ever Brand Impact Study, a global research study comprised of the listening and engagement data of streamers and non-streamers from around the world. Data charts were transformed into a beautiful 72-page book for both web and print with easily digestible infographics. Web banners and social media posts were also designed to support promotion of the study worldwide.

The Brand Impact study can be downloaded at www.spotify.com/us/brands



SPEAKABOOS

Creative Direction

Brand Audit

Brand Strategy and Development

Typographic Audit

Copywriting

Graphic Design

Email Template Design

Web Banner Design

PROJECT SCOPE

Speakaboos required assistance developing their mission statement, brand values and brand voice, as well as updating their logo and visual identity without undertaking a complete redesign. The logo's letter placement was adjusted in order to speak to a more diverse age range while also given a new color scheme and brand palette to give the product a more exciting feel, allow for more engaging designs and speak to the diversity of the company's product offerings.

The project culminated in the creation of comprehensive Brand Voice Guideline and Visual Guideline documents for use by their marketing and creative teams.

Primary Logo



This is the primary Speakaboos logo. It should be used in all marketing materials and should be a sign off for all communications. It is the clearest way to visually represent our brand. Do not attempt to recreate the logo. Use only the original logo files provided by Speakaboos.

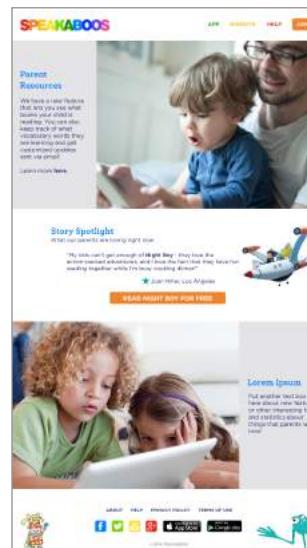


In order to preserve this identifier, it is important that no other graphic elements, including other logos or type, get too close. Make sure that there is a minimum clearspace around the logo of 1/2 the logo height at all times.

Minimum Size Recommendations



(page number)



Our Mission

To provide a foundation for lifelong learning by inspiring a love of reading in every child.

How do we accomplish this?

Speakaboos supports children of all reading levels, helping them become self-confident, independent readers, through a library of stories based on their interests that combine proven learning theory with interactive technology.

Tag Line

Inspiring a love of reading in every child.

Extended Tag Line

Hundreds of stories. Thousands of readers. Inspiring a love of reading in every child.

SPOTIFY

User Experience Design

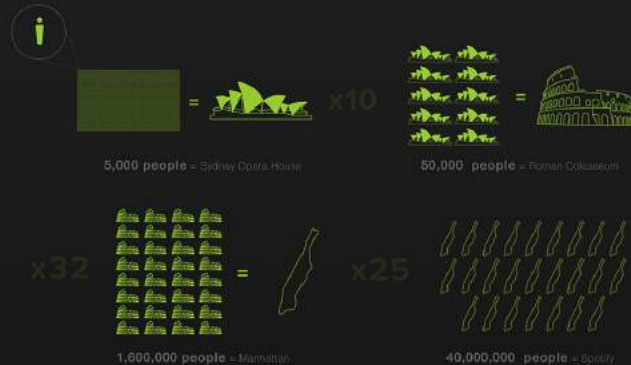
Graphic Design

Project Management

PROJECT SCOPE

To create a web-based, interactive digital marketing tool for Spotify for Brands that could be used to tell a statistical story in a cool and informative way. The music-themed product was first used on the ground at Cannes Lions 2014.

The data was represented using musical elements and interfaces in a way that is on brand with Spotify. Not only does the website bring a cool factor to the representation of data using dynamic mixing boards and records that spin, but also simplifies over 500,000 data entries in a cohesive and fun story.



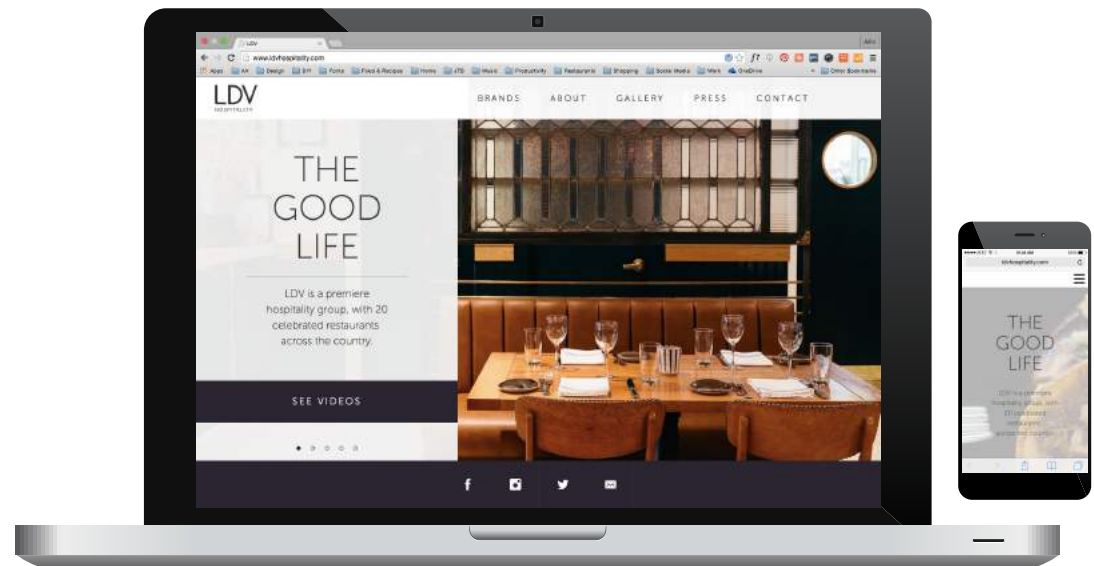
LDV HOSPITALITY

- Information Architecture
- UX/UI Design
- Website Design
- Project Management
- Creative Direction
- Art Direction
- Typographic Audit
- Copywriting
- Front-end Development
- Back-end Development

PROJECT SCOPE

After a rapid five-year growth phase, “La Dolce Vita” was undergoing a major shift in business approach from B2B to B2C. They needed a new website and visual language that reflected the identity of their company, and supported their new business goals and growth strategies. This was achieved by promoting cross-pollination between brands within a unified, luxurious experience reflecting the classic charm of the The Good Life.

The final product can be seen at www.ldvhospitality.com.



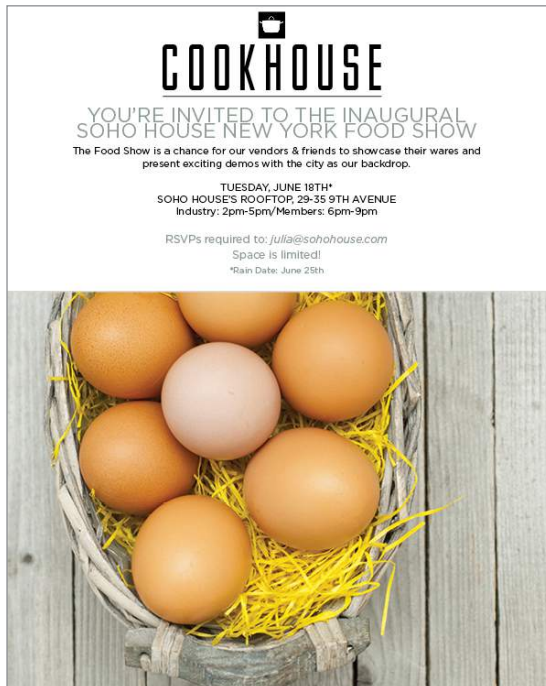
SOHO HOUSE

Creative Direction
Art Direction
Marketing Strategy
Social Media Strategy
Project Management
Collateral Development
Photo and Video Production
Content Development
Copywriting

PROJECT SCOPE

Soho House was looking to expand the presence of their food and beverage culture programs Cookhouse and House Tonic across their properties in North America. This required developing marketing and social media strategy, growing related yet unique aesthetics between the two brands, improving food and beverage photography and videography, creating content for their in-house produced food and beverage magazines and consulting on the development of both the Cookhouse and House Tonic websites.

Freelance designers, photographers, and videographers were hired and managed to execute these projects across North America and the UK.



SMALL	
CARROT SOUP, red lentils & cilantro	11
HUMBOLDT FOG, persimmon, apple, bacihaus & radish	11
CHOPPED CHICKEN LIVER, nut, anchovy, capers & dill	11
GUACAMOLE, tortilla chips	11
HAMACHI CRUDO, sun-dried tomato & jalapeno	11
LAMB MEATBALLS, pomegranate & grilled bread	11
SHISHITO PEPPERS, anchovy & rosemary sauce	11
GRILLED OCTOPUS, sweet corn, potatoes, olive & truffle	11
BURRATA, basil, baby kale, basil & mozzarella	11
JAMON, serrano ham, made with serrano & tomato soffritto	11

BOWLS & SALADS	
WARM BROWN RICE, sage cabbage, bean sprouts, carrot, cucumber, sesame & seaweed	11
[CHOOSE] chicken or tofu	11
FARRO, QUINOA, WILD RICE, broccoli, avocado & almond	11
CHOPPED MARKET VEGETABLES, salad, red wine vinaigrette	11
QUINOA, black beans, quinoa, cucumber & feta	11
KALE SALAD, salad, tomato, radish, bread crumbs, lemon & olive oil	11
CAESAR SALAD, romaine, anchovy, parmesan & croutons	11
[ADD] burrata or / organic chicken breast or / organic salmon or / buffalo mozzarella or / skirt steak	11

MAINS	
TAGLIATELLE BOLOGNESE	11
BAKED CANNELLONI, cheddar, squash, water greens & ricotta	11
CHICKEN PALLARDO, cod, green beans & parmesan	11
SKIRT STEAK, feta & horseradish	11
FLAT IRON CHICKEN, croquette, mash & wild mushroom sauce	11
ORGANIC SALMON, lentils & green herb sauce	11
SHORT RIBS, parmesan, potato & gremolata	11
SEA BREAM, fennel, white wine & olives	11
MARKET FISH	11

SIDES	
SAUTÉED SPINACH / ARUGULA & PARMIGIANO / MAC & CHEESE / SWEET POTATO	11
CREME FRAICHE & CHILLI / ROASTED BRUSSEL SPROUTS & BACON	11

PIZZA & SANDWICHES	
MUSHROOM, spinach & ricotta, fresh	11
PROSCIUTTO, tomato, mozzarella, arugula & parmesan	11
SPICY SALAMI, fennel, chili	11
GOAT CHEESE & TRUFFLE, leek & thyme	11
GRILLED CHEESE, braised short ribs	11
GRILLED SHRIMP TACO, pinto & pico de gallo	11
BURGER, caramelized onion, cheddar & house fries	11

[MODIFICATIONS] may not be possible during busier times / omissions welcome

NOVEMBER

BARCHETTA

Brand Identity Development

Creative Direction

Art Direction

Hand-Watercolored Logo

Pen and Ink Drawings

Typography

Collateral Design

Photo and Video Production

PROJECT SCOPE

LDV Hospitality required a brand identity for their “crown jewel,” a seafood restaurant in West Chelsea with acclaimed Chef Dave Pasternack at the helm. The challenge was developing a logo and design elements that felt vaguely nautical, while also reflecting the casual nature of the restaurant - a marked turn from Esca and LDV Hospitality’s other restaurants.

This was accomplished through the use of watercolors and hand-illustrated elements, which are reflected throughout the collateral, as well as food photography showing ingredients alongside finished dishes in order to reflect the feeling of accessibility and familiarity desired by the restaurant group.



ALOHA

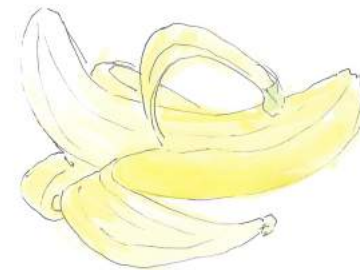
Creative Direction

Illustration

Graphic Design

PROJECT SCOPE

Looking to create an engaging, interactive online magazine with a more human touch, Aloha commissioned TBDLaboratory to do a series of wellness-centric illustrations to be used in health and wellness related articles.



THANK YOU!