

LAVENDER HAUS BAR
Brand Identity Deep Dive Research

VSTREETCREATIVE

Branding Strategy and Art Direction
for Creative Businesses

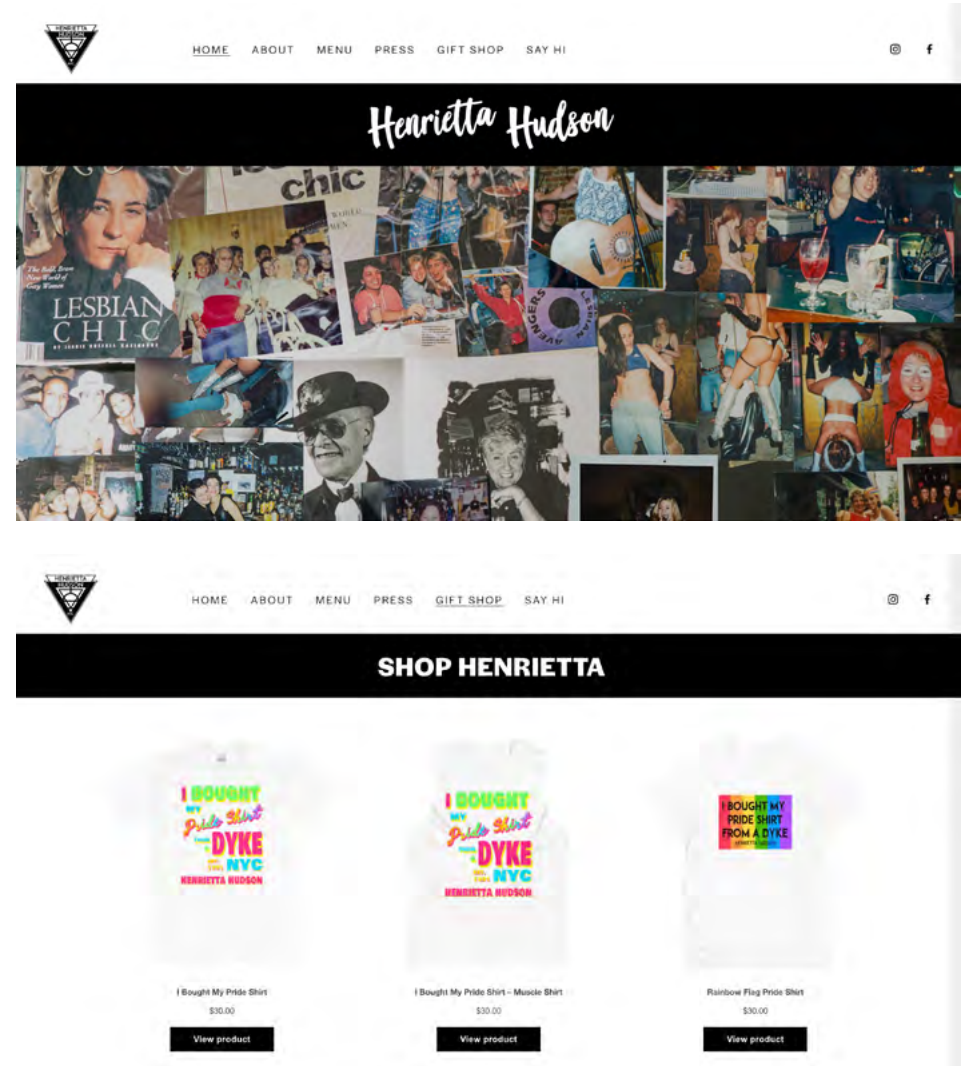
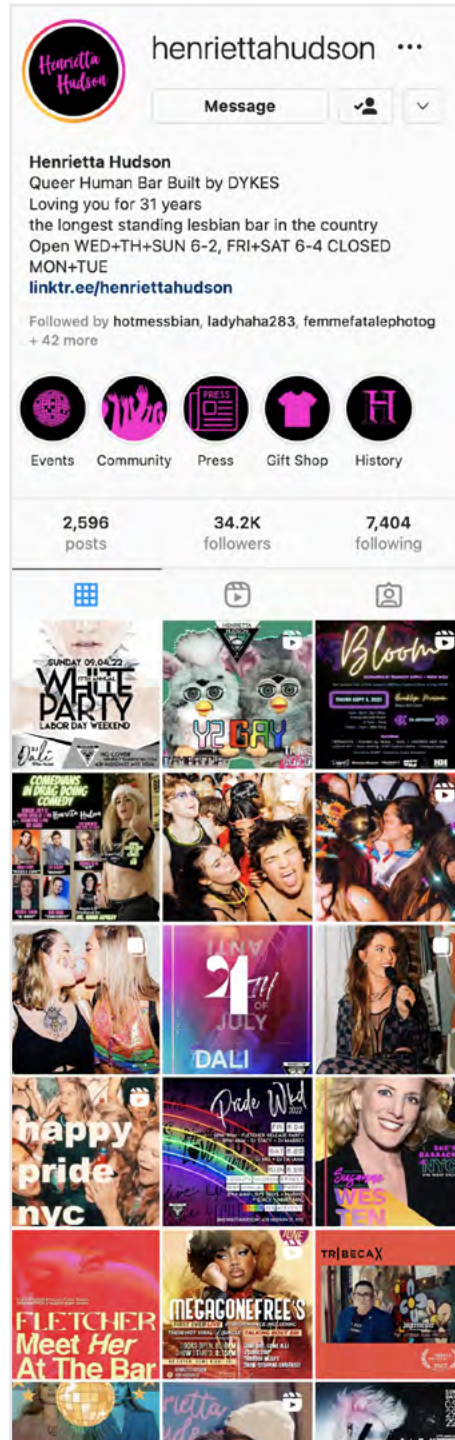
COMPETITORS

Observations & Takeaways



HENRIETTA HUDSON

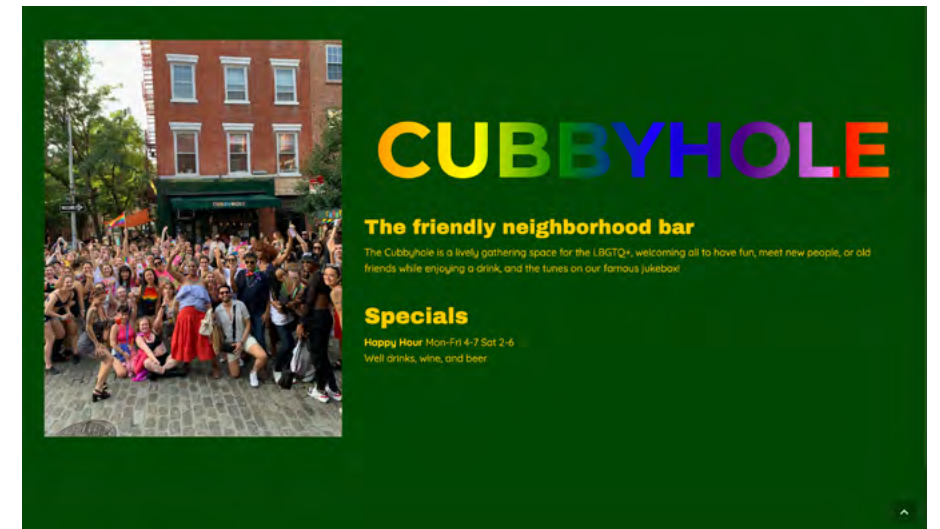
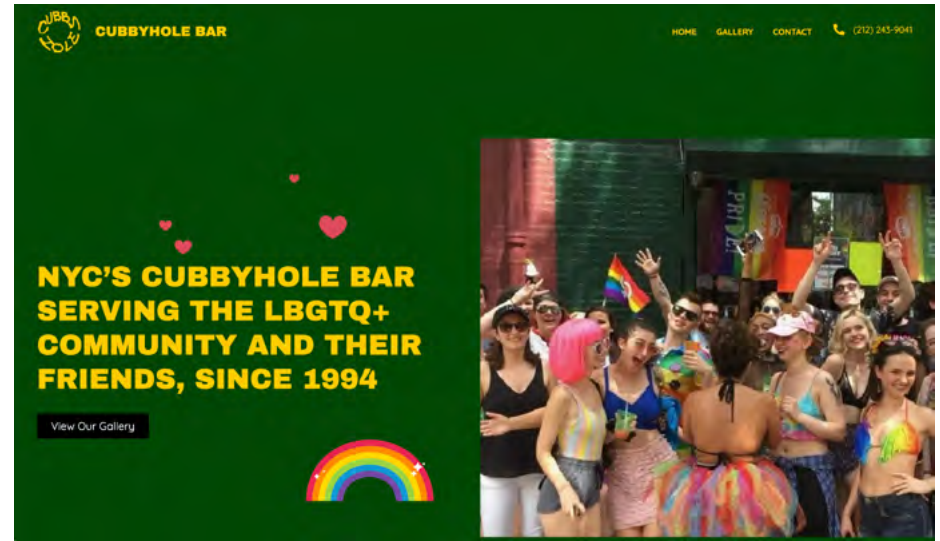
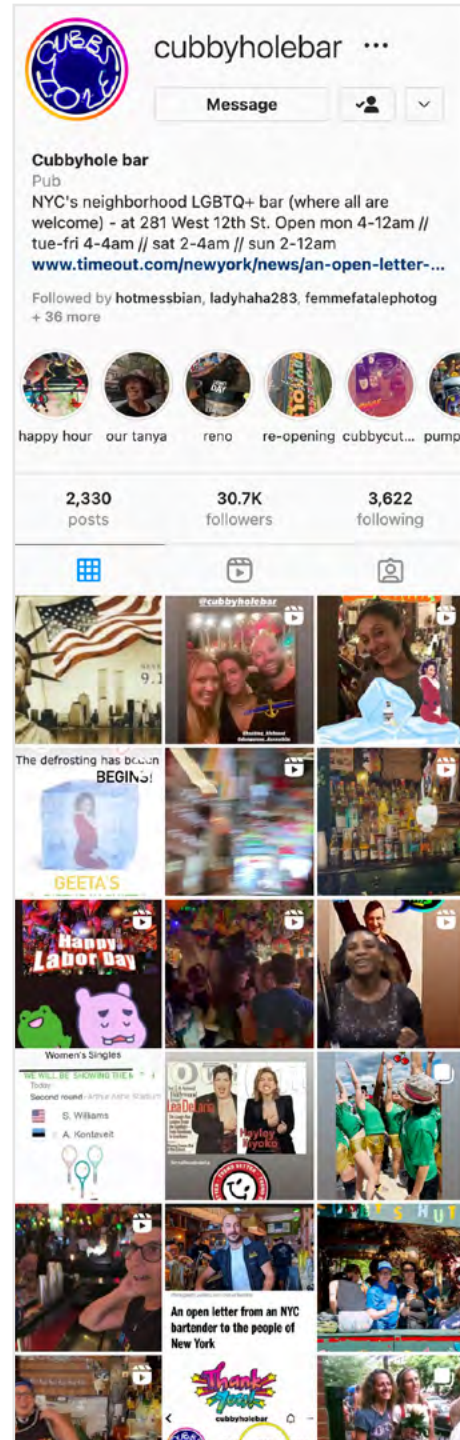
- established 1991
- Queer Human Bar Built by DYKES; Henrietta Hudson is a queer human space built by Lesbians.
- Posh, outspoken, unapologetic, established

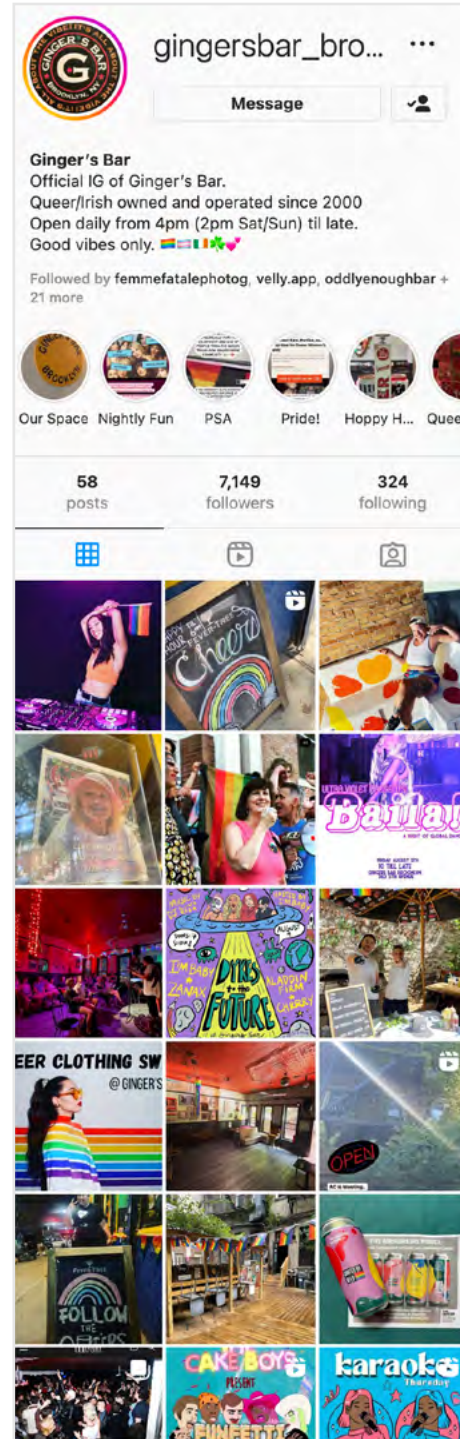




CUBBY HOLE

- established 1994
- The Cubbyhole is a lively gathering space for the LGBTQ+, welcoming all to have fun, meet new people, or old friends while enjoying a drink, and the tunes on our famous jukebox!
- Approachable, down to earth, friendly, divey





GINGER'S BAR

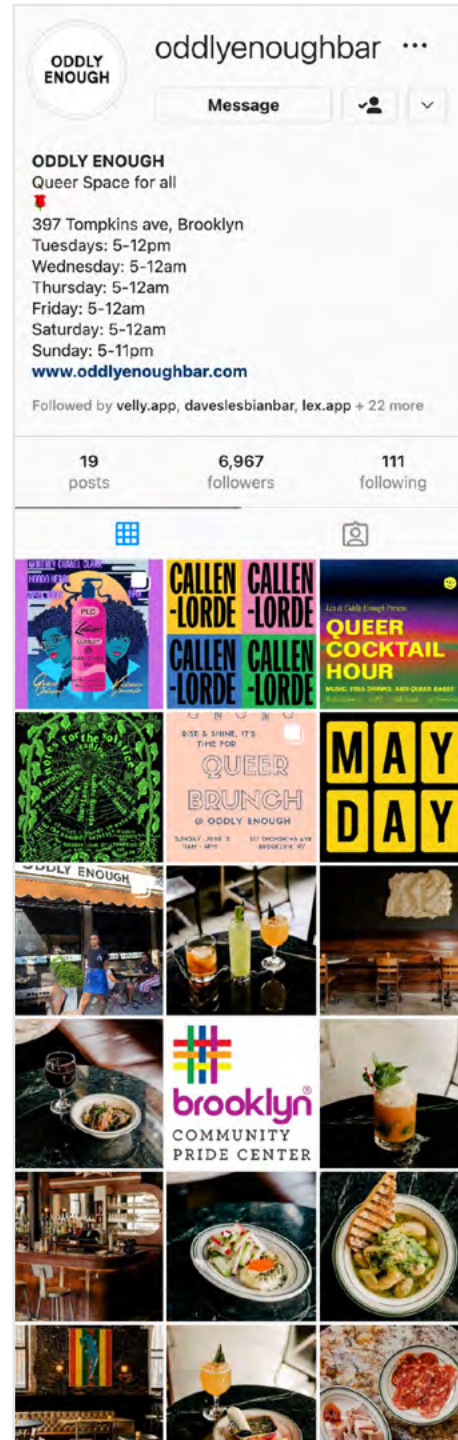
- established 2000
- Queer/Irish owned and operated since 2000
- Chill, affordable, friendly, low-key, eclectic



ODDLY ENOUGH

ODDLY ENOUGH

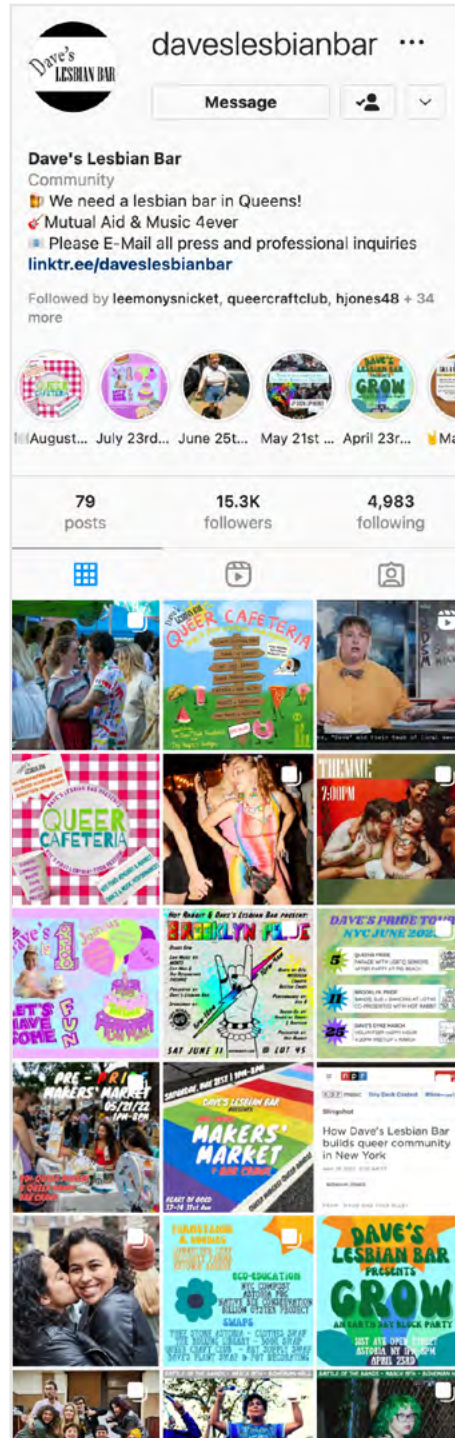
- established 2022
- Self described as a queer space for all
- Polished, undefined, modern



Dave's LESBIAN BAR

DAVE'S LESBIAN BAR

- established 2021
- The LGBTQIA+ community needs more safe spaces to come together, and Dave's is here to provide that to the queers of Queens.
- Their mission is to open a brick & mortar lesbian bar in Queen's through grass roots efforts
- Scrappy, punk, community-oriented, wild



There are only 21 lesbian bars in the United States. Dave wants that to change, starting right here in Astoria, Queens. A community space, live music venue, and mutual aid fund, Dave's is so much more than an average gay bar. Come join our community: where everybody's cute, and everybody's nice.

QUEER CAFETERIA

Saturday, August 13, 2022
12:00 PM 8:00 PM

SOCRATES SCULPTURE
32-01 VERNON BLVD
QUEENS, NY 11106

RESERVE YOUR SPACE

DONATE

VOLUNTEER

WANNA PLAY AT DAVE'S?

KEY TAKEAWAYS

- The bars tout inclusiveness, but cater to white queer people, failing to fully engage the BIPOC community
- Several of the bars lean on black and white for their brand. Cubbyhole and Gingers avoid black and white, opting for yellow, blue and green instead.
- None of the brands have a strong visual Instagram feed. They lean on photos of people enjoying nightlife, and fliers of different events. Henrietta's and Dave's uses the best photography of people.
- The established bars and Dave's focus on being a pillar for community engagement and support. They pride themselves in providing space for community action.
- Lavender Haus can stand out in the community by centering queer and trans black, indigenous and other people of color. It will also be important to show the primary demographic through photography.
- Lavender Haus can stand out amongst competitors by using uniform colors consistently on their social media and fliers.
- Lavender Haus should use clear iconography that's easily identifiable for the bar.

CONCEPTUAL OPTIONS

The Direction for the
Brand Identity

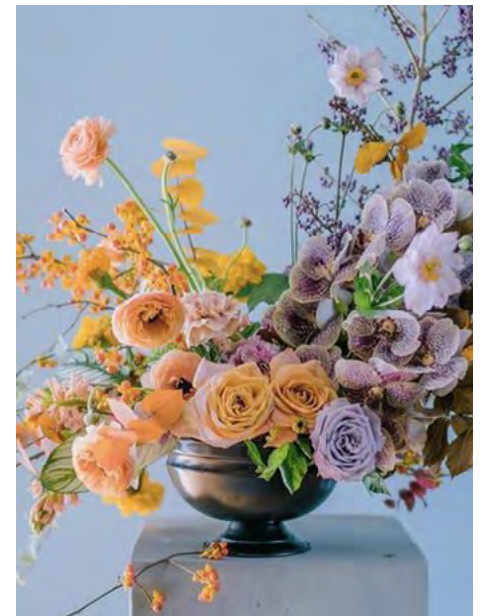
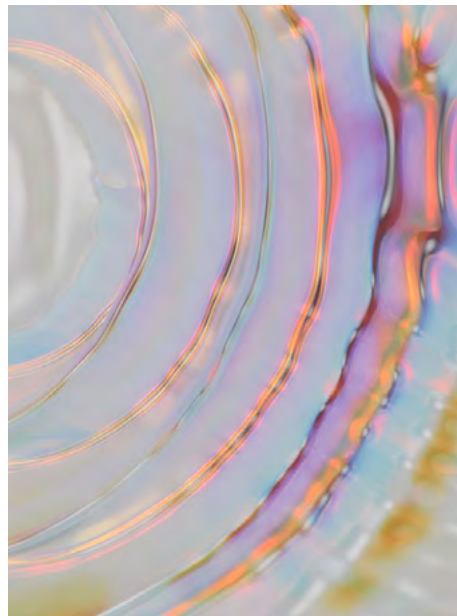
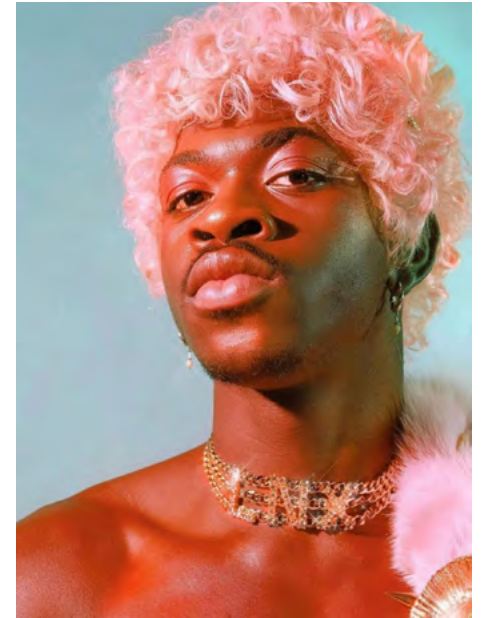
MOODBOARD OPTION 1

Key words

- Nostalgic
- Sexy
- Ethereal

Idea

- For gentle queers who want a break in the demands of living in a white cis-hetero patriarchal society
- Magical refuge for queer people of color
- Decor uses soft textures, lighting and florals
- Music would be RnB from 80s, 90s, 00s and today



MOODBOARD OPTION 2

Key Words

- Futuristic
- Neon
- Edgy

Idea

- For the creative, adventurous types who enjoy a good drink and a good time.
- For the femmes, thems, and studs with style
- Think Alien Superstar by Beyonce - UNIQUE
- Music is house & EDM

