



# THE CHALLENGE

There are only 32 Lesbian bars currently remaining in the United States (three of them are in New York City). Almost every single one of them is a dive bar.

And while dive bars are deeply valued spaces for the lesbian community to come together, there isn't much opportunity or a variety of experiences when supporting queer establishments.

# THE OBJECTIVE

We wanted to create a concept for a more refined lesbian lounge that is specifically catering to the massively underserved femme bisexual demographic.

# THE STRATEGY

The intention here was to create a safe, sensual, elegant, and exceptionally thoughtful space for women to meet other women. A space designed for chance encounters with curious souls.

CLEANSE YOUR PALATE

# THE NAME

We wanted it to be very clear whom this space was designed for. If your pronouns are *she/her* and you are queer or bi-curious, then this space was created for you.

The name "She/Her" was then shortened to "S/H" for discretion.

S/H

# THE LOGO

The logo is encapsulated by a crest that signifies both prestige and protection. And the tone of the typeface is self-assured while being tastefully indulgent.







S/H

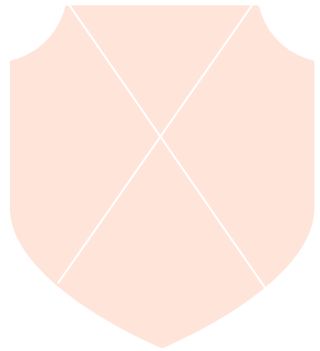
# THE COLORS

Think refined, retro, femme.

# COLORS

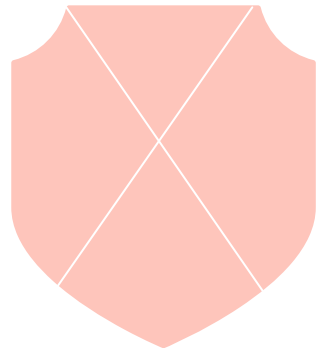
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#FFE5D9



**No. 02**

#FEC5BB



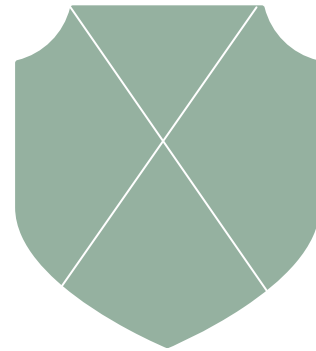
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**No. 04**

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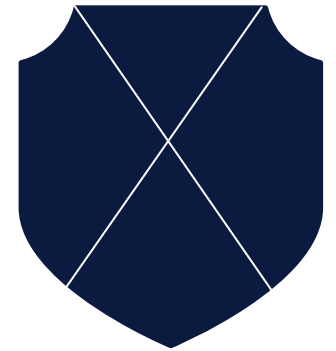
**No. 05**

#8ECAE6



**No. 06**

#0B1A3F



# TYPOGRAPHY

HEADLINES

BADHORSE

THE QUICK BROWN FOXY LADY JUMPS  
OVER THE LAZY DOG

SUBHEADS

FILENA BOLD

THE QUICK BROWN FOXY LADY  
JUMPS OVER THE LAZY DOG

HEADLINES

FORUM

PARAGRAPHS

THE QUICK BROWN FOXY LADY  
JUMPS OVER THE LAZY DOG.

FOR THE QUEER & CURIOUS



S/H