

HINGE

Virtual to Experiential

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AD 490 | Building A Brand From Fashion To Environments



Hinge

Wordmark

2016 - Present

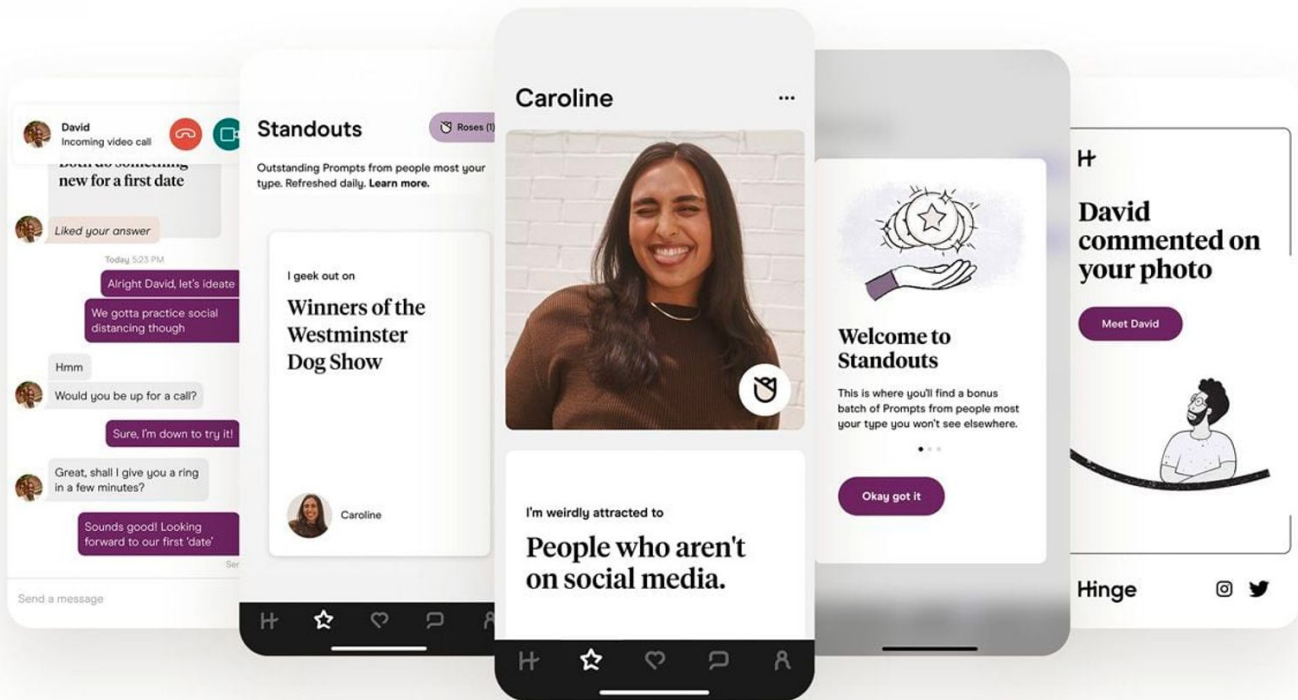
Source: logos.fandom.com/wiki/Hinge



Color Palette

B+W w/ Accent Colors

Source: hinge.co/brand



Dating App

Love As A Product



Illustrations

Chalky Drawn Aesthetic



Hingie

He Dies Alone So You Don't Have To

Source: hinge.co/brand



Hingie

He Dies Alone So You Don't Have To

Source: popicon.life/will-die-for-love-meet-hingie-hinges-new-mascot



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Hingie

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Source: popicon.life/will-die-for-love-meet-hingie-hinges-new-mascot



End careless dating culture because we
believe love is *worth* caring about.

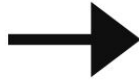
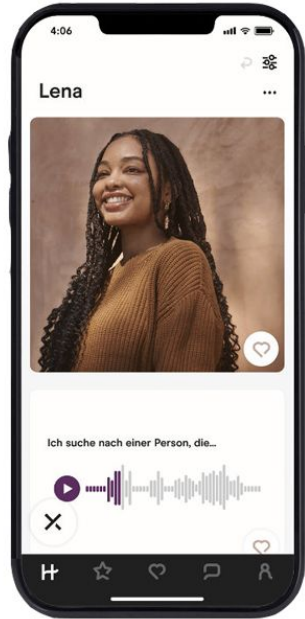
Mission Statement

Wholesome

Source: hinge.co/brand



Source: hinge.co/brand



Strategy

Swipe, Talk...Then What?



Collect Dates

Typical & Scalable



Brand Them

Part of The Hinge Process

Drinks

Video Games

Paint & Sip

S'mores

Puzzles

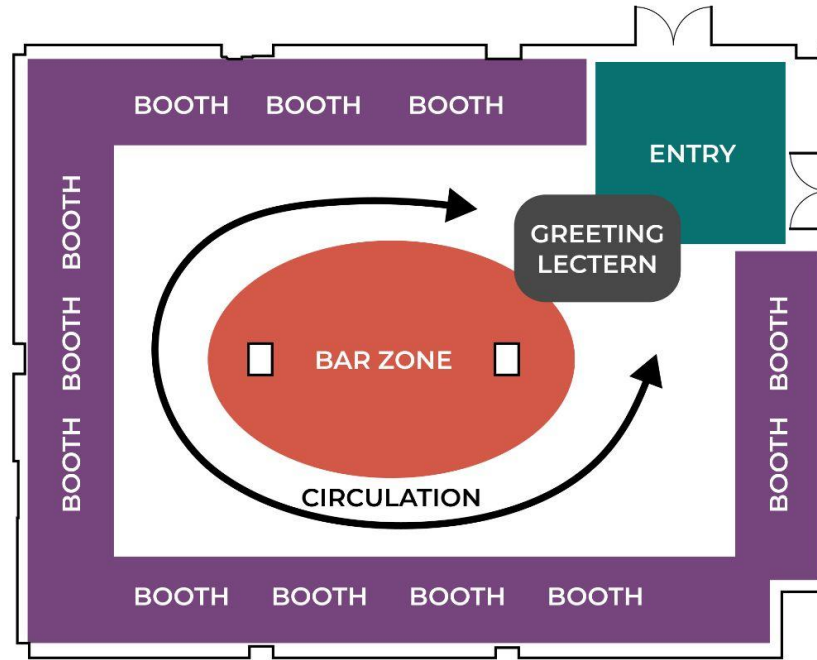
Board Games

36 Questions + Drinks

Trivia

Different Kinds of Dates

Typical & Scalable



General Scheme

Floor Plan Diagram



Mood Board

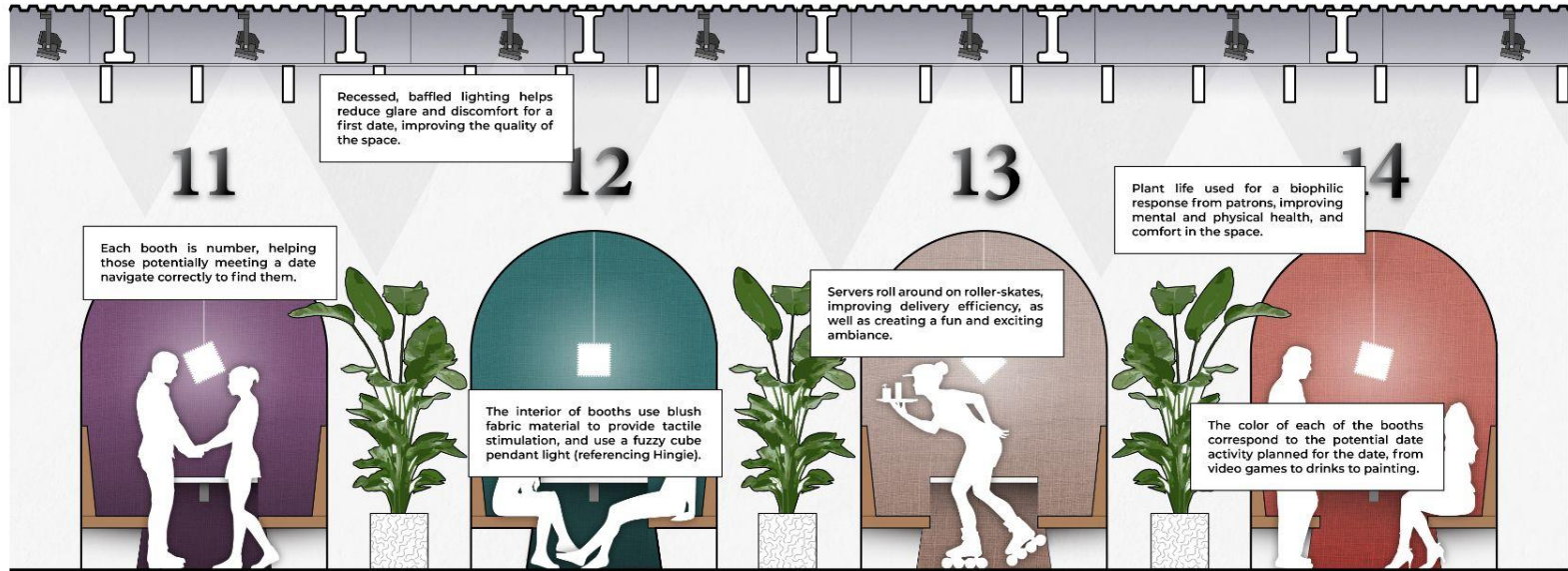
The General Vibe

Source: pinterest.com



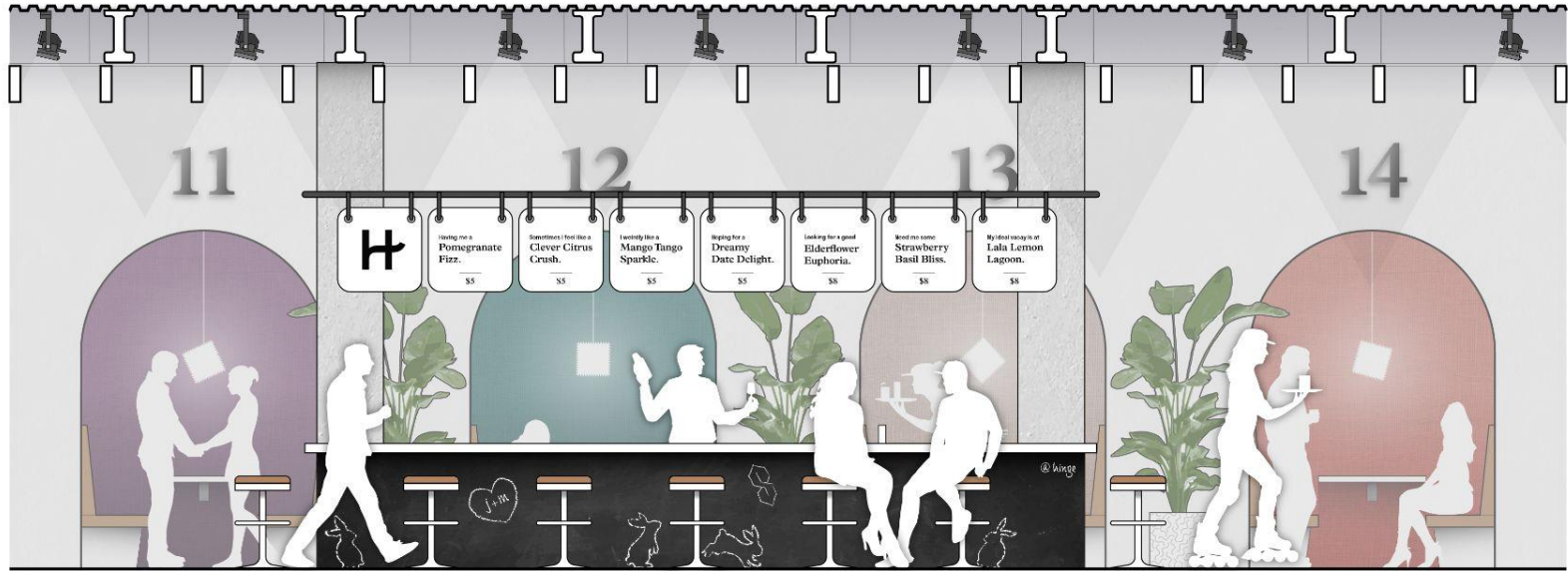
Interior Booths

Monitored Privacy



Interior Booths

Monitored Privacy



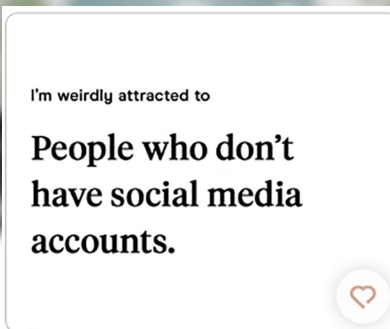
The Bar

An Interaction Node



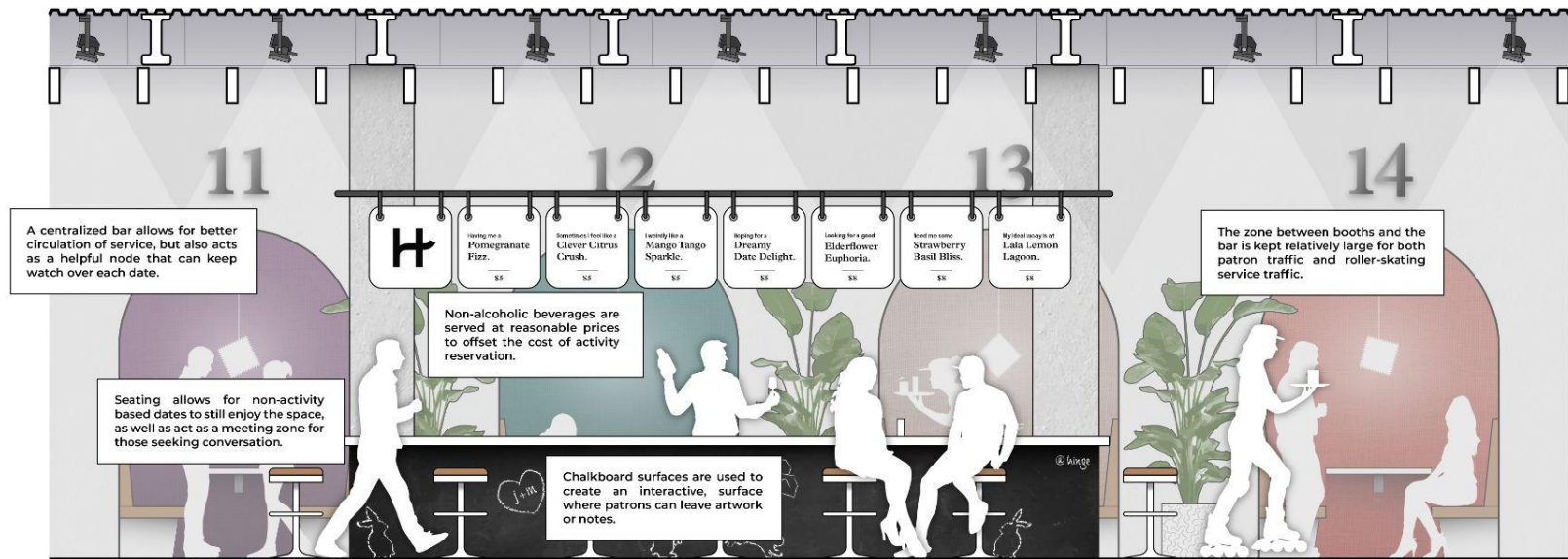
The Menu

What Your Drink Says About You



The Menu

What Your Drink Says About You



The Bar

An Interaction Node



Street View

Real Privacy



Street View

Real Privacy

Hub

Creating an environment for safe dating, combined with the research and mission of Hinge to “end careless dating culture”, is an opportunity to turn date locations into a franchised business. The spaces read the same language as the phone app, and thus can be read as a single ecosystem; **Hub** is just another part of Hinge’s dating pipeline.

Summary

Expanding The Brand