

**Li'l Robin** is a strategic design consultancy specializing in *branding* and *publishing*. We help you stand out from the crowd and connect with your audience. We work with you to clearly define your organization's message and positioning. For effective communication, we develop comprehensive identity systems.





## New salon, new audiences

Maxwax is a boutique salon located on the Upper West Side of Manhattan that specializes in body waxing. Li'l Robin was engaged to create an accessible, mass-appeal brand for the salon that reflects its exceptional service, welcoming environment and reasonable prices.

Our design challenge was to create an identity that reflected the client's attention to detail and inherently personal approach. The look and feel is clean, engaging and warm, and reflects the salon's soothing surroundings and high-quality services. Capitalizing on the repetition of letters in the salon name, the logo gives the brand a playfulness that sets it apart from its competitors. In addition to the identity, we designed the full line of Maxwax salon packaging, including in-store menus, product labels and gift bags.

According to salon owner Eileen Cornell, "When I sat down with Anke, it was immediately clear that she understood what I was trying to achieve. Within a very short period of time, she created a logo for a business that is clever, clean, sharp and hard to miss. I have worked with Anke since then on labels for my products, menus and business cards. Her work is always superior. She demands that it be perfect, which is a characteristic I truly appreciate. I have received endless compliments on the Maxwax branding. I have even had people ask if the name/logo is trademarked. Thankfully, it is!"



## Standing out in Queens

Opened in 2002, the Chipper was a fish-and-chips restaurant in Sunnyside, Queens, serving what food critic William Grimes of The New York Times called “the ultimate in downmarket no-frills fried food.” Li'l Robin created a brand identity for the restaurant that was fresh and fun, positioning the Chipper as a contemporary update of the traditional British-inspired chip shop. Capitalizing on the location and bright, simple décor designed by architect Leslie Thomas, the identity clearly communicated the restaurant’s values and connected effectively with its broad range of customers. The two-part logo—a bold logotype that can be used with or without the descriptive secondary mark, Fish & Chips—was applied to the restaurant’s menus, promotional swag and interior and exterior signage.

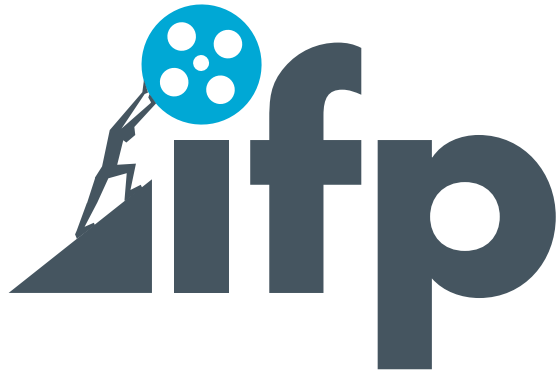
According to Paul Adams in the restaurant’s Citysearch review, “The Chipper’s clean white façade stands out on this corner of Queens Boulevard flanked by gas stations and overshadowed by the elevated tracks. Inside, clean, smart design persists, in the spare single room and in the graphics.”

Sadly, the restaurant closed due to fire in 2005. We wish the owners Paul Gallen and Andrew Morten good luck and look forward to a revival of the chip shop.

# the chipper







## A new look for independent film



IFP is the nation's oldest and largest non-profit organization of independent filmmakers. An advocacy group for the industry, it has supported the production of 7,000 films and provided resources to more than 20,000 filmmakers. Having grown exponentially in only a few decades, the organization needed a new identity to reflect its relevance and position in the filmmaking world. IFP commissioned Li'l Robin to update its original logo and create an identity system for its sub-brands, including the Gotham Awards, Independent Film Week, Independent Filmmaker Labs, IFP Market, the annual Filmmaker Conference and Filmmaker magazine.

We began by modernizing the original logo and establishing consistency of typefaces and color palette across the sub-brands. The look is bold but innately human, with entertaining details. The system as a whole is intended to be clearly recognizable but also flexible so that as the organization grows and changes, new identity components can be added with ease and consistency. We were also conscious of the client's budget, creating a two-color system that would be inexpensive to print without sacrificing legibility and clarity of message.

For the launch of the new identity system, we also designed a set of brochures for the 2007 and 2008 IFP Market and Filmmaker Conference.



## Visualizing communication and verbal expression

Global Writes is a non-profit organization whose mission is to enrich learning through poetry and performance, using video technology to connect artists to K-12 classrooms throughout the United States and the world. We developed an identity for the organization that played off the idea of communication and verbal expression.

The bold, graphic quotation marks and color palette reflect this core idea. The quotation marks added an element of graphic flexibility that could be used to enclose the organization's name, as well as images of the students, call-outs for body copy and quotes by students and members of the Global Writes community.

The identity gave the organization a strong platform for establishing their credibility among teachers, student participants and partner communities in culture and learning. In addition to the mark, we delivered a complete stationery system and web design to signify the organization's presence in the global community.





## Reinvigorating a brand

Spirituality & Health magazine explores the wellness of body, mind and spirit. The magazine's publisher, Peter Wild, commissioned Li'l Robin to create a new look and feel for the cover design that would reinvigorate the Spirituality & Health brand and reflect the clarity and integration of its message. The magazine also needed a graphic system that enabled a clear informational hierarchy for cover lines.

The refresh has made the magazine more contemporary and pulled readers in while staying true to the existing brand attributes. We updated the typography and the elegant, distinctive ampersand, maximizing the cover real estate by stacking the logo to leave more space for photography. We also distilled the photography style of the brand: calm, serene images with clear focus. The crispness of the photography allows the overlaid type to pop. Finally, we developed an informational hierarchy to help readers navigate the editorial focus.





# An easy-to-navigate identity system for learning

The Scarsdale Adult School is a continuing education program in Westchester County, New York. The school commissioned Li'l Robin to redesign its branding and annual class catalogue, making it more modern, approachable and easy to navigate. We established an institutional identity for the school that is distinctive, smart and easy to update each semester.

Established in 1938, the Scarsdale Adult School is an independent, not-for-profit organization that serves adult learners. The institution felt that its existing look was becoming dated and lacked sophistication.

The school's program is an enrichment curriculum for lifelong learning, and we wanted to give prospective students something that would feel aspirational—a booklet that they could get excited about. Our finished design is easy to navigate, with a clear structure and bold, type-driven feel. As importantly, the design is budget-conscious: two-color, with no photography, and a format that is easy to update in-house.

According to Hedy Erbsen, Scarsdale Adult School's former Director, "Anke Stohlmann's design of our continuing education catalog—we wanted a major overhaul—was absolutely stunning, very sophisticated, smart in its overall approach, user friendly, easy on the eye, and easy for the reader to navigate through the information. When Anke unveiled her design to the Board, there was an exciting buzz in the room! The new catalog captured beautifully the spirit and the energy of our school, and immediately generated new registrations."





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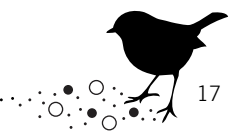


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# A clean and consistent new look

SpaWish is a website that helps users find thousands of spas and salons across the country and purchase gift cards and certificates for spa services. Working with Planet Three Sixty, we helped redesign the SpaWish website to create consistent branding. The simple, accessible architecture structures the site into three distinct sections: Buy, Use and Blog. The design is clean and efficient, conveying a brand message that promises spa services for all.



# Kay Wild

*The Spirit of Beauty*

## Introducing a new jewelry line

Jewelry designer Kay Wild approached us to create a logo and look and feel for her new jewelry line. Each piece in Wild's collection is individual and custom-made to capture the spirit of the customer. We created an elegant identity that reflects the tagline of Kay's collection: "The Spirit of Beauty." On the website the jewelry is presented in gorgeous close-up, photographed against white and surrounded by quotes set in the font of the identity.



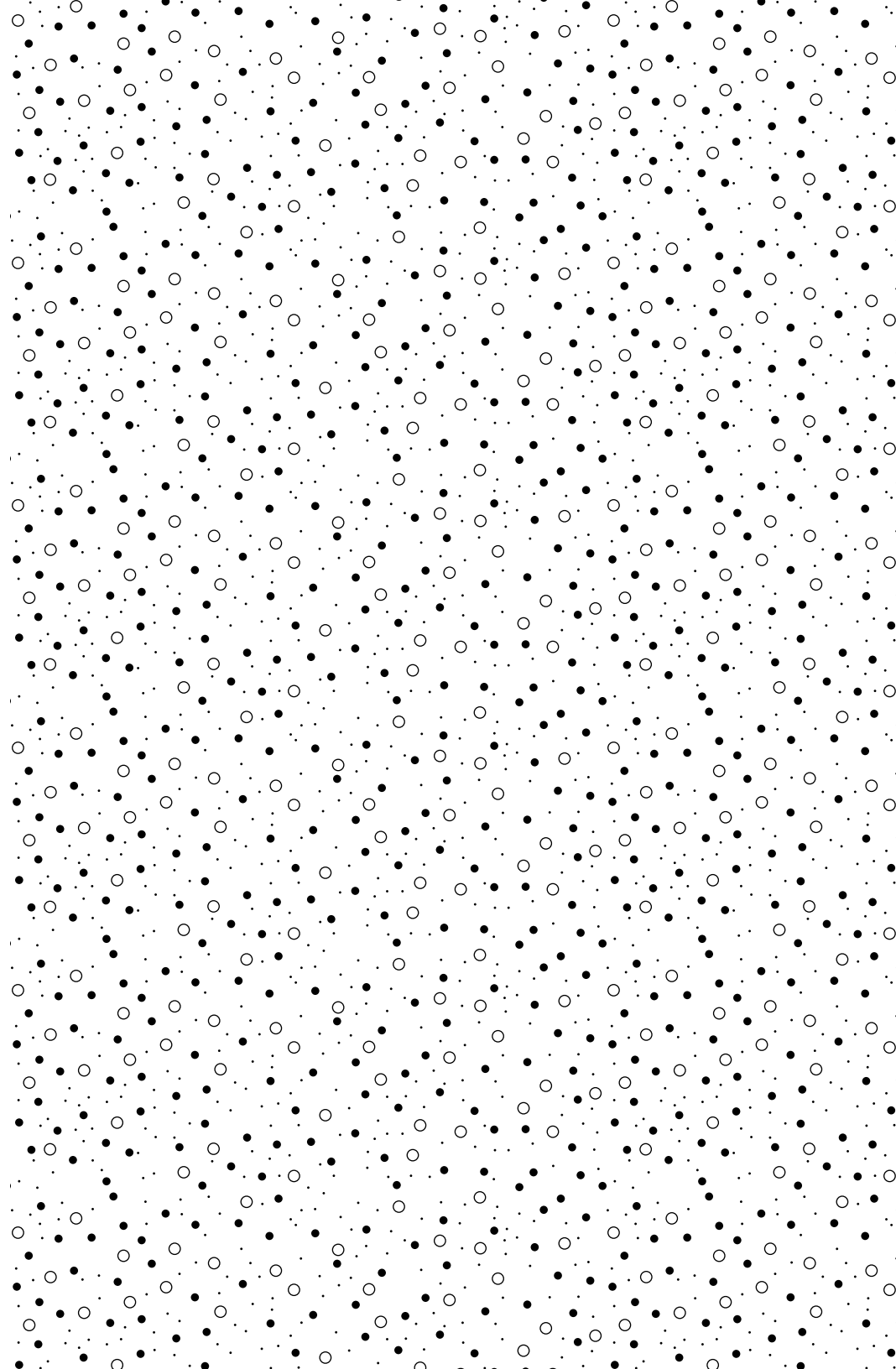
Our best ideas come out of communication, and we'd like to hear from you. Please contact us if you'd like further information or have questions about our work. We look forward to collaborating with you.

**LI'L ROBIN**

333 Hudson St., Suite 303  
New York, NY 10013

646.808.0691

[hello@lilrobin.com](mailto:hello@lilrobin.com)



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