



igloodgn.

CASINO  
DESIGN

## THIS IS A PROJECT THAT WAS BORN OUT OF PASSION.

A poker club conceived by poker players built to impress with in size, quality, design and commitment.

THE  
SCOPE

To create a unique brand strategy that would express the essence and vision of the poker club while vividly differentiating itself from the local competition.

THE  
ANSWER

Igloodgn developed a new strategic brand positioning and brand identity by beginning with a name that customers could engage with. We designed an environment where people choose to enjoy themselves and it perfectly captured the essence of a modern poker club while giving it a twist of fast urban cool. Igloodgn then created an interior casino design casino design that was sophisticated, vibrant, energizing and masculine, which perfectly reflected the poker club's personality.

THE  
BOTTOM  
LINE

We at Igloodgn, are very pleased with the end result and never ending stream of compliments! We continue to share in the poker club's pride and devotion towards excellence and customer experience.

WHAT  
WE DID

**INTERIOR DESIGN  
BRAND IDENTITY  
BRAND CULTURE**

**BRANDING STRATEGY  
BRAND APPLICATION**

514.933.4456 | HELLO@IGLOODESIGN.CA | IGLOODESIGN.CA  
2160 DE LA MONTAGNE, SUITE 200 | MONTREAL, QC | CANADA | H3G 2T3