

the white logos in the gray boxes suggest a partnership



DMAC
Architecture
& Interiors



THE CONCOURS
CLUB



The Concours Club / Comfort Station / Design Package

September 9, 2019 ©2019



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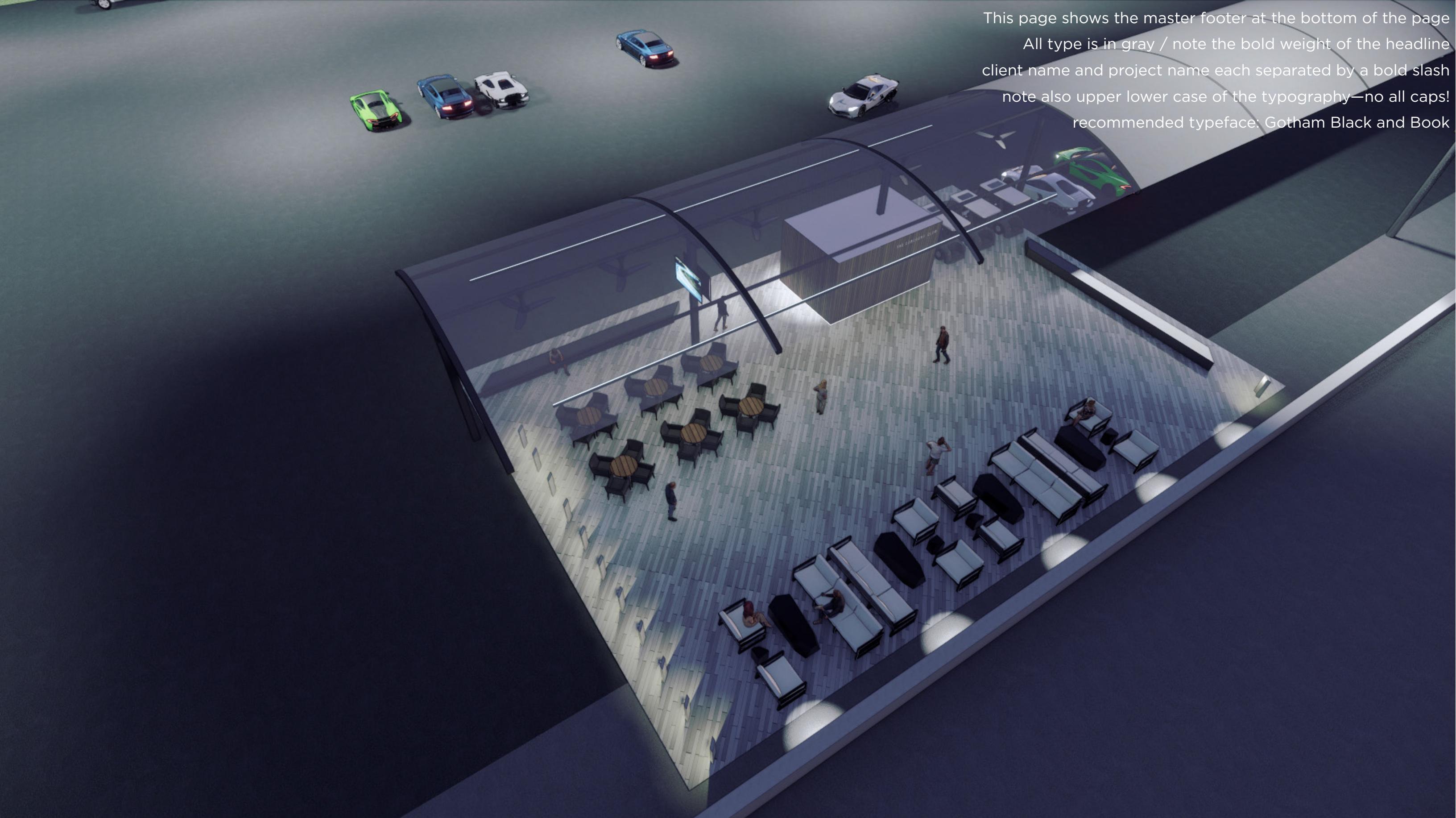
The Concours Club / Comfort Station / Design Package

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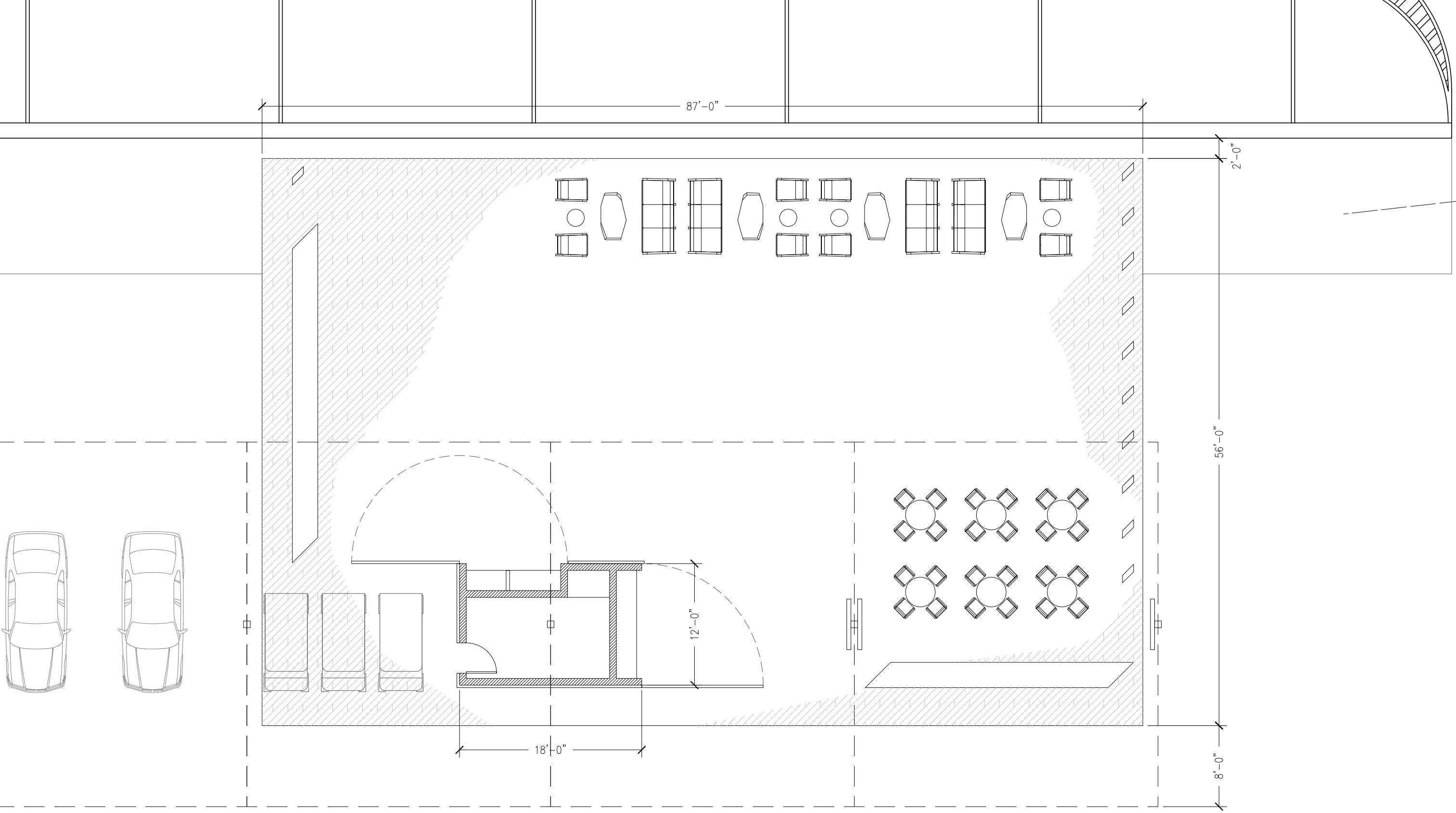


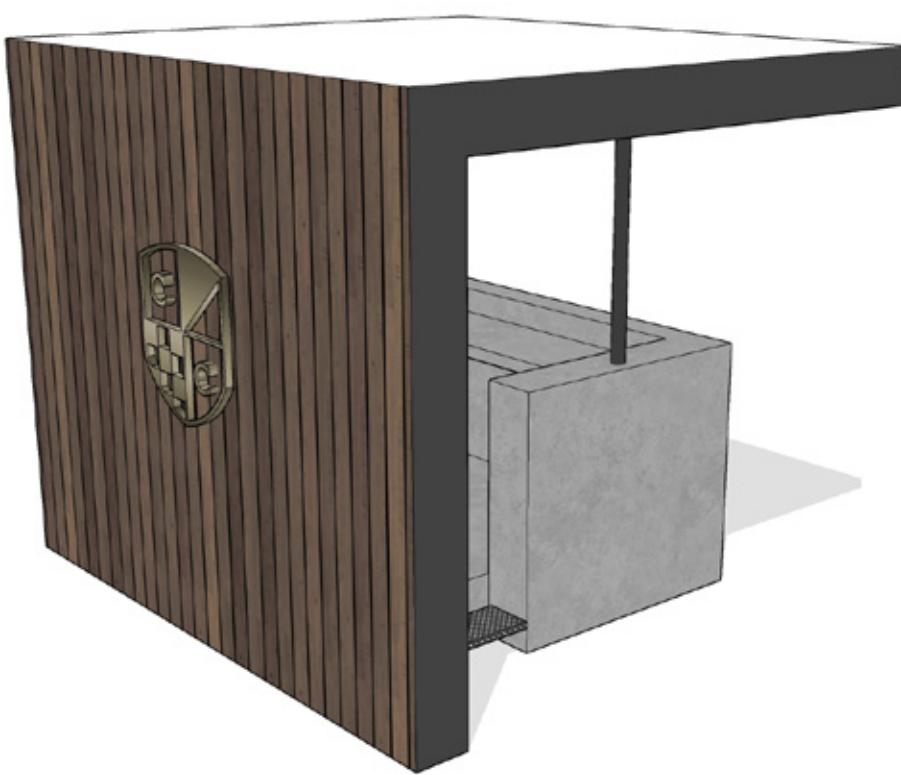
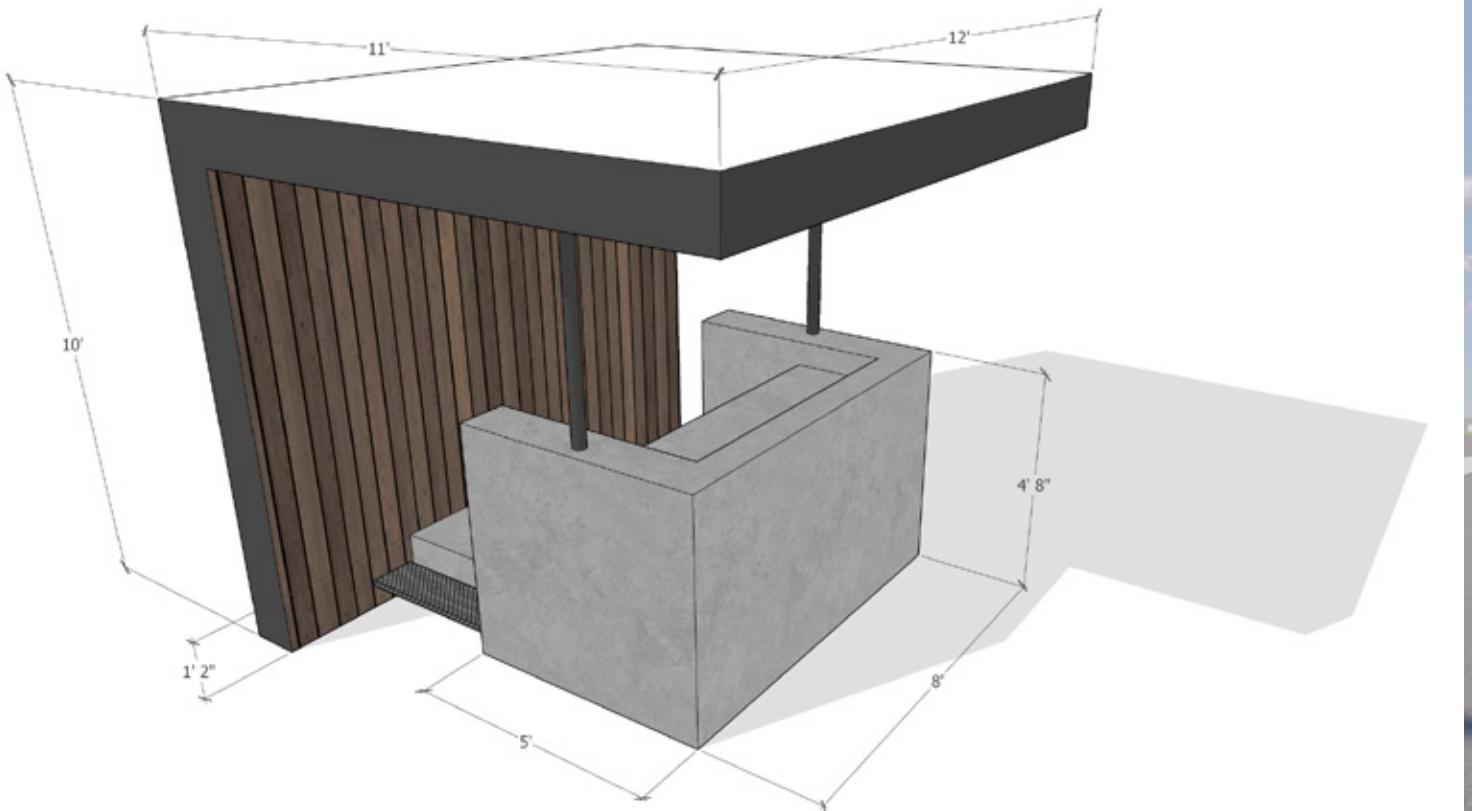
THE CONCOURS
CLUB

This page shows the master footer at the bottom of the page
All type is in gray / note the bold weight of the headline
client name and project name each separated by a bold slash
note also upper lower case of the typography—no all caps!
recommended typeface: Gotham Black and Book







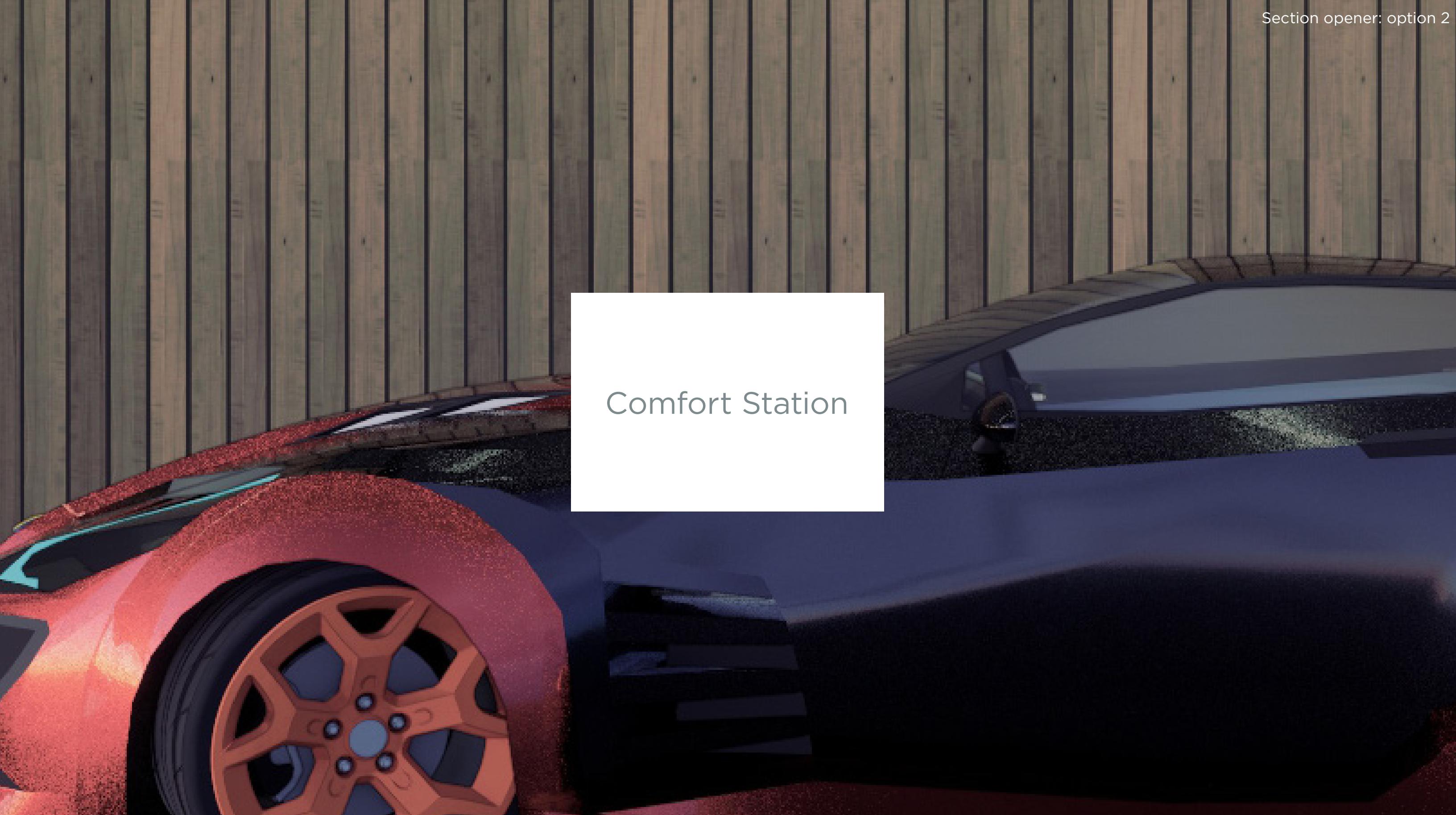


Note that images can slide left and right
Not everything needs to be stacked on top
of each other



Comfort Station





Comfort Station

On the following pages we've applied these styles onto
a few pages of the American Airlines proposal



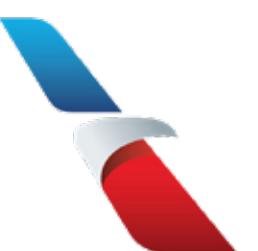
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American Airlines / Lounge Standards Refresh / Admirals Club

Ronald Reagan Washington National Airport (DCA)

May 13, 2019 ©2021





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Architecture
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**American Airlines / Lounge Standards Refresh / Admirals Club
Ronald Reagan Washington National Airport (DCA)**

May 13, 2019 ©2021

Elevate and connect the experience through DCA's Admirals Club unique vantage point of the city and its storied monuments

DCA Admirals Club

Note that we are NOT including the AA logo on any page
except on the cover page.
Client's name is spelled out in all footers.



Lounge Pavillion



We think you should add moments where language describes,
places emphasis, and situates the visuals

Creating spaces
for the moments
between here
and there.



Soft and hard
surfaces balance
comfort
with privacy

