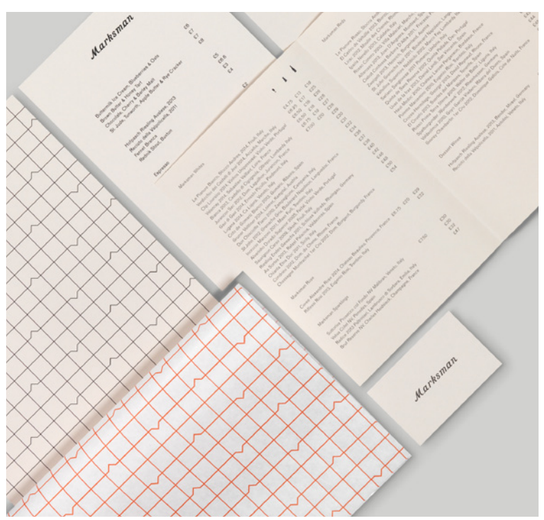

Marksman

A fresh finish for London's pub tradition.
Raising a glass to A PRACTICE FOR EVERYDAYLIFE

Located on London's Hackney Road, the Marksman is an archetypal East End pub. Named for the French marksman who shot Admiral Nelson from a distance of 50 feet at the Battle of Trafalgar, its doors have been open for 150 years. In 2015, chefs Tom Harris and Jon Rotherham took over the premises and refurbished it with a modern touch. Despite the changes, the Marksman remains a pub with a kitchen rather than a restaurant masquerading as such, offering bar snacks and a full menu of contemporary British food. A lightbox sign found behind the downstairs bar served as the inspiration for the logotype, while sans serif typography and a pattern derived from the original panelling in the pub grace the menus and stationery. Business cards, menus, and beer mats display a die-cut shot stamped out by the staff in-house.