



CA
**CRAFT BEER
SUMMIT** 2019



A black and white photograph of a warehouse interior. A worker wearing a cap and a dark shirt is walking from right to left, carrying a tray of cans. The background is filled with tall stacks of pallets, each loaded with many cans, creating a dense, repetitive pattern of vertical lines. Overlaid on the left side of the image is the text 'Freshly WRAPPED' in a stylized orange font. 'Freshly' is in a script font, and 'WRAPPED' is in a bold, sans-serif font. A stylized orange smiley face is positioned between the two words.

Freshly
WRAPPED

AN INSIDE LOOK AT LABEL BRANDING STRATEGIES



CRAFT BREW CREATIVE
BRANDING BREWS PODCAST

RYAN WHEATON



LONGO DESIGNS
DEEPLY GRAPHIC DESIGNCAST
CREATIVE COURSE PODCAST

RYAN WHEATON



LARISSA & ALEX
LARRABEE

**BIG STUMP
BREW CO**



ILANA & STERLING
STEFFEN

**TRADEMARK
BREWING**

AGENDA

- ▶ Session Objective
- ▶ Project Discovery
- ▶ Brand Discovery
- ▶ Visual Inspiration & Guy Reaction
- ▶ Competitive Analysis
- ▶ Initial Concepts

Freshly
WRAPPED



TO SHOWCASE THE
IMPORTANCE OF BRAND
STRATEGY WHEN
DEVELOPING YOUR CORE
BEER LINE.

OBJECTIVE

**“IF YOU ARE NOT A BRAND,
YOU ARE A COMMODITY.”**

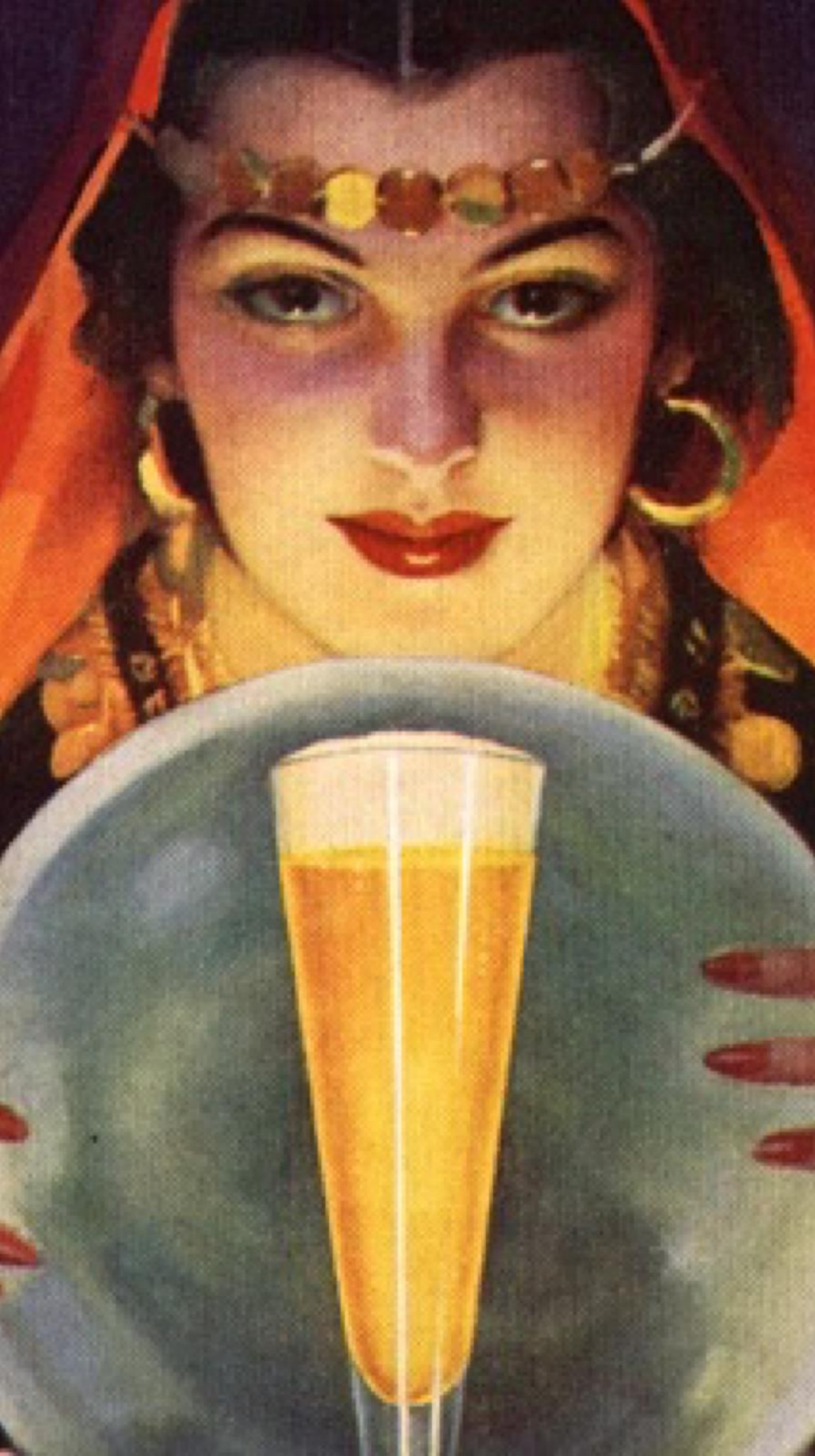
Philip Kotler

**“BE YOURSELF. EVERYONE
ELSE IS TAKEN.”**

Oscar Wilde

BRAND STRATEGY INCLUDES:

- ▶ Vision
- ▶ Values
- ▶ Story

A woman with dark hair and a bindi, wearing a red sari and gold jewelry, holds a large glass of beer with a thick head of foam. The background is dark.

YOUR BRAND VISION IS
WHERE YOU WANT YOUR
BRAND TO BE.

VISION

BRAND VALUE



Coolness

Creativity

Customer Service

Diversity

Dynamism

Eco-Consciousness

Education

Equality

Exclusivity

Family

Fashion

Fitness

Health

Innovation

Intellect

Luxury

Nature

Positivity

Professionalism

Quality

YOUR VALUES ARE THE
CORE PRINCIPLES THAT
NEVER CHANGE.

VALUES



THE STORY OF YOUR
BRAND IS WHY AND HOW
IT CAME TO BE.

STORY

CORE DESIGN ADVANTAGES:

- ✓ **MAKES A STRONG BRAND STATEMENT**
- ✓ **EASILY IDENTIFIABLE**
- ✓ **BREAKS THROUGH THE CLUTTER**
- ✓ **HIGHLIGHTS YOUR BEER VARIETIES**

CORE DESIGN ADVANTAGES:



CORE BRANDING CREATES A
"STORE WITHIN STORE" BRAND
STORY AT RETAIL.

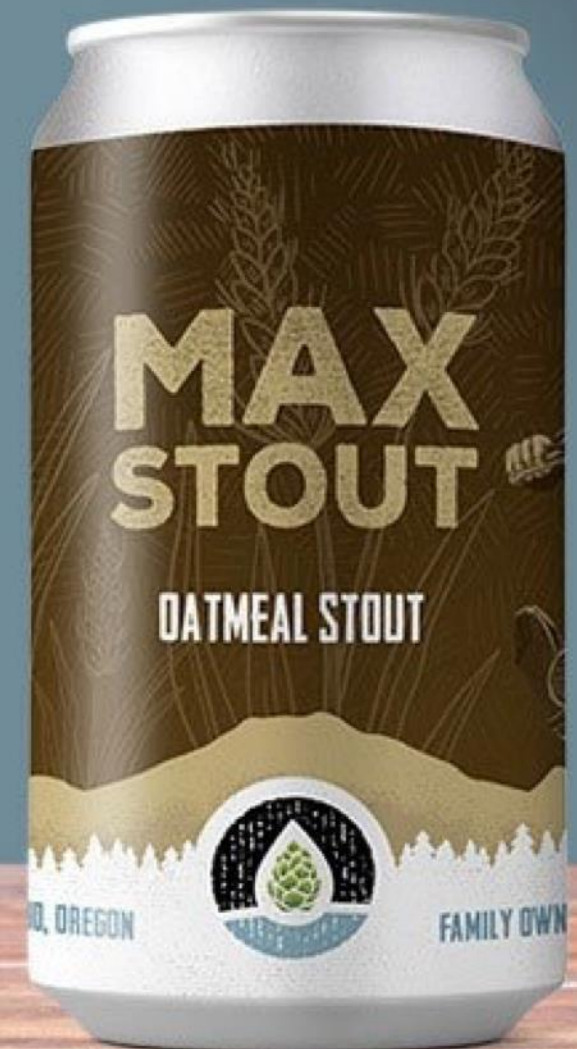
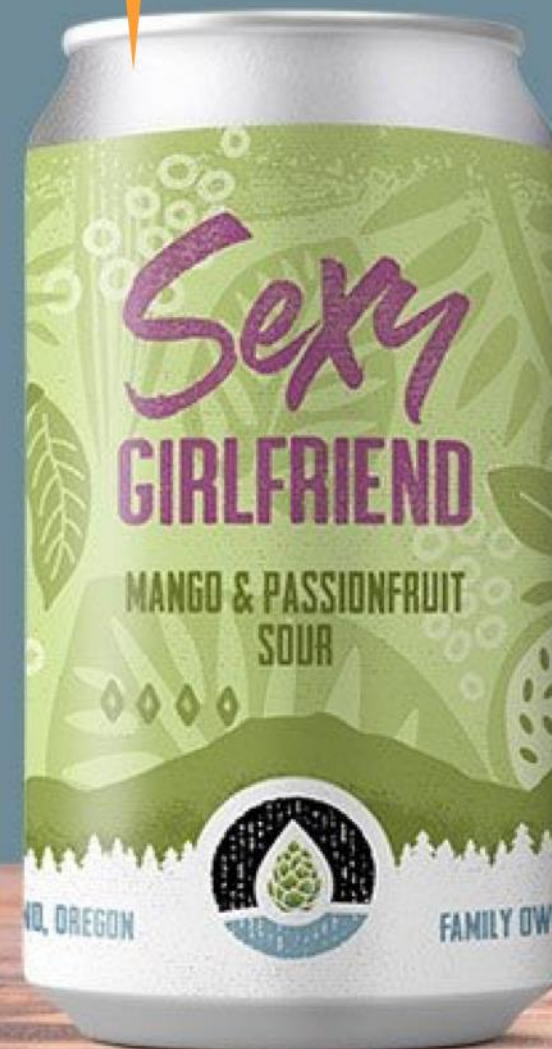
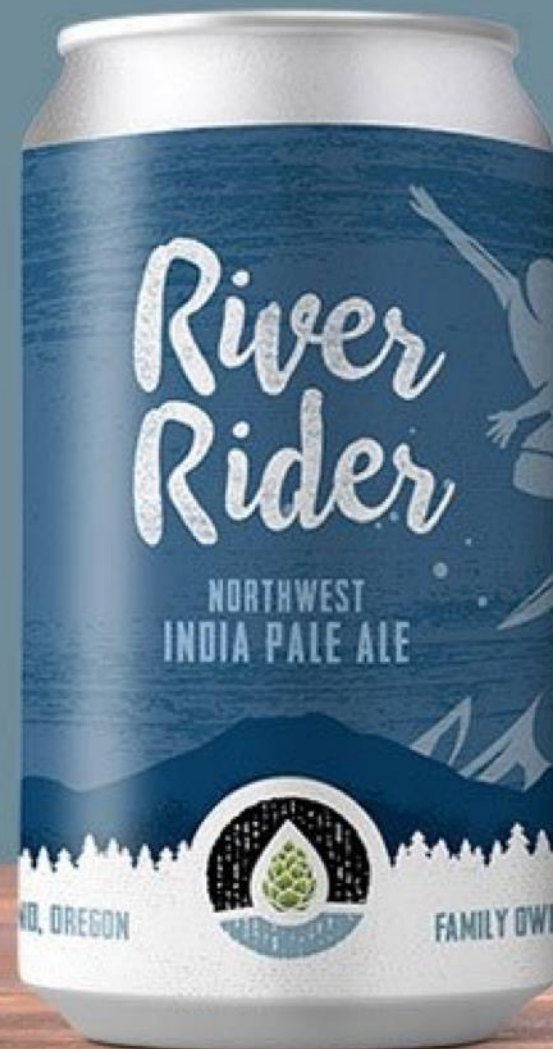
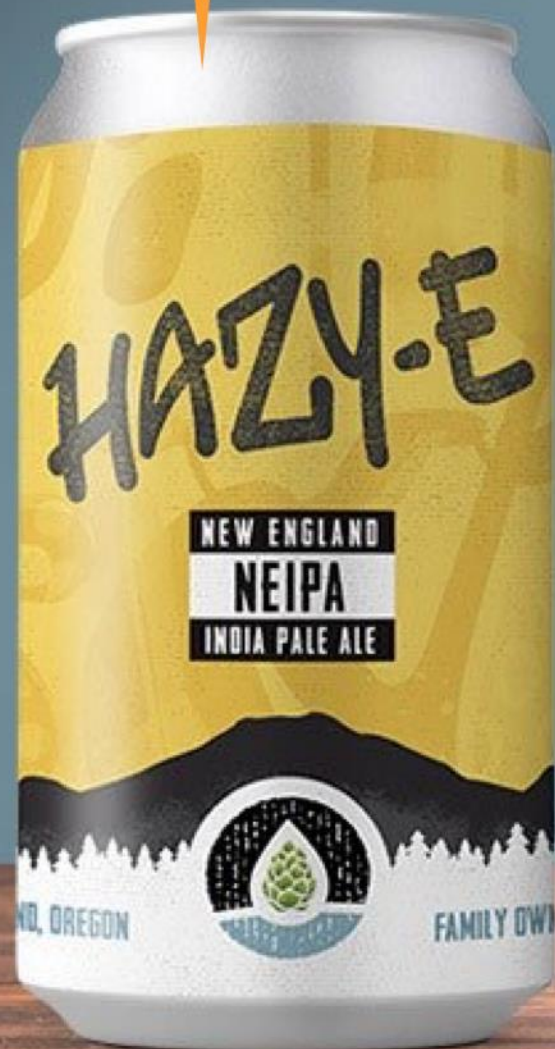


CORE DESIGN ADVANTAGES:



INSTANT
BRAND
RECOGNITION

ALLOWS DIFFERENT
BACKGROUNDS
PER VARIETY

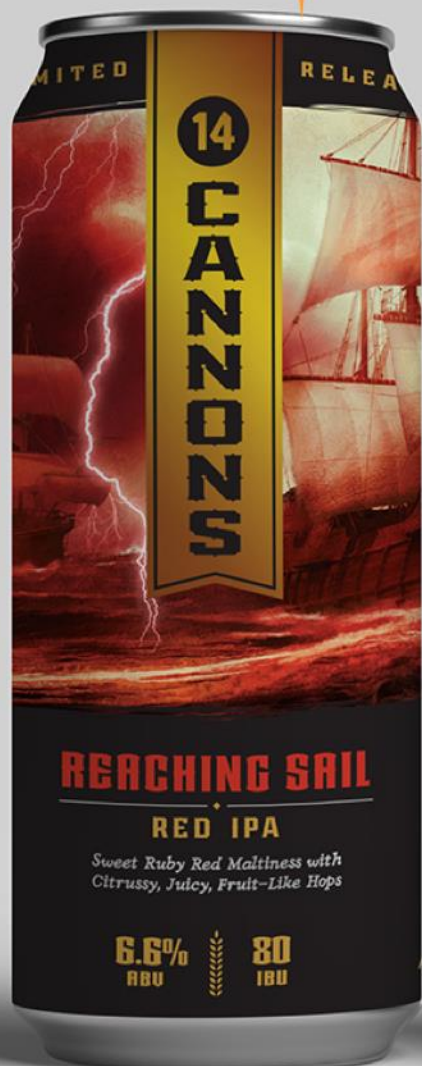


CORE DESIGN ADVANTAGES:



ALSO GREAT FOR
LIMITED EDITION
SERIES

SLIGHT COLOR &
DESIGN CHANGES HELP
DIFFERENTIATION





TRADEMARK BREWING CO.

CASE STUDY 1

TRADEMARK
BREWING CO.

Brand Questionnaire



We build custom designed logos, made specifically for your business.
We dive deep into your company's background to visually represent your company
in the best possible design solution. It's a first impression that needs to last.

Email address *

Valid email address

This form is collecting email addresses. [Change settings](#)



Write out all the different values your brand holds true. Here are a few examples to get you started: innovation / community / artistry / precision / inclusive / adventurous / collaboration / curiosity / hungry / passion / playful / inventive / relentless / tradition / DIY / self reliance / balance / accessibility , etc. *

Long answer text

In plain English, what is your brand? (what do you offer?) *

Long answer text

What are your core values? *

Long answer text

Who is your target consumer? *

Long answer text

What role should your product/brand play in your customers' lives? *

Long answer text

Describe some competition? How are you different? *

Long answer text

What emotions should your branding evoke? *

Long answer text



**Just like people,
your company's
brand has a
personality,
which will
determine how
customers
connect with you**

TIP:

**Search: BRAND
ARCHETYPES for
more
information!**



=

THE
CREATOR

TRADEMARK
• **BREWING** •



The Creator



INNOVATION



*If It Can Be Imagined
It Can Be Created*

 BRAND VOICE

 BRAND MESSAGE

Inspirational

Daring

Provocative

*See Potential Everywhere
and Uncover Originality
With Liberated Imagination.*

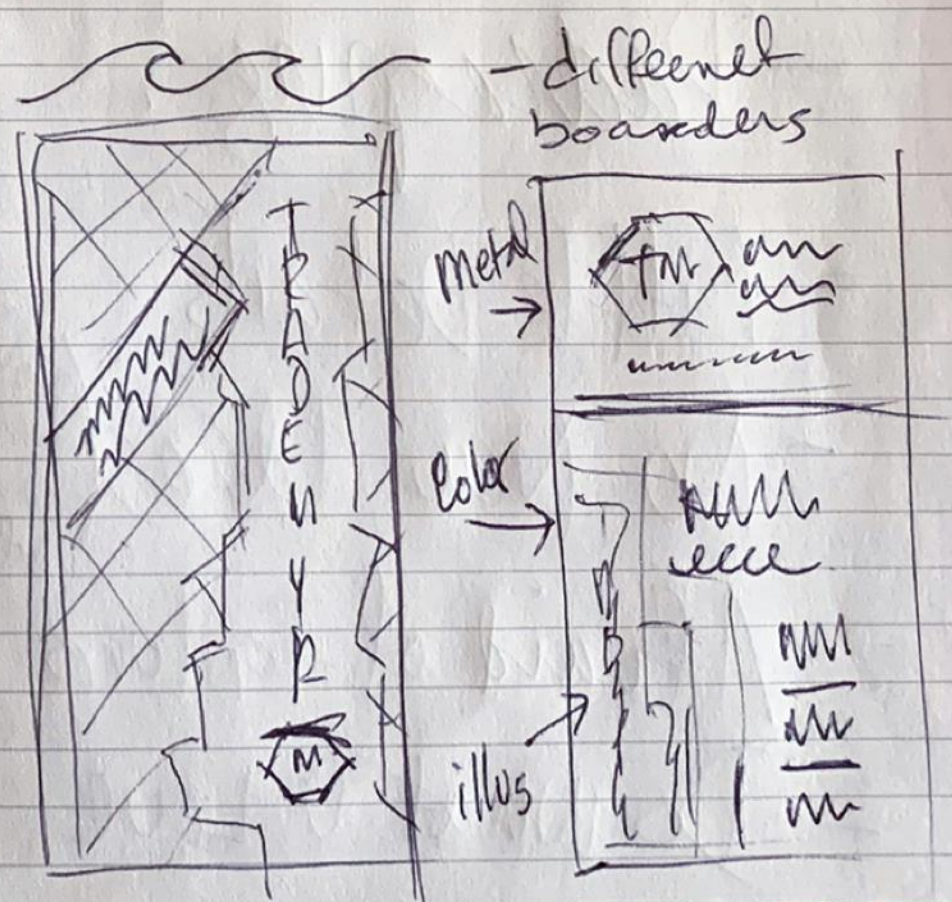
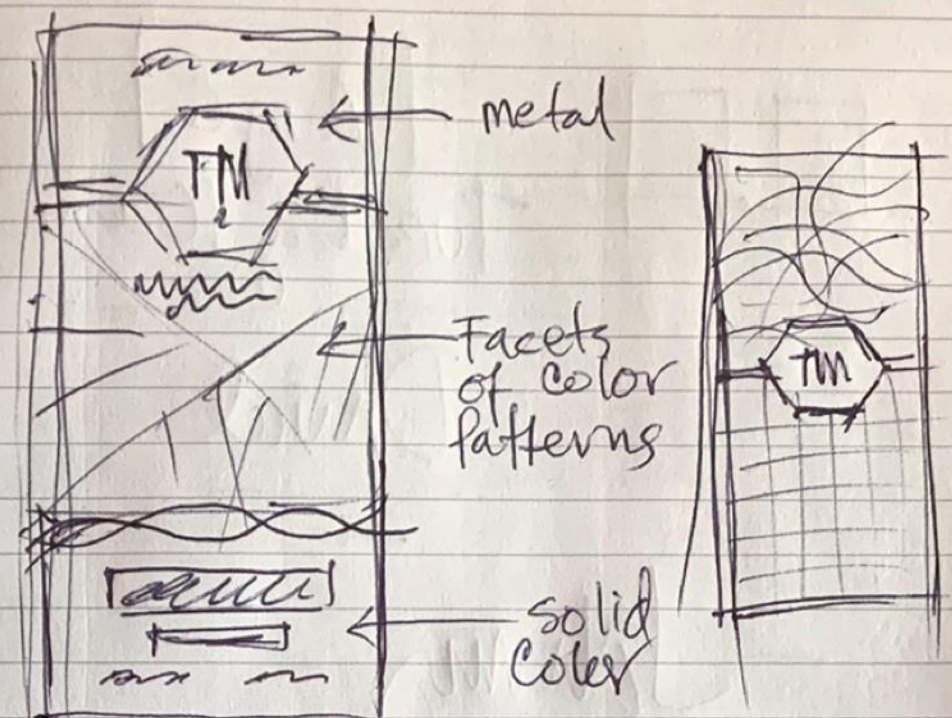
CREATOR BRANDS



- ✓ **BOLD ELEGANCE**
- ✓ **SUBTLE SOPHISTICATION**
- ✓ **INNOVATIVE WITH A FOUNDATION OF TRADITION**
- ✓ **ELEVATED APPEAL**



THERE IS AN ELEVATED PERSONALITY, WITHOUT
LOSING INNOVATIVE SPIRIT.



THE CONCEPTS

option 1

Aluminum Finish

White with Bubble Pattern

Wave shapes, to soften the look and pay homage to Long Beach.



All green art would change per Beer variety.

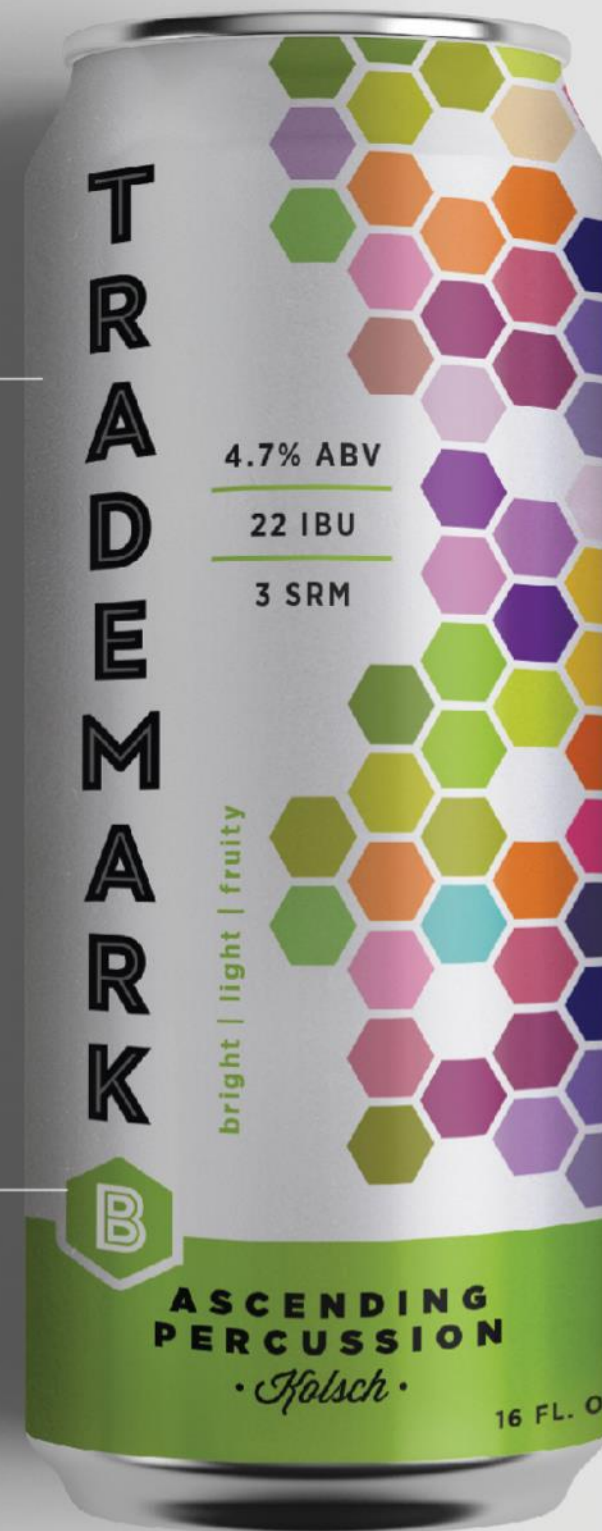


option 2

Aluminum Finish



All green art would change per Beer variety.



option 3



All green art would change per Beer variety.

Aluminum Finish

White with Bubble Pattern



option 4



All green art would change per
Beer variety.

White Finish

Black with Bubble Pattern



option 2

Aluminum Finish

THE WINNER!



All green art would change per Beer variety.





It is recommended to keep all important artwork below the 18 mm mark to avoid distortion.

It is recommended to keep all important artwork above the 7 mm mark to avoid distortion.



It is recomm
to keep all im
artwork belc
18 mm ma
avoid distoi

M A L T
Pilsner, Wheat, M
H O P
Hallertau Magnum, Ma
Y E A S
Kolsch

It is recomm
to keep all im
artwork abo
7 mm mar
avoid distoi



TRADE
MARK

B

ASCENDING
PERCUSSION
• KOLSCH •
BRIGHT • LIGHT • FRUITY

ASCENDING
PERCUSSION
• KOLSCH •

4.7%
ABV

22
IBU

3
SRM

Fresh 'n juicy and ready for National IPA Day, MORNING HAZE (6.7% NEIPA) is ready to saturate your face with all manner of juicy delights. Built on a foundation of maris otter and pilsner malts, we saturated this bad boy with two types of wheat and two types of oats for all the silky mouth feels. Capped off with an absurd volume of our favorite juicy and tropical hops, this DDH creation is sure to brighten your morning, or your evening, or any time in between.

TM

B

brewed with care by
**TRADEMARK
• BREWING •**
*233 e Anaheim Street
Long Beach, California*

16 FL. OZ.
CA CRV

ALWAYS
RECYCLE

LA
LA COUNTY
BREWERS GUILD

SUSTAINABLY
BREWED

CERTIFIED
INDEPENDENT
CRAFT

GOVERNMENT WARNING: (1) According to the Surgeon General, women should not drink alcoholic beverages during pregnancy because of the risk of birth defects. (2) Consumption of alcoholic beverages impairs your ability to drive a car or operate machinery, and may cause health problems.

6 80569 38449 2



ASCENDING
PERCUSSION
•KOLSCH•

4.7%
ABV

22
IBU

3
SRM

Fresh 'n juicy and ready for National IPA Day, MORNING HAZE (6.7% NEIPA) is ready to saturate your face with all manner of juicy delights. Built on a foundation of maris otter and pilsner malts, we saturated this bad boy with two types of wheat and two types of oats for all the silky mouth feels. Capped off with an absurd volume of our favorite juicy and tropical hops, this DDH creation is sure to brighten your morning, or your evening, or any time in between.



brewed with care by
**TRADEMARK
• BREWING •**
*111 e 6th street
Long Beach, California*

16 FL. OZ.
CA CRV



CORE LINE UP





Freshly
WRAP

BIG STUMP BREW CO.

CASE STUDY 2



INTERVIEW PATRONS & EMPLOYEES

Brand Questionnaire



WHY DOES YOUR BREWERY MATTER?

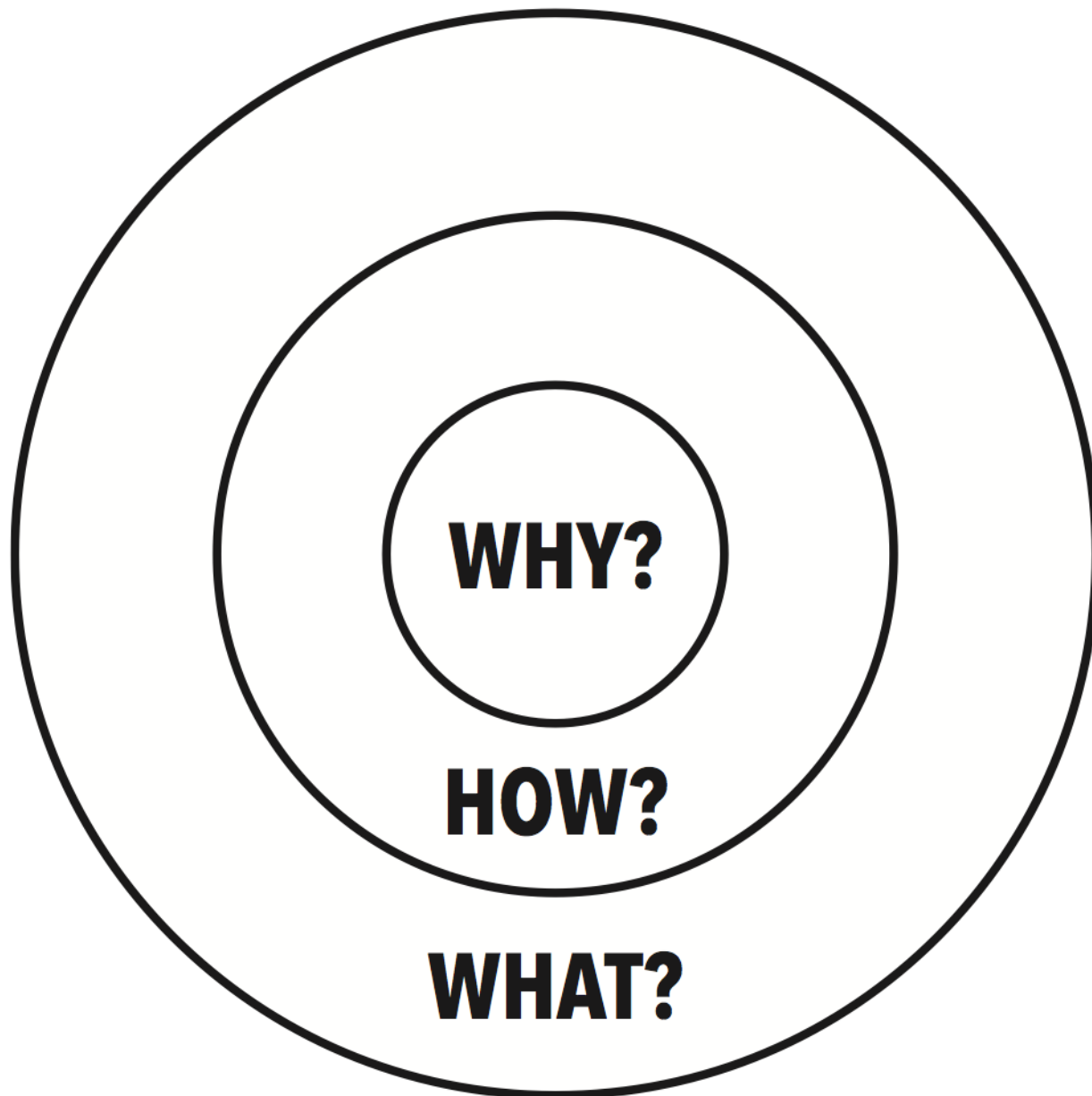
Brand Positioning



**WHAT ROLE SHOULD
YOUR BREWERY PLAY
IN YOUR CUSTOMERS'
LIVES?**

Brand Positioning

START WITH THE WHY



WHAT?

We offer an elevated array of international beer styles

HOW?

Innovative brewing techniques.
Sour and barrel aging program.

WHY?



WHAT DID WE LEARN?

Branding Key Points

SOUR BEERS FOR SWEET FRIENDS

QUICK IDEAS

**WE BELIEVE GOOD BEER CAN
START GREAT RELATIONSHIPS**

QUICK IDEAS

**FOR THE LOVE OF BEER.
BEER FOR OUR LOVED ONES.**

QUICK IDEAS

IT'S THE BEER THAT BINDS US

QUICK IDEAS

**GREAT BEER FOR OUR BEST
FRIENDS**

QUICK IDEAS

BRAND PERSONAS

BRAND STYLE BOARDS

THE WEEKENDER



I'M ON A BOAT



MODERN TRADITIONAL



MARKET RESEARCH

COMPETITOR LANDSCAPE



COMPETITOR LANDSCAPE



COMPETITOR COLOR CODING

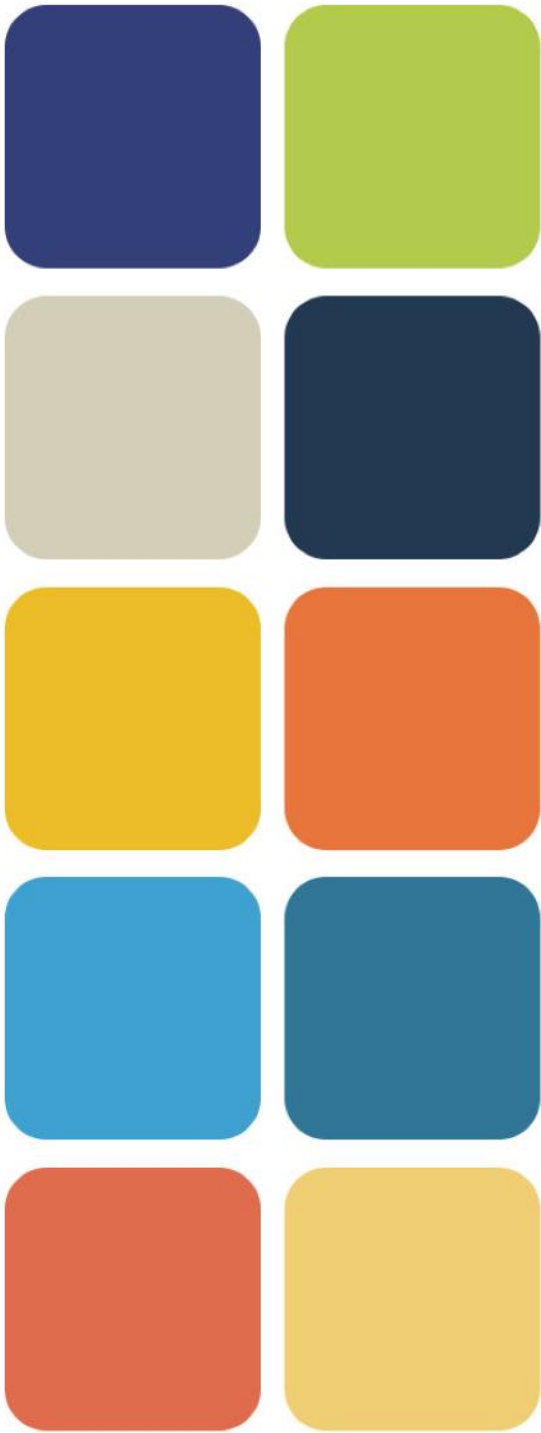


COLOR CODING

COMPETITOR COLOR CODING



COMPETITOR COLOR CODING



COMPETITOR COLOR CODING



DESIGN TIME

FINALLY !!!!

BIG STUMP CONCEPTS



BIG STUMP CONCEPTS



BIG STUMP CONCEPTS



BIG STUMP CONCEPTS



FONT EXPLORATION



COLOR CODING



FINAL RESULT

GOVERNMENT WARNING: (1) According to the Surgeon General, women should not drink alcoholic beverages during pregnancy because of the risk of birth defects. (2) Consumption of alcoholic beverages impairs your ability to drive a car or operate machinery, and may cause health problems.

1 PINT

INDEPENDENT
Craft Beer

**LION'S
CROWN**

Hazy
INDIA PALE ALE

BIG STUMP



7.4% ALC/VOL

BIG STUMP Brew Co.

LION'S CROWN
Hazy
INDIA PALE ALE



Our Flagship Double Dry Hopped Hazy IPA. This juicy New England Style IPA combines Simcoe and Mosaic to round out a plethora of tropical hop notes while copious additions of red wheat and flaked oats add a pillowy mouth feel. The Mosaic dry hop we use to finish this beer takes Lion's Crown over the top!

BREWED AND CANNED BY
BIG STUMP Brew Co.
SACRAMENTO, CALIFORNIA

BIGSTUMPBREWCO.COM



@BIGSTUMPBREWCO 
 PLEASE RECYCLE
CA REDEMPTION VALUE





BIG STUMP Brew Co.

LION'S CROWN
Hazy
INDIA PALE ALE



Our Flagship Double Dry Hopped Hazy IPA. Juicy New England Style IPA combines Citra and Mosaic to round out a plethora of hop notes while copious additions of malt and flaked oats add a pillowy mouthfeel. Mosaic dry hop we use to finish this beer. Lion's Crown over the top!

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SACRAMENTO, CALIFORNIA

BIGSTUMPBREWCO.COM



BIGSTUMPBREWCO.COM
PLEASE RECYCLE
CA REDEMPTION



QUESTIONS



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