

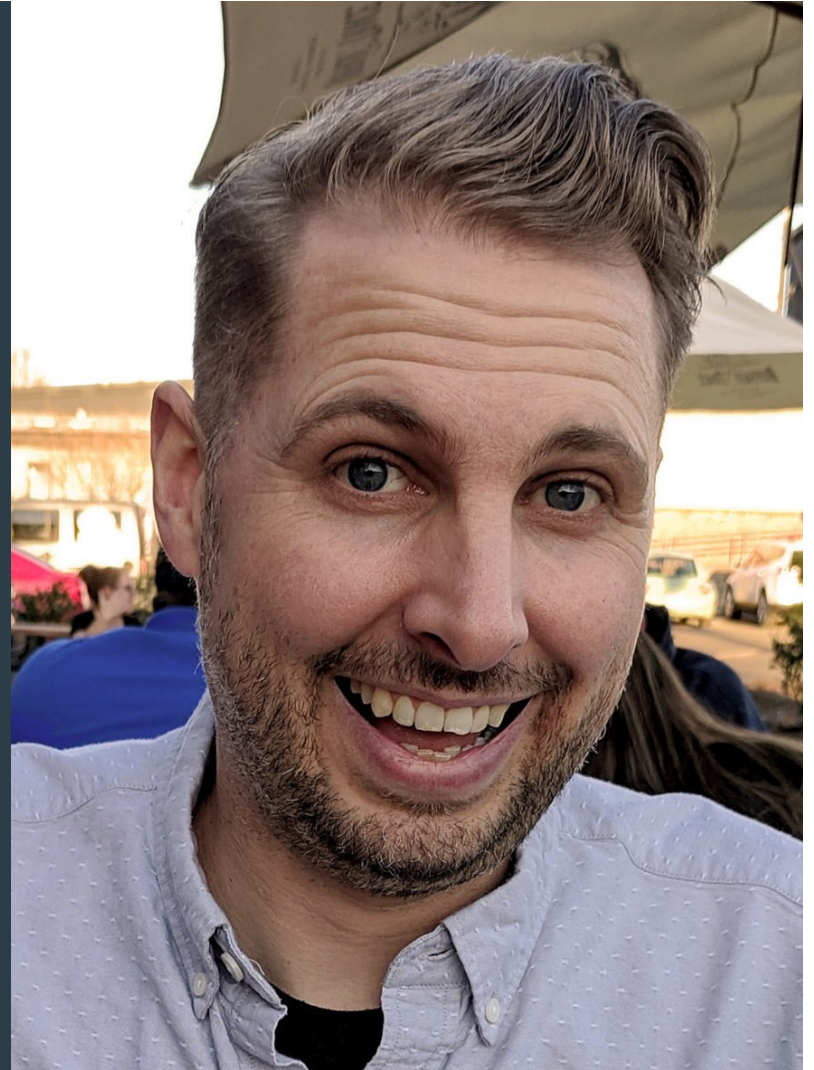
not your average beer



# Ryan Wheaton

branding + design  
**CraftBrewCreative.com**

branding brews podcast  
**BrandingBrews.com**





ANDING IS NOT



branding  
is not

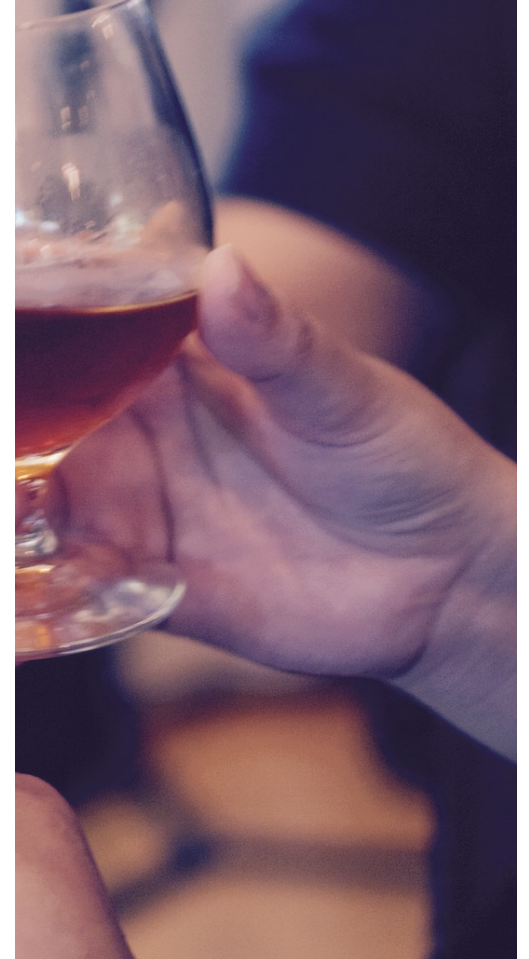
(JUST YOUR...)

**Logo**

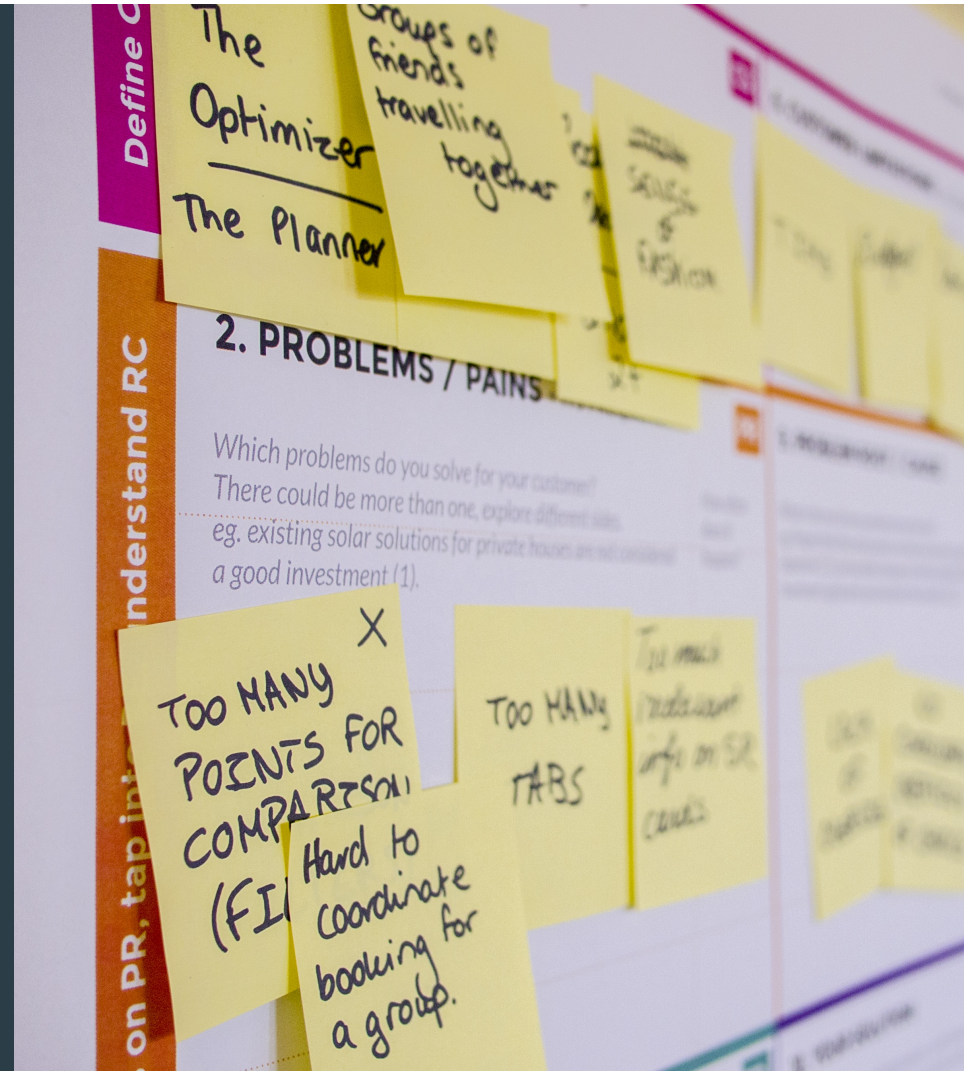
**Website**

**Can labels**

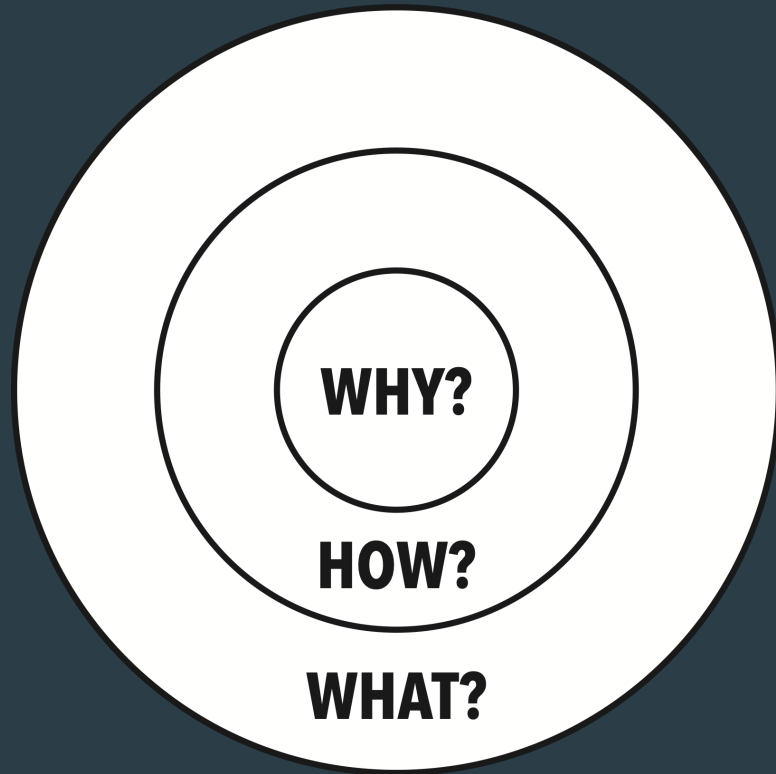
**Shirts, hats,  
merchandise**



# the branding process

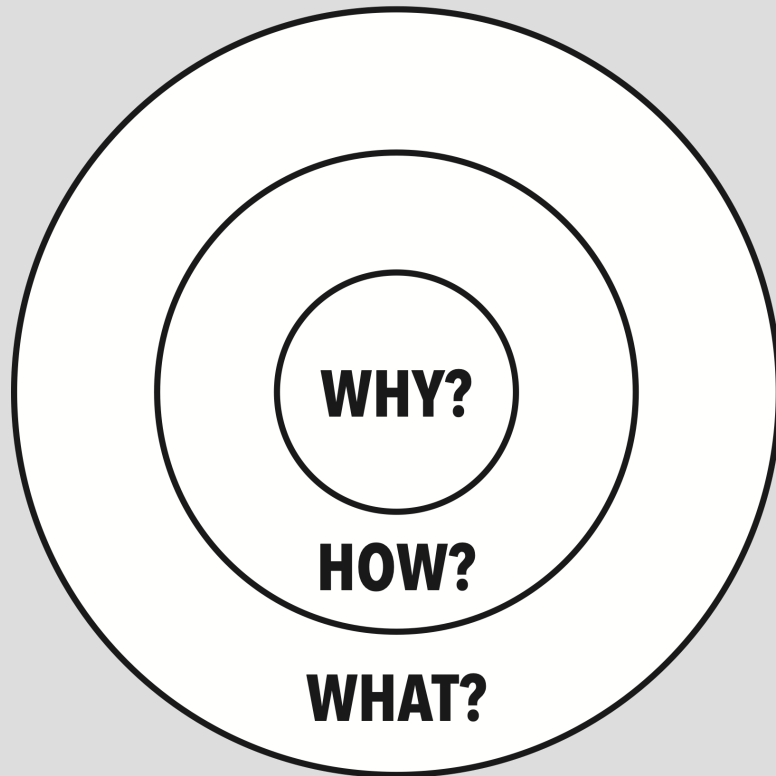






## start with the why

- Simon Sinek - TED Talk and book
- Why are you the one?
- What makes you unique?



## **WHAT?**

We offer an elevated array of international beer styles

## **HOW?**

Innovative brewing techniques.  
Sour and barrel aging program.

## **WHY?**

BUILDING BLOCK



brand building blocks

What role should  
your brewery play in  
your customer's  
lives?



# brand values





# brand values

---

What values hold true for you?

- innovation
- community
- artistry
- sustainability
- precision
- inclusivity
- adventurous
- collaboration
- curiosity
- hungry
- passionate
- etc.



# MISSION

**what problem are you solving  
in the world?**

# VISION

**how are you going to solve  
your mission problem?**





# BRAND PERSON

**if your brand was a person,  
who would they be?**



# brand persona

---

- What style of clothes?
- What car do they drive?
- What are their hobbies?
- What kind of job?

# AND ARCHET

The MAGICIAN

The SAGE

The INNOCENT

The OUTLAW

The JESTER

The LOVER

The EXPLORER

The RULER

The CAREGIVER

The HERO

The REGULAR

The CREATOR





UTTING THI  
TO WORK



## get a name!

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- Hopefully means something to you
- Consider complexity
- Unique to the market, not trademarked
- Web presence

# lock down your web presence!

Create social accounts

Purchase domain name



# BRAND IDENTITY

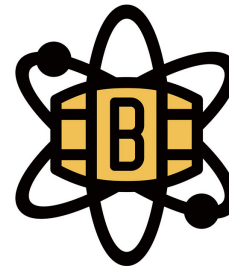
the clothing for your brand

brand identity

# logo system

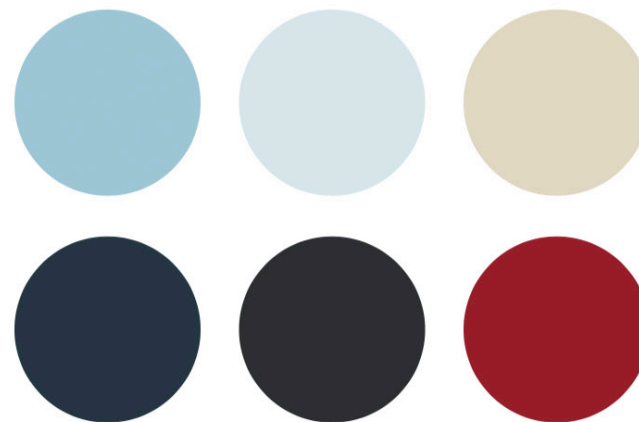


**BREWORX**  
BEER COMPANY



brand identity

brand  
colors





brand identity

brand  
typography



## **For the Love of Craft**

The Complete Canning Package

**INCREASE SPEED, QUALITY & EFFICIENCY**

**Can Handle Applicator**

We started American Canning for one reason – to provide craft consumers greater access to the beverages they love most. Our equipment, supplies and mobile canning services break down barriers to packaging with low minimum quantities, affordable pricing, quick lead times and easy online ordering.

*"We're in it for the love of craft and helping beverage makers share their craft in cans. Together, we can. That's our commitment to being your packaging partner."*

brand identity

brand  
aesthetic

**BLAKER**



BREWING

BlakerBrewing.com

Instagram Facebook Twitter @BlakerBrewing



# AND GUIDELIN

**keep it tight...aight?**

## LOGO USAGE - SPACING



### HORIZONTAL LOGO SPACING

The spacing above shows the minimum amount of spacing around the brand logo when applied.



### MEASURE LOGO SPACING

Use the measurement system shown here to leave the correct amount of space around the logo.



## LOGO USAGE - MINIMUM SIZE

### MINIMUM SIZING FOR PRINT

Do not implement the logo any smaller than the dimensions listed below. *\* Examples are not actual size, just for visual reference.*



### MINIMUM SIZING FOR DIGITAL

Do not implement the logo any smaller than the dimensions listed below. *\* Examples are not actual size, just for visual reference.*



**LOGO USAGE** - LOGO ON BRAND COLORS



## LOGO USAGE - INCORRECT USES



DO NOT RECOLOR



DO NOT SQUISH OR STRETCH



DO NOT ADD DROP SHADOW



DO NOT REPRODUCE IN GRAYSCALE



DO NOT REARRANGE ELEMENTS



DO NOT TURN VERTICAL



DO NOT ROTATE OR SKEW



DO NOT REMOVE ELEMENTS



DO NOT PLACE OVER IMAGES

## TYPOGRAPHY - HIERARCHY & USAGE

**Headline 1** MONT HEAVY

Headline 2 MONT SEMIBOLD

HEADLINE 3 MONT HEAVY

Headline 4 MONT HEAVY

Paragraph/Body - Museo 300

**Paragraph/Body Bold - Museo 900**

Paragraph/Body line-height should be set to 150%

Example: 12pt Font - 18pt Line Height

*Quote/Emphasis - Museo 500 italic*

**For the Love of Craft**

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#### Funkwerks Logos 2 Assets



#### General Marketing Images 8 Assets



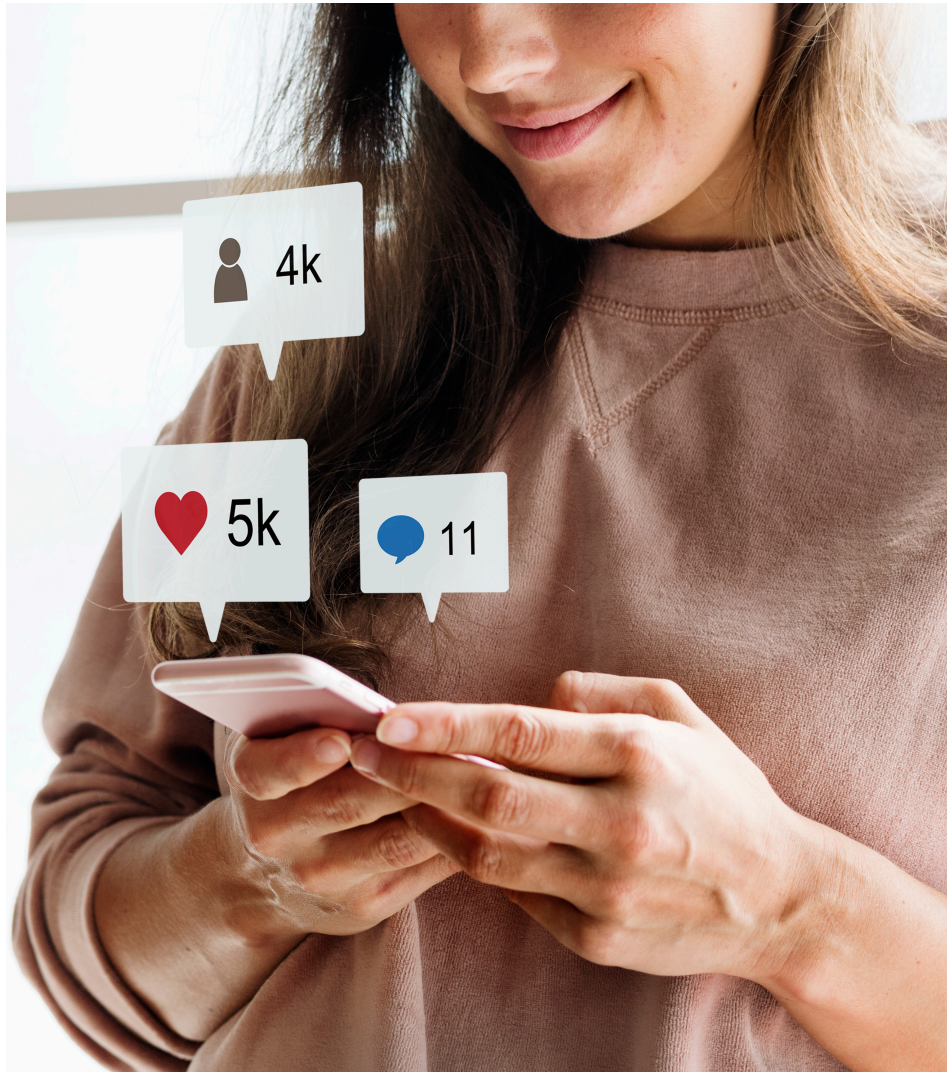
# brand kit

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- On your website, or link
- For media, vendors, partners
- Logo files
- Photos
- Marketing collateral

# COVID

**branding in the current time**



# social media

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- More time at home
- Stay in front & relative
- Beer releases
- Delivery and Pickup

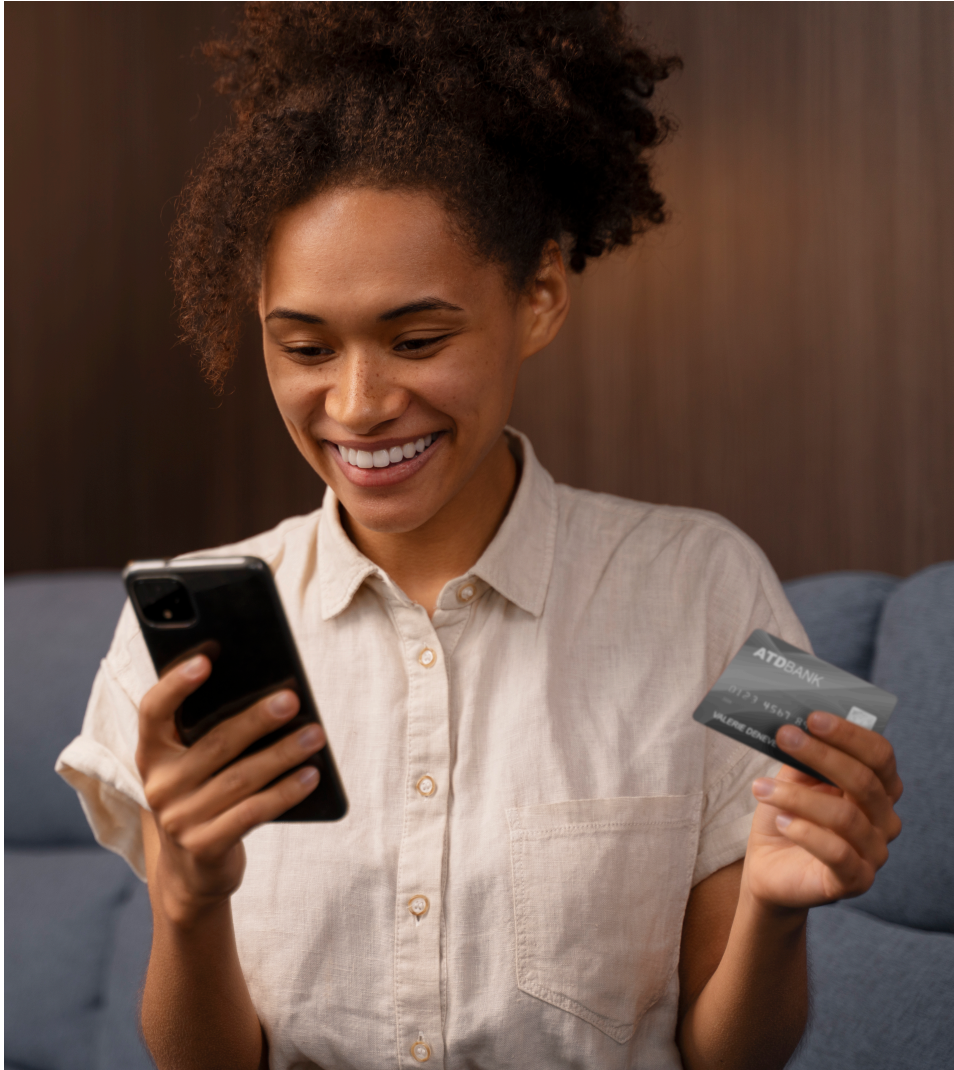


# safety

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- Trust in being safe
- What are your practices?
- Welcoming





# e-commerce + web

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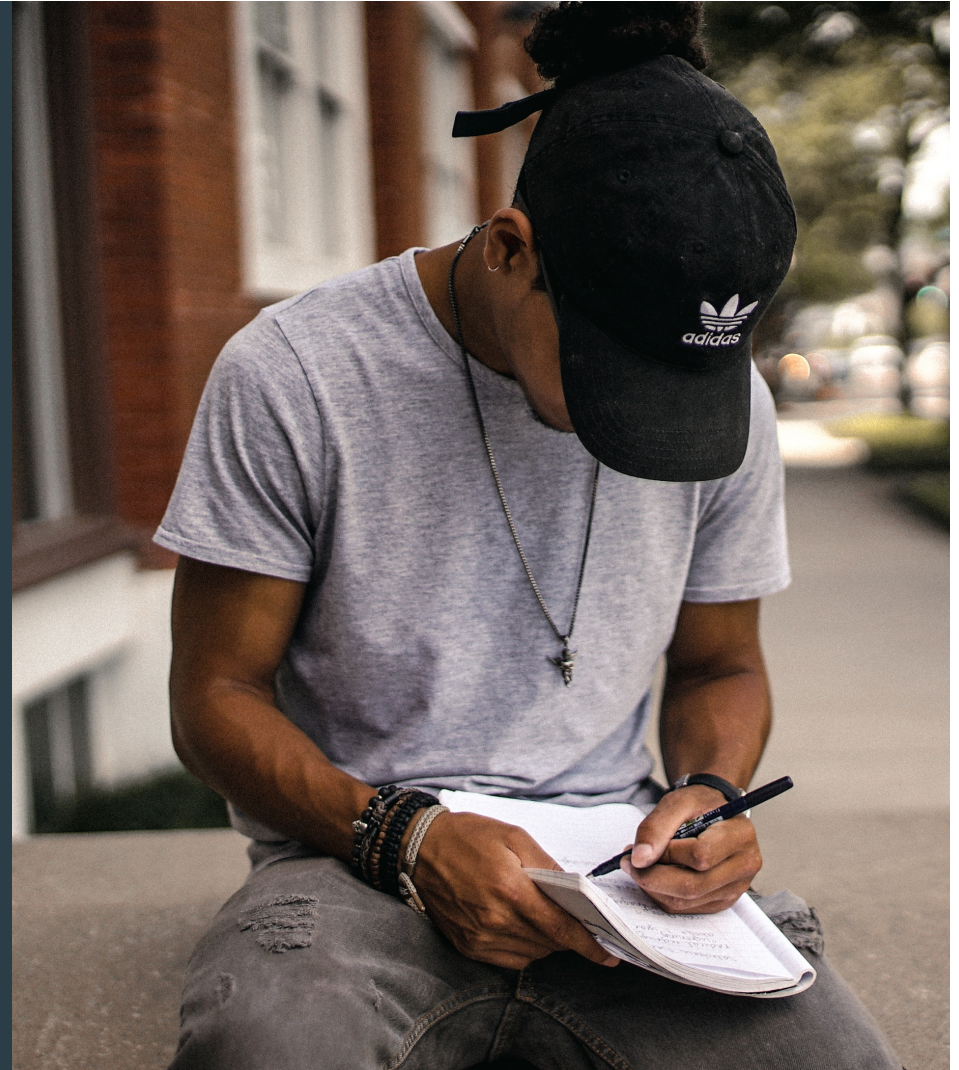
- Touchless beer menu
- Online experience
- Smooth ordering
- Customer service

# CASE STUDY

**big stump brewing**

case study - big stump

# brand keywords





case study - big stump

# brand positioning

Why does your  
brewery matter?

What role should your  
brewery play in your  
customers lives?



case study - big stump

the why







**foodie  
relationships  
focal point  
creativity  
lifestyle**

# POINTS FOR BR

**Inviting**

**Elevated yet approachable**

**Casual atmosphere**

**Professional yet a sense of adventure**

case study - big stump

tagline  
ideas

we believe  
good beer  
can start  
great  
relationships

case study - big stump

# tagline ideas

for the love of  
beer.

beer for our  
loved ones.

case study - big stump

tagline  
ideas

it's the  
beer that  
binds us



case study - big stump

tagline  
ideas

Great beer  
for our best  
friends













# CONCEPTS

**core beer can branding**







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



Brew Co.  
SACRAMENTO CALIFORNIA

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





# QUESTIONS?

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branding brews podcast  
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**ryan@craftbrewcreative.com**