

Best End Brewing Co. Rebrand Process

Madison Moats | GRDS 408 Portfolio
Spring 2021

Contents

Purpose	3
Current Brand	4
Process	7
Feedback	14
Changes based on feedback	15
Final Brand	20

Purpose

Best End Brewing Co. is a brewery in Atlanta, GA that has a line of beers as well as a physical brewery and restaurant space. They are relatively new and still working on establishing their brand and product line. Because of their size and age, they are also still working on establishing their visual language. Currently, it lacks consistency and refinement. This project set out to establish a more unique, elevated visual identity that would be uniform across multiple platforms, especially between their packaging and in-store experience.

Current Branding

Current Logo

The current Best End Brewing Co. brand is not fully developed. It lacks consistency across media, and the logo is fairly generic. There were many opportunities to further develop the visual language of the brand to be appropriate for its growing popularity.



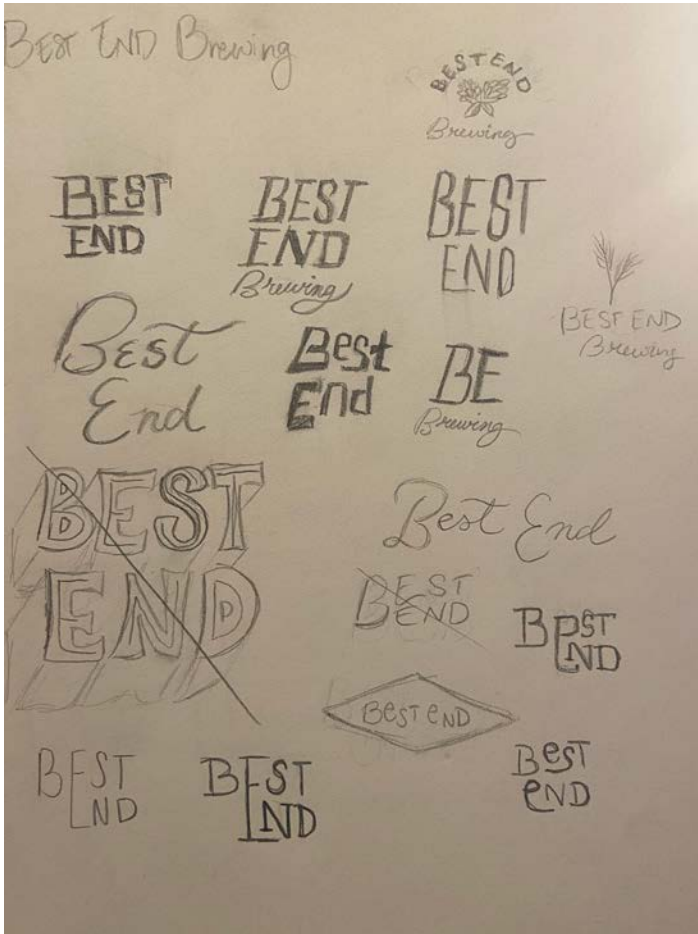
Packaging

The look of the packaging for Best End is not very defined. Each brew has an entirely different feeling, and the designs lack sophistication. The more illustrative cans look similar to many other craft beer cans, and the graphic look of the “Cuomo Arigato” brew could be elevated.



Process

Sketches



Initial Explorations



**BEST
END**

BEST END

Best End

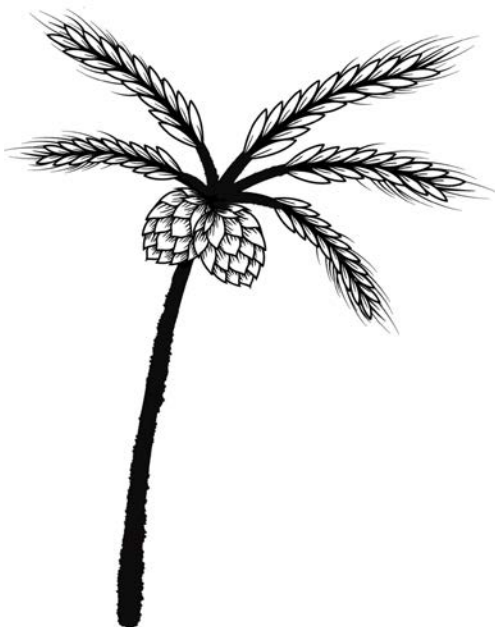
BEST END



BEST END
BREWING CO.

Best End

Best End



BEST END
BREWING CO.

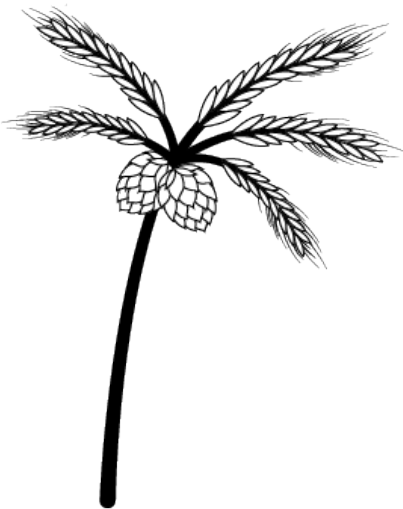
Best End

BEST END

**BEST
END**

BEST BEST
END END

Initial Explorations



Initial Explorations

**BEST
END**

**BeST
EnD**

*BEST
END*

**BEST
END**

**BEST
END**

**BeST
EnD**

**BEST
END**

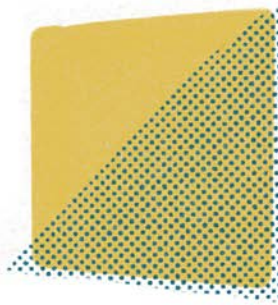
Initial Look

BEST
END

BEST
END

BEST
END
BREWING CO.

Be



Feedback

- Add different roll-outs, like tees and beer glasses.
- Make refinements to the menu and how it is displayed in mockups.
- Normalize colors across brand.

Changes based on feedback

Menu

The design of the menu has been refined and now incorporates of the key visual identifiers of the brand.

BEFORE



AFTER



Colors

The off-white color has been pulled back to better mix with other brand colors.

BEFORE



AFTER



Tees

T-shirts could be worn by employees of the brewery or bought by patrons.



Beer Glass

An addition of the beer glass visualizes how the brand might look on elements in the brewery space itself.



Final Product

The current visual landscape of craft beer brands sees many illustrative approaches, with complex, detailed artwork and full saturation of colors. While this style is beautiful and for the most part, well-executed, it has caused many beer brands to look the same. Browsing the shelves, it can become difficult to recognize one brand as opposed to another. This new look aims to set Best End apart from the rest, with a more graphic, bold, immediately recognizable style.

The identity consists of a hand-drawn word mark, a letterpress typeface mixed with handwritten type, printmaking textures, and a small set of strong colors. With these elements, the Best End brand includes distinctive packaging and collateral for the brick and mortar brewery space.

**BEST
END**
BREWING CO.

Colors and Typography



Headings

HWT UNIT GOTHIC

Secondary

BOUFFANT

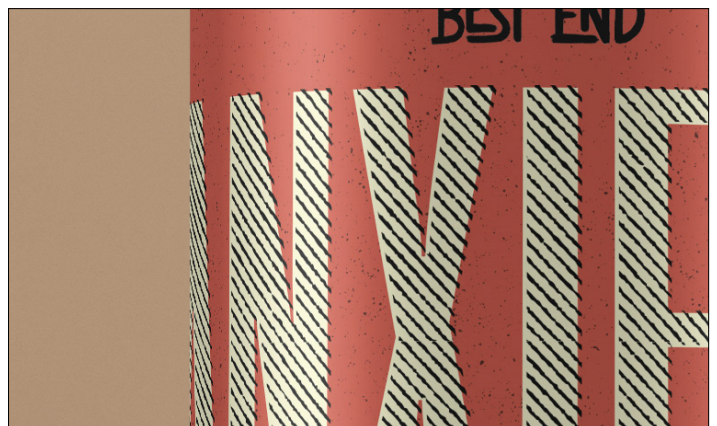
HENDERSON SLAB

Body Copy

Acumin Pro Light. Pudi dunt aliquibeați quaecatem sunt qui nobistrum aligent, iur modi occabor eperciam lam fugit offic tem exped quame laceritio.

Textures

The textures refer back to printing and illustration techniques, using lithographic patterns, stippling, and dry-brush painting.



Final Images



Final Images



Final Images



Final Images



Final Images



Final Images



Before and After

BEFORE



AFTER

**BEST
END**
BREWING CO.

Before and After

BEFORE



AFTER



