

Logo Design - Storied Beer Co.

Project Background

Storied Beer Co. is a start-up craft brewery from Ontario, Canada. The brand needs to be established based on the information included below. We are looking for a clean and simple logo.

About the Brewery

We've included a number of statements and values that will give you an idea of what the brewery will look and feel like when opened.

Positioning Statement

A local brewery offering a collaborative space for beer lovers and storytellers.

Core Values

- **Local** - Community, nostalgic
- **Deliberate** - Standards and business direction
- **Imaginative** - Beer styles, presentation on both bottles & tap room, ie. walls of books
- **Collaborative** - Work with other brewers, businesses - cross promos. Inclusive - open to many different type of people. A welcoming, comfy location, known as your neighbourhood pub, gathering space
- **Enjoyable** - Fun for owners, staff and customers (books, games, ping pong)

Tagline

For beer loving storytellers

Positioning

What do we do?

- We brew a variety of original, full flavoured beer
- Tell local stories and provide a venue to share stories
- Local ingredients in beer
- Food offered (gourmet sandwiches, pork producer, bluewater beef)?
- Book store feel

Who is it for?

- Beer lover and storytellers (community members need other options)
- Social hub (friends, family or business colleagues)
- Lambton local - easy drinking for a volume beer
- Business folks with a taste for a beer
- Options for "non beer drinkers" - Cider? Wine?
- Approachable options

How are we different from the competition?

- Collaborative
- Bigger Space or Different layout
- Tours, engaging, videos (equipment in view)
- Professional (space, not DIY)
- Good for business meetings (booths, more privacy)
- Bottle Shop within view of the taproom
- Comfortable
- Book store feel (interesting look, gives you some different colours and textures)

Brand Personality

Enjoyable / Confident / Warm / Innovative / Community / Sentimental / Dedicated / Middle-aged / Business Casual / Collaborative / Inclusive / Inviting /

Communication Tone

Professional & Nostalgic

Company Culture

- Enjoyable
- Rewarding / Recognition
- Community focus
- Teamwork
- Conscientious
- Autonomy
- Respectful
- Professional
- Service
- Transparent

Design Direction

We are looking to create a logo that has a different feel than the normal ones used for breweries. We don't want to use things like a beer cap, bottle or glass.

The following reflects some general design direction and parameters to follow:

- The logo's font should be clean and simple.
- It should be easily legible so avoid cursive scripts.
- We like the idea of a simple logo mark with type.

The tagline doesn't necessarily need to be incorporated in the logo

Colours - We prefer modern colour tones: dark grey mixed with bright colours (bright blue, orange, yellow, etc.). Avoid overly feminine colours like pinks, purples, mauves etc. We like the contrast between the dark and bright colours.

Avoid the cliché elements of beer hops or other ingredients as well as caps, bottles and glasses.

We prefer square/rectangle vs circle/oval

Some design ideas may include:

- Books or book spines - we are including stories and books within the brewery and this may be an option to explore.
- Typewriter or keys - this one is a little less obvious but is associated with stories.
- Fonts: Typewriter, old style fonts

*****These are only a couple of options to give you an idea of things we may be interested in. If you have other ideas that you would like to explore, we are open to other options.*****

Try to pull from the brewery elements/tones/direction above to get to the essence of the product.

We like logos that creatively incorporate letters from the name into the logo. We like logos that are simple and clean with some sort of abstract or related icon incorporated.

We like logos that are a simply the right font and typography to have a unique and memorable logo.

We've include the Anderson, Muskoka, Beaus and Waterloo logos samples below.

Sample Logos

The logos provided are all liked because they all have a unique and memorable mark affiliated with the Company Name. Abstract elements like Anderson's and Hop Federation appeal to us but may not work in this case. The Hop Federation logo is interesting to us based on the different shades of colours they used within the logo mark.

Mark's like the one used for Muskoka, Beau's and Waterloo combine different elements that appeal to us and all the marks are memorable and distinct. We are open to something with either abstract and unique characteristics, but don't want something that is too deep or hard to "figure out".

We've included a few notes under each of the samples below:



We like the different variations of colour used in this logo.



Clean and simple logo.



We love the chair mark that they use in their logo and other branding. Keep the mark in mind when thinking about how this branding might be extended.



We enjoy the colours and mark used by Beau's. The tractor is fun and unique.



Simple mark and wording. We like the bold type used in this logo.



If we were going to use a book as the logo mark. We like options similar to 1 and 2 over one's like 6 or 7.



A typewriter might be an interesting option to use for the logo. We can envision this replacing the chair on a logo like Muskoka Brewing.



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A few more samples of typewriters.