

ELEMENT

BREWING COMPANY

REBRAND BY JONV

INTRODUCTION

THE ASSIGNMENT

The process of a rebrand sounds like a simple task, but it is not. Throughout this book I will talk about the experience I had with rebranding a small craft brewery.

The main objective was to take a craft brewery with a weak brand and design an all new logo and packaging for the brewery. Doing this requires a lot of work, more than just creating a “cool” design. You must research the brand and dig deep to find out everything you can about the company in order to come up with a reasonable new design.

This process includes finding the affordances, limitations, value proposition, unique selling point, etc of the brand, which I will explain in detail.

WHAT DO THOSE FANCY WORDS MEAN?

Let me explain what these keywords mean and why they are important. All of these words help when researching a brand and finding a way to improve it.

Affordances:

Gives the audience a clear understanding of how the product is being used.

Limitations:

All the restricted areas of the brand.

Failsafe:

Something that may be interpreted the wrong way with the branding proposal.

Value Proposition:

Why the consumer should use your product.

Unique Selling Proposition:

What makes the brand different from the competition.

Taking all of these things into consideration when designing really makes an impact on the final rebrand. It can be the difference between a stand out logo, packaging, poster, etc. or a design that looks poorly made without much thought.

ORIGINAL BRAND

ABOUT ELEMENT BEER

Element Brewing Company is a small craft brewery located in Millers Falls, MA. The company was founded by two friends, Dan Kramer and Ben Anhalt in 2009. Element fuses art and science to create very unique and interesting beers. When they first started they had a small storefront in Massachusetts and as of 2016 they have expanded. Element has been searching for a new space for a few years and their current larger location is perfect for their customers.



WHY THE REBRAND WAS NECESSARY

Taking a first glance at their website, logo, and packaging, I could tell that their brand needed some work. I read a little bit about them and saw that their brand really had a lot to offer and was very unique, but those things just weren't prominent in their designs.

I wanted to take their underlying attributes and bring them to the forefront of the brand. The whole "art, science, and beer" thing is very cool, and I thought it should be one of the first details people see when looking at the logo or packaging.

SWOT ANALYSIS

WHAT IS A SWOT ANALYSIS?

SWOT stands for Strengths, Weakness, Opportunity, and Threats. All of these things need to be evaluated so you can make the brand better. You want to see what works and what doesn't work for the brand and what other things are available to expand on, as well as the other competition that could threaten the brand.

SWOT FOR ELEMENT BREWING COMPANY

Strengths:

Element Brewing Company has a strong connection with Art, Science, as well as Beer. They are able to take three things that don't really go together and make it work. I don't think I have seen a company do that really well but that is one of the things that differentiates them from the competing craft breweries in the area.

Weakness:

Element's packaging is very weak in regards to their brand. The actual design looks nice if it were a wine company or something of that nature, but not beer. The new design needs to push the "Art, Science, and Beer" aspect of their company.

Opportunity:

They have several opportunities that could easily improve their brand. One is to start selling their merchandise like t-shirts, glasses, etc. Another opportunity is to have some local artists put their art up in their brewery.

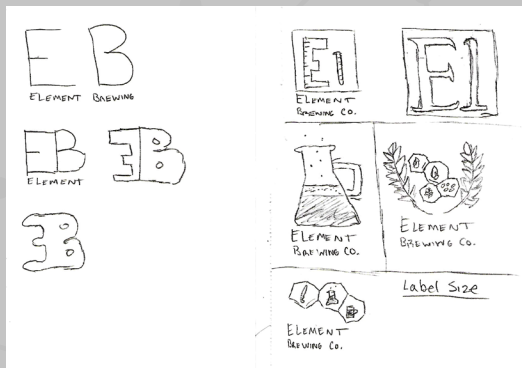
Threats:

The competition from other craft breweries could be a potential threat to Element because Element is located in Miller Falls, MA, and it seems that they stay in that area and their product doesn't really reach other regions.

LOGO SKETCHES

MY THOUGHT PROCESS

This part of the rebrand was the hardest in my opinion. Trying to portray Element's brand in one logo was very challenging because of how unique Element Brewing Company is. I went through a bunch of different ideas and came out with a pretty nice logo in the end.



To kick start my brain, I sat down and just played around with the letter E for Element. I probably sketched about two or three pages worth of all kinds of letters and words. Eventually, that led to more ideas, so I started sketching some more.

The next concept I had was to try to create a natural look with the brand.

I thought because of the brewery name, "Element" I could play off of the four elements: earth, wind, fire, and water. Eventually, that led to the four elements of beer. I came up with hops, barley, malt, and water.

Another rendition I sketched out was to create three icons, one for science, one for art, and one for beer. I wanted to incorporate these icons into the logo so people would see that the brewery is more than just beer.

The last set of sketches I had led to the final logo I created. This idea was to take the word Element and add the icons into the text. This idea seemed to really click and was simple enough to look good digitally.

NEW BRAND

FINAL LOGO

After I came up with a great idea for the logo, the next step was to create it digitally. I opened up Adobe Illustrator and started to execute my ideas. I found about 10 different fonts that could work with the logo and then I picked out the perfect font for this project. I paired the main font with a secondary font for “Brewing Company” underneath the word “Element.” Once I had the layout of the text, I started creating the icons.

PACKAGING

Once the logo was all done, I had to take one of Element’s beers and design a label for a bottle and a six pack case. I chose to use their beer “Red Giant” because its name drew me in. I immediately thought about creating the packaging in a space setting with a big red glowing star. With this idea I opened up my sketchbook again and put the pencil to the pages.

I then created the bottle label in Adobe Photoshop and threw it onto a mockup. Once I had the bottle done I took some of the elements and brought them to the six pack. I rearranged some details and added more to finish the case design.

ELEMENT
BREWING COMPANY



CONCLUSION

WHAT I LEARNED

Overall this assignment was a very heavy project, with a lot of researching, branding, designing, redesigning, etc. With all of that involved, there was a lot to learn through the process. I had to not only design a cool “decoration” for the craft brewery, but actually come up with a design that made sense.

A lot of packages nowadays look really nice but don't really make a lot of sense. That is where we as graphic designers need to step up and create a polished brand identity. To complete something like this, you must research all the things I talked about earlier: value proposition, limitations, affordances, etc. The brand should reflect all of those things and if it is missing some of those, then they should be incorporated.

This project really pushed me to work harder on taking a weak brand and making it much better. Rebranding is not a process that can be done overnight. It takes a lot of thought, research, and design. The first rendition will never be the final design. You always have to go back and re work certain details until you get them right.

OLD



NEW

