



**enjoy
brewing**

PROCESS BOOK

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intro

Enjoy Brewing Company is a conceptual brand inspired by my own love for locally made beer. This idea originally came to me while standing at the liquor section of a Trader Joe's, admiring the bright and illustrative artwork on the cans. When deciding on my target demographic, I knew I wanted to make a brand that would especially appeal to young women in their twenties and early thirties. It is not common, at least in my friend group, for the girls to enjoy a yeasty beer over a fun cocktail (and who can blame them!) Beer is often marketed in a masculine way, but the colorful, local cans gave me an opportunity to create something that may inspire one of my friends to grab off the shelf and give beer a chance.





ideation

When researching this product, I took inspiration from brands such as kombucha cans, sparking water, organic sodas, and other specialty beer cans. After plenty of research on the market and shelf requirements, I also became aware of the listings I needed to include on the front of the can. Small details such as alcohol content, fluid ounces, and a product description.

After working with wordlists and moodboards, I had finally decided on a color palette and an idea for my logo and company name.



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inspo!





sketches

Creating a hand rendered logo for this conceptual company was very important for me. I knew I wanted to work with organic shapes throughout the whole brand, to create designs that seemingly just fit together. My original logo sketches involved a script-like, involving thick and thin lines. This felt too retro for the aesthetic I was going for, so I took the direction of a solid, round stroke while still writing the logotype myself.

In addition to this, I began to brainstorm for the illustrations on the front of the cans. I ran with the idea of giving each can a little personality based on the flavor profiles of that specific brew. This resulted in giving each can an assigned character that embodied the descriptive phrases I wrote for each brew.



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revisions

With brand colors decided on and layouts finalized, the only thing left to do was refine the logotype and assign an illustration to each can. This was the fun part! The descriptive text on each can: “tangy and crisp, bold and smooth, light and easy, and mellow and sweet” all had to match a certain character. Just one example is the Gold IPA can, with a description such as ‘bold and smooth’ I chose the illustration that represented the utmost confidence. A hand on the hip and a little strut is the perfect character to represent this specific flavor profile, and what a fun way to do so!

Finally, after cleaning up the logotype and putting it all together, it was time to choose a mockup.



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  SOUR TANGY AND CRISP 5.2% ALC BY VOL 12 FL OZ	  GOLD IPA BOLD AND SMOOTH 6.2% ALC BY VOL 12 FL OZ	  PALE ALE LIGHT AND EASY 5.2% ALC BY VOL 12 FL OZ	  LAGER MELLOW AND SWEET 5.2% ALC BY VOL 12 FL OZ
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final

After finally seeing my designs in a mockup and on cans, I was very proud of this final work. I learned so much in terms of packaging requirements, and all that goes in to the details that I may not have noticed before when purchasing a beer can. I believe the end result is exactly what I was hoping for. A local IPA or Pale Ale, etc. that would stand out on the shelves to anyone in their twenties looking to try something new. Hopefully this would inspire someone who may normally drink wine or a mixed drink to give beer a chance, and maybe even Enjoy it!



