

Proposal

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Project Title: Of Nowhere Brewing Co

Looking back on my progress throughout this course I notice that I have produced work that is of highest quality and I am most fond of when approaching branding. Representing identity through imagery is personally really exciting and fuels me to research and develop effective ways to achieve this. I have learned that working with a genuine interest or passion cultivates better engagement with the project and subsequently more interesting results. It is because of this realization that I am choosing to complete a branding project for my final major project. I have developed my skills as an illustrator within a lot of these projects, refining a crude cross hatch line drawn style. I plan to utilize this aesthetic in my final project.

Independent Craft Breweries offer alcohol consumers an opportunity to support local businesses instead of large commercial companies. Independent breweries have the opportunity to appeal to a smaller audience and in doing so hold more individual character than their mainstream competitors. To me personally, craft breweries are the embodiment of genuine identity representation.

My aims are to produce a brand book and appropriate packaging and merchandise, as well as signage and point of sale items for fictitious independent brewery; "Of Nowhere".

"Of Nowhere's" identity and mission statement is based in its lack of a specific hometown or permanent premises. Much like "Aspinall of London" or "Taylors of Harrogate" name themselves of their location, "Of Nowhere" names it's self on the lack of one. Stylistically "Of Nowhere" will draw on travel, street art and community spirit.

The logo which will appear on every subsequent piece of design for this project will likely be my most challenging task. There is no set visual language or rules that brewery logos establish. This means that there are no right or wrong answers in the approach, however the graphic must fit within the realm of other brewery logos, while also being striking enough to stand out.

My logo needs to appear large on brewery signs as well as small on merchandise, packaging and letterheads. Solving this visual problem of creating a logo that satisfies all scales will also be challenging. Discovering what other products and outcomes I'll need to create for this project will come from my first hand research as well as my plans for the end of year degree show.

I plan to carry out a wealth of first hand research. There are many local breweries I can approach for interviews and comprise case studies on the branding and applications of that brand. I know of in house brewery designers which I can interview in depth about the process as well as design agencies that have tackled brewery branding.

Visiting breweries and taprooms will also be valid research in identifying how the branding is put into place across different spaces.

A key opportunity for development in this project will be working with suppliers. So far on my course I have been able to utilize university apparatus and materials to fulfil my brief, however I understand that it falls to the role of the designer in this instance to outsource the production of merchandise and ephemera. Obtaining quotes, Specifically arranging and delivering artwork as well as sourcing vendors will be important steps in completing this task.

