



GODDESS BREWING  
COMPANY

CASSANDRA MCKOWN

Branding Process Book

## INTRODUCTION



### GODDESS BREWING COMPANY

The following identity system was designed for Goddess Brewing Company and includes the company logo, typography, color scheme and it's application in the form of three signature beer labels, as well as the process that went into designing each.

FALL IN LOVE...

## FINAL LOGO



The design is meant to mimic an art nouveau style, with the capital G inspired by various letterforms of that time period, while the left facing portrait of the woman silhouetted into the interior space draws a connection to the theme of the illustrations for the characters on each beer label. It's sophisticated but playful in that the logo is a subtle combination, where it could be read as two different things, much like the beers, and how they're intentionally vague as to whether they're descriptions of women or beverages.

## THE SEAL

The logo in the round seal is used in instances when the company name is not present in the design or as a feature on the packaging for specific beers. Preferable to the stand-alone logo because its shape, design, and font further the art nouveau aesthetic while still maintaining the tradition of an emblematic brewery mark.

## COLOR

The standard color for the logo when not associated with a specific beer is a warm brown, because it is earthy, like beer, doesn't distract from the subtle design, and creates an aged aesthetic to go along with the theme of historical figures rather than try and be flashy and modern.



## DESIGN PROCESS

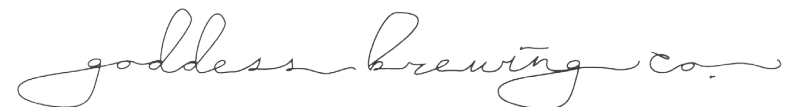


### THUMBNAIL SKETCHES

The first few ideas for the logo involved playing off the Greco-Roman connotations of the word Goddess, but in the fashion of a designer label.

### ROUGH DRAWINGS

Eventually the ideas of the designer G letterform and the female face on the coin were combined into the silhouetted left-facing portrait inside the G. Some similar approaches were explored to try and find a way to combine the aesthetic with lettering.



## DESIGN PROCESS



### TYPE STUDIES

The first few attempts at designing the type of the company name were hand-drawn to try and make the name more like a personalized signature. Because of readability, it was switched to a more nouveau typeface, and capitalized to better match the boldness of the logo. The final font chosen was a good balance of elegant and bold, with minimal overly-decorative elements.

*goddess brewing co.*

*Goddess Brewing Company*

*Goddess Brewing Company*

**Goddess Brewing Company**

**GODDESS BREWING CO**

**GODDESS BREWING COMPANY**

**GODDESS BREWING COMPANY**

# TYPOGRAPHY & COLOR



## BODY COPY

Body copy text is in 8pt Baskerville Regular in the standard brown Pantone 477 PC. 10pt Baskerville or Baskerville Italic/Bold can be used for hierarchy or design purposes.

## DISPLAY

The default header font is Eccentric STD in the standard brown Pantone 477 PC. The display font can also be used in white on a color background, or in color coherent to a character theme. This font is also used in the Seal logo, and in general every time the company name appears alone.

## STANDARD COLOR

The standard brown Pantone 477 PC is used for body copy text and instances when the design is not associated with a specific beer or theme.

Baskerville Regular 8 pt

Baskerville Italic

Baskerville Bold

Baskerville Regular 10 pt

Baskerville Italic

Baskerville Bold

ECCENTRIC STD 20PT

ECCENTRIC STD 26PT



GODDESS BREWING COMPANY



Pantone 477 PC

CMYK 39/73/87/47

RGB 102/56/32

Hex #663820

# BOTTLE LABELS

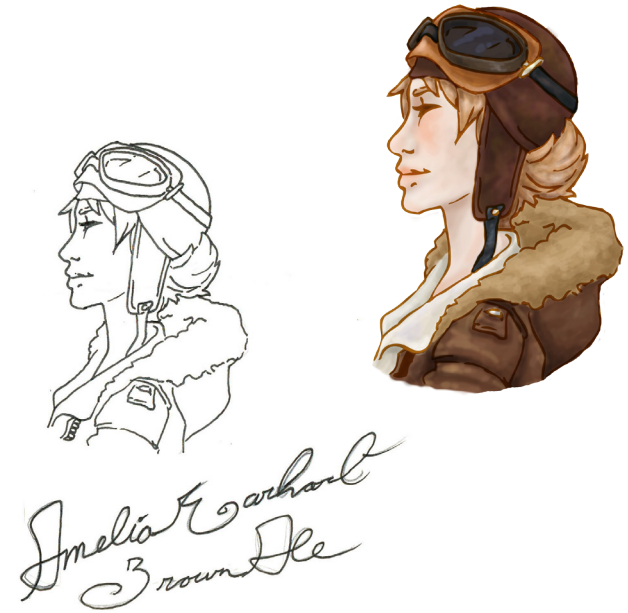
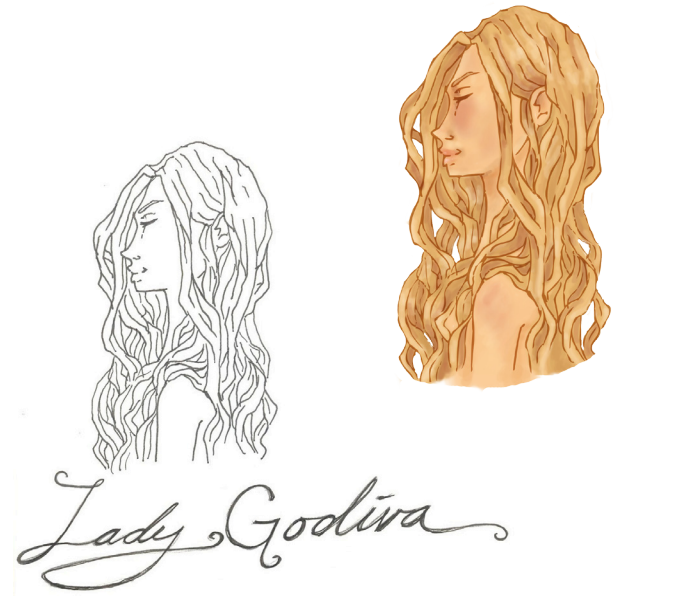
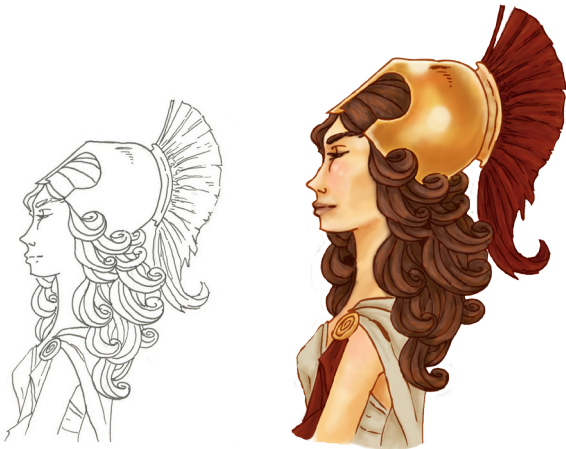


The label wraps around the bottle in a fluid motion, inviting the consumer to turn and examine the beer as they read. The government warning is placed vertically at the right end of the label to bridge the gap between the edges.

The actual shape of the bottle was chosen to be curvy and sensuous, with a sloping shoulder and bulged neck.

## DESIGN PROCESS

Profile illustrations for each character were hand drawn, inked, and digitally painted before being worked into the art nouveau style circular frame, using the logo as a decorative pattern.



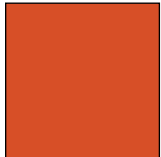


# ATHENA



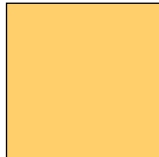
## ATHENA DOUBLE I.P.A.

The red and gold colors are reminiscent of the Roman Empire, and give the character a strong flavor while still maintaining the emphasis on elegance over the warrior-like theme. The title letterform are meant to evoke an ancient Greco-Roman motif, but aged, suggesting wisdom and stability through time.



Pantone 180

CMYK 11/83/100/2  
RGB 213/80/39  
Hex #d55027



Pantone 1225

CMYK 1/19/68/0  
RGB 254/207/108  
Hex #fecf6c

Bold, strong, sharp, this clever goddess can lay you flat with the smoothest of glances and the sharpest of wits. The perfect balance of mystery and might, the princess of Olympus promises and experience that is truly divine.

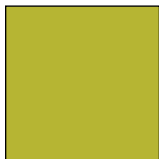


# Lady Godiva



## LADY GODIVA CHOCOLATE STOUT

This character scheme uses the standard brown as its secondary color and a sharp green to give extra emphasis to the warm, chocolatey color. The green makes the brown pop, and is still a sophisticated, if not bold and intriguing color that draws attention and hints at a wilder underlying tone. The title's letterforms are a slightly decorative serif, not overly fancy, but still a good balance between playful and formal.



Pantone 391

CMYK 33/19/100/1  
RGB 182/181/52  
Hex #b6b534



Pantone 477

CMYK 39/73/87/47  
RGB 102/56/32  
Hex #663820



Sensuous and smooth, this lovely lady will take you for a ride you won't soon forget. Don't let her sophisticated front fool you, underneath that label she's deep, dark, wild and ready for a scandalous bittersweet romance.



# Amelia

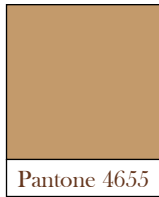
## AMELIA ORGANIC WHEAT ALE

The smokey blue evokes the clarity of the sky and the soft tan is reminiscent of earthy wheat and worn leather. The title letterform is clean-cut and sleek, implying classic automobile emblems and the slight angle gives it a sense of movement.



Pantone 5405

CMYK 78/42/21/1  
RGB 62/127/165  
Hex #3e7fa5



Pantone 4655

CMYK 25/40/65/0  
RGB 196/154/107  
Hex #c49a6b



Adventure and excitement are guaranteed when you fly with this sassy tomboy. She'll have your head spinning happily with the smoothest twists and flips, and just when you think you have her homegrown flavor figured out, she'll disappear with not a drop left behind.



CHEERS!

GODDESS BREWING COMPANY