

EST. 2010
BRÖKLYN
SODA WORKS



PROJECT 1

BRENNA KEMPEN
DES 360 - 002
FALL 2018

TABLE OF CONTENTS

2	CREATIVE STRATEGY
3	INSPIRATION
4	BRAND EXPLORATION
5-6	LOGO & TYPE IDEATION
7-8	FINAL LOGO CONSTRUCTION
9	COLOR & PATTERN
10	SHIRT DESIGNS
11	BUSINESS CARDS
12	PRODUCT PACKAGING
13	INTERACTIVE LAYOUTS
14-15	STORE SIGNS

CREATIVE STRATEGY

WHO

Brooklyn Soda Works is a small artisanal, draft soda company that was formed by an artist and a chemist in 2010. Today, they are on tap at several bars and restaurants in NYC as well as local markets. They produce all of their sparkling juices and hand-crafted sodas at a facility in Brooklyn, using as much local and seasonal fruit as possible. Syrups or concentrates are never used; many of their flavors are more than 80% fresh fruit juice.

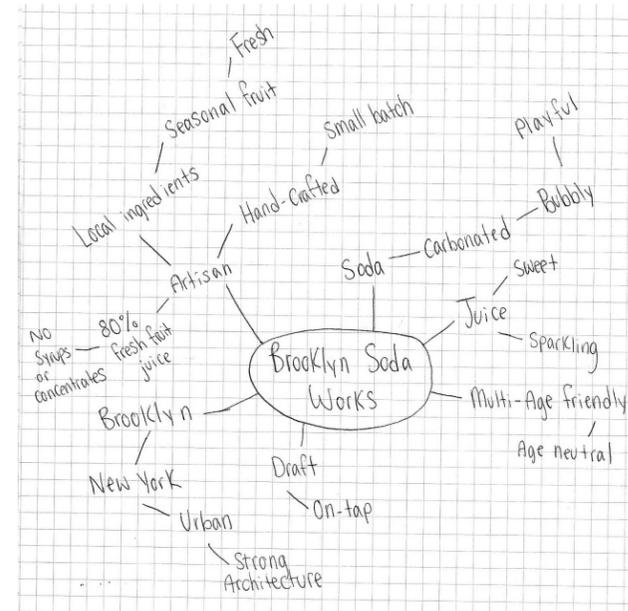
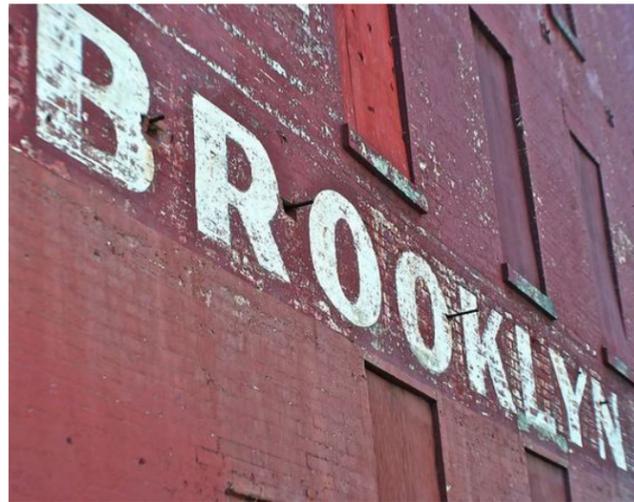
WHAT

The current brand language for Brooklyn Soda Works is minimal at the moment due to the newness of the company. For this project, my goal is to give Brooklyn Soda Works a brand language that represents the unique and playful style of their craft, while also incorporating modern, diverse, and urban elements characteristic of their namesake and headquarters—Brooklyn, New York.

WHY

A new visual branding system for Brooklyn Soda Works will help establish them as a serious business in Brooklyn and beyond. By creating a fresh, modern brand language, the company will stand out amongst competitors and draw in new customers from a variety of demographics. After all, soda and juice can be consumed by anyone, from an infant to a senior.

INSPIRATION



BRAND EXPLORATION



CUP CAFÉ



LOGO IDEATION





FINAL LOGO CONSTRUCTION

BROOKLYN

Josefin Sans Bold

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EST. 2010

Futura Std Book

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S O D A W O R K S

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EST. 2010
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COLOR & PATTERN

