

SPICE BREWING: IDENTITY

Spice Brewing is a craft brewing identity which brews good, strong craft beers, IPA's and Lagers aimed towards a feminine audience. American craft breweries have been rooted in traditional brewing styles and ingredients, however, craft beers are generally targeted at a male-based audience. The demographic of female-based alcoholic beverages is generally targeted with fruity and sweet wines. Well, Spice Brewing wants to bring something a little different to the table. While taste is what ultimately establishes a loyal customer base, label design is what brings bottles from the store shelf into the home. The use of beer labels today is more than a means of advertising -- it is a preferred way to communicate and establish brand identity. Spice Brewing's brand identity is ultimately here to empower women who have a strong taste for genuine craft beer.

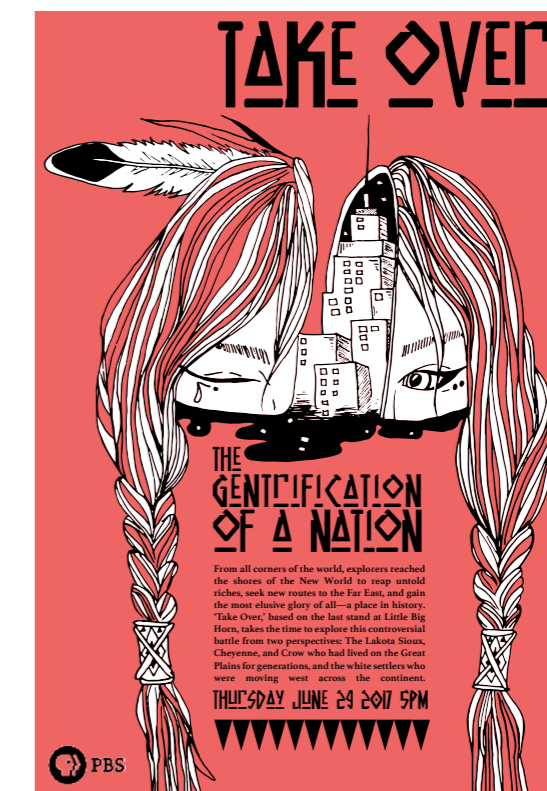


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TAKE OVER: POSTER

Inspired by the 1876 Battle at Little Bighorn, a battle between the U.S. Army led by General George Custer and a band of the Lakota Sioux under the command of Sitting Bull. This was one of the last standing battles between the U.S. government and the Lakota Sioux, before they were forced into reservation camps, and forced to live the way of the white people. The illustration is a representation of how they were forced to lose their identities. The use of hierarchy, illustration and typography is designed in hopes to catch the viewer's eye.





NOT-SO MATERIALIST:
PHOTOGRAPHY

Portraiture photography -- but with a twist. Every photograph in this series was constructed with materials found around the house or outside with natural lighting. An old tube of toothpaste, leftover flowers from a past lover, glitter found in an old arts & crafts box, dirt, and a gallon of milk. The way different materials can alter facial features in a photograph is aesthetically interesting and peculiar.

