

Red Brick Brewery

Task

To create visual identity for experimental Red Brick Beer Workshop, which has been set up in the 230 year-old red brick brewery on the Baltic Sea shore. A place where experiment and play with unconventional raw materials gives birth to small batches of unexpected and amusing sorts and flavours of beer.

Solution

Compelling and natural, over-simplistic design declines all the décor-enriched beer designs, trying to merge the playful nature of craft beer with the sense of technological simplification, giving the feeling of hand-crafted quality. The sort names is ironic tribute to the sea.

Result

Employing vector graphics, we created modern minimalistic package design, visual identity and a logo of a vintage cart bearing three bricks, which stand for three distinct Red Brick Beer Workshop types of beer. Now every brick dreams of becoming a red brick...