Brief

Create a bold and rebellious beer label that appeals to adventurous drinkers who aren't afraid to stand out. The label should feel daring, edgy, and unforgettable, a total contrast to the typical mainstream beer aesthetic.

Problem

Most beer brands play it safe with their identity, often blending into the market with generic visuals and tame personalities. The client wanted a brand that would spark curiosity, provoke emotion, and connect with bold, thrill-seeking consumers.

Solution

I crafted Devil's Draught to embody rebellion and adventure. The label commands attention and dares its audience to break the rules. Every element was designed to ignite curiosity and resonate with drinkers who crave something different.

Services

Branding

Design Decisions

Logo

For the icon, I drew inspiration from the devil's horns, shaping a bold, angular mark that instantly conveys power and mischief.

↓

DEVIL'S DAUGHT

The logotype features a custom, hand-sketched, gothic-inspired typeface — raw, edgy, and full of attitude — capturing the dark, untamed spirit of the brand.

COLORS

The color palette features a fierce combination of deep crimson (#8B0000), pure black (#000000), and smoky grey (#696969). The deep crimson evokes danger, intensity, and boldness — the perfect nod to the devilish theme. Black grounds the brand in mystery and power, while the grey adds a gritty, industrial edge. Together, they create a moody, provocative aesthetic that stands out on the shelf and speaks directly to the rebellious spirit of Devil's Draught.

Label

↓

The intricate details on the packaging are inspired by Akwete, a traditional handwoven Nigerian fabric. These patterns reflect craftsmanship, artistry, and heritage, reinforcing Aure's status as a vodka that embodies both tradition and innovation.

Final Designs