



Year: 2023

Service: logo design, branding, landing page, key visual and store design

Our team successfully revitalized the craft beer store and its brand, introducing a fresh logo, typography, color palette and key visuals that embrace a modern, trendy and minimalist aesthetic. The dynamic contrast between yellow and black hues, coupled with contemporary visual elements and distinct dark background key visuals, creates a lively and engaging atmosphere. The resulting style is not only simple but also remarkably appealing and easily identifiable, effectively capturing the essence and vibes of the brand. It's worth noting that this successful new style has been seamlessly extended to the small Jan Bier store, ensuring a cohesive and unified visual identity across both establishments.

Logo variations in different color options with and without tagline



Logo redesign / before and after



Key visual / interior poster design



Beer Box

Stickers



Unique icons for each beer type



WHEAT BEER



BARLEY BEER



DARK BEER



ZBITNI HONEY



TOMATO BEER



IPA APA DIPA



Corporate identity / outdoor advertising



Created in 2024

Project development period: 1 month

Project team:

Personal Account Manager of the project, Art Director, Marketer, Brand Designer, Animation Designer

Technology:

Design thinking, Methodology, Coloristics

Packaging Branding Key visual Logo

Project support:

Project road map creation, disk space, creating a work chat, storing files, organizing online conferences with meeting minutes

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