

CLIENT PROJECT

LONGSLICE X TORONTO ZOO

Keshav Jhugroo
Typography 2



AGENDA

3

About Longslice

4

Core Value

5

Target audience

6

Pitch & Guidelines

7

The Idea

8

The Moodboard

9

The Campaign

ABOUT LONGSLICE

Who is Longslice?

Longslice Brewery was born from the shared vision of two brothers and a friend in Bracebridge, who have been passionate about homebrewing since their high school days. Officially launching in 2014, they initially rented tanks to brew their creations. Over the years, their dedication and craft have led them to establish their own brewing space in Toronto's Canary District, near the famed Distillery District. Their family-friendly restaurant, The Aviary, is a testament to their commitment to community and quality.



CORE VALUES

What are their Core Values?

At the heart of Longslice are core values that reflect the founders' personalities: they're self-described scrappy nerds with a love for video games, humor, and wordplay. This unique character is mirrored in their branding, which is filled with puns, alliteration, and a tongue-in-cheek approach. Their beers are crafted to be easy-drinking and approachable, catering to those who appreciate simplicity and quality in their brews.



TARGET AUDIENCE

Longslice's primary audience consists of individuals aged 27 to 49, predominantly Millennials residing in Toronto. They appeal to a nerdy, upper-middle-class demographic, including parents who frequent the zoo with their children. The secondary audience includes regular beer drinkers aged 25-65 in the Greater Toronto Area. Influential prescribers for Longslice include the Toronto Zoo, internet reviews, restaurants and bars, retailers like LCBO, and various Toronto-based blogs and magazines.

Why It Works?

Longslice's unique culture, which playfully pokes fun at the industry while embracing nerd subculture, resonates deeply with Millennials. Their approach to brewing, which evokes a sense of nostalgia, has earned them notoriety in Toronto. The partnership with Toronto Zoo aligns with their ethos of being distinctive and contributing to wildlife conservation. This collaboration also addresses practical benefits like reducing composting costs and providing free animal feed, enhancing Longslice's appeal and market presence.



PITCH FOR THE ZOO

Longslice aims to become a partner with the Toronto Zoo, transforming their beer brewing byproduct - spent grain - into nutritious animal feed. They propose a unique series of beer cans, featuring a template that showcases the zoo's animals and raises awareness about its recovery programs. The fundraising aspect of this initiative pledges 30% of the profits to the zoo, promoting the partnership and contributing to wildlife conservation. The Private Label series, printed digitally, will highlight star animals from the Toronto Zoo, featuring facts about their habitat, diet, and conservation status.

BRAND GUIDELINES

Longslice's brand guidelines are fast and flexible, with a preference for bright, contrasting colors. The logo can be stacked or horizontal, maintaining a capital 'L' width for safe space. The branding always uses a lighter color on a dark background, ensuring high visibility and impact.



THE IDEA

Concept Overview: My design concept revolves around a vibrant and dynamic neon theme, which injects a contemporary and energetic vibe into the deliverables for the Longslice Brewery and Toronto Zoo collaboration. This theme not only captures attention with its luminosity and boldness but also symbolizes the bright future and positive impact of this partnership.

Color Scheme: The neon palette is a carefully selected range of electrifying hues - think glowing pinks, electric blues, vivid greens, and radiant purples. These colors are chosen for their high visibility and modern appeal, standing out in any setting. They reflect a sense of excitement and innovation, resonating well with our target audience of urban professionals and craft beer enthusiasts.

Imagery and Graphics: My graphics are a fusion of neon outlines and realistic images, focusing on the star animals from the Toronto Zoo. These designs are not just visually striking but also aim to create a connection between the viewers and the wildlife conservation efforts. The neon outlines against darker backgrounds give a glowing effect, reminiscent of neon signs, which adds a layer of urban sophistication.

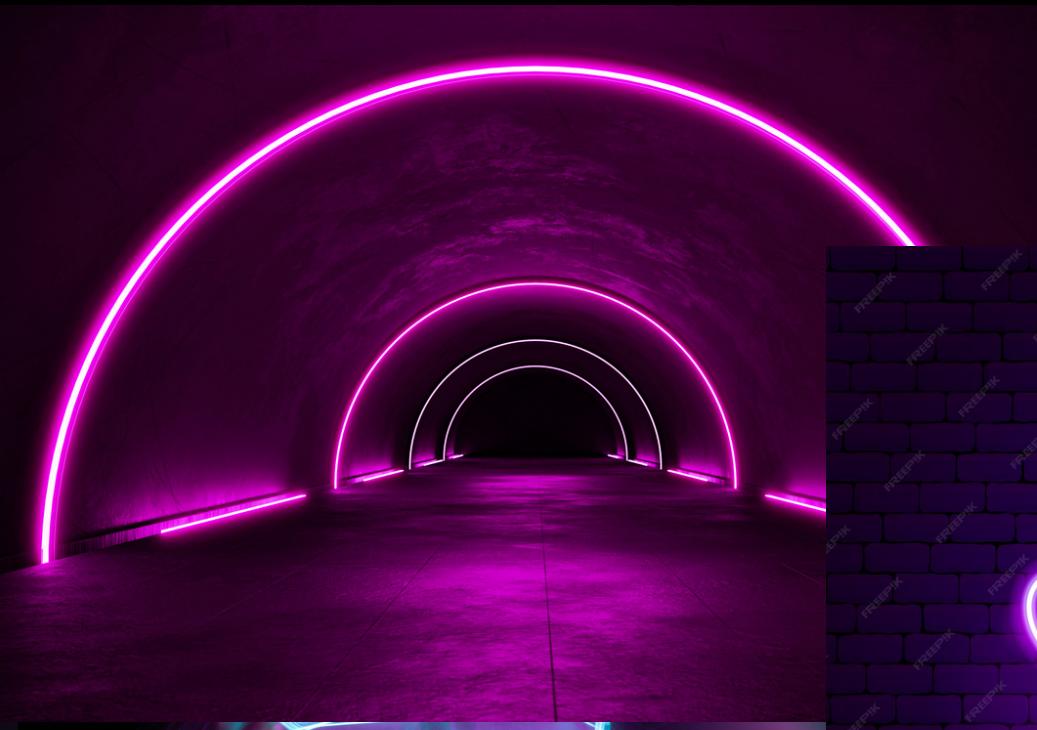
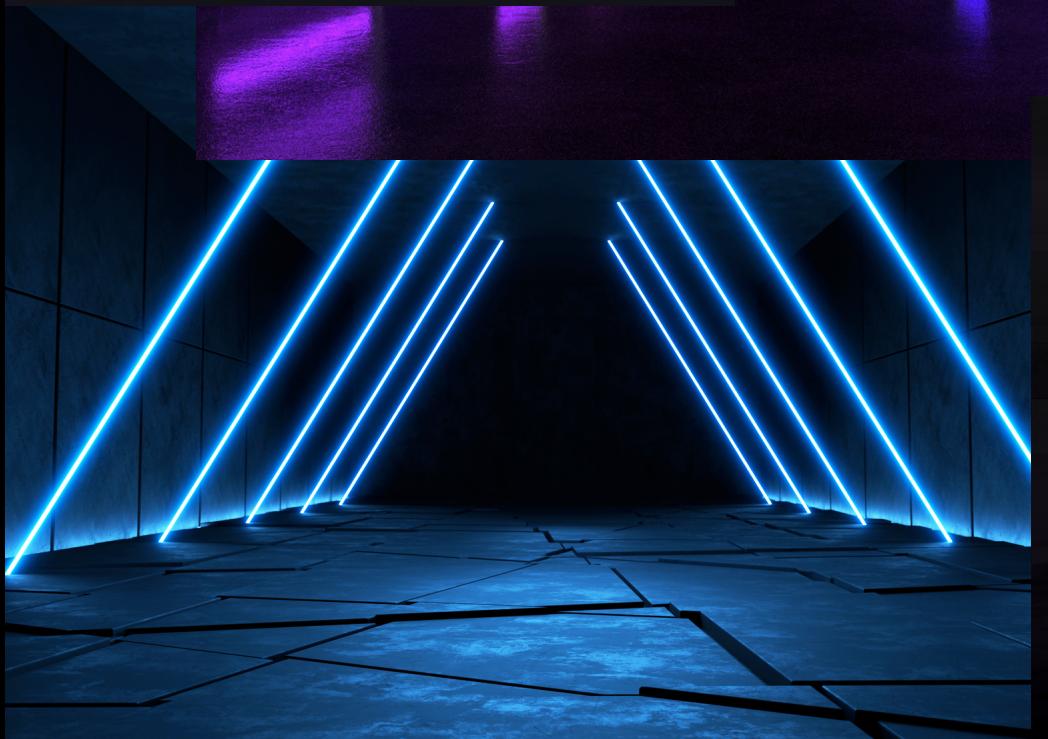
Typography and Text Elements: The typography in our concept is bold and contemporary, with a hint of playfulness. It complements the neon theme by being sleek and easy to read, often outlined or glowing to enhance visibility. Key messages and slogans are crafted to be catchy and memorable, resonating with the fun and impactful nature of the campaign.

Layout and Composition: The layout is structured to ensure that the neon elements and imagery are the focal points, creating a sense of movement and energy. The composition balances the vividness of neon with strategic negative space, avoiding visual overload and ensuring the message is clear and impactful.

Interactive Elements: Considering the tech-savvy nature of our audience, we're integrating interactive elements such as QR codes that lead to more information about the conservation efforts, or perhaps augmented reality features that bring the neon animals to life.

Overall Feel and Experience: The neon theme is designed to create an experience that is both exhilarating and meaningful. We want people to feel energized and inspired, seeing the collaboration as a beacon of innovation and positive change. The goal is for the audience to not only appreciate the aesthetic appeal but also feel compelled to engage with and support the conservation efforts.

THE MOODBOARD



THE CAMPAIGN

CAN LABEL DESIGN



CAN LABEL MOCKUP

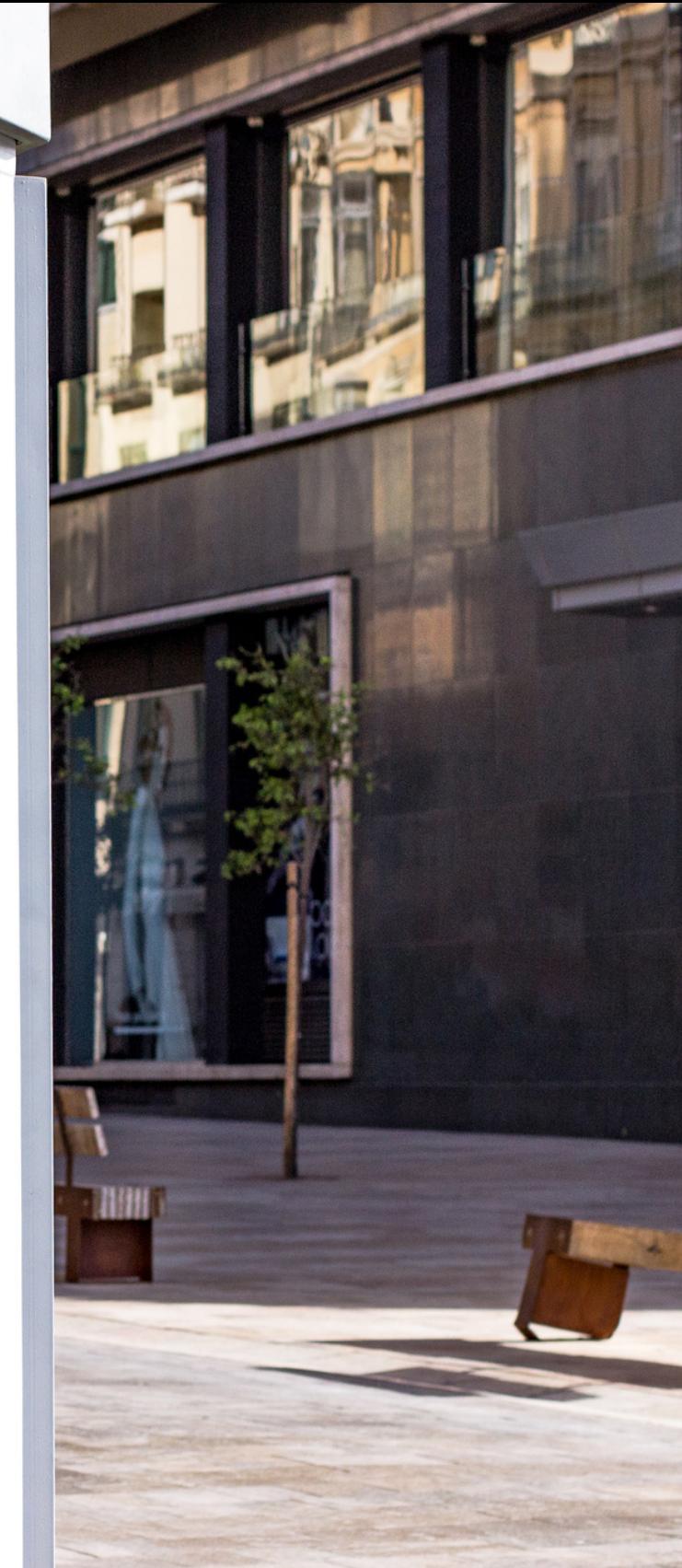


POSTER DESIGN & MOCKUP

RAISE A CAN,
SAVE THE ZOO



LONGSLICE
BREWERY



RAISE A CAN,
SAVE THE ZOO



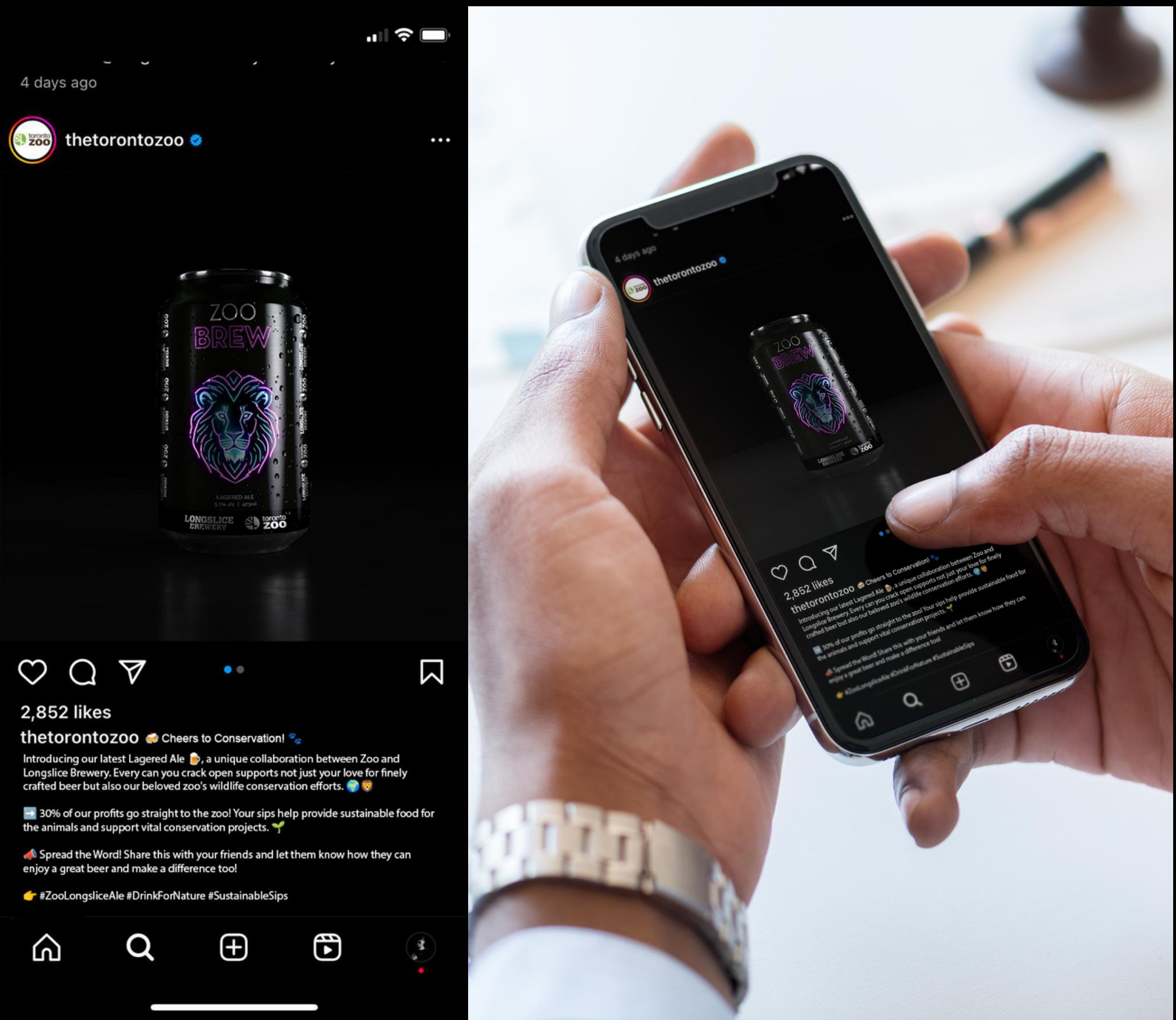
LONGSLICE
BREWERY



COASTER DESIGN & MOCKUP



SOCIAL MEDIA DESIGN & MOCKUP



PITCHBOOK DESIGN & MOCKUP

The pitchbook design features a dark, modern aesthetic. The front cover (left) has 'toronto ZOO' at the top, a large neon-style lion logo in the center, and 'LONGSLICE BREWERY' at the bottom. The open pages (right) show 'THE PROBLEM' and 'THE SOLUTION' sections. Both sections include logos for 'toronto ZOO' and 'LONGSLICE BREWERY'. The 'THE PROBLEM' section discusses waste management, social responsibility, and visitor engagement challenges. The 'THE SOLUTION' section details the repurposing of spent grain, a cross-branded beer line, community engagement, and neon-themed marketing. A hand holding a can of 'ZOO BREW' Lagered Ale is shown on the right page.

THE PROBLEM

In an age where environmental responsibility and community contribution are paramount, Longslice Brewery and the Toronto Zoo are confronted with distinct but synergistic challenges. These challenges not only impact their individual operations but also present a broader question of sustainable and ethical business practices.

Longslice Brewery's Challenge:

Sustainable Waste Management: As a craft brewery specializing in wheat-based beers, Longslice produces a considerable amount of spent grain. The challenge lies in managing this byproduct in an environmentally friendly manner. The goal is not just to dispose of it responsibly but to find a way to repurpose it beneficially.

Social Responsibility in Branding: In a market crowded with craft beer options, distinguishing Longslice not just through quality but also through a strong, socially responsible brand identity is crucial. Today's consumers are looking for brands that contribute positively to societal and environmental issues.

Toronto Zoo's Challenge:

Resource Allocation and Funding: Operating a large zoo like Toronto Zoo requires substantial resources, particularly for animal care and conservation programs. Finding innovative ways to fund these initiatives and efficiently utilize resources is a constant endeavor.

Engaging Visitors in Conservation: Beyond offering an enjoyable experience, the zoo aims to educate and engage its visitors in wildlife conservation. This requires creative strategies to make conservation efforts more tangible and relatable to the public.

The collaboration between Longslice Brewery and Toronto Zoo creatively addresses these challenges. By using Longslice's spent grain as animal feed, we not only solve a waste management issue but also provide a cost-effective resource for the zoo. Furthermore, the cross-branded beer initiative, with 30% of proceeds supporting the zoo, offers a unique way for consumers to engage with and support conservation efforts directly. This partnership is a testament to how commercial endeavors can align with ecological and social responsibility.

THE SOLUTION

Our innovative collaboration between Longslice Brewery and the Toronto Zoo offers a multifaceted solution that is as refreshing as it is impactful. By bridging the gap between beer enthusiasts and wildlife conservationists, we're crafting a unique experience that benefits both the environment and our communities.

Our target audience for the Longslice Brewery and Toronto Zoo collaboration is a diverse group of adults, primarily aged 27 to 49. These environmentally conscious individuals value premium craft beer and are deeply committed to ecological and social causes. Predominantly urban professionals, both parents and non-parents, they actively seek products that reflect their dedication to sustainability and community betterment.

Repurposing Spent Grain: Longslice's wheat-based beer production byproduct, spent grain, is transformed into a nutritious feed for the zoo's animals, effectively turning waste into a valuable resource.

Cross-Branded Beer Line: We introduce a special Lagered Ale, uniquely branded to celebrate this partnership. Sales from this beer line directly support the zoo, with 30% of profits aiding in conservation efforts.

Community Engagement: This initiative not only resonates with beer enthusiasts but also with individuals passionate about wildlife conservation, creating a unique connection between consumption and conservation.

Neon-Themed Marketing: The vibrant and eye-catching neon theme in our marketing materials symbolizes the energy and innovation of this partnership, enhancing visibility and public engagement.