

# About The Sun Brewery

## Disclaimer

This brewery was made up and does not exist.

## Background

This company would be a small brewery with two ways of selling its own three beers by retailers and custom orders. Not only it would vend the bottles in liquor stores, but also would accept requests for customized label that would be applied in the same beers. To create content and connection to The Sun Brewery, the website also shows foods that harmonizes well with those three beers (recipe would be on Instagram).

## The name

The inspiration on the brewery name is that a beer can be as golden as the sun and each beer follows this subject, being named by a moment of this star. The use of common names made me choose to always write the name of the company and its products in all capitalized.

## The beers

To use the data and for photos, I used the following beers: Blue Moon for Wheat Ale, HazeMama for Indian Pale Ale, and Organic 4pm for Oatmeal Stout. IBU is the unit for bitterness and ABV is alcohol percentage.

## Image concept

The logo shows 2 hops looking like mountains with the sun between them. There is also a stamp, it is simpler than the logo, only with the hop and sun elements together, to be used on customized beer labels for their clients. Beer labels uses photos from the sky as a background. With the goal to be different and make a discreet tribute to Brazil, the beer label is shaped as a diamond (with a circle in the middle like in THE ECLIPSE you may spot the resemblance with Brazilian flag).

## Special thanks

I want to take this opportunity to make “my compliments to the chef”, in this case, my sister. I actually have each recipe and had the intention to put the content in the website, but later on I realized that it was too much content.