

Sandy Shiver

Brewing Company



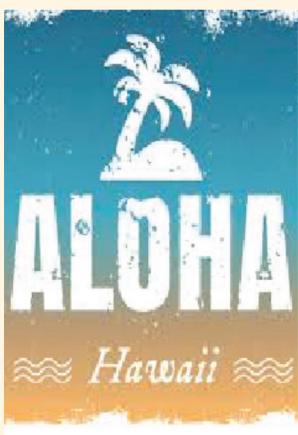
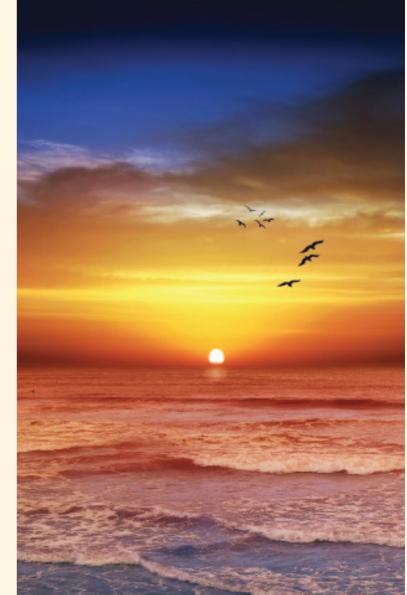
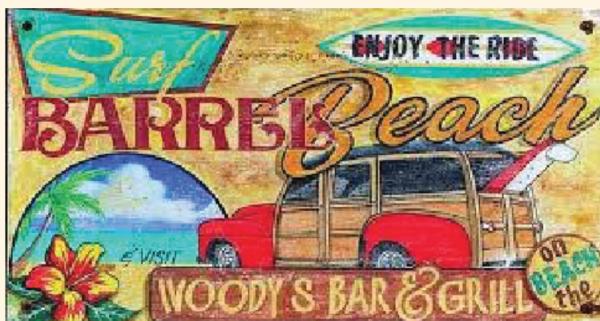
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Design Brief
Spring 2020

Background

This project will create a successful unique brand for, Sandy Shiver Brewing Company, a micro brewing company based in New Hanover County, NC. The New hanover county area is along the NC coast and contains the company's two main marketing areas, Wilmington & Wrightsville Beach. Founded in 1899 Wrightsville Beach has a long history of coastal tourism and recreation.

Mood Board

The mood board below contains images and themes that were integral in creating/brainstorming the Sandy Shiver Brewing Company brand. The content and color schemes of the images helped feel out the imagery and themes seen in the Sandy Shiver logo and can art.



Mind Mapping

To think of the a fictional beverage brand, thoughts were mapped out beginning with the core idea of a "beach beer". Next the location of Wilmington, NC and the idea of a sustainable practices brewery helped shape more of the themes surrounding

the company. The name Sandy Shiver was derived from local wildlife of the Wrightsville Beach area, a shiver being a colloquial name for a group of sharks.

Beach Beer

Audience: - Day to Day beachgoers

- Beach life
- East Coast
- Middle Class
- Env. Conscious
- secondary
 - younger beach party
 - Env. Conscious

- Beach
- Sand
- Seashells
- Currents
- Waves
- Seafoam
- Sunshine
- Hurricane
- Shark Attack
- Rip Current
- Surf Fishing
- Shark
- Shale
- Ray
- Crab
- Worn Beach Signs
- Sand dollar
- Pelican
- Shaka
- Sunrise
- Saltwater

- Seaturtle
- Surfing
- Wave barrel
- Wipeout

+ Pelican

- + Shark
 - hammerhead
 - lemon
 - tiger
 - dusky
 - bull

+ Loggerhead sea turtle

Endangered

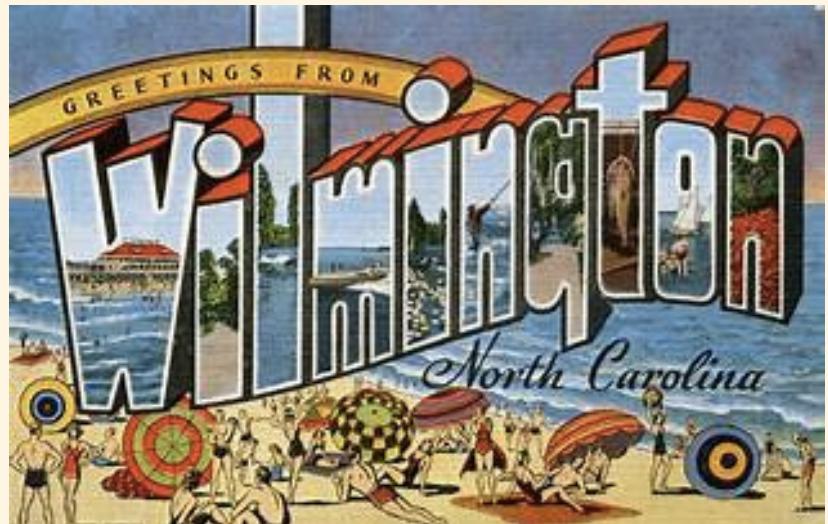
- Loggerhead
- Black Capped Petrel
- Sand Tiger Shark
- West Indian Manatee

Brand Personality

Sandy Shiver feels like stepping back into fun & relaxing atmosphere of the vintage coastal dining and recreation of North Carolina. There's an overall feeling of ease as you know when picking up a Sandy Shiver product you are helping to protect the very environment around you as you are enjoying it.

Sustainability/ Conservation

A main focus of the company is to benefit the area by utilizing more sustainable packaging and brewing practices. Sandy Shiver uses 100% recyclable aluminum cans for all of its beverages. They also utilize E6PRTM, a sustainable alternative to plastic packaging created from the waste wheat and barley of brewing process. They are completely biodegradable and help keep plastic waste out of the ocean. After the brew, Sandy Shiver works with local farms to recycle spent grain as feed.



North Carolina Coastal Federation

Working Together for a Healthy Coast

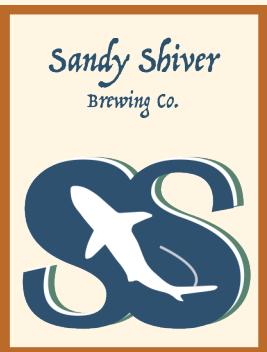
To capitalize on this notion of sustainability and conservation the company will be donating 10% of all sales to the North Carolina Coastal Federation. Micro Brewing itself is a process generally characterized by its smaller yield sizes (under 15,000 US beer barrels annually) and emphasis on quality, flavor, and brewing technique.

Target Audience

Traveling families and couples capitalizing on Wilmington's and neighboring Wrightsville Beach's large vacation home market. Most individuals traveling will be of higher income because of this. The median income of Hanover County, NC is \$51,457 and the demographic is mainly white with a median age of 38 as of 2017. Sandy Shiver will also appeal to these upper middle class residents and travelers interested in supporting the sustainable brewing process and donating to the NCCF in favor of conservation in the area.



Logo Presketches



Final Logo and Color



C=88 M=64 Y=38 K=21
R=44 G=82 B=109
Hex= #2b516d
PMS= 2377 C



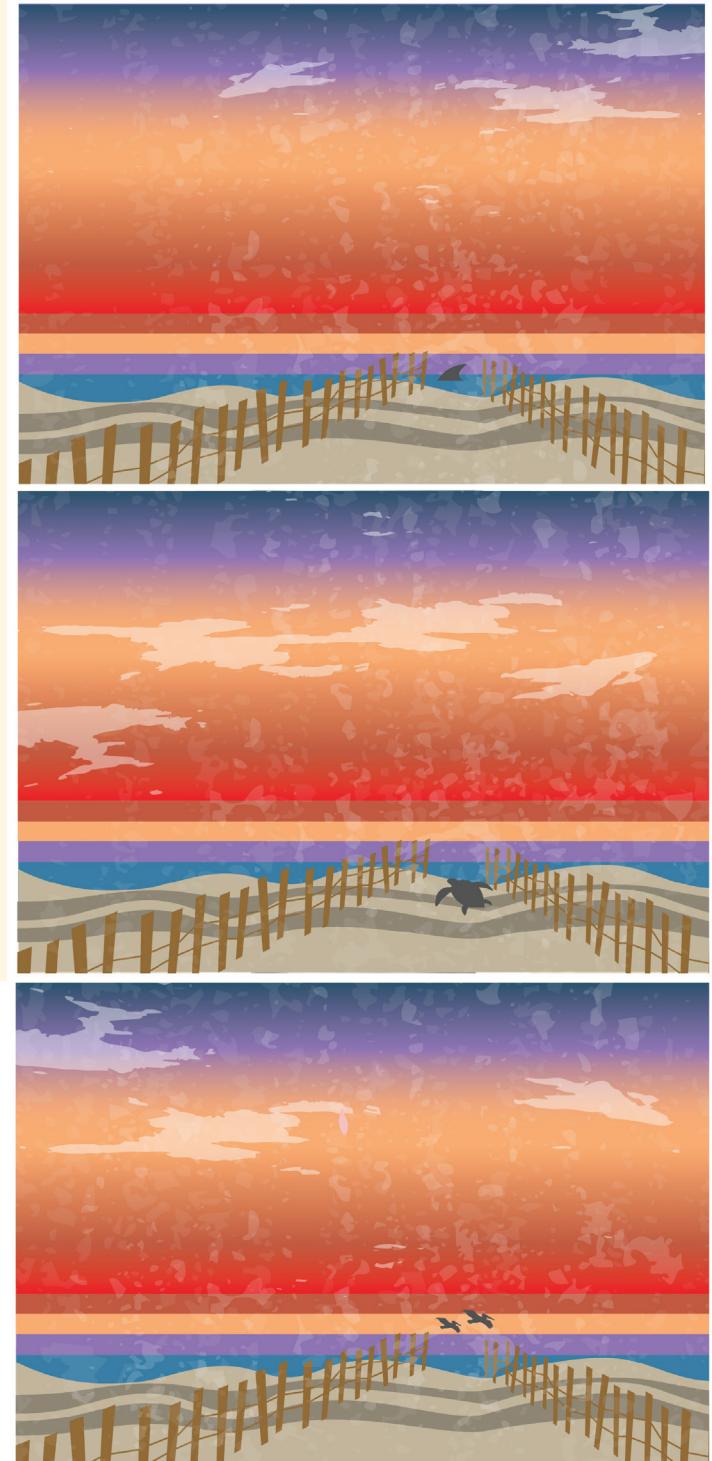
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R=85 G=106 B=131
Hex= #556a83
PMS= 2166 C



C=68 M=33 Y=59 K=11
R=89 G=130 B=112
Hex= #58816f
PMS= 5555 C

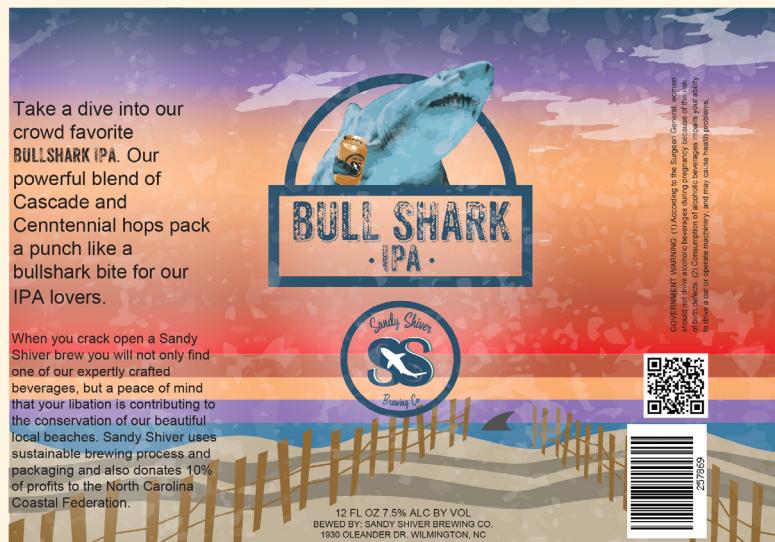
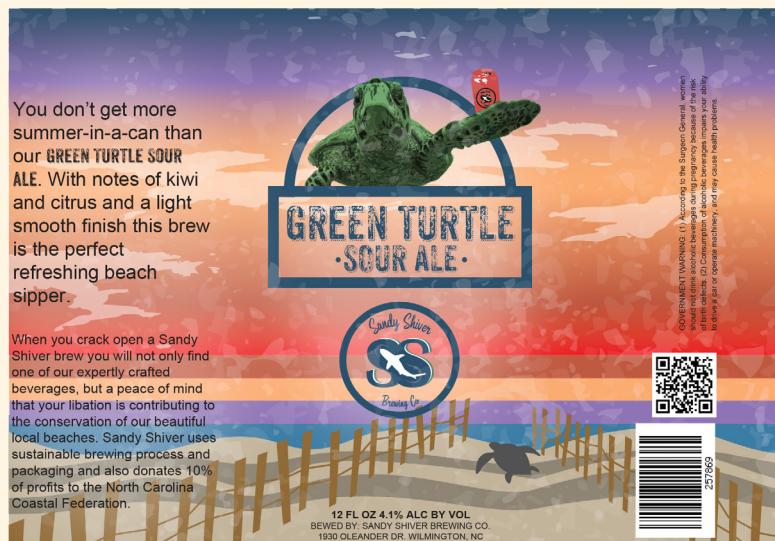
Component Illustrations

These illustrations are digital components of the three Sandy Shivver beer cans created for the brand.



Can Art

These are the finalized full labels of the three Sandy Shiver beverages.



Mockups

A taste of the real-life look of Sandy Shiver Products.

