



DESIGN
PRESENTATION
NOVEMBER 2015



330 WASHINGTON AVE
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STUDIODCREATIVE.COM
(STUDIO D IS A DIVISION OF VGS INC.)

BRANDING & IDENTITY | OVERVIEW

DNA BREWING COMPANY



BRAND PERSONA

Key adjectives: unique, adventurous, authentic, community-centric, carefree

The DNA Why: Celebrate what makes us unique and honor what keeps us together.

The DNA Who: Adventure seeking, community-centric male and female Millennials and Gen X-ers.

The DNA How: Create flavor profiles that showcase California's bright flavors and tie in a meaningful backstory. Have a look and feel that stands out in a sea of craft beer competition.

BRAND STORY

DNA is the bond between sisters and the differences that make them unique.

It is the family you're born into and the family you create.

It is the top-down highway cruise and the red-nose day on the slopes.

It is the early morning surf and the late-night dance party.

It is spirit of California, bottled and infused with the bright flavors of home.

Wherever you go, whatever you do, whoever you become, our DNA follows.





PMS: BLACK 6 C
C: 0 **M:** 0 **Y:** 0 **K:** 100



WHITE
C: 0 **M:** 0 **Y:** 0 **K:** 0

PMS: COOL GRAY 4 C
C: 26 **M:** 21 **Y:** 21 **K:** 0



PMS: 7401 C

C: 2 **M:** 10 **Y:** 40 **K:** 0

PMS: 123 C

C: 0 **M:** 22 **Y:** 92 **K:** 0

PMS: 7573 C

C: 26 **M:** 63 **Y:** 99 **K:** 13

PMS: WARM RED C

C: 0 **M:** 87 **Y:** 80 **K:** 0

BRANDING & IDENTITY | TYPOGRAPHY

DNA BREWING COMPANY

AaBbCc 1234

KNOCKOUT - JUNIOR FEATHERWEIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 \$%^&* (;: !@#?)

AaBbCc 1234

UNITED SANS SEMI-CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 \$%^&*(:;!@#?)

ABC 1234

CLADE

AAA BBBB CCCC DDD EEE FFFF GGG HHH
III JJJ KKK LLL MMM NNN OOO PPP
QQQ RRR SSS TTT UUU VVV WWW
XXX YYY ZZZ

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ILLUSTRATIONS | CORE

DNA BREWING COMPANY



THE EARLY MORNING SURF



THE SPIRIT OF CALIFORNIA



THE TOP DOWN HIGHWAY CRUISE



THE RED-NOSE DAY ON THE SLOPES



THE EARLY MORNING SURF



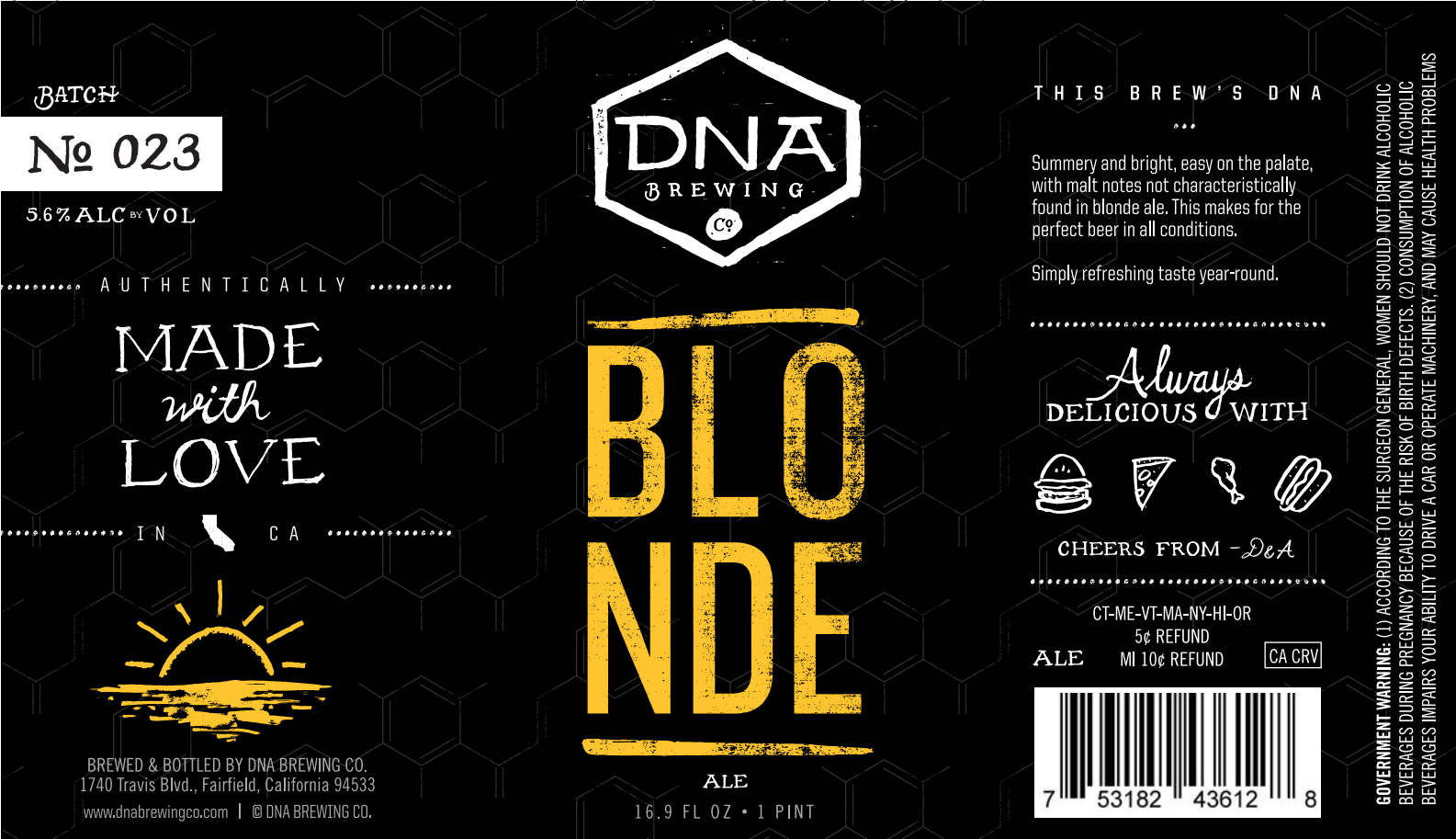
THE MID-DAY VOYAGE



THE LATE NIGHT WAKE

LABELS & BOTTLES | REVISED

DNA BREWING COMPANY

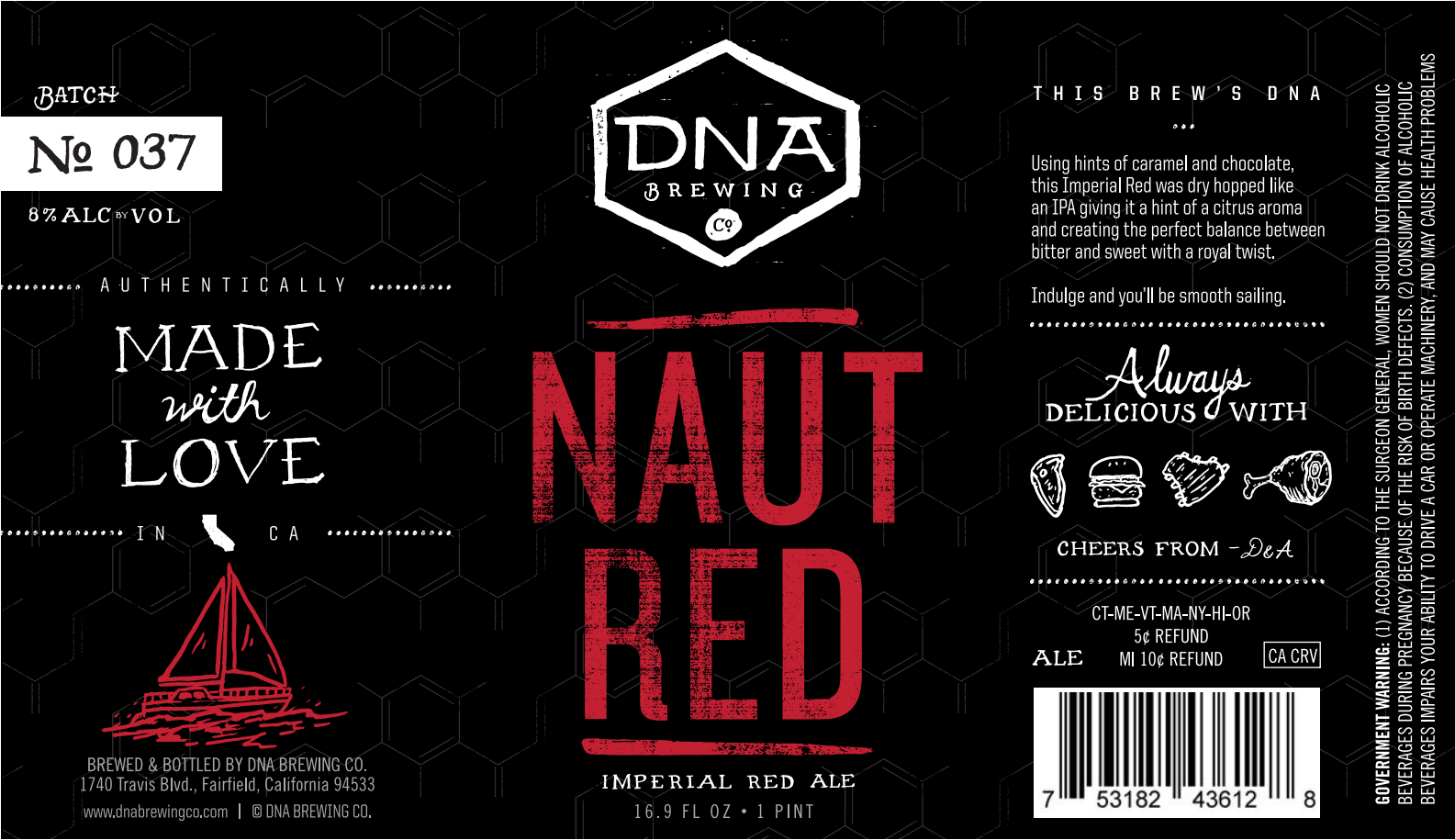




DNA BREWING COMPANY Bottle - Blonde Ale

NTS • 11.25.15 • drawn by NB

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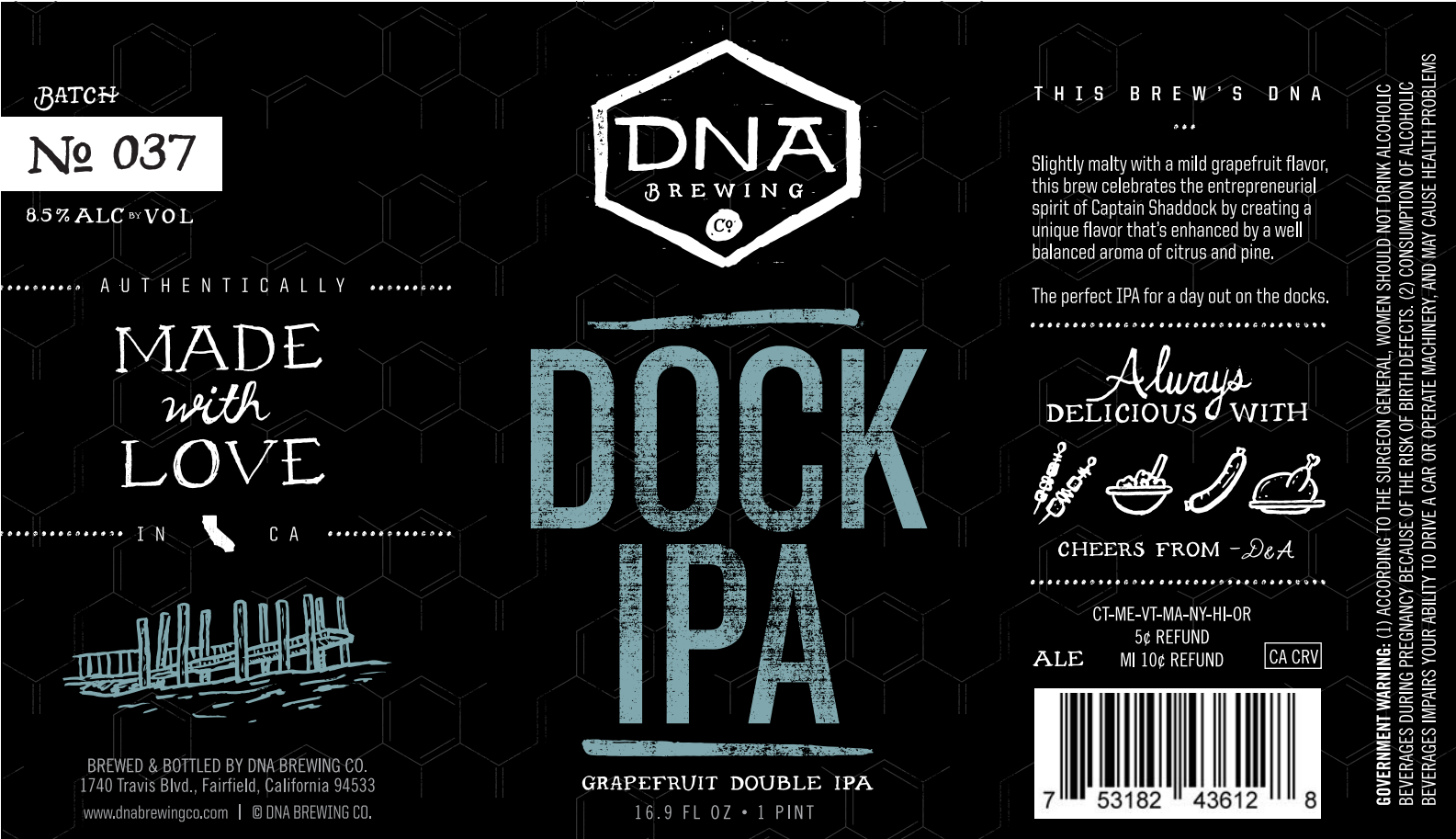




DNA BREWING COMPANY Bottle - Naut Red

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DNA BREWING COMPANY Bottle - Dock IPA

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LABELS & BOTTLES | FAMILY

DNA BREWING COMPANY



DNA BREWING COMPANY Initial Rollout

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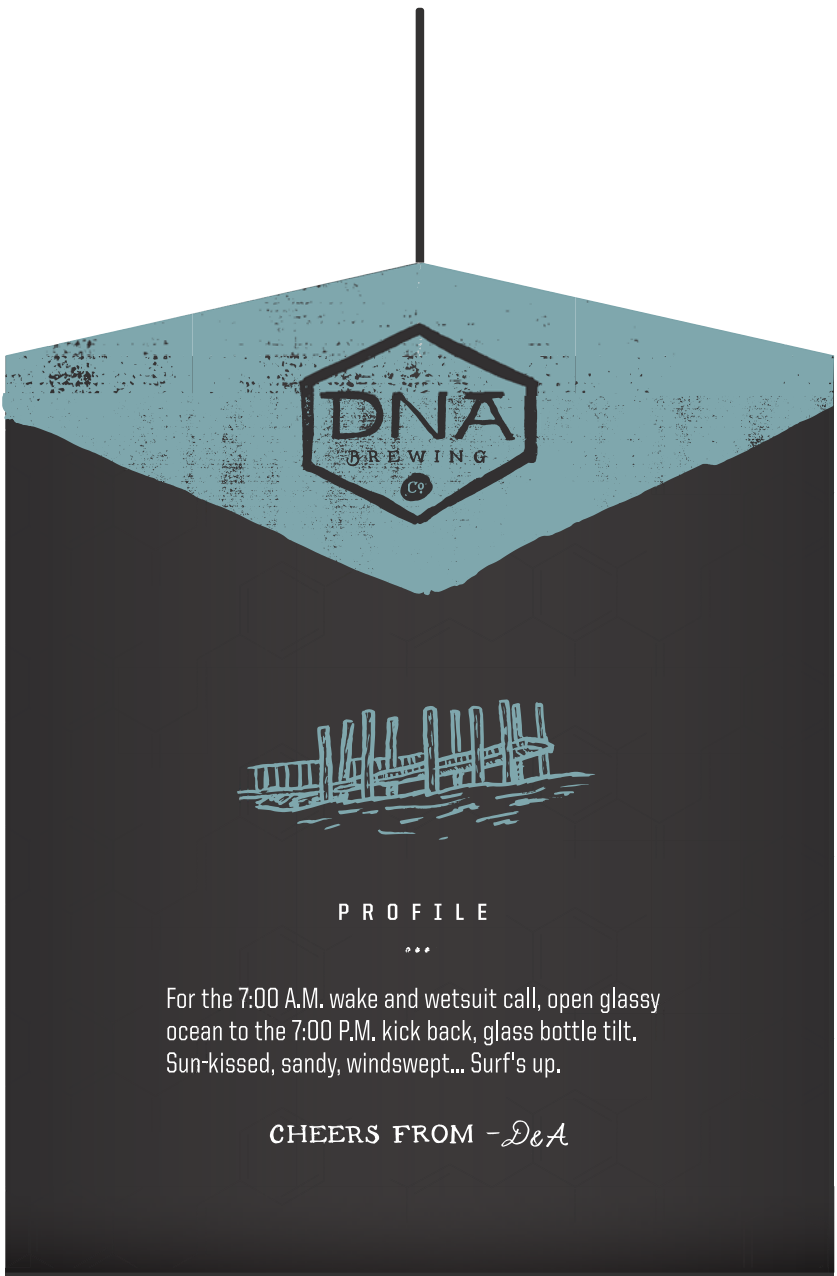
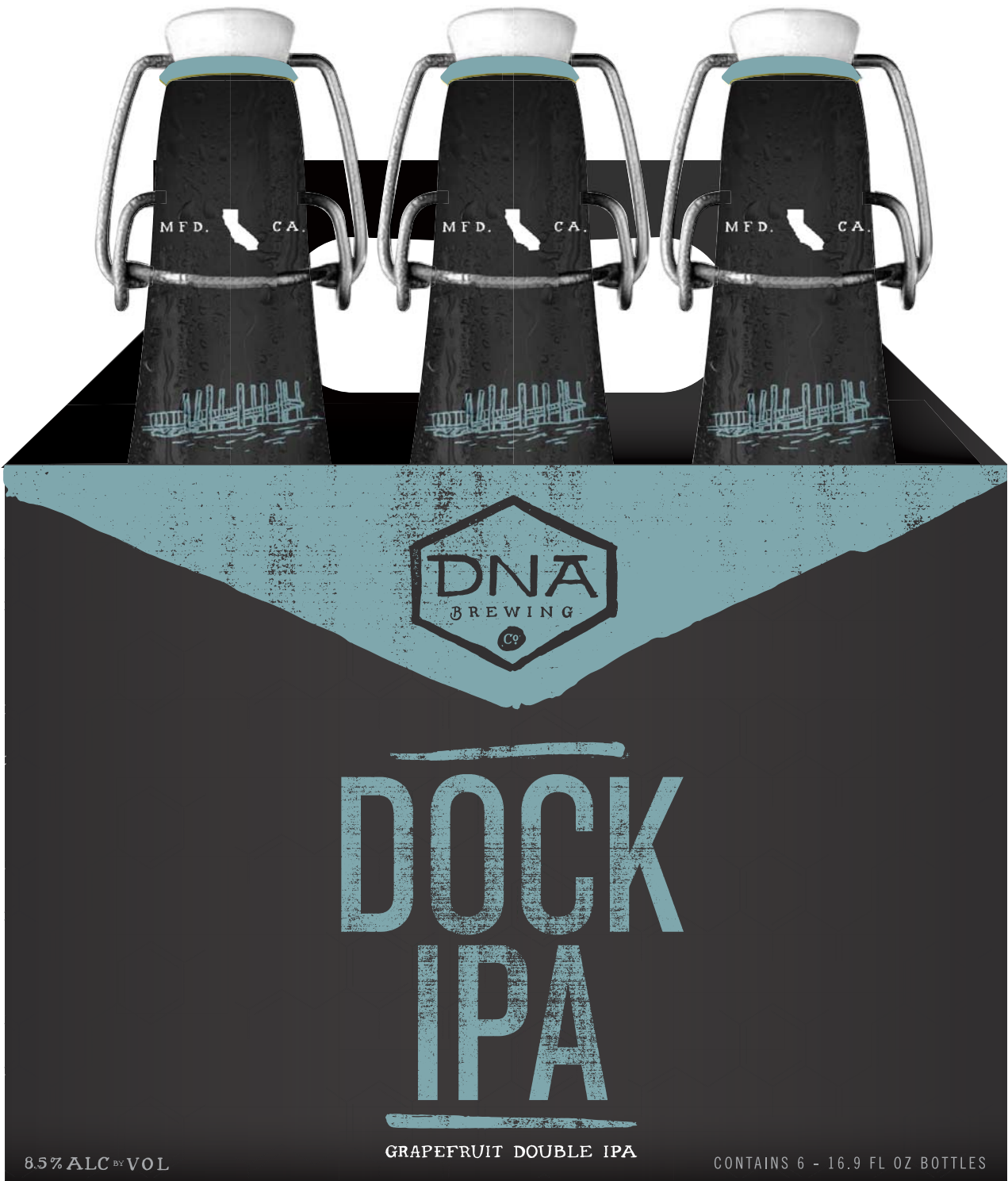
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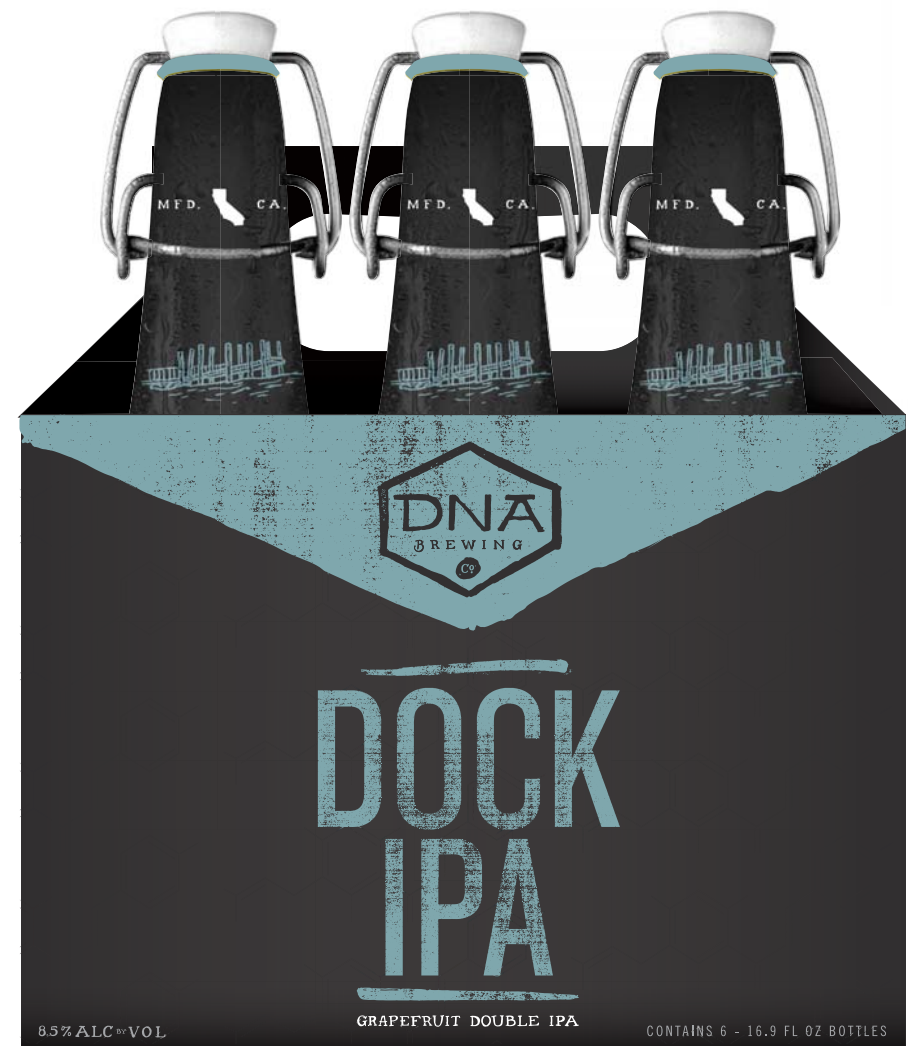
PACKAGING | FAMILY

DNA BREWING COMPANY









DNA BREWING COMPANY Packaging - Family

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BRANDED ITEMS | MISCELLANEOUS

DNA BREWING COMPANY

TAP HANDLES | CONCEPT

DNA BREWING COMPANY

SIDE VIEW



DNA BREWING COMPANY Tap Handles - Concept

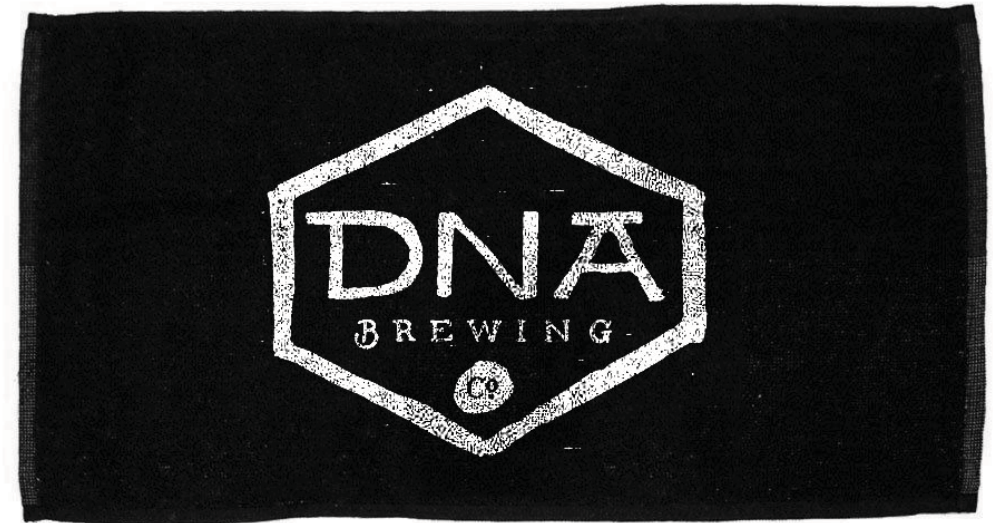
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STUDIO

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DNA BREWING COMPANY Branded Items - Misc

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MARKETING ITEMS | CORE BRANDING

DNA BREWING COMPANY



DANIELLA GRACE ALMEIDA
TITLE NAME

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ASHLEY GRUSH
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11.25.15
RECIPIENT
TITLE
ADDRESS
CITY, STATE, ZIP

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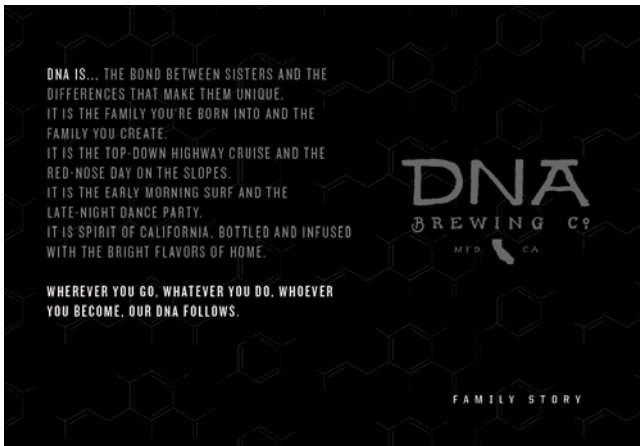
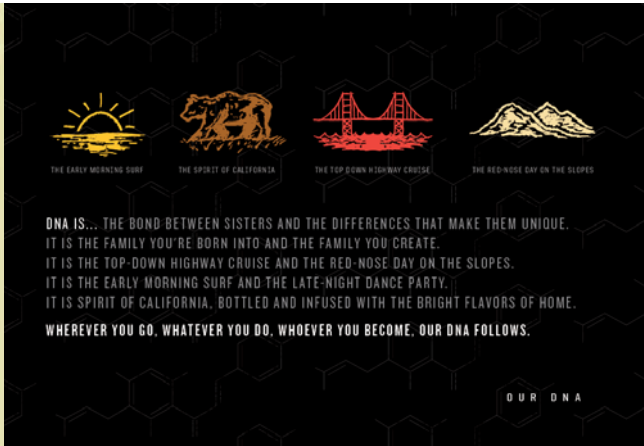
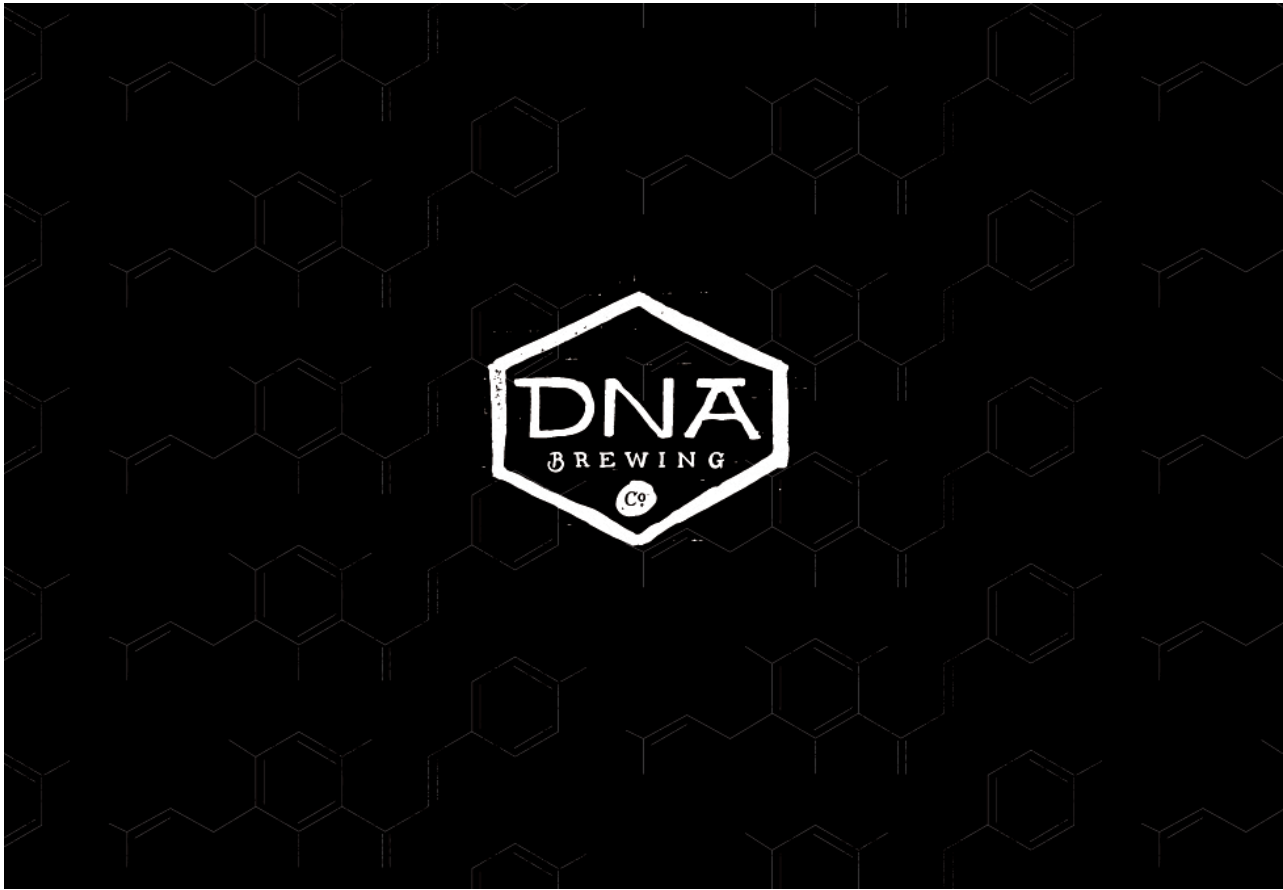
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CHEERS FROM -DeA

DNA BRAND BOOK | TEASER

DNA BREWING COMPANY



DNA BREWING COMPANY DNA Brand Book

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BEER FLIGHT | INSPIRATION

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DNA BREWING COMPANY Beer Flight - Inspiration

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ADDITIONAL BRANDING | MERCHANDISE

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DNA BREWING COMPANY Additional Branding - Merchandise

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