

The Design Process

Vanishing Point Brewing
“The Peach Stand”

DESIGNED BY REITA FISHER | THE PEACH STAND

BEER & BRANDING
OCTOBER 8, 2019

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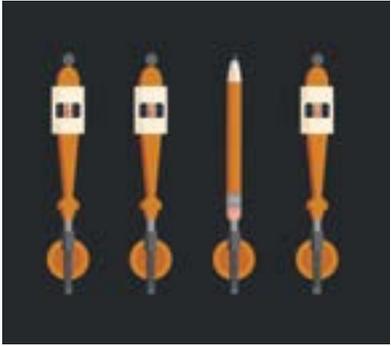
Step 1– Information

Step 2– Brainstorm possibilities

Step 3– Bring to life

Step 4– Putting it all together

Step 5– Building the extras



Beer & Branding

AIGA & NoDa Brewing Company

Beer & Branding combines the efforts and creativity of local designers with local home brewers, ultimately culminating in a brewing competition and a design showcase in collaboration with NoDa Brewing Company and AIGA Charlotte. In this unique two-part event, designers work with local home brewers to brainstorm, brew, and design a branding package based on a secret brewing ingredient. Attendees select their favorite branding packages voting during the design showcase.

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BEER & BRANDING



Step 1

Information

Client

Andrew Lewandowski
704-555-1212
Vanishingpoint@brew.com

Ingredient

2019 Peach

Brewery Name

Vanishing Point Brewing originates as lyrics from a Columbus, Ohio band Red Wanting Blue

Features

- Saison/ Farmhouse Ale
- Light in color/ tan
- Dark bottle
- Middle of the road, not heavy not light
- Add peach during the boiling phase

General Interest

- Music
- Indy bands\ Pop Culture

*** Peach is occasionally spelled "Pæch". For the purpose of the AIGA contest the brewer wanted that spelling. However, for portfolio purposes the spelling was changed to "Peach".

Who wants to drink your beer? How old are they, gender...

I try to make my beers for a wide range of people. While some styles might fit more of a younger, middle class group, I have made sure to have beers that fit all sorts of groups and tastes. Nothing gender specific.

What kinds of beers should people expect from your brewery?

More often than not it will have some edgy beers that offer surprises. I do like to brew classic styles as well, but I haven't shied away from newer styles either. What I would say that helps make me unique is going to be those edgy beers. Like my Chinese Take Out beer last year. Wild combo, but it was super well received.

What words do you want people to say when they think of you? (rugged, welcoming, all natural, traditional...)

For me, definitely comfortable, warm, welcoming, down to earth, but also someone that marches to the beat of their own drum.

What will your customers say about this beer?

Earthy, funky, fruity, crisp, layered

What kind of activities are your customers most interested in?

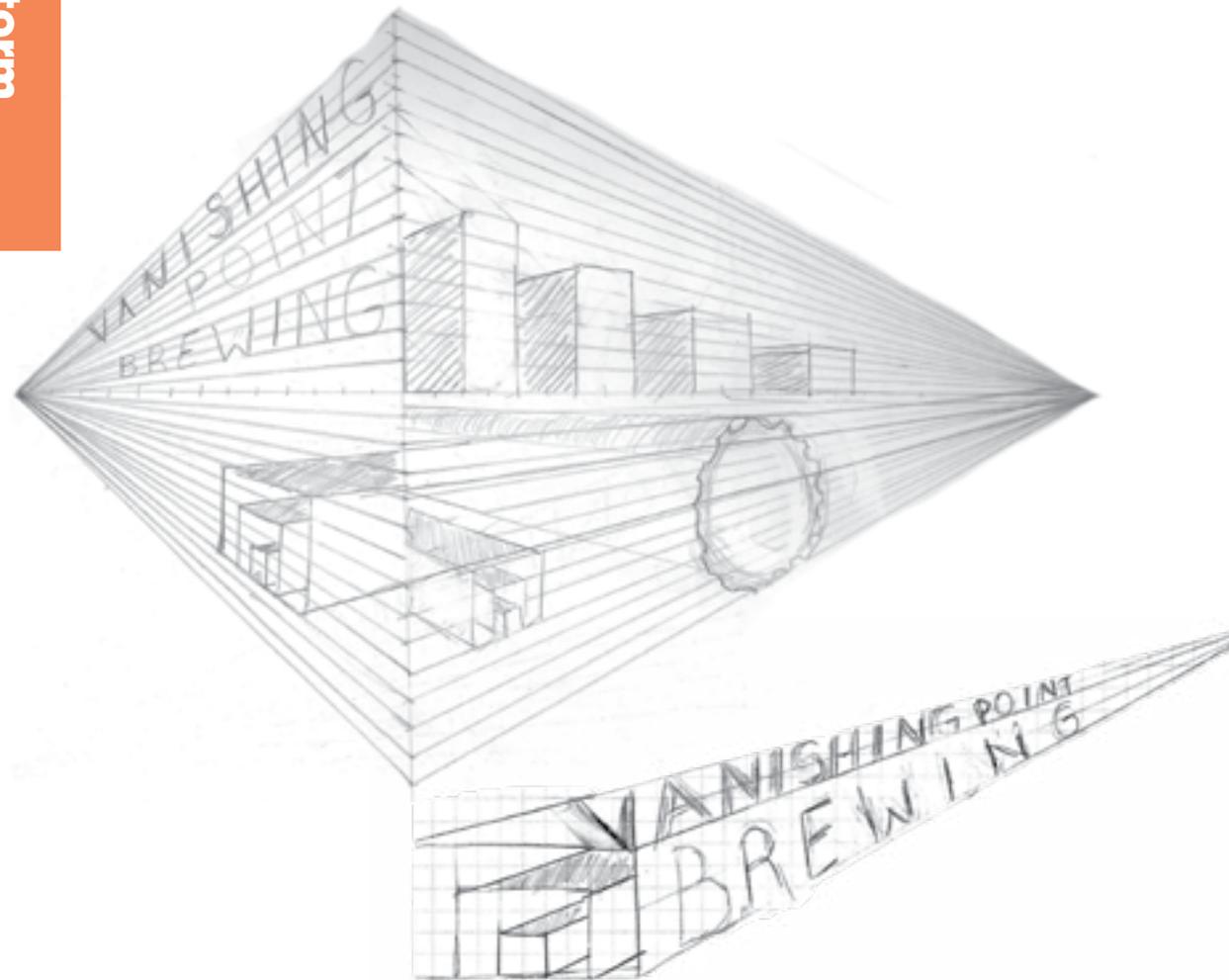
More of my customers would be interested in pop culture (Music, movies, video games) but enjoy the outdoors and some sports and outdoors as well.

Who might be a good spokes person (dead or alive)?

First that came to mind was Chris Pratt. Down to earth, but also not one to shy away from being goofy. Also thought Keanu Reeves because he's just the epitome of a cool ass guy that is also a super nice individual.

Step 2

Brainstorm possibilities





Primary Element

Upon reflecting on the descriptors the brewer wants to convey to attract the customer, the primary design focus centered on "comfortable, warm, welcoming, down to earth, earthy, funky, fruity, crisp, and layered". Secondly, appealing to the representation of Chris Pratt's down to earth persona with a little goofiness for good measure.

Inspiration came from researching pictures of fruit stands and then infusing the image with details that welcome the viewer to stop and visit while enjoying a light, fresh, peach flavored beer.

Introducing two point perspective and repeating an image within an image reinforce the vanishing point theme. The angle of the building has a vanishing point to the left and another to the right. Meanwhile the image within an image plays out on the banner and the peach crates where the finished image appears on the banner within the banner within the front primary image.

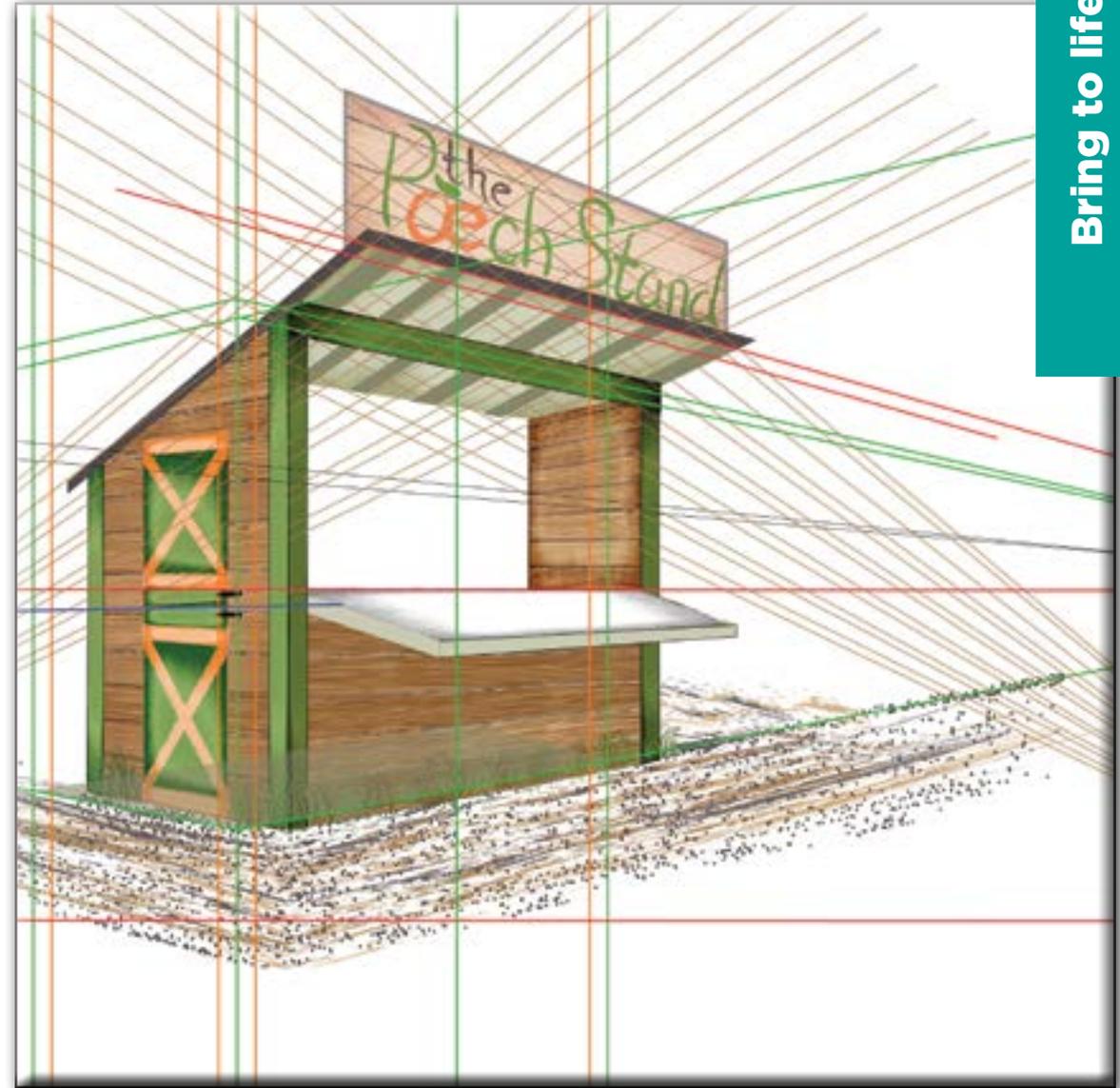




Front Label

The focal point of the label is the peach stand. Creating a realistic illustration from a photograph required finding solutions to maintaining proportions, creating realistic perspectives and textures to create dimension.

By angling the building this way, the eye is drawn to the left and right along each wall to illustrate two point perspective.







Layout Ideas

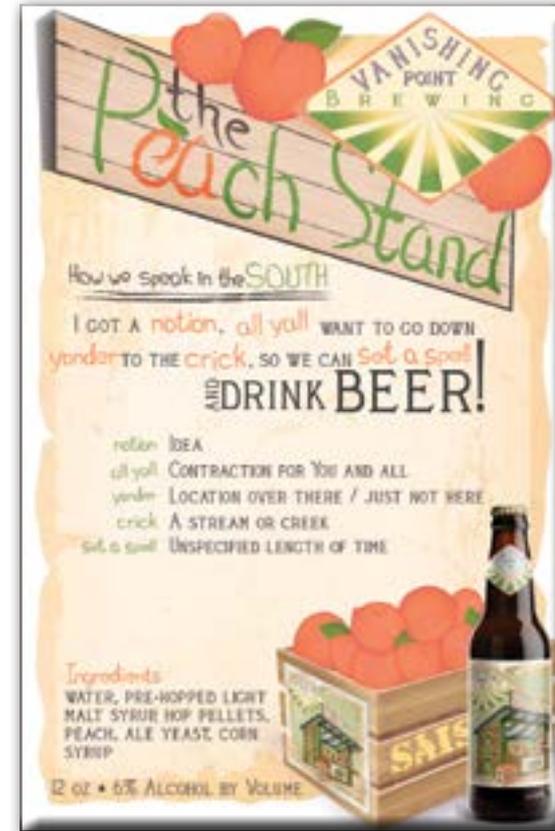
The design was intended to take the viewer back to the good ole' days of southern charm and hospitality while having a little fun too. First thought was to use a postcard to help the mind travel to a simpler place. Spacing and proportions were just not working so moved to a postage stamp- again trying to capitalize on taking the viewer to a simpler time.



Step 4

Putting it all together





Final Layout

Inspiration for the final layout came from the advertising often found on the outside of fruit crates. Notice the repeating picture on the beer bottles, the sign under the shelf and on the fruit crate ends. The image repeats within itself three times. On the back label, a goofy personality emerges with a lesson on southern speak and translations for those that are not familiar with southern slang.



Step 5

Building the extras

Extra 1– Draft Handle

Extra 2– Beer Carrier

Extra 3– Beer Bottles

Draft Handle



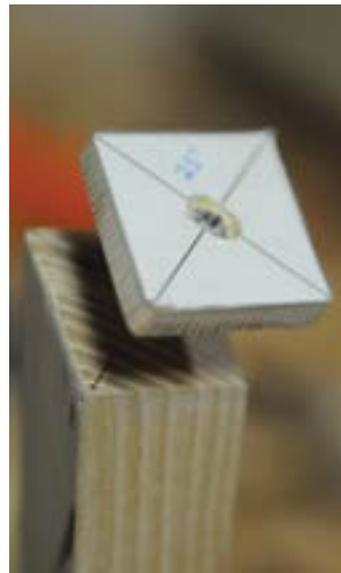
The draft handle has a diamond shaped cross section and incorporates a taper matching the vanishing point theme.

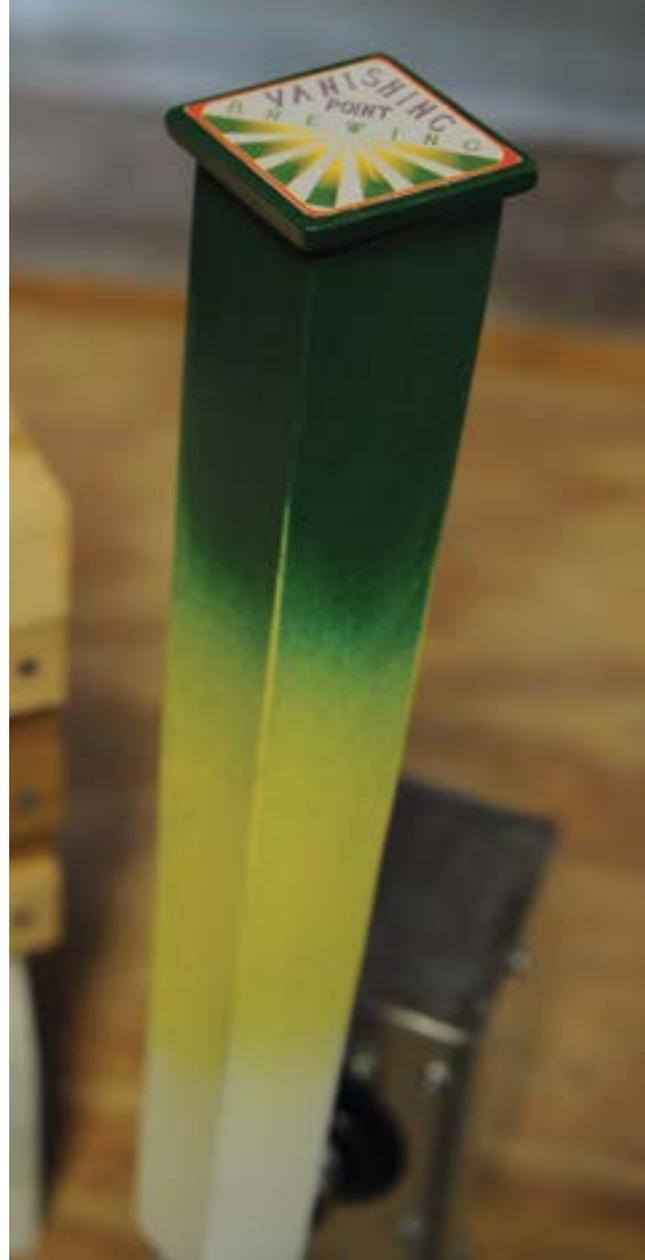
Challenge:

There are no square cuts, making it a challenge to fashion on the table saw.

Solution:

- To achieve the desired shape, two diamond templates were drawn, one matching the large end of the handle and the second matching the small end.
- Templates were transferred to the handle blank and the saw blade was set to match the first angle from square.
- An offset block was temporarily secured to the small end of the handle and an extended fence secured to the saw to provide a face for the handle and block to ride against.
- The fence offset was set to match the width of the wide end of the handle and the first two cuts from square were completed.
- The blade angle was then re-set to match the angle of the second side of the diamond from the first and a wider offset block secured to the small end of the handle to adjust for the material removed from the blank in the first two cuts.

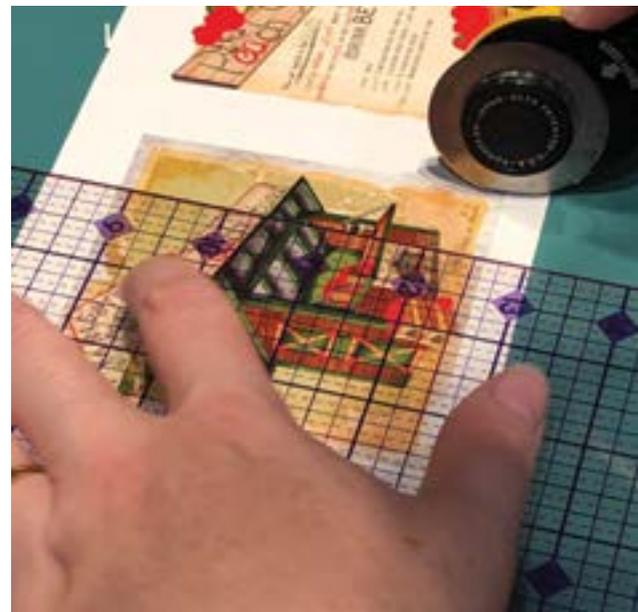




Bottle Crate



Beer Bottle







REITA FISHER

GRAPHICS MATTER

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