



GREEN STAR BREWERY Re-Design & Positioning

Challenge:

Logo is not a well representation of the brand. Inconsistent branding system employed. Lack of online presence. With a strong strategy-Green Star can surpass competitors.

Deliverables:

Logo, Identity, Strategy



Strategy:

In the research stage—Green Star Brewery is the first organic brewery in Illinois-sourcing some ingredients to brew from their roof top farm. First certified organic roof top farm in the US. The caretaker of the farm is warm and friendly.

I feel confident targeting conscious consumerism and designing an identity with strong female energy will drive the business further. Organic brewery with its own farm tended and part owned by women is a niche space. The brewery world is dominated by men—a holistic female driven aesthetic is unique.



Color

Sun Kissed Farm Green Hop Moss Uncommon Green

FUTURA

Black Bold Heavy Medium Book Light

