BD **Brand Identity Developement**

CONCEPTS

1 Tricorn Brewing Co.

2 Kathy's Flowers

3 Natty Man

BD

Concept #1: Tricorn Hat

The design centers on a simple, scalable tricorn hat. It uses an early 19th-century inspired font family. One of the versions includes a classical banner element common in brewery logos. The version with the letter T wearing the tricorn hat creates an allusion of a stick figure wearing the hat. This concept is clean, understated with a hint of fun.

Tricorn • Colonial • Subtle

B⊃

Concept #2: Flagon

This design centers on a pewter flagon and also uses and early 19th-century inspired font family. Similar to concept #1, this design is clean and scalable with a single distinct element—a flagon. The first version, with the flagon replacing the letter O, creates dynamism by removing the letter it catches the eye. This concept is clean and simple.

Tricorn
Brewing CO.

Tricorn
Brewing CO.

Tricorn
Brewing Company
Old Time Ale   Old Time Fun

Tricorn
Brewing CO.

Flagon • Colonial • Subtle

Concept #3: Caricature

Nothing says colonial and fun like a caricature. Concept #3 is inspired by 18th caricaturists John Kay and Tim Bobbin. The idea was simplified and updated for modern conventions. The caricature is a side profile, and a couple of versions incorporate an oval. Both elements were common in the late 18th century caricatures and etchings. The choice was made to not show the man's eyes so to call more attention to the tricorn hat. This concept also includes an early 19th century inspired font family. The versions on the bottom with just the head are easily scalable.

This concept is slightly more elaborate than the first two but is still simple.

1 Tricorn Brewing CO.

Tricorn   Brewing
Old Time Ale   Old Time Fun

Tricorn   Brewing
Old Time Ale   Old Time Fun

Tricorn Brewing Company

Tricorn Brewing CO.

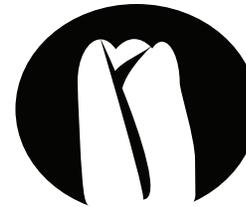Caricature • Colonial • Fun

Concept #1: Flower

These designs focus on two key features a flower and a script font. The script fonts used are inviting and friendly, while the flower graphics are elegant.
The first two versions are roses, and the third is a tulip. The tulip version has an additional circle which adds another layer of friendliness to the design.
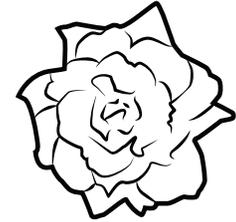
Flower • Friendly • Sympathy

Concept #2: Silhouette

The second concept focuses on the silhouette of a woman and a man. Six of the seven presented have the silhouettes included in a larger flower. Most of the fonts chosen are friendly-feeling script fonts. This concept highlights romance with two people staring into each other's eyes. It says budding romance, empathy, and friendliness.

Flower • Romance • Empathy
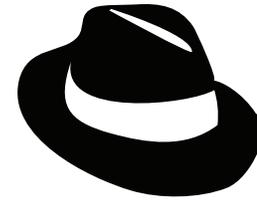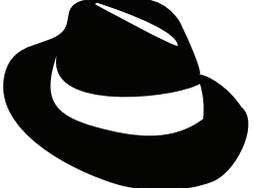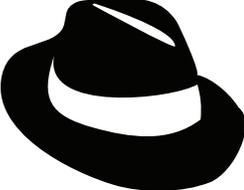
Concept #1: Fedora

The concept focuses on a fedora, which symbolizes style. It includes an elegant font and adheres to the industry trend of letting the product quality speak for itself.
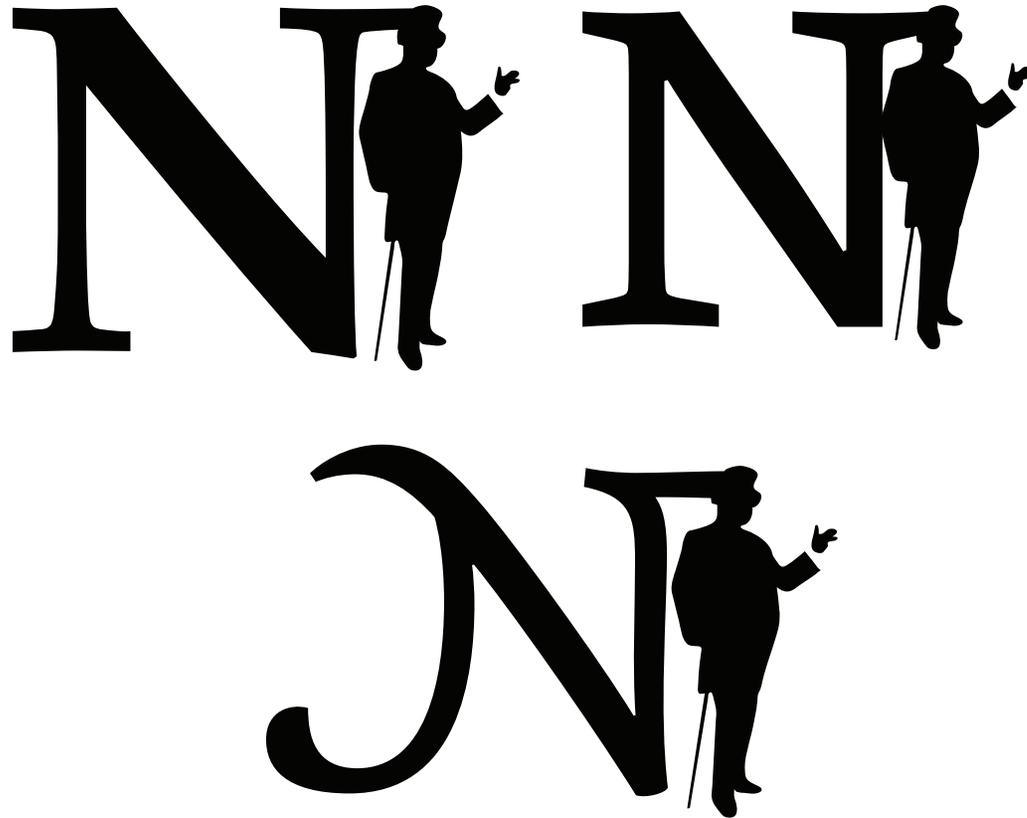
Natty Mann

Natty Mann

N M

Stylish • Timeless • Affluent

Concept #2: Monogram N

The second concept is a monograph of the letter N and a man. The letter N stands for *Natty*, and the silhouette of a man represents the word *man*. The mark displays the company name and its attitude: timeless and just a smidge cheeky. The concept is simple and easily reproduced and embroidered onto clothing.
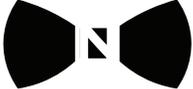
Stylish • Timeless • Cheeky

Concept #3: Bow Tie

The third concept adds a bow tie representing timeless style to the elegant font. The top row includes a negative space N in the bow tie to create visual interest. The bottom row adds the bow tie to the negative space created by the letter M in the word man. The concept is simple, scalable with just a hint of humor.

Natty Mann

Natty Mann

Natty Mann

Natty Mann

Stylish • Timeless • humor