

## CASE STUDY : CHUCKANUT BREWERY

ORIGINAL LOGO



REVISED LOGO



**SURVEY SAYS:** The client loves it and so do we! Don't you agree? Oh! And if you want to see a breakdown comparison of the old and the new, just flip on over to the back side of the page...



**THE SETUP:** When the nice folks at Chuckanut Brewery called us to design their first ever beer labels (woohoo!) we suggested a little logo update as well. Sometimes a client has a mark that is a start in the right direction that needs some recrafting and tightening to make it shine – as opposed to an entirely new logo. In this instance, that's exactly what we did!

**THE GOAL:** Maintain the bones and structure of the original logo, and give it a lighter, brighter visage. Think of it as the plastic surgery of the design world.

**THE CATCH:** They weren't entirely sure that they WANTED a revised logo.

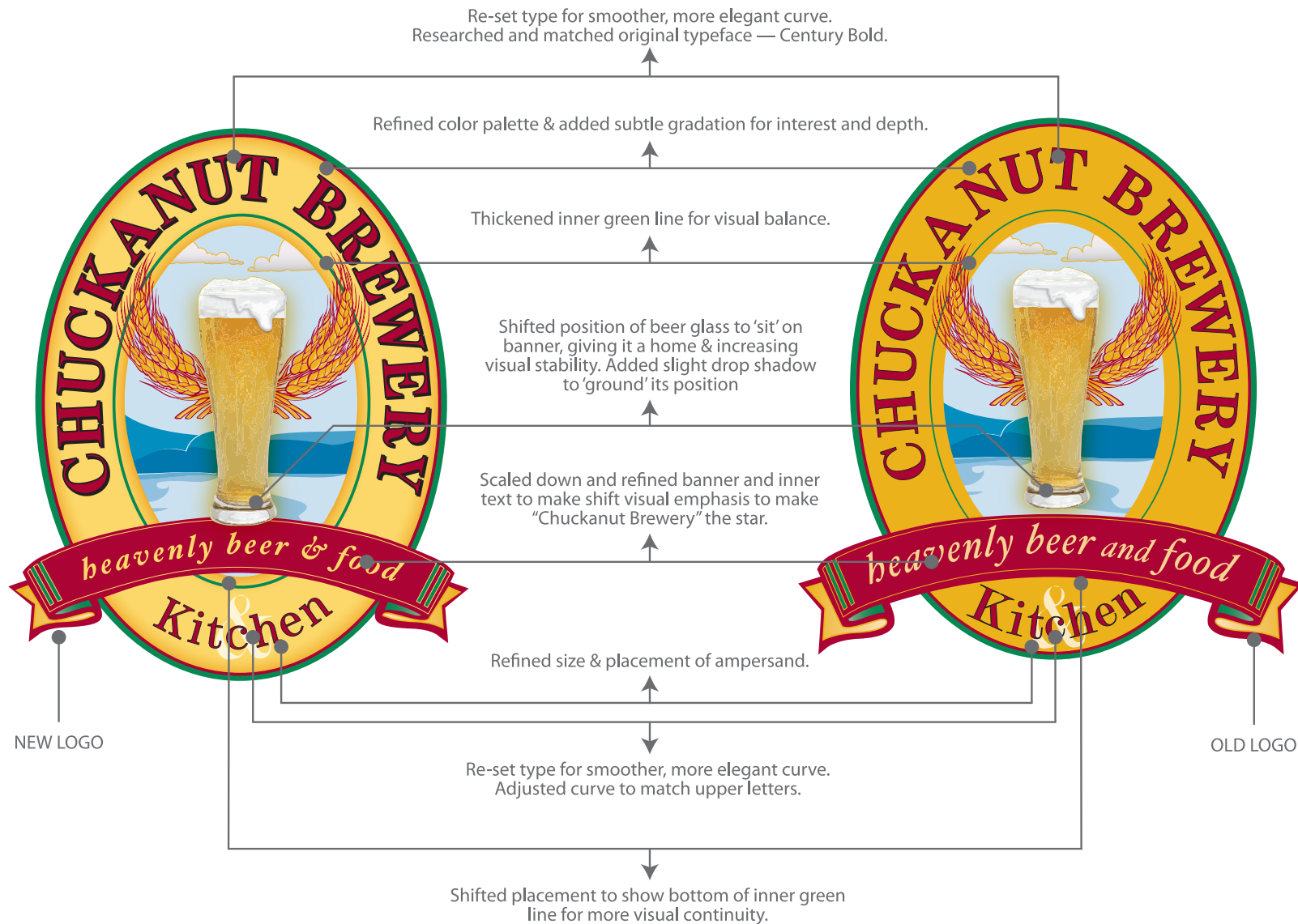
**THE BIG IDEA:** We carefully and lovingly recrafted the existing logo, making a long list of very subtle changes including creating a smaller banner, totally re kerning the type, choosing a richer color palette...well heck, we could talk about this all day. How about you look right and we'll just SHOW you!



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# CHUCKANUT BREWERY : LOGO COMPARISON



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