
PROJECT CHALLENGE

Reinvent the South Street brand to reflect the brightened, new interior space and ownership. Create range of tiers that will distribute across the East Coast (flagships, an accessible can series, and a reserve line of 750 mL bottles with a carrier series).

CLIENT BACKGROUND

Since opening in 1998, South Street Brewery has been a Charlottesville, VA institution. Almost 20 years later, and under new ownership, South Street Brewery underwent a complete brand refresh and renovation. The primary challenge for Watermark in the redesign was to pay homage to the historic building while reflecting the sleek new interior of the restaurant.

RESULTS

After the brand redesign, South Street has won awards, including a GDUSA Packaging Award.



BRAND STRATEGY

Redesign South Street's brand identity of beer labels using a bold color palette for shelf presence.

BRAND DEVELOPMENT PROCESS

Before the new management overhaul in 2014, we were approached a year prior to design six-packs and labels based on the previous owner's preferences for a vintage, natural feel.

INITIAL CONCEPTS

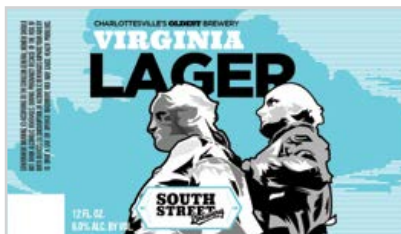
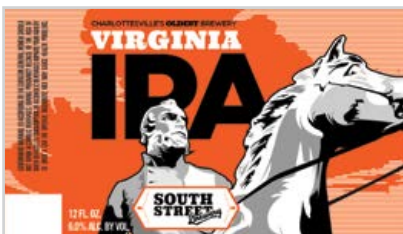
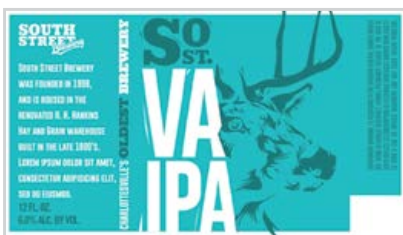
Through conversations and discussion over visual examples, we helped South Street clarify the vision for their brand.

It is critical to keep in mind the existing brand's equity before diving into a brand redesign. South Street had been established as a brewery for almost twenty years prior to approaching us, and was recognized regionally. Our plan was not to overhaul the brand, but rather clean, refine, and (ultimately) elevate the existing concept.



OLD PACKAGING

INITIAL CONCEPTS



FINAL BRAND IDENTITY

The final developed logo plays off of the slab-serif font on the exterior of the building and that remained after the renovation. The bright crimson color of the circular mark was chosen for its eye-catching hue. After the logo was created, we developed supporting messaging. In reference to South Street's seat as one of the earliest breweries in Virginia, the messaging **A Virginia Original** was used to draw in the audience.



DEVELOPED LOGO

**SOUTH
STREET**
Brewery

TYPEFACE FAMILY

SECONDARY TITLE
HEADLINE

Body Copy

GRAPHIC ELEMENTS



FLAGSHIP BEERS

The two flagship beers that launch the accessible line for South Street were intended to work as a set together by entering the brewery scene with the same crimson color scheme. On the shelf or on display behind the bar, the pair play off of one another. The linework behind the motorcyclist implies movement, while a similar stroke is applied behind the cardinal to illustrate depth in the clouds. Custom caps with the circular “So. St.” mark grace the tops of the bottles in black and tie together the blacks used in the label.



The bright color palette developed for shelf presence



SEASONAL CAN DESIGN

The can series was generated to appeal to customers in a casual summer setting as a seasonal release. The playful figure is an iconic silhouette that is printed directly on an aluminum background so that the metal shows through.



PREMIERE SIX-PACK SERIES

The **Barstools and Dreamers series** is an upscale seasonal set that utilizes foil paper stock as a means to create a high-end experience for the customer. Each label is customized around the illustration in a unique die.

The pattern on the edge of the carrier is continuous on the shelf so that the viewer can see multiple units as a cohesive whole. Each title contains custom handlettering created in-house at Watermark to reflect the thematic elements of each seasonal.

PRINTING PROCESSES

- CUSTOM DIECUT



Secondary Logo exclusively for Six-Pack series



EXAMPLE OF DIECUT

RESERVE 750 mL BOTTLE DESIGN

As the highest tier of the South Street brand, the 750 mL bottles of Anastasia's Chocolate Fantasy have a chimerical aesthetic. Drawing inspiration from Willy Wonka-esc chocolate swirls that radiate from the silhouette, the design balances playfulness, whimsy, and high end appeal. These labels are printed on a diecut, foiled paper that reflects the shape of the chocolate swirls.



DISCONTINUED BOTTLE, SCREENPRINT

COLLATERAL

The brewpub located in Charlottesville, Virginia has a wide variety of merchandise behind the counter as well as a take-away beer section. Watermark seized this opportunity by generating stickers, coasters, coozies, screenprinted pint glasses, and stylized t-shirts that are used by employees throughout the brewpub in addition to being readily available for customers.

This plethora of designed products further solidifies and establishes the brand so that it is widely recognized by its consumer base.



ENVIRONMENTAL DESIGN

In addition to the collateral pieces, Watermark also created table tents, menus, and posters utilized decoratively throughout the interior space. A large printed mural lines a main wall of the restaurant as a focal point, using the secondary mark as a patterned motif.



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