

LONG HAUL BREWERY  
Brand Identity Deep Dive Research

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VSTREETCREATIVE  
Branding Strategy and Art Direction  
for Creative Businesses

# COMPETITORS

Observations & Takeaways

## KINGS COUNTY BREWERS COLLECTIVE

- Branding Colors: Blue and green
- Logo Details: Hand-drawn style sans-serif block letters, with hops iconography, known as KCBC
- Packaging Style: Illustrative like comic books
- Website: N/A
- Shop: <https://www.kcbestore.com/>
- IG: [kbcbeer](#)





## INTERBORO

- Branding Colors: Black and white, but packaging includes any colors or fonts
- Logo Details: Two arrows pointing in opposite directions, all caps sans-serif block text
- Packaging Style: Graphic typography
- Website: <http://interboro.nyc/>
- Shop: N/A
- IG: [interboronyc](#)



## BROOKLYN BREWERY

- Branding Colors: Green, white and black
- Logo Details: Script font much like baseball script, prominent B with all caps name for badge style logo
- Packaging Style: Variations of main badge logo with different colors and patterns
- Website: <https://brooklynbrewery.com/>
- Shop: <http://store.brooklynbrewery.com/>
- IG: [brooklynbrewery](https://www.instagram.com/brooklynbrewery)





## GRIMM

- Branding Colors: Black and white
- Logo Details: All caps hand drawn style letters, thin, sans-serif; full logo has an illustration
- Packaging Style: retro (60s) style illustration and color palette
- Website: <https://grimmales.com/>
- Shop: <https://shop.grimmales.com/>
- IG: [grimmales](https://www.instagram.com/grimmales)



## OTHER HALF

- Branding Colors: Black, white, purple, and blue
- Logo Details: Serif font with top of beer cans iconography
- Packaging Style: psychedelic, colorful, gradients, but no consistency
- Website: <https://otherhalfbrewing.com/>
- Shop: <https://store.otherhalfbrewing.com/>
- IG: [otherhalfnyc](https://www.instagram.com/otherhalfnyc)



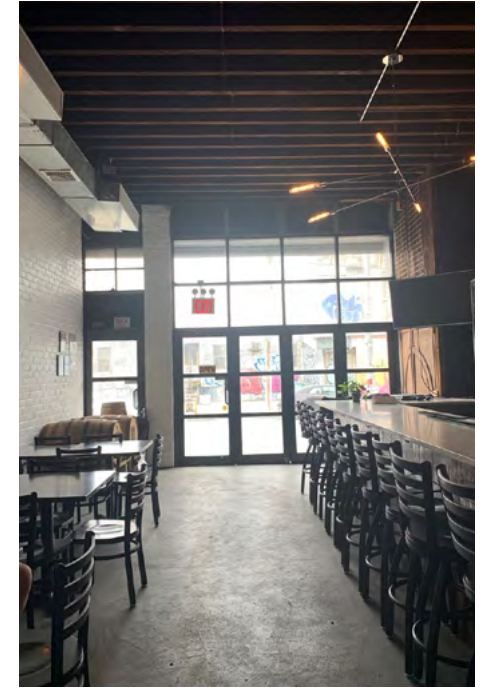
## KEY TAKEAWAYS

- Where Brooklyn Brewery outshines the competition is their clear branding identity that is *carried through* their packaging
- Brooklyn Brewery has one clear hero color whereas the other brands do not have a clear hero color, or consistency of color story
- KCBC has some semblance of clear hero colors (blue and green) and hierarchy of information for their brand identity
- Grimm has a modern, more feminine touch which makes sense since the founders are a husband and wife team
- The logo typography for the brands are mostly sans-serif or illustrative in nature
- Many of the Brooklyn-based bars have a modern and industrial feel
- Long Haul Brewery could set itself apart by leaning into color in a clear way throughout branding assets or by letting the community be the driving force in branding



# CONCEPTUAL OPTIONS

The Direction for the  
Brand Identity



## CURRENT LOOK & FEEL





## MOODBOARD OPTION 1

### Key words

- Colorful
- Genuine
- Playful

### Idea

- Use a lot of color for assets like the menu, packaging, signage, etc.
- Keep Turner front and center for all materials; Keep him playful, funny, and light-hearted
- Keep typography modern but rounded to stay approachable
- Use bright colors to put the brand first and center





## MOODBOARD OPTION 2

### Key Words

- Committed
- Community
- Laid-back

### Idea

- More graffiti focus  
typography to highlight  
Bushwick and Brooklyn  
roots
- Use black and white to  
ground the branding  
with spot colors punched  
throughout
- Keep the spot colors muted  
as opposed to bright to put  
the neighborhood-feel first

