**88 DESIGN GROUP: WINNING CRAFT BEER MARKETING AWARD SUBMISSIONS**

**Best Logo Design / Unique**

Anticipating an early 2020 launch, LUKI Brewing imagined a brand identity based on the central themes of family and shared experiences, but uniquely inspired by the family’s remarkable history — as Roaring 20’s era circus performers. With the desire to focus on the behind-the-scenes elements of camaraderie and the joy that comes from entertaining, we delivered LUKI a cheery, modern take on the classic circus look.

The primary logo created for LUKI was inspired by a ticket, such as one that might have been used for circus admission back in the 1920s. Tickets as an icon can symbolize the entrance to a new adventure, or in LUKI’s case, a welcoming place full of fun times and great beer.

A secondary logo was also created based on the iconic ringmaster’s top hat. There is synergy with the ticket logo via the use of typography. The Bonzer font used is modern, yet it invokes some of the showmanship of yesteryear – further telling the LUKI story.

Not every brewery has the story that LUKI has. We were honored to help bring the story to life.

**Best Merchandise Design / Most Creative Line**

Brewing Outfitters is a craft beer lifestyle brand that aspires to be the industry authority in what’s on-trend in the world of brewery merchandise and beer gear.

The brand was developed as a retail line for the 2019 Craft Brewers Conference in Denver, Colorado. Inspired by premium outdoor lifestyle brands, Brewing Outfitters was a collaborative project between 88 Design Group and Grandstand. Our goal was to develop a merchandise line with an identity that reflects the Rocky Mountain region and the interests of craft beer enthusiasts and outdoor adventurers.

The outdoor lifestyle needed to be the recurring theme throughout the line. Identifying what activities capture the essence of the outdoor experience and what products resonate with a craft beer audience were the challenges that we faced.

Three retail lines were created: Brewing Expeditions, Brewing Excursions and Brewing Adventures.

Utilizing our trademarked phrase “Support Local Beer” as the unifying theme across the brand made perfect sense, as the statement itself speaks to the camaraderie that craft breweries have with their local communities and vice versa.

The Brewing Outfitters brand is a prime example of bringing great ideas to life through an integrated merchandise line and into the retail environment.

Video: <https://youtu.be/yjKbjvgEqvc>

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