

ADVE 705 - ASSIGNMENT #2
Branding Beer: This One's for You!

BRANDING BEER

Prof. Judy Salzinger

Presents by



BRIEF



Create a strong brand identity for the beer brand

This project required the development of a full identity system – including name, logo, label design, packaging, and thematic storytelling – all driven by the expressive use of type.

DELIVERABLES

A brand
extensions

3 label
designs

A theme
that tells
story

Package
design





OBJECTIVE

To build a beer brand that doesn't just sit on shelves
- it creeps into memory. Make fear the flavor.



THEME SELECTION CRITERIA

How did I evaluate potential themes?



Strong narrative
potential



Visual depth &
emotional tone



Typography
driven concept



Unique user
engagement



Psychological
relevance

PITCHED THEMES

Exploring diverse directions.



HOLI



NIGHTMARE



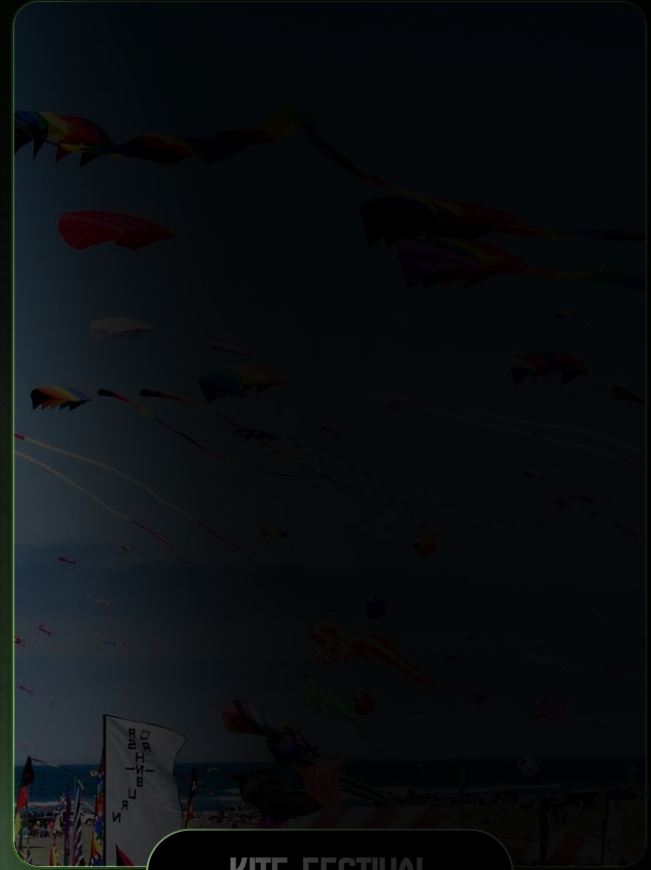
KITE FESTIVAL



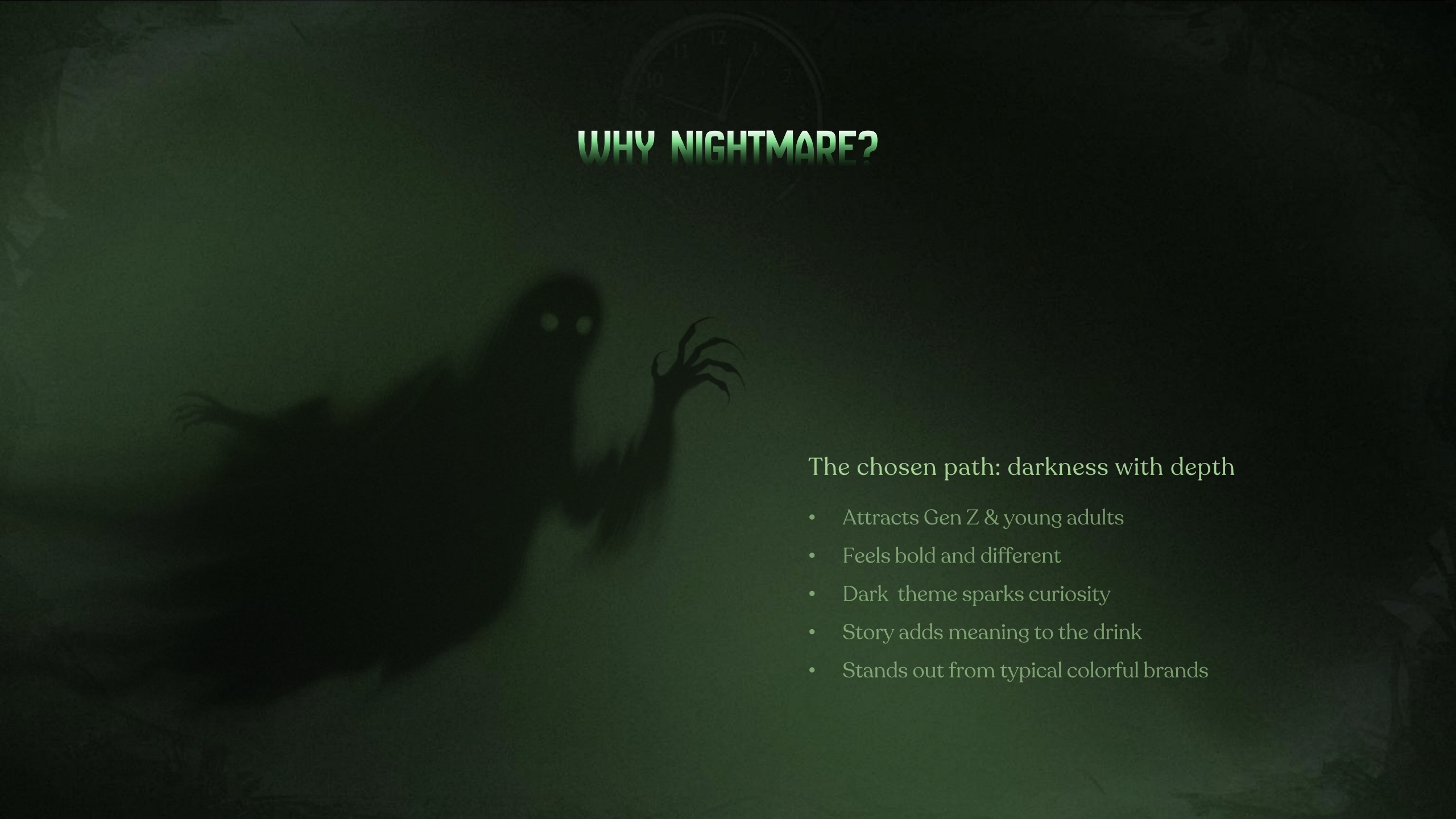
HOLI



NIGHTMARE



KITE FESTIVAL

The background is a dark, textured green. At the top center, there is a faint, circular clock face with numbers 1 through 12. Below the clock, the text "WHY NIGHTMARE?" is written in a bold, green, sans-serif font. In the lower-left quadrant, there is a dark, shadowy figure with glowing yellow eyes and long, thin, claw-like fingers, resembling a ghost or a creature from a horror movie.

WHY NIGHTMARE?

The chosen path: darkness with depth

- Attracts Gen Z & young adults
- Feels bold and different
- Dark theme sparks curiosity
- Story adds meaning to the drink
- Stands out from typical colorful brands

MOODBOARD

The visual soul of the brand.





BIG IDEA

EACH HOUR BRINGS A NEW FEAR

Branded brew built around the idea that nightmares come in phases — and each can represents a specific stage of the night when fear takes a new form.



12:00 AM

CLOWN

The Clown represents chaos – the irrational fears that creep in early, when everything feels strange but not yet terrifying.



02:00 AM

SPIDER

At this hour, the body is in its deepest REM sleep. The Spider symbolizes that trapped, crawling fear – when you're aware, but unable to move.



03:30 AM GHOST

3:30 AM is tied to spiritual unease and deep psychological fear. It's the most personal nightmare.

NAME EXPLORATION

Digging through names in the dark.

- Dark Sleep
- REM
- Lucid Drew
- **Nightmare**
- Silent Sip

NIGHTMARE



Bold and edgy; instantly memorable and great for a darker beer line.

*Leaves you asking:
What happens if I drink this?*

TYPEFACE



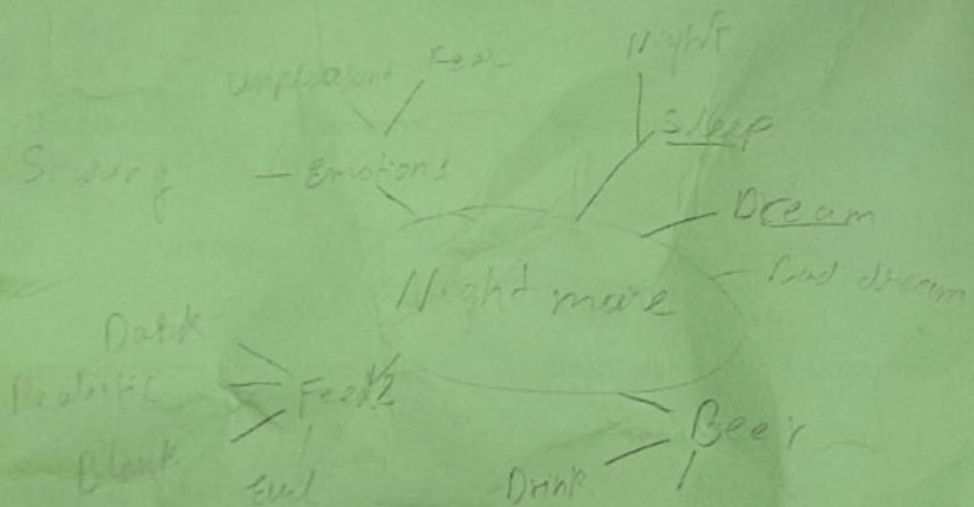
- A bold, expressive display typeface with unique character shapes
- Great for impactful headlines or logo design – especially suited for Nightmare, with its playful, loud, and celebratory tone
- Helps the brand stand out with a fun, youthful personality

MOODBOARD FOR LOGO & LABEL



Brand Name

Theme - Nightmare



- English Name

- Fear - Sleeping phase where most of the dream happens

- Bad sleep / Dark sleep -

- NIGHTMARE

NIGHTMARE

NIGHTM

NIGHTMARE

NIGHTMARE

NIGHTMARES

NIGHT

NIGHTMARE

NIGHTMARE

NIGHTMAR

NIGHT MARE

NIGHTMARE
LIGHT

NIGHTMARE

LOGO PROCESS

Sketching: How the brand came to life

LOGO PROCESS

Digital refinements with grunge and shadow

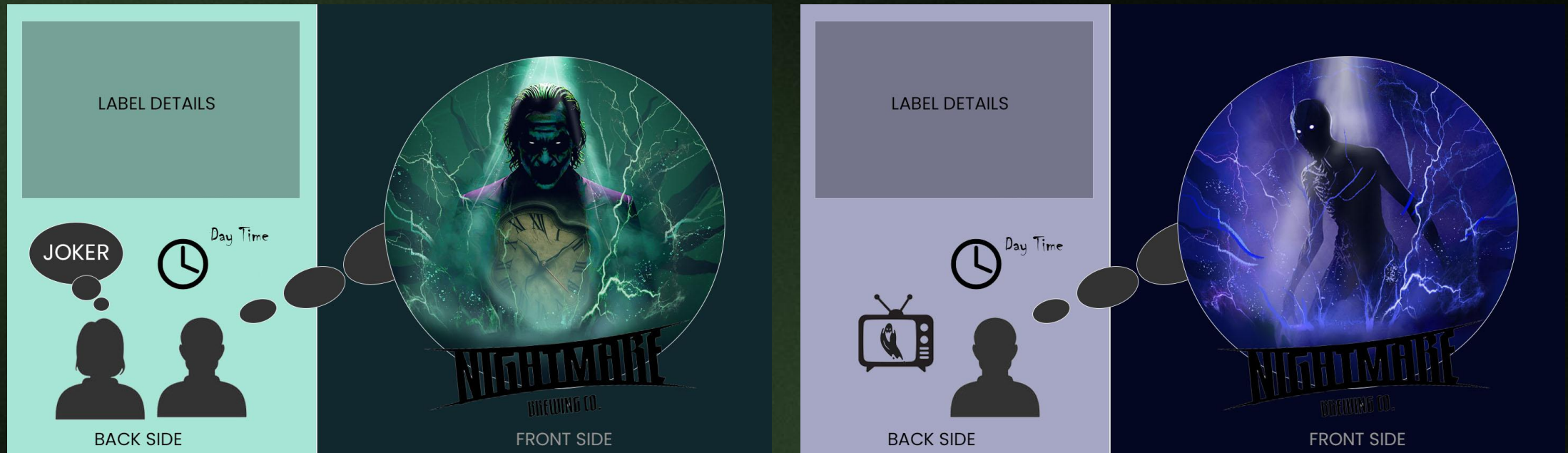


FINAL LOGO



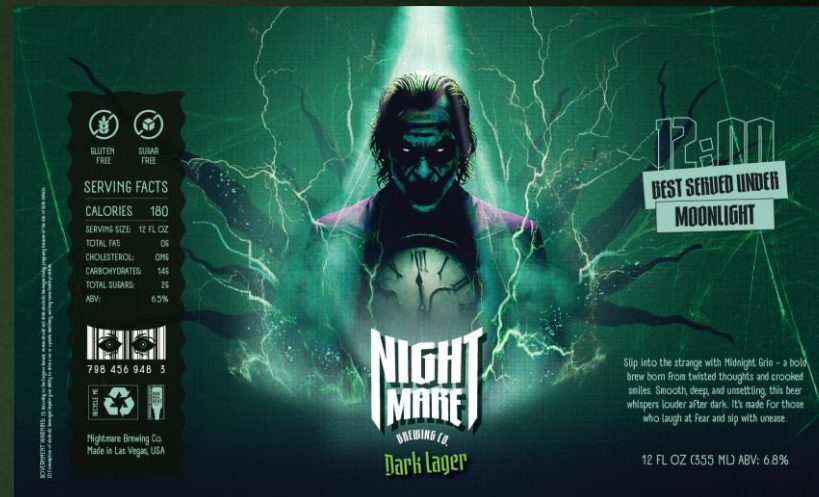
LABEL CONCEPT

Version #1



LABEL CONCEPT

Version #2



FINAL LABEL



GLUTEN
FREE



SUGAR
FREE

SERVING FACTS

CALORIES 180

SERVING SIZE: 12 FL OZ

TOTAL FAT: 0G

CHOLESTEROL: 0MG

CARBOHYDRATES: 14G

TOTAL SUGARS: 0G

ABV: 6.8%



798 456 948 3



RECYCLE ME



Nightmare Brewing Co.
Made in Las Vegas, USA



**NIGHT
MARE**
BREWING CO.

Midnight Grin

12:00

HE FOLLOWS IN
SILENCE



SCAN TO
ESCAPE THE
CLOWN

You close your eyes at midnight, hoping for rest.
But he remembers your name. In the quiet, he
waits — with a grin carved wider than before. You
aren't dreaming yet. He just arrived early.

12 FL OZ (355 ML) ABV: 6.8%

GOVERNMENT WARNING: (1) According to the Surgeon General, excessive alcohol consumption during pregnancy increases the risk of birth defects.
(2) Consumption of alcoholic beverages impairs your ability to drive a car or operate machinery, and may cause health problems.

FINAL LABEL



GLUTEN
FREE



SUGAR
FREE

SERVING FACTS

CALORIES 180

SERVING SIZE: 12 FL OZ

TOTAL FAT: 0G

CHOLESTEROL: 0MG

CARBOHYDRATES: 14G

TOTAL SUGARS: 0G

ABV: 6.8%



798 456 943 3



Nightmare Brewing Co.
Made in Las Vegas, USA

**NIGHT
MARE**
BREWING CO.
Frozen Web

2:00

IT CRAWLS WHEN
YOU SLEEP



SCAN TO
ESCAPE THE
SPIDER

At 2:00 AM, you wake up — but your body doesn't. Shadows shift above. You feel the weight of legs crawling across your chest. You want to scream, but something already stole your breath.

12 FL OZ (355 ML) ABV: 6.8%

GOVERNMENT WARNING: (1) According to the Surgeon General's warning, drinking alcohol increases the risk of heart disease. (2) Consumption of alcoholic beverages impairs your ability to drive a car or operate machinery, and may contribute to accidents.

FINAL LABEL



GLUTEN
FREE



SUGAR
FREE

SERVING FACTS

CALORIES 180

SERVING SIZE: 12 FL OZ

TOTAL FAT: 0G

CHOLESTEROL: 0MG

CARBOHYDRATES: 14G

TOTAL SUGARS: 0G

ABV: 6.8%



798 456 940 3



RECYCLE ME



Nightmare Brewing Co.
Made in Las Vegas, USA

**NIGHT
MARE**
BREWING CO.
Dark Lager

3:30

HE'S WAITING AT
MIDNIGHT



SCAN TO
ESCAPE THE
GHOST

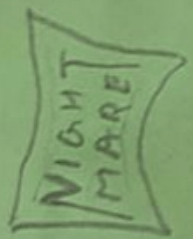
They call it the Devil's Hour — when the veil thins, and the past returns. A cold breeze brushes your skin, but all the windows are closed. She's not haunting your home. She's haunting your memory.

12 FL OZ (355 ML) ABV: 6.8%

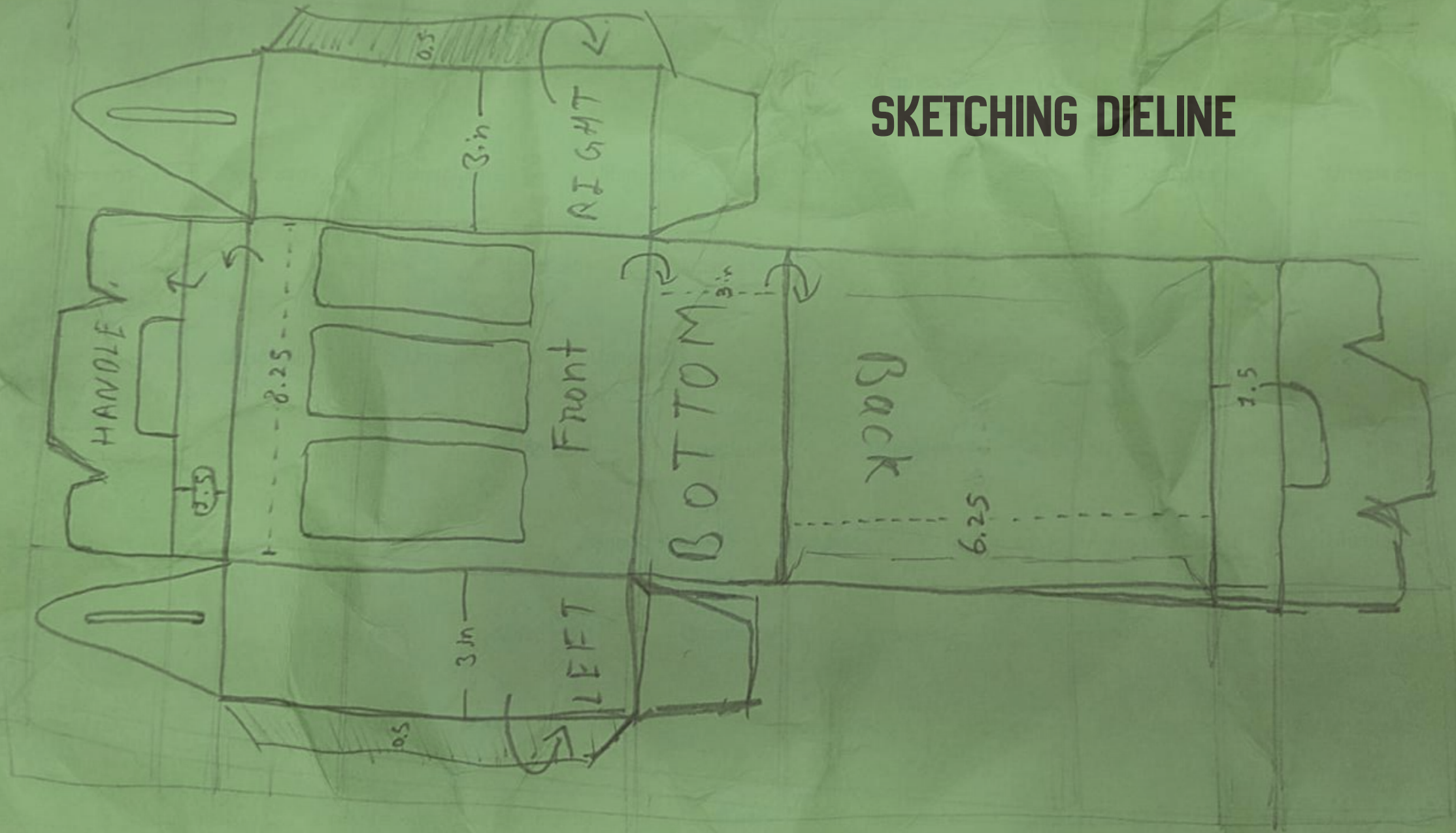
GOVERNMENT WARNING: (1) According to the Surgeon General, women should not drink alcohol during pregnancy because of the risk of birth defects. (2) Consumption of alcohol may impair your ability to drive a car or operate machinery, and may cause health problems.

ANATOMY OF LABEL DESIGN





Box DieLine

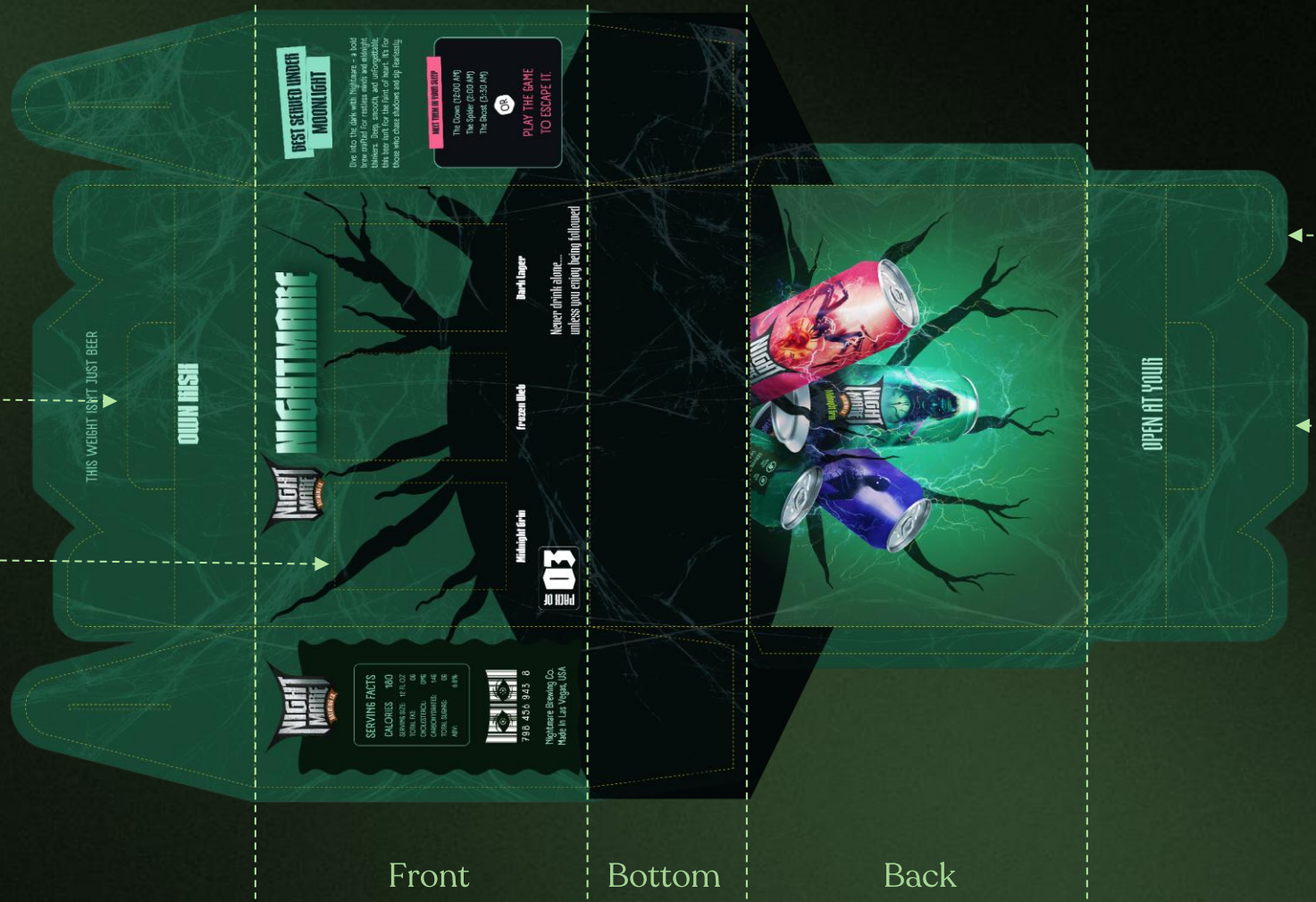


SKETCHING DIELINE

PACKAGE BOX DESIGN

Handle Cutout

Front cutouts reveal can art



Front

Bottom

Back

THE GAME

Scan the QR.
Choose the time
to start the game.





Time's
running out.

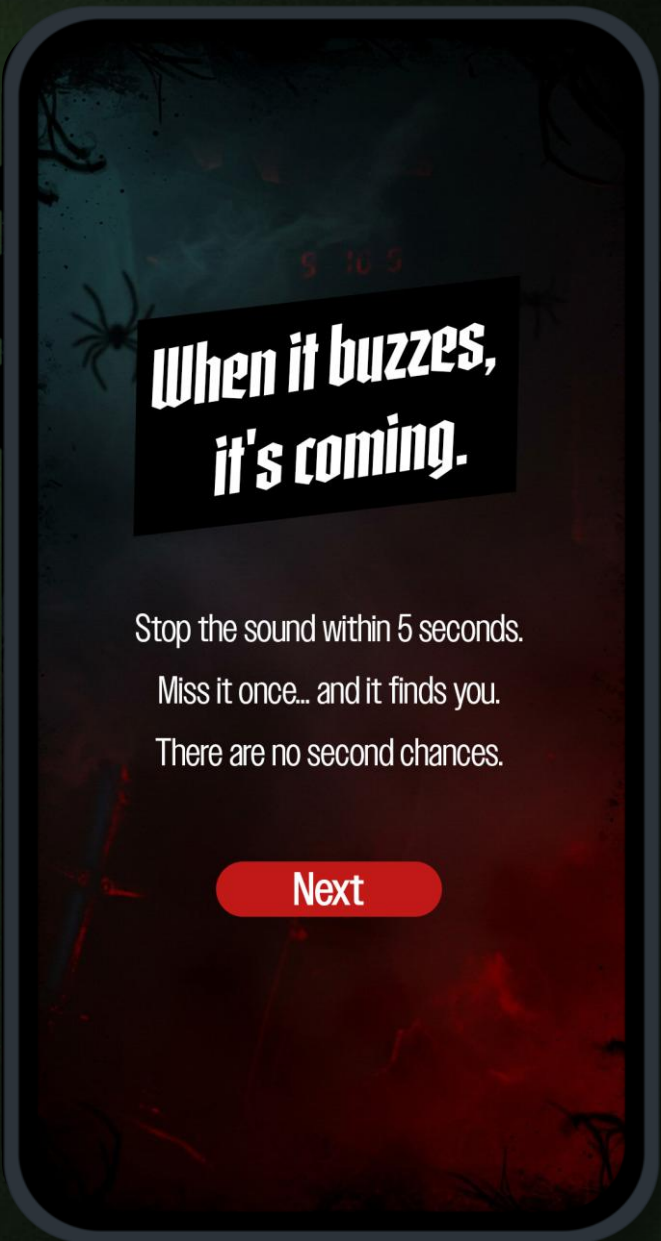
The hour is near.
Fear doesn't knock — it buzzes.
Keep your eyes open... or don't.

Start

THE GAME INTEGRATION

- Each can - 1 game chance.
- Scan the QR. Choose your time (12AM, 2AM, 3:30AM).
- Survive 24 hours — Win another 3-pack.





5 10 5

**When it buzzes,
it's coming.**

Stop the sound within 5 seconds.

Miss it once... and it finds you.

There are no second chances.

Next

THE GAME INTEGRATION

- Each can - 1 game chance.
- Scan the QR. Choose your time (12AM, 2AM, 3:30AM).
- Survive 24 hours – Win another 3-pack.





Time's
running out.

The hour is near.
Fear doesn't knock — it buzzes.
Keep your eyes open... or don't.

Start

THE GAME INTEGRATION

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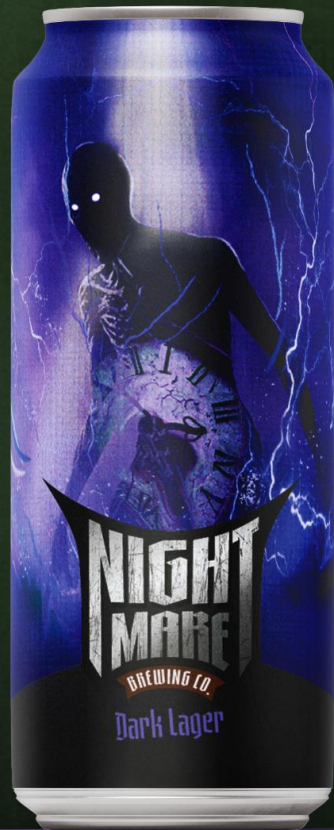




THE GAME INTEGRATION

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12:00
HE FOLLOWS IN
SILENCE

SCAN TO
ESCAPE THE
CLOWN

You close your eyes at midnight, hoping for peace. But he remembers your name. In the quiet, he waits — with a grin carved wider than before. You aren't dreaming yet. He just arrived early.

12 FL OZ (355 ML) ABV: 6.8%

NIGHT
MARE
BREWING CO.
Midnight Grin



2:00
IT CRAWLS WHEN
YOU SLEEP

SCAN TO
ESCAPE THE
SPIDER

At 2:00 AM, you wake up — but your body doesn't. Shadows shift above. You feel the weight of legs crawling across your chest. You want to scream, but something already stole your breath.

12 FL OZ (355 ML) ABV: 6.8%

NIGHT
MARE
BREWING CO.

Frozen Web



3:30
HE'S WAITING AT
MIDNIGHT

SCAN TO
ESCAPE THE
GHOST

They call it the Devil's Hour — when the veil thins and the past returns. A cold breeze brushes your skin, but all the windows are closed. She's haunting your home. She's haunting your memory.

12 FL OZ (355 ML) ABV: 6.8%

NIGHT
MARE
BREWING CO.
Dark Lager





GLUTEN
FREE



SUGAR
FREE

SERVING FACTS

CALORIES	180
SERVING SIZE:	12 FL. OZ.
TOTAL FAT	0G
CHOLESTEROL	0MG
CARBOHYDRATES	14G
TOTAL SUGARS	0G
ABV	6.8%



798 456 943 3



RECYCLE ME



Nightmare Brewing Co.
Made in Las Vegas, USA

NIGHT MARE

BREWING CO.

Frozen Web



SERVING FACTS

CALORIES	180
SERVING SIZE:	12 FL OZ
TOTAL FAT:	0g
CHOLESTEROL:	0mg
CARBOHYDRATES:	14g
TOTAL SUGARS:	0g
ABV:	6.8%

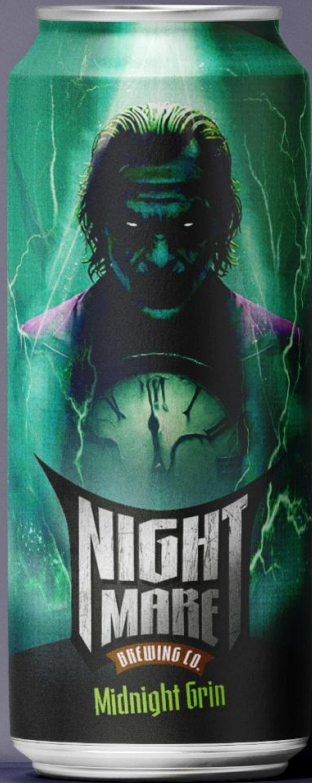


798 456 940 3



Nightmare Brewing Co.
Made in Las Vegas, USA

NIGHTMARE
BREWING CO.
Dark Lager







GLUTEN FREE SUGAR FREE

SERVING FACTS
SERVING SIZE 12 FL. OZ.
CALORIES 180
TOTAL FAT 0g
CHOLESTEROL 0%
TOTAL SUGARS 14g
ALCOHOL 6.8%

788 450 848 3

W U.C. 3

Nightmare Brewing Co.
Made in Los Angeles, USA



THIS WEIGHT ISN'T JUST BEER

NIGHTMARE

NIGHTMARE
BREWING CO.



Midnight Grin



frozen Web



Dark Lager

PACK OF
03

Never drink alone...
unless you enjoy being followed

NIGHTMARE
BREWING CO.

SERVING FACTS

CHOCOLATES	100
SERVING SIZE	100g
TOTAL FAT	10g
CHOCOLATE	10g
CHOCOLATE	10g
TOTAL CHOCOLATE	10g



Nightmare Brewing Co.
Made in Las Vegas, USA

THIS WEIGHT ISN'T JUST BEER

NIGHT
MATE
BREWING CO.

NIGHTMARE



Midnight Grin



frozen Web



Dark Lager

PACK OF
03

Never drink alone...
unless you enjoy being followed

NIGHT
MATE
BREWING CO.

SERVING FACTS

CHOCOLATES	100
SERVINGS PER CONTAINER	100
TOTAL FAT	10g
CHOCOLATE	10g
CHOCOLATE	10g
TOTAL CHOCOLATE	10g



Nightmare Brewing Co.
Made in Las Vegas, USA

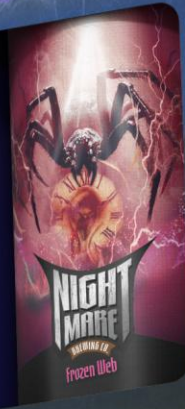
THIS WEIGHT ISN'T JUST BEER

NIGHT
MATE
BREWING CO.

NIGHTMARE



Midnight Grin



frozen Web



Dark Lager

PACK OF
03

Never drink alone...
unless you enjoy being followed

NIGHT
MATE
BREWING CO.

SERVING FACTS

CHOCOLATES	180
SERVING SIZE - 12 FL. OZ.	100
TOTAL FAT	100
CHOCOLATE	100
CHOCOLATE	100
TOTAL CHOCOLATE	100



Nightmare Brewing Co.
Made in Las Vegas, USA



THANK YOU

Presents by

