LOGO DESIGN PROCESS

PROJECT GUIDELINES

CLIENT: HopCreek

ESTABLISHED: 2015

HopCreek is a newly established nanobrewery + gastropub located in Napa County, California. They brew craft beer and serve a full food menu. They are in a unique location, Browns Valley, which is known for its charm and community.

BRANDING

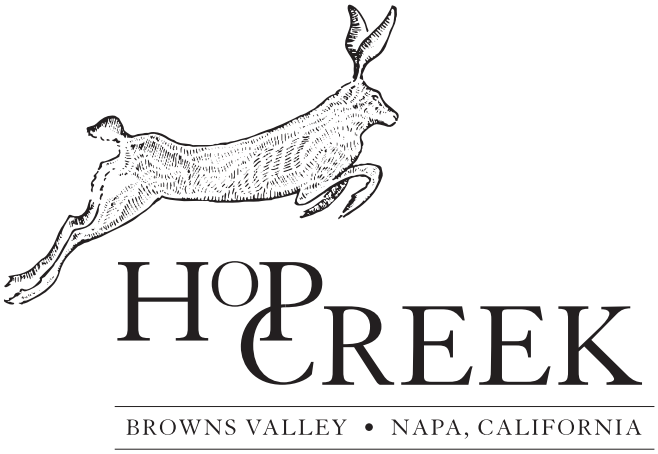
The goal was to develop a rustic and handcrafted look that felt personal and welcoming. We conveyed that by using various textures found at the location and colors that reflected the brewing process.

BEGINNING STAGES

We collected information based on the location, name and the history of the area. We combined it with the unique story of the owners.

DIFFERENT MEANINGS OF HOPS

We explored with the concept of hops being an actual character rather than the ingredient. Choosing a stylized hare helped us explore the tone and desired feel of the brand.



DISCOVERY

After incorporating a hare, we came across the classic white rabbit image and designed a classic font around him.

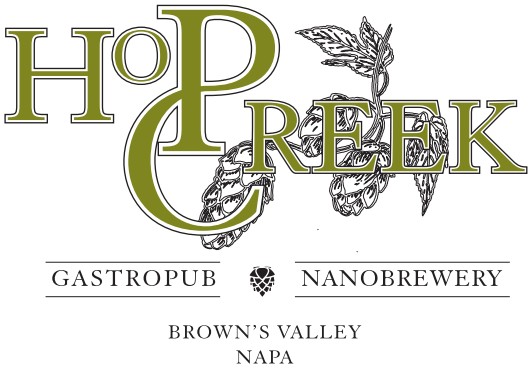
We connected the “P” and “C” to give the logo flow and a unique element that could be used throughout the branding.

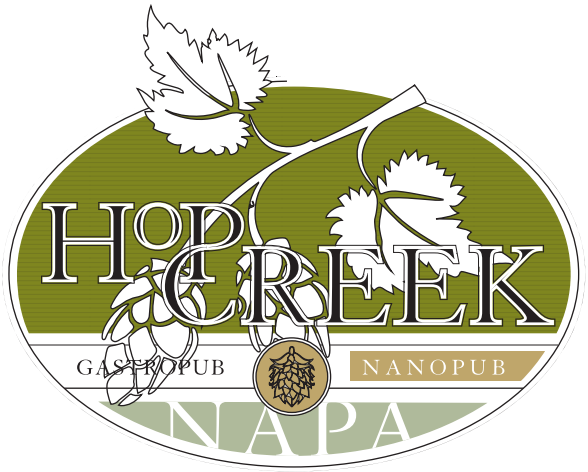
STYLE AND COLOR

Moving on from the hare concepts we focused on the classic combination of the words, Hop Creek. Pushing the typography, we continued to work the design with a focus on actual hops and incorporating classic styles.

Keeping the logo in a circle/oval helped to contain the design but we felt there needed to be a human feel. Having the hops bursting out provided not only a handcrafted feel but great dimension!

The colors needed to reflect the local surroundings so we chose rich yellows/greens that embodies an organic, traditional feel. Combining it with a dark gray and black was a natural progression for the final design.





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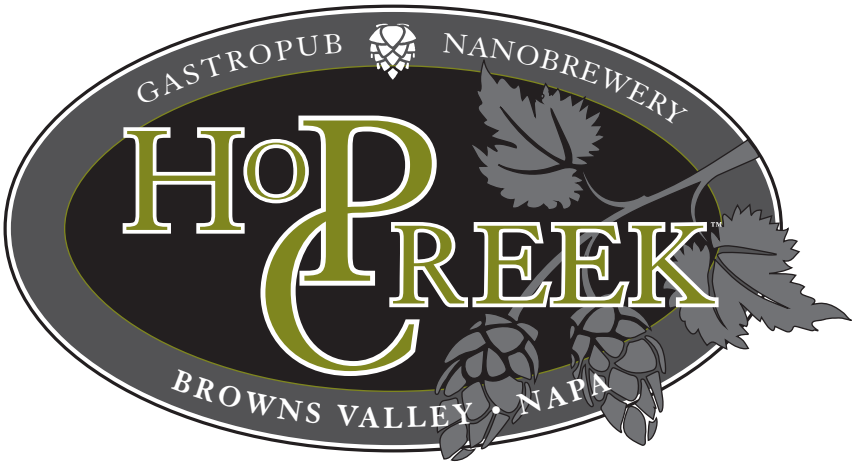
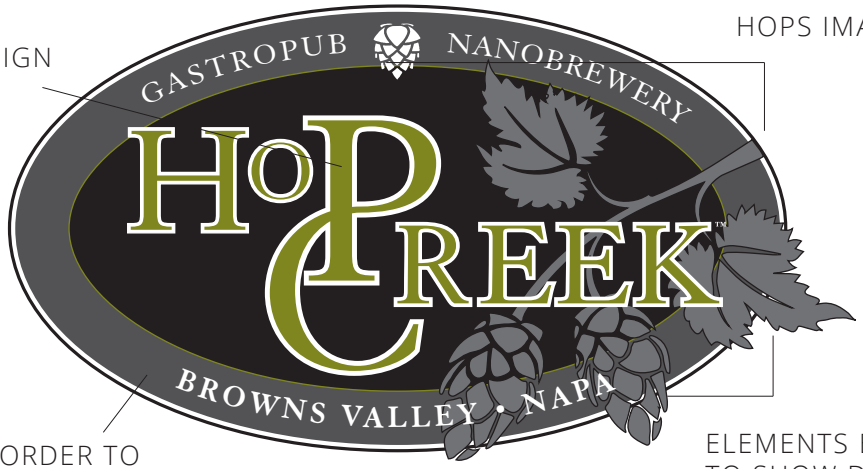

GASTROPUB
NANOBREWERY
HOP CREEK
BROWNS VALLEY • NAPA

CLASSIC SERIF FONT
WITH A CUSTOM DESIGN

HOPS IMAGERY



STRONG BORDER TO
DISPLAY TECHNICAL
INFORMATION

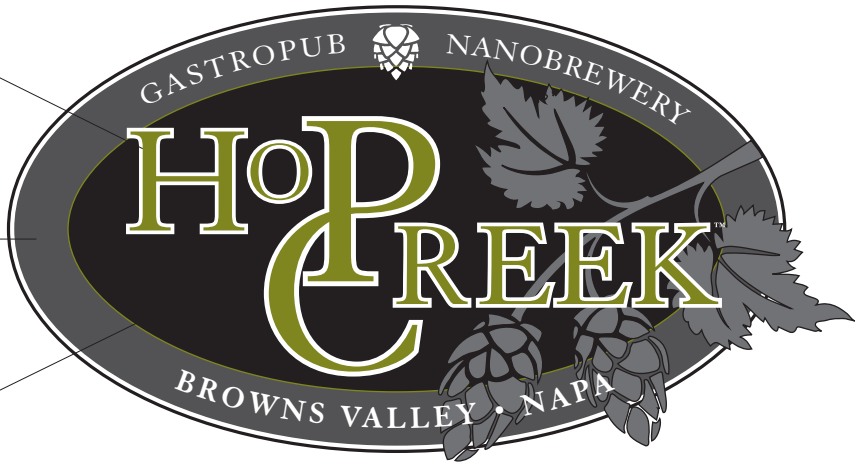
ELEMENTS BREAKING OUT
TO SHOW DIMENSION

CMYK COLOR

31 13 98 36

0 0 0 82

0 0 0 100



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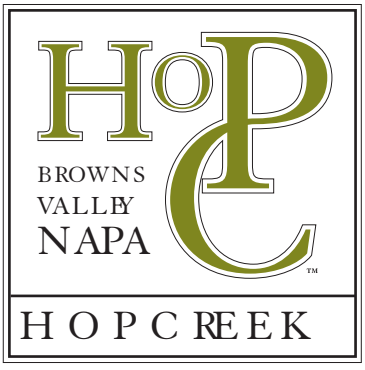
SECONDARY LOGOS

We created logos for use on other branding materials and social media. Keeping the unique connectivity of the lettering, we accounted for all screen sizes and various colored backgrounds.