

**TIMEWORN SERIES**

**CHURCH STREET**





## PROJECT OVERVIEW

This project involved creating a brand new product extension for a local craft brewery in Itasca, Illinois called Church Street Brewery.

## SCOPE

I created an exclusive line of large bottles to be sold at select special events and at the brewery. It would cater to the biggest fans and people interested in the aesthetics. This included:

- A Series Logo
- Bottle Wraps
- Bottle Front Labels
- Bottle Back Label

TIMELINE



Brand Audit



Concept Generation



Final Presentation

Research



Design



# Brand Audit

Existing Logo



Alternative Logo

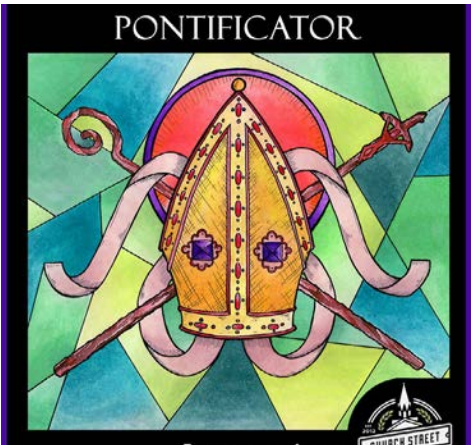
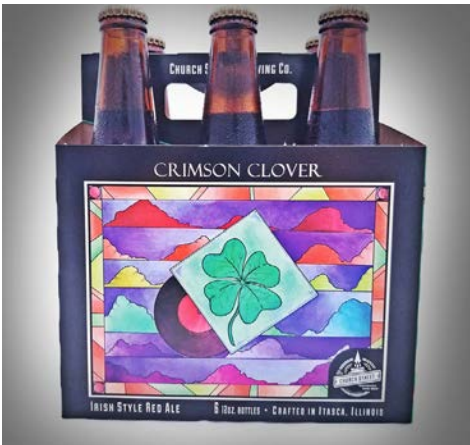




# Brand Audit

- Medieval stained glass motif
- Tied to religious themes

## Beers





# Category Audit

- White isn't used very much - would stick out on shelves
- No bottles have "wraps" - would also stick out







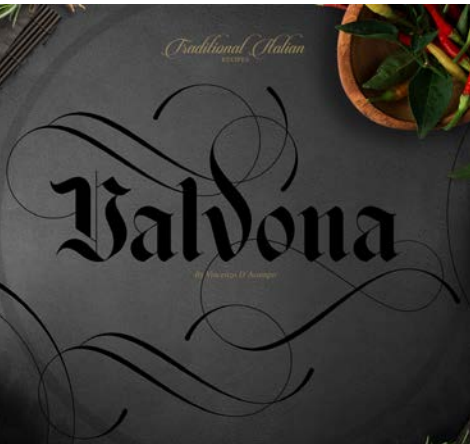
## CONCEPT STORY

The idea behind the “Timeworn Series” for Church Street Brewery was inspired by the church motifs the brand harkens to.

Brewing has been linked to religion for hundreds of years, being an art form that monks are known to have had a large part in, especially in the middle ages.

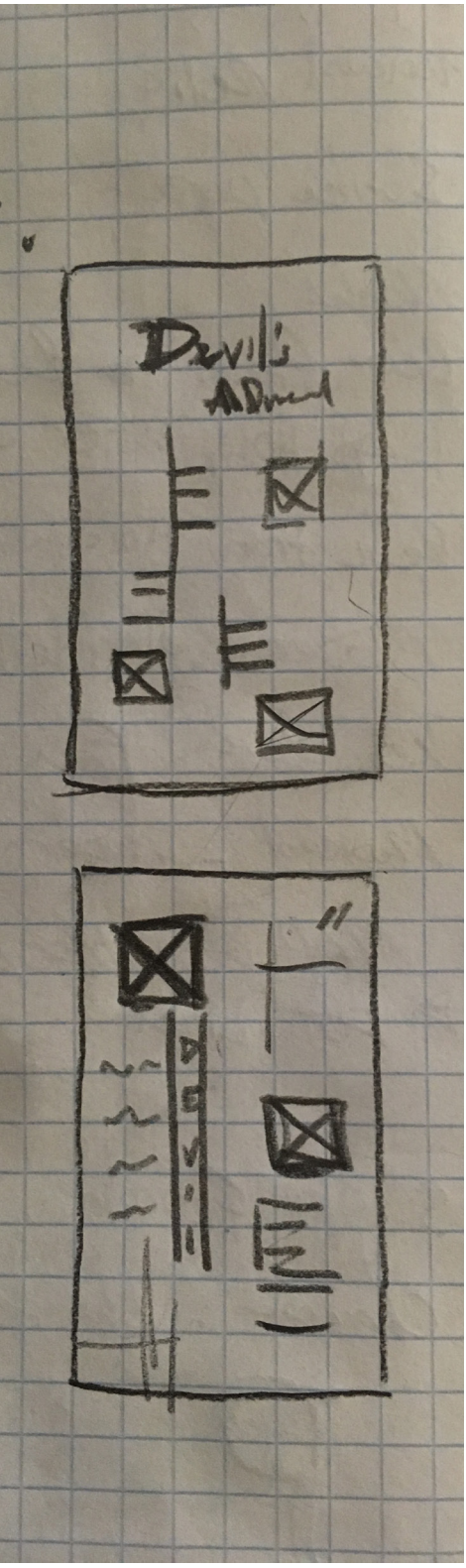
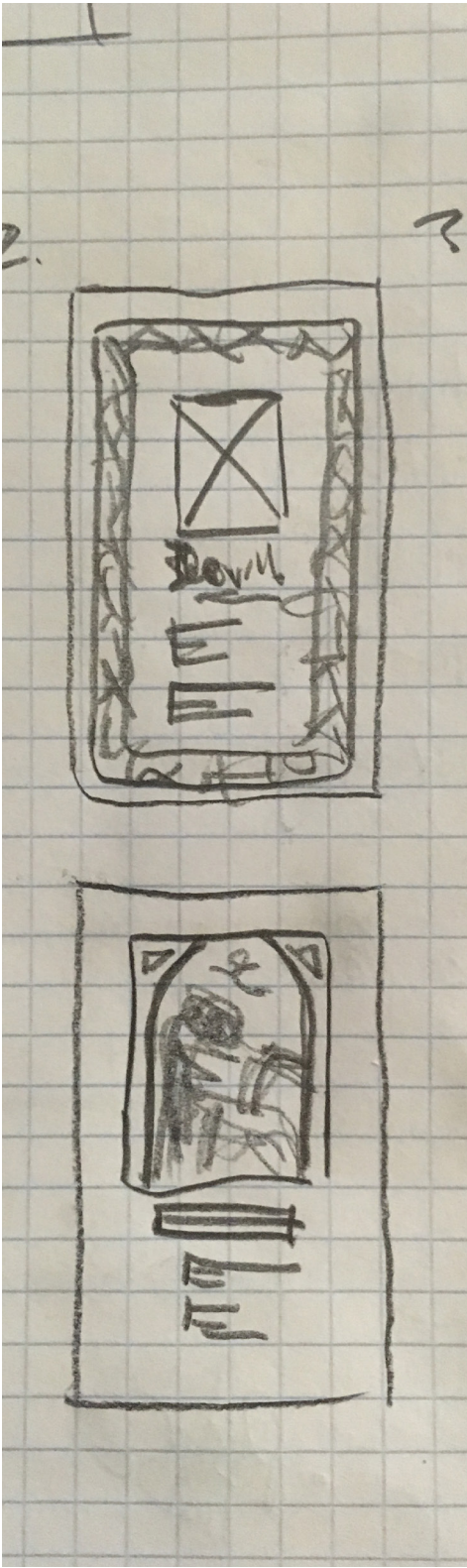
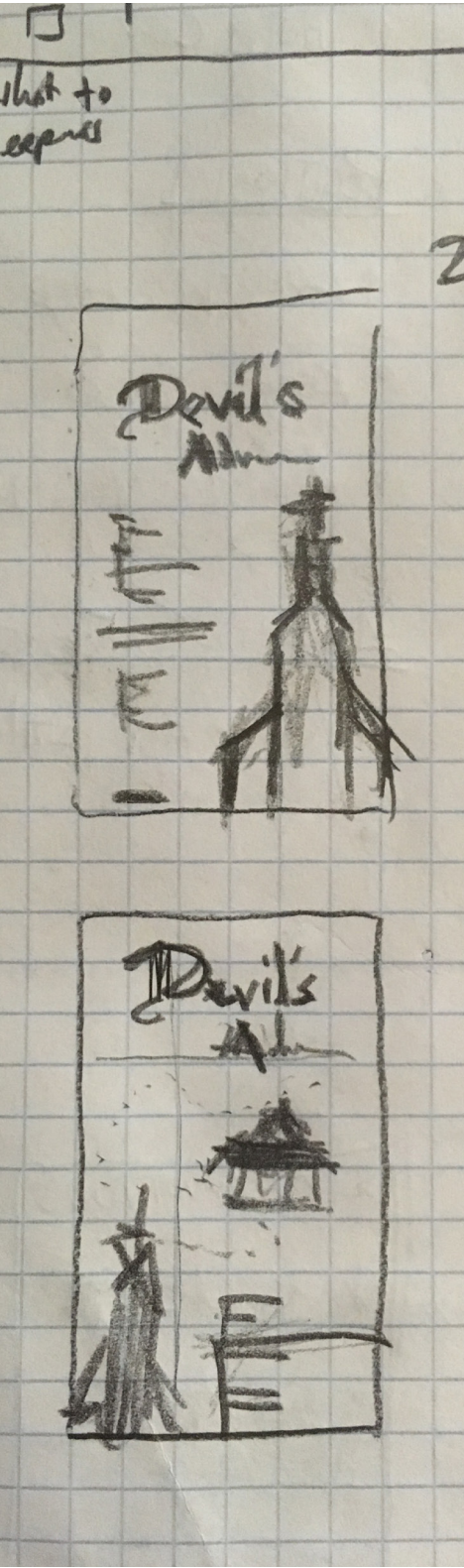
The story of this “Timeworn Series” is that the folks at Church Street Brewery were exploring the Church that inspired their name and as they dug around in the ancient cellars, they uncovered the original recipes of their most popular beers. They recovered those bottles, wrapped them in an ancient-inspired sheet, and have turned them into a collector’s bottle of beer to be enjoyed in a group setting with friends or as an interesting display on their shelf.

# Tone and Inspiration





SKETCHING & CONCEPTS





# LABEL ORTHOS - Bottle Wrap

- Quotes are Latin translations of related bible quotes.
- Color differentiation with consistent medieval monk brewing
- Printed on 8.5 x 11 paper



**CRIMSON CLOVER**  
red ale

Verti me alio vidiq[ue] sub sole genus ad cursum  
nec fortium bellum, nec sapientium panem nec  
doctorum divitias intelligentes neque pro ea  
cognitione, sed tempus casumq[ue] in omnibus.



ALC % 5%



**DEVIL'S ADVOCATE**  
golden ale

Si olim pulcher quam dum modo is deformis et  
hoc non obstante, erexit, contra frontem ejus  
qui fecit eum, intelligere potest, quid in eo  
fons omnis habet dolorem.



ALC % 10%



**PONTIFICATOR**  
doppelbock

Ambulate dum sine crucem, et crucem, ubi  
non sine aedificare, ubi sine crucem Christi  
praedicamus, nos sunt discipuli Domini.  
Nos saecularia. Non potest esse episcopos,  
nisi discipuli sumus in Domino.



ALC % 7.9%



LABEL ORTHOS - Bottle Front Label

- Includes ingredients for that type of beer
- Printed on white canvas paper
- False batch number for show
- Medieval “scribed” motif

Crimson Clover

red ale

recipe

8 lb Otter pale malt  
1 lb Flaked maize  
4 oz L roast barley  
1 oz East Kent Goldings  
Nottingham ale yeast

batch #ts1

ALC 5% 1 pint 9.4fl oz Itasca, IL



Devil's Advocate

golden ale

recipe

6 lb 10 oz Pilsner  
1 lb 2 oz Wheat malt  
9 oz Flaked oats  
9 oz Spelt malt  
.125 oz Strisselspalt

batch #ts1

ALC 10% 1 pint 9.4fl oz Itasca, IL



Pontificator

doppelbock

recipe

9 lb Munich malt  
4.75 lb Pilsner malt  
2 oz Chocolate malt  
.5 oz Mittelfrüh hopps  
German lager yeast

batch #ts1

ALC 7.9% 1 pint 9.4fl oz Itasca, IL



# LABEL ORTHOS - Bottle Back Label

- Explains the story of the beer line
- Printed on white canvas paper



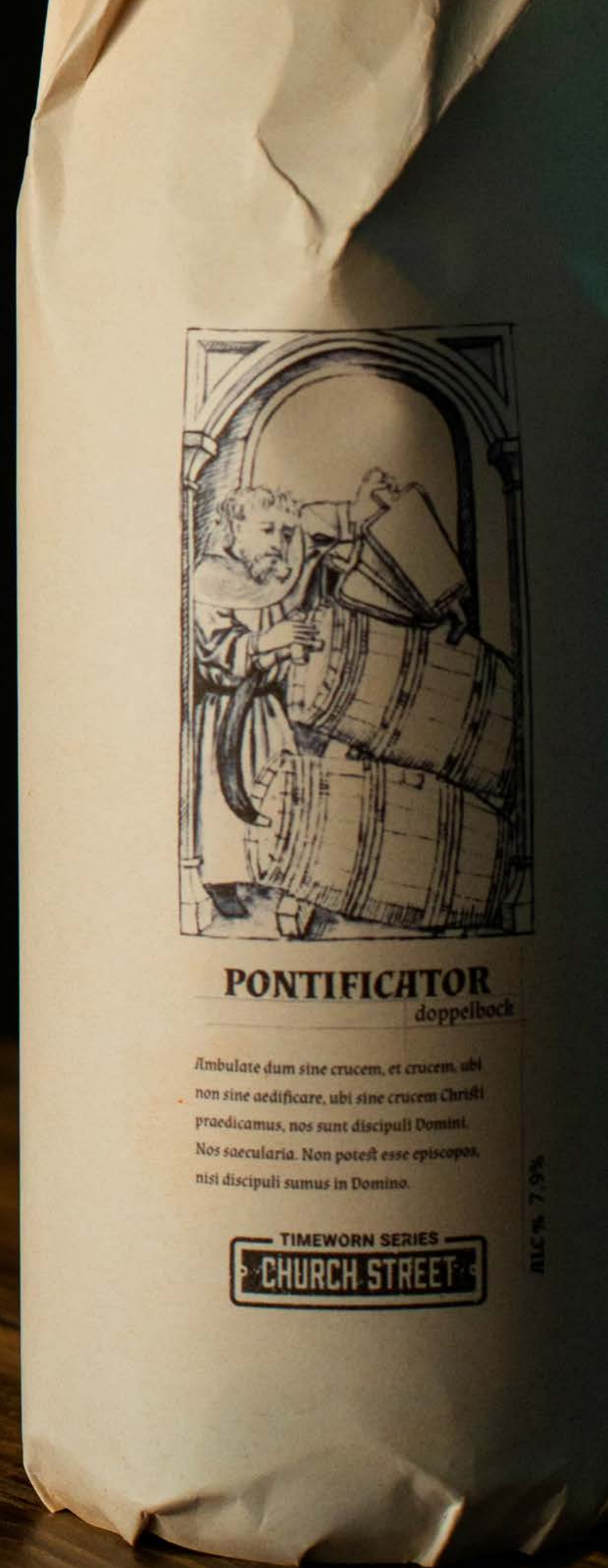
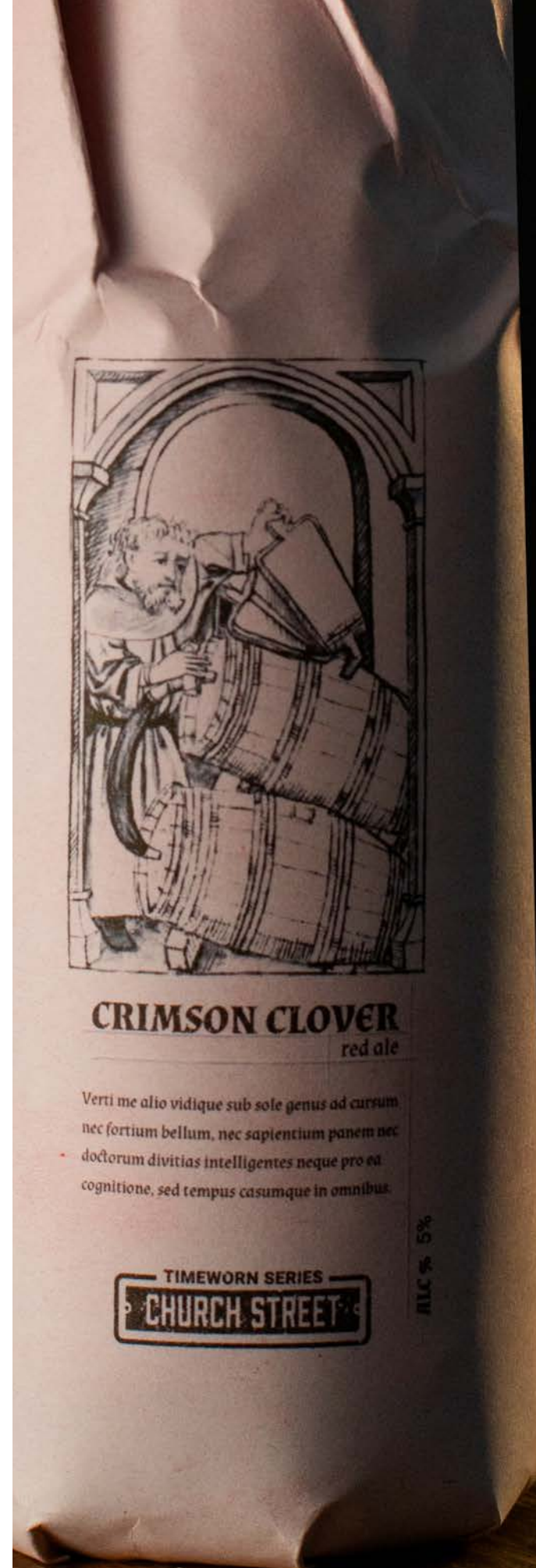


# Custom Photographs

- Built and stained a custom table
- Photography in my home studio setup











### The Story

The Timeworn Series from Church Street Brewery is based off of the original recipes for our most popular beers.

Recovered from boxes long forgotten and wrapped in the pages of the tomes found alongside the bottles, the Timeworn Series features our most interesting and complex takes on the beers you love.

TIMEWORN SERIES  
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# Devil's Advocate

golden ale

recipe

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1 lb 2 oz Wheat malt

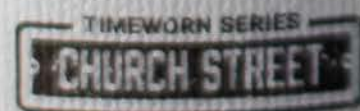
9 oz Flaked oats

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Ad Concepts





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