

Crafting a Beer Brand

Getting to the heart of what makes a successful craft beer identity
Professional Writing and Rhetoric capstone by Charles Ross Arrington

Project Summary

As a rhetoric major and craft beer aficionado, the intersection of graphic design, technical writing, and great beer has always intrigued me. What I set out to accomplish with this project was to figure out the process behind bringing a beer to life with visuals and words. For many consumers the artwork and description on a craft beer label are the deciding factors when it comes down to making the purchase. A brewery could go tragically unrecognized after producing a great beer without the right combination of design and technical writing. This project takes the key rhetorical strategies involved with successful designing and technical writing and tests them in my own attempt at designing for the field of craft beer.

Research Process

Readings from the field

- The Craft Obsession by Jeff Rice
- What Do Technical Communicators Need to Know About Information Design by Karen Schriver



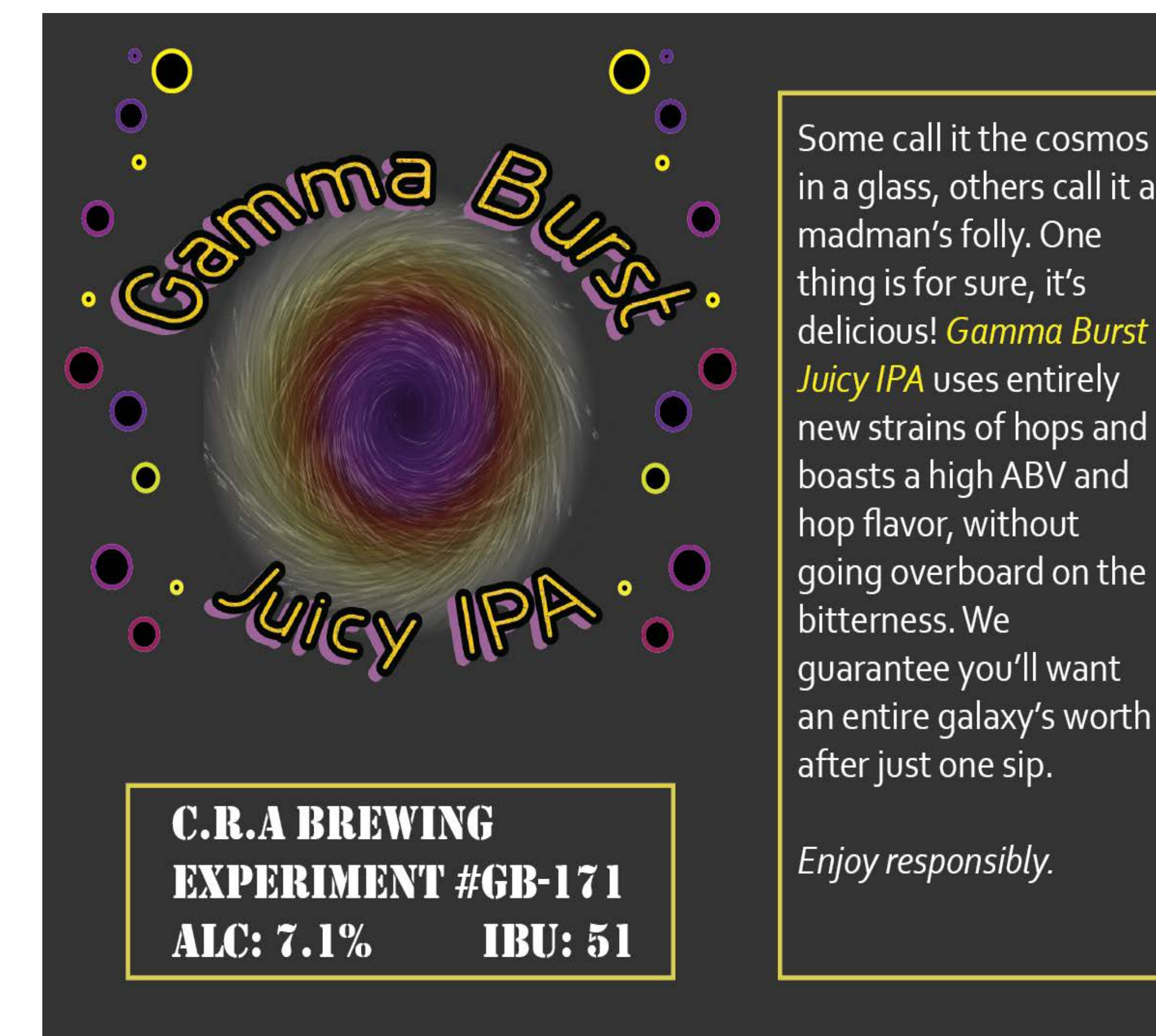
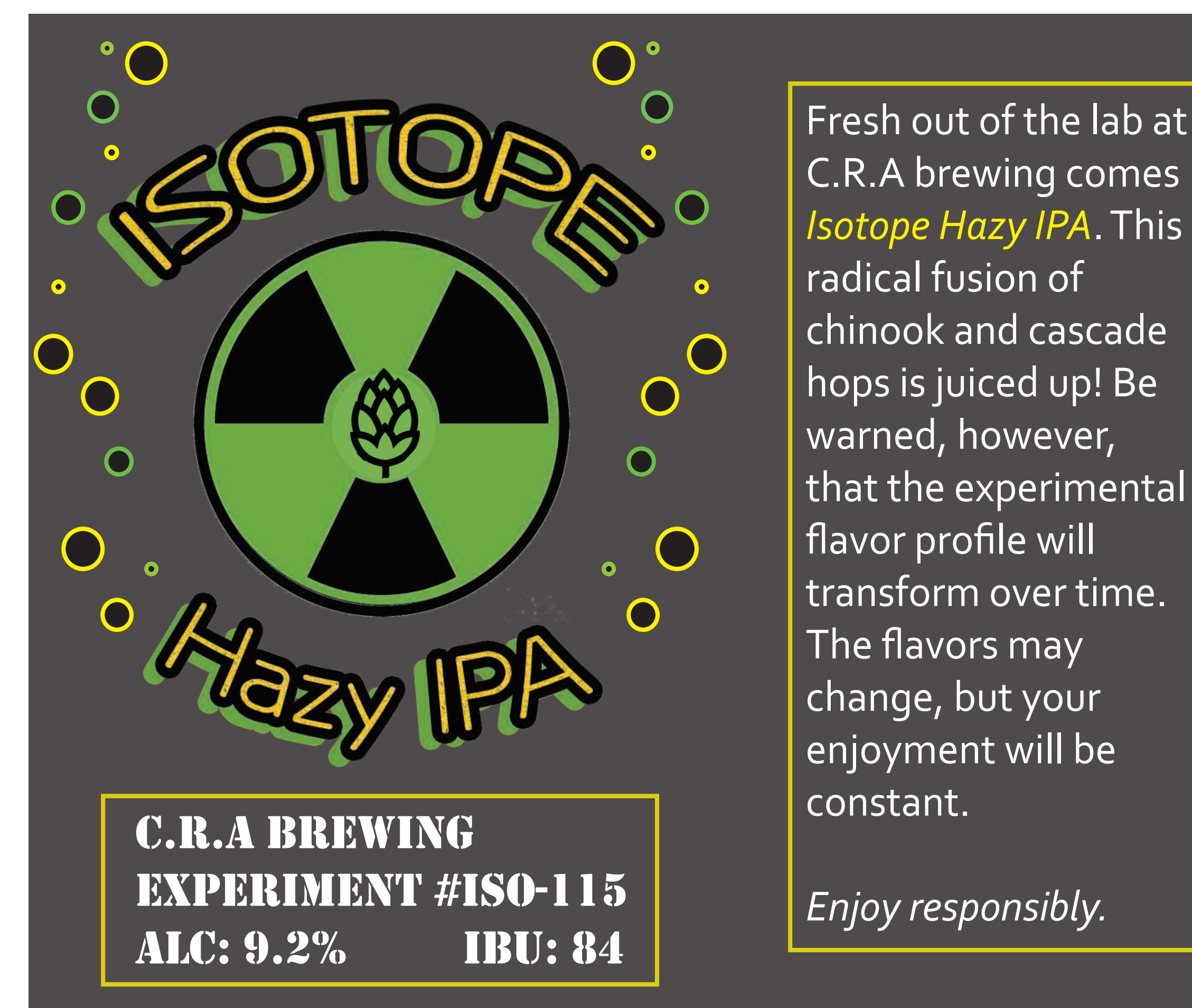
Vision Board

- Top selling beers
- Brewery studies
- Personal favorites (design based)
- Personal favorites (description based)



Online Research

- How to best use Adobe for labels
- How to mirror brewery technique in digital design



Rhetorical Strategies

- C.R.A.P Principles
- Gestalt Principles
- Ethos and identity
- “You” language
- Imagery

Key Takeaway

Through my study of craft beer designs, I found that visual elements such as color and theme building are incredibly important to establishing a brew's identity. Being capable of bringing the beer to life with a story is incredibly valuable to the consumer, and visuals combined with smart technical writing makes this possible. Not only do craft beers have to stand out and offer something different than what 'big beer' provides in mass quantities for low prices, but they must stand out among thousands of other craft selections. With over 8,000 craft breweries in operation today, presentation and identity are what will set your beer apart from the rest.