

 Project
Branding

Brand Identity
Moscow Mule

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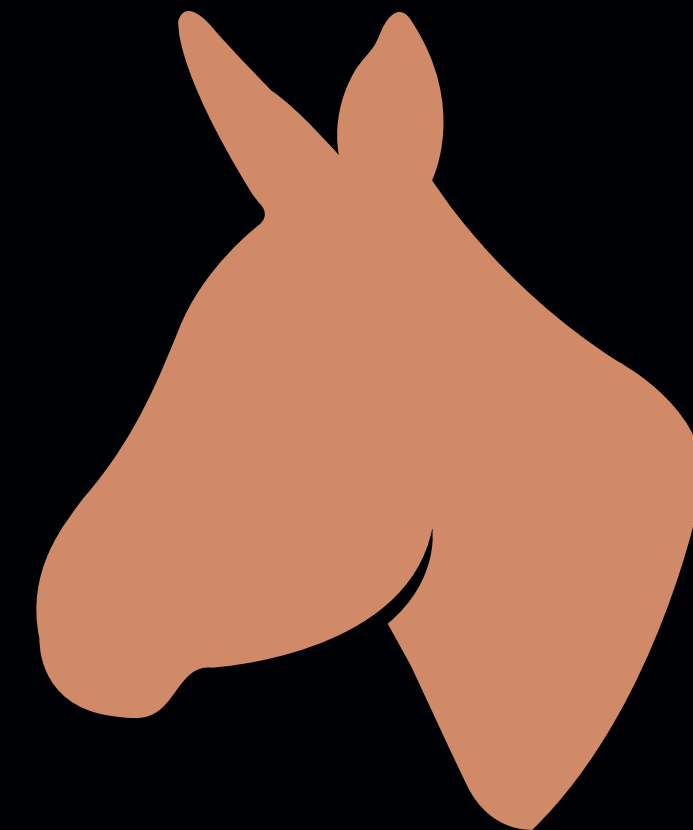
Contact

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Project Goals

These are the key project goals we identified as important to the brand experience:

- Employ more efficient on pack hierarchy
- Amplify brand for retail appeal
- Create design solution for range extension
- Brand vs label



Brand

Logo

**MOSCOW
MULE**
True Original
HARD SELTZER™

Brand

Formats

The logo may be represented in a number of different ways depending on the size and space available for application.


Vertical

**MOSCOW
MULE**
True Original
HARD SELTZER™

Horizontal

**MOSCOW
MULE**

Stacked

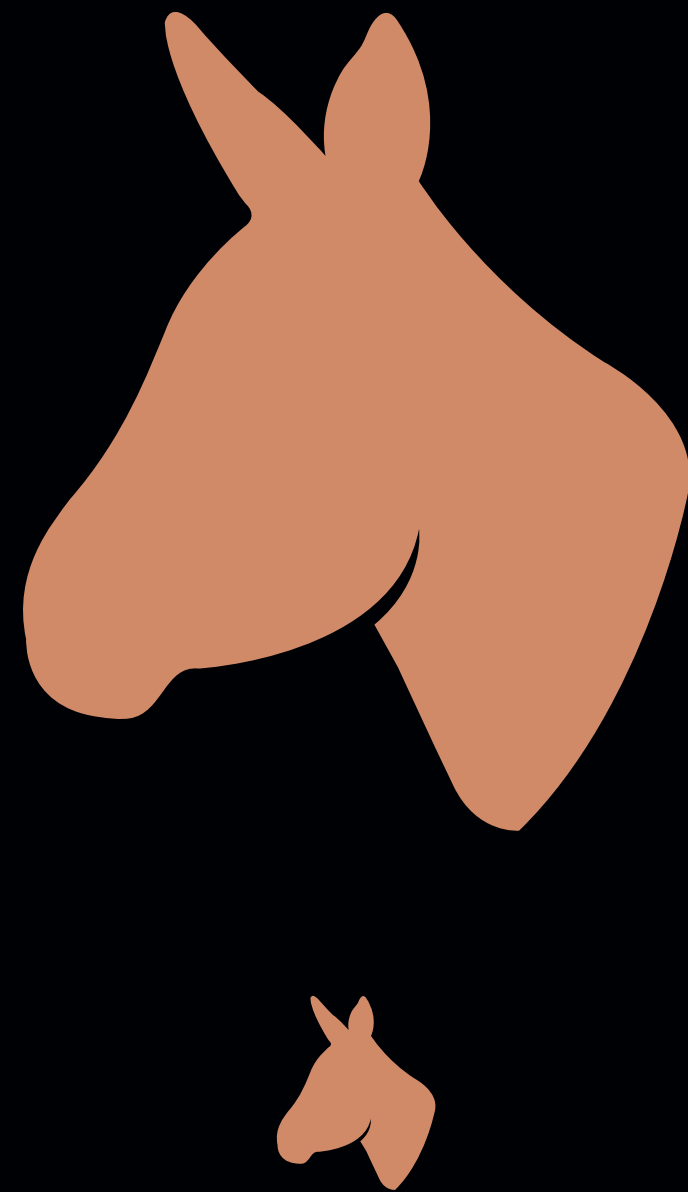
M  **M**

Icon

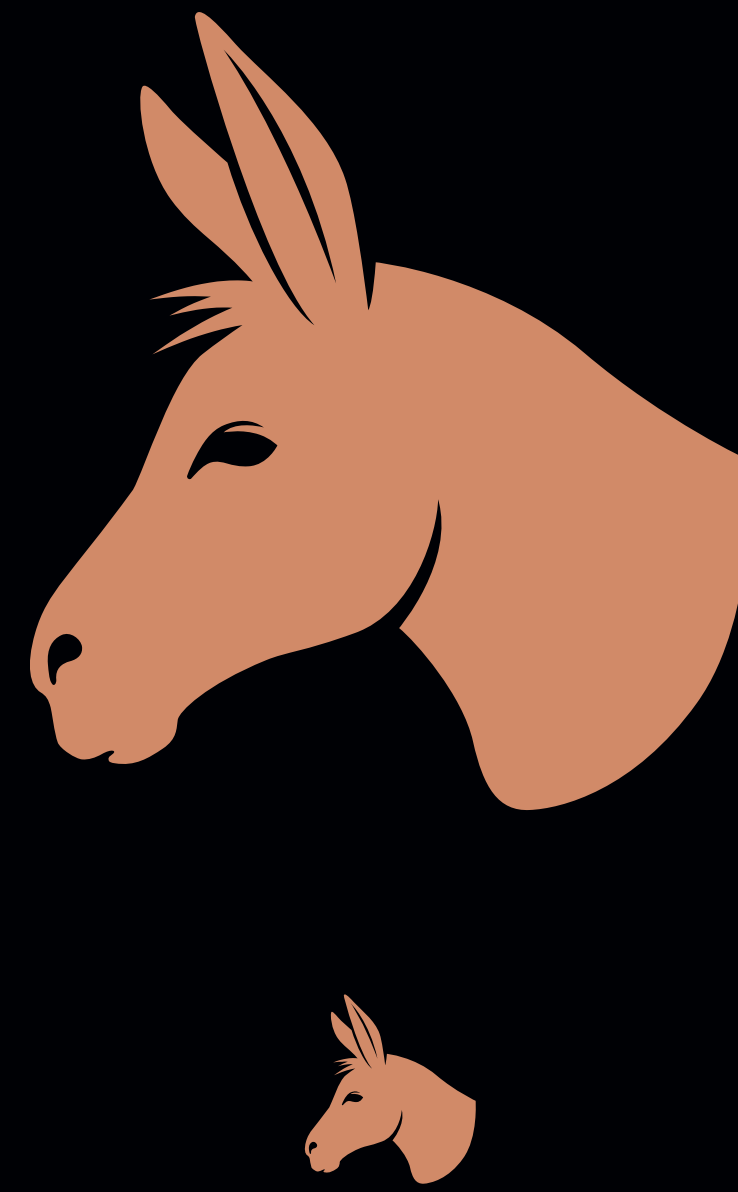


Brand
Comparison

Current



Updated



Expressions & Supporting elements

**MOSCOW
MULE**
True Original
HARD SELTZER™



1941

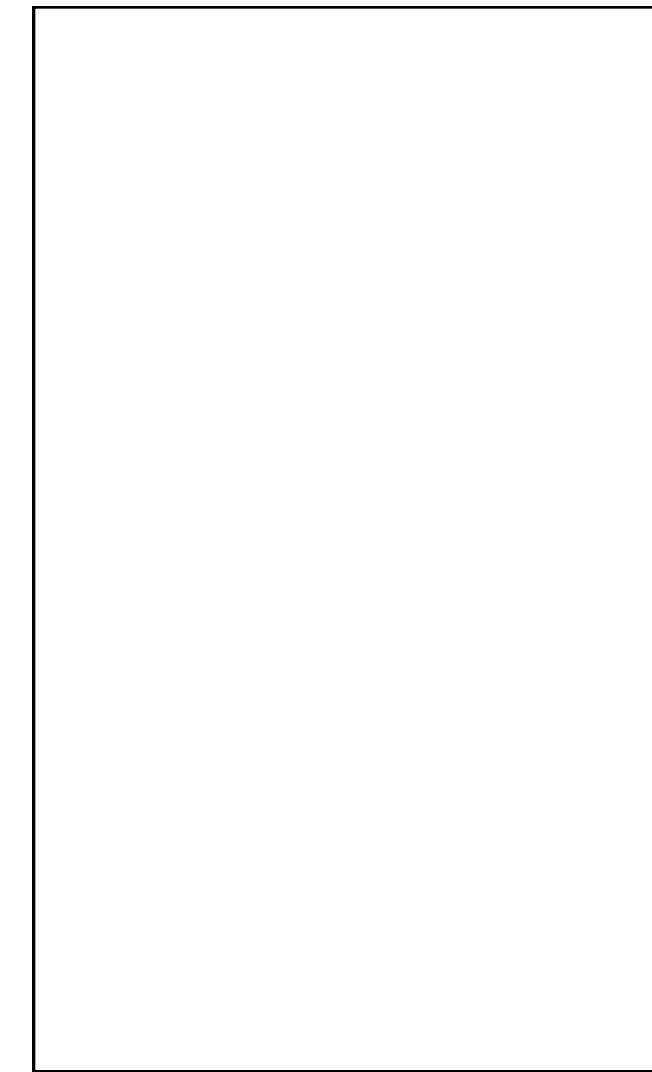


True Original
BORN IN HOLLYWOOD, CA

THE TRUE ORIGINAL
19 ★ 41
HARD SELTZER
HOLLYWOOD, CA

Colour Theory

These are the primary colours selected for use in all marketing and promotional applications. These colours should be used by all contractors and suppliers when working with the brand.



Burning Sand

Hex	#D18A68
RGB	209, 138, 104
CMYK	0, 34, 50, 18
PANTONE	-

White

Hex	#FFFFFF
RGB	255, 255, 255
CMYK	0, 0, 0, 0
PANTONE	-

Black

Hex	#000105
RGB	0, 1, 5
CMYK	1, 0, 80, 98
PANTONE	Black

Fonts

The following fonts are to be used for all online and offline typography.

Ruston College

SUGGESTED WEIGHTS

Bold Condensed

**The quick brown fox jumps
over the lazy dog**

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz**

M m C

RECOMMENDED USES

- Headings
- Sub Headings
- Body Copy

Fonts

The following fonts are to be used for all online and offline typography.

URW DIN

SUGGESTED WEIGHTS

Regular
Medium
Demi
Bold

**The quick brown fox jumps
over the lazy dog**

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz**

MmC

RECOMMENDED USES

- Headings
- Sub Headings
- Body Copy

Fonts

The following fonts are to be used for all online and offline typography.

Inter

SUGGESTED WEIGHTS

Regular
Medium
Semi Bold
Bold

**The quick brown fox jumps
over the lazy dog**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.
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RECOMMENDED USES

- Headings
- Sub Headings
- Body Copy

Application

Packaging




Packaging analysis




CRAFT BREWED · 95 CALORIES
CRAFT BREWED · 95 CALORIES
CRAFT BREWED · 95 CALORIES

Nutrition Facts	
Serving size	1 can
<hr/>	
Amount per serving	
Calories	95
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 30mg	1%
Total Carbohydrate 1g	0%
Dietary Fiber 0g	0%
Total Sugars 0g	
Includes 0g Added Sugars	0%
Protein 0g	
Vitamin D 0mcg	0%
Calcium 0mg	0%
Iron 0.6mg	4%
Potassium 0mg	0%

*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.






**THOUGHTS?
OPINIONS?
FEEDBACK?**
TAKE OUR SURVEY

INGREDIENTS: HARD SELTZER (CARBONATED WATER, DEXTROSE, YEAST), NATURAL FLAVOURS, GINGER.

MANUFACTURED BY RSHEA BREWING, LLC
AKRON, OHIO 44311 UNDER LICENCE
AGREEMENT WITH HMSC OH, LLC.

12FL OZ CAN OF HARD SELTZER




NATURALLY SPIKED
WITH FLAVORS OF

GINGER & LIME

LOW CARB · GLUTEN-FREE

4.5% ALC/VOL 12 FL OZ (354 ml)



WWW.HARDMULE.COM

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF 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.

Application

Badge



Badge analysis

Better use of space allow for clearer communication across all channels

Optimized hierarchy of elements creates a more recognizable logo for use as a brand element.



Display font that communicates more brand character. Letterforms are inspired by the beaten copper texture

More clear space facilitates easy access to claims to the 'original' nature of the brand as well as provides authenticity

Application
Badge

Current



Updated



Application

Merchandise



Application

Merchandise

This image illustrates how the brand could be applied to a promotional item.



Application

Merchandise



Application
Website

This was the design for the home page and illustrates how we combined the updated brand assets, fonts and colours.



95 CALORIES

1g CARBS

4.5% ALCOHOL

LIGHT AND REFRESHING

Moscow Mule True Original Hard Seltzer™, authentic but not sweet. Craft brewed in Akron, Ohio to be a delicate yet robust hard seltzer, spiked with a kiss of ginger and the zing of lime. One damn fine Mule!





Unleashing brands that demand attention

Building brands that refuse to be ignored is what we do.

Visit website

Discover our work