



Creative i

Bingley Brewery

Corporate Identity



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THE BRIEF | Bingley Brewery is a small family run Brewery with a brew-house. The Brewery is located in a rural setting in the village of Wilsden, part of Bingley Rural Ward and they wanted to reflect this in their Brand.

THE SOLUTION | In the world of craft beer brewing, developing a brewery's brand identity is just as important as making and selling great beer. Most often, the visual identity will be a consumer's first interaction with your brewery and your beer. Whether at a beer bar or beer festival, in your taproom or on a T-shirt, this type of branding will be one of the greatest factors in a consumer's choice to try your beer over another. As such, Bingley Brewery's visual identity would resonate through each and every visual element of their brand - logos and signage, marketing collateral and packaging to create a distinct and recognizable image that sets them apart from your competitors.

THE RESULT | We created a corporate identity for The Bingley Brewery based on one on the main focal point withing the Bingley are 'Five Rise Locks'. Instantly identifiable we developed a captivating image will be instrumental to realising thier craft beer dreams!



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