

TYPO GRAPHY PHY

Nine-Nine Brewery
Process Book

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ADVE 705 - Typography for Advertising Designers

Fall 2020

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Project Outline
Research

Planning

Sketches

Typestudy

Design Process

Final Designs

PERSONALITIES

FRIENDLY

Project

Outline

HUMOR

AUTHENTIC

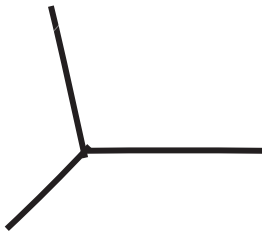
Create a beer brand that is based on a series, celebrity or movie. Develop the brand identity and storyline through design and typography. Design typeface for the project that will be a highlight over the whole campaign.

Design a logo for the brewery, with a 6- pack beer bottles and box design that outlines with the show. Build a campaign to advertise the beers through a print ad in a specific magazine and develop a game for the beer.

Selected TV series was Brooklyn Nine-Nine. The creative thinking behind the design is to stay true to the characters of the show and illustrate it on each beer bottle. The game developed is a quest taking place as Brooklyn Nine-Nine episode itself. Whereas, the print ad markets each personality of the bottle that a customer can relate to.



Research



When and why do people have a beer

- Conversation starter between guys
- Start of adult relationship between a father and son
- Cheap alcohol drink thus easy to purchase
- While watching sports
- Burping competition

BASIC AD PSYCHOLOGY - EXPENSIVE BEER + HOT GUY = GIRLS AND FAME

Males tend to associate drinking beer with

- Mastery of Challenge
- Tough Machismo
- Bravery
- Competitive Edge
- Getting the Girl

Harlan Spotts discovered that humour for certain products, like beer, is widely successful in advertising campaigns. Why? (The Journal of Advertising)

- Beer is a "low-risk purchase."
- Consumers don't heavily investigate the qualities of a beer brand
- Consumers better recall the attitude surrounding a brand

How is beer advertised, and why?

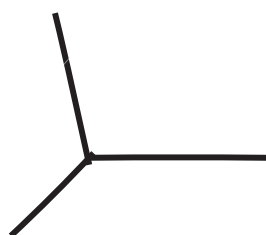
- A beer company might want to associate their brand with **feelings of pride**. To help facilitate this association with consumers, they create an advertisement showing multiple scenes of **football fans celebrating a touchdown by cracking open a beer**.
- **Social standing and personality** are heavily used in beer advertising. A sophisticated man reaching for a beer with high quality taste, the adventurous older gentleman selecting an exotic import beer

“A fine beer may be judged with only one sip, but it’s better to be thoroughly sure.”

Czech Proverb



Planning



He has trouble expressing his emotions, preferring to crack jokes

COOL

Jake Peralta

Jake quotes to Terry that
"Haters gonna hate. Shake it off"

NARCISSISTIC

CARING

Hearing the words "I am proud of you"
is his tear trigger

Character Planning

Teacher's pet and is eager for people's acceptance.

CONFIDENT

Amy Santiago

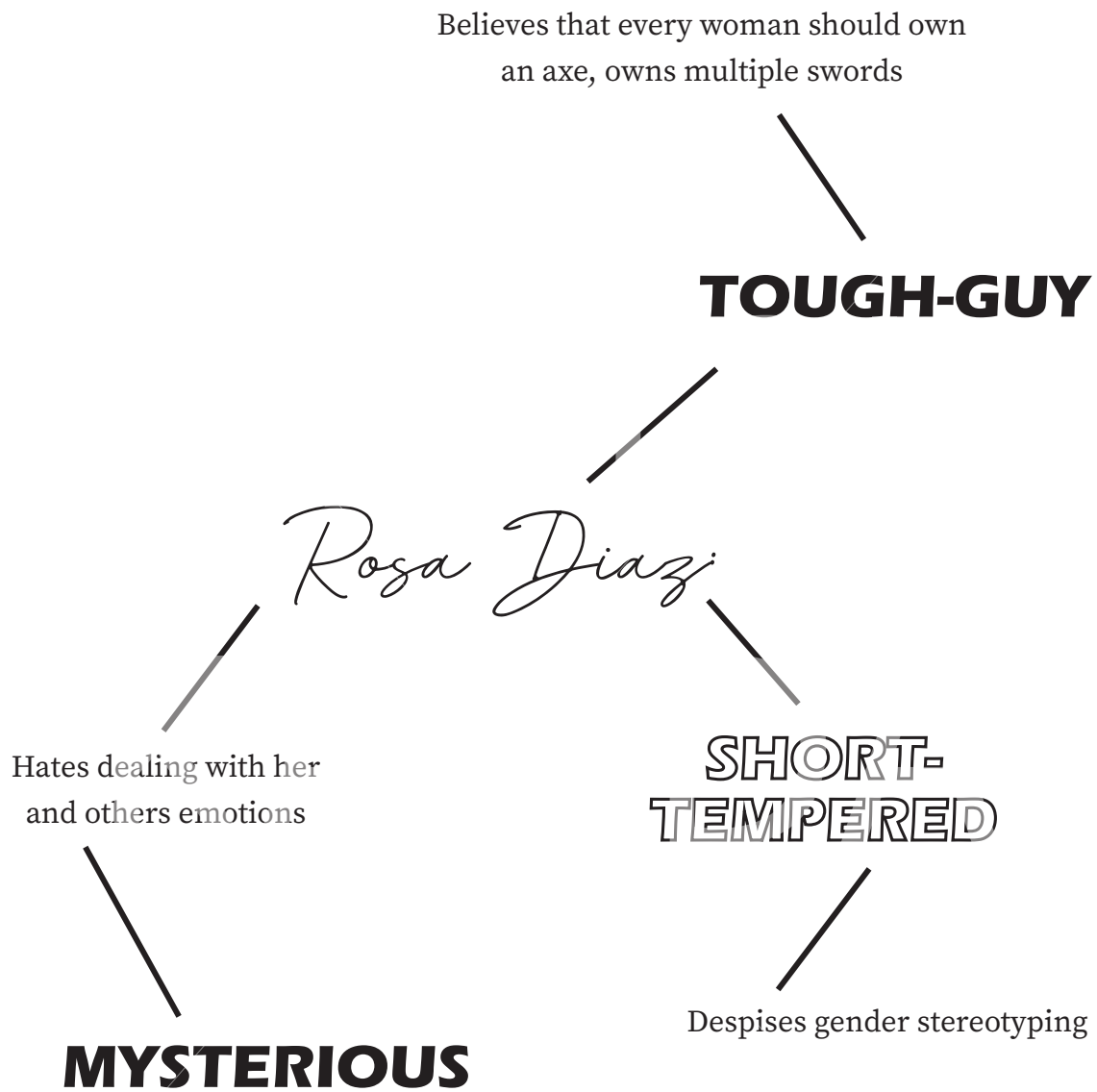
Loves a challenge

**WAY TO
ORGANISED**

OVER-ACHIEVER

Loves to be right

Character Planning



Character Planning

Openly gay cop since 1987, has a dog
called Cheddar who he adores to death

WARM

Raymond Holt

Stickler for the rules

DEVOTED

STRICT

Frequently participants in
office antics, competitions
and pranks

Character Planning

Presumably digs up every single secret
about the squad she can find and files
it in a folder.

WEIRD

Gina Linetti

Gina's favourite animal is "nature's greatest
predator: the wolf," which she describes as
"her spirit animal"

SPIRITUAL

**DRAMA
QUEEN**

Overwhelming sense of
self-confidence that can
range from endearing to
annoying, depending on who
she's talking to

Character Planning

He wants to die saving the President
and would not accept any other way

SUPERHERO

Terry Jeffords

He is always ready to defend his team

PROTECTIVE

**HEALTH
CONSCIOUS**

His once-a-week treat is full
fat Greek yogurt with a touch
of honey

Character Planning



“Consumers recall the attitude that surrounds a brand.”

Design Planning

- People have beer when they are trying to chill or with some sort of entertainment.
- Beer has become a part of Millennials and, Gen Z's casual get together culture.

Keeping this in mind, I wanted to make my beer company more **engaging than** other brands out there by being a conversation starter. These beers will also be sold at low cost, which is perfect for any parties and gatherings, or maybe just chilling at home.



Target Audience

Aze

Brings our the light,
fun element of the theme

Type

Study

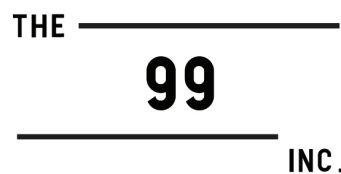
GERONIMO BASE
MODIFIED

HOOT

PRO

CE
Design

SS



Logo Design Process



NINE
NINE

NINE
NINE

NINE
NINE

NINE
NINE

nine
nine

NINE
NINE

BOOR

ORIGINAL CRAFTED

Logo Design Process



Logo Design Process

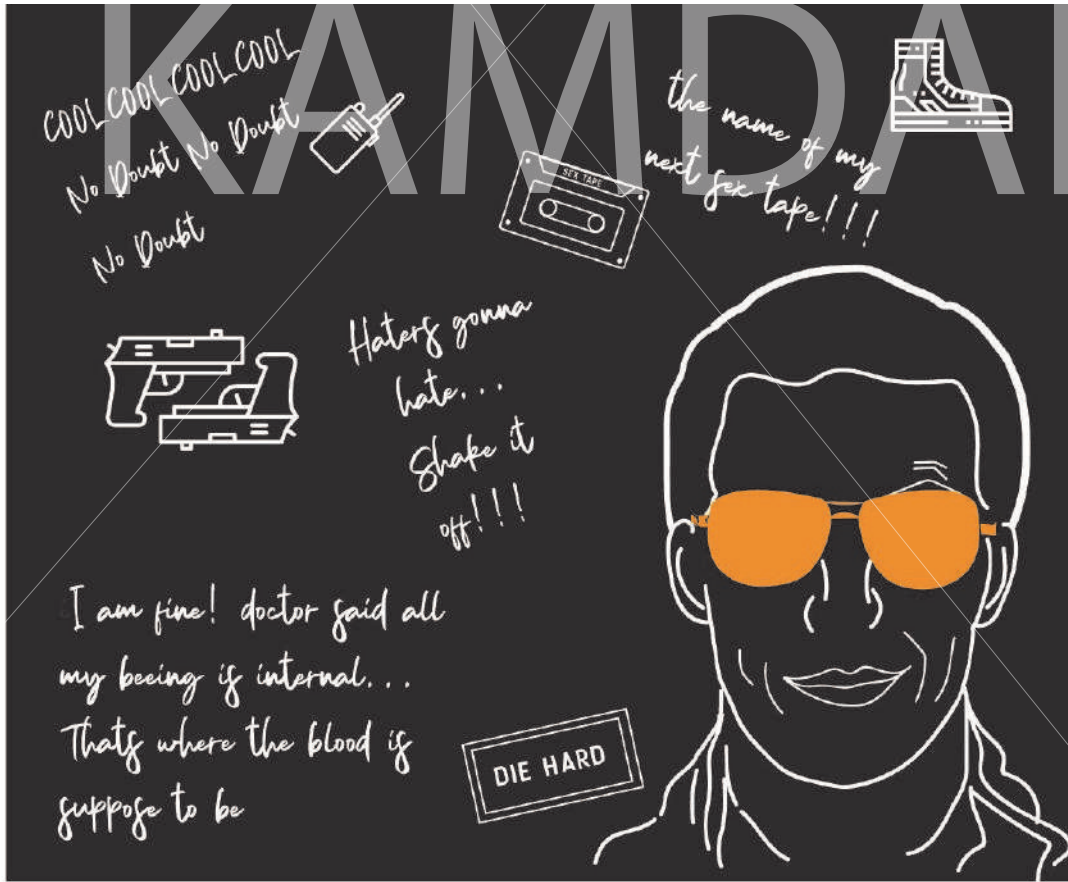


Final Logo Design

DE

SH
Final

GN



Label Design Process



Label Design Process



Label Design Process



Final Label



Final Label



Final Packaging



MAITRI KAMDAR

Beer Coasters



Final Packaging



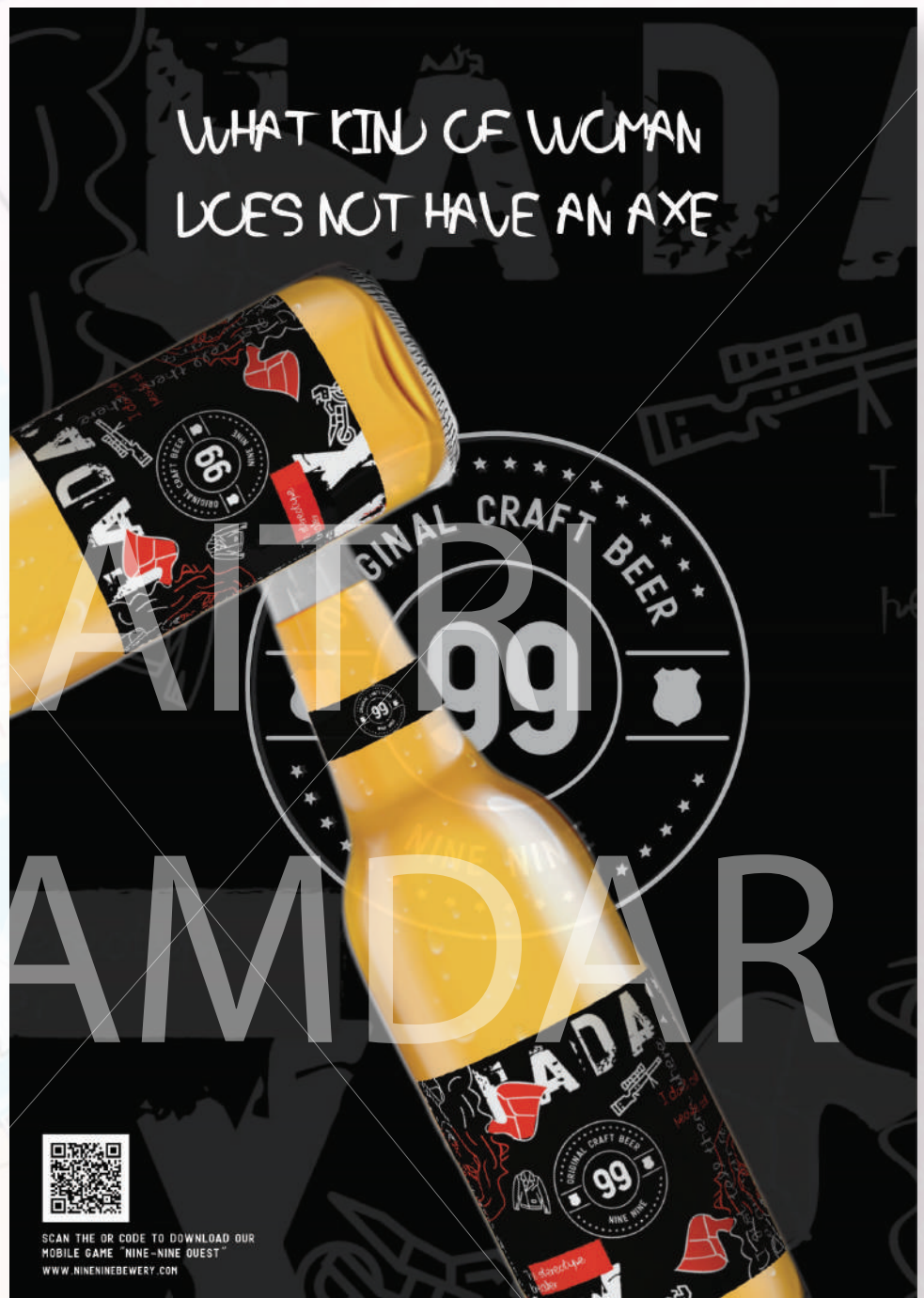
Magazine Advertisement

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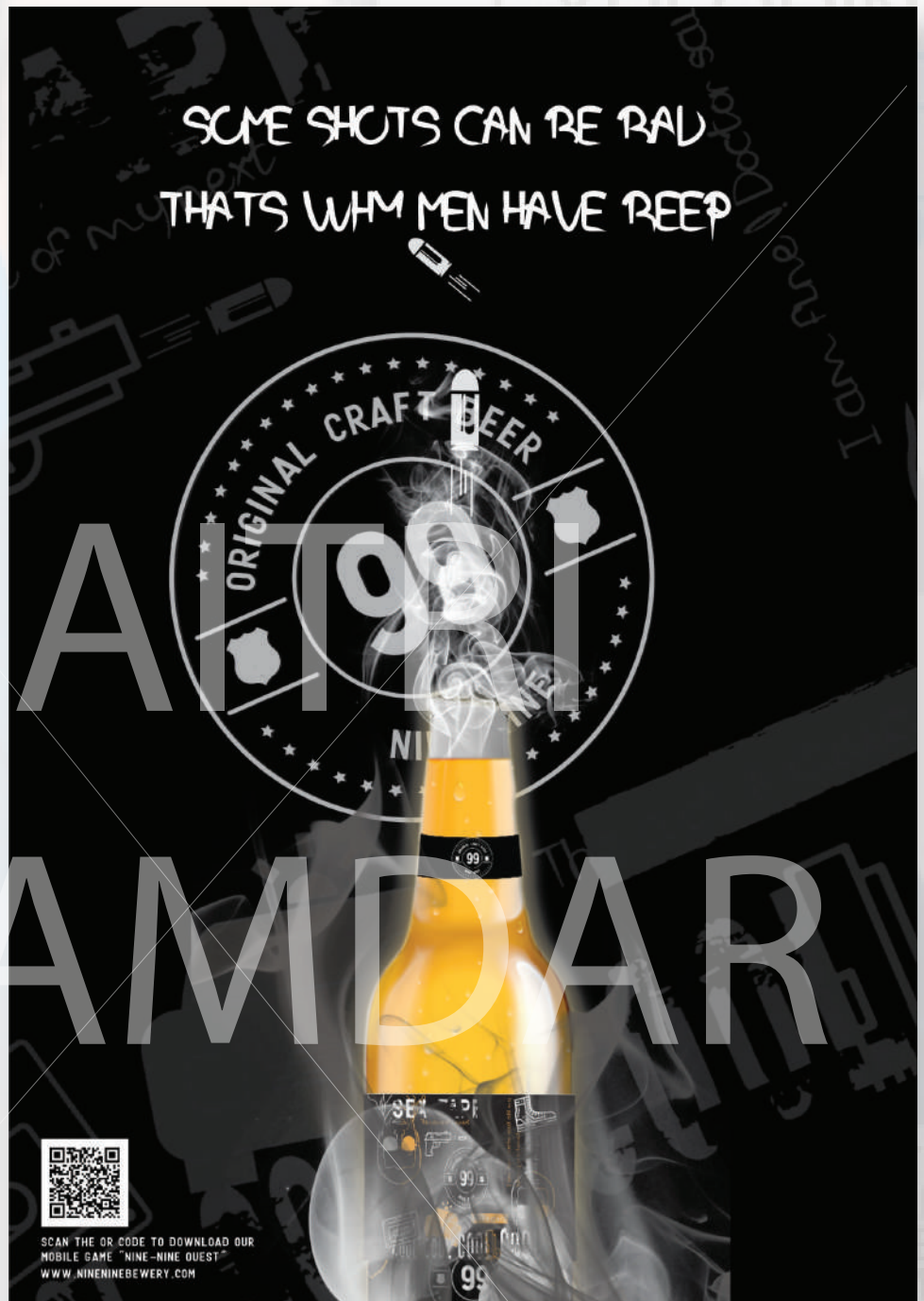


Girls Club

In its small, staple-bound format, Girls Club is reminiscent of DIY zines of the punk era. But its writing, photography and illustrations are top quality. With a refreshing, humorous attitude, it is one of the critical titles propelling this feminist magazine movement.

Magazine Ad

Our Fourth Annual
Style Bible
STARRING
HALL OF FAME
FASHION GOD
Jon Hamm
(AND THE
LATE, GREAT
DON DRAPER)



GQ magazine


This magazine focuses on fashion, style, and culture for men, though articles on food, movies, fitness, sex, music, travel, sports, technology, and books. Just bringing out the factor of “cool”.

25 SUCCESSFUL MEN
WHOSE LIFE STORIES
YOU SHOULD HACK


AND THE HOTELS,
BARS & RESTAURANTS
WHOSE DESIGN
YOU SHOULD STEAL

Magazine Ad

PLANNING MADE EASY WITH
AN "OVER" FLOWING TAP OF BEER



NEED TO KNOW HOW TO SAVE
MONEY? POCKET MONEY IS
FINISHED BEFORE THE MONTH END?
WELL WE KNOW HOW BORING IT
CAN BE TO PLAN YOUR FINANCES.
BUT WITH OUR "OVER ACHIEVING"
BEER GIVING YOU COMPANY,
NOTHING IS IMPOSSIBLE.
WELL NUMBERS CAN BE AS COOL
AS LIKES ON YOUR SOCIAL MEDIA



SCAN THE QR CODE TO DOWNLOAD OUR
MOBILE GAME "NINE-NINE QUEST"
WWW.NINENINEBEWERY.COM

Money magazine

It covers investing and spending to help readers achieve the lifestyles they want. The magazine has articles like "10 places to put \$1,000" There are sections like Everyday Money, Retirement, Family Finance, and Careers, the magazine has something for everyone.

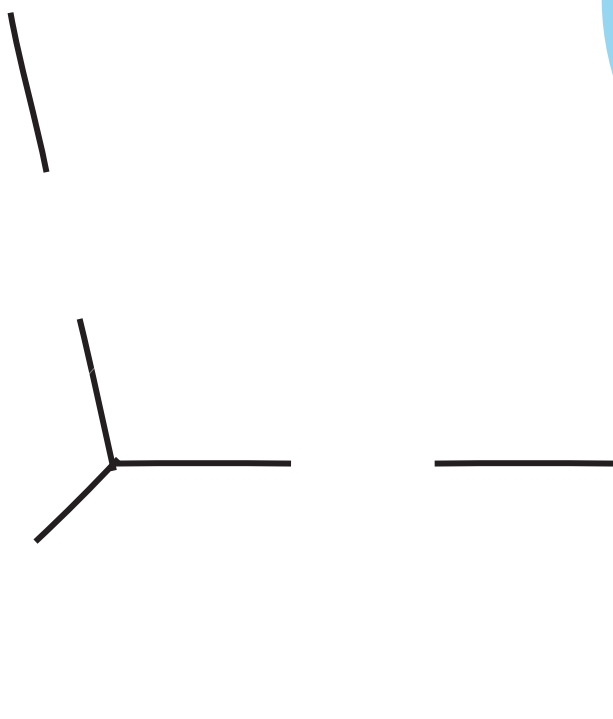
The Robo-Ad
(From left)
Kareem Brown,
Anthony Pomarello,
Jonathan Van Ness,
Bobby Berk, and
Tan France

EXCLUSIVE RANKING

The Best Robo-Ad
Magazine Ad



Tattoos





Original Tattoo



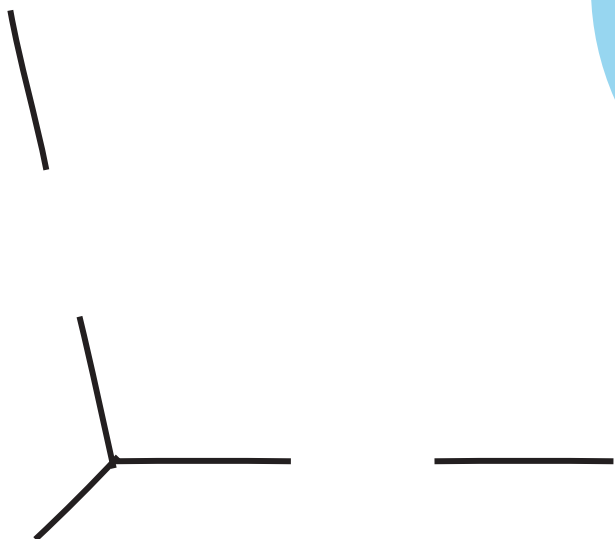
Final Tattoo



Final Tattoo



Game Design



Nine-Nine Quest - Purpose - To win a discount coupon for purchasing the beer
Hurdles they will face

- 1) Play beer bong with Jake and then Boyle will help him solve the case
- 2) Do push up the competition with a WWE player or just some criminal (Terry)
- 3) Interrogate someone till you get the right answer (Raymond)
- 4) Solve puzzles and play trivia (Amy)
- 5) Catch a criminal by finding axes around the town (need to collect 30) (Roza)
- 6) Solve a cybercrime, can be like attacking whoever bullies people on social media (Gina)

Game look

- 1) A mapped-out version of Brooklyn, where different places will have different task.
- 2) Each day will include one crime scene, you have to choose a suitable person to solve the crime (characters of nine-nine beer case), and also have an option to choose a partner that's not a character from the beer
- 3) Wining each level will be rewarded with coupons
- 4) They have to maintain their energy with lemons that they can find within each task (because a few tasks will include drinking alcohol, thus you need the lemons to sober up and complete the task)

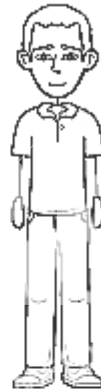
Choose your character



Terry



Jake



Raymond



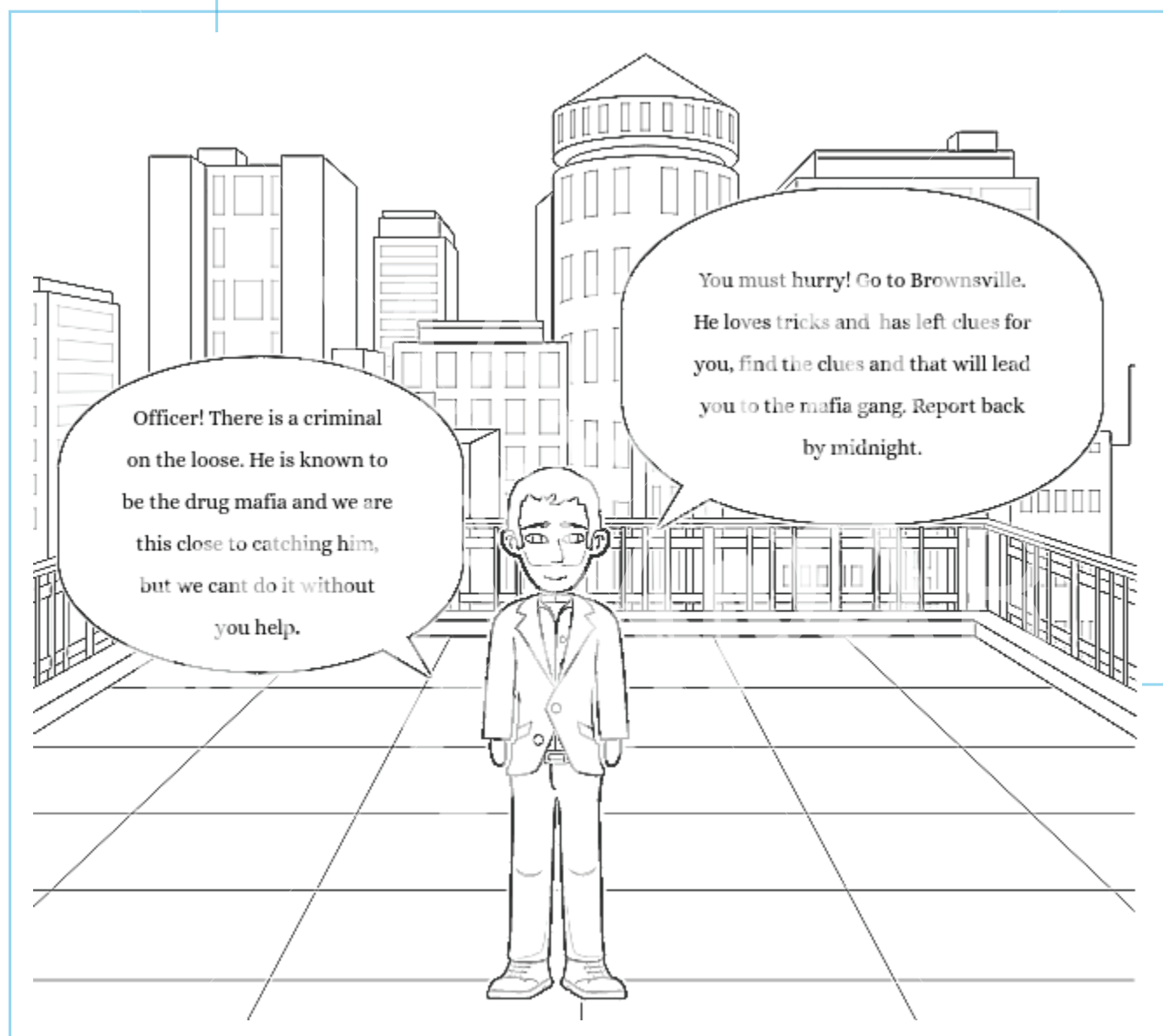
Gina



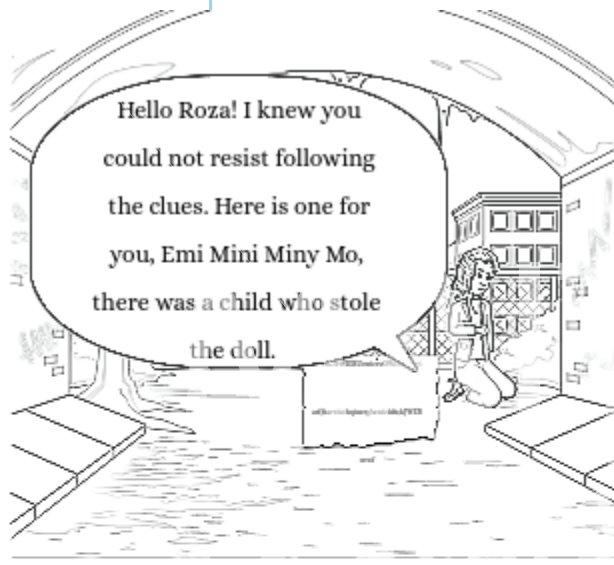
Roza

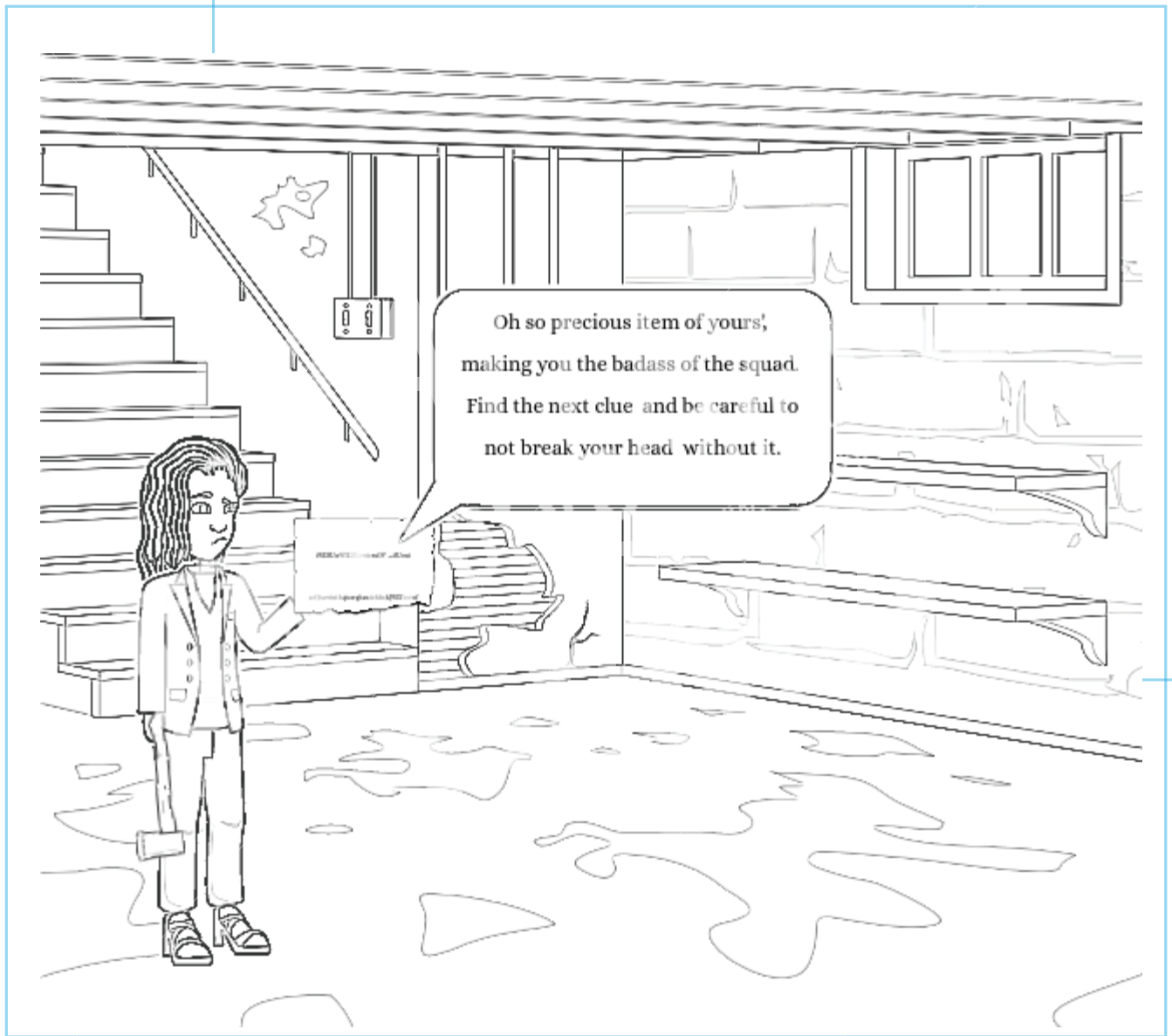


Amy



Game Scene #2





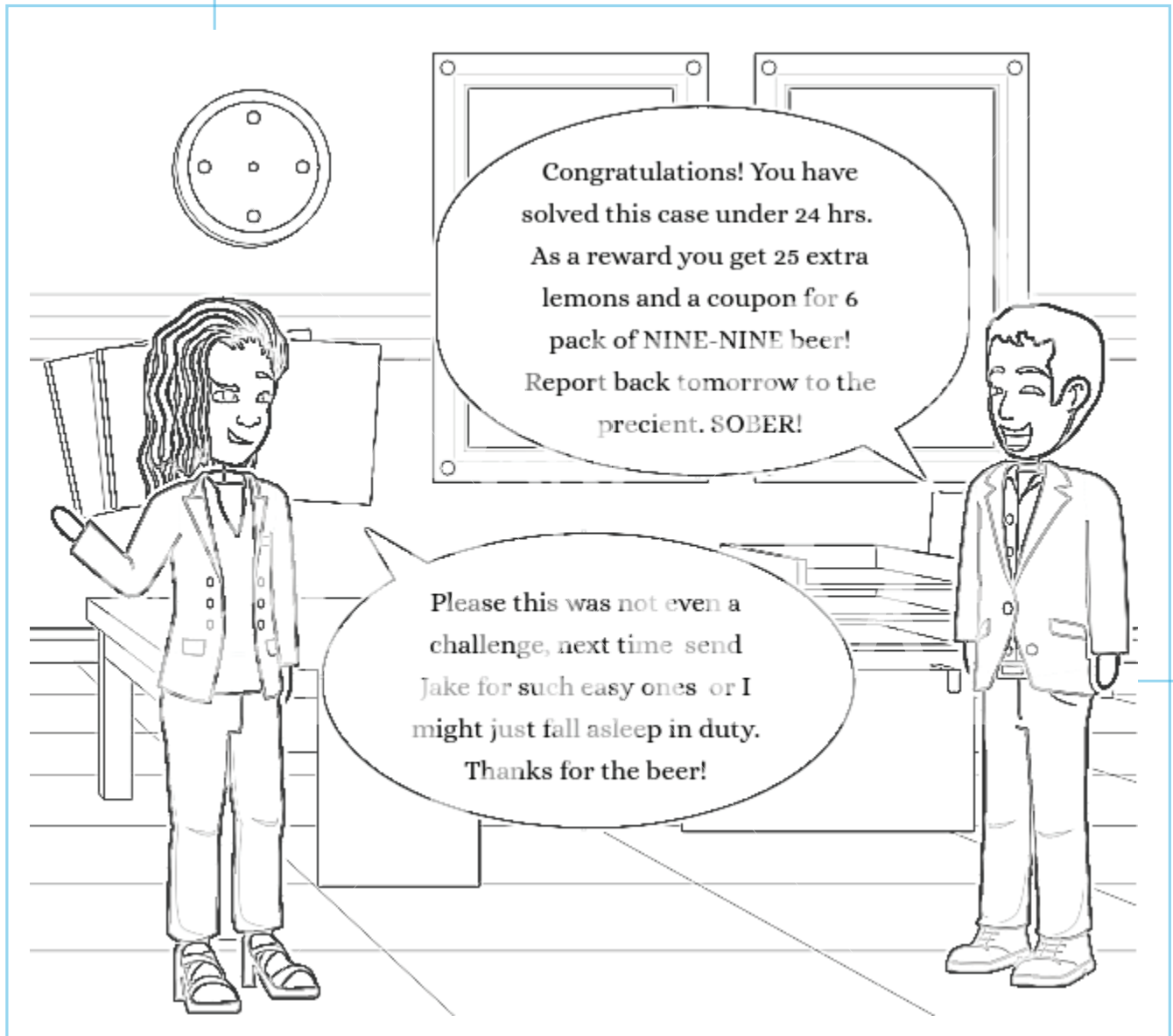
Game Scene #4



Game Scene #5



Game Scene #6



Game Scene #7



Game Scene #8