TWO TRIBES PORTFOLIO

ALEXANDER FORSEY



PROJECT BRIEF

Overview

Two Tribes, a brewery based at Tileyard London is opening a new venue in April 2021. This open air venture will be called **Campfire**, and will serve as both a community hub and an entertainment space. It will consist of a bar and a fire-pit, where both Campfire staff and guest chefs will prepare food for visitors.

To celebrate this opening, Two Tribes wishes to collaborate with **AF Designs** in the creation of a new canned beer wallpaper design. The beverage(s) will debut at the launch event for Campfire in April 2021.

This new pale ale, appropriately named '**Campfire**', is a blend of Cascade and Mosaic hops, with spicy grapefruit tones and a citrus aroma.

Deliverables

A primary can wallpaper design, that can be sold year-round both at Campfire, and as part of the Two Tribes family of vegan-friendly craft beers. These designs must draw inspiration from Mid century Modern Design, the art movement the current brand aesthetic is derived from. The branded square label designs must not be changed.

Keywords: Bold, Graphic, Colourful, Disruptive.

A limited-edition can wallpaper design, sponsored by Tileyard, to be sold at collaborative events.

AF Designs will be required to research and generate these designs, complete with accompanying marketing components.

Project Start Date: **29th April, 2021**
Deadline: **16th April, 2021**

PROJECT BRIEF

Our roles & responsibilies
Our primary role will be to manage, research, and design both products and accompanying marketing assets. We will be in contact with Two Tribes at all times throughout the creation and proofing process, to ensure a smooth experience and timely delivery. Client must approve all submitted deliverables before final sign-off.

What we are not delivering
We are not providing physical production services. The costs for the creation of any physical assets have not been factored into the agreement and must be handled by Two Tribes.
Except in the circumstance of fault or mistake on **AF Designs'** part, services extending beyond the term of this agreement will require a new agreement to be drafted and signed off by both parties.

Transference of Rights
Two Tribes retain ownership of all proprietary information shared during the term of this agreement. Upon payment, ownership rights of the approved project will transfer from **AF Designs** to Two Tribes. **AF Designs** retains the right to use all material (including process work) for promotional purposes.

AGREEMENT OF TERMS

Payment
Both parties agree to the following payment terms:

Total fee for services: **£2650**
Percentage due upon Execution of Agreement: 50%
Balance due: **£1325**

Termination
This agreement shall automatically terminate upon Two Tribes' acceptance of the deliverables. This agreement may otherwise be terminated at any time by either party upon written notice to the other party. Two Tribes will be responsible for all costs and expenses incurred prior to the date of termination. In the event of termination by Two Tribes, project ownership remains with **AF Designs**.

Breakdown

£160 — **AF Designs** daily business rate

15 — number of working days in 3 weeks

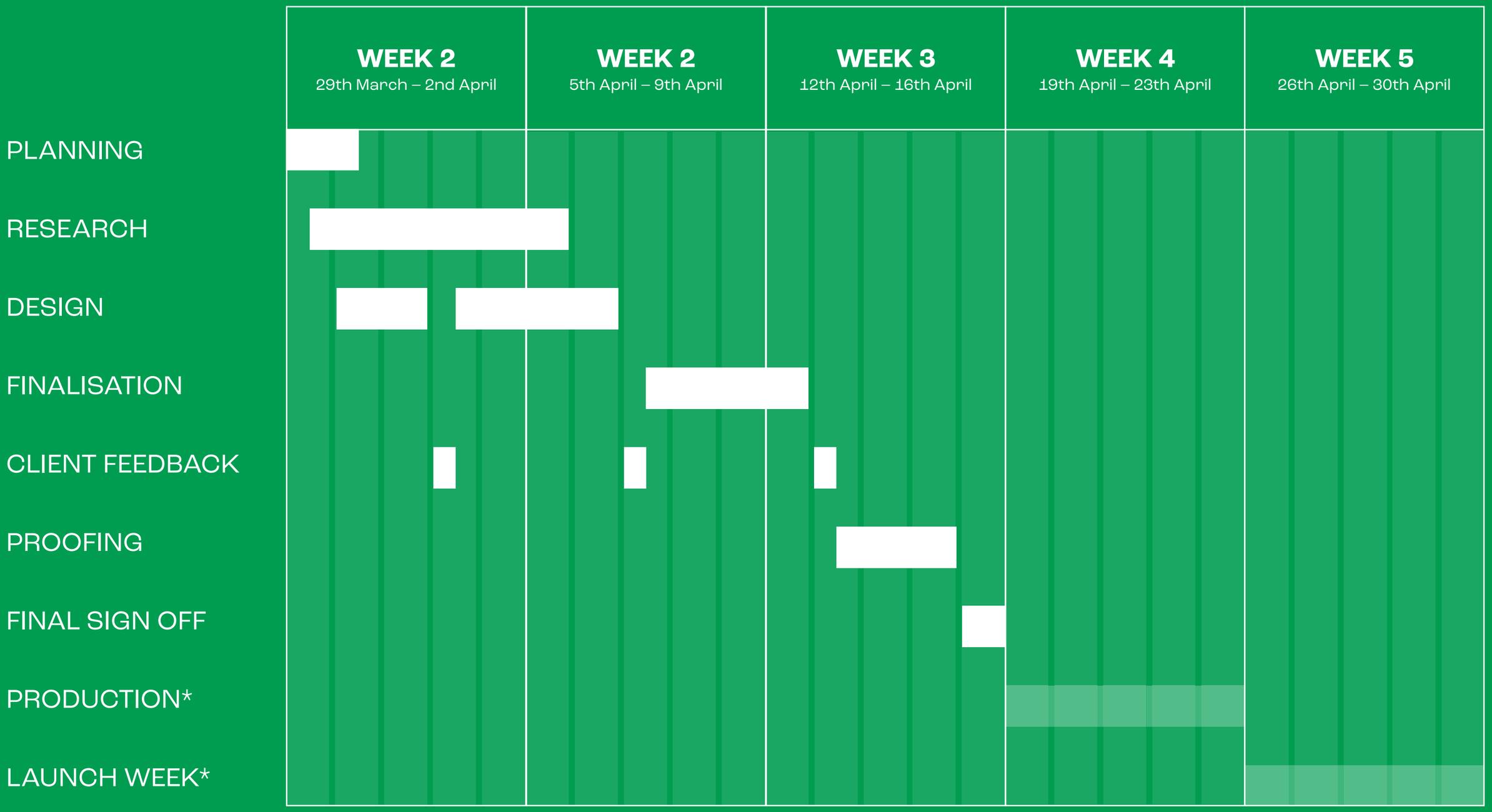
160*15 = £2400

+ 10% contigency mark-up = £2640

Rounded up = £2650

PROJECT BRIEF

PROJECT MANAGEMENT TIMELINE



*Handled internally by Two Tribes

Company Profile > As they see it

Two Tribes
Tileyard London, UK
Production & Distribution

Unique Selling Point
“Two Tribes was born out of collaboration. London brewery provocateurs, fearless branding, declared modern beer brewers [...] The name “Two Tribes” came from our passion to work with as many other liked-minded creative industries as possible. We channel these other industries to help us innovate and grow.”

Official Brand Values
Collaboration
Music
Art
Beer

(Two Tribes, 2021)

Company Profile > As we see it

Two Tribes
Tileyard London, UK
Production & Distribution

Unique Selling Point
Trendy craft beers created by creatives; experts in the field of live events. A brand as fearless as its founders. Product creation with an authentic passion, with collaboration and a desire to uplift fellow artists at the heart of it.

Identified Brand Values
Community
Experiential
Provocative
Authentic
Disruptive

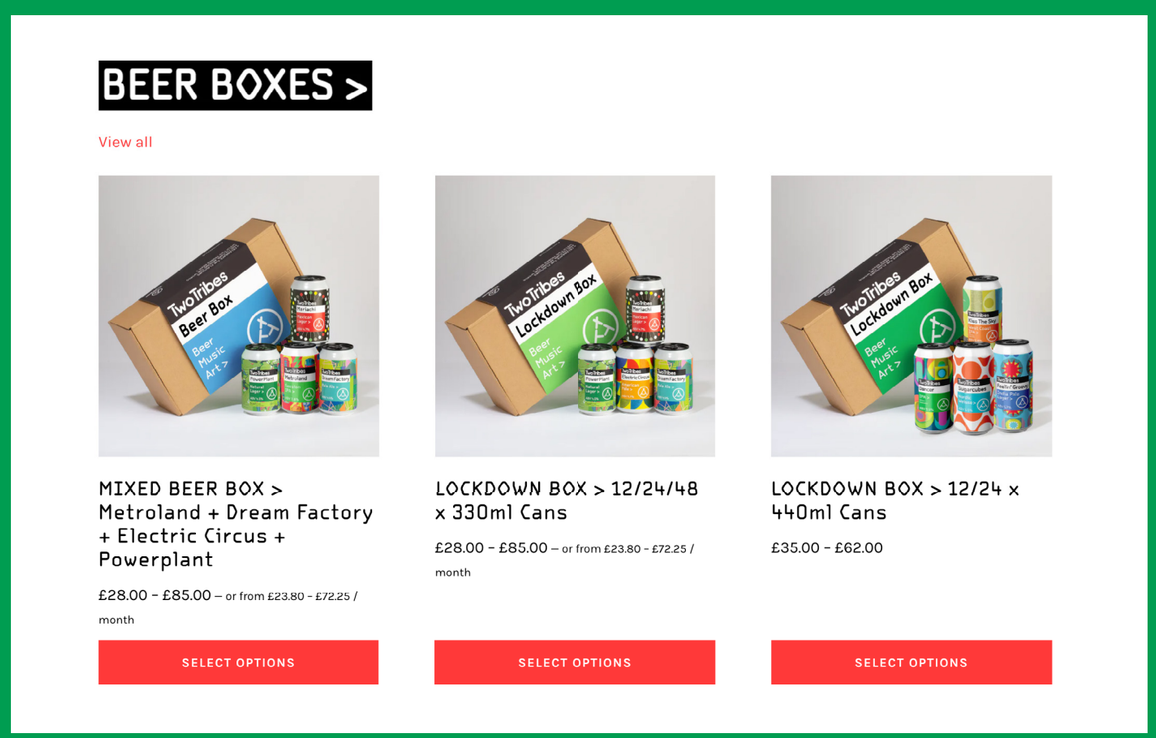
BACKGROUND RESEARCH

REVENUE STREAMS



Current stream of revenue is primarily **transaction-based**, and comes from two major sources:

> Product sold at the physical venues, eg takeaway
> Product sold on the online shop



Two Tribes also export their product in kegs for pub draught beer at venues, though with these outlets shut during the pandemic, the reliance is currently on the online shop. This stresses the importance of the launch event. This isn't just launching the new venue, it's **also relaunching Two Tribes.**

MARKET RESEARCH

Located on the site of Europe's largest creative community (Roberts, 2020), the current customer base consists of:

> Resident Tileyard employees, many working in the music industry.
> Travelling musicians visiting TIleyard companies.
> Students studying at Tileyard Education.

The prospective customer base that Campfire will market towards:

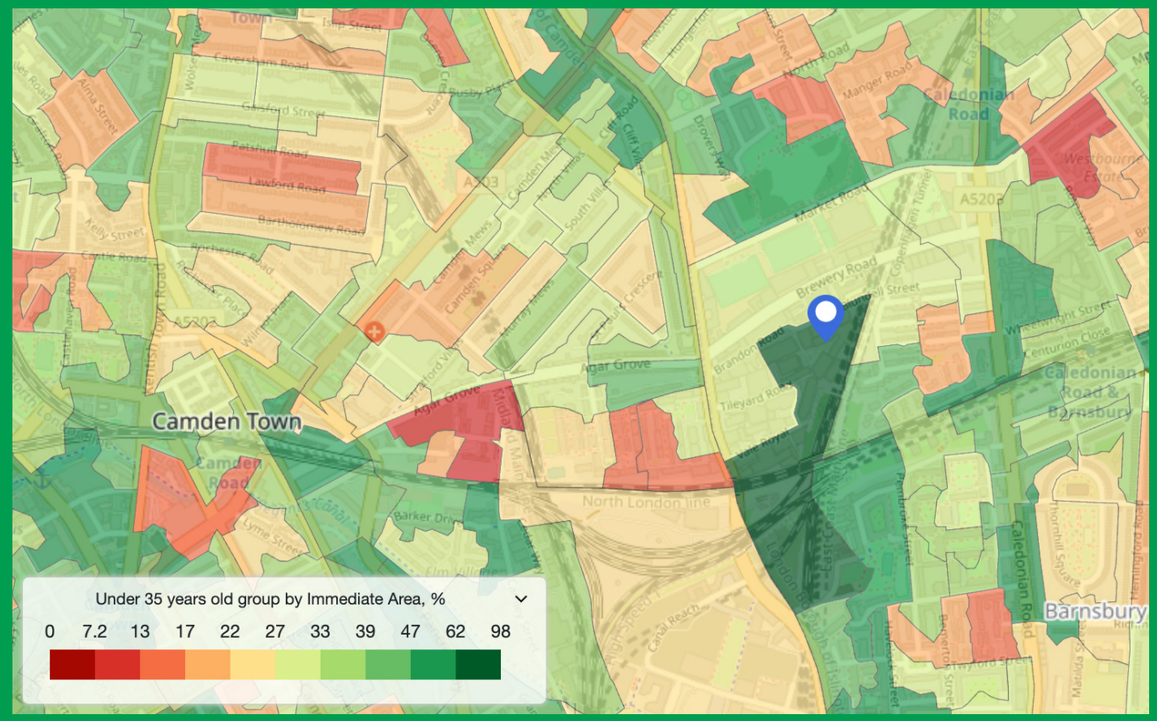
> Culinary enthusiasts.
> Event organisers + their external audiences.

With Tileyard Education's MA students being the youngest, and those still of working age (those who built the music industry back in the 80's) being the oldest, it's reasonable to deduce a target age of 20–60.

CUSTOMER BASE

Demographic data collated by CrystalRoof for the immediate local area also strongly hints at a dominant presence of under 35 year olds. These are another potential pool to market to, helping to establish Two Tribes & Campfire as a local staple, as opposed to a hidden gem.

Below: Demographics of the local area viewed by Household Lifestage. The greener the area, the higher density of under 35 year olds living there (Crystal Roof, n.d).

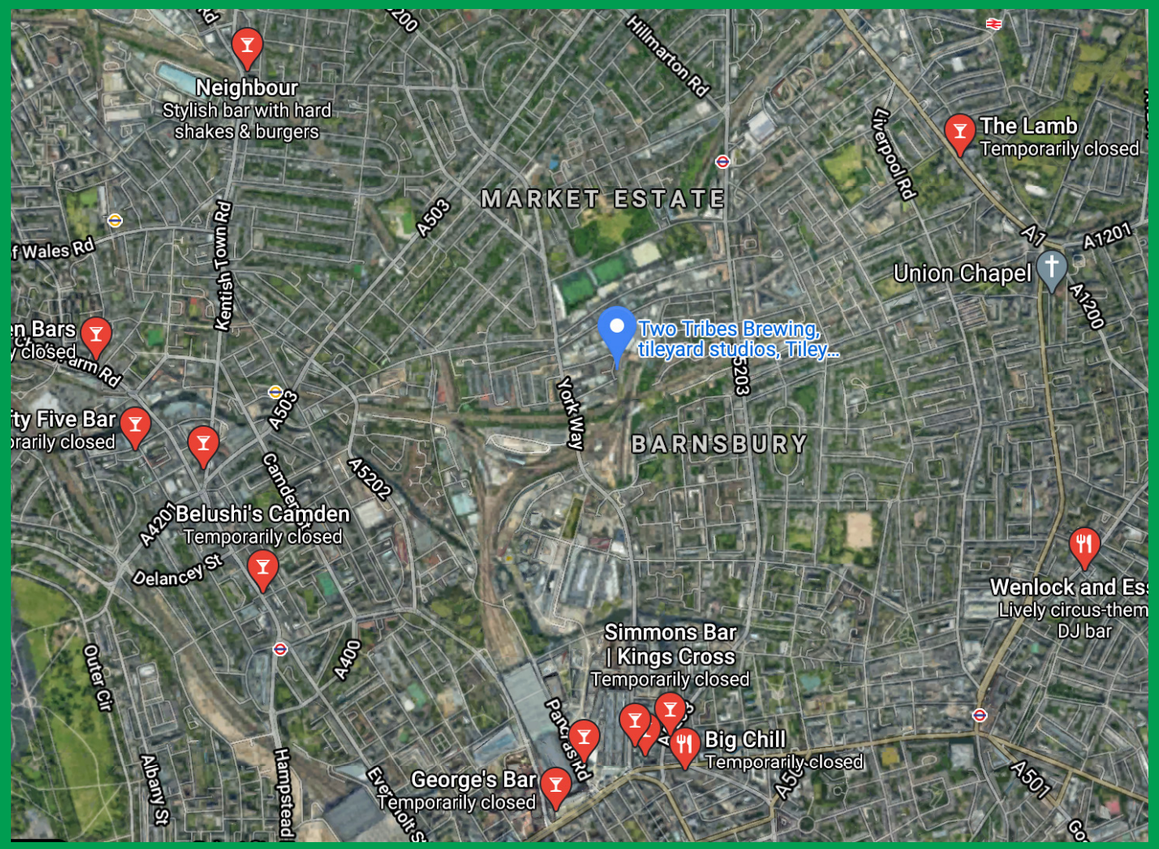


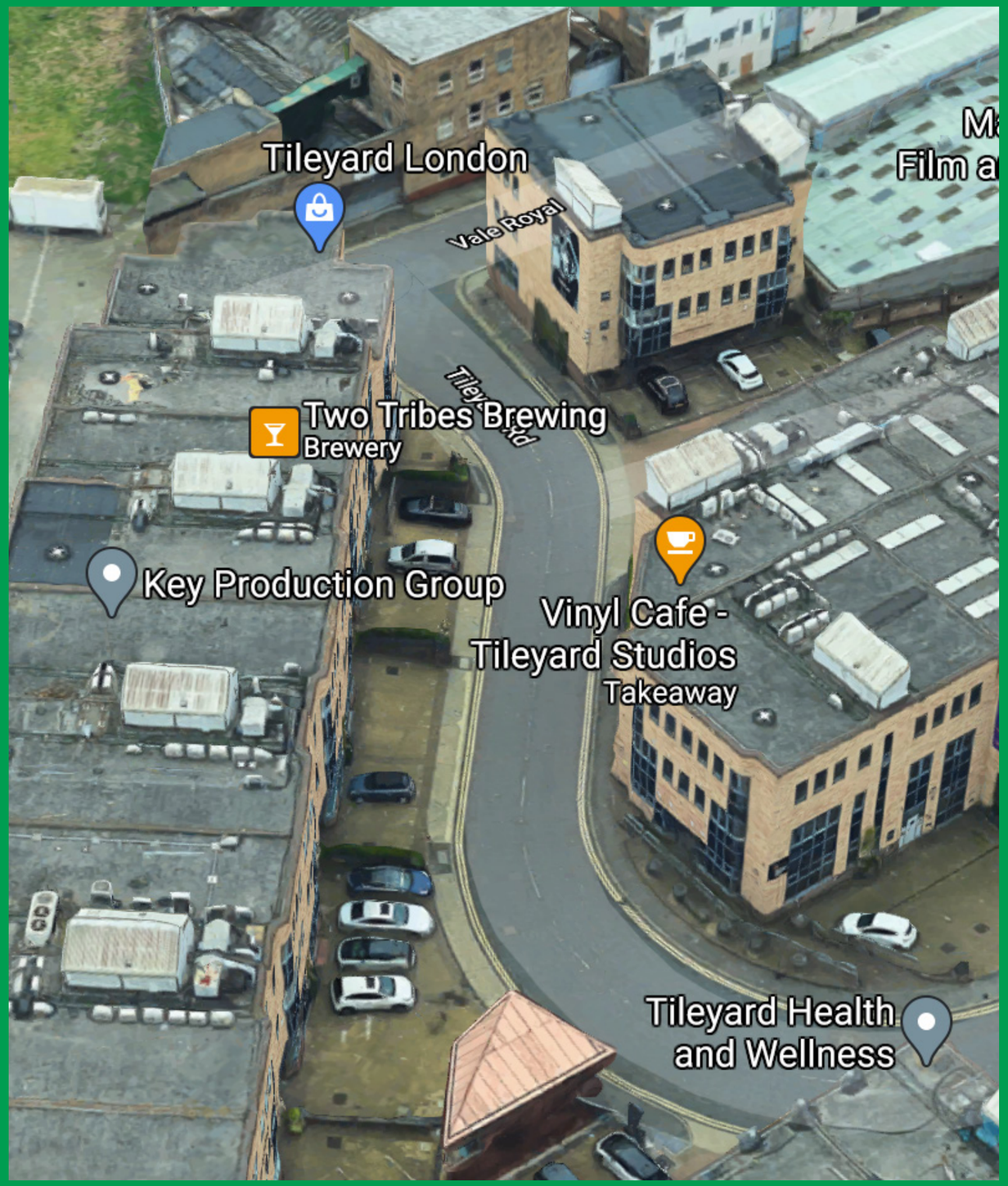
MARKET RESEARCH

COMPETITION

When searching for ‘bars & pubs’, the nearest competitors are near Kings Cross station. Is there a way to use the marketing of these new products to convince commuters to venture further north?

The closest on-site location offering food and drink is the Vinyl Cafe, which excluding for events, closes much earlier than Two Tribes & the planned Campfire, so doesn’t pose much threat.





MARKET RESEARCH

COMPETITION > HAMMERTON BREWERY

When searching the more specific term ‘brewery’, the closest and arguably the most dangerous competitor is Hammerton Brewery, which caters to a similar demographic and offers similar services. The key difference is brand quality, with Two Tribes having a better website and more cohesive marketing.

With over 100 competing breweries in London, it’s interesting to note that Two Tribes’ customer base grew during the first lockdown (Two Tribes, 2021). When venues aren’t open, quality becomes the defining factor, and it seems that Two Tribes’ name is on the rise.

Right: Two Tribes (top), Hammerton Brewery (bottom)







MARKET RESEARCH

S.W.O.T. ANALYSIS

Strengths

> Passionate, cultured and knowledgeable team. Thanks to their efforts, the quality of Two Tribes product is becoming well known.

> Clear investor interest, trust in the viability of the project evidently exists.

> Location — a loyal customer base already exists in the form of Tileyard London locals, also open air so can open sooner than most venues.

Opportunities

> Campfire means more space to grow Two Tribes' physical spaces.

> Ride the waves of the post-lockdown celebrations.

> Competing venues shutting down as a result of pandemic.

Weaknesses

> Location — inside a business estate, people can't just walk in off the street. You need to know it's there beforehand.

> Ironclad branding means that flexibility and growth is under question.

Threats

> Competing venues such as Hammerton Brewery.

> Unpredictability of the current global situation.

> A disappointing launch could severely impact opportunities to expand, people have been waiting for events such as this for almost a year.

MARKET RESEARCH

Two Tribes doesn't have opening times on their website, nor the location of their taproom. One reviewer wrote:

"The brewery taproom is stuffed so far round the back of King's Cross, you'll be hard-pushed to find it" (Richards, 2018)

How many punters have travelled only to give up? Does it ultimately matter if word of mouth/a loyal costumer base are enough to keep your venue full?

The need to rely on the online shop has meant that the physical location has become secondary. Its current presence on their socials is almost non-existent. With this product relaunching the business, new customers acquired during lockdown need to know about the taproom. The opening of Campfire is a great opportunity to highlight what came before it.

OBSERVATIONS + THOUGHTS

In the wake of a global pandemic the importance of spaces such as Campfire cannot be understated. The idea of 'togetherness' has been tested in every aspect over the past year, and it's important now more than ever to remind people of the power of community. In creating this new product, it's pivotal to consider the contextual importance and take advantage of it.

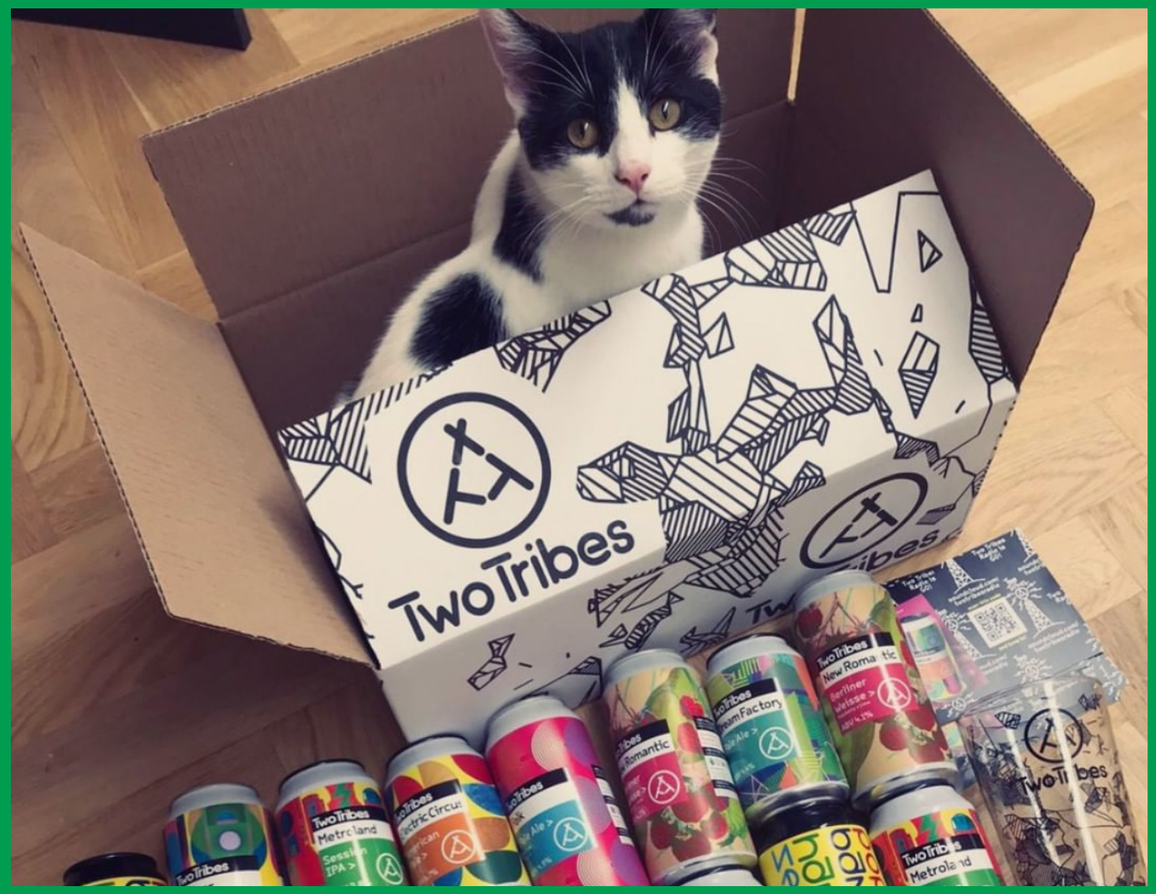
Lockdown restrictions end on April 12th, a few weeks before the planned opening. Despite the initial rush, a lot of people will still be nervous about visiting public spaces, fortunately Campfire is open air, giving it an advantage over other breweries.



Two Tribes

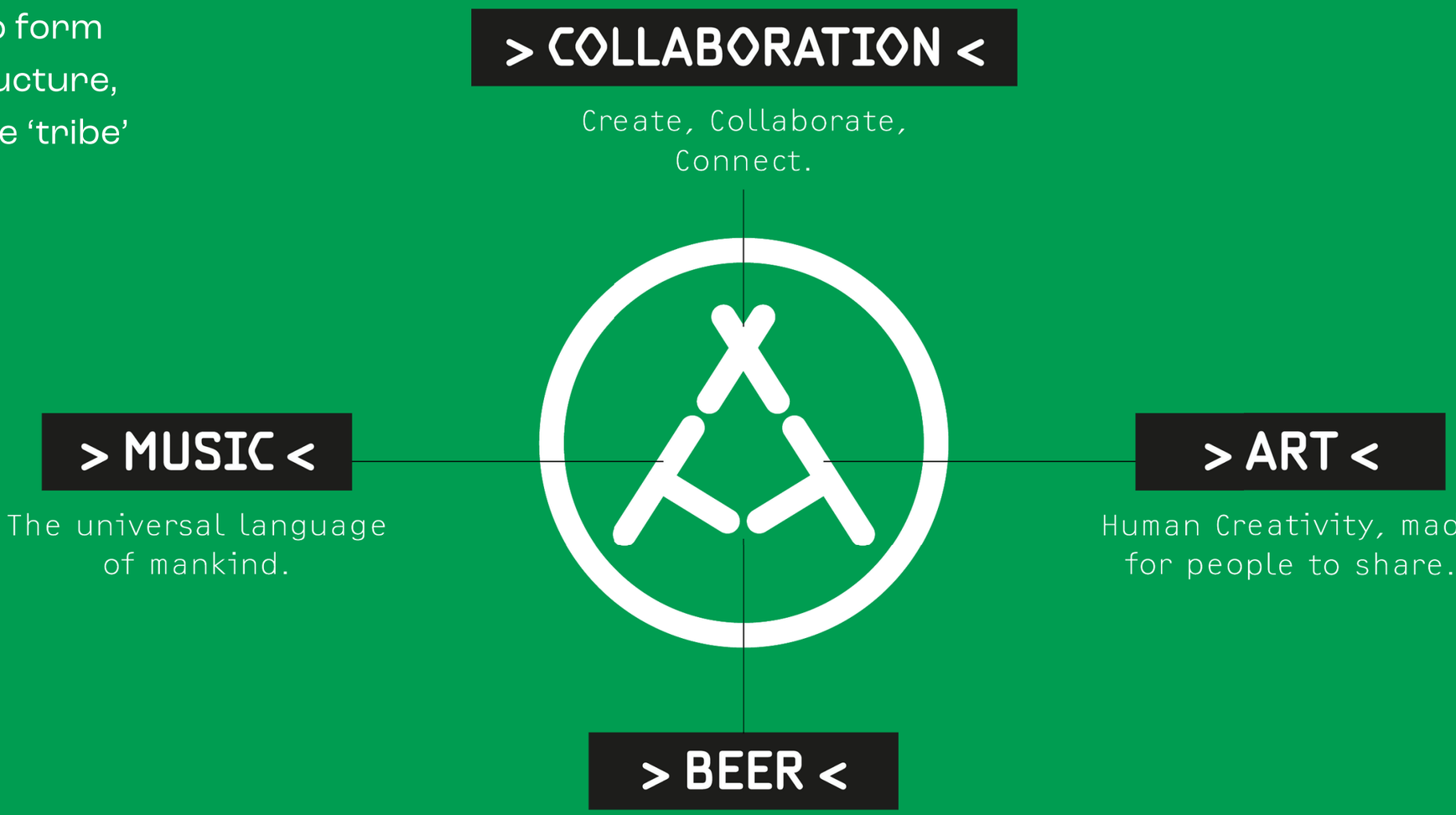
The Two Tribes logo is comprised of an icon + wordmark. The icon either sits centrally above (below), or to the top right of the workmark, like a trademark (™) symbol (right).

The current branding was created in collaboration with The Design Laboratory, also based at Tileyard London in 2018.



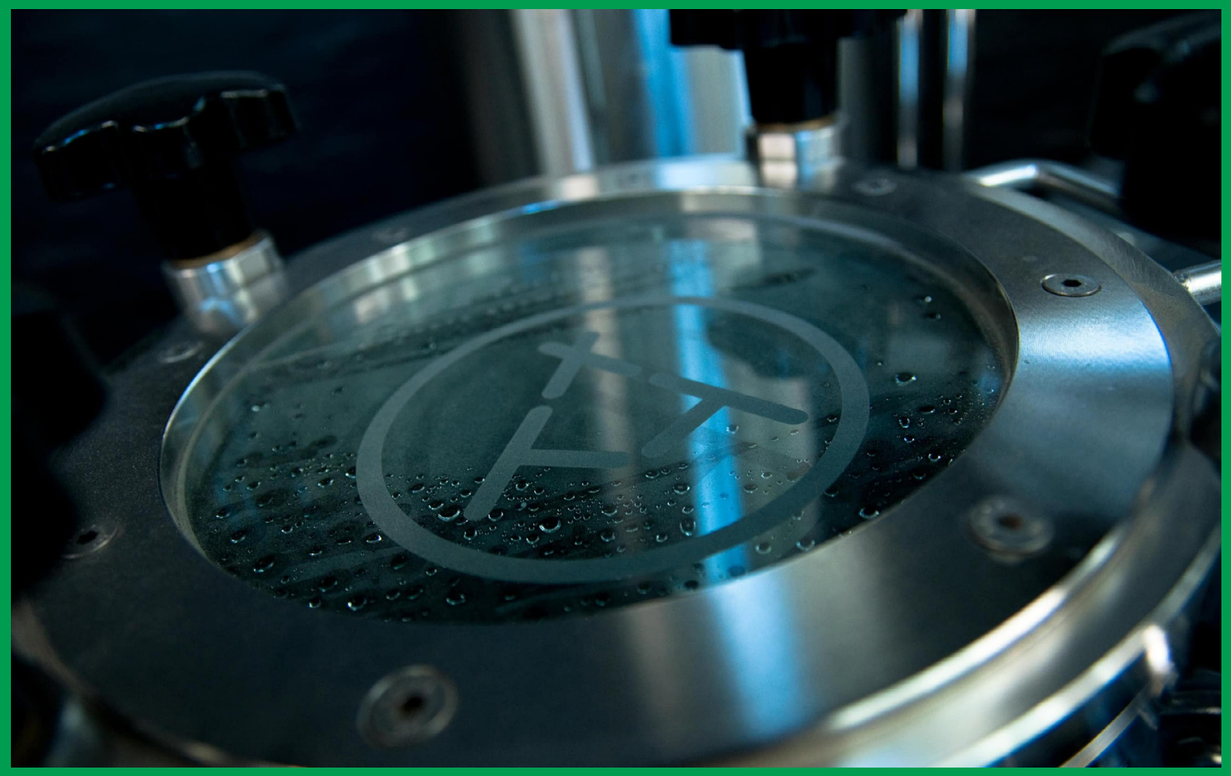


The Two Tribes icon is comprised of two T's angled and with an extended bar to form a tipi-esque structure, playing off of the 'tribe' concept.



'Brand value' graphic extracted from the Two Tribes website.

The circle framing the design subconsciously accentuates the notion of togetherness, whilst also resembling a vinyl.



CAMPFIRE®





Running the Two Tribes wordmark through various font identification websites, it became clear that it used a modified typeface, meaning that it would be impossible to directly replicate without significant alterations. Following even deeper digging, a close match appeared in the form of **Night Club 70s**, created in 2014. Featuring the same rounded edges and almost identical lowercase e's, it's likely that the wordmark was derived from this typeface.

Night Club 70s draws its inspiration from music venues (Jambo! Fonts & Design, 2014), an interesting insight given Two Tribes' musical background and aspirations, and perhaps not a happy coincidence.

Secondary Two Tribes logo

The Design Laboratory

Two Tribes
Brewhouse
King's Cross
London

Night Club 70s

Jambo! Fonts & Design

Two Tribes
Brewhouse
King's Cross
London

The typeface Two Tribes use for the bulk of their digital & physical presence is **OCR A Tribute Regular**, a sans serif family by **Miriam Röttgers** made in 2006 for **Linotype**. The family is an updated version of **OCR-A** by American Type Founders. Originally created for optical character recognition (hence, OCR), **OCR A Tribute** incorporates more contemporary typographic trends, such as more unified set widths and further emphasis on the rounded square counters (Linotype, 2007).



Instead of having input functionality in mind, **OCR A Tribute** has been optimised for both headline and copy use, with specific examples including the spine of the ‘S’ adjusted to be better structured and easier for the eye to register. The thick letterforms feel both trendy yet authoritative, all whilst preserving their digital heritage.

When paired with the Two Tribes logo, there’s distinct similarities in their retro roots - a combination of the musical nature of **Nightclub** & the appreciation of the analog that **OCR A Tribute** champions.



Two Tribes

Lockdown Vibes

We've got it covered >



JOIN THE TRIBE >



CAMPFIRE
OPEN AIR
BAR + FIRE
KITCHEN >

< DISCOVER THE VENUE >

< BOOK A TABLE >



BRAND RESEARCH







Two Tribes uses a combination of white and slightly-off black for their main messaging and headlines. As observed in the example above, the logo and product name are the boldest aspects of the design - the sharp contrast is a magnet for the eyes. The final solid colour is derived from the contents of the beverage, with deciding factors including the ingredients and the story the product is telling you. This chosen tone then decides the palette of the surrounding wallpaper wrap. In the example above, a mandy red is used to depict a dry beer with citrus-undertones, whilst the wallpaper wrap draws inspiration from a mariachi performer's wide-brimmed sombrero. In semiotics, the design could almost be considered a symbol, its meaning rooted in cultural context.

BRAND IDENTITY > COLOUR + TONE OF VOICE

The Two Tribes tone of voice is both casual yet comes from a place of absolute confidence — a 'whatever they're selling, we want to buy it' feeling. Calls to action combine the power of a statement with the urgency of a commandment through the use of capitalisation ("MAKE SURE YOU ARE STOCKED UP").

< (less than) & > (greater than) symbols are used as both directional wayfinding, and also as ornaments for headlines, similar to modern coding language.



> Head up the stairs behind the copper building <

> COLLABORATION <

Create, Collaborate, Connect.

JOIN OUR TRADERS NEWSLETTER >

DOWNLOAD TWO TRIBES RADIO APP >

BRAND RESEARCH

The can design consists of two components:

> Wallpaper — the piece of graphic art that wraps around the can. According to the Two Tribes team, the designs draw inspiration from ‘Mid-century modern Design’.

> The label — adheres to a strict template.

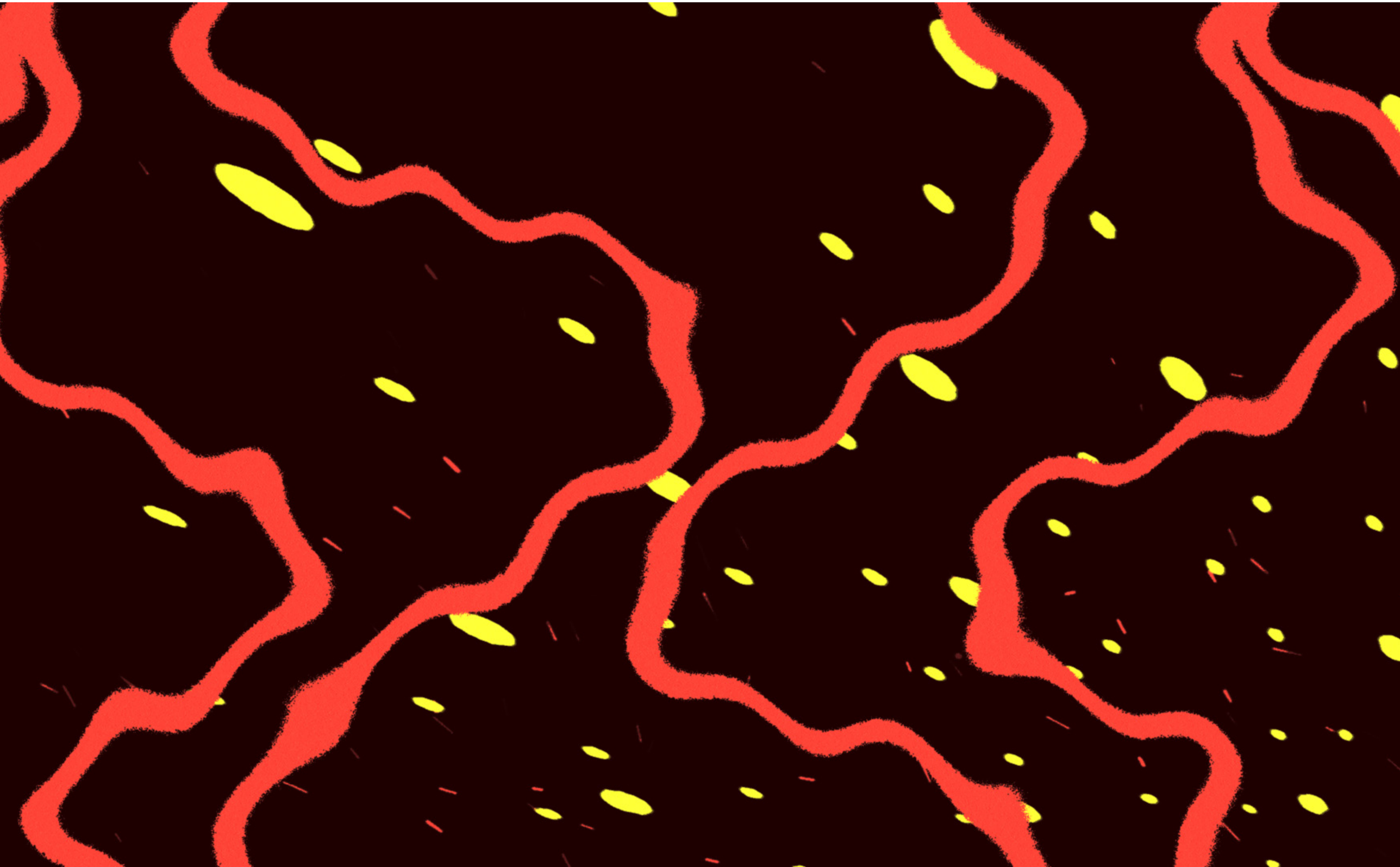
Alongside the two can designs, a multipack file has been provided. The pieces of graphic art must translate onto both the can, and also this box. Any supplementary products beyond the requested assets is up to the designer’s discretion.











DESIGN RESEARCH

MID-CENTURY MODERN DESIGN

What is it?

Mid-century modern Design refers to a creative movement that dominated America in the middle of the 20th century, spilling into fields such as architecture, graphic design, product design (especially furniture), and more. Designs are characterised by a celebration of bold, yet simple shapes — objects are reduced to their fundamentals, free from superficial ornamentation. Mid-century modern Design prioritised functionality, not appeal, whilst somehow still remaining organically attractive, relying on light, colour, and spacial relations to stand out (Brown, 2018).

Contextualisation: When did it happen?

1945 — 1969 / Post-WW2 — Pre-consumerism

How is it relevant to the brief?

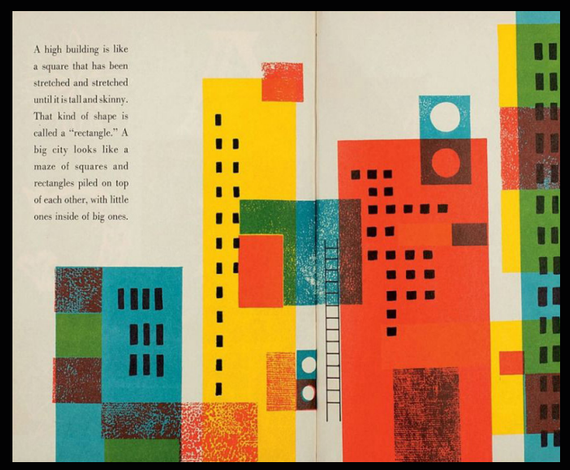
In the era of inspirational moodboards, it has seen a resurgence in popularity. Two Tribe's designs are underpinned by the key values of Mid-century modern design, with the sometimes erratic placements and choice of image still feeling purposeful.

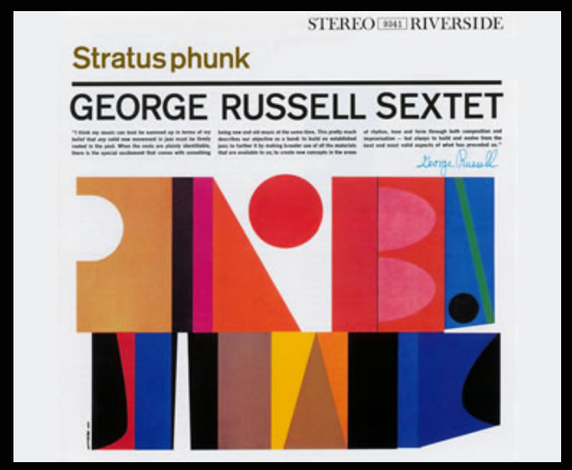












DESIGN RESEARCH

MOODBOARD























DESIGN RESEARCH

INITIAL THOUGHTS

REDS, YELLOWS, ORANGE, BLACKS - FIRE!

RETURN TO NORMALITY

COMBO OF BOTH TILEYARD + TWO TRIBES BRANDING

OFFICIAL PRODUCT

CAMPFIRE

TILEYARD EDITION

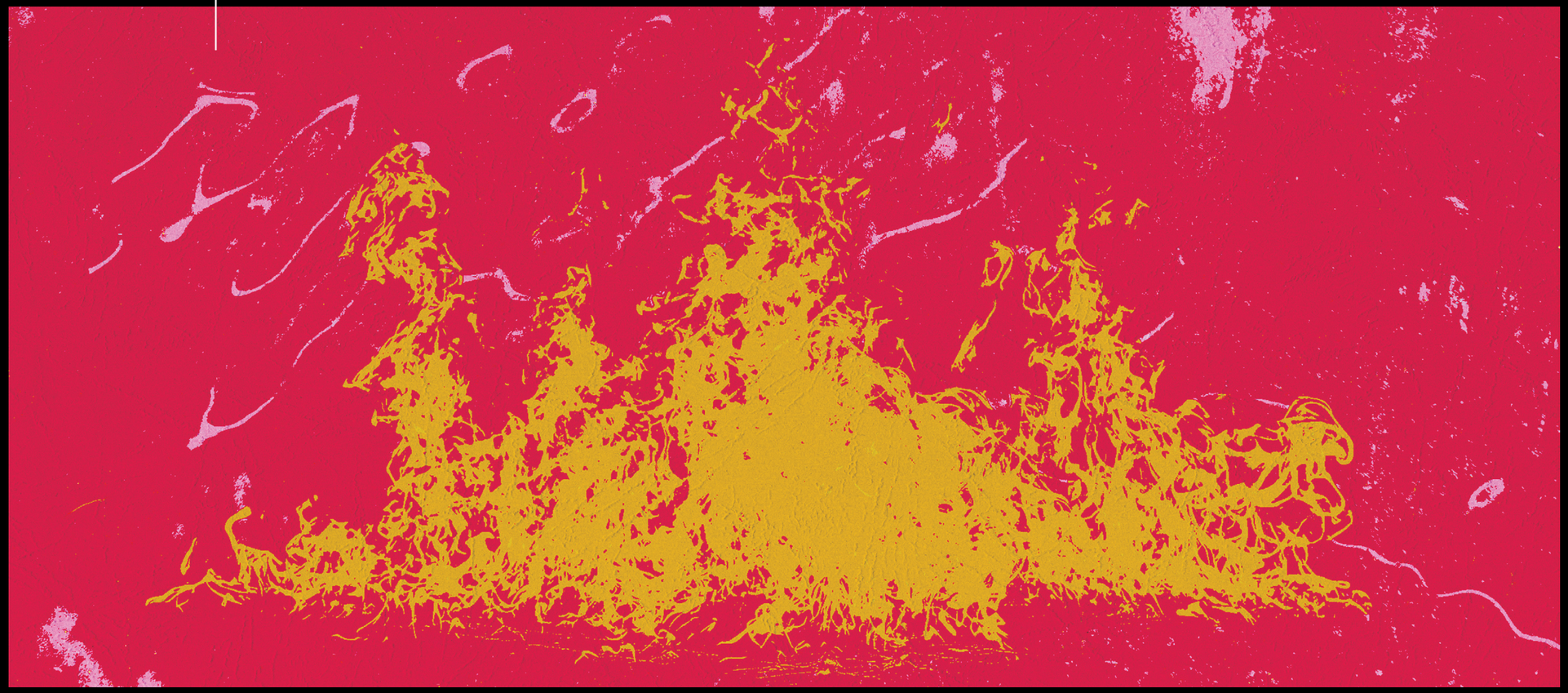
SINGING AROUND THE CAMPFIRE, FOOD COOKING - ATMOSPHERIC

CAPTURING THE FEELING OF BEING TOGETHER

GREENS + REDS, PIXEL ART ASPECT?

SOUND WAVES
IN THE AIR

EMANATING
PINK HEAT



FIRE PIT

DESIGN EXPLORATION

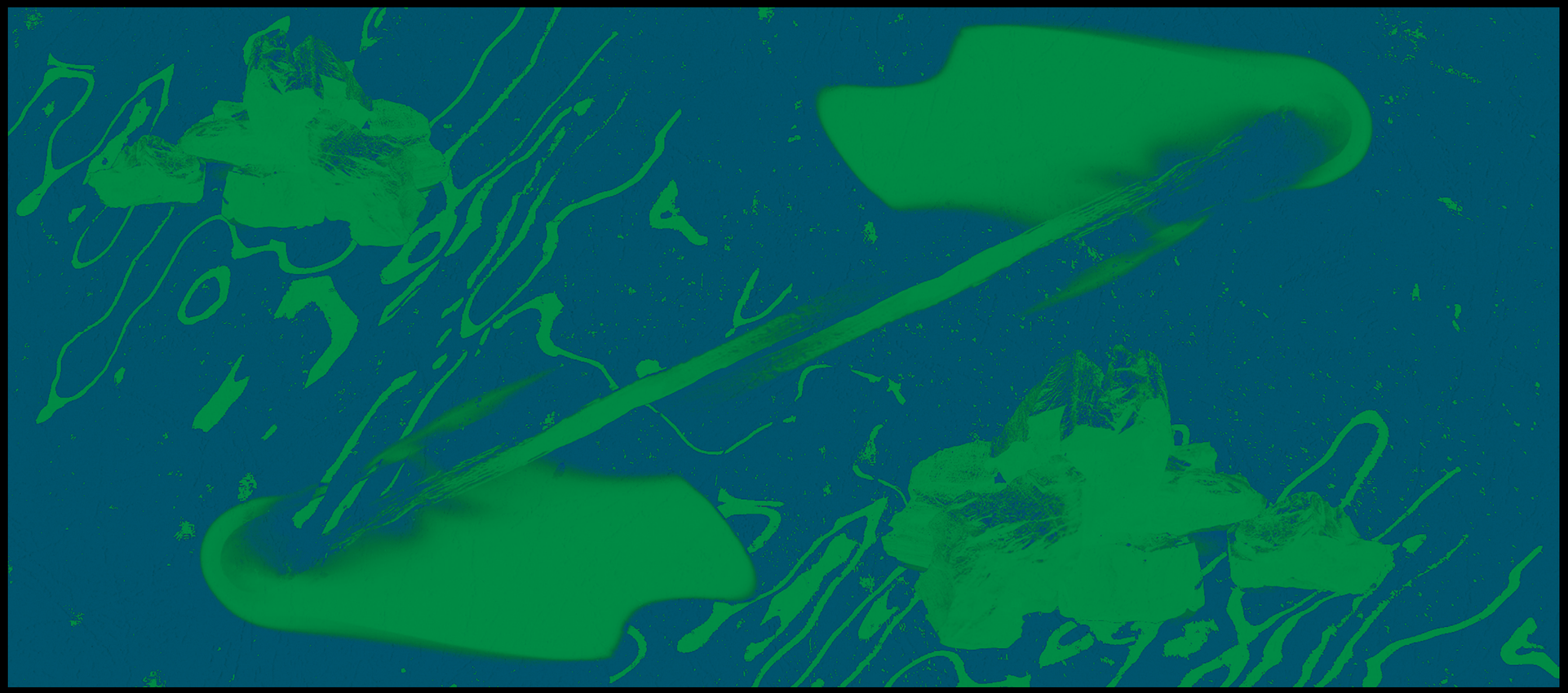
DESIGN > FIRST DRAFTS





Convergence of both heat and representational sound, executed with bold graphic textures.

BURNING
COALS



THE MATCH THAT
LIGHTS THE FIRE

SOUND WAVES
IN THE AIR

DESIGN EXPLORATION

DESIGN > FIRST DRAFTS



Combination of both warmth and the natural earth, subverted with mellowed green and blue tones.

Upon presenting the early drafts, the Two Tribes team expressed interest in the colour schemes, but were worried about the transparent labels, and the overall legibility of deviating from a print-based design. Instead of using photographs, graphic designer Malcolm Garrett suggested looking for a more analog finish, something that would stand out even with a large label obscuring most of the design.

Suggestions of combining the contents of both into one design became the biggest takeaway. Synthesising the key graphic assets - fire, sound, smoke, coal - all evocative concepts and making something cleaner, whilst maintaining the boldness of the first draft design.

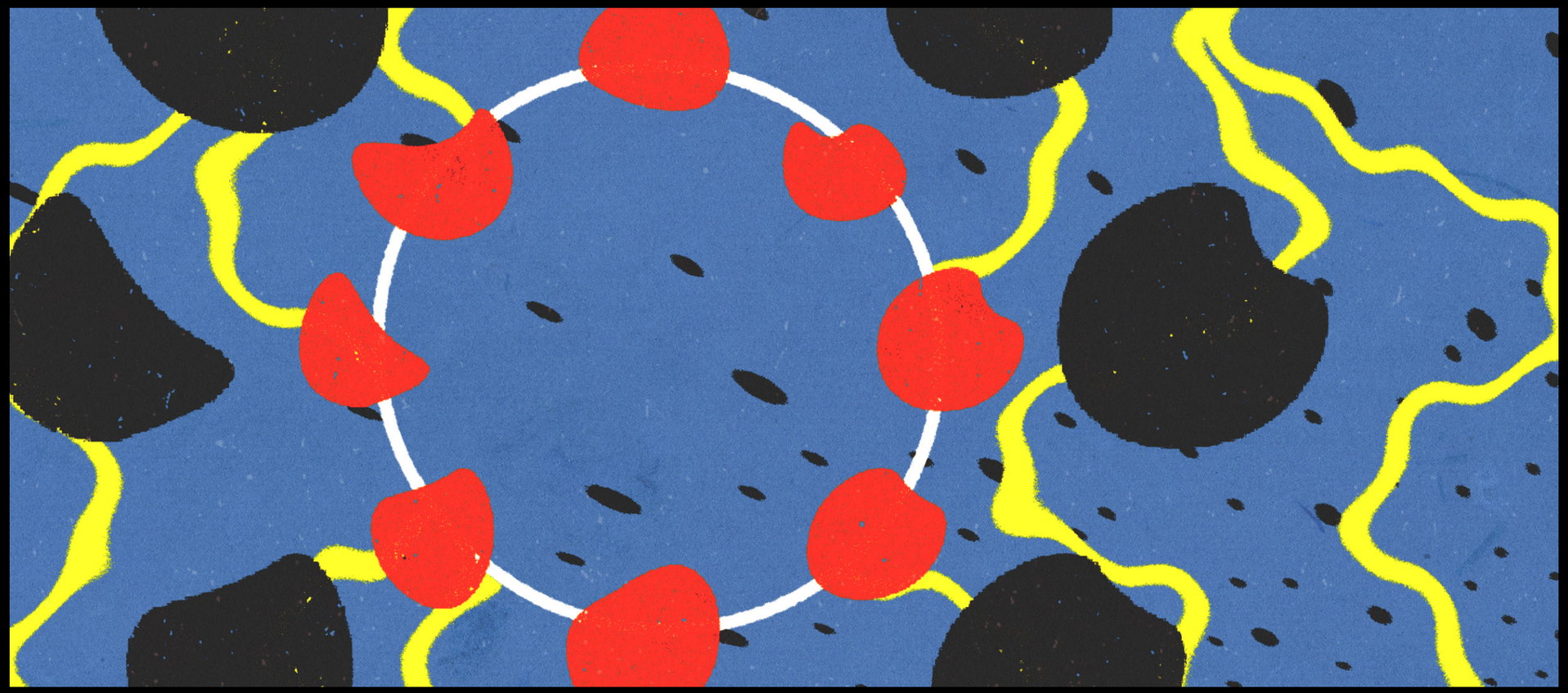
The feedback didn’t come as a surprise, when stood against Two Tribe’s portfolio of products, these early drafts felt like a completely different brand.

DESIGN DEVELOPMENT

DESIGN > SECOND DRAFT

FIRE PIT /
STONE CIRCLE

DANCING
FLAMES



SMOKE FILLED
NIGHT SKY

COALS

DIVERGING
EMBERS

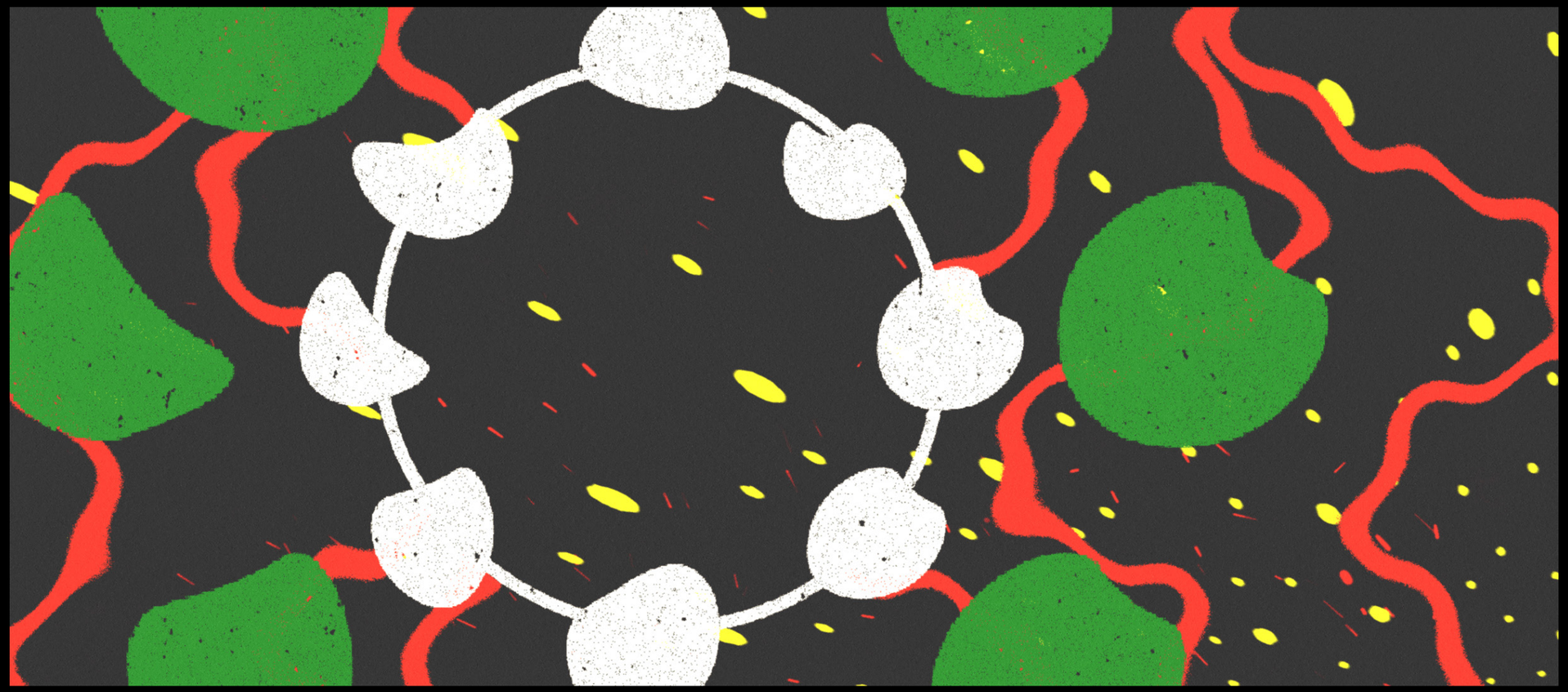
Peer feedback highlighted the change in direction, with the style being both graphic and much more reminiscent of Mid-century modern Design, but questioned what the story was. What was intended to be fire came across as lightning, embers were leaves blown by the wind. What was supposed to be an abstract interpretation of a campfire scene looked more like a hurricane, fortunately this was an easy fix.

DESIGN DEVELOPMENT

DESIGN > THIRD DRAFT

FIRE PIT /
STONE CIRCLE

DANCING
FLAMES



SMOKE FILLED
NIGHT SKY

TREELINE

DIVERGING
EMBERS

DESIGN SHOWCASE

FINAL DESIGN



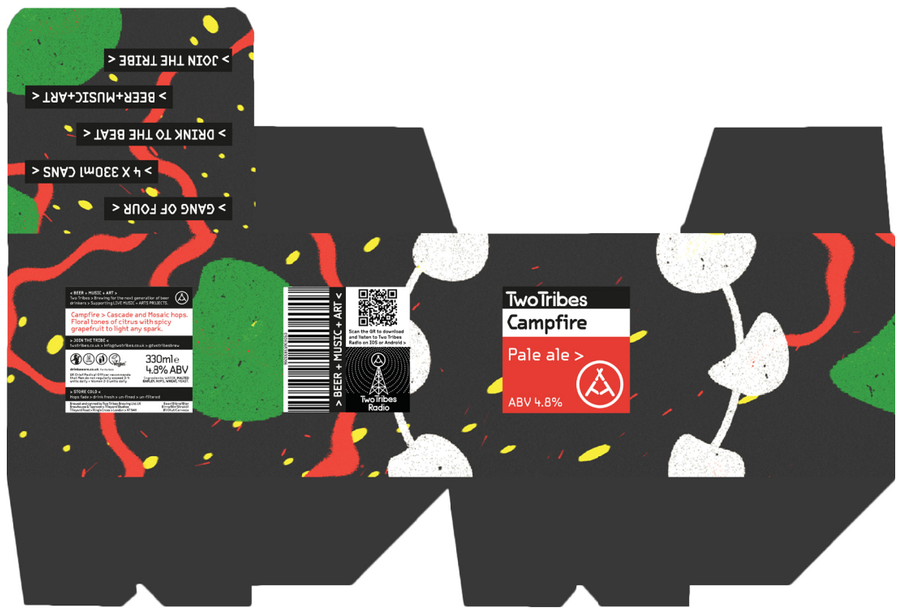
DESIGN SHOWCASE

FINAL DESIGN > CAN APPLICATION



DESIGN SHOWCASE

FINAL DESIGN > MULTIPACK APPLICATION






TwoTribes
7's Clash
SIDE A
45rpm
Two Tribes
7's Clash
Records
TSCV
002 A
JUSTIN DEIGHTON
+ LEO ZERO
<HUMANS>
PETE HERBERT DUB
4.33


CAMPFIRE
GIFT CARD

DESIGN SHOWCASE

FINAL DESIGN > SOCIAL MEDIA APPLICATION





DESIGN DEVELOPMENT

MARKETING

To further extend the reach of the design, and to accompany the launch of the new Campfire beverage, it seemed appropriate to produce a short targeted marketing campaign to maximise impact. Looking at several of the observations made earlier, the biggest opportunities were the benefits of Campfire being open air coupled with the problem that people don't know that Two Tribes has a physical presence. Applying Julian Cole's GET/WHO/TO/BY creative brief technique (Cole, 2019) the following two routes were devised:

GET — New online lockdown audience
WHO — Don't know about Two Tribes' physical outlets
TO — Visit Two Tribes & Campfire
BY — Targeting touchpoints they visit

GET — Food & Drink connoisseurs
WHO — Don't know about Two Tribes
TO — Visit Two Tribes & Campfire
BY — Promoting the open air aspect

Combining the two audiences, three touchpoints were identified:

Web Banners > Targets both those that order through the webshop, and also those frequenting alcohol and food websites.

Newsletter & Social Promotion > Square image that targets both those already in the know, and those who aren't.

Public Transport > One of the challenges was getting people to travel beyond the King's Cross area, by targeting commuters and young professionals it places Campfire and the Tileyard on their radar.

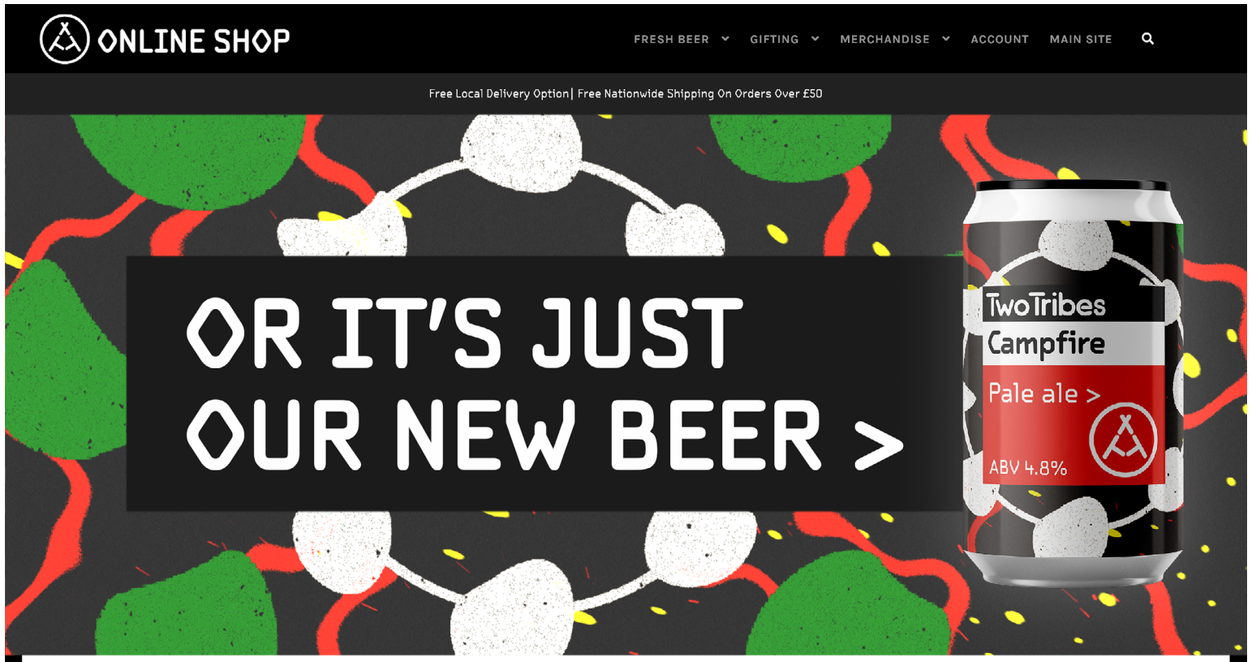
The slogan "TWO TRIBES IS ON FIRE" was also devised to accompany these adverts. Since this campaign is to promote the Campfire beverage, and then the Campfire venue as an extension, this slogan can help tie back venue promotions to the Two Tribes brand.


CAN YOU
SMELL SMOKE?


IS SOMETHING
BURNING?


TWO TRIBES
IS ON FIRE!


OR IT'S JUST
OUR NEW BEER >
TwoTribes
Campfire
Pale ale >
ABV 4.8%



BEER BOXES >

View all



MIXED BEER BOX > Metroland + Dream Factory + Electric Circus + Mariachi

£28.00 – £85.00 — or from £23.80 – £72.25 / month

SELECT OPTIONS



LOCKDOWN BOX > 12/24/48 x 330ml Cans

£28.00 – £85.00 — or from £23.80 – £72.25 / month

SELECT OPTIONS



LOCKDOWN BOX > 12/24 x 440ml Cans

£35.00 – £62.00

SOLD OUT



METROLAND BOX > World Tour

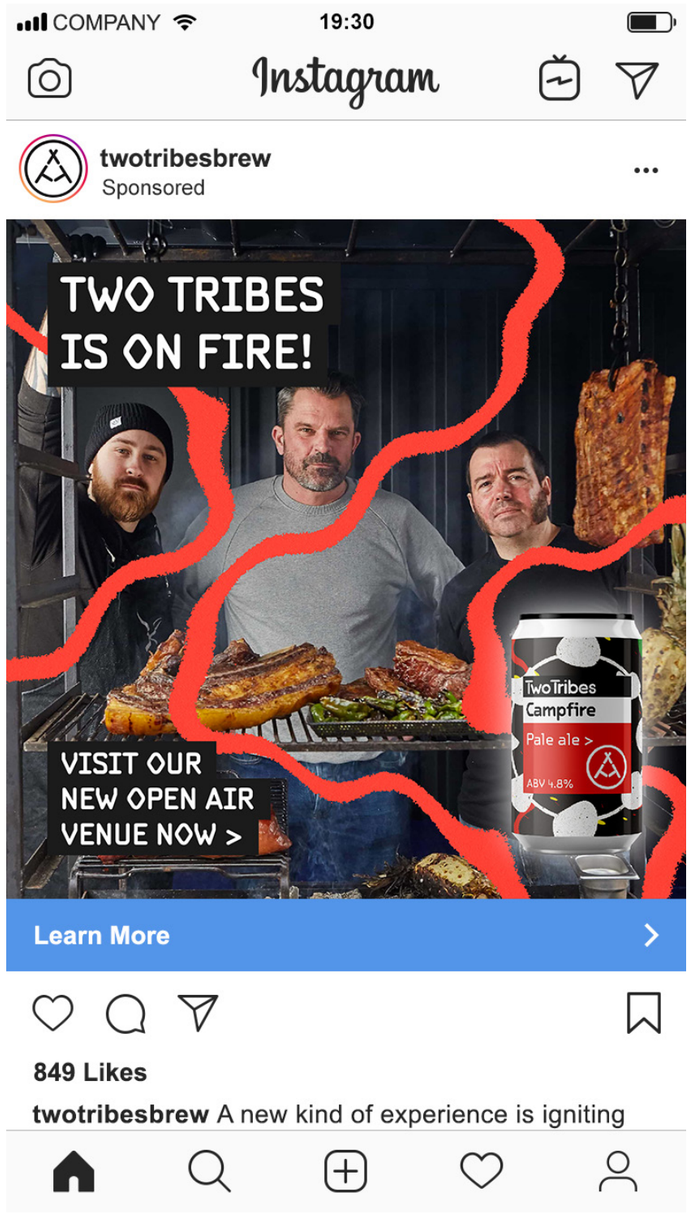
£26.00 – £83.00 — or from £22.10 – £70.55 / month

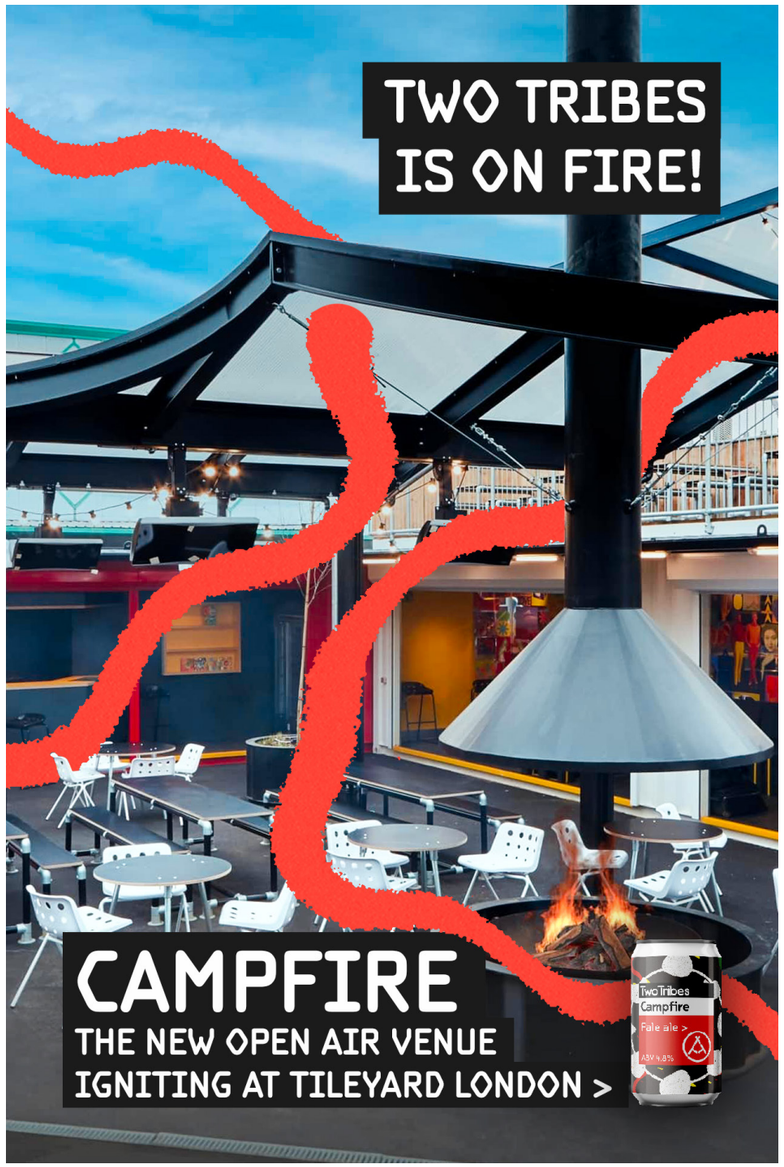
SELECT OPTIONS

DESIGN SHOWCASE

TOUCHPOINT 02 > NEWSLETTER + SOCIAL PROMOTION






TWO TRIBES
IS ON FIRE!
CAMPFIRE
THE NEW OPEN AIR VENUE
IGNITING AT TILEYARD LONDON >
TwoTribes
Campfire
Pale ale >
ABV 4.8%


TWO TRIBES
IS ON FIRE!
CAMPFIRE
THE NEW OPEN AIR VENUE
IGNITING AT TILEYARD LONDON >
TwoTribes
Campfire
Pale ale >
ABV 4.8%



X



DESIGN EXPLORATION + DEVELOPMENT

TILEYARD EDITION > CONCEPT

Being a pixel artist, the idea of a Tileyard version excited me. This design will be limited edition and sold exclusively at events held in collaboration with Tileyard, much like the merchandise showcased. Missed your chance to get some exclusive goodies? Guess you'll have to keep an eye out for the next event.

In response to this I created a small campfire, something clean that would work when placed in a pattern, yet still feel distinctly tribal. This would then be overlapped with another pattern made using Tileyard's logo.








TwoTribes
Campfire
Pale ale >
Tileyard
London
ABV 4.8%
< BEER + MUSIC + ART >
Two Tribes > Brewing for the next generation of beer drinkers > Supporting LIVE MUSIC + ARTS PROJECTS.
Campfire > Cascade and Mosaic hops. Floral tones of citrus with spicy grapefruit to light any spark.
> JOIN THE TRIBE <
twotribes.co.uk > info@twotribes.co.uk > @twotribesbrew
1.3 UK Units
Vegan
drinkaware.co.uk For the facts
UK Chief Medical Officer recommends that Men do not regularly exceed 3-4 units daily + Women 2-3 units daily
330ml e
4.8% ABV
Ingredients: WATER, MALTED BARLEY, HOPS, WHEAT, YEAST.
> STORE COLD <
Hops fade > drink fresh > un-fined > un-filtered
Brewed and canned by Two Tribes Brewing Ltd. UK
Brewhouse & Taproom > Tileyard Studios
Tileyard Road > King's Cross > London > N7 9AH
Beer/Bière/Bier
Birra/Bir/Straköl
Øl/Olut/Cerveza
5 060653 830169

DESIGN SHOWCASE

TILEYARD EDITION > CAN APPLICATION




TwoTribes
7's Clash
SIDE A
45rpm
Two Tribes
7's Clash
Records
TSEV
002 A
JUSTIN DEIGHTON
+ LEO ZERO
<HUMANS>
PETE HERBERT DUB
4.33



CONCLUSION

FINAL THOUGHTS

This portfolio culminates with two completed label designs and a variety of marketing assets. With more time and the appropriate hardware, the logical next step is bringing motion design into the mix. Some potential applications would be for more dynamic web advertising and animated social media filters to really push the immersiveness that Two Tribes champion with their products.

The feedback I have received throughout this project from both Two Tribes & peers has been fantastic, and really highlighted the journey this project has taken. With the initial designs being quite weak, the growth between drafts was palpable, and the extended applications were a joy to design.



APPENDAGE I

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APPENDAGE 2

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