TWO TRIBES
PRODUCT OVERVIEW

ALEXANDER FORSEY

APRIL 2021

THE TEAM

APRIL 2021



ALEXANDER FORSEY

Founder, AF Designs

CREATIVE BRIEF RECAP

APRIL 2021

CREATION OF A LABEL DESIGN FOR A NEW CANNED PALE ALE, CALLED 'CAMPFIRE'.

THIS WILL BE DEBUTED AT THE LAUNCH OF CAMPFIRE, TWO TRIBES' NEW OPEN AIR FOOD, DRINK AND ENTERTAINMENT VENUE AT THE END OF APRIL, SO ACCOMPANYING MARKETING ASSETS ARE NEEDED.

CAMPFIRE IS A BLEND OF CASCADE AND MOSAIC HOPS, WITH SPICY GRAPEFRUIT TONES AND A CITRUS AROMA.

CREATIVE BRIEF RECAP

APRIL 2021

IN ADDITION TO THIS TWO TRIBES BRANDED CAN, A SECONDARY DESIGN IS REQUIRED THAT CAN BE USED AT OFFICIAL TILEYARD SPONSORED EVENTS.

KEY DESIGN REFERENCE:
MID-CENTURY MODERN DESIGN.

RESPONSIBILITIES

APRIL 2021

MANAGE ····· RESEARCH ····· DESIGN

RESPONSIBILITIES

APRIL 2021



TIMELINE

APRIL 2021

	WEEK 1 29th March – 2nd April	WEEK 2 5th April – 9th April	WEEK 3 12th April – 16th April	WEEK 4 19th April – 23th April	WEEK 5 26th April – 30th April
PLANNING					
RESEARCH					
DESIGN					
FINALISATION					
CLIENT FEEDBACK					
PROOFING					
FINAL SIGN OFF					
PRODUCTION*					
LAUNCH WEEK*					

*Handled internally by Two Tribes

BUDGET BREAKDOWN

APRIL 2021

TIMELINE

3 Weeks
15 working days

DAY RATE

£160
160 x 15 = £2400

CONTINGENCY

+10% = £2640
Rounded = £2650

DEPOSIT

50% required upfront
50% upon delivery

BRAND VALUES

APRIL 2021

IN THEIR EYES

COLLABORATION
MUSIC
ART
BEER

IN OUR EYES

COMMUNITY
EXPERIENTIAL
DISRUPTIVE
AUTHENTIC

INITIAL THOUGHTS

APRIL 2021

REDS, YELLOWS, ORANGE, BLACKS - FIRE!

RETURN TO NORMALITY

COMBO OF BOTH TILEYARD + TWO TRIBES AESTHETICS

OFFICIAL PRODUCT

CAMPFIRE

TILEYARD EDITION

SINGING AROUND THE CAMPFIRE, FOOD, COOKING - ATMOSPHERIC

CAPTURING THE FEELING OF BEING TOGETHER

GREENS + REDS, PIXEL ART ASPECT?

MOODBOARD

APRIL 2021





















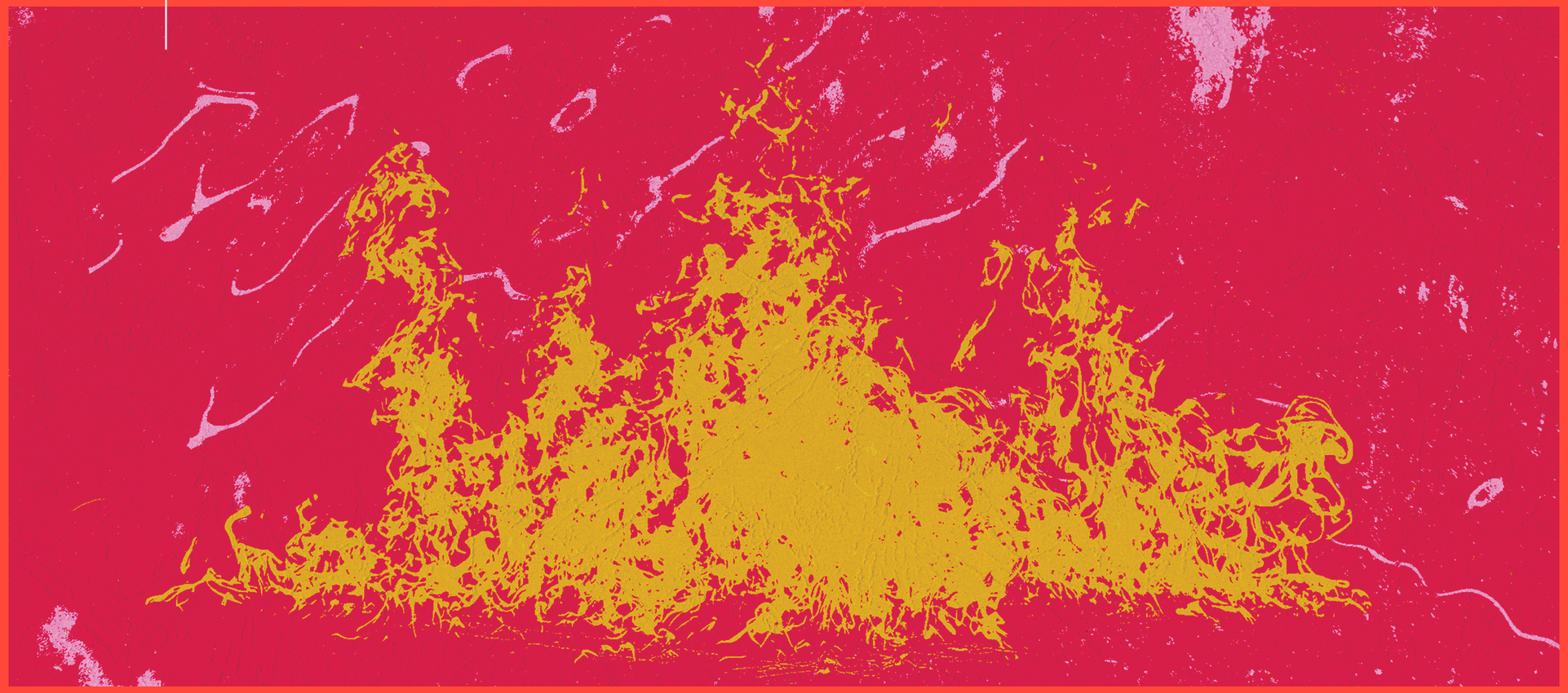


FIRST DRAFTS

APRIL 2021

SOUND WAVES
IN THE AIR

EMANATING
PINK HEAT



FIRE PIT

FIRST DRAFTS

APRIL 2021

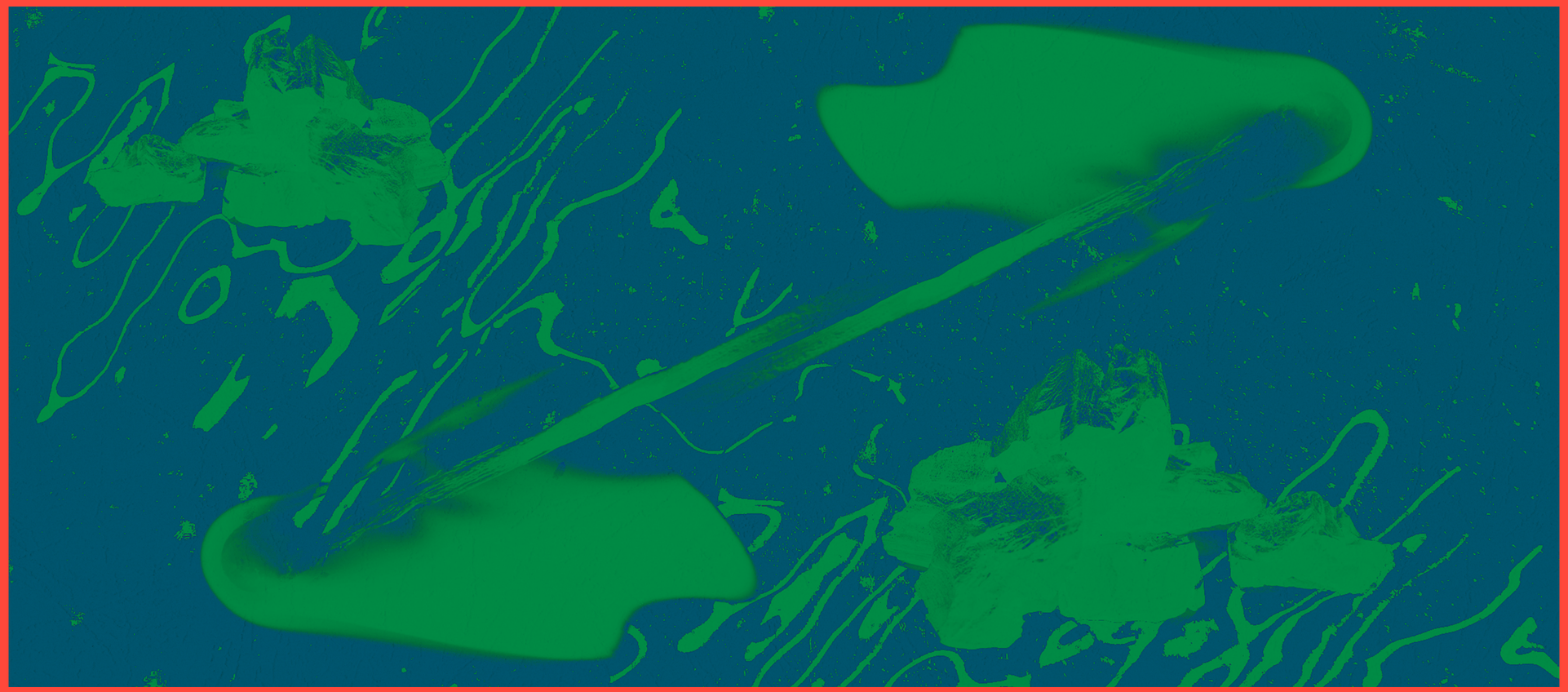




FIRST DRAFTS

APRIL 2021

BURNING
COALS

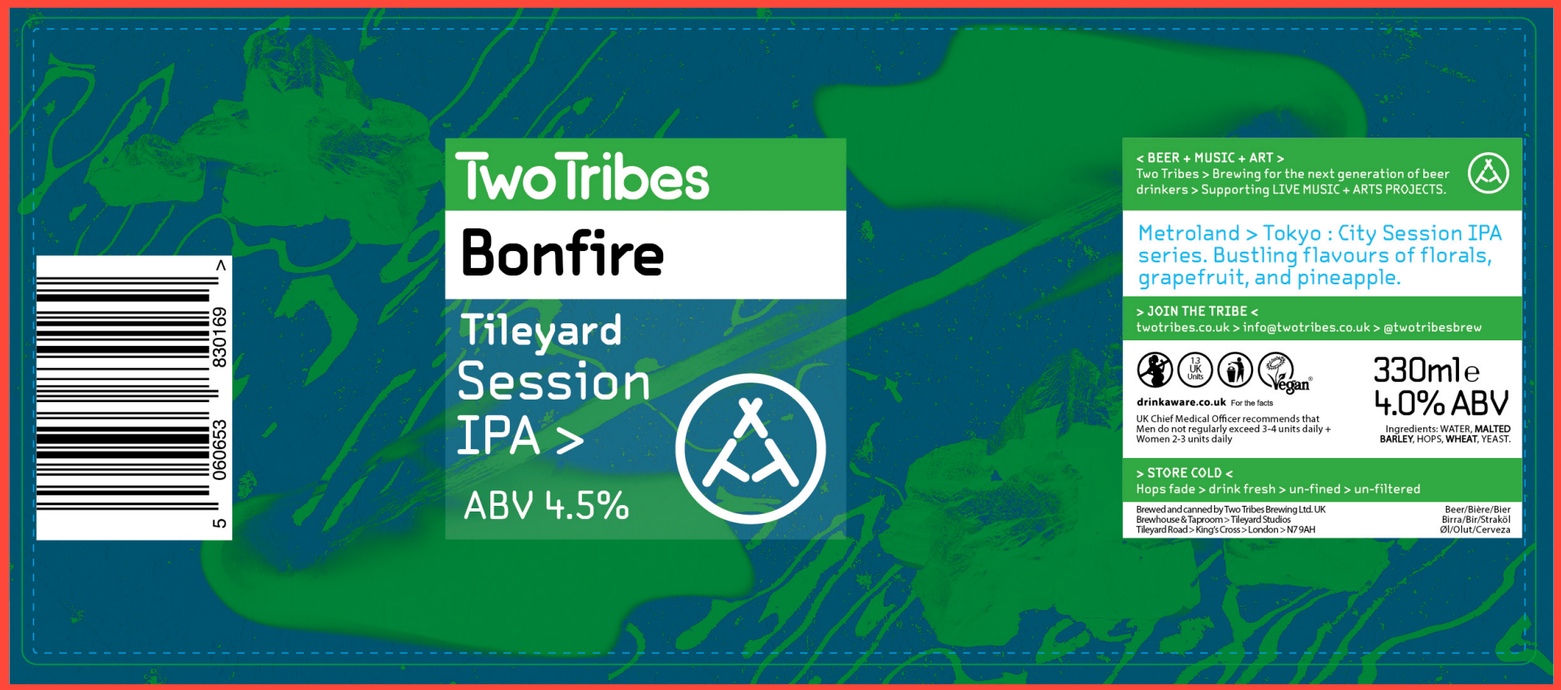


THE MATCH THAT
LIGHTS THE FIRE

SOUND WAVES
IN THE AIR

FIRST DRAFTS

APRIL 2021





FEEDBACK SESSION 1

APRIL 2021

POSITIVES

Exciting colours.

NEGATIVES

Lacked Mid-Century aesthetic.

Transparent labels breach guidelines.

NEXT STEP

Synthesise both ideas into something more **on-brand.**

RESEARCH

APRIL 2021

MID-CENTURY MODERN DESIGN

Prioritising functionality, not appeal, all whilst remaining organically attractive.

Relies on light, colour, and spacial relations to stand out.

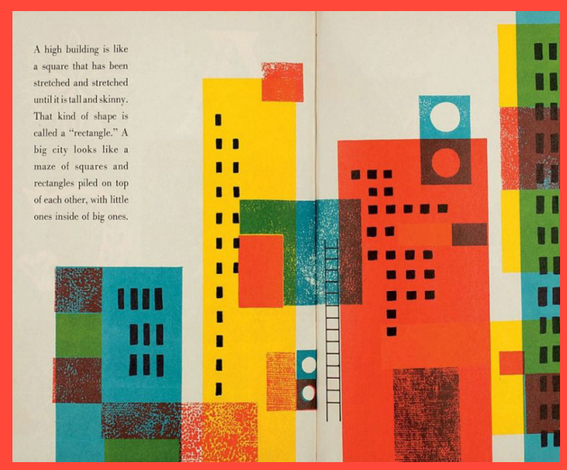
Reduction to **fundamental shapes.**

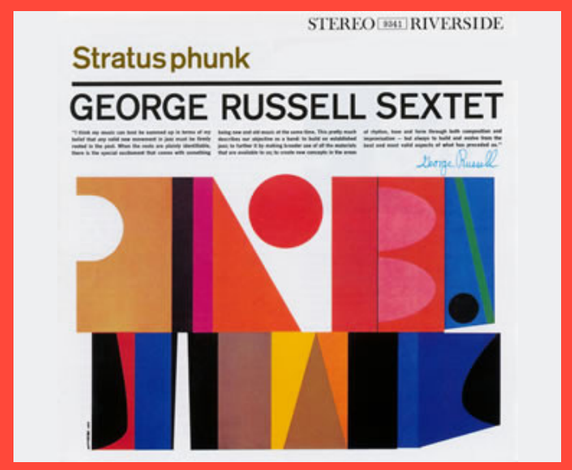












RESEARCH

APRIL 2021



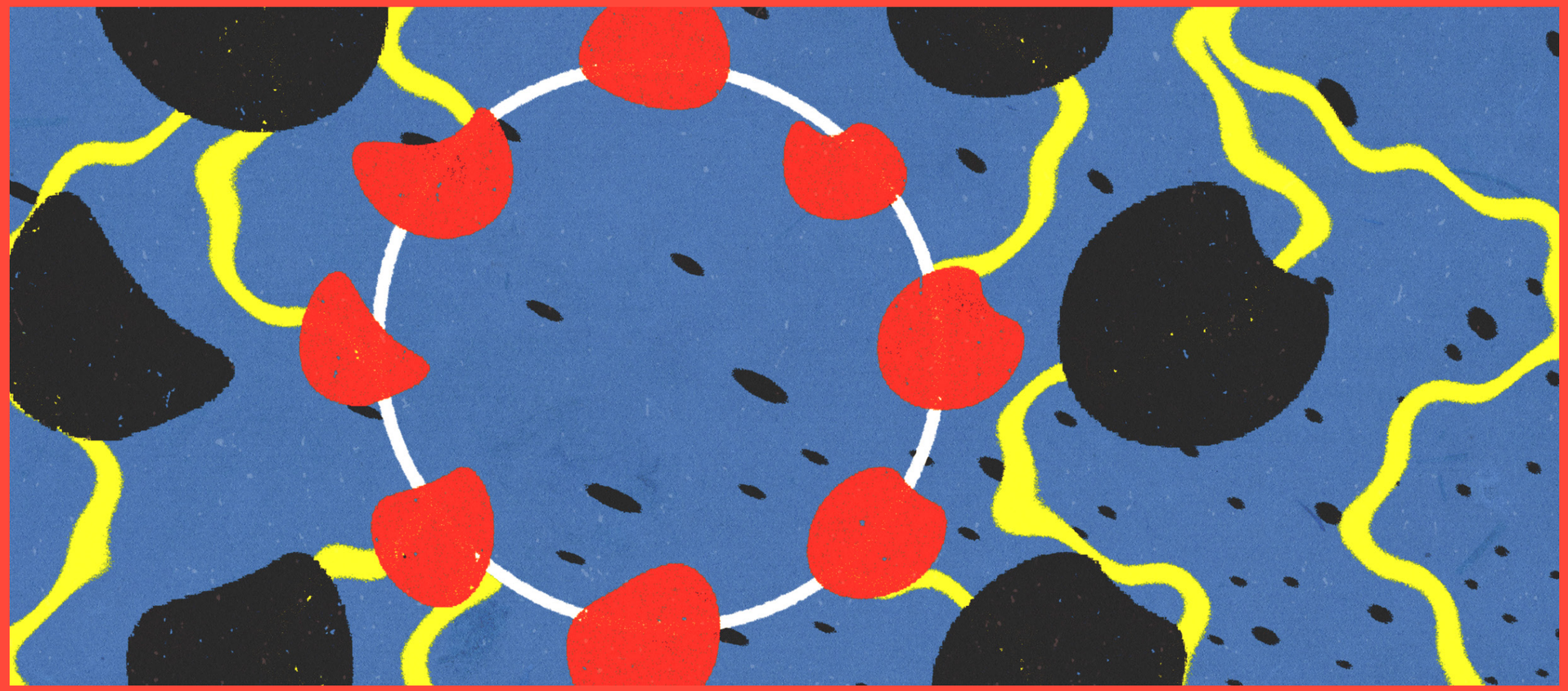


SECOND DRAFT

APRIL 2021

FIRE PIT /
STONE CIRCLE

DANCING
FLAMES



SMOKE FILLED
NIGHT SKY

COALS

DIVERGING
EMBERS

FEEDBACK SESSION 2

APRIL 2021

POSITIVES

Significant improvement on the first draft.

More in keeping with Two Tribes' analog style.

NEGATIVES

Messaging is unclear - flames look like lightning to someone not aware of the context.

NEXT STEP

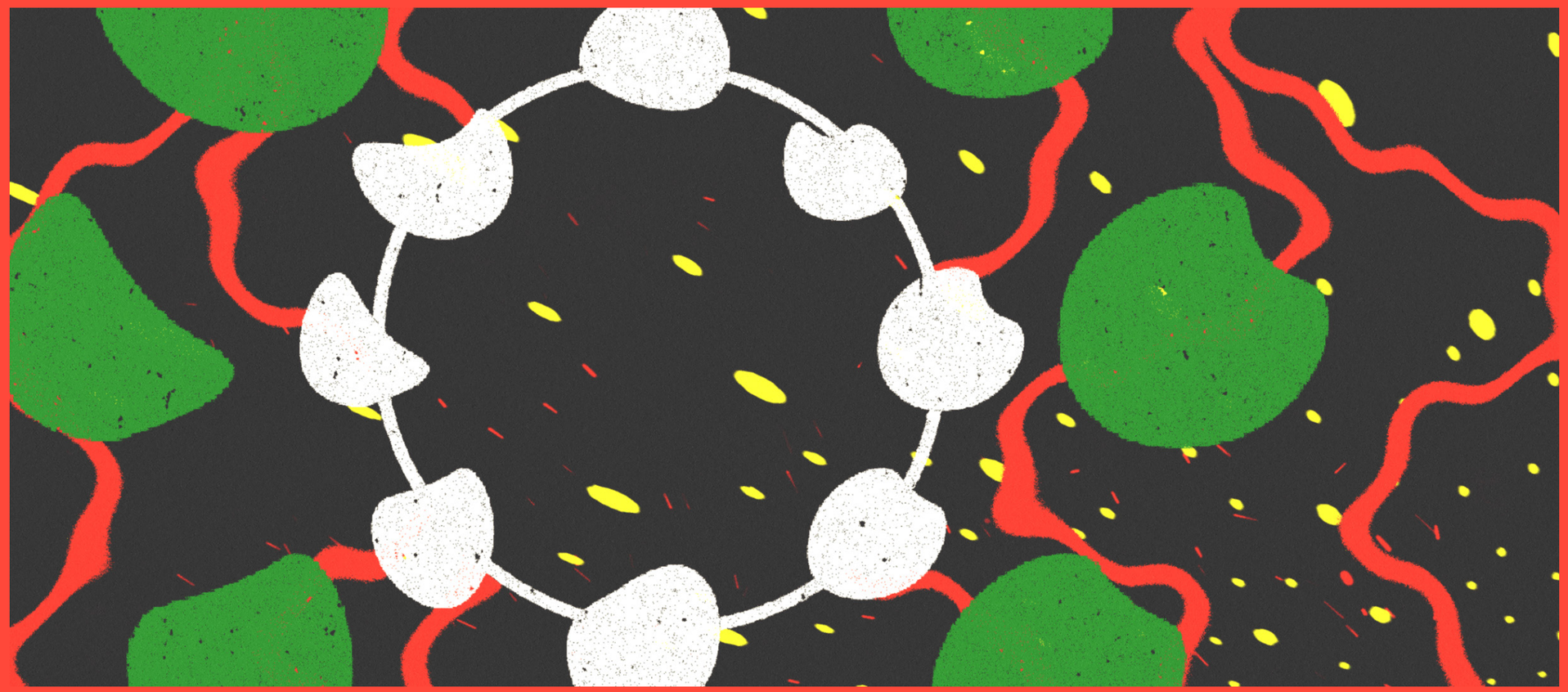
Adjust to more accurately reflect the story being told.

THIRD DRAFT

APRIL 2021

FIRE PIT /
STONE CIRCLE

DANCING
FLAMES



SMOKE FILLED
NIGHT SKY

TREELINE

DIVERGING
EMBERS

FINAL FEEDBACK

APRIL 2021

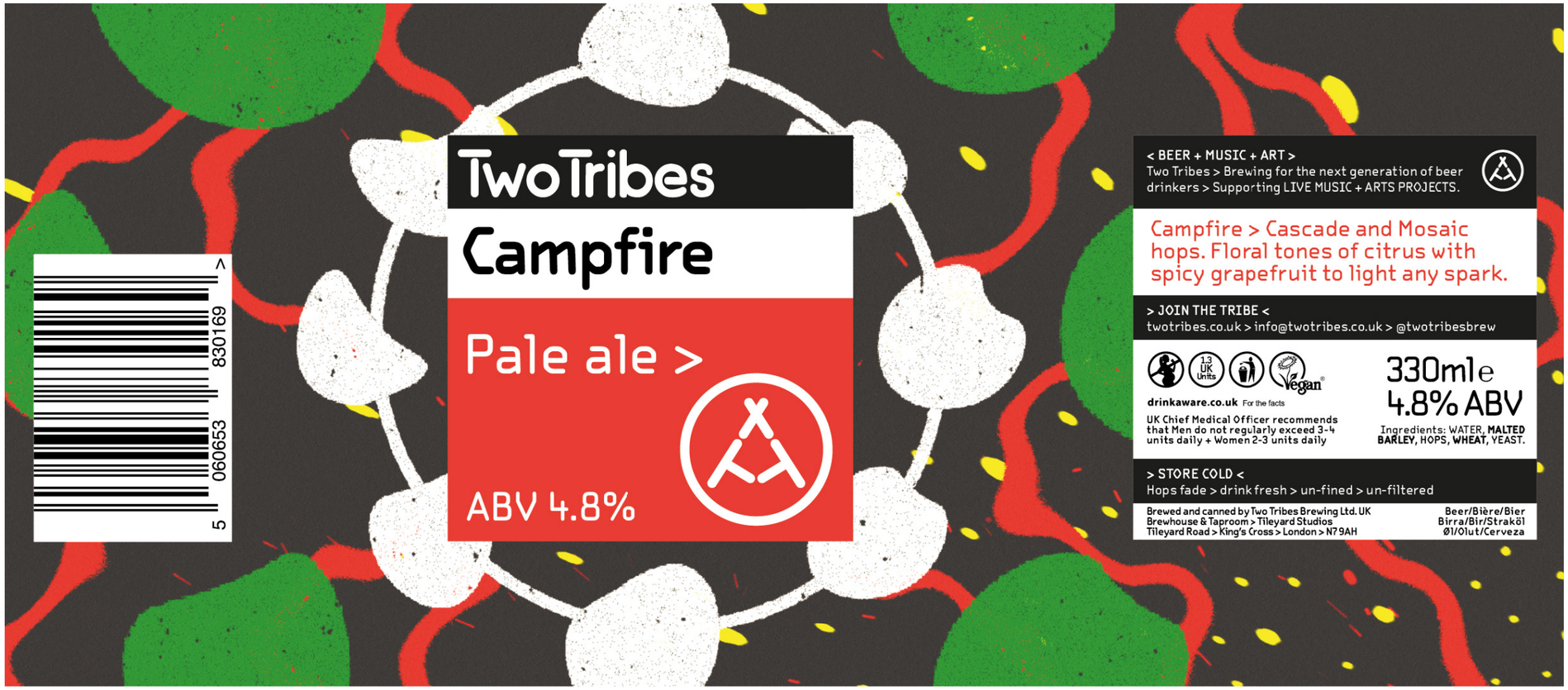
Simple yet drastic edits were received well, approval to proceed with design was given.

NEXT STEP

Generation of marketing assets.

FINAL LABEL DESIGN

APRIL 2021



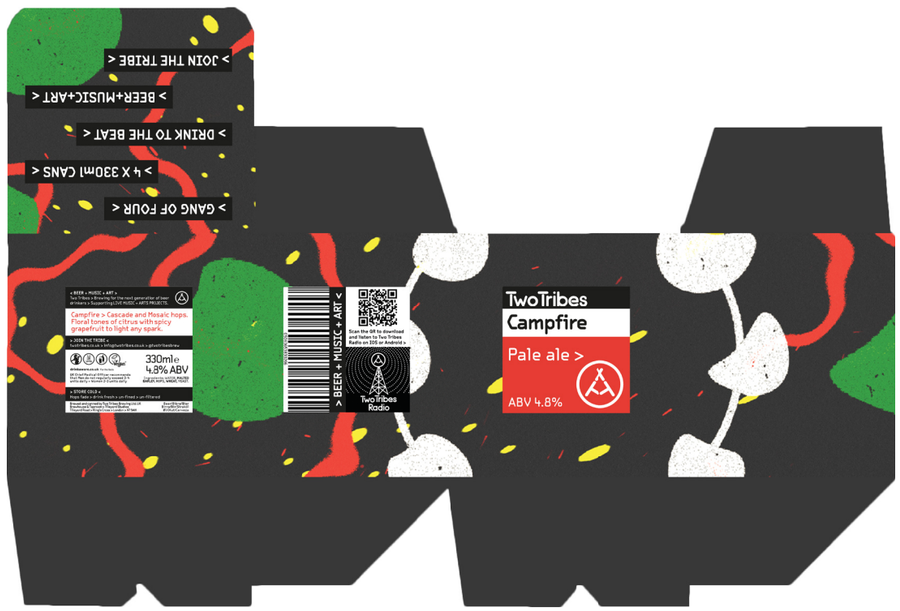
DESIGN APPLICATION

APRIL 2021



DESIGN APPLICATION

APRIL 2021





DESIGN APPLICATION

APRIL 2021





PROBLEMS

APRIL 2021

THE ONLINE COMMUNITY

With heavy reliance upon online revenue streams, many aren't even aware that Two Tribes has a physical presence.

When venues reopen, what's stopping these customers from **going back to their old pubs?**

PAN-XIETY

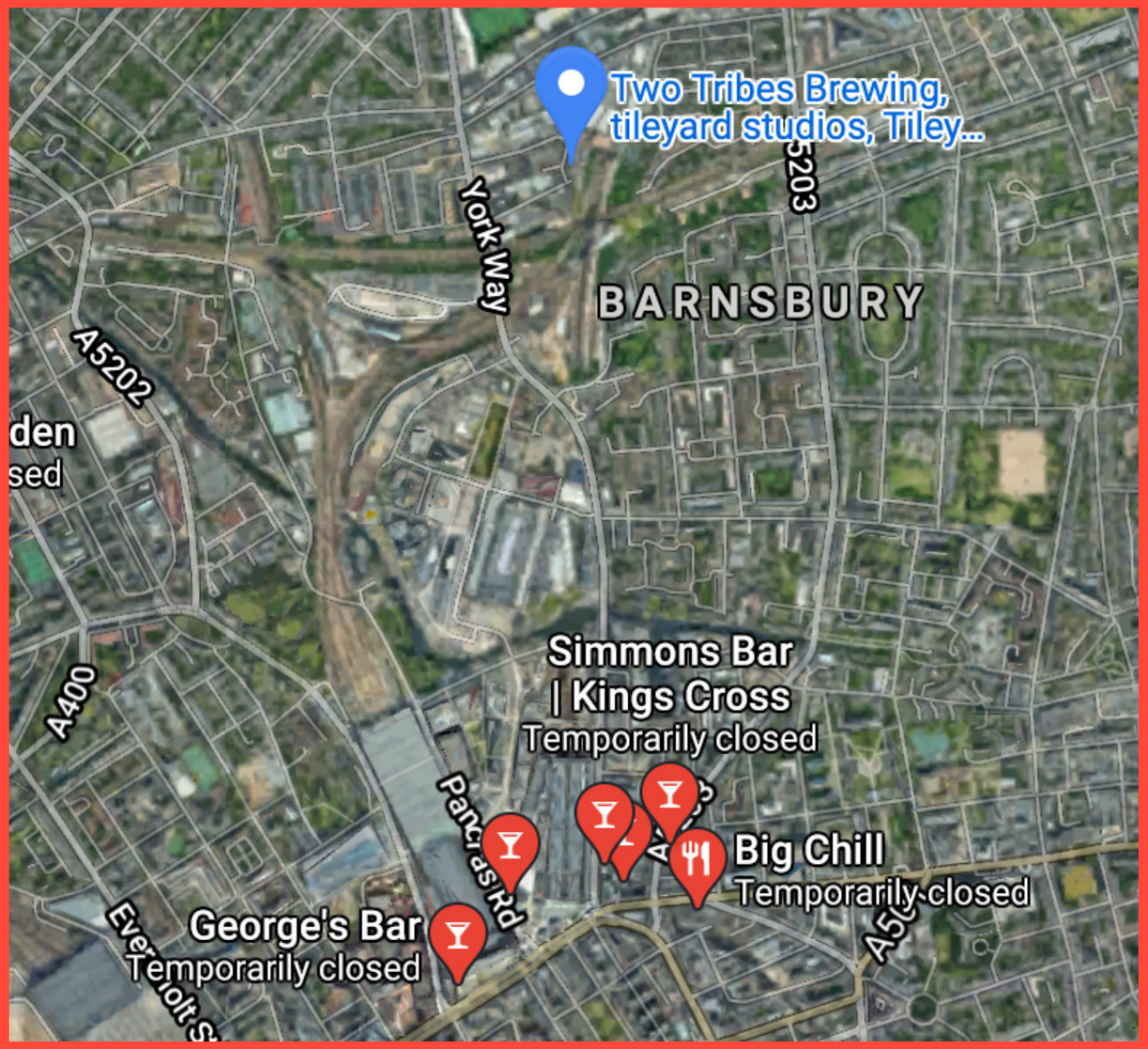
Re-entry for a lot of Londoners will be hard, many will avoid pubs like the plague (literally).

This product/venue launch needs as much support as possible, but **what happens if people are too scared to come?**

PROBLEMS

APRIL 2021

TWO TRIBES



13 MIN

KING'S CROSS

MARKETING AIMS

APRIL 2021

GET — NEW ONLINE LOCKDOWN AUDIENCE
WHO — ONLY ENGAGE WITH TWO TRIBES ONLINE
TO — BUY CAMPFIRE & VISIT THE PHYSICAL OUTLETS
BY — TARGETING TOUCHPOINTS THEY VISIT

GET — COMMUTERS & TOURISTS
WHO — FREQUENT TRANSPORT LINKS
TO — VISIT TWO TRIBES & CAMPFIRE
BY — TARGETING TOUCHPOINTS THEY VISIT

GET — POST-LOCKDOWN LONDONERS
WHO — WORRY ABOUT RE-ENTERING SOCIETY
TO — VISIT TWO TRIBES & CAMPFIRE
BY — PROMOTING THE OPEN AIR ASPECT

DESIGN SOLUTION

APRIL 2021

ONLINE BANNERS



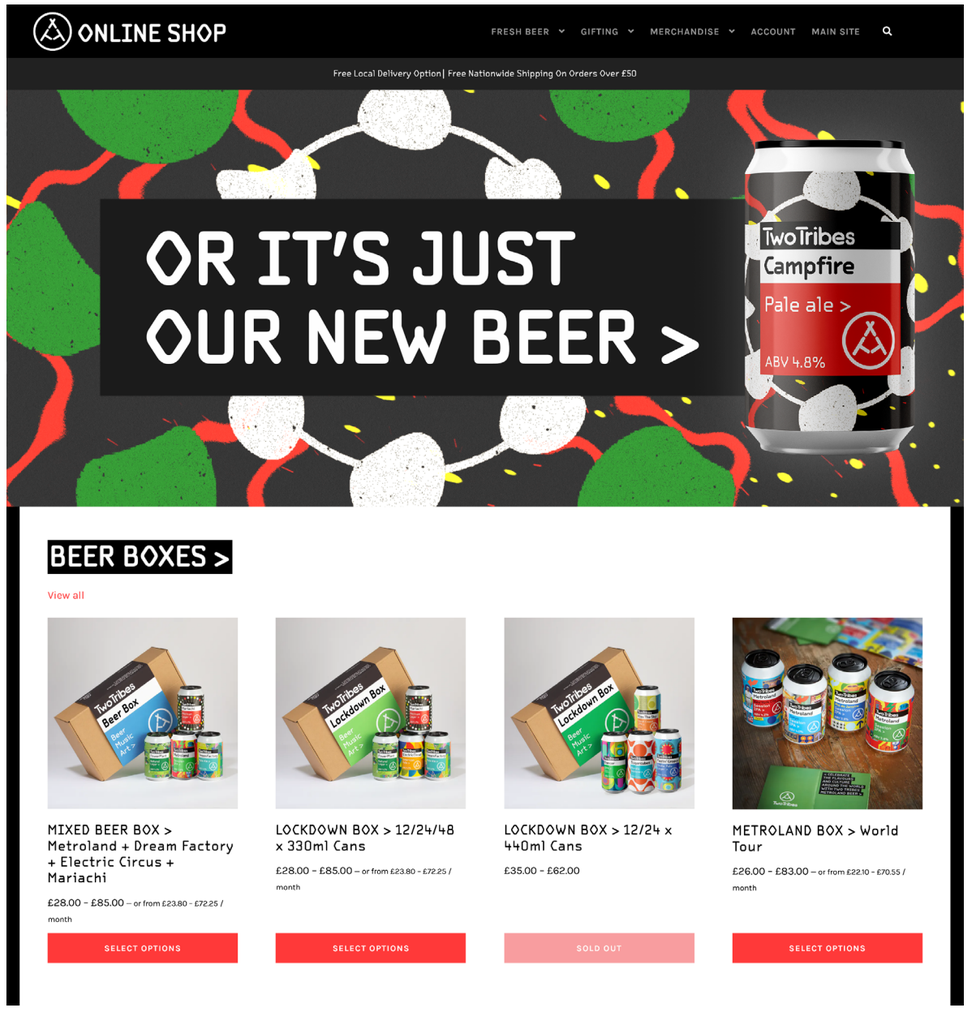






DESIGN SOLUTION

APRIL 2021



WEBSHOP BANNER

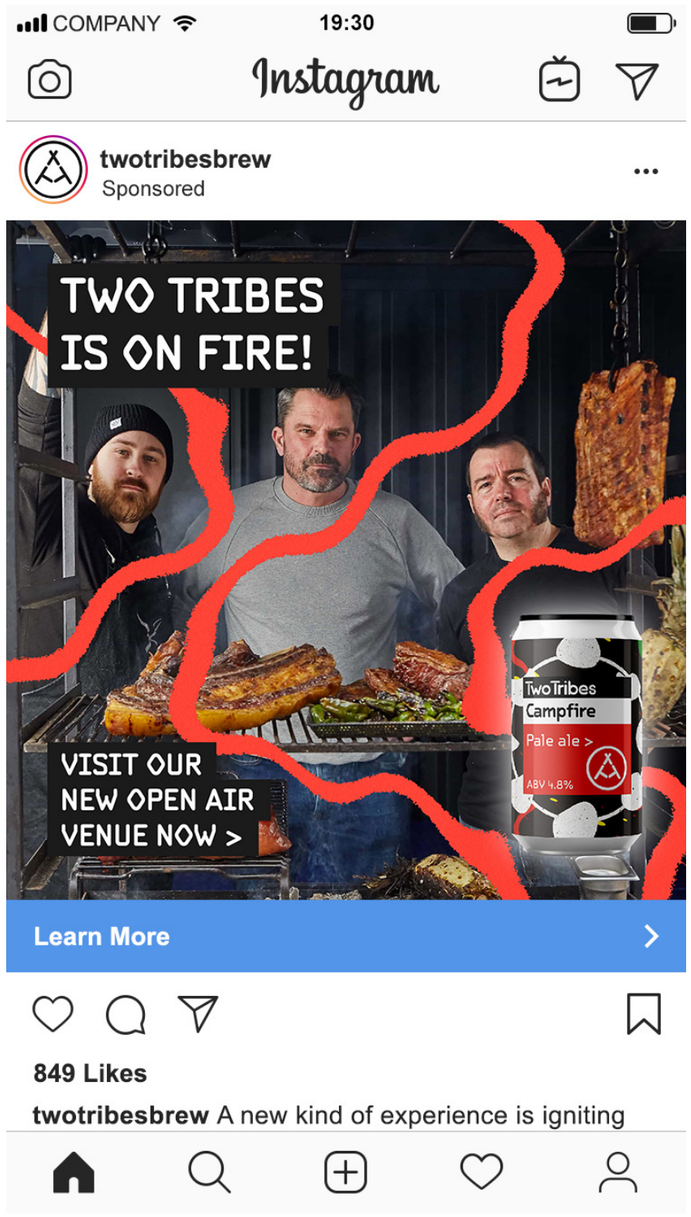


DRAMATIC PRODUCT IMAGES

DESIGN SOLUTION

APRIL 2021





DESIGN SOLUTION

APRIL 2021





DESIGN SOLUTION

APRIL 2021

twotribesbrew Follow

1,527 posts **10.5k** followers **3,027** following

Two Tribes
Beer + Music + Art
Need Beer - sales@twotribes.co.uk
Buy some beer from our shop 👇
linktr.ee/Twotribesbrew

Followed by **tileyardlondon**, **frizee_d**, **tileyarded** +5 more

CAMPFIRE | DIY VALE... | Brew Bre... | Home Deli... | Collaborat... | Festivals

POSTS IGTV TAGGED

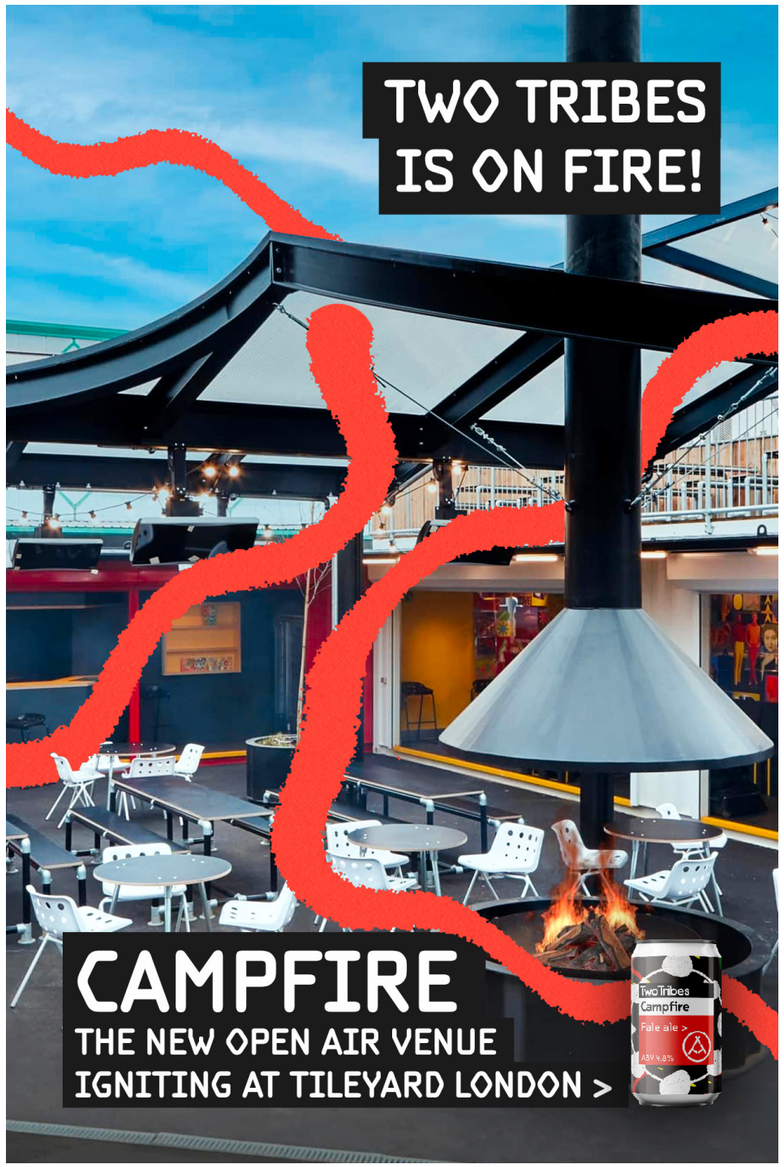






DESIGN SOLUTION

APRIL 2021





DESIGN SOLUTION

APRIL 2021



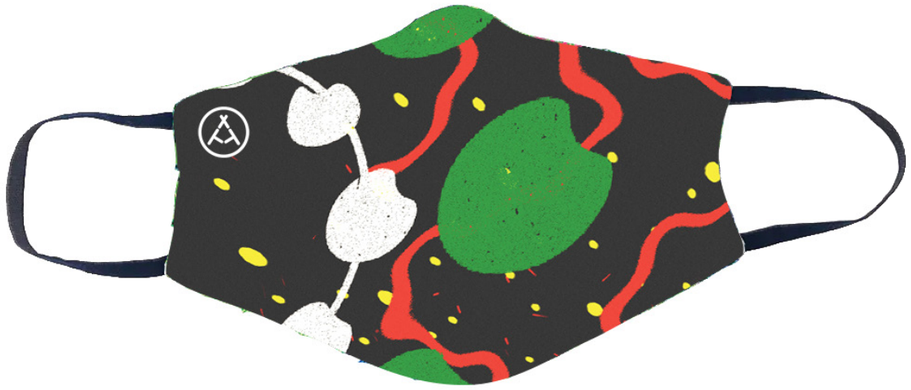
DESIGN SOLUTION

APRIL 2021



DESIGN SOLUTION

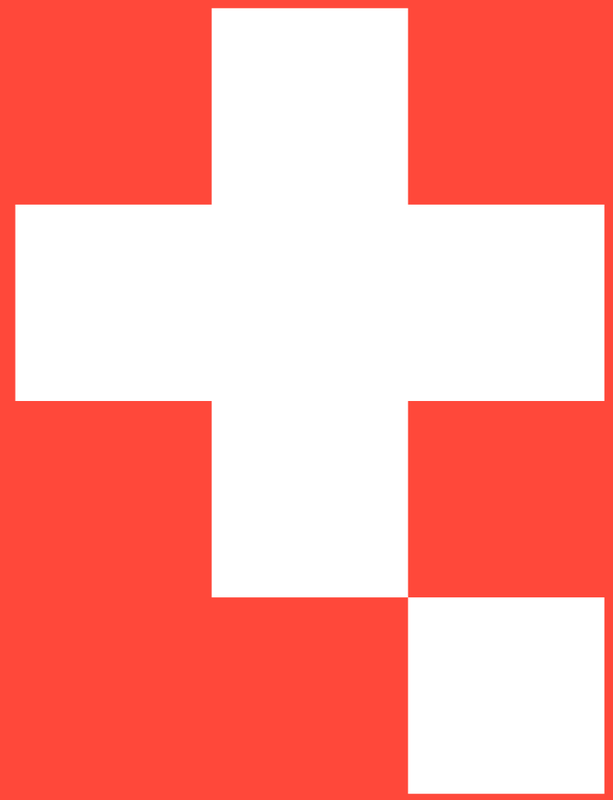
APRIL 2021







x



THOUGHTS

APRIL 2021

TILES - LIKE PIXELS.
LOGO REFLECTS THIS

MID-CENTURY DESIGN
INSPIRATIONS

TILEYARD ····· CAMPFIRE

REDUCTION TO
ESSENTIAL SHAPE

ICONOGRAPHIC

LABEL DESIGN

APRIL 2021





FINAL LABEL DESIGN

APRIL 2021



DESIGN APPLICATION

APRIL 2021



DESIGN APPLICATION

APRIL 2021





FINAL PRODUCTS

APRIL 2021



FINAL PRODUCTS

APRIL 2021





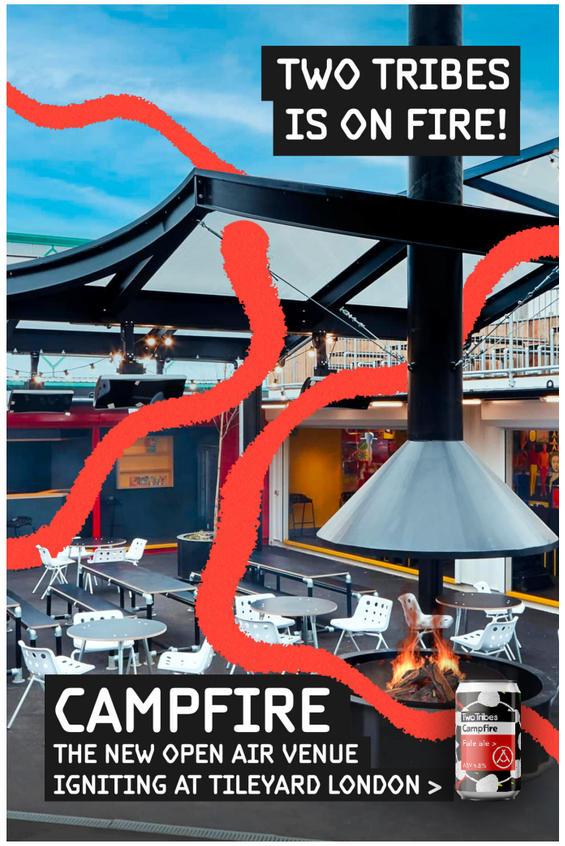








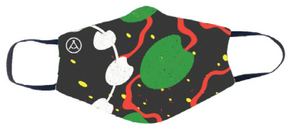




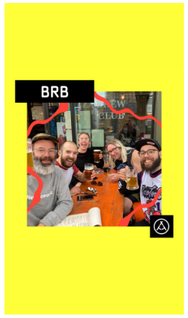












THANK YOU

BIBLIOGRAPHY

APRIL 2021

@twotribesjess (2021) *BRB @twotribesbrew.* [Instagram] 23 February. Available at: https://www.instagram.com/p/CLpu-hLnET9/

architectureforsale (n.d) *Eliot Noyes & Bob Graf, Designers The Noyes-Graf House, 1966.* [online] Available at: https://architectureforsale.com/address/62-moriarity-drive-wilton-ct-usa/

Borten, H (1959) *Do you see what I see?* [online] Available at: https://midcenturymoderndesign.tumblr.com/image/115789962475

Brown, H (2018) *Everything You Need To Know About Mid-Century Modern Design*. [online] Available at: https://www.housebeautiful.com/design-inspiration/a22877276/mid-century-modern-design-explained/

BSGStudio (n.d) *Camping banner template retro design campfire sketch vectors stock.* [online] Available at: http://buysellgraphic.com/vector-graphic/download/camping_banner_template_retro_design_campfire_sketch_49906.html

Casals, L (n.d) *Casa Ugalde, Caldes d'Estrac, Spain.* [online] Available at: https://www.bloomberg.com/news/photo-essays/2019-10-01/why-mid-century-modernism-architecture-remains-a-global-success

Cole, J (2019) *How to use the creative brief GET/WHO/TO/BY.* [online] Available at: https://www.linkedin.com/pulse/how-use-creative-brief-gettoby-julian-cole/ (Accessed 14th April 2021)

Crystal Roof (n.d) *Demographics of Blundell Street, London, N7 9BN, 2011.* [online] Available at: https://crystalroof.co.uk/report/postcode/N79BN/demographics

Deardoff, K (1960) *Cover of Stratusphunk by George Russell Sextet.* [online] Available at: https://www.discogs.com/George-Russell-Sextet-Stratusphunk/release/2793189

Deenabarret (n.d) *Be careful in forest with fire retro poster vector image*. [online] Available at: https://www.etsy.com/uk/listing/975547419/campsite-poster-best-gift-for-camping

Design Laboratory (2020) *Two Tribes: Re-Design & Brand Guidelines*. [online] Available at: https://www.designlaboratory.co.uk/twotribes-redesign-brandguidelines

Google Maps (2021) *Search/Breweries* (map). [online] Available from: https://www.google.com/maps/search/breweries/@51.5432817,-0.1392274,14.6z

Google Maps (2021) *Two Tribes Brewing (*satellite). [online] Available from: https://g.page/twotribesbrew?share

Graves, J (2019) *Mid-century Modern Bible*. [online] Available at: https://dribbble.com/shots/8173241-Mid-century-Modern-Bible

Graves, J (2020) *Tried by Fire.* [online] Available at: https://dribbble.com/shots/14447927-Tried-by-Fire

Hammerton Brewery (2017) *Hammerton Brewery.* [online] Available at: https://www.hammertonbrewery.co.uk/site/gallery/

Ilchenko, V (2020) *Mid century modern graphic.* [online] Available at: https://www.istockphoto.com/vector/vector-illustration-mid-century-modern-graphic-grunge-texture-minimalist-landscape-gm1272863874-375013581

irur (n.d) *Set of mid century creative minimalist hand painted art* […]. [online] Available at: https://www.shutterstock.com/image-vector/set-mid-century-creative-minimalist-hand-1850262106

Jambo! Fonts & Design (2014) *Night Club Seventy.* [online] Available at: https://www.dafont.com/night-club-seventy.font

Kamekura, Y (1955) *Fuji Photo Contest*. [online] Available at: http://pinktentacle.com/images/10/kamekura_3_large.jpg

Linotype (2007) *OCR A Tribute.* [online] Available at: https://www.myfonts.com/fonts/linotype/ocr-a-tribute

Living Spaces (n.d) *Orange Sectional Sofas*. [online] Available at: https://www.livingspaces.com/departments/furniture/living-room/sofas-and-sectionals/sectional-sofas?color_groups=orange

BIBLIOGRAPHY

APRIL 2021

Morozova, A (n.d) *Trendy contemporary set of abstract matisse geometric minimalist artistic hand painted algae composition* […]. [online] Available at: https://www.vecteezy.com/vector-art/2147355-trendy-contemporary-set-of-abstract-matisse-geometric-minimalist-artistic-hand-painted-algae-composition-vector-posters-for-wall-decor-in-mid-century-modern-style

Nicolas Laborie Visuals (2021) *SAY HELLO TO CAMPFIRE*. [Instagram] 17 March. Available at: https://www.instagram.com/p/CMhjiyYFIJG/

PNGFIND (n.d) *mariachi sombrero png*. [online] Available at: https://www.pngfind.com/mpng/ihwhhRo_mariachi-sombrero-png-transparent-background-sombrero-black-and/

Pidgeon, M (1962) *Architectural Design Magazine Volume 32 June 1962.* [online] Available at: https://www.abebooks.com/servlet/BookDetailsPL?bi=13991056563

Richards, L (2018) *Two Tribes.* [online] Available at: https://www.timeout.com/london/bars-and-pubs/two-tribes

Roberts, D (2020) *UK'S TILEYARD TO EXPAND IN LONDON, WITH PLANS TO ENTER THE US MARKET.* [online] Available at: https://www.musicbusinessworldwide.com/uks-tileyard-to-expand-in-london-with-plans-to-enter-the-us-market/

SCVIEW (n.d) *GLACIER NATIONAL PARK , Montana ; 50-60s ; Campfire at Swiftcurrent Lake*. [online] Available at: https://www.hippostcard.com/listing/glacier-national-park-montana-50-60s-campfire-at-swiftcurrent-lake/17083372

Tileyard London (2020) *Tileyard Logo.* Available at: https://www.instagram.com/p/CMhjiyYFIJG/

Two Tribes (2020) *Brew-house* [online] Available at: https://twotribes.co.uk/brew-house

Two Tribes (2020) *Campfire Venue Logo.* [online] Available at: https://twotribes.co.uk/campfire-venue

Two Tribes (2020) *LOCKDOWN BOX > 12/24 x 440ml Cans.* [online] Available at: https://shop.twotribes.co.uk/product/megamix-440ml-cans/

Two Tribes (2020) *Our Culture* [online] Available at: https://twotribes.co.uk/our-culture

Two Tribes (2020) *Trade.* [online] Available at: https://twotribes.co.uk/trade

Two Tribes (2020) *Two Tribes Enamel Pin.* [online] Available at: https://shop.twotribes.co.uk/product/two-tribes-enamel-pin/

Two Tribes (2020) *Two Tribes Logo.* [online] Available at: https://twotribes.co.uk
Two Tribes (2020) *Two Tribes T Shirt > Chest Logo*. [online] Available at: https://shop.twotribes.co.uk/product/two-tribes-t-shirt-chest-logo/

Two Tribes (2020) *Anyone else get a purrfect delivery this weekend?* [Instagram] 25 January. Available at: https://www.instagram.com/p/CCfzBAJgGoq/

Two Tribes (2020) *Well, London is officially in a TIER 3 situation, meaning that you need to sort out your beer supply for this weekend* […]. [Instagram] 16 December. Available at: https://www.instagram.com/p/CI2vcg9AIS1/

Two Tribes (2021) *Our culture.* [online] Available at: https://twotribes.co.uk/our-culture

Two Tribes (2020) *JUST DRINK IT.* [Instagram] 11 December. Available at: https://https://www.instagram.com/p/CIp3fFmg8VI/

Two Tribes (2021) *The only good thing about Mondays? Taking a few minutes to get your Two Tribes order in and knowing that* […]. [Instagram] 22 February. Available at: https://www.instagram.com/p/CLmpJeOlF9K/

Tylko (n.d) *The Type02 Bookcase*. [online] Available at: https://tylko.com/shelf/bookcases/547648/

WallpaperSafari (n.d) *Mid Century Wallpaper Patterns*. [online] Available at: https://wallpapersafari.com/w/X1UGBK

ZZOOBY (n.d) *Be careful in forest with fire retro poster vector image*. [online] Available at: https://www.vectorstock.com/royalty-free-vector/be-careful-in-forest-with-fire-retro-poster-vector-15369934