TWO TRIBES BREWERY
Campfire Limited Edition Can Wallpaper

Project Portfolio

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Student no: 2023698

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THE BRIEF

The Brief

London-based brewery, Two Tribes, are launching a new open-air venue called “Campfire” in April 2021.

The venue takes on board the brewery’s love for music, art and collaboration taking in a step further with the addition of food, made in a fire pit by guest chefs.

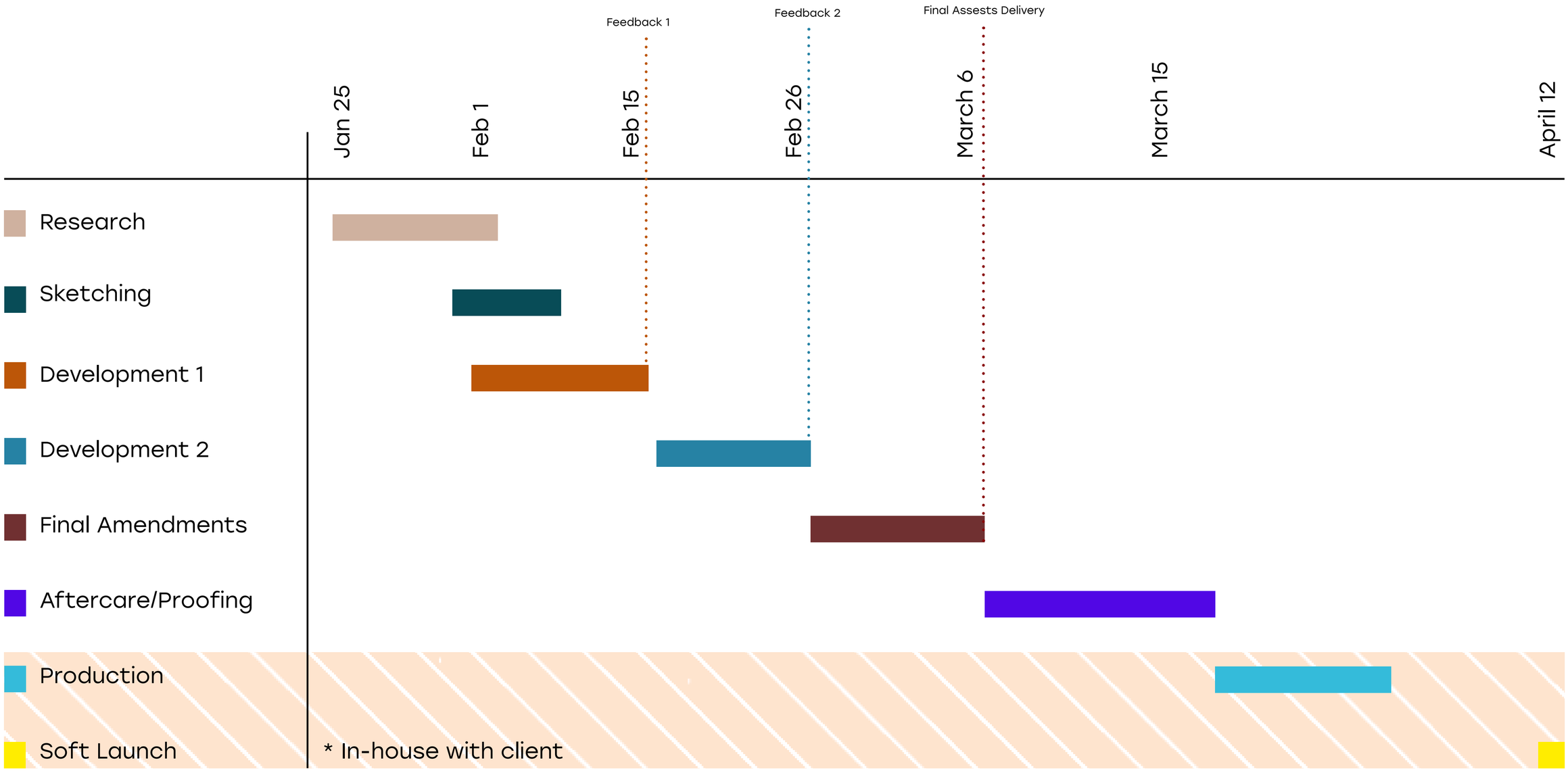
They are looking to create a limited edition can wallpaper to celebrate the launch of the venue.

The design should thus celebrate the campfire ethos while still being able to blend in with the client’s current selection of bold wallpaper designs.

Deliverables

- Can Wallpaper Design
- Fridge Pack Box Pattern Design
- POS
- Additional marketing collaterals that might aid the launch of the venue

PROJECT TIMELINE



BUDGET

Based on the Project Timeline, I have estimated that this project should take roughly 14 days spread across from the end of January until the middle of March.

The standard daily rate for a Junior Graphic designer in the UK ranges between £150 - £200 (Shillington, 2021).

Normally I'd rather charge new clients based on a daily rate, as to prevent the project to go over budget by spending more time than accounted for getting lost in a copious amount of revisions and amendments.

This time, however, I have decided to presnet the client with a project estimate, which includes a specific amount of revisions, plus some additional add-ons that they can agree on later down the line as I see this as a medium to establish trust in the relationship and, hopefully, generate more work in the future.

DELIVERABLES:

Bespoke Pattern Creation	
Can Wallpaper Design	
Box Pattern Design	
Up to 3 Extra Revisions	
	£2100

ADD ONS:

Picnic Box Set	£300
Promo Animation	£150

AGREEMENT OF TERMS

Wallpaper & Fridge Pack Artwork Agreement

Parties:
1. Two Tribes Brewery, Tileyard Studios, Tileyard Rd, London N7 9AH.
2. Arianna Cerroni of Flat 3, Hilton House, Chambers Road, N7 0NN, United Kingdom (the Artist)

1. Definitions
“Intellectual Property Rights” means all rights arising out of the performance of the Services and in the Materials, including all patents, rights to inventions, copyright and related rights, moral rights, trademarks and service marks, business names and domain names, rights in get-up and trade dress, goodwill and the right to sue for passing off or unfair competition, rights in designs, rights in computer software, database rights, rights to use and protect the confidentiality of confidential information (including know-how and trade secrets) and all other intellectual property rights, in each case whether registered or unregistered and including all applications and rights to apply for and be granted, renewals or extensions of, and rights to claim priority from, such rights and all similar or equivalent rights or forms of protection which subsist or will subsist now or in the future in any part of the world.

“Services” means the Artist’s services for Two Tribes in respect of design of the pattern for the can wallpaper and fridge pack, as particularised in the meeting between Two Tribes and the Artist dated 25/01/2021, to be delivered print-ready following the printer spec files provided by Two Tribes.

“Materials” means products of the Services.

2. Interpretation
a. This agreement shall be binding on, and ensure to the benefit of, the parties to this agreement and their respective personal representatives, successors and permitted assigns, and references to any party shall include that party’s personal representatives, successors and permitted assigns.
b. Any obligation on a party not to do something includes an obligation not to allow that thing to be done.
c. Any words following the terms including, include, in particular, for example, or any similar expression shall be construed as illustrative and shall not limit the sense of the words, description, definition, phrase or term preceding those terms.

3. Services, Warranty and Indemnity
3.1 The Artist has agreed to provide and Two Tribes has agreed to pay for the Services in accordance with clause 4 below.

3.2 The Artist agrees to provide the Materials by 06/03/2021.
3.3 The Artist warrants that:
i. that they over the age of 18, have the power and authority to enter into this agreement and that doing so will not contravene any existing agreement they may have with another party.
ii. that the Materials are their original work, and have not been and will not be copied wholly or substantially from any other work or material or any other source.
iii. that they are the sole legal and beneficial owner of the rights assigned by this agreement and they are and will be the sole author of the Materials have not been and will not be created in the course of employment.
iv. that the Materials qualify and will qualify for copyright protection under the Copyright, Designs and Patents Act 1988.
v. that they have not assigned or licensed and will not assign or license any of the rights assigned by this agreement.
vi. that the rights assigned by this agreement are free from any security interest, option, mortgage, charge or lien.
vii. that they are unaware of any infringement, or likely infringement of, any of the rights assigned by this agreement.
viii. that the exploitation of the rights assigned by this agreement will not infringe the rights of any third party.
3.4 The Artist hereby agrees to indemnify Two Tribes against all liabilities, costs, expenses, damages and losses (including legal fees) that the Two Tribes may suffer as a result of the breach of any warranty contained in this agreement.

4. Payment
4.1 Two Tribes shall pay to the Artist the total sum of £2100 (the Fee)
4.2 The Fee is inclusive of any applicable VAT.

5. IP Assignment
5.1 The Artist hereby irrevocably assign to Two Tribes with full title guarantee all copyright and other rights or interest throughout the world in the Materials, in each case for the whole term including any renewals, reversions, revivals and extensions and together with all related rights and powers arising or accrued, including the right to bring, make, oppose, defend, appeal proceedings, claims or actions and obtain relief (and to retain any damages recovered) in respect of any infringement, or any other cause of action arising from ownership, of any of these assigned rights, whether occurring before, on, or after the date of this agreement.
5.2 The Artist undertakes, at any time, to execute all documents, make all applications, give all assistance and do all acts and things as may, in the opinion of Two Tribes, be necessary or desirable to vest the intellectual property rights in, and to register them in, the name of Two Tribes and to defend Two Tribes against claims that works embodying intellectual property rights infringe third party rights, and otherwise to protect and maintain the intellectual property rights in the Materials.
5.3 The Artist acknowledges that, except as provided by law, no further fees or compensation other than the Fee provided for in this agreement are due, or may become due to you in respect of the performance of your obligations under clause 5.2.
5.4 The Artist hereby waives absolutely their moral rights in relation to the Materials arising under Chapter 4 of the Copyright, Designs and Patents Act 1988 and, so far as is legally possible, any broadly equivalent rights they may have in

any territory of the world. This waiver is made in favour of Two Tribes and shall extend to any of the Two Tribes' sub-licensees, assignees and successors in title.
5.5 The Artist consent to all forms of exploitation now existing or created in the future of the rights granted to Two Tribes under this agreement and the Artist agree that they will not do or fail to do anything that may prevent Two Tribes or any person authorised by Two Tribes from exploiting those rights.

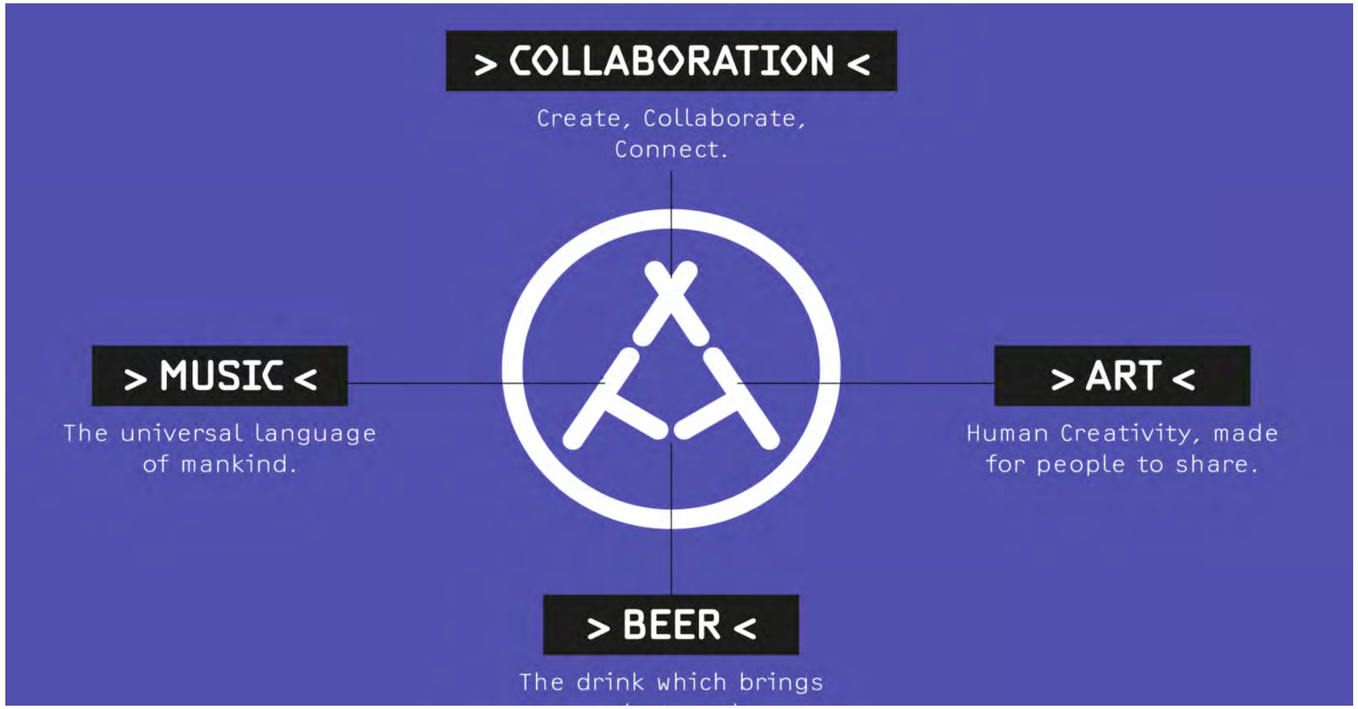
6. General
6.1 This agreement constitutes the entire agreement between the parties and supersedes and extinguishes all previous agreements, promises, assurances, warranties, representations and understandings between them, whether written or oral, relating to its subject matter. Each party acknowledges that, in entering into this agreement, it has not relied on, and shall have no right or remedy in respect of, any statement, representation, assurance or warranty (whether made negligently or innocently) other than as expressly set out in this agreement.
6.2 No amendment or other variation to this agreement shall be effective unless it is in writing, dated and signed by both parties.
6.3 If any provision or part-provision of this agreement is or becomes invalid, illegal or unenforceable, it shall be deemed modified to the minimum extent necessary to make it valid, legal and enforceable. If such modification is not possible, the relevant provision or part-provision shall be deemed deleted. Any modification to or deletion of a provision or part-provision under this clause shall not affect the validity and enforceability of the rest of this agreement.
6.4 If one party gives notice to the other of the possibility that any provision or part-provision of this agreement is invalid, illegal or unenforceable, the parties shall negotiate in good faith to amend such provision so that, as amended, it is legal, valid and enforceable, and, to the greatest extent possible, achieves the intended commercial result of the original provision.
6.5 No failure to exercise or delay in exercising any right or remedy under this agreement shall operate as a waiver of that or any other right or remedy. 6.6 This agreement and any dispute or claim (including non-contractual disputes or claims) arising out of or in connection with it or its subject matter or formation shall be governed by and construed in accordance with the law of England and Wales. Each party irrevocably agrees that the courts of England and Wales shall have exclusive jurisdiction to settle any dispute or claim (including non-contractual disputes or claims) arising out of or in connection with this agreement or its subject matter or formation.
6.7 The rights and remedies provided under this agreement are in addition to, and not exclusive of, any rights or remedies provided by law.
6.8 This agreement may be executed in any number of counterparts, each of which, when executed and delivered, shall constitute a duplicate original, but all the counterparts shall together constitute the one agreement.
…….
Signed by:
for and on behalf of Two Tribes Brewery
…….
Signed by: Arianna Cerroni

BRAND ANALYSIS

BRAND DECODING | Two Tribes

MUSIC + BEER + ART + COLLABORATION

London based brewery born out of collaboration.
They brew their own beer, design their own artwork, love food, and produce music.
The name “Two Tribes” came from their passion to work with as many other liked-minded creative industries as possible.
They use these other industries to keep innovating and growing.



Two Tribes Brewery (2021)

BRAND DECODING | Two Tribes

Two Tribes Brewery (2021)



CUSTOMER PROFILE:

- Craft beer enthusiasts
- 25+ male & female
- Tileyard London residents & students
- Music lovers
- Foodies
- Vinyl collectors/ enthusiasts
- London based

Two Tribes Brewery (2021)



SERVICES:

- Taproom
- Online beer delivery & subscriptions
- Physical merch
- Pop-up bars
- Home food kit collabs
- Fridge Packs

Independent Intelligence and Packaging (2020)



COMPETITORS:

- Beavertown
- Five Points Brewing
- Gipsy Hill
- Hammerton
- Camden Town Brewery
- BrewDog

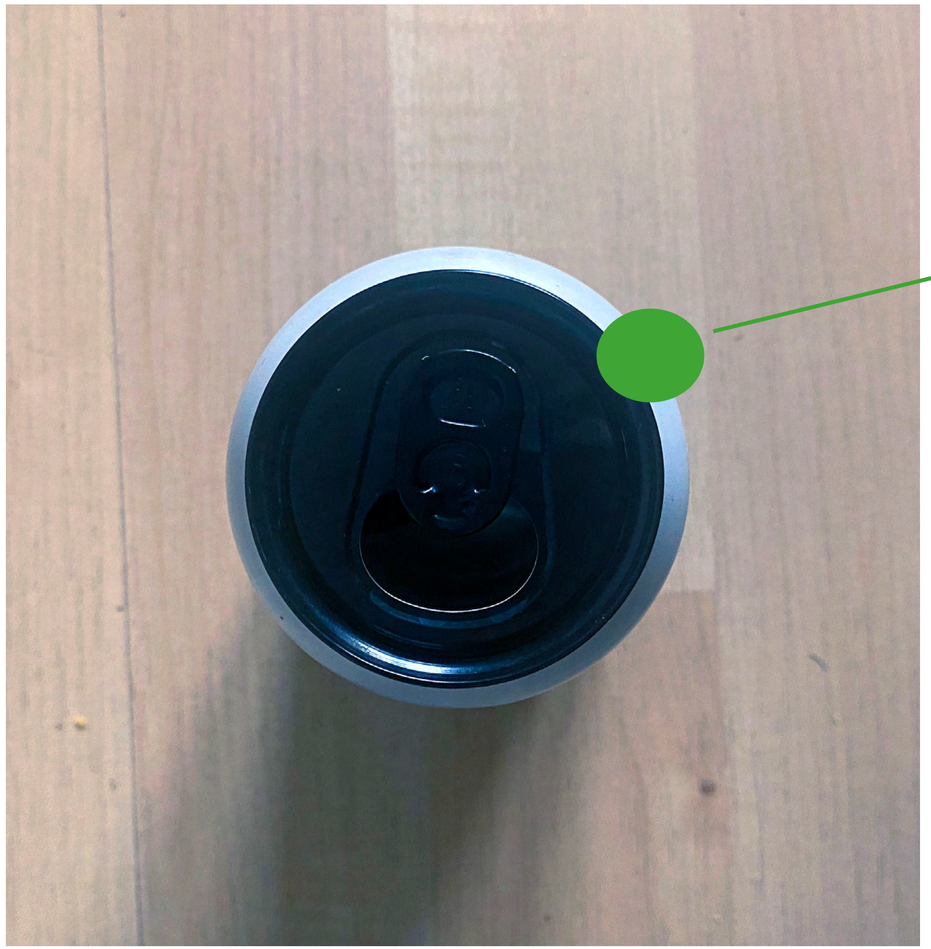
Two Tribes Brewery (2021)



USPS:

- Locally brewed
- Music centric
- Small team, personable
- Bold
- Wide range
- Unique can designs

BRAND DECODING | The Can





WHITE CAN + BLACK LID:

Two Tribes ethos is deeprooted in their love for music, their unique white can + back lid design is one of the brand's core guidelines. It mimics the l**ook of a vinyl** when seen from above and makes their cans **easily recognisable** when on a shelf with other brands.

BRAND DECODING | The Can





BLACK + WHITE STRIPES:

The brand keeps the first two stripes consistenly black and white - another nod to their love for music.

BRAND DECODING | The Can





BLOCK COLOUR LABELS:

While the stripes are consistent, the label changes for each beer, very much so like records label.

Logo stays consistenly on the bottom right

BRAND DECODING | Campfire

Campfire London is part community hub, part entertainment space. The bar is centred around an open-fire pit where live-fire chefs serve up food to a backdrop for visiting DJs and musicians, many of whom are resident at the recording studios and record labels located nearby.

Following Two Tribes ethos, Campfire was born by the love of good music, good food, collaboration and creativity.



Campfire, Press Shot (2021)

BRAND DECODING | Campfire

Tileyard London (2021)



CUSTOMER PROFILE:

- Food enthusiasts
- Guest chefs' followers
- TwoTribes fans
- 25+ male & female
- Tileyard London residents & students
- Vinyl collectors/ enthusiasts
- London based

Campfire (2021)



SERVICES:

- Food
- Bar
- Entertainment Space
- Community Hub

Design My Night (2021)



COMPETITORS:

- Big rooftop bars
- Beer gardens

Campfire (2021)

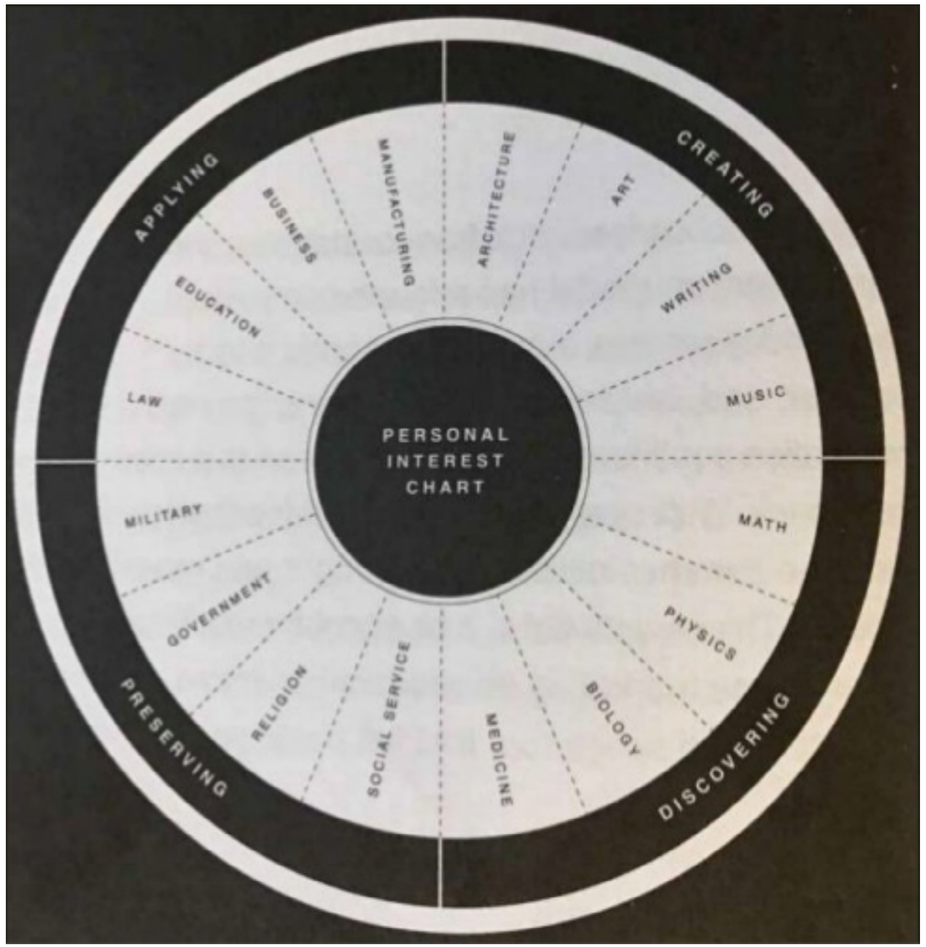


USPS:

- Locally source beer
- Selection of guest chefs
- Open-air
- Blend of music and food
- Variety of music

BRAND DECODING | Customer Personas

Heather McDonald's work, *People Are Different*, in Neumeier (2016, p. 105)



Typically, it's possible to divide the world into four mindsets based on people's job interests, as shown on the graphic on the left side.

In terms of packaging design, people that are part of the creating mindset tends to prefer lyrical, abstract, novel and bold graphics. (Neumeier, 2016, p 106).

Both Campfire and Two Tribes customer profiles seem to adhere to the creating mindset highlighted by Neumeier. This information guided my decision to feature bold graphics and vibrant colour as the basis of my design direction.

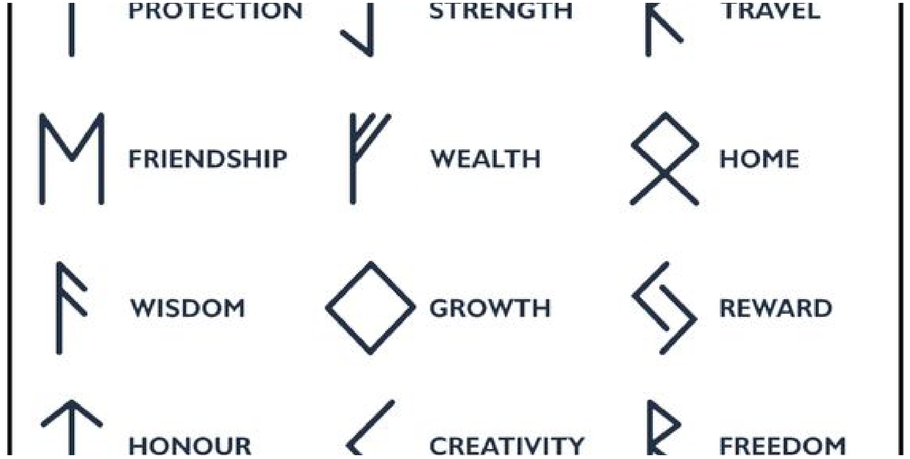
RESEARCH

MOODBOARD

(Wilder, 2013)



(VikingBrands, n.d.)



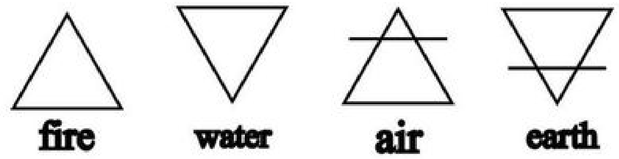
(Amm, 2010)



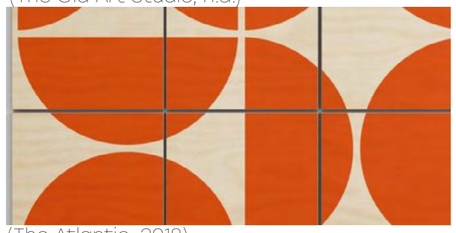
(The Atlantic, 2018)



(Horn, 2013)



(The Old Art Studio, n.d.)



(Dishman, n.d.)



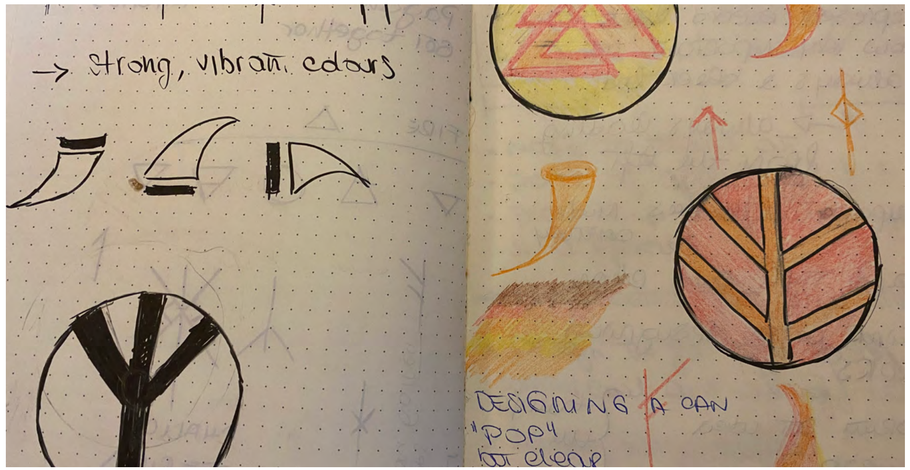
(The Atlantic, 2018)



(Haupt, n.d.)

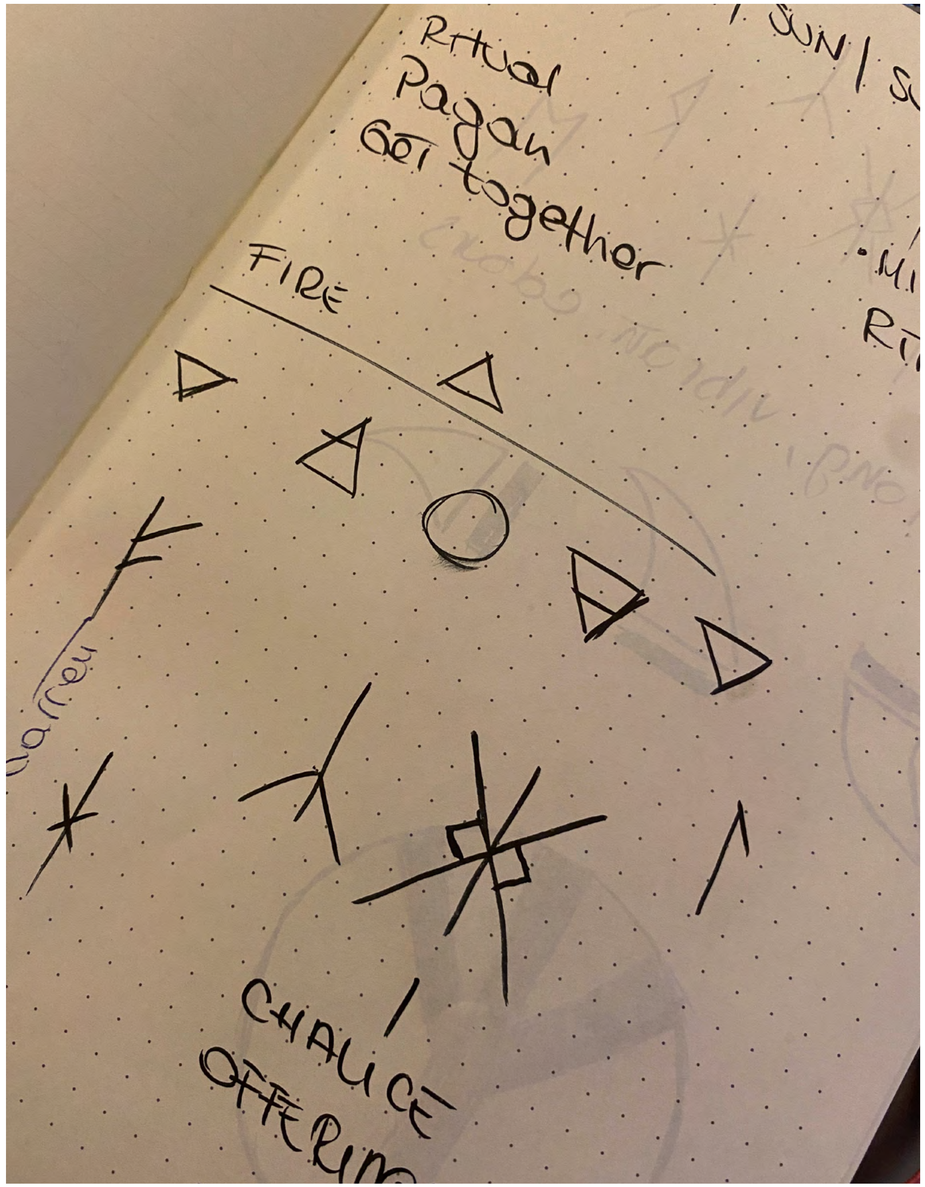


INITIAL SKETCHES | MIX MEDIA EXPLORATION









INITIAL SKETCHES | MIX MEDIA EXPLORATION



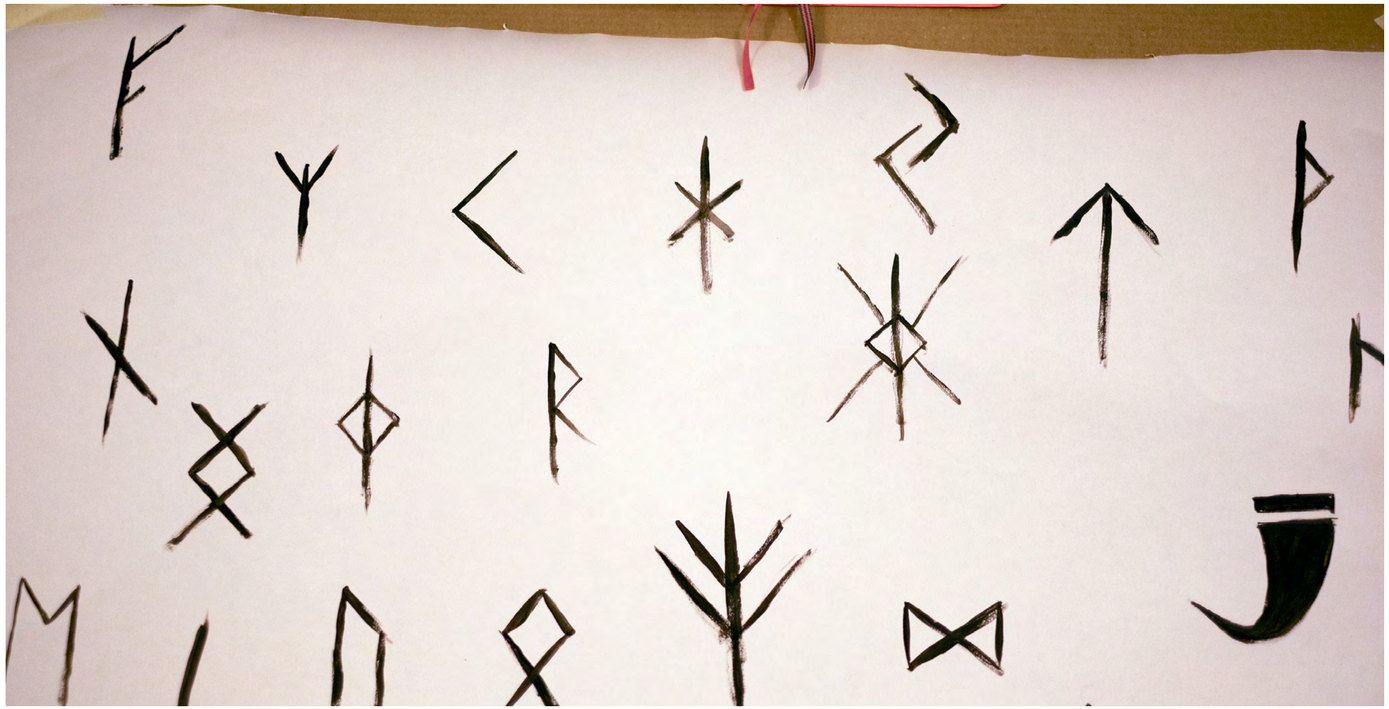


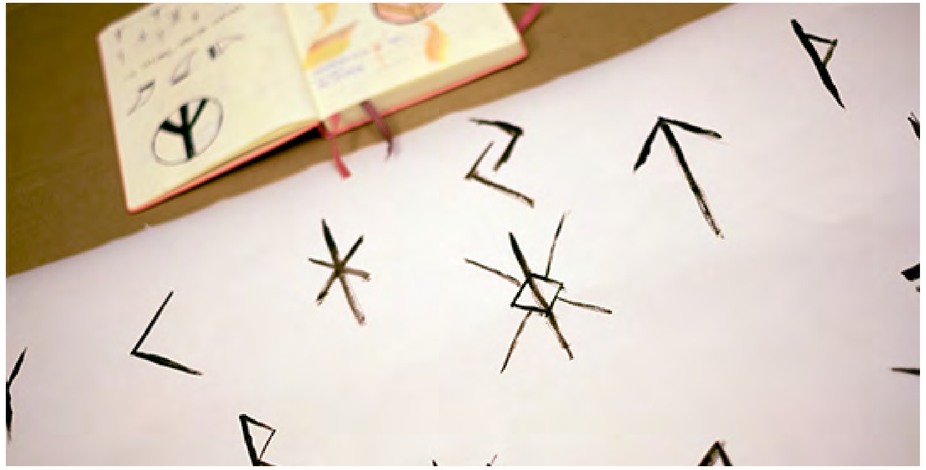






INITIAL SKETCHES | MIX MEDIA EXPLORATION





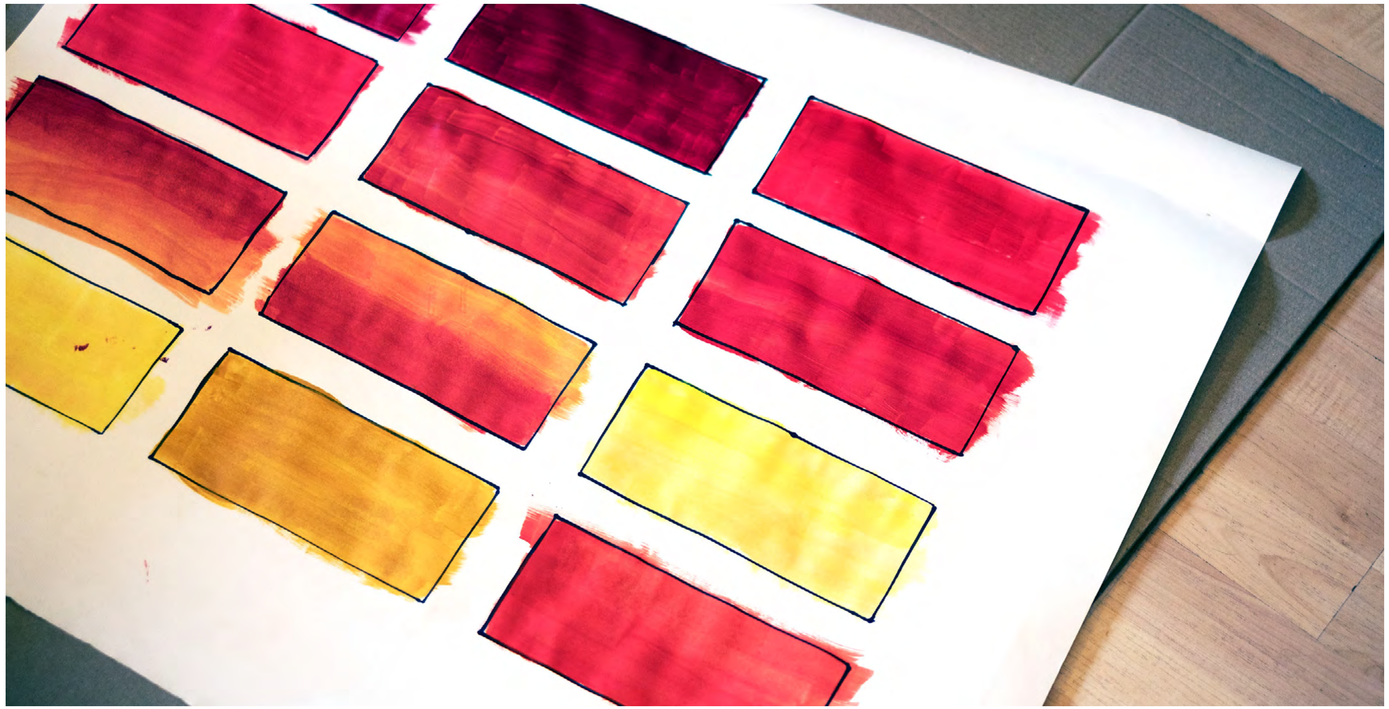


INITIAL SKETCHES | MIX MEDIA EXPLORATION

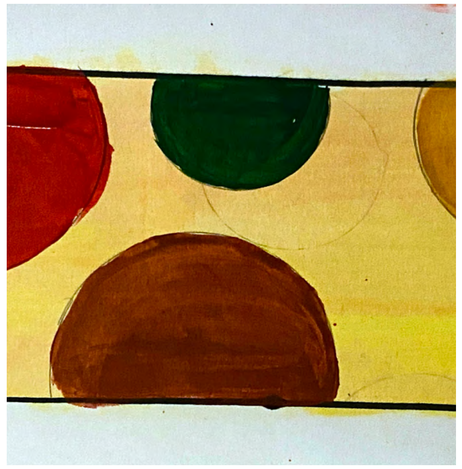
Using an actual Two Tribes label, I have traced the countours on cardboard to start experimenting with backgrounds based off the product's real dimensions.



INITIAL SKETCHES | MIX MEDIA EXPLORATION

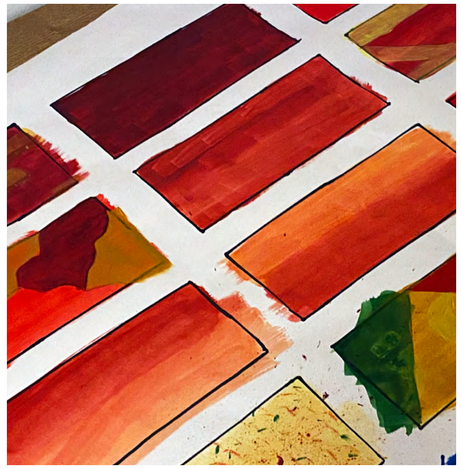












CONCEPT PHASE

EXPERIMENT A



EXPERIMENT B



EXPERIMENT C



EVALUATION

While I still like the idea of drawing back to Vikings' mid-summer and campfire rituals, after these experiements, I started worrying about **cultural appropriation** as well as **culture clashing**: the overall inspiration behind Two Tribes derives form Native American influences, which are echoed on the "American Pale Ale" label.

On top of this, the yellow label seems to blend with the wallpaper, so that requires some extra colour testing.

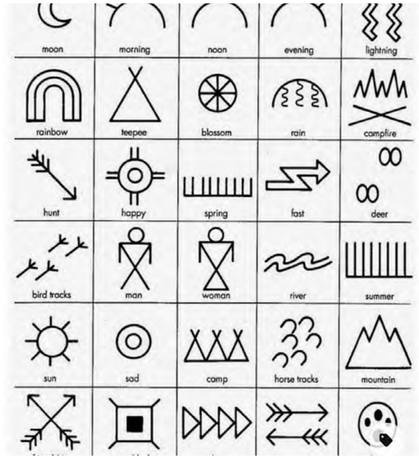
I have now decided to look further into Native American influences as well as esotheric languages and pictograms to create a bespoke set of runes that work uniquely for Two Tribes/Campfire celebrating the mix and syngergy of influences.

DEVELOPMENT

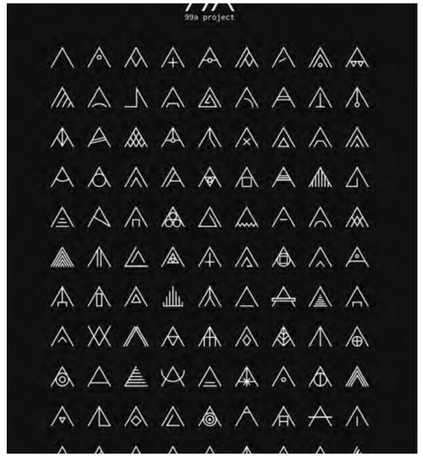
MOODBOARD 2

ESOTERIC ALPHABETS | SIGILS | PICTOGRAMS | DREAMCATCHERS

(Hoolst, n.d.)



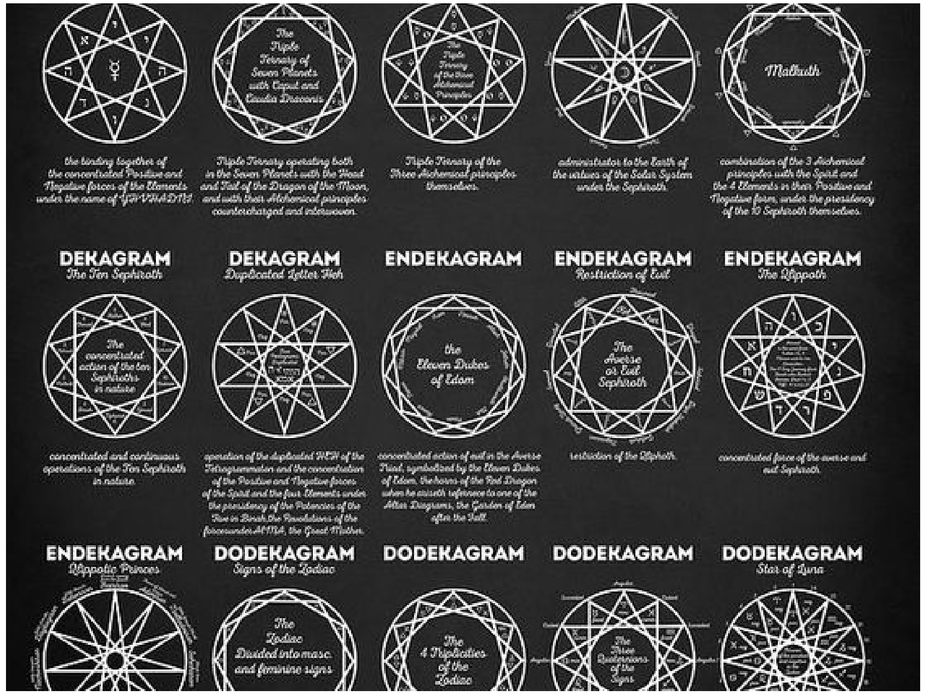
(Dizdarevic, n.d.)



(McMurty, 2015.)



(Zapista, 2018)



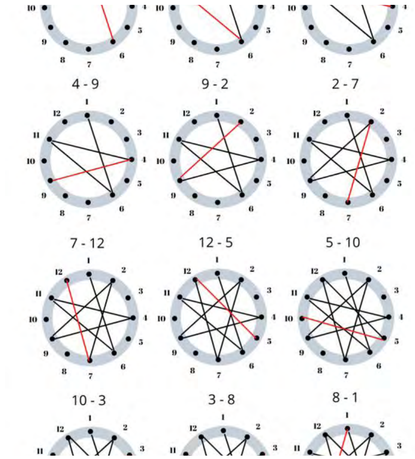
(Shannon, n.d.)



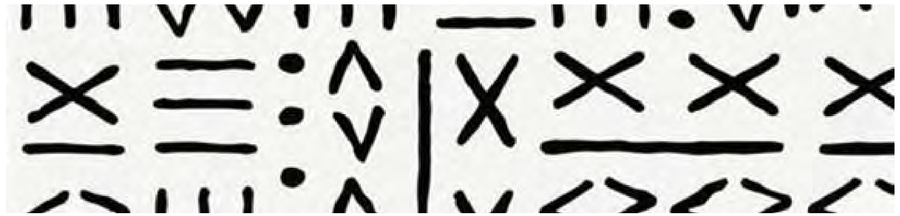
(LeRoy, 2015)



(South Lumina Style, n.d.)



(Carousel Designs, n.d.)



MOODBOARD 2

(Imagepixel, n.d.)



(Chulabird, 2015.)



(Southwestern Ink, n.d.)



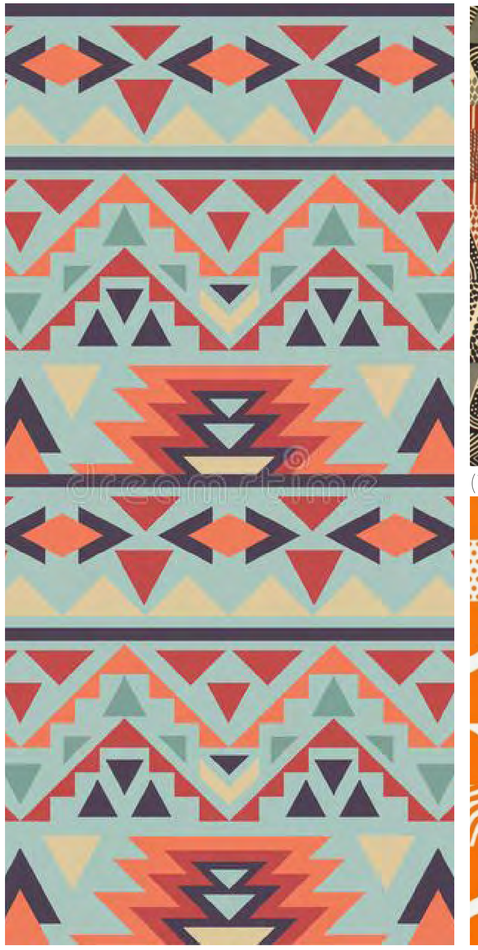
(McMurty, 2015.)



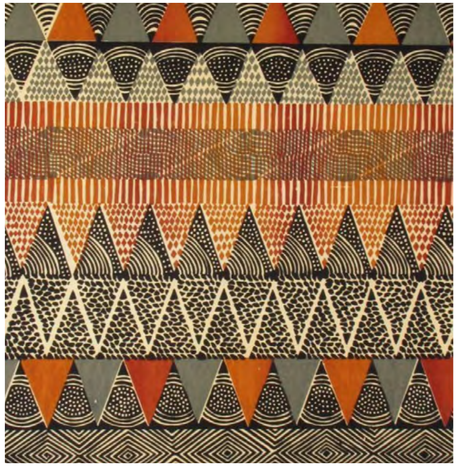
(Girard, 1964.)



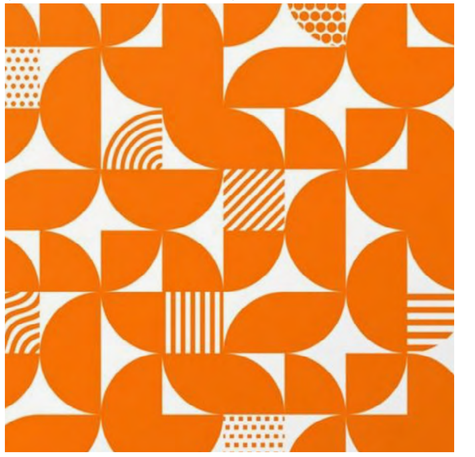
(Smirno, n.d.)



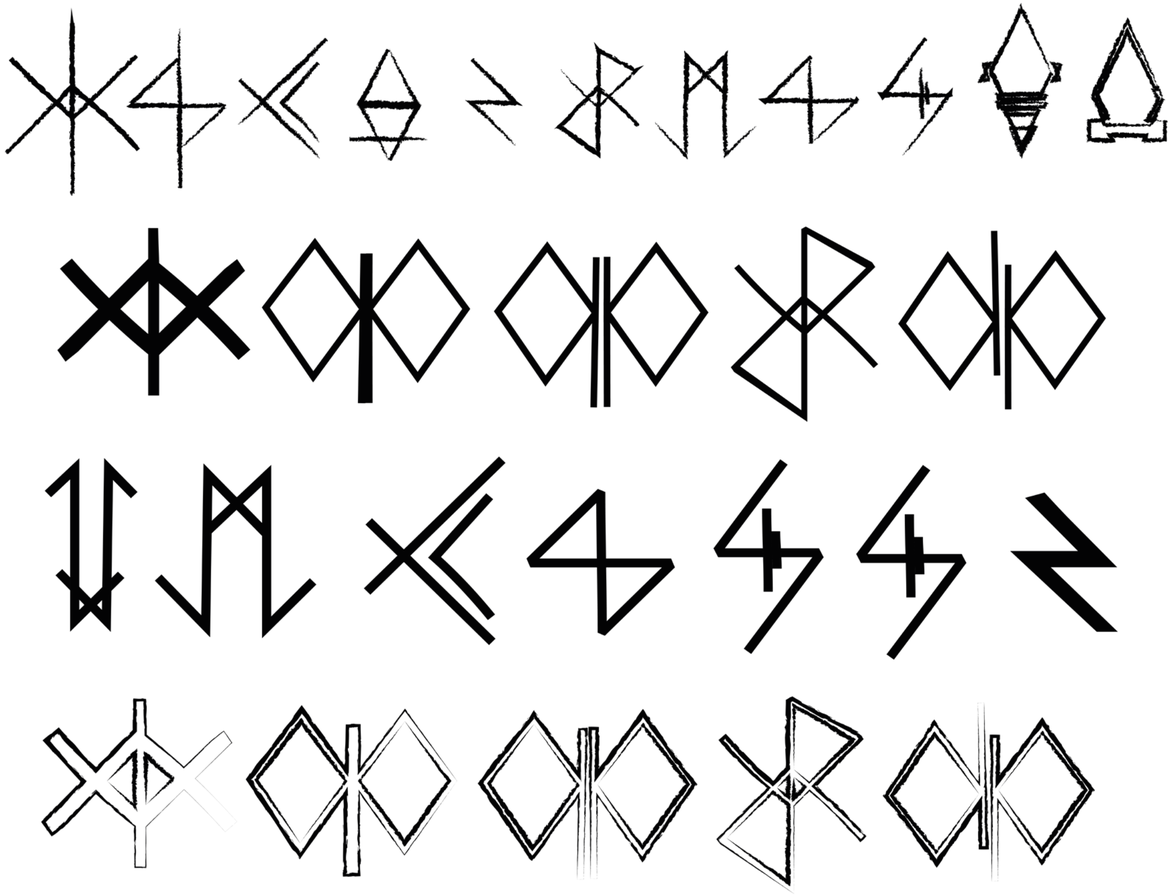
(Chulabird, 2015.)

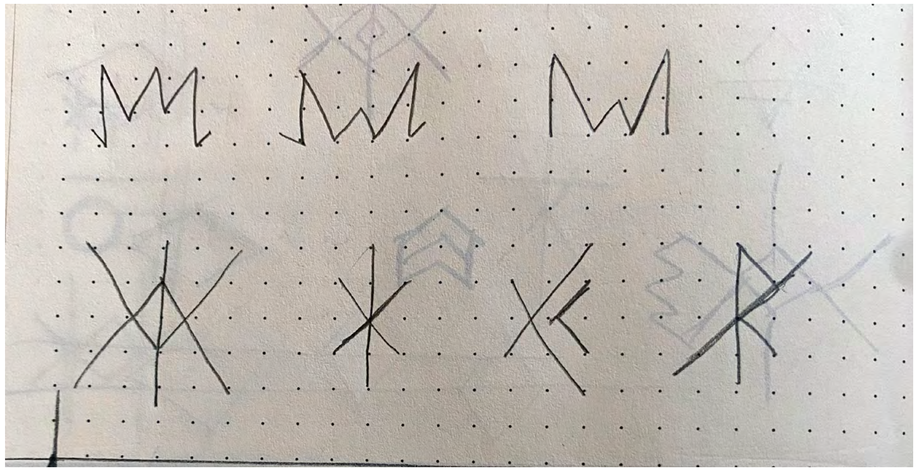


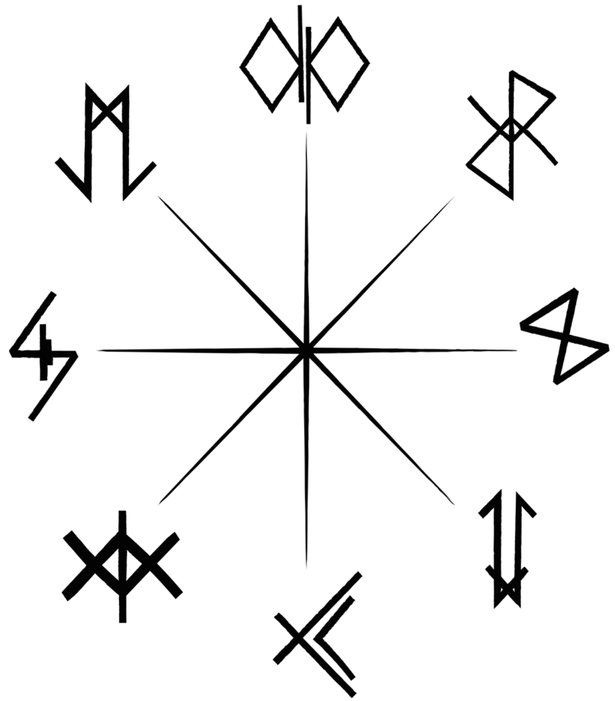
(The Old Art Studio, n.d.)



BESPOKE RUNES SKETCHES







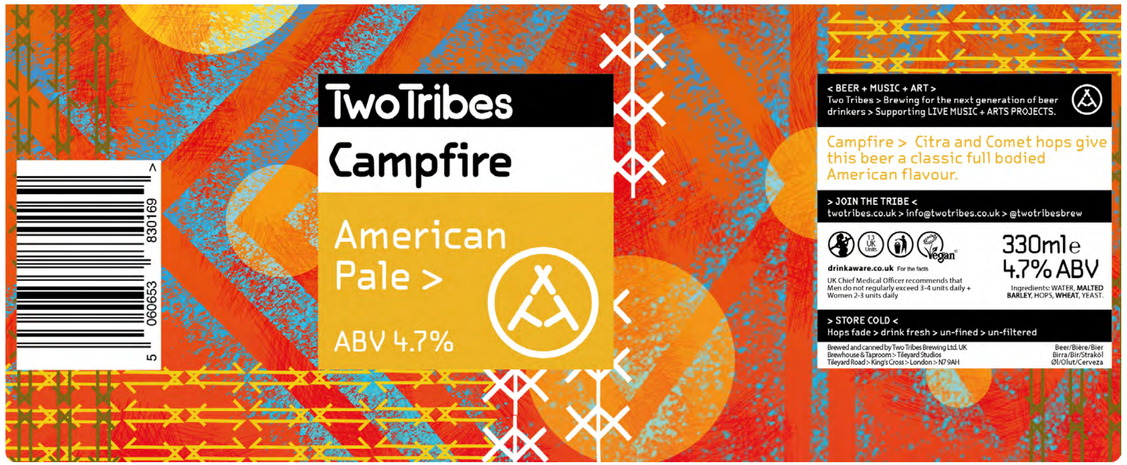
DIRECTION 1

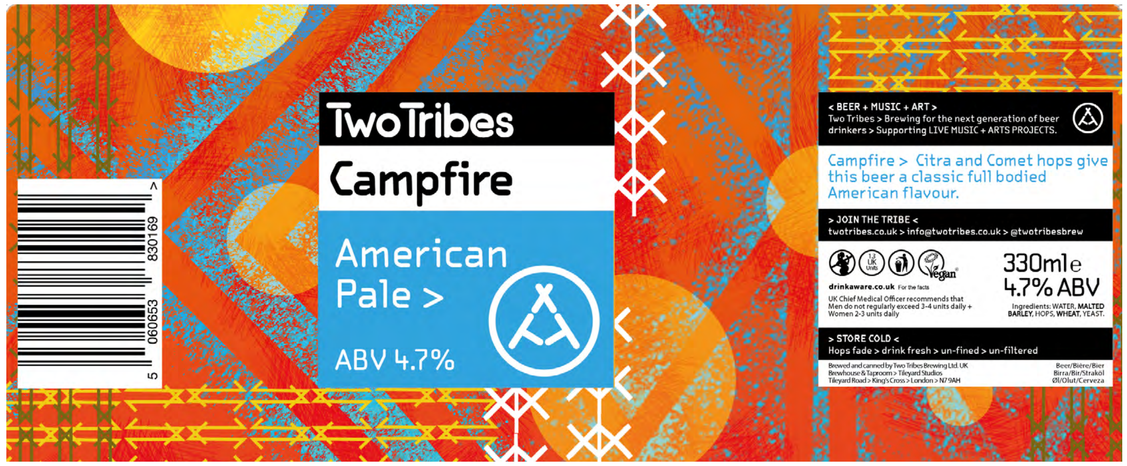


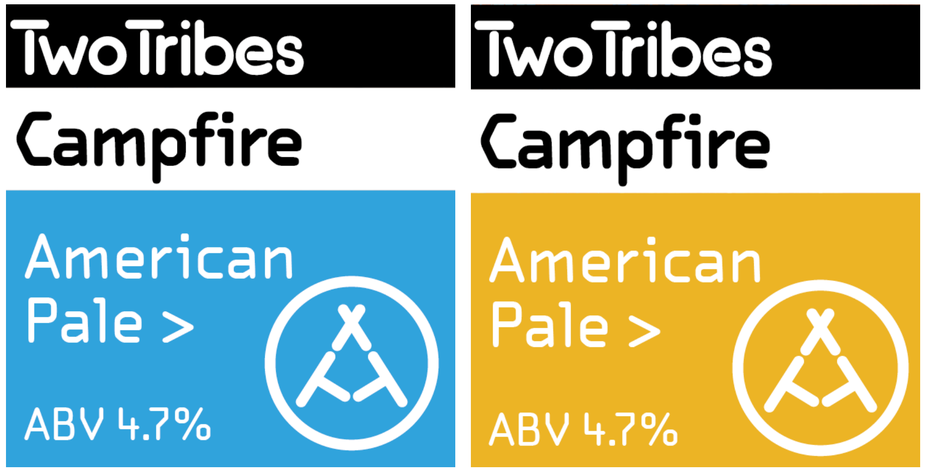
DIRECTION 1



DIRECTION 1


TwoTribes
Campfire
American
Pale >
ABV 4.7%
< BEER + MUSIC + ART >
Two Tribes > Brewing for the next generation of beer drinkers > Supporting LIVE MUSIC + ARTS PROJECTS.
Campfire > Citra and Comet hops give this beer a classic full bodied American flavour.
> JOIN THE TRIBE <
twotribes.co.uk > info@twotribes.co.uk > @twotribesbrew
330ml e
4.7% ABV
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
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/Strakol
Øl/Ölut/Cerveza


TwoTribes
Campfire
American
Pale >
ABV 4.7%
< BEER + MUSIC + ART >
Two Tribes > Brewing for the next generation of beer drinkers > Supporting LIVE MUSIC + ARTS PROJECTS.
Campfire > Citra and Comet hops give this beer a classic full bodied American flavour.
> JOIN THE TRIBE <
twotribes.co.uk > info@twotribes.co.uk > @twotribesbrew
330ml e
4.7% ABV
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
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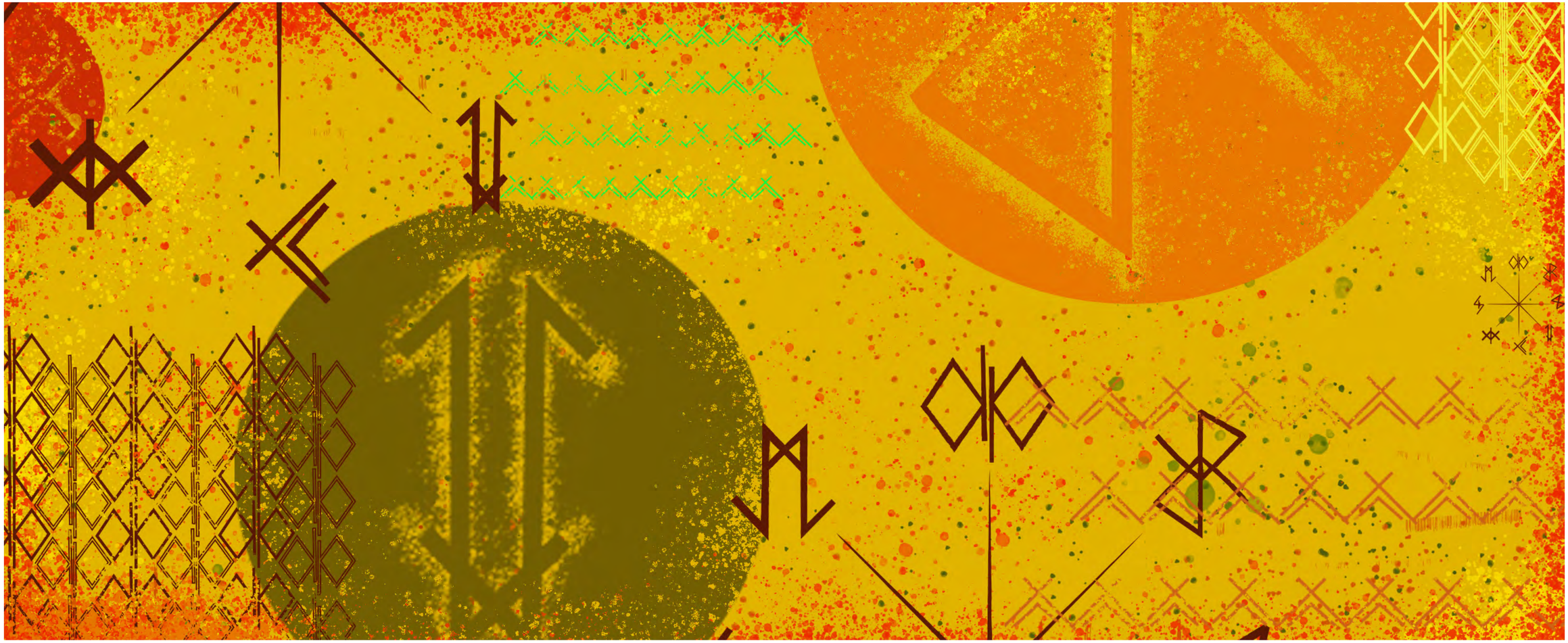
DIRECTION 1


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TwoTribes Radio

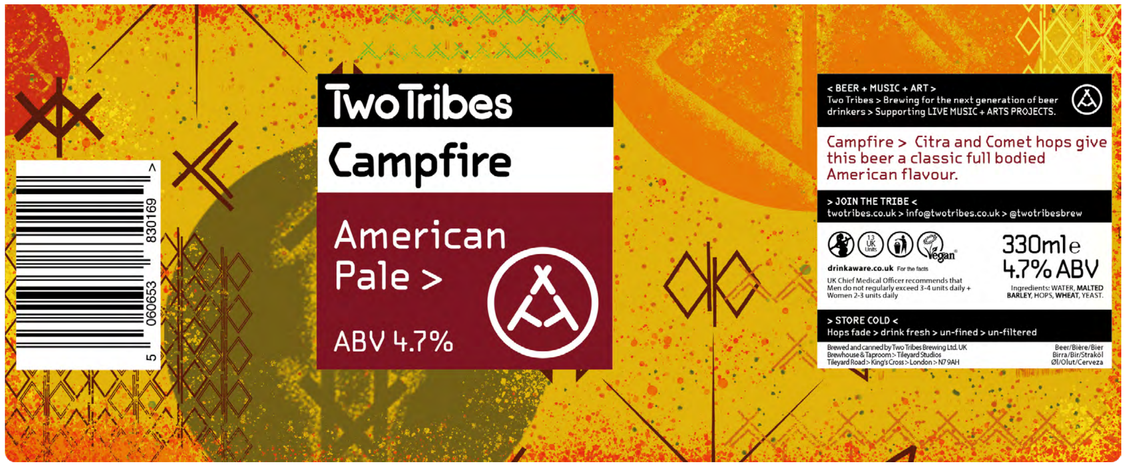
DIRECTION 2

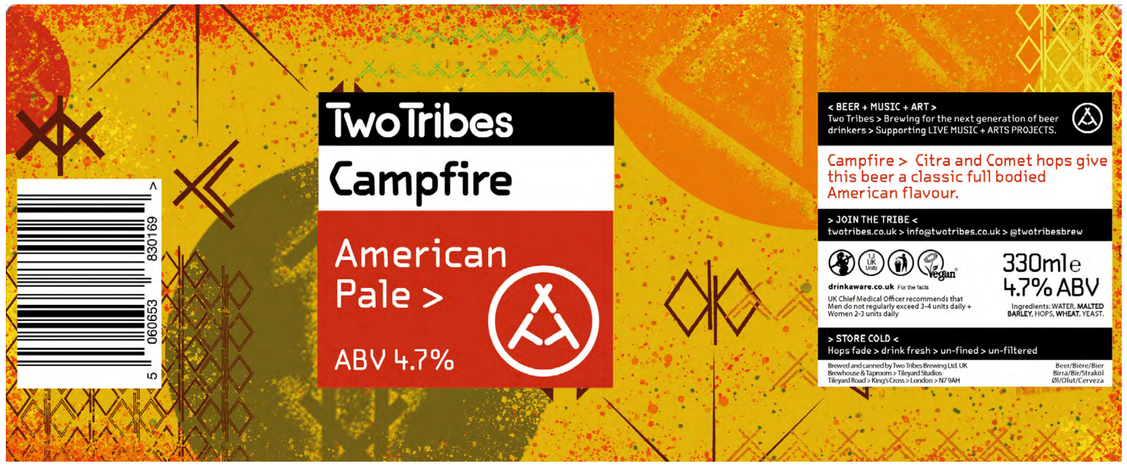

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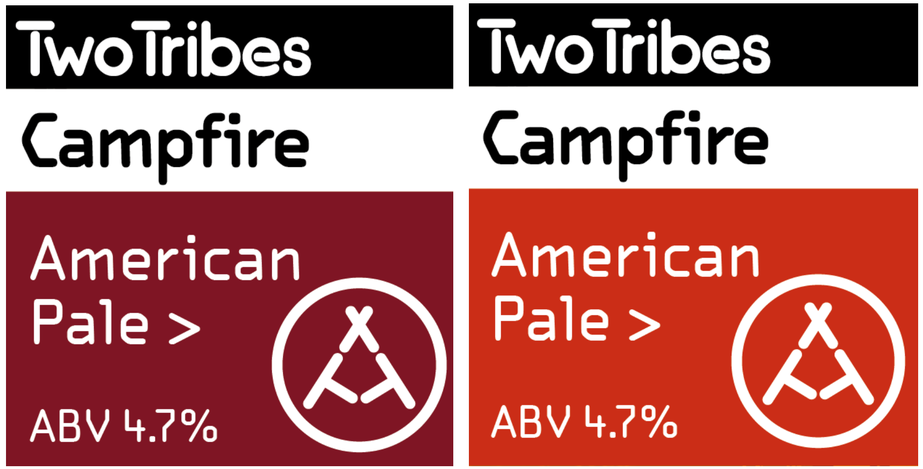
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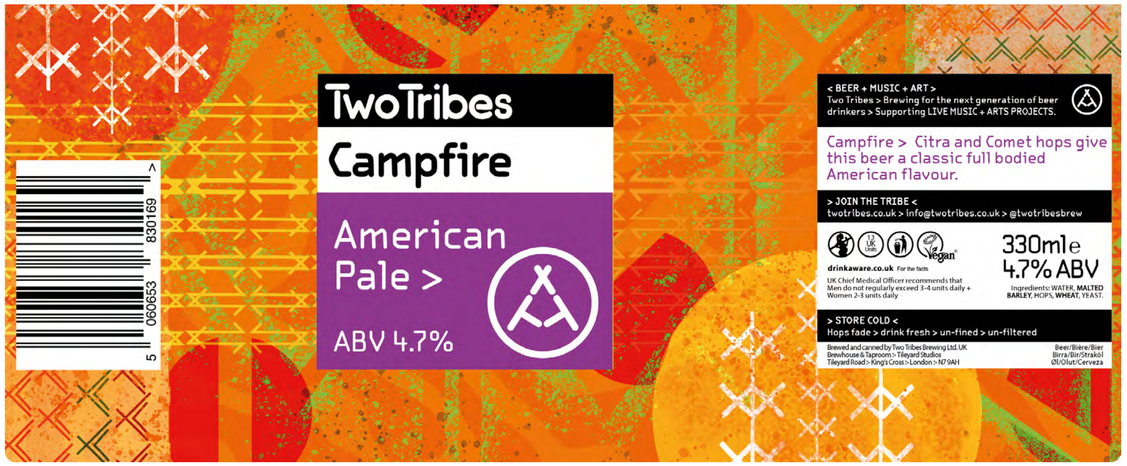
DIRECTION 3

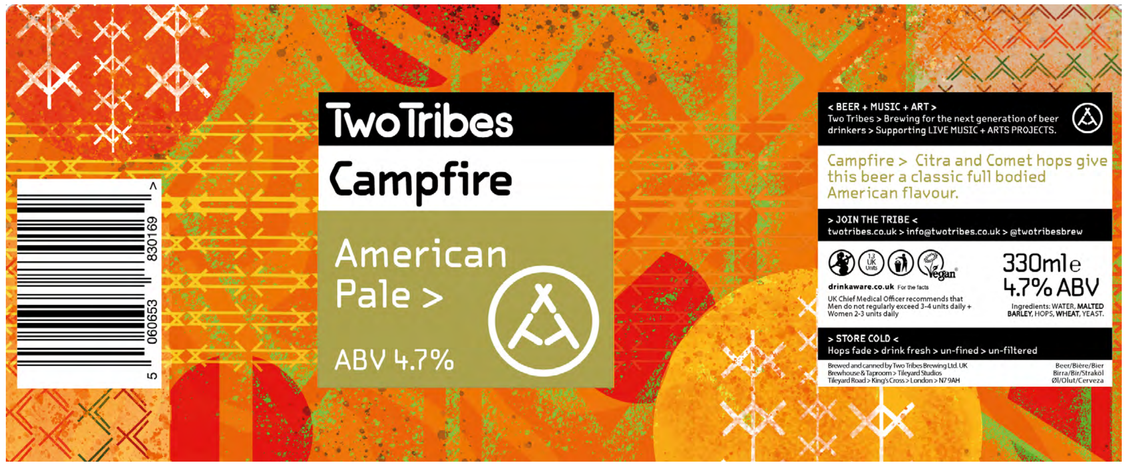

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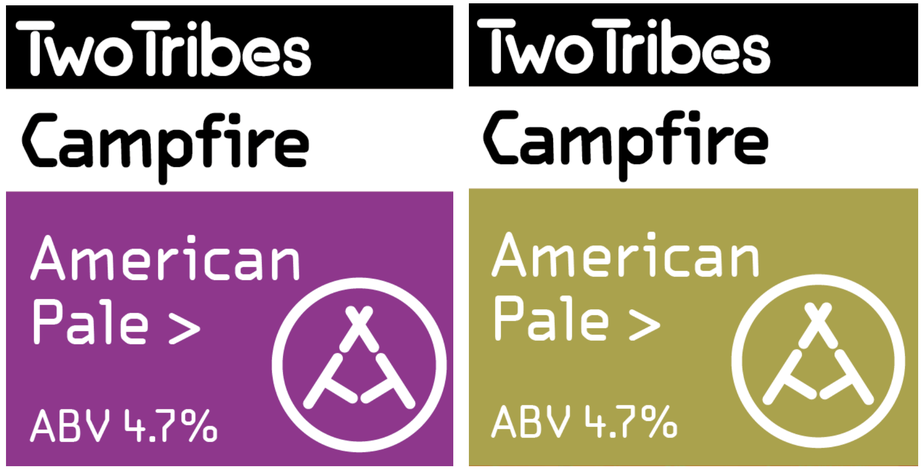
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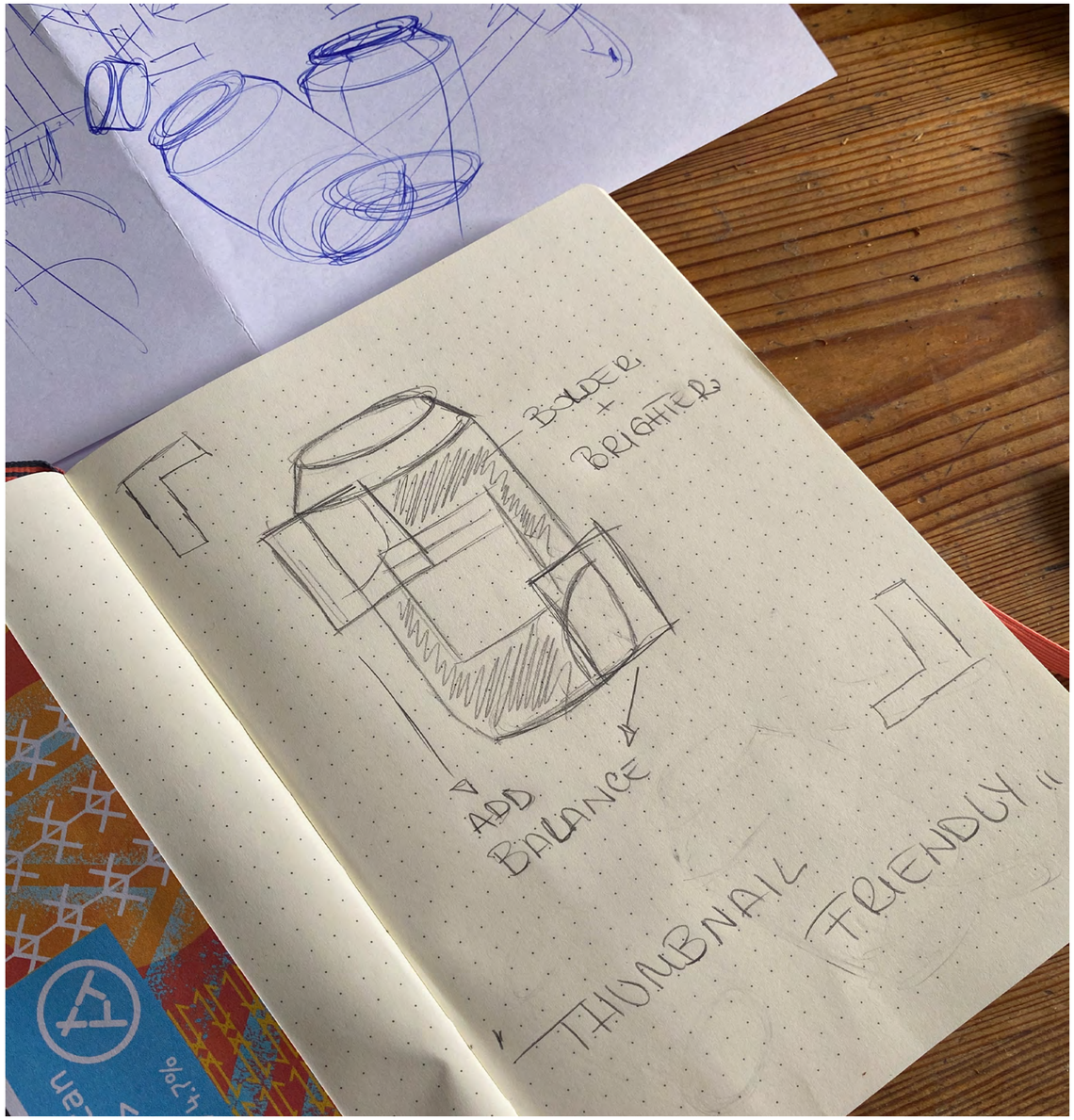
FINAL DESIGN

AMENDMENTS

Direction 1 was the final concept choosen by the client.

However, it required some minor adjustment in the layout and composition of the runes to make sure that the design would be as bold on print as it looks digitally.

When looking closely at the front of the can, you realise that the label takes up a lot of the real-estate, so the I started looking at making sure that the design was more balanced and pronounced.

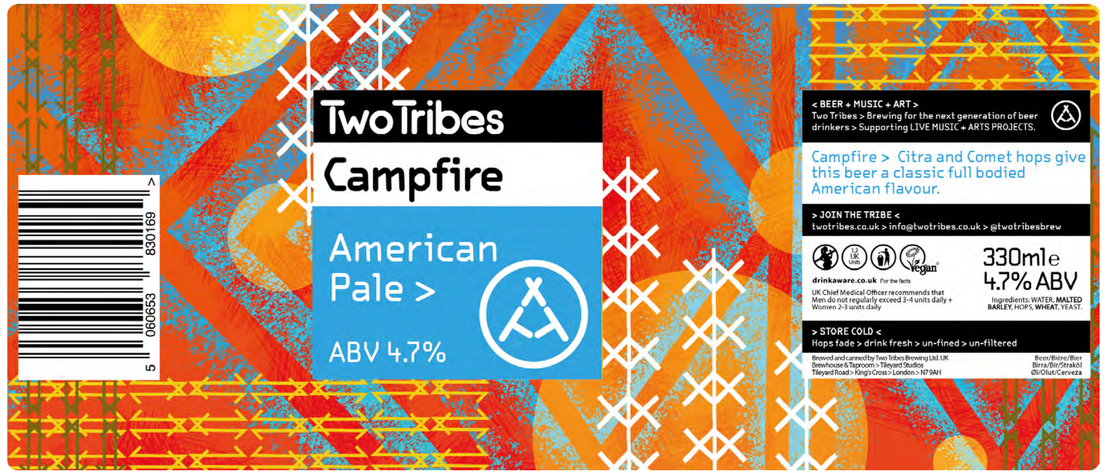


AMENDMENTS

Original concept 1



Final design



- Added runes on both sides of the label for balance and framing
- Made stencyl brighter and bolder
- Enlarged and repositioned shields

FINAL DESIGN

To test that the amendments would translate on the actual product, I have purchased a Two Tribes can, printed my label to the right specs and wrap it around to make sure that we would still have a strong “thumbnail view”.



FINAL DESIGN



FINAL DESIGN

CAN WALLPAPER PRINT LAYOUT



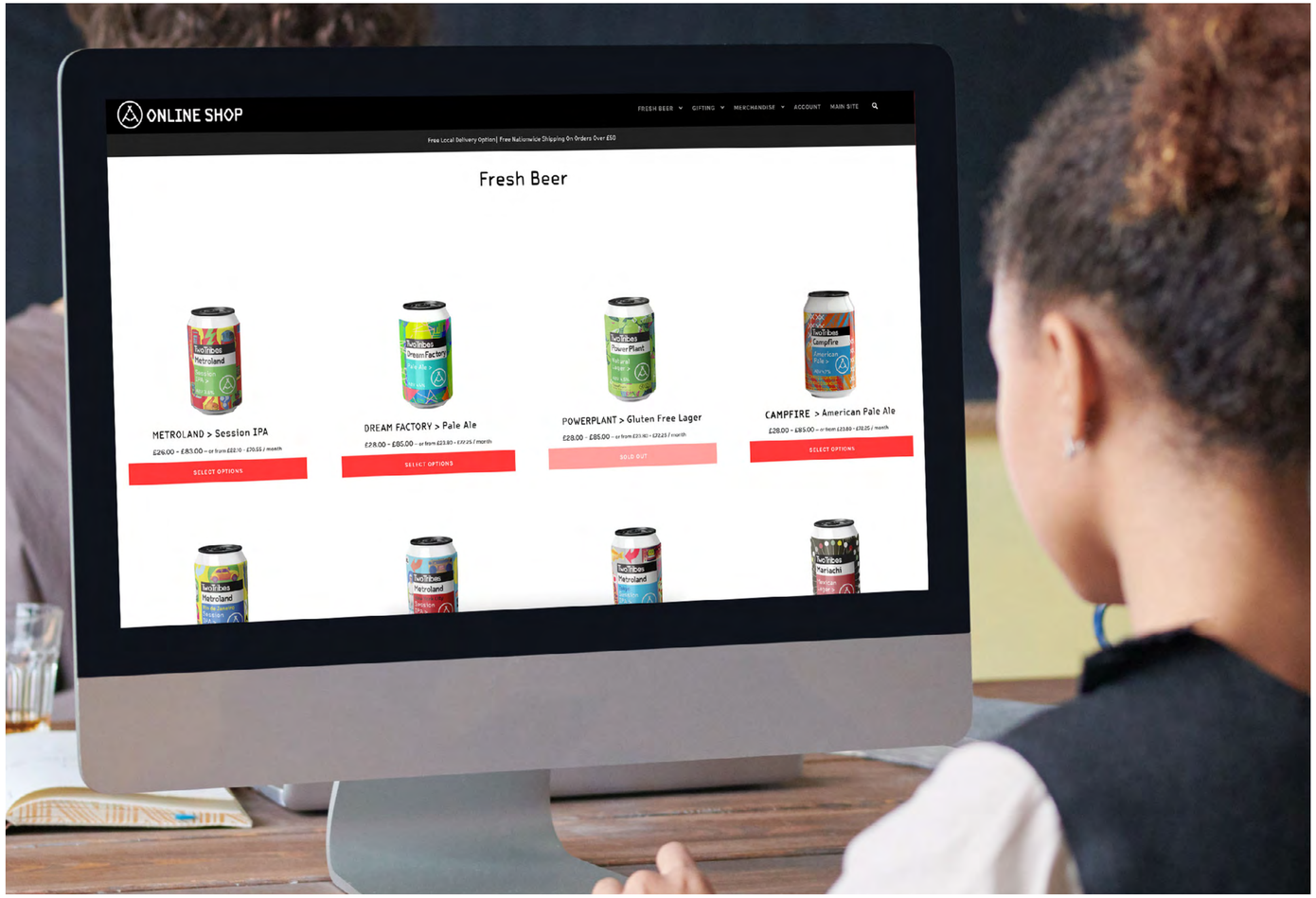
ALL COPY/IMAGE TO BE WITHIN PRINT TO CUT UNLESS BLEEDING OFF LABEL

FINAL DESIGN

BOX PRINT LAYOUT

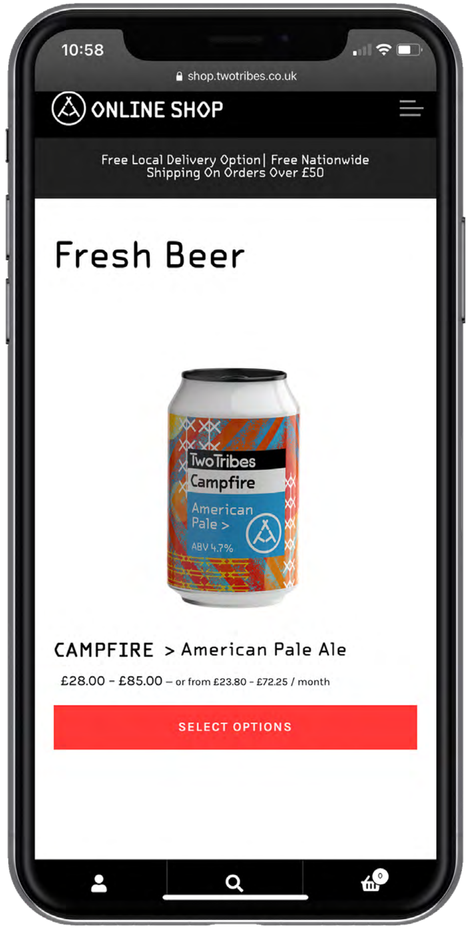
FINAL DESIGN

(Two Tribes, 2021)



DIGITAL PRESENCE

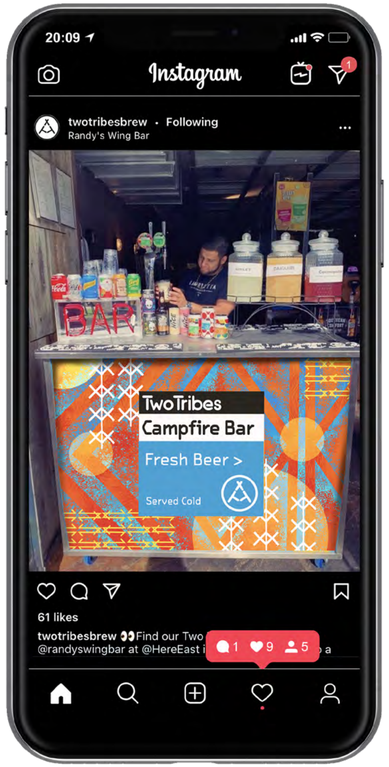
(Two Tribes, 2021)



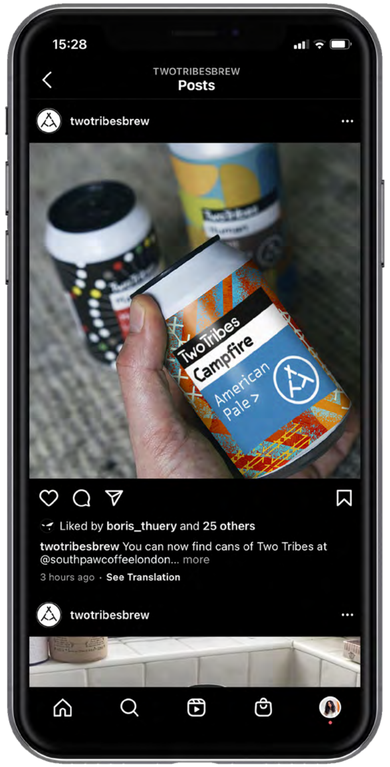
FINAL DESIGN

DIGITAL PRESENCE | POS

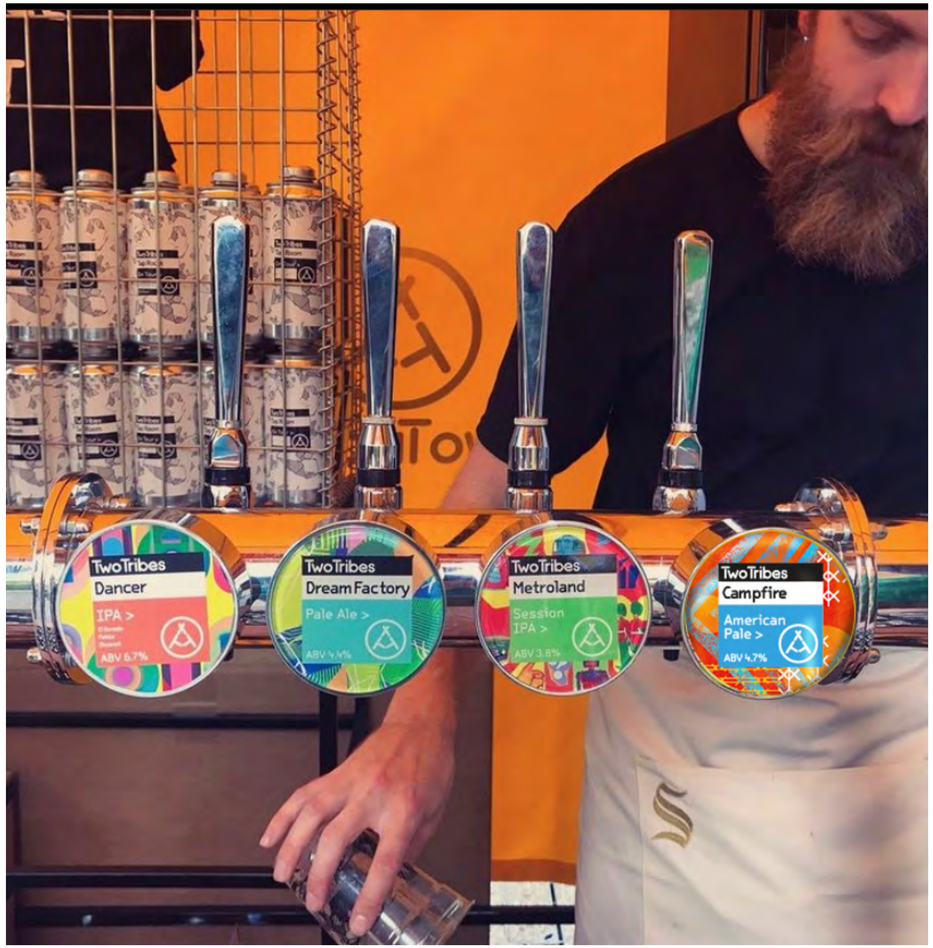
(Two Tribes, 2021)



(Two Tribes, 2021)

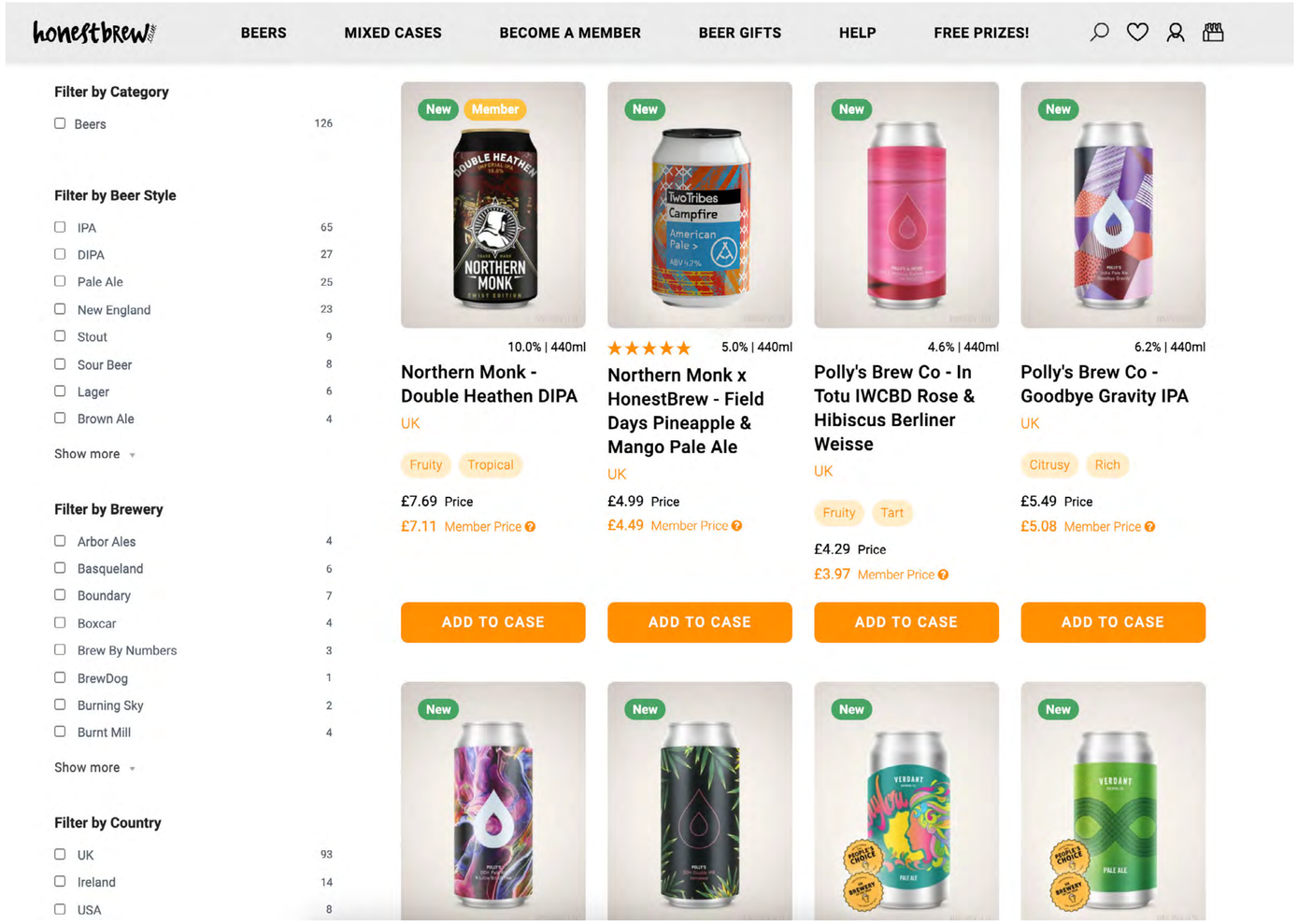


(Two Tribes, 2021)



FINAL DESIGN

(Honest Brew, 2021)



VISUAL STAND-OUT VS COMPETITORS

(independent Intelligence and Packaging Strategy, 2020)



(That Great Beer Box, 2021)



FINAL DESIGN

CAMPFIRE DAY OUT

Luxury picnic hamper gift-set that could be sold at the venue on opening night as well as thorugh Two Tribe's partners such as **Selfridges** and **Waitrose**.

(Two Tribes, 2021)





PROMO ANIMATION FOR SOCIAL MEDIA



* This animation might not play if Media Player is disable on Adobe PDF Reader, if so please enable the function or refer to the separately attached video file.

ASSETS SUMMARY

- Bespoke Can Wallpaper Design
- Fridge Pack Design
- Luxury Picnic Hamper contaning: Campfire Cans, Selections of Campfire Sauces, Blanket with bespoke pattern & Recipe Cards
- Social Media Promo Animation
- Online Visualisation
- Visual Presence Against Competitos
- Point of Sale Examples (Draught, Pop Up Bar)

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