Temptation

Final Renders


TwoTribes
TILEYARD
TEMPTATION
Session
IPA >
ABV 4.5%


TwoTribes
TILEYARD
TEMPTATION
Session
IPA >
ABV 4.5%
< BEER + MUSIC + ART >
Two Tribes > Brewing for the next generation of beer
drinkers > Supporting LIVE MUSIC + ARTS PROJECTS
Tileyard Ed > Temptation: IPA series
Special Edition. Bustling flavours of
florals, grapefruit, and pineapple.
> JOIN THE TRIBE <
twotribes.co.uk > info@twotribes.co.uk > @twotribesbrew
330ml
4.0% 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
> 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


TwoTribes
X TILEYARD
TEMPTATION
Session
IPA >
ABV 3.8%
TwoTribes
TILEYARD
TEMPTATION
Session
IPA >
ABV 4.5%



Isabel Murphy

Figures 30 - 34. Murphy, I (2021)

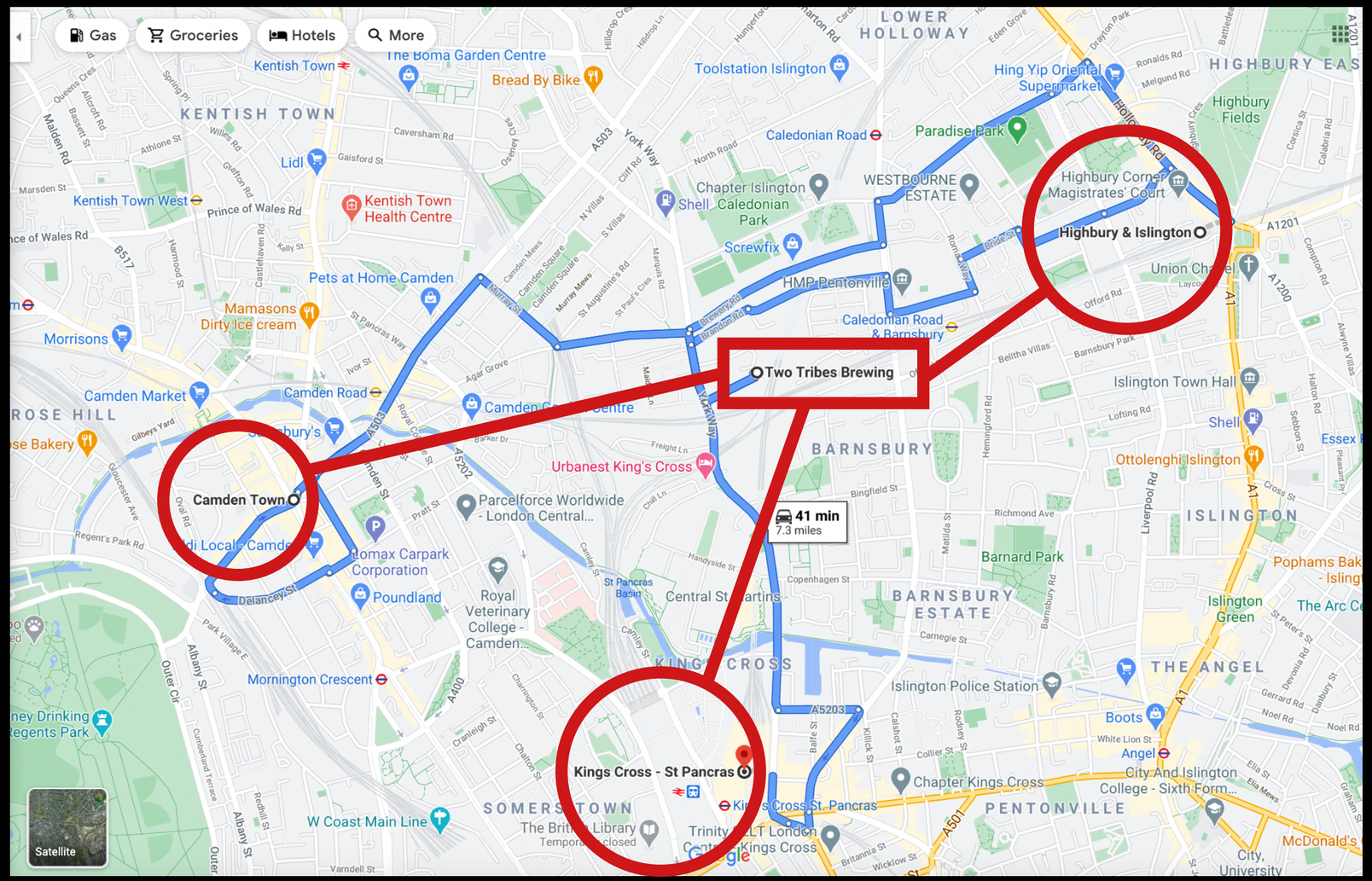

TwoTribes
X TILEYARD
TEMPTATION
Session
IPA >
ABV 3.8%
> BEER + MUSIC + ART <
Scan the QR to download and listen to Two Tribes Radio on IOS or Android >
TwoTribes Radio
4 X 330ml
3.8% ABV
Unified by a mutual love of music and art, Two Tribes brings you a special edition brew in collaboration with Tileyard London.

Physical Assets

Posters and Merchandise

Promotional Locations

Creating a series of printed posters will allow for maximum coverage and potential reach for our target audience within the London areas, particularly the Kings Cross - St Pancras area, Camden Town and Highbury & Islington as they are all within maximum 30 minutes travel to the brewery using public transport.

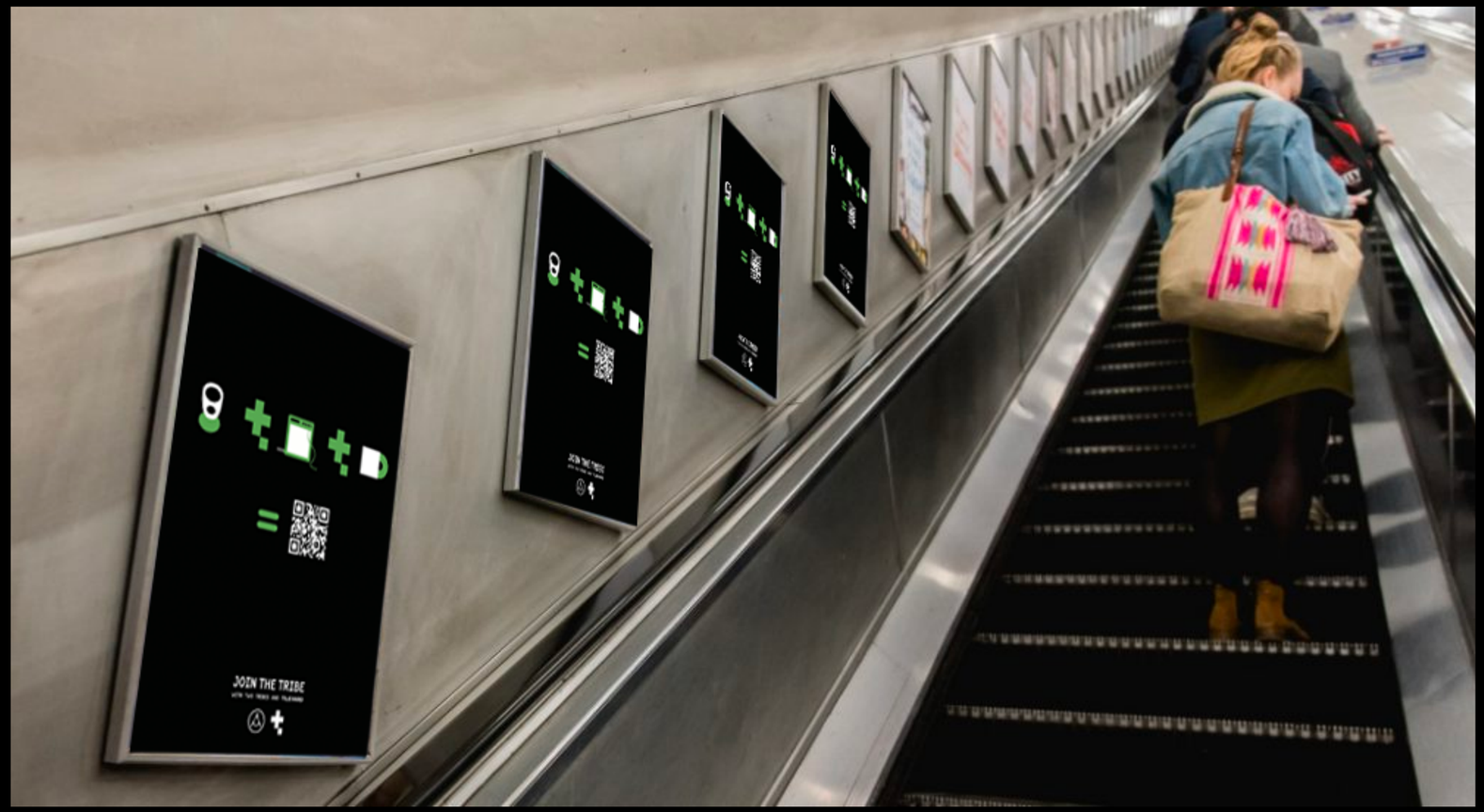


Figures 35. Murphy, I (2021)

Promotional Poster: Image

Each of the three posters focuses on a different type of communication style: this poster is designed to highlight the use of the iconography and uses image to tell the story. Using the TILEYARD “plus” logo to create an equation meaning “Beer + Music + Art = QR Code” leading the audience to the Two Tribes website.





Figures 36 - 37.

Promotional Posters: Text

Each of the three posters focuses on a different type of communication style: this typographic poster uses tone of voice and copy to inform the audience and the heirarchy of the type aims to grab the attention of the audience and invite them to "Join the Tribe" and make them feel welcomed by the brands.

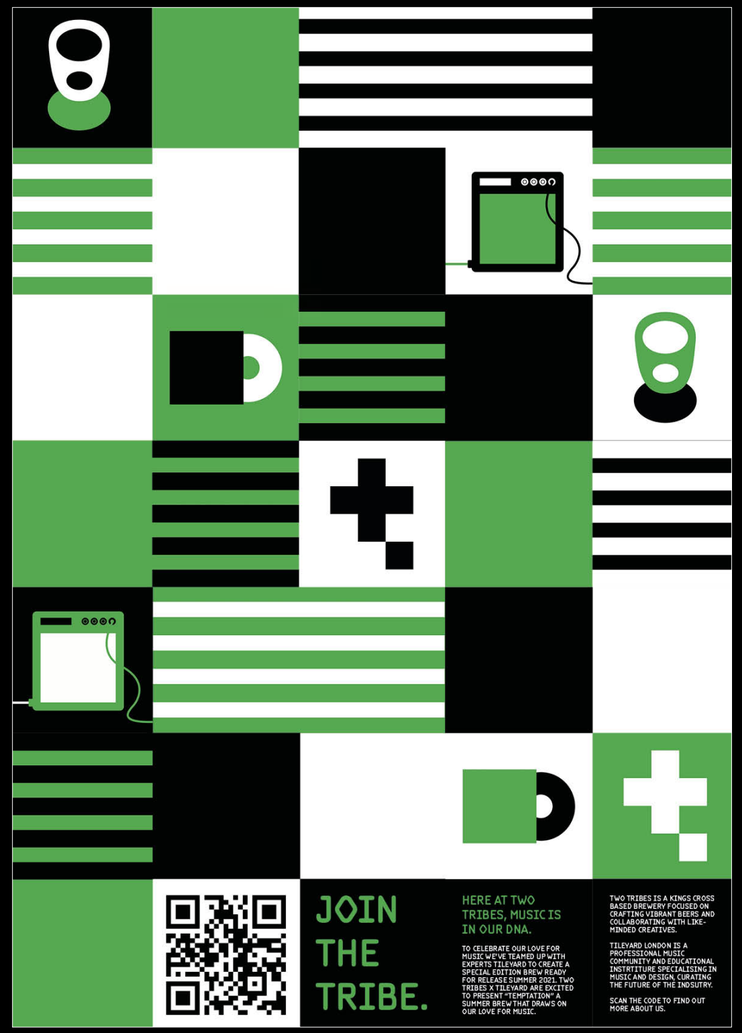




Figures 38 - 39.

Promotional Posters: Text and Image

Each of the three posters focuses on a different type of communication style: this combination poster includes both text and image as visualised to include all the icons and give a nod to the appearance of the can wallpaper but is designed for more on the go reading. Inclusion of a QR code will take you to the Two Tribes website.

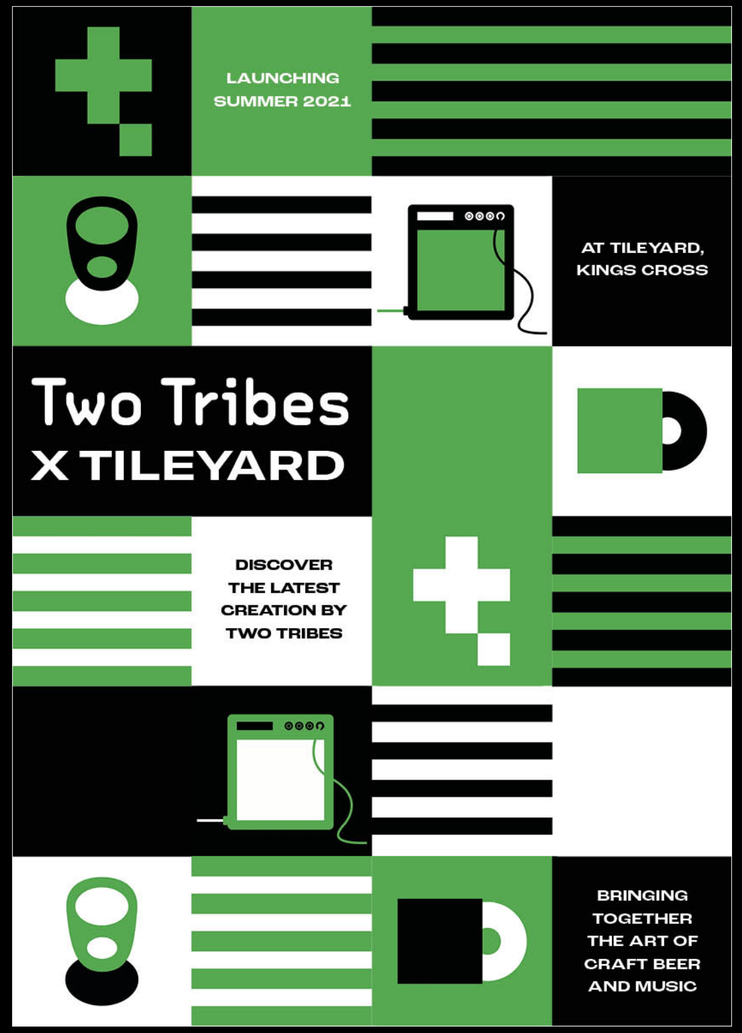




Figures 40 - 41. Murphy, I (2021)

Promotional Posters: **TILEYARD** Edition

This version of the poster focuses more on TILEYARD, continuing the use of icons and replacing the Two Tribes typeface, OCR Tribute with TILEYARD's GT America. This promotion would be situatied in and around the TILEYARD London and TILEYARD Education campus.





Figures 42 - 43. Murphy, I (2021)

Merchandise

Following some feedback listed on Google Reviews, one customer suggested that he would like to see merchandise available. This review was posted recently and so clearly since the demand for some physical products are there, the following pages portray some merchandise mock ups.

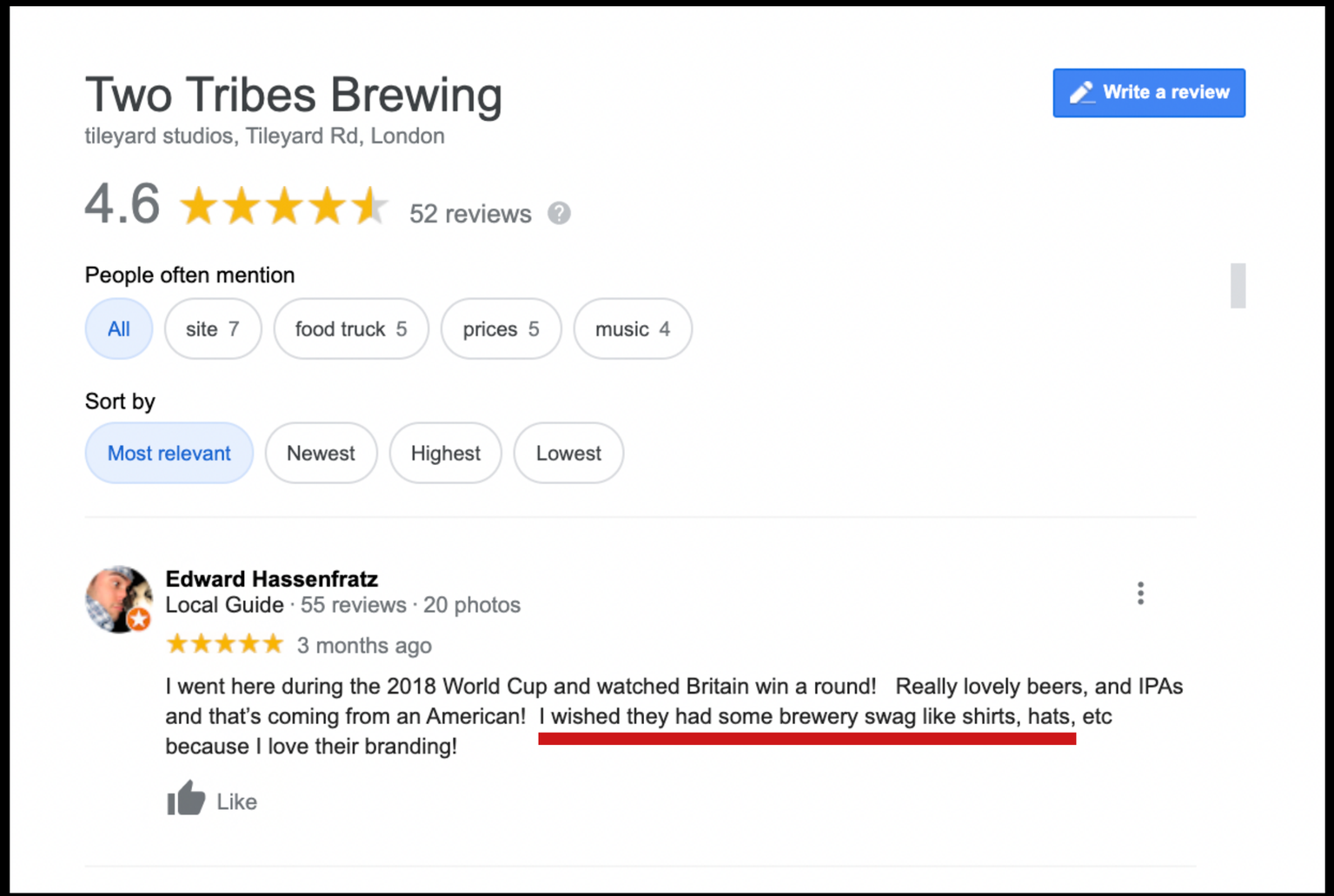


Figure 44. Murphy, I (2021)



Isabel Murphy

Figures 45. Murphy, I (2021)



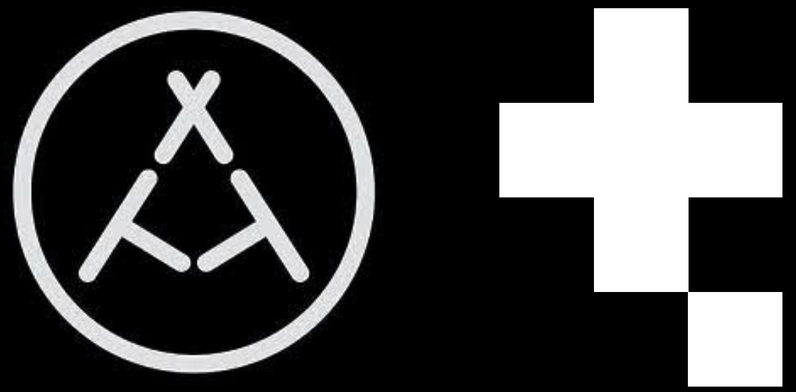
Figure 46. Murphy, I (2021)

Digital Assets

Motion and Website Design

Refer to digital assets folder in submission

End Notes



This collaboration project between **Two Tribes** and **TILEYARD** showcases the development and product and packaging prototypes of **Temptation,** a special edition brew that encapsulates and visualises the values highly regarded by both brands. The project is united through a mutual love of music and aims to celebrates creativity, collaboration and community within the entertainment industry.

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