



## **SIGN PROJECT**

**NANCY SILVA & ALEXANDRIA CASELLA**

**VP 331 - 601 | 3D CONSTRUCTION | PROFESSOR SOKOLI**

## PROJECT SCOPE

THIS SIGN PROJECT IS ABOUT CREATING A THREE DIMENSIONAL LOGO TO REPRESENT THE BRAND'S IDENTITY.

BROOKLYN BREWERY IS A BREWERY BASED IN WILLIAMSBURG, BROOKLYN ESTABLISHED IN 1987 BY STEVE HINDY AND TOM POTTER.

THIS SIGN BRINGS THEIR LOGO TO LIFE. THE NATURAL WOOD GRAINS BRING THE RUSTIC ASPECTS OF THE BREWERY INTO ACTION.



# INSPIRATION



## LOGO | BRAND RESEARCH

LOGO IS DESIGNED BY MILTON GLASER IN 1988 AND WAS INSPIRED BY EUROPEAN BEER LABELS; THE “B” MIRRORS THE SWIRLS WHEN A BEER IS POURED IN A GLASS. THE LOGO HAS NOT CHANGED SINCE THIS ICONIC DESIGN.

BROOKLYN BREWERY, FOUNDED BY STEVE HINDY & TOM POTTER IN 1987. THEY BEGIN THEIR MISSION TO BRING BREWING BACK TO BROOKLYN IN 1988 WHEN THEY DELIVER THEIR FIRST BATCH OF BROOKLYN LAGER TO TEDDY’S IN WILLIAMSBURG.

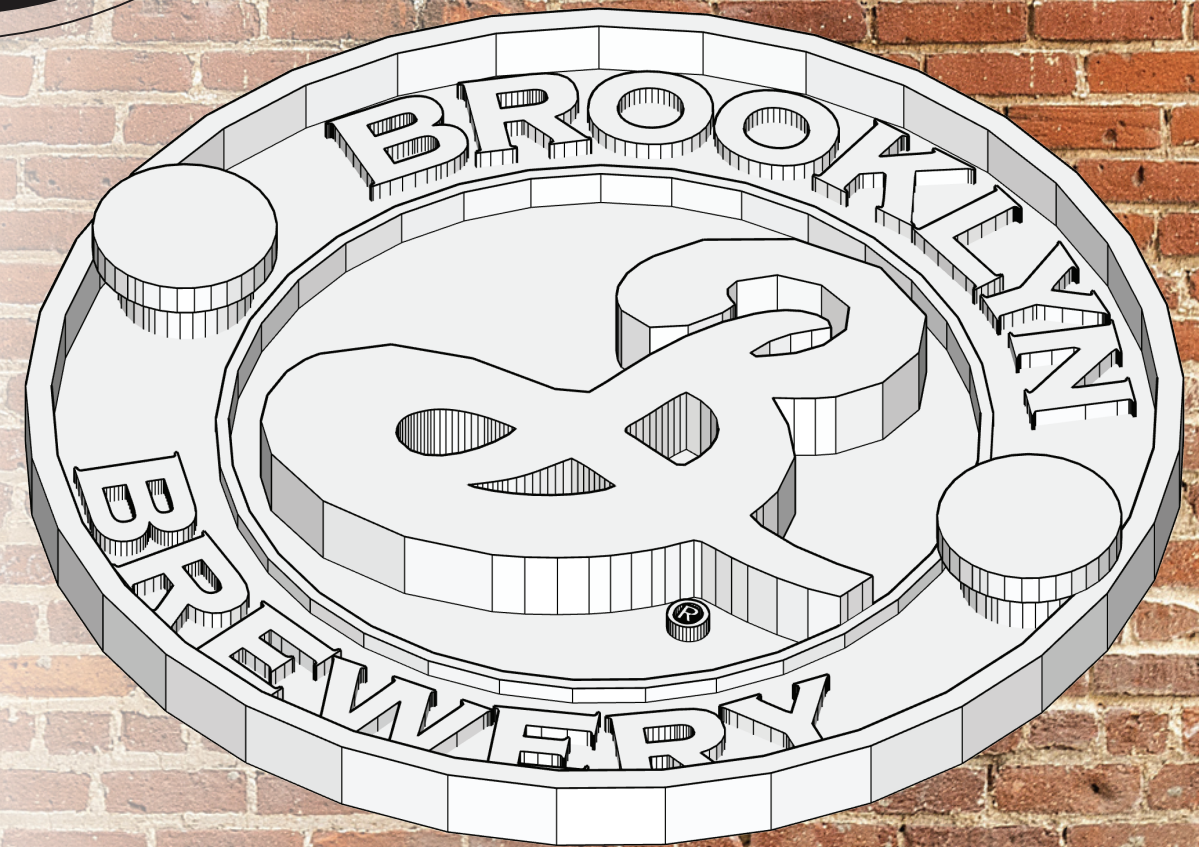
THE WILLIAMSBURG FACILITY AND TASTING ROOM FOR BROOKLYN LAGER DESIGNED BY THE JAMES BEARD AWARD WINNER, BREWMASTER, GARRET OLIVER, OPENS, HOLDING THE ATTENTION OF “JOURNALISTS, NEIGHBORS, AND BEER FANS”.

BROOKLYN LAGER STARTS TO BE SHIPPED INTERNATIONALLY, BEING SHIPPED TO TOKYO WHERE THEIR BEER WOULD BE SOLD INTERNATIONALLY FOR THE FIRST TIME IN 1989. IT IS NOT LONG AFTER THAT THE BROOKLYN LAGER IS AVAILABLE AROUND THE WORLD.

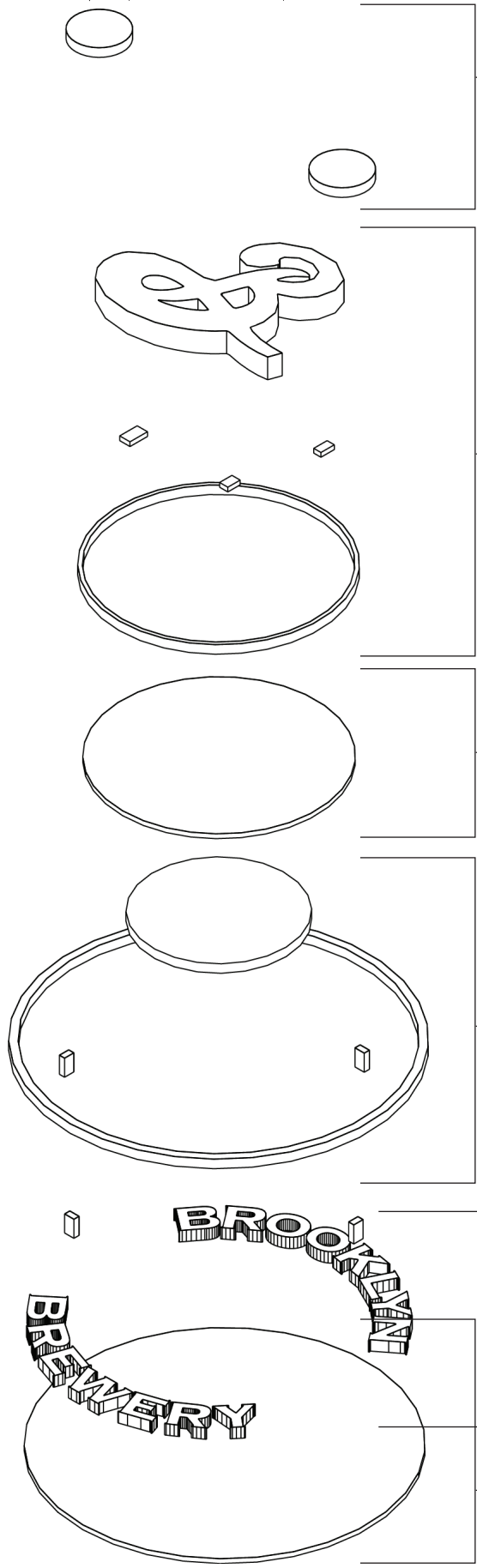


[BROOKLYNBREWERY.COM](http://BROOKLYNBREWERY.COM)

# SKETCHES | SKETCH UP



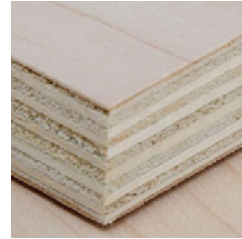
# FILE BREAKDOWN | MATERIALS



**PINE PLYWOOD**



**MAPLE PLYWOOD**



**HARDBOARD**



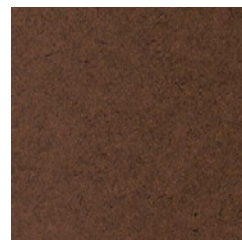
**MAPLE PLYWOOD**



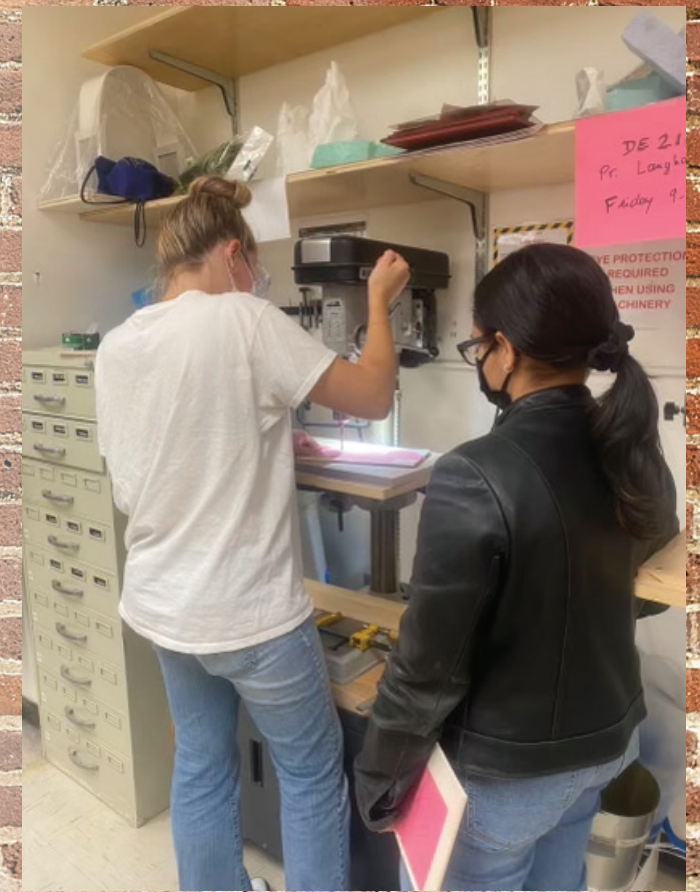
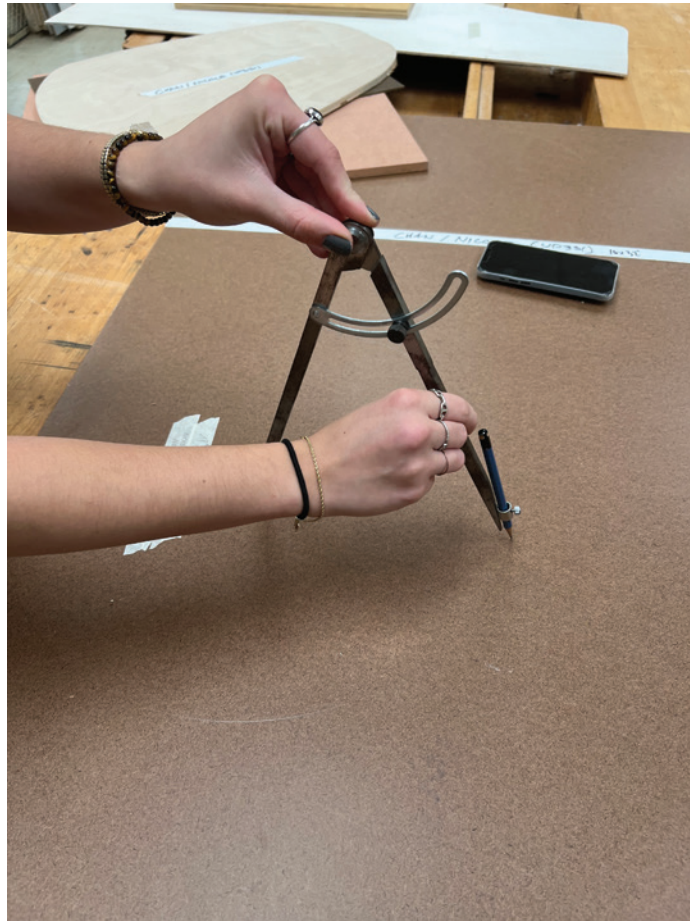
**LUAN**



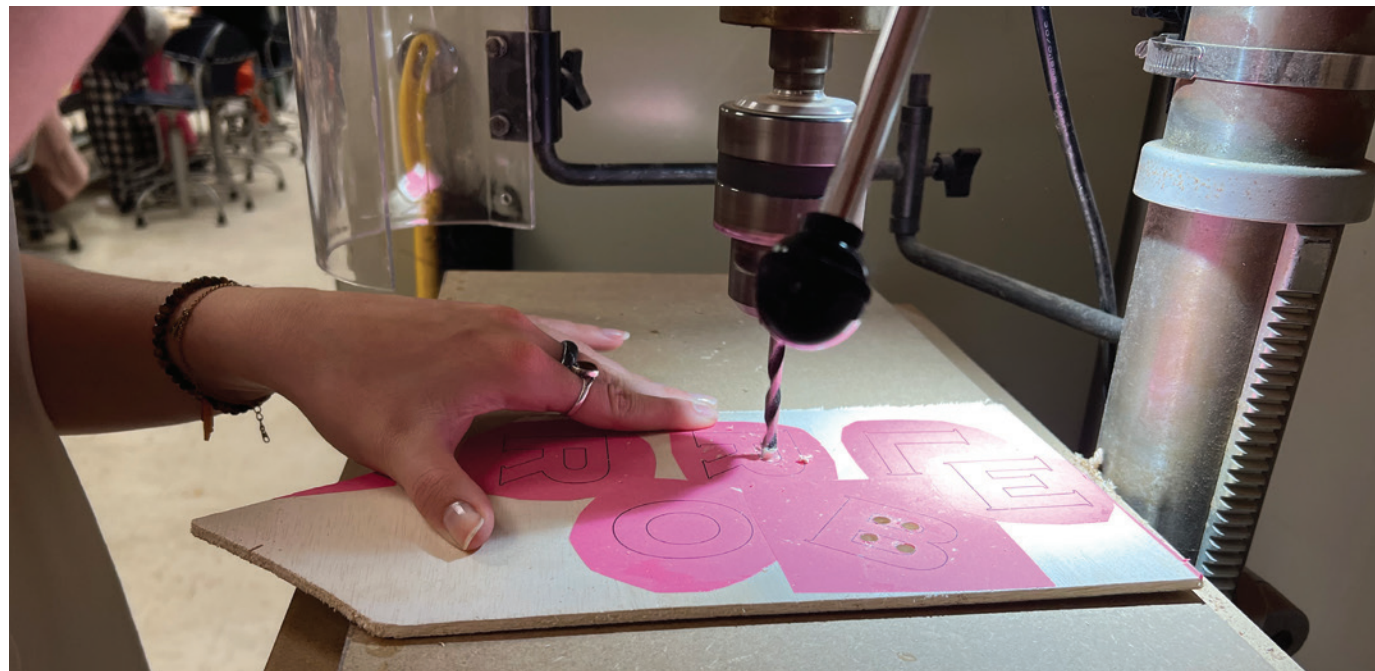
**HARDBOARD**



# PROCESS PHOTOS



# PROCESS PHOTOS





FINAL



# MODEL IN ENVIRONMENT

