



Brand Strategy

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Sponsorship Opportunity

HIGHBROW

Beer for cultured people who enjoy conversation.



Challenge

TDH Brewing is a fresh new company. Their young age has allowed them to innovate- to be free from corporate dogma and restrictive traditional practices. They have lots of fresh, unconventional ideas and are sophisticated; yet, young, flexible, and innovative. They understand their target audience because they *are* their own target audience.

The brand exists to satisfy the niche market of the urban, intelligent and social. It is a high quality beer that's taste is enlivening. It is consumed in a social atmosphere where it is accompanied by stimulating conversations and progressive attitudes. In terms of the marketplace the beer is viewed as somewhat avant-garde, its target is a small and it does not aim to be consumed by the larger general populous. It is somewhat of an elitist brand that doesn't use the "cheap" ploys that more mainstream beers do.

HIGHBROW



Highbrow label

Brand Elements

The name HIGHBROW was chosen as it represents the highly cultured intellectual who exudes distinctive and stylish elegance.

The mark represents the class and sophistication that HIGHBROW signifies. Its main elements include an uppercase H in the University Roman Font. The letter is entwined with an embellishment that references the ornate beauty of a chandelier.

The logotype is comprised of the romantic University Roman font but features an uppercase "H" set in Chopin Script typeface. The logotype is further enhanced by a "cocked brow" which is situated over the "O" in HIGHBROW. The logo and label are set in stark black and white contrasting colors.

The primary typeface chosen to communicate the HIGHBROW voice is Bell MT because of its easy readability, its feminine connotation and romantic elegance. Using this font across all graphic communications, will provide a clear and recognizable brand voice.



Tag Line

The Concept

Beer for the sophisticate.

Beer for the intelligent, the chic, and the urbane. Highbrow speaks for the type of person that drinks it. It tastes great and is made with consideration, using the most innovative processes and best quality ingredients.

Black and white Haute Couture
architectural clean lines
feminine embellishment **Sex**
Elegance Sophistication



"Highbrow is more than an invigorating beverage, it is a declaration of self; it is a stylish accessory. Its drinkers belong to an elite unspoken club. They are smart in the intellectual sense, they dress with careful attention, and they enjoy the fine things in life."