**Front Lawn Brewing: Concept**

Well known as one of Australia’s favourite times and locations for a nice cold beer. What goes down better than a beer after mowing the lawns and spending an afternoon in the garden…? What tastes better than enjoying that beer on a warm Spring / Summer night marvelling at your beautiful front lawn. Hard to top this as one of Australia’s favourite occasions and locations for enjoying a brew

**Why Front Lawn?**

The front lawn has for a long time been the pride of homeowners and the first impression of your home. Judgement tends to happen before people get to the front door of the house guided by the front lawn. Keeping a well presented and desirable front lawn environment will often mean more of the same behind it.

Front Lawn Brewing therefore illudes to the fact that behind the façade of the initial offerings will be more great tasting, well put together beers that will be pleasurable, easy on the eye and consistently well curated. **Hence we need a logo / design that gives that strong first impression appeal.**

**3 words that describe the brand:**

Front Lawn Brewing – Precision, Pride, Passion