

## Logo Design Brief

**Name:** TRIPLE 12 BREWING

**Industry:** Craft Beverages (Beer Brewing / Liquor Distilling)

**Location:** Middletown, Odessa, Townsend, Smyrna

<http://instagram.com/triple12brewing>

Lower Case 't'. Symmetrical,  
representative of brand and  
repeated on hats, shirts, tap  
handles, etc.

Clean, Simple font

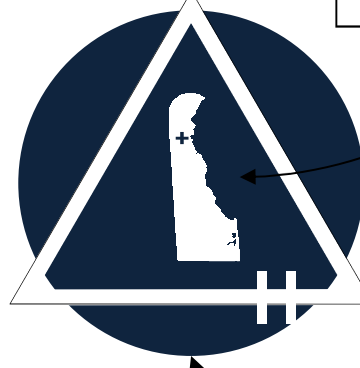


Combination 'R' and '12'.  
Central to the brand and  
repeated on hats, shirts,  
website, etc.

Integrated '12'

Bottle Cap Logo  
Triangle and 2 lines represent  
Greek numeral for '12'  
Central to the brand and  
repeated on hats, shirts,  
website, etc.

Looking for a 'less-  
formal' state of  
Delaware graphic.  
Lower case 't'  
identifying location



Circle optional  
(represents bottle  
cap)

# Examples of Core Logo

For use on bottles, kegs, glassware



# Examples

(Combination logos for use on merchandise)

