

SHIPWRECK

A RE:BRAND GUIDE



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HISTORY

Built in 1882 by George Barringer, the bar that is now Shipwreck was constructed to serve the growing number of lumberjacks, sailors, and travelers. Originally named the Kewanee house, it was expanded in 1904 to include guest rooms and a full dining area. Back then, a meal and room cost only 20 cents. It operated as such under various owners until 1912 where it was then renamed the Harbor Inn.

In the 1920s, Door County became a favorite retreat for gangster, Al Capone. The Tunnels that ran underneath the building and all over Egg Harbor made the Harbor Inn a very attractive hiding spot for Capone. These tunnels that are now closed for safety reasons were caves that originated from the Ottawa Indian Tribe by the Chief Tecumseh; who used them for quick getaways from other tribes. Rumor has it those who crossed Capone, including two IRS agents, were shown these tunnels and were never seen again. This shadier era in Shipwreck's history ended in 1931 with Al Capone's arrest.

After a few more ownership changes, the Harbor Inn landed in the hands of Verna and Maurice Moore, who operated the Inn (now Murphy's Harbor Inn) from 1945 to 1975. Finally, in 1997, the current owners purchased the building and reopened it as Shipwreck..



The Kewanee House, 1910



OUR BRAND'S STORY

Shipwreck Brew Pub prides itself on delivering nothing but 100 percent hand-crafted Door County beers. With several year-round and seasonal brews offered, brewmaster Rich Zielke is able to produce 1,100 barrels – or 34,100 gallons of beer a year!

It all starts with our mash ton, where we add malted barley to water. This helps bring out the fermentable sugars in the grain. While that sits, we then pump that into our brew kettle – which is one big boiling pot. There, everything is boiled down to sterilize the wort (extracted liquid).

At this point we add in our hops, with only the finest ones going into our beers. Depending on the beer, the hops can range from the Chinook & Mt. Hood hops in our Door County Cherry Wheat and IPA to the Willamette hops which goes into our Peninsula Porter.

The wort is then cooled down to a temperature which the yeast can tolerate. Then, it's moved into our 600 gallon fermenters where we add the yeast. The sterilized wort becomes food for the yeast for the next 10 days. The result – the alcohol comes out, the liquid is run through filters, and then our beer is ready to be tapped into your pint glass. Finally, all that's left is to sit back and enjoy that cold, crisp Shipwreck craft brew!



Shipwreck Brew Pub, May 2016

OLD BRAND



SWOT ANALYSIS

STRENGTHS:

- Has many target audiences to cater towards (tourists, millennials, believers of supernatural)
- Brews and packages their own craft beer for distribution
- Decent brand loyalty already established
- With their business just having a grand re-opening; perfect opportunity for a re-brand.

OPPORTUNITIES:

- New rebrand will allow for many line extensions. (Can have a gift shop with "Shipwrecked" brand merchandise. Think the Cracker Barrel Store.)
- Will be able to market their products and brand name in many different ways.
- Can branch out to different locations in other states.

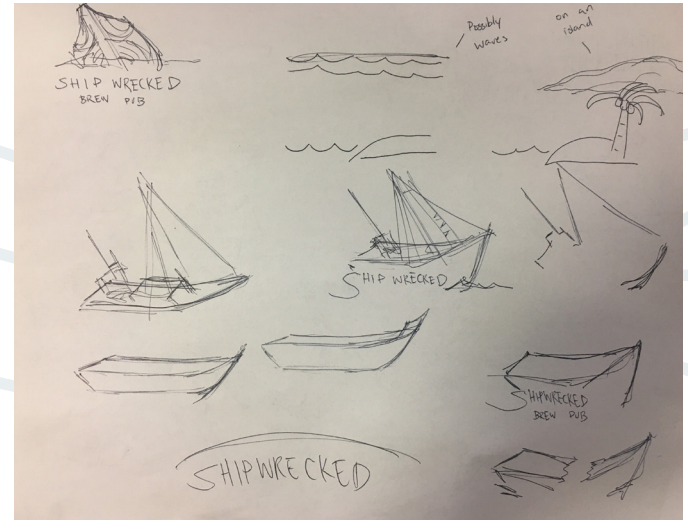
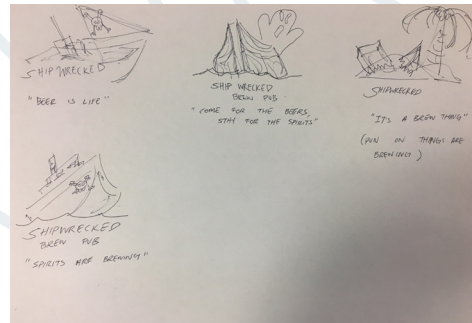
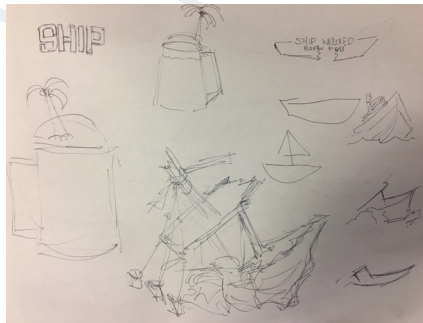
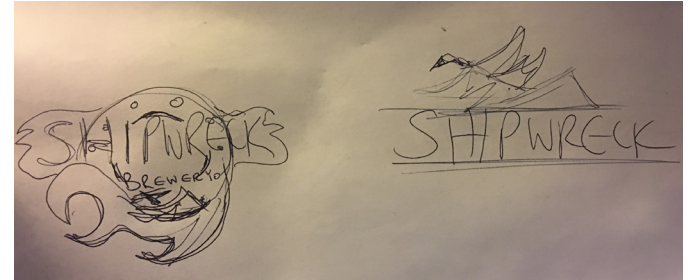
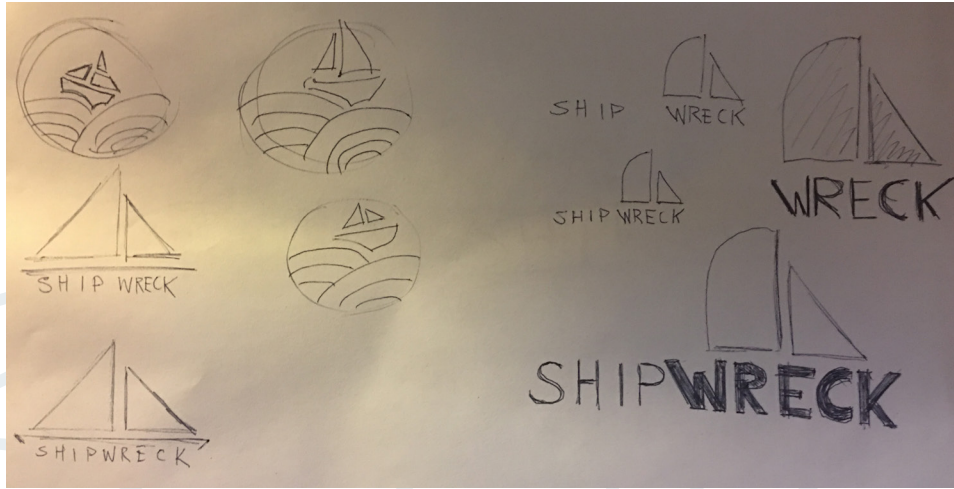
WEAKNESSES:

- Social media presence is severely lacking.
- May have to cater towards a new target audience upon re-brand.
- Craft beers do not have anything unique that differentiates them from competitors.

THREATS:

- Located in Wisconsin, the state most known for their beers and spirits.
- Too similar to other micro breweries that are popping up.

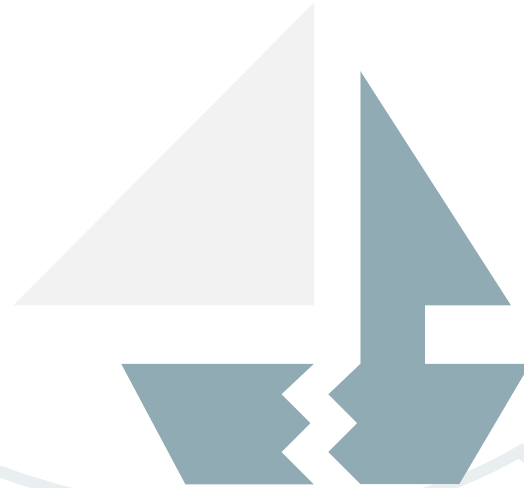
SKETCHES



RE:BRAND



CURRENT LOGO



SHIPWRECK

— BREW PUB —

RE:BRANDED LOGO

TARGET AUDIENCE:

Shipwreck's target audience are trendy hipsters that enjoys discovering and drinking new craft brews, millennials with a disposable income that like to travel, and believers of the supernatural. After the rebrand, Shipwreck has a much more contemporary feel to it. Not only do they offer premium craft brews with sleek, minimal design, but now they have a story for each of the brews, which creates a history behind the brewery that both local and out of state consumers can build upon and relate to.

CHALLENGES:

- Lacked or had very poor social media presence
- Nothing to differentiate Shipwreck craft brews from the competition.
- No advertising or marketing
- Needed a niche to set them aside from the rest of the competition.
- No updated social media outlets.

SOLUTIONS:

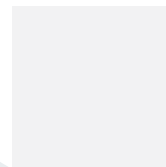
- Craft brews will be marketed as a premium craft using sleek and minimal designs.
- Social media outlets will be consistently updated to maintain and generate engagement with target audience.
- This will help to generate a message to the consumer that when they purchase or drink Shipwreck, they know with confidence, it is a premium product.



COLOR PALETTE

MAIN COLORS:

SAILOR'S WHITE



C/M/Y/K - 4/3/2/0
R/G/B - 242/242/243
HEX # - f2f2f3

SEAGREEN BLUE



C/M/Y/K - 46/24/25/0
R/G/B - 144/171/179
HEX # - 90abb3

SECONDARY COLORS:



BAY YELLOW

C/M/Y/K - 6/9/100/0
R/G/B - 244/217/13
HEX # - f4d90d

C/M/Y/K - 46/24/25/0
R/G/B - 144/171/179
HEX # - 90abb3



COPPER RED

C/M/Y/K - 0/85/75/0
R/G/B - 238/77/69
HEX # - ee4d45

C/M/Y/K - 66/65/52/38
R/G/B - 76/69/77
HEX # - 4c454d



PORT GREEN

C/M/Y/K - 67/16/78/2
R/G/B - 95/162/100
HEX # - 5fa264

C/M/Y/K - 16/17/52/0
R/G/B - 218/200/140
HEX # - dac88c



FONTS

HEAD
LINE

&

SUB
HEAD
FONT

RALEWAY BOLD

A a B b C c D d E e F f G g H h I i J j K k
L l M m N n O o P p Q q R r S s T t U u
V v W w X x Y y Z z
0 1 2 3 4 5 6 7 8 9 & @

KANIT LIGHT

A a B b C c D d E e F f G g H h I i J j K k
L l M m N n O o P p Q q R r S s T t U u
V v W w X x Y y Z z
0 1 2 3 4 5 6 7 8 9 & @

**BODY
COPY
FONT**

DIN CONDENSED BOLD

A a B b C c D d E e F f G g H h I i J j K k

L l M m N n O o P p Q q R r S s T t U u

V v W w X x Y y Z z

0 1 2 3 4 5 6 7 8 9 & @



MOCKUPS





MOCKUPS





CONCLUSION

GOING FORWARD:

Shipwreck Brew Pub is the premium craft brewery of Egg Harbor, Wisconsin. Shipwreck Brew Pub prides itself on the following:

- Each of their premium craft brew are created with a rich yet crisp, bold, unique flavor.
- Tourist hot spot with decades of supernatural lore and history behind the brewery.
- High quality customer service that's guaranteed to have the consumers coming back for more.

When people come to Shipwreck Brew Pub, they come for the craft brews and experience, but they stay for the stories and lore.



