

WHITBREAD PLC

BRIEF

Create a name and design an identity for this specialist beer importer division of Whitbread PLC.

TONAL GUIDELINES

Authentic, established.

SOLUTION IN BRIEF

The onomatopoeic word glug was used. Visually, a 'dictionary' definition of the word glug was executed and carried by an 'import stamp' device. Authentic materials were employed for visual appeal as well as being cost effective to produce.

RESULTS

Hogarden has become a household name in the continental lager market and Glug has diversified into other food and beverage market areas.



Glug[®]
specialist beer importers

FOR MORE DETAILS ON THIS CASE STUDY
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