ContentCreations
Human Insights | Digital Solutions

BRAND IDENTITY

DAVE THE BARTENDER

SHAKEN AND STIRRED

Dave has always been at home in the kitchen—cooking from the cuff with no recipe, and concocting unusual flavor combinations. He brings this same daring to libations, where he enjoys adding his own craft twist to some classics and formulating his own craft original cocktails.

The Issue

Dave is a popular bartender at a local karaoke bar who dreamed of running his own business. While Dave mixes a mean cocktail, especially when shaking things up with his own signature drinks, he felt like his popularity behind the bar was holding him back from building his own business.

Dave needed help envisioning how he could build an identity for his business around his "Dave the Bartender" moniker.

How We Helped

Getting to know Dave, Content Creations quickly learned that his real passion is creating his own unique craft cocktails. A fresh take on classic drinks, including cooking up his own syrups and bitters to craft the exact flavor, is Dave's specialty.

Armed with an understanding of how Dave wanted his audience to perceive him, we were able to develop a visual identity system, including logo design, to support Dave's brand. Brand guidelines outline how to use the logo, color, typography and imagery to support a consistent and cohesive visual representation of "Dave the Bartender."

The visual identity has been applied across Web, Social and Print platforms that highlight Dave's craft cocktail recipes to help imprint Dave the Bartenders brand identity on his audience.

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