



**BIG
LUG**
BREWING CO.

CAN DESIGN - PIRATE CAT

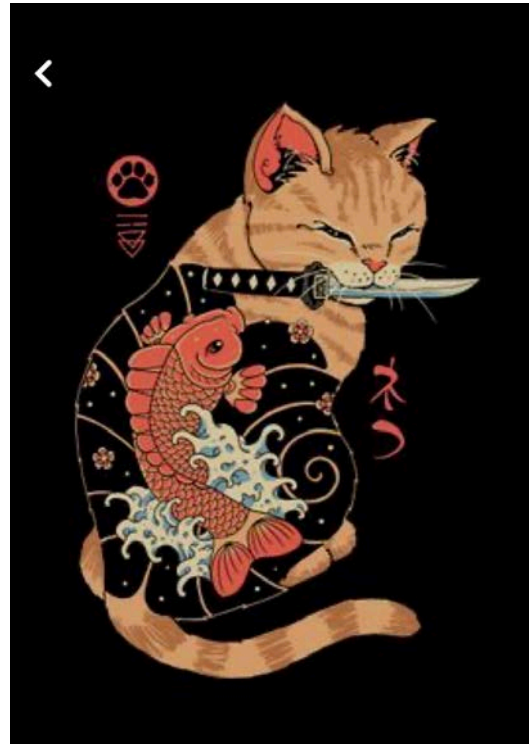
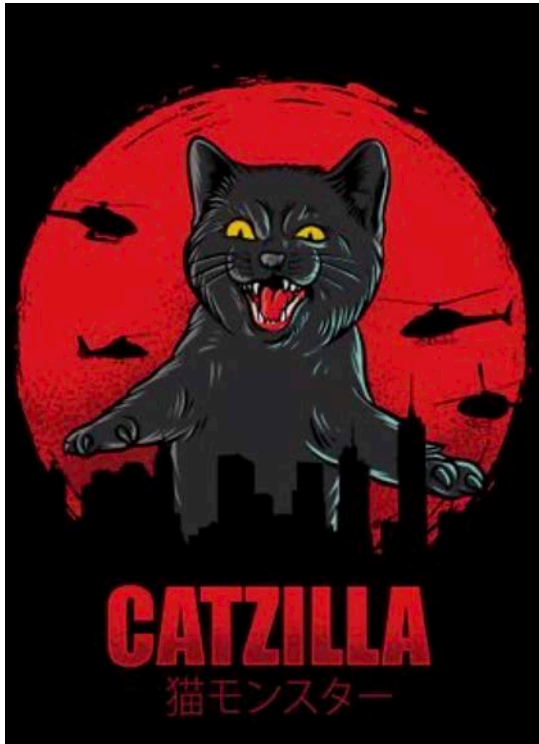
BIG LUG BREWING CO. CAN DESIGN - PIRATE CAT

MAYOR OF THE MONON



A PIRATE'S LIFE FOR MEOW

DESIGN INSPIRATION



CONCEPT #1 - TREASURE HOARD



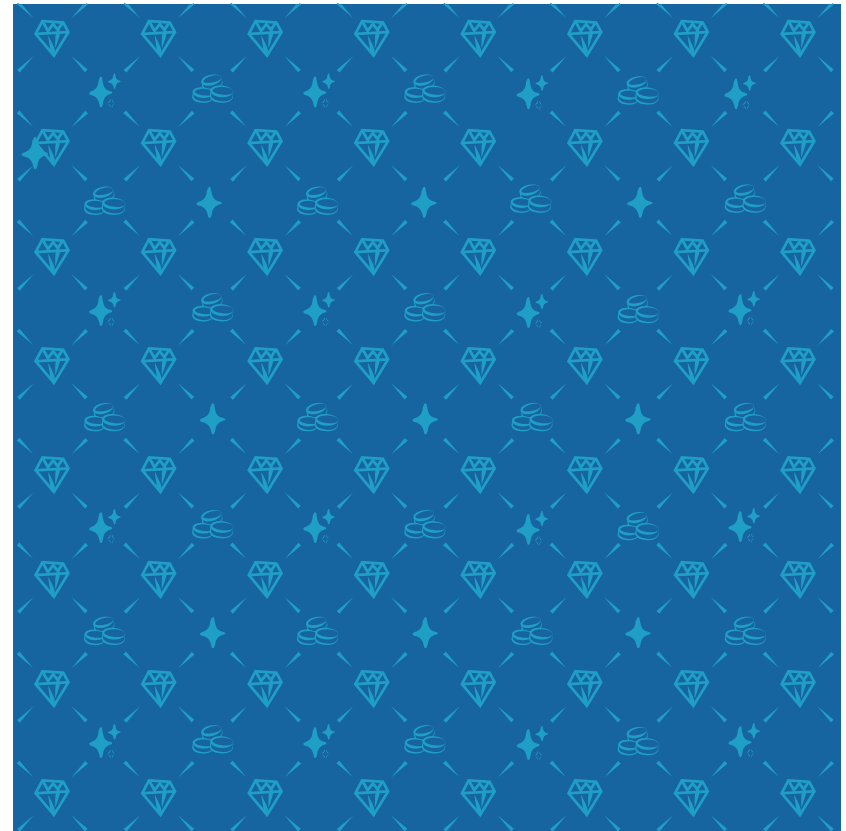
CONCEPT #1 - TREASURE HOARD

BEER ICON



- Markings and GPS tracking collar to resemble the real pirate cat
- Sitting on a pile of coins, jewels, and skulls to represent pirate treasure
- Out of all the concepts, this option portrays Pirate Cat in the most friendliest poses.

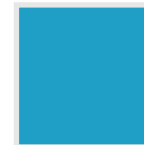
BEER PATTERN



PRIMARY COLOR



SECONDARY COLOR

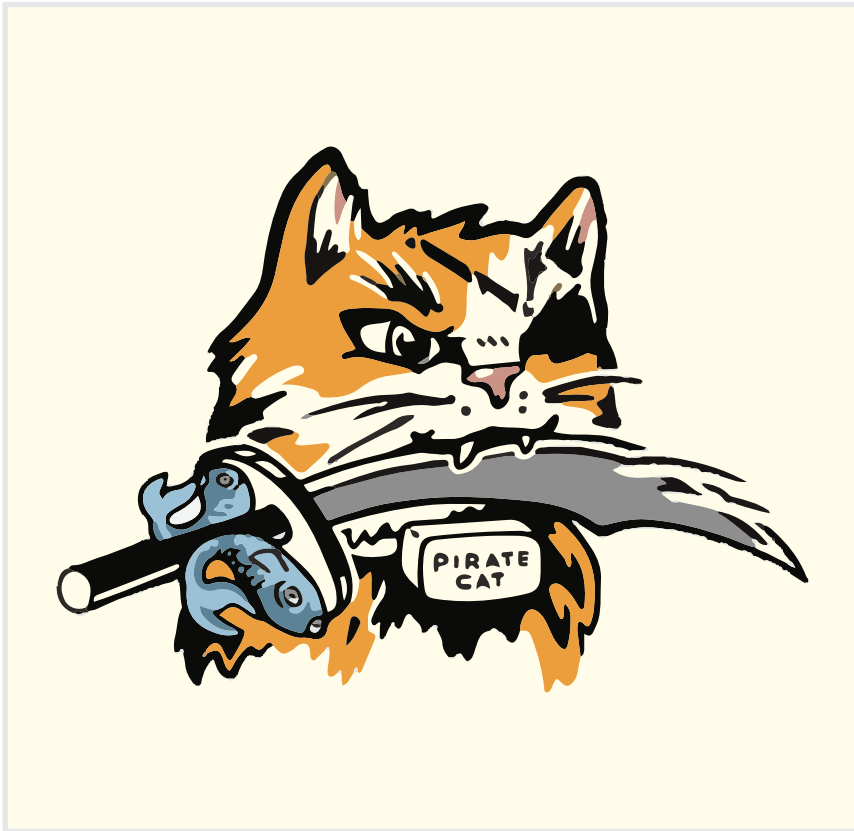


CONCEPT #2 - SARDINE SWORD

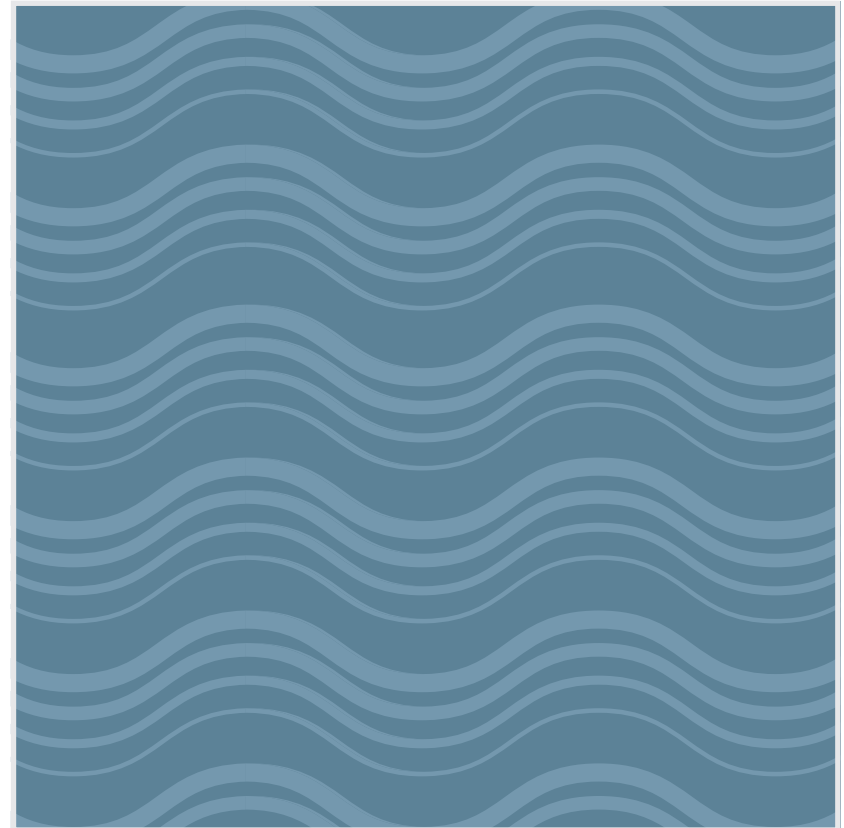


CONCEPT #2 - SARDINE SWORD

BEER ICON



BEER PATTERN



- Markings and GPS tracking collar to resemble the real pirate cat
- Sword and pose = pirates

PRIMARY COLOR



SECONDARY COLOR

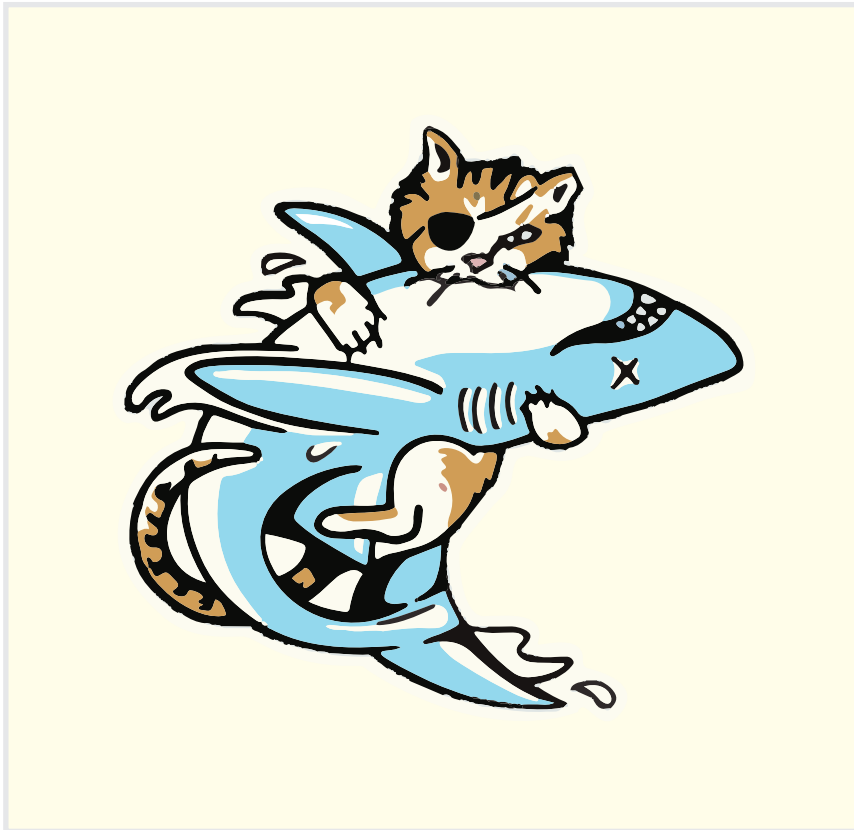


CONCEPT #3 - SHARK CONQUEROR



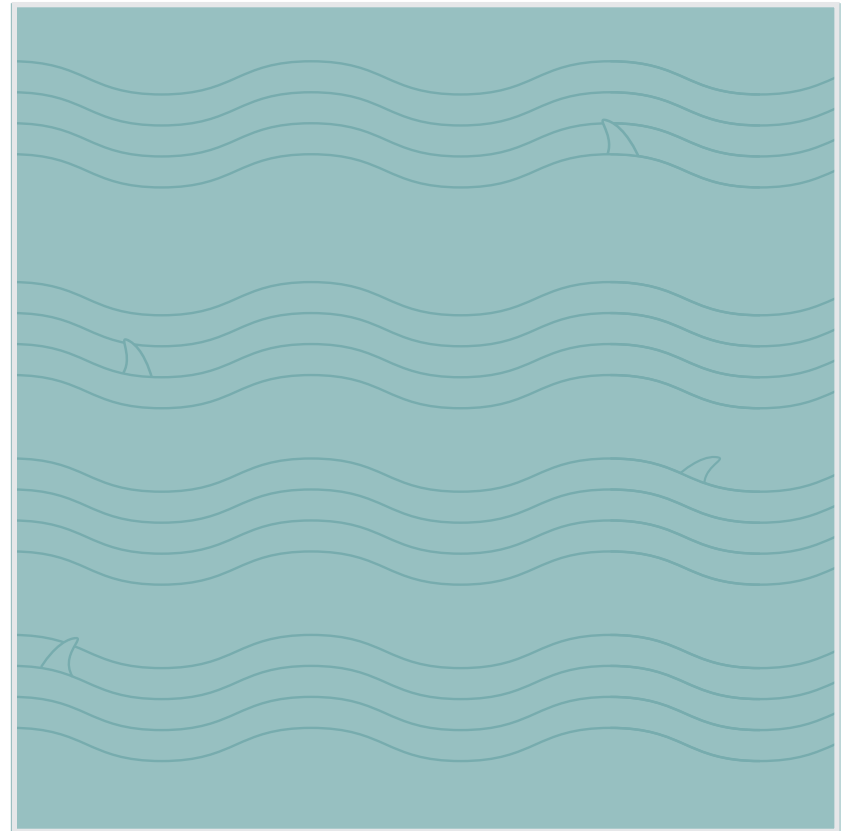
CONCEPT #3 - SHARK CONQUEROR

BEER ICON



- Markings resemble the real pirate cat
- Pose = stereotype that cats like fish
- Eye patch = pirate

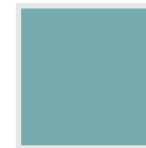
BEER PATTERN



PRIMARY COLOR



SECONDARY COLOR



CONCEPT #4 - CAP'N SALMON



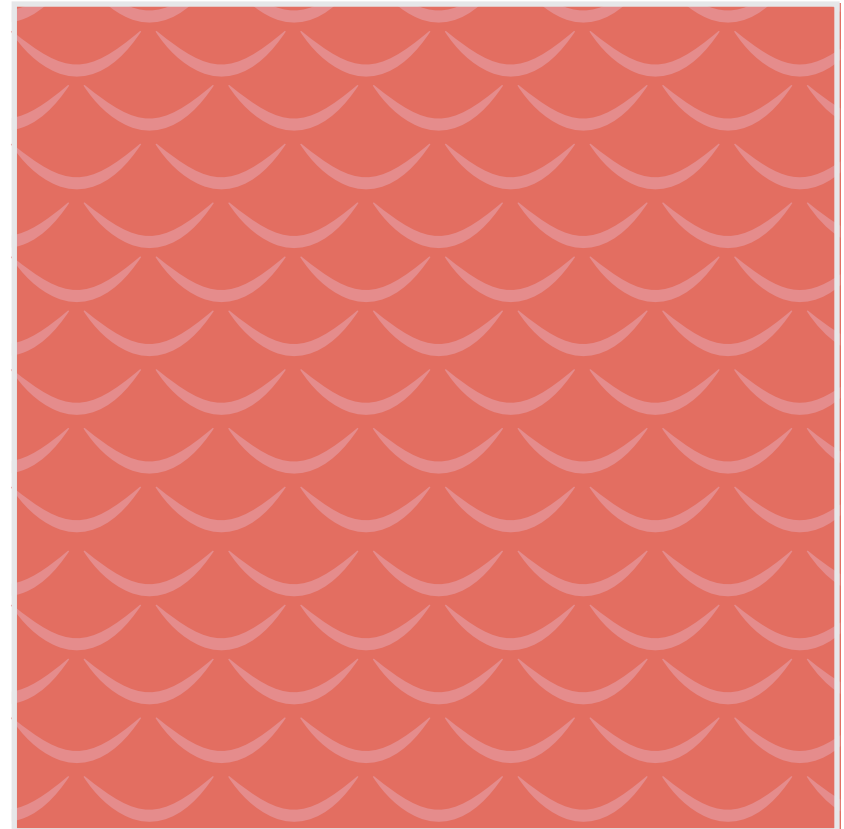
CONCEPT #4 - CAP'N SALMON

BEER ICON

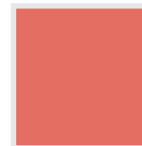


- Markings and GPS tracking collar to resemble the real pirate cat
- Hat = pirate
- Fish = stereotype that cats like fish

BEER PATTERN



PRIMARY COLOR



SECONDARY COLOR



CONCEPT #5 - FELINES > FISH



CONCEPT #5 - FELINES > FISH

BEER ICON



- Markings and GPS tracking collar to resemble the real pirate cat
- Eye patch = pirate
- Fish = stereotype that cats like fish

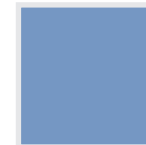
BEER PATTERN



PRIMARY COLOR



SECONDARY COLOR



CONCEPT COMPARISON - MOCKUPS

TREASURE HOARD

SARDINE SWORD

SHARK CONQUEROR

CAP'N SALMON

FELINES > FISH



CONCEPT COMPARISON - ICONS



TREASURE HOARD

SARDINE SWORD

SHARK CONQUEROR

CAP'N SALMON

FELINES > FISH