



**BIG
LUG**
BREWING CO.

CAN DESIGN - LUCHA LIMA

BIG LUG BREWING CO. CAN DESIGN - LUCHA LIMA

THE SALT LIME PALE ALE

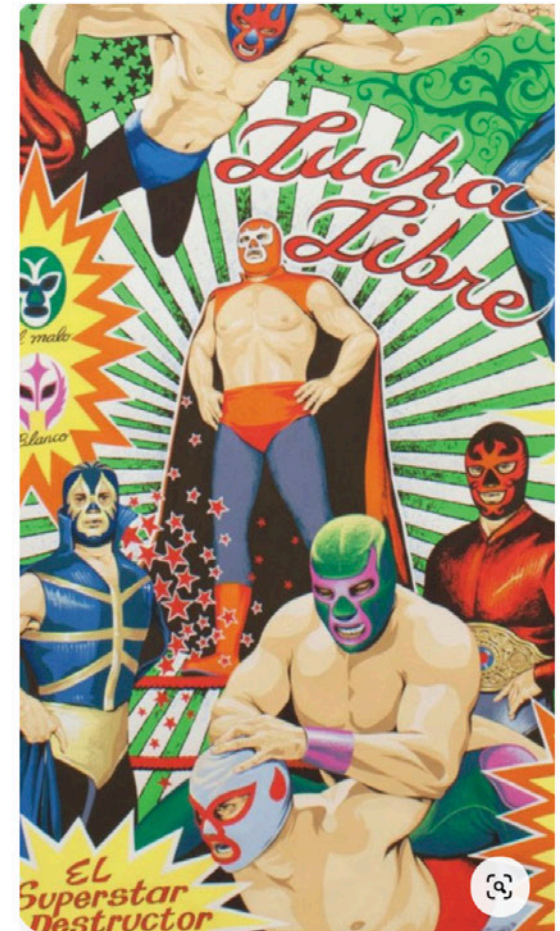
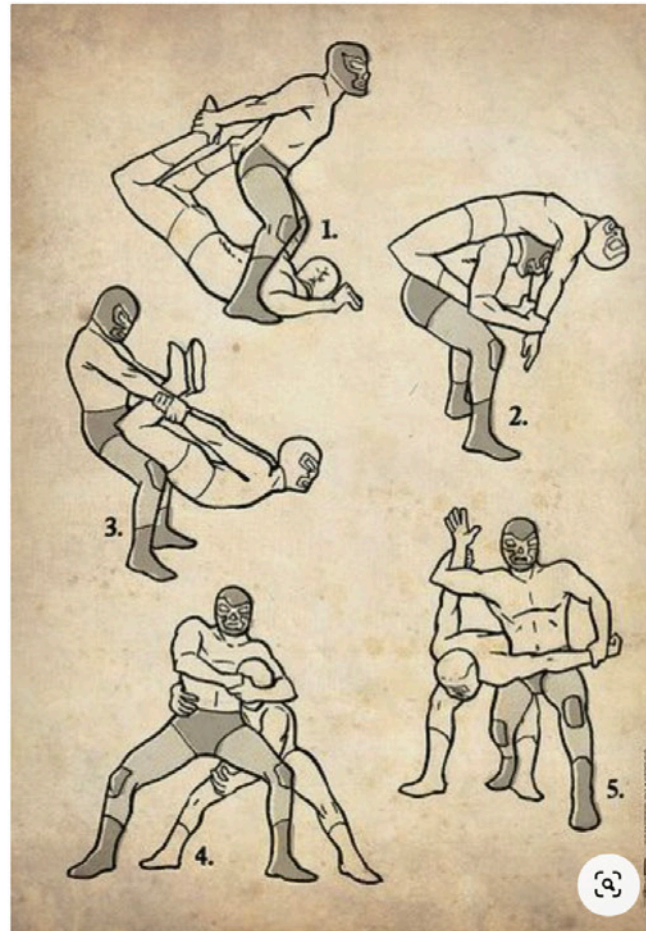
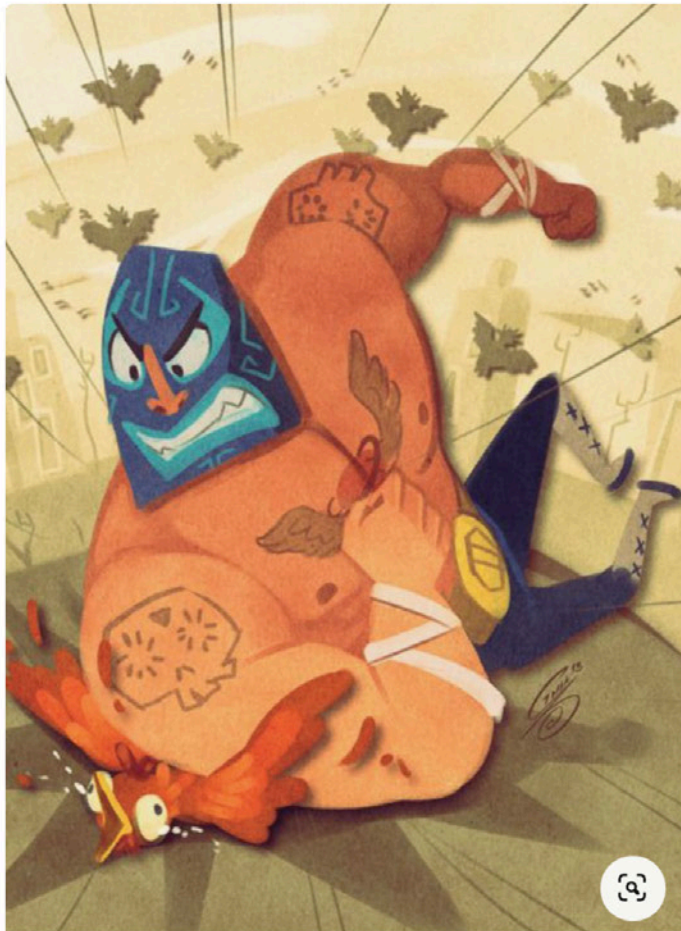
FIGHT FOR WHAT YOU WANT.

LUCHA LIMA. SALT LIME PALE ALE.



PREVIOUS BEER BRANDING

DESIGN INSPIRATION



CONCEPT #1 - CITRUS BODY SLAM



CONCEPT #1 - CITRUS BODY SLAM

BEER ICON



BEER PATTERN



PRIMARY COLOR

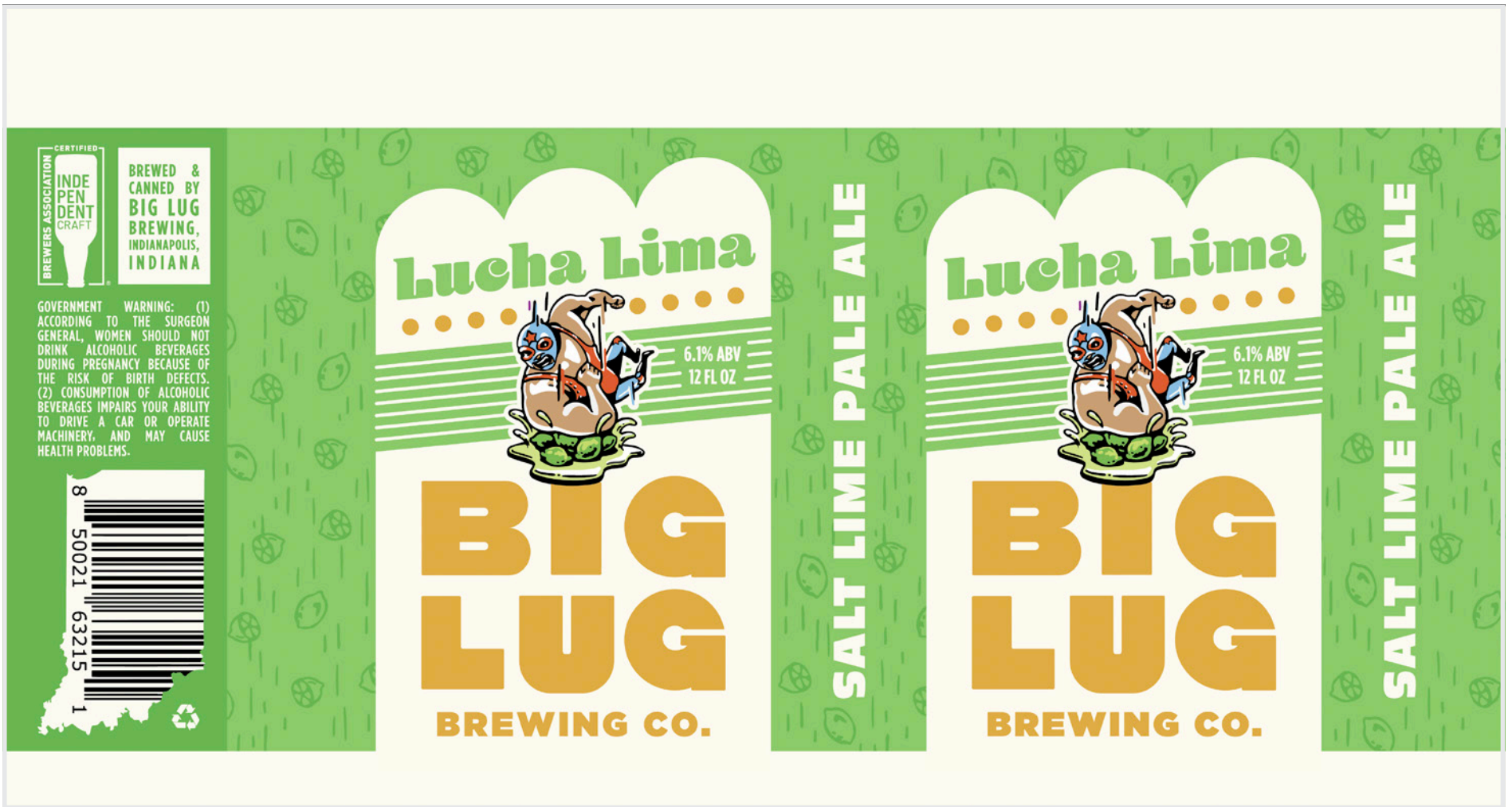


SECONDARY COLOR



CONCEPT #1 - CITRUS BODY SLAM

BEER LABEL



CONCEPT #2 - ULTIMATE SQUEEZE



CONCEPT #2 - ULTIMATE SQUEEZE

BEER ICON



BEER PATTERN

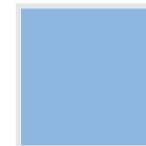


- LIME SQUEEZED IN A HEAD LOCK
- STAR PATTERN TO RESEMBLE KNOCK-OUT STARS AND MATCH THE STAR ON THE WRESTLING MASK.

PRIMARY COLOR



SECONDARY COLOR



CONCEPT #2 - ULTIMATE SQUEEZE

BEER LABEL



CONCEPT COMPARISON - ICONS



OKTOBERFEST



PIRATE CAT



ROSE WATER



SCREAMING HAIRY
ARMADILLO



DIÄT PILS



WOODEN TOOTH



KING'S JIVE



THE DUKE



GOAT RANCH



KRISTOFFERSON



SCHAFFERHUND



HONEST WEIGHT



CITRUS BODY SLAM



ULTIMATE SQUEEZE

CONCEPT COMPARISON - MOCKUPS

CITRUS BODY SLAM

ULTIMATE SQUEEZE

