



**BIG
LUG**
BREWING CO.

CAN DESIGN - TOPANGA

BIG LUG BREWING CO. CAN DESIGN - TOPANGA

EVERYONE HAS A FIRST CRUSH



CURRENT CAN DESIGN - DEVELOPED BY CODO DESIGN

CONCEPT #1 - COMPOSITION NOTEBOOK



CONCEPT #1 - COMPOSITION NOTEBOOK

BEER ICON



BEER PATTERN



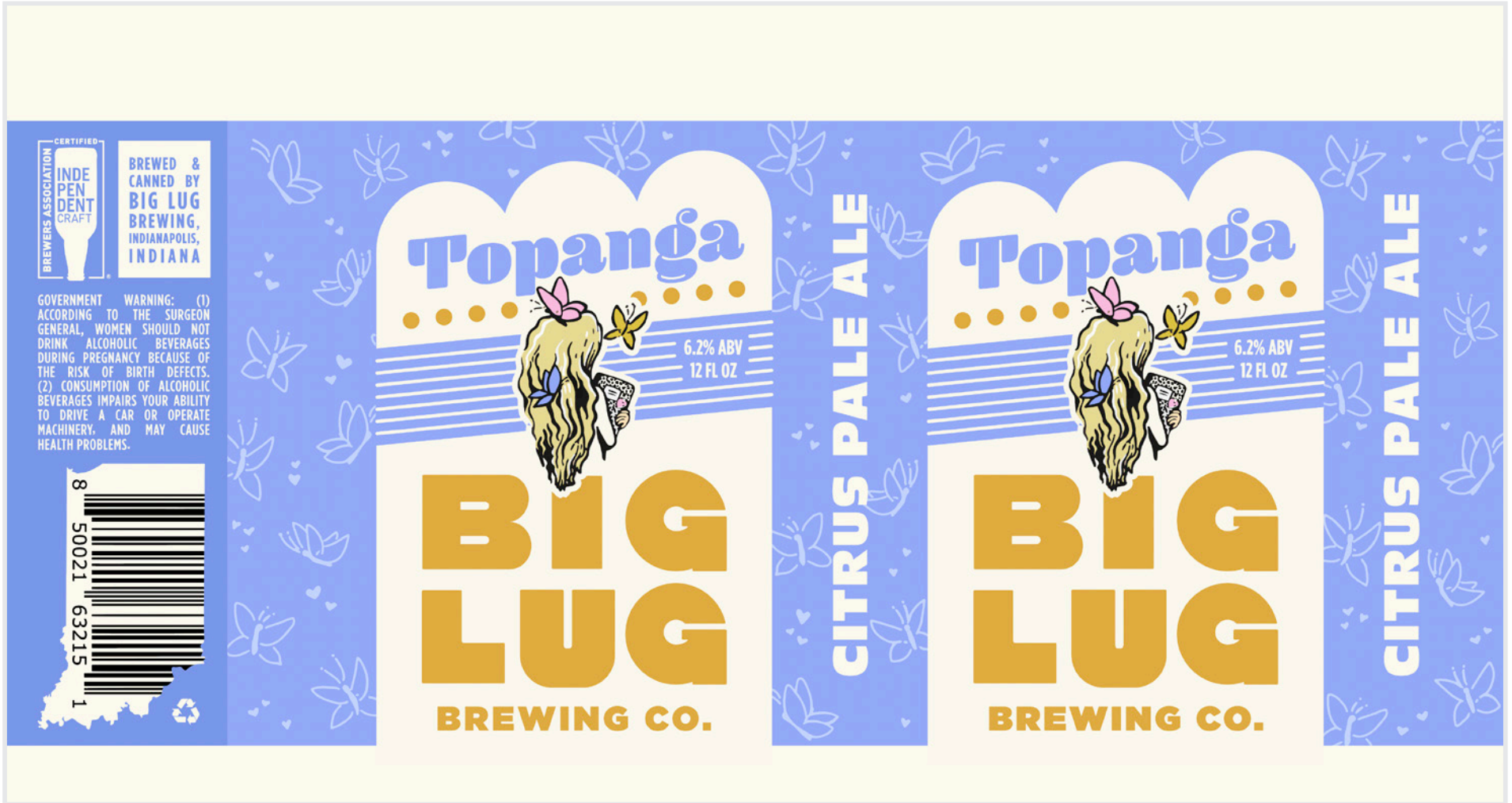
PRIMARY COLOR



SECONDARY COLOR



CONCEPT #1 - COMPOSITION NOTEBOOK



CAN COMPARISON - BIG LUG 2022 CORE LINEUP



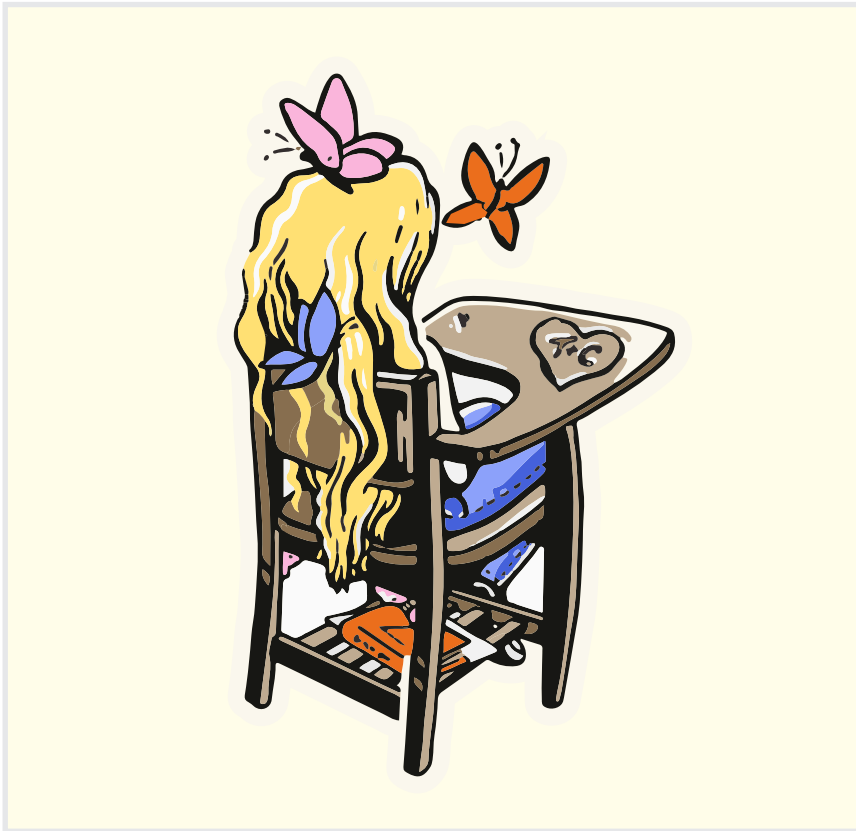
COMPOSITION NOTEBOOK

CONCEPT #2 - ASSIGNED SEATING



CONCEPT #2 - ASSIGNED SEATING

BEER ICON



BEER PATTERN - DEVELOPED BY CODO



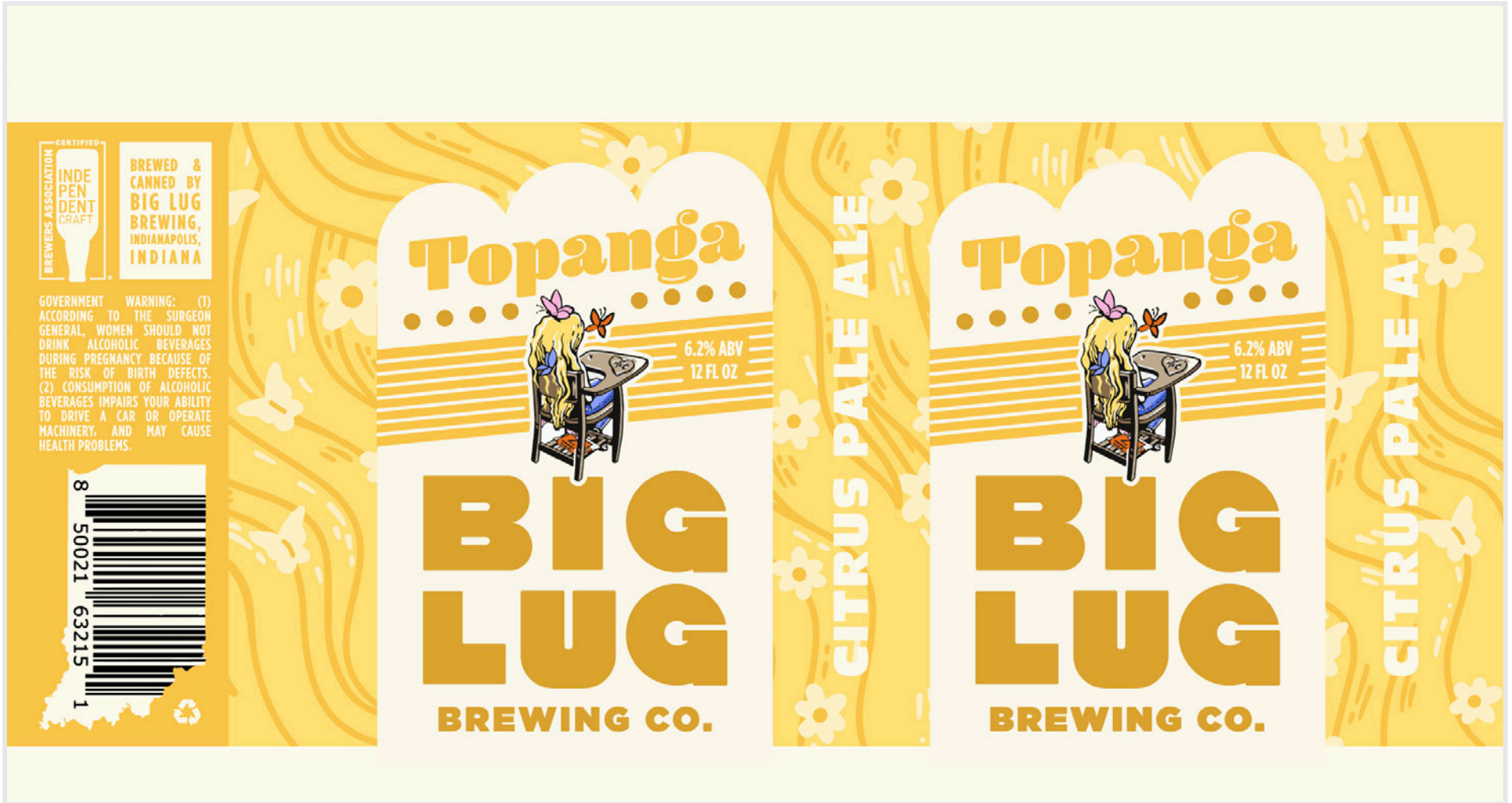
PRIMARY COLOR



SECONDARY COLOR



CONCEPT #2 - ASSIGNED SEATING



CAN COMPARISON - BIG LUG 2022 CORE LINEUP



ASSIGNED SEATING

CONCEPT #3 - DAISY BREATH



CONCEPT #3 - DAISY BREATH

BEER ICON



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

BEER PATTERN



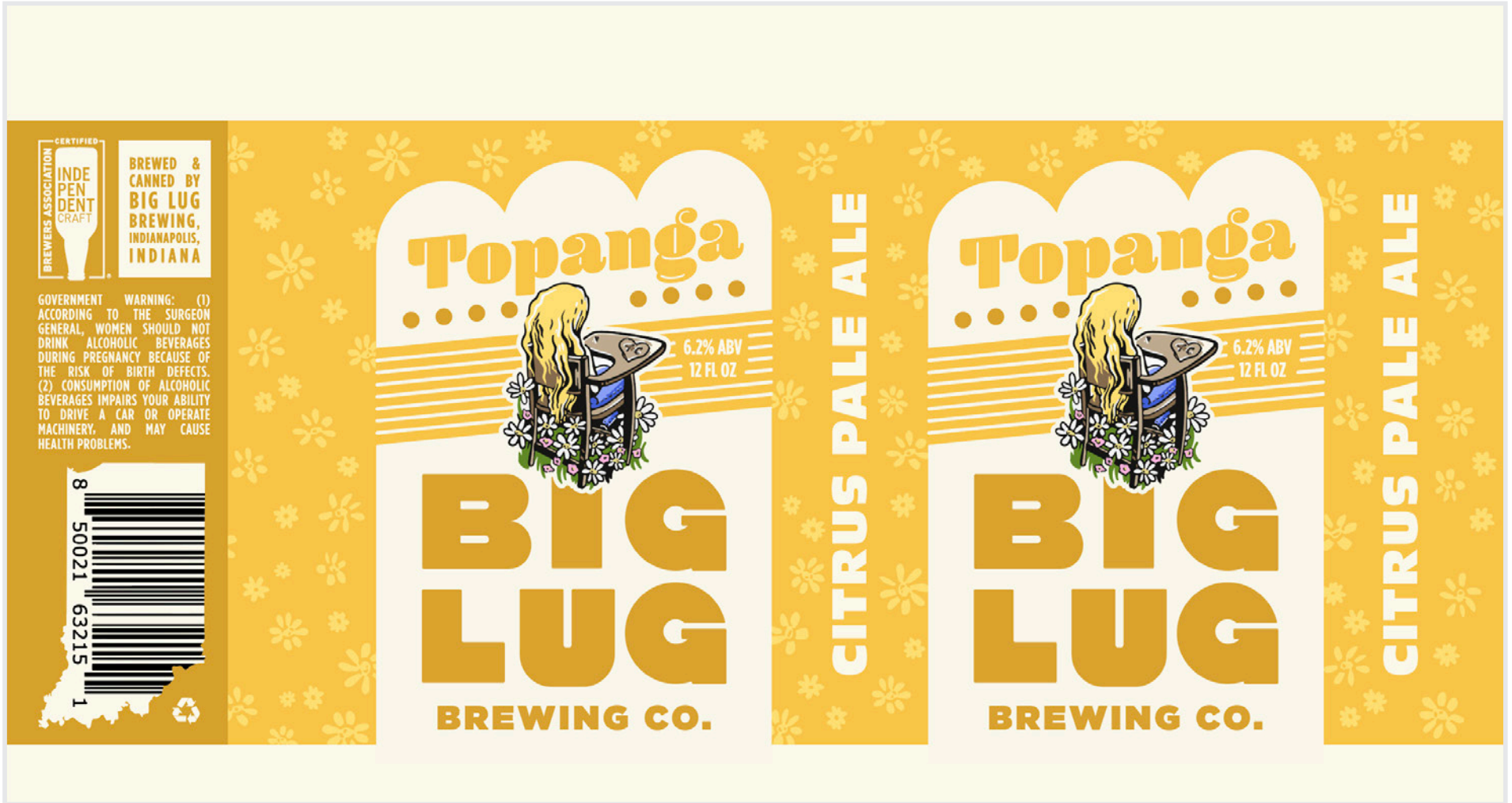
PRIMARY COLOR



SECONDARY COLOR



CONCEPT #3 - DAISY BREATH



CAN COMPARISON - BIG LUG 2022 CORE LINEUP



DAISY BREATH



CONCEPT COMPARISON - MOCKUPS

COMPOSITION NOTEBOOK



ASSIGNED SEATING



DAISY BREATH



CONCEPT COMPARISON - ICONS



OKTOBERFEST



PIRATE CAT



ROSE WATER



SCREAMING HAIRY
ARMADILLO



DIÄT PILS



LUCHA LIMA



KING'S JIVE



THE DUKE



GOAT RANCH



KRISTOFFERSON



SCHAFERHUND



HONEST WEIGHT



COMPOSITION
NOTEBOOK



ASSIGNED
SEATING



DAISY BREATH