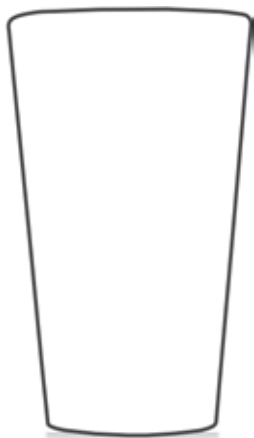




the identity /



beer pint glass



north carolina cityscapes



**DESIGN
FOR
BEER**

campaign message



**DESIGN
FOR
BEER**

PERKINS+WILL



the components /





the components /



coasters



the components /



pretzel necklaces



the components /



t-shirts

the components /



brewery campaign package

campaign interaction /



“Having ‘Beer Time’ in the office has given everyone a chance to slow down and take time to see what projects others are working on. We see it as a time of reconnecting with each other. These are opportunities where new ideas can flow, resulting in big things both internally, and externally.” *-Jeff Yelton, Sr. Project Manager*

campaign interaction /



“Luckily we were paired with Perkins+Will for the [Hops for Hope] event. Though we knew little about one another when our team first assembled, we quickly became not only teammates, but friends.”

-Gizmo Brew Works