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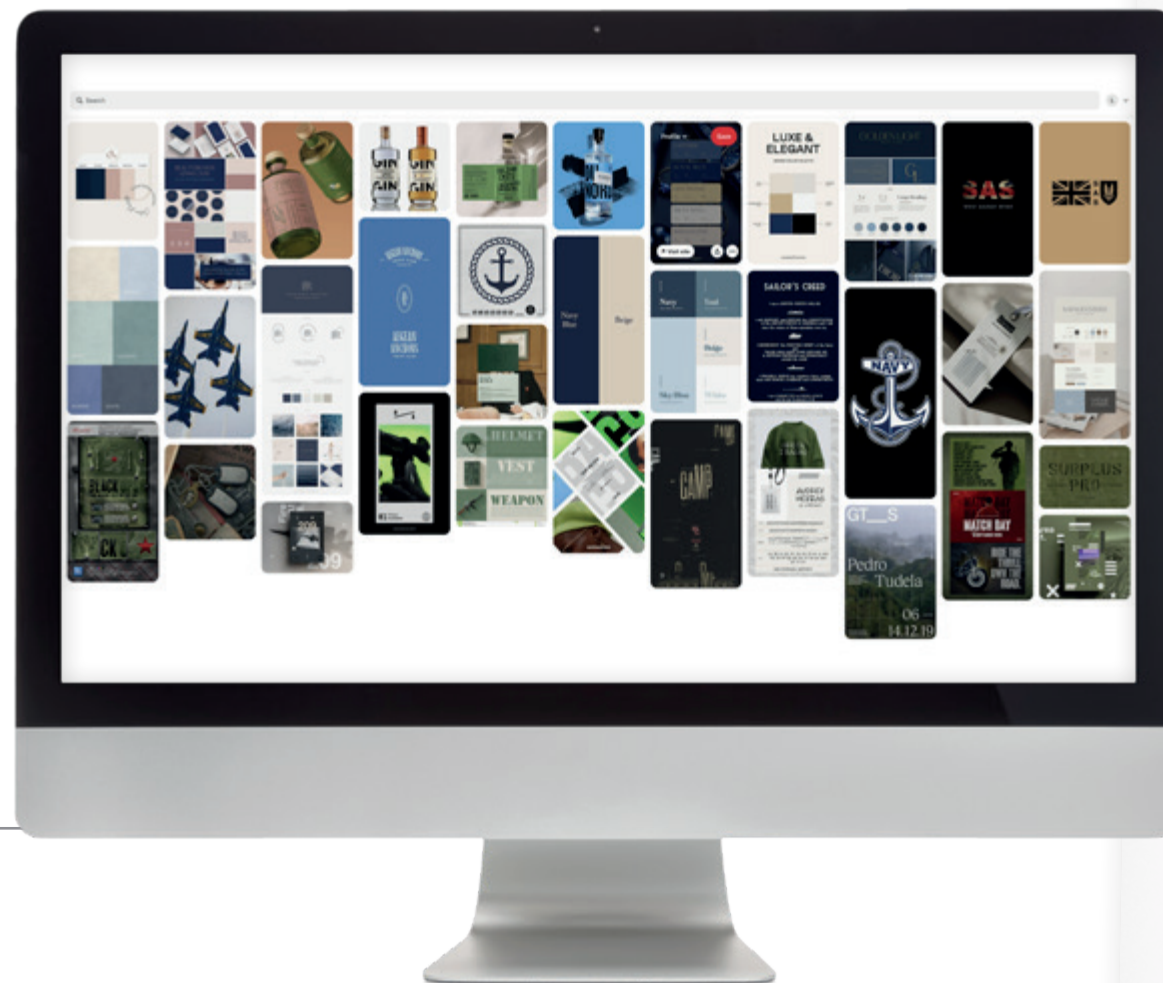
A few thoughts on the brief

Whilst the initial launch will feature two military-inspired products, Elite Spirit could, at some point in the future, decide to create other products with separate themes. This being the case, I would suggest that the Elite Spirit logo and visual identity be kept quite simple, with the emphasis on the look and feel applied to the products themselves. A link between the product identity and the parent brand would obviously need to be created but this could be achieved through a variety of means – the naming convention applied to the products or a shared colour palette, for example.

Given the limited budget available, I would hold off producing a comprehensive brand kit. The majority of the communications mentioned in the brief are likely to focus on the products themselves so the opportunities where the parent brand will feature in anything other than a supporting capacity are likely to be limited. I would suggest this is something that could develop organically over time or as and when additional product lines are added. We'll obviously still need to create a logo (complete with colour variants), as well as specify an initial colour palette and recommended fonts.

I'd recommend we concentrate on the product packaging (specifically the bottle label) and use this to develop the look and feel needed for the two launch spirits. Once this is agreed, we can then look at how this needs to be adjusted and extended to work across any additional packaging required (such as an outer box) and items such as a website and social media posts.

The brief mentions words like 'premium' and 'superior' which suggests you're thinking of something quite sophisticated. However, the choice of a grenade bottle stop feels a little at odds with this aim. I think something slightly more playful or tongue-in-cheek may have broader appeal, have better stand-out and be more appropriate.



Objective

Create a comprehensive brand kit that reflects Elite Spirit's military-inspired theme with a focus on navy and subtle army elements, emphasising British craftsmanship and superior quality.

Logo design

The logo should incorporate elements that reflect military excellence and valour, possibly integrating naval and army symbols subtly into the design. Ropes and anchors for navy for example.

Colour palette

Suggest using navy blue, army green, and accents of gold or silver to symbolise luxury and link to military uniforms.

Typography

Choose strong, bold typefaces that echo the authority and tradition of military insignia.

Website example

Provide a mock-up that is sleek and user-friendly, with sections dedicated to the heritage of the ingredients, the distillation process, and the brand story. Include visual elements that tie back to the military theme.

Packaging mock-up

Design for vodka and rum bottles that are distinctive and reflect the premium, military-inspired ethos. Consider using textured labels or embossed logos to enhance the tactile experience. Vodka with SAS and rum with SBS.

Social media look

Show examples of how Instagram could look that use the colour scheme, typography, and thematic elements consistently. Include templates for product highlights such as customer testimonials and cocktail recipes.

Brand hierarchy

Corporate identity	Elite spirit Keep what we define at this level to the bare minimum at this stage – a simple, mainly typographical logo, a single corporate typeface and a limited colour palette.			
Product theme and visual identity	Subtle military ■ The design should incorporate elements that reflect military excellence. ■ The colour palette should be based around navy blue and army green, with possible accents of gold or silver to link to military uniforms. ■ Typography should focus on strong, bold typefaces that echo the authority and tradition of military insignia.			
Naming convention	Elite Vodka and Elite Rum Incorporating the company name into the naming convention used is the most obvious way of creating a link between the corporate identity and product theme. We could take this further by introducing an element of the military theme into the name as well – something along the lines of Elite Forces Vodka and Elite Forces Rum. Another option would be to use names that create a more obvious link to the military theme – Infantry Vodka and Admiralty Rum, for example – but doing so could diminish the link between the products and the parent brand.			

Additional product lines may be added over time, each with their own theme / look and feel

A simple, mainly typographical logo



Block lettering in a variety of colours. These could be chosen to reflect those used in the individual product identities



Handwritten or cursive fonts tie in well with the concept of craftsmanship.



A bold, stylised monogram conveys strength but would require the full brand name to be present in order to make sense.



Two different weights of a classic sans-serif font could be combined to create a simple yet sophisticated logo. The typography could be matched with a symbol that reinforces the concept of quality or superiority. A star is used here but we could consider others such as a gem, a crown or a lion's head.

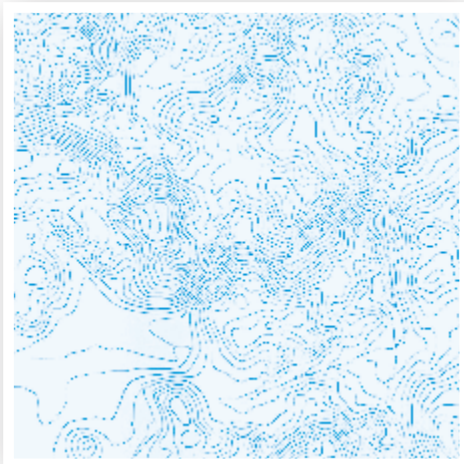
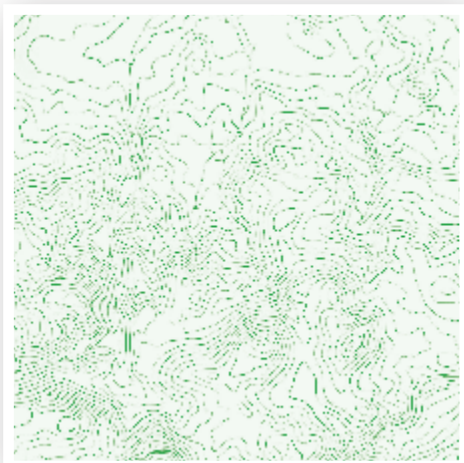


These are only intended to be indicative of the kinds of approaches we could consider if we wish to adopt the brand hierarchy shown on the previous page. My own view is that this part of the identity should be quite recessive, with the focus on the look and feel of the individual products – something akin to the approach taken by companies such as Diageo. The main difference being – aside from the obvious one of scale – is that you're planning to reference the Elite name within the product brand at some level.

Textures

One very subtle way of introducing a military theme is through the use of texture. The most obvious and, by extension, least subtle choice would be camouflage. However, if we wanted to soften this a little we could also consider contour lines (relevant for both maps and sea charts), close-ups of panels on military equipment or terrain.

The strap line – 'Distilled with military precision in the UK' – reinforces the chosen theme as well as referencing both the quality of the product and the fact that it's crafted in the UK.



The Union Jack



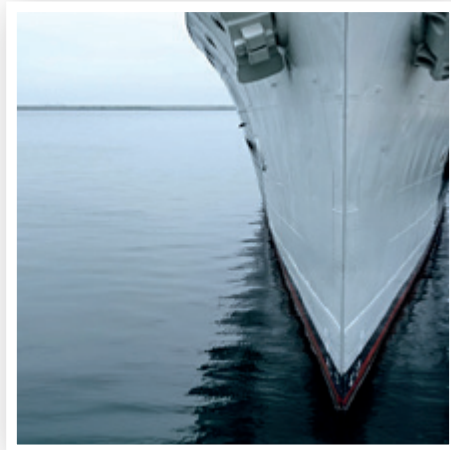
There is a clear and obvious link between the UK armed forces and the Union Jack. The use of this element also supports the fact that the products are crafted in the UK.

Two variants are shown here – one with a more straightforward illustration of a portion of the flag, the other with a more naturalistic photographic rendition.

People and vehicles

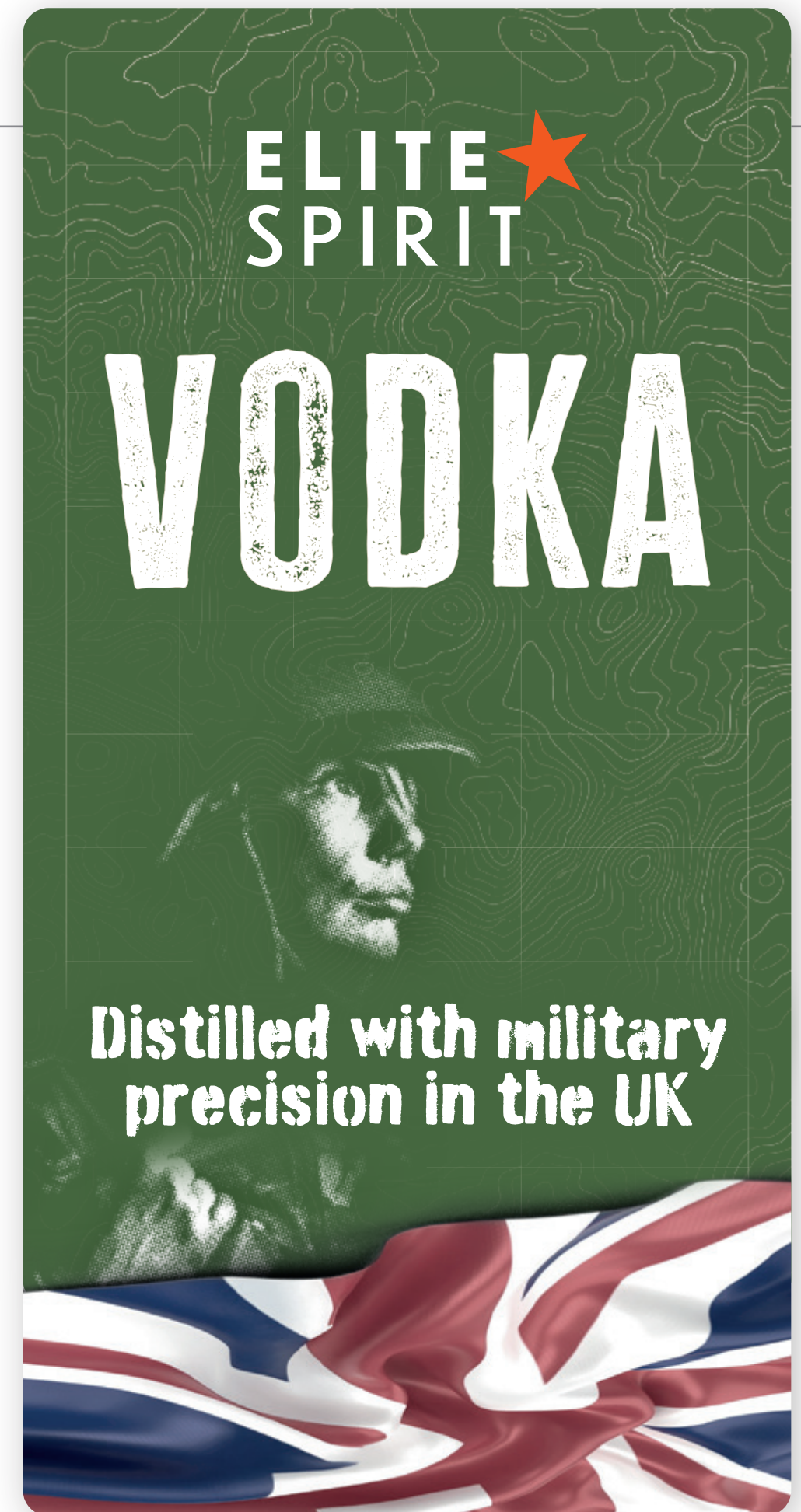
We could consider incorporating images of military personnel and their vehicles. However, we should avoid any shots that feel too much like straightforward portraits – like the first two on the top row below – and source images that have a more painterly quality, chiaroscuro light effects or that have been taken from unusual or dramatic angles.

It's also worth noting that images of warships and tanks might not be universally popular. Using more stylised illustrations of these may offset this to some extent.



Layering elements

While the territories shown on the previous few pages work well on their own, I think they are likely to have more impact when combined into a more detailed, layered design. Here I've used a combination of map contour and grid lines, a flag and a portrait of a soldier.



Military insignia



The brief mentions the use of army and navy symbols and implies a link between the products and these two military disciplines – vodka in green for the army, rum in blue for the navy. Clearly, it's best to avoid the situation – for the sake of consistency if nothing else – where we need to create separate insignia for each product that sits within the military theme. Doing so would work all the while we have two products but what would happen if and when this range is extended?

My suggestion is that we create a single insignia that covers land, sea and air and use this consistently across all products.



Military insignia – tattoos



While assembling the elements I used to create my faux military insignia, I began to wonder if we could present this device in a slightly different way – namely as a tattoo. I'm not sure if this is entirely appropriate or if it'll even make sense in the context of a bottle label but I thought it was an approach that was at least worth sharing!

Printing on alternative substrates



I've not really considered production techniques or stock choices in any real detail at this stage but this is something we'll need to look at as we progress.

The brief mentions the use of gold or silver accents and the military insignia route lends itself quite naturally to this approach. We could also consider screen printing onto twill-type fabric or, should this prove prohibitively expensive or technically challenging, we could use foil blocking in white, silver or gold onto either flocked paper (a decent approximation of the felt berets are made from) or a textured stock.



Munitions crate



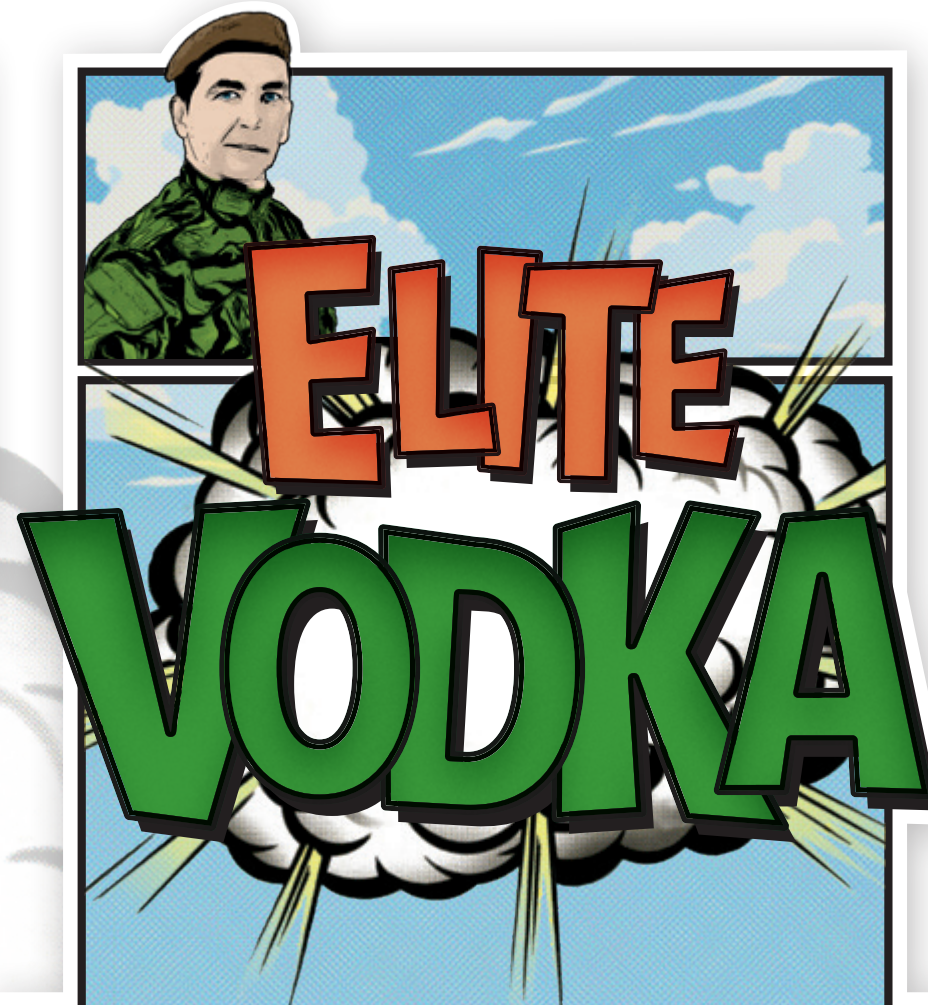
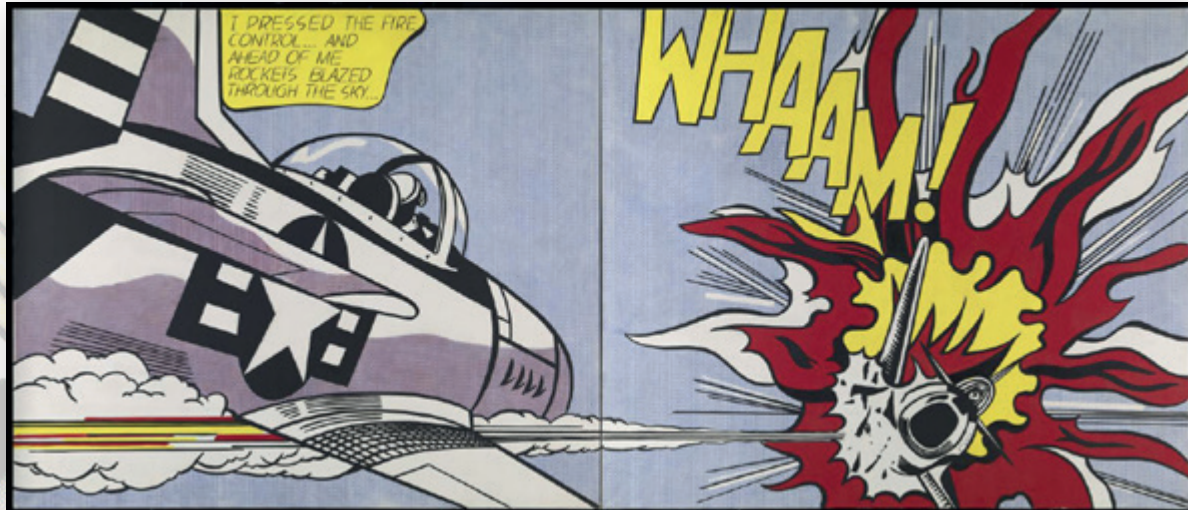
The grenade bottle stop has clearly been chosen to support the military theme you're looking to apply to the two initial products. This being the case, I'm wondering if we can't just build a visual concept around this element.

As a supporting visual, I think a wooden munitions crate is ideal. However, they're not the most colourful of items so I suggest we augment this with the yellow and black warning stripes to create a little more visual interest.

I've introduced a new strap line, the first half of which – 'Spirits with a little more bang' – ties in with the explosive concept. The second half – 'Hand crafted in the UK' – is intended to highlight the craftsmanship and superior quality of the product inside the bottle.



Pop art



SPIRITS WITH A LITTLE MORE BANG!
HAND CRAFTED IN THE UK

The bottle stop you've selected feels quite cartoony, which made me think of Roy Lichtenstein's pop art.

As a visual approach, I think this ties in well with both the military theme and the strong sense of fun suggested by the grenade stopper.

The strap line used on the previous treatment also works well in this context.

