

ASTERIA GIN BRANDING LAUNCH

Process Book

Assignment Sheet

Design Proposal

Research

- Written

- Visual

Word lists

Brainstorming

Worst Ideas

Visual inspiration

Examples

Conceptual variations

Briefs

Format Exploration

Type studies

Color studies

Thumbnail sketches

Computer roughs

Multiple layout variations

Proposal Outline

Gen is one of the most popular liquers to date. Even more so it is a liqueur that is specifically meant for mixing meaning it is one of the most popular bases for cocktails . That means that it can appeal to just about anyone all you have to do is find your gin and your cocktail. With its versatility and rich history it makes for a fascinating beverage but like any alcohol unless you do your own research when you go to the liquor store you pick your bottle based on packaging.

I plan on designing a package design system to appeal to a artisanal crowd. I plan on making the label to celebrate the uniqueness of Gen rather than a well but simplistic label that tells you virtually nothing about the history or flavor profile of the drink. When it comes to alcohols we're seeing it up take in well designed packaging but to the uninformed shopper they do not always help the shopper decide on what is their right fit.

Goals

The goals of this project is to create creative and enticing package design for a bottle of Gin. this will include the marketing package as well as creating the story of the brand in order to appeal to a more niche artisanal audience.

Research

I plan on researching the history making and associations of gin. This will include the conception, where it was made and how it made its way across the globe , becoming the most popular cocktail base around. I will also look into how it is made specifically the components and ingredients used to make it. this includes the botanicals which you can mix it as well as the necessary ingredients and what differentiates different types of Gin. Lastly I'll look into what associations it has in modern or historical culture and the reputation it has.

Potential Deliverables

Label Design for Bottle

Cocktail Book

Care Package Design

Logo

Bottle Design

Advertisement

Project Schedule

Class 11: Project brief

Class 12: Three concept variations

Class 13: Complete visual brief and start thumbnails

Class 14: Roughs of first component

Class 15: Refined first deliverable

Class 16: Designing second third and forth deliverables/share

Class 17: Designing second third and forth deliverables/share

Class 18: Finalize process book

Class 20: Finalize all deliverables and project poster/share finals

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Not Severed Straight

LGBTQ

With a twist

New type of gin

Heaven and Earth

Self care – balance

Yoga

New age

Mediation

Mystical

Astrological

Apothecary

Alchemist - transformation

Medicinal

New age drink

Self care mixed with girls night

Home brew – old time medicine

Time to unwind

Mental health

Lets go crazy (for the night)

Botanical garden

Home infusion

Secret garden – literary

Plant subscription – home garden

Cocktail garden – infusion?

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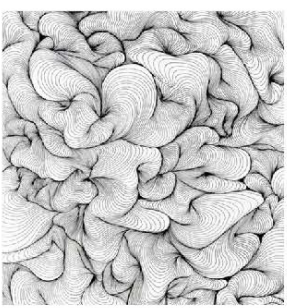
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Embrace the Madness

Depending on when you look in history, gin at one point in time had a very bad reputation, causing people to act you in drunken madness during the "Gin Craze". Even today it has those associations, tied to its history in the prohibition era and to literature such as Alice in Wonderland (the dark one). So why not lean into that reputation? Madness can be fun and disorienting, just like being drunk. Lets stop fighting it and make crazy a good thing.



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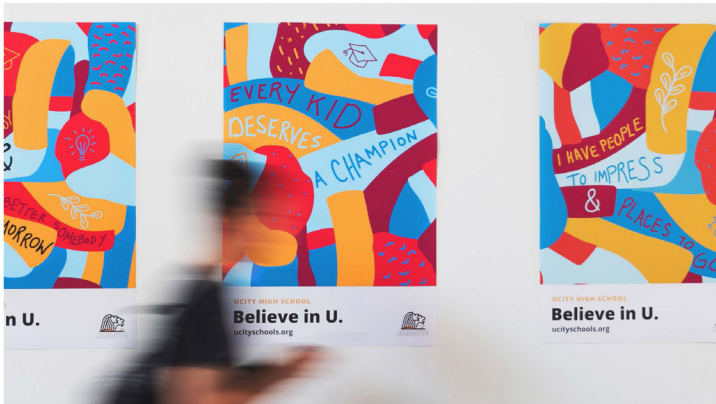
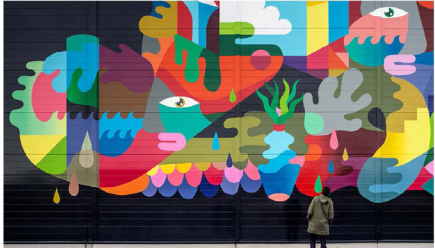
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Not Served Straight

Unlike most liquors, Gin is not meant to be served straight. It is a mixing liquor, one of the most popular and found in the largest variety of cocktails. Not serve straight would celebrate this diversity leaning into empowering the LGBTQ and allied community. Just like the community Jen is made up of multiple components all working together creating a special blend. This brand would blend components from the community as well as the drink in order to link the Association of we are all small parts of something larger and beautiful.



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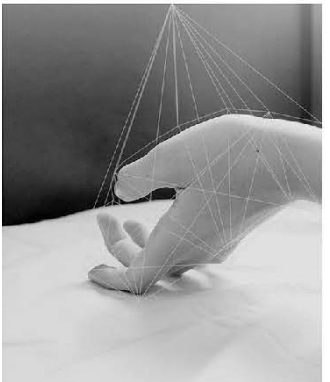
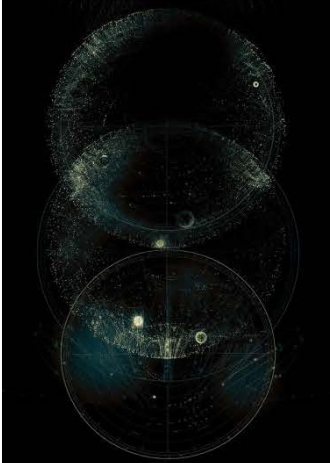
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Heaven and Earth

Gin has always had a sort of mystique surrounding it. Essentially flavored vodka it blends botanicals of all sorts creating what can still be considered as a health mixture. gin is also all about balance , finding the right blend of ingredients both an infusion and cocktails, and with its diversity anyone can find a gin drink they like. Heaven and earth takes the approach that your gingering tells as much about you as your poem your Zodiac sign or even a tarot reading in caters to a new age “religion” approach to self care. more than just a package design heaven and earth is designed to be a promotional care package giveaway including a cocktail book addressing what your drink says about you and your own starter kit to Wicca.



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ASTERIA

Gin is a drink that most people associate with their parents or grandparents. It is outdated and many people even bartenders do not quite understand the appeal, yet it is still the world's most popular liquor. With the current generation disinterested and experimenting with Gin it is my goal too brand good new bottle to be geared towards those coming of age and provide to them an experience where they can determine how they like their Gin.

Leaning into the mystique that has always surrounded gin I hope to create a brand that explores the unexplained an enchanting nature of new age religion. Essentially flavored vodka it blends botanicals of all sorts creating what can still be considered as a health mixture. Embracing the concept of balance the brand seeks to aid it's patrons in discovering their signature cocktail with the correct infusion blend as well as the mixing of other ingredients. With its diversity anyone can find a gin drink they like. Heaven and Earth takes the approach that your cocktail tells as much about you as your as your Zodiac sign or even a tarot reading in caters to a new age "religion" approach to self care. More than just a final brand design, heaven and earth seeking to create a special release design for their initial customers aimed at eating people to discover new ways to drink gin and promoting the idea that gin is not just for your parents.

GOAL:

The goal is to affectively brand jenn which is a drink more associated with an older generation to appeal to a younger crowd through use of its spiritual and botanical relationship.

TARGET AUDIENCE:

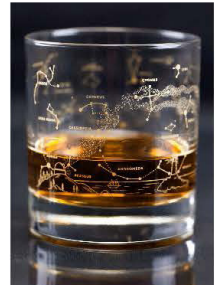
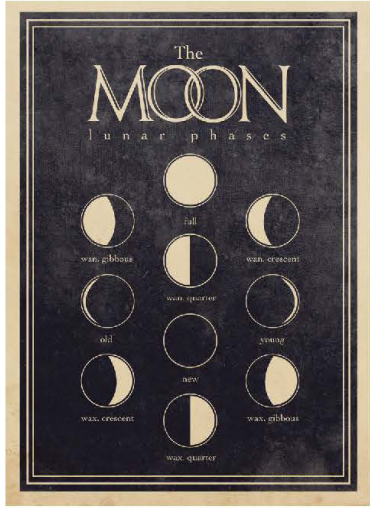
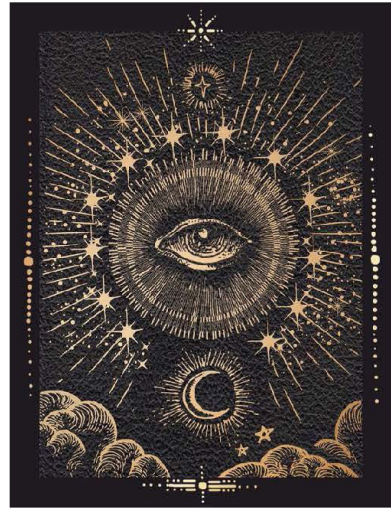
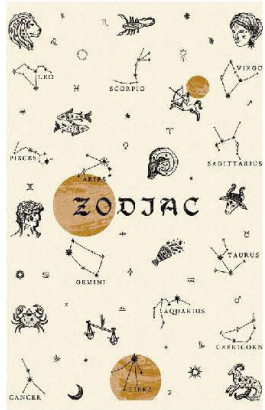
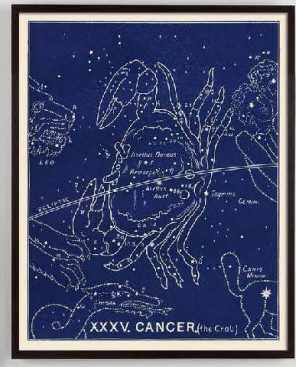
21 - 35 + year olds - Young adults, targeting a younger crowd who still has done to make up their mind or feels that gin is a grandmothers drink And is open turn the possibility that it is not.

DELIVERABLES:

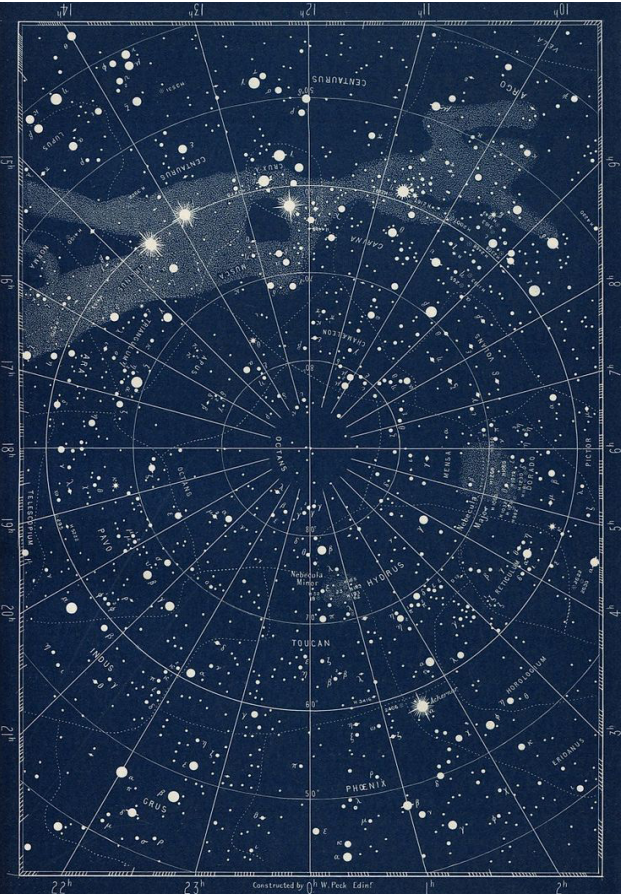
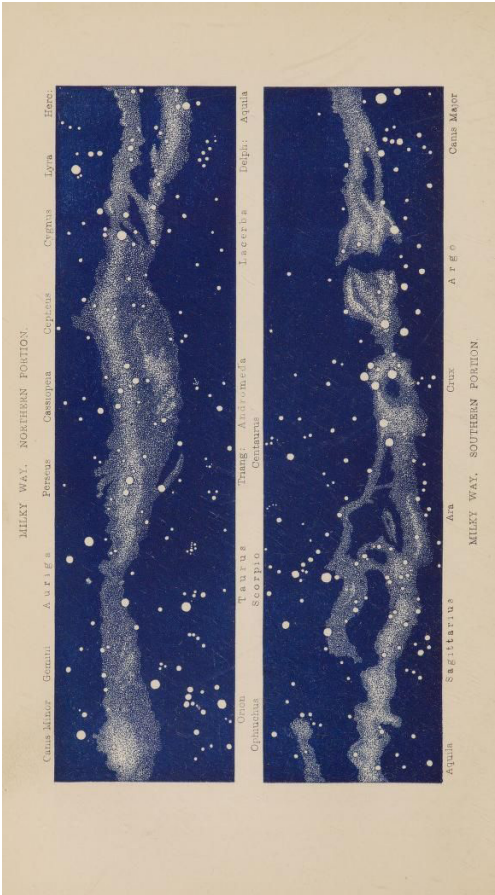
- Logo Design
- Lable design
- Packaging
- Cocktail Book

WORD LIST:

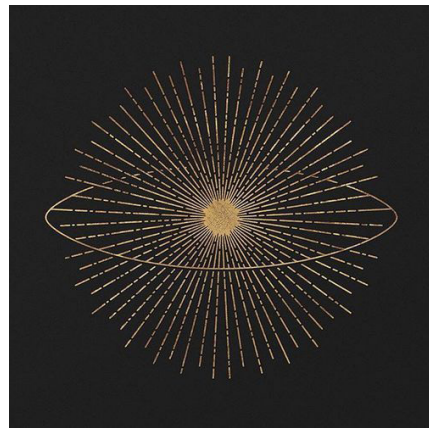
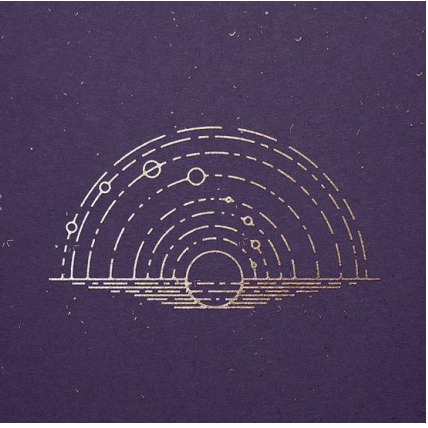
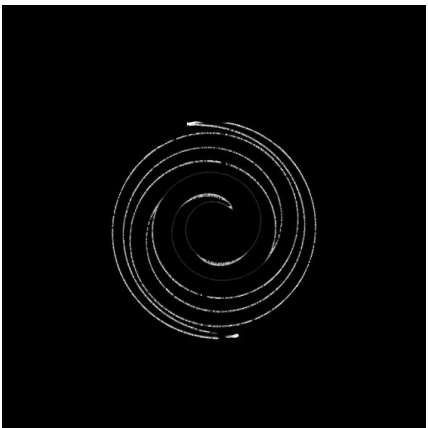
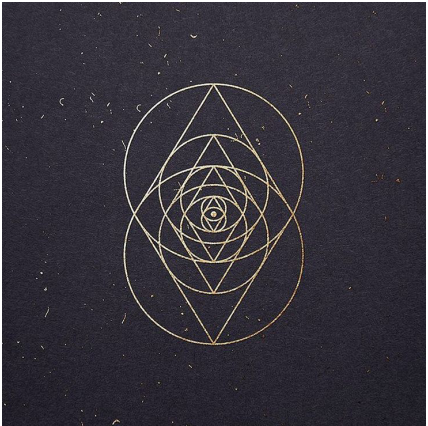
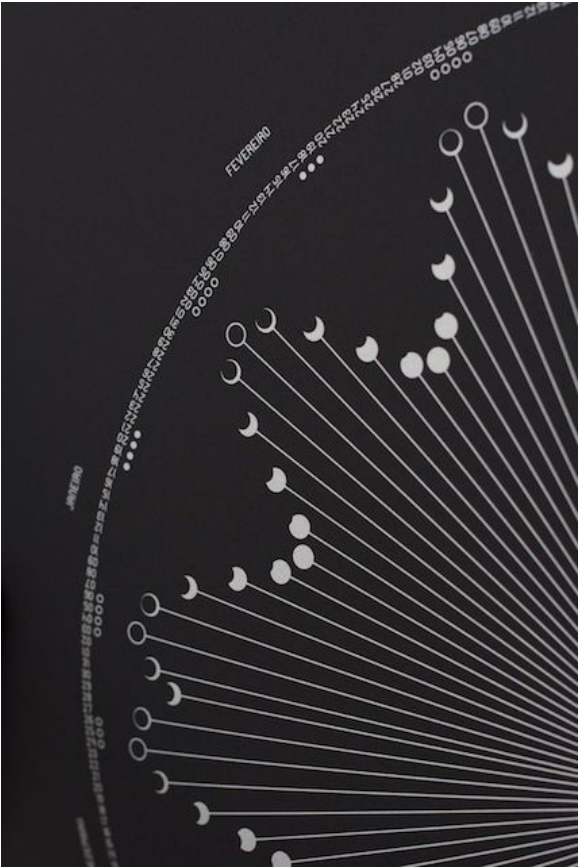
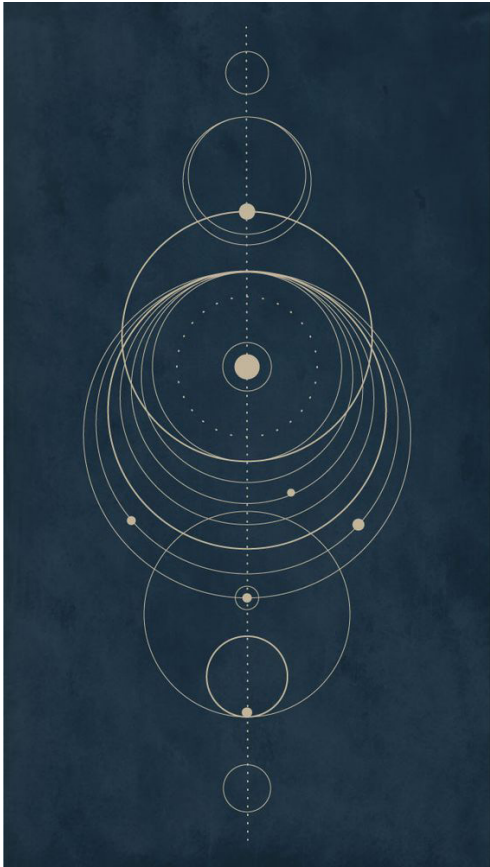
- Alluring
- Mysterious
- Other worldly
- Celestial
- Luminous
- Precise
- Mystical
- Minimal



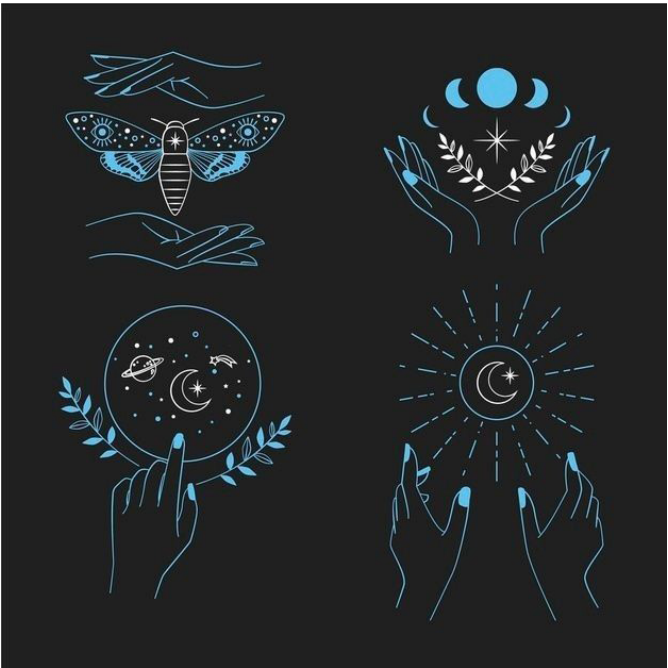
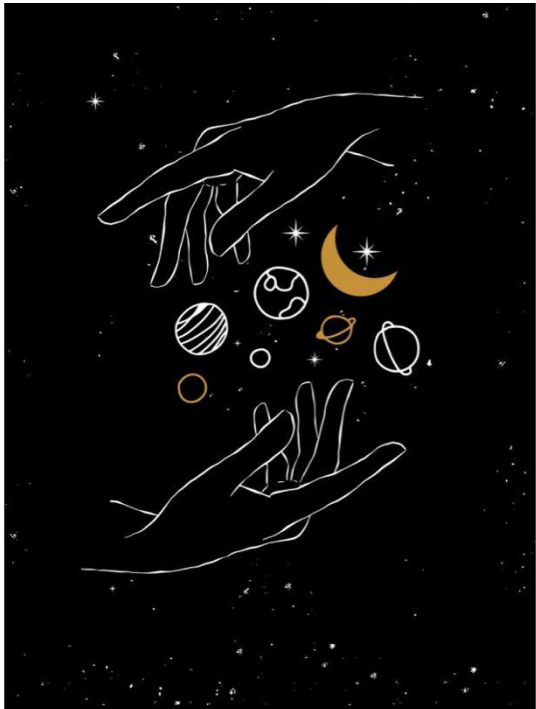
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Asteria- Lust

Asteria - Lust Sans

Asteria- Offerings

Asteria - Kepler Std

Asteria - Bely Display

Asteria - Gastromond

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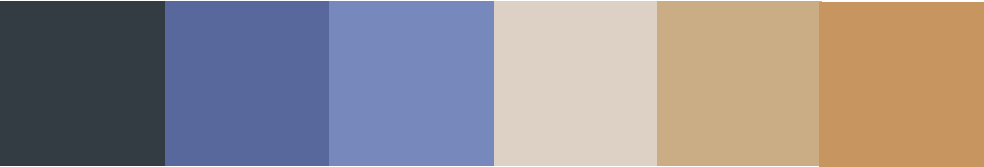
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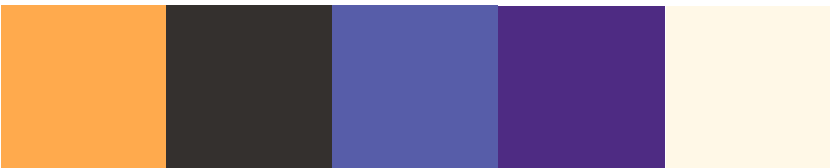
Computer roughs

Multiple layout variations

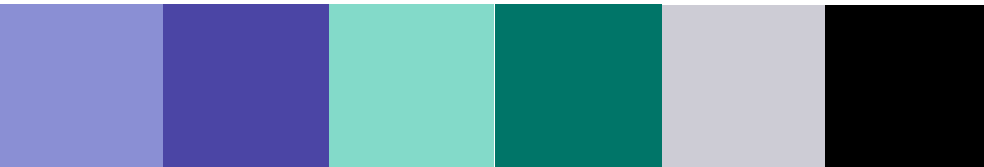
Midnight Sky



Retro Sky



Dewy Morning



Dusty Universe



Dissappearing Sun



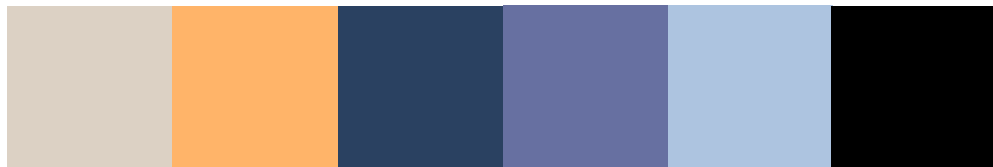
Silent Sky



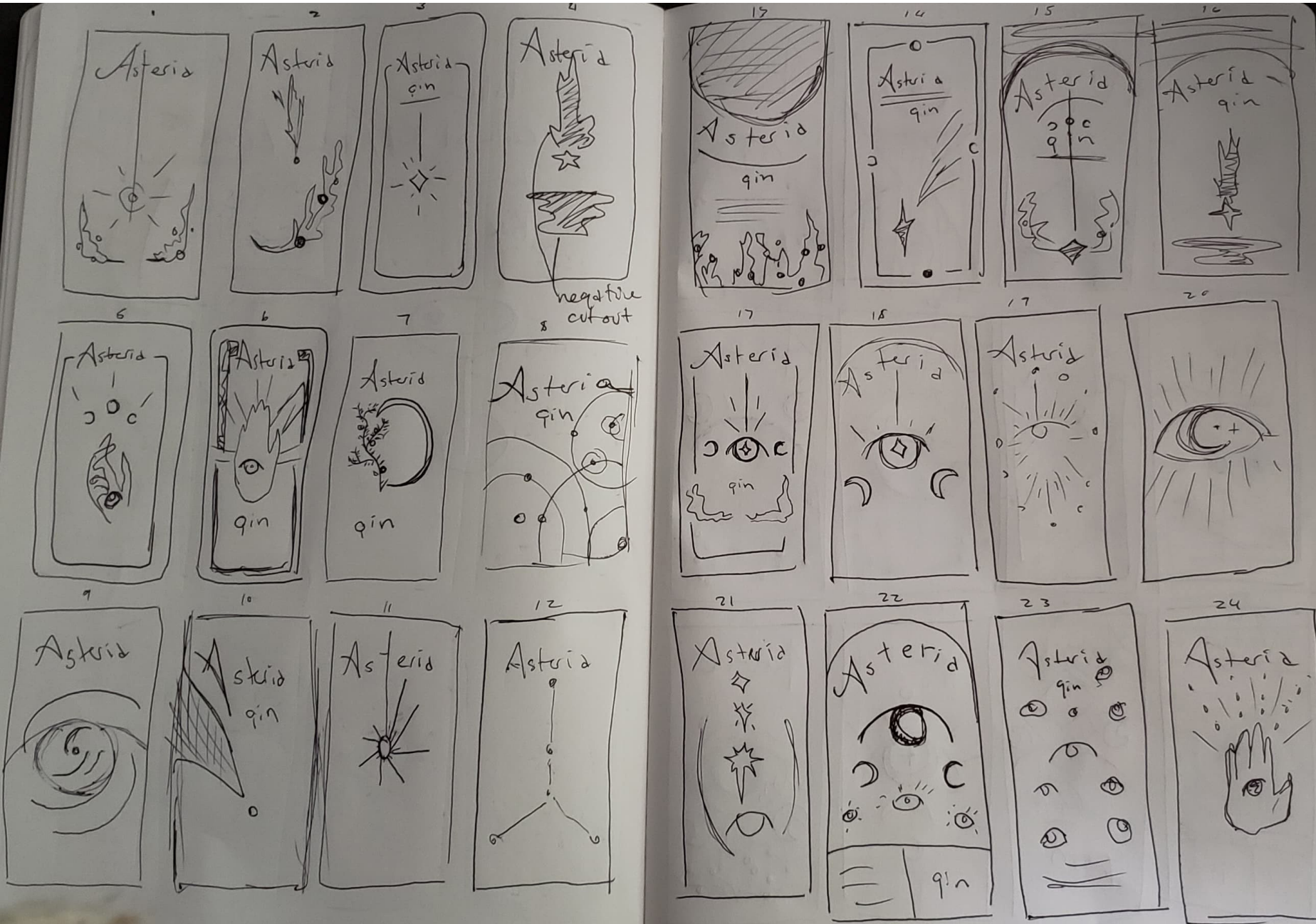
Sandman



Beach Stars



Bottle Lable



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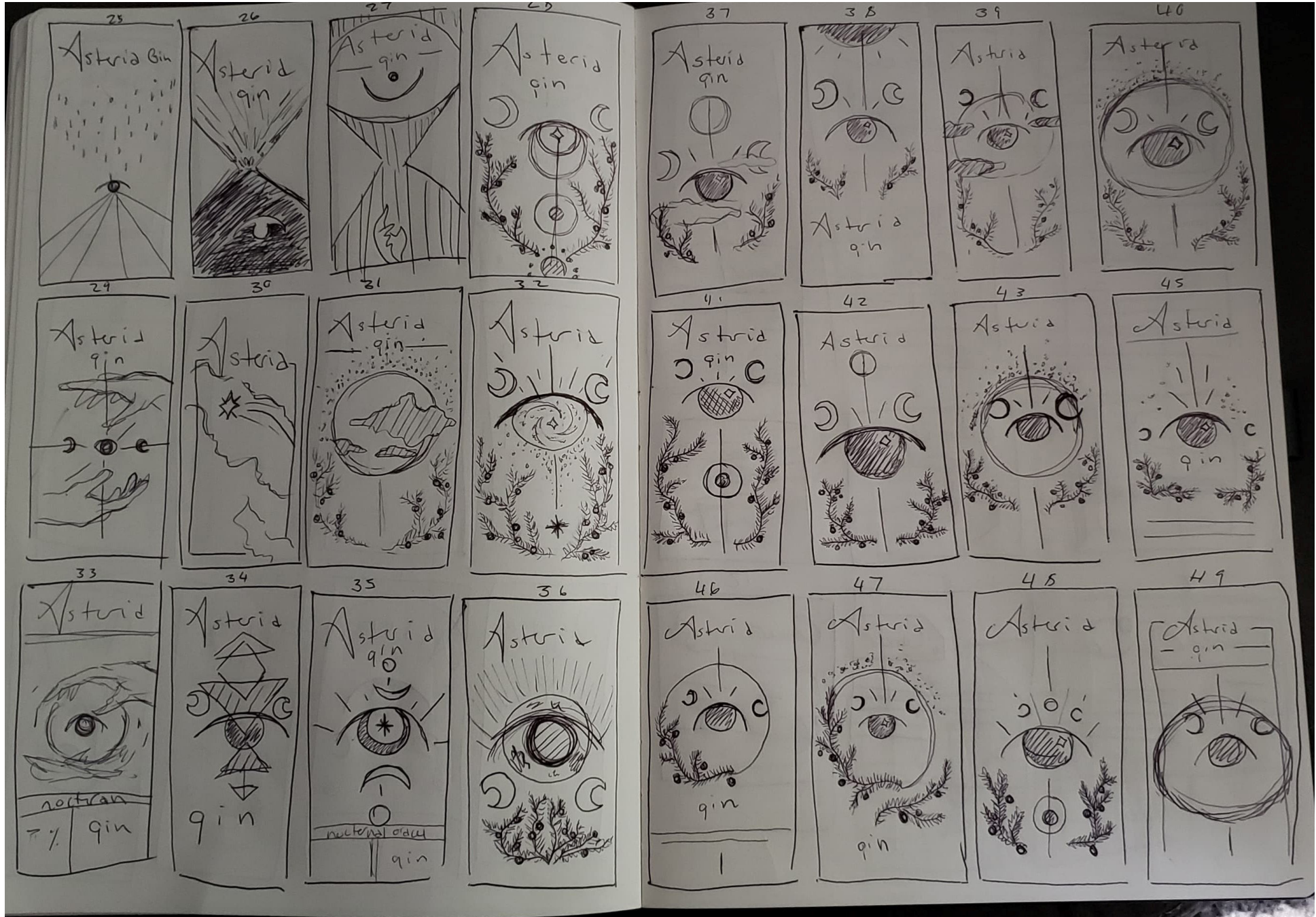
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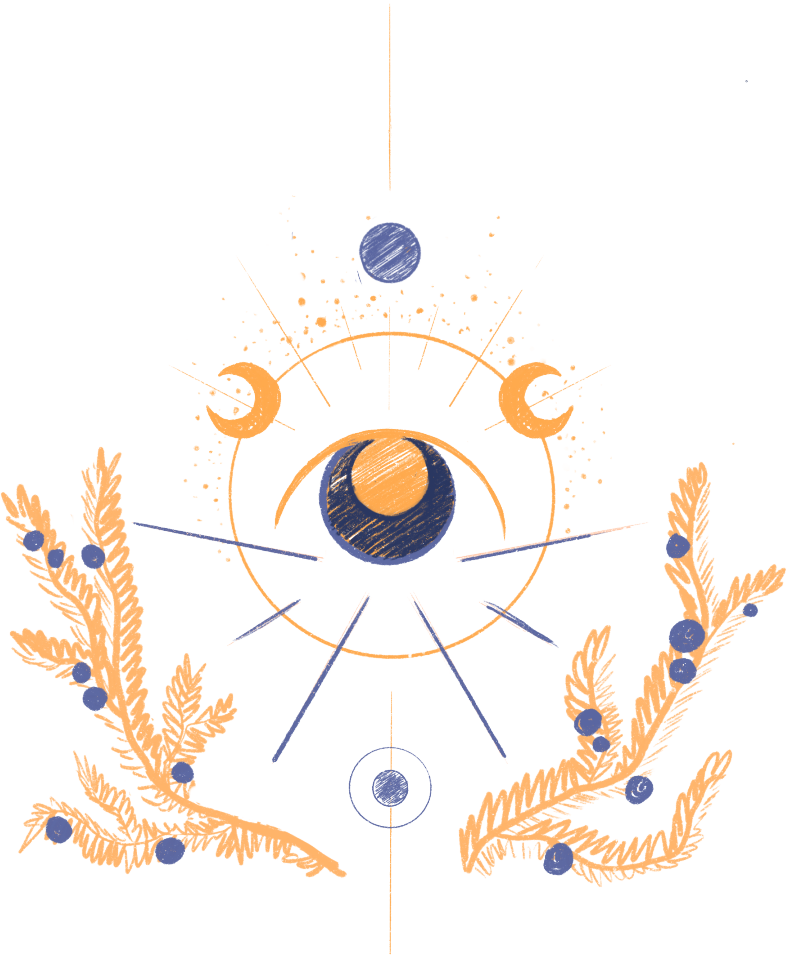


Drink Recipes



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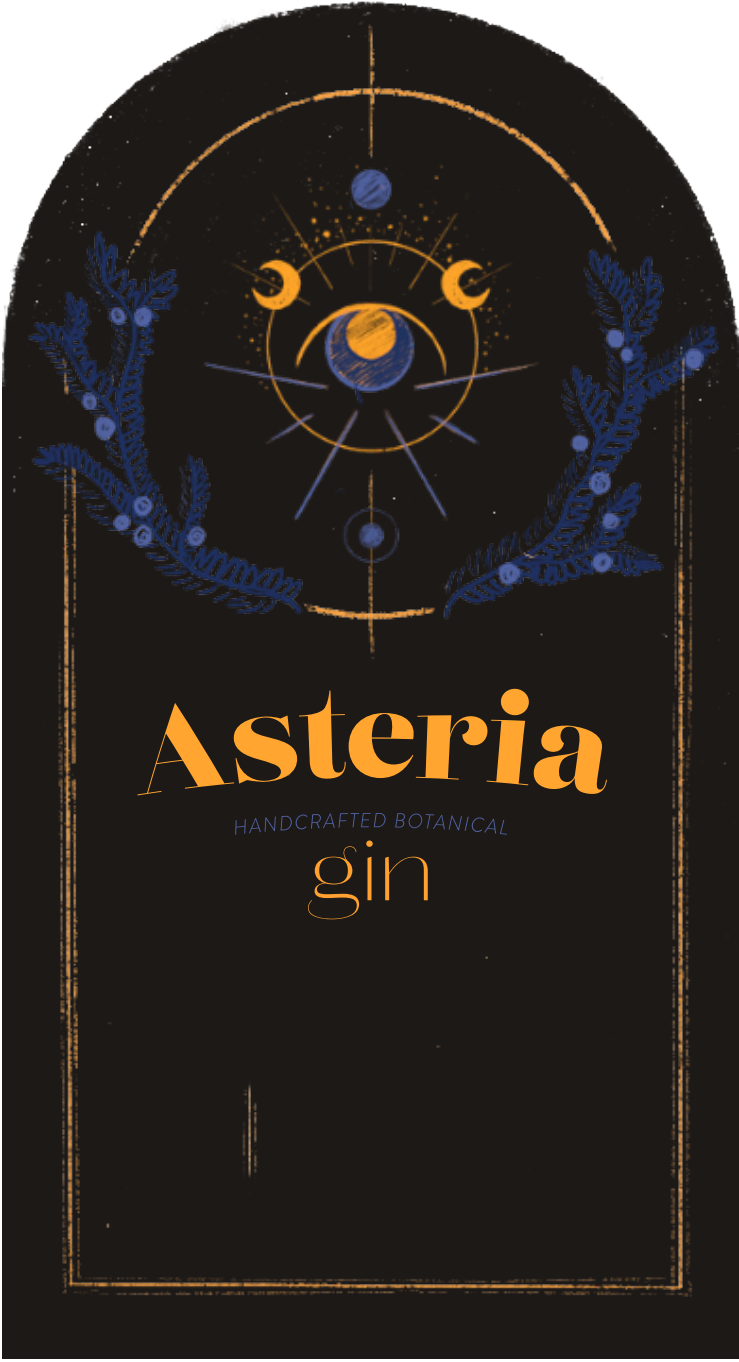
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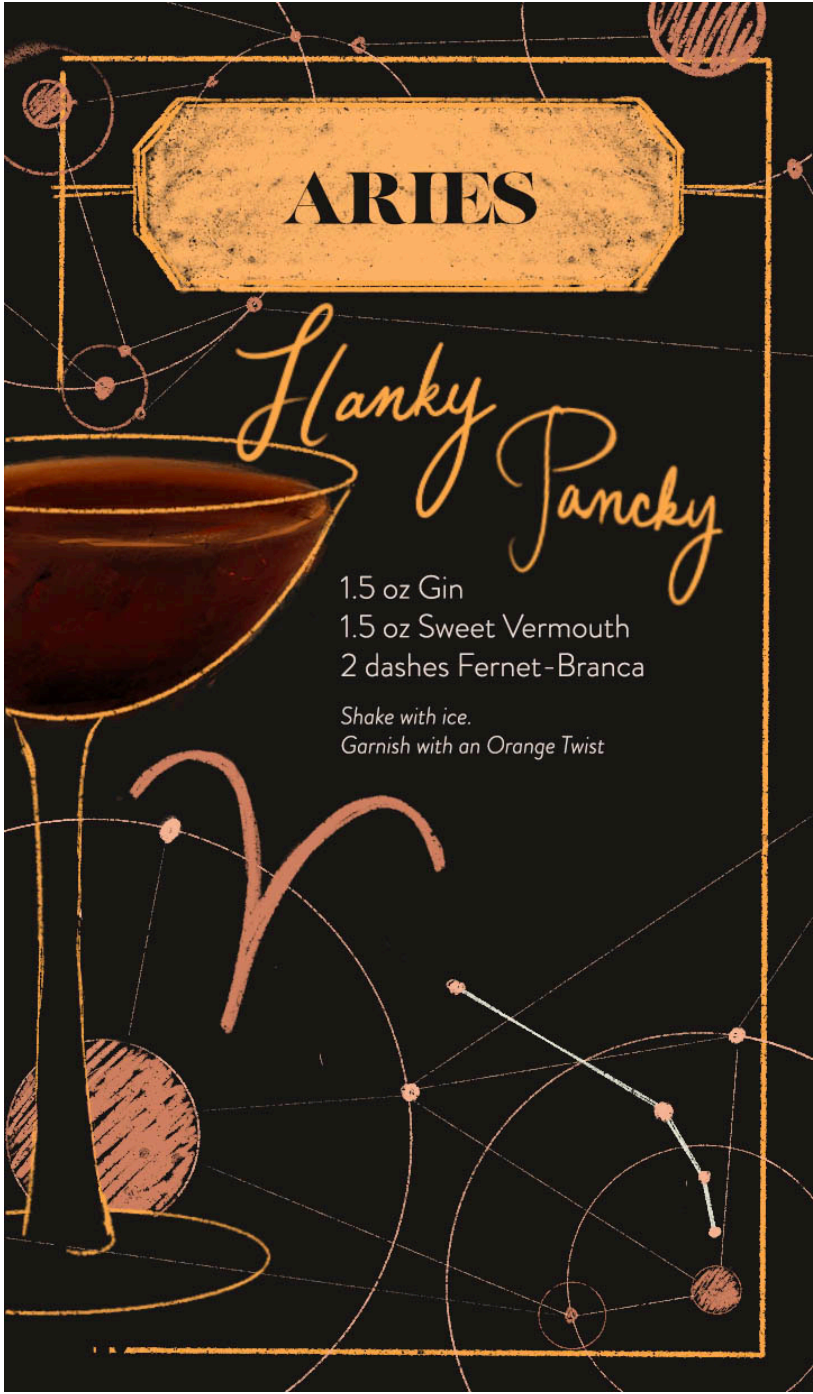
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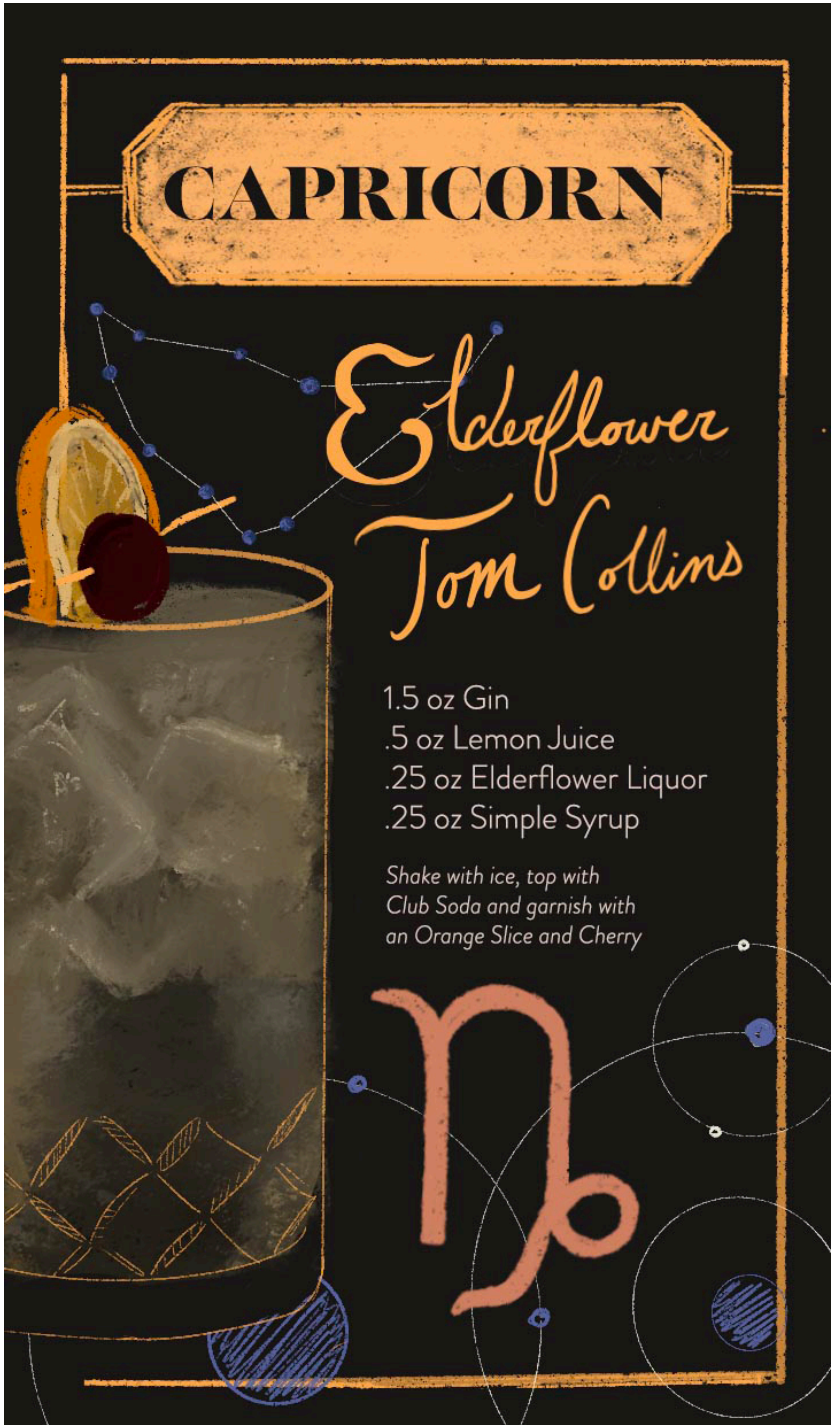
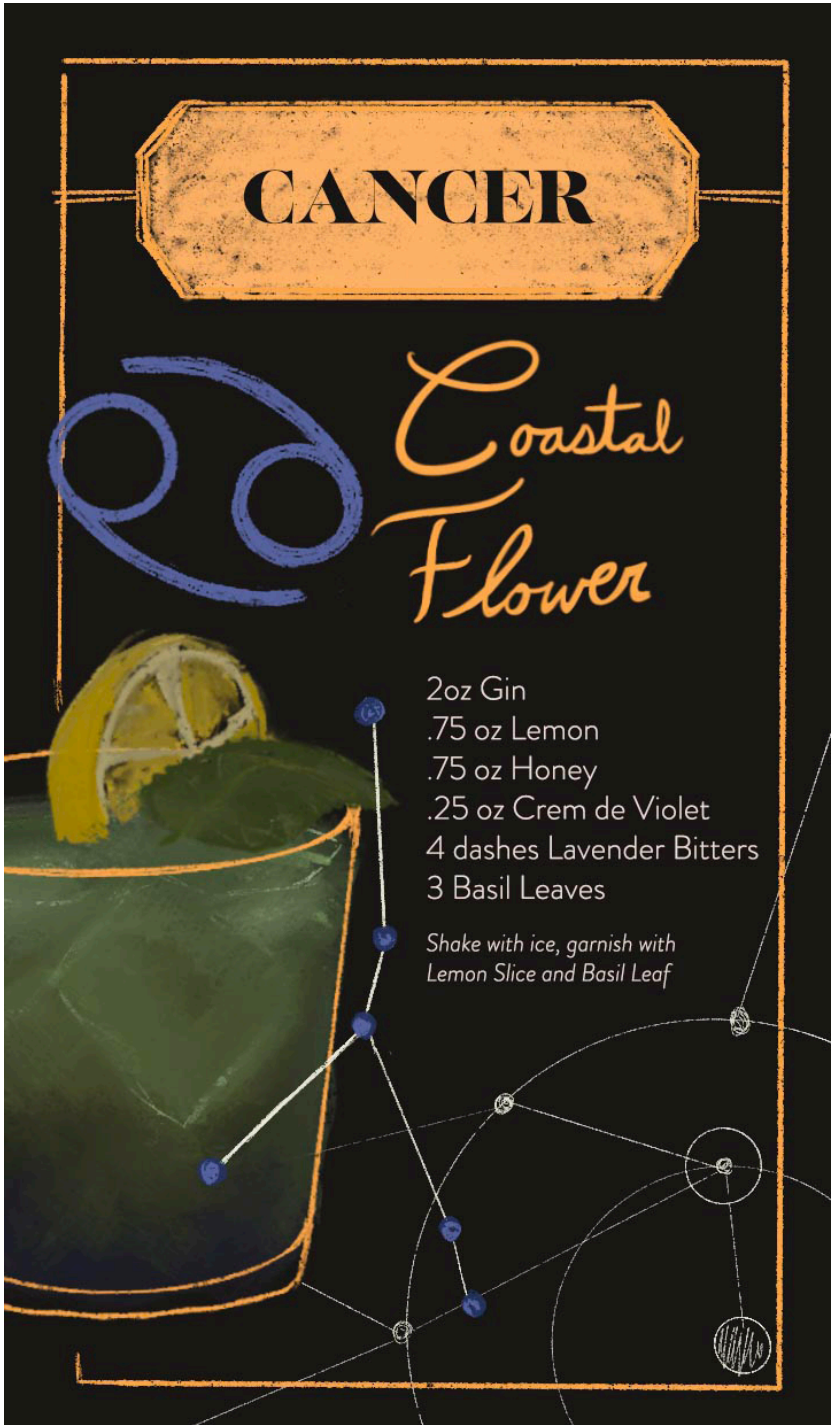
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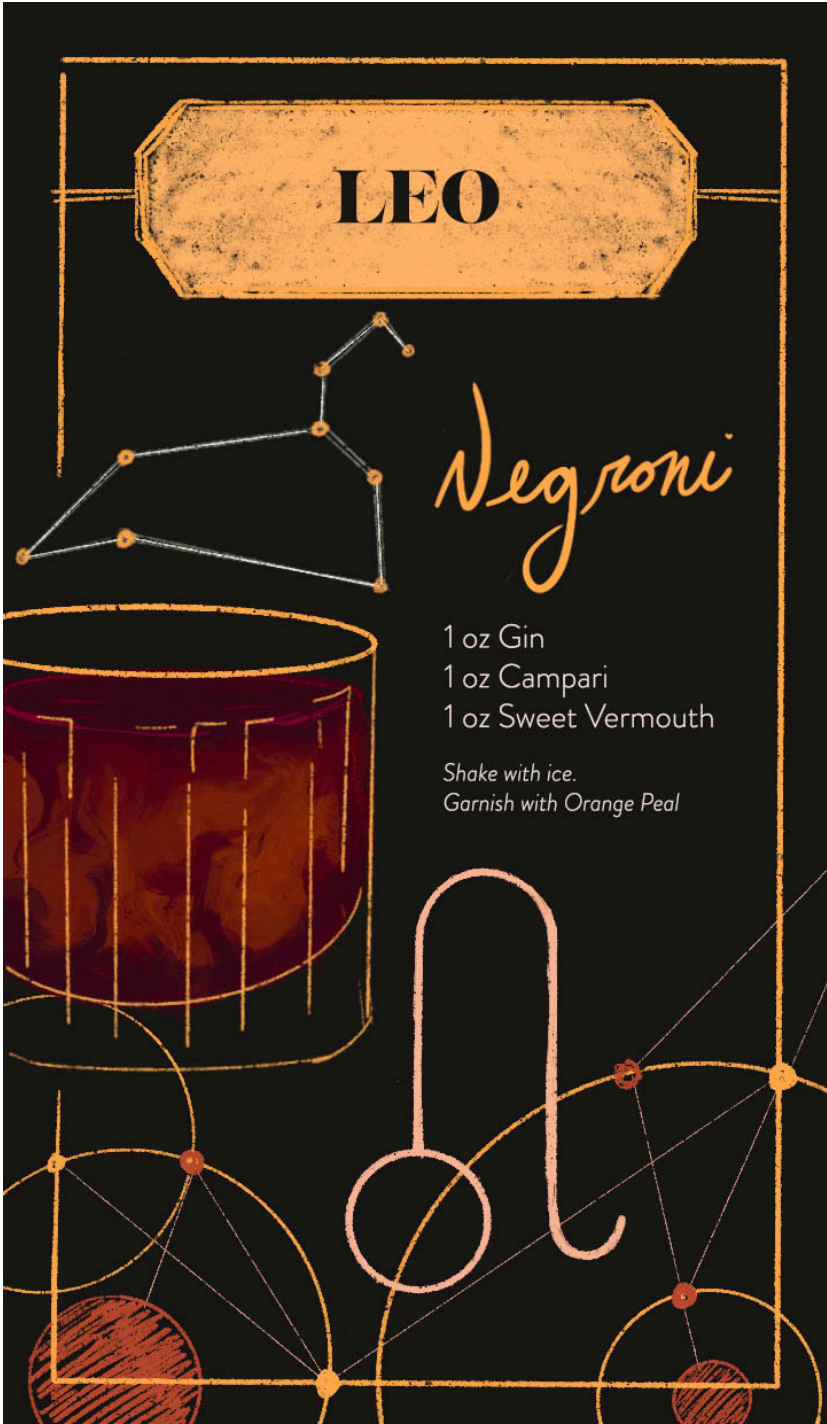
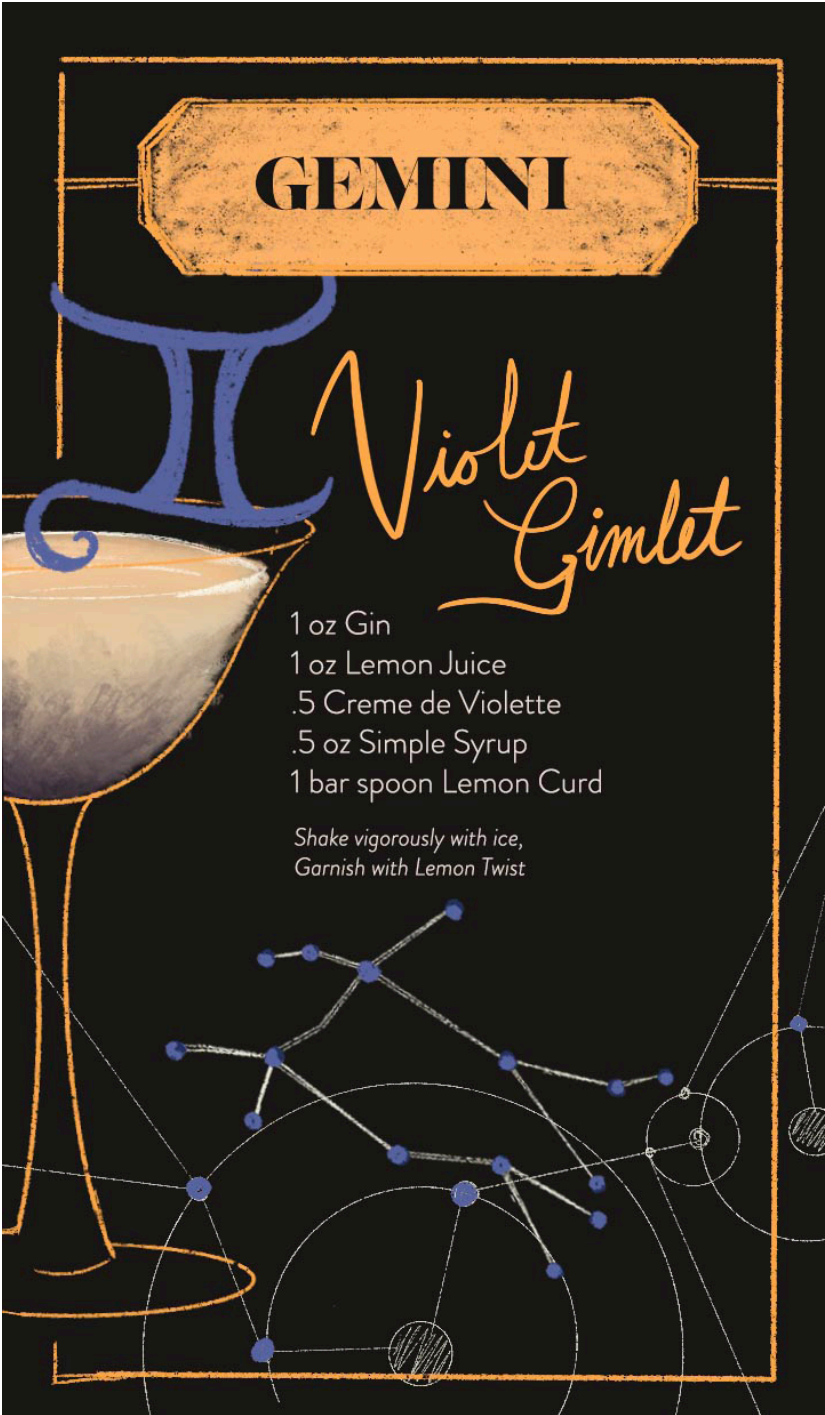
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LIBRA

*Lavender Cucumber
Gin & Tonic*

2 oz Gin
2 tablespoons Chopped
and Peeled Cucumber
1 oz Lavender Syrup

*Shake with ice and top with
half a cup Tonic Water*

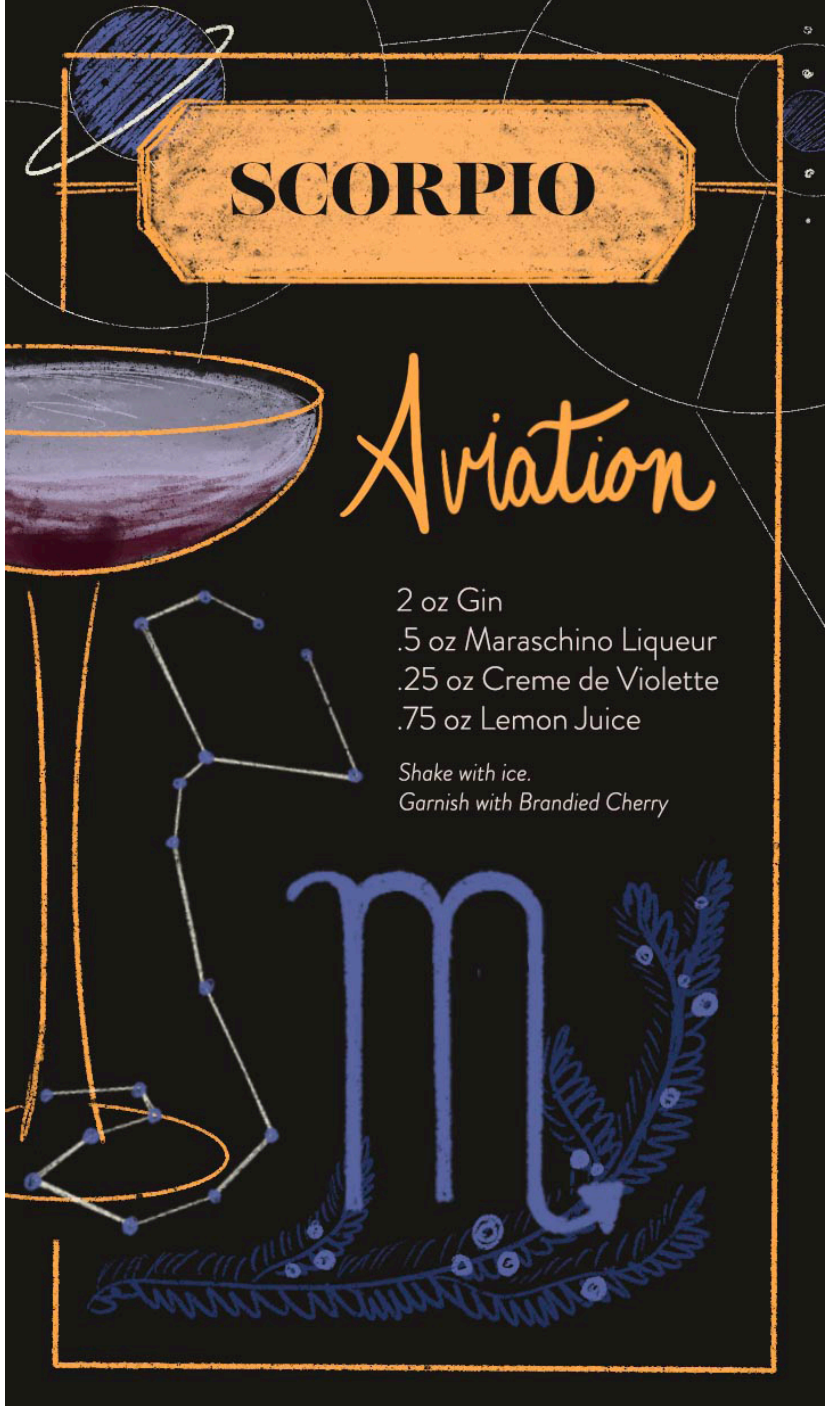
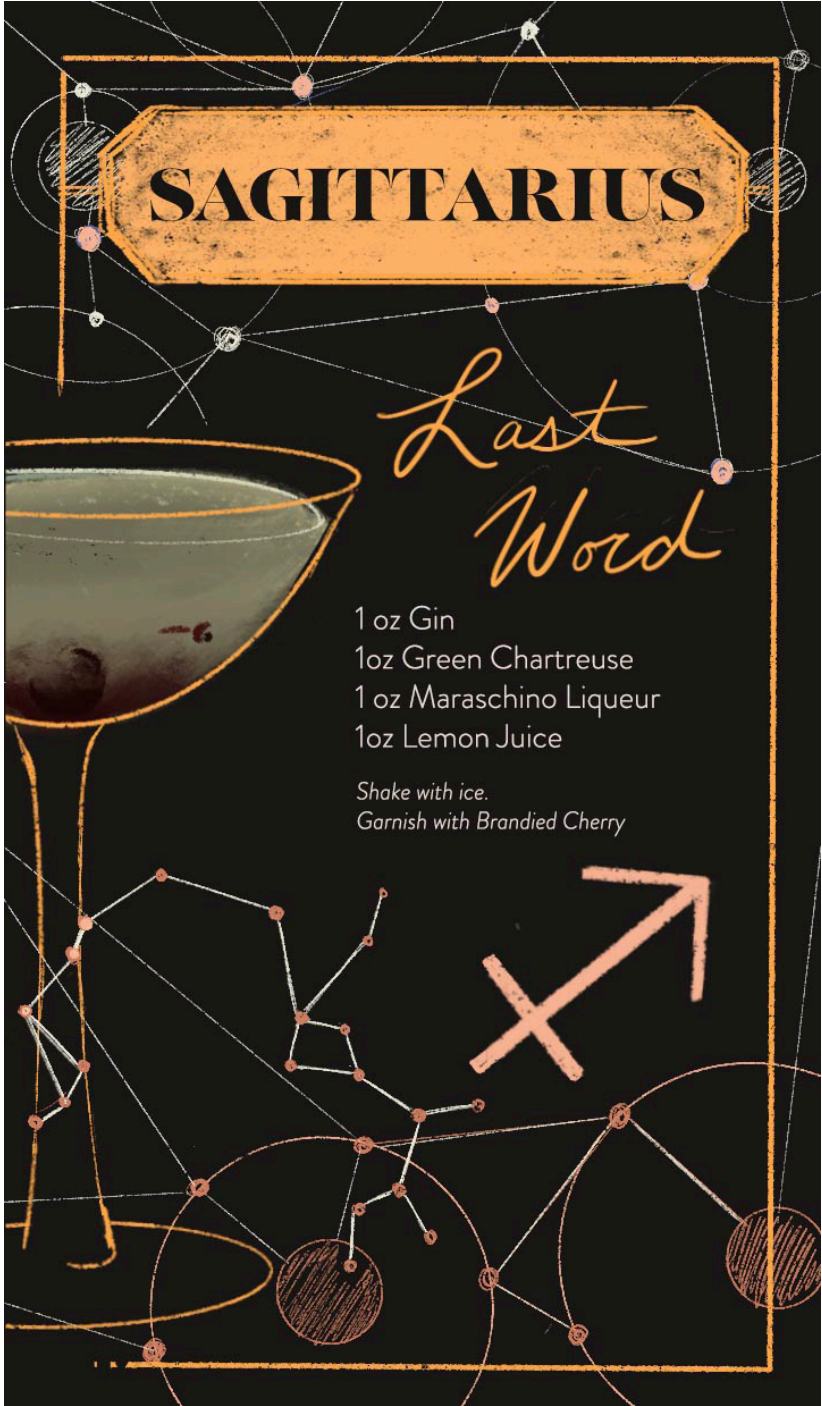
PISCES

Corpse Reviver #2

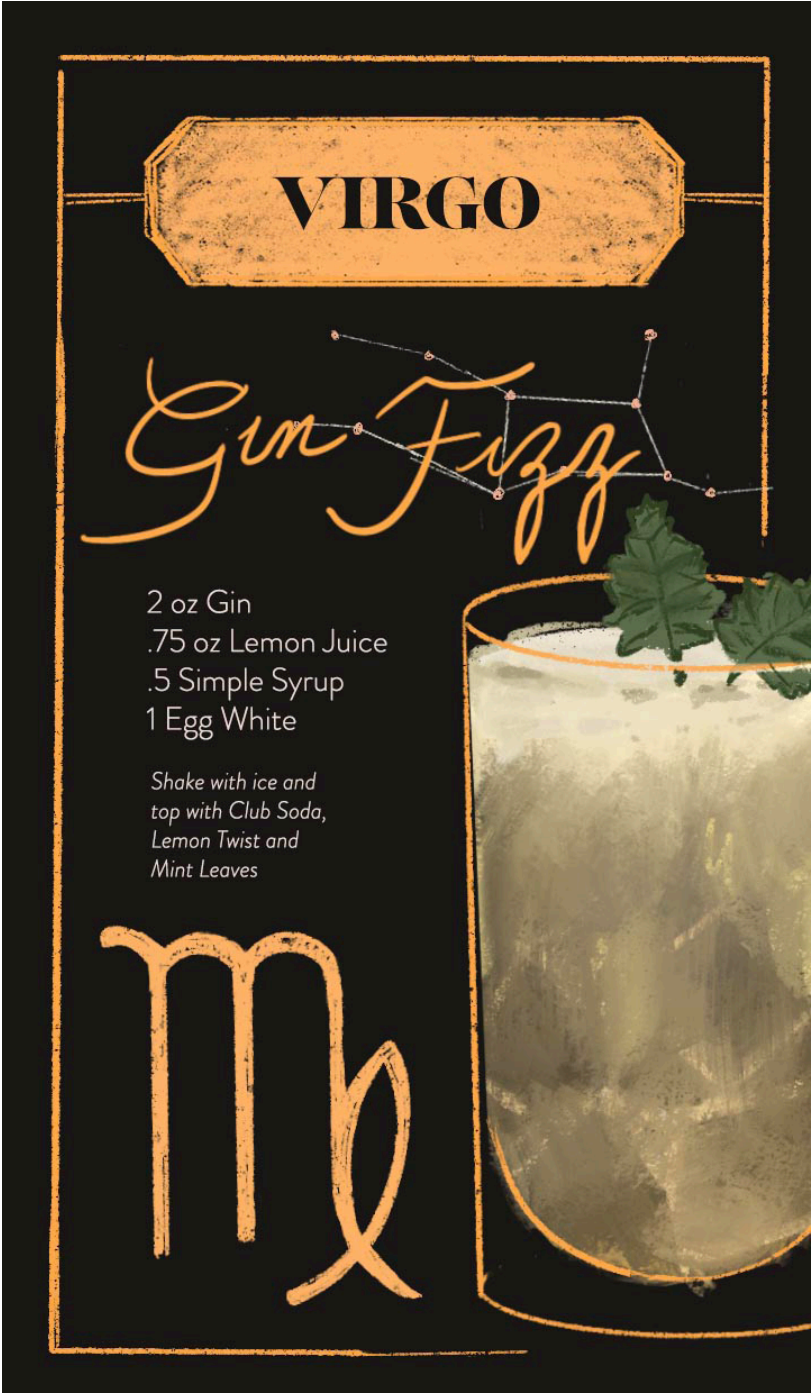
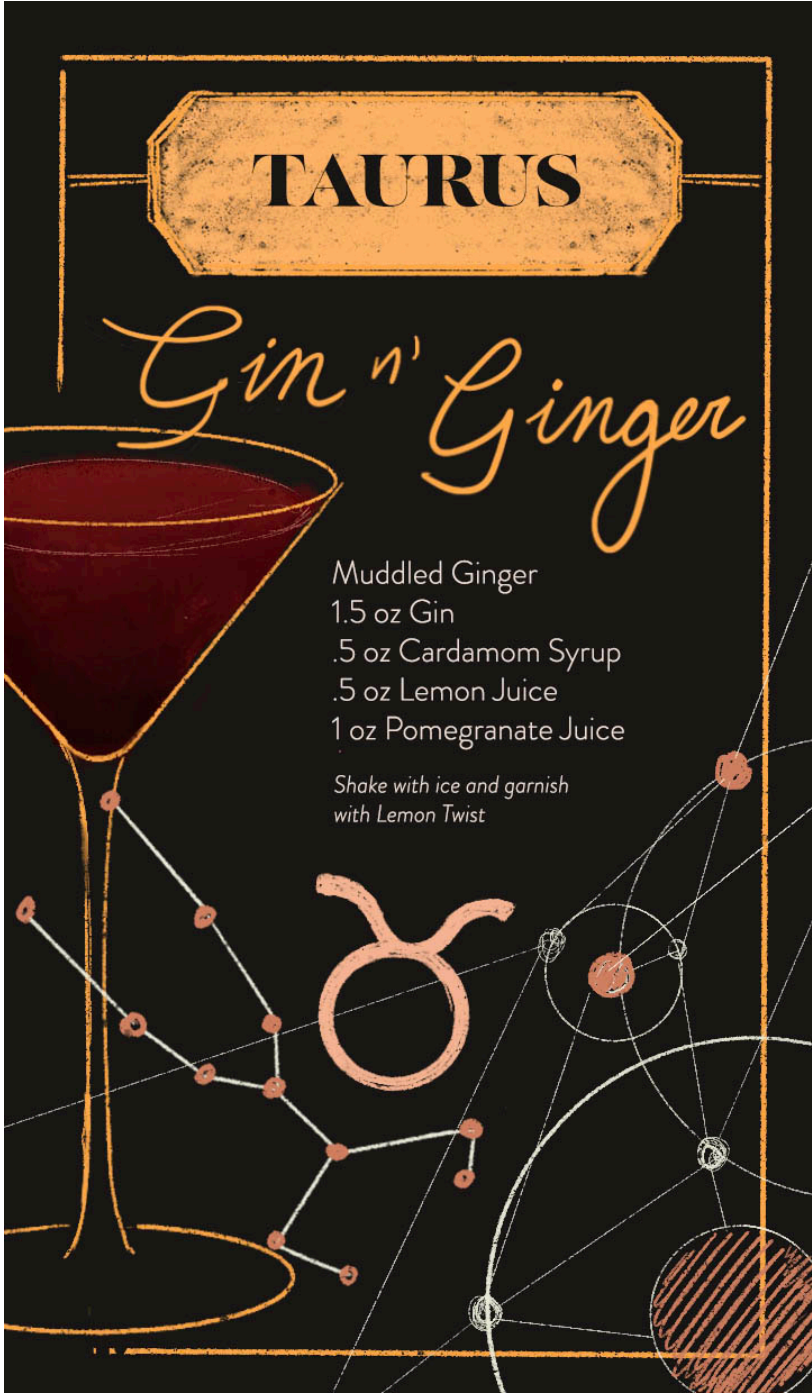
1 oz Gin
1 oz Lemon Juice
1 oz Cointreau
1 oz Dry Vermouth
.5 teaspoon Absinthe

*Shake with ice.
Garnish with Orange Peel*

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WHAT IS GIN?

Gin is a clear spirit that is made by distilling fermented grain and a number of other botanicals, one of which by law must be juniper. Gin is essentially pure ethanol, or flavourless vodka, that is flavoured through re-distillation with a range of natural ingredients.

Although inextricably linked to the UK, and often regarded as England's national spirit, it originates from Holland where the first mention of juniper-based health-related drinks appeared in a Dutch publication in 1269.

By the mid-17th century, numerous Dutch distillers had popularised the re-distillation of malt spirit with juniper and other spices including anise and caraway (to mask the spirit's bad flavour) which were sold in pharmacies and used to treat an array of medical problems. From then Gin built up a history of medicinal usage particularly by the Royal Navy, who are said to have mixed it with lime to stop scurvy and angostura to settle the stomach while at sea.

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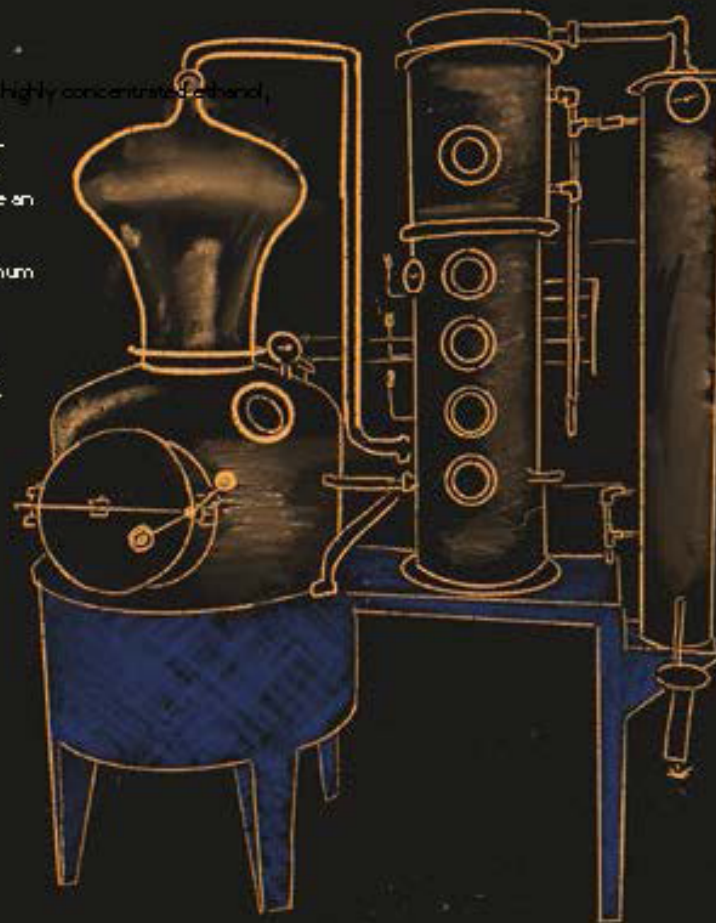
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Manufacturing Process

Gin is made similarly to Vodka with the neutral alcohol being highly concentrated ethanol, which by law must be of agricultural origin. This is normally a grain, but some gin producers use ethanol from grapes, sugar beet or molasses. Grain spirits are preferred as they give the Gin a crisper texture whereas molasses-based spirits can give an impression of softness and sweetness.

The ethanol is purified by repeat distillations to reach a minimum strength of at least 96% alcohol by volume.

Most houses don't actually make the base spirit from which they create their gins. Rather they buy in the neutral alcohol from third party distillers with pharmaceutical companies the dominant suppliers.



There are three main type of distillation used for Gin production:

- Pot Distilled Gin: A process used to make many early gins which were produced by distilling the fermented malt wine known as the 'mash' from grains and then distilling it a second time with botanicals to impart flavour.
- Column Distilled Gin: The most common process and one which became mainstream upon the invention of the Coffey still. This produces a very concentrated spirit that gets redistilled a second time with the addition of juniper berries and other botanicals in a 'gin basket' that's suspended in a pot still allowing for flavor extraction as the heat from the vapor rises. London dry gin is made through column distillation.
- Compound Gin: A process that is used but not as often as distilled gin. It is the cheapest way to flavor a gin. The required flavors are simply added to the base spirit without redistilling it. The resulting gin can have a pronounced immediate intensity, but the flavors can taste artificial and often fade quickly.

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Ratios

There's no rule to how much of your chosen botanical to use, although approximately a third fruit to gin is probably about right for most infusions (roughly 300g produce for 1 liter of gin).

Just remember that strong flavors like citrus peel, chili and fresh or dried herbs tend to be quite powerful in small amounts!



Steeping

- The longer you leave the gin, the stronger the flavors that develop will be.
- Beware of leaving it too long and over-infusing the mixture, though - in the same way that a cup of tea with the teabag left in too long can taste horrible, so too can flavoured gin!
- Herbs and spices like vanilla, thyme, lavender, mint, cardamom or chili may only need a few hours steeping in the gin, whereas fruits, strongly flavored vegetables and berries will probably be best left for a week or two, maybe even up to a month.
- So taste the gin at intervals, and once you're happy with the flavour, filter out all the botanicals using a sieve. If there's some sediment left in the liquid, use some muslin or a coffee filter to strain it again.



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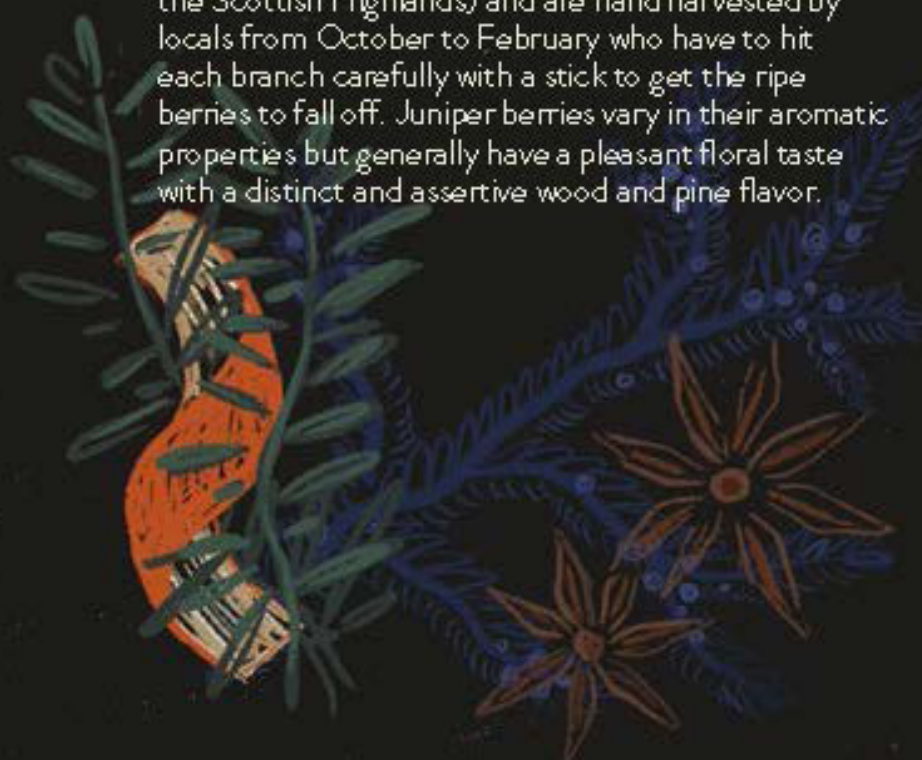
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Botanicals

Juniper is the key ingredient in every gin and is an element gin distillers have no control over as juniper grows wild rather than being cultivated. Juniper berries grow in bushes on thorny branches and contain three years' worth of growth at the same time. They are sourced mainly from the Tuscany region of Italy (as well as Serbia, Macedonia, India and in small quantities the Scottish Highlands) and are hand harvested by locals from October to February who have to hit each branch carefully with a stick to get the ripe berries to fall off. Juniper berries vary in their aromatic properties but generally have a pleasant floral taste with a distinct and assertive wood and pine flavor.



Botanicals to Consider When Infusing Your Gin

Spicy: Coriander, Nutmeg, Cinnamon, Cardamom, Ginger, Nutmeg

Sweet: Honeysuckle, Elder flower, Vanilla

Earthy: Angelica root, Liquorice, Rosemary

Floral: Lavender, Hibiscus

Nutty: Almond

Zesty: Lemon peel, Orange peel, Bergamot

What gin should I use?

Do not use most of the beautiful craft gins we know or send to our Craft Gin Club members for this process, as the added ingredients will hide and spoil the distillers' delicate flavors.

Use a everyday gin with no additional botanical flavors. It goes without saying that we don't recommend you use the really cheap stuff, either! No amount of added fruit will rescue those poor gins.

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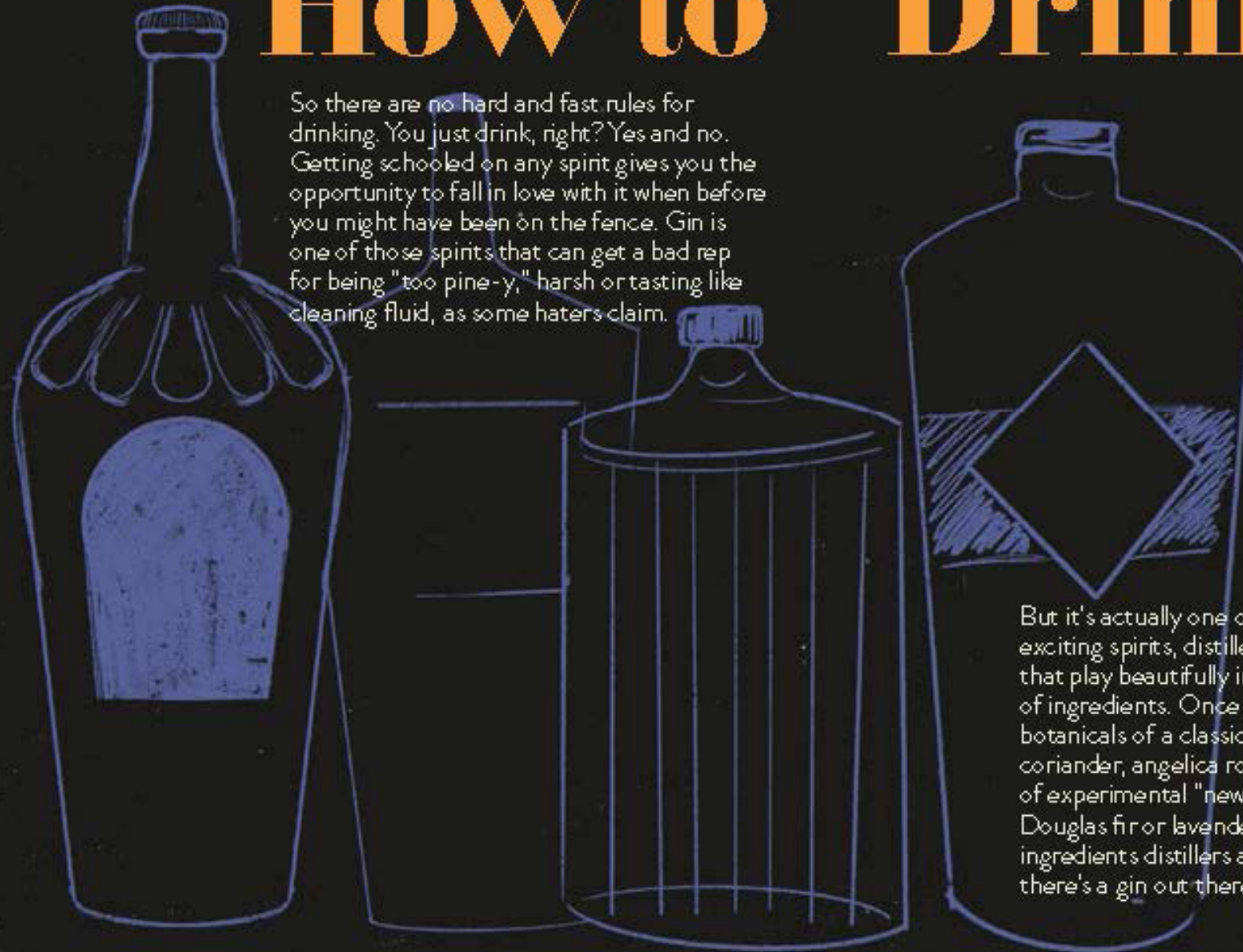
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How to Drink Gin

So there are no hard and fast rules for drinking. You just drink, right? Yes and no. Getting schooled on any spirit gives you the opportunity to fall in love with it when before you might have been on the fence. Gin is one of those spirits that can get a bad rep for being "too pine-y," harsh or tasting like cleaning fluid, as some haters claim.

But it's actually one of the most versatile and exciting spirits, distilled with a range of botanicals that play beautifully in cocktails with a wide range of ingredients. Once you get beyond the typical botanicals of a classic London dry gin — like juniper, coriander, angelica root, citrus — you'll find all manner of experimental "new" gins playing with lemongrass, Douglas fir or lavender, to name a few possible ingredients distillers are playing with. It's safe to say, there's a gin out there to suit all tastes.



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#1

Try Gin in Cocktails (Preferably a Martini)

One of the great temples to gin in the country is San Francisco's Whitechapel, a transporting space offering more than 600 different kinds of gin (and counting), modeled after a Victorian era gin palace, distilling room and now-defunct London tube stop, depending on which area of the bar you're sitting in. Whitechapel's resident ginnoisseur, Keli Rivers (yes, someone who curates, searches for and can talk to you in detail about all these gins), knows a thing or two about drinking gin and offers some advice on finding "your" gin: "Try each gin in a Martini or a somewhat neutral drink to highlight botanicals and see what the gin can do. ... Gin is made for cocktails—it marries, carries and elevates a cocktail with range and nuance."



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Try a **#2** Gin & Tonic Gin or Even a & Coke

Across the pond in England, gin expert David T. Smith (of Summer Fruit Cup, a site with more than 400 gin reviews, and the author of the books *How to Make Gin*, *Forgotten Spirits* and *Long Lost Liqueurs* (White Mule Press, \$22) and *The Craft of Gin* (White Mule Press, \$25) with co-author Aaron Knoll) has spent years studying hundreds of gins and how they pair with different tonics. Yes, a quality tonic makes a difference. But he also says, "The tonic should always be chilled. ... If the tonic is warm, the whole mix will taste sweeter and will be less fizzy."

He also vouches for mixing it up: "Read tonic labels and look for the flavor profile. For example, if there's rosemary tonic, you can look for gins that might work with rosemary. Or choose a classic London dry gin that mixes well with a range of tonics. There are a lot of other sodas that work well with gin, like soda water and San Pellegrino citrus sodas, or if you want to be bit controversial, cola works well with gin."

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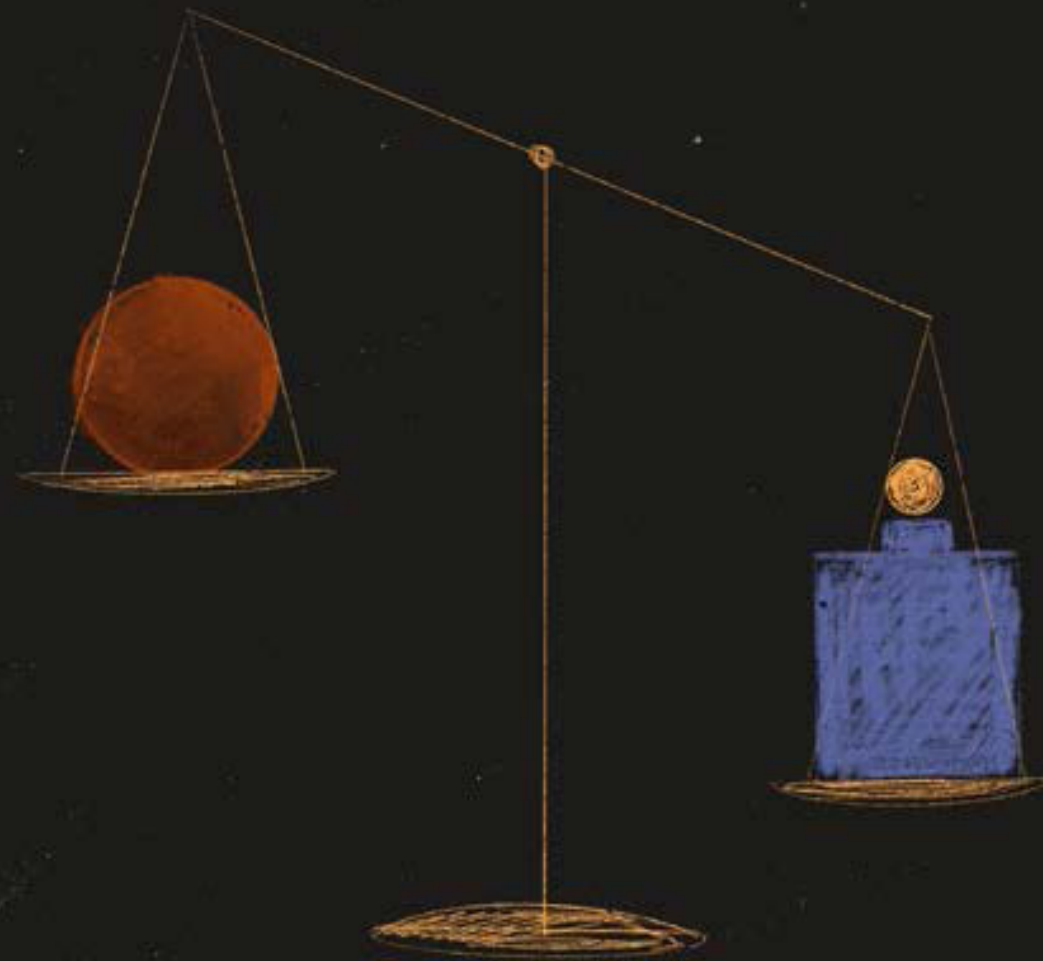
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When Making #3 Gin Cocktails

Complement and Contrast



The possibilities with gin cocktails are endless. For example, if you go with St. George Terroir gin with its herbaceous Douglas fir and coastal sage botanicals or Oakland Spirits Sea-Gin, you will want to show off those briny or green notes appropriately. While some bartenders might mix like with like (fresh rosemary with a rosemary-tinged gin, for one), Rivers encourages complementing and contrasting. "A citrus-forward gin doesn't need more citrus, so think about what would highlight the citrus and compliment it? The same goes if a gin is floral. Everybody loves to mix patterns in clothes. Why not in drinks?"

The cocktail menu at Whitechapel is extensive with drinks like the Narc Angel painting on the canvas of a more classic London dry profile— in this case, Fords gin, which plays nicely with maraschino liqueur, orange curaçao, the bitter-sweet of Campari and bright tones of ginger, mint and lemon.

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#24

Don't Be Afraid to Drink Gin Neat



"Don't be afraid to drink gin neat," says Smith. "These days, a lot more gins are designed to be drunk neat. Gone are the days where drinking gin is like drinking a Christmas tree." He explains that it's easier than ever to find a gin that might feature flavors you prefer, whether you like cinnamon or cardamom, citrus or floral notes, "especially if you bring barrel-aged gins into the mix." Barrel-aged gins have proliferated in recent years, particularly from small-batch distillers across the U.S. Longtimers like No. 209 in San Francisco even experiment with different barrels, aging its gin in sauvignon blanc or cabernet sauvignon wine barrels.

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#5

Play with the Temperature

If you want to take this whole gin thing a step further, Smith geeks out with temperatures. "I like looking into how temperature changes the taste of a drink," he says. "When you freeze gin, it changes the texture—it becomes thicker, more viscous. Then, as the gin warms up, the flavor profile opens up." So try sticking a bottle in the freezer, as many do with vodka, and watch how the spirit unfolds.



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#6

*Once You've Become
a Gin Lover*

**Sip Vintage
Gins**



If you really start to get into this gin thing, there is another realm: vintage gins. Generally, you'll find more collectors' bottles overseas in cities like Tokyo and in bars like Lebensstern in Berlin that stock more than a thousand spirits, including decades-old bottles available by the pour. Whitechapel is one of the rare American bars to find gin bottles that date back decades and that can be drunk.

"Gins weren't necessarily meant to be drunk aged or to sit in a bottle for 40 years," says Rivers. "[When trying out a vintage gin] I aerate it first, then pour and taste 10 minutes later, then another 10 minutes later, then an hour later [to see how it evolves and opens up]. ... The fun part is to see what the flavor palates were back in the 1930s, '40s, '50s, '60s. They were much more grain-derivative back then — you could taste what the gin was made from. I love to give gin enthusiasts a chance to taste a Bombay [Sapphire] from the 1950s compared to one today and to discuss the differences."