



MURKY
water.



Get
Murked.



COMPANY DESCRIPTION



Murky Water is a fresh and modern twist on one of America's favorite drinks; beer. This series of beers is inspired by alligators and their beautiful, complex habitats, with eye-catching illustrative cans to match. The Murky Water team has worked hard to offer lagers, stouts, IPAs, sours and more. Our tropical, earthy, and refreshing flavor options are perfect for any beer drinker, no matter how adventurous or how selective they may be.

Kick those mainstream cans to the curb and fill your fridge with Murky Water to help us achieve our goal of making every drinker a beer drinker.

NAME SELECTION

1. **Murky water**

2. Brackish water

3. **Brackish brew**

4. **Swamp land**

5. Gator juice

6. **Wetlands brewing**

7. Everglades brewing

8. The Glades

9. Reptile refresher

10. Dirty water

11. The marshes

12. Swamp dweller

13. Marsh dweller

14. Fossil fuel

15. Muja Juice

16. Alligator ale

17. Stay snappy

18. **Scute juice**

19. Scale ale

20. Scale tail

21. Bayou brew

22. On the bayou

23. Boozy bayou

24. Swampland sips

25. Gator-ade

TARGET AUDIENCE



JB is a 22 year old male that loves to visit breweries and try new beers. Jb also enjoys going to the liquor store and browsing the beer fridge to find beers for his "at home brewery hop" he enjoys with his girlfriend Lindsey.



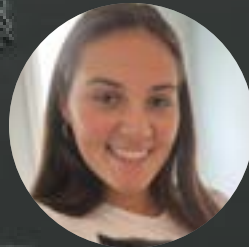
Lindsey is a 22 year old female who also loves to visit breweries and try new beers. When at breweries, she typically orders flights to try all of the fruity beers. She is a food connoisseur and runs a food and drink review account on instagram.



Katie is a 56 year old female that likes beer but is very picky. She only likes pilsners or anything that resembles what she calls "a regular beer" like bud light. When she goes to breweries she sticks to what she says is 'plain' and refuses to go out of her comfort zone.



Perry is a 50 year old man who likes beer and is a little on the pickier side. He typically shies away from sour or sweet beers, but isn't scared of a nice dark beer or something out of the ordinary.



Brooke is a 21 year old female who doesn't drink beer at all. Brooke will try sips of her friends' drinks to try to expand her pallet, but prefers seltzers if she decides to have a few drinks with peers. Everytime Brooke samples beers such as bud light or natural light, she is very unsatisfied.



The image is a monochromatic, high-contrast composition featuring the word "Murky" repeated in a dense, overlapping pattern. The text is rendered in a variety of styles, including cursive, script, and blocky, and is oriented in multiple directions, creating a complex, textured visual effect. The word "Murky" is the central element, appearing in numerous instances across the frame, some in a standard font and others in more stylized, handwritten-like scripts. The overall effect is a dense, almost abstract wall of text, with the word "Murky" appearing in various sizes and orientations, creating a sense of movement and depth. The background is a solid, light gray, which makes the dark, black text stand out prominently. The overall composition is a dense, textured field of the word "Murky", with some instances being more prominent than others, and some appearing as part of larger, more complex shapes.



MURKY
water.

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Logo



Pantone P 147-1 C
Primary



Pantone P 178-16 C
Secondary



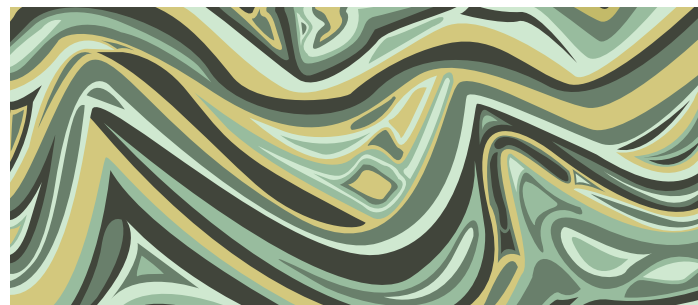
Pantone P 3-5 C
Tertiary

Century Gothic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Primary

Apparat
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Secondary



Pattern



Icons

DO: Use the Murky Water logo in white, black, or brand pantone colors.



DO: Use these combinations:



DO: Put the Murky Water Logo or "Get Murked" slogan on a photo if it seems appropriate.



DO: eliminate "water" from logo if being used in a slogan. ex. "Time to get murky"



DO: put the murky water logo or text on brand patterns or photo if it is placed in front of a (Murky water pantone colored) box with an 80% opacity.



DON'T: Sketch or distort the logo in anyway.



DON'T: Flip the logo in anyway.



DON'T: Use any colors but brand pantones.



DON'T: Add a drop shadow to logo.



DON'T: Put the logo on top of a non-brand color or pattern.



DON'T: Use this combination.





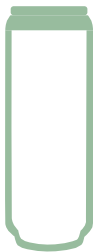
BRAND EXTENSIONS



Wine- Wine is just as popular as beer, why wouldn't we have it? With wine as a brand extension, you can drink Murky Water for any occasion.



Ciders- These are good for the fall and for people that like things less bubbly.



Seltzers- Seltzers are popular these days and everyone is making them. This also offers a 'lighter' alternative.



Edibles- A little something to calm the nerves.



Liquor- Murky Water cocktails? Count me in.

Local Competitors



ABANDONED
BUILDING
BREWERY

「WHITE LION」
BREWING COMPANY

ASSETS & DELIVERABLES

















city outdoor

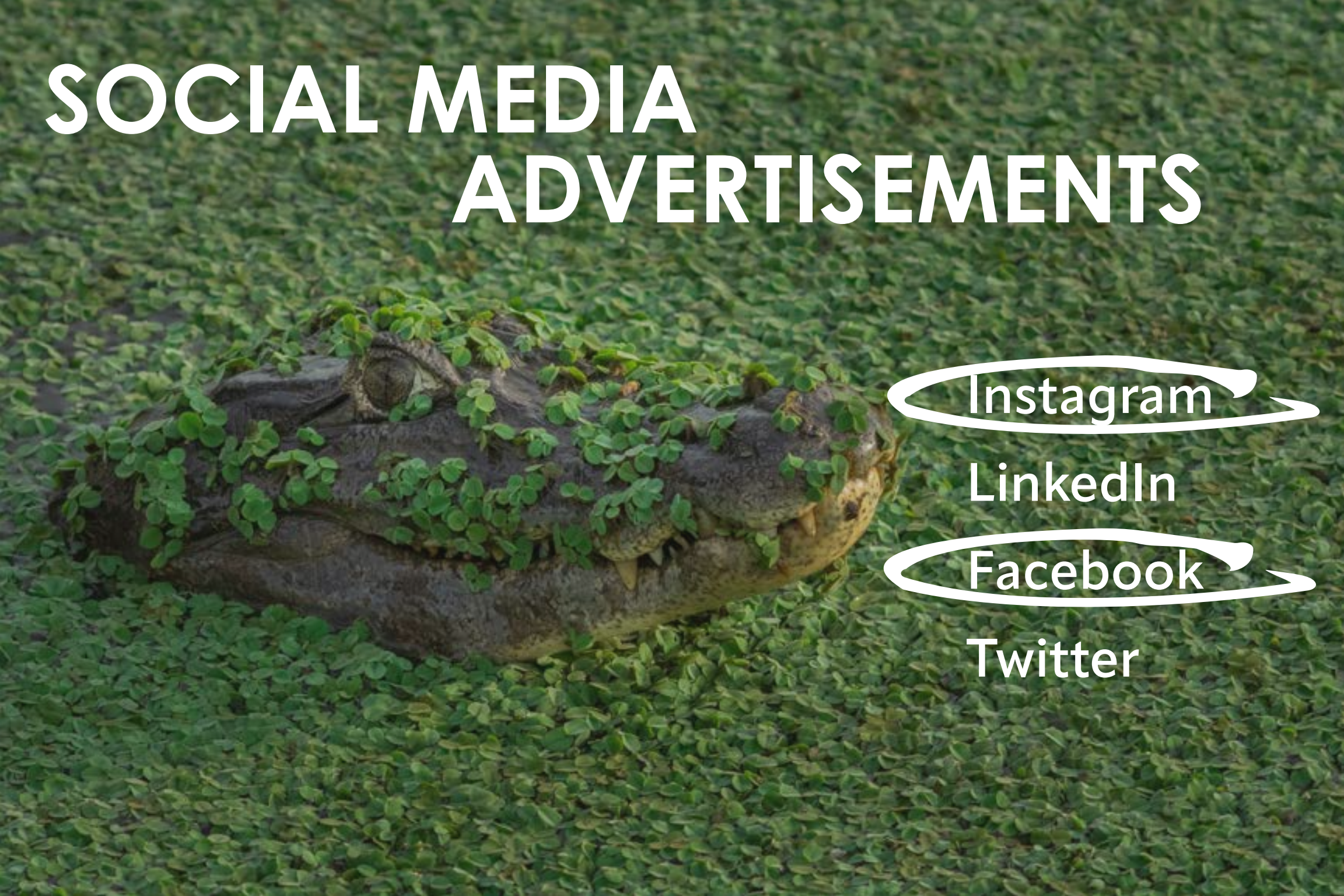


Things are about to get

Murky

Murky
water.

SOCIAL MEDIA ADVERTISEMENTS



Instagram

LinkedIn

Facebook

Twitter

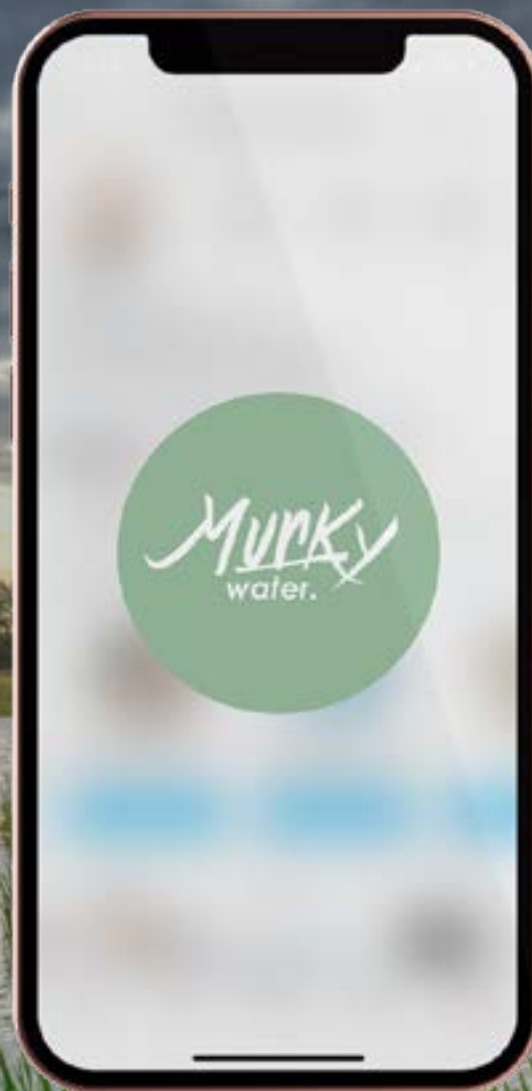


INSTAGRAM

ADVERTISING



Instagram Post 1080 x1080



Instagram Profile Picture



Instagram Post 1080 x1080

