

# PEAKLINE

CRAFT BEER



# Client / Project Type

**Client:** Peakline Brewing Co.

**Project Type:** Branding, Packaging &  
Print Design

**My Role:** Visual designer (logo, branding, can  
label, poster layout)

# Project Summary

Peakline Beer is a fictional outdoor-inspired craft beer brand. I designed the full visual identity, including the logo, color palette, can labels, and supporting promotional materials. The goal was to create a clean, modern brand that appeals to adventure-minded customers and feels fresh on the shelf. This case study walks through the research, early sketches, design development, and final packaging.

# The Challenge

*Peakline needed a bold, modern identity that hinted at the outdoors without feeling cliché or overly rustic.*

## Problem to Solve

- Develop a consistent visual identity across both the poster and the can labels so the brand feels unified.
- Make the product easy to recognize, even from a distance.

## User Needs

- Shoppers need to quickly read the flavor, alcohol content, and essential details on the can.
- People viewing the poster need a simple, eye-catching layout that communicates what Peakline is at a glance.

## Business Requirements

- Include the Peakline logo, flavor name, ingredients, nutrition facts, and net weight on the can label.
- The poster must clearly show the three cans and the logo as the main focal points.

- Designs should support future expansion, so the system can work for multiple flavors.

## Constraints

- Small label space requires a clean information hierarchy and minimal clutter.
- The poster is much larger, but still needs structure so it doesn't look empty or unbalanced.

## Target Users

- Beer shoppers looking for something refreshing and visually appealing.
- New customers discovering the brand through marketing materials like posters.

# Design Research

## Research & Inspiration



Simple  
Refreshing  
Outdoorsy  
Relaxed



Adventurous  
Aspirational  
Exploratory  
Uplifting



Casual  
Social  
Natural  
Easygoing



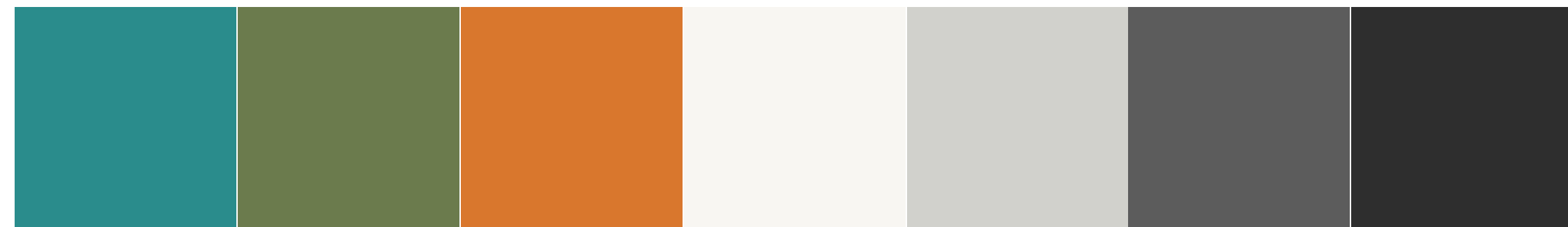
Craft-focused  
Clean  
Crisp  
Modern

## Typography

The palette uses cool blue-grays with bright accents for contrast. The typefaces are clean and legible, even at small sizes on a can label.

## Color Palette

The color palette fits Peakline because it pulls from nature: fresh teal, earthy olive, and warm orange, all tied to each beer's flavor and the brand's bold, clean outdoorsy feel.



## Final Logo

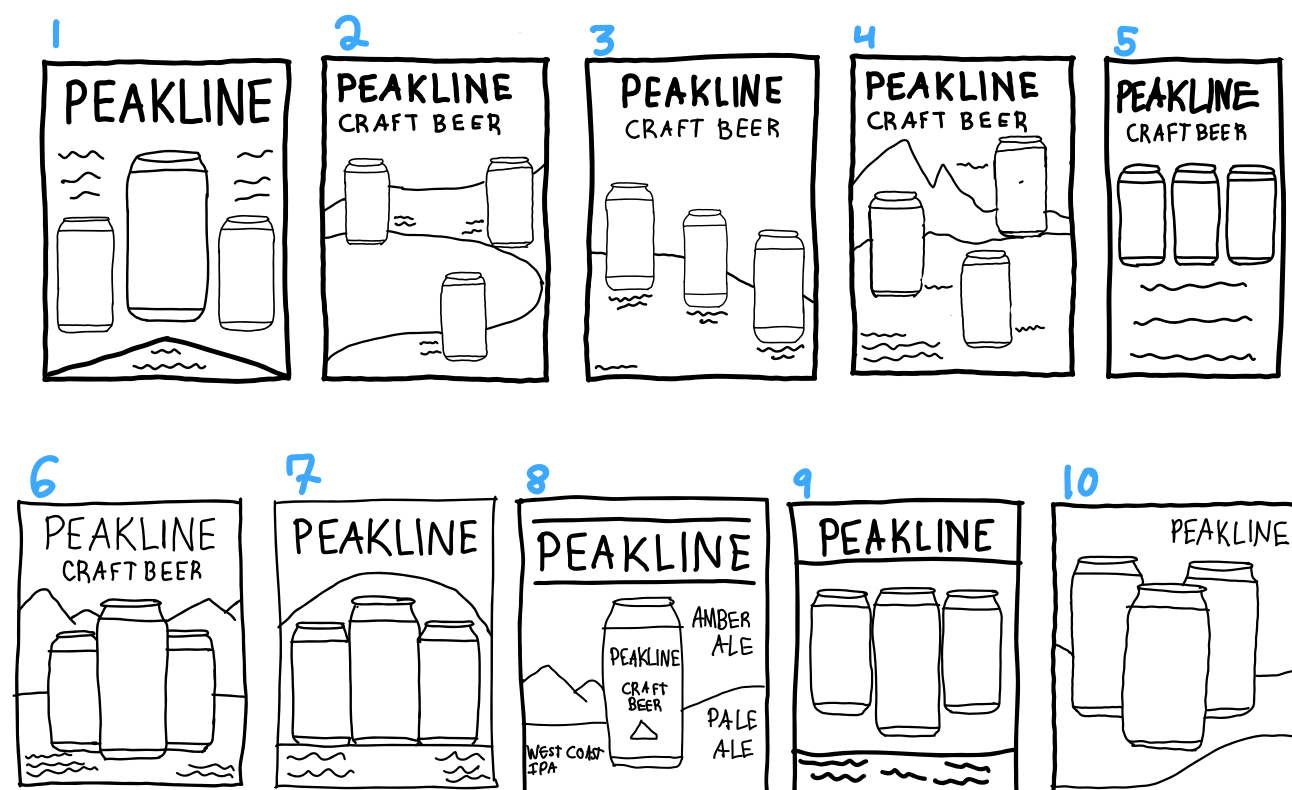
The final uses typography that is bold and modern for strong shelf visibility.

# PEAKLINE

# Thumbnails & Roughs

## Design Solutions

The thumbnails and roughs helped me explore different ways to communicate Peakline's bold, outdoor-focused personality while keeping the layout clear and easy to read. I sketched multiple compositions to test hierarchy, placement of the logo, and how the three cans could work together visually. This stage made it easier to narrow down the strongest ideas and build a final design that met the project goals and felt consistent with the brand. old color contrast, and a balanced composition that draws attention to the brand first and the product second.



OPTION A



OPTION B

## Peakline Craft Beer

Three styles.  
One trail.



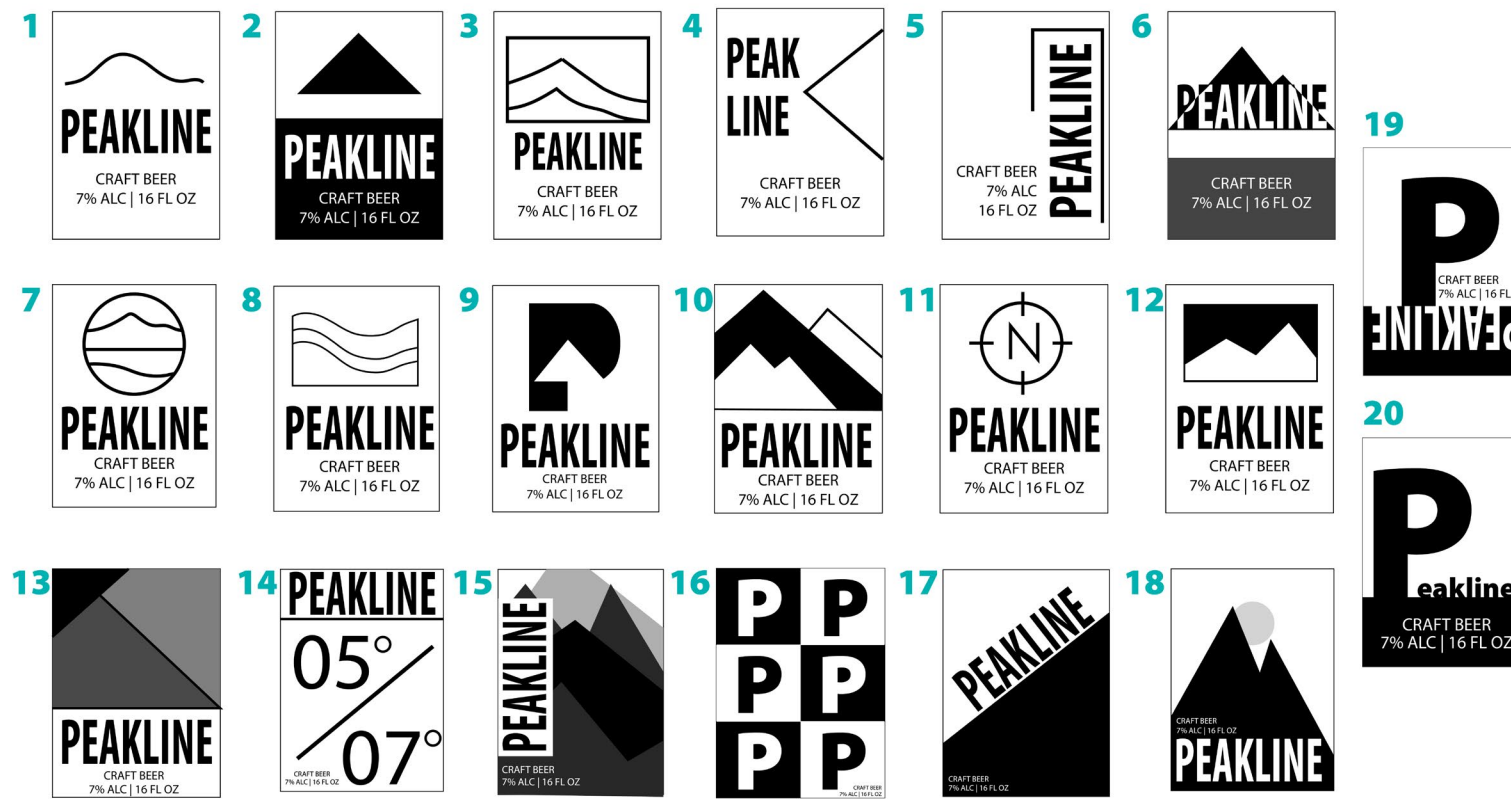
Available in 13oz cans.  
Small batch. Big Flavor

[www.peaklinebeer.com](http://www.peaklinebeer.com)

# Can Development

## Overview

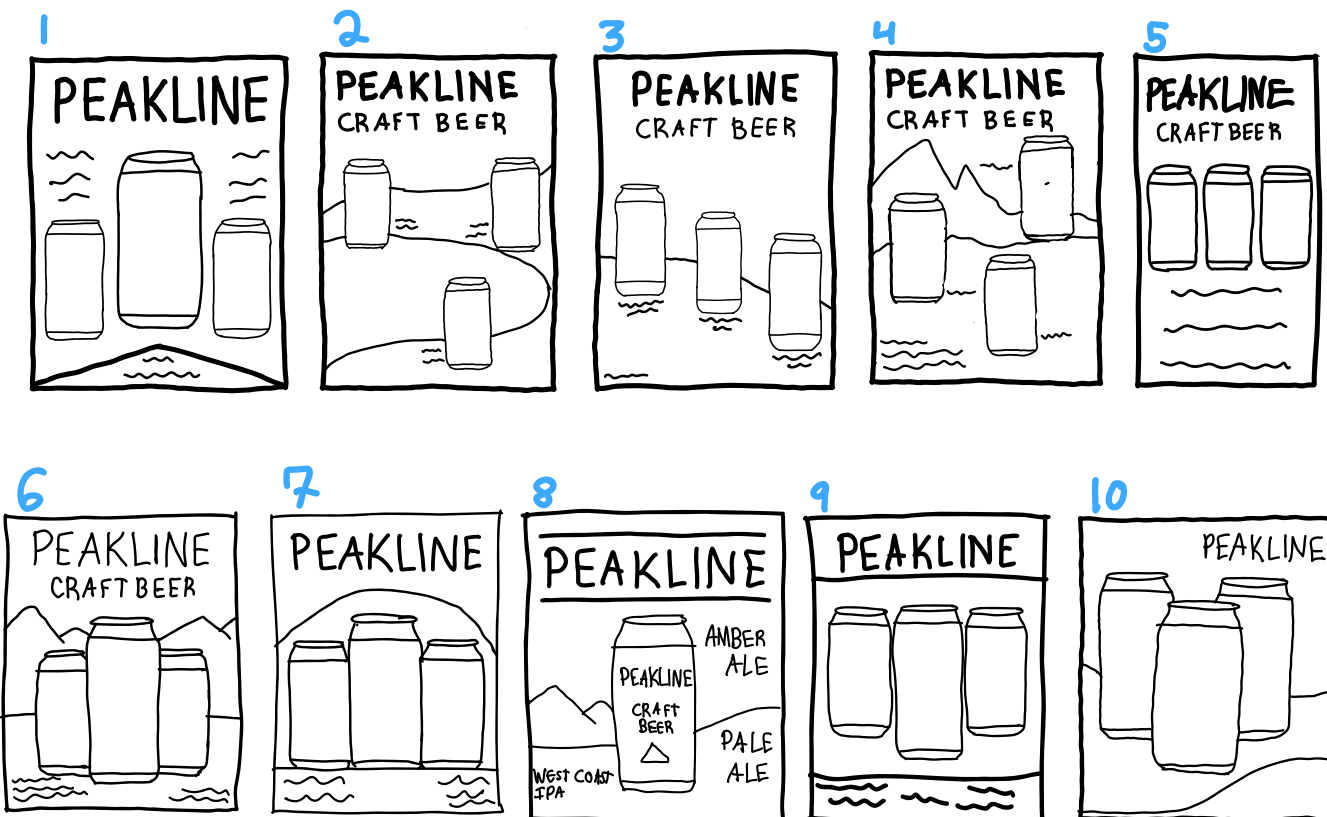
I developed the Peakline can labels by exploring a look that balanced bold branding with an outdoors-inspired feel. The goal was to make each can stand out on its own while still feeling like part of a unified product line. Throughout the process, I focused on clear hierarchy, strong color choices, and a layout that feels sharp and easy to read.



# Poster Development

## Overview

I explored several layout options that highlight the Peakline logo and the three featured cans while keeping the overall look clean and outdoors-inspired. The final direction focuses on strong hierarchy, bold color contrast, and a balanced composition that draws attention to the brand first and the product second.



## Peakline Craft Beer

Three styles.  
One trail.



# PEAKLINE

## CRAFT BEER

Three styles. One trail.



Small batch. Big Flavor

Available in 13oz cans, found at your local stores.

@peaklinebeer  
www.peaklinebeer.com

# Final Mockups

## Results

The mockups helped show how the can labels and poster would look in real settings, making the designs feel more polished and believable. Seeing everything applied to products also confirmed that the color palette, layout, and branding choices stayed consistent across all pieces. This step clarified what worked well and what could be improved in future iterations.



# Thank You!

**Annabelle Mullin**

 [agmullin@my.waketech.edu](mailto:agmullin@my.waketech.edu)

 [Photos by Annabelle](#)

