

# Beverage Design Case Study

## Beverage Label, Sticker & Carrier Design

Featuring Liberty Line Lager: 11/17/25-12/8/25

### Responsibilities:

- Brainstorming and Ideation
- Sketching roughs
- Digital creation
- Mock-up creation
- Case study

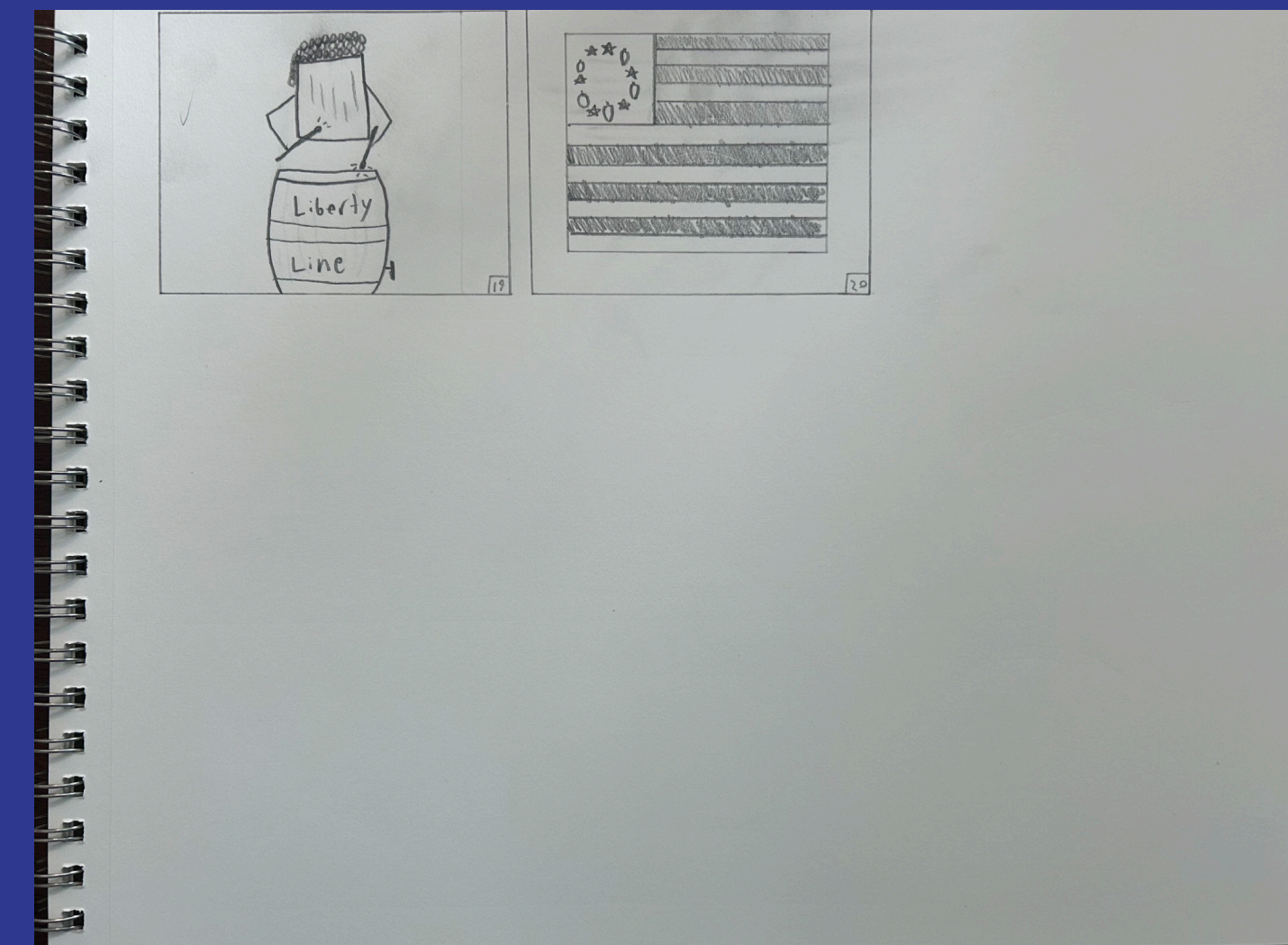
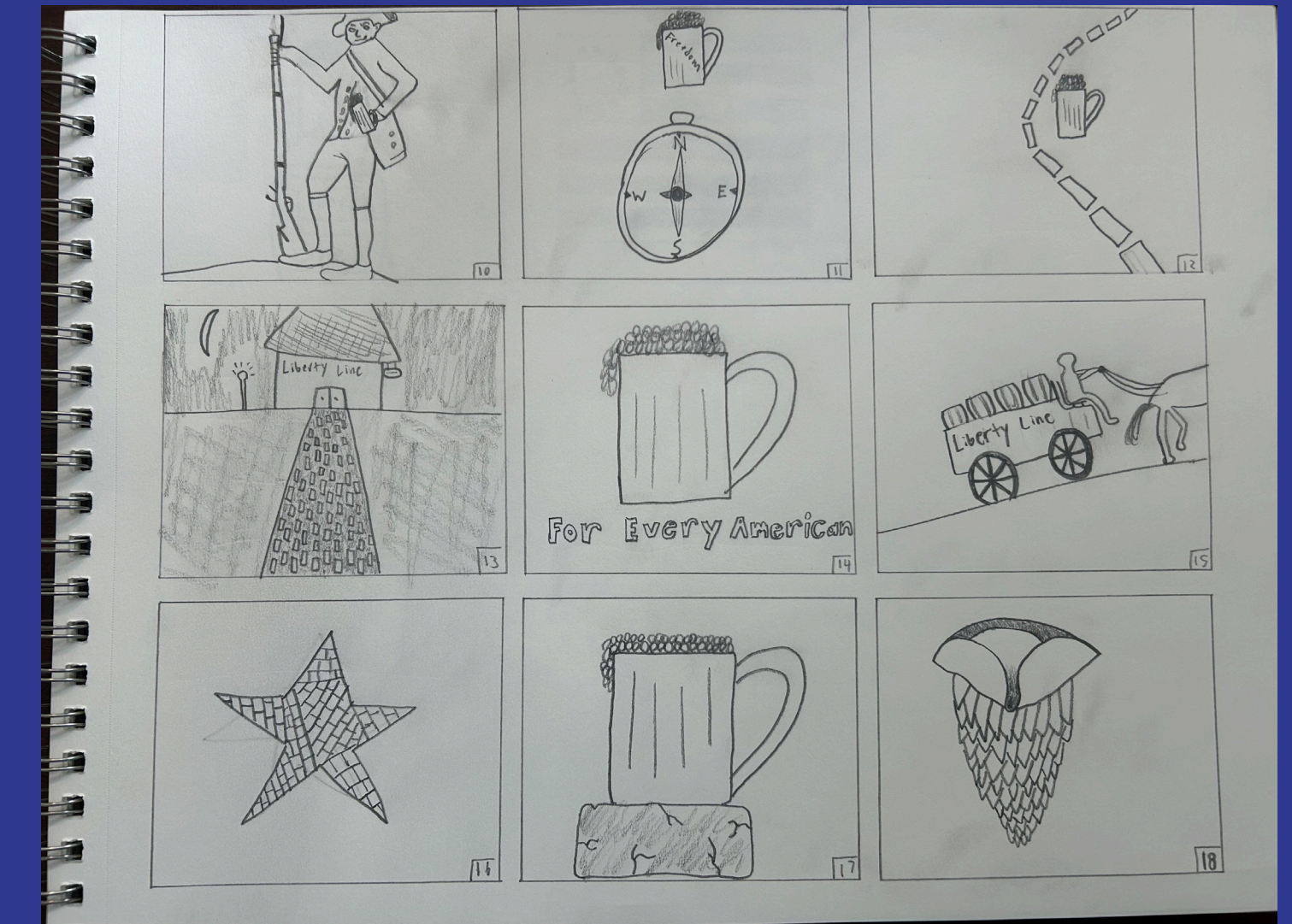
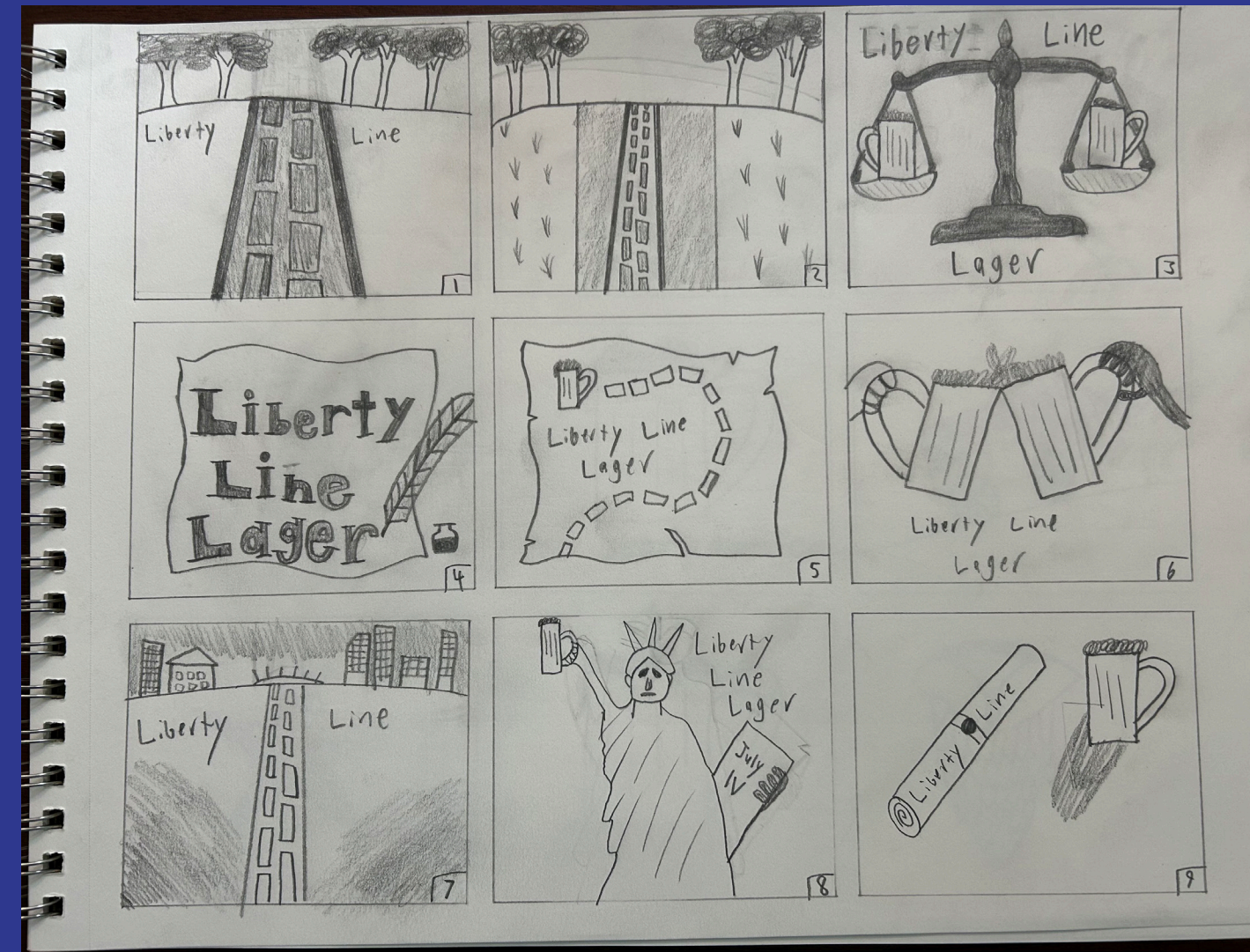
### My Role:

My role in all of this was to define a brand and its target audience, and then design according to that target audience. I began by brainstorming and coming up with different ideas for the beverage label, sticker and carrier design. I then created digital works of my best chosen pieces. Feedback was also taken into consideration. Mock-ups of each item was created for showcasing its use and practicality. Lastly, showcasing my designs in this presentation will show you what I have created and why.

### Project Summary/About this project:

This project had three options. The option I chose was to create a single label, sticker, and carrier design. The target audience was chosen to reflect working class Americans who do not want to pay top dollar for great beer. The goal was to create and design an attractive label and carrier and to add a fun sticker to place onto a cooler or anything the customer may desire.

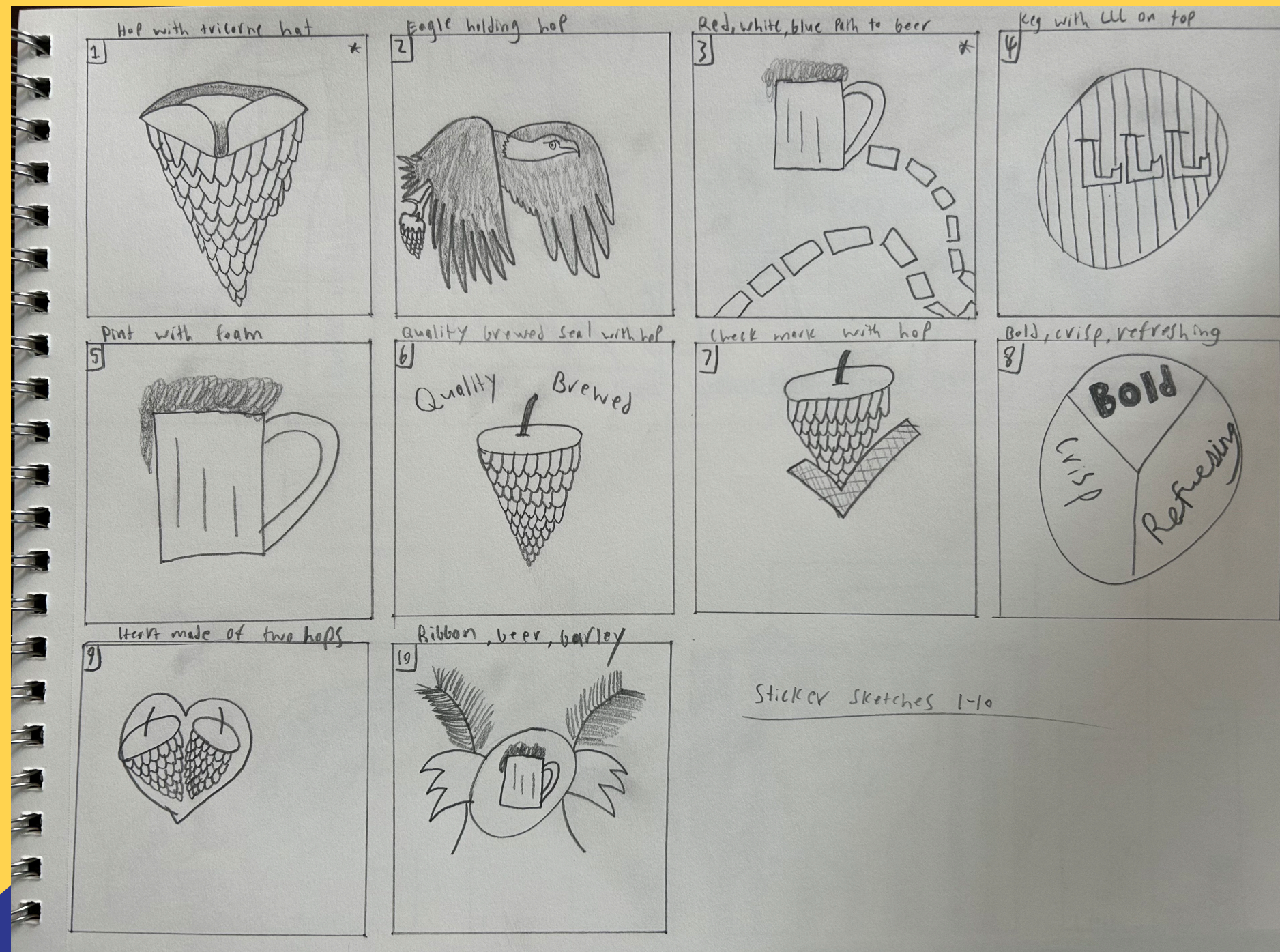
## Sketches & Roughs: Label



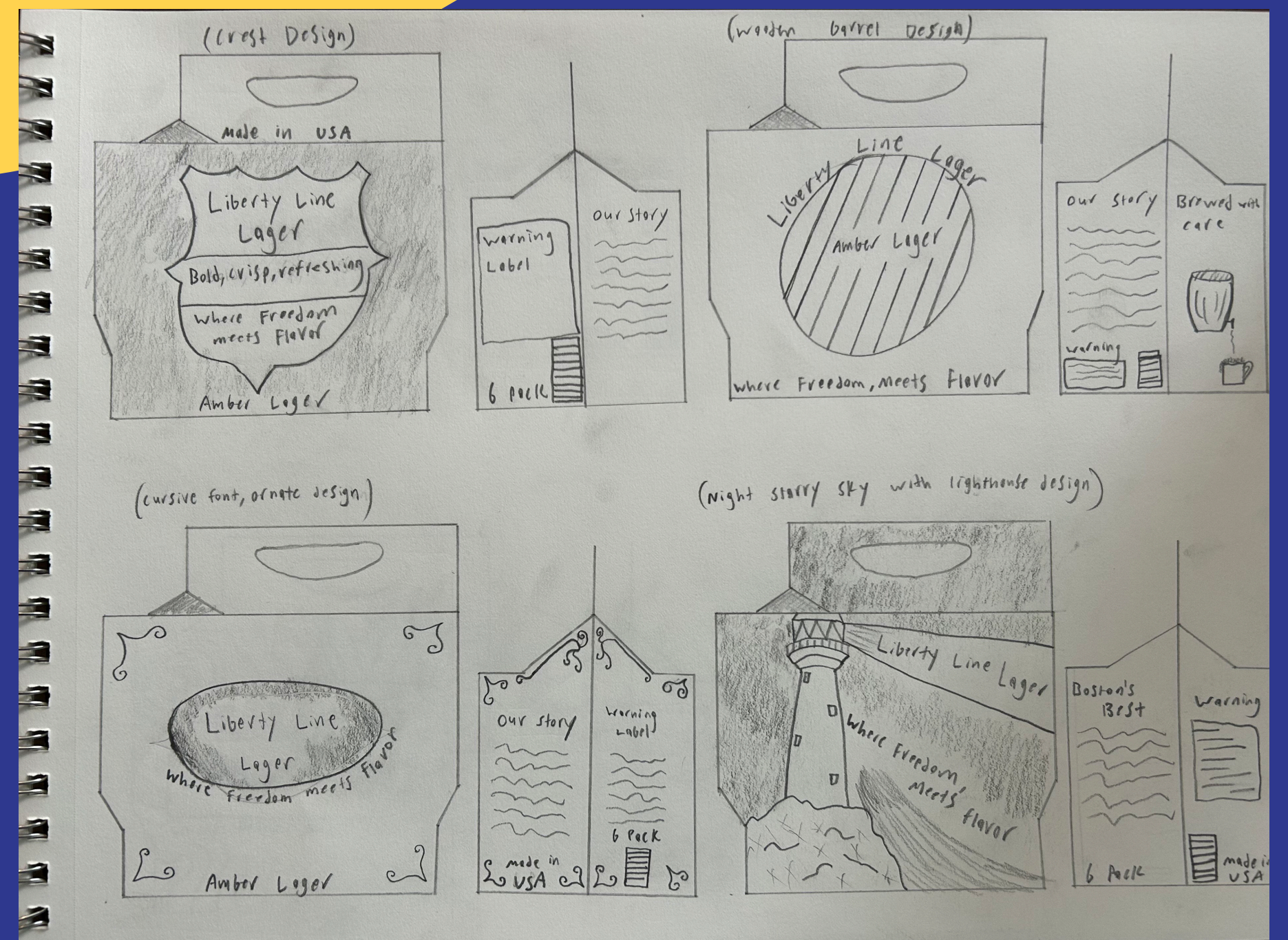
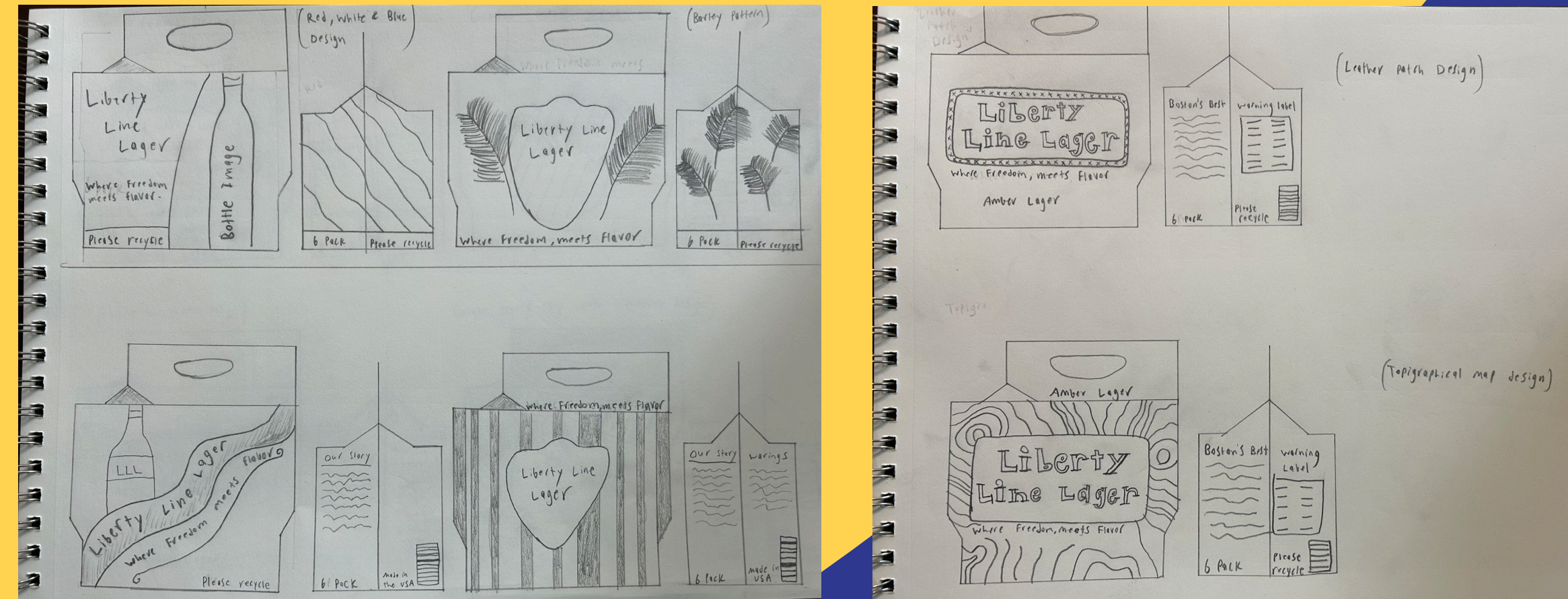
## The Challenge:

When shopping for beer you will find an overwhelming amount of options. From seltzers to IPAs there are many options to choose from. You will find beer from other countries and beer from the United States. Most beers from the USA are light and lack bold flavor. Some however, have exceptional flavor and quality and that is what I wanted to aim for. Not all American beers have patriotic themes. A few may come to mind but not many. That is why I created Liberty Line Lager. Based off of Boston's Freedom Trail that runs through the city. This trail leads to several historic landmarks. This product fills a void. There are many beers made in America but only a small handful take pride in their country and heritage. Although this brand is new it aims to compete with brands like Samuel Adams, Yuengling, and other brands such as Sierra Nevada Brewing Company. These are some big shoes to fill, but I believe that my brand could fill them and become a staple in the industry.

## Sketches & Roughs: Sticker



## Sketches & Roughs: Carrier



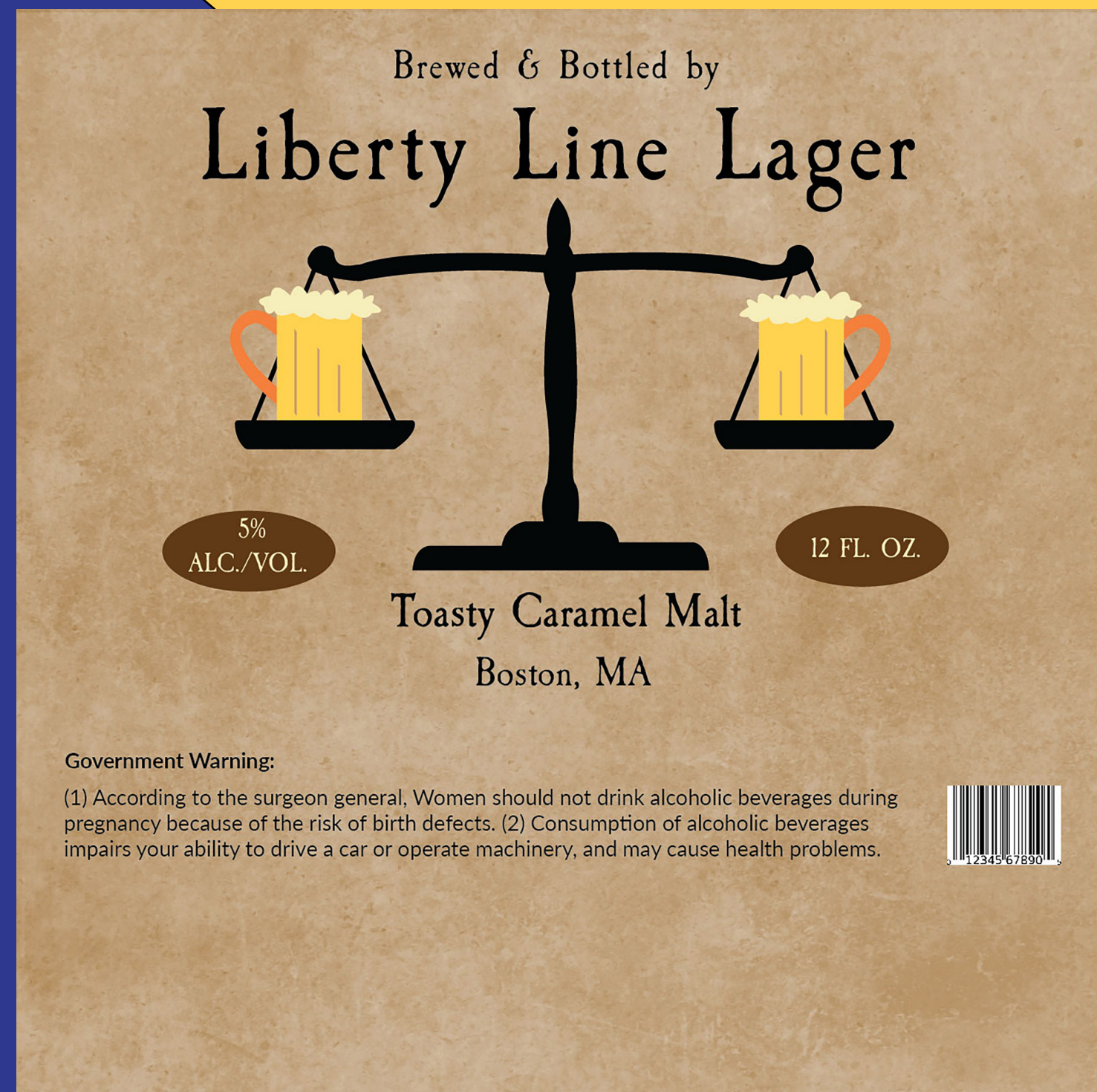
## The Design Solution:

When starting out I started brainstorming ideas. I used things like mind maps and also utilized ai to help me generate ideas. Some ideas were worse than others but I chose the best ones and modified some of the ideas the better match the goal and target audience. A pain point I experienced was backgrounds and patterns. I chosen not to use patterns in most of my work and only used that for the sticker. The background issue was overcome by using an old paper texture image I found on Pixabay. I expanded the image to fit the frame. It was light enough to be able to read text and see the label well.

## Results:

I think that overall I did well, but I know that given more time this work could have been even better and has more potential. I think this project was interesting and in some ways even fun to create and work through. This work will make for a great portfolio piece and I would love to dive back into this project to make it even better. I learned how to utilize ai to help me brain storm, what it takes to craft and alcoholic beverage label, and most importantly how to manage my time when under pressure.

## Digital Work



### Boston's Best

Liberty Line Lager was founded in 2025 in Boston, MA and was inspired by the Boston's Freedom Trail. The trail runs through the heart of Boston and leads to 16 different historic landmarks. Our dream is to make the best brew that brings pride to our city and our country. We appreciate your business and hope you enjoy our beverage!

6 pack

#### Government Warning:

(1) According to the surgeon general, Women should not drink alcoholic beverages during pregnancy because of the risk of birth defects. (2) Consumption of alcoholic beverages impairs your ability to drive a car or operate machinery, and may cause health problems.

5% ALC. VOL.

12 FL. OZ.

Made in USA



1234567890

# Mock-ups



This mockup was created with ai

This mockup was created with ai



# Typography & Color Choices

## Typography:

### Label, sticker & carrier design:

- Title & Brand typeface: Caslon Antique
- Body text: Lato

### Case Study:

Headers & subheads: **Berlin Sans FB**  
Body text: Corbel

### Reasoning:


For my label, sticker and carrier design I chose Caslon Antique because, it seemed appropriate for the old timey theme. My beverage is supposed to be themed around colonial America during the days of American Independence. The typeface looks like it was printed with primitive printing technology and I liked the style. For my body text I chose a sans serif font to contrast with the other serif font I had chosen. I used Lato as stated above which seemed to be a nice neutral font that was easy to read.

## Links & Research:

<https://www.thefreedomtrail.org/>

## Color:

### Label

FFD24F: 

F6EBB9: 


C59B6C: 


F5803C: 

5F3916: 


Reasoning:  
Uses tans, yellows and oranges

### Sticker

C7B299: 

A67C52: 


754D25: 


009247: 


Reasoning:  
Uses browns and greens


### Carrier


2E388E: 


FFD24F: 


999999: 

C7B299: 

998675: 

F6EBB8: 

FFD76B: 

C59B6C: 

Reasoning:  
Uses a variety of colors like blue, yellows, grays, and browns.