



Pinar Lacroix

**I am a full service designer and
creative leader offering a wide variety of
creative services.**

Concept and Design Development
Strategy and Brand Design
Art Direction and Design Management
Product Photography & Retouching
Packaging Design & Production
Line extensions
Production support: Prototypes, comps,
vendor management, mechanicals on-site
press approvals

To see my previous work please visit my
website www.pinardesign.com portfolio tab

This new brand design, name and architecture needed to support the modern craft esthetic and and conveys the brand personality of authenticity, creativity and experimentation.

GOALS AND BRIEF: Design should clearly represent that it is an umbrella brand to commercialize new liquids. The base liquids all will be different – and can play across categories, ages, etc. but what they need to have in common is that they are all premium liquids, and they all have been finished with different wood treatments .

BIG IDEA AND SOLUTION: To maximize the budget for structure we choose 3 bottle shapes that are stock and available with no tooling costs. With that I created 3 different names each unique to each design and draw illustrations to keep it authentic. I decided to communicate premiumness with glass bottle weights and special finishes in graphics. I created a design architecture to easily modify to different spirits and extend without breaking the brand hierarchy.

Second approach; I built on limited batch idea and focused on barrels. This is how I came up with BARREL WORKS name. I designed a shield to also build on the limited batch idea. Third approach; I built on the Expert and Limited Batch idea and this is how EXPERT'SHARE name was generated. I designed the logo as a barrel and accentuated the years on the logo as the aging process with wood was important to quality.

- New Product Naming
- Primary Bottle Research
- Illustrations
- Logo Design and Copy creation
- Model search and Photo shoots
- Brand Design Architecture
- Packaging Design options
- Competitive Analysis
- Brand positioning
- Alternative production cost options



**BEAM SUNTORY CONCEPT
DEVELOPMENT& DESIGN
SERVICES RENDERED:**

Packaging Design
Name and Concept Development
Illustration Study and Explorations
Logo Design
Line Extensions
Technical Label Specs
Production support: Production specs
Bottle vendor management









