

BRANDING

1

**PRESSED
PREMIUM**



**WELL BREW
TRENDY**



**BREW BOX
GENERIC**



LOGOS & DESIGN ELEMENTS

2

PRESSED
PREMIUM

PRESSED



PRESSED IS A PREMIUM COLD
BREW COFFEE. IT IS MORE LIKE
A WINE THAN A BEER.

WELL BREW
TRENDY

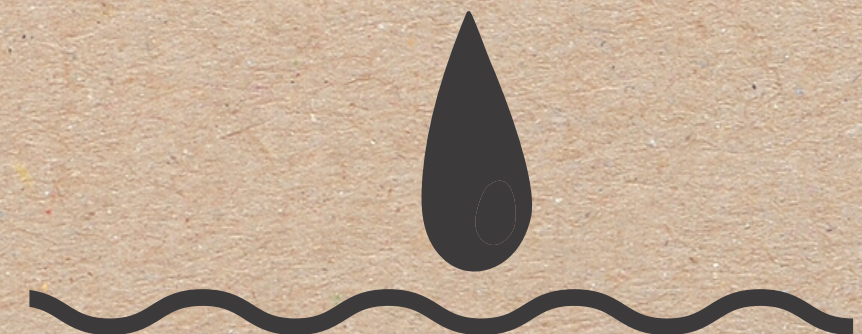
WELL
BREW



WELL... IT'S COLD
BREW ON TAP

BREW BOX
GENERIC

BREW
BOX



BOX FULL OF BUZZ

COLORS

3

PRESSED PREMIUM



WELL BREW TRENDY



BREW BOX GENERIC



PERSONALITIES

4

PRESSED
PREMIUM

WELL BREW TRENDY

BREW BOX GENERIC

