

Tall Man Brewing Creative Concept
August 9 2021



Tall Man Brewing Branding and Decor Creative Concept

Tall Man Brewing creative positioning must be authentic to Fort Bragg – represented as a curious mix of van life, beach, surf and logging design cues with hints of 70's / 80's vintage styling and decor. It should also be tethered by the aesthetics and soul of the small batch craft beer brewing process and Pat's signature personality, presence and stature.

Experience Design Drivers

Architectural Archeology

Expose the Past
Designed Demolition
Let the Light Shine Through
Acoustic Mitigation

Salvage / Repurpose

Reclaimed Materials
Vintage Finds

Beer Garden / Lounge

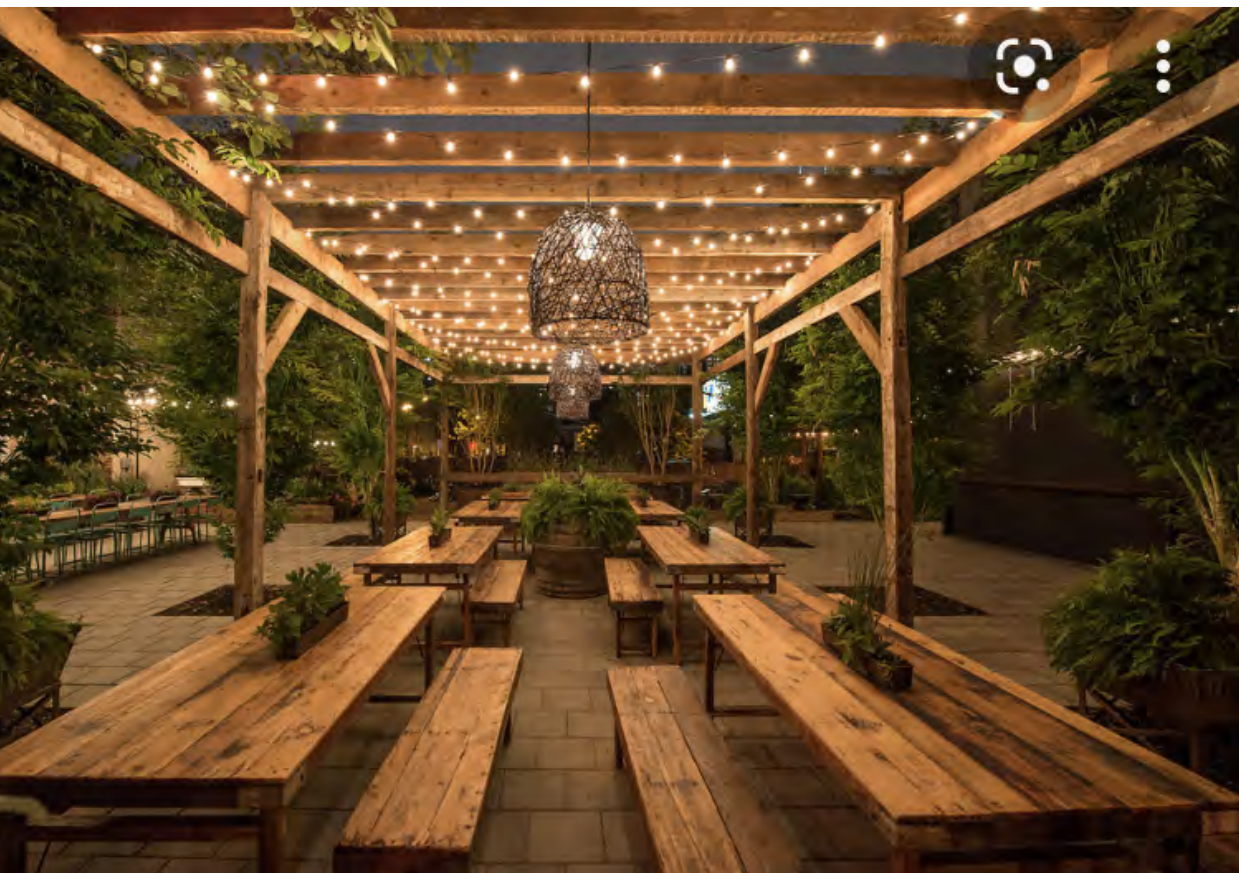
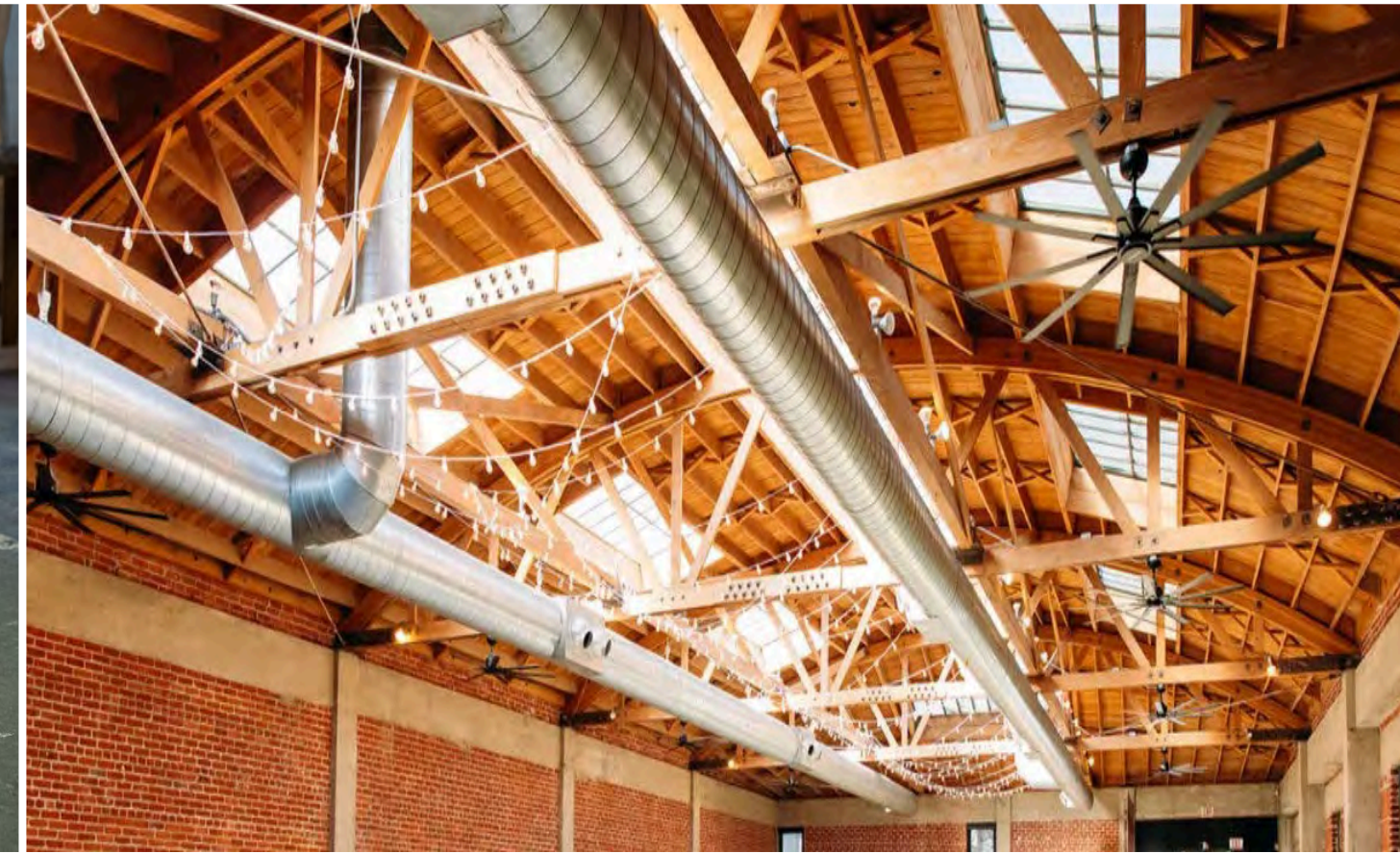
Easy meet-up for both small
and larger groups
Occasional live music

Processed Revealed

Back of House Tours
Pat in the Lab Reels

Best Practice = Pine Street Market, Dairy Block/Milk Market, Chelsea Market, Parklab Gardens

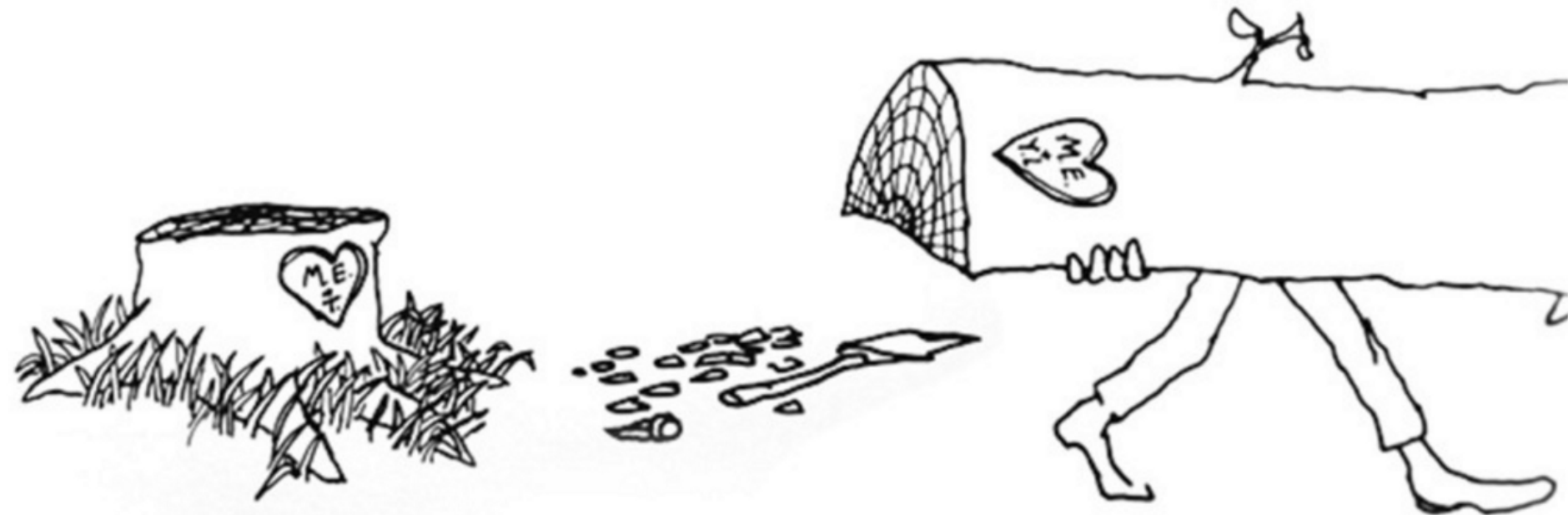
TMB Mood Board



TMB Color Inspiration



TMB Preliminary Branding / Illustration Inspiration and Identity Studies



TALL MAN BREWING

Not Final Logo Art



TMB Recommended Staff Dress (Front of House)



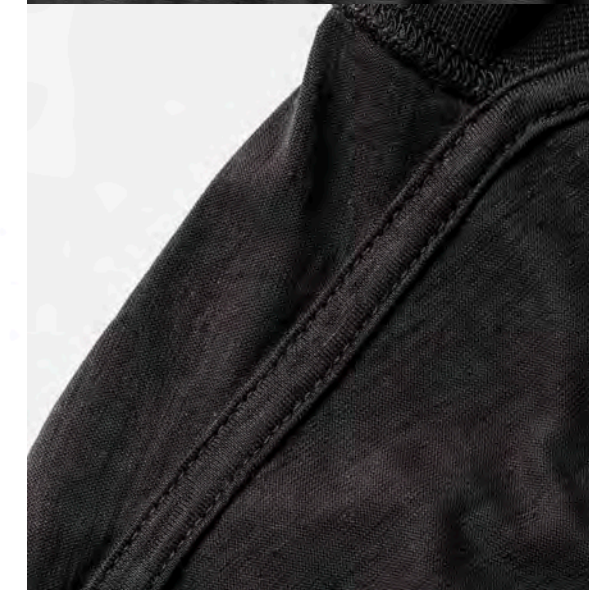
Waxed Canvass
Half Apron



Super-Birki
Polyurethane
Black
\$79.95



Tokio Super Grip
Leather
\$150.00



TMB Branded Cotton Hemp Tee



Tokio Super Grip
Leather
\$155.00

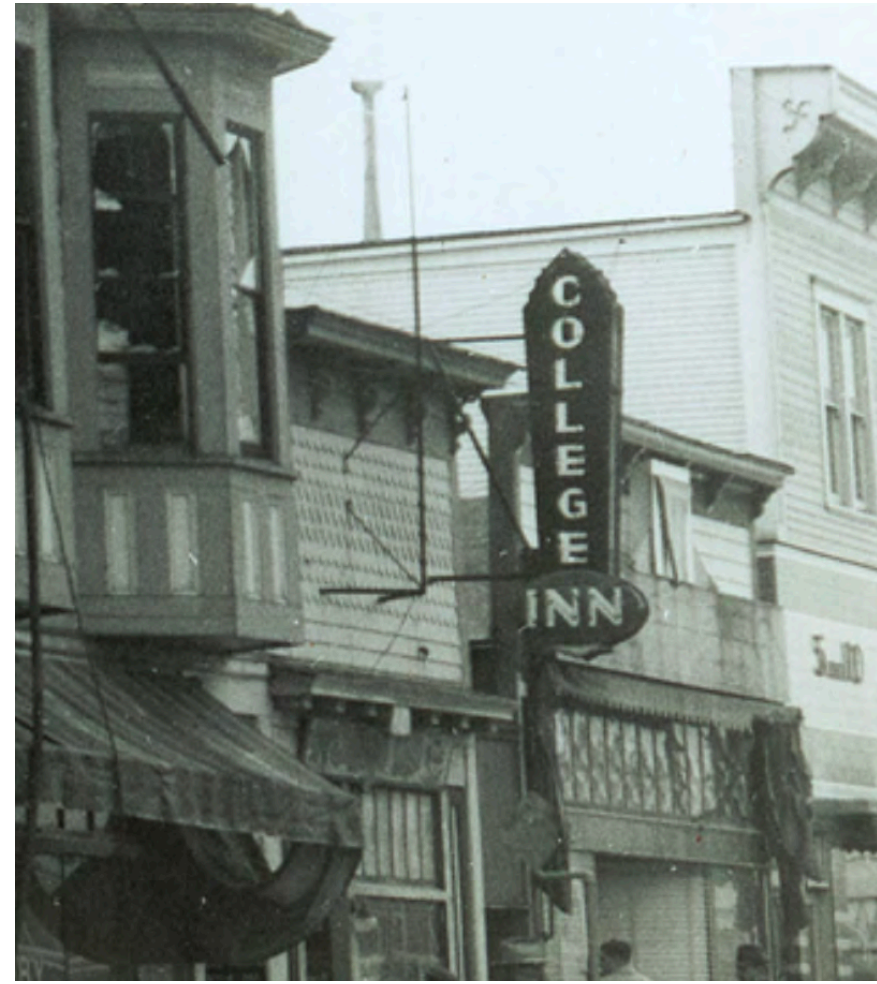
TMB Preliminary Interior Decor Graphic Inspiration



TMB Existing Exterior

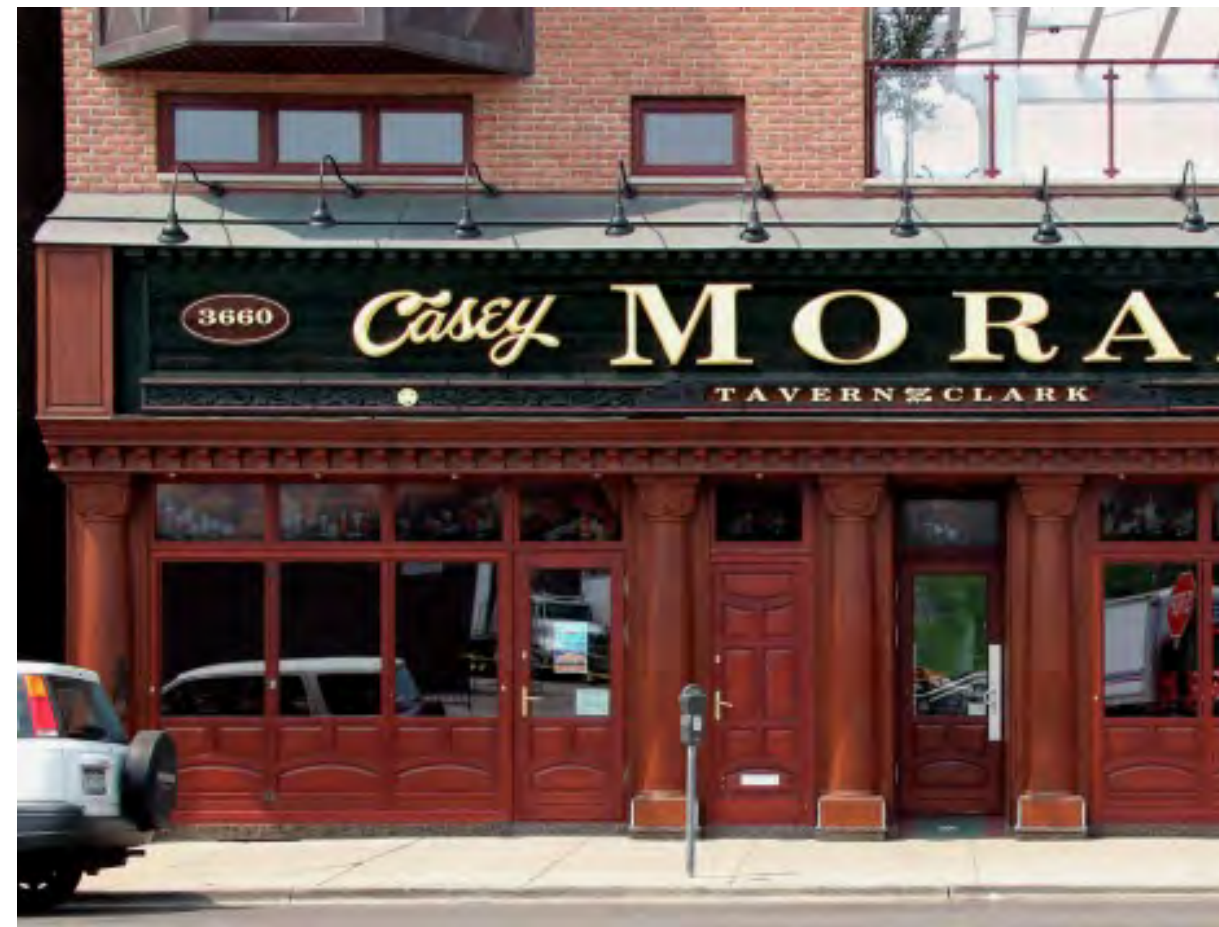


TMB Signage and Color Direction



Exterior branding to include:

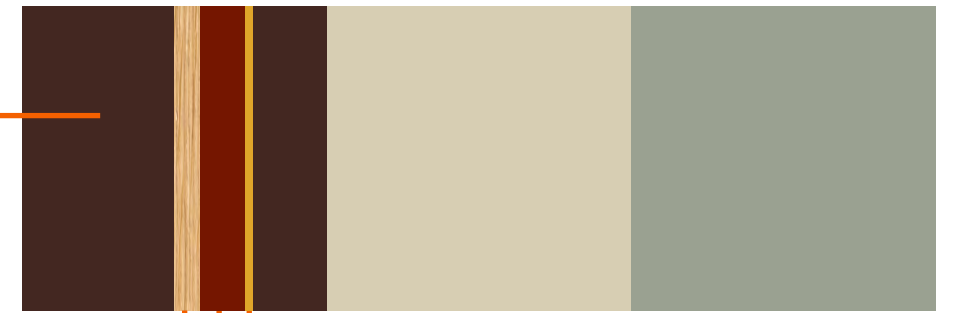
- 1 Painted logo (and mural) facing Laurel Street.
- 2 Corner facade mounted nostalgic blade sign to read BREW or BEER. Blade sign is intended to be visibly directional as seen from Main St. looking to the East up Laurel St.
- 3 Engraved painted facade mounted panel sign to read Tall Man Brewing.



Exterior color inspired by TMB Stout. Note: Historical B&W photo of original building leans darker as to other street buildings. Our recommended darker brown mahogany color will be accented with red/ochre trim colors in accord with perceived "Western" aesthetic.



New anchor color adjacent to lighter building colors.



Typical Historic Main Street Color Survey

Arts & Crafts (1880s-1910s)

Celebrating honest craftsmanship, simplicity and nature, this movement featured the natural hues of building materials and the blues and greens of handmade ceramics.



Victorian (1830s-1910s)

In an era marked by opulence, ornate detail and contrasts, palettes featured rich, saturated colors often from opposite sides of the color wheel.

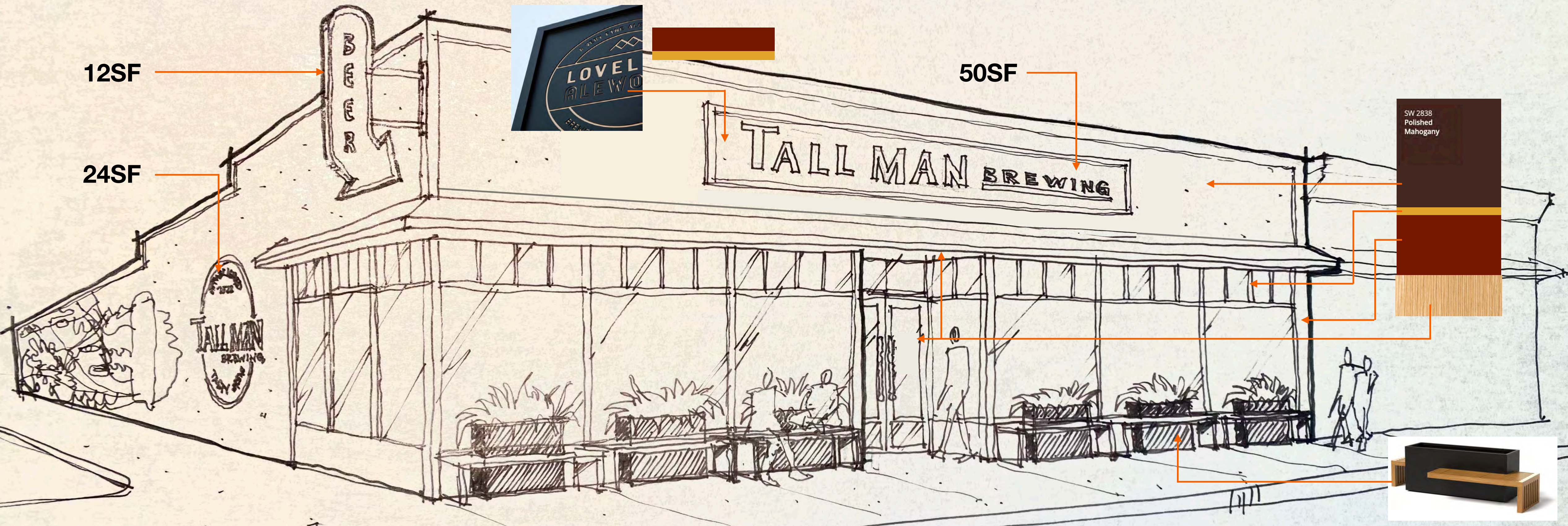


The Streamlined Years (1930s-1950s)

In an era known for its streamlined design, warm and creamy hues provide a simple sophistication.



TMB Exterior Sketch



TMB Exterior Mural plus TMB Painted Branding

Mural Shown is for Example Only - Not Final Art



Bold and brilliant First Nation themed painted mural with fade to right density criteria.
Mural project will be in coordination with the City of Fort Bragg CBD Alleyway Art Project, led by Lia Morsell.

Accent colors to highlight the most interesting architectural features IE window mullions.