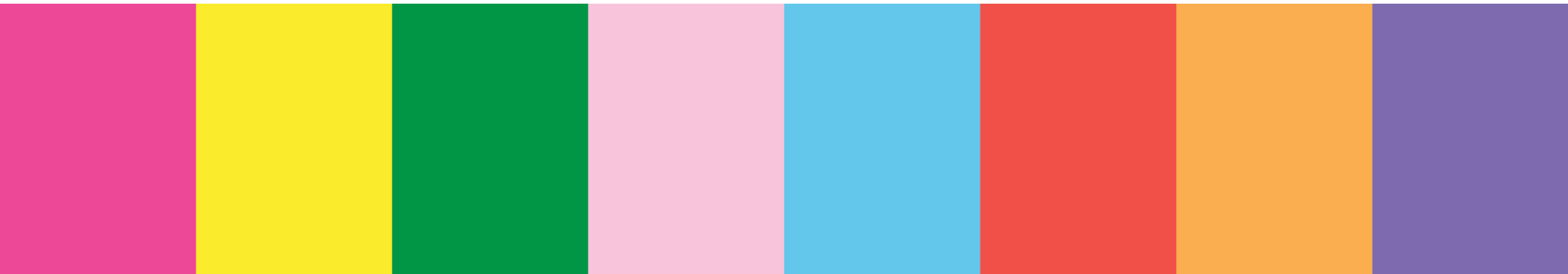


Beer Project Process Book

Peyton Brooks
SCAD Atlanta
Spring 2022
ADVE-705
6/1/22



The Project

01

Create a beer brand with at least 3 different flavors, can labels, and box packaging. Create OOH advertisings and promotional material.

02

You will begin with 3 topics/themes. Determine your topics based on a streaming series, a famous musician or group, a great movie director—your choice must be approved by the professor. You may NOT use existing art or characters from a theme unless you make them your own. The art must be approved by the professor.

About the Theme



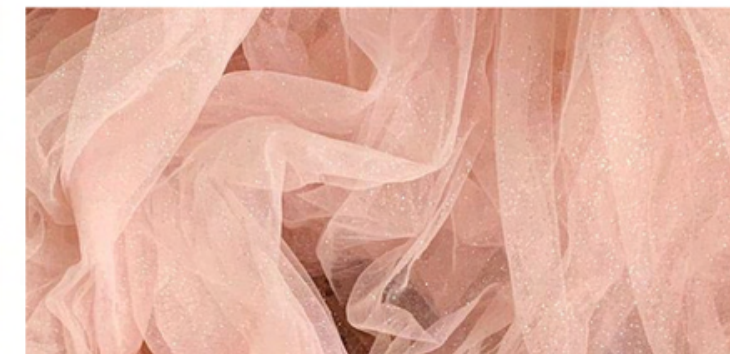
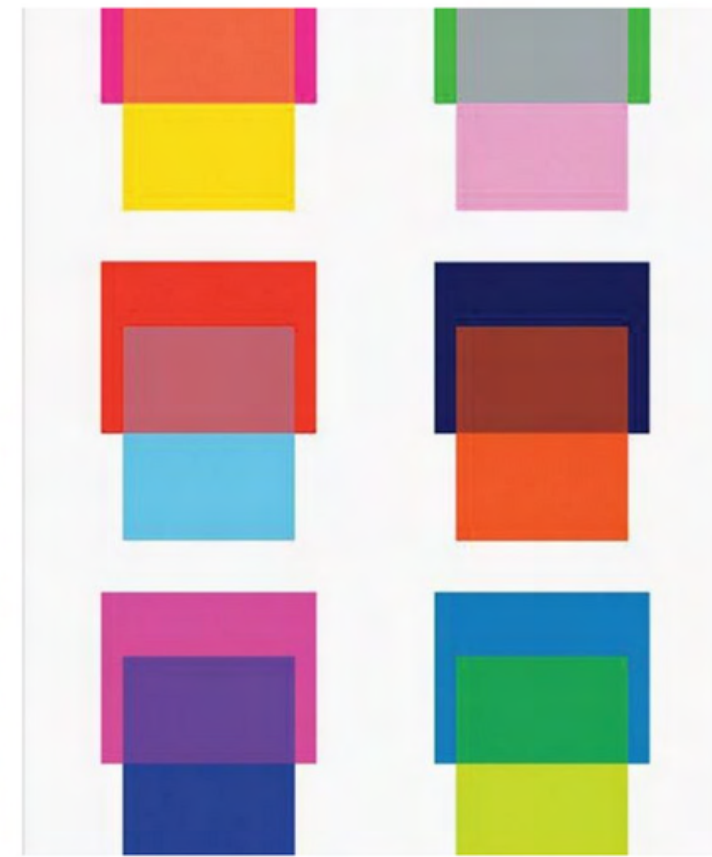
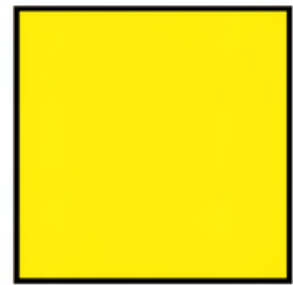
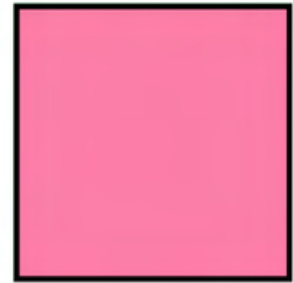
RuPaul's Drag Race, referred to as RPDR, is an American reality competition show that airs on VH1. Hosted by RuPaul Charles, a famous drag queen, a diverse cast of queens compete in skill-based challenges and compete for a cash prize and the title of America's Next Drag Superstar.

The show was modeled after Project Runway, Survivor, American Idol, and America's Next Top Model. The show is known for groundbreaking fashion, telling vulnerable stories of queer individuals, hilarious fights and catchphrases, and jaw-dropping entertainment.

The show now has the US All Stars format for returning queens, an international version called UK vs the World, as well as franchises in Canada, Australia, Espana, Thailand, France, UK, and Philippines. It is the most popular show on its network and one of the most talked about and profitable shows on cable and streaming.

Moodboard

- bright colors
- abstract makeup
- bold san-serif
- rounded texture
- swirls (like candy)



Color Palette

ED4898

FAEB2C

009646

F8C4DB

63C6EB

F05048

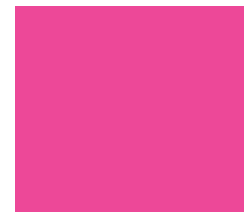
FAAE50

7D6AAF

Type Study - Futura

- Futura is a ***geometric sans-serif typeface*** designed by Paul Renner and released in 1927.
- It was designed as a contribution on the New Frankfurt-project. It is based on geometric shapes, especially the circle, similar in spirit to the Bauhaus design style of the period.
- ***rounded***
- ***bold***
- ***forwardness***
- ***capitalized***

Name of Beer and Brewery



RuPaul's Drag Race



bRUwPAUL Draft Race Co.



Lady Bunny Beer & Flag Fac'try in West Hollywood

Process

- rewatch seasons
- Youtube videos
- decide diverse set of queens

Beer flavors

- Miss Mandarin IPA
- Manila Pineapple Ale
- Wild Acai Pilsner
- Northern Lemon Sour
- Charisma
 - Trixie
 - calm down public school
 - lot of emotion for safe
 - honey
 - moving parts
 - UNHhhh
 - winner winner chicken dinner
 - did you or did you not come for me
- Uniqueness
 - Gottmik
 - gagatondra
 - crash the cis-stem
 - choerograph my whole life
 - was born a girl baby
 - clown paint and waist so tight
 - face stamped so right
- Nerve
 -
- Talent
 - Bianca Del Rio
 - hurricane bianca
 - need help packing? beat it queen
 - baloney!
 - Rolodex of hate
 - what is this a Whitesnake concert
 - really queen?
 - I'm a man in a wig

Flavors

- Trixie - charisma
 - Colors - pink & yellow
 - Pink Honey Ale/IPA
 - Oh Honey Ale
- Gottmik - Uniqueness
 -

Blu

- rent boy
- frock destroyers
- despunk my balls
- hard to top when you bottom every day
- I loathe hydrengas

- RPDR phrases
 - no maam
 - Walking children in nature
 - Teleport us to mars
 - I'm not joking bitch
 - I've had it officially
 - Get her jade
 - You don't love me
 - Oh Jesus gross
 - Gagatondra
 - The cheek nerve gall audacity gumption
 - Backrolls
 - And I oop
 - Party!
 - Your tone seems very pointed
 - I feel very attacked
 - Brown cow stunning
 - Feeling my oats
 - Opalance you earn everything
 - She already had herses!
 - Choices
 - All T All Shade
 - Bring it to the runway
 - Category is
 - Not today Satan
 - Y'all wanted a twist ehh
 - Rigga morris
 - Drop dead gorgeous
 - Where my people at
 - drag is not a contact sport

>

- Shantay Shandy
- Slay All Day IPA - a hoppy sashay down the runway for the gods
- Shablam ESB - When the bitters and beat drop the house down boots
- Roast a Queen Porter - the darkest shade in HERstory
- Thin White Blonde Ale
- Golden Wheat Ale-Stars
- Kiki Kiwi
- Miss Mandarin
- Wild Açaí
- Silky Nutmeg Roast
- All T All Shade All Pink Lemonade
- Tongue Pop Sour
- Death Drop Lager

BRUW
PAUL
Draft Race Co.

CHARISMA

UNIQUENESS

NERVE

TALENT

Inspiration



Trixie Mattel



Gottmik



Bianca Del Rio



Shea Coulee

Hey, kitty girl!

You deserve a beer as fabulous as you! **BRUPAWL** satisfies every mood with our four special flavors, inspired by what it takes to be **America's Next Drag Superstar**. Now go untuck and may the best drink win!

xo, RuPaul

CANNED BY:

LADY BUNNY BREWERY BEER & FLAG FAC'TRY

69 CAMP TUCKAHOE LANE
WEST HOLLYWOOD, CA 90210

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.



BRUW PAUL

Draft Race Co.

7% ALC./VOL. | 12 FL. OZ.



CHARISMA

Miss Mandarin IPA

About the Flavor **Trixie Mattel**

A skinny legend known for her legendary makeup skills and deadpan humor, the Dolly Parton of drag is one of the most beloved queens from Drag Race chock full of charisma. Oh, honey, this beer is sweet, light, tanygy, and made for winner, winner, chicken dinners only. Did you or did you not come for exceptional taste? Now take off your cowgirl boots & shashay away into a delicious party for your tastebuds.

10% percent of all proceeds of this limited edition beer will be donated to

THE
TREVOR
PROJECT

to provide crisis support services to
LGBTQ young people across America.



Hey, kitty girl!

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xo, RuPaul

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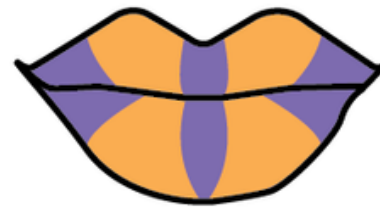
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BRUW PAUL

Draft Race Co.

7% ALC./VOL. | 12 FL. OZ.



UNIQUENESS

Wild Acaj Pilsner

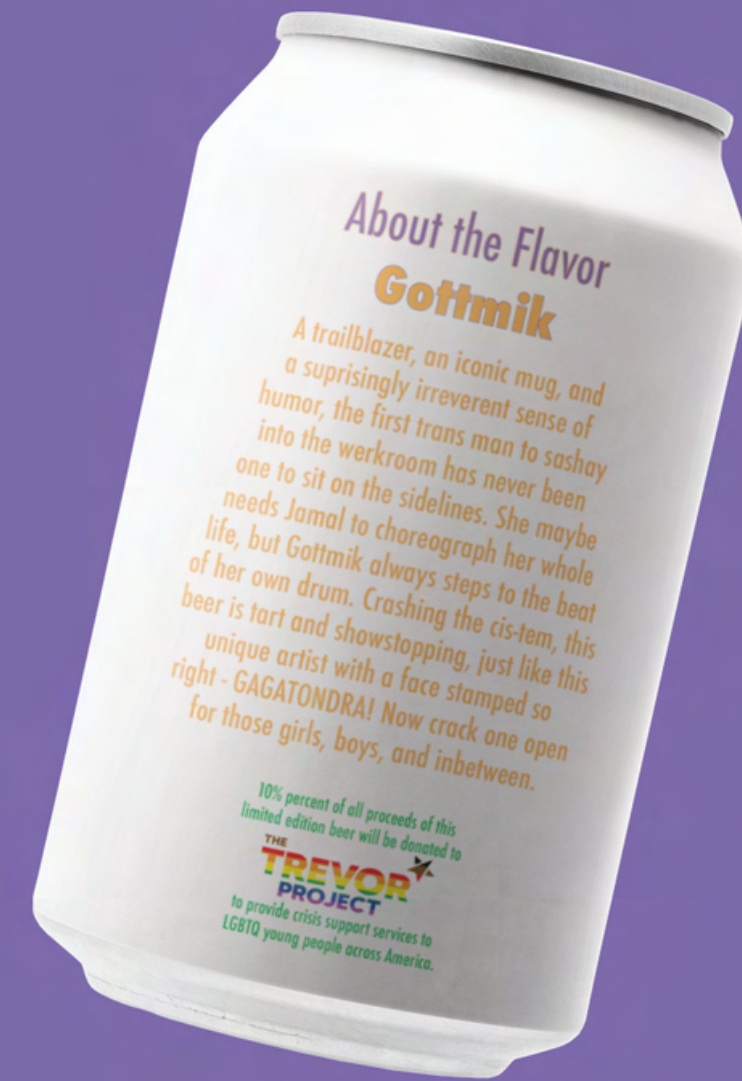
About the Flavor Gottmik

A trailblazer, an iconic mug, and a suprisingly irreverent sense of humor, the first trans man to sashay into the werkroom has never been one to sit on the sidelines. She maybe needs Jamal to choreograph her whole life, but Gottmik always steps to the beat of her own drum. Crashing the cis-tem, this beer is tart and showstopping, just like this unique artist with a face stamped so right - GAGATONDRA! Now crack one open for those girls, boys, and inbetween.

10% percent of all proceeds of this limited edition beer will be donated to



to provide crisis support services to LGBTQ young people across America.



Hey, kitty girl!

You deserve a beer as fabulous as you! **BRUPAWL** satisfies every mood with our four special flavors, inspired by what it takes to be **America's Next Drag Superstar**. Now go untuck and maythe best drink win!

xo, RuPaul

CANNED BY:

LADY BUNNY BREWERY BEER & FLAG FAC'TRY

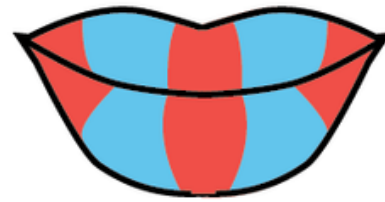
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WEST HOLLYWOOD, CA 90210

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**BRUW
PAUL**
Draft Race Co.

7% ALC./VOL. | 12 FL. OZ.



NERVE

Silky Nutmeg ESB

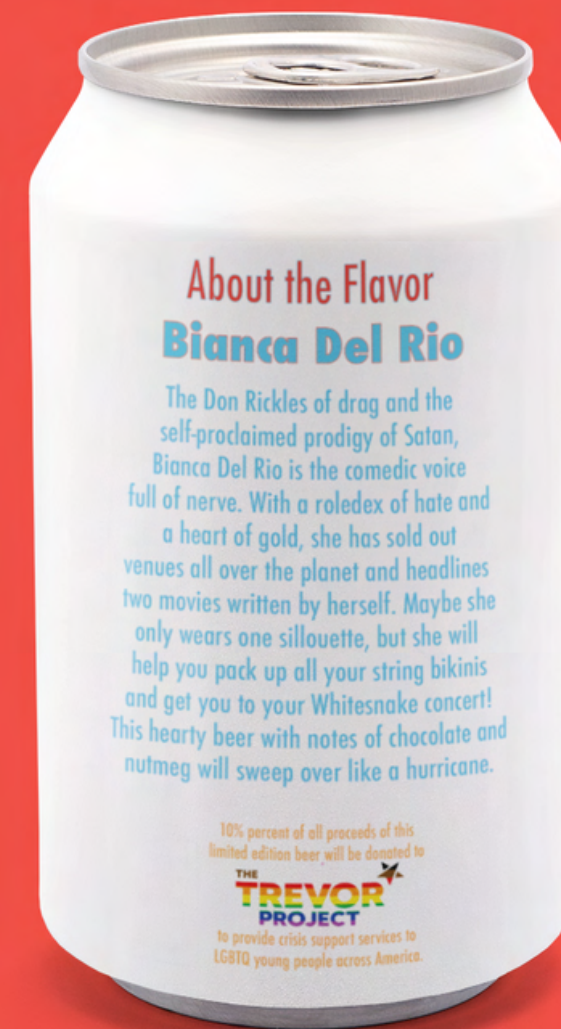
About the Flavor **Bianca Del Rio**

The Don Rickles of drag and the self-proclaimed prodigy of Satan, Bianca Del Rio is the comedic voice full of nerve. With a roledex of hate and a heart of gold, she has sold out venues all over the planet and headlines two movies written by herself. Maybe she only wears one silhouette, but she will help you pack up all your string bikinis and get you to your Whitesnake concert! This hearty beer with notes of chocolate and nutmeg will sweep over like a hurricane.

10% percent of all proceeds of this limited edition beer will be donated to

THE
TREVOR
PROJECT

to provide crisis support services to LGBTQ young people across America.



Hey, kitty girl!

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xo, RuPaul

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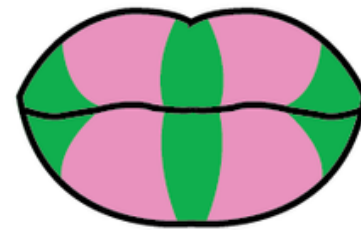
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BRUW PAUL Draft Race Co.

7% ALC./VOL. | 12 FL. OZ.



TALENT

Manila Pineapple Ale

About the Flavor Shea Coulee

She didn't come to play, she came to slay - and so did this drink! This beloved Chicago drag queen turned model serves more talent than you can swallow. Natalie Portman? No, it's Shea! Why y'all acting brand new - we all knew she packs all the flava flav with fruity notes of pineapple and spicy heat. So keep those edges from being snatched and don't get so emotional, Mother of the House of Coulee is here to stay - so relax and sip on a complex beer as flawless as you.

10% percent of all proceeds of this limited edition beer will be donated to



to provide crisis support services to LGBTQ young people across America.



Packaging | 4-Pack



Hey, kitty girl!
 You deserve a beer as fabulous as you! **BRUPAWL** satisfies every mood with our four special flavors, inspired by what it takes to be **America's Next Drag Superstar**. Now go untuck and may the best drink win!

xo, RuPaul

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 69 CAMP TUCKAHOE LANE
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BRUW PAUL
 Draft Race Co.
 7% ALC./VOL. | 4-PACK 12 FL. OZ.



Miss Mandarin IPA

Manila Pineapple Ale

Wild Acaj Pilsner

Silky Nutmeg IPA



10% percent of all proceeds of this limited edition beer will be donated to



BRUW PAUL
 Draft Race Co.
 7% ALC./VOL. | 4-PACK 12 FL. OZ.



Miss Mandarin IPA

Manila Pineapple Ale

Wild Acaj Pilsner

Silky Nutmeg IPA

Collect all four queens!



10% percent of all proceeds of this limited edition beer will be donated to

THE **TREVOR** PROJECT

BRUW PAUL
Draft Race Co.

7% ALC./VOL. | 4-PACK 12 FL. OZ.



Miss Mandarin IPA

Wild Acaj Pilsner

Manila Pineapple Ale

Silky Nutmeg IPA

WHAT KIND OF DRAG QUEEN ARE YOU?

SPONSORED BY BRUW PAUL DRAFT RACE

Favorite kind of dessert?

- A. Key Lime Pie
- B. Blackberry Cobbler
- C. German Chocolate Cake
- D. Pineapple Upside Down Cake

BRUW PAUL
Draft Race Co.

WHAT KIND OF DRAG QUEEN ARE YOU?

SPONSORED BY BRUW PAUL DRAFT RACE

What F WORD would your friends most likely describe you as?

- A. Flirty
- B. Fierce
- C. Funny
- D. Fabulous

BRUW PAUL
Draft Race Co.

WHAT KIND OF DRAG QUEEN ARE YOU?

SPONSORED BY BRUW PAUL DRAFT RACE

What challenge would you most likely win if you were on RuPaul's Drag Race?

- A. Rusical
- B. Ball
- C. Snatch Game
- D. Acting

BRUW PAUL
Draft Race Co.

WHAT KIND OF DRAG QUEEN ARE YOU?

SPONSORED BY BRUW PAUL DRAFT RACE

What would be your high school superlative?

- A. Life of the Party
- B. Best Dressed
- C. Class Clown
- D. Most Outspoken

BRUW PAUL
Draft Race Co.

WHAT KIND OF DRAG QUEEN ARE YOU?

SPONSORED BY BRUW PAUL DRAFT RACE

What challenge would most likely wind you up in the Bottom 2 on RuPaul's Drag Race?

- A. Sewing
- B. Improv
- C. Choreography
- D. Makeover

BRUW PAUL
Draft Race Co.

YOU ARE...

Trixie Mattel

CHARISMA



Like Trixie, you are friendly, likable, and the life of any party. Grab a Miss Mandarin IPA to compliment your sweet, bubbly personality and shantay into the good times!

Celebrate PRIDE all month long with
20% OFF
a 4-pack of BRUWPAUL
Valid until June 30th, 2022



BRUW PAUL

YOU ARE...

Gottmik

UNIQUENESS



Like Gottmik, you are one-of-a-kind - a trailblazer who will do anything it takes to stand out. Go to the beat of your own drum with a bold, crazy can of Wild Acai Pilsner in hand!

Celebrate PRIDE all month long with
20% OFF
a 4-pack of BRUWPAUL
Valid until June 30th, 2022



BRUW PAUL

YOU ARE...

Bianca Del Rio

NERVE



Like Bianca, you are fearless, witty, and loyal. Deep down under that sharp tongue is a heart of gold. Roast your enemies with a smooth, robust glass of Silky Nutmeg ESB.

Celebrate PRIDE all month long with
20% OFF
a 4-pack of BRUWPAUL
Valid until June 30th, 2022



BRUW PAUL

YOU ARE...

Shea Coulee

TALENT



Like Shea, you are determined, fierce, and a total showstopper. Pick up the perfect package of fruity, hoppy pint of Manila Pineapple Ale.

Celebrate PRIDE all month long with
20% OFF
a 4-pack of BRUWPAUL
Valid until June 30th, 2022



BRUW PAUL

PRIDE
isn't celebrated
ONLY IN JUNE.



xo, RuPaul
10% percent of all proceeds of this limited
edition beer will be donated to



PRIDE
isn't celebrated
ONLY IN JUNE.



xo, RuPaul
10% percent of all proceeds of this limited
edition beer will be donated to



DVD VIDEO
OPEN 24 HRS.

PRIDE
isn't celebrated
ONLY IN JUNE.



xo, RuPaul

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edition beer will be donated to

