

DESIGN PORTFOLIO

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RESEARCH AND ANALYSIS

Research - Schur




Market Analysis - Bilka




To Oil
45 DAYS INDIA PALE LAGER

+ Add comment



ALEFARM
HOPE INSIDE THE FIRE


+ Add comment



To Oil
SMUBLE JUICE

+ Add comment


SCHUR



+ Add comment

Det 3. element

Affectionate Puma
11 days ago



Jeg synes overordnet ikke, der var så mange "tredje elementer" at genkendes. Mange øl havde dog stempler for at give indtrykket af kvalitet.


+ Add comment

Markedsføring

+ Add comment

Gode etiketter


Invisible Shark
12 days ago



Man ligger hurtigt mærke til den, da den er mere farverig end hvad en øl normalt er

Dårlige etiketter


Hopeful Mongoose
12 days ago



Svært at se at de hænger sammen. Samme afsender. Med undtagelse af skjoldformen, der kan overses, og navnet (ikke altid placeret ens), er de vildt forskellige. De er også lidt overfyldte, der bliver rodet. Logoet bør være inde i det store hul i skjoldet.


Hvilke farver dominerer?

Hopeful Mongoose
12 days ago




Jeg havde forventet grøn og jordtoner, hvilket der var en del af. Men både blå, pink og rød var i klar fremgang blandt specialøl.

Enthusiastic Peacock
11 days ago




Emballage+andre trykte støtteprodukter?

Hopeful Mongoose
12 days ago



Smagssansen fra Thisted til venstre er designet til at ligne træ, så at vinderne forestiller huller i plankerne.

Enthusiastic Peacock
11 days ago



Denne emballage viser der er noget for alle

Designet / udsmykningen af butikken


Hopeful Mongoose
12 days ago

Butikkens udsmykning i alkohol sektionen var, sammenlignet med eks. slikafdelingen, ikke prangende. Vi kunne se skilte, der henviste til alkoholstyper og ved vin, oprindelse. Men ved øl var der ikke meget mere end emballagerne og nogle brands på køleskabet til at lokke kunden.


+ Add comment

Fearless Firefly


11 days ago



Fearless Firefly
11 days ago



Fearless Firefly
11 days ago




Har du fået nye indsigter?

Hopeful Mongoose
12 days ago

Jeg fandt ud af at mange øletiketter, som ikke er trykt direkte på, bruger en mat coating. Der er dyrere øl, som leger med prægning, special øl fra mikrobryggerier. Tydeligvis for at tilføje en værdi til et produkt de er nødt til at sælge dyrere. Det er også kun nogle enkelte special øl, der bruger fotografier i stedet for illustrationer


+ Add comment

Hopeful Mongoose
12 days ago




Ikke øl. Men havde man måske malet flasken eller pakket den ind, for ølens holdbarhedsskyld, ville de have været et fedt skruelåg forklædt som en træprop. Det giver et rustikt, men på en måde moderne indtryk, som også ville være smart for en tjener at holde i når de bringer mad til bordet.

Affectionate Puma
11 days ago



Måske ikke dårlig, den fanger jo øjet og er ikke rodet. Men det ligner ikke noget man ville tro på var en øl.

Enthusiastic Peacock
11 days ago



Design Analysis - Royal Export

1. Description

Royal Export is a beer product from Royal Unibrew, a Danish brewery. The product communicates pride in Danish brewing tradition – which is evident in the text “Brewed in Denmark with pride.” The designer is not mentioned, but it’s clear that the graphic design is professional and commercially executed.

Format: Standard 33 cl can.

Text blocks: Several small text blocks distributed around the can.

Image elements: Graphic elements such as stars, barley grains, hops, and logos that create identity and brand recognition.

2. Analysis

Size and placement:

The text varies in size. The name ROYAL and EXPORT are the largest and centrally placed – functioning as the main eye-catcher. Smaller text like “ALK. 5.8%” and “BREWED IN DENMARK...” is placed at the top and bottom, providing extra information without stealing focus.

Font:

Grotesque, sans serif, and in uppercase letters (majuscule). The typeface is modern and easy to read. Both bold and regular weights are used to create hierarchy.

Function and form:

The large typography and clear contrasts in weight and color make the information easy to decode quickly – good for the store shelf.

Illustration technique:

Graphic illustrations, not photos. For example: barley spikes, stars, and hops.

Style:

Modern and slightly stylized. Not naturalistic, but also not cartoonish.

Color scheme:

Dark background (blue-black) with silver, white, and blue text. Signal red is used to emphasize “pride” and draw the eye upward.

Form and function:

Color contrasts create visual appeal and associations with strength, tradition, and quality.

Eye-catcher:

The name ROYAL EXPORT in the center – with large, bold typography.

Dominant lines:

Mostly vertical and diagonal elements – e.g. barley spikes and infographic on the side.

Symmetry:

The front is symmetrical, but the sides are asymmetrical with information, graphics, and measurement indicators (8 EBC – color and 23 IBU – bitterness).

Contrast:

Clear contrast between text color and background – ensures easy readability.

Function:

The overall impression is calm but strong – professional layout that signals reliability and quality.

3. Evaluation

Signal value:

The beer signals quality and pride – not necessarily exclusive or budget. It aims at a modern, masculine, and tradition-conscious profile.

Target group:

Likely men aged 20–50, who enjoy regular pilsner beer but want something with a bit more character (5.8% alcohol).

Graphic design and product:

The design fits the product very well – neither too “crazy” nor too anonymous. It balances tradition and modern branding.

Design Analysis - Skovlyst Ellebryg

1. Description

Skovlyst ElleBryg is a non-alcoholic ale with 0.5% alcohol, produced by Skovlyst Brewery. The product is clearly communicated as a natural, light, and non-alcoholic beer with a focus on experience and taste – also reflected in the nature-themed label and its messaging.

Format: 50 cl bottle

Text blocks: One large front text + several smaller ones on the back (info, ingredients, deposit, etc.)

Image elements: Illustration of nature, road, sun, car, and leaves/cones – forming a mood-rich visual.

2. Analysis

Size and placement:

“SKOVLYST” and “0.5%” are large and highly visible. “ElleBryg” and “Alcohol-free Ale” are centrally and clearly placed. The back label uses smaller type for nutritional information.

Font:

A mix of serif and sans serif. For example, “ElleBryg” is written in a serif font, giving a more traditional and natural expression. “SKOVLYST” uses a bold and simple font.

Majuscule and minuscule:

SKOVLYST is in uppercase – signaling strength and brand identity. Other text varies.

Function and form:

The type is easy to read and suits the rustic and cozy expression. It creates credibility and a feeling of nature and homeliness.

Illustration technique:

Illustration/drawing – not photography.

Style:

Naturalistic and slightly nostalgic. A red vintage car, green leaves, and a sunset convey nature, coziness, and calm.

Color scheme:

Muted natural colors – green, blue, brown, yellow. Overall soft and pastel-like in style.

Eye-catcher:

Central motif with road and sun in an oval frame – draws the eye directly into the “experience.” The red car is also an eye-catcher.

Dominant lines:

The arched frame and winding road create flow and movement.

Symmetry:

The front label is fairly symmetrical, providing calm and balance.

Contrast and harmony:

There is harmony between text and illustration. The colors and elements work together in a calm, well-considered whole.

Function:

The label communicates “naturalness,” calm, and experience – all relevant for a non-alcoholic beer.

3. Evaluation**Signal value:**

The beer signals naturalness, calm, coziness, and enjoyment without alcohol. It does not appear commercial or mainstream, but rather craft-like and experience-oriented.

Target group:

Consumers of all ages seeking an alcohol-free alternative, with a focus on quality and taste. The design may especially appeal to adults, nature lovers, or those seeking healthier choices.

Does the design match the product?

Yes, absolutely! The graphic design and illustrations support the message of alcohol-free enjoyment with nature and taste in focus.

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IDEA & CONCEPT DEV

Idea Generation / Brainstorm



Persona

Mikkel Lauridsen

Cultured

Refined

Passionate

Age: 38

Work: Historian

Family: Married, 2 children

Location: Aarhus, Denmark

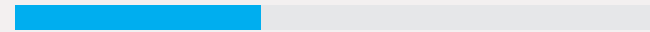
Character: Modern Nostalgic



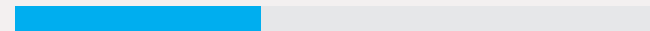
"A great beer isn't just about taste. It's about history, craftsmanship, and the story behind every sip."

Motivations

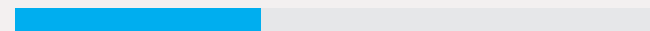
Fear



Power



Social



Goals

- To find craft beers that combine history with modern craftsmanship.
- To enjoy rustic and authentic experiences, such as beer tastings in old cellars.
- To support local and authentic breweries.

Frustrations

- Dislikes mass-produced products without soul.
- Prefers a minimalist and timeless look.
- Lack of knowledge about craft beer.

Bio:

Mikkel Lauridsen is a historian with a passion for craftsmanship, tradition, and quality. He enjoys discovering beers that tell a story—where history and modern brewing meet. Whether he's exploring medieval architecture or attending a local beer tasting, he seeks authenticity in every experience. Mikkel values aesthetics, rich flavors, and the feeling of being connected to the past through well-crafted products.

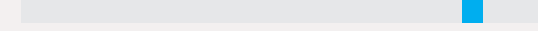
Personality

Introvert



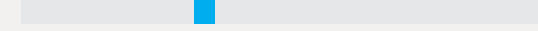
Extrovert

Analytical



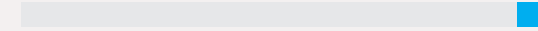
Emotional

Loyal



Flexible

Passive



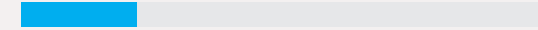
Active

Preferred Channels

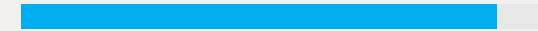
Social Media



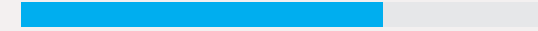
Mobile



Email



Traditional Ads



Brands



Moodboard

Brandname: Brøg / BRØG

A play on the word 'bryg', and 'brøg' is an old-fashioned word for beer.

The Logo:

Minimalist drawing of the church.

Thin lines,

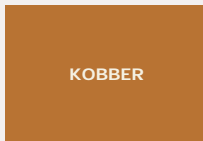
Only one color?

Focus on the architecture (the tower?).

Attraction

Sankt Nicolai Kirke

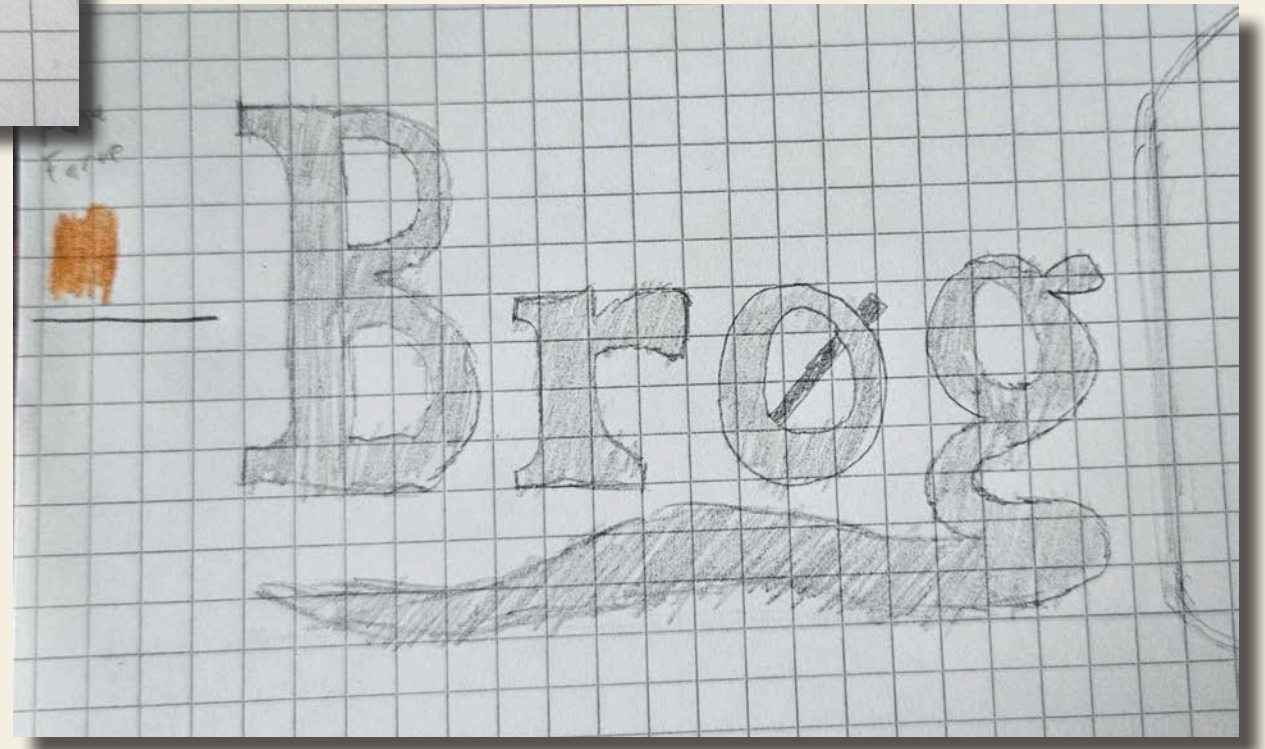
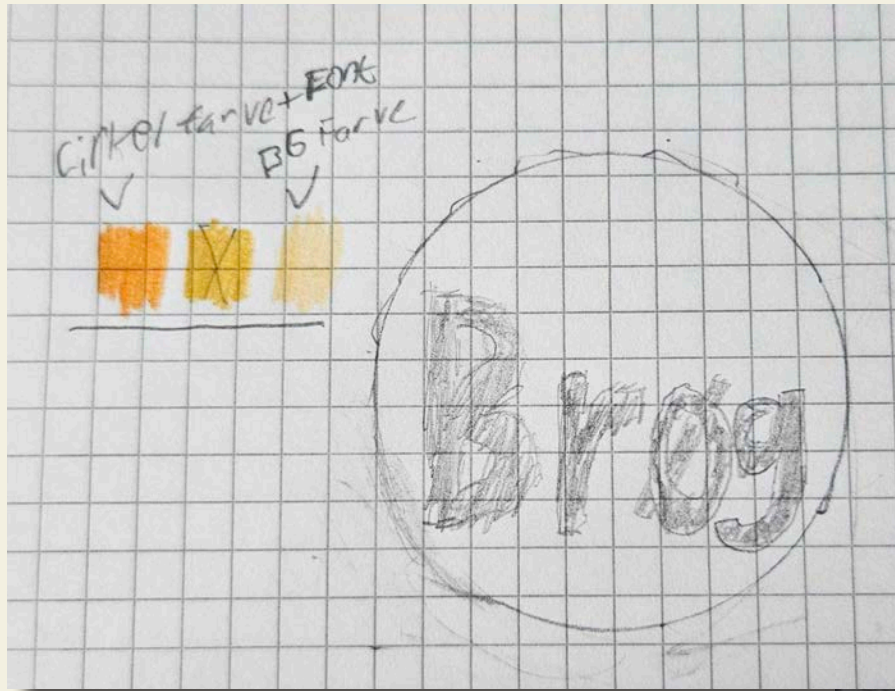
Focus on the historical background.



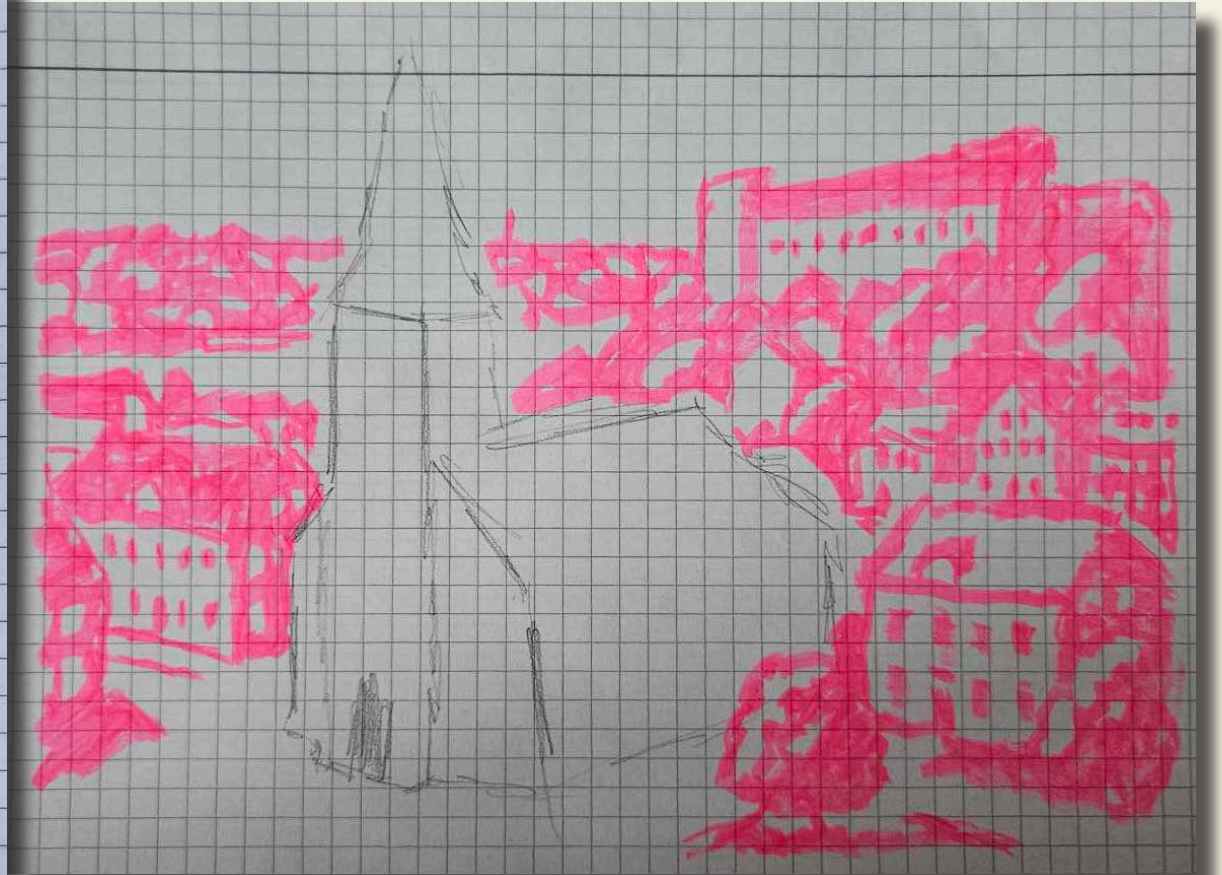
15



Sketches - Logo

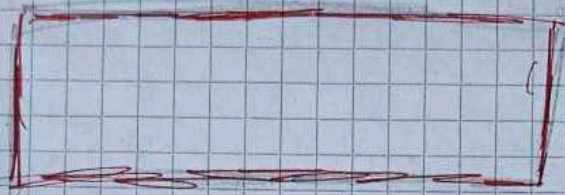


Sketches - Attraction/Label



Measurements

Flaskerhals 9,2 cm

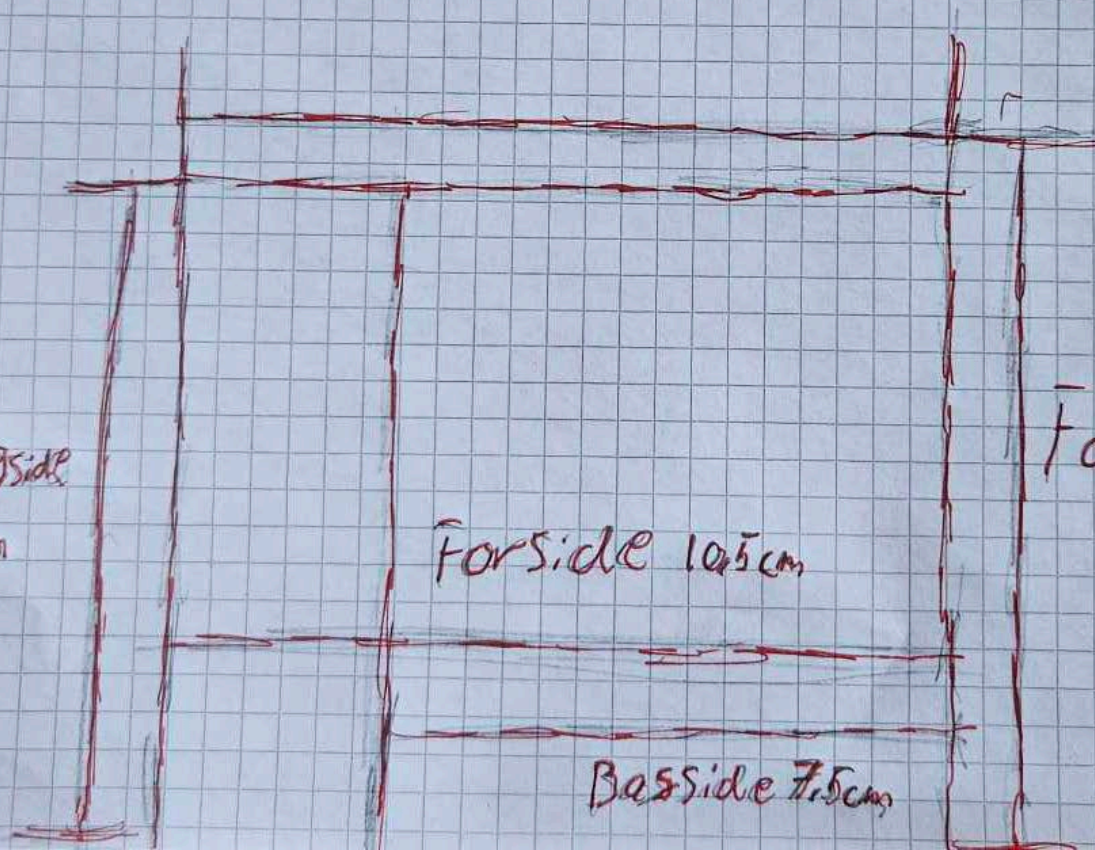


Bagside
9 cm

Forside 10,5 cm

Forside 9,7 cm

Bagside 7,5 cm



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Logo

Brog

Logo - Description

1. Description

Typography: The logo uses a classic serif typeface that conveys heritage and sophistication. The letterforms are bold yet elegant, reflecting the balance between tradition and modern craft. A notable detail is the stylized “ø,” where the diagonal line only cuts halfway through the top of the letter, adding a subtle twist without compromising readability.

Color: The warm copper tone reflects the hues of brewing kettles, ancient church spires, and the golden body of the beer itself – seamlessly tying into the brand’s rustic, historical theme.

Detail: The wave-like line beneath the text suggests flowing beer or winding rivers – adding motion and softness to balance the strong, traditional letter forms. The letters have both soft and hard cut corners, which makes it less “rough”.

2. Conclusion:

The logo captures authenticity, tradition, and quality, while standing out as a clean, memorable mark. It perfectly represents a beer brand that merges historical legacy with modern design sensibilities.

Label



Brøg BLONDE

In every sip of Brøg, you taste the echoes of centuries-old brewing artistry.

Strong beer.

Ingredients: Water, **barley malt**, glucose syrup, **wheat malt**, aromatic caramel, and hops.

Energy:
227 kJ / 54 kcal
per 100 ml.

The bottle's content corresponds to 3.3 standard drinks.

Best before:

1/2025
L327x2012

Since the 13th century, Sankt Nicolai Church in Kolding has stood as a symbol of strength, faith, and craftsmanship. In the ancient cellars beneath the church, beer was brewed for the town's citizens and weary travelers—a tradition upheld by the monks who safeguarded the secret brewing methods. Brøg is the very same recipe crafted in the Middle Ages.

With a balanced blend of fine malts, delicate spices, and a hint of honey, Brøg Blonde delivers a rich yet refreshing taste experience. Its mild sweetness, paired with a smooth bitterness, reflects the medieval tradition of well-crafted abbey beers, while its light effervescence recalls the festive moments when it was once enjoyed

Brewed by:
Brøg Church Brewery, 6000
Kolding, Denmark.

Distributed by:
Carlsberg Denmark A/S.
DK-1799 Copenhagen V.

Store in a dark and cool
place.



BLONDE

BLONDE

BLONDE

Mockup

