

LemonTop

YOU
BREW IT,
WE'LL
BRAND IT.®



Inspiring you to dream bigger through the power of creativity

YOU BREW IT, WE'LL BRAND IT.®

You've spent hours perfecting your beer but if you don't promote it right, you're not going to sell it. That's where LemonTop come in. We help breweries like yours bring hundreds of beers to market. We specialise in all creative design services for your brewery, making sure your products stand out.

- Branding
- Logo Design
- Bottle Labels
- Can Labels
- Pump Clips
- Packaging & Carriers
- Exhibition Stands
- Website Design
- eCommerce
- Personalised Beers
- Point Of Sale
- Bar Runners
- Keg Badges
- Merchandise

GOT A PROJECT? LET'S TALK

CALL 01642 969222 EMAIL HELLO@LEMONTOPCREATIVE.COM

For inspiration, visit www.lemontopcreative.com and you too could be as [#happyaslarry](https://twitter.com/happyaslarry)

This brochure uses interactive Augmented Reality to bring our images to life.

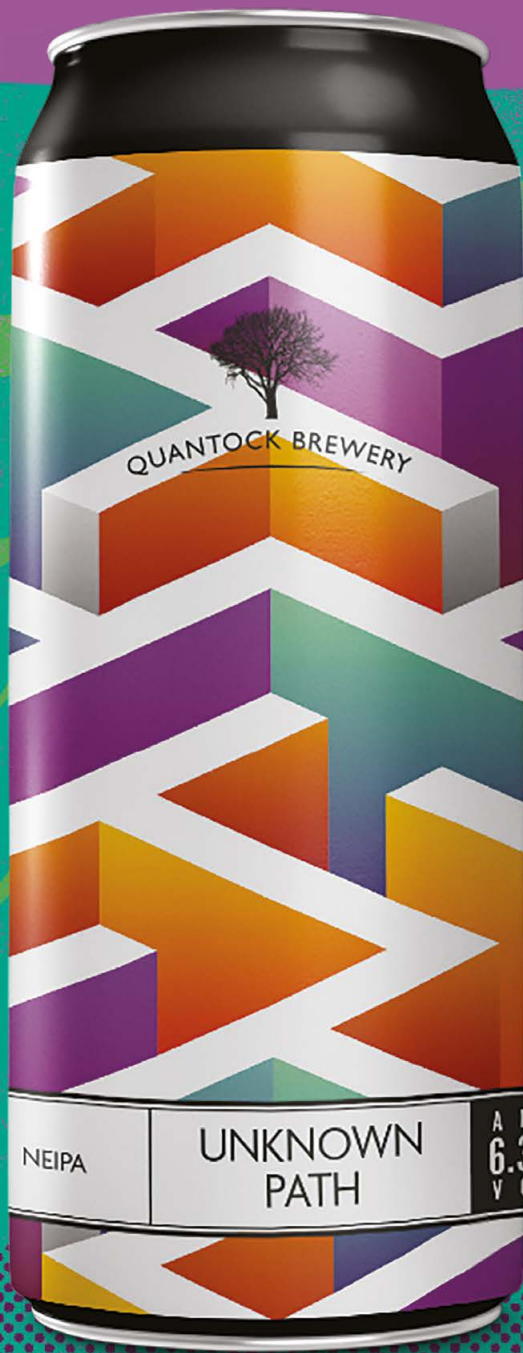
Simply scan the QR Codes on the following pages, then follow the links to our unique web pages. There you will be able to view and move 3D models of the bottles and cans we have designed and created.

Try the digital experience for yourself now on Digit Ale's' 440ml Can



Using our Augmented Reality software allows you to make a more informed decision during the creative process. View your designs on desktop, tablet or mobile where you can rotate, move, and zoom in & out, viewing the design from all angles. In AR mode you can see your product on shelves and bar tops allowing you to take photos in real-world situations before they go into print and production.





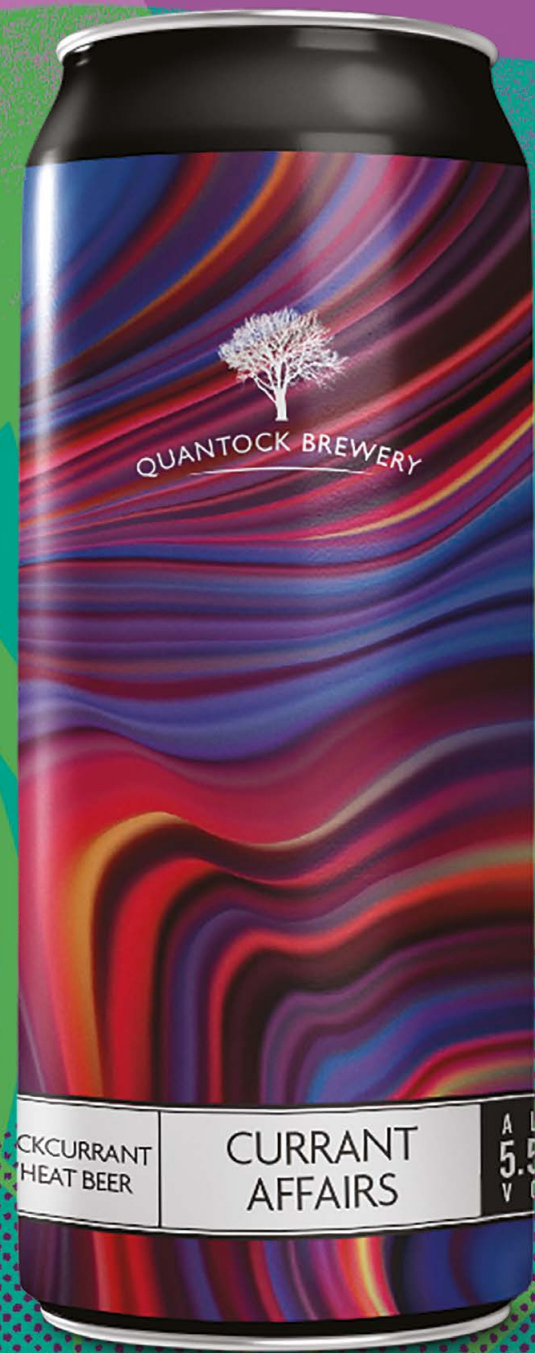
QUANTOCK BREWERY

NEIPA UNKNOWN
PATH A 6.3
V O



QUANTOCK BREWERY

DIPA CHASING
DREAMS A 8.0
V O



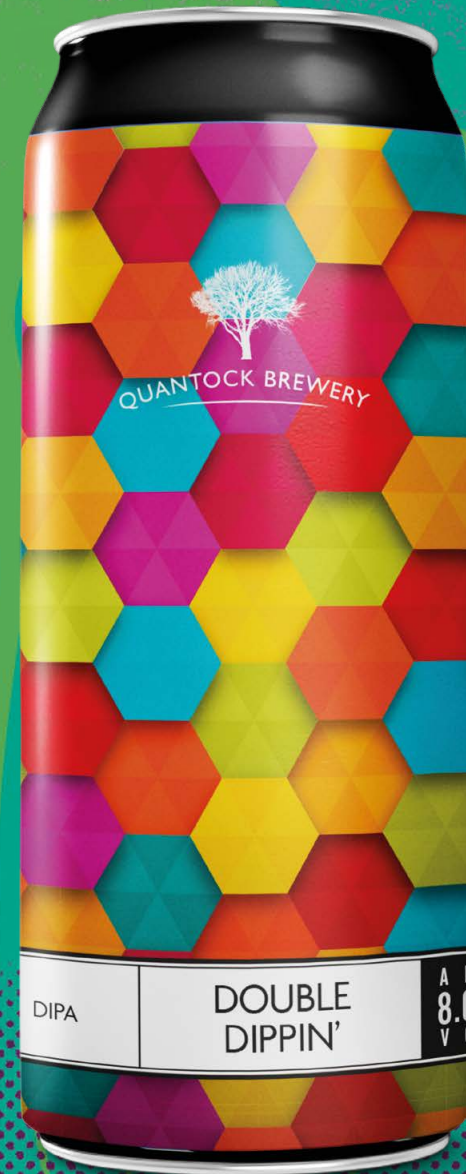
QUANTOCK BREWERY

CKCURRANT
HEAT BEER CURRANT
AFFAIRS A 5.5
V O

“

Eye-catching geometric designs portraying the flavours and aromas of radical new recipes.

The Quantock Brewery team wanted something bright and colourful to highlight their new beers. With the trend in highly illustrative label designs becoming more prevalent over the last 12 months we knew we had to think differently if we were to stand out. We decided to use this illustrative trend to our advantage by simplifying the entire process, stripping the can bare and letting the shapes, colours and patterns speak for themselves. The results were dramatically striking and imposed their identity on everything around them.



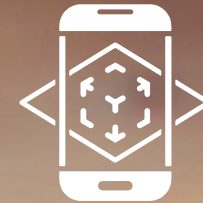


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**Dynamic shapes
and adventurous
typography give you
a bold and beautiful
design you'll want to
pick up and try.**

Slater's Ales asked us to create a series of eye catching label designs for their new cans. A simple request, but they wanted something unusual, something that would stand out on the shelf, and something that would make people think differently about their ales. Slater's had always been known for creating unique flavours so they wanted something quite unique for their new canned range. Our job was to apply our beer branding experience and design something that no one had seen before, and we relish this type of challenge.





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Creating an emotional connection for a company that is proud of its trade links across the channel.

We created an eye-catching brand for Au P'tit Brasseur D'Argentonny that is both simple and contemporary, working to the French guidelines on alcohol design and advertising, and appealing to the somewhat unfamiliar and sometimes surprising tastes of the French consumer and their relationship with the craft beer scene. The bottle labels were designed to work on both 330ml and 750ml bottles and they are entirely adaptable to any new creations as the latest beers and exciting flavours are on the horizon.





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Standing out on the shelves thanks to some adventurous colour palettes, bold patterns and striking textures.

While Loch Lomond Brewery has such a good reputation north of the border, the labels for the cans on the supermarket shelves needed to entice the curious and stand out from the usual fare. The new designs have simple geometric patterns for Aldi and a colour-keyed grunge look for Lidl that grabs and holds the attention of the customer then pulls them in like a tractor beam, long enough for the beer's name and style to convert the intrigued look into another beer added to the trolley.





yorkshire dales
brewing co.

west coast ipa
alc 6.5% vol

yorkshire dales
brewing co.

RIVER BENDS

new england
session
alc 4.2% vol

yorkshire dales
brewing co.

IMPASSIONED

raspberry, rhubarb
passion fruit sour
alc 3.0% vol

yorkshire dales
brewing co.

DARKER TIMES

imperial stout
alc 8.0% vol

yorkshire dales
brewing co.

FALL OF THE WALL

sour cherry
berliner weisse
alc 3.5% vol

yorkshire dales
brewing co.

MELLO

ddh pale
alc 3.0% vol

yorkshire dales
brewing co.

CANADIAN RED

canadian red
alc 5.0% vol

yorkshire dales
brewing co.

CHERRY CREEK

fruit be
alc 3.0% vol

“

**Eye-popping,
colourful can designs
that portray the
brand's lively and
unique personality.**

Competing with the latest eye-catching packaging available in bars and on supermarket shelves is something we have to consider on a daily basis. Every time we look there is something new, something eye-catching and occasionally something that makes us think, wow, that's creative. But that only makes us push harder, be more innovative and create something that really jumps off the shelf and makes customers take notice. The designs we created for Yorkshire Dales Brewery do just that.





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**Illustrative labels
portray personality,
adventures, and
experiences and tell
the story behind each
beer.**

Creating stories behind the Kelchner Brewery beers gave more meaning to what was in the glass and created more opportunity for connection with the brand. A brand identity is a lot more than just a logo. It is the emotion behind what someone feels, sees and tastes when they interact with the brewery on any level. Our illustrative and often 3-dimensional labels gave the brand a feeling of depth and strength and Kelchner were confident that we established the image, tone of voice and personality that they had been looking for.





TERMINUS



IPA

ALC 5.5% VOL

TRAVELLING LIGHT



SESSION IPA

ALC 4.5% VOL

LEAVES ON THE LINE



GOLDEN BITTER

ALC 4.2% VOL

“

Portraying a romantic history stretching back to the very first railways.

Using the train wheel as the theme for the George Samuel Brewery brand perfectly portrayed the romanticism of the railways as part of the history and heritage of their local area. The brewery are very proud of their association with the area and are delighted that we created something with an emotional connection that everybody could relate to. Customers can't fail to be impressed as the brand takes them on an idyllic and fascinating journey that encapsulates the picturesque beauty of the railways.





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4Ts brand personality shines through with the help of these wildly original and funny characters.

Using hand drawn, bespoke illustrations has converted the 4Ts Brewery brand concept into an exciting and visually impactful can range, bringing the cans to life by adding unique personalities to each one. 4Ts brand personality shines through with the help of these wildly original and achingly funny characters. Customers can see a little of their own personality in these larger than life characters and can relate to them on a personal level, giving an emotional connection, encouraging a broad smile and creating a desire to buy the product.



LemonTop

THE HIGHEST STANDARDS MEAN THE HAPPIEST CLIENTS

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Yorkshire Dales Brewery said:
The team at LemonTop are brilliant. They're endlessly creative and they can be relied upon to deliver every time.

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Purity Brewing said:
Thank you for all your help creating our new website... it looks spot on! We're really happy with how it's come to life.

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Brew & Press said:
The designs are phenomenal and I don't know how you guys do it! The result is even better than I hoped.

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