

Pacific Pilsner Update

PACIFIC WESTERN BREWING



► Established in 1957, Pacific Western Brewery (PWB) is Canada's longest running, British Columbian-owned brewery. Starting life over 50 years ago on a fresh water spring in Prince George, BC it has since grown into an award-winning brewer, exporting products around the world.

Having worked with us several times previously PWB came back to Red Rocket Creative Strategies (RRCS) looking to refresh the branding for their flagship beer, Pacific Pilsner.

With competition increasing in the market for beers that appeal to the younger market PWB needed a fresh new look to help their signature product break into this age group, and gain real product following.

The challenge set to RRCS was to keep the overall Pacific Pilsner brand familiar to existing customers but at the same time attract and excite a new generation of sophisticated beer drinkers.

The Pacific name is strongly recognized and needed to remain in the forefront of each product. We worked to find a way that kept this strength but at the same time ensured we could incorporate each of the individual beer identities alongside it.

The Pacific brand is most recognizable by its iconic sailboat logo. We worked to modernize and simplify the overall shape of the boat and gave it more energy and movement. Crisp clean lines in both the boat and the background ensure it supports every element of the new brand look and feel.

This also gave the opportunity to correct a flaw in the original illustration. PWB has been hearing from sailors for many years that the two sails on the boat logo were blowing in the opposite directions!



205 - 55 Water St.
Vancouver, BC
Canada V6B 1A1
T. 604.688.4321
F. 877.396.6130
RedRocketCreative.com