



case study :: *Thimble Island Brewing Company*

A WELL-CRAFTED BUSINESS LAUNCH



Combining the founders' skill at making craft beers with their love for their local shoreline roots, Thimble Island Brewing Company offers well-balanced, traditionally crafted beers for a market of aficionados. The company was launched following a late-night conversation between two friends with a shared passion for craft beer.

THE OBJECTIVES

To launch this traditionally crafted yet untraditional beer with a new brand and brand positioning strategy that would honor its local origins—the Thimble Islands in Branford, Connecticut—while emphasizing its growth from its humble home-brewed beginnings.



THE SOLUTION

To match its originality, this brew required a unique design. Elements started by researching the Thimble Islands. As locals, we were particularly well positioned to capture the feeling of this seaside New England community in the branding, and we designed a logo that works well on everything from beer glasses to growlers. In preparation for their launch, we advised the duo on social media and created a plan; designed a distinctive carved beer tap with a nautical rope design; created sell sheets, bottle labels, coasters and packaging; and finally, developed a brand standards guide that allowed their growing team to fulfill any other ongoing design needs—from baseball caps to table tents.



THE RESULTS

Thimble Island Brewing Company is growing rapidly and has even started selling clothing, which has become very popular. In one year, they launched three products—American Ale, Coffee Stout and India Pale Ale—along with their “Uncharted Series,” brews which are seasonal or crafted when inspiration strikes. A brand-new facility will open this summer, doubling their space to meet the ever-growing demands of their increasing number of fans.

SERVICES UTILIZED

- > Brand Identity
- > Consumer Marketing
- > Package Design
- > Print Collateral
- > Social Media
- > Strategy & Positioning

CLIENT TESTIMONIAL

“Elements is our marketing team. I can’t promote them enough.”

– Justin Gargano, Owner