

## BRAND EVOLUTION AND STYLE GUIDE

**ABOUT LUCKY HARE BREWING COMPANY.** Lucky Hare Brewing Company is Hector, New York's leading farm and microbrewery dedicated to producing the highest quality brewed craft beer in New York State. In 2016, Lucky Hare began an incredible journey to create crafted beer that reflects not only their passion for the craft beer industry, but also the Finger Lakes and its community.

**THE CHALLENGE.** Lucky Hare Brewing Company wanted to continue and further build their brand marketing to increase exposure, further stand out in the marketplace, gain additional customers, and continue to grow their business. The company was concerned with brand recognition in a very saturated shelf space.

**MEP CENTER'S ROLE.** AMT, part of the New York MEP and the MEP National Network™, teamed up with Works Design Group, their marketing consulting partner, and the Lucky Hare Team to enhance and refine its brand concepts. The team did extensive research in the category and presented solutions to increase brand awareness all while keeping the brands unique character with their custom illustrations.

Efforts also focused on simplifying the logo and proposing alternate solutions for various platforms. The team crafted supplementary assets for social media, venues, packaging, merchandise, and the website. These assets, along with others, were compiled into a comprehensive brand style guide, the ultimate deliverable. This guide encompassed specific color palettes, font choices, guidelines, and additional applications like preliminary website designs, point-of-sale materials, and signage. In addition to serving in a project management role, AMT secured a grant for Lucky Hare, covering half of the project expenses.

**"Working with AMT and Works Design Group was incredibly beneficial for Lucky Hare Brewing. They brought a knowledge level and marketing expertise that we needed in order to accelerate the evolution of our brand. We are extremely pleased with the outcome of the project, and we are looking forward to continued growth because of their efforts. "**

-Richard Thiel, President & General Manager

## RESULTS



40% increase in sales



30% increase in annual revenue



100% retained annual revenue

## CONTACT US



625 Broadway  
ESD, Division of Science,  
Technology & Innovation  
(NYSTAR)  
Albany, NY 12245



(518)292-5347



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