

Local Time Brewing

Case Study

Client: Local Time Brewing

Industry: Craft Beer

Location: Holly Springs, NC

Overview:

As a new brand, Local Time needed a clear system to avoid **Signal Drift and Brand Identity Fog**.

Brand language stayed true to their “taproom with a travel vibe” concept, while curating a repeatable brand.



The Fix

Clarity (*Dig*) → Build (*Distill*) → Launch (*Amplify*)

- **Dig:** Defined the core experience (travel/culture/good people only).
- **Distill:** Created an ownable identity system and signature icon (5 PM clock).
- **Amplify:** Established packaging + website direction to keep execution consistent.

The Outcomes

- Recognizable identity people remember
- Direction that scales into packaging and future products
- Brand now has similar language and visuals to the taproom

The Work

Brand Identity, Packaging Direction, Website Direction