

YARDWORK

Case Study: The Birth of a Brand - Carlos Santiago Mezcal

Challenge

Launching a premium Mezcal brand in a competitive market, Carlos Santiago needed a unique and compelling brand identity that resonated with their audience.

Solution

Yardwork Agencies rose to the challenge, crafting a comprehensive and distinctive brand identity. We started with a unique logo encapsulating the brand's essence. We curated a sophisticated color palette aligning with the brand's premium quality. The fonts we chose and the custom icons we created further enhanced this premium feel.

Our work extended to designing the bottle packaging and stationery, ensuring visual consistency across all brand touchpoints.

Outcome

The result is a compelling, ready-to-launch brand identity for Carlos Santiago. Even pre-launch, the brand is well-positioned for success, thanks to a robust and appealing brand identity. This project underlines Yardwork Agencies' ability to deliver striking brand identities from the ground up.

Looking to create a compelling brand identity? Contact Yardwork Agencies today. Let's create something special together. Link to Carlos Santiago branding deck [here](#).

