



Lagos beer Fest

# Brand Book

# Introduction



## A. Purpose of Document

This document is the ultimate guide to the essence of the Lagos Beer Festival. We've distilled its brand strategy, values, and personality into a comprehensive guide that ensures stakeholders have a clear understanding of what it stands for. By following these guidelines, a consistent voice and visual representation across all of our marketing and communication materials is maintained strengthening brand identity and building deeper connections with audience.

## B. Brief Overview of Brand

Lagos Beer Festival is an annual celebration of the vibrant culture of beer brewing in Lagos, Nigeria. The festival is a unique platform that brings together beer enthusiasts, brewers, and food vendors for a day of fun, entertainment, and education with the aim to promote and celebrate the rich history and culture of beer brewing in Lagos, while providing a fun and engaging experience for all who attend.

# Brand Strategy



## A. Objectives

The Lagos Beer Festival aims to brew up a storm by developing a distinct brand identity that captures the essence of the event. By increasing visibility and appeal to beer enthusiasts, breweries, industry stakeholders, tourists, and residents across Nigeria, the best of Nigerian brewing culture can be poured to a wider audience. The objective is not just about enjoying beer, but also promoting diversity, education, and responsible drinking, creating a festival experience that's not just froth and bubbles, but one that's both refreshing and meaningful for all.

### Objective 1:

**"To distill the spirit of the Lagos Beer Festival into a distinct brand identity that captures the true essence of the event"**

With a unique brand that resonates with beer enthusiasts, breweries, industry stakeholders, tourists, and residents across Nigeria. The aim is to tap into the heart of Nigerian brewing culture and create a festival experience that's truly worth raising a glass to. The objective is to create a brand identity that accurately represents the essence of the Lagos Beer Festival. Success will be determined by how well the brand identity captures the spirit of the event. With the right resources and expertise, this is a realistic and achievable goal.

### Objective 2:

**"To raise the bar by increasing the visibility and appeal of the Lagos Beer Festival to beer enthusiasts, breweries, industry stakeholders, tourists, and residents across Nigeria and beyond"**

By showcasing the best of Nigerian brewing culture and creating a buzz around the festival. The aim is to pour out a refreshing and satisfying experience that quenches the thirst of beer enthusiasts from all corners of the country and beyond. The objective is to enhance the visibility and attractiveness of the Lagos Beer Festival through the implementation of diverse marketing and promotional techniques. Key performance indicators for success include quantifiable metrics such as attendance figures, stakeholder and participant feedback, and media exposure.

### Objective 3:

**"To promote the rich diversity of beer culture, the intricate brewing processes, and the importance of responsible drinking"**

This isn't just about raising a glass, but also raising awareness of the diverse, vibrant, and responsible beer culture in Nigeria. The aim is to brew up a community of beer lovers who appreciate and celebrate the diverse styles of beer and the responsible consumption of it. The objective is to promote beer culture, brewing processes, and responsible drinking. This objective is going to be achieved with the festival as the forerunner and other activities to reach and engage people. It aligns with the goals of spreading awareness and promoting responsible drinking amongst beer enthusiasts.





## B. Vision Statement

**“To become the flagship event of the African brewing industry, setting the standard for excellence and innovation in beer culture across Africa and beyond”**

With the Lagos Beer Festival at the forefront of this exciting movement, the vision is to raise the profile of Nigerian beer culture and establish ourselves as the premier brewing festival in Africa, serving up an unforgettable experience that’s worth the trip from anywhere on the continent.



## C. Mission Statement

**“Creating an immersive and enriching beer festival experience that showcases the diverse and dynamic culture of brewing, while fostering a community of responsible and passionate beer enthusiasts”**

The mission is to hop up expectations and quench the thirst for an unforgettable brew-tastic adventure by curating an experience that celebrates the art and science of brewing and responsible drinking

# Brand Strategy



## B. Taglines

The proposed taglines capture the essence of the Lagos Beer Festival and highlight its entertaining, traditional, and informative elements through distinct approaches.

**“Life on the brew-tiful side”** - This tagline highlights the fun aspect of the festival by using a play on words, replacing “beautiful” with “brew-tiful.” This clever play on words emphasizes the festival’s focus on beer and the brewing process. This suggests that attendees can expect to enjoy a wide variety of beer flavours and learn about new brewing techniques. The tagline also highlights the fun aspect of the festival. The use of the word “life” suggests that attending the festival is not just a one-time event, but rather a way of life for beer enthusiasts. The tagline also suggests that attendees will have a fun and enjoyable experience at the festival, with plenty of beer to taste and new friends to make.

It also focuses on the festival being not just about drinking beer, but also about celebrating the culture and history of beer in Nigeria and around the world. The tagline implies that attendees can expect to discover and learn about new brewing techniques and unique beer flavours.



# Brand Strategy



**“..where flavour meets fun”** - This highlights the cultural aspect of the event by emphasizing the unique flavours and brewing techniques that attendees can learn about. Beer lovers who attend the festival will have the opportunity to participate in workshops, tastings, and other educational activities that will help them gain a deeper understanding of the brewing process and the different flavours and styles of beer.

It also emphasizes the fun and exciting atmosphere of the festival. The Lagos Beer Festival is not just about learning and trying different beers, it is also about having fun and enjoying the festival’s lively atmosphere.

**” A Brew-tiful paradise”** - This tagline combines “brew-tiful” and “paradise” to suggest that attending the festival will be a delightful and unique experience enjoying the beauty of flavours and brewing techniques. The use of the word “paradise” suggests that the festival is a unique and special event that offers a little slice of heaven for beer lovers. It is associated with socializing and having a good time

# Brand Strategy



**”Pour yourself into Pouradise”** - The tagline highlights the festival’s focus on beer, encouraging attendees to fully immerse themselves in the experience of trying different types of beer and exploring the beer culture of Lagos. The tagline also emphasizes the fun aspect of the festival, encouraging attendees to let loose, relax and enjoy themselves in a festive atmosphere. The use of the pun ‘Pouradise’ adds a playful and lighthearted tone to the tagline, which aligns with the fun aspect of the event. Moreover, the tagline also alludes to the cultural and educational aspects of the festival. It suggests that attendees will not only have the opportunity to enjoy great beer but also to learn about the history, production, and culture behind it.

**”The ultimate beer lover’s paradise”** - This tagline places a strong emphasis on beer and aims to cater to the interests and preferences of beer enthusiasts. By using the word “ultimate,” the festival is positioning itself as a top-tier event in the world of beer, promising the best of the best in terms of beer, education, culture, and enjoyment. The word “paradise” implies that attending the festival will be a unique and unforgettable experience for beer lovers, where they can indulge in their passion for beer in a fun and exciting atmosphere. Although the tagline primarily emphasizes the festival’s beer-related and entertaining aspects, it also suggests that the event has cultural and educational significance. The word “paradise” hints that attendees can discover new beers and cultures at the festival giving a comprehensive experience for beer enthusiasts.



# Brand Strategy



## E. Brand Personality

The brand personality portrays the unique qualities or traits that help distinguish LBF from similar brands/competition. LBF's personality is **Traditional and Adventurous**.

### Traditional



A vital goal for LBF is to promote Nigeria's rich cultural heritage and beer industry. So, its personality should evoke a sense of nostalgia, authenticity, and credibility. This personality celebrates traditional brewing techniques and classic beer styles while showcasing the history and culture of beer-making in Nigeria and beyond. This personality is suitable to attract people who appreciate the craft of brewing and the history behind it.

### Adventurous



The adventurous personality is all about exploration, discovery, and pushing boundaries. This personality thrives on introducing its audience to new things (mixes, brands, flavours, etc.) It is suitable to attract an adventurous and curious crowd looking for something new and exciting to try. This personality says that although the festival will take place in Lagos, it can cater to the explorative tendencies of attendees.

While it might seem like an unlikely combo, merging the Traditional and Adventurous personalities creates a wholesome experience of the Nigerian beer culture for the target audience. This combination also encapsulates the feel of the event - from the beer tasting and masterclasses, where attendees will experience the history of brewing and beer brands, to food pairing and games, where adventure finds expression. Finally, this combination will ultimately contribute to the brand's unique selling point



# Brand Strategy



## F. Brand Values

Brand values encapsulate the ideals or qualities LBF upholds in contribution to its identity as a Beer Festival Brand. Thus, LBF's Brand values are **Community, Responsible drinking, Diversity and Innovation**

### Community



Whether drinking with friends during a football match or with family at a wedding, drinking beer is a communal activity. Hence, 'community' is a necessary brand value for LBF as it speaks to this social nature of beer drinking. LBF will foster a sense of belonging and connection beyond drinking beer by creating a sense of community and camaraderie among attendees. Attendees feeling this sense of community will also help to promote brand loyalty and word-of-mouth advertisement.

### Responsible Drinking



As an extension of community, promoting responsible drinking demonstrates a commitment to social responsibility and community values and helps to ensure the safety and well-being of festival attendees. Also, the best way to dispel any negative notion/stereotype about beer festivals promoting alcoholism is to uphold responsible drinking as a brand value.



## Diversity



From the target audience to the vendors and sponsors, LBF is an all-inclusive space for lovers of beer and industry stakeholders. This is also made evident in the different styles and flavours of beer that will be made available at the event. Valuing diversity also gives the LBF a competitive advantage, because a wide audience appeal will ultimately increase attendance, revenue and positive brand recognition.

## Innovation



This value tallies with the adventurous aspect of the brand personality. Innovation speaks to the need to constantly push the boundaries of what is possible with beer-making and drinking. By showcasing new and innovative brewing techniques and flavors, LBF will appeal to adventurous and experimental consumers who are looking for something new and exciting to try.



# Brand Strategy



## **G. Brand Tone of Voice**

The brand's tone of voice implies the general mood of all textual messages from the brand. This tone cuts across content for social media, email marketing, web pages and other promotional media. Hence, LBF will communicate in a Fun and Engaging tone with underlying tones - direct, friendly and educative.

### **Factors considered**

#### **- Target Audience**

LBF has a broad audience of beer enthusiasts, industry stakeholders, tourists, and residents across Nigeria and beyond. Such a diverse audience requires engaging and relatable communication that makes them feel seen and heard.

#### **- Brand Personality**

The general tone of voice caters to the traditional and adventurous personality, while the underlying educative tone specifically caters to the 'traditional' aspect of the brand personality.

#### **- Nature of Event**

Considering the vibrant nature of the event and the need to compel participation from the target audience helped inform the tone of voice.

# Brand Logo





# About the Logo



**The Lagos Beer Festival identity** captures the essence of the event in a vibrant and memorable way. The use of bright, bold colors and playful design elements gives the logo a fun and entertaining vibe, reflecting the festive atmosphere of the event. From the frothy beer mug to the lively typography, every element has been thoughtfully placed to convey the excitement and energy of the festival. This logo is sure to make a lasting impression on attendees and help create a strong brand identity for the Lagos Beer Festival.

# Imagery





# Brand Pattern



# Typography



**AA**

**ARCO Typography**  
Header Type

**Aa**

**Darker Grotesque/Bold**  
Subhead Type

Aa

**Darker Grotesque/Regular**  
Body Type

**SAMPLE  
TEXT**

## **Lorem Ipsum**

Lorem ipsum dolor sit amet, Lorem ipsum dolor sit amet, Lorem ipsum dolor sit amet, Lorem ipsum dolor sit amet, Lorem ipsum dolor sit amet, Lorem ipsum dolor sit amet.



# Brand Colours



#FFDD9D

#FBA727

#732C0B

#000000

# Merchandise





# Merchandise

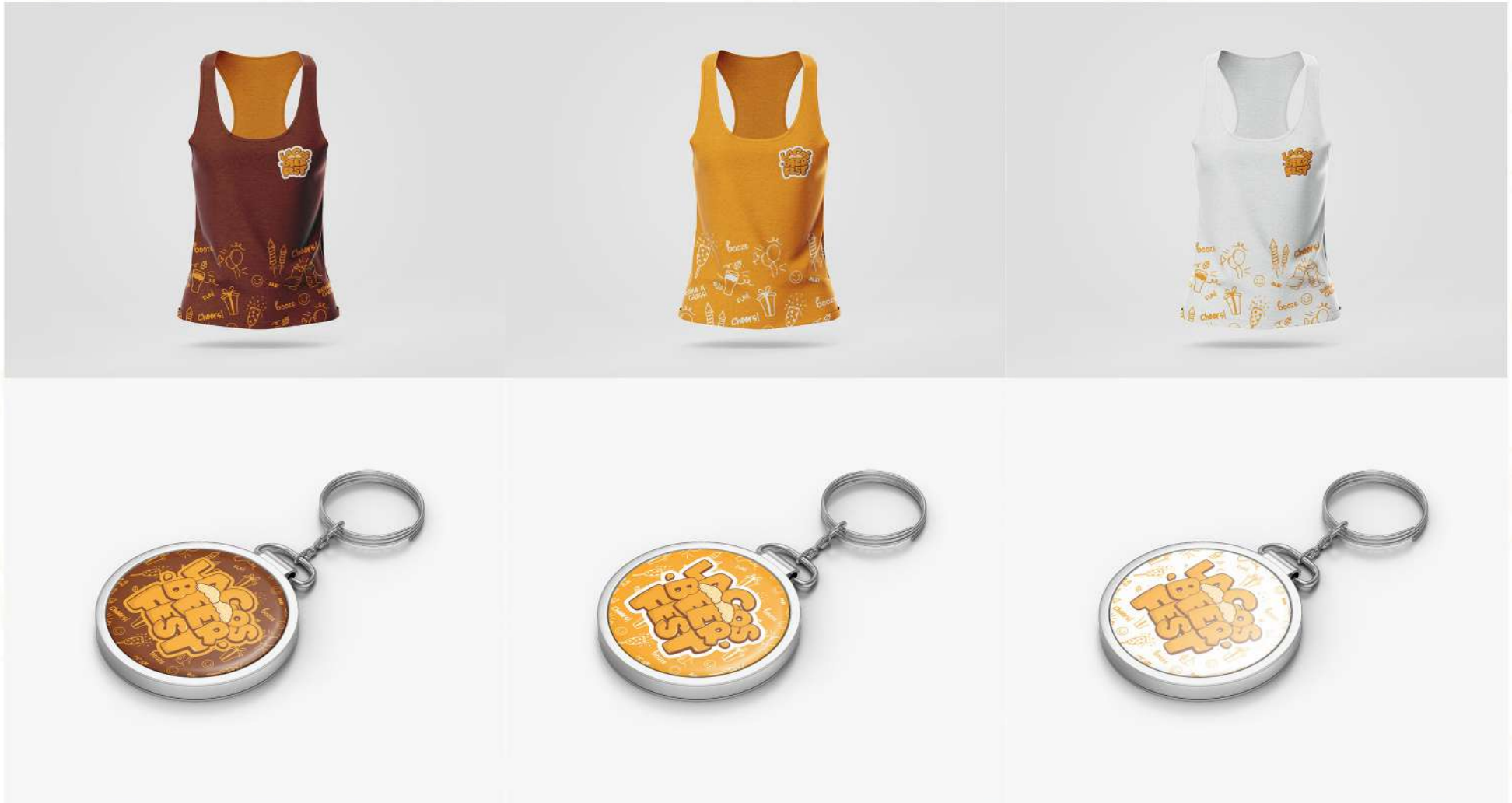


# Merchandise





# Merchandise



# Merchandise



# Merchandise





