

CASE STUDY

PKGD GROUP

FOCUS:

Brand Identity
Logo Refresh
New Website



www.pkgd.group

CHALLENGE

PKGD Group is a spirits brand management, importer and consulting group that needed a branding refresh and new website to serve its growing niche of premium agave spirits and whiskey brands.

SOLUTION

The client's current logo and identity no longer represented the state of its growing business. Through discovery, BSA determined the aesthetic of the rebrand should reflect the Art Deco period with dark, rich colors. We presented a logo study with a variety of choices before finalizing the selection and creating a brand guide. The guide informed the web redesign process, reflecting the tone, style and colors of PKGD's new brand direction.

RESULT

BSA met an expedited turnaround time to revamp the client's logo and website with a cohesive brand visual story. The new website showcased PKGD's brand building expertise in the spirits industry through bold messaging, a black and gold palette and responsive design.



Brand Refresh



Web Redesign



New Logo



Responsive Design