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THREE 3'S BREWERY

XHILARATE SAYS 'CHEERS' TO AI IN REBRANDING THREE 3'S

Original Logo



New Logo



OVERVIEW

Three 3's is a family-owned craft brewery in Hammonton, NJ. When the Gellers purchased the business in 2017, they inherited a name/logo that did not represent their vision for the brand. The name was derived from the brewery's original street address, 333 N. Washington St. When the brewery relocated, the address was no longer relevant. Labels were also being created using inconsistent placement of the brand name, beer variety, art styles and fonts, resulting in an incohesive brand image.

The Gellers wanted to grow the business and build brand awareness by balancing existing brand equities (*the name*) with the desire to boost shelf impact and engage, excite and inspire customers. Three 3's and Xhilarate worked together to unify the brand, developing standards for packaging, merchandising and interior design.

ENGAGE

We gathered valuable insights during our discovery process — which consisted of stakeholder interviews with the owners, staff, distributors, retailers and customers plus a competitive audit of local, regional and national craft beers. These insights guided our development of a positioning statement, brand archetypes, brand story and target audience profiles, all of which contributed to a detailed creative brief that served as the blueprint for the rebrand.

Based on our findings, the decision was made to retire the original logo (*hand with three fingers*), and the Xhilarate design team went to work on one that would communicate a fun, bold, and family-centered identity, one its customers could relate to in a more relevant way, one that differentiated it from other craft beers. The new logo features three number 3's surrounded by an interlocking wave graphic with the Three 3's name underneath. On the cans, the logo is positioned next to the Three 3's name, providing a banner that boldly stretches across packaging and all other materials. The logo works in harmony with the design system, offering flexibility across merchandise, displays, and packaging.



SERVICES

- Discovery
- Brand Strategy
- Brand Identity / Look and Feel
- Package Design
- Illustration creation using AI (*Midjourney**)

*This innovative, AI-powered design tool enables artists to bring their visions to life, providing enhanced ideas and elevating creative possibilities to new heights. Xhilarate embraces the future of illustration with Midjourney's seamless integration of art and technology.

EXCITE

The Gellers have released 217 beers, involving the entire team in naming them, often inspired by pop culture. Noteworthy names like **Back To Reality**, **Bender Blender**, **Solstice**, **White Noiz**, and **P.B. & Cookies** boast captivating hero images that excite and intrigue customers. We crafted label designs to align with beer names, sparking interest whether at the Three 3's taproom, a bar, or home.

Seeking to enhance creativity, Xhilarate used Midjourney, an AI-technology tool, to develop illustrations. As early AI adopters, we realized its potential in bringing our vision to life and meeting client objectives. The **Back To Reality** label pays homage to **Back to the Future** with a futuristic theme, while the **Pitter Patter** label depicts a dramatic scene of a dog guarding a house. This fusion of art and AI elevates the beer experience.

INSPIRE

The cohesive and consistent look/feel of the brand translates incredibly well from packaging to on-premises beer taps and promotions to a range of Three 3's merchandise. The rebrand will also serve as the catalyst for the planning and design of a new taproom.

The immediate reaction has been very positive, with Three 3's receiving considerable positive feedback from customers, liquor store managers, distribution partners and fellow breweries.



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