



BLACK FLANNEL

VISUAL CENTER

BRAND PILLARS

BLACK FLANNEL CO.

BRAND PILLARS

EXCEPTIONAL CRAFT

DESTINATION EXPERIENCE

QUALITY IS KEY

DISTINCTIVE

COLLABORATIVE

SUSTAINABILITY

PASSION

UNIQUE

EMBRACE RISK

OUR BRAND PLATFORM

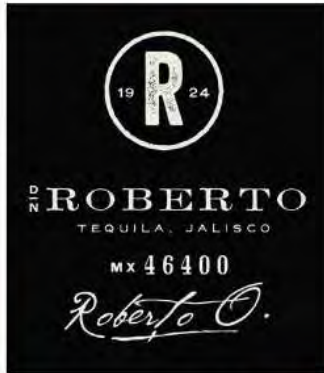
A C E L E B R A T I O N O F T R U E C R A F T

[I N S I G H T]

EVERYONE RESPECTS AND VALUES THOSE WHO
HONE THEIR CRAFT TO THE HIGHEST LEVEL.
THIS IS THE PLACE WHERE CRAFT IS CELEBRATED AT EVERY TURN.

A C E L E B R A T I O N O F T R U E C R A F T

BLACK FLANNEL BREWING
BLACK FLANNEL DISTILLING
SCRATCH FOOD



**“THERE ARE MANY PLACES TO JUST VISIT.
THEN THERE ARE DESTINATIONS THAT
CAPTIVATE AND KEEP LURING US BACK
FOR MORE. THESE ARE THE PLACES THAT
ENDURE.”**

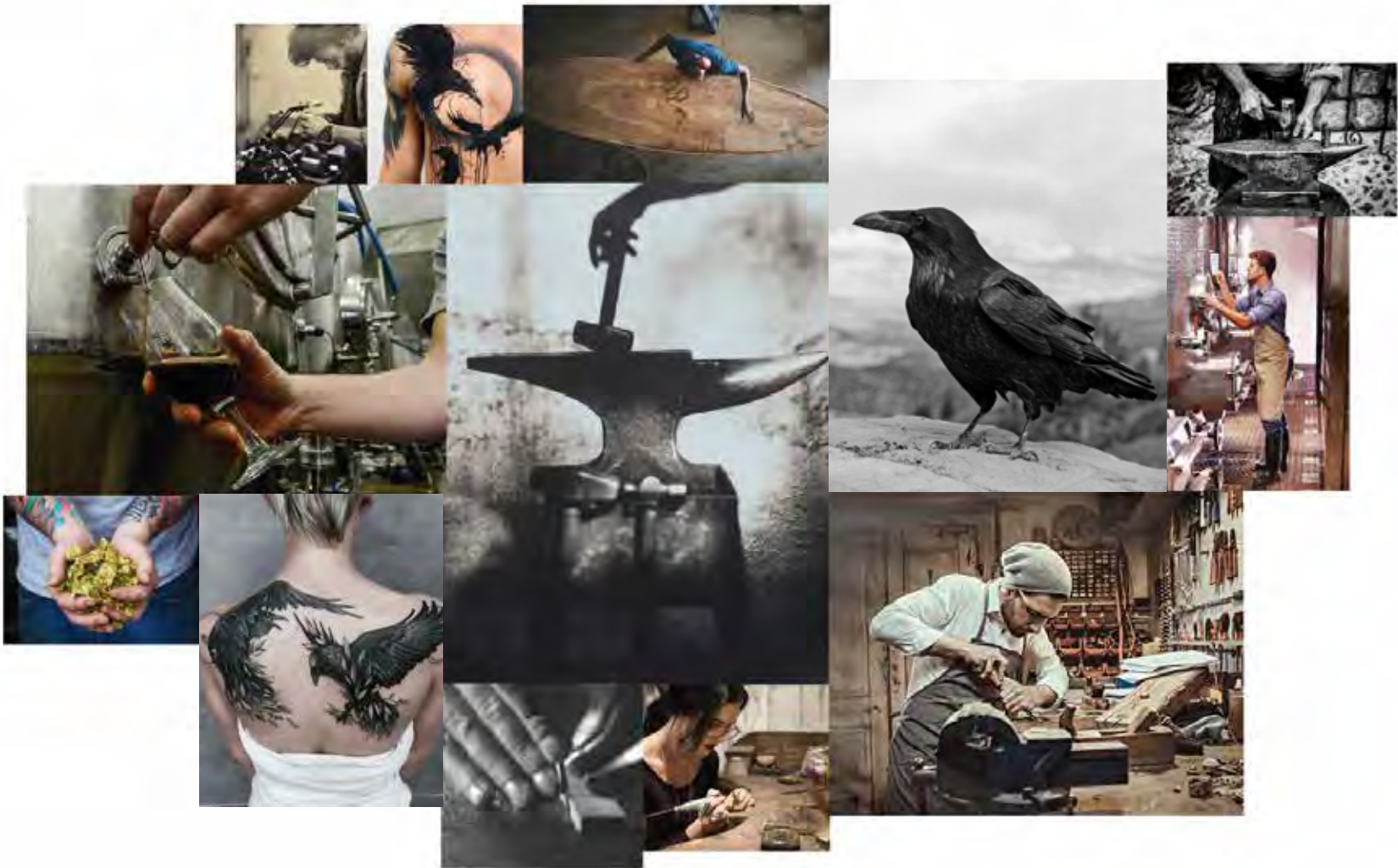
— ARTHUR GENSLER, GENSLER ARCHITECTURE

BLACK FLANNEL ICON / LOGO

BLACK FLANNEL

ANVIL RAVEN SYMBOLISM

THE RAVEN IS A SYMBOL OF WISDOM AND CREATIVITY. THE ANVIL IS A SYMBOL OF CREATING THE IMAGINED FROM THE RAW MATERIALS OF REALITY. IT REPRESENTS THE PRACTICAL APPLICATION OF CRAFT; THE PHYSICAL WORK THAT GOES INTO IT. THE RAVEN BOWING CAN BE INTERPRETED A FEW WAYS - RESPECT THE CRAFT, HEAD DOWN IN YOUR WORK, A NOD TO THE PAST.

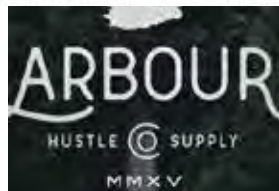




T Y P O G R A P H Y

EVERYONE RESPECTS AND VALUES THOSE WHO
HONE THEIR CRAFT TO THE HIGHEST LEVEL.
THIS IS THE PLACE WHERE CRAFT IS CELEBRATED AT EVERY TURN.

[ALL OUR TYPOGRAPHY SHOULD FEEL SPECIAL, CUSTOM, CRAFTED]



Distilling Co.

1
2
—
0Z



BLACK FLANNEL

DISTILLING

Small  Batch



BLK

16
FL
TRUE



—
0Z
CRAFT

FLNL

BREWING CO.

I
P
A



BLACK FLANNEL

BREWING CO.

CRAFTER

A B C D E F G H I J K L M N O P Q R S T
0 1 2 3 4 5 6 7 8 9

STRATUM

A B C D E F G H I J K L M N
0 1 2 3 4 5 6 7 8 9

INTERSTATE BOLD

A B C D E F G H I J L M
0 1 2 3 4 5 6 7 8 9

LEGEND

BREWING CO.

BREWING CO.

Brewing Co.

BLACK FLANNEL

DISTILLING CO.

Essex Vermont

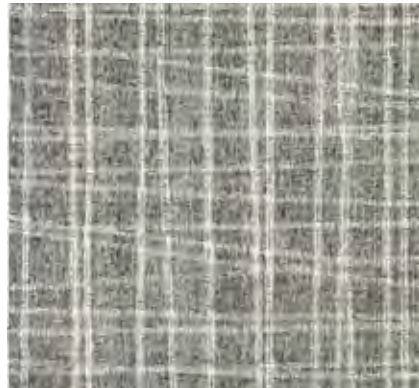
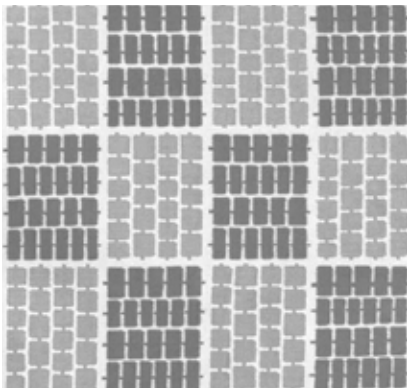
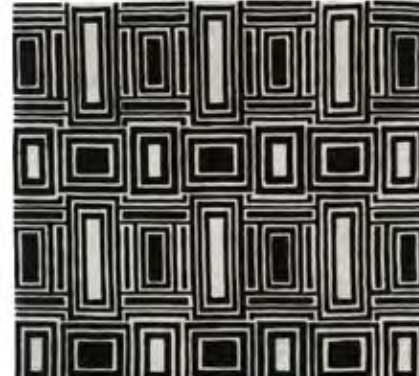
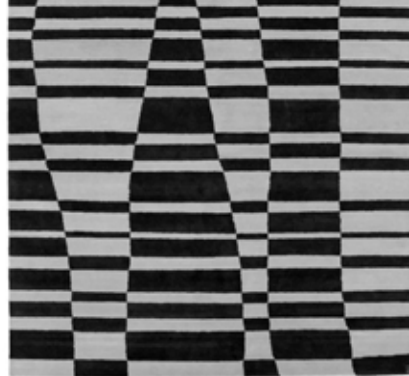
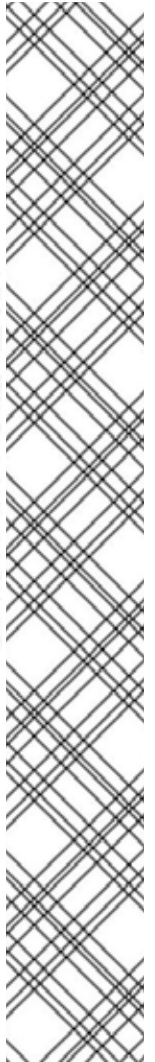
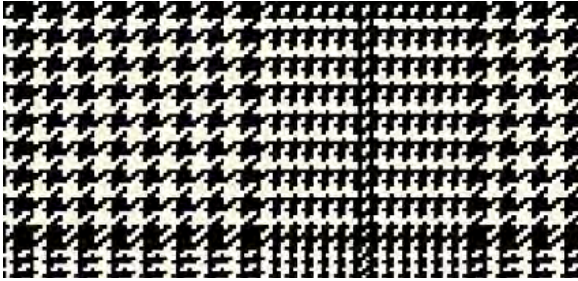
► **16 OZ** ◀

► **12 OZ** ◀

P A T T E R N S

EVERYONE RESPECTS AND VALUES THOSE WHO
HONE THEIR CRAFT TO THE HIGHEST LEVEL.
THIS IS THE PLACE WHERE CRAFT IS CELEBRATED AT EVERY TURN.

[USE FLANNEL INSPIRED PATTERNS THAT ARE UNIQUE, SPECIAL AND CRAFTED]

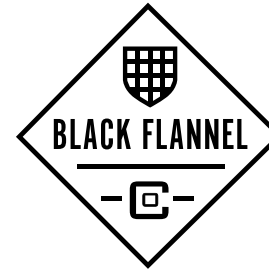


HIERARCHY OF LOGO BRANDING

[INSIGHT]

BY MAKING OUR BRAND ICON OUR SIGN OFF ON ALL OUR BRANDING.
IT ALLOWS US TO EXPRESS OUR BRAND NAME IN UNIQUE AND
UNEXPECTED WAYS. SURPRISE AND DELIGHT.

BRAND BADGES DELIVER OUR NAME IN FRESH WAYS. [FIRST]



OUR ICONIC LOGO SIGNS OFF OUR BRANDING ON ALL APPLICATIONS. [SECOND]

BRAND BADGES DELIVER OUR NAME IN FRESH WAYS. [FIRST]



OUR ICONIC LOGO SIGNS OFF OUR BRANDING ON ALL APPLICATIONS. [SECOND]

PHOTOGRAPHY

EVERYONE RESPECTS AND VALUES THOSE WHO
HONE THEIR CRAFT TO THE HIGHEST LEVEL.
THIS IS THE PLACE WHERE CRAFT IS CELEBRATED AT EVERY TURN.

[ALL PHOTOGRAPHY NEEDS TO FEEL UNIQUE, SPECIAL AND CRAFTED]



BLACK FLANNEL BRAND APPAREL

BEANIE LABELS



BLK
TRUE  CRAFT
FLNL



BLACK FLANNEL
BLACK FLANNEL
BLACK FLANNEL
BLACK FLANNEL
BLACK FLANNEL
BLACK FLANNEL
BLACK FLANNEL
BLACK FLANNEL
BLACK FLANNEL
BLACK FLANNEL

WOVEN WHITE LABELS,
STITCHED ONTO VARIOUS
BEANIES. THESE CAN BE
ATTACHED TO HOODIES
AND BREWER SHIRTS AS WELL.

PRINT THEM AT
NEWYORKCUSTOMLABELS.COM

T S H I R T S / H O O D I E S



WHITE DISCHARGE PROCESS
FOR ALL BLACK T-SHIRTS.
USE SOFT COTTON SHIRTS.
AMERICAN APPAREL.

HOODIES WILL NEED TO BE
SCREEN PRINTED.

PRINT THEM AT
NEW DUDS, VERMONT.

H A T S



WOVEN WHITE LABELS,
STITCHED ONTO VARIOUS
HATS.

ALSO PATCHES WITH
THICK BORDER RULE.

PRINT THEM AT
NEWYORKCUSTOMLABELS.COM

ALL CAN BE USED ON
BREWING SHIRTS,
SLEEVES.





REGULAR
EMBROIDERY WITH
RAISED BORDER.
WORDMARK FOCUSED.

PRINT THEM AT
NEWYORKCUSTOMLABELS.COM



REGULAR
EMBROIDERY WITH
RAISED BORDER.
RAVEN ANVIL FOCUSED.

PRINT THEM AT
NEWYORKCUSTOMLABELS.COM

S T I C K E R P A C K

STICKER PACK

TRUE CRAFT

BLACK FLANNEL CO.

BREWING & DISTILLING

Black Flannel *Black Flannel*



STICKER PACK

TRUE CRAFT

BLACK FLANNEL CO.

BREWING & DISTILLING

Black Flannel *Black Flannel*



STICKER
PACK.
PRINT AT
THESTICKY
BRAND.COM

EMPLOYEE WORKWEAR



BREWERY AND
DISTILLING STAFF
WORK SHIRT.

REDKAP VINTAGE
WORK SHIRT.

PRINT AT
NEW DUDS IN
VERMONT.

EMBROIDERY AND
NAME PATCH.

SHIRT CAN BE
DARK GRAY OR
LIGHT GRAY.



DELIVER A TRUE CRAFT EXPERIENCE



BARTENDERS AND HOSTS SHOULD WEAR BLACK FLANNEL SHIRTS.

WARM MONTHS SHOULD BE LIGHTWGT COTTON FLANNEL SHIRTS.



COOKS AND FOOD PREP STAFF SHOULD WEAR REASONABLY PRICED APRONS. DARK OR BLACK COLORS. CHEFWORKS.COM

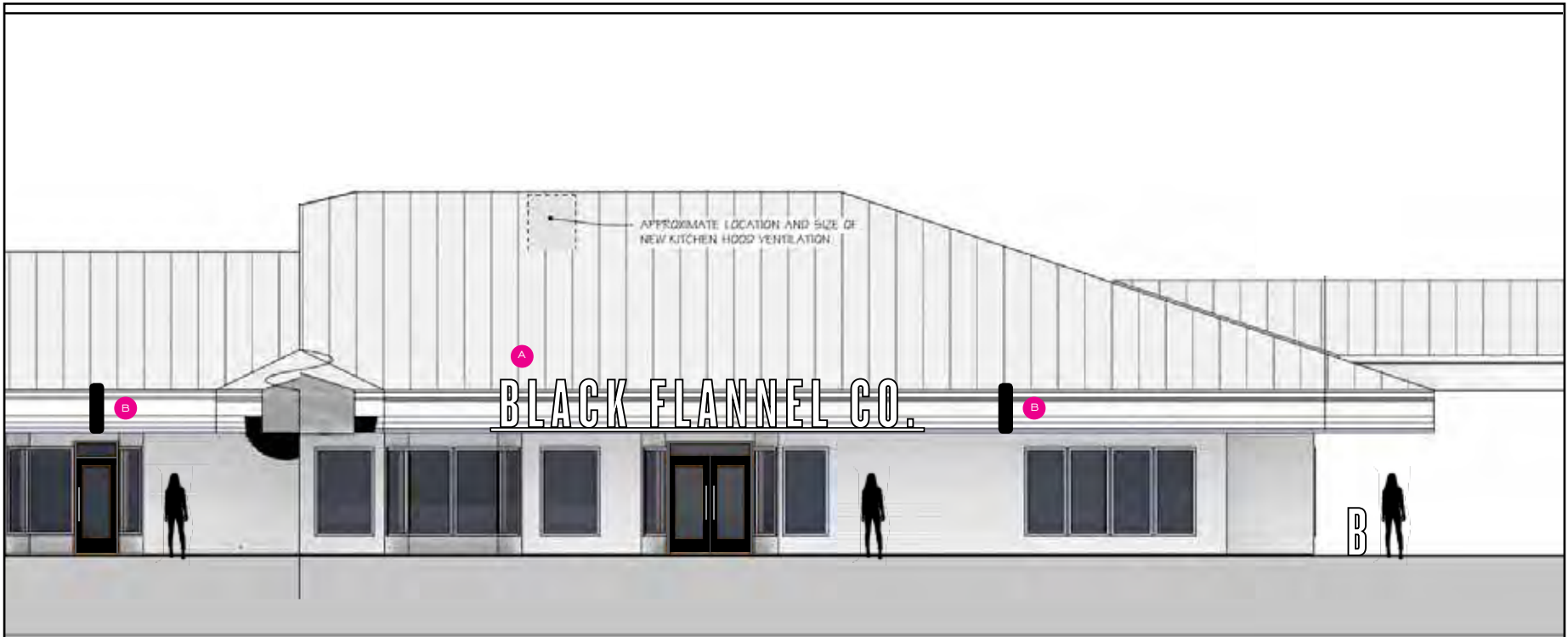


ALL WAIT STAFF SHOULD WEAR ARTISAN LEATHER STRAP CANVAS APRONS. HENDLEY & BENNET APRONS ARE A GOOD RESOURCE.

BUT MANY OTHER OPTIONS ARE AVAILABLE.

EXTERIOR SIGNAGE

EVERYONE RESPECTS AND VALUES THOSE WHO
HONE THEIR CRAFT TO THE HIGHEST LEVEL.
THIS IS THE PLACE WHERE CRAFT IS CELEBRATED AT EVERY TURN.



ALL ENTRANCE DOORS SHOULD BE PAINTED BLACK, WITH INDUSTRIAL TALL UNPOLISHED METAL HANDLES.



A
BACK LIT CHANNEL LETTERS



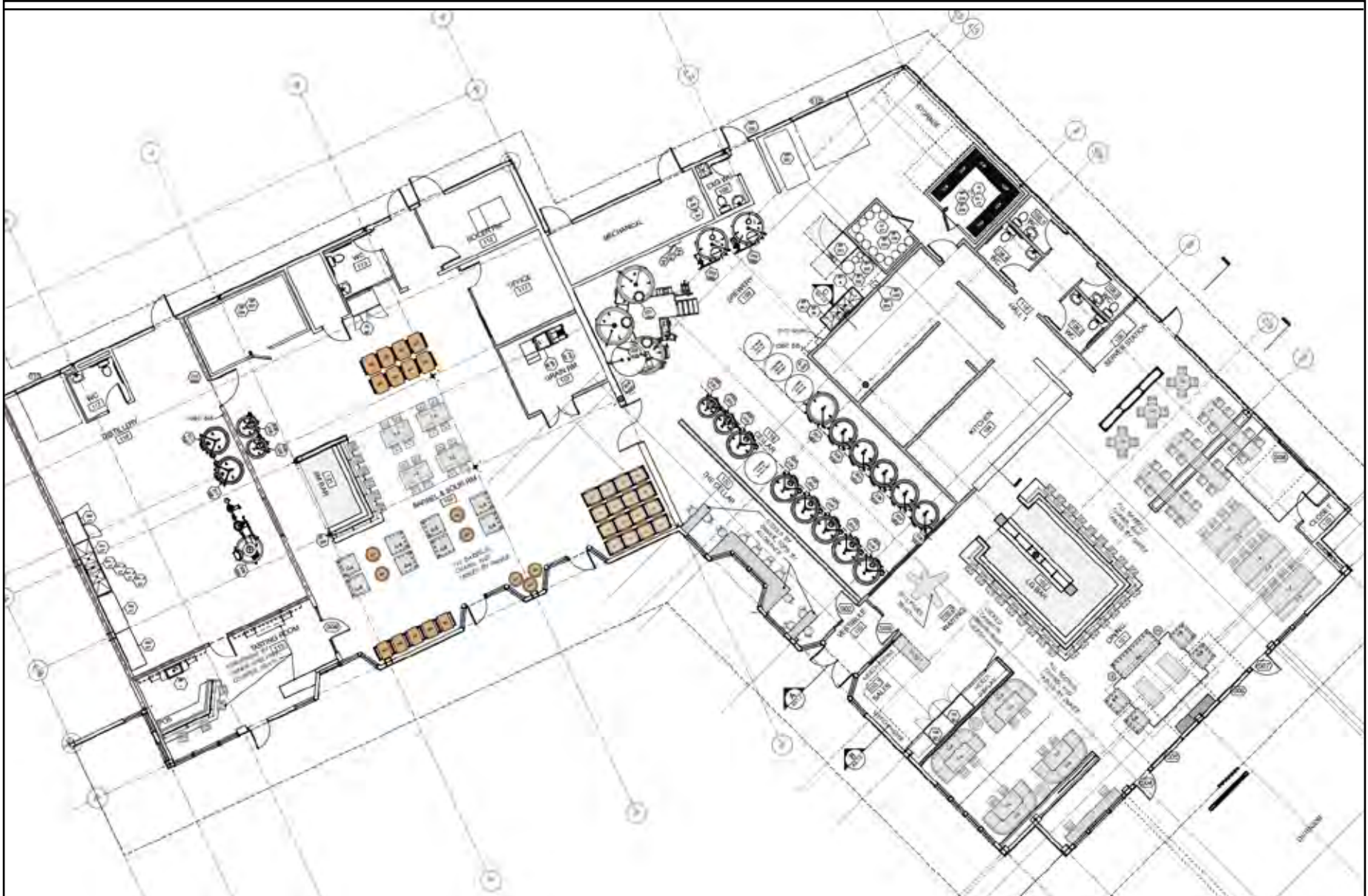
B
LIGHTED WALL MOUNT CIRCLE SIGNS



B
ROUND WALL SIGNS DELIVER BLACK FLANNEL CO. OFFERINGS. BREWING, DISTILLING AND SCRATCH FOOD.

THE INTERIOR SPACES

EVERYONE RESPECTS AND VALUES THOSE WHO
HONE THEIR CRAFT TO THE HIGHEST LEVEL.
THIS IS THE PLACE WHERE CRAFT IS CELEBRATED AT EVERY TURN.



MAIN BAR AREA



THE LIGHTING HOUSE MINI PENDANT
SKU: 066555
\$61.20



A

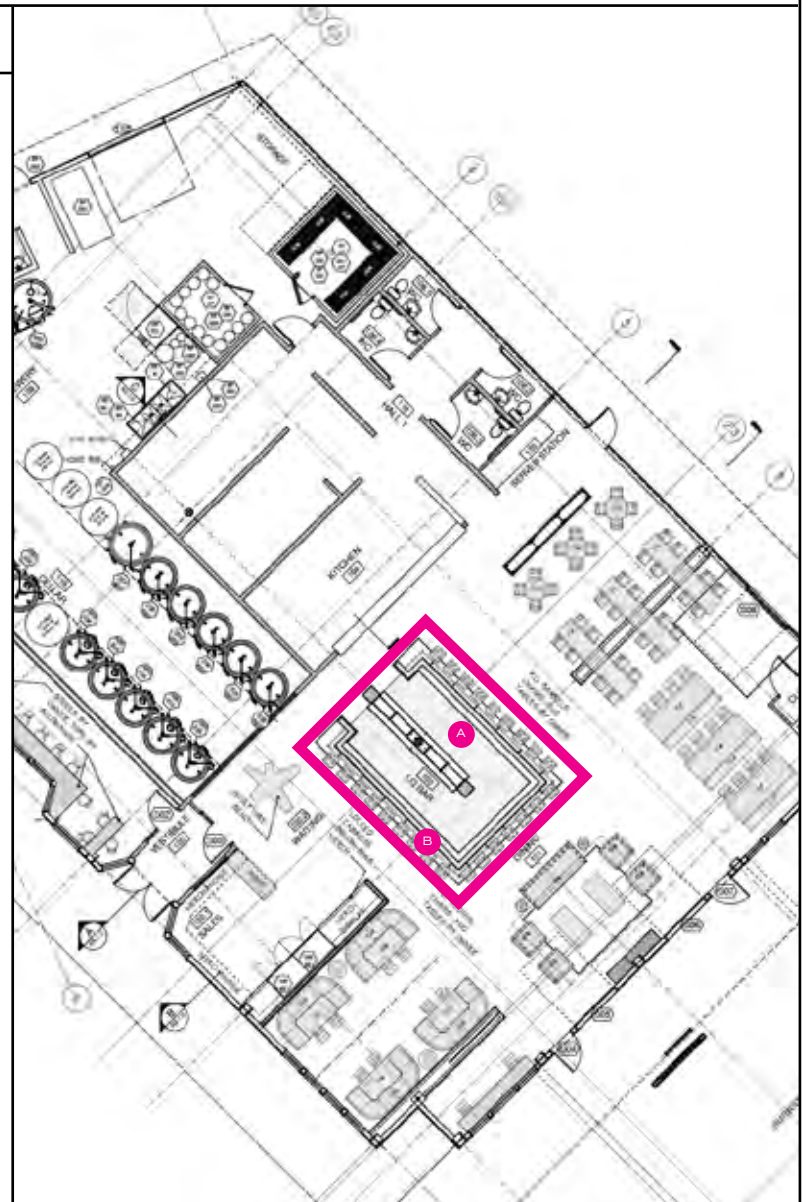


HAND MADE MAPLE WOOD COUNTER TOP MADE WITH SUBTLE FLANNEL PATTERN. MADE WITH INLAID METAL STRIPS. FINISHED WITH EPOXY TOP COATING.



B

WAYFARE FEINBERG BAR STOOL
30 IN.
SKU: TRNT4922
\$171



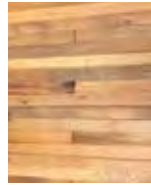
BOOTH SEATING AREA



ALREADY SPECIFIED CLOUD MESH SCREENS.

ALREADY SPECIFIED BLACK HANGING LIGHTS FOR THIS AREA.

A LETS WORK WITH LOCAL CUSTOM IRON SHOP, TO MAKE UNIQUE BOOTHS THAT DEFINE THIS AREA.



GREAT OPPORTUNITY TO CREATE WARM WOOD BACKGROUNDS BEHIND EACH BOOTH AREA.



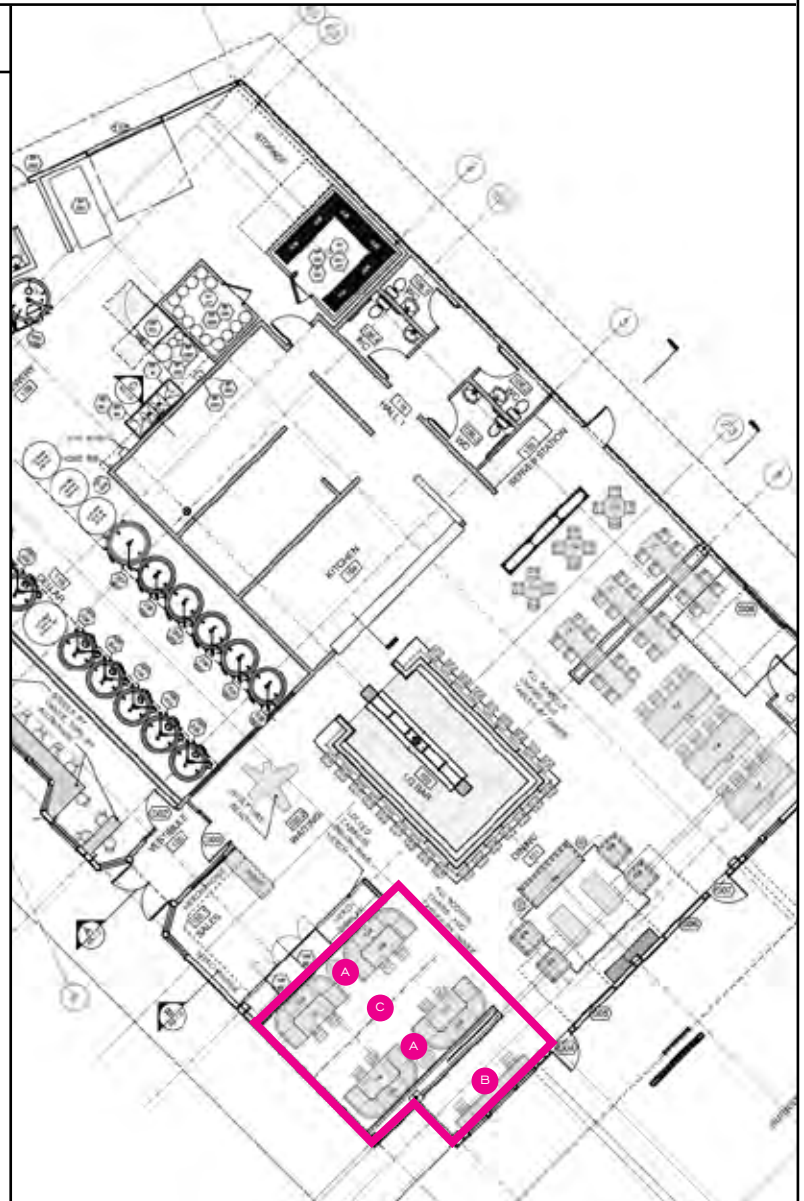
B

STOCK WAYFAIR COUNTER HEIGHT STOOLS. BLACK METAL AND WOOD SEATS. INDUSTRIAL WALL MOUNTED TABLE TOP.



C

CUSTOM PRINTED GRAPHIC VINYL FLOORING MAT BETWEEN BOTH BOOTH AREAS.



ENTRANCE MERCH AREA

C



CUSTOM MERCH WALL. TO DISPLAY SHIRTS, HATS, GLASSWEAR, POSTERS, STORYTELLING.

E



MOSKOWITZ OPEN SHELF INDUSTRIAL LADDER BOOKCASE SKU:W0020G1734

F

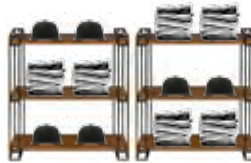
ROLU SHAPE ZIG CHAIR. FOCAL POINT CUSTOM CHAIRS. ROLU STUDIO MPLS.



WALL ENCLOSED 2-WIDE BEER COOLER

D

RAVEN WALL MURAL AND MERCH SHELVES



WAYFAIR. MCCLAIN WOOD AND METAL FLOATING WALL SHELF. SKU: GRCS5670

B

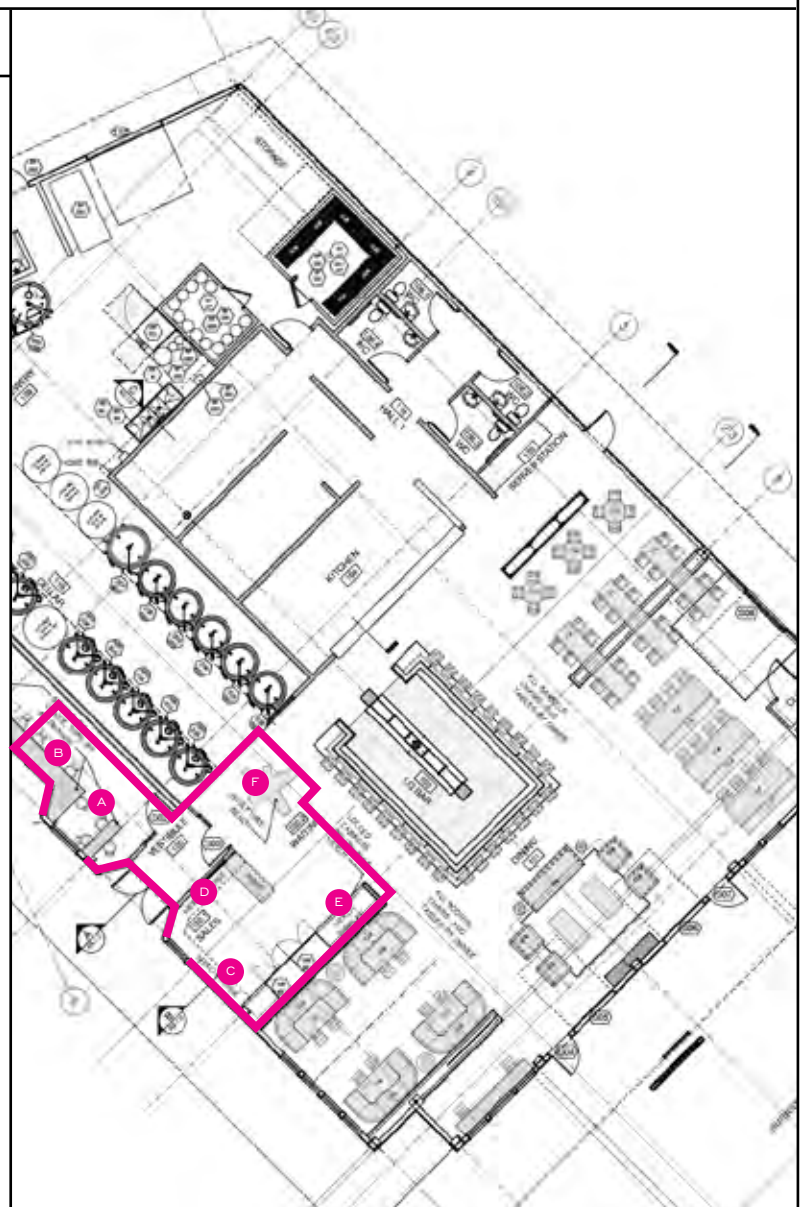


HAND MADE MAPLE WOOD COUNTER TOP MADE WITH SUBTLE FLANNEL PATTERN. MADE WITH INLAID METAL STRIPS.

A



STOCK WAYFAIR COUNTER HEIGHT STOOLS. BLACK METAL AND WOOD SEATS.



DOWNSHIFT SEATING AREA



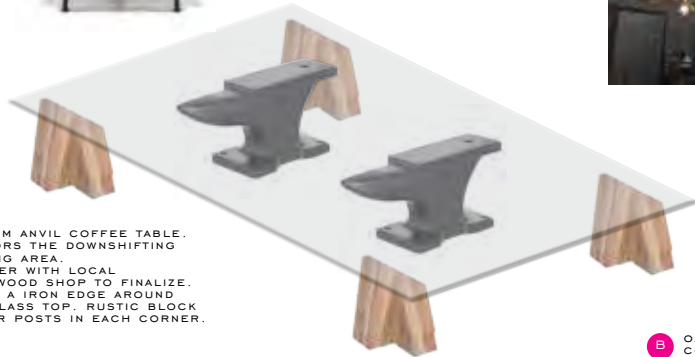
C

WAYFARE.
TURNAGE
ARMCHAIRS.
\$379
OPEN BOX
PRICE.

THE LIGHTING HOUSE.
VERMONT.
EIGHT LIGHT DROP
LIGHTING. 3 FEET WIDE.
\$662.



THIS LIGHTING APPROACH
FEELS MORE DYNAMIC.
CREATES MORE OF A
FOCAL POINT FOR THE
SEATING AREA.



A

CUSTOM ANVIL COFFEE TABLE.
ANCHORS THE DOWNSHIFTING
SEATING AREA.
PARTNER WITH LOCAL
IRON WOOD SHOP TO FINALIZE.
MAYBE A IRON EDGE AROUND
THE GLASS TOP. RUSTIC BLOCK
TIMBER POSTS IN EACH CORNER.



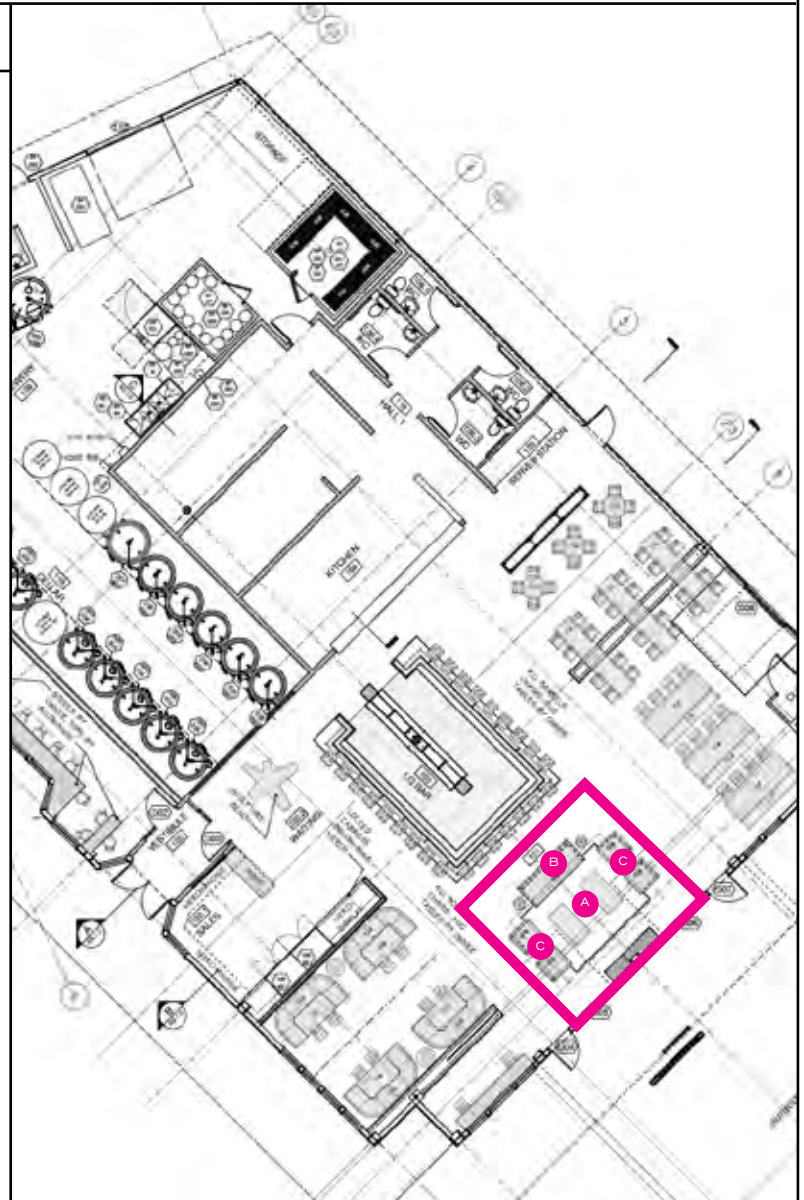
B

OAK BRÛLÉ SLED
COLLECTION
COUCH. COMES
IN BLACK LEATHER.
MY RECCO. LEATHER.
RESTORATION
HARDWARE.



BACK OF COUCH
DRAWS INTEREST FROM
THE BAR AREA.
HAS A NICE TRUE CRAFT
AND FOCAL POINT VIBE.

WAYFAIR
TIMBER SIDE
TABLE.
BANDLA END
TABLE. \$76



BATHROOM AREA

1
2
02

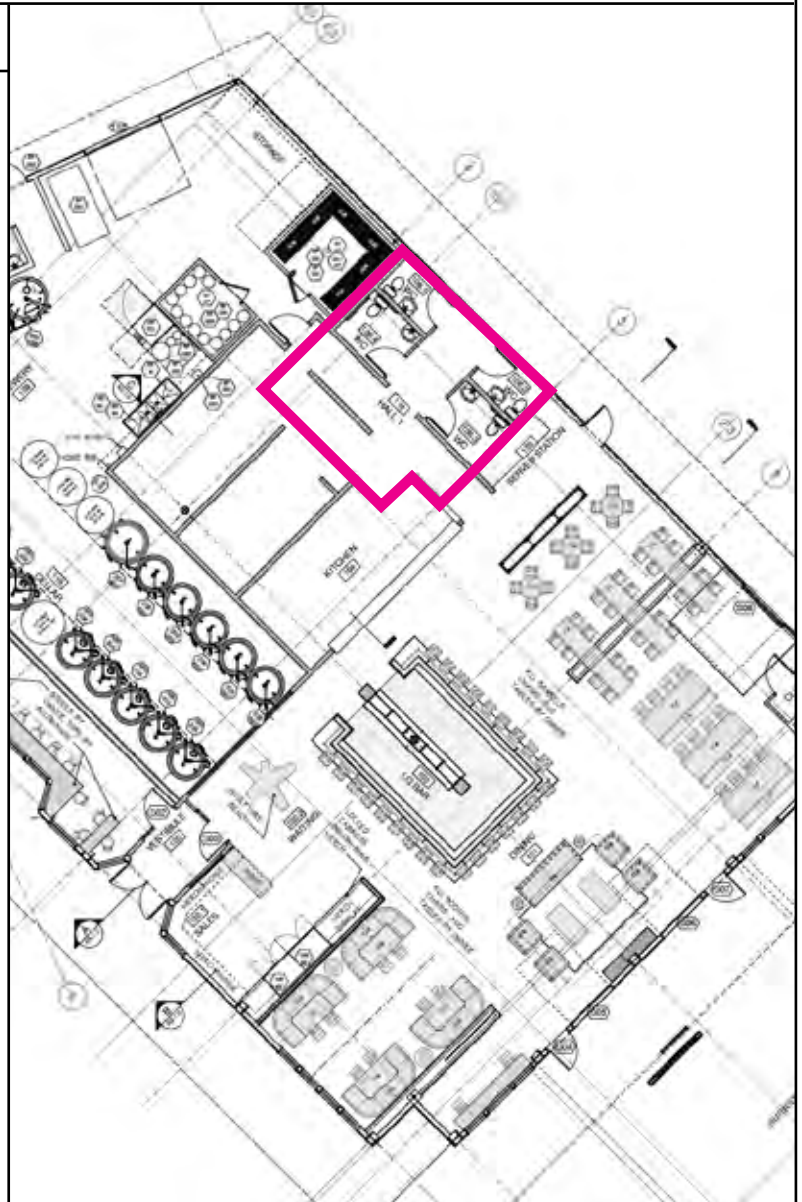


WALL GRAPHICS.

FLOOR GRAPHICS LEADING TO BATHROOM AREAS.



DO A UNIQUE INDUSTRIAL SINK AND LIGHTING TO MATCH



SINK SHOULD BE ORIGINAL AND UNEXPECTED.



SINK SHOULD BE ORIGINAL AND UNEXPECTED.



CURRENT LIGHTING SPEC.



CUSTOM MURAL ART INSIDE EACH BATHROOM.



BOTTLE LABEL WALL ART

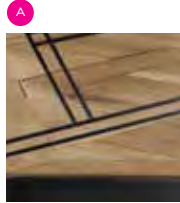
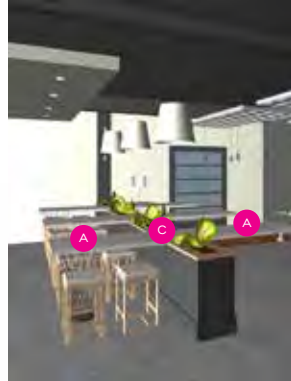
WOOD STORAGE SEATING AREA



D
SQUARE BLACK METAL TABLE LEGS FOR ENTIRE AREA.



C
WAYFAIR, GARY WIRE CAGE LAMP, 26 IN. NEED 3 TABLE LAMPS FOR THIS AREA. 149.00



A
HAND MADE MAPLE WOOD COUNTER TOP MADE WITH SUBTLE FLANNEL PATTERN, MADE WITH INLAID METAL STRIPS.



E

B



E
ON TOP OF THE WOOD STORAGE AREA, WE CAN STORE FRESH VEGETABLES. IN MODERN LARGE OVERSIZED JARS, CREATES COLORFUL FOCAL POINT TO THIS AREA.



B
STOCK WAYFAIR COUNTER HEIGHT STOOLS. BLACK METAL AND WOOD SEATS.

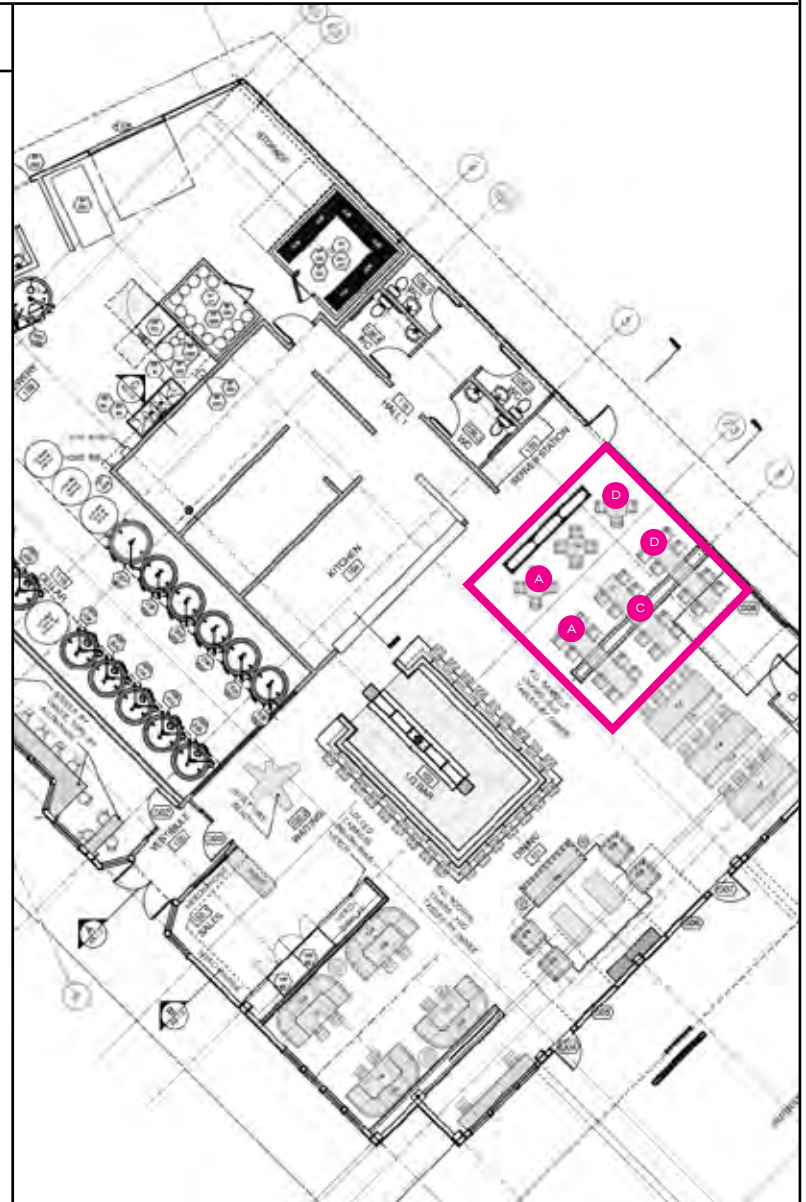


TABLE BENCH SEATING AREA

3 CUSTOM TABLE TOPS.
HAND MADE MAPLE WOOD
COUNTER TOP MADE
WITH SUBTLE FLANNEL
PATTERN. MADE WITH
INLAID METAL STRIPS.

WOULD RECOMMEND
3 OF THESE OVER EACH
TABLE IN THIS AREA.

C



A

WAYFARE.
STEPHEN WOOD
RUSTIC BENCH.
\$181.00

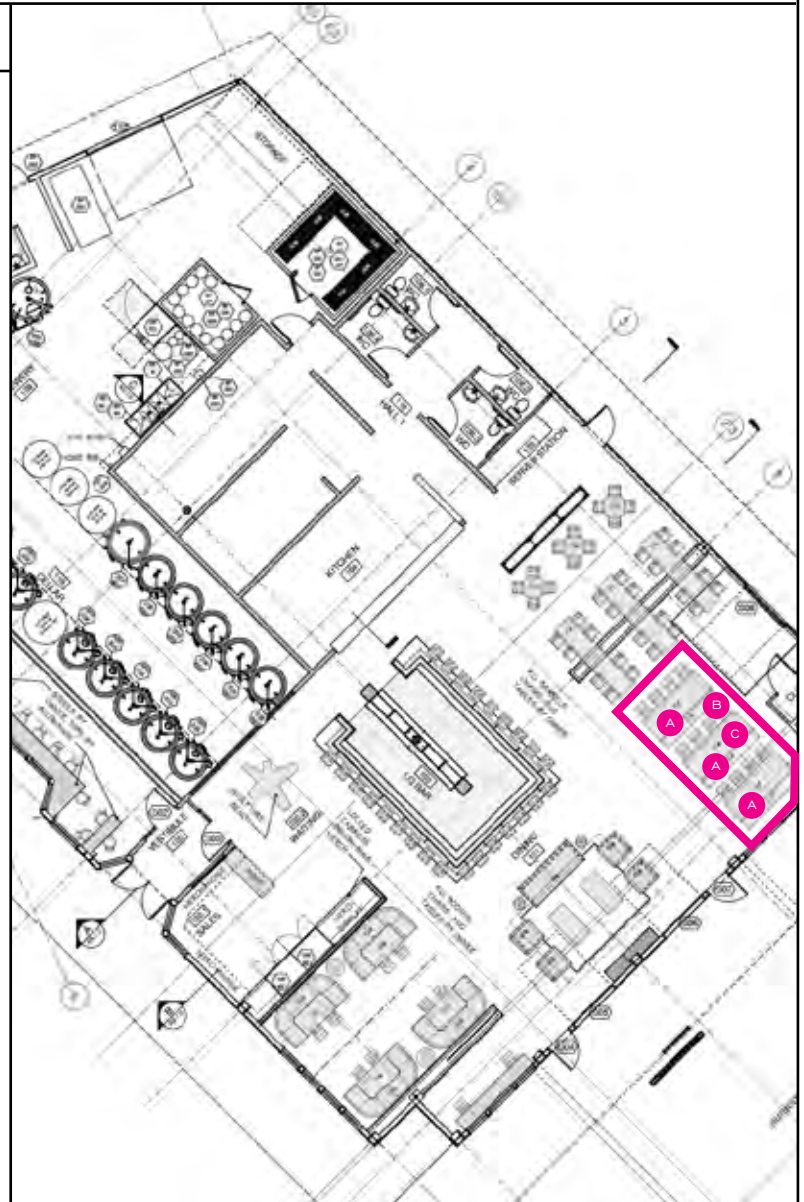


B



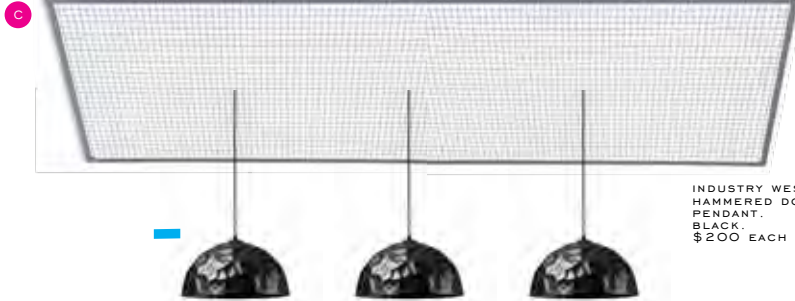
STOCK WAYFAIR
TABLE HEIGHT STOOLS.
BLACK METAL AND WOOD
SEATS.

HARTLEYS DIRECT
INDUSTRIAL A FRAME
TABLE LEGS.
\$69.00



DISTILLING TASTING ROOM

NEED A STRONG FOCAL POINT LIGHTING ELEMENT AND CLOUD TO DEFINE THE SPACE.



INDUSTRY WEST. HAMMERED DOME PENDANT. BLACK. \$200 EACH



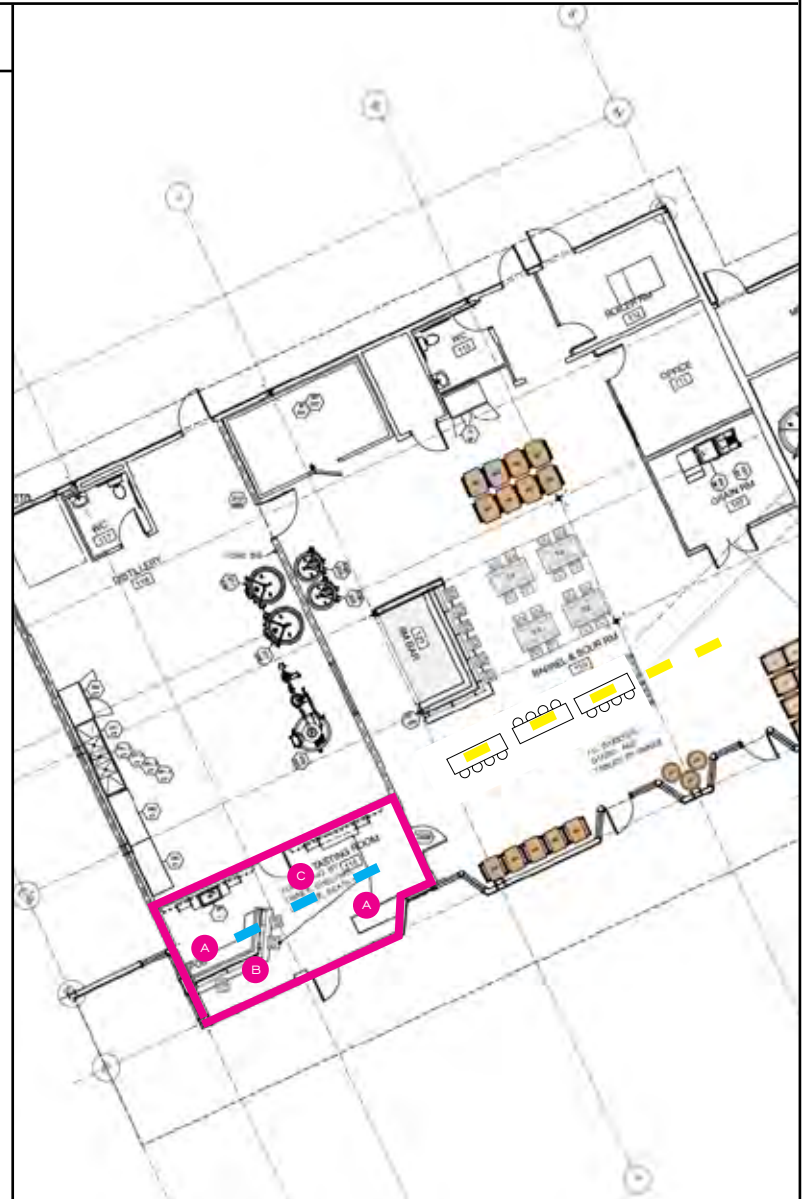
WAYFARE FEINBERG BAR STOOL 30 IN. SKU: TRNT4922 \$171



ALL HAND MADE MAPLE WOOD COUNTER TOPS MADE WITH SUBTLE FLANNEL PATTERN. MADE WITH INLAID METAL STRIPS.



SQUARE BLACK METAL TABLE LEGS FOR WRAPPED COUNTER TOP.



PHOTOGRAPHY ON SOCIAL MEDIA

THESE ARE RECOMMENDED FOR ALL SOCIAL MEDIA WITH THE EXCLUSION OF PHOTOS THAT SHOWCASE BEER OR SPIRITS (POSSIBLY FOOD AS WELL)... ONLY THOSE IMAGES SHOULD REMAIN UNFILTERED. ALL OTHER IMAGERY SHOULD USE ONE OF THESE 3 FILTERS.



NORMAL (UNFILTERED)



MOON



MOON (ADJUSTED)



ADEN



SIERRA

