# BrewDog abandons minimalist look to reclaim its rebellious roots with vibrant new packaging



BrewDog is making a bold return to its roots with a vibrant redesign of its packaging that departs sharply from its understated rebrand of 2020. The Scottish brewer, which first garnered attention in the UK craft beer scene since its inception in 2007, is reviving its edgy persona, reflecting a desire to reconnect with its rebellious spirit. The company’s recent turns can be interpreted as a juxtaposition to the corporate aesthetic that had defined its previous branding.

The 2020 rebranding involved a minimalist approach led by the London design studio Made Thought, which aimed to express a more sustainable and responsible business ethos. This new visual identity was characterised by cleaner graphics and a uniform style across its products, a move that was intended to reflect BrewDog's expanding touchpoints. However, this corporate consistency appears to have been viewed as somewhat lacking in character, prompting the company to explore a new direction. The recent branding shift is a statement that consistency can sometimes stifle creativity, particularly for a craft brewer that prides itself on being a disruptor in the industry.

The unveiling of new packaging designs signifies BrewDog's intention to allow individual beer identities to shine through, while still maintaining a cohesive colour palette. The classic BrewDog logo will remain, but each beer's name will now feature distinct typography and graphic elements, encapsulating the unique essence of that brew. For instance, Punk IPA has adopted a design reminiscent of punk rock album covers, deliberately evoking the attitude of the genre that birthed the brewery.

Lauren Carrol, BrewDog's chief operating officer, has embraced this return to form, stating, “This is the start of a new era for BrewDog. The new packaging will do something we have always sought to do right from the start – disrupt the category.” This sentiment underscores a commitment to innovation and rebellion, which are core tenets of the BrewDog philosophy.

The company is not only revamping its core range, including popular brews like Hazy Jane and Elvis Juice, but it is also introducing WINGMAN, a new Session IPA with packaging designed by Earthling Studio that diverges from the minimalist trend entirely. Featuring an eagle mascot that embodies the free-spirited nature of BrewDog, the design juxtaposes vibrant yellow and blue colours, presenting a visual narrative that celebrates the brand's legacy while embracing a playful aesthetic.

Additionally, BrewDog's strategy includes clear visual elements aimed at market differentiation. In earlier updates, the brewery redesigned its multipack range to make variety differentiation easier for shoppers, incorporating three-word descriptors focusing on taste alongside images that highlight the beer’s appearance when served. This consumer-focused approach aims to encourage beer lovers to explore new styles while assisting retailers in making relevant recommendations.

As BrewDog embarks on this renewed chapter of its branding journey, it reflects a nuanced understanding of the delicate balance between maintaining brand identity and allowing for the creative chaos that resonates with its core audience. Craft brewing, by its nature, thrives on such disruptions, capturing the essence of what it means to be a brand that refuses to be pigeonholed.

## Reference Map:

* Paragraph 1 – [[1]](https://www.creativebloq.com/design/branding/brewdog-gets-its-bite-back-with-a-vibrant-design-refresh), [[2]](https://www.creativebloq.com/design/branding/brewdog-gets-its-bite-back-with-a-vibrant-design-refresh)
* Paragraph 2 – [[3]](https://www.designweek.co.uk/issues/3-9-february-2020/brewdog-new-identity/), [[4]](https://thedieline.com/the-eagle-has-landed-brewdog-unveils-new-session-ipa-wingman/)
* Paragraph 3 – [[5]](https://www.craftbrewingbusiness.com/business-marketing/brewdogs-elvis-juice-ipa-debuts-vibrant-new-packaging-and-summer-promotions/), [[6]](https://www.talkingretail.com/products-news/alcohol/redesign-for-brewdog-28-03-2023/)
* Paragraph 4 – [[6]](https://www.talkingretail.com/products-news/alcohol/redesign-for-brewdog-28-03-2023/), [[7]](https://foodanddrink.scotsman.com/drink/brewdog-launch-redesign-on-packaging-and-beer-fans-are-divided/)
* Paragraph 5 – [[1]](https://www.creativebloq.com/design/branding/brewdog-gets-its-bite-back-with-a-vibrant-design-refresh), [[2]](https://www.creativebloq.com/design/branding/brewdog-gets-its-bite-back-with-a-vibrant-design-refresh)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.creativebloq.com/design/branding/brewdog-gets-its-bite-back-with-a-vibrant-design-refresh> - Please view link - unable to able to access data
2. <https://www.creativebloq.com/design/branding/brewdog-gets-its-bite-back-with-a-vibrant-design-refresh> - BrewDog, the Scottish brewer, is reintroducing its rebellious spirit with new packaging designs that seem almost a rejection of its 2020 rebrand. The updated designs aim to give each beer a clearer individual identity while maintaining the previous colour palette. The BrewDog logo remains the same, but each product name has its own font design and graphic elements. Punk IPA, for instance, now resembles the aesthetic of a Sex Pistols album cover. Lauren Carrol, the company’s chief operating officer, states, 'This is the start of a new era for BrewDog. The new packaging will do something we have always sought to do right from the start – disrupt the category.'
3. <https://www.designweek.co.uk/issues/3-9-february-2020/brewdog-new-identity/> - In February 2020, BrewDog unveiled a new visual identity led by London-based design studio Made Thought and BrewDog’s in-house team. The rebrand featured a more pared-back look, with cleaner graphics and tonal colour variations on each drink. The updated design aimed to support BrewDog’s expanding number of touchpoints flexibly, reflecting a more sustainable and responsible business approach. The rebrand coincided with the launch of BrewDog Tomorrow, a six-point charter outlining the brewer’s commitment to sustainability.
4. <https://thedieline.com/the-eagle-has-landed-brewdog-unveils-new-session-ipa-wingman/> - In October 2023, BrewDog unveiled a new Session IPA named WINGMAN, with packaging designed by Earthling Studio. The design features a mascot-led identity, moving away from the minimalist aesthetic of existing beers. The eagle mascot embodies the strength and free-thinking spirit of BrewDog. The packaging design balances bold visuals with elements of quirkiness and old-school authenticity, using a vibrant yellow palette contrasted with the blue of the eagle. The bespoke typography frames the character, drawing inspiration from cinematic aesthetics to enhance WINGMAN’s legendary status.
5. <https://www.craftbrewingbusiness.com/business-marketing/brewdogs-elvis-juice-ipa-debuts-vibrant-new-packaging-and-summer-promotions/> - In May 2025, BrewDog USA unveiled a new look for its classic beer variety, Elvis Juice Citrus IPA. The refreshed packaging features bold stripes with a deep orange hue, evoking the feel of fresh citrus peel. The flowing 'Elvis Juice' script nods to the tried-and-true taste of the IPA. The design aims to ensure Elvis Juice stands out with effortless style on retail shelves, behind the bar, or in consumers' fridges. The refresh marks a new era for the citrus-charged classic, aligning with BrewDog's commitment to delivering great beer to its fans.
6. <https://www.talkingretail.com/products-news/alcohol/redesign-for-brewdog-28-03-2023/> - In March 2023, BrewDog redesigned its entire multi-pack range to help differentiate between various beer styles and provide stand-out on shelves. The refresh integrated the can creative of each beer into the packaging, making them easier to differentiate in the chiller. The new packs also feature three-word descriptors focusing on taste, along with a visual of the beer in a glass, highlighting the colour of the liquid. These changes aim to encourage shoppers to trial new styles and assist retailers in making recommendations to their customers.
7. <https://foodanddrink.scotsman.com/drink/brewdog-launch-redesign-on-packaging-and-beer-fans-are-divided/> - In February 2020, BrewDog unveiled a redesign for its beer cans, bottles, and packaging, along with an action plan to ensure more eco-friendly practices. The new look retained the eye-catching designs and colours associated with each beer but featured more refined fonts and images. Fans expressed divided opinions on social media, with some praising the new design and others feeling it lacked originality. The redesign coincided with BrewDog's commitment to sustainability, including initiatives like upcycling old cans and distilling imperfect beer into vodka to reduce waste.