

Cornerstone 2

Name: Brew House Washington: Home Brew & Craft Convention

Medium: Print | Web | Mobile

Overview: Brew House Washington is a home brew and craft celebration based in Washington D.C. The event is hosted by a collection of local beer crafters and home brewers that come together to bring their best and most creative craft beers to lovers of the craft and lovers of beer in general. The event brand core values are friendliness, engagement, and simplicity.

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Persona



Name: Matt Onyx

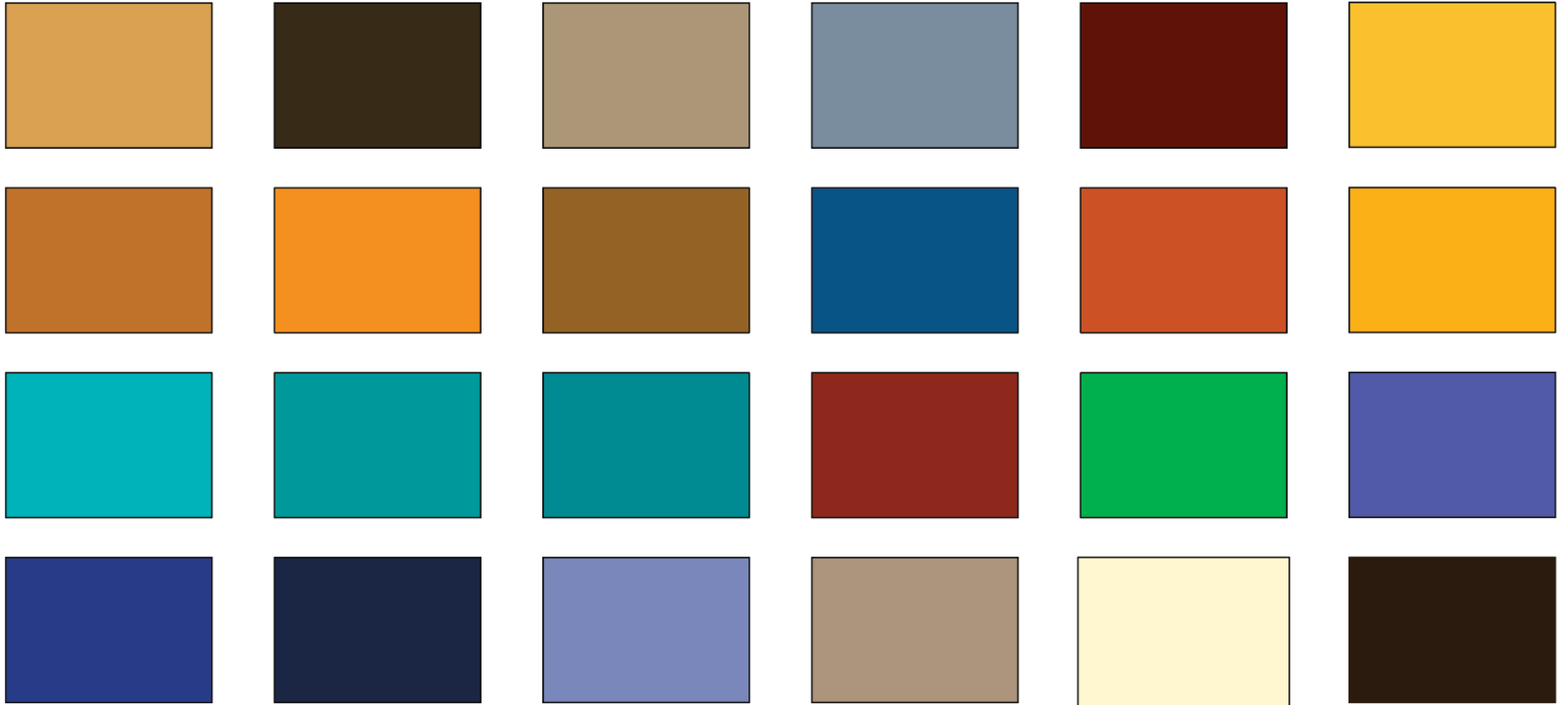
Age: 34

Occupation: Amazon Warehouse Manager

About: Matt is a warehouse manager who loves his job; he is a hard worker who also enjoys drinking with his friends on the weekends. Matt has spent some time and money on homebrewing his own brand of beer, but he has slowly begun losing interest, so this event would be the best way to reignite the flame of his passion. He can meet lovers of the craft like him, and also learn from some experienced crafters in this field.

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Color Palette



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Inspirational Images

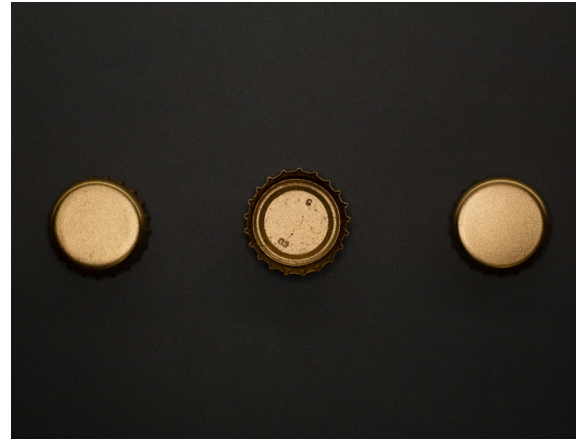


Typography

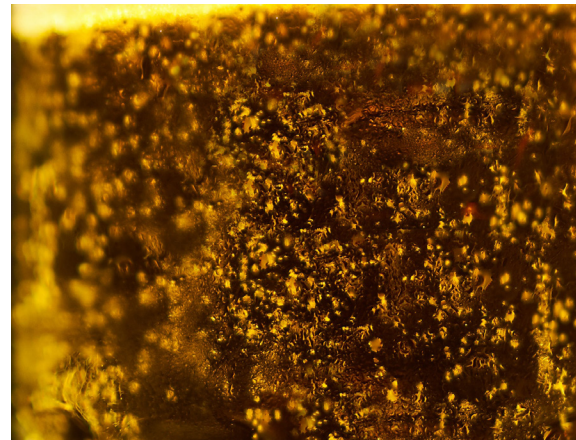


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Graphic Shape/Motif



Textures



Cornerstone 2

Logo Black



BREW HOUSE
HOME BREW & CRAFT CON



BREW HOUSE
HOME BREW & CRAFT CON

Cornerstone 2

Logo Color



BREW HOUSE
HOME BREW & CRAFT CON



BREW HOUSE
HOME BREW & CRAFT CON

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Billboard Ad

Walter E Washington Convention
Center | Washington D.C. | 20017

Oct. 22-Oct.24



BREW HOUSE
HOME BREW & CRAFT CON

Drinks, Prizes, Food, & More!

brewhousewashington.com

Cornerstone 2

Billboard Ad



Cornerstone 2

Large Ad



Home Brew & Craft Convention



Craft Competitions
Rewards & Prizes
Speakers & Games

We invite you and your friends to come be apart of this event that celebrates craft drinks, home brewing and mixology. Signature beer crafts from from local brewers and master mixologists; come learn and become a part of the craft world, and even meet our sponsors like DC Brau and Denizen.

Learn more at:
brewhousewashington.com

Walter E Washington Convention Center in Washington D.C. October 22-October 24 From 11am to 10pm



Home Brew & Craft Convention



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Street Poster Ad



BREW HOUSE
HOME BREW & CRAFT CON

**Home Brew
& Craft Con**

**Oct. 22-24
11am to 10pm**

Food	Music
Prizes	Games
Drinks	Speakers

brewhousewashington.com

Walter E Washington
Convention Center in
Washington D.C.



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Wayfinding Billboard

The Brewdown!

5pm to 9pm



Host: Tim Jager

Location: Main Area of Event Floor

Every participating crafter will present their best craft, but the audience will decide the winner, ready..set... brew!



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Wayfinding Billboard



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Wayfinding Large Ad



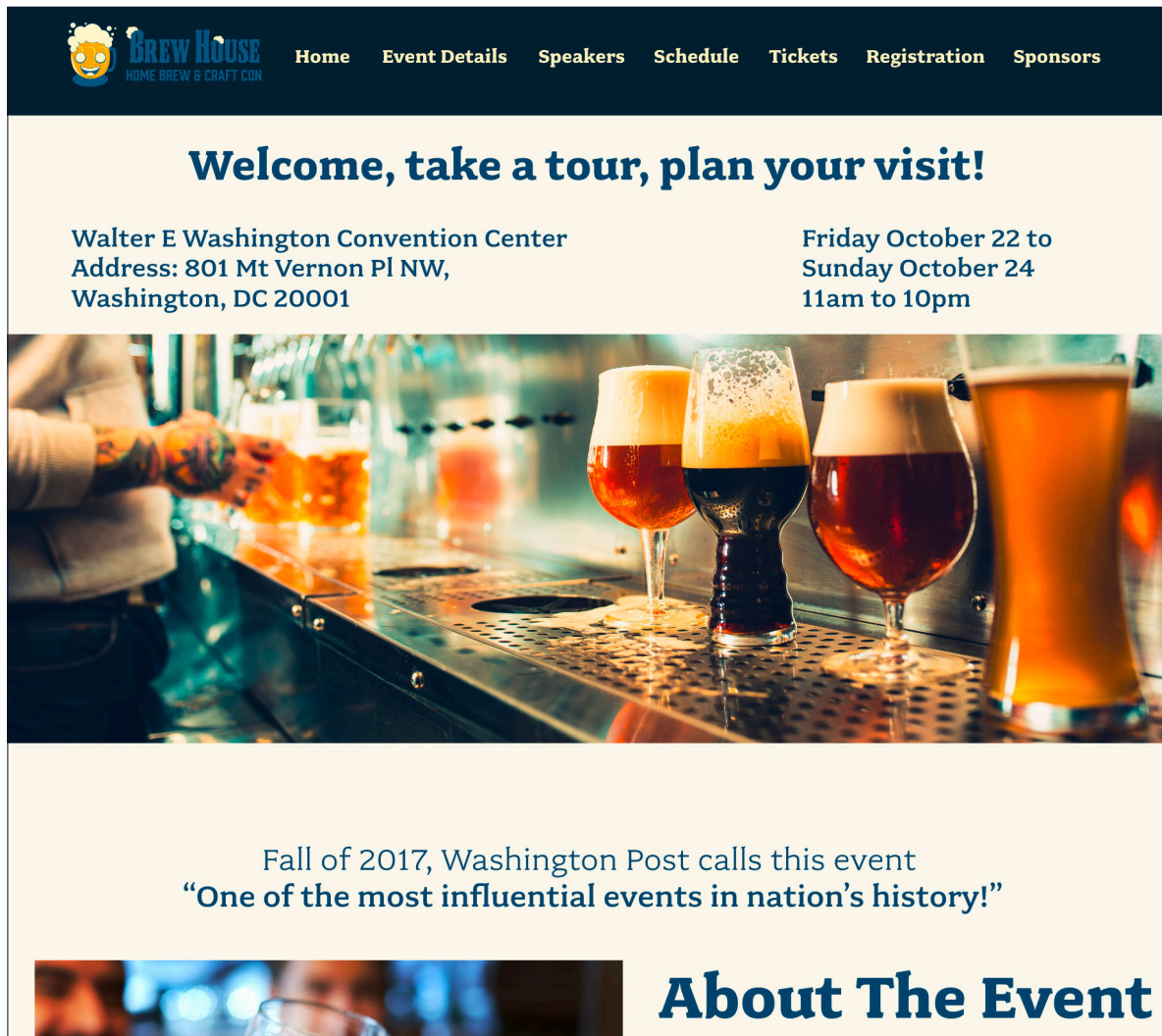
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Wayfinding Small Ad



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Web Landing Page




BREW HOUSE
HOME BREW & CRAFT CON

Home Event Details Speakers Schedule Tickets Registration Sponsors

Welcome, take a tour, plan your visit!

Walter E Washington Convention Center
Address: 801 Mt Vernon Pl NW,
Washington, DC 20001

Friday October 22 to
Sunday October 24
11am to 10pm




Fall of 2017, Washington Post calls this event
“One of the most influential events in nation’s history!”

About The Event

Event Speakers



Ben Miller
Local Bar Owner
Home Brewer 13+ Years Exp.
@ @ @




Jamal Penn
Junior Mixologist
Home Brewer 9+ Years Exp.
@ @ @



Janae Ariell
Local Bar Owner | Mixologist
Home Brewer 13+ Years Exp.
@ @ @




Tim Jager
Event Founder
Senior Mixologist
Senior Home Brewer
Home Brewer 20+ Years Exp.
@ @ @



Ty Adams
Senior Mixologist



Maurice Lo
Home Brewer from VA



Bryan W
Mixologist | Bar Owner

Brewhouse Bundle

Four Person Bundle that gives all four attendees three day access for the event, including special events and prize giveaways

Also includes logo keychain/t-shirt complementary with the purchase!

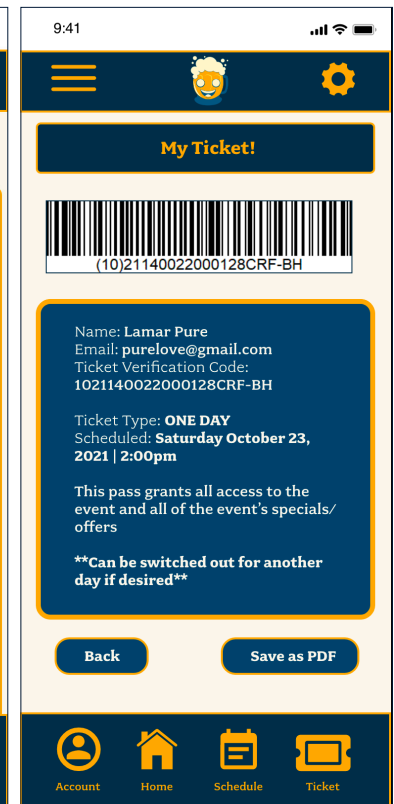
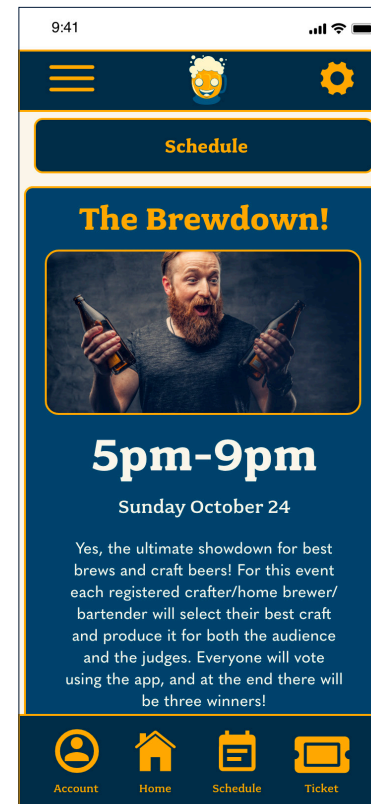
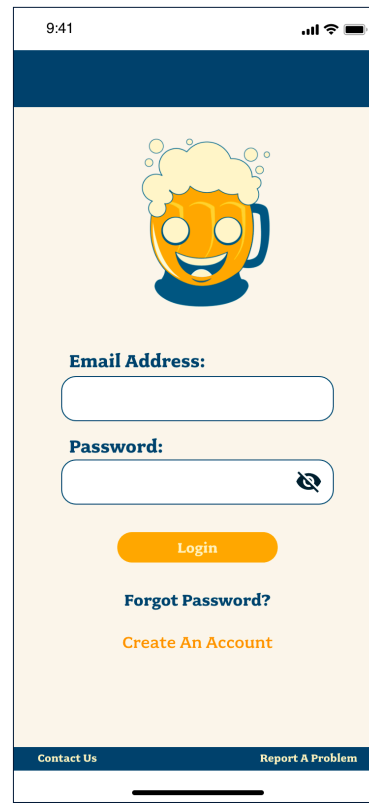
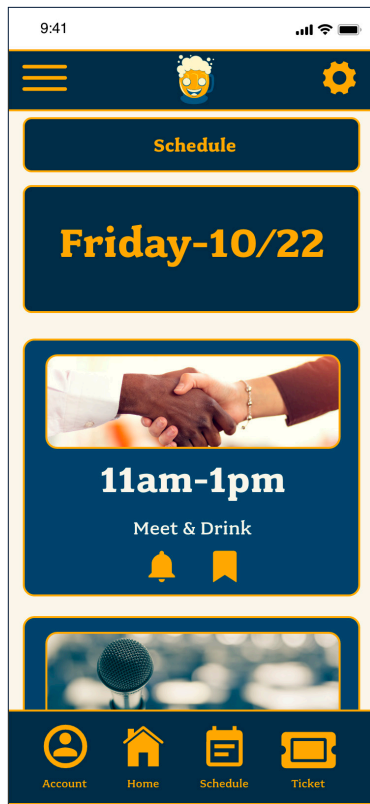
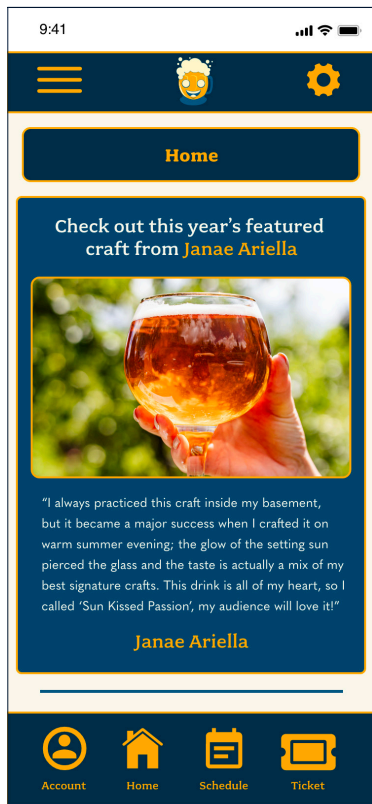
\$50

[Purchase Tickets](#)

One Day	Two Day	Three Day
\$15 All day event access; includes access to the special events, any day is acceptable (For one person only)	\$30 All day event access; includes access to the special events, any two days is acceptable (For one person only)	\$45 All day access; access to special events, weekend person
Purchase Tickets	Purchase Tickets	Purchase Tickets

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Mobile App



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Web Advertisement

Celebrate & learn about the world of craft beer!

Drink and interact with professionals; enjoy custom brews!



BREW HOUSE
HOME BREW & CRAFT CON

“Very friendly and engaging!”

The Washington Post



BREW HOUSE
HOME BREW & CRAFT CON

Food, Drinks, Prizes, and more!

Walter E Washington Convention Center | Washington D.C.



BREW HOUSE
HOME BREW & CRAFT CON

**Home Brew &
Craft Convention**

Friday Oct. 22 - Sunday Oct. 24

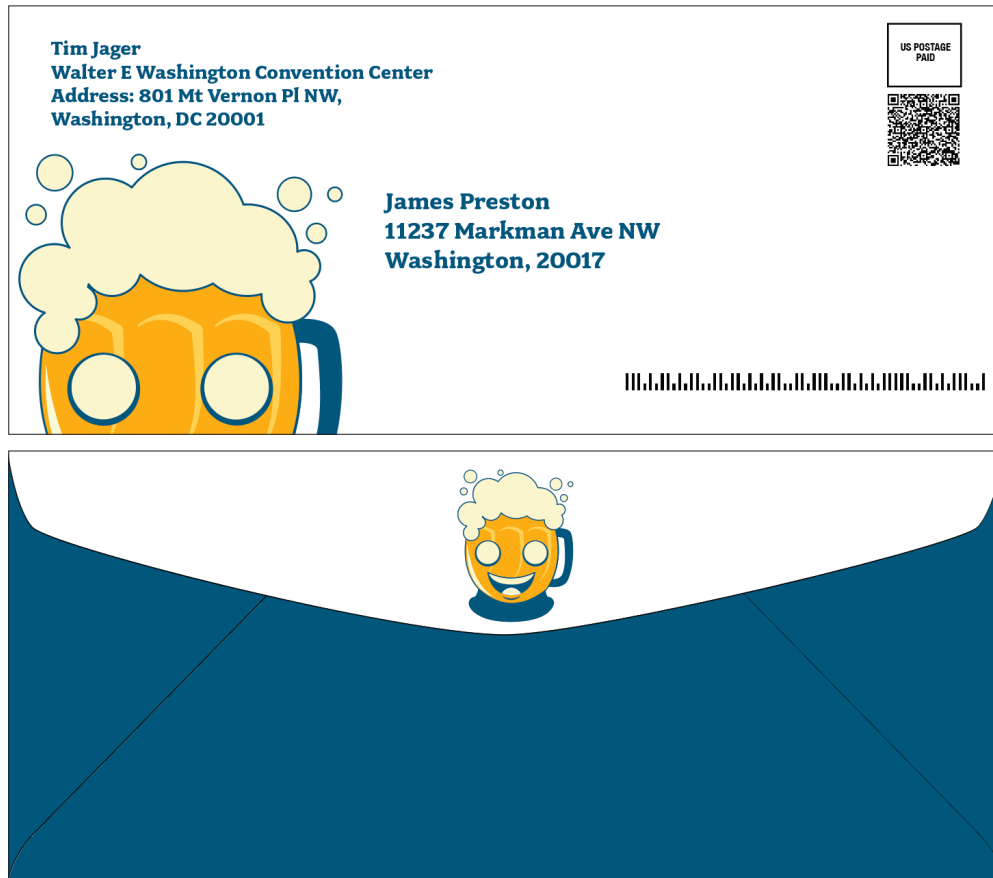
Purchase Tickets



BREW HOUSE
HOME BREW & CRAFT CON

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Envelope | Letterhead



Cornerstone 2

Business Card



Walter E Washington Convention Center
801 Mt Vernon Pl NW,
Washington, DC 20001

brewhousewashington.com

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App Logo



Cornerstone 2

Merchandise: T-Shirt | Beer Mug | Coffee Mug

