

Skål!

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CARL'S

A concept flirting with the escape of everyday life and celebrating social joy – creating new dizzy memories in good things that matters; friends, food and beer.

This concept is built around social gatherings where we see the opportunities for people to meet and the conversations it brings to the table....



About Carl's Beer & Eatery


Carl's Beer & Eatery is a temple for beer and food, it's build on the legacy where the old brewery worker lived and breathed from 1847 until the turn of the millennium. The place houses a fantastic energy that helps create new experiences and brings people together.

The bar is quite unique, it holds over 20 taps and still have room for old friendships as well as new.

Schkål!

*Schkåååål...

* Cheers in danish (after 9 beers)



“Baabe, hav I toold youou
I love uoy...”

Yvonne — after 7 beers

The visual concept

The visual concept revolves around meetings and cheers (Schkåål...) with the conversation in focus, which is reflected from the architecture to embrace the Carlsbergs Area. It is the meeting between tactile materials: hard and organic, fine and coarse, large and small that we also see in form of different formats to typography.

CARL'S ØL & SPISEHUS

CARL'S BEER & EATERY

Wordmark

The wordmark is as a secondary element in the visual identity, and describes what you can expect when visiting Carl's.

The past

Ivar Display
Ivar Regular
Ivar Bold

The presense

Maison Book
Maison Demi

The future

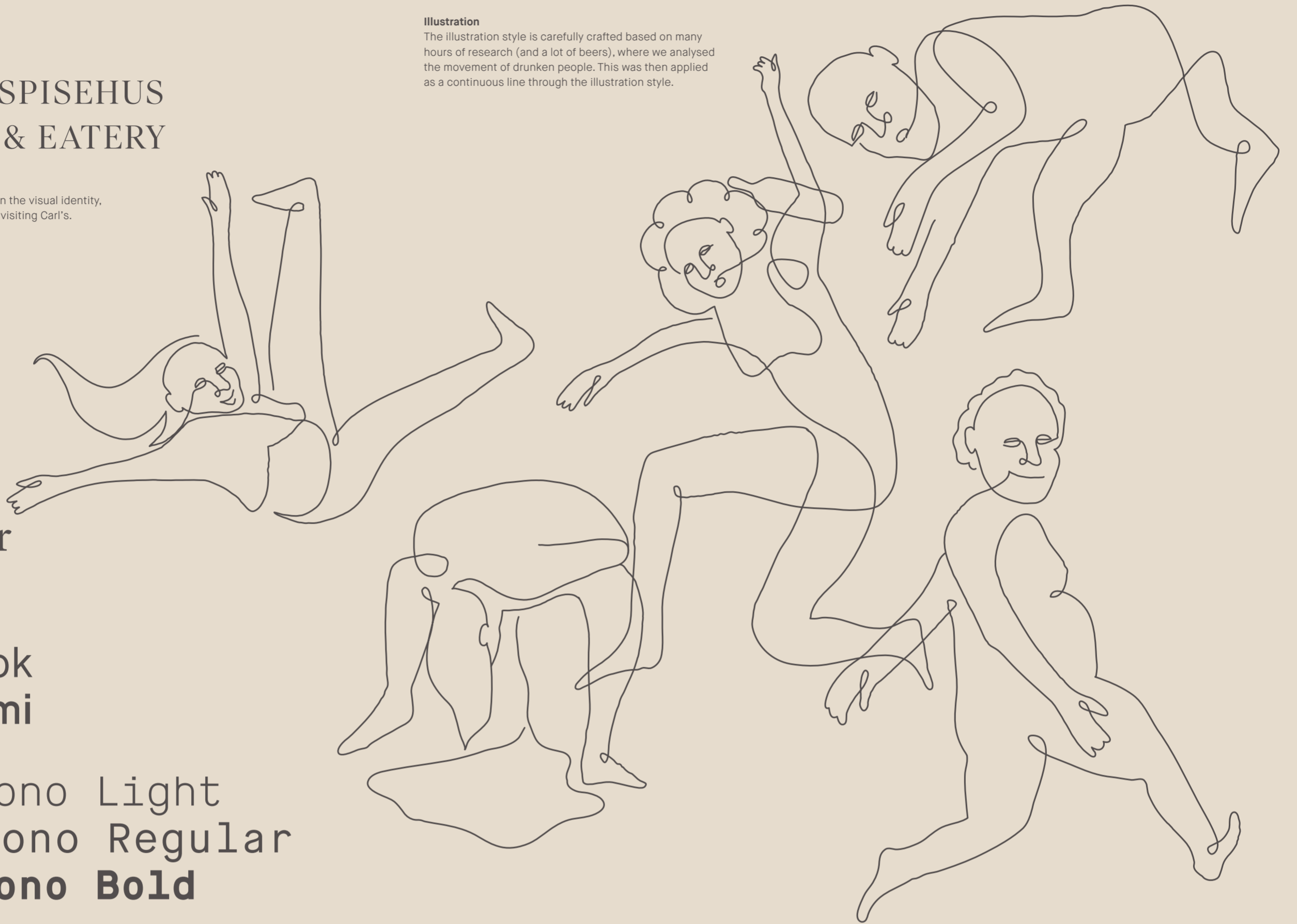
Maison Mono Light
Maison Mono Regular
Maison Mono Bold

Typography

The typeface is selected to represent; the past, the presense and the future. Each weight and expression plays a significant role in the overall identity.

Illustration

The illustration style is carefully crafted based on many hours of research (and a lot of beers), where we analysed the movement of drunken people. This was then applied as a continuous line through the illustration style.



CARL'S

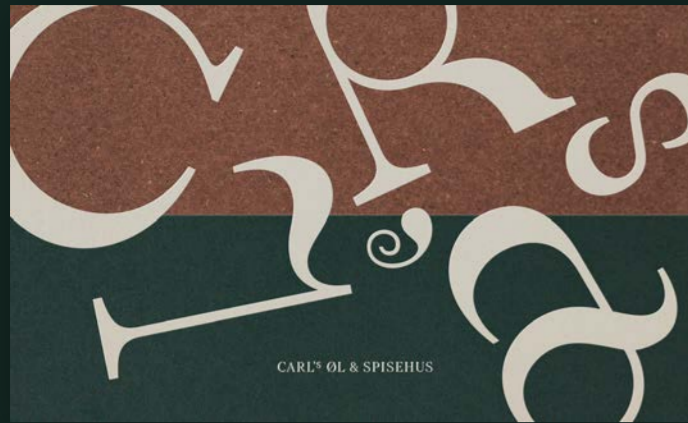
Logo

The name Carl's is a tribute to Carl Jacobsen. He founded Carlsberg on passion and the pursuit of excellence. His influence can be seen all around Carlsberg and Copenhagen. Carl's was a flamboyant person and had a love for beauty and art. He was known for his love of flowers and in his later years, he was often seen with a rose in his mouth. We have tried to capture that spirit in the Carl's logo, and found the inspiration to the expression in the the story of Carl's and the surroundings of the location.



Colours

Inspired by Copenhagen's heritage within Bodegas, we wanted to get closer to it's culture and embrace the "outdated" and mouldy colours in a classic bodega along with inspiration from associated things like beer, tobacco and glas bottles.



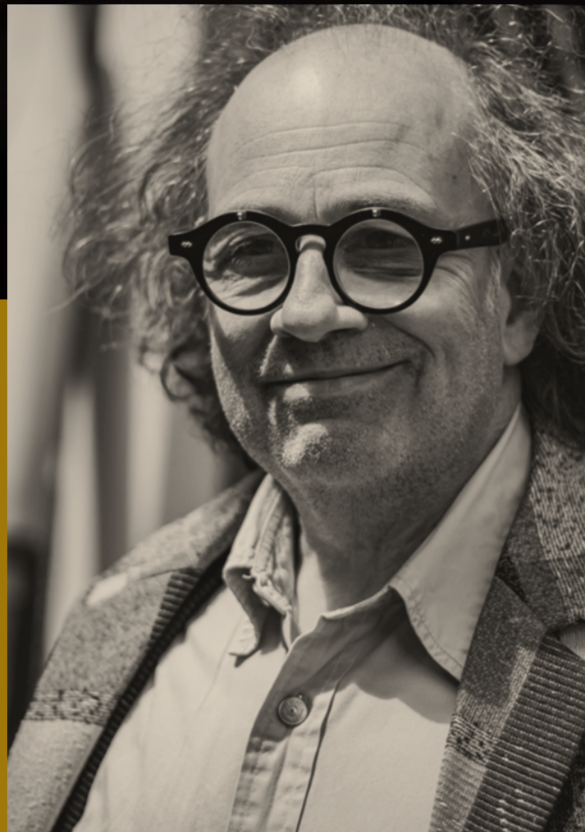
“A person who drinks nothing but water has something to hide from the world”

— Charles Baudelaire





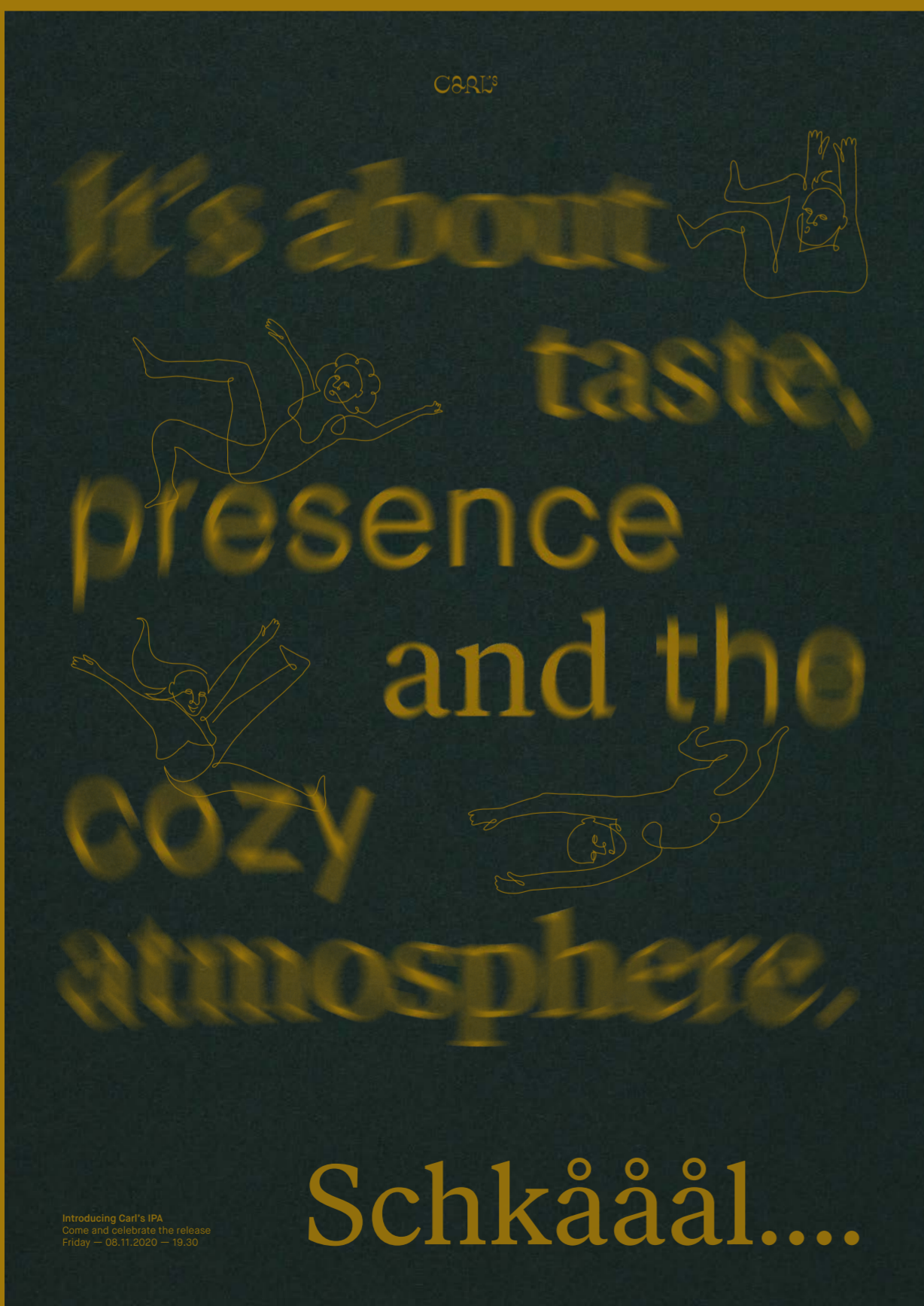
01



03



02



04



05

As a passion for crafted beer and the connection to the Carlsberg brewery, Carl's brews its own selection of crafted house beer.

Our solution visually embraces the lab touch as a tribute to Carl Jacobsen's innovative interest and desire to produce the best beer.

The expression chosen is technical with a white and typographical approach, combined with a sparkle of humor from the illustrations.

The illustrations are used to indicate the strength of the alcohol.

Aa

Bb

Cc

Maison Mono
Maison Mono
Maison Mono

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(-.);?!\$%#/'

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(-.);?!\$%#/'

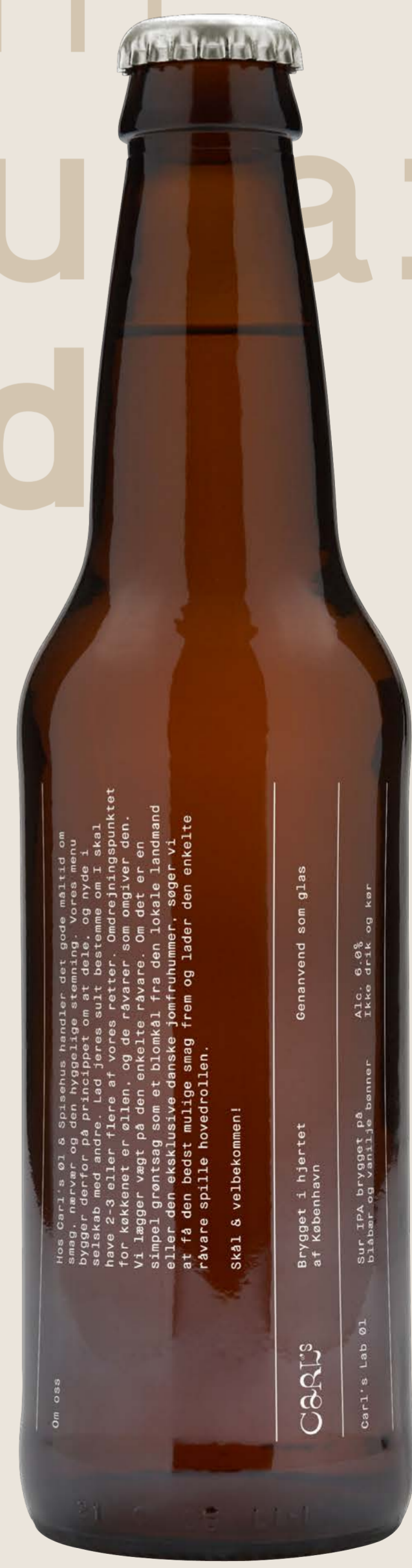
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(-.);?!\$%#/'

Maison
Mono

Light
regular

bold





Introducing Carl's IPA
Come and celebrate the release
Friday — 08.11.2020 — 19.30