

# Client Case Study

## Branding

### Equinox Brewing

Seeking a logo that could evolve with the seasons as their name indicated, Equinox Brewing came to Clay Pot Creative wanting a brand that could be instantly recognizable, but that could be altered for their various beers and products.

Over the various years we have worked with Equinox, the iconic, customizable logo has been used on:

- Apparel
- Merchandise and beer glasses
- Drink coasters
- Beer packaging
- Posters

Since then, Equinox has become one of the most visible breweries in the crowded Fort Collins brewery scene while Clay Pot Creative has become a leader in the brewery marketing field, working with several local brew pubs and hop farms on their branding and marketing efforts.



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