

# AZ Brew Hopping

Logo Proposal

**Goal:** create a logo that helps *AZ Brew Hopping* stand out as a luxury service providing a true local experience

sophisticated, arizona flavored, mute earthy colors

# The Process

AZ  
BREW  
HOPPING

AZ AZ

AZ BREW  
HOPPING



AZ BREW  
HOPPING

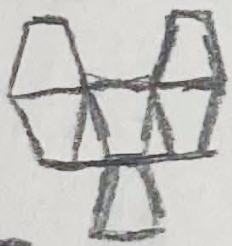


AZ BREW  
HOPPING

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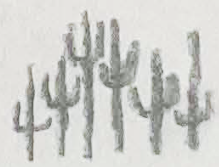


AZ BREW  
HOPPING



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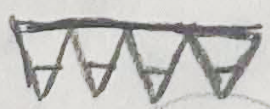
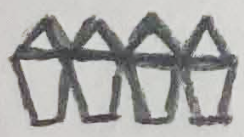
AZ

AZ BREW  
HOPPING

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HOPPING

**A** → **A**

AZ BREW  
HOPPING

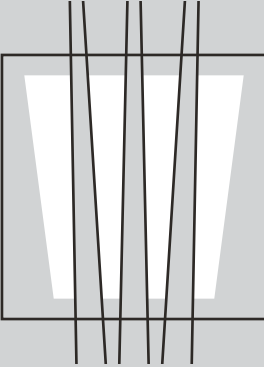
AZ BREW  
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**Icon Idea 1**

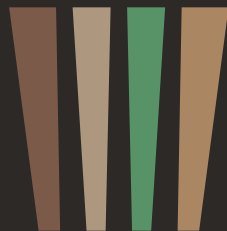
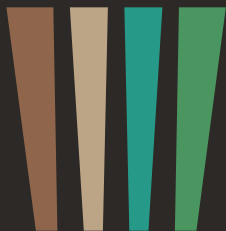


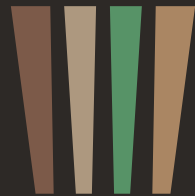












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# Icon Idea 2











AZ BREW  
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AZ BREW  
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HOPPING





AZ BREW  
HOPPING





AZ BREW  
HOPPING



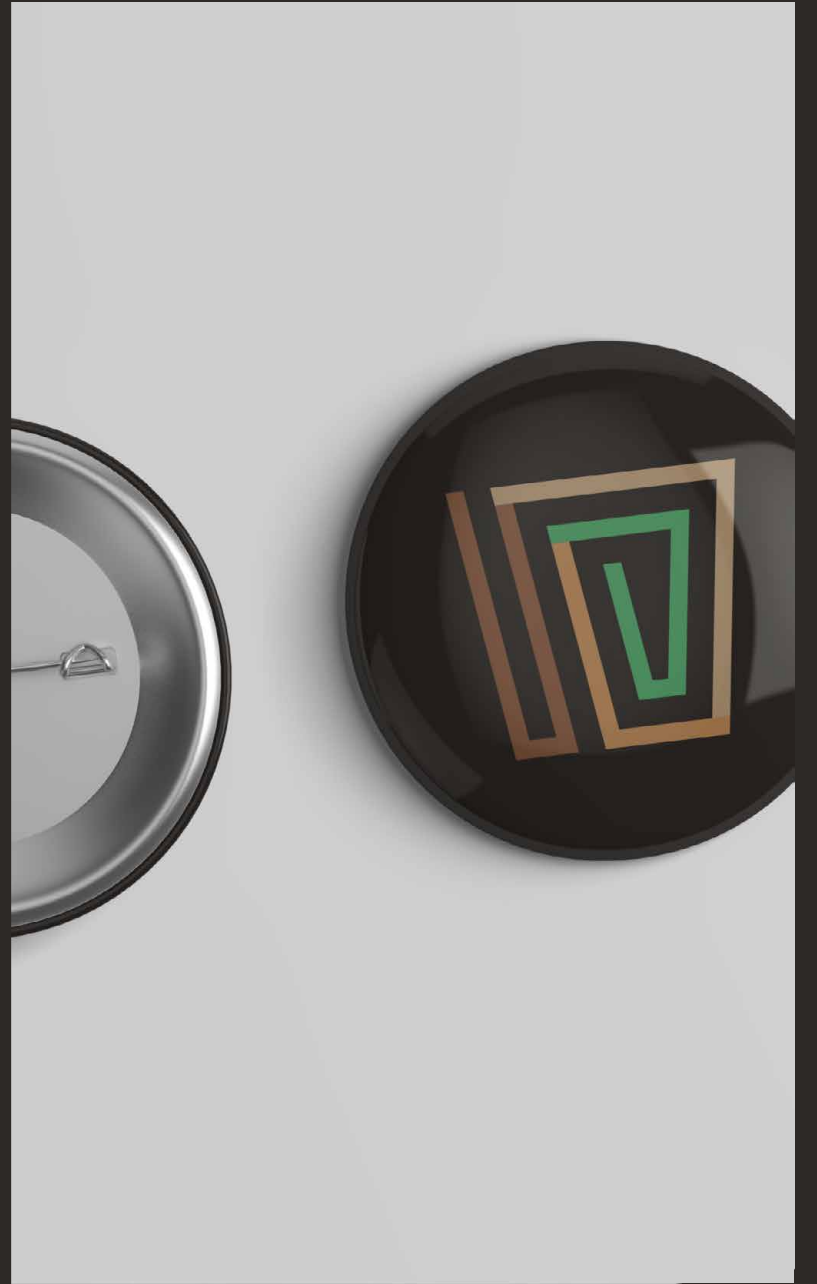
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