

Long Trail Brewing Co. takes you to the river – and pours you a nice cold lager. The Caretaker of Vermont Craft – Long Trail Brewing Co. – created a new year-round offering, Riverside Lager, that was inspired by the great outdoors and made with locally grown ingredients. After you “Take a Hike!” as their tagline recommends, this golden lager is the perfect beer to enjoy with good company.

The brand's roots are tied to the Vermont outdoors, the trails, and the local culture, all of which needed to be celebrated to bring the new brew to life. The Riverside packaging needed to feel complementary to their flagship and seasonal set while also bringing the brand to the next level. The team evolved the line's hierarchy to lead with the logo and let the story unfold beneath it. For Riverside Lager, the artwork began with a green color palette, which grounds the offering in Vermont and the outdoors.

To make the packaging feel classic and fresh, the team used a simple and clear story – a view of a valley with a river meandering through it. The scene on the can is inspired by the Ottauquechee River-side setting that craft beer fans can enjoy when visiting the Long Trail Brewery in Bridgewater Corners, Vermont.



Finally, the typography and color accents bring things home. To elevate the look and feel, we used a semitransparent ink in a classic script typeface for “lager”. This created a metallic gold element that is symbolic of premium ingredients and nods to the golden color of the beer inside. The lid of each can was also produced using a gold finish versus the standard aluminum to make it feel like the most premium can in your cooler.

The 15-pack outer wrap for Riverside continues the story, showcasing an illustration of the classic Vermont brewery location and its signage within the environment. And if you look closely, you'll see a fly fisherman standing by the river – the perfect spot to enjoy a Riverside Lager.

