

Client Case Study

Branding

Niwot Hops

Niwot Hops was working with a handful of Colorado's favorite breweries, including Avery, Funkwerks, and Equinox, before joining with Clay Pot Creative. Wanting to advance their farm's brand, Niwot Hops asked us to create a playful logo as a visual cornerstone. While hops were the farm's major crop, the new logo needed to hint at the herbs, vegetables, and honey that were also produced.

Our custom-illustrated hop cone became the focal part of the design, with a frisky bee playfully punctuating the "i" in Niwot. An earthy color palette was also chosen to reflect the "dirt first" attitude of the client.

Designed to be configurable for multiple uses, the new logo was slated for use on the farm's website, hats and shirts, business collateral and more, helping Niwot Hops continue the expansion of both their brewery and restaurant presence.



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