



Fifth Ward Brewery

Visual Identity | Package Design

Their passion lies in exploring the boundaries of tradition and style. Respect for tradition guides the process of designing new recipes, while our curiosity for learning new techniques and trying new ingredients drives them to step outside the bounds of what is considered typical in craft beer.

Utilizing a culinary background, they build recipes from the bottom up. The layering of flavors allows each ingredient to shine in its own respective way, while all combining to create a fantastic final product.

Fine-Tuning

When Quill began work with the brewery, they already had a logo and some brand equity to go along with it. It was decided that we should retain the overall look and feel of the logo and make some slight adjustments to clean its appearance to allow for variations. A seal was also created to be used strategically throughout the brewery and collateral.



Dynamic Layout

When we set out to create the packaging for Fifth Ward, we knew that it needed to be modern and dynamic. Using bold colors that grab your attention, huge descriptions to showcase the specifics of the beer, and detailed illustrations to keep you engaged, we aimed to create a packaging system that's a pleasure to interact with time and time again.



Its What's Inside that Counts

The most important thing when it comes to great beer is the ingredients. We took to the sketchpad and created a unique identity for each of the three core beers that Fifth Ward is placing into market. With the core concept revolving around "what's in the glass," each illustration has its own story that matches the one-of-a-kind illustration. The packaging pairs well with the beer and is bold with a no-nonsense approach.

Tap That

In order to follow suite with the brewery packaging, we created collars to mark the kegs as well. Each collar is complete with dates which are marked by the brewery for quality assurance and the glass illustration to communicate the preferred serving vessel.



" Quill was able to take our brand and really make it come alive. In a market as competitive as craft beer, we are confident that what Quill has created will timelessly stick out against the competition and lend a real sense of quality and credibility to our products."

Ian Wenger - Co-owner

Fifth Ward
BREWING COMPANY

842 PALE
DRY HOPPED AMERICAN PALE ALE

842 is a modern take on the classic American pale ale. We start with a very small bitter hop addition at the beginning of the boil. During the final whirlpool stage, however, we charge in a ton of northeastern "IC" hops to get as much bright, crisp citrus flavor as we can. We then dry hop the delicious end of it with more crisp-forward hops. A touch of caramel malt gives the grainy backbone just enough sweetness to balance the hops, hoopy character in this beer. We ferment this one home dry to keep it clean and easy-drinking while letting those big citrus aromas shine. Hop lovers rejoice!

ABV: 6.0% IBU: 35 SRM: 6

MALTS: Pilsen, 40%, 10L
HOPS: Magnum, Chinook, Centennial, Cascade
YEAST: WLP-001 California Ale

Fifth Ward Brewing Co.
1009 S Main St.
Oshkosh, WI 54902
www.fifthwardbrewing.com

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COMB & CROCUS
HONEY SAFFRON WHEAT ALE

Comb & Crocus is a floral wheat ale brewed with just under 50% white wheat malt, giving it the huge head-crackled character that this style of beer is known and loved for. We added just a touch of caramel 10L malt to balance the flavor. The bottle is dosed with 10 fl. oz. of floral-clover honey. Magnum hops are used in the boil to contribute a clean and light bitterness, while Floral Wheatmalt hops are added to the whirlpool. The beer is then conditioned on just the right amount of caffeine threads, giving it a delicious, complimentary floral note.

ABV: 5.8% IBU: 22 SRM: 4

MALTS: Pilsen, White Wheat, 10L
HOPS: Magnum, Wheatmalt
YEAST: WLP-001 California Ale
ADJUNCTS: Clover Honey, Saffron

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BURL BROWN
CINNAMON MOLASSES BROWN ALE

Burl Brown starts with a robust base of 40% toasty British Maris Otter malt. We then add a hefty dose of flaked oats to give a silky smooth mouthfeel to this brown ale. The addition of 40L caramel malt contributes to the toffee notes while the Candi Special II and chocolate malt give the beer its deep mahogany color. Molasses and whole cinnamon sticks are added during whirlpool, forging an extra layer of spice, toffee, and woody complexity.

ABV: 5.6% IBU: 29 SRM: 23

MALTS: Maris Otter, Flaked Oats, 40L Candi Special II
HOPS: Magnum, Wheatmalt
YEAST: WLP-001 California Ale
ADJUNCTS: Ceylon Cinnamon, Molasses

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