

**For this concept, I have collected type specimens from around NYC and worked them into usable fonts. We can use the fonts for 18th Ward to imbue our design with a character that is uniquely connected to NYC.**

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A B C D E F G  
H I J K L M N O  
P Q R S T U V  
W X Y Z / 1 2 3  
4 5 6 7 8 9 0





ABCDEF G  
HIJKLMNO  
PQRSTU V  
WXYZ  
123456789





**A B C D E F G**  
**H I J K L M N O**  
**P Q R S T U V**  
**W Y X Z**  
**1 2 3 4 5**  
**6 7 8 9 0**



**Following is the process  
of application I have  
worked through for 18th  
Ward deliverables.**

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# SAISON

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# NO. 2

6.4% abv ————— 20 IBUs

**18TH  
WARD** *est. 2019  
brooklyn, ny*

# IPA

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# NO. 3

6.4% abv ————— 20 IBUs

**18TH  
WARD** *est. 2019  
brooklyn, ny*

# STOUT

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# NO. 9

4.3% abv ————— 20 IBUs

**18TH  
WARD** *est. 2019  
brooklyn, ny*

**18TH  
WARD**  
BREWING CO.

Recommended typographic direction that will work well across all of the different beers and with the numbering naming system that we're considering.




**SAISON**

---

**NO. 2**

6.4% abv ————— 20 IBUs



BREWED AND CANNED AT IPSWICH ALE BREWERY  
2 BREWERY PLACE IPSWICH, MA 01938

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.

**18TH WARD** est. 2019 brooklyn, ny

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**IPA**

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**NO. 3**

6.4% abv ————— 20 IBUs



BREWED AND CANNED AT IPSWICH ALE BREWERY  
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**18TH WARD** est. 2019 brooklyn, ny

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**STOUT**

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**NO. 9**

4.3% abv ————— 20 IBUs



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Using this typographic mechanism and a very sparse background will allow us to be expressive with color and imagery as well, if we choose. We can invite guest artists to do work for our label while still maintaining consistency.