

CODO®

**CRAFT BEER,
REBRANDED**

WORK/ BOOK

THE DESIGN PHASE

SECTION 06 ACTIVITIES

In this section, you're going to sit back and let your design firm work their magic.

Overall, you will:

- ☐ Grab a beer
- ☐ Read a book
- ☐ Walk your dog
- ☐ Take your kid, your niece or nephew, or your dog fishing.
Or, go throw rocks at stuff. Get in trouble.

WORKING HARD, OR HARDLY WORKING?

You've been working hard. Take a break and complete this word search puzzle.

G	S	T	N	Z	B	E	E	R	N	W	S	T	B	Q
T	U	B	O	F	A	P	P	E	R	S	O	N	A	O
G	B	D	S	U	R	S	C	A	X	P	P	Q	R	M
X	R	M	T	A	C	R	C	O	W	N	N	E	S	S
F	E	M	R	W	H	H	E	R	D	N	N	B	T	E
V	W	O	A	I	I	L	P	B	A	O	I	Y	A	S
A	E	T	T	B	T	E	F	O	R	F	F	N	K	S
L	R	P	E	V	E	V	S	S	I	A	T	N	E	E
U	Y	M	G	X	C	D	I	Z	Z	N	N	W	H	N
E	P	I	Y	X	T	H	Z	S	H	R	T	D	O	C
S	E	S	B	H	U	D	M	V	I	S	S	S	L	E
C	U	S	Q	C	R	I	I	H	W	O	O	Z	D	L
Y	R	I	X	Y	E	E	W	F	Q	A	N	I	E	Q
D	N	O	F	R	E	G	L	A	Z	C	C	R	R	F
K	P	N	F	M	A	U	D	I	E	N	C	E	G	C

CRAFT BEER, REBRANDED

ARCHITECTURE

AUDIENCE

BEER

BREWERY

CODO

CRAFT

ESSENCE

MISSION

PERSONA

REBRAND

STAKEHOLDER

STRATEGY

TOUCH POINTS

VALUES

VISION

WHAT ~~WOULD~~ WILL YOUR BREWERY'S CORPORATE JET LOOK LIKE?

