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Design Firm	Branding Today
Client	Primus
Project	Identity Redesign

The identity for Primus, a leading brand of one of Belgium's top breweries, didn't represent the rich heritage behind the name. Consumers across Belgium, and even the Netherlands, were very familiar with the story of Jan Primus, the thirteenth-century Duke of Brabant, as he was not only a powerful landowner but also an infamous lover of life. However, his personality was not represented by the standard typefaces and illustrations used in the old system.

Branding Today set out to steer the brand's image back in time in order to strengthen the package design and make it look more authentic. This entailed a great deal of research into the life and times of the legendary duke. The exploratory phase drew upon imagery and historical details from the past in order to create designs the brand could "own."

Our goal was to refine the whole identity by designing each element separately and then bringing it all together into a harmonic brand.

The figure of Jan Primus, Duke of Brabant (1254–1298) is a perfect fit for a beer brand. "He was an epicurean, a music lover, a generous and happy personality who loved being amongst simple, hard-working people," says Tom Andries, creative director of Branding Today in Leuven. "He enjoyed good food and drinks. Before designing, we did some research on the era that he lived in—the clothing, the Brabant coat of arms, swords, and helmets." This thirteenth-century world would play the leading role in the ultimate solution.

"Our goal was to refine the whole identity by designing each element separately and then bringing it all together into a harmonic brand." The team felt it needed an original illustration. They researched Brabant's coin, its decoration and type design, as well as his signature, for a more "personal" touch. An image of the coin, front and back, was screened behind the signature on the final bottle label.



Branding Today's redesign of the Primus bottle label for Haacht harkens back to the brand name's rich thirteenth-century heritage.



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