

Pelican Brewing Company

Born at the Beach

Pelican Brewing Company traces its roots back to 1996 when a tiny beachfront brewpub in Pacific City produced just enough beer to serve its customers. Fast forward 19 years later, Pelican became the second-fastest growing craft brewery in Oregon. Still relying on original graphics, an immediate brand refresh was imperative.

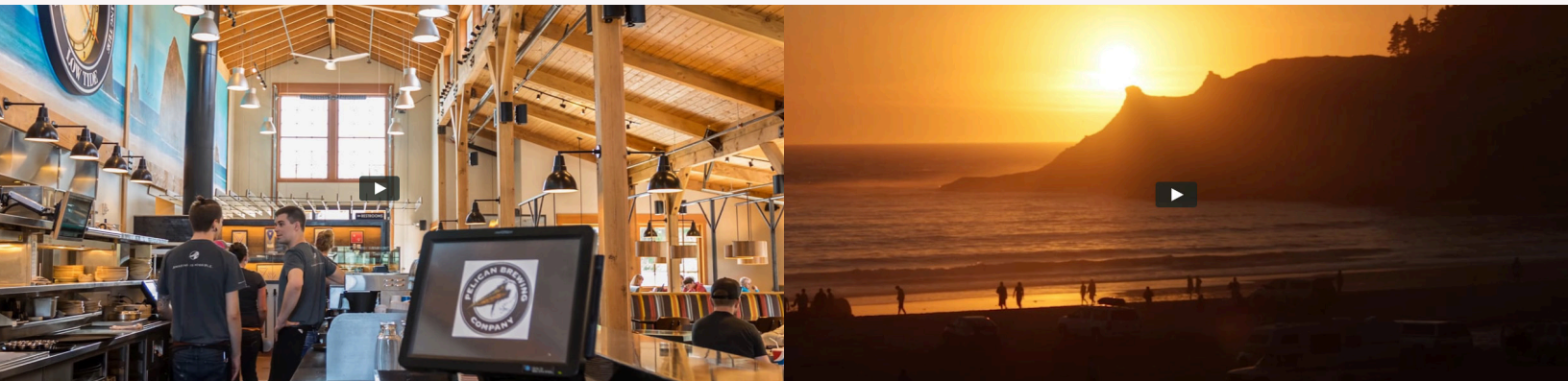


Raising the bar

Coates Kokes led the way in a complete brand overhaul, leaving virtually no asset untouched. Identity, packaging, website, advertising, apparel, promotions—every customer touch point now bears our new and vibrant branding.



[VISIT WEBSITE >](#)



75%

increase in growth in PDX metro in Q1 2017

25,000

barrels produced in 2016 (compared to 10,000 when we started working with them)

1 of 3

Oregon breweries still growing