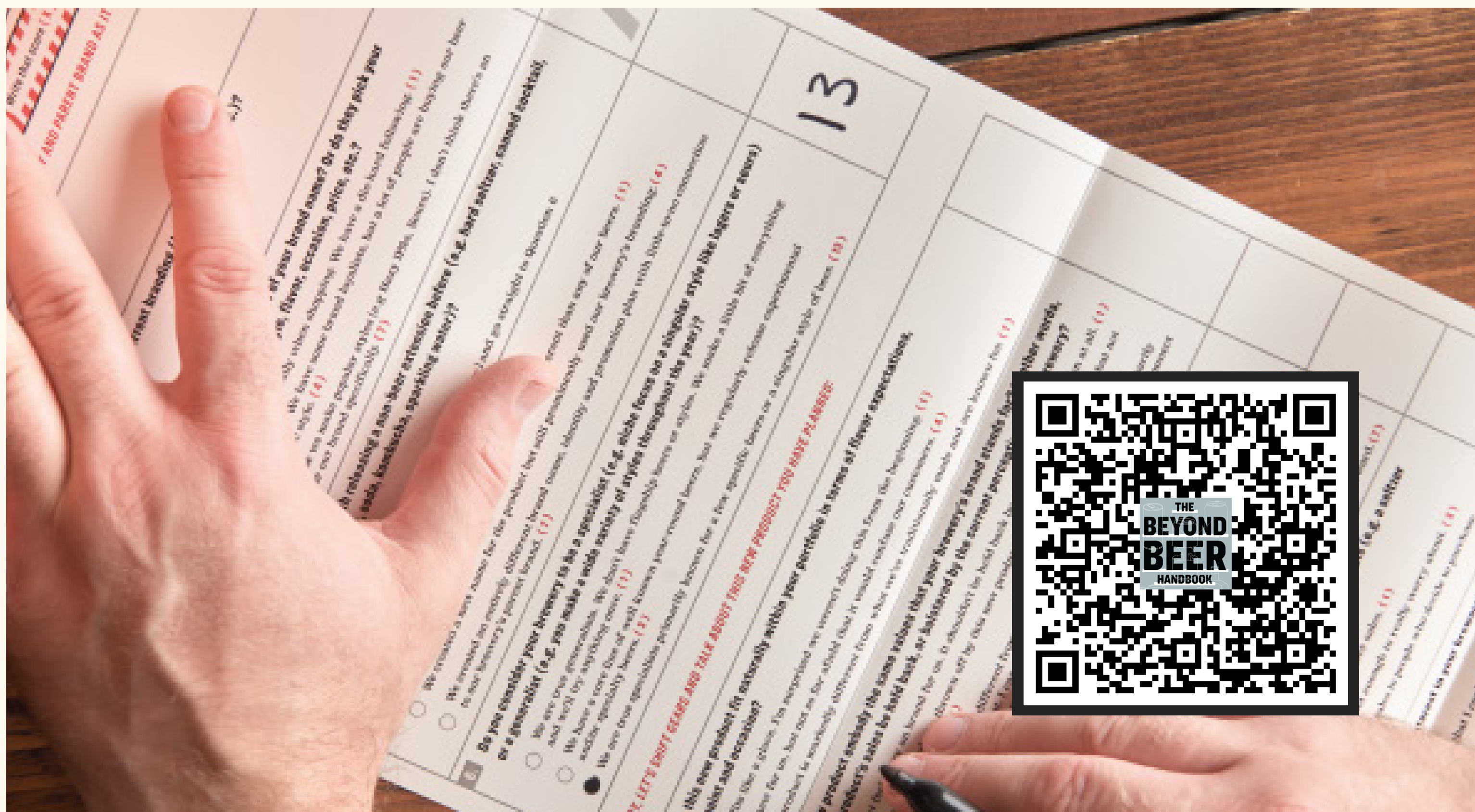
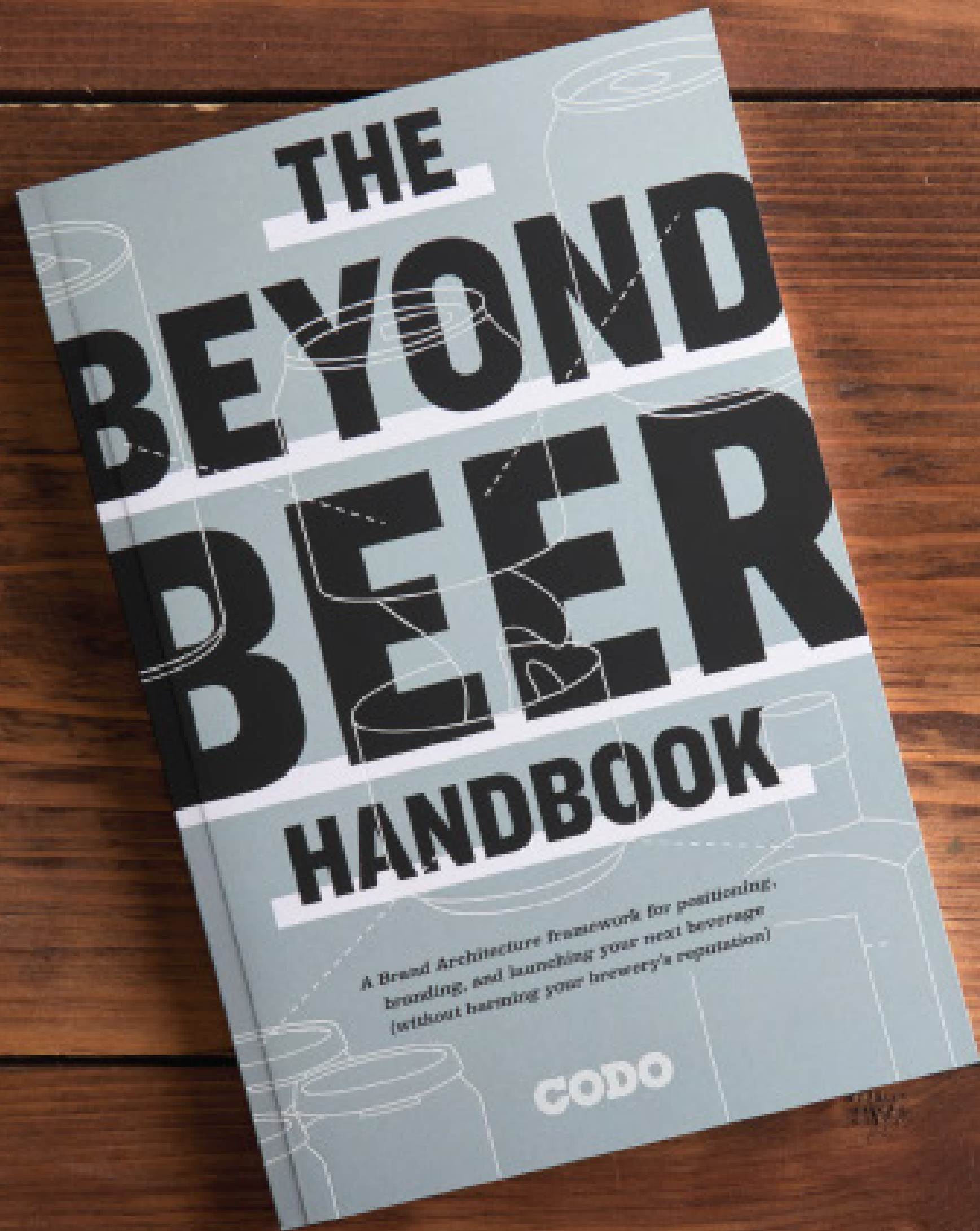


Brand Architecture Map Template

12/2024

CODO DESIGN.COM x BEER BRANDING TRENDS.COM

CODO



Learn everything your team needs to know about Brand Architecture at beyondbeerbook.com

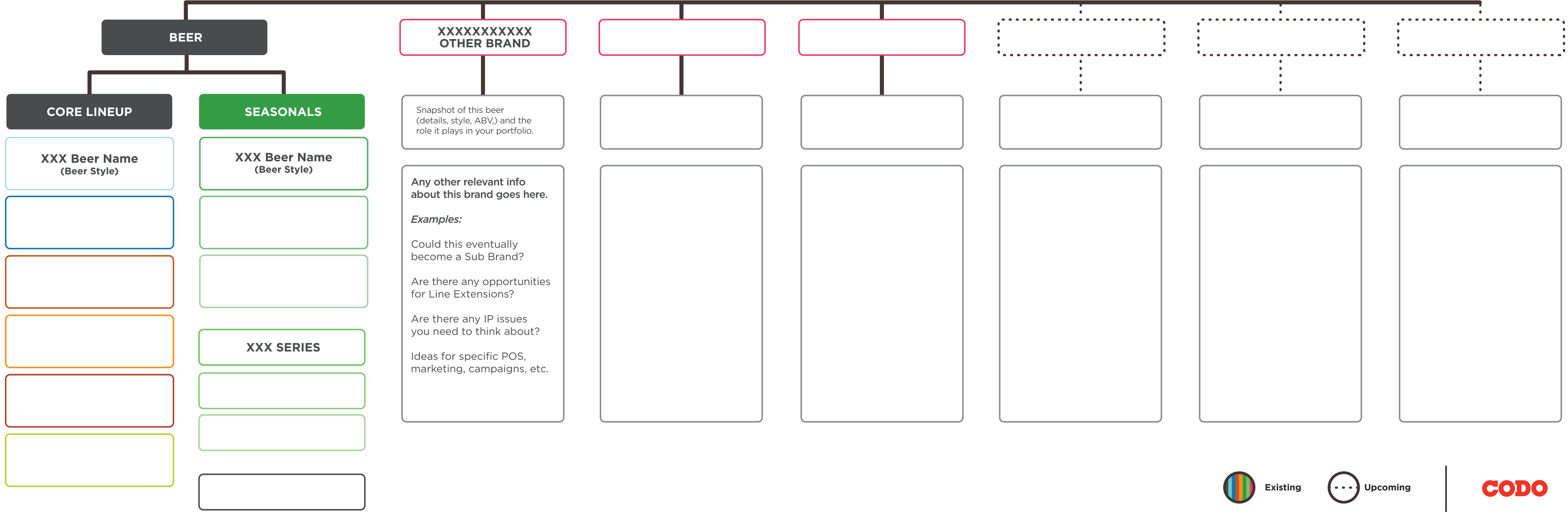


Your logo here

PARENT BRAND

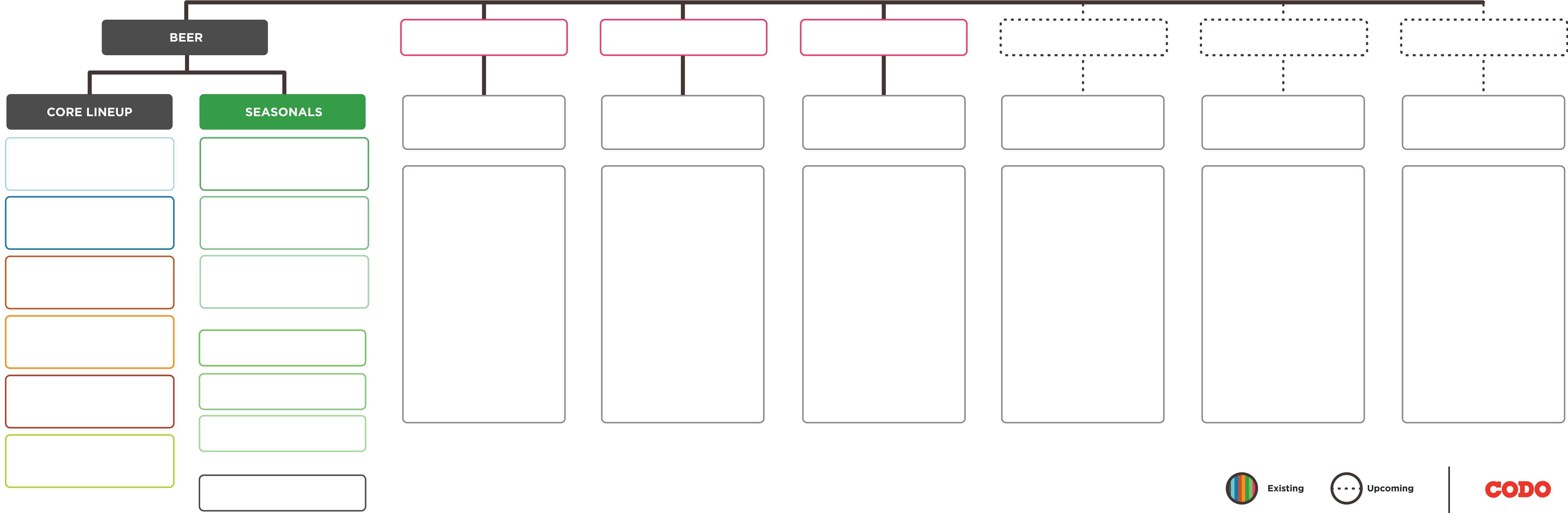
Brand Architecture Model

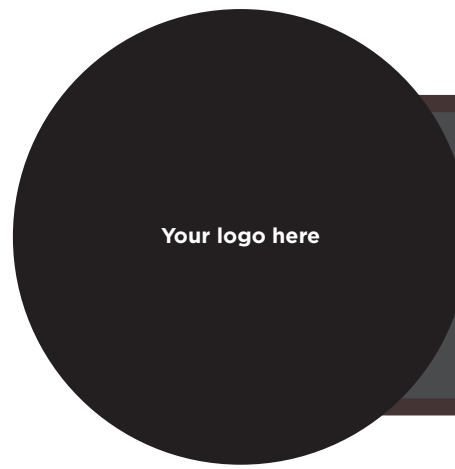
We're building a **Branded House** **House of Brands** **Hybrid Brand** **Brand Architecture** model. XXX More info about how your overall portfolio takes shape here.



PARENT BRAND

Brand Architecture Model





PARENT BRAND

Brand Architecture Model

We're building a **Branded House** **House of Brands** **Hybrid Brand** **Brand Architecture model.** [XXX More info about how your overall portfolio takes shape here.](#)

BEER NAME

Snapshot of this beer (details, style, ABV,) and the role it plays in your portfolio.

Any other relevant info about this brand goes here.

Examples:

Could this eventually become a Sub Brand?

Are there any opportunities for Line Extensions?

Are there any IP issues you need to think about?

Ideas for specific POS, marketing, campaigns, etc.

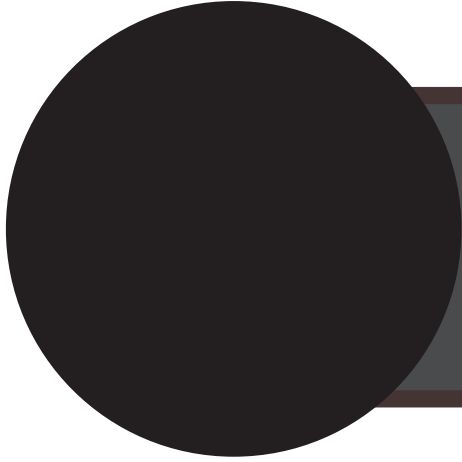


Existing



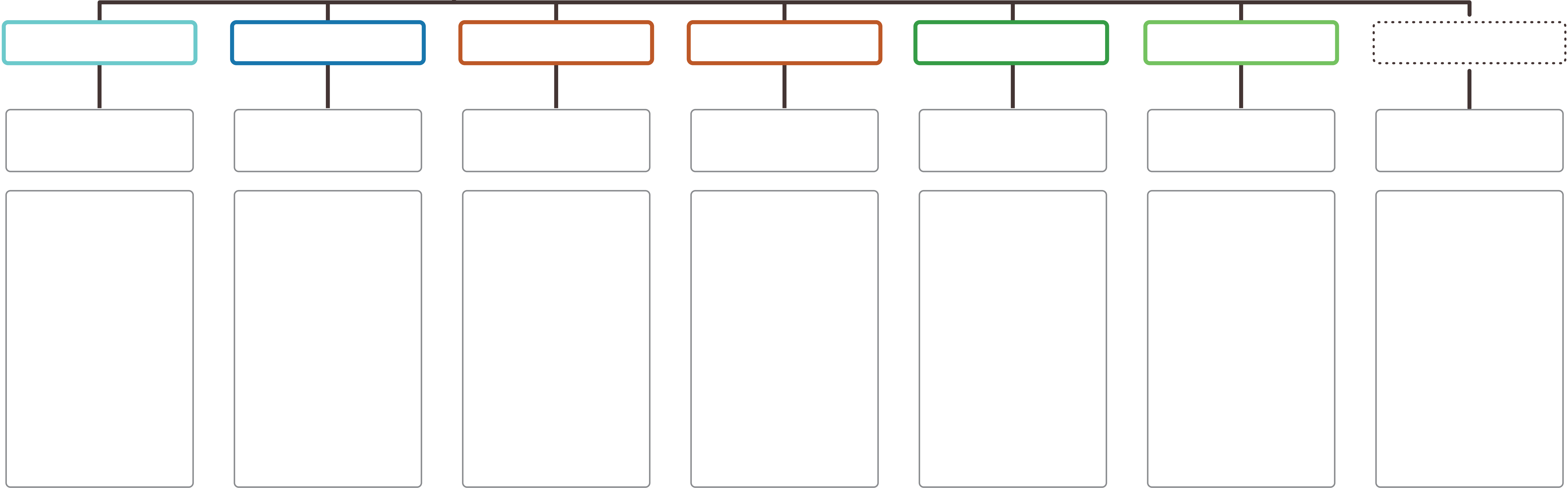
Upcoming





PARENT BRAND

Brand Architecture Model



Existing



Upcoming

CODO