

Left Handed Giant

LOCATION
Bristol, U.K.

DESIGN
James Yeo



Independence and creative freedom lie at the heart of Left Handed Giant's community-owned business. Their ingenious labels front progressive beers sold in a brewpub overlooking the floating harbor of Bristol.



How would you describe the visual style of your brewery?

James Yeo (Designer): The visual style of the brewery has always tried to be expressive, inviting, and constantly evolving, which matches what we try to do with our beers.

What is the process for designing the label for a new release?

JY: We as a brewery put out a wide variety of ever-changing beers, so we need to produce a lot of new label designs. Generally, we start with naming the beer, and once that's nailed

down, I'll go away and draw up a design. Left Handed Giant is very good at giving me as much creative freedom as I want—there's nothing in terms of a brief to follow. As I look after this whole part of the brand, I have built in tropes or mainstays that exist as part of my artistic style and help to keep the brand looking consistent. Once the illustration is complete, I will insert it into a label layout and share it with everyone in the brewery for comments and checks. Then it gets signed off and goes to print. ▶

