

Simmer & Brew

Go with your gut!



Simmer & Brew – Go with your gut!.

Simmer & Brew, a start-up specialising in small-batch fermented drinks, approached Neon Brand Consultancy to create a brand identity that would capture their philosophy of gut health as the foundation of total well-being.

Made by award-winning chefs using organic and biodynamic ingredients, their Amazake, Kefir Water, Kombucha, Kvass and broths are all rich in probiotics and nutrients — brewed with care, bottled in upcycled glass, and designed to help you go with your gut.

Our creative solution was a symbol radiating gentle energy from within — a visual metaphor for inner health and outward vitality — that also subtly integrates the S and B of Simmer & Brew. This was paired with a clean, contemporary logotype combining calm balance with quiet movement: a typographic echo of simmering and brewing.

A vibrant colour palette, drawn from the hues of their natural drinks, gives warmth and life across applications, while the brand strapline “Go with your gut” provides a witty, memorable expression of their purpose.

The result is a premium, optimistic and organic identity — one that radiates goodness, inside and out.

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PROJECT SUMMARY

Brand positioning
Brand identity
Packaging
Production sourcing & oversight

