

*Patterson
Studios*

BRAND × BUILD

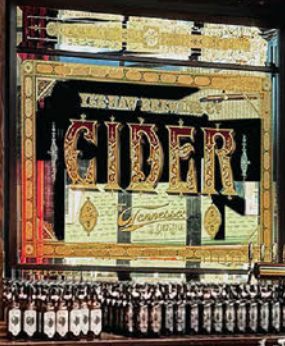
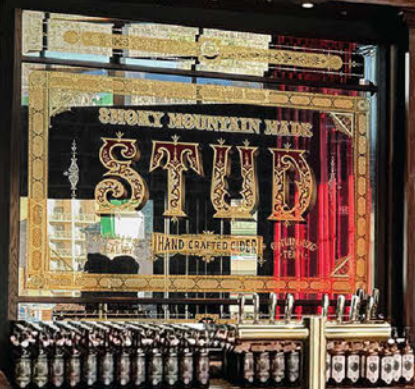
SELECTED WORKS 2026

STORIES. BUILT

CULTURE FORWARD BRANDS
AND BUILT EXPERIENCES



HAND-CRAFTED CIDERS FROM EAST TENNESSEE



BRAND X BUILD

Patterson Studios helps founders, operators, and hospitality brands turn ideas into destinations people remember.

Through brand strategy, experience development, creative direction, and implementation stewardship, brands are brought to life across identity, space, and culture.

BRAND

POSITIONING · STORY · IDENTITY · VISUAL SYSTEMS

EXPERIENCE

HOSPITALITY · GUEST JOURNEY · ENVIRONMENT · ATMOSPHERE

CREATIVE DIRECTION

VISION PROTECTION · PARTNER SELECTION · TEAM ALIGNMENT



ALAN JACKSON'S

SILVERBELLY WHISKEY DISTILLERY

Led the brand and experiential vision for Alan Jackson's Silverbelly Whiskey Distillery, shaping a hospitality destination rooted in Americana, music culture, and Southern storytelling.

The work extended from brand direction and hospitality concept development to environmental storytelling, guest experience strategy, signage systems, and creative stewardship throughout development and build.

Brand Direction · Hospitality Concept Development · Environmental Storytelling · Signage Direction · Guest Experience Strategy



ALAN JACKSON'S SILVERBELLY WHISKEY DISTILLERY

The
ALAN JACKSON
ORIGINAL
SILVERBELLY
• STRAIGHT BOURBON •
WHISKEY

EXTERIOR RENDERING



TASTES
★ LIKE ★
90'S
COUNTRY



Made For
★ Good Times

SILVERBELLY
WHISKEY

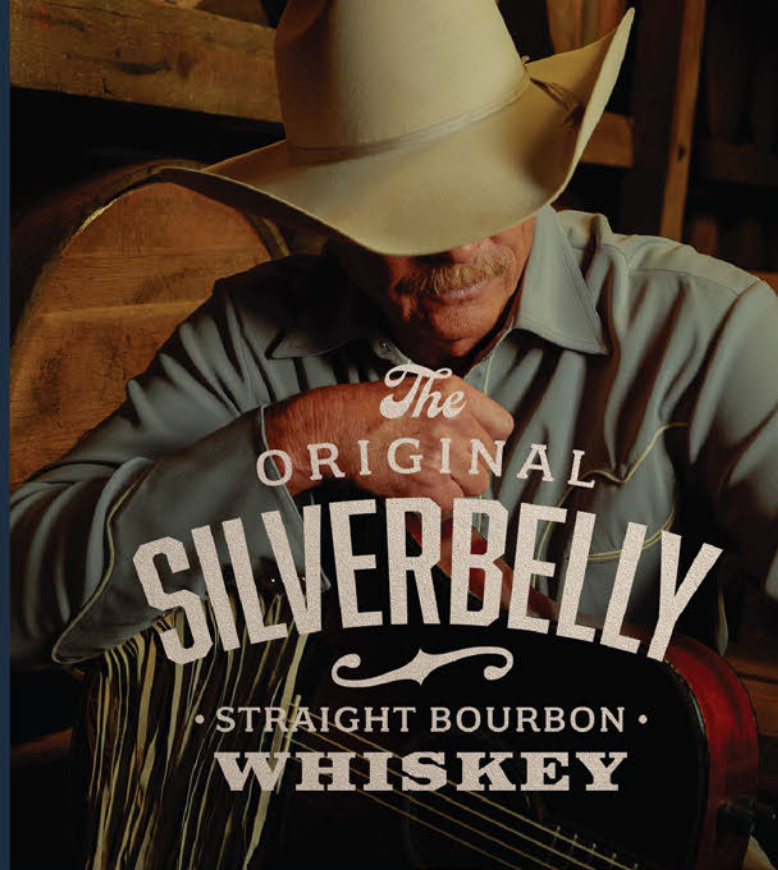
Made For
★ Good Times

PR
RO





The
ALAN JACKSON
MUSEUM



ALAN JACKSON'S

ORIGINAL
SILVERBELLY
• STRAIGHT BOURBON •
WHISKEY



Livin' ON Love
★ AND WHISKEY ★

TENNESSEE STUD CIDER

BRANDING, EXPERIENCE, DESTINATION DEVELOPMENT

Led the development of a complete hospitality destination, shaping the brand, guest experience, environmental storytelling, architecture direction, signage, interiors, and experiential touchpoints.

Designed as a complete hospitality destination, the project brought together storytelling, atmosphere, and environmental design to create a place people remember.





TENNESSEE STUD

CIDER COMPANY

TENNESSEE STUD
TRADE MARK

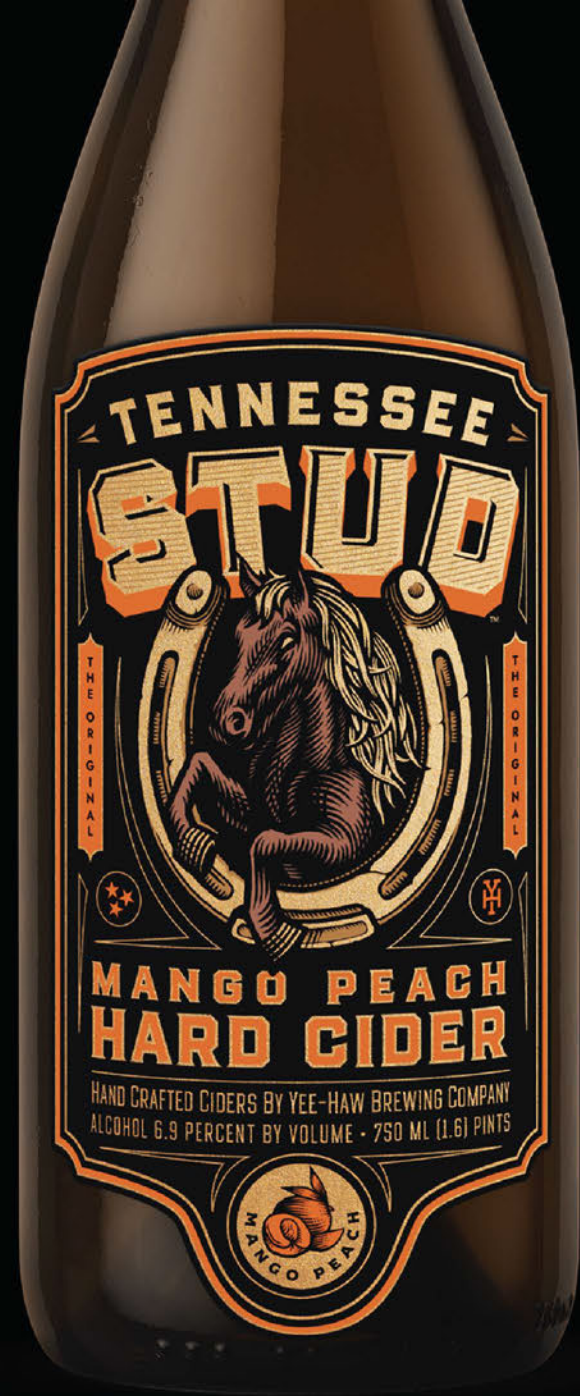
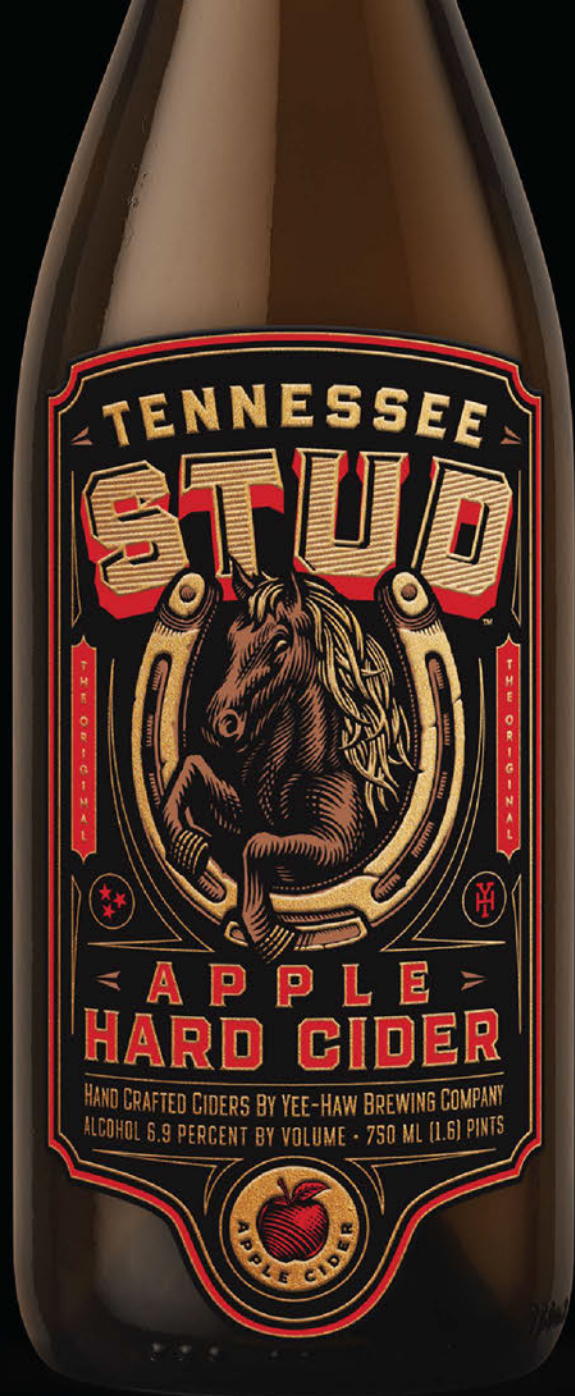
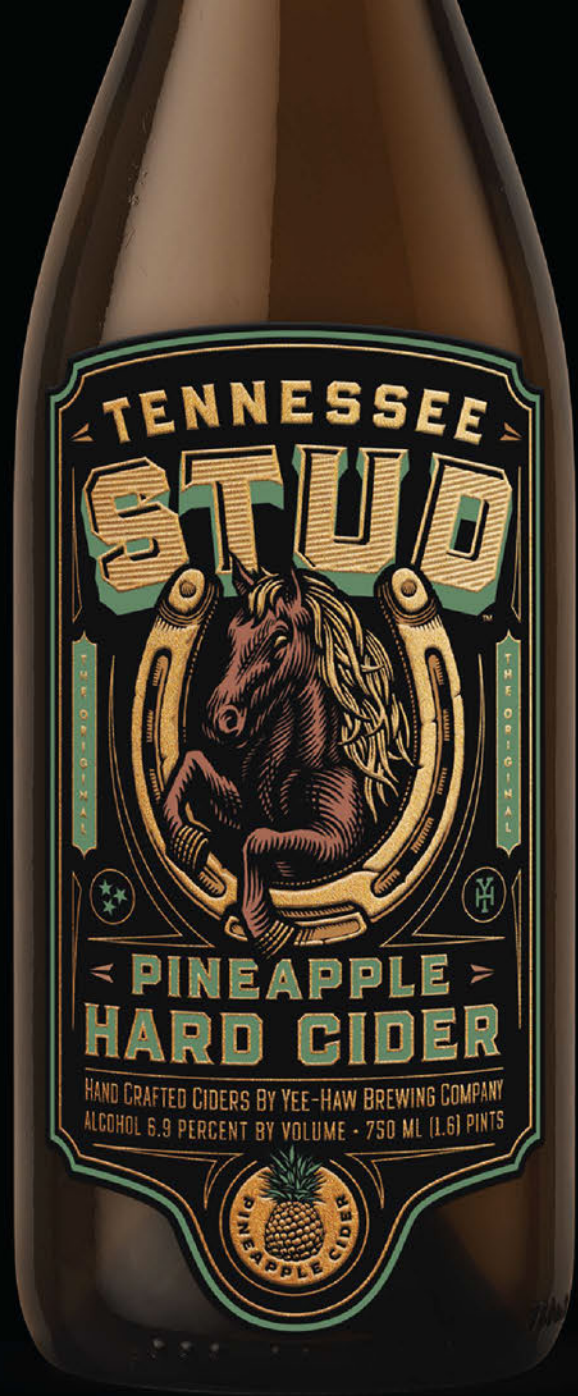
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716

THE HOUSE
TENNESSEE STUD
CIDER COMPANY

TENNESSEE STUD
CIDER CO.
EST. 1988

ESCAPE GAMES
K&N HUT
HOT WINGS & HOTDOGS

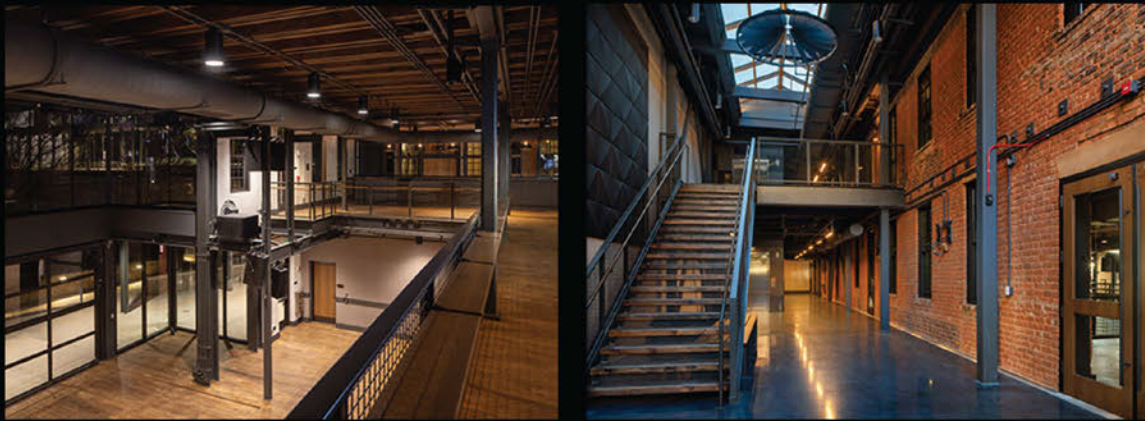


THE PEACE CENTER

BRANDING AND EXPERIENTIAL DESIGN

Developed the brand identity and storytelling direction for Coach Music Factory, transforming a historic industrial landmark into a recognizable music destination through identity, atmosphere, and cultural storytelling.





ELKMONT WINERY

DESTINATION DEVELOPMENT, HOSPITALITY DESIGN, BRAND LEADERSHIP

Developed and led the transformation of Elkmont Winery from concept through completion, shaping the brand, guest experience, hospitality environment, and overall vision for the destination.

The work included identity development, interior and exterior design direction, guest flow planning, environmental storytelling, signage, merchandise, vendor coordination, and construction oversight to create a cohesive experience rooted in Smoky Mountain culture and fly-fishing heritage.



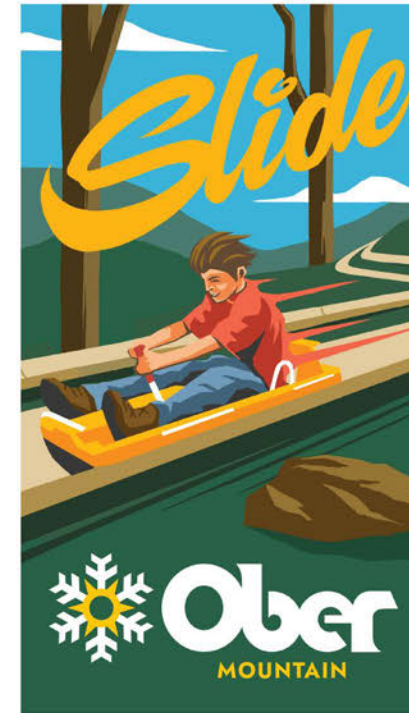


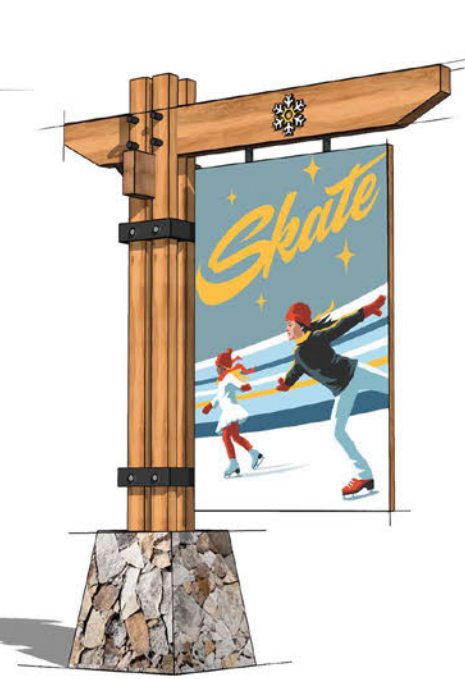
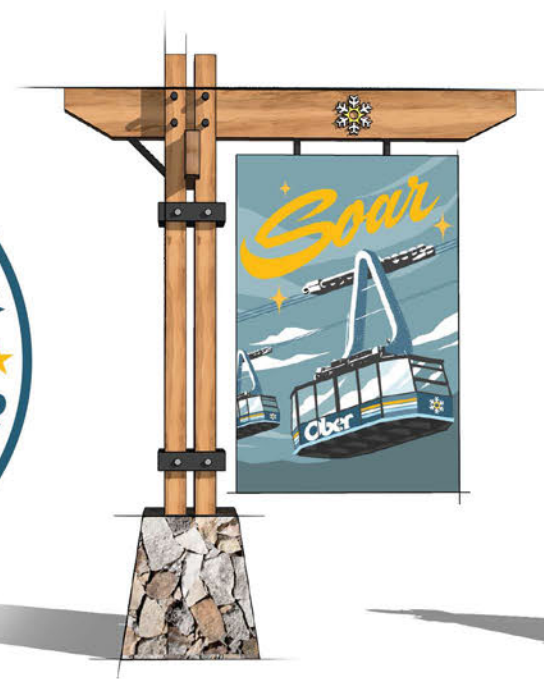
OBER MOUNTAIN SKI AREA

BRAND STRATEGY, DESTINATION PLANNING,

Developed the brand strategy and experiential vision for Ober Mountain following its transition from Ober Gatlinburg, helping reposition one of the Smokies' most established tourism destinations for a new generation of guests.

The work extended beyond identity into attraction concepts, environmental graphics, signage systems, seasonal campaigns, and guest-facing experiences designed to strengthen year-round visitation and reinforce the mountain's character across every touchpoint.





THE MOCKINGBIRD

BRANDING AND EXPERIENTIAL

Created the brand system and environmental storytelling that gave The Mockingbird its distinct identity, connecting architecture, music culture, and guest experience into a cohesive destination.

CLOSER TO THE MUSIC



THE MOCKINGBIRD

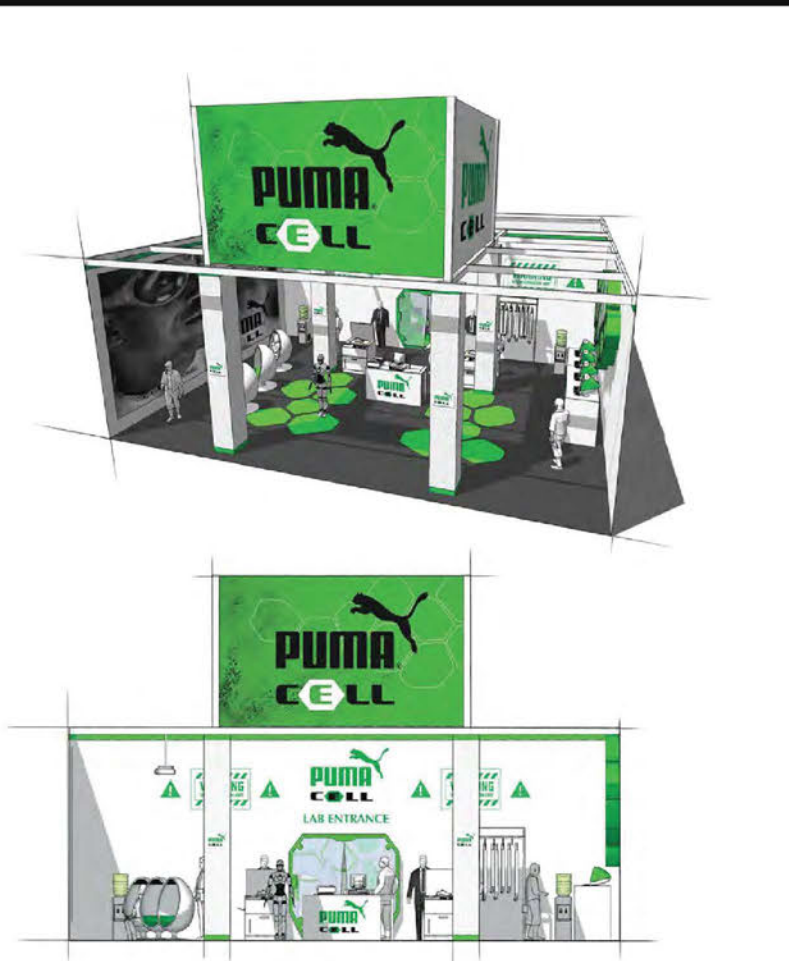
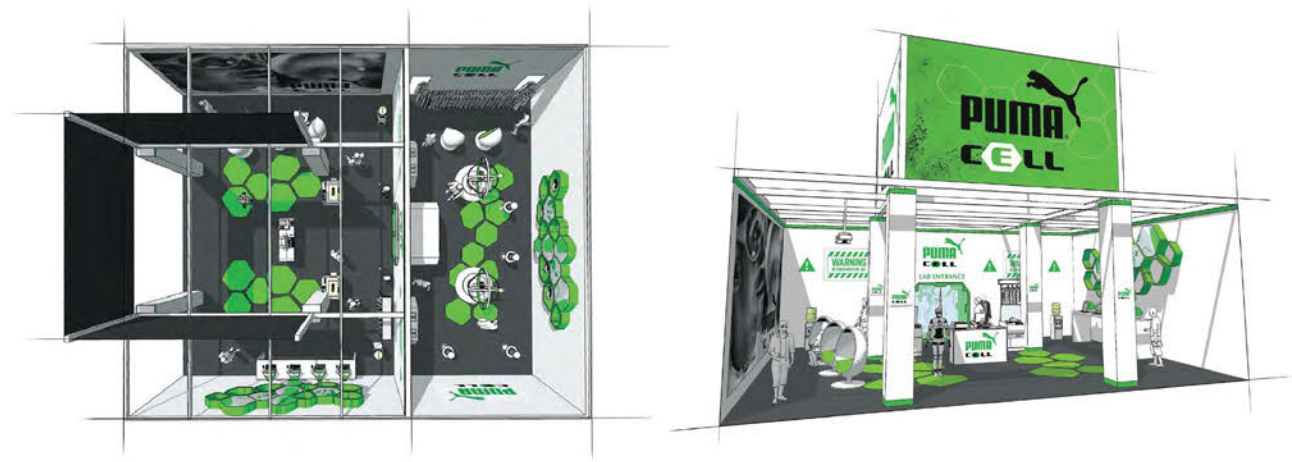


PUMA CELL ACTIVATION

EXPERIENTIAL DESIGN & BRAND ACTIVATION

Developed the experiential concept and environmental design for the launch of Puma's CELL technology at Hypefest Brooklyn.

The activation translated product innovation into a physical experience through spatial storytelling, environmental graphics, and immersive brand engagement.



BRAND WORLDS

Identity systems, illustration, lettering, and visual storytelling developed
for brands rooted in culture, heritage, music, and experience.



• BRANTLEY GILBERT •

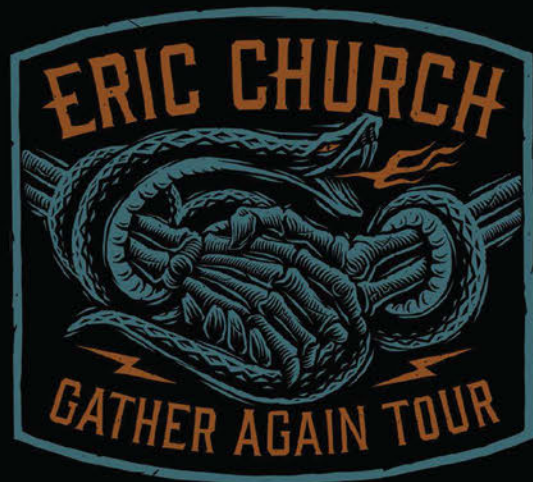
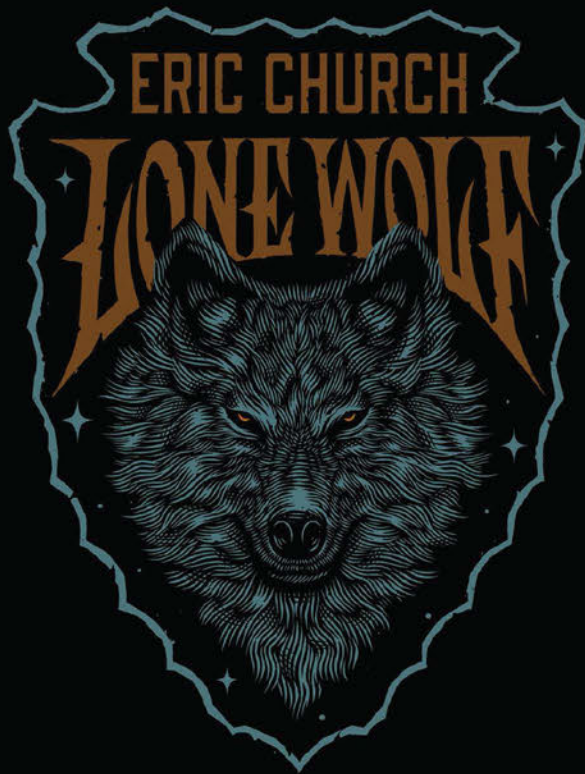
FIRE & BRIMSTONE

ALAN
JACKSON

ERIC CHURCH

WOLF

GRAND
OLE
OPRY





INC.
FREEPORT, ME.



FREEPORT, ME.

The
L.L. BEAN CO.
EST. 1912

GUARANTEED
TO LAST





WAYS TO WORK

VISION

For founders, hospitality groups, and cultural brands seeking clarity before they build.

Brand strategy, experiential vision, positioning, and creative direction aligned around a single idea.

DEVELOPMENT

For projects moving from concept into reality.

Identity systems, environmental storytelling, guest experience, signage, interiors, and experiential touchpoints.

STEWARDSHIP

For teams bringing complex projects to life.

Creative leadership, architect collaboration, vendor selection and alignment, team coordination, and vision protection through implementation.



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