

*Patterson  
Studios*



**BRANDS AND SPACES.**

**AUTHORED IN STORY.**

**BUILT WITH CRAFT.**

# BRAND X BUILD



HAND-CRAFTED CIDERS FROM EAST TENNESSEE



**BRAND X BUILD**

**WE LIVE AT THE INTERSECTION**

**OF STORY AND EXPERIENCE,**

**AUTHORING BRANDS**

**AND UNFORGETTABLE SPACES.**



BRAND X BUILD

# TENNESSEE STUD CIDER

BRANDING, ARCHITECTURE, EXPERIENCE

We authored the brand and spatial experience for Tennessee Stud from the ground up, shaping everything from identity and illustration to architecture, signage, and material language. The work was conceived as a cohesive world, with story and craft carrying through every touchpoint. What emerged is not a collection of parts, but a place with weight, built to be felt.



TENNESSEE STUD

*Cider*  
HOUSE

SMOKY MOUNTAIN MADE  
YEE-HAW BREWING CO.





## BRAND X BUILD

# OBER MOUNTAIN SKI AREA

BRAND STRATEGY, PLANNING, EXPERIENTIAL

We were engaged to breathe new life into Ober Mountain, a regional landmark since 1962, honoring what had already earned decades of loyalty rather than rewriting its future. The work translated Ober's year-round character into a refreshed brand system anchored by the Sunflake, using nostalgic illustration and simple, confident messaging to cut through a crowded tourist market and deliver a forty percent lift in revenue in its first year.



OBER MOUNTAIN  
ARCHITECTURAL DESIGN / SIGNAGE DEVELOPMENT



# BRAND X BUILD

## ELKMONT WINERY

BRANDING, STORE DESIGN, DECOR

Set along the Little Pigeon River, a storied trout waterway, the space draws from fly fishing lodge culture to shape a rustic, mood-driven tasting room. Natural greens, rough-hewn woods, and vintage fishing details establish a calm, grounded atmosphere. The space is designed to celebrate the wine itself, creating an environment that lets the product and the moment take center stage.



BRAND X BUILD

# BIG FISH SEAFOOD HOUSE

EXPERIENTIAL RESTAURANT DESIGN

Big Fish is a new take on the themed, family-style restaurant, designed to feel playful without tipping into novelty. Shaped to belong at Broadway at the Beach, the project balances bold color, coastal energy, and clear architectural thinking, aligning brand, signage, and experience into a cohesive, buildable environment.



# BRAND X BUILD

## 13 STRIPES BREWING CO

### PROPERTY VISION AND EXPERIENTIAL PLANNING

13 Stripes was developed as an early stage property vision focused on how brand, experience, and circulation work together across an entire site. Working at the planning level, the concept established alignment early, allowing architecture, experience, and brand to move forward together with clarity and intent, grounded in the site's industrial context shaped by active cargo rail lines.



ICE BBO

*ly Independent*



15

15

THIR



# EXPERIENTIAL DEVELOPMENT



EXPERIENTIAL DEVELOPMENT

# PUMA CELL ACTIVATION

EXPERIENTIAL BRAND DESIGN

During time at EP and Co, the experiential activation for the launch of Puma's CELL technology at Hypefest in Brooklyn translated product, heritage, and cultural energy into a physical presence through custom graphics, environmental design, and spatial planning. The space was designed in collaboration with creative direction from the EP and Co team, aligning the activation with the broader campaign vision while shaping a bold and engaging presence within the festival environment.



L.L.BEAN  
BRAND ACTIVATION CONCEPTS



# BRAND WORLDS

CULTURE FORWARD BRAND WORLDS SHAPED BY CUSTOM TYPOGRAPHY AND ILLUSTRATION



• BRANTLEY GILBERT •

FIRE & BRIMSTONE

ALAN  
JACKSON

ERIC CHURCH

LONE WOLF

GRAND  
OLE  
OPRY

ELKMONT WINERY

ILLUSTRATIVE PACKAGE DEVELOPMENT



GLACIER NATIONAL PARK  
CENTENNIAL CELEBRATION BRANDING



LIABILITY BREWING COMPANY

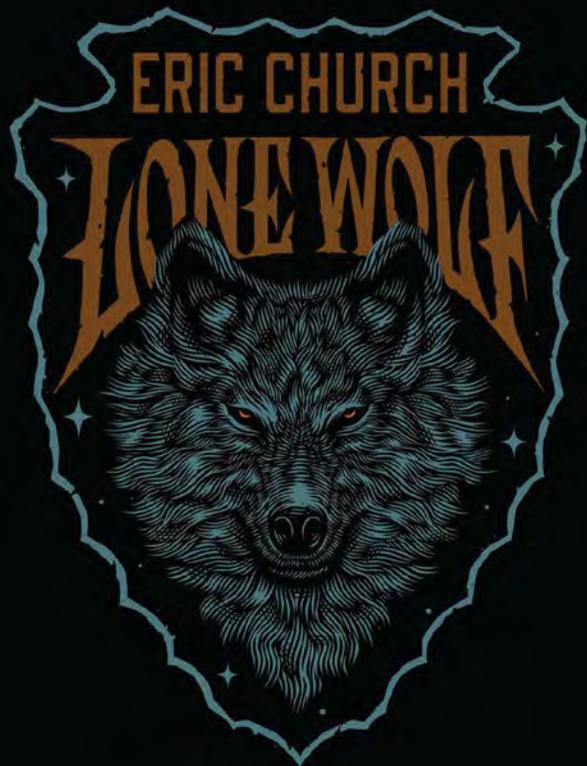
CORE CAN SERIES DESIGN / STORY



JOHN DEERE

APPAREL SERIES DEVELOPMENT





# WAYS TO WORK

Projects tend to fall into one of three paths depending on timing and complexity.

**Early Alignment:** Brand and experience direction set early to clarify intent, reduce risk, and align stakeholders before momentum builds.

**Brand and Built Experience:** Brand systems developed and carried through space, environment, and guest experience from concept through execution.

**Stewardship and Advisory:** Ongoing creative leadership to protect intent, guide decisions, and support teams as projects move toward opening.

Each engagement is tailored to the project and its constraints. The goal is always the same: clarity early, cohesion throughout, and work that holds up once it's built.

STORY LED. CRAFT DRIVEN. BUILT TO LAST.

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