**BLACK ADLER DISTILLERY** - BOTTLE LABEL DESIGN BRIEF

**Our Background**

Black Adler Distillery is a start-up distillery based in Melbourne, Australia which will specialise in the production of alcohol spirits; mainly premium **Vodka**.

The term ‘Black Adler’ is a tree, which is reflected in the shape of our company logo. (see attached)

We are seeking the services of a suitably qualified and creative designer to convert our design brief into a luxury Vodka bottle label.

It is expected that the designer will undertake benchmarking research to identify other luxury brands as comparisons.

**Our Premium Vodka**

Our vodka is made from 100% Australian wheat, hand crafted and distilled and bottled in Melbourne, Australia.

Our key point of difference from the many other premium vodkas on the market is that out vodka is filtered through Natural Australian Rose Quartz. (the designer will need to research what these are as they are a large part of our marketing)

(packaged 700ml 40% ALC/VOL)

**Our Premium Bottle**

Black Adler has recently developed a custom bottle shaped like our company logo. The bottle is clear and made from super flint glass. Please do not present your design solution on a pink bottle.

(cap colour undecided – designer to nominate colour)

This premium bespoke bottle shape is also a key point of difference from our competitors. The bottle is the star.

**Our Target Market**

Our premium vodka will be marketed to affluent females aged 30-50 years.

**Our Logo and Font**

We have had our company logo (diamond tree shape) embossed directly into the bottle. However, the logo font ‘Black Adler’ may be considered too aggressive and harsh for our target female market.

The design solution does not need to use the existing Black Adler logo font if the designer does not feel it fits the style and balance of the design solution.

**Bottle Label (or direct print) Technical Guidance**

The bottle label / direct print is proposed for the front flat section of the bottle only.

The design solution will need to include size dimensions of the label / direct print, so the printer / manufacturer provider can produce the label and or direct print onto the bottle.

Label space on bottle is limited.

**Bottle Colour Concepts Guidance**

* ~~The embossed logo at top of bottle must be matt black.~~
* Black, light pink and silver are our preferred colours for the design solution, however we are open to other colours based on design creativity.
* The designer will also colour the bottle cap in the design solution.

**Bottle Theme**

The bottle label should embody the following themes:

* Feminine
* Premium
* Natural
* Australian

**What You Need to Deliver**

1. Bottle Label
2. Tamper Seal
3. Neck Label (optional)