

## GENERAL FEEDBACK OF OUR LIKES AND DISLIKES FROM THE BEST SUBMITTED DESIGNS SO FAR:



### LIKES:

- > Cutouts and gold trims
- > Clever logo, great match
- > Logo font and placement
- > Nice use of colors
- > Beautiful seal, however preferably 1 general seal for all 10 spirits
- > Feels elevated, improvement from the original label
- > Lovely quality render, neat and professional: kudos

### DISLIKES:

- > No room for text or a placeholder for it
- > Logo a little bit too prominent on the label
- > Product type not visible enough (triple sec - profile dry curaçao / london dry gin - profile thymeless)
- > No pattern or structure in the whitespace of the label

### IMPROVEMENTS/EDITS:

- > Boozehounds baseline: Blended Beverages (instead of distilled spirits) and year 2019
- > Logo a bit more compact like the logo in the left corner (feels stretched on the label)
- > Frenchies head may be slightly bigger
- > Maybe remove the paw in the pouch and add a drink in the other hand/paw
- > Could be nice to include the botanicals from the drink in a pattern on the background
- > Replace the company details with text and maybe add the profile of the liquor (see the design from

[Krasimira Georgieva](#))



#### LIKES:

- > Cheers badge on the label adds interest, feels like a quality award
- > Strong cutout, nice for visibility, however feels more appropriate for a longer bottle (like a wine bottle)
- > The large band draws more attention to the content with the logo still very prominent, nice job. The previous label draws the attention more to the logo compared to this one.
- > General seal makes it easier to use for all flavors without mistakes

#### DISLIKES:

- > Seal is missing something, some text perhaps
- > Missing space for descriptive information

#### IMPROVEMENTS/EDITS:

- > How does the back of the bottle look with this design?
- > Cutout in the back should be bigger so that the sides aren't too empty seen from an angle. This would leave nice room for additional and obligatory information
- > Same remarks on the logo as your previous design



**Designer: Krasimira Georgieva**

#### LIKES:

- > Clean design
- > Placement of the general information (NR, profile, volume, description)
- > Handwritten font
- > Subtle use of color
- > Subtle background pattern
- > Clean seal, however preferably 1 general seal to use for all 10 flavors

#### DISLIKES:

- > Logo doesn't feel authentic (reference to the design of MilM)
- > Logo font
- > Missing a gold or silver trim to elevate the label
- > Missing a cutout for visibility and finesse

#### IMPROVEMENTS/EDITS:

- > Logoname: Boozehounds (plural, without "the")
- > Logo baseline: Blended Beverages
- > Logo vibe more in line of MilM or inspiration from dog portraits gentleman
- > Gold / Silver trim around the color line or profile name (thymeless, gently smoked)
- > Visibility of the back, where does the obligatory information go? (bottled in Belgium, address, recycle icon, not suited for pregnant women icon, barcode)
- > General seal suitable for all 10 flavors
- > Implementation of the main botanical (e.g. background pattern / around the logo, example for inspiration: Arbaz13)



**Designer: Arbaz13**

#### LIKES:

- > Subtle use of the main botanical
- > Logo has potential
- > Clean logo
- > Boxed information, yet a bit too harsh lines

#### DISLIKES:

- > Repetitive profile (2x dry curaçao, thymeless)
- > French bulldog not mature enough, feels too cute and too little
- > Missing some finesse to elevate the label
- > Missing a cutout or gold / silver trim for finesse
- > Fonts
- > Background a bit bland
- > Missing a seal to cover the bottles

#### IMPROVEMENTS/EDITS:

- > Bigger head of the bulldog
- > Additional paw with a drink
- > Boxed information too close to the border, needs more space
- > Lines too harsh
- > Would use a different font, a bit more elegant, simplistic
- > Pattern or structure in the white space of the background
- > > Visibility of the back, where does the obligatory information go? (bottled in belgium, address, recycle icon, not suited for pregnant women icon, barcode)
- > General seal suitable for all 10 flavors





**Designer: Ayra Austine**

### LIKES:

- > Logo vibe, feels unique - nicely implemented details from the briefing
- > French bulldog holding a drink is a nice trademark for boozehounds
- > Costume changeable with the botanicals is very cute yet subtle, really adore this detail
- > Naming bartender series on the label, nice bonus
- > Gold trim

### DISLIKES:

- > Fonts
- > Placement of text is a bit too chaotic, too crowded makes it hard to read, missing space
- > Missing a cutout for finesse
- > Missing a seal to cover the bottle
- > Missing space for obligatory information (barcode, recycle icon, address etc)
- > Thyme in the background feels unrefined, too much happening on both sides

### IMPROVEMENTS/EDITS:

- > Label feels like a work in progress, needs refinement to make it cohesive
- > Adding a cutout at the level of the bulldog's ears could be fun
- > Logo needs to be more refined, right now feels more photorealistic instead of sketched/drawn/stylized
- > Creating more space between the text in front
- > Using a more simple, thin font for the descriptive text
- > A more subtle pattern of the botanical blended in the background perhaps
- > Implement bartender series at the level of the boxed information to draw more attention towards the logo
- > examples for nice placement: [Krasimira Georgieva](#)
- > examples for label design: [MiIM](#)



### LIKES:

- > Stylized logo
- > Loving the jacket
- > Nice detailed cocktail
- > Lovely gold trim on the text
- > Lovely botanical art, nice vintage vibe that matches the logo

### DISLIKES:

- > Color too purple
- > A bit much happening in the background
- > Vignette
- > Missing a cutout
- > Fonts
- > Text placement

Prefer the french bulldog from the other submitted label, feels more mature and serious. Also prefer him holding the drink with 1 paw, however this drink itself is cuter. Absolutely love the details on this jacket. Would prefer if the logo was not rounded at the bottom, feels like it's missing something



**Designer: SAI DESIGNS**

#### LIKES:

- > Really fun logo made us smile right away, yet perhaps too young for our product
- > Love that the bulldog is a bartender, lovely detail
- > Nice overall placement
- > Nice boxed information, easy to change color for all spirits
- > Subtle pattern in the background
- > All information from the current label has been used

#### DISLIKES:

- > Colors, too brownish
- > Font choices too strong
- > Missing a cutout
- > Missing some finesse
- > Logo name too intense (boozehouunds replaces social club, hence this rebranding)

#### IMPROVEMENTS/EDITS:

- > Remove the brown by perhaps using a cutout at the level of his ears and also his paws
- > Would be fun to implement the main botanical on the apron (this case: thyme) to minimize the brown
- > Use a more modern font, sans serif (example: MilM)
- > Lose the brown text and replace with a more grey vibe like his glasses
- > General seal: boozehound blended beverages (instead of each spirit)