 PROJECT BRIEF

**Title:** Lithology Label Design – Lafayette Farmhouse

**Date:** Q1 2015

**Contacts:** Lee Kaplan, Kevin Cain

**PROJECT OVERVIEW**

Objective:

• Create look & feel for Lithology beer bottle

Description:

• Label design template for 22-oz beer bottle that carries Lithology branding and allows for customization ABV, IBU, SRM, Batch# and Bottle#

Other considerations:

• Lithology artwork per beer type

**CREATIVE EXECUTION**

Branding:

• Brand personality: Scientific, Cultural with purpose

• Fonts: Road Movie, Rockwell Nexta Rust, Lavenderia

• Colors: Orange (C:2 M:72 Y:100 K:0) & black (C:0 M:0 Y:0 K:100)

• Logo: Provided (Lithologybottlelabel.ai.jpg) (LithologyLogo-Enhanced.psd)

Content:

• Include all government-mandated content, below

|  |  |
| --- | --- |
| Brand name | Lithology Brewing Co. |
| Class and type designation | Farmhouse Ale  *(type of malt beverage, eg, Ale, Lager, Stout, etc)* |
| Name and address | BREWED AND BOTTLED BY LITHOLOGY BREWING CO.  211-A Main Street  Farmingdale, NY 11735 |
| Net contents | 22 fl oz |

• All of the above content must be legible, at least 2mm/6 pt font, contrast well with label background, and be placed on front of label\*

|  |  |
| --- | --- |
| Alcohol content | \_\_\_% ALC/VOL  *(alcohol content must be expressed to the nearest 0.1%)* |

• The above content must be legible, at least 2mm/6 pt font, of the same kind and size of lettering, of equally conspicuous coloring, and can be placed on front, back or side of label\*

|  |  |
| --- | --- |
| Government warning | **GOVERNMENT WARNING:**  (1) According to the Surgeon  General, women should not drink alcoholic beverages during  pregnancy because of the risk of birth defects. (2) Consumption of  alcoholic beverages impairs your ability to drive a car or operate  machinery, and may cause health problems. |

• The above content must be legible, at least 2mm/6 pt font, 25 characters at most, contrast well with label background, and can be placed on front, back or side of label\*

For more information: <http://www.ttb.gov/beer/bam.shtml>

\*INTERNAL NOTE: Size/style requirements change for 22oz labels.

Design:

• Use Middle of Label for Name, or design

For more information: <http://ngmdb.usgs.gov/fgdc_gds/geolsymstd/fgdc-geolsym-sec37.pdf>

**PRODUCTION**

Specs:

• Main label (3.75 in x 4.25 in)

For more information: <http://www.grogtag.com/shop-bottle-type> or

<https://orders.grogtag.com/grogtag/start_with.cgi?tag=live-uploadyourown-grog-full#_ga=1.205875860.620594844.1443011649>

Format:

• Working files: .ai, .psd, .indd

• Print-ready file: hi-res .pdf

• Other font, vector, or image files