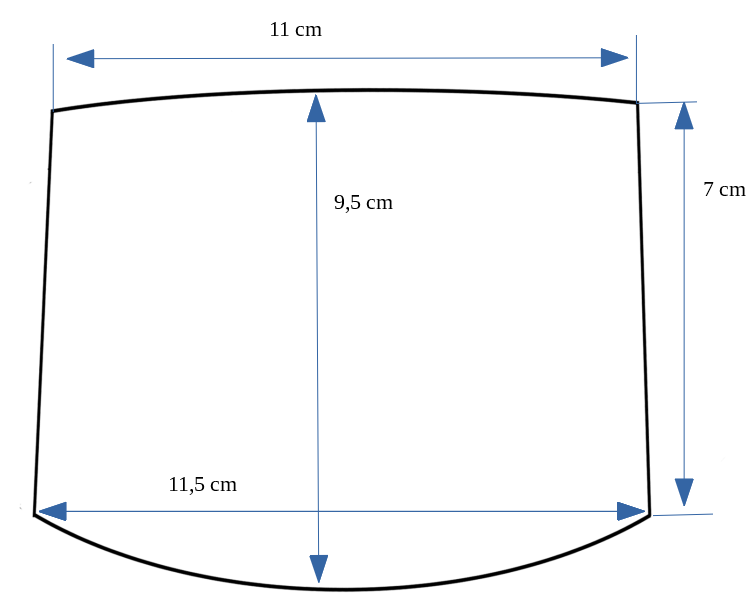
**Main Label**

**Size**

Fix and can not be changed



**Design**

Please use the design from the file “PopGin\_CraftOutterLabel\_V02.psd” and try to integrate it in the label design.

If you have some good ideas how to enhance/change it in order to be fits better to the label, then please feel free to do so.

Please do not change or add motives on the design.

It would be preferable to make the label darker. Please do not make the label lighter (more white spaces).

**Text – Main**

Font:Please use the Budimo-Jiggler font. In the attachment budmo.zip

Main text: POP GIN

Text Layout: feel free to make the lay out as you think is the best, two lines, one line...

**Text – Additional (optional)**

Font: feel free to select the best fitting font

Additional text: Pop art in the bottle

Text Layout: feel free to make the lay out as you think is the best

**Impression/Inspiration**

Impression that the label should give: Even though the design is pretty dynamic and colourful the label should give the impression of the serious spirit inside the bottle.

Here are some examples of the colourful bottles with “serious” design:

<https://d3r6kbofdnmd8.cloudfront.net/media/catalog/product/cache/image/1536x/a4e40ebdc3e371adff845072e1c73f37/1/0/102053_tanqueray_flor-de-sevilla_gin_700.jpg>

<https://www.strangerandstranger.com/the-circus/>

<https://www.strangerandstranger.com/saints-sinners/>

Please do bot make it too playful, too happy, humorous, comic or “not serious”.

Following links represent the designs and the impressions that should NOT occur and are bad examples:

<https://www.craftcartel.com.au/wp-content/uploads/2018/11/03665f84598a549ac02017bed2c776a006d2d057.jpg>

<https://enoteca.com.au/images/stories/virtuemart/product/BALADIN-POP.jpg>

<https://www.makro.co.za/sys-master/images/h3f/h3a/8904623423518/silo-MIN_286271_EAA_large>

**Declaration Label**

**Size**

Not fix and can be adjusted

Rectangle

Hight cca. 3cm (minimum hight 2,8 cm, maximum hight 3,5 cm)

Width: 6-8 cm (minimum width 5,7 cm, maximum width 8,0 cm)

**Design**

Design should be simple with clear and visible text.

Please use the colors from the design of the main label.

**Text – Main**

Font:Try with the Budimo-Jiggler font or some other that you think that fits

Main text: POP GIN

Text Layout: feel free to make the lay out as you think is the best, two lines, one line...

**Text – Declaration**

Font: feel free to select the best fitting font

Declaration text:

Dry Gin

Proizvodi I puni: Salty Stone Distillery d.o.o. Beograd-Rakovica

70 CL

ABV/VOL %

Bottle/ Falša br.

Batch/Lot.

Text Layout: feel free to make the lay out as you think is the best

**Impression/Inspiration**

Good examples:

Knob Creek

Great how they have made the contrast between the background and the text. Also the proportion between the size of the letter in the main text “Knob Creek” and declaration is very good.

<https://www.strangerandstranger.com/knob-creek/>

Dewar’s Caribbean Smooth

<https://www.maxim.com/food-drink/dewars-launches-new-cask-finished-scotch-with-caribbean-smooth-2019-9>

I like the Text "Caribbean Smooth" on the white background and top and bottom borders. The down label (declaration) works nicely with the colour of the text.

This small label should not be made of two labels but single label. So, but the upper part with "Caribean Smooth" on the white background should be combined with the declaration.

Bad examples:

<https://www.strangerandstranger.com/hedonism/>

<https://www.pinterest.at/pin/295759900529666347/>

<https://www.pinterest.at/pin/295759900529655921/>

<https://www.pinterest.at/pin/295759900526620108/>

**Bottle**

Amleto Extra

Here are 3 links of the same bottle

<http://enotech.pl/produkt/amleto-extra-700-ml/>

<https://en.cristallo.at/bottle/amleto/?size=700-ml>

<https://www.vetreriaetrusca.it/de/news.1/neuigkeiten.367/amleto-extra-750ml>