

Briefing form «Ministerbrau»

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Task: Creation of logo and beer labels

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1. Introduction

For a micro-brewery in Eastern Austria, we need a logo and beer labels to start. We will be starting with four beer-variations, thus 4 labels, others to be added at a later stage. The beers are made of natural ingredients (water, hop&malt) sourced locally by farmers who are co-owners, over the next years we are aiming to attain bio-certification. The motto is "Vom Feld in die Flasche" (From the field to the bottle) and expresses the natural, honest way of brewing beer. The Brewery's name is "Ministerbrau" (Minister-brewery), as in the history of the village, where the brewery is located, the former "head farmer" was nicknamed "Minister", as he talked like a politician and liked to inform his fellow citizens in the ways of the world...The region where the brewery is located is actually a wine region, so potential customers are benevolent to enjoyment of good drinks and food and value local products with regional ingredients.

2. Message/Mood

"Ministerbrau" produces naturally manufactured, premium beers that are "honest" and worth their price. The brew master is locally connected and well known in the village, the brewery can be visited with regular beer-tastings. Humor is important, and each back label will tell a story of the Minister and the individual beer name, the language will be in local Austrian dialect. The names of the beer varieties and their stories represent a reference to the "Minister" and the world of politics, they each tell a story with a tongue-in-cheek approach.

3. Look&Feel

The style and the communication on the bottles should convey a "take it easy" attitude, featuring a fresh, straight-forward design with reference to natural, local ingredients which are the basis of this handcrafted product, made with passion and character.

Beer bottles will be of brown color in sizes 0.33l (metal bottle cap) and 0.75l (cap & strap closure), have a front and back label. Front label is for branding, back label will have text with history of Minister and beer variety. Each bottle will have a paper trap over the crown cap, for recognizability and acting as "seal".

Alternative: We are currently thinking about placing a color primer on the 0.75l bottle and printing the label directly onto the bottle. Please think also about this alternative when designing the label (light brown or gold ground color?) for this bottle size as an option.

4. Brand Position

The "Ministerbrau" beers are positioned as premium beers, since they are produced in small batches from local, natural ingredients, which also cost more than mass-produced beers from the international breweries. The target audiences are 1) local "brew citizens", who will buy a yearly subscription of beer delivered to their homes, 2) regional beer aficionados who like the variation in specialty beers & buy them in stores and 3) regional pubs & restaurants where these beers will be available and promoted with POS materials.

POS-Material, packaging design etc. will be assigned in a second phase, following these first branding measures.

5. Likes, Inspiration

Some examples of beer brands we like:

<https://moritz.com/en/moritz-classic-beers#1>

<https://www.valaisanne.ch/en/beers/pale-ale>

<https://brooklynbrewery.com/brooklyn-beers/year-round/east-ipa/>

What we like about these designs is the "new worldly", yet simple and recognizable look – without forgetting the tradition where these beers come from. For example, Moritz uses the symbols of hop in fine lines for the background, the prominent "M" on yellow is recognizable from far away.

6. Needs

For this project, we need a logo, font and 4 beer labels for the main varieties ("Jubel", "Weisse Weste", "Dunkle Machenschaften", "Burgenland Pale Ale").

- Logo: Should be simple but meaningful and have a reference to "Minister"
- Font: Font should carry the brand story, straight forward and fresh
- Labels: Will come in two sizes for the 0,33l and 0,75l bottles (bottle colors are *brown*)
- Strap: Paper strap around crown cork on bottlehead (acts also as seal)

4 Beer labels:

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|---------------------------|---|
| - "Jubel" | Lager beer (light color) – translated: "cheer" or "jubilation" |
| - "Weisse Weste" | Wheat beer (light color). Translated in English would mean "white vest", which means: "to have a clean record" in German... |
| - "Dunkle Machenschaften" | Dark beer – translation means: «dark deeds/affairs» or racketeering |
| - «Burgenland Pale Ale» | Pale Ale (amber color) – Burgenland is the region of Austria where brewery is located. |

Beer varieties should be recognizable and related, same main logo.

Size of beer labels is not fixed and could eg. also be rounded on edges:

0,33l bottle: approx. 10cm (height) x 7cm (width)

0,75l bottle: approx. 12cm (height) x 8cm (width).

Paper strap: Should encompass logo, beer variety & color match with label and shelf life date imprint.

7. Budget

s. Designcrowd tender

8. Timeline

s. Designcrowd tender