

# **Harpenden Brau Haus Beer Label #1**

## *Brief Update:*

*Firstly, thank you to the designers who have submitted so far.*

*The original brief was a little unclear and required both a logo and a label.*

*To be fair and recognise the work required, a second place is now offered for a separate logo design.*

*Requirements for label and logo are shown separately below.*

*First place (original competition) is offered for the label, second place for the logo.*

## **1.0 Introduction**

Harpenden Brau Haus (HBH) is a small (in my kitchen) new brewery aiming to sell its first beer later this year.

HBH is based in the market town of Harpenden, England.

HBH will sell high quality beers inspired by tradition and quality.

HBH will focus on premium lager-style beers.

## **2.0 Competition**

This label will be the first presentation of HBH to the public.

It is hoped that an on-going relationship will be formed with the successful designer.

Designs for glasses, packaging, t-shirts etc will be required before the end of the year.

The successful designer is also required to prepare a small label for the back of the bottle with minimum legal information.

## **3.0 Design Requirements – Logo**

Logo designs to reflect the local origin of the brewery.

Logo designs to project an image of tradition and quality.

Logo designs to be simple, clean, classic, elegant, mature and classy.

Logo designs to incorporate the 3 key elements in beer – barley (ears of barley or sheaves may be used), hops and water.

Logo to incorporate a camel (interest in brewing started in Middle East)

See also Appendix III - Label Element/Logo

### **3.0 Design Requirements – Main Label**

Label designs to project an image of tradition and quality.

Label designs to be simple, clean, classic, elegant, mature and classy.

Label designs shall **not** be loud, brash, bright, crazy or busy.

Designs to include a feature/element that can be used as brewery logo (see Appendix III - Label Element/Logo) – *see separate requirements for logo above.*

Designs to suit bottle type and size (see Appendix I – The Bottle).

'Brau Haus' to be prominent, 'Harpenden' to be more discreet.

Font(s) and colours to reflect above design objectives/requirements.

Label must stand out in a busy supermarket shelf (shelves are a big, crazy explosion of mixed colours – the most visible have plain, single colour back-grounds).

Name of first beer will be Harpen-Helles. This must be included in competition label though label must be easily changed for different beers e.g. Harpen-Hölsch.

Size, alcoholic content and units of alcohol must be included e.g. 500ml, ABV 4.6%, 2.3 Units discreetly at/along the bottom of the main label.

It will be helpful to show label designs separately and also on the bottle.

The successful designer will be required to prepare a small, complimentary text only label for back of the bottle with legal minimum information (see Appendix II – Examples I Like). This is included in this competition.

### **4.0 Deliverables**

- Vector file and high definition jpeg file of main label
- Separate vector file and high definition jpeg file of label element/logo
- Vector file and high definition jpeg file of rear label

## Appendix I - The Bottle

Bottles 500ml, Vichy type (<https://www.croxsons.com/our-products/500ml-vichy-beer/>)

Bottle Height: 257.7mm  
Bottle Diameter: 67mm



Straight Body Height  
137mm

Label size is flexible to suit bottle dimensions as shown above and on web-page.

## Appendix II – Example Label Styles





### Appendix III – Label Element / Logo

Label shall include a feature or am element that can be used as a stand alone logo.

Unfortunately the coat of arms / shield of Harpenden cannot be used but could be used as a 'source of inspiration'.



Other appropriate symbols or sources of inspiration would include:

- Red and white elements (also representative of England)
- Ears of barley/wheat (an ingredient of beer)
- Sheaves of barley/wheat (an ingredient of beer)
- Hops (an ingredient of beer)
- Water (an ingredient of beer)
- Beer barrels
- Camel (interest in brewing started in Middle East)
- Heraldic animals (lions, camel)
- Bright and strong Belgian and German style coats of arms

### Appendix IV – Rear Label Requirements (successful designer only)

The following information is required on a separate label:

To meet legal requirements, a small label is required on the rear of the bottle, font size 'must be easily legible under normal conditions' and include:

- 500ml
- HBH, The Brewery, Somewhere, XX8 YY9, England
- 4.5% ABV
- 2.25 Units of Alcohol
- Ingredients (**Barley**, Hops, Water, Yeast)
- Best Before: 12.06.19. (keep refrigerated)

Font and size 'must be easily legible under normal conditions'.