



*The  
Cheers,  
Yinz!  
Fest*

# BEER LABEL DESIGN MATTERS.

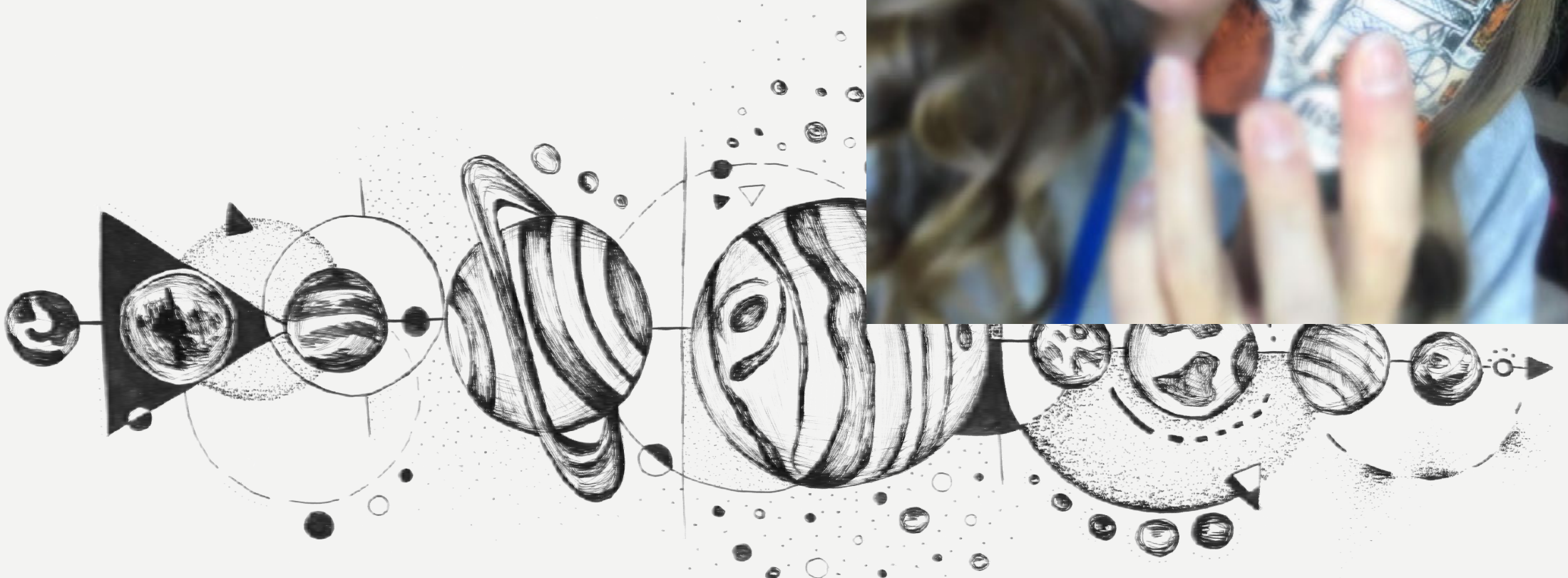


DESIGNING FOR YOUR BRAND'S  
PERSONALITY

BY HOOT DESIGN STUDIO

# HI, I'M JEN

- Illustration Artist & Graphic Designer
- I've worked in the design & marketing industry since 2004
- My passion: pen and ink illustrating!





# PAPYRUS



**ARTIST IN RESIDENCE**  
JEN'S Creative DESIGNS LLC  
JEN'S Creative DESIGNS LLC  
LOCAL ARTIST PEN & INK ILLUSTRATIONS  
DRAWN BY HAND USING DOTS!  
PRINTS \$1



  
**JEN'S Creative DESIGNS LLC**  
eye-catching solutions







**Hoot Design Studio is an illustration studio focusing on craft beer labels and branding!**

- To be a good graphic designer you must first be able to pick up a pencil and draw.
- Original custom illustrations
- Monochromatic line art
- Black & white tattoo style





# SO WHY DOES YOUR LABEL MATTER?

- It's your customer's **FIRST** impression of your beer!!
- The label represents what's inside ... when your cans are on the shelf at your distributor **how else are you convincing strangers to buy your beer?**



# YOUR LABEL SHOULD WORK AS HARD AS YOU DO!

- You worked hard to create that special brew - making sure the ingredients are quality and just right, **spent time, money and energy on the flavor** shouldn't your label follow suite?

Otherwise you wasted time on what's inside...





# YOUR LABEL SHOULD MATCH THE PERSONALITY OF THE BEER

- A well-designed label should invite your customers in and show them what they are going to taste. **Does your label tell a story and visually give them an eye candy sample?**





# CATCHY & MEMORABLE

- The illustration and label design should tell a story and match your beers name.
- A customer might not remember the name of the beer, but they will remember... “hey that one with a fish on it, what brewery was that!?”





# KNOW YOUR TARGET MARKET

- Who are your customers? Your label should target that group.

**What will your customers be doing while drinking that beer of yours?**





# HOOK THEM!

- While word-of-mouth, contests, and free samples are all effective methods of promotion, at the end of the day, **your label's branding is still going to account for most of your first impressions!**
- You want to create a physical connection with your customers.





# GIVE THEM EYE CANDY!

- Like a kid buying cereal – customer’s eyes gravitate to the exciting boxes on the shelf, not even knowing what it even tastes like!

**The purchasing power is in the packaging!** Your label is a visual representation of the product inside.





# PLAY UP THAT CLEVER NAME!

- Do you use very specific ingredients? Show them. Have a dog that's become the brewery's unofficial mascot? Incorporate him into the design!

**Make it personal! Relatable.**





# WHAT MAKES YOUR BEER UNIQUE?

- How was it created? - Show them visually with an iconic label that represents flavor.

Remember, when you look at your label, it should answer this question:

Why should I buy this beer?





# TYPOGRAPHY

- **Words are design too!**

Custom typography can elevate the look and draw attention quickly.

Pick a name that is fun and makes your customer tilt their head.





# LABEL DESIGN IS AN INVESTMENT NOT A PRICE TAG

- In a nut shell – label design matters because it is what sells your product!

**It's the front-end billboard to what's inside that can!**



# HOOT OFFERS PEN & INK ILLUSTRATING

- My studio offers a unique style that is FIRST hand-crafted, then digitally colored and paired with my seasoned graphic design skills in an eye-catching layout.

**Original Art!**

**One-of-a-kind**

**NO CLIPART**

**Unlike other designs**







# Early to Rise



MonumentCityBrewing.com  
Baltimore, Maryland

MONUMENT  
CITY BREWING COMPANY

MonumentCityBrewing.com  
Baltimore, Maryland

REMOVED AND LABELED IN BALTIMORE, MD 11234 BY MONUMENT CITY BREWING COMPANY  
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.  
550775 0 02662 0  
BE THE FIRST TO PHOTOGRAPH!

**Aveley Farms**  
TOASTED COFFEES  
Let your senses be overwhelmed by this full-bodied stout crafted with baked oats and coffee from our friends at Aveley Farms Coffee Roasters. With notes of chocolate, caramel and coffee, it's an essential part of the day.

PLEASE RECYCLE 361-544




Create brand awareness & repurpose artwork











**BEAUTY IS IN  
THE EYE OF THE  
BEER HOLDER.**

**1623**  
BREWING CO.  
ESTABLISHED 2012

**1623**  
BREWING CO.  
ESTABLISHED 2012

**1623**  
BREWING CO.  
ESTABLISHED 2012



We can re-purpose the artwork for almost anything!



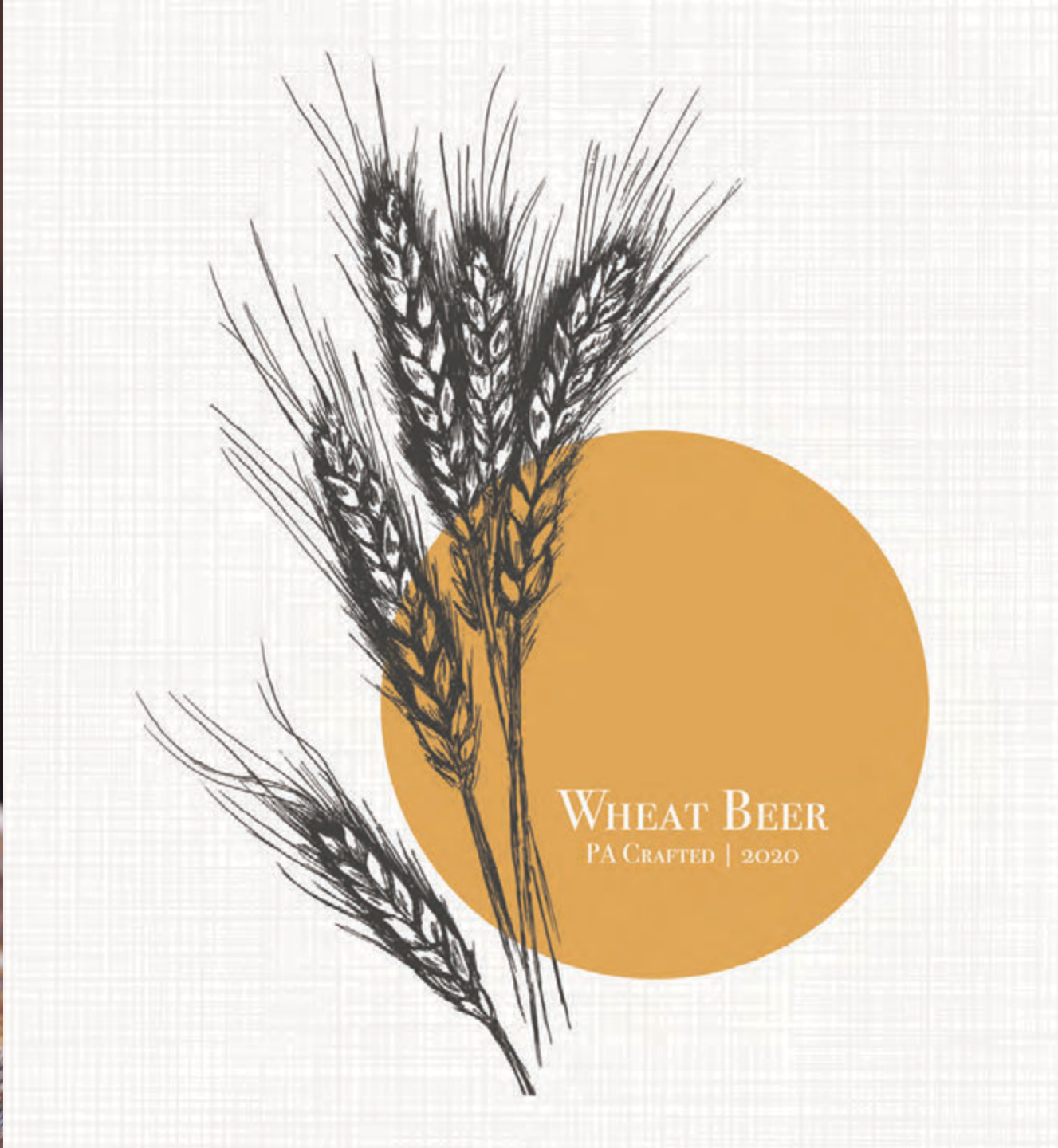














## Frame & Hang Original Signed Art







Drawn by hand

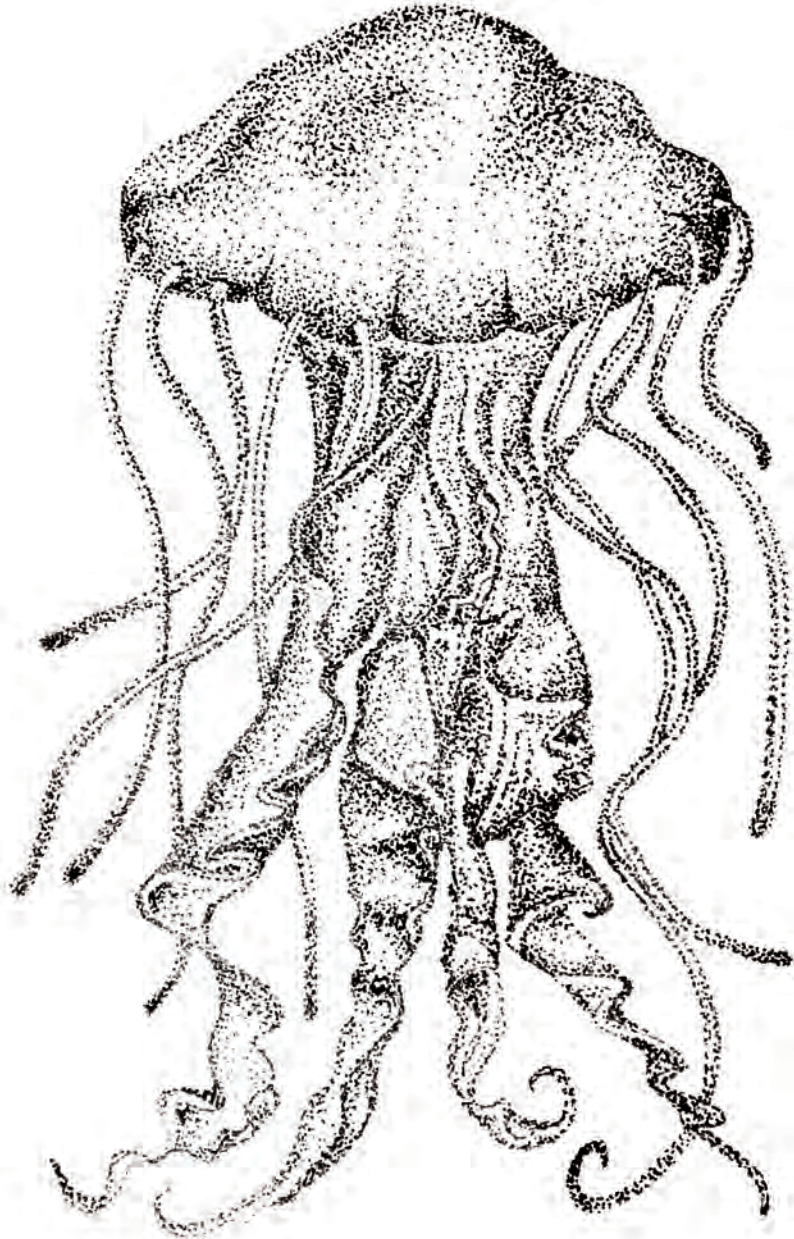






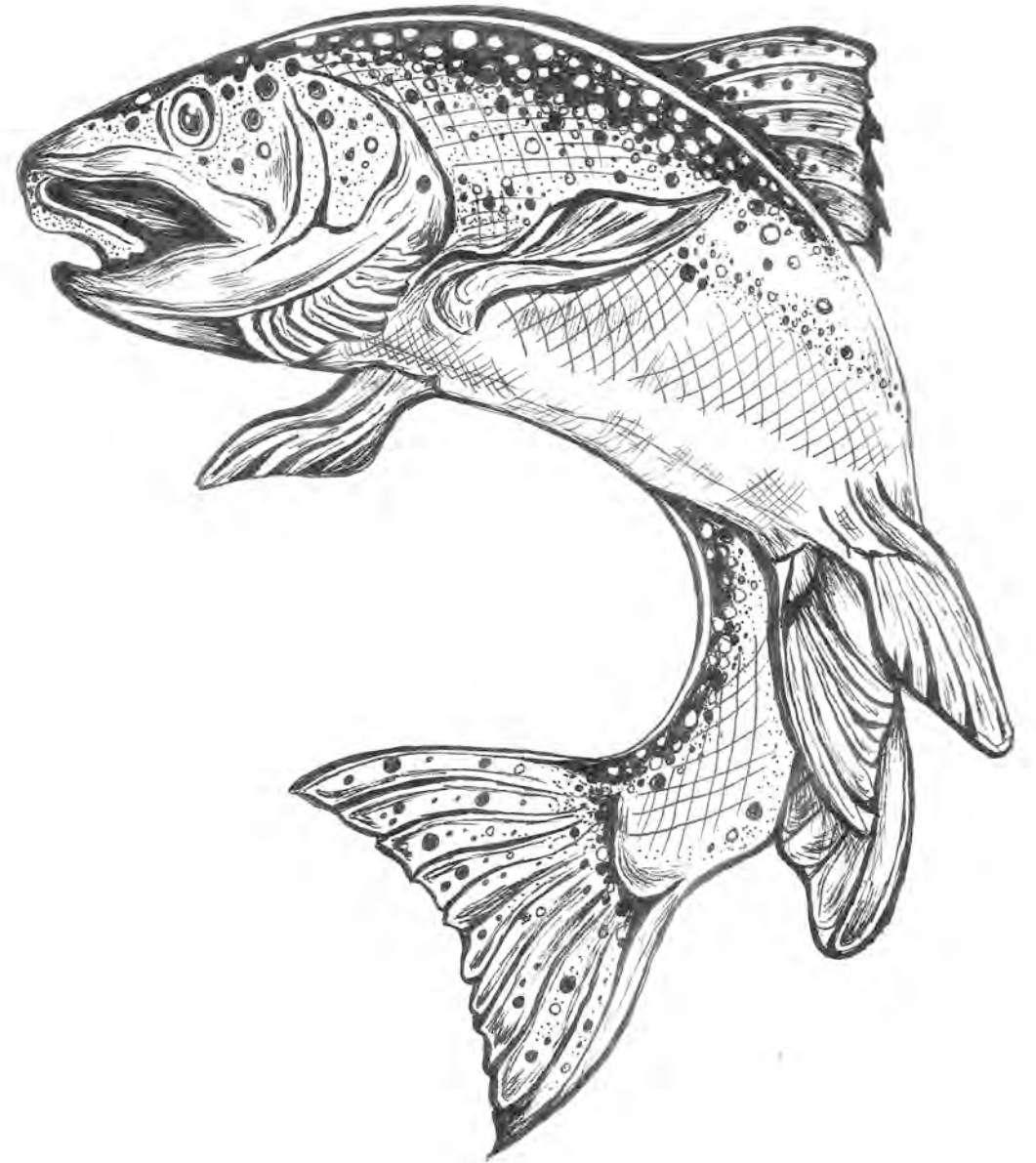


# Stippling – All Dots!





# Hatching & Line Work













# Digital Coloring













I also offer digital art & vectors





























# SOME QUESTIONS TO PONDER...





**DOES YOUR  
LABEL WORK  
AS HARD AS  
YOU DO?**



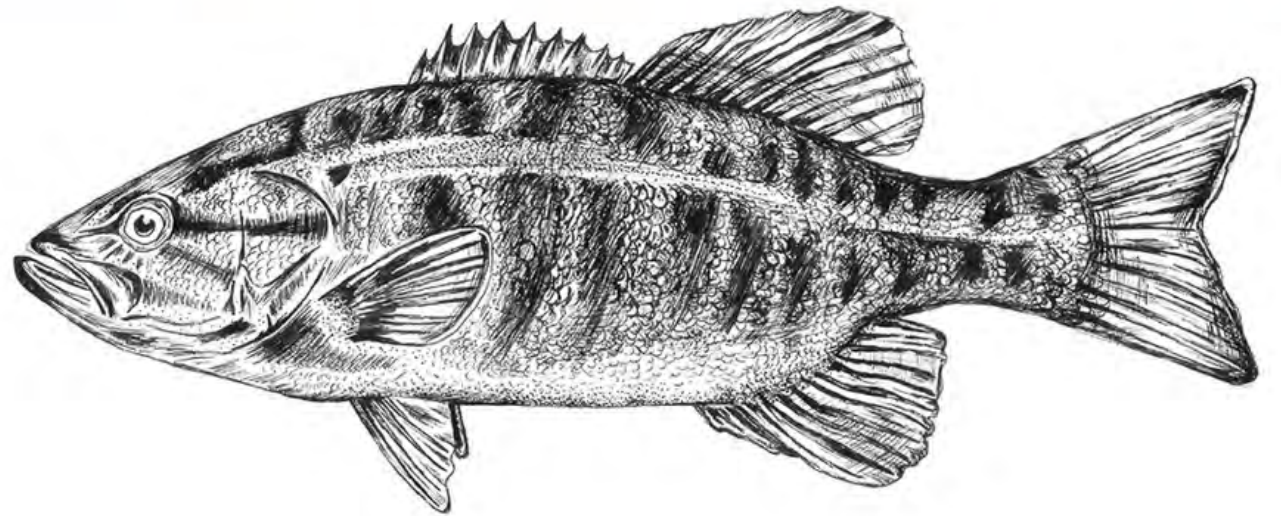


**WHY  
SHOULD  
I BUY YOUR  
BEER?**





**IS YOUR  
LABEL DESIGN  
MEMORABLE?**





**...AGAIN  
WHAT MAKES  
ME  
WANT TO PURCHASE  
YOUR  
BEER?**

**YOUR LABEL'S GOAL  
IS TO CONVINC  
THE CUSTOMER TO PICK  
YOUR BEER OVER THE COMPETITION.**





**DOES YOUR  
LABEL CREATE A  
PHYSICAL  
CONNECTION  
WITH YOUR  
CUSTOMERS?**





# IS YOUR BRAND EASILY RECOGNIZABLE?

- LOGO PLACEMENT
- COLORS
- LAYOUT
- CONSISTENCY
- UNITY FROM CAN TO CAN






**DOES YOUR  
LABEL HOLD  
YOUR  
INTEREST?**







**DOES YOUR CAN  
STAND OUT AMONG  
OTHER BRANDS?**





**FOLLOW ALONG**  
**@HOOTDESIGNSTUDIO**

