

DESIGN GUIDELINES

Design the artwork for our collab beer with Nottinghamshire Wildlife Trust, using the theme “ancient woodlands” as your inspiration.

THE NAME:

Into the Wild

THE THEME:

Ancient woodlands

THE RECIPE:

A wheat beer brewed with U.K. ingredients and subtle spices

THE VESSEL:

Cask, keg and can

The beer will be available cask, keg and can. You can approach this by:

- Creating one design to fit the can label. We will then shrink and edit your design for the cask and keg clip.
 - Creating three separate designs. Your design does not need to be exactly the same on all clips, however all three designs should flow and be clearly identifiable as a set.
-

See the templates on the following pages, if you would like to use them. You can also download these as Adobe Illustrator files. But don't be put off if you are not an experienced designer! If you want to produce a design at A4 size as your submission, go for it! We can work with (almost) anything.

PRACTICAL BITS

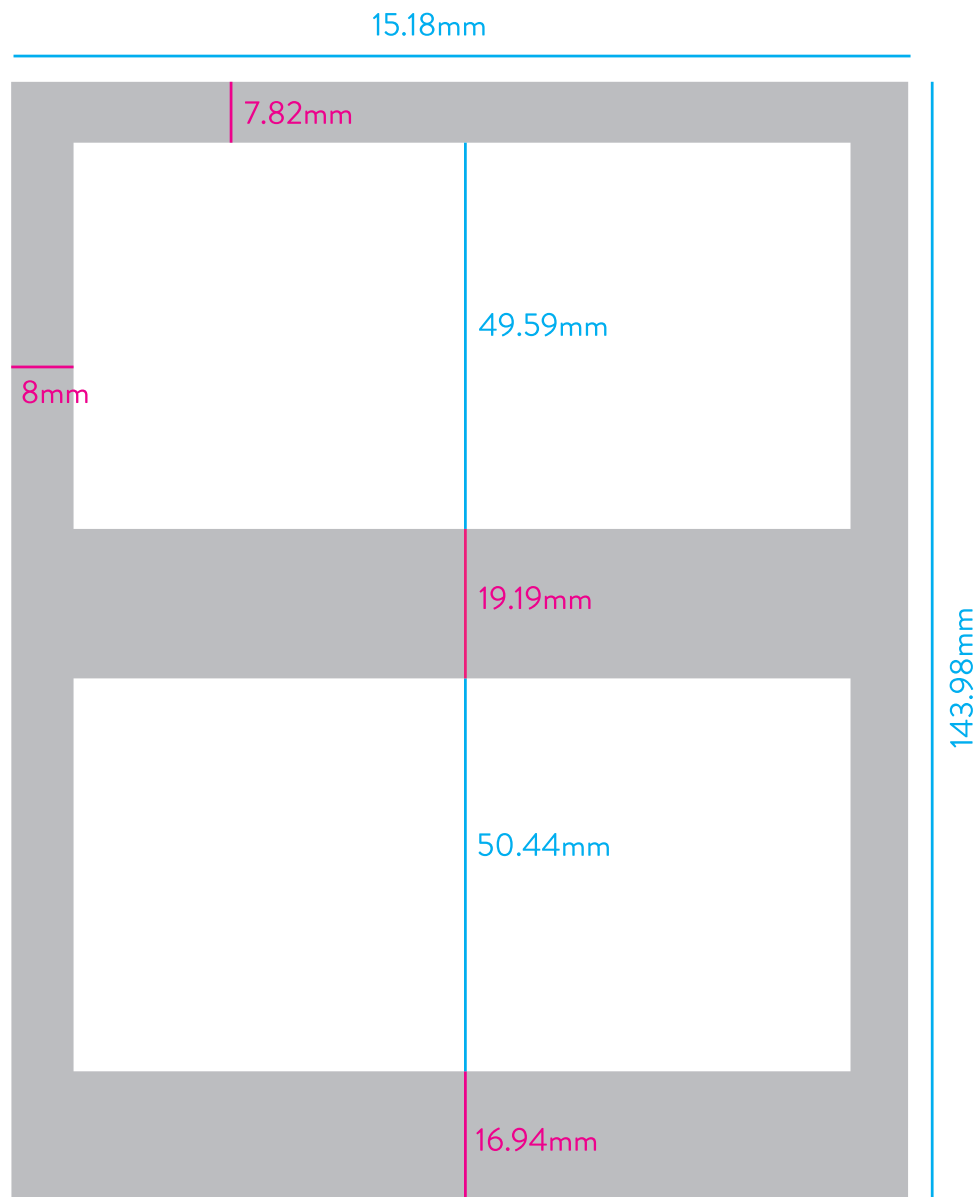
- Please submit your design in PDF., JPEG or AI file types.
 - You can submit as many designs as you want to - go wild!
 - Our head of brand will be in touch to get your design “print ready” and off to the printers.
 - You will be credited as the designer on all labels and clips.
 - Please note that by submitting a design, you are agreeing to the Terms and Conditions of the competition, outlined on our website.
-

CASK CLIP

Measurements for the cask clip are below.

If you are using Adobe Illustrator, you can download a template from our website.

If you are creating your design by hand, you are welcome to use a sheet of A4 paper and we will scale down your image digitally.



THE GREY AREA IS WHERE WE WILL ADD THE BEER NAME, STYLE, ABV AND CASTLE ROCK LOGO.
ANY PART OF YOUR DESIGN THAT FALLS HERE WILL BE COVERED.

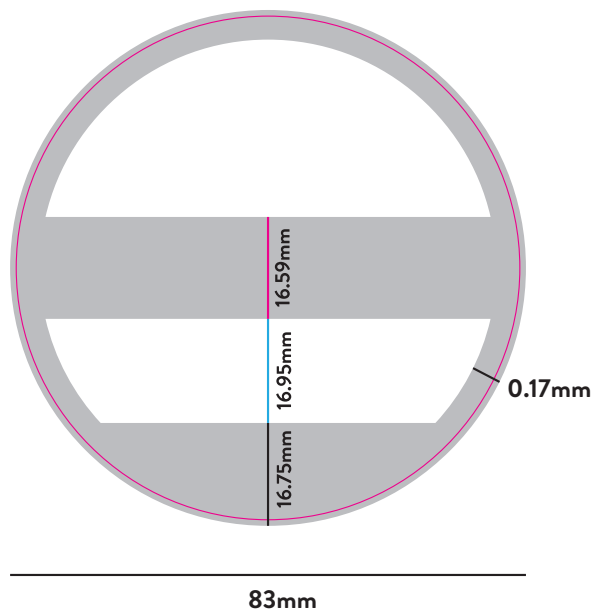
KEG CLIP

Measurements for the keg clip are below.

If you are using Adobe Illustrator, you can download a template from our website.

If you are creating your design by hand, you are welcome to design this artwork at any size larger than 83mm.

We will scale down your image digitally.



THE GREY AREA IS WHERE WE WILL ADD THE BEER NAME, STYLE, ABV AND CASTLE ROCK LOGO. **ANY PART OF YOUR DESIGN THAT FALLS HERE WILL BE COVERED.**

CAN CLIP

Measurements for the can label are below.
If you are using Adobe Illustrator, you can download a template from our website.
If you are creating your design by hand, you are welcome to use a sheet of A4 paper and we will scale down your image digitally.

