



Intervarsity

BREWING & TASTING
CHALLENGE 2024 **brew**

LABEL ENTRY FORM

CONTACT PERSON:

EMAIL:

MOBILE:

BRAND NAME (e.g. Whisperer)

PRODUCT NAME (e.g. Baltic Porter)

DESCRIPTION OF THE BEER STYLE (the label needs to compliment the beer style/taste)

DESIGN OBJECTIVE (what does the label design aim to achieve?)

TARGET AUDIENCE (who are you trying to reach or impress?)

INSPIRATION (what inspired the design, where does the design concept come from?)

FONTS AND COLOURS (describe the fonts and colours used, and the reason for the selection)

WHAT FORMAT IS YOUR LABEL?

Additional comments about the label format:

One label (wrap around) yes no

Separate labels (front and back) yes no

Does your design include a neck label? yes no

LABEL ENTRY FORM

LABEL SIZES (mm):

FRONT (main label)

BACK

NECK

FRONT OF THE LABEL (click to upload an image into the block)

BACK OF THE LABEL (click to upload an image into the block)

NECK LABEL (click to upload an image into the block)

A separate PDF file of the label designs may be submitted, if the blocks are not use to upload graphics.