

# BEER LABEL ENTRY FORM

**CONTACT PERSON:**

**EMAIL:**

**MOBILE:**

**BRAND NAME** (Who)

**PRODUCT NAME** (What? E.g. Lager)

## DESCRIBE THE BEER STYLE

(Please provide a detailed description of the beer style you are submitting, including its flavour profile, key ingredients, and any distinct characteristics. This will help the judges understand the taste and aroma of your beer and allow them to evaluate how well the label design complements the beer's style.)

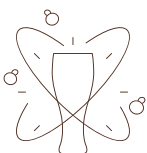
**DESIGN OBJECTIVE** (what does the design aim to achieve?)

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

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

Send your PDF label design at 100% on A4 size, ready to print to

[mkotze@cut.ac.za](mailto:mkotze@cut.ac.za)



**BEER ASSOCIATION  
OF SOUTH AFRICA**

EXAMPLE OF THE JUDGES SCORE SHEET

# LABEL

NO

## LABEL JUDGING SCORE SHEET

JUDGE:

PRODUCT BRAND NAME

BEER CLASSIFICATION

The description of the style of beer will be inserted here...

LEGAL:

16%

(to be completed by the convenor)

Classification (4 mm):

2%

Bottled Date, Sell By Date:

2%

Ingredients:

2%

Barcode:

2%

Alc. Content and Volume:

2%

Storage Instructions:

2%

Manufacturing Address:

2%

Health Warning:

2%

Comments:

This section is pre-evaluated by the label design judges convenor

VISUAL COMMUNICATION:

60%

LABEL COLOURS:

15%

LABEL SHAPE:

15%

TYPOGRAPHY & WORDS:

15%

GRAPHIC STYLE AND IMAGERY:

15%

DESIGN OBJECTIVE

The design objective from the entry form is inserted here, so the judges can better understand the rationale behind your design

PERSONALITY:

12%

Youthful, Excitement, carefree, spirited

Rugged, tough, and outdoorsy

Quirky, challenging the status quo

Sophistication, elegance, luxury

Other

Comments:

The personality will align with your target audience.

DOES IT LOOK THE WAY IT TASTE?

12%

Comments: