



Fermentis
by Lesaffre

T-SHIRT DESIGN COMPETITION INFORMATION PACK



**BREWERS
GUILD**
OF NEW ZEALAND



15 YEARS OF INDUSTRY COLLABORATION

This year represents 15 years since a bunch of breweries got together and decided to work together for the benefit of the brewing industry in New Zealand. Over those 15 years we have produced some amazing tasting beers but have also led the way in design.

At Fermentis we love to gather people together and celebrate the industry, if you have been to any of our Booth parties at Brau Beviale, in Germany you will know. To help The Brewers Guild of NZ celebrate their 15 year anniversary Fermentis is proud to be part creating a design for all attendees to enjoy. Our limited edition T-Shirt will be made available to the attendees at BREWNZ in October 2021.

KEY DATES

T-Shirt Design Competition Launched	Monday, 14 June 2021
Design Submission Deadline	Friday, 16 July 2021
Top Four Designs released for Voting	Wednesday, 28 July 2021
Voting by Membership Closes	Thursday, 26 August 2021

COMPETITION RULES

All entries to the T-Shirt Design Competition will be reviewed by the Judging panel and shortlisted to four(4) entries. To be judged, the submitted artwork must meet all of the design specifications.

The Judging panel will comprise three representatives appointed by Fermentis and the Brewers Guild of New Zealand.

The Judges are looking for entries that best meets the Design Brief.

The final four entries will be distributed to and voted on by the Members of the Brewers Guild of New Zealand.

The winning design will be:

- Printed on limited edition T-Shirts to be provided to attendees at the Brewers Guild's BREWNZ Exhibition and Conference Day in October 2021. The T-Shirts will be available for limited online sales from October.



- The designer will receive recognition and promotion through the Brewers Guild and Fermentis social media channels and at our events.
- The winning designer will also receive a gift voucher to spend \$500 at any one of our brewery member breweries in New Zealand.

DESIGN SPECIFICATIONS

THE SPECIFICATIONS

All designs should be produced as if they are to be printed on the front of a White AS Colour T-Shirt. The design will be printed within the 340mm x 290mm size parameters.

The design may utilise any number of colours and any combination of colours.

Entrants may include the artists signature or mark as part of the design.

REQUIRED ARTWORK FORMATS

- Adobe Illustrator (*.ai)
- Encapsulated Post Script (*.eps)
- Portable Document Format(*.pdf)

COLOUR/FONT FORMATS

- Convert all PMS colours and imagery to CMYK
- Black should be set to VIVID
BLACK= C-60, M-50, Y-50, 5-100
- Convert all fonts to outline

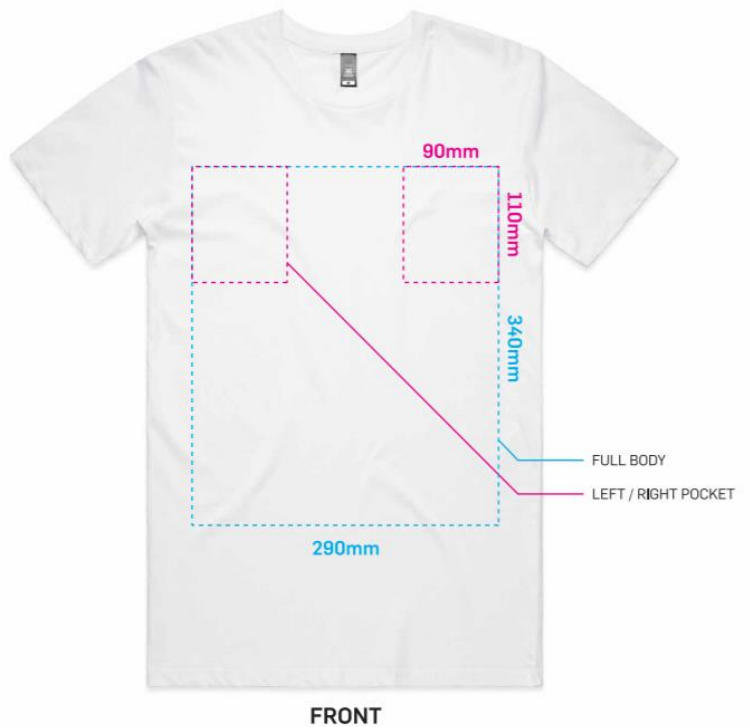
ARTWORK QUALITY

Please ensure maximum reproduction quality – we suggest 300dpi@100% scale.

Please provide at least a 5mm bleed to this artwork file.

DESIGN BRIEF – CELEBRATING QUALITY & CREATIVITY

The vision of the Brewers Guild of New Zealand is that the quality and creativity of New Zealand beer is celebrated at home and around the world. We have come a long way in





the fifteen years since the brewers guild started – but we are still producing high quality beer that pushes the boundaries of creativity. This design competition is all about celebrating that.

With over 240 brewing brands in New Zealand, think small batches, big taste. We have passionate brewers transforming local ingredients into mouth-watering brews. We produce high quality beer that wins awards in New Zealand and around the world – and we do it in some of the most picturesque locations from Northland to Invercargill.

TERMS AND CONDITIONS

By entering a submission to the design competition entrants warrant that they are the owner of the copyright and are submitting their own work. If this condition is breached the entry will be disqualified.

By entering a submission the to the design competition entrants agree that if they are selected as the winning artwork they:

- Grant the Brewers Guild and Fermentis a copyright license to use the artistic work for the purposes of celebrating 15 years of the Brewers Guild. Specifically, they grant the Brewers Guild of New Zealand and Fermentis the right to be able to use, display and publish the winning artwork – including but not limited to on T-Shirts, in Exhibition and Conference material and on social media to promote the win.
- Grant the Brewers Guild the right to retain the artwork imagery as part of the historical records of the organisation.

SUBMISSION

Submit your design entry here: [T-Shirt Design Competition Entry Form](#)

ANNOUNCEMENT & PROMOTION

The Brewers Guild will contact the shortlisted designers by email on or before 28 July 2021 and then the winner will be announced after 26 August 2021. The information provided during the submission process may be used by the Brewers Guild and Fermentis By Lesaffre to promote the short-listed entries and the winner in a range of different mediums including on social media and direct email.