

PROJECT DETAILS

SUMMARY

Left Hand Brewing Company (LHBC), the leader and pioneer in the craft beer Nitro space and internationally recognized for technological advancements in creating a super smooth mouthfeel second to none on the market, is bringing that experience to the non-alcohol space by creating a full-sensory, on-the-go Nitro coffee experience under the new company of Soundwave Nitro Coffee Company (SNCC).

LHBC is issuing a Call for Graphic Designers for a brand logo and 12 fl. oz. can package design system for SNCC. Currently, all packaging artwork for LHBC brands/sub-companies is completed in house. In order to push the boundaries of what SNCC could become, LHBC is looking for fresh ideas. Up to 5 designers will be selected to create a brand/package system, and each will receive \$1,000 for their work.

BACKGROUND

ABOUT SOUNDWAVE NITRO COFFEE COMPANY

Soundwave Nitro Coffee Company will bring innovation and leadership to the Nitro coffee space by creating a full-sensory Nitro coffee experience for the discerning and on-the-go coffee drinker. SNCC always puts quality first, uses the best organic ingredients and amplifies the senses with Nitro. Coming to market in 2022, the brand will debut with 4 coffee options: black, vanilla oat latte, salted caramel, and a rotating seasonal flavor: raspberry truffle. SNCC aspires to be a national brand and available anywhere coffee and ready to drink (RTD) beverages are sold.

BRAND NAME

- A soundwave brings a jolt of energy. Nitro coffee brings a jolt of energy.
- Nitro impacts your sense of sound in ways other products cannot. The crack of the Nitro can is a unique and mouthwatering sound with its own unique soundwave. Speaks to Nitro as a full-sensory experience.
- Connotes making waves in the market, which is what SNCC will do in the Nitro coffee space.
- Integrates LHBC's connection to music and usage of music in beer brand names.
- Soundwaves can carry any type of music/sound and be tailored to your preferred genre, pitch, or beat. Just like our flavor profiles and portfolio. Speaks to diversity and inclusion.

VOICE, TONE, IMAGERY

- Loud, but not boisterous
- Confident, but not cocky
- Smooth, but not flat
- Edgy, but not irreverent
- Elevated, but not out of reach
- Convenient, but not compromising
- Affordable, but not cheap
- Flavorful, but not over sweet



COMPETITIVE ADVANTAGES

- We are leaders and pioneers in the Nitro space, internationally recognized for our technological advancements and for creating a super smooth mouthfeel second to none on the market.
- We know how to create a full-sensory experience for consumers.
- We have superior body and mouthfeel in our coffees.
- We only use organic ingredients.
- We have a well-rounded portfolio that satisfies the desires of:
 - the serious coffee drinker to the entry level coffee drinker,
 - those looking for alt-dairy to those who reach for more traditional options,
 - the calorie conscious to the person looking for a treat.

TARGET AUDIENCE

Coffee drinkers and consumers who gravitate toward the convenience of RTD beverages while not wanting to compromise on the quality or functionality of their beverage.

OTHER READY TO DRINK COFFEE BRANDS

Starbucks, La Colombe, Modern Times, Hot Box Roasters, Dunkin', Black Rifle, Stok

ABOUT LEFT HAND BREWING COMPANY

It all started with a humble homebrew kit and the drive to make better beer. Tired of the same bland and dated choices everywhere, Air Force friends Eric Wallace and Dick Doore set out to make the kind of beer that excited them. A hobby quickly became an obsession and it wasn't long before Left Hand Brewing was born in Longmont, Colorado in 1993. Left Hand believes in forging its own path. When The Mainstream goes right, we go left. When they told us American Nitro beer couldn't be bottled, we invented it. When we say we needed better disaster relief at home after a flood, we started the Left Hand Brewing Foundation. When we wanted to fight with those who fight Multiple Sclerosis, we raised millions and became a National Sponsor for Bike MS. Through it all, we've always been proud of what we stamp our Left Hand of approval on. From new and innovative Nitro beers, to exciting Milk Stout variations and fruit beers, we always strive to brew what's best; what's best for beer, best for you and best for the places we live, work and play. We're not guided by what anybody else is doing. We lead by being damn good people who deliver damn good beer From Our Hand to Yours.

NITRO 101

Nitro is a full sensory experience. One can gaze at the mesmerizing cascade of a thick, pillowy Nitro head, breathe in the captivating aromas, and savor the super smooth mouthfeel of all those tiny nitrogen bubbles. When nitrogen is unleashed to work its magic, it creates a totally unique beverage event. The outcome is a coffee or beer that is lightly carbonated with a creamy texture and smooth flavor profile. Nitrogenation is a great exercise in how changing one parameter of the brewing process can have such a drastic effect on how you experience your drink. In beer, stouts have traditionally been a great canvas for Nitro with their mocha roast and milk chocolate character. Left Hand pushes the boundaries of Nitro, however, with experience in using fruit and other adjuncts that pair well with the Nitro experience. There's always something new in Nitro.



PROJECT DESCRIPTION & REQUIREMENTS

LHBC seeks to work with designers to create flushed out concept directions for the SNCC logo and packaging. Selected designers will create:

LOGO

- Company name is Soundwave Nitro Coffee Company.
 - Soundwave Nitro Coffee Co. is an acceptable alternative for the logo text.
- Logo could just be a wordmark OR have illustration aspects.
- The logo work will need to work in 1 color but may have more spot colors.
- Secondary or alternative logos may be created if applicable for use in can packaging but not required.

12 FL.OZ. CAN PACKAGING LOCKUP (showing practical use through 4 flavors)

- Artwork for each of the 4 flavors should be created based on a single lockup (template). Lockup can have color/typographic/illustration/other differences to allow unique visual cues to notate the different flavors.
- When a consumer sees the package, they should first know that it is a Nitro coffee, and second understand what flavor it is.
- Artwork should stand out from other Ready to Drink Coffee cans on store shelves.
- Artwork can only have up to 6 spot colors.
- Packaging artwork will need to contain specific legal and brand description information. Colors and positioning of this information can be adjusted based on overall package design.
 - An artwork template packet will be provided that contains all required elements.

PROJECT DELIVERABLES

MID-PROJECT CHECK-IN VIDEO CALL (week of 7/19/21)

- LHBC/SNCC will schedule a check-in call to view artwork progress, provide feedback and answer any technical questions.

ARTWORK DELIVERABLES (due by 8/5/21 3pm MT)

- Logo Files
 - At least 2 individual vector logo files: 1 color version using Pantone spot colors; 1 one-color version in black
- 12 fl. oz. Can Packaging Files
 - 4 vector files with accompanying linked fonts/images. One file for each of the coffee flavor packages.
 - Each artwork file may only contain up to 6 spot colors and contain all necessary legal and brand description information.

Although deliverables will only require one check-in video call, the LHBC/SNCC team will be available for other email or call communication throughout the project timeline, if requested by designer.



Details on submitting final artwork files will be provided to selected designers. All logo artwork files will become property of LHBC and SNCC to use, adapt and/or build upon with no required attribution to original designer. Depending on future needs, LHBC and SNCC may reach out to select designers for contracting additional work on the SNCC brand at a later time.

SUBMISSION REQUIREMENTS

Submissions will only be accepted via the online form at: <http://oneteam.lefthandbrewing.com/sncc>

Submissions must include:

- Contact information.
- Link to online portfolio of work.
- Brief written statement on why submitter is qualified and should be selected for this project.
- Link to an online moodboard (Behance, Pinterest, or other site) that collects other color/packaging/imagery/typography work that will inspire you as you create project deliverables for SNCC.
 - *Please do not create any new or custom artwork. The goal of this submission requirement is for the selection team to get an overall feel for the spirit the final deliverables will have.*
- Brief statement explaining choice of visuals provided in moodboard, and how those assets will inspire work on the SNCC logo and packaging artwork.
- Confirmation that submitter is able to provide a W9 form.
- Confirmation the submitter acknowledges and can meet timeline.

DEADLINE FOR SUBMISSIONS

All submissions need to be received through online form at <http://oneteam.lefthandbrewing.com/sncc> by 6/13/21 at 10pm MT.

SELECTION CRITERIA

The LHBC/SNCC team desires to select up to 5 designers with differing and unique approaches on the direction the SNCC brand and packaging can take.

The selection team will consider each submission equitably based on merit of material. Special attention may be given to designers with packaging artwork experience. Moodboard and written statements will be evaluated for thoughtfulness and clarity in communicating direction for the submitter's vision.

All submitters will be notified via email by 6/25/21 regarding their status in the selection process.

BUDGET

Selected designers will each receive a total of \$1,000 for work. Payments will be made by check. A first payment in the amount of \$150 will be mailed on 6/28/21, and the final payment in the amount of \$850 will be mailed to designers upon completion of final deliverables (due 8/5/21) no later than 8/10/21.



SUMMARY OF TIMELINE

Timeline Item	Date	Notes
Distribution of Project Details	5/25/21	Submission process is open from 5/25–6/13/21
Submission Deadline	6/13/21, 10pm MT	Submission form will close, and no more submissions will be accepted
Evaluation Window	6/14–6/18/21	LHBC/SNCC team will evaluate submissions
Notification Process	6/21–6/25/21	All submitters will be notified if or if not selected. Selected designers will need to return a signed contract and provide W9 form no later than 6/25/21
Artwork Template files provided to designers & initial \$150 check will be mailed to designers	6/28/21	Selected designers will receive an Artwork Template Packet
Mid-Project Check-in Video Call	7/19–7/23/21	LHBC/SNCC team will schedule call by 7/9/21 for week of 7/19/21
Final Deliverables	8/5/2021, 3pm MT	Final artwork deliverables due to LHBC/SNCC
Final payment of \$850 will be mailed to designers	8/6–8/10/21	The LHBC/SNCC accounting team will cut checks and mail out no later than 8/10/21

POINT-OF-CONTACT

Submissions will only be received through the online form at <http://oneteam.lefthandbrewing.com/sncc>. Questions concerning Call for Designers may be sent to Britt Freeman at BrittF@lefthandbrewing.com. Please allow up to two business days for a response. No phone calls will be accepted.