



The Milk & Honey Distillery

LOGO DESIGN COMPETITION

The Challenge: Design a logo for one of the most exciting Israeli alcohol projects ever!

The Reward: The winner gets full attribution in our press releases as well as a ₪1000 prize



The Milk & Honey Distillery

It is widely believed that the Scots learned the art of distilling during the Crusades. Once back in Scotland the techniques evolved over time and became what we know today as whisky.

It is now 1000 years after the Scots took a cutting edge technique and turned it into a tradition. At The Milk & Honey Distillery we are dedicated to bringing this Scottish innovation back to its source. The time has come to make a traditional whisky in the Holy Land.

The Milk & Honey Distillery is the first artisan whisky distillery in the land of Israel. The finest ingredients and the most traditional craft will create a whisky with a purer spirit. Some might even call it a holy spirit.

What you need to do:

We have a few ideas to guide you.

Please read our logo design brief on the next page.

Deadline and submission

Send to logo@mh-distillery.com no later than 1st January 2013.



LOGO DESIGN COMPETITION BRIEF

Who is our target audience?

- Whisky fans worldwide, All ages (well, all over 18!), Men/Women

Who are our closest competitors?

- Premium Single-Malt Scotch/Irish Whisky, High-end Bourbon

What type of product do we offer?

- Premium artisan/craft whisky

What is our unique selling point?

- Holy land but its not a gimmick. We are about quality whisky!

What is the exact wording to be used in the logo?

- “Milk & Honey Distillery” [‘Distillery’ can be in a smaller font size]

Where will the logo be used?

- Bottles, General company communications, Website, Press releases, Facebook

Typographic preference?

- Does not have to feel old but try to capture:
- Strong/Solid (but friendly), Clear (but elegant), Proud, Honest
- Is it possible to have a hint of Hebrew looking fonts without being tacky?

Are there any specific images or icons we’d like to include in the logo?

- Successful incorporation of a biblical element/character/person/thing is a plus but not at the expense of sense of quality/strength/pride/cool/authenticity e.g a whisky barrel carried on poles like the ark? But just a thought...
- Can the word ‘Distillery’ fill the bottom of the logo full width?
- Preference for a logo that is wider than it is tall
- Avoid anything that would make Christians or Jews uncomfortable





Are there any specific colours we may want to use?

- The logo should not use more than white plus max 2 other colours
- It should also work well in black and white.
- Surprise us!

Logos we like including what we like about them.

- Strong, clear, easy to read, easy to use different colours,
 - (But perhaps a little friendlier than some of these)



What decides who wins?

Fit with our brief and creative excellence will determine the winner.

Deadline and submission

Standard format e.g. jpeg (size limit 3MB per entry, multiple entries welcome)

Send to logo@mh-distillery.com no later than 1st January 2013.