



Brick Brewery Project Can – Design Brief

Brick Brewery was founded in 2013 when Ian Stewart's home brewing hobby turned into a commercial venture. Brick Brewery has brewed craft beers in the heart of Peckham Rye for nearly three years.

Starting out with an 1,800L production capacity, Brick has now increased to 20,000L, producing a core range of seven diverse beers and three seasonal beers every quarter.

Peckham Platform is a creative and educational charity based in the heart of Peckham. We believe that there can be no art without people and create meaningful and accessible social arts practice for Peckham and beyond.



To commemorate their 200th brew Peckham Platform are teaming with up with Brick to create a bespoke 500ml can. This will be Brick's first can line and will hopefully launch a series of further cans to celebrate other benchmarks in Brick's success. Peckham Pils, Brick's top selling beer, has been selected for this special edition.

Brick maintains a clear and simple brand identity taking inspiration from Art Deco, using clean lines and colour blocking. We will look to keep the brand identity recognizable, maintaining where possible the bold colour banding, however, we wish to allow flexibility to create a design that will stand out in its own right.

The overall dimensions of the label are 163mm by 206mm. The artwork will fill to the dimensions however we will need to overlay specific and necessary consumer information on the can. There may be a process of refining and reworking of the submitted design that will take place between the selected artist and the Brick. The selected design must be completed and ready to go into production no later than October 21st 2016.

One submission per person; submissions must include a design 163mm by 206mm, in CMYK 300dpi JPEG format and completed application and equal opportunities monitoring forms.

Copyright of the final design will belong to Brick.

Application forms can be downloaded from <http://www.peckhamplatform.com>

Designs to be submitted by email to info@peckhamplatform.com by 5pm on Monday October 3rd 2016 along with completed application and equal opportunities monitoring forms.

£250 will be paid upon receipt of an invoice issued on completion of a print-ready design by the winner of the competition, received no later than October 21st 2016.