



Colorado State University College of Business 50th Anniversary Commemorative Beer Name and Label Contest Rules and Application Instructions

Thank you for your interest in the CSU College of Business 50th Anniversary Commemorative Beer Contest!

We are very pleased to be collaborating with CSU fermentation science students and Odell Brewing Company to brew a special beer that will be available at the Ramskeller and Odell Brewing Company tap room on Homecoming and Family Weekend (October 6-8).

Additionally, we are excited to be partnering with Nielsen, the consumer insight company, to test up to four beer name/label design concepts for the bomber bottle. The insights we gain from its consumer testing will help us select the winning name/label. This is a wonderful opportunity to showcase your creativity and talent. The winning design will be featured on the 22-ounce bomber bottle, homecoming T-shirt, poster, coaster, and beer glass.

Below is the complete set of rules and instructions.

Rules & Application Instructions

1. Must incorporate the words College of Business 50th anniversary or the 50th anniversary logo into the label art or story around this beer.
2. Individuals or teams can submit. Each team must have at least one College of Business or CSU student or alumnus on their team. Maximum of 3 team members.
3. Label art must be in the Odell Brewing Company style (and designed using vector-based software or raster software with a resolution of 300 DPI at the final size). The design will be affixed to a 22-ounce bomber. You have two choices of templates to use – one that already has a copy of the 50th Anniversary logo ([Adobe Illustrator template with logo zipped file](#)) or one that doesn't ([Adobe Illustrator template without logo zipped file](#)). Either template can be downloaded from the College of Business [50th Anniversary commemorative beer webpage](#).
4. Teams must upload a jpg of their design concept on the online application. Jpgs must be at least 1200 px wide. Maximum file size is 10MB. Please name your file with the last name and first initial of your team leader.

5. The students whose concepts are selected for the Nielsen concept test concept will have the opportunity of working with Odell Brewery graphic designers in making final refinements to their design.
6. Any use of CSU logos must adhere to [CSU's graphic standards](#).
7. A creative brief is provided below. A review team including College of Business Dean Beth Walker and Doug Odell will select 1-4 design concepts using these criteria:
 - a. The degree to which the design reinforces the CSU College of Business brand and key messages.
 - b. The degree to which the design is appealing/likeable.
 - c. The degree to which the design is preferred by CSU College of Business target groups.
 - d. The degree to which the design is consistent with the specified brand personality.
8. The selected design will be reproduced on T-shirt, coaster, poster, beer glass and the 22-ounce bomber bottle.
9. **Deadline: Complete the [online entry form](#) and upload your design concept by 11:59 p.m. on Sunday, July 17, 2016.**
10. Students whose design is selected will be notified on July 25. They will need to be available to confer with the Odell Brewing graphic design team between July 26-28 and deliver the final design on July 29.
11. Entries that do not comply with these instructions will not be accepted.
12. Terms and Conditions: Submissions will become the property of CSU College of Business. By virtue of submitting an entry, any and all individuals associated with application team agree to the following: *Applicant(s) has, at the request of CSU College of Business (COB), created marketing materials for COB as follows: beer name, beer story, and label design concept (the "Works"). Applicant(s) has agreed to grant and hereby grants COB a perpetual, royalty free, non-exclusive license to Applicant's right, title and interests in the Works, including without limitation, the right to: (a) print, publish, display, duplicate or modify the Works, in whole or in part, worldwide; (b) in any media now known or hereafter developed; and (c) without any obligation to account to Student for any royalties or like payments received. In consideration of the grant, COB agrees to acknowledge Applicant's authorship if and where appropriate in COB's use of the Works.*
13. Any questions can be directed to: karen.klein@colostate.edu or melissa.leathers@colostate.edu or christine.chin@colostate.edu.

Creative Brief

Background: Over the past 50 years College of Business alumni and faculty have made significant contributions to business not only in Colorado but around the world and, more importantly, in people's lives. Throughout 2016 we are celebrating this golden anniversary and hope to Remember, Reconnect, and Re-engage our alumni, faculty and staff, and current students.

To commemorate and celebrate the 50th Anniversary of the CSU College of Business, the COB, CSU Fermentation Science students and Odell Brewing Company will be brewing a Colorado Golden Ale with Fort Collins Troubadour malted barley, Colorado State University-grown Centennial and Cascade Hops, Colorado clover honey, and Fort Collins sugar beets. We invite COB and CSU students and alumni to submit a design concept to adorn the bottle, poster, coaster, glasses, and t-shirt.

Communications Objective: Inspire and encourage CSU College of Business alumni and emeritus faculty and staff to remember, reconnect, and reengage with the College because they believe the COB transforms lives.

Target Audience: COB alumni, emeritus faculty and staff; secondarily, current faculty, staff and students especially those who appreciate beer and who are engaged or want to engage with the COB and/or CSU.

Promise: Over the past 50 years College of Business alumni and faculty have made significant contributions to business not only in Colorado but around the world and, more importantly, in people's lives.

Personality: Purpose-driven; fresh, but experienced; strong work ethic

Deliverables:

- **Beer name.** Beer name, style, and story about the beer should reinforce or play off one another.
- **Label design.** Please use the Adobe Illustrator templates as provided on the [50th Anniversary commemorative beer web page](#). The templates are sized to the correct specifications. Several bomber labels are shown at the end of this document to demonstrate the range of creativity on labels. The words College of Business 50th anniversary or 50th anniversary logo must be incorporated into the art or the story on the label.
- **Story behind/about the beer.** Label must incorporate the College of Business 50th anniversary into art or the story around this beer.

College of Business 50th Anniversary Brand and Messaging Strategy

The CSU College of Business (COB) is among the top 50 accredited business programs in the country in both undergraduate and graduate programs. The College educates nearly 6,000 undergraduate and graduate students annually, and the number is expected to grow. The COB is the #1 business school choice among Colorado's high school graduates. Our faculty are in the top 20% of peer schools in scholarly research. Business students compete and win regional and national competitions; 90% receive job offers within 90 days of graduation. Our graduate programs are the number one choice among Colorado's business professionals. Our more than 27,000 graduates have started thousands of companies, making a difference around the world, proudly proclaiming "Born at CSU Business." We are pioneers in education with the first accredited distance program in the U.S.

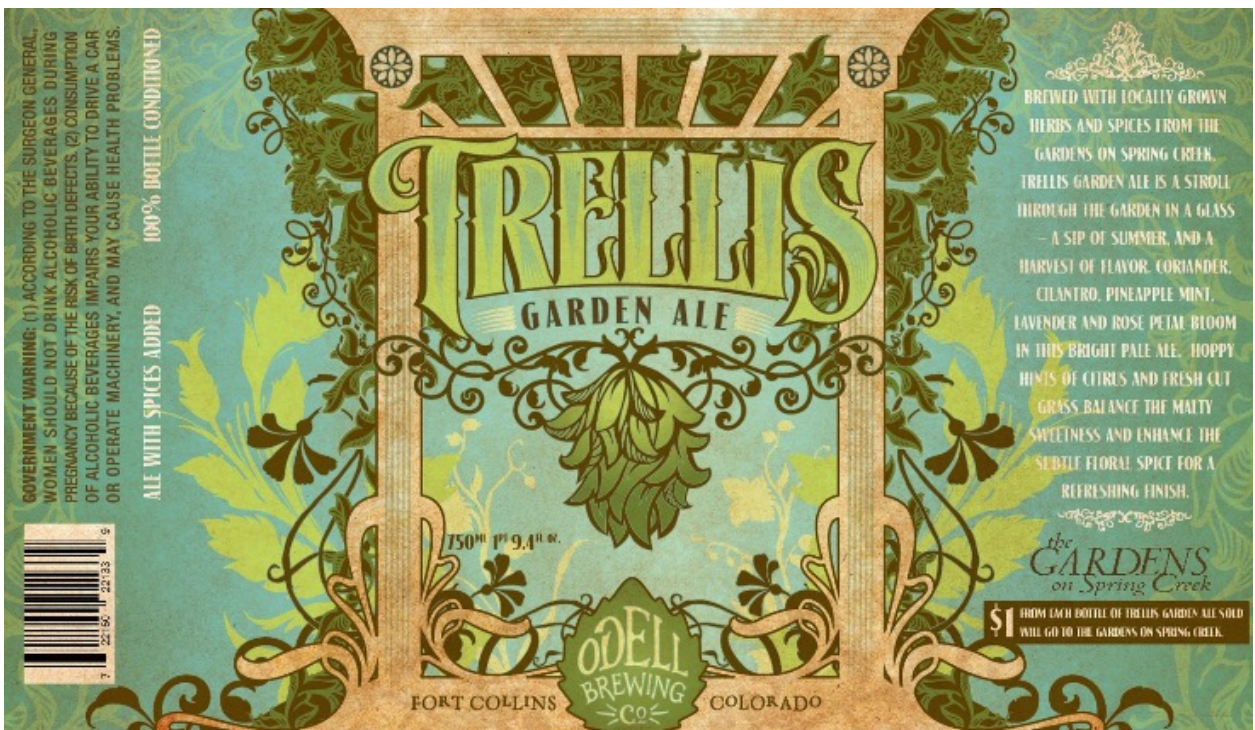
Our brand revolves around the concept of "Transforming Lives" and "Making a Difference."

Our key messages revolve around three key themes:

- a. Access: The COB has high admittance standards but as a land grant university we provide access to students from all walks of life and help them achieve their dreams.
- b. Excellence: We have outstanding degree programs and non-degree programs recognized by 3rd parties and by students. Our faculty have been recognized by their peers for excellence in their research fields and for their teaching skills. College of Business staff have also been recognized by peers and by students for cultivating an excellent student experience.
- c. Impact (to local or global communities): We have outstanding alumni who have had major success in business and contributed to the betterment of their employees, customers, and beyond. We have outstanding alumni who have had transformed the lives of individuals or groups in the community. We have outstanding faculty whose research has impacted businesses. We have staff who have changed students' lives for the better.

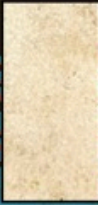
Label Design Examples:





GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.

ALE BREWED WITH APRICOTS PLEASE RECYCLE 100% BOTTLE CONDITIONED



5C Exchange:Iowa

Zard-Alu

SOUR APRICOT

6.8% ALCOHOL
% BY VOLUME

750ML 1PT 9.4FL OZ



FORT COLLINS

COLORADO

APRICOTS ARE THOUGHT TO BE NATIVE OF THE PERSIAN TERRITORY, WHERE THEY WERE COMMONLY REFERRED TO AS A ZARD-ALU. THESE PRECIOUS STONE FRUITS WERE SO HIGHLY REVERED THAT THEY WERE OFTEN USED AS A COMMODITY IN THE MARKETS. THE STONES WERE NOT TO BE WASTED, MUCH LIKE THIS BREW. APRICOTS SHINE BRIGHT, WHILE PEACH AND PEAR-LIKE FLAVORS MINGLE IN THE BACKGROUND. AS BRETTANOMYCES AND LACTOBACILLUS CREATE THE TIC THAT BINDS ALL THE COMPONENTS, THE END RESULT IS A COMPLEX ALE THAT IS PLAYFULLY SOUR, LIGHT, AND REFRESHING.