

SIBA Independent Beer Awards

Winners' Badges:

Marketing Advice & Guidance

Intro to New Designs

The Awards Logos (aka stamps, badges etc) have been redesigned to match SIBA's current branding and simplified to make them easier to use in a range of different ways. In particular the small pack badge has much less detail to allow it to be incorporated more easily into your artwork.

Marketing enquiries:

This quick-guide has been put together by SIBA's PR & Marketing Manager Neil Walker, if you have any questions regarding these logos and their use in artwork, or any other design & marketing queries, then please email neil.walker@siba.co.uk

Competition enquiries:

For enquiries regarding the SIBA Independent Beer Awards (both regional & national) please email Beer Competitions Organiser Siobhan McGonigle on beercompetitions@siba.co.uk

Please Note: The graphic examples shown in this booklet are mockups which are presented for illustration purposes only and may not show current award winning products.

Purchasing Pumpclip crowners

SIBA has paid for the award pump-clip crowners to be designed but if you would like to purchase some of these, which are 9cm x 9cm, then two Supplier Associates can provide them, these are:

- [Colorsan - 01283 511127](mailto:Colorsan@colorsan.co.uk)
- [Jarballs - jamie@jarballs.com / 07901 654641](mailto:jamie@jarballs.com)

Jarballs can supply these in different formats and quantities. The smallest order of 100 can cost you as little as £100, but they can also offer very competitive prices for larger requirements for the bigger SIBA member e.g. 5,000 starting at around £280



Pumpclip Crowner - Usage Guidelines:

- Only beers which have won official SIBA Independent Beer Award Regional or National prizes can use these crowners
- You must be a current SIBA member to use
- The year, category or other details **must not** be changed in any way. e.g. If the beer wins a more recent award a **new** pumpclip crowner should be ordered.
- Awards are given for a specific beer within a specific dispense category (cask, keg, smallpack) and are not interchangeable. i.e. if a beer wins a SIBA small pack competition then the same beer in cask cannot display a pumpclip crowner, it must win its own award outright.

Smallpack (Bottle & Can) Award Stamp

These award 'stamps' should have been sent to you following you winning a SIBA award, if you have not received your award stamp or need a different format for inclusion in your artwork then please email beercompetitions@siba.co.uk



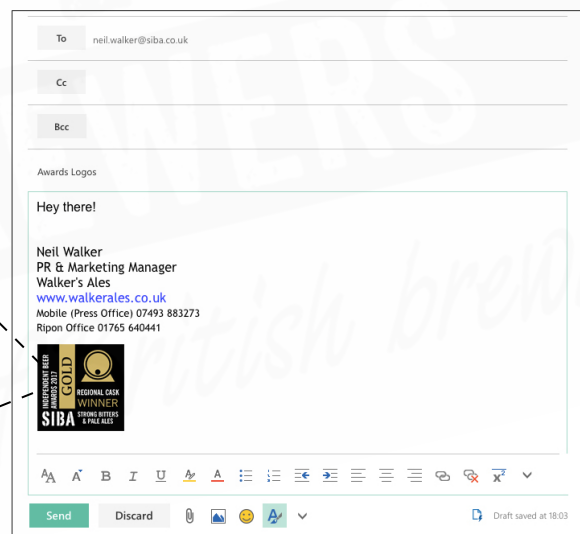
Smallpack (Bottle & Can) Award Stamp - Usage Guidelines:

- Only beers which have won official SIBA Independent Beer Award Regional or National prizes can use the Award Stamp
- You must be a current SIBA member to use
- Awards are given for a specific beer within a specific dispense category (cask, keg, smallpack) and are not interchangeable. As such these Awards Stamps should not be incorporated into cask or keg pumpclip artwork. SIBA competitions judge bottles and cans together (smallpack) but we would encourage brewers to use the winners logo on the format (can or bottle) which you won with in the competition.

Awards Web Graphic

The below is designed to be used on the product pages of your website next to beers which have won SIBA awards, but may also be useful for email footers and other applications. If you require something different or need some advice on how best to use then don't hesitate to drop our PR & Marketing Manager Neil Walker a line on neil.walker@siba.co.uk

Website Product Page



Award Web Graphic - Usage Guidelines:

- Only beers which have won official SIBA Independent Beer Award Regional or National prizes can use the Award Stamp
- You must be a current SIBA member to use
- Awards are given for a specific beer within a specific dispense category (cask, keg, smallpack) and are not interchangeable. As such these Awards Web Graphics should only be used on the product page relating to that specific beer and not across a range of formats.