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ANALYSIS AND INVOLVEMENT OF STYLISTIC PARTICULARITIES REGARDING THE CREATION OF BEER LABELS

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The article presents a descriptive analysis of the various styles specific to the design of beer labels, which also shows some current trends that target the given field. Thus were determined the most popular styles and their features being presented examples of famous brands. The aim was to establish the most remarkable and impactful visual communication strategies for the author's elaboration of new concepts of labels for beer sp ecific to an existing company from Republic of Moldova. Therefore, the elaborated design is characterized by the approach of the typographic and authentic style that contributes to highlighting the promoted product among the existing product range.
__Key words:__ labels, style, design, typography.

INTRODUCTION

The beer label originated in the late nineteenth century in Western Europe [1], for this reason, the tradition of beer labeling in the West is huge. Trends in design are varied and are manifested in the multitude of styles, currents, non-standard approaches. This work focuses on identifying styles in the field of beer labeling, as well as analyzing outstanding examples of labels.

PURPOSE

For Republic of Moldova these aspects are necessary in order to aesthetically diversify the beer labels of an existing brand through original elements and special stylistic features.

RESULTS AND DISCUSSION

There are many styles known in the design, but in accordance with modern trends, beer labeling styles have been defined and classified. Thus, Table 1 shows the styles used on beer labels.

By the result of the analysis of stylistic approaches to beer labels, a series of labels was developed for an existing company from Republic of Moldova. The aesthetic concepts of beer labels are presented in Figure 1.

Taking into account the trends in the design of beer labels, it is proposed to introduce a typographic and authentic style to emphasize the origin of the manufacturer, and at the same time give the label new and original style shades. To emphasize the geographical origin of the manufacturer, a graphic image of the map of the city in which the plant is located was used. In this context, the stylized map used in the design of beer labels is shown in Figure 2.

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Table 1 – Stylistic features of beer labels

Stylistic features	Examples
1	2
1. Geometric and ornamental style Popular ornaments in beer design are geometric ornaments, creating a sense of strict order [1].	[1]
2. Illustrated style The illustration is distinguished by a special approach to images. Illustrations can be graphic, monochrome, color, plastic, stylized or real, like some drawings.	[1]
3. Pop art style Many beer brands are visual elements that connect beer with rock music, science fiction films, fashion, tattoos and any other [1].	[1]
4. Minimalist style. Minimalism involves the elimination of additional design elements, the bold use of empty space, allowing the elements to breathe and stand out [1].	[1]
5. Authentic style Authentic images suggest letters resembling Baskervilles patterns, hand-made drawings, artisan elements [1].	[1]
6. Authority style The church, the crown and the state have been associated with brewing since the Middle Ages. Accordingly, the visual language contains: coats of arms, signs of approval, images of monasteries, a lot of gold [1].	[1]
7. Animal style. Animals can evoke character traits, the personality of the brewery or the people behind it [1]. This category includes images of animals, birds, insects, etc.	[1]
8. Typography style Sings marks – elegant font, sans serif – standard and concise, curved – give special significance, handwritten font – authentic value and other features that affect the aesthetic aspect of the label.	[1]

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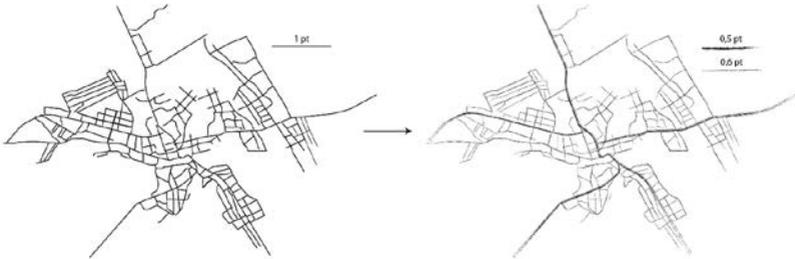
Fig. 1. Designed beer labels

Fig. 2. Implementation of the stylized map for concept of labels

In order to obtain a harmonious composition, in which both typographic, graphic, and color elements are involved, they resorted to the use of accents and compositional construction of plans. Thus, the central element consists of hand-stylized fonts indicating the strength of beer. The second plan refers to the name of the beer, where sans-serif fonts were used, and the third plan shows the beer variety, which is italicized. The consumer perceives the hierarchy of information in the way it is presented in Figure 3.

For a quick and easy selection of beer for consumers, the color of the labels were assigned associations with the beer variety, so the color scheme was obtained: yellow, blue and red.

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Fig. 3. Hierarchy of information on the label of Grand Gold

CONCLUSIONS

The evolution of beer labeling has revealed a wide variety of trends, approaches and styles in design. Among the most common styles, such as minimalism, pop culture, typographic style, authentic value currently occupies a special place. Thus, a series of beer labels was created, the aesthetic concept of which combined the strong characteristics of various styles that have an increased impact on consumers. Consequently, new labels can attract new consumers, which will help increase the profits of the company.

REFERENCES
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