

RITZENHOFF

2023 PROJECTS
HELDENFEST
16 | MAI | 2023



HELDENFEST

„DARK TREND WORLD“

The „DARK“ trend world is designed to appeal primarily to MALE target groups, as well as to INDIVIDUALISTS with good earnings and taste. The product world forms a HIGH-QUALITY assortment adapted to the target group's MOMENTS OF ENTHUSIASM.

The product world is MODERN, FUNCTIONAL AND DETERMINED. However, it also includes STATEMENT PIECES when dedicated to the special occasion and high-quality beverages.

The potential target group buys the products THEMSELVES only in small proportion, but they are REGIFTED by wife, girlfriend or acquaintances. The gifted men, have a sense of pleasure and appreciate GOOD DRINKS and have DESIGN ASPIRATIONS.

They do not necessarily need the products, but are happy about USEFUL GIFTS that fit their high-quality life-style. The colour palette and designs of this style world are DARK, MYSTICAL, DRAMATIC and contrasting, used primarily for special moments with friends, or for a special drink. Selected, haunting illustration styles dominate the decors and define a collection.



OVERVIEW TARGET GROUP | DARK TREND WORLD

TARGET GROUP



RITZENHOFF

TREND WORLD: DARK

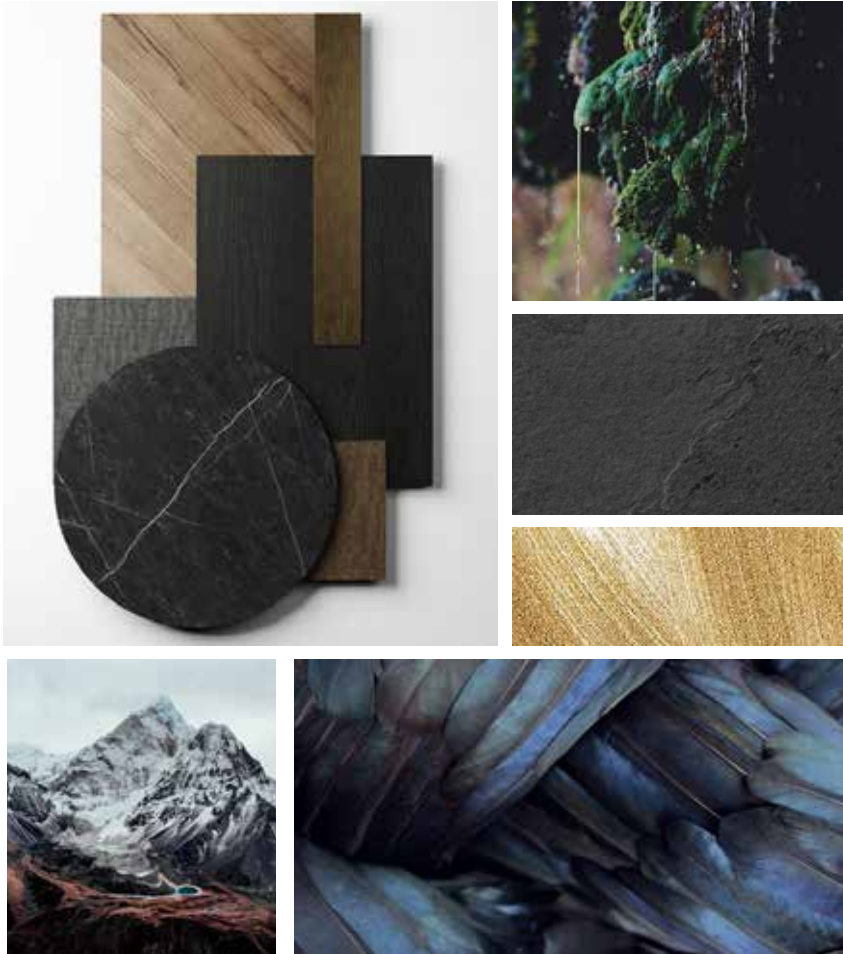


EXAMPLE

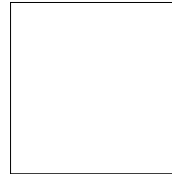
EXAMPLES FROM THE
CURRENT PORTFOLIO:



TREND WORLD | COLOURS GUIDELINES



BASIC COLOURS



WHITE



BLACK

ACCENT COLOURS



PANTONE 7545 C

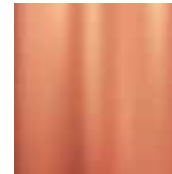


PANTONE 403 U



PANTONE 7622 C

METALLIC COLOURS:



COPPER

PLEASE NOTE A **MAXIMUM OF 4 COLOURS** SHOULD BE USED AT ANY TIME





BARBER STYLE

HELDENFEST | BARBER STYLE

TIGHT JEANS, GROOMED BEARD, MOUSTACHE, UNDERCUT, TATTOOS UND STYLE





BBQ

HELDENFEST | BBQ

GRILLING WITH FRIENDS, BEER, OUTDOORS, FIRE AND FLAMES, BBQ INGREDIENTS, TYPOGRAPHY



DARK



TYPOGRAPHY



GRILLING



CARTOON





BEER INSPIRATION

HELDENFEST | BEER INSPIRATION

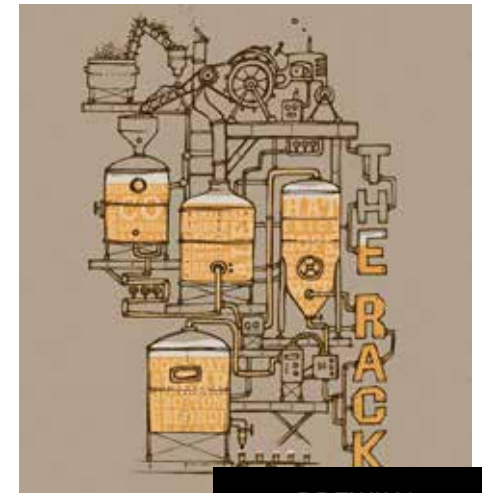
HOPS AND BARLEY, THE BEER BREWING PROCESS, BEER AND WHAT COMES WITH IT, TYPOGRAPHY



TYPOGRAPHY



HOPS AND BARLEY



BREWING



TECHNICAL GUIDELINES:

- + THE GLASS IS DECORATED BY DIRECT PRINTING AND THE COLOUR IS THEN FIRED.
- + A MAXIMUM OF 4 COLOURS CAN BE USED SIMULTANEOUSLY
- + TO AVOID REGISTER INACCURACIES, THE LINE WIDTH SHOULD NOT BE LESS THAN 0.4 PT (= 0.141 MM).

NON-FEASIBLE EFFECTS:

- + ENGRAVINGS
- + TEXTURES
- + COLOR GRADIENTS
- + TRANSPARENT COLORS

GENERAL INFORMATION:

TECHNICAL DRAWINGS:

YOU WILL FIND THE UNWINDING FOR THE BEER- AND THE SHOTGLASS ALONG WITH PICTURES FOR MAPPING ATTACHED.

FILE FORMATS:

PLEASE NOTE THAT WE CAN ONLY PROCESS VECTOR FILES. FINAL ARTWORK MUST BE SHARED IN BOTH:

- + ADOBE ILLUSTRATOR
- + ADOBE / VECTOR BASED PDF

TYPOGRAPHIC SOLUTIONS:

PLEASE NOTE THAT IF TYPOGRAPHIC ELEMENTS ARE CREATED THEY MUST HAVE INTERNATIONAL USAGE CAPABILITIES. ALSO, PLEASE KEEP IN MIND THAT FONTS MUST BE CONVERTED TO PATHS OR BE EMBEDDED TO THE FILES.

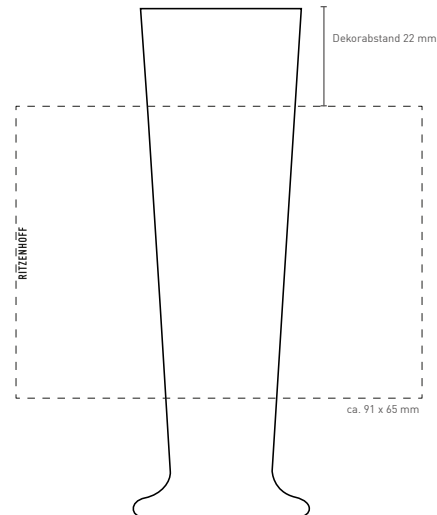


PRINTING AREA GUIDELINES:

- + RITZENHOFF'S LOGO POSITION IS FIXED IN SIZE AND POSITION, PLEASE TAKE THIS INTO CONSIDERATION WHEN WORKING YOUR DESIGNS INTO THE TEMPLATE.
- + ALL ARTWORK LOCATED IN THE BLUE AREA MUST BE MADE OF PRECIOUS METAL. PLEASE KEEP THIS IN MIND WHEN DEVELOPING YOUR DESIGNS.
- + PENDING FINAL ARTWORK AND ITS FEASIBILITY FOR MACHINE PRINT, WE RESERVE THE RIGHT TO REVISE THE PRINTING AREA.

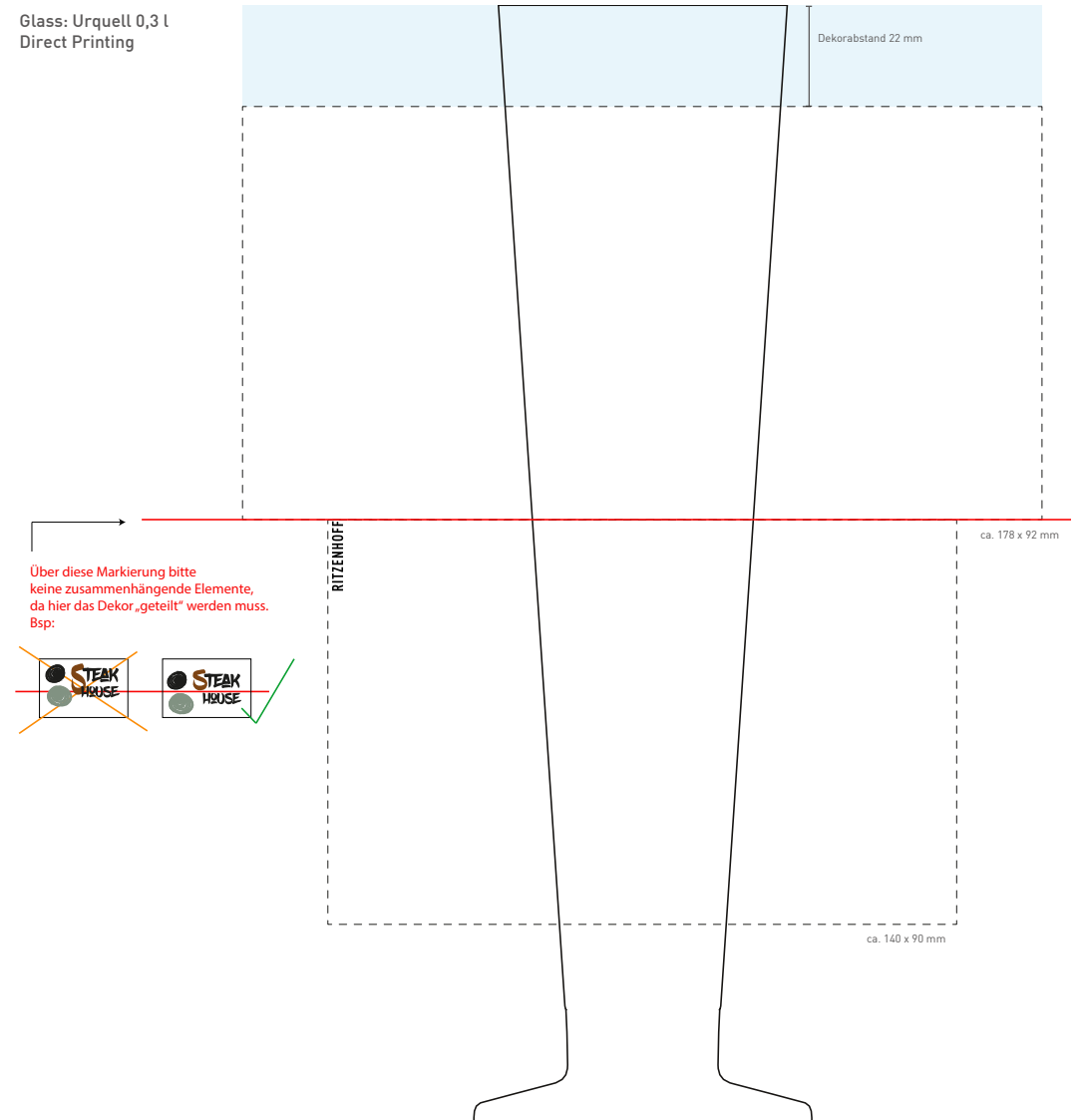
RITZENHOFF

Glas: Urquell mini
Direct Printing



RITZENHOFF

Glass: Urquell 0,3 l
Direct Printing



GENERAL PROCEDURE:

- TIMELINE

BRIEFING -

FIRST DRAFTS (DIFFERENT IDEAS TO BE PITCHED)

FINAL DRAFTS

FINAL DESIGN (PENDING PRODUCTION APPROVAL)

SAMPLING

PRODUCTION

- CONTRACT SIGNING

- SOCIAL MEDIA

- PACKAGING FEATURE (CV AND PORTRAIT)

- SAMPLE PACK

- PRESS KIT WITH IMAGES AND PRESS RELEASE TO BE SHARED AND USED BY ARTISTS

REMUNERATION

THE FINANCIAL SETTLEMENT IS PROJECT-RELATED AND INDIVIDUAL.



RITZENHOFF