



YAZOO



ARTIST COLLAB BRIEF

Living a YAZOO life

Sometimes life can get too serious. Everyone wants you to grow-up when you just want to get-down. They restrict with the responsible when you want to frolic with the frivolous.

We believe you shouldn't have to choose. With YAZOO milk drinks, goodness doesn't have to be sensible. And wholesome doesn't need to be humdrum.

YAZOO is an irresistibly delicious drink that brings together all the goodness of milk with all the fun of flavour. So, drop the boring and go bananas; give in to the strawberry madness.

Get out and see life from a lighter perspective. Whenever and wherever the impulse takes you. YAZOO. Shake it uuuuuuppppppp!

YAZOO Guzzlers

We have a wide range of wonderful people that enjoy YAZOO. Almost half are women, almost 50% are men, and they are from all sorts of backgrounds, beliefs, cultures and ages. It is important to note that our core range is for adults and therefore your artwork shouldn't feel like it's for kids (it's different for our kids range...which, is, well you know...for kids).

Our Personality

When we ask our friends to describe us, they use words like:

- Quirky
- Optimistic
- Smart
- Confident
- Inclusive

They also call us delicious, but that's more a matter of taste than a personality trait.

The Brief

Create an **original** piece or pieces of art that can be used on limited edition cans of Choc Mint AND Choc Caramel YAZOO, and lots of other stuff. As the existing packaging for the two flavours come in two very different colourways the artwork will need to be supplied as either:

- The same design, presented in two distinctive colourways, or
- Two unique pieces of design, in two distinctive colourways.

The design can have a **maximum of 8 colours**, one of which must be white, one must be blue (for the YAZOO logo), and two must match the flavour colours detailed below (i.e. Brown and green for Choc Mint, and brown and caramelly yellow for Choc Caramel). Unfortunately, due the printing limitations for cans, you can't 'mix' colours to create new colours (e.g. can't mix red and yellow to create orange) or mix with white to create half tones. If, in your artwork, you want to use 3 shades of brown, then that counts as 3 colours.

As well as the limited edition cans the artwork will be used on merchandising material (including but not limited to apparel, accessories, stationery, gift items and footwear), in advertising (physical and digital) and on display material. Basically, it's going to be used on heaps and heaps of things.

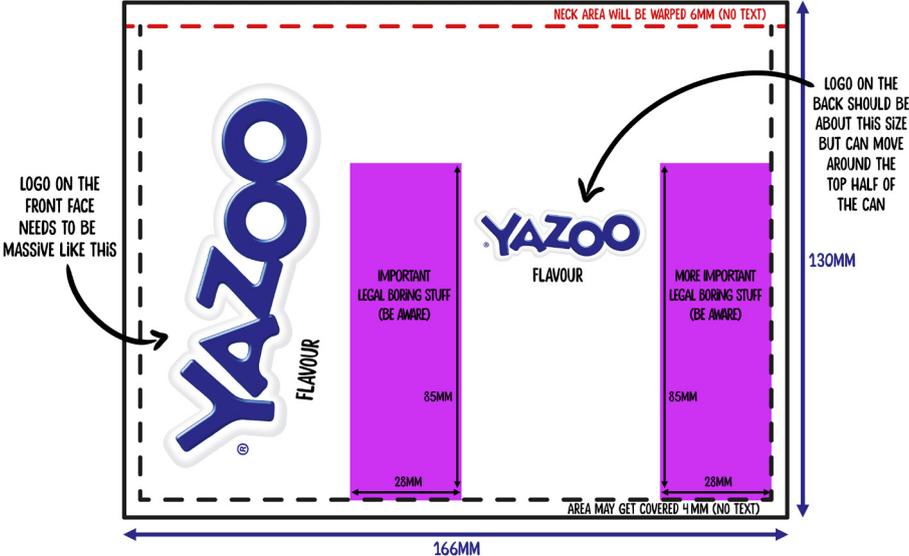
The **artwork** will need to be supplied as A3 landscape (or bigger) and presented on the can **design template (see below)**. You may wish to crop into sections within your A3 artwork to create the can designs, as we've demonstrated below.

The can designs will include the logo and flavour descriptors. On the front face the logo is massive (which it needs to be, as it will be the first time YAZOO will come in a can). On the back face the logo is smaller and can move around the top half of the can. It can't sit in the bottom half as you won't see it when it's sits on shelf in its tray.

Here's an example of the artwork on its own (without any of the pack design stuff) sized to be A3:



Here's the can design template:



Here's an example of how we might crop into the artwork to create the Choc Caramel pack:



Here's an example of how a different section of the artwork might be used to create the Choc Mint pack:



Here are examples of the artwork being used on some other cool stuff:



Suitable in Nature

We encourage you to 'Shake it Up' and have fun with it. We **won't accept** any artwork that includes:

1. Explicit, racist or sexist words or imagery.
2. Anything that is abusive or hateful to any person, organisation or nation.
3. Anything that suggests, endorses, or encourages illegal activity.
4. Content that is copyrighted, protected by trade secret or otherwise subject to third party proprietary rights, including privacy and publicity rights, unless the user is the owner of such rights or has obtained permission from their rightful owner to post the material

The logo, flavour descriptors and colours

We will share a transparent version of the logo and the two flavour descriptors with the two selected **Artists**.



This is the YAZOO blue:

CORE BLUE

Pantone 286 C
CMYK: 100, 75, 0, 0
RGB: 42, 72, 150
Hex: #2a4a96

Both flavours include our Chocolate Brown colour:

CHOCOLATE BROWN

Pantone 731 C
CMYK: 11, 68, 100, 61
RGB: 119, 66, 18
Hex: #774212

Choc Mint also includes this minty colour:

CHOC MINT

Pantone 346 C
CMYK: 53, 0, 51, 0
RGB: 100, 197, 138
Hex: #64c58a

Choc Caramel also includes this caramelly colour:

CHOC CARAMEL

Pantone 141 C
CMYK: 0, 16, 65, 0
RGB: 244, 190, 77
Hex: #f4be4d

Here are images of the YAZOO Choc Mint and Choc Caramel bottles where you can see the colours in action:



Artwork supply

Digital artwork

If you have created your artwork digitally then we'll get you to supply the file as a high-res Tiff or PNG, as well as an open file in the original software (e.g. Photoshop or Illustrator).

Physical artwork

If you have created a physical artwork, such as a painting or drawing etc, then we'll get you to supply a digital file in the highest resolution possible (such as a RAW photograph or a high-res scan). We'll also get you to give us the original artwork so we can scan it ourselves and then give it pride of place on our favourite wall in the office.