

Liger King's Blood



Meg Ryan Flanigan

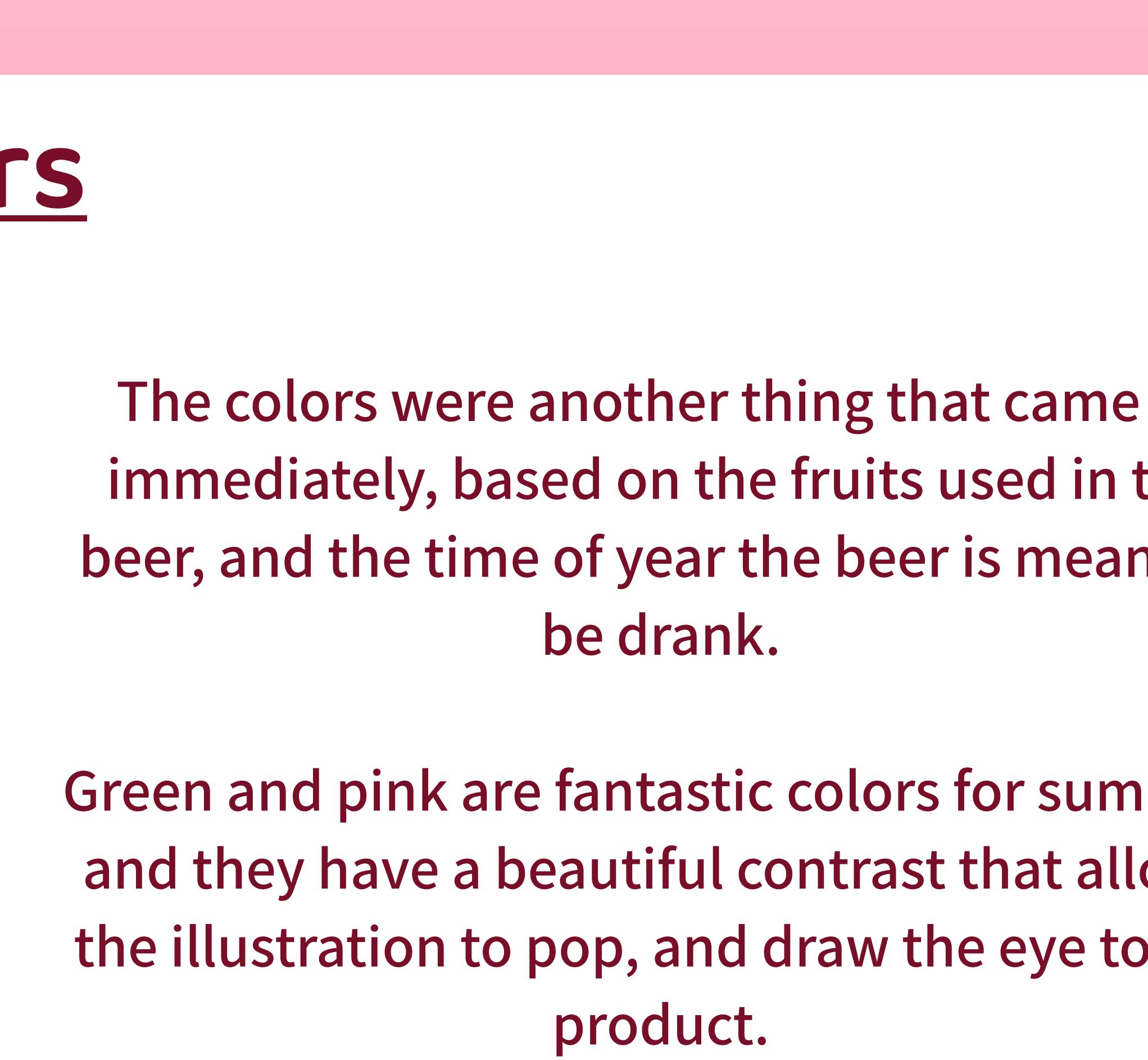
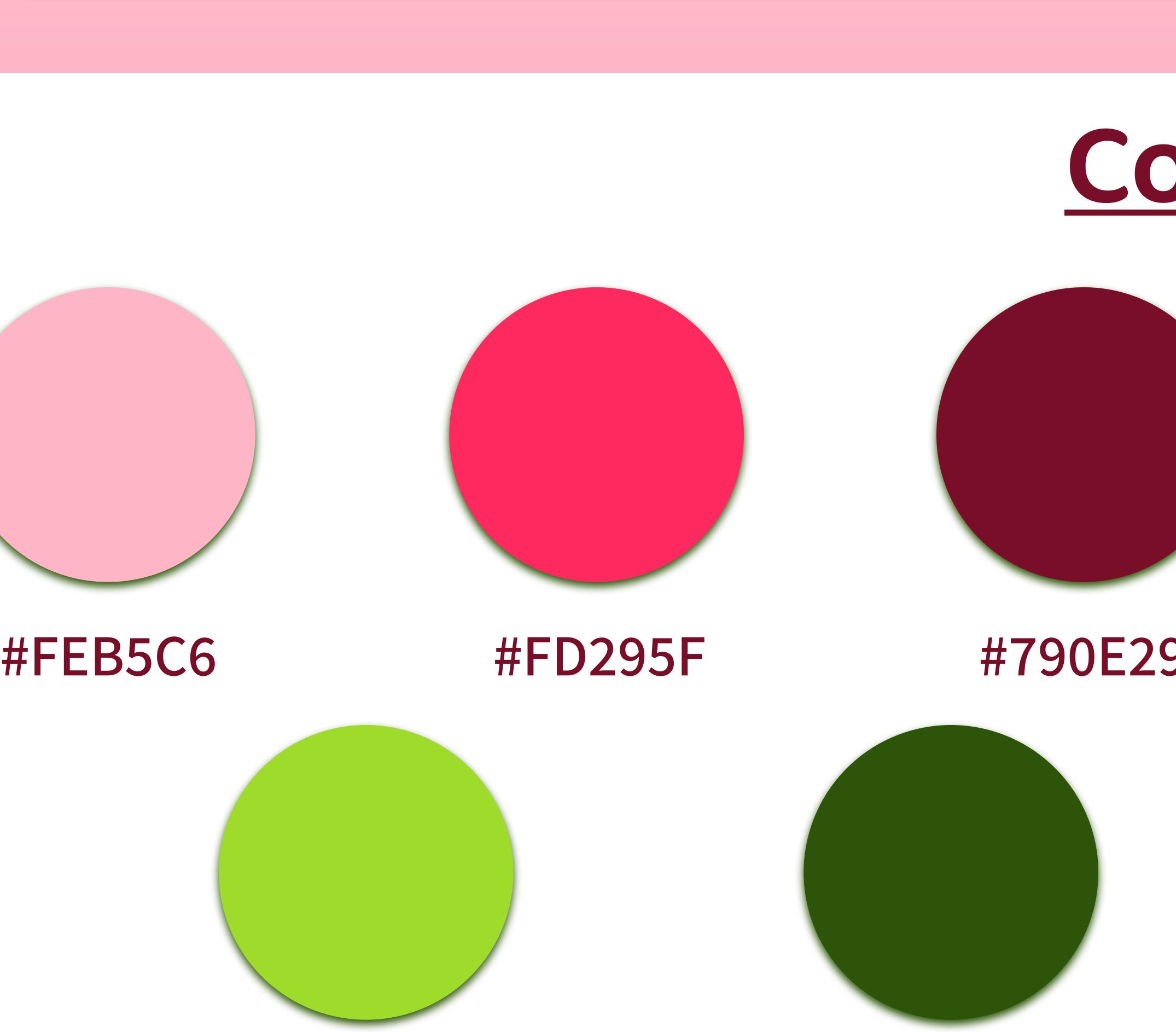
During the midst of the COVID-19 pandemic, Pontoon Brewing in Atlanta, GA, began a campaign of in-house specialty beers. To stimulate their buyers, and find new artists to work with, they started a contest to for their summer Berliner-Weiss Liger Kings Blood. The label submissions would then be voted on by their consumers and fans on social media. It was the highlight of my early pandemic days to win that contest and see my work printed on their delicious beer!



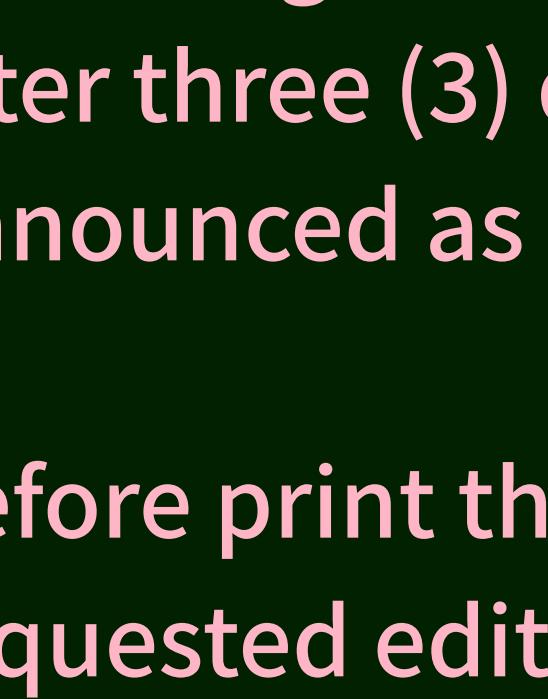
Sketches & Lines

The title of the beer brought a very strong image to mind, one that made it very clear that the animals were going to come out on top (in contrast to how they were treated in the infamous documents-series “The Tiger King”).

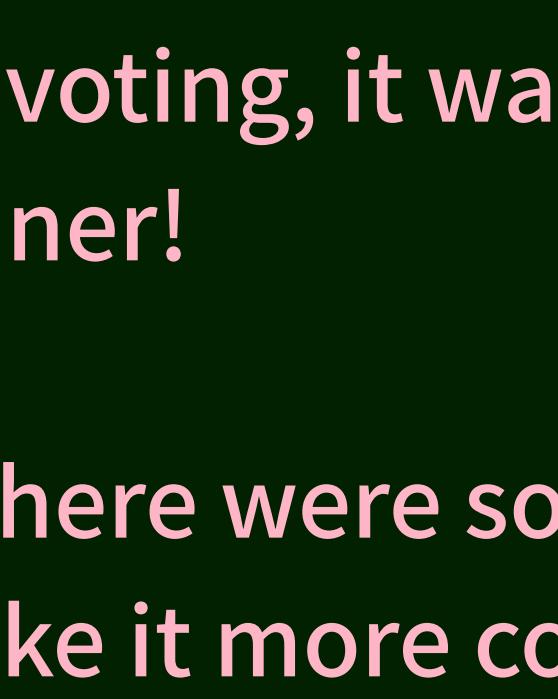
Below is the sketch that laid the composition (pencil and paper) and the lines that defined the final image (procreate and iPad).



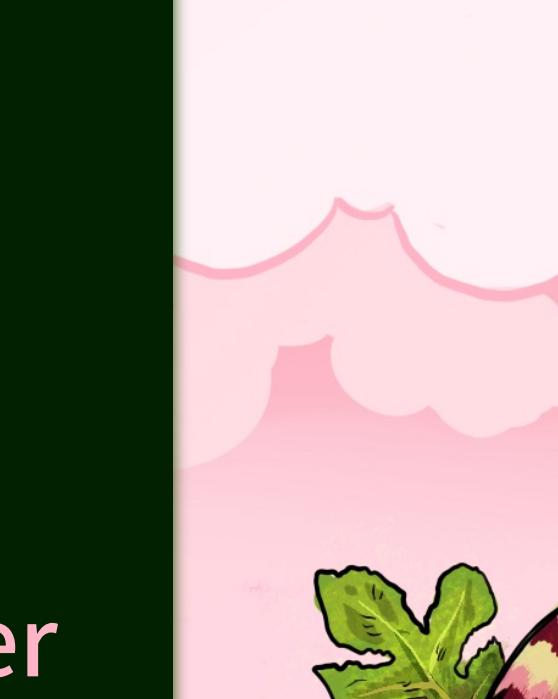
Colors



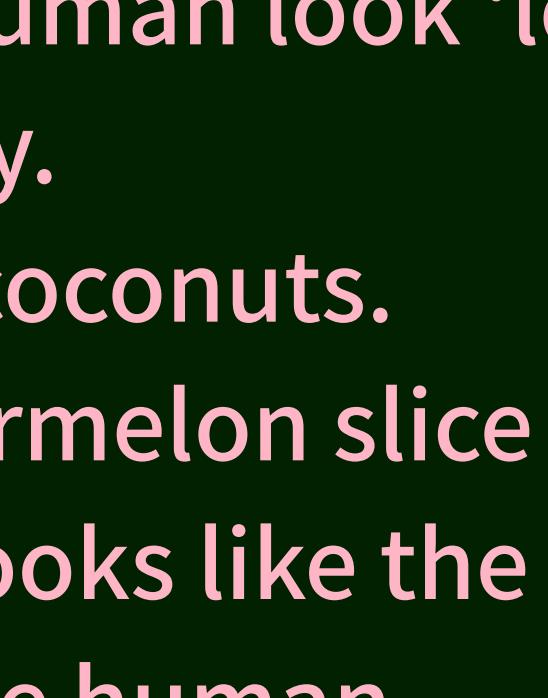
#FEB5C6



#FD295F



#790E29



#9FDB2A



#2C5509

The colors were another thing that came to immediately, based on the fruits used in the beer, and the time of year the beer is meant to be drank.

Green and pink are fantastic colors for summer, and they have a beautiful contrast that allows the illustration to pop, and draw the eye to the product.

Edits

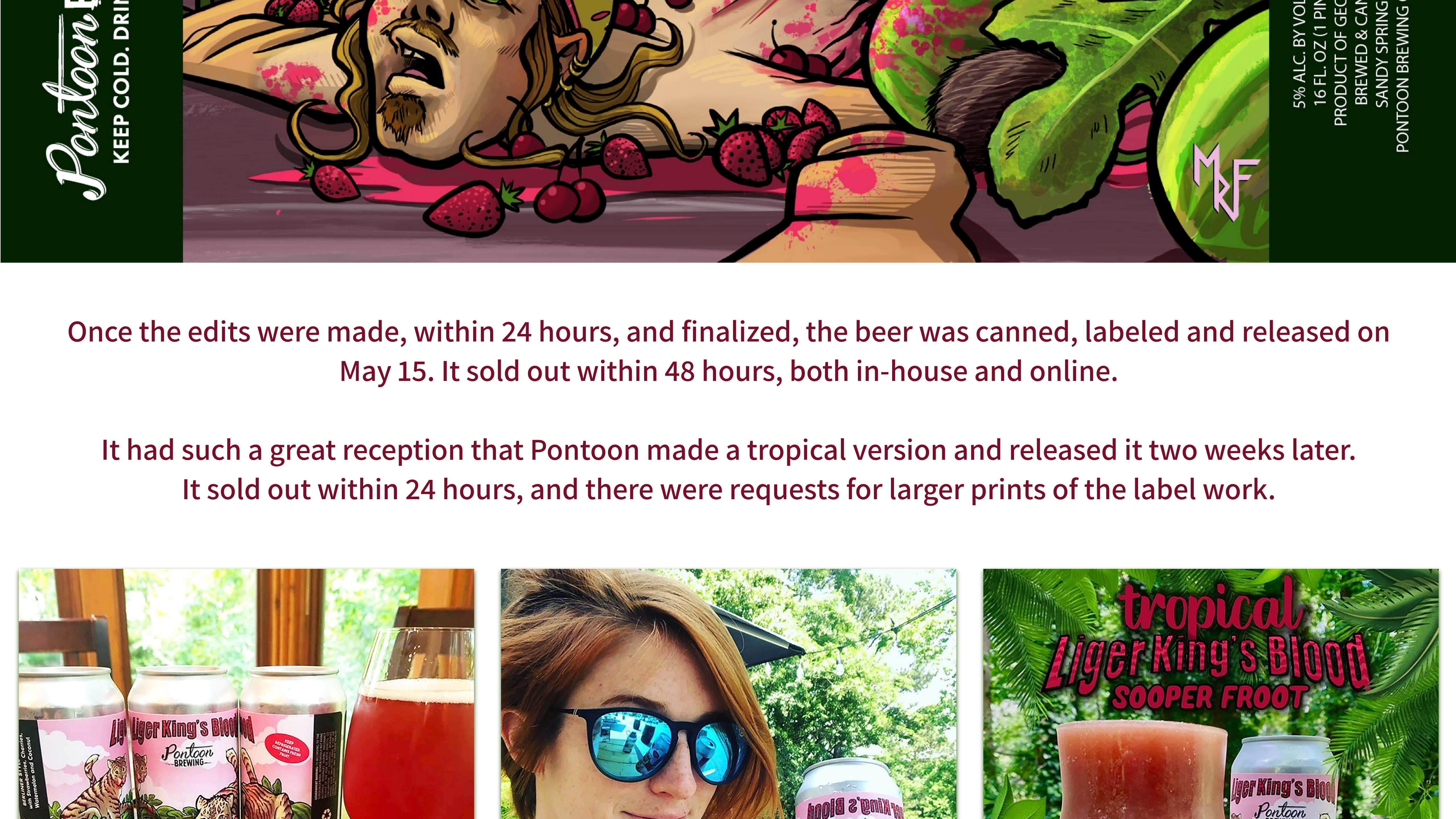
This image was the final submission, and after three (3) days of voting, it was announced as the winner!

Before print though, there were some requested edits to make it more consumer friendly:

- Make the human look ‘less dead’ and add some jewelry.
- Add some coconuts.
- Add a watermelon slice in the main liger’s paws, so it looks like the cats is eating that, instead of the human.



The Final Product



Once the edits were made, within 24 hours, and finalized, the beer was canned, labeled and released on May 15. It sold out within 48 hours, both in-house and online.

It had such a great reception that Pontoon made a tropical version and released it two weeks later. It sold out within 24 hours, and there were requests for larger prints of the label work.



Thank you & cheers,

to future labels and more special brews!

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