



## Howie's Root Beer

**Date:**  
Spring 1992

**Medium:**  
Aldus Freehand

**Type:**  
Individual Design Project

**Project:**  
Logo and Packaging for the Howie's branded root beer.

I created this logo for a local hamburger joint. I have to disclose - that I like root beer, so this was a fun project. We were printing bottle labels for both 2 liter and 12 oz bottles.

I created the logo in Aldus Freehand, using a previous logo which was used on their building (so I had to integrate Brush Script into the design). We were also paying homage to the 60's diner theme with the checkerboard designs.

Strangely this is one of the few designs that has lasted through the years. When I die, the only evidence I existed will be found on discarded root beer bottles.

**Formats:**  
The sleeves were printed flexographically on polypropylene sleeves for the 2 liter bottle. Then the paper labels were printed offset and glued on the 12 oz. bottles.

