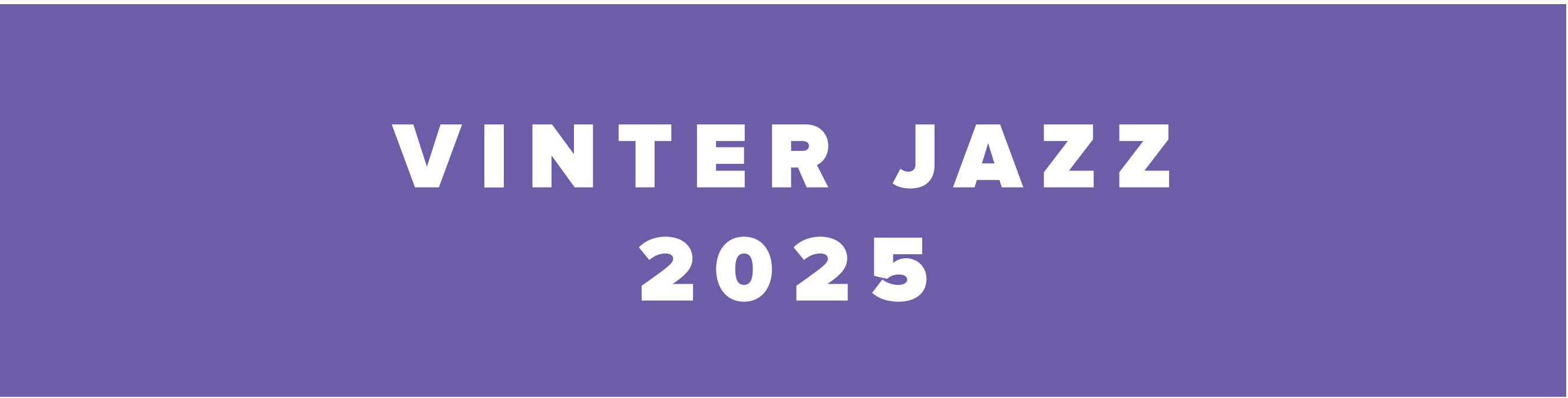


# Musical Transitions in Flavor & Form

The Vinterjazz 2025 visual identity draws from the language of jazz itself. Each non-alcoholic beer is named after a jazz idiom - the improvisational transitions musicians use between musical phrases. These transitions inspire the geometric patterns flowing across each label. Combined with saturated colors and loose illustrations of performing musicians, the design captures the bold, free-spirited essence of jazz.



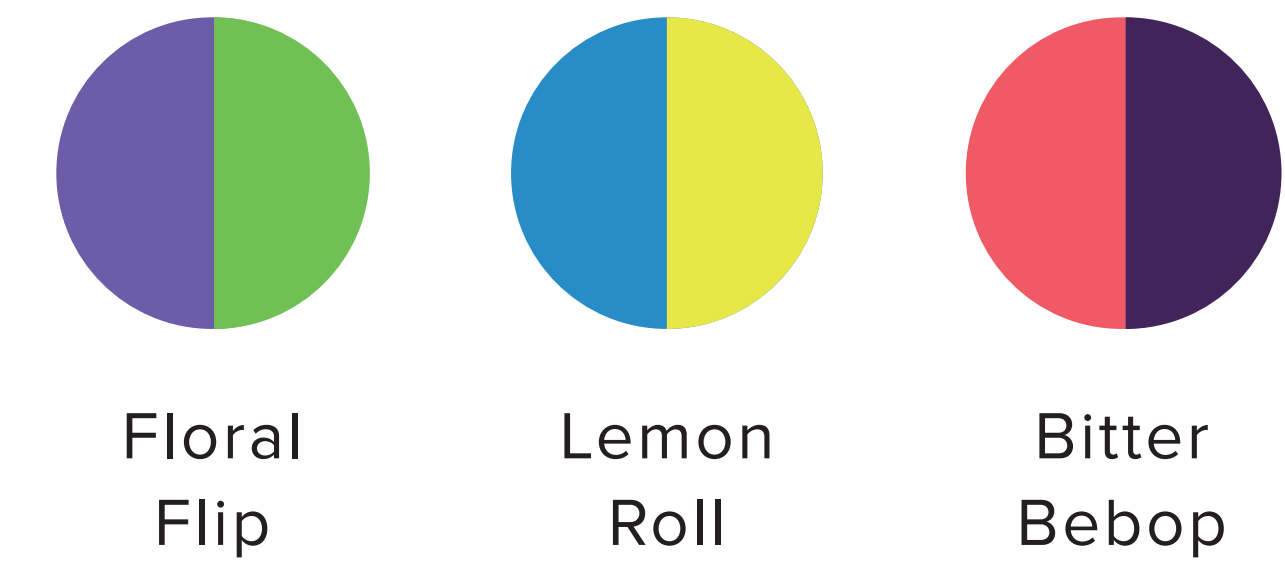
**A2 POSTER**  
The dynamic composition of geometric patterns slices the poster in spontaneous ways, mirroring improvisation in jazz. Reappearing colors and illustrations enhance cohesion, while the phrase 'Non-alcoholic beers at Vinterjazz 2025' remains at a straight angle for clear communication.



**LOGOTYPE**  
The logotype is simple and straightforward yet bolded. While the beer names take center stage in most designs, the logotype retains its presence and importance.



**OTHER GRAPHIC ELEMENTS**  
Consecutive lines reference the musical staff, directional forms reflect the intonation of jazz idioms, and illustrations capture musicians in action. Like instruments, these elements come together to visualize jazz.



**COLORS AND FONTS**  
Saturated colors reflect distinct jazz instruments merging in energetic harmony. A dynamic typeface for the beer names captures jazz's free spirit, while a clean typeface for details ensures clarity.



**BEER LABELS**  
Beer labels pair color and jazz idioms to reflect each flavor's taste and feel. Geometric patterns align at the left and right edges, ensuring a seamless wrap around the can.



**OUTDOOR POSTER EXAMPLE**  
The outdoor poster maintains bold patterns and clear typography for visibility and impact.



**STORY, SOCIAL MEDIA**  
Elements are resized and positioned to maintain consistent cutoffs from the A2 poster while ensuring readability.