



CAM'S
1870



Straight
SINGLE MALT
WHISKEY

43.5%	87	750
ALC/VOL	PROOF	ML

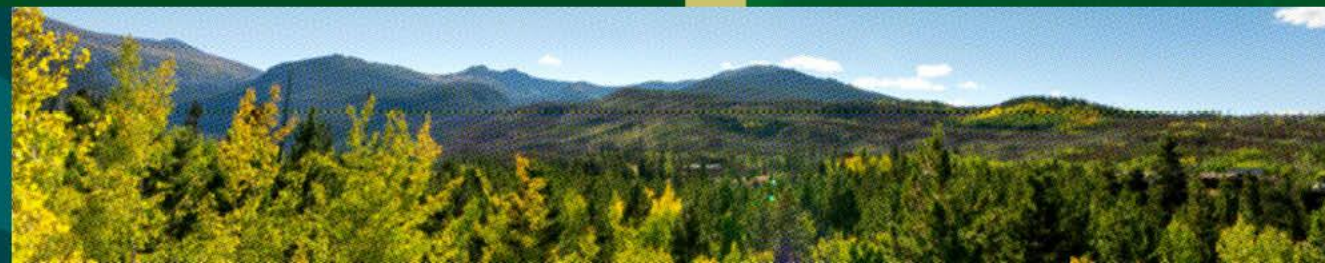
IRON TON
DISTILLERY

CAM's 1870 | Iron-ton Distillery

CASE – Design, Specialty Pieces | 2024



ALUMNI ASSOCIATION
COLORADO STATE UNIVERSITY



PURPOSE

Cheers to CSU!

The **CSU Alumni Association** partnered with **Ironton Distillery & Crafthouse** to create a custom whiskey bottle in time for the Homecoming football game in October 2024. This was an exciting opportunity to partner with an alumni-owned business to offer the first official CSU whiskey – just in time for the heavy traffic that Homecoming and Family Weekend brings to campus.

INSPIRATION

CAM's Club

The folks at Ironton Distillery were especially inspired by the success of our previous partnership with **The OBC Wine Project** for a series of custom wine labels.



CHALLENGES

- This project was on an accelerated **3-week timeline**, compared to a usual **2-month project**.
- **Ironton also rebranded in Fall 2024**, so the CSUAA bottle had to integrate their new branding.
- There were **multiple stakeholders** from different departments.
- We needed input and sign off from **strict college athletics oversight** and **state liquor board governances**.

STAKEHOLDERS

Teams:

Advancement
Creative –
Graphic Design

Fermentation
Sciences

Ironton Distillery

CSU Alumni
Association

CSU Athletics

= meetings needed to be run with efficiency; each stakeholder committed to a streamlined proofing process

DELIVERABLES

- CSUAA designs **ONE bottle label.**
- Ironton will print and place labels on new, round bottles.
- Ironton will distribute tastings and promo of the label.



Ironton bottles

TIMELINE

- Project kickoff: Sept. 4
- Internal proof: Sept. 11
- External proof 1 due: Sept. 13
- Feedback due: Sept. 17
- Final proof: Sept. 19
- Final feedback: Sept. 20
- **FINAL FILES FOR VENDOR:
Sept. 23**



RESEARCH

- Tough research at the distillery!



Concepts

We curated a **mood board** with inspiration pieces from the industry, developed **3 unique concepts** and **custom illustrations**, and **explored different names** with a nod to CSU's traditions.

This label would be distributed to liquor stores throughout the state of Colorado, so using **overt CSU brand recognition** was paramount. It would need to be as easily recognizable on the Western Slope as it was in our backyard of Fort Collins.

MOOD BOARD



BRAND GUIDELINES

Ironton

LOGOS



FONTS

RAMA Gothic & RAMA SLAB

TERMINA

Thirtylane Script

COLORS



MAIN

SECONDARY (PRODUCT COLORS)



ILLUSTRATIONS & ICONS

INGREDIENT ICONS



BARLEY (SINGLE MALT) / RYE



CORN (VODKA/BOURBON)



PINE (GIN)



COFFEE



PUMPKIN

BRAND ILLUSTRATIONS



CSU



COLORADO STATE
UNIVERSITY

TYPOGRAPHY

Bodoni PT VF

Poppins

PRIMARY



SECONDARY



CONCEPT 1

- Two-color palette
- High-end
- Utilizes Ironton's pattern in the background
- Bighorn sheep temporary illustration; would custom-illustrate a Rambouillet instead of bighorn sheep

43% ALC/VOL	87 PROOF	750 ML
----------------	-------------	-----------

Preferred
**WHISKEY PARTNER
OF CSU**

Distilled and Bottled by
**IRONTON
DISTILLERY**
Denver, Colorado 80216

GOVERNMENT WARNING: (1) According to the Surgeon General, women should not drink alcoholic beverages during pregnancy because of the risk of birth defects. (2) Consumption of alcoholic beverages impairs your ability to drive a car or operate machinery, and may cause health problems.

**STALWART
RAM**

**SINGLE MALT
WHISKEY**

*Aged in charred new American oak barrels
for a minimum of 2 years*

**IRONTON
DISTILLERY**

*Raise a Glass
TO RAM PRIDE*

History of CAM or other supporting text goes here 60 words dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitatio ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie

CONCEPT 2

- Colorful – lean in to CSU's Find Your Energy color palette
- Playful use of typography
- Utilizes Ironton's pattern in the background
- Ironton's compass container



CONCEPT 3

- CSU green color palette
- Fort Collins-specific sense of place – Horsetooth Mountain, the ‘A’
- Ram cameo above alcohol content (would create custom Rambouillet ram icon)
- Utilizes Ironton’s pattern in the background



43%	87	750
ALC/VOL	PROOF	ML

Preferred
**WHISKEY PARTNER
OF CSU**

Distilled and Bottled by
**IRONTON
DISTILLERY**
Denver, Colorado 80216

GOVERNMENT WARNING: (1) According to the Surgeon General, women should not drink alcoholic beverages during pregnancy because of the risk of birth defects. (2) Consumption of alcoholic beverages impairs your ability to drive a car or operate machinery, and may cause health problems.



STALWART RAM



**SINGLE MALT
WHISKEY**

*Aged in charred new American oak barrels
for a minimum of 2 years*



*Raise a Glass
TO RAM PRIDE*

History of CAM or other supporting text goes here 60 words dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie






Preferred
**WHISKEY PARTNER
OF CSU**

Distilled and Bottled by
**IRONTON
DISTILLERY**
Denver, Colorado 80216

GOVERNMENT WARNING: (1) According to the Surgeon General, women should not drink alcoholic beverages during pregnancy because of the risk of birth defects. (2) Consumption of alcoholic beverages impairs your ability to drive a car or operate machinery, and may cause health problems.

1870

**SINGLE MALT
WHISKEY**

**AGED IN CHARRED NEW AMERICAN OAK
BARRELS FOR A MINIMUM OF 2 YEARS**

43%	87	750
ALC/VOL	PROOF	ML



*Raise a Glass
TO RAM PRIDE*

History of CSU or other supporting text goes here 60 words lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie.






43%	87	750
ALC/VOL	PROOF	ML

Preferred
**WHISKEY PARTNER
OF CSU**

Distilled and Bottled by
**IRONTON
DISTILLERY**
Denver, Colorado 80216

GOVERNMENT WARNING: (1) According to the Surgeon General, women should not drink alcoholic beverages during pregnancy because of the risk of birth defects. (2) Consumption of alcoholic beverages impairs your ability to drive a car or operate machinery, and may cause health problems.

TRAIL BLAZER

**SINGLE MALT
WHISKEY**

**AGED IN CHARRED NEW AMERICAN OAK
BARRELS FOR A MINIMUM OF 2 YEARS**



*Raise a Glass
TO RAM PRIDE*

History of CAM or the A or other supporting text goes here 60 words sit amet, adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate




WHISKEY NAMES

- Brainstormed a whiskey name internally, utilizing traditions specific to the CSU Alumni Association
- Stakeholders chose favorites in a collaborative meeting
- Final name chosen: CAM's 1870

Rambouillet 1870 Whiskey Trailblazer The Oval Label Stalwart Ram Devil CAM Claim Shanty Knights of the Green & Gold Comatose Kick Old Main Bell 1884 [for CSUAA est.]	1914 [for first Homecoming] The A CAC Spruce Hall Ram Pride Under the Elms Kiss of CAM Black Sheep Battering Ram The Shepard Bellwether
---	---

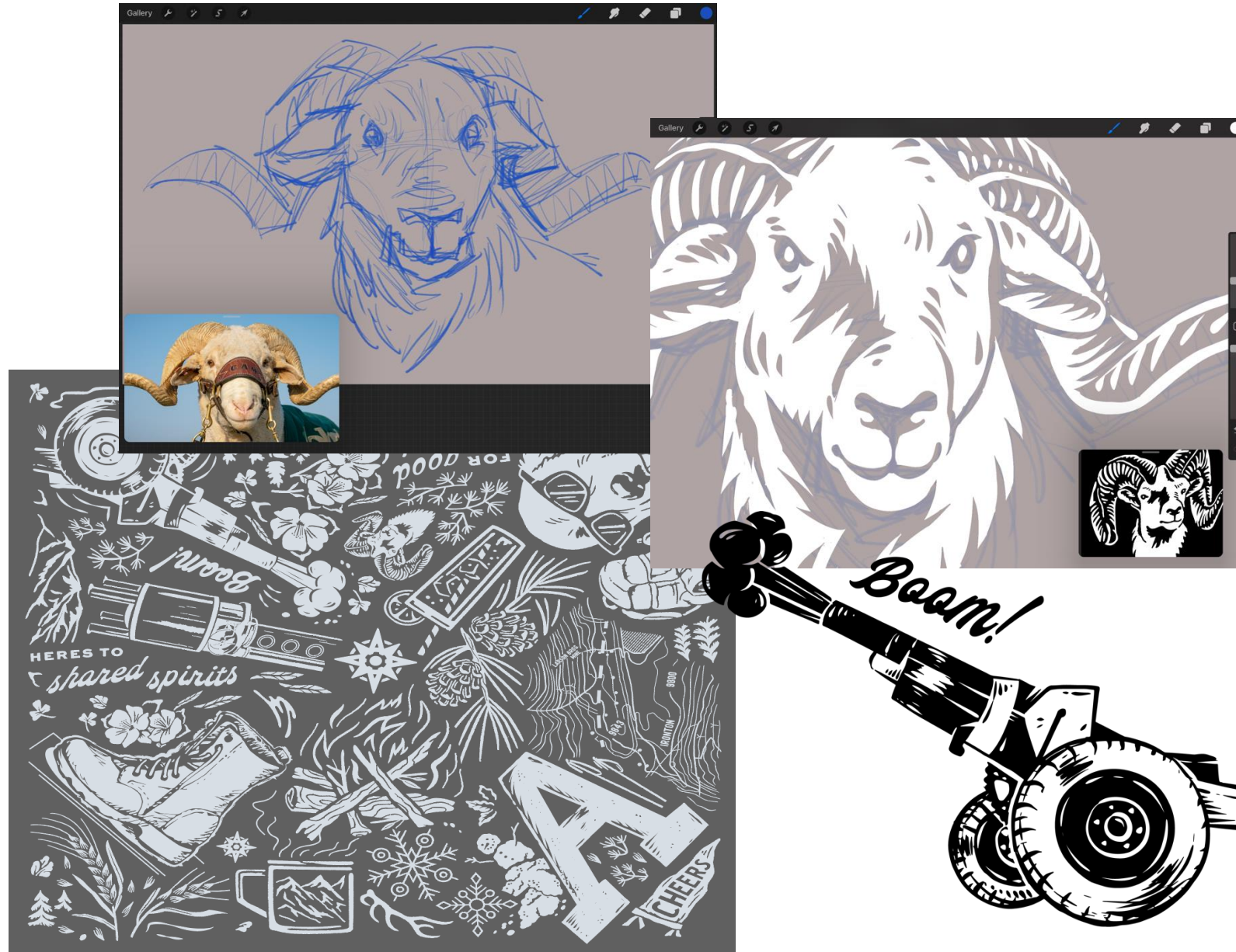


Feedback: Ironton enjoyed the interplay of our establishment year, **1870**, with their alcohol being **87 proof**

Concept 1 selected: **CAM's 1870**

PROCESS

- Illustrated the ram in Procreate on iPad, then cleaned up in Adobe Illustrator
- Customized background Ironton pattern with CSU traditions such as the 'A', Comatose the Cannon, and the Bronze Boot
- Only time for two rounds of iteration!



FINAL LABEL

 | 

Preferred
**WHISKEY PARTNER
OF CSU**

**DISTILLED & BOTTLED BY
IRONTON DISTILLERY
DENVER, COLORADO 80216**


8 54750 00845 4

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.


**CAM'S
1870**

Straight
**SINGLE MALT
WHISKEY**

43.5% ALC/VOL	87 PROOF	750 ML
-------------------------	--------------------	------------------

 **IRONTON
DISTILLERY**

*Raise a Glass
TO RAM PRIDE*

Much like the land-grant institution it represents, CAM's 1870 is approachable, inviting, and balanced – with notes of pecan, apricot, cherry, and Ram Pride.

A nod to both CSU's founding year, and the 87 proof that this full-bodied, specialty blend boasts – CAM's 1870 supports Colorado State students, alumni, and Rams fans alike through the University's Fermentation Sciences program and Alumni Association.

A drink that does so much good with every sip!

 **COLORADO STATE UNIVERSITY™**



RAISE A GLASS
..... *to*
RAM PRIDE

OUTCOMES BY THE NUMBERS

- Available in **180+ locations in Colorado**, with future expansion out of state
- **200+ bottles** sold online to CSU fans across the country
- **3000+ bottles** sold in the Colorado market
- **Point-of-Purchase stand-alone** displays in retail markets
- Ironton's best-selling product
- irontondistillery.com/coloradostate
- **\$11K donations to benefit the CSU Alumni Association**





- Tasting at the distillery
- Game Day tasting at the CSU Smith Alumni Center

Thank You



ALUMNI ASSOCIATION
COLORADO STATE UNIVERSITY

