

BEER

FROM A STATE THAT UNDERSTANDS
THE VALUE OF A **HARD DAY'S** WORK
AND THE **WELL-EARNED THIRST**
THAT COMES WITH IT. THAT **ISN'T**
AFRAID TO GET A LITTLE **DIRT OR**
GREASE UNDER THE FINGERNAILS.
THAT KNOWS HOW IT FEELS TO BUILD
SOMETHING FROM **NOTHING**. A
STATE THAT **EARN**S ITS **FARMER'S**
TANS IN THE FIELDS. THAT BELIEVES
THE PERFECT TEMPERATURE TO SERVE
BEVERAGES IS HOWEVER COOL THE
LAKE IS. WHERE A HIKING TRAIL IN THE
NORTHERN **WOODS** IS **ANYWHERE**
YOU PLACE YOUR FOOT. A STATE THAT
SHOWS UP TO THE **STADIUMS** AND
ARENAS IN GOOD SEASONS AND IN **BAD**.
ESPECIALLY THE **BAD**. HERE WE TAKE
PRIDE IN **EVERYTHING** WE DO. WE'RE
PROUD OF WHERE WE LIVE. BECAUSE WE
KNOW THAT THE **HEART AND SOUL**
OF **OUR STATE** IS VERY MUCH **ALIVE**.
IF YOU DON'T BELIEVE US
JUST TAKE A SIP.

michiganbrewersguild.org



Michigan Brewers Guild looking for ad for
Beer Connoisseur Magazine.
Great opportunity to talk about
Michigan beer and a few of the reasons
it's so gosh darn good.

15th Annual
MICHIGAN BREWERS GUILD
SUMMER BEER
FESTIVAL
JULY 27-28, 2012
 RIVERSIDE PARK DEPOT TOWN, YPSILANTI, MI

FRI 5-9 AND SAT 1-6
TICKETS ON SALE May 1st

Over 400 beers from the best craft breweries in Michigan live music. Food available for purchase. Rain or shine.

ADMISSION: Fri: \$80 in advance, \$85 at gate. Sat: \$85 in advance, \$40 at gate. Limited ticket availability. Advance ticket purchase encouraged. Includes 15 drink tokens. Additional tokens available inside festival. Must be 21 or over. ID required.

TICKETS: Visit mibeer.com for online purchases or mbgmash.org to find available outlets and updated info.

mibeer.com

Ypsilanti's event ordinance Section 2-2-2(a) prohibits the following within the special event area: dogs (except service dogs), horses, farm animals, untagged domestic animals, snakes, exotic animals, bicycles, skateboards, roller skates, rollerblades, and glass containers.



Michigan Brewers Guild's annual summer festival poster. Lucky to work with great designers who can interpret a parenthetical that reads: (beer popsicle)

**ONE MAN'S
POT BELLY
IS ANOTHER MAN'S
TROPHY SHELF.**

2016 6TH ANNUAL "Pastrami Joe's" WORLD REUBEN EATING CHAMPIONSHIP

**SATURDAY, JULY 16TH • 4PM-6PM
DOWNTOWN MARSHALL**
Witness history actually being made in Marshall.

Corporate Sponsors:

















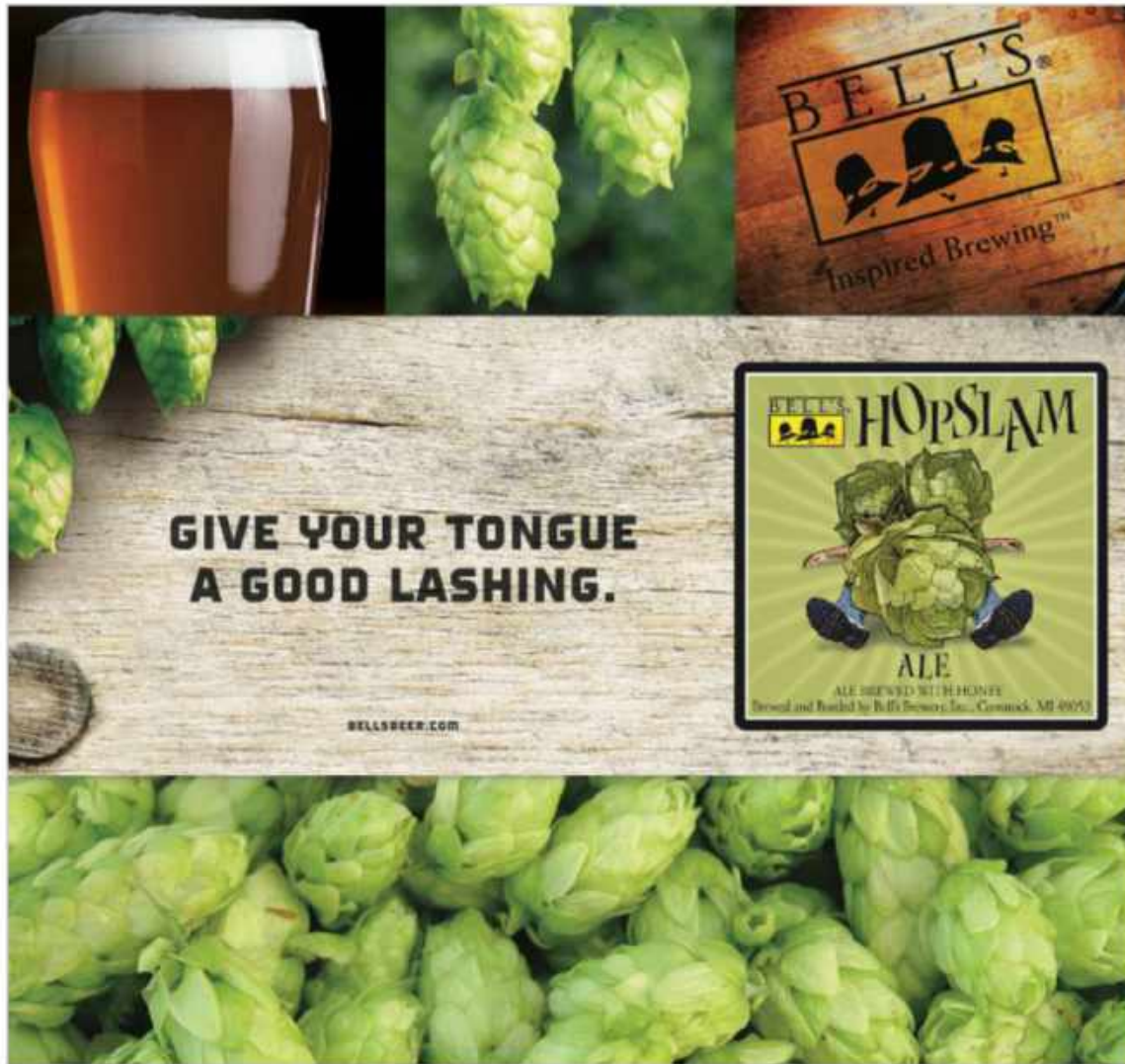


Reuben Eating World Championships need a
publicity poster.
Contestants need some antacids.



Brewery's seasonal ale release poster reminiscent of summer music festivals and featuring the best bits of the season

Word is – they've sold more of this poster than all their other posters combined. But you know, no big deal.



**GIVE YOUR TONGUE
A GOOD LASHING.**

BELL'SBEER.COM

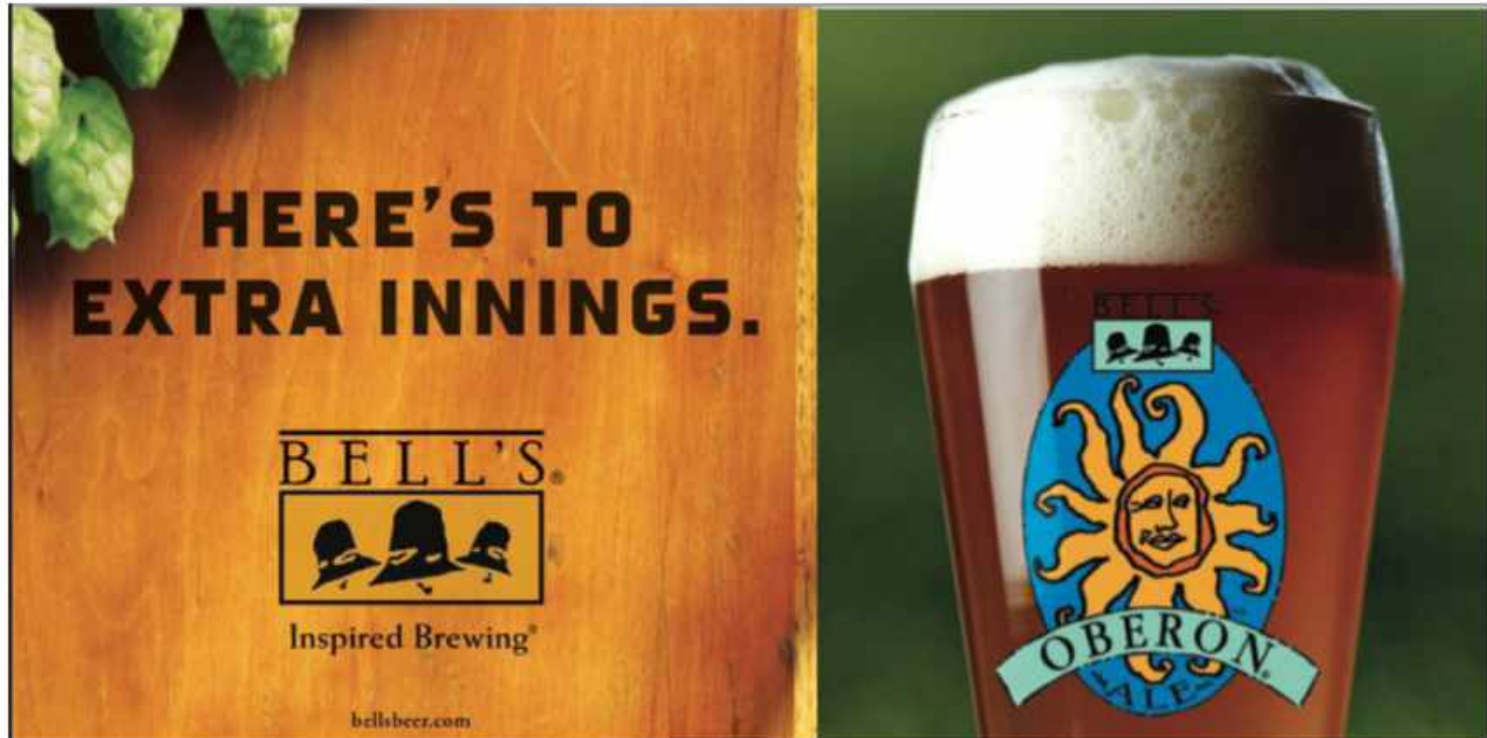
BELL'S
Inspired Brewing™

HOPSLAM
ALE
ALE BREWED WITH HOPPY
Brewed and Bottled by Bell's Brewery, Inc., Comstock, MI 49829

BELL'S®

Kalamazoo Brewing Company, Inc.

Brewery's homage to the double IPA packs a wallop of hoppy flavor and leaves the consumer begging for another beating.



Kalamazoo Brewing Company, Inc.

Brewery is sponsor of North Carolina baseball team and needs some signage for the ballpark.

Beer and baseball?
Where to start...

**BEST ENJOYED UNDER A CANOPY
OF BRIGHTLY-COLORED TREES.**



Inspired Brewing®

bellsbeer.com



LOOK FOR IT WHEN THE FIRST LEAF TURNS.



Kalamazoo Brewing Company, Inc.

Brewery's release of seasonal brown ale gets
even the most ardent lovers of summer
looking forward to an early fall.

14 STOUTS SO GOOD, THEY SHOULD BE CANONIZED.



**NOVEMBER 7 IS ALL STOUTS DAY AT
BELL'S ECCENTRIC CAFE**

14 STOUTS ON TAP, OYSTERS AND OTHER SPECIAL FOODS.

What better way to welcome November than with a brewer's dozen of stouts.

NOON - CLOSE.



Inspired Brewing™

Eccentric Cafe • 355 E. Kalamazoo Ave. • Kalamazoo, MI • 269-382-2332 • Must be 21 & over for concerts. • bellsbeer.com.

© Bell's Brewery, Inc., Comstock, MI



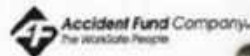
Kalamazoo Brewing Company, Inc.

Brewery's annual All Stouts Day fills taps with dark brews and leaves patrons praying it was more than just a yearly event.

**AS LONG AS MAIL CARRIERS
AND DOGS CROSS PATHS.**



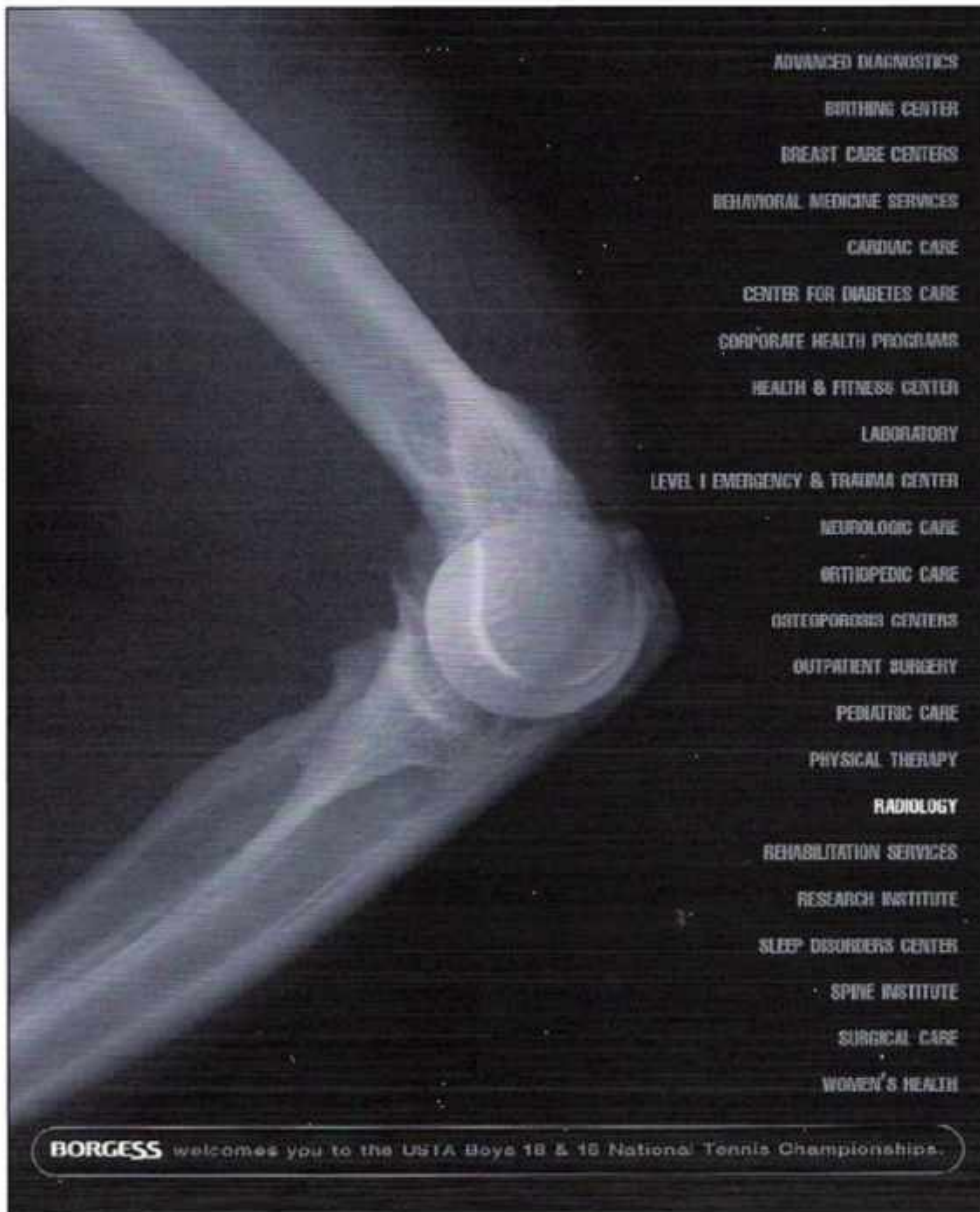
**AS LONG AS MECHANICS
WORK UNDER TRUCKS.**



**AS LONG AS CHEFS
COOK WITH FIRE.**



Workers compensation company requests
billboard series to talk about workplace injury.
Apparently less worried about potentially
causing car accidents.


An X-ray image of a human knee joint, showing the femur, tibia, and patella. The image is positioned on the left side of the advertisement, with a list of medical services on the right. The services are listed in a column, with some items bolded. At the bottom left, there is a logo for 'BORGESS' and a welcome message for a tennis tournament.

ADVANCED DIAGNOSTICS
BIRTHING CENTER
BREAST CARE CENTERS
BEHAVIORAL MEDICINE SERVICES
CARDIAC CARE
CENTER FOR DIABETES CARE
CORPORATE HEALTH PROGRAMS
HEALTH & FITNESS CENTER
LABORATORY
LEVEL I EMERGENCY & TRAUMA CENTER
NEUROLOGIC CARE
ORTHOPEDIC CARE
OSTEOPOROSIS CENTERS
OUTPATIENT SURGERY
PEDIATRIC CARE
PHYSICAL THERAPY
RADIOLOGY
REHABILITATION SERVICES
RESEARCH INSTITUTE
SLEEP DISORDERS CENTER
SPINE INSTITUTE
SURGICAL CARE
WOMEN'S HEALTH


BORGESS welcomes you to the USTA Boys 18 & 19 National Tennis Championships.

BORGESS

Boy's tennis tournament hosted by local hospital.
Visual pun too good to pass up.



IT USED
TO BE
JUST SOME
GRAPES
WITH A **DREAM.**



**THE FINEST VINTAGES FROM THE FINEST VINEYARDS
ALL COMPETING FOR ONE CUP.**

Some of the best reds available are actually from Michigan and can be purchased right here at Harding's. Last year's Harding's Cup winner, Black Star Farms in Suttons Bay, proved that Michigan produces some of the best Cabernet Franc available. Since we're so sure discriminating palates will agree, Kellogg Manor House will host our third annual blind tasting wine challenge featuring "**BEST OF**" entries with professional judges on August 18, **Michigan v. France.** Once again there will be Cab Francs from around the state and around the world. Look for The 2011 Harding's Cup award winners this Fall.

IN THE MEANTIME, WHY NOT FIND YOUR OWN BEST?

THE
Harding's Cup
WINE CHALLENGE

Kellogg Manor House • August 18, 2011

Harding's

Grocery store sponsors a competition that
puts Michigan wine up against
French vineyards. Winner takes all.

**SOMETIMES THE JOURNEY
IS ENTIRELY ABOUT THE DESTINATION.**

NEW BUFFALO'S ONLY WATERFRONT LODGING AND DINING.

Luxury accommodations for overnight and extended stay.
Highly personal service and unexpected touches.



THE HARBOR GRAND
a waterfront inn

311 W. Water St. • New Buffalo, MI • harbortravel.com • 888.625.6800



Marina Grand Resort
a boutique resort on the New Buffalo Harbor

600 W. Water St. • New Buffalo, MI • marinagrandresort.com • 877.945.8100



Boutique hotel group on Lake Michigan offers
all the amenities including a view
that can't be beat.

**Tell someone you love
to get lost.**



**RECEIVE A \$25 VOUCHER
WITH EVERY \$100 GIFT CERTIFICATE PURCHASE**

There is nothing impersonal about giving a gift certificate. Especially if it redeems a mouthwatering meal or cozy suite. Give your friends and family more than a gift this year. Give them an experience.

To purchase, just call one of the numbers below.



THE HARBOR GRAND

888.605.6800



Marina Grand Resort

877.945.8600



TERRACE ROOM

fireside rustic Italian



toast
HOTEL GROUP

Boutique hotel group on Lake Michigan offers great gift certificate promotion that begs you to tell your friends and family where to go.

GET LOST AND FOUND AT THE SAME TIME.



THE MAY WEEKDAY GETAWAY

A harborview room with fireplace includes dinner for two and late checkout.
All at a special rate of only \$169.*

*The beach, bicycle rides, leisurely meals on the waterfront and sunset cocktails by the fire.
Last chance of the season to feel like you have it all to yourself.*

Click for [reservations](#), or just call.


Click for our monthly **DAYCATION PLANNER** of seasonal activities
and events in Harbor Country.



THE HARBOR GRAND
a waterfront inn


toast
HOTEL GROUP

Boutique hotel group on Lake Michigan does
monthly specials in the off season touting the
art of doing nothing.



**SOMETIMES NOTHING
IS THE PERFECT THING TO DO.**

COZY WEEKEND PACKAGE

Get your lazy on in a waterfront one-bedroom suite.
Includes wine, gourmet popcorn and a log'd blanket for only \$189.
Make it two nights for only \$318.*

*Enjoy new titles in our DVD library, complimentary nightly s'mores
and fun Saturday Seminars.*

SPECIAL OFFER FOR WEEKDAY GETAWAYS

Receive all of the Cozy Weekend amenities plus
complimentary dinner for two and late checkout.**

[Click here](#) to book, or just call.

[Click here](#) for our monthly DAYCATION PLANNER of seasonal activities
and events in Harbor Country.

*Offer available Fridays and Saturdays, January 2012, excluding Jan. 14. Limited
availability. May not be combined with other packages or offers. Cozy Package
amenity delivered on day of arrival. To reserve, use promo code M01121 (one night)
or M01122 (two nights).

**Offer available Sundays-Thursdays, January 2012, excluding Jan. 15. Limited
availability. May not be combined with other packages or offers. Cozy Package
amenity delivered on day of arrival. Dinner for two is a \$50 food & beverage credit
at Birchwood Tavern, Terrace Room or Joe. To reserve, use promo code
M112W1 (one night) or M112W2 (two nights).



Marina Grand Resort
a boutique resort on the New Buffalo harbor

877.945.8600

find us on [facebook](#) for specials, events, articles and images



Boutique hotel group on Lake Michigan does
monthly specials in the off season when the
biggest draw is absolutely nothing.

NEW YEAR'S EVE DINNER

THE ONLY PERSON YOU'LL WANT TO KISS AT MIDNIGHT
IS THE CHEF.



FIVE COURSES. NO REGRETS.

This is no time to worry about resolutions or gym memberships. Just relax with friends and enjoy amazing selections within each of our five courses (including delicious vegetarian options). We'll do all the work, you just sit back and end the year on a positively satisfied note. Walk-ins are welcome, reservations recommended. **\$65 per person.**

RESERVATIONS TAKEN FROM 5-9:30PM



Make reservations here or on our website, fooddance.net.



Farm-to-fork restaurant delivers a New Year's menu that might encourage patrons to get a little frisky...with the chef.

MOTHER'S DAY

JUST REMEMBER, YOUR HEAD WAS THE SIZE OF
A CANTALOUPE WHEN YOU WERE BORN.



MAKE THIS MOTHER'S DAY EXTRA SPECIAL
SPECIAL MENU • EXTENDED HOURS 8-5PM



FOODDANCE.NET



Farm-to-fork restaurant offers extra special
Mother's Day menu and hours
and reminds patrons that their mommies
are totally worth the effort.



BEER AND CHEESE THROWDOWN THIS IS WAY BEYOND THUNDERDOME.



**KALAMAZOO
BEER WEEK**

JAN. 16-19 • 6-7PM OR SO

4 BREWERIES. 4 NIGHTS. ONE UNIFIED VOICE.

Taste beer and cheese with the brewer of the night and our Cheese Gurus. We pick the cheese, they pick the beer, you taste and vote on your favorite pairing. We'll tally the votes from each night and serve the top pairing from each brewery for the weekend (Jan. 20 & 21). Yes, a 4 cheese and Michigan beer board pairing. This is your chance to be heard.

Reserve a banquet seat, sit or stand at the bar or have dinner and a tasting at your table.

Monday-Bell's, Kalamazoo
Tuesday-Dark Horse, Marshall
Wednesday-Shorts, Bellaire
Thursday-New Holland, Holland

For more information or to make a reservation, call 382-1888.



Farm-to-fork restaurant puts local breweries
toe-to-toe in a taste off for Beer Week.

Four breweries enter...one brewery leaves.

The most beautiful things are
allowed to be who they are.



kara JEWELRY daniel

karadanieljewelry.com

We strongly support Kalamazoo Pride and are offering a 5% discount
on custom designs through 2012 when you mention this ad.

kara JEWELRY daniel

Jewelers known for their use of raw diamonds
and old school blacksmithing methods
needs an ad for local Pride festival.

A statement about who they are as artists and
how they see the world.

Set to stun.



kara JEWELRY daniel

karadanieljewelry.com

We strongly support Kalamazoo Pride and are offering a 5% discount on custom designs through 2014 when you mention this ad.

kara JEWELRY daniel

Jewelers known for their use of raw diamonds
and old school blacksmithing methods
needs an ad for local Pride festival.

A statement about who they are as artists and
how they see the world.



STEEPED IN YUM

BRAND POSITION

PREMIUM, QUALITY TEAS THAT ARE STEEPED IN YUM.

BRAND STORY

Tea is so ingrained in world culture that it has become more than a beverage - it's a time of day. Trescerro Premium Teas turn every diner counter, hotel hospitality basket and nook into a place to relax and reconnect. With flavors wonderfully paired to your customers' moods - our tea is ideal both hot and cold. Trescerro Premium Teas tickle the taste buds and allow for the satisfied feeling that comes with brewing the perfect cup of tea.

PERSONALITY TRAITS

Light-hearted • Fun • Accessible

COLOR PALETTE



New company needs a fresh tagline and brand story that lures customers in.

**BECAUSE SOME CONVERSATIONS
LAST LONGER THAN A PINT DOES.**



Brand book for Michigan beer with lower ABV% -
allows for more socializing and less slurring.

TWO VERBS. ONE WAY OF LIFE.

Stop & Taste is our mantra. Our ethos. Or maybe it's just how we believe things can be. What if we set aside the distractions? What if we logged out of the constant chatter and instead shared meaningful conversations; preferably over good food and drink? It might sound quite lofty, but it's not impossible. We live in a :30 minute meal and get rich quick world, but that is not the way of craft.

We want to honor the traditions of artisans who sweat the details, are fueled by creativity and believe in the lost art of being present.

STOP & TASTE ISN'T A MARKETING CAMPAIGN. IT'S A WAY OF LIFE.

* learn more about Stop & Taste and see our videos: www.newhollandbrew.com/stopandtaste



Brand book for Michigan brewery's ethos – Stop & Taste – an effort at the lost art of being present.



BEER

**CRAFT BEER ISN'T A NOVELTY OR A GIMMICK.
AT LEAST IT SHOULDN'T BE.**



Brand book for Michigan brewery that takes craft seriously...or as seriously as any brewery takes itself.

EACH BEER IS TELLING A STORY



And what is the story of a sour beer? Perhaps one of a mischievous imp stirring things up. Maybe it's the story of a character being so bad, that by the end they are good. In our sour aging room, The House of Funk, the story is ultimately an experiment in balancing wild bacteria with wild results. Our Funk & Sour program grows each year, providing us with some of our most interesting and alluring brews that have some unique stories to tell your palate.



YOU JUST HAVE TO LISTEN.



Brand book for Michigan brewery. Equal parts malty beverage and straight up science.



Voices on the Margins

NOBEL PEACE LAUREATE

RIGOBERTA MENCHÚ TUM

**She found power in words.
With words she builds peace.**

Voices on the Margins

A PUBLIC ADDRESS

**by 1992 Nobel Peace Laureate,
Rigoberta Menchú Tum**

Friday, April 20th, 7:30PM

WMU Bernhard Center • East Ballroom

\$20 suggested donation at the door

(\$15 for students, \$10 for groups of 10 or more)

Stay for her book-signing afterward.

All proceeds benefit Great Lakes PeaceJam.
Tickets available at www.GreatLakesPeaceJam.org
or by calling 268-482-7750.



Great Lakes PeaceJam is a program of Seeding Change and is funded by W.K. Kellogg Foundation, Kalamazoo Community Foundation, Irving S. Gilmore Foundation and people like you. **For more information, call 268-482-7750 or email info@greatlakespeacejam.org.**



CELEBRATING 10 YEARS OF GREAT LAKES PEACEJAM.



Non-profit organization brings in Nobel Peace Prize recipients to inspire a new generation of peacemakers.

Kidnapped, imprisoned and tortured for coordinating non-violent movements.
Upon his release — he went right back to work.

ADOLFO PÉREZ ESQUIVEL

THE GRAND REVOLUTION IS PEACE
A public address by 1980 Nobel Peace
Laureate, Adolfo Pérez Esquivel

Friday, April 1st, 7:30PM
WMU Bernhard Center • East Ballroom
\$10 suggested donation at the door (\$5 for students)

THE NOBEL LAUREATE RECEPTION
with Adolfo Pérez Esquivel

Friday, April 1st, 5:30PM
WMU Bernhard Center • Room 105
\$50 per person. Includes hors d'oeuvres, entry to the
reception and the public address.

All proceeds benefit Great Lakes PeaceJam.
Tickets available at www.GreatLakesPeaceJam.org
or by calling 269.492.7750.



Great Lakes PeaceJam is a program of
Seedling Change and is funded by WK
Kellogg Foundation, Kalamazoo Community
Foundation, Irving S. Gilmore Foundation and
people like you. For more information,
call 269-492-7750, or email
info@greatlakespeacejam.org



SAF
Student Assistance Fund

JOIN US TO LEARN MORE ABOUT STRUGGLES FOR JUSTICE IN ARGENTINA AND AROUND THE WORLD.

THE FILM: Sunday, March 27th, 3PM
The Official Story - winner of the 1985 Oscar for Best Foreign
Film, this film depicts one mother's search for the truth about her
adopted daughter, bringing a harsh political reality very close to
home during the midst of Argentina's 'Dirty War'. Free public event!
Kalamazoo College, Dewing Hall Theater

THE PANEL DISCUSSION: Tuesday, March 29th, 7PM
Popular Uprising NOW! Exploring the Building Blocks
for Sweeping Social Change Free public event!
KVCC Arcadia Commons Campus
Anna Whitten Hall, Room 129



Non-profit organization brings in Nobel Peace
Prize recipients to inspire a new generation of
peacemakers.