

How would you describe the visual style of your brewery?

Neale Payling (Designer): Bold, colorful, and often with just a single element in focus—usually an animal or weird creature of some kind. I paint everything by hand including most typography, which I think gives the labels a nice warm and cozy feeling.

What is the process for designing the label for a new release?

NP: The brewery comes to me with a name (and sometimes an animal in mind), and then I'll start sketching. If the brewery likes it, I get straight to painting the thing. After that it's a laborious process of scanning stuff in and piecing it together on the computer. We also have a few more "templated" designs with a more graphic style, like the recent Ringöbräu series, which is also hand drawn but much easier to make variations of with different colors.

Where does the inspiration for the labels come from?

NP: The people at the brewery come up with all the beer names, which are often inspired by music in one way or another, be it lyrics or old song titles. My inspiration for the painting style often comes from old vintage posters and nature illustrations.

Which of your labels are you most proud of?

NP: Well, it's not a label at all but closely tied to the brewery—the book *Boken om öl och andra goda grejer* (*The Book About Beer and Other Tasty Things*) which is a beer/food recipe book written by the brewery together with a chef. It has a bunch of different illustrations from labels over the years, as well as new ones.

What role do your visual identity and beer labels play in the success of your brand?

NP: I try not to get too caught up in what sells the most. Sometimes I'll hear that a label I was proud of maybe wasn't a best seller, or that one I'm less proud of was a hit. But overall I think that Stigbergets has developed a distinctive style that a lot of people appreciate and enjoy, so I've no doubt that it plays a role. The beer does taste nice, which might also help.

Can you name two breweries whose visual styles you admire?

NP: I'm a big fan of Prairie Artisan Ales, even though I've never tasted or even seen one of their beers in real life. I love the humor in the ideas and the style they are drawn in. Then there's Partizan Brewing from the U.K.—I have been a huge fan of Alec Doherty's illustrations for ages. I even bought one of his rings for my wedding ring! I like the way he creates such complete illustrations with such simple lines and shapes. ▲

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NEALE PAYLING
Designer

