CALL FOR ARTISTS:

Beer Label Design Contest

A collaboration between The Reser, Lionheart Coffee Company, and Binary Brewing Co.

Location: The Patricia Reser Center for the Arts
Deadline: June 10, 2026 at 11:59 pm, PST
Application Link: Here

The Patricia Reser Center for the Arts in collaboration with Lionheart Coffee Company and Binary Brewing Co. are excited to announce our third annual Beer Label Design Contest. We are seeking designers and 2D artists to submit work to be featured on three labels for beer that will be available at The Reser during the 2026-2027 season. Artists are encouraged to submit up to 5 artworks or designs for consideration and images of submitted work must adhere to Call guidelines.

For The Reser's 5th Anniversary year, we are asking artists to respond to the prompt of one or more Reser Core Values:

- Stewardship
- Intention
- Ingenuity
- Humility
- Excellence
- Connection
- Artistry
- Magic

Deadline for applications to be submitted is Wednesday, June 10, 2026 at 11:59 pm Pacific Time. We suggest you do NOT wait until the last minute to apply to this call as late applications will not be accepted. Submitting an application does not guarantee participation in this opportunity. A juried selection process will follow to choose three winning labels, and artists will be notified by July 1.

To be equitable to all artists, please do NOT call the gallery, or come by with artwork or designs for consideration.

ELIGIBILITY

- Artists must reside in Oregon or Washington.
- Artists must be 21 years of age or older.
- Designs or Artwork must have been made in the last 2 years.
- Past Label design winners may apply again but may not apply with artwork previously submitted.

DESIGN REQUIREMENTS

- Artists can use any medium as long as it can be reproduced and printed on the can. This may include digital illustration, painting, drawing, photography, mixed media, etc.
- **The artist is solely responsible for digital reproductions and should apply with high-resolution images.** All images submitted must be high resolution or vector art without pixelation in a digital format (we accept JPG, PNG, GIF, or EPS).
- Art can be full color, Black & White, or a combination of.
- All work must be original and created by the artist. Additionally, artists must have legal rights to use any third-party material included in their design. Plagiarism or infringement of copyrighted material is strictly prohibited, and any such material will automatically result in disqualification.

DESIGN REQUIREMENTS CONT'D

- Artists must use the provided template to submit designs. Instructions for using the template to upload images will be provided in the application.
  - **Download the design specs** here.
  - All designs must fit the can label layout with appropriate sizing that allows room for required label information.
- The design must not include any offensive, explicit, or discriminatory content.

SUBMISSION GUIDELINES

- Artists must submit their application through Artwork Archive by Wednesday, June 10 at 11:59 pm PST. Late or incomplete applications will NOT be considered. **Create a Free Call Submission Account through Artwork Archive PRIOR to submitting application.**
  - Click here to apply with Artwork Archive.
  - For step-by-step process on **creating an Artwork Archive account click** here.
  - If you **already have an Artwork Archive account**, find a step-by-step process on submitting an application here.
- Late or incomplete applications will NOT be considered.
- Artists may submit up to 5 designs/images.
- Image file names must contain artists' first and last name, number of submission, and artwork title.
  - **Example: Your Name_1_Artwork Title**
- Artists must enter artwork details for each piece submission. This will include artwork title, medium, and year.
- Artists must also share a brief description of design or artwork concept for each submission. Share how the work relates to The Reser's Core Values.

HONORARIUM

Honorarium: An honorarium of $500 per selection will be awarded.

TIMELINE

- Call Goes Live: April 10, 2026
- Call Closes: June 10, 2026, at 11:59 pm — **LATE ENTRIES WILL NOT BE ACCEPTED**
- Artists Notified: late June — **please do not call or write to the gallery to inquire about the status. All accepted and declined artists will be notified via email.**
- **Season launch party!** Exact date TBA.

More information regarding contracts and image reproduction will be supplied upon design selection. By submitting an entry, artists grant the contest host the right to reproduce and showcase their work for promotional or marketing purposes with proper credit to the original artist.

For more information about this call, please contact the Reser Gallery at gallery@thereser.org. Inquiries will only be addressed Monday through Fridays, 10am – 6pm during the duration of this call. Please be patient with replies as we are a very small staff.

BINARY brewing.co

Lionheart COFFEE COMPANY

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PATRICIA RESER CENTER FOR THE ARTS