



Logo design by: **Heather Held**

*The fattened script was inspired by a novelty script from the Blatz brewery in Milwaukee. The influence for the large M was from the large L that Laverne used to wear on her clothes in Laverne and Shirley!! I associate Milwaukee with beer and Laverne & Shirley. The flourish contains hops and barley. I also used a Madarasz style ending flourish as I saw it incorporated in so many vintage beer ads. I had been looking at Beer Ephemera sites for a quite a while before I started working out the design. I also made frequent visits to the beer store! Just the price I had to pay for this project. Hope you enjoy it!!! Thank you so much for the honour of being able to work on it. It stretched me quite a bit. I found myself doing so many drafts for this project but really enjoyed the challenge and chance to do it for our group. H. Held*