



PACKAGING GUIDELINES

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WELCOME

This document will serve to guide a bold, crafted and consistent brand message throughout the packaging portfolio. Budweiser became the most authentic and iconic beer in the world through a passionate and unified voice. It is our responsibility to ensure we uphold our packaging standards in order for the Budweiser brand to become the undisputed King of Beers.



PACKAGING RULES

PACKAGING OVERVIEW

The goal of our packaging is to uphold the Budweiser brand and it's values of freedom, authenticity and ambition. Throughout our packaging range, we flex our equities to reveal our rich story. From the refined label, to our modern cropped can, to the boldness of our secondary - every element embodies our Bold Spirit & Crafted Soul while exemplifying the passion, care & hard work in every drop of Budweiser.



CORE DESIGN

PREMIUM DESIGN



THE LABEL

The Budweiser label is one of the strongest icons for our brand. Our latest rendition is a modernization of the classic label. Each element has been meticulously considered hand crafted—as have the relationships between those elements. To ensure the quality & craftsmanship is maintained consistently through the world, the label cannot be modified in any way—except to scale it, as a whole, to fit a desired size.

Within the label, all the Budweiser typography is hand crafted and cannot be replaced. All the mandatory copy, which can be edited, is set in Univers LT Ultra Condensed, and kept to legal minimum sizes.



RED BOX

The label begins with a bold red field. It is not surrounded with any border. The red box frames the white elements of our label to ensure color balance.

CREED LOGO

The Creed is a composition of several key equities:

- The Creed itself tells the story of quality and process.
- The Medallion is a celebration of our global reach and a demonstration of our quality & craftsmanship.
- The Grains represent the quality of our ingredients.
- The 'World renowned Budweiser larger beer' hand lettering represents our brands founding aspiration.

SCRIPT

This has been part of our brand since the original bottle. It is a signature of quality and a mark of excellence.

KING OF BEERS

The King of Beers moniker refers to the name Budweiser earned in our storied ascent to be biggest (and best) beer brand in the United States.

INGREDIENTS

The Ingredients type reflects our status as master brewers.

ANHEUSER-BUSCH, INC

A reference to the origin of the Budweiser brand.

PRIMARY BOTTLE DESIGN

The Budweiser bottle is the heart of our brand, and part of fabric of our culture. It is the symbol of the most famous beer in the world.

FRONT LABEL



The design of the area within the dashed box is locked. The elements (including type) within this part of the label should never be altered or repositioned, stretched or skewed.

BACK LABEL



For the back label, mandatory information & symbols should be neatly organised under Budweiser branding.



CORE DESIGN

PREMIUM DESIGN

CROWN

The crown that symbolizes our status as “King of Beers” proudly sits atop our bottles.

NECK LABEL

Our beacon to the world, the Bow Tie, proudly sits on the neck of our bottle.

In core markets, we feature the Bow Tie covering the fill line. In premium markets, we utilize a full red neck wrap that the area above the Bow Tie.

PRIMARY CAN DESIGN

Continuing in the spirit of our classic bottle, our can also features our iconic label. However, the can takes a modern approach by cropping into the label, and juxtaposing it with the Bow Tie to reveal the richness and depth of our brand.



LABEL

As with the bottle label, all the elements in the dashed area are locked (with the exception of the barcode). The elements (including type) within this part of the can should never be altered or repositioned, stretched or skewed.

Always retain the same top and bottom crops of the label.

BOW TIE

Beside our label, we showcase the Bow Tie, Budweiser's beacon to world.

The Bow Tie sits next to the label on a clear red field. Ensure there is at least the width of the dot of the "i" between the Bow Tie and any other element.



PRIMARY CAN DESIGN - SCALING

When applying the can design across various sizes the cropped label is scaled proportionally, maintaining the same top & bottom crop as the core 12oz can.



The only time the design may alter is to accommodate the mandatorys and a Bow Tie logo sign off. In this case, the label is cropped in from the sides to create room. The label stays horizontally centered within the cropped area.



The Bow Tie scales to fit alongside the mandatorys as a sign off.

SECONDARY DESIGN

The Bow Tie on our secondary is as classic as the label is on our primaries. Adding a modern twist to the classic, we've exploded the Bow Tie across the secondary - effectively cropping it on the front and side panels.

PIECE COUNT/FORMAT ICON

The piece count is typeset in Franklin Gothic Bold and combined with an icon of the packages content type. The type and icon is fully justified.

CREED

The watermark of the creed reveals our crafted soul. It's used at a large scale and follows the crop of the Bow Tie.

BOW TIE

The uncontainable Bow Tie acts as the beacon for the brand, boldly cropped across two panels.

AB EAGLE

The Eagle compliments the creed in adding depth, craft and a sense of American pride, while utilizing an equity from Budweiser's rich history.

KING OF BEERS/INGREDIENTS

The hand crafted typographic elements of the label represent our proud King of Beers equity & the quality ingredients within our product.

PRIMARY PHOTOGRAPHY

We use a photograph of our primary package on our side panel, linking the Bold Spirit of the secondary to the Crafted Soul of the core label.



FRONT & SIDE PANEL

Everything has a role in creating the secondary design's carefully considered composition. All the elements are built to scale together with purpose. It is important when extending to different SKU's to maintain the relationships of the elements across the different shapes and proportions of secondaries.

BOW TIE

The scaling of the Bow Tie must always anchor from the base of the lower left of the B to the upstroke of the W when extending to multiple SKU's.

The front panel crop must always be consistent with the crop between the 2 blue dotted lines.

Bow Tie should be vertically positioned so that script is visually centered.

CREED

The Creed's position, proportion & relationship to the Bow Tie is fixed. The creed scales with the Bow Tie.



AB EAGLE

The AB Eagle's size is fixed in proportion to the Bow Tie. It's position may need to be adjusted so that the eagle frames the King of Beers/Ingredients copy.

KING OF BEERS/INGREDIENTS

The copy size is fixed in proportion to the Bow Tie. It's position may need to be adjusted so that it is centered in the space beneath the lower pinch of the Bow Tie.

PHOTOGRAPHY

When positioning the primary, the flaps of the secondary must not obscure or cut through any important parts of the label or Bow Tie.

SECONDARY DESIGN - EXTENDING

Below are examples of how the crop can be maintained across SKU's of different proportions. The Bow Tie and Creed are fixed and should not be independently adjusted – they only scale as a whole.

The Eagle & Rock icon along with the 'King of Beers' Ingredients scale with the Bow Tie as well, however their position may be adjusted to preserve design intent.



TOP PANEL

All top panels are flat red, featuring an uncropped and centered Bow Tie. The Bow Tie should maintain a distance from the edge that is the equivalent of the piece count width.

In cases where die cuts or holes obscure the Bow Tie, use the script alone.



PIECE COUNT

Throughout our secondaries designs, we maintain a consistent and considered piece count. There are 2 formats, that is determined by the size of the secondary.



SMALL FORMAT

This is the recommended piece count for any 12 pack secondary or less. Maintain spacing between elements.

Use 45pt for the number and 9pt for the measurements.



LARGE FORMAT

This is the recommended piece count for any secondary larger than a 12 pack. Maintain spacing between elements.

Use 55pt for the number and 12pt for the measurements.

PACKAGING VIOLATOR

When necessary, violators can be used to communicate a promotional offering. Depending on which provides the best layout for the proportions of the pack, violators can be used either vertically or horizontally.

HORIZONTAL FORMAT

On vertical pack formats, utilize a horizontal strip along the top of the package. Elements may shift down if necessary. The violator strip can take up no more than 10% of the vertical space of the panel.



VERTICAL FORMAT

On horizontal pack formats, utilize a vertical strip along the left side of the package. The left edge of the package design effectively begins with the right edge of the violator. The violator can take up no more than 10% of the panel.



Treat the area to the right of the violator as the front face of the design.

PROMOTIONAL PACKAGING

Budweiser is enthusiastically partnered with a wide array of events, charities, and initiatives around the world. There is no set template for limited editions but rather a guiding principle rooted in our core strategy of Bold Spirit & Crafted Soul. No two promotions are alike but what they should have in common is an idea rooted in Budweiser's spirit, history, and voice. While, above all, feeling unmistakably Budweiser.

In order to ensure we feel like Budweiser, it is important to maintain prominent use of our equities on the promotional packaging. The balance of these equities can be adjusted based on the specific needs of the promotion, but the net result must always be that we communicate Budweiser.

KEY BUDWEISER PACKAGING EQUITIES

RED

Budweiser is a predominantly red brand, and thus red is a quick way to ensure that people see and understand connection to Budweiser.

BOW TIE

The Bow Tie is our classic secondary equity and our beacon to the world. The Bow Tie prominence will ensure our recognition. On promotional packaging we can use the flat communications Bow Tie that may work better with promotional elements.

LABEL

The Budweiser label is a world renowned icon. Using it ensures communication of our Crafted Soul. Our label exudes authenticity, heritage and craftsmanship. For promotional packaging, our label may be modified, but we may never degrade the quality or craftsmanship of the elements.

PROMOTIONAL ELEMENTS

Throughout all our promotions we must always communicate through the Budweiser lens. Anyone can simply place a partner's logo or iconic element on a package. We need to interpret our partners into the aesthetic & spirit of Budweiser - to celebrate our partners in ways only we can.



STARK



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