



PACKAGING GUIDELINES

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THE BUDWEISER BRAND

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 everyone's responsibility to ensure we uphold our packaging standards in order for the Budweiser brand to continue its growth.



BRAND STRATEGY

OUR SUCCESS IS BASED ON CRAFT & A QUEST FOR GREATNESS. IT'S EARNED.

There are good reasons we are now big. Our success is based on substance. 138 years ago we were arguably created the original craft beer. Our bold spirit is matched by our craft and soul. We have continued to learn, continued to perfect. Our experience and endeavour are unique.

UNCOMPROMISING QUALITY IN THE SERVICE OF OUR BEER AND CUSTOMERS.

We still make it the right way, which is certainly not the easy way. We still pay the same obsessive detail to the quality of our product and by extension our communication and design. There is humility in this ethos - We make things well and we make them with care because we care - we put our skills and ourselves at the service of the beer, and the service of our customers. We want to give them something of quality and worth.

A PRIVILEGE, A CHALLENGE, A RESPONSIBILITY.

Bold words. It is our responsibility and our privilege as custodians to take the baton and pass it on in even better shape for those who follow us. Enjoy. And work with the best. Be bold. Celebrate your craft. Make the most of your opportunity and help champion and create opportunities on behalf of the brand.

VBI: A TANGIBLE DELIVERY OF OUR PROMISE

Because, when it gets right down to it, our drinkers will sense if we mean it, and they will sense if we care from the things we do and the things we make.

BOLD SPIRIT & CRAFTED SOUL



BUDWEISER BRAND ELEMENTS

BUDWEISER BRAND BLOCK



BOW TIE

The bow tie is a forward-leaning symbol of celebration and optimism. When the bow tie is the central subject, it's positioned just above the equator of the medium it's in, thus giving the brand a heroic and confident presence.

BOW TIE DETAILING

The horizontal lines give the bow tie texture, providing both craftsmanship and attention to detail, calling attention to Budweiser's uncompromising quality.

BUDWEISER SCRIPT

A precise, contemporary expression of our classic handwritten signature reflects the pride we take in our craft, while reinforcing our authentic heritage. The script breaks out of the boundaries of the bow tie, representing freedom.

SCRIPT DETAILING

The script's bevelled edges add a premium cue and serve to increase impact. The slight shadow serves to accentuate the layer between the script and the bow tie, reinforcing our iconic stature.

BRAND ELEMENTS

Though the Budweiser brand is full of heritage, equity, and iconography, we must use our best judgment in communicating our brand. Only certain elements have the power to communicate Budweiser clearly and concisely on pack. Those elements and their usage are explained here..

BOW TIE LOGO

The Budweiser Bow Tie logo is the primary brand mark. On pack it is used to either compliment the Budweiser label design or, as on the secondary, to replace the label.

LABEL

It is more effective to use the label as a whole rather than the individual components. Do not pull out elements, unless specified here.

THE CREED

The Creed has been in the Budweiser brand manifesto for over a century. This powerful collection of iconography is used on pack as a supporting detail to add depth and also to communicate crafted soul.

KING OF BEERS

The King of Beers moniker is a powerful Budweiser equity. The type has been more effectively crafted based on our heritage.

CROWN

The King of Beers deserves a crown, however crowns are ubiquitous in beer iconography and should be used wisely. On pack the crown is only present outside of the creed on our bottle caps and ring pulls.

AB EAGLE

For over a century, The Eagle has represented Anheuser-Busch, however this is not a symbol for Budweiser exclusively. On packaging it is used as supporting detail and depth.

SCRIPT

Use of the Budweiser Script on pack should only be used when inside the label design.



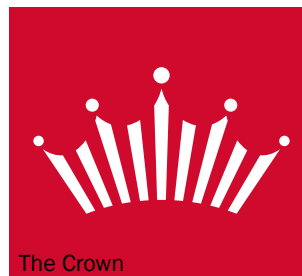
The Label



Bow tie

KING OF BEERS

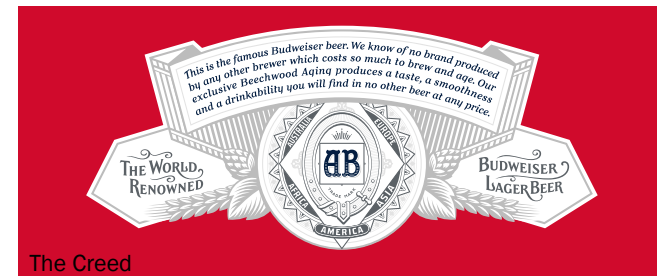
King Of Beers Type



The Crown



Eagle & Rock



The Creed

Budweiser

Script

BRAND COLORS

The Budweiser brand colors reflect our heritage and will also help as the brand looks to the future. Color balance is extremely important, lead by the primary color palette and supported by the secondary color palette. The primary color palette should be leveraged to ensure contrast within compositions.

PRIMARY COLOR PALETTE

BUD RED (PMS 186)	CMYK = C2 M100 Y85 K6	RGB = R200 G16 B46
WHITE	CMYK = C0 M0 Y0 K0	RGB = R255 G255 B255

SECONDARY COLOR PALETTE

NAVY (PMS 2767)	CMYK = C100 M90 Y10 K77	RGB = R19 G41 B75
SILVER (PMS 877 OR COOL GRAY 5)	CMYK = C13 M9 Y10 K27	RGB = R177 G179 B179
BLACK	CMYK = C0 M0 Y0 K100	RGB = R0 G0 B0

BUDWEISER PACKAGING RULES

PACKAGING OVERVIEW

The goal of our packaging is to communicate Budweiser's authenticity and heritage whilst breathing life into the brand through a bold and contemporary new look.

Throughout our packaging range, we flex our brand elements to reveal our rich story. It's the balance between the Bold Spirit and Crafted Soul that exemplifies the passion, care and hard work in every can or bottle of Budweiser.



US DESIGN

GLOBAL DESIGN



PRIMARY BOTTLE DESIGN

The Budweiser Label has become an iconic symbol for the most famous beer in the world. It is the perfect embodiment of our Bold Spirit and Crafted Soul. For that reason, our bottle proudly heroes our label, as it has for over 140 years

POINTS ON LABEL

- Should always be full bleed red, never framed with a border.
- Always use the one colour Budweiser script
- The medallion & creed lock up is fixed
- The layout out, positioning and balance of type is fixed.



This area is locked. The layout of the label should never be altered or repositioned.



US DESIGN



GLOBAL DESIGN

PRIMARY CAN DESIGN

Continuing the spirit of the core bottle label, the can follows the same principle of the label's iconography. However, the can allows room to the more expressive within design.

Introducing a crop of the label also creates a more expressive can design, which can be easily adapted across multiple SKU's.



LABEL CROP

The Label crop does not change when being applied to different sized SKU's. It remains the same proportion and simply scales to accommodate the size of the cutter as demonstrated on page 14..

BOW TIE

The Bow Tie plays an important role in the packaging. It sits next to the label on a clear red field to introduce the Bold spirit to the label's crafted soul.



PRIMARY CAN DESIGN - SCALING

When applying the design across multiple can sizes the label is scaled to the same proportion as the core 120.Z can.

The only time the design may alter is to accommodate the mandatory and the Bow Tie logo as a sign off. In this case, the label is cropped in from the sides, creating room for the mandatory whilst maintaining the crops proportions.



SECONDARY DESIGN

The secondary design is a meticulously considered composition of our brand packaging elements.

Everything has a place and a role in creating the harmony of our secondary design from the Bold spirit of our bow tie, to the crafted soul of our creed and the AB Eagle. Below is a breakdown of those elements.

PIECE COUNT

The piece count uses our custom typography in white to clearly communicate the SKU without the need for icons and photography

CREED

Adds the perfect balance of boldness and depth. It's used at a large scale and follows the crop of the Bow tie.

BOW TIE

Acts as the beacon for the secondary packaging. Boldly cropped across two panels, it heroes the brand and maximizes stand out.

AB EAGLE

A subtle nod to Budweiser's history, The Eagle compliments the creed in adding depth, craft and a sense of American pride.

KING OF BEERS/INGREDIENTS

The horizontal lines provide the bow tie texture and call attention to detailed craftsmanship.

PRODUCT PHOTOGRAPHY

We use our Primary to compliment the secondary – a way of linking the bold spirit of equities on pack with the crafted soul of the core label.



SECONDARY DESIGN

Everything has a place and role in creating the secondary design's carefully considered composition. The crop establishes itself as the focal point and anchor of the overall layout.

It is important when extending to different SKU's to maintain this balance across all of our secondaries, regardless of their different shapes and proportions.



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 crops of the Creed and eagle may not always be identical from pack to pack, but the bow tie must always be cropped in this manner

This will ensure a consistent crop across the entire portfolio.

PROMOTIONAL PACKAGING

Budweiser is enthusiastically partnered with a wide array of events, charities, and initiatives around the world. To establish a consistent design approach to Budweiser Limited Editions, we have created an impactful, engaging and expressive system to communicate a wide range of various themes and associations.



THE BACKGROUND BECOMES THE PROMOTION

Maximum shelf impact at all times is the main priority. In order to continually meet this goal we will balance consistency whilst encouraging overall creativity. The Bow Tie will mimic the core design's intent but the background becomes a blank canvas, allowing the promotion to live in bold and dynamic ways.

The same can be said for the Can design. The label drops from behind the bow tie whilst the Bow Tie stays continually fixed.

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