



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



BUDWEISER PACKAGING RULES

PACKAGING OVERVIEW

This document will serve to guide a bold, crafted and consistent brand message throughout the packaging portfolio. The goal of our packaging is to communicate Budweiser's authenticity and heritage while 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 drop of Budweiser.



US DESIGN

GLOBAL DESIGN



THE LABEL

The composition of this design has been careful and meticulously considered to best reflect our Bold Spirit and Crafted Soul, whilst respecting the history and origin of each element.

The elements are handcrafted. we should never replace or adjust the typography, elements or the relationships between them. There should be no scaling, skewing, color amendments or altering of type for any reason.



RED BOX

We are a red brand, that is why our label leads with a red first and foremost. This supported with added details of white and Blue which is a proud nod to our American heritage.

CREED LOGO

The Creed adds the perfect balance of boldness and depth:

- The Creed itself tells the story of quality and process.
- The Medallion is a celebration of our global reach.
- The Grains represent the quality of our ingredients.
- The hand lettering is a nod to our past

Given the level of craft and detail it is best used at this size; large enough to be iconic and crafted, while not dominating the overall relationship of the label.

SCRIPT

This has been part of our bottle label for over 140 years. It is a signature of quality and a mark of excellence.

KING OF BEERS/INGREDIENTS

The King of Beers moniker is a powerful Budweiser equity. The Ingredients type reflects our status and knowledge as master brewers.

ANHEUSER - BUSCH, INC

A reference to the original origin of the Budweiser brand.

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 color Budweiser script
- The medallion & creed lock up is fixed
- The layout out, positioning and balance of type is fixed.



The boxed area is locked. The layout of the label should never be altered or repositioned. Do not stretch or skew, only scale to fit.



Across all bottles the crown is printed on the top of the cap.

In the global market we use a full wrapped neck label to the US bottle. The rest of the Bottle remains the identical to the US design.

PRIMARY CAN DESIGN

Continuing the spirit of our core bottle, our iconic label stands out as the hero for the can design. While this is a clear nod to the original, 140 year old design, the new composition provides the can a fresh lease of life and a bolder spirit by introducing a dynamic crop of the label.

Not only is this a more expressive design, but also more versatile in its ability to adapt 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. The Label stay centered to the cutter when cropping.

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 Franklin Gothic typography combined with an icon of the primary Within. The type and icon is justified.

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

SIDE PANEL

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. When positioning the primary the die line of the secondary must not obscure or cut through any important parts of the label or bow tie, for any questions please contact JKR.



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 Creed is locked to the Bow Tie, however the Eagle may need to be resized and reposition on different SKU's to provide the best composition of elements.

This will ensure a consistent front panel across the portfolio.

SECONDARY DESIGN - CROPPING

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, only scaled as a whole.

The eagle & Rock icon along with the King Of Beers/Ingredients lock up, however, can be adjusted and resized in order to create the best crop and positioning.



PACKAGING VIOLATOR

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

The violators must be no more than 10% of the corresponding panel's width.



When violators are used vertically the packs design must then be adjusted so that the core crop is not affected. For this follow the same scaling rules as mentioned on page 11. The only difference being the B is anchored from the edge of the violator, not the pack.

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. Whilst, above all, feeling unmistakably Budweiser.



SUMMER 2015



STARK



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