



## GLOBAL VBI GUIDELINES

FEBRUARY 2015

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## BRINGING IT ALL TOGETHER

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# PURPOSE

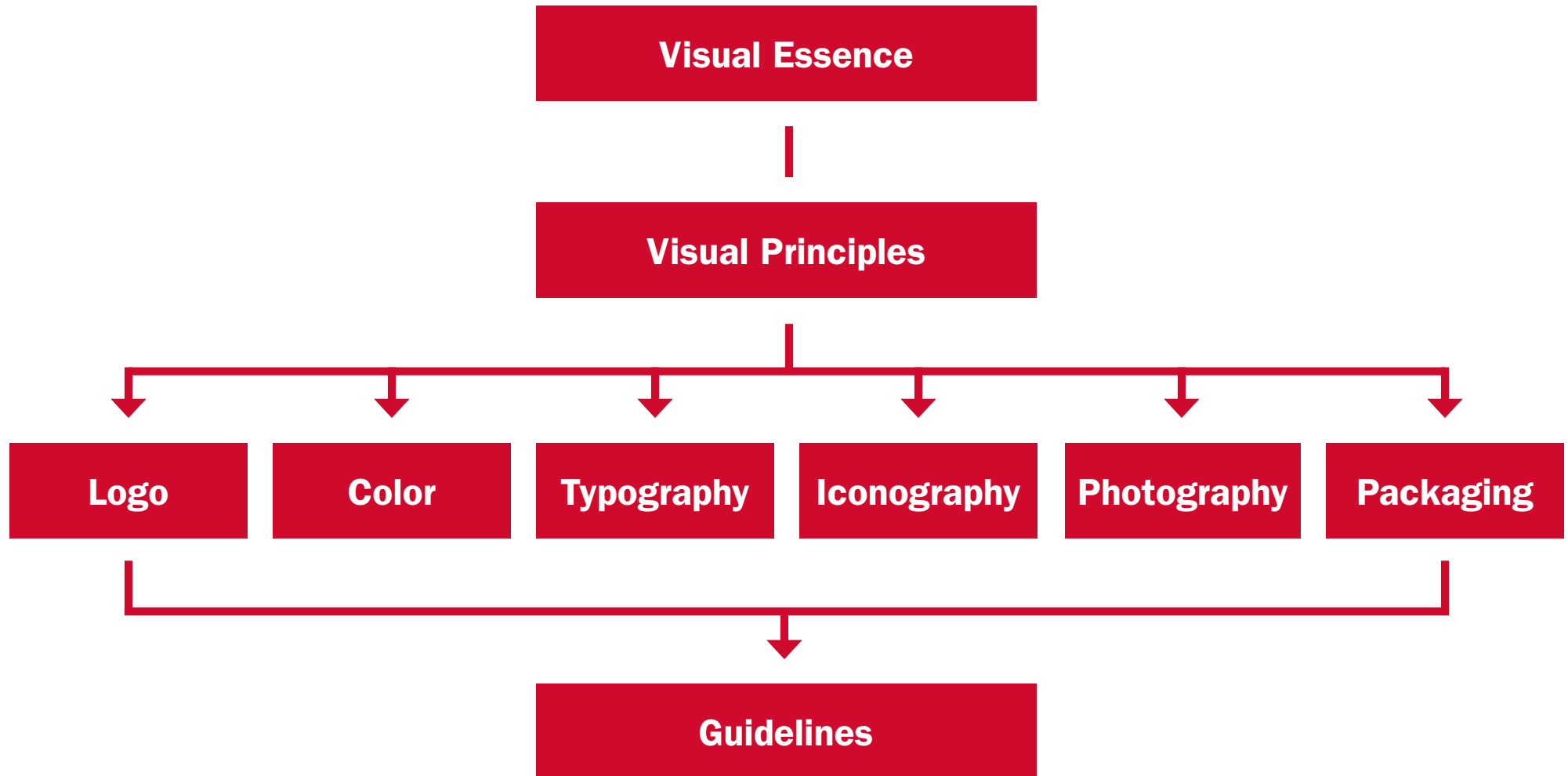
The purpose of this document is to articulate a Visual Brand Identity (VBI) that brings to life our Brand Ideal, “Free to live the life of your dreams”, in the form of visual expression. This guideline allows the physical manifestation of Budweiser’s core values of freedom, authenticity, and ambition. We do this with Bold Spirit, Crafted Soul, and modern use of iconography to further propel Budweiser to the world’s undisputed King of Beers.

This document is built as guidelines to ensure consistently premium, differentiated, and ownable expressions of Budweiser globally, across campaigns and across touch points. The guidelines provide clarity and specificity on the few things that are required, but thoughtfully omits details to provide flexibility for agencies and campaigns to create the best work.



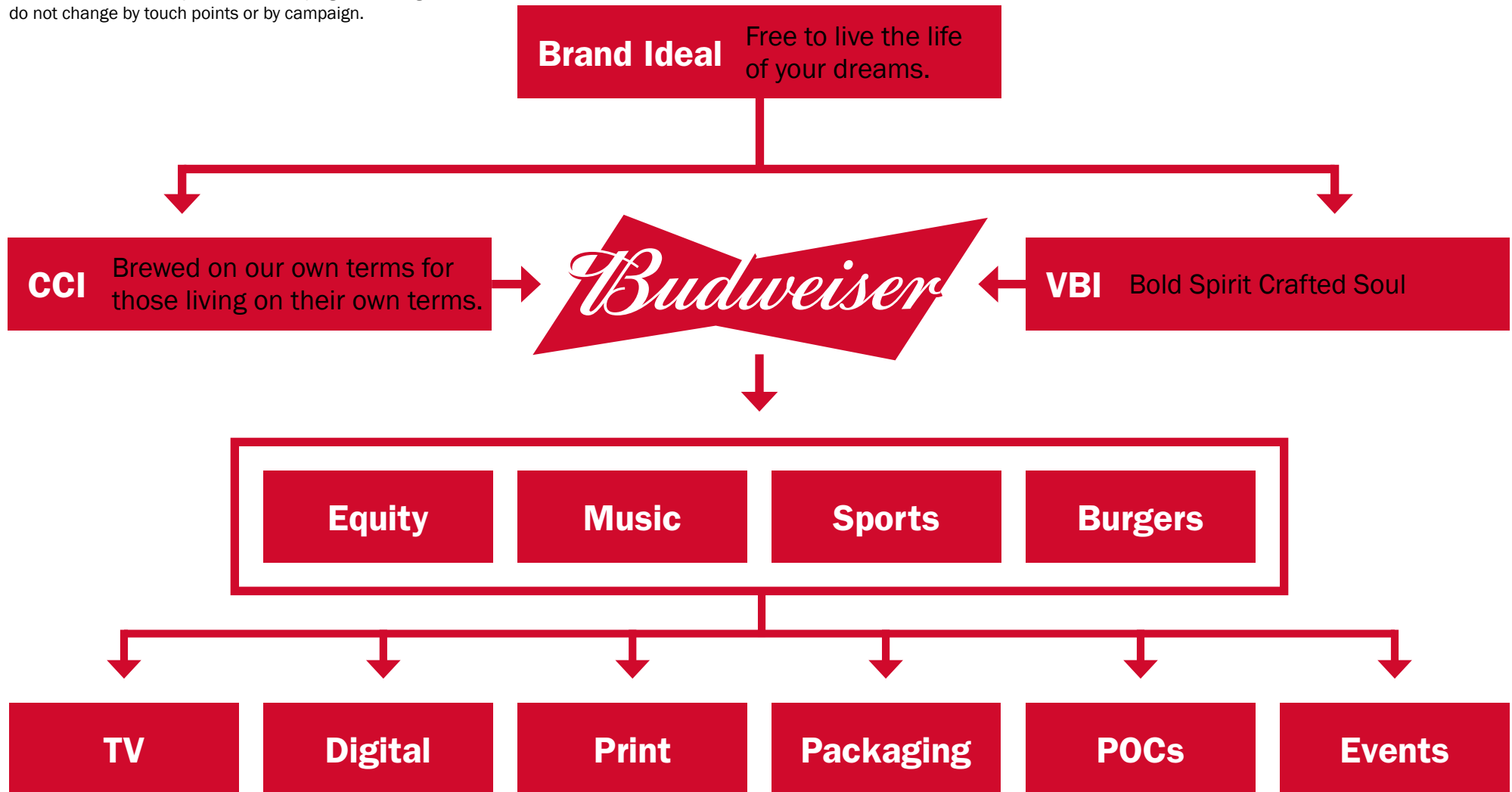
# VISUAL BRAND IDENTITY

We've built a comprehensive system to deliver a bold, premium, differentiated and ownable visual language that can be immediately recognized.



# BRAND COMMUNICATIONS

The VBI is a fundamental element within Branded Communications that elevates above, and therefore stays consistent across markets, touch points, and campaigns. These guidelines do not change by touch points or by campaign.



## VISUAL ESSENCE

Budweiser has two powerful dimensions. We have an inspiring progressive spirit. We are a contemporary global superbrand.

We also have depth and soul and character. We lead. We have a proud heritage built on incomparable quality.

For Budweiser the sum is greater than the parts, and we can sum up our visual philosophy in 4 words...

# BOLD SPIRIT & CRAFTED SOUL

Swagger  
Inspiring  
Graphic  
Iconic  
Pioneering  
Epic  
Unafraid to lead

Freedom  
Ambition  
Inspiring  
Emotion and Heart

Authenticity  
Uncompromising Quality  
Equities since 1876  
Detailing  
Care

Humanity  
Humility  
Charisma  
Warmth  
Guts  
Belief  
History  
Heart

## VISUAL ESSENCE

### A CONTINUITY BETWEEN OUR ROOTS AND OUR FUTURE:

We seamlessly blend our roots with our vision. This inspires our design, give a reason to believe in the brand, and a language to project our qualities and character. Budweiser's VBI acts as the manifestation of all we represent – where we have come from, where we are going and what we stand for.

### USE OUR SCALE & ICONIC STATURE AS CREATIVE ENABLERS:

We are a big bold brand. Our design equities in our label and Bow Tie enjoy genuinely iconic stature. We treat these equities with due reverence and respect. But like any great design iconography we want to apply and utilize them with creativity and passion.

### WE ARE PREMIUM, NOT PRETENTIOUS:

Budweiser embodies the freedom to live the life of your dreams. Our communications must pulse with a spirit of liberty and confidence. Ours is a dream of better – great beer, great times, and great ambition. We believe in being the best and represent greatness, because everyone deserves the best.

Where there's freedom, there's Bud.



# VISUAL PRINCIPLES

Any creative expression of Budweiser should be informed by our 3 visual principles.

They are consistent with and inspired by our Brand Ideal, and shade in the detail of Bold Spirit and Crafted Soul. These principles illustrate how the Visual Essence is brought to life in a tangible way through design.

**#1**

**CRISP,  
CLEAN, BOLD  
& ICONIC**

**#2**

**STRONG,  
POLISHED  
& DETAILED**

**#3**

**REAL,  
SPONTANEOUS  
& EPIC**



## #1 CRISP, CLEAN, BOLD & ICONIC

Budweiser visually expresses itself with a bold, spirited energy that combines impact with charm. We look clean and confident. Bold is about celebrating the freedoms of life and all of its possibilities.

Our use of color, graphics and form should be full blooded, single minded and representative of the freedom that is Budweiser. They act as a flag for our spirit, but must also repay a second glance with detail and nuance.

This along with a use of white space and 'stand back' simplicity evokes a sense of liberty and visual 'freedom'.



## #2 STRONG, POLISHED & DETAILED

### UNCOMPROMISING QUALITY & CRAFTSMANSHIP:

It's in every drop of our liquid and it flows through every aspect of the brand. It's a human value, a human skill, and when you see it you sense our soul. You sense it in our attention to detail and depth in structure, graphics, texture and production.

Craftsmanship is part of our tradition but it also keeps pace with contemporary times; a laser can be utilized with as much craftsmanship as a chisel, a camera with as much soul as a paintbrush. We want to see the hand & heart of our makers in our work.

We reflect the substance of our beer and the scale of its popularity through a robust can-do quality to materials and styling – we are premium not pretentious, and our styling is solid. It has 'heft'. Our objects are made with the best and built to last.

We believe work in the pursuit of perfection. You should sense the endeavour and character that take us there.



### #3 REAL, SPONTANEOUS & EPIC

In photography and design we project humanity and warmth: A Bold Spirit and Crafted Soul are undeniable human traits. It's the balance between the freedom that the brand represents and a crafted touch that exemplifies the Budweiser story.

Budweiser is a truly epic American brand with a global reach. Though proudly macro, we honor the human touch and craft behind our product and generations of success.

Imagine that everything we make and do would be worthy of a backstory that could tell us why and how this thing came to be. This mind-set should ensure expressions that have substance as well as style, conveying our soul as well as our scale.



# **BUDWEISER BRAND ELEMENTS**



### **BOW TIE**

The Bow Tie is a forward-leaning symbol of freedom. 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 confident presence.

### **BOW TIE DETAILING**

The blinds give the Bow Tie texture, providing both craftsmanship and attention to detail, calling attention to Budweiser's uncompromising quality. This silver keyline around the Bow Tie adds a contemporary premium cue.

### **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.

# BOW TIE UPDATES

The Budweiser Bow Tie is the epitome of the brands Bold Spirit in visual form. The logo has been refined and modernized to enable clarity and consistent quality across all media.

## SCRIPT TYPOGRAPHY

The updated Bow Tie logo leverages custom typography in order to increase legibility and quality. While still exploding out of the Bow Tie in its bold manner, the edge of the 'B' and 'r' have been brought in a touch for legibility.

## GEOMETRY

The Bow Tie has been subtly adjusted in order to create visual harmony between the script and the containing shape. Consideration of these forms allows the logo to better reflect Budweiser's commitment to quality and craft.

## CROWN

In order to increase the communication power of the Bow Tie logo, the crown has been removed. The updated logo is more powerful and confident while the reduction of elements adds a premium simplicity. The crown's rightful place is proudly atop all of our packaging.

## EFFECTS & COLOR

The updated logo is free from complicated drop shadows and effects, contemporizing the mark and aiding usability. The addition of silver adds a modern premiumness.



UPDATED LOGO



PREVIOUS LOGO

## THE BOW TIE SUITE

The Bow Tie remains the icon and global beacon of the Budweiser Brand. We have defined specific applications for each Bow Tie and those must be closely followed in order to preserve messaging intent and global consistency.

### PACKAGING BOW TIE LOGO

The Packaging Bow Tie is detailed to communicate our Crafted Soul, while delivering quality and find-ability on shelf. The detail and shadowing allows the mark to sit on top of background elements and separate from the composition. This four-color logo is the only logo used on our packs.

### COMMUNICATINOS (COMMS) BOW TIE LOGO

The simplified Comms Bow Tie delivers on the brand's Bold Spirit. It is a progressive and modern version of the brandmark that more affectively amplifies the bolder tone and personality of Budweiser's new communication style. The reduced detailing allows for more effective use in the digital space and motion. The optimized design allows for confident and contemporary design solutions in all comms and special edition packaging.

### ONE COLOR REVERSE BOW TIE LOGO

The One Color Reverse Bow Tie is intended to be used only in instances where production cannot support full fields of color. Specific uses include embroidery and small size screen-printing.

### BOW TIE SHAPE

The Bow Tie Shape can be used as a shorthand for the full logo when appropriate. For example, digital space thumbnails or simplified applications like lapel pins, etc.



PACKAGING BOW TIE ON WHITE



PACKAGING BOW TIE ON RED



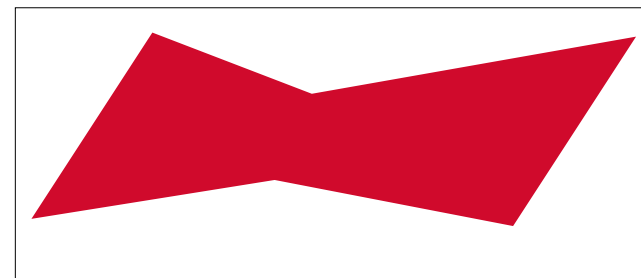
COMMS BOW TIE ON WHITE



COMMS BOW TIE ON RED



ONE COLOR BOW TIE REVERSE



BOW TIE SHAPE



## BOW TIE LOGO USAGE EXAMPLES

In order to optimize brand executions, it is important to use the correct Bow Tie based on usage described on the previous page.



PACKAGING BOW TIE



COMMS BOW TIE



ONE COLOR REVERSE BOW TIE



BOW TIE SHAPE



# LOGO USAGE DO'S AND DON'TS

To ensure maximum brandmark legibility, it is important to follow basic guidelines for usage.



**ENSURE** appropriate clear space in controlled environments.



**DO NOT** stretch, skew, or distort the logo in any way.



**DO NOT** change the color of the logo.



**DO NOT** add embellishments or effects of any kind to the logo.



**DO NOT** crop or hide the logo as it effects recognition.



**DO NOT** change the opacity of the logo.



**DO NOT** rotate the logo.



**DO NOT** place logos on colors that do not provide contrast.



**DO NOT** place outlined logos on busy backgrounds.

## THE BUDWEISER SCRIPT

We strongly encourage use of the Budweiser Bow Tie logo on all applications. However, in cases where it is materially impossible to use the Bow Tie, or where space does not permit for optimal legibility, the use of the Budweiser Script alone is permitted.

### DETAILED SCRIPT

The detailed script can be used when production techniques support multi-color logos and detail integrity can be ensured.

### WHITE SCRIPT & RED SCRIPT

When production doesn't allow for multi-color, or the script will read optimally in one color, the single color scripts can be used.

### NAVY SCRIPT

Navy Script is *only* used on primary packaging.

### WIDE FORMAT BRANDING OPPORTUNITIES

When vertical space is extremely limited, it is recommended that the script be used in lieu of the Bow Tie in order to capitalize on the orientation of the media and maximize brand read.

*Budweiser*

Detailed Script

*Budweiser*

White Script

*Budweiser*

Red Script

*Budweiser*

Navy Script



WIDE FORMAT BRANDING OPPORTUNITIES

## HAND CRAFTED ELEMENTS

The Budweiser brand elements, from the Script to the Label, has been meticulously hand crafted in order to deliver premiumness, and reflects Budweiser's uncompromising commitment to quality.



# CRAFTED SOUL ICONOGRAPHY

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. Those elements and their usage are explained here.

## THE LABEL

In regards to the iconography of the label, it is more effective to use the label as a whole rather than the individual components, as they do not communicate Budweiser clearly. Do not pull out elements, unless specified here.

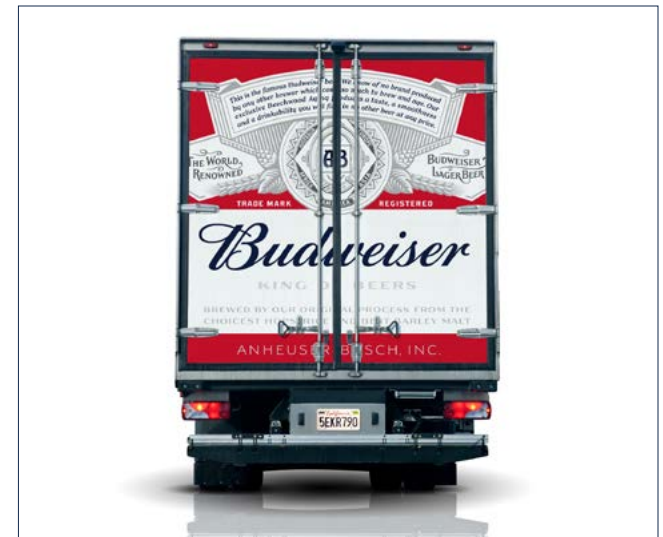
The Budweiser Label has become an iconic symbol of the most famous beer in the world. It is the perfect balance of color, typography, heritage, and Crafted Soul. The individual elements do not communicate alone what they do as a whole. For that reason, the label should be used as a complete system.

## THE AB SEAL

The AB Seal is a beautiful symbol of Anheuser-Busch heritage and Budweiser's Crafted Soul. However, it fails to clearly communicate Budweiser on its own and should always be used in support of a stronger Budweiser read. The AB Seal can be used as texture element for added Crafted Soul. Additionally, it is advised that the AB Seal is used only in circular spaces.



THE LABEL



USAGE EXAMPLES Posters, Installations, T-Shirts, Towels Trucks, Bandannas, Etc.



THE AB SEAL



USAGE EXAMPLES Coasters, Clocks, Watches, Patches, Embossing, Serving Trays, Beer Buckets, Key-Chains

# 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

# TYPOGRAPHY

Budweiser exclusively uses hand crafted sans serif and serif typefaces.

The following are some general guidelines for typography:

- Use dark color type on light color backgrounds
- Use light color type on dark backgrounds
- Set headlines in all caps.
- Set subheadlines in title case.
- Set body copy in book weight in sentence case.
- Set legal copy in compressed book or light weight in all caps.

AaBbCc

BUD BOLD

AaBbCc

BUD CRAFTED

AaBbCc

FRANKLIN GOTHIC BOOK

THIS IS A HEADLINE.

This is a Subhead.

This is body copy set in sentence case, qui omniatur, aute doluptas et volupta non reptatem res core voluptatis magnimo lloriberum quodici taspis ad es mod ut vel incipsunti to ventur, nonsequam idus maior sit, accum adi dolessunda.

This is body copy set in sentence case, qui omniatur, aute doluptas et volupta non reptatem res core voluptatis magnimo lloriberum quodici taspis ad es mod ut vel incipsunti.

FOOTNOTES IN SMALLER SIZE FRANKLIN GOTHIC BOOK ALL CAPS.



# PRODUCT PHOTOGRAPHY

Our product photography should feel 'real' and premium, not overly stylized. Our brands confidence and quality should be reflected in our photography.

The following are some general guidelines for photography:

- Photography of the product should be styled tastefully
- Refreshment cues should not trump premiumness
- Shadows should appear natural and not artificial
- The perspective should be straightforward and not extreme

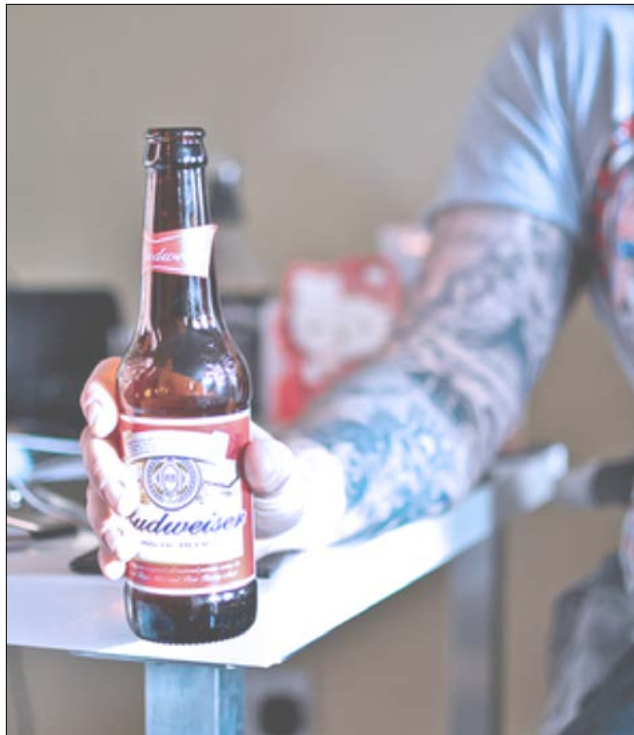
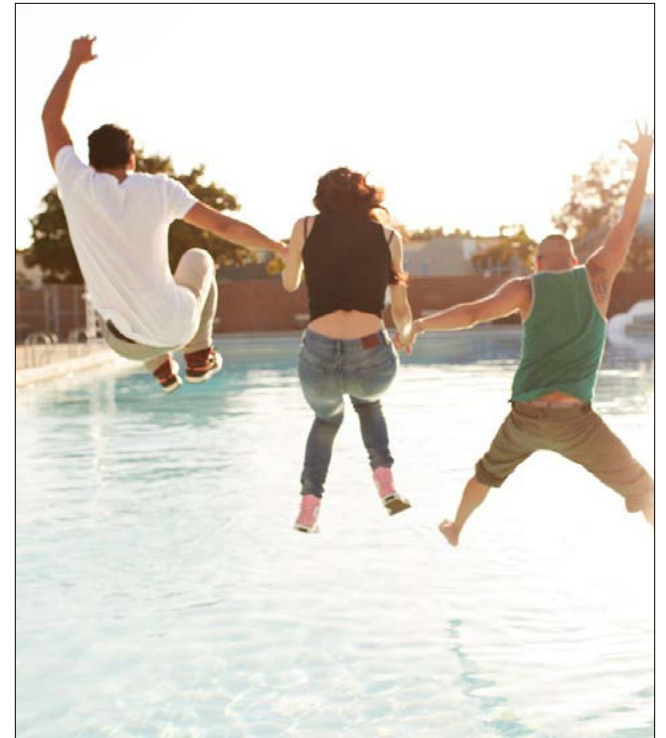
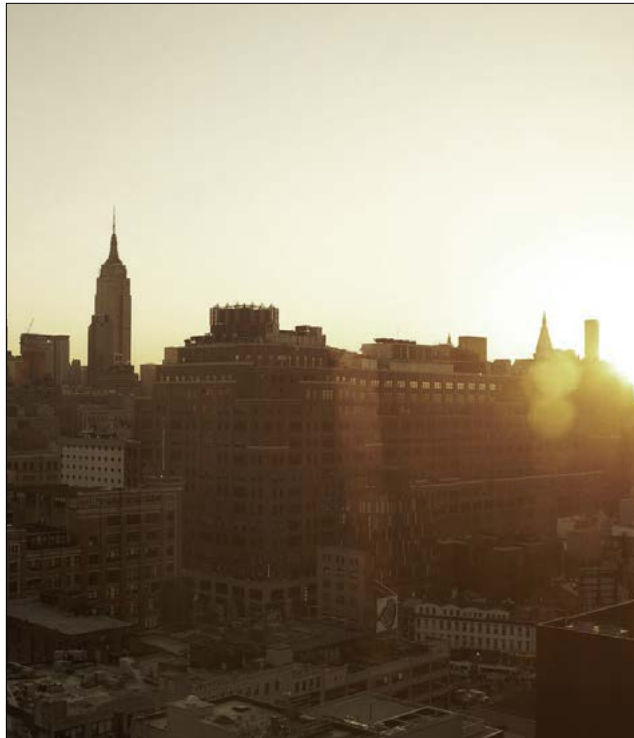


# LIFESTYLE PHOTOGRAPHY

Our materials and styling should feel authentic, not synthetic. For example, our imagery should look caught 'in camera' not 'in Photoshop'. This will allow our communications to feel authentic and approachable.

The following are some general guidelines for photography:

- Lifestyle photography should capture 'real' moments
- Lighting should appear natural and nothing should feel over staged or inauthentic



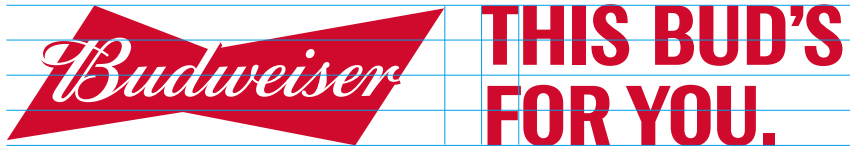


## TAG LINE LOCK-UP

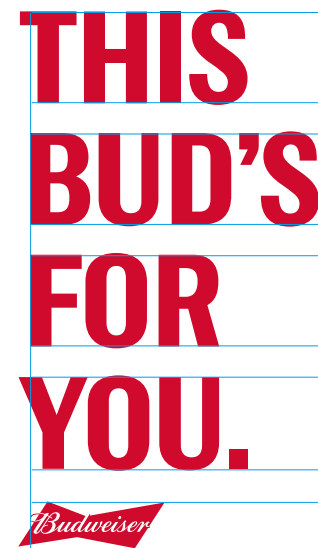
The Budweiser tag line, along with all headlines, should be set in the custom Budweiser Sans Serif to ensure a consistency. When locked up with the Budweiser Bow Tie, it is best to match the center point horizontally.



## ONE LINE LOCK-UP



## TWO LINE STACKED LOCK-UP



## FOUR LINE STACKED LOCK-UP

**BRINGING IT ALL TOGETHER**

## EXECUTIONAL MANDATORIES

The Budweiser Brand Elements come together in a cohesive and iconic manner through strong hierarchy and good design.

### LOGO

All Budweiser brand communications require a Budweiser brand read, often through the logo or script.

### TAGLINE

When not functioning as a headline, the “This Bud’s For You” tag line should be locked-up with the Budweiser logo.

### BACKGROUND

Backgrounds should be strong and proud, devoid of extraneous effect and graphic treatments. By leveraging our brand colors, we can create a confident high contrast visual. All backgrounds should be either Bud Red, White, or a photograph.

### TYPOGRAPHY

By leveraging the Budweiser font family the brand communications can be confident and direct. Support copy should move to a book weight of Franklin Gothic.

### COLOR PALETTE

Bud red and white are the dominant brand colors and can be used interchangeably, creating flexibility across communications in both backgrounds and typography.

### PRODUCT PHOTOGRAPHY

The Budweiser bottle and can are the true brand heroes, offering consumers a visual taste of the brand’s ‘Crafted Soul’. These photos should drive premiumness over refreshment. If lifestyle photography is used, it is not mandatory to have product photography.

# THIS IS AN EXAMPLE OF A HEADLINE.

This is an Example of Supporting Text.

 THIS BUD’S FOR YOU.



# THIS IS AN EXAMPLE OF A HEADLINE.

This is an Example of Supporting Text.

 THIS BUD’S FOR YOU.



# THIS IS AN EXAMPLE OF A HEADLINE.

This is an Example of Supporting Text.

 THIS BUD’S FOR YOU.



# COMMUNICATIONS

By leveraging Budweiser's typography, color, photostyle, logos and lock-ups we can create a globally unified system of communications for a variety of uses..



## PRODUCT COMMUNICATIONS

Equity communication can be either product focused or logo focused. Solid backgrounds should be red or white, void of superfluous textures and effects.



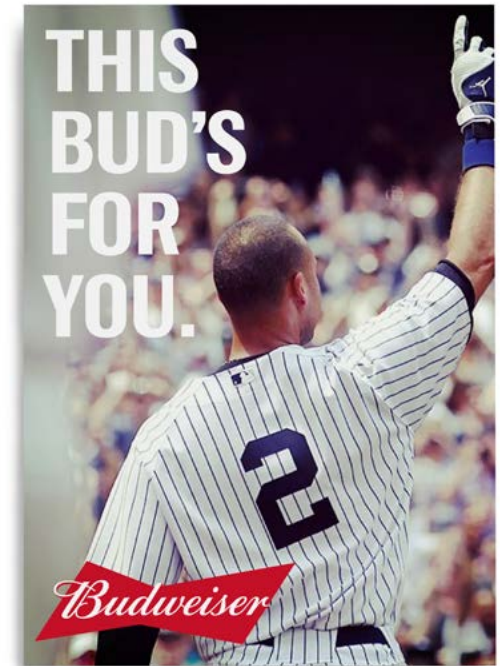
## MUSIC COMMUNICATIONS

We can leverage artist publicity photos supported by Budweiser branding to create unified compositions. Our brand type system allows for headlines and subheads, where white space allows for more copy.



## BURGER COMMUNICATIONS

Leveraging high quality photography with an in situ primary, we can develop logo driven communications. The Budweiser tag line can take on a flexible and playful voice.



## SPORTS COMMUNICATIONS

It isn't always necessary to showcase a primary or our product. In this example, the importance of honoring the athlete takes precedence over driving refreshment.

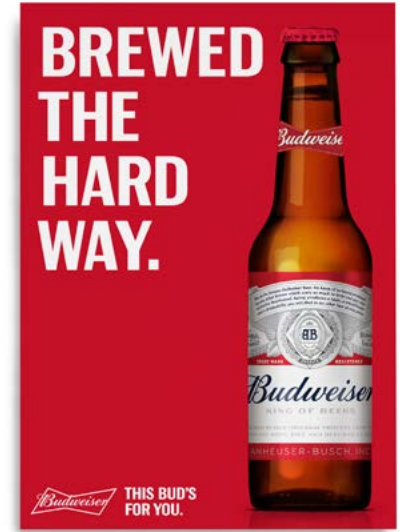


## THE BRAND WORLD

Using the brand elements laid out in this document, we can create a flexible system which comes to life in the world.



# THIS BUD'S FOR YOU.



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