



Anheuser-Busch

Style Guide





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The main Anhueser-Busch logo consists of a bald eagle going through a capital letter A, on top of both of those is an eye to signify our collaboration with Clear Care Plus.



The hard edges of the eagle and the A mixed with the roundness of the eye create a great contrast and help guide the eye. This logo is to be used the most

The secondary Anhueser-Busch logo is the same as the main logo but with the addition of a grey and white shield in the background. This logo is to be used in promotional circumstances where the main logo is not used.





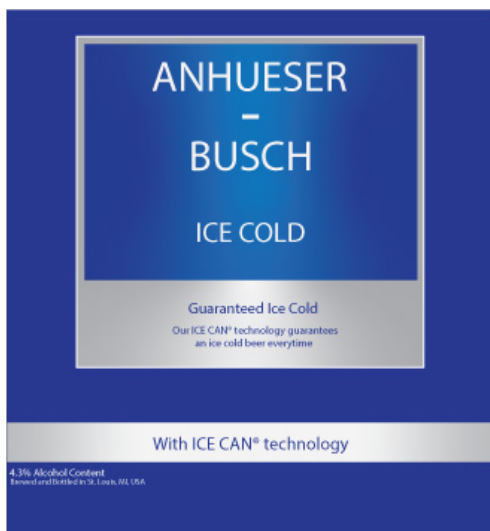
Main Logo

- To be used on all promotional advertisements



Secondary Logo

- To be used alongside Main Logo



Label

- To be used on all beer bottles



Clear Space



Anheuser-Busch Style Guide | [Logo Sizes](#)



.25"



.5"



1"



2"



Primary

Light Blue: #628bff

Secondary

Navy Blue: #2b3890

Secondary

Dark Blue: #262262

Secondary

White: #FFFFFF



The primary font used
is Open-Sans

OPEN SANS

The Secondary font used
is Arial

ARIAL



Here is the primary logo placed onto a hat



