

Anheuser Busch Style Guide



Anhueser - Busch

Anheuser Busch Style Guide

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Brand Characteristics

The main Busch logo is comprised of a stylized capital A with a Bald Eagle going through the middle. The colours of the A and the brown Eagle create a nice contrast and draws the eye in.

The Bald Eagle going through the middle of the logo really helps draw attention to the middle of the logo, where then you see a star up top to symbolize being the “king” of beer. The Eagle also helps sell the depth of the logo.



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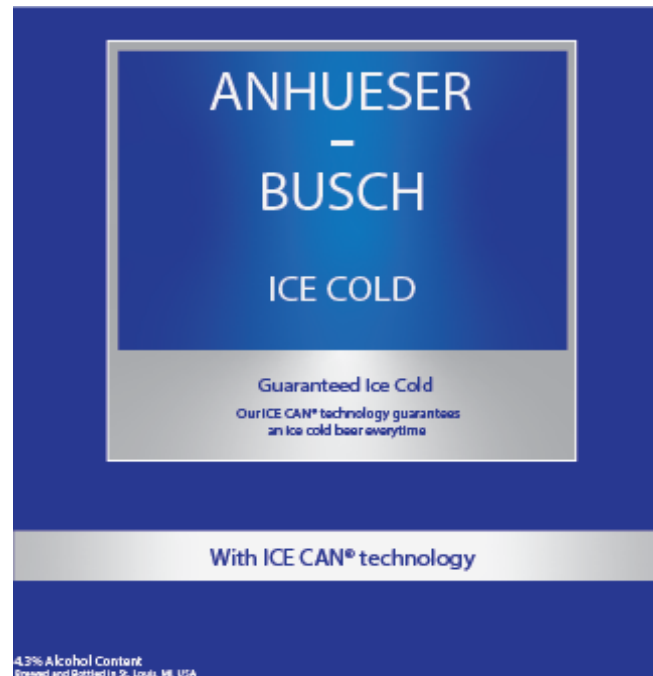
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Logos

Main logo and secondary logo / label

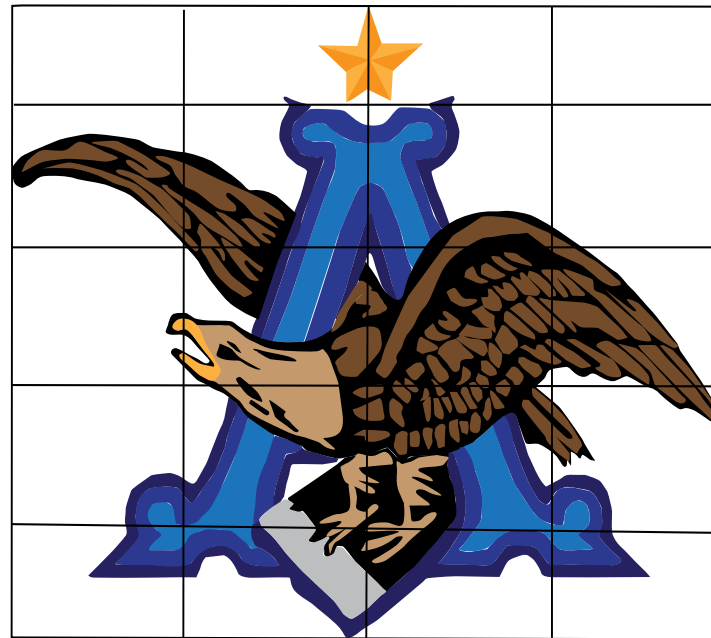


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Clear Space

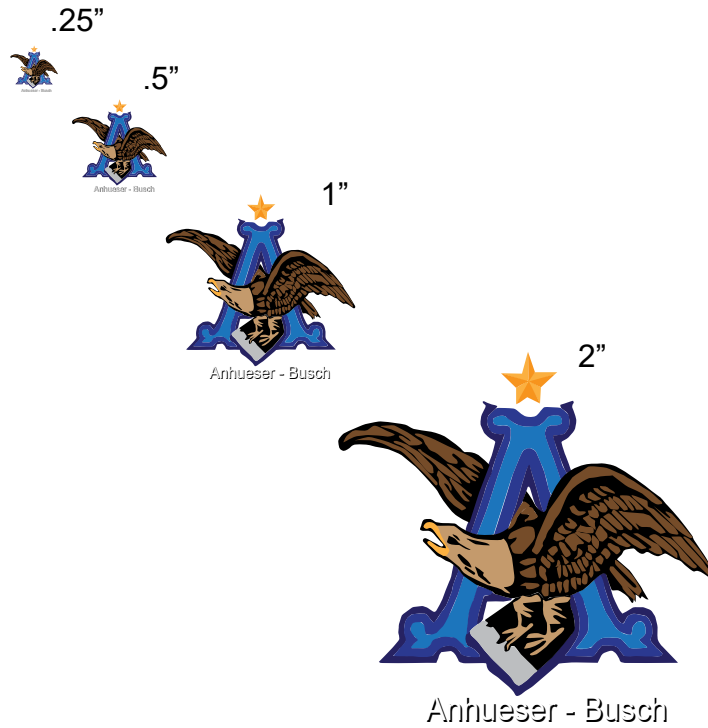


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Logo Sizes

Here is the main logo
in .25, .5, 1, and 2"



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Colour Study



Light Blue

C: 85 M: 50 Y: 0 K: 0 R: 98 G: 139 B: 255
#628bff



Navy Blue

C: 100 M: 95 Y: 5 K: 0 R: 43 G: 56 B: 144
#2b3890



Dark Blue/Purple

C: 100 M: 100 Y: 30 K: 21 R: 38 G: 34 B: 98
#262262

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Typographic Study

The primary font used is Open Sans

Primary Font: Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Shown in capitalized and uncapitalized at 12 pt

The secondary font used is Arial

Secondary Font: Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Shown in capitalized and uncapitalized at 12 pt

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Environmental Application

Here is the main logo on a hat with matching colours

The logo really stands out on clothing items

A good way of advertising more would be to put the logo on billboards and TV ads with the Eagle being animated in some way



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Closing



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