

ALBERT PORTO

ART DIRECTOR / DESIGNER

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NBCUNIVERSAL

Upfronts 2018

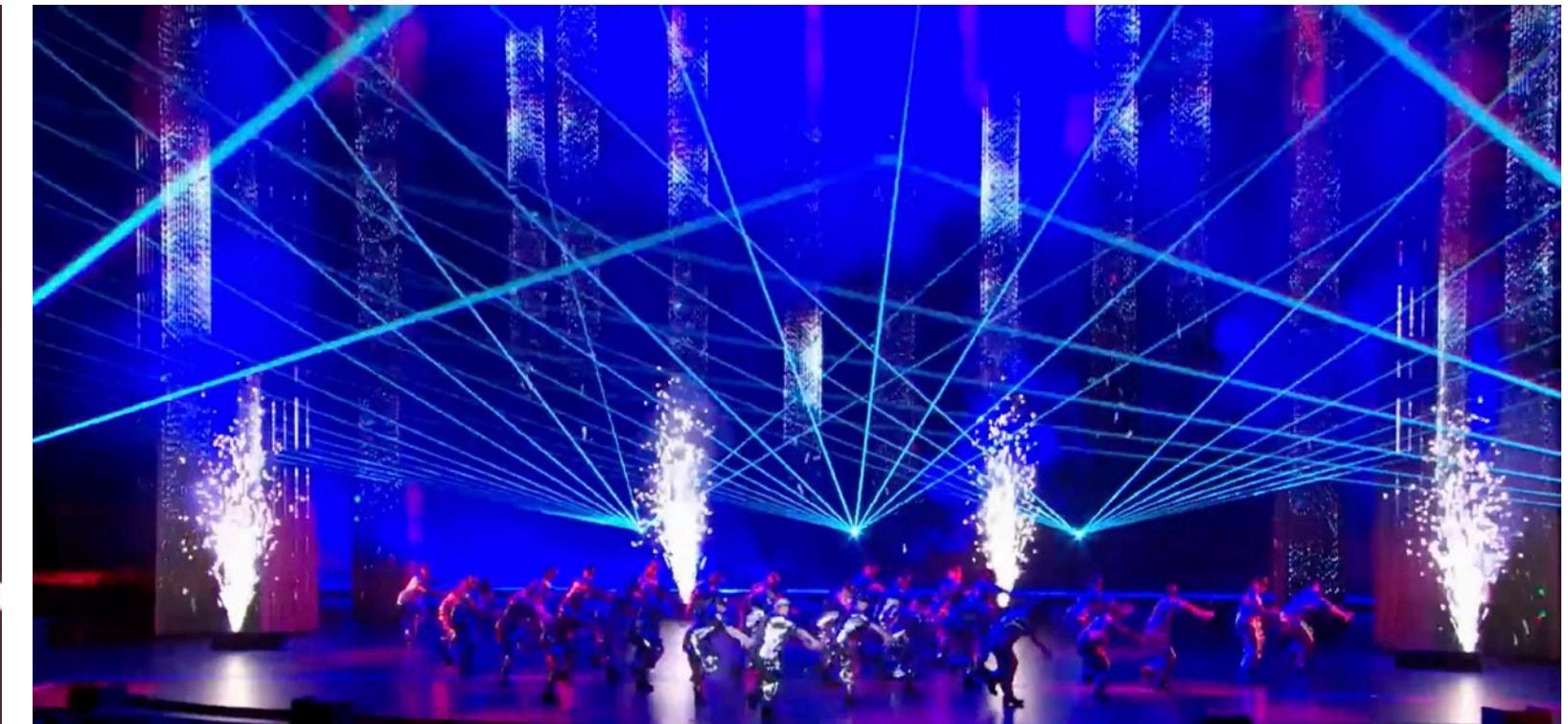
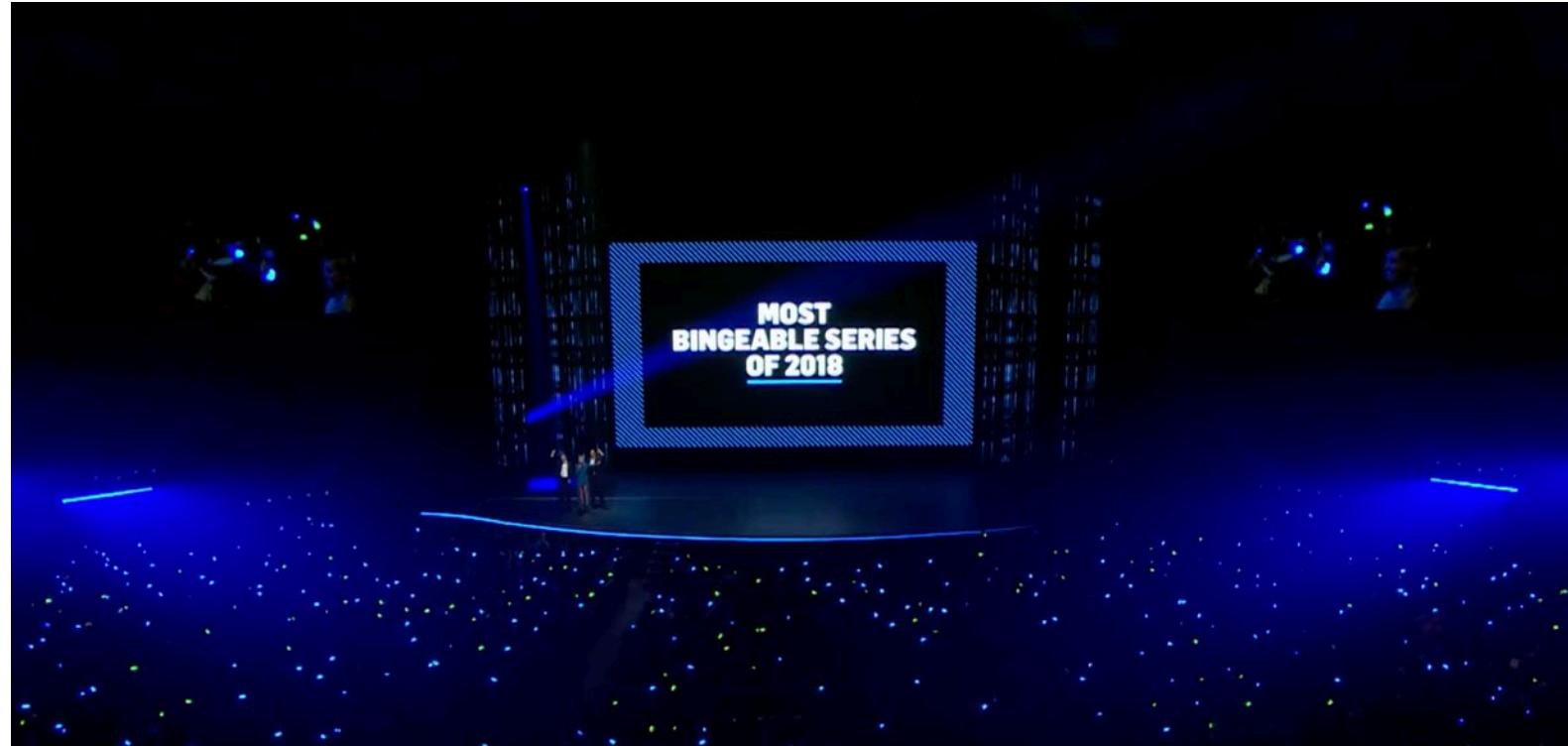
—

NBCU is leading the industry in a new direction, beyond the norm to the next, exploring and activating all the ways we can connect our content with our fans and our brands. Our 2018 campaign visually demonstrates the transformation beyond the ordinary to the extraordinary, the basis for NBCU's unique ability to deliver content that builds communities and brings people together.







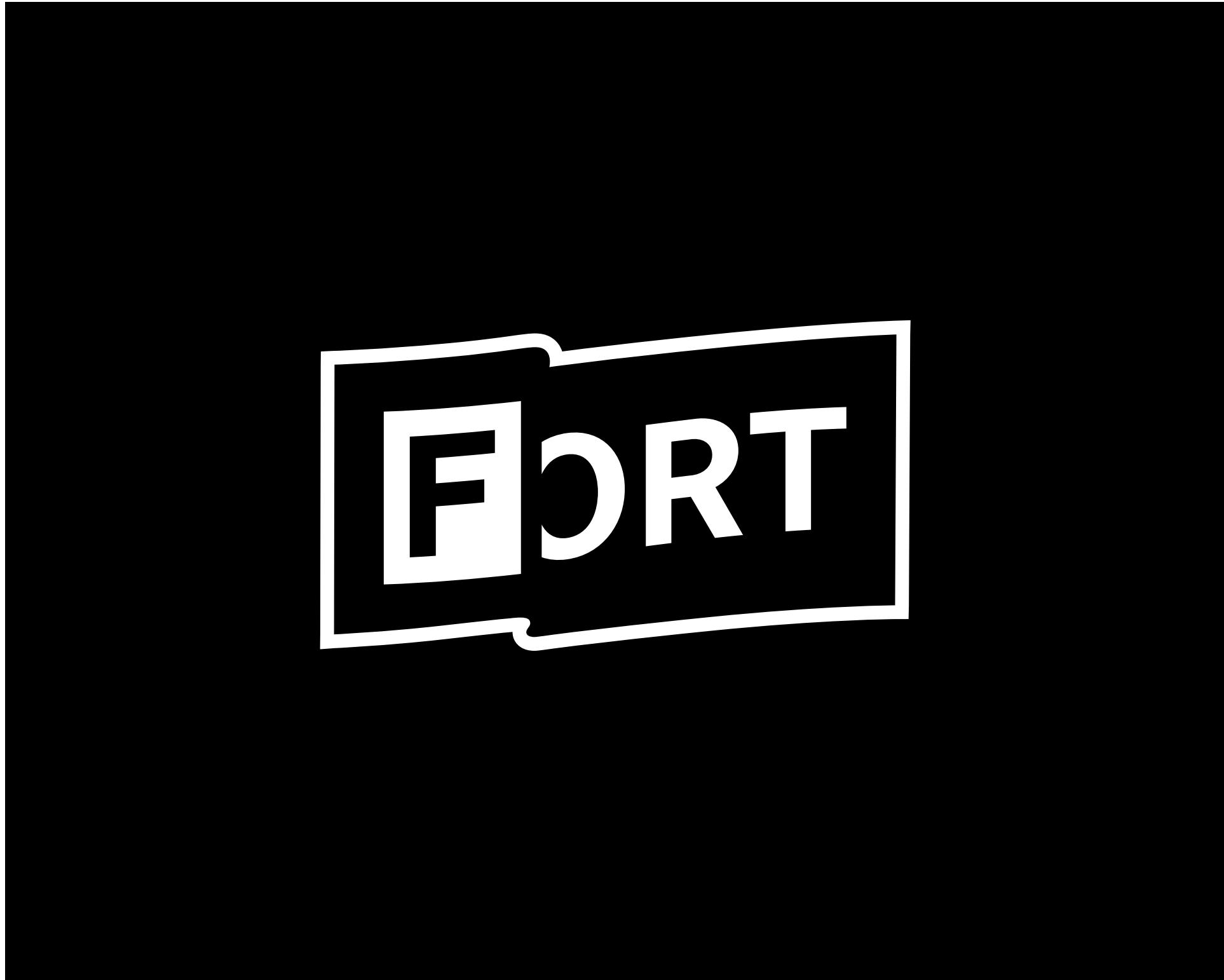


FADER FORT

FORT 2017

The FADER FORT is the most sought-after live event at SXSW. With 4 full days of programming, it has become the go-to destination to celebrate emerging artists and the surrounding culture. In its 16th year, The FADER FORT returned with a whole new look and feel.





PRIMARY TYPOGRAPHY

Neutral Std Medium

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n
o p s q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

COLOR PALETTE



CMYK:

75, 68, 68, 90

CMYK:

0,0,0,0

RGB:

0, 0, 0

RGB:

255, 255, 255



FADER
FORT

FADER
FORT
AUSTIN / TX
2017



FADER
FORT
—

FORT

((FADER
FORT))



FORT

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FADER
FORT

FADER
FORT



FADER
AUSTIN, TEXAS
FORT

FADER FORT

FADER
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RT

FADER
FORT
EST. ★ 2000

FADER
FORT

FADERFORT

FADER
FORT
EST. AUSTIN
TX 2000



AUSTIN, TX
MAR 15-18
FORT

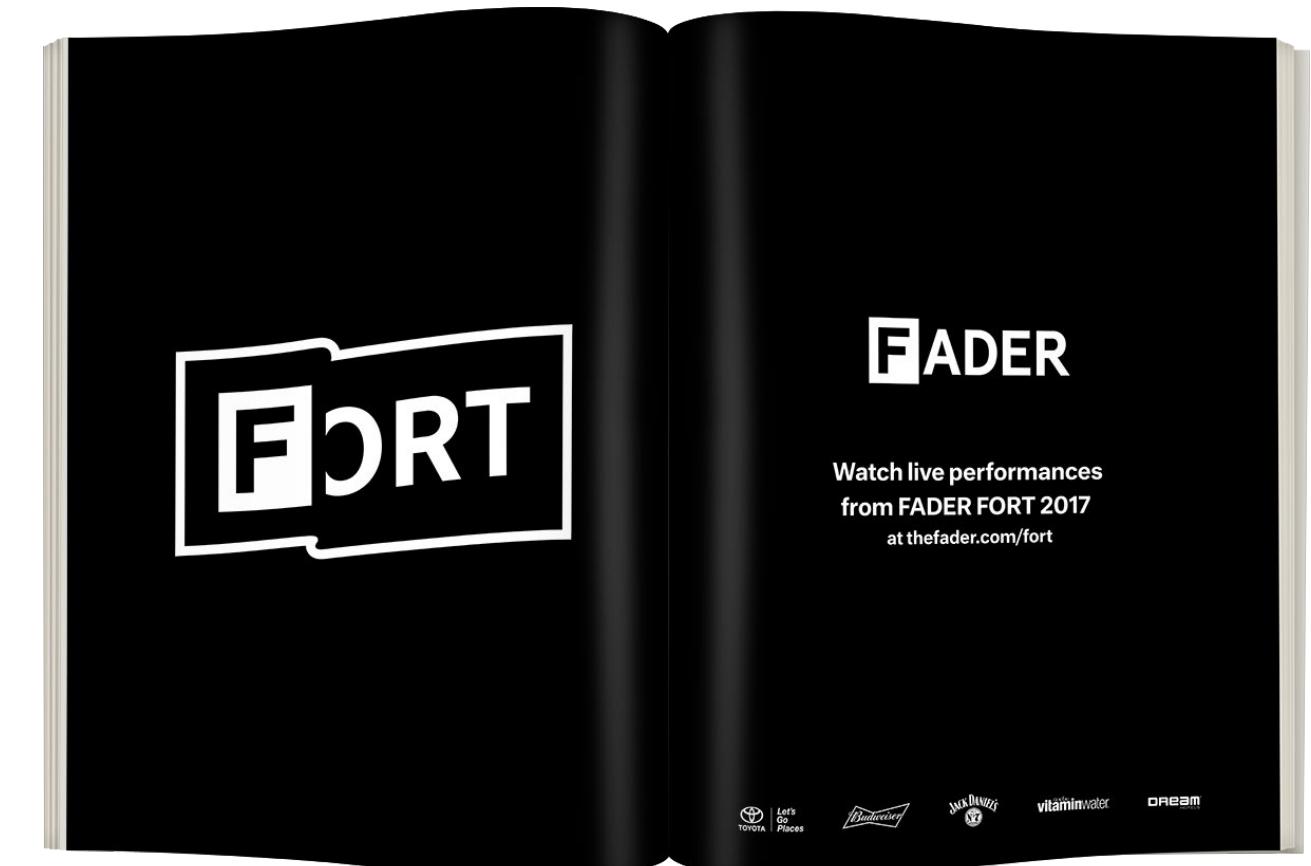
F
FORT
ATX

FADER
FORT
AUSTIN, TEXAS



FADER
FORT



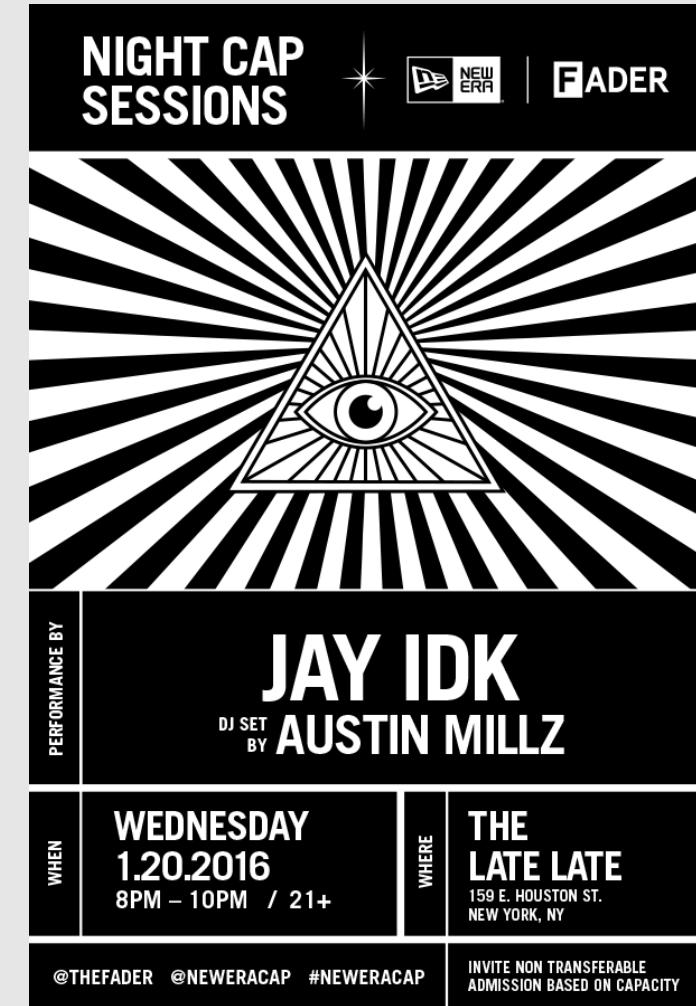
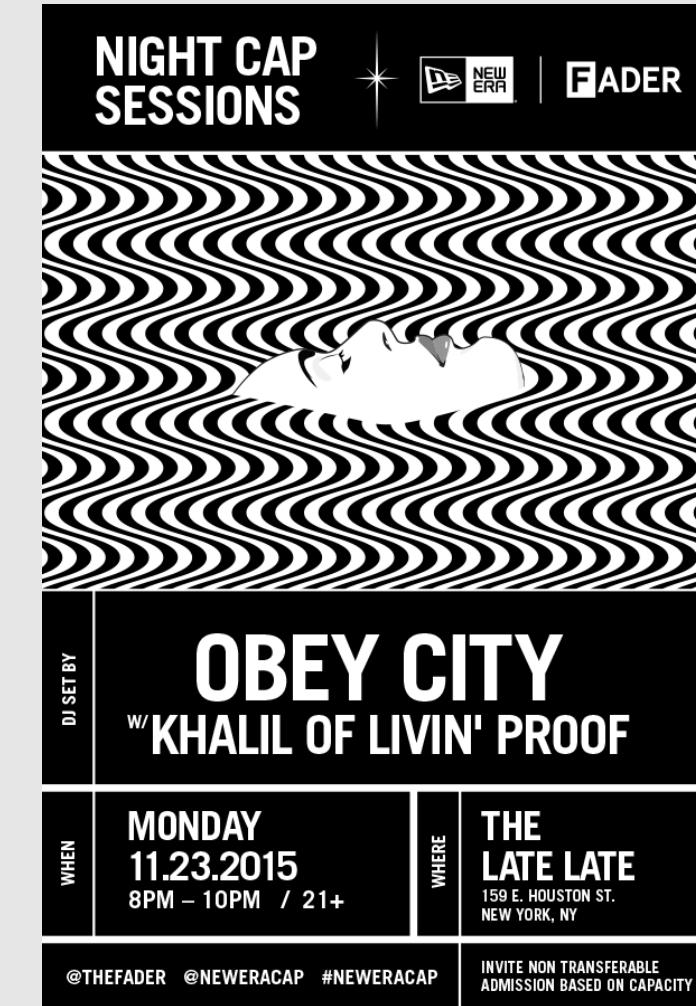
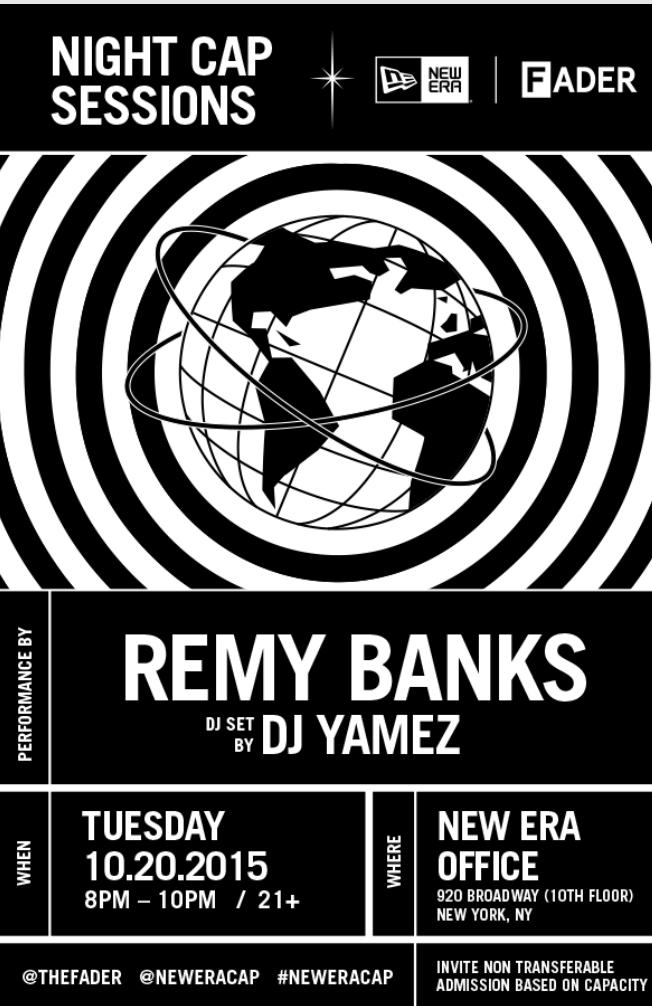




NEW ERA

Night Cap Sessions

The FADER partnered with New Era to develop the Night Cap Sessions, a program that encompassed the authenticity, energy, and innovation of New Era. The event series exposed the brand's presence to a diverse audience in the New York Market.

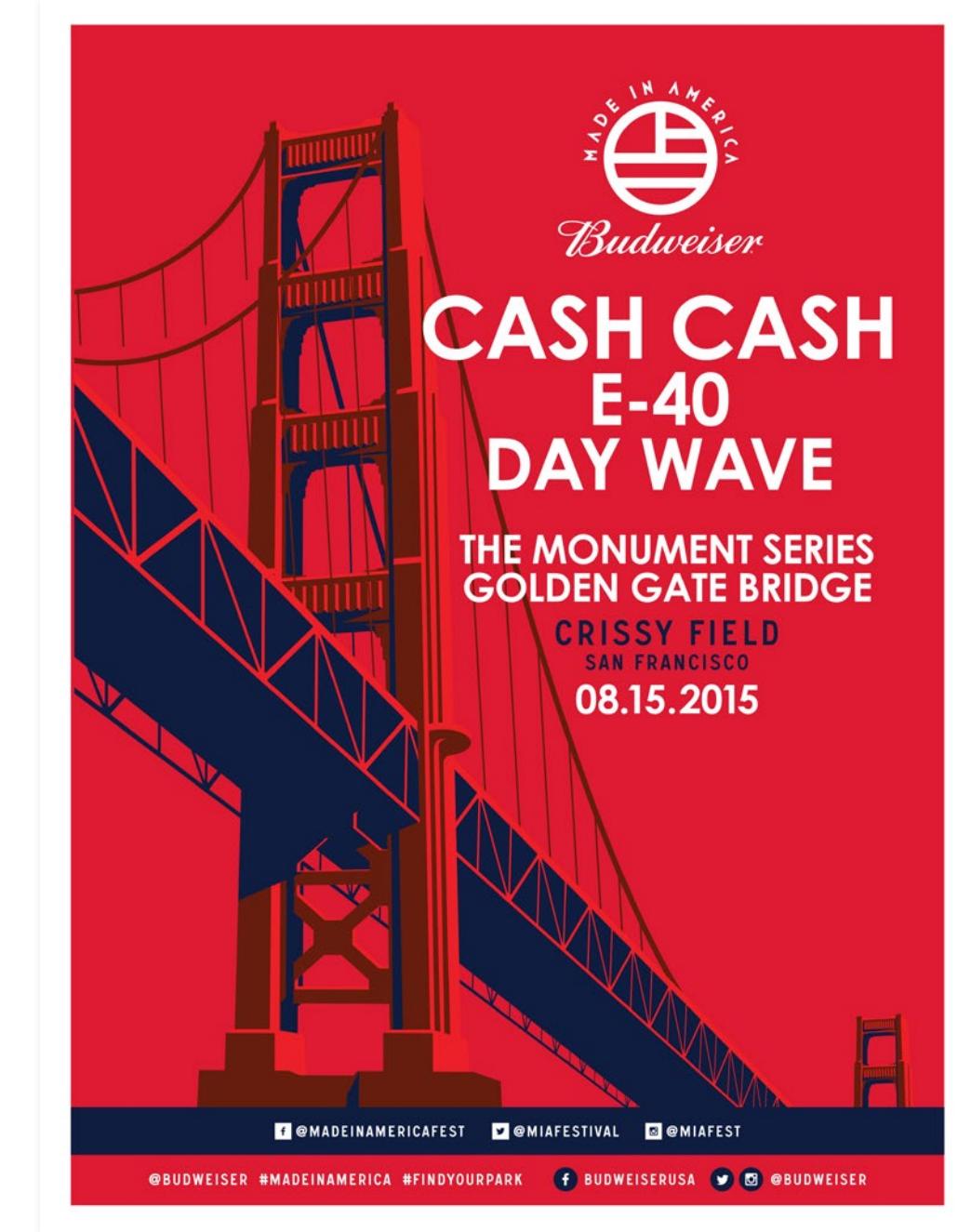


BUDWEISER

Made In America

With the growing focus on craft breweries and hand crafted goods, we set out to prove that it's not about size, it's about substance; and that you don't get and stay big by compromising quality. To do so, we showed everyone what big can do by bringing Budweiser's unwavering conviction to music through a series of epic live music experiences.







03 SIGNAGE

VERTICAL SIGNS

BMIA BRANDED (PREFERRED)

When setting up composition utilize the overall height to determine the size and placement of your BMIA logo lockup.

Text should be large enough so that it is viewable from a distance and center aligned.

The approximate height of the "B" in "Budweiser" will act as your main spacer to apply clear space and safe areas to your composition.

FORMATTING SIGNAGE

SHORT TEXT VERTICAL

LONG TEXT VERTICAL

06 UNIQUE TO LOCATION

LOCALIZED ELEMENTS

BOLD BRANDING WITHOUT OVER BRANDING

To further celebrate each event utilize the locations and artist to create additional branding elements.

THIS BUD'S FOR YOU, (LOCATION) - the "LOCATION" should always be the short name or acronym of the city.

LOCALIZED ELEMENT EXAMPLES

THIS BUD'S FOR YOU, PHILLY

LIBERTY BELL MONUMENT

USAGE:
SQUARE HORIZONTAL

07 BRAND BANNERS

LARGE DISPLAY

SQUARE 1:1

The preferred BMIA banners MUST be used for a Budweiser Made in America event.

The secondary banners can be added for diversity to the banner mix.

PREFERRED BMIA BANNERS

SECONDARY BANNERS

04 DIRECTIONAL SIGNAGE

ARROWS

SIZING & ALIGNMENT

For standard vertical and horizontal directional signage your arrow will always align to center and justice to the bottom of the page.

BOTTOM JUSTIFIED ARROW

02 VISUAL IDENTITY

BMIA LOGO LOCKUP

VERTICAL LOCKUP ELEMENTS

The Budweiser Made In America (BMIA) logo is composed of 3 main elements:

- 1) Made in America Type
- 2) Circle Flag icon
- 3) Budweiser Script Logo

The balance of the individual elements provides the most striking and aesthetically pleasing combination clearly communicating the brand.

Budweiser

08 DIGITAL

PROJECTION OR DISPLAY

INTRO SLATE EXAMPLE

The BMIA logo slate is simple with the "Budweiser" written out and the additional elements simply building in.

It has no bells or whistles to distract from the logo being boldly displayed.

EXAMPLE MOTION GRAPHIC STORYBOARD

ADDITIONAL ELEMENTS THAT CAN BE ANIMATED

02 VISUAL IDENTITY

BMIA LOGO LOCKUP

INCORRECT USAGE

1. Stretch the logo
2. Change the script
3. Alter the position or size of the elements
- 4-6. Stray from color recommendations
7. Rotate the logo
8. Use the color logo on a photography background. Use the reverse, white, logo
9. Add an outline
10. Use the Budweiser script in Blue

07 BRAND BANNERS

ON-SITE

BEER KIOSKS

07 BRAND BANNERS

LARGE DISPLAY

VERTICAL 2:7

PREFERRED BMIA BANNERS

SECONDARY BANNERS



Budweiser
MADE IN AMERICA

• • • • • • • • • • • • • • • • • •

THIS TICKET IS GOOD FOR YOU +1 GUEST

BUDWEISER
MADE IN AMERICA
THE MONUMENT SERIES

GOLDEN GATE BRIDGE
CRISSY FIELD

08.15.15 @3:00PM

THIS TICKET IS GOOD FOR YOU AND ONE (1) GUEST TO ATTEND BUDWEISER MADE IN AMERICA MONUMENT SERIES GOLDEN GATE BRIDGE AT CRISSY FIELD. BRING THIS TICKET AND A VALID ID TO CRISSY FIELD ON SATURDAY, AUGUST 15, AT 3:00PM. TICKET DOES NOT GUARANTEE ENTRY. LIMITED INVITATIONS AVAILABLE. 21+ ONLY. IDS WILL BE CHECKED. BY ENTERING/PARTICIPATING WE RESERVE THE RIGHT TO USE YOUR LIKENESS IN MARKETING MATERIALS. ENJOY RESPONSIBLY. ©2015 ANHEUSER-BUSH BUDWEISER BEERS, ST. LOUIS, MO.

**CASH CASH
E-40
DAY WAVE**

**MADE IN AMERICA
PRESENTS
THE MONUMENT SERIES
GOLDEN GATE BRIDGE**

**CRISSY FIELD
SAN FRANCISCO
08.15.2015**

@BUDWEISER #MADEINAMERICA

EXPERIENCE A ONCE IN A LIFETIME PERFORMANCE IN FRONT OF THE GOLDEN GATE BRIDGE FEATURING CASH CASH, E-40 AND DAY WAVE!

RSVP HERE

BUDWEISER APP

DOWNLOAD OUR APP PRIOR TO THE BUDWEISER MADE IN AMERICA FESTIVAL FOR YOUR CHANCE TO WIN GREAT PRIZES, LISTEN TO NEW TRACKS FROM THE ARTISTS AND RECEIVE UPDATES ON ALL THINGS BMIA!

Download on the ANDROID APP ON

YOU AND A FRIEND ARE INVITED TO
**BUDWEISER MADE IN AMERICA
STATUE OF LIBERTY**

YOU REQUIRED

FIRST NAME

LAST NAME

STREET ADDRESS

CITY

STATE

ZIP CODE

PHONE NUMBER

AGE

BIRTH DATE (MM/DD/YYYY)

SELECT A GENRE

***OPTIONAL**

***TWITTER HANDLE**

***INSTAGRAM HANDLE**

TERMS AND CONDITIONS

By submitting the Registration information requested above and accepting the Terms and Conditions, you acknowledge and understand that you are registering for a chance to win tickets to attend the Budweiser Made In America Statue of Liberty. Winners will be selected at random from registered participants. Tickets DO NOT GUARANTEE ENTRANCE.

CONFIRM

**EMAIL SUBMITTED
THANK YOU**

@BUDWEISER #MADEINAMERICA

RANDOMLY SELECTED WINNERS WILL BE NOTIFIED ON MAY 26

SHARE AND INVITE YOUR FRIENDS

**MADE IN AMERICA
PRESENTS
THE MONUMENT SERIES
STATUE OF LIBERTY**

06.21.2015

@BUDWEISER #MADEINAMERICA

EXPERIENCE A ONCE IN A LIFETIME PERFORMANCE IN FRONT OF THE STATUE OF LIBERTY FEATURING MARY J. BLIGE.

ENTER TO WIN TICKETS

Budweiser® Made in America Statue of Liberty Concert Ticket Sweepstakes

**CONFIRMATION EMAIL FOR
BUDWEISER MADE IN AMERICA
GOLDEN GATE BRIDGE**

CRISSY FIELD PRESIDIO SAN FRANCISCO, CA	JULY 18 5:00PM
--	-------------------------------

YOUR TICKET IS ATTACHED

Description	Quantity
General Admission (FIRST COME / FIRST SERVED)	1

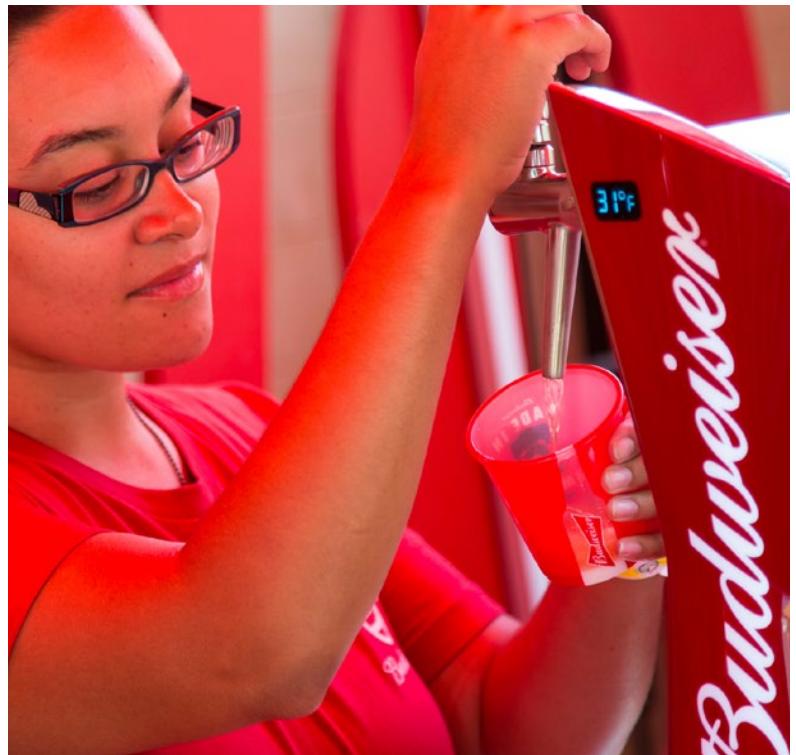
The attached ticket is good for you and one (1) guest. Ticketholder must have an ID that matches name on ticket. Guest must accompany ticketholder to check in. Both ticketholder and guest must be 21+.

You're officially registered to attend Budweiser Made in America Monument Series Golden Gate with Artist. Bring the attached ticket and a valid ID that matches your registration entry to Crissy Field in Presidio on July, 2015 at 6:45 pm.

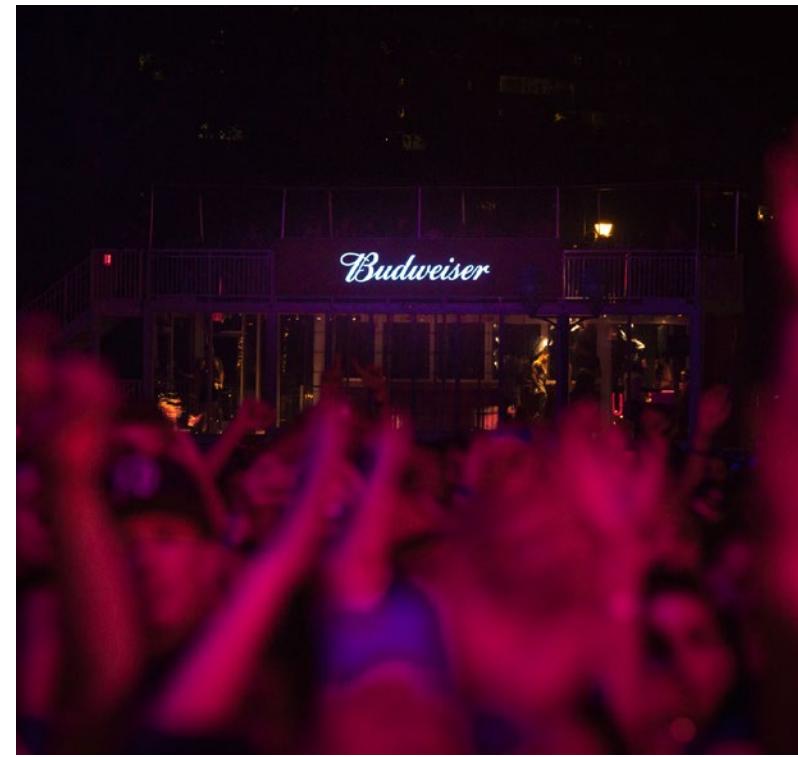
TICKET DOES NOT GUARANTEE ENTRY.

First come/first served. Limited invitations available. 21+ only. IDs will be checked. By entering/participating we reserve the right to use your likeness in marketing materials.

**ENJOY RESPONSIBLY.
© 2015 Anheuser-Busch, Budweiser Beer, St. Louis MO.**







FENDER

Raise Your Voice

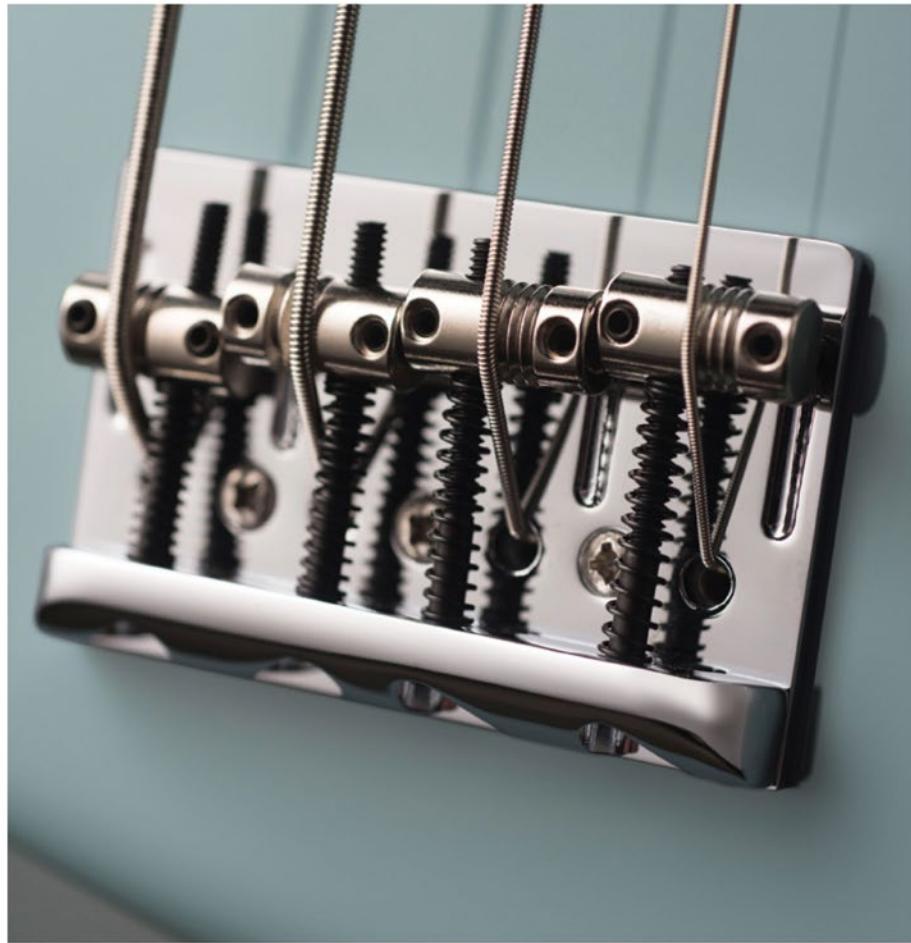
As agency of record The FADER / Cornerstone developed Fender's Raise Your Voice campaign to drive sales of the American Professional Series. The platform encourages artists and players to push their artistry forward by finding sounds that are uniquely theirs.



Vintage Modern.

Jazz Bass

Fender's new Professional Series bass guitars feature our HiMass Vintage Bass Bridge with single groove saddles delivering an authentically vintage look with more than enough stability and sustain. It's the big bottom that puts the rhythm in the new voice of the modern professional player. Go ahead, Raise Your Voice.

**Raise Your Voice**

A New Series | Elevated Features | Limitless Possibilities

Fender | AMERICAN
PROFESSIONAL
Corona, Ca.

©2016 Fender Musical Instruments Corporation.

Go deep.

C Neck

Fender's new Professional Series guitars feature our Deep C neck profile. Why is that important? It's not unless you like comfort, speed and a more natural feel that makes reaching that chord or nailing a single note a breeze. For anyone interested in truly playing with skill and efficiency, you gotta' go deep. It's the strong shoulders holding up the voice of the modern professional player. Go ahead, Raise Your Voice.

**Raise Your Voice**

A New Series | Elevated Features | Limitless Possibilities

Fender | AMERICAN
PROFESSIONAL
Corona, Ca.
Legendary Humbucker sound, only better.

Stratocaster

Fender's new Professional Series guitars feature the SawBucker V-Mod single coil pickups. With all the authentic tone of our legendary Humbucker this new pick up delivers greater nuance, and control over every position you play. It's the beating heart behind the new voice of the modern professional player. Go ahead, Raise Your Voice.

**Raise Your Voice**

A New Series | Elevated Features | Limitless Possibilities

Fender | AMERICAN
PROFESSIONAL
Corona, Ca.

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Raise Your Voice

A New Series | Elevated Features | Limitless Possibilities

Fender | AMERICAN
PROFESSIONAL
Corona, Ca.

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Raise Your Voice

A New Series | Elevated Features | Limitless Possibilities

Fender | AMERICAN
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Corona, Ca.

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Raise Your Voice

A New Series | Elevated Features | Limitless Possibilities

Fender | AMERICAN
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Corona, Ca.

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Raise Your Voice

A New Series | Elevated Features | Limitless Possibilities

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Fender
AMERICAN
PROFESSIONAL
Corona, Ca.

2.0 Lockup: Overview

Fender American Professional Lockup
The American Professional lockup is composed of 4 main elements. Each element has a functional role and should not be altered.

1) Fender Logo
2) Breaker Line
3) American Professional
4) Corona, Ca

2.4 Lockup: Positive / Negative

Positive and Negative Lockups
We have a positive and negative version of our lockup available for different usages.
Please use the positive lockup on white backgrounds, while the negative lockup should be used on darker colored backgrounds.

Positive Vertical Lockup **Positive Horizontal Lockup**

2.5 Lockup: Do Not's

Lockup Do Not's
To maintain consistency for the American Professional line we must respect the brand's lockup. To do this, we must not alter or edit the lockup in any way. Please see examples to the right.

DO NOT Squeeze or distort the lockup
DO NOT Skew the lockup
DO NOT Remove elements from the lockup
DO NOT Add a drop shadow to the lockup

AM PRO STYLE GUIDE

4.4 Photography: Guitar Angles

Angles

1) Vertical Upright 2) Family Angle 3) Dynamic Angle 4) Extreme Angle

90° Guitar Angle
Single product vertical print ads should always sit at a 90° upright angle.

-13° Guitar Angle
The -13° angle is based on the angle of the "P" within the Fender logo. This is the main angle to work off for angled guitars.

-39° Guitar Angle
In some cases we will need to base an extreme angle off the guitar. Always make sure the guitar is set at a -39° angle for vertical compositions please use a -39° extreme angle.

-78° Guitar Angle
In a stacked family situation for vertical compositions please use a -78° extreme angle.

AM PRO STYLE GUIDE

4.1 Photography: Background

Background Sweet Spot

1) Full Vertical Background 2) Full Horizontal Background

Background Gradient Sweet Spot
In some cases we will need to base an extreme angle off the guitar. Always make sure the guitar is set at a -39° angle for vertical compositions please use a -39° extreme angle.

Background Gradient Sweet Spot
In some cases we will need to base an extreme angle off the guitar. Always make sure the guitar is set at a -39° angle for vertical compositions please use a -39° extreme angle.

AM PRO STYLE GUIDE

3.2 Typography: Example

Example Type Set
See our example type setting for the Sonic Gray horizontal print spread.

Tagline
Font: Future PT Heavy
Size: 18 pt
Leading: 20 pt
Tracking: 30
Kerning: Optical
Color: 75 / 48 / 67 / 90
Opacity: 100%

Legal
Font: Future PT Book
Size: 5 pt (No Smaller)
Tracking: 30
Kerning: Optical
Color: 75 / 68 / 67 / 90
Opacity: 100%

Features
Font: Future PT Book
Size: 8 pt
Leading: 12 pt
Tracking: 30
Kerning: Optical
Color: 75 / 68 / 67 / 90
Opacity: 100%

Raise Your Voice
Font: Future PT Book
Size: 14 pt
Leading: 20 pt
Tracking: 30
Kerning: Optical
Color: 75 / 68 / 67 / 90
Opacity: 100%

AM PRO STYLE GUIDE

5.3 Application: Digital

Single Product: 300x600

Example

Background reflects the guitar color and is oriented with the gradient or a 45° angle dark down to light.

Guitar is set at a -39° angle, cropped on 3 sides. Always show the bridge and pickups of guitar.

*Exclude Tagline and features in these formats

Lockup and CTA are centered

Use vertical lockup. When using down "Corona, Ca" should not be smaller than 8pt.

"Learn More" CTA:
Font: Future PT Heavy
Type Size: 10pt
Letter spacing: 20pt
Color: Black #000000
—
CTA Box:
Size: 22 px H x 75px W
Color: White #FFFFFF

AM PRO STYLE GUIDE

5.6 Application: Digital

Transactional: 300 x 600

Example

Background is transactional gray and positioned with the gradient at a 45° angle dark down to light.

Guitar is set at a -78° extreme angle and cropped. Always show the bridge and pickups of guitar.

Horizontal lockup should be used and placed to the left of the CTA. When using down "Corona, Ca" should not be smaller than 8pt.

Lockup

"Learn More" CTA:
Font: Future PT Heavy
Type Size: 10pt
Letter spacing: 20pt
Color: Black #000000
—
CTA Box:
Size: 22 px H x 75px W
Color: White #FFFFFF

AM PRO STYLE GUIDE

5.5 Application: Digital

Transactional: Website Banner

Example

Background is transactional gray and positioned with the gradient at a 45° angle dark down to light.

Guitar is set at a -13° angle, cropped on top, right end, bottom. Always show the bridge and pickups of guitar.

Lockup

"Learn More" CTA:
Font: Future PT Heavy
Type Size: 10pt
Letter spacing: 20pt
Color: Black #000000
—
CTA Box:
Size: 34 px H x 118px W
Color: White #FFFFFF

AM PRO STYLE GUIDE

FADER LABEL

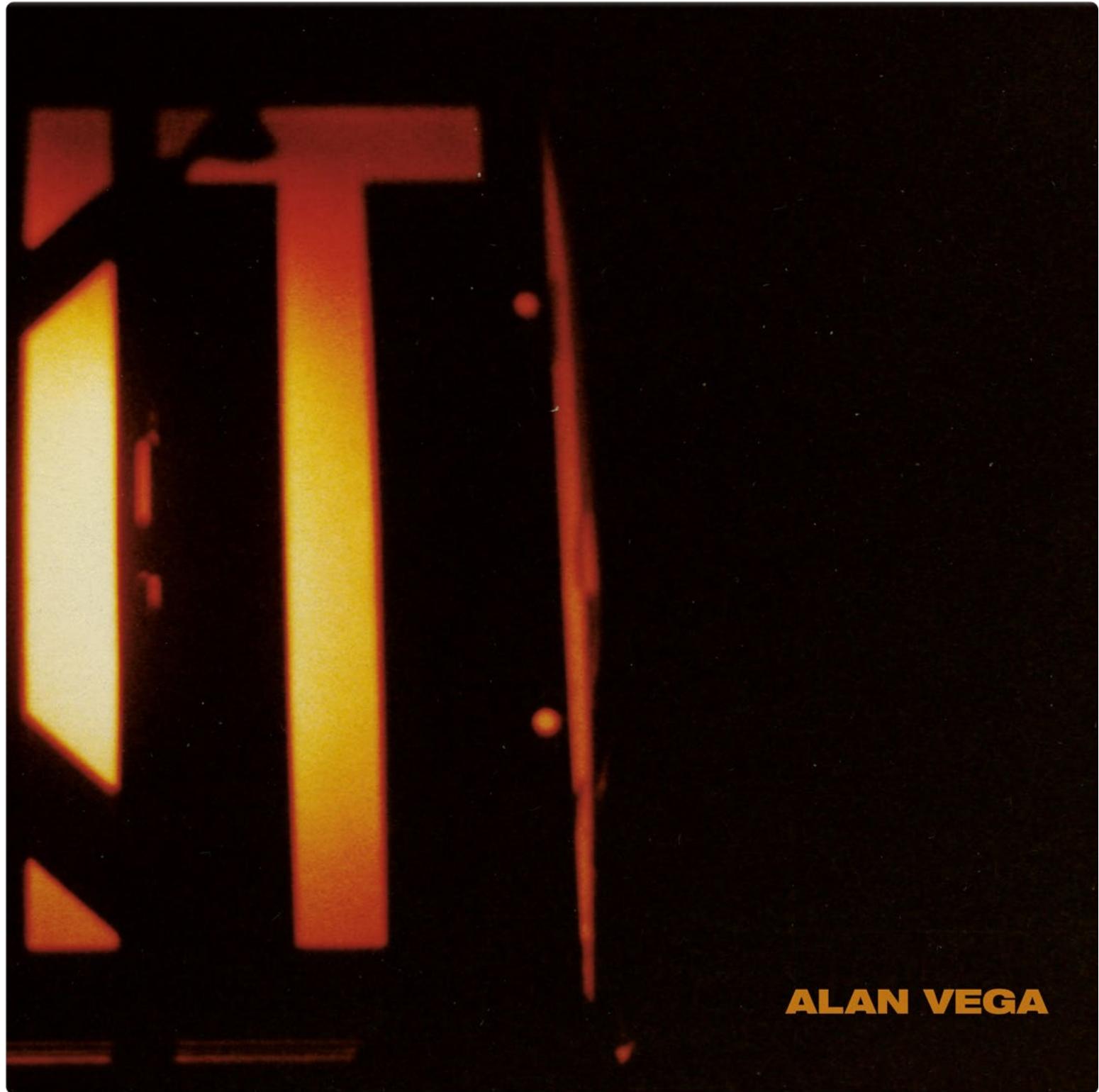
Alan Vega - It

—

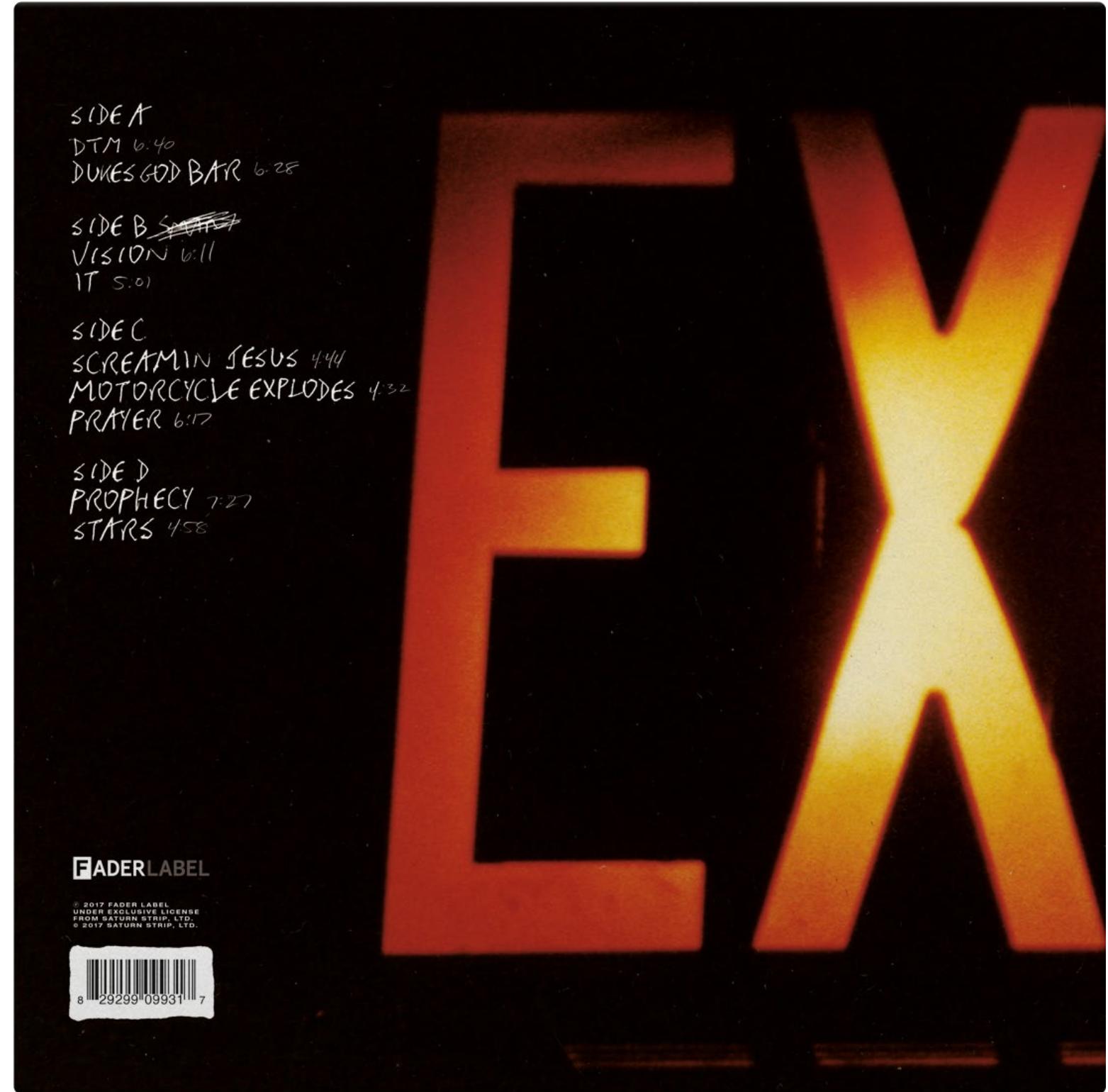
It is the final album written and recorded by Alan Vega, the frontman of seminal art-punk music duo Suicide, before his passing in July 2016. The 2LP Gatefold includes never-before-seen artwork, drawings, and photographs by Alan. The limited Edition packaging includes transparent orange colored vinyl.



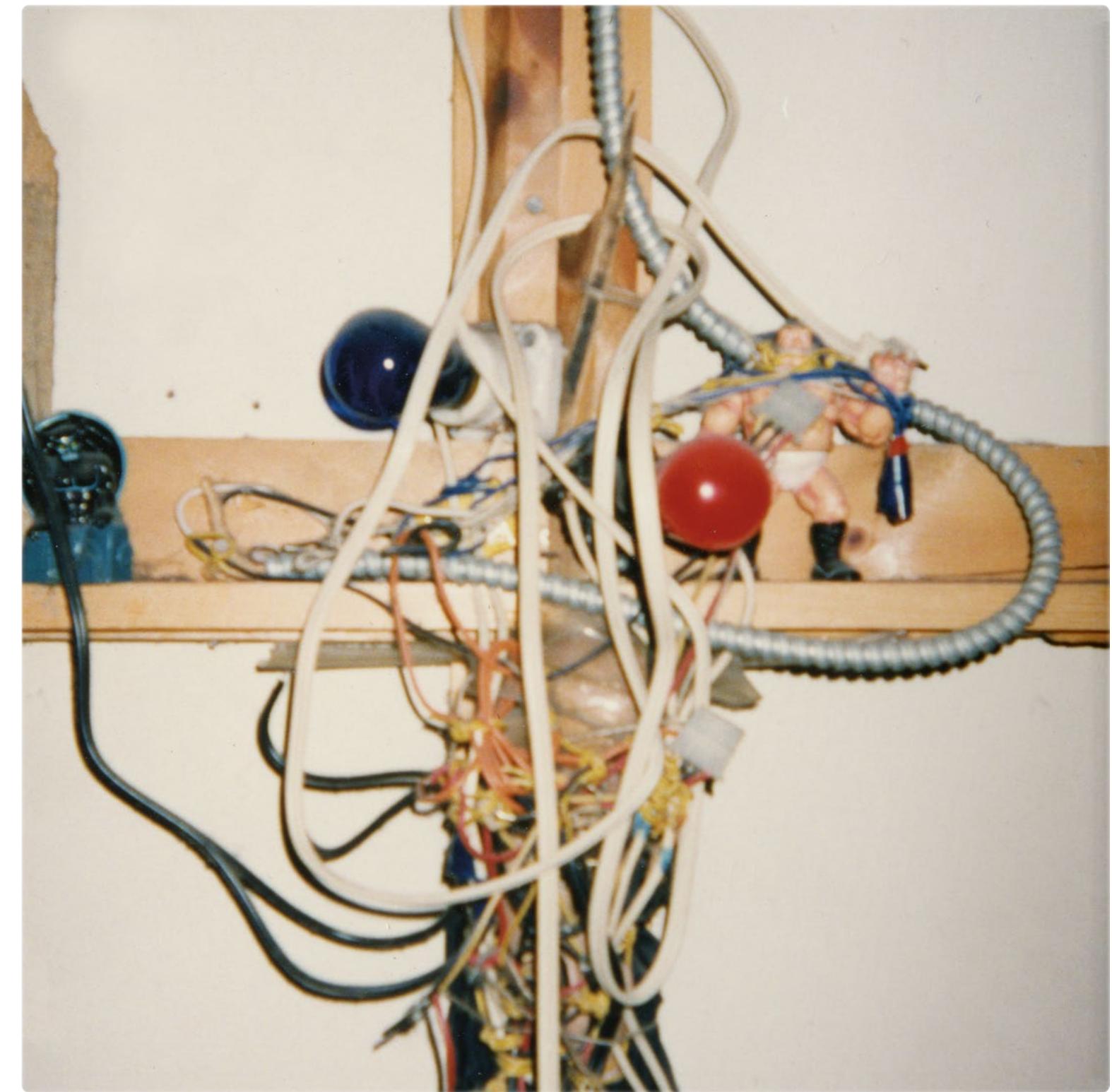
FADER LABEL



FRONT & BACK COVER







FADER LABEL

TRANSPARENT ORANGE VINYL



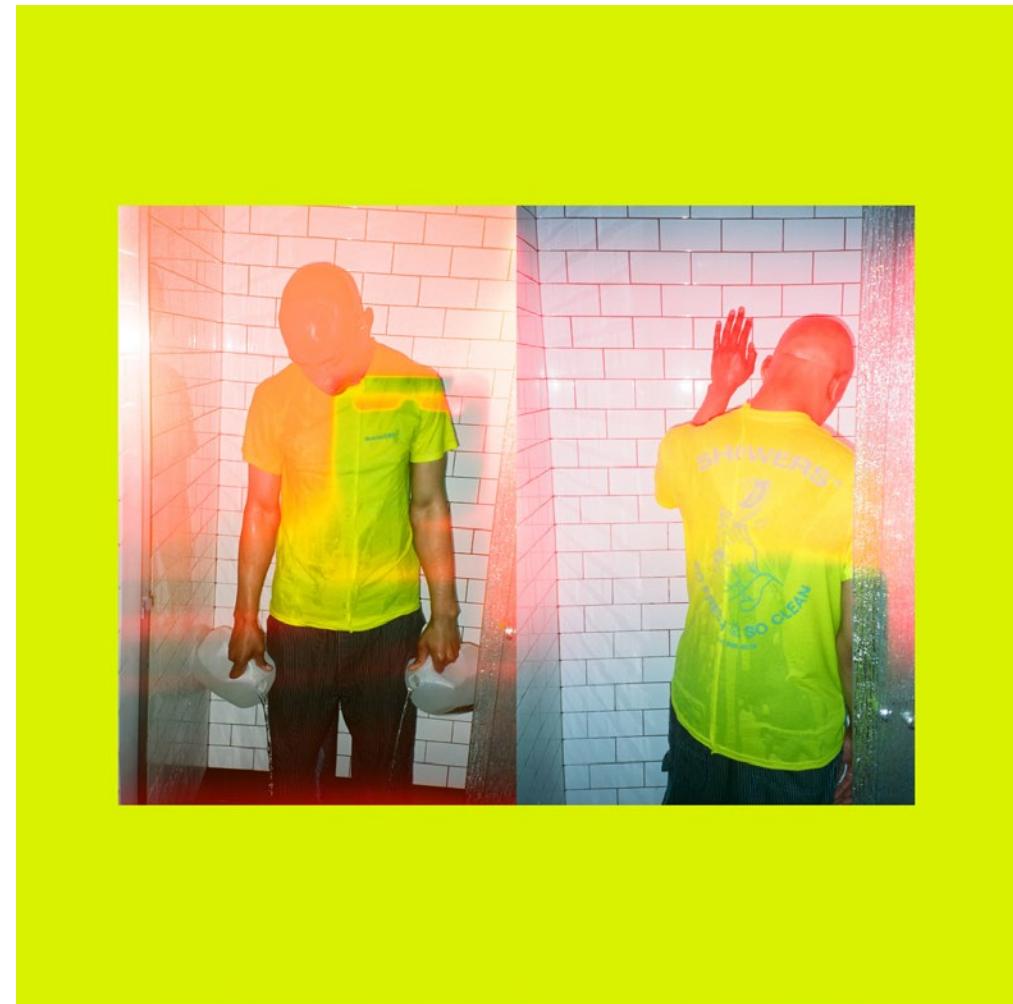
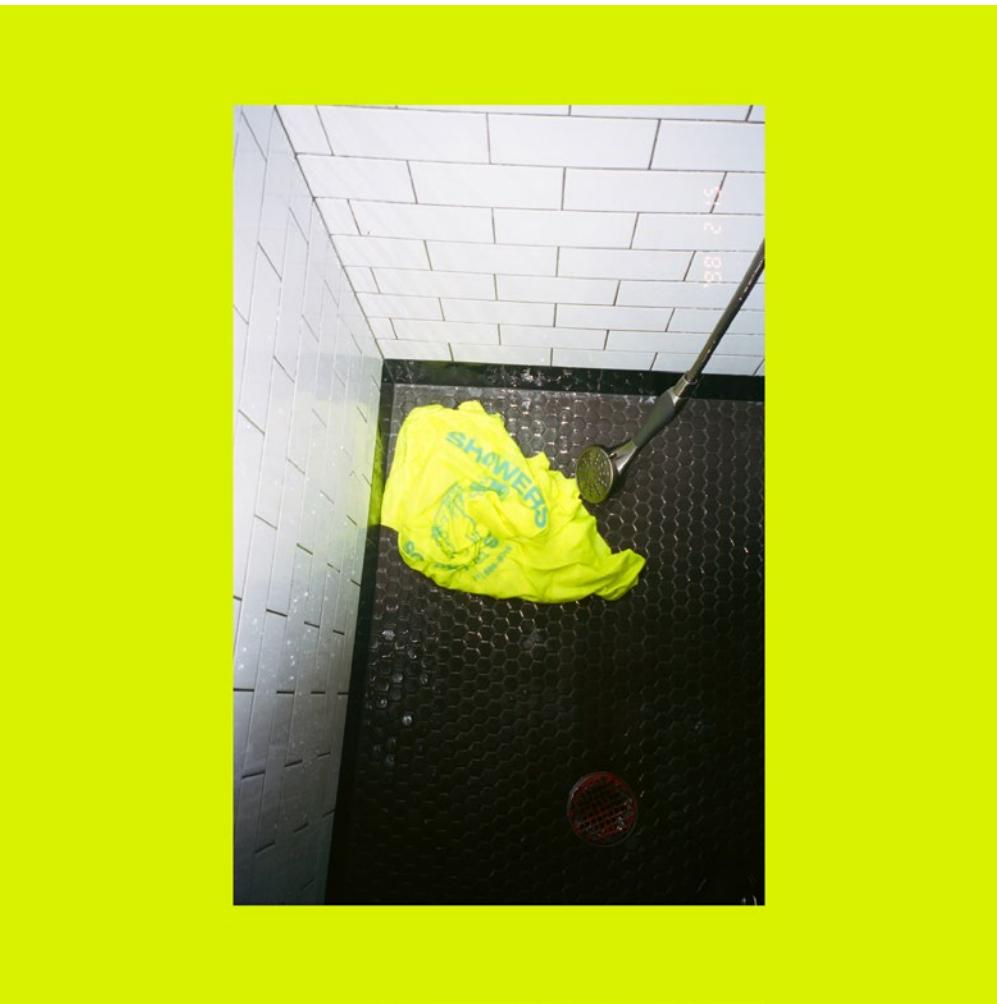
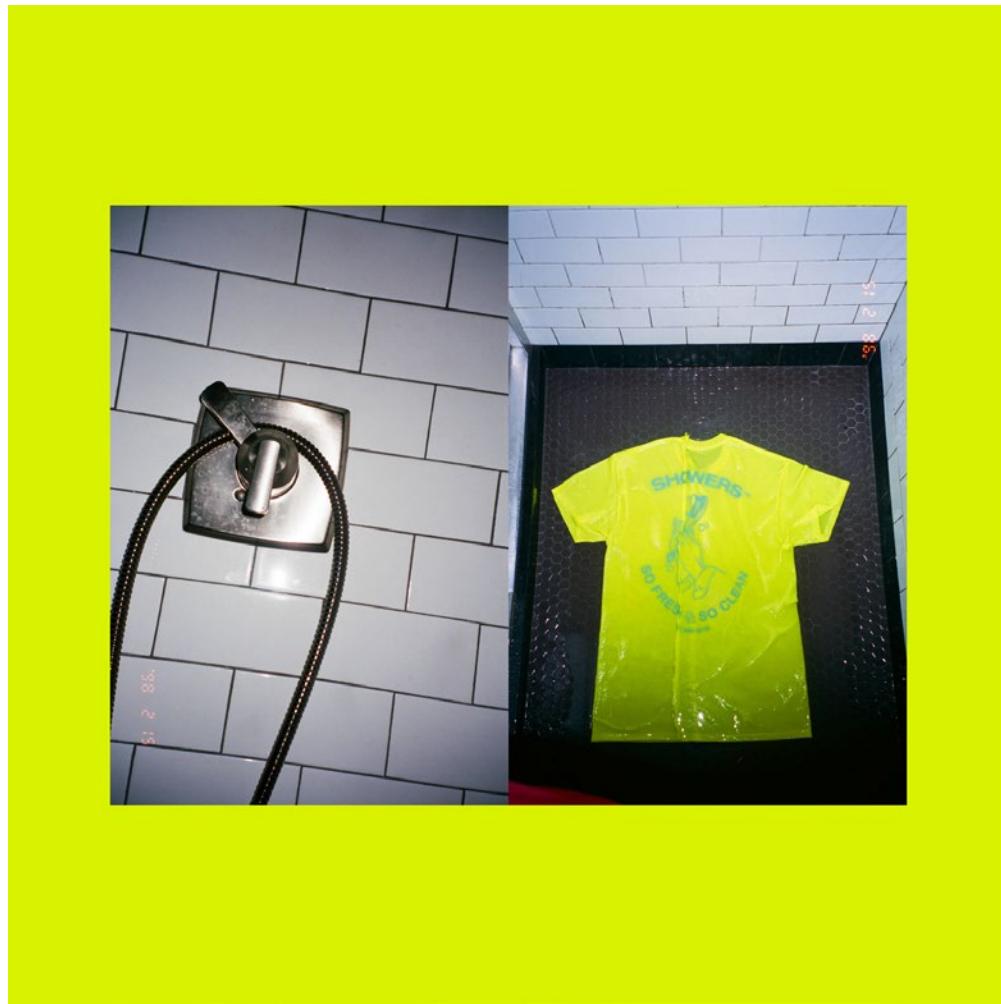
SHOWERS™

S/S 18 Photoshoot

—
Art direction for SHOWERS™ S/S 18.

Photography by Javahn Spill.





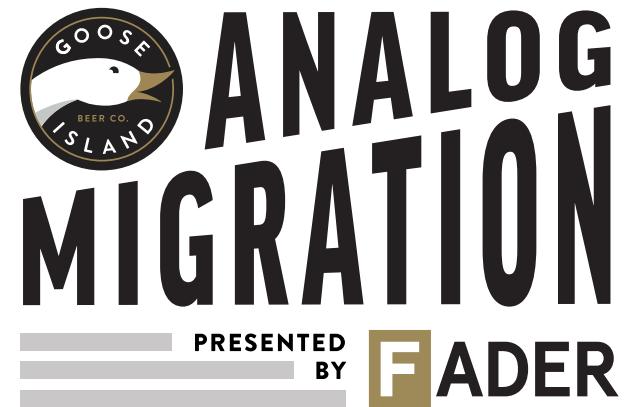


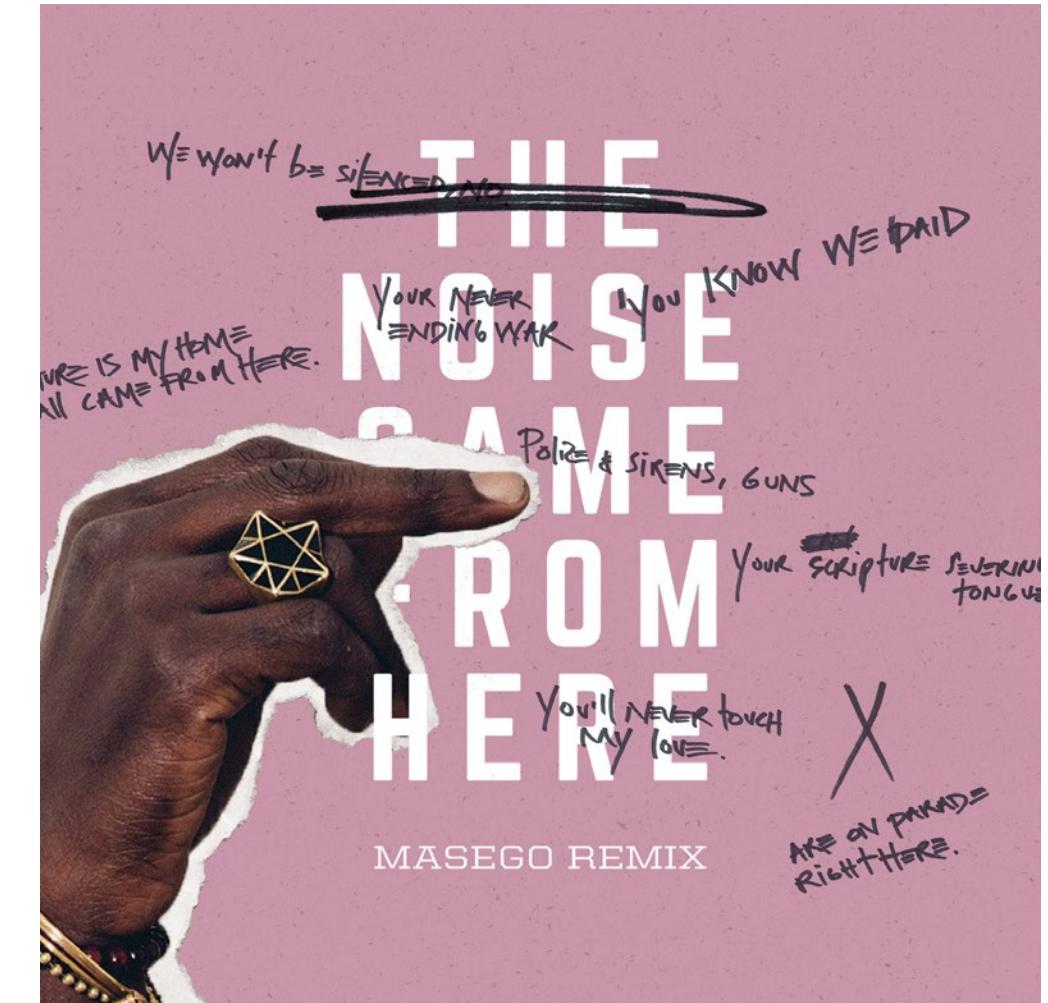
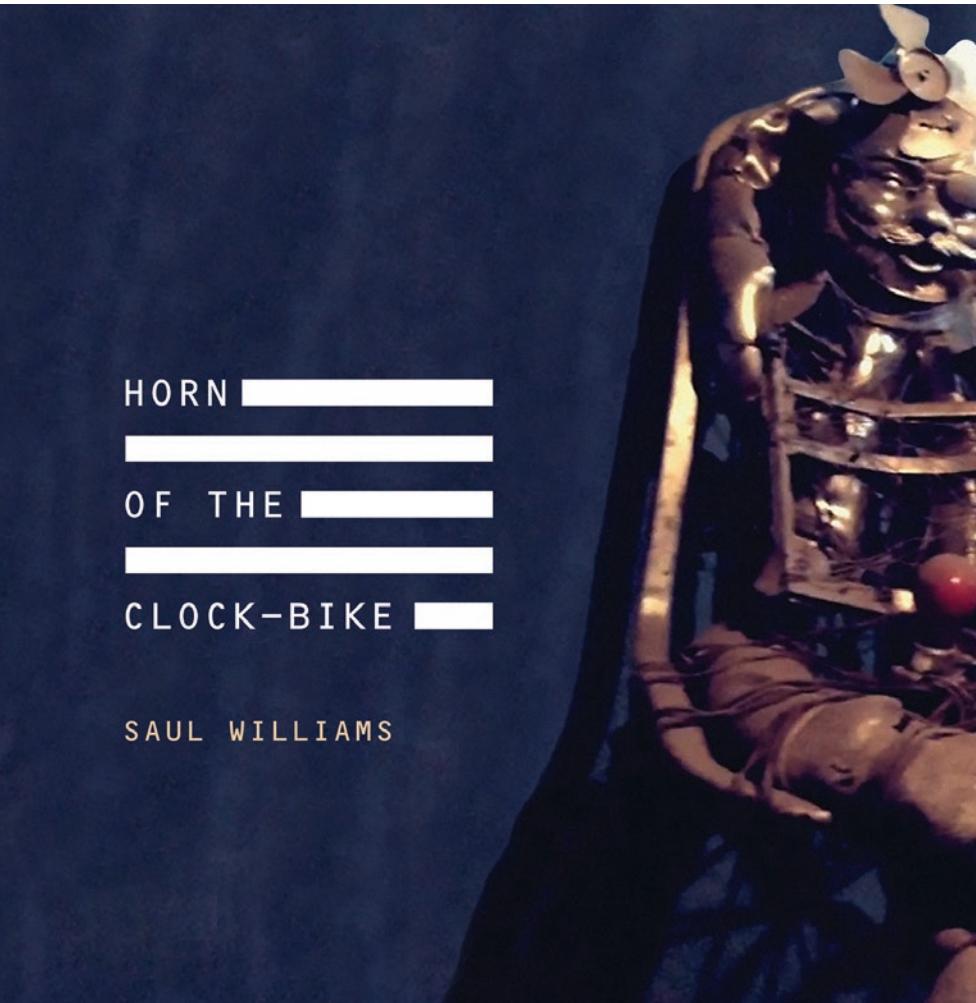
Editorial Illustration

With major streaming companies coming under fire from labels, Audiomack is trying to become a viable platform for hitmakers by playing nice with everyone.

The screenshot shows a web browser window displaying an article from The FADER. The header features the magazine's logo and navigation links for MUSIC, STYLE, CULTURE, VIDEO, MAGAZINE, EVENTS, and SHOP. It also includes social media icons for Twitter, Facebook, YouTube, and Tumblr, along with a language selection for US. A sidebar on the right shows covers for the OCT/NOV 2015 100th Issue. The main content area has a sub-header 'MUSIC / FEATURE' and the title 'How Audiomack Is Playing Major League Ball With Minor League Talent'. Below the title is a short summary: 'With major streaming companies coming under fire from labels, Audiomack is trying to become a viable platform for hitmakers by playing nice with everyone.' The author is listed as 'By MALCOLM HARRIS'. At the bottom of the article is a light blue graphic featuring a diamond-studded championship ring with the words 'WORLD CHAMPIONS' and 'AUDIOMACK'.









THANKS

ALBERTPORTO.COM

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