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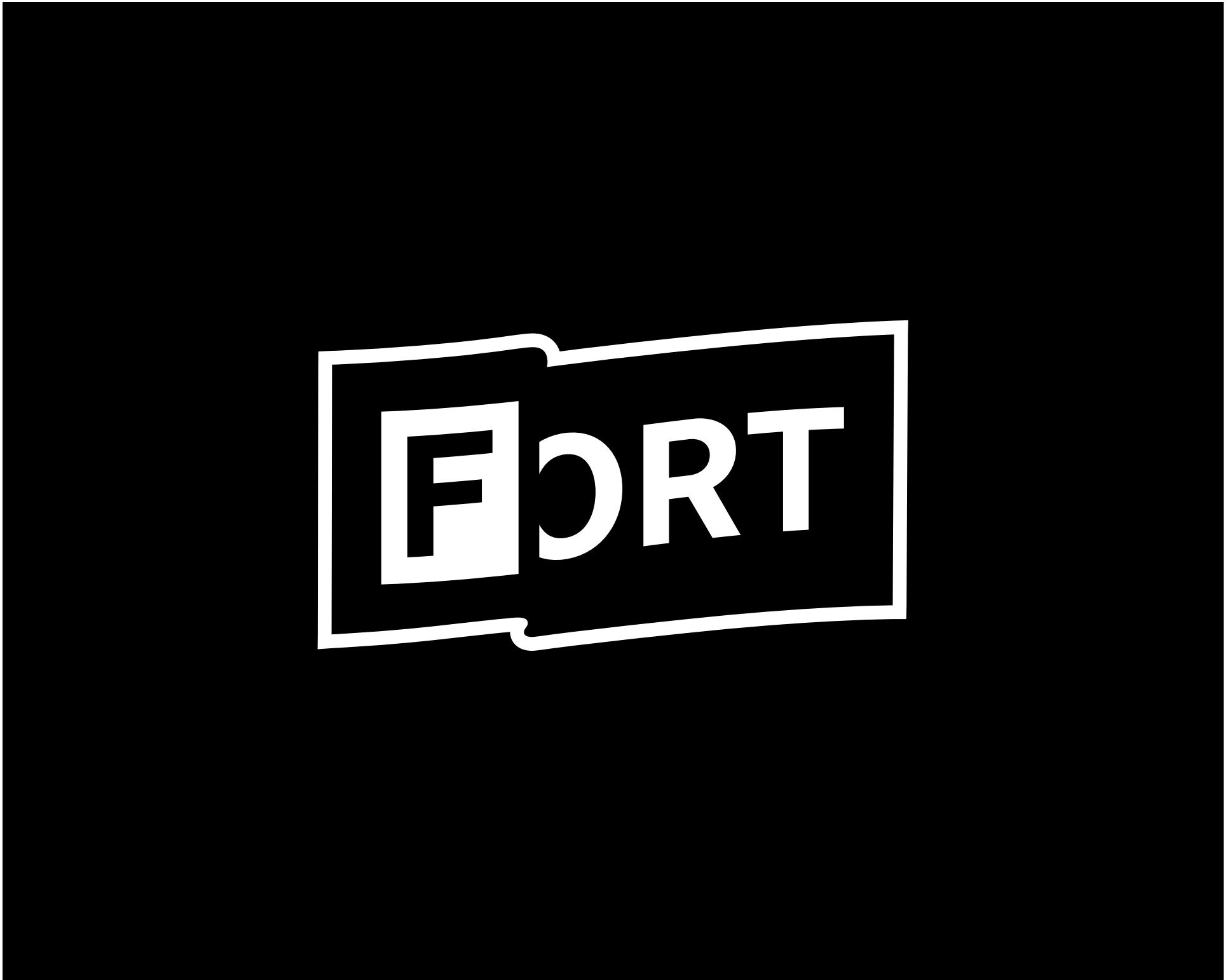
FADER FORT

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.

ALBERT PORTO



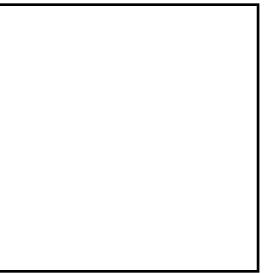


PRIMARY TYPOGRAPHY

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:

0, 0, 0, 100

CMYK:

0,0,0,0

RGB:

0, 0, 0

RGB:

255, 255, 255



FADER
FORT

FADER
FORT
AUSTIN / TX
2017



FADER
FORT
ATX

FORT

((FADER
FORT))



FORT

FORT



FADER
FORT

FADER
FORT



FADER
AUSTIN, TEXAS
FORT

FADER FORT

FADER
FO
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





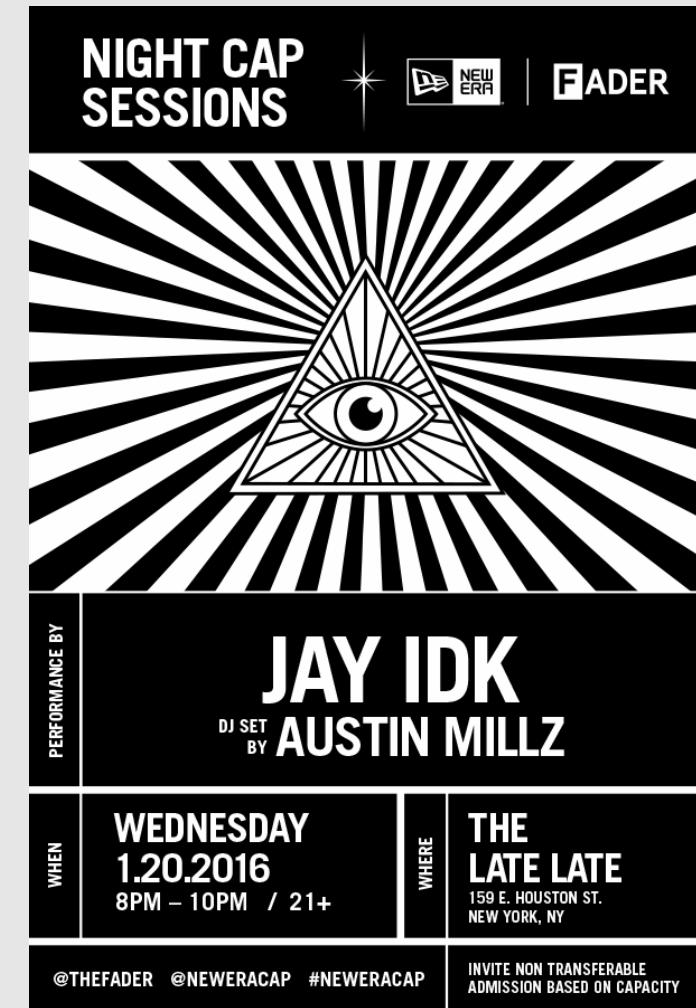
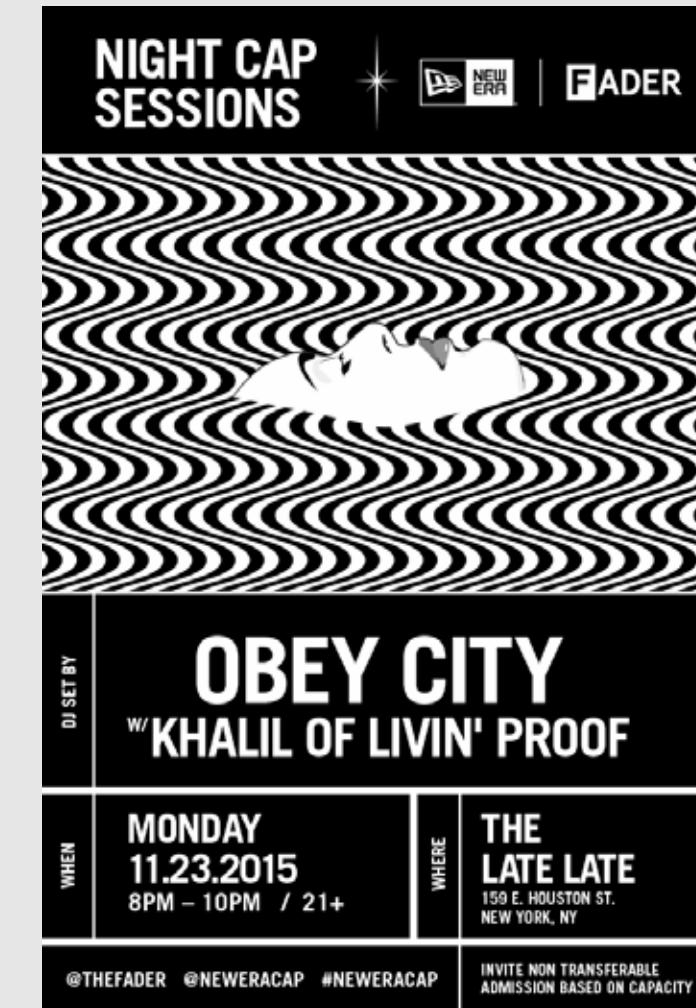
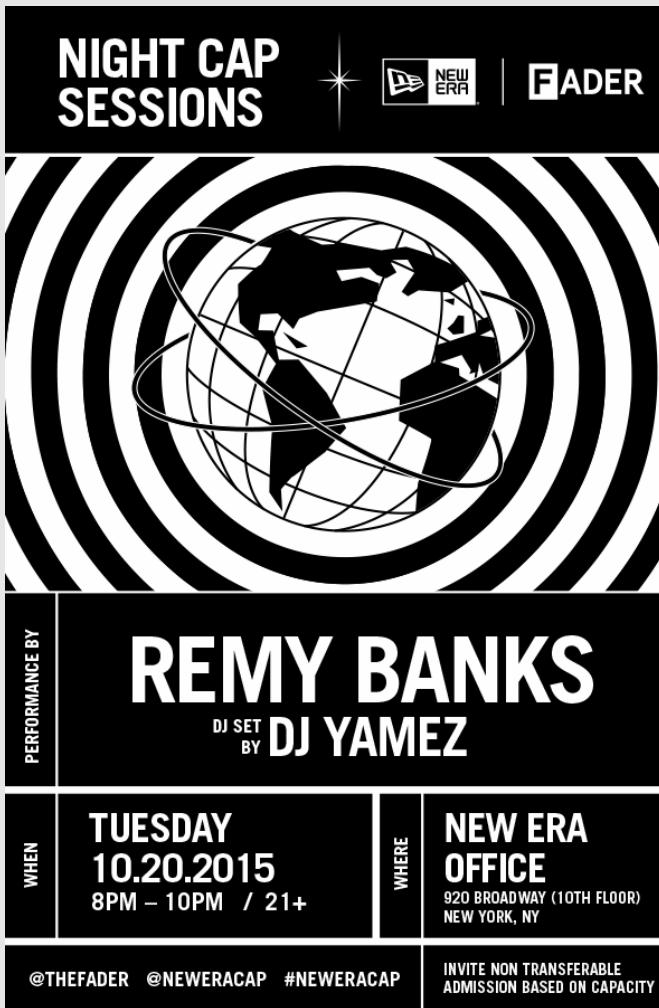


NEW ERA

NIGHT CAP SESSIONS

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.

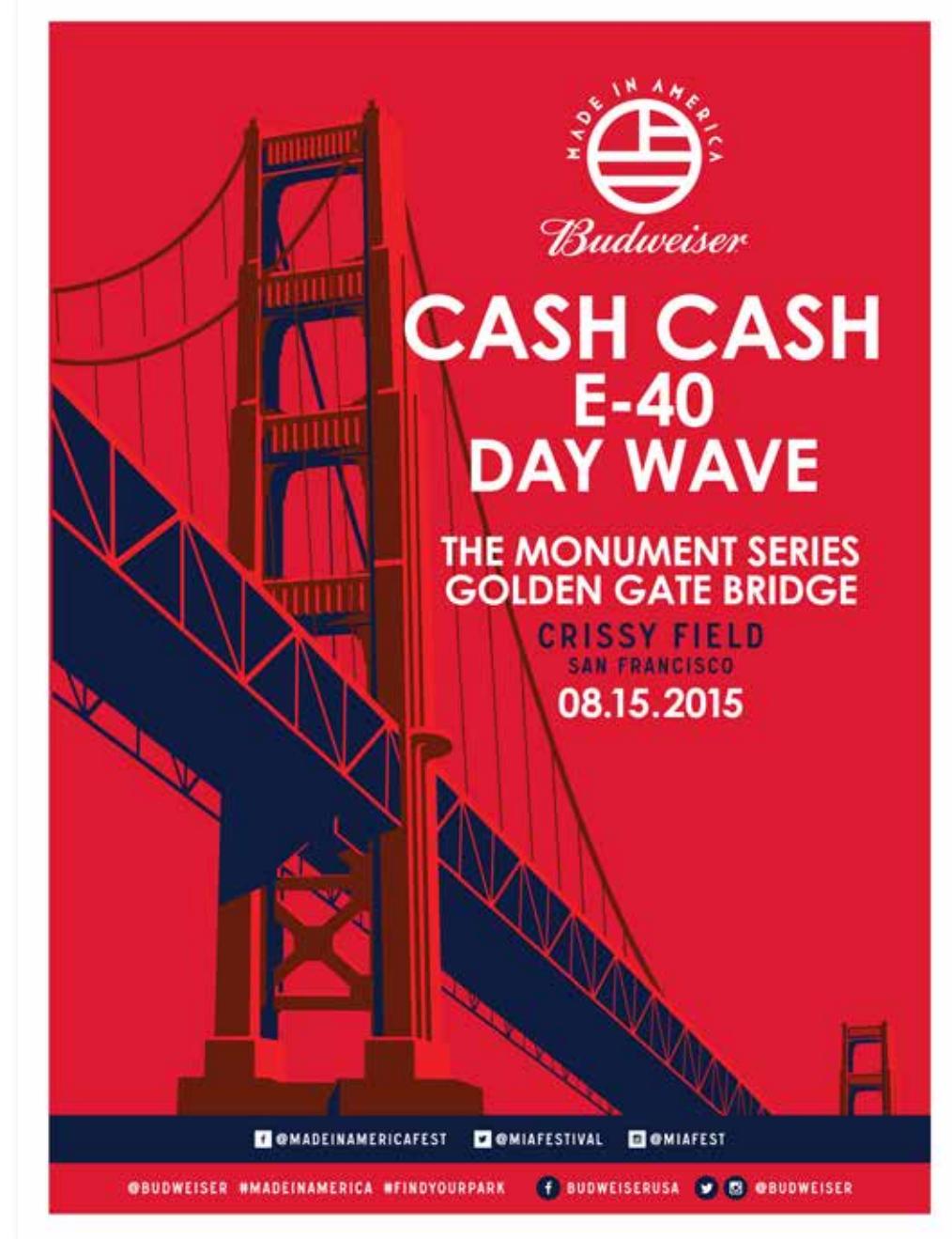


BUDWEISER

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 set areas to your composition.

FORMATTING SIGNS

HORIZONTAL SIGNS

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 INDEPENDENCE

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

BMIA LOGO ON RED

SOCIAL MEDIA ON WHITE

LOCAL TUFF ALL RED

MACRO WE STAND

THIS BUD'S FOR YOU, PHILLY

BUDWEISER MADEINAMERICA

SOCIAL MEDIA ON RED

INDOOR/OUTDOOR

04 DIRECTIONAL SIGNAGE

ARROWS

SIZING & ALIGNMENT

For standard vertical and horizontal directional signage your arrow will always align to center and justify 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.

Made in America Type

Circle Flag Icon

Budweiser Script Logo

Cross graphic and type area centered above Budweiser script

Made in America type is the same weight as the graphic circle

Space away from the graphic circle is the same as letter tracking

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

@BUDWEISER MADEINAMERICA

02 VISUAL IDENTITY

BMIA LOGO LOCKUP

INCORRECT USAGE

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

07 BRAND BANNERS

ON-SITE

BEER KIOSKS

07 BRAND BANNERS

LARGE DISPLAY

VERTICAL 2:7

PREFERRED BMIA BANNERS

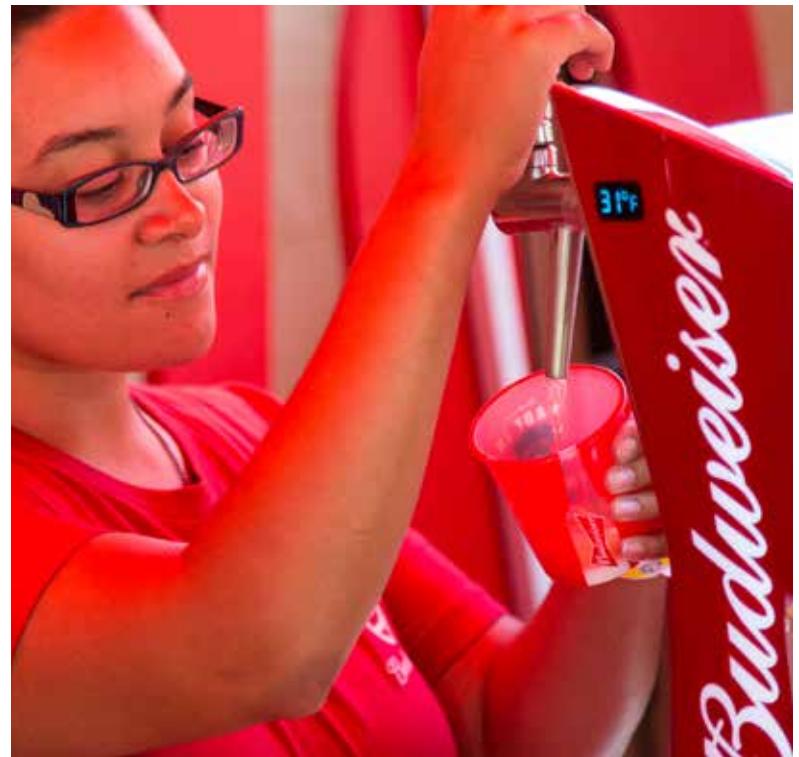
SECONDARY BANNERS

BUDWEISER MADEINAMERICA

MACRO WE STAND

BUDWEISER MADEINAMERICA









FENDER

Raise Your Voice

The platform to confidently state that this guitar series, the American Professional, was built to support the artists and players who want to push their artistry forward and find sounds that are uniquely theirs.

ALBERT PORTO



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.©2018 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.©2018 Fender Musical Instruments Corporation**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
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Raise Your Voice
A New Series | Elevated Features | Limitless Possibilities

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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 its 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 contexts.

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

In general, anything for the American Professional line we must respect the Fender's logo. To do this, we must not alter or edit the logo in any way. Please see examples to the right.

DO NOT
- Squash or distort the lockup
- Move the lockup
- Remove elements from the lockup
- Add a drop shadow to the lockup

4.4 Photography: Guitar Angles

Angles

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

90°
-13°
-39°
-78°

90° **Guitar Angle**
Angle: vertical -90° right, should always be a 90° upright angle.

-13° **Guitar Angle**
The -13° angle is based on the angle of the "F" when the Fender logo. This is the most angle to work off of for angled guitars.

-39° **Guitar Angle**
In most cases we will want to base our -39° angle off the guitar's logo. Please note the guitar is at an ~39° angle to the camera.

-78° **Guitar Angle**
A standard family position for vertical compositions please see a -78° camera angle.

4.5 Photography: Background

Background Sweet Spot

1) Full Vertical Background
2) Full Horizontal Background

4.6 Typography: Example

Example Type Set

See our example type writing for the three basic font families.

Agile
Font: PT Sans
Size: 14 pt
Leading: 20 pt
Weight: Regular
Kerning: Default
Color: TS / 44 / 47 / 90
Spacing: Normal

Logo
Font: PT Sans
Size: 8 pt
Leading: 12 pt
Weight: Regular
Kerning: Default
Color: TS / 44 / 47 / 90
Spacing: Normal

Features
Font: PT Sans
Size: 8 pt
Leading: 12 pt
Weight: Regular
Kerning: Default
Color: TS / 44 / 47 / 90
Spacing: Normal

5.2 Application: Digital

Single Product: 300x600

Example

Background reflects the guitar's color and position with the guitar at a -39° angle shot down to light.

Guitar is at a -39° angle, camera angle is 90° right, show the bridge and position of guitar.

-39°

"Include Tagline and Features in Photo formats"

5.4 Application: Digital

Transactional: 300 x 600

Example

Background is a monochromatic grey and positioned with the guitar at a -78° angle shot down to light.

Guitar is at an -78° angle and cropped tightly above the bridge and below the neck.

-78°

Hinged (top closed) and placed in the left of the frame, showing more "Corona, Ca" about the product from left.

5.5 Application: Digital

Transactional: Website Banner

Example

Background is a monochromatic grey and positioned with the guitar at a -13° angle shot down to light.

The vertical lockup.

American Flag
Font: PT Sans
Size: 10 pt
Leading: 14 pt
Weight: Regular
Kerning: Default
Color: TS / 44 / 47 / 90
CM Bar
Size: 22 px H x 77px W
Color: White #FFFFFF

"Include Tagline and Features in Photo formats"

Placed Feature 1: Lockup Professional

"Guitar is at a -13° angle, cropped in top, right and bottom, show the bridge and position of guitar."

-13°

FADER LABEL

Alan Vega - It

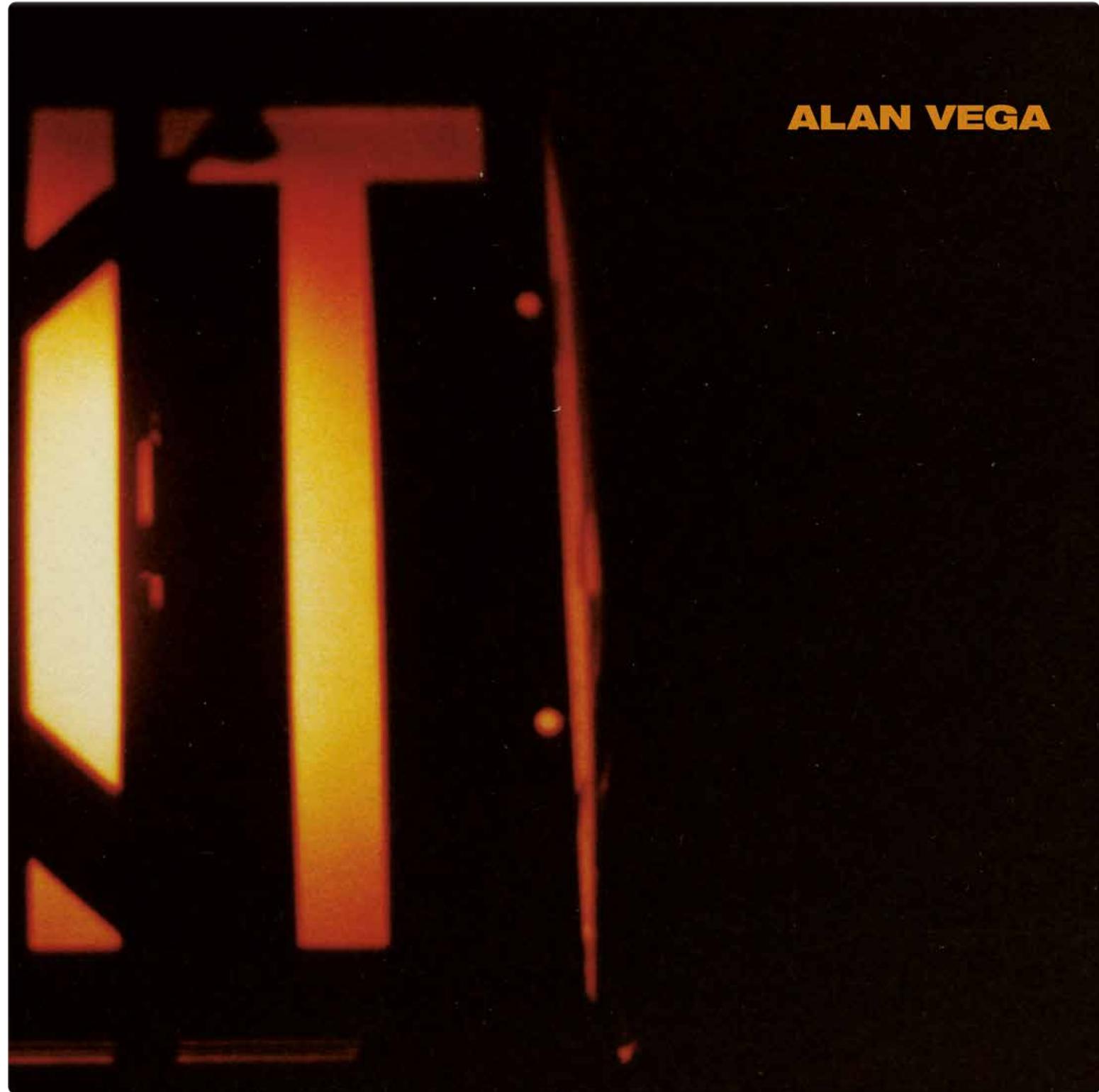
—

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.

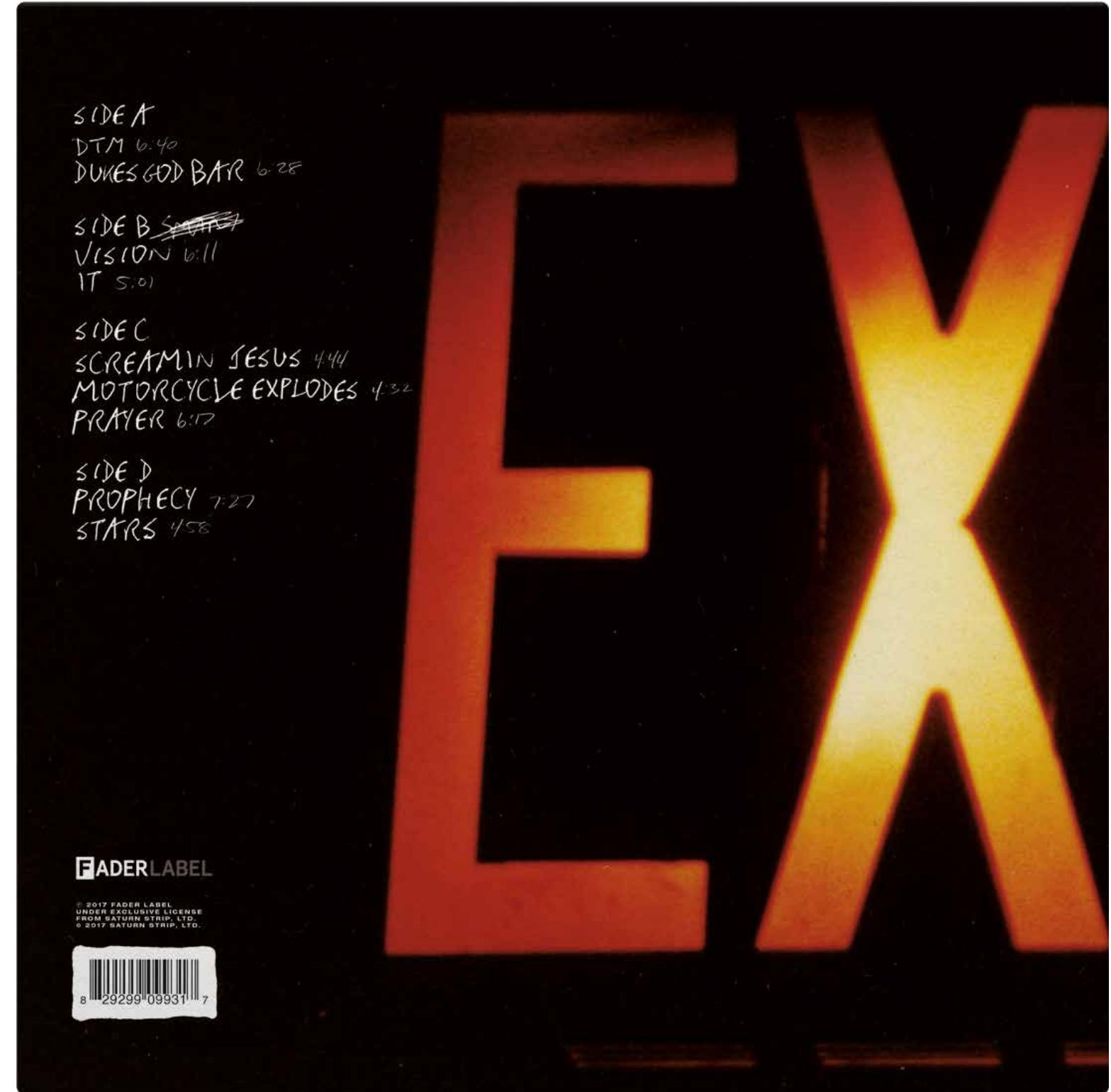


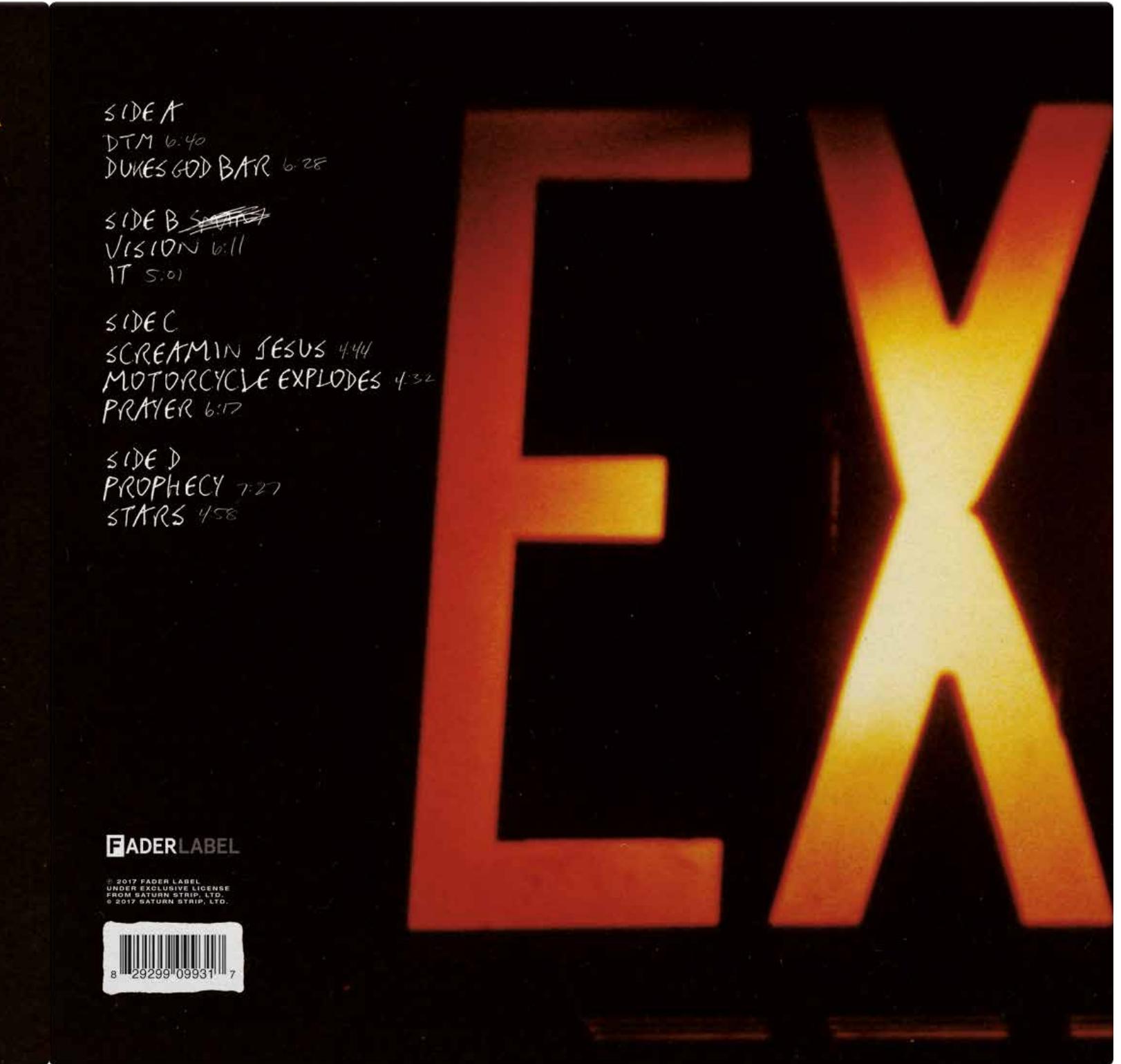
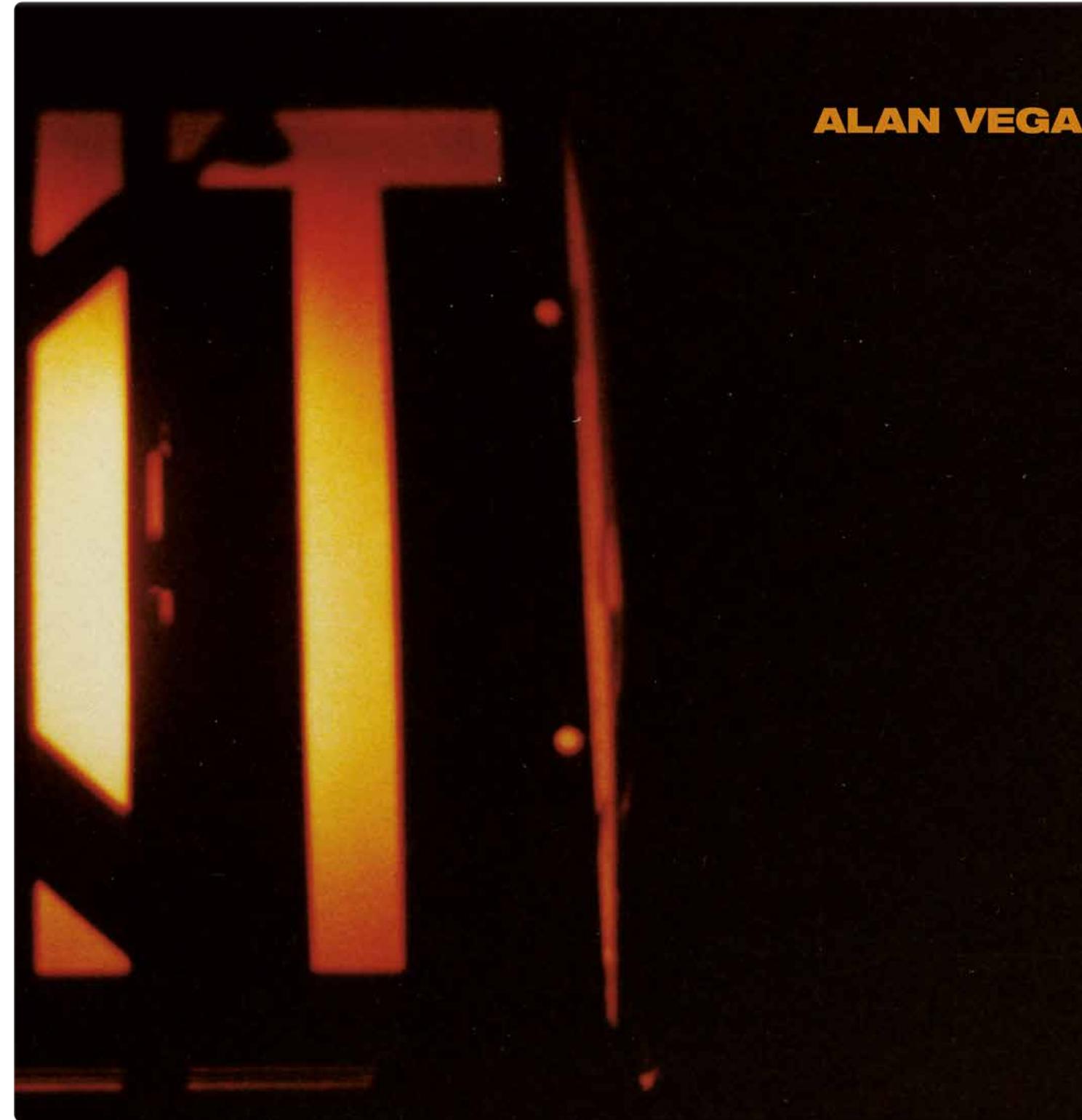
ALBERT PORTO

FADER LABEL

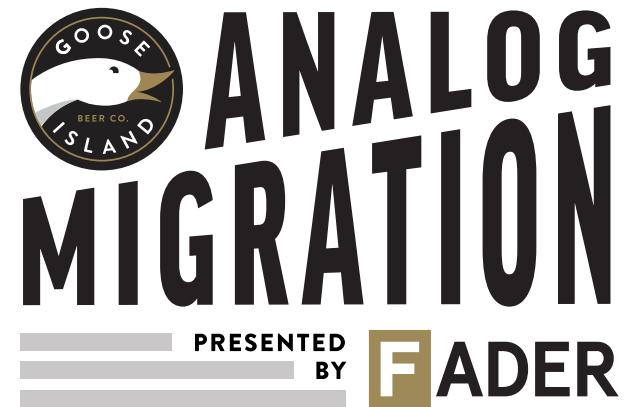


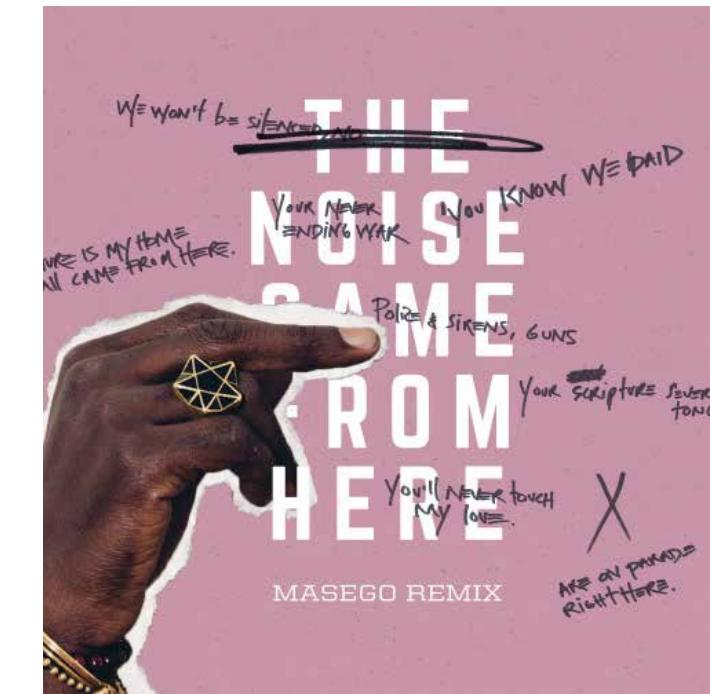
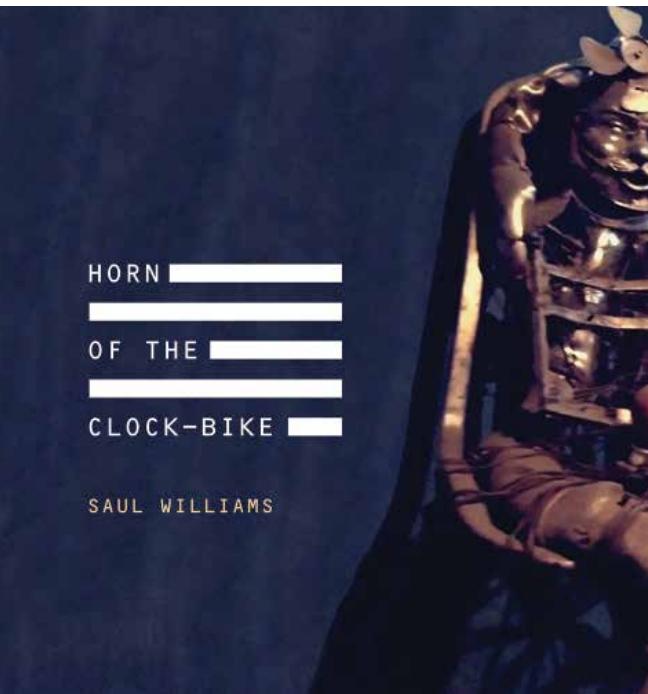
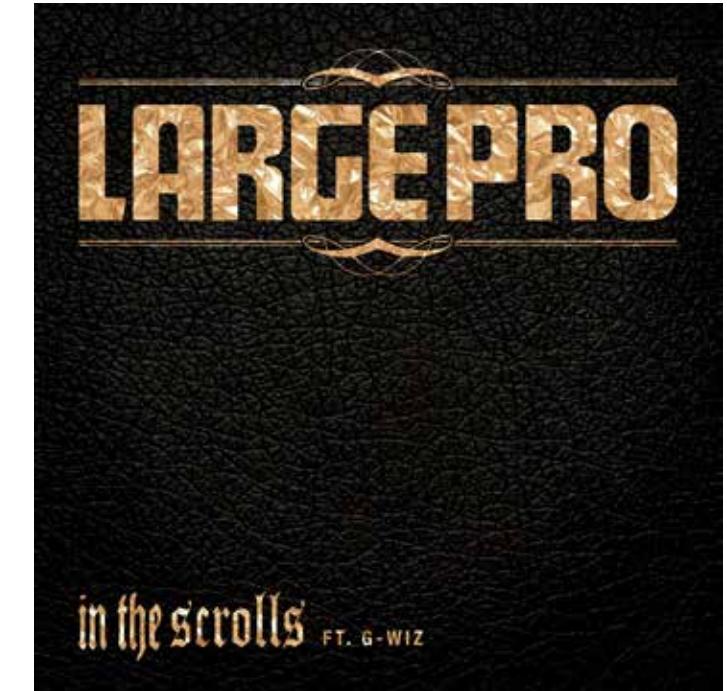
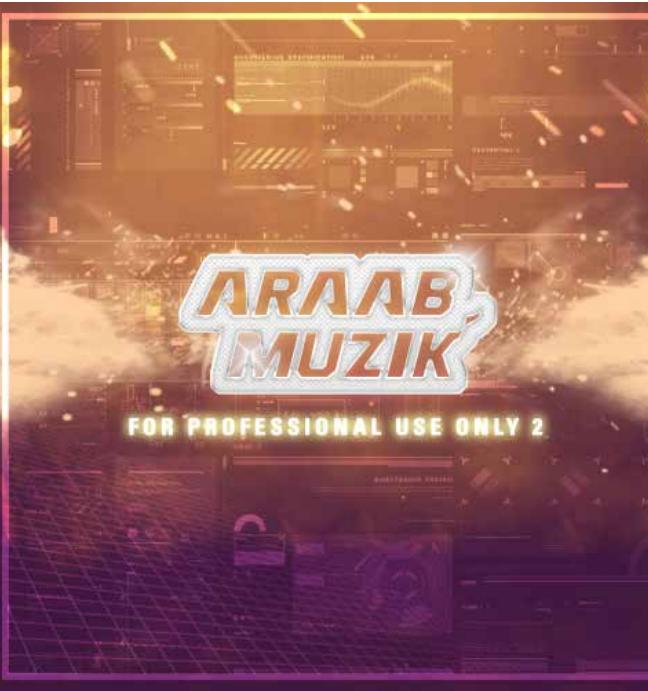
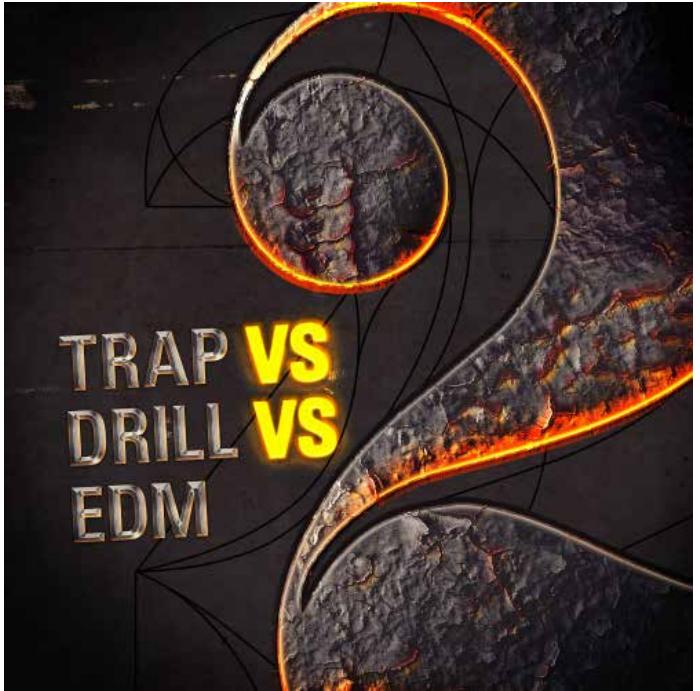
FRONT & BACK COVER

















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](#)

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!



[App Store](#) [Google Play](#)

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.



EMAIL SUBMITTED
THANK YOU

@BUDWEISER #MADEINAMERICA

RANDOMLY SELECTED WINNERS WILL BE NOTIFIED ON MAY 26

SHARE AND INVITE YOUR FRIENDS



MARY J. BLIGE

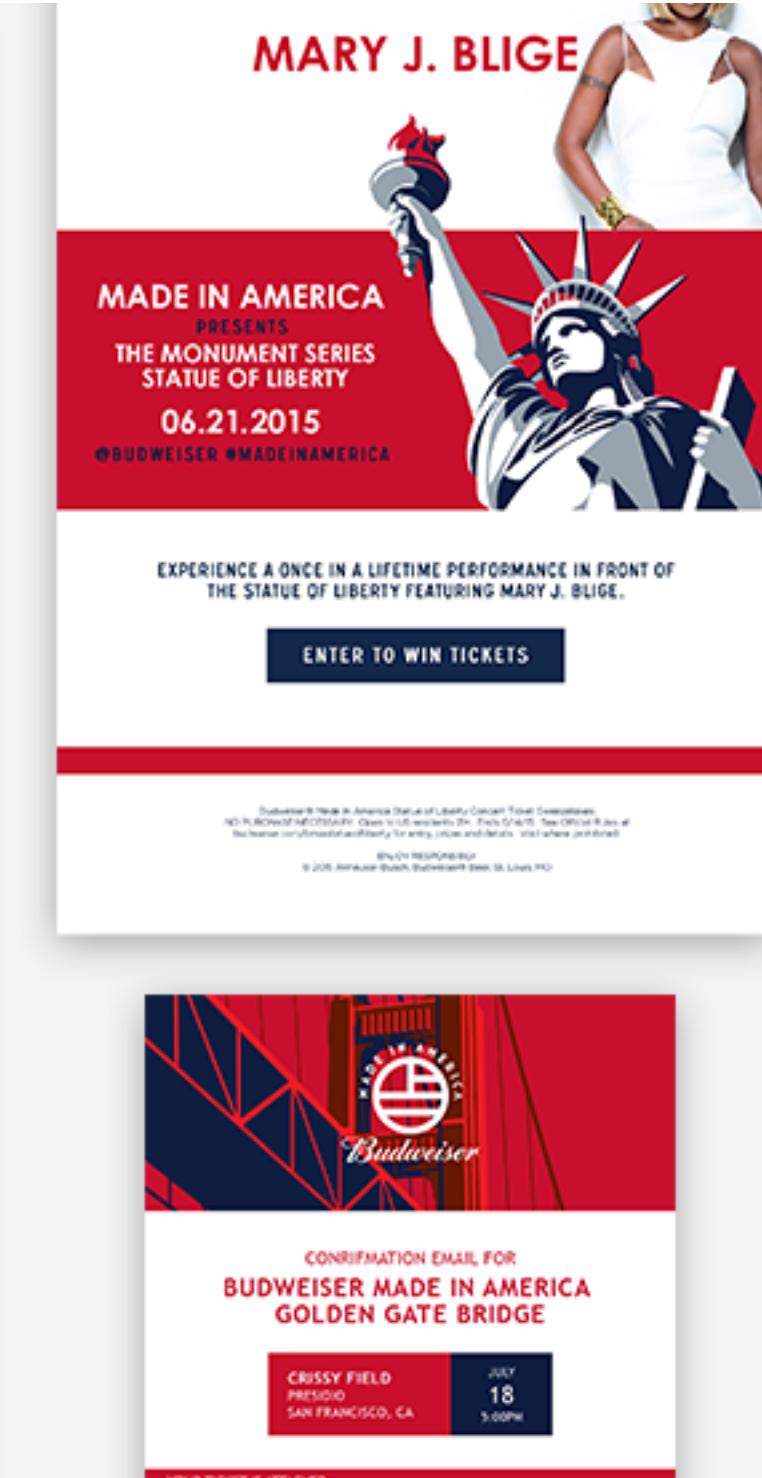
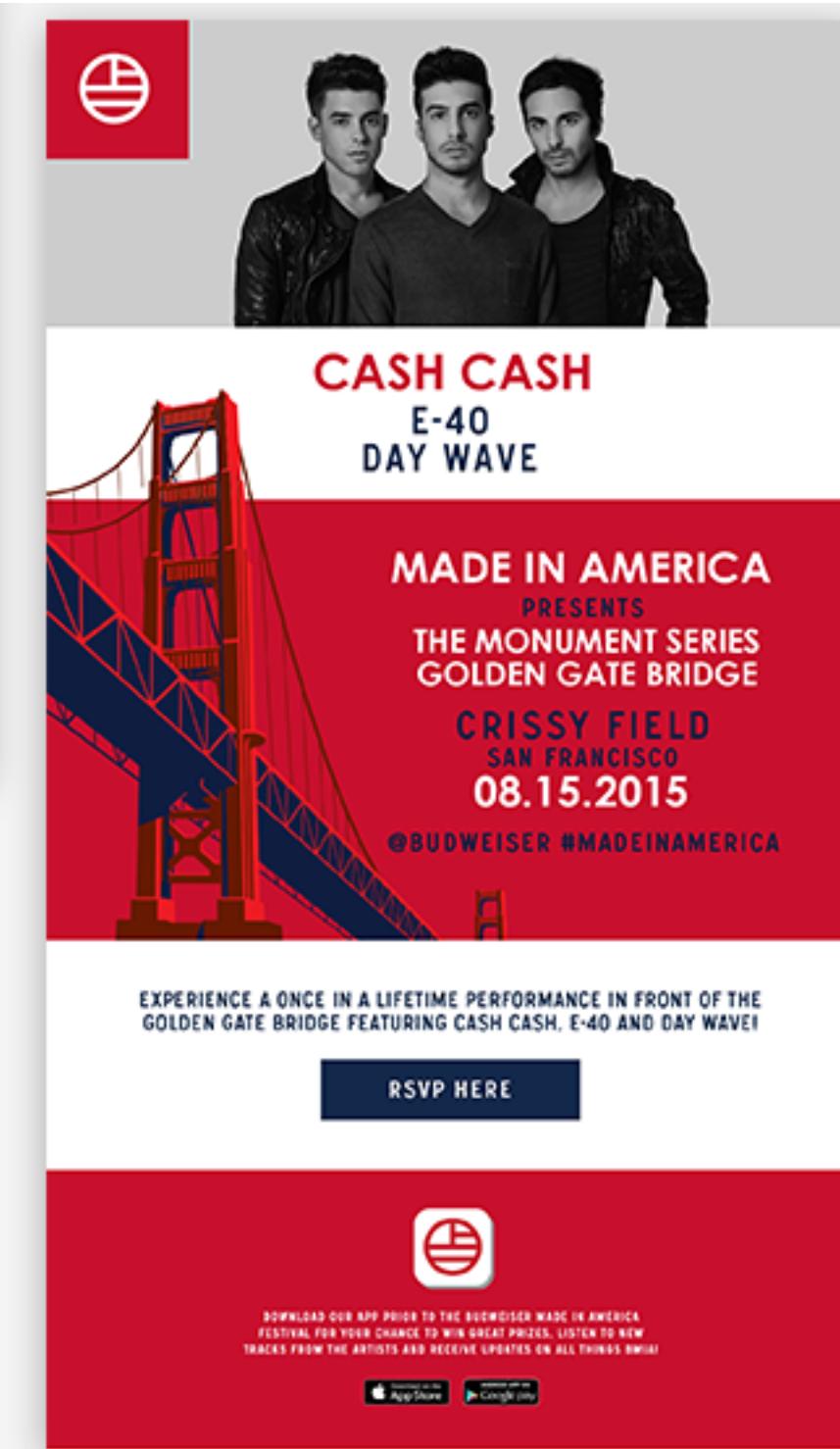
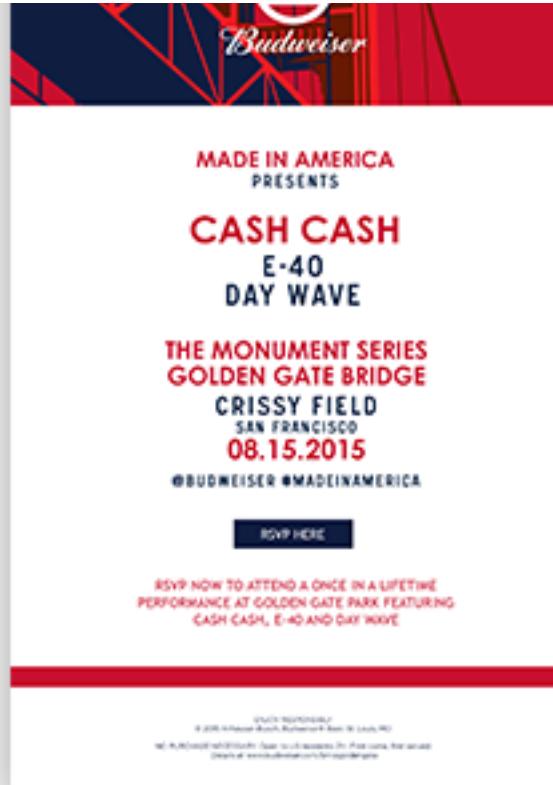
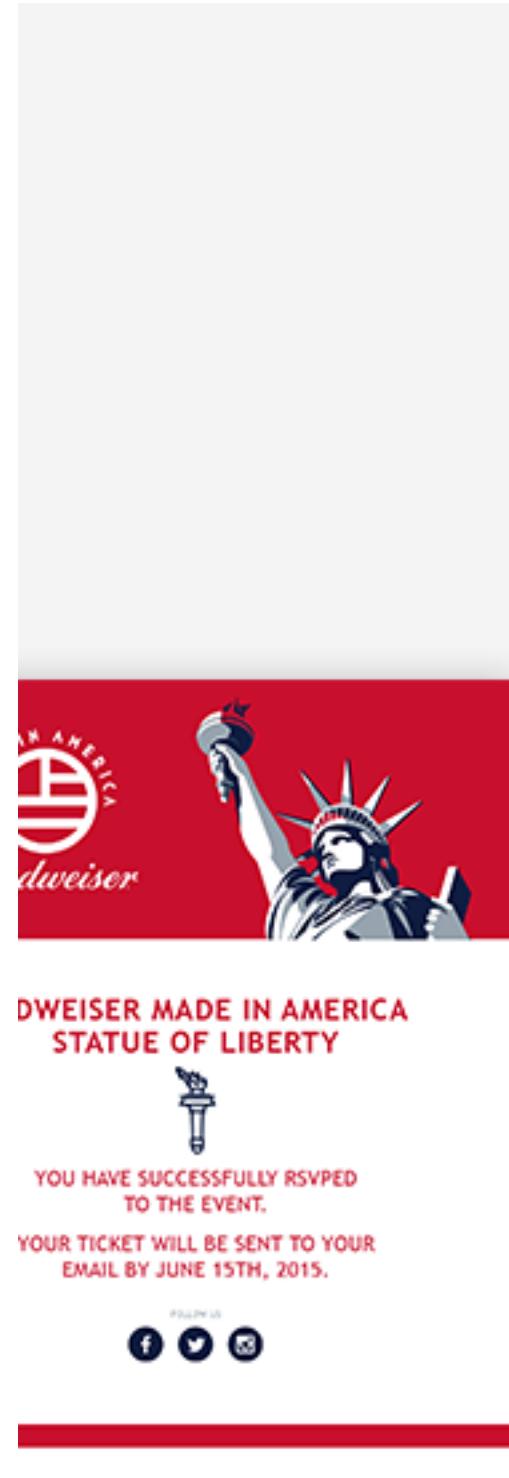


MADE IN AMERICA
PRESENTS
THE MONUMENT SERIES
STATUE OF LIBERTY

06.21.2015

@BUDWEISER #MADEINAMERICA

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



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 indicated above and agreeing to the terms and conditions, you are giving your express consent to receive communications from Budweiser regarding its products, services, offers, events, and other information. You are also giving your express consent to receive promotional messages from Budweiser via email, text message, or other electronic means. You are giving your express consent to receive promotional messages from Budweiser via email, text message, or other electronic means.

CONFIRM