

ALBERT PORTO

GRAPHIC DESIGNER

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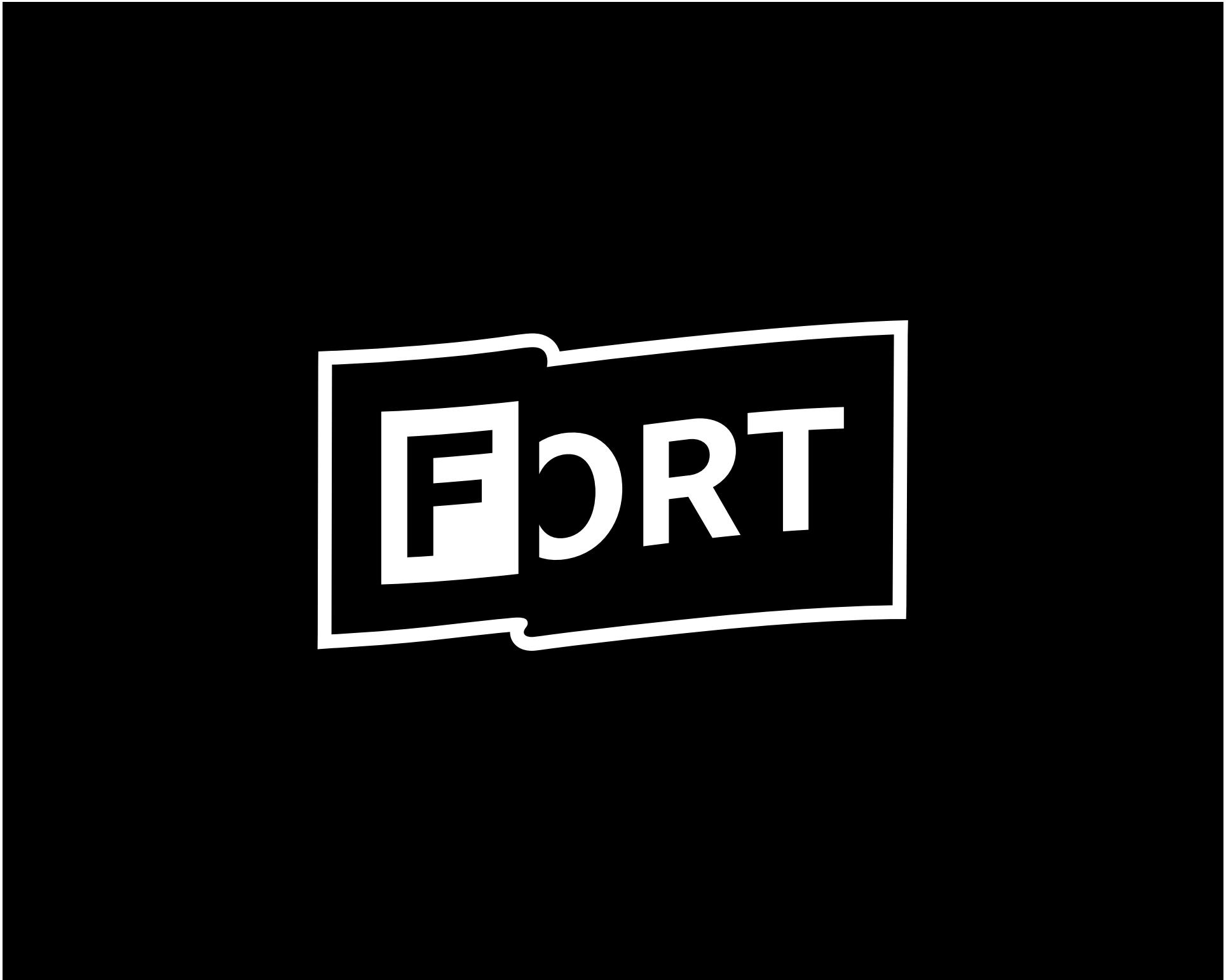
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## FADER FORT

### 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.





## 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  
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

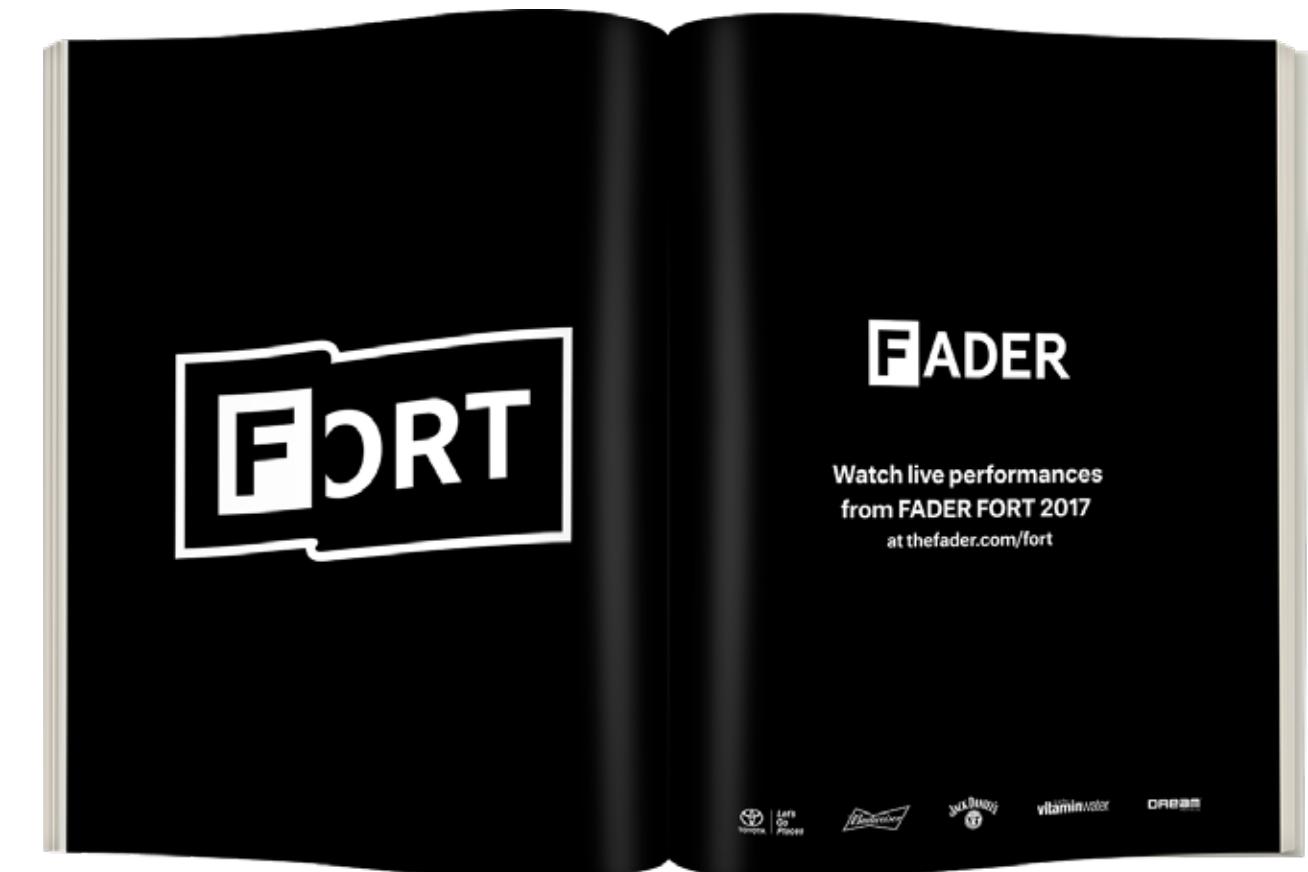
F  
FORT  
ATX

FADER  
FORT  
AUSTIN, TEXAS



FADER  
FORT



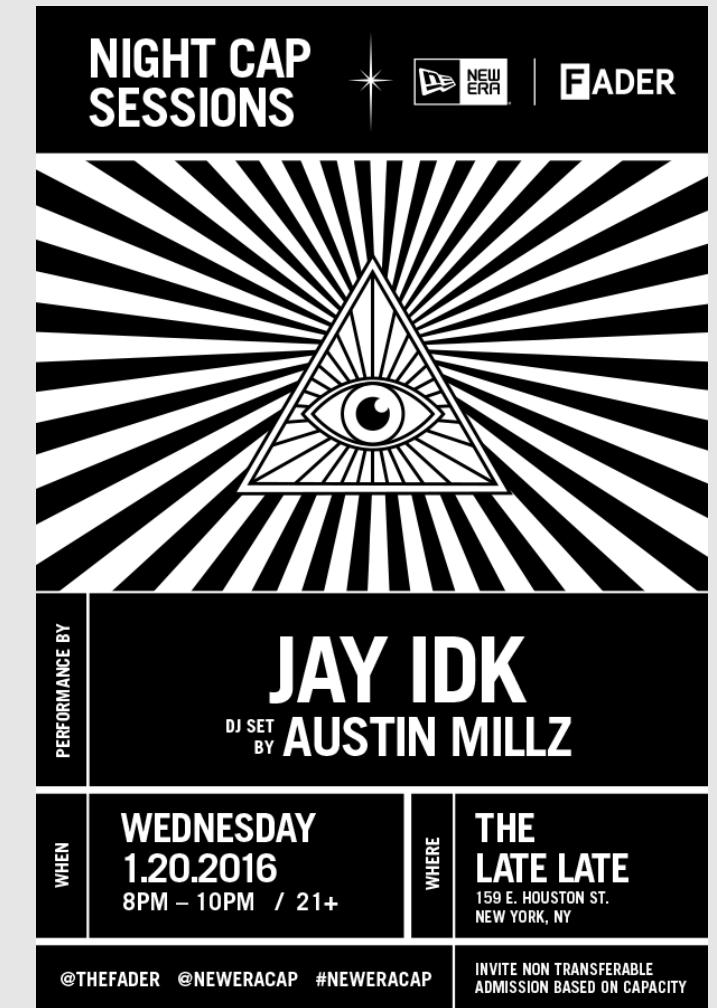
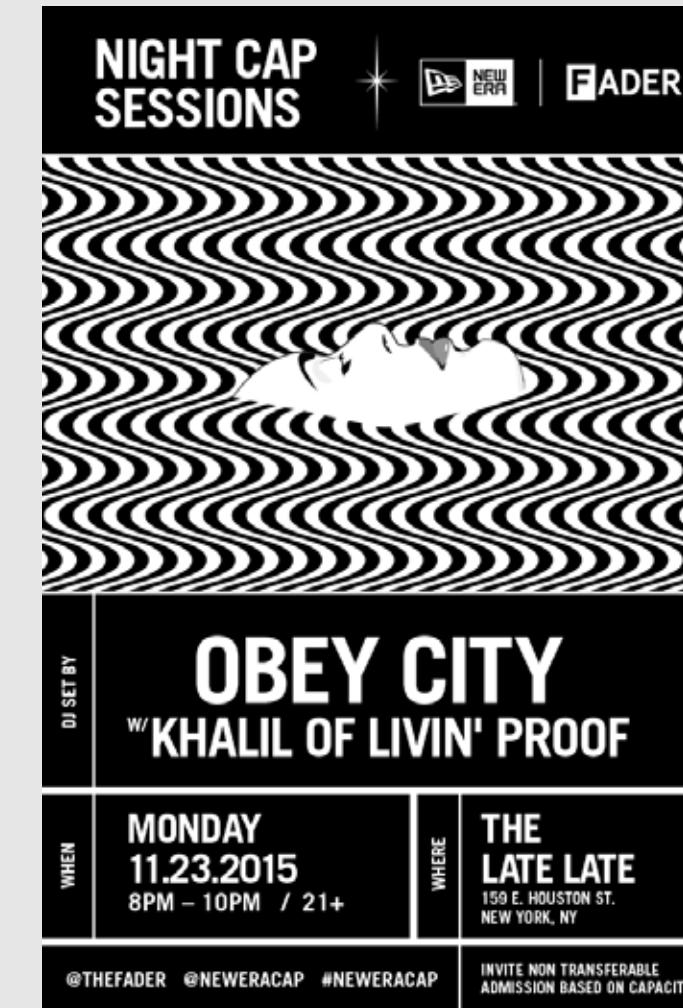
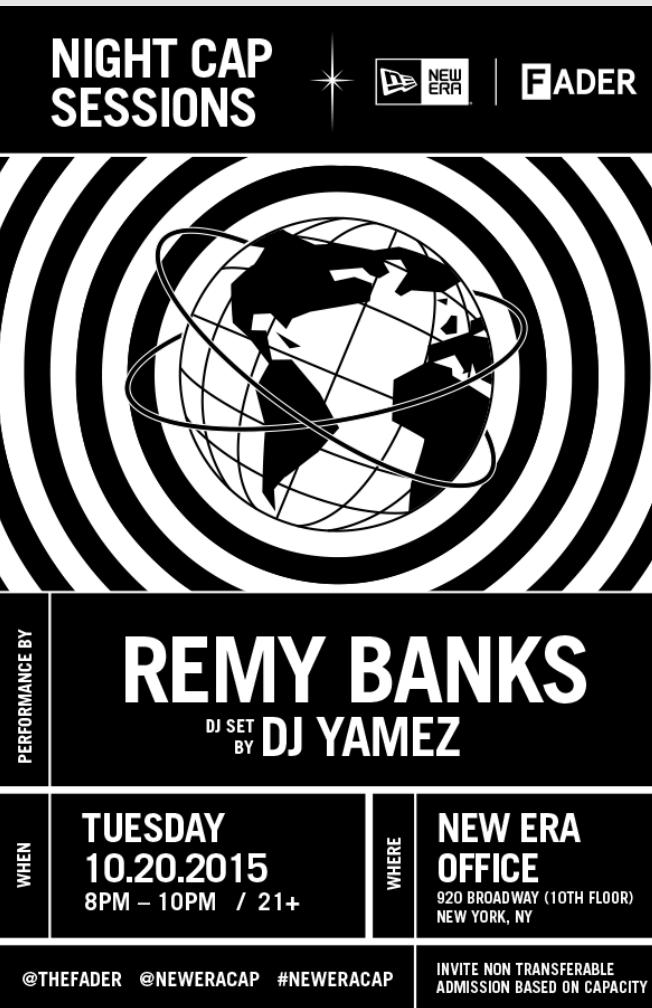




## NEW ERA

### Night Cap Sessions

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.

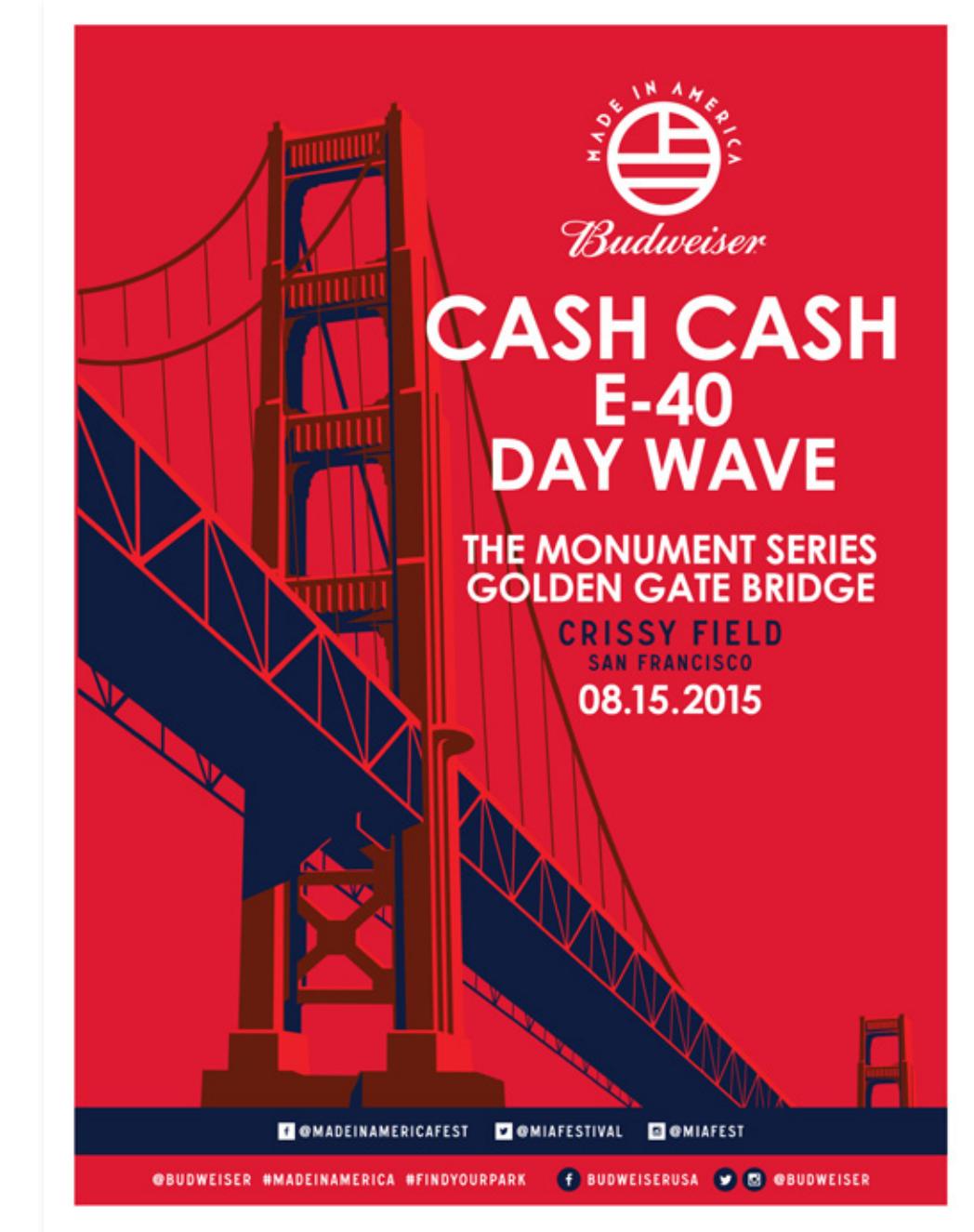


BUDWEISER

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**

**VERTICAL 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**

**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**

**BUDWEISER #MADEINAMERICA**

**LIBERTY BELL**

**MACRO WE STAND**

**THIS BUD'S FOR YOU, PHILLY**

**BUDWEISER #MADEINAMERICA**

**BUDWEISER STRIPES**

**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**

**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**

**@BUDWEISER #MADEINAMERICA**

**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

**10. Budweiser**

**07 BRAND BANNERS**

**ON-SITE**

**BEER KIOSKS**

**07 BRAND BANNERS**

**LARGE DISPLAY**

**VERTICAL 2:7**

**PREFERRED BMIA BANNERS**

**BUDWEISER #MADEINAMERICA**

**MACRO WE STAND**

**BUDWEISER #MADEINAMERICA**

**BUDWEISER STRIPES**

**SECONDARY BANNERS**



**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!

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

**CONRIFMATION 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

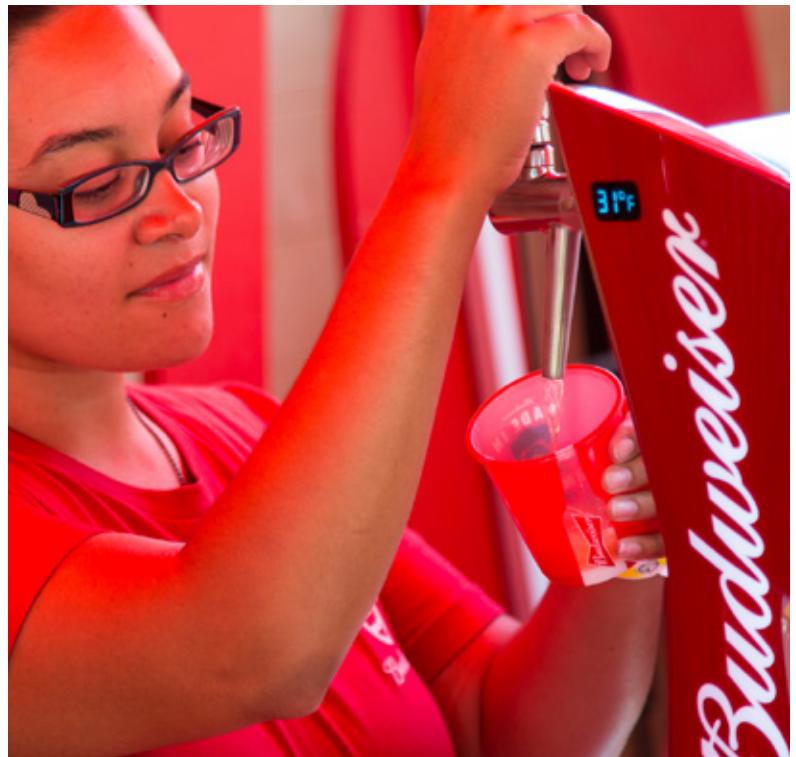
The attached ticket is good for you and one (1) guest. Ticketholder must have an ID that matches name on ticket. Guest must accompany ticketholder to check in. Both ticketholder and guest must be 21+.

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.

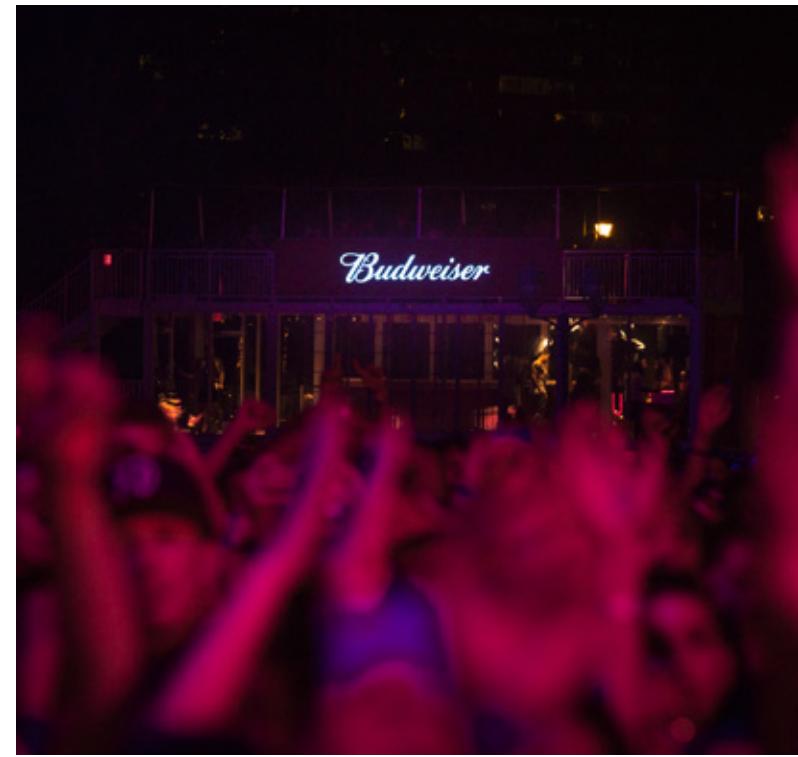
TICKET DOES NOT GUARANTEE ENTRY.

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

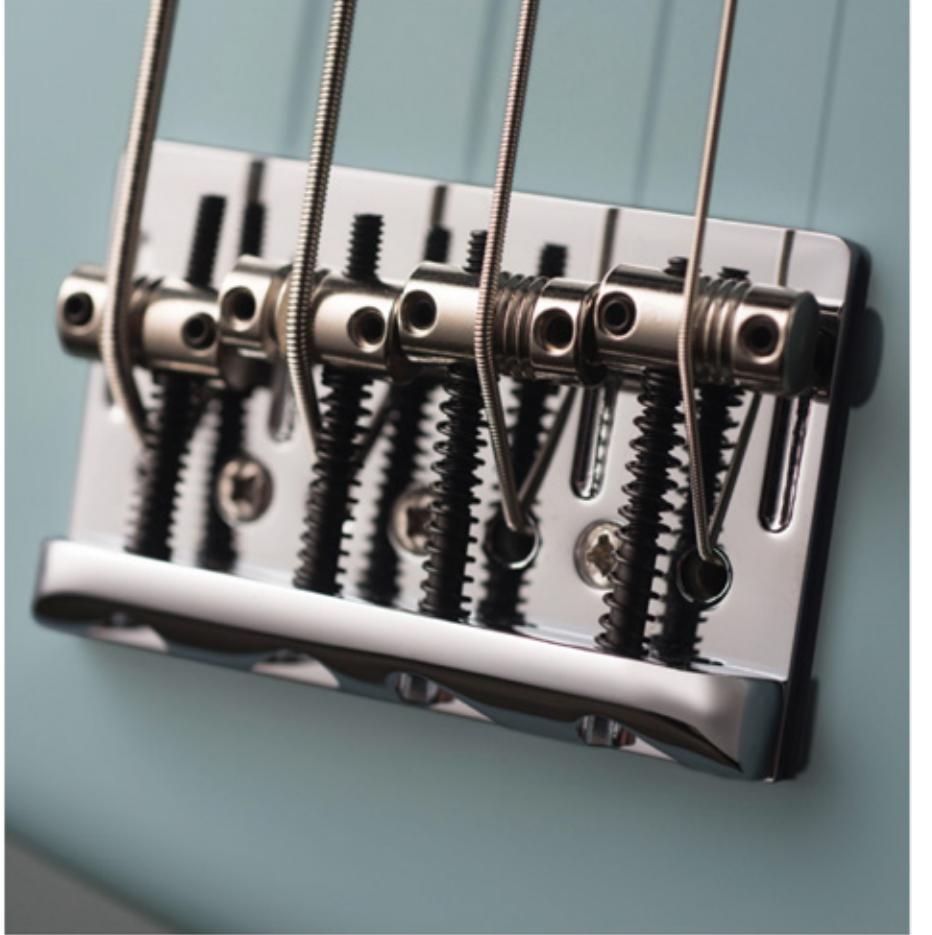
As agency of record The FADER / Cornerstone developed Fender's Raise Your Voice campaign to drive sales of the American Professional Series. The platform encourages artists and players to push their artistry forward by finding sounds that are uniquely theirs.



**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.

©2016 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 PROFESSIONAL  
Corona, Ca.

©2016 Fender Musical Instruments Corporation.



**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  
PROFESSIONAL  
Corona, Ca.

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### Raise Your Voice

A New Series | Elevated Features | Limitless Possibilities

©2016 Fender Musical Instruments Corporation.

*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**

To ensure consistency for the American Professional line we must respect the 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°** **-13°** **-39°** **-78°**

**90° Guitar Angle**  
Single product vertical angle side should always be at a 90° upright angle.

**-13° Guitar Angle**  
The -13° angle is based on the angle of the 90° within the Fender logo. This is the main angle to work off of for angled guitars.

**-39° Guitar Angle**  
In some cases we will need to base an extreme angle off the bridge or neck of the guitar. Always make sure the guitar is set at a -39° extreme angle.

**-78° Guitar Angle**  
In standard family shots for vertical compositions please use a -78° extreme angle.

**AM PRO STYLE GUIDE**

**4.5 Photography: Background**

**Background Sweet Spot**

1) Full Vertical Background  
2) Full Horizontal Background

**Background Gradient Vertical Layout**  
In some cases we will need to base an extreme angle off the bridge or neck of the guitar. Always make sure the guitar is set at a -39° extreme angle.

**Background Gradient Vertical Layout**

**AM PRO STYLE GUIDE**

**3.2 Typography: Example**

**Example Type Set**

See our example type setting for the Sonic Grip horizontal print spread.

**Tagline**  
Font: PT Heavy  
Size: 18 pt  
Leading: 20 pt  
Tracking: 0  
Kerning: Optimal  
Color: 79 / 48 / 67 / 90  
Opacity: 100%

**Logo**  
Font: PT Book  
Size: 8 pt (Per Smaller)  
Leading: 12 pt  
Tracking: 0  
Kerning: Optimal  
Color: 79 / 48 / 67 / 90  
Opacity: 100%

**Features**  
Font: PT Book  
Size: 8 pt  
Leading: 12 pt  
Tracking: 0  
Kerning: Optimal  
Color: 79 / 48 / 67 / 90  
Opacity: 100%

**AM PRO STYLE GUIDE**

**5.3 Application: Digital**

**Single Product: 300x600**

**Example**

**Lockup and CTA are centered**

**Background reflects the guitar and is set at a -39° angle, cropped on top, right and bottom. The bridge and pickup of the guitar are visible.**

**-39°**

**Use vertical lockup when using above "Corona, Ca" should not be smaller than 8pt.**

**"Learn More" CTA:**  
Font: Future PT Heavy  
Type Size: 10pt  
Leading: 12pt  
Color: Black #000000  
CTA Box:  
Size: 22 px H x 71px W  
Color: White #FFFFFF

**\*Exclude Tagline and Features in these formats**

**AM PRO STYLE GUIDE**

**5.4 Application: Digital**

**Transactional: 300 x 600**

**Example**

**Background is transactional gray and positioned with the product at a -39° angle dark down to light.**

**-78°**

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

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

**"Learn More" CTA:**  
Font: Future PT Heavy  
Type Size: 14pt  
Leading: 16pt  
Color: Black #000000  
CTA Box:  
Size: 22 px H x 71px W  
Color: White #FFFFFF

**AM PRO STYLE GUIDE**

**5.5 Application: Digital**

**Transactional: Website Banner**

**Example**

**Background is a transactional gray and positioned with the product at a -13° angle dark down to light.**

**Guitar is set at -13° angle, cropped on top, right and bottom. The bridge and pickup of the guitar are visible.**

**-13°**

**Vertical lockup**

**Amplifier CTA:**  
Font: Future PT Heavy  
Type Size: 10pt  
Leading: 12pt  
Color: Black #000000  
CTA Box:  
Size: 34 px H x 118px W  
Color: White #FFFFFF

**Electron Feature 1: Includes Possibilities**

**AM PRO STYLE GUIDE**

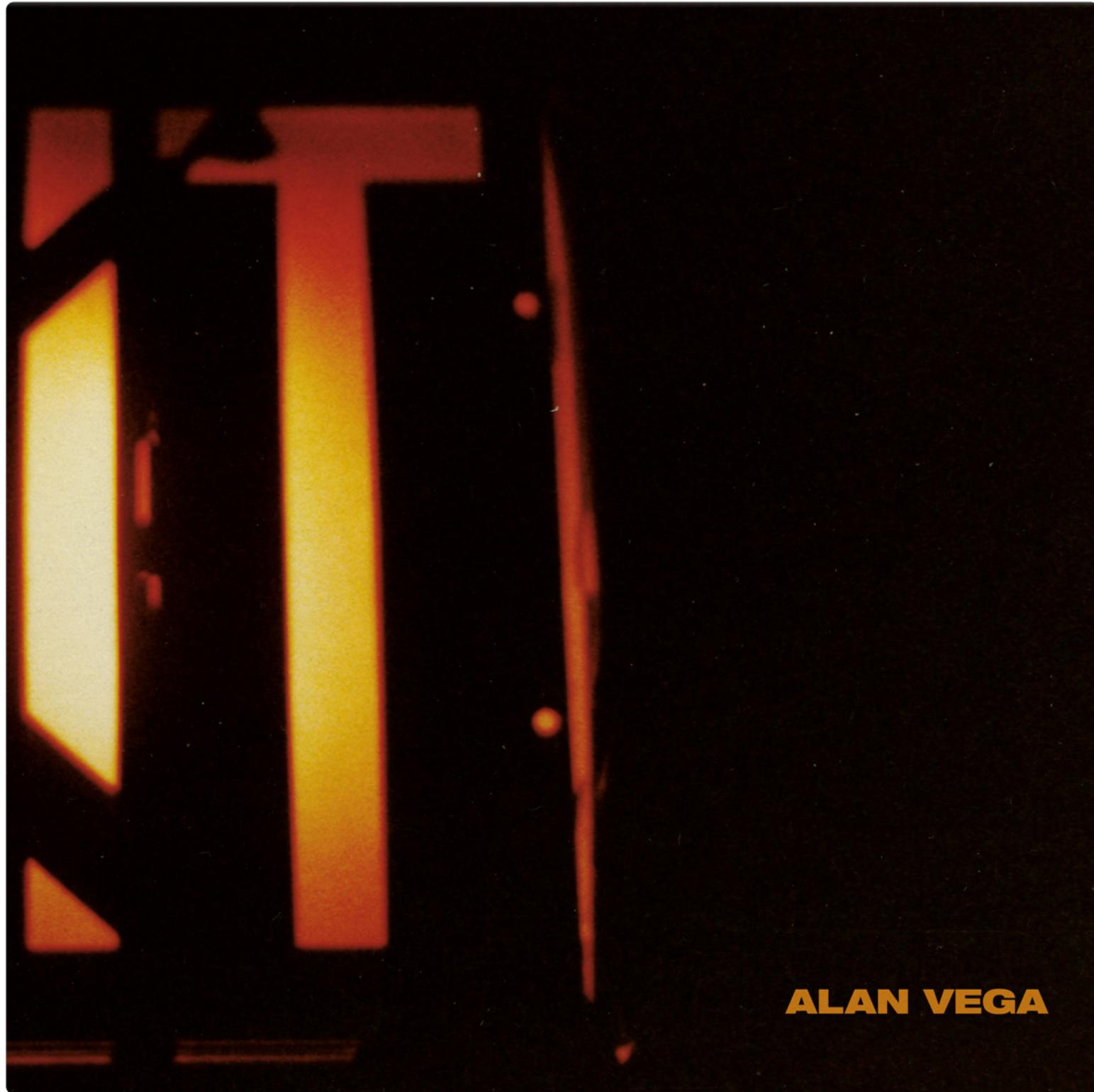
FADER LABEL

**Alan Vega - It**

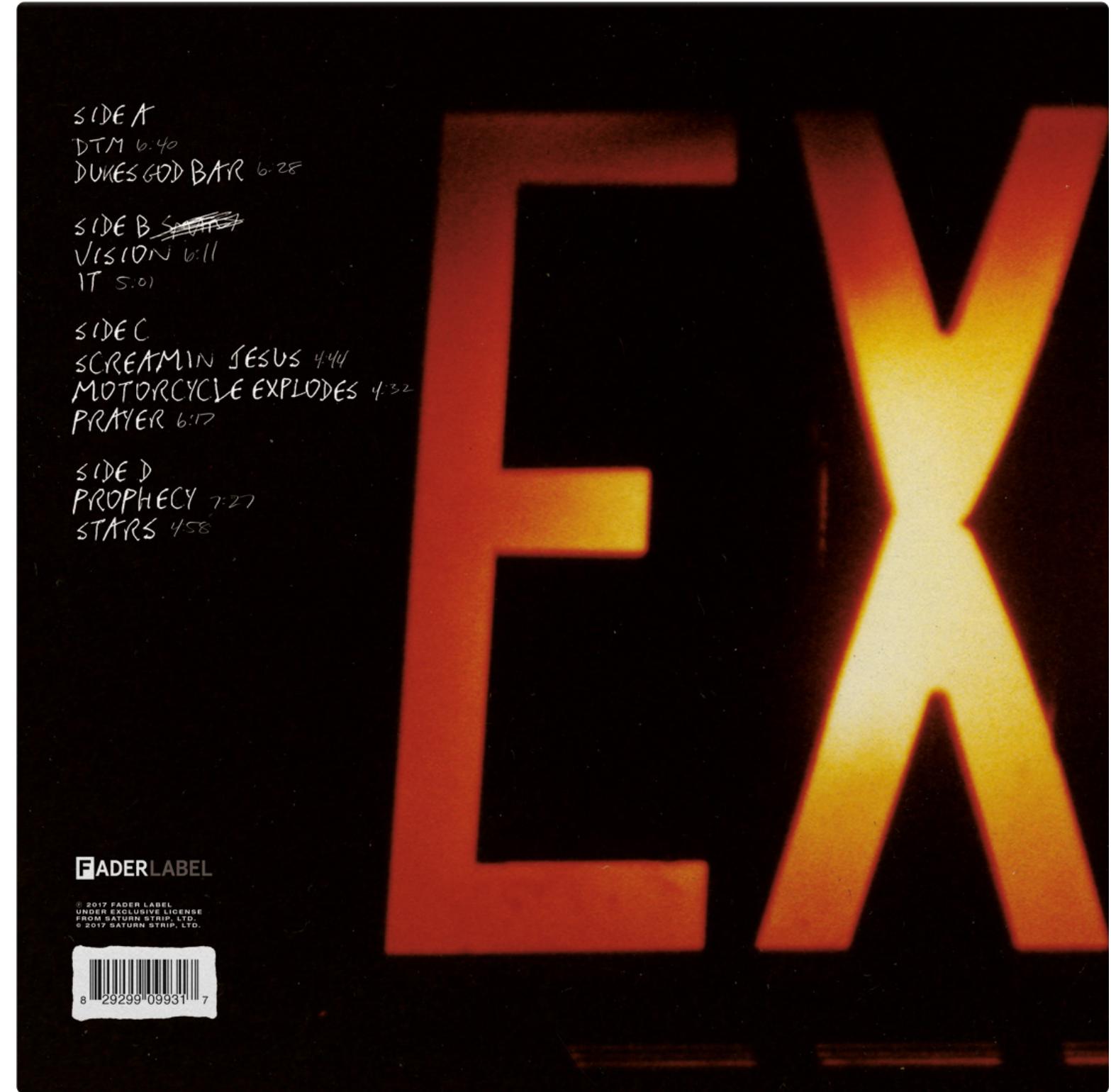
It is the final album written and recorded by Alan Vega, the frontman of seminal art-punk music duo Suicide, before his passing in July 2016. The 2LP Gatefold includes never-before-seen artwork, drawings, and photographs by Alan. The limited Edition packaging includes transparent orange colored vinyl.



FADER LABEL



FRONT & BACK COVER



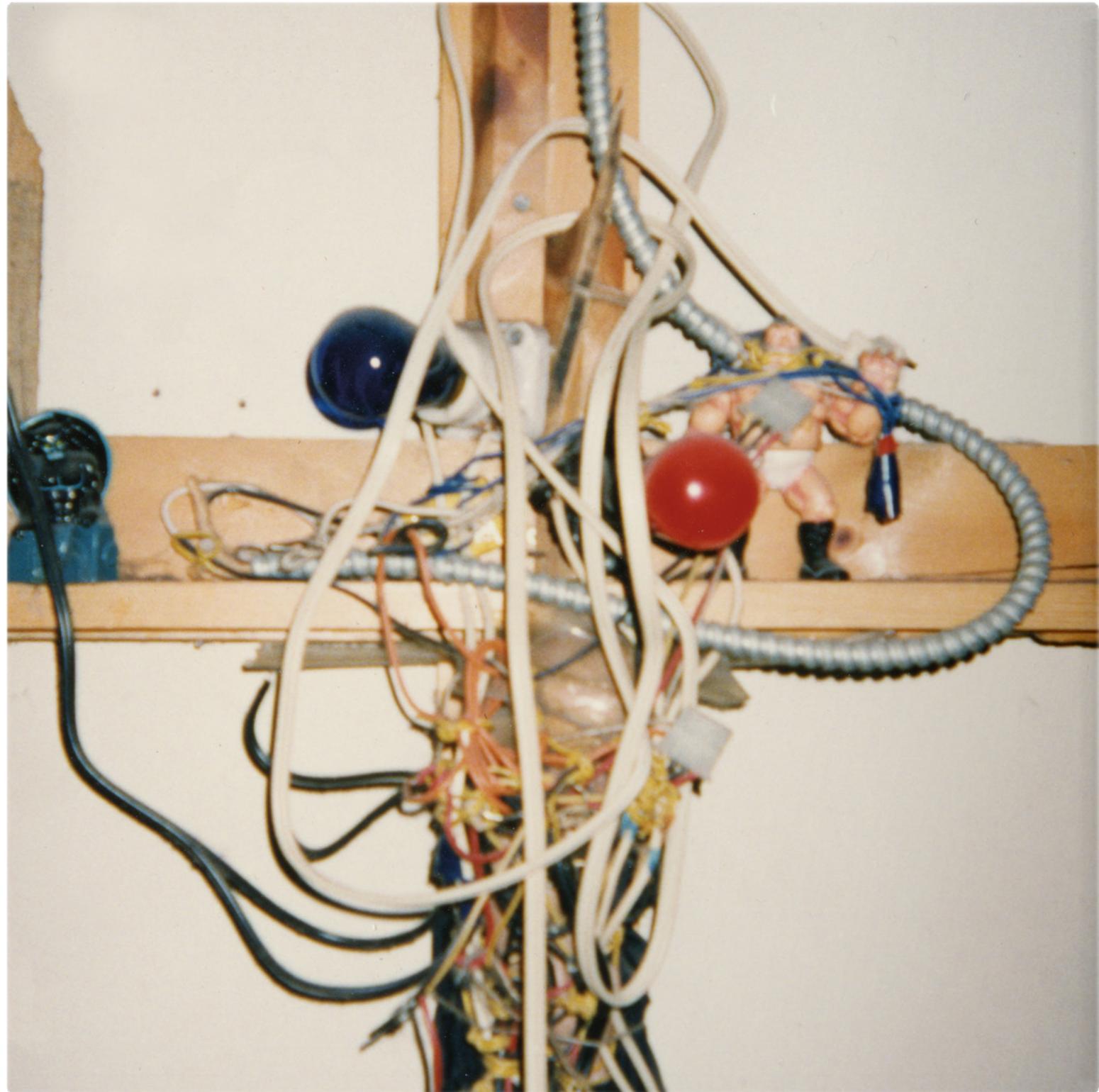
FADER LABEL

INTERIOR GATEFOLD



FADER LABEL

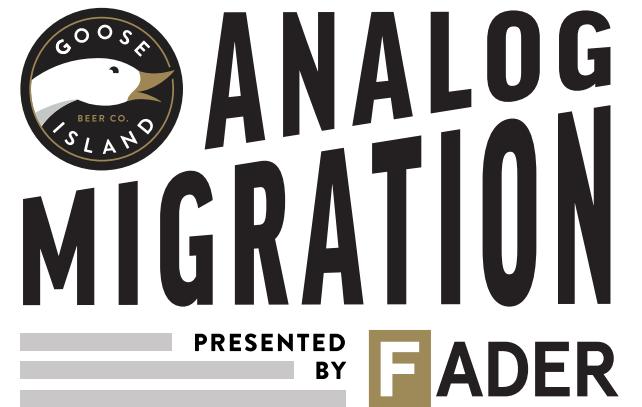
INTERIOR SLEEVES

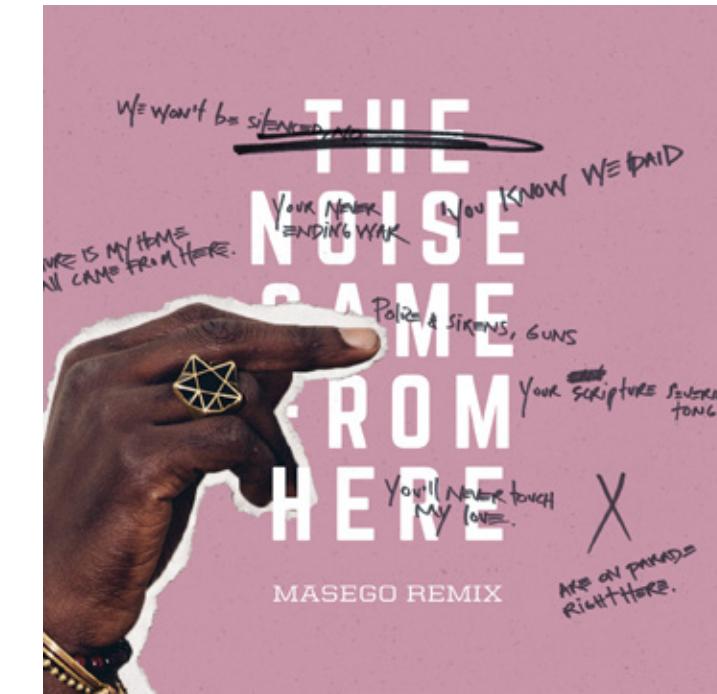
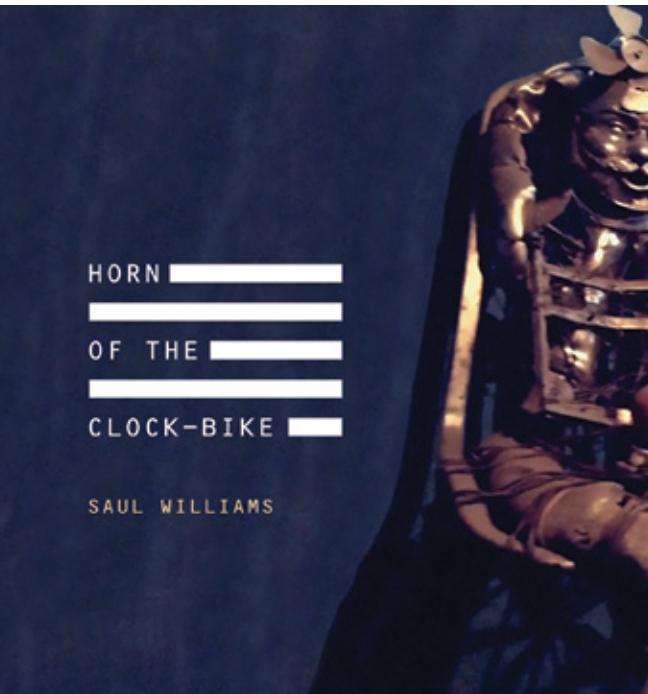
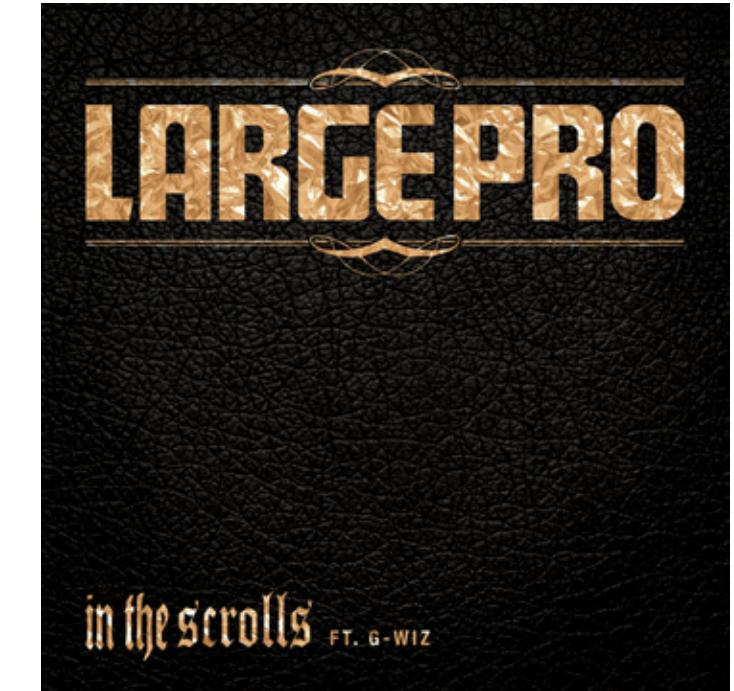
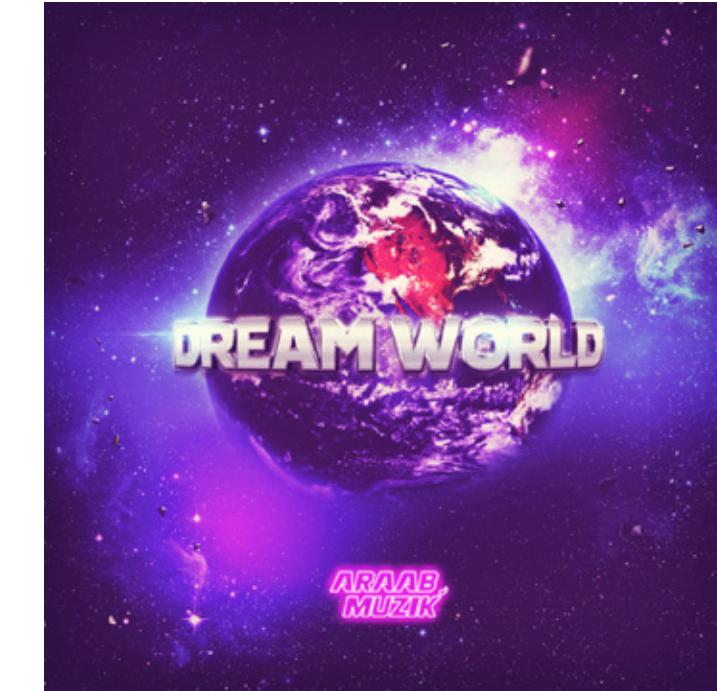


FADER LABEL

TRANSPARENT ORANGE VINYL









THANKS

ALBERTPORTO.COM

ALPORT05@GMAIL.COM