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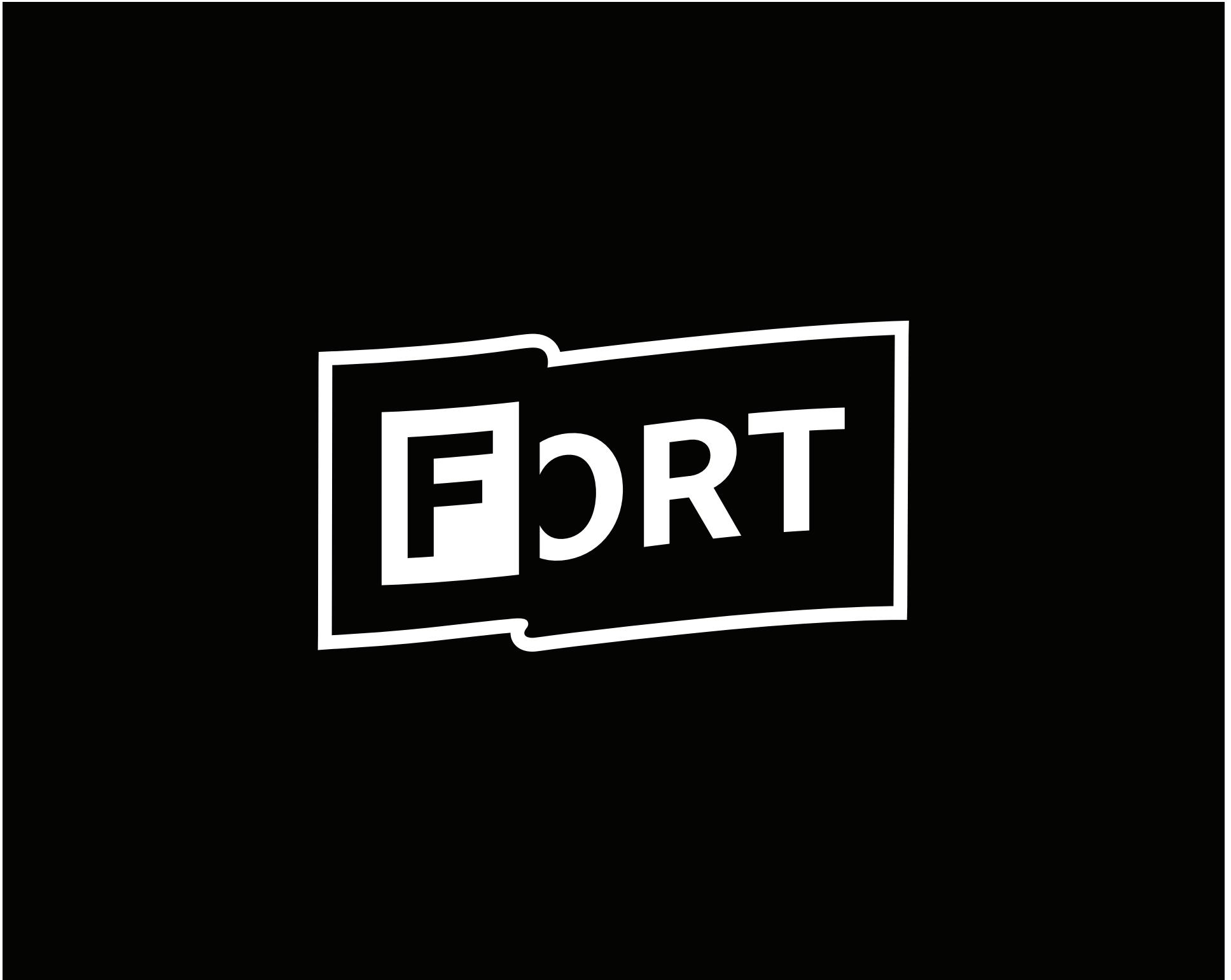
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FADER FORT

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

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FADER
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FADER
AUSTIN, TEXAS
FORT

FADER FORT

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FADER
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EST. ★ 2000

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FADER
FORT
AUSTIN
TX
2000



AUSTIN, TX
MAR 15-18
FORT

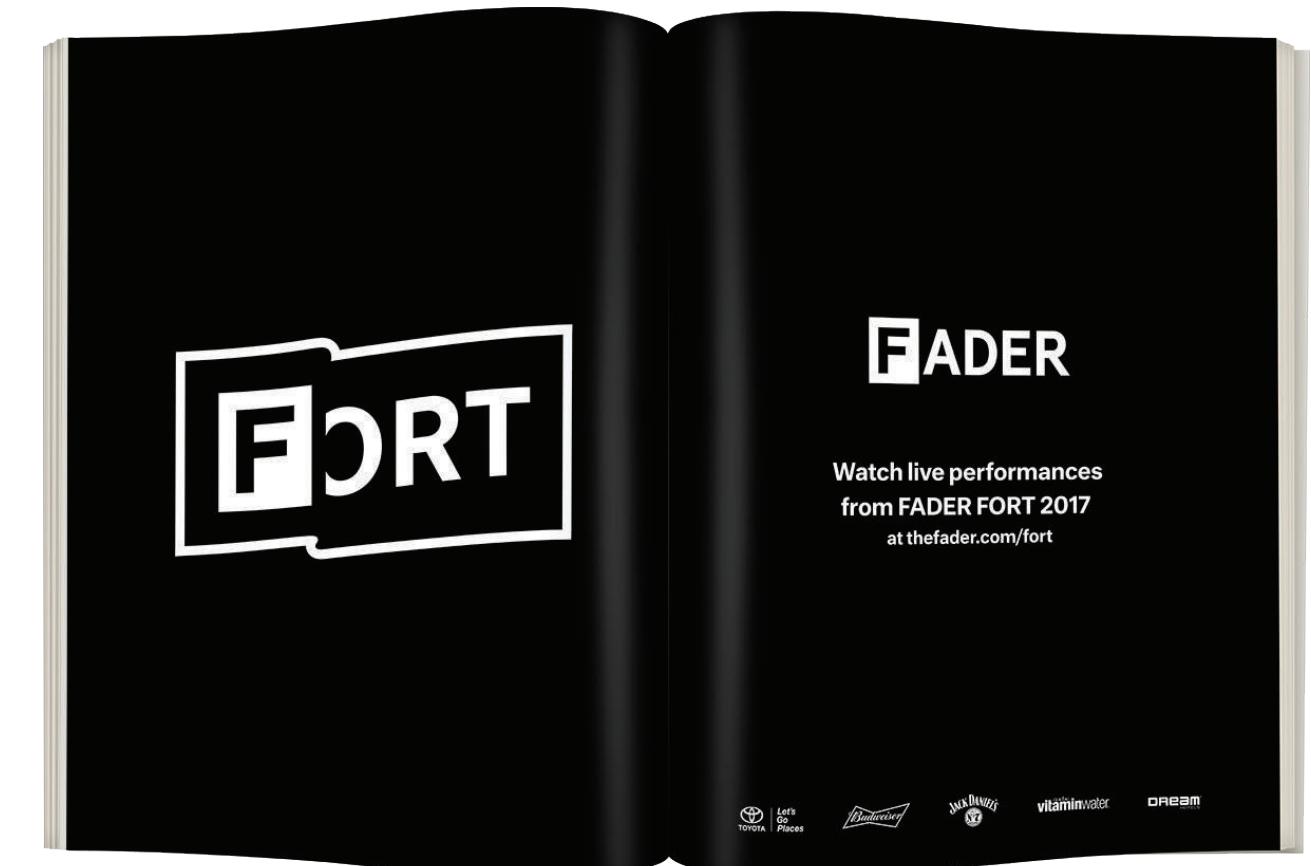
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FORT
ATX

FADER
FORT
AUSTIN, TEXAS



FADER
FORT



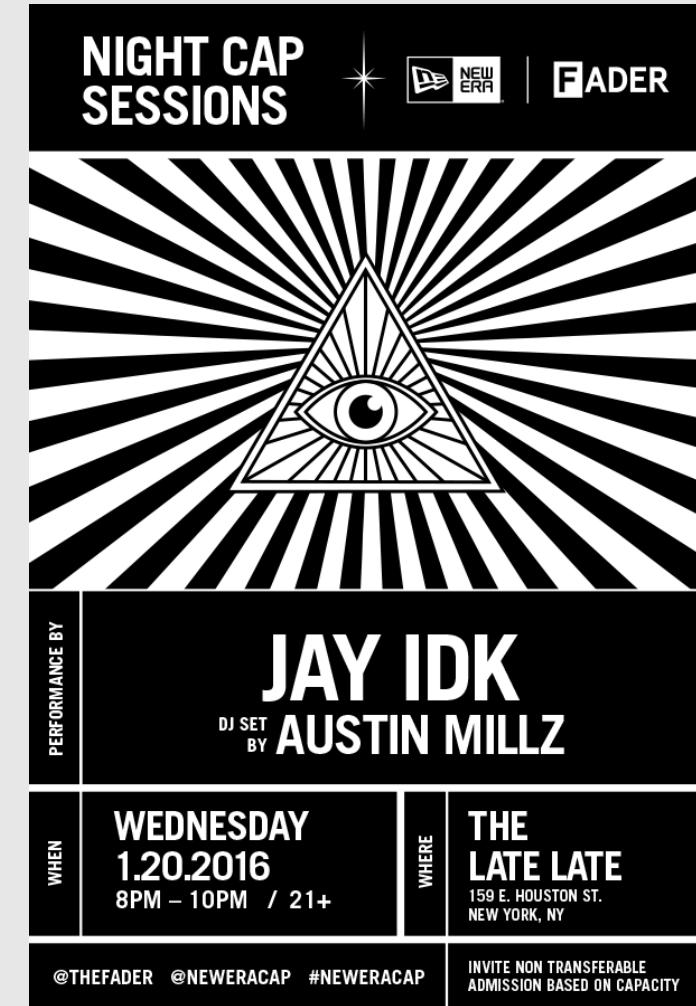
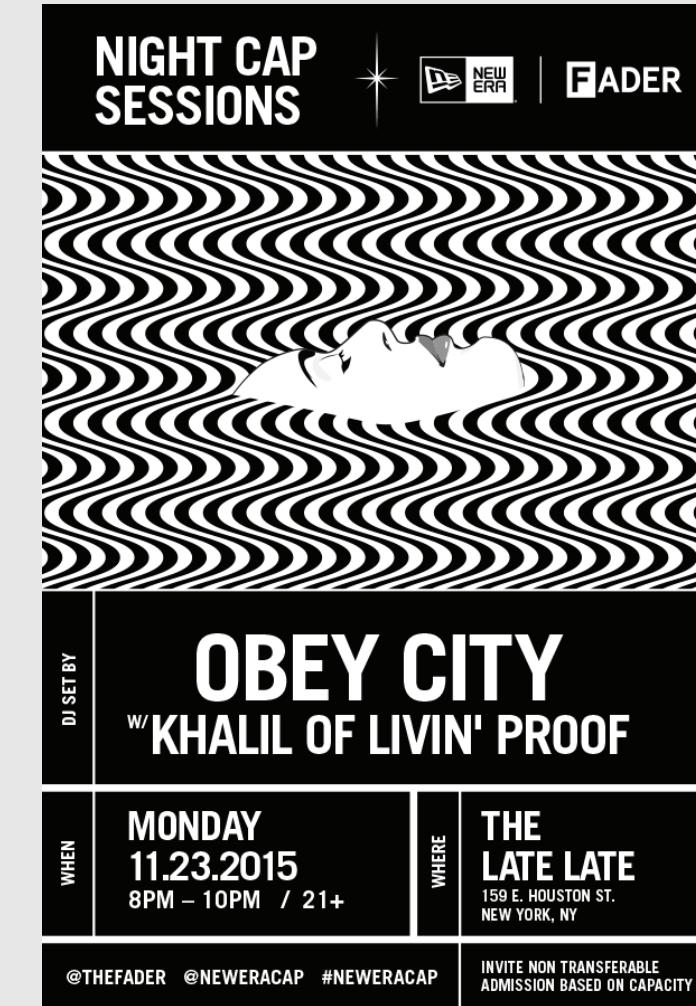
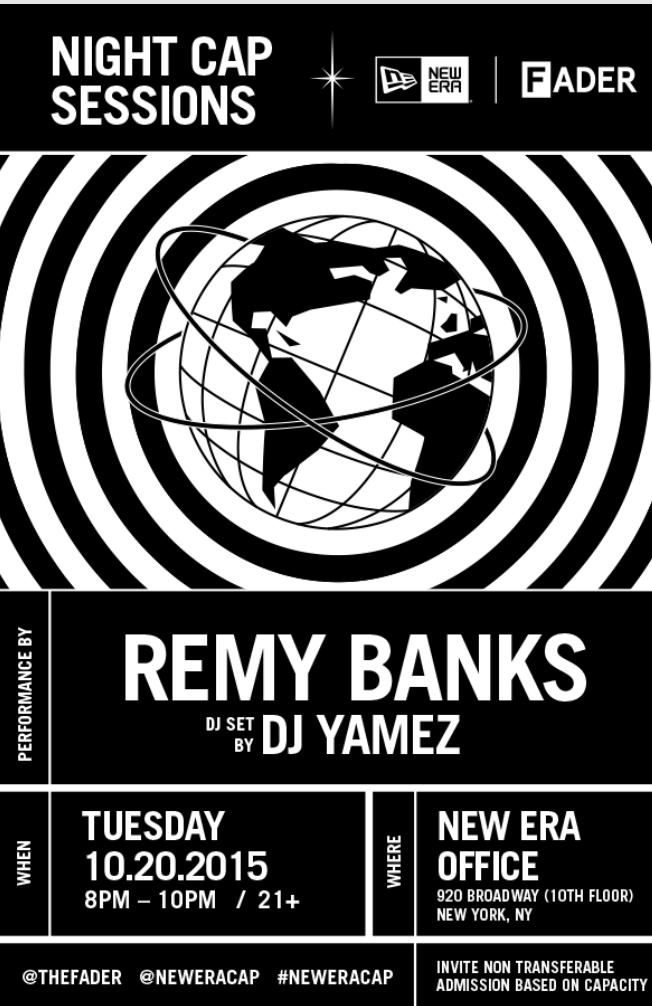




NEW ERA

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.

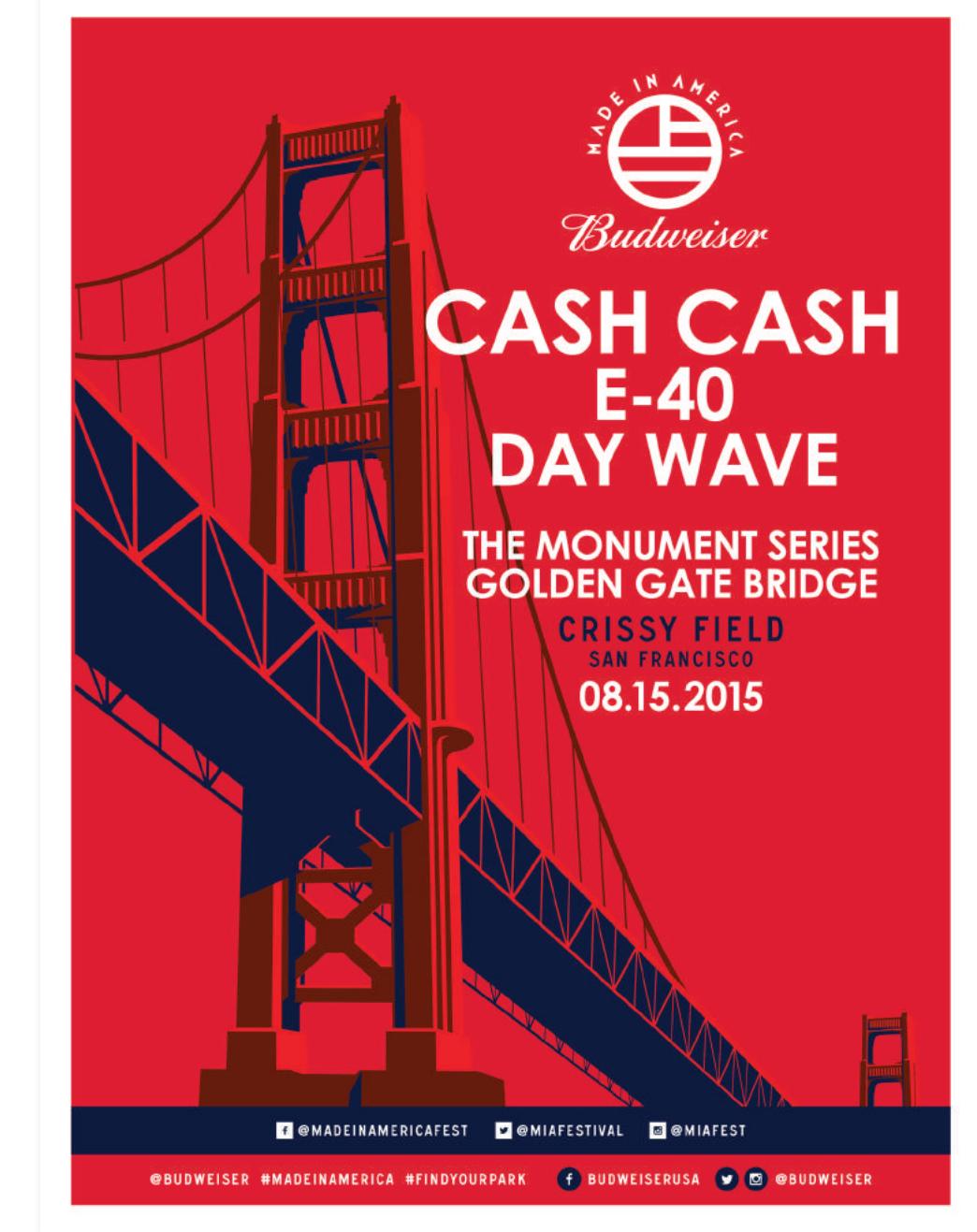


BUDWEISER

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 BUILD

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.

THIS BUD'S FOR YOU, (LOCATION)

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

BMIA LOGO ON RED

SOCIAL MEDIA ON WHITE

LOCALIZED MONUMENT

MACRO WE STAND

THIS BUD'S FOR YOU, PHILLY

SECONDARY BANNERS

BMIA LOGO ON WHITE

SOCIAL MEDIA ON RED

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

ARROW HEIGHT 1/8 OF POSTER HEIGHT

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 copy is the same height as the line weight of the graphic circle

Circle graphic and type are centered above Budweiser script

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

(1)

(2)

(3)

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

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

1. Budweiser

2. Budweiser

3. Budweiser

4. Budweiser

5. Budweiser

6. Budweiser

7. Budweiser

8. Budweiser

9. Budweiser

10. Budweiser

07 BRAND BANNERS

ON-SITE

BEER KIOSKS

BUDWEISER MADE IN AMERICA

@BUDWEISER #MADEINAMERICA

BUDWEISER MADE IN AMERICA

THIS BUD'S FOR YOU, PHILLY

THIS BUD'S FOR YOU, PHILLY

THIS BUD'S FOR YOU, PHILLY

07 BRAND BANNERS

LARGE DISPLAY

VERTICAL 2:7

PREFERRED BMIA BANNERS

BMIA LOGO ON RED

SOCIAL MEDIA ON WHITE

MACRO WE STAND

SECONDARY BANNERS

BMIA LOGO ON WHITE

SOCIAL MEDIA ON RED

BUDWEISER STRIPES



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. BY PURCHASING THIS TICKET, YOU AGREE THAT YOU ARE OF THE AGE OF MAJORITY IN YOUR JURISDICTION. ENJOY RESPONSIBLY. ©2015 ANHEUSER-BUSCH BEER, ST. LOUIS, MO.

f @MADEINAMERICAFEST m @MIAFESTIVAL i @MIAFEST b BUDWEISER.COM/BMIAGOLDGATE
@BUDWEISER #MADEINAMERICA #FINDYOURPARK f BUDWEISERUSA t @BUDWEISER

MAP: MIKE STRIKE, SUE WALKER, PARKS & RECREATION DEPARTMENT, CITY OF SAN FRANCISCO
BIKE VALET: CRISSY FIELD, BIKE VALET: CRISSY FIELD, BIKE VALET: CRISSY FIELD
ENTRANCE: SIX NATION STREET

**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

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 App Store | Available on 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.

CONFIRM

Made in America
Budweiser

**EMAIL SUBMITTED
THANK YOU**

@BUDWEISER #MADEINAMERICA

**RANDOMLY SELECTED WINNERS
WILL BE NOTIFIED ON MAY 26**

SHARE AND INVITE YOUR FRIENDS

f **t**

**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 |

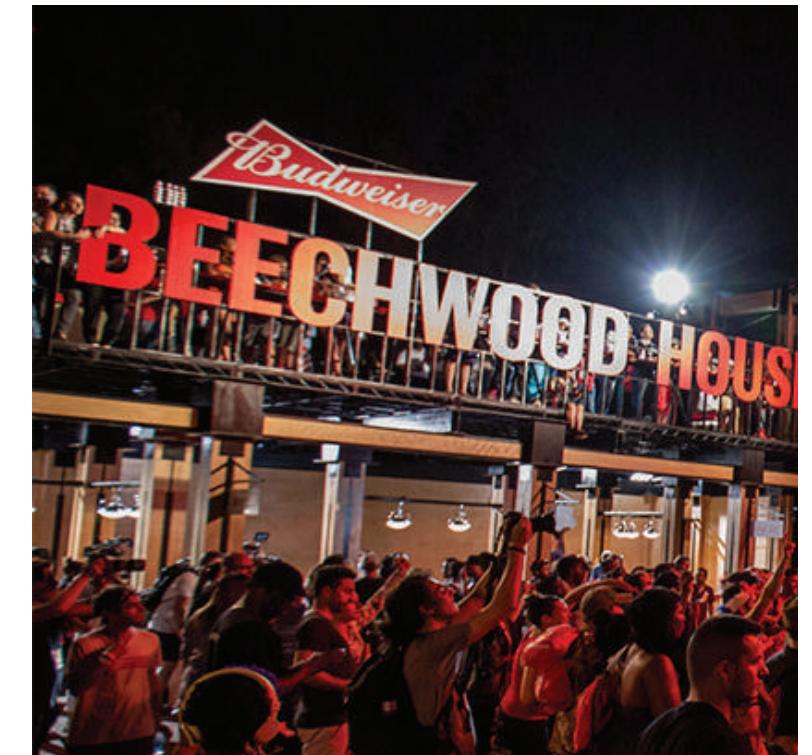
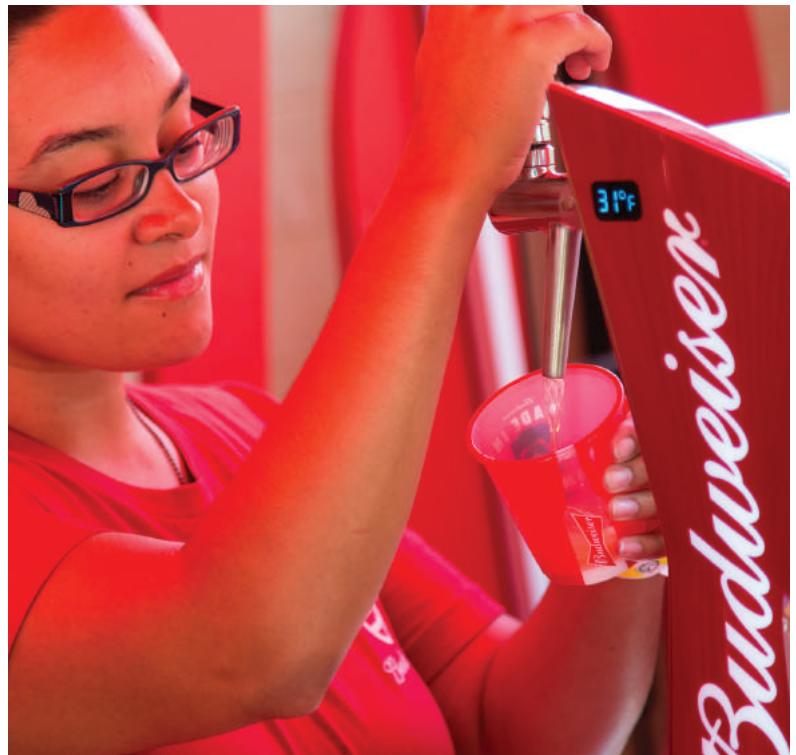
The attached ticket is good for you and one (1) guest. Ticketholder must have an ID that matches name on ticket. Guest must accompany ticketholder to check in. Both ticketholder and guest must be 21+.

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.

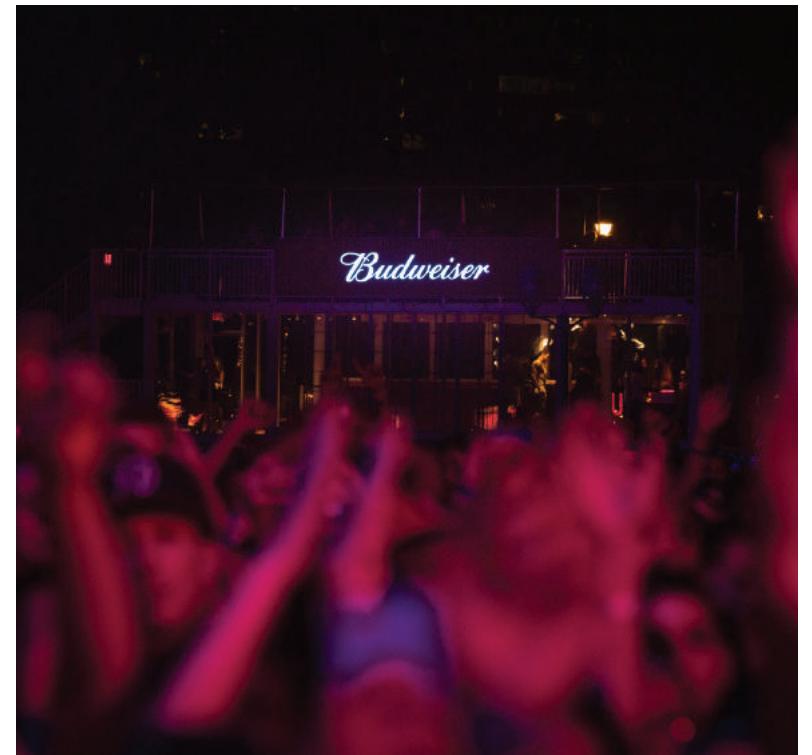
TICKET DOES NOT GUARANTEE ENTRY.

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

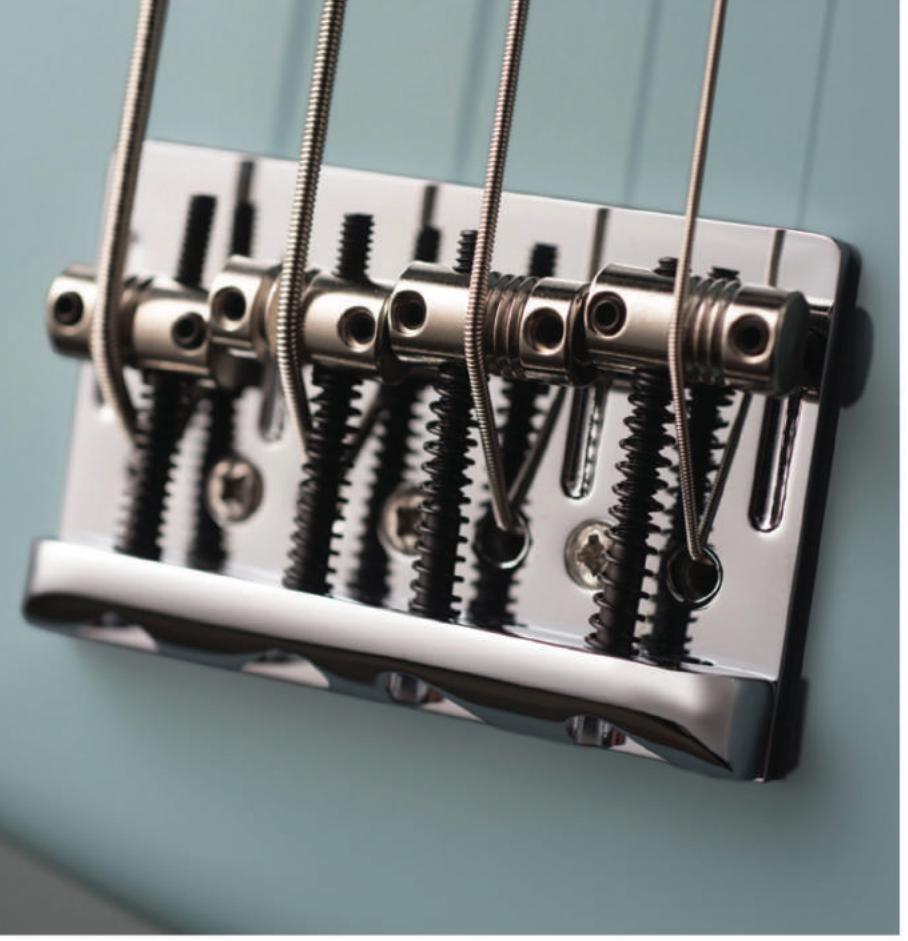
As agency of record The FADER / Cornerstone developed Fender's Raise Your Voice campaign to drive sales of the American Professional Series. The platform encourages artists and players to push their artistry forward by finding sounds that are uniquely theirs.



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

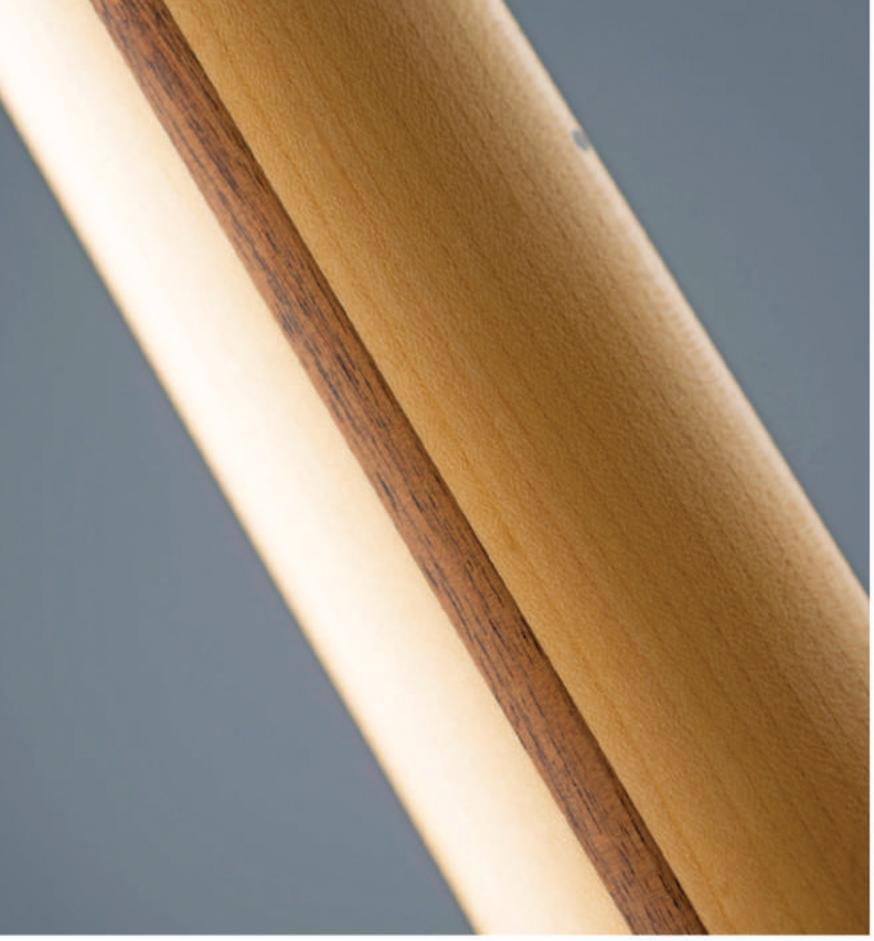
Fender | AMERICAN PROFESSIONAL
Corona, Ca.

©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.

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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

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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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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 a functional role and should never be altered.

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

AM PRO STYLE GUIDE

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**

Negative Vertical Lockup **Negative Horizontal Lockup**

3.5 Lockup: Do Not's

Lockup Do Not's
In order to maintain the American Professional look we must request that the lockup is treated like we treat other assets with the logo 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 use a 90° angle.

-13° Guitar Angle
The -13° angle is based on the angle of the "F" within the Fender logo. This is the main angle to work off of for most 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 to a -39° extreme angle.

-78° Guitar Angle
In a stacked, landscape 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

3.2 Typography: Example

Example Type Set
See our example type setting for the Social (Grey) horizontal print spread.

Big-Tite
Font: Tokon PT Heavy
Size: 18 pt
Leading: 20 pt
Tracking: 0
Kerning: Optical
Color: 75 / 48 / 48 / 90
Opacity: 100%

Legal
Font: Tokon PT Book
Size: 8.18 pt
Leading: 12 pt
Tracking: 0
Kerning: Optical
Color: 75 / 68 / 67 / 90
Opacity: 100%

Features
Font: Tokon PT Book
Size: 8.18 pt
Leading: 12 pt
Tracking: 0
Kerning: Optical
Color: 75 / 68 / 67 / 90
Opacity: 100%

AM PRO STYLE GUIDE

5.3 Application: Digital

Single Product: 300x600

Example

Background reflects for guitar and positioned at a 45° angle back to light.
Guitar is set to a -39° angle, except for 2 guitar images where the bridge and pickup angle.
*Exclude Togline and features in Photo formats.

AM PRO STYLE GUIDE

5.6 Application: Digital

Transactional: 300 x 600

Example

One vertical lockup. When using down "Corona, Ca" should not be smaller than 8pt.
Guitar is set to a -78° angle and cropped to fit the bridge and pickup angle.
Horizontal lockup should be used and placed to the left of the CTA. The CTA should read "Corona, Ca" should not be smaller than 8pt.

AM PRO STYLE GUIDE

5.5 Application: Digital

Transactional: Website Banner

Example

Background is horizontal gray and positioned at a 45° angle back to light.
Use vertical lockup.
Background is horizontal gray and positioned with the gradient at a 45° angle back to light.
*Exclude Togline and features in Photo formats.

AM PRO STYLE GUIDE

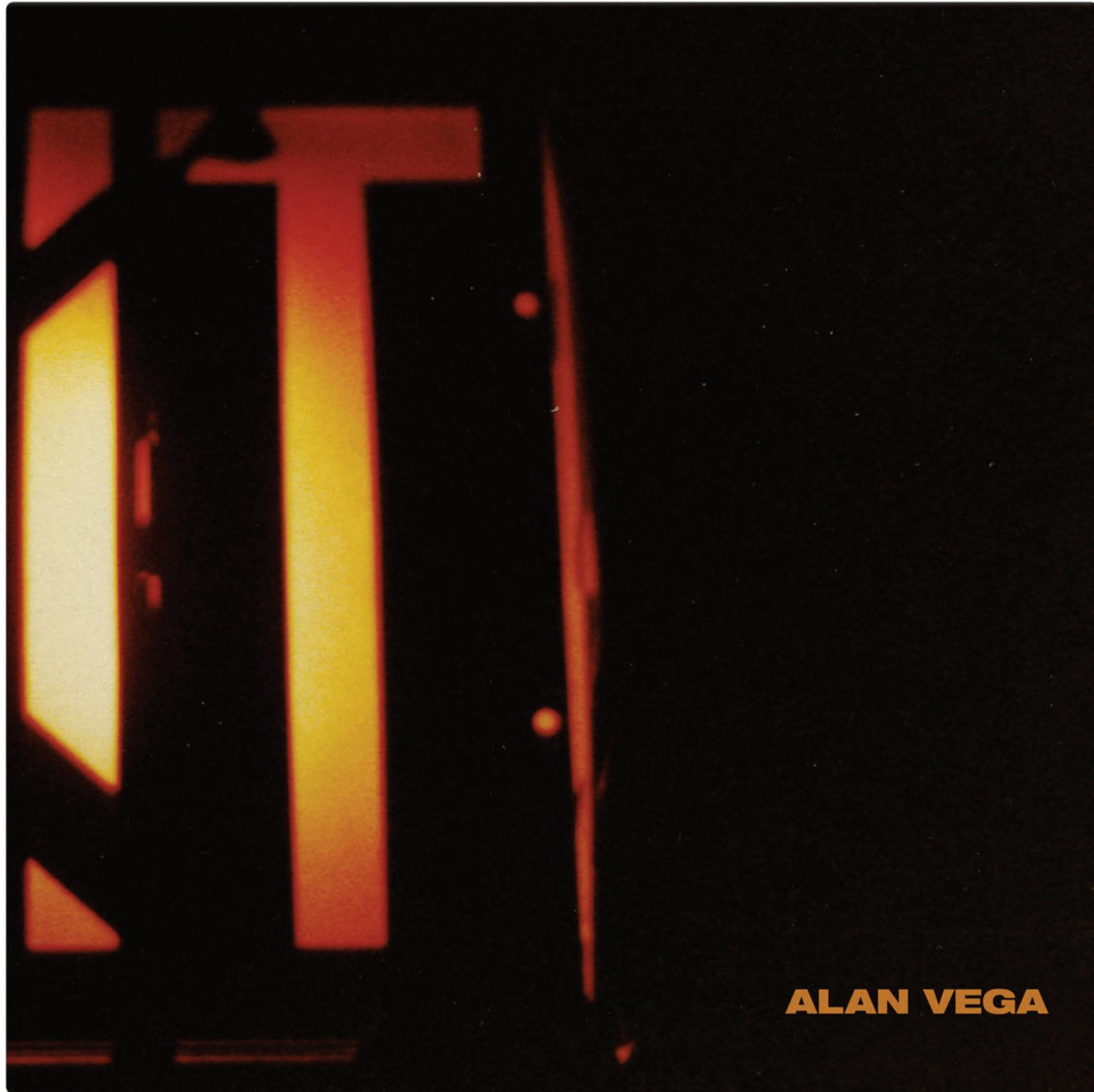
FADER LABEL

Alan Vega - It

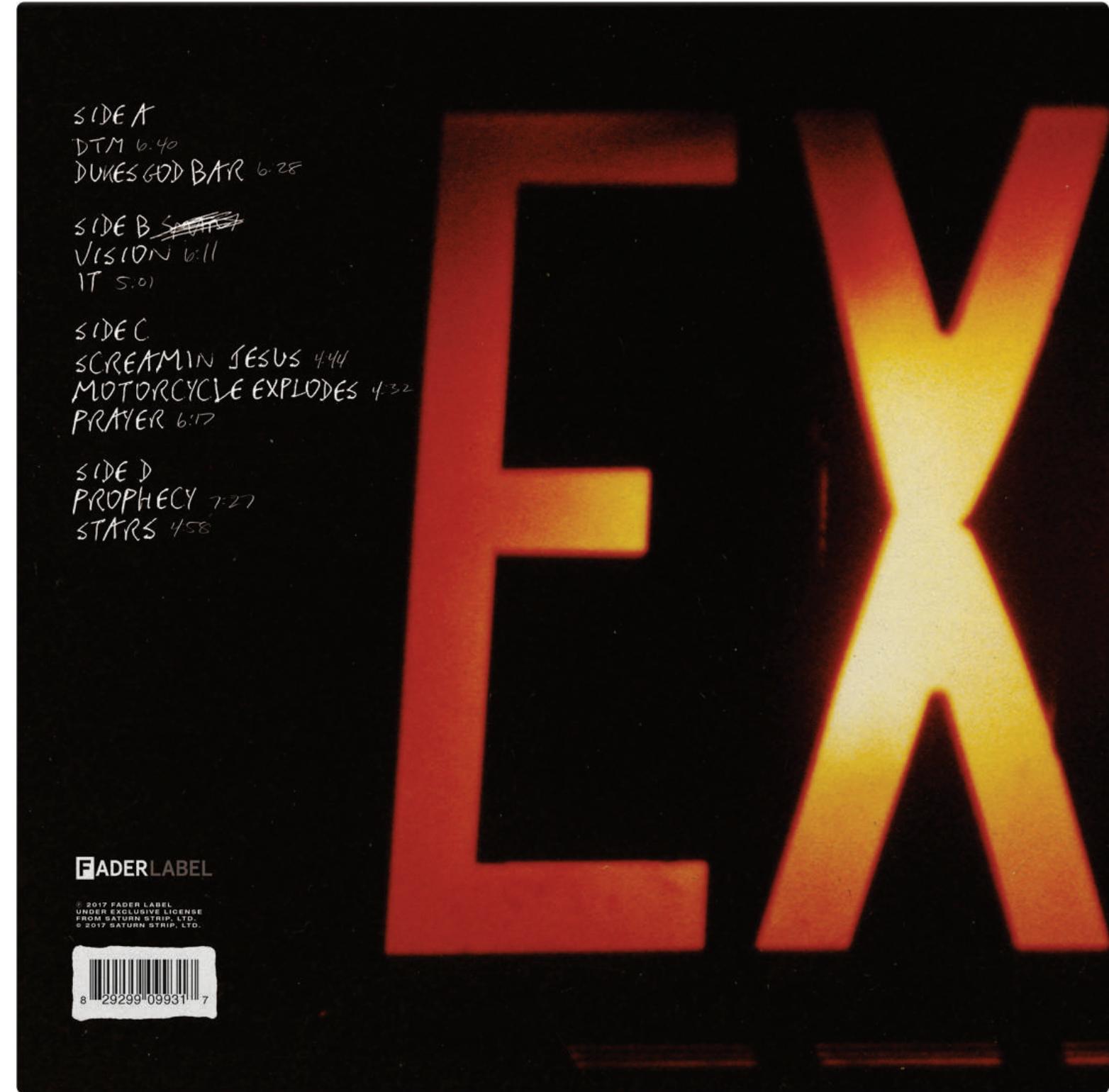
It is the final album written and recorded by Alan Vega, the frontman of seminal art-punk music duo Suicide, before his passing in July 2016. The 2LP Gatefold includes never-before-seen artwork, drawings, and photographs by Alan. The limited Edition packaging includes transparent orange colored vinyl.



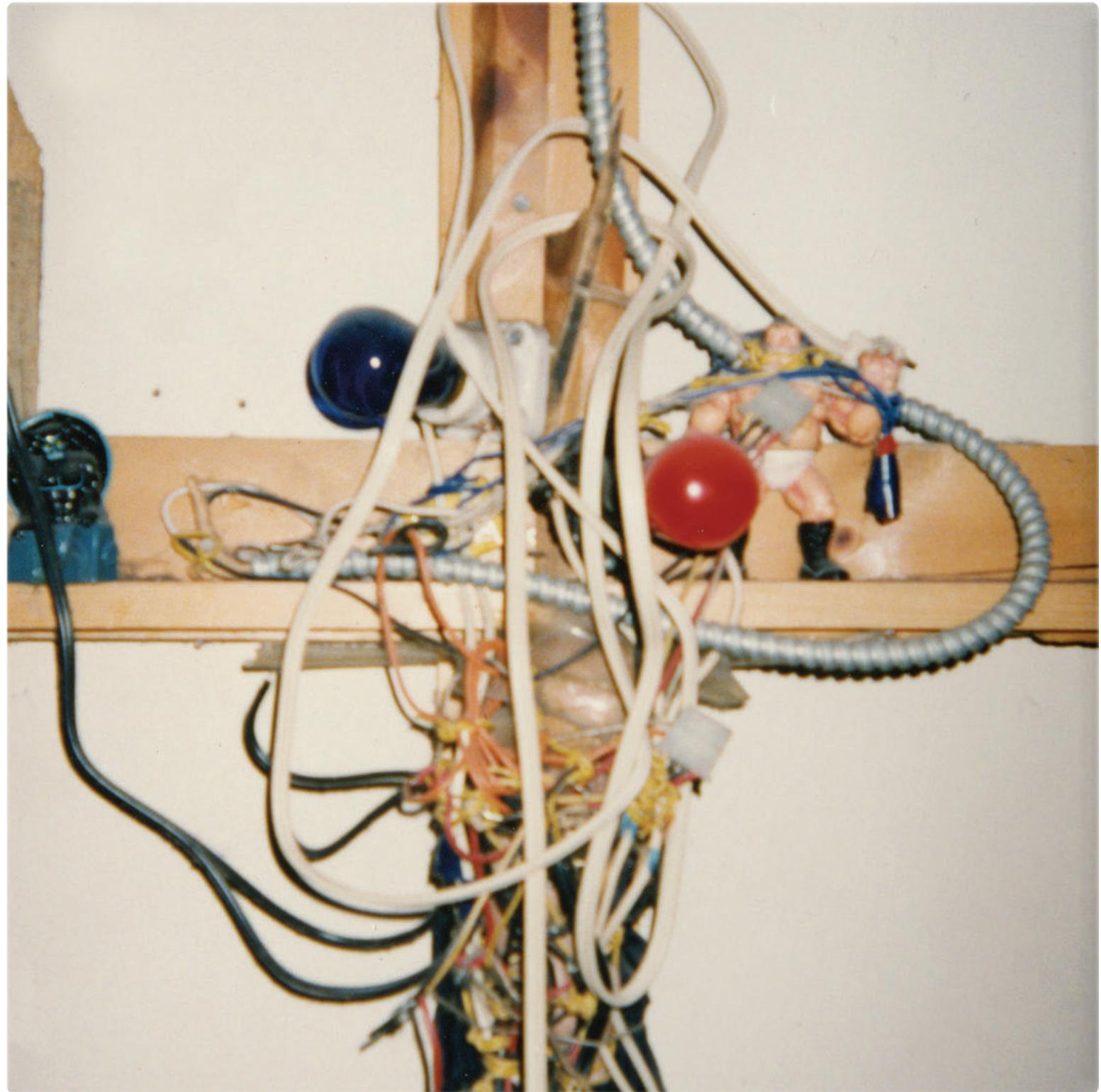
FADER LABEL



FRONT & BACK COVER



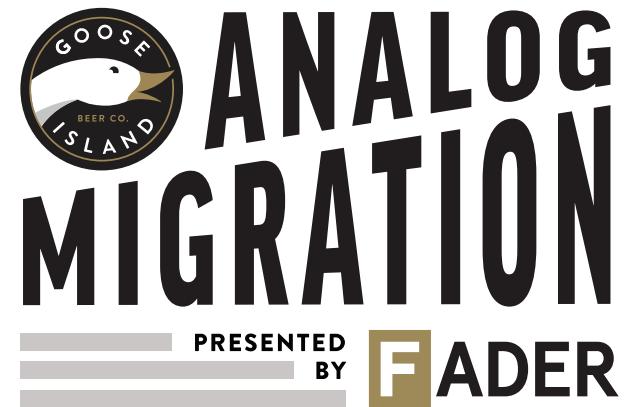


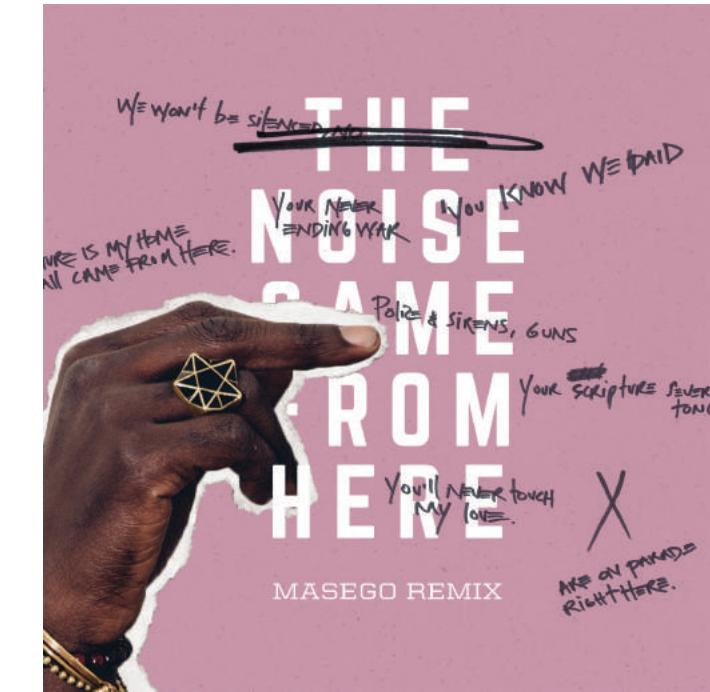
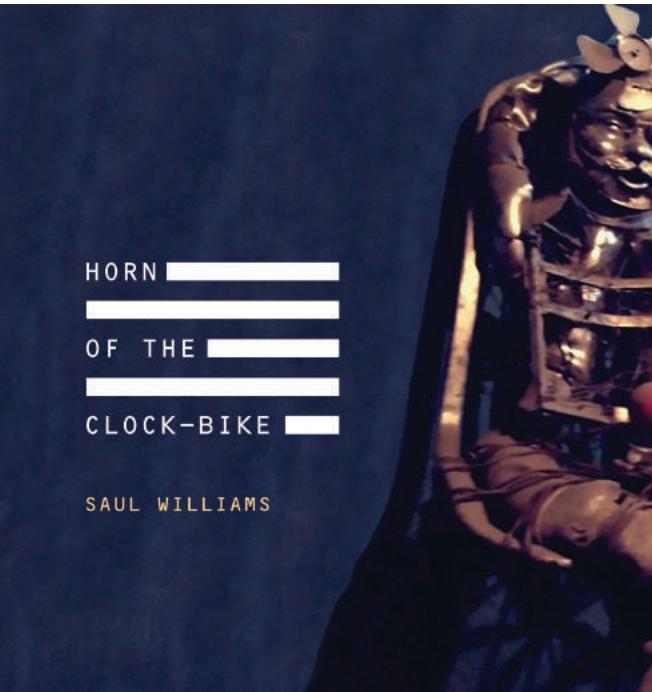


FADER LABEL

TRANSPARENT ORANGE VINYL









THANKS

ALBERTPORTO.COM

ALPORT05@GMAIL.COM