

Jake Zhou

Prof. [tgoetz](#)

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The King of Beer

Budweiser is a well-known beer throughout America. Budweiser was started by a German saloon operator and brewer named George in 1852 in South St. Louis but due to financial hardships the company ended up being sold to Anheuser-Busch. Under new ownership Budweiser underwent aggressive marketing campaigns and thus caused the logo to undergo slight changes but every design has kept one slogan in mind “The king of beer.”



First Budweiser logo



Design Changes after becoming famous



Modern Budweiser Logo

Surprisingly Budweiser did not have a logo in the beginning. Anheuser-Busch just went with their own company logo, which was an eagle pricing a capital letter a. Only after becoming famous did they start with a red rectangle that had Budweiser printed inside. They also added a white script with crowns on both ends that conveyed that it was the “king of beer.”. Jones Knowles Richie a well-known branding agency who bases their belief that great design helps brand grow created the logo for Budweiser. The typographic details were made by Ian Brignell, which has also worked on Coca-Cola’s and Paramount network font/logo.

The modern logo of Budweiser communicates its slogan by featuring a gold crown on top of the label. The bright red, white and gold colors of the logo allows it to be noticed from afar. The colors represent purity, cleanliness, and royalty. Together they convey America's heritage and patriotism. They later added a bow tie. The bow tie represented a feeling of elegance and

sophistication. These constant key elements kept Budweiser as one of the most recognizable / beloved beer company in United States.



All Of Budweiser logo Designs

Source : <http://blog.logomyway.com/history-of-budweiser-and-their-logo-design/>

<https://www.citizenekk.com/best-brand-logos/>

<https://www.famouslogos.us/budweiser-logo/>

Images : <http://citizenekk.com/wp-content/uploads/2016/02/Budweiser-Pic.png>

<https://www.famouslogos.us/images/budweiser-logo.jpg>

<http://blog.logomyway.com/wp-content/uploads/2017/10/Budweiser-logo.jpg>

<https://www.dpciwholesale.com/images/P/T1751.jpg>