

Bud Light owns blue. Blue signals cold and refreshment.

Rather than using one single blue, we use a range of three blues.

Bud Light Medium Blue is our primary color, and is the dominant blue in the system. It is used for backgrounds on our bottle labels, cans, and secondary packaging. It is also the blue in our Bud Light logos.

Bud Light Dark Blue and Bud Light Light Blue serve as accents, provide depth and help us create visual hierarchy.

White serves to add further contrast and perfectly balances the weight of the blues in our system.

BUD LIGHT
MEDIUM BLUE

PMS	293 C
C	100
M	55
Y	0
K	0
R	0
G	66
B	177
HEX	#0042B1

BUD LIGHT
DARK BLUE

PMS	280 C
C	100
M	80
Y	10
K	0
R	23
G	19
B	135
HEX	#171387

BUD LIGHT
LIGHT BLUE

PMS	2193 C
C	100
M	20
Y	5
K	0
R	20
G	155
B	228
HEX	#149BE4