



Colors Used (Official Team Colors) :

-  Sand (991B1E)
-  Gold (C2B280)
-  White (FFFFFF)

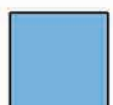


Colors Used (Official Team Colors) :

-  Powder Blue (B1E0E6)
-  Royal Blue (4363AE)
-  Gold (C2B280)



Colors Used (Official Team Colors) :



Columbia Blue (76B2DD)



Navy Blue (2F2F87)



Gold (FED700)



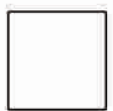
Colors Used (Official Team Colors) :



Red (ED1F24)



Blue (3953A4)



White (FFFFFF)



Whimsical designs leave user feeling excited and energetic.

An overall well-balanced shape with a slightly skinnier bottom makes for a very attractive, easy to hold, container. (Actual size - 9.15 inches tall)

Color palettes specific to each organization make users feel like Bud Light cares about "their" team specifically.

The team logo is the biggest visual on each bottle, which not only excites and motivates the user, but gives them a sense of belonging.

Advantages of aluminum bottles when compared to the typical, glass, beer bottle:

- Unbreakable
- Re-sealable
- Stays colder longer
- Weighs less
- Less expensive to manufacture
- Less energy intensive to recycle



Each bottle cap comes with a trivia question or a random, baseball fact. Users will be excited to open a new bottle and may very well try to collect all of the different caps.

TEAM LOGOS



LIGHT REFERENCE



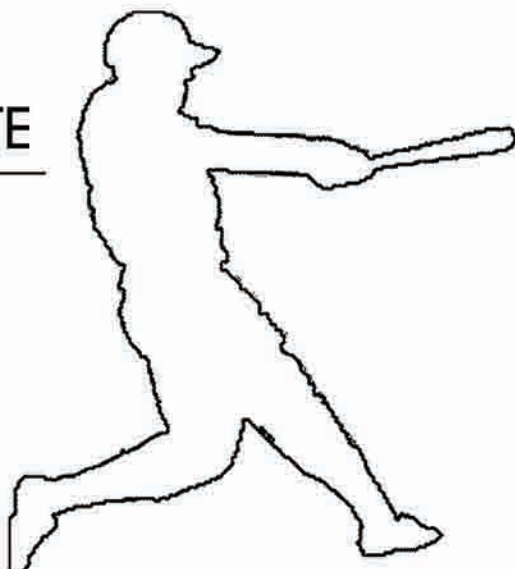
PRODUCT LOGO



CAP REFERENCE



BATTER SILHOUETTE



"UNDERSIDE OF CAP" REFERENCE

