



NATIONAL POSTERS

# OFFICIAL HAZY IPA

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CREATIVE DIRECTION & LAYOUT

# TEMPLATES/ CREATING BRANDED ARTWORK

## Guidelines:

### DESIGN FORMULA

- + Product Image
- + Lifestyle
- + Geographically Appropriate
- + Witty, Concise Content

### Templates

Templates are provided to maintain brand consistency throughout advertising channels. Please keep all imagery, taglines and logos as they appear on the template. Use headline as a guide for text sizing.

### Use Only Official Branded Taglines

Using Official branded taglines ensures a consistently delivered brand message.

### Play with Photography

Using unique photography gives you the ability to speak specifically to your market.

### Photo Resolution

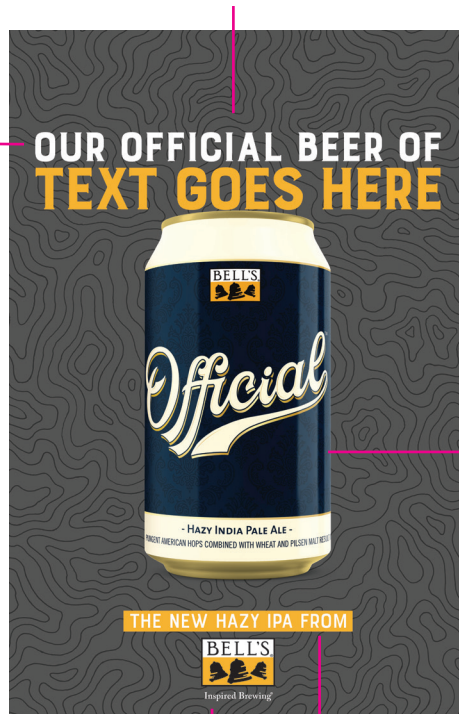
Please make sure any image being printed is 300 PPI at 100% scale. Web images can be 72 PPI at 100% scale.

### Text

Text is always a combination of white and PMS 143C. Typically white is used for "Our Official Beer" and PMS 143C is used to emphasize the interchangeable portion that follows. Use photography that plays well with this text color.

## Template 1: Can Hero

"Our Official Beer of" in white  
Emphasized text in PMS 143C  
"Our Official Beer of" approx 1/2 size  
of "Text Goes Here."



Bell's logo with "Inspired Brewing" centered, bottom of ad.

"The new Hazy IPA from" directly above Bell's logo in white, full opacity rectangle surrounding in PMS 143C.

**Messaging:** Always use "Our Official" as opposed to "The Official" or "Your Official." We are not claiming to be THE or YOUR official beer of anything.

Hero can image: middle

## Template 2: Image Focused



## Template 3: Bottle Hero



## Template 4: Horizontal/Web







# TEMPLATE #1

THE CAN IS THE HERO



OUR OFFICIAL BEER OF  
**CLEAN WAVES**



THE NEW HAZY IPA FROM



Inspired Brewing

OUR OFFICIAL  
**BEER** OF DAY  
**TRIPS**



THE NEW HAZY IPA FROM



Inspired Brewing



# OUR OFFICIAL BEER OF FAIRYTALES



THE NEW HAZY IPA FROM



Inspired Brewing

# OUR OFFICIAL BEER OF FLOATING



THE NEW HAZY IPA FROM



Inspired Brewing



OUR OFFICIAL BEER OF  
**HEADBANGING**



THE NEW HAZY IPA FROM



OUR OFFICIAL BEER OF  
**WAY BETTER LIVE**



THE NEW HAZY IPA FROM





OUR OFFICIAL BEER OF  
**SIGHTSEEING**



THE NEW HAZY IPA FROM



Inspired Brewing

OUR OFFICIAL BEER OF  
**OOH & AHH**



THE NEW HAZY IPA FROM



Inspired Brewing



# OUR OFFICIAL BEER OF **STAYING IN**



THE NEW HAZY IPA FROM



Inspired Brewing

# OUR OFFICIAL BEER OF **BEACH BUMS**



THE NEW HAZY IPA FROM



Inspired Brewing



OUR OFFICIAL BEER OF  
**MOTOR CITY**



THE NEW HAZY IPA FROM



Inspired Brewing

OUR OFFICIAL BEER OF THE  
**BOTTOM OF THE FIRST**



THE NEW HAZY IPA FROM



Inspired Brewing



OUR OFFICIAL BEER OF  
**THE MITTEN**



THE NEW HAZY IPA FROM



OUR OFFICIAL BEER OF  
**THE MITTEN**



THE NEW HAZY IPA FROM





OUR OFFICIAL BEER OF  
**GOING WITH  
THE FLOW**



THE NEW HAZY IPA FROM



Inspired Brewing

OUR OFFICIAL BEER OF  
**HEADIN' UP**



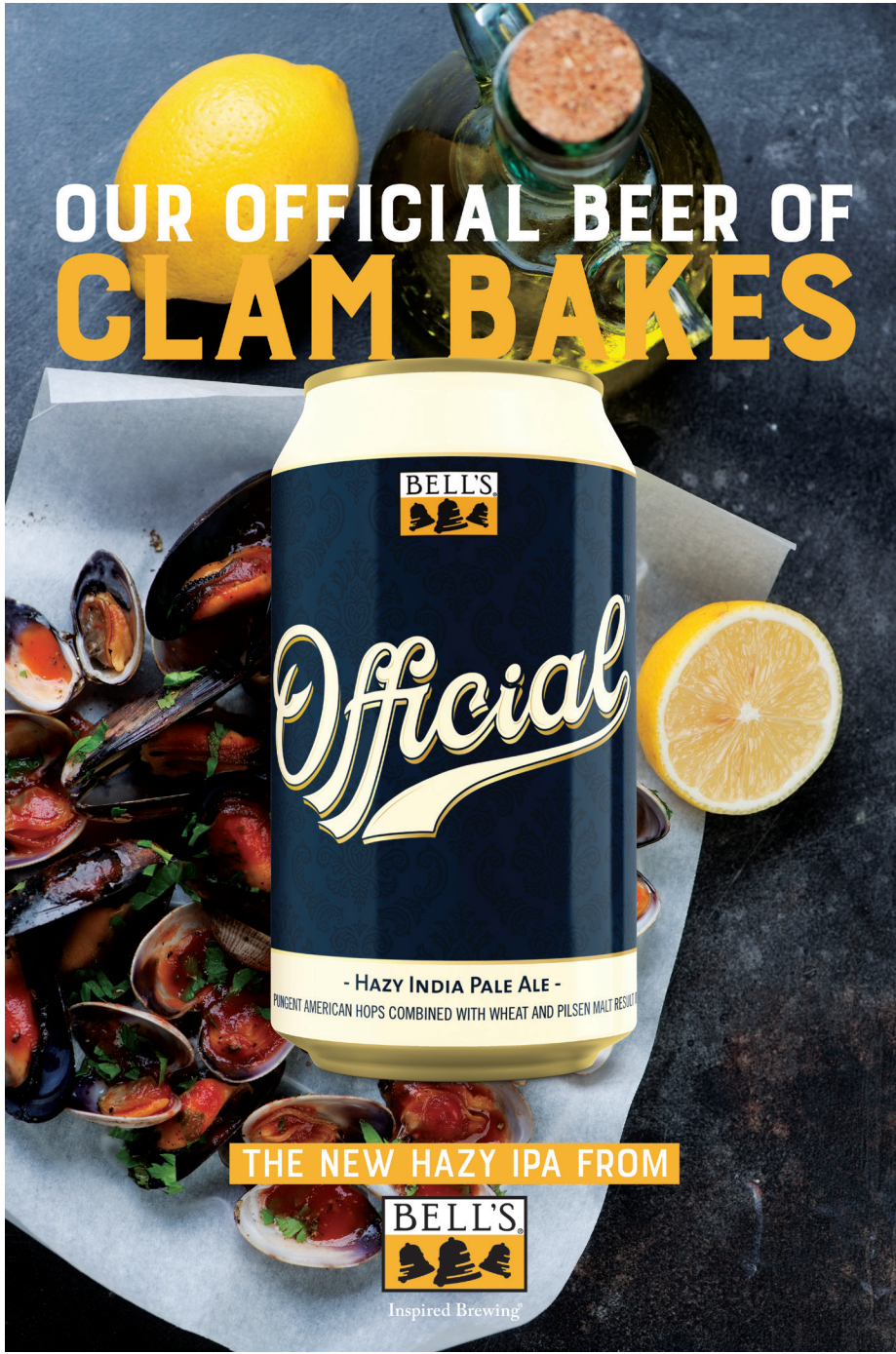
THE NEW HAZY IPA FROM



Inspired Brewing



OUR OFFICIAL BEER OF  
**CLAM BAKES**



THE NEW HAZY IPA FROM



Inspired Brewing

OUR OFFICIAL BEER OF  
**GRILL MASTERS**



THE NEW HAZY IPA FROM



Inspired Brewing



OUR OFFICIAL BEER OF  
**WET NAPS**



THE NEW HAZY IPA FROM



Inspired Brewing



A dark, atmospheric photograph of a city street with a canal and boats, overlaid with text. The scene is dimly lit, showing a canal with several boats in the foreground and a bridge in the middle ground. Tall buildings line the street, with a prominent cylindrical building on the right. The overall mood is moody and urban.

# TEMPLATE #2

LET THE IMAGE SPEAK FOR US



# OUR OFFICIAL BEER OF DAY TRIPS



Inspired Brewing

THE NEW  
HAZY IPA



# OUR OFFICIAL BEER OF DITCHING THE MAP




Inspired Brewing

THE NEW  
HAZY IPA



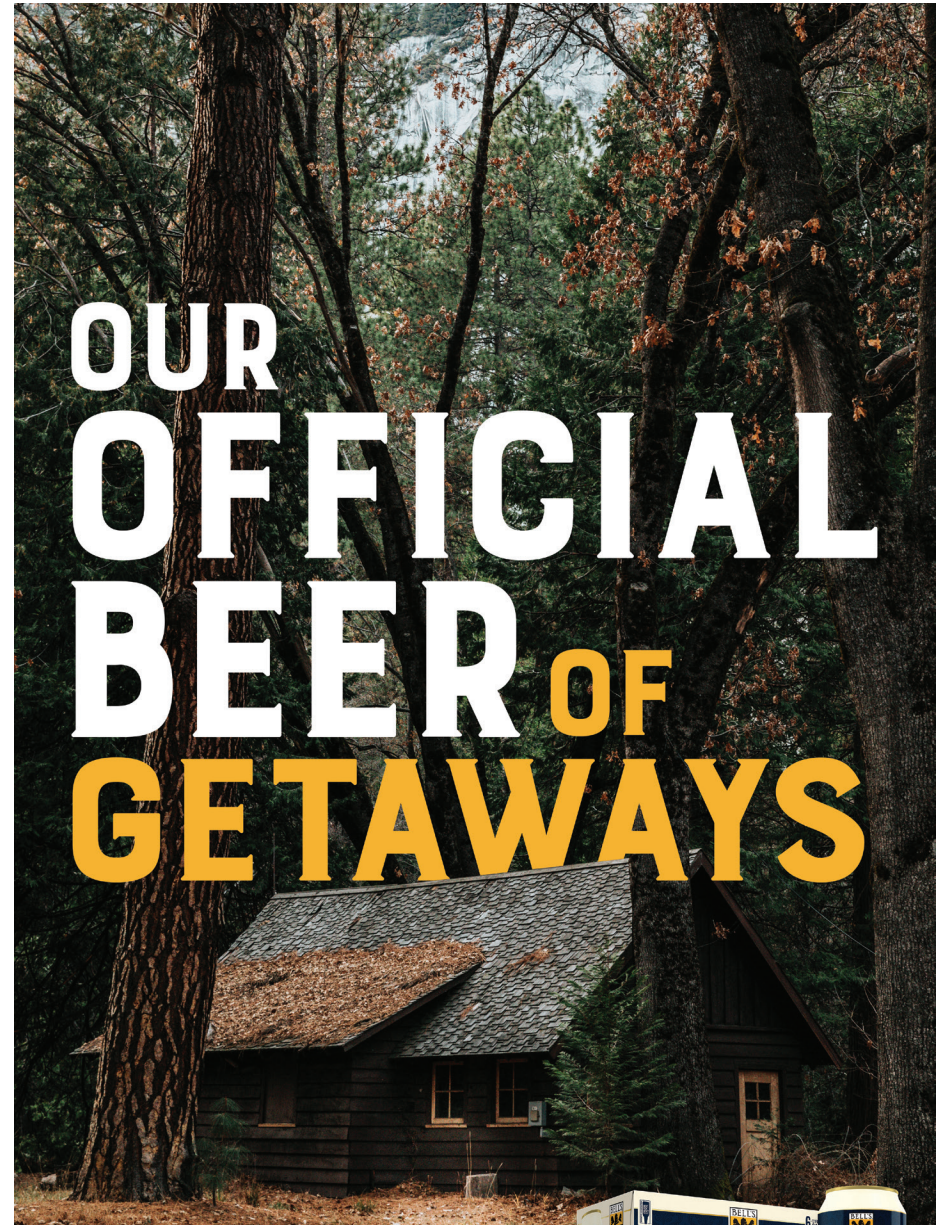





# OUR OFFICIAL BEER OF ECCENTRICS

**BELL'S**  
Inspired Brewing®


THE NEW HAZY IPA



# OUR OFFICIAL BEER OF GETAWAYS

**BELL'S**  
Inspired Brewing®

THE NEW HAZY IPA



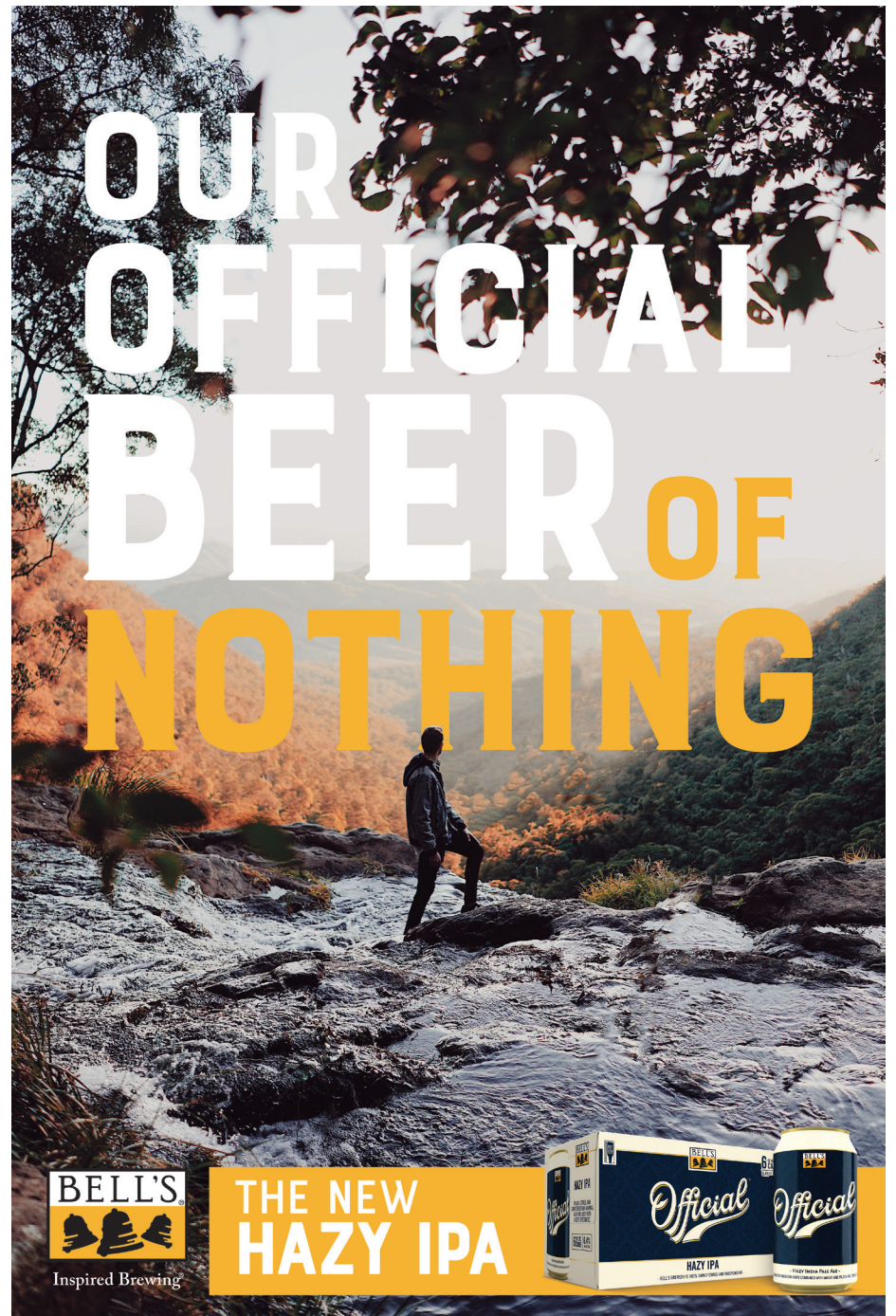


# OUR OFFICIAL BEER OF NOTHING



Inspired Brewing®

THE NEW  
HAZY IPA



# OUR OFFICIAL BEER OF NOTHING



Inspired Brewing®

THE NEW  
HAZY IPA





OUR  
OFFICIAL  
BEER  
OF  
NO  
SIGNAL



Inspired Brewing®

THE NEW  
HAZY IPA



OUR  
OFFICIAL  
BEER OF  
TAKING IT  
ALL IN



Inspired Brewing®

THE NEW  
HAZY IPA





OUR  
OFFICIAL  
BEER  
OF THE  
RISE &  
GRIND

**BELL'S**  
Inspired Brewing

THE NEW  
HAZY IPA

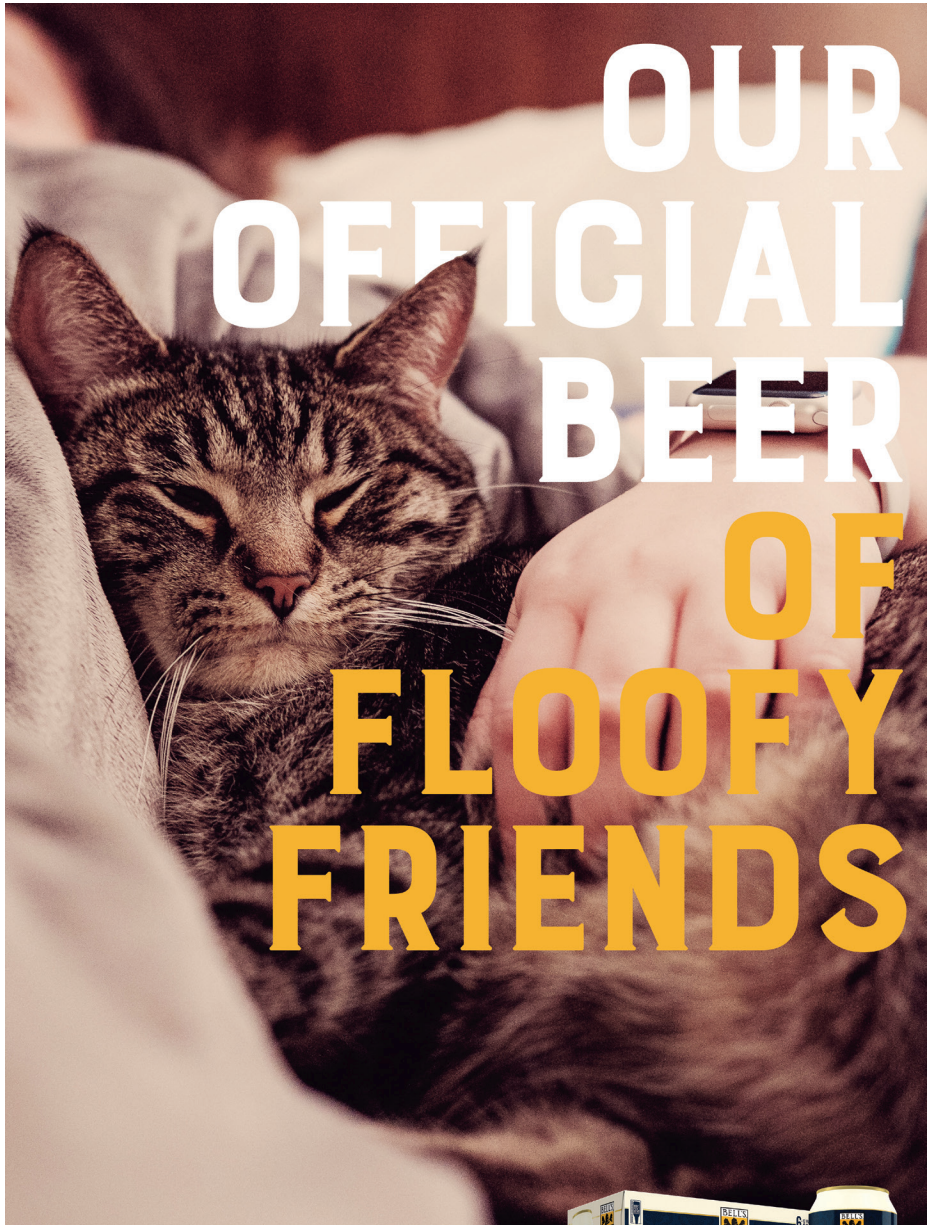
OUR  
OFFICIAL  
BEER OF  
DEFYING  
GRAVITY

**BELL'S**  
Inspired Brewing

THE NEW  
HAZY IPA



# OUR OFFICIAL BEER OF FLOOFY FRIENDS



THE NEW  
HAZY IPA



# OUR OFFICIAL BEER OF GOOD BOYS

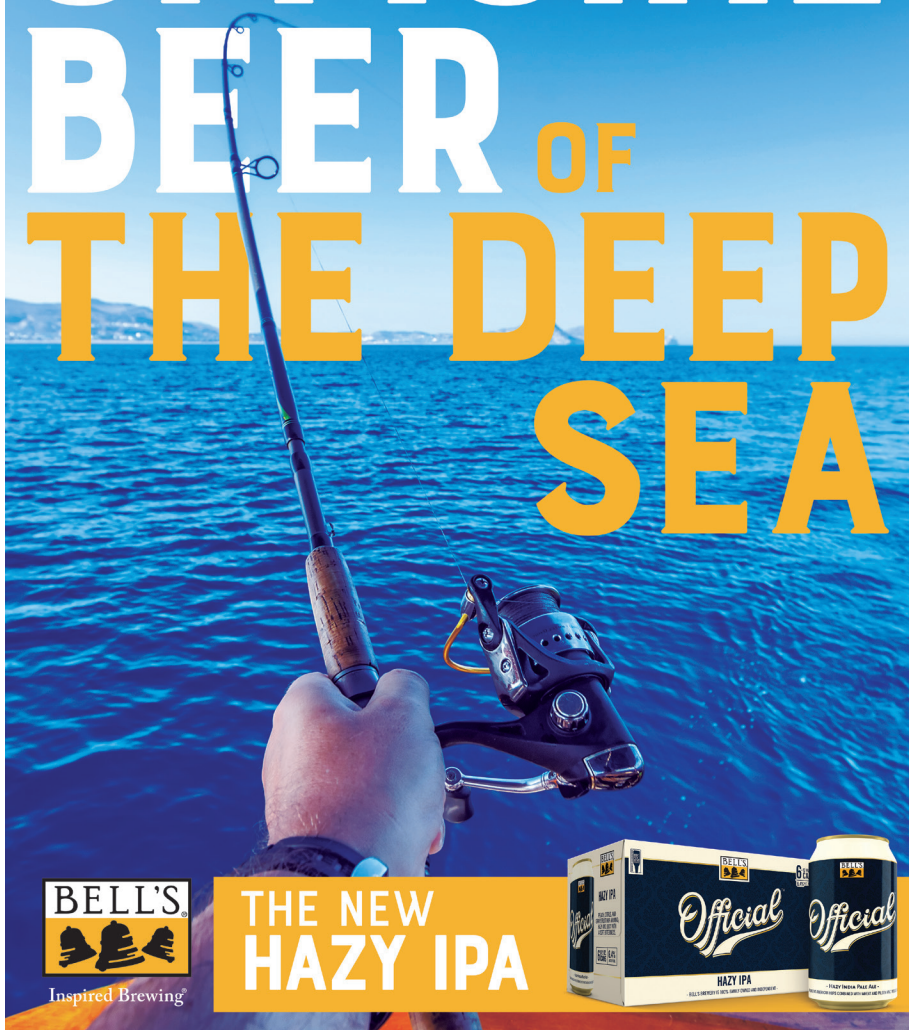


THE NEW  
HAZY IPA





# OUR OFFICIAL BEER OF THE DEEP SEA



Inspired Brewing®

THE NEW  
HAZY IPA



# OUR OFFICIAL BEER OF DOG DAYS



Inspired Brewing®

THE NEW  
HAZY IPA





OUR  
OFFICIAL  
BEER OF  
RAINY  
DAYS



THE NEW  
HAZY IPA



OUR  
OFFICIAL  
BEER OF  
CHECK  
INS



THE NEW  
HAZY IPA








**OUR  
OFFICIAL  
BEER OF  
GRILLIN'  
& CHILLIN'**

**BELL'S**  
Inspired Brewing


**THE NEW  
HAZY IPA**



**OUR  
OFFICIAL  
BEER OF  
MESSY  
FINGERS**

**BELL'S**  
Inspired Brewing

**THE NEW  
HAZY IPA**



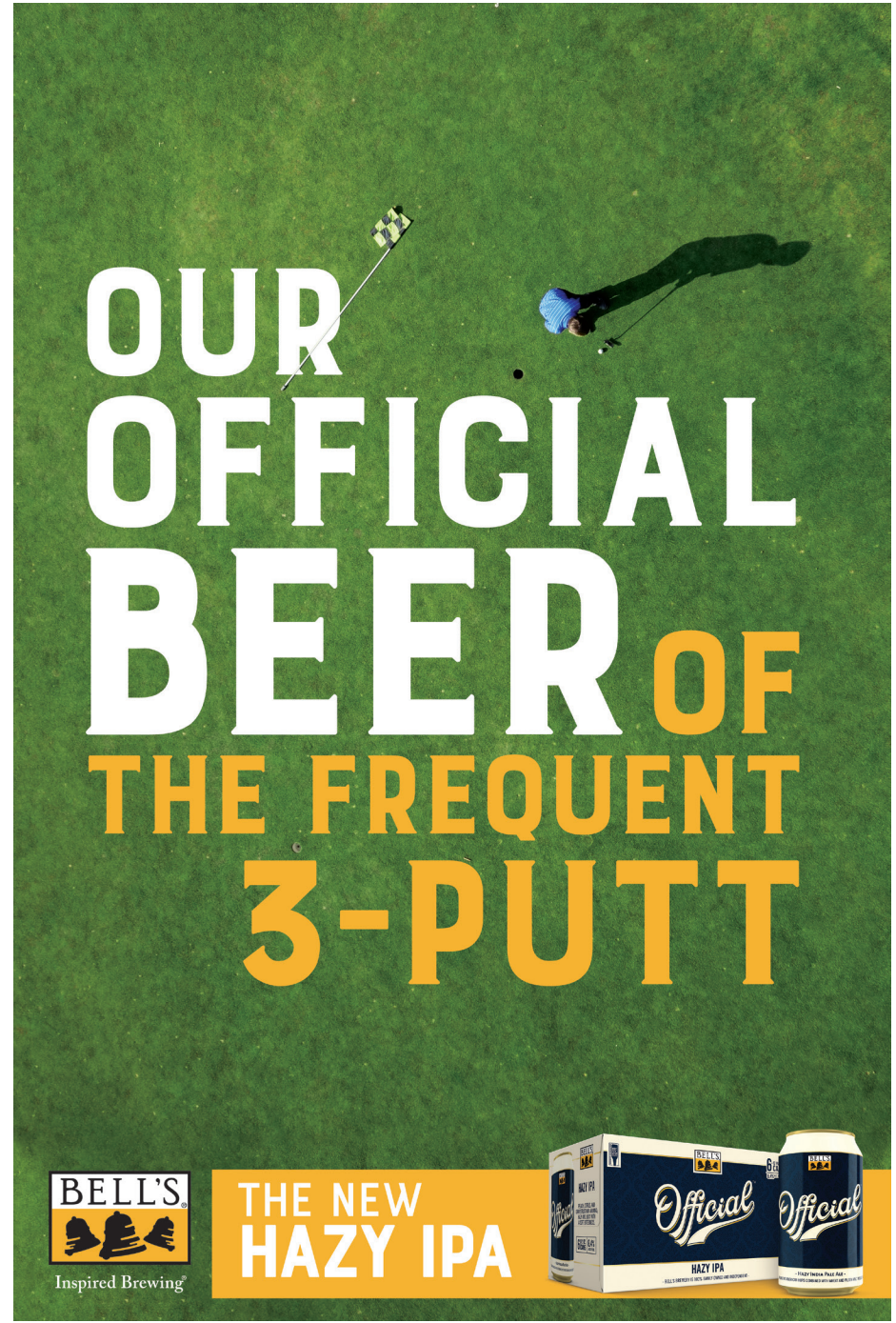




OUR  
OFFICIAL  
BEER OF  
STAYING  
IN

**BELL'S**  
Inspired Brewing


THE NEW  
HAZY IPA



OUR  
OFFICIAL  
BEER OF  
THE FREQUENT  
3-PUTT

**BELL'S**  
Inspired Brewing

THE NEW  
HAZY IPA







# TEMPLATE #3

BIG BANNER, BIG HERO



OUR OFFICIAL BEER OF THE

# DIVE BAR

*Blac Lounge*



THE NEW HAZY IPA FROM



Inspired Brewing



# OUR OFFICIAL BEER OF FEELIN' IT



THE NEW HAZY IPA FROM



Inspired Brewing®





OUR OFFICIAL BEER OF

# ROOFTOP BARS

THE NEW HAZY IPA FROM



Inspired Brewing®





BELL'S

Official

- HAZY INDIA PALE ALE -

PURISCENT AMERICAN HOPS COMBINED WITH WHEAT AND PILSEN MALT RESULT

# OUR OFFICIAL BEER OF SICK DAYS

THE NEW HAZY IPA FROM



Inspired Brewing®





OUR OFFICIAL BEER OF

# DEFYING GRAVITY

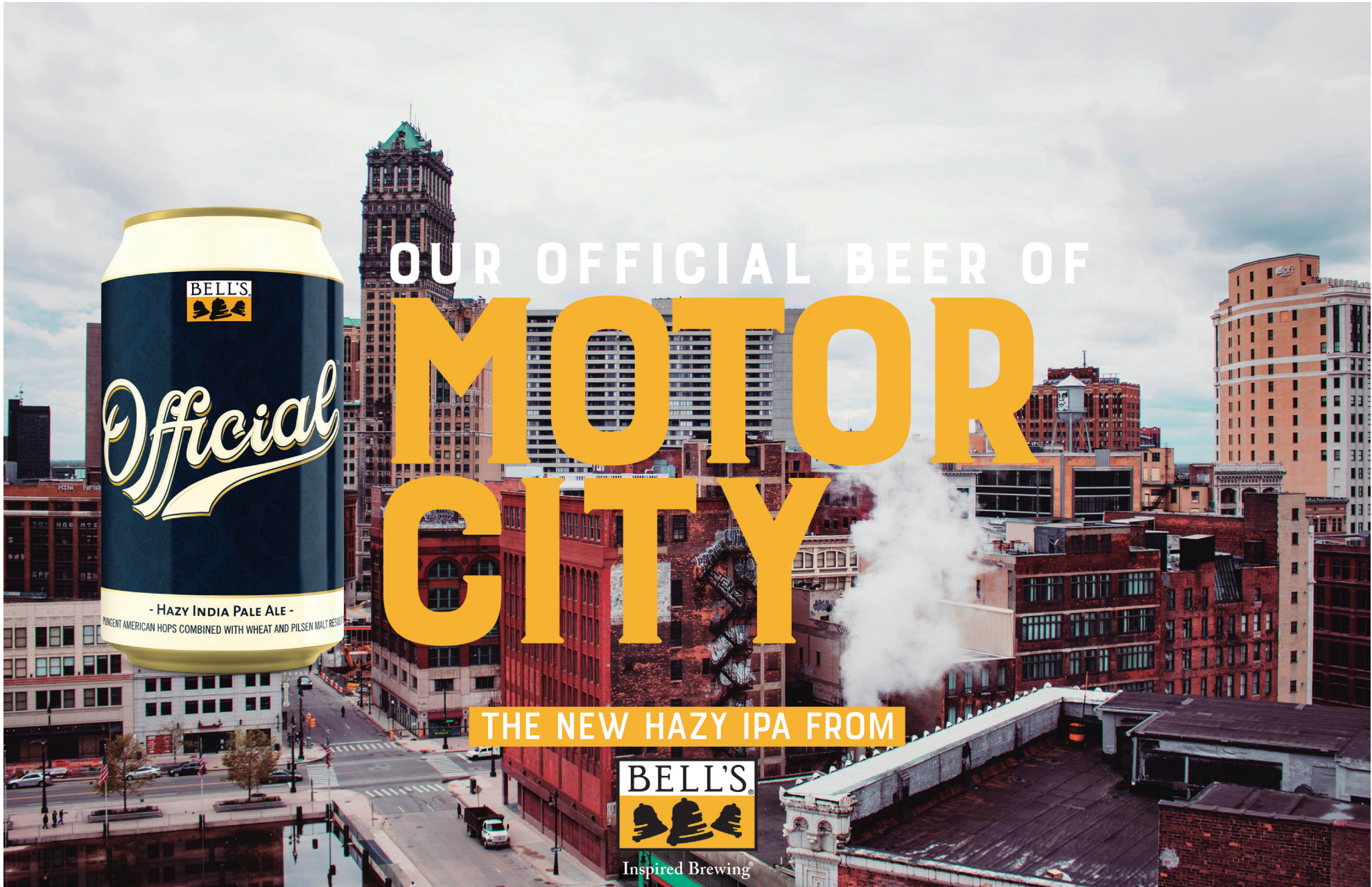


THE NEW HAZY IPA FROM



Inspired Brewing®





OUR OFFICIAL BEER OF

# MOTOR CITY

THE NEW HAZY IPA FROM



Inspired Brewing®





OUR OFFICIAL BEER OF

# FESTIE BESTIES

THE NEW HAZY IPA FROM



Inspired Brewing®





# TEMPLATE #4

BIG BOTTLE HERO



OUR OFFICIAL  
**BEER**  
OF HANGING  
**OUT**

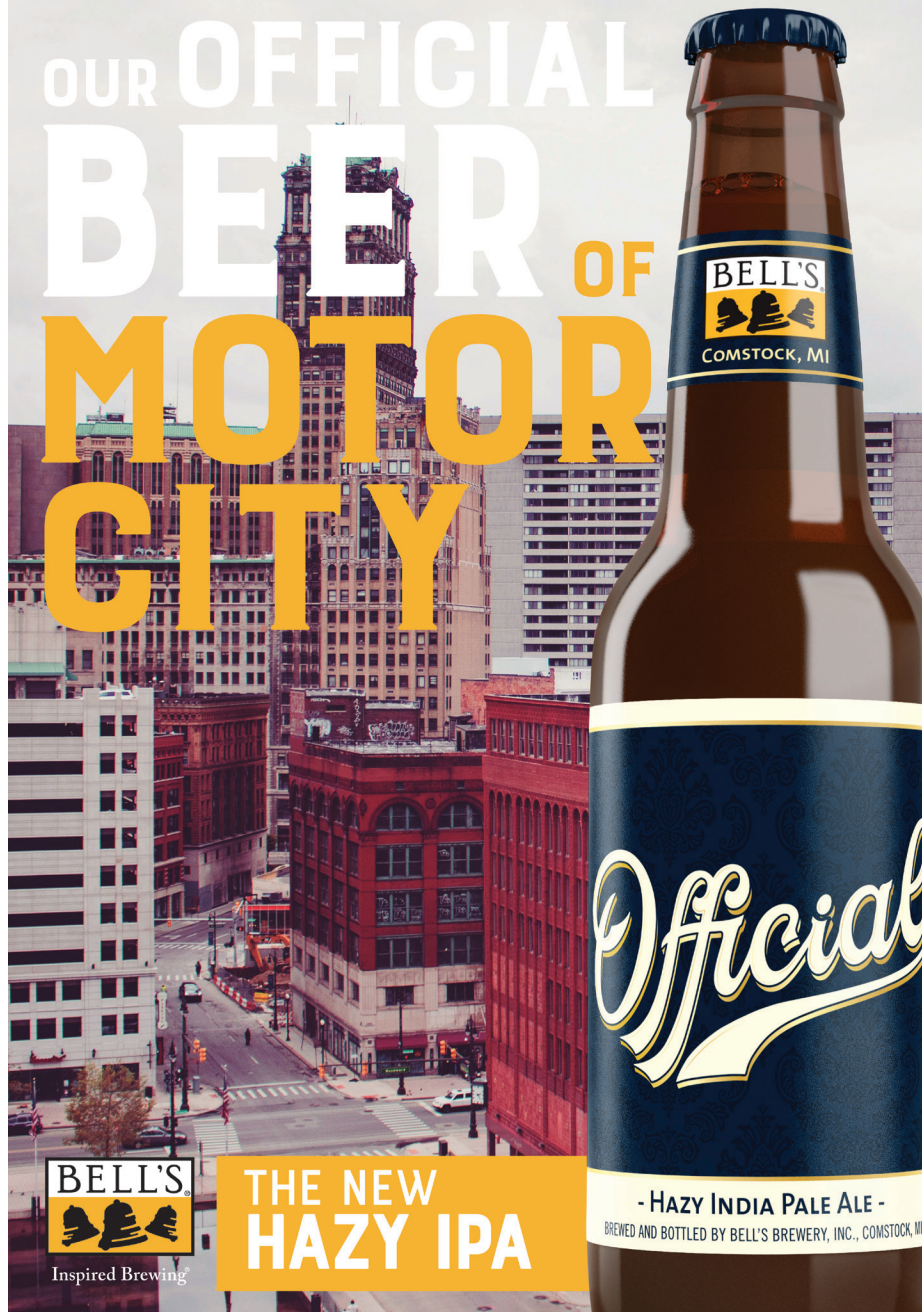


Inspired Brewing®

THE NEW  
**HAZY IPA**

- HAZY INDIA PALE ALE -  
BREWED AND BOTTLED BY BELL'S BREWERY, INC., COMSTOCK, MI

OUR OFFICIAL  
**BEER** OF  
**MOTOR**  
**CITY**



Inspired Brewing®

THE NEW  
**HAZY IPA**

- HAZY INDIA PALE ALE -  
BREWED AND BOTTLED BY BELL'S BREWERY, INC., COMSTOCK, MI





OUR OFFICIAL  
BEER  
OF THE  
MITTEN

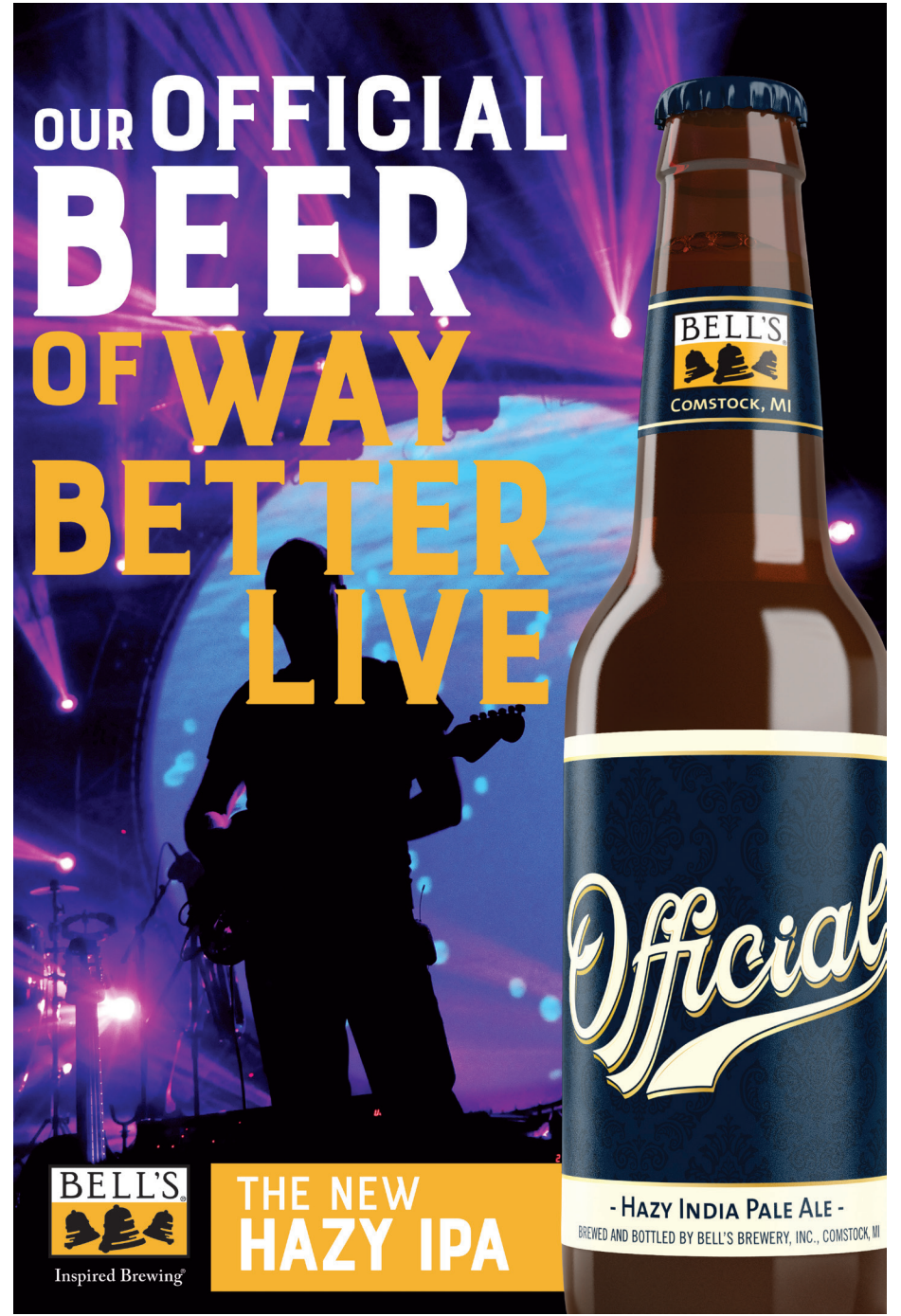
BELL'S  
COMSTOCK, MI

Official

- HAZY INDIA PALE ALE -  
BREWED AND BOTTLED BY BELL'S BREWERY, INC., COMSTOCK, MI

BELL'S  
Inspired Brewing®

THE NEW  
HAZY IPA



OUR OFFICIAL  
BEER  
OF WAY  
BETTER  
LIVE

BELL'S  
COMSTOCK, MI

Official

- HAZY INDIA PALE ALE -  
BREWED AND BOTTLED BY BELL'S BREWERY, INC., COMSTOCK, MI

BELL'S  
Inspired Brewing®

THE NEW  
HAZY IPA





# GENERIC TEMPLATES

BRANDED & SIMPLE



OUR NEW **HAZY IPA**



OUR  
OFFICIAL  
BEER OF  
**WHATEVER'S  
NEXT**



THE NEW  
**HAZY IPA**





OUR  
NEW  
HAZY  
IPA



Inspired Brewing®

OUR OFFICIAL BEER OF  
WHATEVER COMES NEXT

Official™



Inspired Brewing®



OUR NEW  
HAZY IPA

*Official*<sup>TM</sup>



Inspired Brewing®

OUR OFFICIAL  
BEER OF  
WHAT  
COMES  
NEXT



Inspired Brewing®

THE NEW  
HAZY IPA







OUR OFFICIAL BEER OF  
**WHATEVER'S  
NEXT**

THE NEW HAZY IPA FROM



Inspired Brewing®