

SessionsTM



TM



BRAND A BEER
Presented by TONYA THOMAS



SessionsoTM

MARY J. BLIGE

Imagine a beer that embodies the confidence, soul, and triumph of Mary J. Blige. With bold flavors and smooth finishes, it reflects her journey from chart-topping hits to powerful on-screen roles. This beer would celebrate life's victories and personal growth, offering an experience as timeless as Mary herself.





Sessions™

BEER DESIGN
DIRECTION/INSPIRATION





MARY J. BLIGE

ROCK & ROLL HALL OF FAME™

2024 INDUCTION

Sessions Beer celebrates Mary J. Blige's 2024 Rock and Roll Hall of Fame induction. Inspired by her triple-platinum albums, the Lager, Pilsner, and Porter honor her iconic legacy. Bold flavors and smooth finishes reflect the soul and strength of her journey.

Sessions™
R&B QUEEN BREWERY™

ROCK AND ROLL HALL OF FAME 2024 INDUCTION





TOP SELLING ALBUMS 3X PLATINUM

This limited edition beer celebrates Mary J. Blige's 2024 Rock & Roll Hall of Fame induction, with a Lager, Pilsner, and Porter inspired by her triple-platinum albums What's the 411?, My Life, and Share My World.





What's the 411?
(1992)



My Life
(1994)

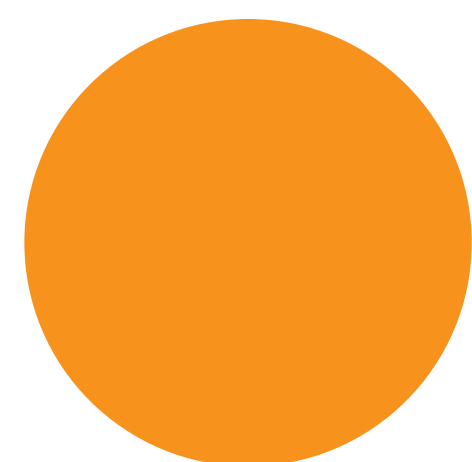


Share My World
(1997)

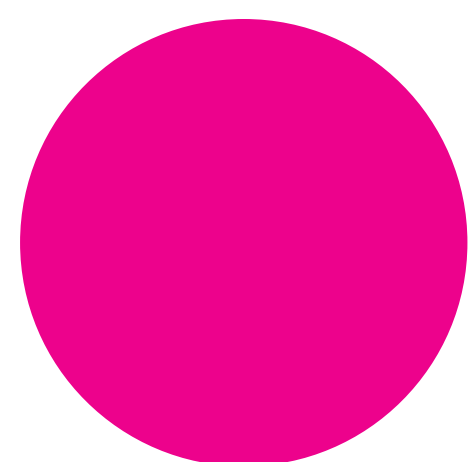
*Sessions*TM

BEER COLOR PALETTE

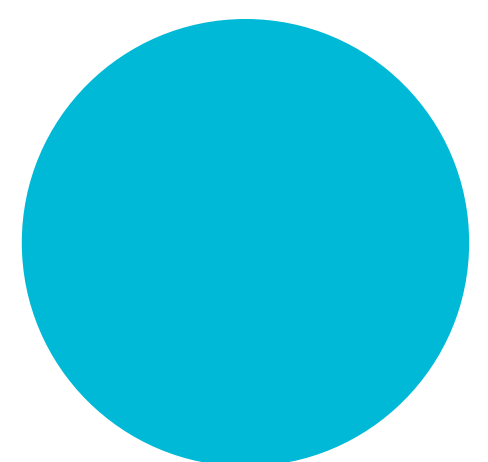
COLOR PALLETE



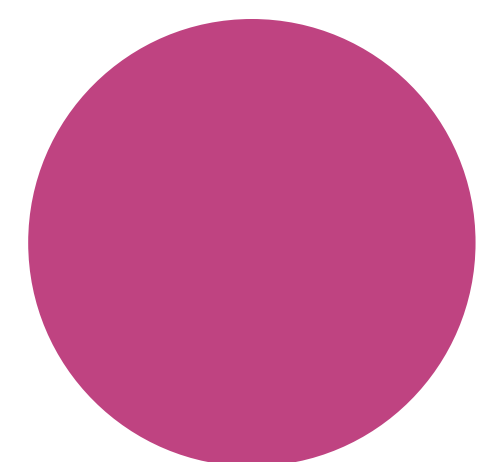
Pantone 1375 C
C: 0 M: 50 Y:100 K: 0
R: 255 G: 128 B: 0
#FF8000



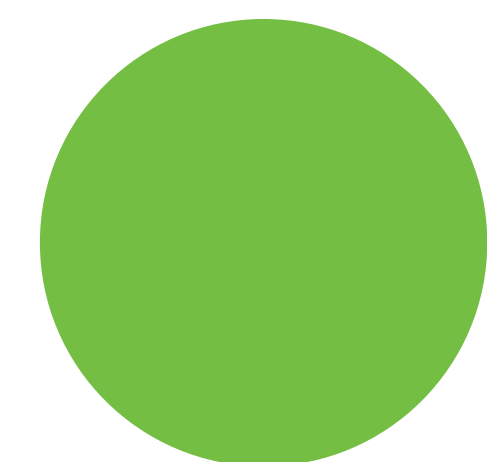
Pantone P Process
Magenta C
C: 0 M: 0 Y:100 K: 0
R: 236 G: 0 B: 140
EC008C



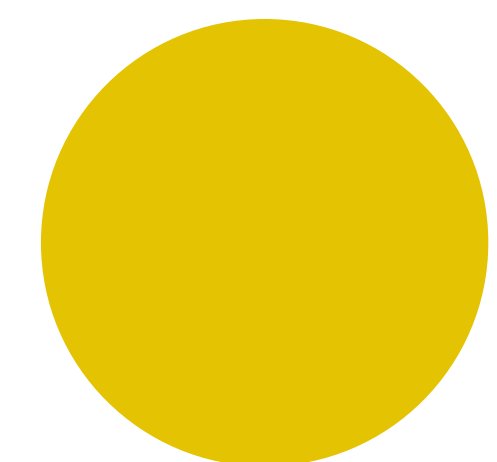
Pantone 3125 C
C: 78 M: 0 Y: 0 K: 15
R: 0 G: 185 B: 214
#00B9D6



Pantone 7432 C
C:0 M: 81 Y:0 K: 23
R: 192 G: 69 B: 130
#C04582



Pantone 1375 C
C: 59 M: 0 Y:100 K:0
R: 117 G: 192 B: 68
#75C044



Pantone 109 C
C: 0 M: 10 Y: 100 K: 13
R: 228 G: 196 B: 0
#E4C400

*Sessions*TM

BEER TYPEFACES

INITIAL TYPEFACES

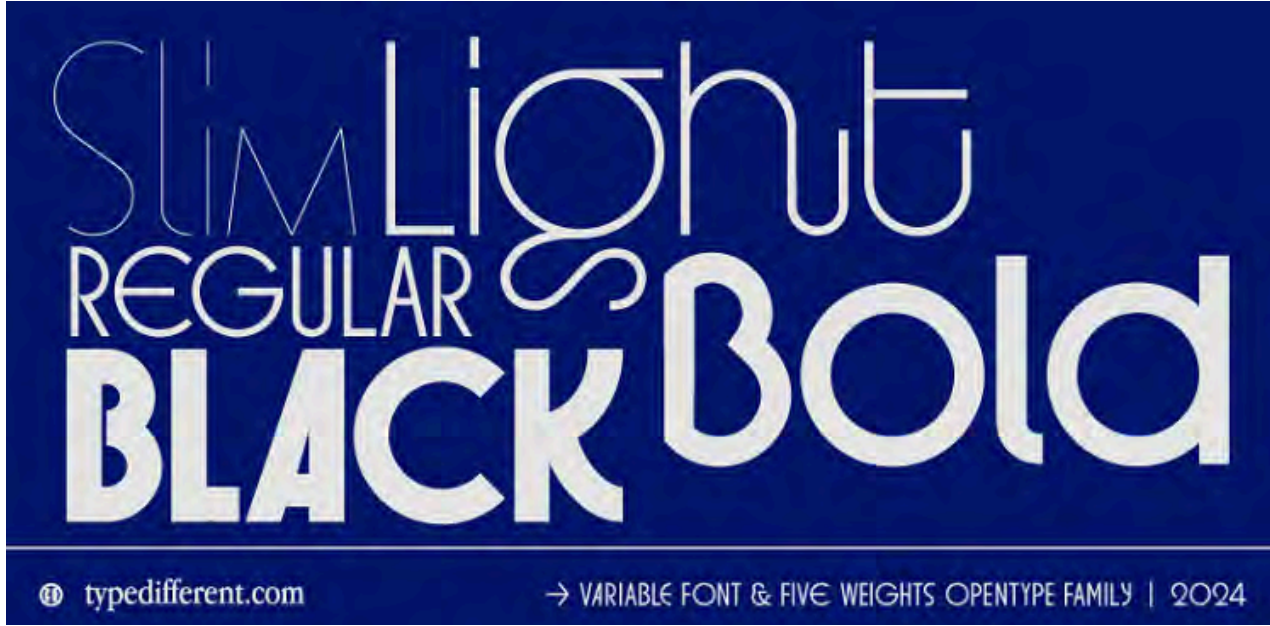
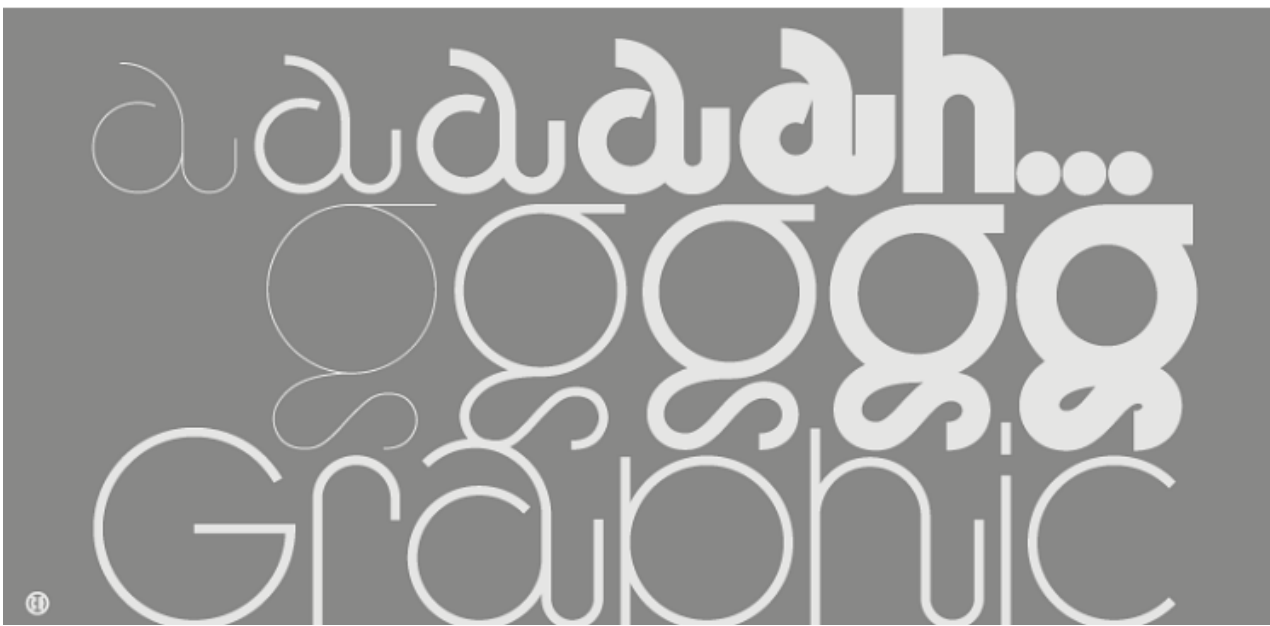
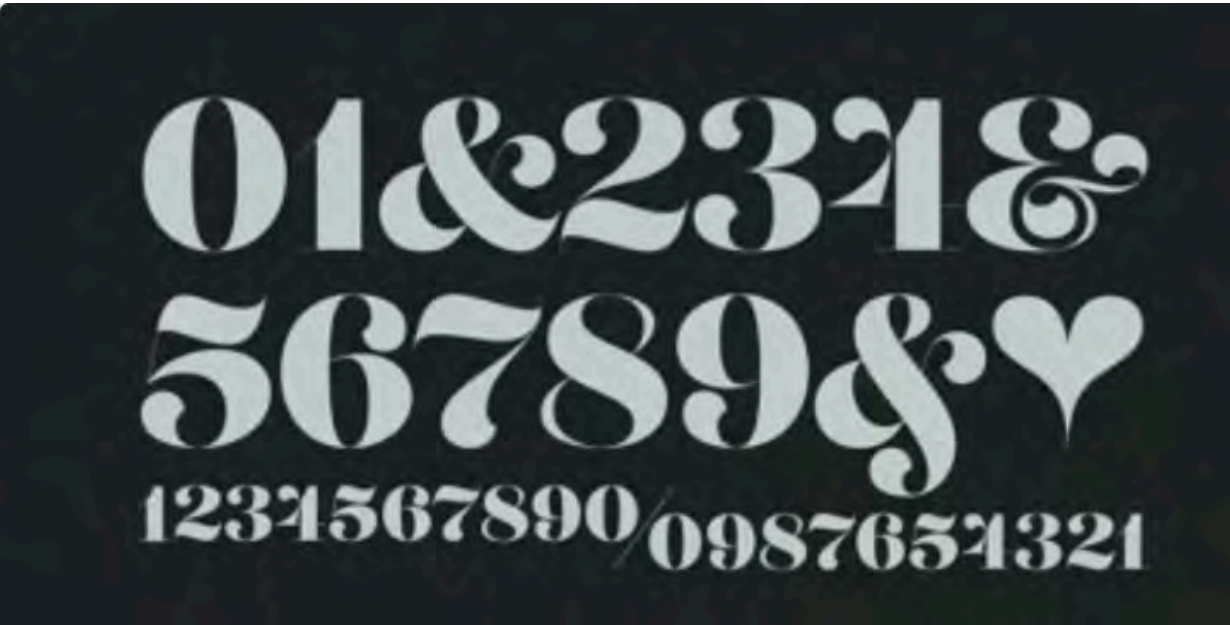
Questa
Lust Didone
BD Orange Variable

Questa

Light / Regular / Medium / Bold / Black + italics

Cactus siesta
usually at 14:00 hours it is time for
The office
SMALL CAPS LOCK*
Industry standard input and output

RÉSUMÉ
(Modern) American Usage is allowed
One hydrophore
The basic idea from the FBI was...
aquamarine?



FINAL TYPEFACES

FONT USED TO DESIGN LOGO

Indie

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 q r s t u v w x y z
*1 2 3 4 5 6 7 8 9 0 ! ? \$ % & * + -*

FONT USED FOR CAN TEXT

**Avenir Next
Condensed**

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 q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! ? \$ % & * + -

*Sessions*TM

LOGO DESIGNS

FINAL LOGO DESIGN

SessionsTM

SessionsTM

SessionsTM

R&B QUEEN BREWERYTM

R&B QUEEN BREWERYTM

R&B QUEEN BREWERYTM

LOGO IDEAS

sessions

sessions

sessions

SESSIONS

SESSIONS

SESSIONS

SESSIONS

SESSIONS

SESSIONS

Font
varieux ot

Font
All Round
Gothic

Font
Aptly

Session

sessions

Session

Session

sessions

Session

Session

sessions

Session

Font
Coquette

Font
Avante Garde

Font
Belluga



Font
Indie



Font
Avante Garde



sessions

sessions

Font
Cosmetic



sessions

Sessions

Sessions

sessions

Sessions

Sessions

sessions

Sessions

Sessions

Font

All Around
Gothic

Font

Autography
Agenda One Compressed

Font

Mr. Lachoung's pro



Sessions

Sessions

Sessions

Font
Ivyora Display



sessions

sessions

sessions

Fonts
coquette



SESSIONS

SESSIONS

SESSIONS

Fonts
DAZZLE UNICASE
coquette

*Sessions*TM

DESIGN ELEMENTS



AI Prompt: Hourglass silhouette shape with thigh high boots

Edited rendering in Illustrator
to feel more like Mary J.





AI Prompt: Thick Line drawing of the cover album
from Mary J. Blige's My Life Album



Edited rendering in Illustrator
to feel more like Mary J.

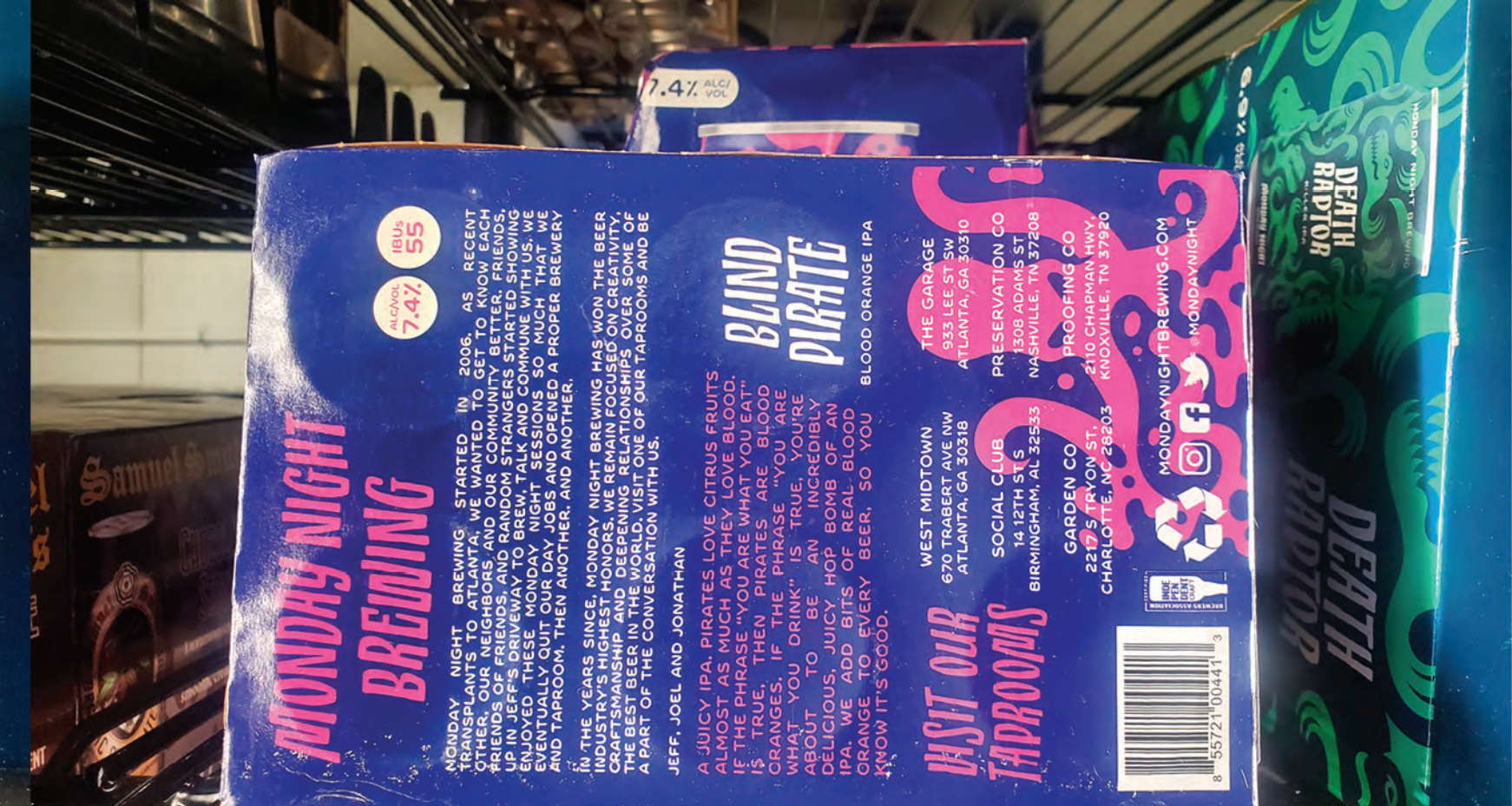




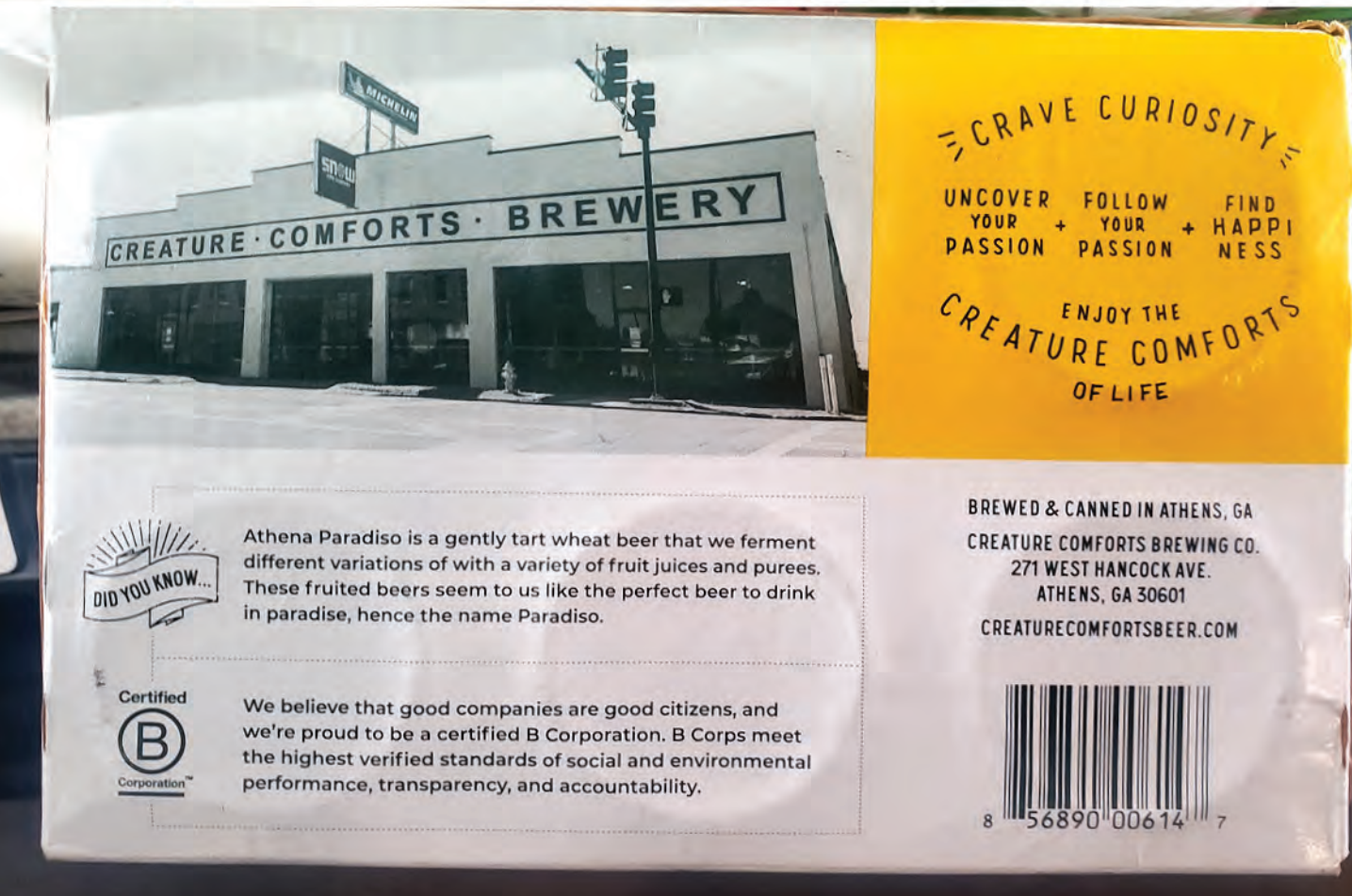
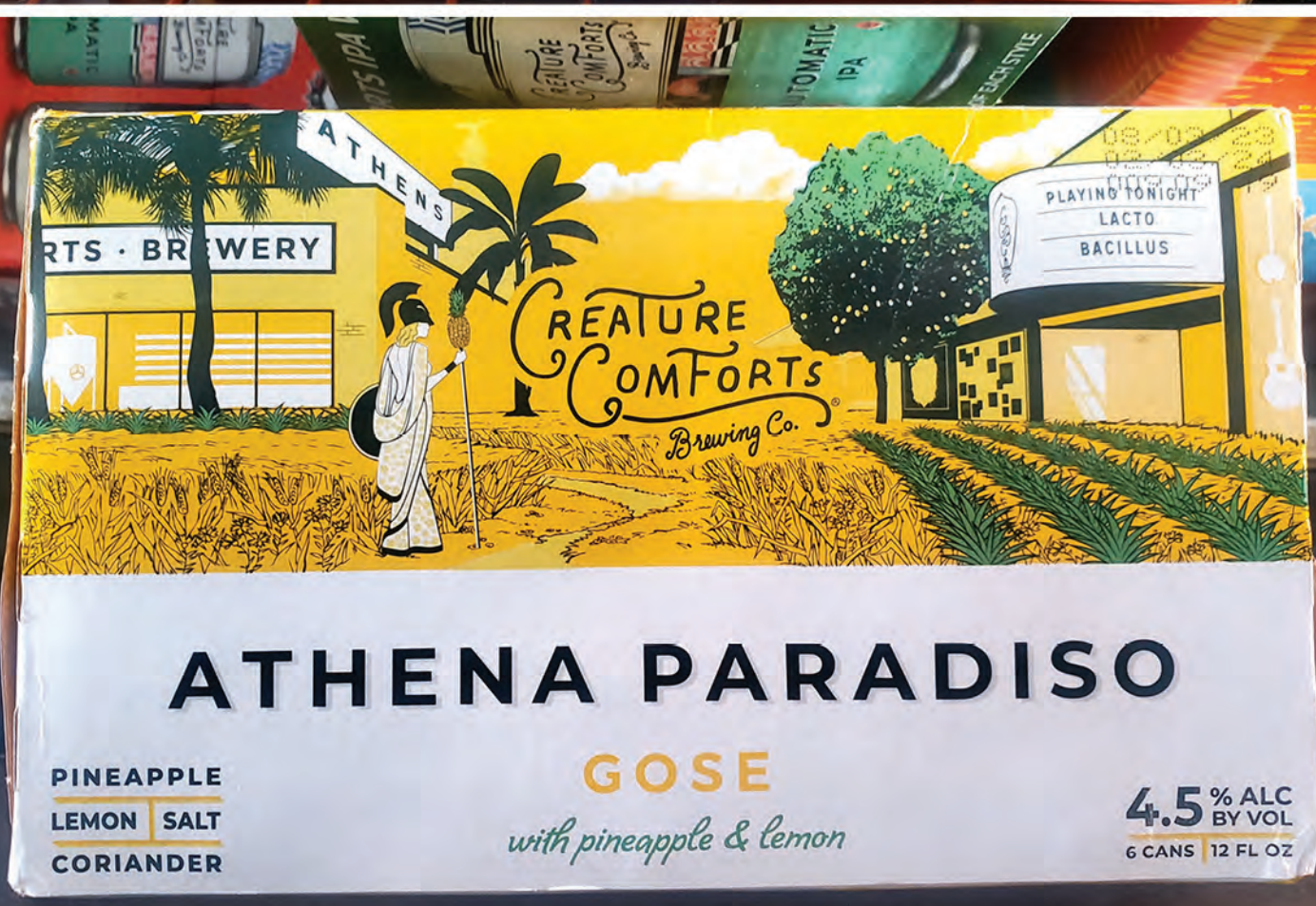


*Sessions*TM

CAN/PACKAGING
MOODBOARDS







*Sessions*TM

BEER CAN
DESIGN COMPS



What's
the 411?
(1992)

3x Platinum and
unforgettable. The album
that Hailed her the
"Queen of Hip-Hop Soul"

Groundbreaking
album that
inspired the

*Hip-Hop
Soul Genre*

GOVERNMENT WARNING:
(1) According to the Surgeon
General, women should not
drink alcoholic beverages
during pregnancy because
of the risk of birth defects.
(2) Consumption of alcoholic
beverages impairs your ability
to drive a car or operate
machinery, and may cause
health problems.

Produced and Canned by
R&B Queen Brewery,
Queens, NY 10583, USA

MARY J. BLIGE
ROCK & ROLL HALL OF FAME
INDUCTION LIMITED EDITION SERIES

R&B QUEEN BREWERY

Sessions

by Mary J. Blige is a
light lager crafted to
celebrate her top three
bestselling albums.
This limited edition
brew pairs her iconic
vibe with a crisp,
smooth finish—perfect
for kicking back with
Mary's timeless hits.

LIGHT
LAGER

3.2G CARBS | 99 CALS

12 fl. oz. (355 mL)
4.0% ALC./VOL

RNBQUEENBREWERY.COM



0 123456 789010



PLEASE RECYCLE
SE-BLIGE-2024-01

my Life
(1994)

3x Platinum and
unforgettable. My Life
brought soul to the
world—this can is a tribute to
Mary's journey.

A landmark
in blending
*Hip Hop
& Soul*

GOVERNMENT WARNING:
(1) According to the Surgeon
General, women should not
drink alcoholic beverages
during pregnancy because
of the risk of birth defects.
(2) Consumption of alcoholic
beverages impairs your ability
to drive a car or operate
machinery, and may cause
health problems.

Produced and Canned by
R&B Queen Brewery,
Queens, NY 10583, USA

MARY J. BLIGE
ROCK & ROLL HALL OF FAME
INDUCTION LIMITED EDITION SERIES

R&B QUEEN BREWERY

Sessions

by Mary J. Blige is a
light lager crafted to
celebrate her top three
bestselling albums.
This limited edition
brew pairs her iconic
vibe with a crisp,
smooth finish—perfect
for kicking back with
Mary's timeless hits.

LIGHT
LAGER

3.2G CARBS | 99 CALS

12 fl. oz. (355 mL)
4.0% ALC./VOL

RNBQUEENBREWERY.COM



0 123456 789010



PLEASE RECYCLE
SE-BLIGE-2024-01

Share My
World
(1997)

3x Platinum and
unforgettable. Debuted at
#1 on Billboard 200.

Produced hits like
*I Can
Love You*

GOVERNMENT WARNING:
(1) According to the Surgeon
General, women should not
drink alcoholic beverages
during pregnancy because
of the risk of birth defects.
(2) Consumption of alcoholic
beverages impairs your ability
to drive a car or operate
machinery, and may cause
health problems.

Produced and Canned by
R&B Queen Brewery,
Queens, NY 10583, USA

MARY J. BLIGE
ROCK & ROLL HALL OF FAME
INDUCTION LIMITED EDITION SERIES

R&B QUEEN BREWERY

Sessions

by Mary J. Blige is a
light lager crafted to
celebrate her top three
bestselling albums.
This limited edition
brew pairs her iconic
vibe with a crisp,
smooth finish—perfect
for kicking back with
Mary's timeless hits.

LIGHT
LAGER

3.2G CARBS | 99 CALS

12 fl. oz. (355 mL)
4.0% ALC./VOL

RNBQUEENBREWERY.COM



0 123456 789010



PLEASE RECYCLE
SE-BLIGE-2024-01

*Sessions*TM

FINAL
BEER CAN DESIGNS

99 CALORIES

Sessions

Classic Light Groove

This lager is light, crisp, and refreshingly smooth, crafted to hit all the right notes with every sip. Perfect for relaxing and unwinding.

Pairs well with light snacks, fresh salads, and sunny days.

Vibe to Mary's hits.

What's the 411?
(1992)

3x Platinum and unforgettable. The album that Hailed her the "Queen of Hip-Hop Soul".

A groundbreaking album that inspired the

Hip-Hop Soul Genre.

R&B QUEEN BREWERY

MARY J. BLIGE

ROCK & ROLL HALL OF FAME

LIMITED EDITION SERIES



Sessions

CLASSIC
LIGHT GROOVE

Crisp, smooth,
and easy-drinking

LAGER

99 CALORIES

12 fl. oz. (355 ml)
4.0% ALC./VOL

Produced and Canned by R&B Queen Brewery, Queens, NY 10583, USA

GOVERNMENT WARNING: (1) According to the Surgeon General, women should not drink alcoholic beverages during pregnancy because of the risk of birth defects. (2) Consumption of alcoholic beverages impairs your ability to drive a car or operate machinery, and may cause health problems.

99 CALORIES



RNBQUEENBREWERY.COM



SE-BLIGE-2024-01



150 CALORIES

Sessions

Honey Bourbon

Smooth, layered, and just a bit edgy, Honey Bourbon Porter captures a refined sweetness with a touch of bourbon warmth—crafted for those who savor every moment.

Pairs well with dark chocolate, smoked meats, and aged cheese.

Vibe to Mary's hits.

My Life
(1994)

3x Platinum and unforgettable. *My Life* brought soul to the world—this can is a tribute to Mary's journey.

An iconic album that set new standards in

Hip Hop & Soul.

R&B QUEEN BREWERY

MARY J. BLIGE

ROCK & ROLL HALL OF FAME

LIMITED EDITION SERIES



Sessions

HONEY
BOURBON

Notes of honey, bourbon,
toffee, and oak smoke.

PORTER

150 CALORIES

12 fl. oz. (355 ml)
7.0% ALC./VOL

Produced and Canned by R&B Queen
Brewery, Queens, NY 10583, USA

GOVERNMENT WARNING: (1) According to the Surgeon General, women should not drink alcoholic beverages during pregnancy because of the risk of birth defects. (2) Consumption of alcoholic beverages impairs your ability to drive a car or operate machinery, and may cause health problems.

150 CALORIES



RNBQUEENBREWERY.COM



SE-BLIGE-2024-01



99 CALORIES

Sessions™

Soul Citrus

This Pilsner hits all the right notes with a bright, refreshing twist of lemon and grapefruit, perfect for kicking back to Mary's greatest hits on a sunny day.

Pairs well with seafood, salads, and light appetizers.

Vibe to Mary's hits.

Share My World
(1997)

3x Platinum and unforgettable. Debuted at #1 on Billboard 200.

Share My World marked Mary's powerful shift to self-empowerment, delivering hits like,

I Can Love You.

R&B QUEEN BREWERY

MARY J. BLIGE

ROCK & ROLL HALL OF FAME

LIMITED EDITION SERIES



Sessions™

SOUL CITRUS

Bright with lemon, grapefruit, and floral notes.

PILSNER

99 CALORIES

12 fl. oz. (355 ml)
4.8% ALC./VOL

99 CALORIES

Produced and Canned by R&B Queen Brewery, Queens, NY 10583, USA

GOVERNMENT WARNING: (1) According to the Surgeon General, women should not drink alcoholic beverages during pregnancy because of the risk of birth defects. (2) Consumption of alcoholic beverages impairs your ability to drive a car or operate machinery, and may cause health problems.



RNBQUEENBREWERY.COM



SE-BLIGE-2024-01



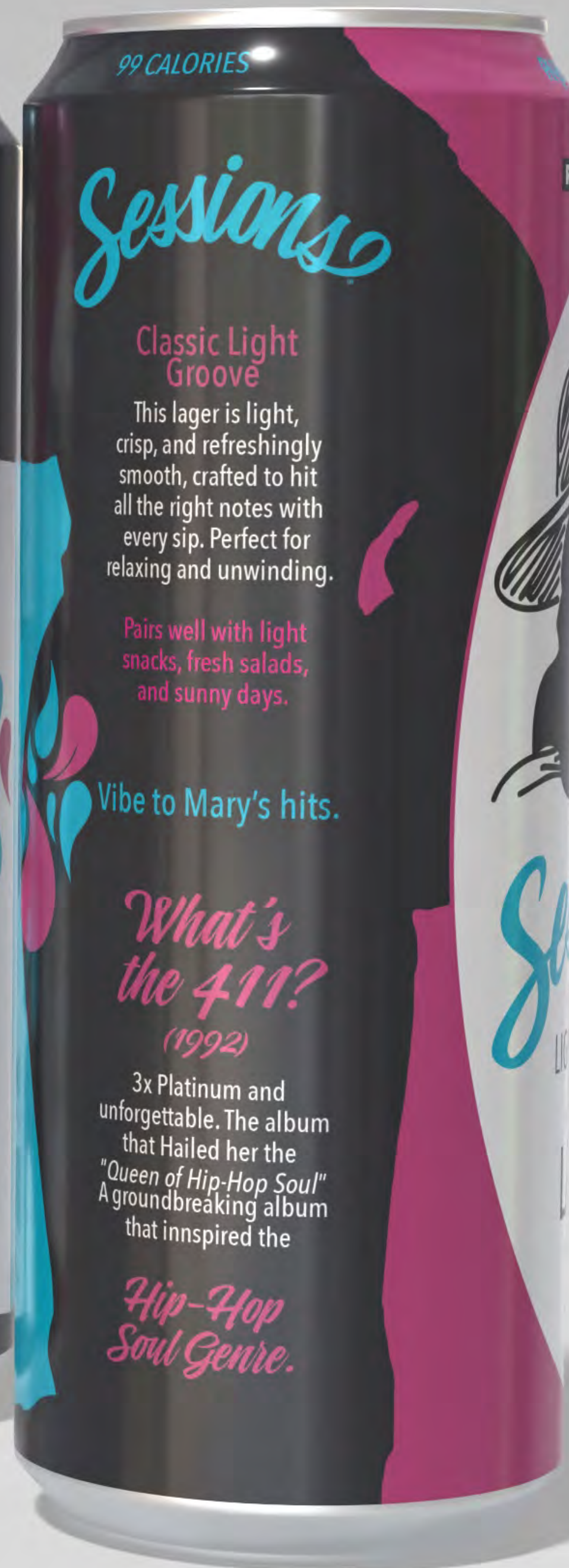
*Sessions*TM

CAN MOCK UPS

















*Sessions*TM

FINAL
CARRIER BOX DESIGN



MARY J. BLIGE
ROCK & ROLL HALL OF FAME
LIMITED EDITION SERIES

Sessions
Classic Light
Groove

This lager is light, crisp,
and refreshingly smooth,
crafted to hit all the right notes
with every sip. Perfect for
relaxing and unwinding.

Pairs well with light snacks,
fresh salads, and sunny days.

Vibe to Mary's hits.

*What's
the 411?
(1992)*



MARY J. BLIGE
ROCK & ROLL HALL OF FAME
LIMITED EDITION SERIES



12 fl. oz. (355 mL)
4.0% ALC./VOL.

MARY J. BLIGE
ROCK & ROLL HALL OF FAME
LIMITED EDITION SERIES



Sessions
CLASSIC
LIGHT GROOVE
LAGER
99 CALORIES

Sessions

MARY J. BLIGE
ROCK & ROLL HALL OF FAME
LIMITED EDITION SERIES

12 fl. oz. (355 mL)
4.0% ALC./VOL.

*What's
the 411?
(1992)*

by Mary J. Blige is a light
lager crafted to celebrate
her top three bestselling
albums this limited
edition brew pairs her
iconic vibe with a crisp,
smooth finish—perfect for
kicking back with Mary's
timeless hits.

Vibe to Mary's hits.

12 fl. oz. (355 mL)
4.0% ALC./VOL.



MARY J. BLIGE
ROCK & ROLL HALL OF FAME
LIMITED EDITION SERIES

Produced and Canned by R&B Queen
Brewery, Queens, NY 10583, USA
GOVERNMENT WARNING: Excessive
consumption of alcohol can lead to
alcoholism. Drinking during pregnancy
can cause stillbirth or low birth weight.
Be responsible. Please drink in moderation
and never drink and drive. © 2024 R&B
Queen Brewery, Inc. All rights reserved.

R&B QUEEN BREWERY



WWW.R&BQUEENBREWERY.COM



SE-BLIGE-2024-01

Produced and Canned by R&B Queen Brewery, Queens, NY 10583, USA

Crisp, smooth, and easy-drinking.



Sessions

LIMITED EDITION SERIES

MARY J. BLIGE
ROCK & ROLL HALL OF FAME

12 fl. oz. (355 mL)
4.0% ALC./VOL.

4
12OZ.
CANS

4
12OZ.
CANS

12 fl. oz. (355 mL)
4.0% ALC./VOL.



MARY J. BLIGE
ROCK & ROLL HALL OF FAME
LIMITED EDITION SERIES

MARY J. BLIGE
ROCK & ROLL HALL OF FAME
LIMITED EDITION SERIES



Sessions
CLASSIC
LIGHT GROOVE
LAGER
99 CALORIES

4
12OZ.
CANS

12 fl. oz. (355 mL)
4.0% ALC./VOL.

Crisp, smooth, and easy-drinking.

Produced and Canned by R&B Queen Brewery, Queens, NY 10583, USA



MARY J. BLIGE
ROCK & ROLL HALL OF FAME
LIMITED EDITION SERIES

Sessions

Soul Citrus

This Pilsner hits all the right notes with a bright, refreshing twist of lemon and grapefruit, perfect for kicking back to Mary's greatest hits on a sunny day.

Pairs well with seafood, salads, and light appetizers.

Vibe to Mary's hits.

Share My World
(1997)



MARY J. BLIGE
ROCK & ROLL HALL OF FAME
LIMITED EDITION SERIES



12 fl. oz. (355 mL)
4.0% ALC./VOL

MARY J. BLIGE
ROCK & ROLL HALL OF FAME
LIMITED EDITION SERIES



Sessions

SOUL CITRUS

PILSNER

99 CALORIES

12 fl. oz. (355 mL)
4.0% ALC./VOL

MARY J. BLIGE
ROCK & ROLL HALL OF FAME
LIMITED EDITION SERIES



12 fl. oz. (355 mL)
4.0% ALC./VOL

Produced and Canned by R&B Queen Brewery, Queens, NY 10583, USA.
CONSUMER WARNING: (1) According to the Surgeon General, women should not drink alcoholic beverages during pregnancy because of the risk of birth defects. (2) Consumption of alcoholic beverages may impair your ability to drive a vehicle or operate machinery and may cause health problems.

R&B QUEEN BREWERY



WWW.R&BQUEENBREWERY.COM



SE-BLIGE-2024-01

Produced and Canned by R&B Queen Brewery, Queens, NY 10583, USA

Bright with lemon, grapefruit, and floral notes.



Vibe to Mary's hits.
Kickin' back with Mary's
limited back with Mary's
edition. The wine is for
the top of the bottle.
Let top of the bottle
be the best of the best.
By Mary J. Blige is a light
and refreshing beer.

Sessions
LIMITED EDITION SERIES
MARY J. BLIGE
ROCK & ROLL HALL OF FAME

12 fl. oz. (355 mL)
4.0% ALC./VOL

MARY J. BLIGE
ROCK & ROLL HALL OF FAME
LIMITED EDITION SERIES



Sessions
SOUL CITRUS
PILSNER
99 CALORIES

4
12OZ.
CANS

12 fl. oz. (355 mL)
4.0% ALC./VOL

Bright with lemon, grapefruit, and floral notes.

MARY J. BLIGE
ROCK & ROLL HALL OF FAME
LIMITED EDITION SERIES



12 fl. oz. (355 mL)
4.0% ALC./VOL

Produced and Canned by R&B Queen Brewery, Queens, NY 10583, USA



MARY J. BLIGE
ROCK & ROLL HALL OF FAME
LIMITED EDITION SERIES

Sessions

by Mary J. Blige is a light
lager crafted to celebrate
her top three bestselling
albums. This limited
edition brew pairs her
iconic vibe with a crisp,
smooth finish—perfect for
kicking back with Mary's
timeless hits.

Vibe to Mary's hits.

*What's
the 411?
(1992)*

12 fl. oz. (355 mL)
4.0% ALC./VOL

4
12OZ.
CANS

MARY J. BLIGE
ROCK & ROLL HALL OF FAME
LIMITED EDITION SERIES

Sessions

**Honey
Bourbon**

Smooth, layered, and
just a bit edgy, Honey
Bourbon Porter captures
a refined sweetness
with a touch of bourbon
warmth—crafted
for those who savor
every moment.

Pairs well with dark
chocolate, smoked meats,
and aged cheese.

Vibe to Mary's hits.

*My Life
(1994)*



MARY J. BLIGE
ROCK & ROLL HALL OF FAME
LIMITED EDITION SERIES



12 fl. oz. (355 mL)
4.0% ALC./VOL

MARY J. BLIGE
ROCK & ROLL HALL OF FAME
LIMITED EDITION SERIES



4
12OZ.
CANS

12 fl. oz. (355 mL)
4.0% ALC./VOL

MARY J. BLIGE
ROCK & ROLL HALL OF FAME
LIMITED EDITION SERIES



12 fl. oz. (355 mL)
4.0% ALC./VOL

4
12OZ.
CANS

Produced and Canned by R&B Queen
Brewery, Queens, NY 10583, USA

GOVERNMENT WARNING: (1) According to the
Surgeon General, women should not drink alcoholic
beverages during pregnancy because of the risk
of birth defects. (2) Consumption of alcoholic
beverages may impair your ability to drive, operate
machinery, and may cause health problems.

R&B QUEEN BREWERY



RNBQUEENBREWERY.COM



SE-BLIGE-2024-01

Produced and Canned by R&B Queen Brewery, Queens, NY 10583, USA

Notes of honey, bourbon, toffee, and oak smoke.







*Sessions*TM

COASTER DESIGNS









*Sessions*TM

APPAREL DESIGNS





*Sessions*TM

ADS

**Boldly Brewed.
Feel the Flavor!**



A beer crafted to capture the spirit of
Mary J. Blige's journey, each sip is an anthem.

Sessions
MARY J. BLIGE
ROCK & ROLL HALL OF FAME
LIMITED EDITION SERIES



Feel the Flavor!

Sessions

A beer by
Mary J. Blige.

ROCK & ROLL HALL OF FAME
2024 INDUCTION
LIMITED EDITION SERIES



*Sessions*TM

THANK YOU!