



Brand Guidelines



OUR GOAL

To create consistency around product and brand representation through strategic sales partners. This document will serve as an inspirational tool for BLITZ product merchandising and brand communications.

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STRATEGIC BRAND GUIDELINES

Blitz Energy Drink, the well-known product with the one-of-a-kind taste now has an entirely new look. With these guidelines we present an outstanding redesign of Blitz and its complete product range. Come with us and enter the new and exciting world of Blitz. Enjoy good taste! The first order of business in brand stewardship is realizing that it's not about business at all... We must recognize that this brand isn't about logos, colors or fonts. These items don't define us. We've crafted them to represent us, but our brand is actually the property of the public and their perception. A brand is built brick by brick, day by day, stitch by stitch by the people who experience our garments. It's about people, it always has been. It's about creating a place for relationships to grow – for conversations to happen.

As we move forward, let's recognize that this brand is alive, it's fragile and still growing. The logo gives a face to the real body – the people of Blitz . Treat the logo how you would treat those people – with care, respect and intentionality. This set of guidelines are designed to help you understand the details of curating a consistent visual identity. We are all in this together. Honor these guidelines by partnering with us to build a better community through harnessing our internal energy.



BRAND USAGES FOR PRINT AND WEB

Logo system

This system includes a series of graphic elements used at various times to create a comprehensive, cohesive and recognizable identity that represents BLITZ publicly.

Preferred Usage

The preferred use of the signature is in full colour. If this is not possible then on a pure colour or on a white or light background. This application of the logo should always be considered as the first design option.

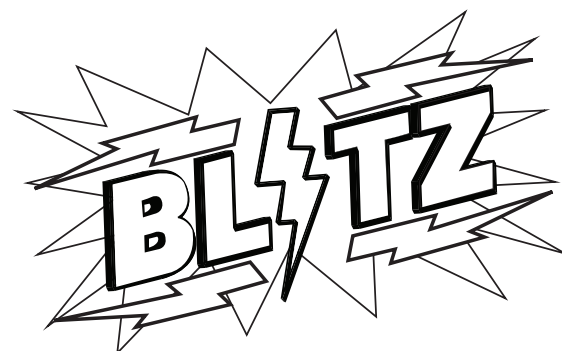
Primary Logo / landmark

An Icon is a quick, intentional, visual mark that helps deliver an immediate brand signature to the viewer. Sometimes icons are used as symbolic marks that can represent the company and their services. Other times the icon is just a simple mark that identifies the owner. Other times it represents the values that the company stands by. This is the heart and soul of our identity. When in doubt, always use this icon. This is our go-to logo. This icon must be uniform throughout all of its applications. The graphic integrity of the icon and identity elements should be governed by the consistent use of established standards and observed in all communications with our vendors, affiliates, and the general public. Alterations to the icon are prohibited.





Black Logo



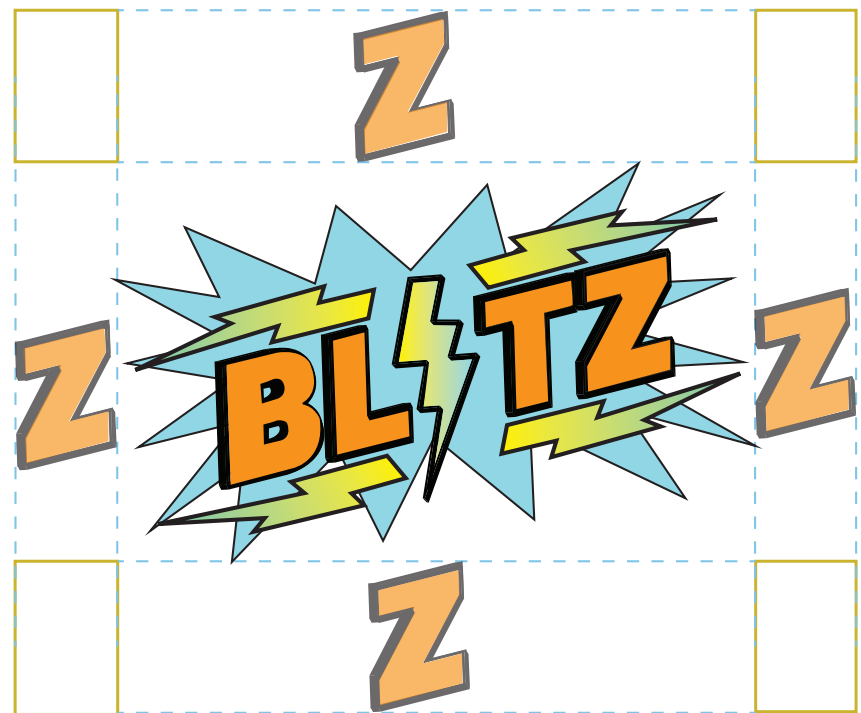
White Logo



Colored Logo

CLEAR SPACE

When the logo is used, it should be sufficiently isolated from illustrations or other words or images that might detract from the signature's importance. The logo must be at least 30% of the logo mark away from illustrations, photographs, rules, page edges, or other type.



INTEGRITY OF THE MARK



Do not alter color from accepted standards.



Do not alter size or proportions of the logo in relation to the logotype.



Do not screen the logo.



Do not fill shapes with patterns or add special effects.

Lorem ipsum dolor sit amet, consectetur
 adipiscing elit. Sed non enim nisl
 euismod tincidunt ut laoreet magna
 aliquam erat volutpat. Ut nisi ad minim
 veniam, quis nostrud exercitation ullamcorper
 suscipit laboris nisi ut aliquip ex ea commodo
 consequat. Duis aute idem vel eum irure dolor in
 hendrerit in vulputate velit esse molestie
 consequat, vel illum dolore eu feugiat nulla
 facilisis. At vero eros et accumsan et iusto odio
 dignissim qui blandit praesent luptatum zzril

Do not place the logo within a line of text.



Do not overprint the logo on complex photographs or textures that will show through the open spaces of the logo.



Do not rotate the logo to any degree.



Do not skew or scale the width or height.



Do not violate the signature clear zone.

COLOUR SYSTEMS FOR PRINT AND WEB

Teal



HEX: #238899
RGB: 35, 136, 153
CMYK: 90, 30, 20, 15
Closest Pantone
(Coated): 7474 C

Orange



HEX: #F7941D
RGB: 247, 148, 29
CMYK: 0, 50, 95, 0
Closest Pantone
(Coated): 1495 C

Light Cyan



HEX: #92D6E3
RGB: 146, 214, 227
CMYK: 45, 0, 10, 0
Closest Pantone
(Coated): 324 C

Lime Green



HEX: #8DC63F
RGB: 141, 198, 63
CMYK: 50, 0, 95, 0
Closest Pantone
(Coated): 376 C

Electric yellow



HEX: #FFF200
RGB: 255, 242, 0
CMYK: 5, 0, 100, 0
Closest Pantone
(Coated): 803 C

Purple



HEX: #7F3F98
RGB: 127, 63, 152
CMYK: 70, 90, 0, 0
Closest Pantone
(Coated): 2592 C

MOODBOARD





TYPOGRAPHY

Our energy drink brand aims to deliver an impactful, high-performance identity inspired by the speed, precision, and raw adrenaline of Formula 1 racing. We strive to encourage consumers with a product that represents power, focus, and forward momentum-the same values driving the world's fastest teams and athletes. Our brand is designed to cut through with a modern, energetic visual system that communicates strength, innovation, and relentless performance across every platform.

AGENCY BOLD delivers impact, expressing speed and power.

MONTSERRAT ensures clarity, keeping information easy to read.

The contrast between the two creates a clear visual hierarchy. Together, they capture both the aggressive energy of motorsport and the precision of modern engineering.w

Title Typeface - Agency FB Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0**

Body Typeface - Montserrat

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0



BRAND APPLICATIONS







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