



BRAND
BOOK



GOAL

To create consistency around product and brand representation through strategic sales partners. This document will serve as an inspirational tool for partners to effectively plan and execute their CHARGUP product merchandising and brand communications.

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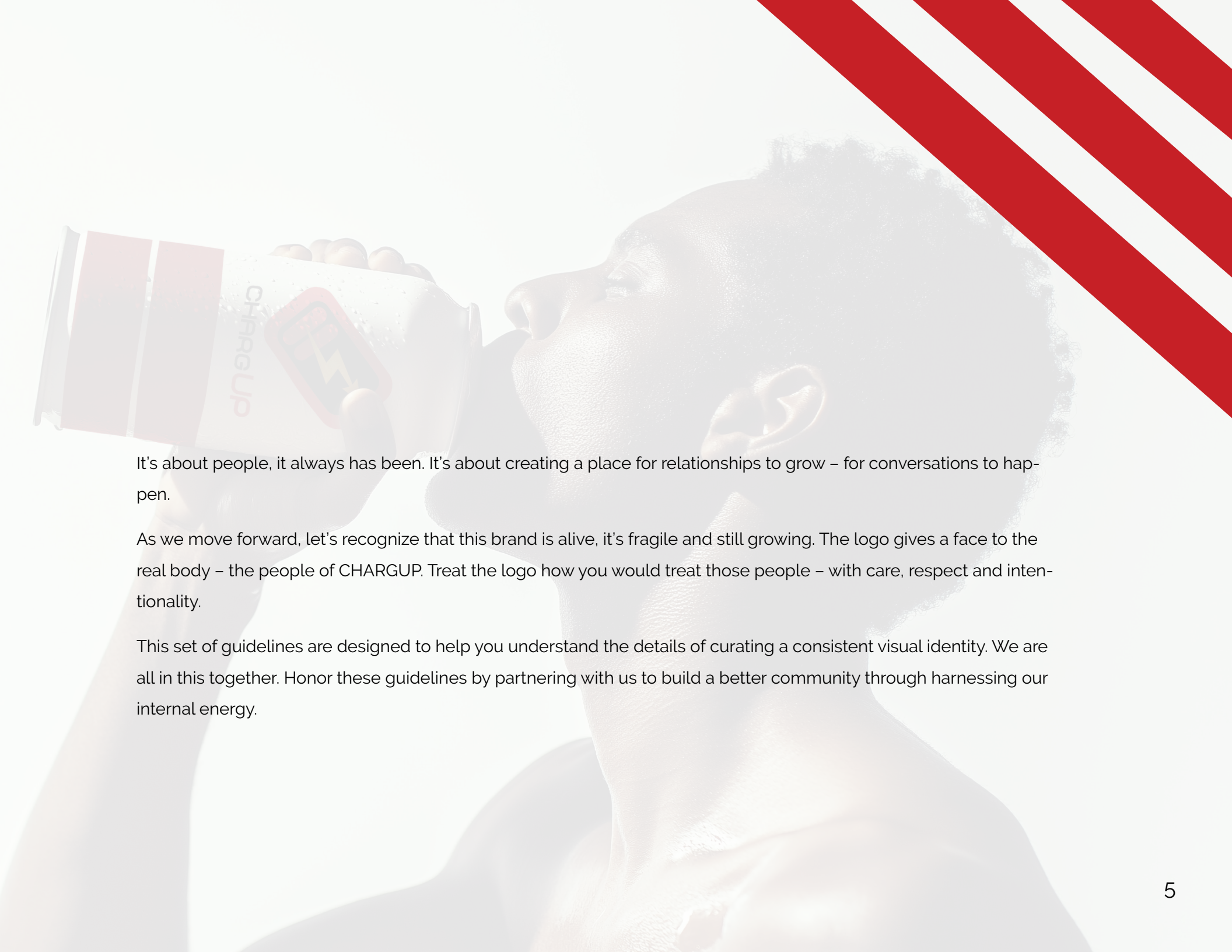
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STRATEGIC BRAND GUIDELINES

A new era begins. CHARGUP 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 CHARGUP and its complete product range. Come with us and enter the new and exciting world of CHARGUP. 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, cup by cup by the people who experience our drink.

A person is shown in profile, drinking from a white cup with a red and white striped sleeve. The cup has the 'CHARGUP' logo and a red lightning bolt icon. The background is white with red diagonal stripes in the top right corner.

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 CHARGUP. 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

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.

Full Coloured Main Logo



Word Mark

CHARGEUP
CHARGEUP
CHARGEUP
CHARGEUP

Coloured Logo



Logo system

This system includes a series of graphic elements used at various times to create a comprehensive, cohesive and recognizable identity that represents ChargeUp's publicity.

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.



Black logo



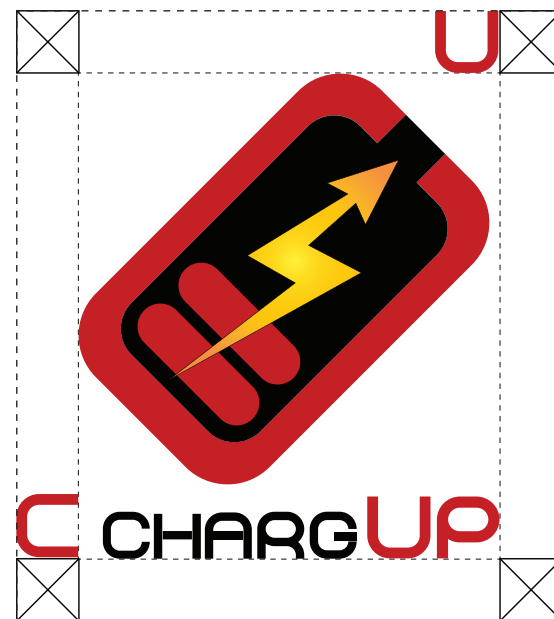
White logo



Angled Word Mark

CLEAR SPACE

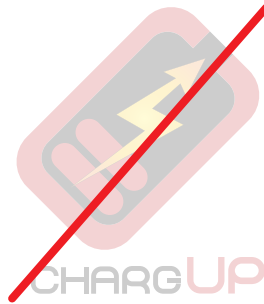
When the logo is used, it should be sufficiently isolated from illustrations or other words or images that might detract from the signature's importance. The logo must be at least 30% of the logo mark away from illustrations, photographs, rules, page edges, or other type.



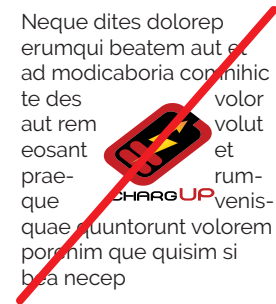
INTEGRITY OF THE MARK



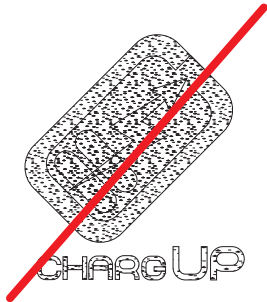
Do not alter color from accepted standards.



Do not screen the logo.



Do not place the logo within a line of text.



Do not fill shapes with patterns or add special effects.



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



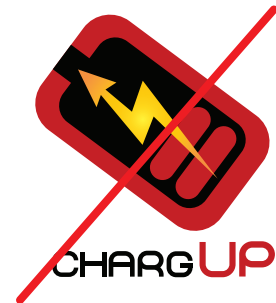
Do not violate the signature clear zone.



Do not skew or scale the width or height.



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

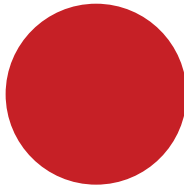


Do not rotate the logo to different degrees other than it was presented in design guide

COLOUR SYSTEMS FOR PRINT AND WEB



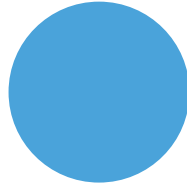
Ignite Red



RGB: 192 32 38
CMYK: 15 100 100 6
HEX: C52026
PANTONE: 1795C



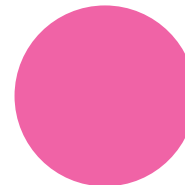
Focused Sky Blue



RGB: 77 163 218
CMYK: 65 22 0 0
HEX: 4DA3DA
PANTONE: 2985C



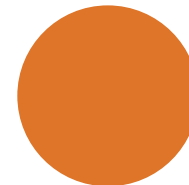
Recharge Pink



RGB: 240 101 165
CMYK: 0 76 0 0
HEX: F065A5
PANTONE: 211C

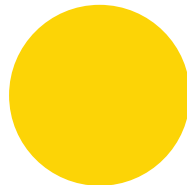


Power Orange



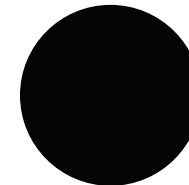
RGB: 222 117 40
CMYK: 0 48 82 13
HEX: DE7528
PANTONE: 158C

Endurance Gold

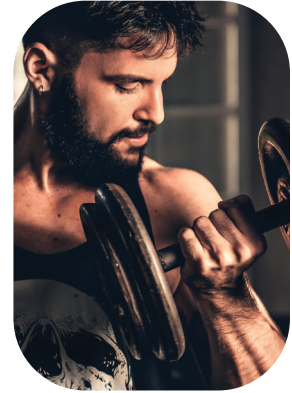
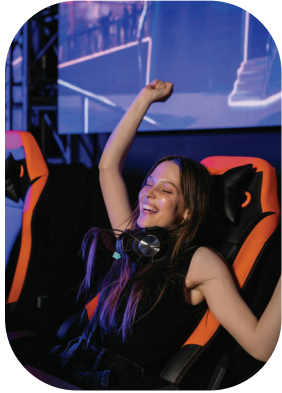


RGB: 255 213 0
CMYK: 1 14 100 0
HEX: FFD500
PANTONE: 109C

Core Black



RGB: 0 0 0
CMYK: 0 0 0 100
HEX: 000000
PANTONE: 7547C





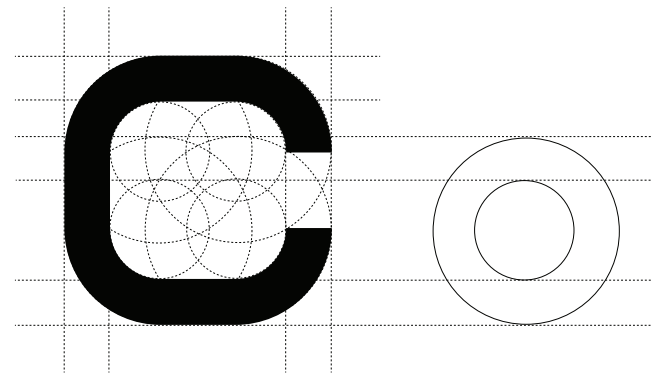
TYPOGRAPHY

The typefaces we've selected for our brand are essential tools for communicating our identity with clarity and consistency. Each typeface is chosen for its unique ability to align with our brand's voice, ensuring every message resonates across platforms.

- ChargUp Bold is used exclusively for the logo and word marks
- Roboto Black - headings
- Roboto Bold - Subheadings
- Raleway Regular - body copy

CHARGUP BOLD

Custom-designed typeface inspired by the shape and energy of a battery, reflecting our brand's dynamic and powerful identity



Word Mark & Logo

ChargUp Bold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

Headings

Roboto Black

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Body

Raleway Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

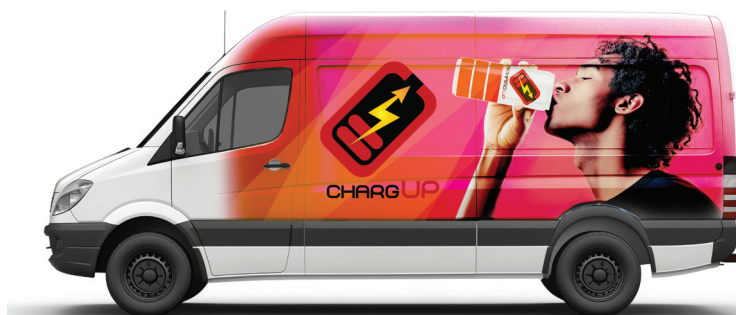
Sub Headings

Roboto Bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

BRAND APPLICATIONS







CHARGEUP