

R RENDER ENERGY DRINK

PROGRESS EARNED
KEEP BUILDING

BRAND CASE STUDY

FROM STRATEGY TO COMPLETE
BRAND ECOSYSTEM



THE OPPORTUNITY

ENERGY DRINKS ARE EVERYWHERE BUT THEY ALL SAY THE SAME THING

The energy drink category is crowded, loud, and full of brands built around extreme sports, parties, and hype. But millions of people don't see themselves in that world.

They're building something.
A business. A craft. A body of work.
Their future. Their legacy.

They need energy that **matches**
their mindset.



UNDERSERVED

Ambitious creators
have been ignored
by traditional
energy brands.



FOCUS DRIVEN

They value clarity,
performance,
and progress over
hype and noise.



BUILT DIFFERENT

They don't follow
limits. They put in
the work when no
one is watching.



LOOKING FOR MORE

They want energy
that's clean,
functional, and
built for them.

RENDER WAS BUILT FOR THIS GENERATION—
THE ONES WHO BUILD.

“GREATNESS ISN'T
A MOMENT
IT'S A PATTERN
**BUILT ONE DAY
AT A TIME**”

— RENDER MINDSET



PROGRESS EARNED KEEP BUILDING

Render Energy Drink is built for ambitious creators who show up every day to build something that matters. We fuel the process, not the spotlight.

Greatness isn't given. It's earned, one decision at a time.

We're not here for hype. We're here for the work.



OUR MISSION

To fuel the relentless pursuit of progress by delivering clean energy, sharp focus, and all-day endurance.



OUR AUDIENCE

Driven creators, makers, and doers who push their limits and reject average.



OUR PROMISE

Clean energy. Real focus.
All day endurance.
Zero sugar.

OUR CORE MESSAGE

PROGRESS EARNED.
KEEP BUILDING.



CLEAN ENERGY



SHARP FOCUS



ALL DAY ENDURANCE



ZERO SUGAR



VISUAL IDENTITY SYSTEM

A UNIFIED LANGUAGE. BUILT TO PERFORM.

Every element of the Render brand is engineered to worit together. Bold. Focused. Consistent. Built to stand out and builit to last.

LOGO SYSTEM



TYPOGRAPHY

ANTON

ABCDEFGHIJKLMNOPQRSTUVWXYZ
012456789

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



MOLTEN
ORANDE
ATFSA00



ELESTRIC
BLUE
A0062FF



ELESTRIC
PURPLE
AABSSFF



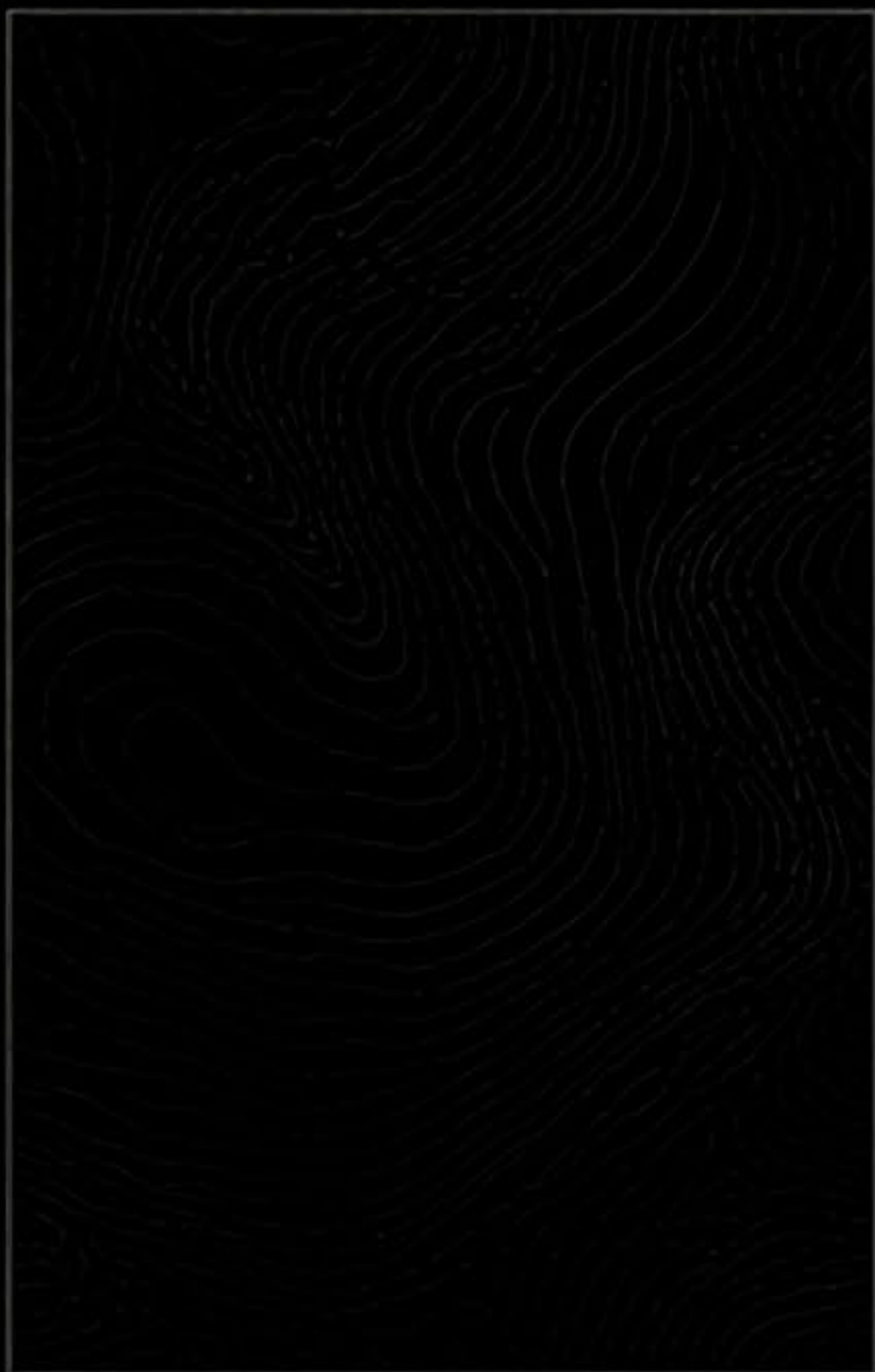
STEEL
SLIVER
4SC90R0



NIGHT
BLACR
HOASADA

BRAND ELEMENTS

ORGANIC BACKGROUND LINES



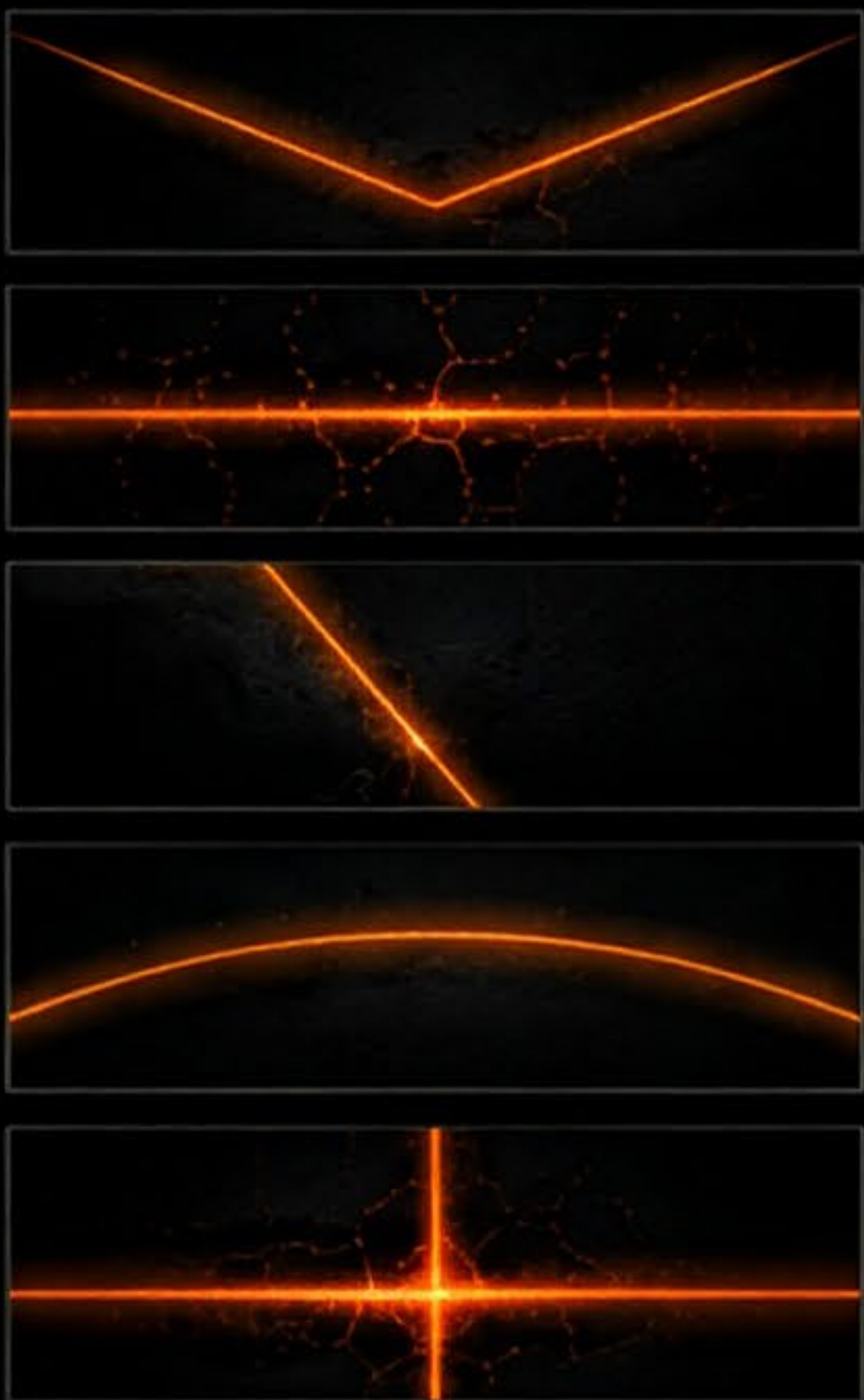
Flowing patterns that create depth, movement, and a sense of terrain.

RAISED METAL LINES



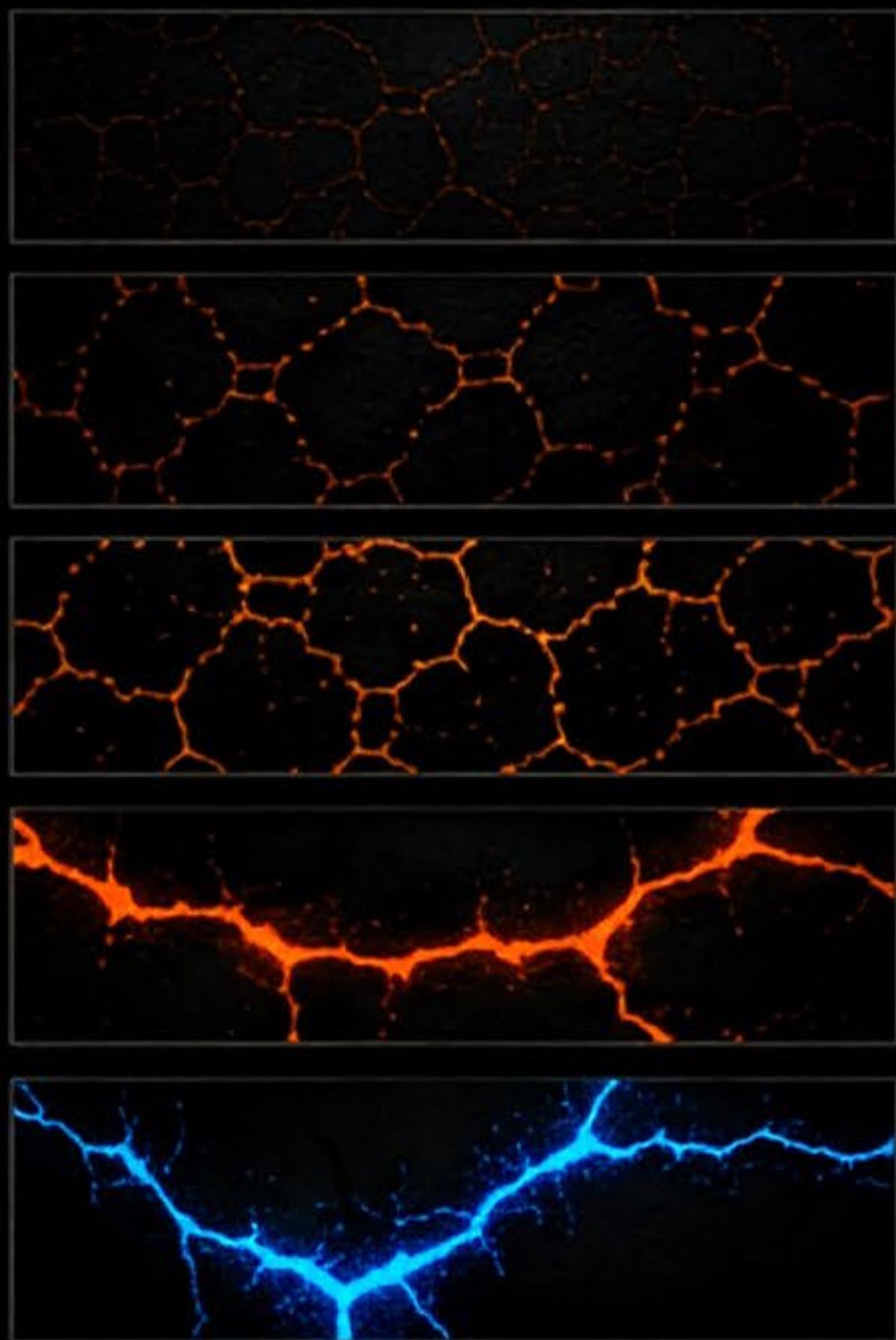
Structured elements that add strength, direction, and an engineered feel.

GLOWING SEAMS



Energy lines that highlight separation, guide the eye, and create intensity.

CRACK STYLE



Fractured textures that represent pressure, transformation, and earned progress.

PANEL ICONS



CLEAN ENERGY



SHARP FOCUS



ALL DAY ENOURANCE



ZERO SUGAR



PERFORMANCE



AWARENESS

Consistent icons that communicate benefits quickly and clearly.

GROUPED ICON ASSETS



Flexible layouts that scale across formats and applications.

FLAVOR ICON SYSTEM



CITRUS



Sharp. Clean. Bright



BLACK GRAPE



Bold. Smooth. Deep



FROST BERRY



Cold. Crisp. Electic



EVERY DETAIL SERVES A PURPOSE.
PROGRESS EARNED
KEEP BUILDING

PRODUCT SYSTEM

THREE FLAVORS
ONE STANDARD

Render Energy Drink delivers clean energy, sharp focus, and all-day endurance with zero sugar.

Three diatinct fiavors. One uncompromising standard. Bullt to perform. Bullt to progress.

	CLEAN ENERGY	160mg of caffeine to fuel focus without the crash.
	SHARP FOCUS	Enhanced with nootropics to help you lock in.
	ALL DAY ENDURANCE	Electrolytes and B vitamins for lasting performance.
	ZERO SUGAR	Big performance with zero sugar. Zero compromises.

0 SUGAR | 200MG CAFFEINE | ELECTROLYTES
19 FL OZ (473 mL)

CAN DESIGN



- MATTE BLACK FINISN
Prenmium look with a tactiia fuel.
- RAISED METAL LOGO
Embcsed detaill
lur a bold pretence.
- GLOW SEAN ACCURANTS
Sigerature energy
that stands out.
- CRACK STYLE TEXTURE
Represents pressure.
Tranforms loto progress.



CITRUS
Sharp. Clean. Bright.



BLACK GRAPE
Bold. Smooth. Deep.



FROST BERRY
Cold. Crisp. Electric.



CITRUS

Sharp.
Clean.
Bright



BLACK
GRAPE

Bold.
Smooth.
Deep.



FROST
BERRY

Cold.
Crisp.
Electric.

PACKAGING SYSTEM
4-PACK (1607 CANS)



12-PACK



SHIPPING CASE



CAN TRAY



BRAND GUIDELINES

BUILT WITH PURPOSE APPLIED WITH CONSISTENCY

This is the fiander standard.
Every color, line, and detail
exists to create reccgnition,
build trust, and drive impact.



STRATEOIC
INTENT



VISUAL
CONSISTENCY



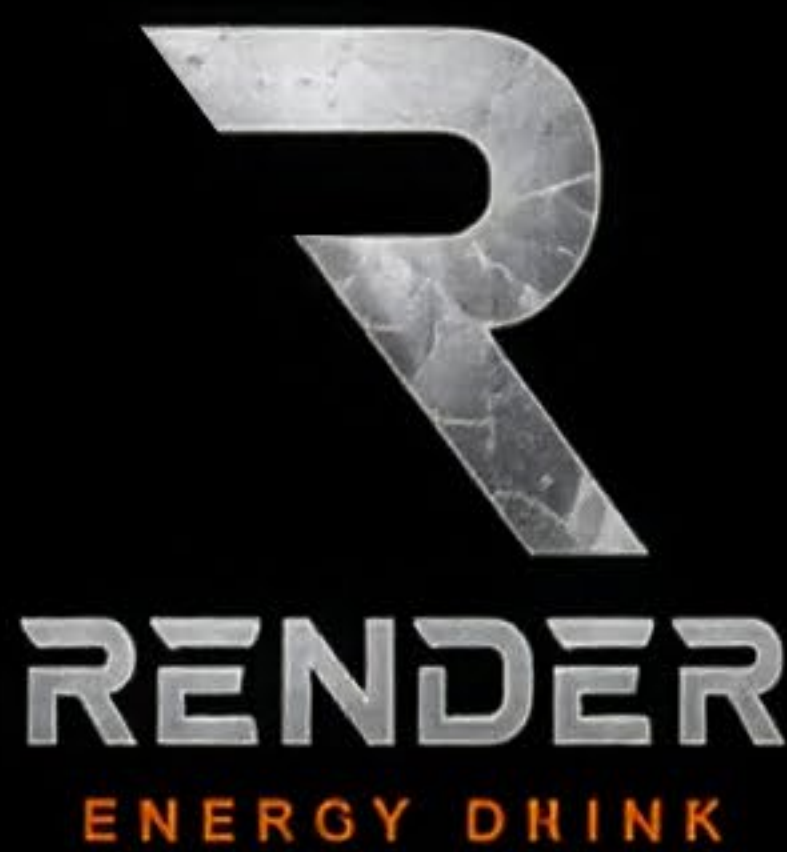
BBAND
INTEGRITY



MEASURABLE
IMPACT

LOGO SYSTEM

PRIMARY LOGO



LOGO VARIATIONS



CLEAR SPACE

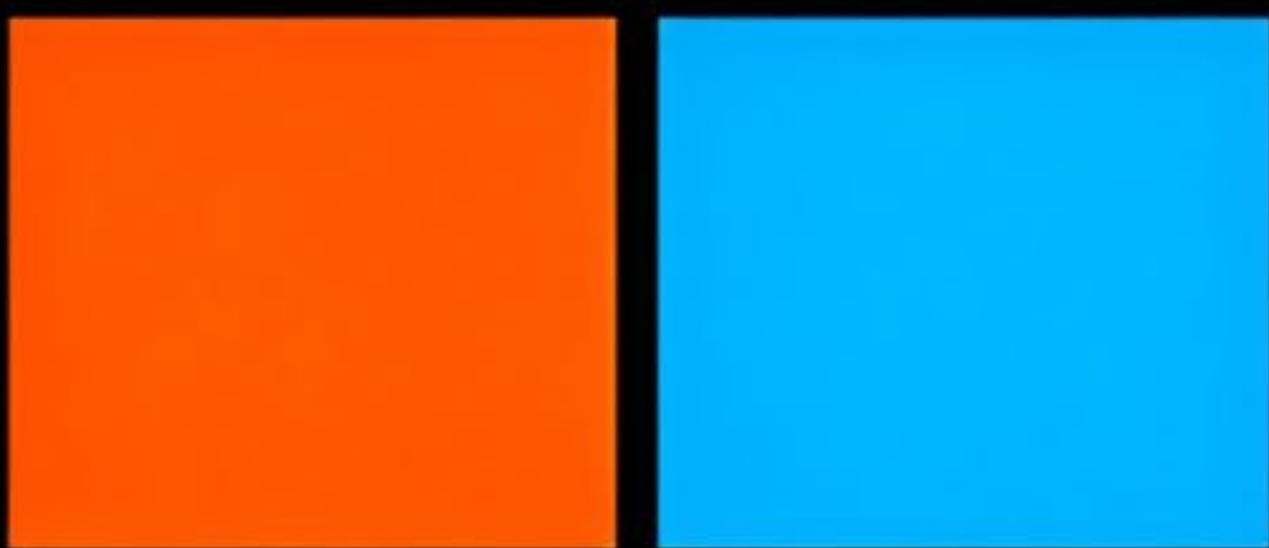


MINIMUM SIZE



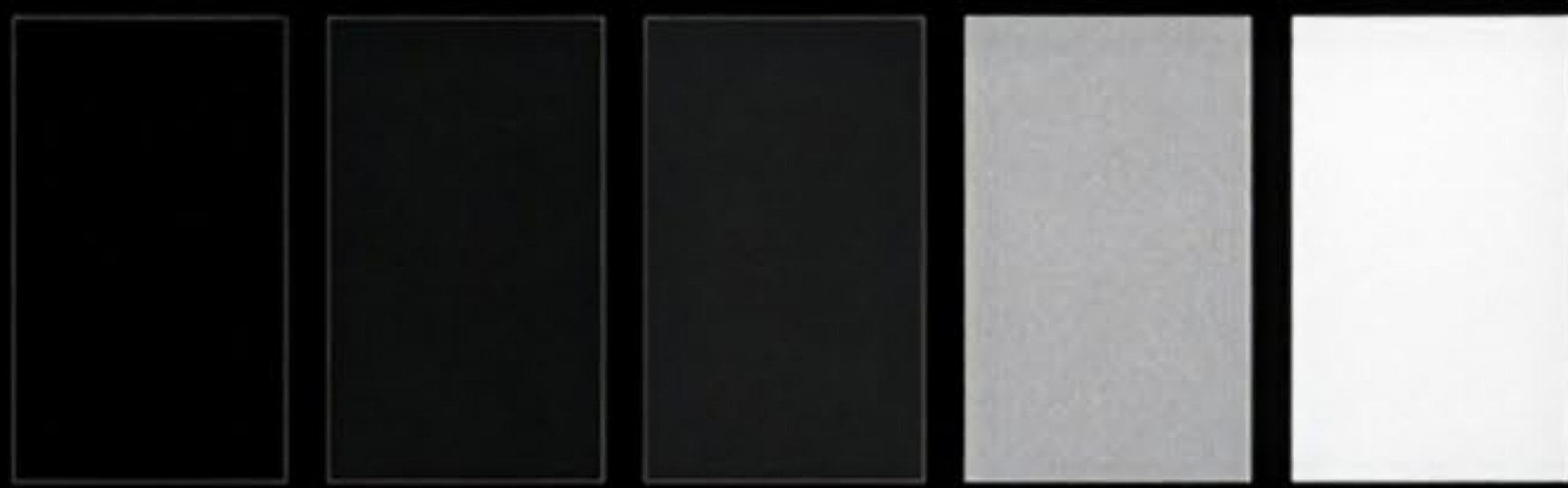
COLOR SYSTEM

PRIMARY COLORS



MOLTEN ORANGE	ELECTRIC BLUE
#FF6A00	#00A82F
C 6 M 65 Y 100 K 0	C 73 M 12 Y 0 K 60
8 256 6 106 5 0	0 0 6 176 6 255

NEUTRALS



JET BLACK	CARV STEEL	CARBON GRAY	MEEAL SHAFT	PURE WHITE
#000000	#A8A8A8	#808080	#AAAAAA	#FFFFFF

ACCENT GRADIENTS



TYPOGRAPHY

PRIMARY TYPEFACE

BEBAS NEUE

BOLD UPPERCASE
FOR IMPACT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

SECONDARY TYPEFACE

RALEWAY

CLEAN. MODERN.
HIGHLY LEGIBLE.

REGULAR

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
0123456789

BRAND ICON SYSTEM

PANEL ICONS



GROUPED ICON ASSETS



FLAVOR ICONS



CITRUS



BLACK GRAPE



FROSTED BERRY

RIGHT FOOTER GRAPHIC



BRAND TAGLINES

PROGRESS EARNED
KEEP BUILDING

TEXTURE LIBRARY

ORGANIC BACKGROUND LINES

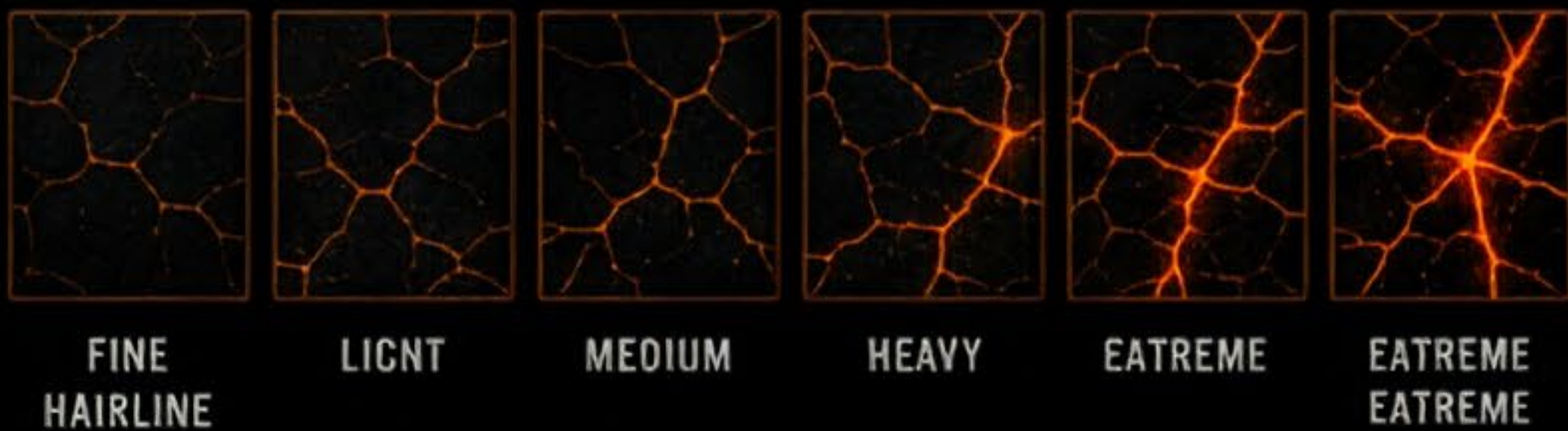


RAISED METAL LINES

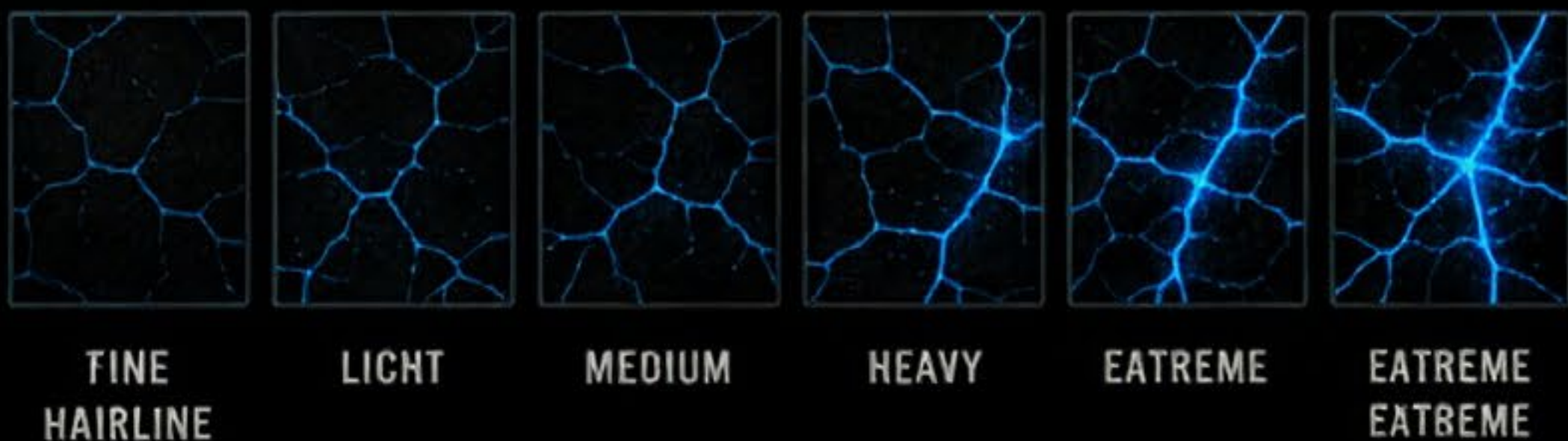


CRACK STYLE (GLOW SEAMS)

MOLTEN ORANGE



ELECTRIC BLUE



PRODUCT APPLICATION



THE STANDARD

Follow these guidelines.
Apply them everywhere.
Protect the brand.
Build the future.
Together.



PROGRESS EARNED
KEEP BUILDING

CAMPAIGN SYSTEM

FUELED BY PURPOSE
DRIVEN BY PROGRESS

Render exists for the ambitious. The ones who put in the unseen hours. The ones who keep building when no one's watching.

Pregress Earned. **Keep Building,**



REAL ENERGY
Clean. Powerful.
Zero sugar.



LASER FOCUS
Sharpened mind.
Dialed in.



BUILT TO ENDURE
All-day electrolytes
and B vitamins.



ZERO COMPROMISE
No sugar. No crash.
Just performance.

LIFESTYLE PHOTOGRAPHY



DESIGN THE FUTURE



TRAIN THE BODY



BUILD THE IMPOSSIBLE



PERFECT THE CRAFT



TELL THE STORY

LIFESTYLE MONTAGE



**DIFFERENT PASSIONS
SAME DRIVE**

PROGRESS EARNED KEEP BUILDING

HERO PHOTOGRAPHY



REV 01: CITRUS
NATURALLY FLAVORED
0 SUGAR PER CAN
ENERGY FOCUS ENDURANCE
+ PROGRESS EARNED +
16 FL OZ (473 mL)

REV 03: BLACK GRAPE
NATURALLY FLAVORED
0 SUGAR PER CAN
ENERGY FOCUS ENDURANCE
+ PROGRESS EARNED +
16 FL OZ (473 mL)

REV 02: FROST BERRY
NATURALLY FLAVORED
0 SUGAR PER CAN
ENERGY FOCUS ENDURANCE
+ PROGRESS EARNED +
16 FL OZ (473 mL)

CAMPAIGN MESSAGING



**NOT FOR EVERYONE
BUILT FOR SOMEONE**



**FOCUS IS YOUR EDGE
USE IT**



**THE HOURS YOU PUT IN
ARE THE RESULTS YOU GET OUT**



**NO EXCUSES. NO SHORTCUTS
JUST PROGRESS**



RENDER
ENERGY DRINK

**PROGRESS EARNED
KEEP BUILDING**

PRINT ADS

THE UNSEEN HOURS
BUILD THE LEGEND



RENDER
ENERGY DRINK
CITRUS
PROGRESS EARNED.
KEEP BUILDING.

DISCIPLINE TODAY
GREATNESS TOMORROW



RENDER
ENERGY DRINK
BLACK GRAPE
PROGRESS EARNED.
KEEP BUILDING.

NO SHORTCUTS
JUST PROGRESS



RENDER
ENERGY DRINK
CITRUS
PROGRESS EARNED.
KEEP BUILDING.

THE WORK YOU PUT IN
IS THE LIFE YOU GET OUT



RENDER
ENERGY DRINK
FROST BERRY
PROGRESS EARNED.
KEEP BUILDING.

KEEP BUILDING
WE'RE ALL WATCHING



RENDER
ENERGY DRINK
CITRUS
PROGRESS EARNED.
KEEP BUILDING.

BRAND ECOSYSTEM

ONE BRAND EVERY TOUCHPOINT ALL PROGRESS

Render is more than a drink.
It's a complete ecosystem built
to inspire, connect, and fuel
ambitious creators everywhere.

- 

CONSISTENT
IDENTITY
- 

UNIFIED
MESSAGE
- 

PREMIUM
EXPERIENCE
- 

BUILT TO
PERFORM
- 

CONNECTS
EVERYWHERE
- 

DESIGNED FOR
GROWTH

WEBSITE



SOCIAL MEDIA



MERCHANDISE



TRADE SHOW BOOTH



PHOTOGRAPHY SYSTEM



MOTION & VIDEO



PRINT COLLATERAL



PACKAGING



BRAND ELEMENTS

LOGO



COLORS



TYPOGRAPHY

BEBAS NEUE
BOLD UPPERCASE
FOR IMPACT

RALEWAY
CLEAN, MODERN,
NIGHTLY LIGIBLE.

TEXTURES & GRAPHICS



ICON SYSTEM

PANEL ICONS



FLAVOR ICONS



GROUPED ICON ASSETS



THE STANDARD

From formula to final touchpoint,
every detail of Render is engineered
to deliver one thing.

**PROGRESS EARNED
KEEP BUILDING**



BRAND GUIDELINES

BUILT WITH PURPOSE
APPLIED WITH
CONSISTENCY

This is the Render standard.
Every color, line, and detail
exists to create recognition,
build trust, and drive impact.



STRATEGIC
INTENT



VISUAL
CONSISTENCY



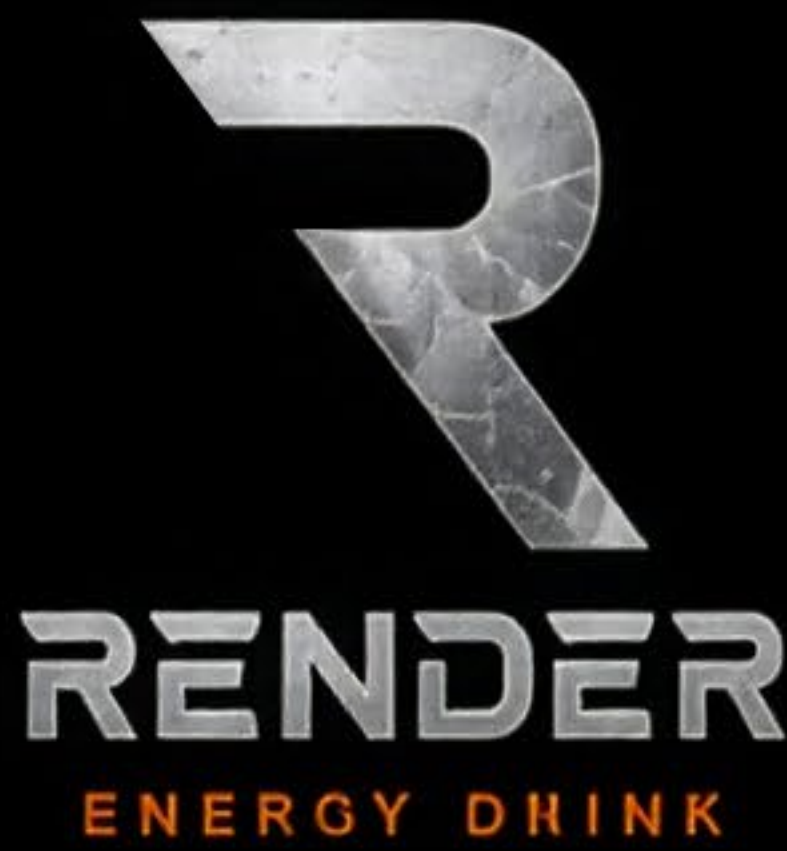
BRAND
INTEGRITY



MEASURABLE
IMPACT

LOGO SYSTEM

PRIMARY LOGO



LOGO VARIATIONS



CLEAR SPACE

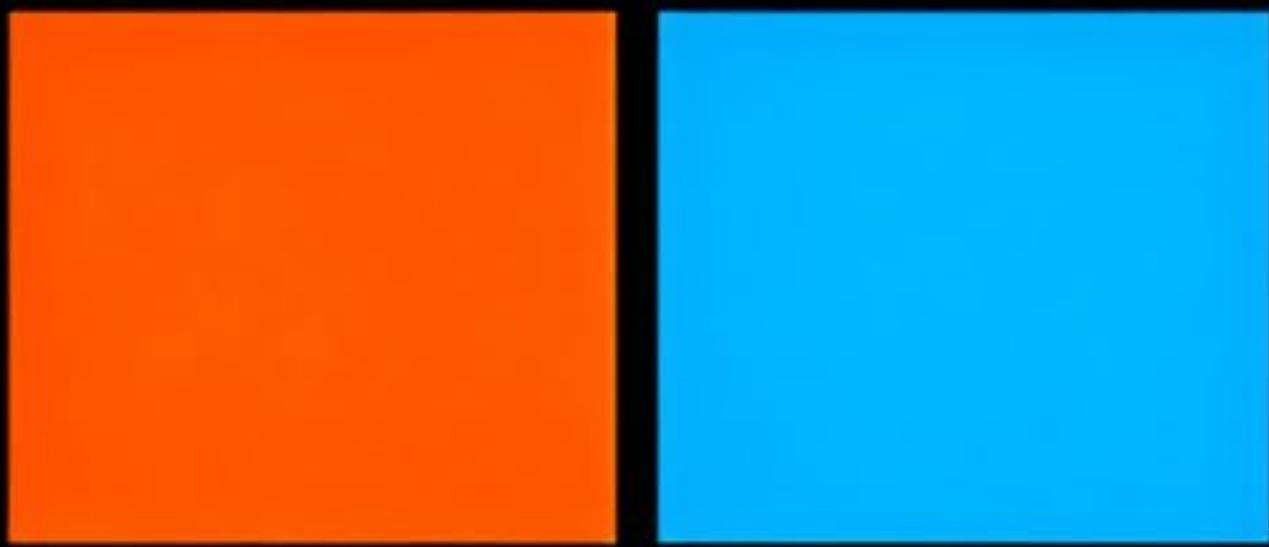


MINIMUM SIZE



COLOR SYSTEM

PRIMARY COLORS



MOLTEN ORANGE	ELECTRIC BLUE
#FF6A00	#006EFF
C 8 M 65 Y 100 K 0	C 73 M 12 Y 0 K 60
8 255 6 106 5 0	0 0 6 178 6 255

NEUTRALS



10T BLACK	CARV STEEL	CARBON COAT	NEEAL SRAFR	PERE WAITE
#0A0A0A	#1A1A1A	#2B2B2B	#A0A0A0	#FFFFFF

ACCENT GRADIENTS



TYPOGRAPHY

PRIMARY TYPEFACE

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FOR IMPACT

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SECONDARY TYPEFACE

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HIGHT LEGIBLE.

REGULAR
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
0123456789

BRAND ICON SYSTEM

PANEL ICONS



GROUPED ICON ASSETS



FLAVOR ICONS



CITRUS BLACK GRAPE FROSTED BERRY

RIGHT FOOTER GRAPHIC



BRAND TAGLINES

PROGRESS EARNED
KEEP BUILDING

TEXTURE LIBRARY

ORGANIC BACKGROUND LINES

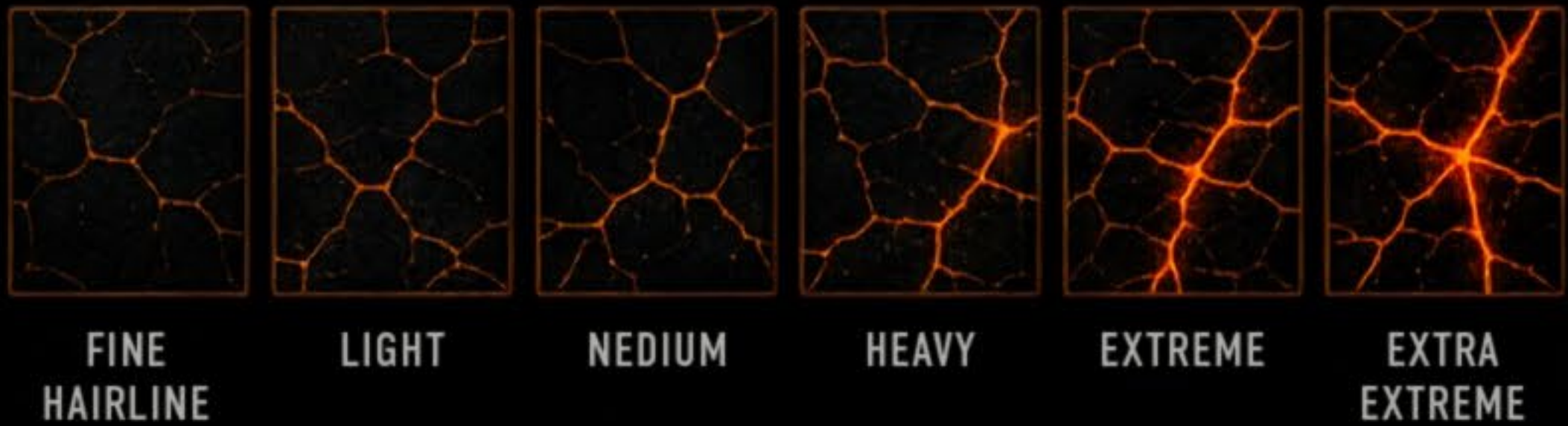


RAISED METAL LINES

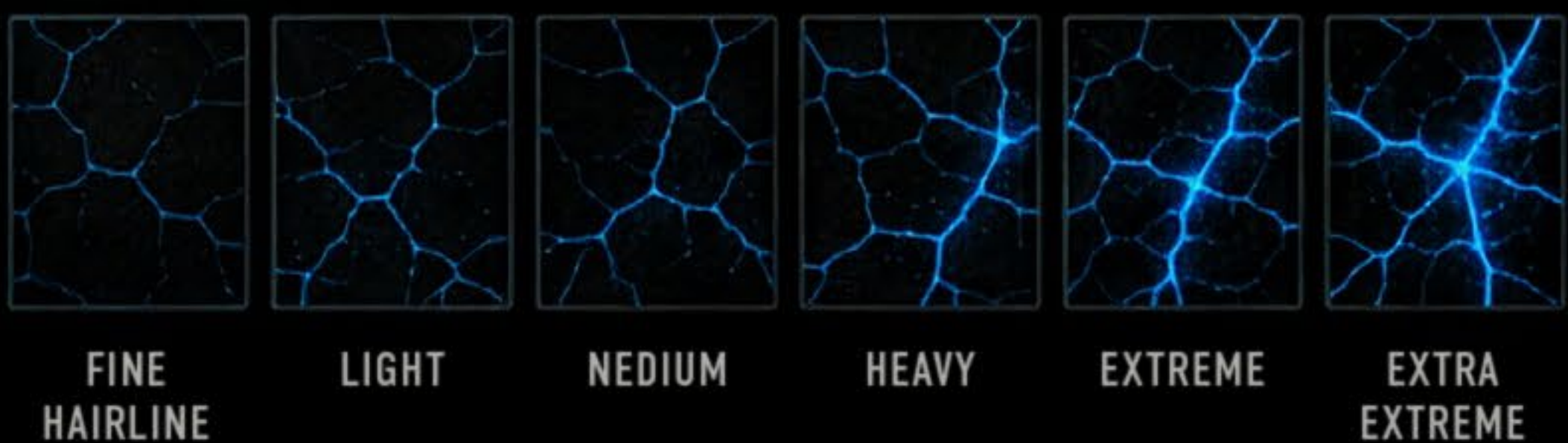


CRACK STYLE (GLOW SEAMS)

MOLTEN ORANGE



ELECTRIC BLUE

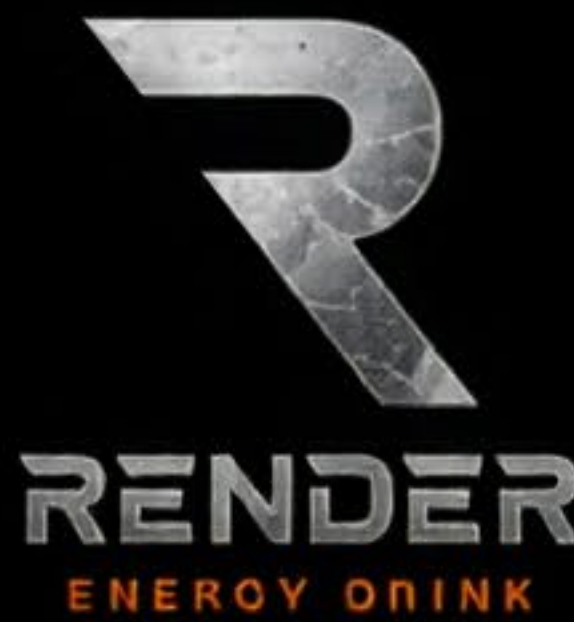


PRODUCT APPLICATION



THE STANDARD

Follow these guidelines.
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PROGRESS EARNED
KEEP BUILDING