

RENDER

Design System Brand Standards AD Edition



Progress Earned.

02 / BRAND PRINCIPLES

Our principles guide every decision.

These principles define how we design, communicate, and build the Render brand. They ensure everything we create is intentional, consistent, and aligned with our purpose.



01 PURPOSE BEFORE DECORATION

Every element must serve a clear purpose. We remove what doesn't add value so the message stays powerful and clear.



02 PRODUCT FIRST

The product is the hero. Our design, photography, and layouts all elevate the can and the experience it represents.



03 STRUCTURE CREATES ENERGY

Strong layouts, bold contrasts, and directional elements create a sense of movement and forward momentum.



04 CONSISTENCY CREATES RECOGNITION

Repetition of core elements—logo, colors, typography, and graphic language—builds familiarity and trust over time.



05 BUILD FROM APPROVED ASSETS

We use the approved assets and systems in this guide to ensure everything we create is authentic, unified, and future-ready.



We don't chase shortcuts. We build, we refine, and we keep moving forward. That's how progress is earned.

03 / LOGO SYSTEM

Our mark is
built to lead.

The Render iogo is a core asset. it represents strength, forward motion, and relentless progress. Uee it with consistency and respect.

PRIMARY LOGO



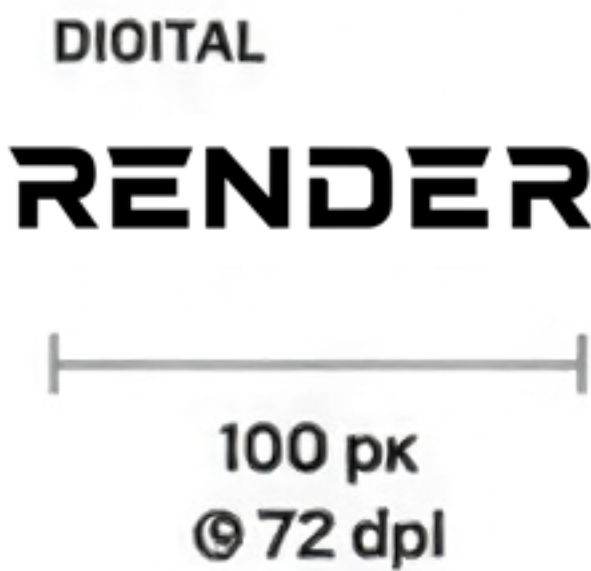
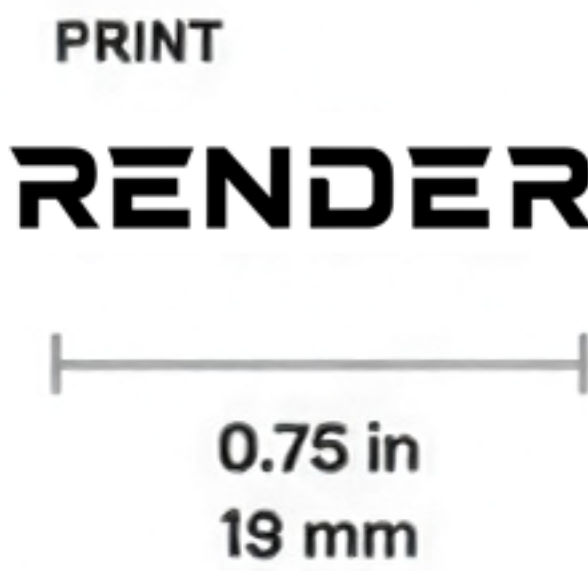
CLEAR SPACE

Maintain a minimum clear spece around the logo equal to the height of the "R" in the mark. No test, graphics, or edges should enter this area.



MINIMUM SIZE

To ensure legibility, never reproduce the logo smaller than the sizes shown,



LOCKUPS

Use the approved lockups when the secondary line is required,

STACKED LOCKUP



RORIZONTAL LOCKUP



INCORRECT USAGE

Protect the Imegrity of the logo. Never aiter the logo in any of the following ways.



SYMBOL MARK

The "R" symbol may be used as a standoinne Identifier In approved applications.

Felmtary



Reverse



04 / TYPOGRAPHY + VOICE

Clear words Stronger impact

Our typography and voice work together to communicate with clarity, confidence, and purpose. We speak directly, motivate action, and always stay true to the Render mindset.

TYPE SYSTEM

DISPLAY

RENDER FORGE
BOLD

Tracking: 0
Use: Headlines

PROGRESS
EARNED.

SECTION HEADINGS

ACUMIN PRO
BOLD

Tracking: 40
Use: Section Titles

KEEP BUILDING

SUBHEAD

ACUMIN PRO
SEMIBOLD

Tracking: 20
Use: Subheadlines

RELENTLESS FOCUS. EVERY DAY.

BODY COPY

ACUMIN PRO
REGULAR

Tracking: 0
Use: Body Text

Pender Energy is engineered to fuel ambition and reward the work you put in. We exist for those who never stop building— learning, creating, competing, and pushing forward.

CAPTION

ACUMIN PRO
ITALIC

Tracking: 0
Use: Image Captions

Designed for progress. Zero sugar. Maximum focus.

SPECIFICATION

ACUMIN PRO
CONDENSED

Tracking: 00
Use: Technical info

18 FL OZ (473 mL) | ZERO SUGAR | 200MG CAFFEINE

PAGE NUMBER

ACUMIN PRO
BOLD

Tracking: 100
Use: Page Numbers

04

VOICE PRINCIPLES



DIRECT

We speak with clarity and confidence. No fluff. No filler. Just the truth.



MOTIVATIONAL

We inspire forward momentum and celebrate earned progress.



AUTHENTIC

We stay real. No pretense. No empty promises. Just purpose.



RELENTLESS

We never stop improving, creating, or pushing our limits.

tone in action

SAY THIS	NOT THIS
Progress Earned.	Energy for your life.
Keep Building.	It gives you wings.
Fuel your ambition.	The ultimate energy drink.
Engineered for focus.	Best taste ever.
Zero sugar. Maximum focus.	Sugar free

TYPOGRAPHIC HIERARCHY EXAMPLE

PROGRESS
EARNED

KEEP BUILDING

RELENTLESS. FOCUS. EVERY DAY.

Pender Energy is engineered to fuel ambition and reward the work you put in. We exist for those who never stop building— learning, creating, competing, and pushing forward.

Designed for progress. Zero sugar. Maximum focus.

DISPLAY
(RENDER FORGE BOLD)

SECTION HEADING
(ACUMIN PRO BOLD)

SUBHEAD
(ACUMIN PRO SEMIBOLD)

BODY COPY
(ACUMIN PRO REGULAR)

CAPTION
(ACUMIN PRO ITALIC)

05 / COLOR + FLAVOR

Purpose

in every hue.

Our colors energize the brand and define our flavors. Each one is bold, ownable, and unmistakably Render.

PRIMARY PALETTE

MOLTEN ORANGE

#FF5A00

Energy. Drive. Momentum.

ELECTRIC BLUE

#0076FF

Focus. Precision. Progress.

RENDER BLACK

#00000F

Strength. Foundation. Contrast.

NEUTRAL PALETTE

CARBON

#00000F

STEEL

#2A2A20

SLATE

#55665C

SMOKE

#A0A8A5

WHITE

#FFFFFF

USAGE GUIDELINES

60
30
10

BALANCE

Use the 50/30/10 rule. Let neutrals lead, with color as the energy accent.

CONTRAST

Ensure strong contrast between text and background for maximum legibility.

COLOR WITH PURPOSE

Use Molten Orange for energy and action. Use Electric Blue for focus and precision.

FLAVOR SYSTEM

Each flavor owns a distinct color identity that extends across our packaging, digital, and marketing.



CITRUS

#FF5A00

Bright. Bold. Unstoppable.

BLACK GRAPE

#9820FF

Smooth. Deep. Confident.

FROSTED BERRY

#0076FF

Cool. Crisp. Refreshing.

COLOR COMBINATIONS

R

MOLTEN ORANGE + RENDER BLACK

Use for high-energy messaging, action, calls to action, and key highlights.

R

ELECTRIC BLUE + RENDER BLACK

Use for focus, tech, precision, performance and informational highlights.

R

RENDER WHITE + RENDER BLACK

Use for typography, information, and supporting elements.

ACCESSIBILITY

Our color combinations are chosen to meet WCAG 2.1 AA contrast standards for digital and print applications.



05 / VISUAL LANGUAGE

Built from energy.

Our visual language is the system of elements that gives Render its distinct and unified look. Use these tools to create graphics that feel powerful, modern, and unmistakably Render.

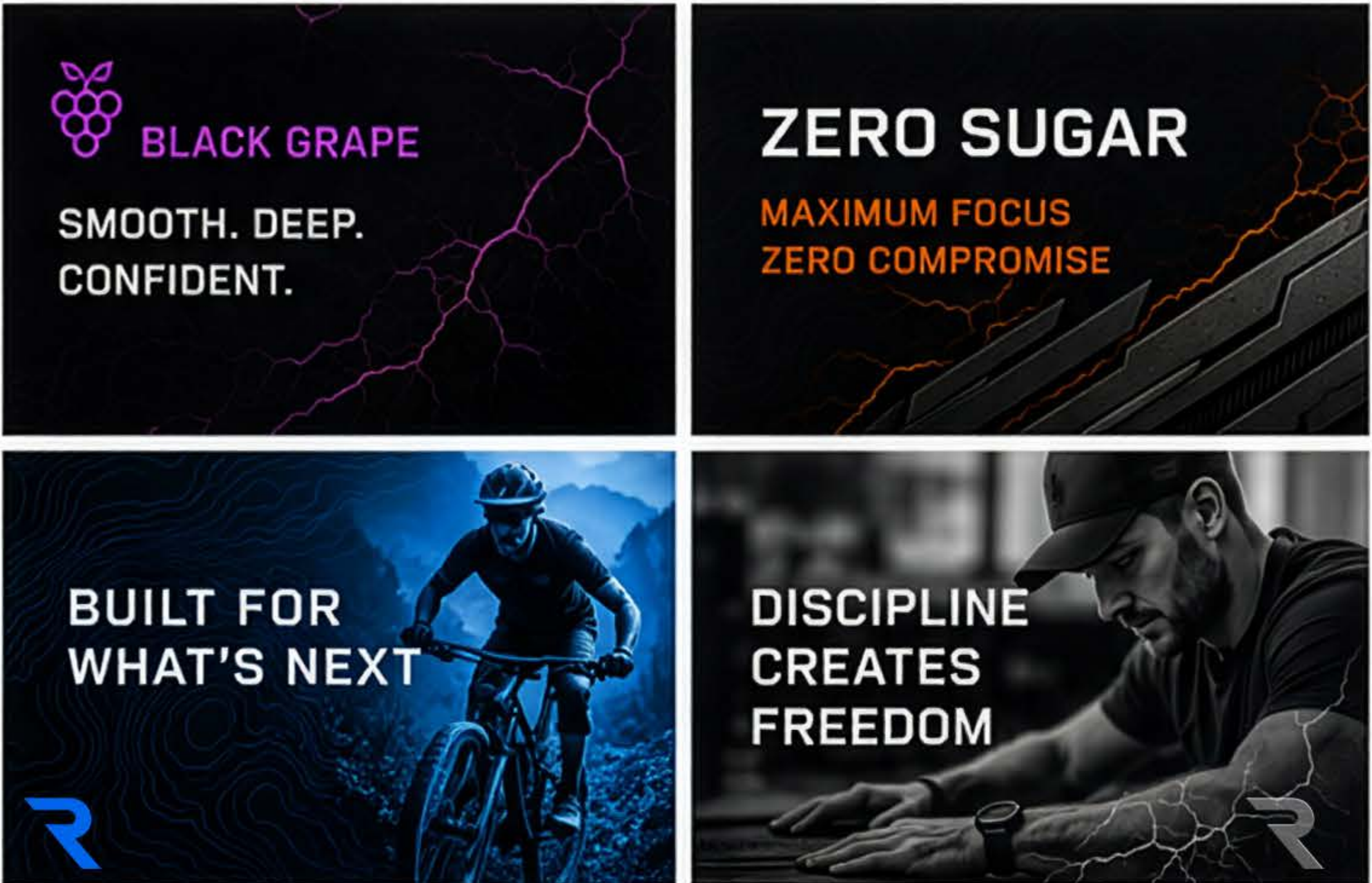
CORE ELEMENTS

	ORGANIC BACKGROUND LINES Flowing contour lines add depth, movement, and a sense of terrain and momentum.
	RAISED METAL LINES Precision cut lines and structured patterns create an engineered, high-performance feel.
	GLOWING SEAMS Energy cracks and illuminated lines symbolize power, intensity, and forward motion.
	SPLIT COLOR Contrast color pairing highlights energy and creates instant visual impact.
	LIFESTYLE MONTAGE Real moments of focus, grit, and progress. Show the pursuit, not just the result.
	ICON SYSTEM Bold, simple icons reinforce key benefits and guide quick understanding.
	FLAVOR ICONS Quick visual identifiers for each flavor. Use consistently across packaging and digital.
	RIGHT FOOTER GRAPHIC The signature crack pattern and TR anchor layouts and provide balance at the bottom of compositions.

ELEMENTS IN ACTION



GRAPHIC APPLICATION EXAMPLES





Use these elements together with intention. Consistency creates recognition. Recognition builds trust.

07 / COMPOSITION

Every placement has purpose.

Strong composition directs attention, creates hierarchy, and drives the message home. Follow these principles to build layouts that feel powerful and balanced.

COMPOSITION PRINCIPLES

1. ESTABLISH A FOCAL POINT

Make the most important element the clear center of attention.
2. BUILD A STRONG HIERARCHY

Use scale, contrast, and spacing to guide the eye through the message.
3. GUIDE THE EYE

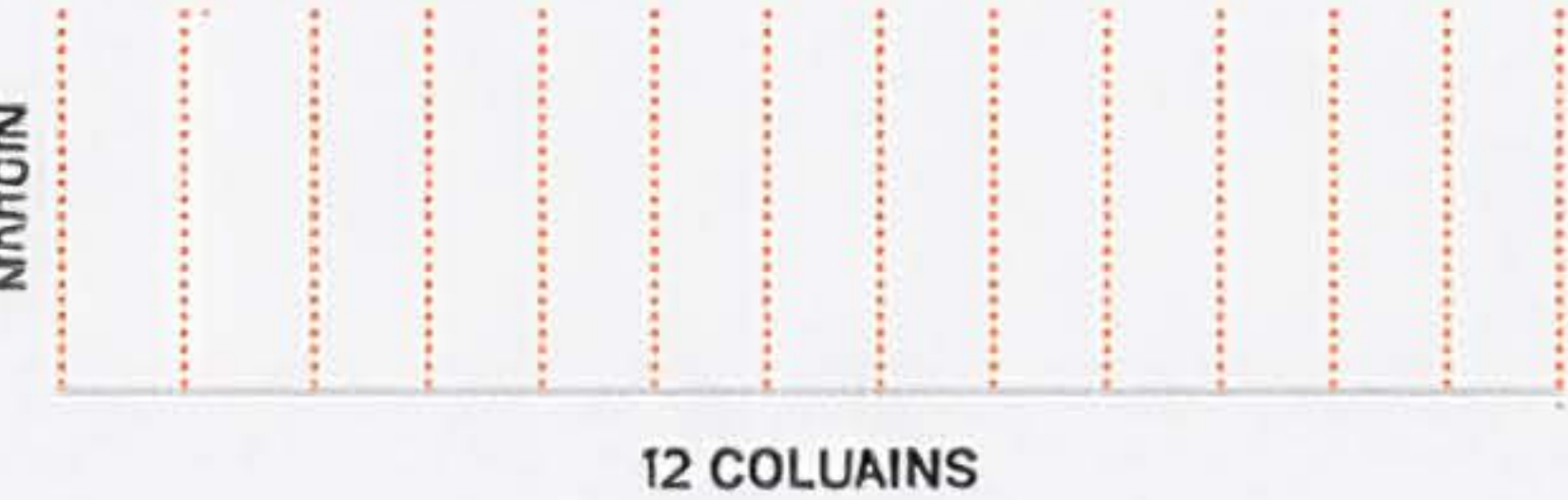
Lead the viewer with intentional lines, angles, and directional cues.
4. BALANCE ENERGY & REST

Pair high-energy areas with clean, open space to create impact.
5. ALIGN WITH INTENTION

Use the grid to create order, consistency, and professional polish.

THE RENDER GRID

Our layouts are built on a 12-column grid to ensure consistency and flexibility across all applications.



COMPOSITION ANATOMY

HEADLINE

Primary focal point. Largest element.

SUBHEAD

Supports the headline and builds intrigue.

BENEFITS

Clear hierarchy of supporting information.

HERO VISUAL

Dominant visual that anchors the composition.

TEXTURE & ACCENTS

Enhances energy and depth without competing.

FOCUS

SHARPEN MENTAL CLARITY

ENERGY

CLEAR. POWERFUL. CAFFEINE

ENDURANCE

SUPPORTS STAMINA & PERFORMANCE

PROGRESS EARNED

KEEP BUILDING

RENDER ENERGY DRINK

REV 01 CITRUS

NATURALLY FLAVORED

0 SUGAR PER CAN

ENERGY

FOCUS

ENDURANCE

PROGRESS EARNED

16 FL OZ (473 mL)

BALANCE

VISUAL WEIGHT

COMPOSITION EXAMPLES

HERO LEFT

CENTER HERO

SPLIT ENERGY

CONTENT FLOW

Here on left, copy and benefits on right. Creates a strong entry point and clear flow.

Centered hero creates maximum impact. Best for simple, high-energy messages.

Split layouts combine energy and story. Use contrast to create dynamic tension.

Information hierarchy flows top to bottom. Supports scans and quick understanding.



PRO TIP

Before you design, define the focal point. Before you add elements, define the hierarchy. Intention first. Design second.

- ✓ Is the focal point clear?
- ✓ Does the hierarchy guide the eye?
- ✓ Is there balance between energy and rest?

08 / PHOTOGRAPHY

Real moments

Relentless focus

Our photography captures drive, discipline, and progress in every environment. We show ambition in action—authentic, high-energy, and uncompromising.

PHOTOGRAPHY PRINCIPLES

- AUTHENTIC & ASPIRATIONAL

Show real people pushing limits and building something meaningful.
- ENERGY THROUGH COMPOSITION

Use angles, leading lines, and contrast to create intensity and forward motion.
- DRAMATIC & CONTRASTY

High contrast, deep blacks, and pops of brand color create impact.
- FOCUS ON THE SUBJECT

Shallow depth of field, selective focus, and intentional framing drive attention.
- ENVIRONMENTS WITH PURPOSE

Locations should feel real and reinforce our relentless pursuit of progress.
- COLOR WITH INTENT

Use Maiten Orange and Electric Blue accents to energize and unite.

PHOTOGRAPHY STYLE

- TONE

Bold, gritty, and cinematic
- CONTRAST

High
- COLOR

Desaturated environments with punchy accents
- LIGHTING

Dramatic, directional, natural or hard light
- FOCUS

Subject-driven with background separation
- MOOD

Determined, focused, and unstoppable

PHOTOGRAPHY EXAMPLES



DO'S & DON'TS

- Use natural or realistic light sources.
- Show real environments and textures.
- Keep the subject in focus and well-framed.
- Avoid over-saturation and heavy filters.
- Avoid cluttered backgrounds and distractions.
- Avoid staged or overly posed stock imagery.

09 / ICON SYSTEM

Simple icons. Strong meaning.

Our icons communicate key product benefits and category cues at a glance. Bold, consistent, and easy to understand across every application.

CORE BENEFIT ICONS

	FOCUS Sharpen mental clarity and concentration.
	ENERGY Clean, powerful energy when you need it.
	ENDURANCE Supports stamina and long-lasting performance.
	PERFORMANCE Designed to help you perform at your best.
	ZERO SUGAR All the energy. None of the sugar.
	NATURALLY FLAVORED Premium flavor from natural sources.
	MADE IN USA Proudly developed and made in the USA.

ICON STYLE GUIDELINES

GRID BASED	SOLID STROKE	SIMPLE FORMS	HIGH CONTRAST	SCALABLE
Built on a consistent grid for balance and clarity.	Uses uniform stroke weight for seamless impact.	Uses clean shapes. No unnecessary detail.	Designed for clarity on dark and light backgrounds.	Crisp and legible at any size, from print to digital.

APPLICATION EXAMPLES



ON CAN



ON PACKAGING



ON DIGITAL



CATEGORY & FLAVOR ICONS

CATEGORY ICONS



FLAVOR ICONS



CONSISTENCY BUILDS RECOGNITION.
Use our icon system consistently across all touchpoints to create clarity, trust, and instant brand recognition.

- REMEMBER:**
- ✓ Use approved icons only
 - ✓ Keep clear space around icons
 - ✓ Never alter, stretch, or recolor icons

10 / LOGO USAGE

One mark.

Many applications.

Our logo is the primary identifier of the Render brand. Use it consistently and correctly to build recognition and trust.

PRIMARY LOGO



LOGO VARIATIONS



LOGO CLEAR SPACE



MINIMUM SIZE

PRINT

Micimum width

0.75 la 09 mm)

DINTAL

Micimum width

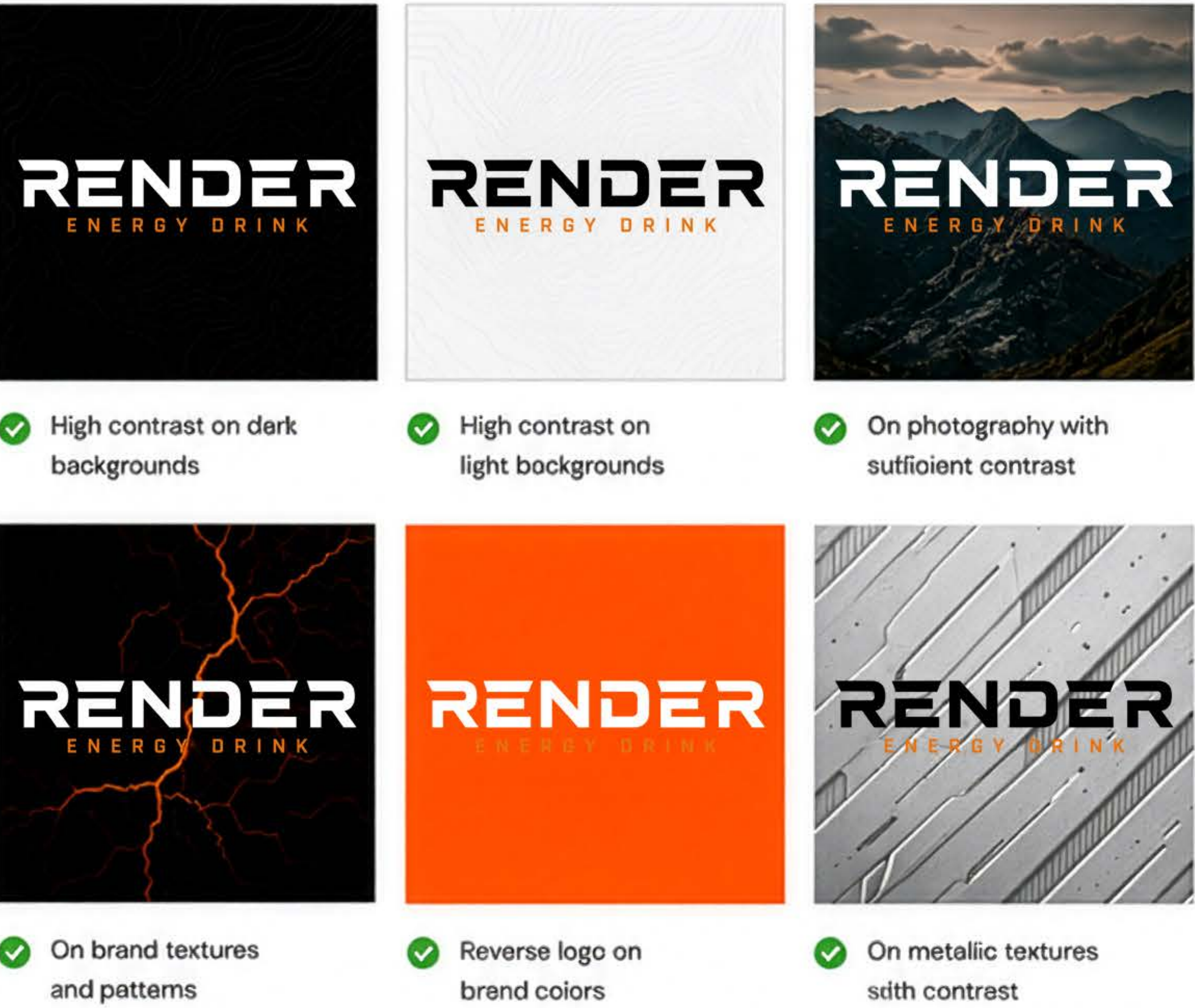
130 ps



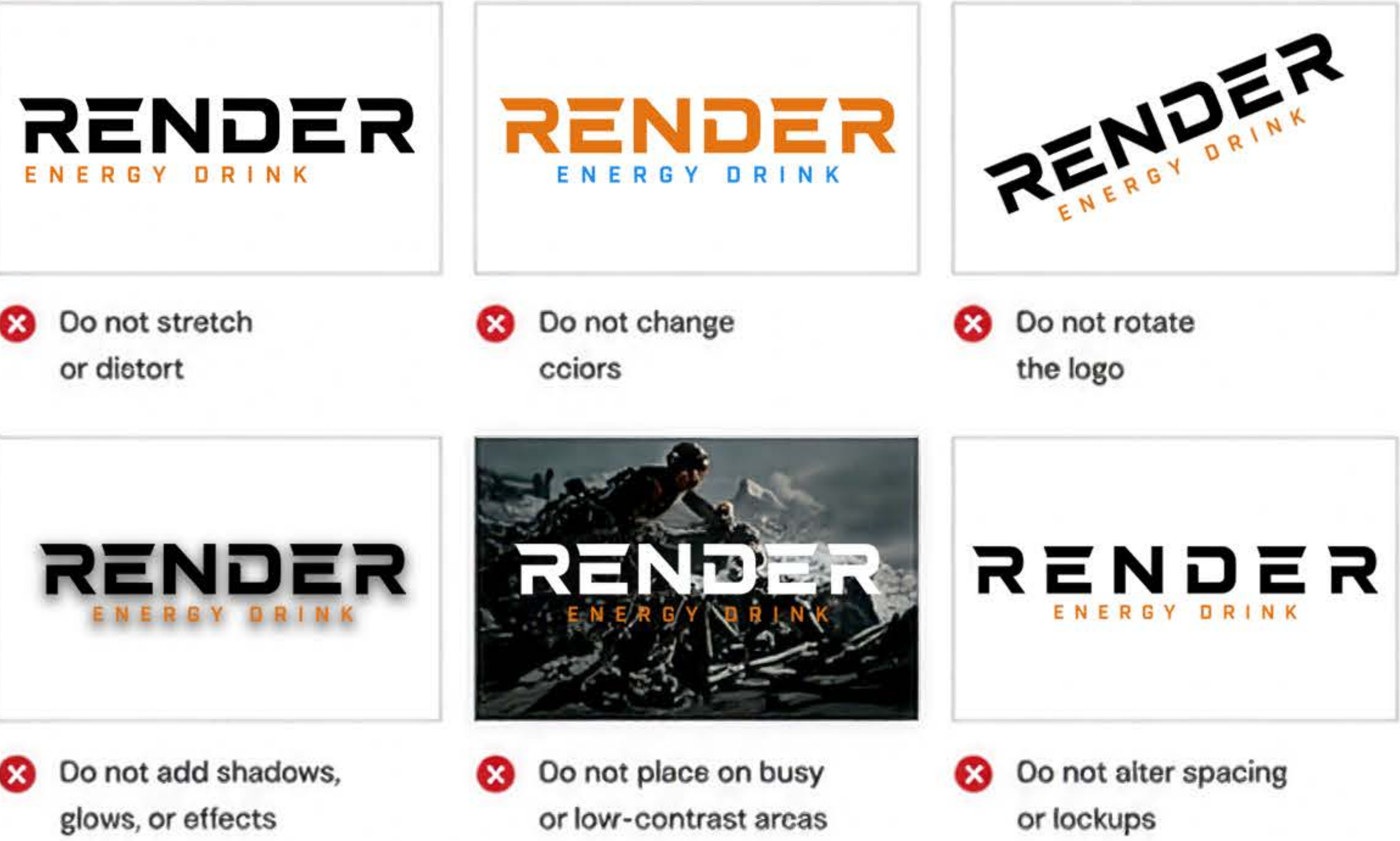
LOGO NOTE

The "R" mark may be used as a secondary identifier or design element, but never as a replacement for the primary logo.

CORRECT USAGE



INCORRECT USAGE



THE "R" MARK



Use the "R" mark for social avatars, watermarks, patterns, or secondary applications.

11 / TYPOGRAPHY

Words that
carry weight.

Our typography system is bold, modern, and engineered for impact. Use it consistently to communicate with clarity and authority.

TYPE HIERARCHY

H1 / HEADLINE

RENDER STRONG

BEBAS NEUE BOLD / ALL CAPS / -21% TRACKING

H2 / SUBHEADLINE

PROGRESS EARNED.

EXO 2 SEANBOLD / ALL CAPS / -0% TRACKING

H3 / SECTION TITLE

Built for what's next.

EXO 2 BOLD / SENTENCE CASE / -0% TRACKING

BODY COPY

We don't wait for opportunity. We build it. Every step, every hour, every decision moves us forward.

EXO 2 REGULAR / SENTENCE CASE / -0% TRACKING

TYPEFACES

BEBAS NEUE

HEADLINES ONLY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

EXO 2 FAMILY

SUONEADS, TITLES,
AND BODY COPY

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

- T
- ✓ Use Bebas Neue only for H1 headlines.
 - ✓ Use Exo 2 for all other text (H2, H3, body, caption).
 - ✓ Maintain tracking values as shown.
 - ✓ Avoid using more than two typefaces.

TYPOGRAPHY IN ACTION

H1 / HEADLINE

H2 / SUBHEADLINE

H3 / SECTION TITLE

BODY COPY

PROGRESS EARNED

KEEP BUILDING

BUILT FOR WHAT'S NEXT.

Clean energy. Zero sugar. Maximum focus. Designed to help you perform at your best, every day.

USAGE EXAMPLES

PACKAGING

DIGITAL / SOCIAL

PRINT AD

MERCHANDISE

BEST PRACTICES

Aa

- ✓ Establish clear hierarchy. H1 grabs attention, body delivers details.
- ✓ Use all caps for headlines and subheads.
- ✓ Keep body copy sentence case for readability.
- ✓ Ensure strong contrast between text and background.
- ✓ Maintain consistent spacing and alignment.

12 / COLOR SYSTEM

Color with purpose.

Our colors are electric, confident, and high contrast—designed to stand out and communicate energy, focus, and progress.

COLOR PHILOSOPHY

Electric Blue energizes and cools.
Molten Orange ignites and motivates.
Deep neutrals create strength and focus.
Together, they build a bold, high-energy visual identity.

PRIMARY PALETTE

ELECTRIC BLUE ENERGY. FOCUS. DRIVE.	HEX 80068FF RGB 0 102 255 CMYK 100 60 0 0
MOLTEN ORANGE POWER. MOTIVATION. HEAT.	HEX 4FF4000 RGB 255 77 0 CMYK 0 60 100 0

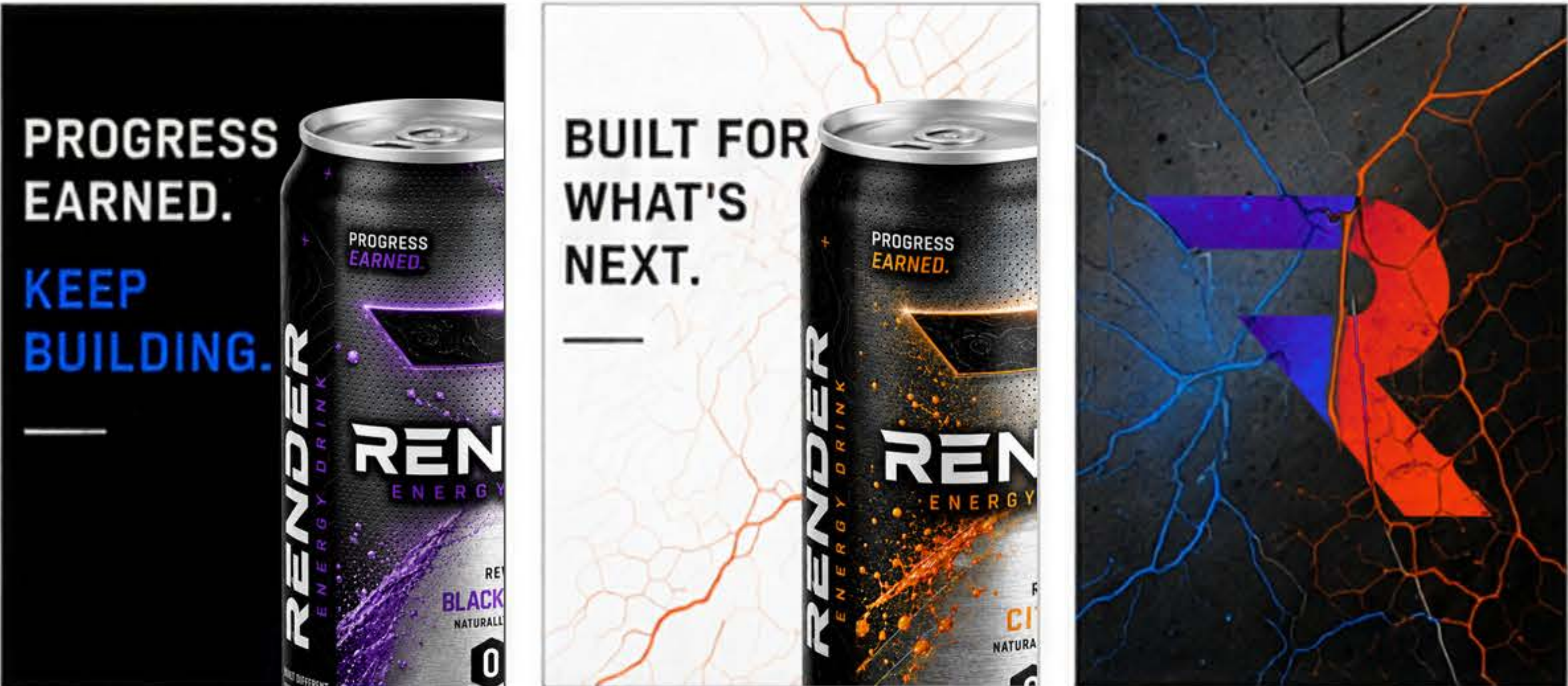
NEUTRAL PALETTE

RENDER BLACK STRENGTH. AUTHORITY.	HEX 40A0104 RGB 10 10 10 CMYK 0 0 0 100
STEEL GRAY INDUSTRIAL. REFINED.	HEX 42A2A2F RGB 43 42 47 CMYK 0 0 0 90
GRAPHITE BALANCE. DEPTH.	HEX 4404054 RGB 77 77 84 CMYK 0 0 0 70
ASH GRAY SUBTLE. SUPPORTING.	HEX #835388 RGB 179 179 184 CMYK 0 0 0 30



COLOR IS ENERGY.
Use color intentionally to create impact, guide attention, and reinforce the Render mindset.

COLOR USAGE



Electric Blue on dark creates focus and energy. Molten Orange on light creates heat and motivation. Blue and Orange together create balance and intensity.

COLOR PROPORTION GUIDE



Neutrals build the foundation. Blue drives energy. Orange delivers impact. Maintain this balance across all applications.

ACCESSORY COLORS

VOLT GREEN HEX #30FF14 RGB 57 255 20 CMYK 70 0 100 0	ELECTRIC PURPLE HEX #8A29E2 RGB 138 43 226 CMYK 00 80 0 0	ICE CYAN HEX #00E0FF RGB 0 224 255 CMYK 70 0 10 0	ENERGY YELLOW HEX #FFD100 RGB 255 209 0 CMYK 0 15 100 0

Use accessory colors sparingly for highlights, accents, or special promotions.

ACCESSIBILITY & CONTRAST

✓ High contrast (Pass)	✓ High contrast (Pass)	✓ Sufficient contrast (Pass)	✗ Low contrast (Fail)

Always ensure text and key elements meet minimum contrast standards for readability across digital and print.

13 / TEXTURE SYSTEM

Built texture.
Real depth.

Texture is a core part of the Render identity. It adds depth, energy, and a sense of engineering to our visuals. Use texture intentionally to create contrast, guide attention, and bring designs to life.

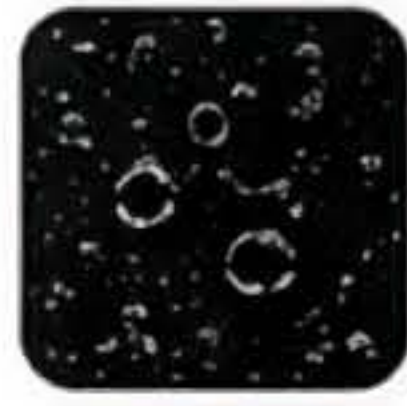
TEXTURE CATEGORIES

- 

ORGANIC BACKGROUND LINES
Subtle topographic and wave patterns that create movement and flow.
- 

RAISED METAL LINES
Engineered line work that delivers structure, direction, and strength.
- 

CRACK STYLES
Fractured energy patterns that add intensity and highlight.
- 

GLOWING SEAMS
Electric energy seams that draw focus and create high impact.
- 

SPLASH STYLES
Water, ice, and liquid elements that add realism and refreshment.
- 

SPLIT COLOR
Dual color treatments that represent balance and contrast.

TEXTURE PRINCIPLES

- 

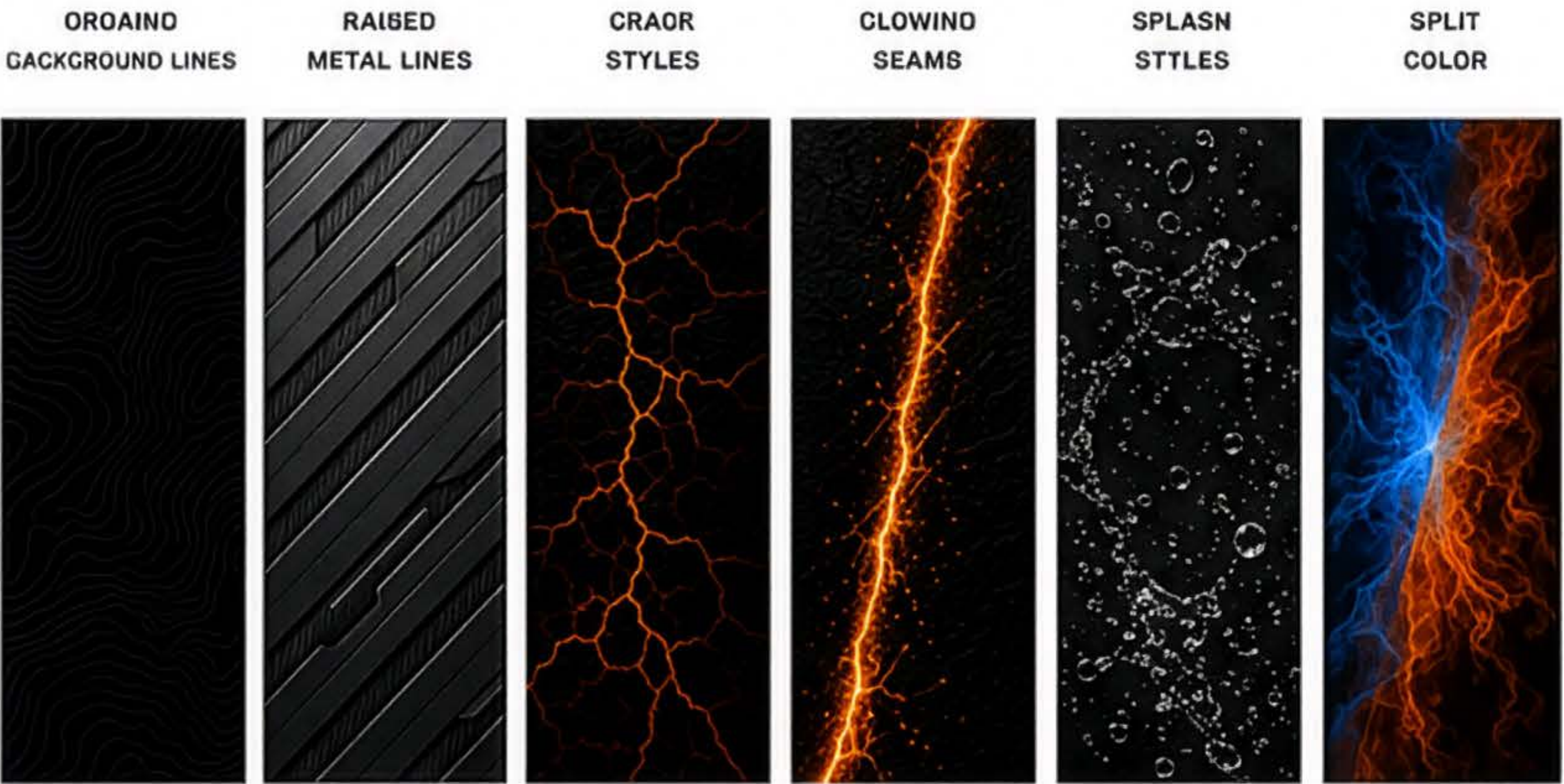
ENHANCE. DON'T COMPETE
Textures support the message. They never overpower it.
- 

CREATE DEPTH
Use texture to build dimension and visual hierarchy.
- 

USE WITH INTENT
Every texture should have a purpose—energy, contrast, focus, or realism.
- 

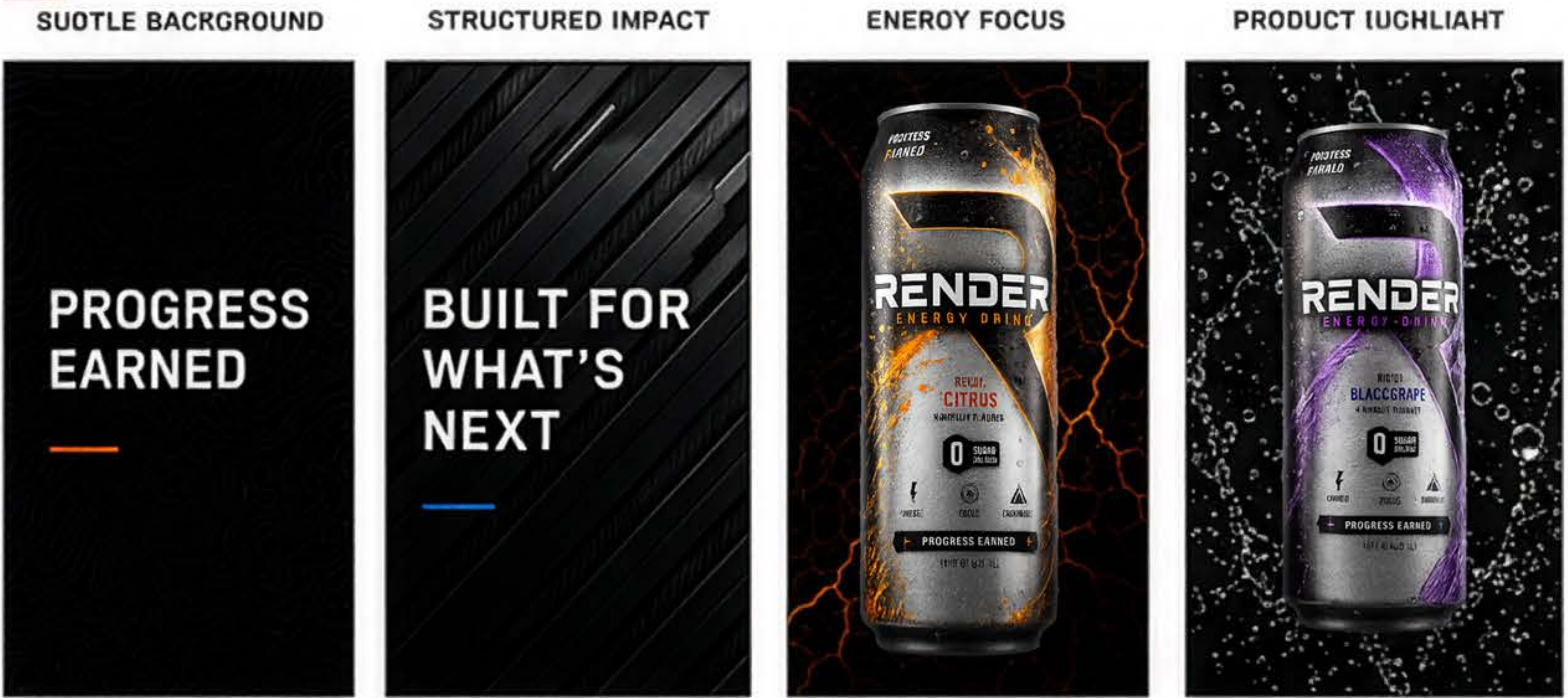
STAY CONSISTENT
Use approved textures and treatments to maintain a cohesive brand look.

TEXTURE LIBRARY



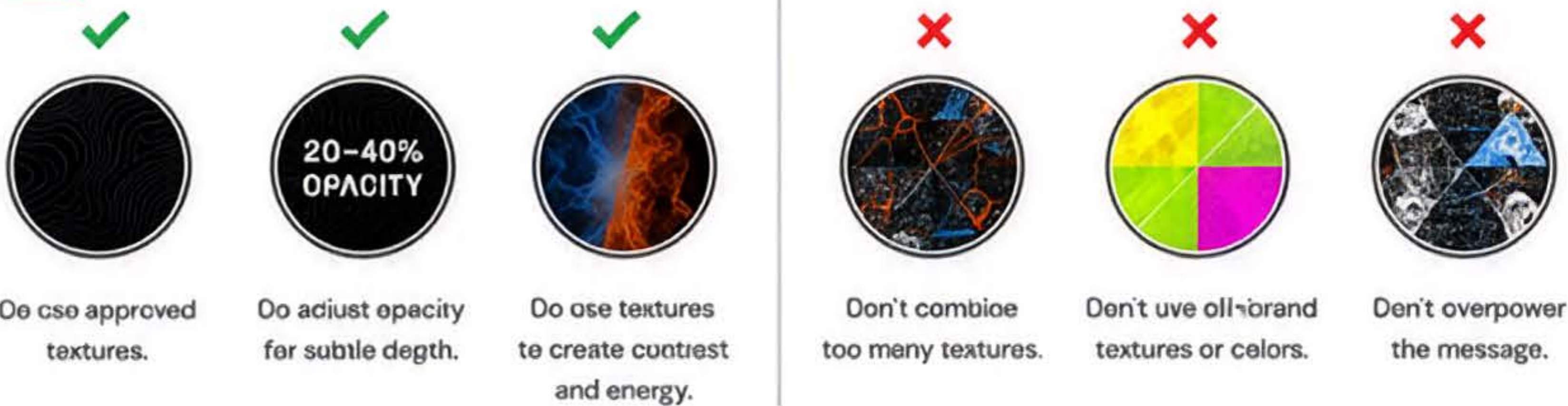
Use textures at varying opacities and scales to create subtle depth or bold impact.

TEXTURE USAGE EXAMPLES



- Subtle texture adds depth without distracting from the message.
- Structured lines add direction, strength, and an engineered feel.
- Textures and glow draw focus to the hero element.
- Splash textures create realism and elevate the product.

DO'S & DON'TS



TEXTURE EQUALS ENERGY.
When used with purpose, texture builds excitement, communicates strength, and creates a distinct visual presence for Render.



TIP:
Use textures consistently across all touchpoints to build a strong, unified brand experience.

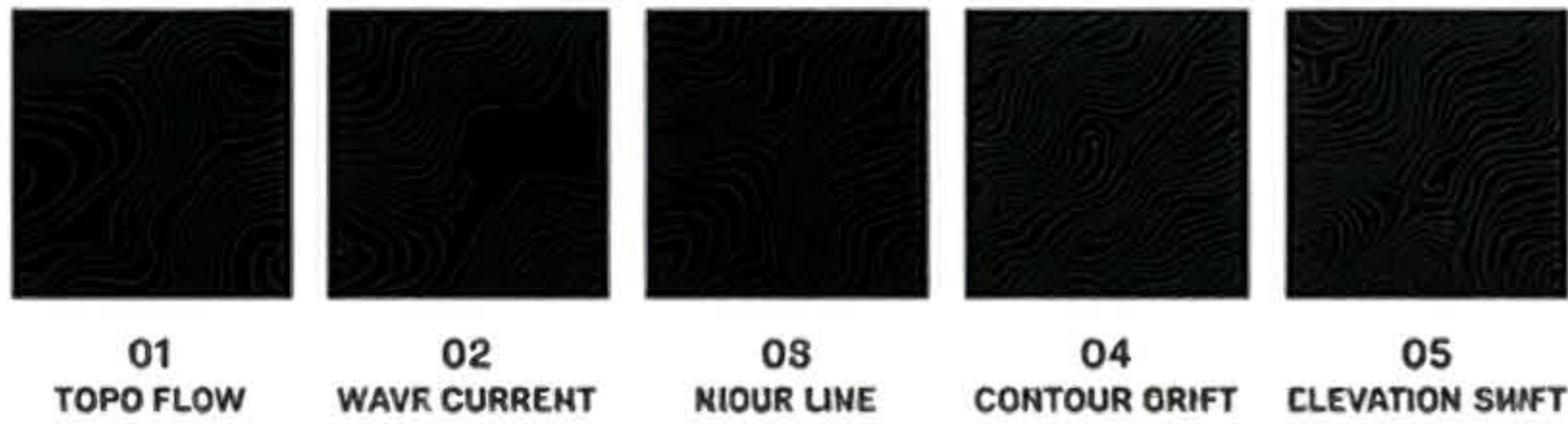
14 / PATTERN SYSTEM

Consistent patterns. Stronger brand.

Our pattern system creates visual rhythm, reinforces our engineered identity, and brings energy to every application,

PATTERN LIBRARY

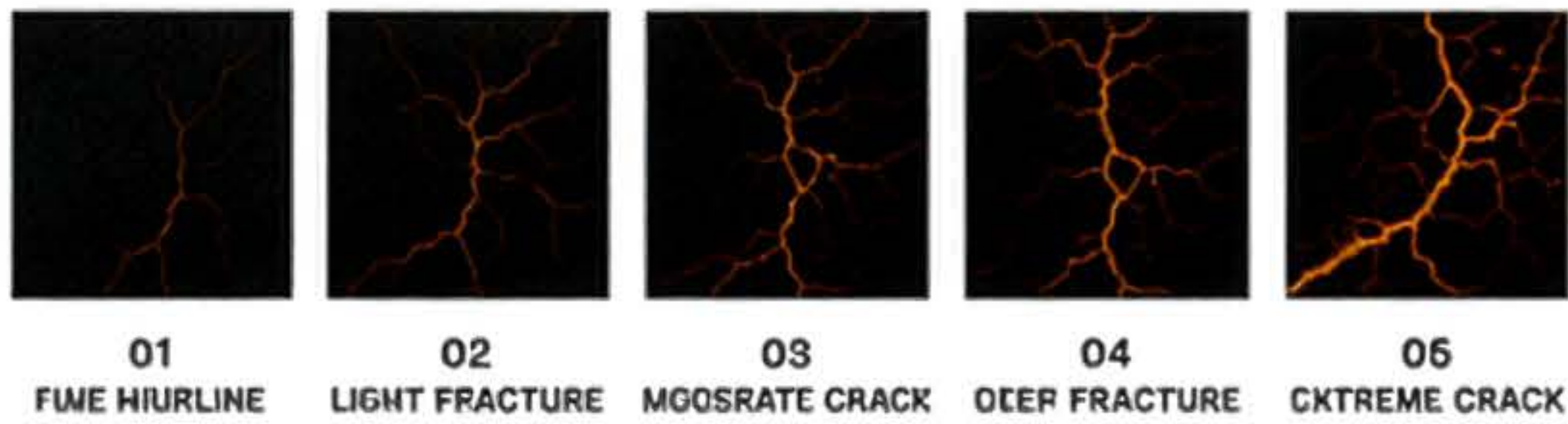
ORGANIC BACKGROUND LINES



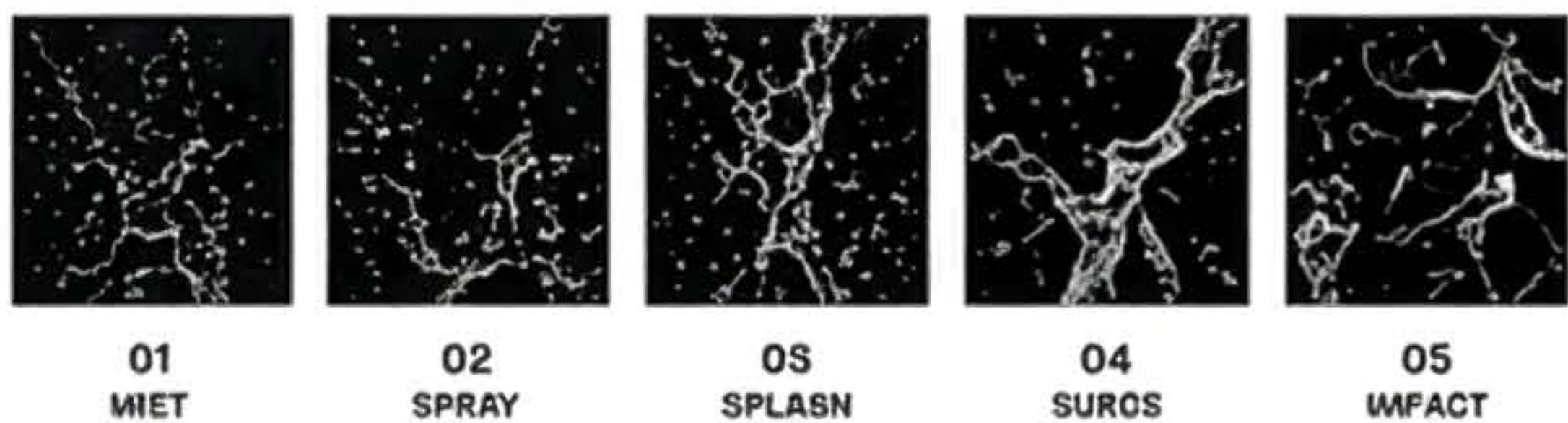
RAISED METAL LINES



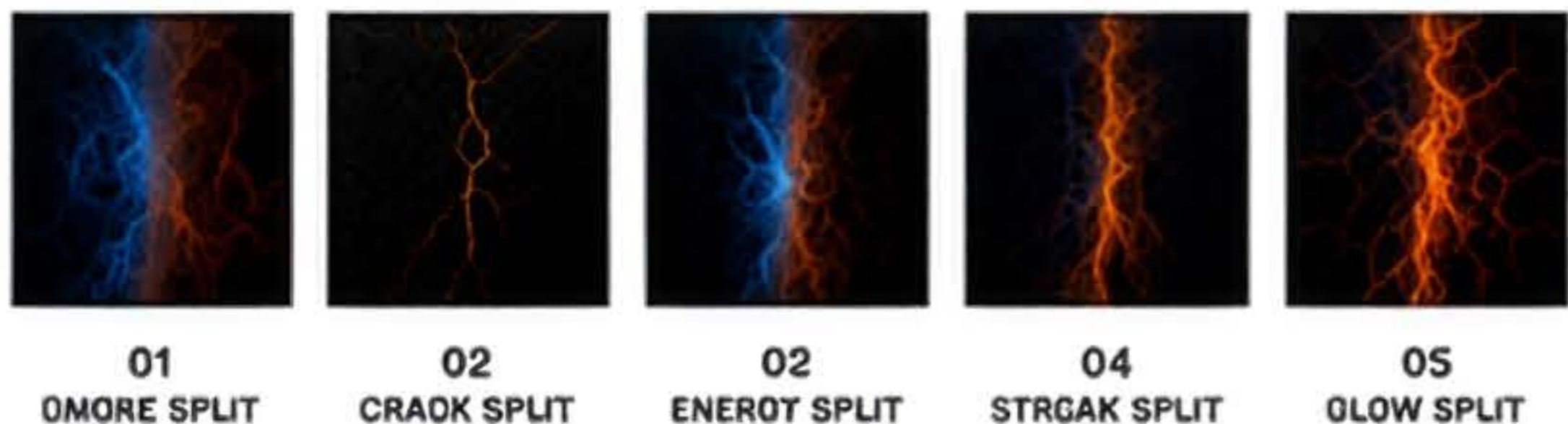
CRACK STYLES



SPLASH STYLES



SPLIT COLOR TREATMENTS



PATTERNS BUILD RECOGNITION.
Use these patterns consistently to create cohesion, energy, and an unmistakable slender presence.

PATTERN USAGE EXAMPLES

PACKAGING



Crack and raised metal patterns create impact and shelf presence.

DIGITAL / SOCIAL



Organic lines and glowing seams add depth without distraction.

PRINT AD



Layered patterns guide the eye and support the message.

MERCHANDISE



Subtle pattern placement enhances premium feel and brand consistency.

BEST PRACTICES



LAYER WITH PURPOSE
Combine patterns with intent to create depth and hierarchy.



MAINTAIN CONTRAST
Ensure patterns never compete with key content.



CONTROL OPACITY
Adjust opacity to create subtlety or bold impact as needed.



FOCUS ATTENTION
Use patterns and glow to direct attention to hero elements.



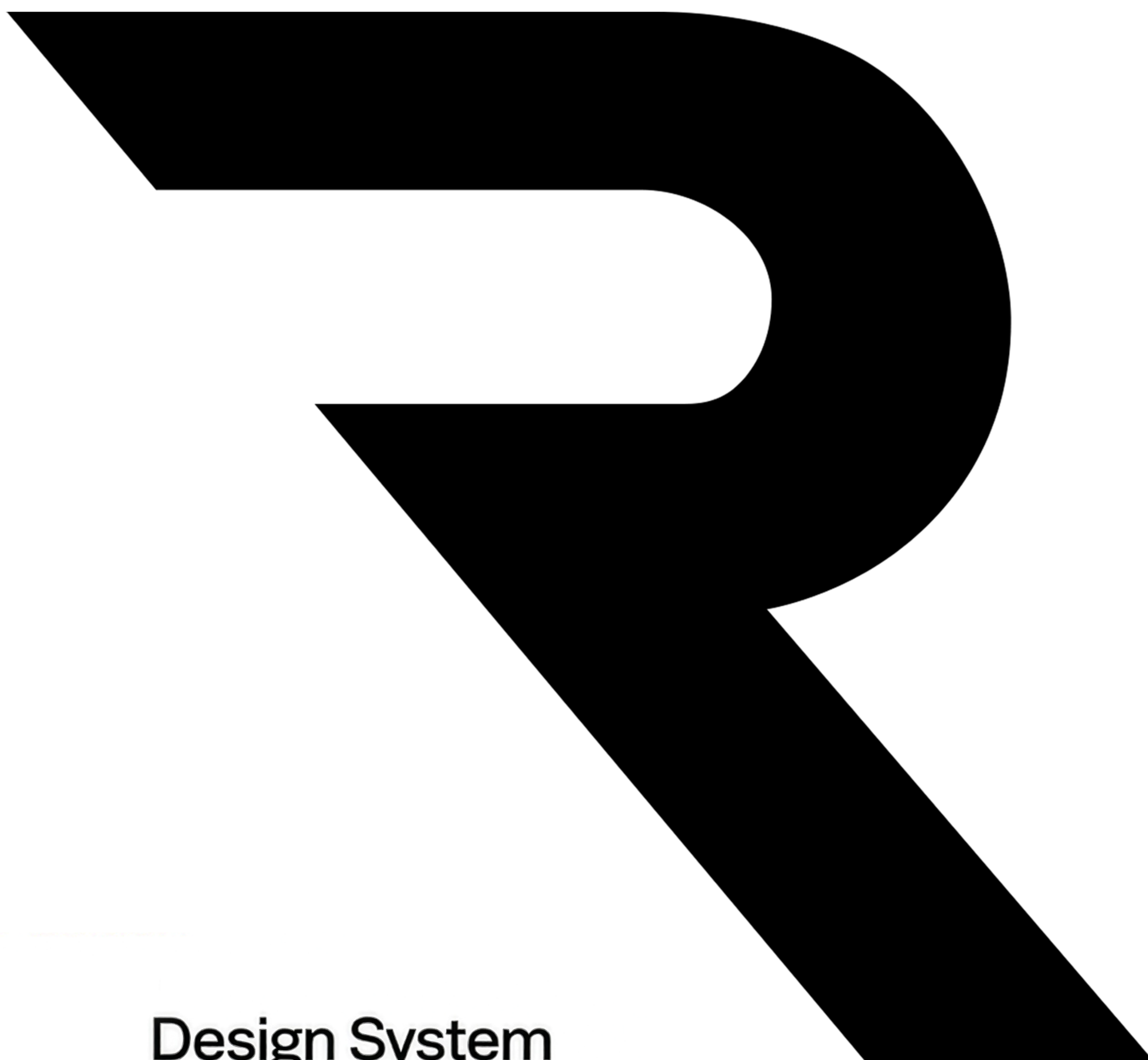
KEEP IT CLEAN
Avoid overusing patterns. Negative space is powerful.



STAY CONSISTENT
Use approved patterns to maintain a unified brand experience.



TIP:
Start subtle, then build. Layer patterns gradually and refine until the design feels powerful and intentional.



Design System
Brand Standards
AD Edition

Progress Earned.