Aug 4, 2025

K2 BRAND GUIDELINES

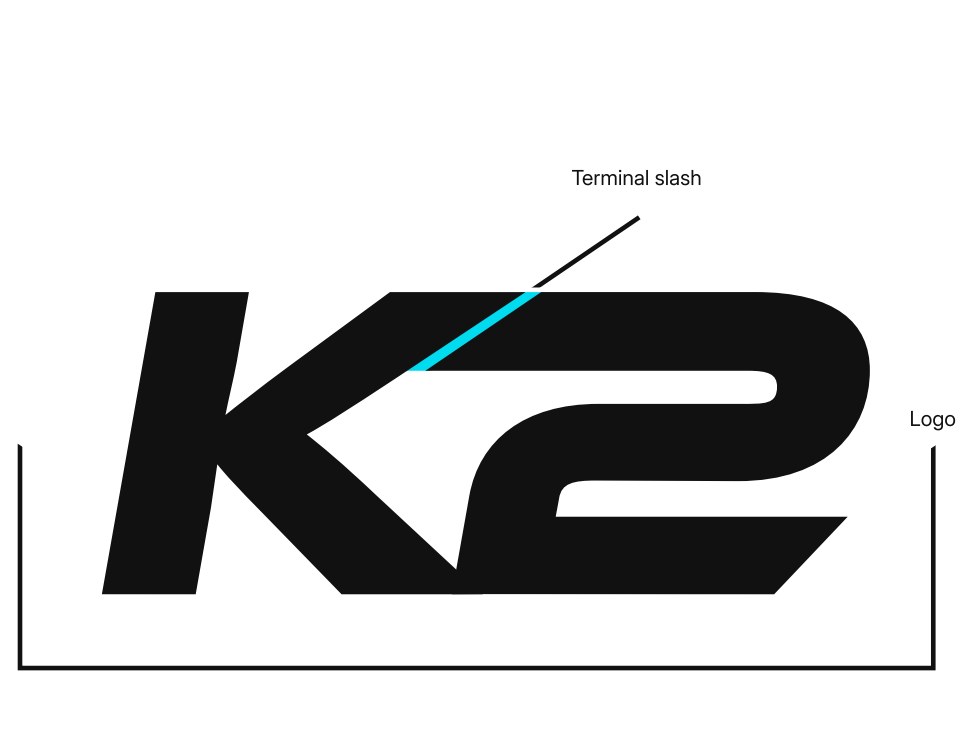
Logo

Our Logo Is The Most Consistent Part Of Our Brand's Visual Identity. While Size And Placement Can Adjust, The Design Should Never Change. Consistency Builds Recognition And Trust Over Time.

Breakdown

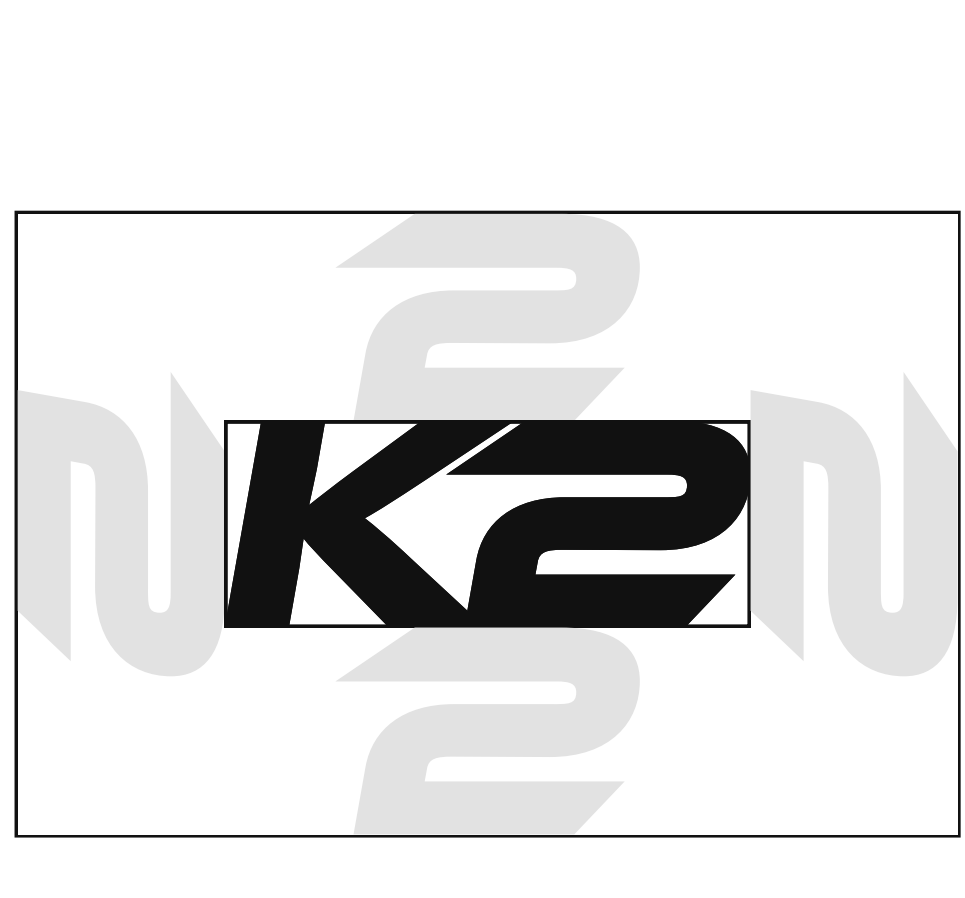
The K2 Logo Uses Ethnocentric Italic, With A Terminal Slash At 8px Stroke Weight.

Please Only Use An Official, Prepared Vector File. Do Not Attempt To Recreate The Logo.



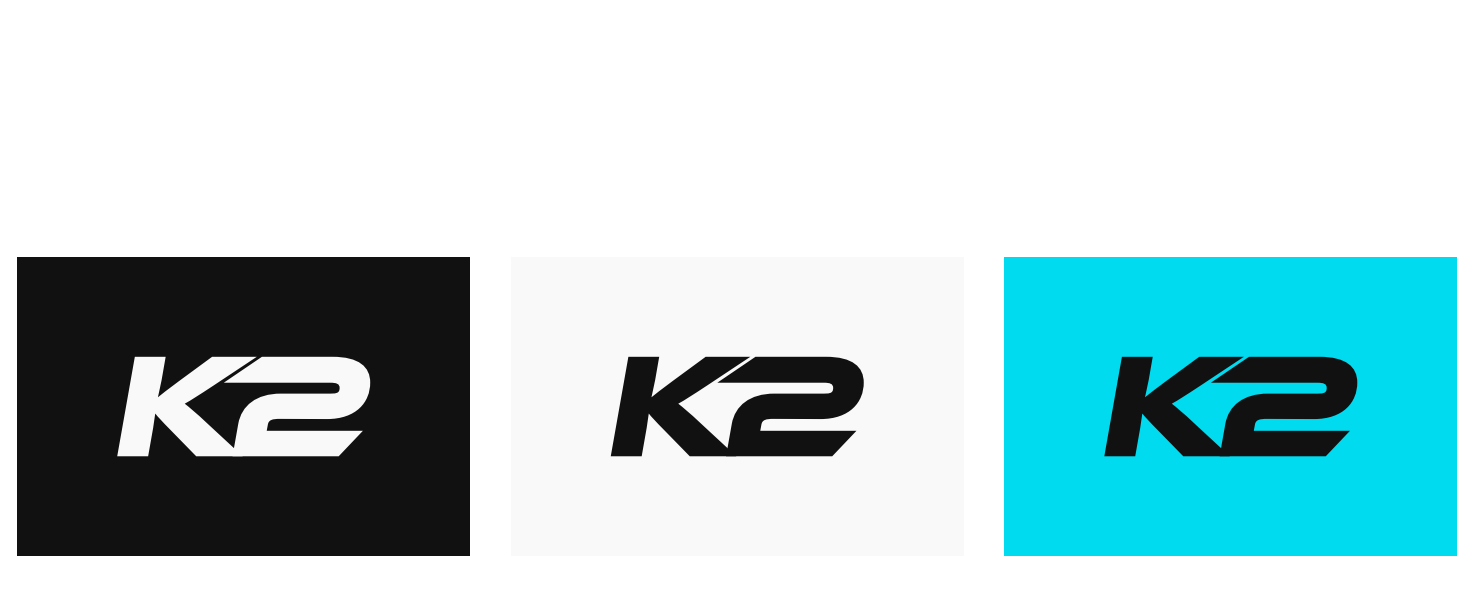
Clear Space

Clear Space Must Be At Least Equal To The Size Of The K2 Logo.



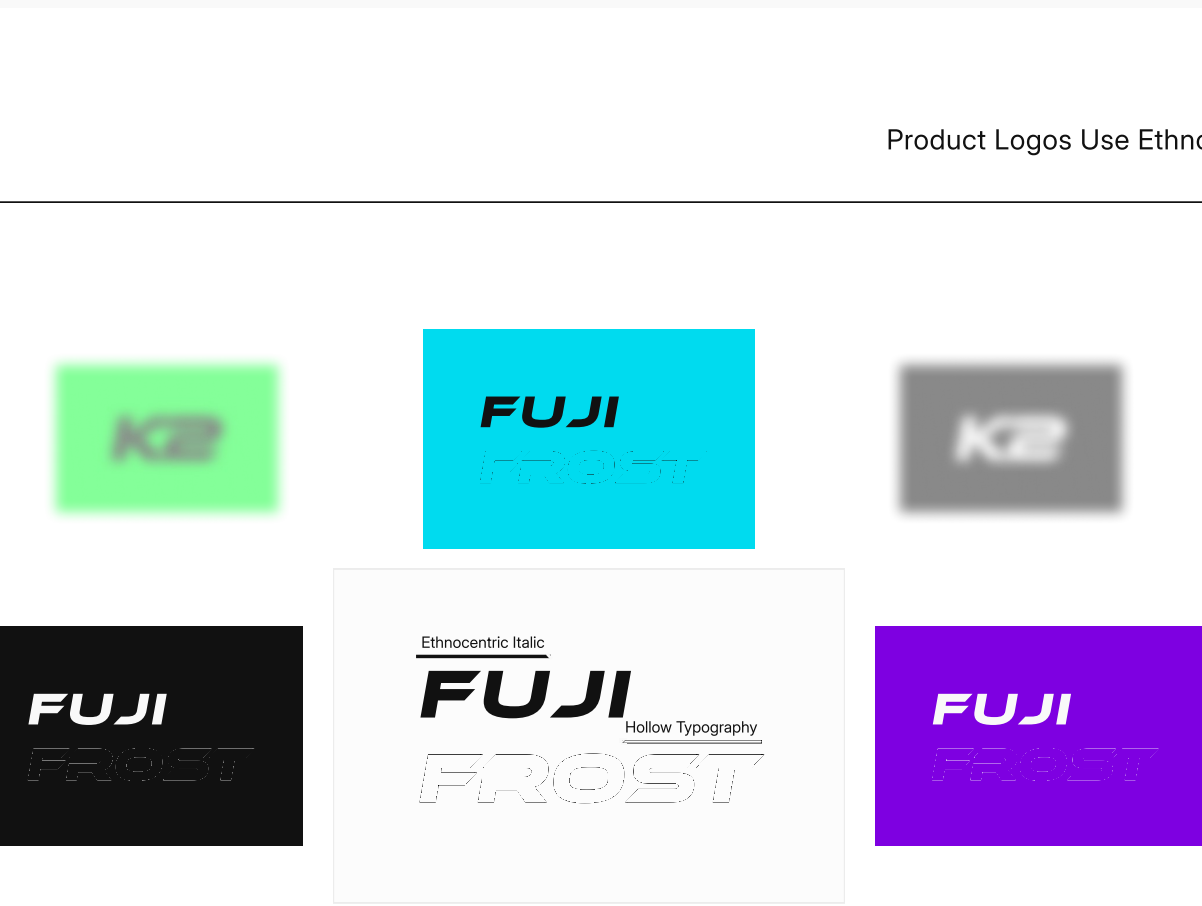
Usage on Backgrounds

The Logo Must Appear Only On Colored Backgrounds That Maintain A Minimum 6.00 WGA Rating.



Product Logos

Product Logos Use Ethnocentric Italic, Hollow Style.



Typography

Typography Shapes How Our Brand Speaks Visually. The Typefaces Stay Consistent, But Size And Weight Can Shift Based On The Message Or Medium.

Headlines

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Archivo Bold

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 # $ & ?

Family

Thin
ExtraLight
Light
Regular
Medium

SemiBold
Bold
ExtraBold
Black

Poppins Semi Bold

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 # $ & ?

Family

Thin
ExtraLight
Light
Regular
Medium

SemiBold
Bold
ExtraBold
Black

Text

Please Only Use An Official, Prepared Vector File. Do Not Attempt To Recreate The Logo.

Inter 28pt Regular

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 # $ & ?

Family

ExtraLight
Thin
Light
Regular
Medium

SemiBold
Bold
ExtraBold
Black
ExtraLight Italic

Thin Italic
Light Italic
Italic
Medium Italic
Semibold Italic

Bold Italic
ExtraBold Italic
Black Italic

Color

Color Quickly Creates Emotion And Recognition. Our Core Palette Should Stay Consistent, But Its Use Can Shift—Lighter Tones For Softer Messages, Bold Colors For Energy Or Urgency.

Brand

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#06FF30

#00DCF0

#121212

#7E00E1

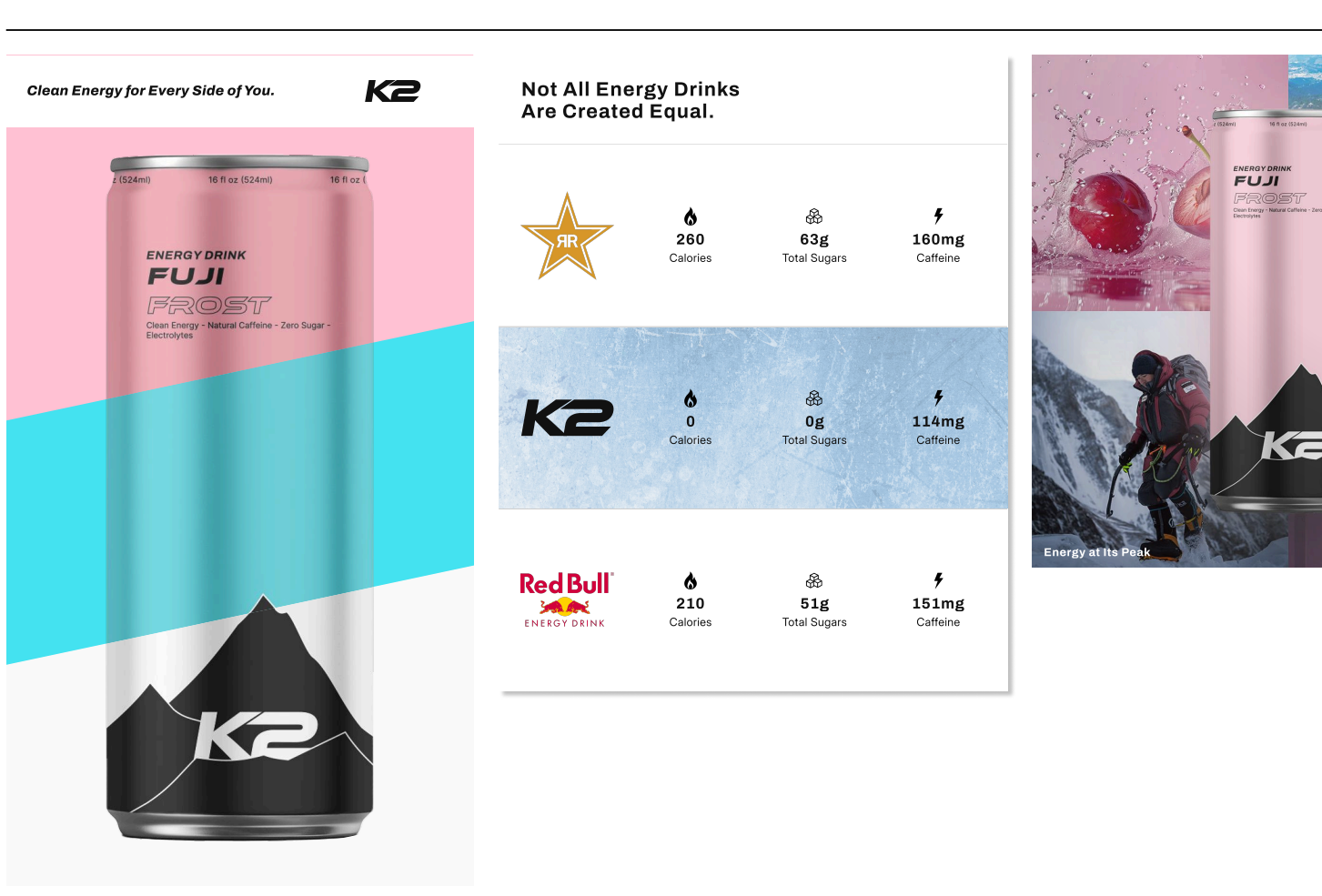
#FAFAFA

Examples

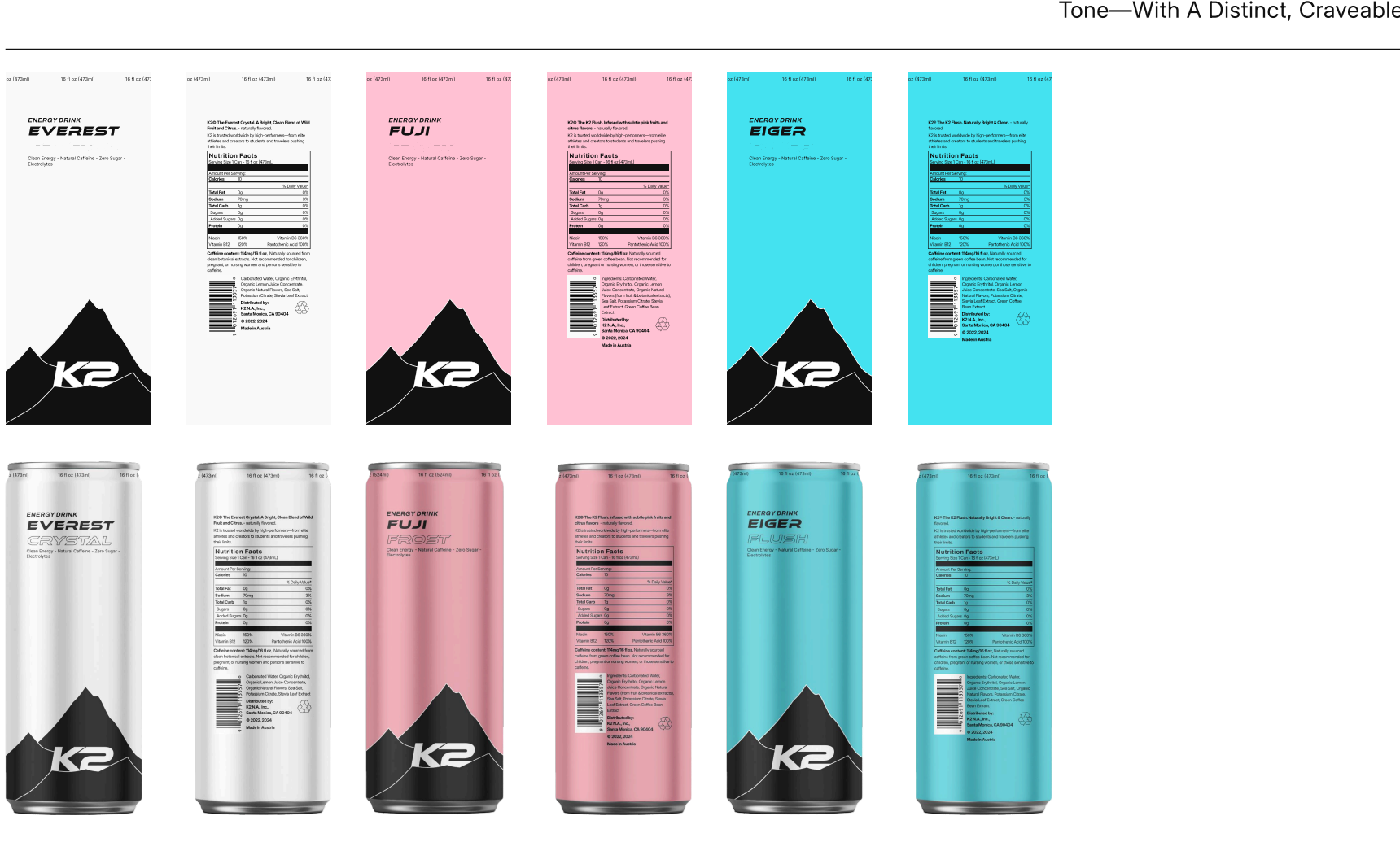
Ads Are Where Our Brand Voice, Tone, And Visuals Come Together. They Should Feel Unmistakably Ours, Even If The Content Or Layout Changes.

Brand

Every Ad Should Show A Clear Benefit.



Social Media

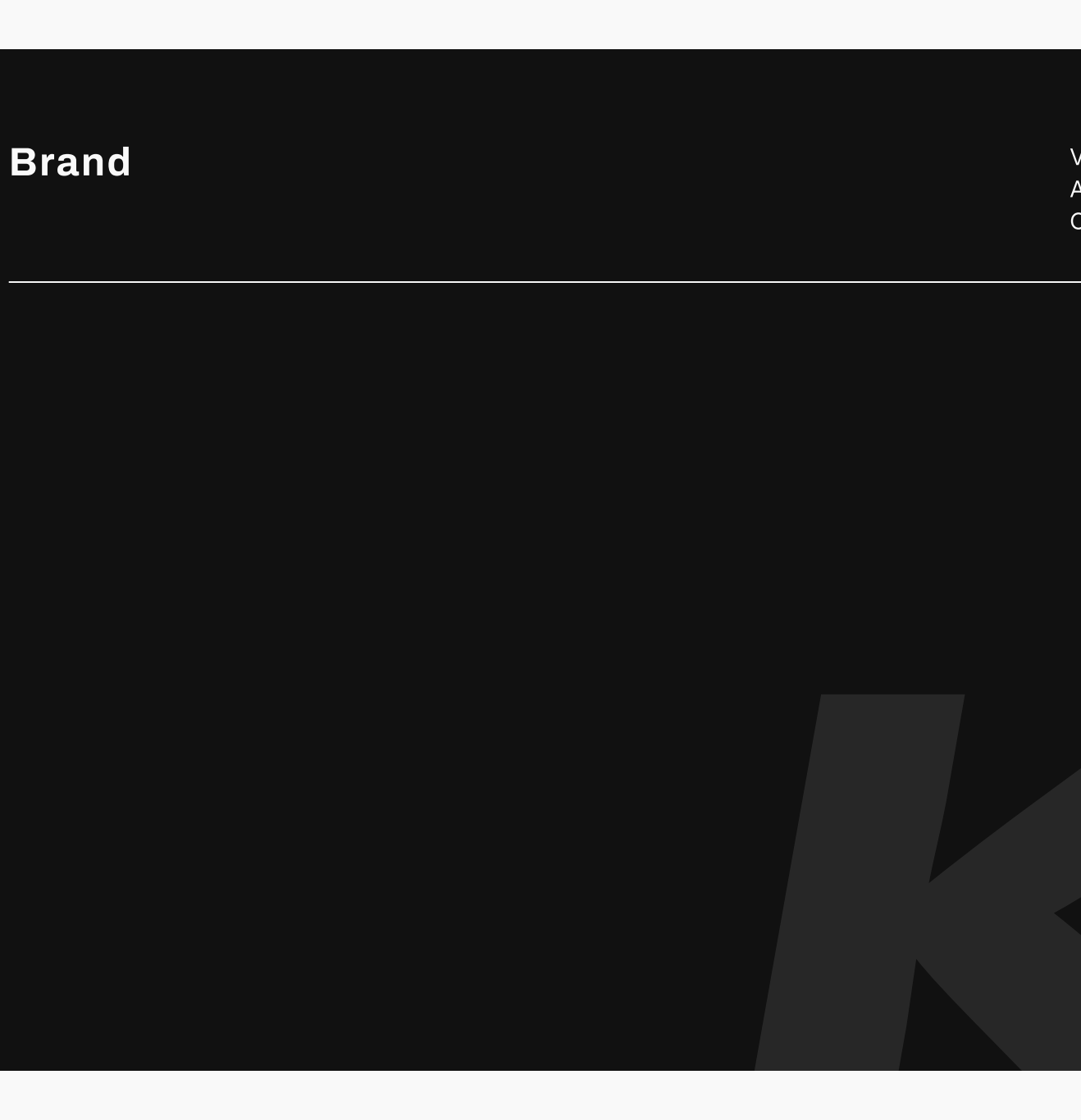


Not All Energy Drinks Are Created Equal.

	260 Calories	63g Total Sugars	160mg Caffeine
K2	0 Calories	0g Total Sugars	114mg Caffeine
Red Bull ENERGY DRINK	210 Calories	51g Total Sugars	151mg Caffeine

Drink

All Energy Drinks Should Carry A Cool, Refreshing Tone—With A Distinct, Craveable Flavor Edge.



Brand

Voice Is Our Consistent Style – It Reflects Who We Are. Tone, On The Other Hand, Changes Depending On The Situation, Audience, Or Emotion.

Personality, Voice, And Tone

Forward-Thinking

K2 Speaks Like Hard Working, Intelligent Individuals Who Live With A Growth Mindset And Relentless Drive To Improve.

Clear & Confident

K2 Communicates With Confidence In Our Expertise While Keeping It Simple—Always Expressing Ourselves In The Most Honest, Direct Way Possible.

Serious & Motivation

K2 Speaks With Modern, Motivational Seriousness—Like The Mentors And Coaches Of Today's Superhumans. We Understand The Mindset It Takes To Push Limits And Stay Driven—And We Reflect That In The Way We Speak.

Brand Pillars

Clean Ingredients

K2 Is Committed To Using Only Clean Ingredients To Stay True To Our Goal Of Becoming The Healthiest Energy Drink Company In The World.

Accessibility

K2 Is Committed To Making Our Drinks Globally Accessible So Everyone, Everywhere Can Experience The Power Of Real Clean Energy.

Performance Optimization

K2 Is Committed To Crafting High-Performance Drinks That Deliver The Precise Energy Modern Achievers Need To Operate At Their Highest Level, Both Physically And Mentally.

Transparency

K2 Is Committed To Full Transparency. We Proudly Share Every Ingredient And Its Origin And Purpose—So You Know Exactly What You're Putting In Your Body.

Sustainability

K2 Is Committed To Sourcing The Highest-Quality Ingredients From Trusted, Top-Tier Manufacturers Who Prioritize Ethical And Sustainable Practices. From Responsible Farming To Eco-Conscious Packaging, Every Part Of Our Process Is Designed To Reduce Environmental Impact. High-Performing People Deserve High-Quality Products—And A Planet That Can Keep Up.

What Drives Us

Mission

We're Here To Fuel Daily Lifters, Nonstop Coders, And Modern Superhumans With The Clean Energy They Need To Perform At Their Highest Level—Affordably And Accessibly, While Breaking The Stigma Around Unhealthy Energy Drinks And Redefining The Future Of Clean Performance Fuel.

Vision

K2 Envisions A World Where Modern Superhumans—Daily Lifters, Nonstop Coders, And High Performers—Can Experience Healthy, High-Energy Drinks They Can Trust. We're Working To Become The World's Leading Energy Drink Company, So Future Generations Can Enjoy A Cleaner, Healthier, And More Enjoyable Energy Experience.

Purpose

At K2, We Formulated A Clean, Great-Tasting Energy Drink For Tech-Driven Modern Athletes. We're Here To Power The Grinders: Daily Lifters, Nonstop Coders, And Modern Superhumans With The Fuel They Need To Perform. By Using Only Natural Ingredients And Avoiding Anything Artificial, We Keep Our Products Pure, Effective, And Truly Unique. We Do This To Support Hardworking People Who Deserve Energy They Can Trust.

THANK YOU