

RED BULL ENERGY DRINK

ON PREMISE BRAND GUIDE





ON PREMISE BRAND GUIDE

THE CAN



THE CAN IS THE HERO AND SHOULD ALWAYS BE PICTURED:

COLD

CONDENSATION IS VISIBLE ON THE CAN TO COMMUNICATE COLD TEMPERATURE

OPEN OR CLOSED?

THE TAB ON THE CAN SHOULD BE **OPEN** FOR IMMEDIATE CONSUMPTION OR **CLOSED** FOR DELIVERY/TO-GO

8.4 OZ

THE FILL SIZE OF RED BULL IN THE ON PREMISE IS 8.4 OZ

STRAIGHT ON

CAN SHOULD NOT BE AT AN ANGLE

[ACCESS CAN FILES HERE](#)



ON PREMISE BRAND GUIDE

THE CAN

WHAT IT LOOKS LIKE



IMMEDIATE CONSUMPTION



DELIVERY /TO-GO



ANGLED



AMBIENT



12 OZ



OLD CAN

WHAT IT DOESN'T LOOK LIKE



ON PREMISE BRAND GUIDE

CAN LINEUP

RED BULL CANS SHOULD STOCKED IN THE FOLLOWING ORDER.

SKU AVAILABILITY MAY VARY, BUT USE AS GUIDE TO POSITION AVAILABLE SKUS.



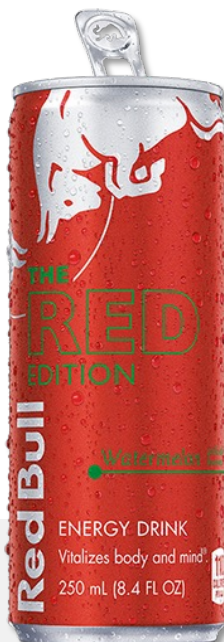
RED BULL ENERGY DRINK



RED BULL SUGARFREE



RED BULL RED EDITION
SUGARFREE



RED BULL RED EDITION



RED BULL YELLOW EDITION



RED BULL BLUE EDITION



RED BULL COCONUT EDITION

ACCESS CAN LOCK UPS HERE



ON PREMISE BRAND GUIDE

CAN LINEUP – “FLYING V”

**WHEN CANS ARE LAYERED IN A
V-FORMATION, ENERGY DRINK CAN IS HERO.**

ONLY POP THE TAB ON THE ENERGY DRINK CAN.





ON PREMISE BRAND GUIDE

GLASSWARE



WHEN PICTURED WITH GLASSWARE, ENSURE GLASSWARE IS

PREMIUM

GLASSWARE AND GLASSWARE IMAGE QUALITY SHOULD BE PREMIUM AND HI RES. CAN SHOULDN'T BE SHOWN WITH PLASTIC OR OTHER SINGLE-USE VESSELS.

PROPORTIONATE

ENSURE THE CAN AND GLASSWARE HAVE APPROPRIATE PROPORTIONS TO ONE ANOTHER

SAME PERSPECTIVE

CAN AND GLASSWARE SHOULD BE SHOWN FROM THE SAME PERSPECTIVE/ANGLE

ACCURATE

OFFER SHOULD BE PICTURED AS AN ACCURATE REPRESENTATION OF THE SERVE

[ACCESS GLASSWARE FILES HERE](#)



ON PREMISE BRAND GUIDE

GLASSWARE

WHAT IT LOOKS LIKE



WHAT IT DOESN'T LOOK LIKE



DISPROPORTIONATE SCALE



CONFLICTING PERSPECTIVE



NOT PREMIUM



ON PREMISE BRAND GUIDE

MIXED CONSUMPTION



WHEN COMMUNICATING A PRODUCT OFFER WITH ALCOHOL, ENSURE:

NO RED BULL IP

OTHER THAN WHAT'S CONTAINED ON THE CAN, NO USE OF RED BULL LOGO, SLOGANS, FONT, ECT.

NO LIQUOR BOTTLES

DO NOT USE IMAGES OF LIQUOR BOTTLES AS THIS COULD BE MISTAKEN FOR ENCOURAGING EXCESSIVE CONSUMPTION. SPIRIT BRAND LOGOS CAN BE USED TO COMMUNICATE SPIRIT PAIRINGS.

NO PROMOTING OVER CONSUMPTION

OFFERS THAT CAN BE ASSOCIATED WITH OVER CONSUMPTION SHOULD BE AVOIDED. THESE INCLUDE SHOTS, BOMBS, TRASH CANS, BUCKETS AND OTHER MEANS FOR RAPID OR EXCESSIVE CONSUMPTION.

NO FUNCTIONAL CLAIMS

DO NOT COMMUNICATE FUNCTIONAL BENEFITS OF RED BULL WHEN COMBINING WITH ALCOHOL.

KEEP IT PREMIUM

NO INAPPROPRIATE OR UNLICENSED CONTENT.

GLASS ALWAYS ON THE RIGHT

THE CAN SHOULD ALWAYS BE POSITIONED FIRST, AND THE GLASS NEXT TO IT ON THE RIGHT-HAND SIDE.



ON PREMISE BRAND GUIDE

NAMING CONVENTION

PRODUCT NAMES

Listings should use proper product names

Red Bull Energy Drink
Red Bull Sugarfree
Red Bull Red Edition Sugarfree
Red Bull Red Edition
Red Bull Yellow Edition
Red Bull Blue Edition
Red Bull Coconut Edition

COMMUNICATING FLAVORS

Parentheses can be used to communicate product flavor

Red Bull Red Edition (Watermelon)
Red Bull Red Edition Sugarfree (Watermelon)
Red Bull Yellow Edition (Tropical)
Red Bull Blue Edition (Blueberry)
Red Bull Coconut Edition (Coconut Berry)

LIMITED SPACE

If space is limited, available editions may be combined into one listing, using the following format:

Red Bull Energy Drink
Red Bull Sugarfree
Red Bull Editions (Watermelon, Tropical)

RED BULL COCKTAILS

"Red Bull" should preface all cocktail names

Red Bull Vodka
Red Bull Sugarfree Vodka
Red Bull Watermelon Margarita
Skinny Red Bull Watermelon Margarita
Red Bull Tropical Tequila



WATCH OUT: 'SUGARFREE' IS ONE WORD AND IS SOMETIMES AUTOCORRECTED TO TWO WORDS. DOUBLE CHECK BEFORE GOING TO PRINT.



ON PREMISE BRAND GUIDE

MENU LISTING



WHEN LISTING RED BULL PRODUCTS ON THE MENU, ALWAYS ENSURE

PREMIUM POSITIONING

ALL AVAILABLE RED BULL PRODUCTS ARE LISTED IN A STAND-ALONE ENERGY SECTION OR FIRST IN THE NON-ALCOHOLIC SECTION

PURE AND MIXED LISTING

PURE CANS ARE LISTED IN THE NON-ALCOHOLIC SECTION OF THE MENU AND MIXED OFFERINGS ARE LISTED IN THE COCKTAIL SECTION

PICTURE IT

USE PACKSHOTS OR PRODUCT OFFER IMAGES TO VISUALIZE THE LISTING WHEN POSSIBLE. FOLLOW GUIDELINES FOR CAN AND GLASSWARE IMAGERY OUTLINED IN PREVIOUS SECTION OF THIS GUIDE.

PROPER USE OF LOGO AND TRADEMARKS

USE OF THE RED BULL LOGO IS **NEVER** PERMITTED ON MENUS OR OTHER MATERIALS, BUT PRODUCT LOGOS CAN BE USED FOR PURE CAN LISTING



Red Bull[®] ENERGY DRINK

[ACCESS PRODUCT LOGOS HERE](#)



MEAL DEAL COMMUNICATION

WHEN PICTURING THE RED BULL CAN WITH FOOD, ENSURE:

➤ **PREMIUM LOOKING**

Food image's quality should be premium and high resolution.

➤ **RED BULL CAN ALWAYS VISIBLE**

Ensure not to cover the lid, logo or any text on the Can.
The Can should always be positioned first, in front of the food.

➤ **PROPORTIONATE**

Ensure the Can and food are proportionate to one another.

➤ **ACCURATE**

Picture should be an accurate representation.

➤ **SAME PERSPECTIVE**

Can and food should be shown from the same perspective.
Always straight on.

➤ **OUTLET TONE OF VOICE**

Always use OTOV. When communicating a meal deal in combination with Brand Tone of Voice use [70/30 route](#)



ACCESS RED BULL LICENSED FOOD IMAGES [HERE](#)



ON PREMISE BRAND GUIDE

BTOV VS. OTOV

BRAND TONE OF VOICE (BTOV)

READY TO PARTY?



- ✓ Pure Consumption
- ✓ Build Brand Relevance
- ✓ Can Be Cartoon or Non-Cartoon
- ✗ Mixed Consumption

OUTLET TONE OF VOICE (OTOV)

CRACK OPEN THE MOMENT



- ✓ Mixed Consumption
- ✓ Build Consumption
- ✓ Fit Account Aesthetic
- ✗ Cannot Use Cartoon
- ✗ No RB Fonts or Colors to Emulate BTOV



ON PREMISE BRAND GUIDE

SOME KEY WATCH-OUTS

COMPETITOR COLORS



Activate the Red Bull brand with pride and avoid using Green or other colors associated with competitive brands

IMAGES OF FRUITS



Red Bull is artificially flavored and therefore we cannot use fruits to depict Editions flavors.

Fruit images CAN be used if real fruits are part of a drink recipe or garnish.



ON PREMISE BRAND GUIDE

BULL AND SUN LOGO USE

OUTSIDE OF OFFICIAL RED BULL POS, BULL AND SUN LOGO SHOULD NEVER BE USED ON MENUS OR OTHER MARKETING MATERIALS



RED BULL ENERGY DRINK

ONLINE/DELIVERY BRAND GUIDE

Uber
Eats

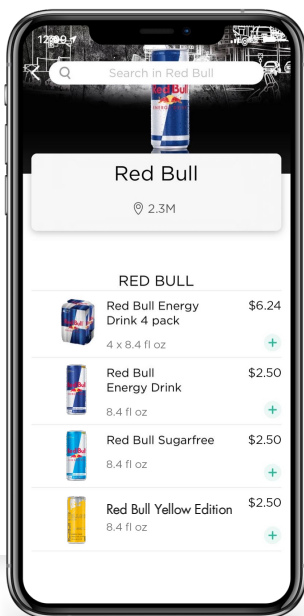




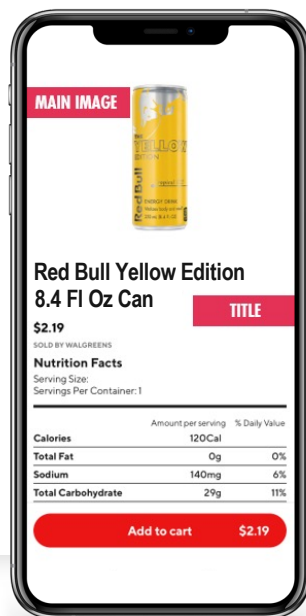
LOOK LIKE NUMBER 1

3rd PARTY DELIVERY KEY CONSIDERATIONS

RIGHT NAME



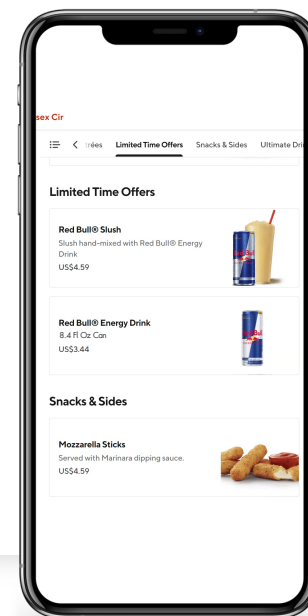
RIGHT IMAGE



RIGHT DESCRIPTION



RIGHT LOCATION





THE RIGHT NAME

ENSURE THE TITLE INFORMATION IS CORRECT



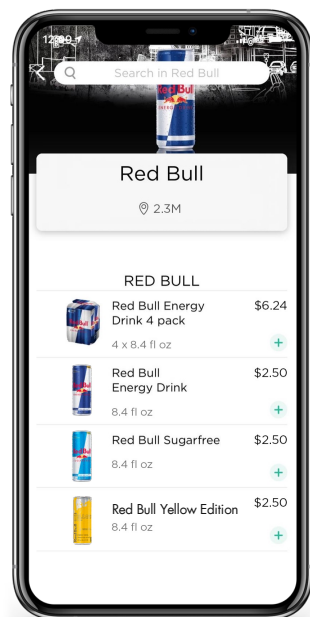
EACH OFFERING TITLE LISTED SEPARATELY.



ENSURING THAT FULL IN-STORE ASSORTMENT IS ALSO AVAILABLE ONLINE.



TITLES SHOULD USE PROPER PRODUCT NAMES. PARENTHESES CAN BE USED TO COMMUNICATE PRODUCT FLAVOR.



PRODUCT NAMES

LISTINGS SHOULD USE PROPER PRODUCT NAMES

RED BULL ENERGY DRINK
RED BULL SUGARFREE
RED BULL RED EDITION
RED BULL YELLOW EDITION
RED BULL BLUE EDITION
RED BULL COCONUT EDITION

COMMUNICATING FLAVORS

PARENTHESES CAN BE USED TO COMMUNICATE PRODUCT FLAVOR

RED BULL RED EDITION
(WATERMELON)
RED BULL YELLOW EDITION
(TROPICAL)
RED BULL BLUE EDITION
(BLUEBERRY)
RED BULL COCONUT EDITION
(COCONUT BERRY)



WATCH OUT: 'SUGARFREE' IS ONE WORD AND IS SOMETIMES AUTOCORRECTED TO TWO WORDS. DOUBLE CHECK BEFORE GOING TO PRINT.



THE RIGHT IMAGE

CONFIRM THE IMAGE BEING SHOWN IS CARRIED BY THE RESTAURANT



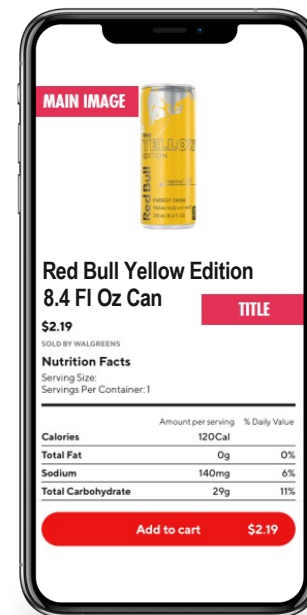
CAN IS VISIBLE, CENTERED AND UP-TO-DATE.



CONSISTENT IMAGERY ON ALL PLATFORMS.



IMPLEMENTING ALL PREVIOUS LL#1 STANDARDS.





THE RIGHT DESCRIPTION

ON VARIOUS CHECKOUT PAGES



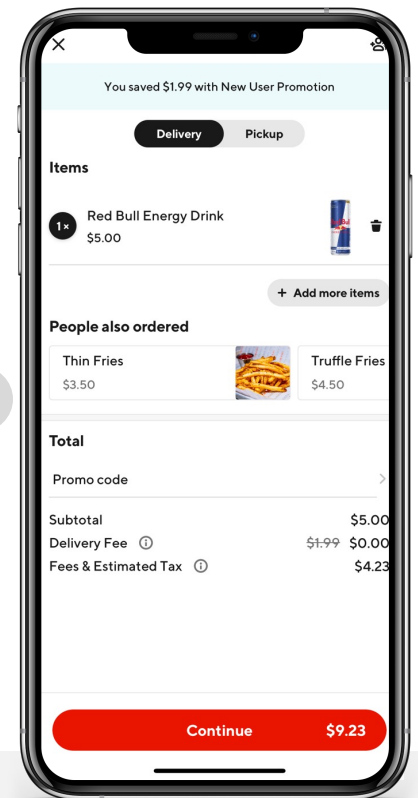
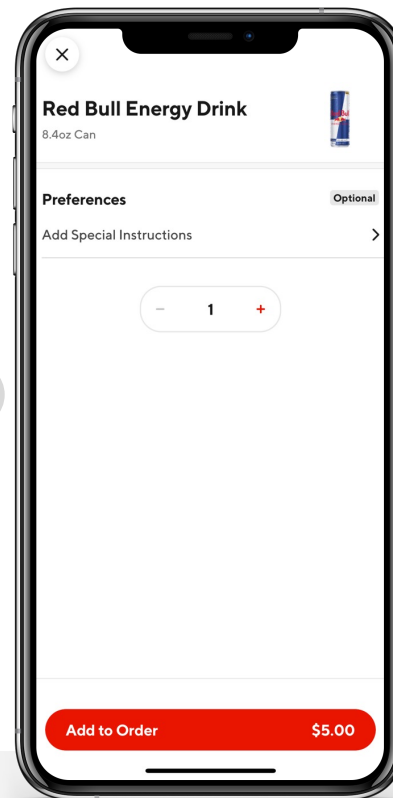
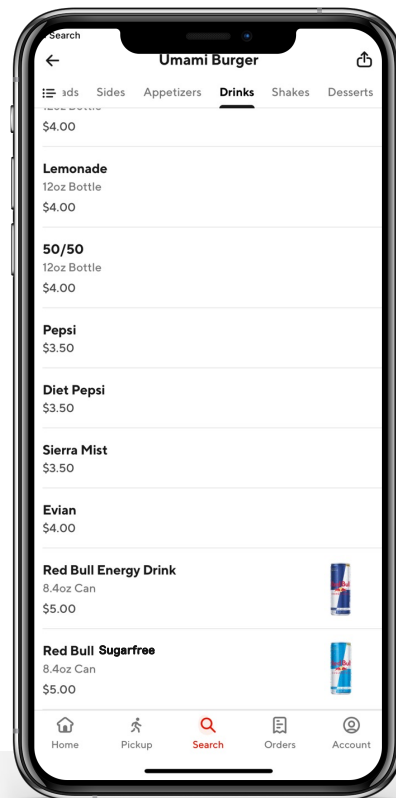
**ON-BRAND DESCRIPTION,
AND ACCURATE DETAILS.**



DOUBLE-CHECKED FOR TYPOS



**CONFIRMING THAT FILL SIZE
AND PRICE LISTED IN/NEAR
DESCRIPTION ARE CORRECT.**





THE RIGHT LOCATION

ENSURE WE HAVE THE RIGHT LOOK & ASSORTMENT



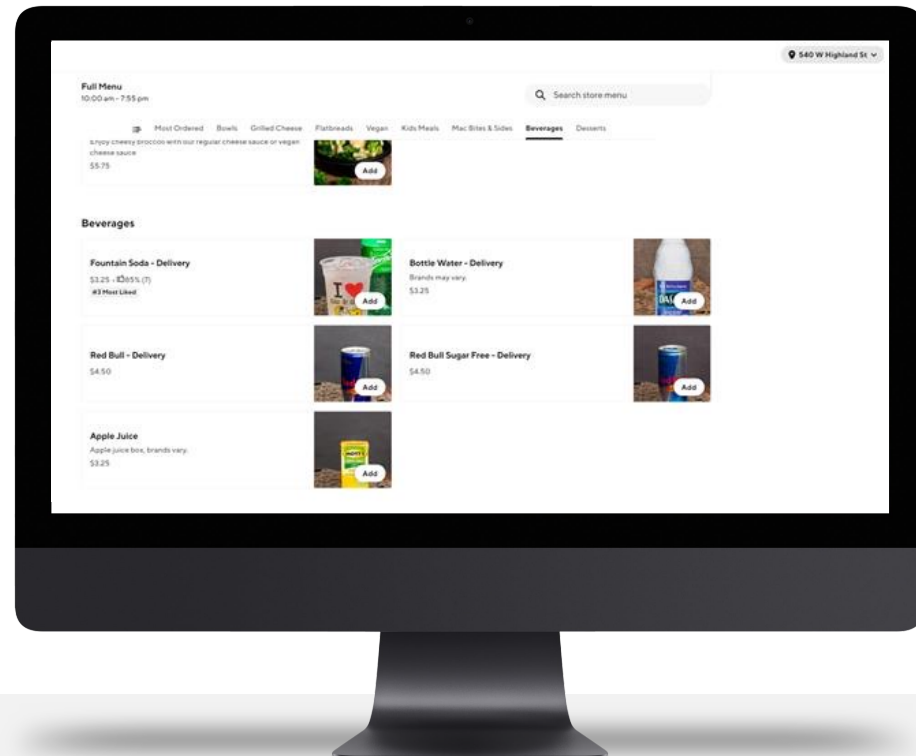
PLACED IN THE BEST PLACE FOR SHOPPERS TO CHOOSE US.



TITLE, IMAGE, DESCRIPTION, AND DETAILS ARE ACCURATE.



PERFECT VISIBILITY: USAGE OF RIGHT PACKSHOTS FOR ALL SKUS.





COMMON MISTAKES

DELIVERY MENU LISTING GUIDE



GROUPED AS ONE LISTING.



FILLING SIZE MISSING.



IMAGE DOES NOT REFLECT PRODUCTS SOLD.



OPEN CAN TAB INSTEAD OF CLOSED.

