

SPARK RELAUNCH

TOOLKIT



ADVOCARE[®]

LOOK ON THE
BRIGHT SIDE

ADVOCARE®



PRIMARY LOGO



ICON MARK



LOGO LOCKUP



SPARK RELAUNCH

ADVOCARE[®]

CAMPAIGN COLORS

R 0
G 54
B 243
#0036F3

R 50
G 174
B 255
#32AEFF

R 130
G 225
B 255
#82E1FF

R 233
G 255
B 87
#E9FF57

R 255
G 192
B 68
#FFC044

R 255
G 103
B 110
#FF676E

R 228
G 128
B 231
#E480E7

R 88
G 255
B 128
#58FF80

SPARK RELAUNCH

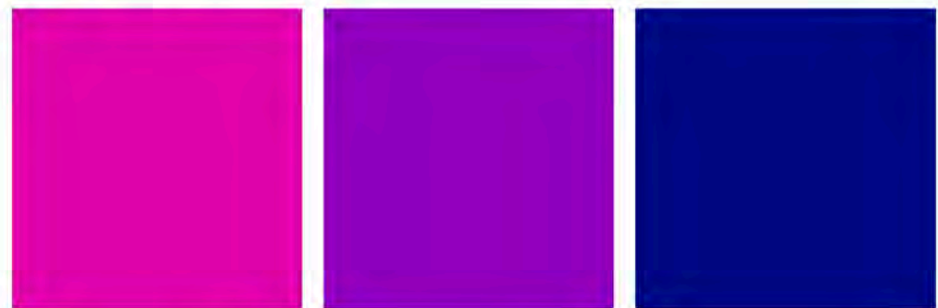
FLAVOR COLORS

ADVOCARE®

FRUIT PUNCH



GRAPE



MANGO STRAWBERRY



CHERRY



MANDARIN ORANGE



STRAWBERRY



CRAN PEACH ORANGE



PINK LEMONADE



WATERMELON



BLUE RASPBERRY



LIMEADE



BEE THREE, ALL CAPS, 25 TRACKING

EVERYDAY ENERGY

GOTHAM BOLD, ALL CAPS, 25 TRACKING

UNLIMITED POSSIBILITIES

GOTHAM BOOK, -10 TRACKING,
LETTING FONT SIZE + 15

Spark® was made for the go-getters like you!
Power through with 20 vitamins, minerals and
nutrients. Where focus goes, energy flows.

MORE THAN AN
ENERGY DRINK

HEADLINES CAN BE LEFT ALIGNED, RIGHT ALIGNED OR CENTERED

TODAY.
TOMORROW.
EVERYDAY.

BE SURE TO SCALE DOWN AND TUCK IN PUNCTUATION MARKS

LOOK ON THE
BRIGHT SIDE

PLAY WITH COLOR AND ADDING IN LOGO ELEMENTS FOR SPECIAL HEADLINES

WORK HARD.
PLAY HARD.

ADD COLOR BLOCK BACKGROUND TO TEXT

ABOUT THE CAMPAIGN

The launch of the new Spark packaging is all about stepping into new light. A new era of energy for your everyday needs no matter what they are. The new Spark look and feel is bright and bold and paired with positive, encouraging copy and colorful videography. It's about looking on the bright side with the energy to make everyday a great day.

HEADLINE EXAMPLES

WHAT'S YOUR FLAVOR FLEX?

NO SWEAT!

EVERYDAY ENERGY. UNLIMITED POSSIBILITIES.

MORE THAN AN ENERGY DRINK

ENERGY INTO ACTION

TODAY. TOMORROW. EVERYDAY.

WORK HARD. PLAY HARD.

DO ALL THE THINGS

BE BOLD

POSITIVITY IS POWER

SPARK RELAUNCH

STYLED CLAIMS

ADVOCARE®

ENERGY
FOR YOUR
EVERYDAY*



FUEL
FOR YOUR
WORKOUTS*



FOCUS
FOR YOUR
GOALS*

15
CALORIES

ENERGY
FOR YOUR
EVERYDAY*

15
CALORIES

0_g
SUGAR

4_g
CARBS

120_{mg}
CAFFEINE

0_g
SUGAR



FUEL
FOR YOUR
WORKOUTS*

4_g
CARBS



FOCUS
FOR YOUR
GOALS*

A BLEND OF 20 VITAMINS, MINERALS
AND NUTRIENTS FOR EVERYDAY ENERGY.



ENHANCES MENTAL FOCUS*



SUGAR FREE



HELPS BOOST ENERGY*

120_{mg}
CAFFEINE

ENHANCES MENTAL FOCUS*



SUGAR FREE



HELPS BOOST ENERGY*



BOLT FROM LOGO



BOLT FOR CORNERS



35° ANGLE TO SPLIT LOGO



BOLT CUTOUT IN STRIPE



SOLID COLOR BORDER ON IMAGES AND BANNERS

SPARK RELAUNCH

SKY BACKGROUND

ADVOCARE[®]



DESIGN SAMPLES

OVERSIZED VECTOR ACCENTS MASKED BY IMAGE



SPARK RELAUNCH

ADVOCARE®

DESIGN SAMPLES

COLOR BLOCKED BACKGROUNDS WITH ACCENT COLOR TEXT & BORDER, IMAGE MASKED OVER BORDER

MADE FOR
EVERY MOMENT



SPARK RELAUNCH

DESIGN SAMPLES

ADVOCARE®

IMAGES USED TO MAKE COLOR BLOCKED BACKGROUNDS, IMAGE MASKED OVER BORDER, TEXT CENTERED OVERLAPPING BOTH IMAGES



SPARK RELAUNCH

DESIGN SAMPLES

ADVOCARE®

IMAGES USED TO MAKE COLOR BLOCKED BACKGROUNDS, IMAGE MASKED OVER BORDER

