It's Not Random. It's *67*.

67 Energy is a youth-driven performance drink built around the idea of the optimal energy zone, the sweet spot between being underpowered and overstimulated. The number 67 represents controlled intensity: enough charge to stay sharp, focused, and moving without losing control. Designed for creators, students, athletes, and gamers, 67 Energy blends bold attitude with precision. The brand embraces digital-youth culture, fast motion, and sharp visuals, while keeping its hero symbol, the tilted '67', clean and iconic for longevity.
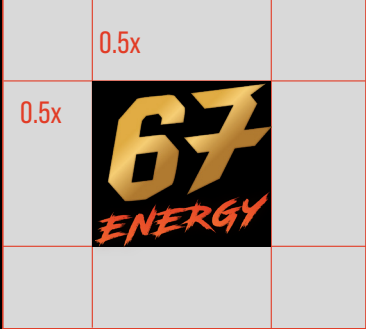
Primary Logo

Primary color logo | Dark monotone logo | White monotone logo

Secondary Logo

Primary color logo | Dark monotone logo | White monotone logo

Icon

Primary color icon | Dark monotone logo | White monotone icon

Exclusion Zone

0.5x

The exclusion zones for all logos is a boundary that extends 0.5x logo unit, above, below, and on both sides. This boundary should not be interfered with.
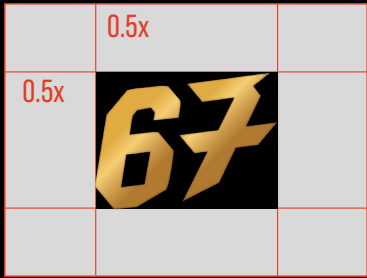

0.5x

The exclusion zones for all logos is a boundary that extends 0.5x logo unit, above, below, and on both sides. This boundary should not be interfered with.

Typography

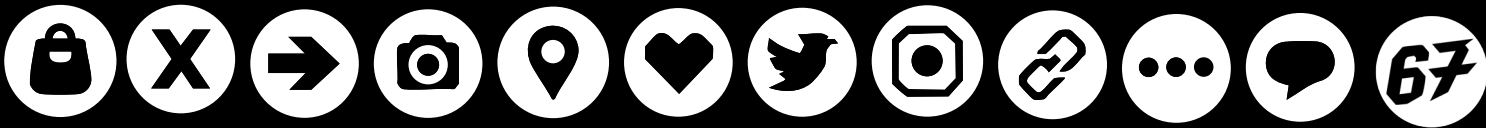|			
Logo	Bebas Neue Pro Expanded ExtraBold Italic	A a	ABCDEFGHIJKLMNOPQR STUVWXYZ1234567890
Logo	ROAD RAGE	A A	ABCDEFGHIJKLMNOPQRSTU VWXYZ!@#$%^&*()_+-
Header	Bebas Neue Pro Bold	A a	ABCDEFGHIJKLMNOPQR STUVWXYZ1234567890
Body	Bebas Neue Pro Expanded ExtraBold Italic	A a	ABCDEFGHIJKLMNOPQR STUVWXYZ1234567890

Iconography

Brand Hues

White	Deep Carrot Orange	Medium Yellow	Golden brown	Goldenrod	Cinnabar	Black
#FFFFFF	#F26A31	#F4C96D	#A56C29	#DBA338	#E23C26	#000000
RGB(255, 255, 255)	RGB(242, 106, 49)	RGB(244, 201, 109)	RGB(165, 108, 41)	RGB(219, 163, 56)	RGB(226, 60, 38)	RGB(0, 0, 0)
0.0%, 0.0%, 0.0%, 0.0%	0.0%, 56.2%, 79.8%, 5.1%	0.0%, 17.6%, 55.3%, 4.3%	0.0%, 34.5%, 75.2%, 35.3%	0.0%, 25.6%, 74.4%, 14.1%	0.0%, 73.5%, 83.2%, 11.4%	0.0%, 0.0%, 0.0%, 100.0%
SECONDARY COLOUR	SECONDARY COLOUR	SECONDARY COLOUR	SECONDARY COLOUR	PRIMARY COLOUR	PRIMARY COLOUR	PRIMARY COLOUR

Imagery