

# EGY PIACVEZETŐ MÁRKA ÚJRAPOZÍCIONÁLÁSA?





# ENERGY COFFEE





**ENERGY COFFEE**

**2019**

**SWISS LABORATORY**

**2021**

**XIXO**

**2013**

**HELL ENERGY**

**2006**





1 év



30 ország



6 piac-  
vezető

HELL ENERGY

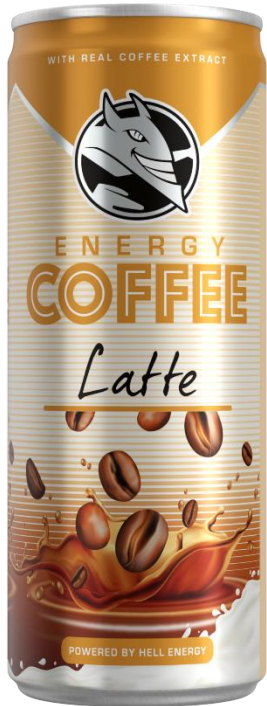
XIXO

ENERGY COFFEE

SWISS LABORATORY



# ENERGY COFFEE



ENERGY  
COFFEE

Eurostile - Regular

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abcdefghijklmnopqrstuvwxyz

1234567890

Eurostile - Bold

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abcdefghijklmnopqrstuvwxyz

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Eurostile - Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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## BRAND IDENTITY



## KOMMUNIKÁCIÓS ESZKÖZÖK

# BRAND IDENTITY



Pantone colors:



ENERGY  
**COFFEE**



Eurostile - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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Eurostile - Bold

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Eurostile - Black

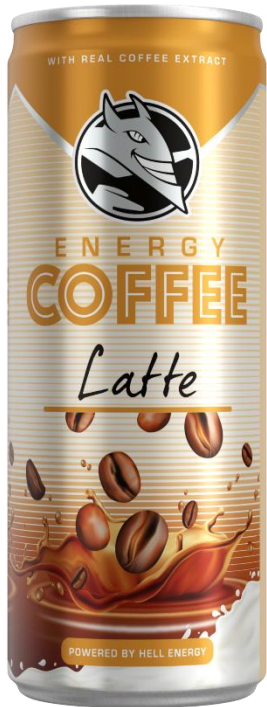
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## BRAND IDENTITY



## KOMMUNIKÁCIÓS ESZKÖZÖK

# KOMMUNIKÁCIÓS ESZKÖZÖK





**HELL<sup>®</sup>**  
**ENERGY DRINK**



**HELL<sup>®</sup>**  
**ENERGY DRINK**



**ENERGY**  
**COFFEE**



ENERGY  
**COFFEE**





ICE  
COFFEE

KEEP IT COOL AS ICE





KEEP IT COOL  
AS ICE



# ICE COFFEE

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KEEP IT COOL  
AS ICE



