RITE

Brand Style Guide

V0.9

Energy without the noise.

The Brand

1.1 Brand Foundation
1.2 Brand Attributes
1.3 Core Values

Our Mission

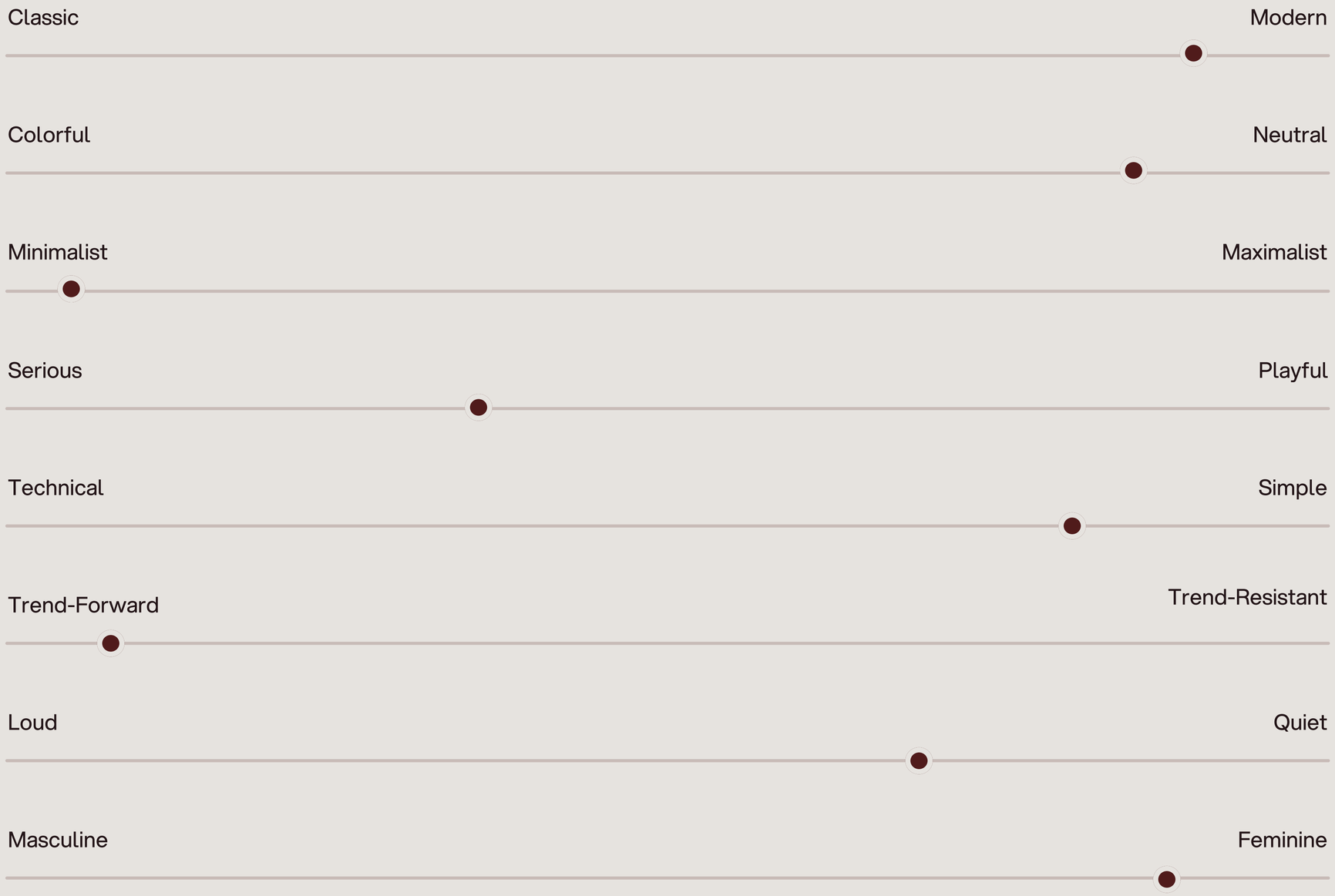
RITE provides energy without the noise. We offer a modern ritual for clean energy and clear nutrition, moving away from the aggressive “crush it” culture of the past toward long-term daily routines.

The RITE Test

Every decision—from product formulation to social media captions—must pass one test: “Would someone choose this again tomorrow?”. If the answer is no, it isn’t RITE.

1.2 Brand Attributes

Brand attributes act as the strategic infrastructure for RITE, building consumer trust through a consistent experience. These attributes create a clear system that successfully distances RITE from the "performance theater" and aggressive marketing of traditional energy competitors.



These values are the cornerstone of the RITE brand. They guide how the brand appears to its customers and how it conducts business, and communicates the principles that matter most.

Consistency over intensity.

We are built for enduring habits, not short-term spikes.

Clarity over chaos.

Our product and communication provide a visual and mental pause.

Habits, not hacks.

We support the disciplines that move culture forward.

Messaging

2.1 Tone of Voice
2.2 Messaging System

RITE's restrained tone of voice replaces aggressive persuasion with grounded confidence to ensure the brand's character never overwhelms its substance. By prioritizing a clear, concise, and human delivery, RITE establishes the sophisticated warmth necessary to reinforce wellness credibility and distinguish itself from the outdated "crush it" culture of traditional energy competitors.

Confident and grounded.

Speak with confidence rather than persuasion. Avoid "hype" and exaggerated performance language.

Premium through restraint.

Use concise, refined, and intentional statements. Let the design and the ingredients do the heavy lifting.

Warm but not humorous.

Maintain a sophisticated warmth that reinforces wellness credibility.

The messaging and copy system functions as strategic infrastructure that translates complex functional benefits into an approachable, repeat-driven lifestyle ritual. This system creates a locked language that builds consumer trust and prevents brand dilution across every format.

Descriptor

quiet energy

Tagline

Energy without the noise.

Benefit Trio

Clear focus. Clean fuel. Real ritual.

Ritual Messaging

RITE comes from ritual. Habits, not hacks. Energy that fits into life instead of interrupting it.

Ingredient Messaging

enfinity® Paraxanthine for clean, smooth energy.
goBHB® for mental and physical performance.

CTA

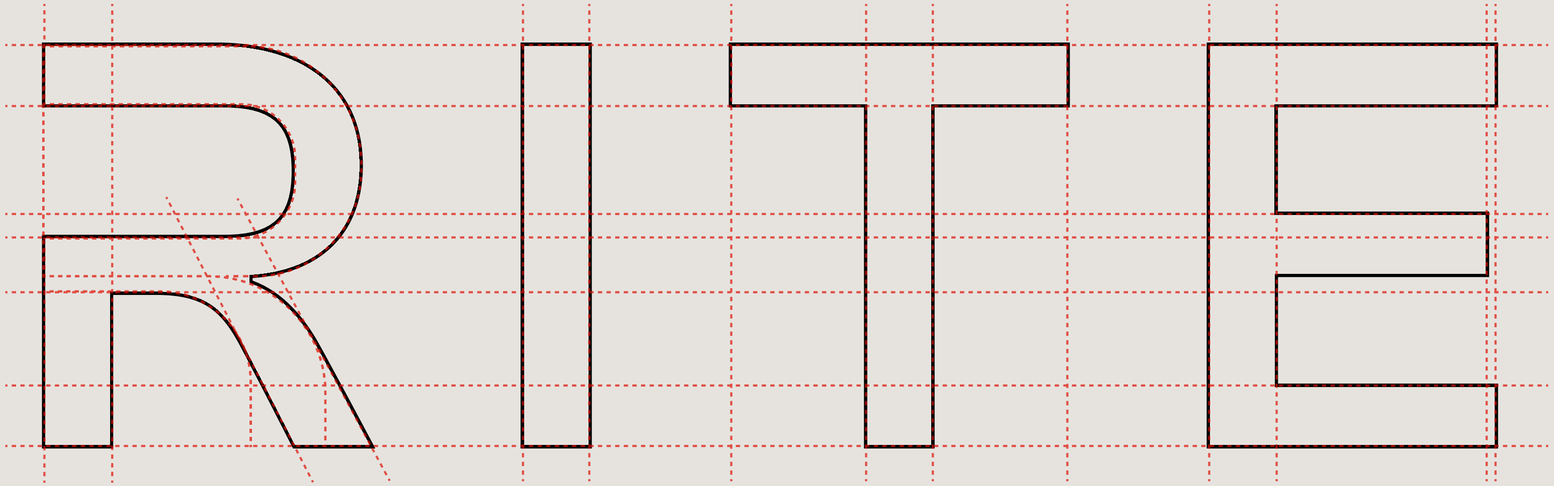
Do it rite.

Logo

3.1 Logo
3.2 Mark
3.3 Lockup & Spacing
3.4 Minimum Sizes
3.5 Logo Best Practices

3.1 Primary Logo

The RITE primary logo is a refined expression of the brand’s philosophy. Built with clean geometric forms and balanced spacing, the wordmark communicates clarity, sophistication, and restraint while maintaining a strong modern presence.



3.1 Primary Logo

The RITE primary logo is a refined expression of the brand’s philosophy. Built with clean geometric forms and balanced spacing, the wordmark communicates clarity, sophistication, and restraint while maintaining a strong modern presence.





Paired with the “quiet energy” tagline, the primary logo reinforces RITE’s commitment to sustained focus, modern wellness, and everyday ritual.

The “quiet energy” tagline can be placed centered underneath the RITE wordmark, or justified along the left or right edge of the RITE wordmark, depending on the use case.

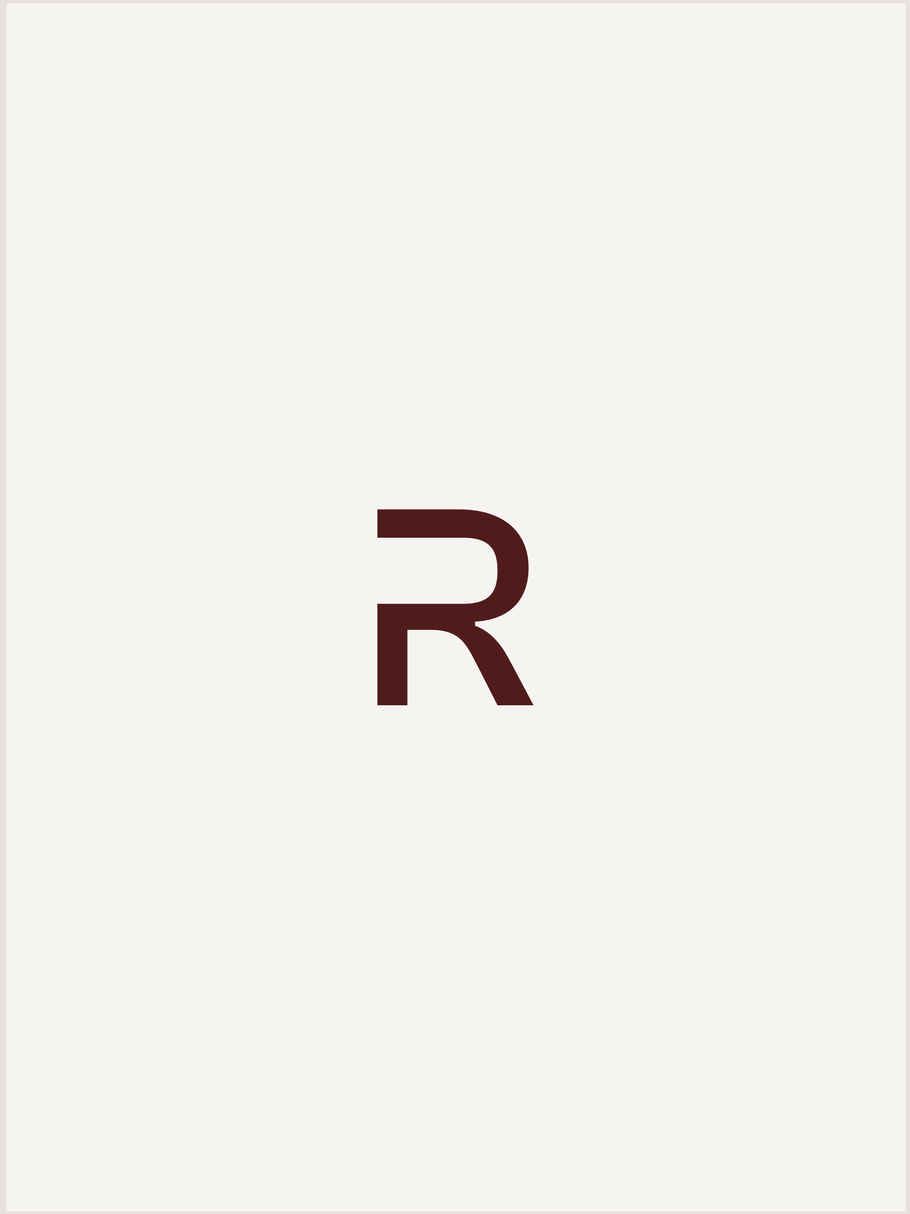


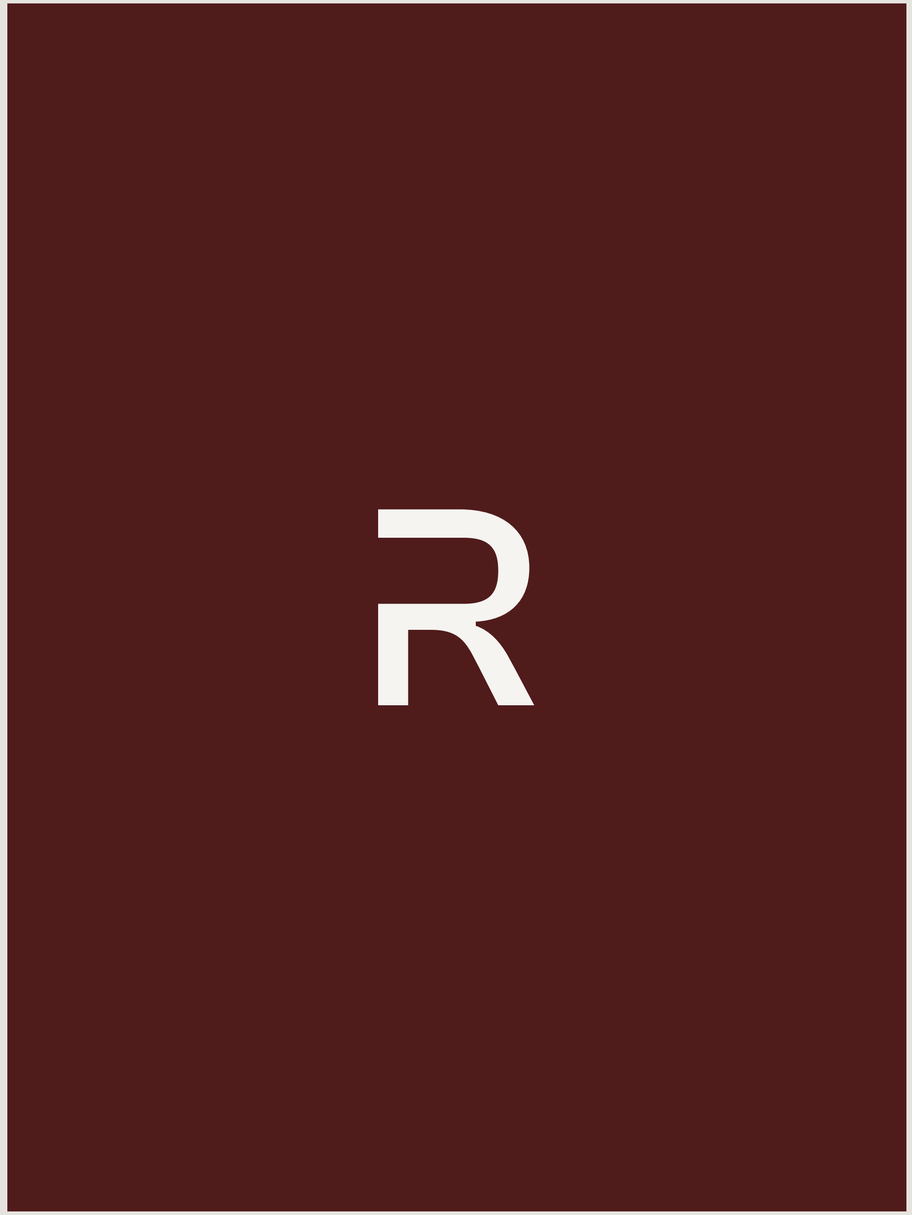






The custom-designed R forms its own distinct mark that can be used in cases where a small, instantly recognizable representation of the brand is needed. Calm, not loud.





Each version of the RITE logo and mark should have a minimum buffer space on all sides that is equivalent to the dimensions of the wordmark's capital R.



3.4 Minimum Sizes

The RITE logo and mark should not be displayed or printed at sizes smaller than those shown here. If smaller sizes are needed, be aware that this will affect the legibility of the logo.



3.5 Logo Best Practices

The following is a list of Don'ts for the RITE logo. Please take care to never use the logo in any of these ways, or in any other way that would compromise the integrity and legibility of the logo.

Do not outline or add a border to the logo.

RITE

Do not stretch/squash the logo

RITE

Do not rotate the logo.

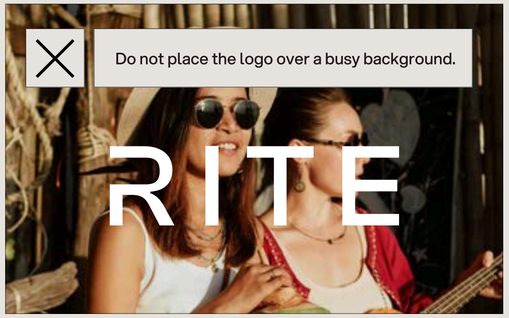
RITE

Do not add any effects to the logo such as shadows.

RITE

Do not color the logo with non-brand colors.

RITE



Do not place the logo inside a holding shape.

RITE

Do not alter the kerning/lockup of the logo.

RITE

Do not add unauthorized text to the logo.

RITE
PROTEIN

Typography

4.1 Typefaces
4.2 Type Hierarchy
4.3 Type Usage

The primary typography of RITE is built around clarity, confidence, and modern simplicity. Using Aspekta as the primary typeface in 450-600 weights creates a minimal, structured visual presence that reflects the brand's refined and intentional personality.

Aspekta can be downloaded here: https://github.com/ivodolenc/aspekta

As a Google Font alternative, Inter can be used to replace Aspekta. Inter can be downloaded here: https://fonts.google.com/specimen/Inter

AaBb

Aspekta

Aspekta 450

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!$#@%&

Aspekta 500

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!$#@%&

Aspekta 550

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!$#@%&

Aspekta 600

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!$#@%&

This chart defines which typefaces and type settings to use for headings and body copy, and should be referenced whenever working with the brand's typefaces.

Under each type style is a recommended point size, line height percentage, and letter spacing percentage. These recommendations should be closely followed in the majority of cases to ensure a consistent look and feel of all typography across the brand.

H1 HEADING Aspekta 500 48pt+ / 100% / -2%	Energy without the noise.
H2 HEADING Aspekta 500 30-48pt / 100% / -1%	Energy without the noise.
H3 HEADING Aspekta 500 20-30pt / 100% / 0%	Energy without the noise.
H4 HEADING Aspekta 550 18pt / 100% / 0%	**Energy without the noise.**
FLAVOR CALLOUTS Aspekta 550 12-18pt / 130% / 2% / Lowercase	**quiet energy — strawberry**
BODY COPY REGULAR Aspekta 450 16pt / 130% / 0%	RITE comes from ritual. Habits, not hacks. Energy that fits into life instead of interrupting it.
BODY COPY SMALL Aspekta 450 14pt / 130% / 0%	RITE comes from ritual. Habits, not hacks. Energy that fits into life instead of interrupting it.

This example describes some general guidelines to follow when working with RITE's type, including hierarchy in practice. The most important element to RITE's typography is a clean and minimal look and feel that doesn't read as too busy or "loud".

H1 Heading

Energy without the noise.

Body Copy Regular

RITE comes from ritual. The intentional acts we repeat every day without thinking. Habits, not hacks. Energy that fits into life instead of interrupting it. A rite is something you return to because it works, because it fits, because it feels right.

H4 Heading

Body Copy Regular

2.5g goBHB®
ketone fuel for mental and physical performance

200mg enfinity® Paraxanthine
clean, smooth energy

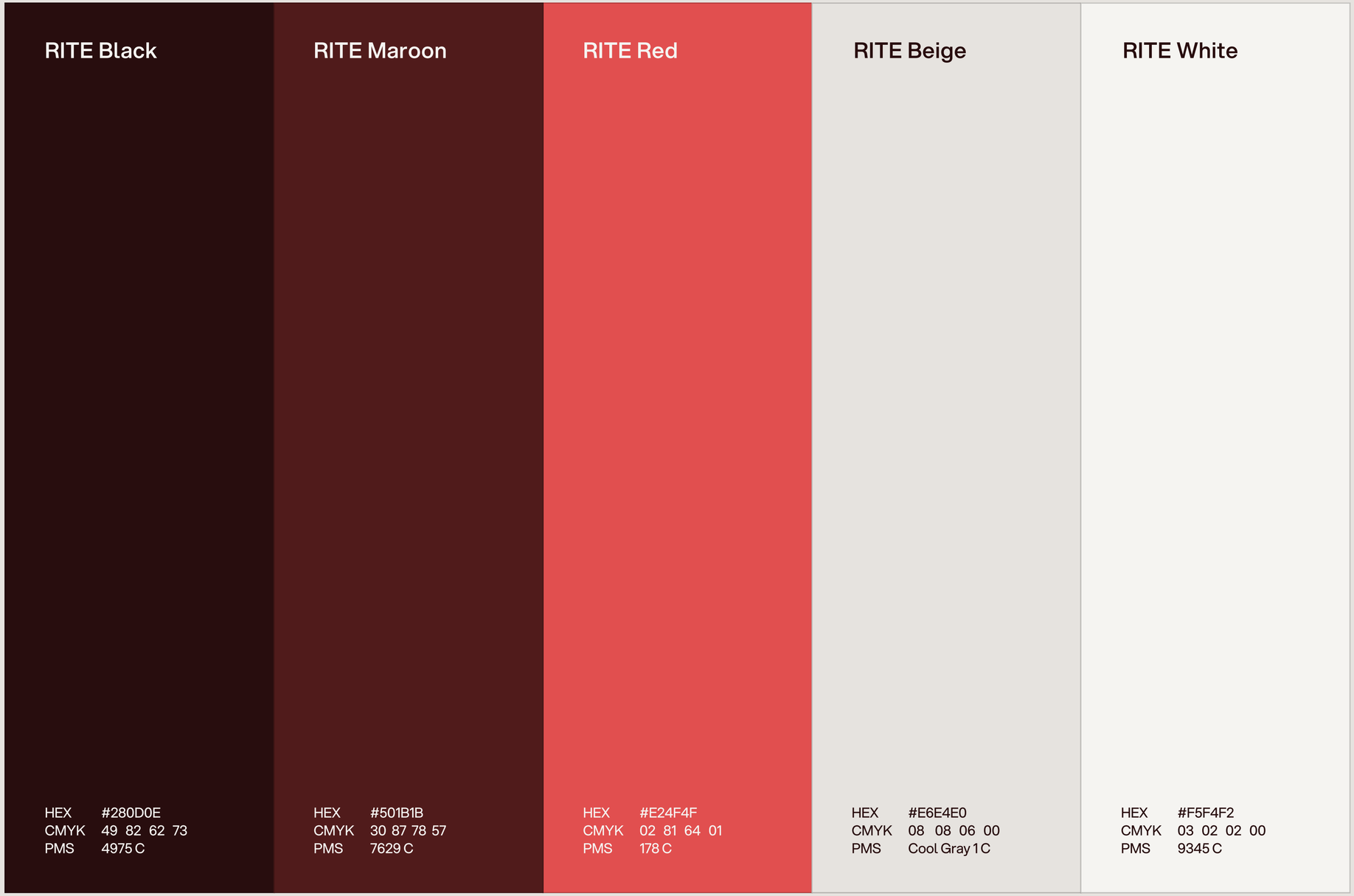


Flavor Callout

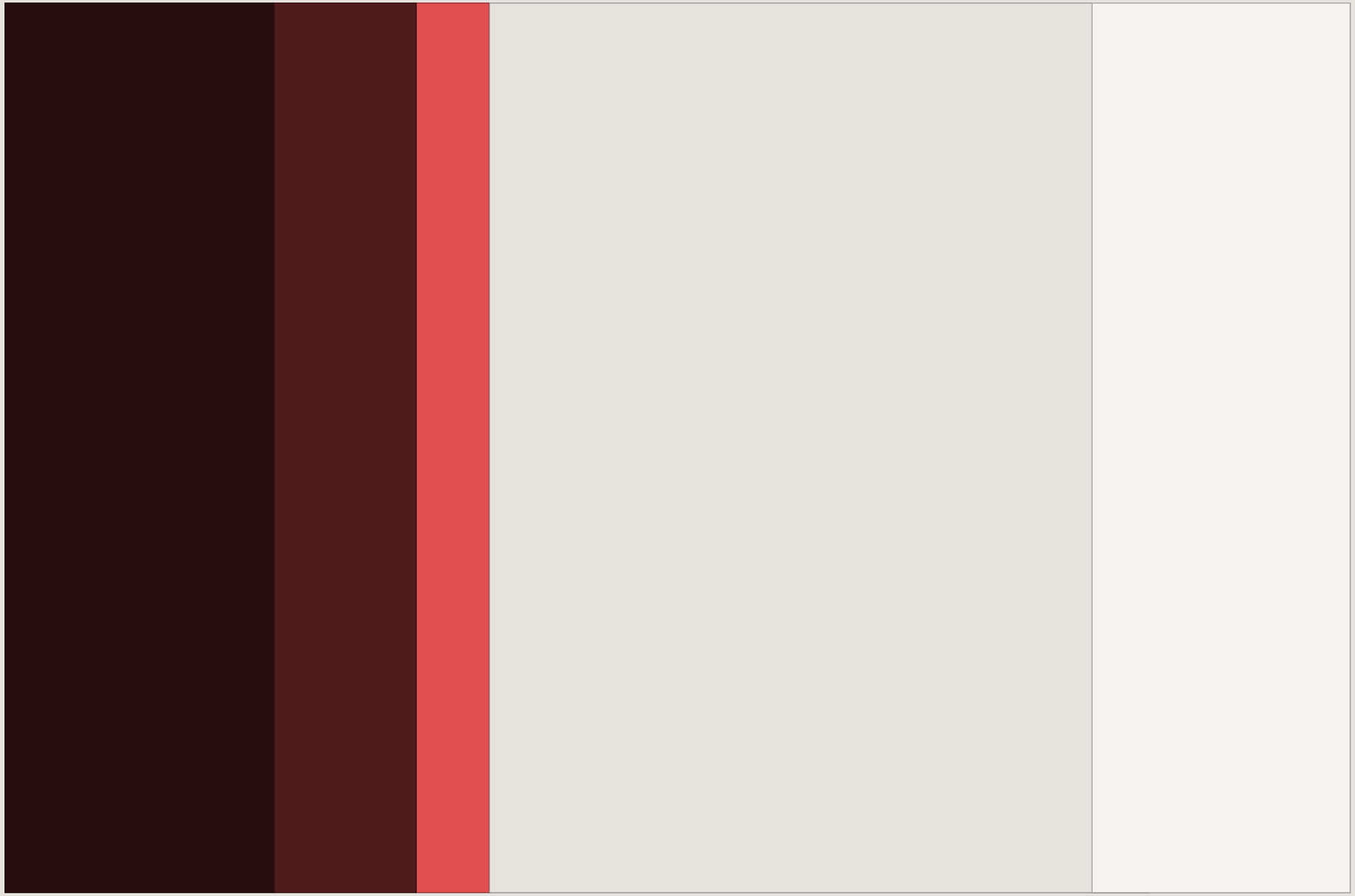
Colors

5.1 Color Palette
5.2 Color Hierarchy
5.3 Flavor Color Palettes

The RITE core color palette is designed to reflect the brand's philosophy of calm energy, modern sophistication, and intentional restraint. The palette balances rich, grounded tones with soft neutrals to create a visual system that feels elevated, minimal, and highly recognizable across all brand touchpoints.



This graphic illustrates the ideal percentage that each color in the RITE color palette should take up on average. As with other aspects of the brand, the core design principle of “less is more” should be honored when utilizing color.



The RITE flavor color system is designed to create immediate recognition while maintaining a refined and cohesive visual identity across the entire product lineup. Each flavor uses a carefully selected dual-tone palette that balances vibrancy with sophistication, allowing the cans to feel energetic without becoming visually overwhelming. The system creates a strong shelf presence while preserving the calm, elevated, and intentional aesthetic of the RITE brand.

Strawberry

HEX #B23940
CMYK 11 88 69 12
PMS 1807 C

HEX #F8BCCC
CMYK 02 29 03 00
PMS 182 C

Black Cherry

HEX #651B32
CMYK 26 92 47 46
PMS 7421 C

HEX #EAA8AC
CMYK 04 38 16 00
PMS 494 C

Watermelon Lime

HEX #F05F79
CMYK 01 72 31 00
PMS 709 C

HEX #6C101D
CMYK 20 92 75 46
PMS 188 C

Blood Orange

HEX #D83520
CMYK 01 88 97 04
PMS 485 C

HEX #FDC88B
CMYK 02 22 44 00
PMS 148 C

Pineapple Mango

HEX #F47E45
CMYK 00 57 76 01
PMS 164 C

HEX #3F1F1F
CMYK 45 82 68 59
PMS 4975 C

White Peach

HEX #FBB68C
CMYK 02 31 40 00
PMS 1555 C

HEX #C13B27
CMYK 04 86 92 10
PMS 7599 C

Cream Soda

HEX #D4C4B6
CMYK 15 18 21 00
PMS 4755 C

HEX #3F1F1F
CMYK 45 82 68 59
PMS 4975 C

Lemon Lime

HEX #EBE67C
CMYK 09 04 60 00
PMS 602 C

HEX #1F5733
CMYK 81 26 87 41
PMS 357 C

Green Apple

HEX #90CA69
CMYK 43 00 73 00
PMS 7487 C

HEX #002E03
CMYK 75 36 88 67
PMS 5535 C

Blue Raspberry

HEX #41A4C9
CMYK 67 13 05 01
PMS 7702 C

HEX #054061
CMYK 93 57 19 34
PMS 302 C

Blackberry Lemonade

HEX #51284F
CMYK 63 90 22 30
PMS 7652 C

HEX #AAA5D2
CMYK 34 29 01 00
PMS 2705 C

5.3 Flavor Color Palettes

The RITE flavor color system is designed to create immediate recognition while maintaining a refined and cohesive visual identity across the entire product lineup. Each flavor uses a carefully selected dual-tone palette that balances vibrancy with sophistication, allowing the cans to feel energetic without becoming visually overwhelming. The system creates a strong shelf presence while preserving the calm, elevated, and intentional aesthetic of the RITE brand.



Visual Language

6.1 The Bar
6.2 The Wave
6.3 Iconography

6.1 The Bar

The vertical bar is the most recognizable graphic asset within the RITE identity system. More than a design element, it functions as a visual shorthand for the brand itself calm, minimal, intentional, and instantly identifiable.

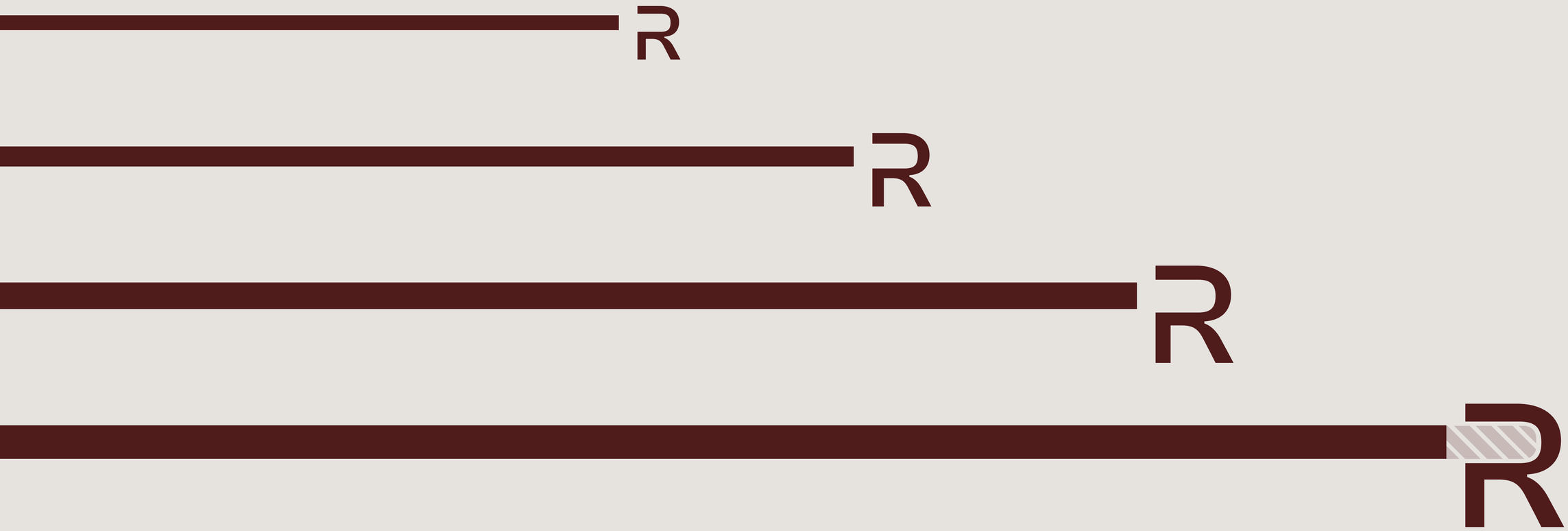
Inspired by the idea of focus and reduction, the bar represents clarity within chaos. It creates a pause within the visual environment, reinforcing the brand philosophy of restraint over excess and consistency over intensity.





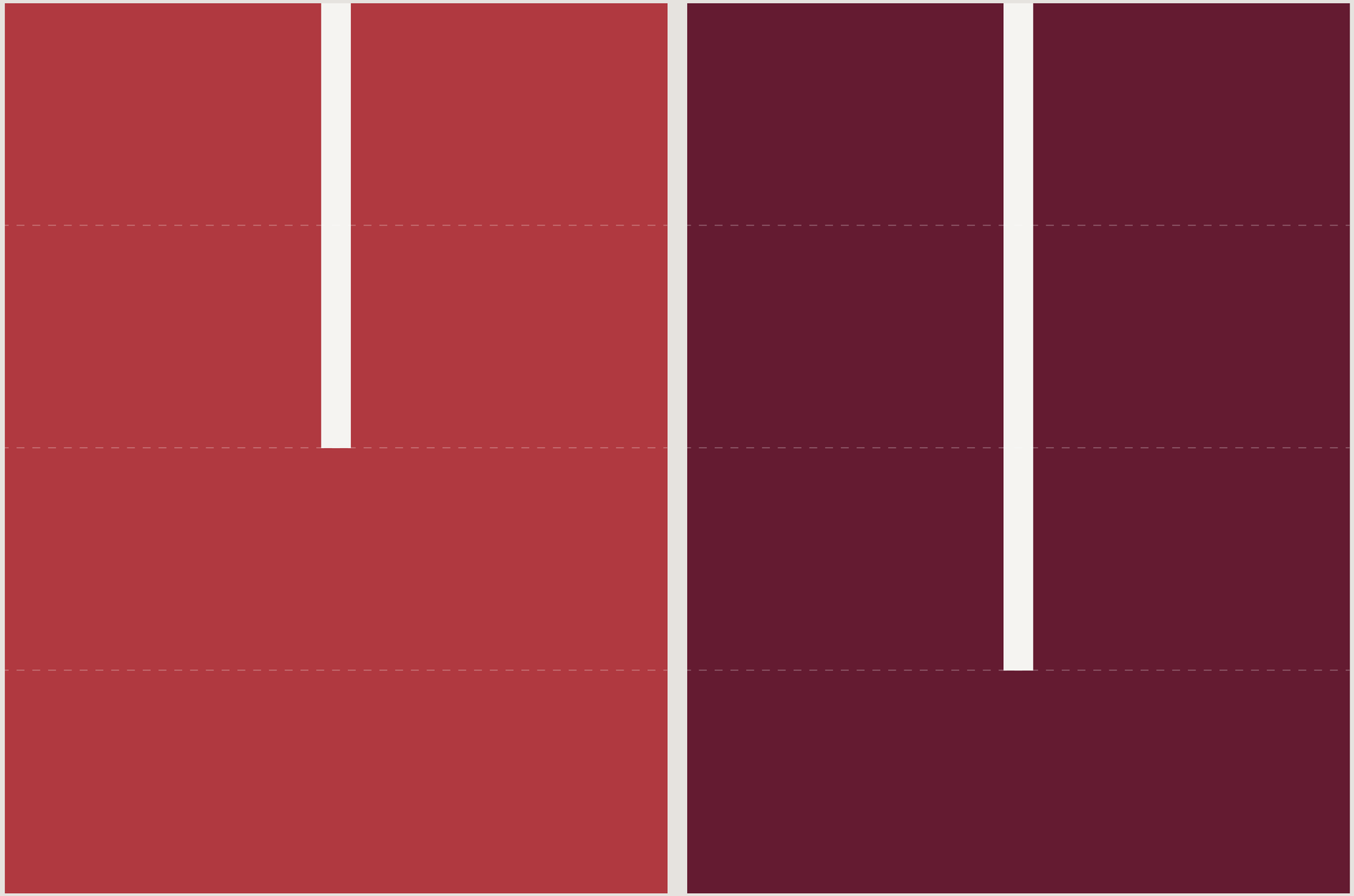
6.1 The Bar

The thickness of the bar should always be determined in proportion to the R letterform in the RITE wordmark. The bar should never read as thicker than the space created by the half-circle form of the R.



6.1 The Bar

The bar should always stretch from one leading edge of the design. In most cases, its length should equal a multiple of 1/4ths of the design area's total length, in order to create a consistent ratio throughout. Edge cases may require the bar to be shorter, or stretch across the entire design, and designer discretion may be used in these cases.



6.2 The Wave

The RITE wave pattern is inspired by the idea of smooth, sustained energy in motion. The flowing continuous lines represent rhythm, balance, and consistency visually expressing the brand's philosophy of calm performance and intentional daily rituals. The organic wave structure reflects the controlled energy experience that defines RITE, creating movement without chaos.



Designed with minimal linework and refined spacing, the pattern system adds subtle texture while maintaining the clean and elevated aesthetic of the brand. The pattern should be used sparingly across brand applications, only appearing when its use can elevate and bring needed depth to the design.

RITE comes from ritual.

The intentional acts we repeat every day without thinking.

Habits, not hacks.

Energy that fits into life instead of interrupting it.

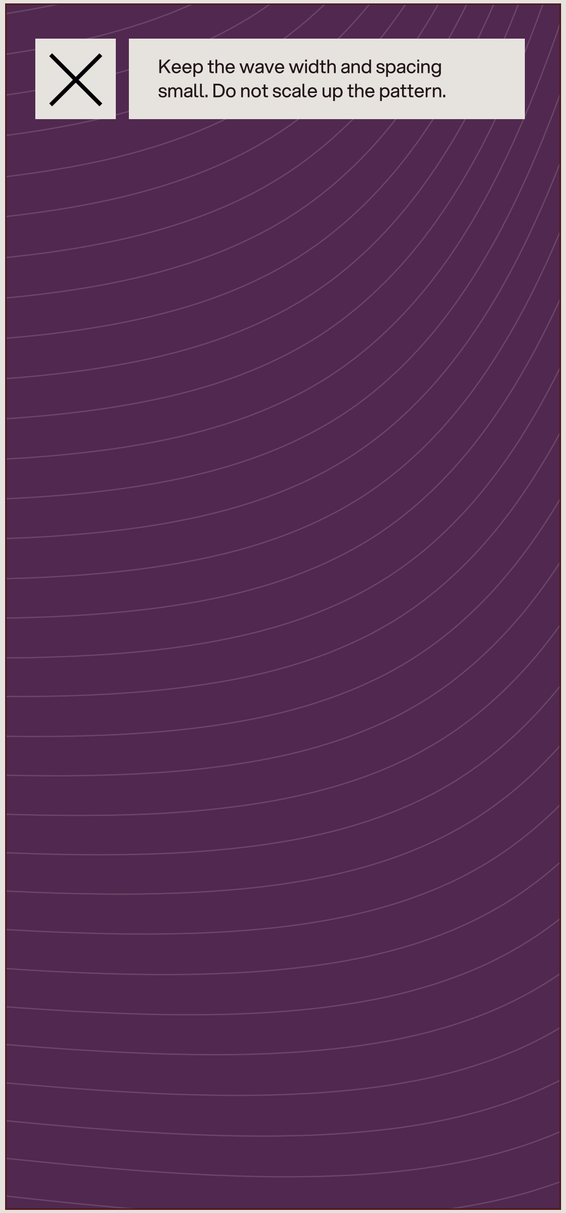
A rite is something you return to because it works, because it fits, because it feels right.

Do it rite.

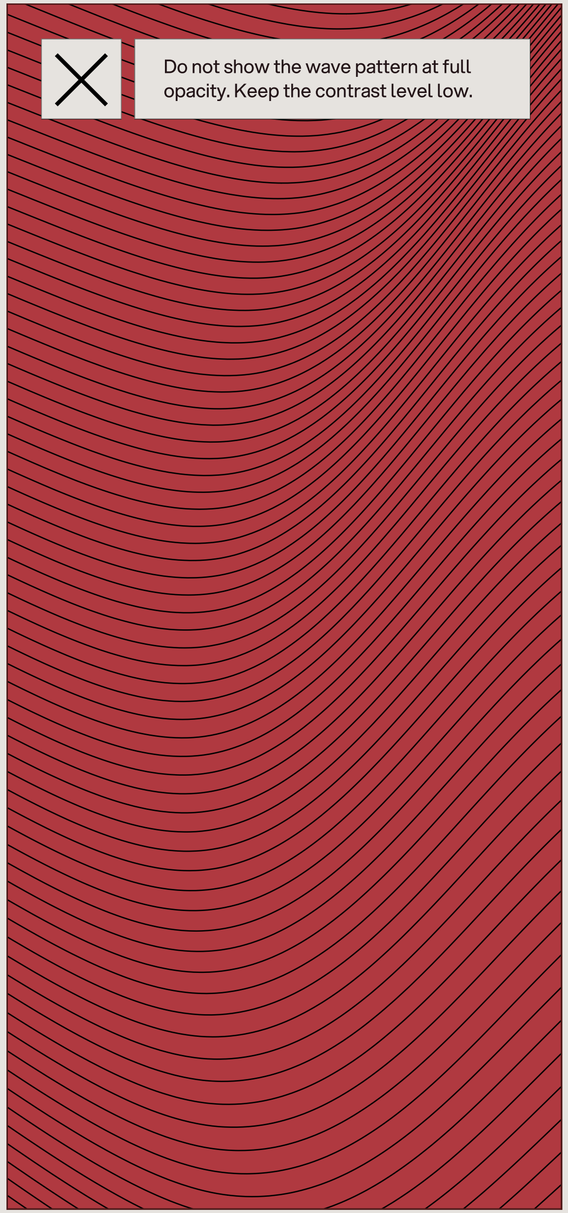
RITE



The following is a list of Don’ts for the RITE wave pattern. Please take care to use the wave pattern at the proper scale, in the correct color conditions, and at a low contrast with the background so as to never overwhelm the foreground design.







6.3 Iconography

The RITE iconography system is designed to visually communicate the brand's core principles of clarity, balance, functionality, and sustained performance.

Built with clean filled shapes and minimal detailing, each icon reflects the calm and refined aesthetic of the RITE identity system while supporting clear communication across packaging, digital platforms, presentations, and marketing materials.

Performance



Hydration



Energy



Ritual



Trust



Clarity



Routine



Focus



Photography

7.1 Photography Style
7.2 Photography Best Practices

To maintain our "Modern Luxury" aesthetic, all visual production follows this four-pillar rule:

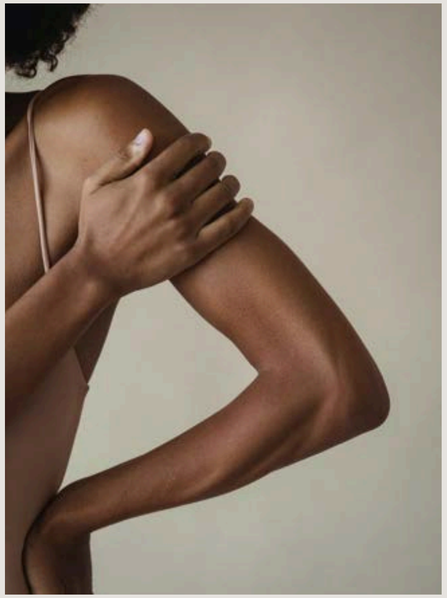
SHOOT LIKE FASHION
Tonal, body-led imagery that is effortless and self-possessed.

LIGHT LIKE SKINCARE
Treat the product as a "considered object" of design with elevated composition.

THINK LIKE PRODUCT DESIGN
Precision, simplicity, and product-first clarity.

CAST LIKE CULTURE
Real people with taste and presence.
No performers; only people you would "discover" naturally.



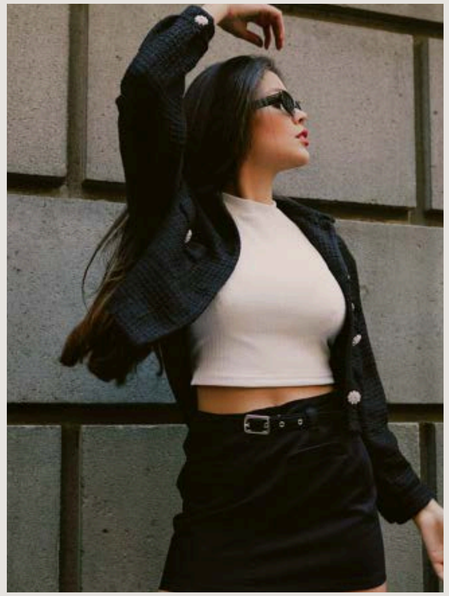












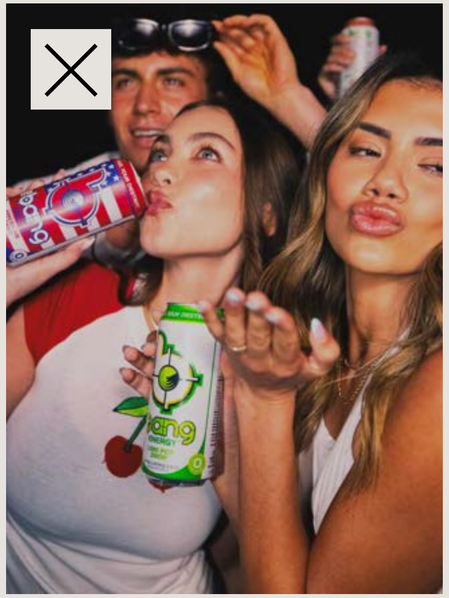


The following is a list of Don’ts to keep in mind when shooting photography or selecting stock photos. It is important to avoid photos like these in order to insure brand quality and consistency.

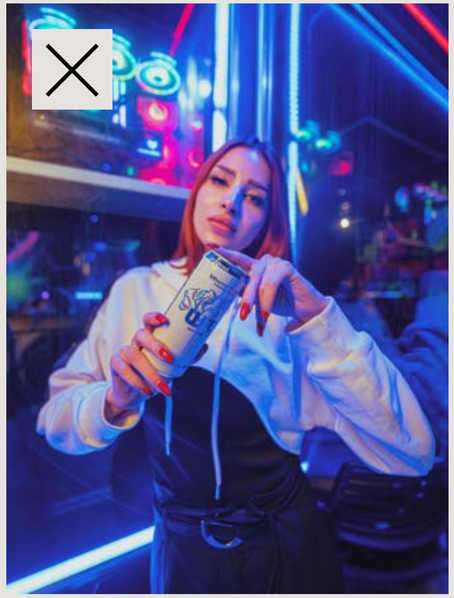
NO THEATER
Avoid high-intensity "crush it" action shots or exaggerated poses. Casting should never feel like people are “trying too hard” or are overly scripted. Avoid stereotypical fitness models. RITE targets the design-aware woman who values routine over intensity.

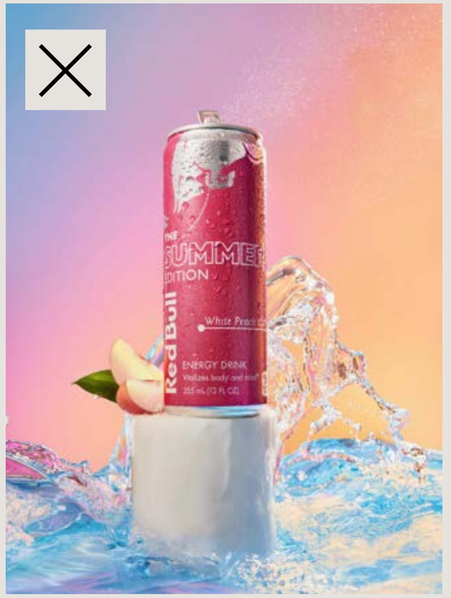
NO CHAOS
Reject chaotic or cluttered backgrounds. Don’t overload product photography with fruit, fizz/spray/droplets, or other stereotypical drink advertising. The brand is built on "clarity over chaos"; imagery should never feel crowded, over-designed, or over-stimulated.

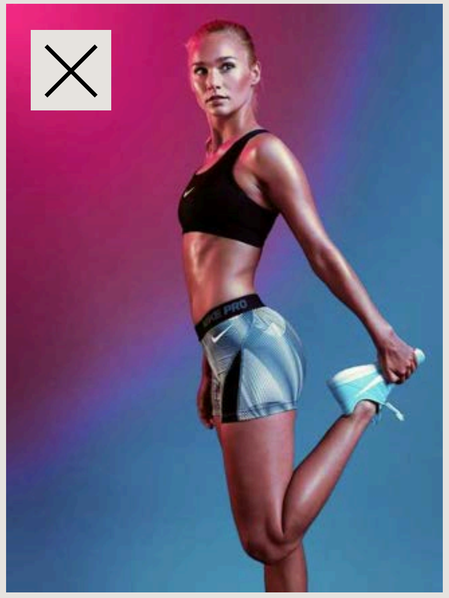
NO ARTIFICIALITY
Steer clear of loud artificial colors or unnatural "gloss." Competitors often use artificial/unnatural photography that RITE intends to stand out against by appearing more elegant, natural, and effortlessly cool.

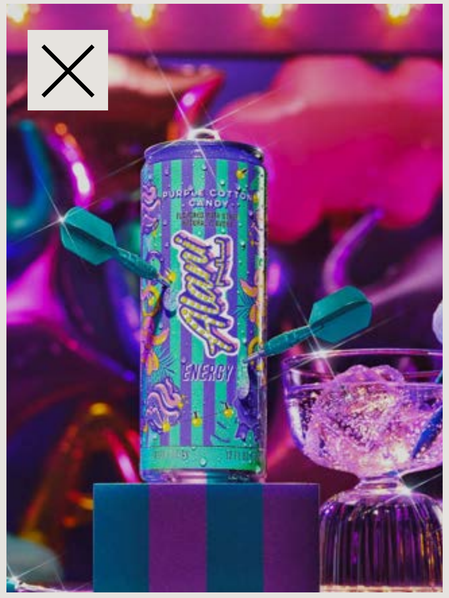


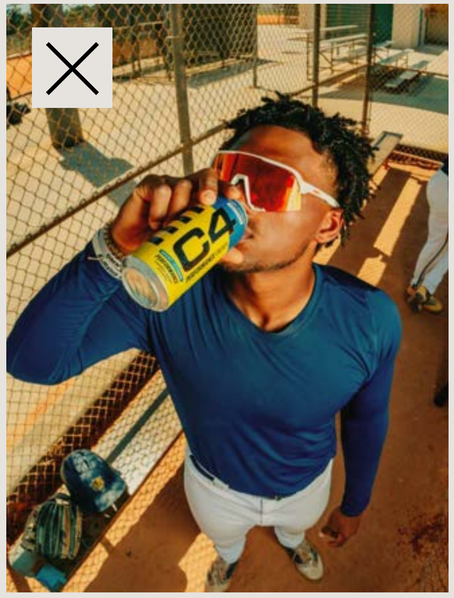














Brand In Use

8.1 Apparel
8.2 Packaging
8.3 Advertising

An example of the brand used in apparel.





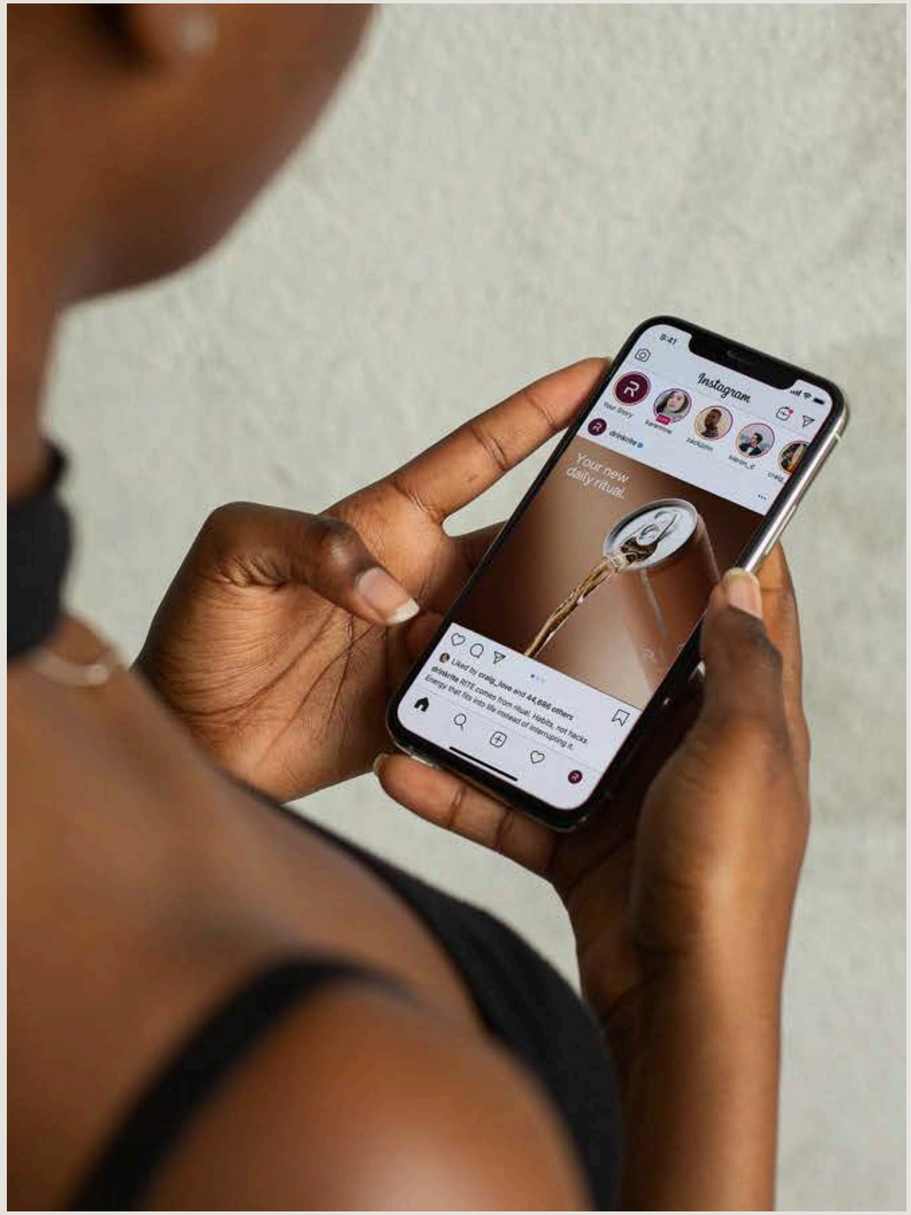
An example of the brand in drink packaging.





An example of the brand in digital and print advertising.





Contact

For any questions about these guidelines or additional brand materials, please contact:

[email here]