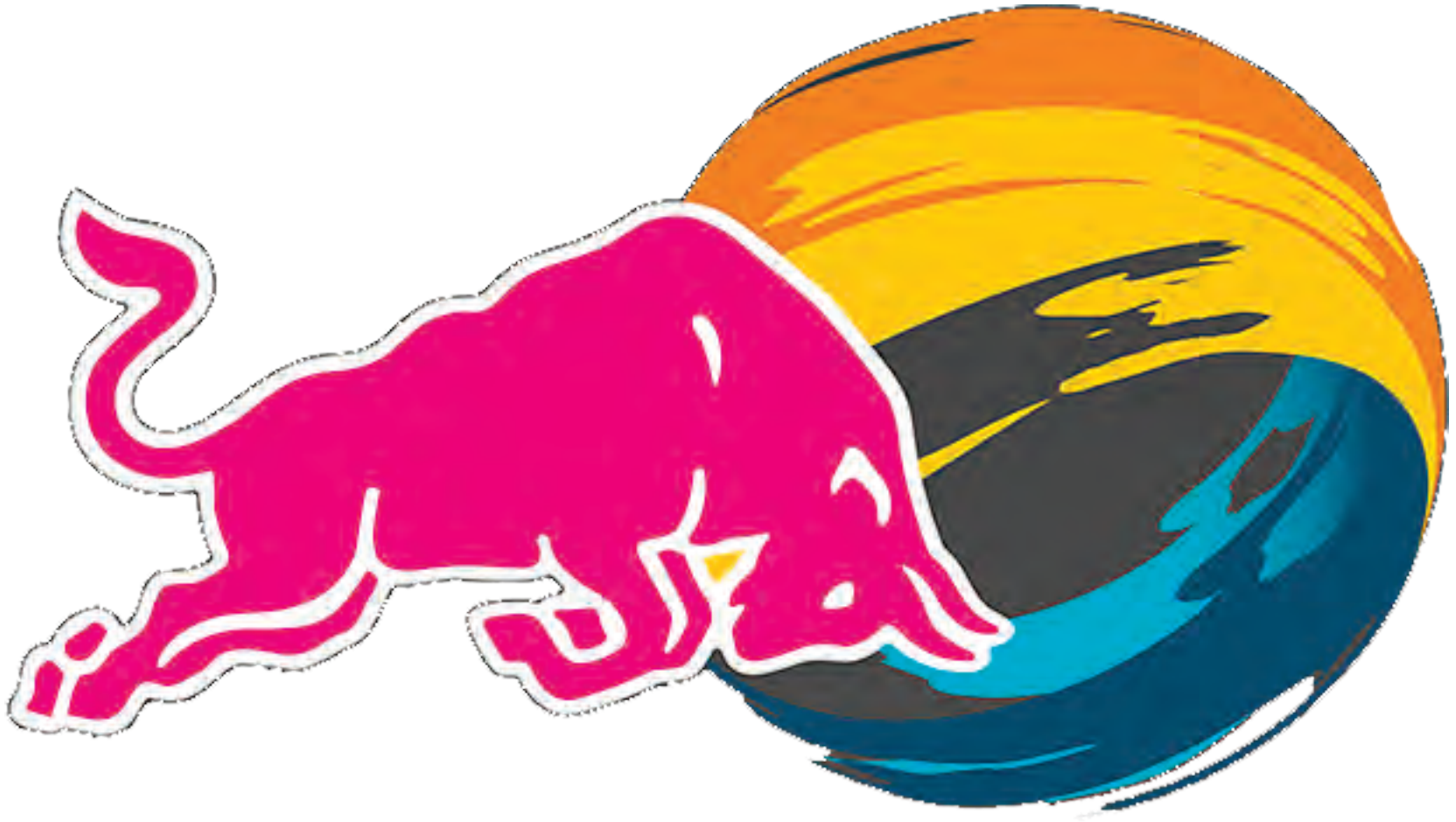




Red Bull

Style Guide

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Strateaic Brand Overview



At the heart of Red Bull is our essence which is encapsulated in the phrase
“Spread our wings over the world”.

More than just a global brand, Red Bull has spawned a whole new market of the F&B industries:
the energy drink.

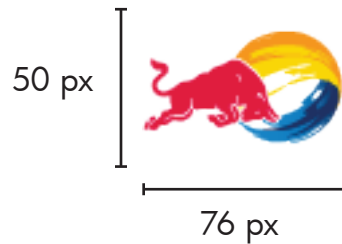
Red Bull’s identity embodies an adventurous spirit and passion for excitement.
This is represented in our slogan:

Red Bull gives you wiings.

Logo - Variations

Red Bull Branding Logo

Website Dimensions
Padding Left: 0
Location: "Main Bar"



The website logo is a link to the Red Bull homepage.

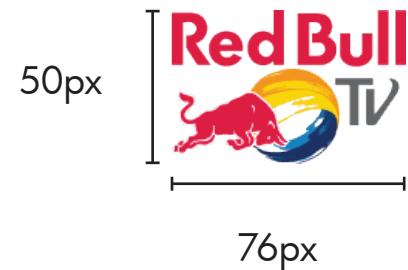
RedBull.COM Logo

Website Dimensions
Top Margin: 159px
Location: "Footer Main Navigation"
Float Left

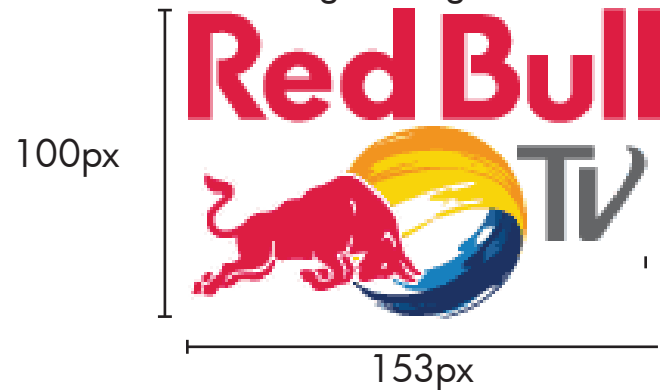


Red Bull TV Logo

Website Dimensions
Top Margin: 90px
Location: "Module 3-Up"

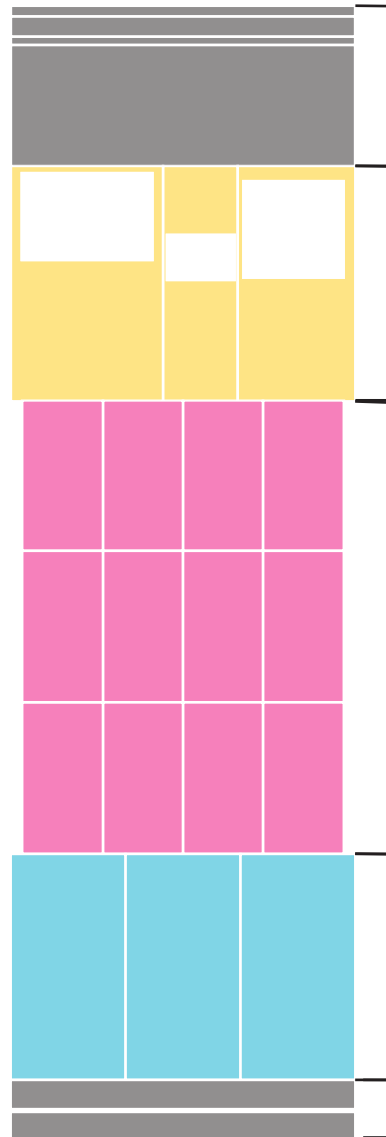
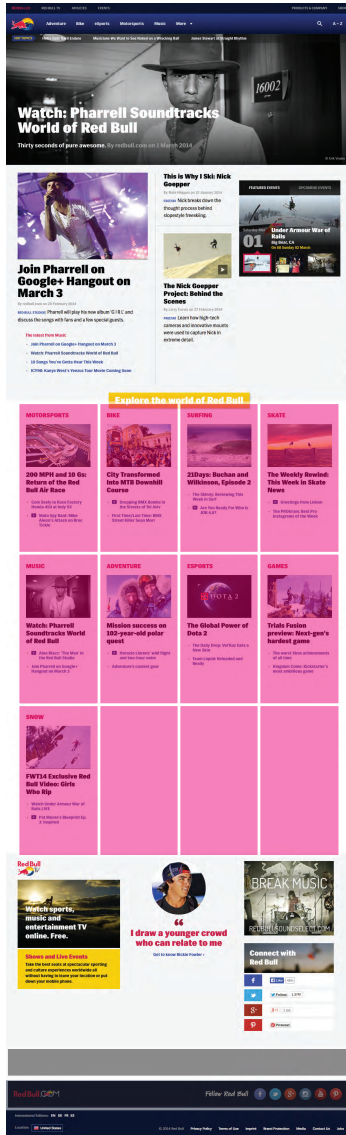


Original Logo Size



The Red Bull Branding Logo is used in the upper left-hand corner of the website.
It is also used as the websites favicon (16px x 16px)

Grid & Layout



Modular Grid/ Header: 1159px x 440px
Padding: 48%

Modular Grid/Blocks: 476px x 739px
Padding: 26px

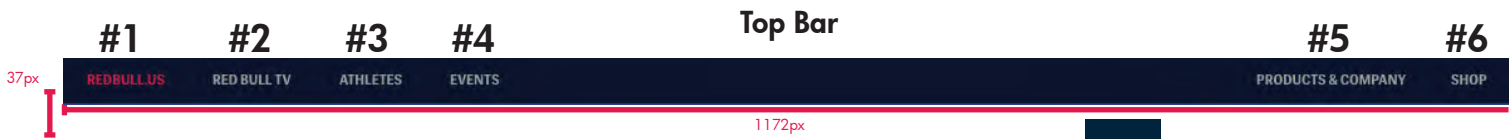
Four Column Grid/ Channel Teaser:
1159px x 1541 px
Padding: 26px

Three Column Grid/ Red Bull TV:
368.625px x 1371px
Padding: 26px

Modular Grid/ Footer: 1159px x 196.547px
Padding: 18.2
Margin: 26.286

The Red Bull Website utilizes a complex grid system.

Header Styles



Button #1 : REDBULL.US
Size: 61.9891px x 36px
Web Red
Color: #CC1C4A
RGB: 204,28,74
CMYK: 0,100,31,0

Button #2 : RED BULL TV
Size: 62.797px x 36px

Button #3 : ATHLETES
Size: 50.250px x 36px

Button #4 : EVENTS
Size: 39.531px x 36px

Button #5 : PRODUCTS & COMPANY
Size: 119.297px x 36px

Button #6 : SHOP
Size: 28.609px x 36px

Font: Red Bull Siri Core Bold
Font Size: 11px
Line Height: 36px
Border: 1px
Padding: 17.875px x 17.875px

Top Bar Color
Top Bar Blue
Background: #0b162f;
CMYK: 100, 74, 44, 59
RGB: 11, 22, 47

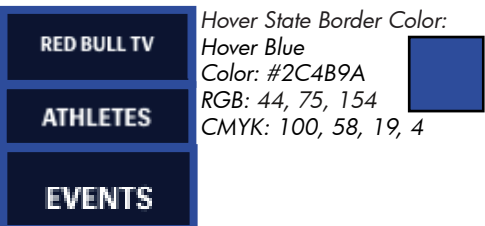
Top Bar Color
Border Bottom
Background: #0b162f;
CMYK: 100, 74, 44, 59
RGB: 11, 22, 47

Top Bar Specifics
Position: relative;
Display: block;
Margin: 0;
Height: 41px;
Line-height: 41px;
Border-bottom: 1px solid #2c4b9a;
Width: 100%;

Hover States: Button #1, #5, #6



Hover States: Button #2, #3, #4



Button #2-6 Color
Hover White
Color: #FFFFFF
RGB: 0,0,0
CMYK: 0,0,0,0

Button Hover State

position: absolute;
top: 0px;
left: 0px;
width: 400px;
font-size: 10px;
background-color: white;
color: rgb(102, 102, 102);
font-family: 'Lucida Grande', 'Lucida Sans Unicode',
'Lucida Sans', sans-serif;
border: 1px solid rgb(74, 174, 222);
border-image-source: initial;
border-image-slice: initial;
aborder-image-outset: initial;

border-image-repeat: initial;
box-shadow: rgb(51, 51, 51) 0px 0px 20px;
-webkit-box-shadow: rgb(51, 51, 51) 0px 0px 20px;
border-radius: 8px;
text-align: left;

Header Styles

Main Navigation Menu Buttons



Main Menu Button Size: 98px x 36px 59px x 36px 82px x 36px 112px x 36px 70px x 36px 77px x 36px

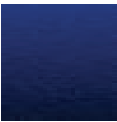
Main-Menu Size:

1043px x 691px

Main-Menu Color(s):

Menu Background Color: Blue Gradient

Button Colors: Transparent



Main-Menu Spacing:

Margin: 12px x 12px (Left & Right); 16px x 16px (Top & Bottom)

Padding: 18.2px x 18.2px

Main-Menu Corner Radius:

.4px

Sub-Menu Buttons



Sub-Menu Size:

77px x 36px

135px x 183px

Sub-Menu Color(s):

Menu Background Color: #253875

Copy Color: FFFFFF

Sub-Menu Spacing:

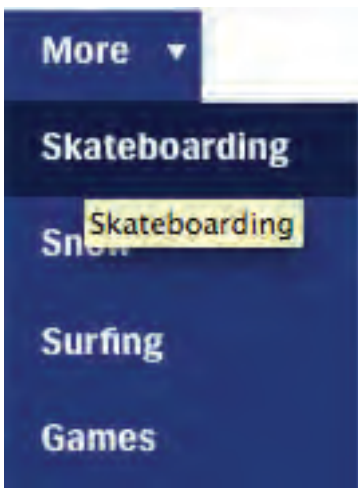
Margin: 4.2 (Left); 3.5 (Bottom)

Padding: 13.65



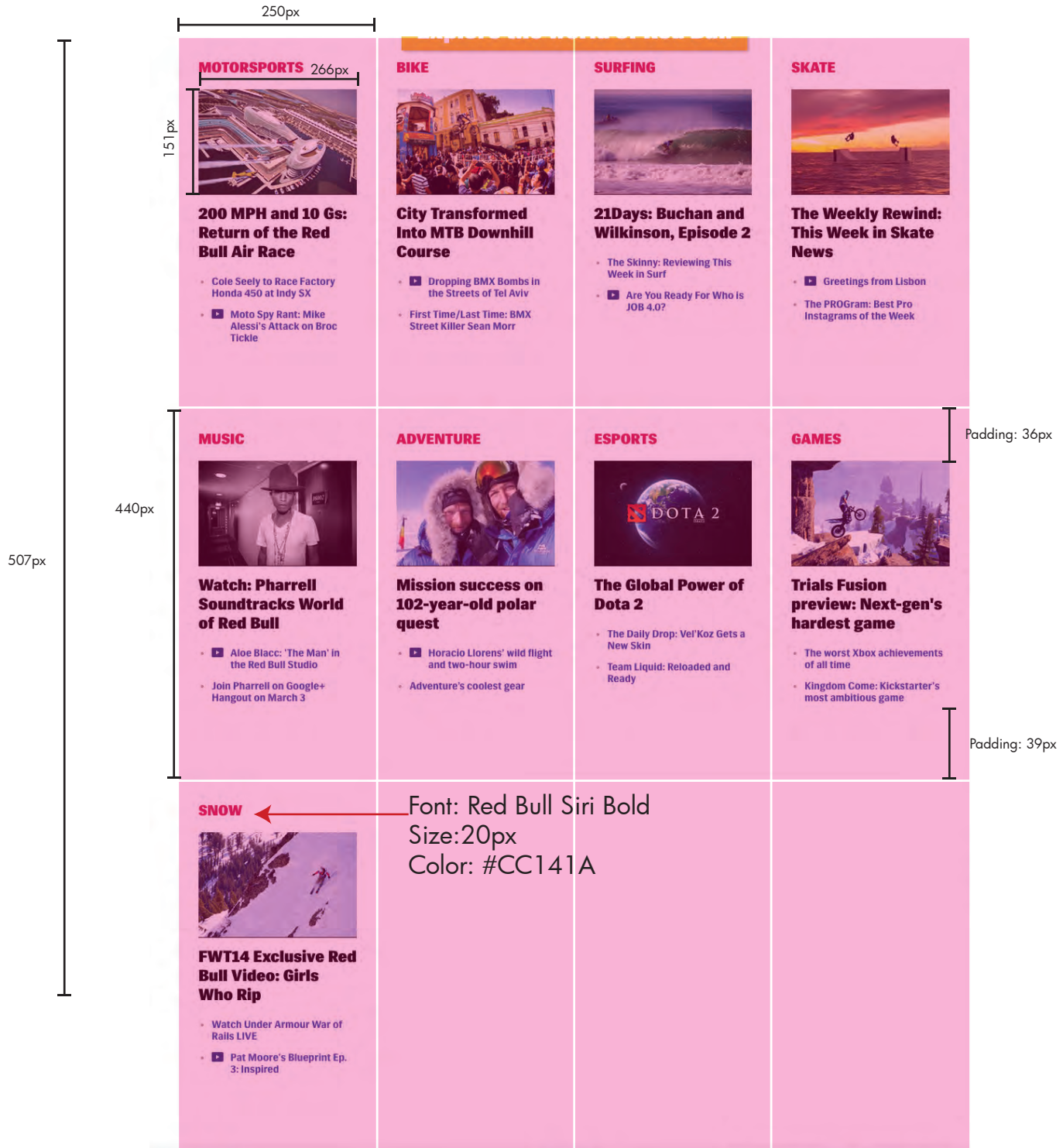
Hover State:

Color: #121F45



Header Styles

Four Column Grid



Footer Styles

Main Footer



Footer Size:

43px x 43px

Footer Color(s):

#213872

Footer Spacing:

Margin: 26.286px (Left; Top; Right)

Footer Border

1px solid #213872

Kremlin Regular

20px

#FFFFFF

Button Styles



Button Name: Search Button
Location: Float Right
Size: min. 640px
Color: Clear
Font: Red Bull Siri Core Bold 14px
Spacing: padding 9.1px



Tertiary Module
margin-top: 0 !important;
display: -moz-inline-stack;
display: inline-block;
vertical-align: middle;
zoom: 1;



Social Media Buttons
float: right;
display: inline;
border-top: 0;
padding-top: 0;

Form Styles

CONTACT US

Futura pt condensed- bold
Size: 54px
#212B30
CMYK: 79, 65, 59, 62
RGB: 33, 43, 48

Please use the form below to contact us about anything concerning Red Bull.

United States Select Category

First Name

Last Name

E-Mail

Phone

Your Message

SEND MESSAGE

HEADQUARTERS

Address: 1740 Stewart St. Santa Monica, CA 90404 USA

Phone: (001) 310 393 - 4647

Fax: (001) 310 230-2361

Futura pt condensed- bold
Size: 15px
#171717
CMYK: 72, 66, 65, 80
RGB: 33, 43, 48

Form Location/Alignment:

width: 90%;
position: relative;
max-width: 1280px;
margin-left: auto;
margin-right: auto;
display: block;
overflow: hidden;

Form Element Size:

1043px x 691px

Form Spacing:

Margin: 57.953px (Left and Right); Bottom (28px)
Padding: 5px (Left and Right)

Form Border:

1px solid; Color #2406d9

Form Corner Radius:

4px

Form Drop Down Menu Shadow:

linear-gradient(to bottom, #ffffff, #f5f5f5)
Contact Form Gradient-

Photo Styles



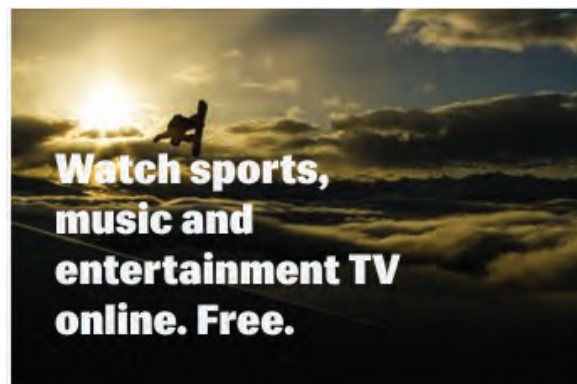
Main Photo
Size: 1257.778px x 628.889px



Column Grid Photos
Size: 241.580px x 161.111px
Padding: 26 (Left, Right; Bottom) 39 (Top)
Border: 2px solid #f3f3f3;
Border Radius: 4px



Advertisement Photo
Size: 300px x 250px
Margin: 35.955px (Left & Right)



Bottom Module Photos
Size: 401.528px x 455.330px

Red Bull has photographed dozens of athletes, artists, musicians and events. We have also designed, engineered and constructed original marketing products. Each photo should represent the core values of the Red Bull Company.

Typography Styles

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Kremlin
Used as the title for the "Follow Red Bull" Social Media Icons
Color: #FFFFFF
Size: 20px
Line Height: 41px

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Red Bull Siri Bold
Used for headers and hyperlinks
Colors: #CC14A; #FFFFFF
Size: 30px; 20px; 25px; 14px; 22px

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Red Bull Core- Bold
Used for hyperlinks and small headers
Colors: #CC14A; #FFFFFF
Size: 30px; 20px; 25px; 14px; 22px

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Red Bull Siri
Used for body copy
Colors: #000000
Size: 15.5px; 12.2px

Colors



Red Bull Red
Usage: Headlines
CMYK: 14; 100; 66; 2
RGB:204; 31; 75
HEX:CC1E4A



Outrageous Orange
Usage: part of logo
CMYK: 0; 60; 100; 0
RGB: 245; 129; 32
HEX:F4801F



Sunbelt Yellow
Usage: part of logo
CMYK:0;20;100;0
RGB:255;202;6
HEX:FFC906



Gray
Usage: Hover
State Text
CMYK: 66,59,58,41
RGB:70,70,70
HEX:464646



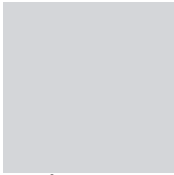
Deep Bull Blue
Usage: Logo and
borders
CMYK: 100, 64, 34, 23
RGB:0; 76;109
HEX:004C6C



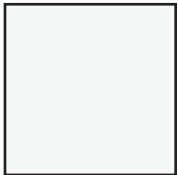
Soaring Blue
Usage: Logo
CMYK: 100, 4, 25, 0
RGB: 0, 140, 209
HEX:008CD1



Gray Blue
Usage: Copy
CMYK: 79,65,59,62,
RGB: 33, 43, 48
HEX:202A2F



Light Gray
Usage: Lines and Borders
CMYK: 15,11,10,0
RGB: 212,214,217
HEX:D4D6D8



Almost Whitee
Usage: Lines; hover state
CMYK: 2,1,1,10
RGB: 245,245,245
HEX:F4F5F5



Almost Black
Usage: Copy
CMYK: 72,66,65,79
RGB: 23,23,23
HEX: 171717



Another Blue
Usage: Links
CMYK: 100, 88,27,13
RGB:34,57,114
HEX:223971



Deeper Blue
Usage: Hyperlinks
CMYK:100,90,40,45
RGB: 19,32,70
Hex:121F45



Red
Usage: Logo
CMYK: 13,100,100,3
RGB:294,32,39
HEX: CB2026