



Tesla Supercharged Branding Strategy

INNOVATIVE. MODERN. UNCONVENTIONAL.



The energy drink that brings you closer to Tesla.

Tesla is the only beverage producer to bring an exciting, long-lasting energy drink that fits the lifestyles of Tesla owners and enthusiasts in North America and Europe who want a product that will help them maintain their focus and be more alert in an era where one is expected to do more with less.

Our Mission

We aim to bring an innovative energy drink that contains minimal ingredients and is delicious, energizing, and provides a healthier, longer-lasting alternative to mainstream energy drinks.

Target Market

Our target market is male Tesla owners and enthusiasts in their 30s who lead active lifestyles, already have a degree of brand loyalty to Tesla, and are looking for something new from the brand. They work hard, tend to shop upmarket, and want an on-the-go energy drink that will raise their focus over several hours.

Product is Key

Our key product is Tesla's new full-sized energy drink. We have developed an all-new formula that contains protein and amino acids that keeps users focused and alert for several hours with no crash afterwards. It's convenient, energizing, healthy and available in a wide variety of flavors.

The Competitors

Tesla's new energy drink is healthier, higher quality and more premium than Monster Energy, Red Bull and NOS Energy. Unlike 5-hour Energy, Tesla's drink is a full-size beverage that is more filling and tastes significantly better.

Our Competitive Edge

Our energy drink gives customers and enthusiasts a new way to interact with the Tesla brand. Only Tesla has the power to develop a new formula that uses a minimal amount of quality ingredients that can raise focus for several hours and has an unparalleled great taste.

Brand Attributes

- Minimal
- Energetic
- Innovative
- Futuristic





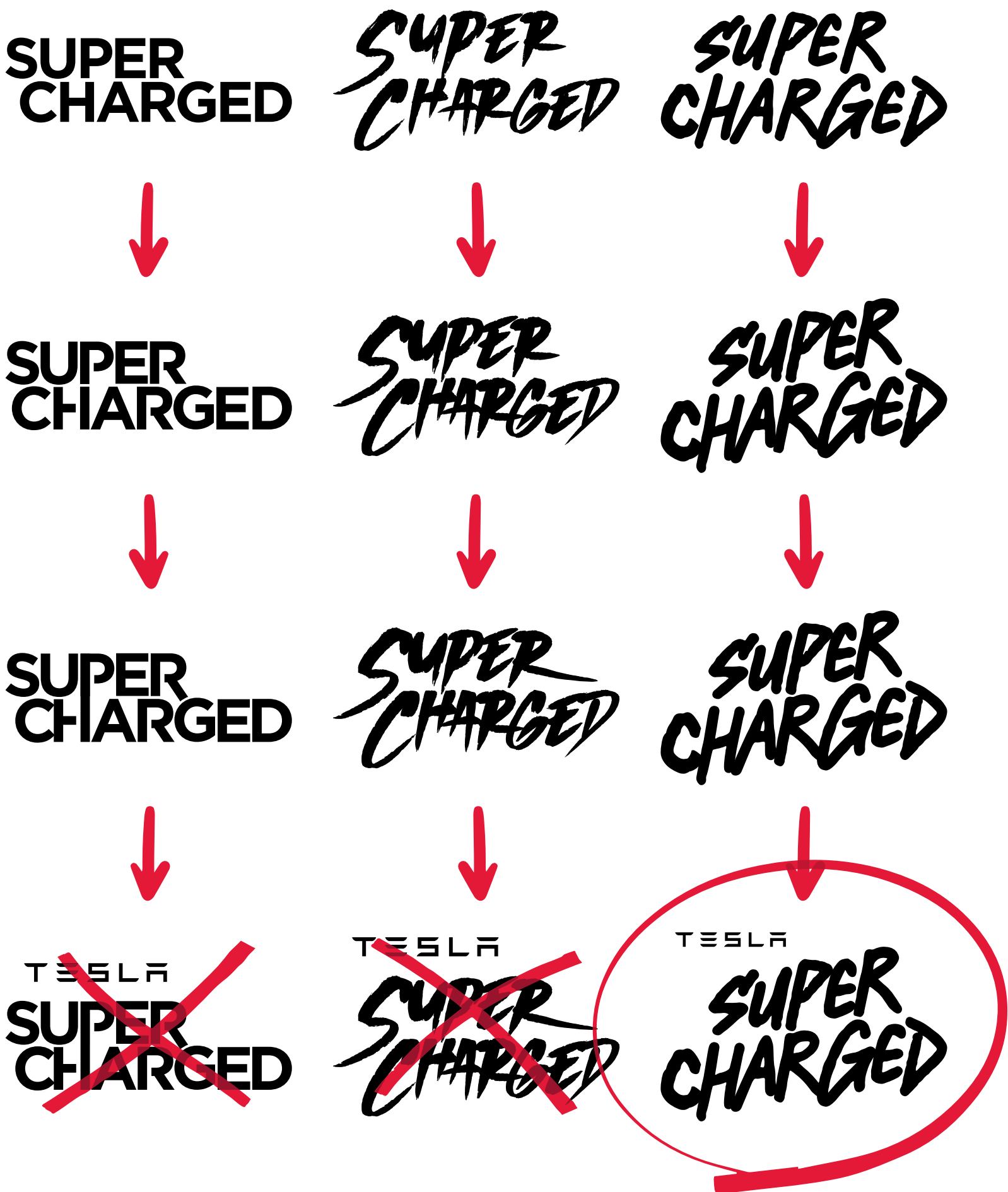
Tesla Supercharged Logo Development Process

Logotype Inspiration

Tesla broke into the electric sports car market with the Roadster, a car sporting an energetic script font as its logotype. Tesla pioneered the full-size electric truck segment with the Cybertruck, a vehicle represented by an innovative graffiti logotype.

Roadster

As Tesla continues its streak of successfully entering new markets, so too will it continue to commemorate its innovation with an unconventional, yet premium, stylized font.





Tesla Supercharged Visual Identity

Brand Attributes

The look and feel of Tesla Supercharged

- Minimal
- Futuristic
- Innovative
- Energetic

Typeface

The text on the label design

Logotype: *SKATEBOARD UNL.* (57pt)
 Header: **Gotham Bold** (11pt)
 Subheader: Gotham Book (10pt)
 Copy: Gotham Book (5pt)

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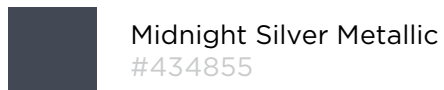
Corporate Colors

Official Tesla brand colors



Tesla Paint Colors

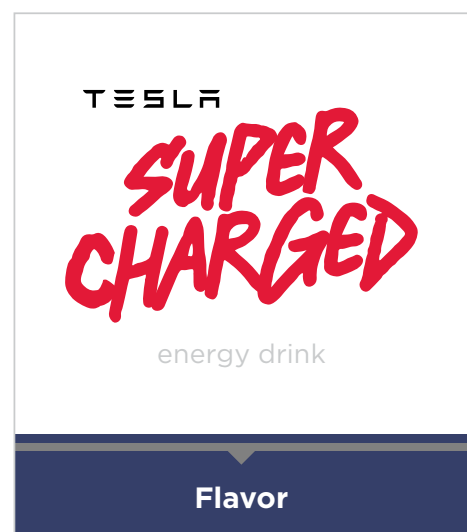
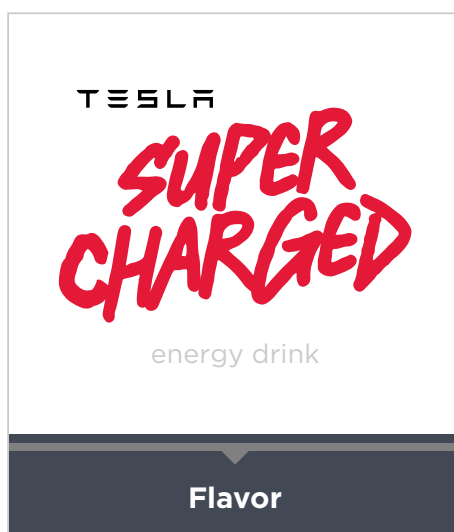
To use with each drink flavor



TESLA

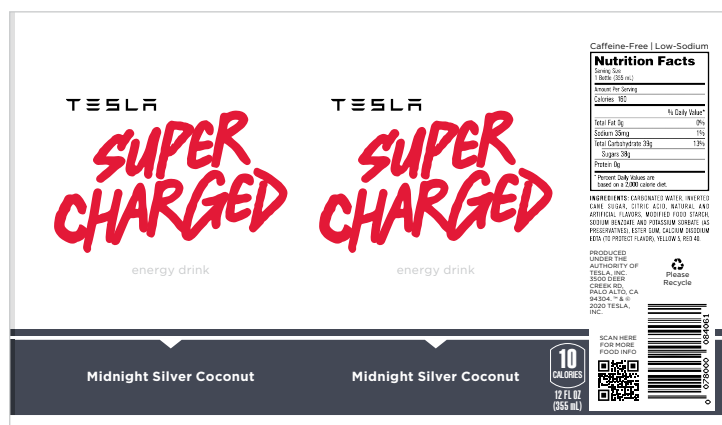
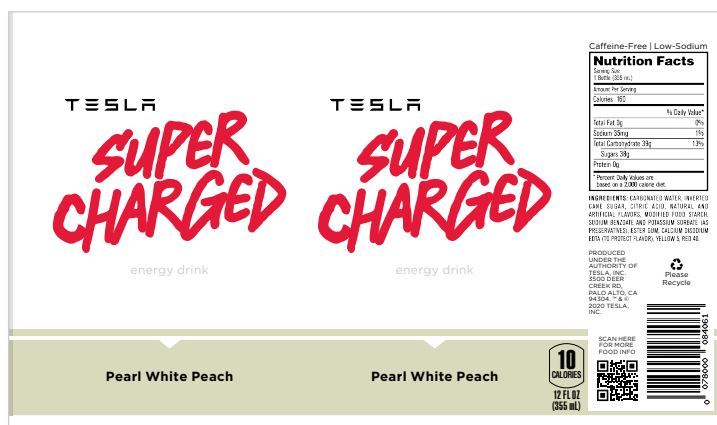
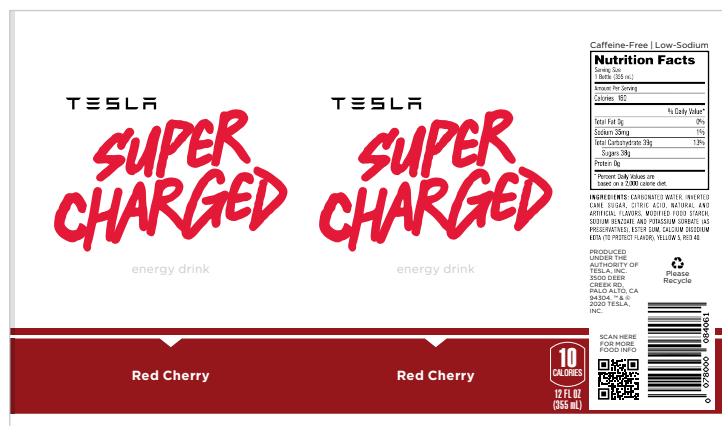
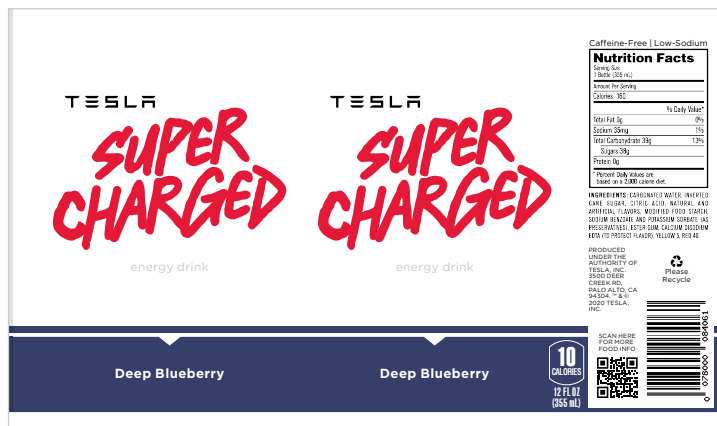
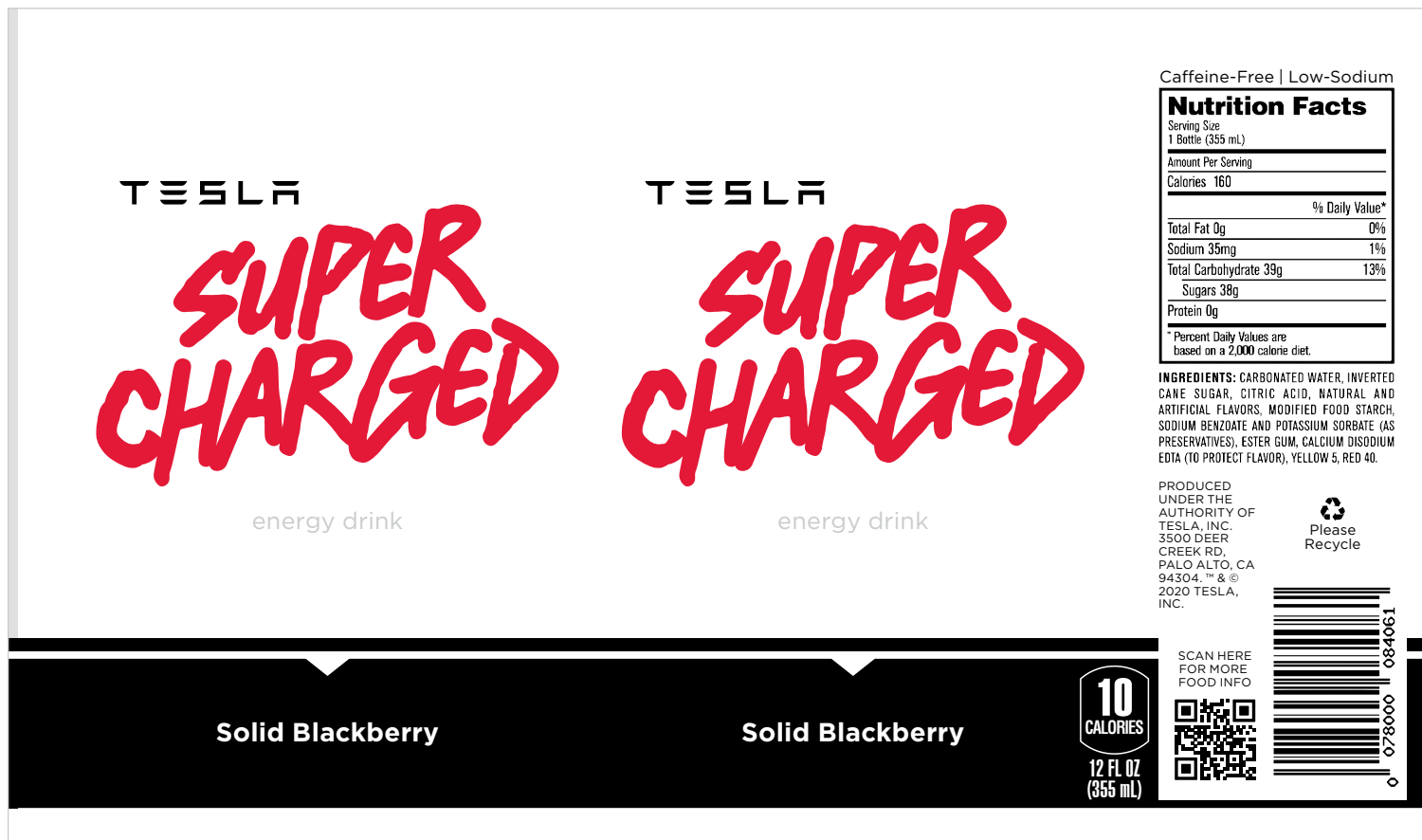
SUPER
CHARGED

Sample Usage
 An example of the visual identity in use





Tesla Supercharged Label Design





Tesla Supercharged Can Mockups

