



BRAND GUIDELINES

BRAND BEHAVIOR

The Brand Narrative is a story that tells the identity of a company, including its values, mission, and vision. It's a key part of a brand's strategy and is used to guide marketing and communications.

F3 was made for people who live life dialed in.

It's fuel for those who desire to achieve more. F3 was made for those who desire to take ownership of their mental state – so they can show up with clarity, stay focused, and keep moving forward.

It's for the individuals who understand that mental clarity is the foundation of performance—because when your mind is sharp, your decisions follow. Whether you're managing the pace of a demanding day, pushing through a workout, or navigating your next move, your control begins with a clear head.

In a world that rewards constant motion, F3 delivers purpose-driven fuel that sharpens focus, sustains energy, and restores mental balance. It's made for the disciplined, the decision makers, the ones who operate with intention—not reaction.

F3 doesn't promise wings. It delivers clarity, control, and consistency to dial you in.

Because clarity is more than a mindset—it's unlocking the control of every great outcome.

When clarity counts, F3 is how you master it.

The Brand Story is how the visual ID and name resonate with the North Star and Brand Narrative.

More Than Fuel. Made For Clarity.

F3 was created for people who move through life with purpose—those who want to stay sharp, steady, and clear in a world that rarely slows down. Whether you’re navigating the next workout, the next meeting, or the next shift, mental clarity isn’t a luxury—it’s how you stay in control.

For founder Harrison Rogers, that need was personal. As a business leader, athlete, father, and creator, he wasn’t chasing hype—he was chasing consistency. He needed a clean, effective way to fuel his mind and body without the crash, the chaos, or the compromise.

But most energy drinks weren’t built for that. They offered stimulation without stability. Intensity without focus. What was missing wasn’t energy—it was clarity.

With a background in mental and behavioral health, Harrison saw a smarter path. One built on nootropics and purposeful ingredients that support the brain, not just the body. That insight led to F3 Energy: a product designed to boost mental performance, sustain focus, and help people power through their day with intention—not adrenaline.

But performance isn't always about speeding up. Sometimes, it's about regaining balance. That's where F3 Mood comes in—a clarity-driven drink that helps quiet the noise and return to center without sedation or fog.

Together, F3 Energy and F3 Mood form a mental performance system—made for people who want to stay in control of how they feel, how they think, and how they show up.

Because your brain is your most powerful muscle.

And when it's clear—you don't just get through the day.

You take control.

Brand Benefits are the value customers experience from using your services.

F3 isn't just an energy or recovery drink—it's mental fuel for staying clear, steady, and in control. Whether you're powering through your routine or resetting after a demanding day, F3 helps your mind stay focused, your decisions stay sharp, and your momentum stay yours.

Mental Clarity On Demand: F3 helps cut through the noise—eliminating distractions and unlocking sharp thinking when precision matters most.

Energy to Execute. Calm to Command: F3 Energy powers sustained performance with nootropics for focused energy. F3 Mood supports clear thinking and calm decision making when the moment calls for balance—not burnout.

A Tool for Mastery, not Escape: F3 isn't about zoning out or grinding through. It's about gaining control when it matters most—at the podium, in the arena, on the front lines, or inside the pressure cooker of your own ambition.

Dessert-Like Flavor That Wins: With indulgent, dessert-like flavors, F3 makes every sip feel like a reward, not a compromise.

Clean Ingredients, Clear Mind: Each F3 product is powered by a purposeful blend of natural nootropics and wellness compounds. F3 Energy fuels performance with ginseng panax, ginkgo biloba, L-theanine, and BCAA, while F3 Mood promotes calm and focus with chamomile, GABA, magnesium, and valerian root.

A Rising Tide: F3 builds real communities through purpose-driven partnerships and socially responsible practices. Customers don't just buy a drink—they join a movement of unlocking the control of true potential.

The Brand Values and Brand Purpose are the foundational beliefs a company stands for.

Brand Values

Clarity isn't just a mindset—it's the moment everything shifts. When you cut through the noise, you gain command. You already have the potential. F3 helps you take control of it.

Clarity: We believe clarity is the foundation for mastery. It's the ability to see things as they are, both internally and externally.

Control: We empower individuals to take control of their energy, focus, and decisions.

Balance: We offer a balanced approach to energy and mood, and avoid the chaotic highs and check-out bliss of traditional energy and mood drinks.

Purpose: We are a purpose-driven brand, committed to helping individuals master their full potential, both internally and externally.

Indulgence: We celebrate the sensory experience, offering dessert-like flavors that signal a sensory reward.

Brand Purpose

F3 Energy and F3 Mood aren't just drinks—they're tools for recalibration. Designed to bring control of both your internal and external state, F3 helps you shift with intention—whether you're dialing in before a workout, powering through the workday, or resetting after a mentally demanding moment.

We exist to help people reclaim mental clarity to think sharper, focus stronger, and act with confidence when clarity counts—on their terms.

And with dessert-like flavors, it turns functional performance into something that tastes as good as it works.

The Brand Personality is the human characteristics of a brand (includes tone/voice)

- Confident & Commanding:** We speak with clarity, intention, and control. Our voice is precise and assured—because we understand what’s at stake when the pressure is on.
- Composed & Decisive:** Our tone is level-headed, focused, and driven. We don’t hype—we lead.
- Disciplined & Purposeful:** Every word, visual, and message has intent. There is no chaos here. Only order, mastery, and performance.
- Elevated & Intelligent:** We operate above the noise. Sophisticated but sharp. Clean but confident.

A Brand Promise is a commitment made by a company to its customers that outlines the value and brand experience they can expect when using its products or services.

F3 provides clarity without compromise, giving you the mental fuel to unlock flow—whether you’re chasing the next summit or just chasing your breath. It’s not about high stimulation or zoning out. It’s about tuning in—to your thoughts, your energy, your potential.

A Brand Archetype is the universal persona or character type that embodies a specific set of traits, values, and motivations, helping a brand connect emotionally with its audience.

The Ruler

The Ruler values clarity, control, and peak performance and is driven by a desire to show up strong, stay sharp, and elevate. The Ruler fears losing focus, falling into chaos, or feeling unprepared when it matters most.

“Clarity precedes success.” — Robin Sharma

F3 lives within the Ruler archetype—a brand built not just to inspire, but to equip. We don’t chase chaos; we design clarity. Our purpose is to provide high performers with the mental tools and discipline they need to operate at the highest level—especially when the pressure rises.

The Ruler archetype in F3 doesn’t dominate by force, but leads by design. It is earned, not inherited. This is a brand for those who take responsibility for outcomes—who shape systems, guide teams, and demand clarity, because they know it’s the foundation for leadership.

F3 is not about escaping pressure. It’s about mastering it.

The Brand Core Statement summarizes who the brand is, how it can stand out, why it exists, and how it all impacts the consumer.

F3 is the clarity-driven Ruler, redefining what cognitive performance looks like—through a new category of functional drinks that help achievers stay focused, shift gears with purpose, and master not only themselves, but their world.

A Positioning Statement is a guide that identifies the customer, the industry, and where you sit among competitors.

For people who want to stay clear, focused, and in control, F3 is the cognitive performance drink built to fuel your most powerful asset—your mind. How you think shapes how you perform. And what you put in your body shapes how you think.

F3 delivers clean, effective energy and calming clarity—without the chaos, the crash, or the compromise. Just sharp focus, steady momentum, and clarity when it counts.

The North Star is a singular statement of what a brand stands for. It's purposefully short and to the point so that one can easily recall and check branded materials against it.

CLARITY UNLOCKS CONTROL

In the modern world full of noise, pressure, and chaos, the ability to think clearly is power. Clarity allows you to make better decisions, take decisive action, and show up as your best self when it matters most.

When clarity counts, F3 helps you own the moment—before it owns you.

The Brand Vibe is how the
brand makes people feel.

ENERGIZED.
ELEVATED.
LIBERATED.

ATTUNED AND
IN CONTROL.

Target Audience

High achievers who take pride in preparation, precision, and results. They are ambitious professionals, students, athletes, and leaders who must remain clear headed under pressure. They don't just seek energy—they demand control. For them, clarity isn't a perk—it's a prerequisite.

Personas

1. The Executive Operator

Sharp, disciplined, and relentless. They manage people, performance, and outcomes. They don't have time for fog or fatigue. F3 helps them show up sharp for every decision that matters.

2. The Elite Trainer or Athlete

Tuned into physical and mental optimization. Seeks clean, functional products that match their regimen. F3 Energy = fuel. F3 Mood = recovery and focus.

3. The Entrepreneur

Creative, driven, stretched thin. Lives on decisive momentum and focus. Wants tools that give mental clarity to move faster and smarter.

4. The First Responder (Nurse, EMT, Police, Doctor)

Operates in the highest-pressure environments where every second—and every decision—matters. Must stay composed, alert, and decisive on demand. F3 provides clean, fast-acting clarity to help them stay in command during high-stakes moments and recover with control when the shift ends.

5. The Young Achiever (College Finalist)

Driven, competitive, and strategic. Wants an edge for academic performance. Studies late, trains hard, and balances high expectations. F3 Energy fuels their grind; F3 Mood resets their mental focus before test day. Both help with the anxiety that college brings.

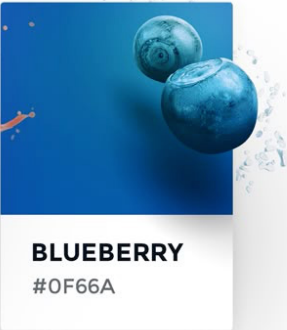
VISION



PROTECT
DEFEND
PERSERVE



TOMATO
#ED2424



BLUEBERRY
#0F66A

VISUAL ID

The F3 logo is the visual expression of the F3 brand, and as such must be valued and used responsibly.

To ensure coherence across all logo usage, it is mandatory to use the pre-made versions. It is not permitted to add to or alter the existing versions.



Primary logo

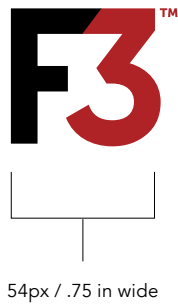
Give the logo its space.
This clear space is always
required on print pieces.

The clear space unit is the width of the
bottom half of the letter “F” on all four
sides of the logo. Do not impose on this
space. It allows the logo to stand out.

When reproducing the logo in
print or online, consider its size and
legibility. To ensure readability and
reinforce the brand, never scale
the logo so that it appears smaller
than 54px or .75” in width.



Clear space



Minimum sizes

Do not crop the logo.



Do not change the transparency of the logo.



Do not shuffle around the colors of the logo.



Do not change the size or position of the logo.



Do not distort the logo.



Do not use drop shadows or any other effects.



Do not re-create using any other typeface.



The established F3 color palette ensures communications appear unified and consistent, while providing an appropriate range of flexibility to address a variety of messaging and functional needs.

The core colors act as important identifiers to help distinguish the F3 brand and should always match the appropriate Pantone® color swatch.

<p>F3 RED</p> <p>PMS 7621</p> <p>C22 M99 Y97 K13</p> <p>R175 G34 B38</p> <p>HEX #B02225</p>	<p>RICH BLACK</p> <p>C60 M40 Y40 K100</p> <p>R0 G0 B0</p> <p>HEX #000000</p>
<p>F3 BRIGHT RED</p> <p>PMS 3546</p> <p>C0 M100 Y100 K0</p> <p>R211 G30 B37</p> <p>HEX #ED1C24</p>	<p>LIGHT GRAY</p> <p>PMS 6198</p> <p>C18 M10 Y23 K0</p> <p>R200 G206 B194</p> <p>HEX #C8CEC2</p>

Do not use secondary colors for text.
Do not interchange the use of black and white text according to preference, as these color combinations are specifically approved for accessibility.
Secondary colors can be used with our core colors, but this should be limited.

<div>CITRUS CLARITY</div> <div>PMS 382</div> <div>C22 M0 Y100 K0</div> <div>R196 G214 B0</div> <div>HEX #C4D600</div>	<div>TROPICAL THEORY</div> <div>PMS 326</div> <div>C81 M0 Y38 K0</div> <div>R0 G178 B169</div> <div>HEX #00B2A9</div>	<div>STRAWBERRY</div> <div>PMS 1787</div> <div>C0 M89 Y66 K0</div> <div>R244 G54 B76</div> <div>HEX #F4364C</div>	<div>LEMONADE</div> <div>PMS 101</div> <div>C1 M0 Y78 K0</div> <div>R247 G234 B72</div> <div>HEX #F7EA48</div>
<div>PEACH PARADISE</div> <div>PMS 6046</div> <div>C0 M67 Y45 K0</div> <div>R229 G108 B115</div> <div>HEX #E56C73</div>	<div>ORANGESICLE</div> <div>PMS 1505</div> <div>C0 M64 Y100 K0</div> <div>R255 G105 B0</div> <div>HEX #FF6900</div>	<div>PIÑA COLADA</div> <div>PMS 134</div> <div>C0 M11 Y62 K0</div> <div>R253 G210 B110</div> <div>HEX #FDD26E</div>	<div>STRAWBERRIES & CREAM</div> <div>PMS 184</div> <div>C0 M79 Y31 K0</div> <div>R246 G82 B117</div> <div>HEX #F65275</div>

Typography is a critical component in defining a brand’s look and feel, as well as its position.

The F3 brand uses Aether Neue for headlines and Avenir for body copy.

These fonts were specifically chosen to serve as a foundation, allowing the message to be conveyed in a clear and confident manner. The primary font shall be used to accentuate the top hierarchal portion of the message, as well as other featured phrases.

Acquiring fonts: Aether Neue is a Sryga Foundry font. It can be obtained from myfonts.com. Avenir is a Linotype Foundry font. It can be also obtained from myfonts.com. Font substitution may be necessary due to OS platform or other conditions and are only permissible as directed by the agency leads.

Aether Neue

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 1234567890

Thin	The quick brown fox jumps over the lazy dog
ExtraLight	The quick brown fox jumps over the lazy dog
Book	The quick brown fox jumps over the lazy dog
Medium	The quick brown fox jumps over the lazy dog

Avenir

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 1234567890

Book	The quick brown fox jumps over the lazy dog
Medium	The quick brown fox jumps over the lazy dog
Heavy	The quick brown fox jumps over the lazy dog
Black	The quick brown fox jumps over the lazy dog

MESSAGING

Position F3 as a Tool for Mental Control

F3 is the mental fuel for those who lead, perform, and take ownership of outcomes. It's made for high achievers who seek clarity not as a luxury—but as a necessity for decisive action.

This isn't about zoning out. It's about zoning in. When clarity counts, F3 keeps your mind sharp and your energy clean—so you can take control of what's ahead.

DO:

- Use language that reinforces control, clarity, and performance
- Speak to high performers who lead, decide, and execute under pressure
- Emphasize mental control as the ultimate advantage
- Communicate the benefits of clean cognitive energy and calm mental precision
- Use purposeful, sensory language around taste without exaggeration

DON'T:

- Avoid chaotic, jittery, or overly blissful descriptors
- Do not overpromise outcomes—be aspirational but credible
- Avoid language that feels overly casual, erratic, or vague
- Do not lean on escapism or flowy idealism—this is about performance, not passivity

Emphasize What F3 Unlocks

Speak to what happens when one's mind is clear and in command:

- You execute with confidence
- You lead with precision
- You stay focused under pressure
- You recover with intention
- You make better decisions faster
- F3 isn't just about ingredients—it's about unlocking the mental clarity to control the moment and own the outcome.

Reframe Pain Points as Barriers to Control

- Stress is a mental noise that disrupts your decisions
- Fatigue is a rack in your mental armor
- Jittery energy is power without precision = chaos
- F3 clears the chaos—so you can lead without distraction and perform without compromise.

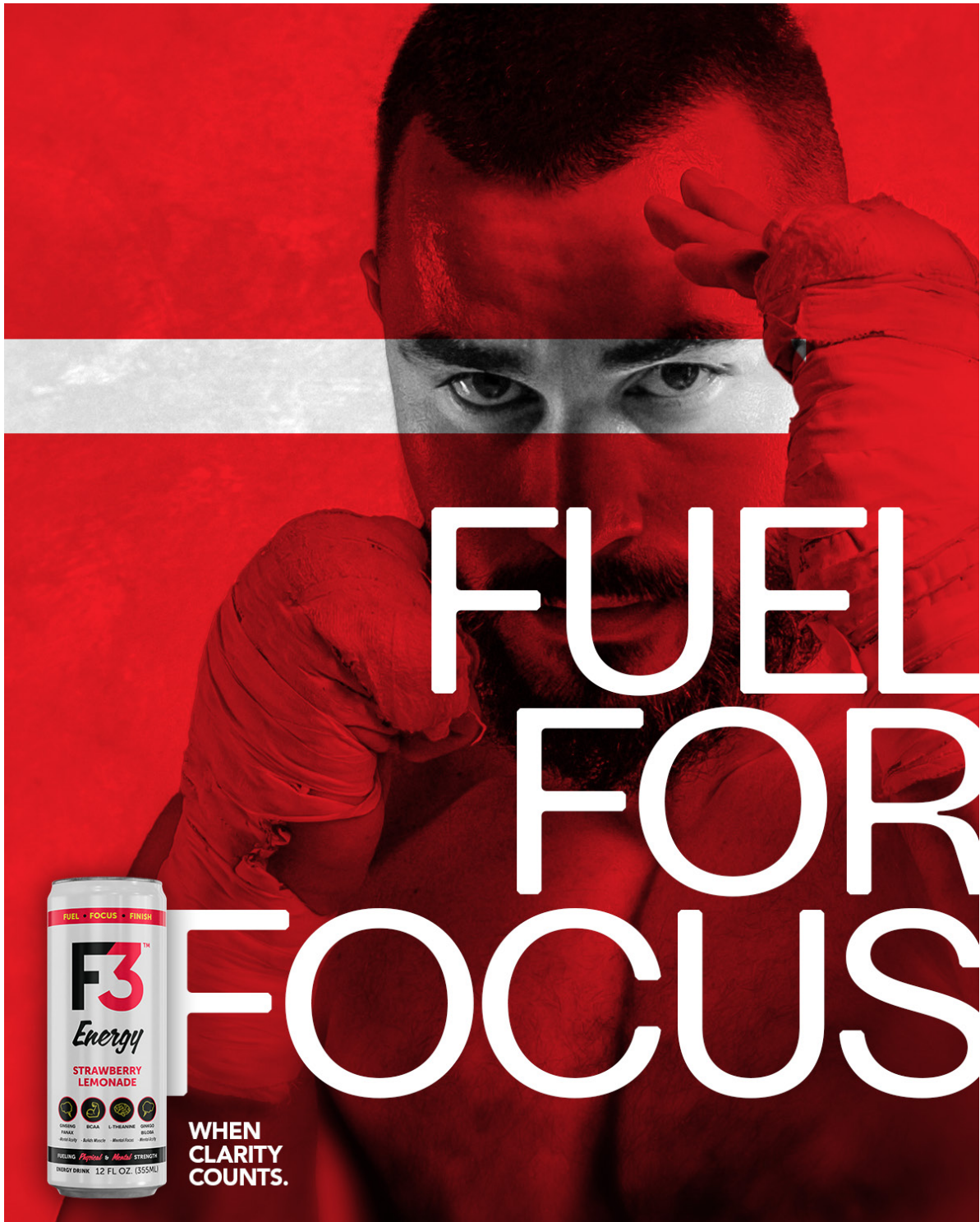
F3 Mood: Control from Within

- Quiet the noise
- Stay calm under fire
- Think clearly under pressure because clarity counts
- Restore balance after the battle
- Sharpen your edge—don't soften it

F3 Energy: Precision in Motion

- Fuel your next decisive mood
- Power up without the crash
- Stay sharp, even when the pace picks up
- Focus like it matters because clarity counts
- Energy you can control, not energy that controls you

BRAND APPLICATIONS













FUEL • FOCUS • FINISH

F3TM

Energy

ORIGINAL

ENDING TIRAK
BCAA
L-THEANINE
GAMMA BUTYR

CONQUER
WITH CLARITY

Buy Now



F3TM *Energy*
ORIGINAL
F3TM *Energy*
STRAWBERRY
LEMONADE
F3TM *Energy*
TROPICAL
THIRST

WHEN CLARITY COUNTS

Buy Now



F3TM *Mood*
ORANGE
SPLASH

FUSION
WITH FOCUS


Buy Now



F3TM *Energy*
STRAWBERRY
LEMONADE
L-THEANINE
BCAA
GAMMA BUTYR

LOCK IN
NOW

Buy Now



F3TM *Energy*
STRAWBERRY
LEMONADE
L-THEANINE
BCAA
GAMMA BUTYR

FUEL
FOCUS
FINISH

Buy Now



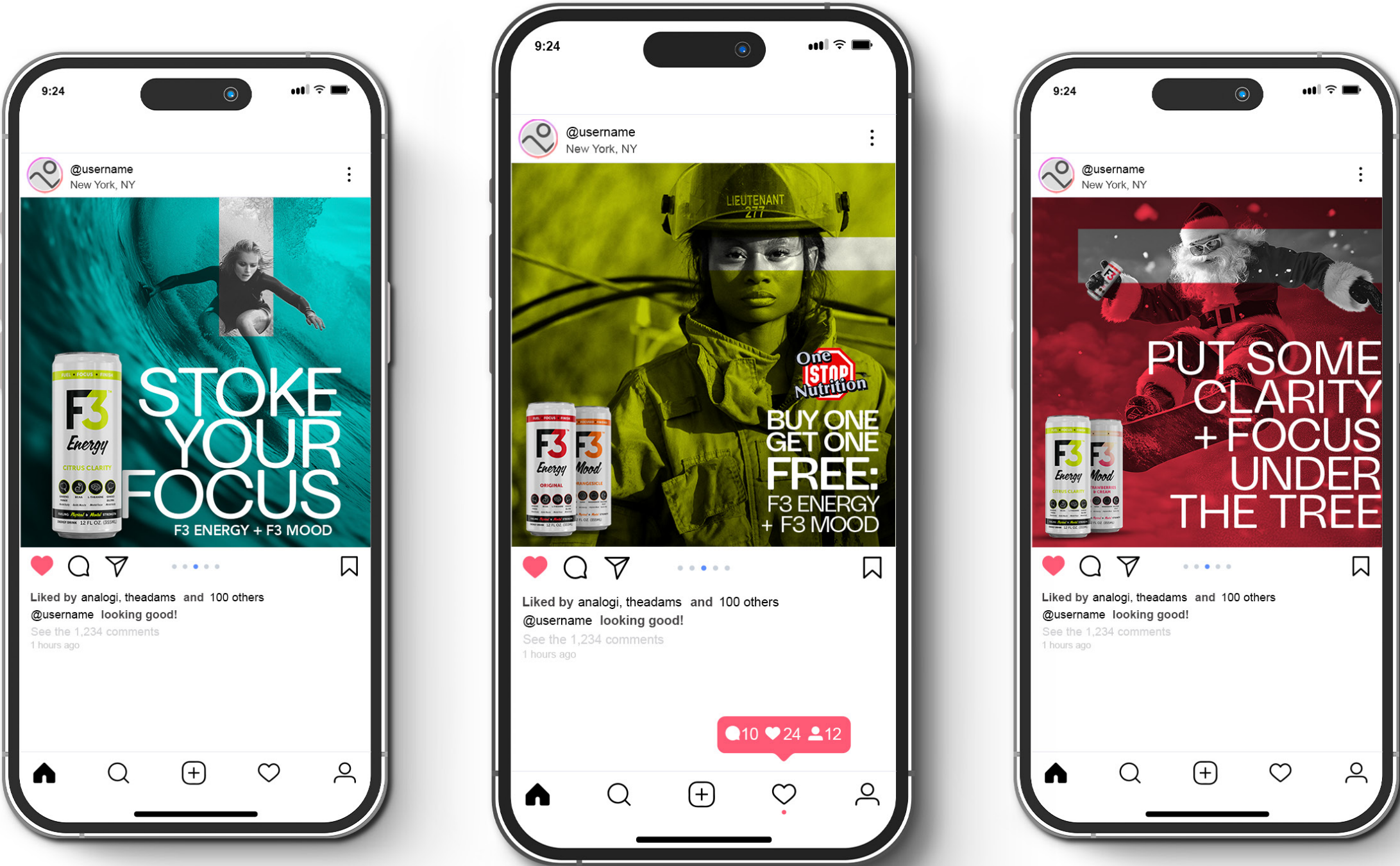
CALM
FOCUSED
FLAVOR



FUEL • FOCUS • FINISH

F3TM *Mood*
STRAWBERRIES
& CREAM
HYDRATING Protein • Multi STRENGTH

Buy Now



















WHEN CLARITY COUNTS





Donec fringilla bibendum urna a bibendum aenean sed diam id mauris.

Pellentesque accumsan semper justo sit amet molestie quam nisi, iaculis semper tellu.

Etiam congue est id magna accumsan mattis integer imperdiet lorem eget nulla sit.

Maecenas scelerisque pellentesque sodales quis nulla egestas, porta arcu lorem donec.

Nullam vitae enim puru eros felis, convallis eu nulla sit amet, feugiat cursus lacus. Maecenas scelerisque pellentesque sodales quis nulla egestas, porta arcu lorem donec.

Bestseller

Lorem Ipsum Dolor

Aenean sed diam id mauris porttitor tincidunt nullam posuere vel nulla ac lacinia sed enim nunc, efficitur facilisis velit vitae, elementum dignissim felis interdum et

Main Features

- elegant and modern style
- durable product
- easy to clean

Lorem Ipsum



Lorem Ipsum



Item name	Colour	Symbol
Model 1	Chrome, Black, Gold	BA00112288
Model 2	Chrome, Black	BA00221158
Model 3	Black, Gold	BA00689588
Model 4	Chrome, Black, Gold	BA00748888

Item name	Colour	Symbol
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Model 3	Black, Gold	BA00689588
Model 4	Chrome, Black, Gold	BA00748888





