SURGE

SURGE ®
ENERGY DRINK

with **SURGE**, you don't need wings

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SURGE

ENERGY DRINK

ORIGINAL EDITION

UAE's First Premium
Energy Drink

Launched in Global Village

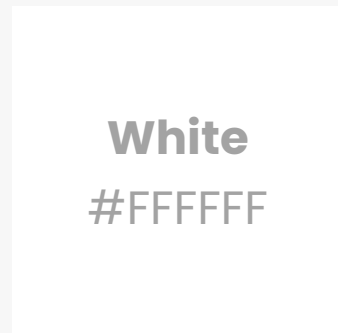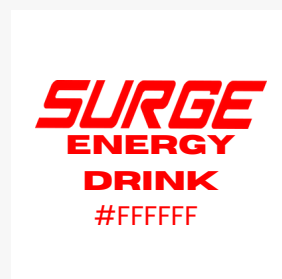Additional Notes

COLOR PALETTE

MAIN COLOR

VARIATION

GREY #D8D8D8

Surge Energy Drink's Can Main Color. Variation colors complement the main color that can be used as a background or font color.

Grey #D8D8D8

SURGE ENERGY DRINK #B9B7B7	SURGE ENERGY DRINK #595555	SURGE ENERGY DRINK #000000

WHITE #FFFFFF

Surge Energy Drink's Can Secondary Color. Variation colors complement the main color that can be used as a background or font color.

White #FFFFFF

SURGE ENERGY DRINK #595555	SURGE ENERGY DRINK #000000	SURGE ENERGY DRINK #FE0000

RED #FE0000

Surge Energy Drink's Iconic Running Man Color. Variation colors complement the main color that can be used as a background or font color.

Red #FE0000

SURGE ENERGY DRINK #FFFFFF	SURGE ENERGY DRINK #D8D8D8	SURGE ENERGY DRINK #4D4D4D

CONTENT SAMPLE CONCEPT

PLACEMENTS

SURGE

HEADER
SUB HEADER

SURGE

HEADER
SUB HEADER

SURGE

HEADER
SUB HEADER

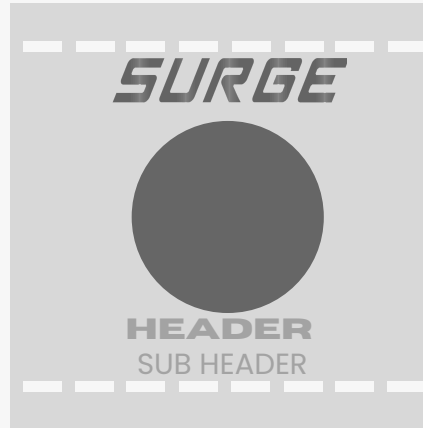**9:16 Ratio**
For Facebook/Instagram
Reels, Stories, Ads on
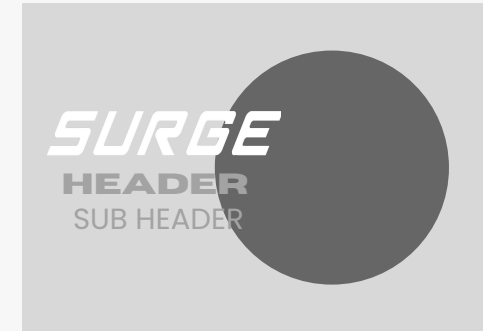Facebook Reels, Apps and
Sites

Note: Avoid adding or
putting key elements
beyond the broken line as it
will be covered with
buttons, links and other
related materials on
Facebook and IG

1:1 Ratio
For Facebook/Instagram
Feeds, In-Stream Videos

Note: Avoid adding or
putting key elements
beyond the broken line as it
will be covered with
buttons, links and other
related materials on
Facebook and IG

16:9 Ratio
For Facebook/Instagram
Search Results

Note: Avoid adding or
putting key elements
beyond the broken line as it
will be covered with
buttons, links and other
related materials on
Facebook and IG