VKTRY

PROTEIN®

Brand Guidelines // Summer 2026 2.0

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VIKTORY

01

WELCOME

VKTRY

This is VKTRY®

VKTRY as it should be. Coming at you full-tilt, packed with grit, speed, and excellence. These guidelines aim to inspire your creativity — not limit it.*

* These pages give you the tools to do it. And the guidelines to present VKTRY® with consistency and strength. Now go make greatness. REACH FOR IT.

IF YOU READ JUST ONE THING TODAY, MAKE SURE IT'S THIS.



Our brand is one of our most valuable assets. These Brand Guidelines have been designed to ensure global alignment and execution of unified brand experiences across all VKTRY touch points.

This document provides an overview of our strategic brand platform, plus a detailed set of guidelines to ensure that VKTRY is presented and marketed in a strategically focused and consistent manner.

The integrity of our brand depends on each of us implementing and upholding these guidelines. Thank you in advance for your cooperation.



MANIFESTO

REACH FOR IT.

Greatness starts at 5am. The pushing, punishing, grasping, and grimacing for just one more rep. Always asking your body to go further than before.

Greatness also requires recovery. You refuel your whole system from head to toe. Revitalizing the spirit and rebuilding the body to get out there and do it all over again.

Greatness starts with you. It’s not a medal, a podium step, or a finish line. Greatness is what happens when you reach for it every day.

VKTRY. Reach for it.

PURPOSE

We exist to fuel greatness

MISSION

Our mission is to make proven, high-performance nutrition

AUDIENCE

We do it for the athlete in all of us.

DIFFERENTIATION

We create convenient, concentrated science-driven supplements.

We fuel greatness by making proven, high-performance nutrition for the athlete in us all through convenient, concentrated science-driven supplements.

Bold
Motivating
Confident
Coveted
Trustworthy

02

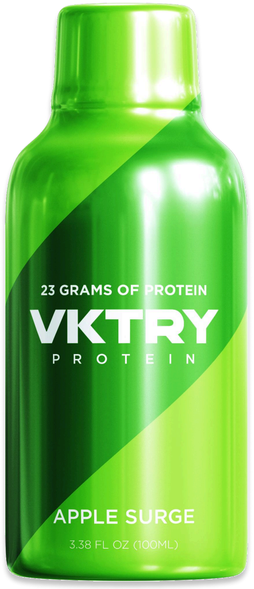
OUR NORTH STAR

OUR CREATIVE NORTH STAR STARTS WITH OUR MISSION

Brand Mission

Create the recovery product every athlete reaches for. Our goal is for athletes to associate VKTRY with recovery the way they associate Gatorade with hydration.

VKTRY is not simply selling protein. We are creating a new recovery ritual and defining a new category.



MASTER BRAND PLATFORM

Who we serve.

Built for Athletes.

CAMPAIGN PLATFORM

The core product benefit.

Protein Just Got Faster.

CATEGORY PLATFORM

What we own.

The Athlete's Protein Shot.

ATHLETE BEHAVIOR

The routine we want to create.

Train.
Shoot.
Recover.

BRAND SIGN OFF

The consistent close across all creative.

Reach for it.



CORE PRODUCT POSITIONING

Leveraging our strength.

VKTRY delivers 23g of fast-absorbing protein in a convenient 3.38 oz shot for athletes and active consumers who want recovery without the bulk of shakes, powders and bars.

CORE BRAND LANGUAGE

Using our words.

Built for Athletes.
The Athlete's Protein Shot.
23g Protein.
Zero Sugar.
Lactose Free.
Only 3.38 oz.
Gone in Seconds.
Reach For It.

Do not constantly create new slogans. Consistent repetition will help VKTRY own the category.

Make protein feel faster, simpler and more desirable.

VKTRY should feel like a premium athletic-performance brand—not a traditional supplement company.

Think:
Nike-level **confidence**
Apple-level **simplicity**
WHOOP-level **credibility**
Premium athletic culture

Avoid: Loud supplement advertising, visual clutter, excessive claims, "Bro marketing", discount-driven creative, overly scientific copy, or jargon.



VKTRY should win by being modern, focused and culturally relevant.

PRODUCT AS HERO

Our Product IS the hero.

Approved product images should be the **primary visual asset** in most visual executions.

Creative should use:
- Strong negative space
- One clear focal point
- Bold product scale
- Premium lighting
- Clean typography
- Controlled use of color
- Athletic movement when relevant

Always use the approved bottle renders and official VKTRY PROTEIN® word-mark.

Never:
- *Alter or rebuild the logo*
- *Create a standalone “V”*
- *Use the VKTRY Insoles shoe insert logo - Never.*
- *Change approved logo colors*
- *Distort the bottle*
- *Add unnecessary graphics*

CREATIVE TENSION

Strong creative should contrast the traditional protein routine with VKTRY.

The VKTRY Way



23g Protein
Only 3.38 oz
Portable
Ready Immediately
Gone in seconds.

The Old Way



Large shakes
Shaker bottles
Powder
Mixing
Cleanup
Dry bars
Bulk

Example:

Shake off Bloat
Reach For It.

CORE CREATIVE PILLARS

1. Category Creation

Establish VKTRY as The Athlete's Protein Shot.

Primary message: ***Protein has a new format.***

2. Product Superiority

Communicate:
- 23g Protein
- Only 3.38 oz
- Zero Sugar
- Lactose Free
- Gone in Seconds

Primary message: ***Everything athletes want from protein—without the bulk.***

3. Athlete Performance

Show VKTRY naturally within training, competition, travel and recovery.

Primary message: ***Built for Athletes.***

4. Recovery Ritual

Make VKTRY part of a repeatable athlete behavior: Train. Shoot. Recover.

Primary message: ***Recovery should never slow you down.***

5. Cultural Validation
- Official Protein of the X Games
- Available at GNC
- Athlete adoption
- Campus activations
- Teams, trainers, and creators

Primary message: ***The next generation of athletes is reaching for VKTRY.***

6. Founder and Brand Story

Focus on why traditional protein needed to evolve and why VKTRY is building what comes next.

Primary message: ***Protein needed to evolve. So we built what was next.***

7. Education and Community

Explain the protein-shot format simply while showing authentic athlete routines, reactions and use occasions.

Primary message: ***Powerful protein made simple.***

SOCIAL IDENTITY

Recommended Handles
Use the same handle across platforms whenever available:
@VKTRYProtein

Platforms:
Instagram: @VKTRYProtein
TikTok: @VKTRYProtein
YouTube: @VKTRYProtein
X: @VKTRYProtein
Facebook: @VKTRYProtein
LinkedIn: VKTRY Protein

Display Name
VKTRY Protein

Instagram Bio
Built for Athletes.The Athlete’s Protein Shot • 23g Protein • Zero Sugar • Gone in Seconds • Reach For It.

TikTok Bio
Built for Athletes.The Athlete’s Protein Shot. • 23g Protein. Gone in Seconds.

X Bio
The Athlete’s Protein Shot. • 23g Protein • Zero Sugar • 3.3 seconds • Reach For It.

LinkedIn Description
VKTRY Protein is defining the Athlete’s Protein Shot category with 23g of fast-absorbing protein in a portable 3.3 oz format built for athletes and active consumers.

Recommended Social Highlights
The Shot
Athletes
Reviews
X Games
GNC
Flavors
Find VKTRY

Recommended Pinned Posts
The Athlete’s Protein Shot
What the product is.

Skip the Shake
Why the format is better.

Built for Athletes
X Games, GNC and athlete credibility.

SOCIAL MEDIA TERRITORIES

Athlete First
Training, locker rooms, practice, competition, travel and recovery.

The Athlete’s Shot
Ongoing content examples:
The Shot After Practice
The Shot After Game Day
The Shot After Leg Day
The Shot After the Final Whistle
The Shot Before the Fight

Recovery Doesn’t Wait
Fast visual storytelling:
Drink. Move. Recover. Repeat.

OUR STANDARDS

All seven pillars should use the same visual system so VKTRY can isolate message performance.

Standard Format
1080 × 1350
Soft pastel gradient backgrounds

Elements
Oversized VKTRY PROTEIN header
Approved bottle as hero
One dominant headline
One supporting proof point
Strong negative space
Consistent CTA placement

Every ad should answer four questions in less than three seconds:
What is it?
Why is it different?
Why should I trust it?
What should I do next?

During prelaunch, use **Sign Up** as the CTA. After launch, use **Shop Now.**

SEVEN META AD PILLARS

1. Product / Offer
Apple Surge — Light Green
ONE SHOT. 23G OF PROTEIN.
Purpose: Lead with the strongest product claim.
Audience: Cold traffic and conversion.

2. Problem → Solution
Berry Strike — Light Blue
SKIP THE SHAKE.
Purpose: Highlight the inconvenience of shakes, powders and bars.
Audience: Warm and problem-aware consumers.

3. Social Proof
Citrus Edge — Light Orange
TRUSTED BY REAL ATHLETES.
Purpose: Build credibility through athletes, reviews, X Games and GNC.
Audience: Retargeting.

4. Brand Story
Melon Rush — Light Pink
BUILT FOR ATHLETES.
Purpose: Build identity and emotional connection.
Audience: Top-of-funnel prospecting.

5. Educational
Berry Strike — Blue
WHY LIQUID WINS.
Purpose: Explain the protein-shot format and why 23g in 3.3 oz matters.
Audience: Research and consideration.

6. Objection Handling
Apple Surge — Green
YES. IT'S REALLY 23 GRAMS.
Purpose: Address disbelief and purchase hesitation.
Audience: Mid-funnel and product-page retargeting.

7. UGC / Community
Melon Rush — Pink
ATHLETES ARE REACHING FOR IT.
Purpose: Show authentic athlete use, reactions and routines.
Audience: Lifestyle and community-driven consumers.

CAMPAIGN STRUCTURE

Every major campaign should include:
ONE CORE IDEA
A message understood immediately.

One Hero Visual
The bottle, athlete or recovery moment.

One Proof Point
Examples:
23g Protein
Only 3.38oz
Official Protein of the X Games
Available at GNC
One Brand Close
Reach For It.

WEBSITE HERO
Built for Athletes.
The Athlete’s Protein Shot.
Meet VKTRY—the first true protein shot built for athletes.
23g of fast-absorbing protein.Zero Sugar.Lactose Free.Only 3.38 oz.Gone in seconds.
CTA: Reach For It

CREATIVE APPROVAL TEST

Before approving creative, ask:
Does it immediately look like VKTRY?
Does it reinforce The Athlete’s Protein Shot?
Is there one clear message?
Is the product the hero?
Does it feel premium and athletic?
Could the copy be shorter?
Does it avoid supplement clichés?
Does it use the official logo and bottle?
Does it end with a clear VKTRY impression?

If the logo were removed, the creative should still feel like VKTRY.

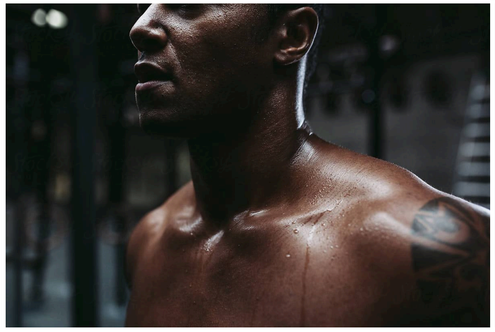
Fuel Greatness.

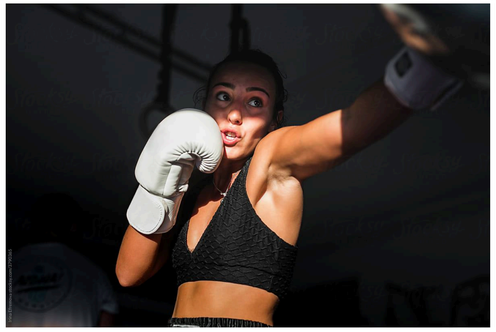
Greatness starts with you. It’s not just a medal, podium step or finish line. Greatness is your own pursuit of excellence.

VKTRY. Reach for it.















A FINAL CREATIVE MANDATE FROM OUR FOUNDER BRAD.

VKTRY should not compete by being louder.

It should compete by being more modern, focused, athletic and culturally relevant.

Create the ritual.Own the format.Own the language.Own the category.

VKTRY PROTEIN
Built for Athletes.
The Athlete’s Protein Shot.
Protein Just Got Faster.
Train. Shoot. Recover.
Reach For It.

03

LOGOMARK

VIKTORY

VKTRY
PROTEIN®

VKTRY
PROTEIN®

VKTRY
PROTEIN®

It’s important that we maintain sufficient space around our logomark at all times.

Using the Height and the Width of the V in our mark as a benchmark for spacing no matter the actual size of the mark.



VKTRY

VKTRY

04

TYPOGRAPHY

VIKTORY

GOTHAM

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1234567890 !@#$%^&*()

WEIGHTS

THIN EXTRA LIGHT LIGHT BOOK **MEDIUM** **BOLD** **BLACK** **ULTRA**

JETBRAINS MONO

For use in digital formats for body copy.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1234567890 !@#$%^&*()

WEIGHTS

Thin Extra Light Light Regular **Bold** **Extra Bold**

FRANKLIN GOTHIC

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1234567890 !@#$%^&*()

WEIGHTS

THIN EXTRA LIGHT LIGHT REGULAR **MEDIUM** **BOLD** **BLACK** **ULTRA**

ITC FRANKLIN GOTHIC LT PRO

THIS IS A CONDENSED FONT FOR THE FDA REQUIRED INFORMATION BOX

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1234567890 !@#$%^&*()

WEIGHTS

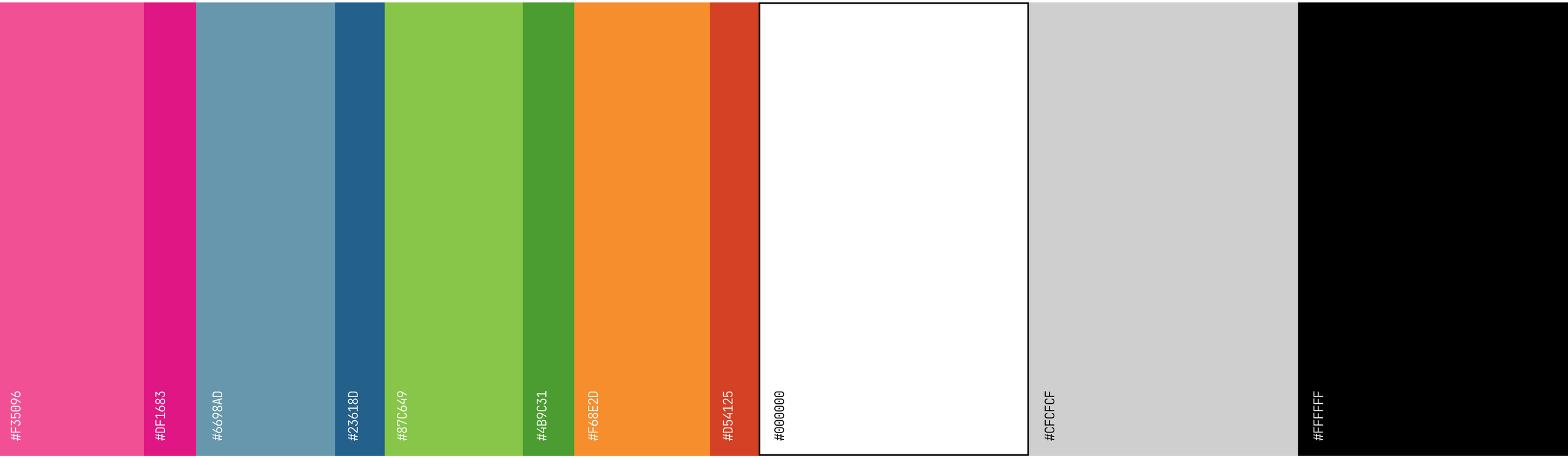
CNDBK CNDMD CNDDM *CNBKIT* ***CNMDIT*** ***CNDMIT***

05

COLORS

VIKTORY

Our main brand colors may be utilized in large swatches with careful attention to not mix up flavor colors.



These accent colors have been chosen for use in digital applications and have been vetted for accessibility.

Light Green	Light Blue	Light Pink	Light Orange	White	Almost Black	Black
#A1EC40	#50CEE8	#FF1F72	#FC9813	#FFFFFF	#121212	#000000

These colors have been assigned to specific flavors and should always be honored as such.

Citrus Edge



PANTONE 7597 C
HSB **10, 83%, 84%**
INKTYPE **Spot**



PANTONE 715 C
HSB **29, 82%, 96%**
INKTYPE **Spot**

Apple Surge



PANTONE 362 C
HSB **105, 69%, 61%**
INKTYPE **Spot**



PANTONE 2292 U
HSB **90, 63%, 78%**
INKTYPE **Spot**

Berry Strike



PANTONE 301 U
HSB **205, 75%, 55%**
INKTYPE **Spot**



PANTONE 549 U
HSB **198, 41%, 68%**
INKTYPE **Spot**

Melon Rush



PANTONE 219 C
HSB **327, 90%, 87%**
INKTYPE **Spot**



PANTONE 212 C
HSB **334, 67%, 95%**
INKTYPE **Spot**

These colors may be used as accents or for special occasions. They are also being held in reserve for future flavors.

Great Grape



#563278 #745C9D

Lemon Aid



#EEBA0C #EBE449

Cherry Bomb



#B12123 #E42C2D

06

PHOTOGRAPHIC STYLE

VIKTORY

General Rules

If the product is in a social post photo, then the image is BW and the product is in color.

If the image is of a human alone on social, then can be full color.

On the website we will use a mixture of both.

















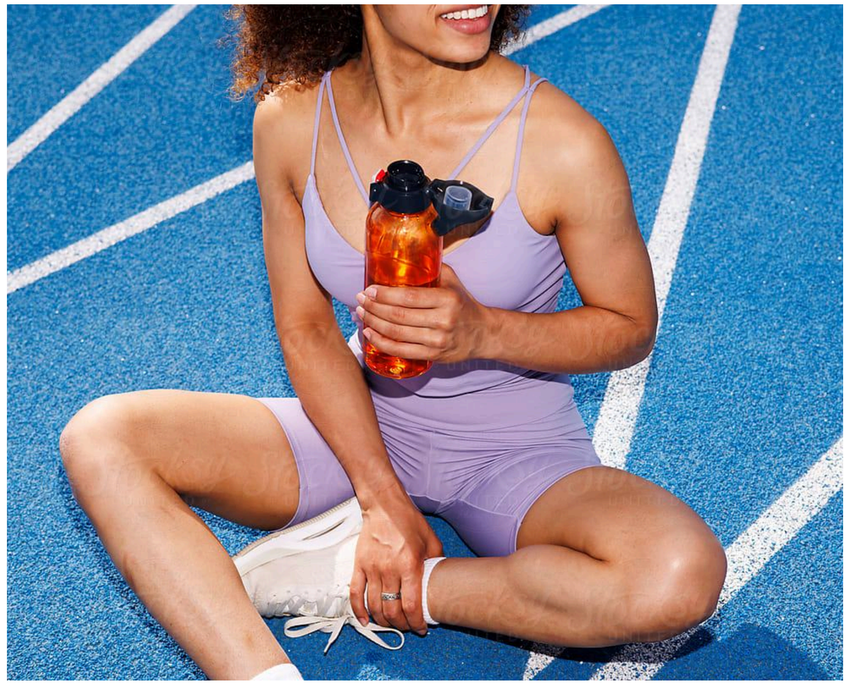
PHOTOGRAPHIC STYLE // **PRODCUT SHOTS**

Show unique, convenient size of product in context of usage or next to well known objects.

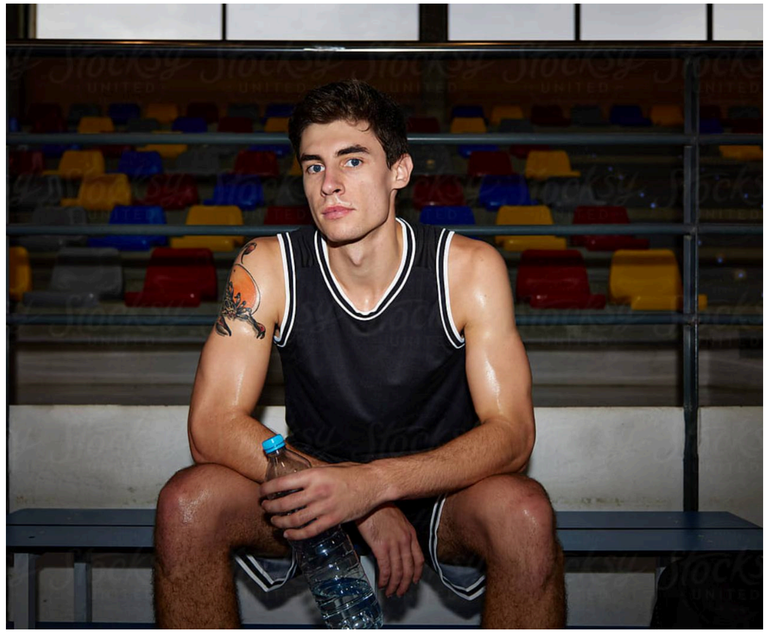
PHOTOGRAPHIC STYLE // **PEOPLE SHOTS**

Flash photography or high-contrast lighting feels authentic and bold, captures energy and sweat, and ensures that the product colors pop.

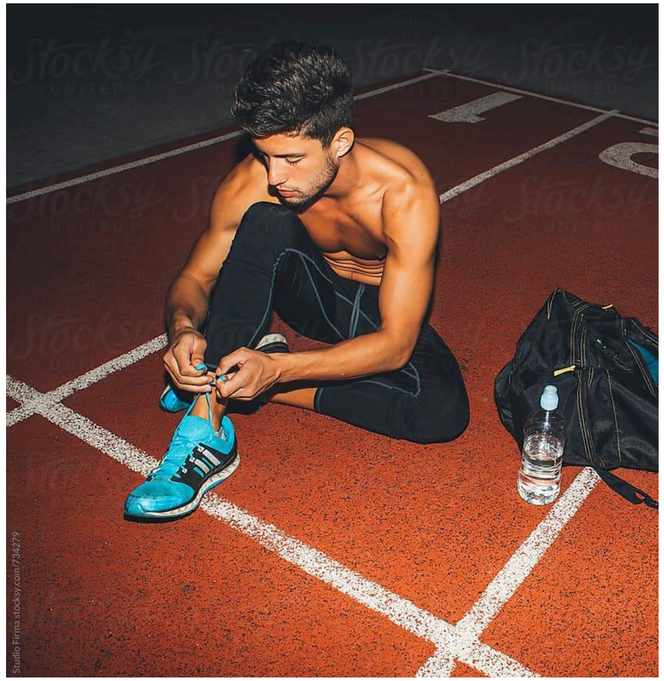


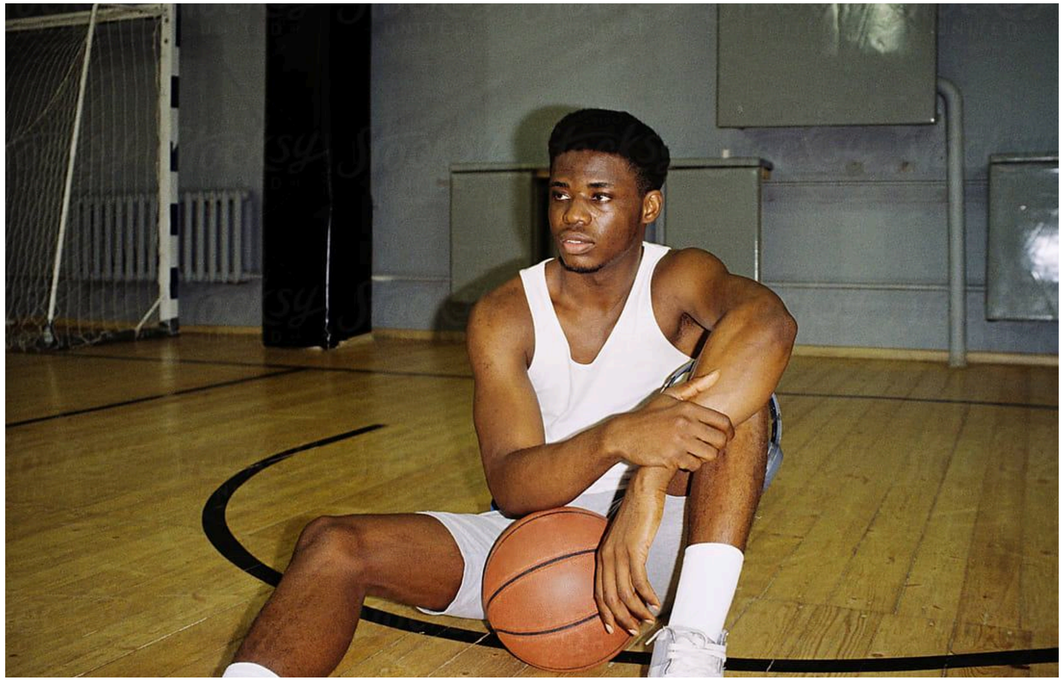




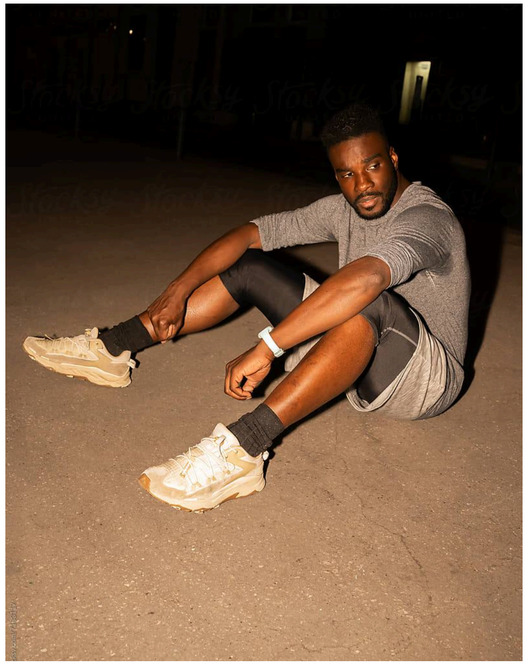



ON RUNNING
ON RUNNING
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Stocksy
Studio Firma stocksy.com/7342279


Stocksy


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Stocksy


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REACH FOR IT.