



# **SPORTS NUTRITION PACKAGING DESIGN**

Case Study - Double Diamond Process



**INTRO**

# Project Overview

Performance X+ is a sports nutrition brand with a strong existing logo and identity. Our task was to design a cohesive packaging system across a wide product range:

- Protein powders (Isolated Protein, Whey Protein, Casein)
- Creatine (Creapure & Monohydrate)
- Performance Hydration & PWO
- Ready-to-drink beverages (Nootropic, Protein Water, Hydration Drink, Creatine Water, Functional Energy)
- Gift, Travel, Ambassador, and Welcome Packs
- Branded merchandise (shaker, water bottle, ice bag, socks)

# Objective

Deliver a unified brand presence across multiple formats and categories, adaptable to future product launches.

# COLORS



#0C1C18



#9A723B

#FDD895

# TYPEFACE



METROPOLIS **BOLD** **REGULAR**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.:; ' " (!?) +\_\*/=



DM SERIF DISPLAY **REGULAR**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.:; ' " (!?) +\_\*/=



**FRAMEWORK**

## Double Diamond design framework

### 1 Discover

This phase involves in-depth exploration of the problem space. The goal is to gain a deep understanding of the problem, its context, and the needs of the people affected.

### 2 Define

Based on the insights gathered during the discovery phase, the design team defines the core project needs.

### 3 Develop

This phase is about generating and exploring potential solutions to the defined problem. It involves brainstorming, prototyping, testing, and iterating on different ideas.

### 4 Deliver

The final phase focuses on refining and delivering the chosen solution. This includes building the solution, testing it with users, and gathering feedback for further improvements.

A large, dark gray number '5' is positioned on the left side of the image, partially overlapping the word 'DISCOVER'.

**DISCOVER**

## Brief & Goals

### Brief:

- Align packaging with the existing logo and brand tone.
- Create a consistent look across powders, sachets, drinks, and merchandise.
- Highlight category differences without relying on flavor-based colors.

### Goals:

- Strong shelf presence
- Flexible design system for various packaging formats and materials
- Easy extension to future products and pack types



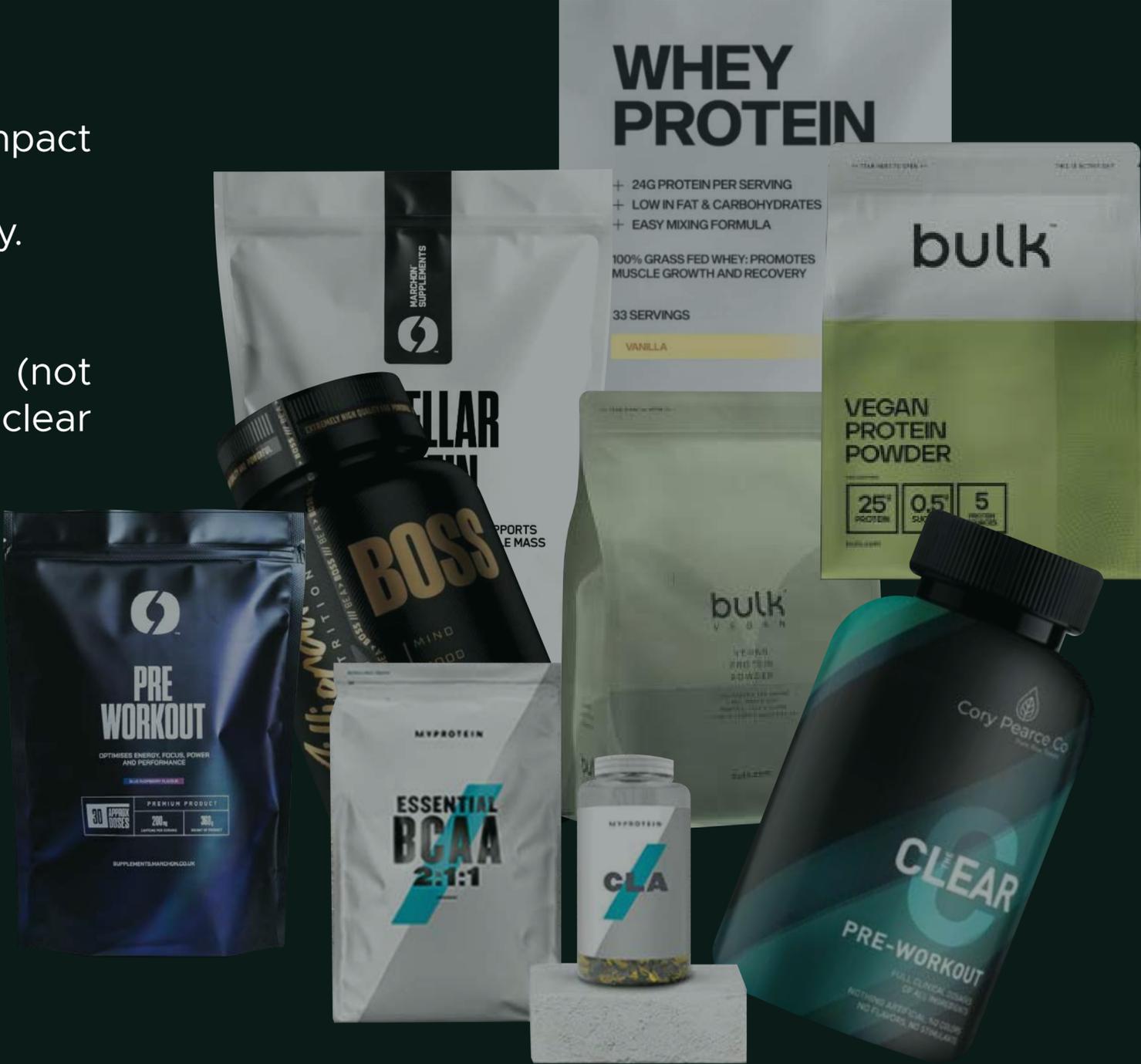
# Research & Insights

## Research Focus:

- Competitor analysis in sports nutrition packaging.
- Trends: bold typography, clean geometry, minimal high-impact layouts.
- Consumers seek clarity, premium quality, and authenticity.

## Key Insight:

Organizing the packaging system by product category (not flavor) allows for maximum brand consistency and clear segmentation.





**DEFINE**

## Problem Statement & Criteria

### Problem Statement:

The brand required a scalable design solution to visually unify all products while differentiating product categories.

### Design Criteria:

- Consistent typography, layout, and brand mark placement.
- Use of subtle graphic patterns or accents for category recognition.
- Maintain premium, athletic feel across all formats.



# Moodboard

Our moodboard combined:

- **Typography:** Bold, clean sans-serif for strength and clarity.
- **Graphics:** Minimal geometric lines and shapes inspired by movement.
- **Colors:** Core brand palette applied consistently; category recognition through layout and patterns.
- **Imagery:** Sports and performance-driven visuals.

# CREATINE CREAPURE



METROPOLIS **BOLD** REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,; ' " (!?) +\_\*/=



5

**DEVELOP**

# Concept Exploration

We developed multiple visual systems:

- Bold layouts with dominant logo placement.
- Modular grid allowing easy adaptation to different pack sizes.
- Strategic use of patterns to distinguish categories (e.g., powders vs. drinks vs. merch).



**WHEY  
PROTEIN**

100% GRASS FED WHEY: PROMOTES  
MUSCLE GROWTH AND RECOVERY

**5G** ESSENTIAL AMINO ACIDS  
**24G** PROTEIN PER SERVING  
**LOW** FAT AND CARBOHYDRATES



**WHEY  
PROTEIN**

100% GRASS FED WHEY: PROMOTES  
MUSCLE GROWTH AND RECOVERY

- LOW FAT AND CARBOHYDRATE
- 24G OF PROTEIN PER SERVING
- EASY MIXING FORMULA

**33 SERVING** **VANILLA**



**WHEY  
PROTEIN**

PERFORMANCE THAT NEVER SLEEPS

**33 SERVING** **VANILLA**



*Whey*  
**PROTEIN**

100% GRASS FED WHEY: PROMOTES  
MUSCLE GROWTH AND RECOVERY

**5G** ESSENTIAL AMINO ACIDS  
**LOW** FAT AND CARBOHYDRATES

## Adaptation Across Formats

Design adaptations included:

- Powder Pouches: Strong brand mark, product name, serving info.
- Sachets & Monthly Packs: Simplified layout with essential info.
- RTD Cans: Sleek gradient backgrounds, vertical typography.
- Gift/Travel Packs: Clean and premium presentation.
- Merchandise: Minimal mark and logo placement.



## Iteration & Feedback

Refinements after client feedback:

- Adjusted hierarchy of brand vs. product name.
- Unified placement of nutritional highlights.
- Balanced visual weight for all SKUs regardless of pack size.



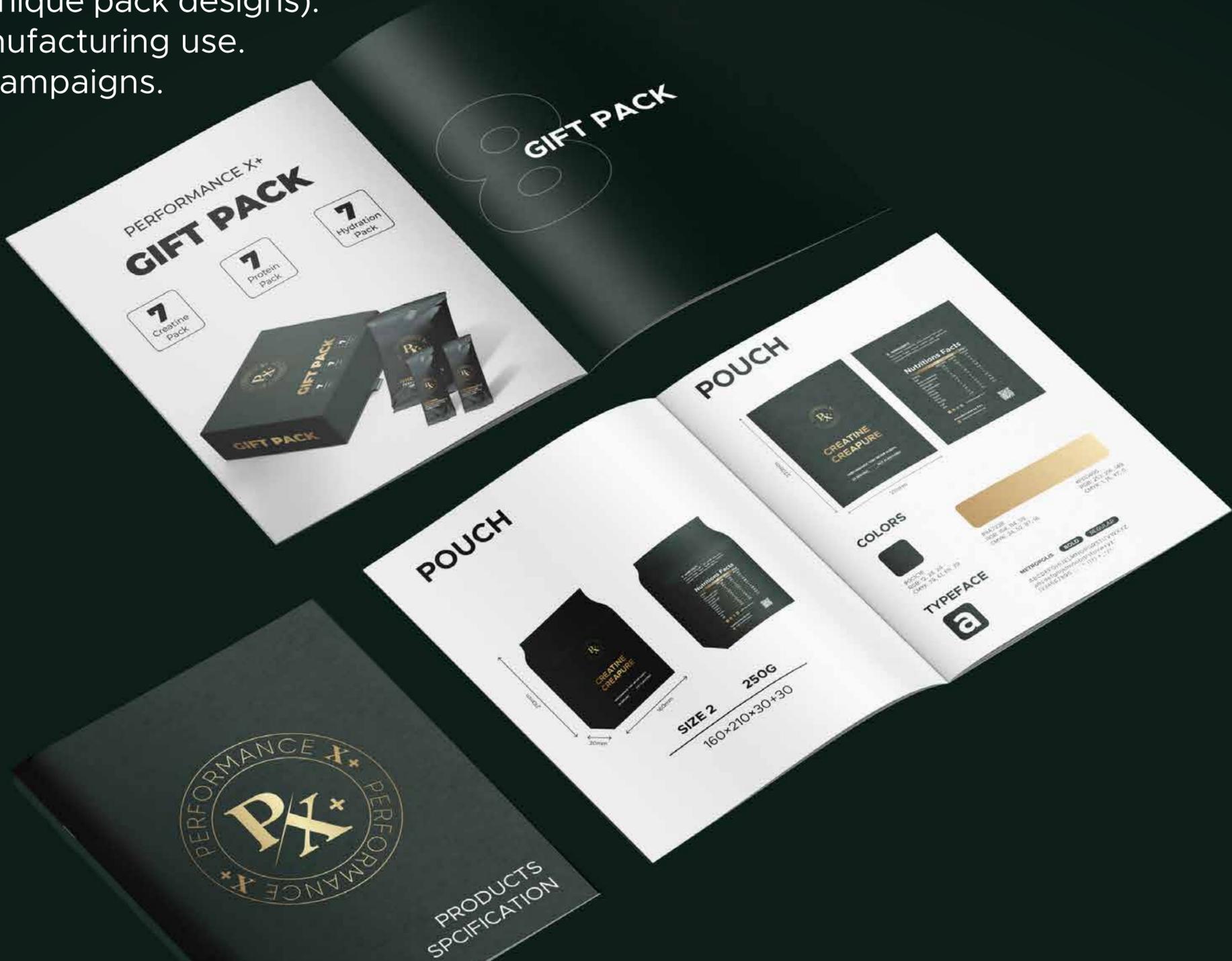


**DELIVER**

# Final Outputs

## Deliverables

- Print-ready artwork for all SKUs (over 40 unique pack designs).
- Packaging guidelines for internal and manufacturing use.
- Marketing-ready mockups for sales and campaigns.





## Impact & Results

### Impact:

- Unified packaging system across diverse product categories.
- Clear category differentiation.
- Increased brand recognition and premium perception.

*“The new system elevated our entire product line – cohesive, premium, and instantly recognizable.”*

– Client feedback



PERFORMANCE PX+  
PERFORMANCE HYDRATION  
PERFORMANCE THAT NEVER SLEEPS

PERFORMANCE PX+  
PERFORMANCE HYDRATION  
PERFORMANCE THAT NEVER SLEEPS

PERFORMANCE PX+  
WHEY PROTEIN  
PERFORMANCE THAT NEVER SLEEPS

PERFORMANCE PX+  
CREATINE MONOHYDRATE  
PERFORMANCE THAT NEVER SLEEPS

PERFORMANCE PX+  
PERFORMANCE HYDRATION  
PERFORMANCE THAT NEVER SLEEPS

PERFORMANCE PX+  
CREATINE MONOHYDRATE  
PERFORMANCE THAT NEVER SLEEPS  
33 SERVING

PERFORMANCE PX+  
CREATINE MONOHYDRATE  
PERFORMANCE THAT NEVER SLEEPS  
33 SERVING

PERFORMANCE PX+  
PERFORMANCE HYDRATION  
PERFORMANCE THAT NEVER SLEEPS  
33 SERVING

PERFORMANCE PX+  
PWO  
PERFORMANCE THAT NEVER SLEEPS  
NOT FLAVOURED  
33 SERVING

Thank you for viewing this case study.

---