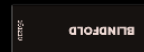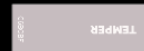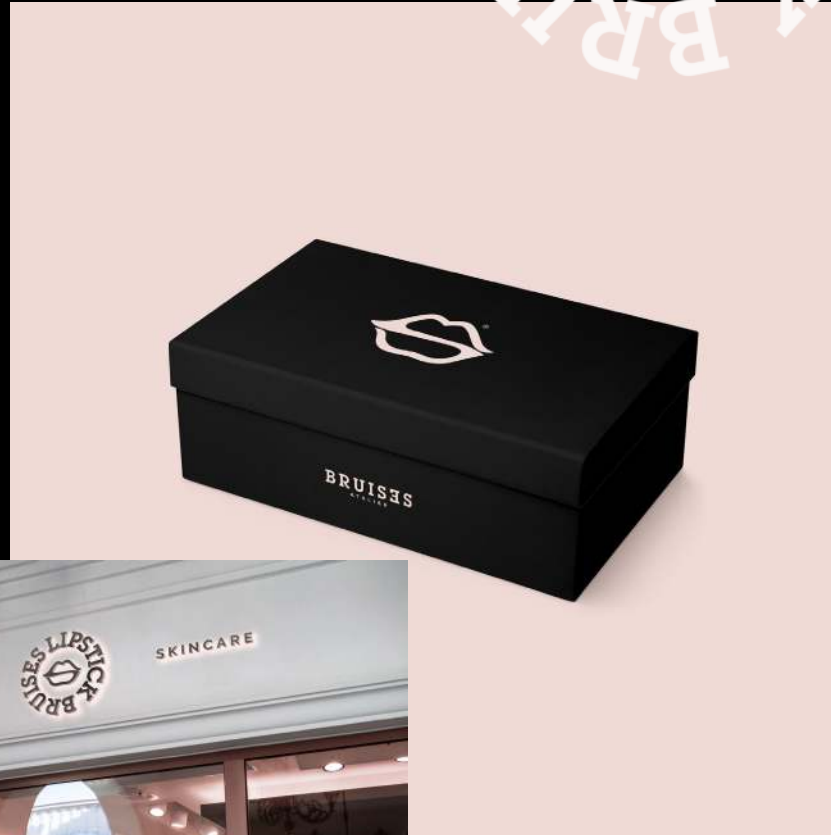# BRANDING SYSTEM

A brand system is a collection of elements that make up a cohesive and meaningful unit. Often a brand system is made up of different visuals and verbal expressions of a brand's promise. It is an excellent way for your brand to stand out and leave a memorable impact on consumers.

LIPSTICK BRUISES ®

PACKAGING

The task was to redesign **Redcon1's MRE** Protein bar labels. This was a crucial marketing decision that allowed for the product to stand out and resonate with consumers. By tastefully differentiating each flavor and adding a foil finish, we were successful with our initial goal of boosting sales and gaining interest in the product.

(BEFORE)

PACKAGING

BEAUTIFUL PACKAGING IS ONLY THE BEGINNING.

Did you know that there are a few label compliance we have to follow to start selling food/beverages? Label compliance is the process of ensuring that a product label meets all pertinent regulatory requirements. Aside from having a well-designed package, the FDA requires labels to provide adequate directions for use + more. Even though the goal was to make sure that Redcon1's MRE RTD protein shakes looked as delicious as its taste, it is also important that we met all FDA label guidelines.

PACKAGING

The task was to design a brand new label concept for Redcon1's Basic Training series. With each product containing very few to mainly one ingredient, we wanted the package to reflect that. We kept the color palette neutral while adding gold foil for a premium effect.
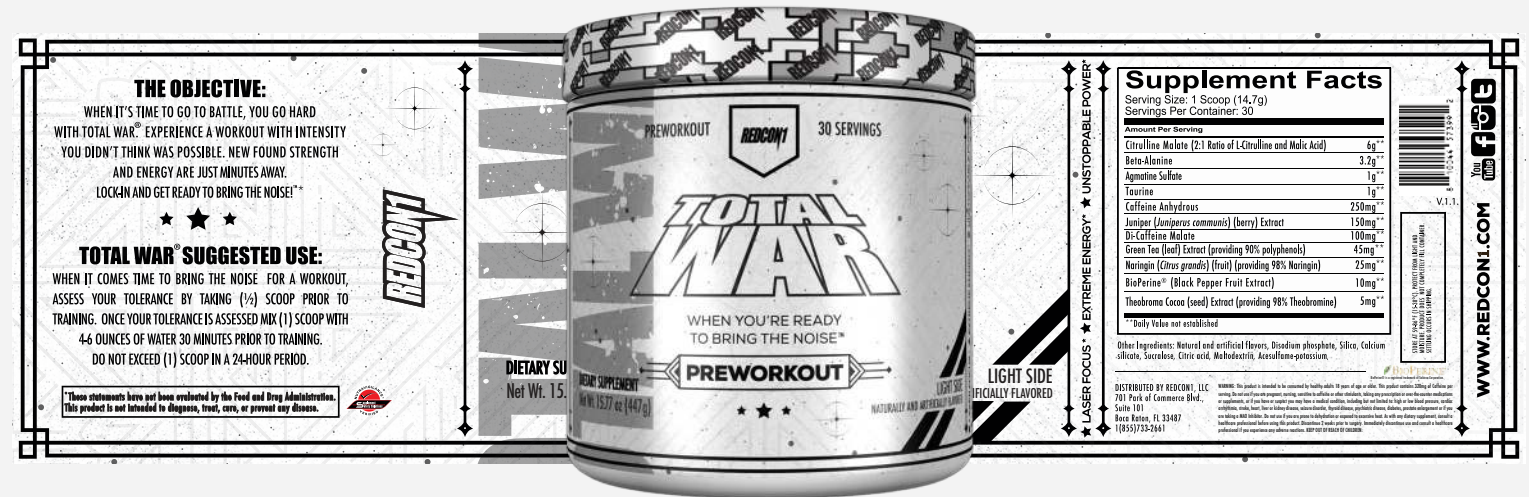
LAYFLATS TO RENDERS

BRING YOUR VISION TO LIFE.

What if you don't have a physical product, but you wanted to start the marketing for your product launch sooner? That's where renders and mockups come in. Rendering is the process of adding shading, color, and lamination to a 2-D or 3-D wireframe to create life-like images on a screen.

This way, you can have a realistic digital version of your product for your marketing campaigns.

LIFESTYLE PRODUCT PHOTOGRAPHY

Lifestyle Photography is a style of portrait photography that aims to capture real-life situations, artistically. The purpose of this type of photography is to share people's stories. This is how you connect to your clients and consumers. Lifestyle photos help make your brand relatable. It's like looking into the crowd and seeing a familiar face.

PRODUCT PHOTOGRAPHY

Photos taken and used on websites and social media platforms to help drive sales of your product or service.

LOGOFOLIO

WAR GAMES

REDCON1 GAMING

REDCON1 MEALS

REDCON1 MEALS

Sultry
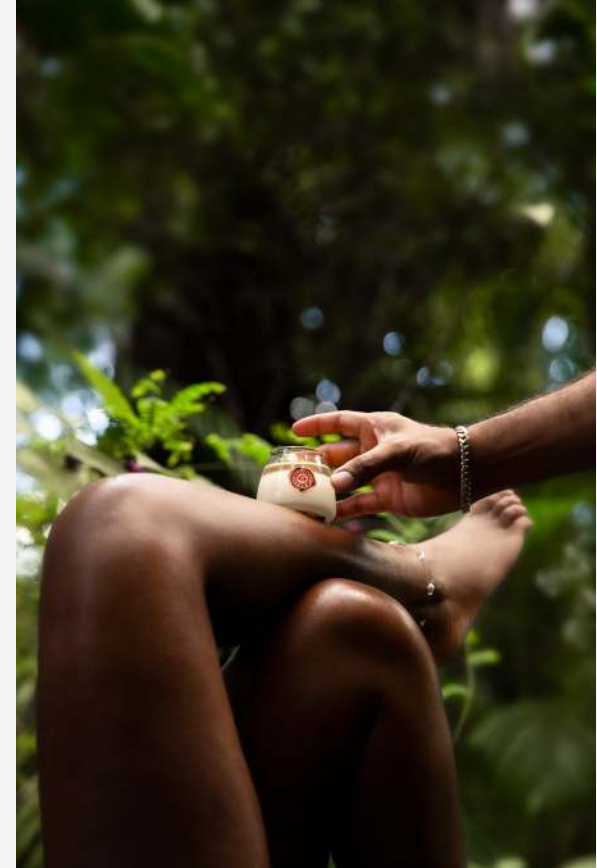
Z Real Estate Services

Talk Sultry To Me

LAVENTURE BRAND

MŪDE EXOTIC FRUIT JUICES

Super Tasty!

PYRO

PRINT

Educate your customers/clients with detailed information on your product or services.
Eye catching print files has been proven to be successful in leaving an impact.

PASSION FRUIT, ORANGE / GUAVA

SPARKLING

Odyssey's Sparkling Elixirs were crafted to enhance your Energy + Focus by utilizing organic, highly concentrated **Lion's Mane & Cordyceps** mushrooms to elevate your day. The effervescent essence enhances the fruit flavors to create a revitalizing experience with each sip.

The Passion Fruit Orange/Guava flavor is a tasty twist of tangy and tart tropical fruits that can brighten your day with the ultimate indulgence.

INGREDIENTS: Filtered Carbonated Water, Organic Erythritol, Guava Juice Concentrate, Passionfruit Juice Concentrate, Organic Orange Juice Concentrate, Natural Flavor, Monk Fruit Juice Concentrate, Organic Lemon Juice Concentrate, Organic Lion's Mane Mushroom Extract, Organic Cordyceps Mushroom Extract, Panax Ginseng Root Extract, L-Theanine, Organic Caffeine From Green Tea Extract.

Nutrition Facts

Serving size 1 CAN (355mL)

Amount per serving
Calories 35

% Daily Value

Total Fat 0g — 0%
  Saturated Fat 0g — 0%
  Trans Fat 0g
Cholesterol 0mg — 0%
Sodium 0mg — 0%
Total Carbohydrate 19g — 7%
  Dietary Fiber 0g — 0%
  Total Sugars 5g
    Includes 0g Added Sugars — 0%
  Erythritol/Sugar Alchohol 12g
Protein 0g

Vitamin D 0mcg — 0%
Calcium 8mg — 0%
Iron 0mg — 0%
Potassium 149mg — 4%
Vitamin C 47mg — 50%

MEET THE MUSHROOMS

LION'S MANE
1250mg

CORDYCEPS
1250mg

IMMERSE IN THE EFFERVESCENCE

ODYSSEY
FUNCTIONAL MUSHROOM ELIXIR

APPAREL +
BRAND
MERCHANDISE

SOCIAL MEDIA CONTENT CREATION + MANAGEMENT

The goal is to drive engagements, build an audience, increase web traffic and generate leads with quality content tailored to your brand.