



CASE STUDY

Graphic & Packaging Design for Zyra Protein



CLIENT & BRAND OVERVIEW

➤ **Brand:**

Zyra Protein Powder, founded in 2024 by Mario West under West Family Ventures LLC.

➤ **Product:**

A clean, plant-based protein powder composed of only four ingredients—pea protein, date (or oat/date) powder, strawberry powder, and salt. It is vegan, gluten-free, soy-free, non-GMO and delivers ~17g protein per scoop

➤ **Mission:**

Health-forward and socially conscious—committing part of revenue to underserved communities in the U.S. and Africa via Kids in Need Foundation and African Community & Conservation Foundation



PROJECT OBJECTIVE

➤ Our Role:

- Lead graphic and packaging designer. Responsible for:
- Designing product packaging labels and sachets.
- Creating branded social media posts for launches and campaigns.
- Designing digital ads (static and animated) for promotions.
- Developing promotional materials such as banners or print-ready collateral.

➤ Design Goals:

- Reflect "clean simplicity" and natural ingredients.
- Ensure strong brand coherence across packaging and digital.
- Support Zyra's mission-driven, vegan and social-impact positioning.
- Produce both English and visually universal design (no complex language dependency).



DESIGN STRATEGY & PROCESS

Brand Identity Foundation:

- Developed a color palette emphasizing earthy green tones, soft neutrals, and strawberry pink.
- Chose clean sans-serif fonts paired with organic texture overlays to evoke purity and naturalness.
- Introduced minimal ingredient icons (pea, date fruit, strawberry, salt grain) and simple nutritional cues.

Packaging Design:

- Primary label showing product name, flavor variant (strawberry/chocolate), "Only 4 Ingredients", and
- badge icons for VEGAN • GLUTEN FREE • NON GMO.
- Nutritional facts box with 17g per scoop callout.
- Side panel includes a brief brand mission statement to reinforce social impact appeal.



Social Media Templates:

- Instagram/Facebook post layouts for "New Flavor Launch", "Ingredient Spotlight", and "Pack Bundle Promotions".
- Carousel stories demonstrating usage: scoop shake enjoy.

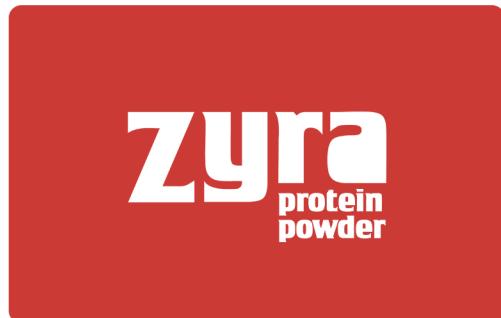
Ad Creatives:

- Static ads featuring high contrast lifestyle imagery (smoothie, baking), bold textual callouts ("Plant Powered Protein: Only 4 Ingredients!").
- Animated GIF/banner ads with dynamic elements—ingredient icons transitioning, quick mission statement overlay.

Workflow:

- Initial moodboards key visual mockups packaging dielines template systems.
- Close collaboration with Zyra product team to ensure accurate ingredient visuals and mission messaging.

📌 DESIGN HIGHLIGHTS





SOCIAL MEDIA DESIGNS

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THE CHAMPION PROTIEN POWDER

PLANT BASE PEA PROTEIN VEGAN ALLERGEN FREE NO MONK FRUIT

STRAWBERRY PROTEIN POWDER
PLANT BASE PROTEIN
TOP 9 ALLERGEN FREE
17G
ONLY 4 INGREDIENTS
Net Wt 24.75oz (700g)

zyra
protein powder

ZYRA PROTIEN POWDER VS **DYMATIZE ISO100 HYDROLYZED PROTEIN**

1. ORGANIC PEA PROTEIN	1. WHEY PROTEIN ISOLATE
2. ORGANIC DATE SUGAR	2. NATURAL AND ARTIFICIAL FLAVORS.
3. ORGANIC OAT POWDER	3. SUCRALOSE
4. STRAWBERRY POWDER	4. SOY LECITHIN
	5. STEVIOLE GLYCOSIDES (STEVIA)

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CLEAN SIMPLE AND PURE NUTRITION

STRAWBERRY PROTEIN POWDER
PLANT BASE PROTEIN
TOP 9 ALLERGEN FREE
ONLY 4 INGREDIENTS
Net Wt 24.75oz (700g)

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protein powder

BOOST YOUR PERFORMANCE WITH ZYRA PROTEIN!

PLANT BASE PEA PROTEIN VEGAN ALLERGEN FREE NO MONK FRUIT

STRAWBERRY PROTEIN POWDER
PLANT BASE PROTEIN
TOP 9 ALLERGEN FREE
17G
ONLY 4 INGREDIENTS
Net Wt 24.75oz (700g)

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ZYRA PROTEIN
Fuel Your Body, Naturally!





KEY DESIGN LEARNINGS

- Packaging clarity (listing only four ingredients) reinforces Zyra's USP instantly.
- Consistent iconography and color palette ties packaging and digital visuals together seamlessly.
- Emphasizing mission on design (social impact) builds deeper emotional connection with buyers.
- Template systems ensure fast roll out across future flavor launches and campaigns.



SUMMARY

By designing cohesive packaging and digital-design assets for Zyra Protein, you elevated its brand identity to reflect pure, simple nutrition backed by a social mission. Your work created a visually compelling presence—across shelf-label, ads, and social—that clearly communicates Zyra's clean ingredients, vegan focus, and community impact.