



# **CASE STUDY**

## Graphic & Packaging Design for **Hard Rock Health**



## CLIENT & BRAND OVERVIEW

### ➤ **Brand:**

Hard Rock Health is a health and fitness brand dedicated to clean, science-backed supplements, high-performance gym accessories, and modern activewear for fitness enthusiasts.

### ➤ **Product:**

- Protein powders, pre-workouts, and capsules
- Gym gear (resistance bands, gloves, ab rollers)
- Branded apparel and lifestyle fitness merchandise

### ➤ **Mission:**

To promote a healthier, stronger lifestyle through trusted, transparent, and high-quality fitness solutions.



## PROJECT OBJECTIVE

### ➤ **Our Role:**

To create a complete visual ecosystem for the brand by building a bold identity, standout packaging, and a content system that connects with the audience emotionally and visually.

### ➤ **Design Goals:**

- Strengthen brand identity for both online and retail experience
- Design modern, clean packaging to reflect product quality
- Develop engaging, on-brand social media visuals
- Maintain design consistency across all customer touchpoints



## CREATIVE WORKFLOW

### ➤ 1. Research & Market Analysis

Analyzed fitness and supplement industry trends, audience behaviors, and competitor brands.

### ➤ 2. Brand Direction Setup

Defined visual tone: bold, clean, and energetic. Created initial moodboards and visual concepts.

### ➤ 3. Design Execution

Developed logo system, visual language, packaging layouts, and social templates.

### ➤ 4. Implementation & Rollout

Applied designs across social media posts, product labels, website banners, and more.



## BRAND IDENTITY DESIGN

- **Logo:** Clean and powerful typography with a high-impact icon
- **Colors:** Black, white, and neon green – reflecting strength, purity, and energy
- **Typography:** Bold sans-serif fonts for clarity and confidence
- **Visual System:** Dynamic patterns, icons, and layouts reinforcing the fitness lifestyle

**100% NATURAL**

**IMMUNE SYSTEM BOOSTER**

**HELPS IN FATIGUE**

**DETOKSIFYING AGENT**

**100% NATURAL**

**BOOST YOUR NATURAL ENERGY**

**ALL VITAMINS**

**FDA APPROVED**

**CHLORELLA  
PURE 600 MG**

**BROKEN CELL WALL ALGAE**

**NATURAL DETOKSIFYING AGENT\*  
IMMUNE SYSTEM BOOSTERS\*  
HELPS WITH FATIGUE\***

**60 CAPSULES**

[WWW.HARDROCKHEALTH.COM](http://WWW.HARDROCKHEALTH.COM)

**COLON SWEEP**  
TOTAL CLEASING FORMULA

- Cleansing Formula
- Removal of Toxins
- Boost Body Functions
- Weight Loss Goals
- Dietary Supplement

[shop.us by hardrockhealth.com](http://shop.us by hardrockhealth.com)

**Dietary Supplement  
NATURAL 60 CAPS**

**PROBIOTIC  
DIGESTION & DETOX**

- Probiotic Digestion & Detox
- Supports a healthy digestive system
- Maintain strong immunity system
- 40 Billion CFU'S Per 2 capsules

**Weight Loss  
Apple Cider**  
Vinegar Gummies

- SUPPORT WEIGHT LOSS
- PROMOTES GOOD DIGESTIVE HEALTH
- SUPPORTS NATURAL DETOXIFICATION
- 60 GUMMIES

**WEIGHT LOSS  
APPLE CIDER  
VINEGAR GUMMIES**

**SUPPORTS WEIGHT LOSS\*  
PROMOTES GOOD DIGESTIVE HEALTH\*  
SUPPORTS NATURAL DETOXIFICATION\***

**60 GUMMIES**

**WHEY PROTEIN  
SALTED CARAMEL  
NATURAL FLAVORS**

**WHEY PROTEIN  
SALTED CARAMEL  
NATURAL FLAVORS**

## PACKAGING DESIGN

Designed packaging with the goal of being visually striking yet easy to understand.

- **Structure:** Focused hierarchy highlighting product name, benefits, and certifications
- **Consistency:** Label system unified across all product lines (protein, capsules, accessories)
- **Aesthetic:** Dark base with contrast elements to stand out on shelves and eCommerce





## SOCIAL MEDIA POSTS

Created a full set of branded post designs to boost engagement and visual identity:

Post Categories:

- **Product Highlights:** Benefits, ingredients, features
- **Carousels:** "Why this supplement?", "How to use it?", "Clean & Certified"
- **Motivational Posts:** Fitness quotes and lifestyle visuals
- **User-Generated Content:** Templates for customer photos and testimonials
- **Sales & Launches:** Flash sales, limited-time offers, bundle promos



## KEY DESIGN LEARNINGS

- Built a consistent visual identity from scratch
- Created packaging ready for retail and eCommerce standards
- Designed a complete content system tailored for social media
- Helped increase brand engagement and visual recognition
- Supported ongoing content campaigns and influencer integration



## SUMMARY

Our work with Hard Rock Health reflects how powerful branding and design consistency can transform the way customers perceive a product. By developing a strong identity, professional packaging, and impactful social media content, we helped shape a brand that now feels trusted, energetic, and aligned with its target audience.