



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

BOOST YOUR NATURAL ENERGY

HELPS IN FATIGUE

ALL VITAMINS

DETOXIFYING AGENT

FDA APPROVED

CHLORELLA PURE 600 MG

BROKEN CELL WALL ALGAE

NATURAL DETOXIFYING AGENT*
IMMUNE SYSTEM BOOSTERS*
HELPS WITH FATIGUE*

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COLON SWEEP
TOTAL CLEANSING FORMULA

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

COLON SWEEP
TOTAL CLEANSING FORMULA

ASSISTS REMOVAL OF TOXINS*
HELPS BOOST NATURAL BODY FUNCTIONS*
AIDS IN ACHIEVING WEIGHT-LOSS GOALS*

DIETARY SUPPLEMENT

shop us by hardrockhealth.com

DIETARY SUPPLEMENT

NATURAL 60 CAPS

PROBIOTIC DIGESTION & DETOX

BI-PASS TECHNOLOGY

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

PROBIOTIC DIGESTION & DETOX

SUPPORTS A HEALTHY DIGESTIVE SYSTEM*
MAINTAIN STRONG IMMUNITY*
40 BILLION CFU'S PER 2 CAPS

DIETARY SUPPLEMENT

Weight Loss
Apple Cider
Vinegar Gummies

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

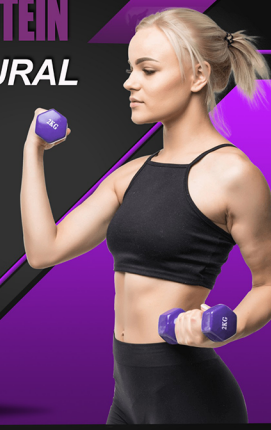
WEIGHT LOSS APPLE CIDER VINEGAR GUMMIES

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

60 GUMMIES

WHEY PROTEIN
SALTED CARAMEL
NATURAL FLAVORS

WHEY PROTEIN
SALTED CARAMEL





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.