

**NAME:** Glacier

**LOGO:**



## **Brand Identity**

The brand identity that Glacier will portray is one that supports and cultivates a growth mindset in its customers.

The growth mindset is well represented by the iceberg illusion.

The iceberg illusion is a visual representation of the fundamental truth that success or the achievement of any difficult goal is superseded by a larger and often unseen foundation of consistency, hard work, quality, knowledge, skill, and desire.

Icebergs represent our customers. Hard working individuals that are bettering themselves through exercise and proper nutrition. We are particularly welcoming and supportive of customers who are just beginning their self-growth journey.

Icebergs are formed from glaciers. We at Glacier are helping our customers to build a strong foundation. We want to provide them with high quality, cost effective, and useful products so that they can focus on what's really important to them. Growth.

## **Why should you take on this project?**

Our team at Glacier has set big goals. We have started with the end in mind and are working tirelessly to solve problems and remove barriers that stand between us and our vision.

Are you resourceful and full of ingenuity? Do you have unrecognized potential? Seize this opportunity to adopt our vision as your own, take pride in your own unique creative process, and design a label that fits Glacier's brand vision and stands out from the pack. Do this and you will win our trust and respect. The designer we select will have the

opportunity to become a valued member of our team. You will become our go to man/woman for all future design projects, of which there will be many.

## Project Details

You can choose any of the products to create an initial design iteration. Once a final design concept is chosen, the designer will be asked to complete all 10 design labels. Many of the labels will be identical besides a color and text change. 3-D mockups are not required but the files are provided. All necessary files are attached to the project listing. “Manufactured For” address will be provided later in the design process. Be careful to follow label approval requirements closely. Email with any questions.

## Label Approval Requirements

- Recommended to use Adobe Illustrator since that is what the manufacturer used to create the template pdf files.
- Design in a CMYK Format
- Upload the label without the “information” layer (DELETE this layer, including the bleed & Safe outlines)
- All vector text and pathways should be converted to outlines.
- Save the file as a PDF.
- Ensure all product claims are consistent with the FDA disclaimer box († / \*).
- The phrase “Dietary Supplement” and the unit count need to remain on the front of the label – graphics and placement of it can be altered.
- DO NOT MODIFY FORMATTING OR FONT SIZES ON THE FACTS PANEL. Not removing “Bar-Code Zone” text

## Common Reasons Labels Are Rejected

- Not leaving the barcode zone blank and white (i.e. making it the same color as the background or letting graphics enter the area)
- Not removing the red safe zone border
- Inconsistency with claim notation (using \* when FDA disclaimer box assigns † for claims)
- Not including full address (or website) in “manufactured for” zone
- Formatting issues in the supplement facts table (text not in its correct row, text overlapping with the borders, etc.)
- Inconsistency with form of product (saying 60 capsules when the product is a tablet)
- Not including full address (or website) in “manufactured for” zone
- Misspelled words

# ILLUSION OF SUCCESS

HOW WE PERCEIVE SUCCESS?

## SUCCESS IS AN ICEBERG

You see a person success material wealth, and you want what they have.

WHAT PEOPLE SEE

WHAT PEOPLE DON'T SEE

ACTION	FAILURE
GOOD HABIT	DOUBTS
LATE NIGHTS	STRUGGLES
HARD WORK	DISAPPOINTMENT
COURAGE	SACRIFICES
DISCIPLINE	RISK

Glacier  
*land based*

Ice Shelf  
*part of the ocean*

Iceberg

Open Ocean

## **Color Guide**

- Primary colors are black and white. Keep product container color in mind when choosing background.
- Use dark gray for any background effects or repeating patterns. If a background repeating pattern, effect, or icon is used be sure to still maintain an elegant and minimalistic look. Background effects are not necessary. Exercise creative independence and ingenuity. Search for inspiration from other successful minimalist packaging designs within any product field. Synthesize, do not copy directly.
- Secondary colors will change based on the supplement. There should be a presence of the secondary color somewhere in the product packaging. Use your own discretion and creativity. This can be aligned on top, bottom or integrated somewhere else. It should be coherent between all products. It could be as simple as a box of color containing the flavor text. Use discretion.
- There will be in total 10 labels.
- Generic product containers are displayed next to each product description.

## **UPDATED NAMES AND PRODUCT LABEL CONTENT BELOW**

## Products:

### #1

#### Generic Name:

Amino Energy Raspberry Iced Tea

#### Secondary Color:



#e30b5d

Glacier Name: **\*USE THIS NAME ON LABEL**

#### EAA + Energy

Amino Blend

Raspberry Iced Tea

FOR INCREASED ENERGY AND PROTEIN SYNTHESIS  
NET WT. 360 G ( 12.7 OZ ) | DIETARY SUPPLEMENT



### #2

#### Generic Name:

BCAA Fruit Punch

#### Secondary Color:



#ff3333

#### Glacier Name:

#### BCAA

Anabolic Blend

Fruit Punch

FOR INCREASED PROTEIN SYNTHESIS  
NET WT. 325 G (11.46 OZ) | DIETARY SUPPLEMENT



**#3**

**Generic Name:**

BCAA 2:1:1 Berry Cherry

**Secondary Color:**



**#cc0000**

**Glacier Name:**

**BCAA 2:1:1**  
Anabolic Blend

Cherry

FOR INCREASED PROTEIN SYNTHESIS  
NET WT. 210 G (7.41 OZ) | DIETARY SUPPLEMENT



**#4**

**Generic Name:**

BCAA 2:1:1 Grape Bubblegum

**Secondary Color:**



**#6a2ba1**

**Glacier Name:**

**BCAA 2:1:1**  
Anabolic Blend

Grape

FOR INCREASED PROTEIN SYNTHESIS  
NET WT. 210 G (7.41 OZ) | DIETARY SUPPLEMENT



**#5**

**Generic Name:**

Creatine Monohydrate

**Secondary Color:**



**#1aa3ff**

**Glacier Name:**

**Creatine**  
monohydrate

100 servings

FOR INCREASED STRENGTH AND PERFORMANCE  
NET WT. 500g (17.64 OZ) | DIETARY SUPPLEMENT



**#6**

**Generic Name:**

Pre-Workout Pink Lemonade

**Secondary Color:**



**#ff66b3**

**Glacier Name:**

**Pre-Workout**

Energy | Endurance | Focus

Strawberry Lemonade

FOR INCREASED ENERGY AND FOCUS  
NET WT. 217.5 G (7.67 OZ) | DIETARY SUPPLEMENT



**#7**

**Generic Name:**

Pre-Workout Fruit Punch

**Secondary Color:**

 #ff3333

**Glacier Name:**

**Pre-Workout**

Energy | Endurance | Focus

Fruit Punch

FOR INCREASED ENERGY AND FOCUS  
NET WT. 217.5 G (7.67 OZ) | DIETARY SUPPLEMENT



**#8**

**Generic Name:**

Natural Chocolate Whey Protein

**Secondary Color:**

 #864313

**Glacier Name:**

**Whey Protein**

Isolate Blend

Chocolate

24g protein

FOR INCREASED MUSCULAR RECOVERY  
NET WT. 907 G (2 LB) | DIETARY SUPPLEMENT





**#9**

**Generic Name:**  
Mushroom Boost

**Secondary Color:**  
 #e65c00

**Glacier Name:**

**Lion's Mane**  
Mushroom Blend

can naturally decrease  
stress | mental fog | anxiety

FOR INCREASED COGNITIVE FUNCTION  
60 CAPSULES | DIETARY SUPPLEMENT



**#10**

**Generic Name:**  
Whole Foods Multi-Vitamins

**Secondary Color:**  
 #006600

**Name:**

**Essential Greens**  
Superfood Blend

whole foods | probiotics | vitamins

FOR COMPREHENSIVE NUTRITIONAL SUPPORT  
90 TABLETS | DIETARY SUPPLEMENT



## **Style: Minimalism**

### **Why minimalism?**

#### **Emerging global trend**

Minimalism can be seen constantly emerging in the rebranding of large and long-established brands since approximately 2018. Observation and product research clearly reveals that the supplement industry is behind the curve on minimalistic branding when compared to other industries such as cosmetics.

#### **Increased Value**

A label free of clutter projects a quiet sense of confidence and value. It says, “I don’t need to convince you I’m good, I AM good”.

#### **Consumer Awareness**

Consumers are actually acutely aware of the fact that brands are aggressively selling them products. They don’t want to feel like they are being sold a product. They want to choose for themselves. This is why influencer marketing is so effective. It uses social proof and subtle marketing to nudge the consumer in the right direction.

#### **Clarity of Information**

With nothing else to distract the eye, a minimalist design clearly communicates the important features of a product to the customer. This also conveys honesty.

### **Models and Creative Inspiration**

Displayed below are product design examples that fit the artistic feeling and style we are looking to achieve. These are not meant to be copied directly, rather synthesized into one coherent and uniquely branded label. The packaging used for early Glacier supplement iterations is quite basic. Packaging containers will be improved early in the advancement of Glacier’s brand as we transition to biodegradable pouches instead of plastic containers. For now, keep the current product package limitations in mind.

**Ladder is a new and highly successful supplement brand that utilizes minimalism. If you were to only use one model, use Ladder.**











## **Phase 1 (Brand Creation and Launch)**

- Minimalist labeling
- Cutting edge website design and flow.
- Influencer marketing (Focused on today's #1 undervalued asset TikTok)
- Blog content (breaking from shallow fads and trends while cutting through the noise to provide realistic and fundamental fitness, nutrition, and personal development truths.)
- Facebook ads. (focused on date specific location targeting during fitness events such as triathlons, crossfit, marathons, bodybuilding shows, etc)
- SEO
- Affiliate program creation
- Product reviews
- Short and long form video advertising

## **Phase 2 (Competition and Separation)**

- Manufacturer relations
- Nutrition industry experts and influencers feedback
- Influencer care and retention
- Team and culture building
- Custom cutting edge product formulation
- Competitive product design
- Biodegradable shipping packaging (mycelium)
- ZERO plastic product containers
- Commitment to sustainability
- Responsible product sourcing
- Product expansion beyond basic supplement categories
- Nootropics
- Web 3.0
- Crypto compatible