



greenwhey

Beepaloo

THE CLIENT

Greenwhey is a European sports nutrition brand. It is fully vegetarian and doesn't consist of any animal based proteins.

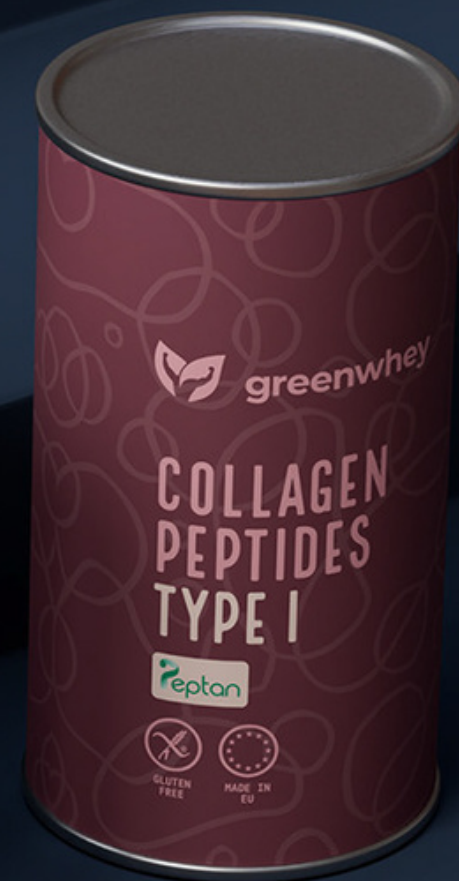
THE KEYWORDS

Vibrant / Bold / Assuring / Natural

THE SOLUTION

The colour palette consists of neutral colours combined with some cold blue and purple colours. These colours were chosen to show the naturalness and ingredients of the products. In addition to the unique pattern designs, we set specific flavour colours, such as vanilla colours for the vanilla-flavoured product, brown colours for the chocolate favours, and blue colours for the blueberry.

We have created unique patterns made out of one main colour and its shade for the specific products. The "Rice and Peas Protein" pattern design, for example, consists of simplified shaped illustrations of rice and peas. Alternatively, the "Multivitamins" pattern design includes illustrations that resemble hair, as the product's purpose is to improve the overall immune system, including hair and nails.







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WHEY
ISOLATE
CHOCOLAT



Beepaloo

WHEY CONCENTRATE CHOCOLATE

NATIVE & ORGANIC

Granite Gray

Vanilla

Blueberry Purple

Prussian Blue

Brown Yellow

Dark Vanilla



