

Branding and Packaging  
Solutions for an Online  
Nutrition Food Shop



FUELIFY

# Introducing an Online Fitness Food Supplier to the Market

Online health foods provider Fuelify needed to introduce its delivery service and products to the fast-growing fitness snacks market in the UK.

## Business Strategy

## Brand Strategy

- Management Interviews
- Brand DNA
- Brand Differentiation
- Brand Architecture
- Brand Strategy Book

## Design and Touchpoints

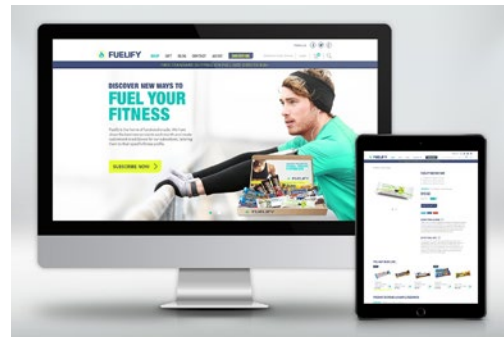
- Brand Identity
- Brand Grid
- Brand Guides
- Product Photography
- Writing & Translation
- Packaging Design
- Icon Design
- Advertising Design

## Digital & Social Media

- UI and UX Design
- Ecommerce Website
- Analytics

# Fuelify Branding, Packaging and eCommerce

## Designing Solutions for an Online Nutrition Store



Base Creative designed branding elements including packaging and marketing communications materials and set up an easy-to-use eCommerce site that would enhance the customers' experience and increase familiarity for a relatively new service offering.

### Scope of Work

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