

# DESIGN BRIEF

## Who are We?

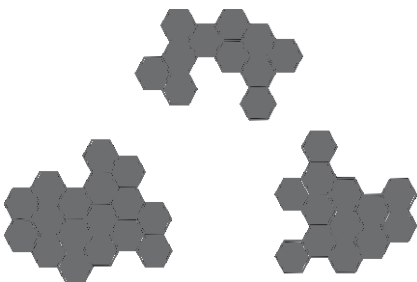
We are a company providing supplements and sports equipment.

## Logo:



This is our brand logo, that goes on all our products.

## Fifth Element:



In many of our materials we use a pentagon background. Pentagon is also visible in our logo. If possible, try to incorporate elements of pentagons in your design.

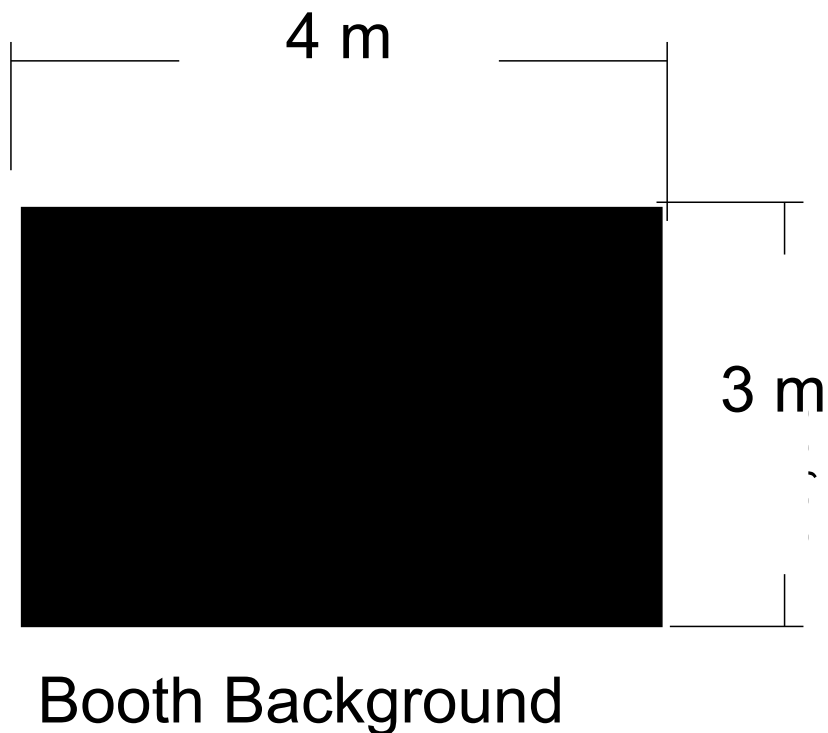
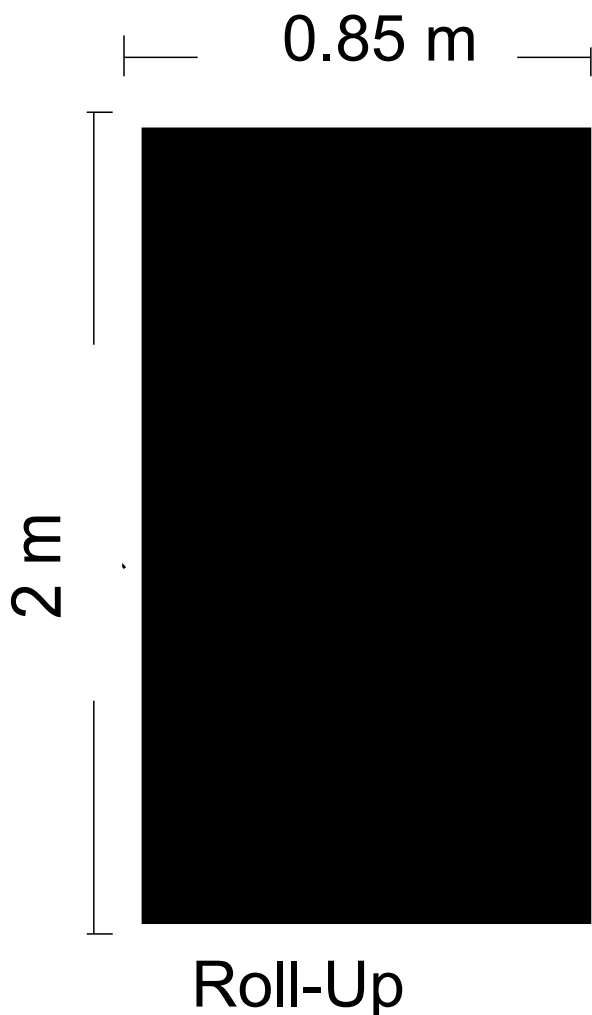
You can also try incorporating the pictures of athletes.

## Purpose of Design Project:

We are planning to have a promotional booth in the fitness show. Our main purpose is to promote 4 products that our company produces. So we need effective visual materials with style.

## What is Needed?

- 3 Roll-Ups for each product:  
*Whey Dynamic; Giant; Liquid Amino* that we want to promote.
- Booth background promoting product *TRITECH*



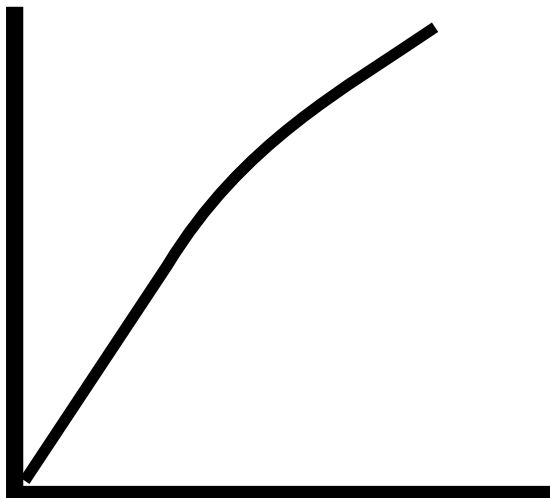
## Roll-Up 1

Whey Dynamic

BUILD SIZE AND STRENGTH FASTER

Up to 180% more  
gains in lean  
muscle mass.

GREAT Taste!



54 g protein a serving!



## Roll-Up 2

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Giant

GET BIG NOW

MASSIVE MUSCLE GROWTH



47 g of protein a serving  
Best-tasting gainer  
You ever tasted!

## Roll-Up 3

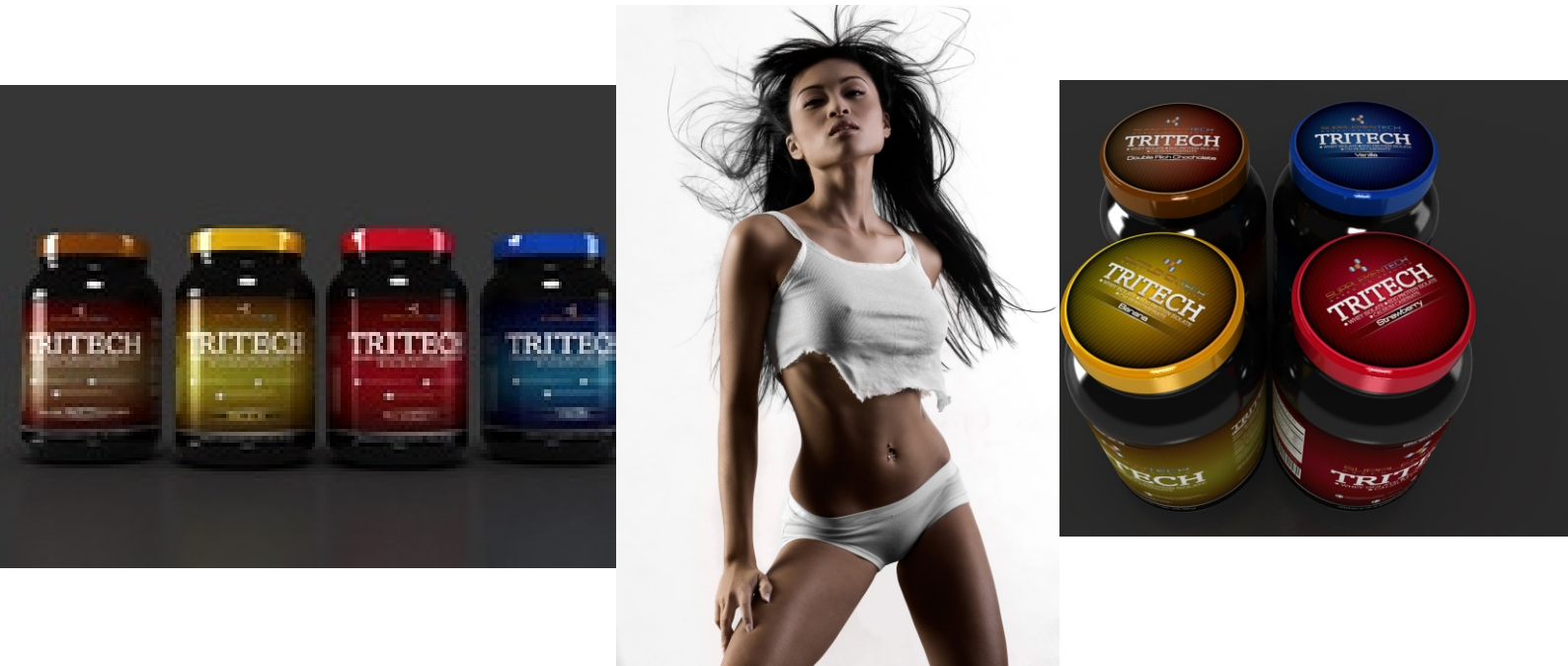
### Liquid Amino

The strongest Muscle  
protector during workouts



Booth Background:

For the booth background we would like to have something like these pictures. We have the labels of product, so you should draw a jar.



Supplementen-Nutrienten-Informationen

Protein	
Protein	250g
Protein	250g
Protein	250g
Protein	250g

**TRITECH**

BIO ENGINEERED WHY ISOLATE • EGG PROTEIN ISOLATE

CALCIUM CASEINATE ISOLATES

Double Rich Chocolate

Supplementen-Nutrienten-Informationen

Supplementen-Nutrienten-Informationen

C 25  
M 40  
Y 65  
K 0

C 15  
M 100  
Y 90  
K 10