

# Hello

I'm Gareth, a web and graphic designer from Northern Ireland. I've been pushing pixels since 2009.

---

Gareth Gillespie | Graphic Designer | [gareth@gillespiemedia.co.uk](mailto:gareth@gillespiemedia.co.uk)

[gareth-gillespie.netlify.app](https://gareth-gillespie.netlify.app) | [gillespiemedia.co.uk](https://gillespiemedia.co.uk)

# Branding & Packaging

Working with Chaos Crew & Muscle Rage

- Undertook customer research, using first hand data from GA4, WooCommerce and Social Channels
- Setup clear brand guidelines and ideal customer personas
- Redesigned the branding (Chaos Crew), to cater to the audience, and follow the brands tone of voice
- Brought consistency to packaging, matching the brand guidelines, and improving technical aspects (designing in Adobe Illustrator, CMYK colour space)

Tools:

Adobe CC

Affinity

Blender





## BRAND GUIDELINES

v1.0 2024



1

VISION  
MISSION:

VALUES:

# WHO WE ARE

## TONE OF VOICE

We are outgoing (a bit loud 😁) and rarely serious. We are tongue in cheek, we like banter, we are informal, but we know our stuff. A team of absolute rockets making supplements for rockets and non-rockets alike. 🚀



2

## THE LOGO LAWS

(most of the time, we break them sometimes, but don't you do it, k?)

1. Let it breathe we all need some space sometimes, same goes for our logo.

DON'T



No thanks.  
Keep it uniform.

DO



It's too wee.  
No smaller than 9mm or 24px high (in most cases)

That's the one  
It's uniform  
Plenty of room  
Colours are good

2. Keep the colours we like em that way, they don't need to change.



Yeah, no.  
Probably best to leave the colour as is.

3. Size matters keep the sizing just right, some say it doesn't matter, we know the truth though 😅

3

## THE COLO- URS

5

## WE LIKE THIS



# HEADING

Montserrat Black (All caps)

## Sub heading

Montserrat Bold

### smaller heading

Poppins Semi-Bold





# MuscleRAGE

## BRAND GUIDELINES

v1.0 2024



# 1

## WHO WE ARE

### MISSION:

We want to provide high quality products to bodybuilders and gym goers, problems for bodybuilders and gym goers, and being a support and knowledge along the way.

### VALUES:

#### TONE OF VOICE

We are a knowledge base for the supplement industry, we know our stuff, we're professional, educational, and informational. We carry authority, but we are approachable, friendly and helpful. Our customers are important to us, and we go above and beyond to support them in whatever way we can. We entertain, as well as inform, so our formal mask slips from time to time, it's important to not be super serious all the time.

# 2

## THE LOGO LAWS



# 3

## THE COLOURS



# 4

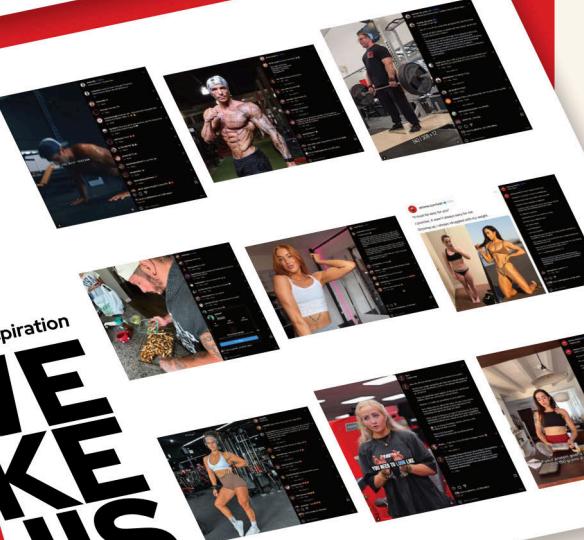
## HEADING

Sub heading

# 5

Social inspiration

## WE LIKE THIS





# Marketing & Graphic Design

For Shapeshifter Nutrition, Chaos Crew & Muscle Rage

- Worked on email campaigns for all brands, establishing automated collection of subscribers (forms, cart page), and email flows (abandoned cart, welcome series etc.)
- Monthly flyers for Shapeshifter Nutrition, including trackable QR codes, with UTM's for analytics
- Promotional items created for all brands, in line with brand guidelines
- Content for Meta Ads (Shapeshifter Nutrition)

Tools:

Adobe CC

Affinity

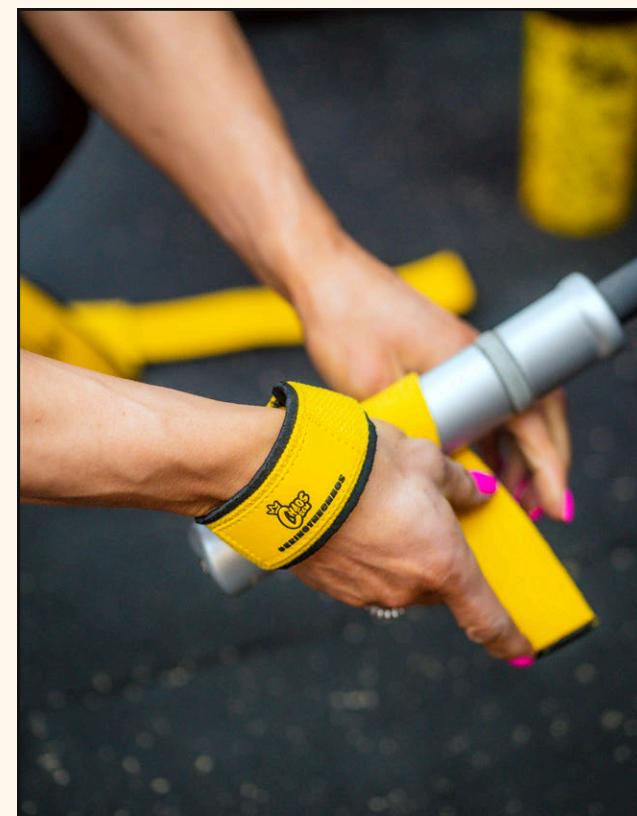
Klaviyo

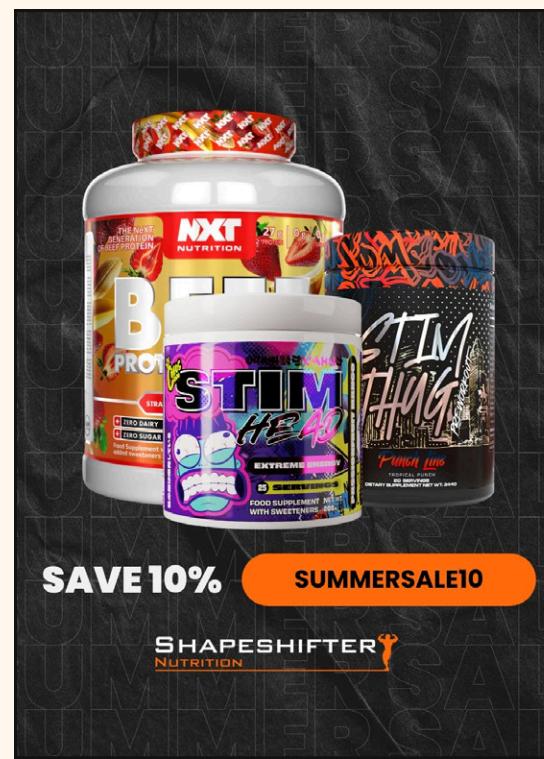
MailChimp

Brevo

Canva

(don't judge me)





SAVE 10%

SUMMERSALE10

SHAPESHIFTER  
NUTRITION

The image shows a mobile phone displaying the Shapeshifter Nutrition website with the URL "shapeshifternutrition.co.uk". The phone screen includes sections for "Loyalty Rewards", "SIGN UP TODAY", and "Start Now". The background features a woman in athletic wear performing a kettlebell swing.

**SHAPESHIFTER NUTRITION**

# LOYALTY REWARDS

shapeshifternutrition.co.uk

**Loyalty Rewards**

Save money on your next order, earn points when you shop, when you leave a review and even on your birthday!

- Sign up for an account
- Earn points for every purchase
- Save up points for discount

**SIGN UP TODAY**

Earn points with every order

Start Now

[View this email in your browser](#)



GREAT  
DEALS  
ONLINE



NEXT DAY DELIVERY UK & IRELAND

## MONTHLY OFFERS

Inspired by the customers.

**FREE**  
PRE-WORKOUT  
OPTIMUM  
GOLD STANDARD  
100% WHEY  
£43.99  
Buy a Gold Standard  
2.2kg Whey and receive  
a FREE Gold Standard  
Pre-workout FREE

# PER4M BUNDLES

## Save on your next Per4m order, with our new bundles

Big news: we've just launched FIVE brand-new Per4m product bundles designed to fuel your fitness goals while saving you cash. 🎉 Whether you're stocking up or just getting started, we've got a bundle with your name on it:



### Per4m 900g Whey + 400g Creatine Bundle

£42.99

Fuel your fitness goals with the ultimate combo of Per4m 900g Whey Protein and 400g Creatine Monohydrate. Everything you need to level up your workouts!

[Click here](#)

# Website Design

For Shapeshifter Nutrition, Shapeshifter Distribution, Chaos Crew & Muscle Rage

- Moved hosting, Shapeshifter Nutrition was experiencing speed issues and down time, upgraded hosting, moved, and re-designed the website
- Mockups created in Figma, approved by the client, and then built live in WordPress using the Avada Theme on all 4 sites
- Performed basic SEO, adding meta titles, descriptions, image alts, optimising images & image titles, connected search console, GA4 & Bing Webmaster tools
- Assisted with growing the internal team & hiring an Agency in Shapeshifter, to facilitate ongoing SEO duties

Tools:

Avada

WordPress

