

NUTRICHOC



BRAND IDENTITY & MOTION DESIGN

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A cohesive project including packaging design, brand stylescape, and a 30-second motion ad campaign for a fictional sustainable chocolate snack brand.

01

PACKAGING DESIGN

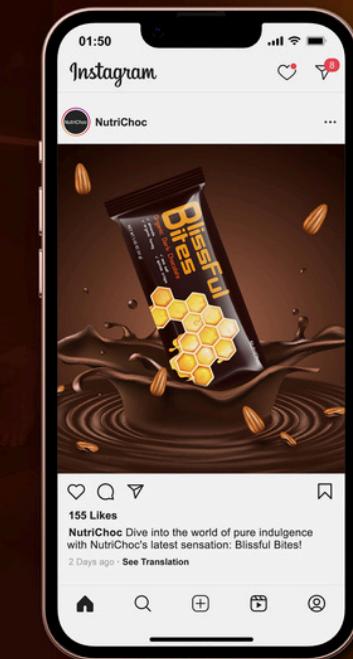
The packaging highlights organic ingredients such as almonds, sea salt, quinoa crisps, and honey. A clean layout, bold typography, and honeycomb motif create a natural yet modern look, while sustainability messaging reinforces eco-conscious values.



" Sustainably Sourced Ingredients For a Healthier Planet "

Blissful Bites

Organic Dark Chocolate



02

BRAND STYLESCAPE DESIGN

The stylescape defines the overall brand direction with a warm color palette, bold typefaces, and lifestyle imagery. It reflects NutriChoc's core identity – healthy, active, and sustainable – and adapts seamlessly to packaging, print, and digital media.

03

MOTION DESIGN

The 30s motion ad combines dynamic product shots, kinetic typography, and lifestyle footage to showcase NutriChoc's organic appeal. Fast-paced editing and energetic visuals emphasize vitality, encouraging consumers to "Fuel Your Adventure" and "Share with Friends."

