



TruBoost™

HONEST ENERGY

- Boosts energy naturally
- Enhances mental clarity

DIETARY SUPPLEMENT
4 OZ (120 ML)

TruBoost

Brand Identity & Collateral

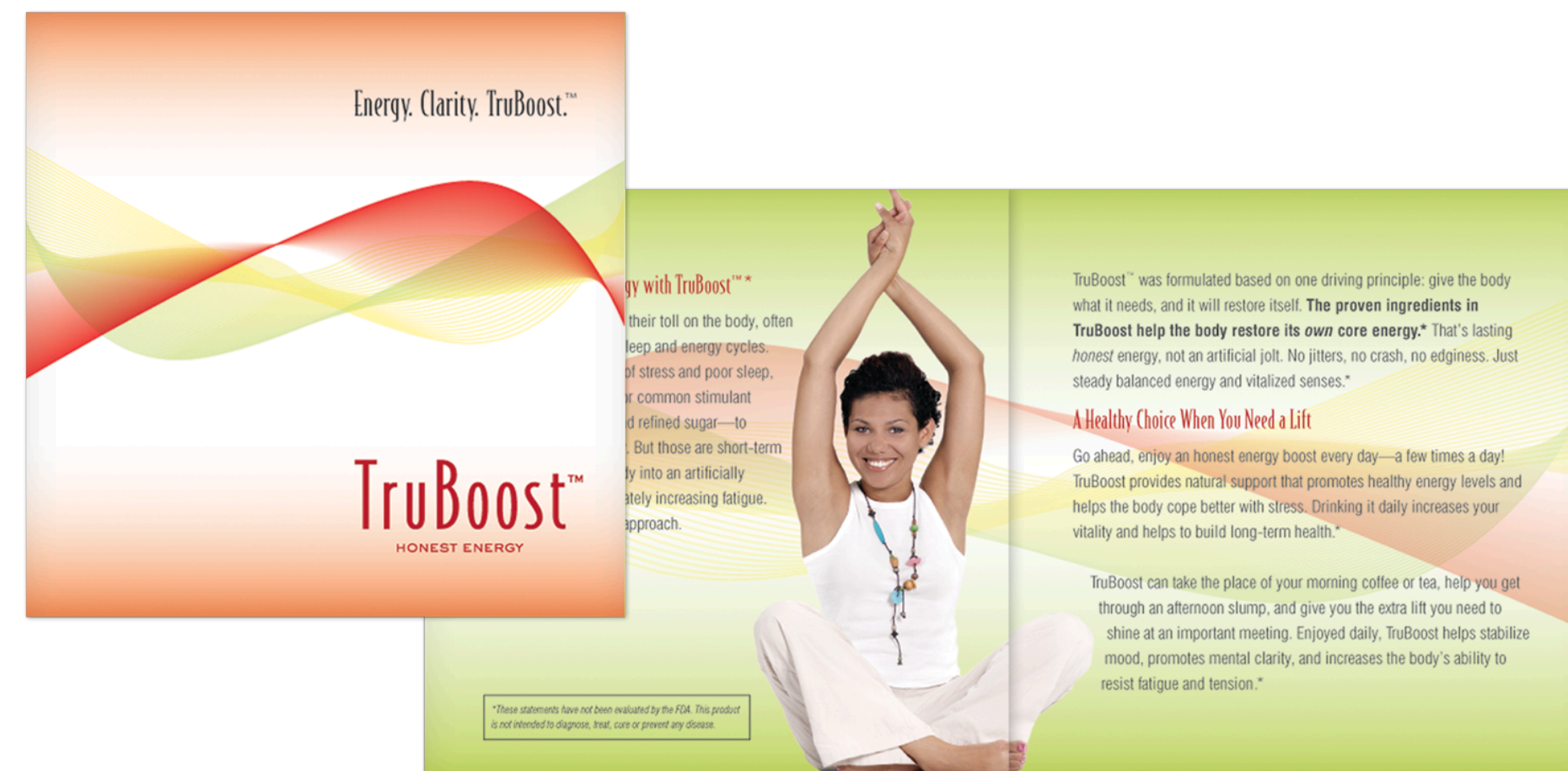
TruBoost was launched as a new healthy energy drink by Life Force International, targeting health-conscious consumers. The product required a distinctive, vibrant identity that communicated energy, clarity, and trust while standing out on shelf and across launch materials.

Role:

- Led art direction and design for the product identity
- Developed the product name, tagline, and logo
- Designed the visual system for labeling and collateral
- Ensured consistent application across all launch touch points

TruBoost™

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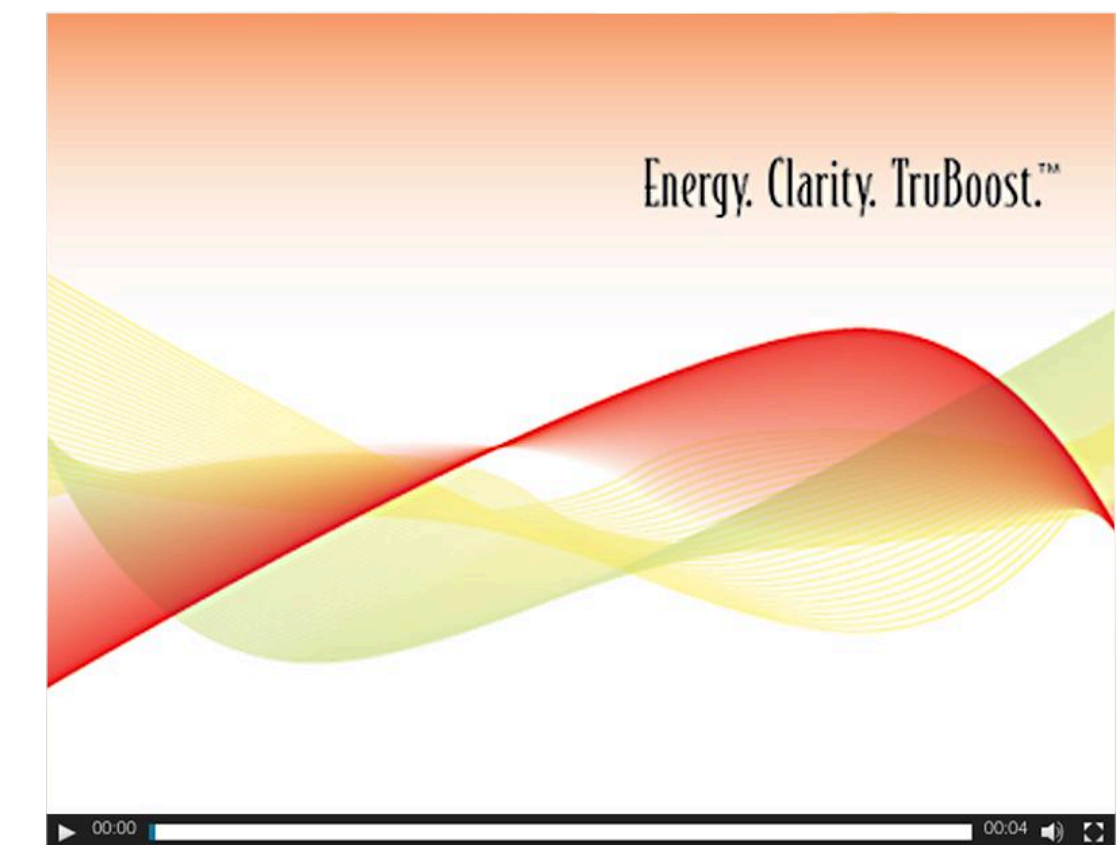
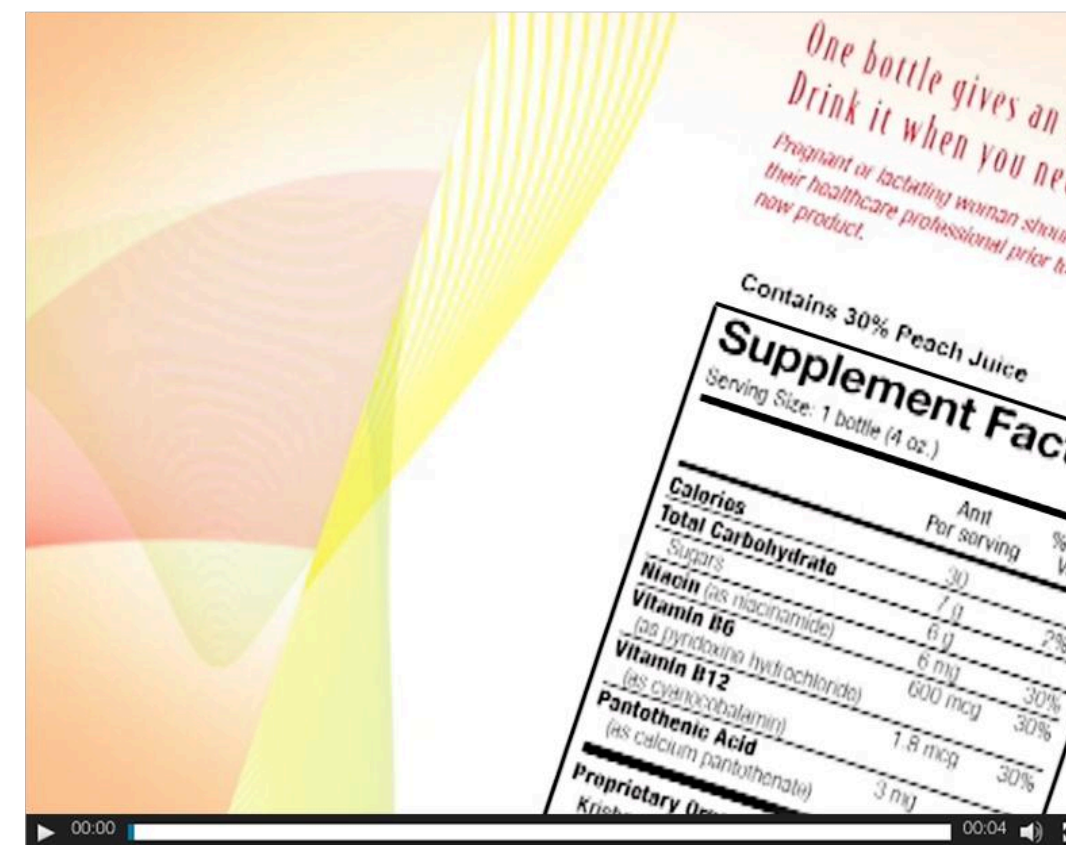
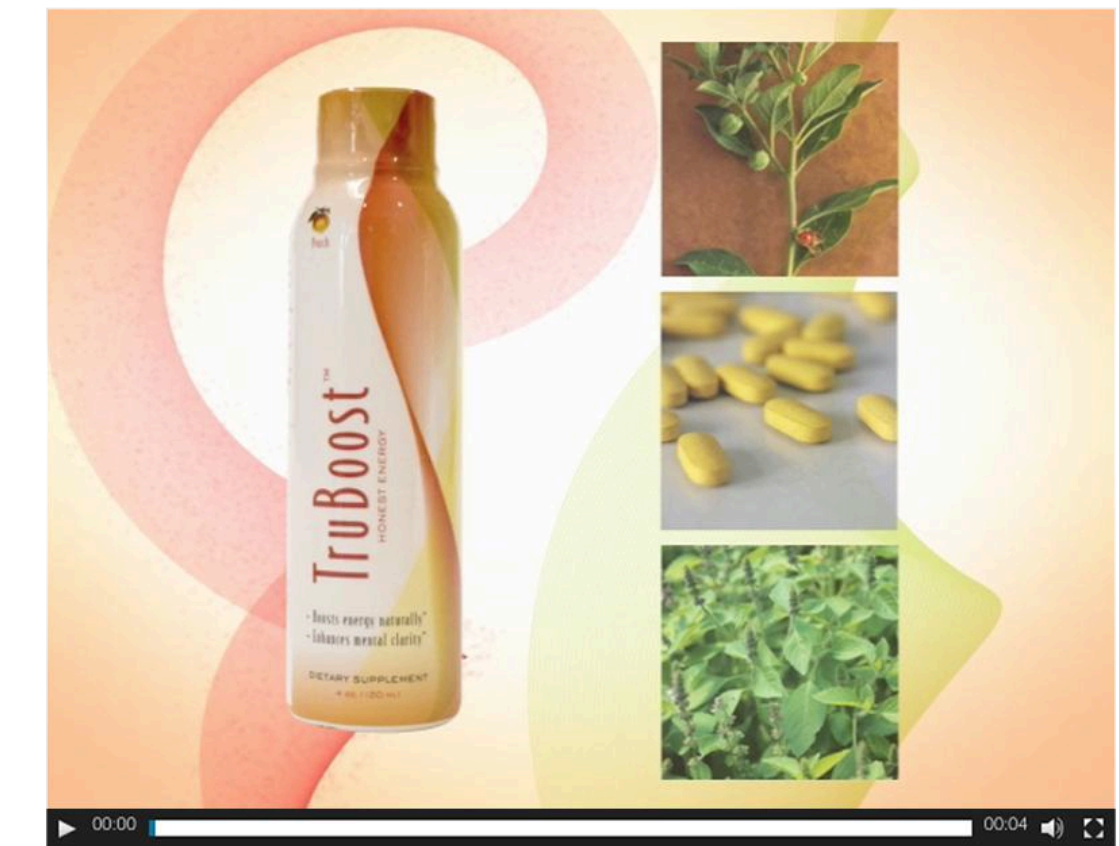
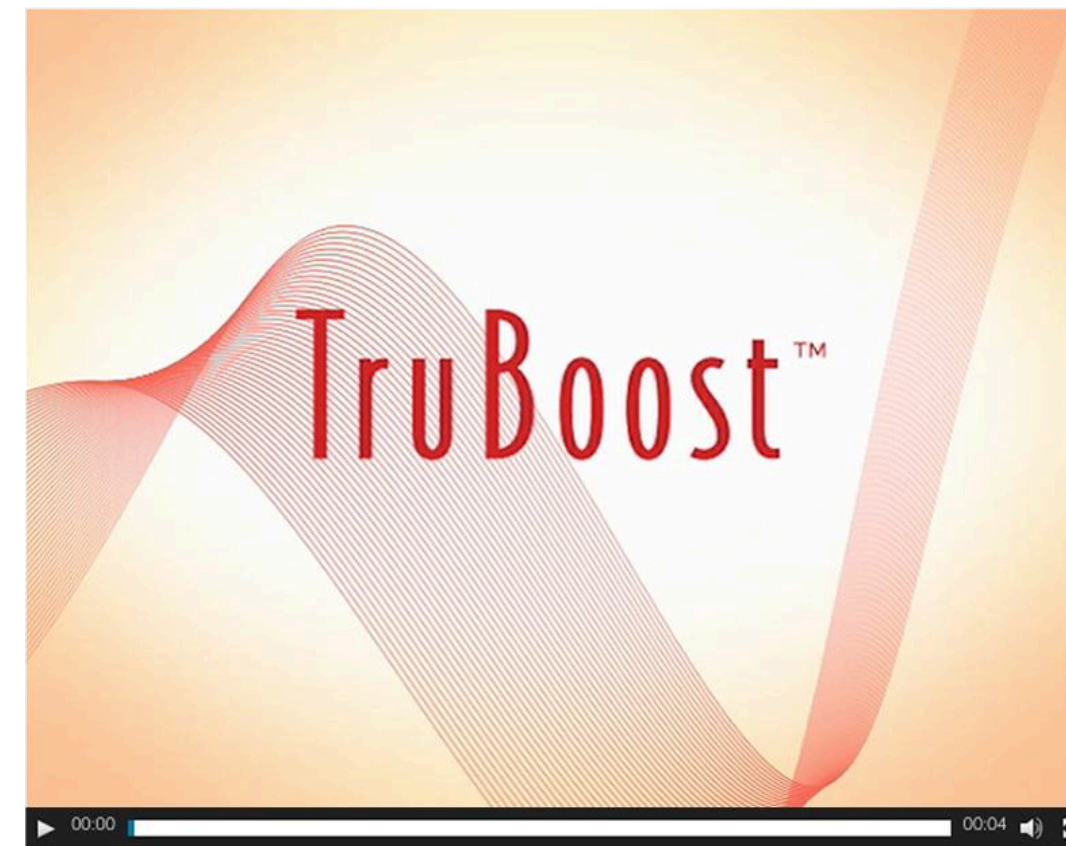
TruBoost

Product Video

As part of the product launch, TruBoost required a product video to educate consumers and clearly communicate key benefits while reinforcing the new product identity.

Role

- Led art direction and visual design for the product video
- Designed and produced the video using After Effects and Final Cut Pro
- Ensured visual continuity between motion, packaging, and collateral



TruBoost

Product Packaging

Packaging was a critical component of the TruBoost launch, designed to establish a strong shelf presence while clearly communicating product benefits, ingredients, and brand values across individual bottles and multi-pack formats.

Role

- Led art direction and packaging design
- Applied the TruBoost visual system across bottles, cartons, and retail packaging
- Balanced regulatory requirements with brand expression and clarity

