

E-Sports Nutrition Brand creation



Gaming harder and healthier, with respect

E-Sports Nutrition approached Neon Brand Consultancy to create a new kind of gaming brand — one built on respect, transparency, and next-generation performance.

Our task was to develop a complete brand from the ground up: defining the ethos, strategy, naming, packaging, campaigns, and digital presence for ESN's two flagship products — ELX energy drinks and IGF meal replacement shakes.

In a market saturated with garish clichés, we created a sophisticated monochromatic brand world, rooted in authenticity and gamer culture. At its heart sits the ethos "Give respect to gain respect" — a rallying cry for a more inclusive, positive gaming community.

We named and designed the product ranges (ELX and IGF), crafted a bold four-dot brand mark inspired by classic controller buttons, and developed packaging rich in gaming details — from flavour names like Fruit Sucker Punch to UV-revealed hidden graphics.

The result is a premium, credible, and community-driven brand that's redefining gaming nutrition. Within its first year, ESN achieved standout sales, Vegan Society certification, and even a collaboration with deadmau5 — levelling up from start-up to serious contender.

Kind words...

"Neon created the foundations of the brand with neat, strategic positioning within the gaming space. Dana also focused on our brand ethos which is central in supporting our products pitch.

This included a clearly distinguishable, relevant, and contemporary brand mark designed to resonate instantly with the TM, separating ESN from the competition. What really impressed me was the attention to detail in terms of the packaging and how the flavours and product USP's were so clear and engaging.

Our website along with campaigns and socials were not only beautifully designed but really represented us as being a core gaming brand which is such a difficult task to pull off.

A year on we have a successful brand that's immersed within the gaming community, and all this has been created and delivered on a self-funded and somewhat limited start up budget!"

ANTHONY MILLAR
Director & Co Founder
E-Sports Nutrition

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PROJECT SUMMARY

Brand positioning
Strapline
Product Naming
Brand identity
Brand mark animation
Advertising
Animations & end screens
Brand visual style
Sub-brand development
Packaging
Ecommerce website
Product campaigns
Social media content

