

E-Sports Nutrition Packaging



A stand-out solution.

E-Sports Nutrition tasked Neon Brand Consultancy with creating product packaging that would live up to the brand's promise of next-generation products for next-generation gamers — premium, transparent and authentic.

In a market crowded with cheap white tubs, garish colours and vague formulations, we went the opposite way. The result was a bold monochromatic black design, with strong, simple typography and flat colour accents inspired by gaming's RGB lighting. The packaging expressed quality and integrity while standing out as a truly gamer-designed product.

We also introduced the ESN “four dots” — a symbol drawn from classic controller buttons — as a distinctive visual shorthand linking every pack to the brand. Product names were crafted to resonate with gamer culture: ELX (Energy Elixirs) and IGF (In Game Food), supported by flavour names like Fruit Sucker Punch and Dark Ops Cola.

Every detail mattered — from playful barcode “takeovers” and UV-hidden illustrations by Rob Ball, to clearly presented, fully compliant ingredient panels underscoring ESN's transparency pledge.

The result? Packaging that combines premium design, technical precision and gamer credibility — earning ESN immediate recognition as a serious, community-led challenger brand.

Kind words...

“It was so important that our products ELX Energy and IGF Meals stood out for all the right reasons in such a saturated market. So Neon created product packaging that was highly memorable, distinct and clearly of the highest of quality.

Dana recommended we go with a premium black feel, reflective of modern contemporary gamers taste in cutting edge game specific kit that they often surround themselves with. At centre stage are the ESN four dots, a strong visual graphic with colours providing the flavour cues / indicators. But the real magic was in the gamer details on pack which include game genre barcode takeovers (mini works of art in their own right) and stunning UV varnish's that also reveal game genre illustrations that can be seamlessly showcased as new additions to gamer set ups.

This all combined to form a super strong brand look and feel across the entire range that serves to further distinguish ESN as an ultra-premium brand with gamer specific products.”

ANTHONY MILLAR
Director & Co Founder
E-Sports Nutrition

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PROJECT SUMMARY

- Product naming
- Packaging design
- Copy writing
- Production sourcing & oversight

