

Functional® Nutrition

Functional produce a range of sports nutrition and supplement products. In order to expand their consumer base beyond the confines of a weight room, they needed a new brand identity, and packaging range that would appeal to a wider audience.

Their aspiration was to differentiate themselves from all the other supplement brands that saturate the market by positioning themselves more in the health supplement space.





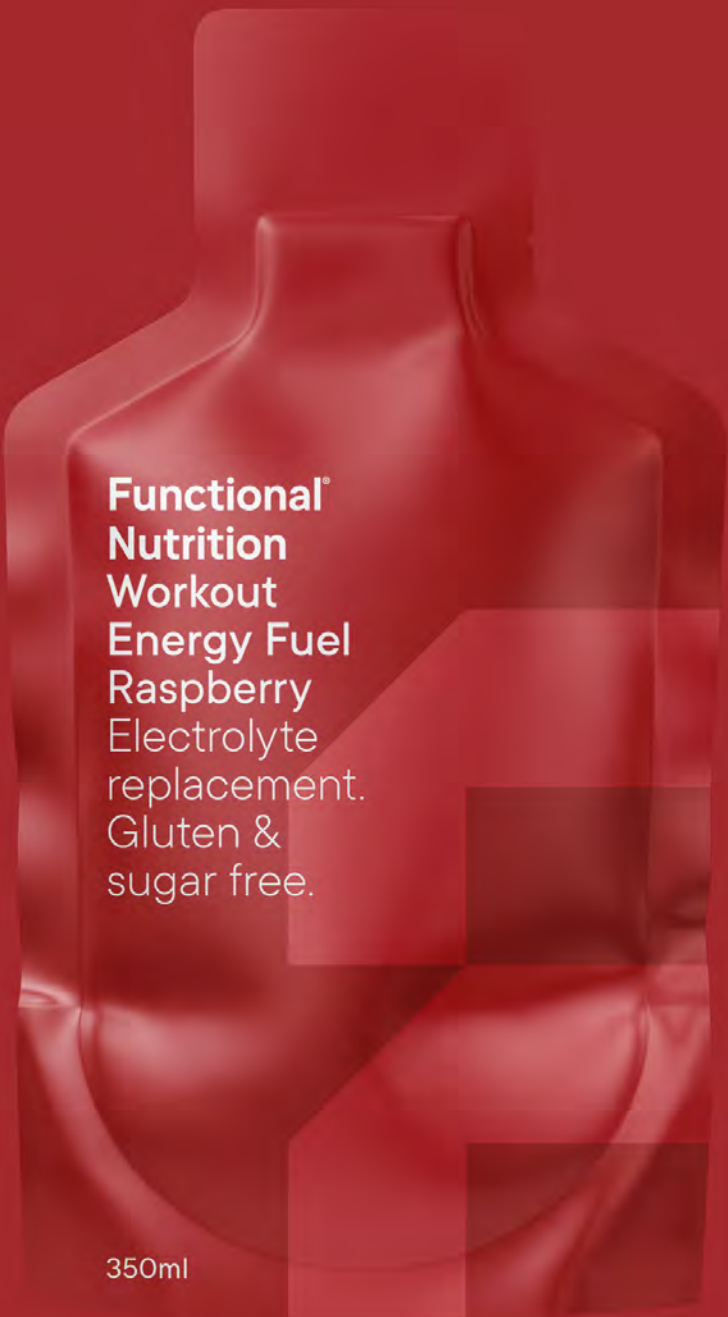
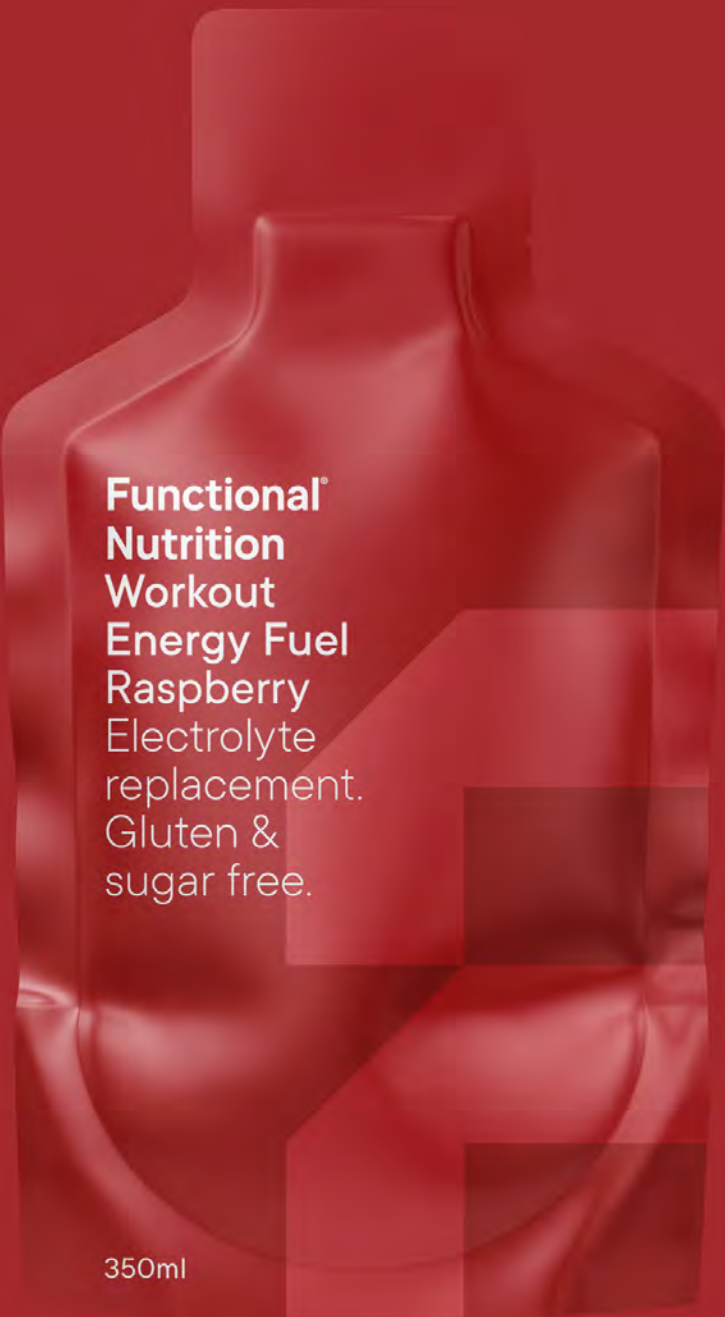
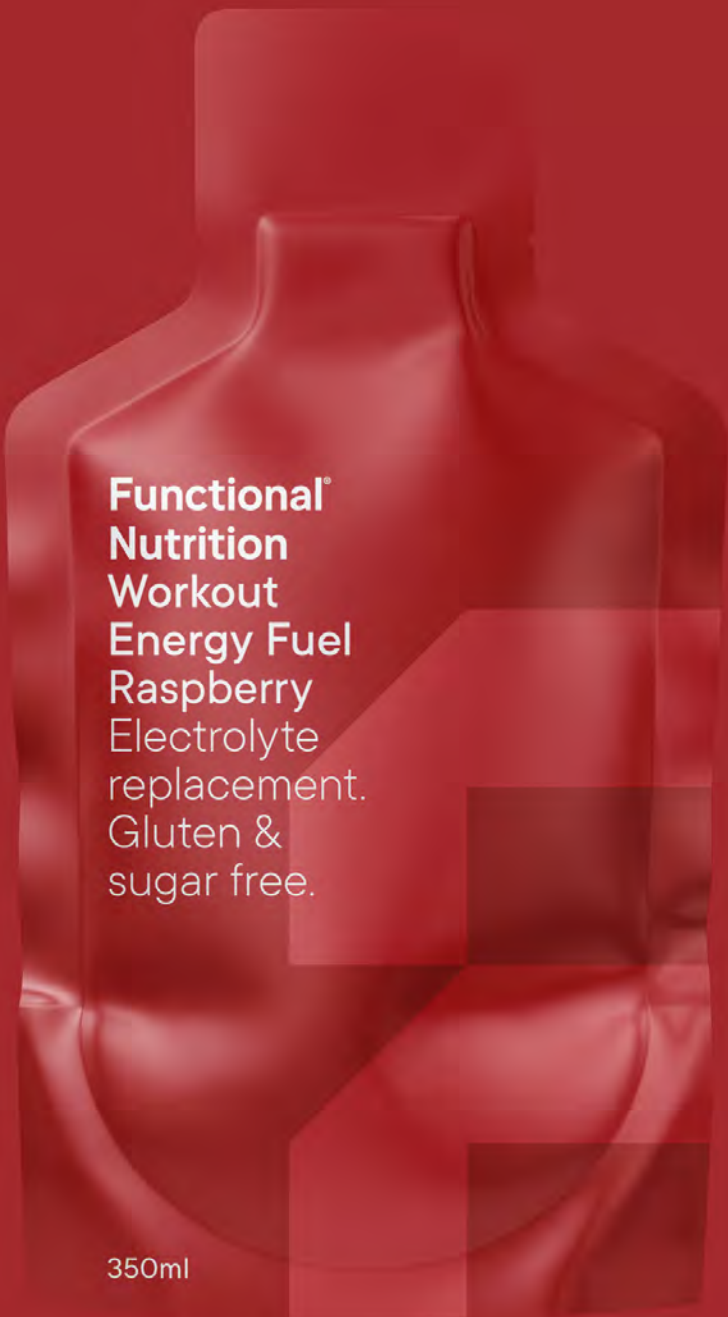
01

02A



02B





Sports nutrition that helps sustain your ambition

functionalnutrition.dk

Functional is your one stop shop for all-natural, organic health supplements and workout fuel.

Functional is designed to fill the gap in your diet when you don't have the time to eat properly, but still require the fuel to keep going.



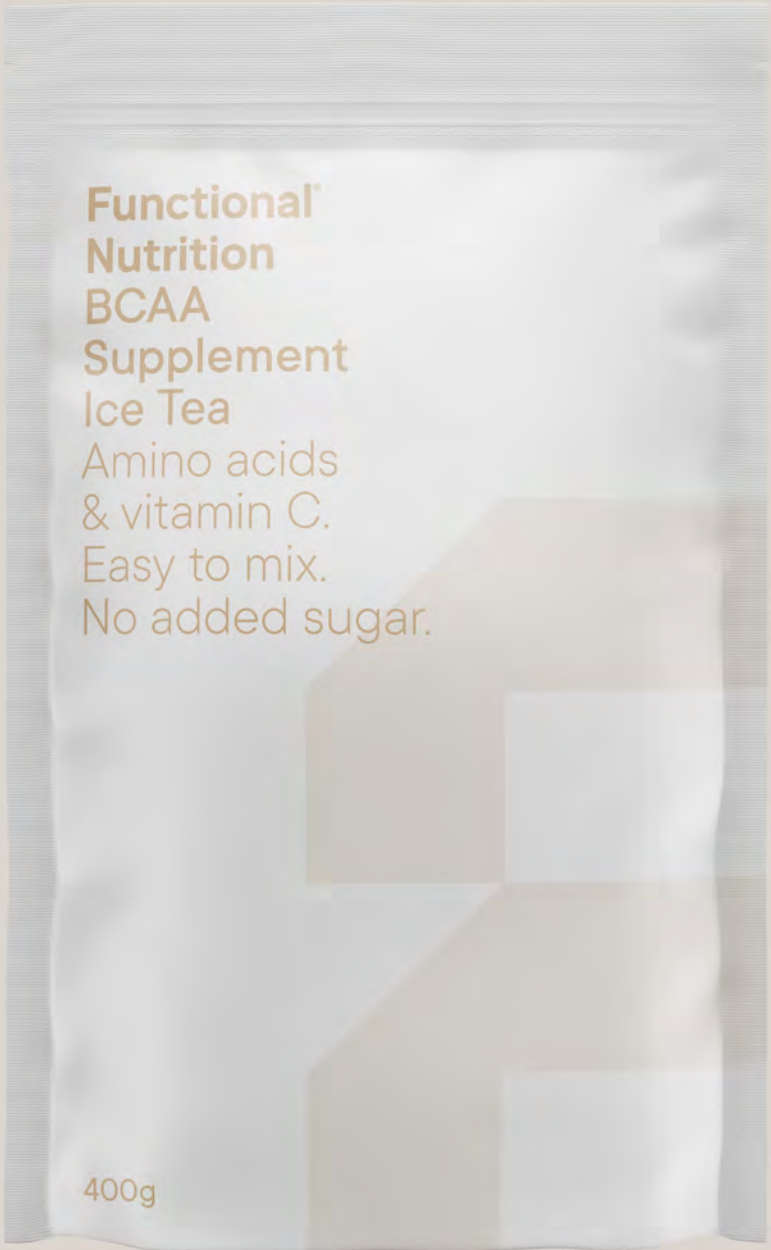
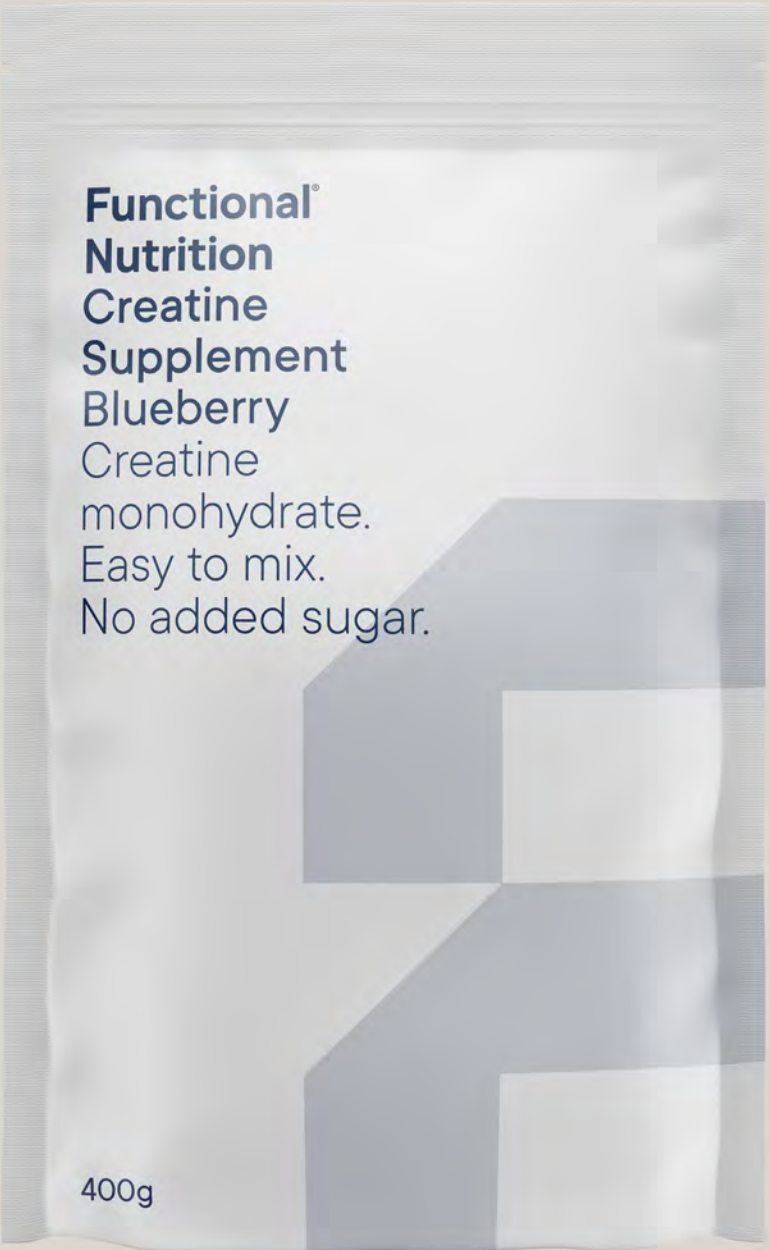


01A



01B

02



Original
Energy Drink
High in caffeine.
Zero calories.
No added sugar.

