

A large black smartphone graphic is mounted on a white wall. The screen of the phone displays the word "Proudly" in a white serif font, with a small yellow butterfly icon to its left. The trademark symbol "TM" is positioned to the upper right of the word. The phone is tilted slightly to the right. At the bottom of the phone, there is a small patch of green foliage.

Proudly™

 Proudly™

Proudly™

Future-proofed*
nutrition for you
and the planet.

*We want to make plant-based nutrition accessible and free of compromise by offering innovative food solutions that are tasty, healthy and climate-conscious.





Proudly™

Proudly-verse

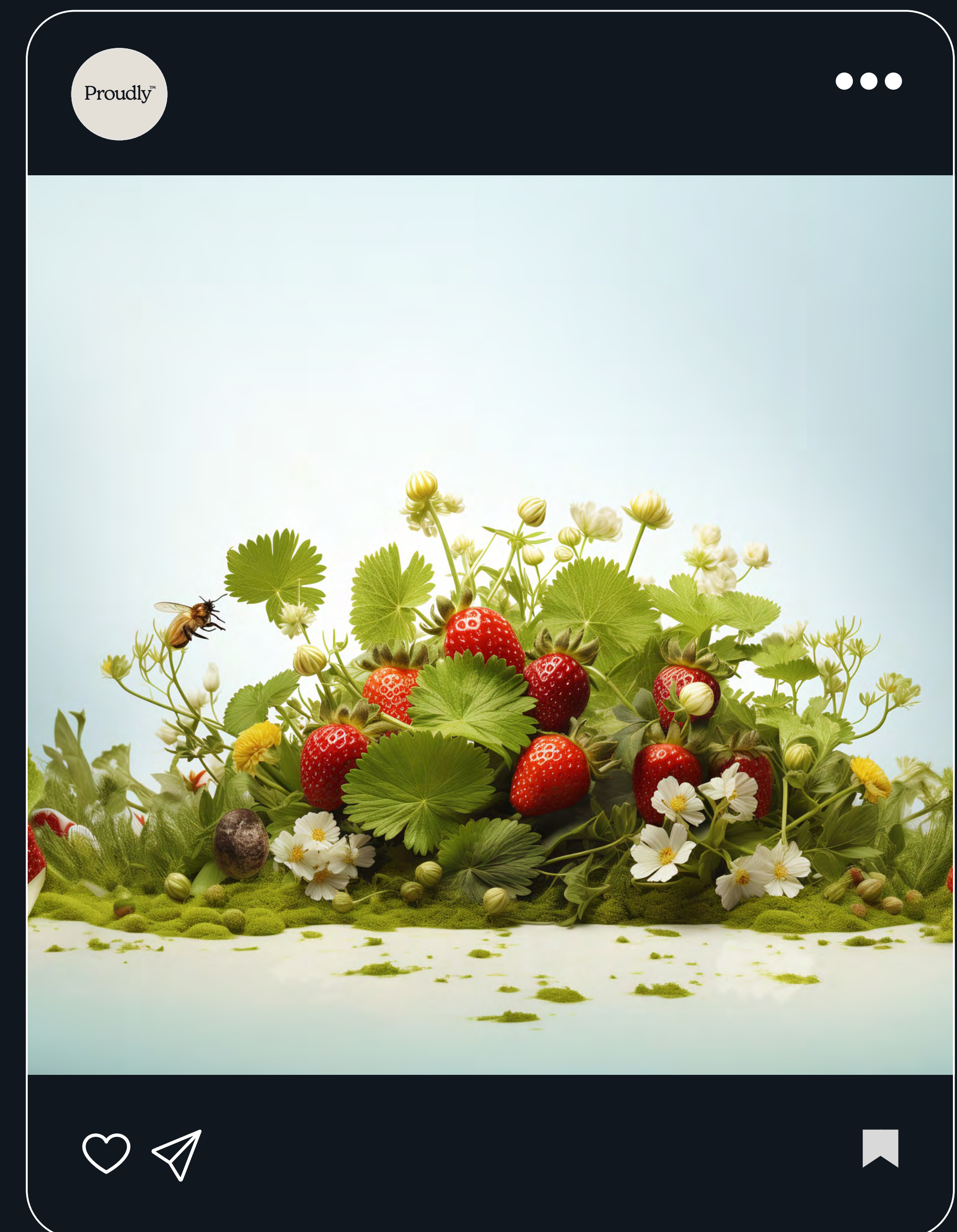
We're proud believers in science and technology when it comes to our recipes, and the AI-generated landscape we build our brand around is where we incorporate it visually. Proudlyverse is a futuristic, utopian realm where nature thrives and shares its bounty – and where we develop our products and initiatives.



Stage 1
Proudly-verse
(Brand universe)



Stage 2
Flavour Landscape
(Chocolate)



Stage 3
Product Presentation
(Strawberry)





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New Spirit Light New Spirit Regular *New Spirit Regular Condensed

New Spirit corresponds with the abundant visuals by keeping our sprouting brand ideals grounded, while proclaiming the ever-growing empathy towards nature.

Chocolate

Mint

Vanilla

Raspberry

Strawberry

Coconut

Blueberry



Proudly™

The Asterix*

*A nod to our affinity for science and knowledge, the asterix appears when we want to add a few more words to how passionate we are about our agenda - without overexplaining to those, who are not here for it.

We found a solution*
for a plant protein drink
that's healthy and tasty,
and now we want to
share it with you.

Proudly™



*Choosing the right source of protein comes with a compromise - whether it's the ingredients list or your environmental conscience. Proudly™ was born as a solution to those struggles. Our unique, clean formula is high in quality protein, low in sugar and completely plant-based, with a gently sweetened flavour profile. Say goodbye to compromise. Say hello to Proudly™.

Visit www.proudly.dk to learn more about our upcoming products.





Proudly™

The solid science behind our
formula drives us to change
the future of nutrition
– one sip at a time.