

A well-crafted brand identity is essential in today's visually dominant world.

Rise Up Nutrition (R.U.N.) specializes in albumen-based protein powders that accelerate metabolism, elevate energy, burn fat, and sculpt lean muscle. Design Horse Branding Agency assumed responsibility for crafting R.U.N.'s identity, guided by its mantra "Good Brand Design Is Good Business," meticulously shaping graphics, typography, and colour to forge compelling recognition.



The Logo

Primary Logo

Always use the primary logo without distortion, color alteration, or scaling. Maintain clear space around the logo for visibility and impact. Use only white backgrounds for clarity and brand consistency in all applications.

Secondary Logo

Use the secondary logo only when the primary logo doesn't fit due to size or space constraints. Maintain proportions, clear spacing, and color formats. Avoid using the secondary logo in place of the primary unless in a specific context.

Design Horse Branding Agency

Brand Guidelines



"A robust brand identity isn't just how you look—it's how you're remembered. In a crowded market, it's the difference between being noticed and being ignored."

"Colors, typography, and graphic forms are not just design elements—they are memory triggers. Together, they shape brand identity and leave lasting impressions that make a brand unforgettable to its audience."



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