Gumazing

Say hello to Gumazing your child’s best friend.

Naming, Brand Identity, Character design, Packaging, Website

Gumazing is a nutraceutical gummy brand for kids. The brand was established for a Hong Kong based company, targeting the European markets. The aim was to develop a brand that appealed to the playful innocent nature of the child as well as resonated with credibility and trust for the parent.

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The Challenge

Eternal Mark needed a nutraceutical brand that appealed to both the parent and the child, could be distributed across the globe, and be registered and trademarked in multiple countries. This led to the challenge of developing a brand that was universal and yet targeted at the same time.

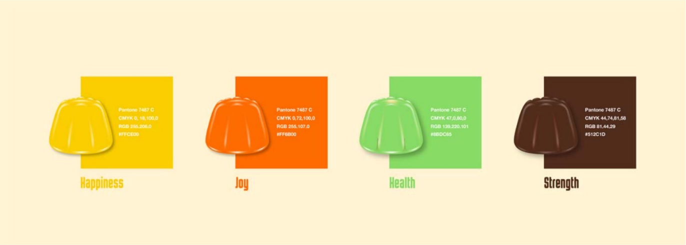
Gummies that
care and love
like a warm hug.

The Solution

Inspired by the experience of a child with his/her parent and the purest form of emotion, a hug, the brand was positioned to offer the same warmth and love via the product and assure the credibility of the brand. The name resonates with both the parent and the kid, is easy to understand and pronounce. Gumazing (Gummies + Amazing), spells out the amazing quality of the product, and the feeling that a child experiences due to good health and wellbeing. The brand identit depicts the texture of gummies in its typeface, while subtlety placing a hug in its midst We also developed a mascot, Mr.Gumazing to resonate with the child, by associating it to the process of becoming a superhero.

GUMAZING

gummies that care



Pantone 7487 C
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Happiness

Pantone 7487 C
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Joy

Pantone 7487 C
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Health

Pantone 7487 C
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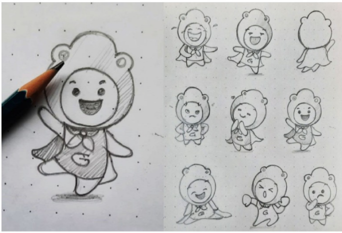
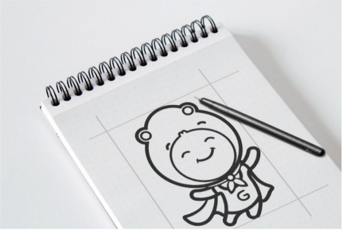
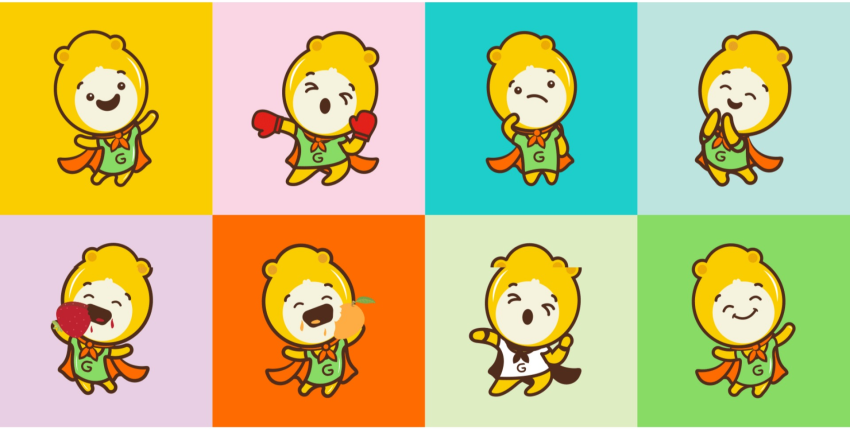
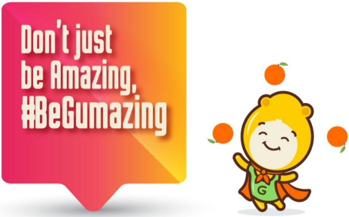
Strength

HermanoAlto Round








Don't just
be Amazing,
#BeGumazing

The goodness of gummies comes in 4 different variants

GUMAZING
gummies that care
Multivitamin
Gummies For Kids
Multi-flavour
100% Natural Flavour
Supports Immunity
60 Gummies
Vitamins A, C, D, E, Bs & Zinc
Gluten and Wheat Free
Why Multivitamin Gummies?
5060748880048
Product Code: EM-239123

Multivitamin
Gummies For Kids

Vitamin C
+Zinc
Gummies For Kids

Omega 3
Gummies For Kids

Calcium+
Vitamin D3
Gummies For Kids

100% VEGETARIAN
100%
VEGAN PECTIN BASED GUMMIES
GUMAZING
gummies that care
Multivitamin
Gummies For Kids
Multi-flavour
100% Natural Flavour
Supports Immunity
60 Gummies
Vitamins A, C, D, E, Bs & Zinc
Gluten and Wheat Free

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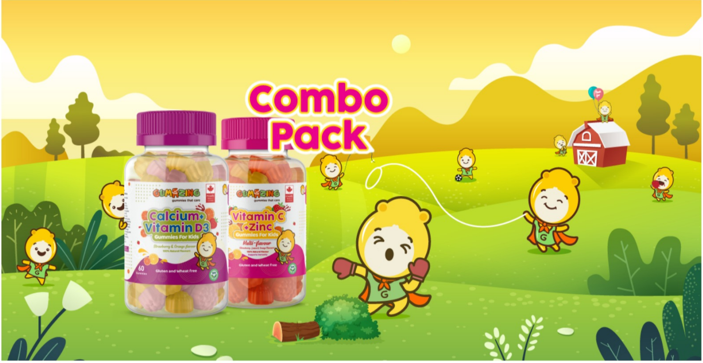
60 Gummies
"Don't just be Amazing, #BeGumazing"
Multivitamin
Multi-flavour
100% Natural Flavour


Combo
Pack
GUMAZING
gummies that care
Calcium+
Vitamin D3
Gummies For Kids
60 Gummies
Gluten and Wheat Free
GUMAZING
gummies that care
Vitamin C
+Zinc
Gummies For Kids
Multi-flavour
Gluten and Wheat Free

GUMAZING
Say hello to Mr Gumazing, your child's best friend
Say Hello to Gumazing, your child's best friend!
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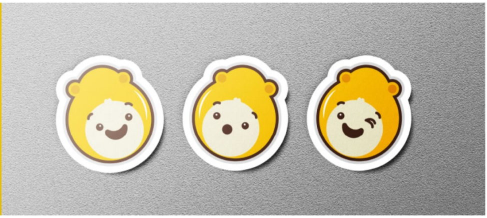

GUMAZING
gummies that care
"Don't just be Amazing, #BeGumazing"
www.begumazing.com

Scan the QR code for exciting offers on our healthy gummies!
Thank You!
Thank you for your purchase! Our yummy gummies are the perfect sweet & healthy treat for your dearest ones.
Want to share your experience? We'd love to hear from you. Write to us at info@begumazing.com

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gummies that care
Combo Pack
Vitamin C + Zinc
Calcium + Vitamin D3

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Gummies that care and love like a warm hug.
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