Lip Smackin Lumpia

Alyssa Carroll

Brief:

The objective of the brief is creating a cohesive visual brand identity and logo for Lip Smackin’ Lumpia as a product within the Harvest Legacy Farms. This logo should communicate warmth, family accessibility, and the appeal of Filipino inspired rolls in a manner that is immediately recognizable to parents navigating mainstream U.S. grocery environments. Additionally, the design system should be versatile to function consistently across packaging, social media, and marketing materials while positioning the product as culturally distinctive and approachable for families and consumption.

Research

- Lumpias hold strong cultural significance as symbols of hospitality, as families often gather to make large batches together for birthdays, weddings, and many social events.

- In the United States, lumpias have become one of the most recognizable expressions of Filipino identity.

- Lumpia are traditional Filipino spring rolls that originated through centuries of cultural exchange, turning into a distinct food tradition with local ingredients.

Audience

- The main consumer audience for lumpias consists of families, particularly those with children, whose demanding daily schedules often make it hard for preparing home style meals. Time efficient foods that still have flavor and appeal are valued in this category. Ready to make lumpias offer a meal component that can be prepared quickly while still delivering quality.

LIP SMACKIN

LUMPIA

LIP SMACKIN

LUMPIA

Typeface: Bold sans serif for “Lip Smackin” helps readability and professionalism, drawn “Lumpia” adds a playful approachable feel.

Color Palette: Warm yellow evokes comfort, and friendliness, while standing out on shelves.

Shapes: Illustration of lumpia on a fork signals the product clearly, rounded shapes and lettering and the fork symbolizing being ready to eat

Brand Values: The combination of type, color, and shape communicates comfort, family warmth, and enjoyable eating, balancing structure with playfulness.

LIP SMACKIN LUMPIA

LIP SMACKIN LUMPIA

ABOUT US:

Lumpias hold strong cultural significance as symbols of hospitality, as families often gather to make large batches together for birthdays, weddings, and many social events. In the United States, lumpias have become one of the most recognizable expressions of Filipino identity. Lumpia are traditional Filipino spring rolls that originated through centuries of cultural exchange, turning into a distinct food tradition with local

LIP SMACKIN
LUMPIA
@LipSmackinLumpia
120
Posts
15.2K
Following
300
Authentic Filipino spring rolls. Crispy flavorful unforgettable! Taste
Now!
Link in bio.
Follow
Message
Email
Menu
Reviews
Sevies
Locations
Specials

LIP SMACKIN
LUMPIA
Lip Smackin Lumpia
@LipSmackinLumpia
Like
Follow
Share
Message
Lip Smackin spring rolls, Crispy flavorful
Criss Crispy, savory perfection! #LumpiaLove
Drispy coied dena
Lip py, smackin Lumpia
Crispy, savory
Home
Bonuses
Sivies
Frontes
Specials

LIP SMACKIN
LUMPIA

LIP SMACKIN
LUMPIA
Available Now!

Packaging

Overall Design: Bright yellow packaging, The color is eye catching on freezer shelves and aligns with the brand’s friendly, family-oriented identity.

Logo Placement: The logo sits on the top-left of the package. The drawn lumpia on a fork reinforces the product visually and highlights the idea that it is ready to eat.

Imagery: Front-of-package includes photos of cooked lumpias, arranged.

Shape & Material: A cardboard freezer box or bag that is bright yellow.

Why this logo?

Readability: Bold “Lip Smackin” is clear and the rounded “Lumpia” feels playful and approachable.

Brand Values: Colors, shapes, and illustration communicate comfort, family, and enjoyable eating.

Client Confidence: Stands out on shelves with bright colors and clearly reflects what the product offers.

Future: Works across packaging, digital, and marketing while building a consistent, long term brand identity.