Brand Identity / Logo

Lip Smackin' Lumpia

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Brief

Project Overview:

Lip Smackin' Lumpia is a unique twist on a traditional recipe. With widespread approval as snacks shared at parties, they seek to establish a family-focused brand. Lumpia are a quickly prepared meal targeted at busy families on-the-go. Convenience and quality define the product. The brand aims to establish a homey, approachable, and dynamic persona marketable to a diverse audience.

Objectives:

- Create a logo that portrays warmth and truthfulness while refined
- Generate audience-relevant touchpoints
- Evoke a welcoming environment backed by authenticity
- Develop a persona differentiated by a unique recipe and family orientation

Research: Font

Want a fun and welcoming font that denotes quality and a homey feeling with a bold presence to stand out on the cluttered grocery store shelf

Serif: believed to guide the eye along a line
Associated with refinement, reliability and sophistication
Conveys exclusivity, prestige, authority, and quality

Sans Serif: a streamlined and modern appearance
Associated with simplicity, clarity, and technological innovation
Forward-thinking, professional, adaptable, and accessible

Script: signals special occasions, balancing romance and elegance
Communicates human touch evoking nostalgia and playfulness

Blackletter: evokes tradition
Conveys formality and seriousness

Display: grabs attention, emphasizing visual appeal
Conveys playfulness while feeling distinct

Research: Color

Want a fun and welcoming color(s) that denotes quality and a homey feeling with a bold presence to stand out on the cluttered grocery store shelf

Red: Excitement, aggression, romance

Yellow: warmth, optimism, danger

Green: contentment, eny, sickliness

Blue: grief, relaxation, stability

Purple: creativity, luxury, royalty

White: clean, simplicity, innocence

Brown: warmth, protection, comfort

Black: oppressive, powerful, clean

Warm colors: warmth and comfort to anger and hostility

Cool colors: calm to sadness and indifference

Audience Analysis

Primary:

- Women aged 29-40
- Mothers and caregivers
- Professionally established
- Time-saving solutions
- Exploration-oriented

Secondary:

- Children aged 10-18
- Purchase influence
- Exploration-oriented
- Time-saving solutions

Competitor Analysis

Direct competitor — Frozen food

- Blocks of color with text over
- Oblong and rectangular shapes
- Thick and bold fonts
- Inverted white text

Selected Logo

Selected Logo

Color Choice

Hex Code #a97c50

Hex Code #23a3c9

Hex Code #fff5f5

Connection to Brand Values

As an earthy tone, carmel conveys warmth, trust, and comfort, mirroring the premium quality and care Lip Smackin' Lumpia fosters.

Associated with sky and water, cyan evokes tranquility, vitality, and reliability, underscoring the premium quality and novel recipe of Lip Smackin' Lumpia.

Blush elicits tranquility, youthfulness, and warmth, aligning with Lip Smackin' Lumpia's family-orientated persona.

Font Choice

Connection to Brand Values

Benard MT Condensed

Bernard MT Condensed feels confident, grabbing the attention of viewers. It perfectly balances nostalgia and elegance. With a vintage feel, the typeface embodies family and quality.

Copperplate Gothic Bold

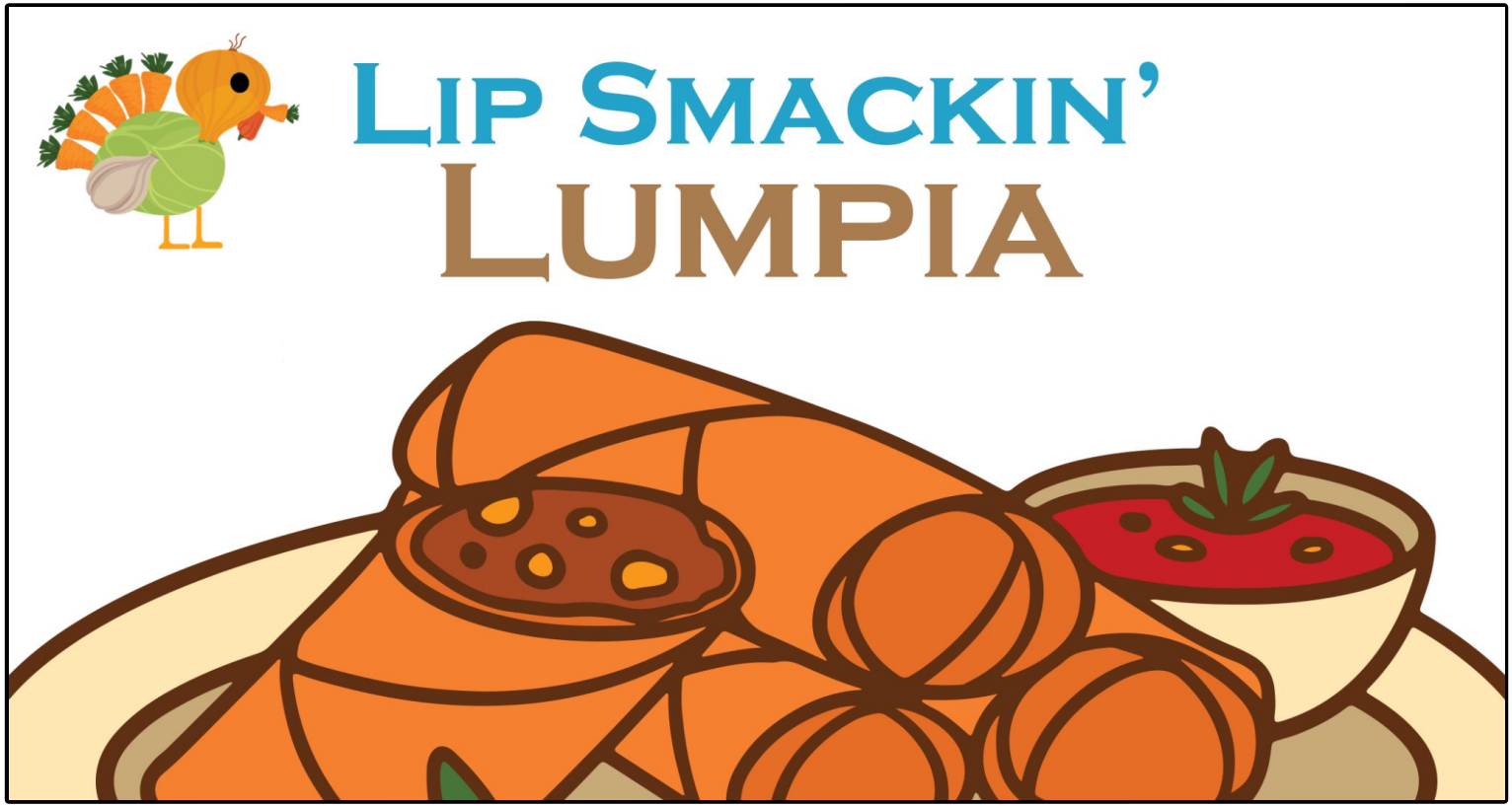
Conveying strength and reliability, Copperplate Gothic Bold stands out. Tradition and trustworthiness are represented. Lip Smackin' Lumpia's focus on quality is once again represented.

Reasoning

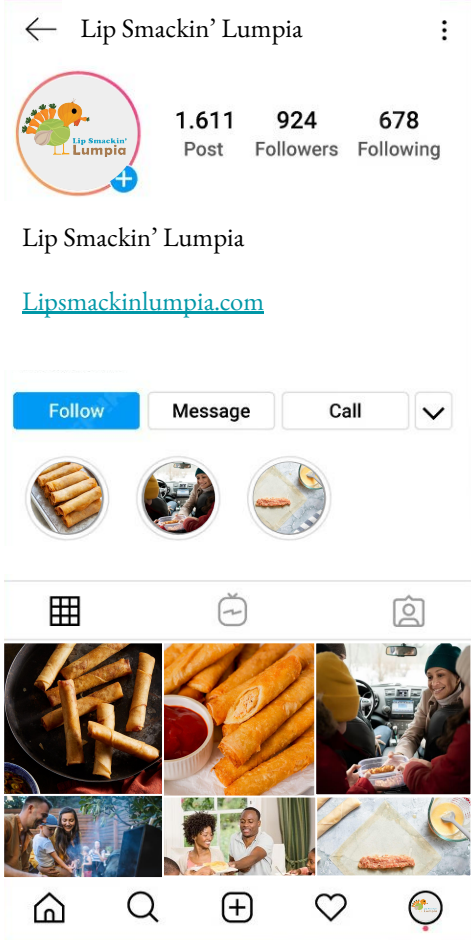
Mixing bold fonts with warm colors fosters an inviting brand persona. Bernard MT Condensed and Copperplate Gothic Bold will stand out among competitors on the shelf. The employment of cyan strategically does the same. As a bright tone, cyan generates a sense of playfulness and comfort. Conveying trust and warmth, carmel aesthetically stands in contrast. The use of a brand moscat further differentiates as few competitors do the same.

Overall, this logo positions Lip Smackin' Lumpia with an inviting and comforting persona. Using warm, bright tones and a brand mascot generates a playful environment. Made for a family on-the-go, quality and connection are reflected.

Packaging



Website Homepage


Lip Smackin' Lumpia
1.611 Post
924 Followers
678 Following
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Follow
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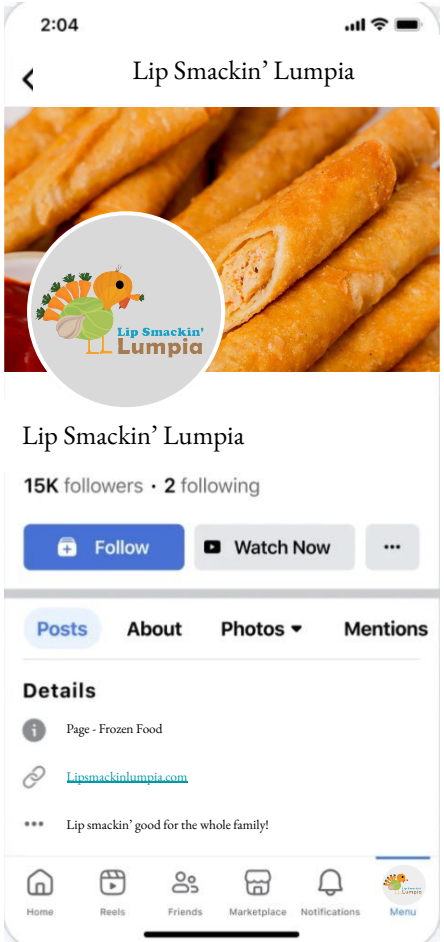
Call


2:04
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Page - Frozen Food
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Lip smackin' good for the whole family!
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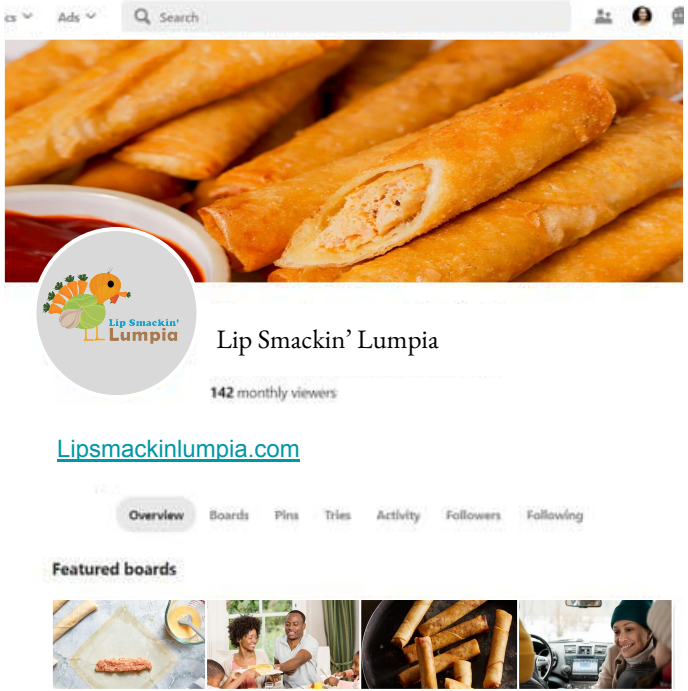
Notifications
Menu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Merchandise

Conclusion

An inviting and comforting identity - Used typefaces and colors that convey feelings of warmth, trust, and reliability,

Striking design - The bold font and complimentary colors will allow the product to stand out amongst competitors on the shelf.

Emotional connection - Utilizing typefaces that evoke nostalgia sustains the brand's image of being family-oriented.

Character mascot - Using a brand mascot creates a playful and welcoming image that will improve approachability among the pickiest of young eaters.

Expansive and versatile- As the brand mark does not leverage a product, it can be used for an expanded product line.

Thank you!

Lip Smackin’ Lumpia

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