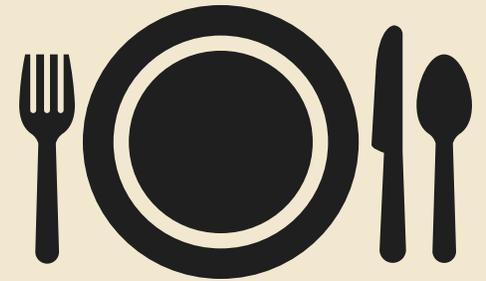


EMMA SMITH

FEBRUARY 2025

LIP SMACKIN'
LUMPIA



BRAND IDENTITY/LOGO



Modern twist on authentic Filipino lumpia. Crispy, flavor-packed rolls made for today's busy households.

- Freezer to table in minutes
- Homemade taste
- Crowd-pleasing appeal



"Family-friendly, warm, and welcoming"

The Lumpia Company:

Not traditionally packaged, primarily a restaurant, but it can be specially ordered frozen.

Ally's:

Small, handmade seller on Etsy, offering uncooked or frozen Filipino lumpia.

Summ!:

Packaged, fully cooked Filipino-style lumpia available in mainstream grocery stores (Jewel-Osco and Save Mart)

Magnolia:

Established Filipino frozen food brand in many Asian grocery aisles; positioned as "*comfort food remembering home.*"



Busy working families with children

- Fast, convenient meal and snack options
- Something more exciting than the usual frozen appetizers or weeknight dinners
- Foods that feel homemade and “special,” without requiring a lot of prep time

College Students

- Variety to current frozen foods
- More willing to be adventurous to global flavors (especially when presented in a familiar, snackable format like crispy rolls)
- Early brand loyalty (will remember these delicious lumpia when this audience turns into the aforementioned audience)
- Social and shareable



LOGO REFERENCES

EMMA SMITH

Lip
Smackin'
Lumpia

Typeface

Ekamai (Lip Smackin')

Caraque Bold Melted (Lumpia)

Poppins (Sample)

Ekamai
Caraque
Poppins

Color Palette

Heavy Orange (#EF3C25)

Umbral (#1F1F1F)

Yoghurt Brûlée (#F3E8CF)



Lip
Smackin'
Lumpia

Lip
Smackin'
Lumpia



BRAND MARK

EMMA SMITH

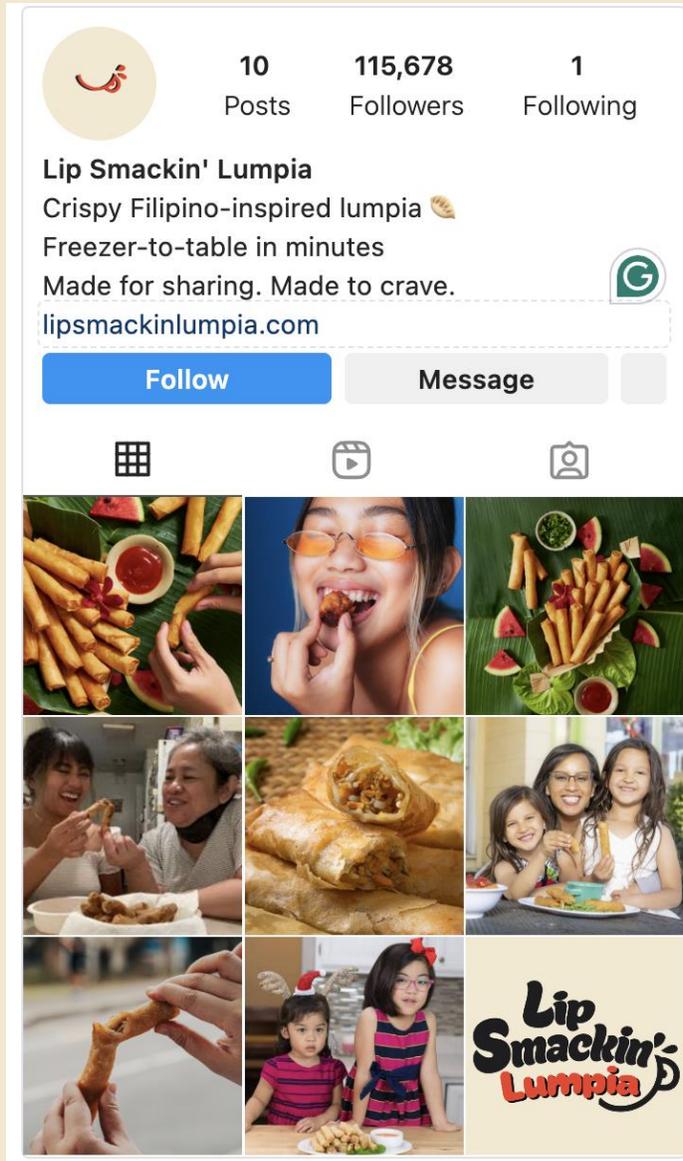
[Contact](#)[About Us](#)[Order Here](#)[FAQ](#)

Quick. Crispy. Lip Smackin'.

Lip Smackin' Lumpia are crispy, Filipino-inspired rolls made to go from freezer to table in minutes—easy, flavorful, and perfect for sharing anytime.

Find us at retailers below!













Lip Smackin' Lumpia

RECAP

THANK
YOU!

