

Lip Smacking Lumpia

Branding and Logo Pitch Deck

Brand Brief

Lip Smacking Lumpia is a brand that encompasses the busy, american, family lifestyle, without sacrificing health, time, culture, or family moments. Lip Smacking Lumpia is a meal that hardworking individuals can quickly heat and serve to family and friends for dinner, parties, get togethers, or quick meals that still has people saying “This is so good!”, “Can you bring more next time you come over?”, and “Mom, dad? Can I have seconds?”. All without sacrificing the goodness of a clean, well balanced meal, enriched with deep Filipino culture from decades of home recipes.

“Our logo brings together the warmth of a family gathering and the speed today’s busy families need. The friendly, rounded mark suggests rolls of lumpia stacked and ready to share, while the bright, golden tones hint at freshly fried, crispy bites. Clean, simple typography makes the brand easy to spot in a crowded freezer aisle, signaling convenience without feeling industrial. Overall, the design reflects Filipino-inspired comfort food that feels homemade, joyful, and always ready when family or friends drop by.”

Research

My goal in doing this research was simply to gain as much insight as possible into what makes a logo for a food item good, enticing, appetizing, and noticeable in a busy supermarket. I wanted to know more about color psychology, shape psychology, typography, logo types, and color palettes.

01

Font

I learned that all typefaces have an associated feeling, due to both the look of the letterforms themselves and the contexts of the words they make. I learned that I wanted something lighthearted, rounded, unique, and close together.

02

Shape

Shaping on a logo is incredibly important, because you want a logo to occupy a set area on the package/merch/etc. You can't have things run off the edge and disappear. I learned that circular shapes promote unity and connection.

03

Logo Types

There are many different types of logos (wordmarks, lettermarks, mascots, abstract images, etc.). I learned that for a brand this size it was best to utilize a word mark that combines design for a unique quality, and clear expression of what the brand actually is.

Competitive Analysis

01

Marie Callendar

Green (health), natural, very homely, very traditional, serif font, text only logo



02

Lean Cuisine

Orange, rounded corners for slimming effect, competes on health



03

Amy's

Outdated, bright colored product word, competes on international, real photos



04

Michellina

Green, simple, known for being all green, simple text font



Logo Reveal

LIP SmäCKING
Lumpia

LIP Smack Inc
Lumpia

LIP Smack Inc
Lumpia

LIP Smack Inc
Lumpia

LIP Smack Inc
Lumpia

Logo Analysis



01

Font

I was looking for a main font that was handwritten, close together, rounded, and with varying line weights. For my secondary font, I wanted it to be rounded and monoline, as well as elongated and following the upper lip curve. I ended up deciding to make both of them myself.

02

Shape

I wanted to reference the lips themselves without it feeling over the top, I chose to use the simple shape of the top lip. The word Lumpia was originally inspired by a tongue, but now the curves make smiling lips. Everything is compact and fits in a nice small rounded area. Many portions connect or play off each other to give a feeling of closeness and unity.

03

Color

I wanted colors that were bright and eye catching. Yellow promotes hunger and excitement, where as orange is energetic, bold, and promoting adventure. It's very confident and sensible while still standing out in the aisle. I did not want to use green because there is so much green and health competition and kids don't like green.

Our Approach



01

Brand Connection

It is rounded and playful, communicating family, fun, and a homemade feel. I wanted to lean into a less corporate-looking logo. The colors promote warmth and the shape promotes unity. It embodies a busy, American lifestyle, while still being unique.

02

Psychology

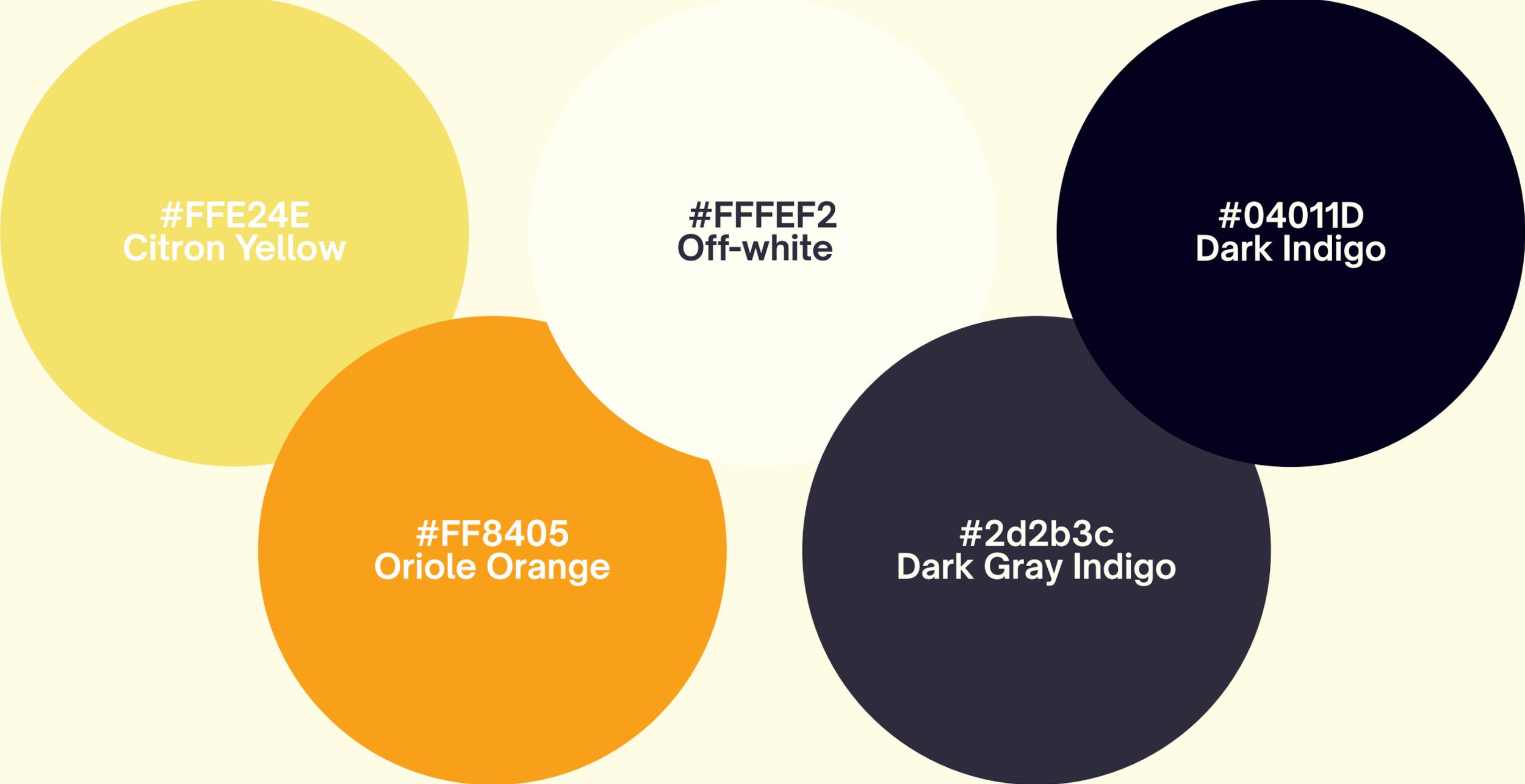
Yellow and orange promote hunger, excitement, adventure, family, and speed. The rounded shape promotes unity and connection. Everything follows the rest of the logo promoting family. The handmade lettering communicates a homely feel.

03

Additional Aspects

If you ever wanted to expand past lumpia, you could! By keeping the Lip Smacking in the corner like that, it should still communicate that it is associated with your brand.

Color Palette



#FFE24E
Citron Yellow

#FFFEF2
Off-white

#04011D
Dark Indigo

#FF8405
Oriole Orange

#2d2b3c
Dark Gray Indigo

Feature Comparison



Feature Comparison



Feature Comparison



**Thank You
So Much!**