Brand Identity/Logo

Lip Smackin’ Lumpia

Jackson Shaltiel

February 2026

- Can be enjoyed as a snack or as a meal
- Crispy, fresh tasting
- Speedy
- Classy
- Healthy
- Made in America, for all ethnicities

- Design a logo that is welcoming
- Emphasize the classiness of the frozen dish
- Create a unique twist compared to other logos
- Not just another frozen food

Brief - Objectives

- The shape of the logo should look similar to a lumpia
- The text should be both classy and fun
- Emphasize the freshness and speediness of the product
- Avoid only solid colors in marketing materials
- Advertise as a dish that will be appealing to all ethnicities
- Use warm colors to stimulate hunger and attract attention

- Parents
- College students
- People that love eating healthy
- Individuals on a time crunch

Audience

Chosen Logo Design

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Lovely Rose

- Fun curvy font
- Modern and can connect with a younger audience
- Is welcoming and shows that Lip Smackin’ Lumpia is different than others

Aston Script

- Serious and classy
- Can connect with the older audience, maybe parents
- Shows us that even though Lip Smackin’ Lumpia come frozen, they are a tasty dish

Chosen Logo Design

Light Pink

- Used on the edges and curves of the lumpia
- Highlighted to demonstrate the details of a lumpia
- Light pink is a welcoming tone that aligns with the Lip Smackin' Lumpia ideology that the Lumpia should feel homemade and special

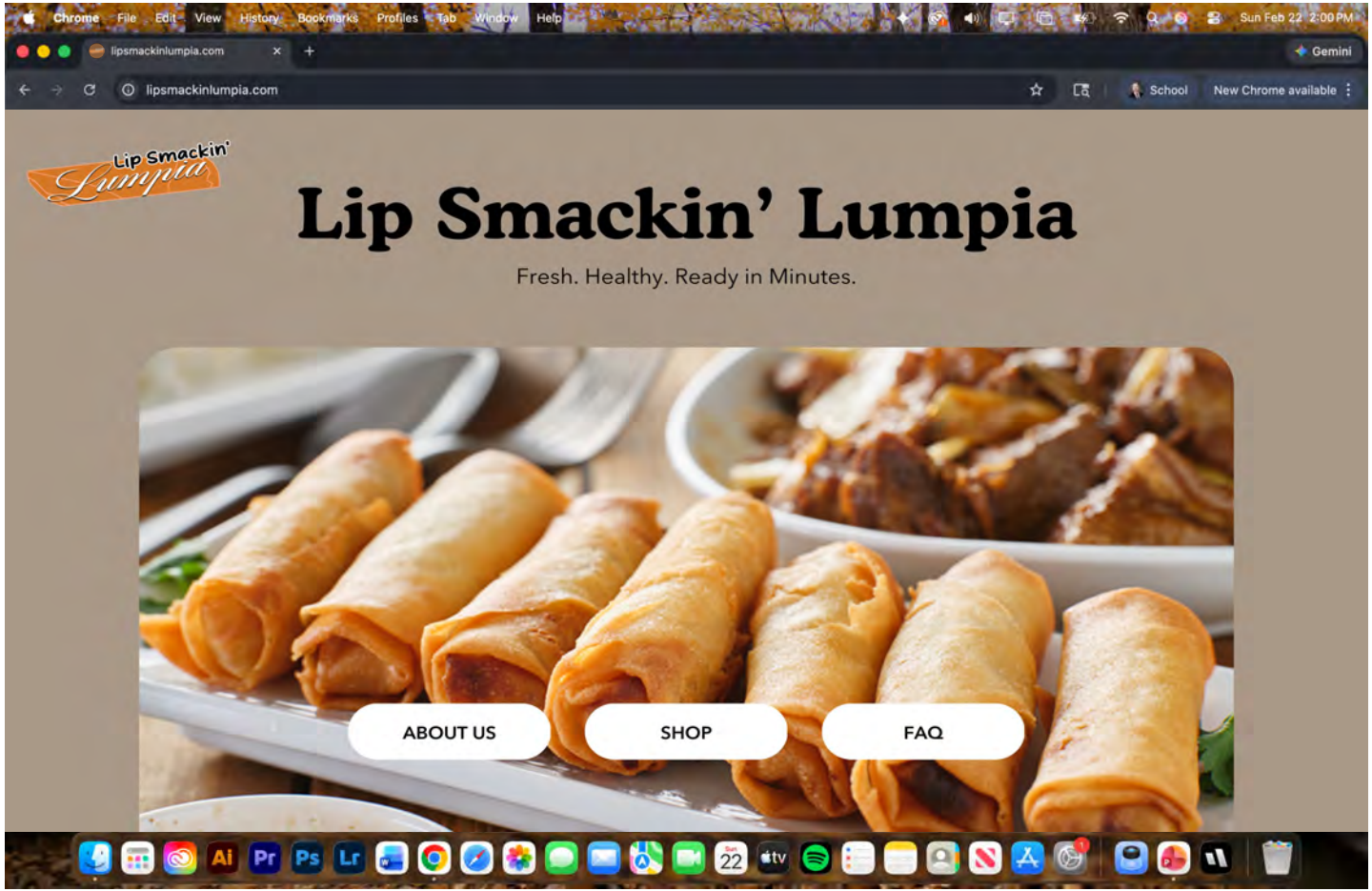
Dark Orange

- Used as the main color throughout the lumpia
- Orange conveys warmth and welcomes the viewer in to understand what the product is

Black and White

- Chosen as the colors for the text because it shows that while Lumpia are a Filipino dish, they are appealing to all ethnicities, not one in particular

Chosen Logo Design



Website homepage

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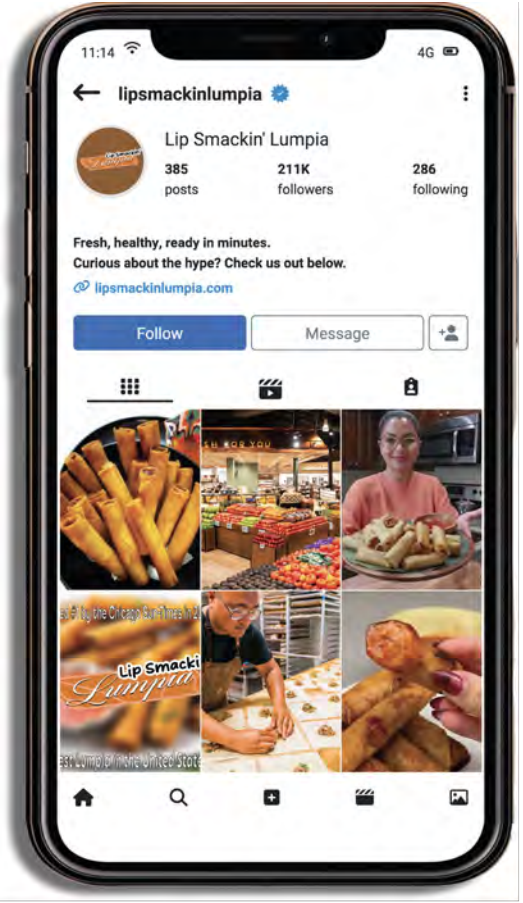

Assorted Social Media

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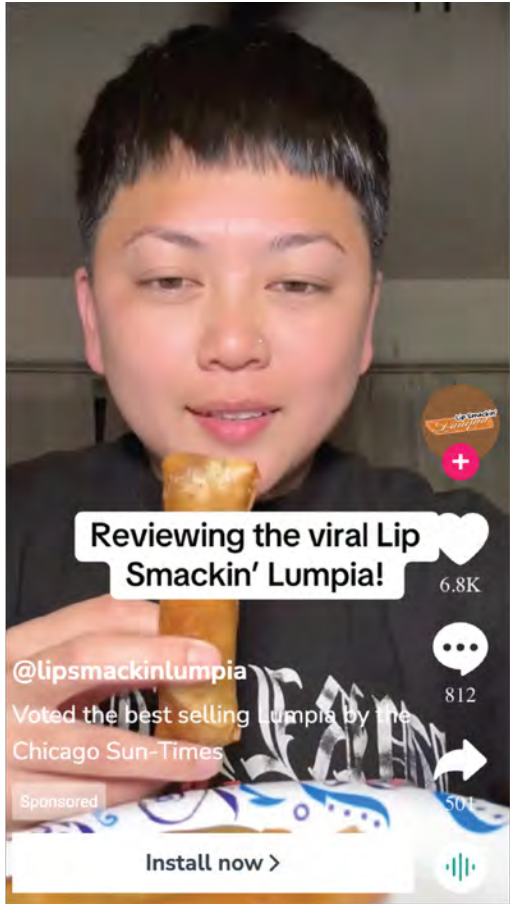

Assorted Social Media

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Apparel

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End of Aisle/In Store

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Note: AI Generated

Advertising

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- The logo supports the Lip Smackin’ Lumpia idea that it can appeal to all audiences by the colors and typography used

- Modern typography and basic colors ensure the logo will stay relevant over time

- A much more modern touch on frozen foods and makes it easy to spot in stores

- The logo being tilt conveys, fun, excitement, and energy

- Placement of the Lip Smackin’ captures how tasty the lumpia is

Conclusion