Lip Smacking Lumpia

Lip Smacking Lumpia: Logo Design

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Lip Smacking Lumpia

Brief

Project Overview:

Lip Smacking Lumpia is a food brand that's quick and easy to make in the comfort of your own home, while also still having the flavors taste homemade.

Objectives:

- Design a logo embodies fulfilment, symbolize community and food cuisine
- Avoid Filipino theming, doesn't want to be mixed up with other Filipino brands

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Research

1. **Font / Typeface:** Something that when you look at the logo get hungry, representing food in logos are typically bold, rounded, or, handwritten to evoke feelings of comfort, warmth, and flavo

- **Handwritten or display:** To give the logo somewhat of a fun aura while also giving the vibes of food, handwritten feels suitable for bakeries or farm-to-table brands.

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Research

2. Logo Shape: Should bold and warm, to resemble that this brand is reliable

- Cooking Utensil: To resemble what the ingredients are cooked in
- Organic abstract Mark: Something that give the feeling of food and also warmth
- Steam or something to identify cooking: To make whoever is looking at the logo get hungry

Research

3. Colors: Should represent food, as they are known to stimulate the appetite, evoke taste buds, and grab attention.

- Orange - Yellowish: Combines the energy of red and the cheerfulness of yellow to create an appetizing, vibrant, and comforting effect.

- Black: Symbolizes richness, sophistication, authority, and power in logos. High-end fashion, technology, and luxury businesses frequently employ this adaptable,

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Competitive Analysis

Direct Competitors:

Family Loompya Corporation: https://shop.foodmaxx.com

Magnolia https://www.sayweee.com

Gold Medal https://goldmedalpinoy.com

Tropics https://www.sentromarket.com

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Target Audience

- People who are just trying to get a quick snack or have something to eat for dinner
- People who are craving Lumpias
- Children who are picky eaters because the veggies are so good the child won't know they're eating vegetable
- People who need lunch for work

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Selected Logo:

Selected Logo Design

Typeface

Ravie - Bold

Connection to Brand Values -
Ravie usually stands for energy, fun, and a whimsical or "kooky" personality. I wanted the logo to have an energetic and fun typeface while also being bold at the same time.

Lumpia

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Selected Logo Design

Color

Golden Orange - FCCF54

Golden orange in a logo combines the energetic, warm, and creative qualities of orange with the premium value, optimism, wealth, sunlight/warmth, and joyful fun.

Black - 000000

Black in logo design generally represents luxury, sophistication, power, and elegance.

Lumpia

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Reasoning

The golden orange really gives the ravie font somewhat of a fun vibe while also being eye catching to people who are borrowing in the frozen food section. Using these elements, Lip smacking Lumpia presents itself as a fun and quick meal the family can enjoy.

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Website

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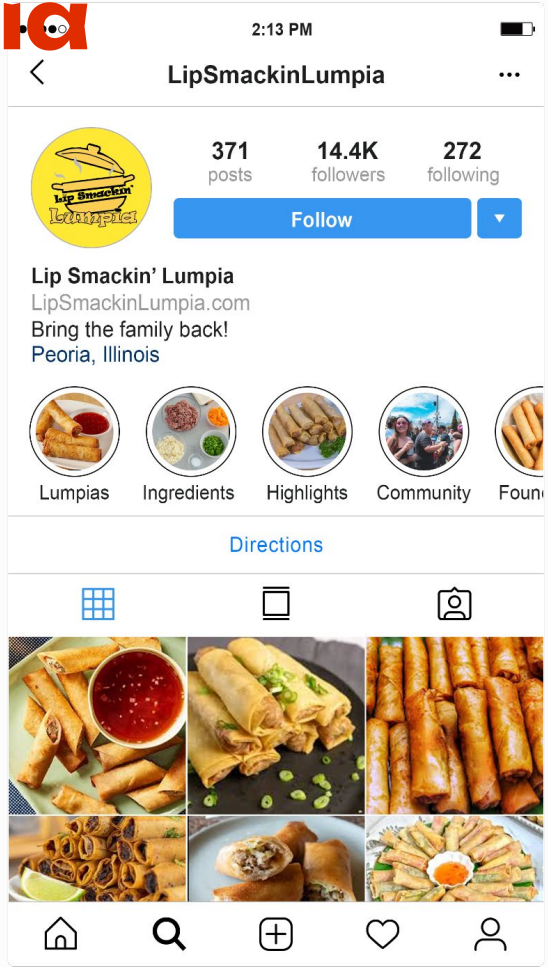
Social Media



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Apparel

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In Stores

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Packaging

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Billboard

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Conclusion

In conclusion, I personally think my logo is a great fit for Lip Smackin' Lumpia because the logo is attention grabbing and fun while also giving the sense of comfort and evokes the appetite with its color and visuals.

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Thank You