LIP SMACKIN’ LUMPIA

Logo design pitch

BRIEF

Lip Smackin' Lumpia is a freezer-aisle brand offering busy people a unique, simple, hot, and healthier meal at the end of a long day.
Finger Lickin' Lumpia aims to represent connection, convenience, and versatility. These key points of the brand identity evoke the warmth of human connection, and how we always make time for each other.

RESEARCH

Research– fonts

- Font A: Something that feels handmade, should be light and friendly yet readable.
- Font B: Something bold and attention grabbing that evokes comfort food and is friendly to children. Should have an hand-drawn feel.

Research– design

- Design should focus on the feel of the brand, rather than the product itself. Focus on warmth and connection.
- Highlight the versatility of the product– how it’s easy to enjoy in different ways and enjoyed at different times.

RESEARCH

Research– color

- Primary color– Bold, warm colors such as yellow and orange
- Secondary color– A complementary color highlighting secondary characteristics of the brand such as relaxing blues and purples, or green for the healthy vegetables.

TARGET AUDIENCE

- Primary– Busy professionals looking for a good meal after work
- Secondary audience– parents looking for something good to feed their kids at the end of a long day

3 PROPOSED LOGOS

FINAL LOGO

- The sun was chosen to evoke warmth. The sun is under the line to represent sunset, further reinforced by the cool tones of the purple.
- The chosen fonts have a home-made feel while remaining readable, with “Lumpia” drawing more attention.
- The logo is versatile, with “Lip Smackin’” functioning as a tagline to allow the text on the sun to be changed for new flavors or products.

APPAREL MOCKUPS

WEBSITE MOCKUP

PACKAGING MOCKUP

OUT OF HOME MOCKUP

AISLE CAP MOCKUP

CONCLUSION

- Warm, versatile, and meets your customers where they currently are– busy adults who want actually good wholesome food at the end of a long day.