Lip Smackin Lumpias

Nicholas Kagan

Target Audience

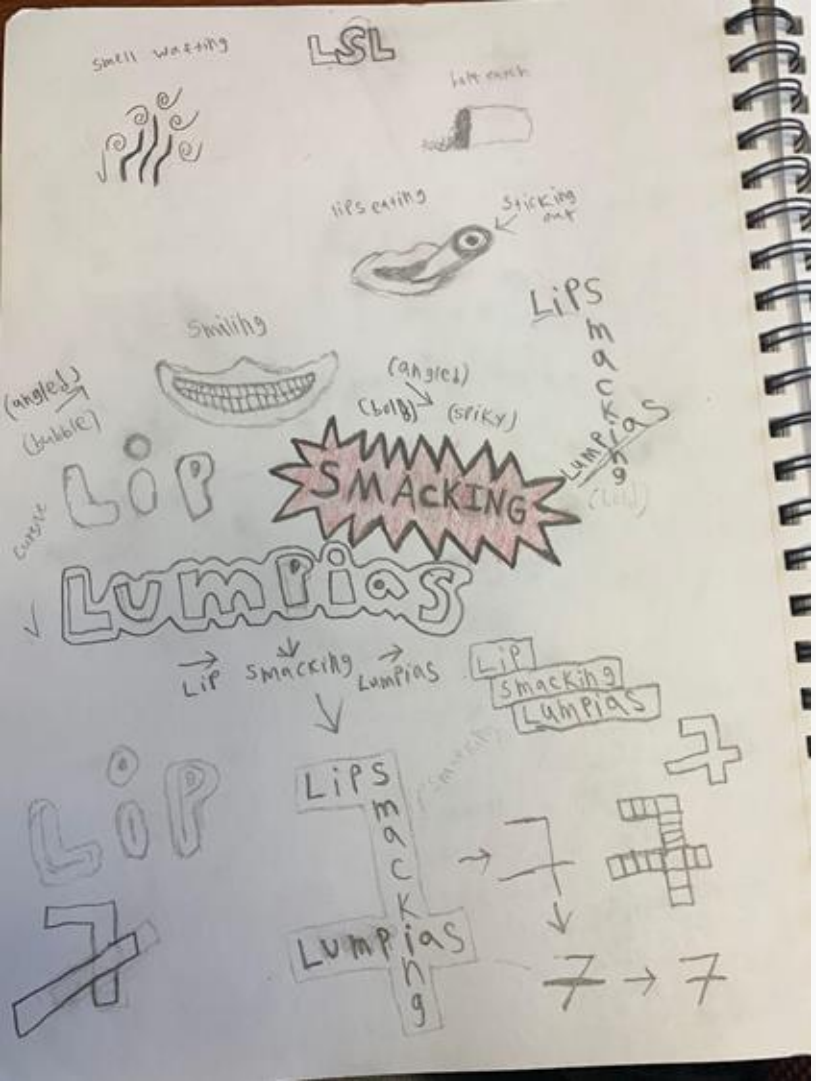
Busy working families that have children

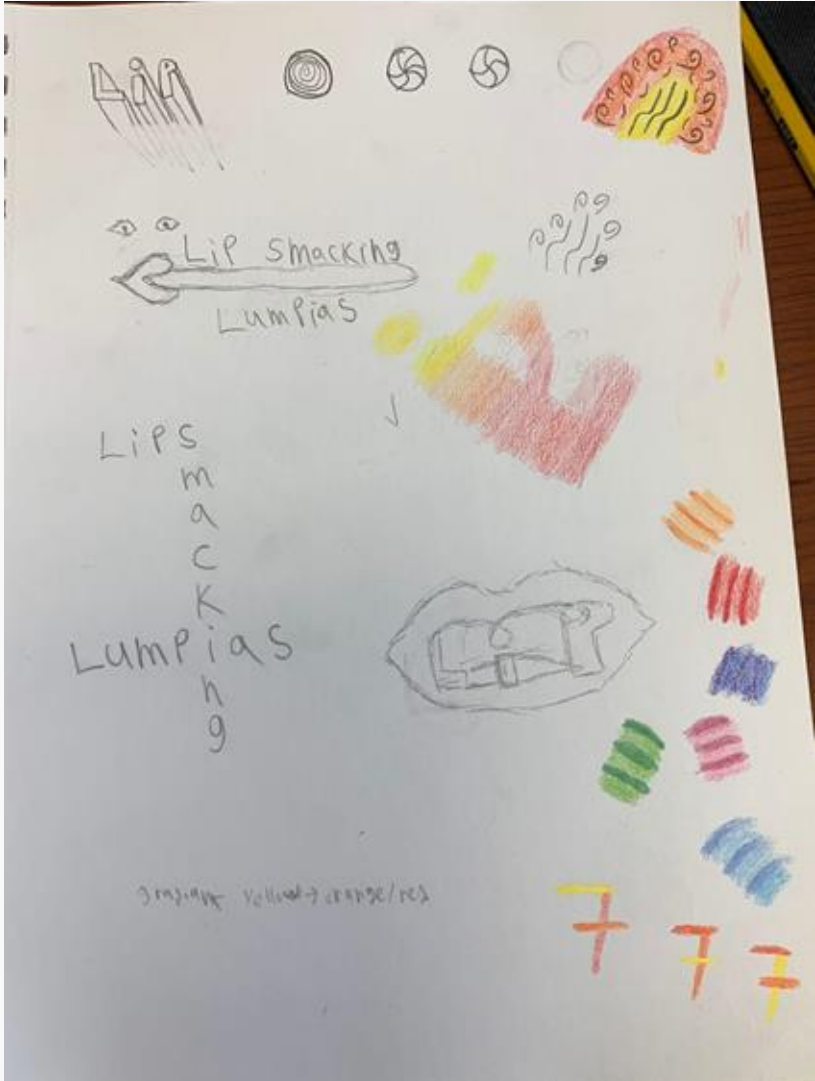
- Fast easy to make food option
- Something exciting and special without much effort
- Party Appetizers
- Exotic and unusual

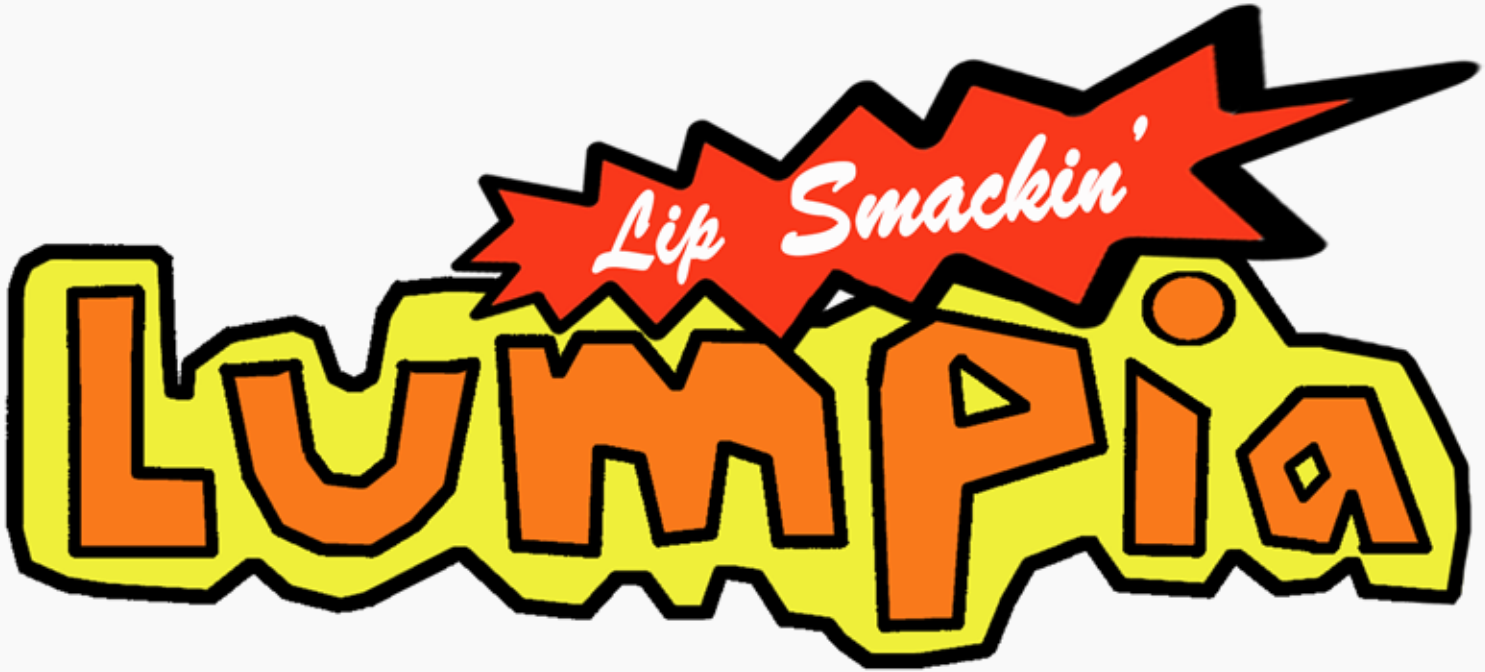
What You Want

Something distinct and stands out at a glance
Family friendly theming
Noticeable and resonates with parents
An iconic and recognizable logo

Ideas


LSL
Smell wafting
lips eating
Sticking out
Smiling
(angled)
(bubble)
(angled)
(bulb)
(spiky)
LiP
SMACKING
LUMPIAS
LiP Smacking Lumpias
LiP Smacking Lumpias
LiP
LiPS
Smacking
Lumpias


LiP Smacking
Lumpias
LiPS
Smacking
Lumpias


Lip Smackin'
Lumpia

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Lip Smackin'

Lumpia

Design Decisions

- Kooky 60s typeface
- Comic book action bubble
- Slanted typeface conveys movement

Fits well on products and merchandise

Stands out