

# Lip Smackin' Lumpia

Brand Identity/Logo

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# Brief

## Overview:

Lip Smackin' Lumpia is a frozen food brand with a unique twist on the classic Filipino dish. They aim to be a quick and delicious meal that is great for busy families. While also offering something that is more fun and exciting than other frozen appetizers. Lip Smackin' Lumpia is characterized as a bright and fun frozen appetizer or snack.

## Objectives:

- To create a brand identity and logo that:
  - Portray Lip Smackin' Lumpia as a delicious family treat
  - Quick option from freezer to table
  - Different from other frozen snacks
  - Unique look that stands out on the shelf

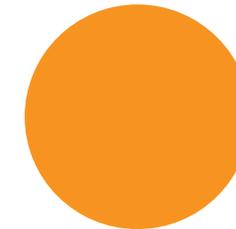
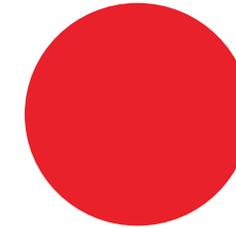
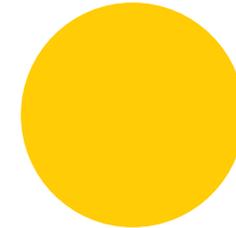
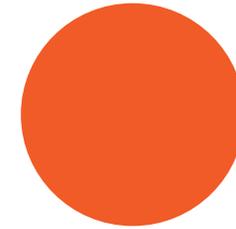
# Research

- **Font/Typeface:**

- Typefaces give a logos an identity.
- Something that is fun, bright, bold and playful. Is easy to read and stands out.
- Bold Sans-serif font: **PeachyKeen**
  - PeachyKeen is a very bold and playful font that connects to the bright and playful nature of the brand. Also gives a fun and modern look to the brand.

# Research

- **Colors**
- Should be bold, bright, and fun
- Feel warm and welcoming
  
- **Warm Orange and Yellow**
- Grabs attention
- Joy and comfort
  - Orange Hexcode: #f15b27
  - Yellow Hexcode: #ffcc05
- **Bright Red and Orange**
- Appetizing
- Energetic
  - Red Hexcode: #e8212a
  - Orange Hexcode: #f79421



# Audience

- **Target Audience**

- Busy families and young people who are looking for a fast and convenient snack that tastes homemade.
- Benefits:
  - Quick to table
  - Convenient
  - Quality ingredients

# Final Logo



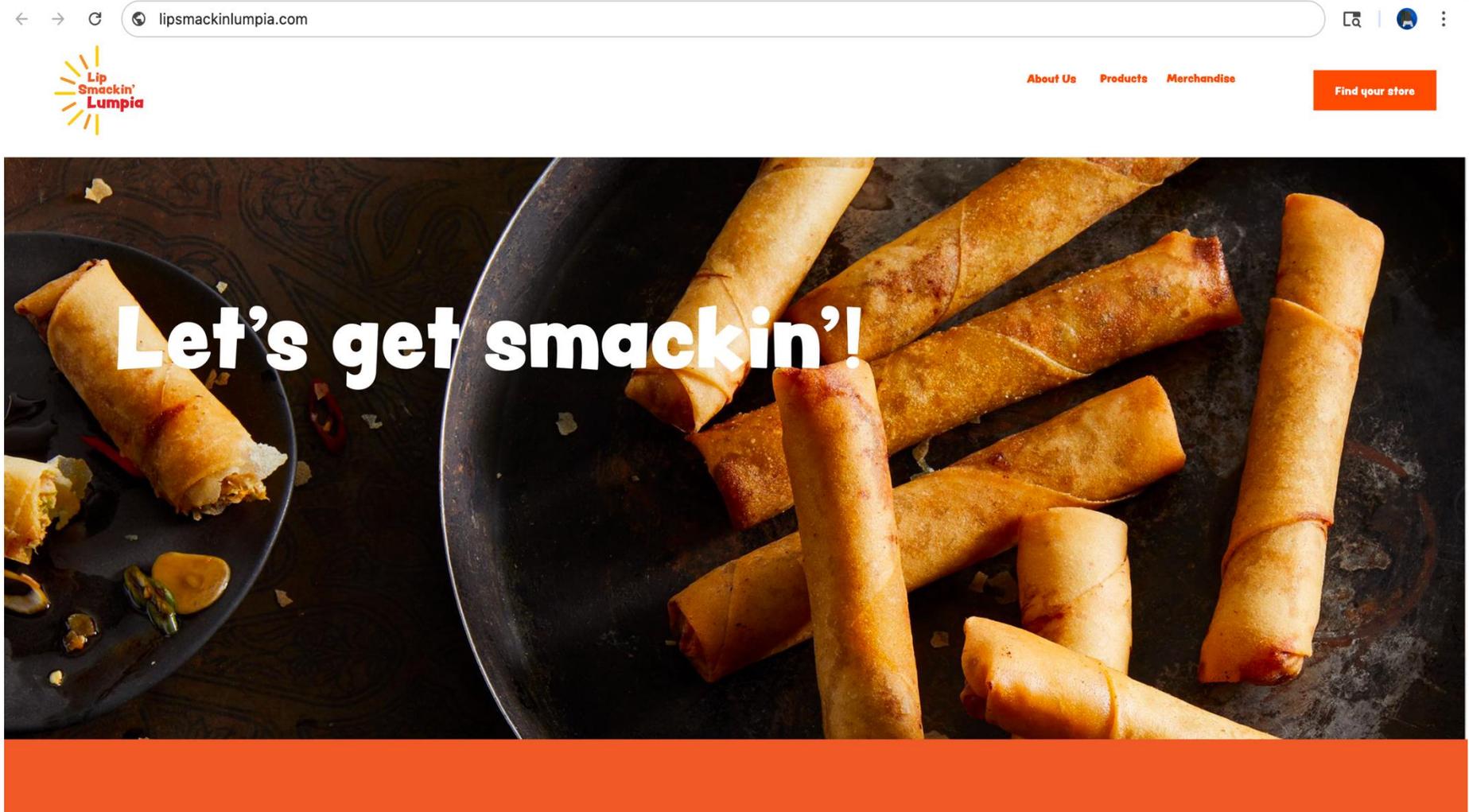
# Final Logo Black and White



# Billboard



# Website Homepage



# Packaging



# Social Posts

 **Rave Food Reviews**  
@ravefoodreviews

**Now at Costco!**

These new tasty treats are a fresh, fast family snack to add to your shopping list. 10 out of 10 recommended! [@LipSmackinLumpia](#)



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 **Lip Smackin' Lumpia**

**New snack alert!!**

Lip Smackin' Lumpia are a quick and delicious snack that are sure to brighten up any meal! Grab some on your next grocery trip.



**Find them at your local grocery store today!**

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# Apparel



# Conclusion

- **Advantages of this brand and logo design:**
  - Bright and engaging
  - Family focused
  - Memorable
  - Welcoming
  - Stands out