
Lip Smackin' Lumpia

Reagan Wormley



Brief

Overview



Lip Smackin' Lumpia is a family-friendly option to authentic Filipino Lumpia with a convenient format made for busy American households. Inspired by years of sharing homemade lumpias across states, the brand wants to deliver a crispy, flavor-packed rolls that can go from freezer to table in minutes, offering families an option that feels special without the prep time.

Objectives

Create a logo for Lip Smacking Lumpia that:

- Feels warm and welcoming
- Works well across different platforms
- Resembles “crispy, delicious, Filipino-inspired rolls”
- Appeals to time-strapped parents shopping with kids in mainstream U.S. grocery stores.

Target Audience

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- ❖ Families with packed schedules who still want to feed their kids well without spending hours in the kitchen.
 - ❖ Parents looking for quick snacks that go beyond the same frozen dinners.
 - ❖ Families trying to introduce their kids to new flavors without the risk of complicated recipes for picky eaters
 - ❖ Parents who want their kids excited about mealtime without adding extra work to their day.

Final Logo + B&W



TypeFace Choice

Font: ADELIA-Regular



Connection to brand:

The style of *ADELIA* gives Lip Smackin' Lumpia a warm and playful feel that reflects the homemade quality of the product. Its letterforms feel playful and inviting, which aligns perfectly with the fun, family friendly personality of Lip Smackin' Lumpia. The font also adds a personal touch that makes the brand feel approachable

Attributes: Playful, Fun, Welcoming

Color Palette & Shape Choice

Color Pallet:



Bright Yellow
#FFD52F



Lip Smackin' Blue
#1D3AA5



White
#FFFFFF



Black
#000000

Yellow: Represents warmth matching the cheerful look of the lumpia character & Grabs attention quickly, making the logo stand out on packaging, hats, and social media etc

Blue: Creates strong contrast against the yellow, making the character pop visually & Adds depth and balance to the logo

White & Black: Keeps the design clean, fresh, and easy to read & provides definition and structure through outlines and facial details.

Website Homepage

The website homepage for Lip Smackin' Lumpia features a bright yellow and blue color scheme. At the top, a navigation bar includes links for Home, Menu, About, Contact, Order Now, and a prominent Order Now button. The hero section displays the brand logo, a main headline, a sub-headline, and a large image of a plate of lumpia with dipping sauce. Below this, a section titled 'Why Lip Smackin' Lumpia?' lists three key benefits: 'Crispy & Delicious', 'Made with Love', and 'Catering & Events', each accompanied by a small image. The 'Our Best Sellers' section features three product cards for Pork Lumpia, Chicken Lumpia, and Vegetable Lumpia, each with a 'VIEW FULL MENU' button. The footer contains a call to action and a 'CONTACT US' button.

LIP SMACKIN' LUMPIA

Home Menu About Contact Order Now **Order Now**

Lip Smackin' Delicious Lumpia!

Try Our Crispy, Flavorful Filipino-Style Lumpia Today!

ORDER NOW

Why Lip Smackin' Lumpia?

- Crispy & Delicious**
Golden, crunchy, and irresistibly tasty!
- Made with Love**
Freshly rolled and cooked to perfection!
- Catering & Events**
Perfect for parties, events, and catering!
VIEW FULL MENU

Our Best Sellers

- Pork Lumpia**
VIEW FULL MENU
- Chicken Lumpia**
VIEW FULL MENU
- Vegetable Lumpia**

Find Us at Events or Book Us for Catering! **CONTACT US**

Assorted Social (Instagram + Facebook)



Apparel

T-Shirt Front & Back



Hat



Tote-Bag



In Store



Packaging



Billboard



CRISPY, TASTY, DELICIOUS!

**TRY OUR
LIP SMACKIN LUMPIA!**

LIP SMACKIN LUMPIA

AVAILABLE IN THE FROZEN SECTION!

The billboard features a blue top section with the headline 'CRISPY, TASTY, DELICIOUS!' in white and yellow. Below this is a yellow and red background. On the left, a circular logo contains a yellow cartoon character with a halo and the text 'LIP SMACKIN LUMPIA'. On the right, a plate of golden-brown lumpia is shown with a dipping sauce. A yellow banner at the bottom left reads 'AVAILABLE IN THE FROZEN SECTION!'.

Conclusion

- ❖ My design is **simple but memorable**, making it easier for people to recognize
- ❖ The logo works well across different platforms, not just in one format.
- ❖ It works well in **black and white**, which shows the design is strong even without color.
- ❖ My design is bold enough to stand out but **clean** enough to stay professional.

