Lip Smackin' Lumpia

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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

- 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 alsop adds a personal touch that makes the brand feel approachable

Attributes: Playful, Fun, Welcoming

Color Pallet & Shape Choice

Color Pallet:

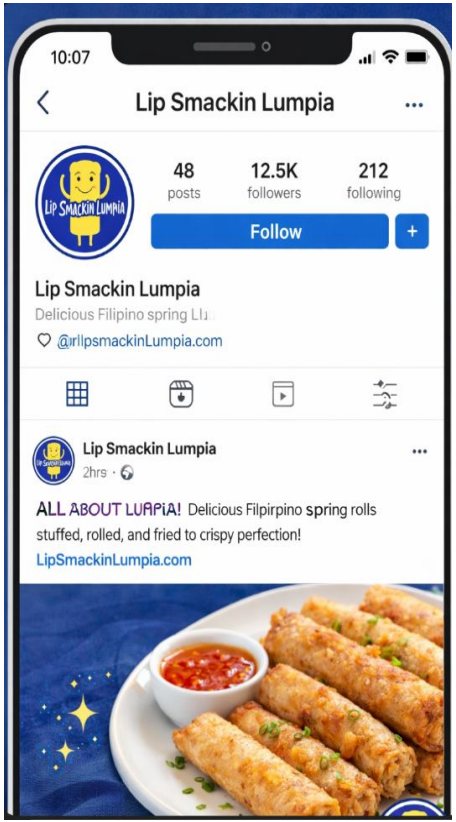
Yellow: Represents warmth matching the cheerful look of the lumpia character & Grabs attention quickly, making the logo stand out on packaging, hats, and social media etc

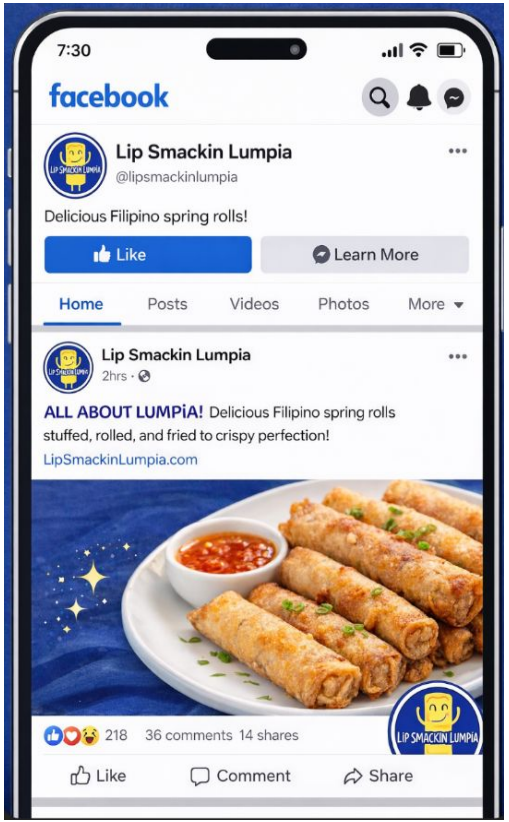
Blue: Creates strong contrast against the yellow, making the character pop visually & Adds depth and balance to the logo

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

Website Homepage

Assorted Social (Instagram + Facebook)





Apparel

T-Shirt Front & Back

Hat

Tote-Bag

In Store

CRISPY, TASTY,
DELICIOUS!
LIP SMACKIN LUMPIA
TRY OUR
LIP SMACKIN LUMPIA!
NOW AVUILABLE IN THE FROZEN SECTION
GRAB YOURS TODAY!

Packaging

LIP SMACKIN LUMPIA
25 Lumpia
CRISPY, TASTY, DELICIOUS!
LIP SMACKIN LUMPIA
25 Lumpia
CHICKEN & VEGETABLE
NET WT 16 6 OZ (1 LB) 454g
KEEP FROZEN • COOK

Billboard

CRISPY, TASTY, DELICIOUS!
LIP SMACKIN LUMPIA
TRY OUR
LIP SMACKIN LUMPIA!
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.