Magnus Roeder

Lip Smackin' Lumpia

Brand Identity/Logo 2/23/26

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Brief

Project Overview: Lip Smackin’ Lumpia is a family owned brand built upon a traditional filipino food and homemade recipe. The brand has grown across the United States, offering their family recipe and tasty lumpia, that are now quick to prepare and convenient. Designed for busy families who want better and flavorful meals without spending the extra time cooking, Lip Smackin’ Lumpia is trying to reach this audience.

Objectives for logo:

- Communicates crispy, delicious, and homemade in an instant.
- Appeals to busy parents and consumers shopping in the mainstream grocery store.
- Must be versatile for social media, packaging, and other marketing materials.
- Must stand out and be approachable.

Research

Font/Typeface

The font needs to feel friendly and warm. It needs to feel like home. A handwritten style that makes you gravitate towards it. Light or medium weight.

Handwritten Style Fonts:
Jeff Script
Eagle Horizon
Alex Brush
Handmade Alphabet

Shape

Should be welcoming and soft. Curved forms with an organic feel.

Oval/Circular:
Sense of safety and community. Gentle and dynamic, popular for logos.

Curves and Swooshes:
Soft curves suggest organic and fresh ingredients. Evoke and energy representing a quickness and on the go style. Friendly.

House:
Homemade and Healthy. Sense of family and togetherness.

Color

Should feel like home. It needs to be welcoming and warm. Reliable for all purposes and easy to interpret.

Creamy Whites

#f5f0d8ff
#fffbe9ff
These are simple and balanced, symbolizes a premium product

Browns, Taupes

#603913ff
#695b3eff
Conveys quality and freshness

Orange, Tans

#c58f27ff
#f8e0b1ff
Represent comfort and warmth

TARGET CONSUMERS

- ➔ Busy Consumers
- ➔ Potluck Goers
- ➔ Busy Families

People with time restrictions, but also want something that tastes like it could’ve been made at home.

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Original

Oval Cutout

Black

Selected Design

Color: #603913ff Brown

- Connection: Brown conveys a freshness and quality only replicable by a homemade recipe. Brown also symbolizes home, as Lip Smackin’ Lumpia started with family, a homemade recipe, and is for families.

Font/Typeface: Jeff Script

- Connection: Jeff Script is made up from quick strokes representing the quickness of a Lip Smackin’ Lumpia meal. The font is also very much of the handwritten style which feels welcoming and warm like a home.

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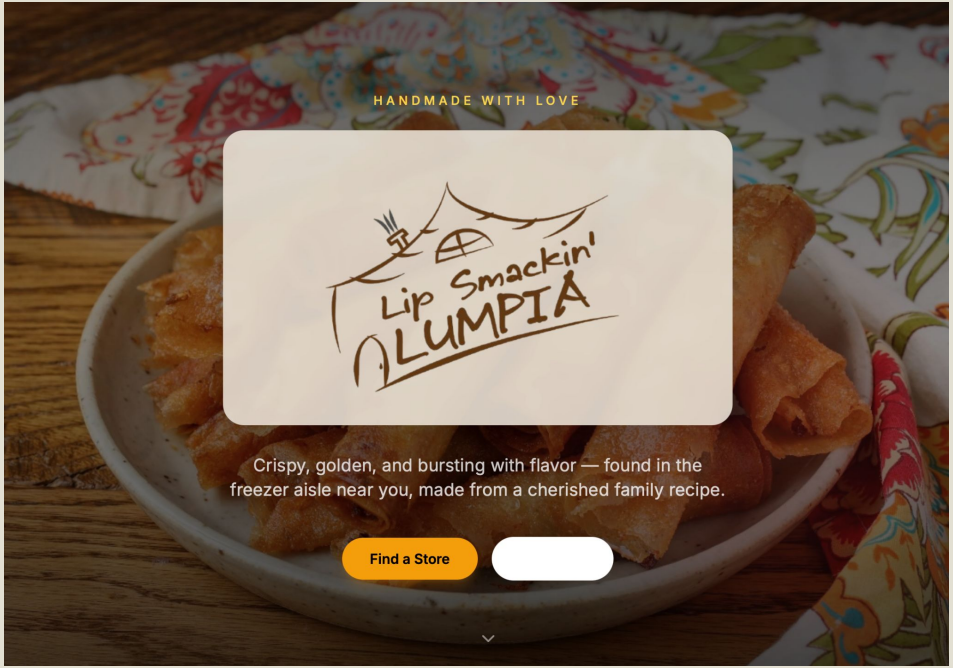
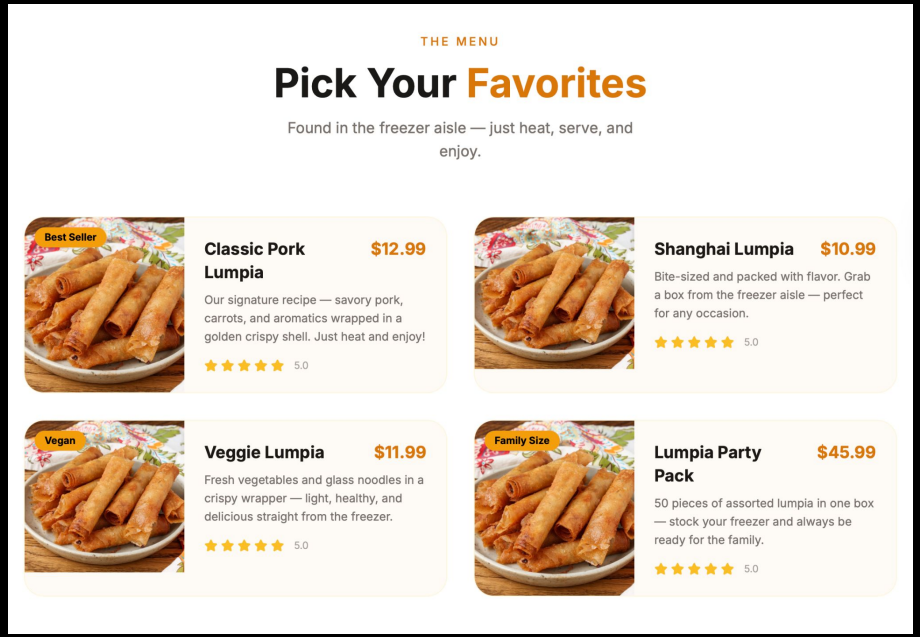
Website Mockup





KIND WORDS

What Our Family Says

Because our customers aren't just customers — they're family.

"These lumpia remind me of the ones my Tita used to make back home. Absolutely the best I've had outside of the Philippines!"

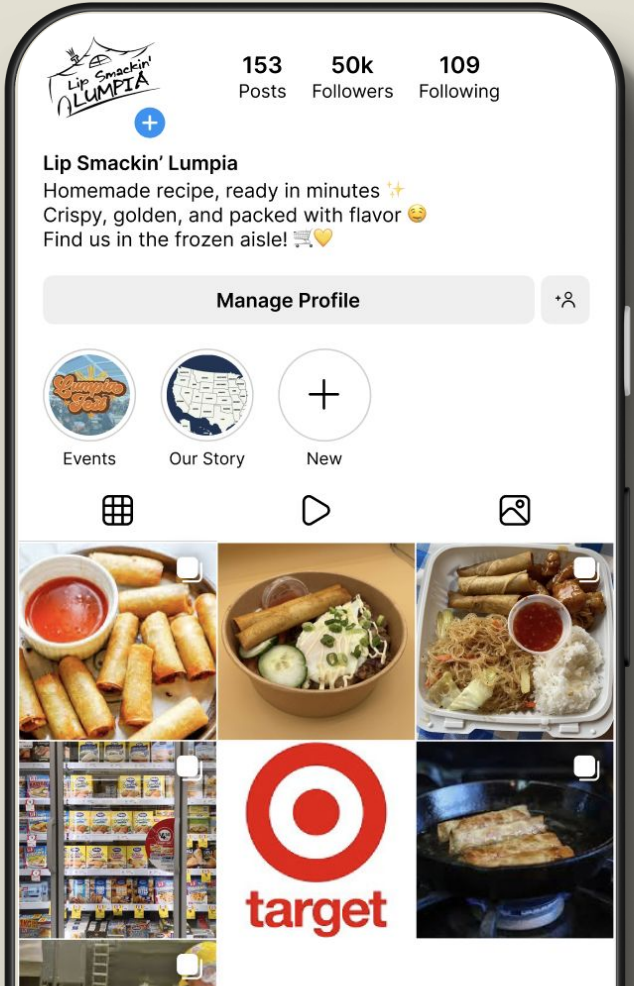
M **Maria Santos**
Loyal Customer

"I ordered the party pack for my daughter's birthday and they were gone in 20 minutes. Everyone was asking for the recipe!"

J **James Rodriguez**
Party Host Extraordinaire

"Finally, lumpia that tastes like home. The crispy wrapper, the juicy filling — perfection. I order every week now!"

A **Auntie Ging**
Weekly Regular


Lip Smackin' LUMPIA
153 Posts
50k Followers
109 Following
Lip Smackin’ Lumpia
Homemade recipe, ready in minutes ✨
Crispy, golden, and packed with flavor 😉
Find us in the frozen aisle! 🛒💛
Manage Profile
Events
Our Story
New
target

Instagram

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Apparel

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White T-shirt with Oval Logo

Grey Crewneck with Original Logo

Black Hat with Oval Logo

Stickers

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LUMPIA
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LUMPIA

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Packaging

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In-Store

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Conclusion

Brand Values: Lip Smackin’ Lumpia values the consumers time, health, and family values. All of which are represented in this logo.

Design: The design is slick, simple, and welcoming. Nothing is more warm and welcoming than home, whether that is literal or just with the people that make you feel like home.

As the design is simple at first glance it is safe from going out of style. It also means the design is versatile, looking good on social media, advertisements, and apparel.

A good looking logo sure to instantly make an impression on the consumers, instantly forming a connection between your product and the brand.

THANK YOU

Magnus Roeder