Lip Smackin’ Lumpia

Russell Poor

Brief

Create a welcoming, family-friendly logo and brand identity for Lip Smackin’ Lumpia that resonates with time-strapped parents shopping with kids. The design should display an eye-catching, hunger-inducing image that’s representative of their filipino-style rolls.

Research

Design Complexity:

Simple, less-intricate designs are more easily absorbed, accepted, and remembered than designs with complex patterns, shapes, and images

Design Shapes:

Rounded shapes (circles and ovals) organically convey feelings of unity and sustainability to provoke sensations of trust and reliance within customers

Research

Font / Typeface:

Something that aligns with the brand and product’s personality while also remaining versatile and legible across all mediums of use

Design Color:

Warm, inviting colors that provoke sensations of comfort and conformity within families searching for quick, easy meal options

Audience

The target audience for Lip Smackin’ Lumpia are busy, working-class families with children who:

- Enjoy quick, convenient meal options
- Appreciate replenishing, cost-effective meal alternatives
- Want to explore exotic foods with familiar tastes and textures
- Desire new, unique styles of food not regularly available in American Grocery stores
- Need “party-quality” food items for functions and events

Logo Design

Lip Smackin'

LUMPIA

Lip Smackin'

LUMPIA

Explanation

Freestyle Script

- A fun, legible san serif typeface that promotes the feelings associated with family-friendly gatherings and meals

COPPERPLATE GOTHIC BOLD

- A defiant, eye catching typeface that draws in the attention of both children and adults as they grocery shop

Explanation

Color:

 # F2F72F

Exciting, attention-grabbing shade of yellow emanates sensations of cheerfulness and fun to attract younger audiences

 # 000494

Calm, comfort-inducing shade of blue to promote sensations of assurance and trust in families searching for reliable meal alternatives

Explanation

Shape:

Ovals generate sensations of natural unity and reliance to those in search of sound forms of nourishment to satisfy their needs.

The jagged points around the oval create a sun-like look that encourage feelings of sustainability and growth while also showing respect and acknowledgment to the birthplace of the lumpia

Website

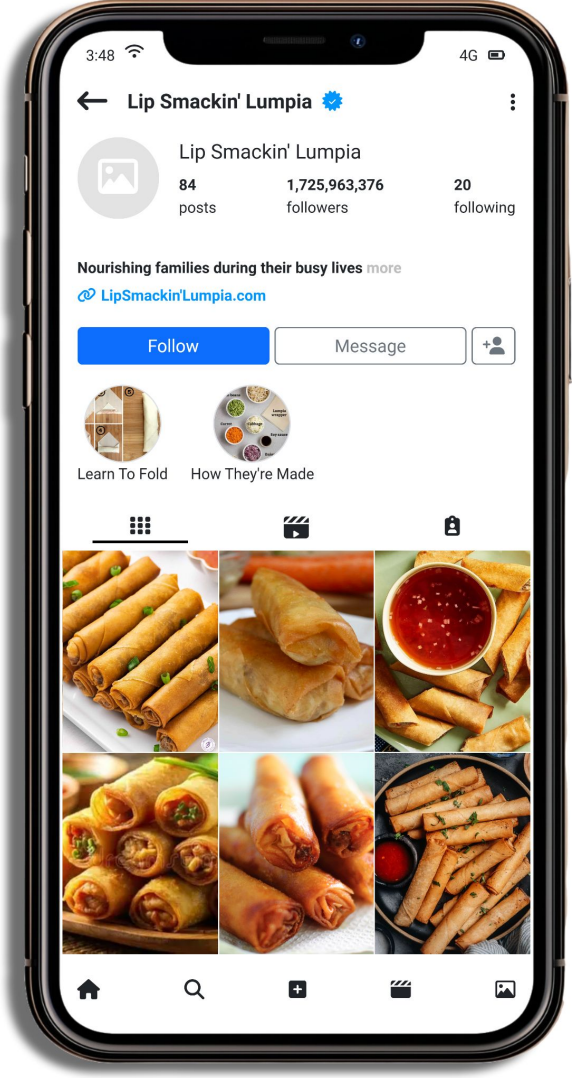
Lip Smackin' LUMPIA

Home About Us Order Now

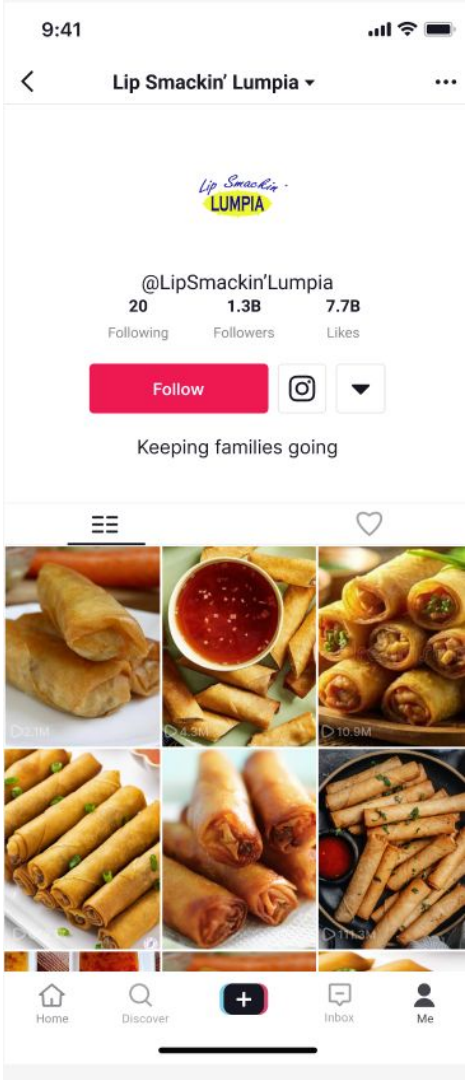
TRADITIONAL FILIPINO FLAVOR. MODERN CRISP.

Lip Smackin' Lumpia specializes in artisanal, crispy snacks that showcase the rich culinary heritage of the Philippines, perfect for any local event or gathering.

Instagram


3:48
4G
Lip Smackin' Lumpia
Lip Smackin' Lumpia
84
posts
1,725,963,376
followers
20
following
Nourishing families during their busy lives more
LipSmackin'Lumpia.com
Follow
Message
Learn To Fold
How They're Made

Tik Tok


9:41
Lip Smackin' Lumpia
Lip Smackin' LUMPIA
@LipSmackin'Lumpia
20
Following
1.3B
Followers
7.7B
Likes
Follow
Keeping families going
Home
Discover
Inbox
Me

Packaging

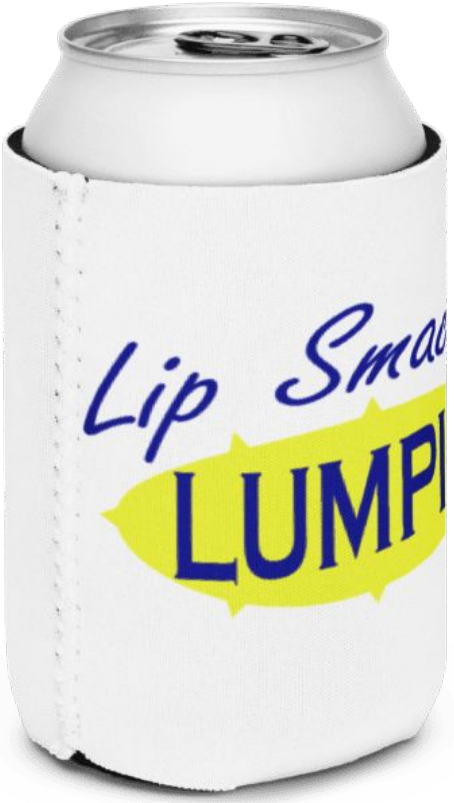
Lip Smackin'
LUMPIA
Mandarin
Orange Chicken
BATTERED CHICKEN BREAST WITH RIB MEAT & MANDARIN ORANGE SAUCE
Fully Cooked
Heat & Serve
2
Family Size
Entrée Kits
13g
Protein
Per Serving
NO ADDED HORMONES
No Antibiotics Ever!
OR STEROIDS†
INSPECTED
U.S.
SERVING SUGGESTION
KEEP FROZEN
NET WT 66 OZ (4 LB 2 OZ) 1871g
†Federal regulations prohibit the use of hormones in poultry

Stickers

Tote Bag

Apron

Koozie



Napkins

Placemat

Billboard

Conclusion

Warm, Simplistic Design- Easily digestible, eye-catching image that resonates with busy, on-the-go families as they shop

Versatility of Design- Flexible design that comfortably fits onto any medium of advertisement

Connection to Brand- Comfortably defiant brand image that reassures feelings of trustworthiness and reliance in busy, working families

Thank You