

# *LAVA LIPS*

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*Anna Amason and Matteo Caruccio*

### **Project Overview**

- **The Brief**
- Our Identity
- Brand Persona

### **Strategy and Ideation**

- Our Goals
- Development

### **Brand Elements**

- The Logo
- Our Colors
- Our Icons
- Our Type
- Our Imagery

### **In the Real World**

- Our Identity Package
- Packaging
- Print Collateral
- Digital Collateral

### **Final Thoughts**

- Defense
- Questions

# **The Brief**

- Small, woman-owned business
- Unique hot sauce flavors that were born in Andrea Hansen's backyard
- Bold, sassy personality
- Expanding sales from Farmer's Markets to store shelves

**Problem: Mismatched, handwritten labels feel limiting**

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# **Our Identity**

- Brand Personality:
  - Sincere and excited
  - Bold and sassy
  - Passion project
- Core Values
  - Humor
  - Relatability
  - Adventure

# Brand Persona

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## Sarah Willis

- Age: 24
- Location: Portland, Oregon
- Occupation: Waitress
- Family: Single and lives with two girl friends
- Problem: Looking for a gift for her daring, adventurous roommates
- Quote: "My friends are so cool and daring, I want to find a gift for them that speaks to their personality and is unique."

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# ***Our Goals***

- Portray the brand's personality
- Depict professionalism
- Create unique, versatile brand elements
- Design a unique brand campaign

# Development

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# **The Logo**

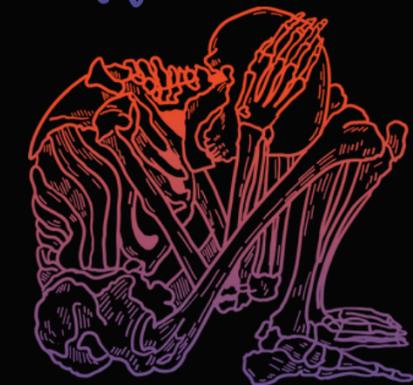
## Primary Logo



## Wordmark Logo



## Secondary Logos



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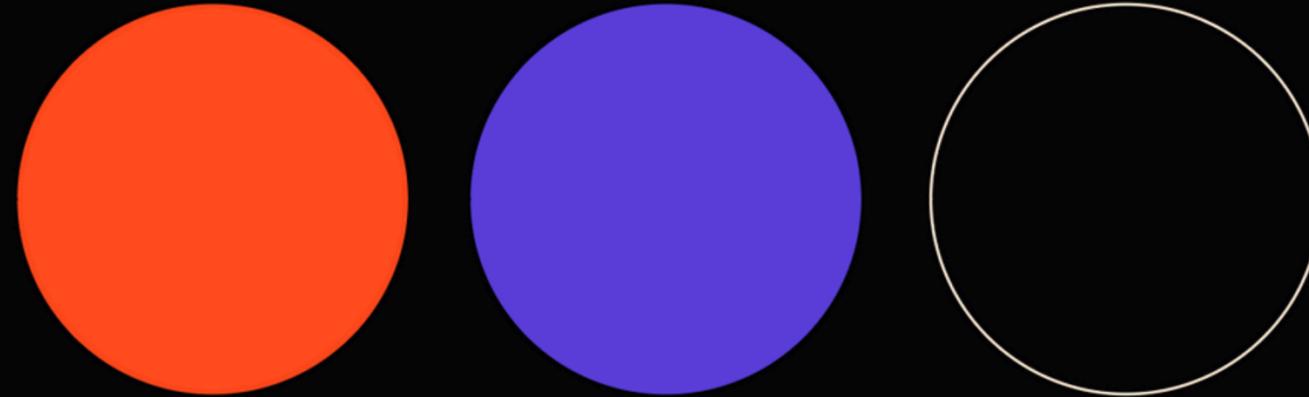
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### **Final Thoughts**

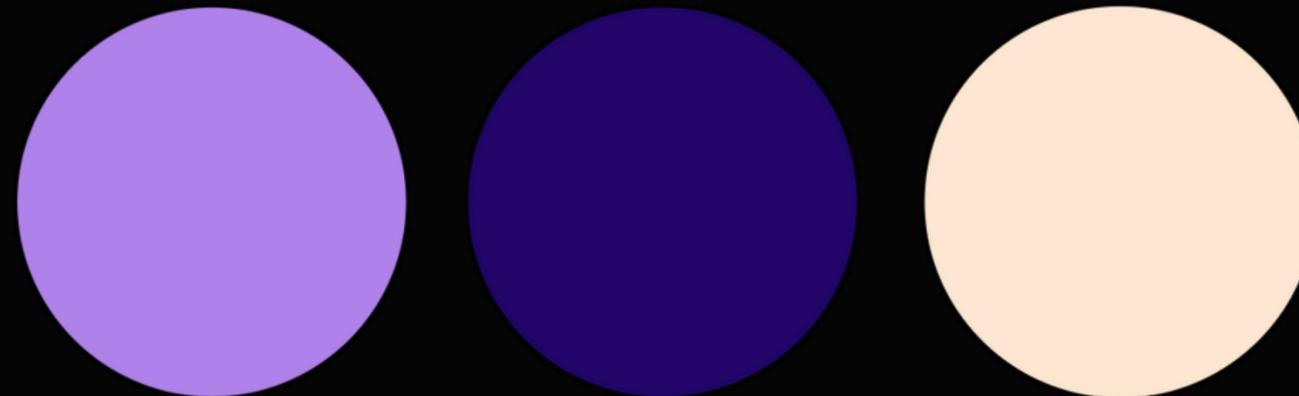
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# **Our Colors**

## Primary Colors



## Secondary Colors



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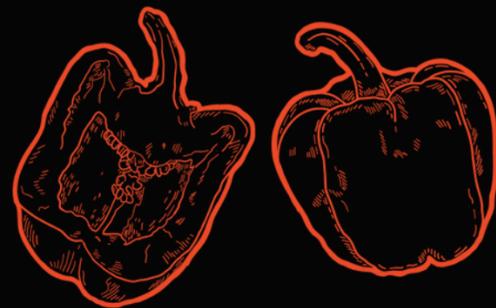
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# **Our Icons**



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# **Our Type**

**Aa**

**Objektiv Mk1 XBold Italic**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

**Aa**

**Objektiv Mk1 Regular**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

## **HEADERS**

### **Subheaders**

Objektiv Mk1 is the font that should be used for both headers and body copy. Headers and subheaders should be XBold Italic at a larger size to establish hierarchy. Headers should always be larger than subheaders and in caps case. Subheaders should be smaller than the headers and larger than the body. Subheaders should be in title case. Body copy should be Objektiv Mk1 Regular in sentence case, and should never be smaller than 9pt. Objektiv Mk1 is readable and clean, pairing well with the Lava Lips' logos and brand elements.

# Our Imagery

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# Our Identity Package

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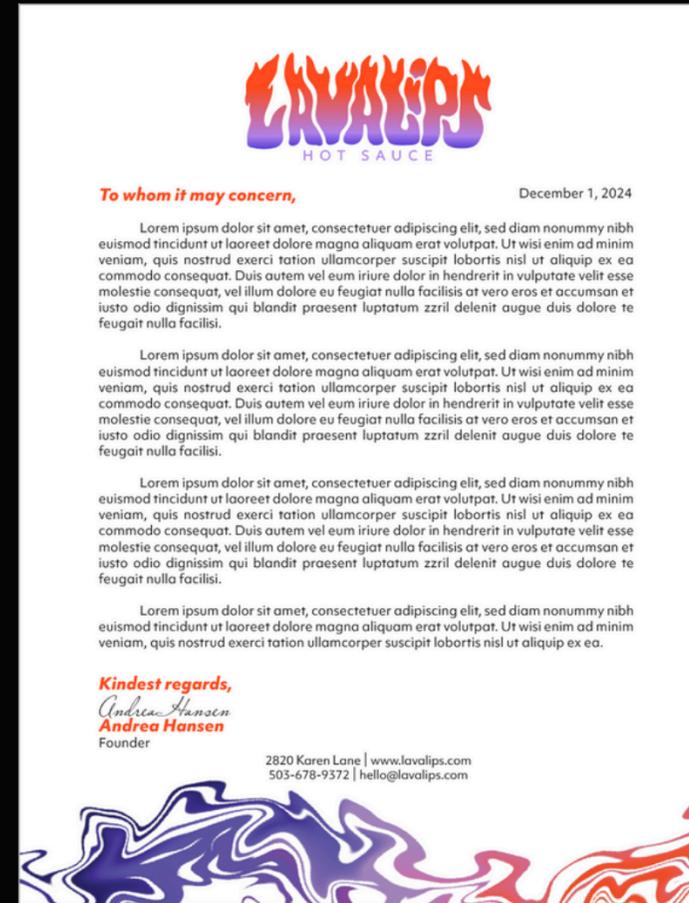
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# Packaging

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# Print Collateral

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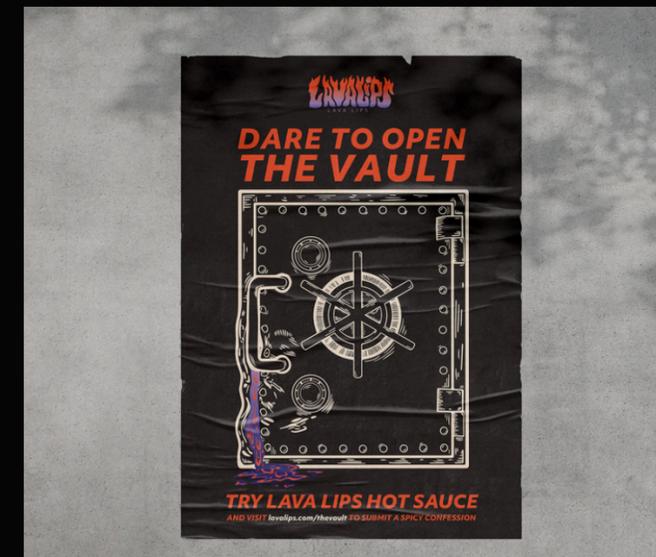
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# Digital Collateral

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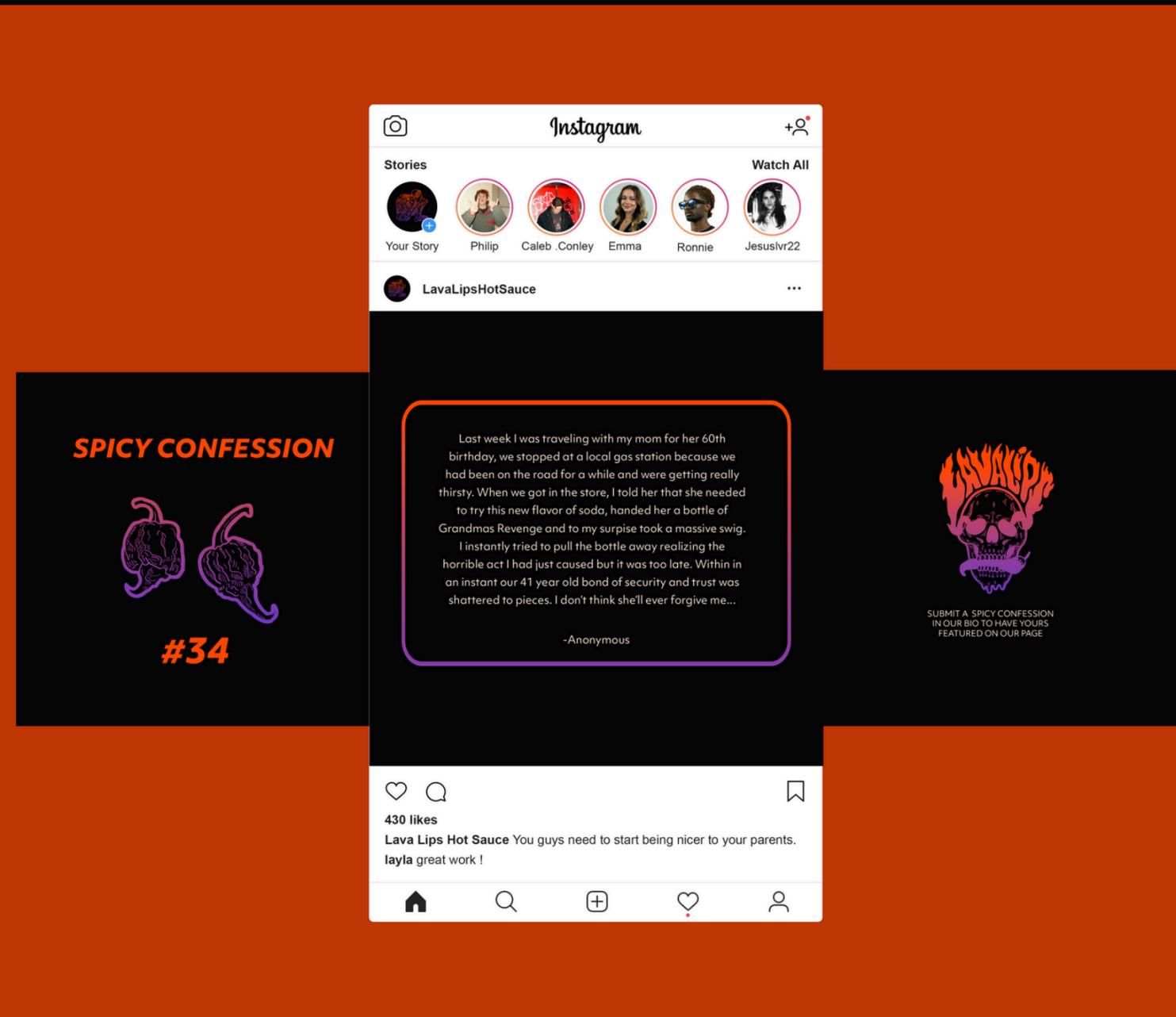
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# **Defense**

- Unique, recognizable style
- Bold color palette
- Appeals well to the target audience
- Portrays a bold, sassy personality
- Unique brand campaign

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# ***QUESTIONS?***