

VISUAL BRANDING BOOK

SPRING 2020

LITTLE PINK BOX COMPANY
SHANNON WILCOX



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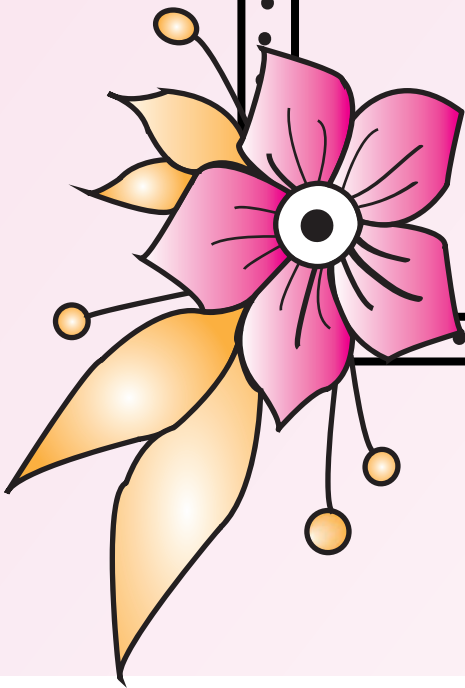
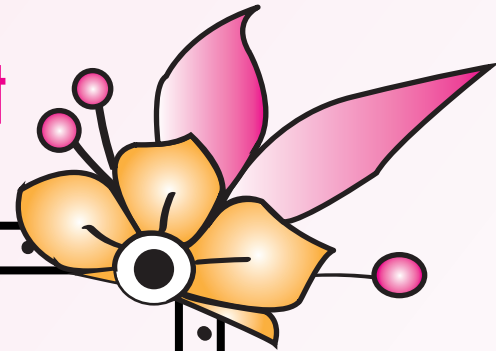
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Visual Branding Design Statement

Company Name: The Little Pink Box Company

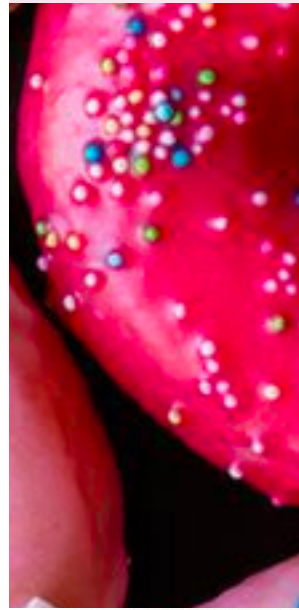
Using a consistent color scheme and typography are the two main key factors that I am focused on while branding for the company so that the company feels unified. I will create a Rosie the Riveter inspired "mascot" who will appear on some of the stationeries and the mock-ups. This ties in with not only the retro feel but also will emphasize the American style of the shop. These illustrations will keep the branding unique and exciting. In addition to the illustrations, the bold colors and unique typography will help the company stand out among other food trucks. Great donuts are essential, but bold merchandising is just as important to be remembered.



Mood Board



ALYSSA KRASSNER



The golden era of the 1950's is a huge inspiration to our brand. This can be seen in our Pin-Up girl illustration that is used in most of our stationary.





Pink

The Little Pink Box Company was inspired by the idea of the iconic pink box. It is only fitting that most of our branding reflects this by using a variety of shades of pink.



Tattoo Inspired

Our logo and branding was heavily influenced by American Traditional style tattoos.



We pride ourselves in being a unique brand. This helps us stand out in a sea of competition in Los Angeles.

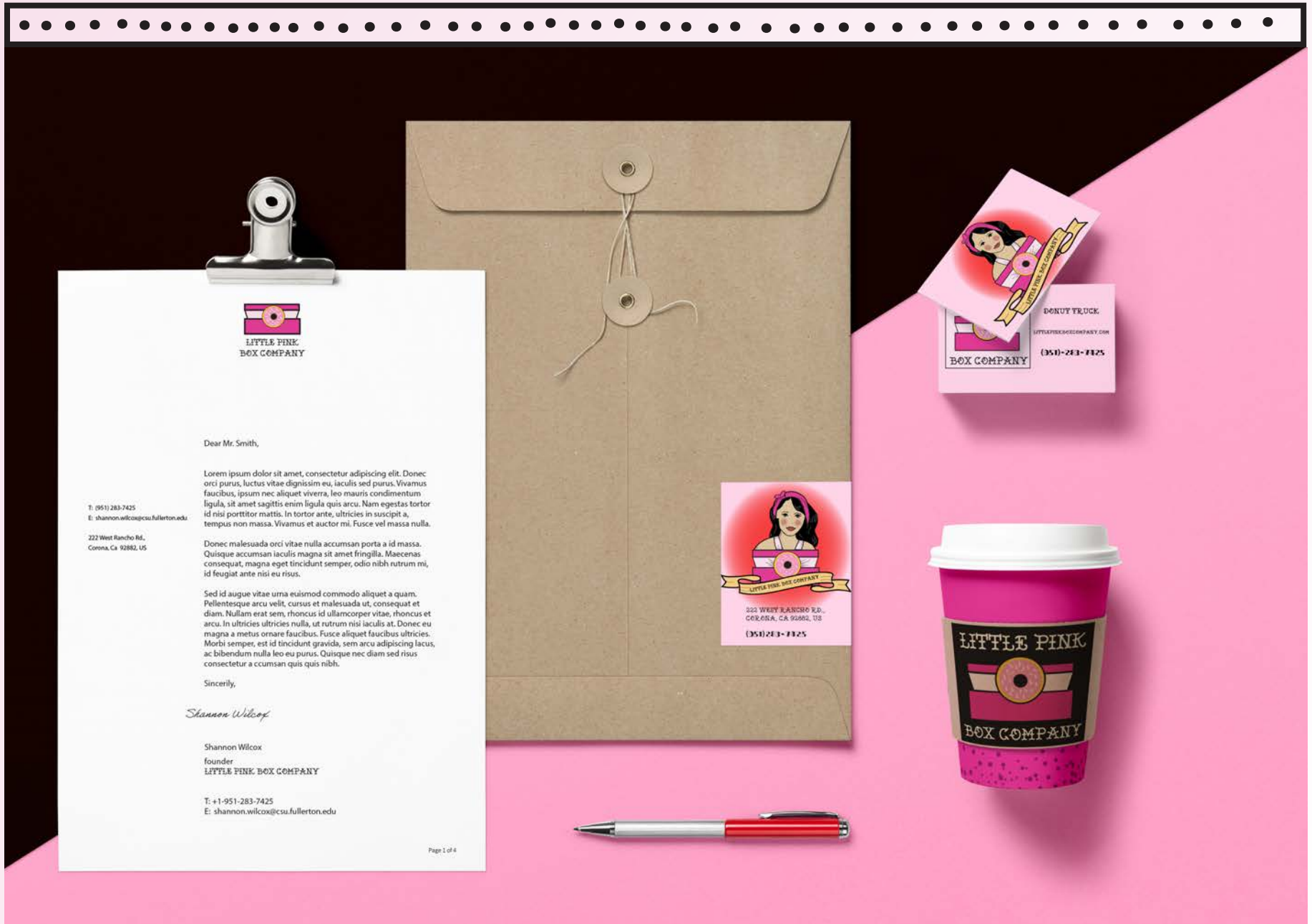
Unique

A photograph of a woman with long, dark, wavy hair, wearing round sunglasses and a black t-shirt. She is sitting in a metal chair, leaning forward with her arms resting on her knees. Her forearms are heavily tattooed with intricate designs. The background is a brick wall. The entire image is overlaid with a semi-transparent pink filter.

Millennial Oriented

Our target audience is young adults from 20-30 years of age.

Stationery



Business Cards



Donut Box



Tote Bags



Aprons



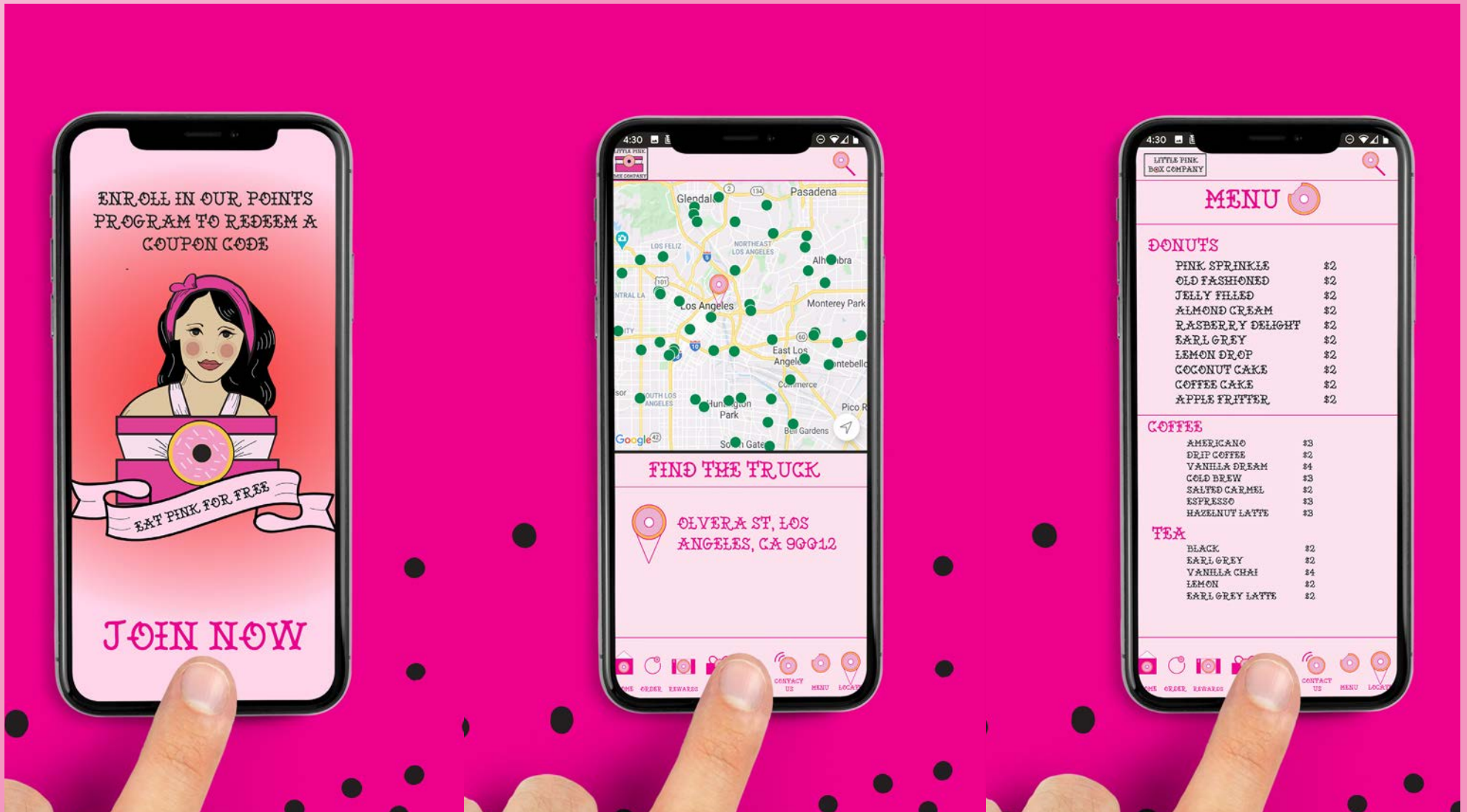
Coffee Cups & Paper Bags



T-Shirt Designs



Mobile Website Design



Macbook Advertisements



Desktop Website



Website Menu Page



Menu Board

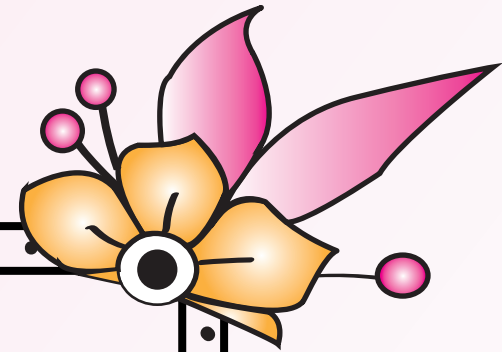


Little Pink Box Food Truck



Process Statement

In conclusion, Little Pink Box Company is a vibrant food truck business that uses a consistent color scheme and typography to unify its brand. The Pin-up girl that is featured on some of the stationary ties in with not only the retro feel but also emphasizes the focus on American traditional tattoo theming. The donut and Pin-up girl illustrations are our way to keep our marketing unique and exciting in a sea of food trucks. Overall, I spent a great deal of time looking at other food trucks on the market, as well studying American-traditional tattoos for inspiration. I love the way the brandings and mock-ups turned out for this company.



EAT PINK