

BRANDING IDENTITY PROCESS BOOK



SHANNON WILCOX

Spring 2020

# TABLE OF CONTENTS

Creative Brief 4	Responsive Logo 6	Logo Creation Sketches 5	
Logo Description 7	Logo Usage 8	Incorrect Usage 9	Font Family 13
Icon Creation 10	Color Palette 12	Process Statement 14	

## Brand Description

The Little Pink Box Company is a company of my own creation; a specialty donut food truck that roams night markets and special events in Los Angeles county. In Los Angeles there are numerous specialty donut shops, such as Voodoo Doughnuts, Dot & Dough, Birdies, and Blue Star Donuts, but they are all confined to their shop locations. I was only able to find one food truck in LA who specializes in instagrammable donuts : LA- donuts, though I'm sure there are more that don't have as big of a social media presence. That gives The Little Pink Box Company an advantage. One of the biggest challenges will be to make something unique enough for it to stand out in a saturated food truck market.

## Project Summary

I hope to design my own food truck, along with its logos, menus, aprons, coffee cups, and car wraps. I want to make it colorful and sweet. I will research competing donut shops to find what makes them the most successful and play off their strengths while still remaining my own unique company. I want to make illustrations for each individual donut offered to keep it playful.

## Target Audience

Trying to attract a younger "foodie" audience, ages 18-30, through means of social media and marketing. I want the style to remain neutral enough so that both men and women to be interested in this donut truck.

## Problem Analysis

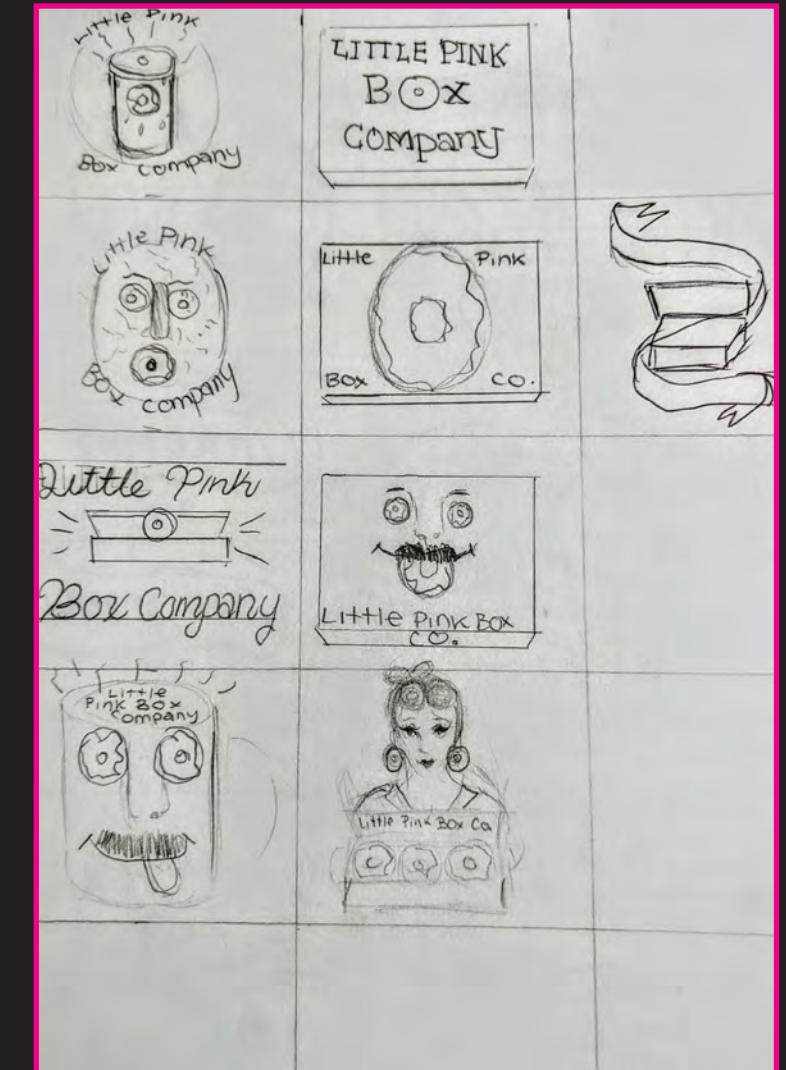
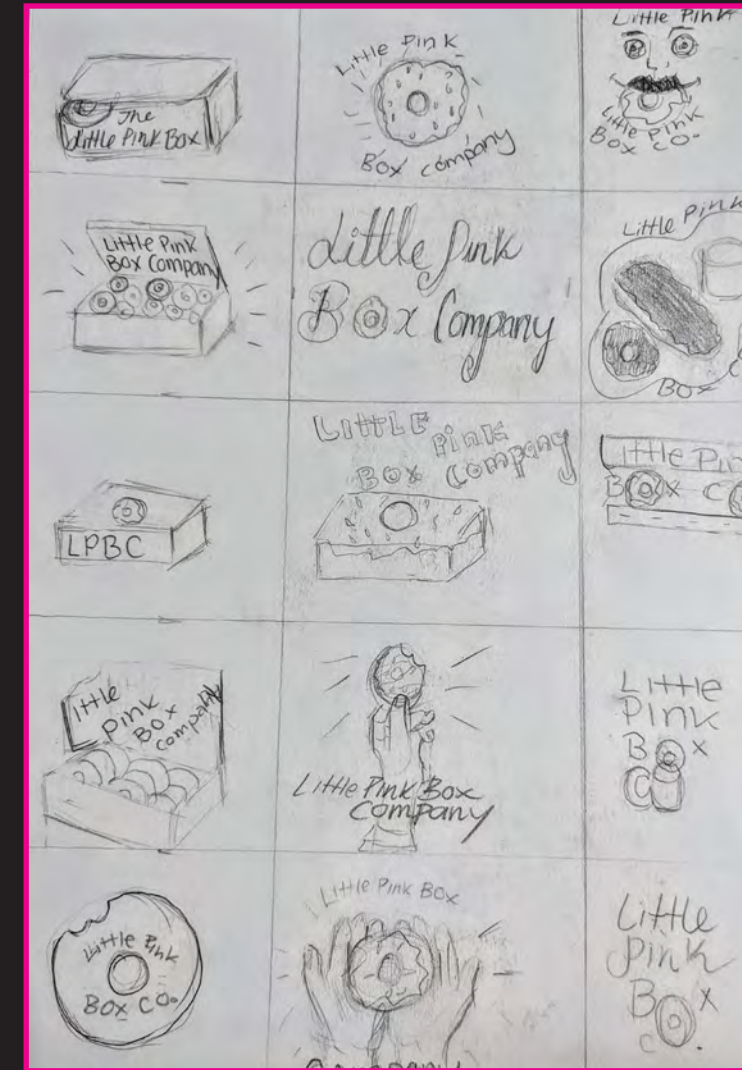
New company - Harder to stand out in a crowd of food trucks in Los Angeles. Needs to be bright and unique enough to catch peoples attention.

# THE LITTLE PINK BOX COMPANY

## Desired Message and Tone

The food truck should be both fun and creative. The donuts will have unique names and preferably will have individualized illustrations for the menu. The truck should be unique and marketable for social media.

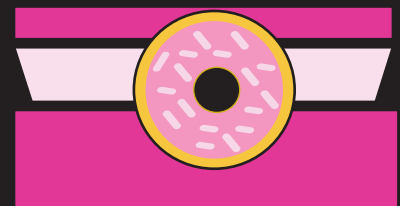
I want the logos and brand to have a retro feeling that is reminiscent of traditional tattoos. To accomplish this, I will research fonts and illustration styles that are synonymous with the 1950 and 1960s.



## Logo Creation (20 Ideas Sketch)

# Responsive Logo

## Logo Description



Logos truly set the tone for a company and set them apart from other competitors. Since Los Angeles is a breeding ground for food trucks and specialty donut shops, I wanted to make sure that our logo was unique. 1950's tattoo style illustrations inspired my concept for the Little Pink Box logo. Bold colors and thick strokes, along with a tattoo inspired font, give the nod to the classic American traditional-style artwork, while remaining clean and simple. The focus of the logo is the pink box since, for most people, pink boxes are synonymous with good donuts. A donut appears floating outside of the box, front and center. Above and below the text are the script font, while the light pink box frames it all together.

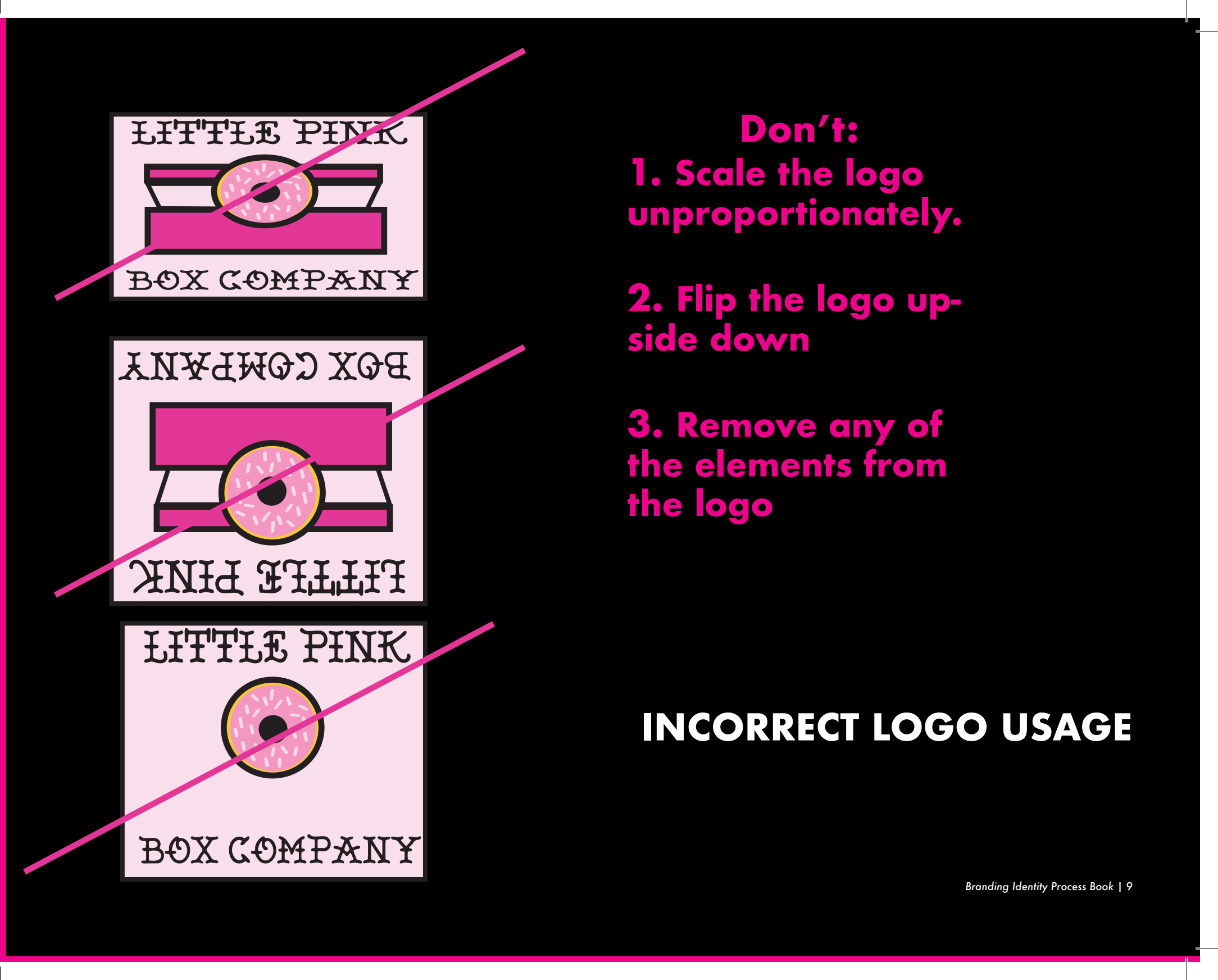




## LOGO USAGE

Our logo here at Little Pink Box Company is what makes us stand out among all of the specialty donut shops in Los Angeles. We must ensure that it is used properly, as to best reflect the brand.

The Regular logo has a milky pink background, but we understand that there are times when there needs to be more contrast, especially next to white backgrounds. For those moments we recommend using the logo with the black background.



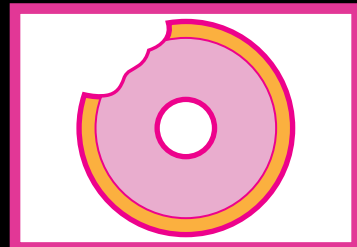
**Don't:**  
**1. Scale the logo unproportionately.**

**2. Flip the logo upside down**

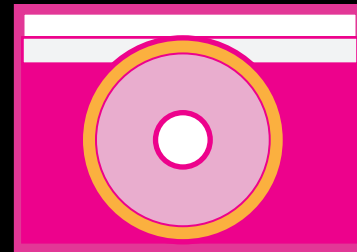
**3. Remove any of the elements from the logo**

## INCORRECT LOGO USAGE

# Icons Creation



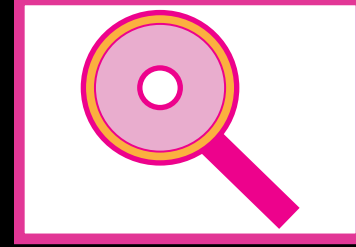
**Menu**



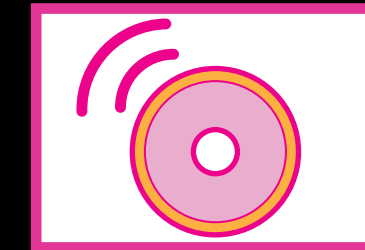
**Card**



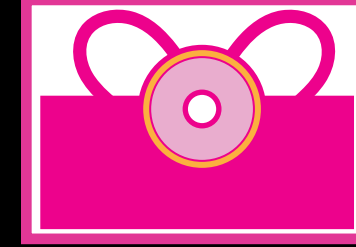
**Locate**



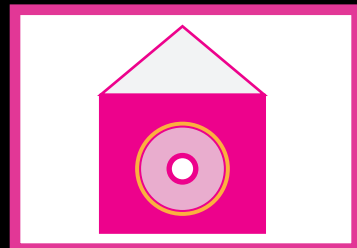
**Search**



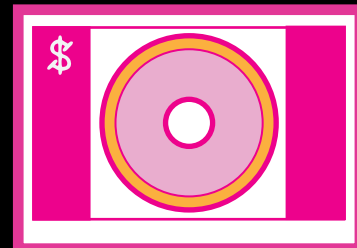
**Contact Us**



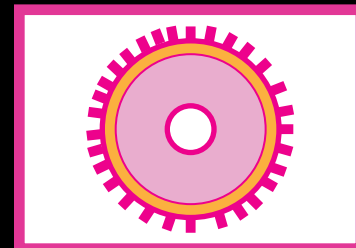
**Gift**



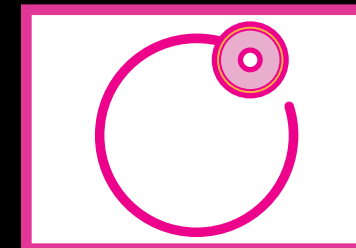
**Home**



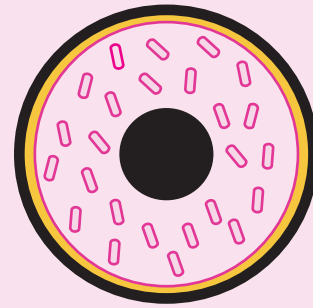
**Rewards**



**Settings**



**Order**

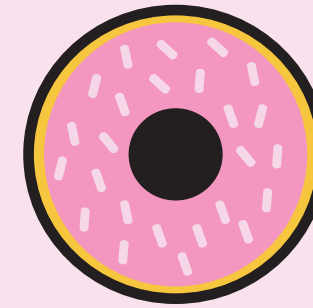


SPRINKLES PINK

R 248  
G 225  
B 238

C 1  
M 13  
Y 0  
K 0

#f8e1ee

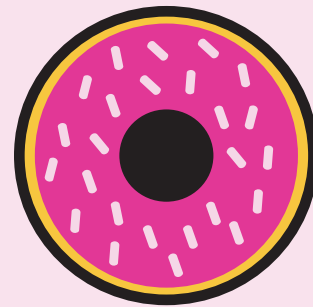


ICING PINK

R 244  
G 152  
B 192

C 0  
M 51  
Y 0  
K 0

#f498c0



BOX PINK

R 226  
G 61  
B 150

C 5  
M 90  
Y 0  
K 0

#e23d96



DONUT YELLOW

R 255  
G 189  
B 38

C 0  
M 28  
Y 94  
K 0

#ffbd26

## Color Swatches

Color is one of the most essential factors to The Little Pink Box Company. Even our name reflects our signature hot pink. Without our vivacious color palette we would be nothing.

Since this is such a key factor to our brand, it should be noted that these four colors appear in all of our marketing and future advertisements.

**Futura Bold**

**Futura Medium**

*Futura Medium Italic*

**TATTOO MUSEUM**

**Aa Bb Cc Dd**

**Aa Bb Cc Dd**

**Aa Bb Cc Dd**

**À B C D**

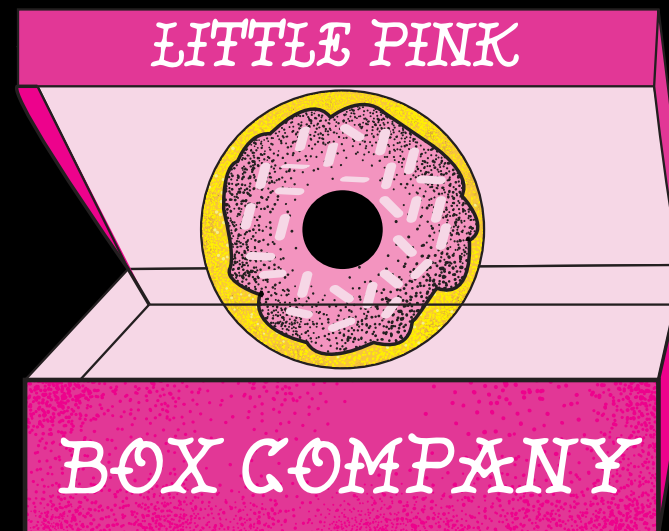
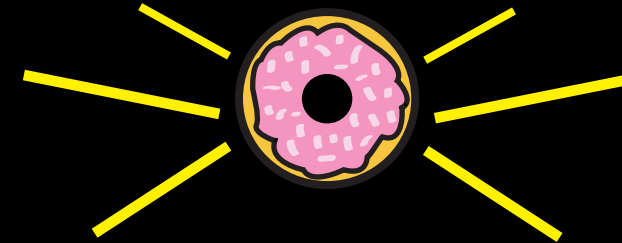
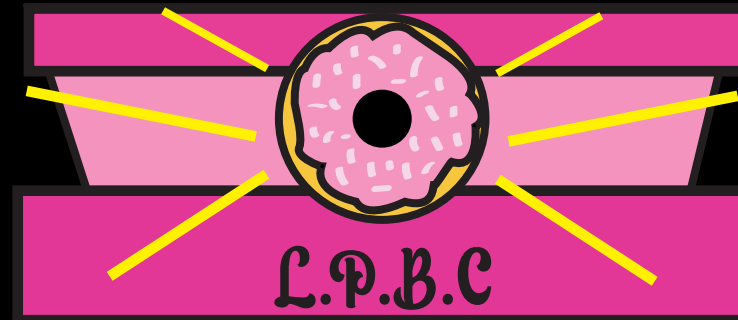
Futura is a classic, geometric sans-serif typeface. What is nice about this specific typeface is the emphasis on circular shapes, which coincides with our Donut Business. Futura should only be used as Body Copy.

Tattoo Museum is the Logo Font. It is made to look like American-Traditional Tattoo lettering. It is a slab-serif script font, that can be used for Headlines, Logos, and Advertisement posters.

## Typography & Font Selection

# Previous Logo Concepts

## Process Statement



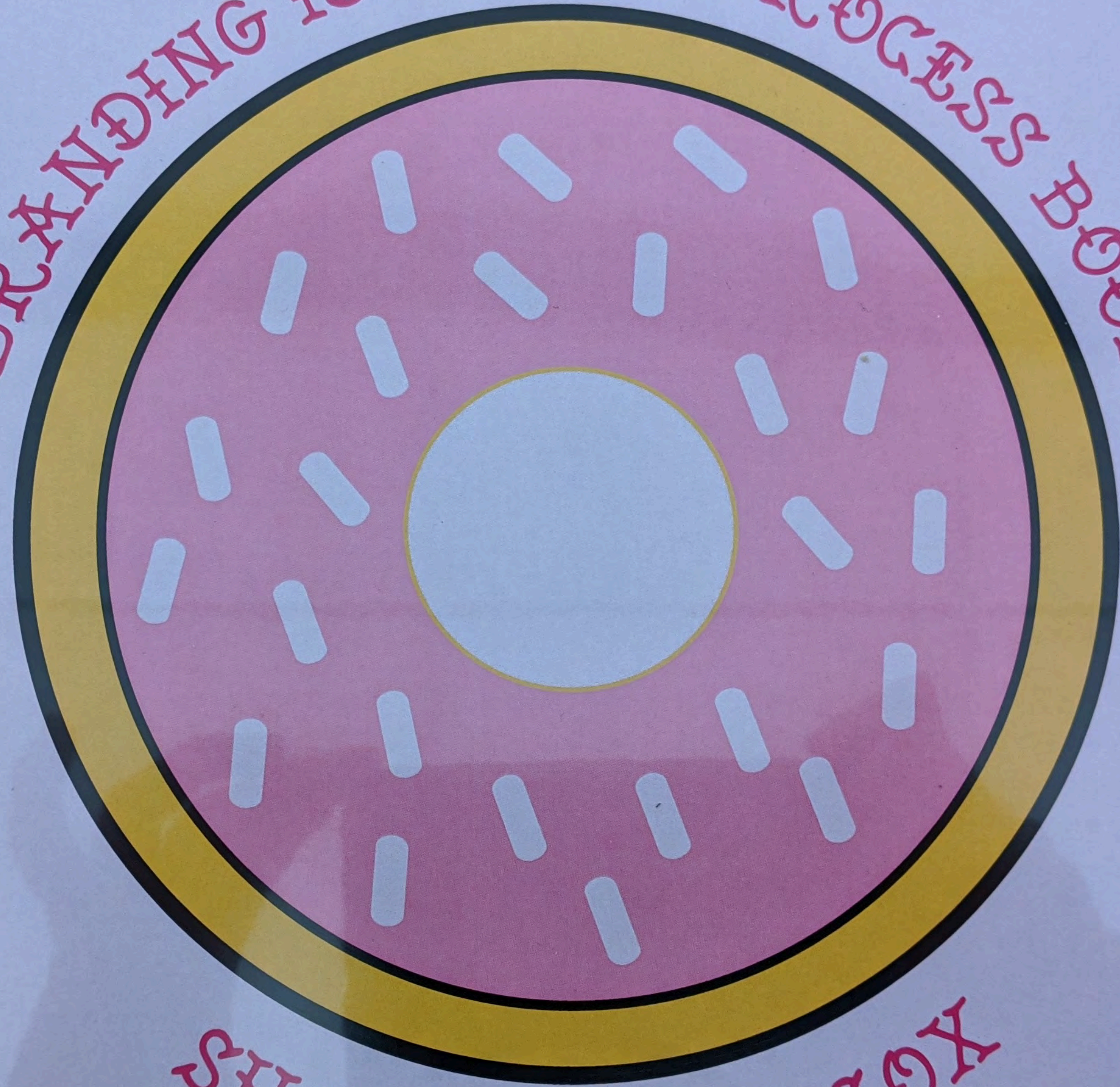
The Little Pink Box Company has been something I have been dreaming about for years. I loved every moment of being able to design my company and give it its own unique image. I admire American traditional style art, as well as retro advertising, so it seemed like the perfect opportunity to be able to combine the two and make it fresh. I started out sketching and had a lot of very different ideas, from faces made out of doughnuts to the minimalistic open box that I ended up pursuing. When I started my logo design in the beginning, my box ending up being a bit too wide, and I received multiple suggestions to make it a smaller box to fit the name of the brand. I also was critiqued on my previous font selection, which was a bolded script. Some felt like it didn't necessarily go with the image I was trying to convey, so I went with a more stylized font. I kept the colors relatively similar to my first logo designs but brightened up the box to keep it a vibrant hot pink. Overall, I enjoyed the process and was very grateful to have honest peers who were able to give me valuable advice to be able to better my designs.



EAT PINK



BRANDING IDENTITY PROCESS BOOK



SHANNON WILCOX

Spring 2020



# TABLE OF CONTENTS

Creative Brief 4	Responsive Logo 6	Logo Creation Sketches 5	
Logo Description 7	Logo Usage 8	Incorrect Usage 9	Font Family 13
Icon Creation 10	Color Palette 12	Process Statement 14	



## Brand Description

The Little Pink Box Company is a company of my own creation; a specialty donut food truck that roams night markets and special events in Los Angeles county. In Los Angeles there are numerous specialty donut shops, such as Voodoo Doughnuts, Dot & Dough, Birdies, and Blue Star Donuts, but they are all confined to their shop locations. I was only able to find one food truck in LA who specializes in instagrammable donuts : LA- donuts, though I'm sure there are more that don't have as big of a social media presence. That gives The Little Pink Box Company an advantage. One of the biggest challenges will be to make something unique enough for it to stand out in a saturated food truck market.

## Project Summary

I hope to design my own food truck, along with its logos, menus, aprons, coffee cups, and car wraps. I want to make it colorful and sweet. I will research competing donut shops to find what makes them the most successful and play off their strengths while still remaining my own unique company. I want to make illustrations for each individual donut offered to keep it playful.

## Target Audience

Trying to attract a younger "foodie" audience, ages 18-30, through means of social media and marketing. I want the style to remain neutral enough so that both men and women to be interested in this donut truck.

## Problem Analysis

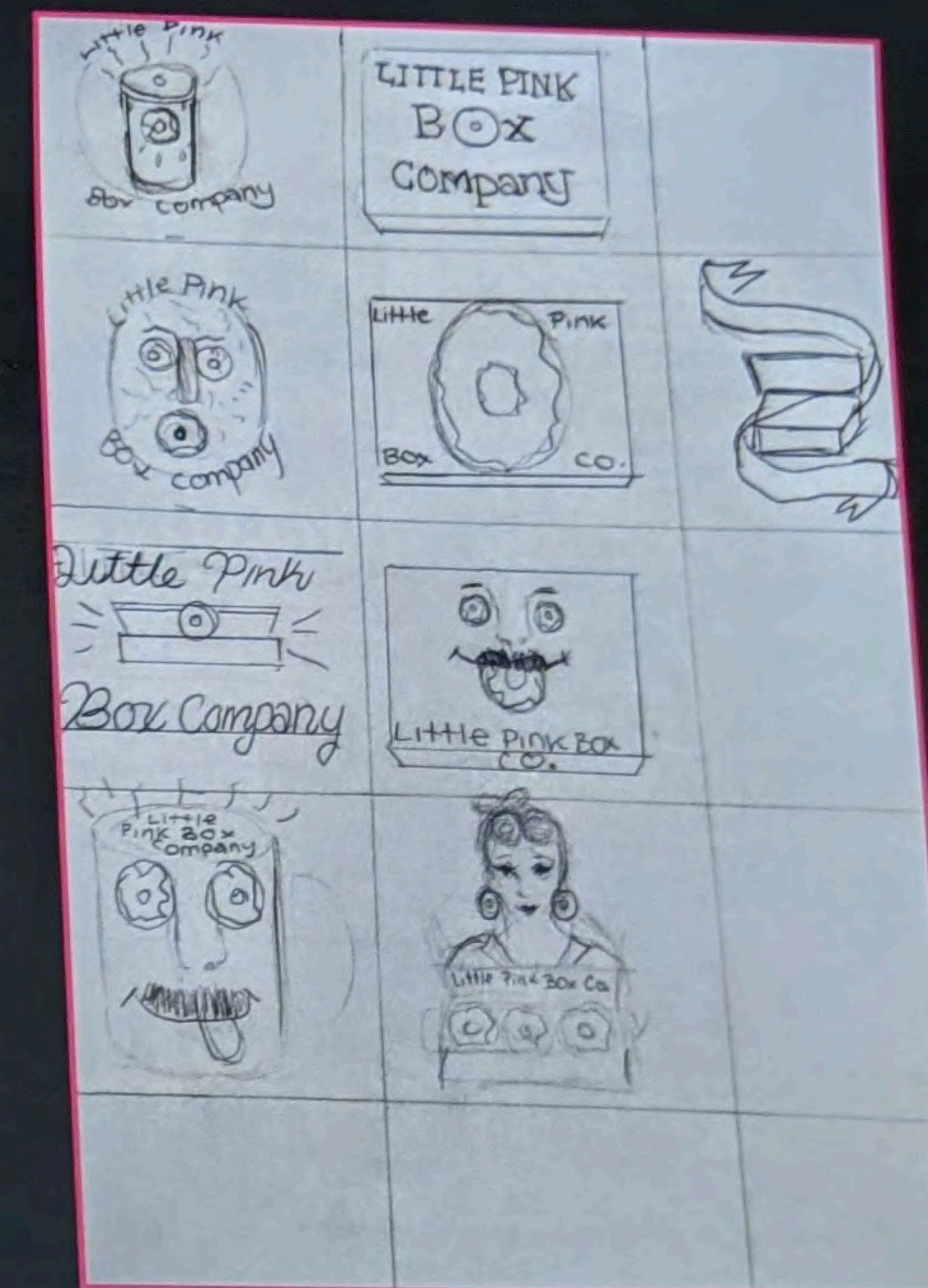
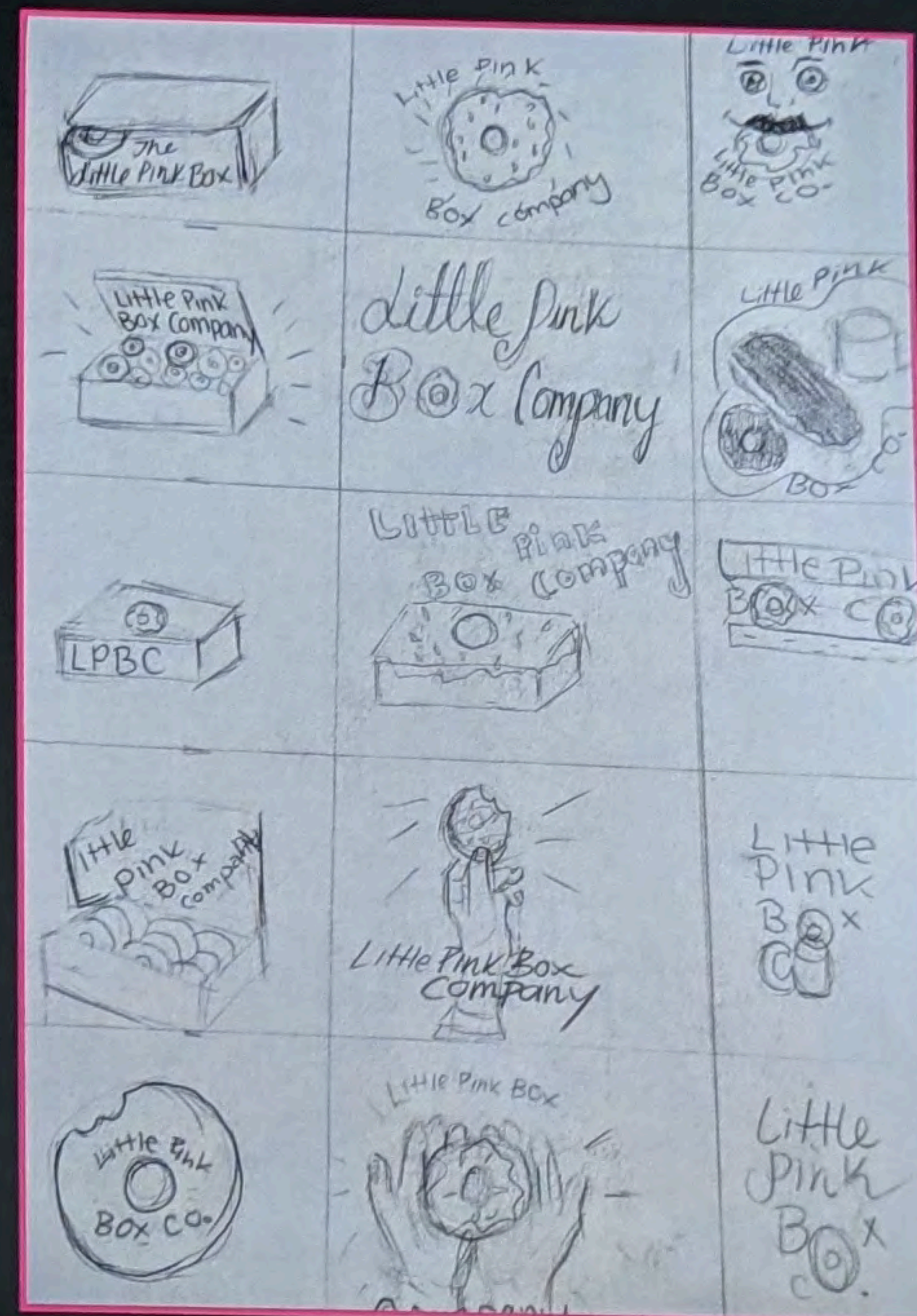
New company - Harder to stand out in a crowd of food trucks in Los Angeles. Needs to be bright and unique enough to catch peoples attention.

# THE LITTLE PINK BOX COMPANY

## Desired Message and Tone

The food truck should be both fun and creative. The donuts will have unique names and preferably will have individualized illustrations for the menu. The truck should be unique and marketable for social media.

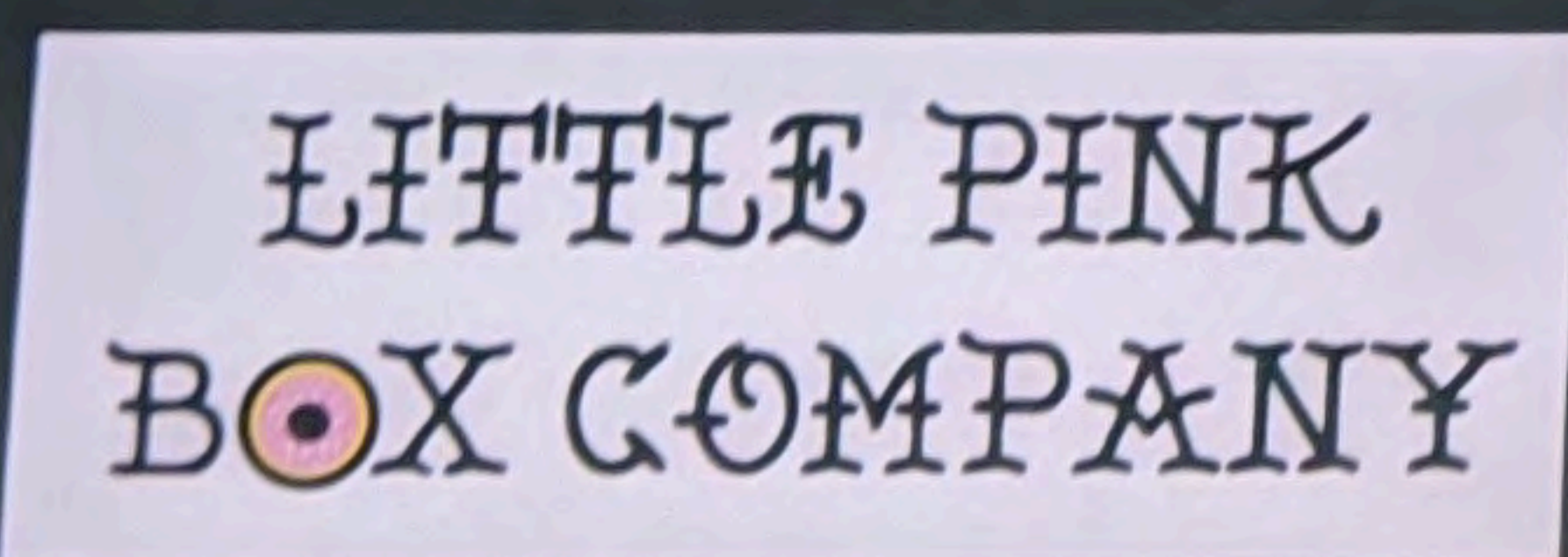
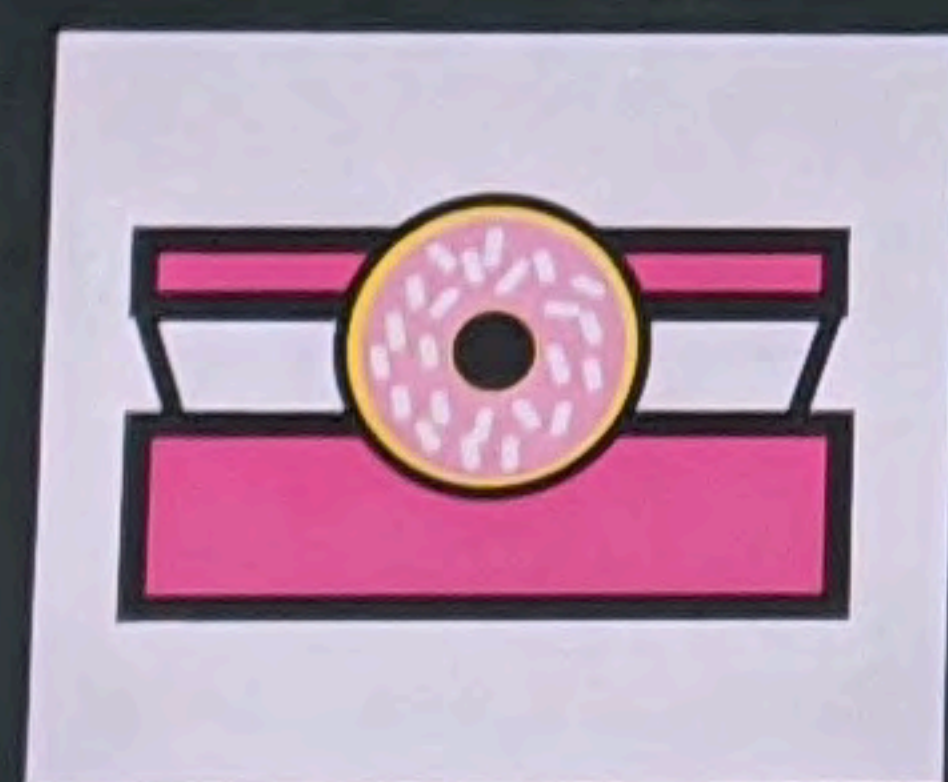
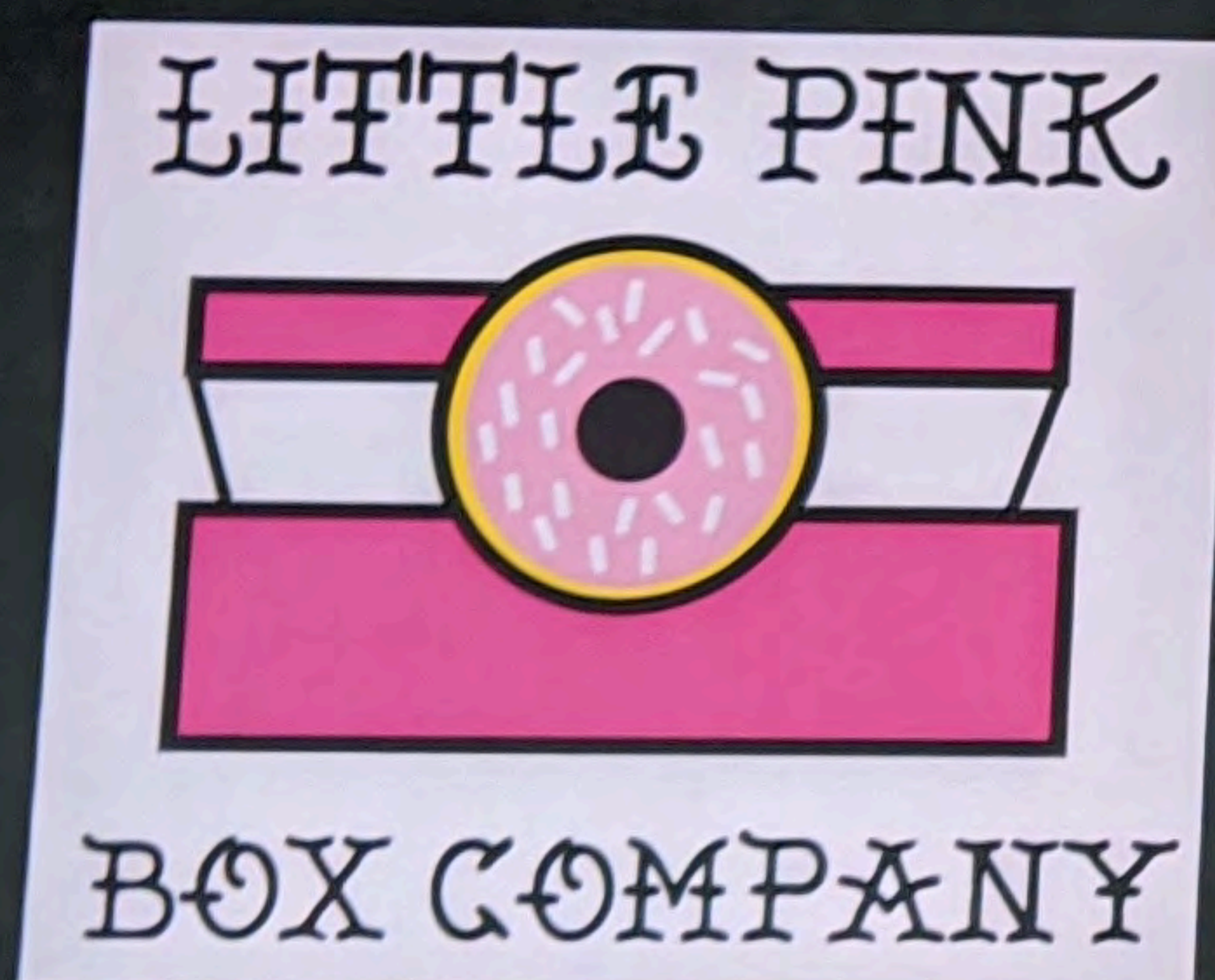
I want the logos and brand to have a retro feeling that is reminiscent of traditional tattoos. To accomplish this, I will research fonts and illustration styles that are synonymous with the 1950 and 1960s.



## Logo Creation (20 Ideas Sketch)



# Responsive Logo

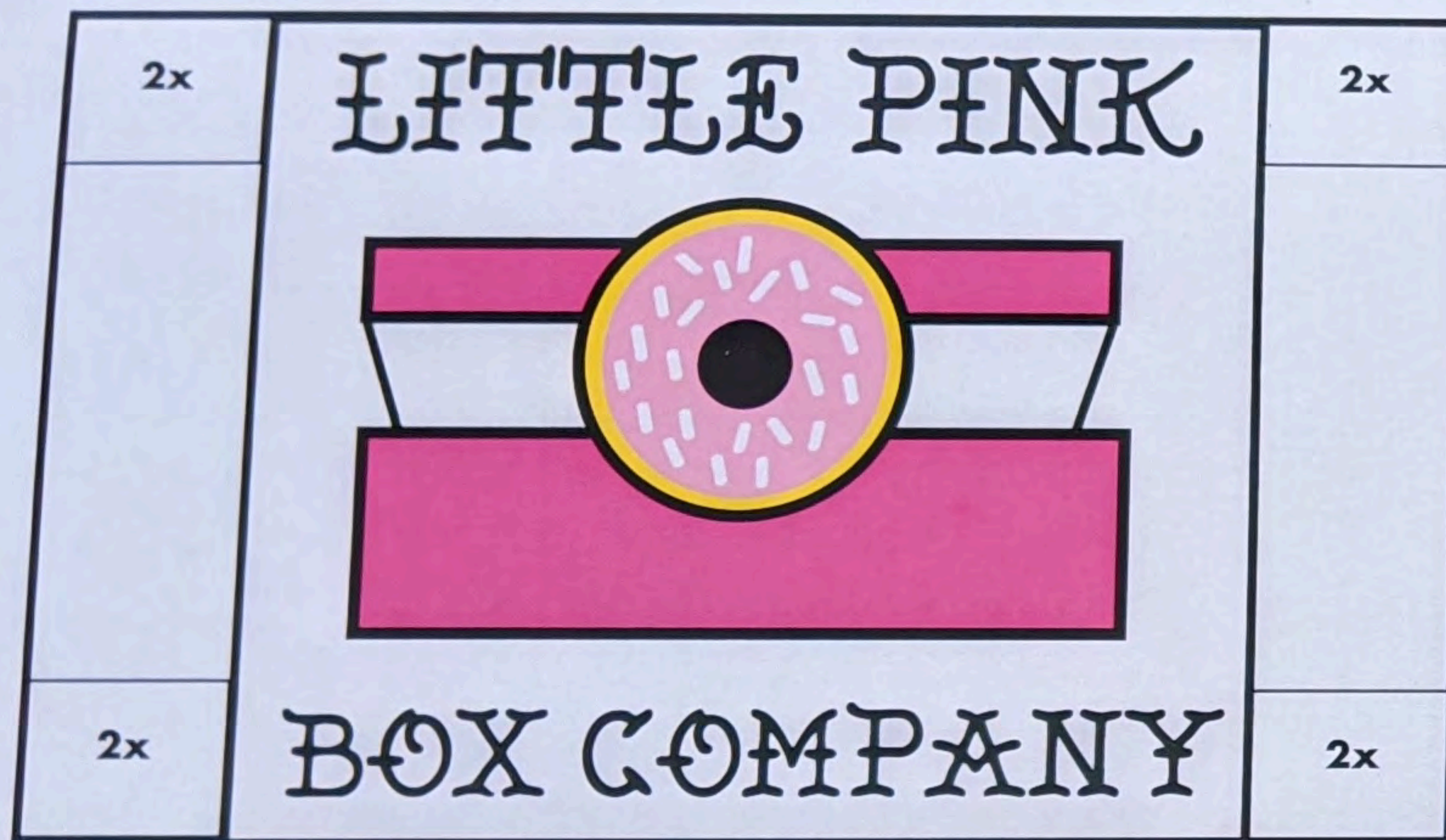


## Logo Description



Logos truly set the tone for a company and set them apart from other competitors. Since Los Angeles is a breeding ground for food trucks and specialty donut shops, I wanted to make sure that our logo was unique. 1950's tattoo style illustrations inspired my concept for the Little Pink Box logo. Bold colors and thick strokes, along with a tattoo inspired font, give the nod to the classic American traditional-style artwork, while remaining clean and simple. The focus of the logo is the pink box since, for most people, pink boxes are synonymous with good donuts. A donut appears floating outside of the box, front and center. Above and below the text are the script font, while the light pink box frames it all together.

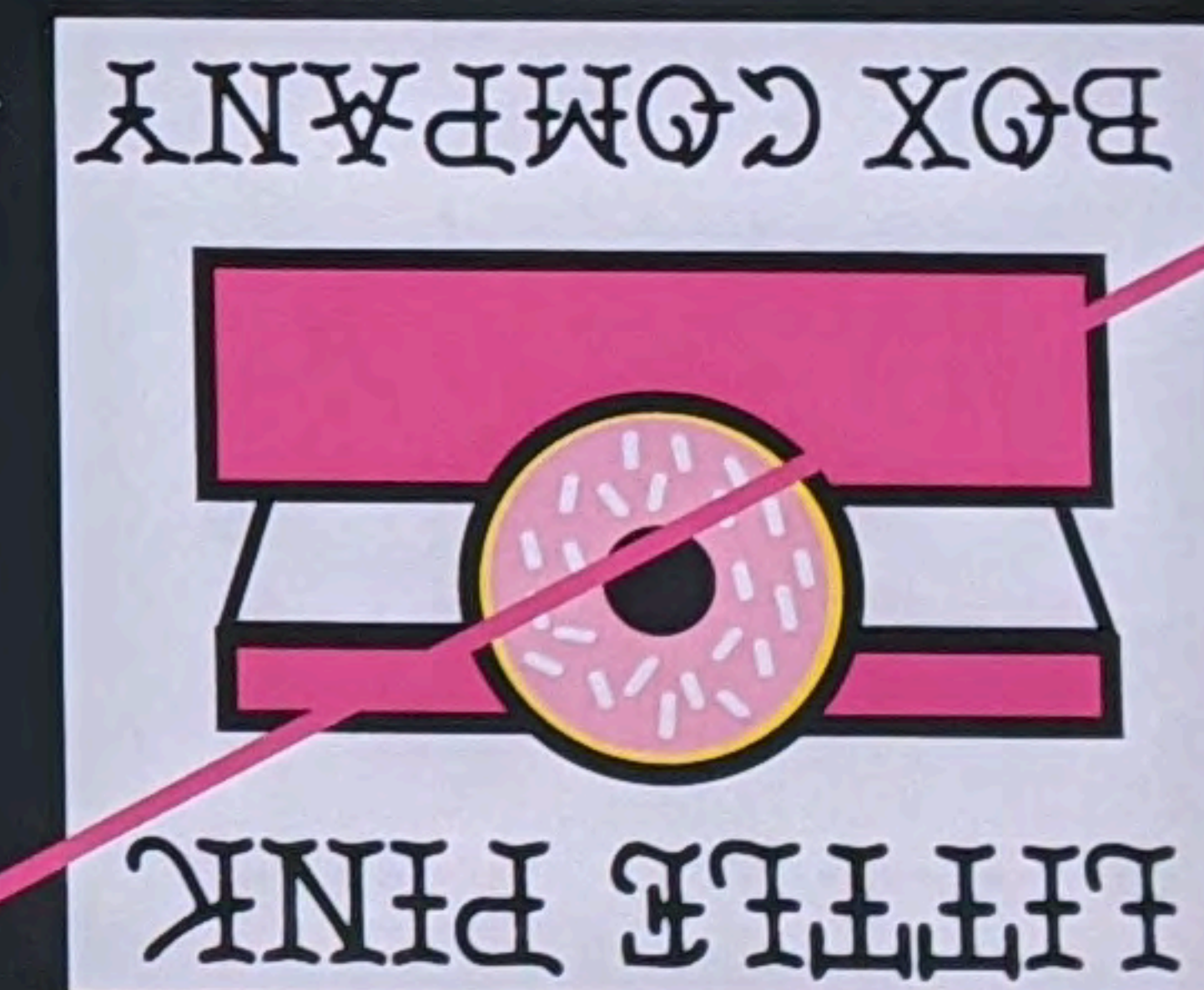
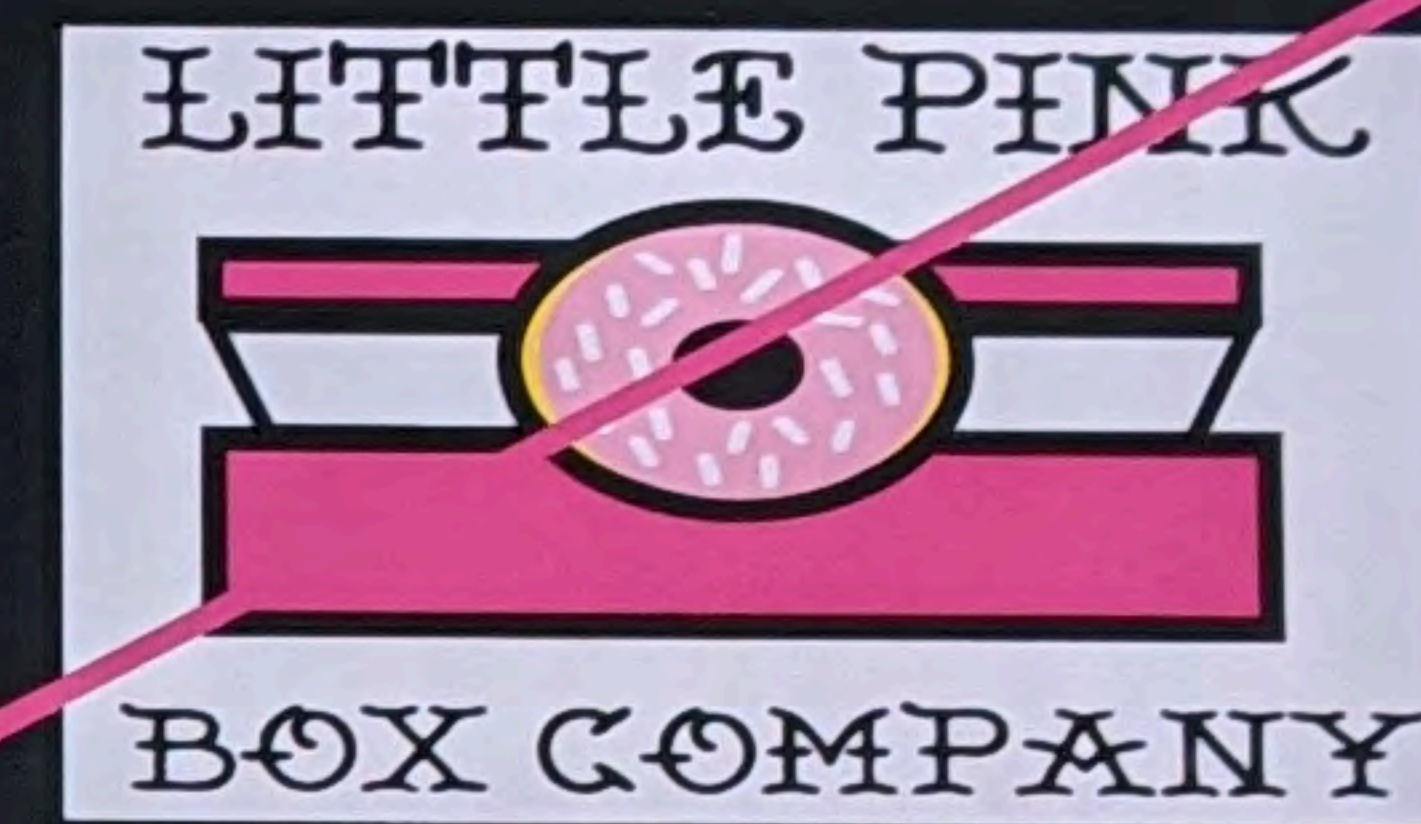




## LOGO USAGE

Our logo here at Little Pink Box Company is what makes us stand out among all of the specialty donut shops in Los Angeles. We must ensure that it is used properly, as to best reflect the brand.

The Regular logo has a milky pink background, but we understand that there are times when there needs to be more contrast, especially next to white backgrounds. For those moments we recommend using the logo with the black background.



**Don't:**  
1. Scale the logo unproportionately.

2. Flip the logo upside down

3. Remove any of the elements from the logo

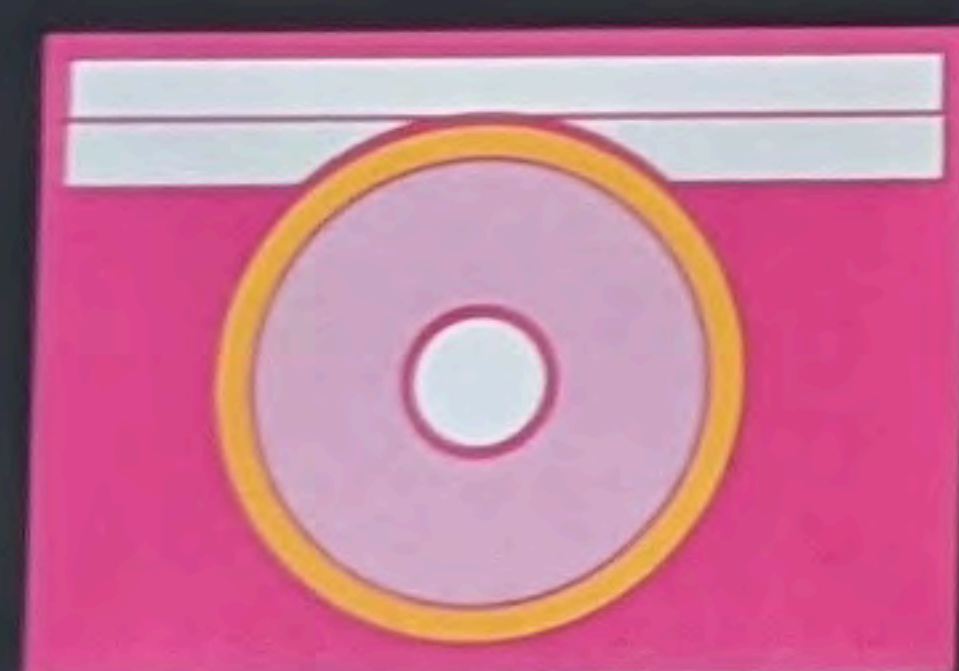
**INCORRECT LOGO USAGE**



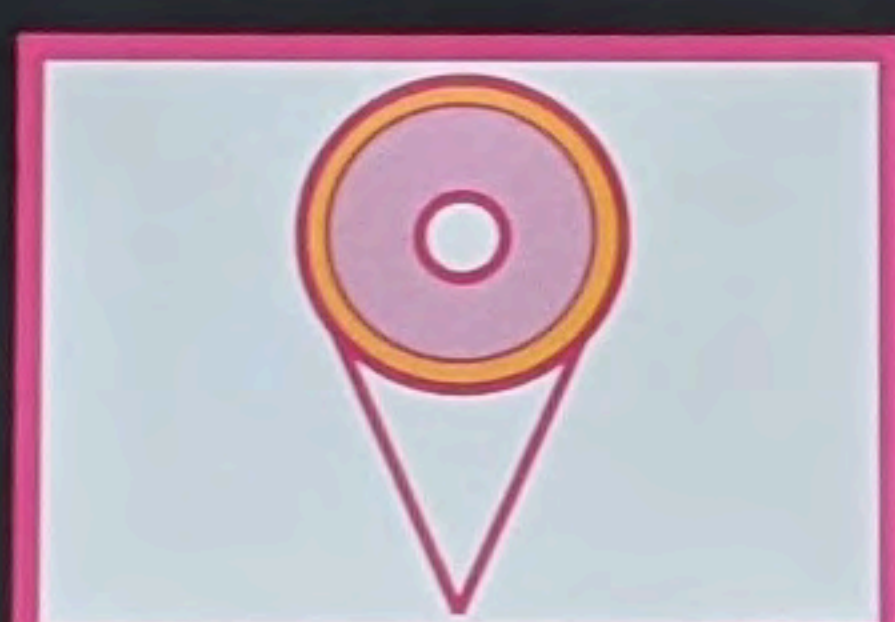
# Icons Creation



**Menu**



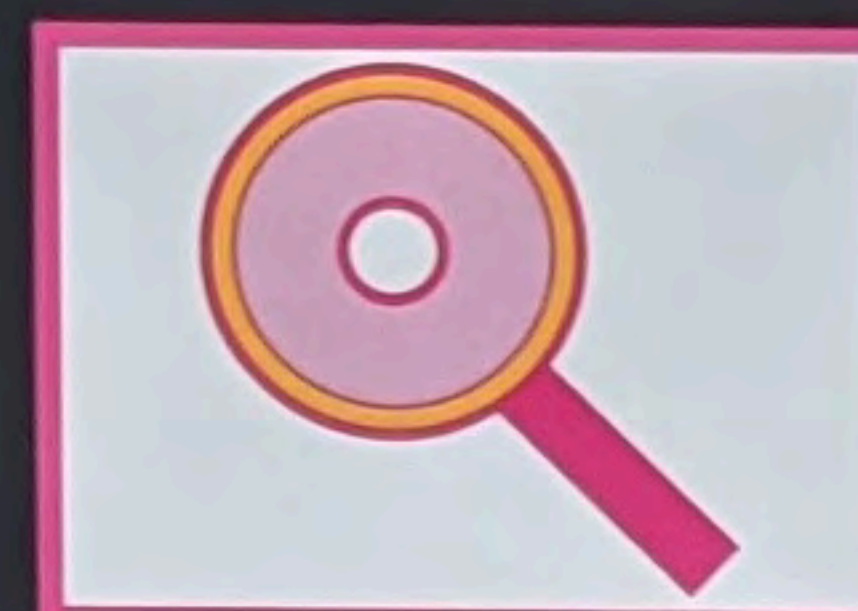
**Card**



**Locate**



**Rewards**



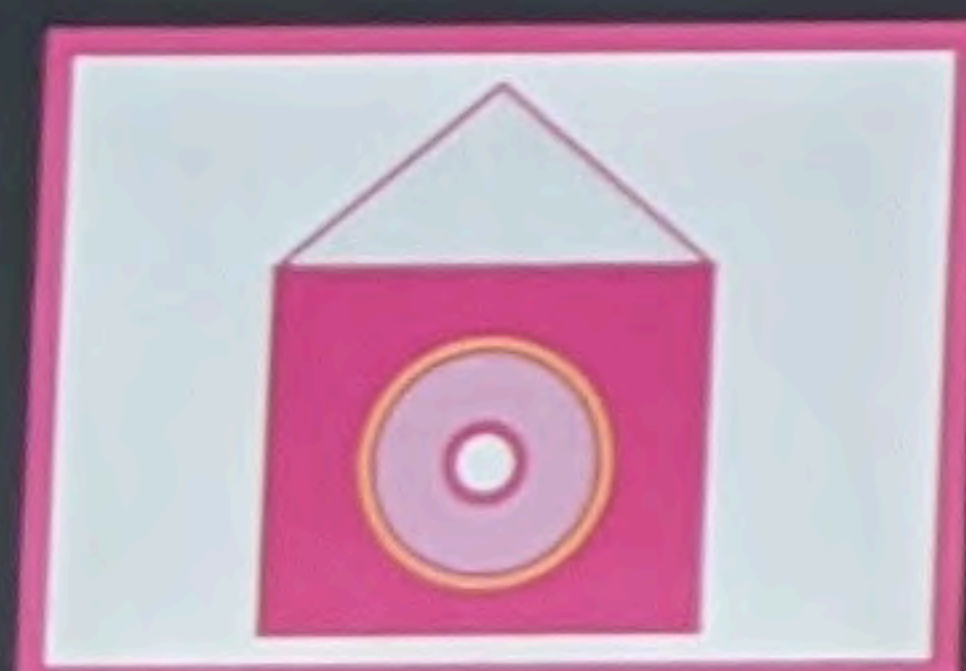
**Search**



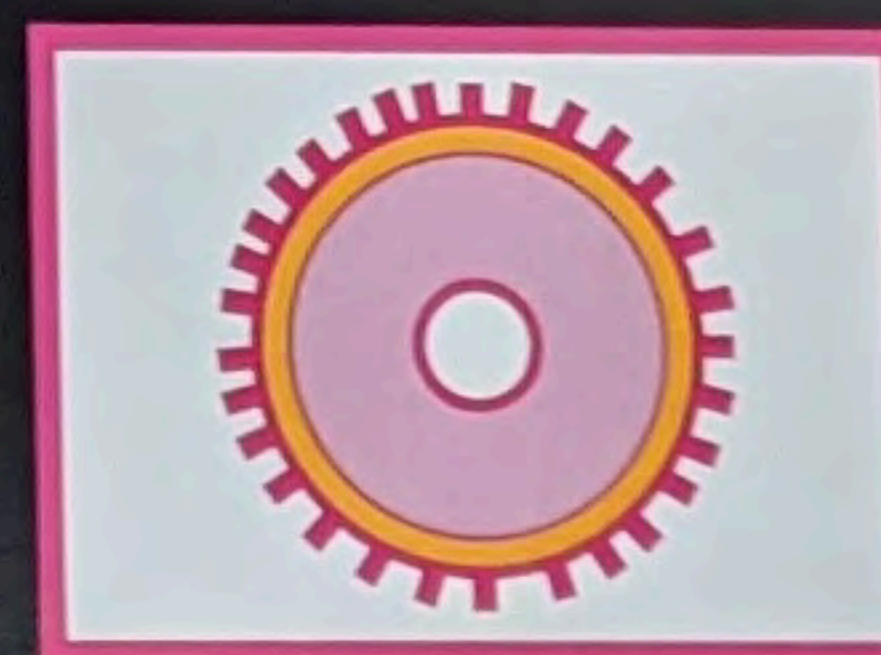
**Contact Us**



**Gift**



**Home**

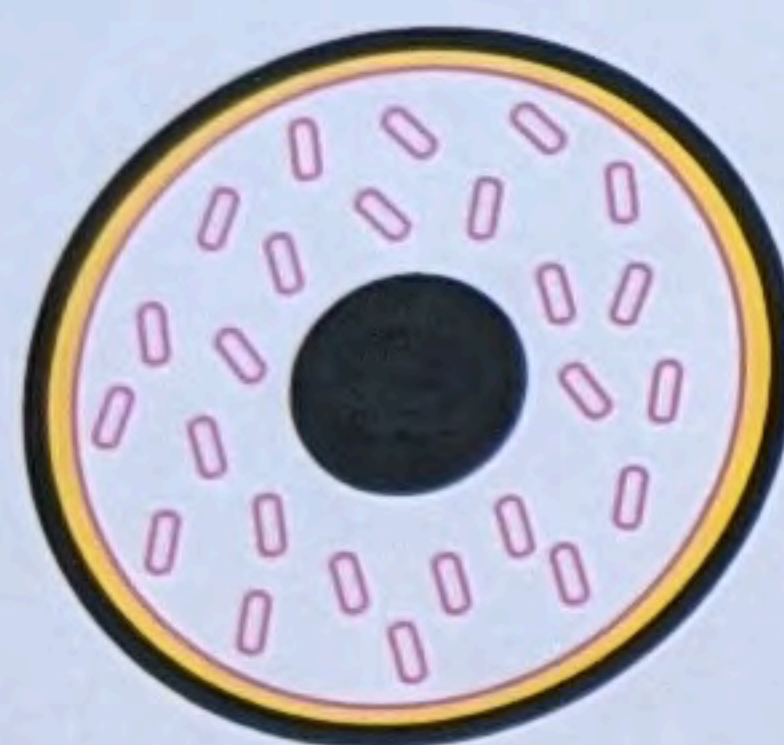


**Settings**



**Order**





SPRINKLES PINK

R 248  
G 225  
B 238

C 1  
M 13  
Y 0  
K 0

#f8elee



ICING PINK

R 244  
G 152  
B 192

C 0  
M 51  
Y 0  
K 0

#f498c0

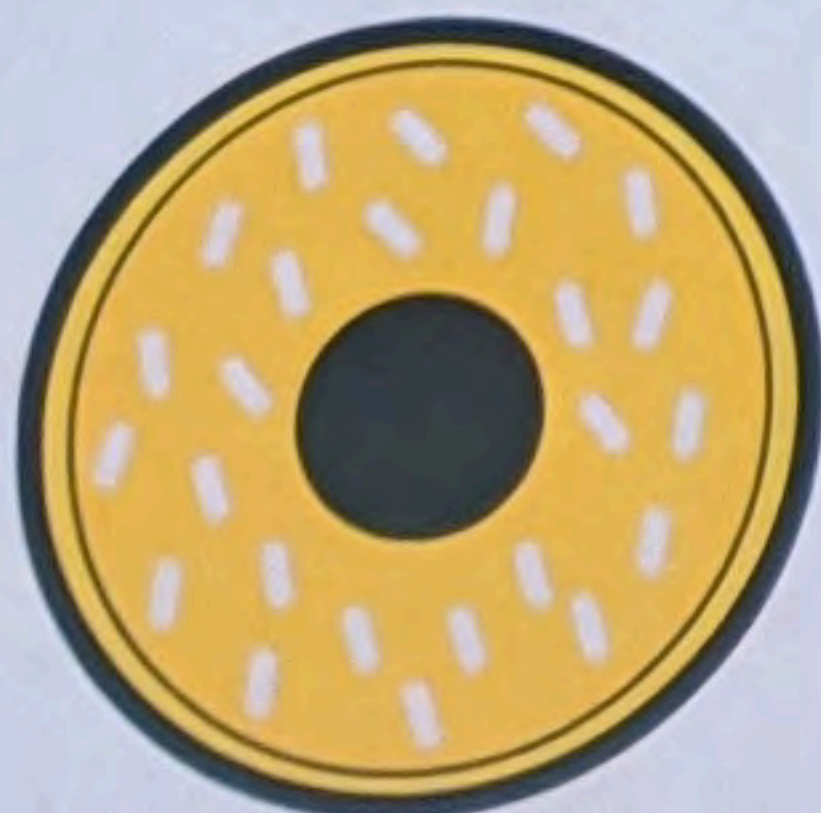


BOX PINK

R 226  
G 61  
B 150

C 5  
M 90  
Y 0  
K 0

#e23d96



DONUT YELLOW

R 255  
G 189  
B 38

C 0  
M 28  
Y 94  
K 0

#ffbd26

## Color Swatches

Color is one of the most essential factors to The Little Pink Box Company. Even our name reflects our signature hot pink. Without our vivacious color palette we would be nothing.

Since this is such a key factor to our brand, it should be noted that these four colors appear in all of our marketing and future advertisements.

**Futura Bold**

**Futura Medium**

**Futura Medium Italic**

**TATTOO MUSEUM**

**Aa Bb Cc Dd**

**Aa Bb Cc Dd**

**Aa Bb Cc Dd**

**À B C Æ**

Futura is a classic, geometric sans-serif typeface. What is nice about this specific typeface is the emphasis on circular shapes, which coincides with our Donut Business. Futura should only be used as Body Copy.

Tattoo Museum is the Logo Font. It is made to look like American-Traditional Tattoo lettering. It is a slab-serif script font, that can be used for Headlines, Logos, and Advertisement posters.

## Typography & Font Selection



## Previous Logo Concepts



## Process Statement

The Little Pink Box Company has been something I have been dreaming about for years. I loved every moment of being able to design my company and give it its own unique image. I admire American traditional style art, as well as retro advertising, so it seemed like the perfect opportunity to be able to combine the two and make it fresh. I started out sketching and had a lot of very different ideas, from faces made out of doughnuts to the minimalistic open box that I ended up pursuing. When I started my logo design in the beginning, my box ending up being a bit too wide, and I received multiple suggestions to make it a smaller box to fit the name of the brand. I also was critiqued on my previous font selection, which was a bolded script. Some felt like it didn't necessarily go with the image I was trying to convey, so I went with a more stylized font. I kept the colors relatively similar to my first logo designs but brightened up the box to keep it a vibrant hot pink. Overall, I enjoyed the process and was very grateful to have honest peers who were able to give me valuable advice to be able to better my designs.



EAT PINK