

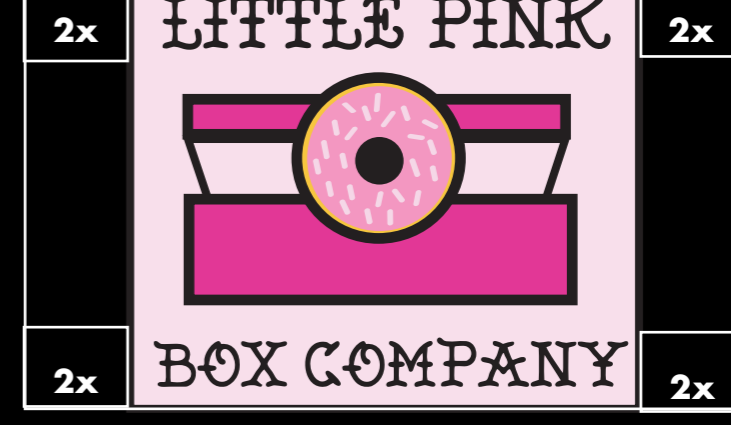
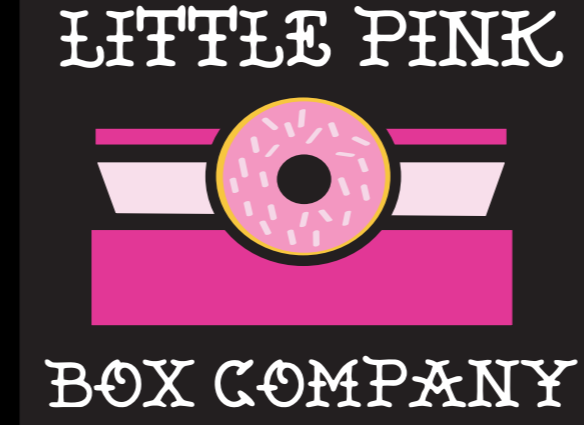
THE LITTLE PINK BOX COMPANY



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.



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.

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.

Desired Message & 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.

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.

