

Design Description: Snack Labs

Who: A business that brings creativity and personalization to your everyday chips and snacks.

What: A company that brings the creative solution of bringing the choice to the client. A business that puts client satisfaction and health before anything and keeps employment contentment a priority to move forward as a company. A business that allows customers to choose chip seasoning amount, flavor and shape.

Goals: Snack Labs seeks to create a unique experience to our customers with a delicious plethora of healthy, well seasoned chips (of course to their preferences). Here at Snack Labs, our number one priority is to give our customers freedom and variety. If you ever wondered how “Cheetos” with “Doritos” Cool Ranch seasoning would taste, we would be happy to make it.

Products & Services: Personalizable savory chips. Can customize shape (triangle, wavy, flat), texture (corn puff, tortilla, potato chip), a variety of Snack Labs seasoning pods, and the amount of seasoning. Look for our unflavored bags of certain chip shapes (eg. tortilla triangles) along with Snack Labs seasoning pods in stores.

Target Audience: From large scale catering businesses to vending machines owners, or just an average hungry person. People looking for a fun change to their every day boring snack, or simply picky eaters.

Where did the logo come from? This logo is formed with the words “Snack Labs” respective to the name of the business and a seasoned tortilla chip with a bite taken out of it at the bottom giving a hint at what we do. The high contrast of the complementary colors bright orange and navy blue makes it pop to the eye, which is something the idea of my business does. Our unique approach to the every day snack is something that stands out, so our logo should as well. The colored ring around the logo adds to this pop, along with the zig-zag words “Snack” behind the first one. The bold and buff “Snack” and the simple and curvy “Labs” allows a rustic, modern look to appeal to the every day customer. It also is an example of how we do stuff, a wide range of options, from strong and bold flavors to light and simple options. This rustic but also color-pop look is also something that I really like and try to strive for when I am working on certain projects.

Guidelines: Logo Mark

Black & White Logo Mark

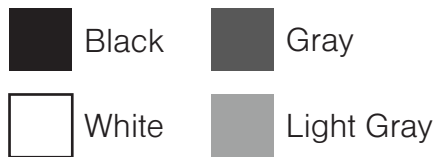


Cyan line represents amount of proportional white space needed around logo and is not part of the graphic.

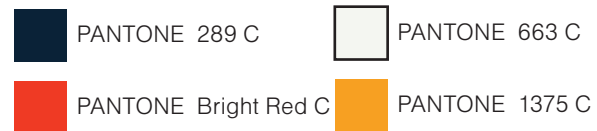
Color Logo Mark



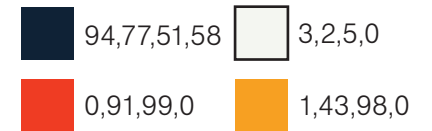
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Pantone Colors



CMYK Colors



Guidelines: Logotype

Black & White Logotype



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Color Logotype



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Font: **ZING RUST DEMO:**
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Zing Script Rust SemiBold Demo Base:
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz