



layer • pop

Brand Development Guide

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Table of Contents

<i>Company/Company History</i>	1
<i>Naming & Philosophy</i>	2
<i>Mind Mapping</i>	3
<i>Contemporary Moodboard</i>	4
<i>Historical Moodboard</i>	5
<i>Type Exploration</i>	6-8
<i>Final Logotype</i>	9
<i>Color Exploration</i>	10-11
<i>Mark/Icon</i>	12
<i>Secondary Typeface</i>	13
<i>Imagery</i>	14
<i>Secret Ingredient</i>	15
<i>Brand applications</i>	16-19

Our Company

We produce five-layered lollipops, each layer boasting a unique and delicious flavor.

History

Back in 2005, a 15 year old girl named Lolly walked into a California candy shop to buy a lollipop. However, she would soon be overwhelmed by the vast assortment of lollipop flavors presented in front of her. If she chose cherry, she would surely yearn for the sweet taste of blue-raspberry. But if she chose blue-raspberry, the flavor would soon bore her and she'd definitely crave for a buttery caramel lollipop instead! What should she do?

"If only there was a way I could enjoy all of these flavors in a single lollipop!" she thought.

From this revelation, Lolly would go on to become the founder of Layer-pop, the five-layered lollipop that never grows old! This exciting invention offers a new and innovative way to enjoy lollipops. Start with a burst of tangy lemon; then, enjoy sweet strawberry and cooling coconut; and finally, savor the taste of tart green apple as you make your way down to the last layer of decadent caramel. As the company grows, more delicious flavor combinations will be added!

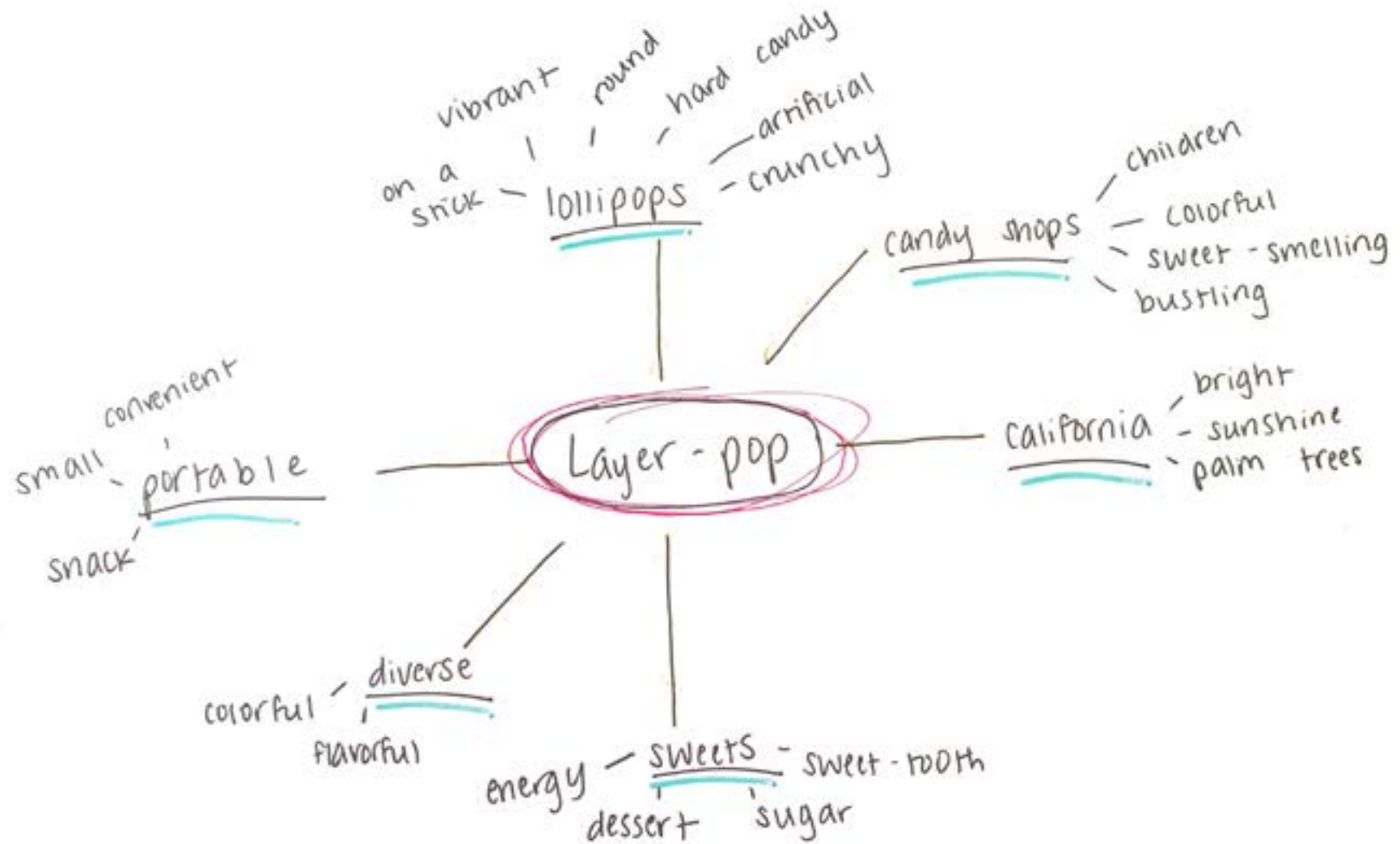
Naming

1. Layer-pop
2. Layered Lolly
3. Poppin Lolly

Key Qualities

1. Fun
2. Engaging
3. Dynamic

Mind mapping/Brainstorming



Moodboard: Contemporary



Moodboard: Historical



Type Explorations

- *Shape of letters/words*

Layer-pop

Layer - Pop

layer-POP

layer - pop

layer • pop

layer.pop

layer~pop

layer • POP

layer / pop

LAYER • POP

layer • pop

Type Explorations

Skeletons

layer • pop *

- *layer • pop*
- **layer • pop**

layer • pop

layer • pop

layer • pop

layer • pop

Avenir variations

layer • pop

layer • pop

layer • pop

layer • pop *

layer • pop

Type Explorations cont.

More variations

layer ♪ pop

layer ♪ pop

layer ♪ **pop**

layer ♪ pop

layer ♪ pop

Final logotype

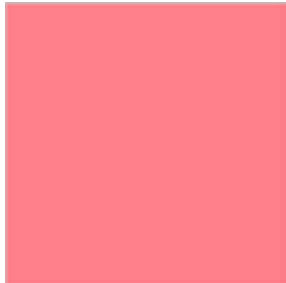
layer / pop

layer / pop

layer / pop

layer / pop

Color Exploration



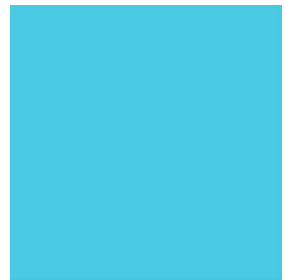
PANTONE®
177 C

C: 0 R: 255
M: 58 G: 128
Y: 29 B: 139
K: 0



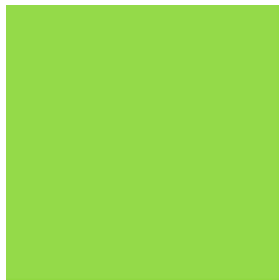
PANTONE®
109 C

C: 0 R: 255
M: 5 G: 209
Y: 100 B: 0
K: 0



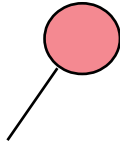
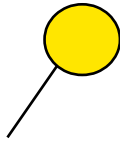
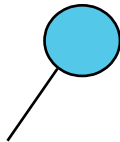
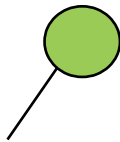
PANTONE®
2198 C

C: 58 R: 74
M: 0 G: 201
Y: 5 B: 227
K: 0



PANTONE®
2285 C

C: 44 R: 147
M: 0 G: 218
Y: 86 B: 73
K: 0

layer  pop
layer  pop
layer  pop
layer  pop

Color Exploration (cont.)

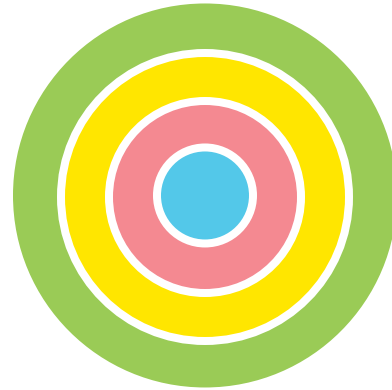
layer pop

layer pop

layer pop

layer pop

Mark/Icon



layer ● pop

Secondary Typeface



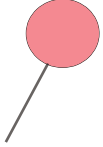
layer pop

The candy layered with love

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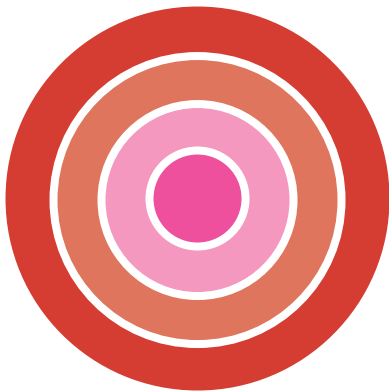
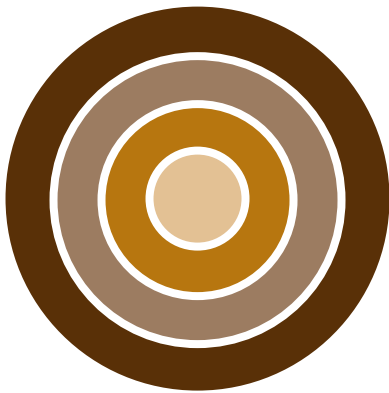
layer  pop

Layered

with

love

Secret Ingredient: Community Engagement



Through the Layer Pop website, fans of our lollipops can submit their own ideas for flavor combinations! Every 3 months, Layer Pop will choose one submission to produce. Our icon can also be altered to market the release of these new flavors. Examples of altered icons for chocolate-themed flavors and berry-themed flavors are shown to the left.

Applications

Website

Layer pop

Find us @layerpop



Who we are

Submit your own flavor!

Shop

Contact us

Our Story



Solum quaspic ationsequi omnimolor am consequis sunteneciam que nonsequam videlen imagnis tibeatur simolorem laborepedit lantendi voles sita con et voluptie nimpelia dolor aut voluptiis ad ere pa duciisitiae sapicim faceptate es doluptas pos exerchicipsa velis excepted quas earibus sequi aditioria aboremo voluptur ad quodit volupti tem ant quam fugita volorum aut et rero vendebis ut quo molo ipsunt.

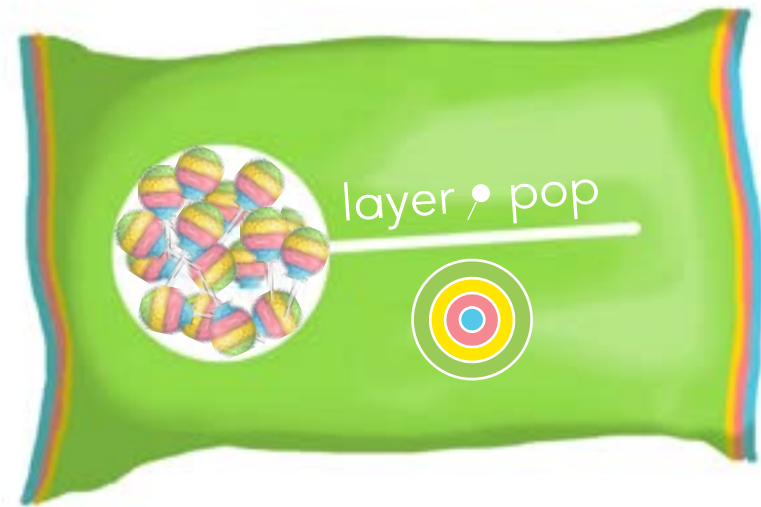
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Applications cont.

Wrapper/Packaging



Individual packaging



Bag design

Applications cont.

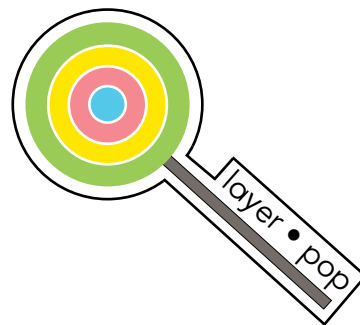
Merchandise



tote bag



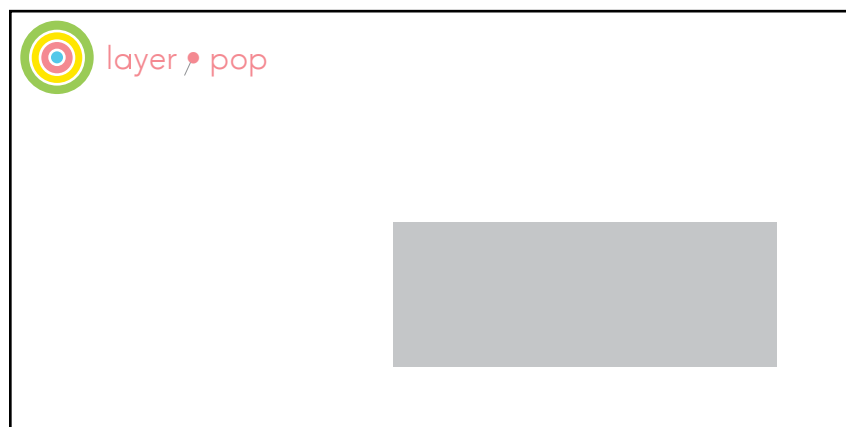
t-shirt



sticker

Applications cont.

Stationary: business card, letterhead, envelope





Layer • Pop
Brand Development Guide
Coursera/CalArts Graphic Design Specialization
2020