



Logo Design Brief for a Plantain Chips Brand

Brand name: Plantinos

Tagline (conceptual): We're not chips - we're Plantinos!

Brand mantra: Deliciously wholesome snacking

Brand promise: For people paying attention to their nutrition, adventurous foodies, and indulgent snackers, Plantinos provide premium plantain snacks that are gluten-free, paleo, vegan, non-GMO, organic, nutritious and even tastier than/unlike traditional snacking alternatives like potato chips/crisps.

Unfair advantage: Sourcing from Africa = authentic suppliers, authentic taste. Unsaturated local market.

Brand personas



Persona #1: Bio-momma Bianca

Age: 34

Occupation: On maternal leave.

Location: Medium-to-large city.

Status: Married.

Traits: Loving. Caring. Talkative. Empathetic. Supportive. Relaxed. Trustworthy.

Fave brands/influencers: Marks and Spencer, Wegmans, SkinnyPop, Whole Foods, Amazon

Bio: Bianca is a loving mom of her 1-year old. You'll instantly understand that upon entering her Facebook profile – seeing photos with her baby and husband all over her timeline.

In her life, she has, unfortunately, personally been suffering from a very mild form of celiac disease, meaning she eats mostly gluten-free (or very gluten-low) food options and recipes. This has limited her throughout her life, for she has been unable to consume many of the foods that make up “the average diet” – particularly, the more unhealthy/fast-food items within this list.

Don't be mistaken, though: this does not mean she's the stereotypical health nut who tracks every single calorie and restricts herself to eat only fruits/veggies! She does love a nice snack or dessert, just opts for bio, organic, gluten-free options of those, instead.

But overall, her diet can be considered to be on the healthier side of average. She is well aware of this fact and wants to be a good mother by developing healthy-eating habits in her child. That is why she is also seeking healthier diet substitutes (snacks and treats) for her offspring.

As a proud member of the “mommy” tribe, she loves interacting and sharing with other moms. Hence, her major inspiration source are blogs and online groups, especially those around a gluten-free lifestyle (for herself) or mommy groups/blogs focused on nutritious eating for children.

To sum up, she has two main motivations: to seek tasty gluten-free options for herself, and healthier snacking options for her child, and it's best if these two requirements coincide (a single product meets both needs). She is OK with paying slightly above average but seeks a compromise between ingredients/“healthiness” and price.



Persona #1: Paleo Petra

Age: 31

Occupation: Admin role at a large company.

Location: Medium-sized city.

Status: "It's complicated."

Traits: Systematic. "Cold". Stubborn. Honest and direct. Order-enforcing. Condescending.

Fave brands/influencers: Whole Foods, Go Raw, Primal Kitchen, Trader Joe's

Bio: What started off just as taking on the whole30 challenge/diet, has turned into a full-fledged paleo lifestyle for Petra. She is extremely knowledgeable on the topic of nutrition – and this, not just in the calories and micronutrients department. On the contrary, Petra knows everything, down to the mechanisms of food preparation and μ s of acrylamides created during frying,

Obviously, she is extremely analytical when it comes to anything she, herself, consumes. She wants to know exactly what is in each of her meals and often, she might even limit her diet to include only things that contain at most 3 ingredients. She has basically removed all chemicals from her diet. Petra would never consume anything made with palm oil or artificial sweeteners, and even kind of secretly ever-so-slightly despises those that do consume these.

Paradoxically, although she is more knowledgeable and specific (in tracking) than an average bodybuilder about all the various micronutrients she consumes, she doesn't work out regularly. She follows niche blogs for inspiration, is involved in tight-knit communities around her topic, and even tries to contribute herself by running her own IG account where she shares the recipes she has tried.

Her primary motivation/goal is to buy food that fits in her diet. One of the things that frustrate her a little is the lack of options that is appropriate for her on the shelves of the big retailers. Hence, she often buys stuff from smaller, independent health/niche shops. Her diet costs a bit more, although, frankly, she doesn't mind paying more for her lifestyle, as it's such a large part of her very identity.



Persona #1: Super-granny Silvia

Age: 65

Occupation: Retired.

Location: Smaller town in the suburbs

Status: Married.

Traits: Positive, Active. Loving. A little stubborn. Social. Good self-esteem. Productive. Adventurous.

Fave brands/influencers: Walmart, Sears, Campbell's, Poundland, Lidl, Aldi

Bio: Silvia is “that” grandma who has added you as friends on Facebook and loves to comment on every single one of your posts. She is very lively and vigorous for a senior citizen, and thus, sees herself as the cool grandma.

She spends her free time working on arts and crafts projects such as sewing or painting and absolutely adores baking and trying new foods/recipes. Besides this, she has joined the *Yoga for seniors* class with her friends to stay active and lose weight. Weight loss is actually somewhat important for her and something she’s been trying to do on-off for a few months now just with no sustainable results, for she knows very little about calories and macros, instead just opting for eating food her recipe book titles “healthy” or what “looks like it” = what she perceives to be healthy (although her perception is usually inaccurate).

Coming from a smaller town, she has very close relationships with her neighbors and after yoga, they often talk about food, discounts on food, and share recipes – this is a major inspiration for her. She also might get some food ideas from her family, and last but not least, major inspiration comes to her from Facebook (particularly groups including a variation of “healthy food” or “weight loss food” in the title).

Reiterating yet again, she is incredibly spontaneous about food – when she sees something she deems tasty-looking and perceives it to be healthy she’ll go for it. Given her major lack of knowledge about what actually constitutes a healthy food, she heavily depends on gut feeling, food visuals, and marketing (to which she is very susceptible – if it claims “Bio”, “organic”, or “healthy”, she thinks it is).

Her main goal or motivation is to feel good about herself through what she eats (by thinking she is moving closer to her weight loss goals), while not reducing the tastiness of the food.

Brand attributes

Enthusiastic. Supportive. Funky.

Optimistic. Positive. Visually delicious.

Modern and fresh, but strong sense of African heritage.

Social. Transparent. **Healthy!**

Unique. Friendly. Caring.

Playful, but not childish. Accessible.

Brand through the packaging lens

The aim is to position our chips as something completely new and different than “traditional” potato crisps - not something that can even be compared as “healthier than potato crisps” or “potato crisps but paleo/gluten-free” – basically a whole new category.

To convey this, the “this is a foreign product” factor will help us. Considering, our chips are sourced from Africa, it is key we keep the African heritage and expect our packaging, for example, to include African patterns, etc. Hence, our logo will have to work well with this. (NOTE: The logo itself doesn't have to include such a pattern, for we expect that might make it cluttered. Instead, it should just work with such pattern in the background. But then again, if you make it work within the logo, we won't be mad 😊)



Brand through the packaging lens



^These are south American-themed, but serve as a great example of conveying foreign culture through pattern/icons.

Brand through the packaging lens

Although on previous slides we've shown examples of super-funky packaging, it's important we note that most of our packaging will be in eco-friendly (recyclable) Doypacks with a branded rectangle/square printed and stuck on top. Something like this:



Although these examples might be perhaps a bit too tame compared to the brand feel we're going for, don't forget the logo must not be all **funk** – it should have just a tiny bit (literally just like 5%) of that “health-related brand modesty”. Basically, DON'T F- IT UP (= “Don't **funk** it up!” 😊)

Other moodboard-worthy ideas



^As football fans, our minds instantly went to our countries' jerseys. This is exactly the “modern and fresh, yet authentic African heritage” vibe we want. Plus the pattern use is on point – something that we'll want the packing to look like.



^An infographic from our model brand, El Origen. Love the use of patterns, nice font. Both fun/funky and reputable at the same time. Particularly, the use of icons is great – we do love a 50% artsy, 50% realistic-looking icon.



^Decent font. Also showcases the “playful, but not childish” vibe.



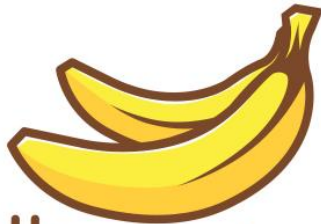
^Playful. Fun. Exciting. Pops out. But still not entirely childish. Great packaging and use of patterns.

Logo styles & fonts we like

RABSY REGULAR



nana
Banana
URBAN KIDS



Better BUNCH



WE'RE 
WILDLY
ETHICAL

NO  STOP DEFORESTATION
TO SAVE ORANGUTANS
PALM OIL



Banana

EL ORIGEN

LACTOSE
free

gluten
FREE



100%
ORGANIC

LACTOSE
FREE

100%
natural

FARM
food

VEGAN

AFRICAN
CUISINE

“I wanna design your logo: should I go for just a wordmark or text + icon?”

EITHER!

Although we do love a cool icon, you are the professional, after all, so you tell us what looks good! 😊 As you saw in the previous slide, we can imagine both looking decent. Just make sure you don't take the first stock icon you get Googlin' "plantain icon" or "banana logo". The brand is supposed to be unique and cool, not generic, after all. So only nice icons that fit the brand. ;)

Brand inspirations

Our favorite brand is by far El Origen. We aim to be **El Origen but African**.

Native Snacks are also kinda good. They're just a little too modest on that "foreign"/"cultural heritage" vibe we're going for.

Guyakí – another perfect example of a culture-inspired brand.