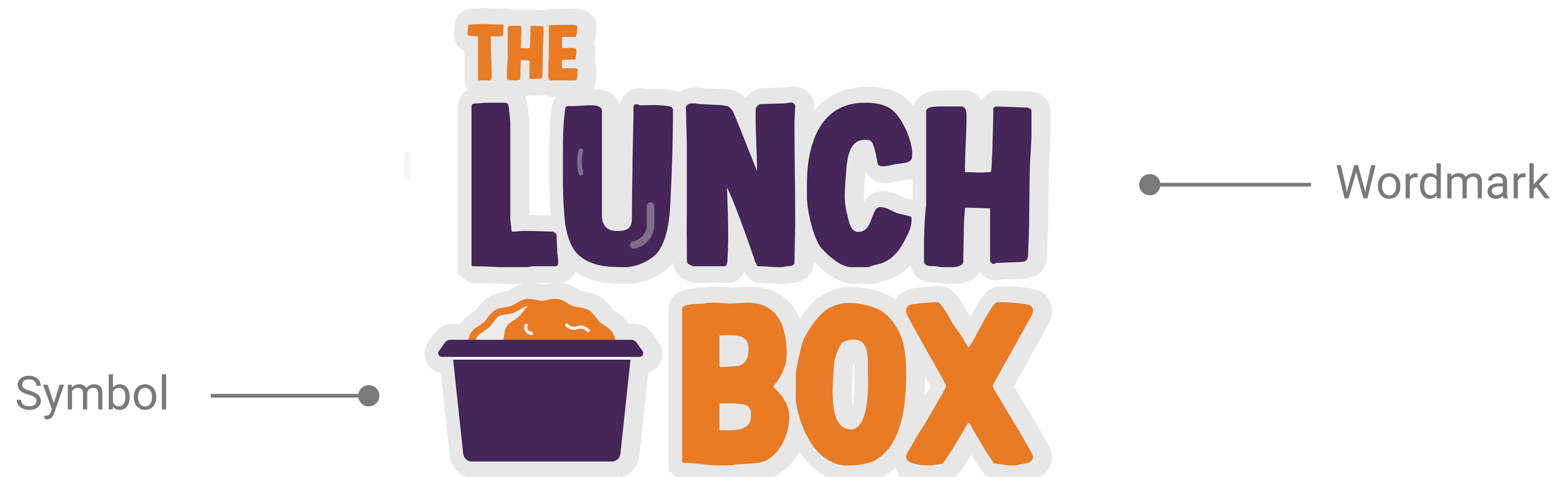


LOGO



The primary logo comprises wordmark and a symbol.

The name of the Brand Lunch Box is a wordmark designed with neat and clean text. The symbol is aligned to the left of the wordmark and resembles a lunch box that attempts to qualify the brand communication.

BRAND COLOURS



Purple and orange colours are carefully chosen to represent the core values and brand personality of Lunch Box. The choice of colours for the brand Lunch Box is intentional and strategic, as these colours represent the brand's core values, personality, and commitment to providing high-quality food with fast delivery.

REPRESENTATION OF COLOURS

The purple colour communicates a sense of class and elegance, which sets the brand apart from its competitors. Additionally, the colour purple is believed to evoke a sense of calmness and stability, which is important for a brand that wants to assure its customers of the reliability of its service.

The bright, warm hue of orange, on the other hand, is often associated with energy, excitement, and appetite stimulation. The use of orange helps to reinforce the idea of fast delivery, and draws attention to the brand's commitment to providing quick and convenient service.

MOCKUPS



MOCKUPS



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THANK YOU

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