



Yash Vardhan Rungta

Brand guidelines

Organic Pops | 2025



organic
pops

About Organic Pops

Organic Pops is a wholesome snacking brand that brings the age old goodness of lotus popped seeds (makhana) to today's health conscious world. Rooted in tradition and crafted with care, our snacks are light, crunchy, and full of natural nutrition perfect for mindful eating without guilt.

More than just a snack, Organic Pops is about connection: to nature, with ingredients grown in clean waters; to culture, by reviving a superfood enjoyed for generations; and to people, through moments of sharing and togetherness.

Story

For generations, lotus popped seeds lovingly called makhana have been part of our lives. From bowls shared during family gatherings to light snacks offered during festivals and fasts, they carry with them the taste of tradition and the comfort of home. Each crunchy bite holds a piece of our heritage, a reminder of how food connects us to where we come from.

Organic Pops isn't just a snack, it's a bridge between heritage and today, between nostalgia and new memories. And with every handful shared, the story keeps growing.

Nostalgic Connection

In Indian households, makhana has always found a place—whether as a humble bowl of evening snacks, a light bite shared during family conversations, or as prasad in sacred rituals. It's the food of fasting, yet also the snack of childhood mischief, sneaked from the kitchen jar.



Cultural Connection

Makhana holds a deep cultural connection in India, symbolizing purity and nourishment. For centuries, it has been an essential part of fasting rituals, temple offerings, and festive traditions. Families prepare roasted or sweetened makhana during Navratri, weddings, and religious ceremonies, where it carries both spiritual and nutritional value. Beyond rituals, it has always been a trusted household snack—passed down from grandparents to children, woven into everyday life as a symbol of care, health, and togetherness.



Connection
Through Sharing

Connection
To Tradition

Connection
To The Farmers

Connection
To Health

& Many More
To Form With
The Consumer
Through This
Branding

ICON

Development



The icon for Organic Pops is inspired by the natural burst that happens when lotus seeds are roasted and popped. This simple yet powerful transformation captures the essence of our brand—wholesome, natural, and full of life.



ICON

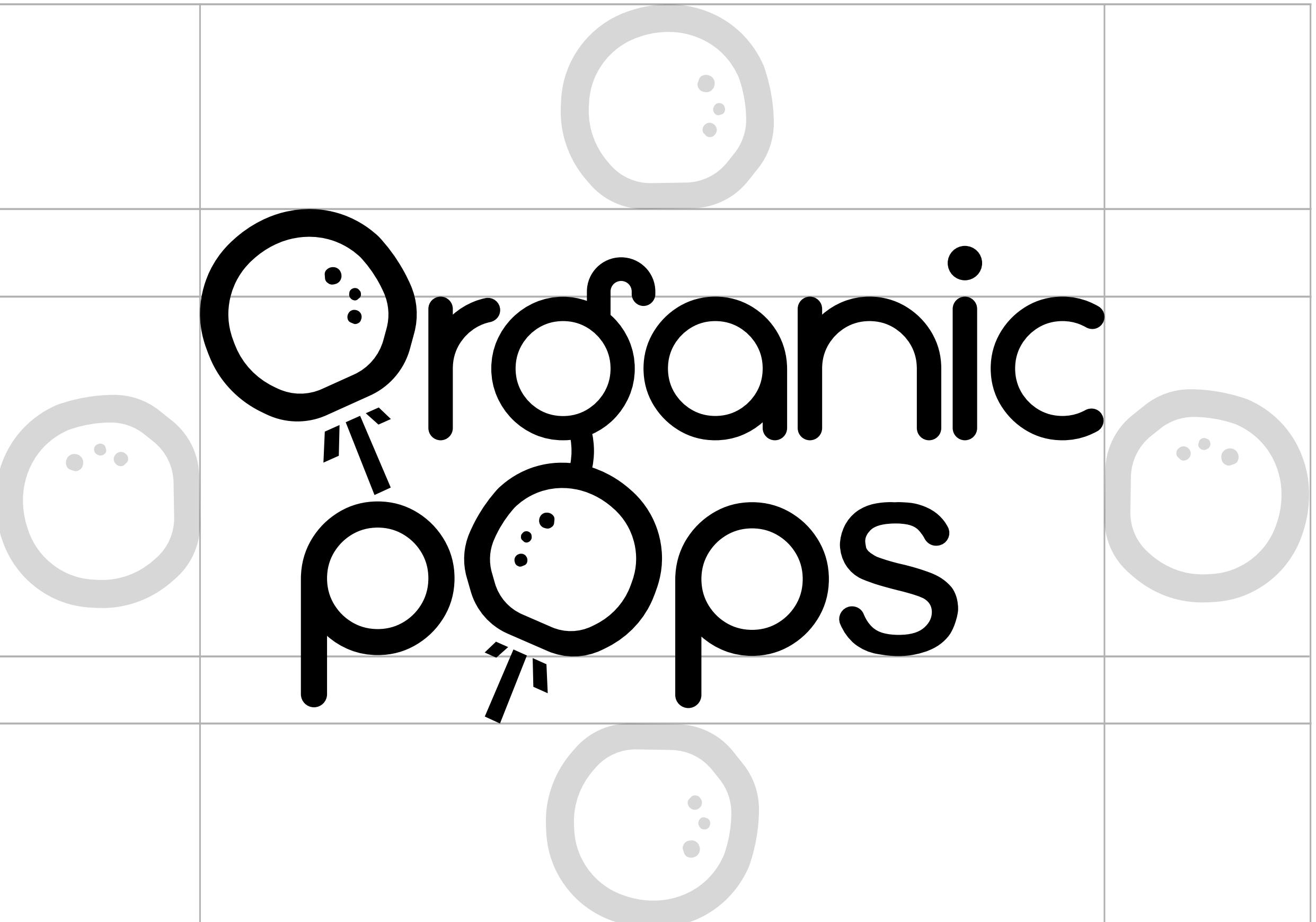
Construction

IX

Organic
pops

Clear Space

To maintain clarity and impact, the Organic Pops logo must always be surrounded by sufficient clear space. The minimum clear space is defined by the height of the “O” in the logo and should be kept free of any text, graphics, or other elements to ensure maximum visibility.



Logo Colors

Our Organic Pops logo must always be used with maximum contrast and clarity. On light backgrounds, the logo should appear in Earthy Green or Makhana Brown. On dark backgrounds, the logo must always be used in white. When placed over photography, the logo may appear in white, but it must remain clear, bold, and legible. The logo should never be applied in any secondary or accent colors outside this system.



Logo Don't's

01 Do not warp,
stretch the logo

02 Do not add a
drop shadow

03 Do not increase
kerning space

04 Do not add
gradient to the logo

05 Do not rotate
the logo

06 Do not add a thick
stroke the logo



Brand Colors

**Earthy
Green**

Hex Code 536038

R 83
G 96
B 56

**Makhana
Brown**

Hex Code 4f0d0d

R 79
G 13
B 13

**Makhana
White**

Hex Code fffae3

R 255
G 250
B 227

**Lotus
Pink**

Hex Code a03365

R 160
G 51
B 101

Secondary Colors

Pond
Blue

Hex Code 3748dd

R 55
G 72
B 221

Blooming
Pink

Hex Code db496c

R 219
G 73
B 108

Royal
Green

Hex Code 0b4900

R 11
G 73
B 0

Forest
Brown

Hex Code 7c380a

R 124
G 56
B 10

Sun
Gold

Hex Code d8bb44

R 216
G 187
B 68

Typography

Font Name
ITC Avant Garde
Gothic Pro

Aq

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o
p q r s t u v w x y s

1 2 3 4 5 6 7 8 9 0

Font Name Krok

Ao

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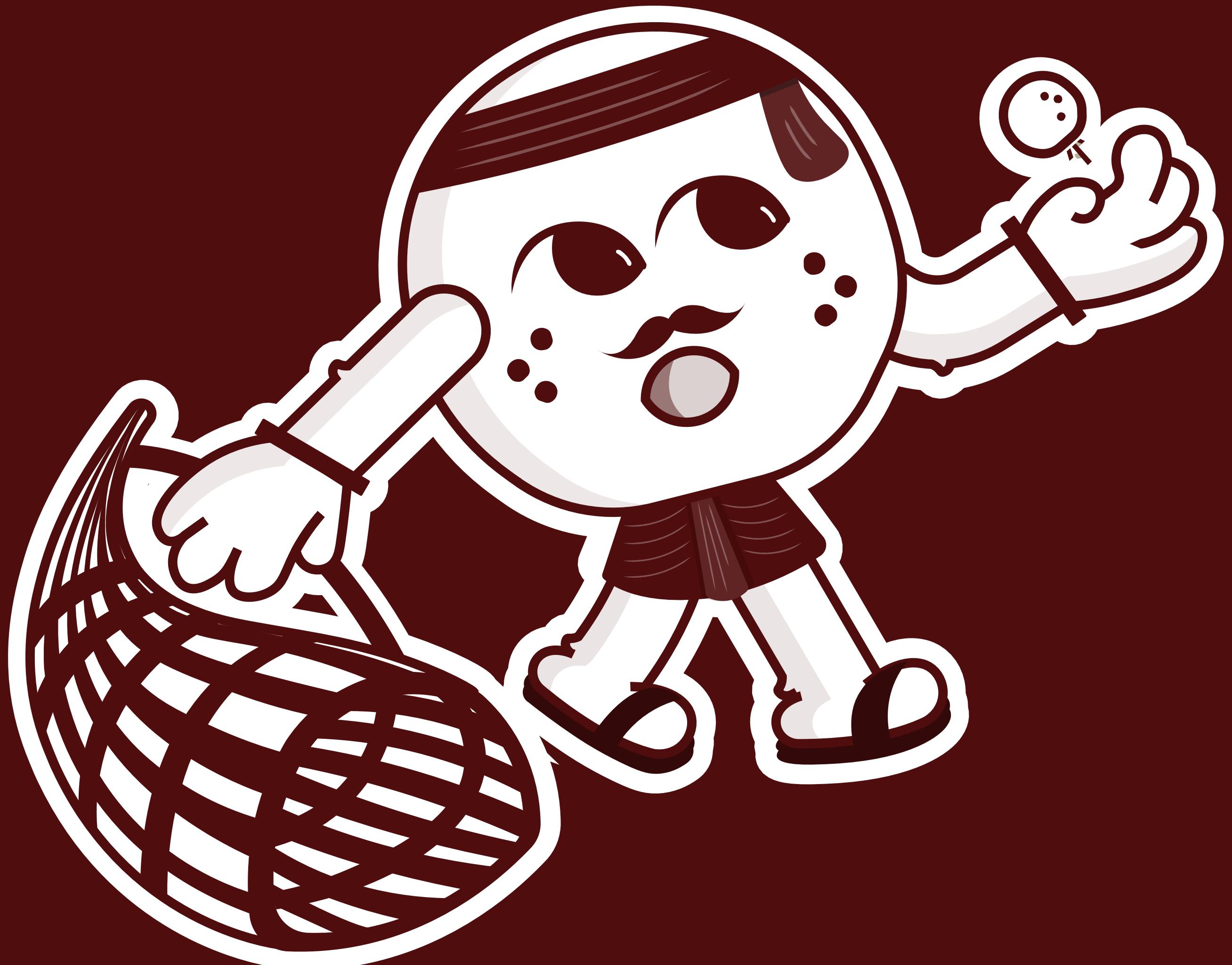
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Meet Poppy

Organic Pop's Mascot

Poppy is the cheerful mascot of Organic Pops, inspired by the Bihari farmers who bring lotus seeds to life. In one hand, he carries the traditional seed collector, and in the other, he holds a single crunchy makhana symbolizing both the humble origin and the wholesome joy of every pop.

His attire reflects authenticity: a towel tied above the knees to move through water, and another wrapped around his head to guard against the sun. Designed with a body that echoes the "O" icon of the Organic Pops logo, Poppy embodies the brand's identity rooted in heritage, shaped by resilience, and full of warmth.

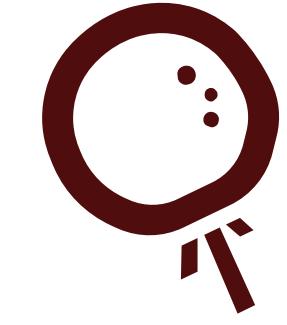


Versatility



Organic
pOps

Organic
pOps



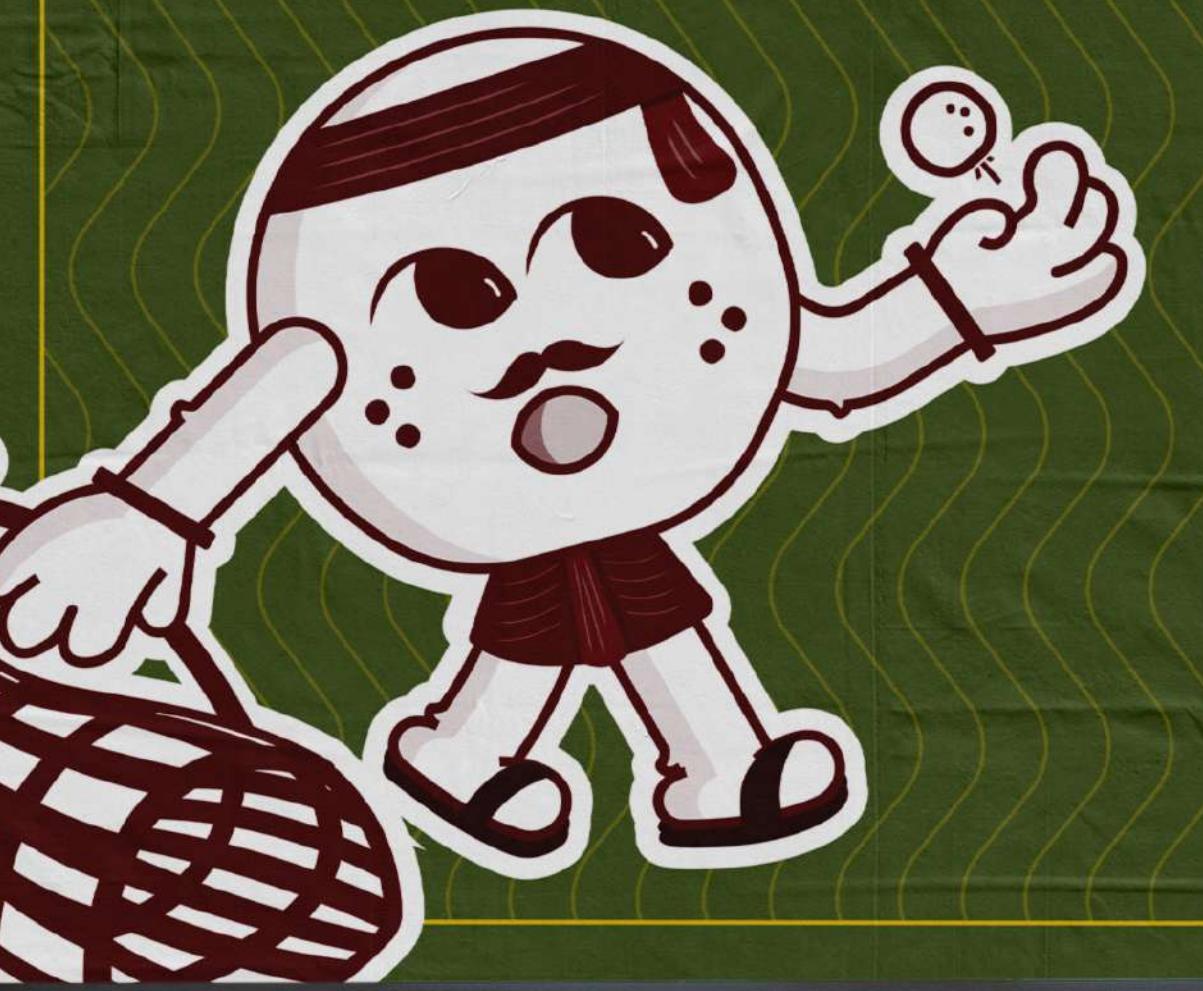
Full Crest

Glyph

Where there's
a crunch, our
logo will pop.



#TOGETHER WE POP



Organic
pops

Click, share, and pop the joy! Capture your snacking moments
together and tag us on Instagram @organicpops

Together We Pop is about fun, laughter, and endless crunch. From late-night chats to road trips, makhana makes every moment lighter and brighter. One pop leads to another—and before you know it, everyone's in on the joy.



9:41

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Organic Pops

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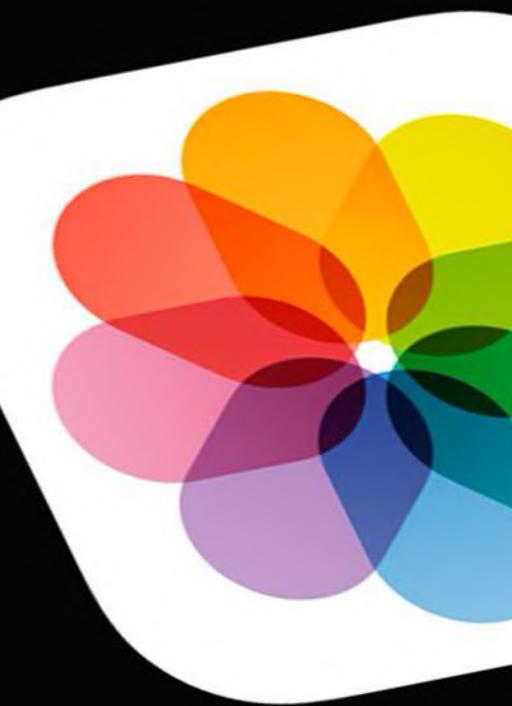
Calendar



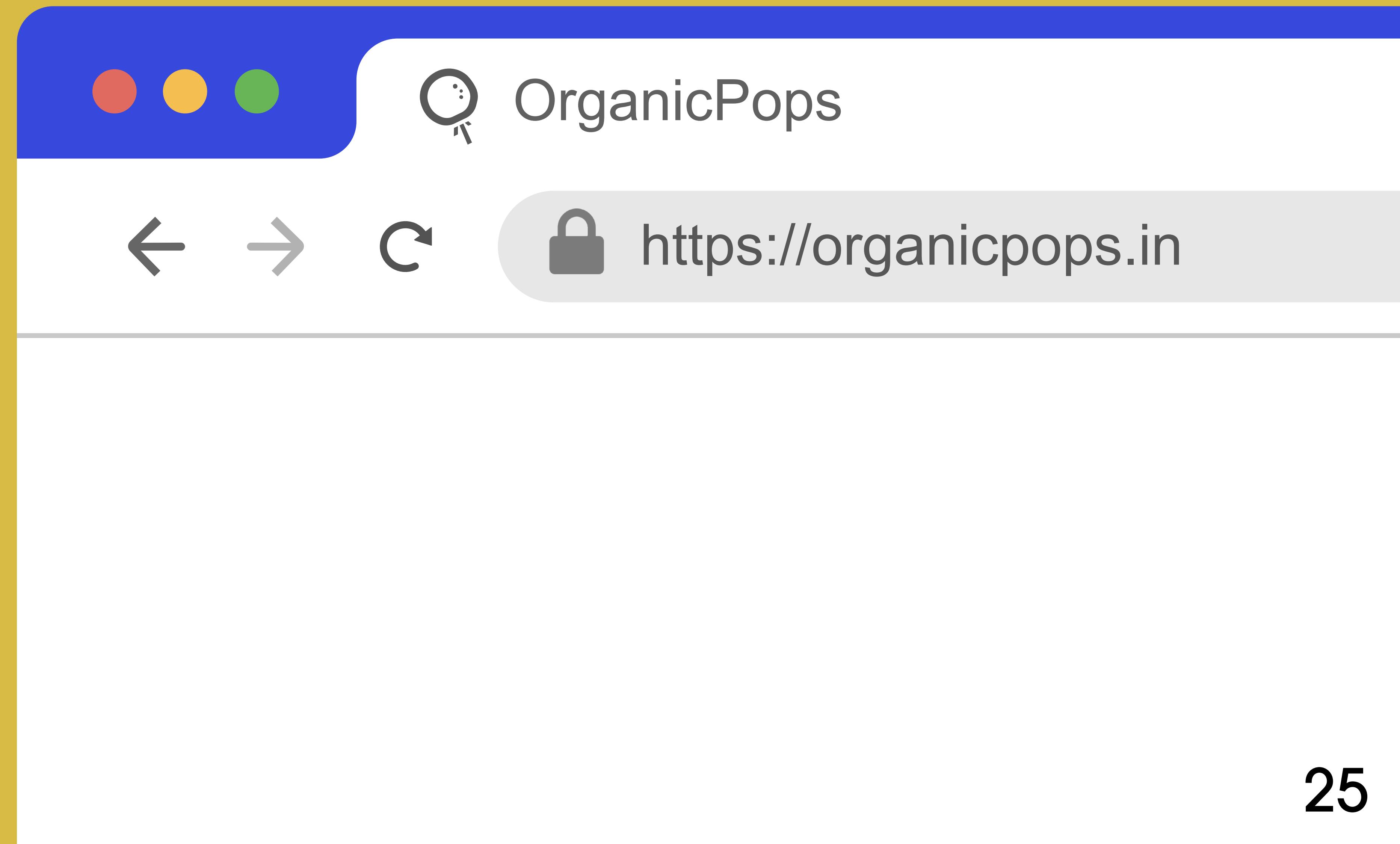
Mail



Notes



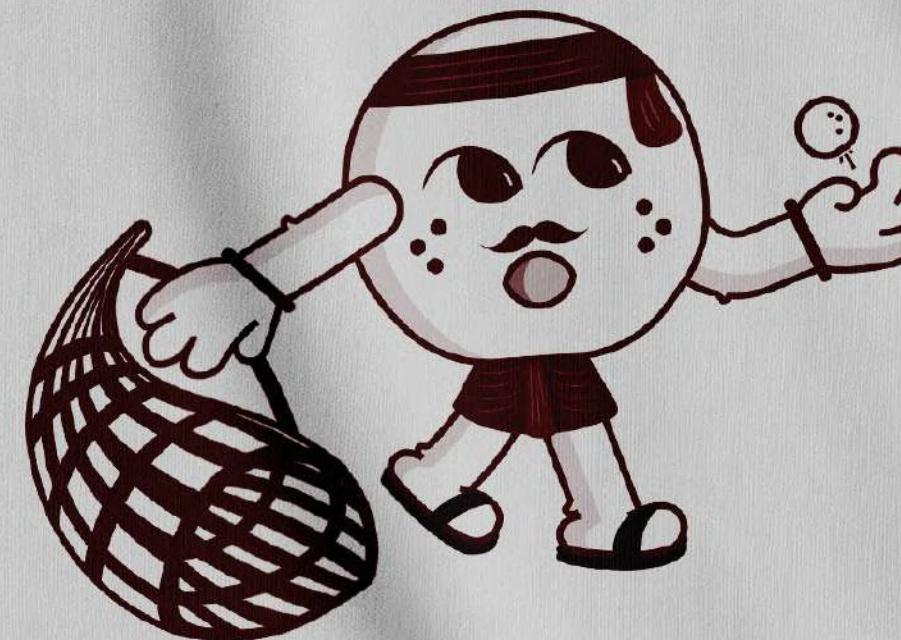
Ph



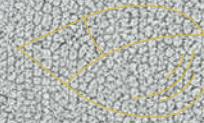
Organic
pops

POP THE HEALTHY WAY

ROASTED IN
OLIVE OIL | ESTB SINCE
2025



Organic
pops





Popped up!
Packaging

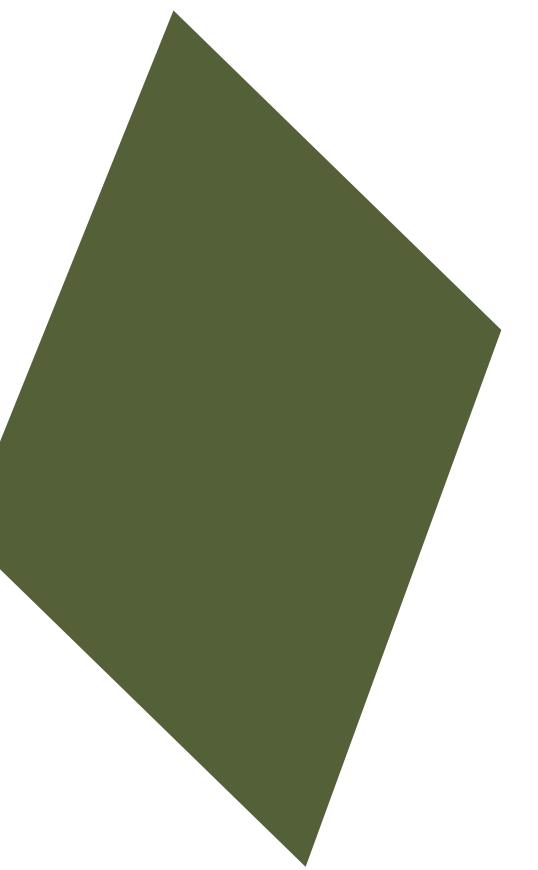
Our packaging mirrors the natural journey of makhana—from lotus ponds kissed by the sun to seeds that bloom into pops. Every pack carries the story of nature, tradition, and nourishment within.



Promotional Ideas

Instagram & Reels

Share engaging content around health, culture, and the joy of popping together.



Blinkit Tester Giveaways

Drive trial and awareness by reaching snackers directly.

YouTube Storytelling

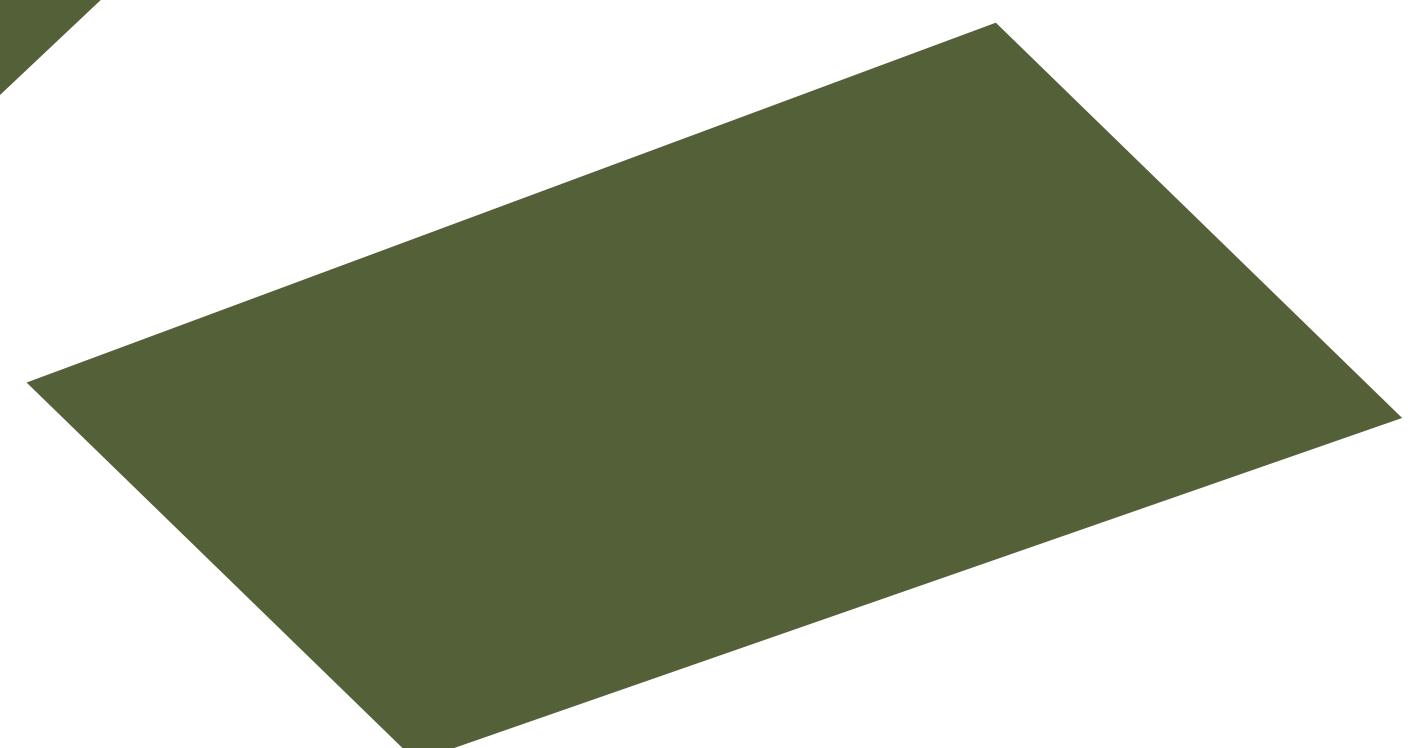
Document the natural process of makhana making and its heritage.

Airport & Govt. Gift Shops

Position Organic Pops as a cultural superfood for travelers and tourists.

Festival Campaigns

Build hype during Navratri, Diwali, and other festivals with limited-edition packs and cultural storytelling..



Social Media



Instagram Posts

By using the silhouette of our iconic 'O' to mask images, we create a cohesive and instantly recognizable brand identity. This visual storytelling not only explains our packaging inspiration in a simple, striking way but also highlights Organic Pops' detail-driven approach making every post both engaging and memorable.



Festive Special



Organic pops

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