



CHOP
PLUG



CHOPPLUG – VISUAL IDENTITY

Brand Overview

Name: ChopPug

Slogan: Where Hunger Meets Fire

Sector: Quick-service street food
(grilled items, noodles, pasta)

Target Audience:

Urban Nigerians (ages 16-45)
Student
Market commuters
Working-class food lovers

Design Goals:

- Bold + Modern + Local
- Streetwise energy with professional finish
- Works well offline (stalls, flyers, packaging) and online (IG, WhatsApp, Facebook)

Deliverables:

- Logo System – Full color, B&W, and

icon-only versions

- Color palette – Red, Dark green, brown
- Typography- Bold and not too playful

Social Media Assets:

- *Instagram/Facebook profile picture (logo icon format)
- *Cover banner or promotional template

Offline Brand Collateral Designs:

- *Menu flyer (A5 size, 2-column layout)
- *Table/canopy banner (suggested width 1.5m)
- *T-shirt mockup (logo front, slogan back)
- *Food packaging label or sticker (round or rectangular)

Style Direction:

- *Street-smart but clean
- *Slightly gritty but approachable
- *Grill/fire themes

Target Audience (ages 16-45)



College Student
↑



High Institution



Working Class →



Market Commuters
↓

Brand - Logo

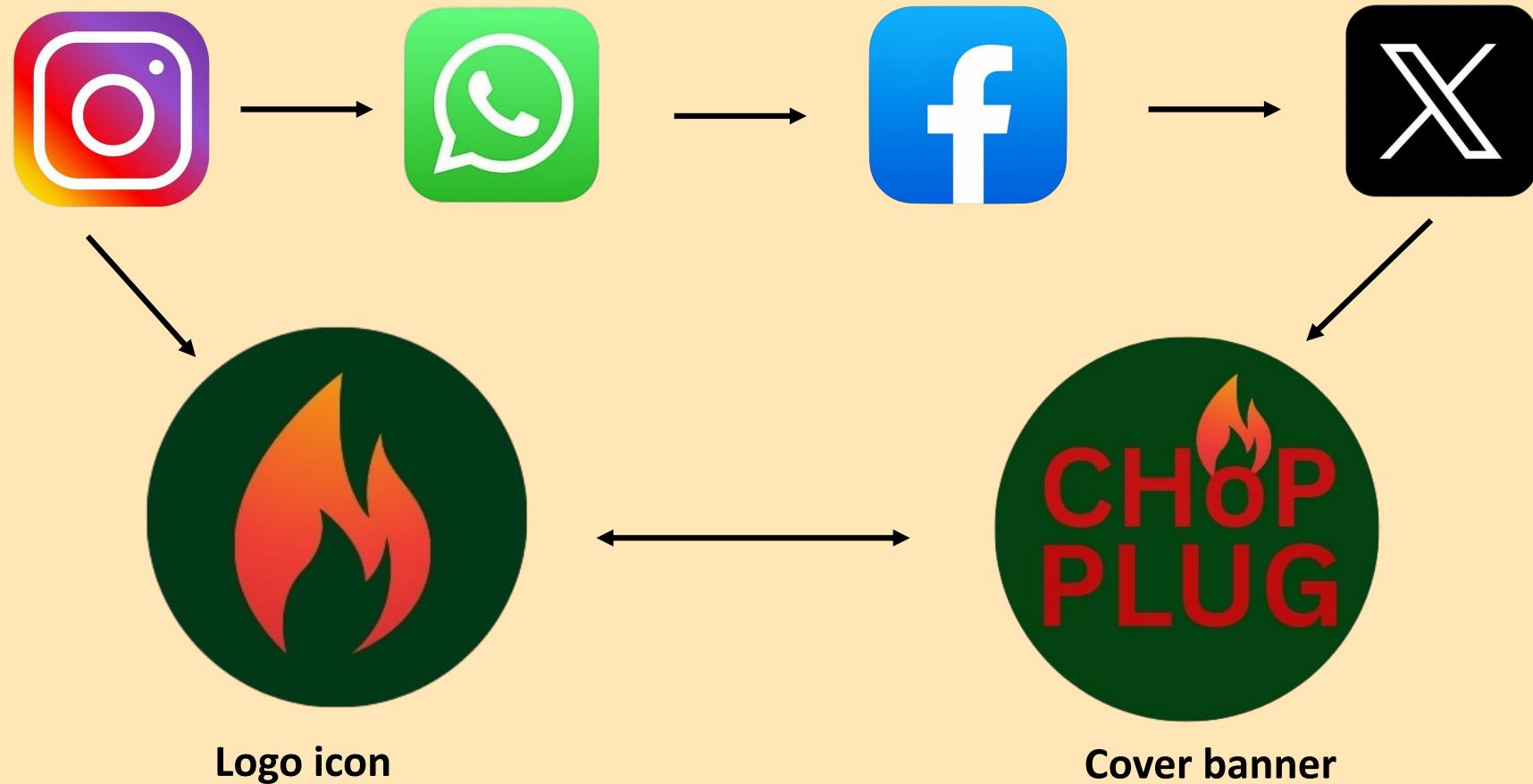


Offline Logo



Online Logo

Online/Social Media Assets



Offline Brand Collateral Designs



T-shirt & Cap



Canopy

Offline Brand Collateral Designs



Canopy banner



Menu flyer

Offline Brand Collateral Designs



Food packaging



Sticker

