





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

Working Class



High Institution

Market Commuters



Brand - Logo

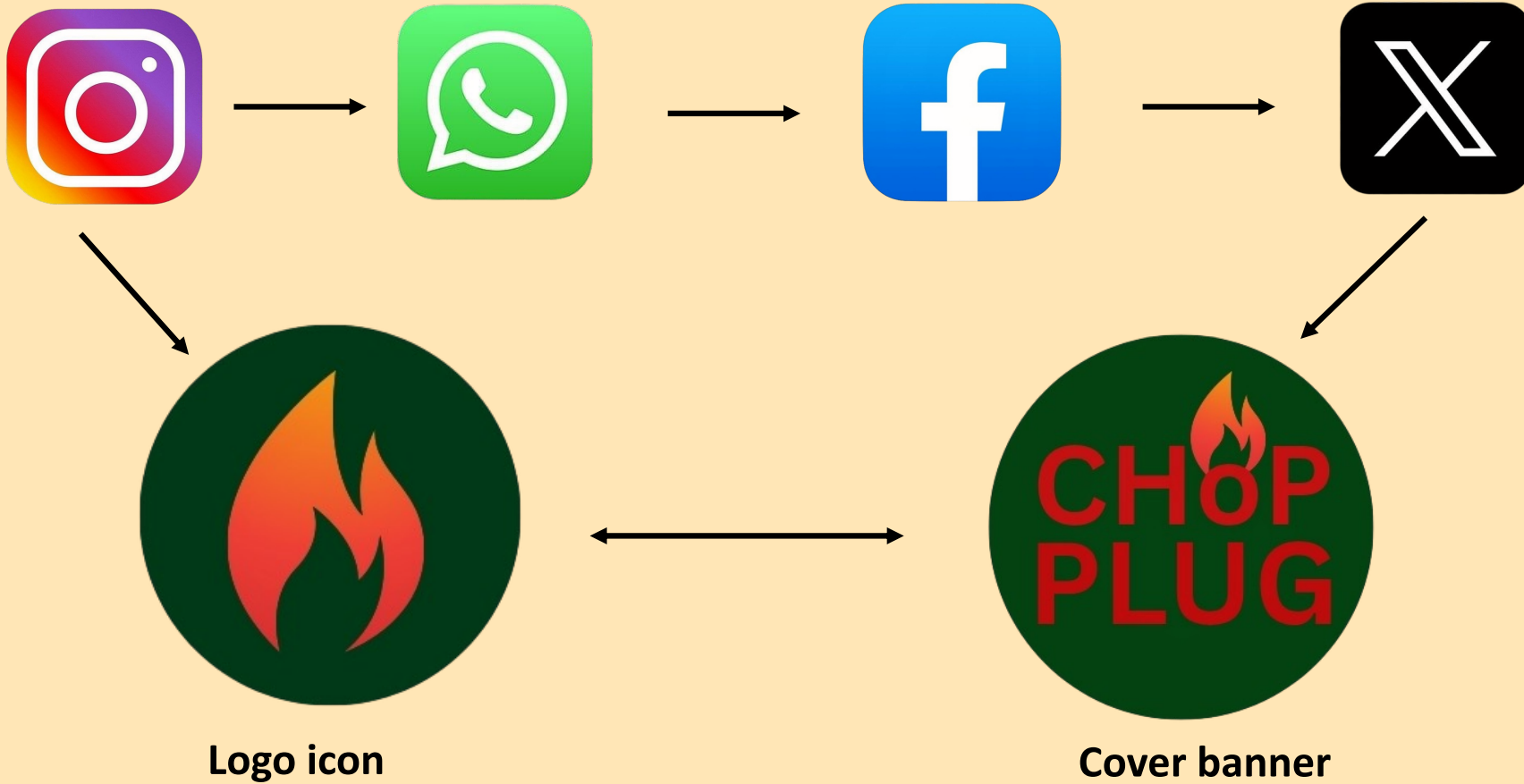


Offline Logo



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



THANK YOU..