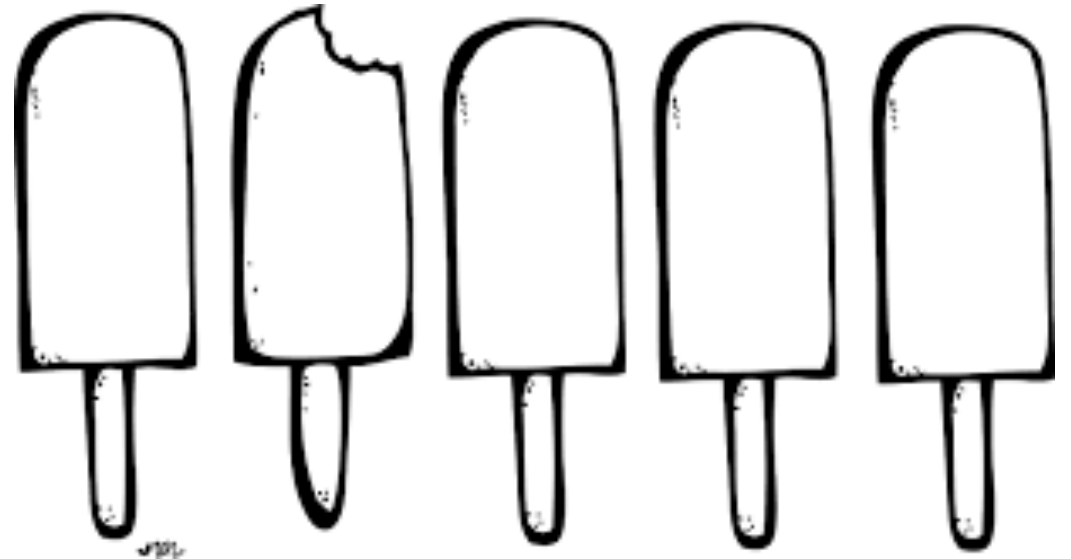


# **Popsicle Identity Brief**

# Concept

- I am planning to open a popsicles business, selling from a cart on the beach
- I want to create a visual identity for the business
- I need
  - Visual Identity for the cart/ and the product packaging
  - Logo
  - Brand Name



# Personality



Creative



Tasty



Playful

# Target group

- Everyone loves Popsicles, but our main target group is 24-40 years old - male and female
- They like to eat Gourmet
- They enjoy new experiences, creative products
- They appreciate natural and healthy, but allow themselves to cheat every now and then
- They are on social media - they like to share
- They are cool and trendy





# Target Group



# Target Group



**Product**  
**-for illustration purposes**









LE ZOE MUSINGS



















# **The Cart**



# The Cart

- We will sell our popsicles in a similar cart
- We will apply the branding on it

