

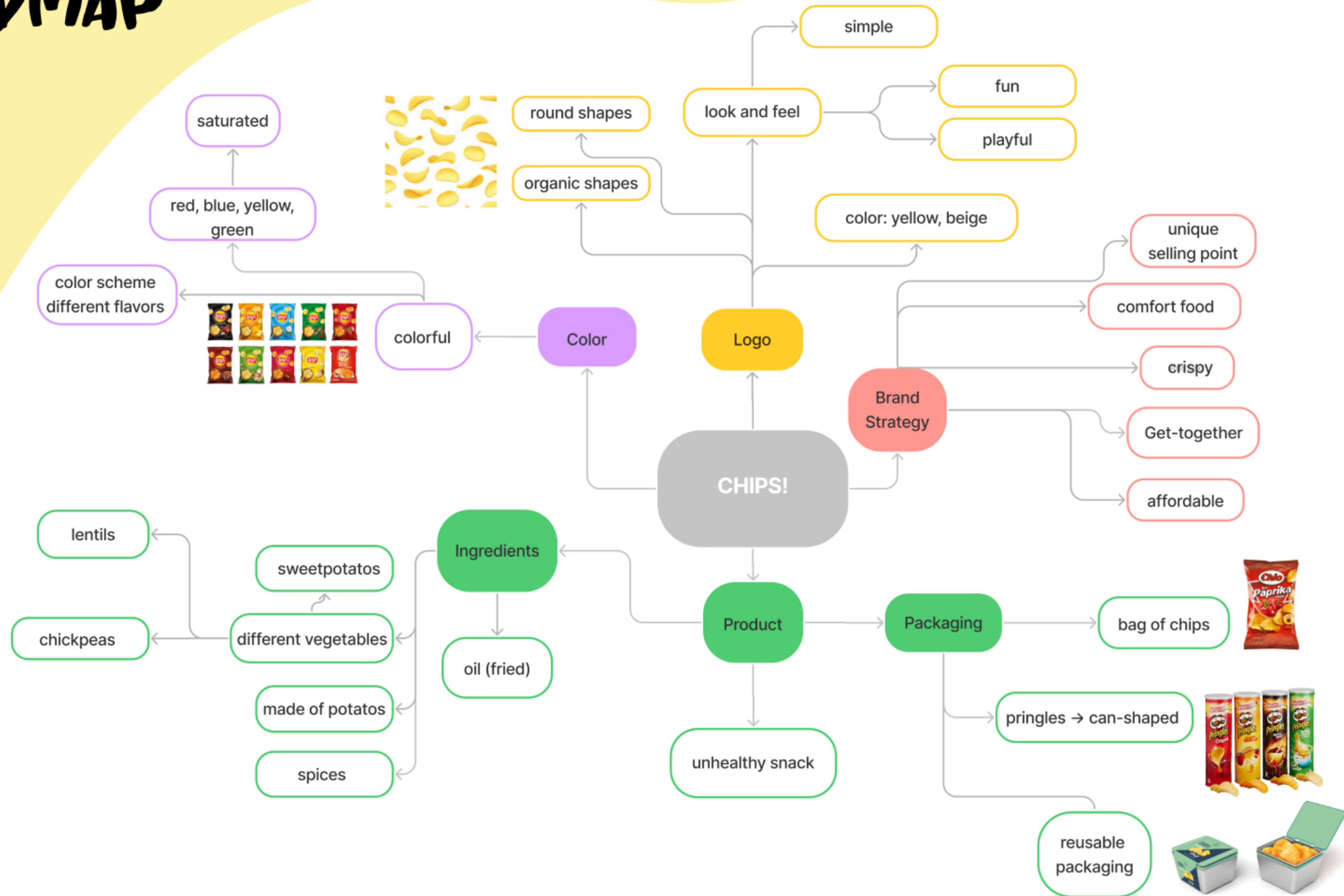
PICTO OR LOGO?

INTERCULTURAL DESIGN WORKSHOP 2022


PIKCHIPS

Team B5 • Winni, Nuurin, Rica, Josephine

MINDMAP



MOODBOARD

Colorful >> tasty

Chips series

Friends get together



TARGET GROUP

RELAXED - FRIENDLY - YOUTHFUL - SOCIAL - WARM



Name Naura

Age 16

Profession High school student

Relationship with the product has a habit of snacking while working on school work, interest piqued by the colorful packaging



Name Siti Maemunah

Age 29

Profession Office worker

Relationship with the product likes to eat snacks while watching tv shows or while hanging out with friends



Name Andreas Mayer

Age 25

Profession College student

Relationship with the product likes to hang out with his colleagues after soccer practice, watching sports and eating snacks

BRANDING STORY

THE BEST CHOICE OF CHIPS.

Are you planning on having a relaxing movie night with your friends or just a delightful evening by yourself?
Then our pikchips must not be missed.

Pick pikchips, because it's simply the best choice for chips!

LOGO DEVELOPMENT

Brandname

Keripik (English/German word for chips)

Pik (short version of Keripik)

>> Pikchips



Pikchips

using the shape of chips:

- as a dot on the i
- the space of the p
- as the letter c



Without Circle border



playful, curved and organic letters

pikchips

rounded letters

pik chips

pik → pic



pik chips

pik chips

pik chips

= dot on the 'i'



USE as a mask

pik chips

pik chips

pik chips

friends, together



with chips



pik chips

LOGO DEVELOPMENT

Varied outlines of the letters symbolize the natural shapes of chips

Good readability, picking black as the main color design for the letters



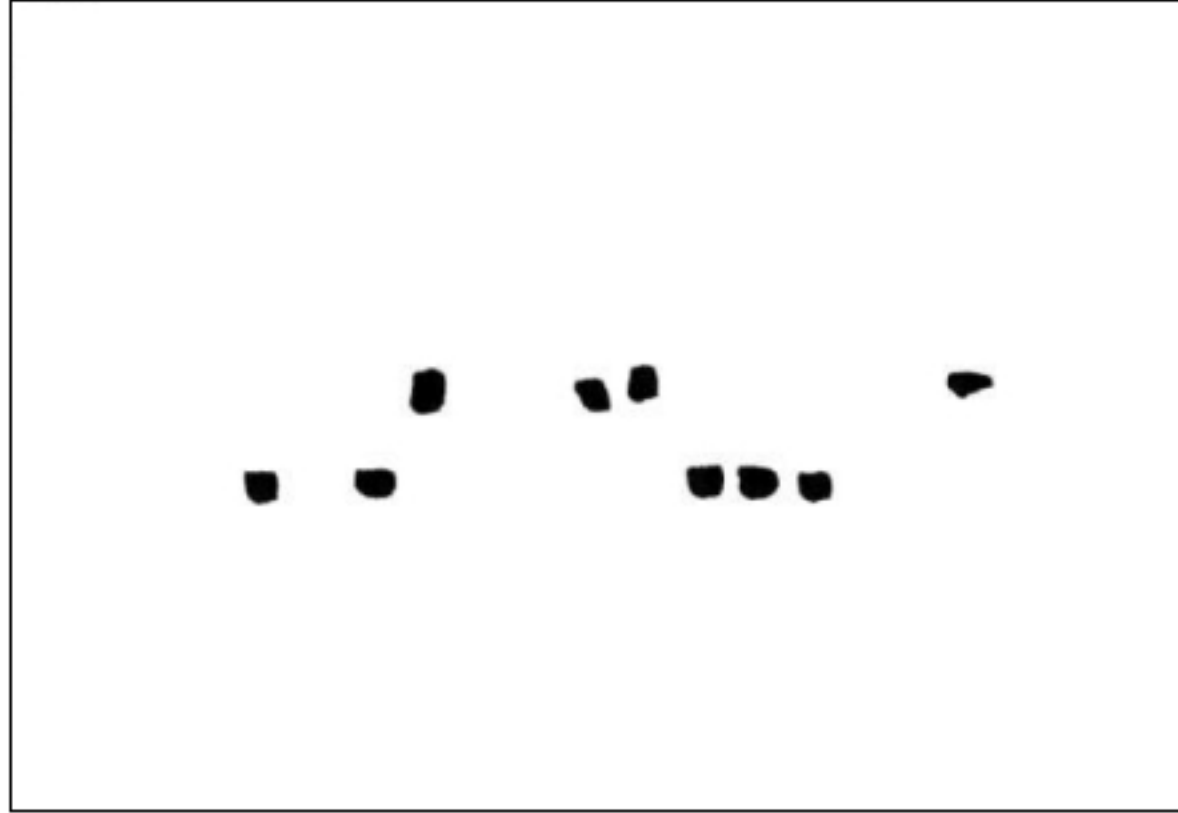
"Chicken Crispy" by Khurasan

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
1 2 3 4 5 6 7 8 9 0



LOGO ANIMATION

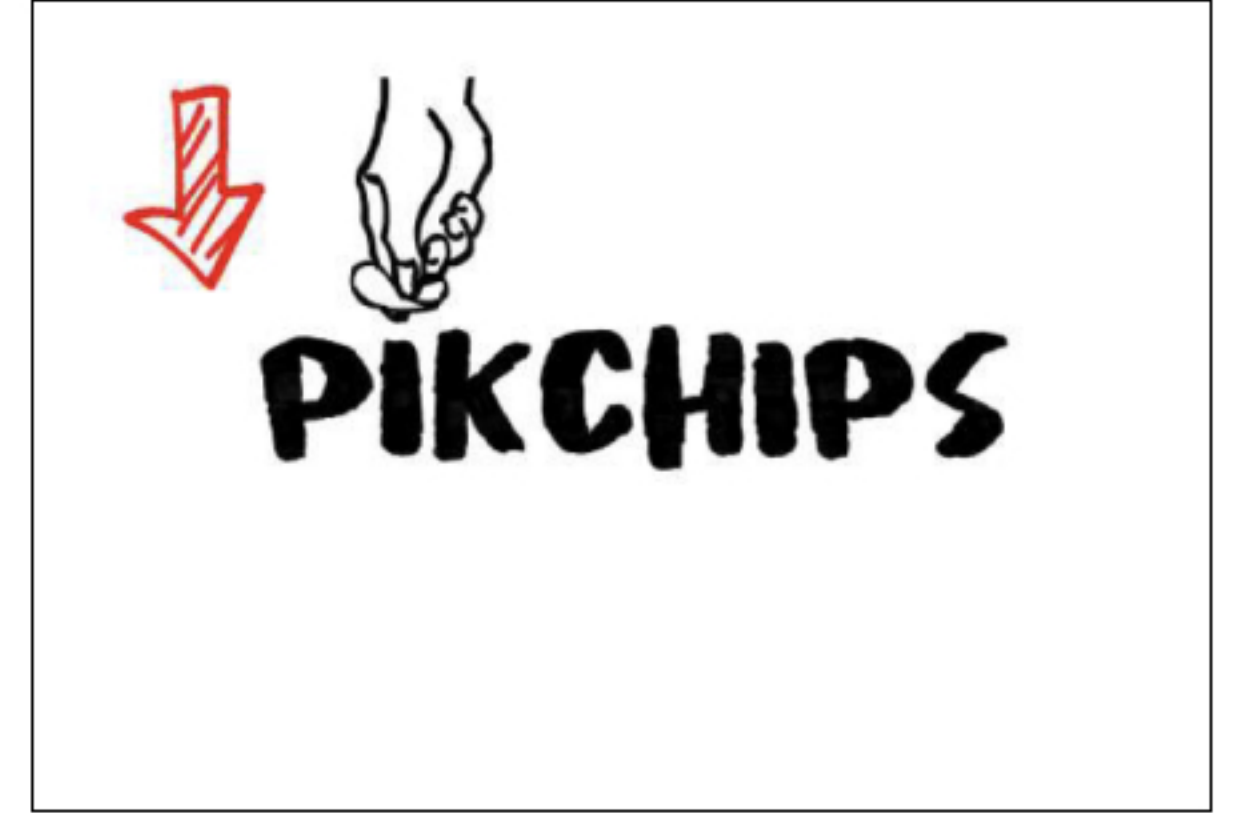
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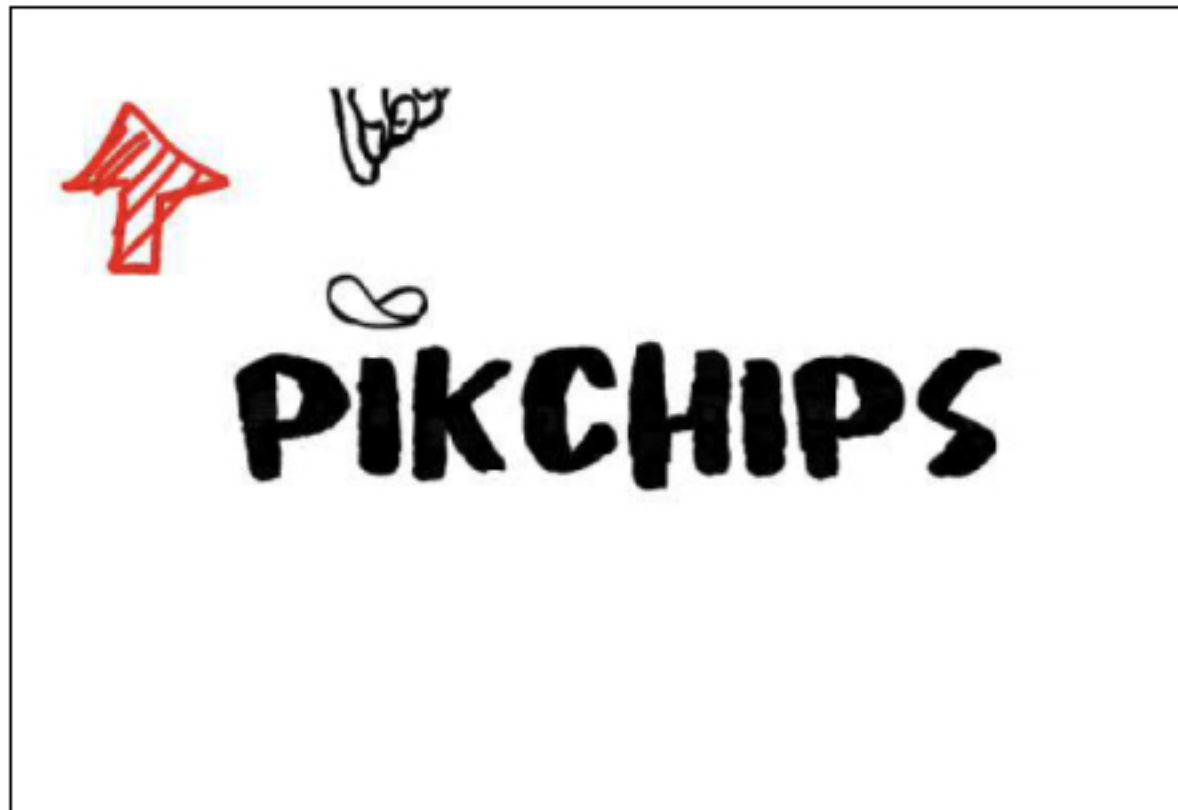
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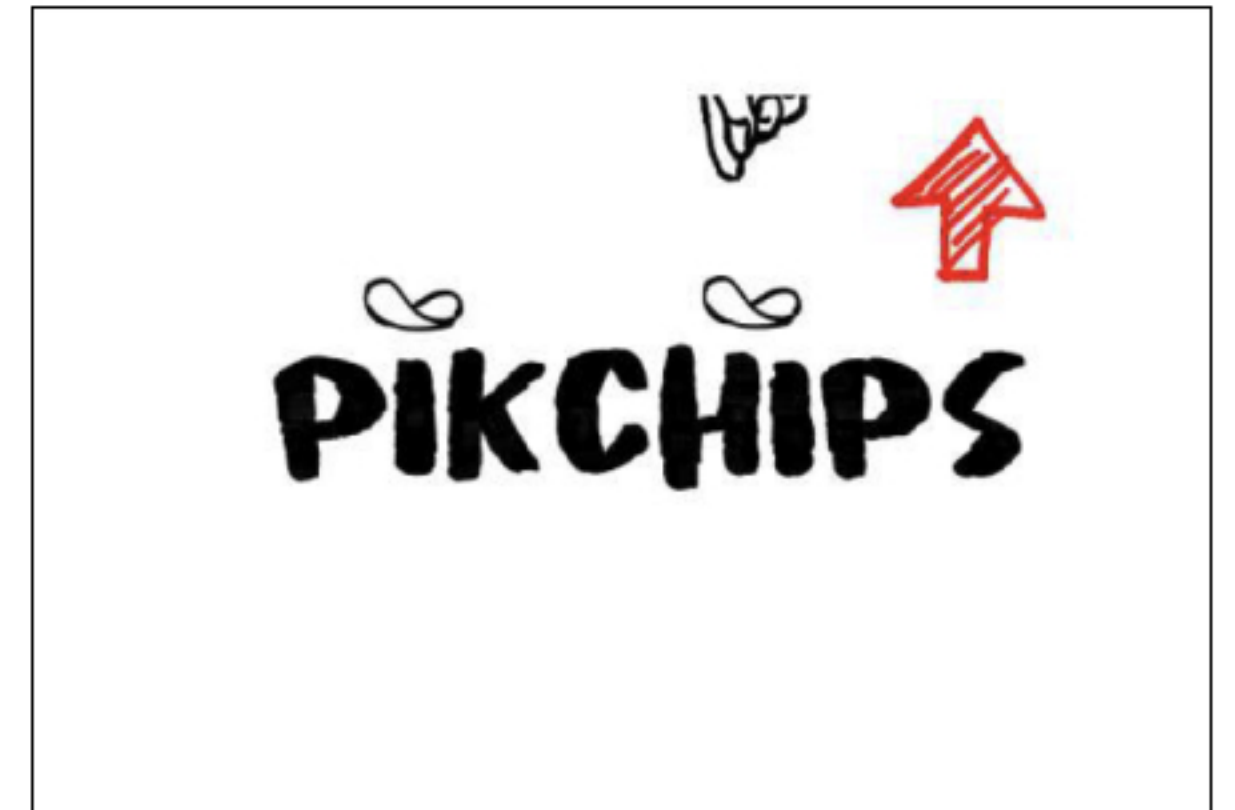
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5



6



PACKAGING DESIGN

Focus is on the logo

Three different tastes (pepper, salt, sour cream)

Creation of four different shapes of chips



MARKETING STRATEGY

Universal design for an advertising poster campaign

Stickers for different marketing purposes, implementing the illustrations to emphasize the logo



MARKETING STRATEGY

Playful character of the brand

Value of recognition in each design

