Packaging and brand applications

Design concepts for Yogurt Lalaland

Yogurt Lalaland

Cups, takeaway packs, bags, service items and retail communication



Three coordinated design treatments

One identity across everyday customer touchpoints



Cream signature

Full badge on a cream base. A purple edge keeps the packaging clear and recognizable.



Pastel waves

Cream with the original pink, mint and lavender waves. Use on larger printed surfaces.



Purple signature

White wordmark on purple. Suitable for a stronger shelf presence or a limited print range.

Frozen yogurt cups

Small, medium and large formats with coordinated lids and spoons

Cream badge and pastel-wave treatments.

Purple provides a third color option.

Supplier to confirm cup capacities and lid fit.



Churros packaging

Sleeves, trays, takeaway boxes and sauce cups

Sleeves for individual servings.

Trays and boxes for sharing or takeaway.

Confirm board and liner specifications with the supplier.



Paper and plastic carrier bags

Three paper treatments and three flexible carrier options

Paper bags use twisted handles.

Plastic bags use a die-cut handle.

Match bag size to the actual takeaway order.



Tissue and service accessories

Napkins, food wrap, spoon sleeves and stickers

A small purple mark suits one-color tissue printing.

The swirl pattern works on liners and wrap.

Stickers connect plain stock packaging to the brand.



Caps and aprons

Cream, pink and purple uniform accessories

Use the swirl for compact embroidery.

Use the wordmark on a larger apron chest.

Review a physical embroidery sample before ordering.



Printed retail materials

Menu sheets, takeaway leaflets, cards and counter displays

Keep the menu hierarchy clear.

Use a consistent logo and pastel footer.

Menu wording is illustrative. Final products and prices need confirmation.



TV menu presentation

A widescreen menu concept for the kiosk

Three main categories keep the screen readable.

Use real product photography in the final artwork.

Final menu and prices remain to be set.



Standalone kiosk signage

Raised lettering and a separate swirl create an open sign

The swirl sits to the left of the two-line wordmark.

Pink and purple faces carry the identity.

Background-free concept image.



Signage on the kiosk

A realistic view of the proposed sign in a mall setting

Use the long fascia for the main identity.

Keep the counter and menu screens visually quieter.

Kiosk and sign proportions are conceptual.



Production handoff

The selected concept needs a supplier proof before manufacture

Packaging	Confirm capacities, dimensions, stock, coating, closure and print process.
Brand artwork	Use the supplied vector masters for final print and fabrication files.
Menus and print	Confirm product names, pricing, contact details and any required information.
Signage	Confirm the fascia size, letter depth, fixing method and lighting with the fabricator.
Proofs	Review color, small lettering, logo placement and material samples before production.

All mockups are design concepts. They do not establish approved dimensions, materials or fabrication drawings.