

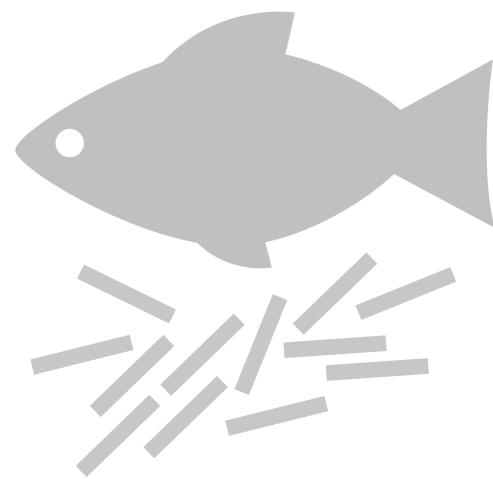
The Brief

Create a new online retail brand for an ordinary, everyday product or business.

The Idea

An app based network of the best chipshops in Britain, with a Deliveroo, Uber Eats style service based solely on bringing you the best in British fish and chips directly to your door.

Logo development







THE
CHIPPY

THE FISH & CHIP SHOP APP

1. Logomark



2. Logotype

THE
CHIPPY
THE FISH & CHIP SHOP APP

Typography

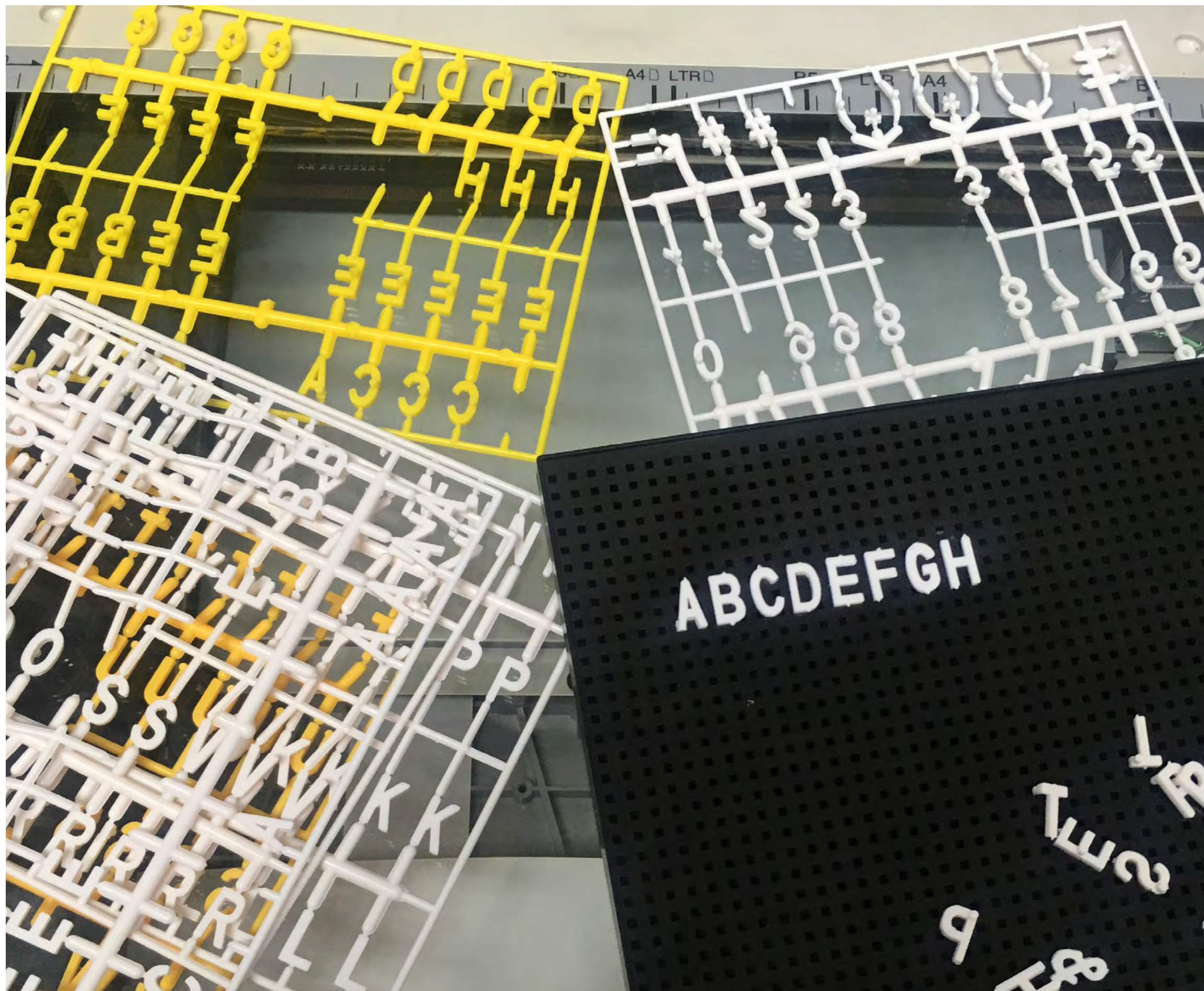
Headline

***DOM BT
DIAGONAL***

Body

News Gothic

Creating the pegboard typography



I wanted to create my own font with the pegboard that could be unique to The Chippy. I thought it could then be applied through the many different applications more easily, then say a photographic approach, as this is a mostly digital brand. However I did experiment with those ideas as can be seen in my research book.

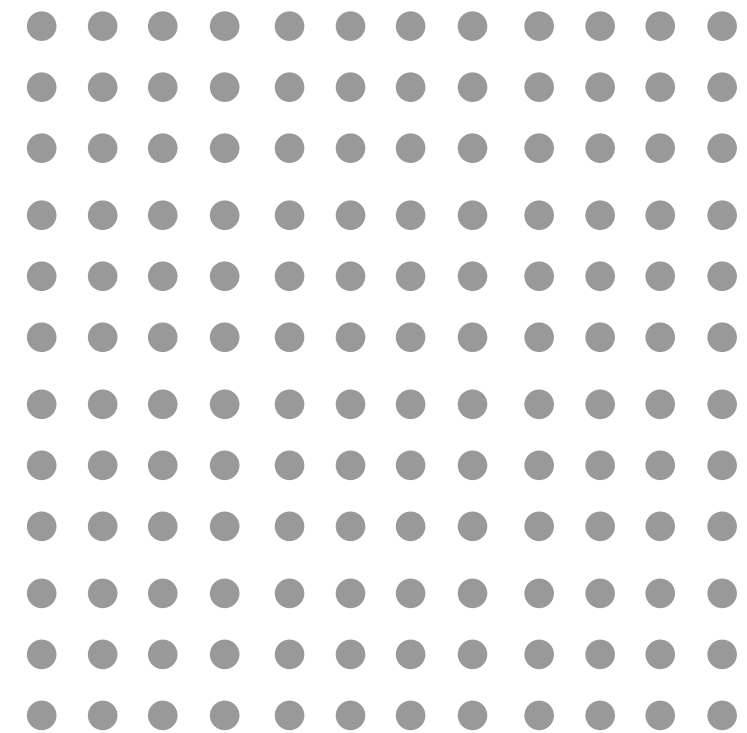
Secondary typography

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

(*) # & ? ! @ - ,

Grid



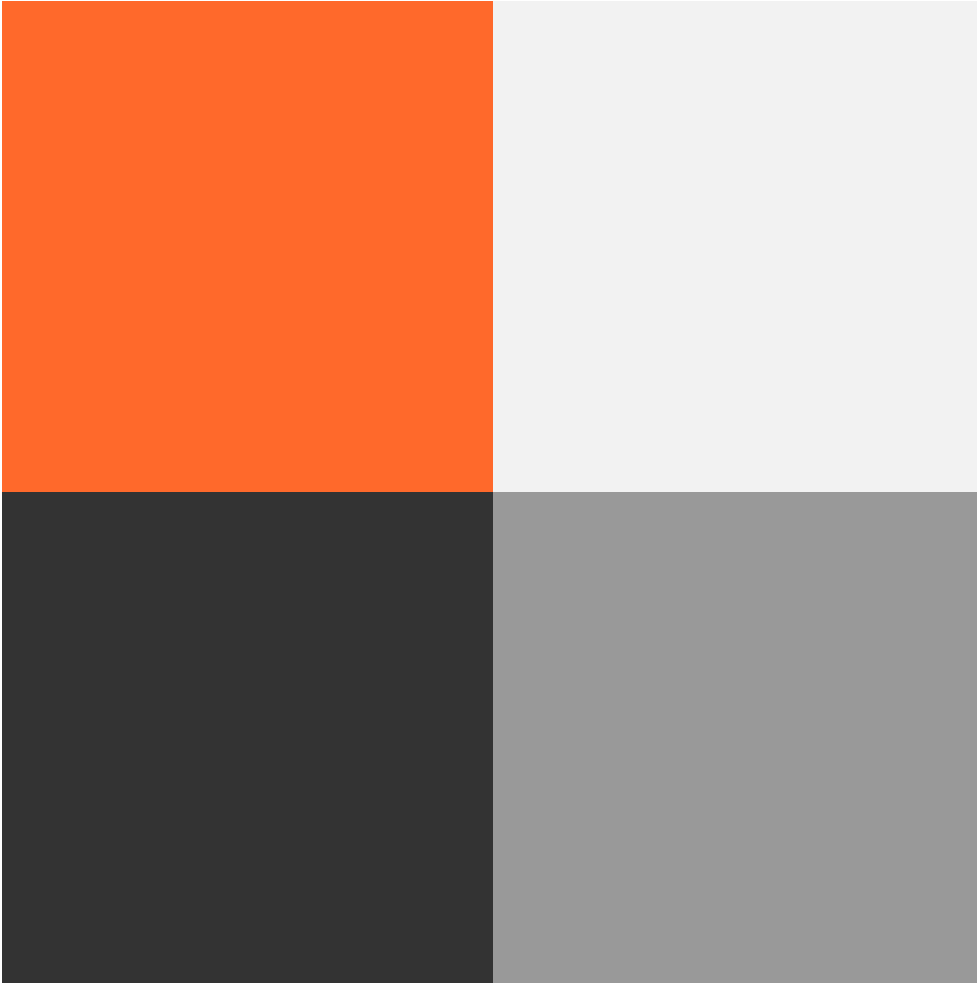
Secondary typography & grid combined

#FISH&CHIPS DELIVERED

#FISH&CHIPS DELIVERED

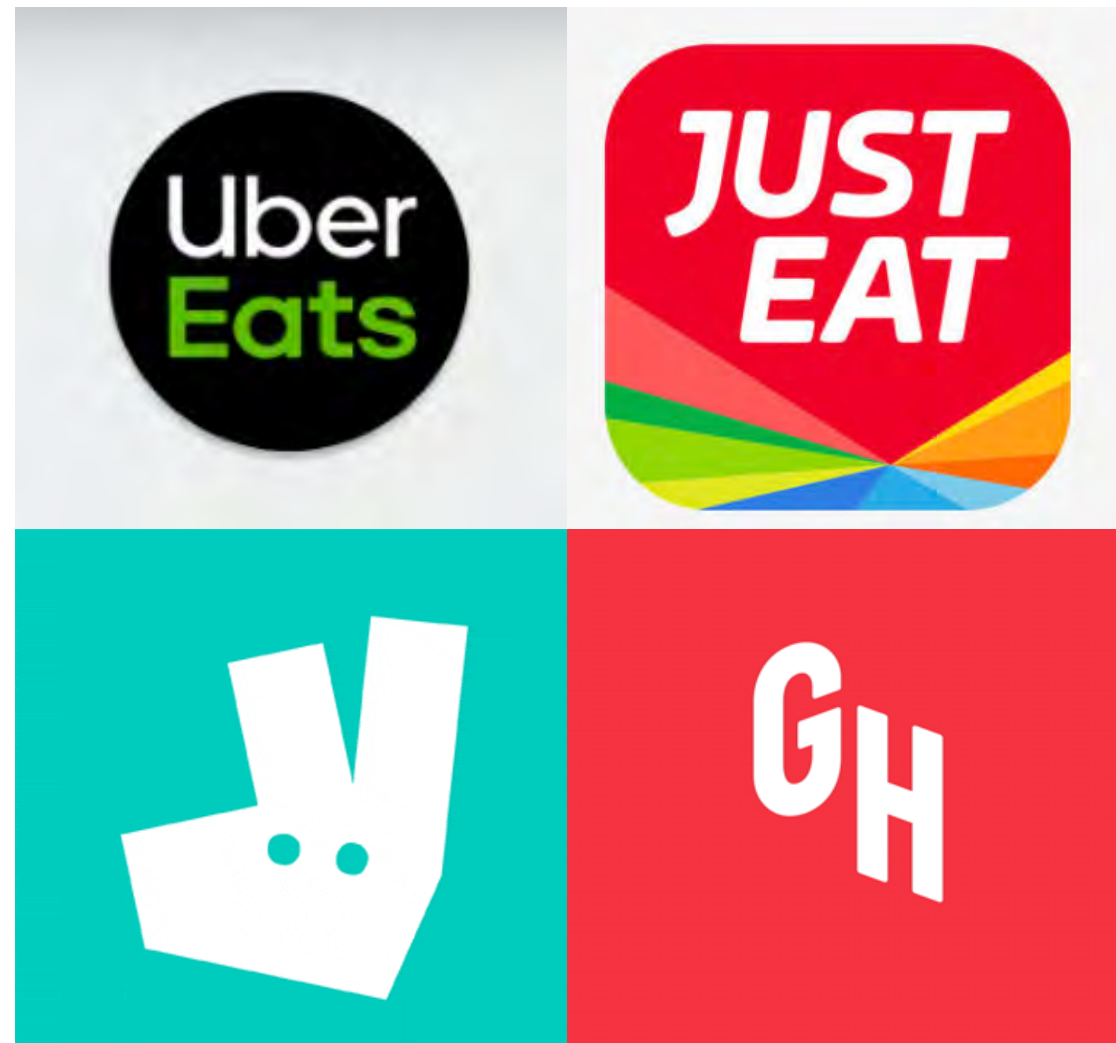
Colour pallete

For the colour palette, the orange is a stylised version of the colour of the fried fish and the greys and blacks come from the newspaper print.

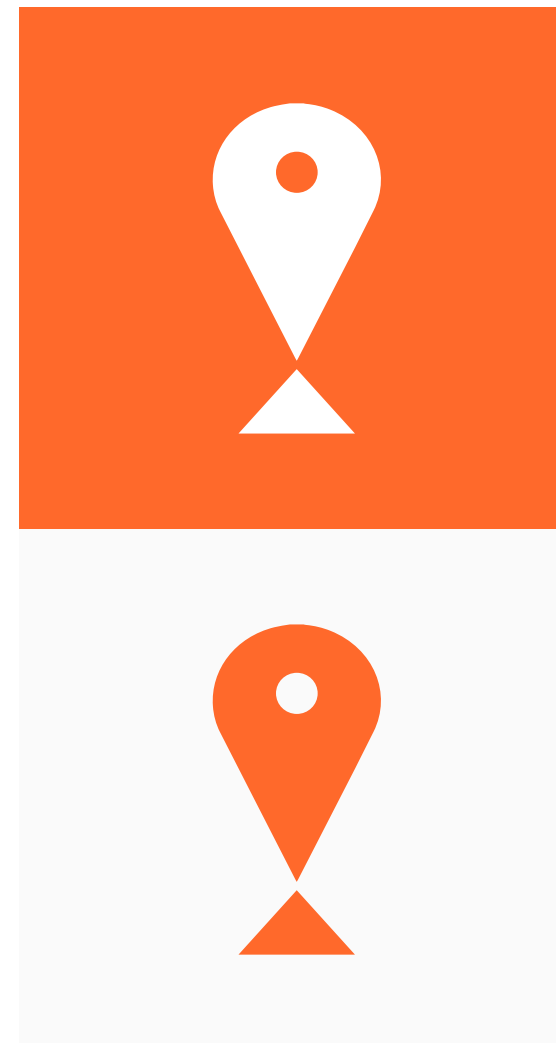


The Chippy needs to stand out from the competition. I wanted a colour (Orange) which is ownable and differentiates from other similar brands and services.

The Competition

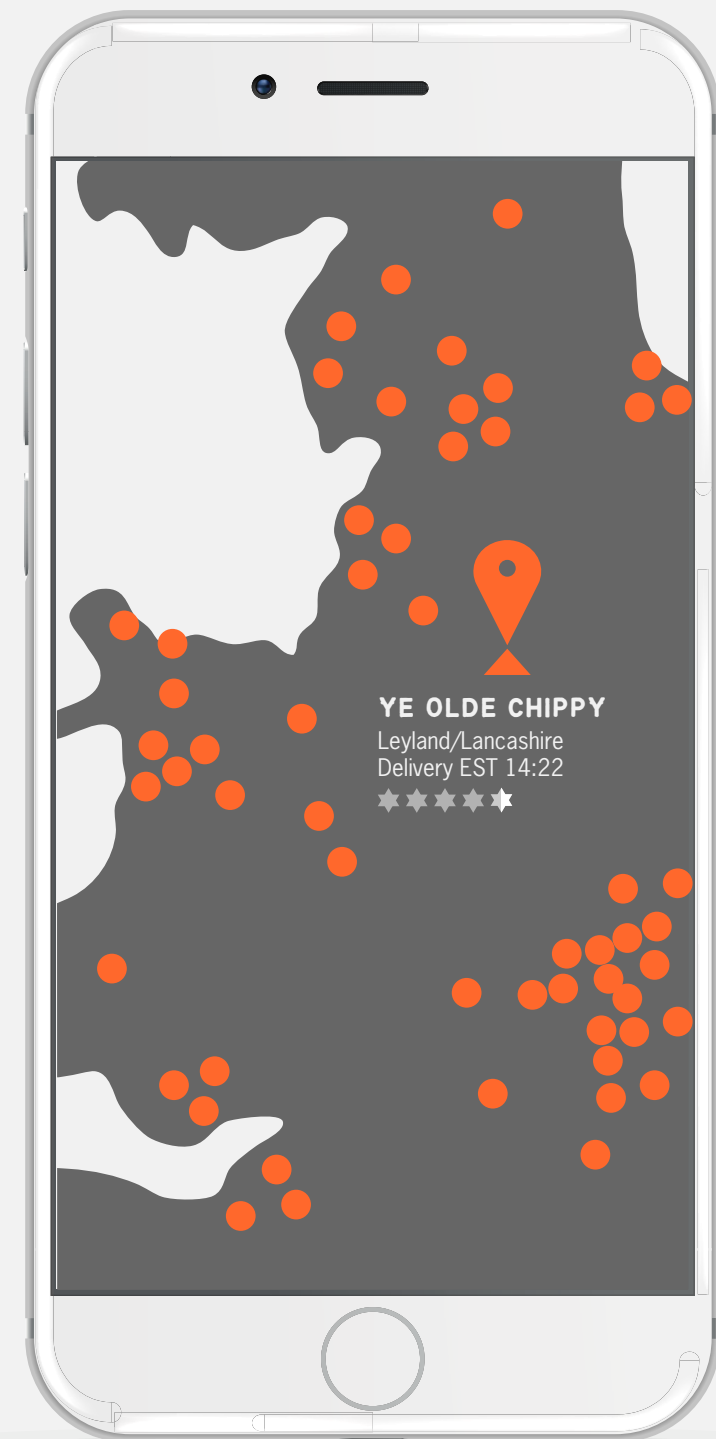
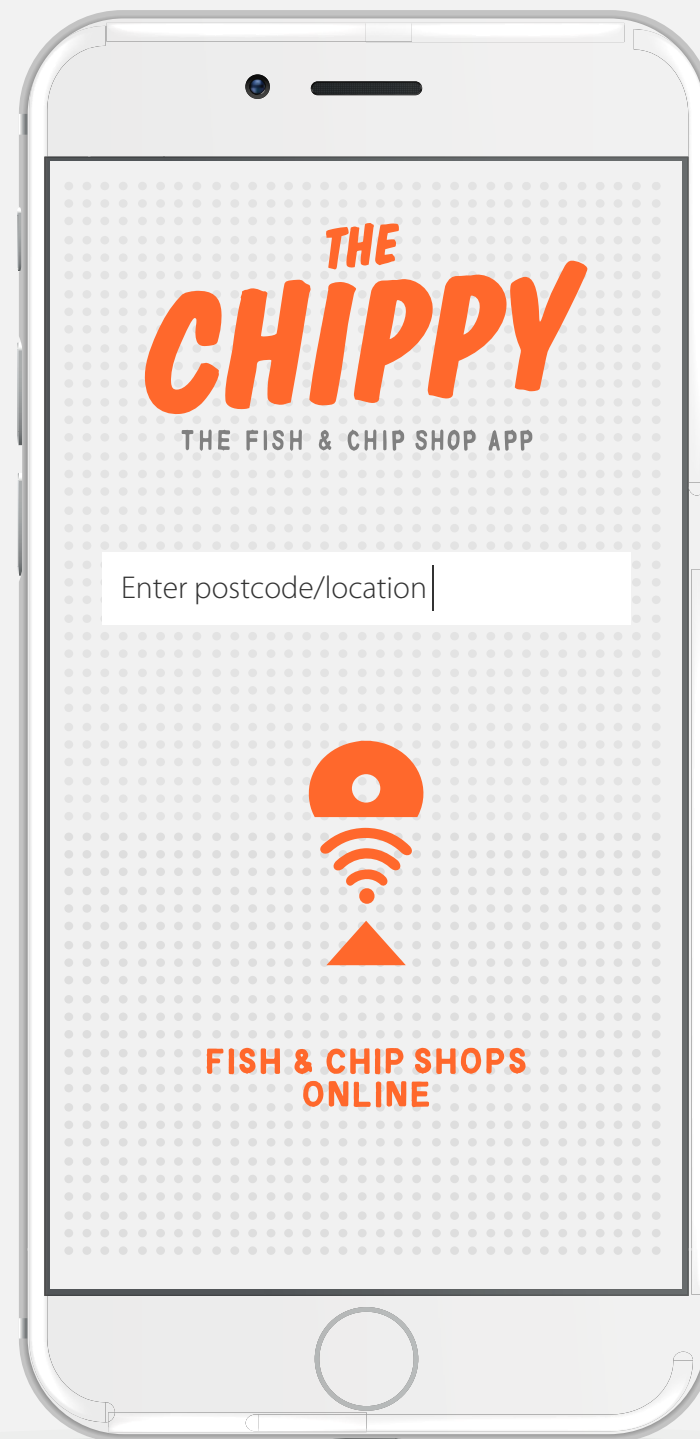
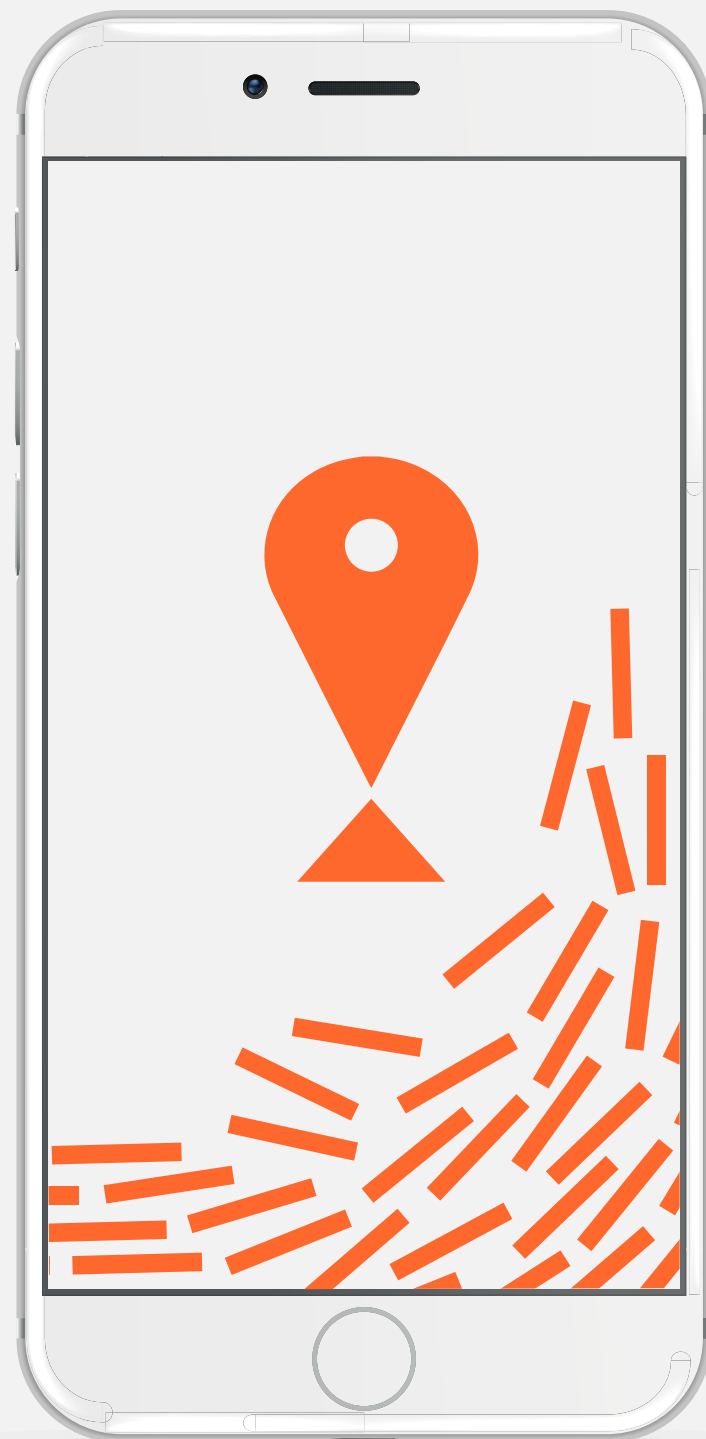


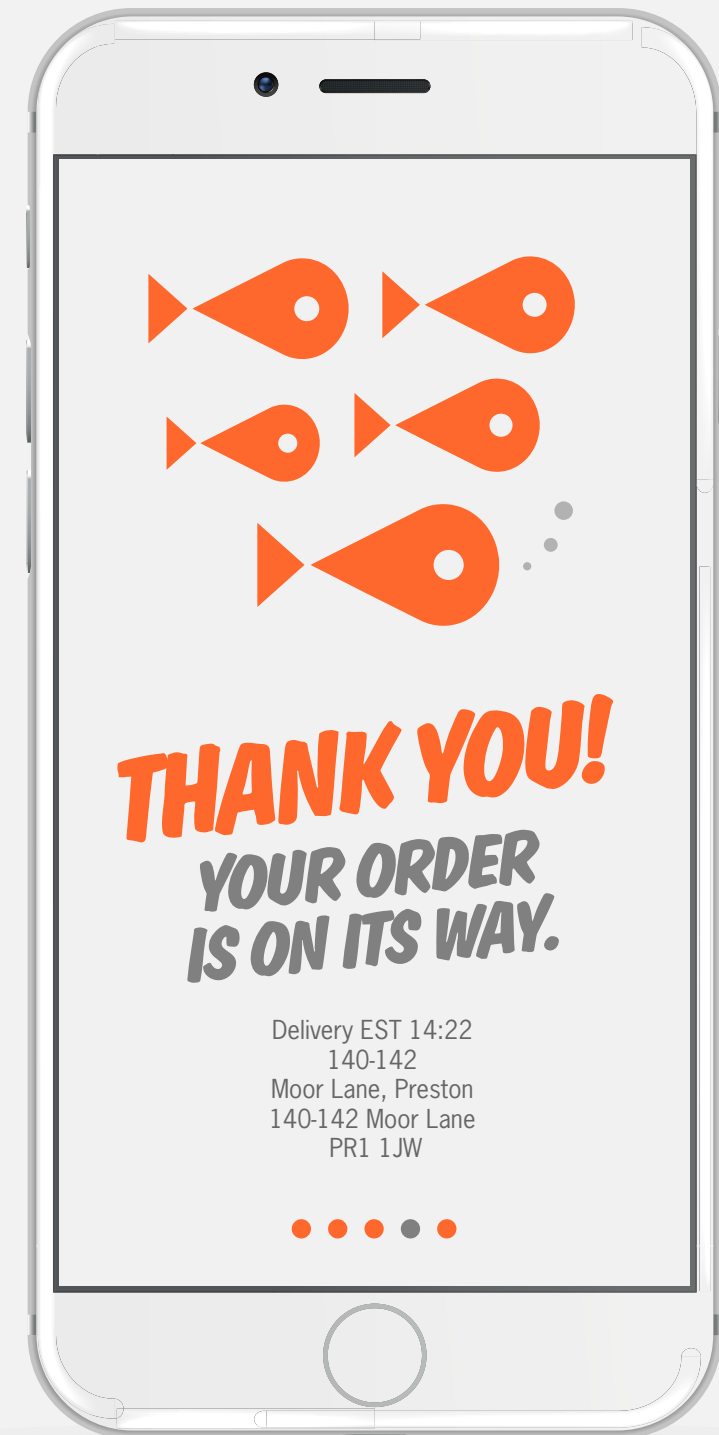
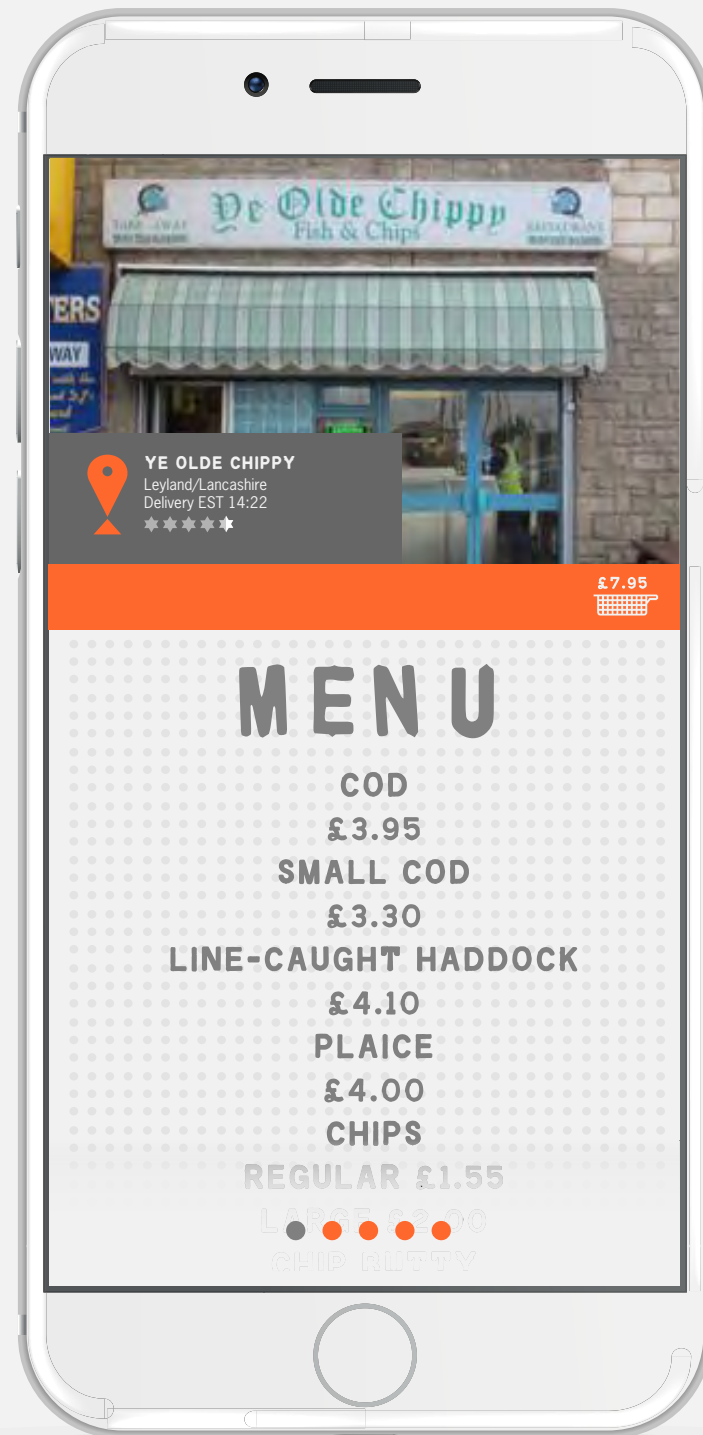
The Chippy



The App







Packaging









The Chippy as brand is about sustainability and that includes supporting the Great British fishing industry and local businesses and communities. But it is also about recyclable packaging made with re-purposed materials.

Brand world

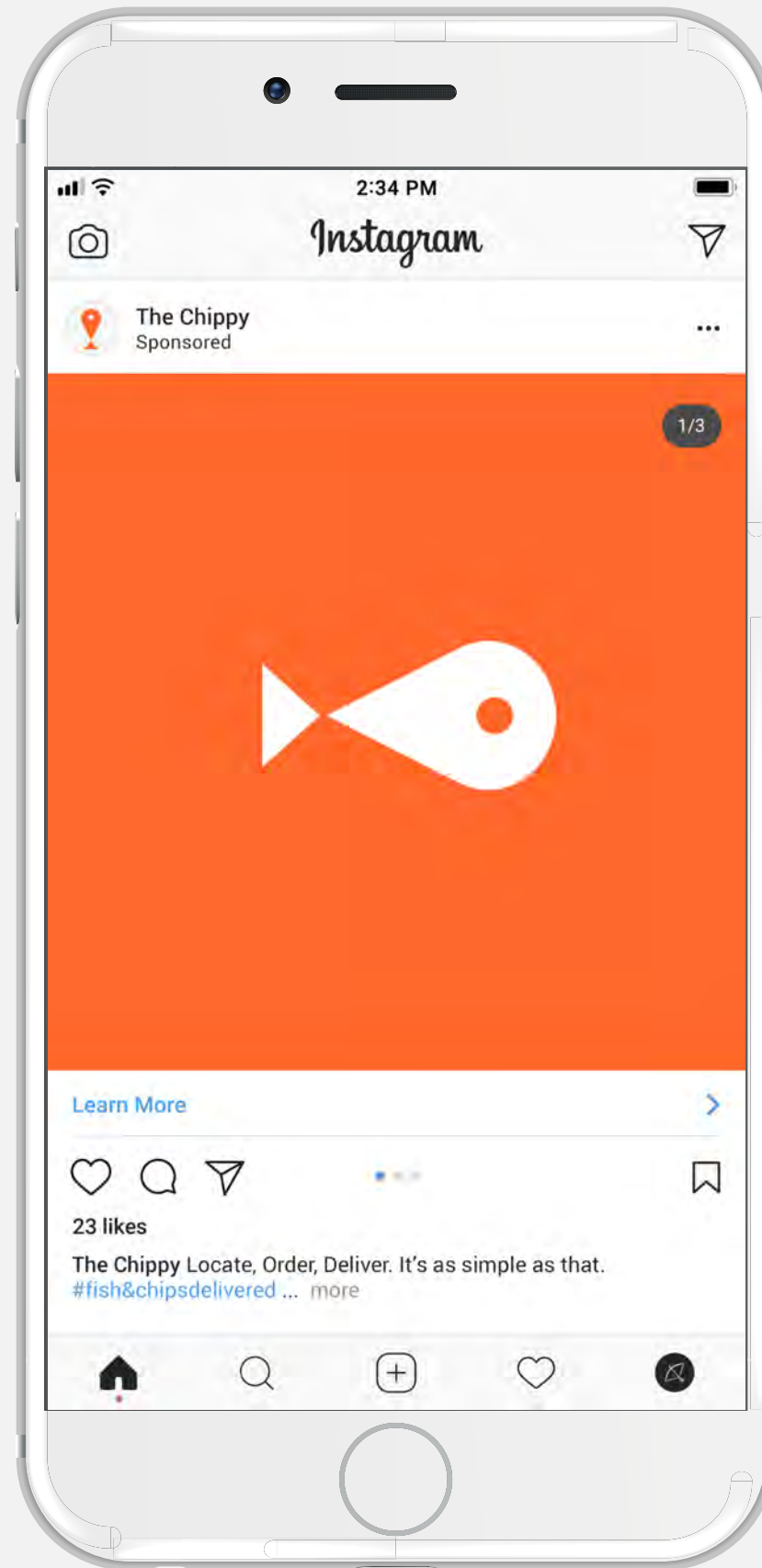


Teaser campaign.

The teaser campaign will feature images of the best fish and chip shops in Britain collaged together.

The supporting tag-line for the campaign will be “The best fish and chip shops in one place”.



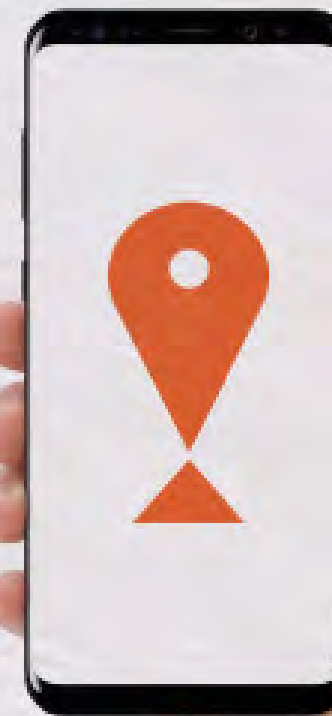


Instagram Ad animations

To promote the app short sponsored animations will appear on Instagram. As the app is the most important platform for The Chippy it will be a perfect place to target customers and especially the millennial demographic.

Also there will be a hashtag promoted [#fish&chipsdelivered](#)

THE BEST
FISH & CHIP SHOPS
IN ONE PLACE.



THE
CHIPPY
THE FISH & CHIP SHOP APP

Available on the
App Store

GET IT ON
Google play











The Chippy  [Follow](#)  

534 posts 41.8k followers 235 following

The UK's Fish & chip shop app.
We've fished out the finest fish and chip shops for you.
Locate, order and deliver.

#FISH&CHIPSDELIVERED

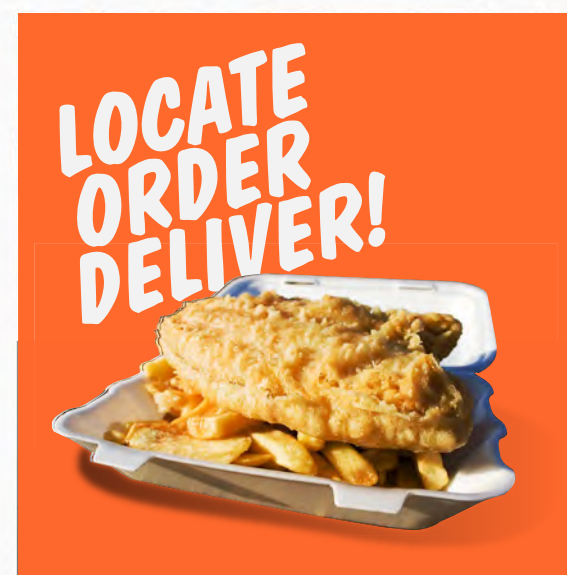
Followed by sheps305b

POSTS

TAGGED



THE ORIGINAL BRITISH TAKEAWAY. DELIVERED



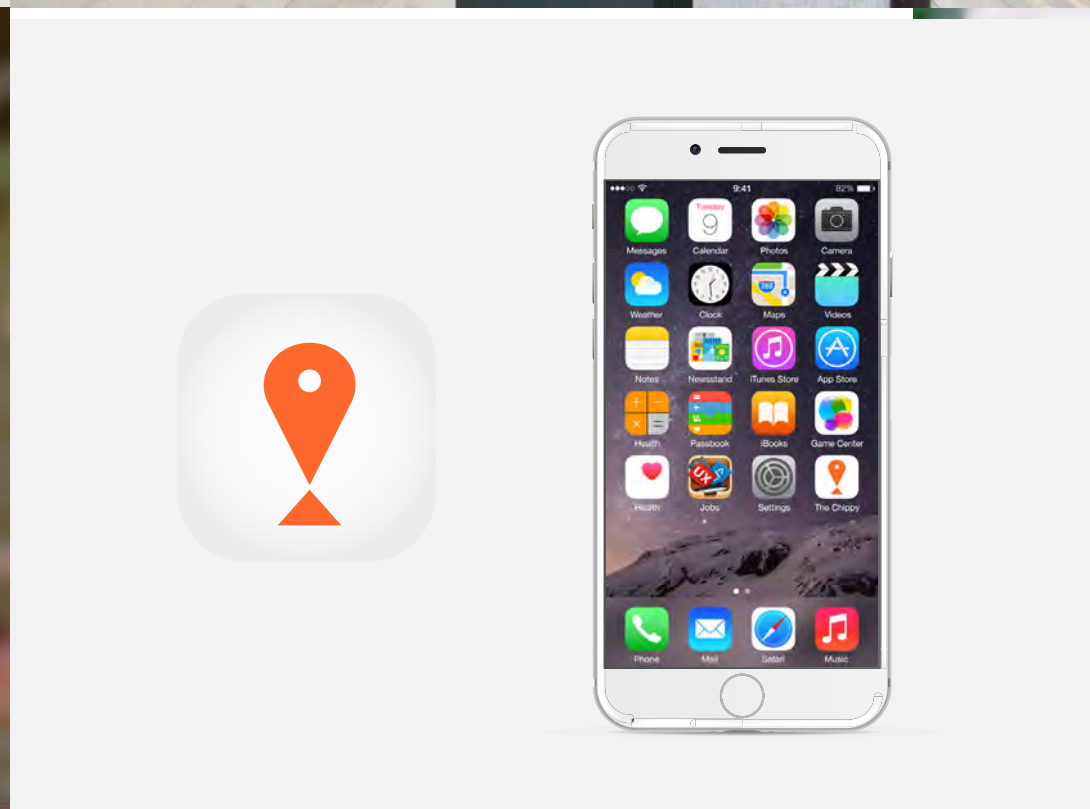
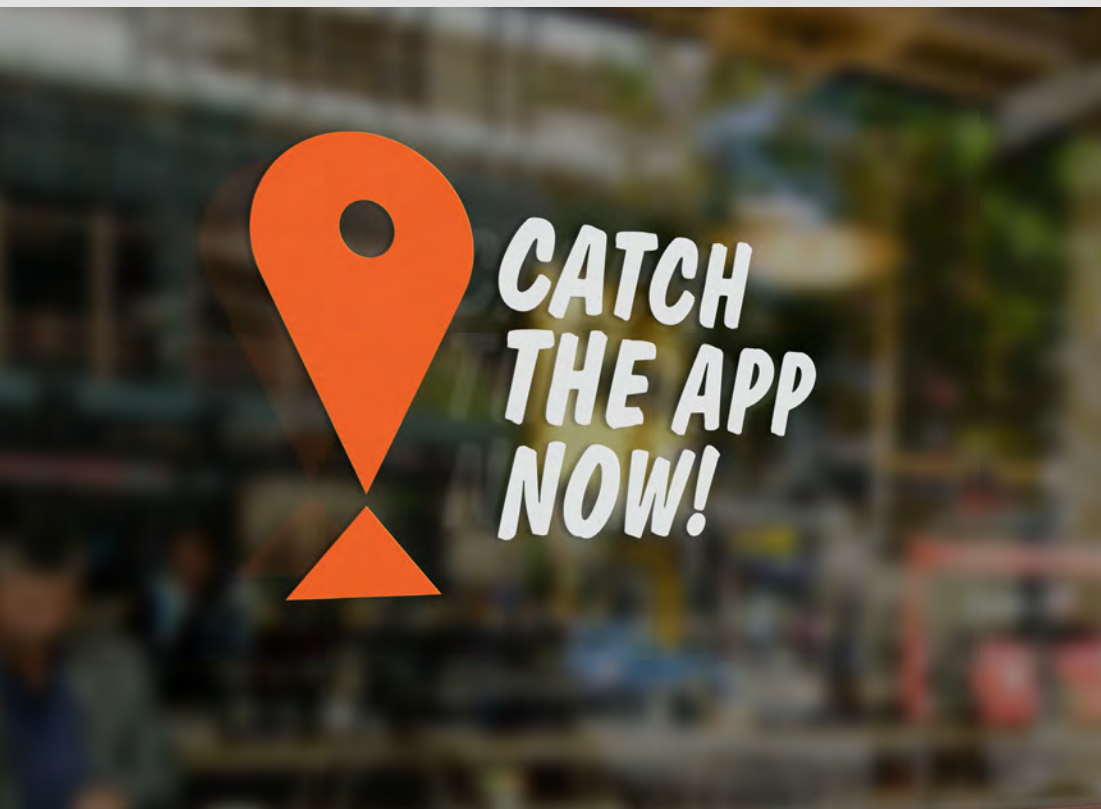
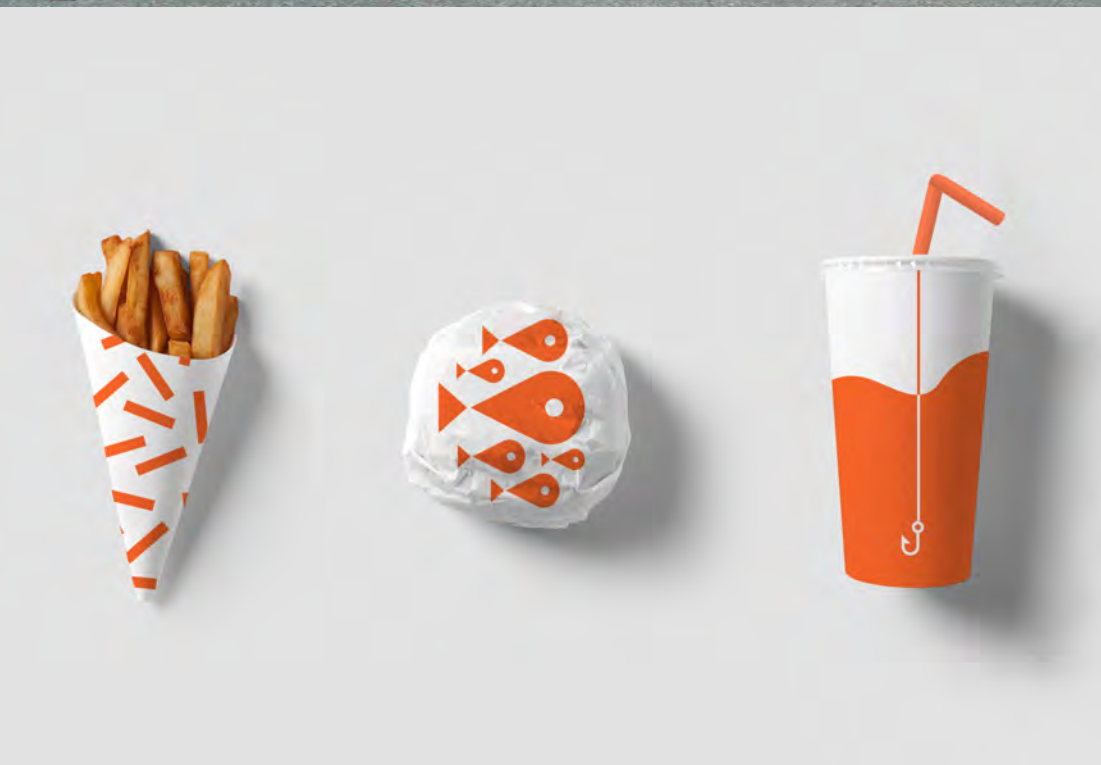
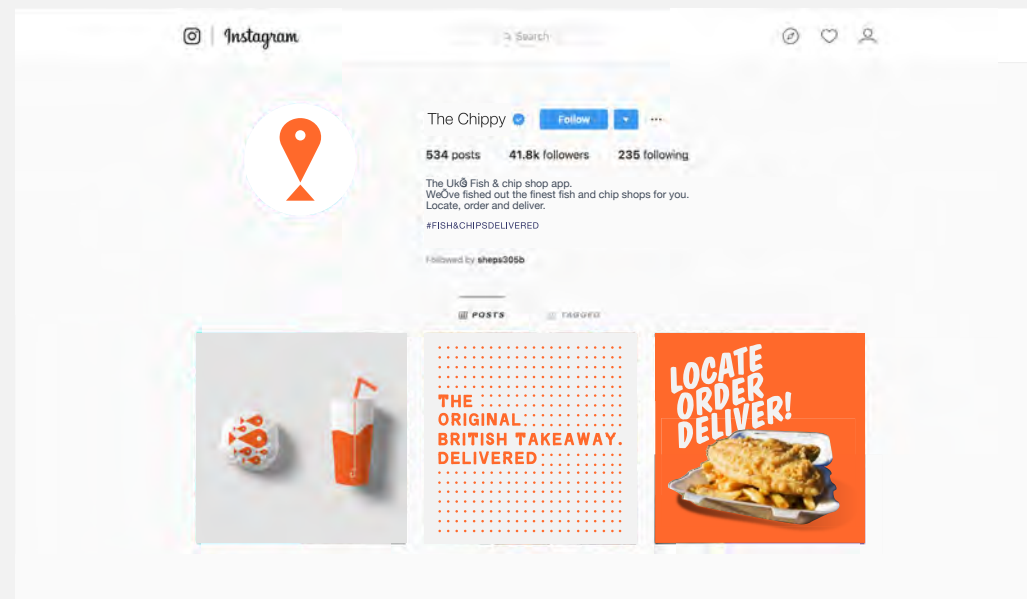


Scan, order and deliver.

Beauty locations ex. by the seaside or lakeside tourist locations will have Chippy QR code stickers. You will be able to scan on your phone and have your fish and chips delivered to you in no time to enjoy outside with a view.

To promote the app decals will be placed in all the participating fish and chip shop windows.





Thank you!