

Edit_brand studio

Evolve or die

GR3100

Dominic G. Parsons

23/11/18

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.

COD £3.15
HADDOCK £3.20
PLAICE £3.20
SCAMPI £3.20

**FISH &
CHIPS**
OPEN

Daily
**FRESH
FISH
FROM
BRITISH
WATERS**

FRYING TIMES
TUE 11.30-2PM & 4.15-8.30

**FISH &
CHIPS**

**FISH &
CHIPS**
SEATING INSIDE

FISH & CHIPS
OPEN

Take Away
FISH & CHIPS



HAIR SALON OPENING HOURS

MONDAY 9:00 - 18:00
TUESDAY 9:00 - 17:00
WEDNESDAY 9:30 - 17:30
THURSDAY 9:00 - 19:30
FRIDAY 10:00 - 16:15
SATURDAY 10:30 - 18:00
SUNDAY CLOSED

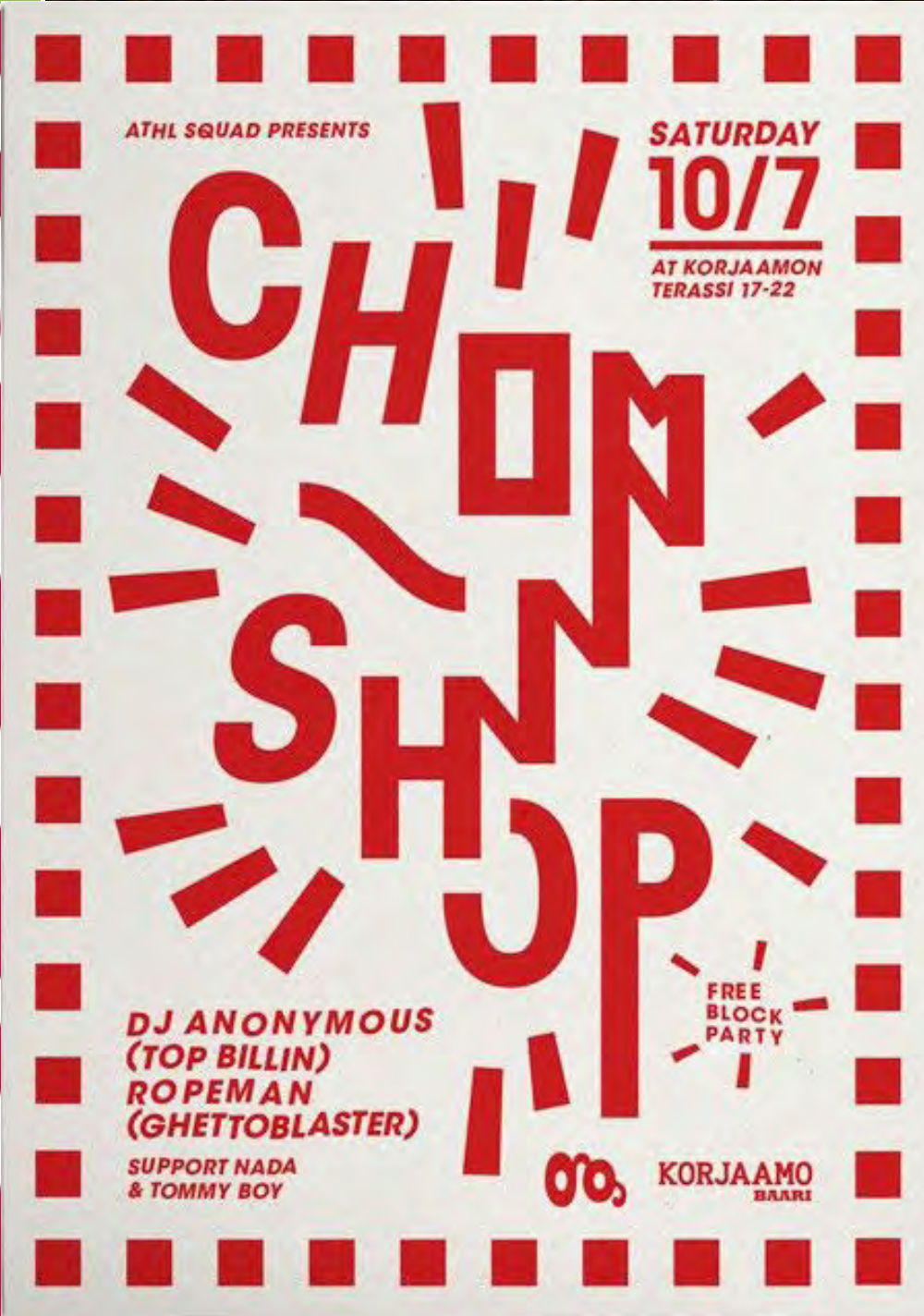
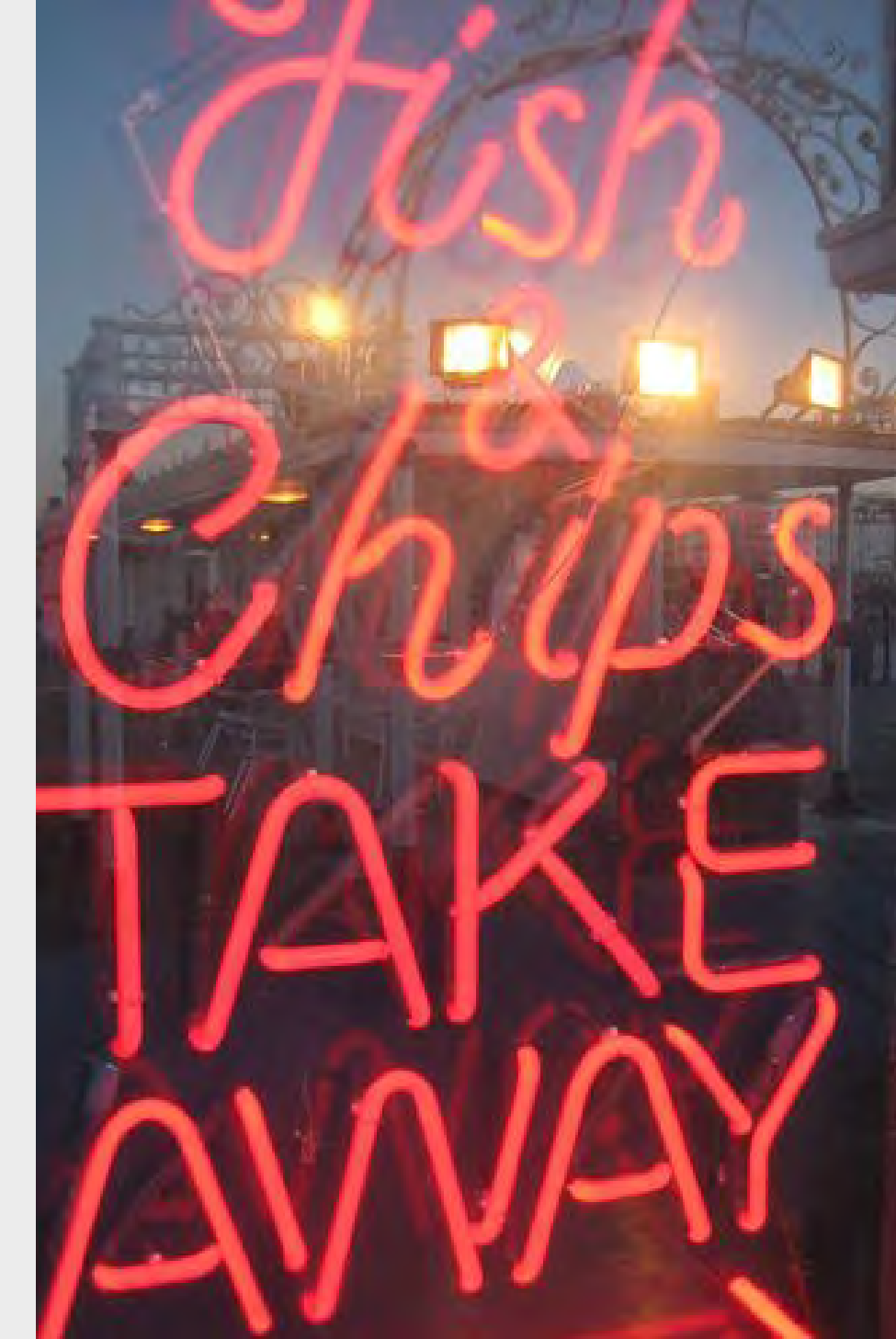
DRY CUT £ 6.00
WASH & CUT £10.50



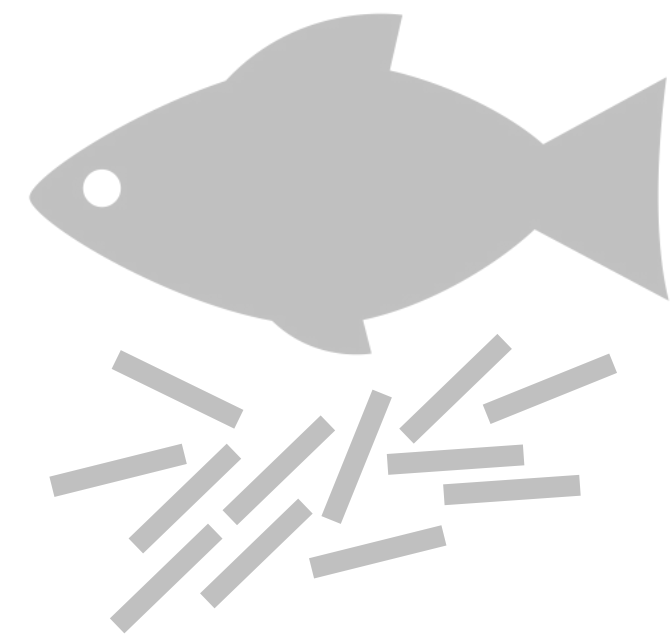
**F R O M
T O K Y O
T O
B E R L I N**



FROM TOKYO TO BERLIN
 FROM TOKYO TO BERLIN
 FROM TOKYO TO BERLIN
 FROM TOKYO TO BERLIN
 FROM TOKYO TO BERLIN
 FROM TOKYO TO BERLIN



Logo development





CLICK TO PLAY ANIMATION



THE
CHIPPY

THE FISH & CHIP SHOP APP



THE
CHIPPY

THE FISH & CHIP SHOP APP

Typography

Headline

DOM BT
DIAGONAL

Body

News Gothic

**CATCH
OF THE
DAY!**

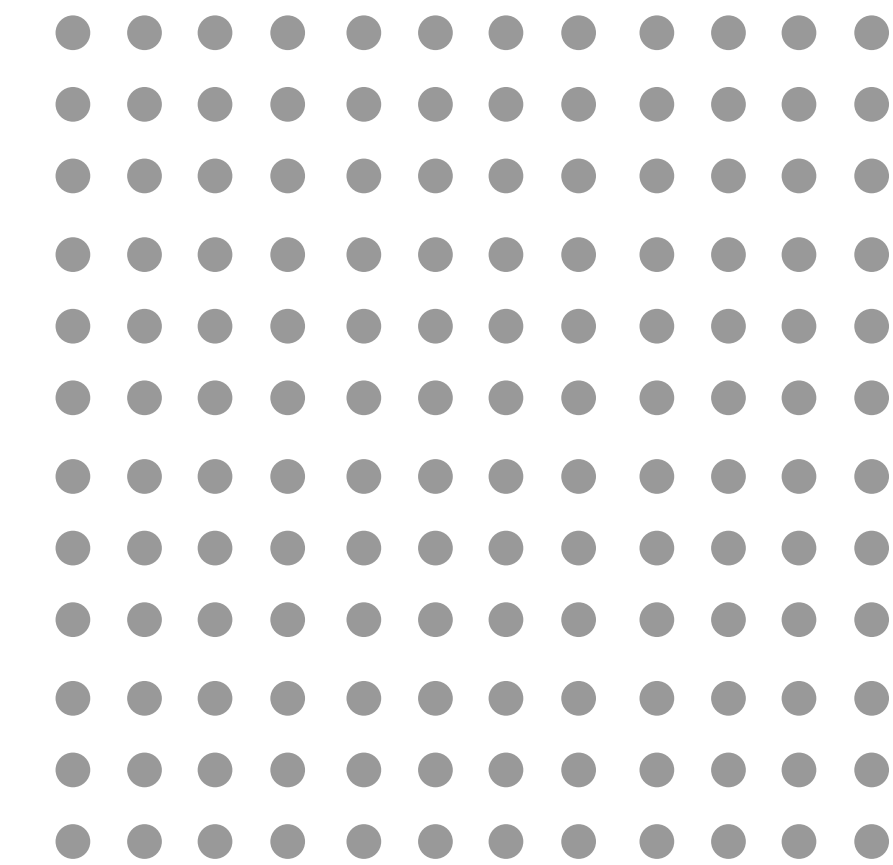
1/3
OF YOUR DAILY
VITAMINS &
MINERALS

**FRESH &
CRISPY**
GUARANTEED ✓

Secondary

Grid

ABCDEFGHIJK
LMNOPQRSTU
VWXYZ



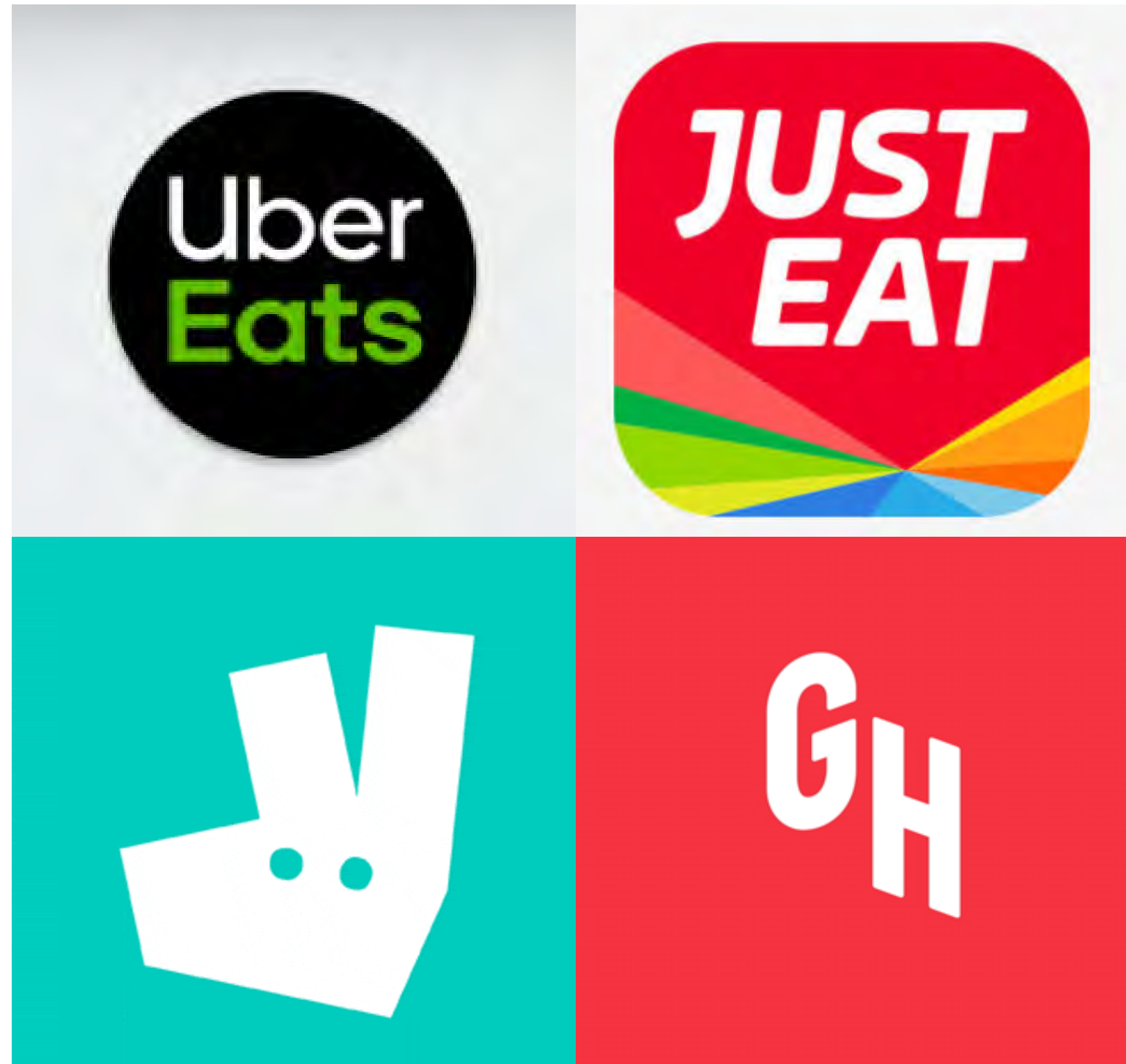
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#FISH&CHIPS DELIVERED

#FISH&CHIPS DELIVERED

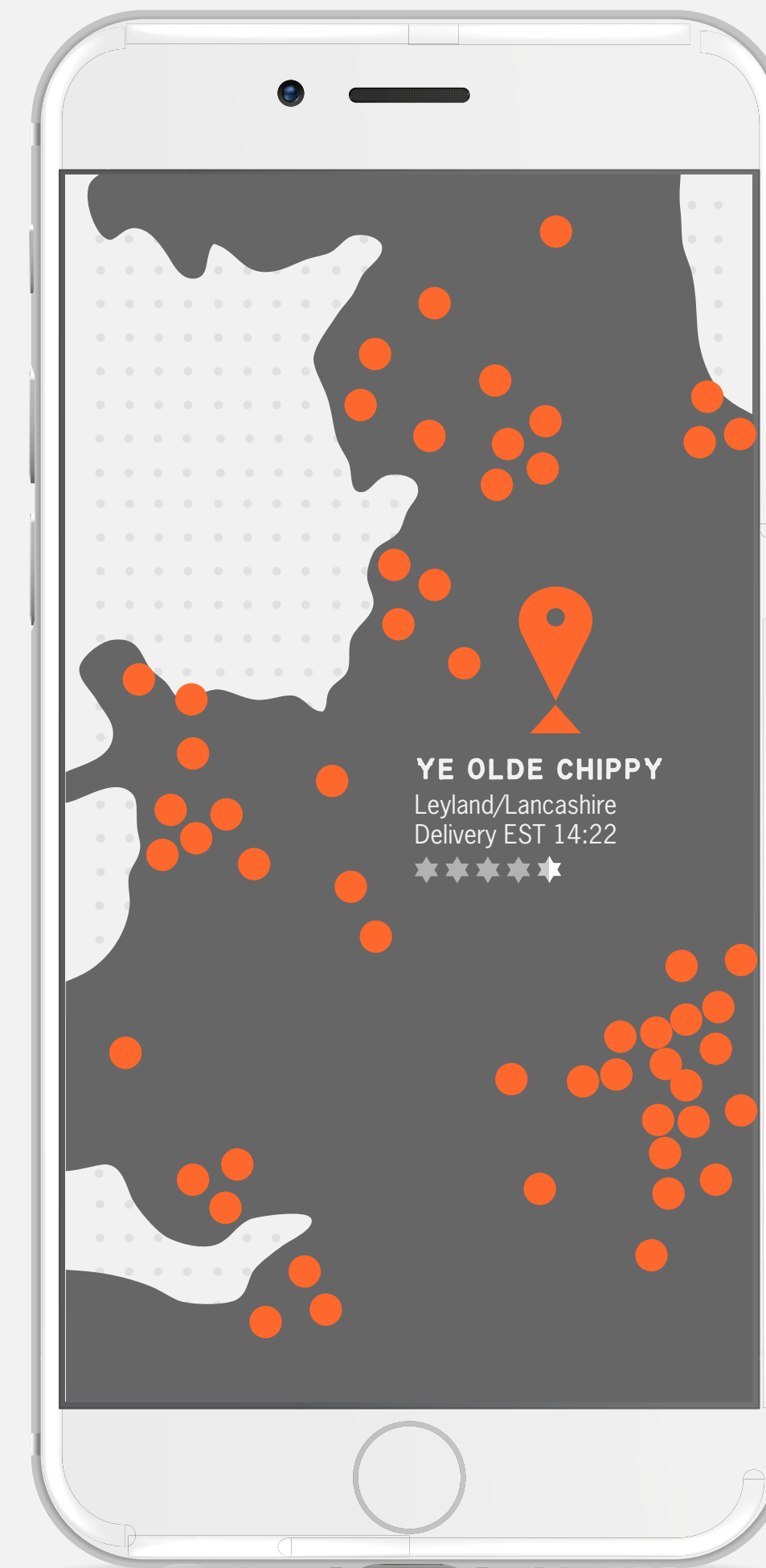
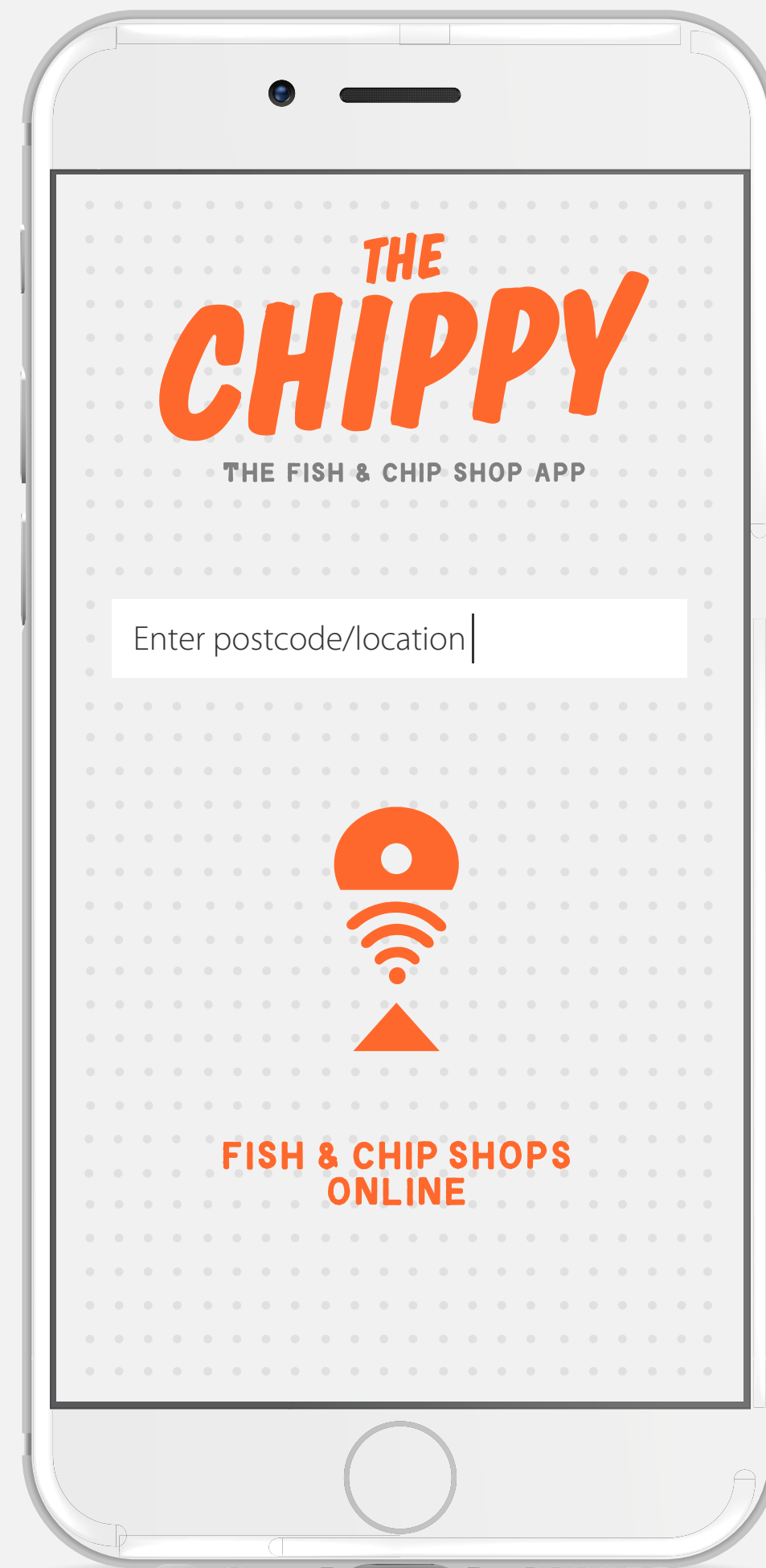
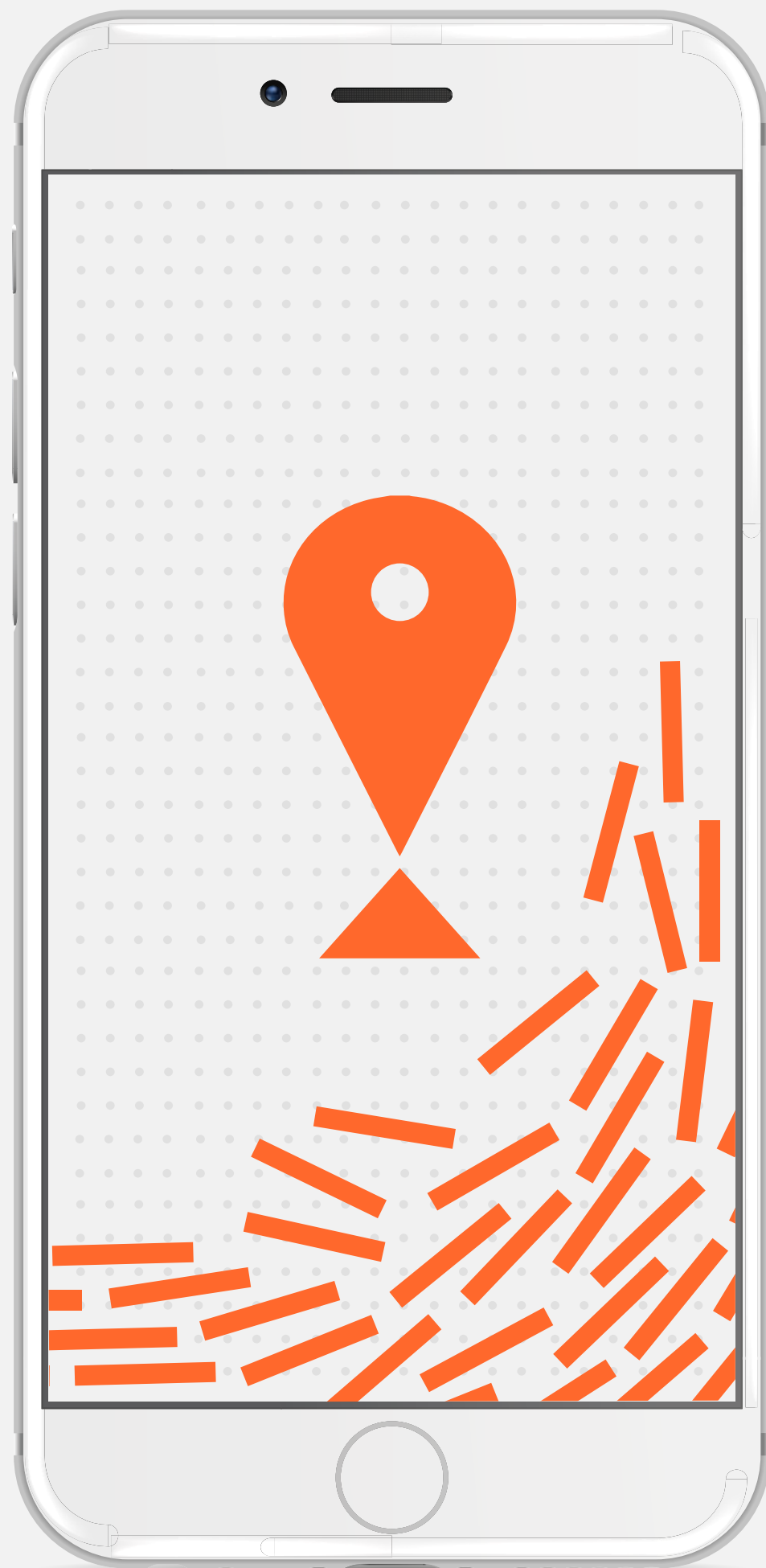
Colour pallete

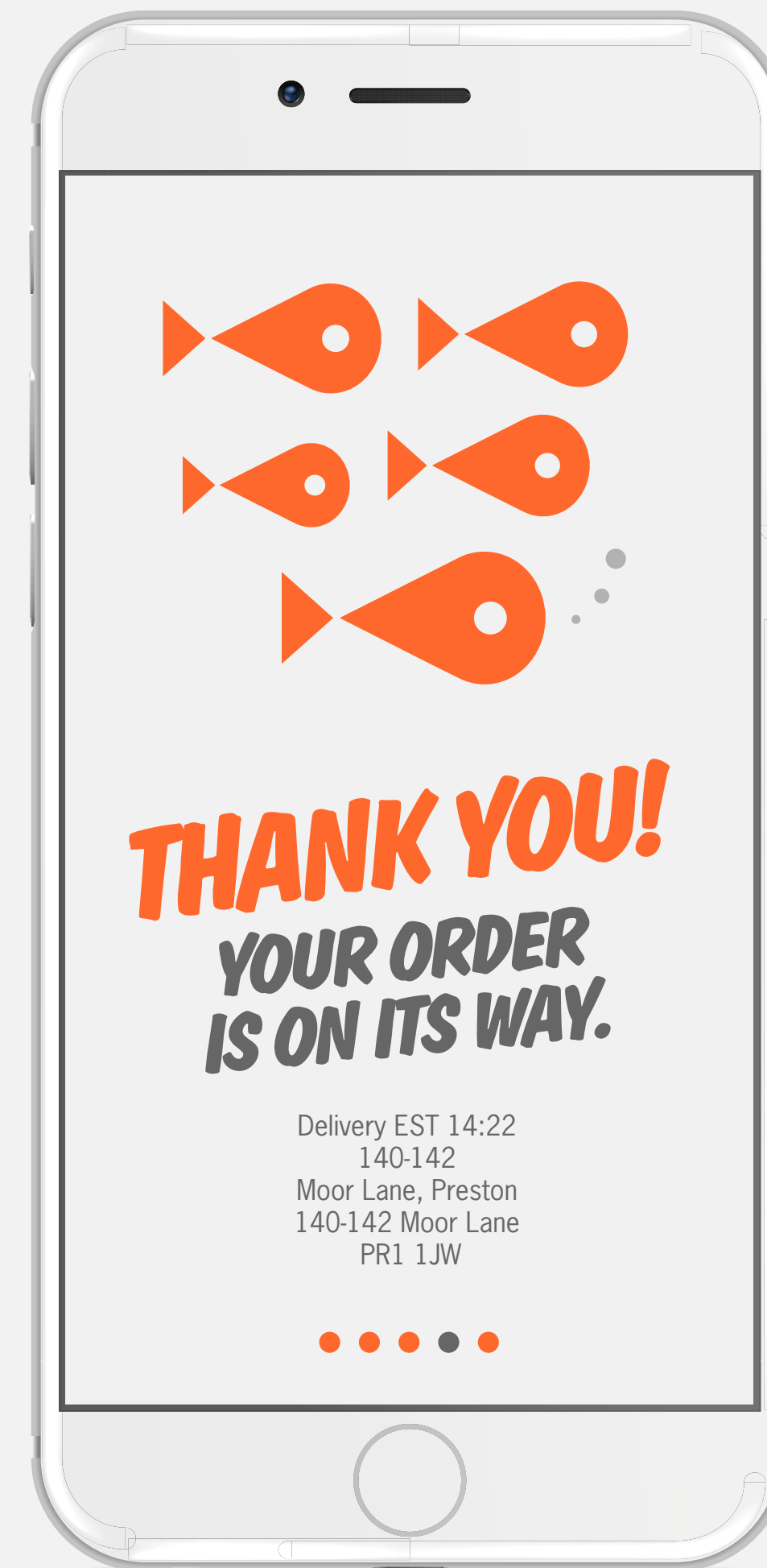
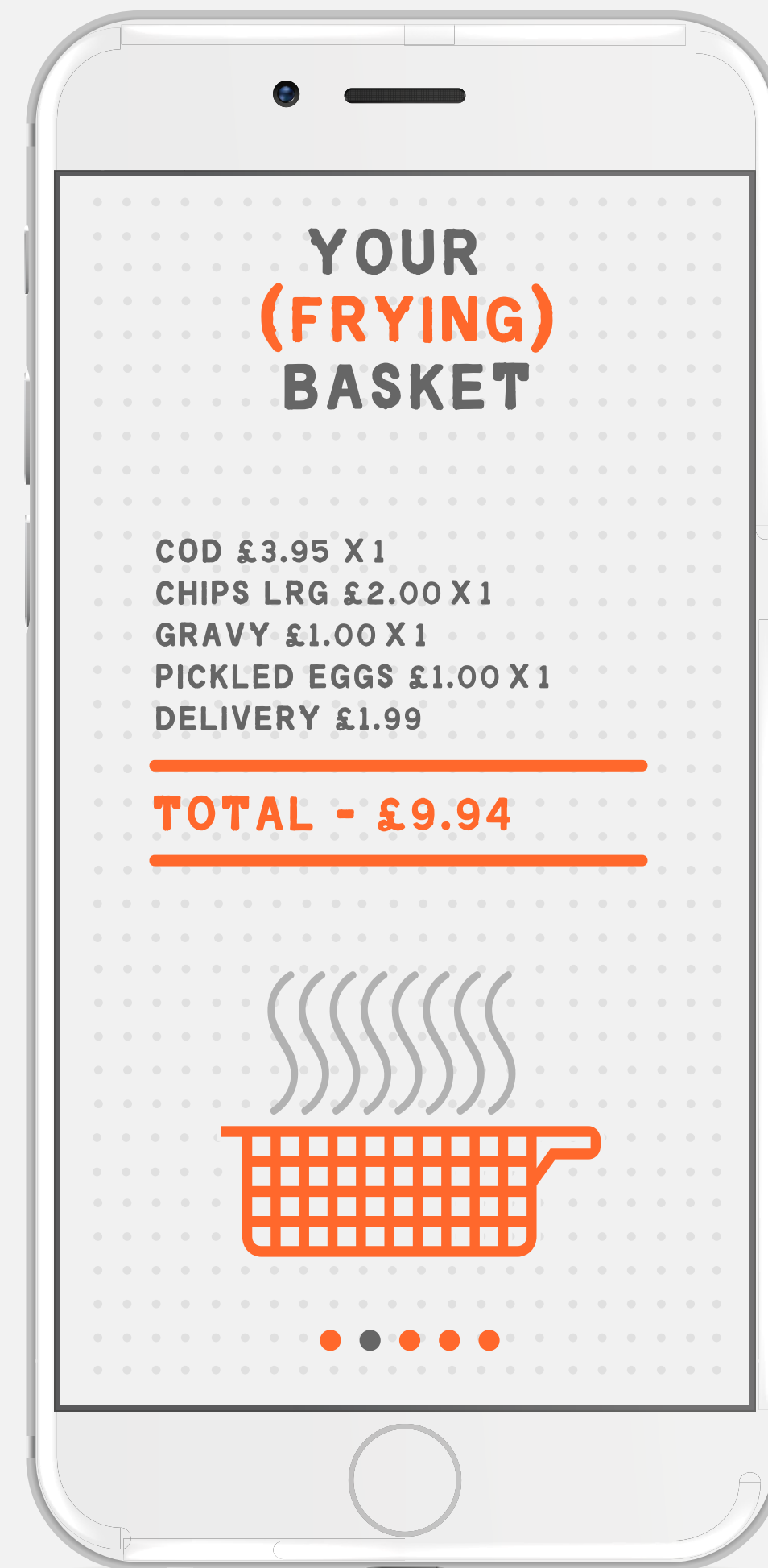
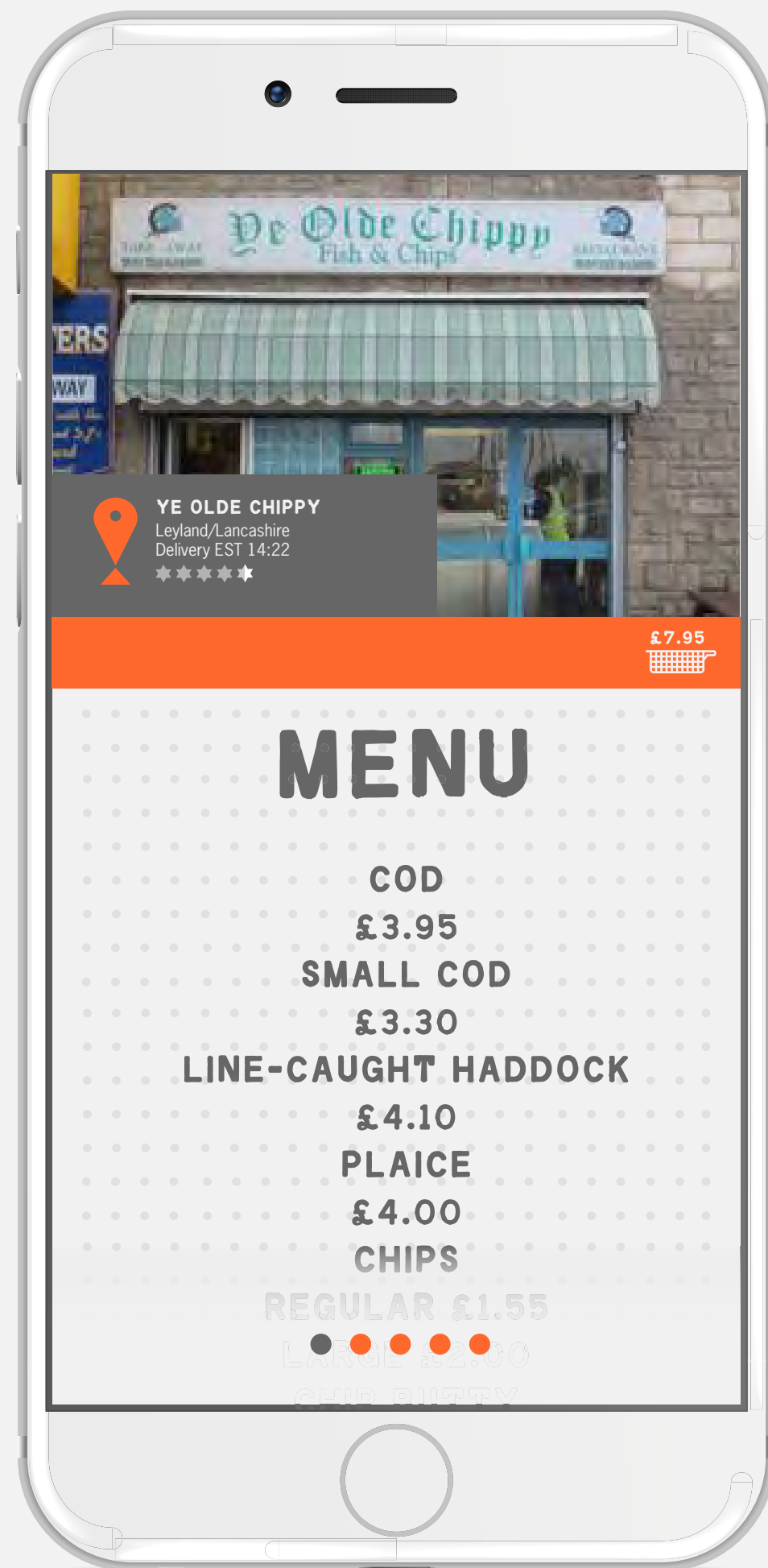




The App







Packaging







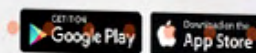
Brand world



THE CHIPPY

THE FISH & CHIP SHOP APP

#FISH&CHIPSDELIVERED





LOCATE



ORDER



DELIVER

THE
CHIPPY
THE FISH & CHIP SHOP APP

FRYING FISH
AND
FRYING FUEL
FOR OUR VANS.

THE
CHIPPY

THE FISH & CHIP SHOP APP





The Chippy  [Follow](#)  

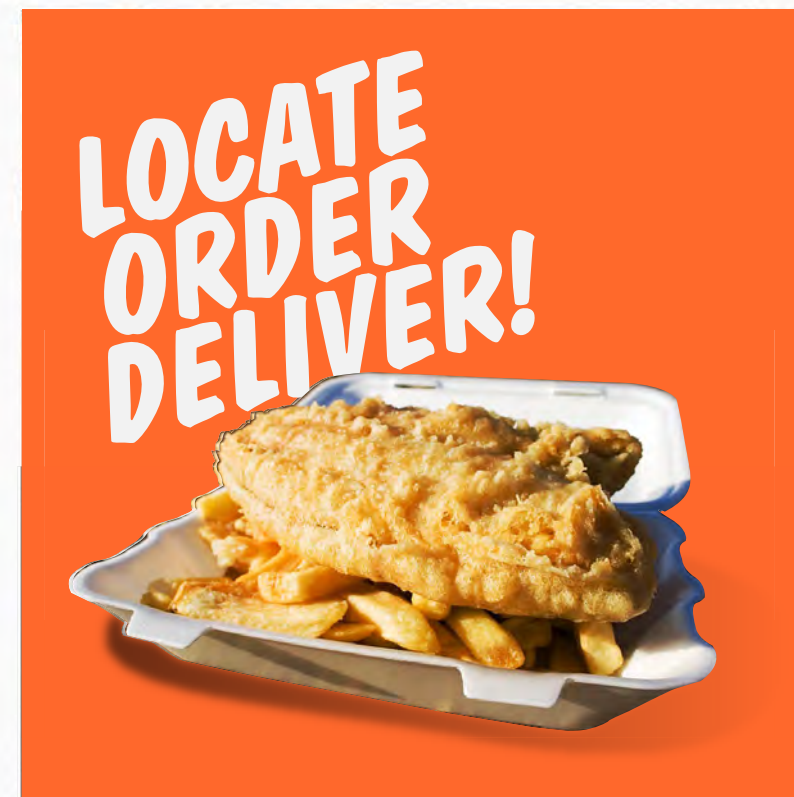
534 posts 41.8k followers 235 following

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



SCAN
ORDER
DELIVER

GET FISH & CHIPS
TO YOUR LOCATION NOW



THE
CHIPPY

THE FISH & CHIP SHOP APP



**CATCH
THE APP
NOW!**



Thank you!

Contact - domparsonsdesign@gmail.com