



Pretty
Pickles

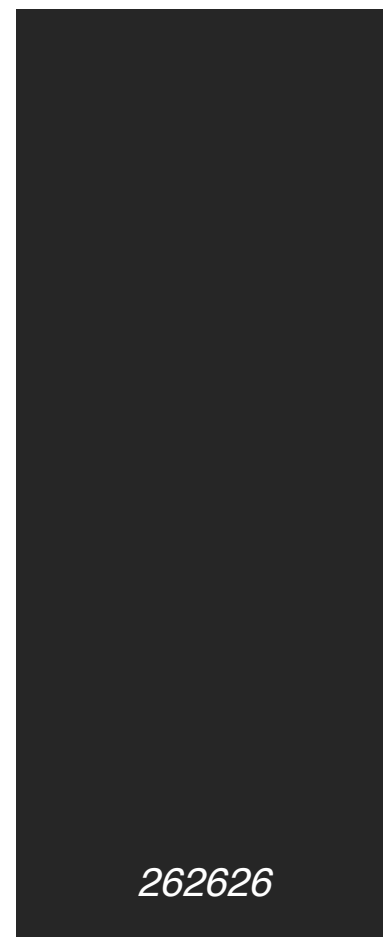
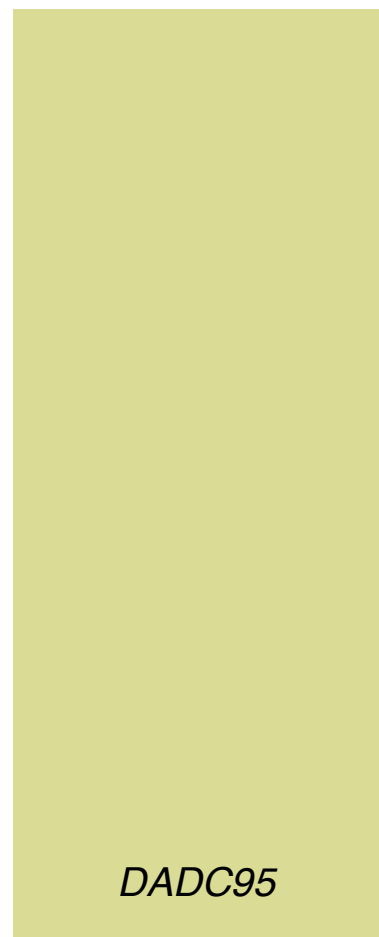
PROJECT STATMENT

Pretty Pickles is a bold and playful brand concept born from the viral TikTok trend of edible glitter pickles. This project transforms a moment of internet whimsy into a fully realized consumer product— bridging the gap between novelty and niche, and reimagining the everyday pickle as a sparkling, snackable statement.

The objective was to create a visual identity and packaging system that captured the fun, unapologetic spirit of the trend, while positioning Pretty Pickles as a unique product line in the competitive world of snack and novelty food branding.

The result is a hyper-feminine, pop-inspired brand that embraces glitter, sass, and a little bit of chaos— from the name to the typography and tone of voice. The packaging balances bold shelf appeal with TikTok-friendly aesthetics, incorporating iridescent finishes, playful copy, and dynamic mockups designed for both physical and digital presence.

COLOR PALETTE



LOGO

The *Pretty Pickles* logo captures the brand's playful, bold, and whimsical essence with a curvy, retro-inspired typeface and a vibrant pastel purple hue. Its bubbly letterforms exude fun and nostalgia, reflecting the lighthearted charm of edible glitter pickles. The design balances a modern, eye-catching appeal with a hint of vintage flair, making it feel both trendy and timeless. Optimized for strong visual impact across packaging, social media, and marketing, the logo ensures *Pretty Pickles* stands out as a unique, must-have snack—bringing a little extra sparkle to every bite.

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TYPOGRAPHY

HEADING

HOEFLER BLACK

BODY

HOEFLER

HEADING FONT

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MOCKUP

