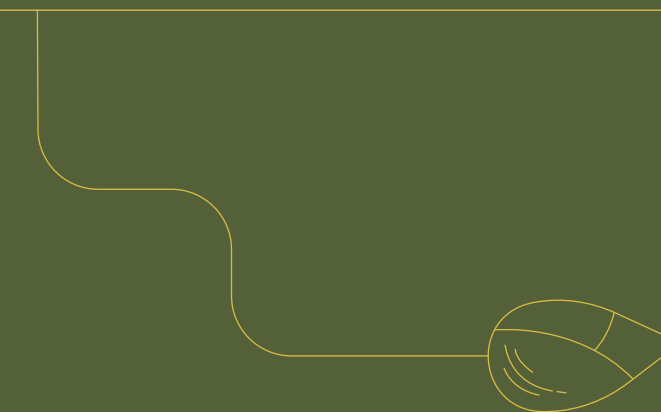
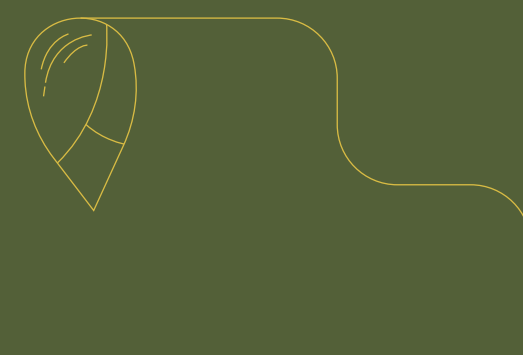




Yash Vardhan Rungta



Brand guidelines

Organic Pops | 2025





Organic pops

About Organic Pops

Organic Pops is a wholesome snacking brand that brings the age old goodness of lotus popped seeds (makhana) to today's health conscious world. Rooted in tradition and crafted with care, our snacks are light, crunchy, and full of natural nutrition perfect for mindful eating without guilt.

More than just a snack, Organic Pops is about connection: to nature, with ingredients grown in clean waters; to culture, by reviving a superfood enjoyed for generations; and to people, through moments of sharing and togetherness.

Story

For generations, lotus popped seeds lovingly called makhana have been part of our lives. From bowls shared during family gatherings to light snacks offered during festivals and fasts, they carry with them the taste of tradition and the comfort of home. Each crunchy bite holds a piece of our heritage, a reminder of how food connects us to where we come from.

Organic Pops isn't just a snack, it's a bridge between heritage and today, between nostalgia and new memories. And with every handful shared, the story keeps growing.

Nostalgic Connection

In Indian households, makhana has always found a place—whether as a humble bowl of evening snacks, a light bite shared during family conversations, or as prasad in sacred rituals. It's the food of fasting, yet also the snack of childhood mischief, sneaked from the kitchen jar.



Cultural Connection

Makhana holds a deep cultural connection in India, symbolizing purity and nourishment. For centuries, it has been an essential part of fasting rituals, temple offerings, and festive traditions. Families prepare roasted or sweetened makhana during Navratri, weddings, and religious ceremonies, where it carries both spiritual and nutritional value. Beyond rituals, it has always been a trusted household snack—passed down from grandparents to children, woven into everyday life as a symbol of care, health, and togetherness.



Connection
Through Sharing

Connection
To Tradition

Connection
To The Farmers

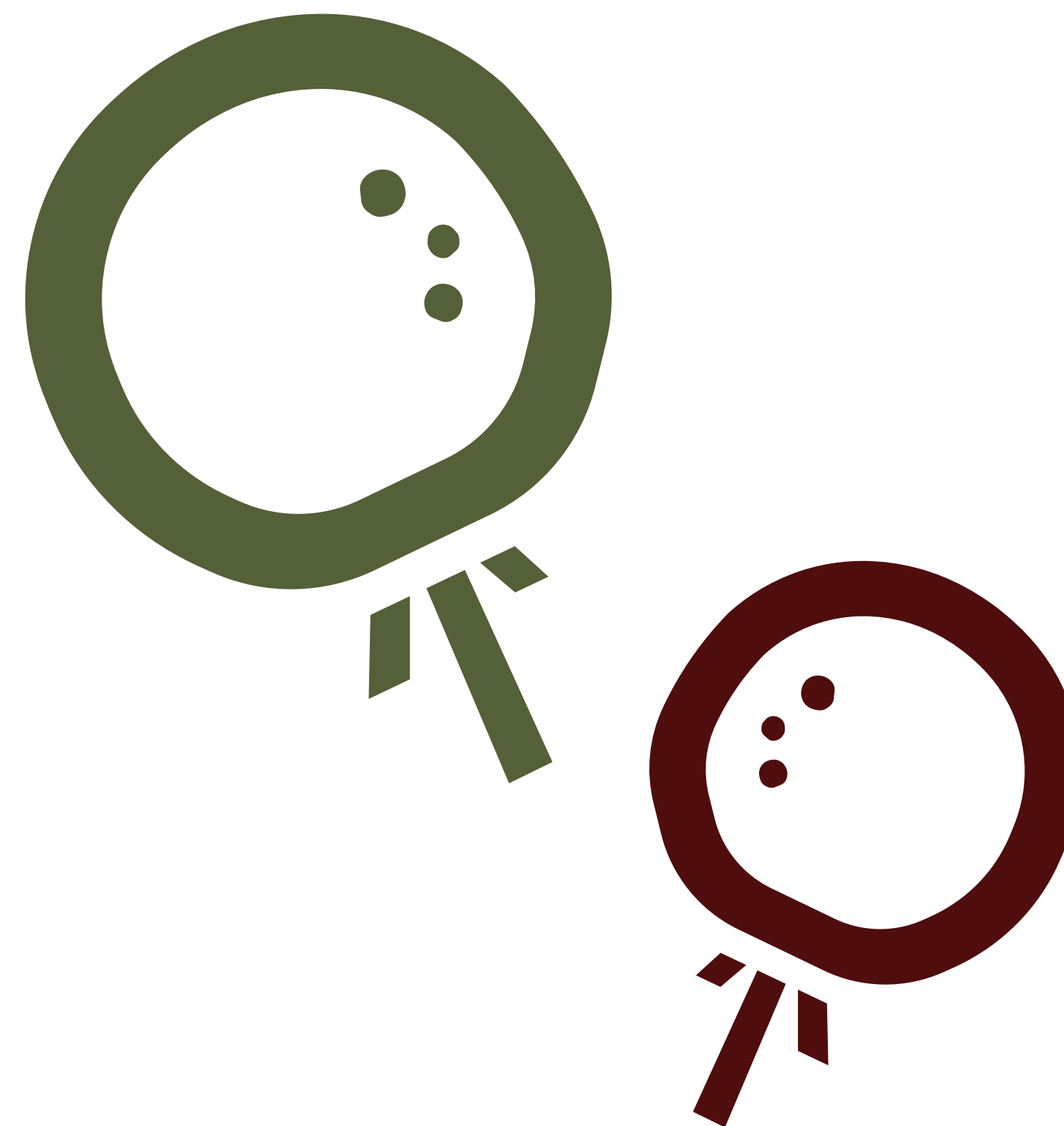
Connection
To Health

**& Many More
To Form With
The Consumer
Through This
Branding**

Icon

Development

The icon for Organic Pops is inspired by the natural burst that happens when lotus seeds are roasted and popped. This simple yet powerful transformation captures the essence of our brand—wholesome, natural, and full of life.



Icon

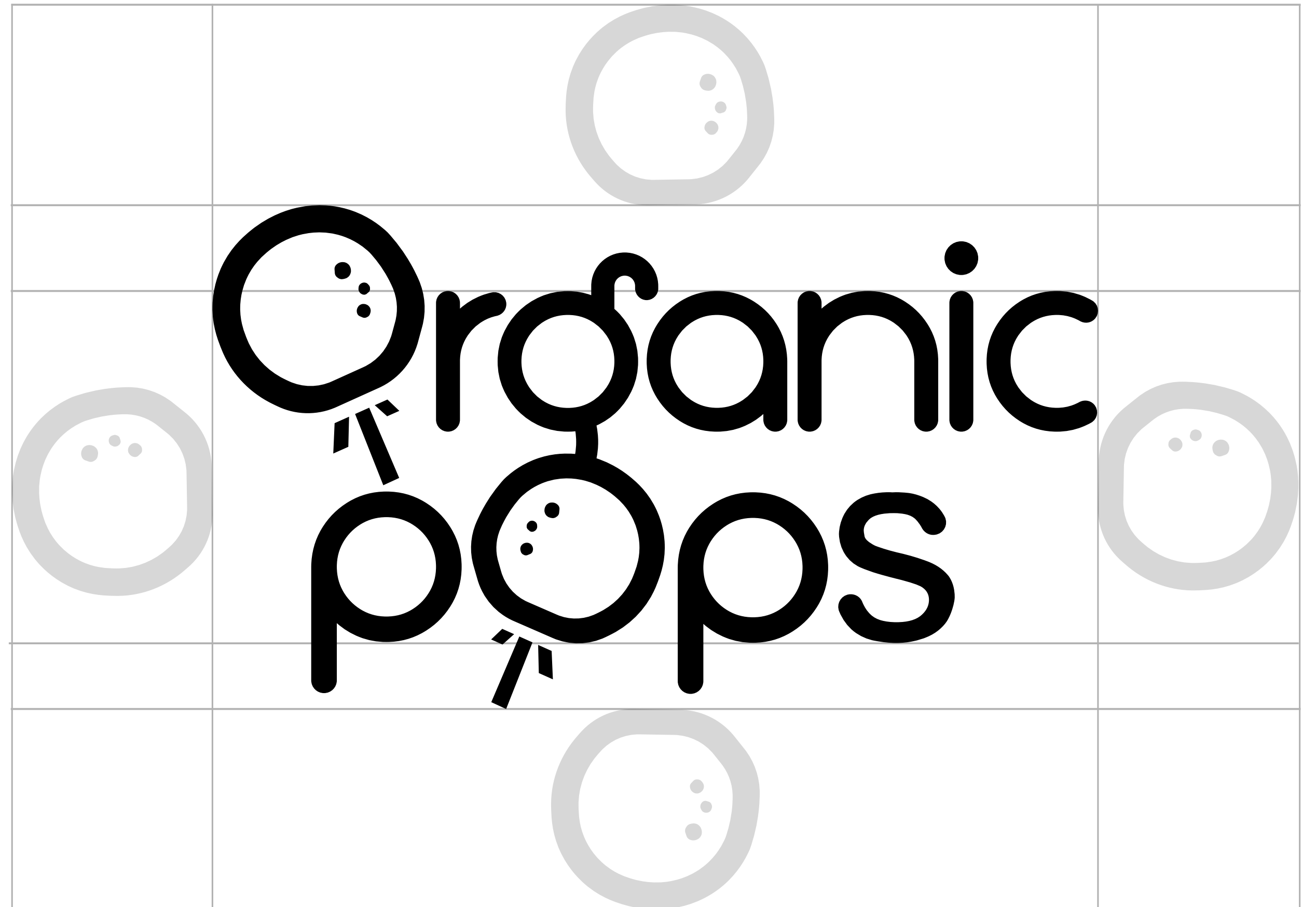
Construction



Organic pops

Clear Space

To maintain clarity and impact, the Organic Pops logo must always be surrounded by sufficient clear space. The minimum clear space is defined by the height of the “O” in the logo and should be kept free of any text, graphics, or other elements to ensure maximum visibility.



Logo Colors

Our Organic Pops logo must always be used with maximum contrast and clarity. On light backgrounds, the logo should appear in Earthy Green or Makhana Brown. On dark backgrounds, the logo must always be used in white. When placed over photography, the logo may appear in white, but it must remain clear, bold, and legible. The logo should never be applied in any secondary or accent colors outside this system.



Logo Dont's

01 Do not warp,
stretch the logo

02 Do not add a
drop shadow

03 Do not increase
kerning space

04 Do not add
gradient to the logo

05 Do not rotate
the logo

06 Do not add a thick
stroke the logo



Brand Colors

**Earthy
Green**

Hex Code 536038

R 83
G 96
B 56

**Makhana
Brown**

Hex Code 4f0d0d

R 79
G 13
B 13

**Makhana
White**

Hex Code fffae3

R 255
G 250
B 227

**Lotus
Pink**

Hex Code a03365

R 160
G 51
B 101

Secondary Colors

**Pond
Blue**

Hex Code 3748dd

R 55
G 72
B 221

**Blooming
Pink**

Hex Code db496c

R 219
G 73
B 108

**Royal
Green**

Hex Code 0b4900

R 11
G 73
B 0

**Forest
Brown**

Hex Code 7c380a

R 124
G 56
B 10

**Sun
Gold**

Hex Code d8bb44

R 216
G 187
B 68

Typography

Font Name
ITC Avant Garde
Gothic Pro

Aa

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
1234567890

Font Name
Krok

Aa

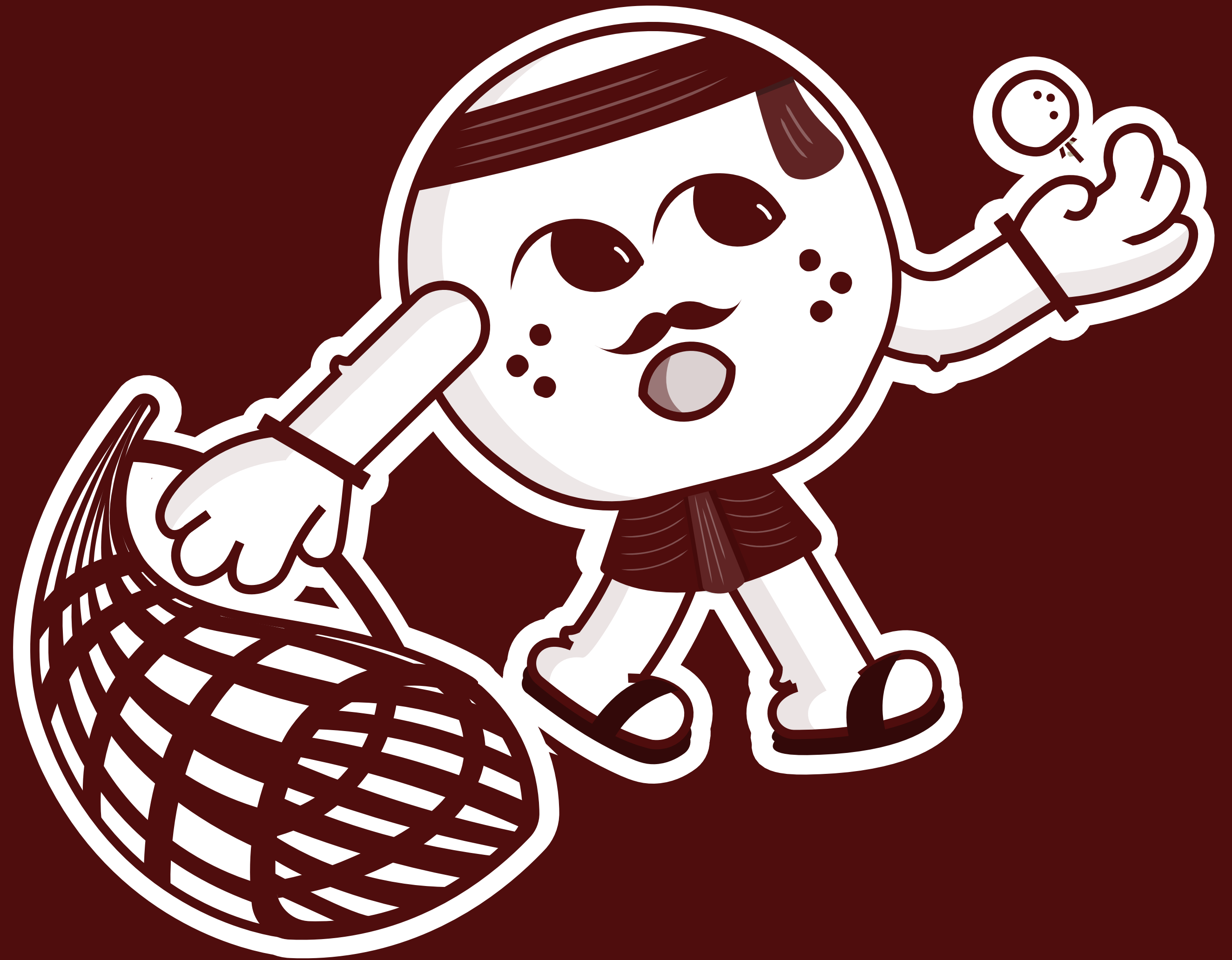
ŒƆDEFGHIJƆKLMN
OPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
1234567890

Meet Poppy

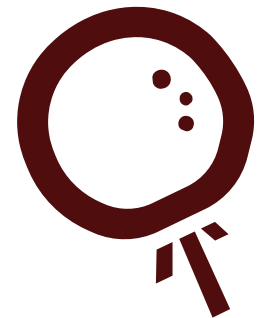
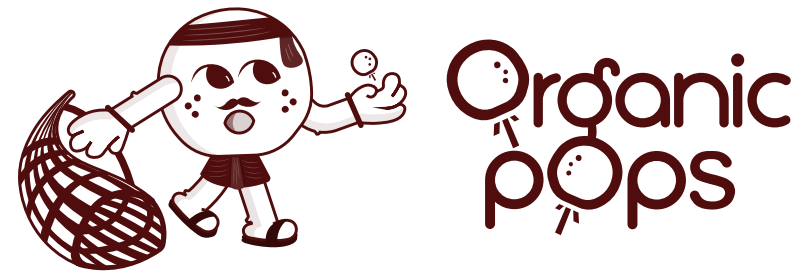
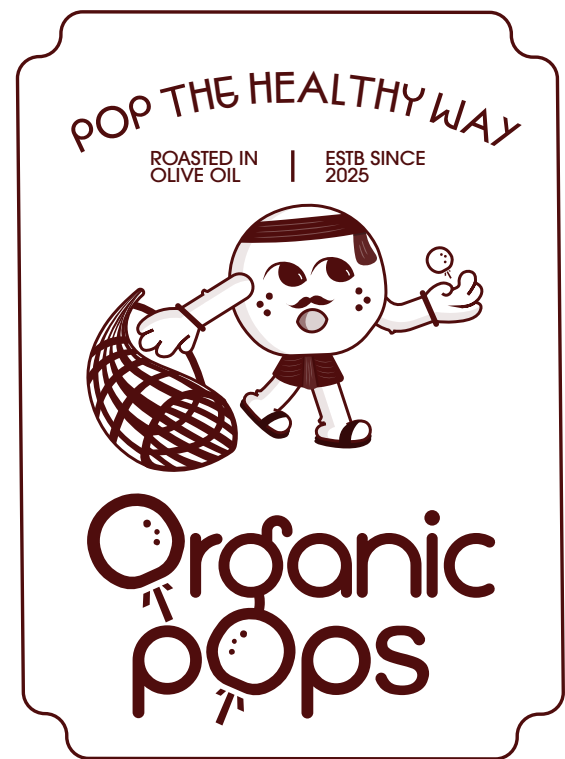
Organic Pop's Mascot

Poppy is the cheerful mascot of Organic Pops, inspired by the Bihari farmers who bring lotus seeds to life. In one hand, he carries the traditional seed collector, and in the other, he holds a single crunchy makhana symbolizing both the humble origin and the wholesome joy of every pop.

His attire reflects authenticity: a towel tied above the knees to move through water, and another wrapped around his head to guard against the sun. Designed with a body that echoes the "O" icon of the Organic Pops logo, Poppy embodies the brand's identity rooted in heritage, shaped by resilience, and full of warmth.

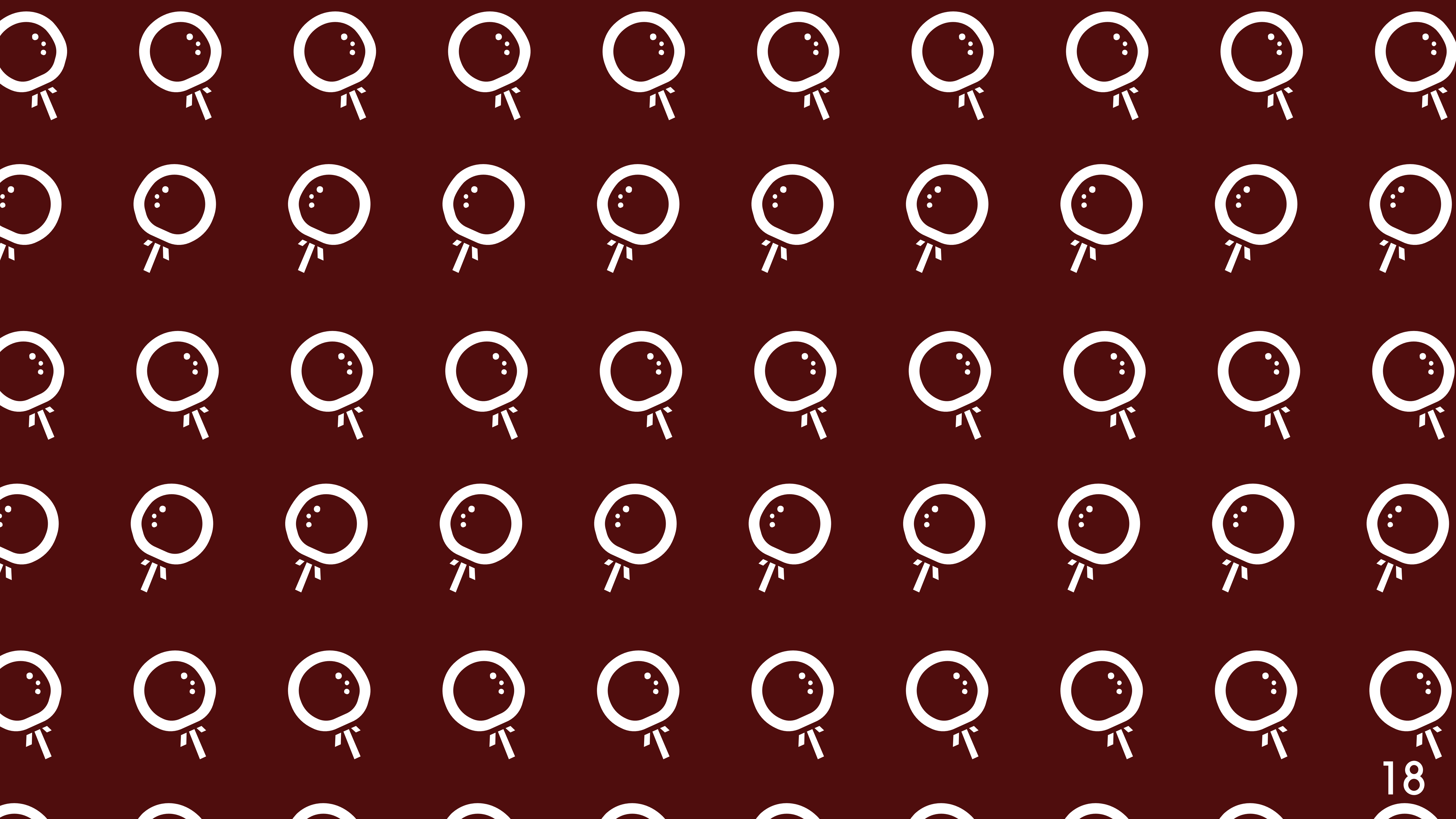


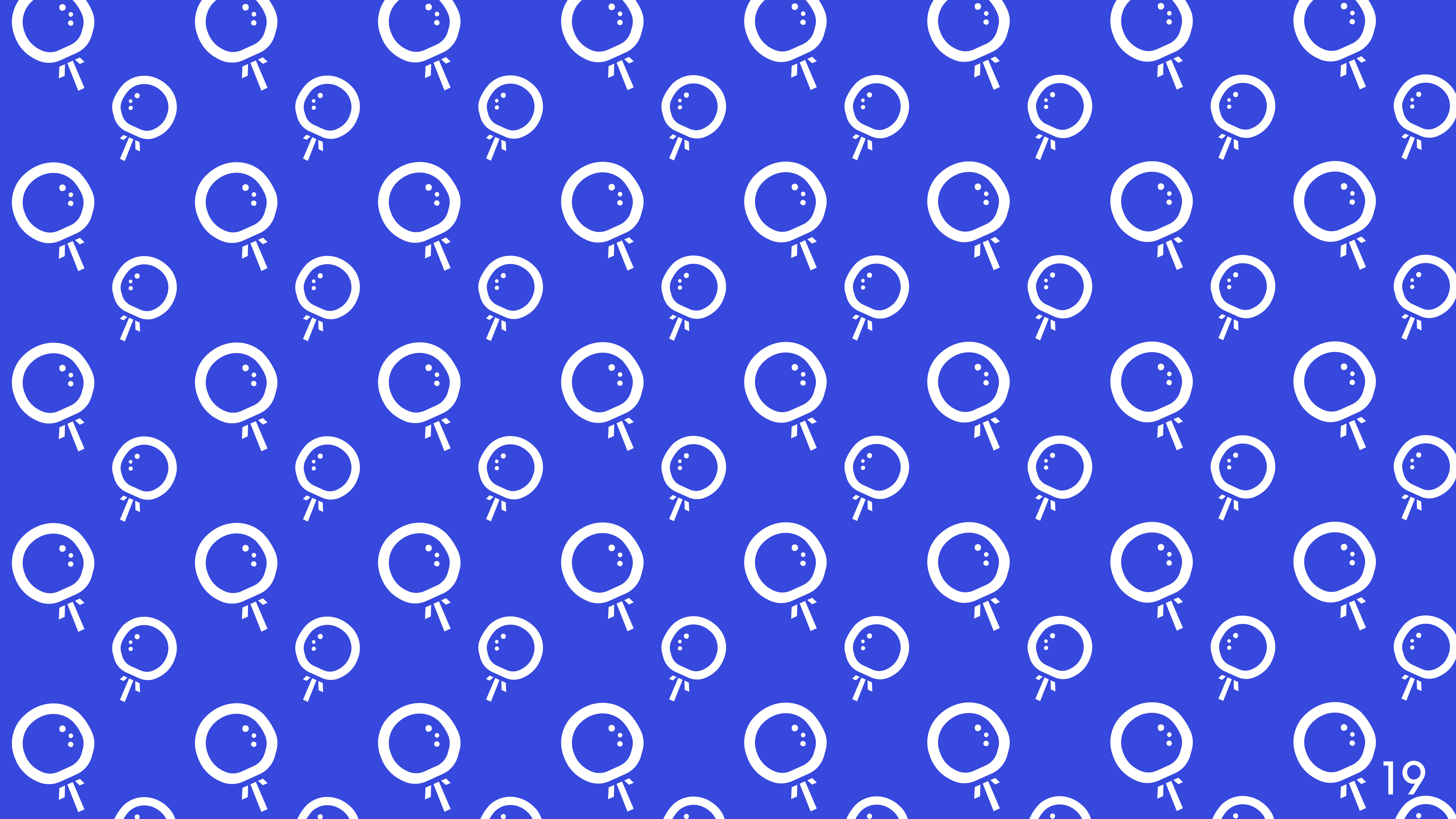
Versatility



Full Crest

Glyph





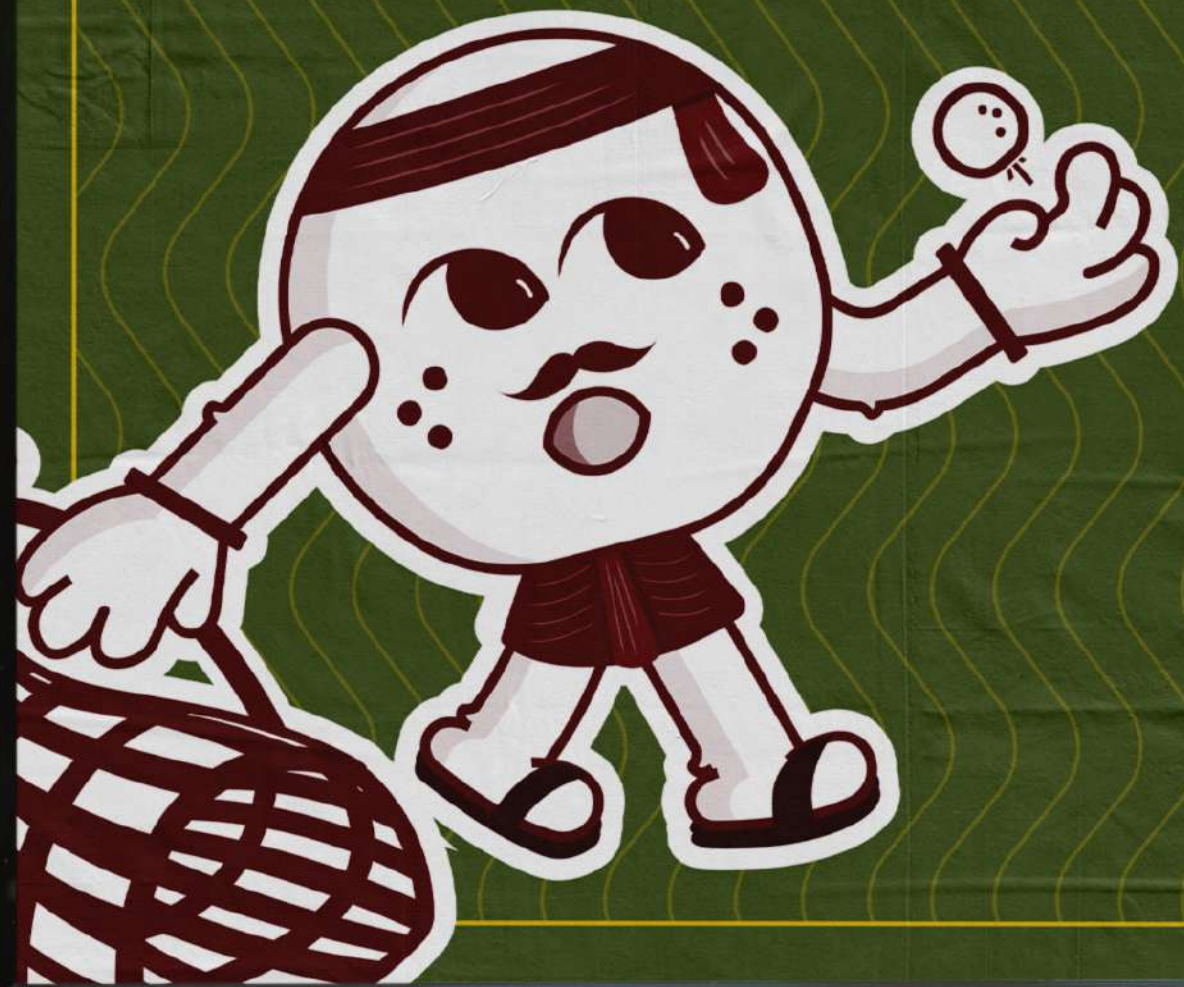


Where there's
a crunch, our
logo will pop.



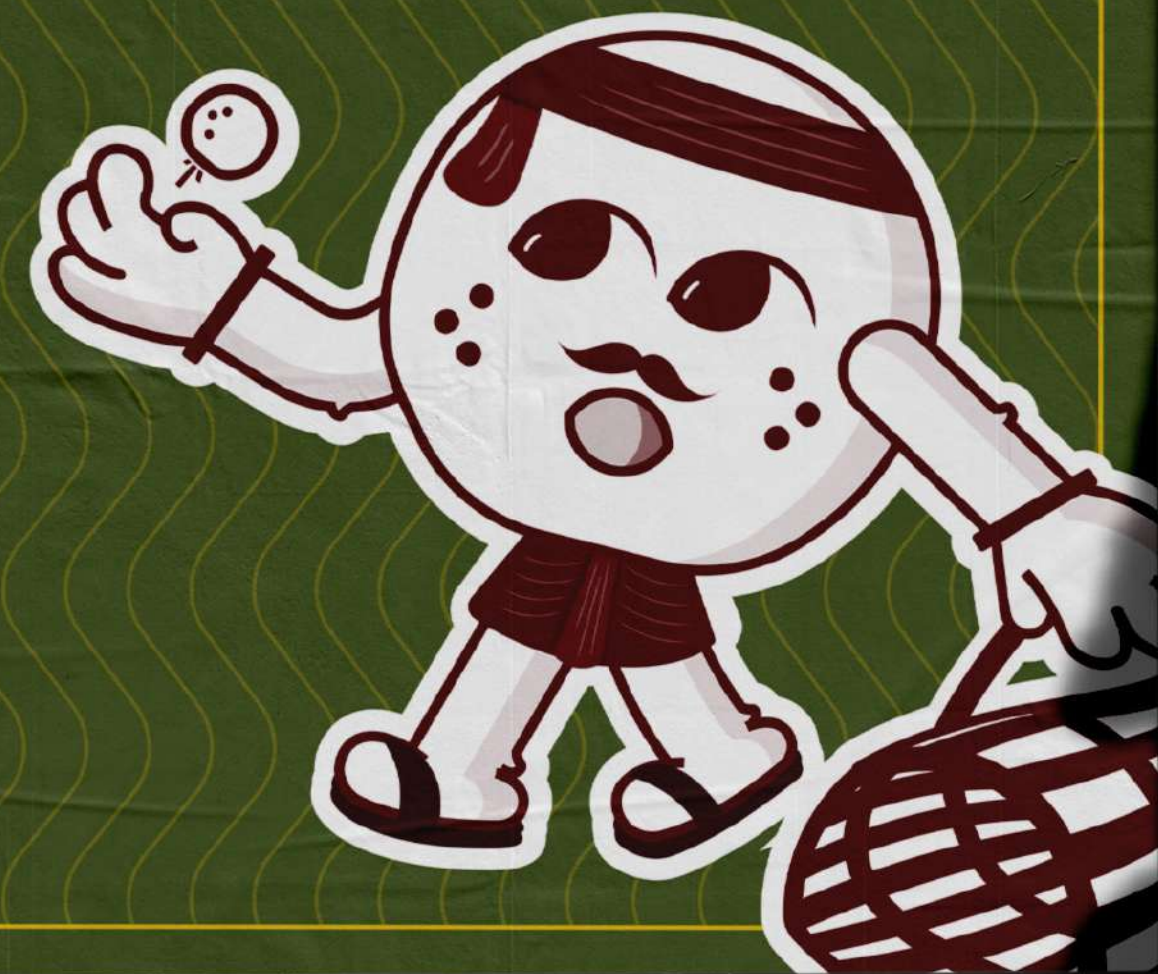
#TOGETHER WE POP

Together We Pop is about fun, laughter, and endless crunch. From late-night chats to road trips, makhana makes every moment lighter and brighter. One pop leads to another—and before you know it, everyone's in on the joy.



Organic
pops

Click, share, and pop the joy! Capture your snacking moments together and tag us on Instagram @organicpops



9:41



Organic Pops



Calendar



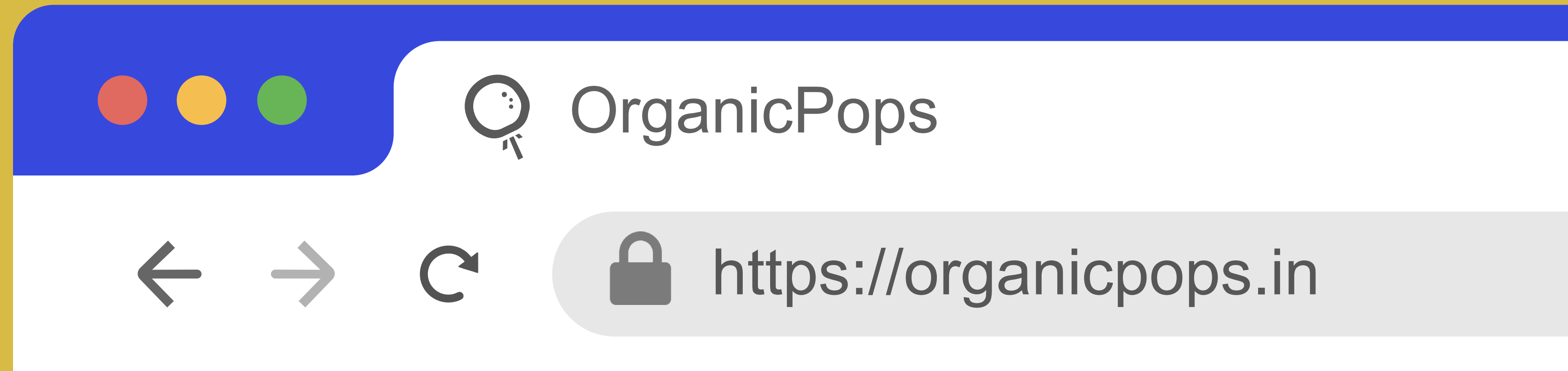
Ph



Mail



Notes





Organic
pops

POP THE HEALTHY WAY

ROASTED IN
OLIVE OIL

ESTB SINCE
2025



Organic
pops



#TOGETHER
WE POP

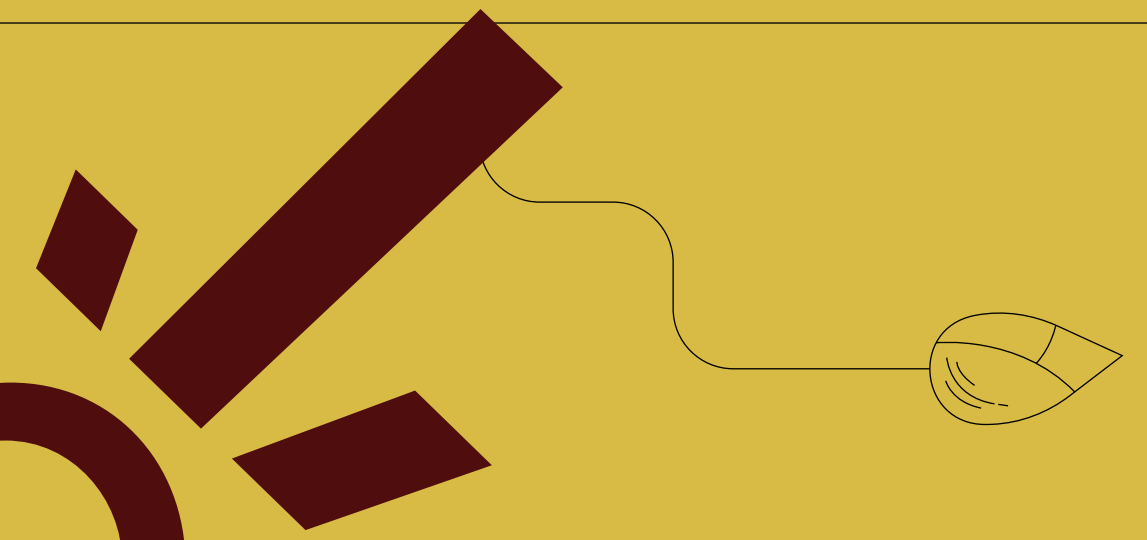
Organic
pops

9058 Unt. 03.01.25
Fa. BVG

Lack 23.01.17 wofa
Eigenmasse
55.015kg

Lack 23.01.17 wofa

Popped Up Packaging



Our packaging mirrors the natural journey of makhana—from lotus ponds kissed by the sun to seeds that bloom into pops. Every pack carries the story of nature, tradition, and nourishment within.



Promotional Ideas

Instagram & Reels

Share engaging content around health, culture, and the joy of popping together.

Blinkit Tester Giveaways

Drive trial and awareness by reaching snackers directly.

YouTube Storytelling

Document the natural process of makhana making and its heritage.

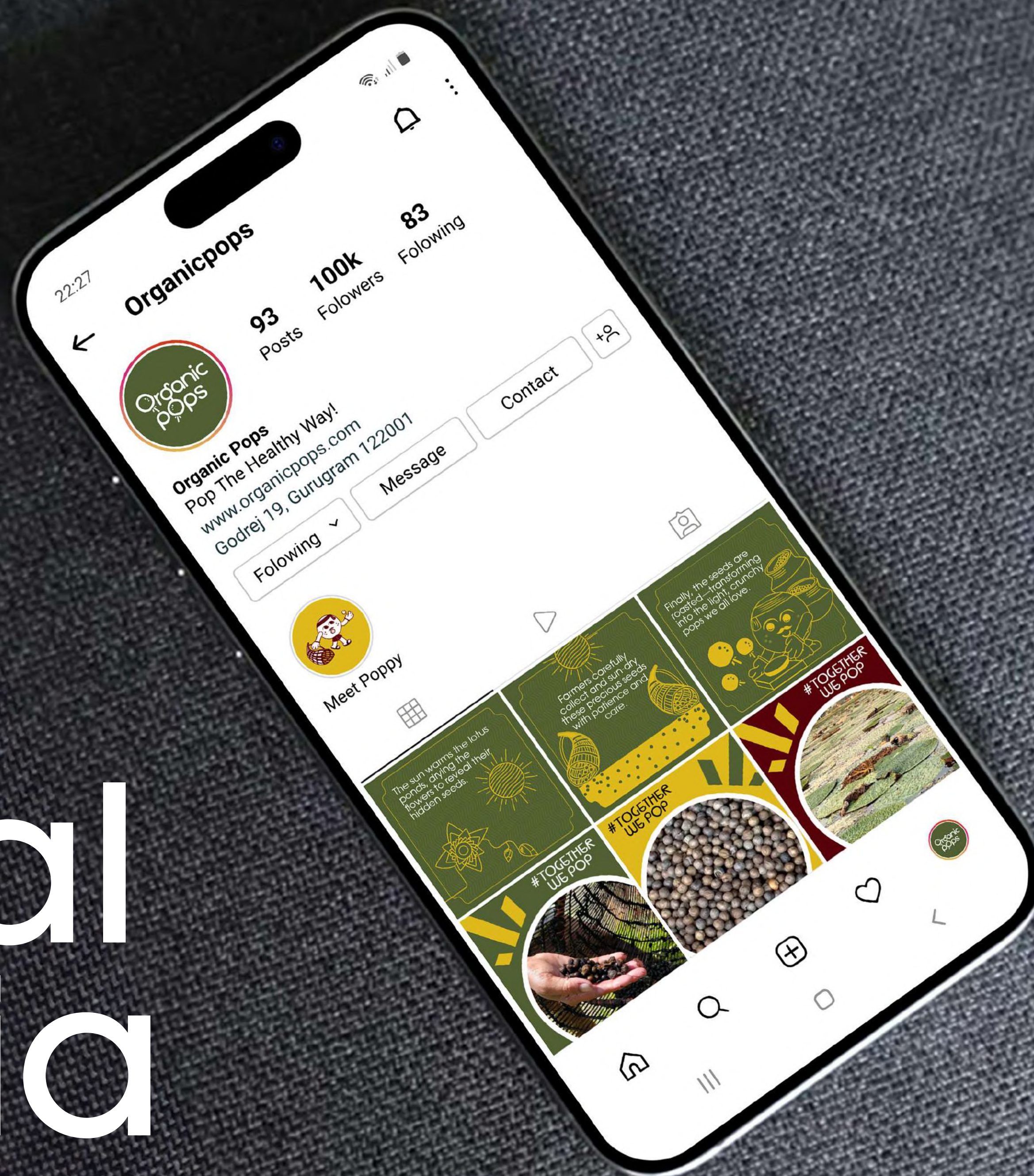
Airport & Govt. Gift Shops

Position Organic Pops as a cultural superfood for travelers and tourists.

Festival Campaigns

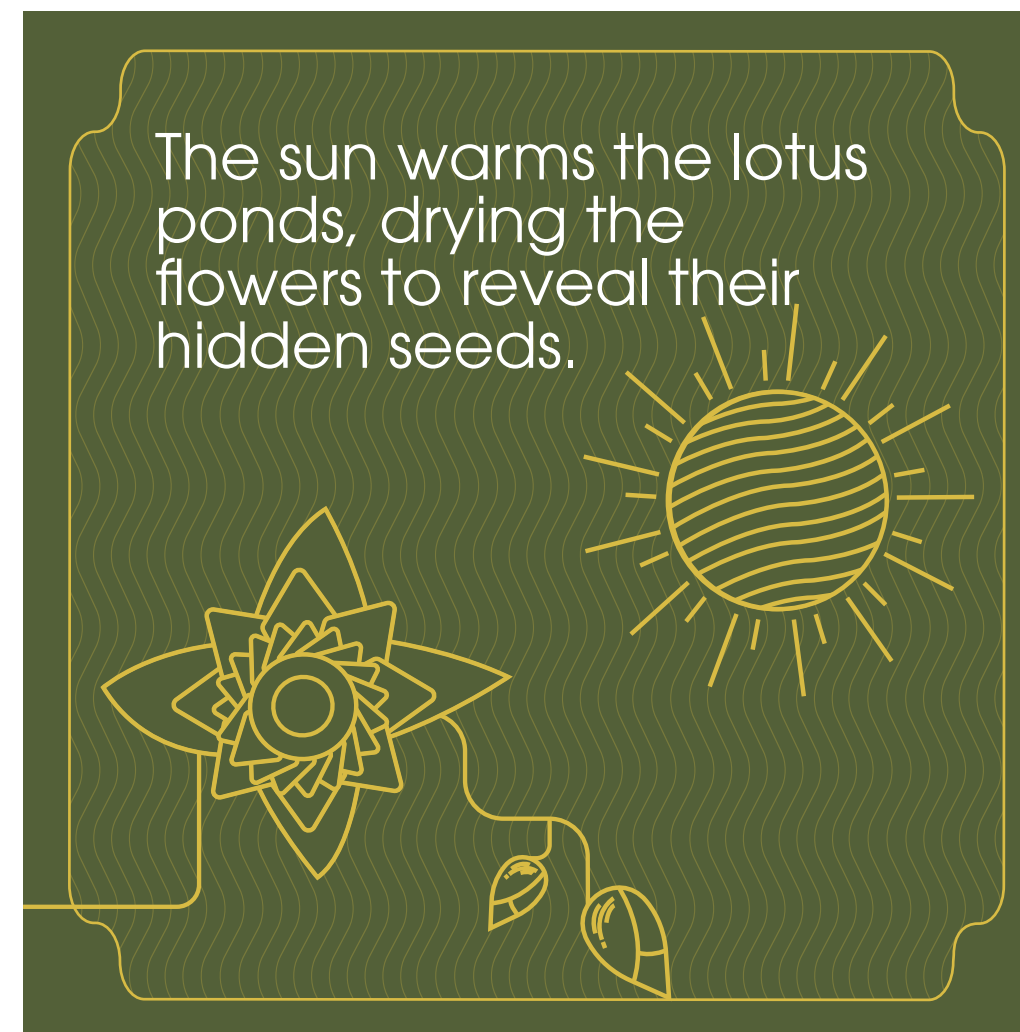
Build hype during Navratri, Diwali, and other festivals with limited-edition packs and cultural storytelling..

Social Media



Instagram Posts

By using the silhouette of our iconic 'O' to mask images, we create a cohesive and instantly recognizable brand identity. This visual storytelling not only explains our packaging inspiration in a simple, striking way but also highlights Organic Pops' detail-driven approach making every post both engaging and memorable.



Festive Special



Organic pops

Yash Vardhan Rungta

