

## **Project Name**

Roast Lab

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## **Project Idea**

Create a cohesive, minimal, and elegant brand identity system for Roast Lab, a modern Egyptian coffee brand.

The project includes developing audience personas, refining the logo, building a full visual identity, creating main and complementary designs for social media, and preparing a final presentation to showcase brand strategy and execution.

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## **Team Members (pentaRae)**

- Ahmed Hesham (Team Leader)
  - Ammar Yasser
  - Rufail Refaat
  - Bahaa Ghonim
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## **Work Plan**

### **1. Research & Analysis**

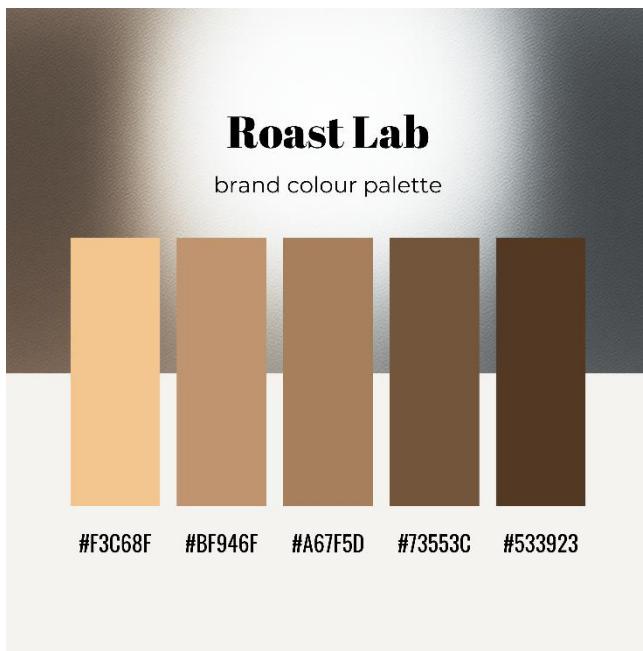
- Define the target audience (students, young professionals, coffee lovers, café-goers, digital creatives).
- Build 2–3 audience personas.
- Analyze the competitive landscape of Egyptian coffee brands.
- Identify visual trends aligned with minimal & elegant aesthetics.

### **2. Visual Identity**

- Logo design:



- Color Palette:



- Typography:



### 3. Main Designs

- A key promotional social media design.
- Product-focused post (coffee cups, beans, daily specials).
- Lifestyle mood post for brand storytelling.

You can find all social media designs here:

<https://drive.google.com/drive/folders/1CrEpW9HQXWO8Ql2utRs1t9gG5i-KpZid?dmr=1&ec=wgc-drive-hero-goto>

### 4. Complementary Products

- Packaging mockups (cups, sleeves, bags).
- Social media story templates.
- Pattern elements derived from the logo or coffee-related line art.
- Icons and micro-illustrations.

### 5. Review & Finalization

- Internal design review among group members.
- Revise based on collective feedback.
- Prepare all deliverables in ready-to-export formats.

## 6. Final Presentation

- Slide deck summarizing research, identity system, design process, and final outcomes.
- Showcase comparisons, mockups, and real-world applications.
- Include brand guidelines preview.

You can find the final presentation here:

[https://drive.google.com/file/d/1vVkiBoK84Rk3zn7w\\_JD-UpfPQOziZumG/view?usp=drive\\_link](https://drive.google.com/file/d/1vVkiBoK84Rk3zn7w_JD-UpfPQOziZumG/view?usp=drive_link)

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## Roles & Responsibilities

- **Ahmed Hesham**  
**Visual identity (Logo), Logo and Final Presentations, 4 Social Media Design.**
  - **Ammar Yasser**  
**4 Social Media Design, Logo Concept 1 , Logo Concept 2.**
  - **Rufail Refaat**  
**4 Social Media Design, Typography.**
  - **Bahaa Ghonim**  
**4 Social Media Design.**
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**KPIs (Key Performance Indicators)** – Metrics for project success (e.g., response time, system uptime, user adoption rate).

- Consistency across all design outputs.
- Engagement increase on social media mockups (likes, comments, saves — measured in testing or peer review).
- Positive feedback from instructor and peers on clarity & professionalism.
- Smooth alignment between logo, typography, colors, and layout system.
- Quality and coherence of final presentation.
- Timely completion of all work stages.

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## **Instructor**

**Andrew Ibrahim**

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## **Project Files**

You can find the full project files here:

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## **License**

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