

## 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

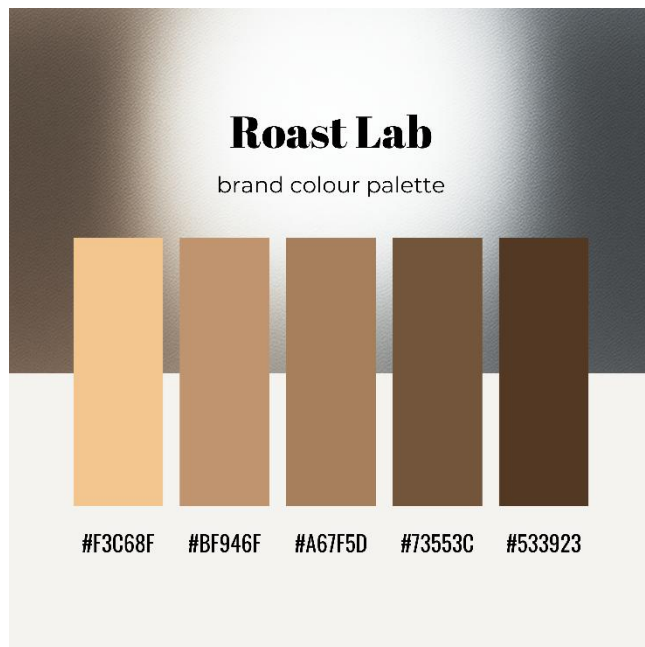
- Define the target audience (students, young professionals, coffee lovers, café-goers, digital creatives).
- Build 2–3 audience personas.
- Analyze the competitive landscape of Egyptian coffee brands.
- Identify visual trends aligned with minimal & elegant aesthetics.

### 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/1CrEpW9HQPXWO8Q12utRs1t9gG5i-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

All rights reserved. The designs and assets created for this project are the intellectual property of the Roast Lab team (Ahmed Hesham, Ammar Yasser, Rufail Refaat, Bahaa Ghonim) and are **not licensed** for reuse, distribution, or commercial use without the team's explicit written permission.

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