Week 1 Graphic Design Internship Task

Project Title: Branding & Social Media Kit for a Local Grocery Delivery Service

Objective

To design a comprehensive brand identity and promotional material for "Fresh Basket," a local grocery delivery application. The primary goal is to develop visually appealing brand assets and social media graphics that effectively communicate the core values of **freshness, convenience, and trust**.

Application

Fresh Basket is an upcoming mobile-based grocery delivery service. It enables users to conveniently order groceries from nearby stores and receive deliveries within hours. The target demographic includes **working professionals, elderly users, and busy families** who prioritize ease and efficiency in their grocery shopping. As the brand prepares for its launch, establishing a consistent and strong visual identity across all digital platforms is crucial.

Scope

The task involves designing a complete brand identity kit along with a set of social media templates. All designs should consistently reflect Fresh Basket's brand values: **freshness, speed, and convenience**.
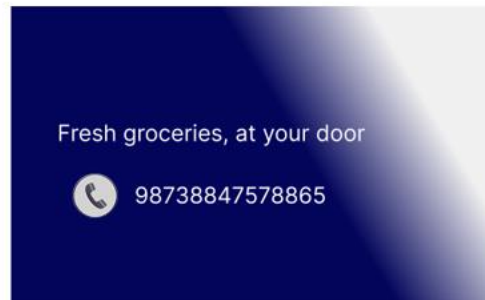
Assets to Design

1. Logo Design

- Primary Logo (Full Color)
- Logo Usage on Light and Dark Backgrounds

2. Business Card (Front & Back)

• Include logo, name, role, contact, and tagline

• Clean layout with proper alignment and spacing

3. Social Media Post Templates (Instagram)

3 Promotional Post Designs:

- "Fresh Deals of the Day"
- "Why Choose Fresh Basket?"
- "Download the App Now!"

• Size: 1080x1080px

• Use navy blue and white as primary brand colors

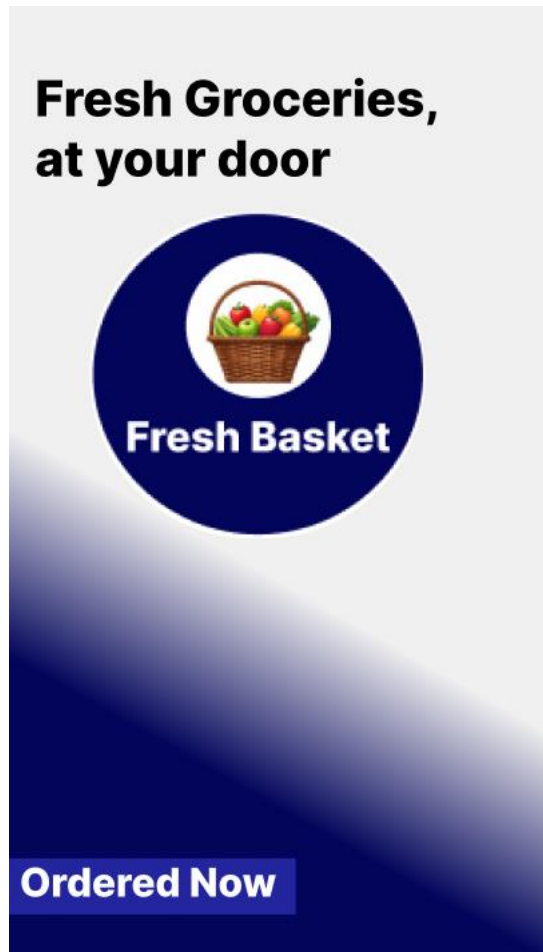• Use product imagery (you may use placeholder images if needed)

Fresh Deals Of The Day

Why Choose Fresh Basket?

Download the App Now!

4. App Store Banner / Poster

5. Brand Style Guide (1-Page)

• Brand colors (include HEX codes)

• Typography (Headings, Subheadings, Body text)

 • Logo usage rules

• Icon/Illustration style guide

Brand Style Guide

Fresh Basket

Brand colors

Brand colors includes Navy Blue and White, there is also a linear color use (mix of navy blue and white).
A #03055B (HEX code) is used for Navy blue color and #F5F5F5 (a light, neutral off-white) also #F0F0F0 (a slightly warmer off-white) both are used for white.

Typography

It include clean readable font like Poppins, Lato or Montserrate, used font size of 34,48...

Logo usage rules

logo includes;
- basket picture, text, and circle shape
- first a circle is created then a basket picture is added and then text is added to it

Icon style guide

used some icons i.e heart, save, plane, comment in App store banner design
and contact icon is used in business card design

Tools use

Figma is used