GOLDEN TEAM

Course: Graphic Design

Mentor: Eng. Mohamed Kamer

Group Code: YAT355_ONL2_DRT4_G2_

Company: YAT learning centers

Group Name: Golden Team

Project name: Visual Identity

MEMBERS

-Andrew Ashraf Sobhy

-Hader Ebrahim Ahmed

-Aya Tareq Mohamed

-Mena Sameh Abd ElShahid

-Fatma Hagag Mohamed

VISUAL IDENTITY FINAL PROJECT

Project Name: PAUSE

About Project: Coffee shop, library, entertainment area all in one place

Project Planning	
Week 1	Designs Inspirations
Week 2	Colors, logo design, typography
Week 3	Creating visual identity designs and mockups
Week 4	Presentation

(Project Planning & Management):

Core idea of the project:

Creating visual identity about Coffee shop, library, entertainment area all in one place.

Tasks for each team member (10 Tasks)

Aya: 1-2 Business Card & Menu

Fatma: 4-10 Paper Bag / Box (Packaging) & Envelope

Mina: 7-8 T-shirt and Cap & SMD

Hader: 3-6 Invoice & Letter Head

Andrew: 5-9 Folder & Product Design

Software used in designs:

1-Adobe Photoshop

2-Adobe illustrator

Websites used for inspirations:

1-Behance

2-Dripple

3-Pintrest

(Literature Review):

Target Audience:

For Anyone who wants to enjoy peaceful and tasteful cup of tea or coffee while reading a book in calm place.

(Requirements Gathering, System Analysis, and Design)

Aim of the project: Advertising and attract all coffee and readers lovers under one and only brand name called: PAUSE

Colors:

Fonts:

1-Headlines: Axiforma

2-Body: Roboto

3-Logo Font: Gontserrat

(Implementation)

-All files will be in PDF, PNG, AI, and PSD

-Final presentation using Canva or PowerPoint