



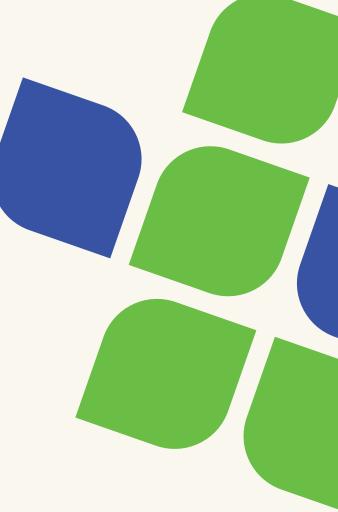
# Healthy Bite Final Project Presentation

Here is where your presentation begins

20 OCT 2024



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head folded  
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Designer  
Brand Guidelines  
Designer

# Content

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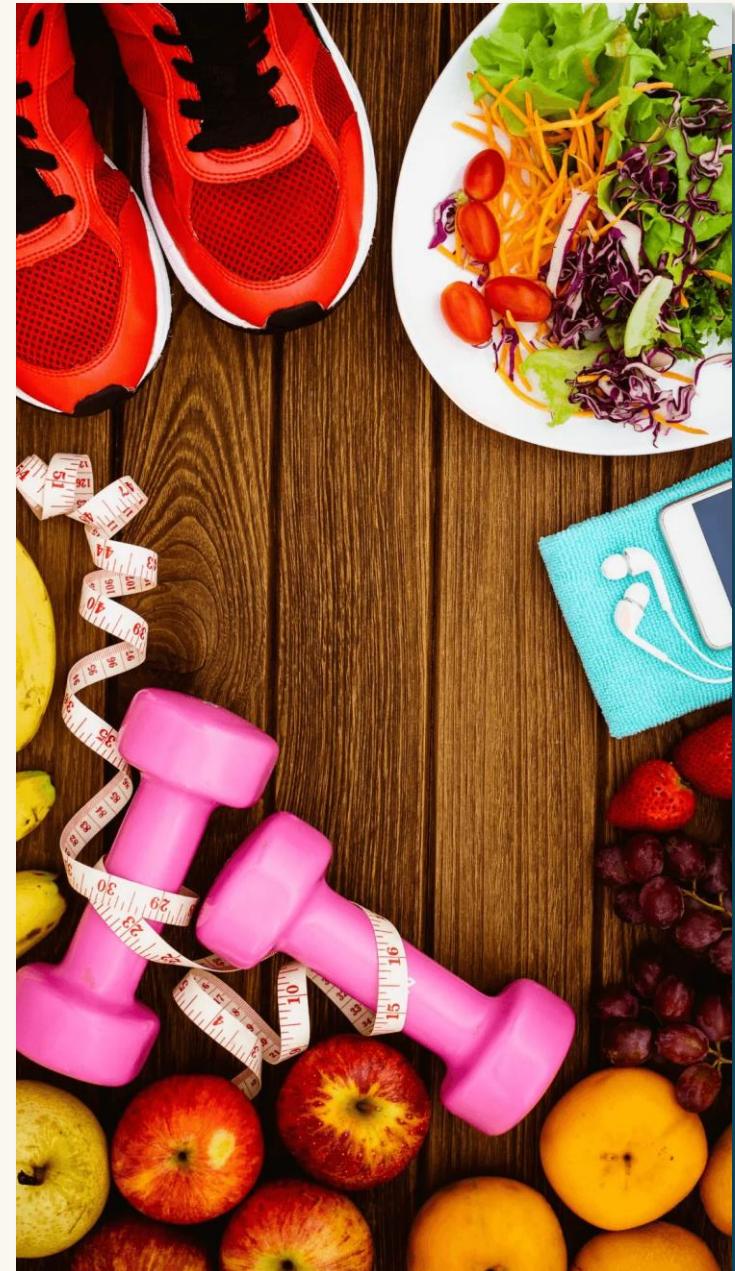
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# Introduction

# About us

We are **Healthy Bite**, our mission is to provide natural, balanced, and sustainable food products that support a healthier lifestyle. This project showcases the creation of our brand's visual identity and advertising campaign, designed to communicate our commitment to health, transparency, and eco-friendly practices. From logo development to product packaging and marketing materials, every element is crafted to reflect our values and engage our target audience effectively.



# Project Objectives

- Establish a Strong Visual Identity:** Create a cohesive and recognizable brand identity that reflects our dedication to natural and healthy living.
- Apply Our Identity Across Platforms:** Ensure consistency in our visual branding by applying it across packaging, business cards, social media, and marketing materials.
- Launch an Impactful Advertising Campaign:** Develop a strategic advertising campaign that raises awareness and positions Healthy Bite as the go-to choice for health-conscious consumers.
- Communicate Our Values:** Through every design and marketing element, clearly communicate our core values—health, sustainability, transparency, and innovation
- Engage and Build Trust with Our Audience:** Design materials that resonate with consumers who prioritize natural, GMO-free food, and build long-lasting relationships with them.



# Target Audience



**Health-conscious individuals** who seek clean, natural food options free from chemicals, hormones, and GMOs.

**People with specific dietary needs**, such as those looking for balanced nutrition that fits into their lifestyle.

**Eco-conscious consumers** who care about sustainability and want to support brands with environmentally responsible practices.

**Families and parents** who are looking for healthy, nutritious products to nourish themselves and their children.



Product



# Product

# Product Showcase

In our project, we utilized **Adobe Dimension** to create realistic 3D mockups of **Healthy Bite's** product line, highlighting the clean and natural design elements of each item. By leveraging Adobe Dimension, we were able to visualize our concepts in a real-world context, ensuring that the packaging aligns with the brand's commitment to health and sustainability.



# Product Showcase

Our product line includes four healthy food options

1. **Pure Juice:** A refreshing, all-natural juice crafted from premium ingredients without additives or chemicals.
2. **Healthy Bonbons:** A quick, convenient solution for managing blood sugar levels, perfect for those on the go.
3. **Children's Substitutional Meal:** A nutrient-rich meal option designed specifically for kids, packed with essential vitamins and minerals.
4. **Protein Bars:** A healthy snack option for athletes and fitness enthusiasts, providing a powerful boost of protein.

Each product design reflects the brand's identity, emphasizing natural ingredients, simplicity, and clarity, all while maintaining visual appeal and functionality in packaging.



Product

# Pure Juice



# Healthy Bonbons



# Children's Substitutional Meal



# Protein Bars



## Logo and Visual Identity



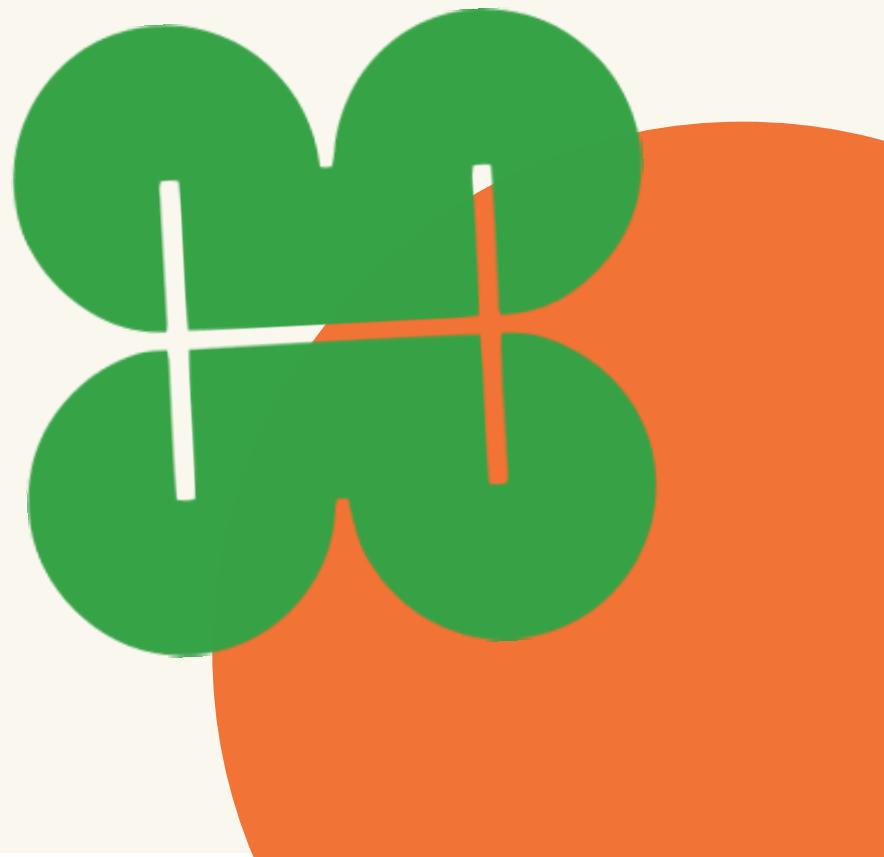
# Logo and Visual Identity

# Logo Evolution

## Initial Concept

The journey of our logo design began with a simple concept: integrating the letter **H** in a creative way to form the core of our brand identity.

We chose the letter **H** as it's the first letter of our brand name and to create a strong visual connection between the logo and the name.



# Logo Evolution

## A Shift Towards Nature

The initial concept evolved into transforming the letter H into a leaf shape, symbolizing the natural and healthy aspect of our product.

The leaf shape represents growth and renewal, aligning with our brand's core values of healthy and natural food.



# Logo Evolution

## Elevating the Design

The overall shape of the leaf was further developed to resemble a butterfly with vibrant colors and delicate forms, adding a touch of elegance and vitality to the design.

The **butterfly** symbolizes transformation and beauty, reflecting the transformative power of our product on our consumers' lives.



# Logo Evolution

## The Final Logo

After several stages of development, we arrived at the final logo that combines simplicity, elegance, and symbolism.



The final logo encapsulates our brand values through the integration of natural elements, transformation, and beauty.

# Fonts and Colors

## Logo Fonts

### Acetone

a b c d e f g h i j k  
l m n o p q r s t u v  
w x y z

A B C D E F G H I J K L  
M N O P Q R S T U V  
W X Y Z

## Primary Fonts

### Montserrat

abcdefghijkl  
mnopqrstuvwxyz  
wxyz

ABCDEFGHIJ  
KLMNOPQRS  
TUVWXYZ

## Body Fonts

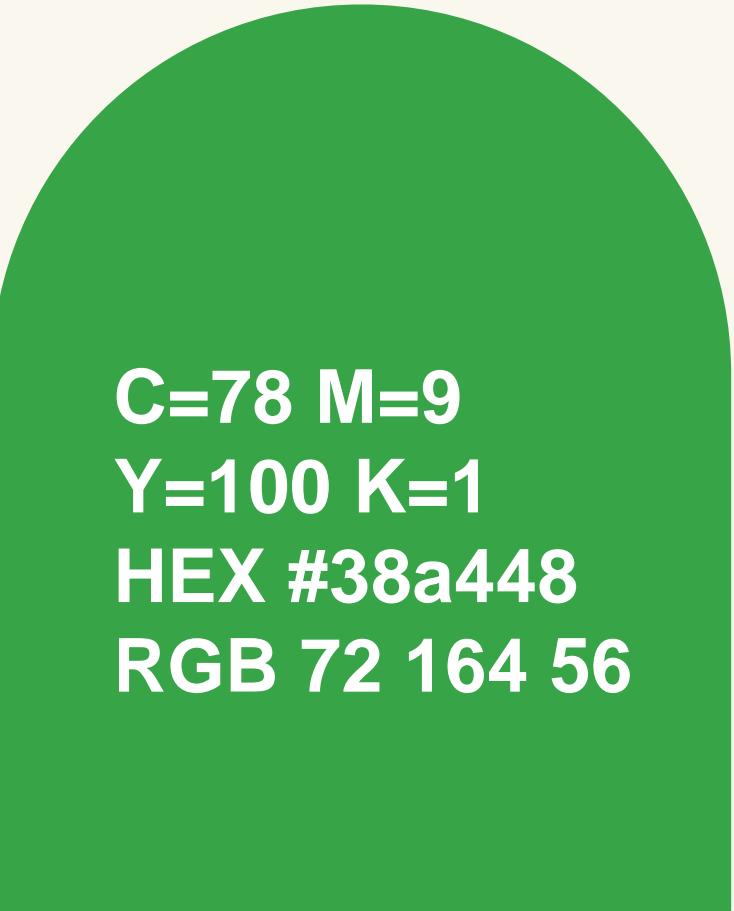
### Iato

abcdefghijklmn  
opqrstuvwxyzwxyz

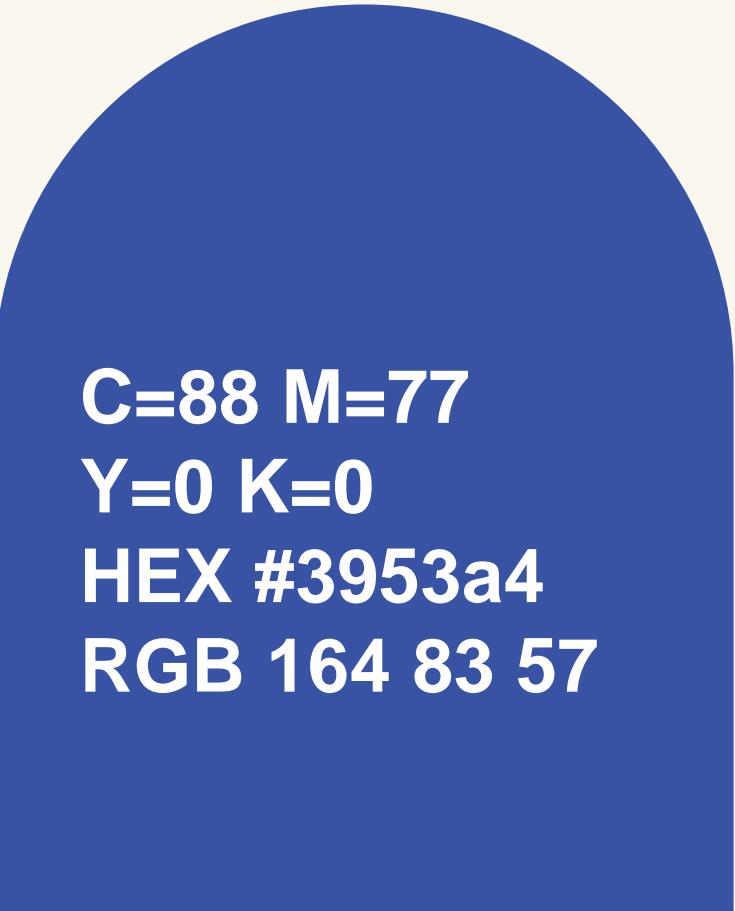
ABCDEFGHIJKL  
MNOPQRSTUVWXYZ  
WXYZ

# Fonts and Colors

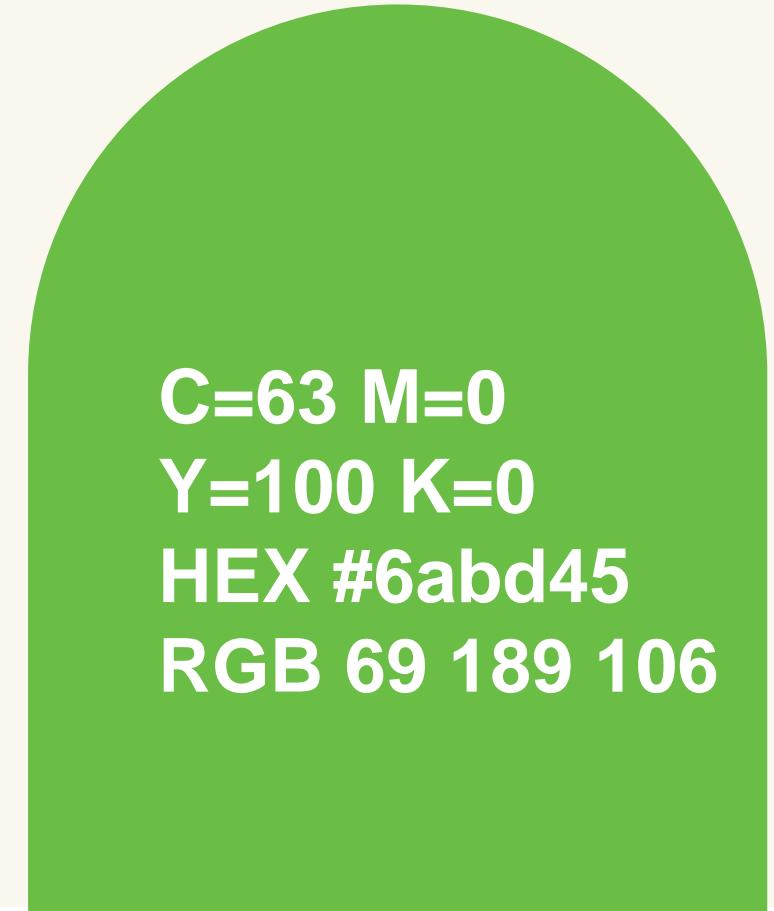
## Primary Colors



C=78 M=9  
Y=100 K=1  
HEX #38a448  
RGB 72 164 56



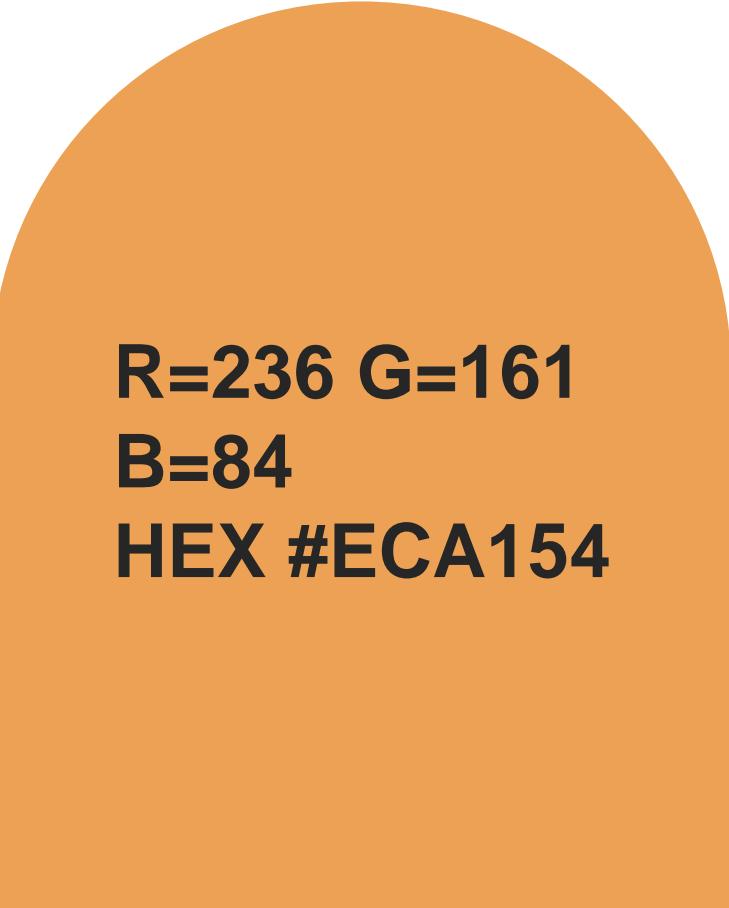
C=88 M=77  
Y=0 K=0  
HEX #3953a4  
RGB 164 83 57



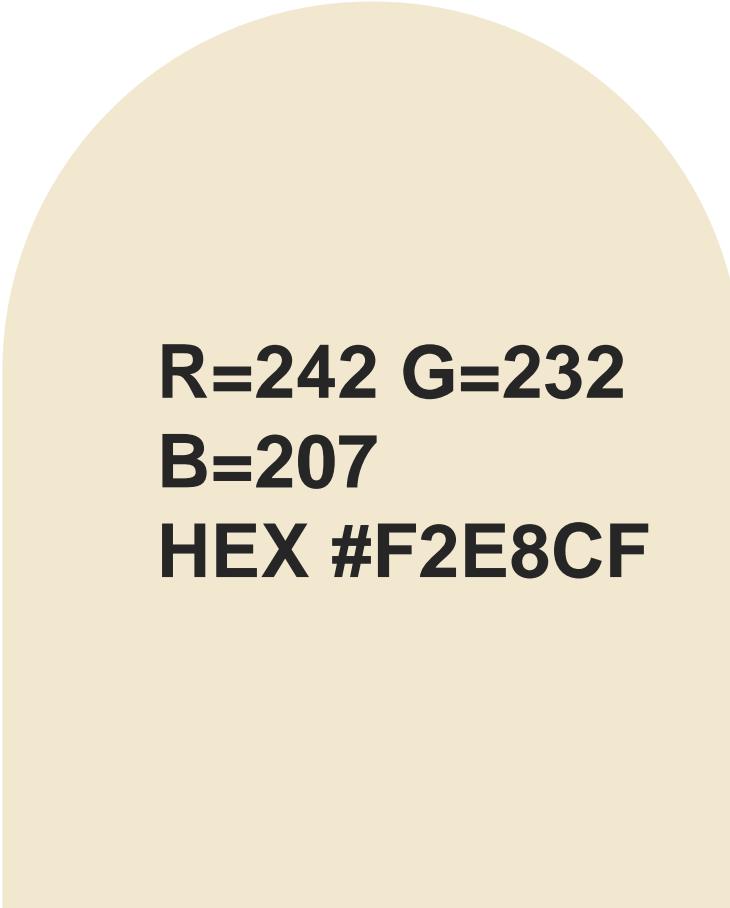
C=63 M=0  
Y=100 K=0  
HEX #6abd45  
RGB 69 189 106

# Fonts and Colors

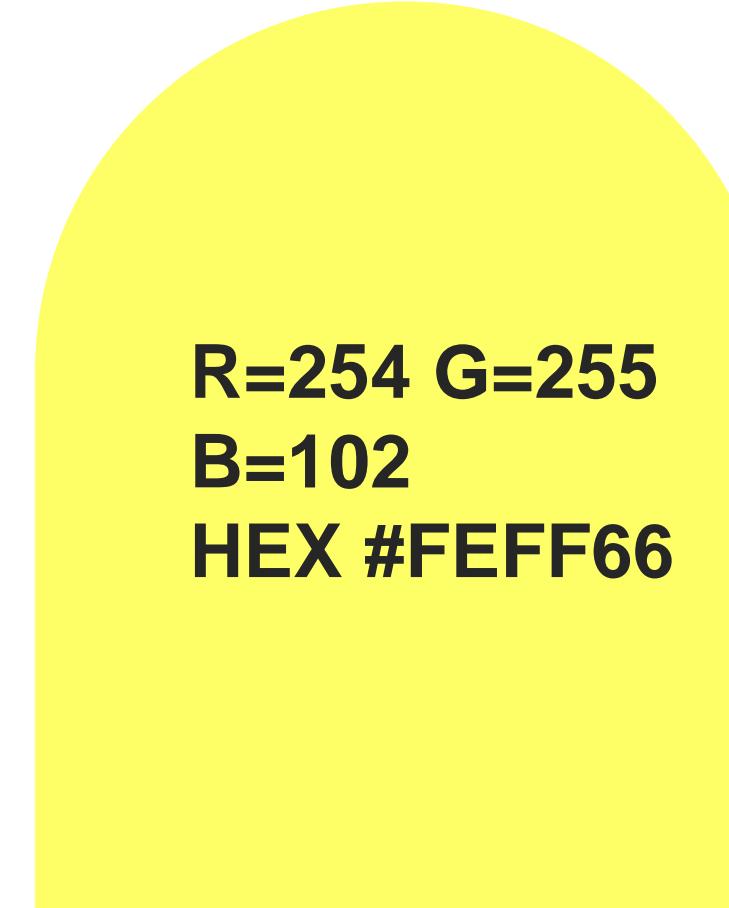
## Secondary Colors



R=236 G=161  
B=84  
HEX #ECA154

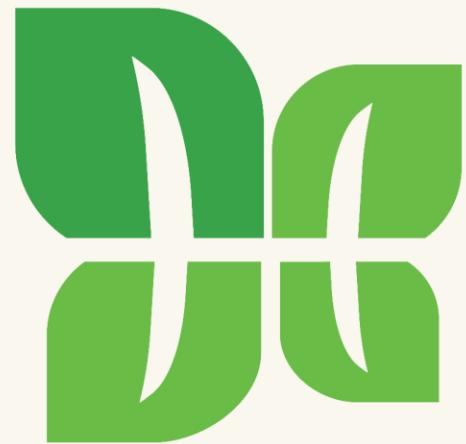


R=242 G=232  
B=207  
HEX #F2E8CF



R=254 G=255  
B=102  
HEX #FEFF66

**LOGO**



**HealthyBite**  
Health In Every Bite

# Logo Usage

To maintain consistency, we established clear guidelines for logo usage

- The logo must maintain its aspect ratio and should not be stretched or distorted in any application
- Minimum size requirements are defined to ensure the logo remains legible, especially in small applications like business cards.
- **Logo Variations:** We designed light and dark variations of the logo to ensure it works on different background colors without compromising visibility.

These technical guidelines ensure that the brand's visual identity is consistently applied across all print and digital materials.



# Logo Variations



# Logo Variations



# Incorrect Usage



# Logo Mockup

## Logo and Visual Identity

Mockup



## Logo and Visual Identity

# Mockup



## Logo and Visual Identity

# Mockup



## Logo and Visual Identity

# Mockup



## Logo and Visual Identity

Mockup



## Logo and Visual Identity

Mockup



## Logo and Visual Identity

Mockup



## Logo and Visual Identity



# Brand Website

## Logo and Visual Identity

# Brand Website

FREE SHIPING ON ORDER OVER 100\$

Coupons | Contact | Store Locator

USD

SEARCH

HealthyBite Health in Every Bite

SHOP ABOUT RECOPES BLOG WHOLESALE REWARDS

**Health in Every Bite**  
**Your Path to Wellness**

Discover a World of Delicious, Nutritious and Customized Food.

Are you tired of compromising on taste and nutrition? Look no further than Healthy Bit. We're committed to providing you with delicious, healthy food that caters to your unique needs.

**SHOP NOW**

## OUR Product

**Natural&Healthy Juice**  
Cold-pressed juice. Revitalize your mind and body with nature's goodness.

**Substitutional Meal For Kids**  
Healthy, kid-friendly meals. Nutritious and delicious, perfect for busy families.

**Healthy Protein Pars**  
High-protein pars. Fuel your body with delicious, nutritious goodness.

**Bon Bon For Diabetic**  
without guilt Delicious, diabetic-friendly bon bons. Sweet treat, low sugar.

**Read More**

## Natural&Healthy Juice

**BEST SELLER** Raspberry Natural Juice  
From \$ 49.99 Usd  
★★★★★ 34.351 Ratings  
**Choose Product**

**BEST SELLER** Orange Natural Juice  
From \$ 59.99 Usd  
★★★★★ 32.602 Ratings  
**Choose Product**

**BEST SELLER** chocolate Natural Juice  
From \$ 69.99 Usd  
★★★★★ 38.462 Ratings  
**Choose Product**

kiwi Natural Juice  
From \$ 49.99 Usd  
★★★★★ 21.927 Ratings  
**Choose Product**

Apple Natural Juice  
From \$ 59.99 Usd  
★★★★★ 27.426 Ratings  
**Choose Product**

Banana Natural Juice  
From \$ 49.99 Usd  
★★★★★ 24.824 Ratings  
**Choose Product**

**SHOP ALL**

GET EXCLUSIVE DISCOUNTS WHEN YOU JOIN OUR EMAIL LIST

Enter Email

**HealthyBite** Health in Every Bite

Follow us  
Follow us for news, contests, updates and more!

**SHOP**

Shop All  
Store Locator  
Rewards  
Wholesale

**ABOUT US**

Our Path  
Blog  
Careers  
Our History

**HELP**

FAQ  
Contact Us  
Discontinued Product  
Privacy policy

@ 2024,Bite

Health In Every Bite

[SHOP](#) [ABOUT](#) [RECOPES](#) [BLOG](#) [WHOLESALE](#) [REWARDS](#)

SEARCH

# Health in Every Bite

## Your Path to Wellness

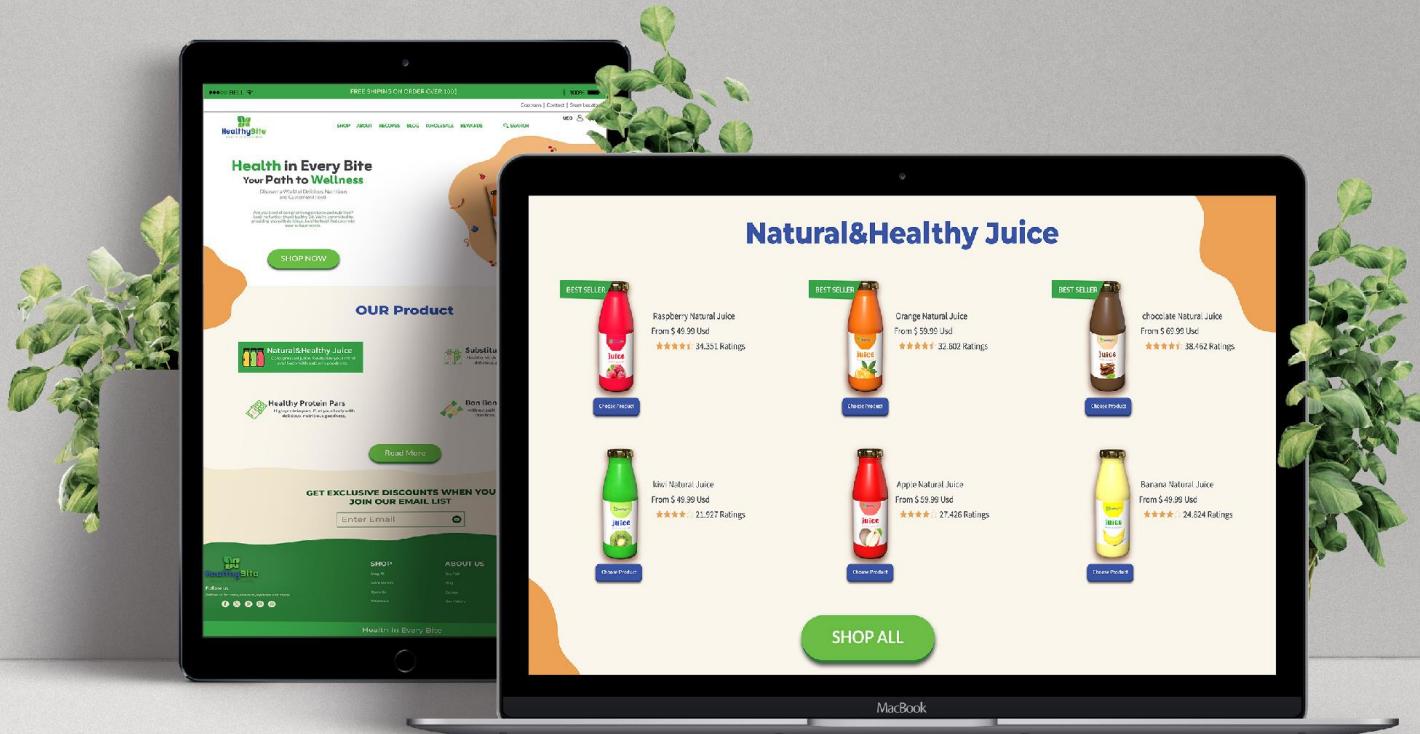
Discover a World of Delicious, Nutritious  
and Customized Food.

Are you tired of compromising on taste and nutrition?  
Look no further than Healthy Bit. We're committed to  
providing you with delicious, healthy food that caters to  
your unique needs.

[SHOP NOW](#)

# Web showcase project presentation.

THIS IS A GREAT PSD PROJECT DESIGN TEMPLATE TO KICKSTART A SHOWCASE OR CASE STUDY OF YOUR UX AND UI PROJECTS.



THIS IS A MODERN PRESENTATION SHOWCASE TO DISPLAY YOUR WEB PROJECTS WITH WIREFRAME INCLUDED. USE THE SMART LAYERS TO EASILY ADD ANY SCREENS.

[VIEW MORE](#)

or [TAKE A TOUR](#)



Marketing Materials



# Marketing Materials

# Advertising Campaign

# Invoice Design



Advertising Campaign

# Folder Design



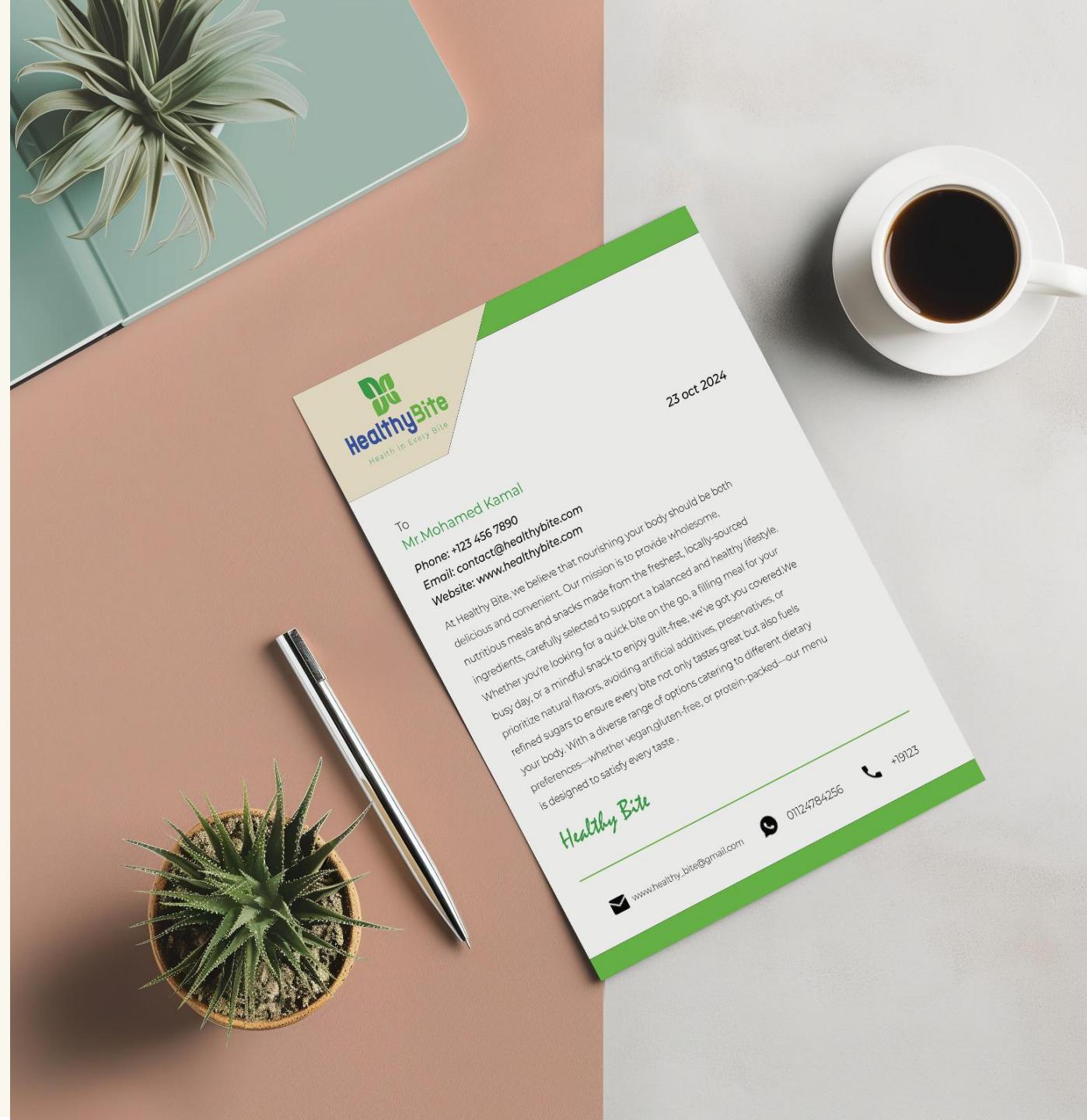
## Marketing Materials

# Business Card



## Advertising Campaign

# Stationary Design Letter head



## Advertising Campaign

# Folded Design



# Envelope Design



# Flyer Design



Advertising Campaign



# Advertising Campaign



# Campaign Strategy:

Our advertising campaign for **Healthy Bite** is designed to promote the brand's commitment to natural, healthy, and sustainable living. The campaign's main goal is to raise awareness about our chemical-free, GMO-free food products and engage health-conscious individuals looking for trustworthy, nutritious options.



Advertising Campaign

# Social Media Ads

The advertisement features the HealthyBite logo at the top left, followed by three juice bottles in orange, brown, and red, each labeled "juice". The background is a stylized green and blue wave pattern with illustrations of fruit like an orange, a strawberry, and a raspberry, along with a piece of dark chocolate. A green circle on the right contains the text "only 150 EGP". At the bottom, there is a call-to-action button with "ORDER NOW >" and contact information: phone number 19123 and website www.healthy\_bite.com.

**Do you share?**

Get 3 healthy-bottles  
of your favorite flavor

ORDER NOW >

19123

[www.healthy\\_bite.com](http://www.healthy_bite.com)

only 150 EGP

Advertising Campaign

# Social Media Ads

**HealthyBite**  
Health In Every Bite

juice  
Health in every sip

juice  
Health in every sip

Wake up!  
Choose Your Favorite Flavor

ORDER NOW >  
19123  
[www.healthy\\_bite.com](http://www.healthy_bite.com)

20% off

## Advertising Campaign

# Social Media Ads

The image is a promotional advertisement for Healthy Bite juice. It features a large orange juice bottle on the right side. The bottle has a white label with the "Healthy Bite" logo at the top, followed by the word "juice" in large orange letters, and the tagline "Health in every sip" below it. In the background, there is a large orange slice at the top left, and various green line-art icons of fruits like watermelon, banana, avocado, and apple floating around. A green and yellow wavy graphic at the bottom left contains a call-to-action button with the text "ORDER NOW >" and the phone number "19123" and website "www.healthy\_bite.com". At the bottom right, the text "100% Naturals Fruits" is displayed. The overall theme is healthy and vibrant.

**Healthy Bite**  
Health In Every Bite

**The Best Healthy Juice  
For Your Breakfast**

ORDER NOW ➤  
19123  
[www.healthy\\_bite.com](http://www.healthy_bite.com)

100%  
Naturals  
Fruits

## Advertising Campaign

# Social Media Ads

The Great Natural Taste

ORDER NOW ➤  
19123  
[www.healthy\\_bite.com](http://www.healthy_bite.com)

HealthyBite  
Health In Every Bite

juice  
Health in every sip

A red juice bottle with a white label and a gold cap stands prominently on the right. The label features the "HealthyBite" logo at the top, followed by the word "juice" in large red letters, and the tagline "Health in every sip" below it. The bottle is surrounded by various fruits: a whole red apple at the top right, a sliced apple above it, a single apple slice in the center, a banana, a strawberry, a watermelon slice, a pear, a broccoli floret, and a bunch of grapes. A green wavy line with a yellow outline sweeps across the background from the top left towards the bottom right, creating a dynamic feel.

## Advertising Campaign

# Social Media Ads

The advertisement features the Healthy Bite logo at the top left, consisting of a green stylized 'H' icon followed by the brand name 'HealthyBite' in blue and green, with the tagline 'Health In Every Bite' below it. The main headline 'Strong kids... Happy Mama !' is displayed in large, bold, blue and green text. Three white pouches of 'Power Kid' meal are shown in the center, each featuring a different superhero-themed illustration of a child. The labels on the pouches read 'pow ki', 'power kid!', and 'power kid!' in green, orange, and blue respectively. Below the pouches, the text 'balanced meal' and 'Option that supports a child's nutritional needs in a format they enjoy.' is visible. At the bottom, there is a call-to-action button with the text 'ORDER NOW >' and the phone number '19123' along with the website 'www.healthy\_bite.com'. The background is white with abstract green and yellow wavy shapes.

**Strong kids... Happy Mama !**

balanced meal  
Option that supports a child's nutritional needs in a format they enjoy.

balanced meal  
Option that supports a child's nutritional needs in a format they enjoy.

balanced meal  
Option that supports a child's nutritional needs in a format they enjoy.

ORDER NOW >

19123

[www.healthy\\_bite.com](http://www.healthy_bite.com)

Advertising Campaign

# Social Media Ads

The image features a smartphone in the center, displaying a mobile application for "HealthyBite". The app's logo, "HealthyBite Health In Every Bite", is at the top. Below it, there's a large green button labeled "ORDER NOW", a phone number "19123", and a website URL "www.healthy\_bite.com". A callout box on the right side of the screen says "100% naturals fruits". The background of the phone screen and the overall advertisement is filled with various colorful illustrations of fruits like apples, oranges, and kiwis, as well as vegetables like carrots and bell peppers.

**Order Now From Website**  
It's very easy and quick

**ORDER NOW ➤**  
19123  
[www.healthy\\_bite.com](http://www.healthy_bite.com)

100% Naturals Fruits

## Advertising Campaign



ذليك في  
المفيد

## Social Media Ads

The image displays five social media advertisement posts for HealthyBite juice. Each post features a juice bottle with a different fruit label (kiwi, raspberry, apple, banana, or orange) surrounded by a cluster of the same fruit and green leaves. The bottles are white with a silver cap and a green base. The background is plain white.

**ORDER NOW ➤**  
19123  
[www.healthy\\_bite.com](http://www.healthy_bite.com)

## Advertising Campaign

# Social Media Ads

The advertisement features a red glass juice bottle with a white label that reads "juice" and "Health in every sip". The bottle is surrounded by whole and sliced red apples, along with green leaves. To the right of the bottle, the brand logo "HealthyBite" is displayed above the text "FRESH, NATURAL, & HEALTHY" in red, and "PURE JUICE 100%" in green. At the bottom left, there is a call-to-action button with the text "ORDER NOW" and a phone number "19123" followed by the website "www.healthy\_bite.com".

ORDER NOW ➤  
19123  
www.healthy\_bite.com

FRESH,  
NATURAL,  
& HEALTHY  
PURE JUICE 100%

juice  
Health in every sip

HealthyBite

## Advertising Campaign

# Social Media Ads

The advertisement features a central glass bottle of HealthyBite juice with a white label that reads "juice" and "Health in every sip". The bottle is surrounded by several oranges, some whole and some sliced, along with green leaves. To the right of the bottle, the text "FRESH, NATURAL, & HEALTHY" is written in red, with "PURE JUICE 100%" in green below it. At the bottom left, there is a call-to-action button with the text "ORDER NOW" and a phone number "19123" followed by the website "www.healthy\_bite.com". The background is a warm, textured orange color.

FRESH,  
NATURAL,  
& HEALTHY  
PURE JUICE 100%

ORDER NOW ➤  
19123  
www.healthy\_bite.com

Advertising Campaign

# Social Media Ads

The advertisement features a central yellow glass bottle of HealthyBite juice with a gold cap. The label on the bottle is white with a yellow top section containing the brand logo and the word "juice" in green. Below the label, the tagline "Health in every sip" is visible. The bottle is surrounded by several ripe yellow bananas, some whole and some sliced. The background is a light beige color with floating green leaves and banana peels. In the top right corner, there is a large, bold text overlay that reads "FRESH, NATURAL, & HEALTHY" in blue, followed by "PURE JUICE 100%" in green. At the bottom left, there is a call-to-action button with the text "ORDER NOW" and a small arrow, along with the phone number "19123" and the website "www.healthy\_bite.com".

Advertising Campaign

# Social Media Ads

The image shows a product advertisement for HealthyBite juice. In the center is a green glass bottle with a white label. The label features a kiwi slice graphic and the words "juice" and "Health in every sip". Above the bottle, the HealthyBite logo is displayed with the text "FRESH, NATURAL, & HEALTHY" and "PURE JUICE 100%". The background is a soft-focus green with floating kiwi slices and leaves, creating a fresh and natural feel. At the bottom left, there is a call-to-action button with the text "ORDER NOW" and a phone number "19123" along with the website "www.healthy\_bite.com".

HealthyBite

FRESH,  
NATURAL,  
& HEALTHY  
PURE JUICE 100%

juice  
Health in every sip

ORDER NOW ➤  
19123  
www.healthy\_bite.com

## Advertising Campaign

# Social Media Ads

**FRESH,  
NATURAL,  
& HEALTHY**  
**PURE JUICE 100%**

**ORDER NOW ➤**  
19123  
[www.healthy\\_bite.com](http://www.healthy_bite.com)

Advertising Campaign

# Social Media Ads

**100%  
Natural**

**HealthyBite**  
Health In Every Bite

A Rabid Act ..  
Good Solution  
Save For Diabetics

ORDER NOW >  
19123  
[www.healthy\\_bite.com](http://www.healthy_bite.com)

Advertising Campaign

# Social Media Ads



Advertising Campaign



# Social Media Ads



ORDER NOW >

19123

[www.healthy\\_bite.com](http://www.healthy_bite.com)

Advertising Campaign

# Social Media Ads

**HealthyBite**  
Health In Every Bite

Bite

Will you choose?

Which One

ORDER NOW >

19123

[www.healthy\\_bite.com](http://www.healthy_bite.com)

## Advertising Campaign

# Social Media Ads Mockup

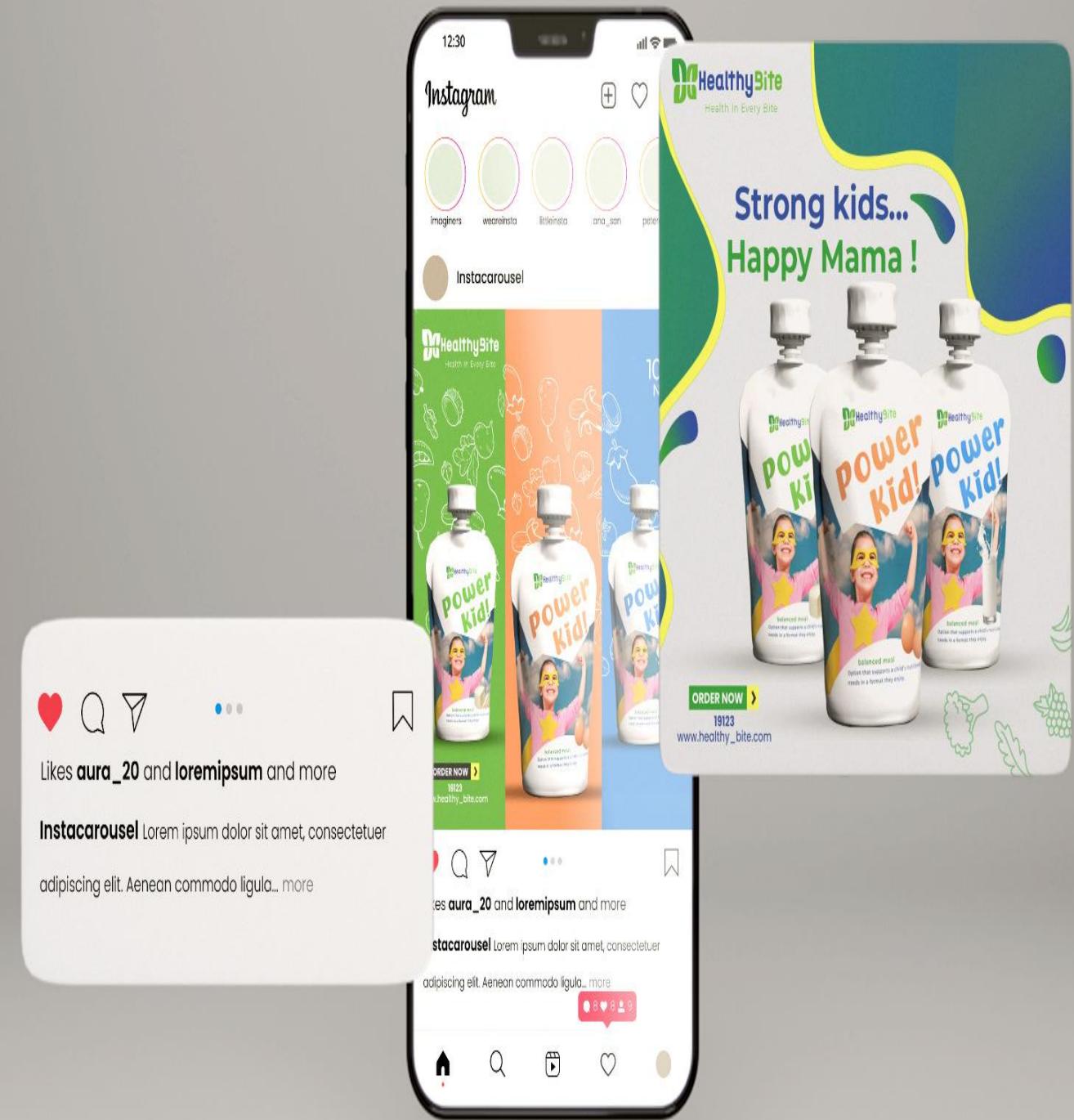


# Social Media Ads Mockup



## Advertising Campaign

# Social Media Ads Mockup





# Social Media Grid Design

## Advertising Campaign

# Social Media Grid Design





# Challenges and Solutions

# Design and Execution Challenges

One of the key challenges we faced was ensuring that the visual identity remained cohesive across various applications, such as packaging, business cards, and digital materials. We had to balance simplicity with a professional look while maintaining alignment with our core brand values—health, trust, and transparency.

**Color consistency:** Another challenge was ensuring that the colors appeared consistent across both digital and print media, as slight variations can occur between screens and physical prints.



# How They Were Overcome

**Cohesion Across Applications:** By maintaining a strict design system (including defined color palettes, fonts, and logo usage guidelines), we ensured that the branding remained cohesive and professional across all mediums.

**Color Consistency:** We overcame color challenges by using Pantone codes and conducting multiple print tests to make sure the colors translated correctly from digital to physical formats.

We continuously tested our designs in various formats and settings to ensure that the branding remained strong and consistent no matter where it was used.





# Conclusion

## Final Thoughts

This project was a complete branding exercise that successfully captured **Healthy Bite's** values of health, trust, and sustainability through thoughtful design.

## Lessons Learned

The importance of maintaining consistency across all branding elements and the attention to detail required in every design application





**HealthyBite**  
Health In Every Bite

thank  
you

We appreciate your time  
and attention

# Questions & Answers



We are open to any  
questions or feedback