



# Pure Bites



## Veggie Omelette

A fluffy omelette packed with sautéed mushrooms, spinach, and bell pepper.

- 350 calories
- Vegetarian & Keto
- Nutriscore® B
- 4.8 (495)



## Mediterranean Shrimp

Shrimp sautéed in olive oil, served with couscous, tomatoes, cucumber, and h

- 400 calories
- Gluten-Free - Pescatarian
- Nutriscore® A
- 4.7 (541)



## Japanese Gyozas

Gyoza is a popular Japanese dumpling filled with ground meat and vegetables.

- 800 calories
- Vegetarian
- Nutriscore® 75
- 4.9 rating (547)



## Avocado Salad

Avocado salad is a dish made from ripe avocados, tomatoes, and onions.

- 600 calories
- Vegan and Paleo
- Nutriscore® 85
- 4.8 rating (423)

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# Brand Overview :

We are a technology-driven company dedicated to enhancing well-being through convenient and nutritious meals. In today's fast-paced world, balancing work, family, and social commitments often leaves little time for cooking, leading to unhealthy eating habits. Pure Bites addresses this issue with an AI-powered meal planning system tailored to your dietary preferences. Our AI crafts personalized weekly menus, and we collaborate with top chefs and restaurants to prepare and deliver these meals straight to your doorstep in select cities. Our flexible monthly subscription offers options for one or two meals daily.

# MISSION:

Pure Bites' purpose is to inspire people to live healthier lives by providing smart, accessible, and nutritious meals that are personalized to their specific needs. We want to simplify wellness by using AI-powered meal planning to make keeping a balanced diet easier, even for those with the busiest schedules.

# VISION:

Our goal is to transform the way people view food by becoming the go to platform for smart, tailored nutrition. We envisage a world in which healthy eating is not a challenge, but rather the norm—made simple, enjoyable, and sustainable through technology and innovation.

# Primary Target Audience:

(Health Enthusiasts) Age :18-35

- Lifestyle: Health-conscious, prioritizes well-being and personal development. Many are balancing busy schedules but value maintaining a healthy lifestyle.
- Interests: Fitness, clean eating, mental health, mindfulness, and sustainability.
- Values: This group values convenience, personalization, and accessibility. They seek products that fit seamlessly into their daily routines, and they favor brands that promote self-care, transparency, and eco-friendliness.

# Secondary Target Audience:

(Busy Professionals Seeking Healthy life-style ) Age 35-60

- Lifestyle: Time-poor but health-aware. These users seek tools to help them integrate wellness practices into their busy schedules.
- Interests: Productivity, mindfulness, stress reduction, balanced lifestyle, and self-care.
- Values: Efficiency, quality, and a desire for practical, reliable tools that can be seamlessly integrated into their lives. They value products that support mental health, stress management, and work-life balance.

# Buyer Persona:

## Persona 1:

Name: Jehan Badr

- Age: 28
- Occupation: Marketing Manager
- Lifestyle: Jehan is a health-conscious professional who prioritizes her well-being despite a demanding work schedule. She enjoys early morning workouts and meal prepping. She actively follows health influencers and enjoys trying new wellness products.



# Buyer Persona:

## Persona 2 :

Name: Sherif El-Greatly

- Age: 48
- Occupation: Senior Consultant
- Lifestyle: Sherif has a hectic work schedule but is mindful of his health. He looks for practical ways to manage stress, maintain a balanced diet, and stay active. He prefers efficiency and reliability in wellness solutions that fit his routine.



## Pain Points:

- Struggles to maintain a balance between work and personal wellness
- Finds it difficult to eat healthy while constantly on the go
- Looks for eco-friendly, convenient products that suit her lifestyle

## Goals and Values:

- Values transparency and sustainability in brands
- Wants to improve both her mental and physical health
- Seeks convenience without sacrificing health benefits

## Buying Behavior:

- Does online research before making purchases
- Follows brands with strong social media presence and positive reviews
- Willing to invest in high-quality wellness tools aligned with her values

# Market Share Analysis:



## Regional Market Landscape

### Rapid Market Expansion

- **Market Size & Growth:** The MENA meal-kit market reached USD 688.8 million in 2023 and is on track to grow at 14 percent annually through 2030 .
- **Subscription Economy:** In Saudi Arabia alone, meal-kit subscriptions are expected to swell to over USD 12.1 billion by 2028, reflecting the region's high ARPU for food delivery services
- **Health Focus:** Across MENA, 59 percent of Millennials and 56 percent of Gen Z actively choose sustainable, health-oriented food options, underscoring demand for fresh, nutritious meals.

## Why Pure Bites Stands Apart

### Deep Personalization via AI

- **Dynamic Meal Plans:** Pure Bites' algorithm ingests user feedback, health goals, and even wearable-device metrics to reconfigure menus weekly—far beyond simply choosing Keto or Vegan presets .
- **Continuous Learning:** The AI refines recommendations over time, detecting patterns (e.g., energy dips) and suggesting ingredient swaps for optimal nutrient timing—an edge unmatched by manual dietitian consultations.

## Chef-Grade Quality & Local Sourcing

- **Top-Tier Partnerships:** We collaborate with vetted, organic-focused chefs in each city to ensure restaurant-quality taste and presentation.
- **Regional Relevance:** Seasonal, locally sourced ingredients reduce carbon footprint and support local agriculture, addressing both sustainability and freshness.

## Convenience & Sustainability

- **Reusable Packaging:** All meals arrive in returnable containers, aligning with the global reusable packaging market's projected USD 423.6 billion value by 2029.
- **Seamless UX:** A single app handle—from diet setup to delivery scheduling and feedback—eliminates the friction of managing multiple service touchpoints.

# Color Palette

These colors reflect our brand's identity and personality

**Hex Code**  
#e57f2a

**Hex Code**  
#c8dd8e

**Hex Code**  
#f0e6c4

**Hex Code**  
#356148

**Hex Code**  
#100f0d

**Hex Code**  
#ffffff

# Typography

(Main font)

## LT Saeda

Usage: Headlines, titles, brand name ("Pure Bites")

Purpose: Defines the brand's personality  
and grabs attention

AaBbCc

## Inter (Sec. font)

Usage: Subheadings, taglines, emphasis text

## Lato (Body font)

Usage: Paragraphs, product descriptions, longer text

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  
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

## Example

**Pure bites**

Naturally crafted treats for a healthier you.

Pure Bites offers a delicious fusion of natural ingredients and mindful preparation, delivering snacks that are not only healthy and satisfying, but also crafted with a deep respect for flavor, sustainability, and the well-being of our community.



# Logo walkthrough

## Early Stages

Early Concepts & Brainstorming

Key Points:

- Initial sketches exploring different apple and heart integrations.
- Experimentation with minimal vs. detailed designs.
- Early feedback shaping the direction of the final concept.

Essential Logo Principles for Pure Bites:

- Must Convey Smart Culinary Innovation.
- Should Evoke Trust & Warmth
- Must Feel Fresh, Dynamic, & Timeless

Create a mark that embodies:

- Technology (AI meal planning)
- Freshness (organic, chef-crafted meals)
- Trust (health & sustainability)

# Logo walkthrough

## Early Stages



# Logo walkthrough

## The Pure Bites Logo Journey

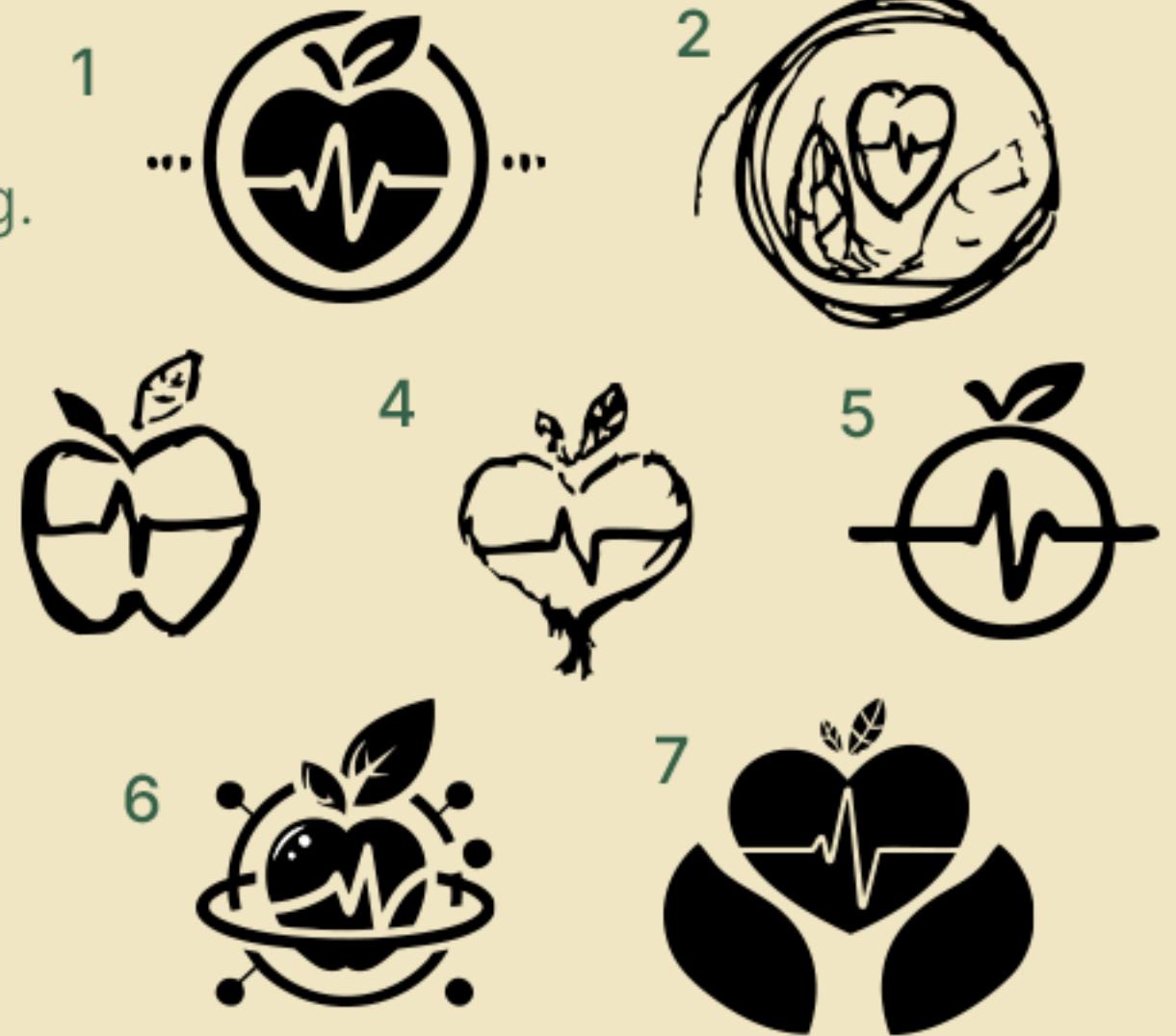
Final direction: A dynamic apple with a heart shape formed

Refined for versatility: Works at any size, from app icons to packaging.

cons:

- ECG induces medical concern
- 1 – Simple and recognizable.
- 2 – Clean, but slightly busy.
- 3 – Could use refinement but retains structure.
- 4 – Abstract but unique.
- 5 – Lacks strong definition.
- 6 – Too many elements competing for attention.
- 7 – Needs sharper execution.

Sketches



# Logo walkthrough

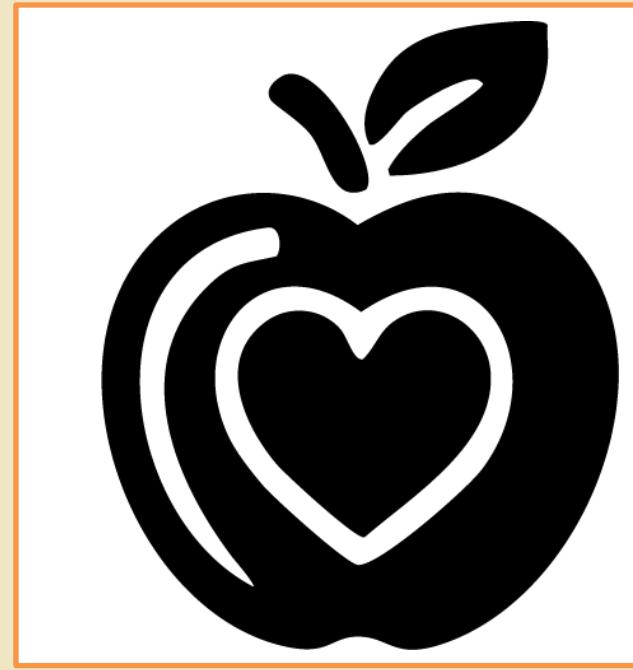
Final Sketch



Illustration



Variations

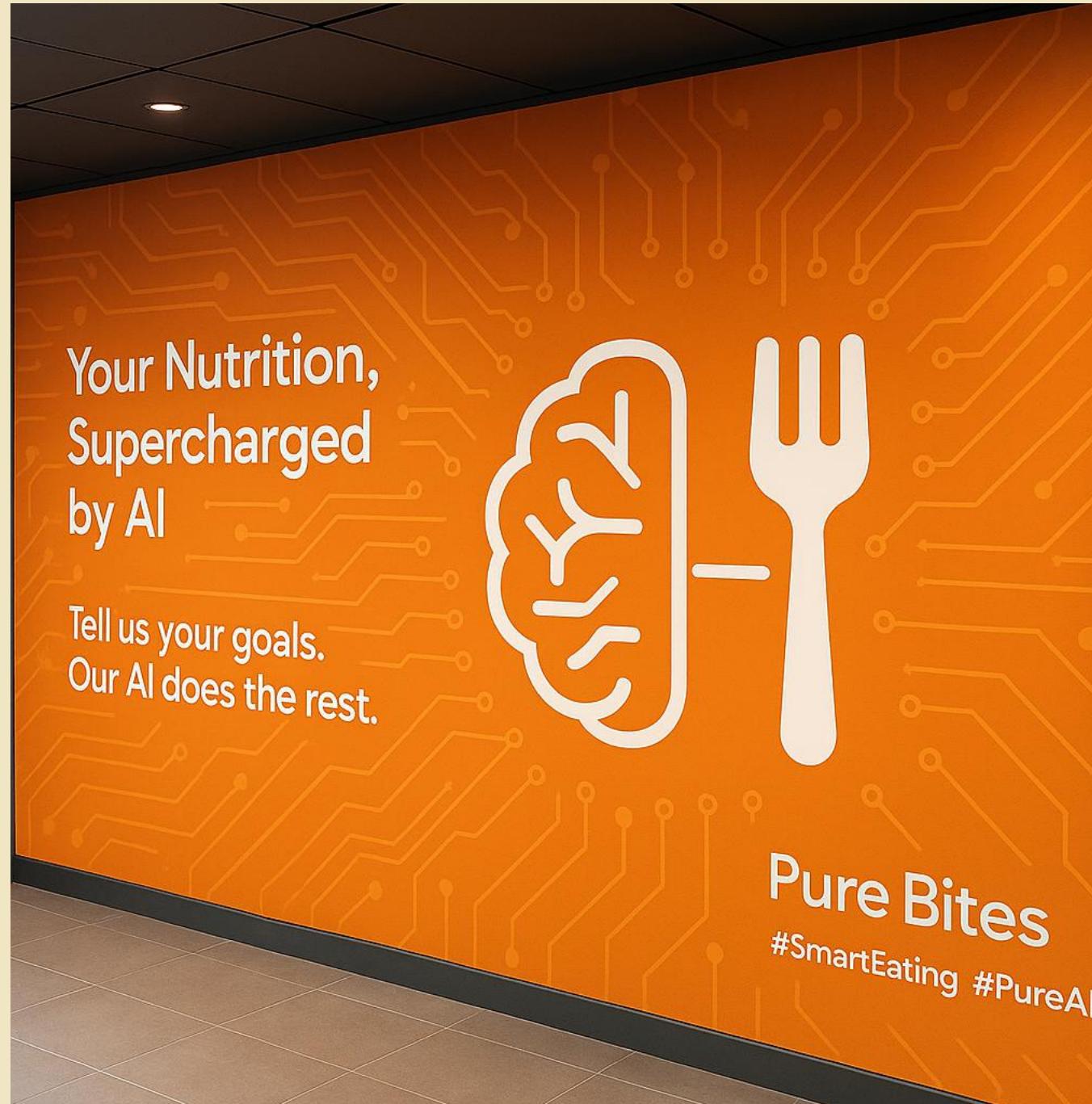


# Logo walkthrough



# Mockups Showcase









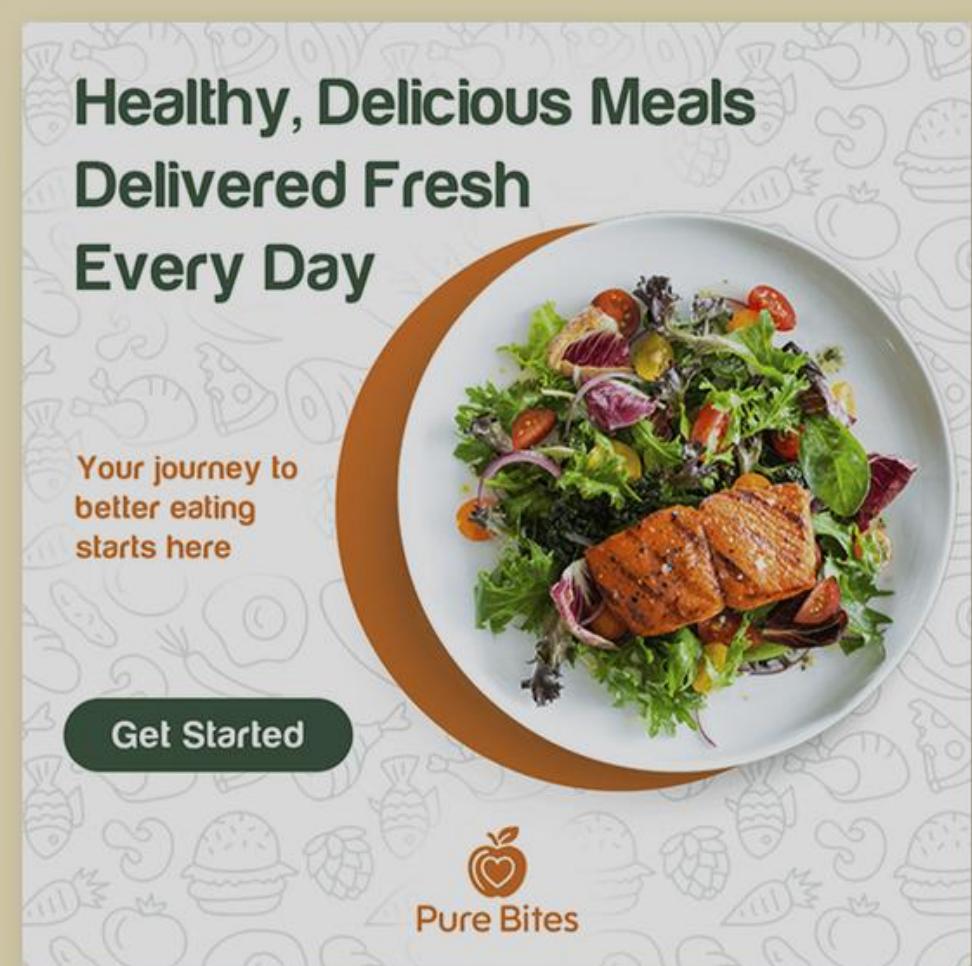
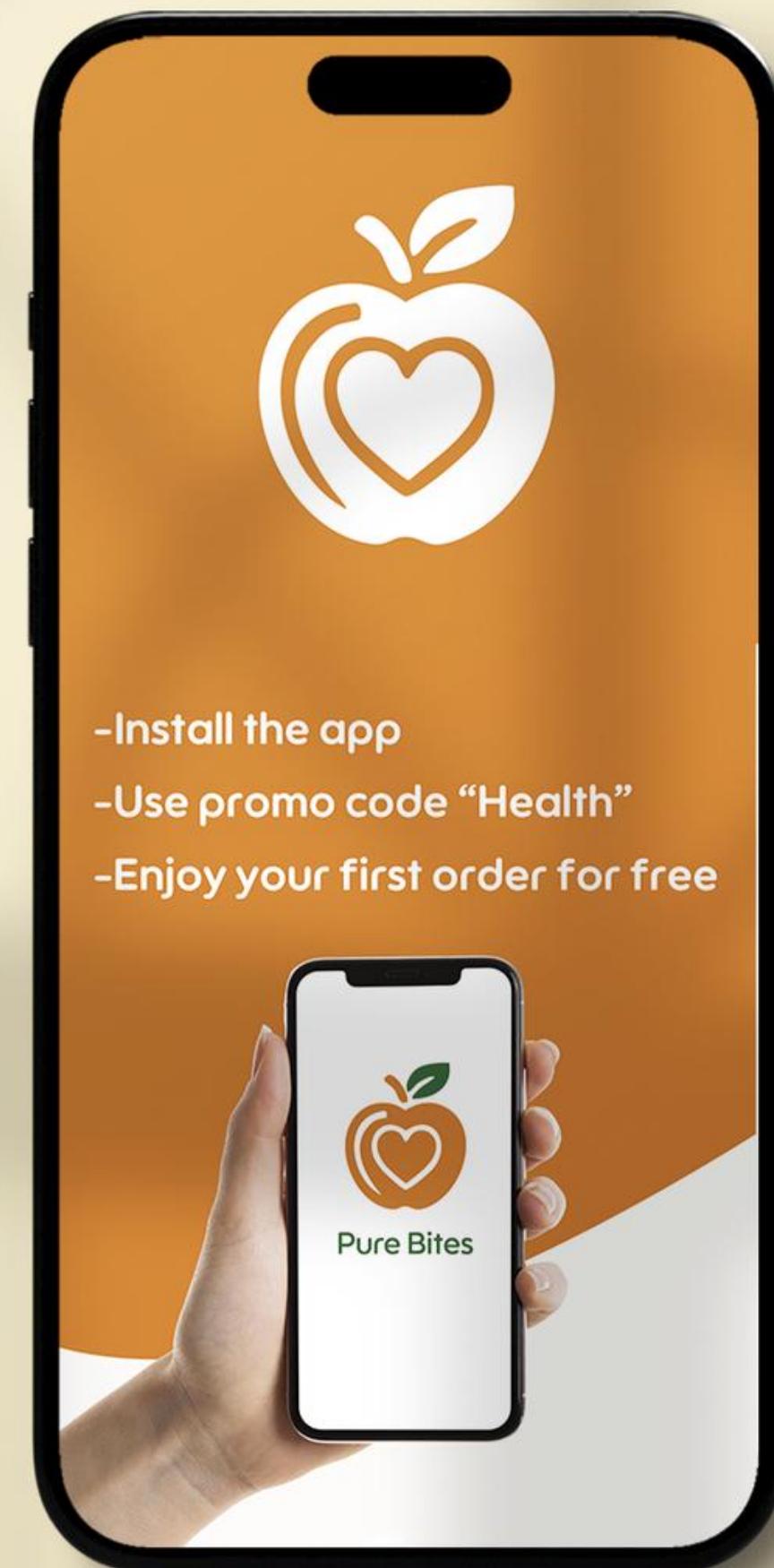




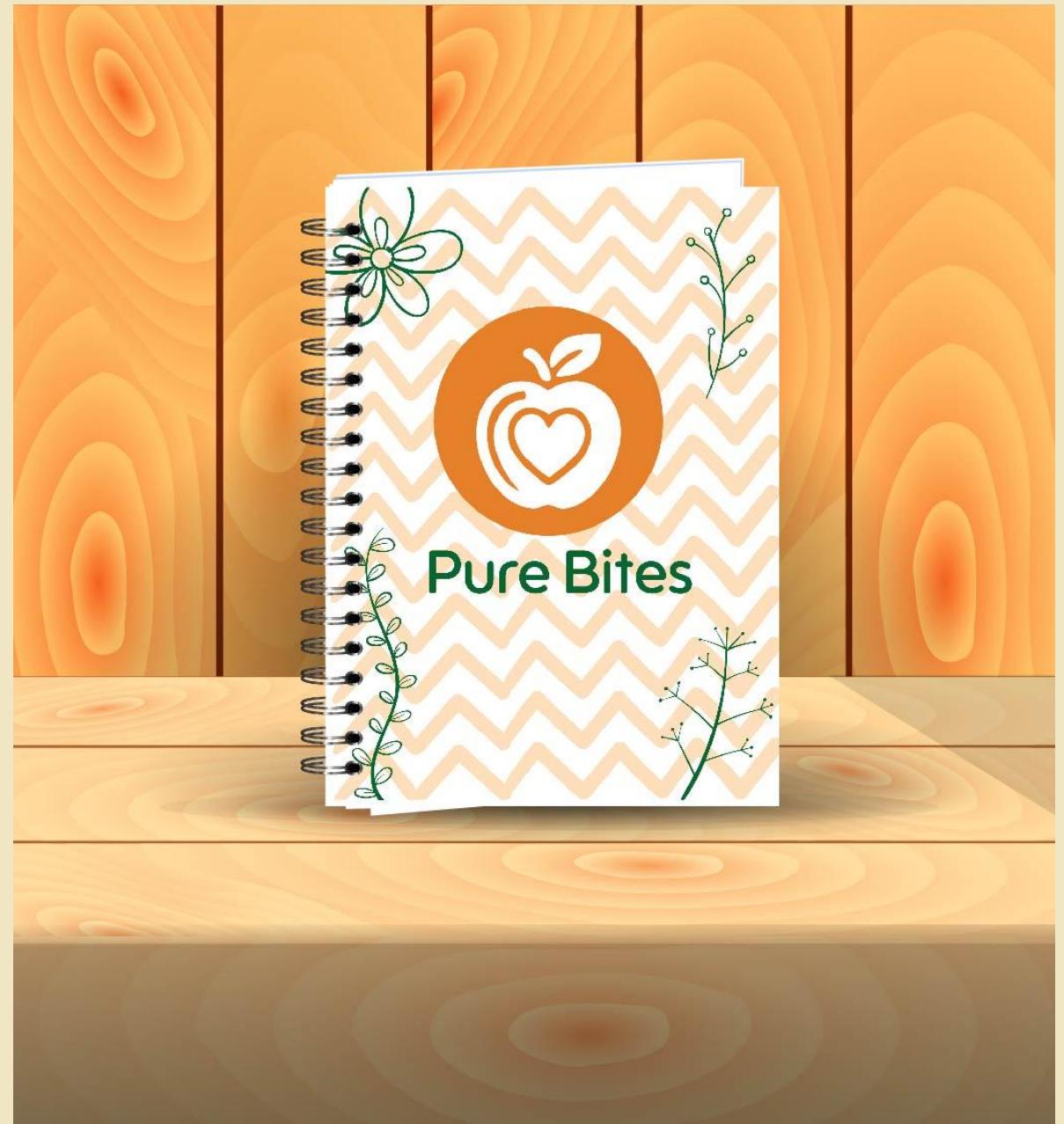
# Creative Ads









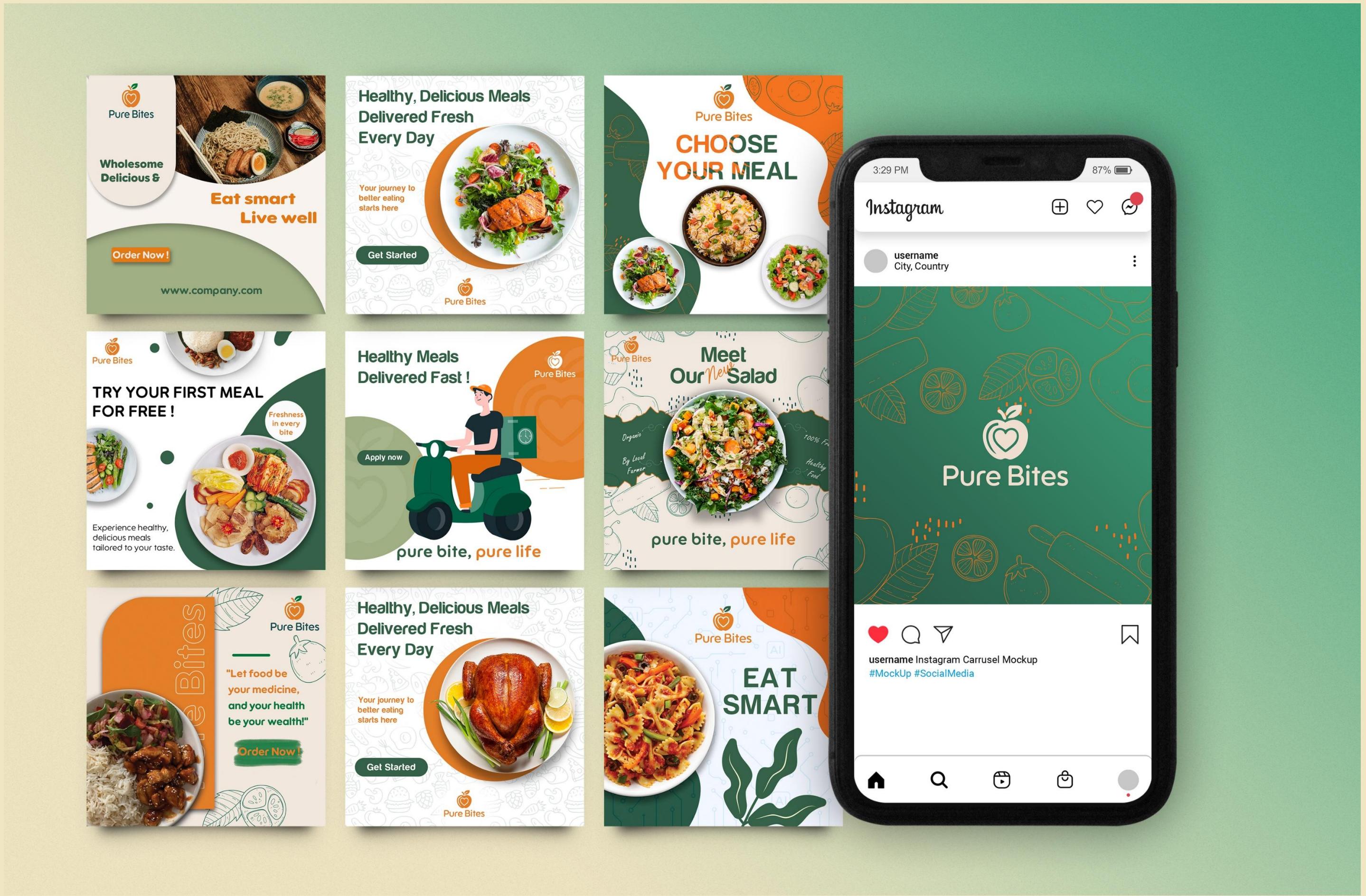


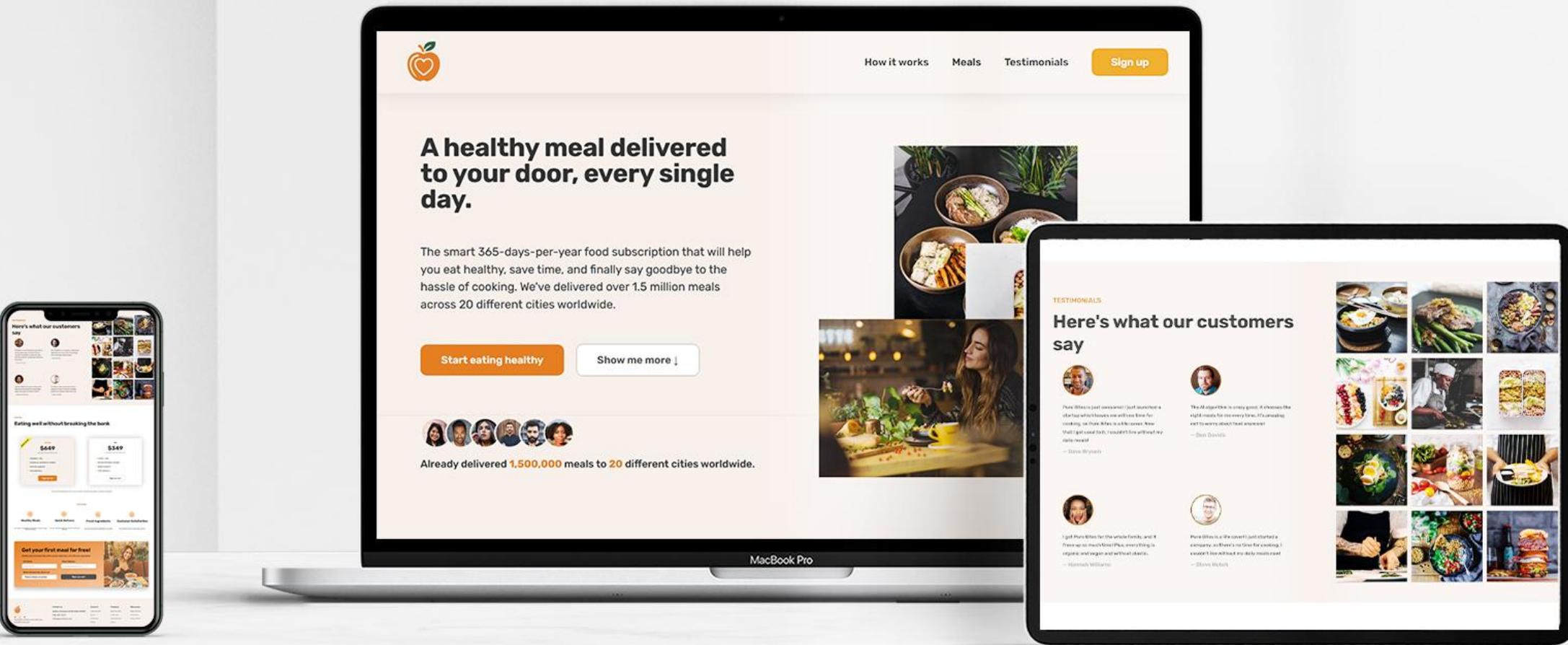












# Application Interface



# Thank You



Check out our website :

