حلوة لكل سنابلة

Group Names :

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Instructor :

Eng / Elsayed Eltbakh

About Farha:

Farha is an Eastern sweets store that offers a variety of delicious treats loved by both children and adults. The brand aims to be a part of every celebration, bringing joy and sweetness to special moments. Whether it's a family gathering, birthday, or holiday, Farha provides traditional sweets with a modern twist

Logo concept:

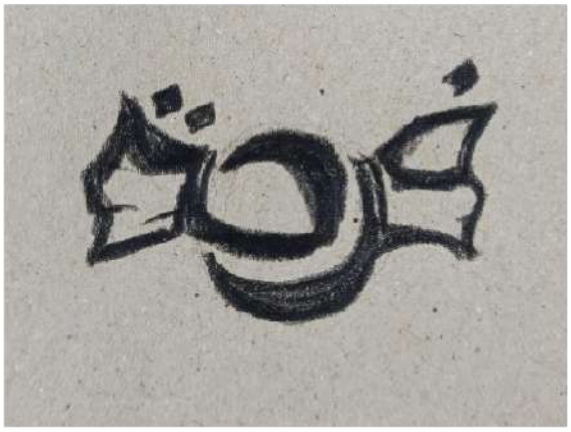
Design Concept: Design Concept: The logo should blend tradition and joy. The name "Farha" (فرحه) means "joy" in Arabic, which will be reected in both the typography and the design.

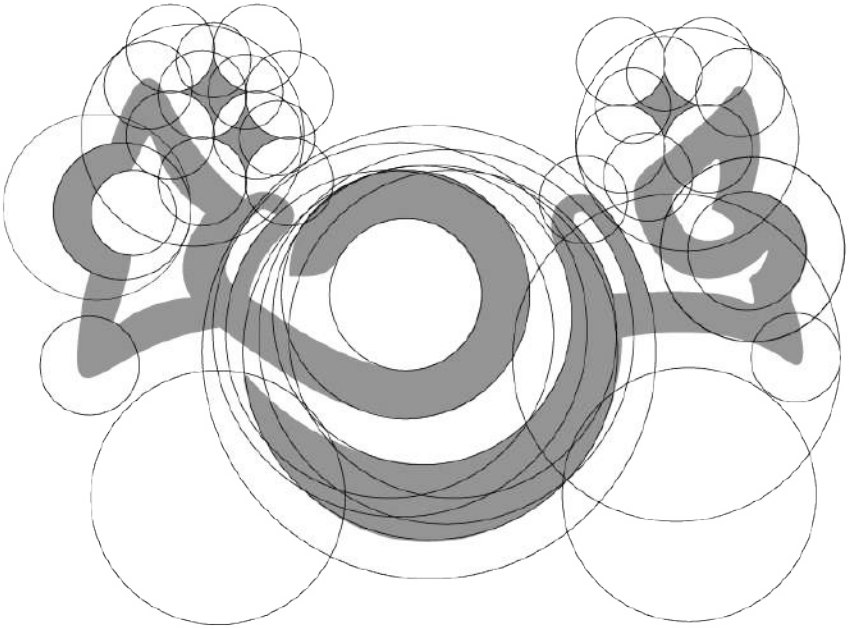
Tone:

The typography should evoke joy, elegance, and approachability, in line with the theme of sweet celebrations

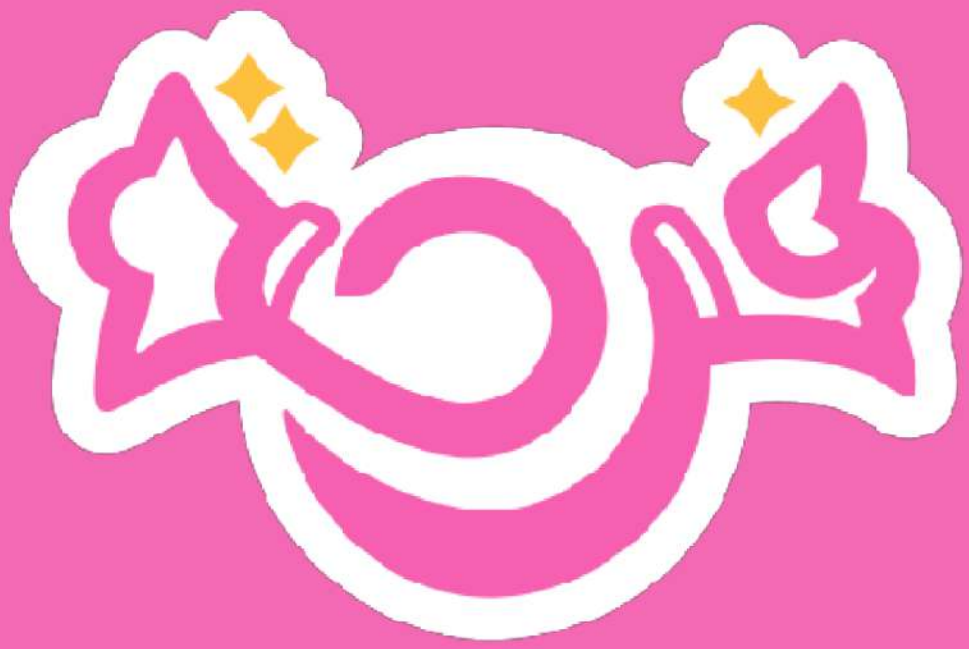
Logo Scketches:

we brainstormed all the sweety things that can represent farha. we made most of the logo depending on circles to give the blend the tradition and joy.





Final Logo:



Color Palette:

Primary Colors

Gold: Represents luxury, celebration, and high-quality sweets

Bright Pink:A fun and youthful color, symbolizing joy and excitement, especially appealing to children

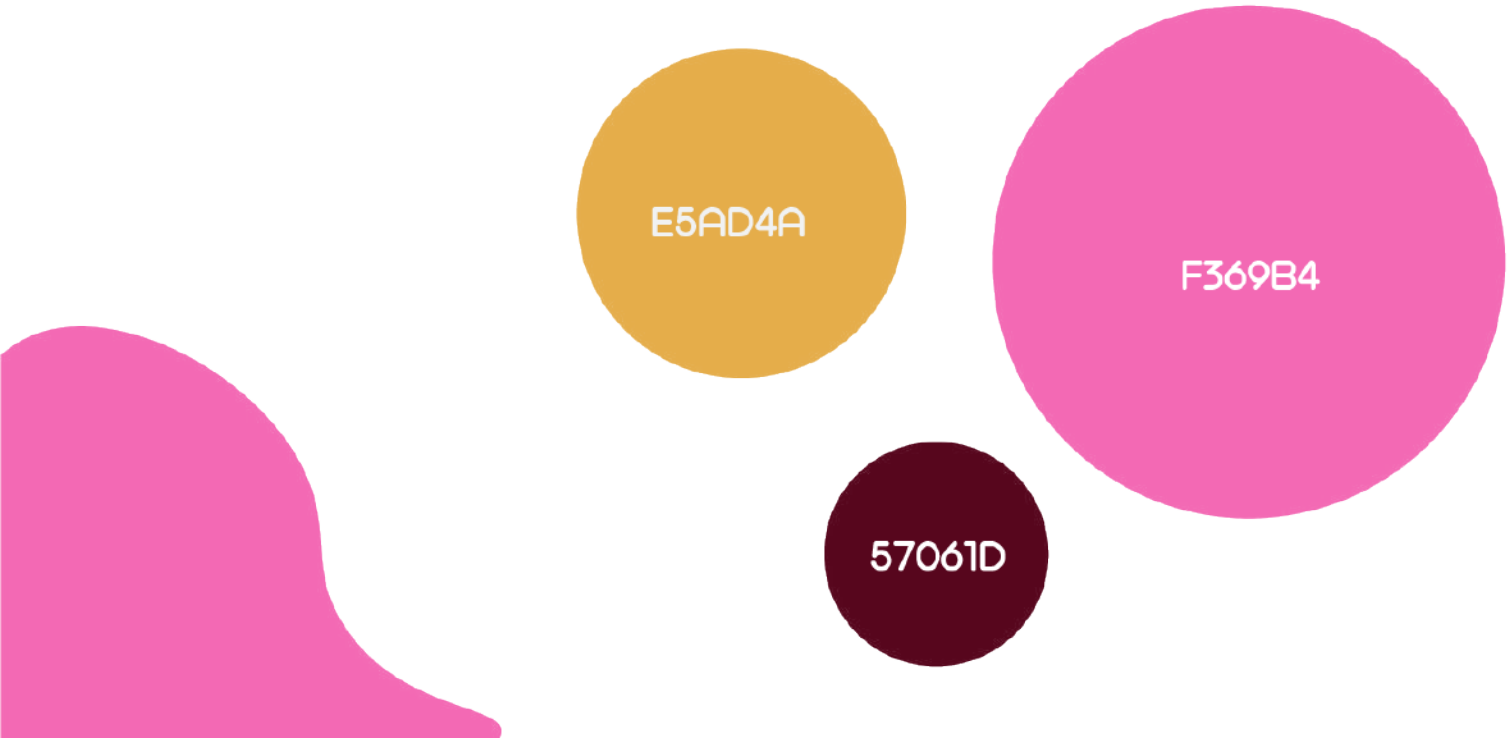
Deep Burgundy:A rich color that conveys tradition and the deep avors of the sweets.

Secondary Color

Use softer tones like cream and pastel hues to create a sense of warmth and joy for families and special occasions.

Color Palete:

60% of the brand in pink as it is a cheerful and childish color.
30% in yellow as it gives power and make you active.
10% in purguandy.



Fonts:

Primary Font (Arabic and English):

For Arabic, select a friendly elegant font to maintain cultural authenticity and a sense of celebration.

For English, a modern sans-serif font with soft

Font type:

DG Trika Font

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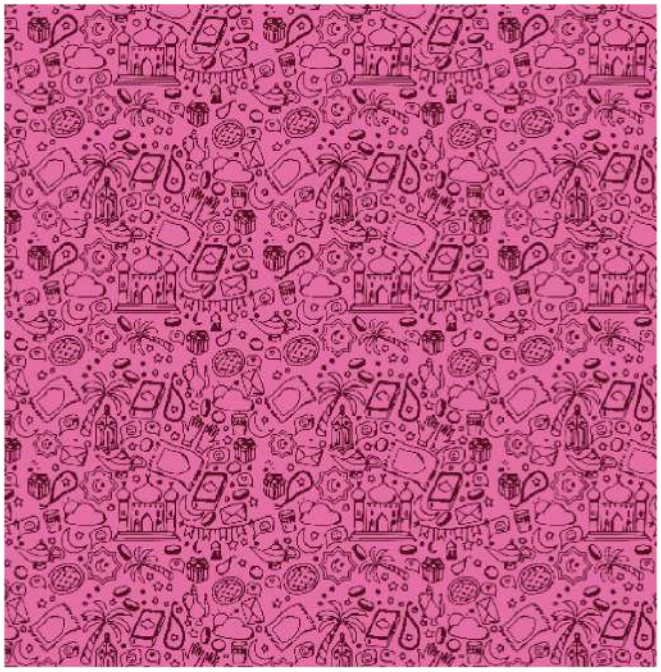
د ذ ر ز س ش ص
ض ط ظ ع غ ف

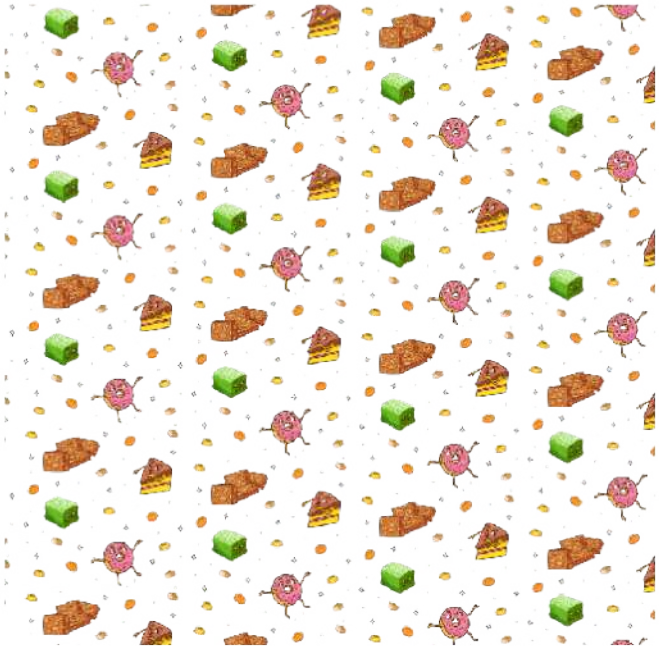
123456789

Basic Pattern :

Ramadan Pattern :



Kid's Pattern :



Basic packaging :

Ramadan packaging :

Eid packaging :

Kid's Packaging :

Bag :

Transportation Designs:

staff uniform mockup :

stationary mockup :

3d booths mockup :

Sticker :

Stamp :

Social media posts

Posters :

Ramadan Posters :

Basic Menu :

	العمر (ك)
كنافة كريمه	150
كنافة بالقشطة	160
كنافة مكسرات	260
كنافة نوتيلا	240
كنافة بالمانجا	200
كنافة خواتم	300
كنافة صوابع	250
بسبوسة سادة	150
بسبوسة بالقشطة	190
بسبوسة لوز	175
بسبوسة بندق	175
مهروسة	150
بقلاوة	240
بلح الشام	260
فكلمة	250

	العمر (ك)
جلاش بالكريمة	200
رموش الست	135
لديدة	230
بسيمة	120
صوابع زينب	100
مدلعة	160
ملبن عين جمل	150
جزرية	100
غولية	60
حمصية	60
سمسمية	100
بغاشة	160
لينزا	150
مشبك	80
مشبك عسل نحل	160

Eid Menu :

Thnaks