

Final Project Report

Roast_Lab_Branding

Organization: Yat learning solutions

Profile Name: Graphics Designer

Technical Instructor Name: Andrew Ibrahim

Code : YAT557B_CAI3_DRT4_S4_DEPI3

Team members:

Omar Yasser Ahmed (Team leader)

Mohamed Hatem

Abanoub Magdy

Seifeldin Mahmoud

Adham Mohamed

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Project Name

Roast Lab Branding

Project Overview

A graphic design and branding project for "Roast Lab," an elegant/modern coffee shop, aiming for perfection and a modern lifestyle [user input]. The brand is inspired by the Asian Palm Civet's natural selection of coffee beans. The logo features an elegant civet in a top hat.

Objectives

To redefine the coffee experience by combining scientific precision with artisanal craftsmanship, and to deliver a sophisticated, meticulously crafted coffee experience. The vision is to become a global leader in specialty coffee.

Scope

Development of comprehensive brand identity, including: logo design (vertical and horizontal) , color palette , typography , brand overview (e.g., packaging, cups, apron) , social media presence , and logo pattern design.

Task Assignment & Roles

Team Member	Defined Responsibilities (Specific Contributions)
Omar Yasser (Team Leader)	Logo, Fonts final, Color palette, Packaging final, Logo presentation, Social media
Adham Mohamed	Logo, Color palette, Fonts final, Starter Packaging
Mohamed Hatem	Logo, Color palette, Fonts final, Social media, Starter Packaging, Logo Presentation, Final presentation
Abanoub Magdy	Starter packaging, Starter fonts
Seif El Din Mahmoud	Made no contribution

Deliverables & Milestones

Milestone ID	Deliverable/Topic	Team Responsibility (Example)	Status (Example)
M1	Brand Introduction & Core (Vision/Mission/Attributes)	Omar Yasser (Team Leader)	Completed
M2	Visual Identity Foundation (Moodboard, Logo Inspiration, Initial Color/Font)	Adham Mohamed, Abanoub Magdy	Completed
M3	Final Design Assets (Logo, Color Palette, Typography)	Omar Yasser, Adham Mohamed, Mohamed Hatem	Completed
M4	Brand Application (Packaging, Overview, Logo with Backgrounds)	Omar Yasser, Adham Mohamed, Mohamed Hatem, Abanoub Magdy	Completed
M5	Social Media & Final Presentation Assets	Omar Yasser, Mohamed Hatem	Completed
M6	Final Presentation Submission	Mohamed Hatem (Final Presentation)	Completed

Risk Assessment & Mitigation Plan

Risk	Impact	Mitigation Strategy
Team member lack of contribution	Delay in deliverables (e.g., Seif El Din Mahmoud made no contribution) or an uneven workload.	Team Leader (Omar Yasser) to re-allocate uncompleted tasks to contributing members. Establish clear interim deadlines for individual tasks.
Brand message inconsistency	Dilution of the core message of "perfection" and "sophistication".	Consistent utilization of the chosen color palette and consistent application of the custom typography across all communication channels.
Design not meeting brief	Failure to capture the elegant/modern aesthetic [user input].	Regular internal check-ins with the instructor, Andrew Ibrahim, referencing the Moodboard and Logo Inspiration ³¹ to ensure alignment.

Key Performance Indicators (KPIs)

Metric	Target/Rationale
Brand Cohesion Score	Achieve consistent utilization of the color palette across 100% of media platforms to uphold brand cohesion.
Typography Consistency	Achieve consistent application of the custom font across 100% of all communication channels to bolster brand identity.
Project Completion	100% of planned deliverables (as outlined in the Table of Content) finalized by the submission date.
Logo Recognition	Logo successfully symbolizes the commitment to sourcing top-tier beans and delivering a sophisticated experience. <i>This is qualitative, measured by lecturer feedback.</i>

Lecturer Review

Criteria	Assessment Focus (High-Level Positive Example)
Concept & Research (Brand Core)	Strong. Clear vision (global leader) and mission (scientific precision + artisanal craftsmanship). The inspiration from the Asian Palm Civet is unique and directly supports the concept of perfection.
Logo Design & Identity	Excellent. The combination of the civet and the elegant top hat effectively symbolizes premium quality and sophistication. Multiple logo variations (vertical/horizontal) are provided.
Visual System (Color & Type)	Good. The color palette is established with Hex codes. Custom font choice (<i>Kontora</i>) shows an effort to bolster brand identity and readability.
Application & Mockups	Outstanding. The brand is demonstrated across various media, including packaging, merchandise (aprons), stationery, menu, and social media. This shows strong real-world viability.
Team Management	Area for Improvement. The team leader has taken on a significant workload, and one team member made no contribution. A stronger risk mitigation plan should address resource allocation.