

Project Name

Roast Lab Branding

Project Idea

The project involves creating a complete and elegant brand identity for Roast Lab, a modern coffee shop [user input] aiming for perfection and a sophisticated, meticulously crafted coffee experience. The brand is inspired by the Asian Palm Civet's natural selection of the finest coffee beans.

Team Members

Omar Yasser (Team Leader)

Adham Mohamed

Mohamed Hatem

Abanoub Magdy

Seif El Din Mahmoud

Work Plan

1. Research & Analysis

- Define the target customer who values premium, sophisticated, and modern coffee experiences

2. Visual Identity

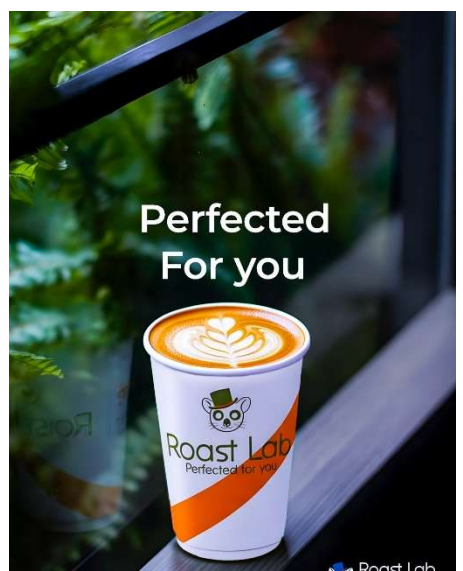
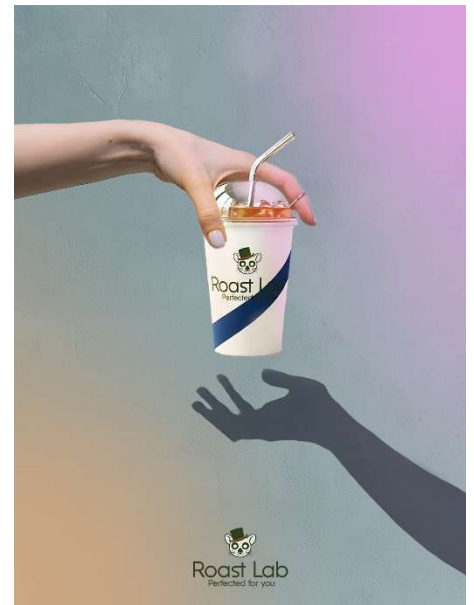
- Logo design



Roast Lab
Perfected for you

Main Designs

○ Posters



3. Complementary Products



4. Review & Finalization

Final Color palette



Final Font



Final Packaging



5. Final Presentation

You can access the Full presentation through this Google Drive link :

https://drive.google.com/file/d/1vVkiBoK84Rk3zn7w_JD-UpfPQOziZumG/view?usp=sharing

Roles & Responsibilities

Team Member	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

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- **KPIs (Key Performance Indicators)** – Metrics for project success (e.g., response time, system uptime, user adoption rate).
 - Brand Cohesion Score: Achieve consistent utilization of the color palette across 100% of media platforms.
 - Typography Consistency: Achieve consistent application of the custom font (Kontora) across 100% of all communication channels.
 - Visual Representation: Logo successfully embodies the brand's commitment to sophistication and premium quality.
 - Project Completion: 100% of deliverables in the Table of Content (01-10) finalized.
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Instructor

Andrew Ibrahim

Project Files

You can find the full project files here:

<https://drive.google.com/drive/folders/1CrEpW9HQXWO8Ql2utRs1t9gG5i-KpZid>

License

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