

Final Project Report

Mandalina Branding

Organization: YAT Learning Solutions

Profile Name: Graphic Designer

Technical Instructor Name: Andrew Ibrahim

Code: YAT557B_CAI3_DRT4_S4_DEPI3

Team Members:

- Walaa Ahmed (Team leader)

- Mariam Nashaat

- Jana Emad

- Aya Matar

-Aya Maher

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Project Name

Mandalina Branding

Project Overview

A graphic design and branding project for Mandalina, a playful and joyful sweet brand. The project aims to develop a full brand identity including a mascot, logo, color palette, typography, packaging, and social media visuals. The brand emphasizes fun, creativity, and high-quality confectionery experiences.

Objectives

- To craft a consistent and engaging visual identity for Mandalina.
- To design assets that reflect the brand's joyful and whimsical personality.
- To create packaging and social media designs that strengthen brand recognition.
- To deliver a comprehensive, visually appealing branding package suitable for both digital and physical applications.

Scope

- Logo (primary, secondary, and mascot icon)
- Mascot design and usage guidelines
- Color palette (five main colors)
- Typography (Magic Retro for headings/logo, Arial Rounded MT for body text)
- Packaging mockups
- Social media visuals and brand templates

Task Assignment & Roles

Team Member	Defined Responsibilities (Specific Contributions)
Walaa Ahmed (Team leader)	Logo, Packaging Mockups, Social Media Assets, Presentation Visuals
Mariam Nashaat	Logo System, Brand Story, Value Proposition
Jana Emad	Brand Personality, Color Palette, Social Media Guidelines, Vision & Mission
Aya Matar	Packaging Mockups, Typography Implementation, Logo Application
Aya Maher	Packaging Mockups, Typography Implementation, Social Media Assets

Risk Assessment & Mitigation Plan

Milestone	Deliverable/Topic	Team Responsibility	Status
M1	Brand Story & Core Identity (Vision, Mission, Personality)	Mariam Nashaat	Completed
M2	Visual Identity Foundation (Logo Inspiration, Mascot Design, Color Palette)	Walaa Ahmed, Jana Emad	Completed
M3	Final Design Assets (Logo Variations, Mascot, Color Palette, Typography)	Aya Maher	Completed
M4	Brand Application (Packaging Mockups, Social Media Assets)	Walaa Ahmed, Aya Matar	Completed
M5	Final Presentation Assets	Walaa Ahmed, Mariam Nashaat	Completed

Key Performance Indicators (KPIs)

Metric	Target/Rationale
Brand Cohesion	Achieve consistent use of the color palette across 100% of media and mockups to maintain brand identity.
Typography Consistency	Ensure Magic Retro and Arial Rounded MT are used correctly across all materials for a cohesive brand voice.
Project Completion	100% of planned deliverables finalized and ready for submission.
Logo & Mascot Recognition	The logo and mascot successfully represent Mandalina's joyful and playful brand personality. Measured qualitatively by instructor feedback.

Lecturer Review

- Feedback & Evaluation: Assessed visual identity, mascot, packaging, and social media mockups for consistency and brand alignment.
- Suggested Improvements: Minor adjustments on mascot scaling in some mockups; color contrast reviewed for better readability.
- Final Grading Criteria: Creativity, visual consistency, clarity of mockups, adherence to brand identity guidelines, and presentation quality.