

# Tareek / طریق

"Project for developing a Smart and Sustainable Mass Transit System to serve Daily Urban Mobility and enhance Quality of Life in Egyptian Cities."

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## Project Idea

**TAREEK** is an innovative service project designed to introduce a highly organized and route-defined public transportation network. This system provides an effective solution to traffic congestion by operating scheduled buses that run regularly to designated stations. This ensures a reliable and fast commuting experience for all users, particularly employees, students, and citizens at large.

The project focuses on creating a comprehensive visual and digital system that includes:

- Building a distinctive Brand Identity: Defining the visual elements (Logo, color palette, and typography) to establish the project's professional presence.
- Producing Integrated Communication Materials: Developing a full set of promotional assets like (Flyers, social media campaigns, and merchandising items) to ensure wide market reach and public awareness.
- Designing the Digital and Physical Interface: Creating user-friendly Mobile Application (UI/UX) mockups and a responsive website

design, alongside visualizing key physical assets such as the bus livery and station concepts to reflect system readiness.

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## Team Members (Future Designers)

- آمال محمود أحمد ربيع
  - فاطمة عصام مصطفى
  - ندي أسامة الحصري
  - هاجر صفت محمد
  - آية أحمد مهران
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## Work Plan

### 1. Research and Analysis

- Defining Target Users (Personas).
- Reviewing Existing Transport Services.
- Collecting Visual References (Mood board).

### 2. Brand Identity

- Finalizing the Project Logo.
- Defining the Color Palette and Fonts.
- Creating the Visual Identity Usage Guide.

### 3. Digital and System Design

- Developing Mobile App Mockups (UI/UX).
- Designing the Responsive Website Interface.
- Designing Physical Assets.

#### **4. Marketing and Communication Assets**

- Designing Promotional Flyers and Brochures.
- Developing Content for Social Media Campaigns.
- Designing Promotional Merchandise (Mugs, Bags, T-shirts).

#### **5. Review and Finalization**

- Internal Design Review and Proofing.
- Preparing Final Files for Delivery and Presentation.
- Compiling Final Documentation and Project Report.

#### **6. Final Presentation**

- Preparing the Comprehensive Visual Showcase File.
- Creating the Final Presentation Deck (PDF/Slides).
- Uploading Project Files to a Repository (e.g., GitHub).

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## **Roles & Responsibilities**

**• أمال محمود (Team Leader)**

- Team Leadership, Project Documentation, and GitHub Management.
- Website Interface Design and Stationery System Design (Notebook & Cover Set).

- Full Promotional Merchandise Portfolio (Mugs, T-shirts, Pens, etc.) & Exclusive Business Card and Flyer Design.
- Final Presentation Coordination.

• فاطمة عصام

- Mobile App (UI/UX) Design and Final Files Preparation.
- Corporate Identity Collateral (Jacket Folder & Letterhead) and Brand Identity Contribution.
- Digital Marketing Posts (FB/IG) and A5 Flyer Design.

• ندي أسامة

- Lead Designer: Company Profile/Magazine (Execution Focus) & Vector Infographics.
- Promotional Calendar, A4 Flyer Design, and Digital Posts (FB/IG).
- Research & Proofing.

• آية أحمد

- Logo Design
- Corporate Stationery Design (Envelopes) & General Mockups.
- Social Media Assets (Covers, Posts) and Documentation Assistance.

• هاجر صفت

- Outdoor & Large Format Advertising (Bill Board, Roll Up).
- Company Profile/Magazine Contribution.
- Digital Marketing Posts (FB/IG) and Research Input.

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## Instructor

- Eng. Mohamed Gamea

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# **Project Files**

You can find the full project files here:

Google Drive Link:

<https://drive.google.com/drive/folders/1nO0WFHS7IJZrxjOiKnw5mJ0aSFES1ALj>

**Thank you for your valuable time and consideration.**