



Stay fit, Stay lit, Take a Bite

prepared by:

pexels pioneers



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# Team members



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## Group Information

**Track:** Graphic Designer

**Group Code:** YAT580\_ONL3\_DRT4\_S2\_DEPI3

**Group Name:**pexels pioneers

**Instructor:** Eng. Mohammad Ahmad Jamea

# Company overview

## About

Fit Bite is an innovative startup specialized in healthy foodsolutions, aiming to provide balanced and fast meals that fit modernlifestyles.

We focus on creating healthy alternatives to fast food that combinedelicious taste with proper nutrition, while catering to different diets suchas Keto, Low-carb, and Vegan.

Fit Bite is more than just a restaurant; it is a lifestyle experience thatempowers people to achieve their health and fitness goals.

we em power individuals to adopt a healthy andsustainable lifestyle by offering innovative meals prepared with fresh, naturalingredients.

**Our mission** is to maintain the perfect balance between quality,taste, and affordability.

We aspire to become the first choice for everyone who cares about their healthand fitness, while building a community that values the importance of propernutrition.

## Name & slogan

We chose the name "Fit Bite" because it reflects our mission to provide healthy meals that support a balanced lifestyle.

Fit symbolizes fitness and health,

whileBite represents a light meal or snack.Togther, they highlight our vision: every bite is a step toward better health.

**"Choose yourhealth... with every bite"**

our slogan emphasizes our promise: every meal is a chance to make healthier choices that support fitness and balanced living.



# Brand personality



## Approachable & Simple:

We communicate with our customers in an easy, friendly way.

Dining with us feels casual and comfortable,  
like eating with friends, not just in a restaurant.



## Trendy & Ever-evolving:

We constantly innovate our recipes and keep up with global food trends,  
proving that diet food can be modern, exciting, and "cool."



## Inspiring & Encouraging:

We don't just sell meals we encourage people to  
embrace long-term healthy habits through small but impactful lifestyle changes.



## Trustworthy & Transparent:

Every detail matters. We provide clear calorie counts,  
clean ingredients, and nutritional value  
to ensure our customers feel safe and confident.



## Positive & Responsible:

Our brand carries a social message:  
caring for the environment with sustainable packaging,  
and caring for people by spreading health awareness and positivity.

# Vision & Mission

## Vision

At Fit Bite, our vision is to become the leading destination for healthy living in Egypt and the Middle East.



We are not just a restaurant serving diet meals; we aim to spark a movement that encourages people to prioritize their physical and mental health through food. We want to prove that healthy eating can be satisfying, enjoyable, and sustainable.

Our long-term vision is to establish Fit Bite as a pioneering healthy food brand with branches and digital platforms that make health accessible anytime, anywhere.

## Our mission

is to break the stereotype that “healthy food” is bland or boring. At Fit Bite, we deliver balanced, delicious, and affordable meals that everyone can enjoy.

We care about every detail —from accurately calculated calories, to carefully selected fresh ingredients, to creative presentation that makes every bite enjoyable.

Our mission is to become part of our customers’ daily lives: for the student who needs a quick healthy meal, the employee who wants sustained energy throughout the day, and the athlete striving to achieve their goals.

# Main Goal & Brand Message

## Main Goal

At Fit Bite, our main goal is to transform the way people think about healthy food. We don't just provide diet meals we deliver a complete experience that combines comfort, taste, and quality. Our core aim is to help people maintain their health and weight without feeling deprived or bored. We focus on:

- Serving meals with accurately calculated calories.
- Using natural, fresh, and clean ingredients.
- Offering affordable prices to make healthy eating accessible to everyone.
- Supporting a balanced lifestyle that keeps our customers energized and productive.



## Main Goal & Brand Message

### Brand Message

With Fit Bite, healthy food is not just a short-term diet or a passing trend it's a real investment in your health and future. Our message is simple:

**"Eat right without compromising on taste."**

We are here to prove that diet is not about deprivation, but about enjoying a lifestyle that is both fun and easy to maintain. Through our meals, we transform everyday challenges (like lack of time, diet boredom, or limited healthy options) into opportunities for customers to live a balanced, energetic, and fulfilling life.

# Product & target audience

## Product

Fit Bite products go beyond food; they represent a complete healthy lifestyle solution:

- **Healthy Meals & Bowls:** Balanced dishes with lean proteins, healthy carbs, and fresh vegetables.
- **Sandwiches & Wraps:** Light whole-grain sandwiches with protein-rich fillings.
- **Salads & Sides:** Creative diet-friendly salads with unique light dressings.
- **Smoothies & Juices:** Natural, energizing drinks full of vitamins.
- **Meal Plans:** Weekly and monthly meal packages tailored to customer goals.

## Brand Deliverables:

- **Napkins:** Branded napkins with Fit Bite's colors and logo.
- **Promotional posters** highlighting healthy eating & menu offers.
- **Menus:** Stylish menus with clear options and calorie counts.
- **Bags:** Eco-friendly packaging bags reflecting brand identity.
- **Health Guides:** Small guides with nutritional tips & calorie information.



# Target audience

Fit Bite targets a wide range of segments, each with unique needs:



**Students:**  
Need quick, affordable meals  
that boost energy and focus.



**Employees:**  
Looking for practical,  
balanced meals during  
long workdays.



**Families:**  
Balancing kids' taste  
preferences with healthy  
options for adults.



**Athletes:**  
Require calorie and protein  
controlled meals for  
fitness goals.

**Health-conscious individuals:**  
People following diets and caring about  
weight, fitness, and wellness.



# Competitors Analysis

## 1- Diet to Door

- Providing healthy ready-made meals and diet programs.
- Online subscription & home delivery.
- Highly diverse menu with specialized diet programs tailored for different body types; accurate calorie



## 2- Diet House

- Healthy dining experience with multiple physical branches in Cairo.
- In-restaurant dining & delivery service.
- Physical presence builds trust, clear and accessible menu, moderate pricing.



## 3- Kcal

- International healthy food chain from Dubai, specializing in low-calorie meals.
- Restaurant dining & delivery with a global brand style.
- Wide and regularly updated menu, modern brand identity, meals under 300 calories, strong international reputation.



## Additional Advantages of Fit Bite

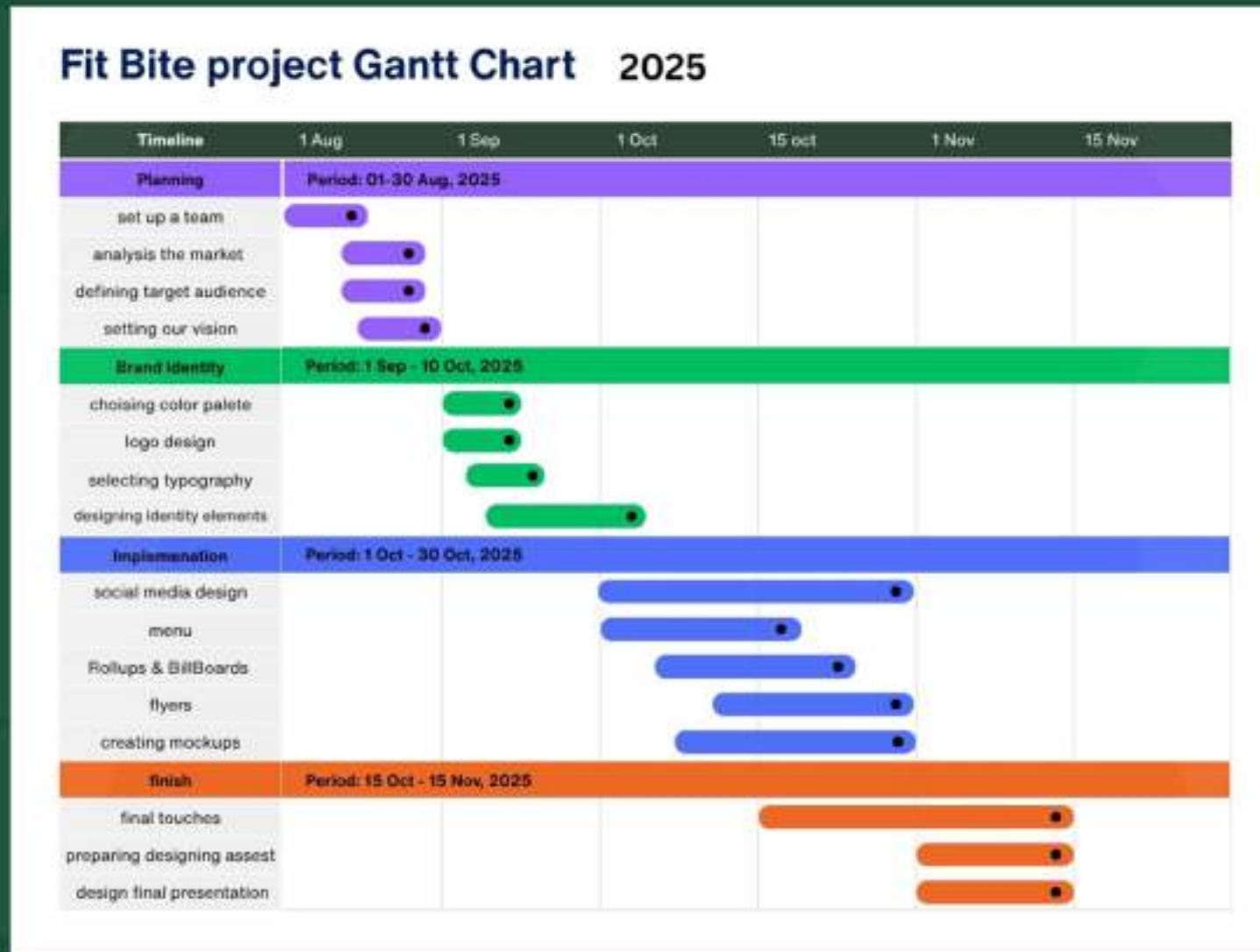
- **Customization:** Flexible meal plans tailored to personal goals (weight loss, muscle gain, or maintenance).
- **Taste Priority:** A focus on meals that are not only healthy but also delicious and flavorful.
- **Smart Transparency:** Every meal comes with clear calorie and ingredient details QR code for full nutritional facts.
- **Eco-Friendly Packaging:** Modern, sustainable packaging that appeals to environmentally conscious customers.
- **Affordable Options:** Tiered pricing strategy to suit students, employees, and athletes.
- **Community Engagement:** Active social media presence with educational content and interactive challenges (e.g., "7-Day Healthy Living Challenge").
- **Meal Plan Subscriptions:** Weekly and monthly packages with fast delivery, ensuring customers rely on Fit Bite daily.

# project planning and management



# The main Goal

Our main goal is to make healthy eating easy and tasty through calorie counted meals that support your lifestyle . We aim to help you live better every day.



# Distributing tasks to team members

Team member assignment Schedule:

skt	Kareem Hagag	Rinal Yasser	salsabeel khaled	Shahd Qenawy	Noor el-deen	Rawan mohamed
Project Ideas & Name	✓	✓	✓	✓	✓	✓
Logo Design			✓			
Project planning & management	✓			✓		
Literature review	✓			✓		
Requirements gathering		✓				
System analysis & design		✓				
presentation			✓			
2 flyers Brand identity Business card Id card Take-away box Booth Menu calendar 2 billboard 2 rollup	✓	✓				
Facebook cover 2 facebook post 2 Instagram post				✓		

# The tools used

## software used in design

We used different Adobe tools in our designs to achieve the best visual outcome:

**Photoshop:** for social media posts, photo editing, and creating realistic mockups.

**Illustrator:** for logo design, icons, and vector elements.

**InDesign:** for designing the restaurant's profile and layout presentation.



## Visual Feed

For visual inspiration, we relied on:

**Pinterest:** for design ideas and trends.

**Behance:** for professional project references.

**Canva:** for layout concepts and quick mockups.

**Google:** for general research and references.

# Literature view

## Target audience

**health-conscious individuals, athletes, busy professionals, influencers, students, and anyone seeking a healthier lifestyle.**

## Dr. Diet:

**is a renowned healthy food restaurant in Cairo, Egypt, offering a diverse menu tailored for health conscious individuals, athletes, and those on specific dietary plans.**



**Lychee:**

**is a popular healthy food brand in Cairo, Egypt, offering fresh and balanced meals, natural juices, and snacks. It focuses on providing nutritious and delicious options for health conscious individuals seeking tasty yet wholesome food.**

**LYCHEE**

**go fit:**

**A nutrition-focused eatery offering customizable meals to match diet plans. Their approach makes healthy eating simple and accessible.**



## **MAX GREEN**

**This spot brands itself as**

**“Fit Cuisine for All: Where Taste Meets Health.”**

**They deliver around Cairo and emphasize fresh, healthy fare.**

## **MAX GREEN**

**Offers ready-made meal plans and calorie-controlled dishes delivered to customers.**

**Their menu targets people following diet programs.**



# Requirements Gathering

## Persona 1:

**Health-Conscious Millennial Name:** Mohamed ahmed

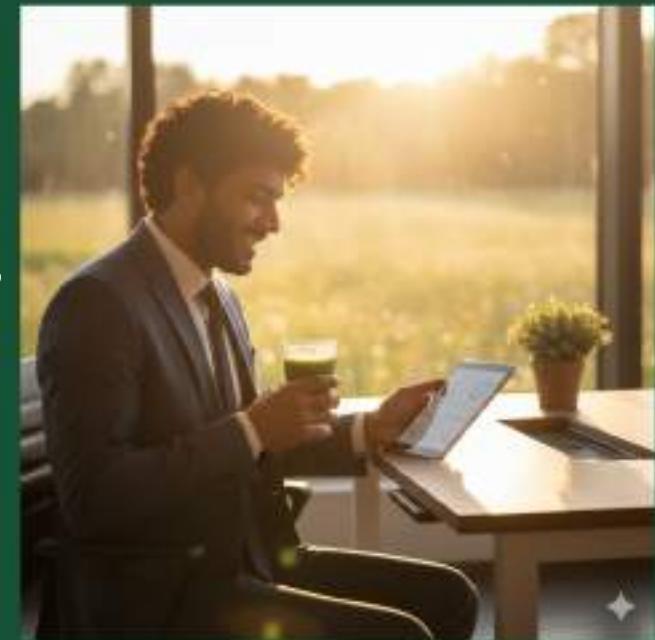
**Age:** 28

**Occupation:** Marketing

**Specialist Goals:** Maintain a balanced diet Discover new health food trends Fit healthy eating into a busy

**lifestyle Challenges:** Limited time for meal preparation Overwhelmed by conflicting health information

**How Fit Bite Helps:** Offers quick, nutritious meal options Provides transparent nutritional information Features trendy, health-focused ingredients



## Persona 2:

**Fitness Enthusiast Name:** Jana mustafa

**Age:** 32

**Occupation:** Personal Trainer

**Goals:** Support fitness regime with high-protein meals Maintain optimal energy levels for workouts Explore new meal options that fit dietary

**goals Challenges:** Difficulty finding meals that match macro requirements Limited time for cooking between clients

**How Fit Bite Helps:** Delivers meals specifically designed for fitness and recovery Offers customizable meal plans based on dietary needs Provides quick delivery to fit a busy schedule





### Persona 3 :

**Weight Watchers Name:** omar Mohammed

**Age:** 40

**Occupation:** Project Manager

**Goals:** Lose weight healthily and sustainably Enjoy delicious meals without feeling deprived Track calorie intake easily

**Challenges:** Temptation of unhealthy snacks Difficulty finding low-calorie meal options that taste good

**How Fit Bite Helps:** Features meals with clear calorie counts and nutritional labels  
Offers a variety of tasty, low-calorie options Provides tips and recipes for maintaining a healthy diet

# System Analysis & Design:

## 5.1 Color selection strategy

### Color Wheel Relationship

The greens in the designs and logo are primarily analogous.

This means that various shades of green are used, which are adjacent to each other on the color wheel.

The addition of orange creates a complementary relationship since orange is directly opposite green on the color wheel, providing contrast and vibrancy.



### Shade Progression

In the project designs mainly a gradient from dark to light shades of green was found. The background features a medium to light green, while accents, such as the text and icons, use darker shades.

This smooth transition creates visual harmony and draws attention to key elements.

#### Tinting and Shading

**Tinting:** The lighter greens in the designs and logo are created by adding white to the base green, resulting in softer, inviting hues. These tints can be seen in the background and around lighter text.

**Shading:** The darker greens, particularly in text or graphic elements, likely incorporate black or darker colors, providing depth and ensuring the text stands out against the lighter background. Interaction with Orange

The use of orange in the flyer serves as a focal point and contrasts beautifully with the greens. This complementary color enhances visibility and creates a lively, energetic feel. The orange not only draws attention but also balances the cooler tones of green. The colors in that palette, featuring various shades of green and a vibrant orange, effectively communicates the essence of "Fit Bite" as a healthy restaurant. It conveys freshness, vitality, and a welcoming environment, making it an excellent choice for branding and design.

**Mint Green:**This shade symbolizes freshness, health, and vitality.

**Lime green :**This vibrant shade represents energy and growth

**Forest Green:**This deeper shade signifies stability, balance, and trustworthiness

**Carrot Orange :**This vivid orange conveys warmth, enthusiasm, and creativity.

It stimulates appetite and adds a playful aspect to the brand. In "Fit Bite," it expresses the joy of healthy eating .



# Typography selection strategy

## English Font

I chose the Show Card Gothic font for our restaurant logo because it conveys boldness and playfulness, while also embodying modernity and clarity.

This font captures the vibrant spirit of healthy eating, making our brand approachable and memorable  
**font is characterized by**

**A) Legibility and simplicity, ensuring easy reading across various applications.**

**B) A diverse range of styles, from light to bold, which facilitates the creation of a distinct visual hierarchy in your design.**

### Using show card font in design

**Headings:** Use bold weights to make them stand out.

**Title:** use semibold to create a strong visual impact.

**Texts:** Use regular weights for easy reading.

**Subheadings and Captions:** Use medium or semibold weights for subheadings and captions to create a visual distinction from body text

## Branding and Logo

The Show Card Gothic font is utilized in our branding to express a bold, playful, and contemporary image, perfectly reflecting the vibrant essence of our healthy dining experience



# logo designing

## Logo brain storming

The design process commenced with brainstorming sessions, during which we generated over

## logo sketches

We narrowed these down to two promising concepts, which were further refined to present one final options. Upon team selection, the chosen design underwent meticulous refinement to achieve perfection.



# The final logo design concept:

The logo for "Fit Bite" is designed to embody the essence of healthy eating and the playful nature of the restaurant's branding.

The central element of the logo is a stylized carrot, which symbolizes

freshness, nutrition, and vitality key themes that resonate with a health conscious audience.

the project has faced several challenges as FitBite needed to blend modern design with traditional food preparation techniques, creating an atmosphere that appeals to health-conscious diners while honoring ingredient origins. Working closely with nutritionists and culinary professionals is essential to develop a menu that is both nutritious and delicious, meeting the expectations of health-focused customers.

Also FitBite needs to ensure its visual identity reflects its core values of health, sustainability, and quality through thoughtful branding iterations

