



Smart Efficient Autonomous Mobility

Gruop Name : ART PIX

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Smart Efficient Autonomous Mobility

PROJECT TEAM

- AYA AYMAN ABD ELFATAH**
- ESRAA MOHAMED GABER**
- SHAIMAA MOHAMED SABER**
- SHEHAB SAEED ABDEL MONEM**
- MAGDY SHABAN GOUDA**
- MAHMOUD MOHAMED GABER**



WHO IS SEAM

SEAM is a leading smart mobility company dedicated to developing modern transportation solutions that align with the needs of smart cities. The company was founded to address the growing challenges in urban transportation by offering innovative, technology-driven solutions that make mobility more efficient, safer, and sustainable.



WHY SEAM WAS FOUNDED

With increasing traffic congestion, rising pollution levels, and inefficiencies in traditional transportation systems, the need for smart mobility solutions has become more critical than ever.

SEAM was established to bridge the gap between conventional transport and modern technology, utilizing AI and IoT to enhance the transportation experience.



PROBLEMS SEAM SOLVES

SEAM company enhances mobility, safety, and efficiency by offering on-demand rides, employee transport, and delivery services. It reduces traffic congestion, pollution, and high ownership costs, improves accessibility in underserved areas, and ensures secure, cashless transactions for a seamless experience.



PROJECT OVERVIEW

The project aims to develop a complete visual identity and advertising campaign for a smart transportation company operating in a smart city. This will enhance brand recognition and customer engagement through professional designs that align with modern technology and smart mobility trends.



PROJECT PLAN

- Do AYA AYMAN ABD ELFATAH brochures and promotional materials
- Do ESRAA MOHAMED GABER billboards and vehicle branding
- Do SHAIMAA MOHAMED SABER digital ads and social media
- Do SHEHAB SAEED ABDEL MONEM Design vehicle wraps, signage, and uniforms
- Do MAGDY SHABAN GOUDA Brand Identity Designer
- Do MAHMOUD MOHAMED GABER business cards and official documents



TIMETABLE

- FROM 2025/2/1 TO 2025/2/15** Study the market, determine the visual identity, and develop an advertising campaign plan
- FROM 2025/2/15 TO 2025/2/28** Logo design, digital design, outdoor advertising, and advertising content writing
- FROM 2025/3/1 TO 2025/3/15** Executing digital and print ads, printing and installing outdoor ads
- FROM 2025/3/15 TO 2025/4/9** Analyze performance, make final adjustments, and prepare the final report
- 11/4/2025** final presentation & testing



PROJECT ELEMENTS

-VISUAL IDENTITY

Logo Design: A modern and dynamic logo representing technology, speed, and sustainability

Colors & Typography: A futuristic color palette and clean fonts



PROJECT ELEMENTS

Blue: Represents technology

Orange: Symbolizes energy, speed, and creativity

The letter "A" is designed as a road symbol, reflecting transportation and mobility in the brand's identity





PROJECT ELEMENTS

-BRAND APPLICATIONS

Business Cards, Official Documents, and Social Media

.Templates for brand consistency

Vehicle Branding to create a recognizable fleet across

.the city



BUSSINESS CARD

PROJECT ELEMENTS



LETTER HEAD



PROJECT ELEMENTS

-ADVERTISING CAMPAIGN

- AI-driven digital ads targeting potential customers
- Interactive marketing campaigns
- Digital Billboards

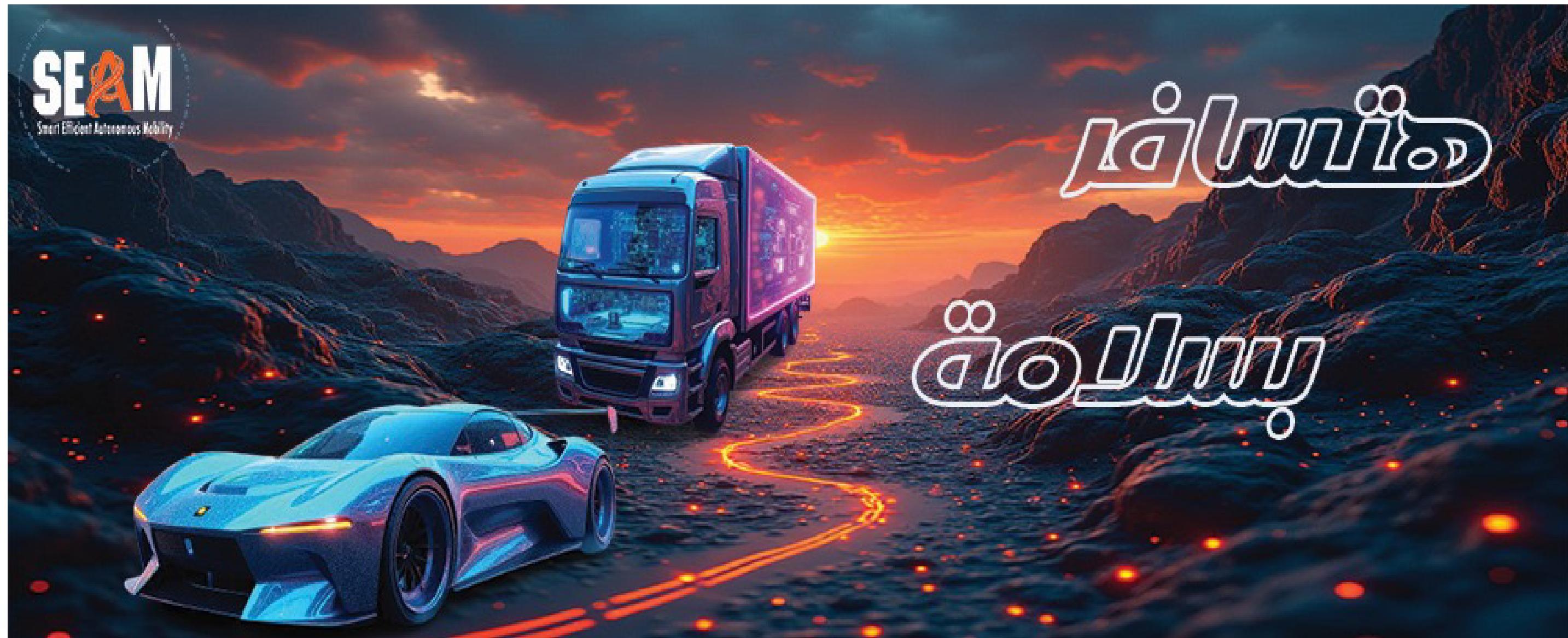


PROJECT ELEMENTS

digital ads and social media



PROJECT ELEMENTS



BANNER



PROJECT ELEMENTS

FLAYER

The poster features a sleek, futuristic blue electric car driving on a road that appears to be made of glowing particles. The background is a blurred cityscape at sunset. At the top, there is Arabic text: "مرحلة بطيئة" (Slow Phase) above "التجسيم ببدأ الان" (Implementation begins now). Below the car, the English text "Clean Energy Car" is displayed in a large, white, serif font. Underneath, a smaller text block explains: "All-EVs run on electricity only. They are propelled by one or more electric motors powered by rechargeable battery packs." At the bottom, there are two contact details: "Contact : (+02)150423698" with a WhatsApp icon, and "Mail : WWW.Seam.Com" with an envelope icon.



Smart Efficient Autonomous Mobility



SuperCar
Aporia

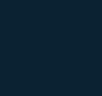


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PROJECT ELEMENTS

ROLL UP