

# The Dream Wavers

MennaTullah Abdulaty & Maya Samer



## Farha Joyful Eastern Sweets

Farha is an Eastern sweets store that offers a variety of delicious treats loved by both children and adults. The brand aims to be a part of every celebration, bringing joy and sweetness to special moments. Whether it's a family gathering, birthday, or holiday, Farha provides traditional sweets with a modern twist.

#### 01/LOGO



Logo Symbol



The use of hearts and pink colors creates an emotional connection with the audience.



The smiley face not only represents general happiness but specifically conveys the joy of eating sweets. eating sweets

Logo Variation





Logo Size



80 px



60 px



30 px

#### 02/ COLOR PALETTE

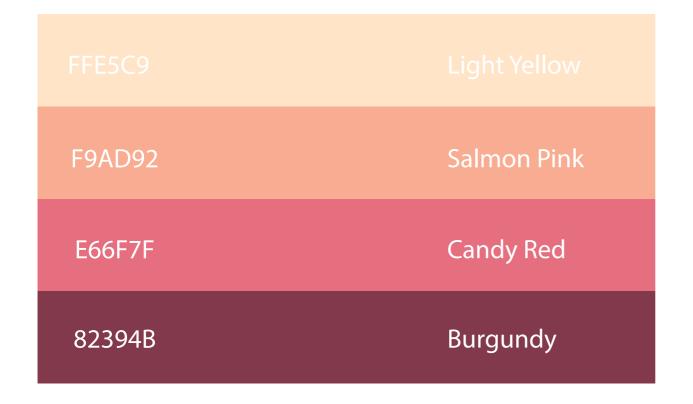




#### **Primary Colors**



#### 03/ COLOR PALETTE





## **Secondary Colors**

FFE5C9

F9AD92

E66F7F

82394B

#### 04/TYPOGRAPHY



Regular

18 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 01234567890 **MV** Boli

Aa

Evoke joy, elegance, and approachability

Bold

18 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 01234567890



LEvoke joy, elegance, and approachability

## 05/ EXAMPLE OF USAGE







Shirt

Bag

## 06/ GATHERIN POSTER

Farha brand is also made for friends and family gatherings and for people who loves sharing.





## 07/ Sweet Box





#### 08/ SWEETS POSTER



#### 09/ EID POSTER

Your life is more fun with Farha.





## 10/ RAMADAN POSTER

Farha is sweet for every gathering and celebrations.





## 11/ MENU







الكيلو

60	بسبوسة سادة
60	بسبوسة بندق
60	كنافة كريمة
60	كنافة مكسرات
60	جلاش سادة
60	جلاش كريمة
60	جلاش فستق

ملوة لكل مناسبة





# Thank You:)