



وزارة الاتصالات
وتقنيات وجهاً للمعلومات



- **PROJECT GROUP NAME:** Creativeness.
- **OUR NAME:** Naira Ayman – Mariam Kamel – Nada El-sebaei – Mirna Sami – Heba Mohamed Addeen – Reem Mohamed .
- **TRACK :** Adobe Graphic Design.
- **INSTRUCTOR:** ENG/Mohamed Kamar.
- **GROUP CODE:** YAT110-ONL-DRT3-M1e-DEPL.



crumbs





Brand Guideline

Overview:

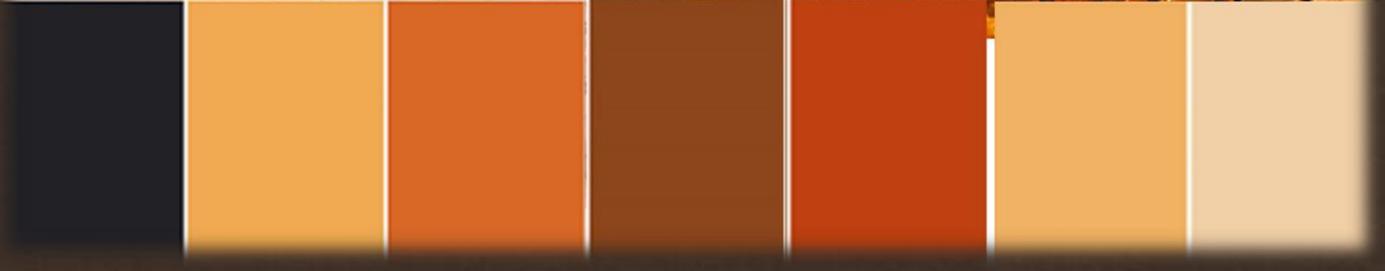
- Crumps is a unique dining experience that combines the art of traditional pastries with the craft of expertly brewed coffee. At Crumps, we offer a wide selection of freshly made pastries every day, each crafted with an artistic flair and high -quality ingredients.
- Our menu is designed to provide a delightful experience that pairs perfectly with our handpicked coffee varieties. Whether your 're looking for a quick bite or a relaxing break, Crumps invite you to savor the flavors in a comfortable, classic setting.

1- INTRODUCTION :

- Welcome to Crumps, where the authentic taste of freshly baked pastries meets the rich, carefully selected flavor of specialty coffee. Our skilled team creates each pastry daily with a focus on freshness and creativity, bringing you a unique culinary experience baristas, Crumps offers a sensory journey in a cozy, classic environment that enhances every moment.

MOOD BOARD

- Use warm colors to give an atmosphere of warmth and fusion .
- The colors are red and yellow together , so it's motivational to feel comfortable ,passionate ,fun and warm.



MOOD BOARD

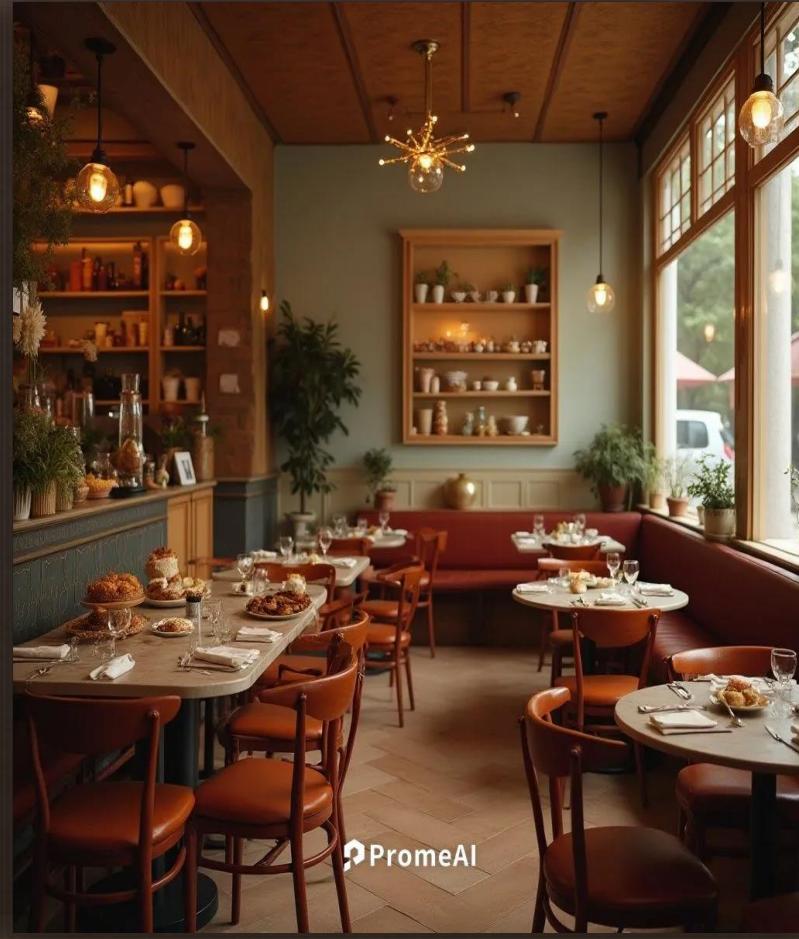




PromeAI



PromeAI



PromeAI

AI virtual images :

- All virtual photo collection that helps us imagine the place , colors and designs on the classic tapestries.



Crumbs



www.crumbs.com



sizes



Logo in Background



App Icon



TYPOGRAPHY

Typeface

primary

Bella Stella

adcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNO-PQRSTUVWXYZ

LORUM. IPSUM DOLOR SIT AMET. CONSETUTER
ADIPISCING ELSIT. SED DIAM NONUMIUM NISI.
QUISMOQ TINCidunt UT LACRIT DOLORE MAGMA.
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TYPOGRAPHY

Typeface

secondary

Bella Stella

adcdefghijklmnopqrstuvwxyz

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LOGO & COLOR



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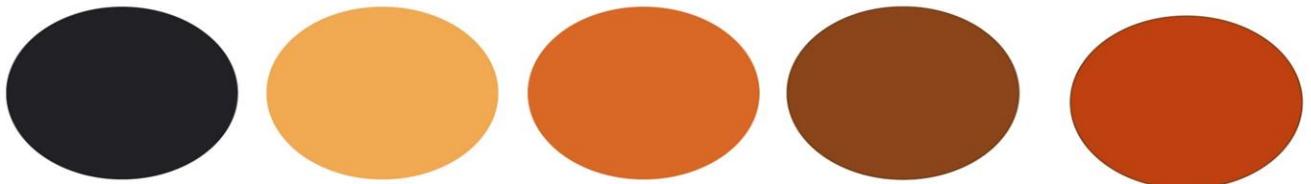


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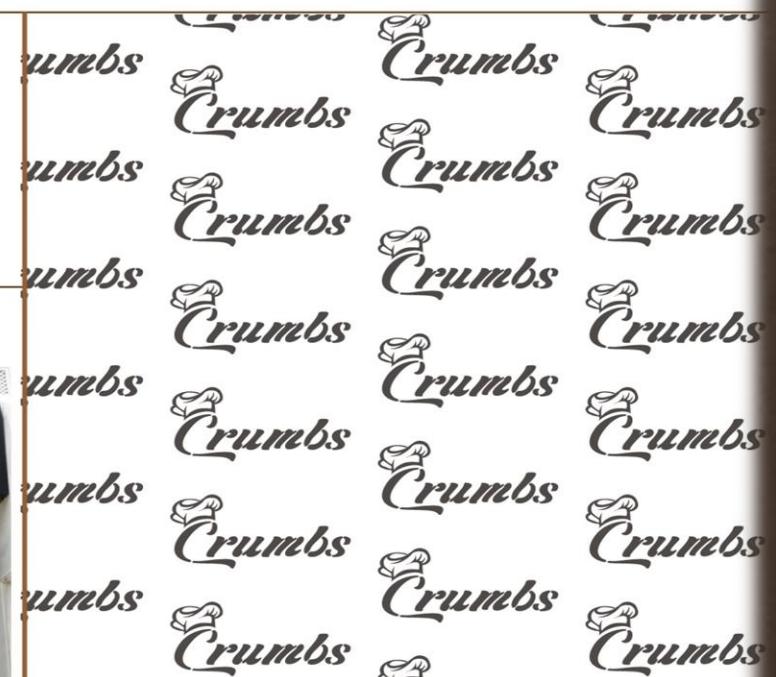


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LOGO & COLOR



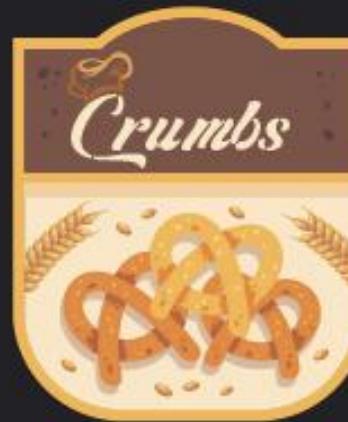
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Pattern :



Icons & label :



Social media designs :



Social media designs :



Social media designs :



Social media designs :



Social media designs :



Social media designs :



Social media designs :

Instagram



Instagram



Social media designs :

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4000 likes

jermanos #awesome
layla great place !



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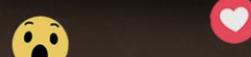
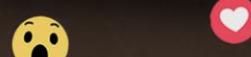
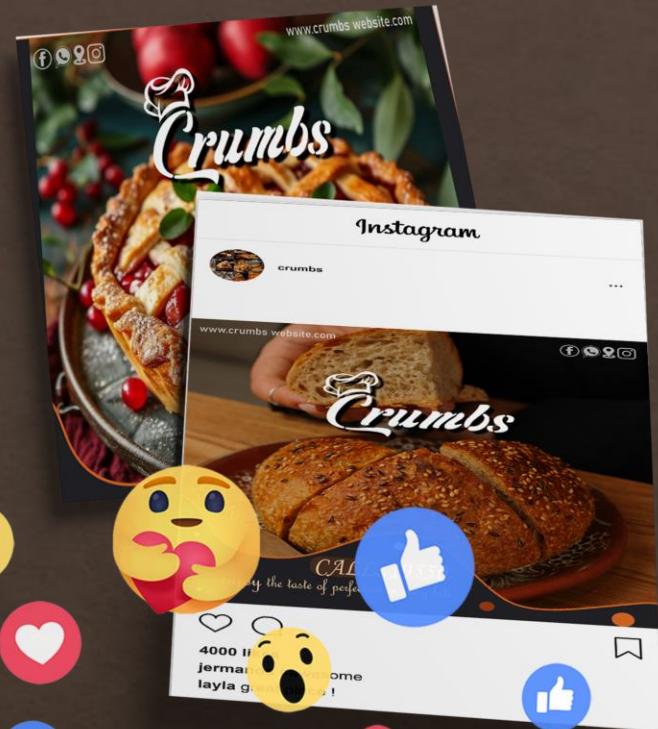


4000 likes

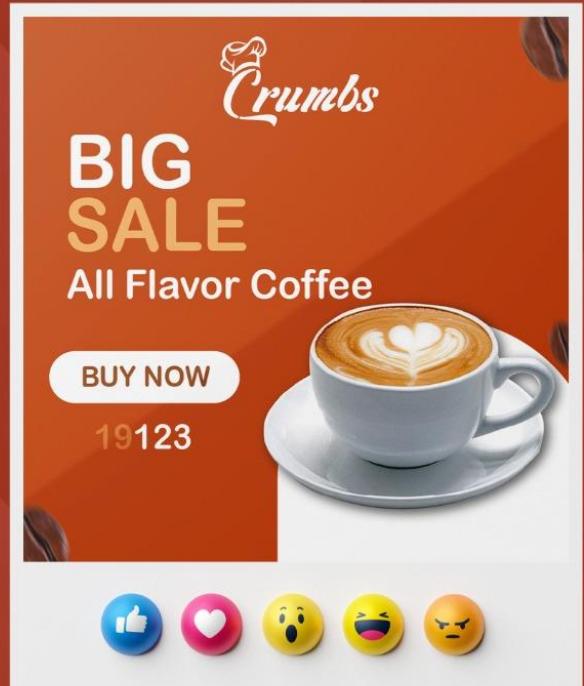
jermanos #awesome
layla great place !



Social media designs :



Social media designs :



Social media designs :

Comfort & taste in every bite.

50% OFF



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of artisan baking,
crafted with love daily.

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brings pure happiness

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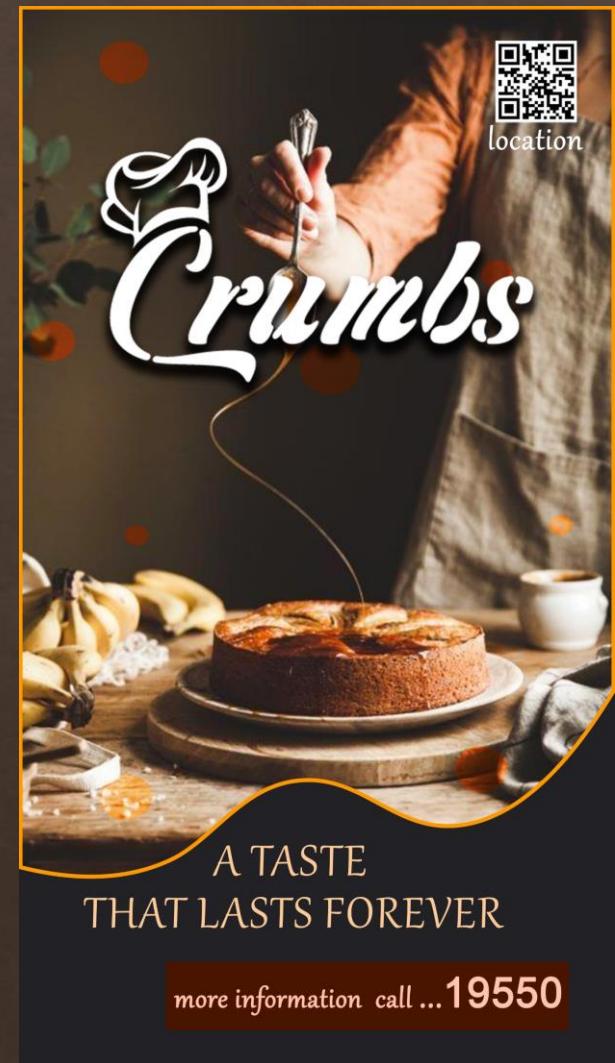
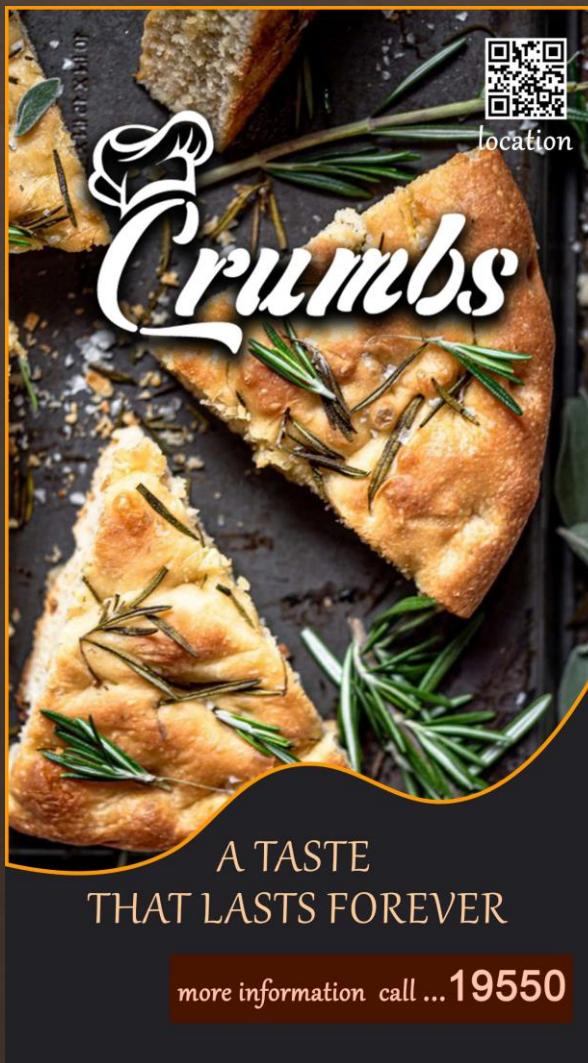
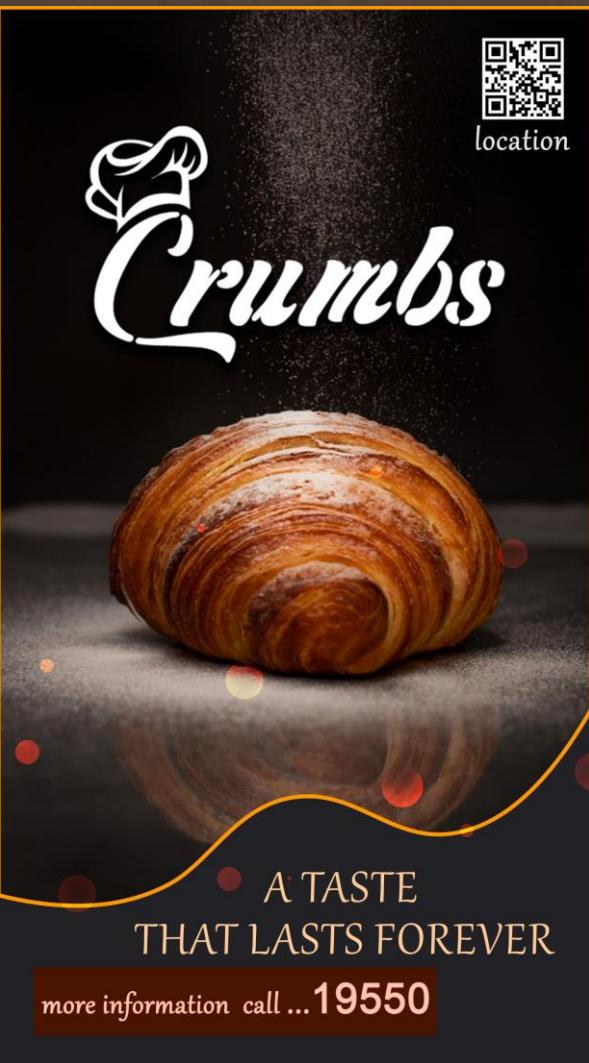
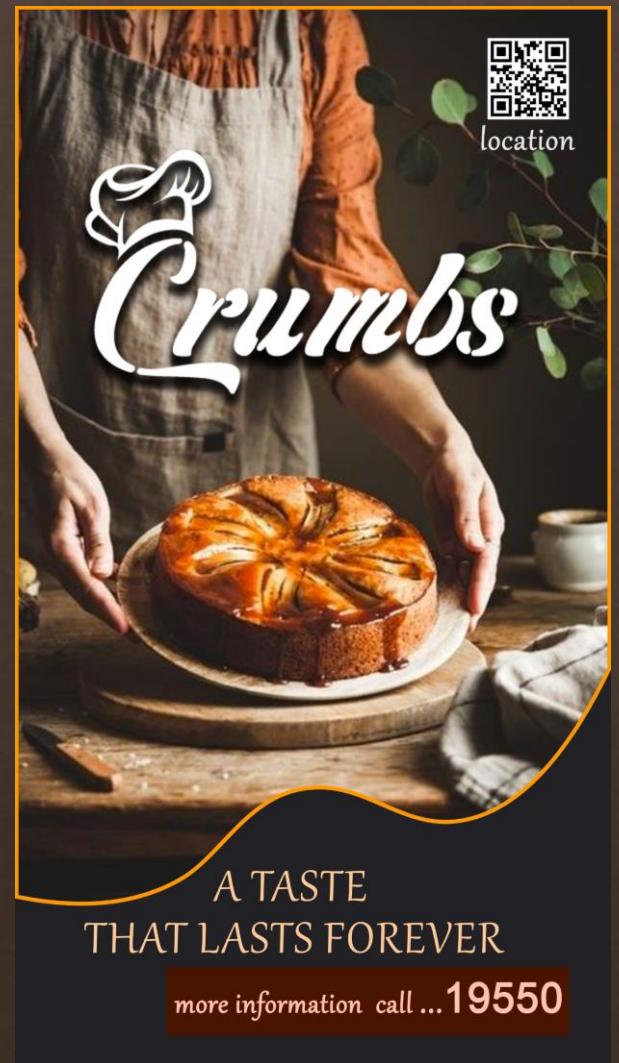
**BIG
SALE**
All Flavor Coffee

BUY NOW

19123



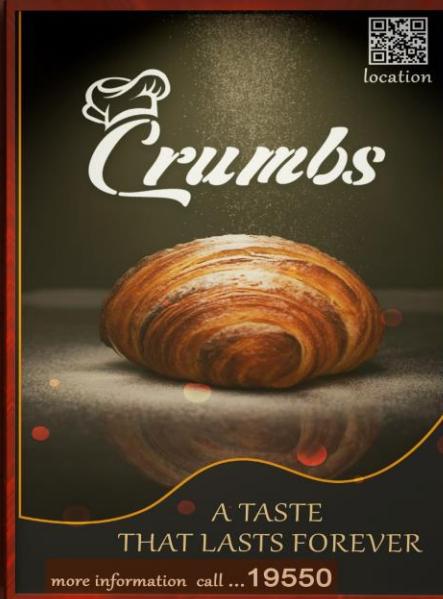
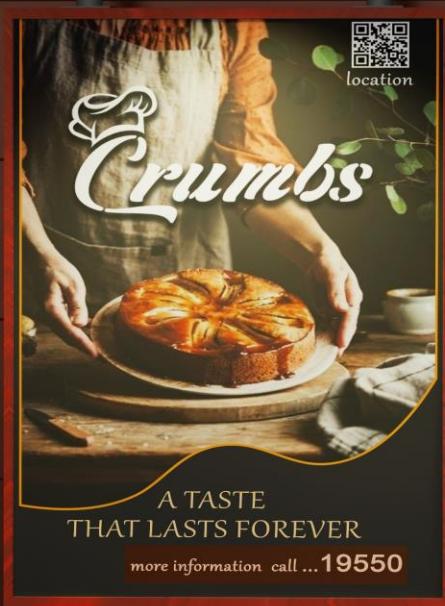
Print designs :



Print designs :



Print designs :



Mockup :



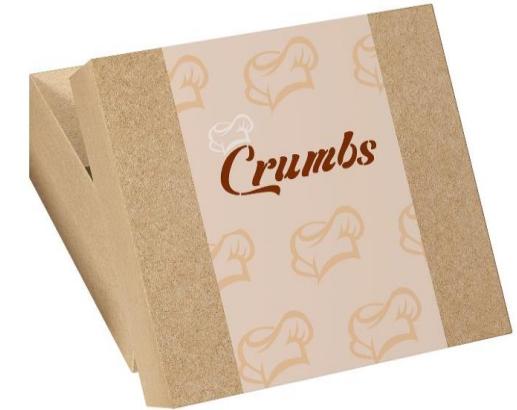
Mockup :



Mockup :



Mockup :



Mockup :



Mockup :



Mockup :



Mockup :



Mockup :



Mockup :



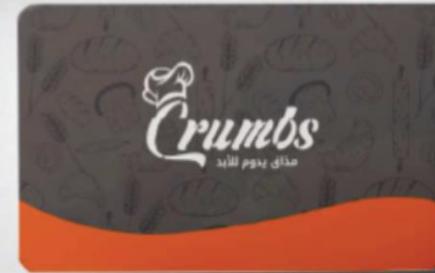
Mockup :



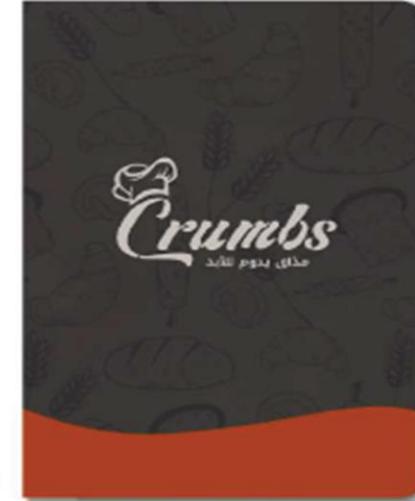
Mockup :



Mockup :



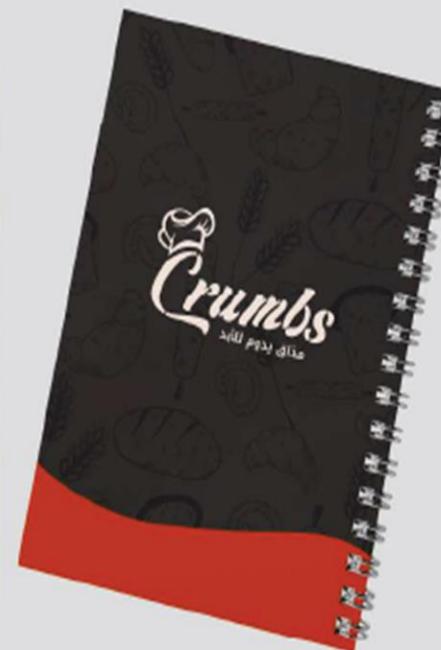
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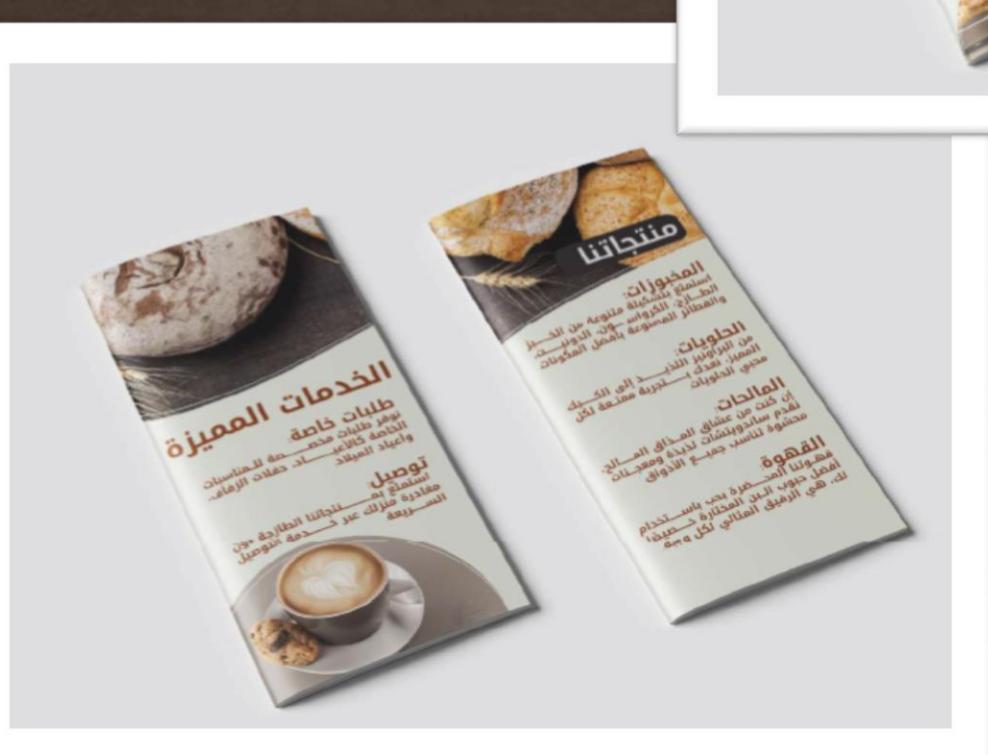
Mockup :



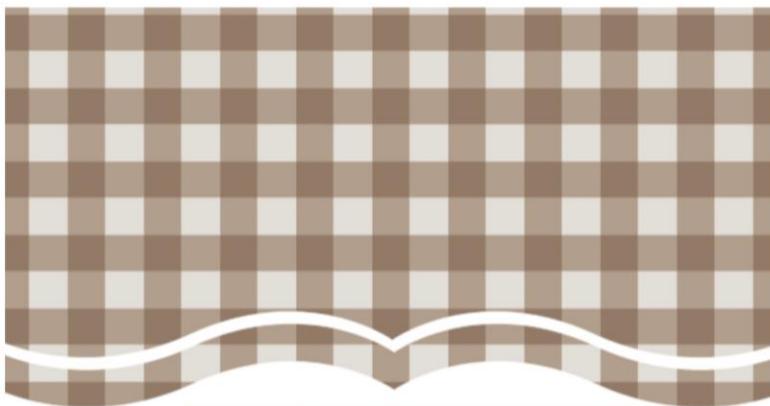
Mockup :



Mockup :



MENU:



FRESH FROM OVEN



Breads Cakes croissant Coffee



BREADS

loaf of bread	112.00
home made dount	90.00
Bun with seeds	80.00
bread banana	120.00



COFFEE

espresso	70.00
americano	80.00
cappuccino	85.00
macchiato	75.00

CROISSANT

CROISSANT AOLMOND	70.00
CROISSANT NUTELLA	80.00
CROISSANT PISTACHIO	90.00
CROISSANT CARMEL	70.00
CROISSANT BLUE BERRY	80.00

CAKES

Cake vanilla	120.00
cake orange	120.00
cake chocolate	140.00
cake carotte	150.00

MENU:

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Make your order online.

Menu

New menu with new flavors

Bun with seeds	220 I.e
Loaf of bread	180 I.e
Homemade donut	120 I.e
Bread	100 I.e
Bun with seeds	190 I.e
Loaf of bread	120 I.e
Homemade donut	100 I.e
Bread	150 I.e

Notify our staff of your food allergies
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في كرمبز . نقدم مجموعة جديدة من المخبوزات الطازجة، من العصريات المعاصرة إلى المخبوزات التقليدية، سواء كنت ترغب في كروissant هش أو ساندويتش مشبع، لدينا ما يرضي ذوقك ولا تخفي ذريرة فمهوننا المختصة التي ستكمل تجربتك المثالية

ORDER NOW

Mockup :



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مذاق
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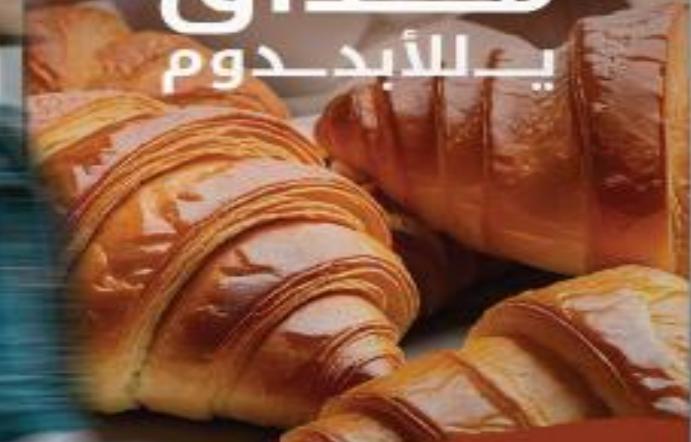
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