Project Name:

Bambino

Project Overview:

Bambino is a kidswear brand that specializes in casual clothing combining comfort, style, and playfulness. The brand focuses on cheerful colors, child-friendly patterns, and designs that appeal to both children and parents. Bambino aims to create not only clothing but an experience that brings happiness, confidence, and joy to kids.

Objectives:

- Provide safe, comfortable, and high-quality clothing for children of different ages.
- Develop a cohesive visual identity reflecting playfulness and joy.
- Create engaging social media content aligned with the brand's personality.
- Develop mockups to showcase the brand across various touchpoints.
- Deliver a professional final project reviewed and approved by the instructor.

Scope:

- Conduct brand research and audience analysis.
- Design logo and visual identity, including color palette and typography.
- Create 15 playful and cohesive social media posts.
- Develop complementary product mockups.
- Review and refine outputs based on instructor feedback.
- Prepare a final presentation of the project.

Task Assignment & Roles:

- **Logo Design:** Roaa Wesam, Basma Reda
- **Color Palette:** Roaa Wesam (final selection)
- **Mockups:** Basmala Khaled Ali, Hagar Amr Mostafa, Hagar Amr Ragab, Hana Mohamed Abdelaziz
- **Social Media Posts:** All team members

- **Presentation:** Roaa Wesam, Basma Reda

Risk Assessment & Mitigation Plan:

- **Risk:** Delays in feedback from the instructor

  Mitigation: Share drafts early and schedule regular check-ins.
- **Risk:** Inconsistent visual style across posts

  Mitigation: Establish and follow a style guide.
- **Risk:** Technical issues with mockup files or software

  Mitigation: Maintain backups and assign multiple team members per task.

Key Performance Indicators (KPIs):

- Completion of social media posts and mockups on time.
- Instructor review and approval of all project outputs.
- Consistency and cohesion of visual identity across all materials.
- Appeal and engagement of designs for target audience, evaluated via mock presentations.

Lecturer Review:

Instructor: Andrew Ibrahim

- All project outputs will undergo review and refinement based on feedback before final submission.

Project Files:

- github.com/roaawesam/Bambino-branding
- https://drive.google.com/drive/folders/12dwgBm6gf2kBuDPUJPBE4oeYa mroMFA9?usp=sharing

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