

Project Name

Bambino

Project Idea

Bambino is a kids wear brand specializing in casual clothing that reflects fun, comfort, and imagination. The brand's identity is built on a playful and funny spirit, aiming to capture the joyful energy of childhood. Through its designs and visual identity, Bambino highlights bright colors, cheerful patterns, and friendly elements that resonate with both children and parents. The goal of the brand is to create not only clothes, but also an experience that brings happiness and confidence to kids while keeping them stylish and comfortable.

Team Members

1. Roaa Wesam
 2. Basma Reda Abd Elghafar
 3. Basmala Khaled Ali
 4. Hagar Amr Mostafa
 5. Hagar Amr Ragab
 6. Hana Mohamed Abdelaziz
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Work Plan

1. Research & Analysis
 - Audience personas
2. Visual Identity
 - Logo design
3. Main Designs
 - Poster
4. Complementary Products
5. Review & Finalization

6. Final Presentation

Roles & Responsibilities

1. Logo Design:

The final logo designed by Roaa Wesam, Basma Reda

2. Color Pallet:

Everyone try some pallets

KPIs (Key Performance Indicators) – Metrics for project success (e.g., response time, system uptime, user adoption rate).

Instructor

Andrew Ibrahim

Project Files

You can find the full project files here:

github.com/roaawesam/Bambino-branding

License

This project was created by a group of students as part of the *Graphic Design* course within the Digital Egypt Pioneers Initiative (DEPI).

It is an academic graduation project intended for educational purposes only and not for any commercial or promotional use.

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