

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(team leader)
 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

1.1 Brand Overview

Bambino is a kidswear brand that focuses on providing comfortable, soft, and child-friendly clothing for children of different ages. The brand aims to balance functionality and playful aesthetics, making it appealing to both parents and children.

o 1.2 Audience Personas

The primary audience includes families with children, especially parents looking for:

- Safe and comfortable daily wear
- High-quality materials suitable for children's sensitive skin
- Designs that feel cheerful, approachable, and child-centered
- This direction aligns with user-centered research methods recommended by leading design institutes

2. Visual Identity

- 2.1 Logo Design Concept

The logo aims to communicate:

Comfort

Softness

Child-friendly personality

A warm and welcoming tone

Visual elements may include rounded shapes, soft curves, and pastel or warm colors to enhance the emotional feel of closeness and safety.

This follows best practices in emotional branding for children's products

3. Main Designs

The project includes 15 playful social media posts, all following a cohesive visual language that reflects the brand's identity.

The style is:

Playful, colorful, and expressive

Uses simple shapes, doodles, or childlike elements

Maintains a warm and comforting tone to reflect clothing comfort

Appeals visually to parents while staying joyful for kids

4. Complementary Products

Mockups are developed to present how the brand appears in real life, ensuring the playful identity works across different touchpoints

5. Review & Finalization

The final outcomes will go through:

- Review of the instructor
- Evaluation by the committee

Feedback from both parties will guide refinements until the final submission meets professional graphic design standards

6. Final Presentation

Roles & Responsibilities

1. Logo Design:

Roaa Wesam, Basma Reda

2. Color Pallet:

Everyone try some pallets, the final one was done by Roaa Wesam

3. Mockups:

Basmala Khaled Ali, Hagar Amr Mostafa, Hagar Amr Ragab, Hana Mohamed Abdelaziz

4. Social media posts:

Roaa Wesam, Basma Reda, Basmala Khaled Ali, Hagar Amr Mostafa, Hagar Amr Ragab, Hana Mohamed Abdelaziz

5. Presentation:

Roaa Wesam, Basma Reda

Instructor

Andrew Ibrahim

Project Files

You can find the full project files here:

github.com/roaawesam/Bambino-branding

[https://drive.google.com/drive/folders/12dwgBm6gf2kBuDPUJPBE4oeYamroMFA9
?usp=sharing](https://drive.google.com/drive/folders/12dwgBm6gf2kBuDPUJPBE4oeYamroMFA9?usp=sharing)

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