

# Project Name

Bambino

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## 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.

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## 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

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### Roles & Responsibilities

1. Logo Design:

Roaa Wesam, Basma Reda

- 2.

- 3.

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

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### Instructor

Andrew Ibrahim

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### Project Files

You can find the full project files here:

[github.com/roaawesam/Bambino-branding](https://github.com/roaawesam/Bambino-branding)

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### License

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

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