Prompt Engineering Portfolio

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Project 2: Branding with AI – Zest & Bloom

Final Evaluation Report

**Project Title:**  
Zest & Bloom – Organic Juice Shop Branding

**Objective:**  
To create a complete brand identity using AI tools, including shop name, tagline, logo concepts, brochures, and real-world visualizations.

**Problem Statement:**  
Branding an organic juice shop requires balancing authenticity with a youthful and trendy appeal. The challenge was to generate a catchy brand name, tagline, and logo that resonate with both health-conscious and modern customers, while ensuring consistency across all visual applications.

**Practice Prompts & Process:**

1. Suggested 5 creative names for an organic juice shop.
2. Refined list into 5 trendy and youthful options.
3. Selected final name: *Zest & Bloom*.
4. Generated multiple tagline options and finalized: *“Sip Fresh. Live Bright.”*
5. Explored 3 logo concepts; finalized Concept 2: Playful & Juicy.
6. Iterated logo with softer, vibrant colors and eye-catching text.
7. Created brochure mockups, shop signage, and full street-view branding visualization.

**Final Output:**

* Brand name: *Zest & Bloom*
* Tagline: *Sip Fresh. Live Bright.*
* Final logo: Playful fruit slice with flower & splash, vibrant yet soft color palette
* Real-world applications: Brochures, shop signboard, street-view presence
* Delivered as a professional Brand Identity Kit PDF

**Visualization:**  
Included AI-generated mockups:

* Shopfront signage
* Street view branding
* Brochure layouts
* Logo variations (full color, monochrome, monogram)

**Insights / One-line Summary:**  
AI-assisted branding turned abstract ideas into a professional, market-ready identity package for an organic juice shop.

**Skills Demonstrated:**

* Creative prompt design & refinement
* Branding strategy with AI (names, taglines, logos)
* Iterative feedback-driven design process
* Visual application (mockups, signage, brochures)
* Professional documentation (Identity Kit PDF)

**Evaluation Rubric:**

| **Criteria** | **Score (/10)** | **Remarks** |
| --- | --- | --- |
| Creativity in Naming | 9.5 | Catchy, trendy, and organic essence maintained |
| Tagline Development | 9.3 | Memorable, short, brand-fit |
| Logo Concept & Iteration | 9.6 | Strong visual identity, refined with feedback |
| Visual Applications | 9.5 | Realistic brochures, signage, and street branding |
| Consistency & Cohesion | 9.4 | Unified across all outputs |
| Use of AI Tools | 9.2 | Effective iteration and visualization |
| Professional Presentation | 9.5 | Delivered as a polished Brand Identity Kit |

**Final Percentage Secured:** 94%