IDEA NETWORK.
A FULL SERVICE STRATEGY & BRANDING AGENCY

PORTOFOLIO

PRINT & BRANDING

FOOD & BEVERAGE

B-CHOPS

B-CHOPS

chop it like it's hot

Developing on the concept of word play in the slogan and taking it further with the menu items.

Using American slang and millenial terminology, we advanced the use of language to become the brand's core identity.

From the slogan to the hashtag, B-chops speaks to the young at heart.

#VibingWithLife

Vasko's character development was a result of the richness of his story, bringing coffee beans from all over the world to Egypt.

The quality and distinction of the beans is what inspired the heavily detailed logo mark. Expressive, yet classic and timeless.

Vasko is for coffee enthusiasts who appreciate a good coffee and quality experience.

FATIMA

Fatima

Fatima logo was originially based on typography that isn't restricted by a specific origin, supporting the multi-national concept of the restaurant.

Fatima travelled near and far to create this diverse menu, satisfying all tastes.

Supporting the brand are the quotes she inspired to further express the travelled-concept.

Your home
away
from home!

TABAK

TABAK
CULINARY TALES

Tabak is Tukish for plate. Not just Turkish, it's an Arabic wrod used in the MENA region with different pronounciations, content and a lot of flavor.

The logo is a bold & modern creation mimicking the natural circles of an organic clay plate; an abstract shape juxtaposed with a strong typographic name with bold solid strokes that match the plate's outlines.

TABAK

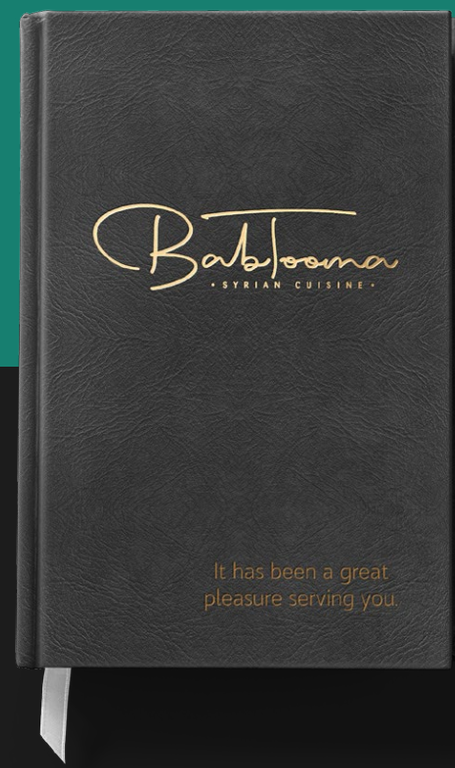
BABTOOMA

Babtooma

leaves you wanting more

Bab Tooma transitioned from strictly syrian cuisine to international, and needed to switch completely from a classic to a more modern, minimal style logotype.

The minimally flexible type is complimented by the rich content of the menu, represented in high end photography and visual repesentation of what Bab Tooma has to offer.



IBN ALSHAM

ابن الشام
IBN ALSHAM

Ibn AlSham is a syrian cuisine restaurant, aiming at bringing the syrian food culture with all its roots to the Egyptian scene.

Successfully doing so, they needed a proper reresentation of their Levant origins that was expressed through this strong ornamental logo mark that translates easily into the Egyptian culture.

The classic logo mark is complimented by a more modern type.

DIET DELIGHT

IF ITS DELICIOUS AND LIGHT ITS DELI HT

Diet Delight serves up the healthiest meals with the quickest, most convinient delivery options.

The concept is clearly represented in the three leaves, for freshness, health and nutrition.

The brand identity is supported by a more basic color palette of black and white to focus on the beautifully curated colorfull meals they offer to their customers.

IN

copyright © IDEANETWORK . all rights reserved

Unless otherwise indicated, all materials on these pages are copyrighted. No part of these pages, either text or images may be used for any purpose other than this presentation, unless explicit authorization is given. Therefore, reproduction, modification, storage in a retrieval system or retransmission, in any form or by any means - lectronic, mechanical or otherwise, for reasons other this use, is strictly prohibited without prior written permission