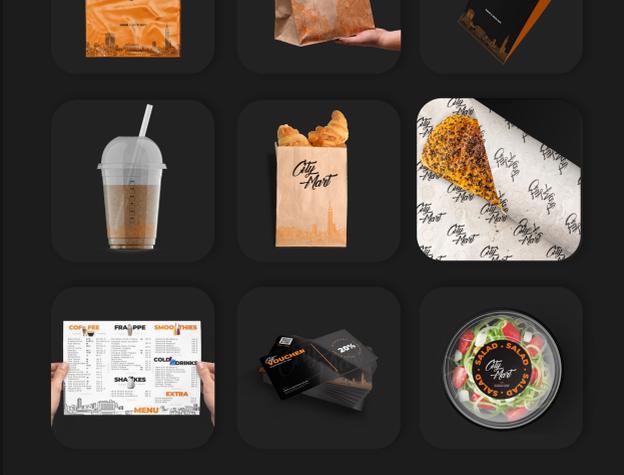


PORTOFOLIO

BRANDING

FOOD & BEVERAGE

CITY MART



Developing on the concept of the word city and taking it further with the branding, letters and elements.

Using Cairo city patterns and street textures, we advanced the use of language to become the brand's core identity.

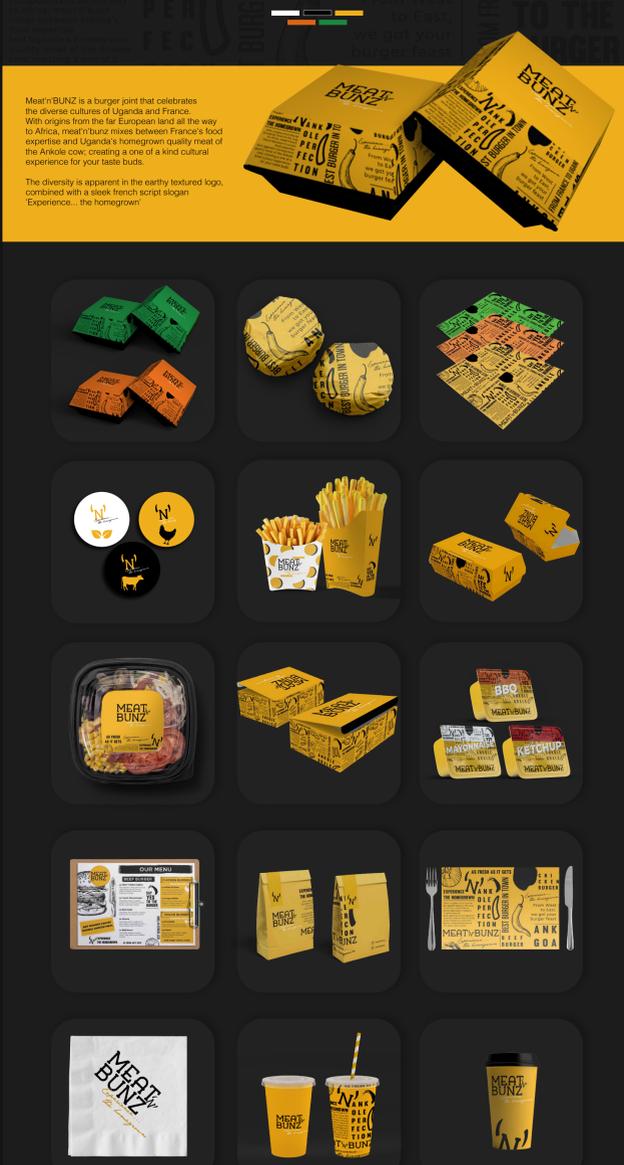
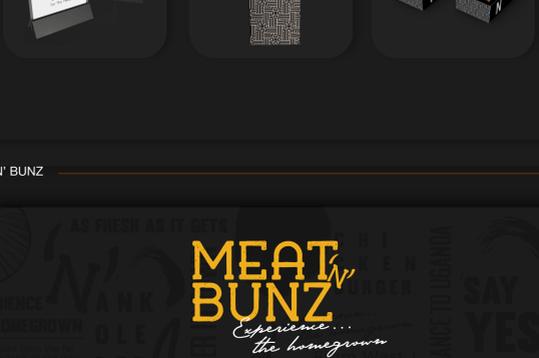
From the slogan to the hashtag, city mart speaks to the youth and adults who stays in the city too long.



N⁰¹ COFFEE & SNACKS BAR



Founded by entrepreneurs Khalid El-Deisy and Mohamed Labib, N01 is a convenience store, snack bar and coffee shop all in one. The concept is to provide fast-paced Cafeterias with high-quality snacks, coffee and food on-the-go. N01's first branch will be on the Cairo Suqz Highway.

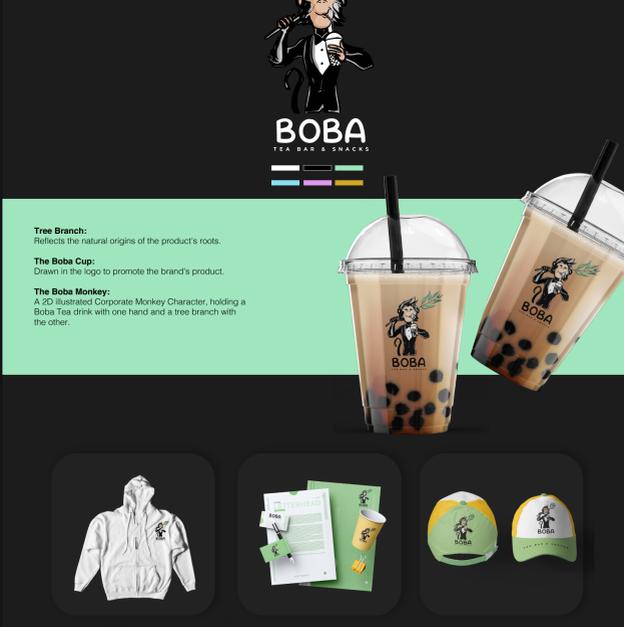


MEAT N' BUNZ

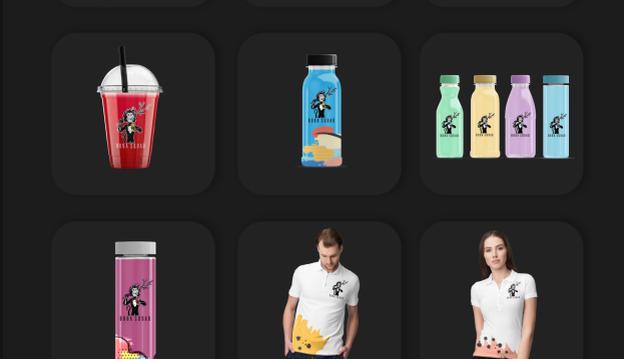


Meat 'n' Bunz is a burger joint that celebrates the diverse cultures of Uganda and France. With origins from the far European land all the way to Africa, meat 'n' bunz mixes between France's food expertise and Uganda's homegrown quality meat of the Ankole cow, creating a one of a kind cultural experience for your taste buds.

The diversity is apparent in the earthy textured logo, combined with a sleek french script slogan 'Experience... the homegrown'.



BOBA TEA



Tree Branch: Reflects the natural origins of the product's roots.

The Boba Cup: Drawn in the logo to promote the brand's product.

The Boba Monkey: A 2D illustrated Corporate Character, holding a Boba Tea drink with one hand and a tree branch with the other.



Diego's

