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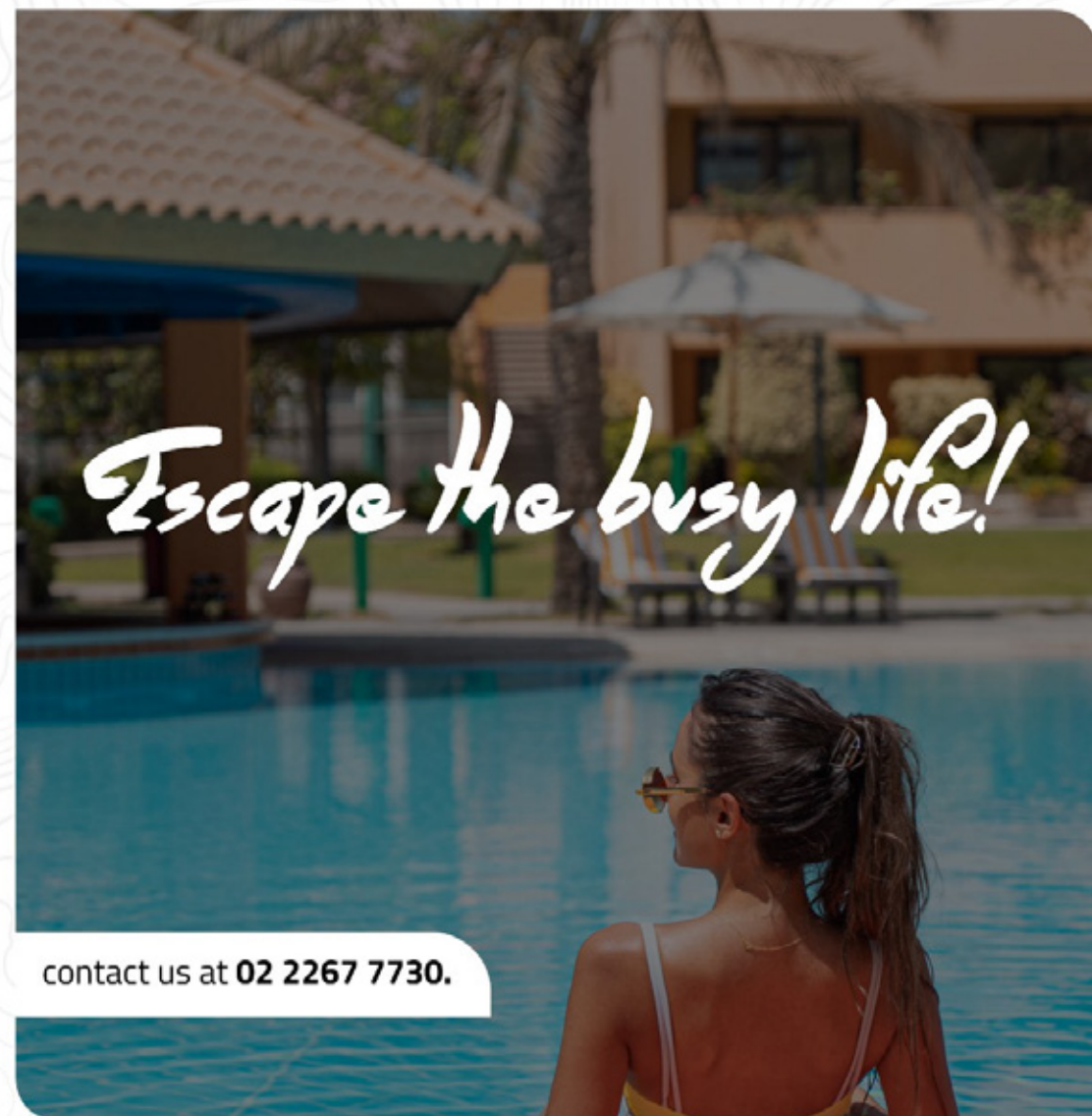
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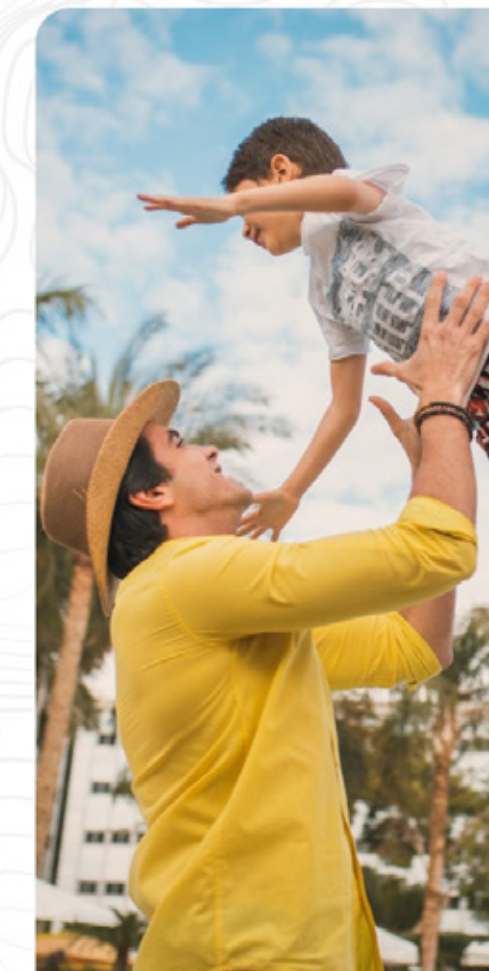
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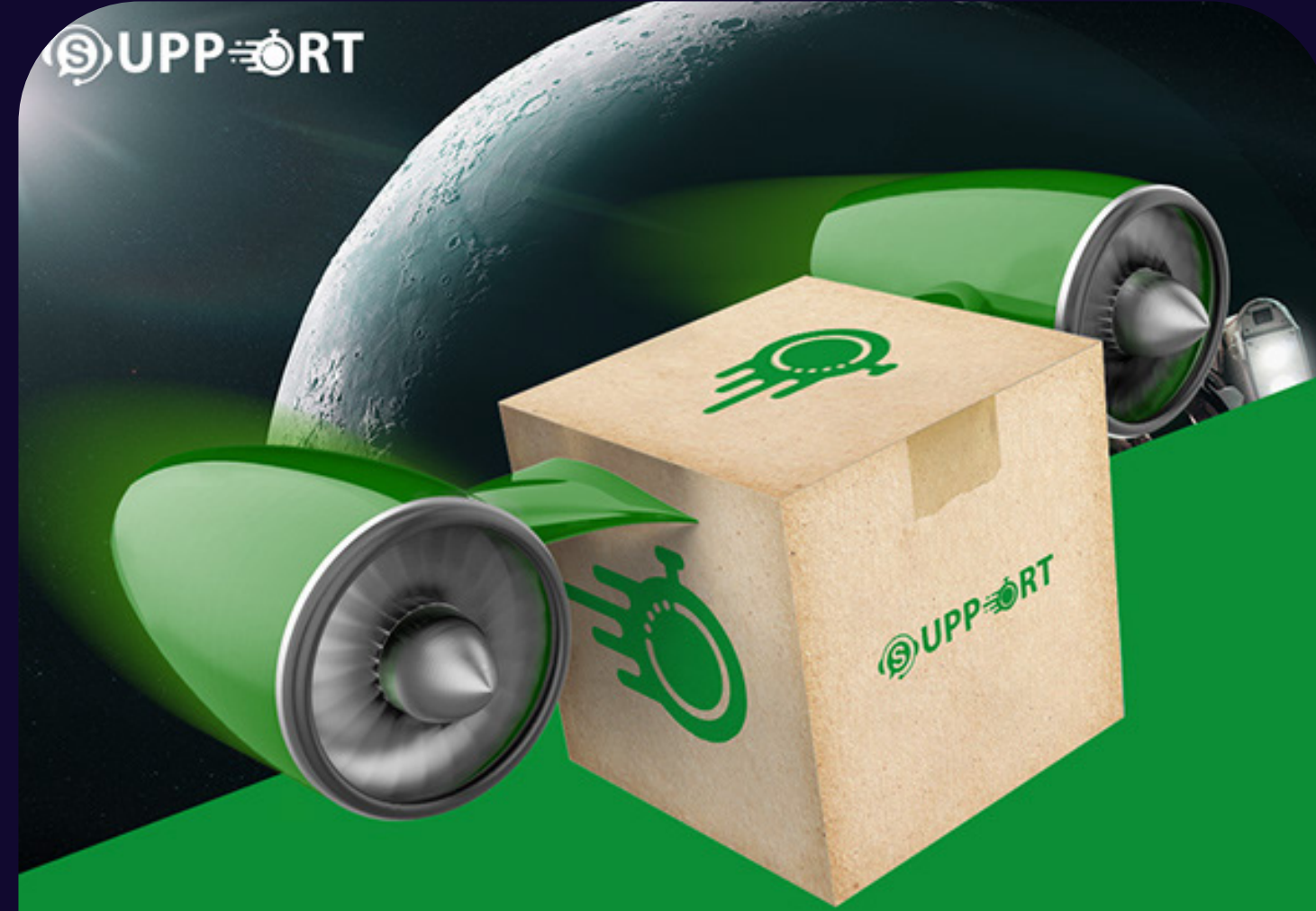


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# BRANDING

Strategic Brand Building and Integrated Growth Solutions



## NAMING

The Imigrantes Gas Station has its name closely related to Italian immigration. The naming project considered this aspect and sought creative Italian expressions that could translate comfort and receptivity.

**MIO**

To give intimacy to the name, it was used the Italian word for "mine"

**CAFÉ**

The term "coffee" offers an interpretation for coffee shop in addition to bakery

**CONVENIENCE  
CLUB**

An innovative tagline to highlight the fact that this convenience store has a social profile





## VISUAL IDENTITY

Mio Café's new brand benefits from a careful choice of colours and elements, inspired by it's market characteristics.

The paletter uses caramel and earthy tones to promote warmth and positive sansations related to flavor aroma. Addionally, Mio's typography gives a casual tone, conveying affordability.





## STAIN

The "coffee stain" was applied in a minimalist way to establish a direct connection to the theme.



## DROPS

The coffee drops contribute to decorate and give movement to the logo, as well as providing visual continuity.

**MIO,  
CAFÉ**

## TYPOGRAPHY

The Novecento font was customized to consolidate the perception of a pop environment, affordable services and human profile.





**CLUBE DE  
CONVENIÊNCIA**



# ICONOGRAPHY





## PATTERNS

The visual identity Mio Café is an integral part of the experience offered. It manifests itself through a decorative pattern that consolidates.



**MIO  
CAFÉ**

**MIO  
CAFÉ**



**CAFÉ PRETO**  
AROMATIZADO

150 gm

ORIGINAL BARISTA  
*"Fatto a Mano"*

The logo for MIO CAFE is centered on a white coffee cup with a brown rim. The cup is filled with a yellow liquid, and the words "MIO CAFE" are printed in a bold, dark brown, sans-serif font. Above the letter 'O' in "MIO" are three small, dark brown, teardrop-shaped splashes. The background of the entire image is a warm, golden-brown color, featuring a repeating pattern of various food and drink icons in a lighter shade of brown. These icons include coffee cups, french fries, burgers, donuts, and other fast-food items.

**MIO  
CAFE**







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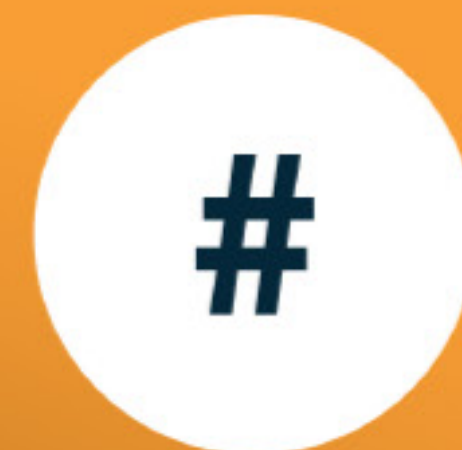
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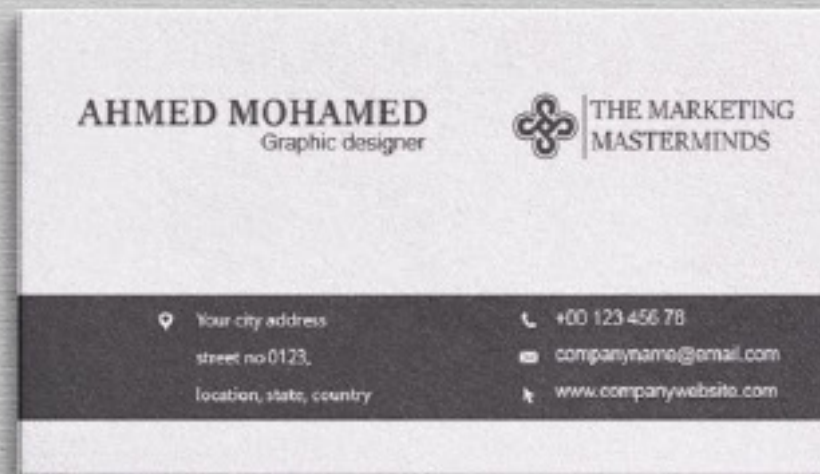
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Nemo enim ipsam voluptatem quia voluptas.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Nemo enim ipsam voluptatem quia voluptas.

*Namesurname*  
NAME SURNAME

1234 Street name, town/city, state/country, post/zip 012345.

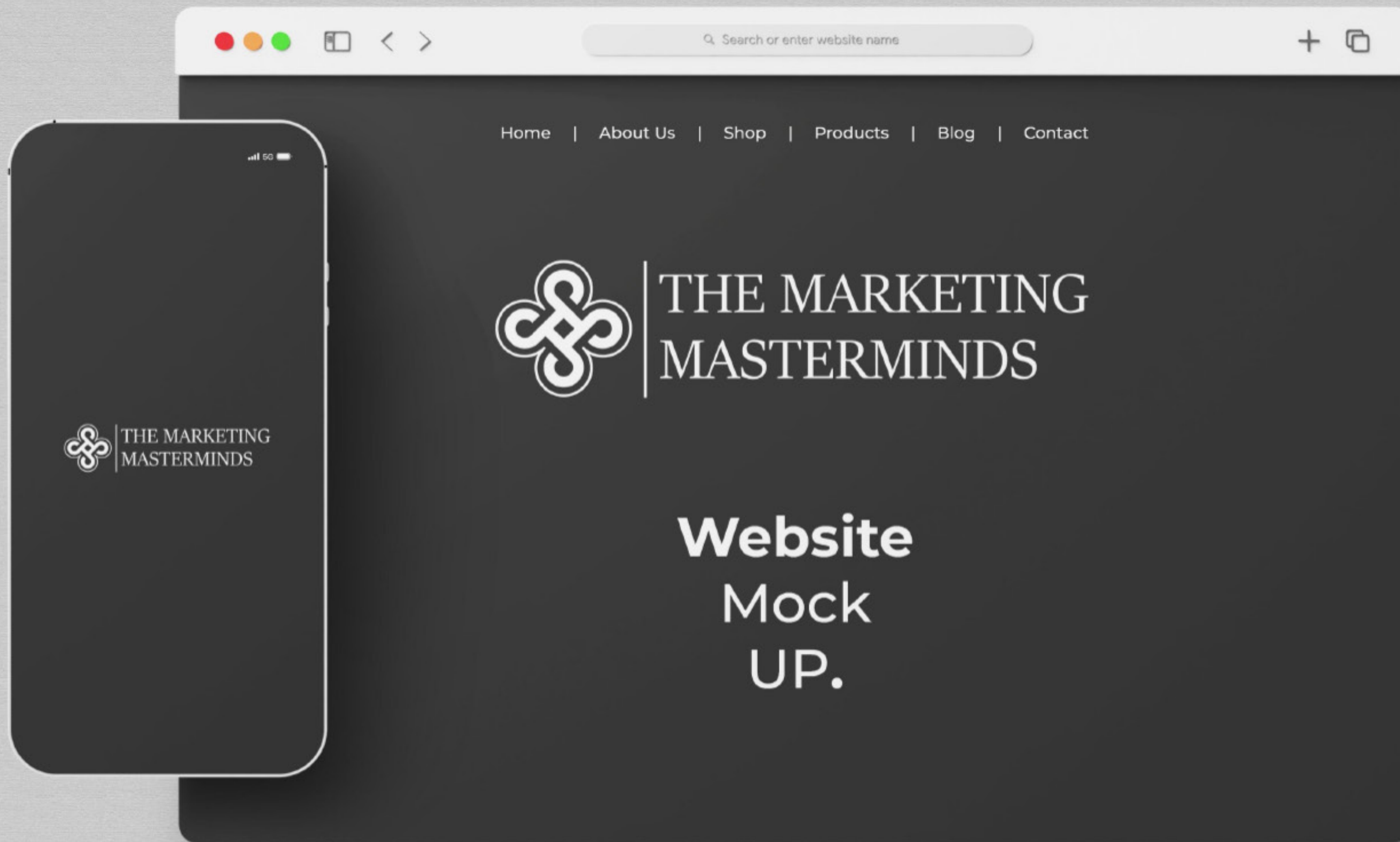
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Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj

Kk Ll Mm Nn Oo Pp Qq Rr Ss

Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

**Aa**

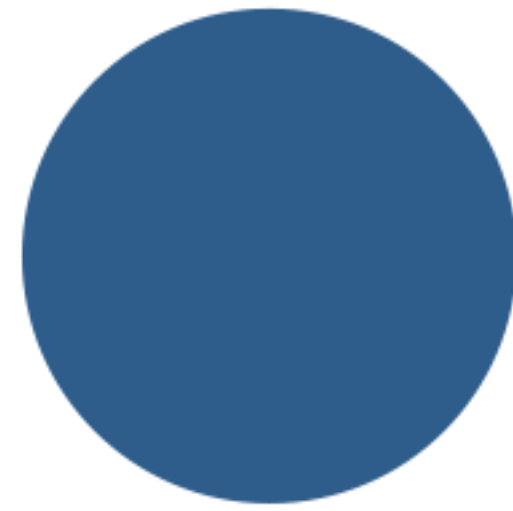
# -Colors



R:120  
G:184  
B:42



R:101  
G:130  
B:26



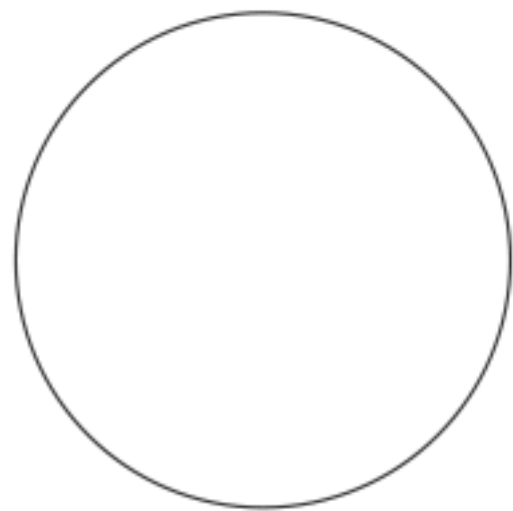
R:47  
G:93  
B:140



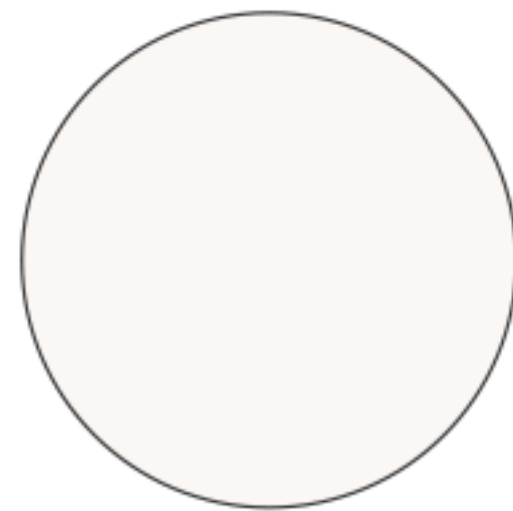
R:255  
G:184  
B:30



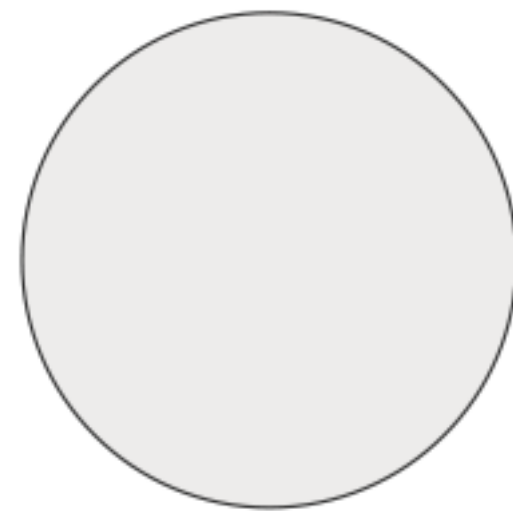
R:156  
G:45  
B:65



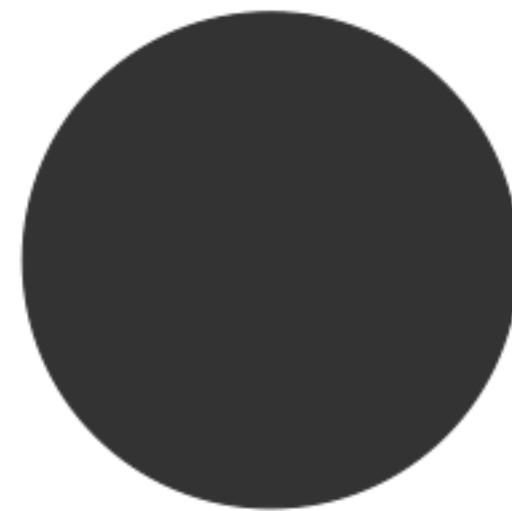
R:255  
G:255  
B:255



R:251  
G:247  
B:245



R:238  
G:237  
B:235



R:51  
G:51  
B:51



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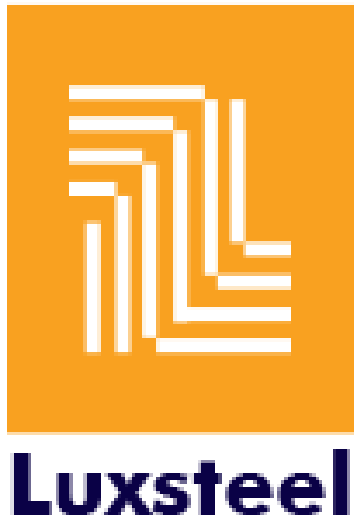


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# Master Logo and Guide Explanation



# Logo Color Variations



LOREM IPSUM DOLOR SIT AMET. CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD  
TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. QUIS IPSUM SUS-  
PENDISSE ULTRICES GRAVIDA. RISUS COMMODO VIVERRA MAECENAS ACCUMSAN  
LACUS VEL FACILISIS.



**Luxsteel**

# Typography

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---

## Rubik

---

Ab.

Aa.

### Headline 01

— **Bold**

**Lorem ipsum dolor sit amet, consectetur adipiscing elit.**

### Headline 02

— Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

### Headline 03

— Light

Lorem ipsum dolor sit amet, consectetur adipiscing elit.



**Luxsteel**



Shop

Featured

About

Category

Offers



## Modern minimal Furniture.

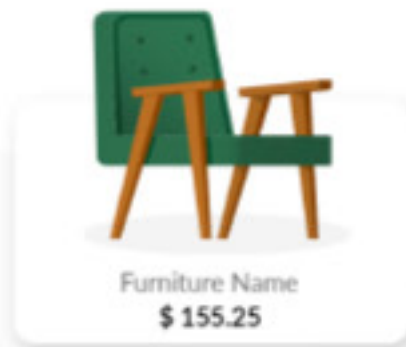
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Explore →



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Featured products

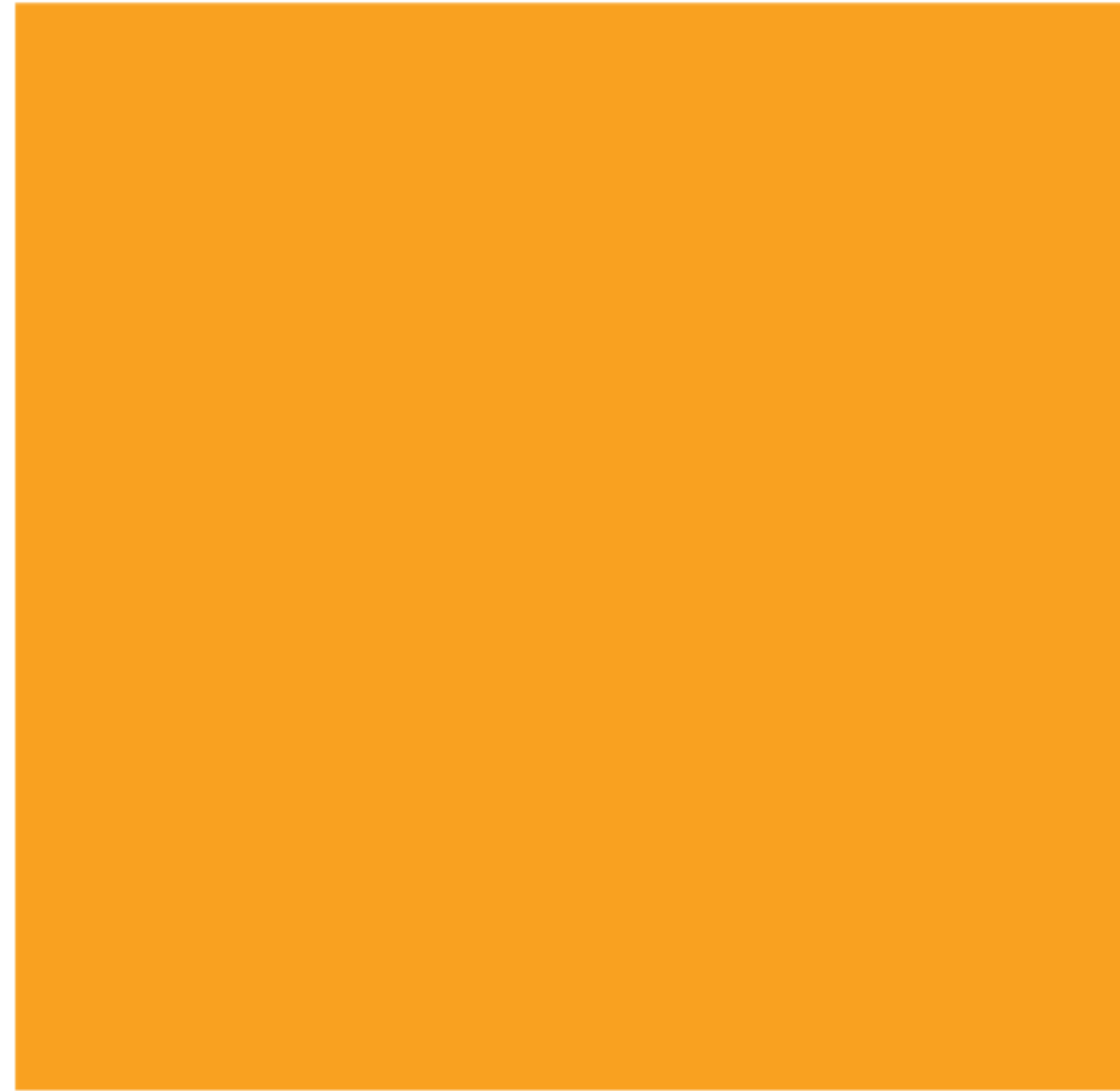


01 ————— 04



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# Color Palette



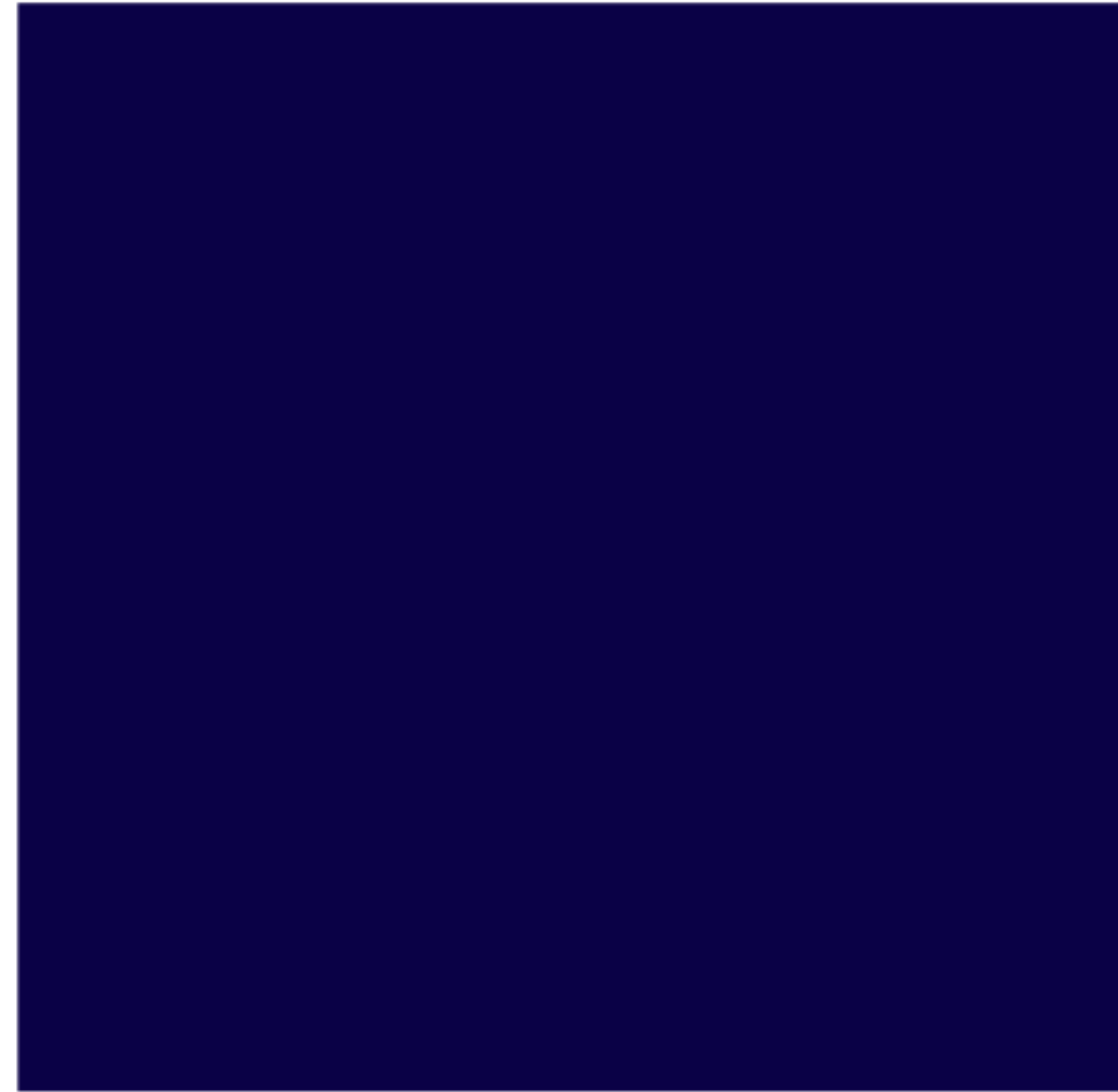
## Color Code

#FAA221

R : 250

G : 162

B : 33



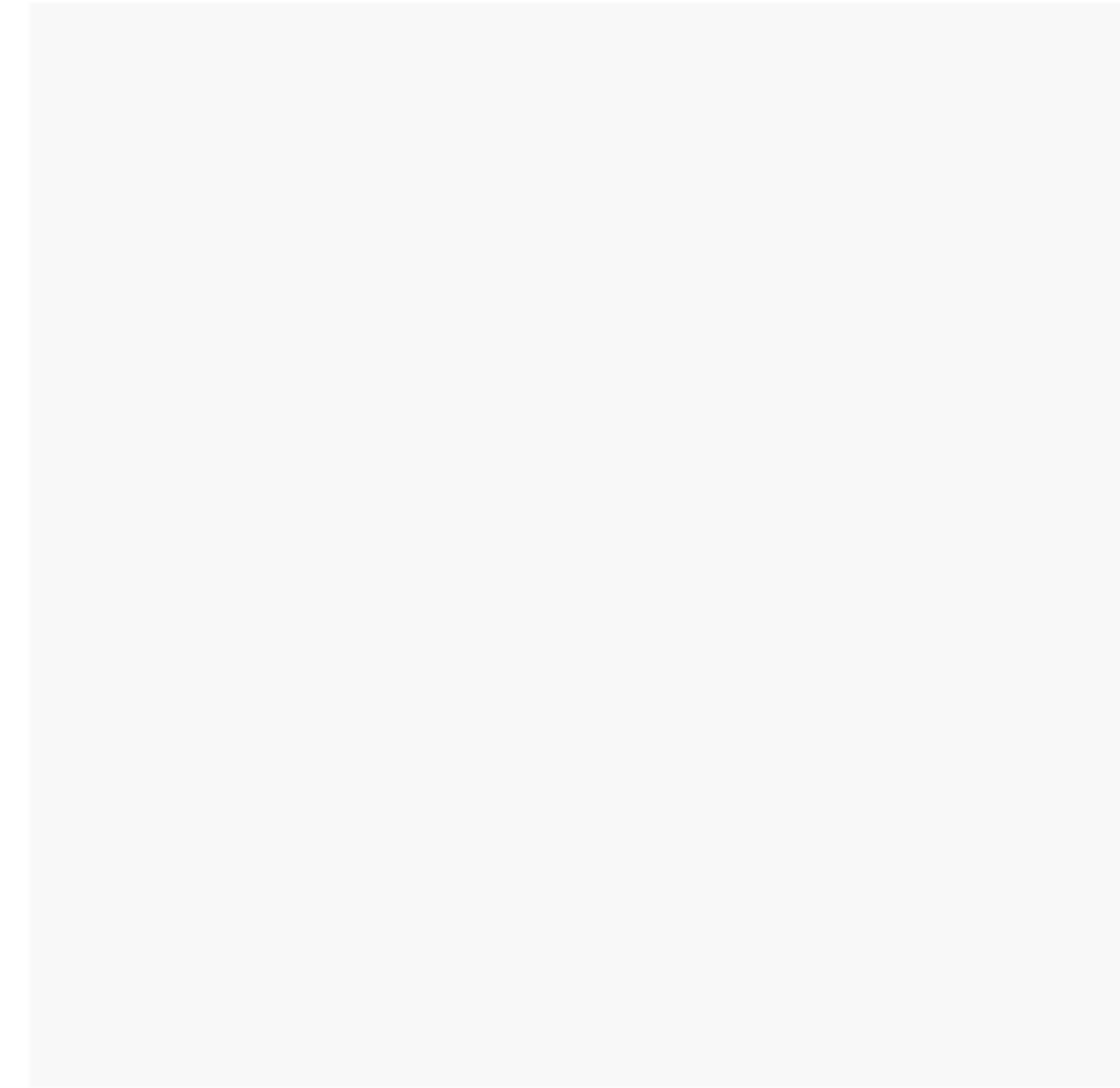
## Color Code

#0B0146

R : 11

G : 1

B : 70



## Color Code

#F9F9F9

R : 198

G : 198

B : 198



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# Master Logo and Guide Explanation



# *Logo Color Variations*



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# Typography

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---

## Georgia

---

Ab.

Aa.

### Headline 01

— Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

### *Headline 02*

— *Italic*

*Lorem ipsum dolor sit amet, consectetur adipiscing elit.*

### Headline 03

— **Bold**

**Lorem ipsum dolor sit amet, consectetur adipiscing elit.**



MetalSteel



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FEATURES

ABOUT

FURNITURES

CONTACT

## Furniture for your house

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut lobortis mi eu nisi vulputate faucibus. In commodo mauris sit amet tempor porttitor. Sed dapibus, diam quis mattis vulputate, magna quam tempus dolor, in congue quam arcu eget odio.

SHOP NOW

## New Collection Special Sale

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut lobortis mi eu nisi vulputate faucibus. In commodo mauris sit amet tempor porttitor. Sed dapibus, diam quis mattis vulputate, magna quam tempus dolor, in congue quam arcu eget odio.

VIEW COLLECTION

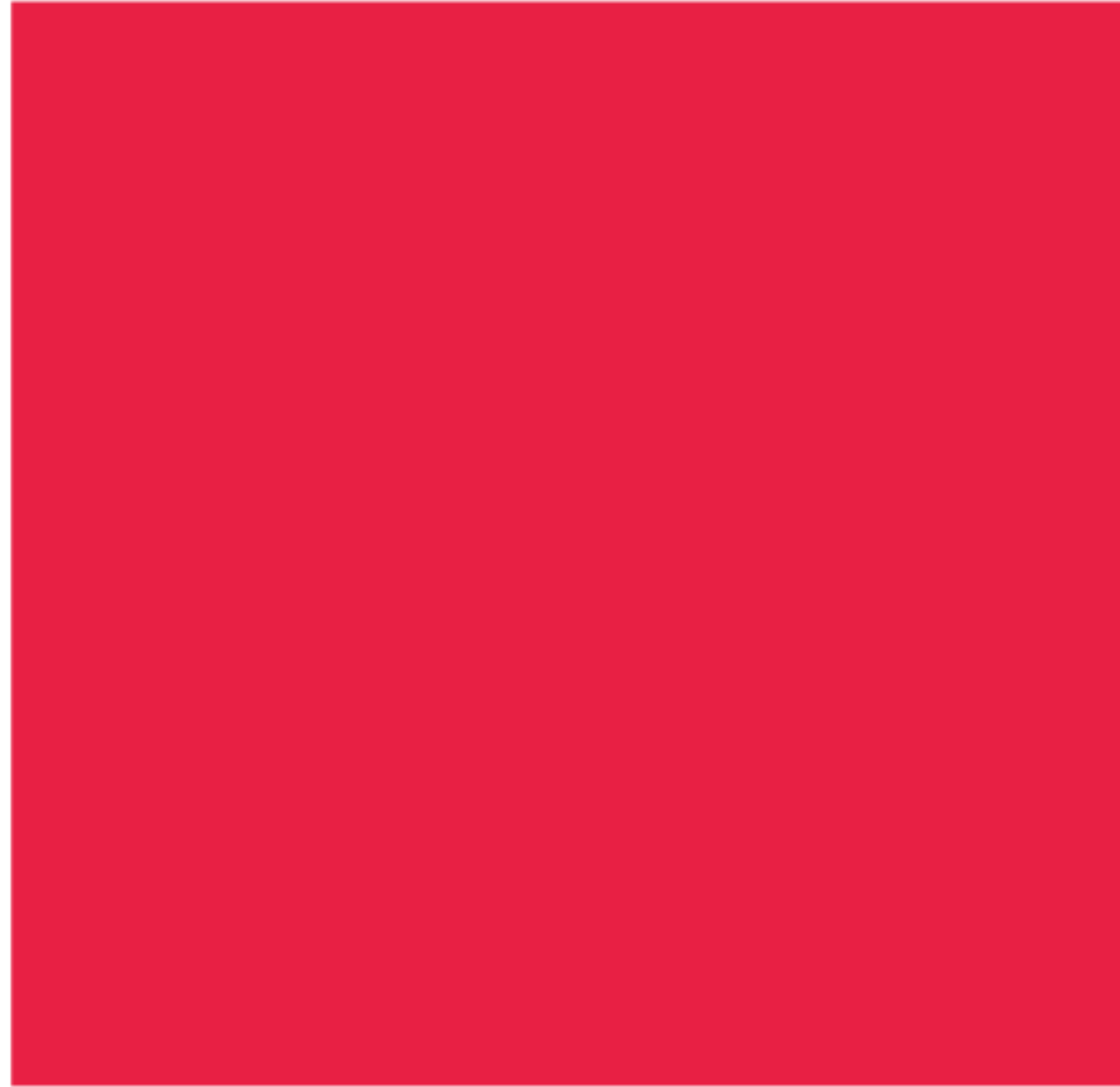


CONTACT@SHOPNAME.COM



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# Color Palette



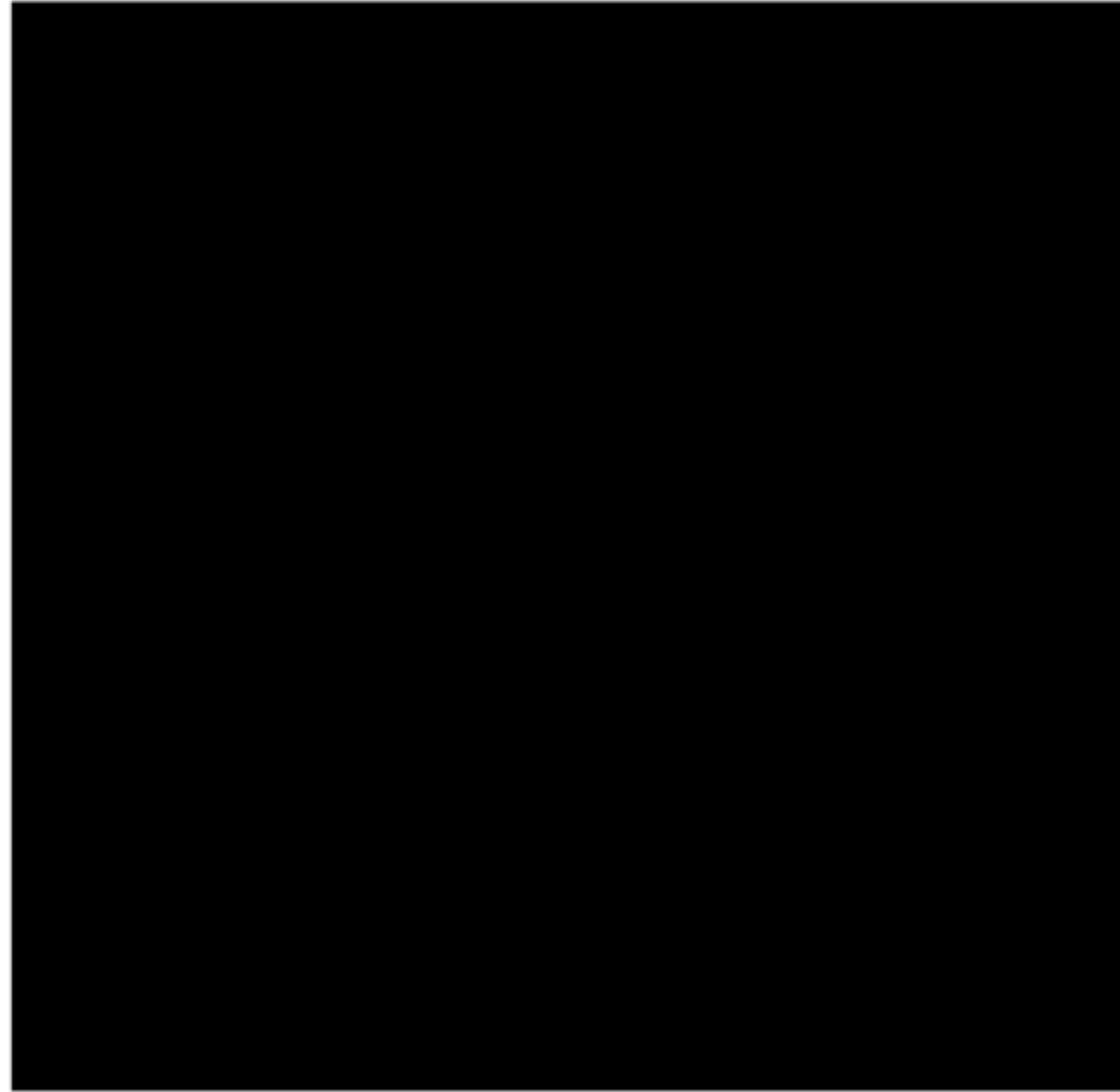
Color Code

**#e82144**

R : 232

G : 33

B : 68



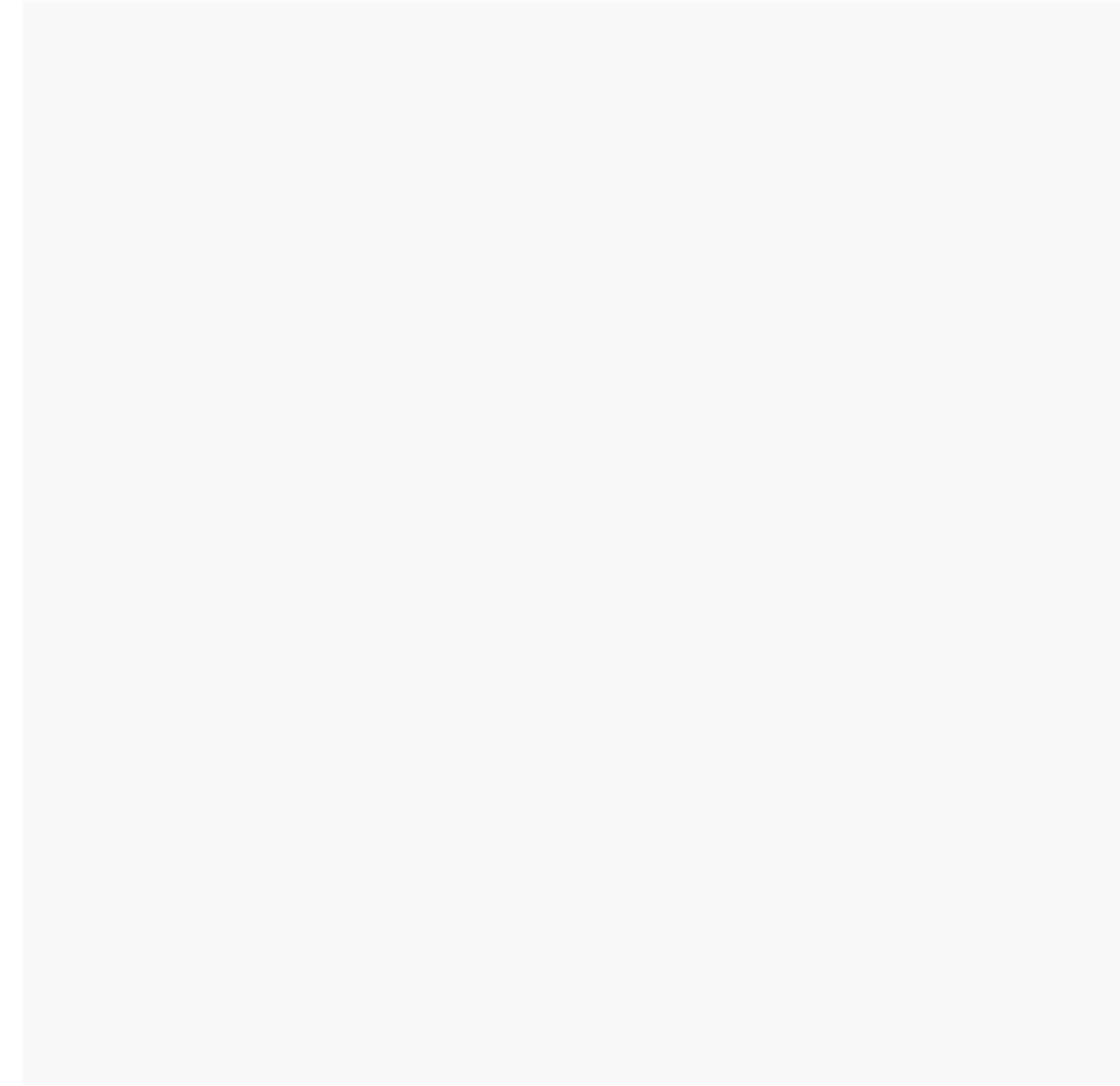
Color Code

**#000000**

R : 0

G : 0

B : 0



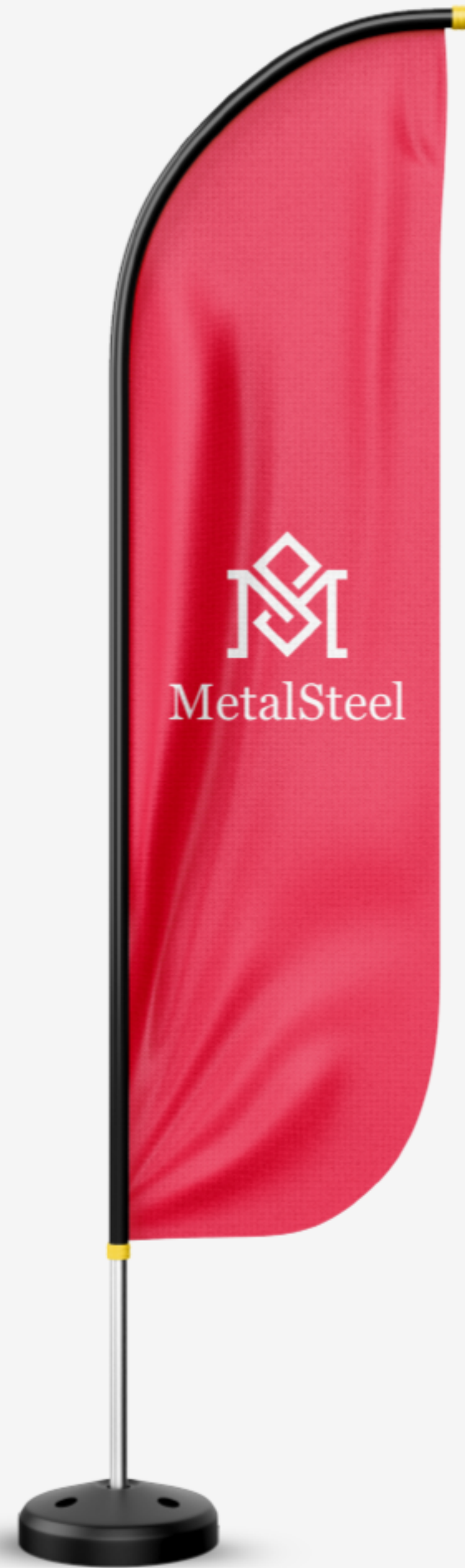
Color Code

**#f9f9f9**

R : 249

G : 249

B : 249





MetalSteel



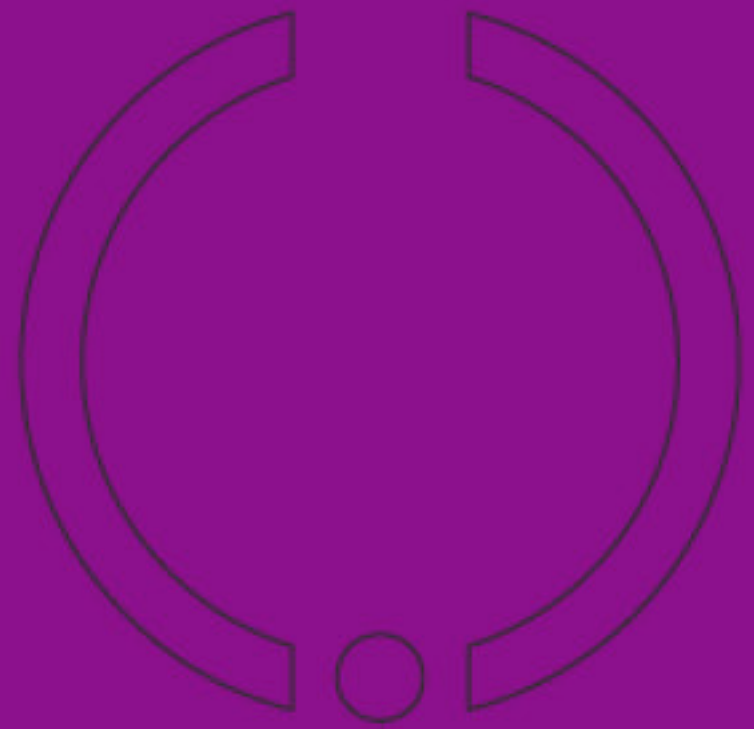
# ONE RESIST CAPITAL



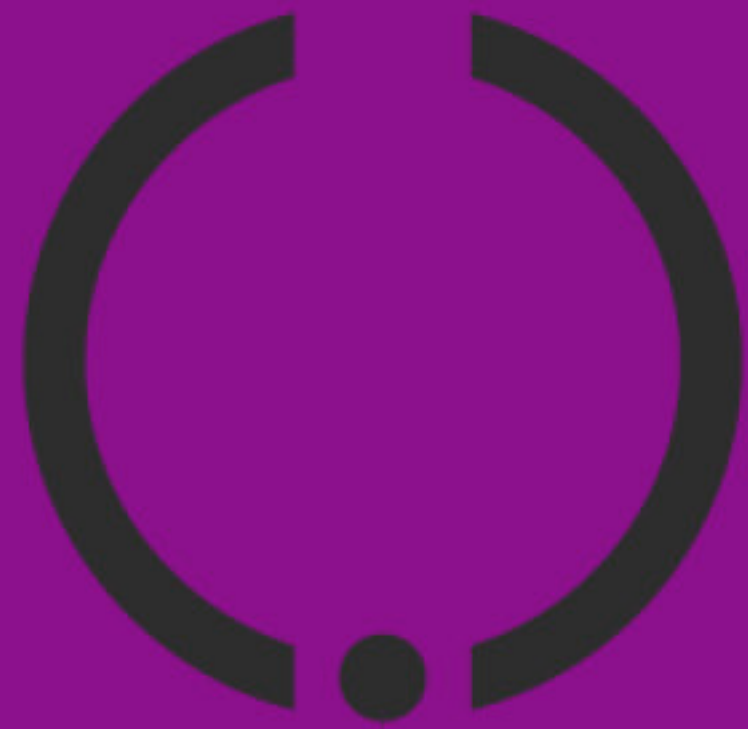


**ONE RESIST**

**CAPITAL**



Hex	#8C118C
C	55
M	100
Y	4
K	0



Hex	#2D2D2D
C	70
M	64
Y	63
K	64



Hex	#55BB53
C	64
M	0
Y	92
K	0



Hex	#FFFFFF
C	0
M	0
Y	0
K	0



**ONE RESIST  
CAPITAL**



**ONE RESIST  
CAPITAL**



**ONE RESIST  
CAPITAL**



**ONE RESIST  
CAPITAL**



**ONE RESIST  
CAPITAL**



**ONE RESIST  
CAPITAL**



**ONE RESIST  
CAPITAL**



**ONE RESIST  
CAPITAL**

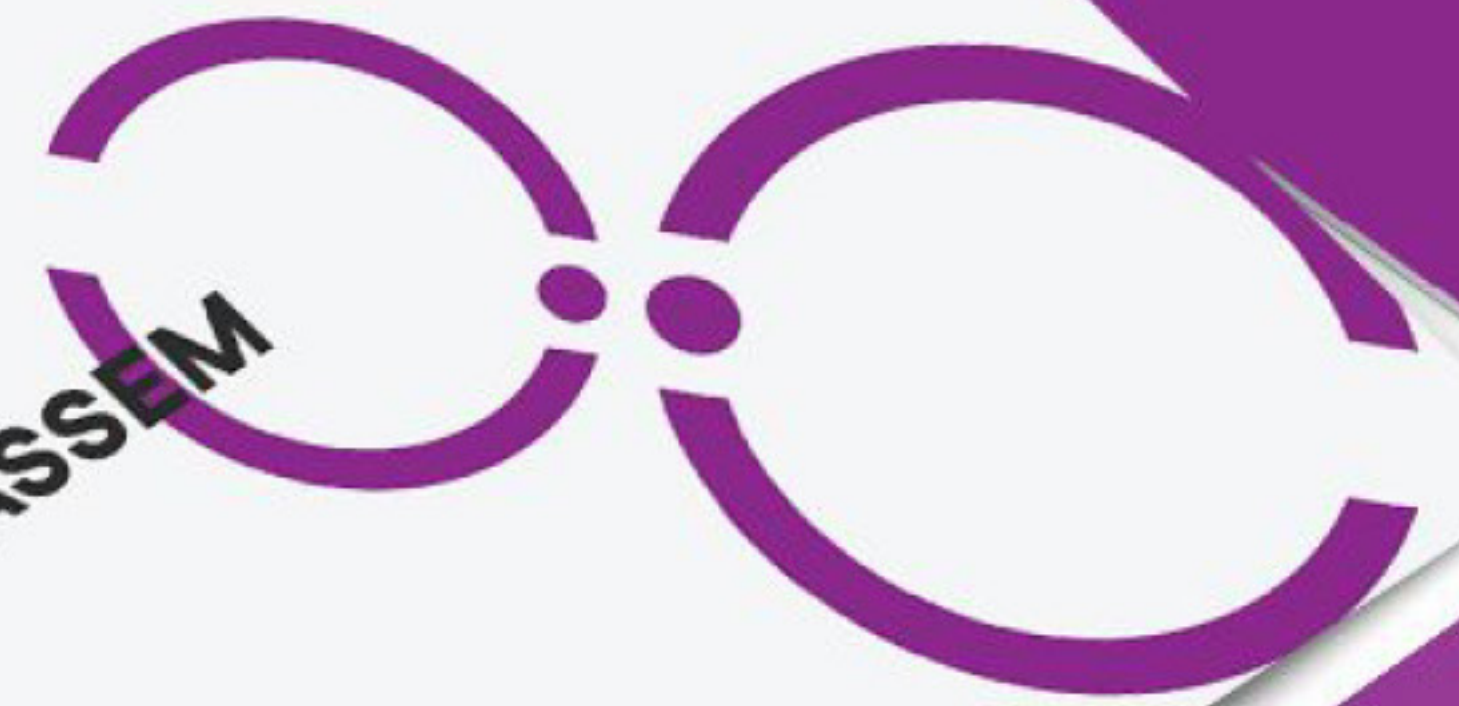
 ONE RESIST  
CAPITAL

 ONE RESIST  
CAPITAL

 ONE RESIST  
CAPITAL

**OMAR FATHI KASSEM**  
Senior Graphic Designer

0112233445566-012233445566  
OmarDesigner@concept.com  
www.Conceptagency.com



 ONE RESIST  
CAPITAL

 ONE RESIST  
CAPITAL

# AXIS EXTRA BOLD

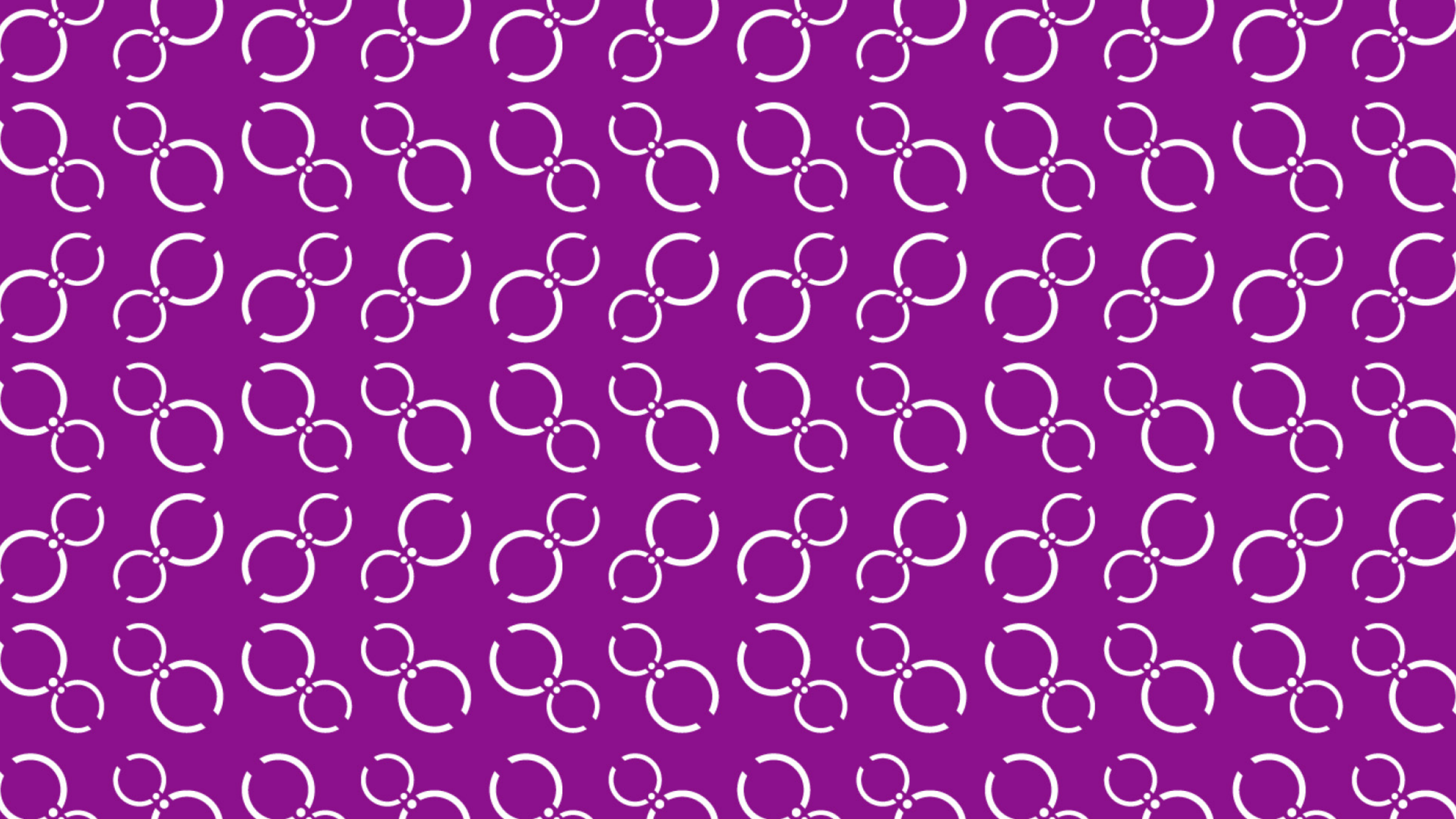
AA BB CC DD EE FF GG HH II JJ  
KK LL MM NN OOPP QQ RR SS  
TT UU VV WW XX YY ZZ 0 1 2  
3 4 5 6 7 8 9 + # @ % \$ & \* ( )

# Bahnschrift

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
Mm Nn OoPp Qq Rr Ss Tt Uu Vv Ww  
Xx Yy Zz 0 1 2 3 4 5 6 7 8 9 + # @ %  
\$ & \* ( )









**THANK YOU**



# **TOAST** FEST

**Dance to the beat**

Dance to the beat

GOAT FE  
ST

GOAT FE  
ST

to the beat

GOAT FE  
ST











# PHOTOGRAPHY











# VIDEO PRODUCTION

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Gold Production



Darin Water



AI Agent

## Click to watch



Green Test



Study in Sudan



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Sohier Masood Promo



Um Kulthoum

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Nile Hospital

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# Click to watch





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In Box – The Game



Captin Shedeed  
Series



El Sagen Al Nassap  
Series

## Click to watch



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Morocco



Feh Amal – Fe Kol  
Esboua Hekaya Series



Tornado Cutdown



# BOOTHES



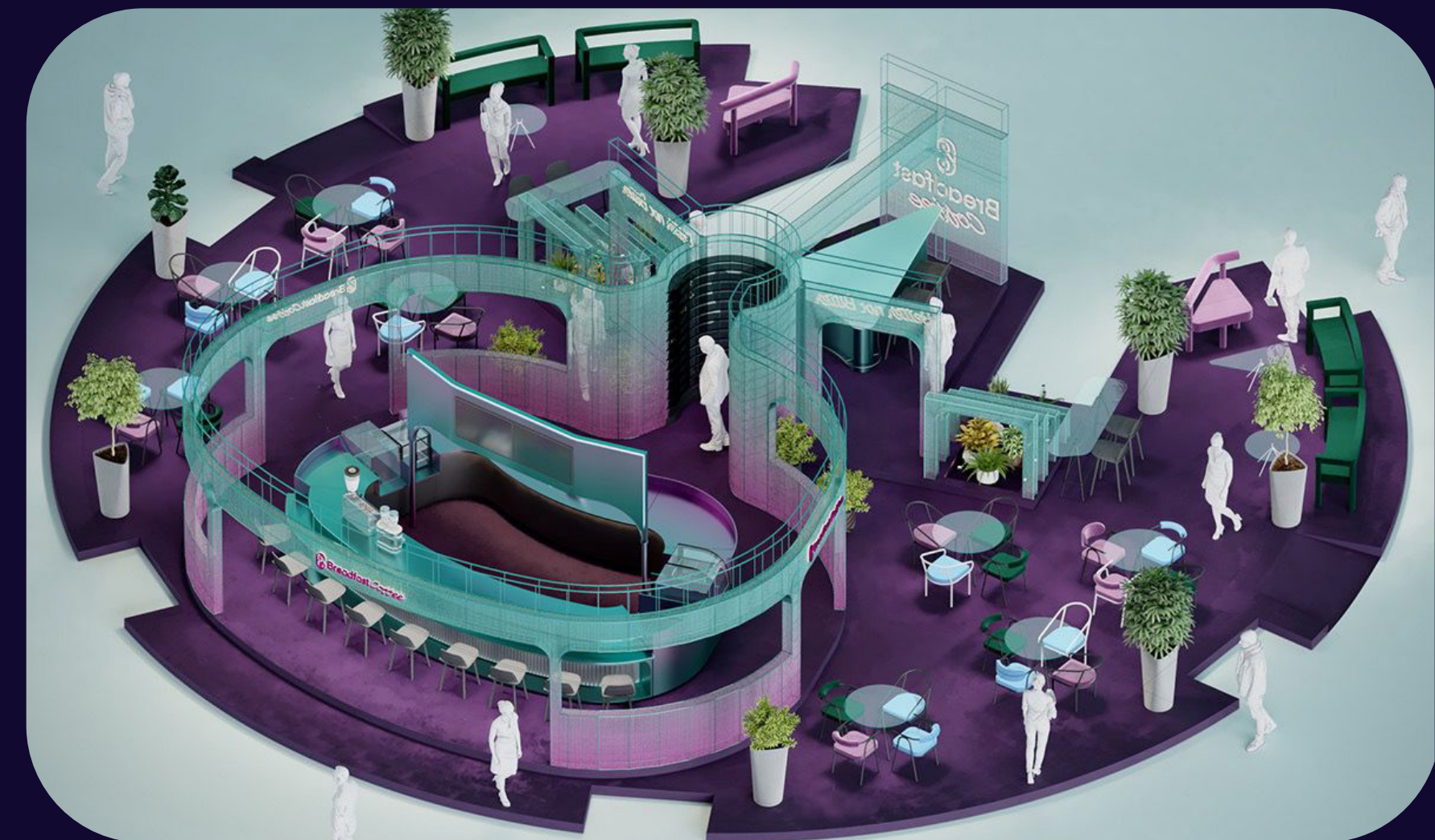














THANK YOU