



Two Twenty Degrees

The temperature where the coffee gets the perfect roast and from this the story began.

At Two Twenty Degrees they believe that perfect coffee should be delivered any and everywhere, the on wheels concept let their business expand and cover their catering operations efficiently, their carts are fully equipped to cater the full coffee range and an exceptional experience thanks to the plug & play engineering.

They locate their carts for event catering or for long leasing contracts, Two Twenty Degrees are open for any business collaboration starting from event catering till franchise opportunities.



WE SERVE
COFFEE HERE ↗





opportunities



CATERING

Catering coffee to its finest. Two Twenty Degrees' carts come for your event starting from 100 to 10,000 attendees. Our plug & play coffee carts are ready to cater coffee after 24 hours of your request.



ANCHORING

What's better than a complete coffee shop on wheels with just 12 meter clearing plot we can place our cart in your locality for a short/long term, let us tell all we need is a site plan and concept.



FRANCHISING

Own a Two Twenty Degrees' cart most Franchises in our flexible franchise program don't have title to contact us to know more about how to be part of our 'Two Twenty Degrees' family.



Bringing Italian Moka Sir's beans to Two Twenty Degrees.

At Two Twenty Degrees, we believe in the perfect coffee. We have a special relationship with Moka Sir's, a brand that has been producing high-quality coffee beans for over 65 years. We are proud to bring their beans to our customers, ensuring they get the best of the best. Moka Sir's beans are known for their rich, bold flavor and are a perfect choice for our coffee carts. We are excited to share this with our customers and bring them the best of Italian coffee.



Catering coffee for Cairo

#KEEPITONTWOTWENTY



Hi!

#KEEPITONTWOTWENTY

*100% of income experience and plug & play is incorporated with one of our beverages.

02 | Strategy

Mission

To be an exceptional coffee & our journey, perfection is our destination.



Believe

Make families and workplaces experience



Demographic

Age 20-30, coffee lovers & students



Entrepreneurship

Align with local business



Geographic

High density in high foot traffic locations

Responsibility

At Two Twenty Degrees, we have always been building a great, responsible company that values ethics, profitability and a social conscience.

WE DON'T CALL THEM SUPPLIERS
WE PREFER FRIENDS



"Too bad We can't deliver aroma through this portfolio, but we can cater coffee anywhere"



Two Twenty Degrees
Going green with



Redbird

Is a fast dining restaurant which is made to serve fine dining quality in a fast food style & being the space for everyone looking for a relief, recalling precious memories & creating new ones while enjoying a fast valuable meal.

Founded & driven by an entrepreneur & a chief, they had a sublime vision to redefine fast food in Egypt by combining fine dining quality & fast dining service to create a whole new dining experience.



Old Logo



New Logo

RED BIRD REVAMP



BY BRANDBOXCAI



Blendys

The blend started from the very beginning, after a successful co-operation between Giko hospitality & Airzone they started to launch their first united project under the umbrella of Blendys, benefiting from our past retail and entertainment experience Giko hospitality and airzone are promising to create ultimate taste and entertainment experience.

BLENDYS FULL BRANDING



BY BRANDBOXCAI



Gacha

Means tree in Bengali language. The tree that branches nature in each and everything we provide. Every single branch of this tree impersonates how far we want to surmont. Crafting cofee with art, for more sophistica-
ted experience Gacha adopts art in all aspects delivering outmost quality in every moment. Besides offering a wide range of coffee selections they provide selected and sophisticated superior quality eats to justify the demand for complete coffee and dining experience.

option A



option B



option C



option D



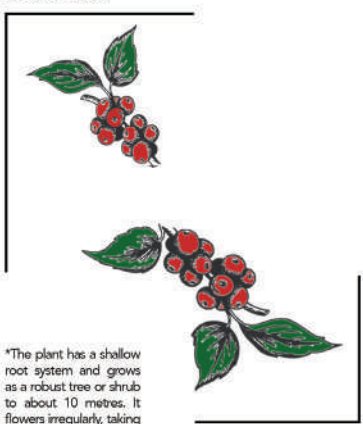
Brand colors O.A



Brand colors O.B



Brand Icon



*The plant has a shallow root system and grows as a robust tree or shrub to about 10 metres. It flowers irregularly, taking about 10–11 months for cherries to ripen, producing oval-shaped beans

GACHA FULL BRANDING



BY BRANDBOXCAI

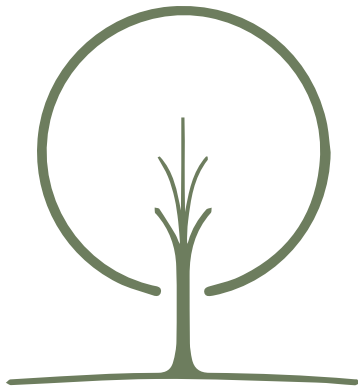
GACHA FULL BRANDING



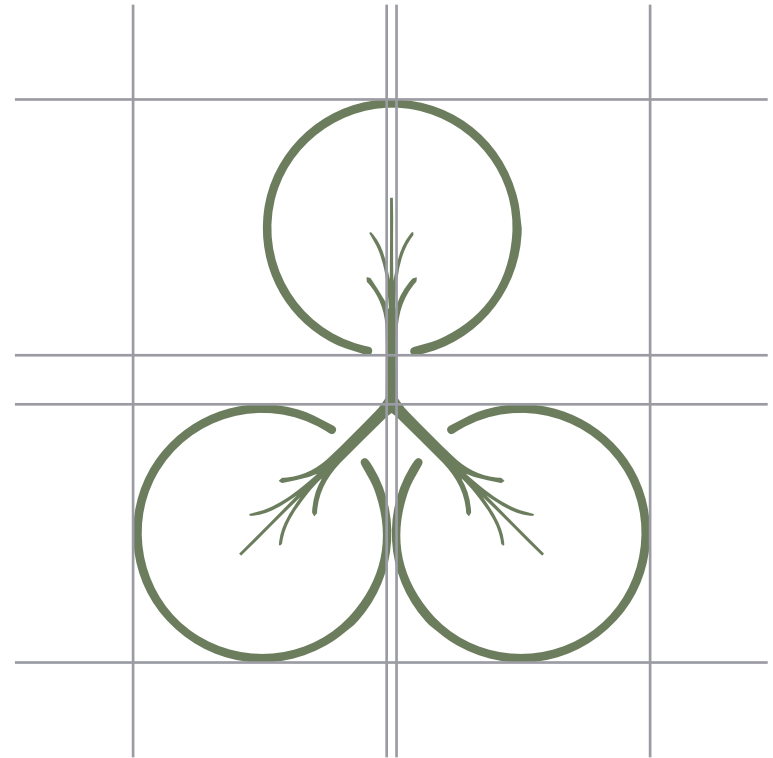
BY BRANDBOXCAI



Inspired from people to people



The tree of life is a symbol of a fresh start on life, positive energy, good health and a bright future. A symbol of connection to all things. The tree has roots that reach deeply into the soil, acknowledging its connection to, and accepting nourishment from, Mother Earth.

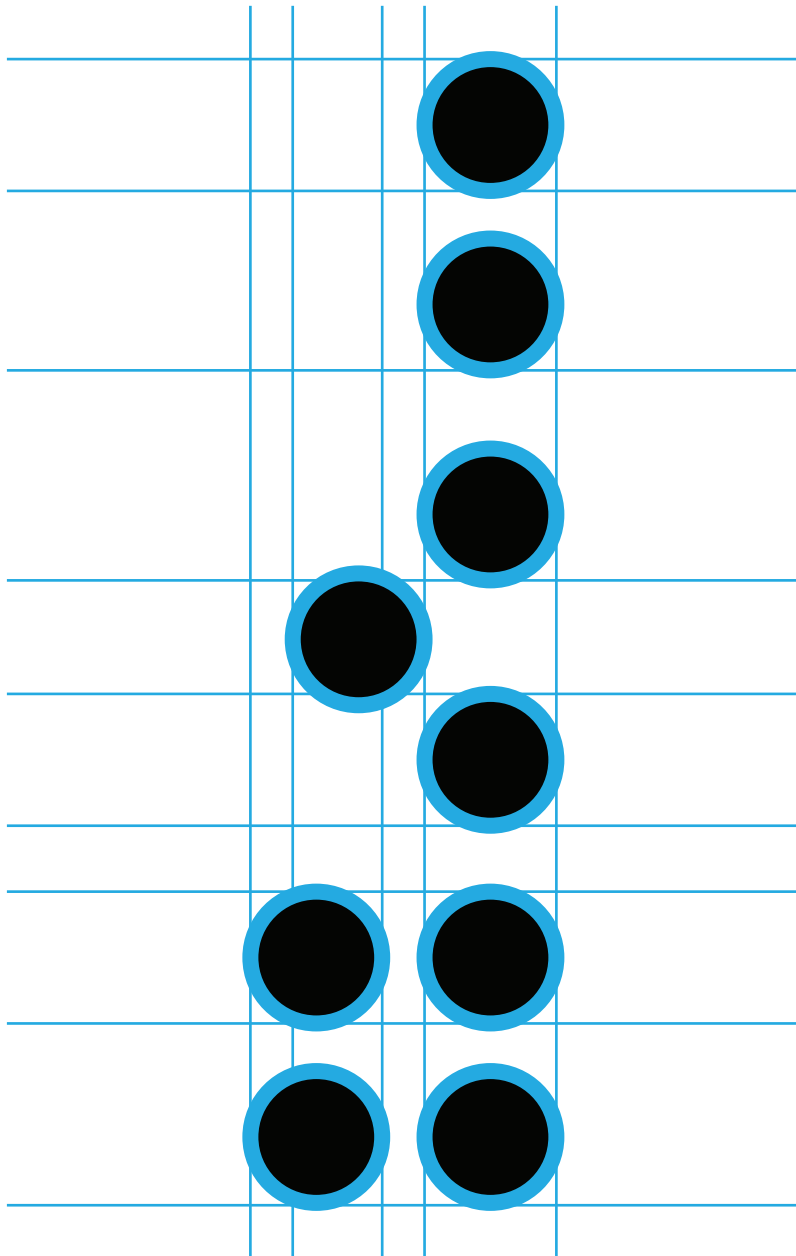








BLACK,WHITE&GRAY 



INSPIRED FROM THE BRAILLE READING METHOD

With our five senses intact, perceive fashion. It's not only about what we see, but also what we feel or what we hear when we stroke the cloth. Our clothes can transmit emotions in many ways, if we learn to perceive them.

a	b	c	d	e	f	g	h	i	j	k
·	:	..	::	·:	::	::	::	·:	::	:
l	m	n	o	p	q	r	s	t	u	v
:	::	::	·:	::	::	::	·:	::	::	::
w	x	y	z							
::	::	::	::							



BLACK VERSION



WHITE VERSION

RELATION BETWEEN MAIN BRAND & SBUS



MAIN BRAND

CONCEPT BEHIND LOGO TYPEFACE

Victoria line ← Northbound platform 1 Victoria Oxford Circus Euston	Victoria line Southbound → platform 2 Stockwell Brixton
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SUB-BRAND UNIT

DARING TAGLINE FOCUSING ON BRAND EXPERIENCE



NVM, WHO CARES IT'S AN EXPERIENCE NOT JUST A BRAND

THIS NO EXPIRY DATE

⋮⋮⋮Crucials

MADE,DESIGNED,CHECKED
IN CAIRO.
BATCH#: 4588
TIME: 23:32
BY: BLACK,WHITE & GRAY

Crucials

MADE DESIGNED, CHECKED
IN CAIRO, 4588
BATCH# 2332
TIME: BLACK, WHITE
BY: BLACK, WHITE

THIS NO EXPIRY DATE

NAME:

ahmed ayman

ORDER NO:

#307



DAMN YOU'VE GOT A GOOD TASTE

NAME:

ahmed ayman

ORDER NO:

#307

DAMN YOU'VE GOT A

Crucials

MADE DESIGNED, CHECKED
IN CAIRO, 4588
BATCH# 2332
TIME: BLACK, WHITE & GRAY
BY: BLACK, WHITE & GRAY

NAME:

ahmed ayman

ORDER NO:

#307



DAMN YOU'VE GOT A GOOD TASTE





CASA DI NOURELLE

Casa Di Nourelle

Full branding & Look book design for the dubai based fashion brand 'casa di nourelle'. The brand identity revolves around an upstart fashion brand that's inspired from the islamic Cairo architecture.



CASA DI NOURELLE

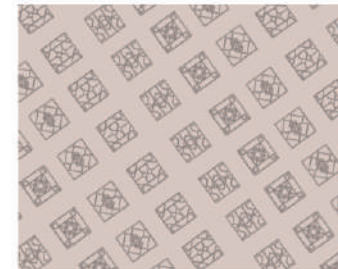
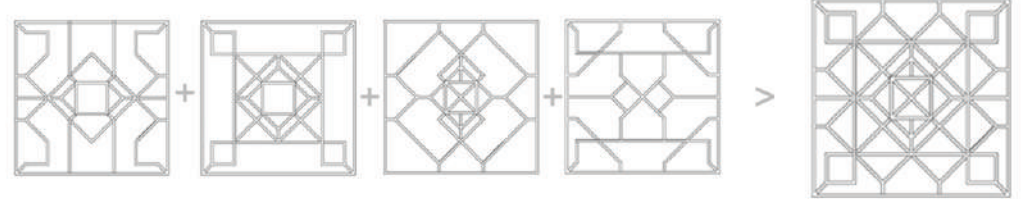
Concept

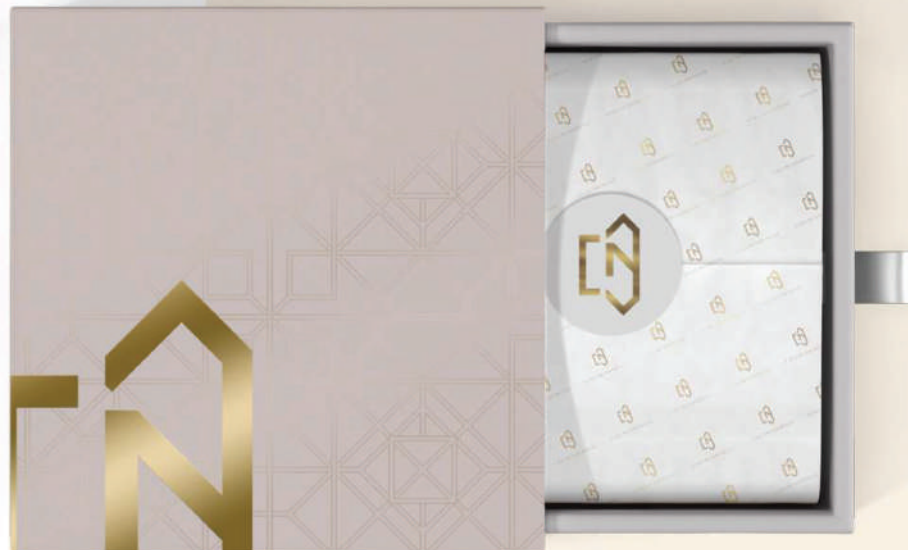
The Design Grid is inspired from the Mashrabeya Concept to enhance the Original identity for Casa de nourelle and Highlight its mission

Color Palette/texture

- Sand beige #f8eee2
- Rosy brown #d7c7c2
- Dark beige #c0bdbc
- Beige #dad4cd
- Gold #9b7e3b

Possible Patterns







CASA DI NOURELLE FULL BRANDING



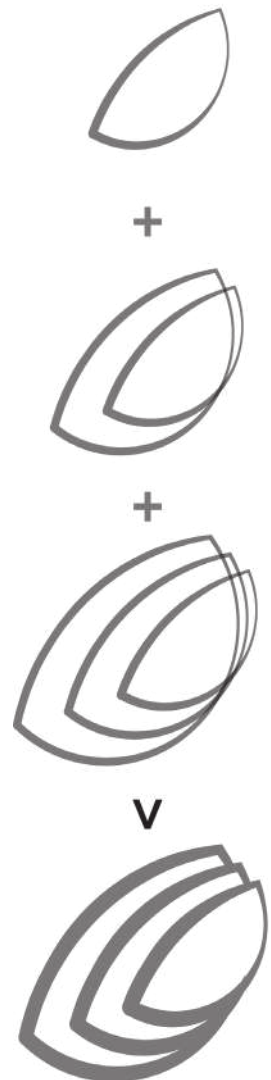
BY BRANDBOXCAI



Arabella Plaza

Full branding for arabella, the concept revolves around creating a mark that's inspired form the venue's architecture with elegant lines that don't add noise to the consumer experience and still be remarkable

LOGO CONCEPT



WATER MARK



TYPOGRAPHY

ABCDEF
GHIJKLM
NOPQRS
TU

abcdefghi
jklmnop
krstvwxyz

ABCDEF
GHIJKLM
NOPQRST
U

abcdefghi
jklmnop
krstvwxyz





ARABELLA PLAZA FULL BRANDING



BY BRANDBOXCAI



THANK **YOU!**

All projects presented in this portfolio were done on marketing basis and fully executed after a market & pricing research to deliver the best for the client needs.

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