

Intro



- ‘**Better than Bagels**’ was formerly a popular, home-grown, Dubai based concept named ‘**Khameer & Dough**’
- Khameer is a popular, traditional bread that almost looks like a hybrid between a donut and a burger bun
- It is typically hollow on the inside (not stuffed with anything) and is traditionally eaten by dipping it in honey or cream cheese
- We launched Khameer & Dough with the intention of adding a contemporary twist to a traditional favorite staple snack. We filled the Khameers with a variety of flavours (Savoury: Cheese, Zaatar, Pizza, Hot Dog, Burger / Sweet: Nutella, Kinder, Lotu Spread, Apple Pie, Hershey Chcoclate)
- The product sold very well amongst locals, however the product ‘Khameer’ was not known to non-locals
- We therefore decided to re-brand it and rename it. We though, why not find a way to leverage on a bread or dough based product which is super popular, and this is how we came up with the name ‘Better Than Bagels’
- We find that the name will spark people’s curiosity, and will therefore encourage them to try our products
- We have approved the new logo with 4 different color variations, and are now looking to finalize the design for our packaging (4 boxes in total). You are free to use one color palette per box, or mix up the color palettes as you wish
- Learn more about us by visiting our Instagram profile: [@BetterThanBagels](#)

Khameer Images



Logo

4 approved variations



Color Palette



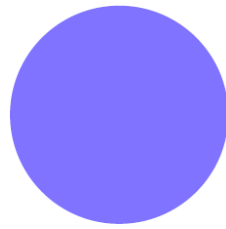
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R G B: 254 30 139



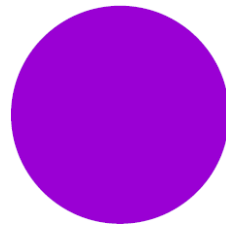
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R G B: 255 131 195



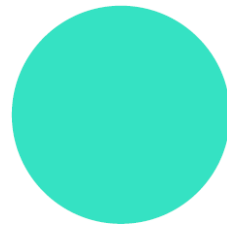
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R G B: 127 115 225



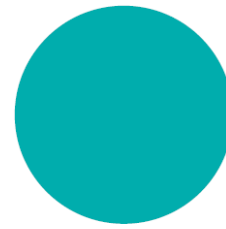
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R G B: 154 0 212



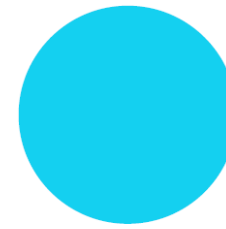
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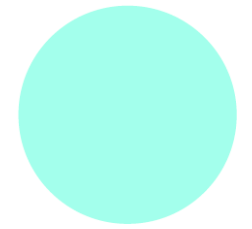
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R G B: 255 131 195



C M Y K: 62 0 7 0

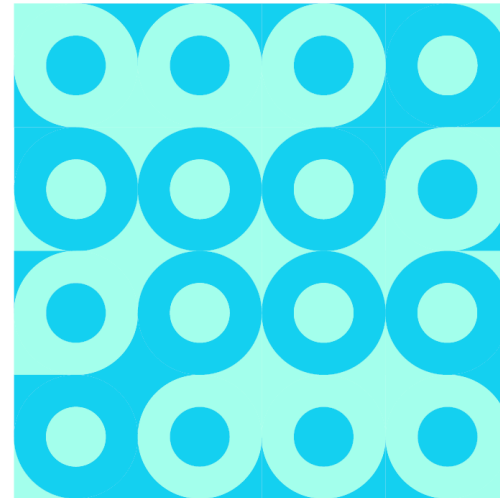
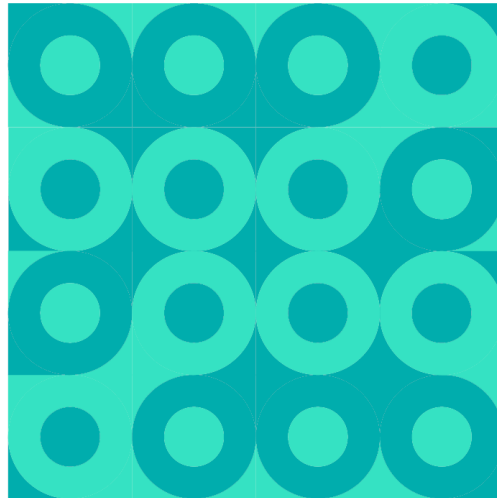
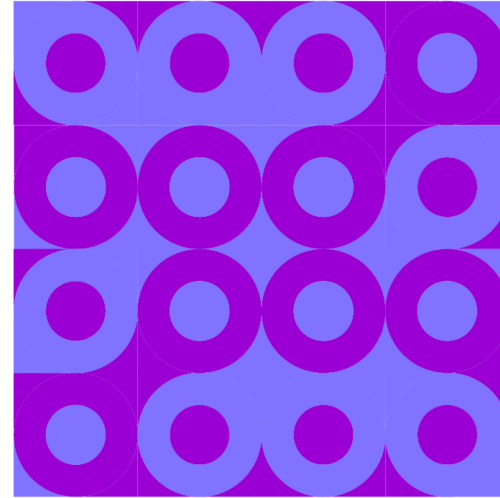
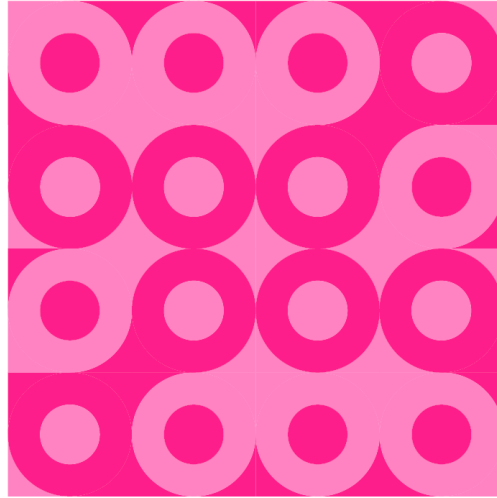
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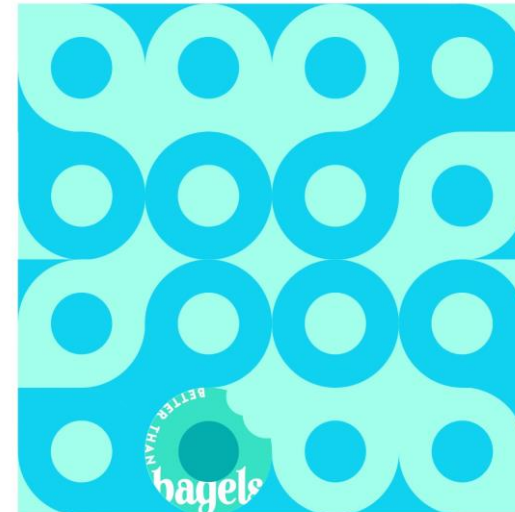
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R G B: 163 255 236

Graphic Device



Inspiration



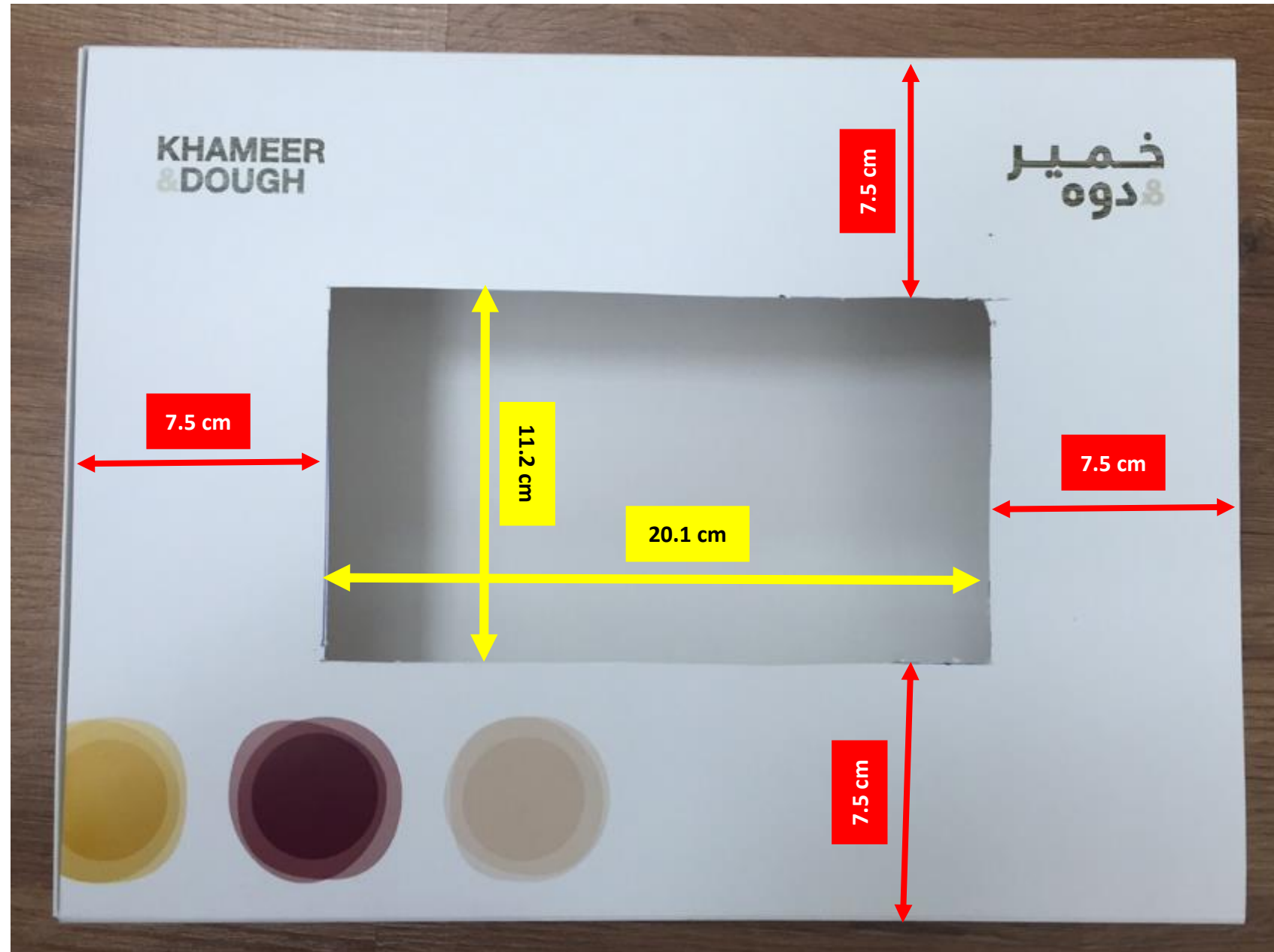
Boxes

Previous boxes used at Khameer & Dough



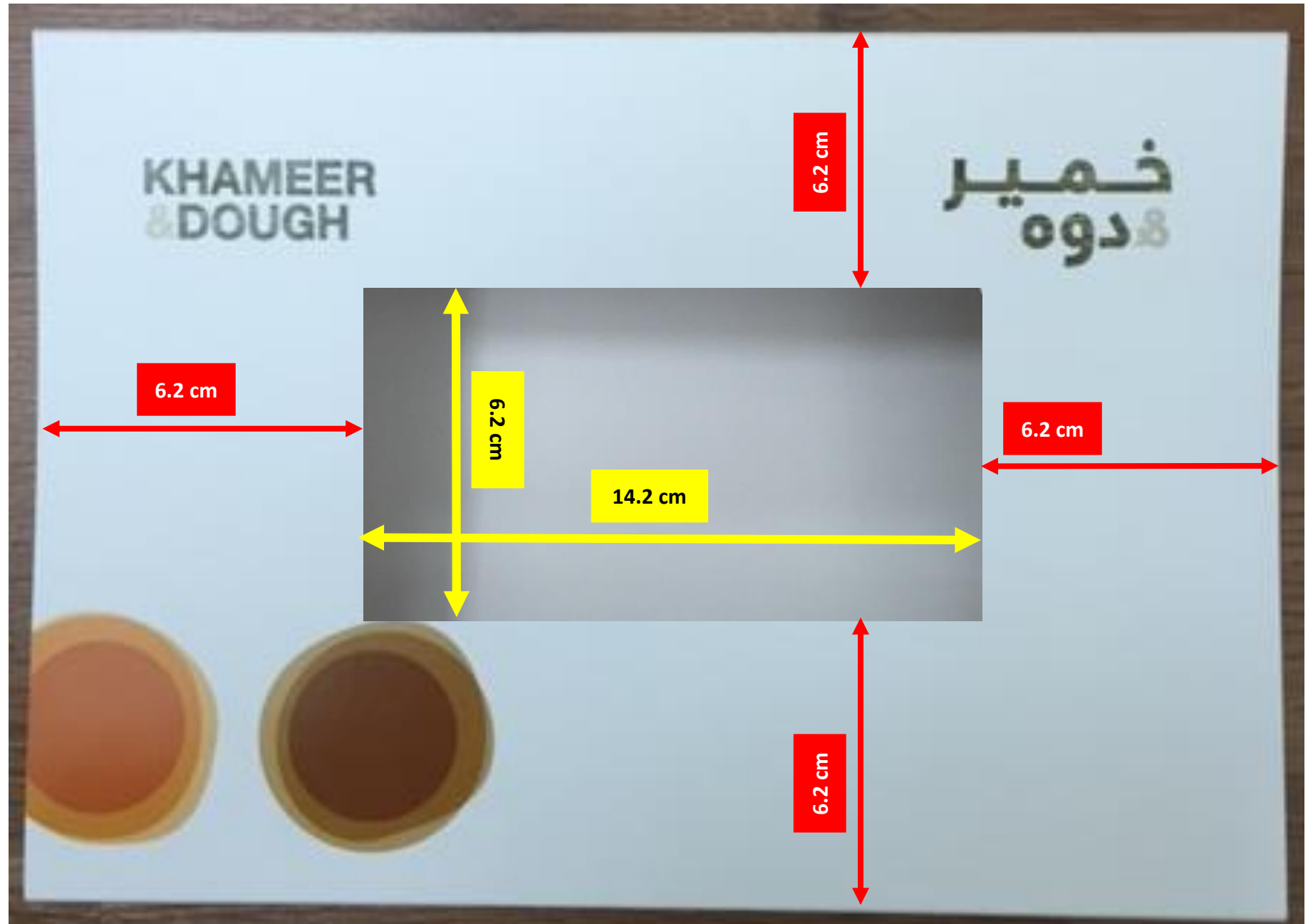
Box Specs

Large Box



Box Specs

Small Box



Contact



- If you have any questions, please feel free to contact us on the below emails:
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- taher@marj.com
- marketing@marj.com

Good Luck!