

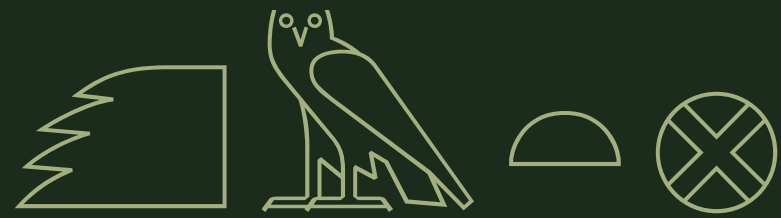


— WEBSITE PROPOSAL —

The Black Land

The direction, the structure and a working store for Kemet Green Foods, ready for your review before we build on Shopify.

— THE IDEA —



Kemet means the black land.

Long before anyone called it Egypt, the people of the Nile called this country Kemet, after the dark silt the river left behind every year. The brand starts there, and so does everything on the site.

— THE LOGO —

The K is a ploughed field

Seen from above, with one leaf growing out of it. Those furrows are the only decoration on the site, the labels and the lids.

	Forest	The soil
	Olive	What grows from it
	Paper	The light on the field

We redrew the logo as clean vector from the file we received. Your original artwork should replace this redraw before launch.



The reference: Nile Garden

An Egyptian producer in the same world: table olives, oil, peppers, artichokes, grape leaves and mixed pickles.

It sells through retail chains and delivery apps, so its site works as a brochure.

— WHERE KEMET CAN PULL AHEAD —

Large product images

Prices, sizes and a real cart on every product

Ingredients and nutrition people can scan

A clear path for trade buyers

A brand idea of its own, in place of generic black and gold

From your brief to this design

YOU ASKED FOR	OUR ANSWER
Five categories	Five product lines, each with its own page and colour
Olives (oil, table olives)	Two sub-categories inside Olives & Oil
Timeless, creative, simple palette by line	One quiet tone per line, on lids, labels and image backgrounds
Website colours same as logo	Buttons, menus and text use only forest, olive and paper
Our services	A full page with a three-step quote request
Contact, email	A contact page, copyable addresses and an email signup
A specific theme?	No paid theme needed. Custom sections on Shopify’s free Dawn theme

— COLOUR —

Three logo colours

Forest

#1B2C1D

From the wordmark. Text, buttons, dark sections.

Olive

#515F38

From the leaf. Accents and hover states.

Paper

#FEFDF7

The logo's ground. Page background.

— COLOUR —

Five lines, five quiet tones

The site itself stays in the logo colours. Each product line adds one quiet tone, seen only on lids, label bands and image backgrounds, so the range reads as a family of five.



Olives & Oil

Olive #515F38

Pickles

Brine #7B7A2C

Preserved Veg

Sun-dried #A5582C

Sauces

Paprika #8E2F22

IQF Veg

Frost #3E6E6A

— TYPE —

From the
black land
to your
table.

Archivo Expanded, ExtraBold

Five lines. One land.

Archivo, Regular

Picked green and firm, then cured slowly in
natural brine.

Archivo Narrow

EGP 19 / 100 g · 680 g

Labels between hairlines, from the logo

— THE RANGE —

Cairo, for Arabic names

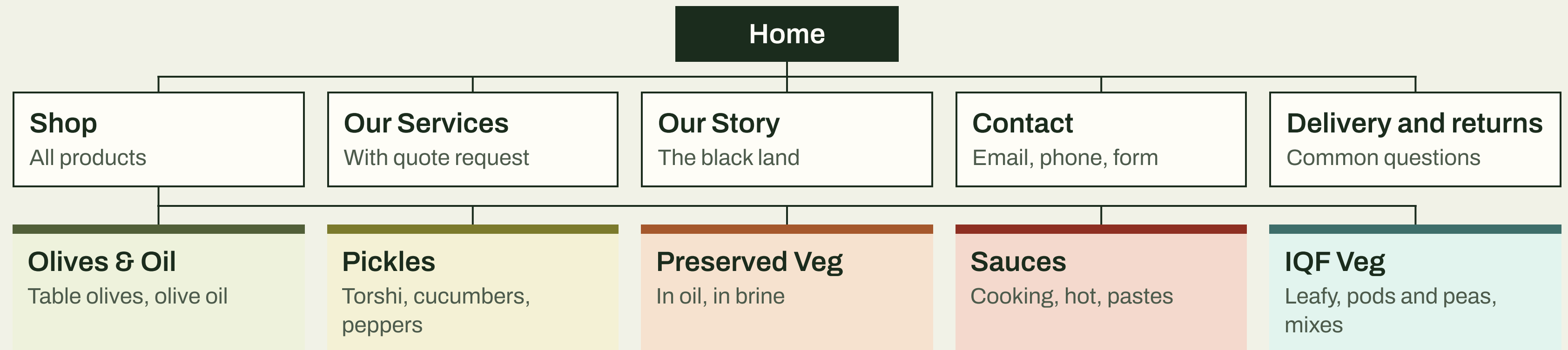
زيتون أخضر · مخلل لفت · ملوخية

Kemet as it was first written

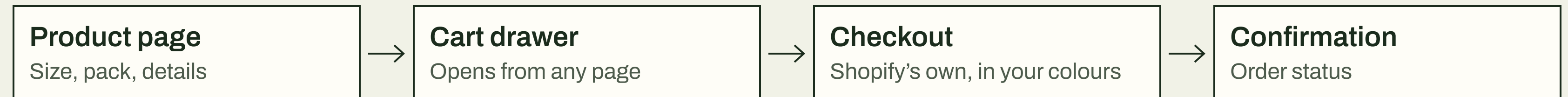


— THE SITE —

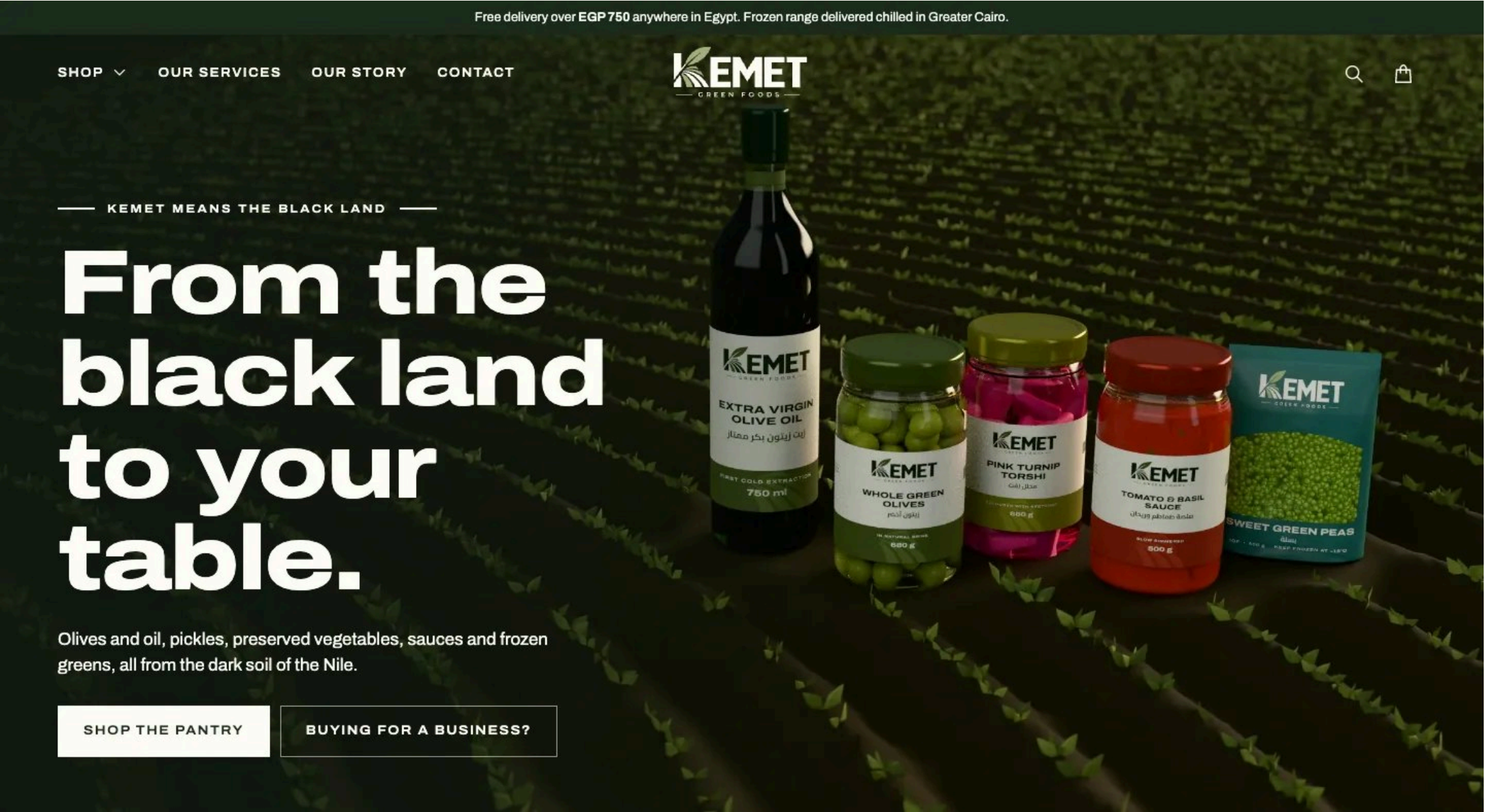
Sitemap



— THE PATH TO BUYING —



The first screen



The brand idea in one image: the range standing in rows that curve like the furrows in the K.

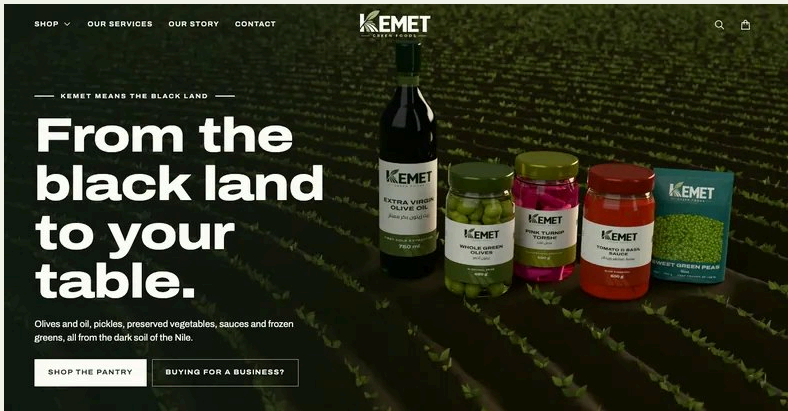
Two doors

SHOP THE PANTRY

BUYING FOR A BUSINESS?

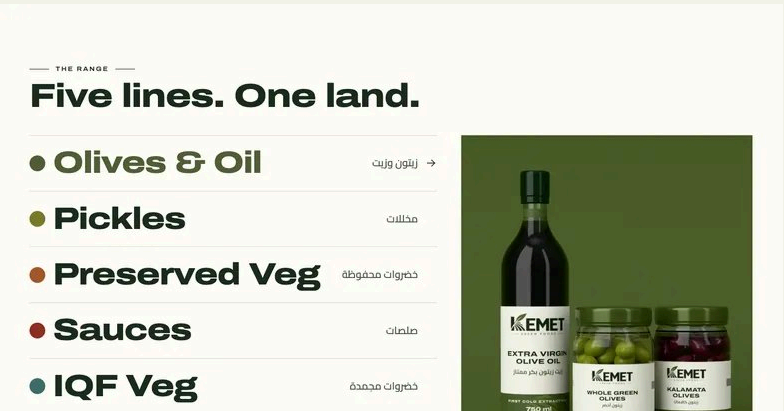
Home shoppers and trade buyers never get in each other’s way.

The homepage, top to bottom



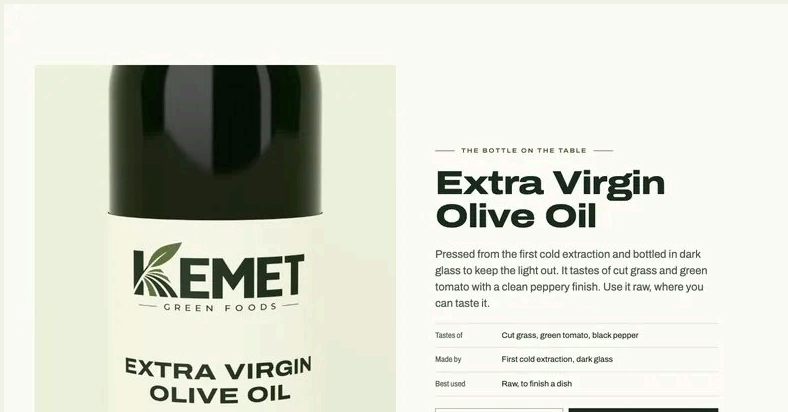
1. Hero

The range in rows that curve like the furrows. Two doors.



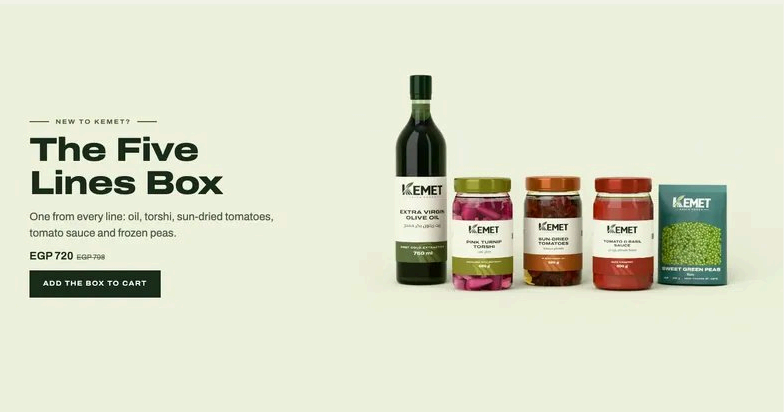
2. Five lines

The main way in. Hover a line and the jars change.



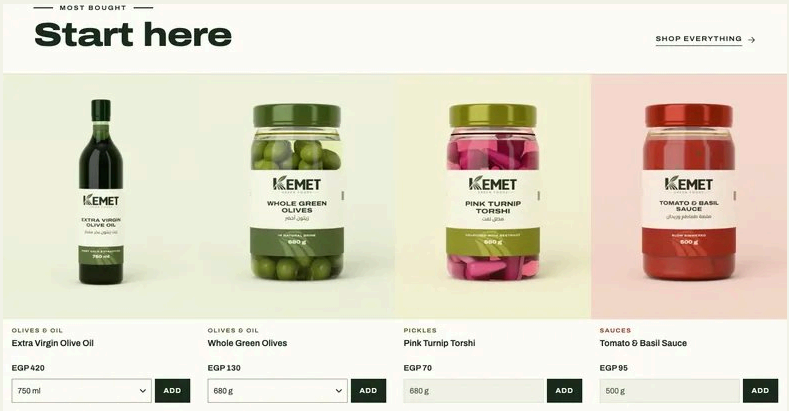
5. Oil spotlight

One hero product. The slot can change with the season.



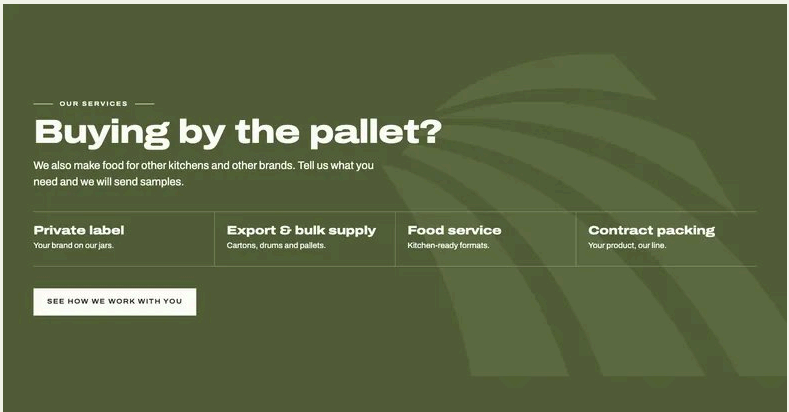
6. The Five Lines Box

One product from every line, an easy first order.



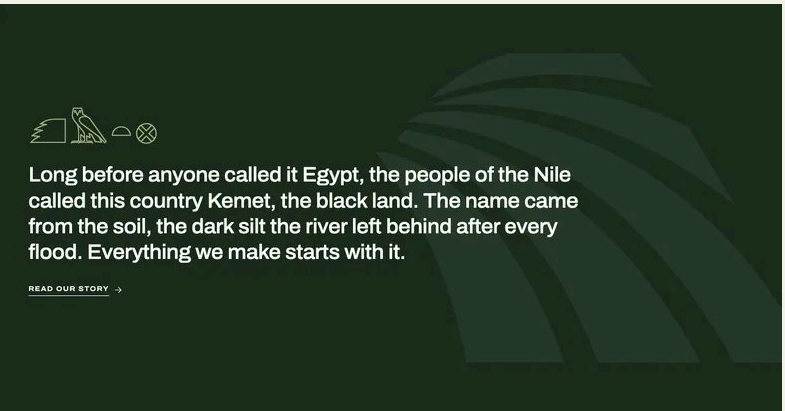
3. Start here

Four best sellers, with size and Add on every card.



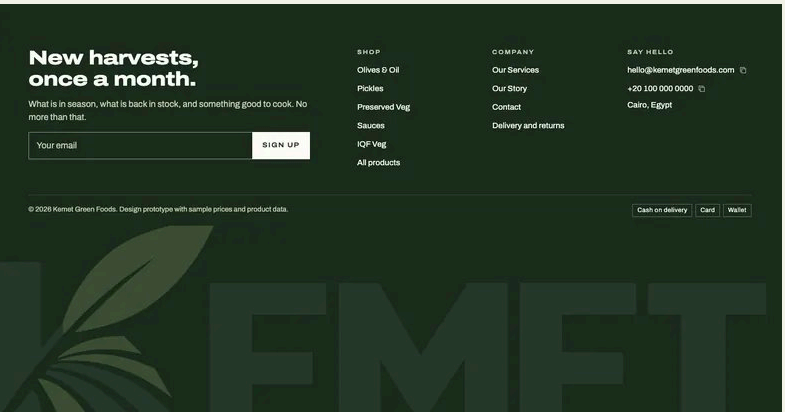
7. Trade door

The four services and a route to the quote form.



4. The black land

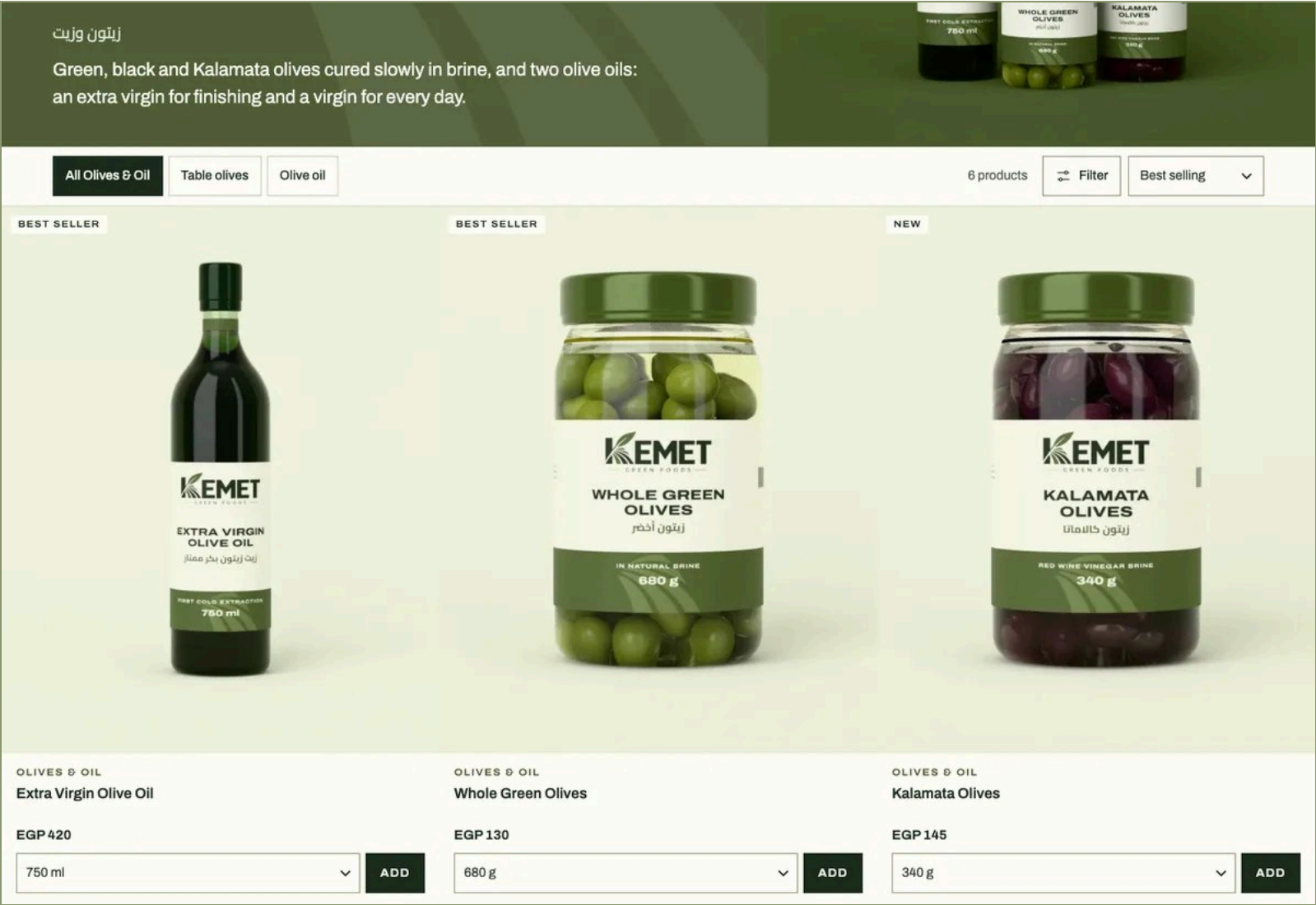
The story in three sentences, with Kemet in hieroglyphs.



8. Footer

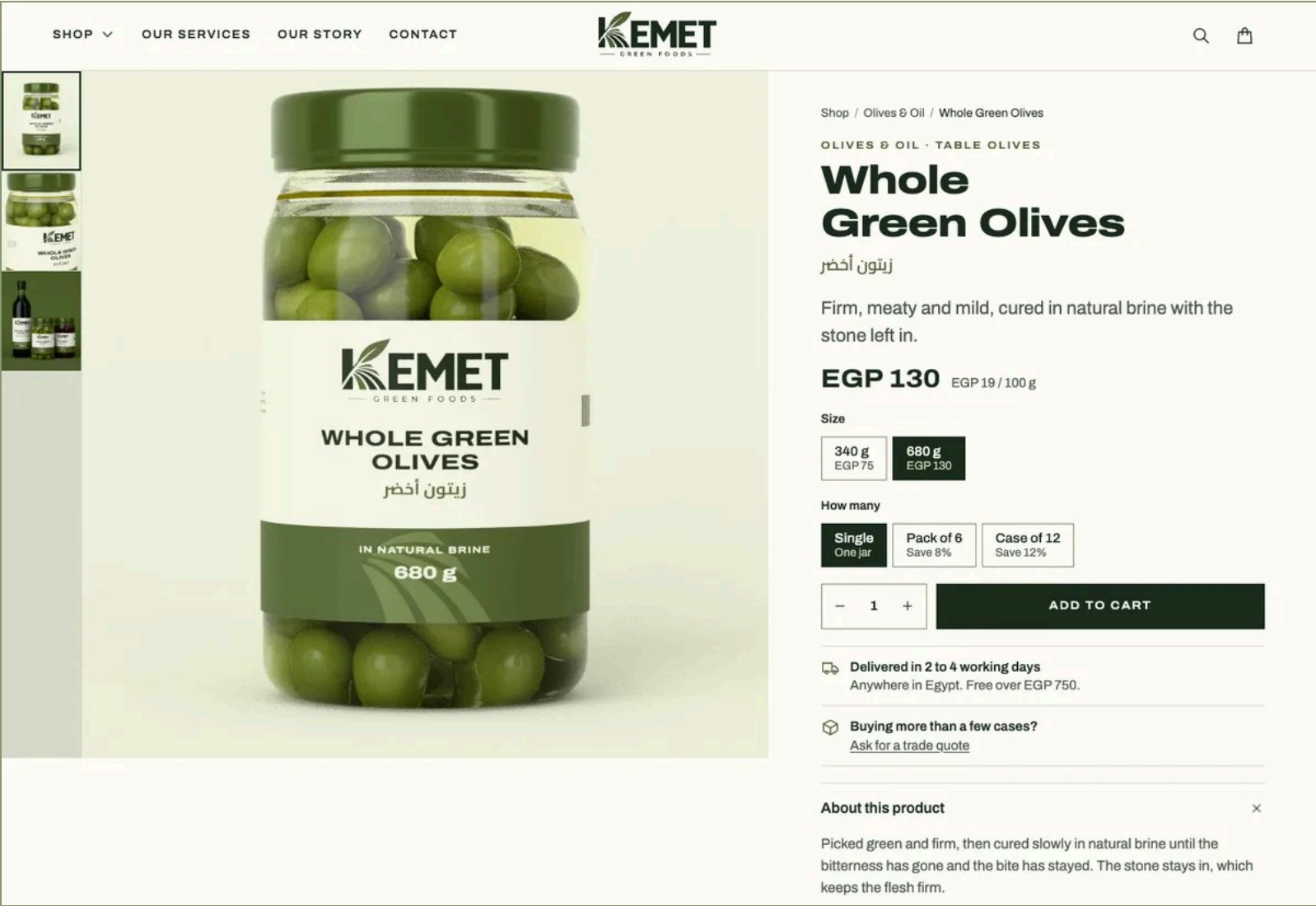
Email signup, contact details you can copy, every link.

Collection and product pages



Every card works the same

Same height, size and Add always visible. Buy from the grid without opening a product.



Packs and cases

Single, pack of 6 or case of 12, with the saving and the price per 100 g shown, so shoppers can compare at a glance.

— THE SITE —

Our Services

A full page for buyers who came for cartons and pallets, with a quote request in three short steps.

Private label

Your brand on our jars.

Export & bulk supply

Cartons, drums and pallets.

Food service

Kitchen-ready formats.

Contract packing

Your product, our line.

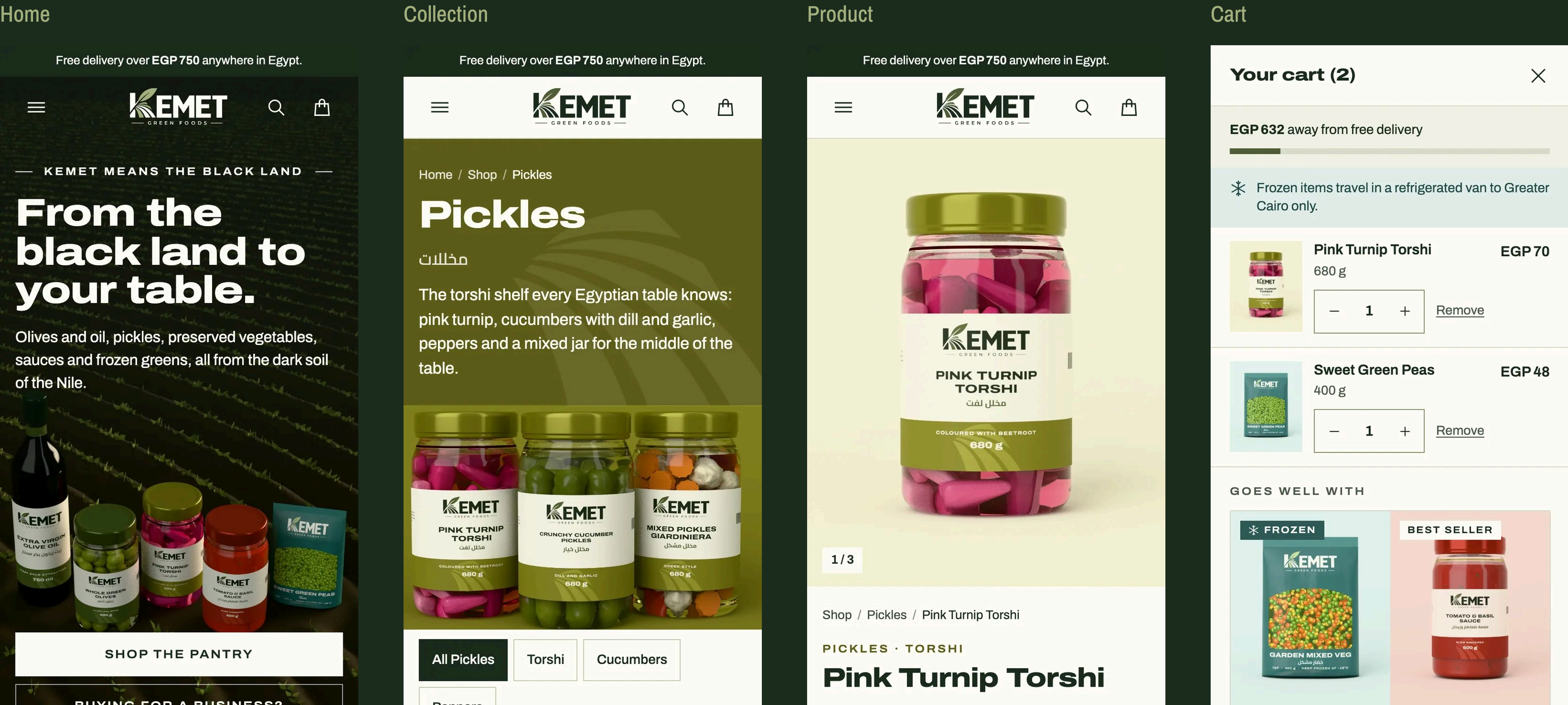
We assumed these four. Tell us what you actually offer.



— THE SITE —

Built for phones first

Sticky buy bar, filter sheet, swipeable gallery, large tap targets and full keyboard support.



What makes it sell

Two doors from the first screen

Shop the pantry, or Buying for a business? Home shoppers and trade buyers never get in each other's way.

A cart that builds the basket

A free-delivery bar and “Goes well with” suggestions you can add without leaving the drawer.

A quote in three short steps

Errors appear next to the field. Asking from a product page pre-selects its line.

Every card works the same

Same height, size and Add always visible. Buy from the grid. Sold-out items drop to the end.

Frozen delivery check

IQF products ask for your area before you buy, and the cart and checkout warn you about frozen items.

Built for phones first

Sticky buy bar, filter sheet, swipeable gallery and large tap targets.

Packs and cases

Single, pack of 6 or case of 12, with the saving and the price per 100 g shown.

Search in two languages

Live results for “olive” or “زيتون”, with Arabic names on every product and every label.

Ready for Shopify

No paid theme and no paid design app. Custom sections on the free Dawn theme, the same base as CIELO.

What we need from you

1	Colour by line	We read “based on line” as one colour per product line. Is that right?
2	The real range	Product names, sizes, prices, ingredients and nutrition. Everything shown is sample content.
3	Packaging and photos	These pack shots are 3D concept renders. Do you have packaging, or should this design become it?
4	Services	We assumed private label, export and bulk, food service and contract packing. What do you actually offer?
5	Frozen	Will you sell IQF to home shoppers? Which areas, what fee, what free-delivery threshold?
6	Arabic	Should the store launch in Arabic too, or follow after?
7	Details	Email, phone, address, certificates, payment methods and the master logo file.

— NEXT STEPS —

Four steps to launch



1

Approve the direction

Tell us what to change in the design.

2

Send the real content

The list on the previous slide.

3

We build on Shopify

Theme, products and delivery rules.

4

Test and launch

You check it, then it goes live.

Try the working store

kemet-green-foods.pages.dev/store

Prepared by Rasm Lab for Kemet Green Foods, October 2026. The store runs on sample prices and product data, and the pack shots are concept renders.