

ABOUT THE BRAND
Raad Team is one of the leading professional esports teams in Egypt, founded in December 2020 as the first esports team managed under the umbrella of an official sports club. The team aims to support local gaming talents and represent Egypt in regional and international tournaments.

The design concept is inspired by the power and speed of lightning strikes, reflecting youthful energy through dynamic slanted and fragmented lines. In contrast, the administrative spaces feature calmer and simpler lines to create a balanced visual identity. The color palette is derived from the team logo, combining gold, blue, white, black, and gray to achieve a strong modern contrast that reflects the spirit of gaming and technology.

The Brand Team Raad store specializes in selling official team merchandise, including apparel and accessories featuring the team logo, gaming-inspired products, gaming electronics, and tickets for tournaments and major team events.

SITE ANALYSIS
Smart Village Telecom Egypt. It is the largest technology and communications complex in Egypt. Its environment is closely linked to the internet, technology, and digital media.

STRUCTURAL ANALYSIS
The building uses a concrete frame structural system of columns and beams, providing flexible open spaces suitable for retail and administrative functions. The open-plan design supports interactive gaming areas, while the glass facades enhance visibility and emphasize the modern technological identity of the project.

CONCEPT

LOCATION



MATERIALS



MATRIX



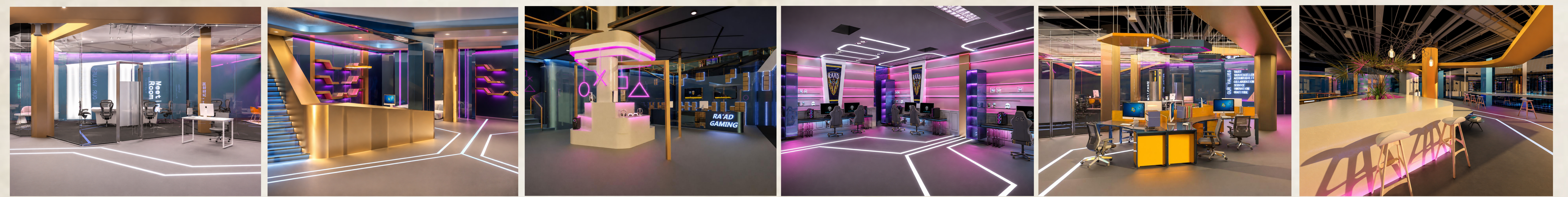
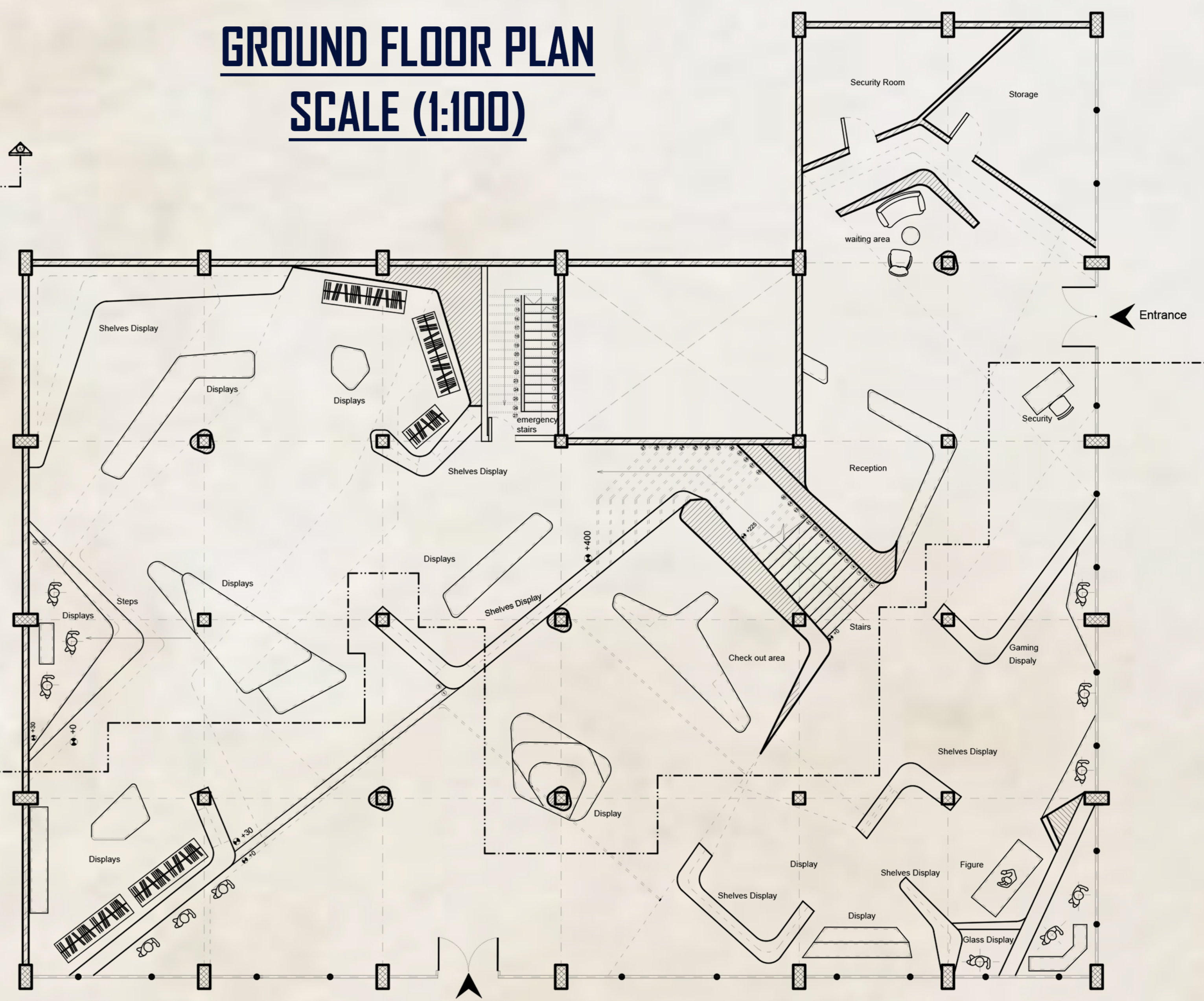
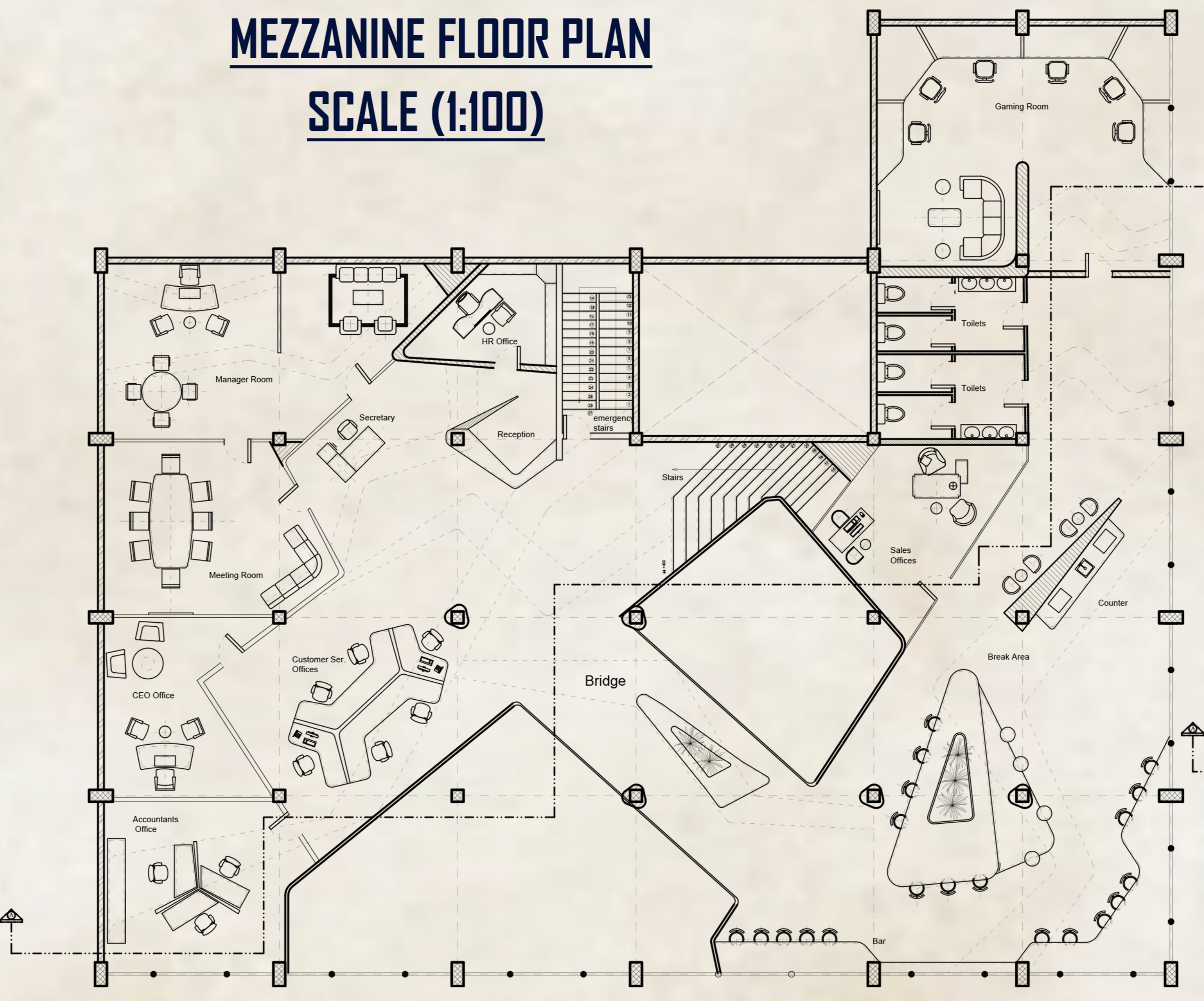
ZONING



MOODBOARD



COLOR SCHEME

SECTION SCALE (1:25)