

creapix

Since

20

04

Company Profile





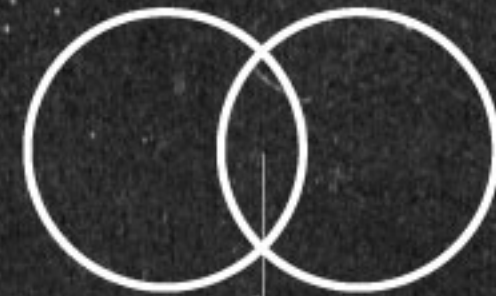
In a world  
**bombarded by**

# ADS





We bring



**clear strategies  
& neat aesthetics**

to your brand  
& its audience(s).





▪  
**We communicate  
your brands**  
▪

STORY,  
SPIRIT,  
ESSENCE,  
EVENTS,  
ANECDOTES,  
MILESTONES,  
**& more.**





**15+** Years  
Of Experience

**3** Worldwide  
Branches

**650+** Satisfied  
Clients

**A-Z** Service  
Spectrum

**23+** Countries  
Catered

**2500** Successful  
Projects







■  
**ABOUT US**



**1**

■  
**OUR CLIENTS**



**2**

■  
**CSR & AWARDS**



**3**

■  
**OUR PORTFOLIO**



**4**





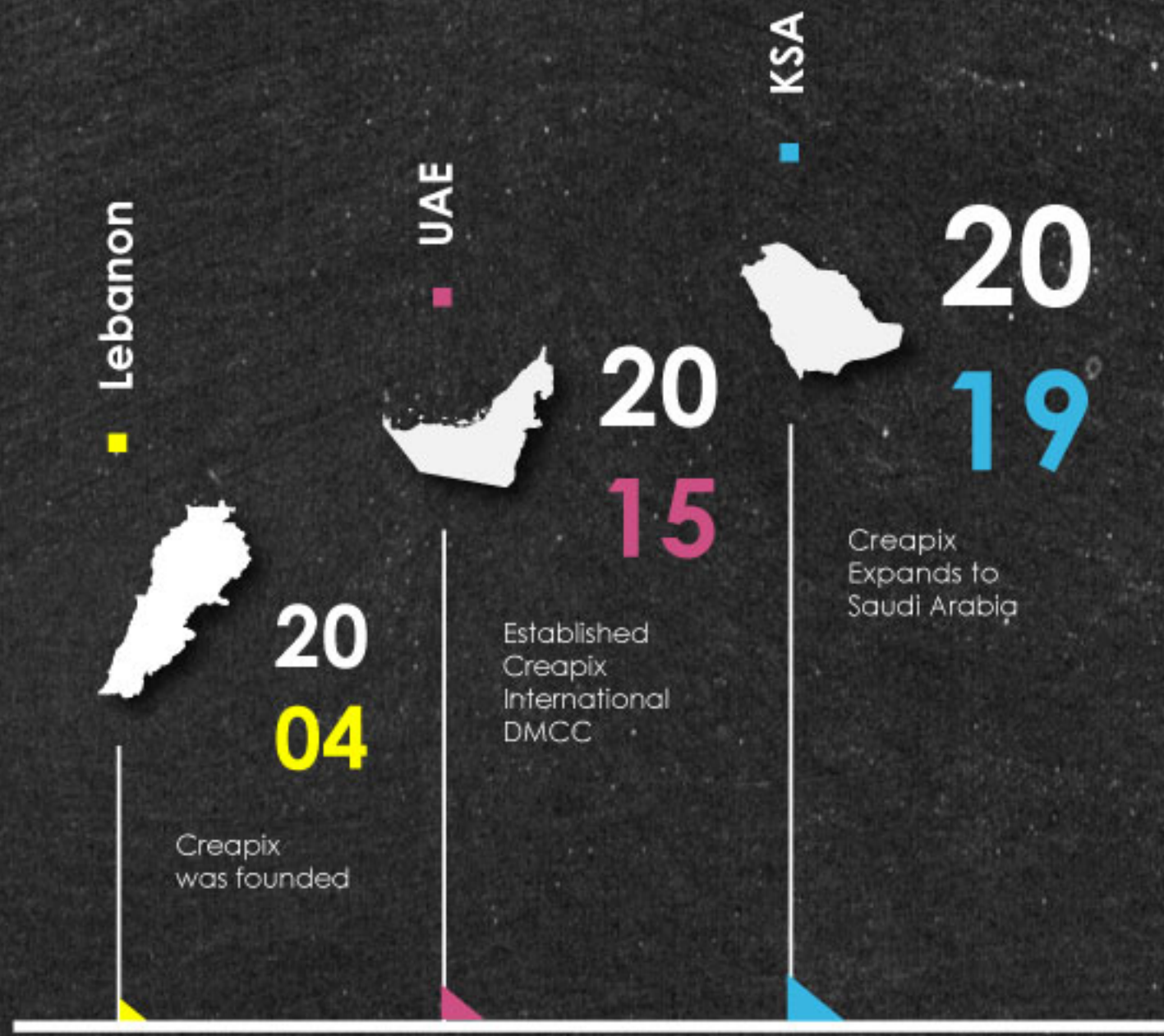
Your image is ours -

■  
**ABOUT US**



**1**





**Founded in 2004**, Creapix is a full fledge multimedia agency that is focused on delivering cutting-edge solutions.

We deliver innovative, dynamic and creative concepts that are all tailored to fit the needs and values of our clients.

In 2015, CreaPix established a subsidiary in Dubai, with the name of “*CreaPix International DMCC*” to serve the GCC. Followed by an expansion to Saudi Arabia in 2019.

We believe in long-term relationships, not just occasional business. We focus on communicating a valuable message via the right people with the client’s interest always our number one concern.





A-Z

Turn  
key

-  Advertising & Multimedia
-  Branding
-  Online Marketing
-  Web Design & Development
-  Online Business Development
-  Social Media
-  E-commerce Solutions
-  Video Production
-  Search Engine Optimization

-  Software Development
-  2d & 3d Animation
-  Mobile Applications
-  Business Software integration
-  Web Security & Vulnerability assessment
-  Geographical Information System
-  Event & Exhibition management
-  Augmented & Virtual Reality
-  Consultancy





■  
**OUR CLIENTS**



**2**

Our hearts will go on ■





# Near, Far,

BAHRAIN  
CANADA  
FRANCE  
GABON  
GERMANY  
IRAQ  
ITALY  
IVORY COAST  
JORDAN  
KSA  
KUWAIT  
LEBANON  
MOROCCO  
NIGERIA  
NORWAY  
OMAN  
QATAR  
SWITZERLAND  
SUDAN  
SWEDEN  
UAE  
UK  
USA







# Covering all fields

# Clients Sample ■



المديرية العامة لقوى الأمن الداخلي  
شعبة العلاقات العامة  
خدمة - لفة - شراكة



AFAC ARAB FUND FOR  
ARTS AND CULTURE



Republic of Lebanon  
Ministry of Environment



ASSOCIATION FRANCOPHONE  
DE JOURNALISME



وزارة الداخلية  
الإدارة العامة لنظم المعلومات



RDPP  
LEBANON  
JORDAN  
IRAQ





Covering all fields

Clients Sample ■







## What our clients say



المديرية العامة لقوى الأمن الداخلي  
شعبة العلاقات العامة  
خدمة - ثقة - شراكة

[...]

And we also like to convey the popularity & the awareness video gained and the **positive impact** it left on the Lebanese citizens.

- **I. OUTHMAN**  
MAJOR GENERAL OF THE  
LEBANESE INTERNAL  
SECURITY FORCES







## What our **clients** say



Creapix has done an **exceptional performance** in launching our Company 3D Scales.

The results achieved were **beyond our expectations.**

▪ **MR. O. BALTAGI**  
CEO







## What our **clients** say

[...] a highly reliable  
advertising agency.

The diverse projects they  
have worked on helped  
us achieve **outstanding**  
**successful results.**

- **MS. M. SEMERJIAN,**  
MSL MANAGER







## What our **clients** say



[...] Creapix deployed necessary efforts to align expectations and provide a clear and concise roadmap **for the successful delivery of the scope of work.**

■ **MARGUERITE EL-HELOU,**  
DIRECTOR OF UNIC BEIRUT







■  
**CSR & AWARDS**





**JOUWAR.COM** is a pothole map database created by CreaPix to promote awareness of the poor road conditions and protect citizens from accidents.



**150 +**  
MEDIA FEATURING



**3400 +**  
CITIZENS ENGAGED



**500 +**  
POTHOLE REPORTED



**100 +**  
MUNICIPALITIES INVOLVED

**JOUWAR**  
A project by CreaPix.net





## SEA AWARD FOR TECHNOLOGY INNOVATION

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■  
CreaPix, represented by its Managing Director **Mr. Elie Abou Saab**, has proudly received the prestigious SEA Award for **Technology Innovation** in 2015.

■





## CELEBRATORY GUNFIRE AWARENESS CAMPAIGN

 SHARED BY THE PRESIDENT

 700 531 VIEWS

 3160 SHARES

 7900 COMMENTS

 15 MEDIA COVERAGE

**Letter of acknowledgment and appreciation** from the head of the Lebanese Internal Security Forces (ISF) for CreaPix's initiative on celebratory gunfire awareness campaign.



الجمهورية اللبنانية  
المدنية العامة لقوى الأمن الداخلي  
السمير المسام

عدد : ٨ / ٢٠٤ ش ٦  
تاريخ : ١٧ / ٢٠١٨

حضرة السيد ايلى أبو صعب المحترم  
صاحب شركة "CREAPIX" للإعلانات

تقديرًا منا لفتنتكم الكريمة وجهودكم التي بذلتموها في إعداد وإنتاج وإخراج الفيلم الإعلاني التوعوي " براس السنة فكر براسك وبراس غيرك " بمناسبة عيد رأس السنة لعام ٢٠١٧ - ٢٠١٨ ، وذلك بالتعاون مع شعبة العلاقات العامة.

يسر المديرية العامة لقوى الأمن الداخلي أن تتقدم منكم بوافر الشكر والتقدير على مبادرتكم النبيلة هذه .

كما يهمنا أن ننقل اليكم مدى الرواج والنجاح الذي لاقاه الفيلم الإعلاني والأثر الطيب الذي تركه في نفوس المواطنين والرأي العام وكذلك بين صفوف ضباط ورتبائه وأفراد مؤسسة قوى الأمن الداخلي .

وإننا إذ نجدد شكرنا ، نهنئكم بالأعياد المجيدة والسعيدة مع تمنياتنا لكم ولعائلتكم الكريمة بموفور الصحة والسعادة ولوطننا الحبيب المزيد من الأمن والسلام والإستقرار .

المدير العام لقوى الأمن الداخلي  
اللواء عماد عثمان

المديرية العامة لقوى الأمن الداخلي  
الأشرفية - شارع أديب إسحق - بيروت  
هاتف: ٠١١١٤٣٥٥٠ / ٠٩٦١١٤٣٥٥٠ / ٤٣٣١٣٠  
فاكس: ٠١١١٤٣٦ / ٠٩٦١١٤٣٦





4 ■ OUR PORTFOLIO ————— ■





In this section, we will take you on a time-capsule walk-through of selected works from various industries featuring the array of services we have provided for over 14 years.

# LEGEND

## Services



Concept Creation



Design-Thinking



Project Launch



A-to-Z



Branding



Web Design



Photography



Video Animation



Presentations



Social Media



Participatory Design



Augmented reality

## Industries



Holdings



Restaurants



Pharmaceutical



Governmental



Retail



Fashion



NGOs



High-Tech



Environmental



FMCG



Brokers







## AL SAYYAR HOLDING

*Al Sayyar Holding* is a Saudi holding company that was founded in 1986. Over the years, Khaled al Sayyar holding has become a pioneer in **Retail, Real Estate, F&B** and **Hospitality**.



**Branding**  
Logo design



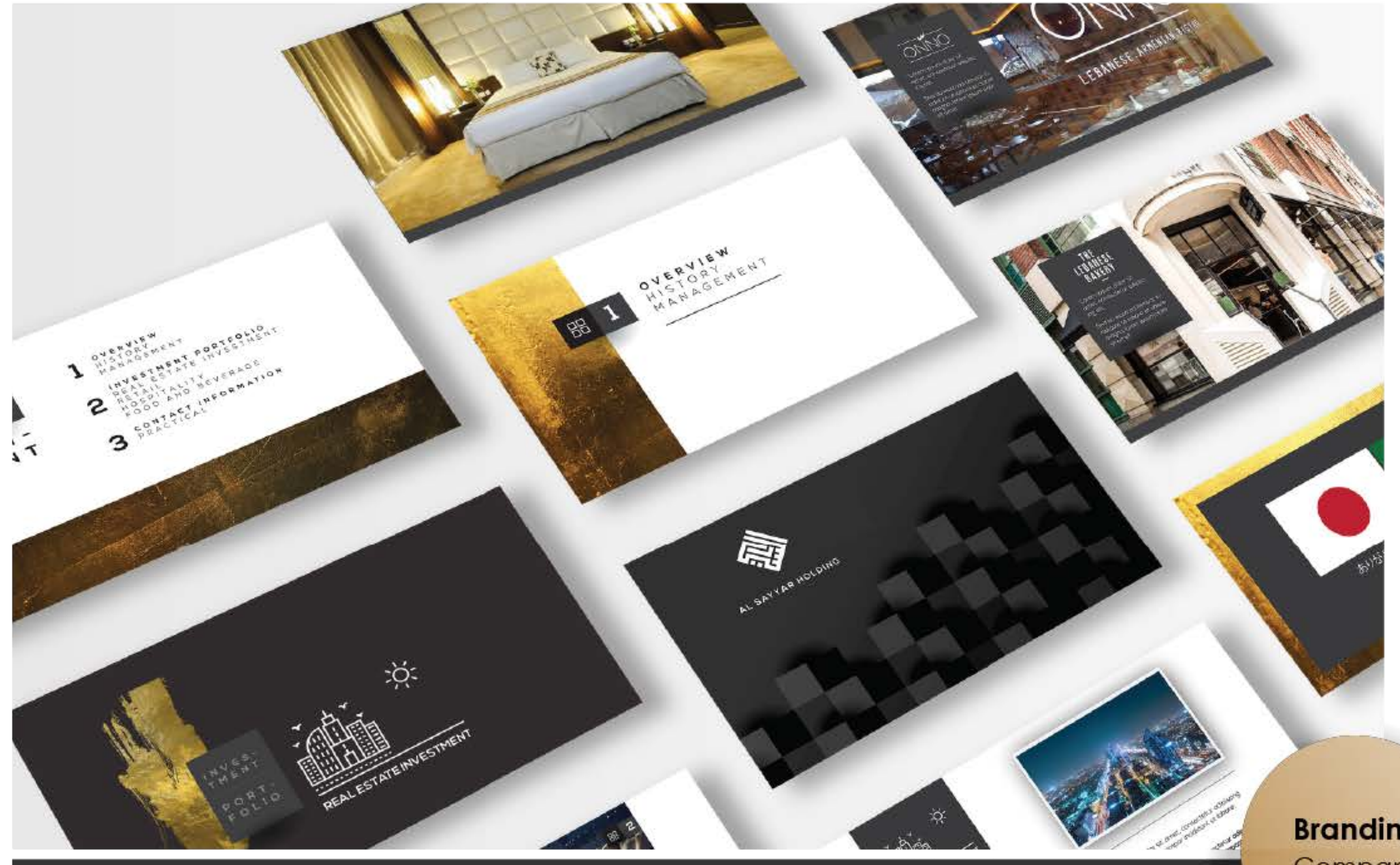


### About the project:

A company profile that puts into a -delicately crafted- perspective the brand's journey over the years:

From its rich history to its story, vision, values, services to the sister companies of Khaled El Sayyar's Holding.

Through its neat composition, hand-picked colors, and illustrated visuals this document brought the brand's refined essence into exuberant light.



**Branding**  
Company profile





**Branding**  
Company  
profile



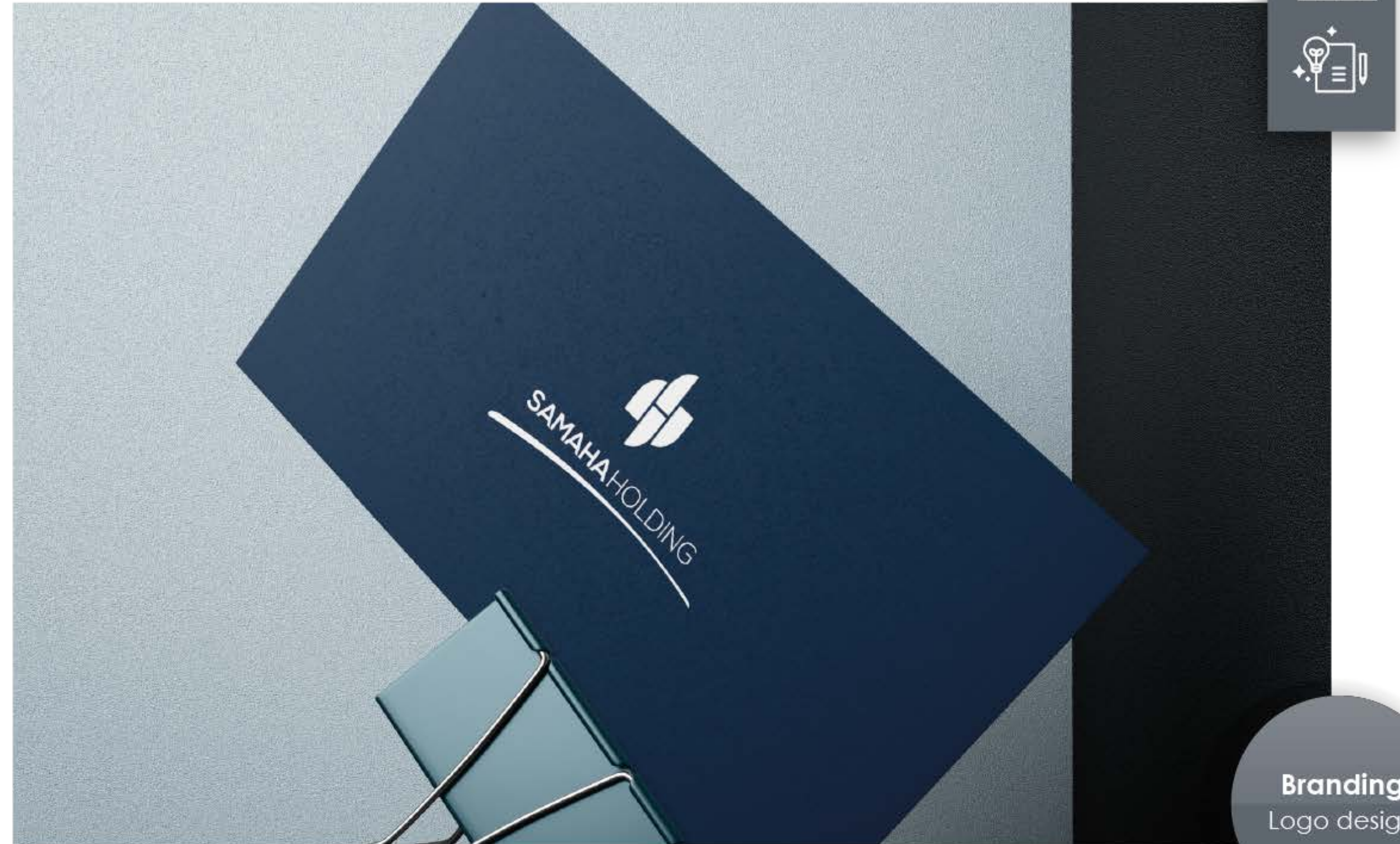


## SAMAHA HOLDING

*Samaha Holding* is a **Lebanese holding company** that establishes the future of cities by creating new lifestyles, environments and buildings offering multi-disciplinary services that caters to today's peoples' needs, utmost desires and dreams.

### About project:

This project consisted of building this company's identity from logo to stationery, reflecting its core values of being an avant-guard company, raising the bar from the ordinary.



**Branding**  
Logo design





horizon  
horizontal

ground-breaking  
rupture



future  
upwards

past  
downwards

shaping the future



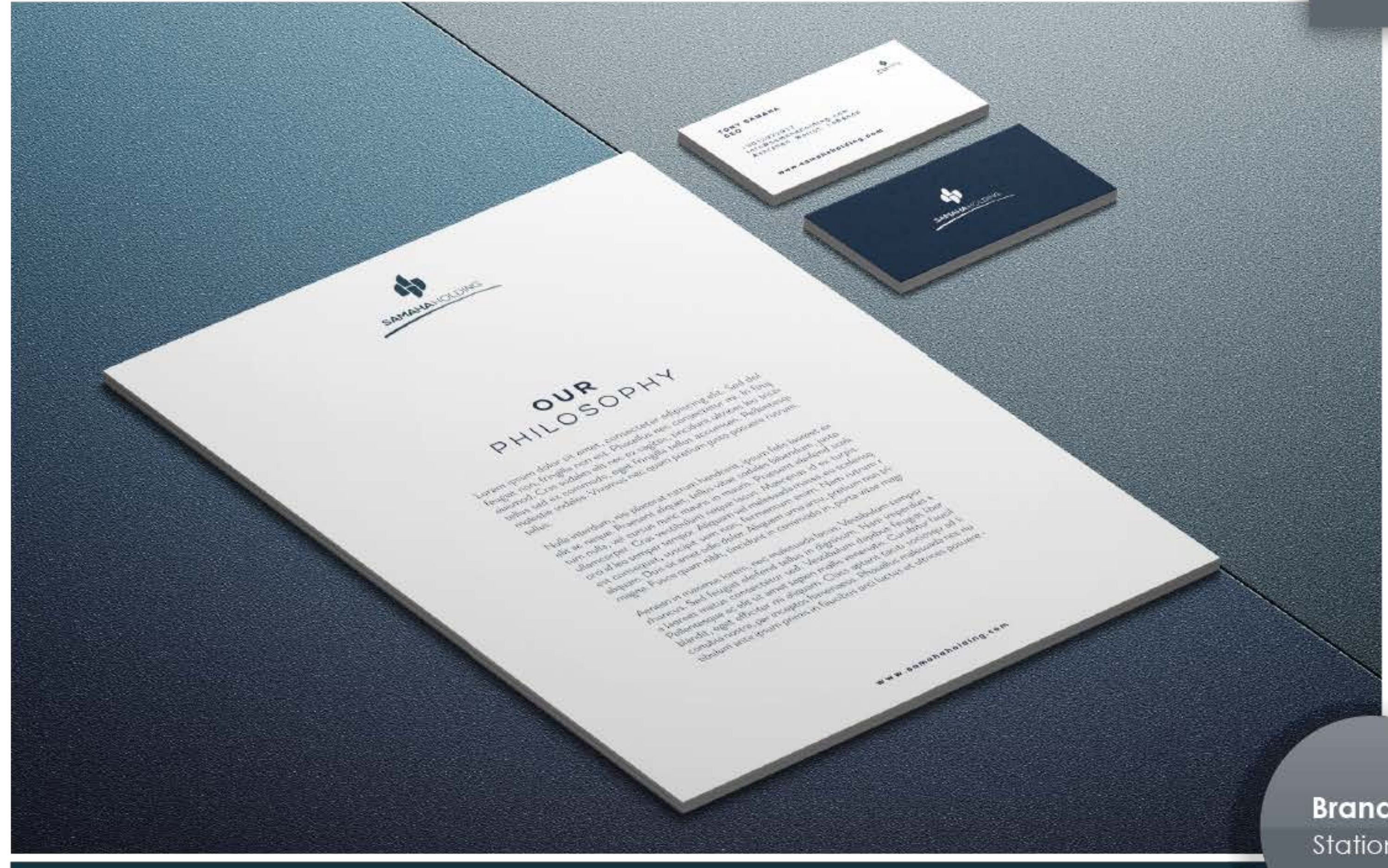
↓  
**SAMAHA**



↓  
**HOLDING**

Name initials

Our creative process



Branding  
Stationery





**ACHRAFIEH GATE**

Being a *Samaha Holding's* born ,  
Ashrafieh gate acts as the entry  
point to one of the most alive and  
trendiest neighborhoods to be in  
Lebanon.

**About project:**

Inspired by its geometrical, arrow  
shaped floor plan, the identity  
created represented the A & G  
initials of the building name.



**Branding**  
Logo design

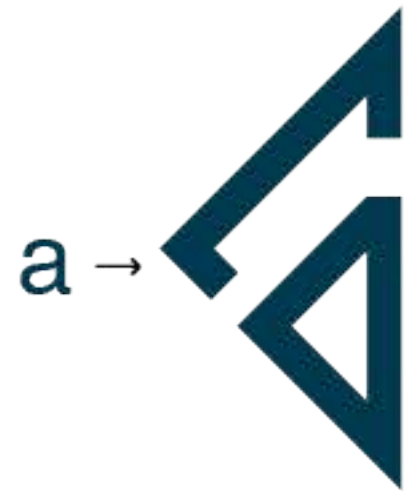




Reach the top  
road to success

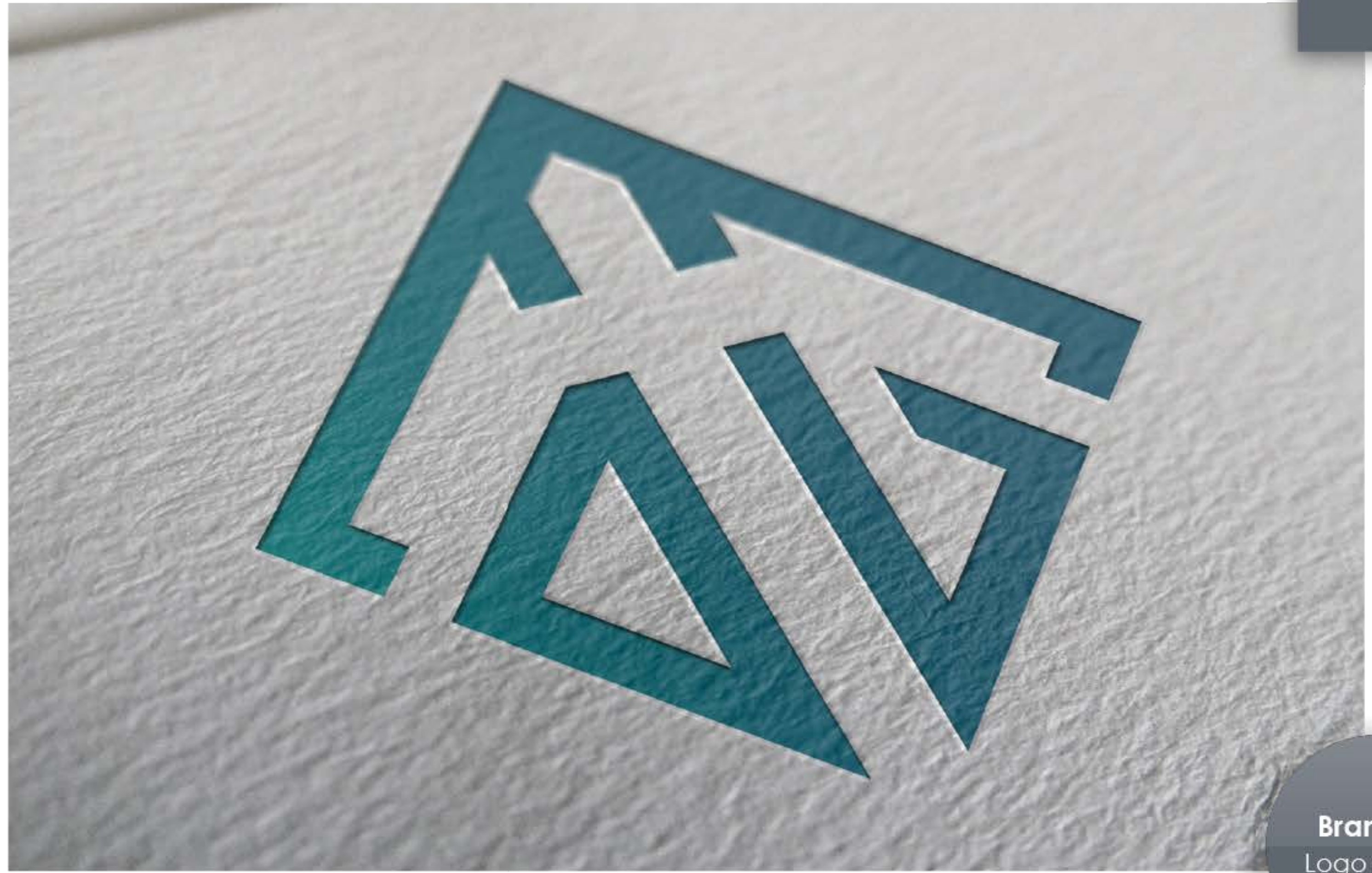


Rise  
vertical



Name initials

Our creative process



Branding  
Logo design





*El Brimo restaurant* is a Lebanese cuisine established in 2016 in its first branch in Achrafieh and in 2019 in Reifoun.

*El Brimo* is distinguished for its authentic Beirut taste and traditionality in its era and ambience. It is known by the rare-to-find surrounding in their villa in the mid of Achrafieh, Beirut.

**About the project:**

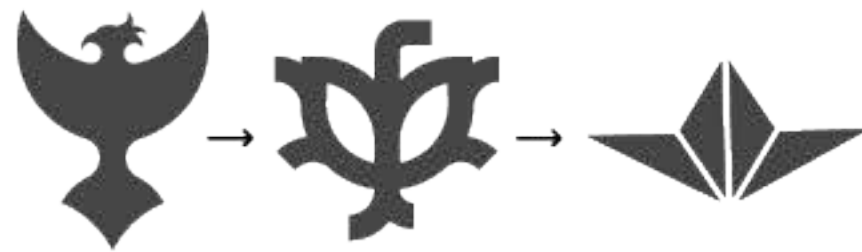
It was time to create a major *uplift* for *El Brimo* in order to bring back its core Lebanese identity and for its authentic charm to take shape.

البريمو

Name



Premium



Glory

Our creative process



A-Z

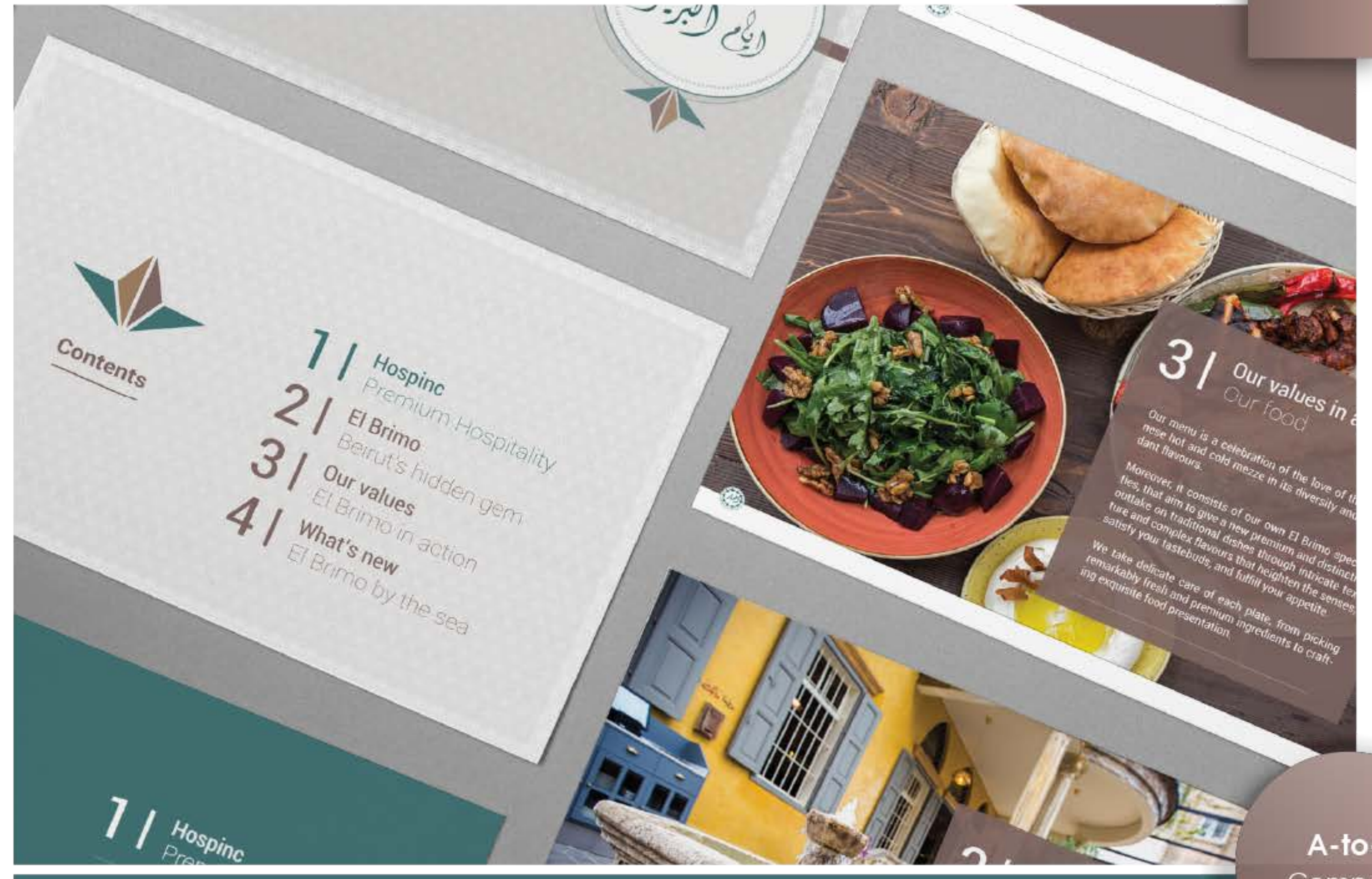
A-to-Z  
Logo lifting





The *A-to-Z project* consisted of a consultancy plan, rebranding for its new branches through a full-spectrum of physical and digital touchpoints from macro-to-micro solutions: Branding, company profile, website, signage, art direction, food photography, art of food plating, menu design, sous-plats, roll-ups, contextual table-tents, restaurant amenities, extending to branding their outdoor vehicles.

Moreover, we took charge of their *event planning, launching and management* for Reifoun's branch opening (PR management, social media management etc...)

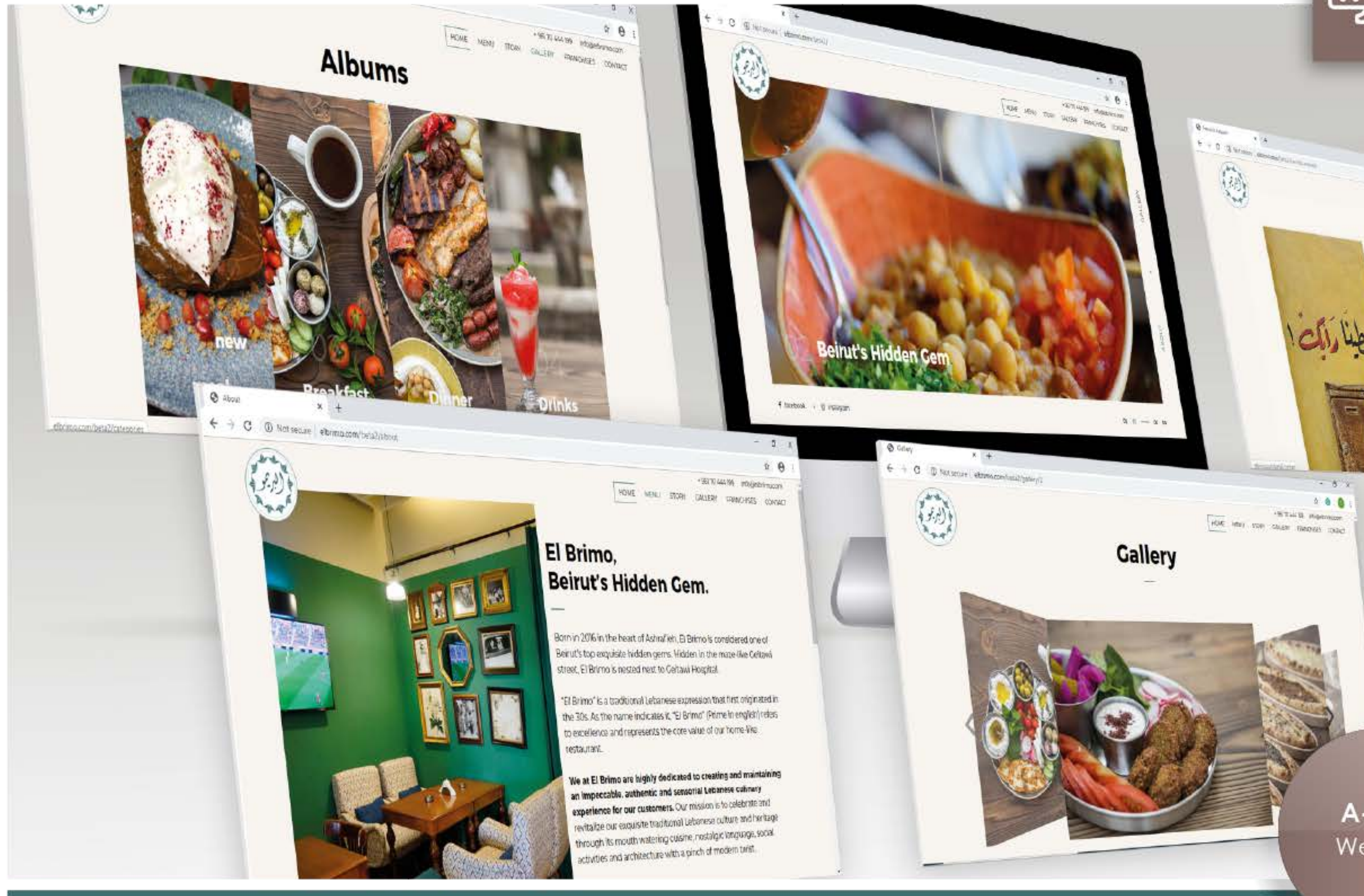


A-to-Z  
Company profile





A-Z



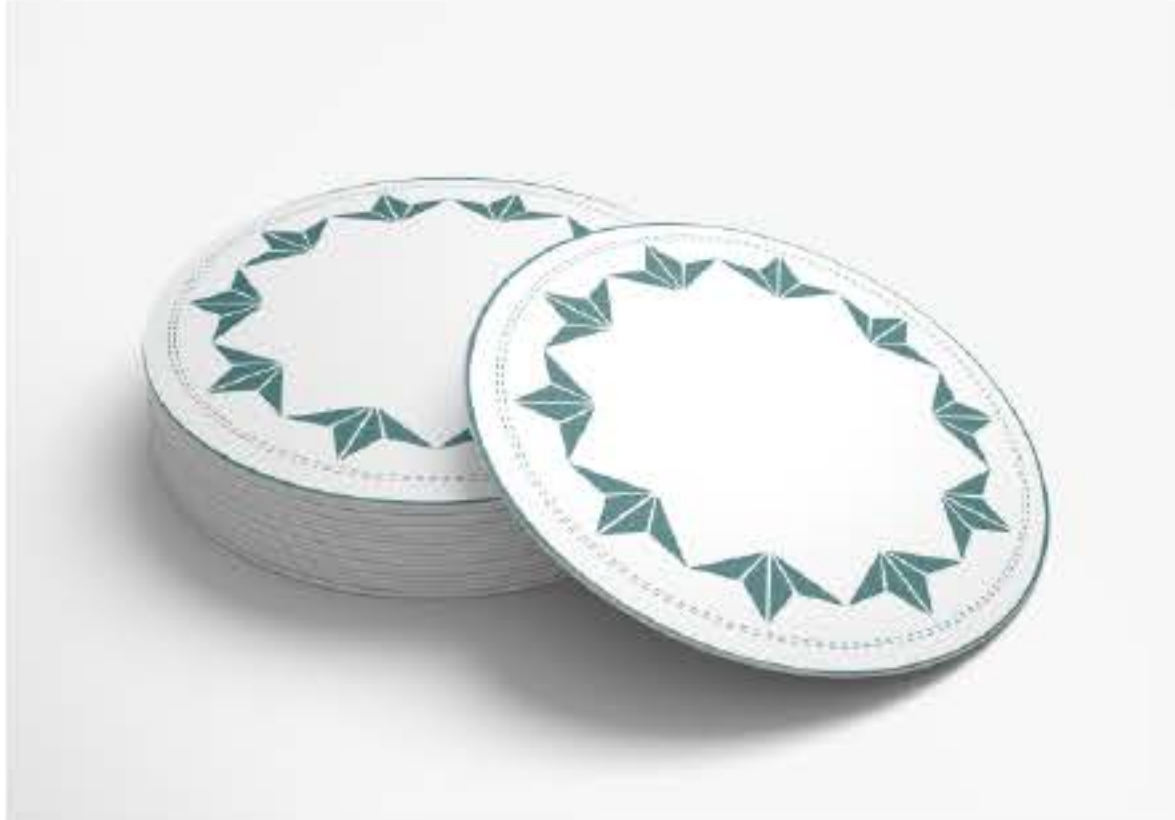
A-to-Z  
Website





A-to-Z  
Amenities  
branding





A-to-Z  
Amenities  
branding





A-to-Z  
Amenities  
branding





A-Z

elbrimobeirut 6h

# مستقبلينكن

## ٢٤/٧

٢٠٪ على كل الفاتورة  
من الساعة ٢:٠٠ الصبح للساعة ٦:٠٠

Leave a message







A-to-Z  
Vehicle  
branding





**About the project:**

We art directed and shot food images through an art-of-plating setting. The images produced showcase the food items in a warm and cozy ambiance in a way that builds anticipation of the restaurant's ambiance and culinary experiences.

**Our process**



**A-to-Z**  
Food & art of plating





A-to-Z  
Food & art  
of plating





A-to-Z  
Food & art  
of plating





# Get Nuts

Get nuts is a proudly **Lebanese roastery brand**, distributing its products all over Lebanon and providing a high-quality taste.

## About the project:

A fresh *brand identity, packaging, website and 2D video animation* were created to introduce this brand and its quality products to the Lebanese communities.



**Branding**  
Logo design  
& packaging



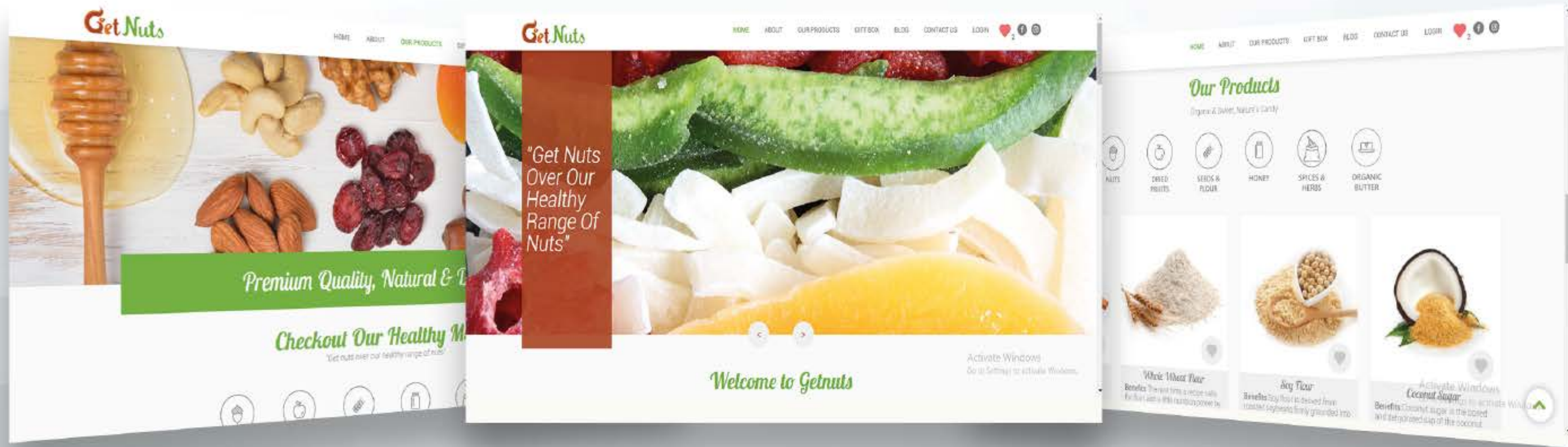


Our creative process



Branding  
Packaging





**Branding**  
Web design  
& development





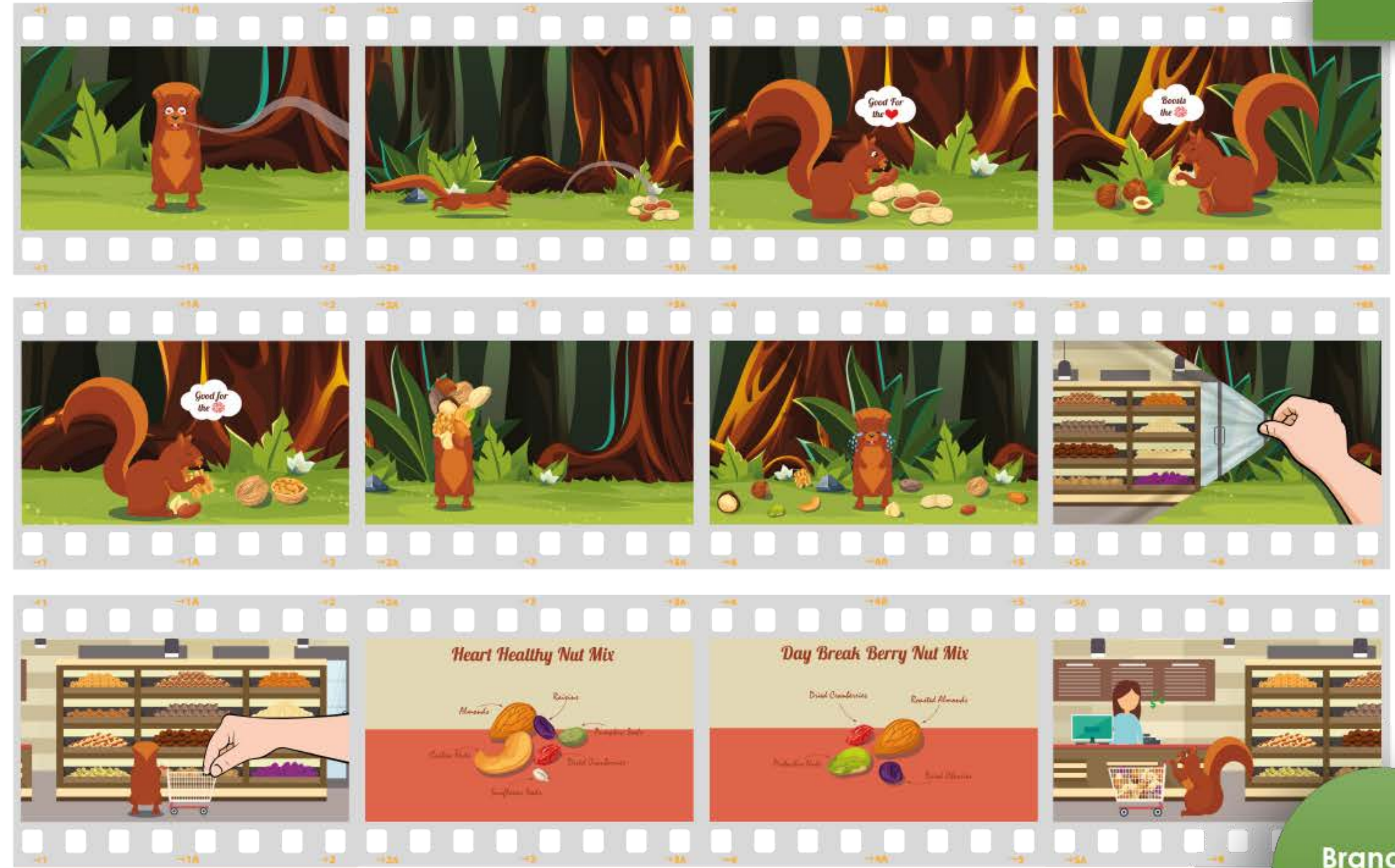
**Branding**  
Social  
media





Being a new major player in a jammed and well-established Lebanese nut market, we opted for a cheerful and modern 2D animation starring 'Cracky'; an animal illustrated character to personify the 'Get Nuts' brand - a nut roastery company. Overall, demarcating the brand from its competitors.

Inspired by natural elements such as the nuts spirit animal, the squirrel, Cracky takes us on its quirky adventures and shares along the way the health benefits of an array of nut products. By doing so, we elevated the brand awareness and customer loyalty by educating the target audiences about nut through their shapes, names, recommended mixes and added nutritional values.



<https://www.youtube.com/watch?v=wXHJ2CXIVg8>

Branding  
2D animation





Located in more than 150 countries, Janssen is a renowned multi-national **pharmaceutical** company by Johnson & Johnson.

It consists of a group of doctors and pharmacists that aim to provide solutions for most devastating & complex diseases.

They work in the field of clinical studies, workshops and trainings, awareness and prevention along with their medical studies and inventions.



A-Z

A-to-Z  
Logo design





**A-to-Z**  
Event roll-up  
& name tags





**About the project:**

Janssen Academy x ESA business school is a yearly learning academic program targeting established and up-and-coming Lebanese doctors: a combination of soft and technical skills that aims to enhance the doctors knowledge in order to advance furthermore in their field of expertise.

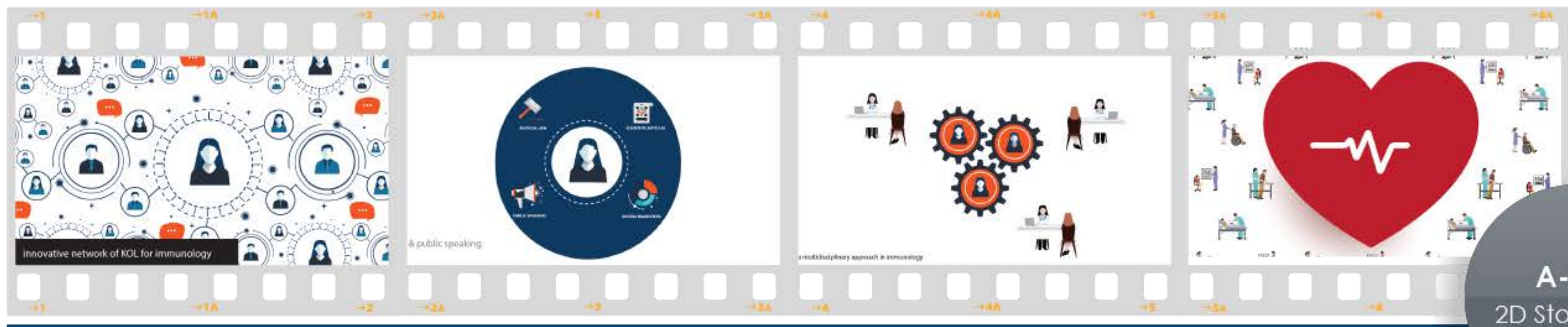
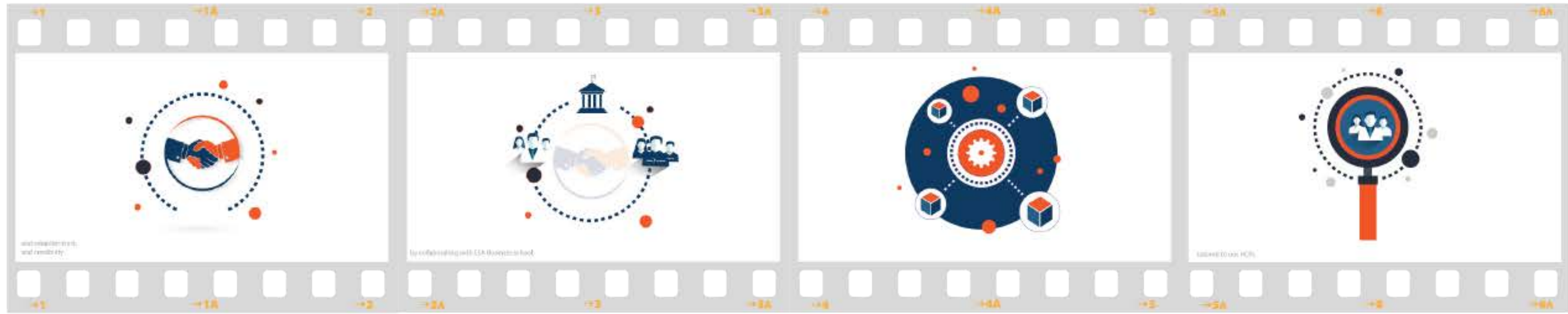
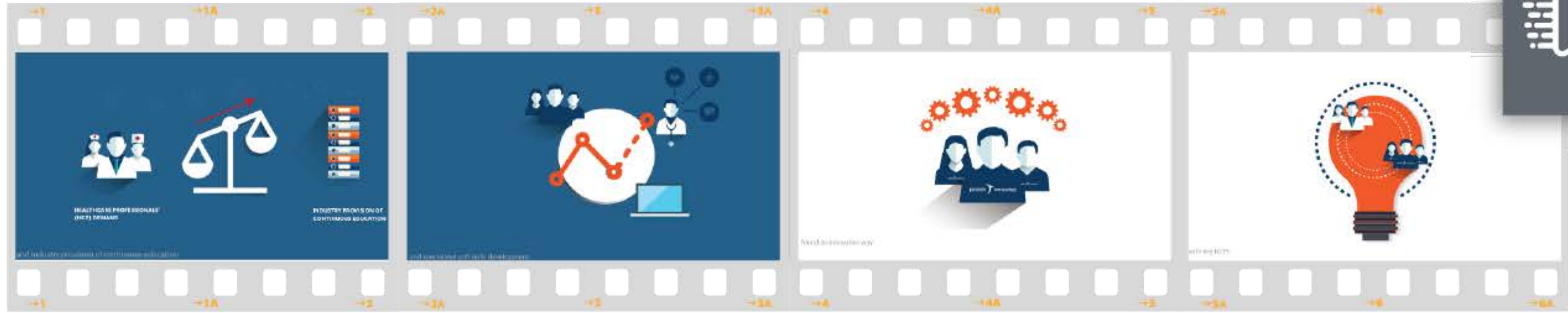
Overall, it empowers doctors & consequently the healthcare practices in Lebanon & the MENA region.

Our role was to brand the event's touchpoints in all its stages.



**A-to-Z**  
Event Booklet





A-to-Z  
2D Storyboard





A-Z



### About the project:

Simponi is a renowned prescription medicine for adults handled by Janssen **pharmaceutical**.

As part for the Regional Marketing Advisory Board of Simponi that took place in Dubai, we provided *branding services* covering the event's experiential touchpoints.

(Pre-event: through invitations, agendas, during-event: through table name-tags, customized notepads etc.)



A-to-Z  
Event agenda





**A-to-Z**  
Event notepad  
& nametags





### About the project:

A presentation that aims to highlight in a visually structured and user-friendly manner an internal tool created by the Janssen team.

The presentation takes us into a walk-through of the before/after process of the created tool.

The visuals highlight its positive impact, effectiveness & success represented through the milestones of conquering several mountain tops until reaching the highest summit.



A-Z







**About the project:**

A user-friendly illustrated leaflet -both in arabic/english- addressed to the public in order to raise awareness on the Psoriasis condition; its symptoms and how patients in specific can get the needed help.



**Branding**  
Corporate leaflet





English version



Arabic version

Branding  
Corporate  
leaflet





# Novalac

Novalac is a **multi-national medical and dietary solutions company** created for infant's needs and specific illnesses. Their products consist of a wide range of infant formulas catered for each baby's needs with the overall purpose of improving their quality of life.

## About project:

A flyer was designed portraying the supplementation of HMO in infant formula and the fact that it's not yet recommended to be used for infants.



Branding  
Flyer design





### About project:

To address doctors, we designed a scientific informative flyer of Novalac IT, infant formula, explaining its benefits in a summarized efficient manner to ensure it grabs the attention of doctors on a busy schedule.



**Branding**  
Logo design





### About project:

As part of an international medical conference, this set of -3in1- roll-ups were created to highlight the newly released innovative infant formula Novalac Aminova. The layout was divided into three parts whereby the Aminova product was placed in the center to give it the most importance. Hence bringing high-visibility in order for doctors to easily recognize it and most importantly retain the image of this new product. Among its sides, were places 2 roll-ups to explain the added value of Novalac Aminova. Overall, its presence has proved to attract attention from the targeted medical and pharmaceutical audiences.



**Branding**  
Roll-up design





Algorithm is a regional **Pharmaceutical** Company operating in the MENA region and committed to improving human health and well-being.

**About the project:**

Our role was to visualize highly detailed medical content: the human anatomy and its transformation through the disease in its various stages.



**Branding**  
Corporate presentation





## About the project:

Fabry disease is a rare genetic disease that can affect many parts of the body. We've produced a 3D user-centered video animation to explain the symptoms in action. We put the fabry disease patient in the forefront and showcased the specific areas of pain that touches his body. In support to the visual animation, a title and text were placed for each symptom for further explanation. Overall, presenting this disease in a matter of 60 seconds while raising awareness about it and most importantly creating empathy by discovering it from the point of view of a patient.



Branding  
3D animation



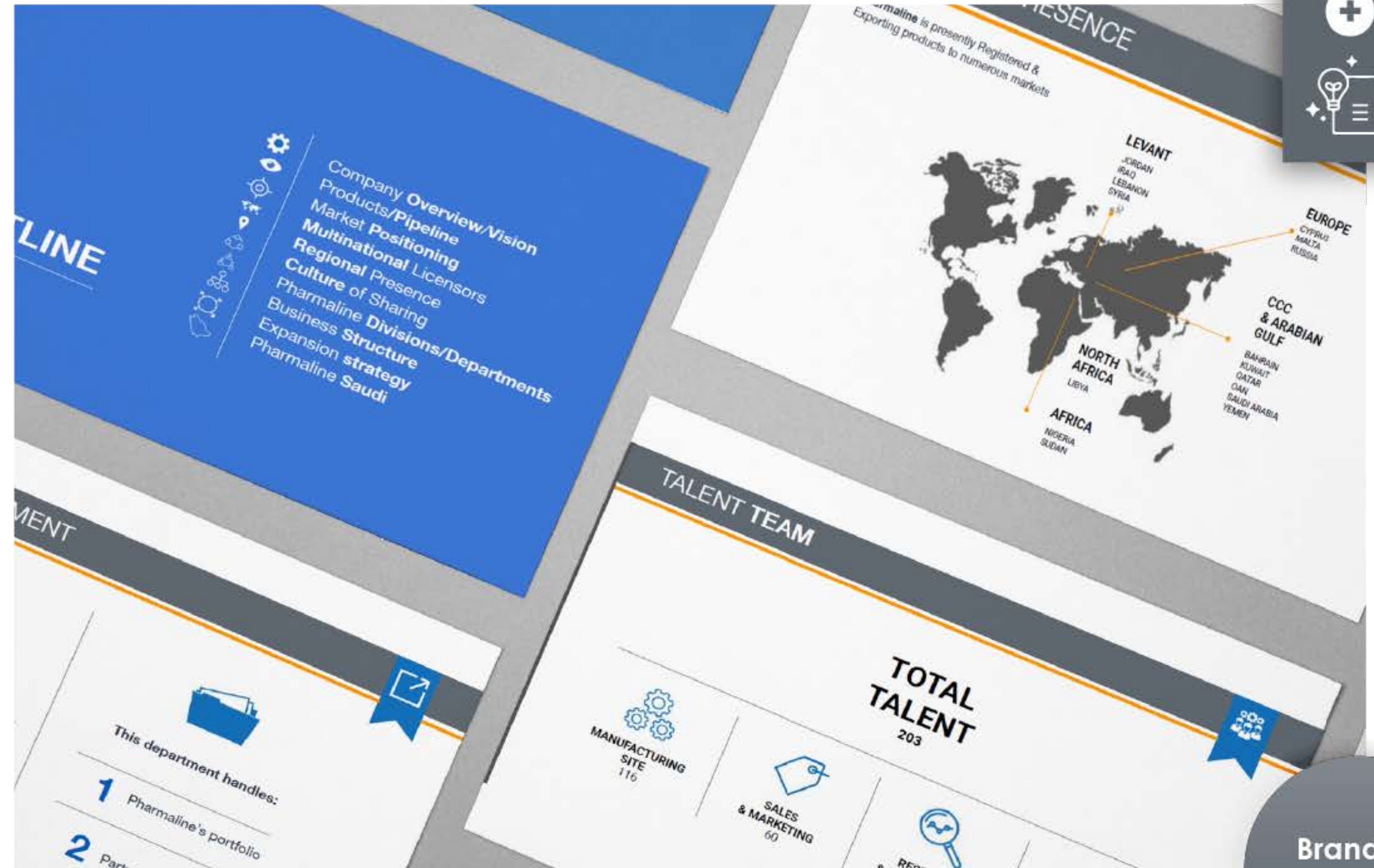


Since its establishment in 1987, Pharmaline is a Lebanese **pharmaceutical** company ranked among the top 15 in the country by IMS.

Pharmaline is a member of Malia Group.

**About the project:**

A presentation to communicate Pharmaline's core mission and practices. Moreover, it highlights its history, vision, values and areas of work.



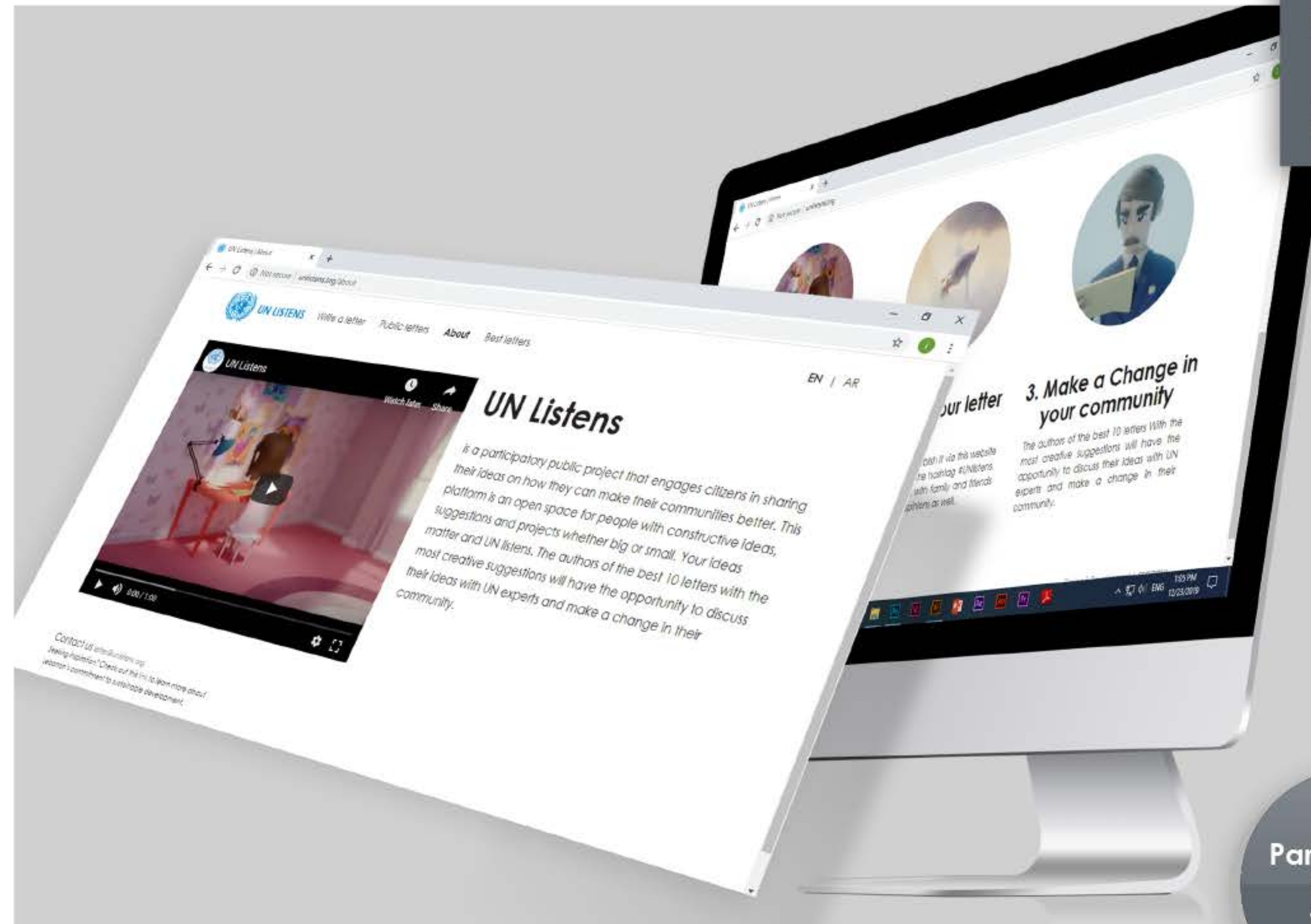




The United Nations Information Center in Lebanon had launched an open-call for Lebanese agencies to come up with the most creative Communication Campaign in order to highlight the UN's work and engage on social media platforms with the Lebanese public.

After a pitch-process, Creapix took on the project to a next-level by transforming a social media brief into a *participatory*, solution-based, pro-active community project.

The project created a valuable positive impact on a national level.



Participatory  
design  
Website





A 3D animation was launched as well, visualizing the UN's role in society and how it respond to people's suggestions and needs.

The process of a 2D hand-drawn draft followed by a 3D animation that reached too many people through social media and TV channels.



**Participatory design**  
Manually illustrated draft





Participatory design  
3D animation





The campaign launched through a website, touching a high-interaction level where it has received over 750 letters from Lebanese citizens suggesting a positive change in their community.

10 participants were rewarded for having written the best letters, and had a chance to meet with the UN officials, and left with improved ideas to work on & an ego boost.

Dear UN,

My community would be better if

**We make the sustainable lifestyle at the reach of every individual.**

My suggestion is

We should start by raising awareness about the importance of a sustainable life on our bodies and our environment as an initiative towards the practical approach of living it. Now I know a lot of people are busy worrying about how to provide food for their families and might say that they don't have the time or energy to think about environmental issues. This is why I propose to make taking care of the environment something as natural as it actually is.

As for how to apply it on an everyday routine, it can be done by making radical changes in the manufacturing process for some products. Or even by simply doing minor changes that can affect the community on a drastic level if it was applied on a large scale of people. A slight change in our everyday life can make a huge impact. Examples are as follow:

-Collaborate with municipalities to distribute Plastic Bottle Recycling machines in every neighborhood. So that recycling plastic bottles would become effortless and inexcusable not to do it (currently, they are installed in specific malls). We consume water the most so we are throwing away a lot of plastic in nature.

-Promote the use of paper bags (or biodegradable plastic bags) in malls and grocery stores instead of nylon bags which are easier to recycle or even decompose in nature. Whether it was for buying vegetables or everyday grocery shopping, customers should carry their recently bought goods in harmful bags. This can also be

applied in bakeries. Pita bread could be sold fresh everyday without having to buy it packed in a nylon bag. (Another alternative is to use the biodegradable plastic bags to pack them instead).

-Propose refillable glass milk and juice bottles. A person can buy the glass bottle once and refill it every time he goes to the store. Same can apply to sugar and salt and some other products; people can bring their jars and refill them at the store. (A routine checkup from the ministry of health should make sure that the grocery shops owners don't sell expired products, mainly since they are not in a sealed package).

-Insert healthy snacks and fruits in vending machines at universities, schools, hospitals... For example, a kilogram of apples can cost around 2000L.L. So buying an apple shouldn't cost more than 500L.L. which will definitely compete with a bag of chips. I also noticed that healthy snacks are twice or three times the price of a regular snack. Eating healthy shouldn't be pricey; it should be available for all kinds of people. We should shed the light on affordable healthy snacks.

The ideas above are only a small part of the numerous solutions. My vision is to make the sustainable living open for the large segment of people so that it becomes a part of the Lebanese identity. Our legacy is what we leave behind us. Let it be a beautiful environment instead of a cluster of waste that the next generation will have to clean.

Rosine Maksoud

unlistens.org





Design Thinking Report





### About the project:

16 days of Activism to end violence against Women is a National Campaign project.

We were handed a series of short written data that tackled the status, struggles and successes of women worldwide and more specifically in Lebanon.

Our role was to transform this scientific data into a user-friendly visual narrative that is designed to make the information easily read and understood at a glance.

ACCORDING TO THE **AGRICULTURAL CENSUS CONDUCTED IN 2010**



ONLY **9%** OF THE TOTAL **AGRICULTURAL HOLDERS IN LEBANON ARE WOMEN**



AND THEY ARE CULTIVATING **4%** OF THE **TOTAL CULTIVATED LAND**

**١٥ مليون**  
فتاة سنويًا  
تتزوجن في مرحلة  
**الطفولة**



حول العالم  
**٧٥٠ مليون**  
امرأة قد تزوجن  
قبل بلوغهن **١٨** عامًا

في كل **١٠ دقائق** ،  
في مكان ما في العالم  
**فتاة مراهقة**  
**تموت**  
نتيجة العنف



Social media  
Campaign







**ILO** brings together governments, employers and workers of 187 member States, to set labour standards, develop policies and devise programmes promoting decent work for all women & men.

**About the project:**

An *inforgraphic presentation* that summarizes learning lessons from the labour market & its challenges. The visuals were created in a way to retain information faster.



**Branding**  
Presentation







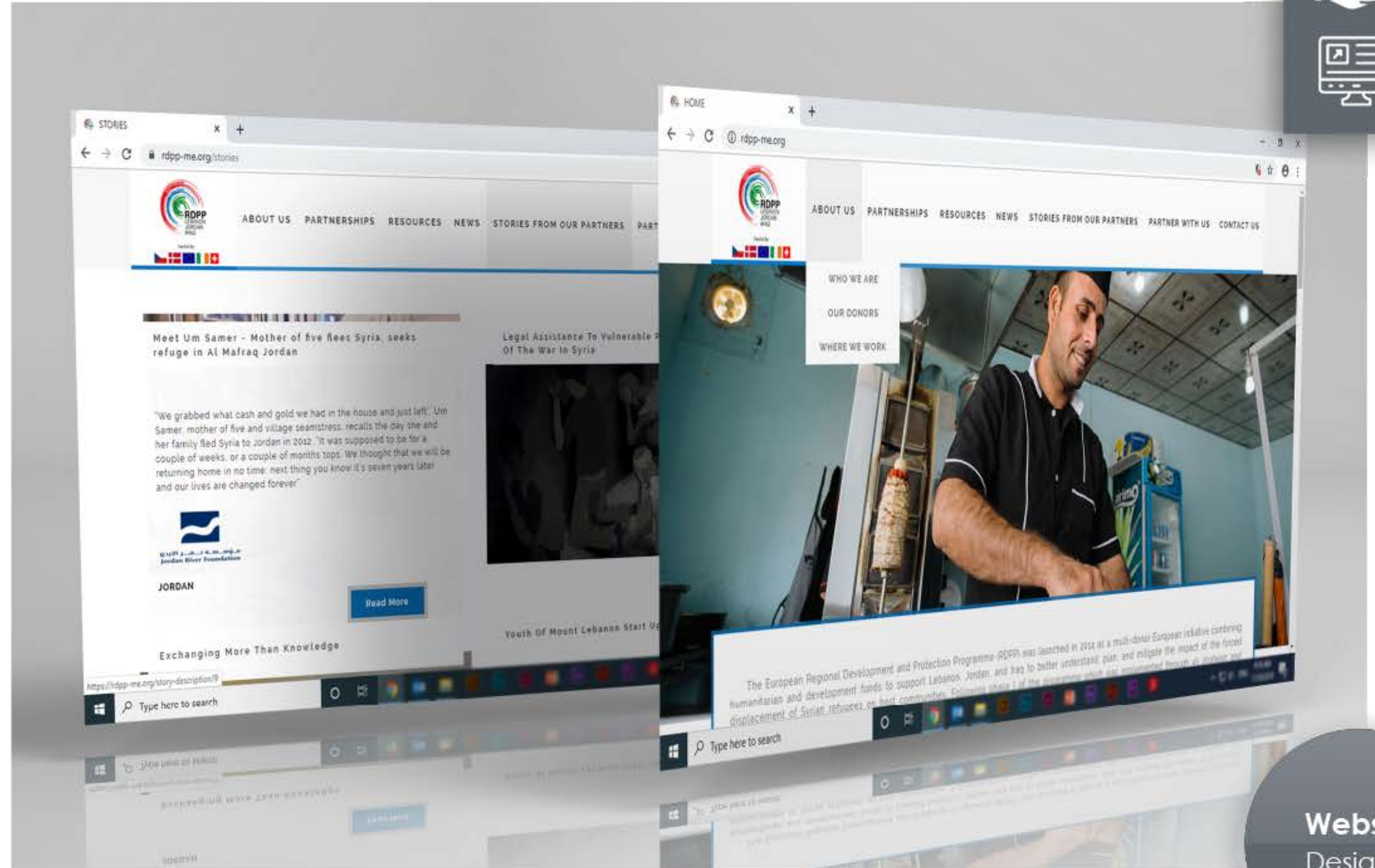


The European Regional Development & Protection Programme is a **multi-donor European initiative** combining humanitarian and development funds to support Lebanon, Jordan, and Iraq to better understand, plan, and mitigate the impact of the forced displacement of Syrian refugees.

**About the project:**

A major *website uplift* -design & development- for a structured, user-friendly & interactive platform that:

- 1) Communicates the NGO's mission, vision, scope of work and projects.
- 2) Creates a call-to-action mode for the NGO's donors.



**Website**  
Design & development





BUGSHAN COLLECTION  
مجموعة بقشان

Saudi Bugshan Collection is the culmination of a family trading tradition that covers a diverse range of business activities that focus on people and how to make their lives better, being well positioned to adapt on emerging opportunities to address customer requirements.

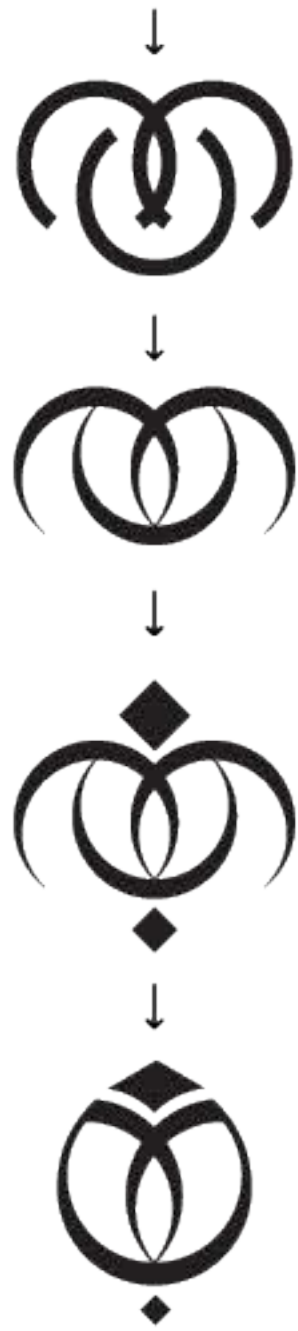
#### About the project:

By rebranding Bugshan Collection, we managed to portray a solid, dynamic and iconic convergence of its multiple international entities.

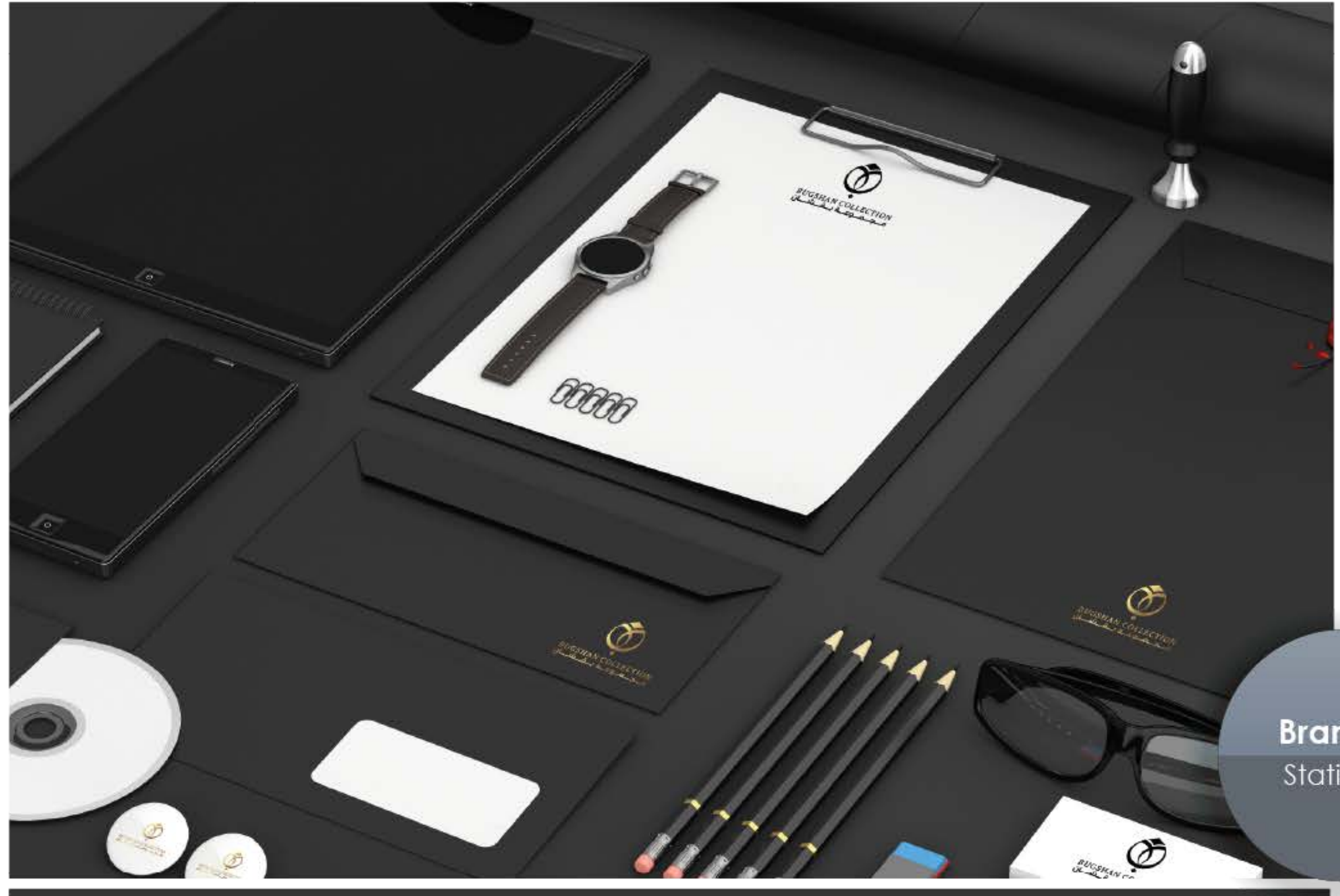


Branding  
Logo design





Our creative process



Branding Stationery





Branding  
Packaging





## Bugshan Boutique

Bugshan Boutique emerged from its mother company Bugshan Collection, having niche brands (limited collection perfumes, signature perfumes, that nobody else has in the market) that only the elite can have access to it.

We managed to reflect this house of luxury and limited edition perfume by creating a brand identity that compliments its target audience and products.



**Branding**  
Logo design  
& stationery

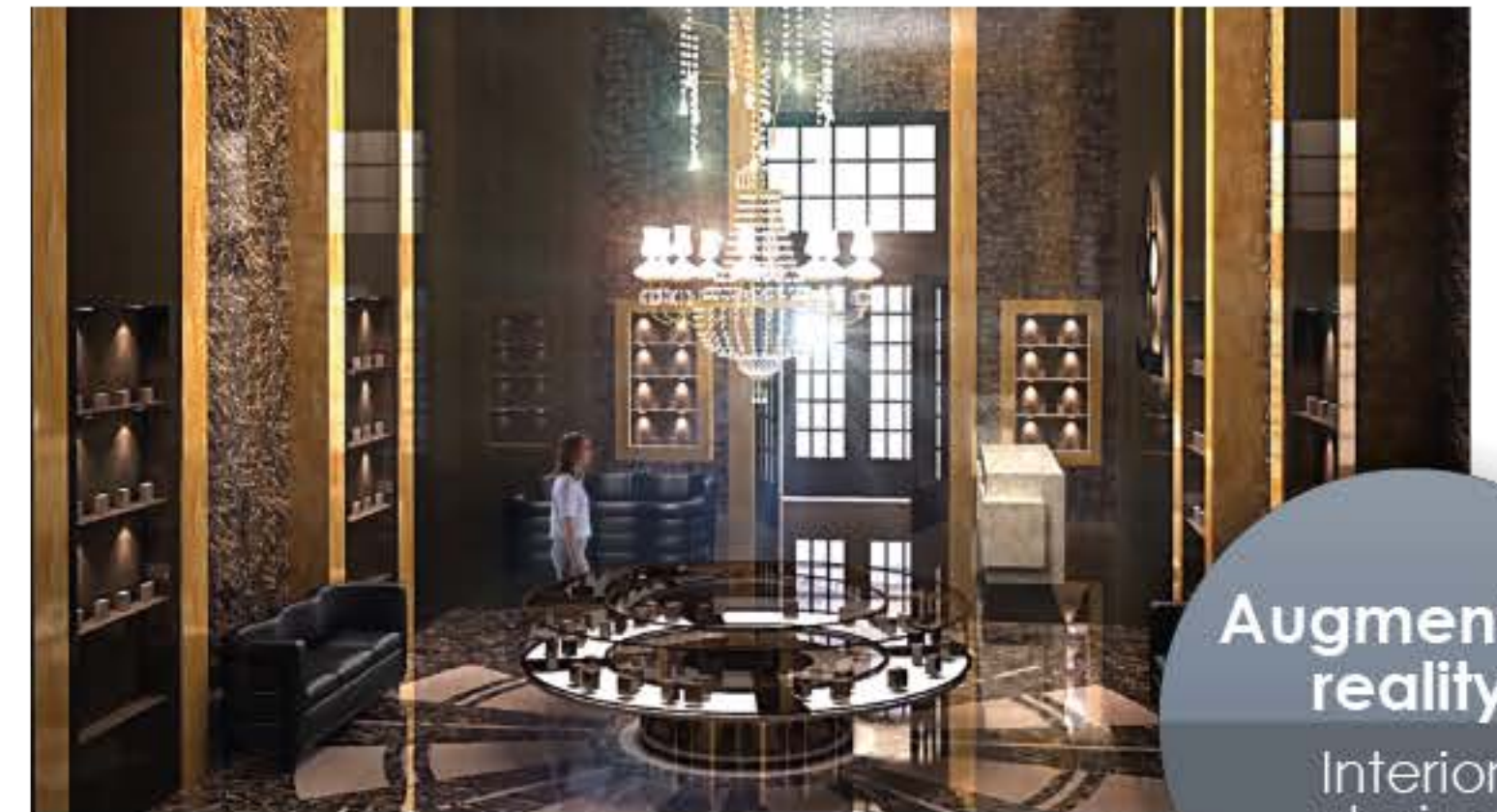




### About project:

Bugshan came to us with a brief wanting their suppliers to have an idea on what their new boutique concept would be, at a stage where the brand didn't have its identity and the physical shop hadn't existed yet.

By leading and collaborating with a team of architects & interior designers, we designed a 3D luxurious spacial experience. Overall, incorporating our unique and brand-centric vision for the flagship store.



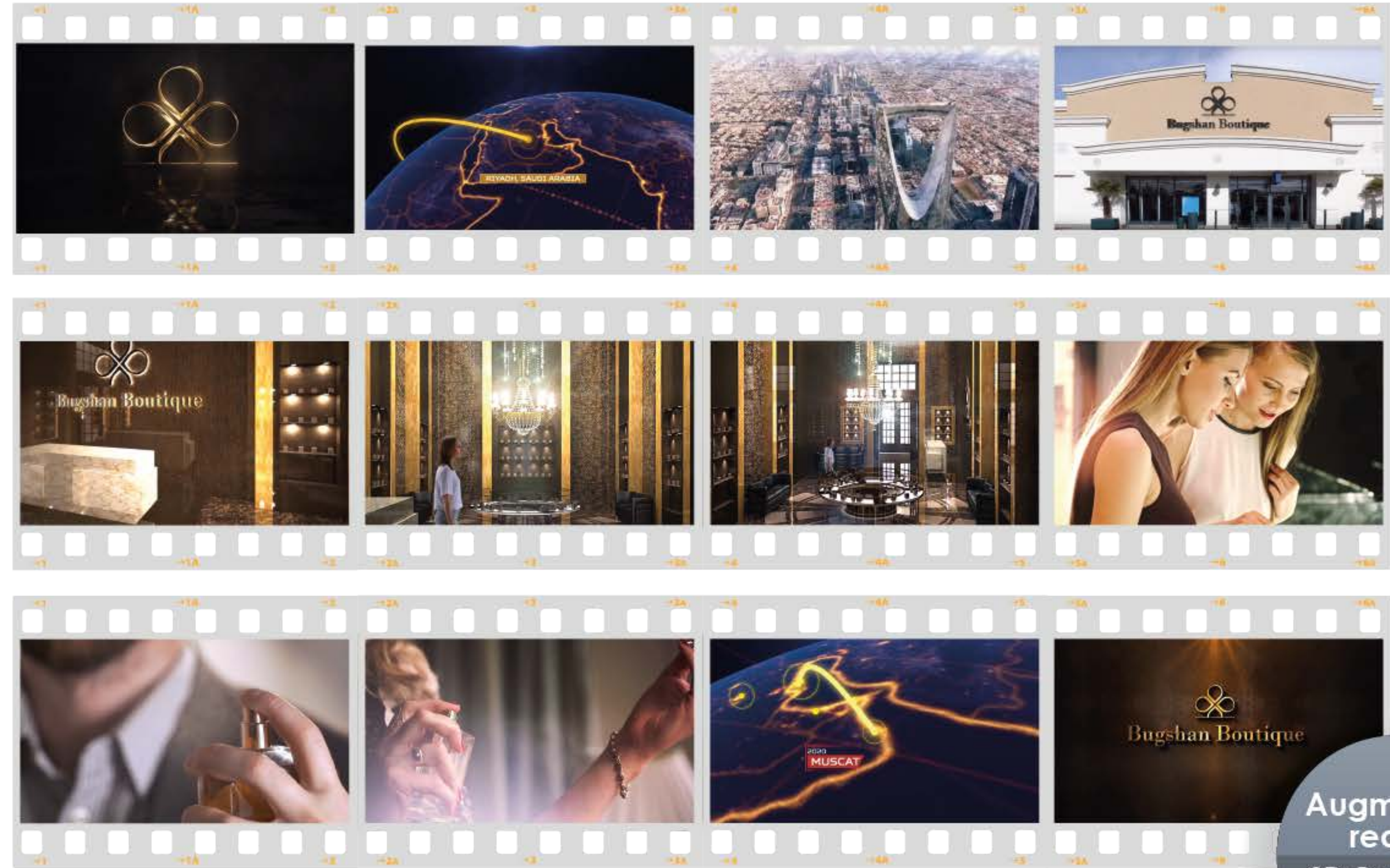
Augmented  
reality  
Interior  
design





Moreover, to bring the designed store to life, we shot models on chroma screens and embedded them in the set-up. Hence highlighting glimpses of the store's walkthrough by potential customers interacting with the space and products, in a real and authentic manner.

We went above and beyond by developing this project into a 3D model of virtual reality experience where suppliers were handed a VR mask and were able to experience the store first hand: as if they were taking a real tour inside the shop, by standing, walking and overall stimulating their senses.



<https://www.youtube.com/watch?v=mB7OnSyywEg>

Augmented  
reality  
3D Corporate  
video



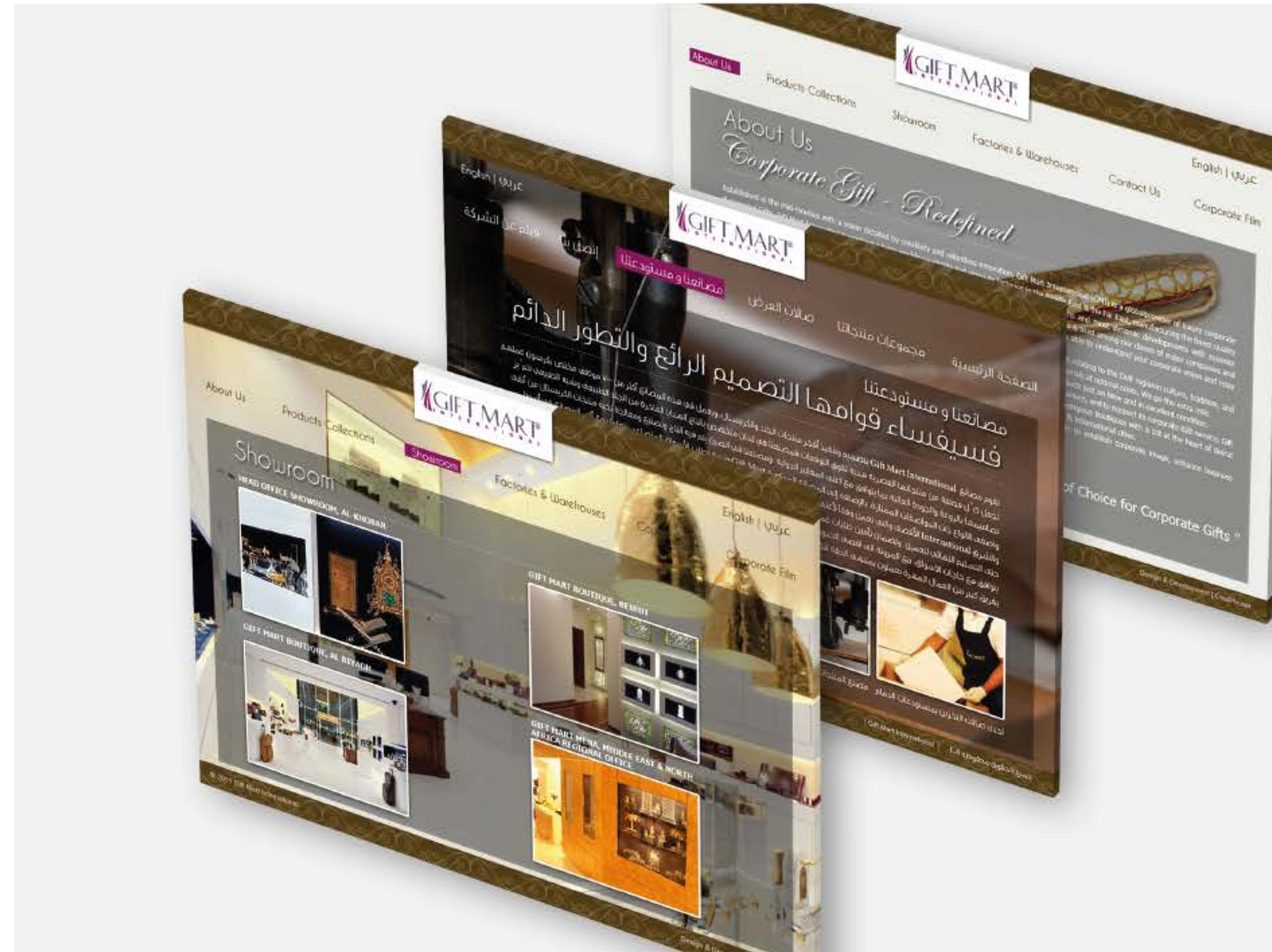


Based in Saudi Arabia, GMI is a **physical and online store** that manufactures a variety of products such as gifts, souvenirs and trophies reflecting the heritage, traditions, and landscapes of the Gulf region and Arab Countries.

### About project:

We designed a developed GMI's website to introduce the brand and its array of products.

The website features an online retail shop for shopping accessibility and practicality. Overall, the shopping experiences becomes optimal for online customers.



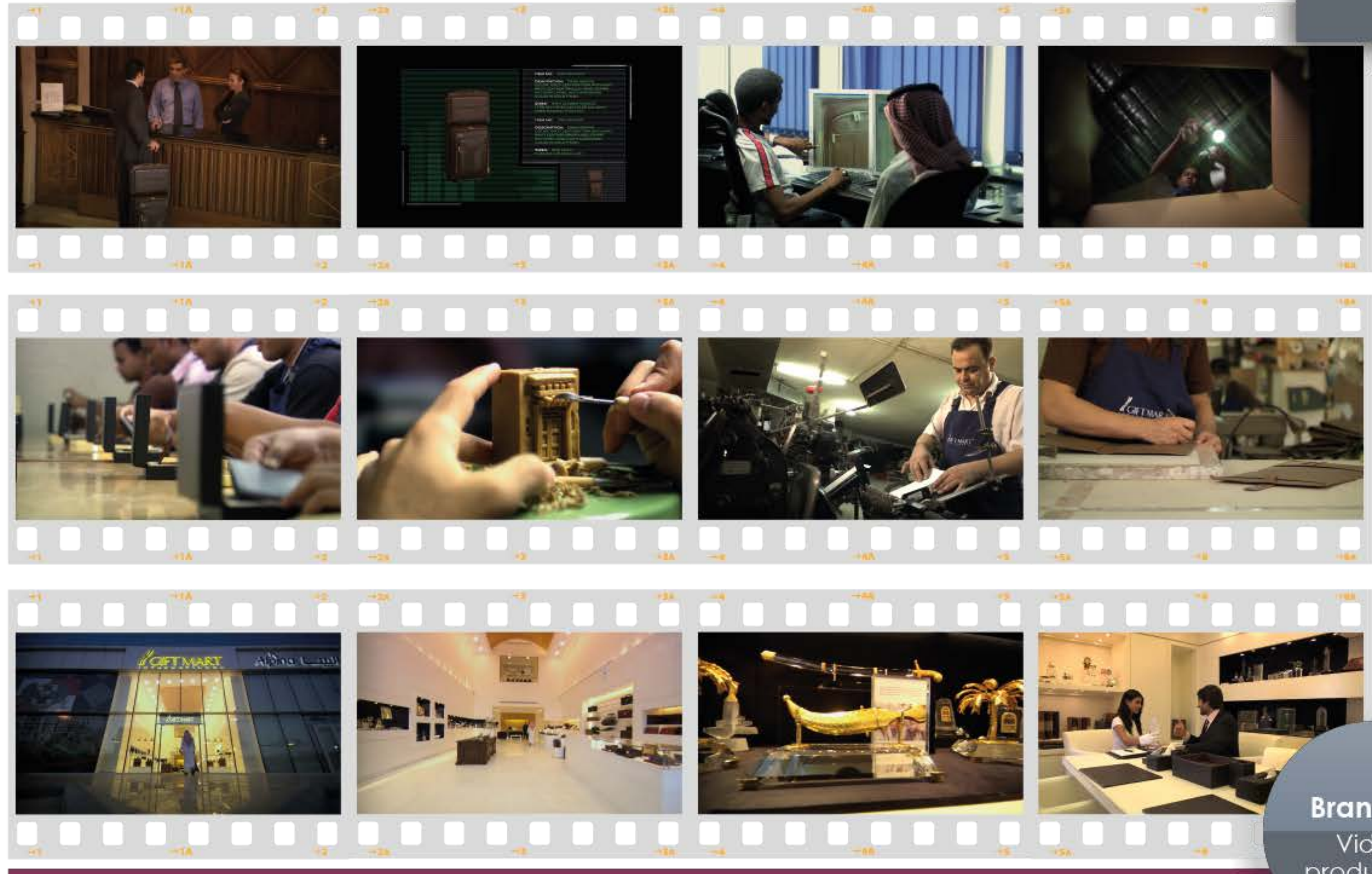
**Branding**  
Web design  
& development





### About project:

We've fully video produced the GMI's advertising campaign (from pre-production to shooting and post-production.) This video acts as an advertising tool for sales representatives to grab the customers attention. It introduces the brands services throughout a walkthrough across the various selling points of the Company. Overall, the story reflects the brand culture and values. The video ad was featured on the store's TVs. We've also delivered an auto-run multimedia experience.



**Branding**  
Video  
production





MAGNIFICENT CREATIONS  
روائع إبداعية

Based in Saudi Arabia, Magnificent Creations is an outside-of-the box concept creator **event agency** with the mission of making the most outstanding fairytales come true.

#### About the project:

Starting with a *strategic consultancy* plan, moving to crafting an extravagant *brand identity* and eloquent *communication materials* through a company profile that highlights the brand's story, vision, values and services.



**Branding**  
Logo design  
& concept  
creation





Transmed is a **full service distributor**, managing and controlling the entire distribution value chain. Our services cover supply chain, logistics, distribution, sales and promotions with best in class execution. (source: transmed)

### About project:

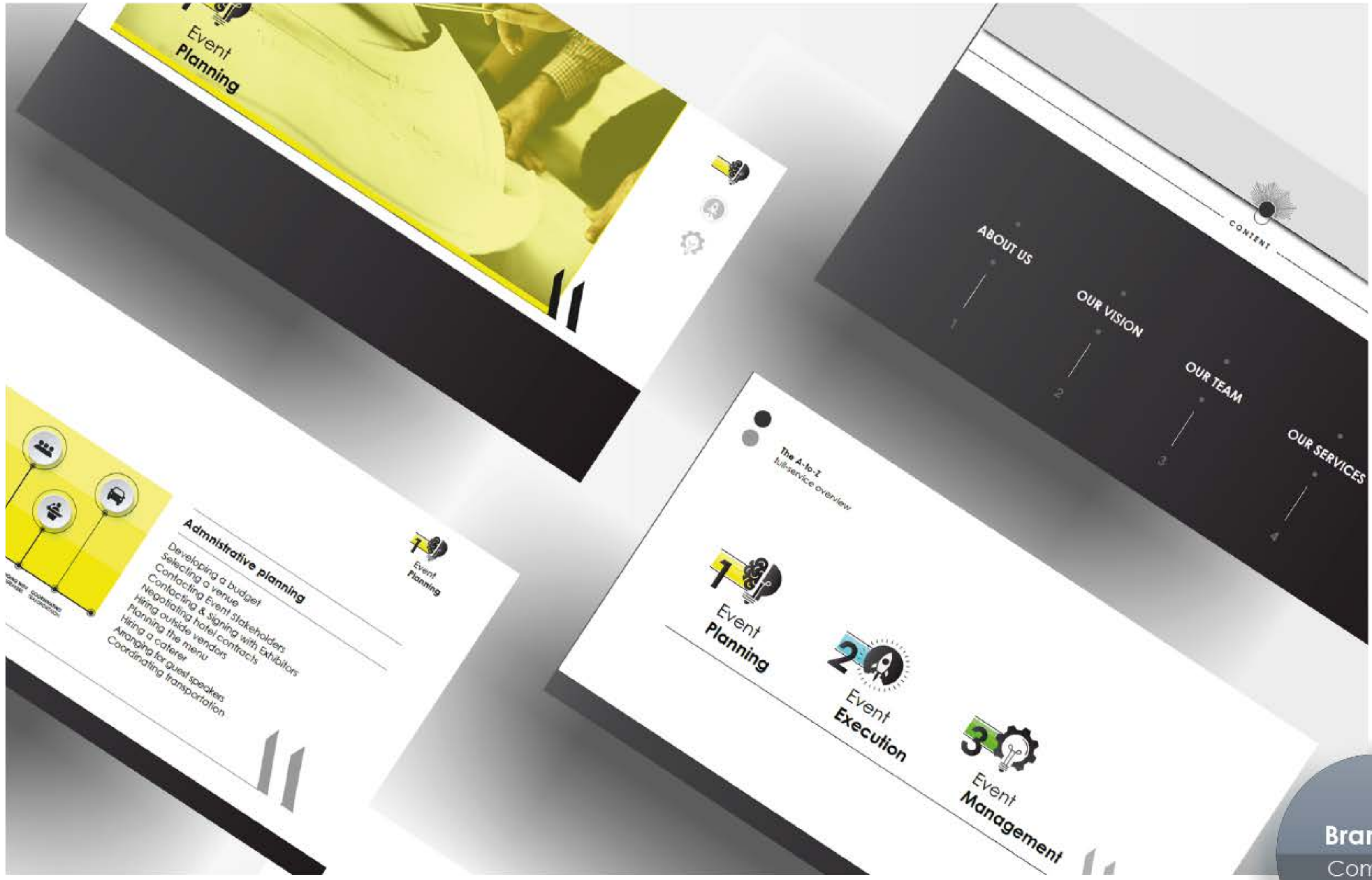
A 2D animated corporate company profile to interactively tell the history, vision, values and services of the well-established Transmed company. Using a mix of illustrations and neat infographics, the video is divided through flowing chapters to communicate the story. The video is accompanied by a professional voice over that adds versatility through its range of intonations.



Branding  
2D animation

<https://www.youtube.com/watch?v=A1JYvOV2odk&t=16s>





**Branding**  
Company profile

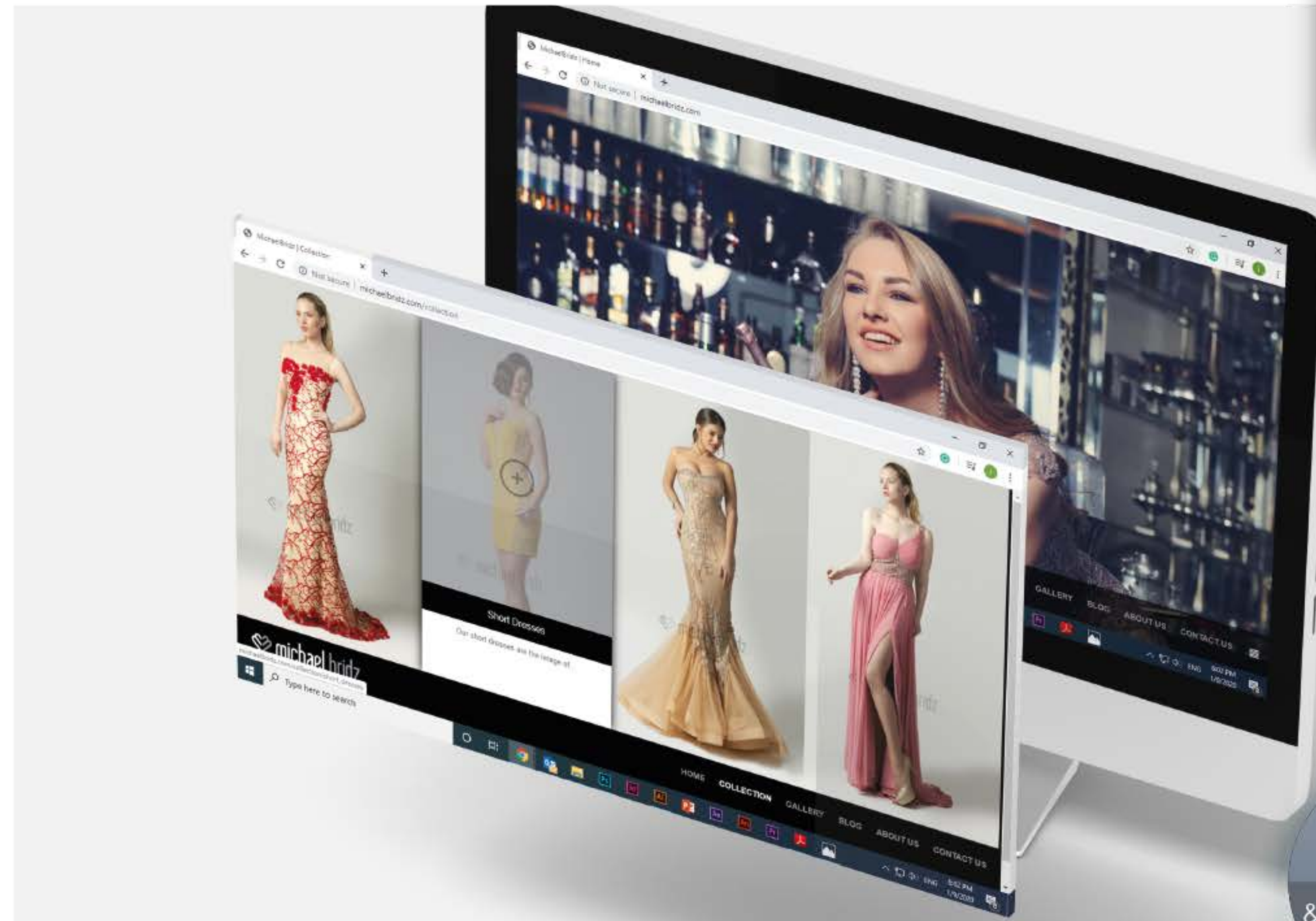




Michael Bridz' is a fashion house shaping the latest fashion trends into dresses for women who aspire to be phenomenal and dare to be breathtaking.

#### About project:

We shaped the full brand's identity from logo design, to fashion photography to web design and development. Based on the company's initials M & B. The shapes used are inspired of the dressing drapes found in evening wear.



**Branding**  
Web design  
& development





♥ michael bridz  
www.michaelbridz.com



♥ michael bridz  
www.michaelbridz.com



♥ michael bridz  
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Branding  
Social  
media





**Photography**  
Styling & fashion  
photography





## SARA GHARZEDDINE

Sara Gharzeddine Couture is a **Lebanese fashion design house** based in Beirut offering classic couture evening dresses.

### About project:

Our role was to craft and launch this new fashion brand: from logo design, to fashion photography. We crafted an elegantly shaped brand identity by overlapping the two initials in lower case format 's' and 'g'. The curvatures in the shapes amplify a woman's body and femininity. The color used represent the common skin tone of Lebanese women.



**Branding**  
Logo design  
& stationery





The matte and beige finishings feel timeless chic. An elegant set of stationary elements was produced according to the identity. As well as a dreamy fashion photography shoot capturing the garment's finest details.



**Branding**  
Fashion  
photography





3d scales is a Lebanese company dedicated into bringing **3d printing** to the next level.

**About the project:**

The launch of a new brand through an *A-to-Z full-service* turn-key project:

From brand consultancy to brand identity, perception and visibility through an array of contextual physical and digital touchpoints.



A-Z

A-to-Z  
Logo design





A-to-Z  
Social  
media







A-to-Z  
Catalogue  
design





A-Z



A-to-Z  
Event  
management





## Swiss Smart Systems

Swiss Smart Systems is a **high-tech system integration house** engaged in a wide range of homeland security throughout the world.

### About the project:

This project consisted of building this brand from scratch and bringing it to life through the creation of its identity and forging its visibility by communicating it to its audience through physical and online channels: From brand identity, to stationery, company profile and web-design and development.



**Branding**  
Logo design





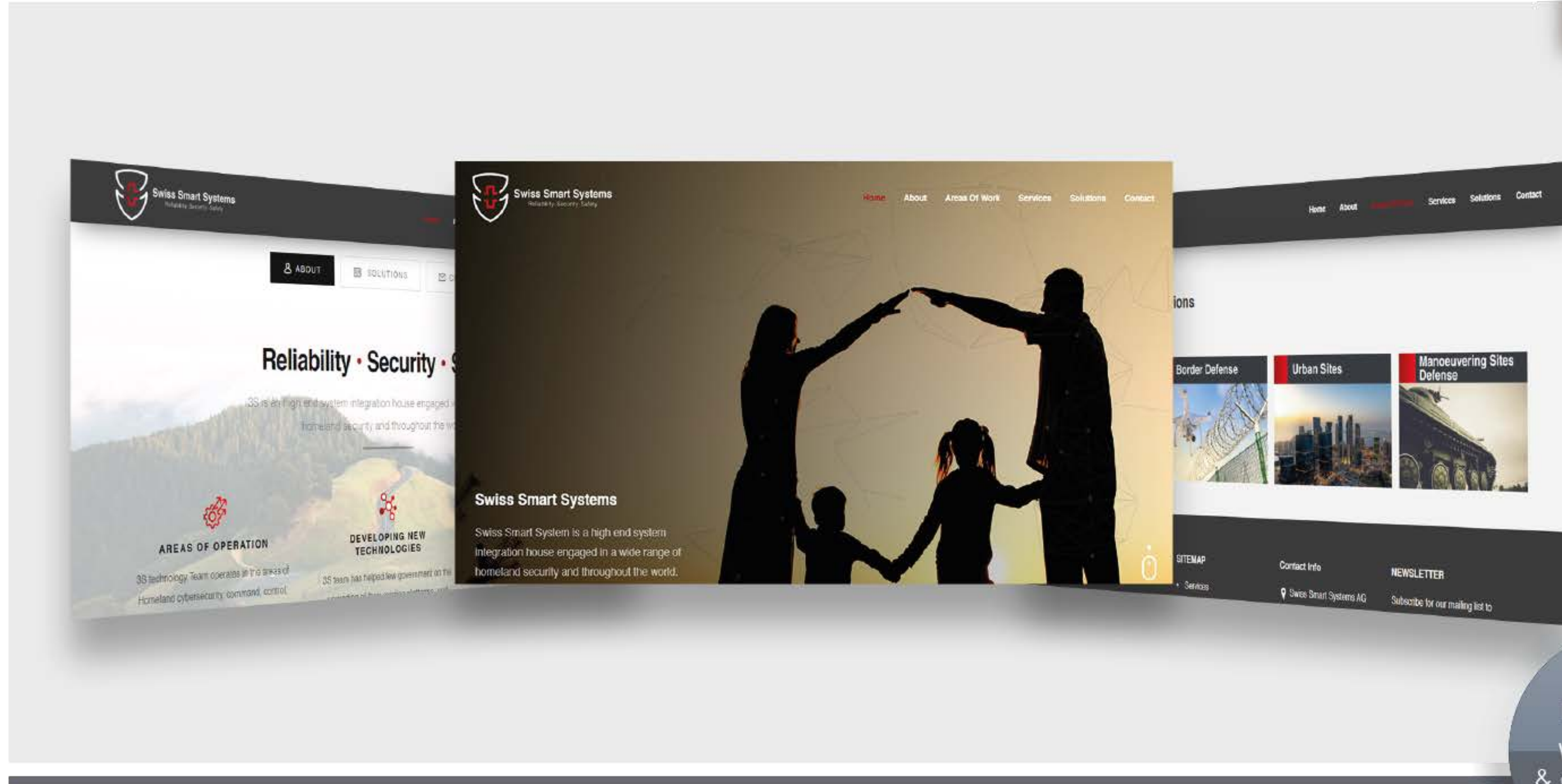
Branding  
Stationery





**Branding**  
Stationery





**Branding**  
Web design  
& development





Qatari ministry of interior is leading in the internal development projects & training for its staff.

**About the project:**

As a part of their development program, MOI held a training workshops in collaboration with international military centers, where we have took part in branding this event and creating training & concept presentations.



**Branding**  
Presentation





### About the project:

A presentation branded through structured, systematic and compelling visuals in order to help clarify internal concepts. It was designed with the intention of presenting the necessary written data while balancing it with a consistent branding color palette, shapes and images. Overall, maintaining an identity and communicating the information to the audience in a user-friendly flow.



Branding  
Presentation





Member of Alzabar Holding Group, TawazunEnvironmental CO. is an **environmental company** based in Saudi Arabia that provides service of *industrial wastes treatment and disposal* with its all damages to the environment.

#### About the project:

A company profile to introduce Tawazun's business, solutions and services.

We opted for visuals that reflect environmental care, vitality and growth which all are deeply rooted in the company's mission, vision and values.



**Branding**  
Company profile





Branding  
Company  
profile

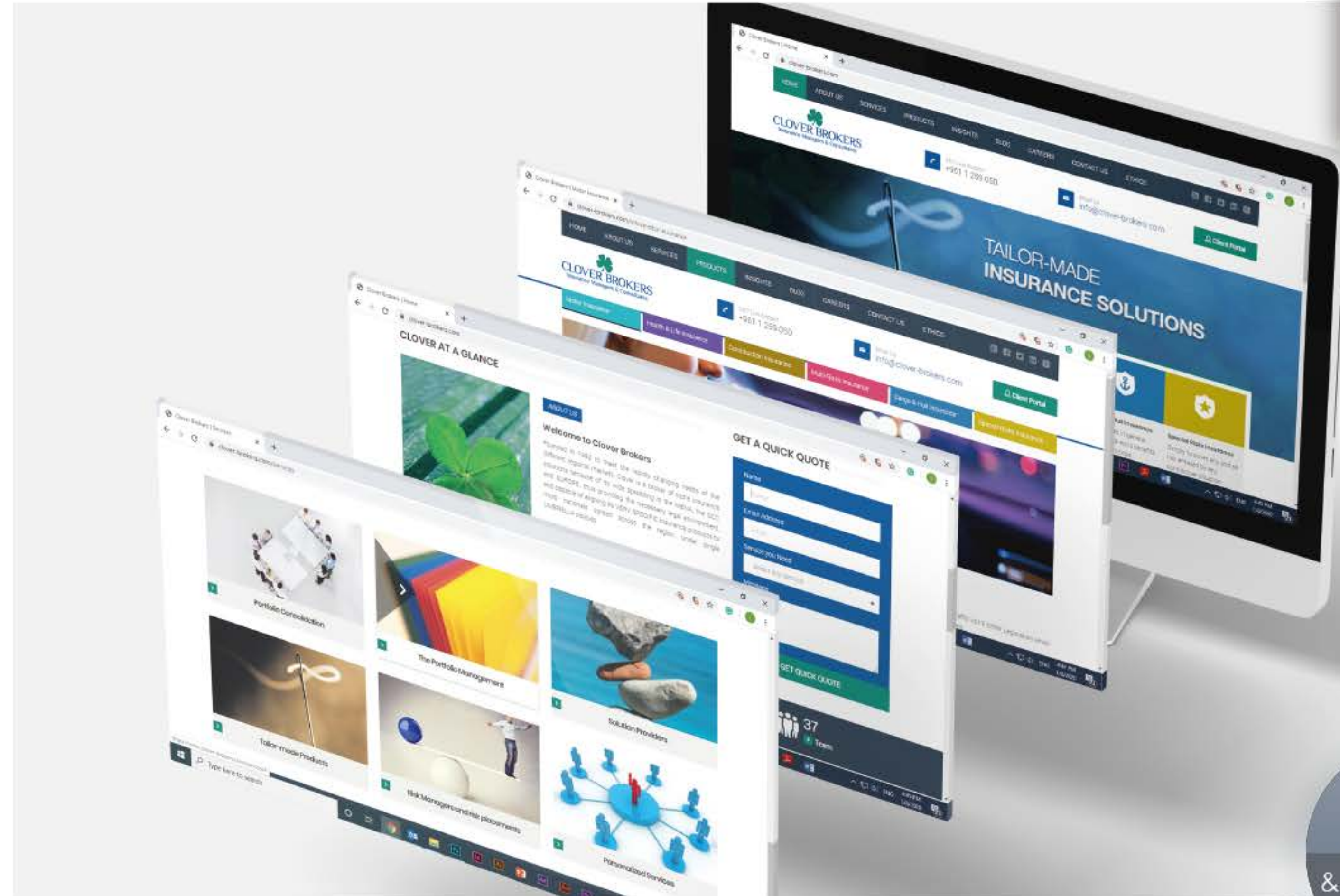




Clover Brokers is a **brokers company** positioned among the regional players as specialist in the creation of tailor made solutions to corporate businesses having a multi presence in a single territory or spread across borders. (source: clover brokers)

### About project:

We designed and developed a user-friendly website to bring light and awareness to the brand, and the services it offers in an organized, easy-to-read, visual structure. By presenting information in an efficient way, the customers enjoy a friendly and agreeable web-experience.



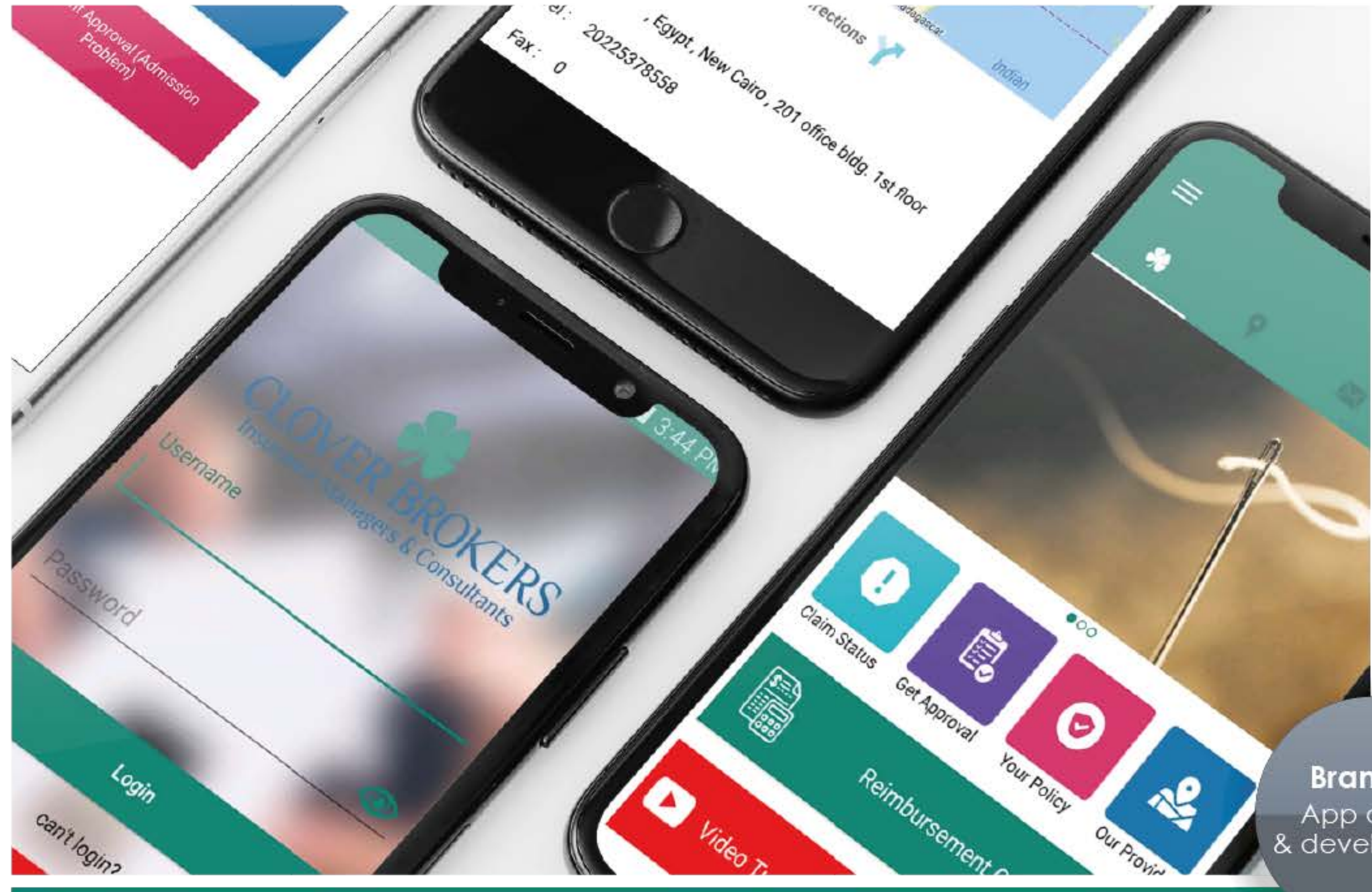
**Branding**  
Web design  
& development





### About project:

Moreover, we developed a mobile app experience to strengthen customer engagement and brings brand's accessibility. Overall, this increases the chances of customer/brand interaction and boosts sales opportunities.



**Branding**  
App design  
& development





### Other Branding Projects

Moreover here's a list of brand identity and logo design of brands we collaborated with over the years







## Lebanon

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