



**/ WP Brand Consultancy**

# Humanizing Businesses

## About

**WP Brand Consultancy**  
Company Credentials

Branding & Digital Marketing Profile

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## Information

@ [www.instagram.com/wp\\_branding](http://www.instagram.com/wp_branding)  
f [www.facebook.com/wpbrandingbureau](http://www.facebook.com/wpbrandingbureau)

[www.whitepawns.net](http://www.whitepawns.net) (Currently under construction)



# Contents

**01**

**About WP**

Company Introduction

**02**

**Core Purpose**

The Why

**03**

**Story**

The How

**04**

**Clientele**

Past and current clients

**05**

**Methodolgy**

Our framwork guide process

**06**

**Awards & Features**

Success Stories

**07**

**The Crew**

Our Team

**08**

**Scope of Services**

Our offerings' brief

**09**

**Case Studies**

Branding Strategy and  
Design case studies

**10**

**Visual Collection**

Digital & Print advertising

**11**

**Testimonials**

What they say



# 01 | About WP

WP is an award-winning branding advocate that provides brand-centered services to partners who seek unique market presence and positioning.

Our portfolio houses brands across major sectors that include but are not limited to FMCG, education, finance, F&B and automotive.

Our company is brought forth by team players, fighters, exceptional artists, young thinkers with empty cups and fresh minds, ready for new strategies and movements.



**/ WP Brand Consultancy**

**Location**

6th of October City

**Country**

Egypt

**Established**

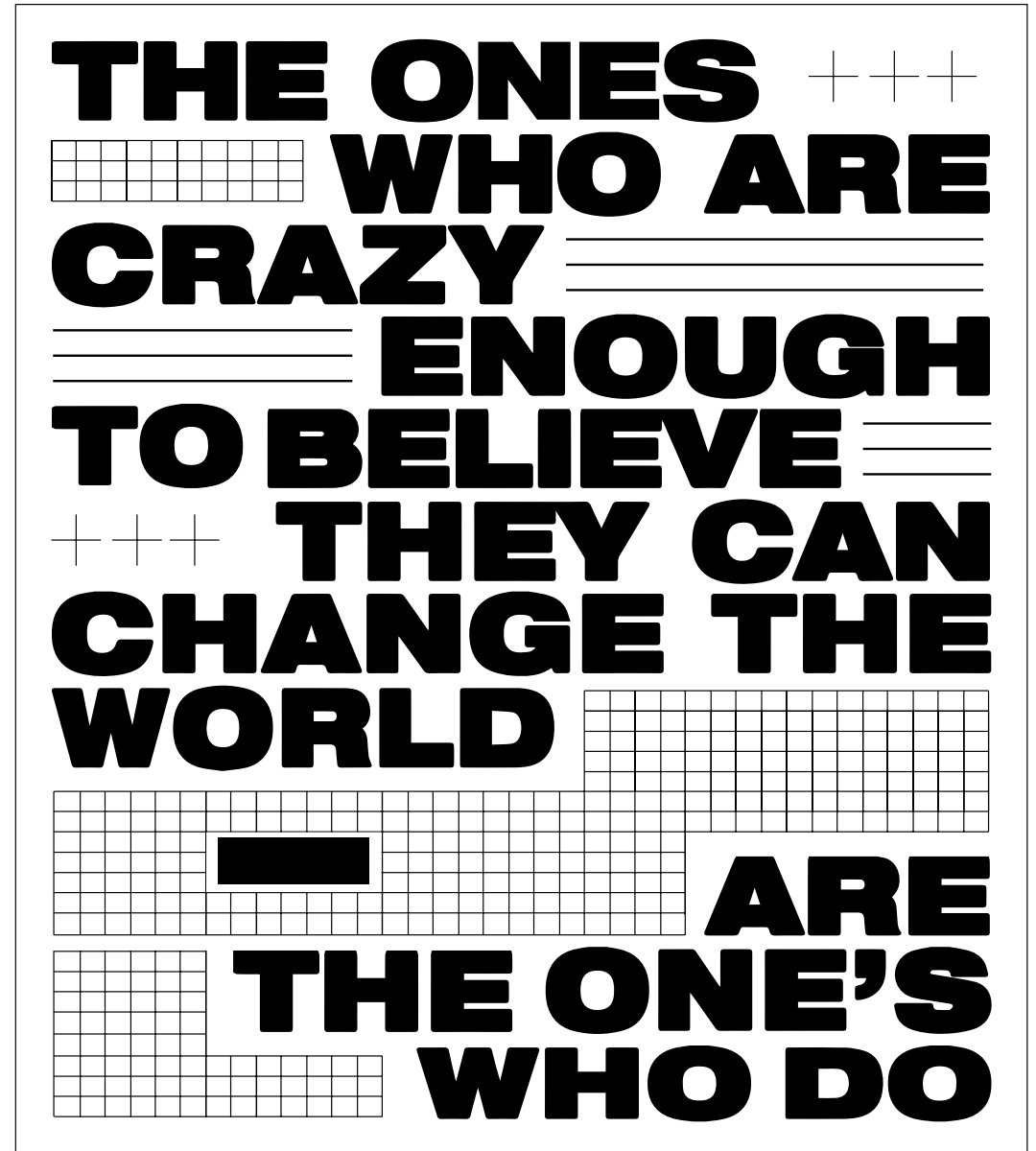
2018

## 02 | Core Purpose

To help businesses humanize their experiences by building powerful brands that inspire people through positive values, cleverly communicated to impact organizations and communities..

**We embrace brands who rally identity, culture and presence to a common purpose**

Purpose-driven companies witness higher market share gains and grow three times faster on average than their competitors, all while achieving higher workforce and customer satisfaction.



## 03 | Our Story

WP was founded by Omar saraya. His path began with graduation from the faculty of arts and a passion for graphic design. Seeking creativity and fun made falling in love with his work easy, but something was missing. Advertising on its own was incapable of delivering the messages he had in mind for his work. He powered through, but he knew he needed to seek a grander approach to his craft.

The advertising scene is full of forward flashy ads that are more commercial and less depth insight to value and purpose. With little impact on people's lives and the environment and little regard to the brand being represented, it is no wonder that some products pay fortunes and get little in return, lots of money floating aimlessly!

After observing this repeatedly throughout the course of our career, we came to realize that most of the time, brand health, perception and experience was missing from equation; we were building skyscrapers with no foundations. It was high time we began putting strategy before tactics and execution. It was time to act.

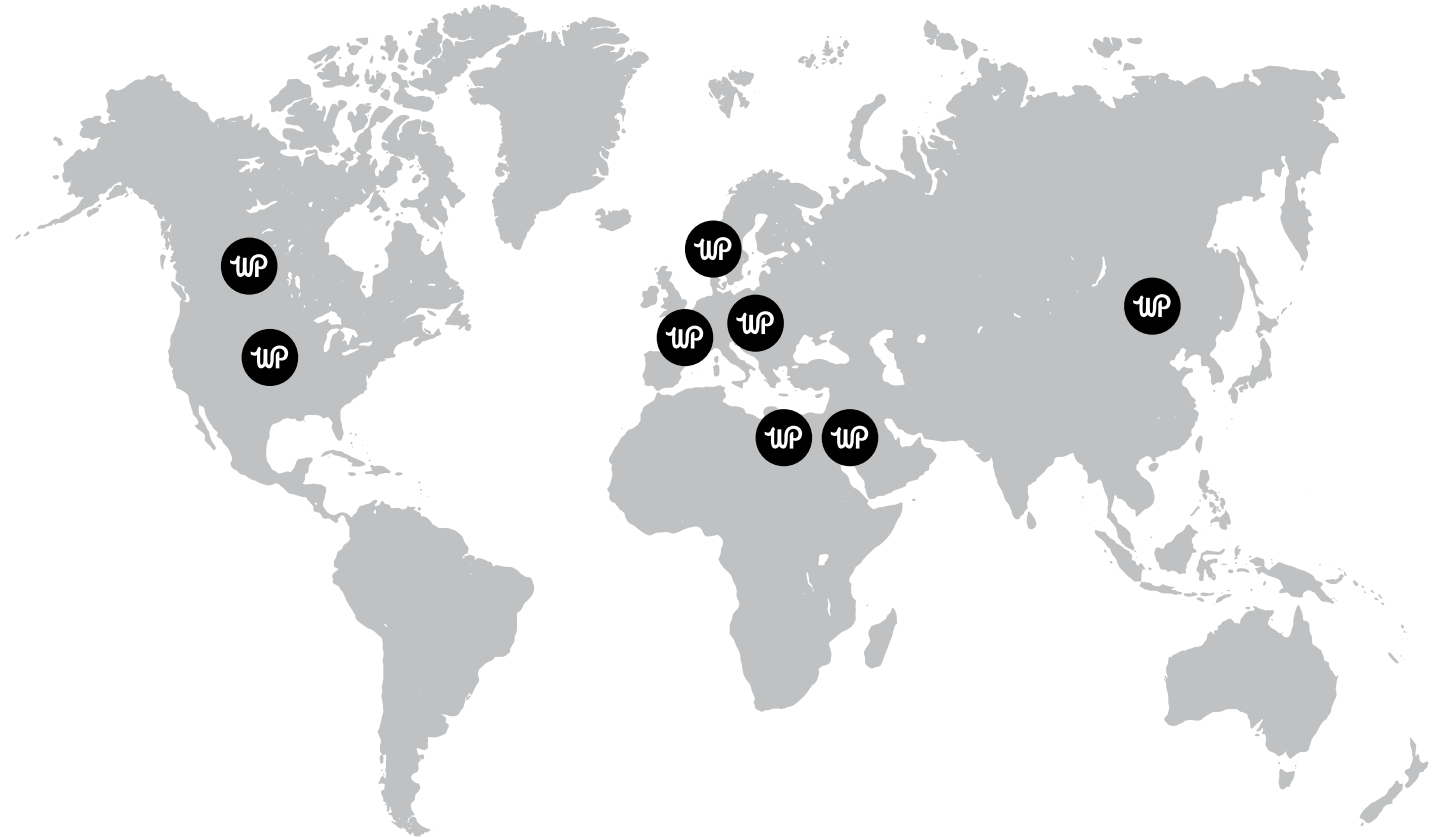
The decision was to launch WP, and agency that is specialized in branding where it's a science that requires thorough knowledge, the product of which is delivering true value and exemplary experiences to brand owners.

# 04 | Clientele

Our combined 15 years of experience in branding and marketing communications include local and global markets.

## Past and current accounts as WP and as our team:

- Sky Investments
- Wataniya Insurance (KSA)
- Polestar (KSA)
- Kemet
- Americana
- Delemar
- Mcdonalds
- Juhayna
- Nestle
- Beyti al Marai
- Prima Cheese
- Nescafe
- Bonjorno Coffee
- Mazaq Coffee
- Jotun Paints
- Palm Hills Developments
- Sodic Development
- Dunes Capital Group
- Procter & Gambel
- Unileaver
- Etisalat
- Vodafone
- Orange
- Alianz Insurance
- HSBC
- NSGB
- CIB
- VW Group
- MINI
- Toyota.
- University of Canada
- Money Fellows
- White Point



## 05 | Methodology



**Consumers are now empowered with information, we call it the age of the customer.**

It's a shift – it's a migration of information away from the walled boundaries of brands to a much more democratic approach.



**To be effective, we need to  
converse with people in a  
manner that stimulates  
their emotions.**



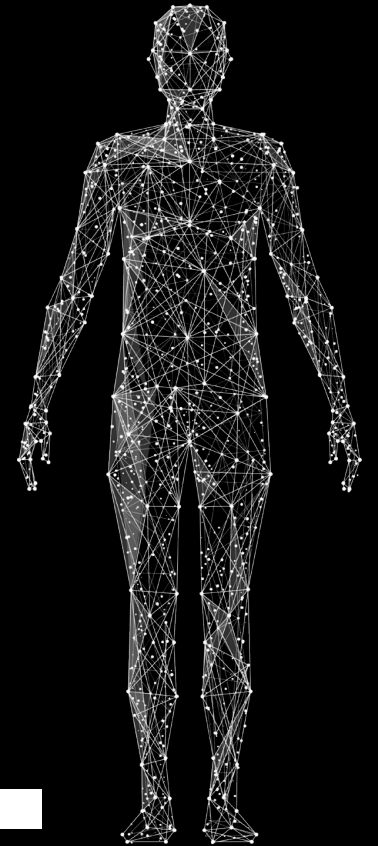
**We need to be more human.**

**The Human Model<sup>®</sup> by WP**

Our Framework guide process

# The Human Model

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# The Human Model<sup>®</sup> by WP

Our Framework guide process



## Audit and Discovery

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To create a successful brand that delivers value to customers and stakeholders, one must create a solid foundation for the development stage by understanding the environment where the brand exists, which we structure through five fundamental lenses.

## Brand Development

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Based on the fundamental elements established in the development stage, the brand acquires clear texture both strategically and aesthetically.

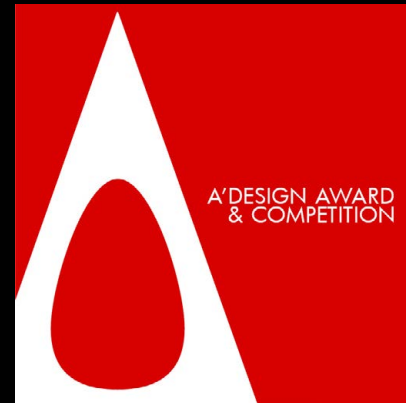
## Implementation Strategy

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The brand starts engaging with its customers through the tactics of marketing and advertising.

## 06 | Awards & Features

It's not the destination but the journey that is important. The award is not the goal. Great work is the goal. By appeasing our need to "win," we can push ourselves to produce higher quality work.



WORLD BRAND  
DESIGN SOCIETY  
AWARDS

### Featured in:

- Creativesmind
- Branding2thebasics
- Furia Mag
- Dailyinspration.nl
- The Marketing Magazine
- The Designers Meetings
- 1designperday.com
- Dailyinspration.nl
- Daily Inspirations
- The Grid Soup
- Veengle
- Kckrs.com
- Tell.la
- Tiefighters.com
- Omaha.com

# 07 | The Crew

“If you hire people just because they can do a job, they’ll work for your money. But if you hire people who believe what you believe, they’ll work for you with blood and sweat and tears.”

– Simon Sinek,  
author & speaker



**Omar Saraya**  
MD & Brand Strategist

Omar is a brand strategist and ex-creative director with over 2 decades of experience in branding and advertising, specialized in building and growing brands, with an experience that involves running creative divisions and managing teams and projects in the pursuit of developing communication strategies and creative concepts that help grow brands and drive businesses.



**Ahmed El Sheikh**  
Creative Director

Ahmed is a visionary Creative Director at Stellar Brandworks, celebrated for her exceptional ability to orchestrate imaginative and strategically resonant brand experiences. With over two decades of expertise in the world of branding and design.

Ahmed draws inspiration from her world travels, art exhibitions, and a love for storytelling through various media. His passion for the fusion of art and commerce continues to push the boundaries of excellence at WP.



**Yousra Salem**  
Account Director

Yousra is an Account director with over a decade of experience in client management through different scopes such as branding, marketing and advertising, Holding a degree in marketing at the American University in Cairo.

As an Account Director, Yousra helps oversee strategy and creative direction for WP’s clients demonstrating a versatile skill set and an ability to adapt to different market demands.



**Salma El Rashidi**  
Sr. Account Manager

Salma excels as a Sr. Account Manager in the fast-paced world of branding and advertising. Holding a degree in mass com at the MSA in Cairo, Salma brings 5 years of industry experience to the table.

Salma has successfully managed accounts across various sectors, including retail, technology, finance, real estate and FMCG.



### **Mohmed Fathy**

Digital Marketing Manager

Mohamed a seasoned Social Media and Digital Manager, known for crafting impactful digital strategies in the branding and advertising arena. Mahmoud brings a rich blend of creativity and digital savvy to WP.

Mohamed is passionate about staying ahead of digital trends, and his innovative approaches have been key in navigating the ever-evolving digital landscape.



### **Ahmed Ibrahim**

Art Director

Ahmed is an accomplished and visionary Art Director at WP Branding, recognized for his exceptional ability to transform concepts into captivating visual narratives. With more than a decade of experience in the realm of branding and design,

Ahmed has solidified himself as a driving force behind some of the agency’s most influential and successful campaigns.



### **Mahmoud Saudi**

Sr. Graphic Designer

Mahmoud is a multidisciplinary designer who aims to craft engaging, fun, marketable designs focused on strong imagery, typography, information hierarchy, and effective communication.

Outside the office, much of his time is spent sketching and illustrating cool stuff.



### **Marie Chaker**

Sr. Graphic Designer

Marie is aa Sr. Graphic Designer with a passion for all things visual and creative. Holding a degree in branding at the German University in Cairo, Marie is an avid reader of branding blogs and articles and lover of art, she highly reveres the power of storytelling and likes to bring a narrative into her design work.

Marie welcomes a challenge, finding the constant problem-solving that comes with design an opportunity to grow.



### **Donia Mostafa**

Sr. Graphic Designer

Donia is a Sr. Graphic Designer With a vibrant blend of creativity and strategic thinking, Donia holds a degree in branding at the German University in Cairo and specializes in transforming client visions into compelling visual narratives.

Renowned for a keen eye for detail and a passion for typography and color theory, Donia’s designs are not only aesthetically pleasing but also strategically sound.

Branding, Digital Marketing, Web, UI & UX Development

SERVICE	DELIVERABLES
<b>BRAND STRATEGY</b>	<ul style="list-style-type: none"> <li>• <b>Brand discovery and audit:</b> Assessment of current brand positioning and perception.</li> <li>• <b>Brand positioning:</b> Defining the unique space a brand should occupy in the market.</li> <li>• <b>Target audience research:</b> Understanding the demographics, behaviors, and motivations of the intended market.</li> <li>• <b>Brand Story &amp; Values:</b> Crafting a story that communicates the brand's purpose, values and vision.</li> <li>• <b>Tonality and Archetype:</b> Establishing a consistent tone and character for brand communications.</li> <li>• <b>Naming Strategy &amp; Brand Architecture:</b> Development of a brand's name and the structure of its portfolio.</li> <li>• <b>Messaging Architecture:</b> A framework to define and articulate communication messages for clarity and consistency.</li> </ul>
<b>BRAND IDENTITY</b>	<ul style="list-style-type: none"> <li>• <b>Logo Design:</b> A distinctive and memorable visual symbol for the brand.</li> <li>• <b>Visual Identity:</b> A consistent aesthetic style that supports the brand identity in imagery, iconography, and graphics.</li> <li>• <b>Brand Guidelines/Style Guide:</b> A comprehensive manual that dictates the usage and general rules of brand elements.</li> <li>• <b>Brand Collaterals:</b> Stationary Items and marketing applications that communicates the brand's corporate image.</li> </ul>
<b>BRAND COMMUNICATION</b>	<ul style="list-style-type: none"> <li>• <b>Online advertising:</b> Crafting and engaging advertisements for digital platforms.</li> <li>• <b>Print advertising (Outdoor &amp; Indoor):</b> Designing captivating visuals for billboards, transit ads, and indoor spaces.</li> <li>• <b>Exhibition and event design:</b> Booth designs for events and exhibitions.</li> </ul>
<b>PACKAGING</b>	<ul style="list-style-type: none"> <li>• <b>Packaging and Visual Identity Design:</b> layout and Identity design including visual elements and packaging mockups.</li> <li>• <b>Prototyping:</b> Producing prototypes for efficient design testing and refinement.</li> <li>• <b>Production support:</b> Overseeing the manufacturing process and ensuring quality.</li> </ul>
<b>COMPANY PROFILE / CATALOGUE</b>	<ul style="list-style-type: none"> <li>• <b>Content Strategy:</b> A plan that details the types of content to be included in the profile.</li> <li>• <b>Image Retouching:</b> Retouching the company's image assets. (Image purchases are charged separately)</li> <li>• <b>Copywriting:</b> Professionally written text for product/service descriptions, introductions, and any other textual content.</li> <li>• <b>Design and Layout:</b> The visual design of page layouts, product placement, use of colors, and typography.</li> </ul>
<b>BRAND MANAGEMENT</b>	<ul style="list-style-type: none"> <li>• <b>Brand consultancy:</b> Tailoring strategic advice to shape and refine your identity, positioning, and voice in the market.</li> <li>• <b>Reputation and Crisis management:</b> Offering rapid response solutions and strategies to protect brand's reputation.</li> <li>• <b>Brand audits and assessments:</b> Conducting thorough evaluations of your brand's performance.</li> </ul>

BRANDING



SERVICE	DELIVERABLES
<b>DIGITAL STRATEGY</b>	<ul style="list-style-type: none"> <li>• <b>Communication Strategy:</b> Platform-specific strategy development to meet business objectives.</li> <li>• <b>Market Research:</b> Competitive analysis and social listening to understand industry trends.</li> <li>• <b>Content Strategy:</b> Content planning and editorial calendar development.</li> <li>• <b>Growth Strategies:</b> Influencer partnership and collaboration planning.</li> </ul>
<b>CONTENT MANAGEMENT</b>	<ul style="list-style-type: none"> <li>• <b>Content Creation:</b> Copywriting and content creation aligned with SEO best practices.</li> <li>• <b>Design Execution:</b> Designing custom graphics, animations, and videos tailored to each social platform.</li> <li>• <b>Production:</b> Photography and videography services for content production (Charged Separately)</li> </ul>
<b>PUBLISHING AND SCHEDULING</b>	<ul style="list-style-type: none"> <li>• <b>Content Calendar:</b> Scheduling posts according to an agreed monthly calendar.</li> <li>• <b>Posting:</b> Timely publication of content to coincide with peak activity across multiple social media platforms.</li> </ul>
<b>MEDIA BUYING</b>	<ul style="list-style-type: none"> <li>• <b>Platform Analysis and Selection:</b> Evaluating most suitable platforms based on target audience, goals and budget.</li> <li>• <b>Campaign Planning:</b> Strategic planning of campaigns, including setting objectives, choosing formats and scheduling.</li> <li>• <b>Testing and Iteration:</b> Conducting tests on various elements of ad campaigns, including targeting criteria.</li> <li>• <b>Bidding Strategies and Optimization:</b> Implementing effective bidding strategies for ad placements.</li> <li>• <b>Budget Allocation and Management:</b> Determining the optimal budget distribution across campaigns and platforms, managing spend to maximize return on investment.</li> </ul>
<b>COMMUNITY MANAGEMENT</b>	<ul style="list-style-type: none"> <li>• <b>Community Engagement:</b> Engaging with followers and building community relations.</li> <li>• <b>Response and Reply:</b> Handling comments, messages, and customer inquiries withing working hours.</li> </ul>
<b>ANALYSIS AND REPORTING</b>	<ul style="list-style-type: none"> <li>• <b>Monthly/Weekly Reports:</b> Providing detailed reports on campaign performance, engagement, reach, and ROI.</li> <li>• <b>Insight Analysis:</b> Offering insights and recommendations based on data analysis and trends observed.</li> </ul>

SERVICE	DELIVERABLES
<p><b>WEB DEVELOPMENT</b></p>	<ul style="list-style-type: none"> <li>• <b>Design:</b> Crafting videos, images, and other multimedia content tailored to the brand’s identity.</li> <li>• <b>Content Creation:</b> Developing a content strategy that aligns with the brand’s messaging and user needs.</li> <li>• <b>Front &amp; Back-end Development:</b> Developing functioning, responsive websites and strategic wire framing.</li> <li>• <b>Content Management System (CMS) Integration:</b> Implementing user-friendly CMS platforms.</li> <li>• <b>E-commerce Solutions:</b> Developing robust e-commerce platforms with secure payment integrations.</li> <li>• <b>Maintenance and Updates:</b> Providing ongoing support to ensure the website remains up-to-date, secure, and functional.</li> </ul>
<p><b>UI DESIGN</b></p>	<ul style="list-style-type: none"> <li>• <b>Interactive Design:</b> Creating engaging and interactive elements that enhance user interactions.</li> <li>• <b>Prototyping and Wireframing:</b> Building prototypes and wireframes to visualize layout and functionality.</li> <li>• <b>Responsive Application:</b> Ensuring designs are optimized across various devices and screen sizes.</li> </ul>
<p><b>UX DEVELOPMENT</b></p>	<ul style="list-style-type: none"> <li>• <b>User Journey Mapping:</b> Outlining user journeys to identify key touchpoints, objectives, and potential friction points.</li> <li>• <b>Usability Testing:</b> Testing with real users to identify usability issues and areas for improvement.</li> <li>• <b>Accessibility Compliance:</b> Ensuring accessibility to all users, complying with standards and guidelines.</li> </ul>
<p><b>ANALYTICS AND OPTIMIZATION</b></p>	<ul style="list-style-type: none"> <li>• <b>Performance Analytics:</b> Implementing analytics tools to track user behavior, engagement metrics and conversion rates.</li> <li>• <b>Search Engine Optimization (SEO):</b> Optimizing content to improve visibility and rankings in search engine results.</li> <li>• <b>Conversion Rate Optimization (CRO):</b> Analyzing data and user feedback to improve the conversion rates.</li> </ul>
<p><b>WEB/APP MANAGEMENT</b></p>	<ul style="list-style-type: none"> <li>• <b>Consultancy:</b> Tailoring strategic advice to maintain your digital presence, identity and experience.</li> <li>• <b>Reputation and Crisis management:</b> Offering rapid response solutions and to solve technical issues.</li> <li>• <b>Data Entry:</b> Ongoing support for data entry and regular edits.</li> </ul>

FMCG

# Fins Seafood

Branding & Packaging

Sea life is full of wonders, some of which can end up on our plates. Fins, the premium smoked seafood brand, approached us simply asking for a new visual identity; logo, packages, the works.

## The Inspiration

A visual identity was not enough for us, we decided to give the brand a persona. Inspired by our client's passion for sea life, we decided to integrate the fisherman character in our branding of Fins. We also came to the idea of bigger fish being more noticeable in the sea, and so we decided that the brand concept needs to be bold, large and a standout.

### Client

Fins Seafood

### Country

Egypt

### Date

April 2020

### Deliverables

Logo  
Visual Identity  
Brand Applications  
Stationary



# FINS

Premium Smoked Tuna



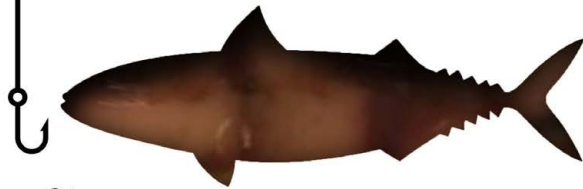
Getting enough protein keeps your tissues strong and healthy.



Premium sea food product Infused and smoked in the finest tradition of craftsmanship

# FINS

Premium Smoked Mackerel



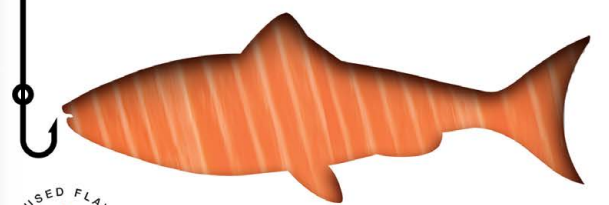
Getting enough protein keeps your tissues strong and healthy.



Premium sea food product Infused and smoked in the finest tradition of craftsmanship

# FINS

Premium Smoked Salmon



Getting enough protein keeps your tissues strong and healthy.



Premium sea food product Infused and smoked in the finest tradition of craftsmanship



# Bad Fat Pussy Cat

Bad fat Pussycat has created a smart proposition by providing various recipes that were healthy yet tasty, and by adding the perfect amount of ingredients, their plates are tasteful yet very low in calories and fat. The brand's concept inspired me give it more thought into what makes us hungry or satisfied; however, The guilt of eating fast food meals is always combined with the pleasure of the good taste, so how can we change the perception of healthy food once and for all?

We started with creating a mascot that gives the impression of good taste and real satisfaction. Watching a fat cat tells you how happy and well fed it is, and if the good taste equals guilt, then this cat should be a reckless and naughty cat.

The concept behind the choice of the typography style was based on creating a delicious and satisfying look and feel; that can be easily applied to a fast food chain, and that led to the healthy colors. The appetising colours green, yellow, and red indicate healthiness & freshness, they helped transform the identity into a healthy food chain with the fun factor of the fast food chains.

## Country

Egypt

## Deliverables

Brand Strategy

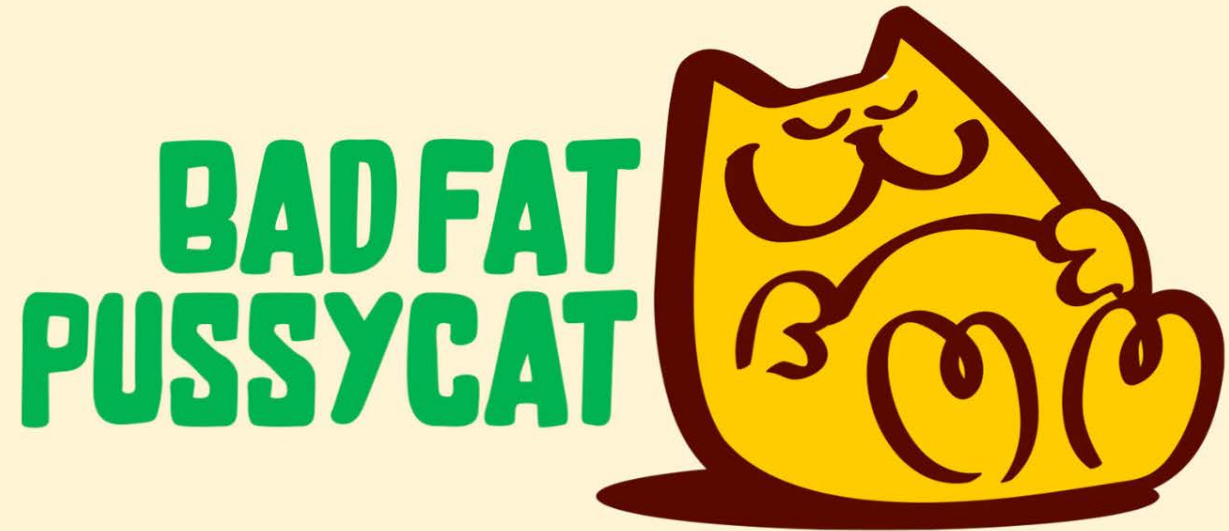
Logo & Packaging design

## Date

December 2023

Visual Identity

Brand Applications







# Carchy Chocolate

Carchy was a dream of a Saudi young lady to create a hand made chocolate with high-quality standards that can stand out in the Saudi market which became a destination of hundreds of chocolate brands, Carchy is a brand that offers the pleasure of real crunchy chocolate, the challenge was creating a packaging the wrap the whole experience of charchy chocolate, a packaging that looks appealing to chocolate lovers around the Kingdom of Saudi Arabia, targeting the chocolate lovers around the country whatever their background, age or gender

Carshy city inside a bowl floating over a river of chocolate, a floating factory with several production lines, starting with melting chocolate bars and adding crunch to the chocolate while listening to chilling music, injecting the chocolate pieces with melted caramel and printing over the chocolate with carchy logos, cute robots carrying the chocolate to deliver it.

## Country

Egypt

## Date

December 2023

## Deliverables

Brand Strategy

Logo & Packaging design

Visual Identity

Brand Applications





# Kerma Farms

Kerma Farms, through the great efforts of its date growers, producers, and sellers pushes through all limits of all its resources towards the production of world-scale prime quality Medjool dates!

translating the quality of Medjool dates visually was a challenge to choose the right art direction that can represent the Baharia oasis of Egypt in an international look and feel to introduce such product to the world, especially European market which isn't really familiar with date fruit, sketches were made to create the perfect solution to represent the Baharia oasis represented in the unique architecture and the warm weather, adding wood texture to the pack to indicate how natural the product really is, adding a proud stamp of %100 made in Egypt, choosing the right typography in both Arabic and English languages added more depth and personality to the pack.

## Country

Egypt

## Date

December 2023

## Deliverables

Brand Strategy

Logo & Packaging design

Visual Identity

Brand Applications





# El Smsmya

EL Smsmya is PortSaid's ocean bounty, a seafood brand shop located in the heart of Port Said, Egypt, celebrating the rich maritime heritage and the vibrant Arabic culture of the region. The brand aims to offer an authentic seafood experience, showcasing the best of Port Said's traditional fishing and culinary practices.



## Country

Egypt

## Date

December 2023

## Deliverables

Brand Strategy

Logo & Packaging design

Visual Identity

Brand Applications

An authentic seafood destination, El Semsmya is a celebration of true flavors and a local-centric dining experience that speaks the language of its people through bold flavors; and time-old cooking techniques passed from one generation to the next. Here, we took the opportunity to celebrate PortSaid's rich history by using a mix of English and Arabic typography, significant cultural tie-ins, and vibrant colors to deliver a coherent approach. A marriage between land and sea, El Semsmya serves the sea's freshest barrings daily, guaranteeing an unparalleled taste.

# FROM PORT SAID TO CAIRO



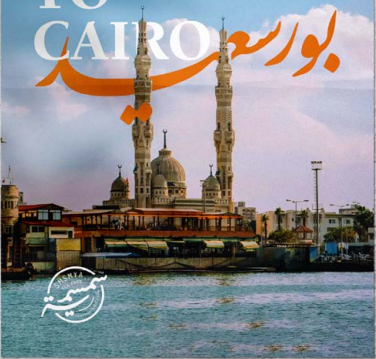
# FROM PORT SAID TO CAIRO

بورسعيد



# FROM PORT SAID TO CAIRO

بورسعيد



# Goyo Greek Yogurt

GOYO is Egypt's first greek yogurt brand manufactured with 100% natural ingredients and comes in a variety of flavors.

GOYO approached us with heart, which is what their entire brand is built upon. A literal product of love, GOYO was created after the brand founders honeymooned in Santorini, and discovered Greek yogurt for the first time. The food item overtook them, and a year later, they decided to recreate it and share it with the wider public. So, our brief was to simply and powerfully reflect the brand's story in its identity.

## Country

Egypt

## Date

December 2023

## Deliverables

Brand Strategy

Logo & Packaging design

Visual Identity

Brand Applications





# Goyo

PLAIN GREEK YOGURT

GREEK YOGURT  
Sweet Treats a la Greek

LOW FAT  
LOW LACTOSE  
100% NATURAL

11.2g PROTEIN  
5.5g CARBS  
3.4g FAT

LESS THAN 100 CALORIES PER SERVING

PLAIN

Go-Yo Greek Yogurt - an ever-growing sweet story.

# Goyo

GREEK YOGURT

Sweet Treats a la Greek

LOW FAT  
LOW LACTOSE  
100% NATURAL

11.2g PROTEIN  
5.5g CARBS  
3.4g FAT

LOW FAT

Go-Yo Greek Yogurt - an ever-growing sweet story.

# Goyo

PLAIN GREEK YOGURT

GREEK YOGURT  
Sweet Treats a la Greek

LOW FAT  
LOW LACTOSE  
100% NATURAL

11.2g PROTEIN  
5.5g CARBS  
3.4g FAT

BLUEBERRY

Go-Yo Greek Yogurt - an ever-growing sweet story.

# Goyo

GREEK YOGURT

Sweet Treats a la Greek

LOW FAT  
LOW LACTOSE  
100% NATURAL

11.2g PROTEIN  
5.5g CARBS  
3.4g FAT

HONEY & CINNAMON

Go-Yo Greek Yogurt - an ever-growing sweet story.



# L'amandine

L'Amandine is known for serving "un petit gout de France," bringing a genuine Parisien experience to the heart of Cairo. It stays true to its French recipes and prioritizes authenticity and quality over all else. Products will always be made with the best raw materials and will always be less processed and more artisanal at every possible opportunity.

Passion fuels the entire system of operation at L'Amandine, an angle deeply appreciated by those who value the joy behind outstanding food experiences. Delivering fresh, out-of-the-oven delights to consumers is a key priority at a shop truly driven by a passion for its products. Moreover, and whether felt during visits to the shop or by enjoying its products, the warmth of the brand emanates from every corner, making it a true, generous companion for its consumers. Maintaining this level of dedication is among the brand's key priorities as it continues to build its legacy.

## Country

Egypt

## Date

January 2023

## Deliverables

Brand Strategy

Logo & Packaging design

Visual Identity

Brand Applications

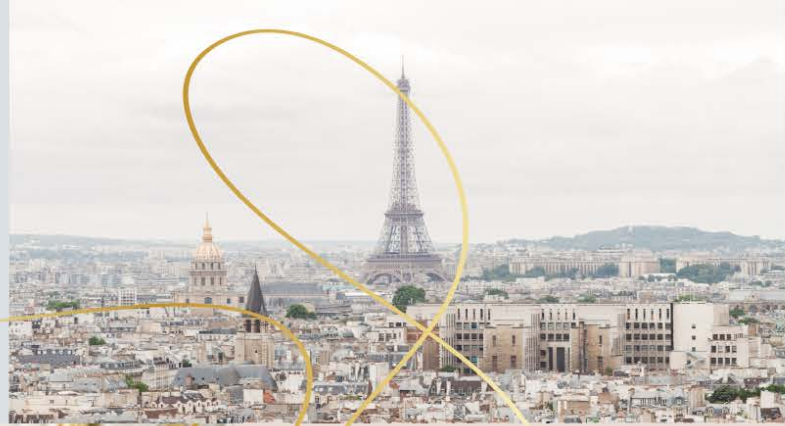




Served Fresh

# Un Petit Goût de France.

WWW.LAMANDINE.SHOP



# Un Petit Goût de France.

WWW.LAMANDINE.SHOP



EST. 1988  
*L'Amantine*  
PATISSERIE

Un Petit Goût de France.



Premium Ingredients



# Prima Cheese

Prima is an Egyptian dairy company operating in the market for over 15 years. Prima produces a wide range of quality dairy products with affordable prices targeting the mid-tier segment. Prima is currently relaunching in the Egyptian market, within a new facelift across all the organization. Thus, branding and packaging is to be the main pillar to distinguish Prima in the market, introducing a consumer friendly packaging focusing on the functional attributes. Prima's portfolio consists of 4 categories: Crème category (Cream cheese, whipping cream and cooking cream), white cheese, processed cheese and fresh category (Keshta, Ricotta and cottage cheese).



## Country

Egypt

## Date

December 2023

## Deliverables

Brand Strategy

Logo & Packaging design

Visual Identity

Brand Applications







# Mafaza

Mafaza is a farm raised brand that is backed up with the highest technological capabilities, offering a range of safe, high quality and nutritious food for every day meals, delivering on the right formula of freshness, taste and Mafaza's innovative added value to ensure an ongoing appetizing and convenient experience.



**Country**  
Egypt  
  
**Date**  
December 2023

**Deliverables**  
Brand Strategy  
Logo & Packaging design  
Visual Identity  
Brand Applications





# Pretzo

Pretzo snacks have been a staple of millions of households in Egypt and abroad since 1998; a healthy, fun and tasty snack for the whole family. Tear open any bag of Pretzo snacks different shapes and sizes and enjoy a different looking, tasting, fulfilling Pretzel every day. No matter your choice of Pretzo we guarantee it is 100% preservative free, artificial flavor free, and always baked not fried. At home or on the go, savor the natural taste of your perfect daily snack!

## Country

Egypt

## Date

December 2023

## Deliverables

Brand Strategy  
Logo & Packaging design  
Visual Identity  
Brand Applications







# Honey&Dough

Honey and Dough produces delicious, artisanal baked goods using wholesome ingredients. Our products are crafted with expert, innovative know-how that prioritizes great taste and nutritional benefits. Now available at all your favorite supermarkets, Honey and Dough places your wellbeing at heart by making premium food options a readily available and delicious for everyone.



## Country

Egypt

## Date

December 2023

## Deliverables

Brand Strategy

Logo & Packaging design

Visual Identity

Brand Applications





**Honey & Dough**  
PREMIUM & DELICIOUS BAKERY

100% NO WHITE FLOUR  
WHOLE WHEAT  
NO ADDED SUGAR  
NO FOOD COLORING  
SWEETENED WITH HONEY & MOLASSES

**FLUFFY BAKES**

**Honey & Dough**  
PREMIUM & DELICIOUS BAKERY

100% NO WHITE FLOUR  
WHOLE WHEAT  
NO ADDED SUGAR  
NO FOOD COLORING  
SWEETENED WITH HONEY & MOLASSES

**LIGHT BAKES**

**Honey & Dough**  
PREMIUM & DELICIOUS BAKERY

100% NO WHITE FLOUR  
WHOLE WHEAT  
NO ADDED SUGAR  
NO FOOD COLORING  
SWEETENED WITH HONEY & MOLASSES

**SEVEN SEEDS**

**Honey & Dough**  
PREMIUM & DELICIOUS BAKERY

100% NO WHITE FLOUR  
WHOLE WHEAT  
NO ADDED SUGAR  
NO FOOD COLORING  
SWEETENED WITH HONEY & MOLASSES

**PLAIN BAKES**



# ADD-ME

Add-Me is a new FMCG brand entering the Egyptian market with a revolutionary concept.

Playing on convenience and easiness, the concept of Add-Me is SQUEEZE packs for all its products; however, to satisfy all consumer needs we are available in the mainstream forms across all our categories. Our product range consists of Jams, Ketchup, Tomato Paste and Chocolate Spread.

Add me aims to become the leading FMCG brand of choice for all our consumers across our different categories. Our mission is to make consumers' life easy by making simple to use consumer products while ensuring high quality and affordability.

## Country

Egypt

## Date

December 2023

## Deliverables

Brand Strategy

Logo & Packaging design

Visual Identity

Brand Applications





# El Lido Burger

El Lido is well-known for its delicious homemade, on-the-go burgers that stick to the basics and keep it modest. Knowing our approach that prefers a full story-line, the client shared a story with us on what we believe is nostalgia in its best form.

It started with a small, nameless shop in Gezira Sporting Club, next to the Lido pool area. The shop is extremely well-known for its delicious, simple, homemade burgers that all club members quickly grew accustomed to. If you have had this burger as a kid, you will remember it as a taste of the old days, a family memory and a delicious treat.

We adhered to

- The colour scheme of the logo, because it worked very well with the old-school cool vibe that we think fits the brand.
- The use of live photography; pictures that would send you back in time or pictures that would make your mouth run. Designs would have done neither in this particular case.
- Typography that is neat yet messy, loud yet simple, and grand yet minimal

Most importantly, we kept it friendly, celebratory and exciting, because that is what brings clients back to this burger.

**Country**  
Egypt  
**Date**  
December 2023

**Deliverables**  
Brand Strategy  
Logo & Packaging design  
Visual Identity  
Brand Applications





GOOD FOOD  
doesn't need to be a production  
It doesn't need to be  
Complicated  
What it needs to be is

*Tasty*  
SIMPLE  
& FUN

NO FRILLS. NO FUSS.  
←← That's what →→

EL LIDO  
is all ABOUT.  
We do

6 THINGS and  
we do  
them  
REALLY  
WELL

This is not school.  
No one expects you  
to read through 50  
menu items and end up  
more confused.

And yeah, you will get our  
special sauce on your shirt.

"It's ok."

It won't kill you.

MAN UP!  
Our chips are hand cut  
&  
HOME  
MADE

Like your grandma

used to make 'em  
BUT BETTER.

And our ice cream is  
SEXY  
as hell.

It's HEAVEN in a bun  
Doesn't get better than that.

Oh and the best part?

Our BURGERS.  
They're just AWESOME.

And you'll soon realize,  
one just ain't enough.  
EL LIDO  
The good old  
days burger.



The good old  
days burger





## Finance & Technology

# Upgrade

Upgrade bridges the gap between audiences' desire to remain ahead of tech developments, their ability – or lack thereof – to afford top-tier tech products, and companies' hope to preserve the world's rapidly declining raw materials and resources. The brand aims to encourage customers to discard the “out with the old, in with the new” mentality, and to embrace the ideas of smart recycling and upcycling for a more efficient tomorrow.

## Country

Egypt

## Date

December 2023

## Deliverables

Brand Strategy

Logo & Packaging design

Visual Identity

Brand Applications



AS GOOD AS NEW.

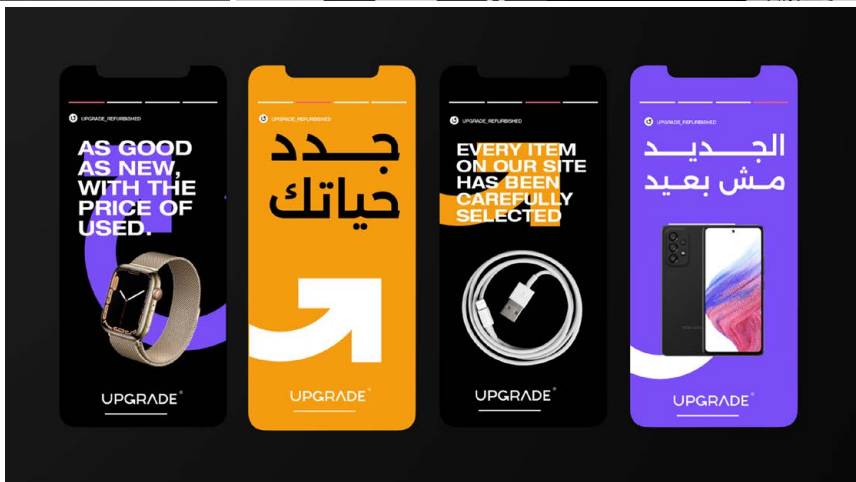
AS GOOD AS NEW.

بجاءتكم

REFURBISHED TECH

الجديد مش بعيد حياتك

جدد حياتك



# Money Fellows

Branding

MoneyFellows came to be as a digital solution for people looking to manage their savings. It plays on a concept rooted in Egyptian culture, the money circles or “El-Game’ya”, where a group of individuals each pay a pre-agreed upon amount of money for a number of months, and every month the total amount goes to a different member.

## Deliverables

Brand Strategy  
Logo  
Visual Identity  
Brand Applications  
Stationary

### Client

Money Fellows

### Country

Egypt

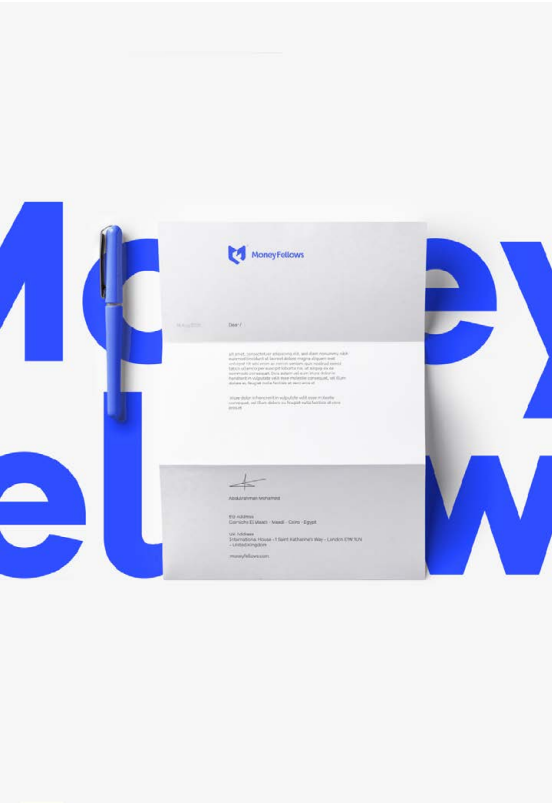
### Date

February 2019




# Moneyfellows

moneyfellows.com



MoneyFellows

## Flexible Payment Options



moneyfellows.com

Trusted and Convenient Money Circles

MoneyFellows

## New Gameeya Concept

To confirm your subscription, you have to sign a legal contract and it will be sent either by a MoneyFellows courier or by visiting one of favy plus branches."

moneyfellows.com

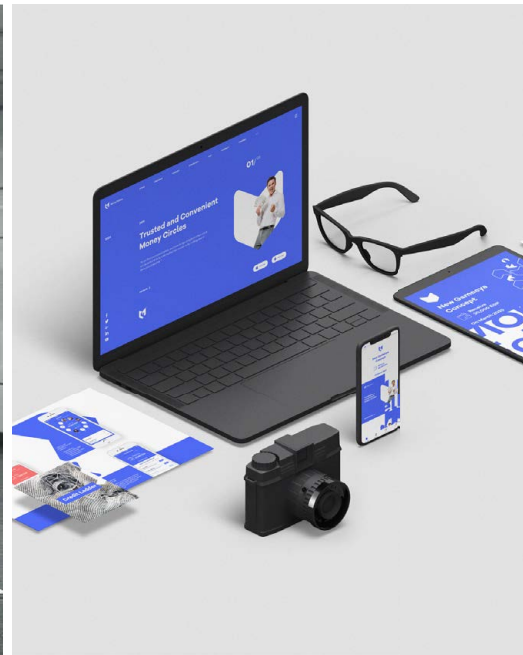
# MoneyFellows

MoneyFellows

## Trusted and Convenient Money Circles



moneyfellows.com



# White Point

Branding

We were very honored to have rebranded one of Egypt's leading electronic and appliances brand. We've built the strategy, the slogan and the new logo and visual identity culture to fit the standards of modern technology.

## Country

Egypt

## Date

December 2023

## Deliverables

Brand Strategy  
Logo & Packaging design  
Visual Identity  
Brand Applications





White Point



# Sky Investments

## Branding

Sky investments have been proud investors in Egypt since their inception more than 40 years ago. Sky sees their success as inextricably linked to Egypt's success, aiming to create value by transforming strong local companies into well-managed industry leaders with international expansion potential.

Sky aims to deliver superior investment returns to all of their stakeholders while at the same time making an impact that is positive and sustainable on overall economic growth, and in particular job creation.

**Country**

Egypt

**Deliverables**

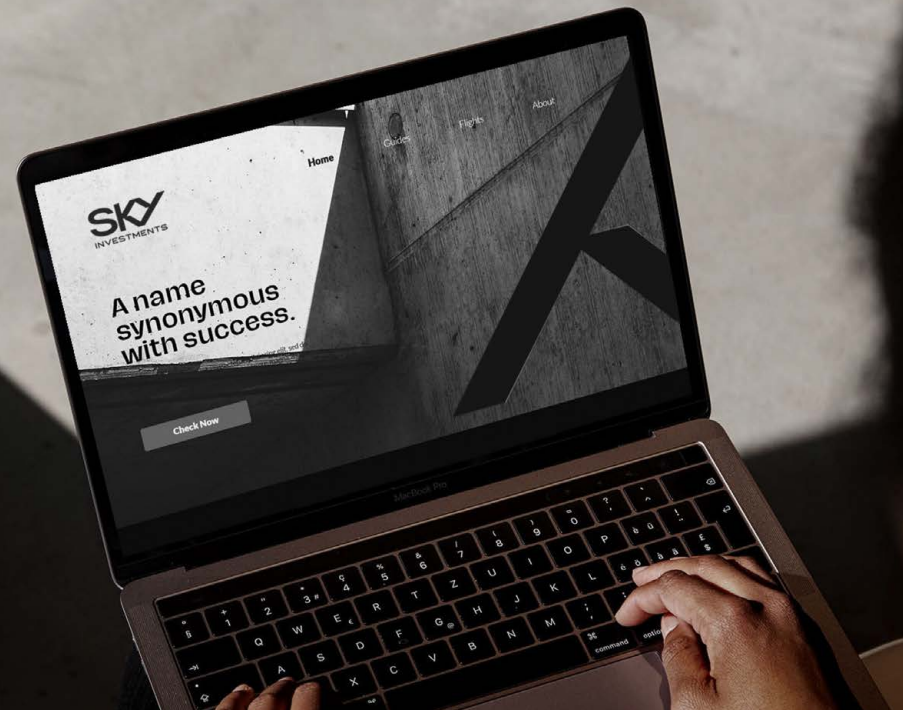
- Brand Strategy
- Logo & Packaging design
- Visual Identity
- Brand Applications

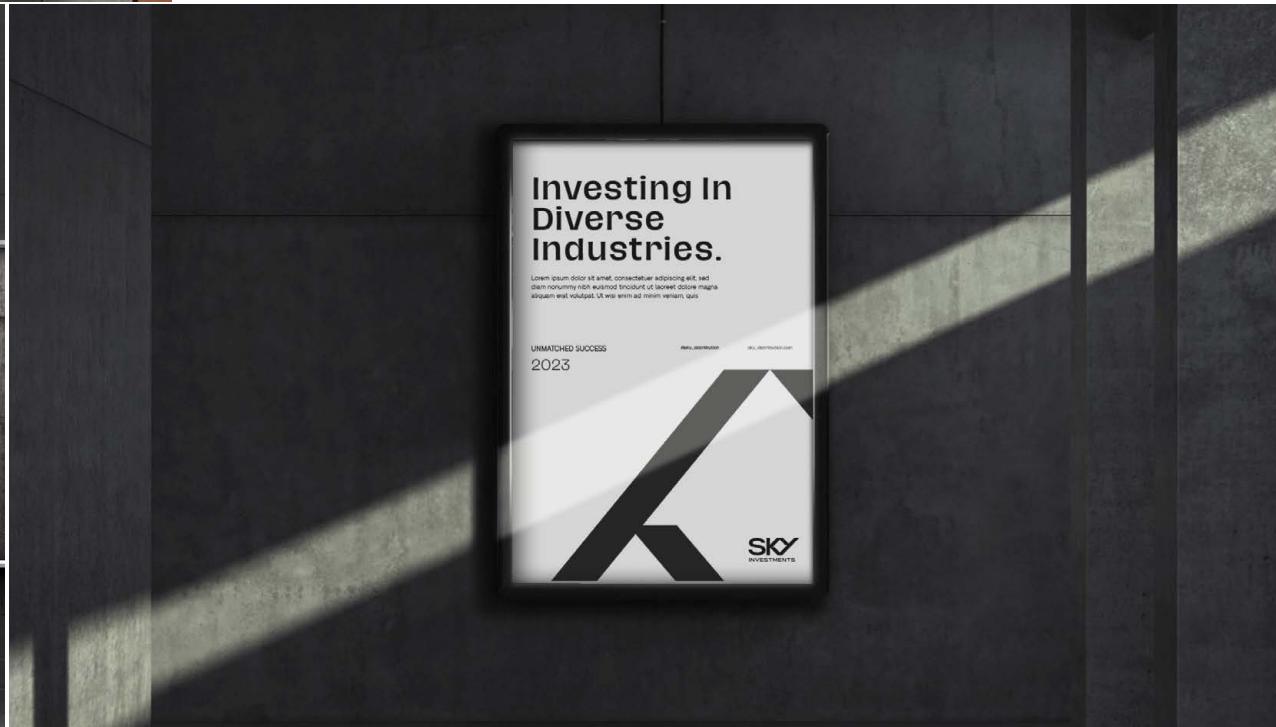
**Date**

December 2023









# Patrons

## Branding

What started off as an idea to combine different financial areas of service soon turned into a full-power venture into corporate solutions, strategies and consultation,

Patrons is a well-diversified combined expertise in corporate finance, family business consultation and strategy development.

The Logo was inspired by the three main pillars under which the brand stands for:

1. **Guide**
2. **Grow**
3. **Guard**

### Country

Egypt

### Date

December 2023

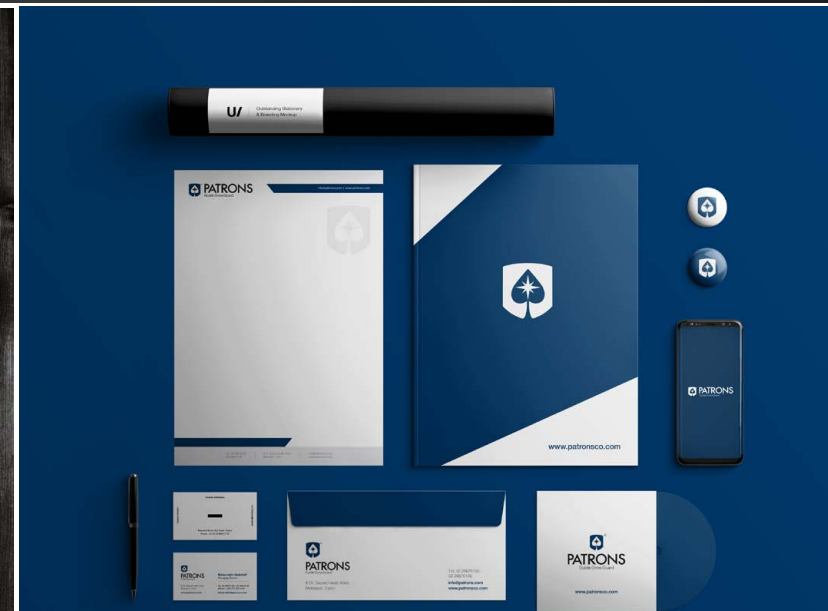
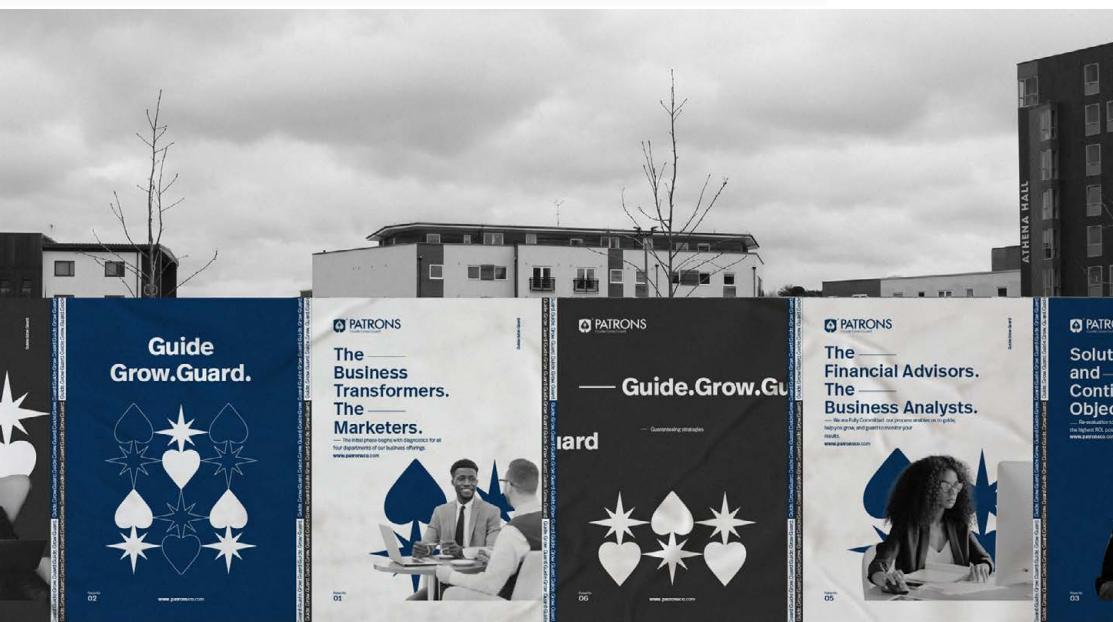
### Deliverables

Brand Strategy  
Logo & Packaging design  
Visual Identity  
Brand Applications





Guide.Grow.Guard



# Construction & Real Estate

# Buisier Development

Branding

Buisier Development Inc. entered the growing North Texas real estate market in 2019. Mohamed Buisier, founder and owner of Buisier Development (BD) acquired two lake front lots in the gated community of Waters Edge Drive to launch to build Modern Mediterranean-inspired high-end custom homes. Homes introduced by Buisier Development Inc.

With the real estate industry now featuring different market players who promise varying high-end opportunities. It was time to complement the company with a refined brand identity that extends the brand's voice beyond current market offerings.

**Client**  
Buisier Development

**Country**  
USA

**Date**  
September 2020

**Deliverables**  
Brand Strategy  
Logo  
Visual Identity  
Brand Applications  
Stationary



 BUISIER DEVELOPMENT



BEAUTY BEYOND WALLS

20% DOWN PAYMENT | 3 YEARS INSTALLMENT PLAN



# Dunes Capital Group

## Branding

Dunes Capital Group (DCG) founders started more than 40 years ago in 4 main sectors; automotive, engineering consultancy, real estate development and commercial agencies. Their guiding values, collective expertise, and hard work opened the business in several other sectors such as energy, mining, oil and gas, and integrated agricultural development.

### DCG Companies



RIVULET



### Client

Dunes Capital Group

### Deliverables

Logo  
Visual Identity  
Brand Applications  
Stationary

### Country

Egypt







# Conception Woodworks

## Branding

The product of purpose and passion, the Conception WoodWorks legacy of unmatched woodwork creation and consultancy began in 1980 with the opening of our renowned factory through the hard work and joint collaboration of our founders, friends, and family. We have since seen decades of steady growth and expansion as we commit to our mission of bringing global quality to the local manufacturing process, from people to product. Proudly manufactured by the hardworking hands of Egyptian craftsmen, Conception WoodWorks brings high quality and modern storytelling to one of the longest standing industries in Egypt.

**Client**  
Conception

**Country**  
Egypt

**Date**  
April 2021

**Deliverables**  
Brand Strategy  
Logo  
Visual Identity  
Brand Applications  
Stationary





# Deleamar Industrial Group

Branding

Deleamar Industrial Group is a leading company in Egypt, primarily focused on manufacturing aluminum and glass products. The group takes pride in its commitment to excellence, quality, and innovation, heavily investing in state-of-the-art machinery, equipment, and technology to meet and exceed customer expectations. Their operations encompass a range of services, including aluminum profiles production, processed glass, aluminum coating, and aluminum die shops.

Deleamar's approach exemplifies a commitment to modernization and development, focusing on designing products that are perfectly tailored to the needs of their customers, and ensuring quality standards that align with international norms. This strategy underscores the group's position as a significant player in the aluminum and glass manufacturing sector in Egypt and beyond.

## Client

Deleamar

## Country

Egypt

## Date

March 2020

## Deliverables

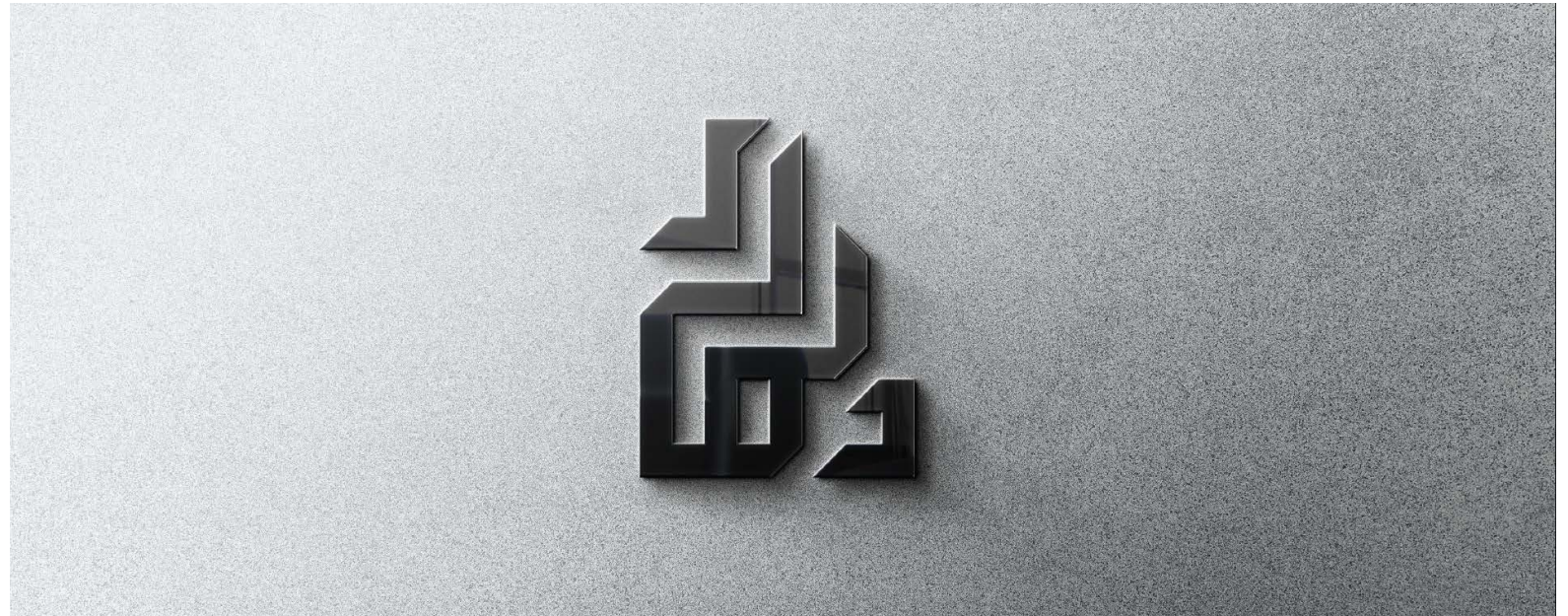
Brand strategy

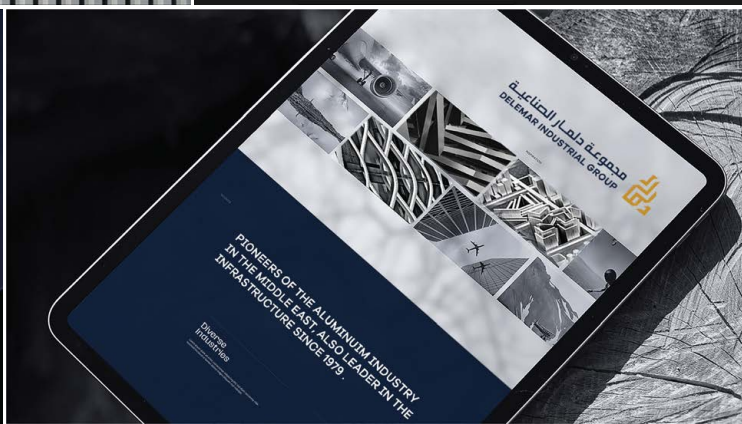
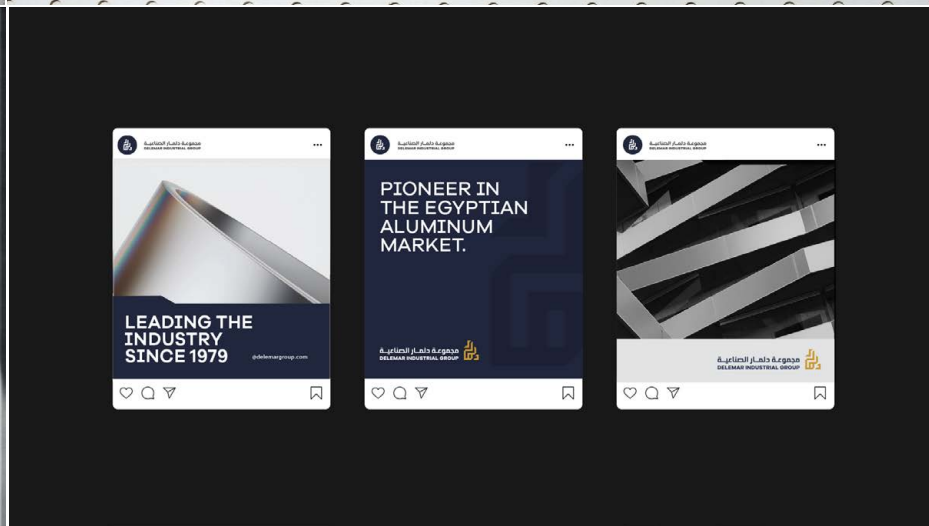
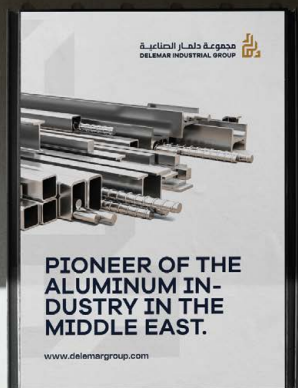
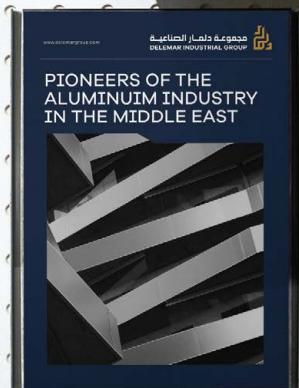
Logo

Visual Identity

Brand Applications

Stationary





# Hospitality & Education

# University of Canada

Branding

Through Media Republic, we were approached by the international education consultancy Canwell, the same force behind the Canadian International College in Egypt. They were inaugurating a new university and needed a cohesive brand to be brewed; guidelines to logo, printouts to advertisements – everything from scratch. The project was named The University of Canada in Egypt, and it housed a mirrored version of the University of Prince Edward Island in Canada (UPEIC). It is considered a regional center of Canadian higher education excellence in the Middle East area and a trendy hub for forward-thinking, ambitious adolescents.

## Client

University of Canada

## Country

Canada - Egypt

## Date

March 2018

## Deliverables

Brand strategy

Logo

Visual Identity

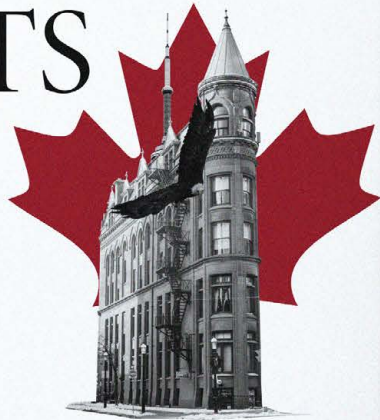
Brand Applications

Stationary





# FACULTY OF ARTS



Explore Your Options  
with UPEI Cairo Campus

[uofcanda.edu.eg](http://uofcanda.edu.eg)



# FACULTY OF BUSINESS



The Faculty of Business provides a broad spectrum of education required for the new generation of leaders for business, governmental, and non-profit organizations.

[uofcanda.edu.eg](http://uofcanda.edu.eg)

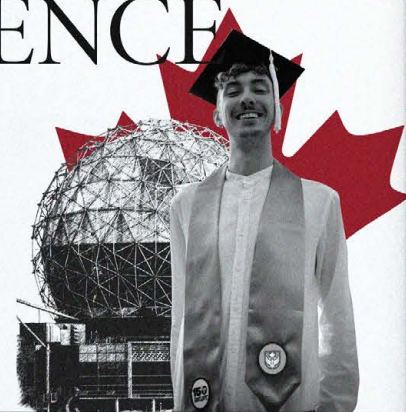


# FACULTY OF SCIENCE

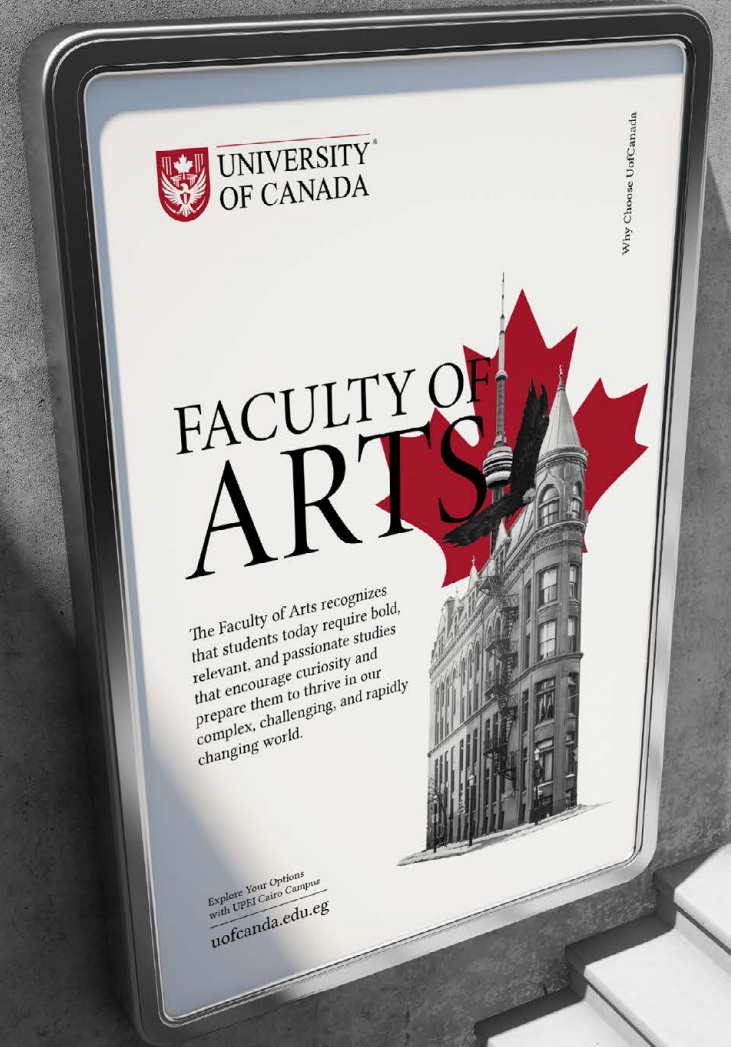
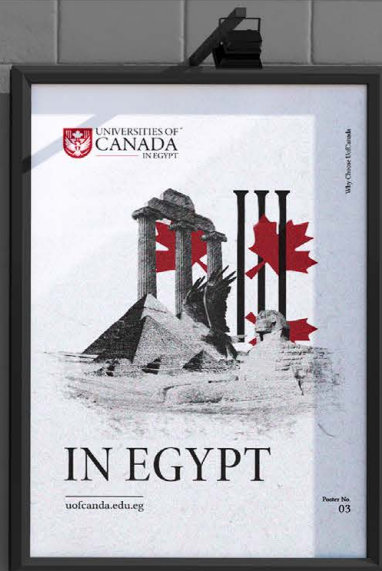
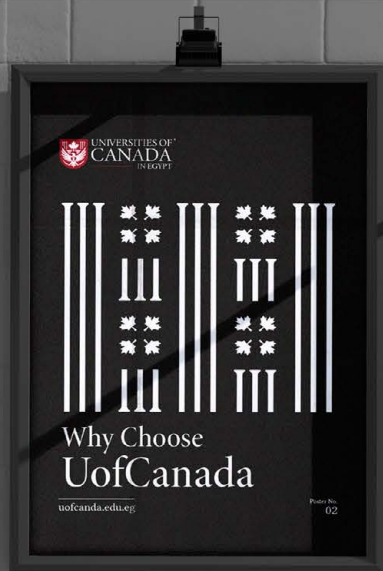
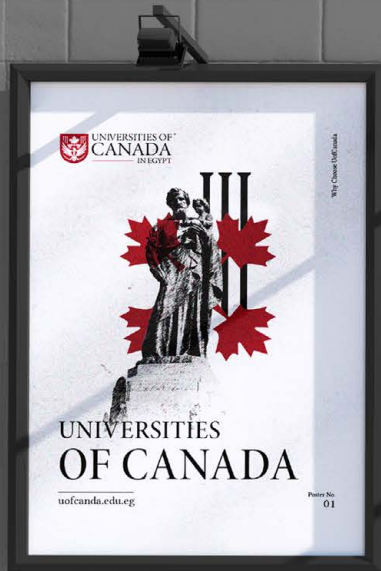


Explore Your Options  
with UPEI Cairo Campus

[uofcanda.edu.eg](http://uofcanda.edu.eg)







# K hotels & Resorts

## Branding

K Hotels, established in 1982, is a luxurious hotel located in Hurghada, a prominent beach resort town along Egypt's Red Sea coast. The branding case study for Hotel X focused on developing a royal and luxurious brand identity. This branding effort aimed to reflect the hotel's prestigious heritage and its prime location in one of Egypt's most scenic coastal areas. The strategy involved creating an image that resonates with the elegance and exclusivity expected by its high-end clientele, emphasizing the hotel's long-standing reputation for luxury and superior service in a breathtaking beachfront setting.

### Client

K Hotels

### Country

Egypt

### Date

March 2020

### Deliverables

Brand strategy

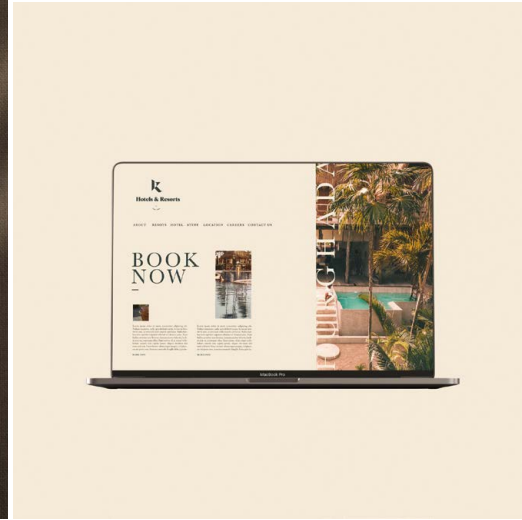
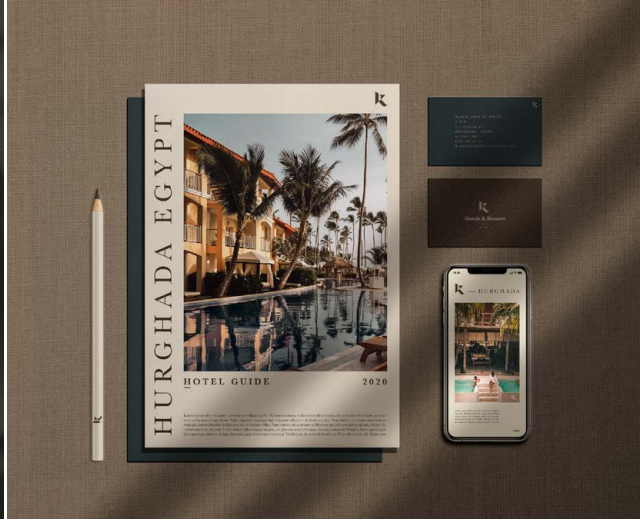
Logo

Visual Identity

Brand Applications

Stationary





Medical & Pharma

# Nice Deer

Branding

Nice Deer is a FinTech & InsurTech company that utilizes the wide established network of more than 5000+ different medical service providers and +700K insured beneficiaries.

Nice Deer works with Pharmacies, Labs and Scan Centers, and develops smart insurance systems for medical entities that helps them reach more customers and simplify the process into a smarter more convenient model.

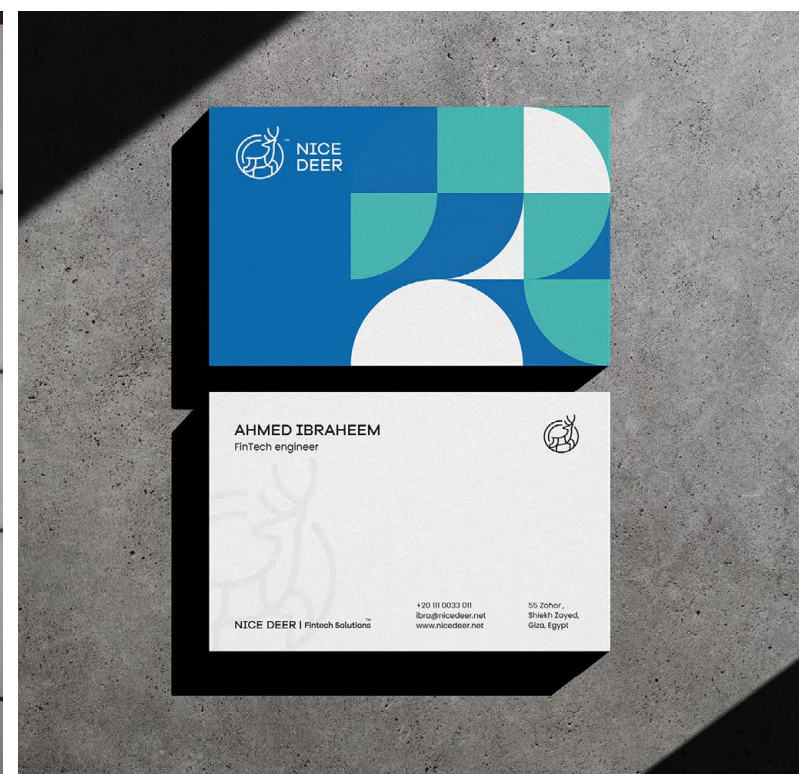
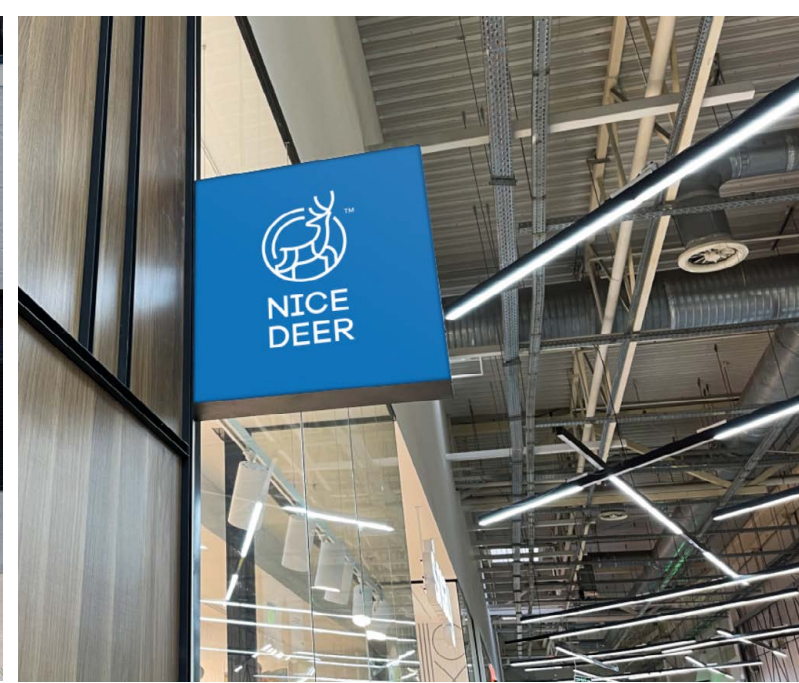
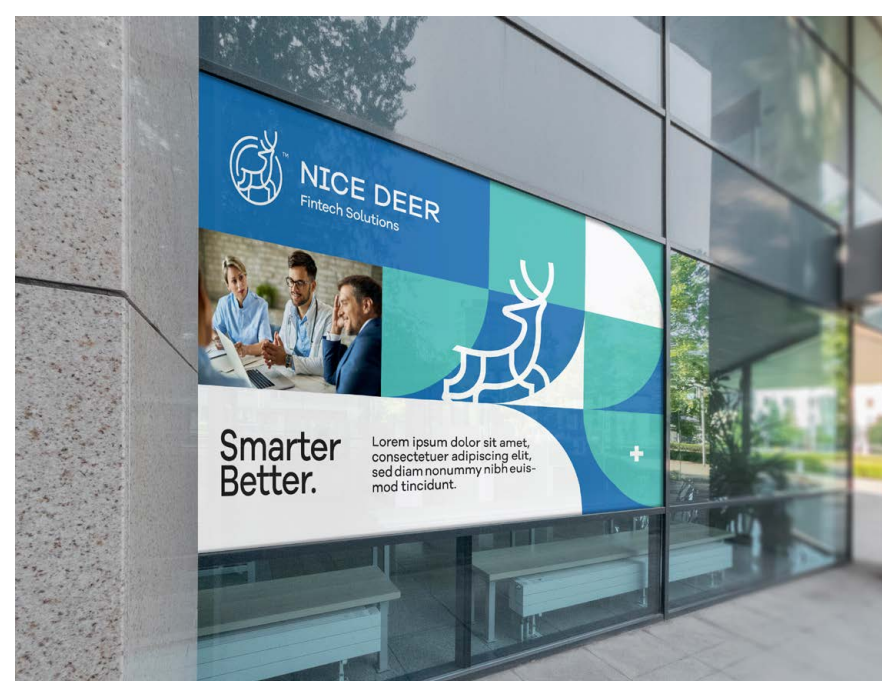
**Client**  
Nice Deer

**Country**  
Egypt

**Date**  
March 2022

**Deliverables**  
Logo  
Visual Identity  
Brand Applications  
Stationary





# Elixir Pharma

## Branding

Elixir Pharma is an emerging shareholding pharmaceutical company that specializes in the provision of varied commercial and scarce medication.

Founded in 2018, Elixir have rapidly grown on the back of the ambition and drive of their highly-qualified team.

As a consumer-centric organization, Elixir aims to empower communities and facilitate access to cost effective medication across the nation, with our next step seeing us expand across Africa.

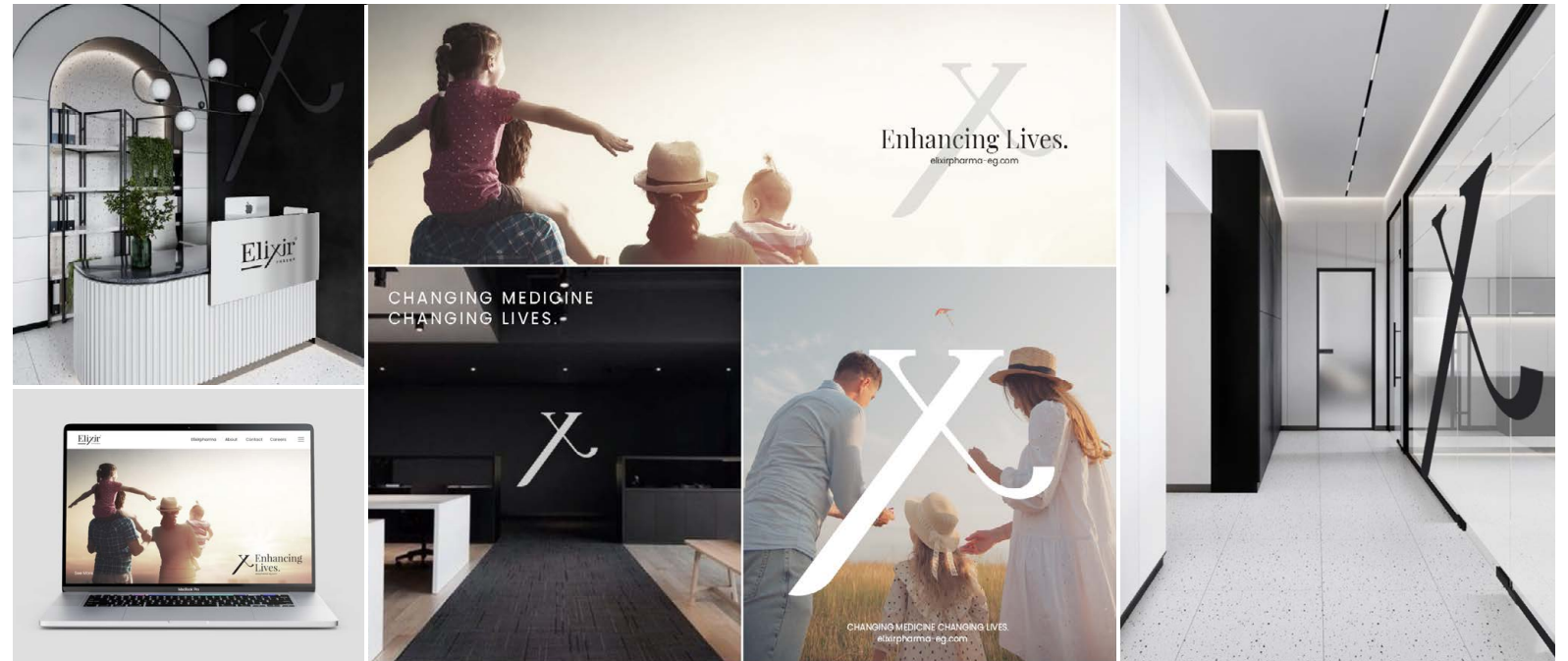
The word 'Elixir' has Latin, Greek, and Arabic origins, and is defined as "a potion with magical powers". Modern-day medicine is today's magic potion.

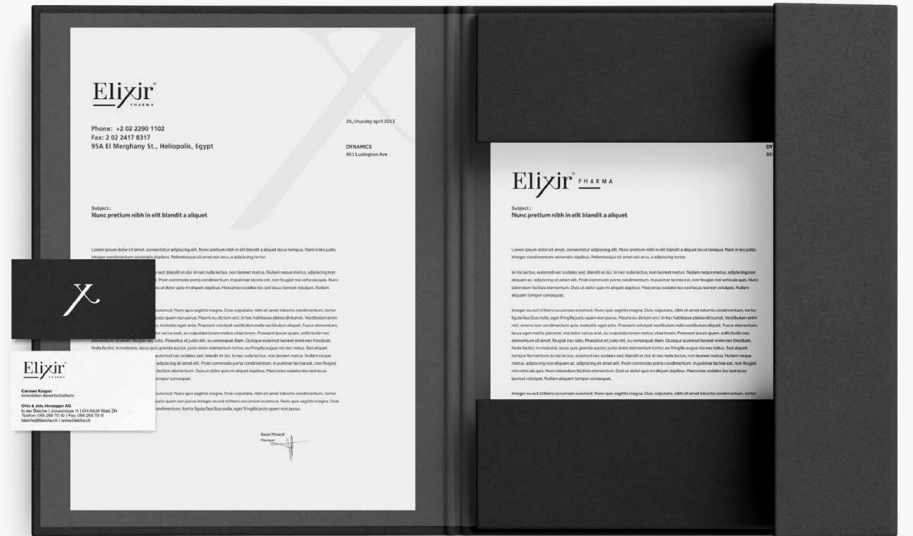
**Client**  
Elixir Pharma

**Country**  
Egypt

**Date**  
March 2019

**Deliverables**  
Brand Strategy  
Logo  
Visual Identity  
Brand Applications  
Packaging Design







# Meyerland Orthodontics

Branding

Meyerland Orthodontics is a dental center based in meyerland houston, the center provides a tailor made treatment plan to give people the beautiful smile they deserve using Invisalign and Braces treatment options that best fit their daily lifestyle.



MEYERLAND<sup>®</sup>  
ORTHODONTICS

**Client**  
Meyerland Orthodontics

**Country**  
USA

**Date**  
December 2021

**Deliverables**  
Logo  
Visual Identity  
Brand Applications  
Stationary





# Digital & Print Advertising





Enjoy your personal driver and live your success

Driver for a day (limousine service, Enjoy your personal driver and live your success

الخدمات المصرفية المميزة



الآن لكل عملاء الخدمات المصرفية المميزة الجدد من بنك الإمارات دبي الوطني الحصول على كاش باك 5% من كل وديعة أو إيداع بقيمة 100 ألف جنيه

تمتع بـ 5% كاش باك مع كل إيداع

لكل عملاء الخدمات المصرفية المميزة الجدد حصل على كاش باك 5% مع كل وديعة أو إيداع بقيمة 100 ألف جنيه

\*شروط وشروط

حكاوي

# الأحمر

ليبتون الأحمر

طعم ثقيل ومضبوط

100 كيس شاي أسود

## حكاية (١٢)

# Freska

## إندفاشة

### كاش



Muscle up your engine. **TOTAL**

فسي لينا  
طعمه  
ببودرته  
وفسي لينا  
طعمه  
في كل  
نقطه

بطيبعته... فوق العاده



LAMAR  
GUAVA NECTAR  
MORE FRUIT

LAMAR  
MANGO NECTAR  
MORE FRUIT




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mobnil

# 11 | Testimonials

## Chris Do

managing Director at the futur

*“WP is a very promising entity, both Omar and his team are highly determined ”*

---

## Saleh Buisier

managing Director at Buisier Development

*“WP did a great branding job for us. Great company, highly recommend.”*

---

## Mohamed Sharaf

Managing Director at Identity communications

*“Of all the agencies we worked with, WP is by far the best. Omar saraya and his team listened to my preferences and concerns, kept me updated on every single detail, and went above and beyond to find the perfect result for me. I could not be happier, Would highly recommend, they know what they're doing!*

---

## Ahmed Wadi

CEO at Money Fellows

*“WP did a great job for us. Highly recommended.”*

---

## Engy Shalash

Marketing Manager at Nice deer for fintech solutions

*“Such an amazing branding company! The team really care and take the time to find out exactly what you want and take away all the stress of not being able to make a choice. Highly recommended!”*

---

## Kesmat Kandeel

Former Brand Manager at Misr El Kheir Foundation

*“Couldn't ask for a better agency to deliver the exact bundle of strategy, story and of course design for my brand to be alive. Was a real pleasure partnering and having our vision aligned. I d' highly recommend such professional and creative team.”*

---

## Mahmoud Hassouna

Prima for advanced food Industries

*“Really fantastic and straight forward experience. 100% recommend. Thank you Omar for providing me the next step in my brand!*

---

## Abdelrahman Tanbouli

El Tanbouli dairy production

*“We evaluated numerous firms and selected WP due to their experience and the clear understanding of our business objectives that they demonstrated during the evaluation process.”*

---

## Kholoud El-Meseery

Marketing Manager at White Point

*“WP is one of the most professional agencies I've worked with. Their attention to detail and their creativity is outstanding. I've never been happier with a brand as much as the one they created for me and glad I got the chance to work with them.”*

---



Some Products have a brand, some only have a logo.