/ WP Brand Consultancy™

COMPANY PROFILE

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www.wpbranding.net

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Humanizing **Businesses.**

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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 Real Estate, Construction, Industrial, FMCG, Hospitality, Education, Finance & Fintech.

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.

Country
Egypt

Location
6th of October City

Established
2018

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02 | Our Story

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 the equation; we were mostly building commodities, skyscrapers with no foundations. It was high time we began putting strategy before tactics and execution. It was time to act.

WP was founded by Omar saraya, an agency that is specialized in brand building strategies, where it's a science that requires thorough knowledge, the product of which is delivering true value and exemplary experiences to business owners.

TM

/ WP Brand Consultancy

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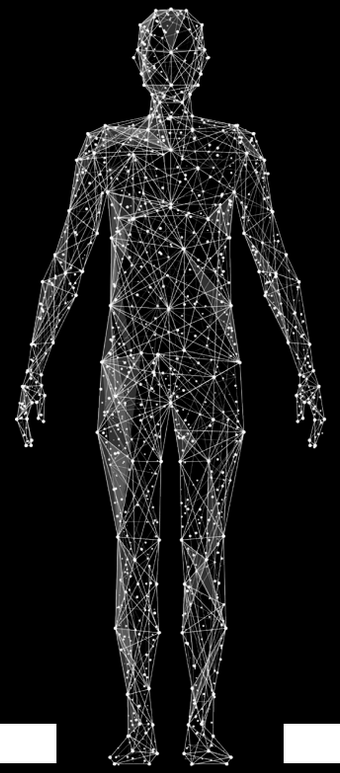
The Human Model® by WP

Our Framework guide process

The Human Model



01 Environment Analysis

02 Brand Birth

03 Brand Engagement

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03 | Clientele

Our experience in branding and marketing communications Include local and global markets.

- 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

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04 | 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.

A'DESIGN AWARD & COMPETITION

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

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05 | 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 & Head of Strategy

Yousra Salem
Account Director

Ahmed Fathi
Senior Account Manager

Ahmed Fathi
Senior Account Manager

Mohmed Fathy
Brand & Digital Strategist

Ahmed Ibrahim
Art Director

Amr Karim
Art Director & Animator

Marie Chaker
Art Director & Animator

Mahmoud Saudi
Sr. Graphic Designer

Younis Hussein
Sr. Graphic Designer

Donia Mostafa
Sr. Graphic Designer

Youssef Mohamed
Graphic Designer

Mohamed Shaarawy
Graphic Designer

Rana Yasser
Illustrator

Moemen Mohamed
Copywriter

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06 | Scope of Services

	SERVICE	DELIVERABLES
BRANDING	BRAND STRATEGY	• **Brand discovery and audit:** Assessment of current brand positioning and perception. • **Brand positioning:** Defining the unique space a brand should occupy in the market. • **Target audience research:** Understanding the demographics, behaviors, and motivations of the intended market. • **Brand Story & Values:** Crafting a story that communicates the brand's purpose, values and vision. • **Tonality and Archetype:** Establishing a consistent tone and character for brand communications. • **Naming Strategy & Brand Architecture:** Development of a brand's name and the structure of its portfolio. • **Messaging Architecture:** A framework to define and articulate communication messages for clarity and consistency.
	BRAND IDENTITY	• **Logo Design:** A distinctive and memorable visual symbol for the brand. • **Visual Identity:** A consistent aesthetic style that supports the brand identity in imagery, iconography, and graphics. • **Brand Guidelines/Style Guide:** A comprehensive manual that dictates the usage and general rules of brand elements. • **Brand Collaterals:** Stationary Items and marketing applications that communicates the brand's corporate image.
	PACKAGING	• **Packaging and Visual Identity Design:** layout and Identity design including visual elements and packaging mockups. • **Prototyping:** Producing prototypes for efficient design testing and refinement. • **Production support:** Overseeing the manufacturing process and ensuring quality.
	COMPANY PROFILE / CATALOGUE	• **Content Strategy:** A plan that details the types of content to be included in the profile. • **Image Retouching:** Retouching the company's image assets. (Image purchases are charged saparetly) • **Copywriting:** Professionally written text for product/service descriptions, introductions, and any other textual content. • **Design and Layout:** The visual design of page layouts, product placement, use of colors, and typography.
	BRAND MANAGEMENT	• **Brand consultancy:** Tailoring strategic advice to shape and refine your identity, positioning, and voice in the market. • **Reputation and Crisis management:** Offering rapid response solutions and strategies to protect brand's reputation. • **Brand audits and assessments:** Conducting thorough evaluations of your brand's performance.

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WEB, UI & UX DEVELOPMENT

SERVICE	DELIVERABLES
WEB DEVELOPMENT	• **Design:** Crafting videos, images, and other multimedia content tailored to the brand's identity. • **Content Creation:** Developing a content strategy that aligns with the brand's messaging and user needs. • **Front & Back-end Development:** Developing functioning, responsive websites and strategic wire framing. • **Content Management System (CMS) Integration:** Implementing user-friendly CMS platforms. • **E-commerce Solutions:** Developing robust e-commerce platforms with secure payment integrations. • **Maintenance and Updates:** Providing ongoing support to ensure the website remains up-to-date, secure, and functional.
UI DESIGN	• **Interactive Design:** Creating engaging and interactive elements that enhance user interactions. • **Prototyping and Wireframing:** Building prototypes and wireframes to visualize layout and functionality. • **Responsive Application:** Ensuring designs are optimized across various devices and screen sizes.
UX DEVELOPMENT	• **User Journey Mapping:** Outlining user journeys to identify key touchpoints, objectives, and potential friction points. • **Usability Testing:** Testing with real users to identify usability issues and areas for improvement. • **Accessibility Compliance:** Ensuring accessiblilty to all users, complying with standards and guidelines.
ANALYTICS AND OPTIMIZATION	• **Performance Analytics:** Implementing analytics tools to track user behavior, engagement metrics and conversion rates. • **Search Engine Optimization (SEO):** Optimizing content to improve visibility and rankings in search engine results. • **Conversion Rate Optimization (CRO):** Analyzing data and user feedback to improve the conversion rates.
WEB/APP MANAGEMENT	• **Consultancy:** Tailoring strategic advice to maintain your digital presentce, identity and experience. • **Reputation and Crisis management:** Offering rapid response solutions and to solve technical issues. • **Data Entry:** Ongoing support for data entry and regular edits.

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Case Studies

2024

Real Estate & Architecture 13

Construction & Industrial Services 28

FMCG 48

Technology & Fintech 80

Pharmaceuticals & Healthcare 96

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Real Estate & Architecture

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

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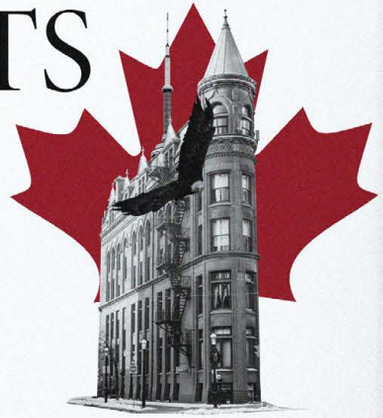
UNIVERSITIES OF CANADA IN EGYPT

FACULTY OF
ARTS



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with UPEI Cairo Campus

uofcanda.edu.eg

UNIVERSITIES OF CANADA IN EGYPT

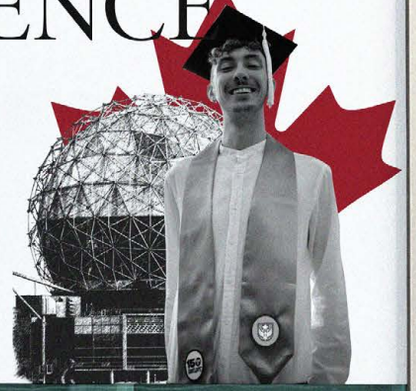
FACULTY OF
BUSINESS

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

UNIVERSITIES OF CANADA IN EGYPT

FACULTY OF
SCIENCE



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IN EGYPT

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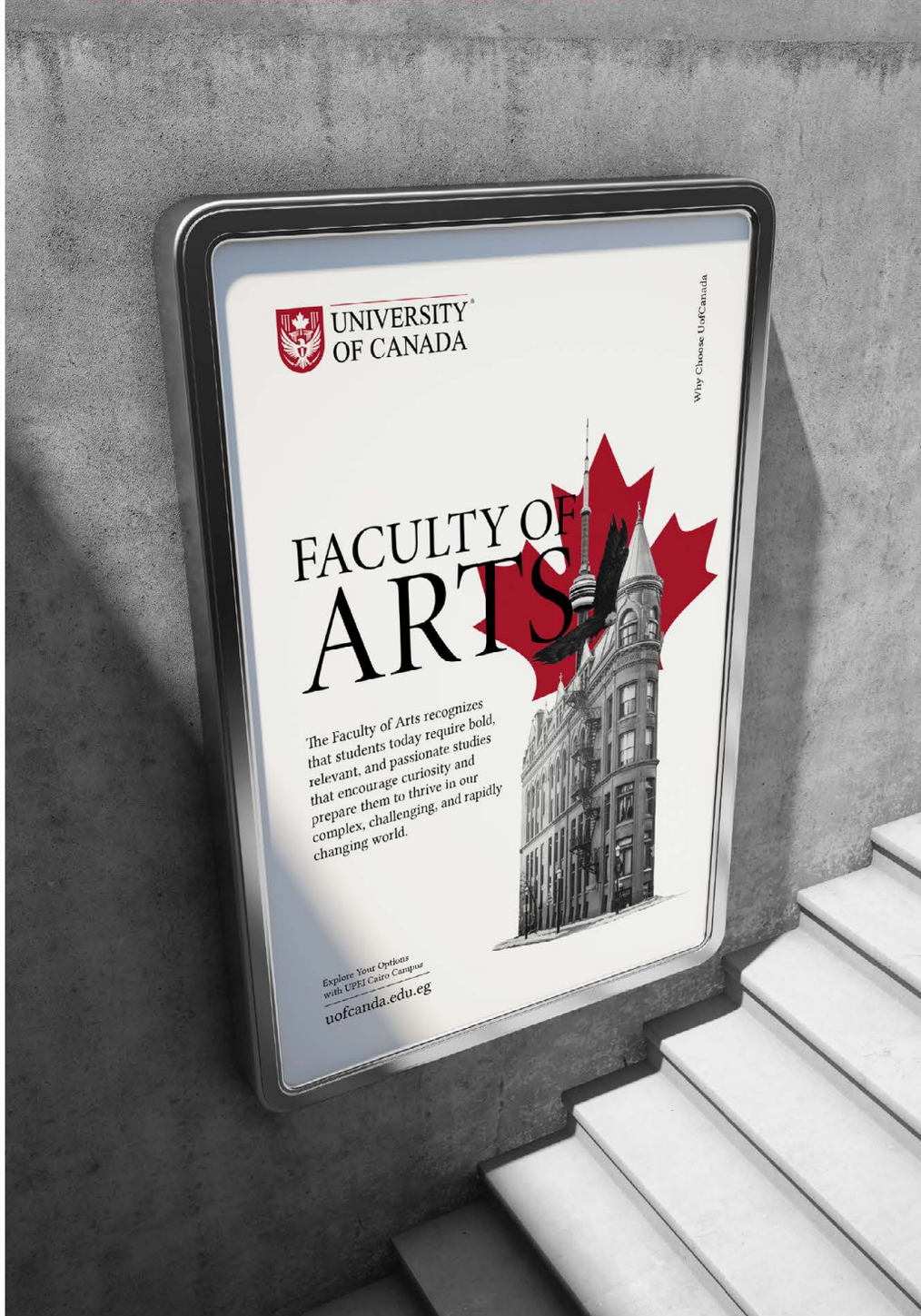
Poster No. 03


UNIVERSITY OF CANADA
Why Choose UofCanada
FACULTY OF
ARTS
The Faculty of Arts recognizes that students today require bold, relevant, and passionate studies that encourage curiosity and prepare them to thrive in our complex, challenging, and rapidly changing world.
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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

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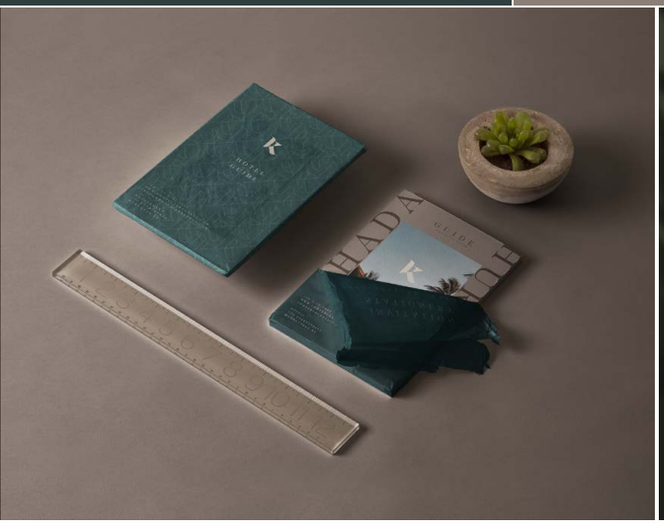
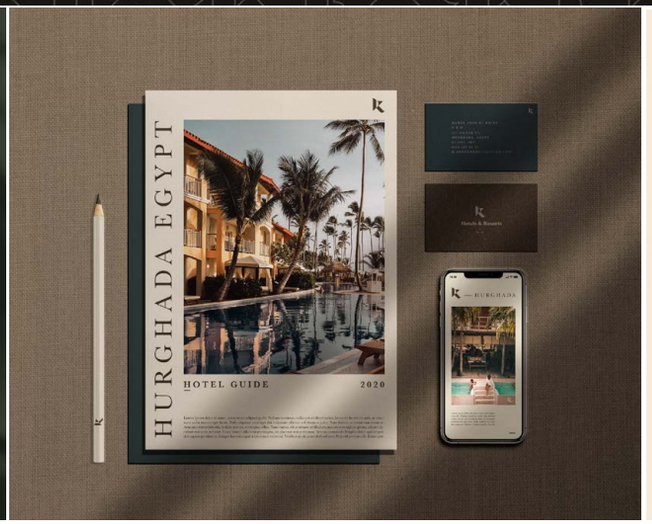
Hotels & Resorts

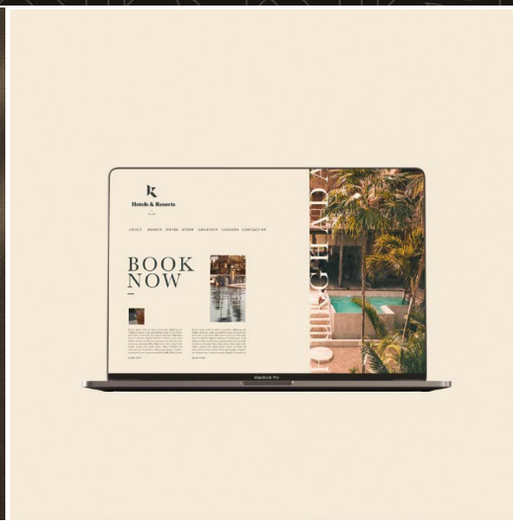
EST 1892

Hotels & Resorts

EST 1892







Buisier Development

Branding

Buisiser 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.

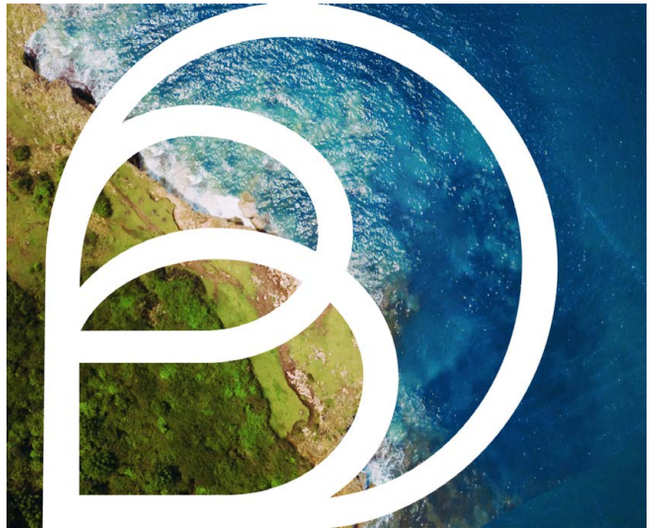
With the real estate industry now featuring different market players who promise varying high-end opportunities. It was time to complement the company with a refined brand identity that extends the brand's voice beyond current market offerings.

Client
Buisier Development

Country
USA

Date
September 2020

Deliverables
Brand Strategy
Logo
Visual Identity
Brand Applications
Stationary



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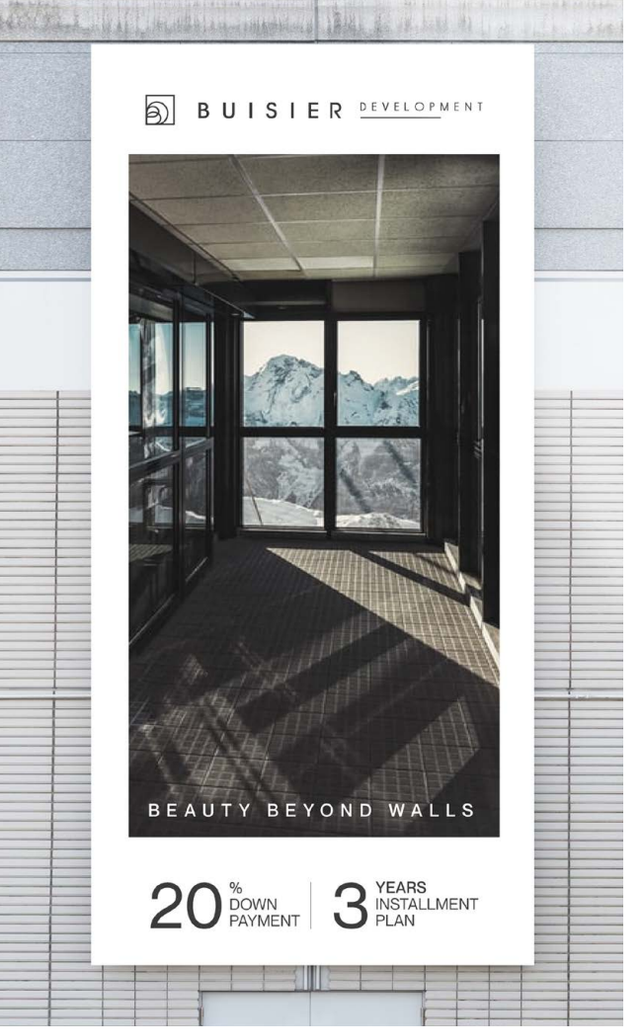
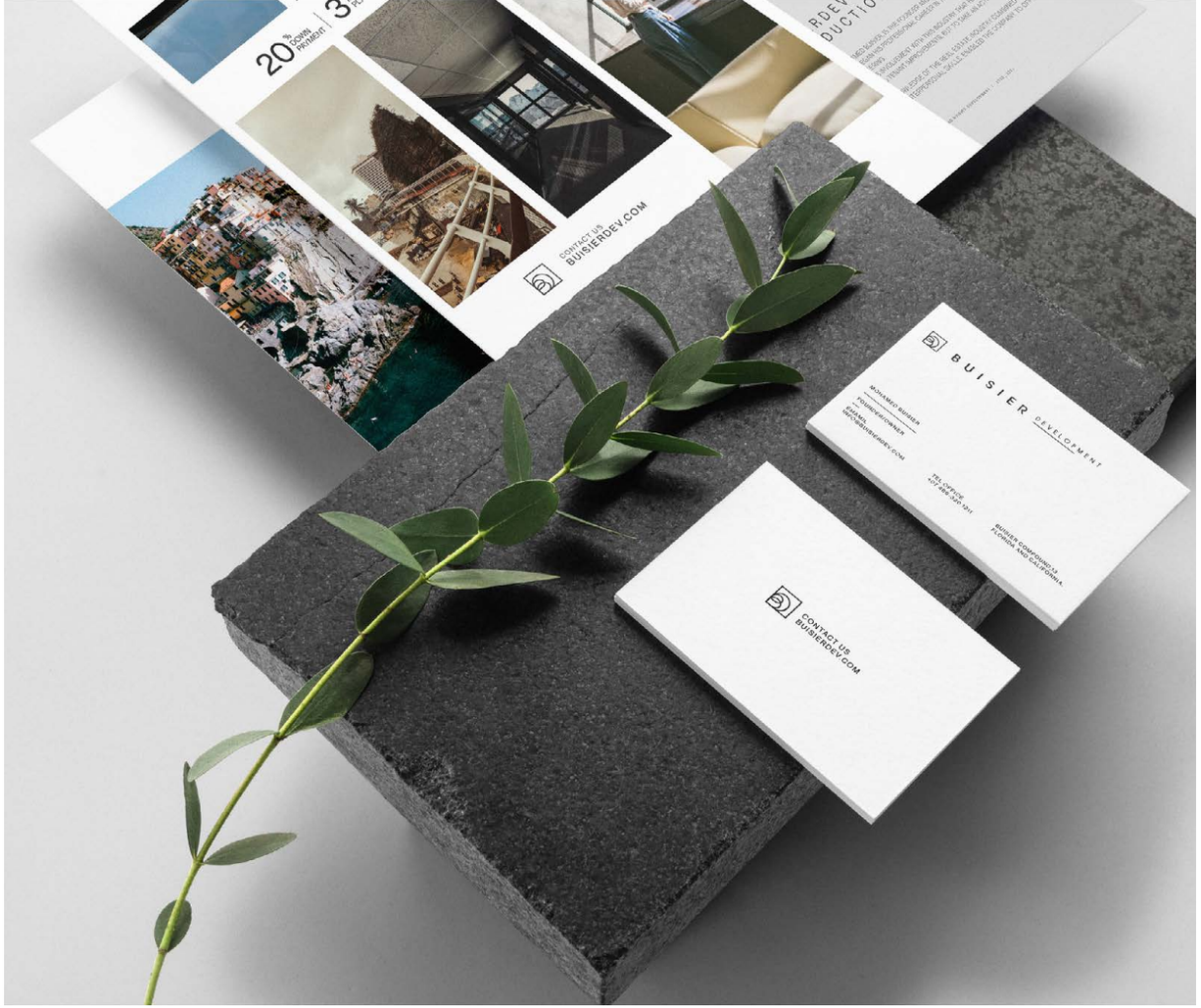

BUISIER DEVELOPMENT
BEAUTY BEYOND WALLS
20 % DOWN PAYMENT
3 YEARS INSTALLMENT PLAN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BEAUTY BEYOND THE WALLS
BUISIER DEVELOPMENT

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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

Client
Dunes Capital Group

Country
Egypt

Deliverables
Logo
Visual Identity
Brand Applications
Stationary

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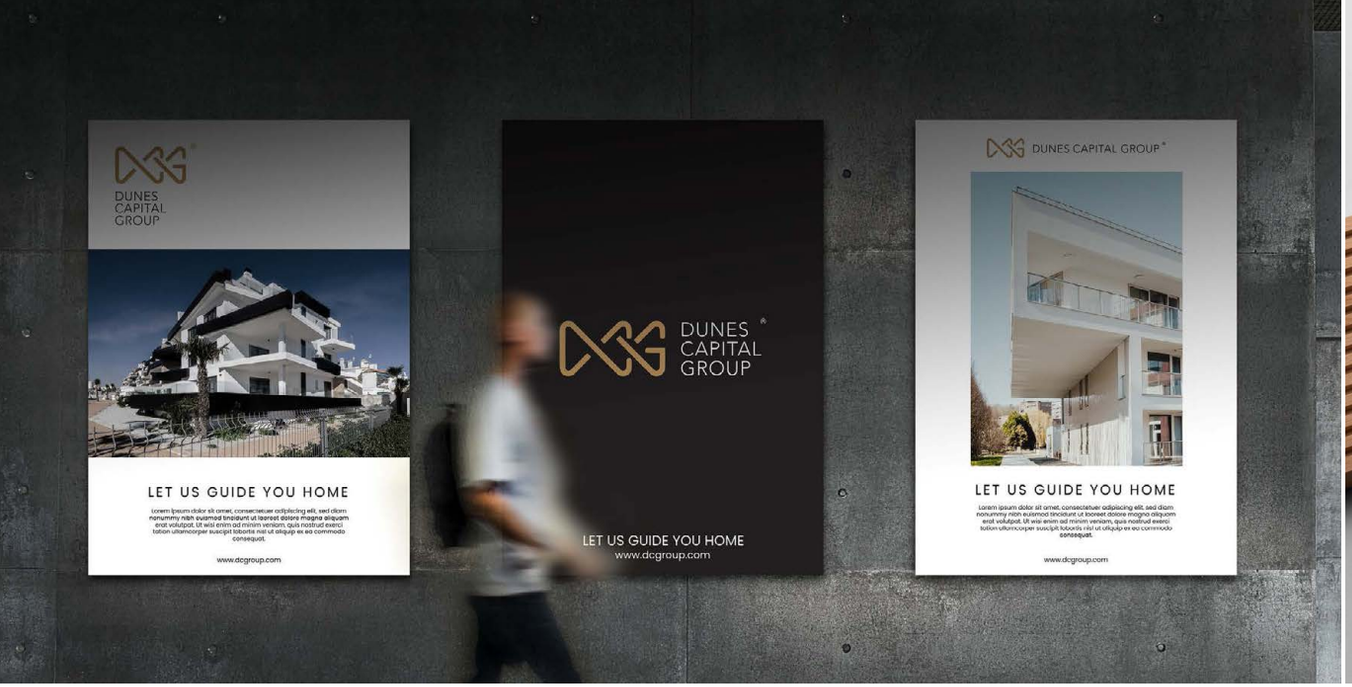
DUNES CAPITAL GROUP
LET US GUIDE YOU HOME
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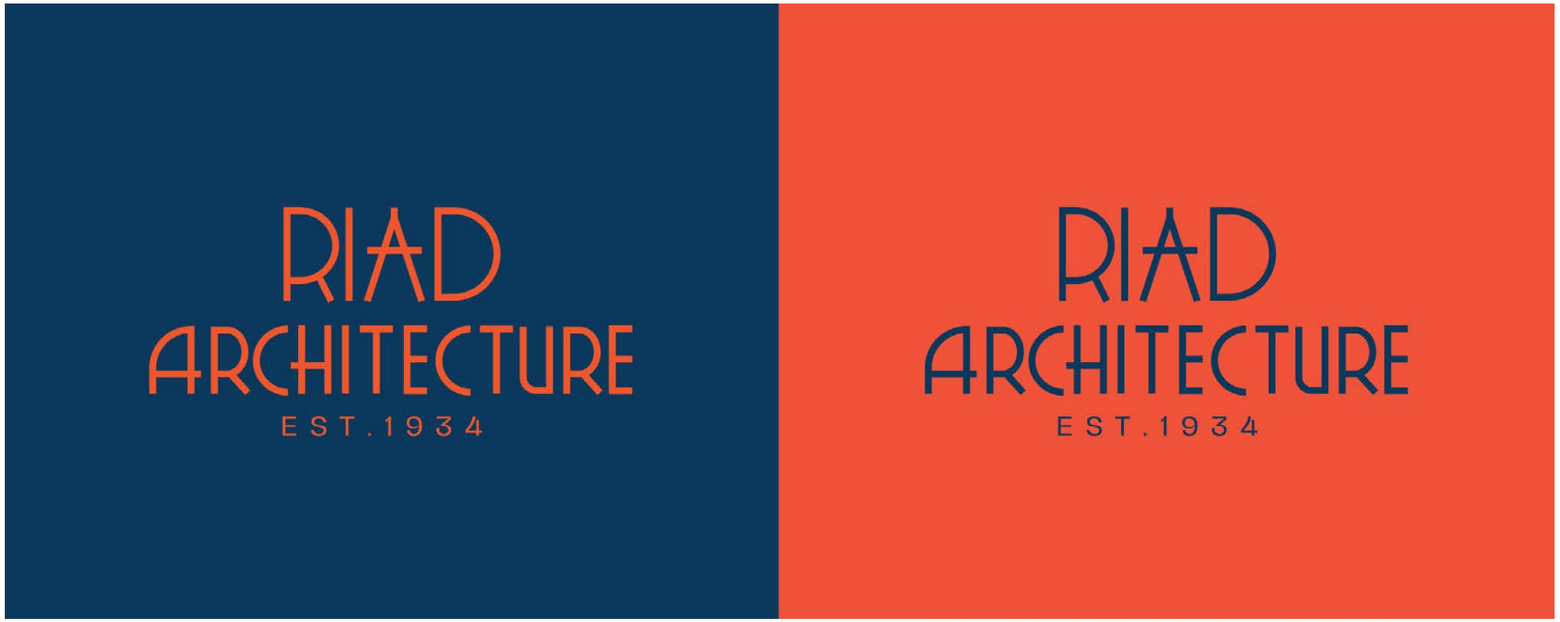
Riad Architecture

Branding

RiadArchitecture provides architecture, master planning and interior design services internationally through our office in Cairo. Our award-winning work can be found in major metropolitan and rural areas around Egypt and the Middle East. The practice was founded in 1934 under the name and supervision of the late architect and former head of the Cairo Municipality, Mahmoud Riad (1905-1979), who was recognized as one of the pioneers of modern Egyptian Architecture by King Farouk, President Gamal Abd el Nasser, and President Anwar el Sadat. Under his leadership, the first Generation of RiadArchitecture was responsible of some of Cairo's most iconic modern buildings, like the Arab League Headquarters, Nile Hilton, the Cairo Municipality Building, and the USSR Embassy.



Client
Riad Architecture

Country
Egypt

Date
March 2023

Deliverables
Brand strategy
Logo
Visual Identity
Brand Applications
Stationary

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RIAD
ARCHITECTURE
EST.1934

The inclusion of a geometric compass in the letter ‹A› adds a layer of symbolism to the logo, embodying precision, creativity, and a sense of direction.

RIAD ARCHITECTURE
EST.1934
RIAD ARCHITECTURE
EST.1934

WHERE CREATIVITY
MEETS CONCRETE.
RIAD ARCHITECTURE
EST.1934

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WHERE CREATIVITY
MEETS CONCRETE.
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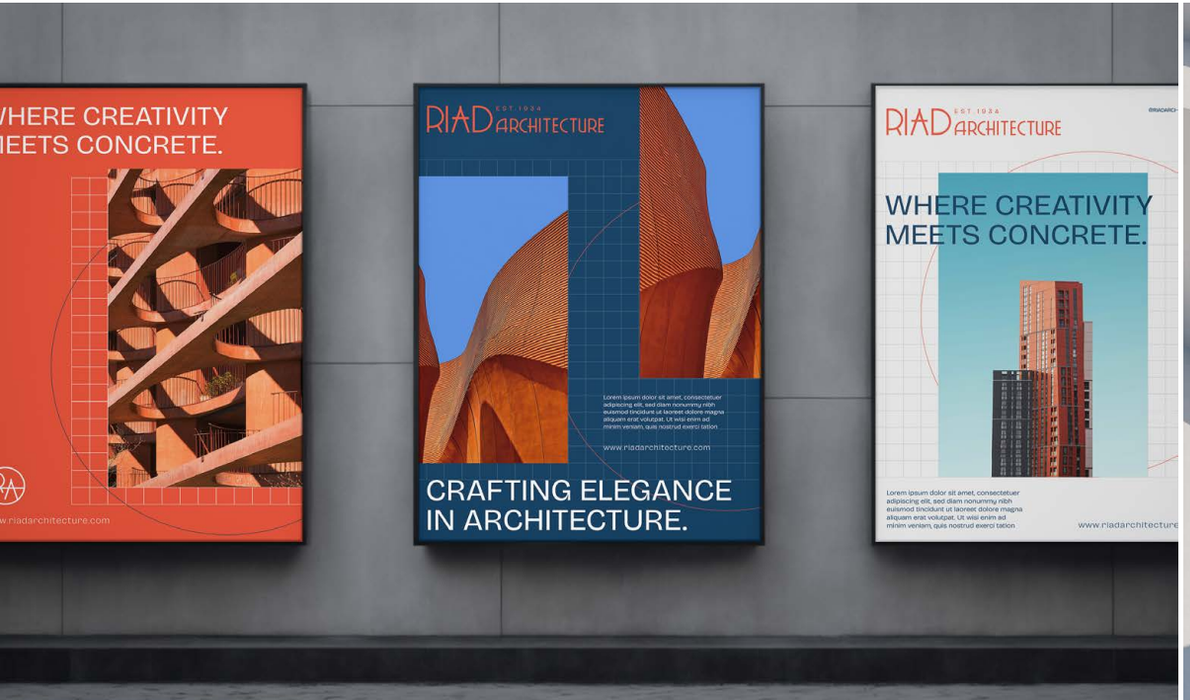
www.riadarchitecture.com
RIAD ARCHITECTURE
EST.1934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RIAD ARCHITECTURE
EST.1934
LOREM IPSUM
DOLOR SIT AMET
@RIADARCHITECTURE

Pen & Paper

Branding

Pen & Paper is part of RiadArchitecture, An award winning firm that provides architecture, master planning and interior design services internationally through our office in Cairo. Our award-winning work can be found in major metropolitan and rural areas around Egypt and the Middle East. The practice was founded in 1934 under the name and supervision of the late architect and former head of the Cairo Municipality, Mahmoud Riad (1905-1979), who was recognized as one of the pioneers of modern Egyptian Architecture by King Farouk, President Gamal Abd el Nasser, and President Anwar el Sadat. Under his leadership, the first Generation of RiadArchitecture was responsible of some of Cairo's most iconic modern buildings, like the Arab League Headquarters, Nile Hilton, the Cairo Municipality Building, and the USSR Embassy.

Client
Pen & Paper

Country
Egypt

Date
March 2024

Deliverables
Brand strategy
Logo
Visual Identity
Brand Applications
Stationary

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TO DRAW STRUCTURES
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sed diam nonummy nibh euismod tincidunt ut laoreet
dolore magna aliquam erat volutpat. Ut wisi enim ad minim
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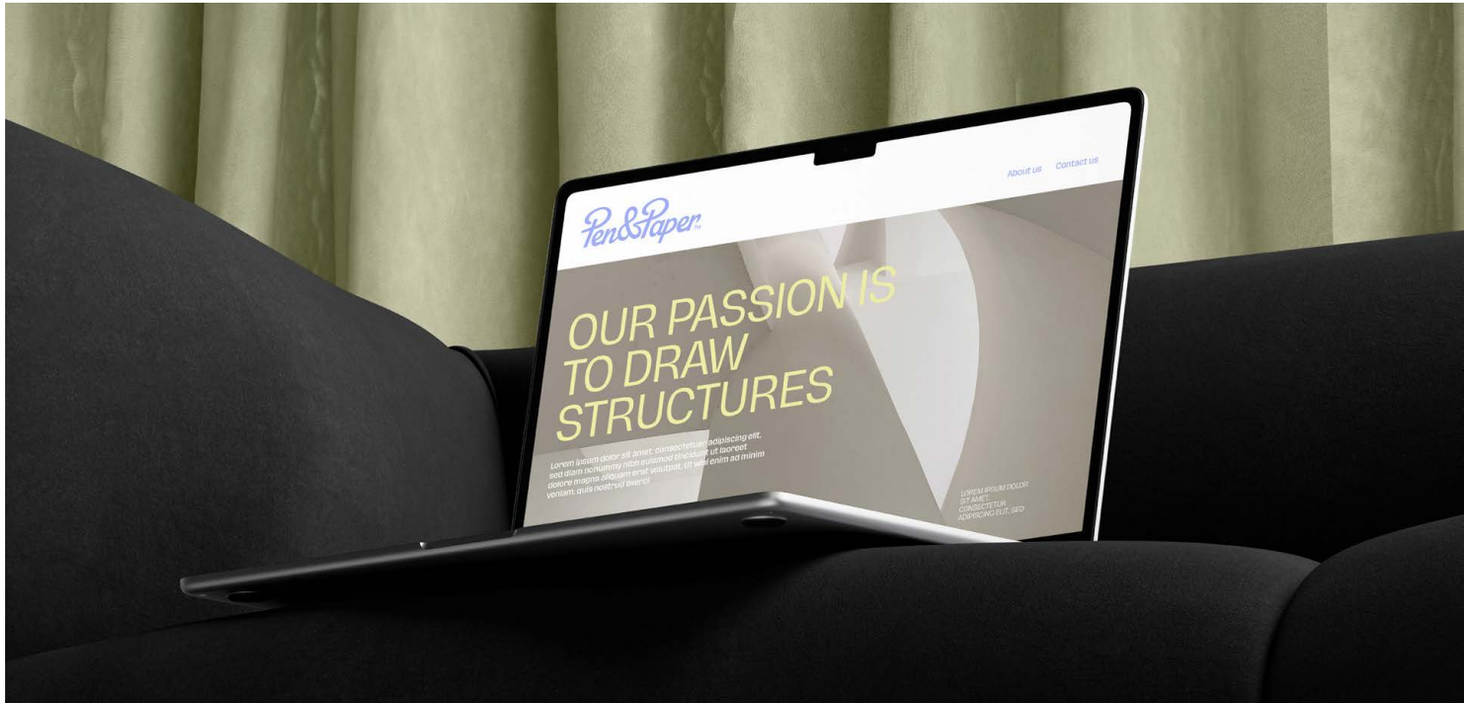
Pen&Paper
About us
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OUR PASSION IS
TO DRAW
STRUCTURES

Construction & Industrial Services

Polestar

Branding

Polestar brings advanced and tailored supply chain services to small- and large-scale clients and partners in the Middle East. Based in the increasingly developing Saudi Arabian business landscape, the company offers solutions that serve the special needs of the region and fortify successful supply chain and logistics movements.

As a 4PL supply chain company, Polestar brings strategic thinking and operations to manufacturing, management, and movement. While it does not offer creative services itself, it easily outsources them through its network of partners and mother company, iJomla. Primarily covering the fields of entertainment, medicine, trade logistics, and agriculture, Polestar takes care of all technical paperwork, licensing and permission services, and strategy offerings that facilitate quick operation and growth.

Client
Polestar

Country
Egypt

Date
Feb 2022

Deliverables
Brand strategy
Logo
Visual Identity
Brand Applications
Stationary

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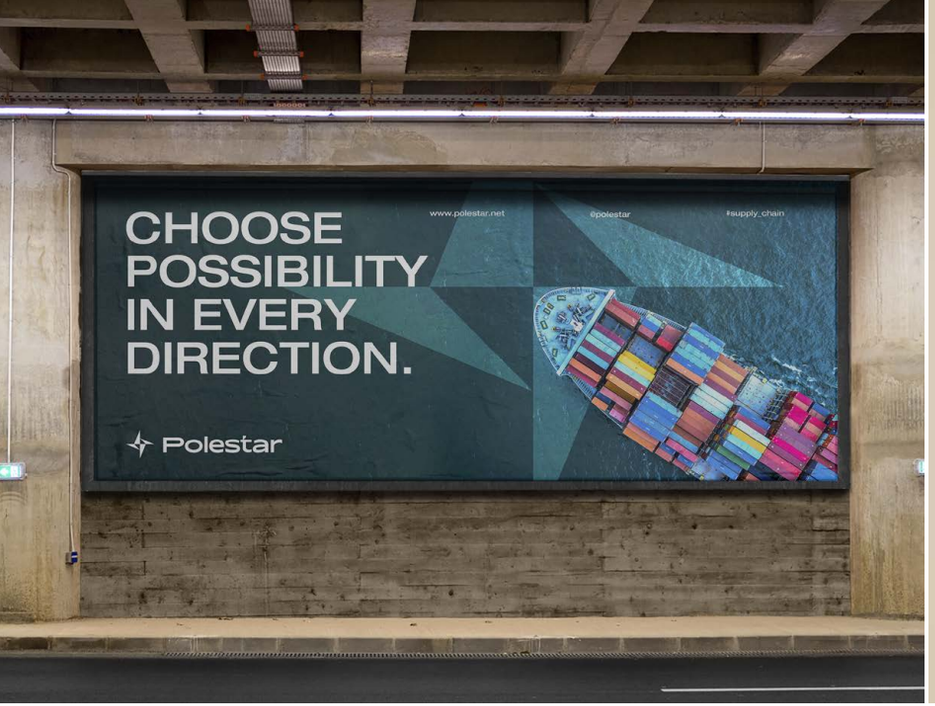
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#supply_chain
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OUT OF
YOUR MOVE.
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DIRECTION.
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Conception Woodworks

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

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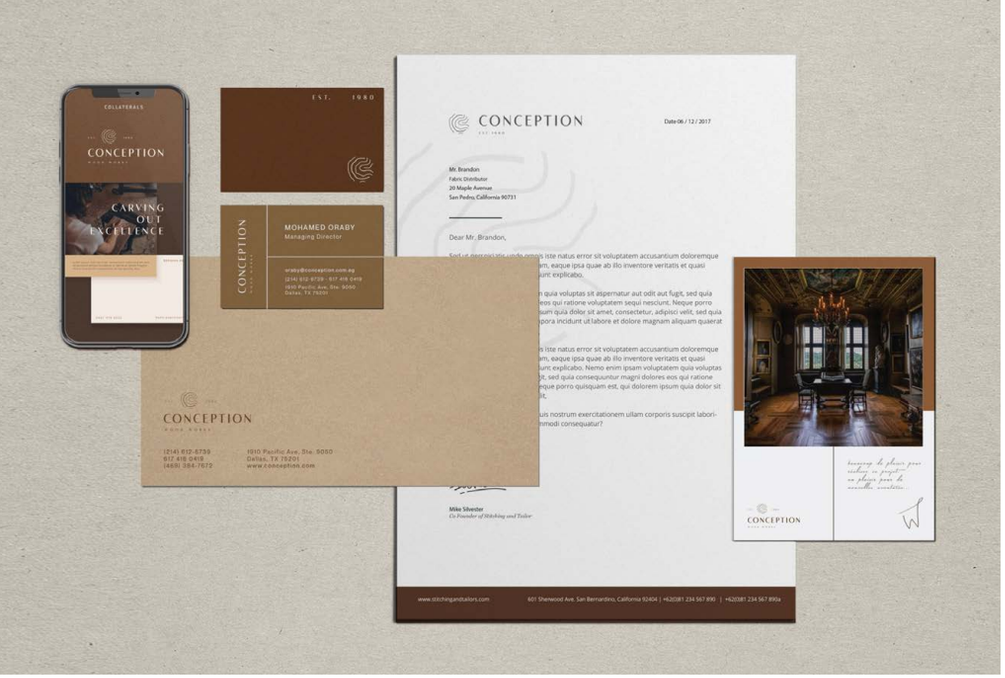
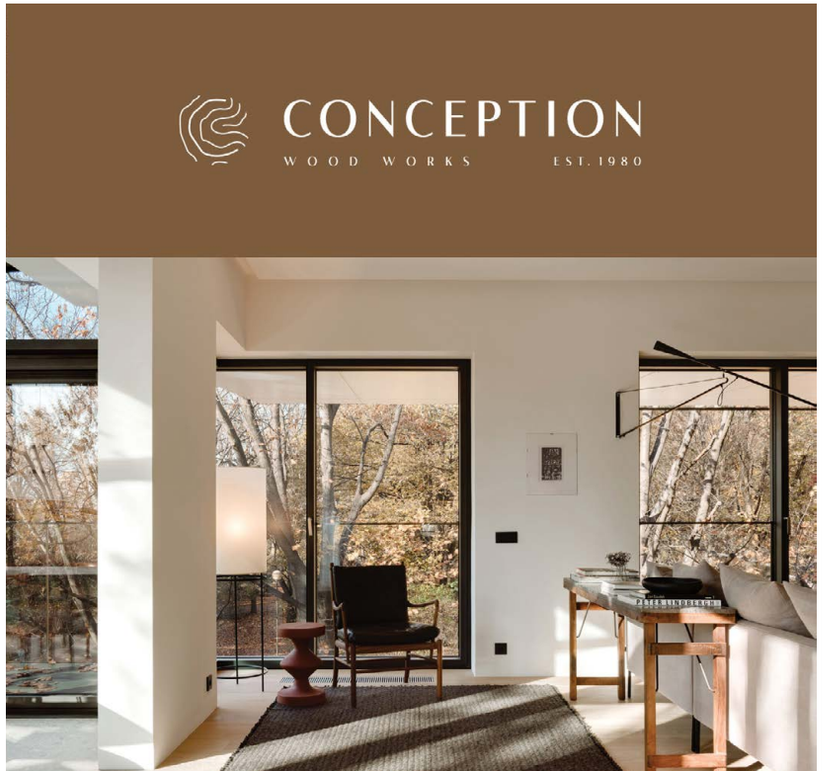

COLLATERALS
CONCEPTION
CARVING OUT EXCELLENCE
EST. 1980
CONCEPTION
Date 06 / 12 / 2017
Mr. Brandon
Fabric Distributor
20 Maple Avenue
San Pedro, California 90731
Dear Mr. Brandon,
MOHAMED ORABY
Managing Director
Mike Silvester
Co Founder of Stitching and Tailor
www.stitchingandtailors.com
601 Sherwood Ave. San Bernardino, California 92404 | +620381 234 567 890 | +620381 234 567 890a

CONCEPTION
CARVING OUT EXCELLENCE

EST. 1980
CONCEPTION
WOODWORKS

CONCEPTION
WOOD WORKS
EST. 1980


CONCEPTION
WOOD WORKS
EST. 1980

1980
1980
1980
1980
1980
EST. 1980

Delemar Industrial Group

Branding

Delemar 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.

Delemar'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
Delemar

Country
Egypt

Date
March 2020

Deliverables
Brand strategy
Logo
Visual Identity
Brand Applications
Stationary

مجموعة دلمار الصناعية
DELEMAR INDUSTRIAL GROUP

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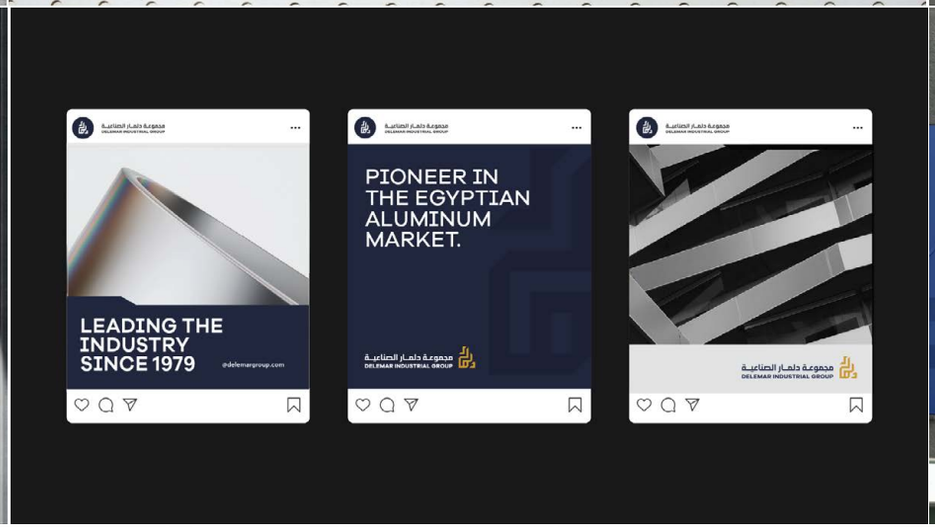
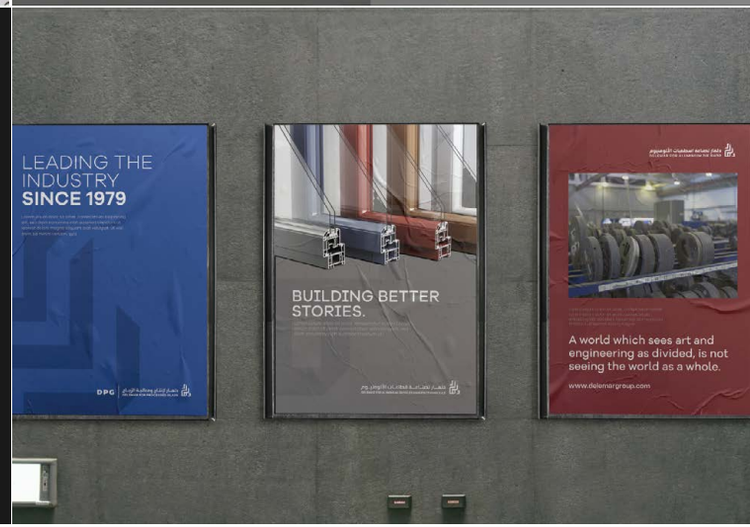
BUILDING BETTER
STORIES

مجموعة دلمار الصناعية
DELEMAR INDUSTRIAL GROUP
PIONEERS OF THE
ALUMINUIM INDUSTRY
IN THE MIDDLE EAST
PIONEER OF THE
ALUMINUM IN-
DUSTRY IN THE
MIDDLE EAST.
www.delemargroup.com

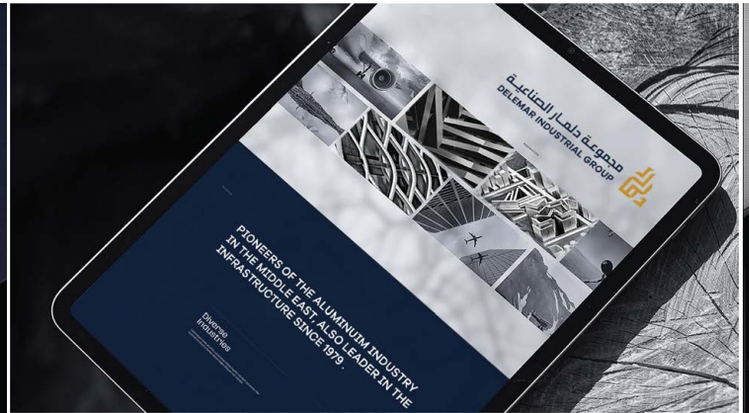
PIONEERS OF THE
ALUMINUIM INDUSTRY
IN THE MIDDLE EAST

مجموعة دلمار الصناعية
DELEMAR INDUSTRIAL GROUP
PIONEERS OF THE
ALUMINIUM INDUSTRY.
The company works closely with architects and designers to
understand the project, and ultimately develop a targeted solution
that optimizes every stage of the build.
www.delemargroup.com


LEADING THE
INDUSTRY
SINCE 1979
@delemargroup.com
PIONEER IN
THE EGYPTIAN
ALUMINUM
MARKET.


LEADING THE
INDUSTRY
SINCE 1979
BUILDING BETTER
STORIES.
A world which sees art and
engineering as divided, is not
seeing the world as a whole.
www.delemargroup.com

AHMED
IBRAHIM
SALES
MANAGER
مجموعة دلمار الصناعية
DELEMAR INDUSTRIAL GROUP


مجموعة دلمار الصناعية
DELEMAR INDUSTRIAL GROUP
PIONEERS OF THE ALUMINUIM INDUSTRY
IN THE MIDDLE EAST, ALSO LEADER IN THE
INFRASTRUCTURE SINCE 1979.

PIONEERS OF THE
ALUMINUIM INDUSTRY
IN THE MIDDLE EAST
PIONEER OF THE
ALUMINUM INDUSTRY
IN THE MIDDLE EAST.

Stitch Textiles

Branding

Stitch is an Egyptian socks manufacturing brand established in 2013 by two entrepreneurs aiming to create value and deliver the highest-quality products to the Egyptian market using top-notch technologies, machineries and know-how to produce products for Men, Women, Kids and Babies categories.

Client
Stitch

Country
Egypt

Date
December 2023

Deliverables
Brand strategy
Logo
Visual Identity
Brand Applications
Stationary

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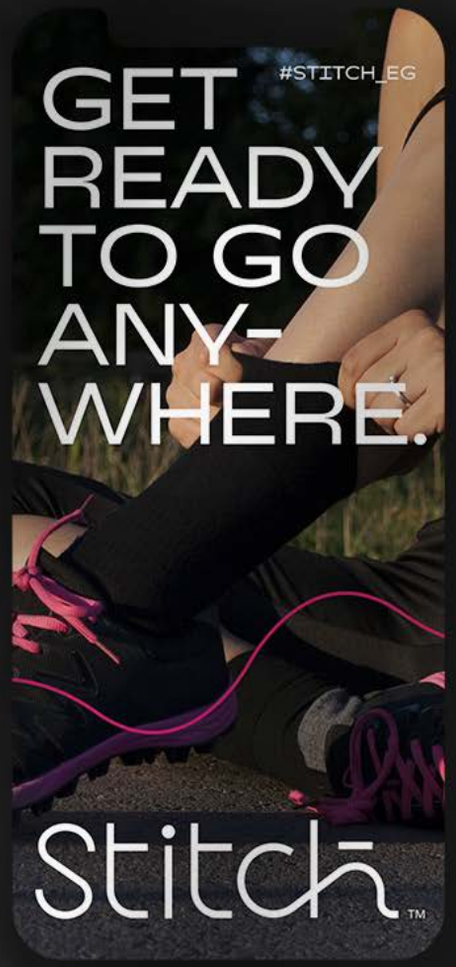
Stitch
FINEST COTTON

MEN'S SOCKS
Stitch
LONG-CUT CLASSIC
WOMEN'S SOCKS
Stitch
KNEE-HIGH LIGHT WEIGHT
MEN'S SOCKS
Stitch
LONG-CUT CLASSIC

#STITCH_EG
FINEST COTTON
@STITCH
#STITCH_EG
COMFORT-ABLE AND CLASSY, WITH SOCKS
Stitch
STITCH.COM
FINEST COTTON
GENT MAN FOO APPA
Stitch

MEN'S SOCKS
Gentleman's foot apparel
Stitch
MEN'S SOCKS
Gentleman's foot apparel
Stitch
FINEST COTTON
Stitch
STITCH.COM
FINEST COTTON


GET READY TO GO ANY-WHERE.
#STITCH_EG
Stitch™

FINEST COTTON
#STITCH_EG
TRENDY
TRENDY
TRENDY
Stitch™

COMFORT-ABLE AND CLASSY, WITH SOCKS
#STITCH_EG
Stitch™

MEN'S SOCKS
Gentleman's foot apparel.
3 PAIRS
Stitch™
FINE COTTON

FINEST COTTON
Stitch™

GENTLE-
MAN'S
FOOT
APPAREL.
COMFORT-
ABLE AND
CLASSY,
WITH
SOCKS
Stitch

FINEST COTTON
Stitch™
www.stitch.net

AHMED IBRAHEEM
SALES MANAGER
(+2) 018 123 0976
info@stitch.net
www.stitch.net
55 Bostan st.
Shikh zayed, Giza, Egypt
Stitch
Stitch™
FINEST COTTON

MEN'S
SOCKS
Gentleman's foot apparel
Stitch™
FINEST COTTON
TRENDY

COMFORTABLE
AND CLASSY,
WITH SOCKS
#STITCH_EG
Stitch™
FINEST COTTON
@STITCH

ICAPP By Americana

Branding

ICAPP is a leader manufacturer and grower in the Middle East, based in Egypt. ICAPP is part of Americana Group, Americana Group main lines of business are operating food & beverage outlets as well as manufacturing food products. In the food manufacturing and processing sector, Americana Group is recognized as the Middle East's leading purveyor of quality food products.

Client
Americana

Country
Egypt

Date
March 2023

Deliverables
Brand strategy
Logo
Visual Identity
Brand Applications
Stationary

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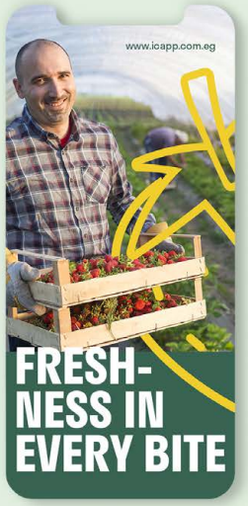
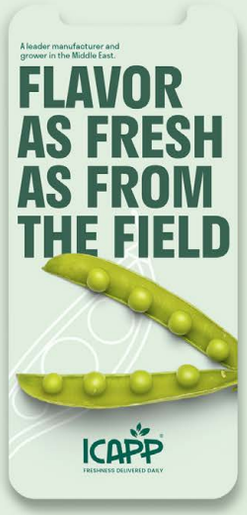
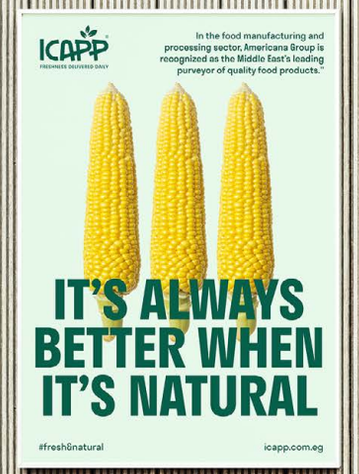
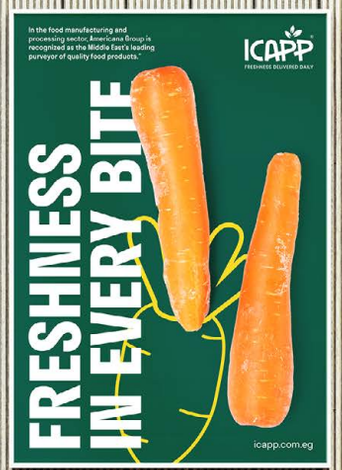

www.icapp.com.eg
FRESH-
NESS IN
EVERY BITE

A leader manufacturer and grower in the Middle East.
IT'S
ALWAYS
BETTER
WHEN IT'S
NATURAL
ICAPP
FRESHNESS DELIVERED DAILY


A leader manufacturer and grower in the Middle East.
FLAVOR
AS FRESH
AS FROM
THE FIELD
ICAPP
FRESHNESS DELIVERED DAILY


ICAPP
FRESHNESS DELIVERED DAILY
In the food manufacturing and processing sector, Americana Group is recognized as the Middle East's leading purveyor of quality food products."
IT'S ALWAYS
BETTER WHEN
IT'S NATURAL
#fresh&natural
icapp.com.eg


In the food manufacturing and processing sector, Americana Group is recognized as the Middle East's leading purveyor of quality food products."
ICAPP
FRESHNESS DELIVERED DAILY
FRESHNESS
IN EVERY BITE
icapp.com.eg

In the food manufacturing and processing sector, Americana Group is recognized as the Middle East's leading purveyor of quality food products.
IT'S ALWAYS
BETTER WHEN
IT'S NATURAL
ICAPP
FRESHNESS DELIVERED DAILY
#fresh&natural
icapp.com.eg

FLAVOR
AS FRESH
AS FROM
THE FIELD
ICAPP
FRESHNESS
IN EVERY BITE
FRESHNESS
IN EVERY BITE
ICAPP

IT'S ALWAYS
BETTER WHEN
IT'S NATURAL
"ICAPP IS A LEADER MANUFACTURER AND GROWER IN THE MIDDLE EAST, BASED IN EGYPT ICAPP IS PART OF AMERICANA GROUP, AMURICANA GROUP MAIN LINES OF BUSINESS ARE OPERATING FOOD & BEVERAGE OUTLETS AS WELL AS MANUFACTURING FOOD PRODUCTS.
ICAPP
FRESHNESS DELIVERED DAILY
#fresh&natural
icapp.com.eg

icapp.com.eg
FLAVOR
AS FRESH
AS FROM
THE FIELD
#fresh&natural
ICAPP
FRESHNESS DELIVERED DAILY

MB Engineering Group

Branding

MB Engineering Group, was established in 1981 by Eng. Bahaa Shalaby. It began as a modest agent for a European brand in the low voltage electricity sector. Over the past four decades, what started as a small enterprise has blossomed into a leading supplier and manufacturer in Egypt's burgeoning LV electrical supplies market.

The roots of MB Engineering Group trace back to the 1980s, a dynamic period of fresh beginnings in the Egyptian economy, which was entering a phase of resurgence and rebuilding after years of challenges. During this time of economic prosperity, Eng. Bahaa Shalaby, then a visionary military officer, was inspired by a drive to contribute significantly to his country's development. This period marked by national optimism and a collective push towards progress, sparked in Eng. Bahaa the idea to venture into the entrepreneurial world with a groundbreaking initiative.

Country
Egypt

Date
Feb 2022

Deliverables
Brand strategy
Logo
Visual Identity
Brand Applications
Stationary

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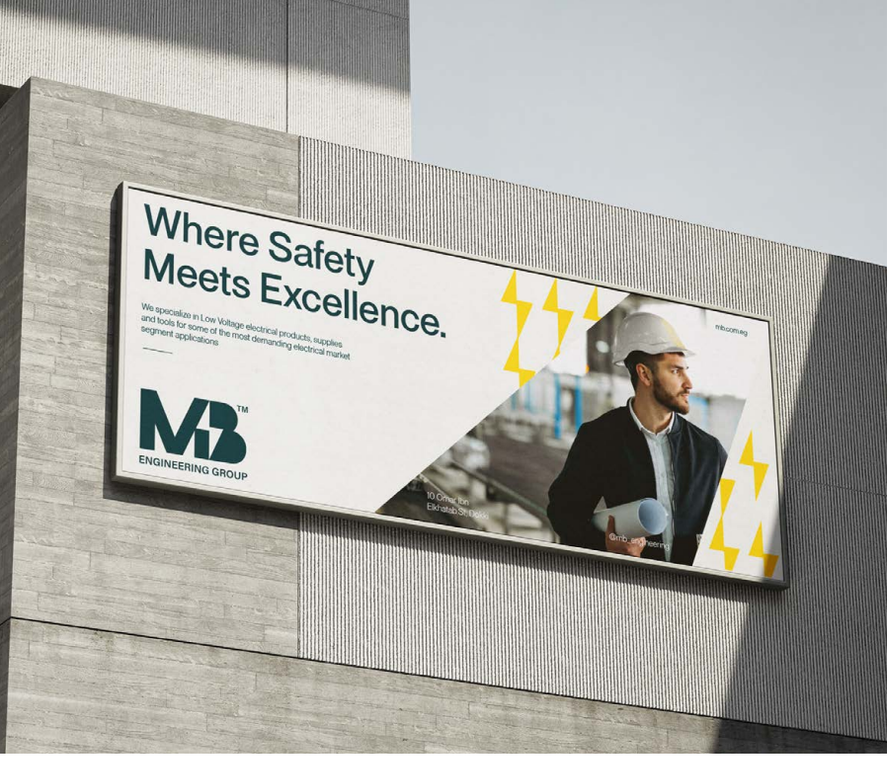
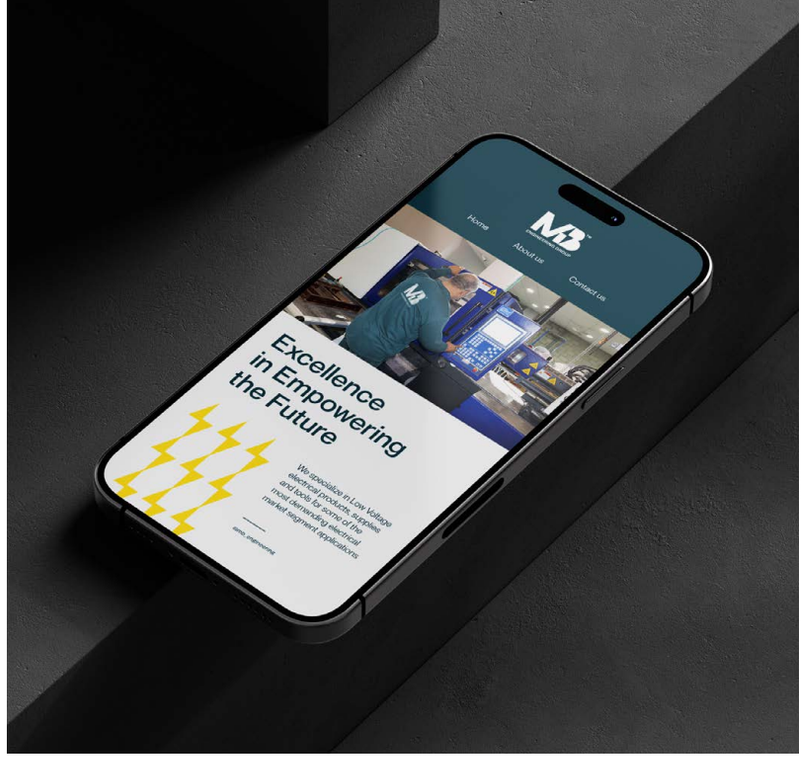
We specialize in Low Voltage electrical products, supplies and tools for some of the most demanding electrical market segment applications
mb.com.eg
Excellence in Empowering the Future
10 Omar Ibn Elkhatab St, Dokki
ENGINEERING GROUP
@mb_engineering

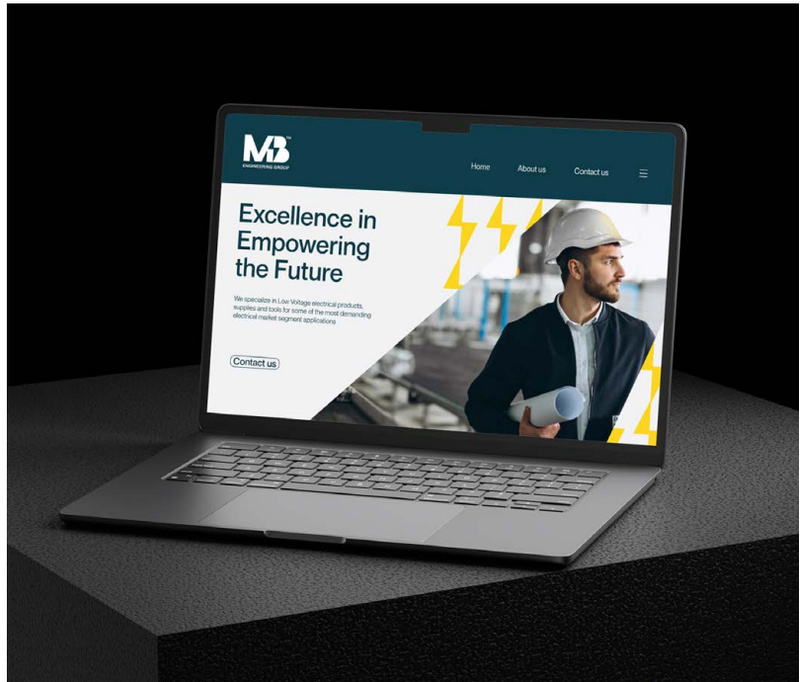
Excellence in Empowering the Future
We specialize in Low Voltage electrical products, supplies and tools for some of the most demanding electrical market segment applications
mb.com.eg

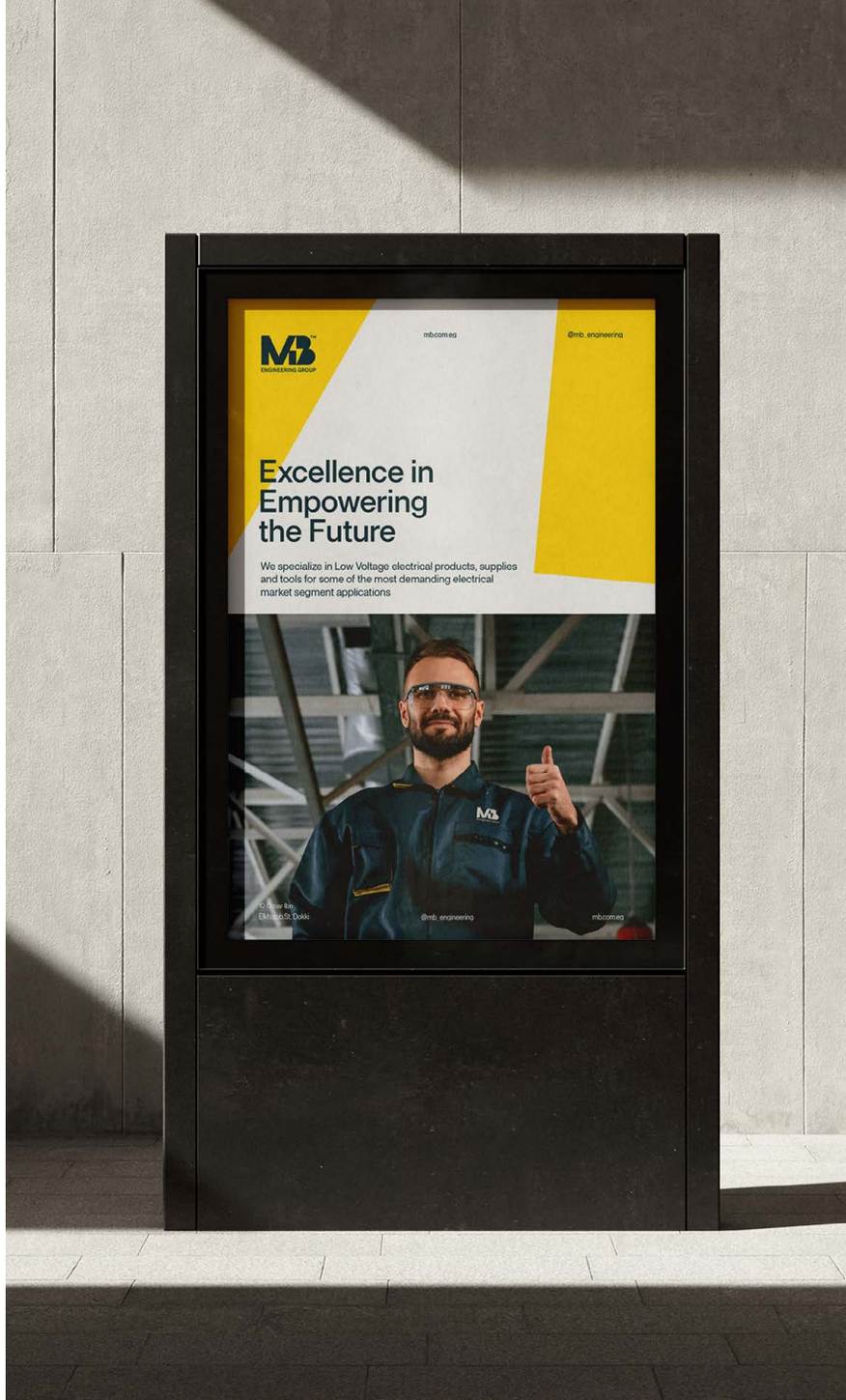
Excellence in Empowering the Future
We specialize in Low Voltage electrical products, supplies and tools for some of the most demanding electrical market segment applications
mb.com.eg
ENGINEERING GROUP
@mb_engineering


Where Safety
Meets Excellence.
We specialize in Low Voltage electrical products, supplies and tools for some of the most demanding electrical market segment applications
ENGINEERING GROUP
mbcom.eg
@mb_engineering


Home
About us
Contact us
Excellence in Empowering the Future

Excellence in
Empowering
the Future
We specialize in Low Voltage electrical products, supplies and tools for some of the most demanding electrical market segment applications
ENGINEERING GROUP


Home
About us
Contact us
Excellence in
Empowering
the Future
Contact us

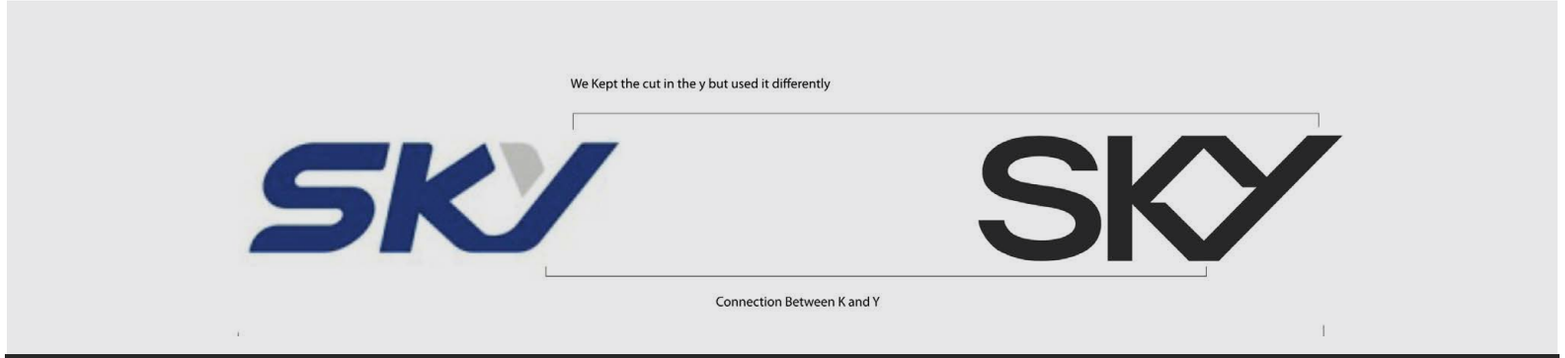

ENGINEERING GROUP
mbcom.eg
@mb_engineering
Excellence in
Empowering
the Future
We specialize in Low Voltage electrical products, supplies and tools for some of the most demanding electrical market segment applications
@mb_engineering
mbcom.eg

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 theirstakeholders while at the same time making an impact that is positive and sustainable on overall economic growth, and in particular job creation.



Country
Egypt

Date
December 2023

Deliverables
Brand Strategy
Logo & Packaging deisgn
Visual Identity
Brand Applications

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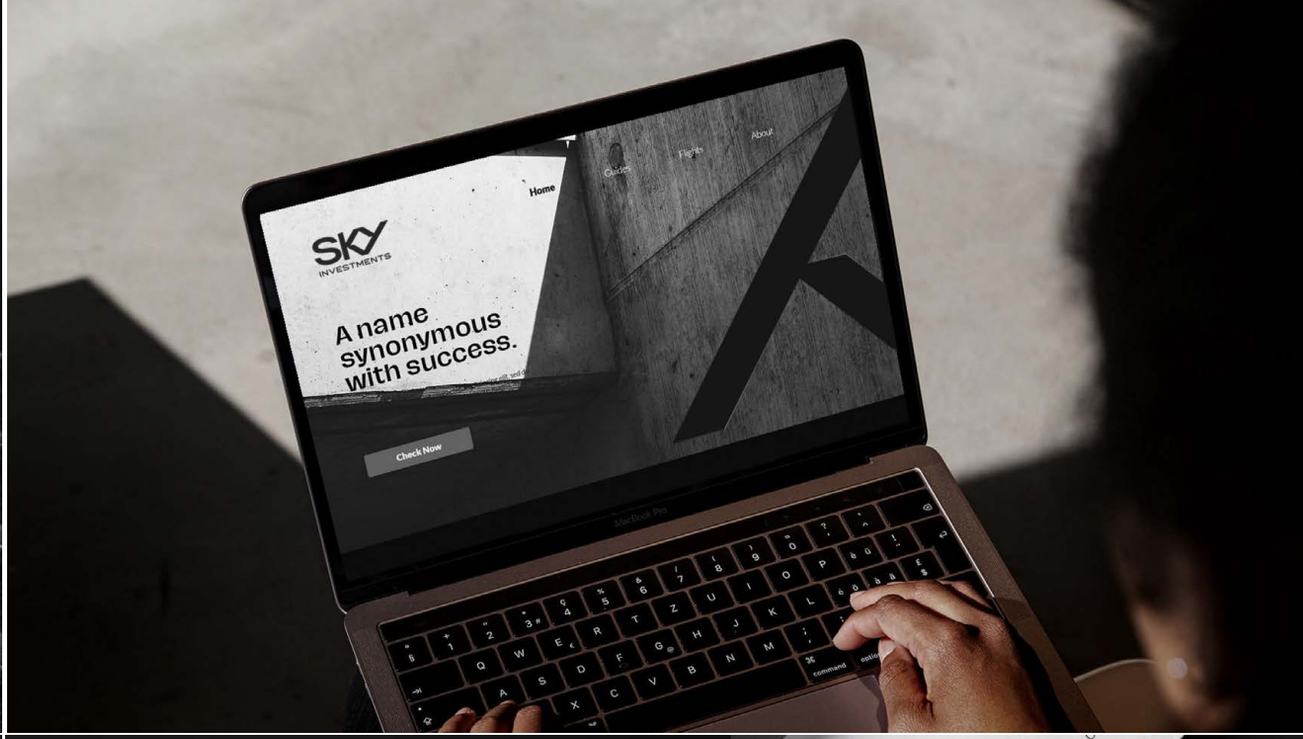
#sky_distribution
Donia Maamoun
Sales Manager
UNMATCHED SUCCESS
SKY_DISTRIBUTION.COM
SKY
INVESTMENTS

SKY
INVESTMENTS


Home
Guides
Flights
About
SKY
INVESTMENTS
A name
synonymous
with success.
Check Now

Sky Investments
SKY
INVESTMENTS
A name
synonymous
with success.
Success Unmatched
www.skyinvestments.com

Sky Investments
Investing In
Diverse
Industries.
www.skyinvestments.com
SKY
INVESTMENTS

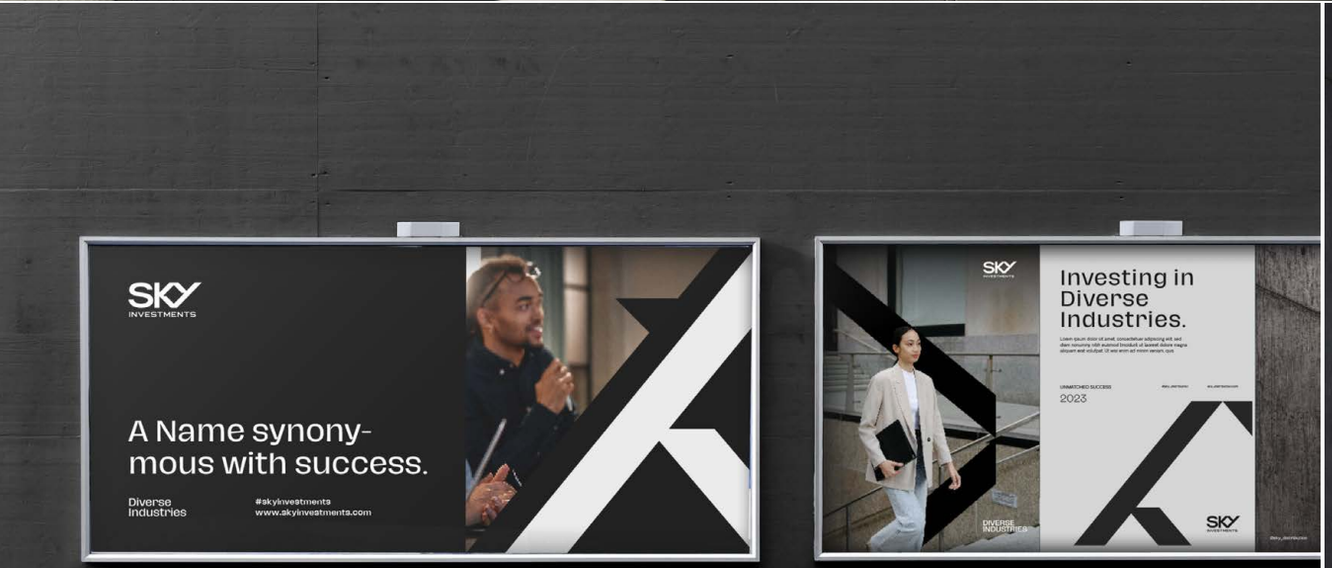
Sky Investments
SKY
INVESTMENTS
DIVERSE
INDUSTRIES

SKY
INVESTMENTS

info@skydistribution.com
(+20) 173 2344 232
SKY
INVESTMENTS

Capital is just
the beginning
of our promis
SKY
INVESTMENTS
SKY
INVESTMENTS
Capital Is Just
The Beginning
Of Our
Promises
SKY
INVESTMENTS

SKY
INVESTMENTS


SKY
INVESTMENTS
A Name synony-
mous with success.
Diverse
Industries
#skyinvestments
www.skyinvestments.com
SKY
Investing in
Diverse
Industries.
UNMATCHED SUCCESS
2023
DIVERSE
INDUSTRIES
SKY
INVESTMENTS

Investing In
Diverse
Industries.
UNMATCHED SUCCESS
2023
SKY
INVESTMENTS

FMCG

Fins Seafood

Branding & Packagaing

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

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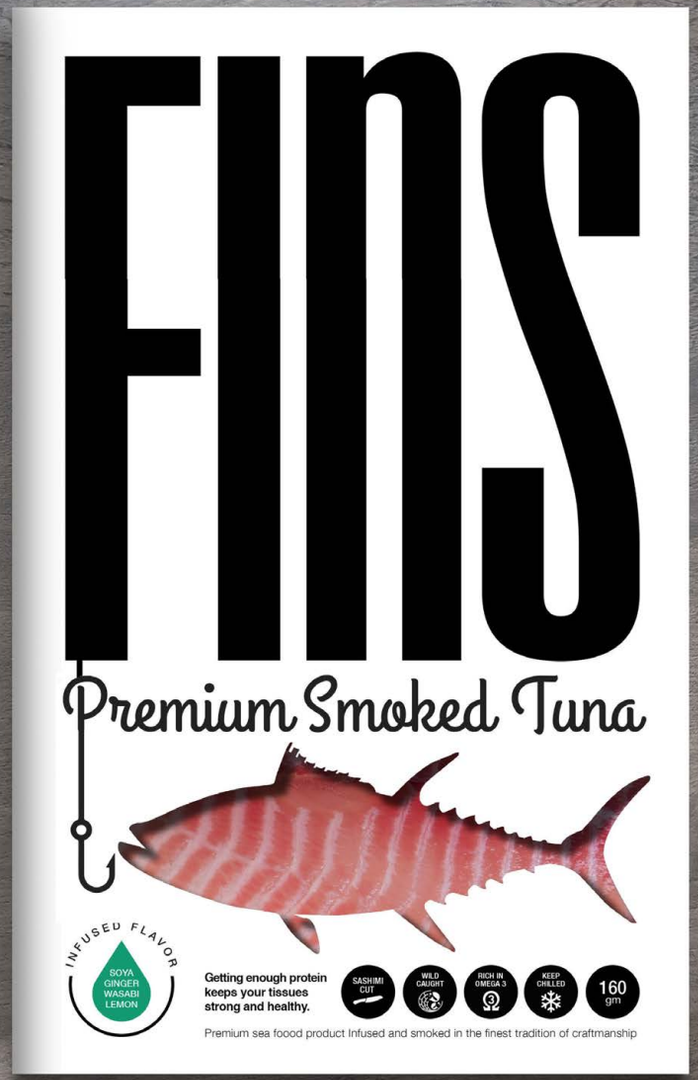
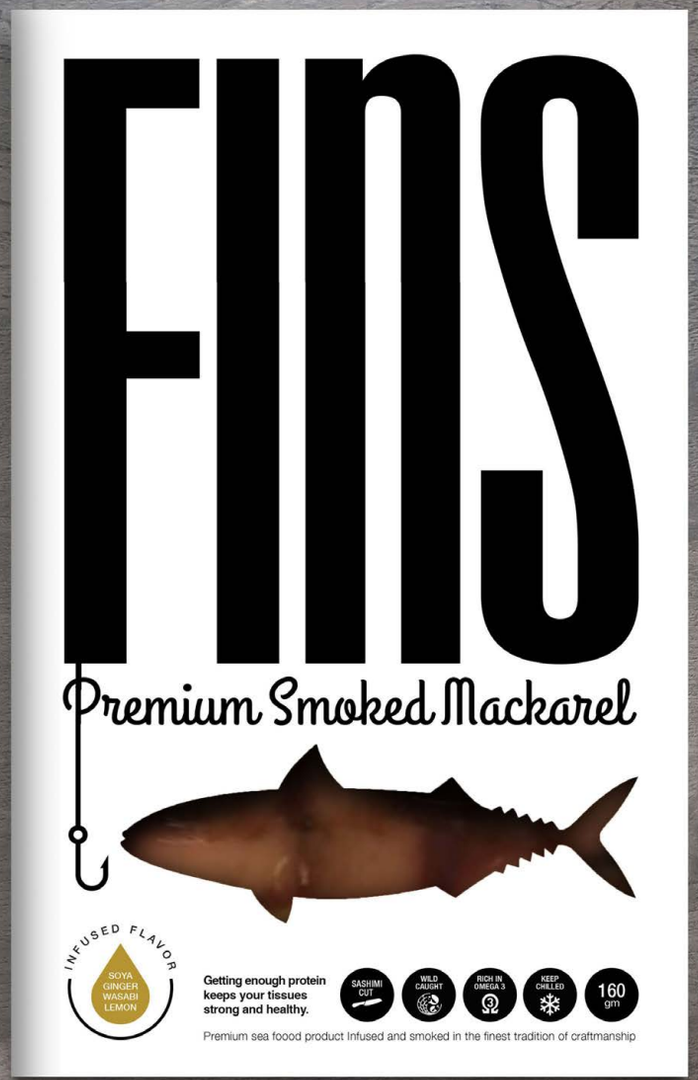
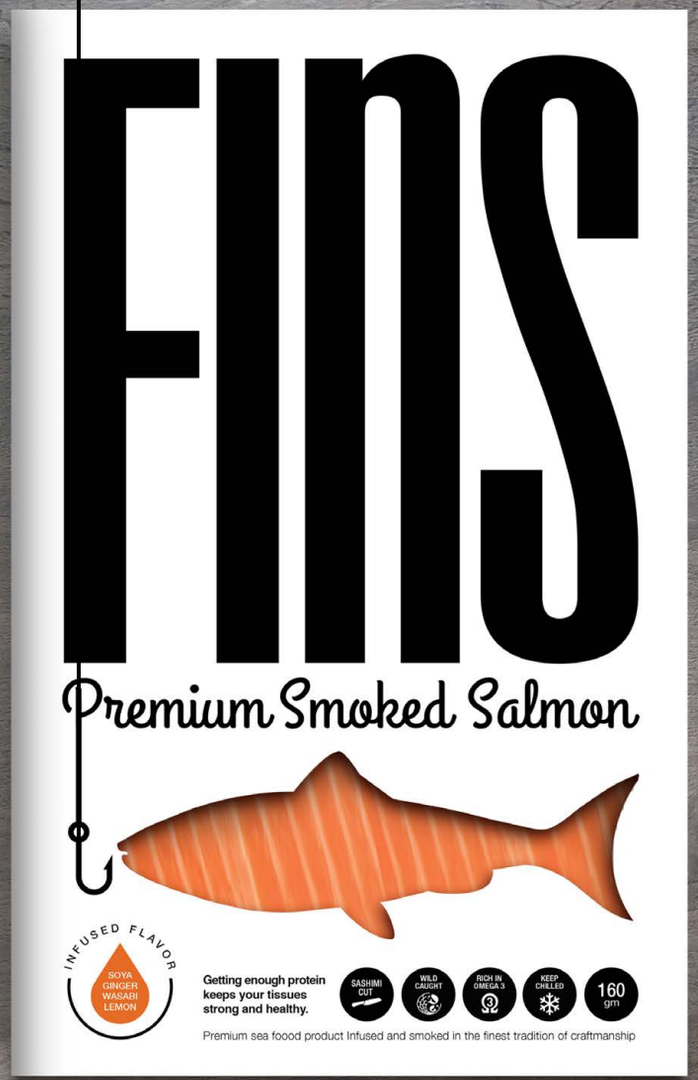

FINS
Premium Smoked Tuna
INFUSED FLAVOR
SOYA GINGER WASABI LEMON
Getting enough protein keeps your tissues strong and healthy.
SASHIMI CUT
WILD CAUGHT
RICH IN OMEGA 3
KEEP CHILLED
160 gm
Premium sea foood product Infused and smoked in the finest tradition of craftmanship


FINS
Premium Smoked Mackarel
INFUSED FLAVOR
SOYA GINGER WASABI LEMON
Getting enough protein keeps your tissues strong and healthy.
SASHIMI CUT
WILD CAUGHT
RICH IN OMEGA 3
KEEP CHILLED
160 gm
Premium sea foood product Infused and smoked in the finest tradition of craftmanship


FINS
Premium Smoked Salmon
INFUSED FLAVOR
SOYA GINGER WASABI LEMON
Getting enough protein keeps your tissues strong and healthy.
SASHIMI CUT
WILD CAUGHT
RICH IN OMEGA 3
KEEP CHILLED
160 gm
Premium sea foood product Infused and smoked in the finest tradition of craftmanship

FINS
Premium Smoked Salmon
Premium Smoked Grouper
Premium Smoked Mackarel
PREMIUM SEAFOOD PRODUCTS
SALMON FISH
INFUSED FLAVOR
SOYA GINGER WASABI LEMON
Getting enough protein keeps your tissues strong and healthy.
Premium sea food product infused and smoked in the finest tradition of craftmanship.

Bad Fat Pussy Cat

Bad fat Pussycat has created a smart proposotion 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

Date
December 2023

Deliverables
Brand Strategy
Logo & Packaging deisgn
Visual Identity
Brand Applications

The content of this profile is confidential and intended for the recipient specified in the requested form only

BADFAT PUSSYCAT
SCALOPE PANE
REAL MEAT!
HEALTHY & TASTY
CAL 400
INGREDIENTS
250 G
GREEN SALAD
CAL 150

BADFAT PUSSYCAT
GREEN SALAD
VEGAN
CAL 150
CHICKEN TERIYAKI
REAL MEAT!
CAL 400
FISH
HEALTHY & TASTY

BADFAT PUSSYCAT
HEALTHY & TASTY
GREEN SALAD
VEGAN
INGREDIENTS
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Accumsan lacus vel facilisis

100%
TASTY
HEALTHY
VEGAN
VEGETARIAN
PESCATARIAN

BAD FAT
PUSSYCAT

BAD FAT
PUSSYCAT

Chompa By East Wind

Eastwind is the leading dog care facility in Egypt. We strive to be your dog's second trusted home by setting the highest standards, the utmost care and the most fun experience from the moment your dog sets paw on Eastwind.

Country
Egypt

Date
December 2023

Deliverables
Brand Strategy
Logo & Packaging deisgn
Visual Identity
Brand Applications

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LOREM IPSUM DOLOR SIT AMET, CONSECTETUER A DIPISCING ELIT, SED DIAM NONUMMY NIBH
70GM
CHOMPA
TREATS JERKY
LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT, SED DIAM NONUMMY NIBH AD
MEAT
NO TESTED ON ANIMALS
CRUETY FREE
PARABEN FREE
100% ORGANIC

LOREM IPSUM DOLOR SIT AMET, CONSECTETUER A DIPISCING ELIT, SED DIAM NONUMMY NIBH
70GM
CHOMPA
TREATS JERKY
LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT, SED DIAM NONUMMY NIBH AD
MEAT
NO TESTED ON ANIMALS
CRUETY FREE
PARABEN FREE
100% ORGANIC
ECO FRIENDLY

LOREM IPSUM DOLOR SIT AMET, CONSECTETUER A DIPISCING ELIT, SED DIAM NONUMMY NIBH
70GM
CHOMPA
TREATS JERKY
LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT, SED DIAM NONUMMY NIBH AD
MEAT
NO TESTED ON ANIMALS
CRUETY FREE
PARABEN FREE
100% ORGANIC
ECO FRIENDLY

CHOMPA
PÂTÉ

CHOMPA
PÂTÉ
CHICKEN & LIVER

CHOMPA
PÂTÉ
MACKEREL & SARDINE DINNER

CHOMPA
PÂTÉ
MEAT & LIVER

CHOMPA
CHUNK&GRAVY
TUNA& WHITE FISH
CHOMPA
MIX STICKS

CHOMPA
50GM
ALASKAN SALMON
SALMON
LOREM IPSUM DOLOR SIT AMET, CONSECTETUER

CHOMPA
50GM
MAC & CHEESE
MACKEREL FISH & SWISS CHEESE
LOREM IPSUM DOLOR SIT AMET, CONSECTETUER

CHOMPA
50GM
FILLET MIGNON
BEEF
LOREM IPSUM DOLOR SIT AMET, CONSECTETUER

CHOMPA
50GM
KITTY BITES
CHICKEN
LOREM IPSUM DOLOR SIT AMET, CONSECTETUER

CHOMPA
50GM
FISH & CHICK
FISH & CHICKEN
LOREM IPSUM DOLOR SIT AMET, CONSECTETUER

CHOMPA
70GM
SAUS-AGES
LIVER
LOREM IPSUM DOLOR SIT AMET, CONSECTETUER

CHOMPA
70GM
DRUM STICKS
CHICKEN, BEEF & CHEESE
LOREM IPSUM DOLOR SIT AMET, CONSECTETUER

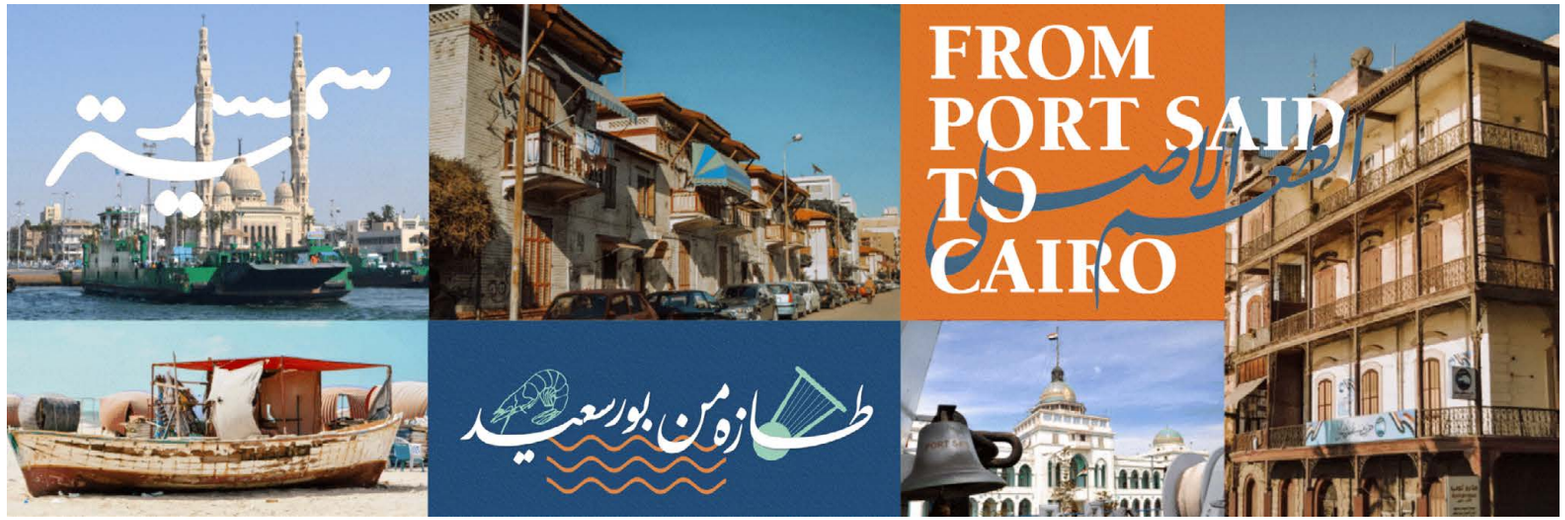
CHOMPA
70GM
PEPPE -RONI
BEEF
LOREM IPSUM DOLOR SIT AMET, CONSECTETUER

CHOMPA
70GM
DUCK DELIGHT
DUCK
LOREM IPSUM DOLOR SIT AMET, CONSECTETUER

CHOMPA
70GM
MIX STICKS
CHICKEN, LAMB & SALMON
LOREM IPSUM DOLOR SIT AMET, CONSECTETUER

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

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Brand Applications

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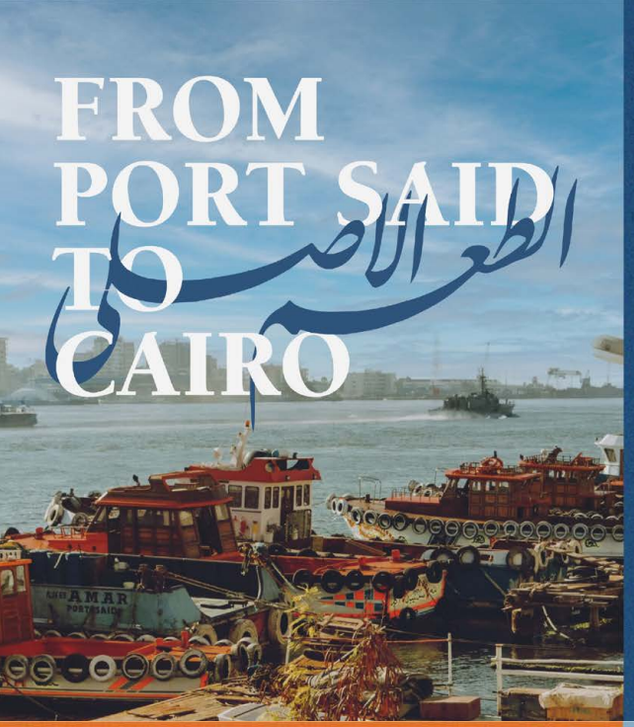
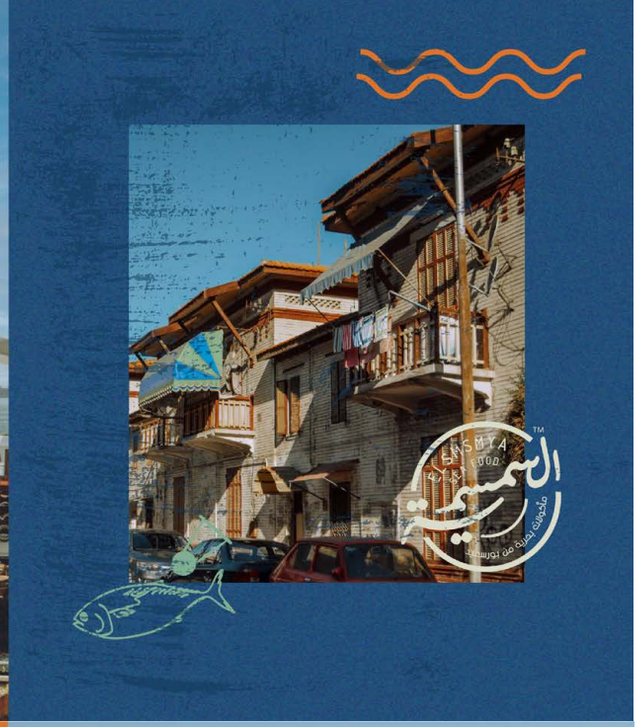
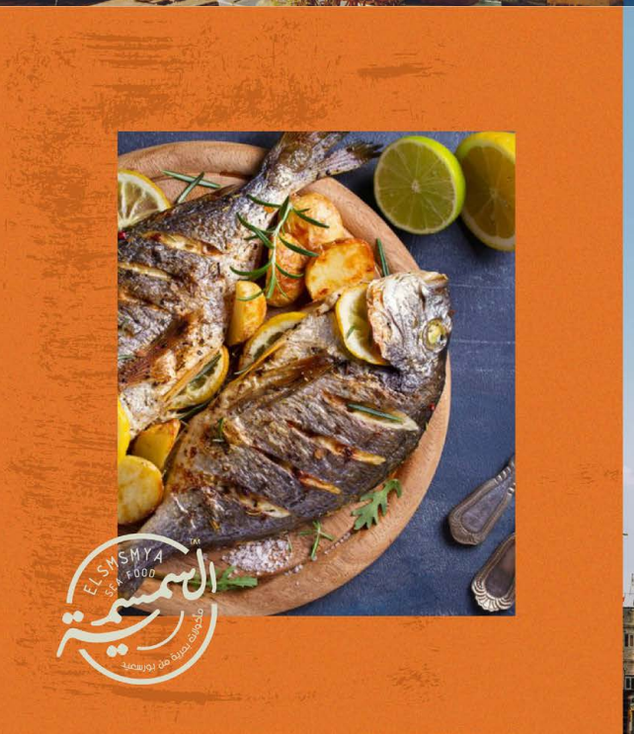
FROM PORT SAID TO CAIRO

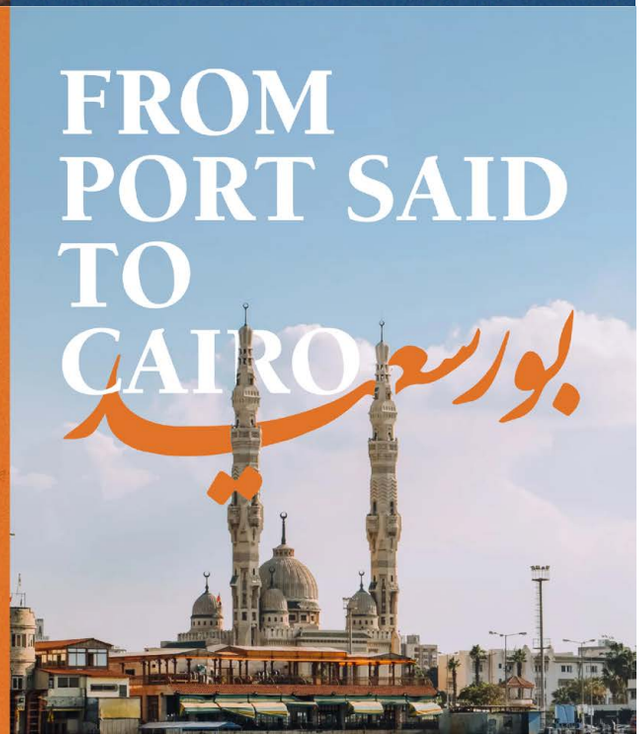
الطعم الأصلي


FROM
PORT SAID
TO
CAIRO
الطعم الأصلي


ELSMSMYA
SEA FOOD
السمسمية
مكيونات بحرية من بورسعيد

ELSMSMYA
SEA FOOD
السمسمية
مكيونات بحرية من بورسعيد


ELSMSMYA
SEA FOOD
السمسمية
مكيونات بحرية من بورسعيد


FROM
PORT SAID
TO
CAIRO
بورسعيد

ELSMSMYA
SEA FOOD
السمسمية
مكيونات بحرية من بورسعيد

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

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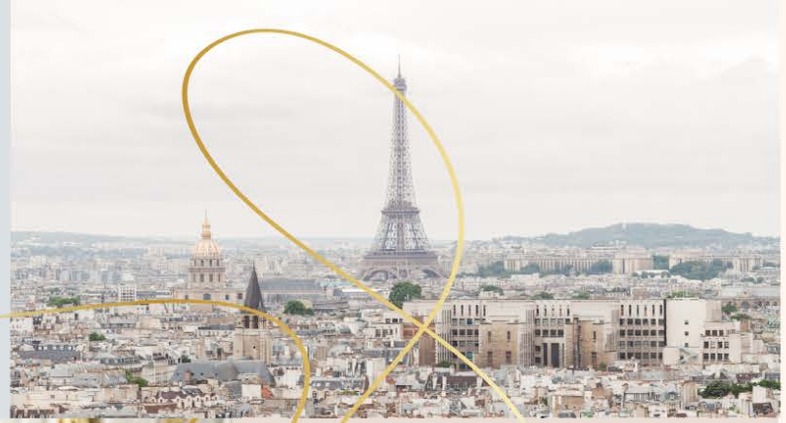
The content of this profile is confidential and intended for the recipient specified in the requested form only

Un Petit Goût de France.

WWW.LAMANDINE.SHOP

EST. 1988
L'amandine
PATISSERIE



Un Petit Goût de France.

WWW.LAMANDINE.SHOP

EST. 1988
L'amandine
PATISSERIE

Served Fresh

Un Petit Goût de France.

Premium Ingredients

Prima Cheese

Prima is an Egyptian dairy company operating in the market for over 15years. 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
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December 2023

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Prima
PREMIUM DAIRY PRODUCTS
SPREAD CHEESE
Blue Cheese
بطعم الريكفورت
Prima
PREMIUM DAIRY PRODUCTS
SPREAD CHEESE
Blue Cheese

Prima
PREMIUM DAIRY PRODUCTS
SPREAD CHEESE
Jalapeño Pieces
بقطع الهالبينو
Prima
PREMIUM DAIRY PRODUCTS
SPREAD CHEESE
Jalapeño Pieces

Prima
PREMIUM DAIRY PRODUCTS
FRESH DAIRY
Fresh Cream
قشطة طبيعية
Prima
PREMIUM DAIRY PRODUCTS
FRESH DAIRY
Fresh Cream

Prima
PREMIUM DAIRY PRODUCTS
VEGAN CHEESE
Olive Pieces
بقطع الزيتون
Prima
Olive Pieces

Prima
PREMIUM DAIRY PRODUCTS
FOR COOKING
Cream Cheese
جبنة كريمي
Prima
Cream Cheese

Prima
PREMIUM DAIRY PRODUCTS
FRESH DAIRY
Cream Cheese
جبنة كريمي
Prima
Cream Cheese

Prima
PREMIUM DAIRY PRODUCTS
SPREAD CHEESE
جبنة للفرد
With Cream
جبنة بالقشطة
Natural Product

Prima
PREMIUM DAIRY PRODUCTS
FRESH DAIRY
ألبان طازجة
Fresh Cream
قشطة طبيعية
Natural Product

Prima
PREMIUM DAIRY PRODUCTS
SPREAD CHEESE
جبنة للفرد
Blue Cheese
بطعم الريكفورد
Natural Product

Prima
PREMIUM DAIRY PRODUCTS
VEGAN CHEESE
جبنة نباتي
Blue Cheese
بطعم الريكفورد
100% Vegan
100% Lactose Free
Natural Product

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.

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السبيل
ELSABEEL
Mafaza
مفازا
POULTRY
دجاج
دجاج صحي وشهي
Healthy
Delicious
Juicy
AIR CHILLED
100% Grain-Fed
Fresh Whole Chicken
فيليه دجاج فريش
from 500gm to 750gm
من ٥٠٠جرام - ٧٥٠جرام
6 224000 507909

السبيل
ELSABEEL
Mafaza
مفازا
POULTRY
دجاج
بلدي
Baladi
AIR CHILLED
Fresh Chicken Fillet
فيليه دجاج فريش
500gm - 750gm
100% Grain-Fed
6 224000 507909

100% Grain-Fed
100g Approx
100% REAL MEAT
HIGH PROTEIN
FRESHNESS GUARANTEED
Mafaza
مفازا
POULTRY
دجاج
Luncheon Chicken with Chilli Peppers
لنشون دجاج بطعم الفلفل الأحمر
6 224000 507909

Mafaza
مفازا
FROM THE WEALTH OF EGYPT
ÓLIVE
INFUSED EXTRA VIRGIN OLIVE OIL
زيت زيتون بكر ممتاز
MADE FROM CORATINA AND KORONEIKI OLIVE
PREMIUM PRODUCT

FROM THE WEALTH OF EGYPT
Mafaza
مفازا
ÓLIVE
INFUSED EXTRA VIRGIN OLIVE OIL
زيت زيتون بكر ممتاز
MADE FROM CORATINA AND KORONEIKI OLIVE
PREMIUM PRODUCT

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
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بريتزو
Pretzo
PRETZELS
ميني سيتكس
MINI STICKS
جبنة
CHEESE
ORIGINAL
اوريجينال
طماطم
TOMATO
MIXY
ميكسي
STICKS
سيتكس
ملح
SALT
FULLY BAKED
96% FAT FREE

بريتزو
Pretzo
PRETZELS
ORIGINAL
اوريجينال
طماطم
TOMATO
FULLY BAKED
96% FAT FREE

بريتزو
Pretzo
PRETZELS
ORIGINAL
اوريجينال
جبنة
CHEESE
FULLY BAKED
96% FAT FREE

بريتزو
Pretzo
PRETZELS
ORIGINAL
اوريجينال
ملح
SALT
FULLY BAKED
96% FAT FREE

بريتزو
Pretzo
PRETZELS
ORIGINAL
اوريجينال
JALAPENO & CHEESE
FULLY BAKED
96% FAT FREE

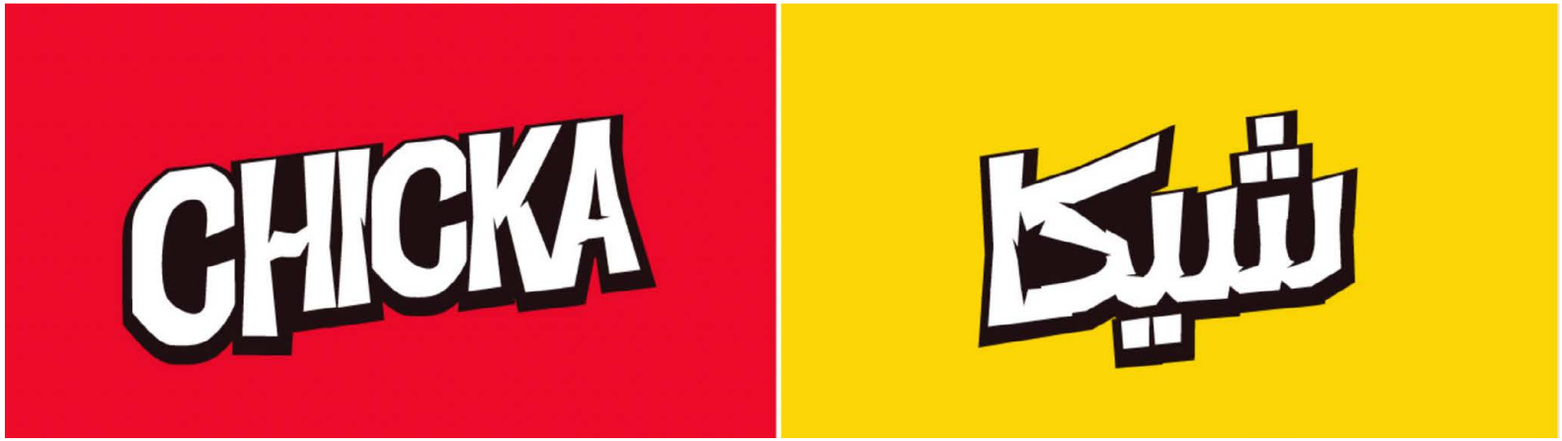
بريتزو
Pretzo
PRETZELS
ميني سيتكس
MINI STICKS
ملح
SALT
FULLY BAKED
96% FAT FREE

بريتزو
Pretzo
PRETZELS
ميني سيتكس
MINI STICKS
طماطم
TOMATO
FULLY BAKED
96% FAT FREE

بريتزو
Pretzo
PRETZELS
ORIGINAL
اوريجينال
طماطم
TOMATO
FULLY BAKED
96% FAT FREE

Chicka By Americana

Chicka made its debut in 1993 and has maintained a strong presence in the market since then, delivering an unmatched crunch, a bold flavor, and a charismatic personality to consumers. Presently, the brand offers a diverse range of three flavors: Ketchup, Cheese, and chili lemon; With widespread distribution across various regions, Chicka enjoys considerable recognition, rivaling that of market leaders



Country
Egypt

Date
December 2023

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Chipotle
Four Cheese
Hot Ketchup
NEW
CHICKA
PUFFS
Four Cheese
Hot Ketchup
Chipotle
شيكا
Made In Egypt
Nutritional Facts
Ingredients:
Allergy Alert
Typical Value

NEW
CHICKA
PUFFS
Hot Ketchup
Four Cheese
chipotle

NEW
CHICKA
PUFFS
Four Cheese
chipotle
Hot Ketchup

CHICKA
PUFFS
Four Cheese
chipotle
Hot Ketchup

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

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Honey&Dough
PREMIUM & DELICIOUS BAKERY
100% NO WHITE FLOUR
WHOLE WHEAT
NO FOOD COLORING
NO ADDED SUGAR
SWEETENED WITH HONEY & MOLASSES
FLUFFY BAKES
Honey&Dough
PREMIUM & DELICIOUS BAKERY
100% NO WHITE FLOUR
WHOLE WHEAT
NO FOOD COLORING
NO ADDED SUGAR
SWEETENED WITH HONEY & MOLASSES
PLAIN BAKES
Honey&Dough
PREMIUM & DELICIOUS BAKERY
100% NO WHITE FLOUR
WHOLE WHEAT
NO FOOD COLORING
NO ADDED SUGAR
SWEETENED WITH HONEY & MOLASSES
LIGHT BAKES
Honey&Dough
PREMIUM & DELICIOUS BAKERY
100% NO WHITE FLOUR
WHOLE WHEAT
NO FOOD COLORING
NO ADDED SUGAR
SWEETENED WITH HONEY & MOLASSES
SEVEN SEEDS

Honey&Dough
100% NO WHITE FLOUR
WHOLE WHEAT
NO ADDED SUGAR
NO FOOD COLORING
PLAIN BAKES
FLUFFY BAKES
SEVEN SEEDS
LIGHT 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.

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ADD-ME
أد-مي
مربى
فراولة وتوت
MIX STRAWBERRY & MULBERRIES JAM
ADD-ME
أد-مي
مربى
فراولة
STRAWBERRY JAM
ADD-ME
أد-مي
مربى
تين
FIG JAM
ADD-ME
أد-مي
مربى
مشمش
APRICOT JAM

ADD-ME
أد-مي
شيكولاتة سكويز
CHOCOLATE SQUEEZE
ADD-ME
أد-مي
كراميل سكويز
CARAMEL SQUEEZE
ADD-ME
أد-مي
شيكولاتة بيضا سكويز
WHITE CHOCOLATE SQUEEZE

بدون مواد حافظة
ADD-ME
أد-مي
صوص طماطم متبلة
MARINATED TOMATO SAUCE
عالطبخة
بصل وثوم وفلفل
ONION, GARLIC AND PEPPER
375g
بدون مواد حافظة
ADD-ME
أد-مي
صوص طماطم متبلة
MARINATED TOMATO SAUCE
عالطبخة
بصل وثوم وأعشاب إيطالية
ONION, GARLIC, & ITALIAN HERBS
375g
بدون مواد حافظة
ADD-ME
أد-مي
صوص طماطم متبلة
MARINATED TOMATO SAUCE
عالطبخة
ملح وفلفل أسود
SALT AND PEPPER
375g

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

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EL LIDO
One Isn't Enough!

EL LIDO
BUNCH BOX
ORIGINAL TASTE
Coca-Cola

EL LIDO
The GOOD Old Days Burger

EL LIDO
The good old days burger.
The Good Old Days Burger

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.
EL LIDO
The good old days burger

Technology & Fintech

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

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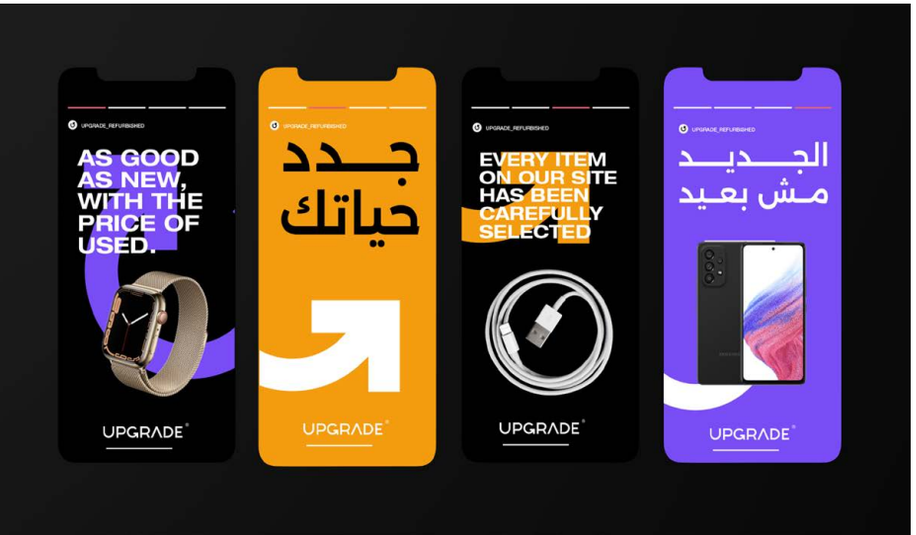
AS GOOD
AS NEW.
REFUR
BISHED
TECH
الجديد
مش بعيد
جدد
حياتك
AS GOOD
AS NEW.
جدد
حياتك


AS GOOD AS NEW, WITH THE PRICE OF USED.
UPGRADE
جدد حياتك
UPGRADE
EVERY ITEM ON OUR SITE HAS BEEN CAREFULLY SELECTED
UPGRADE
الجديد مش بعيد
UPGRADE

UPGRADE
AS GOOD AS NEW.
www.upgrade.me

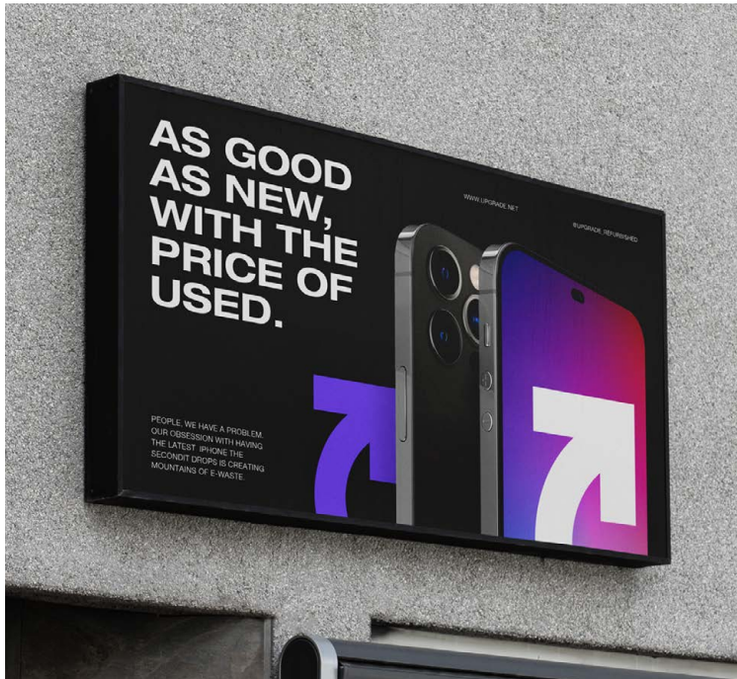
AS GOOD AS NEW.
www.upgrade.me
UPGRADE

UPGRADE
UPGRADE
UPGRADE
www.upgrade.net

AS GOOD AS NEW, WITH THE PRICE OF USED.
UPGRADE
www.upgrade.me

AS GOOD AS NEW, WITH THE PRICE OF USED.
UPGRADE
www.upgrade.me

UPGRADE
AHMED IBRAHEEM
MARKETING MANAGER


AS GOOD AS NEW, WITH THE PRICE OF USED.
PEOPLE, WE HAVE A PROBLEM. OUR OBSESSION WITH HAVING THE LATEST IPHONE THE SECONDIT DROPS IS CREATING MOUNTAINS OF E-WASTE.

Mansour Finance

Branding

The Mansour Group is a global, family-owned conglomerate with 60,000 employees, a presence in more than 100 countries and total revenues exceeding $7.5 billion in 2018. Founded over 60 years ago by Loutfy Mansour, we manage successful businesses across a number of sectors and have long-term partnerships with some of the world's leading brands including General Motors, Peugeot, MG, Caterpillar, and McDonalds, among many others.

Country
Egypt

Date
March 2024

Deliverables
Brand strategy
Logo
Visual Identity
Brand Applications
Stationary

MANFIN
HOLDING

The content of this profile is confidential and intended for the recipient specified in the requested form only

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New Cairo, Fifth Settlement
info@manfin.com
MANFIN
HOLDING
MANFIN

AHMED IBRAHEEM
www.manfin.com
info@manfin.com
MANFIN
HOLDING
MANFIN

MANFIN
A: 6th of October, Giza
M: +20 123 456 7890

O2 Finance By Mansour

Auto loans serve a pivotal role in democratizing vehicle ownership, bridging the financial gap that often stands between individuals and their aspirations of owning a car. At their core, these loans are more than just financial instruments; they are enablers of mobility and independence. By breaking down the substantial cost of a vehicle into manageable monthly payments and improving the overall customer journey, O2 empowers a broader range of individuals to access personal transportation, enhancing their quality of life.

Financial barriers to car ownership can be daunting for many. O2 is designed to break down these barriers, making car ownership a feasible dream for all. By offering faster, easier and tailored financing solutions, we aim to empower individuals to navigate the milestones of their lives, from daily commutes to memorable road trips. At the heart of our endeavors is a commitment to enriching lives, fostering community connections, and ensuring that the road to car ownership is smooth and accessible for everyone.

Country
Egypt

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January 2024

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O2 Finance

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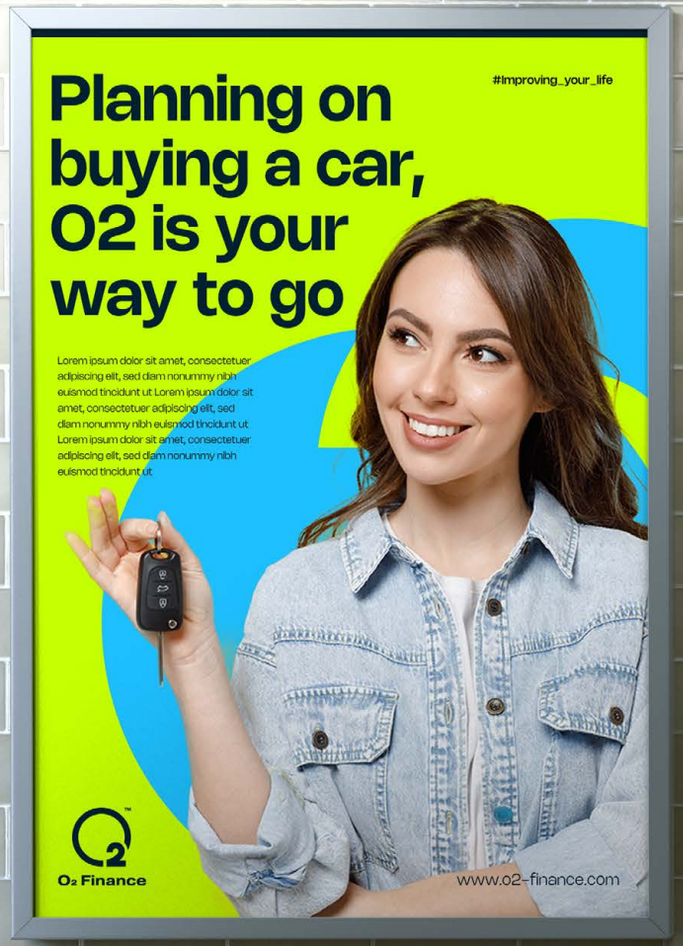
Leading you to a better future.

The value of life is now in your hands


Planning on buying a car, O2 is your way to go
#Improving_your_life
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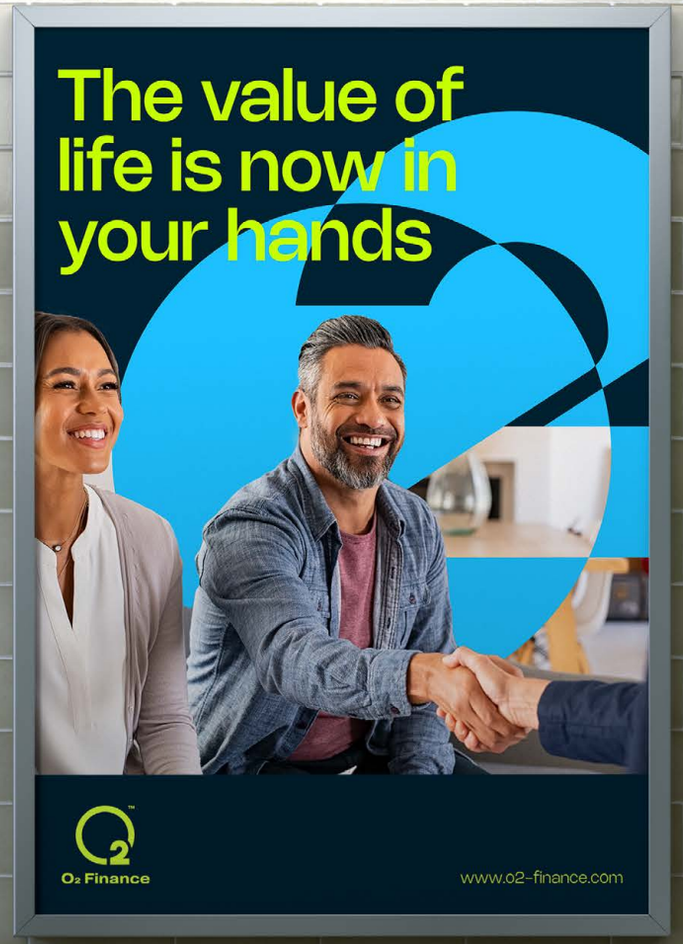
O2 Finance
www.o2-finance.com


The value of life is now in your hands
O2 Finance
www.o2-finance.com

Leading you to a better future.
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O2 Finance
www.o2-finance.com

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O2 Finance
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Planning on buying a car, O2 is your way to go
SEND IT NOW
Leading you to a better future.
Worried about big purchases, we've got you covered

Ahmed Ibraheem
Sales manager
info@o2-finance.com
www.o2-finance.com
5A, Building B, Office 401
New Cairo, Fifth Settlement
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O2 Finance

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www.o2-finance.com
خُـــد نَفسك ..
و اشتري اللي في نفسك

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عاوز عربيـــــة ..
الموضوع بسيط مع أو-تو
www.o2-finance.com

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#improving_your_life
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O2 Finance
POWERED BY MANSOUR GROUP
www.O2finance.net

Money Fellows

Branding

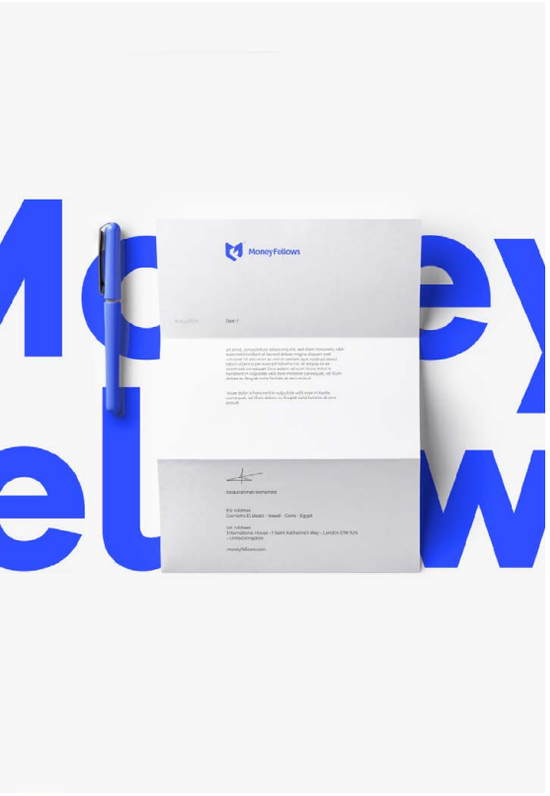
MoneyFellows came to be as a digital solution for people looking to manage their savings. It plays on a concept rooted in Egyptian culture, the money circles or “El-Game’ya”, where a group of individuals each pay a pre-agreed upon amount of money for a number of months, and every month the total amount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

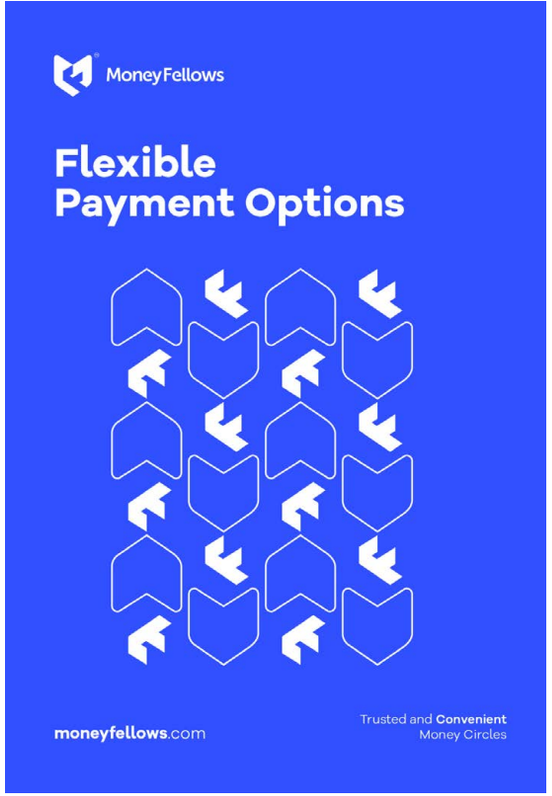
Deliverables
Brand Strategy
Logo
Visual Identity
Brand Applications
Stationary

Client
Money Fellows

Country
Egypt

Date
February 2019


MoneyFellows


MoneyFellows
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 fawry plus branches "
moneyfellows.com

MoneyFellows
Trusted and
Convenient
Money Circles
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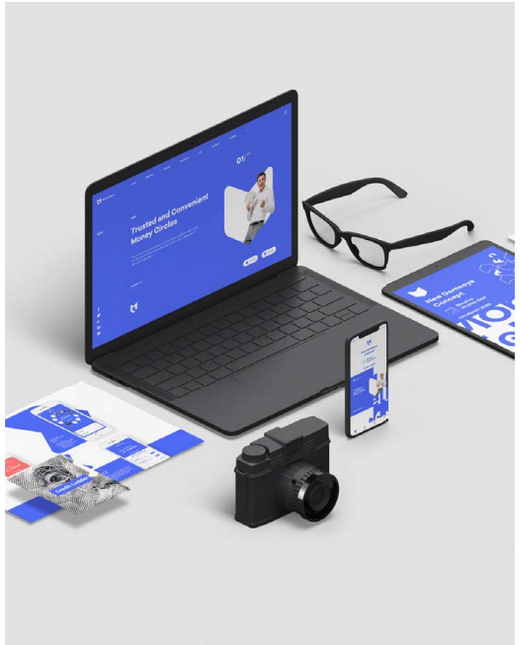
MoneyFellows
Trusted and
Convenient
Money Circles

MoneyFellows
New
Gameeya
Concept
moneyfellows.com

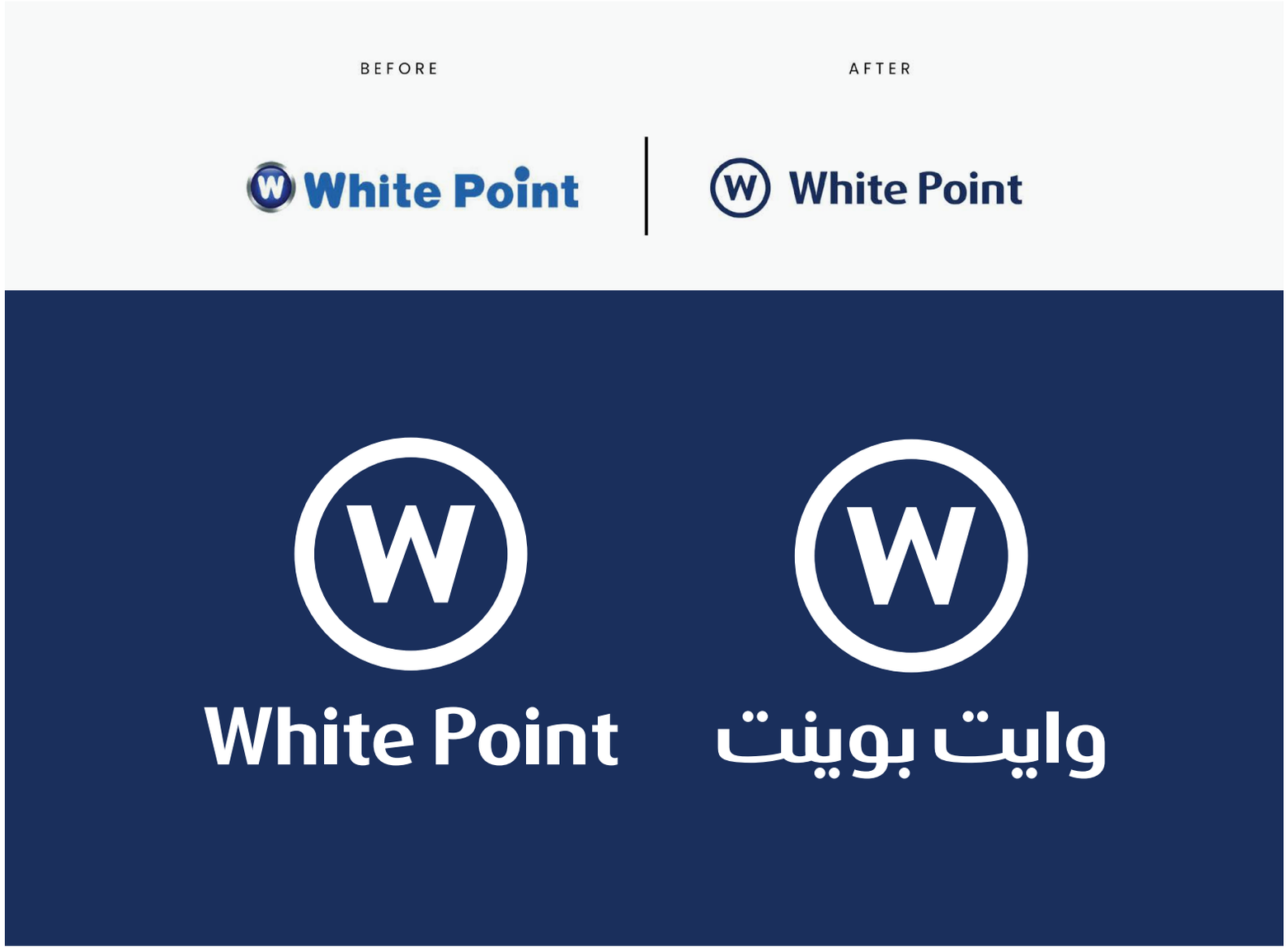


MoneyFellows
Flexible
Payment Options
moneyfellows.com
Trusted and Convenient
Money Circles

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 deisgn
Visual Identity
Brand Applications

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White Point

Good Enough to be True
White Point

White Point
White Point
Good Enough to be True.

White Point
Omar Saraya
Marketing Manager
osaraya@whitepointelabd.com
01222761909 - 023303321 1
11 lebnan street. Mohandesin,
Cairo, Egypt

White Point
1:36

Good Enough to be True
White Point

Patrons

Branding

What started off as an idea tp 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 deisgn
Visual Identity
Brand Applications

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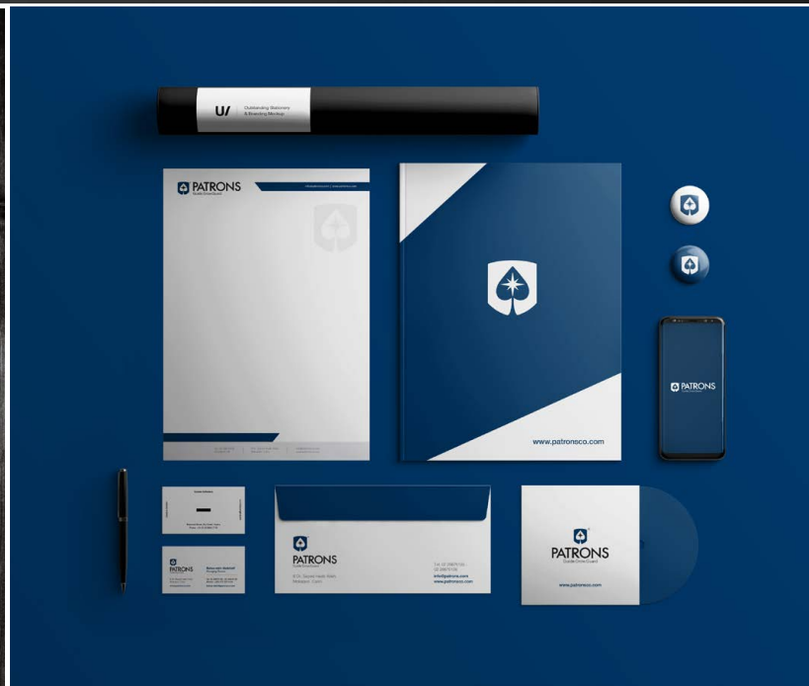
PATRONS®

Guide.Grow.Guard

Guide.Grow.Guard



Pharmaceuticals & Healthcare

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

Smarter Better.

Nice Deer links you with your buyers online, if your insurance TPA is part of our network, we got you covered.

NICE DEER

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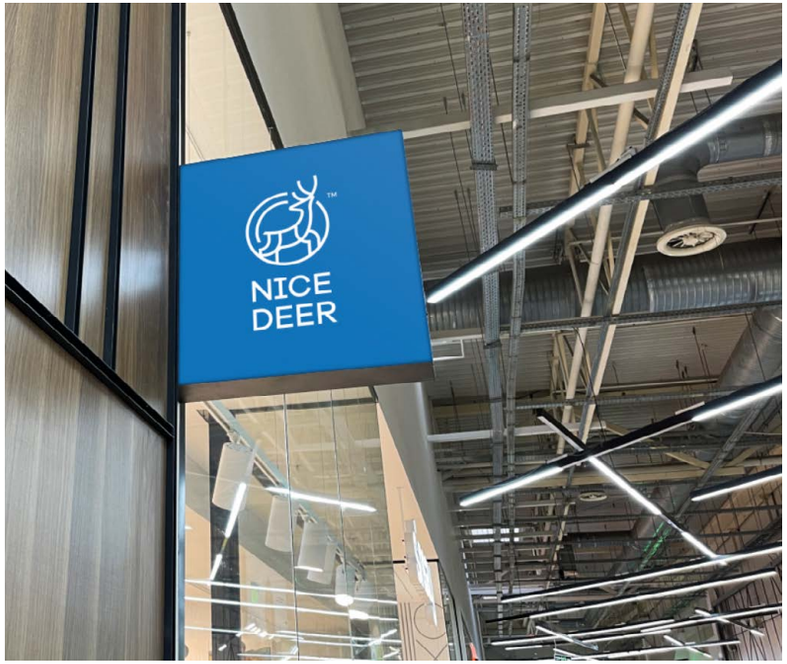
NICE DEER
Fintech Solutions
Smarter
Better.
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt.

NICE DEER
Smarter
Better
NICE DEER
NICE DEER
Smarter
Better


NICE DEER

NICE DEER
Smarter
Better
SMARTER
BETTER.

Fintech Solutions
Smarter
Better
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NICE DEER
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Better
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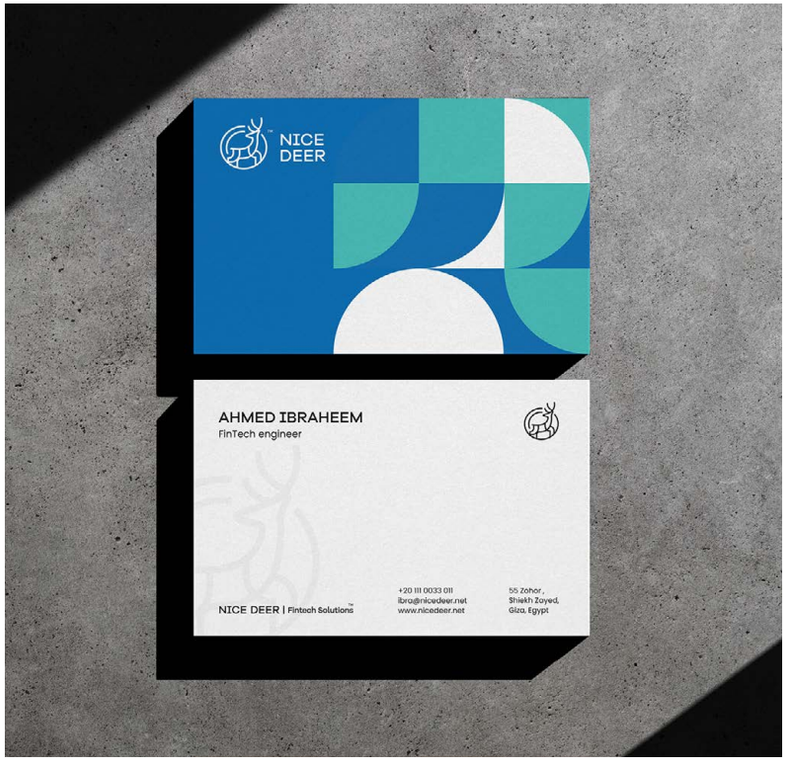
NICE DEER | Fintech Solutions


NICE DEER
AHMED IBRAHEEM
FinTech engineer
NICE DEER | Fintech Solutions
+20 111 0033 011
ibra@nicedeer.net
www.nicedeer.net
55 Zohor ,
Shiekh Zayed,
Giza, Egypt

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® ORTHODONTICS

Your Smile,
Our Passion.

Client
Meyerland Orthodontics

Country
USA

Date
December 2021

Deliverables
Logo
Visual Identity
Brand Applications
Stationary

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MEYERLAND ORTHODONTICS
BECAUSE YOUR SMILE IS OUR PASSION.
www.moclinic.com
An attractive smile makes a lasting impression!
Complete care on your schedule.
Cosmetic excellence. Stunning smiles.
BECAUSE YOUR SMILE IS OUR PASSION.
BECAUSE YOUR SMILE IS OUR PASSIC

MEYERLAND ORTHODONTICS

MEYERLAND ORTHODONTICS
Mo.Moharm
Dentist
+1-202-555-0155
mo@moclinic.com
www.moclinic.com
420 Meyerland Plaza,
Houston, Texas 77096

MEYERLAND ORTHODONTICS
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MEYERLAND ORTHODONTICS
MEYERLAND ORTHODONTICS

MEYERLAND ORTHODONTICS

Potions Co.

Branding

Potions was born out of a deep inspiration for natural beauty by two young ladies, who are also busy moms. Often finding themselves waiting too long in clinics for doctors to prescribe products, they decided to create their own solutions. After abundant research and effort, their products underwent extensive lab testing with immense passion and love. The results were astonishing, driving them to pursue their vision further.

Collaborating with the leading pharmaceutical company, Elixir Pharma, they developed unique formulations that celebrate and enhance natural beauty

Country
Egypt

Date
March 2024

Deliverables
Brand Strategy
Logo
Visual Identity
Brand Applications
Packaging Design

The content of this profile is confidential and intended for the recipient specified in the requested form only

BEAUTY

YOUR PATH
TO HEALTHY
BEAUTY

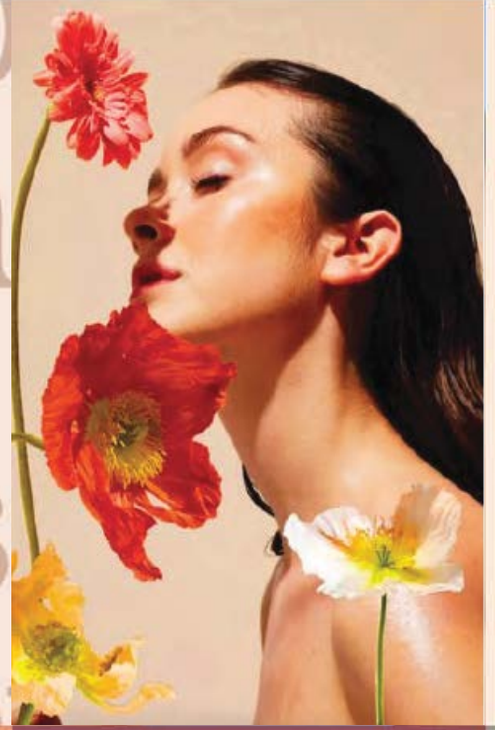
RADIANCE

QUALITY

EXPERTISE

GLOW

SKINCARE



YOUR PATH
TO HEALTHY
BEAUTY

LOREM IPSUM DOLOR SIT AMET,
CONSECTETUER ADIPISCING ELIT, SED DIAM

Potions
MAGIC & REMEDY

SKIN
CARE

LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING
ELIT, SED DIAM NONUMMY NIBH EUISMOD TINCIDUNT UT
LAOREET DOLORE MAGNA ALIQUAM ERAT VOLUTPAT. UT WISI
ENIM AD MINIM

CING ELIT, SED DIAM NNUMMY NIBH EUISM

REM IPSUM DO LOR SIT AMET, CONSECTETUER ADIPIS

OD TINCIDUN UT LAOREET DOLORE MAGNA ALIQUA

LOREM IPSUM DOLOR SIT AMET,
CONSECTETUER ADIPISCING ELIT, SED DIAM

MAGIC & REMEDY
Potions

MAGIC & REMEDY
Potions
SKIN
CARE
LOREM IPSUM DOLOR SIT AMET,
CONSECTETUR ADIPISCING ELIT. SED DO
EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET

SKINCARE
EXPERTISE
RADIANCE
Potions

Potions
MAGIC & REMEDY
BEAUTY
RADIANCE
QUALITY
EXPERTISE
GLOW
SKINCARE
Potions
MAGIC & REMEDY
LOREM IPSUM DOLOR SIT AMET,
QUALITY
RADIANCE
BEAUTY
EXPERTISE

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.

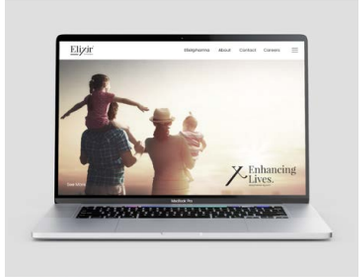
The word ‘Elixir’ has Latin, Greek, and Arabic origins, and is defined as “a potion with magical powers”. Modern-day medicine is today’s magic potion.

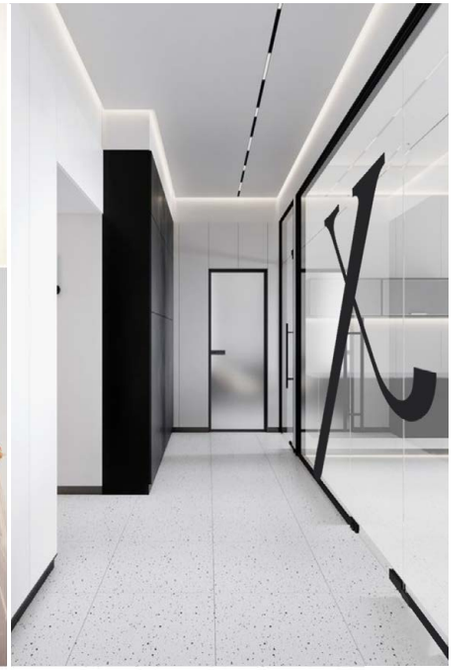
Client
Elixir Pharma

Country
Egypt

Date
March 2019

Deliverables
Brand Strategy
Logo
Visual Identity
Brand Applications
Packaging Design

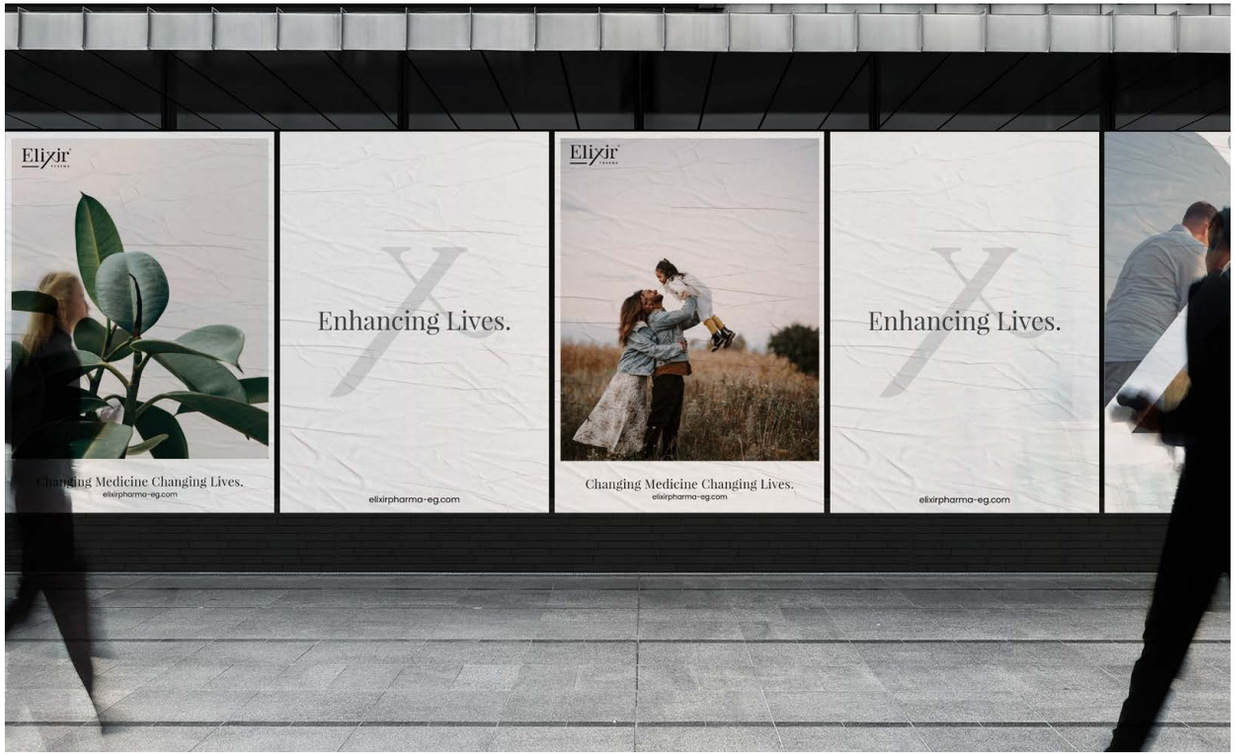




Elixir
Enhancing Lives.
Enhancing Lives.
Elixir
PHARMA
Enhancing Lives.

Enhancing Lives.
Changing Medicine.
Changing Lives.
Enhancing Lives.
elixirpharma-eg.com

Elixir
PHARMA
Phone: +2 02 2290 1102
Fax: 2 02 2417 8317
95A El Merghany St., Heliopolis, Egypt
Subject:
Nunc pretium nibh in elit blandit a aliquet
Elixir
PHARMA
Subject:
Nunc pretium nibh in elit blandit a aliquet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elixirpharma-eg.com
Enhancing Lives.
elixirpharma-eg.com

Hadeer Akram
Director
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hadeer@elixirpharma-eg.com
www.elixirpharma-eg.com
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Sheraton buildings, Heliopolis,
Cairo, Egypt.
Elixir
PHARMA
www.elixirpharma-eg.com

10 | 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."

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

39 Gamal Abd El Nasser St.,
6th of October city, Cairo, Egypt
+20 122 276 1909

humanizeme@wpbranding.net

/wp_branding
/wpbrandconsultancy
/company/wpbranding

www.wpbranding.net

Humanizing **Businesses.**