

Singer, songwriter and philanthropist, Ramy Ayach has won the most prestigious pan-Arab awards and is at the origin of great successes such as "Albi Mal" and "Majnoun". Ramy is also the founder of the NGO "Ayach Al Tofoula Foundation", dedicated to the education and empowerment of children.













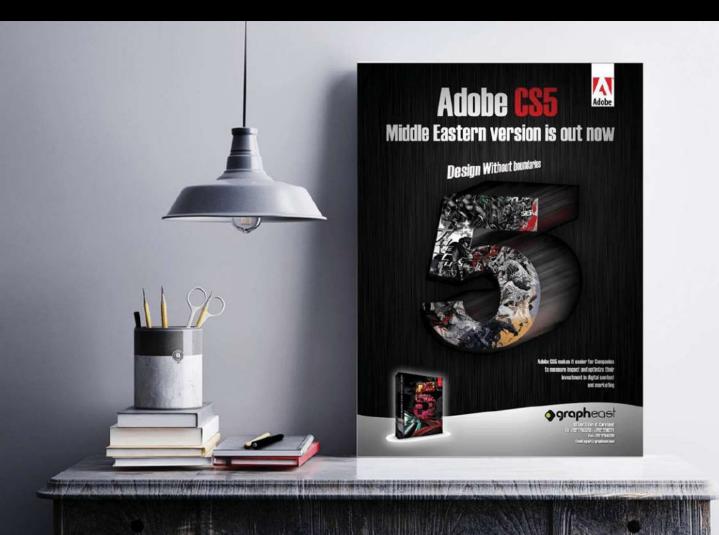
### Adobe Photoshop CS5





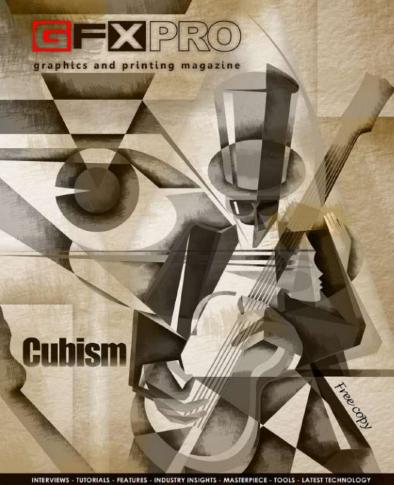
graphics and printing magazine

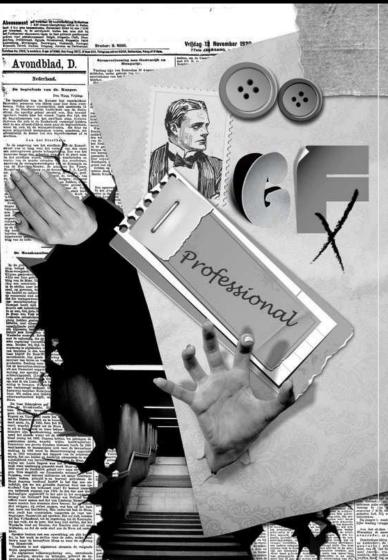






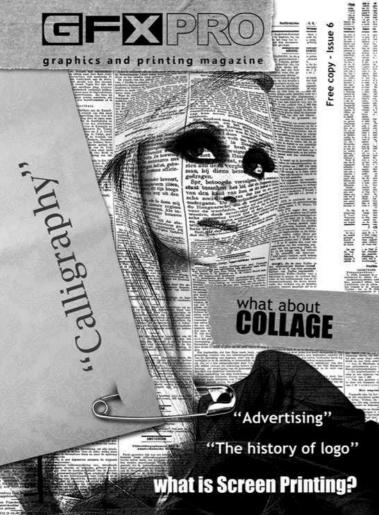






ΠP

AR, 110















### Breadfast is your one-stop shop for bakeries, groceries, fruits & veggies!

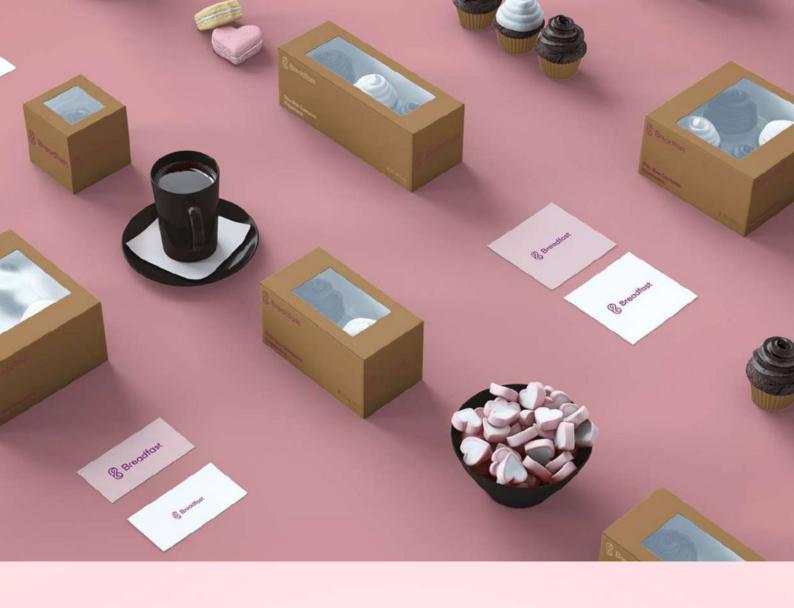


### PACKAGING

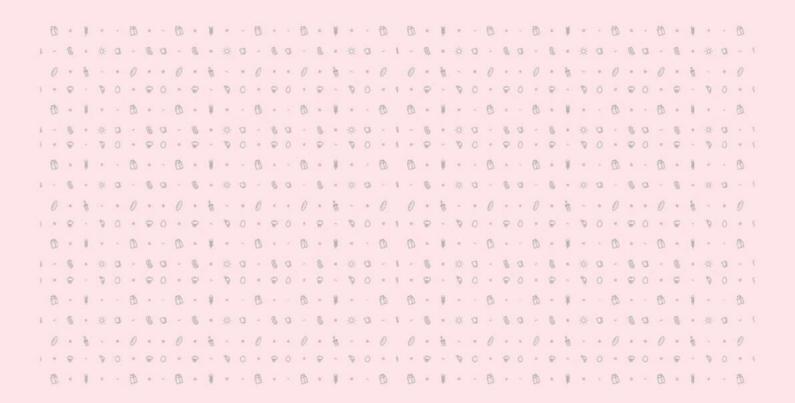






















### THANK YOU













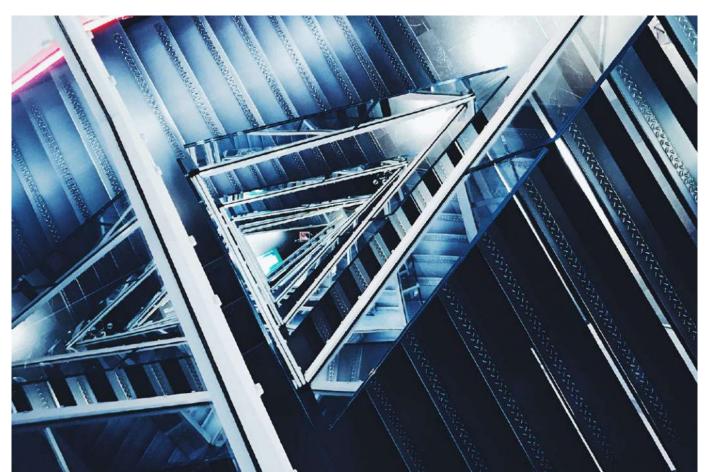




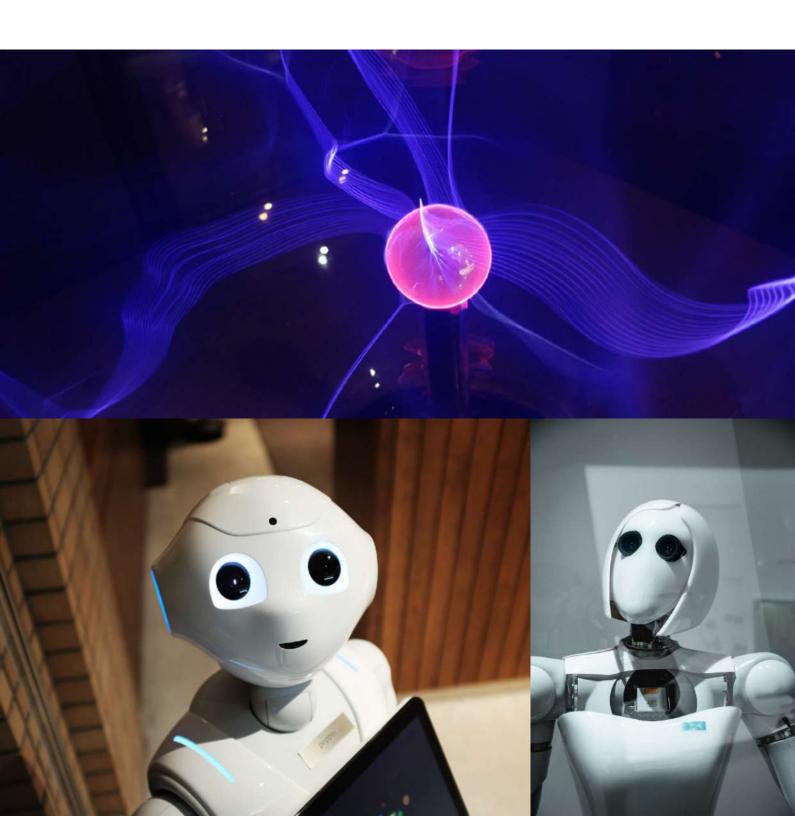




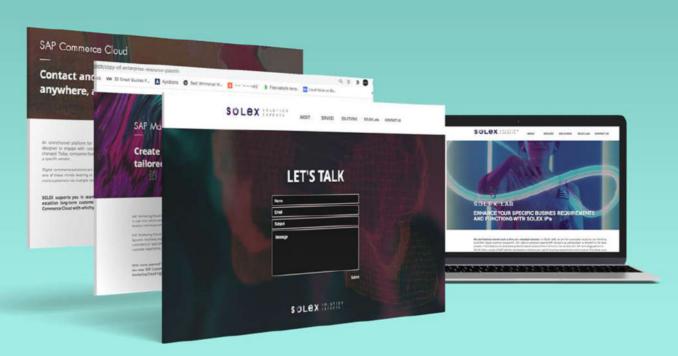
SOLEX is an SAP certified partner with a management team having repository of valuable knowledge and experience as being the pioneers of SAP within EMEA region providing SAP business solutions across different industry sectors and delivering global SAP key projects.

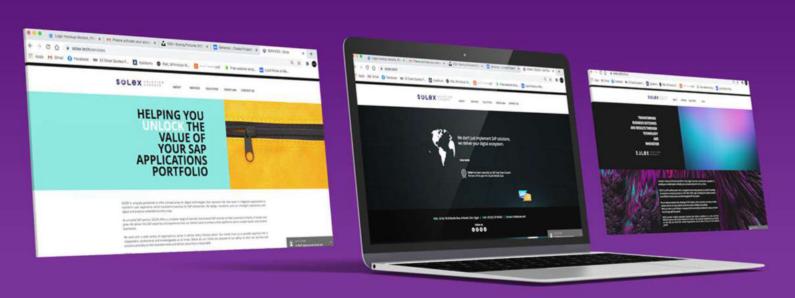


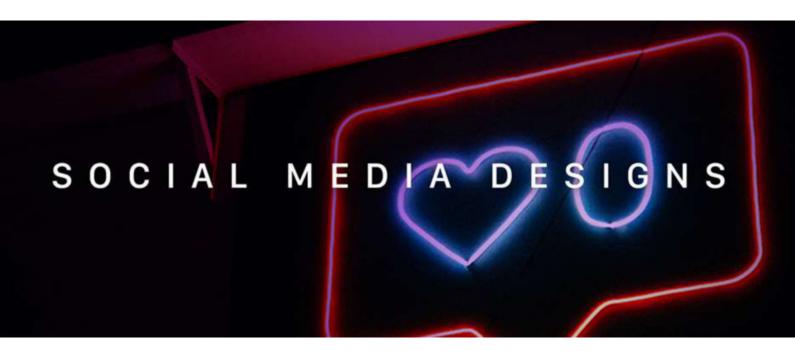
### SULEX SOLUTION EXPERTS















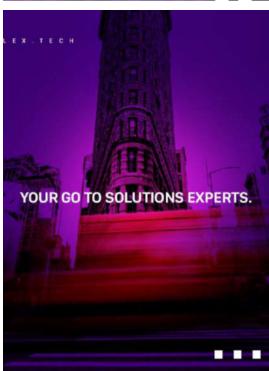














COMPANY PROFILE

S D Le X

We don't just implement SAP solutions,

We deliver your digital ecosystem.

WWW.SOLEX.TECH







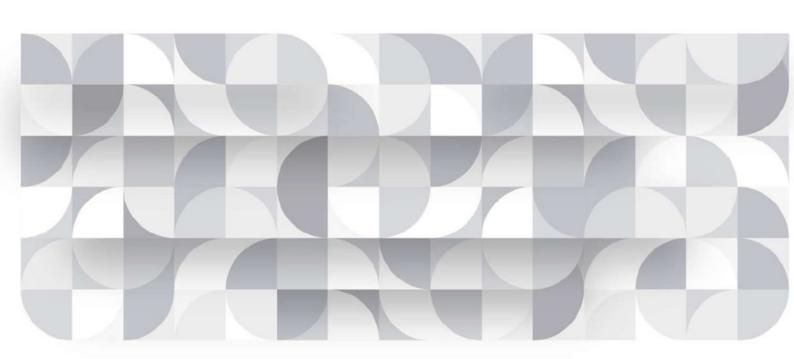
### SULEX SOLUTION EXPERTS

We don't just implement SAP solutions, we deliver your digital ecosystem.



Solex has been awarded as SAP best New Growth Partner of the year for South Middle East

WWW.SOLEX.TECH



WE DELIVER WHAT WE PROMISE

Welcome to the company profile of **SOLEX** for 2020

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What does SOLEX mean	3
WE ARE YOUR PARTNER	4
Mission & Vision	5
Our Services	6
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Solex Lab	10
Success Stories	12
Our Customers	16

lex company profile

### SOLEX DIGITAL

At SOLEX Digital we are proud to be different. By focusing our support and services entirely to build a digital ecosystem to our clients and helping them explore the digital dynamics of their business to transform their industry with best of breed digital cloud solutions on digital core platforms. This model allows SMEs to be exempted from much of the cost and effort of operating and financing their own IT, because it removes the infrastructure and capital expense as a barrier to entry and allows SMEs to scale up cheaply and rapidly and focus on their core competencies. So, they can start anywhere go everywhere!

SOLEX Digital has built a solid reputation for delivering successful projects and building digital ecosystems to small and medium size businesses. Both on time and within budget. Our team provides consulting services at a global level and has built an impressive roster of clients by combining a cost-effective implementation strategy, an innovative approach to cloud technologies, and excellent customer service.

### WHAT MAKES SOLEX SO UNIQUE



SAP Focused Since the founding of **SOLEX**. We have been developing tailor-made SAP software to meet our customers' needs. We drive SAP innovations and always seek opportunities to improve upon reliable systems so that you can go beyond the limits of what you expect from proven SAP technology.



solex company profile

### A B O U T U S

FOUNDED IN FEBRUARY 2018 WITH HEAD OFFICE IN CAIRO, EGYPT. SINCE THEN, WE HAVE BUILT A REPUTATION OF PROVIDING AN UNRIVALLED DEPTH OF RELIABILITY, TRUST AND PARTNERSHIP WITH ALL OF OUR CLIENTS.

SOLEX IS AN SAP CERTIFIED PARTNER WITH A MANAGEMENT TEAM HAVING REPOSITORY OF VALUABLE KNOWLEDGE AND EXPERIENCE AS BEING THE PIONEERS OF SAP WITHIN EMEA REGION PROVIDING SAP BUSINESS SOLUTIONS ACROSS DIFFERENT INDUSTRY SECTORS AND DELIVERING GLOBAL SAP KEY PROJECTS.

WE ARE HELPING COMPANIES TAKE ADVANTAGE OF SAP SOLUTIONS, BOTH ON PREMISE AND CLOUD, TO DELIVER SOLUTIONS THAT ARE NOT ONLY COMPLIANT BUT DRIVES INNOVATION, FLEXIBILITY AND SCALABILITY.

WHEN YOU MEET US, YOU'LL DISCOVER A COMPANY THAT HAS SUCCESSFULLY MAINTAINED ITS VALUES AND CLIENT FOCUS THROUGH SIGNIFICANT GROWTH.

SOLEX PROVIDES MULTIPLE PREPACKED SOLUTIONS THAT DELIVERS EXCELLENCE IN A COST AND TIME EFFECTIVE MANNER WITH PROVEN REFERENCES TO CREATE A NEW CUSTOMER EXPERIENCE TO OUR CLIENTS, SO THAT THEY CAN MEET THEIR MARKET REQUIREMENTS AND BE ABLE TO FOCUS ON THE BUSINESS GROWTH.

### THANK YOU



## Global Optical

Branding Development

### **Rationale**

Neat, clean & sexy, that's what a successful brand is. And because icons has become an old fashion and it's hard to come up with an icon that's easy to recognize and easy to spread. And on the other hand Typography brandmarks is the trend and what is neat the most we have come up with this neat option!

# Rationale





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ATE MPORUM QUI
ORRO CORUNDIC
II DOLUPTA CUME I
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SUNTIBEA VENDAN
I IURIO QUI CON P
E PLABORE, OMMO

TYPOGRAPHY MOODBBOARD







#### Case Study—Typography

#### Why typography matters?

There was a major twist ending and a major snafu at the very end of the 2017 Academy Awards for the category of Best Picture. The wrong winner was declared. If you look back on the footage and analyse it, you could read on Warren Beatty's face that something was not right just before the Best Picture winner was announced.



#### Case Study—Typography

Let's quickly review the second-by-second timeline of what happened: Warren Beatty and Faye Dunaway come out to present Best Picture, but were wrongly given the envelope for Best Actress, instead.

- 1. Warren reads the card, then stops for a moment to read it again to be sure (which the audience thinks is supposed to be comical). He even checks to see if there's anything else in the envelope.
- 2. He then proceeded to show Faye Dunaway the card with a facial expression that likely reads, "is this right?"
- Before he could say anything to her, Faye automatically reads the card (which looks like she didn't fully read it), and announced the wrong winner.
- 4. The biggest flub in Oscars' 88-year run is now recorded history.

I would imagine there are multiple redundancies so that something like this does not happen—especially at the Oscars! But there's one thing the Academy possibly didn't consider, or forgot, for this year's winner cards: **typography**.

Bell Action

Bell

RBANDMARK RULE

#### Case Study—Typography

Here's what should've been changed based on the three critiques I just made:

- The logo doesn't need to be at the top. Everyone knows it's the Oscars. We move the Oscar logo
  to the bottom where it's least important in this context.
- 2. The award category, "Best Actress," is moved to the top so that it's the first thing anyone sees and reads. There is no confusion what the category is because it's clearly stated first.
- 3. Emma Stone's name is bigger than the title, "La La Land," because she is the winner of this category. The winner should be the most emphasized thing on the card with all other information, like the film's title, in a smaller or a less thick font (I understand that the text can only be so big so as to have a consistent look for all the cards, while accommodating longer names).







# Global Optical

Branding Development





#### Case Study—Photography

Photography; having a style in photography is something not every firm does, because most of them use stock images, that's why they don't have a style you can say nor identity so in this concept we do have a style in photography that's related fully to the brand identity. So what is the moodboard does—it gives a look & feel how the photography would be and it would be used everywhere print & digital and that's including models and products

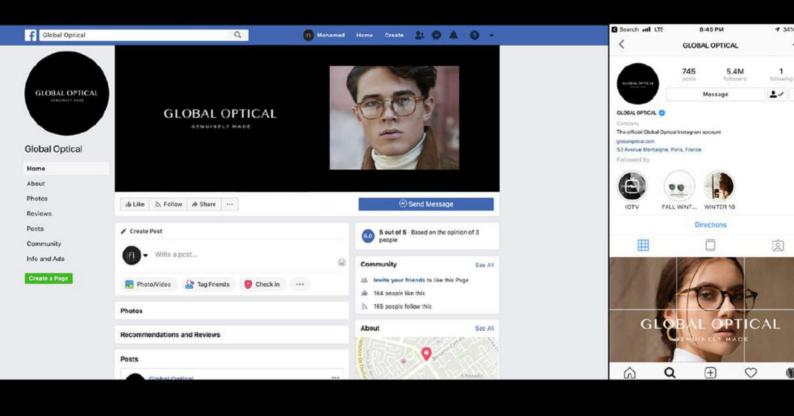






SAMPLES





GLOBAL OPTICAL CO.

global



# Packaging

Packaging Route 1









**GLOBAL OPTICAL** 

GENUINELY MADE

























































THANK YOU



## REPUBLIQUE DU NIGER MINISTERE DES AFFAIRES ETRANGERES ET DE LA COOPERATION AMBASSADE DU NIGER AU CAIRE











#### STATIONERY DESIGNS













Kaisa Männistö

Director of Restaurants Operations

Kaisa.mannisto@hawaiirestaurants.fi +358-50-308-0013



Roshan Salwathura

\*\* +358-45-314-5256

Roshan Salwathura@hawaiirestaurants.fi

Kanavaranta 7,00170 Helsinki

www.holiday-bar.fi











#### DANCE

#### COCKTAILS

Aperol Spritz Aperol Jubbles jorange	
Lemon Spritz Malfr Limme   Plast Galgio   zaspheny	
Bloody Mary fresh pressed tomatons   wedka   Tabasco   horseradish   celety	
Chili Mule Finlandia Grapefruit   chili   curumber ginger beer	
Amalfi Breeze Mulfy Rosa   grapefruit   cranberry   vanilla	
Frozen Strawberry Margarita toquifa   Triple acc   strawberry   lime	
Spicy Pineapple Daiquiri spiced rum   pineapple   cinnamen   chili	
Kyrö Negroni Sour Kyrō Pink Gin   Camparl   vermouth   aquafaba	
Espresso Martini vodka   Triple sec   espresso	
ALCOHOL-FREE COCKTAILS	



Wild Ginger Seedlip | cucumber | ginger | shiso

#### CELEBRATION

BEERS	
Lapin Kulta	8,5/5
Lagor %4,5	
Peroni Nastro Azzurro Lagor %4,6	8
Sol Lager Lager %4,5	8
Moritz Pale Lager %4,7	8
Brooklyn Bel Air Sour Sour Ale %4,5	9
Brooklyn Defender IPA IPA %5.5	9
Hoegaarden Witbier %4,9	9
Little Bichos Manta Ray IPA %7,0	10
Brooklyn Special Effects Hoppy Lager %0,4	6,5
AFTER DINNER	
Coffee Paulig Mundo - fair-trade ec ergan	ic certified
Espresso Hawaii's own roast, %100 arabica	3
Tea	3
Irish Coffee	12
Cocoa Branca	12
Braastad VSOP	12
Company of the Compan	

**HOLIDAY** 

#### DANCE

#### COCKTAILS

Apend bitbles orange	
Lemon Spritz Mally Limone   Pieot Grigio   paspbrity	
Bloody Mary frosh pressed tomatoes [wodks   Tabsero   homeradish   celery	
Chili Mule Finlandia Grapefruit   chili   cacumber   ginger beer	
Amalfi Breeze Malfy Resa [grapefruit] cranberry   saniila	
Frozen Strawberry Margarita tequila   Triple sec   strawberry   lime	
Spicy Pineapple Daiquiri spicedram   pineapple   cinnamon   chili	
Kyrö Negroni Sour Kyrö Pink Gin [ Campari   rermsotk ] aquafaba	
Espresso Martini vedka   Triple and   espresso	
ALCOHOL-FREE COCKTAILS	
Paradiso gazea   pineapple   lime   mint	



#### CELEBRATION

#### BEERS

Lapin Kulta 8	,5/5
Lager%4.5	
Peroni Nastro Azzurro	8
Lager %4,6	
SolLager	8
Lager %4,5	
Moritz	8
Pale Lager%4,7	
Brooklyn Bel Air Sour	0
Sour Ale %4,5	
Brooklyn Defender IPA	9
IPA %s,s	
Hoegaarden	9
Withier %4,9	
Little Bichos	10
Manta Ray IPA %7, o	
Brooklyn Special Effects	6.5
Hoppy Lager %0,4	- Alice
AFTER DINNER	
Coffee	3
Paulig Mundo - fair-trade et organic certified	
Espresso	3
Hawaii's own roast, %100 arabica	-

Coffee	3
Paulig Mundo - fair-trade ec organic certified	
Espresso	3
Hawaii's own roast, %100 arabica	
Tea	3
Irish Coffee	12
Cocea Branca	12
Braastad VSOP	12
Fornet Branca	2

HOLIDAY

me ereafe fun

me ereafe fun

me ereate fun







### HOLIDAY Kanayaranta 7







# HOLIDAY Kanavaranta 7 Helsinki





A holiday is a day set aside by custom or by law on which normal activities, especially business or work, are suspended or reduced.

nta 7, 00170 Helsinki

e

KISS ME



WWW.HOLIDAY-BAR.FI

#### WINTER HOLIDAY



Welcome to finand



















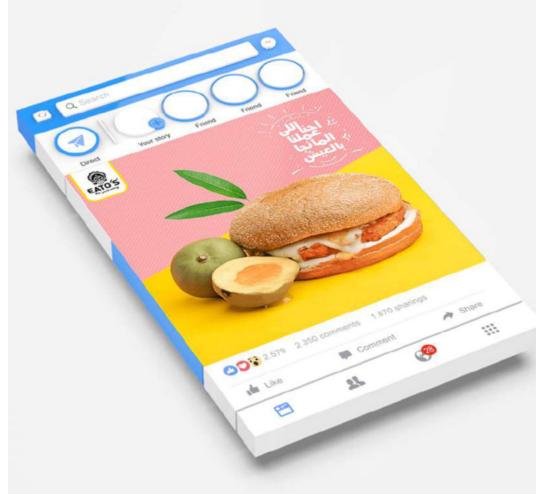
















































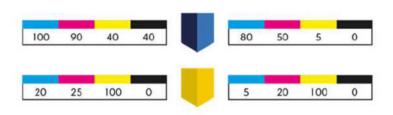






#### LOGO ARABIC VERSION











#### **LOGO SAFE AREAS**

To preserve the visual integrity of the logotype, it must always be surrounded by a minimum protection zone.

Visual elements shouldn't appear in this zone. In all cases, make sure the logotype stands out clearly.





#### DOS AND DON'TS

The artwork is ready to be used and given with the quidelines. Please do not recreate, modify or stretch the logotype, and that applies to all different shapes of logo usage.







































#### LOGO NEXT TO OTHER LOGOS

royal for real estate development logo should be more visable than other logos, other logos can be placed next to the logo or under logo. when using this format, logo should always be on the left side of the artwork to be the first in order.







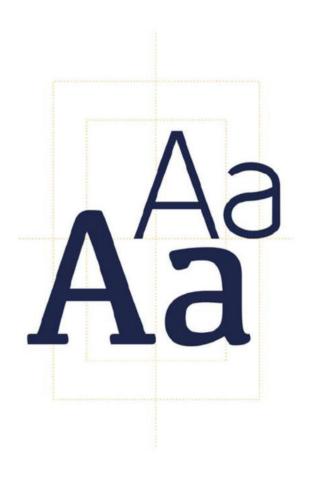


#### **TYPEFACE**

Why it matters: Beside the legiblity function, the typeface also conveys, in an intangible way, the tone and general feel of the brand. It can be conservative or modern.

It is important to choose the right typeface to empower the message. And its fundamental to scrulously respect the typeface to build on the consistency and clarity of the brand identity, The chosen typeface has to reflect the overall communication of the brand.

kefa family is a very refined, neat and modern font that reflects the down to earth elegance the brand embodies. In addition the font is easy to read and symbolizes clarity making the brand itself more approachable and "user friendly".



#### **TYPEFACE**



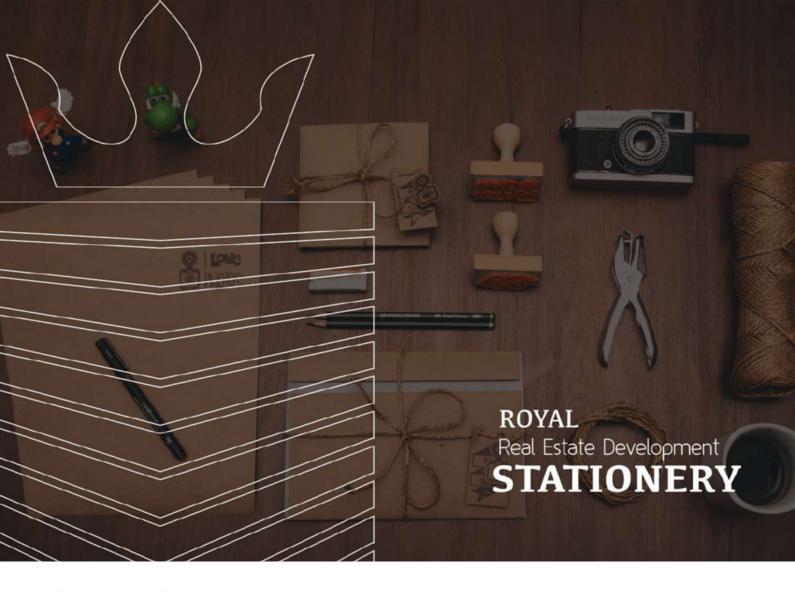
Kefa Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

1234567890:!@#\$%^&\*()"?,<;'>



Fineness Light
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890:(@#\$%^&\*()"?,<;'>



#### ARABIC TYPEFACE



**GE SS Two** 

ابجد هوز حطي کلمن ۱۲۳٤٥٦٧٨٩٠:!\*#\$%^&\*()"?,<;'>



Helvetica Neue LT Arabic

ابجد هوز حطي کلمن ۱۲۳٤٥٦٧٨٩٠:!@#\$%^&\*()"?,<;'>





#### STATIONERY ITEMS

Envelope







### STATIONERY ITEMS

Folder



#### STATIONERY ITEMS

CD & Cover







Blocknote



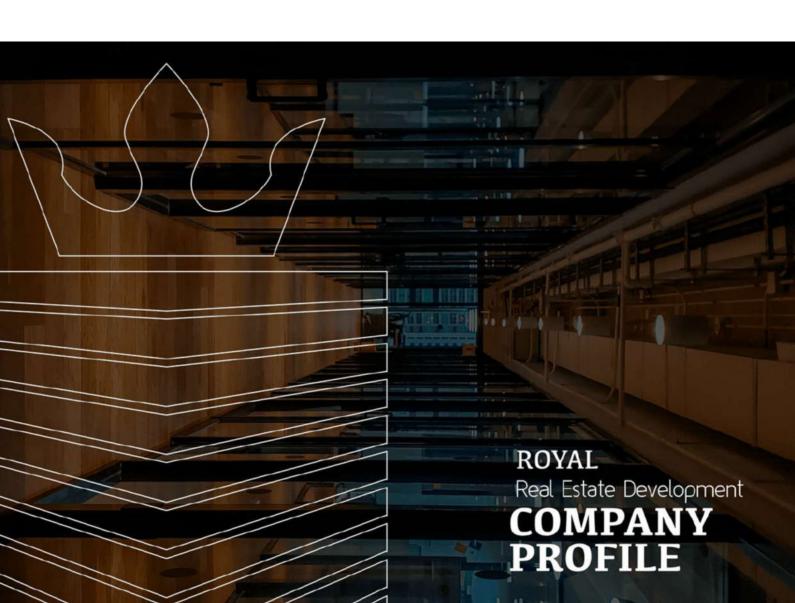
#### STATIONERY ITEMS

Name Tags / Identity Cards



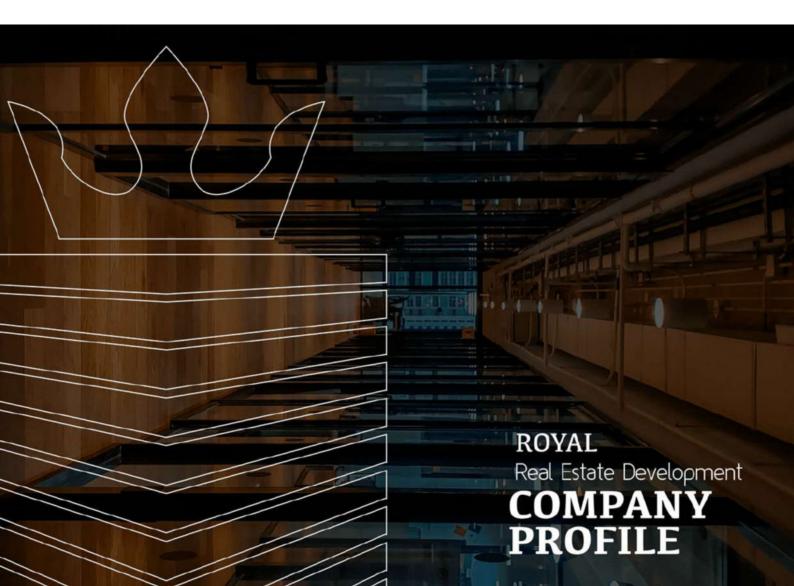


















### BROCHURE

Cover (Front & Back)

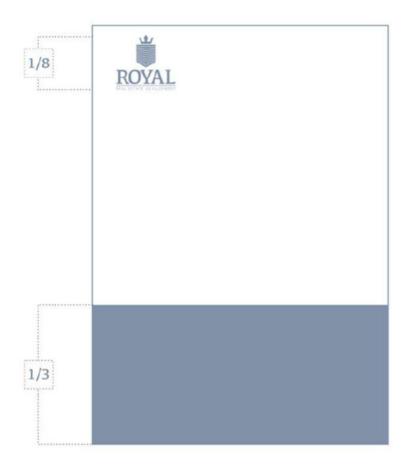


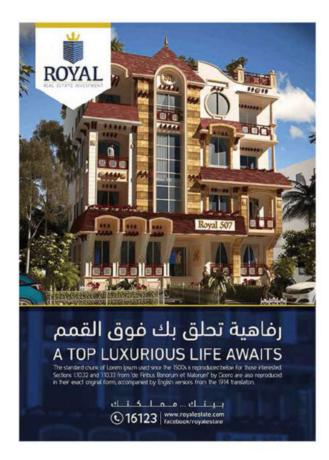




### PRESS TEMPLATES

Vertical





#### PRESS TEMPLATES

Horizontal





#### PRESS TEMPLATES

Billboard



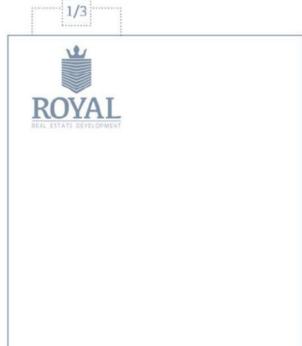


1/4

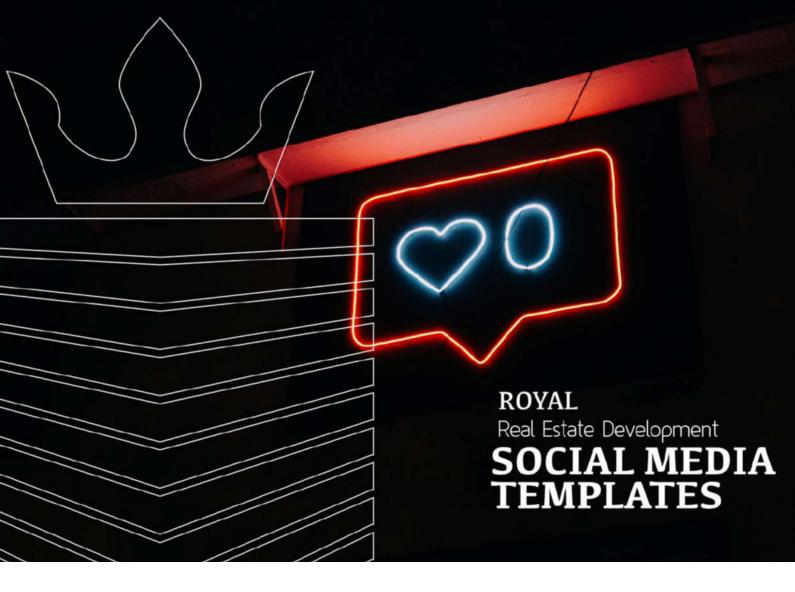
#### PRESS TEMPLATES

Mupi

1/4



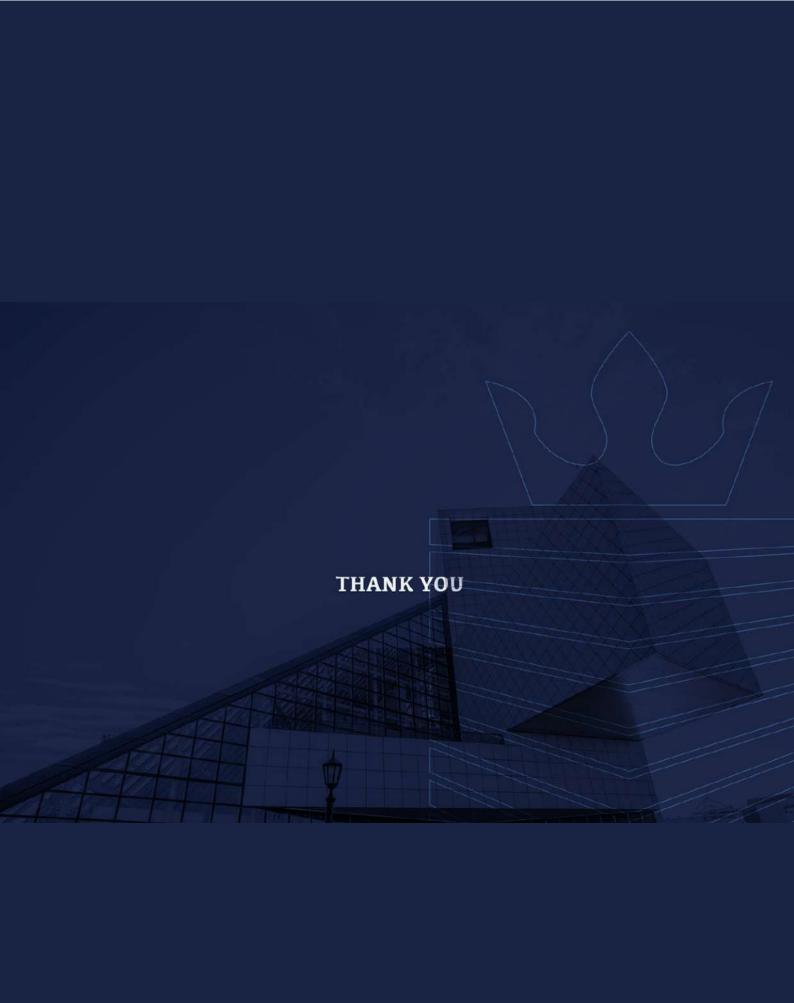




#### SOCIAL MEDIA TEMPLATES

Facebook





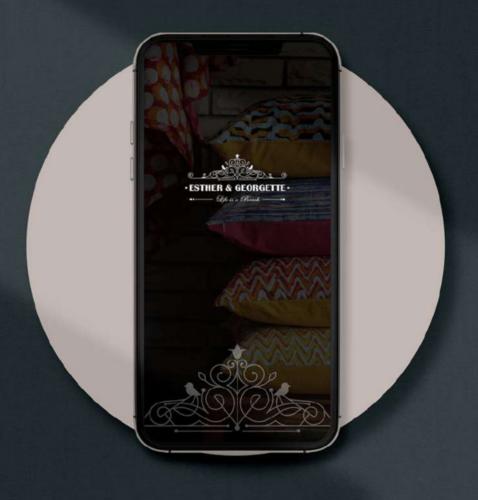


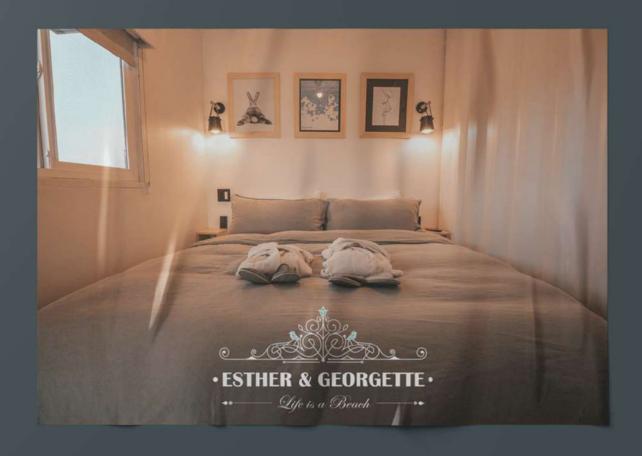


















T H A N K Y O U

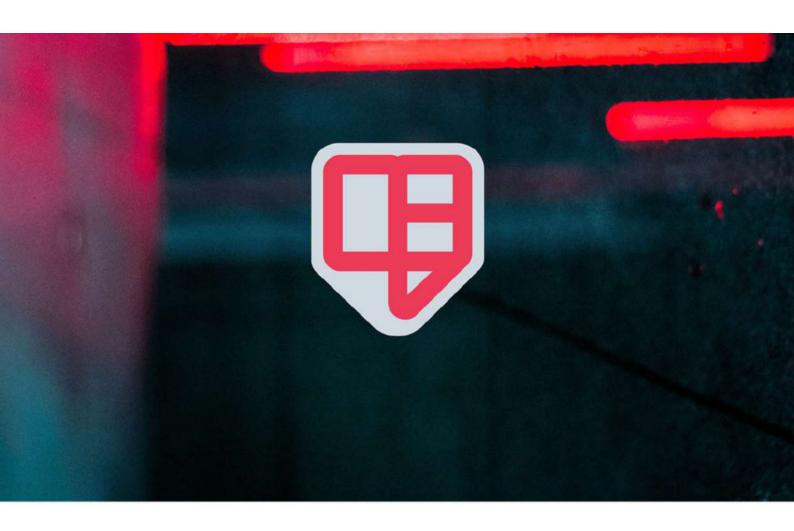


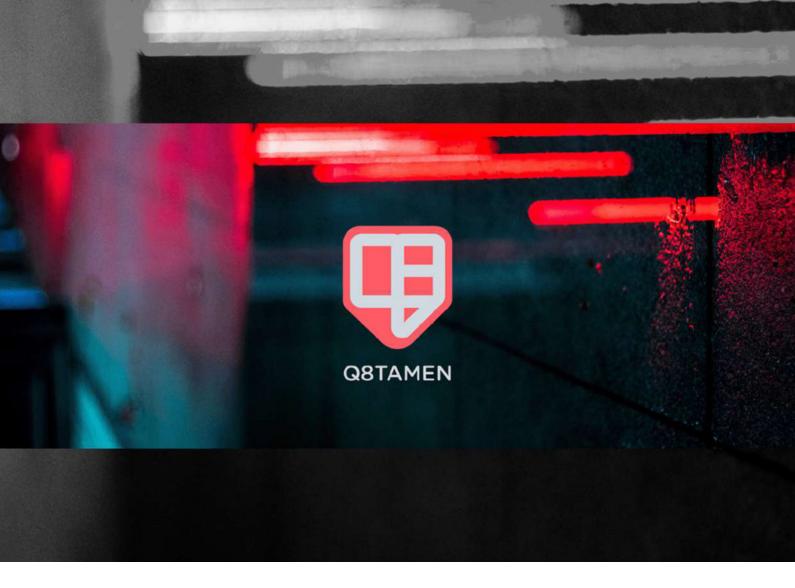
# **Rationale**

Because insurance is all about guarantee and protection we have provided you this direction it's all about insurance and easy accessibility...



THE MOODBOARD

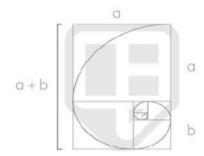




## Rule

This brandmark was built on a rule and a well known rule... this rule is the golden ratio: 161803398875

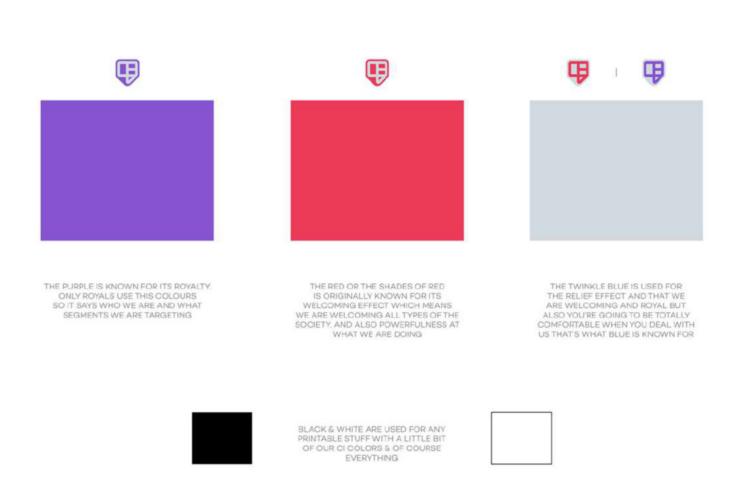
Some twentieth-century artists and architects, including Le Corbusier and Salvador Dalí, have proportioned their works to approximate the golden ratio—especially in the form of the golden rectangle, in which the ratio of the longer side to the shorter is the golden ratio—believing this proportion to be aesthetically pleasing.



$$\frac{a+b}{a}=\frac{a}{b}=\varphi.$$
 = 1.61803398875



#### RBANDMARK CONCEPT













Subject Date to LOSEM (PSDM 1/9/2016 JOHN DOE

**Q8TAMEN** 

## MOHAMED ISMAIL

Chief Executive Officer

Headquarter 1 anywhere, anyhow, Kuweit 02/333 27 117 mohamedismail@q8tamen.com

q8tamen.com



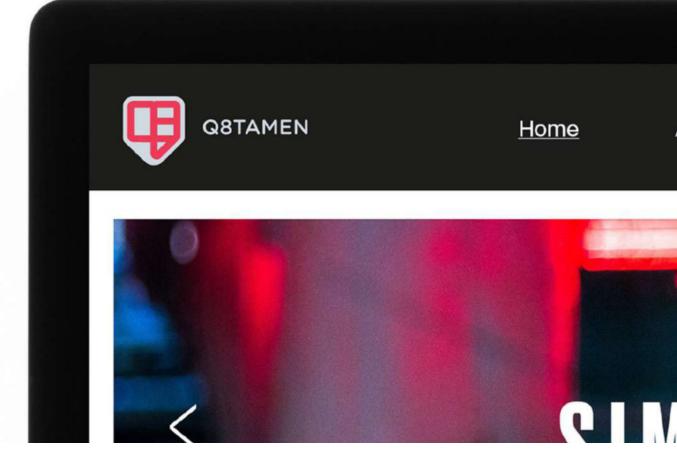
1EN

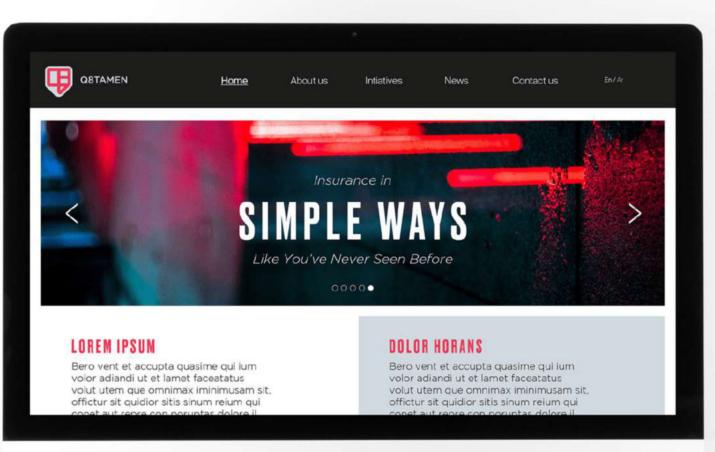
# ISMAIL

ve Officer

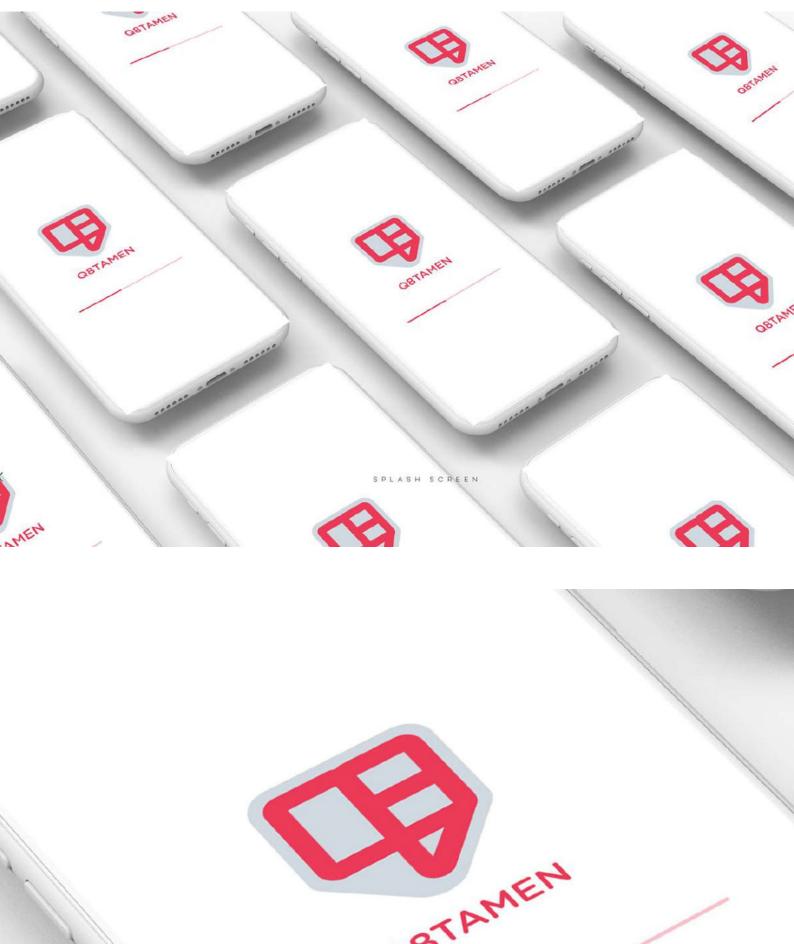
rter now, Kuwait 7 117 q8tamen.com



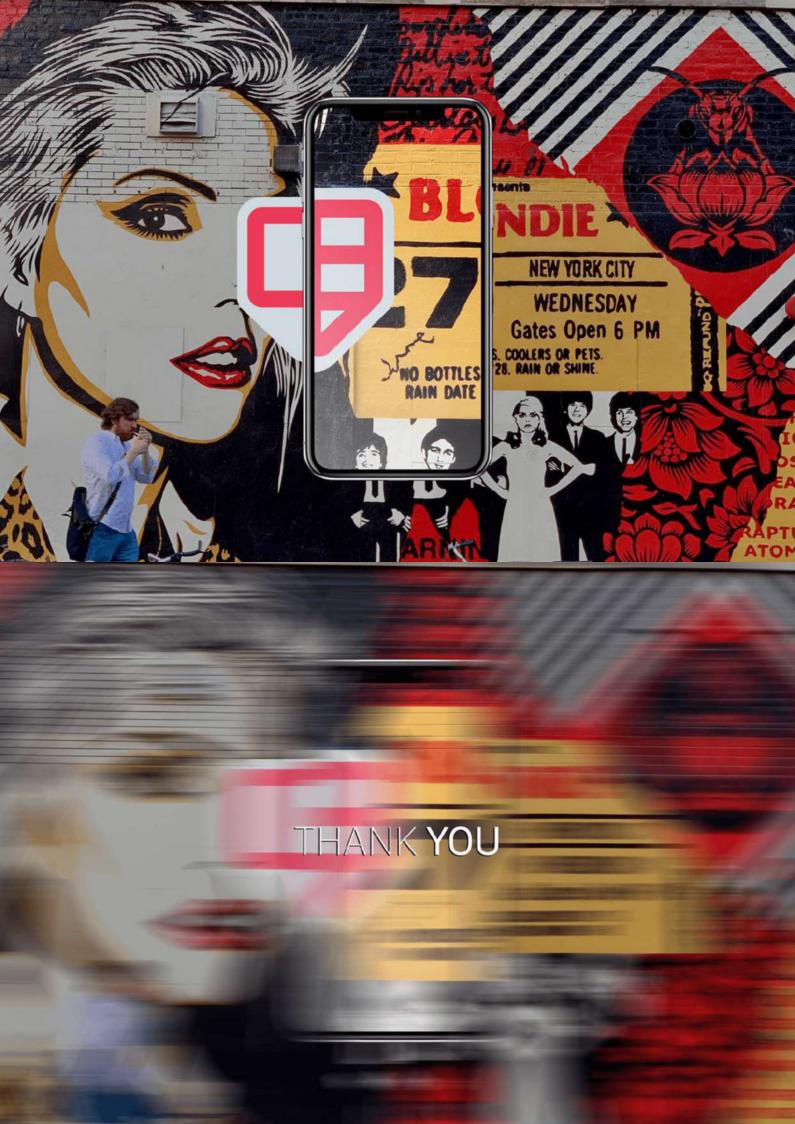








Q8TAMEN





#### WHITE PALACE DEVELOPMENTS

White palace was established in 2005, white palace real estate is an independent family run estate agent with many years of experience between our staff members in other industries, and we are located in good central locations in Egypt. We have come to understand some of the stresses and strains that our customers face during the moving process and we always aim to provide the best customer service, making your property purchase hassle free. So that whichever property service you require we are committed to make the process as stress free and hassle free as we possibly can.











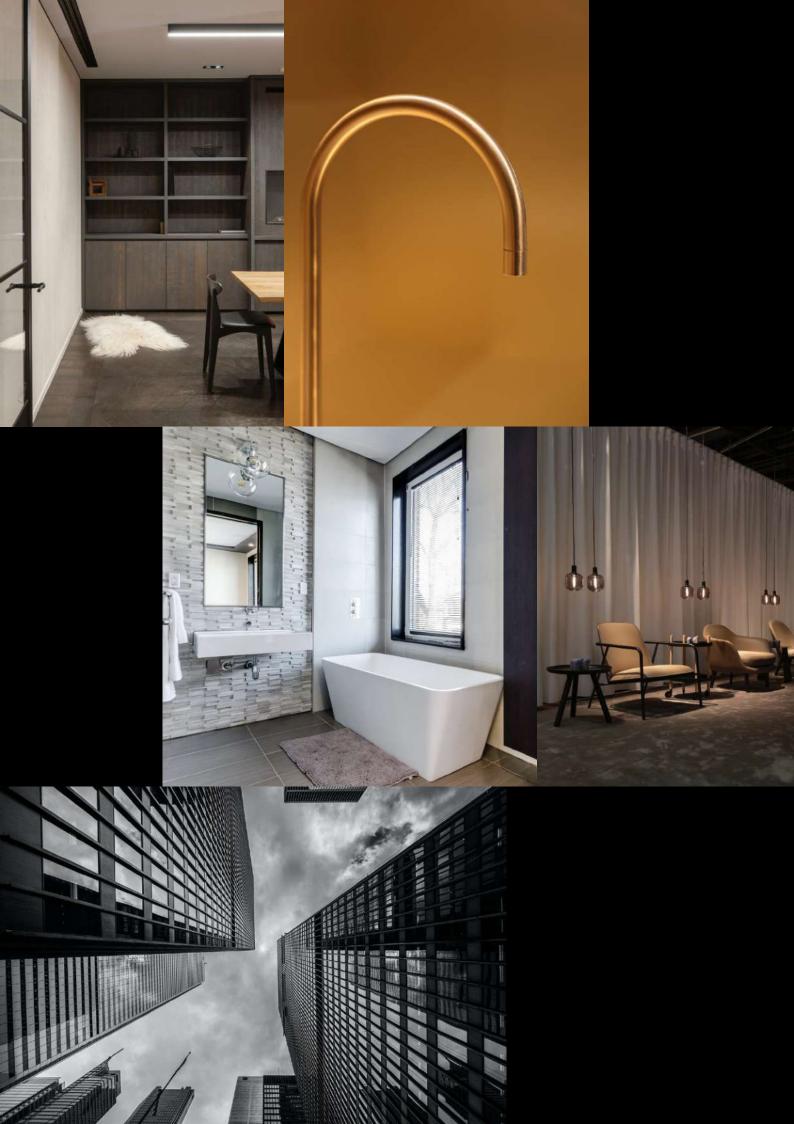
# INTRODUCTION

CRYSTAL PLAZA IS A LUXURIOUS COMPL COMMERCIAL AND ADMINISTRATIVE BUI IS DEVELOPED TO INTEGRATE FUNCTIONA

# INTRODUCTION

CRYSTAL PLAZA IS A LUXURIOUS COMPLEX THAT BLENDS RESIDENTIAL, COMMERCIAL AND ADMINISTRATIVE BUILDING. A NEW DESIGN CONCEPT IS DEVELOPED TO INTEGRATE FUNCTIONALITY AND LUXURY.





# **COMMERCIAL AND ADMINISTRAVITE**

OUR 1100 SQUARE METERS OFFICE SPACE HAS INFRASTRUCTURE IN PLACE TO QUICKLY AND ECONOMICALLY GET YOUR HIGH TECH OFFICE UP AND RUNNING. CRYSTAL PLAZA CHARACTERIZED BY HIGH QUALITY DESIGN, USE OF HIGH END BUILDING MATERIALS, STATE OF THE ART TECHNOLOGY, ONSITE SUPPORT SERVICES/MAINTENANCE, AND OFTEN INCLUDES FULL SERVICE ANCILLARY USES.













allianz.com.eg

Allianz becomes No. 1 insurer among the 100 most valuable brands\* in the world and brand value rises 12 percent.

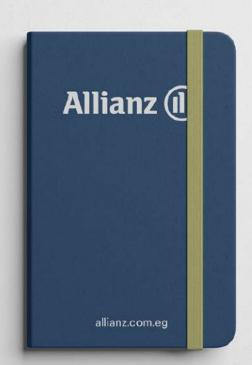
\* According to 2019 Interbrand Best Global Brands Rankings













































# THANK YOU

# Y-U | COSMETICS

MASTER BRAND GUIDELINES 2019

## Rationale

When you look at a painting you feel something, when you listen to music you feel something and when you wear make up, you feel something. We believe that cosmetics and make up are not just products, they are art as they make you feel something. That's why we thought of a direction that will bring up that artistic look and feel for the brand.

We recommend using colorful artworks and illustrations that will be created from scratch by our team. Working in that direction will help us achieve that cool, young and artistic identity for the brand.

### BRAND CHARACTER

COOL, SEXY & FUN

We are FRIENDLY, BRAVE, ARTISTIC & HOT

We speak with coolness and sexiness.

We are young and friendly so we speak the Language of the youth.

We speak bold

We are fun, cool and brave.

Y-U wear the sexiness

Y-U wear the freshness

Y-U wear the coolness

Y-U | COSMETICS MASTER BRAND GUIDELINES 2019

all copyrights reserved | www.graf

### LOGO

There will be missing letters in words that will be substituted with a dash "-"
Like the logo, the idea is that these missing letters won't change how the word sounds.

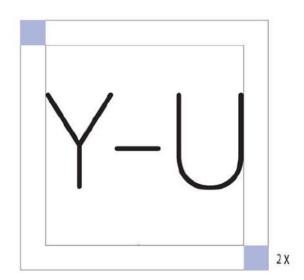
Just like that.



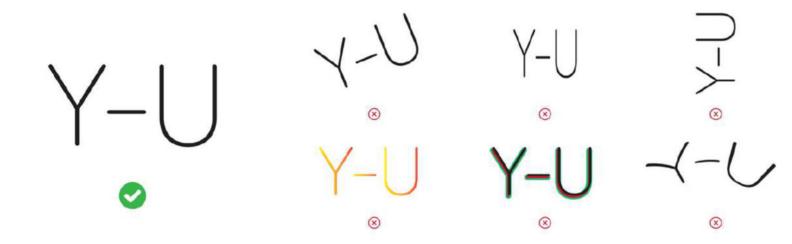
Y-U | COSMETICS MASTER BRAND GUIDELINES 2019

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# LOGO



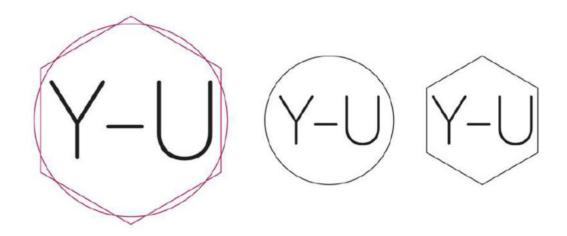
## DO& DONTS



Y-U I COSMETICS MASTER BRAND GUIDELINES 2019

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## LOGO FRAME



#### TYPOGRAPHY

We specifically chose these fonts as they are the best fit with the illustrations in the packaging design.

The Free hand font will be only used for the name of each product per example; Lipstick, Eye Shadow, Eye Liner, etc... This will help us achieve the look and feel of the brand.

#### **Adventures on the Mountains**

abadelghjkmnongreturruyt I 3456 7890

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#### **Primary Font**

SAN FRANCISCO SF Compact Display

abcdefghjklmnopqrstuvwxyz 1234567890 !@#\$%^&\*()

#### Secondary font

SAN FRANCISCO SF Compact Display (Thin)

abcdefghjklmnopqrstuvwxyz 1234567890 !@#\$%^&\*()

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#### COLORS

Primary colors are inspired by the brand spirit and character.

Secondary colors, are the colors used in communications, usually used in background, illustration, props, clothing . . etc. The color pallet of orange, blue, pink and purple gives a cool and fresh essence to the brand.



### STATIONERY DESIGN

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# DIGITAL | SOCIAL

It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using «Content here», making it look like readable English. Many desktop publishing packages





# PACKAGING DESIGN









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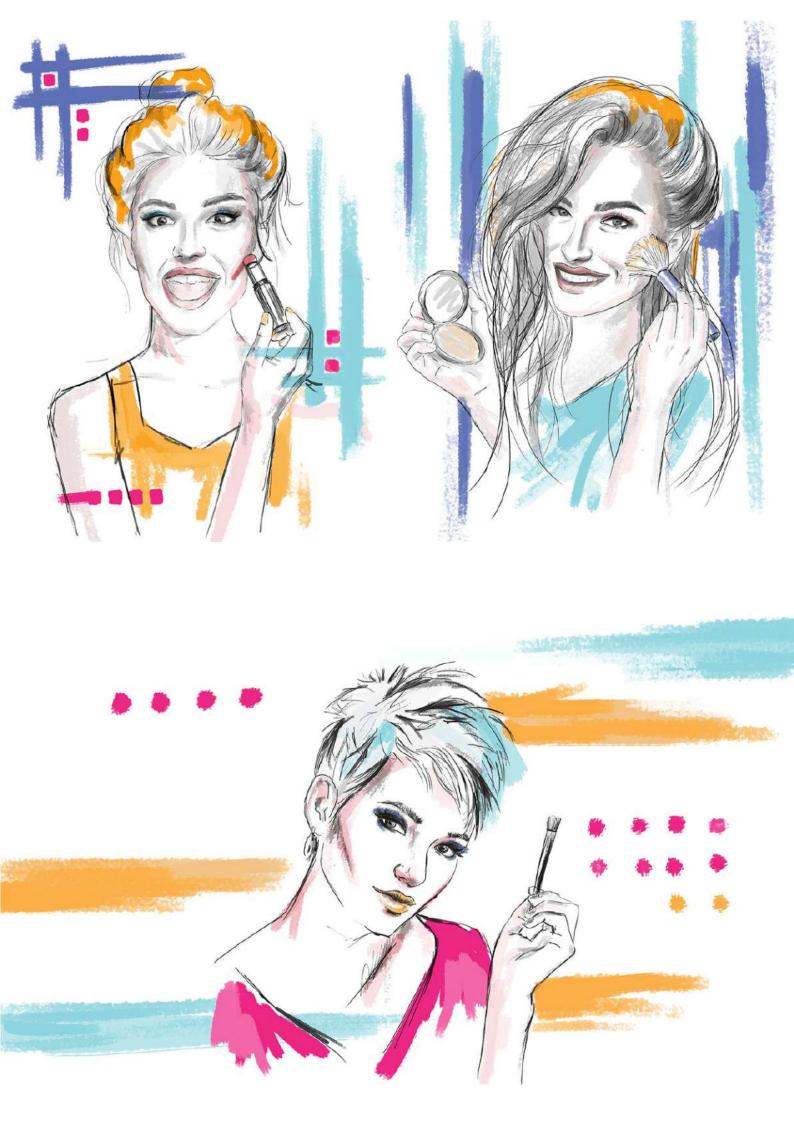


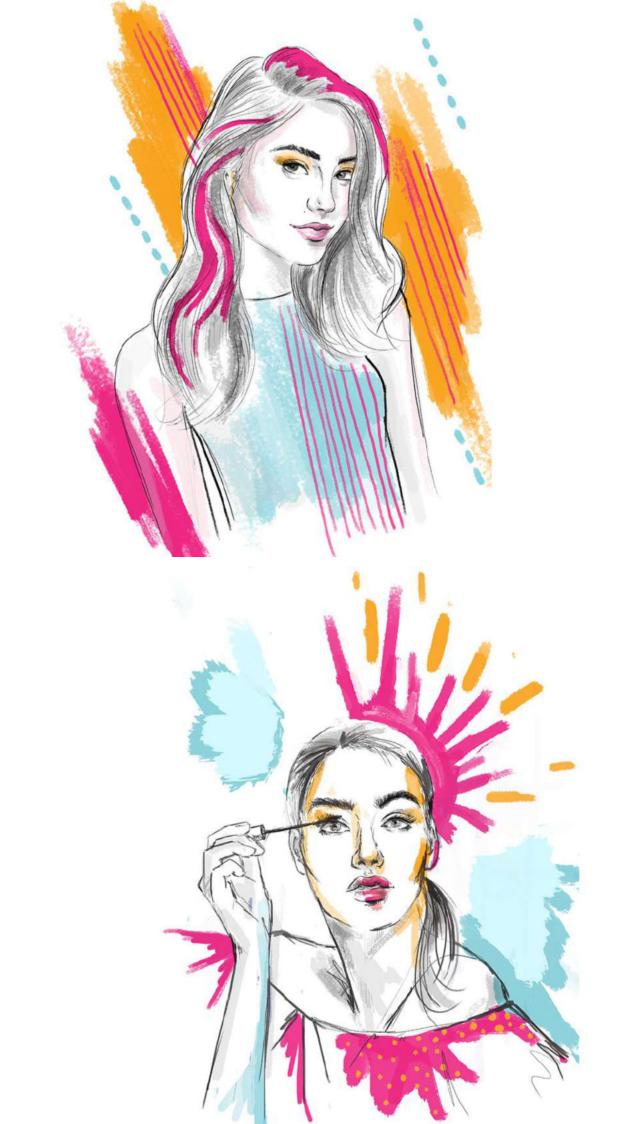


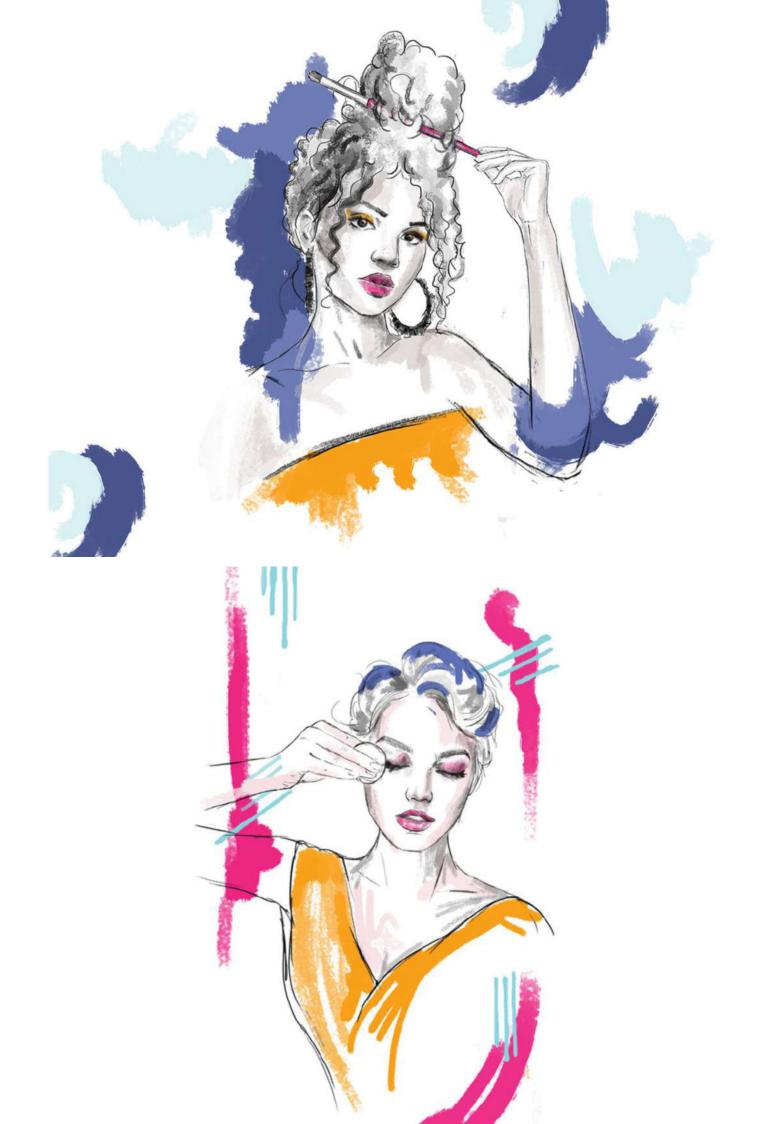
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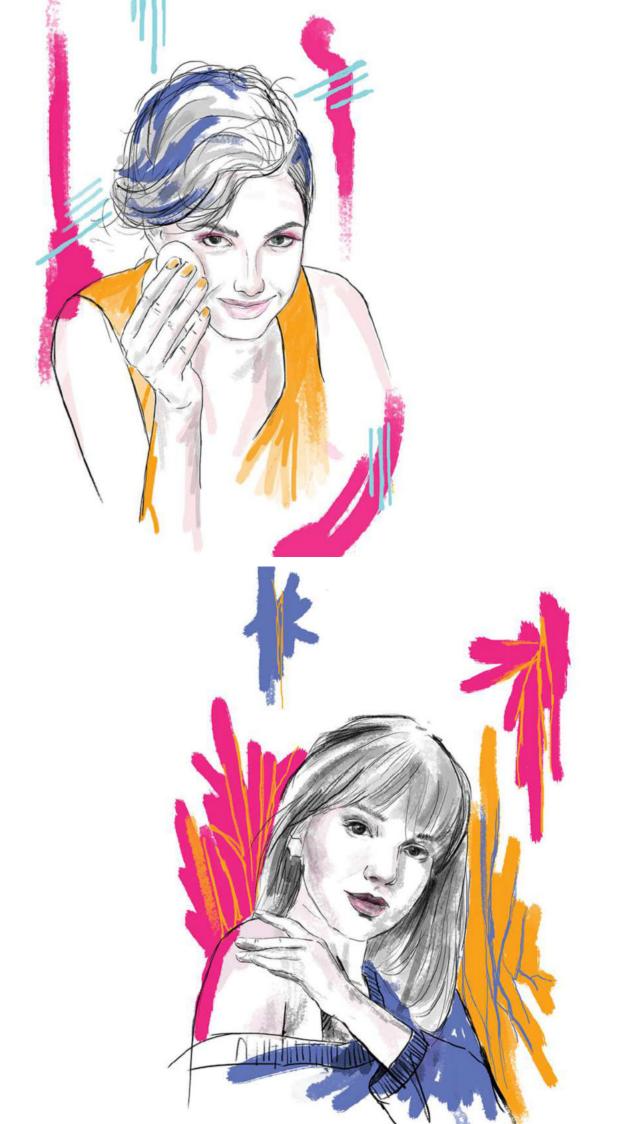


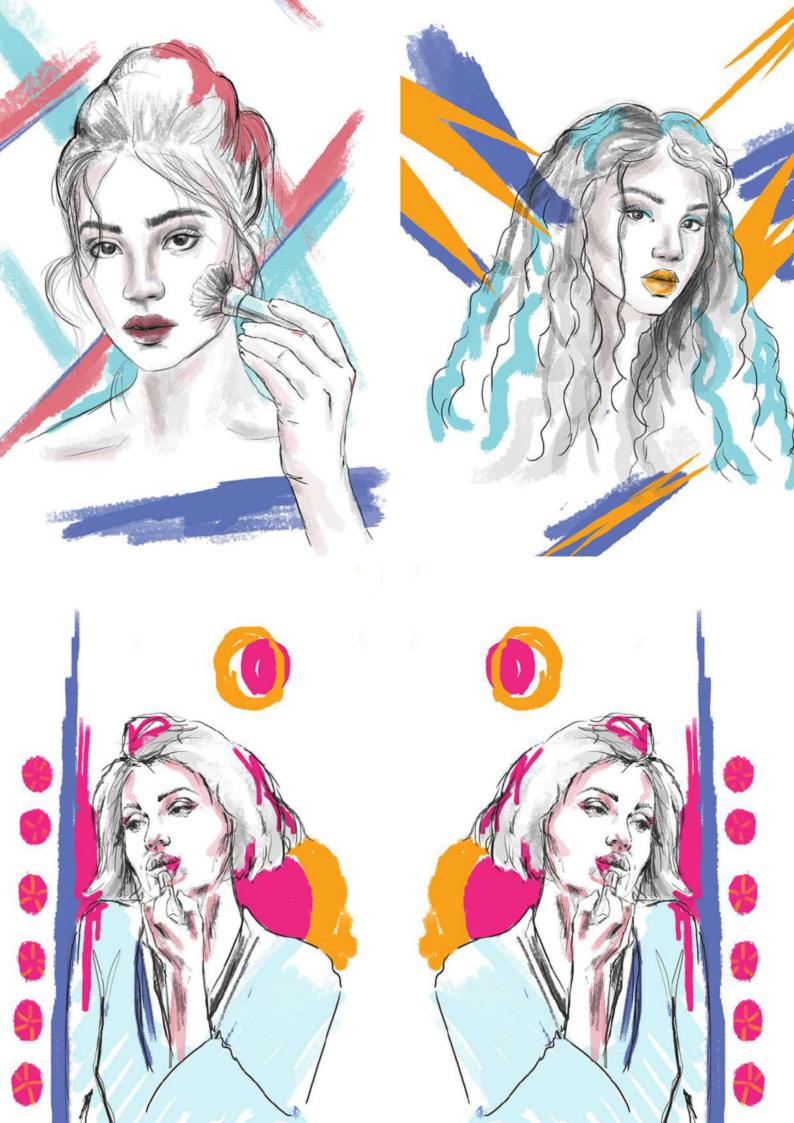


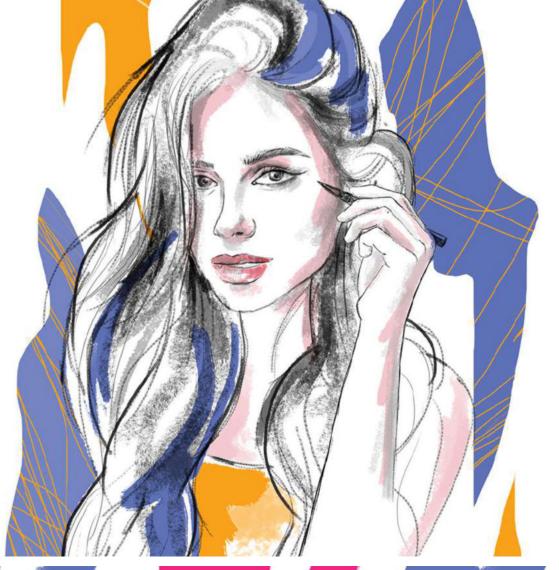


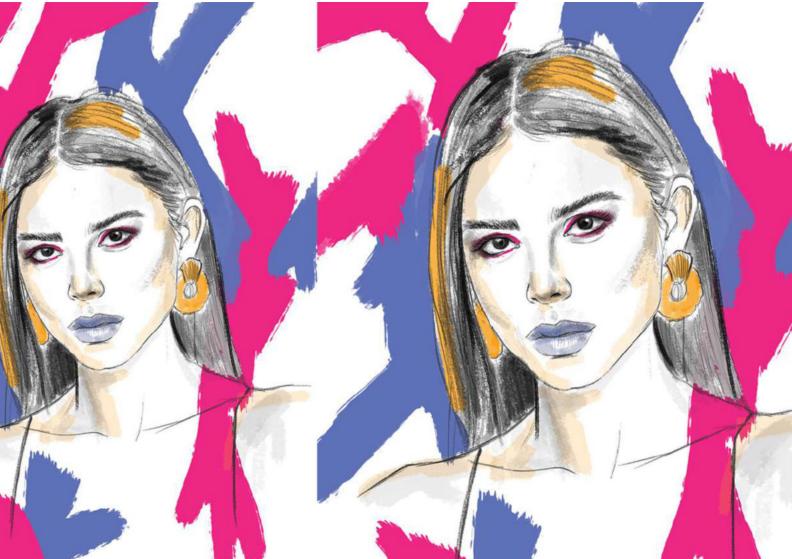








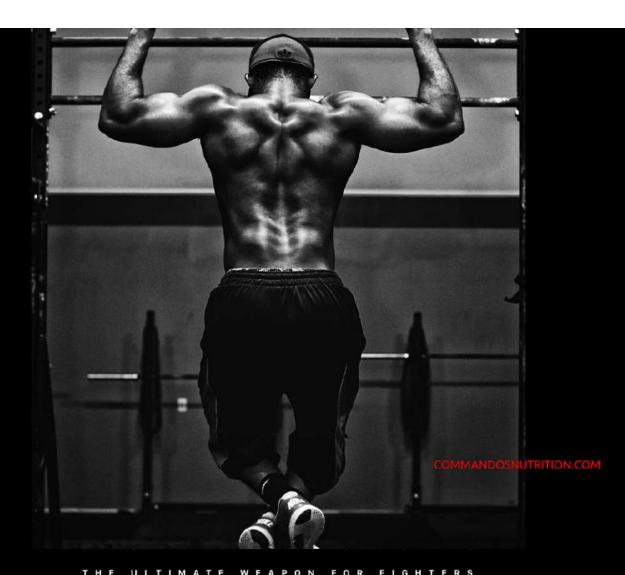








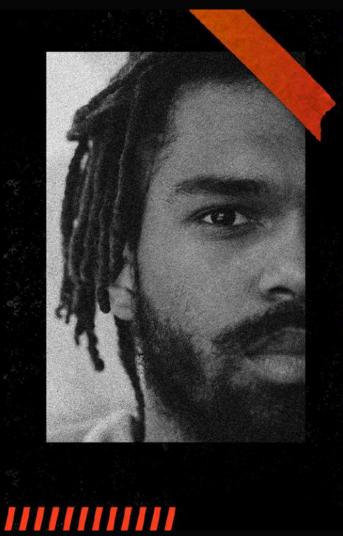




THE ULTIMATE WEAPON FOR FIGHTERS









PACKAGIN ESIGN







#### DONT QUITE STAY CHALLENGER



GET IT NOW

W W W . C O M M A N D O S . C O M

# YOUR LIMITS COMMANDOS CHACLENGER WEIGHT GAINER



























































PHOTOGRAPHY MOODEROAR





BRAND MARI



BRAND MARK







Be Fit















Esaaf Kareem Mohsen Ahmed Abd Eisalam

S P O N S O R E D B Y



















## SO NOW WHAT'S YOUR EXCUSE?



The Windrunner for men and women.



## Magazine



YOUR MAGAZINE



16 JUNE 2016 | DESIGN INSPIRATION

# Magazine

Life is not a problem to be solved, but a reality to be experienced.



Special Interview with Yousra El louzy

Your MAGAZINE



#### THE BOXING IN EGYPT

بطولة الجمهورية للملاكمة (سيدات) #إنهن\_الأبطال









### Logofolio

Some of previous branding and logo & symbols creations since i entered the field of branding















