

DN *Mediaz*

**PORTFOLIO &
CREDENTIALS**

BRANDING &
ADVERTISING

1. SCOPE OF WORK
2. BRANDING
3. MOTION GRAPHICS
4. CONTACTS

5. ADVERTISING

WWW.DNMEDIAZ.COM



ABOUT US AND SERVICES

In the race of brands, what matters first is the way they look because clients want to be impressed by the way their favorite brand look like, how nice it would be amongst other brands, and how unique they will feel being loyal to that brand. This is where DN MEDIAZ comes; to reshape, enhance and boom our clients' business to reach their maximum potential through giving your brand the look that fits perfectly into the scope.

Using our previous experiences with various businesses and industries that we've worked with, we listen to our clients' ideas, problems, ambitions and consult them with the right methods to accomplish what they want, and from that point forward we start fashioning our brands identities to complement their new plans, and reach their audiences and clients with the right look.

01 BRAND IDENTITY

Brands in the twenty first century are like people, there's just too many of them, and each wants to look, feel and talk different to show it's character. We get to know your brand inside out, and tailor the brand identity to suit its character and personality to reach desired target segments and market position with the right look whether the business is offering a product or a service.

02 WEB SOLUTIONS

The website is the brand's digital headquarters. It is not uncommon for businesses to have one. To have the spotlight on your website, it has to have a clean, straight to the point, smart and user/admin-friendly website including user interface and content development. We design and develop your website preserving your brand/corporate visual identity and personality.

03 MOTION GRAPHICS

When a brand has a lot to say to its clients such as multiple services, brand features, complex mechanisms, usage instructions, or even history of the company, an animated video works best to deliver the message. We offer all the video production requirements to accomplish that, and show off your most unique selling points and methods to the public.

04 PHOTOGRAPHY

"Photography is not just a photo, it's the message it delivers". As we consider branding to be more than just a logo, we help our clients complement their full identities with the desired photography that highlights the brand competitive advantages while being aligned with the whole corporate identity, to give the brand a consistent look and feel.

05 ADVERTISING

When the brand identity is complete, that's when the communication phase starts. We Help you deliver your message to your consumer in the clearest, most memorable and artistic direction possible. Packaging, Computer Generated Imagery (CGI), print-outs, outdoors key visuals, digital ads and videos, on-ground activations, we execute it all.

06 PRINTING & EXECUTION

Who can execute a design better than the designer himself. We help you bring your communication and printed material to life by finding the right suppliers, adapting our designs to your specifications and requirements, supervising the execution process with the details (colors, materials and finish) to insure premium quality.

DNMediaz

OUR CLIENTS

We are proud to have worked with those brands.



01 BRANDING

This section presents a few selected branding projects of our work. More projects are to be found on our website, social media platforms, and professional networks. Along with the brand identities we helped shape, other services were offered including packaging design, products photo-shoots, animated videos and/or websites, depending on the nature of the company's brief or business.

- 01 BYOUM BRANDING
- 02 GOODSMART BRANDING
- 03 LAREIN DOREE REBRANDING
- 04 B PRO TRADER BRANDING
- 05 LEVANT STUDIOS BRANDING
- 06 NEWGIZA NEWSLETTER
- 07 LEILA MUSICAL THEATER
- 08 PARADISE REBRANDING



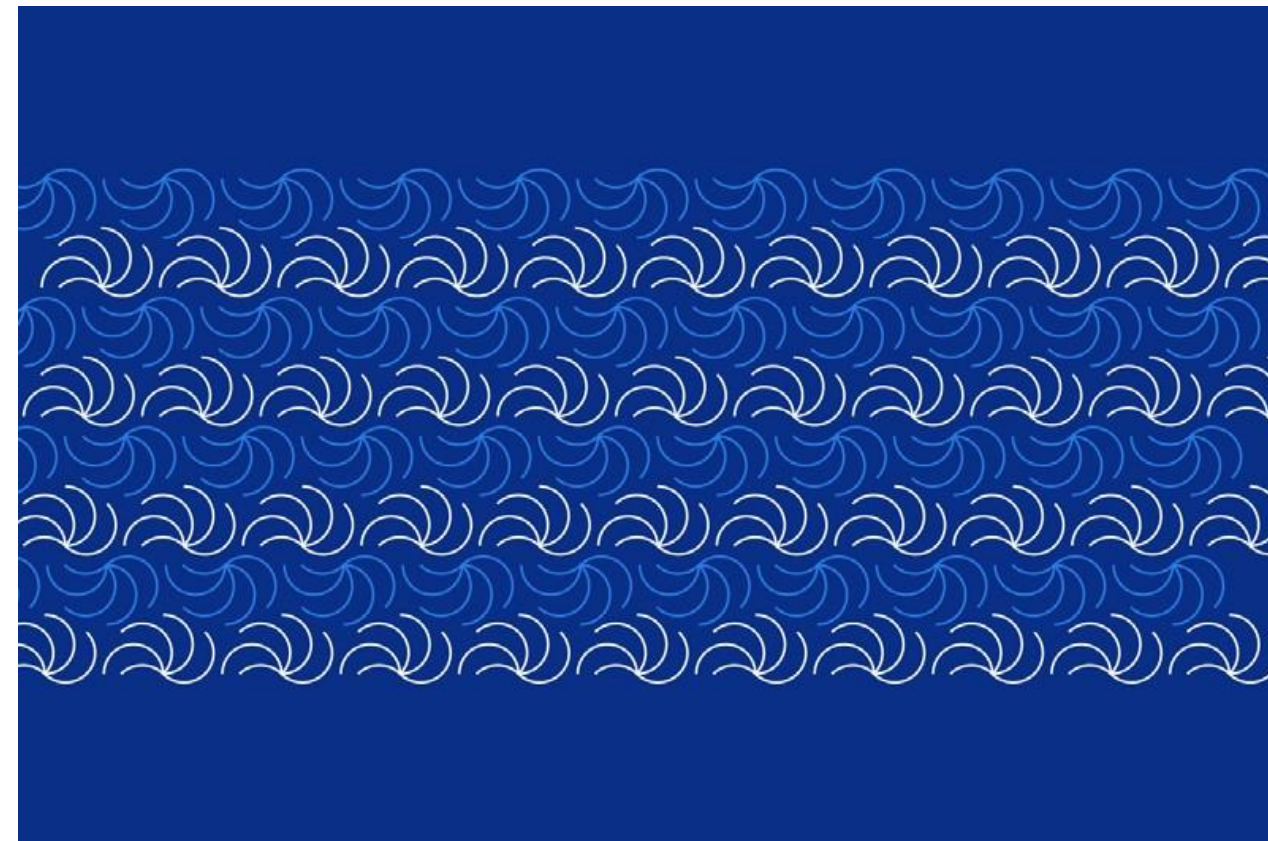


BYOUM
RESIDENCE
AL FAYOUM

BYOUM BRANDING

Byoum is one of Orascom Developments latest projects in Alfayoum - Egypt. The brand mark illustrates the irrigation wheel, one of alfayoums most iconic landmarks. It also reflects Alfayoum's spirit of calm and still waters.

ORASCOM
DEVELOPMENT





GOODSMART BRANDING APP UI & ANIMATED VIDEO

Goodsmart is a mobile application that enables its clients to shop all their household needs off their smartphones and have them delivered to their doorstep in a pre-installed custom-designed box before 6 am without a single door knock. One important feature Goodsmart offers is the option to set up a repeated delivery schedule or any product they deliver. Goodsmart gives access to thousands of premium products from a variety of shops and suppliers from all across the city.

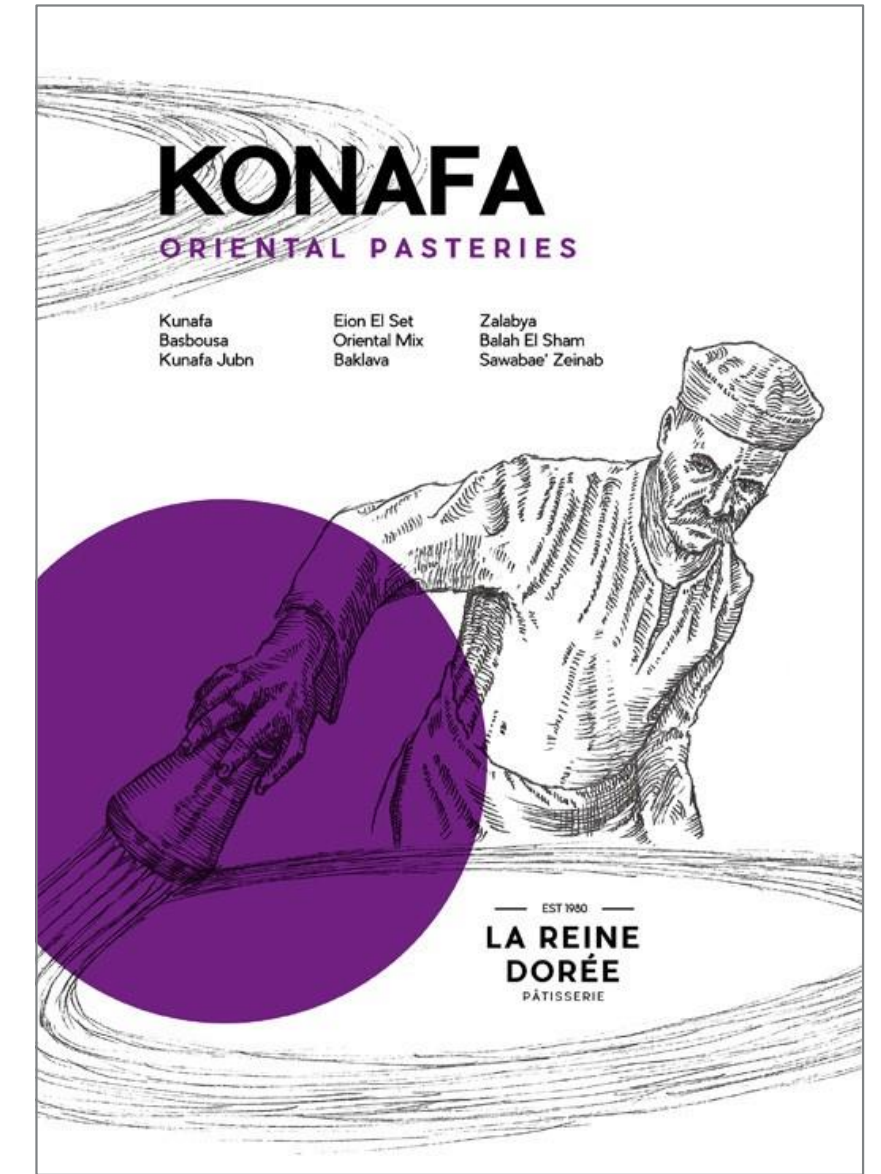
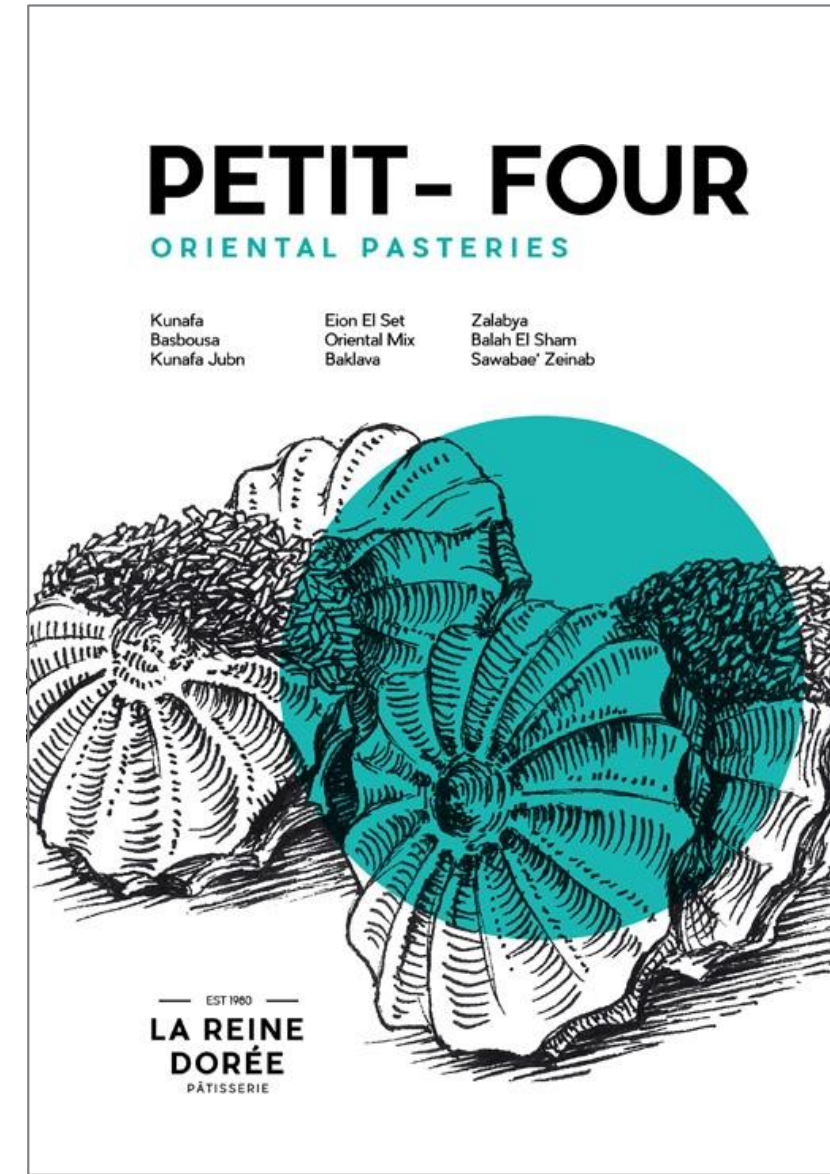
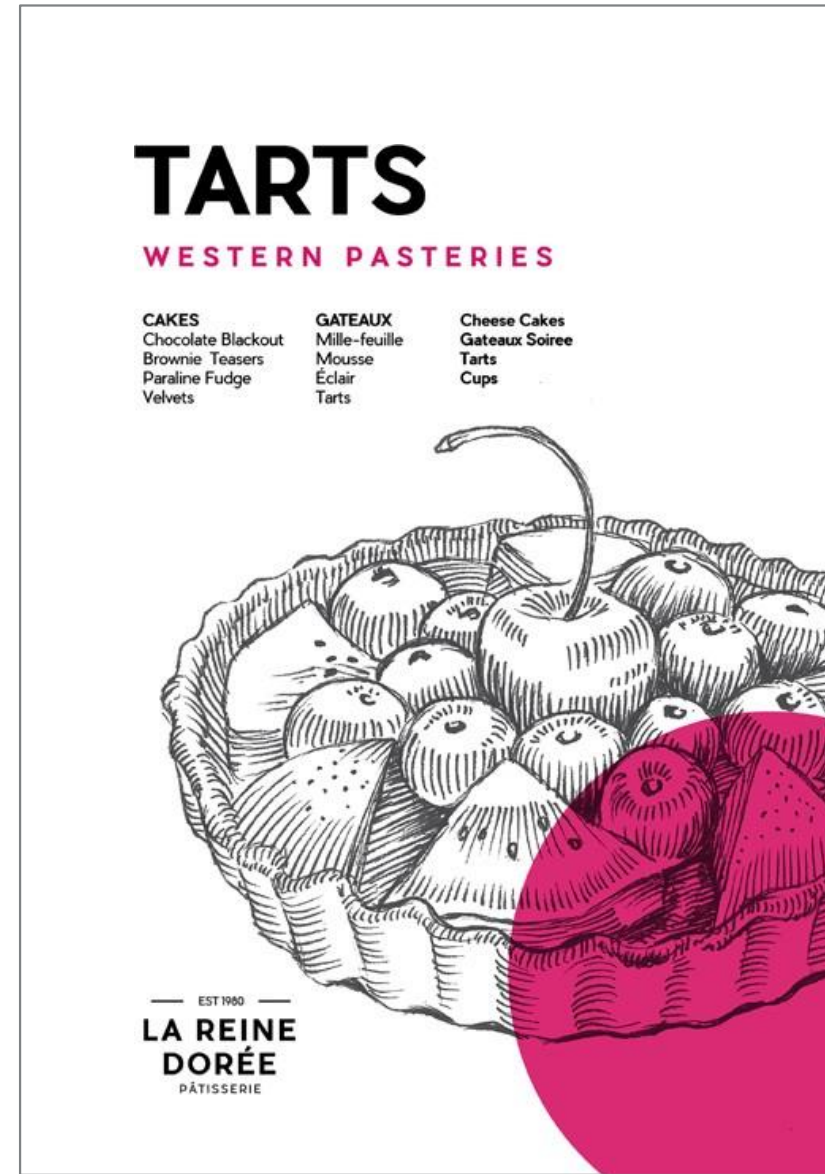


SHOP. EAT. REPEAT



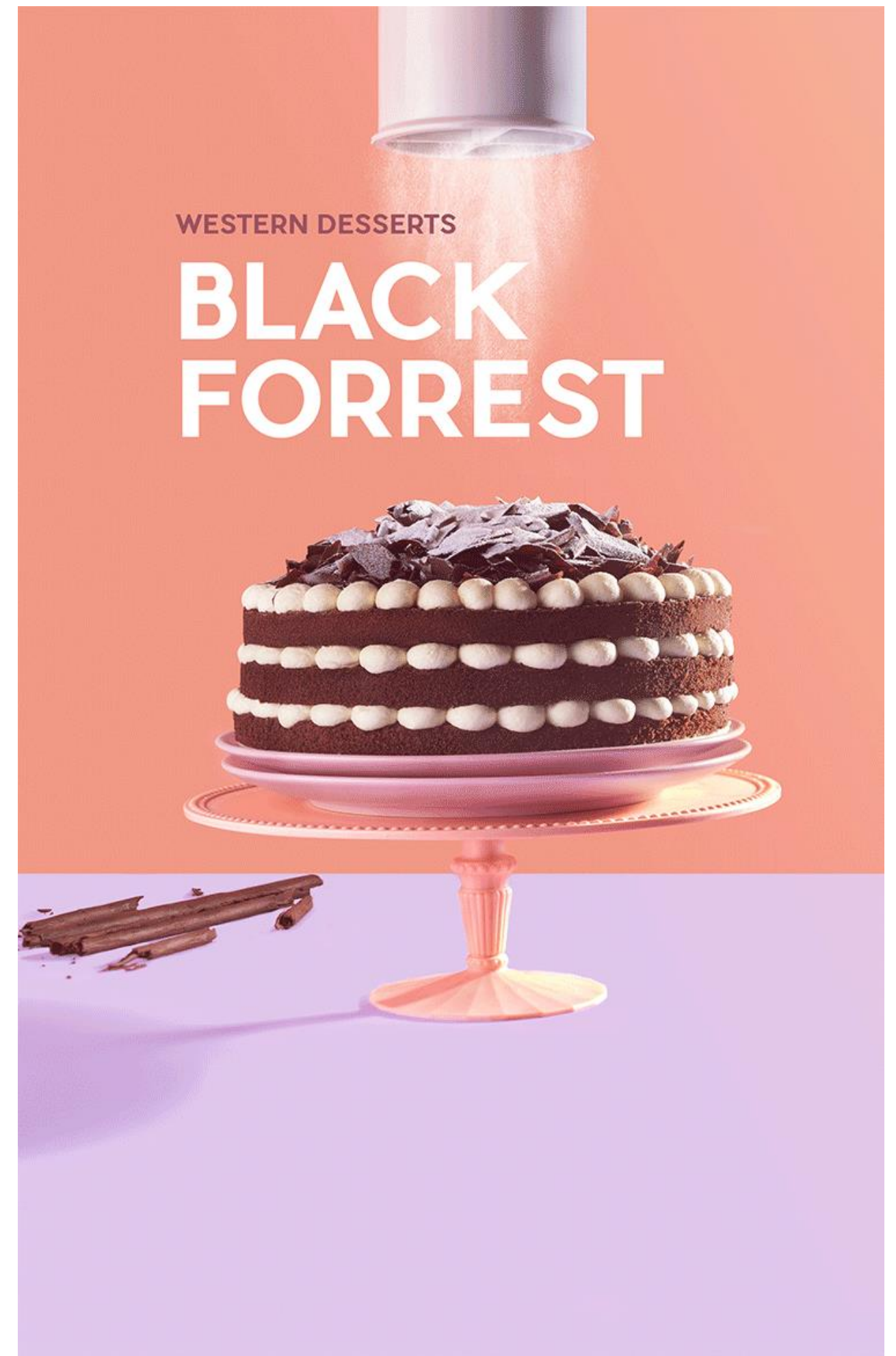
LA REINE DOREE RE-BRANDING

La Reine Doree is a 40-year old pastry. The brand looked vintage and the competition in the market was fierce. The new design modernized the royal look. Building on the sketchy style of the brand mark, the graphical elements had to look the same. The re-branding shaped the interior design for the store, packaging, product photography, even the desserts styling and toppings changed to suit the new look.



PRODUCT PHOTOSHOOT

The art direction was chosen to show off the simple yet rich desserts. Styling those pieces was the toughest part, removing all the toppings and designing the pieces with its ingredients. Also adjusting the lighting to give the plates a light delicious look.



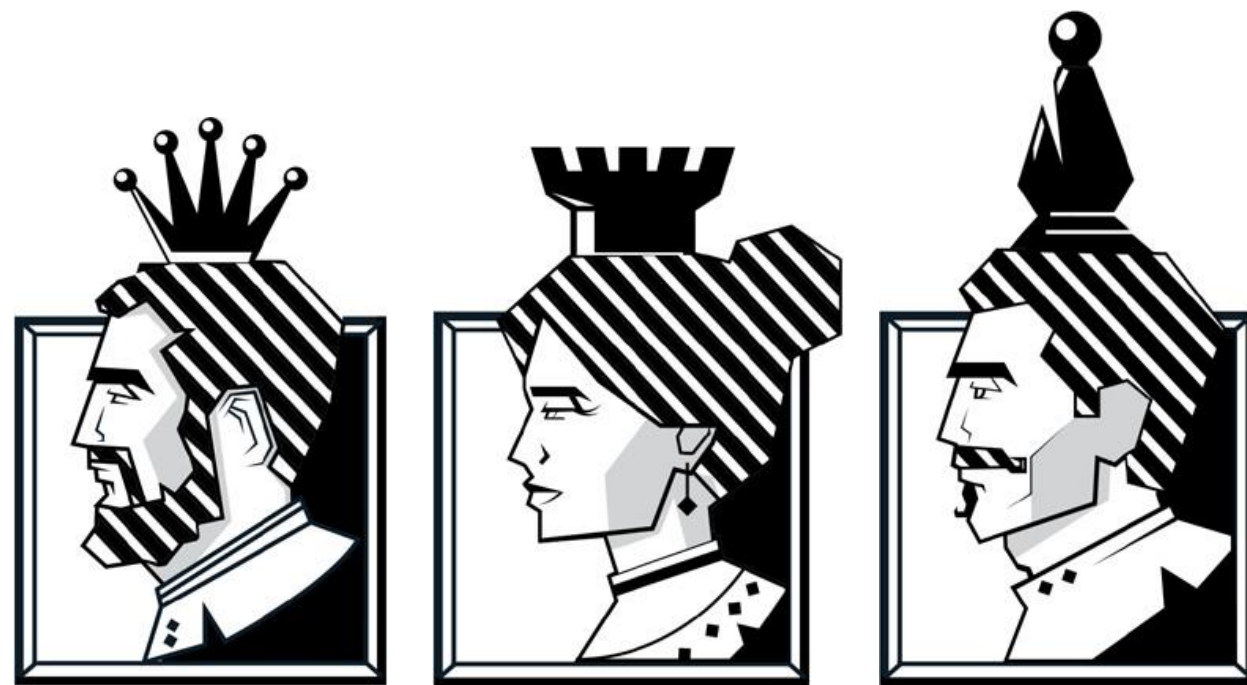


B PRO TRADER BRANDING

B Pro Trader is based in Dubai - UAE offering online and offline stocks courses. The concept is simple: to be a professional trader you need to be smart, patient and have the vision and strategy to make the right moves, so similar to chess. For stocks, people keep staring at a black and white chart they call it "the candle chart" chess suited the brand perfectly. Illustrated characters and icons were designed to enhance the brand identity, which helped us execute the website and other brand requirements like program branding and course materials.



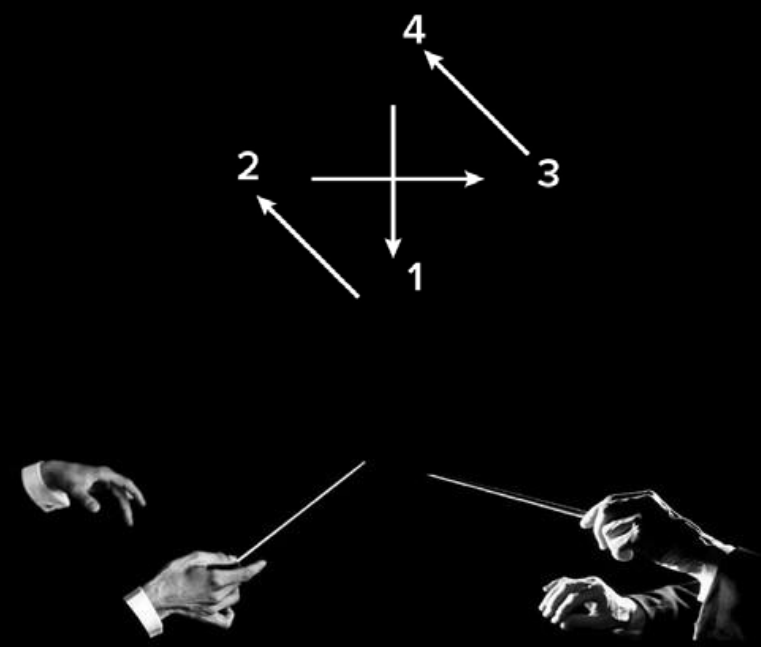
GRAPHIC ELEMENTS





LEVANT STUDIOS BRANDING

Levant Studios is a music studio that offers premium recording, equipment and music composing guidance to add value to bands and musicians' work. Ever wondered what a music conductor or a maestro is doing with this stick? Well, they are waving the beat's measure which could be 3/4 4/4 3/5 etc. we visualized these moves in the air and formed this logo which symbolizes guidance, control, leadership, and sync.



M U S E

LEVANT STUDIOS NT1-A RODE

Sound design is the process of specifying, acquiring, manipulating or generating audio elements. It is employed in a variety of disciplines including filmmaking, television production, theatre, sound recording and reproduction, live performance, sound art, post-production, radio and video game development.

WWW.LEVANTSTUDIOS.COM

NEWGIZA

NEWGIZA NEWSLETTER

The New Giza town annual newsletter includes updates on sports, education, neighborhoods, construction, safety, health and entertainment from the previous year. We illustrated a separator for every section of the newsletter along with the internal content showing the New Giza spirit and lifestyle in our illustrations.



NEWGIZA



LEILA MUSICAL THEATER

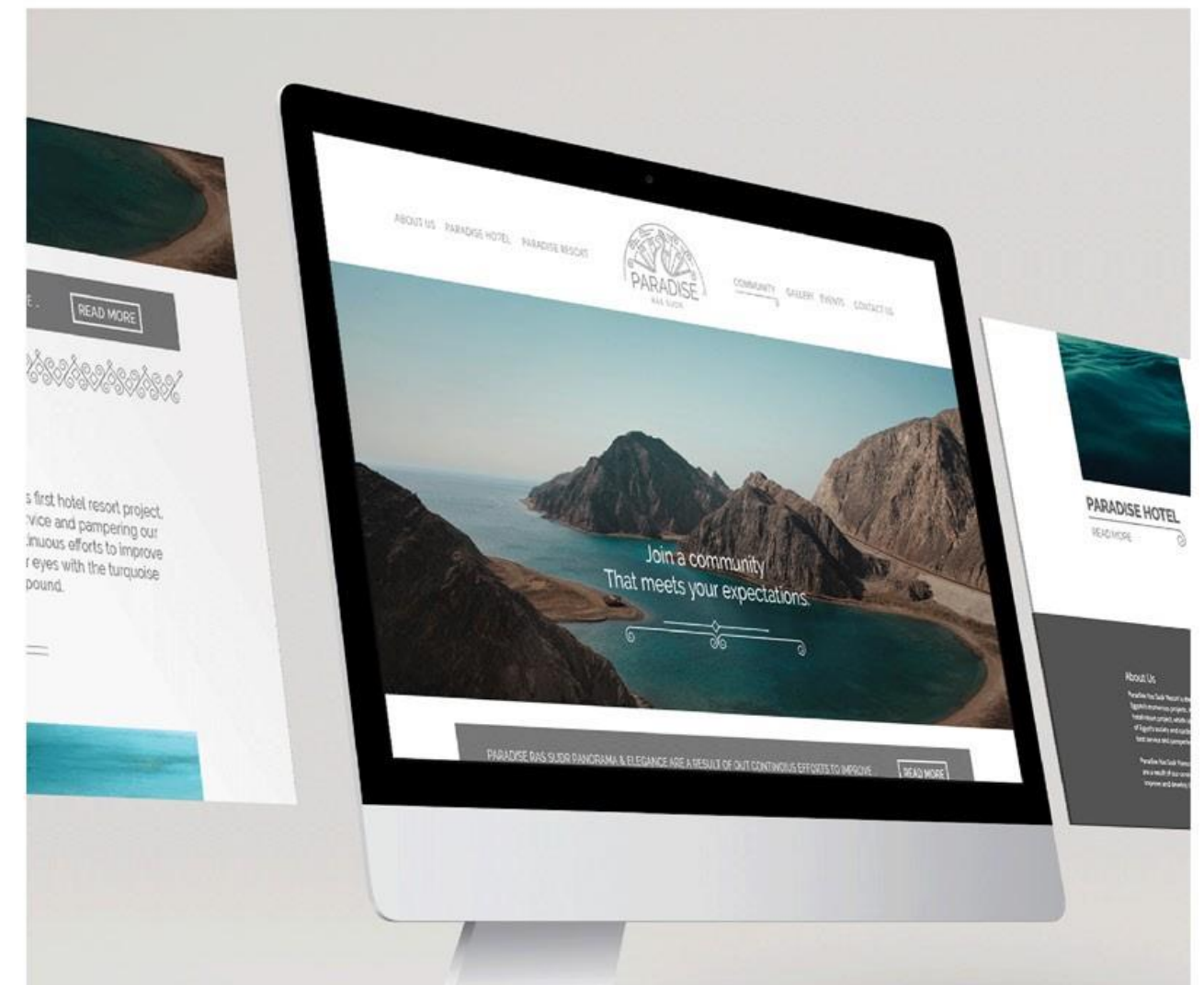
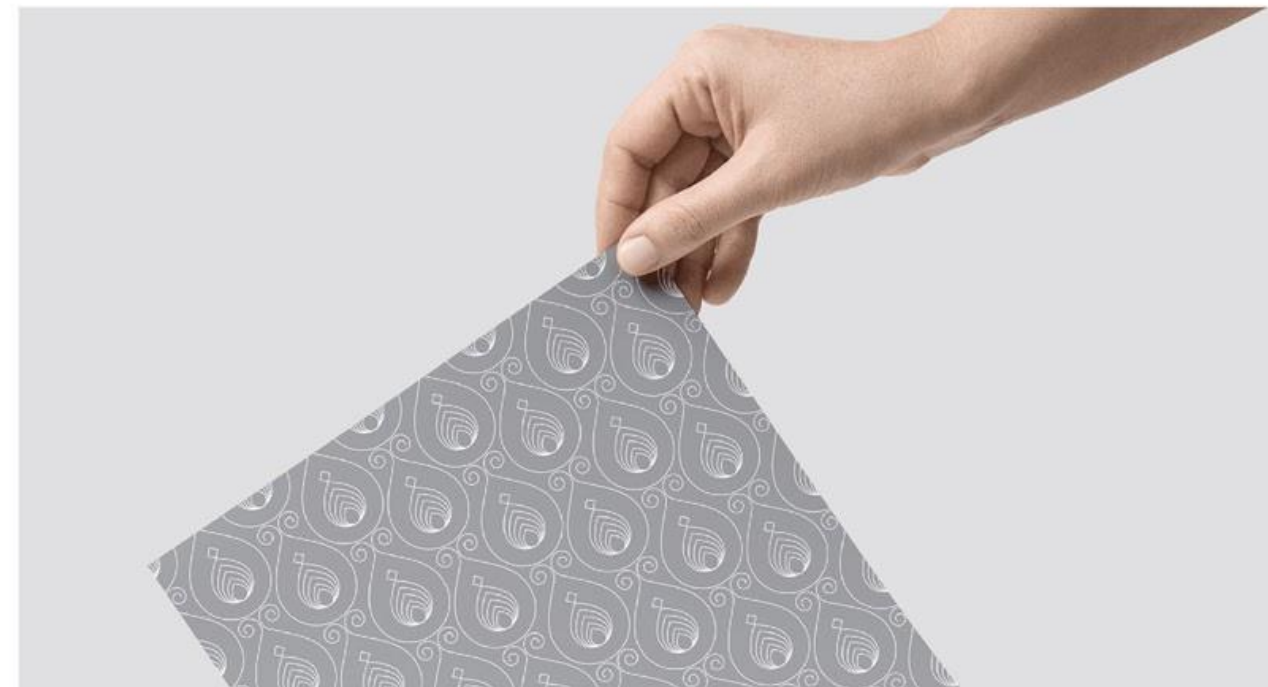
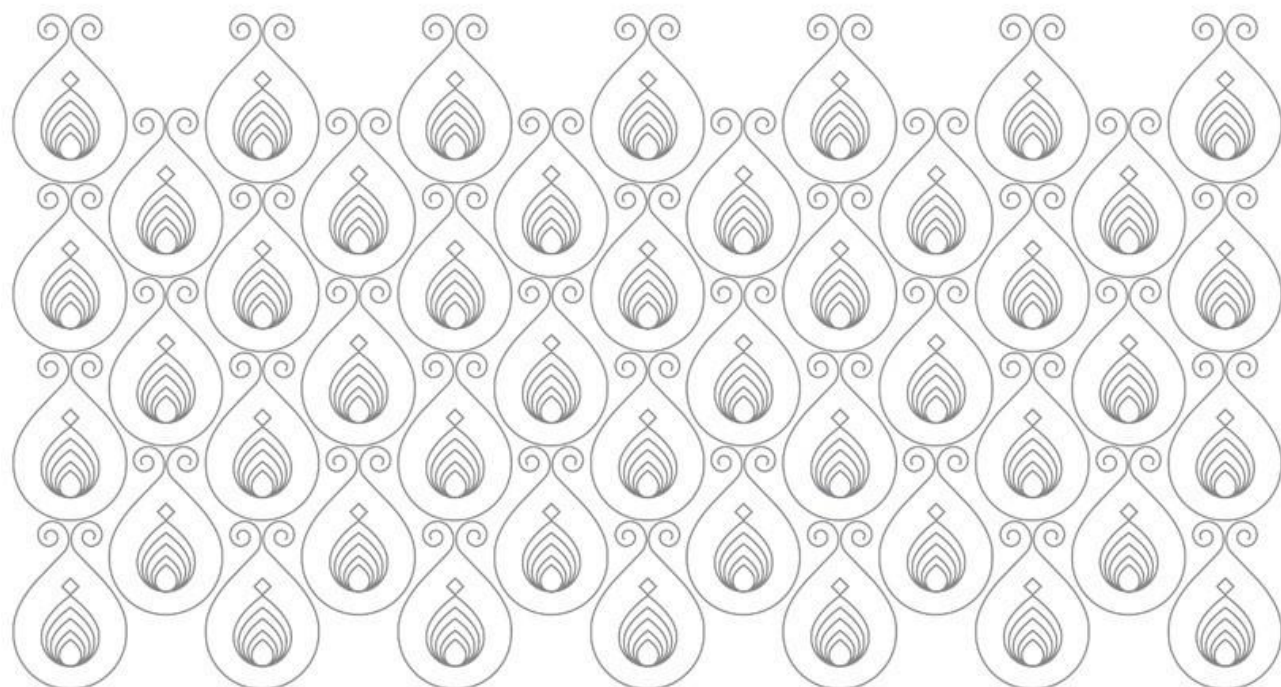
Leila which means "One night" is a musical theatrical performance, performed at the Egyptian Musical Theatre. The music and the script were dark or gothic. We designed a typography containing the performance date, and at the top is a lighthouse which the story of Leila is all about: the night our hero and heroin are going to visit the haunted lighthouse up hill.





PARADISE RESORTS RE-BRANDING

“Paradise” is a resort in Ras Sudr - Red Sea, Egypt. The place is so peaceful you’d feel like time is slowing down. The re-branding had to be in harmony with the brand promise and the design to be peaceful colorless identity. The Brand mark illustrates “A White Peacock” that resembles peace of mind, comfort, and the best phase in man’s life. A few patterns were designed to complement the brand identity, using luxurious elements with the peacock feathers. The scope was huge, aside from the brand manual, the client requested a sales kit, company website and hotel branding.



02 ADVERTISING

This section presents a few selected advertising projects of our work. More projects are to be found on our website, social media platforms, and professional networks. We Picked a project from each art direction to show a specific skill set, usually campaigns consist of multiple artworks, you'll find a link on each project page for the complete version.

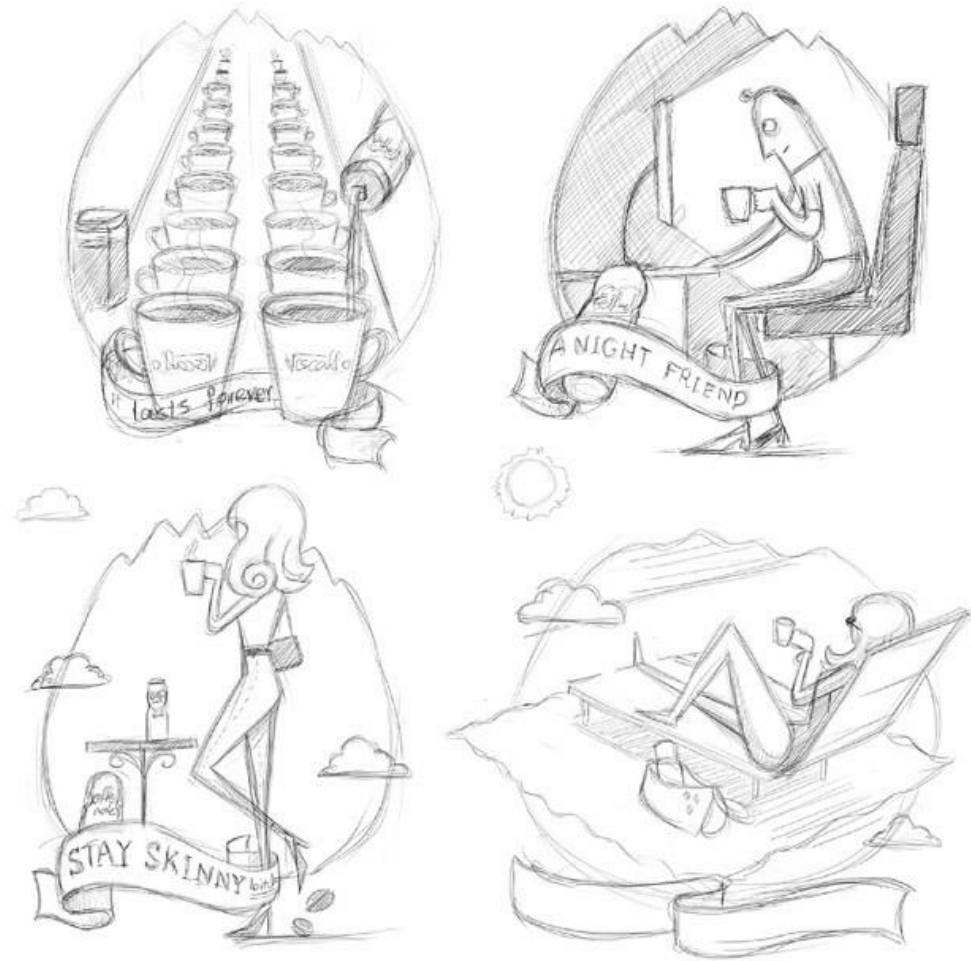
1. HEINZ JUSTICE LEAGUE CAMPAIGN
2. JUHAYNA MILK OUTDOOR CAMPAIGN
3. HEINZ TOMATO PASTE OUTDOOR CAMPAIGN
4. HEINZ VEGGIE MAYO OUTDOOR CAMPAIGN
5. NEWGIZA DIVERSION SEMINARS
6. HEINZ PASTA SAUCE OUTDOOR CAMPAIGN
7. ELMENUS SOCIAL MEDIA COMMUNICATION
8. VEZEETA INTERNAL BRANDING
9. ELGOUNA SQUASH MASTER VISUALS





COFFEE MATE FACEBOOK LAUNCHING CAMPAIGN

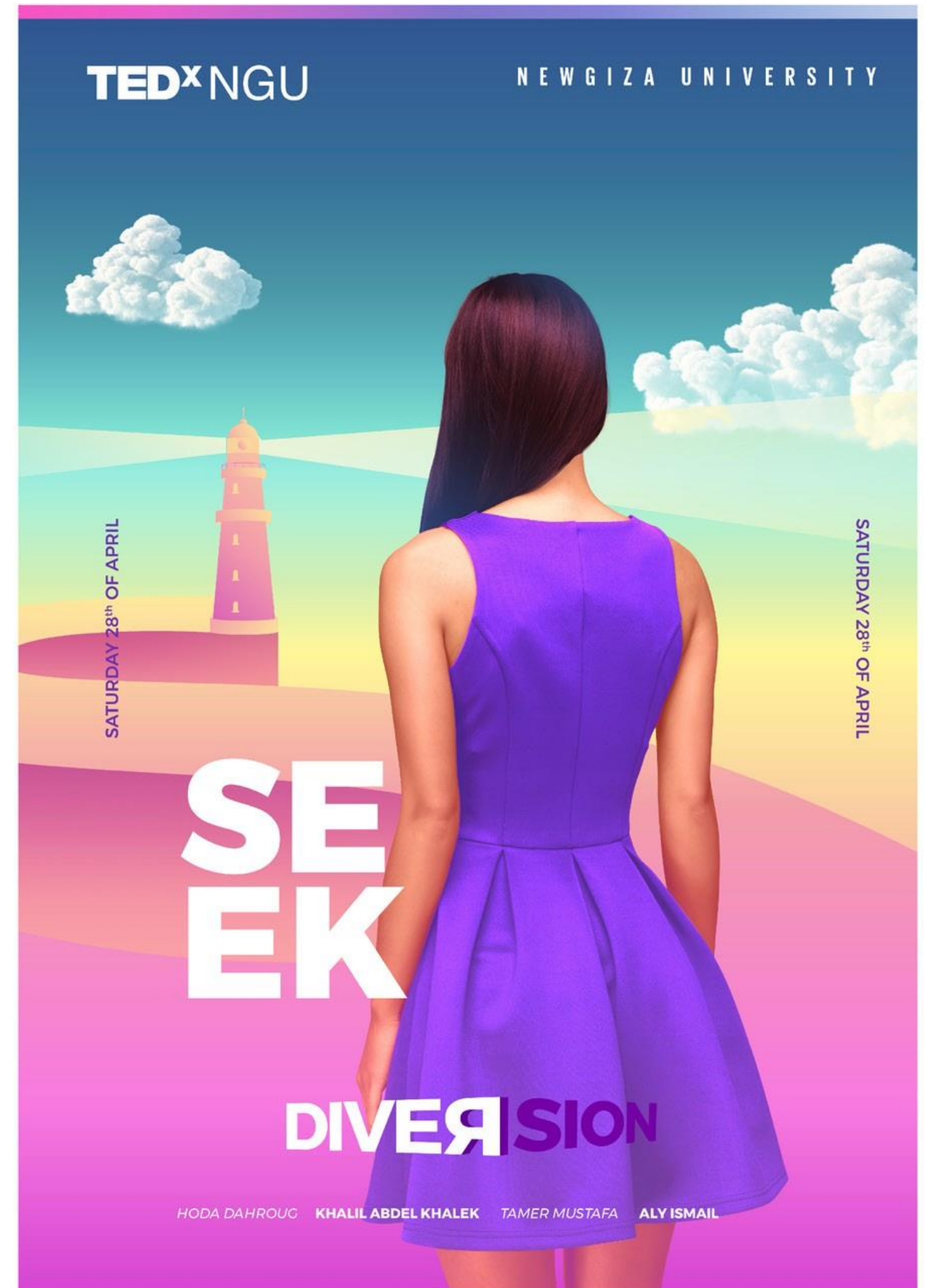
A social media campaign to launch the Coffee Mate Facebook page in Egypt, the brief was very simple: create 14 posts for the coffee mate daily usages. This campaign was approved by Nestle Global and published by the international page, and we received another brief for the local page.



TED NEWGIZA

TEDx NEW GIZA DIVERSION SEMINARS

Diversion is an event held at New Giza University by TED. The event brings speakers from several backgrounds telling their stories to students at the university to help them draw a better image of their futures pointing that one can always divert from their paths for a better target or for a buried dream. We designed an executed 4 key visuals "D", "V", "R" and "S", each letter taken from the word diversion creating new words that encourages those young fellows divert; 'Dare, Veer, Reach & Seek'. The art direction is colorful, modern and extremely catchy, you can't unsee a banner this vibrant when walking in the collage corridor. Find the full project on the link below.





HEINZ PASTA SAUCE OUTDOOR CAMPAIGN

This campaign is promoting Heinz's sauce SKUs, a ready-made sauce for pizza, oriental dishes, pasta, beef and Italian dishes. Since the target was young Egyptian women wanting to cook a meal as fast as possible, the artwork had to be product centric. Although it's not usually used, but we saw that digital painting would give the campaign a happier cartoonish feel.

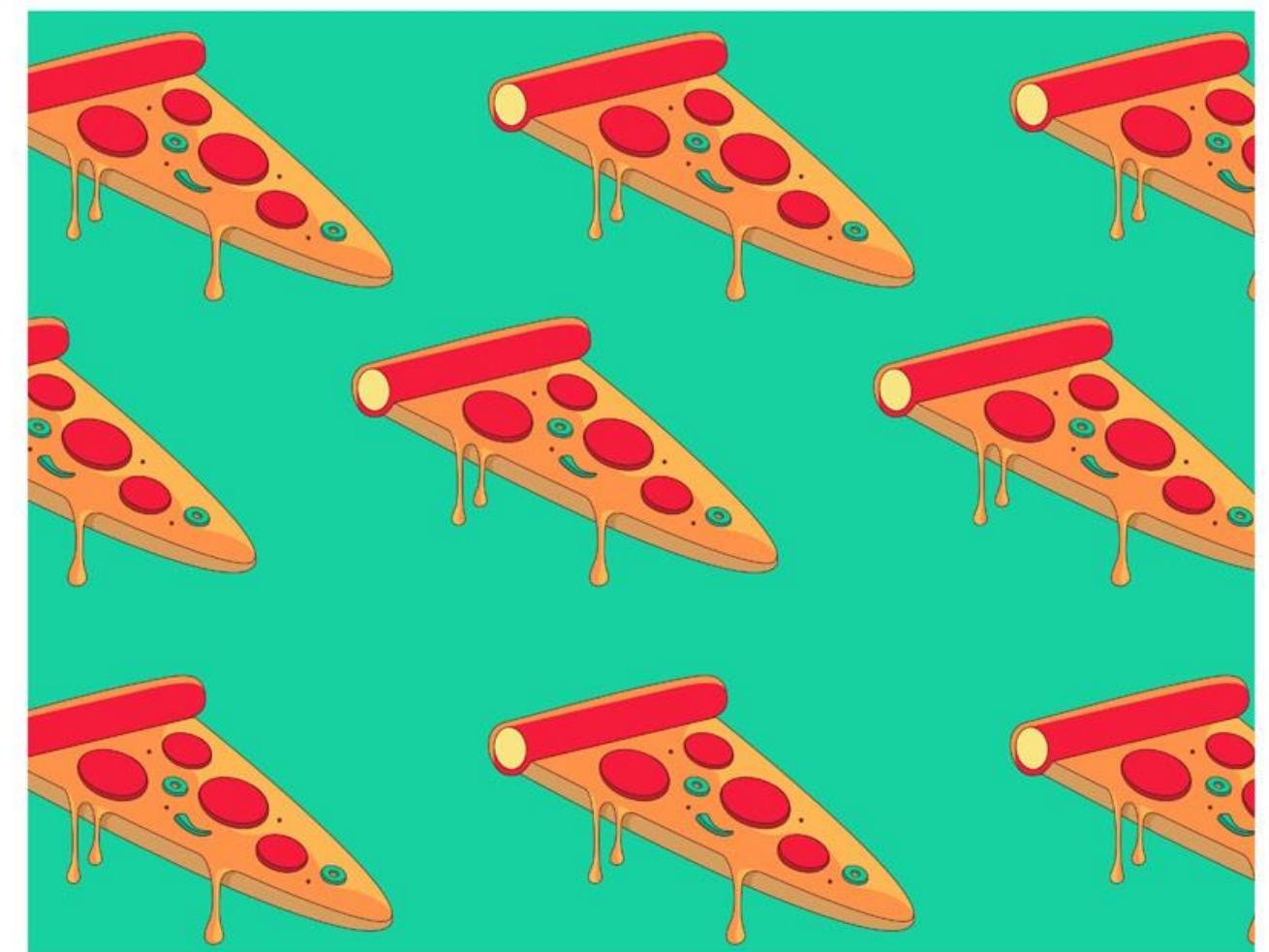
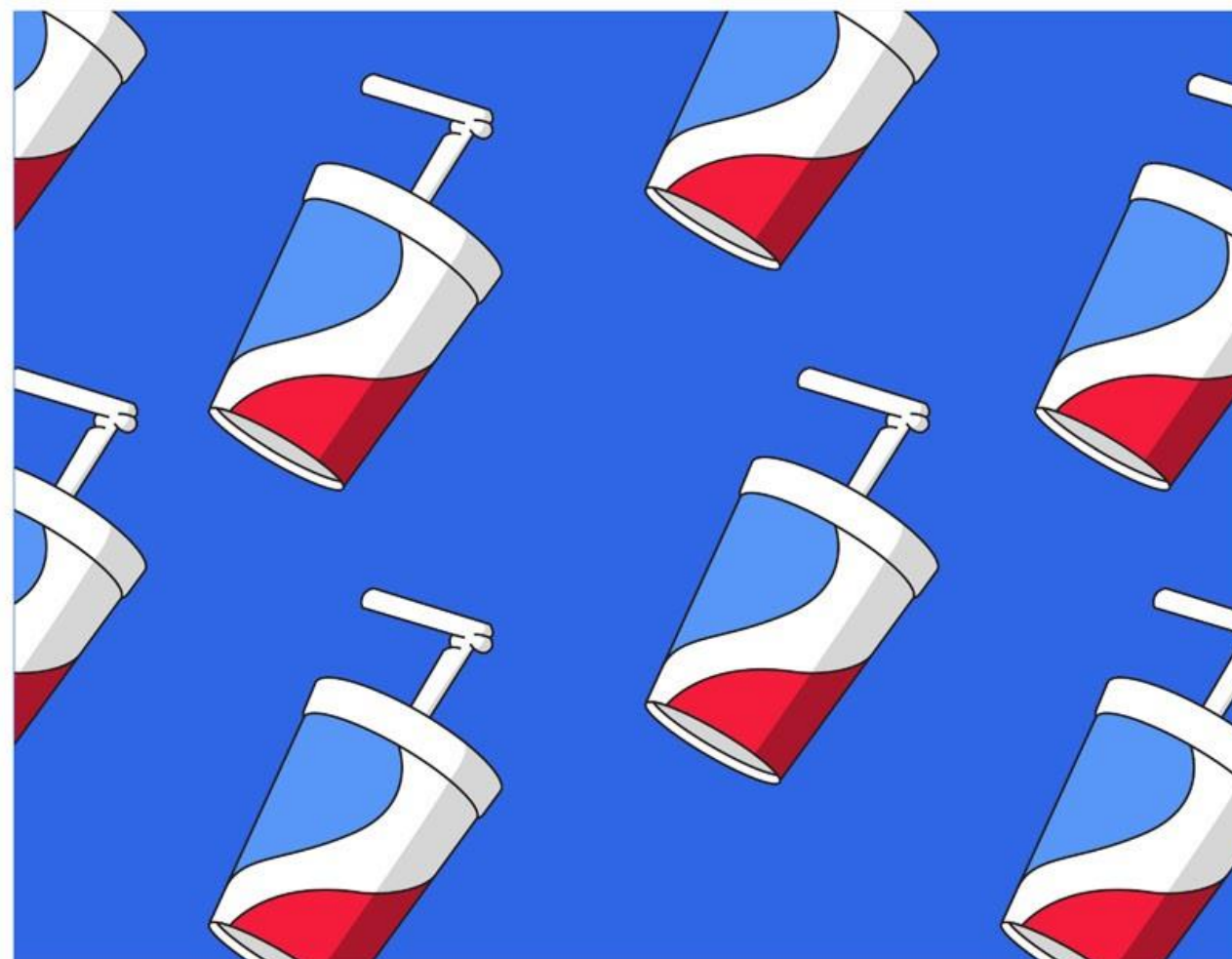
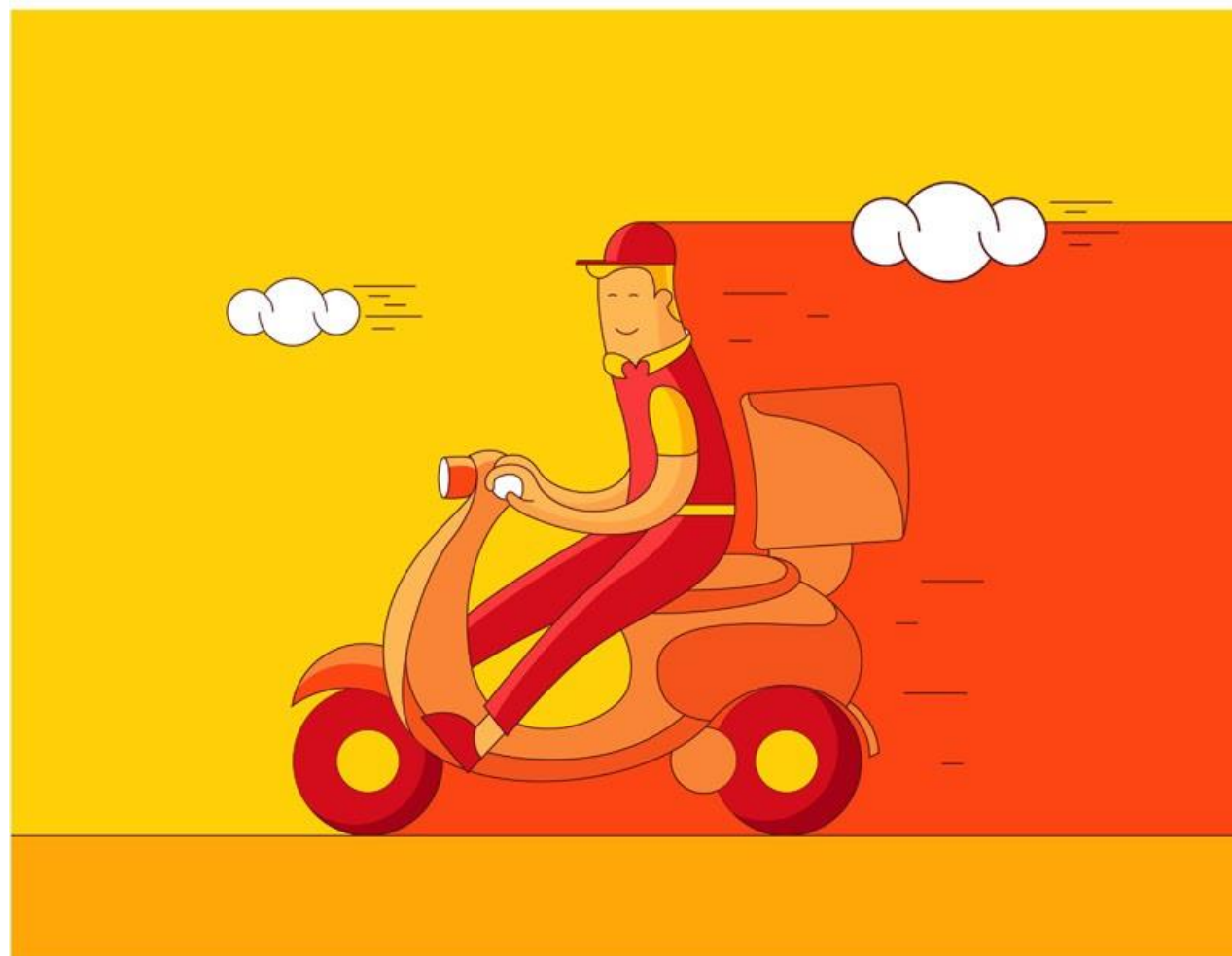
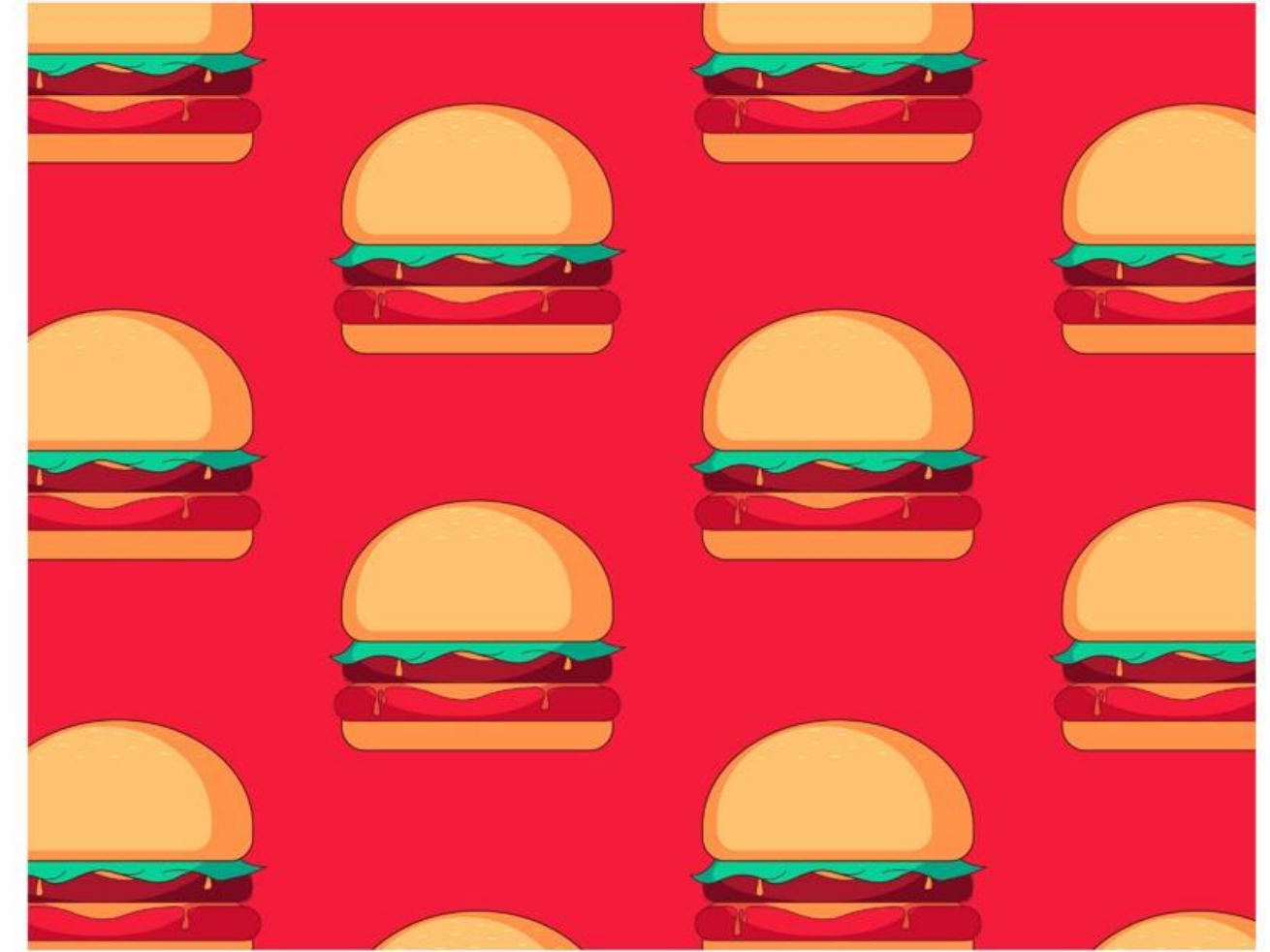




ELMENUS VISUAL IDENTITY AND SOCIAL MEDIA POSTS

El Menu is a start up company based on a website and a mobile app that gathers all fast food and dining areas in Cairo, categorizing these restaurants by category, mood, location and rating to make the process of find a place to dine out or order food a fun and exciting thing to do.

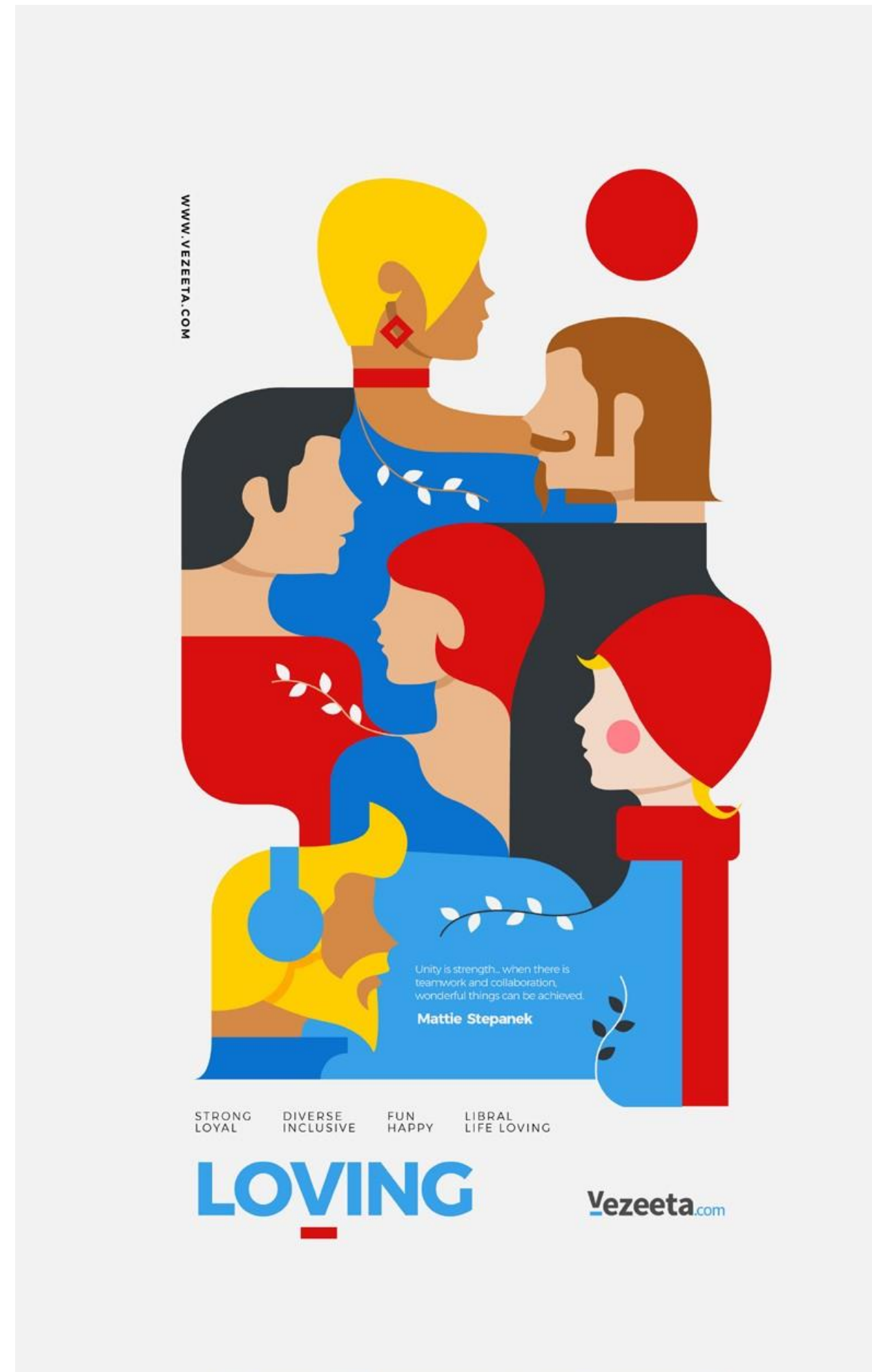
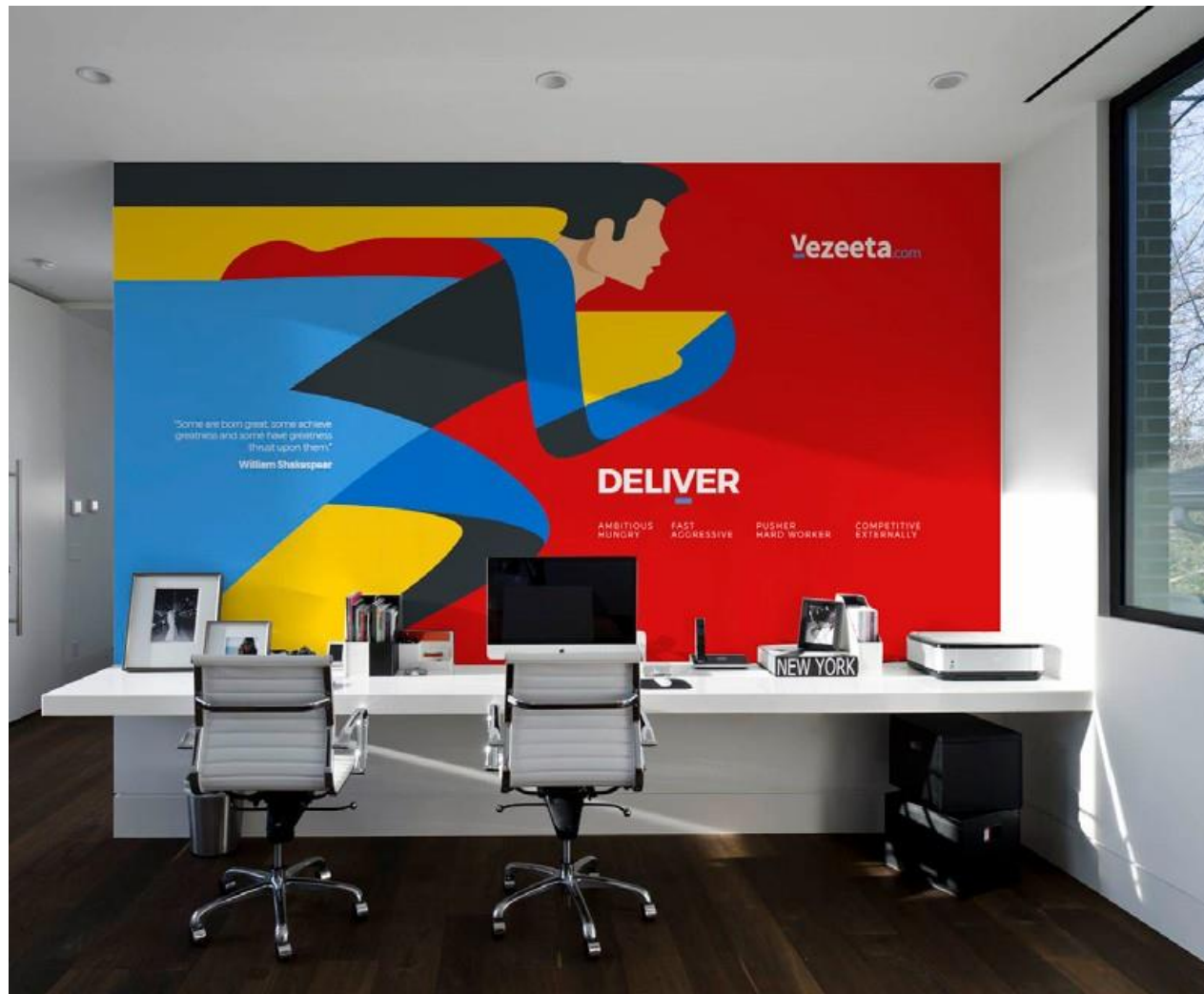
We created the full brand identity for elmenus, but here is the most interesting part about it . . the illustration guidelines





VEZEETA HEADQUARTERS INTERNAL BRANDING

Vezeeta's headquarters re-innovation was initiated by DN MEDIAZDesign Studio Interior Design department; zoning, designing and executing the office space. We designed artworks for the empty white walls of the interiors, showing the core values of Vezeeta: loving, diverse, fast, competitive, loyal, ambitious and liberal.



ORASCOM
DEVELOPMENT

ELGOUNA SQUASH OPEN / WOMEN'S INTERNATIONAL SQUASH CHAMPIONSHIP CAMPAIGN

ElGouna squash open is an international squash tournament organized annually, inviting world-class squash players from all over the world. Luckily in 2017, the international squash women championship was held at the same time and also in ElGouna, the brief was to design 2 master visuals one for each tournament, while having some common visual elements to link both events.

6 ANNIVERSARY

ELGOUNASQUASHOPEN.COM

EL GOUNA INTERNATIONAL SQUASH OPEN

#ELGOUNASQUASH

Organized by:
ievents

DUNLOP
OFFICIAL BALL

PSA
WORLD SERIES

ORASCOM
DEVELOPMENT

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WOMEN SQUASH WORLD

CHAMPIONSHIP

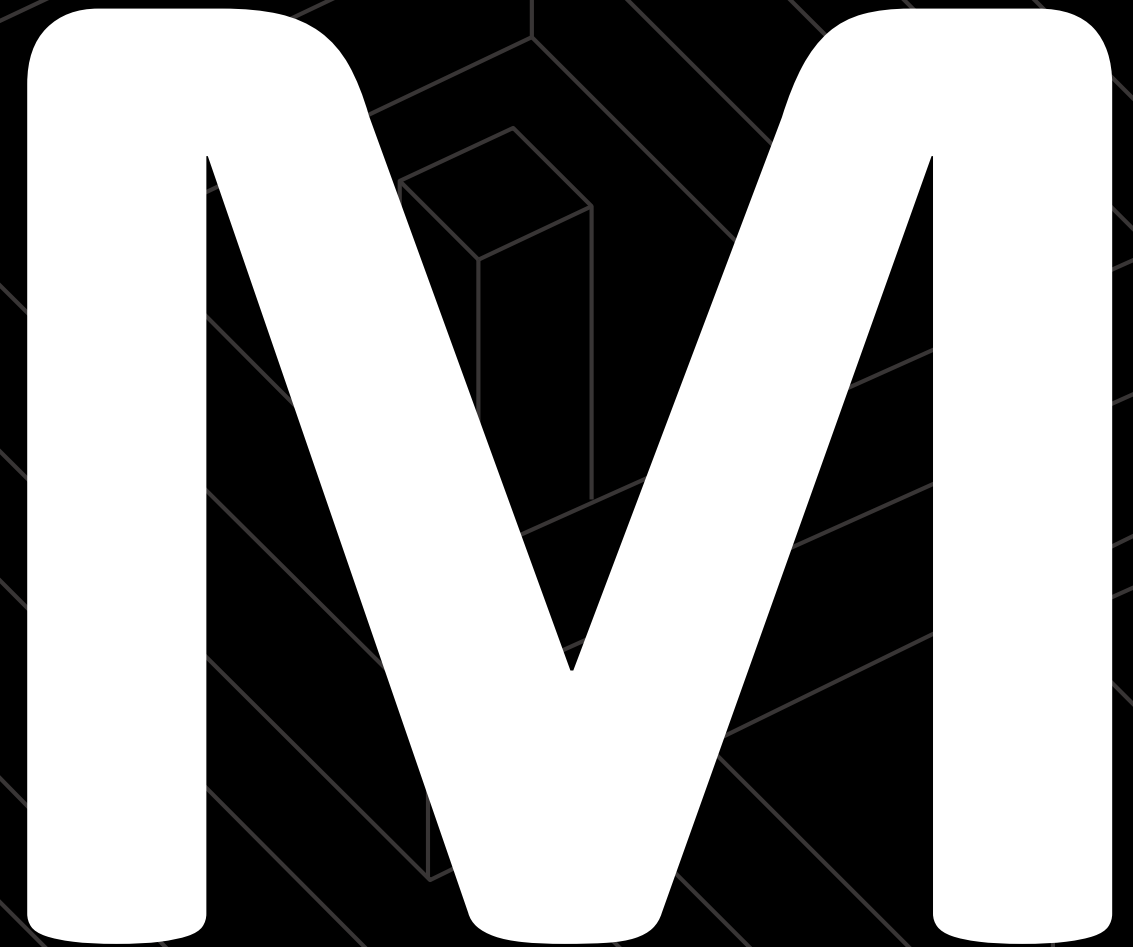
STARTS 21ST APRIL 2017
ENDS 29TH APRIL 2017

#ELGOUNASQUASH

04 MOTION GRAPHICS

A video says much much more than an image, and since we're here to make brand reach out to consumers, we illustrated and animated various communicational messages for that goal.

- 01 REDBULL SOUNDCLASH CASE STUDY
- 02 ELGOUNA SHORT NUMBER
- 03 COCACOLA EGYPTIAN JERSEY





Red Bull®

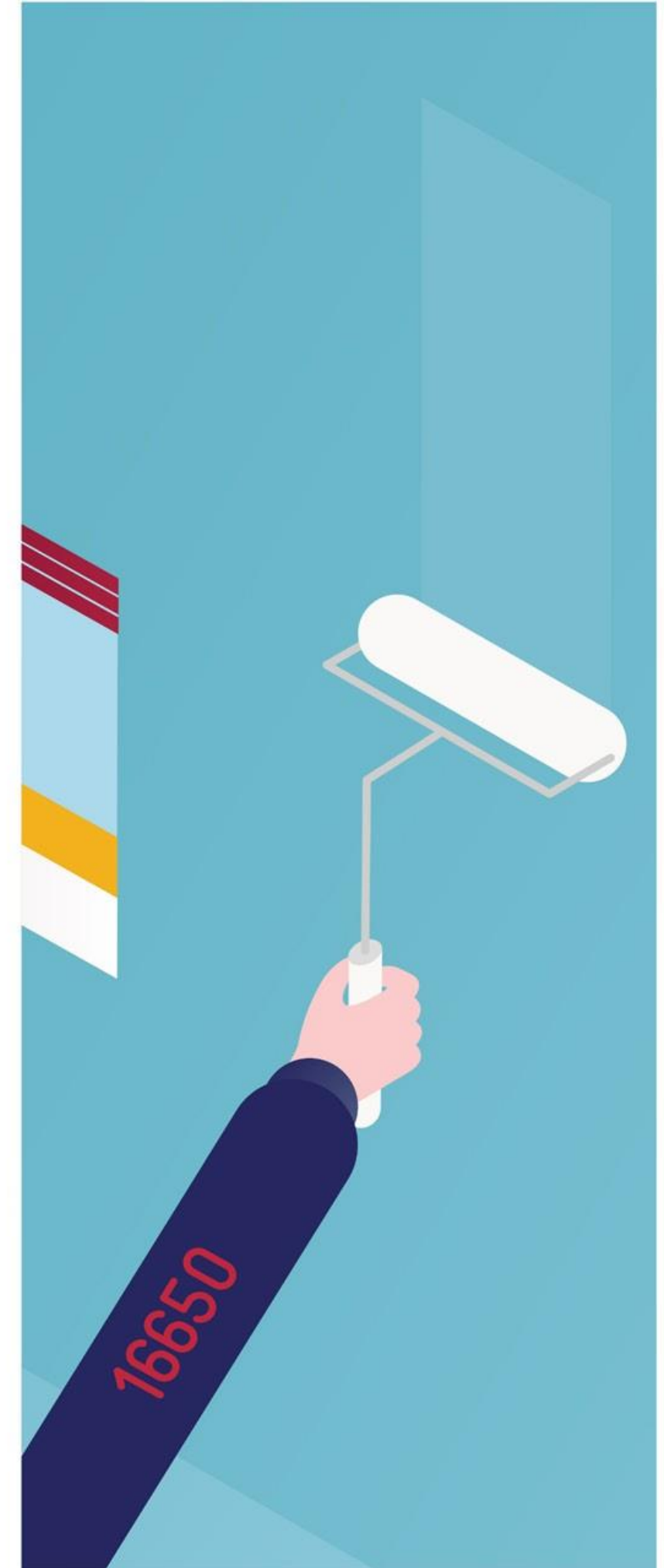
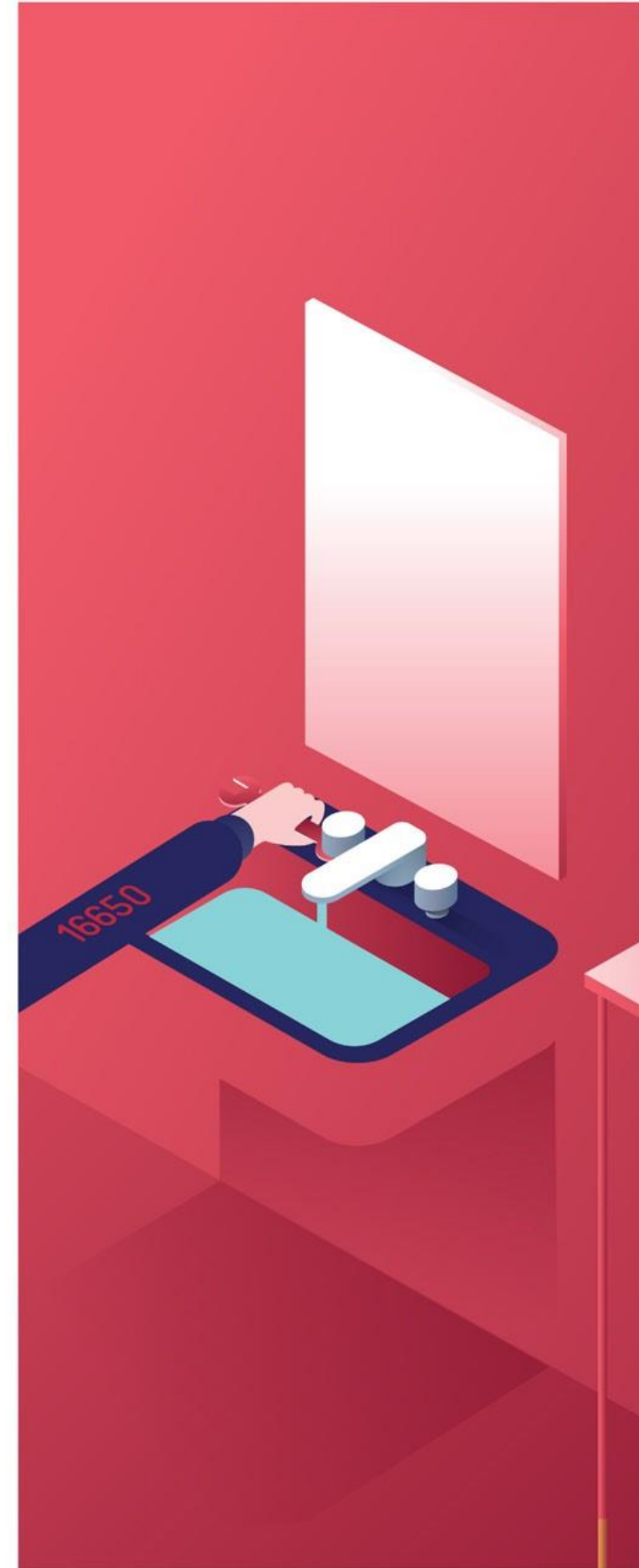
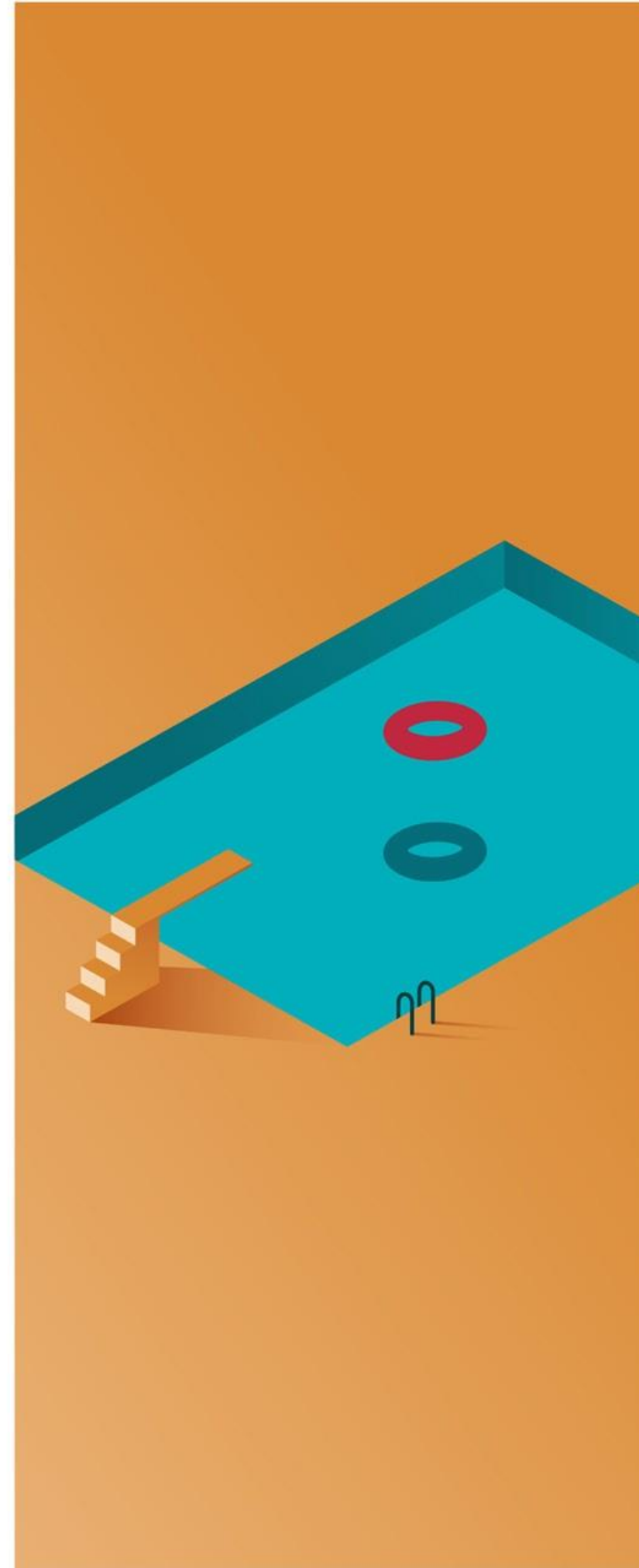
This project is a case study for Cannes design award, explaining the concept behind the rivalry stunt done by sharmoofers and cairo key in soundclash 2015 which turned out to be the best soundclash ever done by redbull.





ELGOUNA SHORT NUMBER ANIMATED VIDEO

El Gouna short number is a service provided by El Gouna, the premium red sea destination in Egypt. For home owners to solve all house-holding issues and maintenance without the hassle of contacting several maintenance providers. An animated video was designed and animated to be broadcasted on El Gouna channel to explain the service and its mechanism. You can find below a link to the video.





EGYPTIAN JERSEY ANIMATED VIDEO

In light of The Egyptian national football team's great progress in the World Cup qualifications, Coca-Cola launched a campaign for Egyptians to support their national team wearing their red jersey since most Egyptians own foreign clubs' jerseys, can you blame them? This could be the first time for the Egyptian team to qualify to the World Cup in some people's life times. We designed and animated a bumper to be placed on malls skyline screens spreading the red light.





DN *Mediaz*

Thank You

Feel free to contact us anytime, our representatives are ready for you and are available through these contacts

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