

BOUTIQUE

branding firm

company profile

MÆIK-ing
brands *people love*

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branding
consultation
production

based
in
CAREGY

We are visionaries, designers, & business
leaders intrinsically believing in the
synthesis of art & communications.

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MÆIK

Since 2018, founder Alia Elbarbari has completed more than 40 consultation, marketing communications, and branding projects in all industry sectors in Cairo and overseas.

Upon discovering her fervid passion for branding, **MÆIK** was established in 2021 to bring an unrivalled vision of marketing communications, image and business consultancy, production and copy-writing services to the international market.

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about MÆIK

We are a boutique branding agency comprising of a few professionals who are committed to delivering excellence in higher-quality branding, consultancy and strategic creative work for artisans, people-centered businesses and corporations.

Specializing in transforming ideas into brands and businesses, we achieve unmatched success to our clients in a timely period. Our design, marketing communications and business consultancy approach centers around the brand's competitive advantage, and navigates creatively to unleash the utmost potential of the brand's core products and services.

This model has allowed us to grow exponentially beyond Cairo's borders and into the international market, leaving our exclusive mark globally and locally.

our philosophy

“A brand should transcend beyond vision and resonate in the mind forever.”

We believe *design* and *art* are intertwined; fused with a visionary business strategy & fine communications, birthed is a brand that shall reside in the heart & mind of its target audience, and penetrate new ones.

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services

|
I rooted in strategy, designed holistically

branding

name ideation

brand identity

brand guardianship

logo development

naming & nomenclatures

literature

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services

2

delivering business-centric solutions

consultation

business strategy & development

marketing & PR strategy

packaging & interior design

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services

3

digital & on-ground services from a different perspective

production

photography & videography
mockups production signages

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services

4

signature brand literature and textual composition

communications

web design & copy-writing

brand company profile

content creation

communication manuals

translation

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portfolio

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name ideation logo development
brand identity naming & nomenclatures
brand guardianship literature

branding

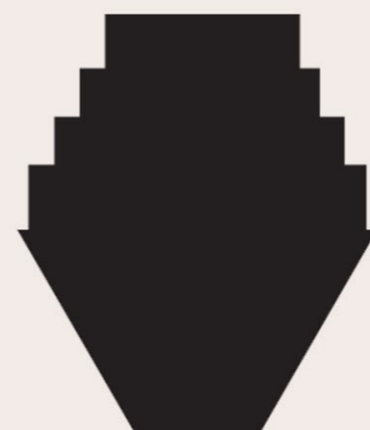
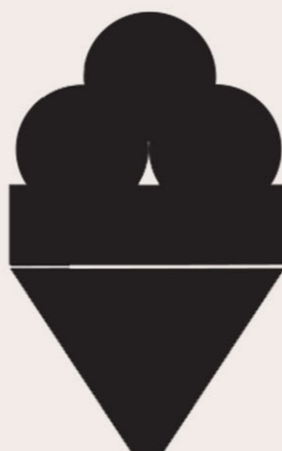
concept

Introducing a contemporary Italian coffee shop and gelato brand to the local Egyptian market. Presenting a brand name and concept with a creative, direct connotation of the number 200 in Italian, referring to the temperature of the perfect roasted coffee. Using a contemporary version of the sans serif font family, graphic elements illustrating the brand's products and a grey earthy pantone, this design direction highlights the brand's modern, playful yet subtly elegant persona and identity. Through creative branding, Duecento is the next cool, fresh, neat, and contemporary coffee brand.

The logo for 'Duecento' features a large, stylized letter 'D' on the left. The 'D' is filled with a solid black color and has a white circular cutout in the center. The right side of the 'D' is a solid black shape that tapers to a point at the top and bottom, resembling a coffee cup or a stylized letterform. To the right of the 'D' is the word 'ueecento' in a bold, sans-serif font. A small 'TM' trademark symbol is positioned at the end of the word.

Duecento™

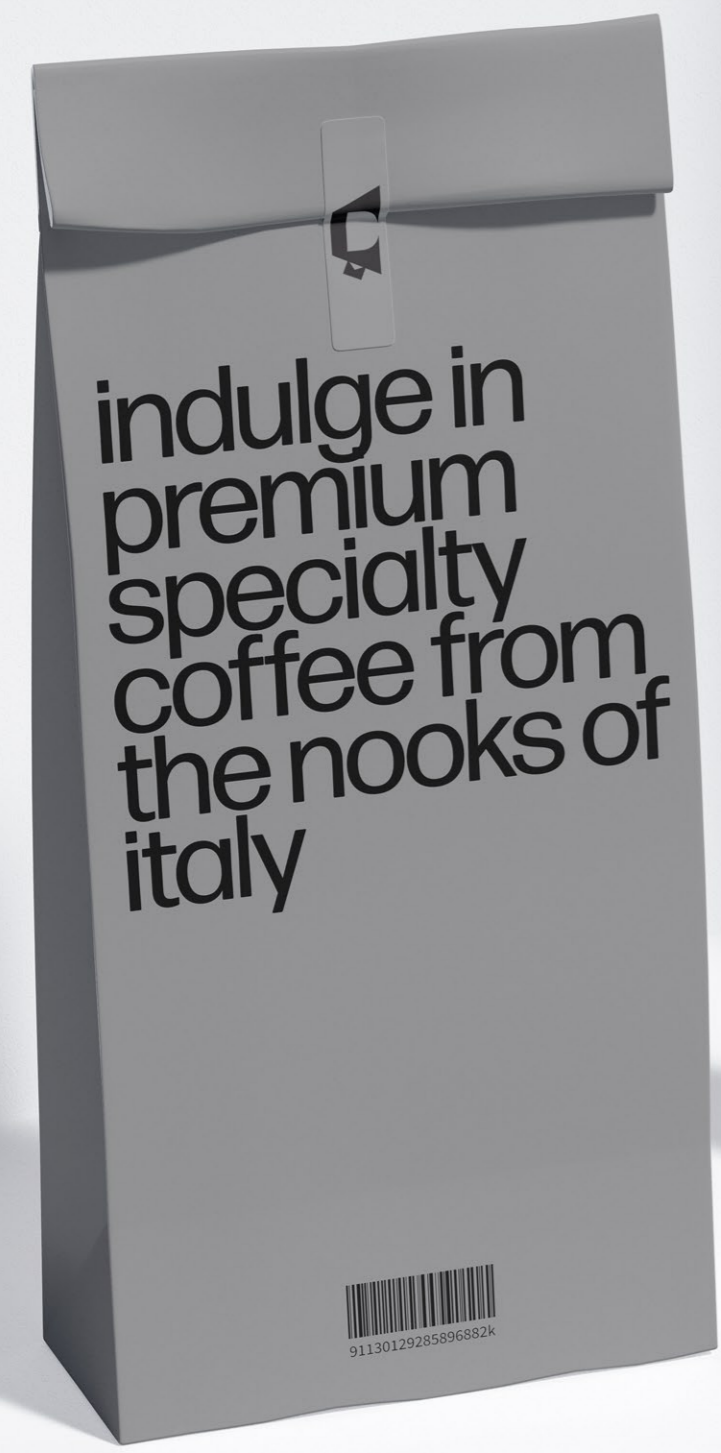
Full branding project
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concept

Transforming the brand by introducing the perfect representation of a fresh, luxurious beauty house. Using a contemporary version of the classic serif font family and a nude aquatic pantone, this design direction is the epitome of freshness, bareness, nature and subtle luxury. Through the combination of English typography and a contemporary design element, the brand authentically embodies its owner's identity and vision.





INSPIRATION - BRAND FOUNDER



VISUAL ELEMENT DEVELOPMENT

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concept

Introducing the perfect representation of a luxurious bold brand. Using a contemporary version of the classic serif font family and a dark bold pantone, this design direction is the epitome of mystery, confidence, and subtle luxury. Through the combination of English and Arabic typography, the brand authentically embodies its heritage in a contemporary approach.

ا + ASH

A Y A S H A M S

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Full branding & production project ————
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concept

Introducing a luxury haute-couture brand to the international high-end fashion market. Presenting an authentic brand with the designer/founder's name using a classic version of the serif font family and a nude/classic pantone, this design direction highlights the brand's authentic yet classic and very personal design approach. Through a direct classic branding approach with contemporary arti direction, the brand authentically embodies its founder's identity in a bold, unique approach.

MONIA
Q A S E M

MD

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concept

Introducing a fine Jewelry brand to the international luxury jewelry market. Presenting an authentic brand with the designer/founder's name using a contemporary version of the serif font family and a nude/classic pantone, this design direction highlights the brand's distinctive yet classic and eloquent design approach. Through classic branding complemented with a coeval art direction, the brand authentically embodies its founder's visionary identity in a bold, unique approach.

SALMA SHEHAB



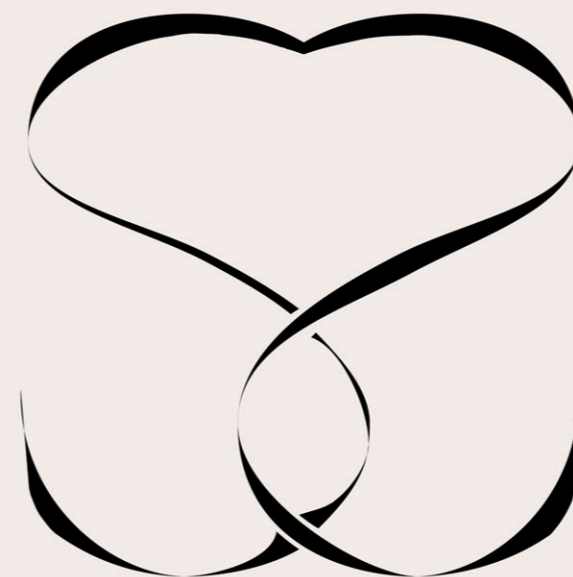
SALMA SHEHAB

JEWELRY HOUSE

LOGO ILLUSTRATION

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S+S







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concept

Introducing a casual wear fast fashion company to the Egyptian market. Presenting a brand name and concept with a creative, direct connotation of the word "clothes". Using a contemporary version of the sans serif font family and a rather cool, zesty pantone, this design direction highlights the brand's distinctive yet modern products. Through contemporary branding, the brand embodies its concept of fresh, attainable, fun and cool products.

NAME IDEATION
LOGO DEVELOPMENT

clothes



kləʊz™

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photography & videography
art direction styling

production



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Photography & wardrobe project
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ART DIRECTION
STYLING



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PHOTOGRAPHY
ART DIRECTION
STYLING
PRODUCT DESIGN & PRODUCTION



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STYLING



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STYLING
BAG DESIGN & PRODUCTION



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SAIF MOURAD CREATIONS



FRESHNESS FROM THE SEA



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