

BOUTIQUE

# branding firm

company profile

MÆIK-ing  
brands *people love*

for more projects visit  
[www.mæik.com](http://www.mæik.com)

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branding  
consultation  
*production*

based  
in  
CA/EGY

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

1  
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



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

# branding



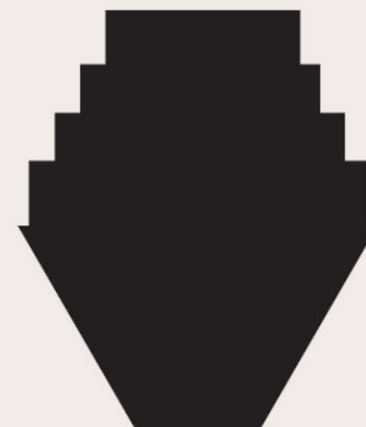
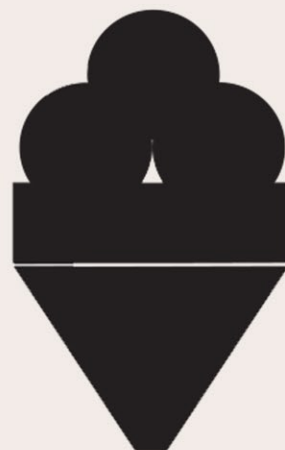
# concept

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.



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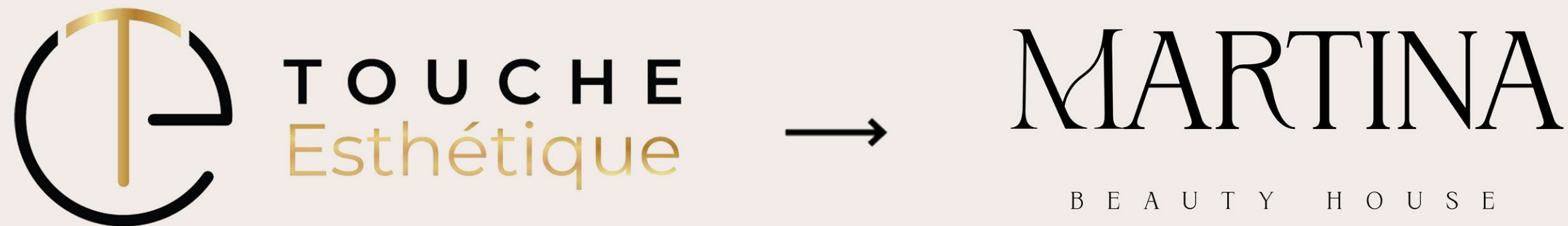
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# concept

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 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 art direction, the brand authentically embodies its founder's identity in a bold, unique approach.

MONA  
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



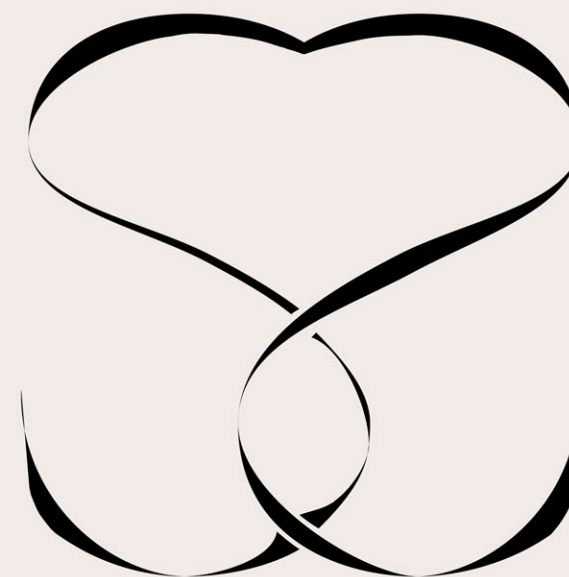
SALMA SHEHAB

JEWELRY HOUSE

LOGO ILLUSTRATION

Full branding & production project  
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S+S











# 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



klæuz™





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photography & videography  
art direction   styling

production



Photography . art direction, styling & post  
production project

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production project

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Photography , art direction, styling & post  
production project \_\_\_\_\_ Client: ALIEL

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Photography , art direction, styling & post  
production project \_\_\_\_\_ Client: ALIEL

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production project \_\_\_\_\_ Client: ALIEL

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Photography, art direction, styling & post  
production project \_\_\_\_\_ Client: ALIEL

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STYLING

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PHOTOGRAPHY  
ART DIRECTION  
STYLING  
PRODUCT DESIGN & PRODUCTION



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# clients

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1980



JUMEIRAH EGYPT  
REAL ESTATE INVESTMENTS

hoods

SMASH  
SPORTING CLUB

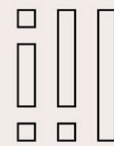
Amici  
GARDEN

ALIEL

SOLE & CO



RedCoral  
SAHL HASHEESH



SAIF MOURAD CREATIONS

KHODEIR  
1940 consulting



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BAY TREE  
BEAUTY LOUNGE

ALIA  
ELBARBARI

LIYIEGA

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