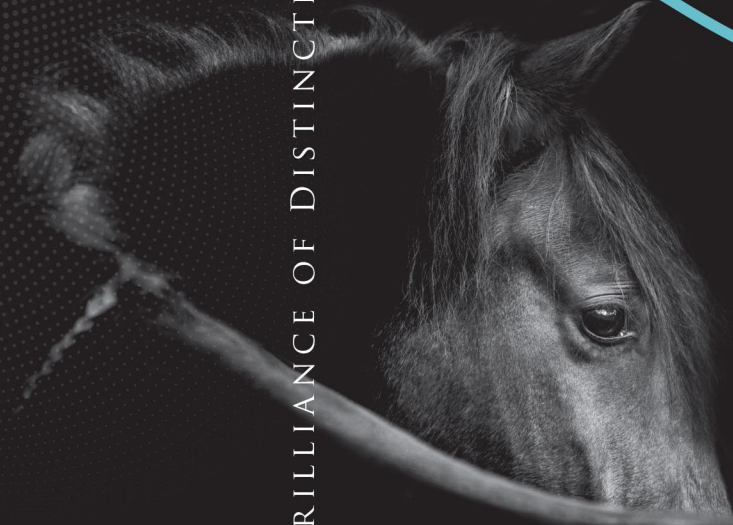


# CONTRAST

BRILLIANCE OF DISTINCTION...!

وبضدها  
تتميز الأشياء

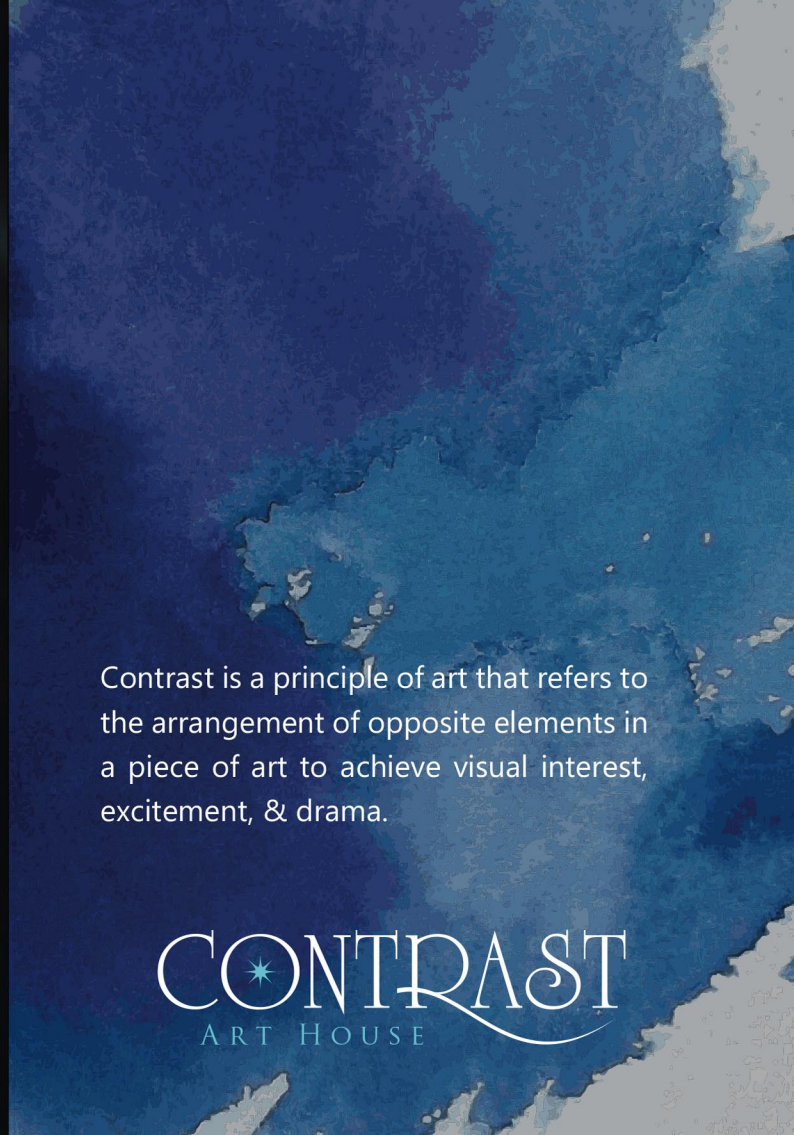


[contrast-art.com](http://contrast-art.com)

CONTRAST  
ART HOUSE



The essence of our Practice....!



Contrast is a principle of art that refers to the arrangement of opposite elements in a piece of art to achieve visual interest, excitement, & drama.

CONTRAST  
ART HOUSE





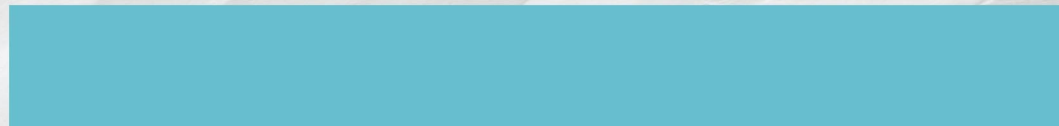
# A Unique Formula of Science, and Art!

G  
b

Great marketing and great art have a lot in common. To make an impact, they both need to be creative, innovative, and, most importantly, engaging. It's no easy feat, as museums worldwide can testify.

No one knows more about creating lasting, meaningful engagement with their audience than an artist. That's why artworks created hundreds of years ago are still visited by thousands daily. In marketing terms: that's a lot of page views, and think of the qualified leads in the gift shop!

The debate over whether marketing is an art or a science is nothing new. When it comes down to it, successful marketing relies on the data of a logical approach and the fluidity of an artistic approach. Science and marketing fall at opposite ends of the spectrum. at CONTRAST ART HOUSE our practice falls somewhere in the middle.







DESIGN

WHAT WE DO

We are thinkers, executors, and consultants. We help you design, execute, and manage your creative requirements in one stop, whether you have a brand to build, manage, or increase its reach. Additionally, we create Enchanting surfaces for the decoration industry and living spaces.

▶ “Creating an emotional attachment with your brand” ▶ “Living to tell your tale Elegantly” ▶ “Create a better world through design”



Branding



Mark-Comm



Design Reviews





Ever encountered a project where you had to deal with tons of suppliers and multiple agencies, just because you couldn't find that one agency that would fulfill all your needs at once?, Focusing on your needs and values and driven by the passion to maximize your benefits, we've built our portfolio to cover all your needs and answer all your questions from planning, through designing into deploying. All of our activities are driven by its guiding light and its solid philosophy: to communicate the client's values, principles, and mission in a manner that impacts, impresses, and informs the audience. We are a Strategic Design and Marketing comprehensive Practice; that's dedicated to helping both organizations and individuals to achieve their marketing goals with style, sophistication, and most importantly, a quality that exceeds their satisfaction.

“Yearning for perfection, we design hurtfully”



Graphic Design

CONTRAST  
ART HOUSE

# Committed to perfection...!



CONTRAST  
ART HOUSE

“ALLAH (SWT) formed Adam (AS) in the most noble shape, breathed His soul into him and all the angels prostrated to him, remarkable three manifestations of honor for Man. with honor comes responsibility! at contrast we appreciate the honor, understanding the great responsibility and accordingly we are doing the best we do being the best we can be.”





# "Creating an emotional attachment with your brand"

We know exactly what "branding" mean and how it does affect a business like yours. Your brand is your promise to your customer. It tells them what they can expect from your products and services, and it differentiates your offering from your competitors. Your brand is derived from who you are, who you want to be and who people perceive you to be. who you are should be based to some extent on who your target customers want and need you to be.

Are you the innovative maverick in your industry? or the experienced, reliable one? Is your product the high-cost, high-quality option, or the low-cost, high-value option? You can't be both, and you can't be all things to all people.

Whether you are starting fresh, channeling a new business venue or enhancing your already established brand, the foundation of your brand is your logo. Your website, packing and promotional materials, all of which and more we most creatively manipulate to communicate your brand perfectly. At contrast, we are going further than setting a Standing out logo, we set the full brand strategy creating the audience emotional attachment with the brand, A Consistent, strategic branding leads to a strong brand equity and assure a loyal returning customer pleasant experience.

new  
teamwork  
risk  
inspiring  
creative  
business  
solution  
planning  
innovate  
concept  
brand  
plan  
process  
efficiency  
marketing  
network  
analysis  
positive  
development  
goals

CONSISTENT

# Respecting Diversity...



“Allah the Almighty sent Gabriel onto the earth to get Him a handful of dust taken from different lands, of which ADAM was created. Therefore, the children of Adam have been created as varied as the composition of these various lands. We understand this thoroughly, accordingly our services and artistic creations are based on our attention to varying moods, personalities, and contrasting lifestyles.”



CONTRAST  
ART HOUSE





"We exist to tell your tale  
Elegantly"


OUR business, lives, and Passion are all about communication!  
Our mission is to create visual interest, excitement, and drama to communicate your vision, mission, and services with style, sophistication, and most importantly, Optimum quality. We are thinkers, executors, and consultants. We help you design, execute, and manage your marketing campaigns to build your brand and increase your reach, which will bring your desired return on investment, both in the short and long term.

All of Contrast's activities are driven by a clear philosophy: to communicate the client's values, principles, and mission in a manner that impacts, impresses, and informs the audience. Let's select the way your business communicates to the market dominated by varied personalities that for sure require varied forms of communication tools. Our creations cover anything from Print, Digital, advertising, personal selling tools, direct marketing collaterals, sponsorship packages, communication, promotion/ POS graphics, Social media, and public relations tools. Contrast will cleverly manage your marketing mix which is made up of the 4Ps: Price, Promotion, Place, and Product.





# Our original homeland is Paradise...



“Since our father was created there, you yearn to return to your original homeland of ideal perfection. although the dust he was created from was from the earth, the first things he saw were the blessings and grace of Paradise, what no eye has seen and no ear has heard, not has it occurred to human heart... at contrast we are obsessed with forming beautiful spaces that penetrate heart, mind and soul! ”





# "Yearning for perfection, We Design heartfully"

*As an interior design product manufacturer, Contrast Art-House accompanies you through the whole inspirational project life cycle from concept initiation to product development consultations, up to creating launching kits and effective product communication.*

GRAPHIC  
DESIGN Services  
for Interior design  
related industries

- ▶ Trend-based Concepts, and product studies.
- ▶ High-quality surface designs of our original creation and a wide range of diverse resources.
- ▶ Product Development consultation to guarantee an optimized result.
- ▶ High Quality 3D visuals realization.
- ▶ Product Communication consultation.
- ▶ A chance to get featured in our trend book released quarterly.



# Recovering heavenly knowledge...!



“In a statement of grace to Adam, Allah the Almighty has taught Adam the nature of all things; The Almighty created Adam from the soil of the earth and colonized him in it,” a glorified delegation to mankind to develop and reconstruct the earth using the knowledge and resources he has granted the father of whole mankind. Contrast Art-House professionals endeavor to recover the graceful knowledge to create a better world...!”



Our reliable team “of design professionals” is observing current design trends and anticipating the future of design every day. It starts with our vision: to Create a Better World through the Power of Design.

A vision that comes to life across our expertise in various practice areas, our client relationships, our network, and our diversity of talent. We observe, study & analyze the latest global design trends, and consumer behavior and eventually, visualize the future of design through a highly creative analytical process and our design trends forecast comes to life every year.



We pride ourselves on supporting the design scene by providing high-value content to both “interior brands and end consumers”, through design product insights, reviews, and Interior Design trends observation in our multichannel platform DesignNation.

DesignNation is our trend Book and design platform. Providing high-value content that impacts, entertains, informs the audience, and supports Interior brands by showcasing their products elegantly targeting each consumer's lifestyle, and influencing interior product development by providing manufacturers with product consultation and trends forecasts.

"Knowledge is power  
as long as it is shared."





The background of the entire slide is a close-up, artistic photograph of several paintbrushes. The brushes have dark red handles and silver-colored ferrules. They are scattered across a canvas that has been painted with thick, expressive strokes of dark teal and blue paint. In the upper left corner, there are some splatters of bright red paint. The lighting is dramatic, highlighting the textures of the paint and the bristles of the brushes.

# Our Values

Great marketing and great art share many similarities. To create something meaningful in either field, one needs to be creative, innovative, and able to connect with the audience, all while being business savvy, on brand, and aware of the market. It's no easy feat, but great art has a long history of engaging people and capturing their imaginations. We understand the importance of this kind of engagement.

CONTRAST  
ART HOUSE



# "Inspired by greatest artists, committed to our values"

Inspired by the greatest artists throughout history, we have developed values that guide our performance and refine our approach to marketing. Our values are influenced by great artists, from the Renaissance to the twentieth century, each with unique styles and reputations - in other words, their own "brands".



Planning  
Meticulously

Analytical 



Emotionally  
Intelligent

Innovative 



Customer  
Centric



CONTRAST  
ART HOUSE

# Leonardo Da Vinci

"Just Be Great at Everything"

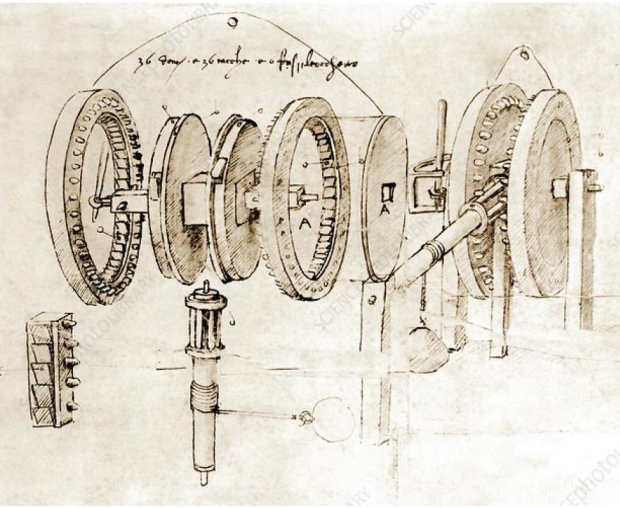
We look to our practice as a contemporary reinvention of the "Renaissance Man," we learn a lot from that quintessential Renaissance Man, Leonardo da Vinci. In typical Renaissance fashion, da Vinci turned his hand to every possible field because he believed that everything he could learn, from how cats sleep to the shape of waves, would make his art better and more true to life. Da Vinci's notebooks are full of drawn studies from science and nature, detailed line drawings of muscles and sinews, as captured from anatomy lessons, birds' wings, and botanical diagrams of plants and leaves. The same is true of marketing, which similarly benefits from a cross-disciplinary approach.





# Analytical

& Learn from Other Disciplines



We are among the kind of creatives known as T-shaped, with the horizontal line at the top of the T representing the breadth of overall marketing knowledge and the vertical line representing a depth of expertise in one particular area, because in the current marketing ecosystem, when things need to happen fast and across several platforms, channels, and technologies all at once, you need to be able to take a step back, look at the bigger picture, and contribute across multiple areas. That's why there's been such a shift towards people who are specialists in one field but have competencies in many.

Whether that means borrowing a marketing approach from an entirely different sector or incorporating knowledge from relevant areas, like data analytics, business intelligence, programming, graphic design, or writing and editing, looking to other disciplines can massively enrich all creative marketing activities.





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ART HOUSE

# Michelangelo

zoom out and think "strategy"

No matter how effortless a piece of art appears, it almost always results from meticulous, thorough planning. This might sound contrary to the typical image of an artist as disorganized and impulsive. However, the truth is quite different. Take the ceiling of the Sistine Chapel, for example. It was an enormous project that took four years to complete, with Michelangelo uncomfortably contorted on a high scaffold. To create something like the Sistine Chapel ceiling, Michelangelo had to shift between short-term and long-term tactics, balancing everyday work like painting individual sections with the ability to think strategically. This ability to zoom out and see the big picture is a perfect metaphor for the way marketers need to work.





# Planning Meticulously



There has to be great project management behind Great marketing. We visualize the work that needs to get done each week, month, and quarter; keep on top of multiple overlapping deadlines; and collaborate across departments, teams, and even companies, all while remaining creative and making your campaigns appear organic and spontaneous.

Thinking proactively, collaborating with our clients, breaking huge projects into manageable chunks, delegating, and using the available resources are all fundamental traits of our work. And if Michelangelo could do all of that without all the apparatus we have at our disposal in modern times, just think what we can do with the help of the right tools. (No pressure.)





CONTRAST  
ART HOUSE

# Vincent van Gogh

"in touch with the sense of self"

For an artist like Vincent van Gogh, his self-portraits are examinations of his moods and emotional states as much as they are representations of his appearance. Being in touch with your sense of self is fundamental for artists and organizations. Knowing Thyself is powerful: it's one of the key reasons self-portraits have had such an enduring success throughout the history of art. Any organization should have a purpose and a mission to create successful marketing. You need to know who you are and what you stand for. That's only possible with some frank self-examination.



OUR VALUES





## Emotionally Intelligent



Empathy is one of the most important traits a marketer can have. To create something that truly connects with someone, it's essential to know how to connect well with them. The role of empathy and emotional intelligence in marketing is becoming increasingly significant. Emotional intelligence goes beyond just people skills. It involves understanding and managing emotions to facilitate clear communication and positive relationships. Building empathetic relationships with your customers is crucial for creating trust and loyalty towards your brand. Customers can easily see through marketing that lacks genuine emotion. Engaging in introspection and deeply understanding who you are can significantly impact you. Seeking feedback from internal client teams helps us better understand our performance, and conducting focus groups across the company, particularly within the Sales staff, allows us to assess how our new messaging and branding are being received in the real world.





CONTRAST  
ART HOUSE

# Pablo Picasso

"To do things differently"

The work of Pablo Picasso changed dramatically throughout his life. Developing from realistic paintings to the flattened frenzy of shapes and colors we commonly associate with Picasso, this style is known as Cubism, one of the most influential and revolutionary movements in art history.

As a movement, Cubism helped shape the look and feel of the 20th century and is especially relevant to marketers literally because it's about seeing things differently. Great marketing, like great art, isn't afraid to break with tradition and do things differently.



OUR VALUES





## Innovative & Adaptable



Creativity is intrinsic to marketing. Not only do we need to find a way to differentiate ourselves and stand out from our competitors in a crowded market, but we often need to do it while working in the same media and attempting to achieve similar goals and objectives.

It can be challenging to make something different when working with the same materials as everybody else, but it's not impossible. Think about oil paints: they've been used to create wildly disparate works, from da Vinci's Mona Lisa to Van Gogh's self-portraits, to Claude Monet's Impressionist Water Lilies, to Mark Rothko's abstract expressionist blocks of color.

Each of those artists was affected by the trends, scientific advances, and cultural movements of their working period, all of which informed their unique styles. That's also important for creative marketing, and we strive to understand the context in which we operate. We are never afraid to think outside the box (or, in the case of Cubism, outside of one box and into several hundred other tiny boxes).





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ART HOUSE

# Le Corbusier

“Form and function are of equal importance”

The great architect Le Corbusier described a house as “a machine for living in” in his 1927 manifesto “Toward an Architecture” and that our houses need to facilitate productive, comfortable lives the same way a car facilitates getting from one point to another. To implement these ideas, he created modernist buildings with open floor plans and large windows, inspired by the idea that an unrestrained space and lots of light would help their occupants to become more efficient and avoid being distracted by frivolous decoration. For Le Corbusier, Form and function were of equal importance.







Customer  
Centric



As marketers, we value this very well. It's great to play with new technology or deliver quirky campaigns, but no matter what we do, Customers need to be at the core of interest. We need to design everything we do with the customer in mind.

When it comes to delivering a customer-focused experience, we learn a lot by looking at architecture. After all, the whole business is seen from the customer's point of view. In this way, there's a comparison to be made between architecture and customer experience. Architects need to anticipate an occupant's journey through the space they've created, in much the same way an organization needs to anticipate their customer's journey through their product or service.

our marketing Creations are like a sleek modernist house, everything should be clear, functional, and designed to be used, rather than ornamental. No fake doors or staircases leading to nowhere, and no ending up in a basement when you expected to find yourself in a bathroom.





## Our Vision

We believe in

# Design Democracy,

A principle that makes us feel responsible to deliver highly esthetical creative work that would add value and influence user's daily life and appeals to the aspiring design scene.

CONTRAST  
ART HOUSE





## Mission Statement



Realizing an accountable, confident & efficient design Brand.

To lead Branding & Marketing communication targeting mid high & high market segments.

To educate and share design knowledge & trends forecasts through various media vehicles

To influence the design scene around the region as a reliable design hub covering the whole integrated creative spectrum.



**Our basic Formula is:**

Luxury Creations  
in controlled price...!



refresh  
performance  
planning  
imagination  
efficiency  
concept  
success  
process  
brainstorm  
innovate  
solutions  
business  
brand  
communication  
creative strategy  
leadership  
goals

think big  
plan  
out of the box  
add  
network  
market  
value  
product  
risk  
inspiring  
teamwork  
vision  
best  
ambition  
info

green  
results  
decision  
excellence  
global key  
development  
analysis

## AHMED ABDUL AZIZ IBRAHIM

Founder / Creative Director

Creative Designer, Copywriter, and marketing strategist "Ahmed Abdul-Aziz" is recognized as a hands-on and innovative leader for his vast experience that exceeds three decades in Strategic Design and Brand Management in Egypt & Saudi Arabia.

He cleverly manages a rich scope of work that supports many successful premium brands in the region. Starting from creating Brands to offering Product consultations, then building and Steering efficient teams to enhance the performance of their internal creative design studios that are "by the way" now able to cater to world-class art creations.

He is a clever professional manipulator of the Marketing mix elements. He mastered a formula that leads to the highest ROI and sales generation. The Enthusiastic artist founded his Design Practice (Contrast Art House) in New Cairo. His creative path continues with a mission to influence the aspiring Brands of the region with his creativity and precision.

CONTRAST  
ART HOUSE





"Find your voice and inspire others to find theirs."  
Those who inspire others to find theirs are the leaders needed now and for the future.

That quote by Stephen R. Covey has always been my motto all the way through. I've been fortunate enough to do that with big and small companies and organizations alike - from Egyptian Ministry of culture "Monuments registration center", to Local manufacturers, to leading regional brands as Creative Director for an in-house agency. In my years as Designer, Art Director, and Creative Director I've overseen Product design activities as well as integrated advertising campaigns across emerging channels, TV, print, digital and social as well leading rebranding and design efforts for large-scale, corporate identity systems. In working directly with clients I've developed strong relationships to deliver strategic and emotionally-resonant creative work that also successfully achieves business goals. I've worked with a wide range of delightful people along the way: Saudi Ceramic, Al-Amir, KAB Holding, Arabian Ceramic, Dar Ceramic, Al-Fanar Group, EXA ceramic, Acfa building solutions, Al-Romaizan Group, Top Stone, Oakcraft, Fontana Group, and many more.



## Our Creative Team



BRILLIANCE OF DISTINCTION...!





# Industries

we support

We exclusively tailor each client's story through unmatched creations to highlight distinctive brand positioning.

**Our main focus is helping brands establish a distinct identity and connect with their target audiences and the development of unique visual and experiential elements that resonate with consumers. Contrast Art-House works with a variety of clients in a variety of industries, with the objective to enhance brand value and drive growth in competitive markets.**

Brilliance of Distinction...!

CONTRAST  
ART HOUSE



# CONTRAST

\* Real Estate \* Ceramic \* Construction & Finishing \* Retail  
\* Hospitality \* Furniture \* Engineering \* Entertainment  
\* Pharmaceutical \* Health Services \* Petroleum \* Insurance



Our Clients

All creations and supportive services we offer to the ceramic industries are inspired by the rich experience of our founder and Creative Director: Ahmed Abdul-Aziz, who began his journey in the vibrant industry as a product designer for "SAUDI CERAMIC" in 1993.

With a strong academic background in decoration design, Ahmed has built successful teams and design facilities for top brands in Egypt and Saudi Arabia. His career has evolved from product designer to Creative Director, and he has played a key role in operational marketing for Dar Ceramic and helped launch the lifestyle-focused "EXA" brand with Alfannar Ceramic.

Now, he's channeling his diverse expertise into his own practice in Cairo, where he brings his extensive experience to life!





# Graphic Design Services

for the ceramic industry

- ▶ Trends studies and concept generation.
- ▶ Surface Design [Inhouse & Outsourced].
- ▶ Product Development Consultation.
- ▶ Visuals Generation [3D Rendering]
- ▶ Product Communication Management.
- ▶ Trend Book Sponsorship programs

**exa**  
CERAMIC

  
CERAMICA  
PLATINO

Designation





In 2008, Creative Director Ahmed Abdul-Aziz joined Alfano-Ceramic's management team as Design Manager with a clear mission: to build a highly efficient business unit. Leading a team of talented designers, he successfully spearheaded the development of world-class product concepts, marketing communications, and visual merchandising strategies.

As Concept and Graphic Design Manager, Ahmed played a pivotal part in all brand management initiatives, driving the transformation of the local brand into a luxury label with a distinct European flavor and a lifestyle-focused identity.

Now, in his practice in Cairo-Egypt, His visionary leadership continues to shape the innovative direction and elevate the market presence of more regional brands.









Client: Alfamar Ceramic-Riyadh KSA

# SCOPE OF WORK

As an Inhouse Design Manager

- ▶ Brand Identity Creation
- ▶ Interior Design Services
- ▶ Product Communication Consultations
- ▶ Product concepts initiation
- ▶ Brand Management support
- ▶ Exhibitions and Seminars Creative Solutions
- ▶ Product Visuals/3D renderings





Building Materials



Client: BAHGAT Partnership-Cairo

## SCOPE OF WORK

- ▶ Brand Identity Creation
- ▶ Identity Collateralls
- ▶ Company Profile/Product Catalog
- ▶ Website Design & Development

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ART HOUSE







Building Materials



Client: Fontana Group-Cairo, Egypt

## SCOPE OF WORK

- ▶ Brand Identity Creation
- ▶ Identity Collateral.
- ▶ Company Profile/Introductory Brochure
- ▶ New Products Branding
- ▶ Website Design & Development





Premium Plumbing Solutions

**FONTANA** group

www.fontana-group.com  
 6th of October Industrial City  
 10th of Ramadan  
 Tel. 123456789 - 1234567 0000

**FONTANA**

Essential, as water to life...

**FONTANA**

**Durability, Comfort & Long life**



We are leaders in supplying a wide range of Toilet Seat Cover in diverse designs, sizes and shapes in top quality appealing to all Egyptian Sanitary ware brands who avail a modified range, made according to their specified details. Our products are designed and developed using premium raw material and latest technology, these are reckoned among our clients' due to their excellent quality, long life and superior finishing. We also assure to deliver a defect free range of our products in a stipulated time frame.

**fontaCOVER**  
 PREMIUM WC SEAT COVERS

**Accountable Quality**  
 Nobody can deny!



For more than 25 years, Fontana has been a leading manufacturer of Plumbing systems in Egypt, operating in 10th of Ramadan and 6th of October Industrial cities. A broad range of leading-edge products with innovative technology and design for the whole of your professional supplier of toilets sanitary tank fittings filling valve, flushing valve, accessories etc. our committed production experts assure Maximum quality and performance.

Our product has been installed to almost all Sanitary ware sets produced in Egypt.

**fontaflush**  
 Water control systems

**Lifetime Guaranteed Smooth flow**



Fontaflow PPR Pipes & Fittings products from Fontana are entirely manufactured in accordance with the European standards and highly advanced technologies. Our products are durable to different water pressures and harsh environmental conditions. All our products comply with the Egyptian standards and German (DIN) Standards with 10 years guarantee of service life. We apply a strict quality control system on all our products and provide non-invasive, defect-free and safe pipes for a smooth flow of water for homes and industrial processes.

**fontaFLOW**  
 Plumbing systems

**fontamix**  
 Water control systems



Fonta mix "built-in hygiene system" is the invention of Fontana, which revolutionized the sanitary ware industry of Egypt, offering a healthy alternative solution to the toilet. The abandonment of this additional piece is now possible. This solution had a positive impact on both of production and storage of bathroom sets.

Providing the technical support required to develop the personal hygiene system and integrate it with toilet seat design in a manner that ensures controlled and accurate flow of water through the hygienic cleaning process.

**The Hygienic cleaning alternative**

Building Materials

CONTRAST  
ART HOUSE



FONTANA  
group





## ACFA INDUSTRIES

شركة أكفا الصناعية للصناعة

ACFA Building Solutions manufactures a comprehensive range of Fiber Cement Boards for interior, exterior, and semi-exposed applications.

Since its inception, we have cultivated a strong, long-term partnership with this promising Saudi brand. This collaboration, led by Contrast Art-House, began with the creation of a distinctive corporate identity and company profile, as well as the launch of a dynamic and engaging website. Over time, it has evolved to encompass in-depth market research, strategic marketing communication, and comprehensive brand management. Through high-quality product communication "including" catalogs, product videos, installation guides, packaging designs, and social media marketing, we continue to ensure sustained growth and a competitive edge in the industry.



ACFABOARD®

ACFAHD®

ACFADECO®

ACFAPLUS®

ACFAPANEL®

[www.acfasa.com](http://www.acfasa.com)



MODERN INDUSTRIES COMPANY

شركة أكفا الحديثة للصناعة

SPECTRA  
ELECTRIC

Legacy  
wiring devices

DIA Electric

Building Materials

CONTRAST  
ART HOUSE



Client: ACFA Industries-Riyadh KSA

## SCOPE OF WORK

- ▶ Corporate Identity/Company Profile Creation
- ▶ Brand Management Support
- ▶ Website Design, Development, Hosting & Management
- ▶ Marketing Communications/Content Creation
- ▶ Exhibition Design & Execution supervision
- ▶ Qualitative Marketing Research







# Building Materials



CONTRAST  
ART HOUSE



ACFA  
BUILDING SOLUTIONS  
حلول بناء







Client: Seyal Realstate-Riyadh KSA

## SCOPE OF WORK

- ▶ Corporate Identity.
- ▶ Corporate Identity Collateralls.

SEYAL  
SEYAL REAL ESTATE



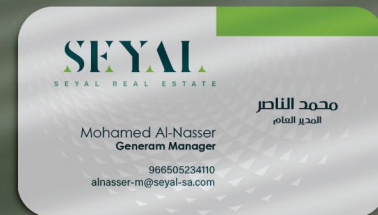
Realestate



CONTRAST  
ART HOUSE



SEYAL  
SEYAL REAL ESTATE







Client: Legacy Residence-Riyadh KSA

## SCOPE OF WORK

- ▶ Corporate Identity.
- ▶ Identity Collateral.
- ▶ Brand Name Change and Artwork Update





Realestate



CONTRAST  
ART HOUSE



  
LEGACY  
RESIDENCE









Client: Ta`ahudat Holding-Riyadh KSA

## SCOPE OF WORK

- ▶ Logo Update & Identity Enhancement.
- ▶ Identity Collateralls.
- ▶ Corporate Identity Guide

مجموعة تعاهدات القابضة  
Ta'ahudat Holding Group







investment









Client: Ta`ahudat Holding-Riyadh KSA

## SCOPE OF WORK

- ▶ Logo Creation
- ▶ Colour Guide
- ▶ Application Guide







Realestate



Client: Module Architects-Cairo, Egypt

## SCOPE OF WORK

- ▀ Brand Name Initiation
- ▀ Brand Identity Creation
- ▀ Identity Collateralls.
- ▀ Introductory Brochure

CONTRAST  
ART HOUSE

  
**MASSIMO**  
Penthouse solution





Creative Solutions

CONTRAST  
ART HOUSE



  
**MASSIMO**  
Penthouse solution





17, Street 270, Maadi, Cairo, Egypt    Tel: +202 27038060    E-mail: moduledesigners@gmail.com

[massimo-penthouse.com](http://massimo-penthouse.com)





## Client: Arabian Company for Oils

# SCOPE OF WORK

- ▶ Brand Identity Creation
- ▶ Identity Collateralls.
- ▶ Introductory Brochure
- ▶ Website Content Creation "Text & Graphic Design"

CONTRAST  
ART HOUSE

الشركة العربية  
للزيوت و مشتقاتها  
Arabian Company for Oils  
& Derivatives **MASAFEE**







# Petroleum Services



Client: Ta'ahudat Holding-Riyadh KSA

## SCOPE OF WORK

- ▶ Logo Creation
- ▶ Colour Guide
- ▶ Identity Collateral.





Medical









Client: Ta'ahudat Holding-Riyadh KSA

## SCOPE OF WORK

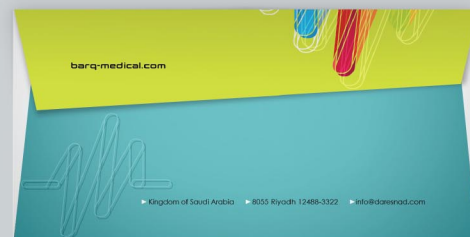
- ▶ Logo Creation
- ▶ Colour Guide
- ▶ Identity Collaterals.





Medical

CONTRAST  
ART HOUSE









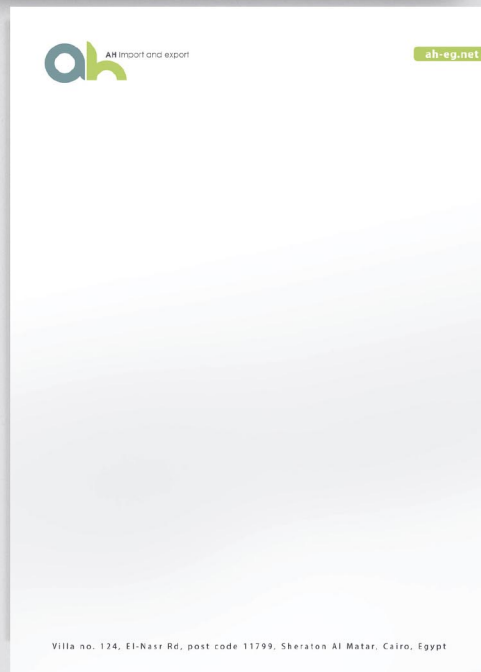
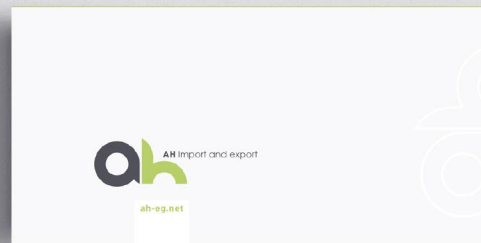
Client: A&H

## SCOPE OF WORK

- ▶ Visual Identity Creation
- ▶ Identity Collaterals-Design & Printing
- ▶ Website Content creation "Graphics & Copy".







Medical



Client: MiAmor-Esthetic Clinic

## SCOPE OF WORK

- ▶ Visual Identity Enhancement
- ▶ Identity Collaterals-Design & Printing
- ▶ Website Content creation "Graphics & Copy".
- ▶ General Catalogue-Design & Printing



Mi Amor  
Esthetic Medical Center





Medical

# CONTRAST

ART HOUSE



Mi Amor  
Esthetic Medical Center







Client: Medical Technology Leaders

## SCOPE OF WORK

- ▶ Visual Identity Creation
- ▶ Identity Collaterals-Design & Printing
- ▶ Website Content creation "Graphics & Copy".





Medical



CONTRAST  
ART HOUSE







Client: Medical Technology Leaders

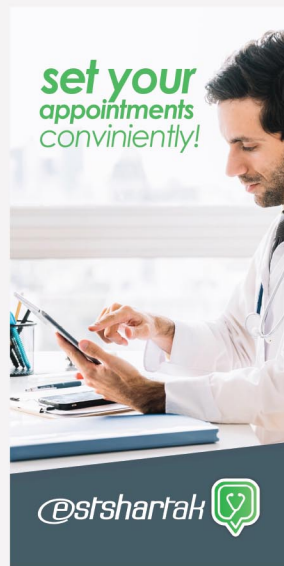
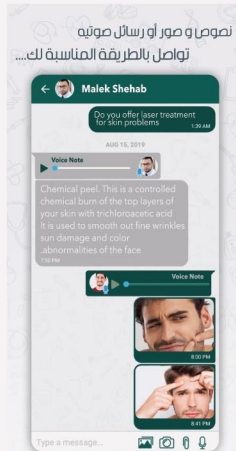
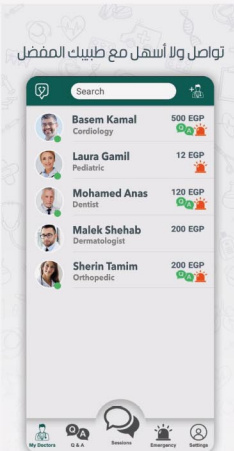
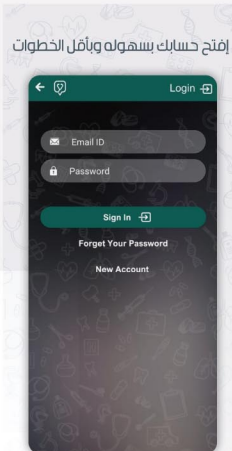
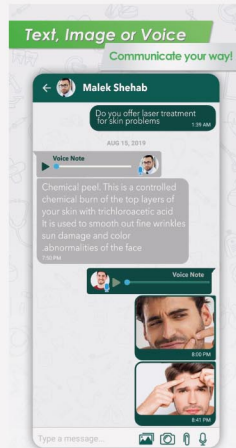
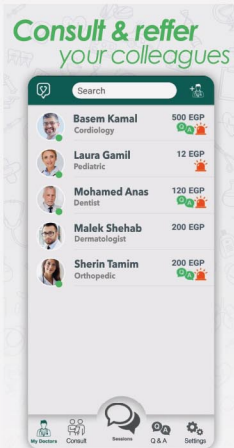
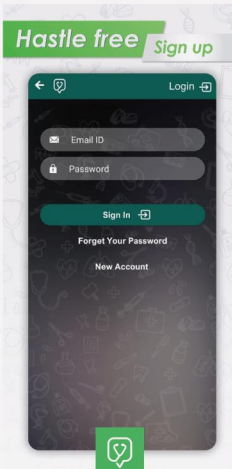
## SCOPE OF WORK

- Brand Identity Creation
- Visual Identity Guide
- Application Graphics

@stshartak







Medical



Client:  
Knowledge Source Medical Center

## SCOPE OF WORK

- ▶ Corporate Identity Creation
- ▶ Corporate Identity Collaterals
- ▶ Website design and development supervision
- ▶ Company Profile-Design and printing

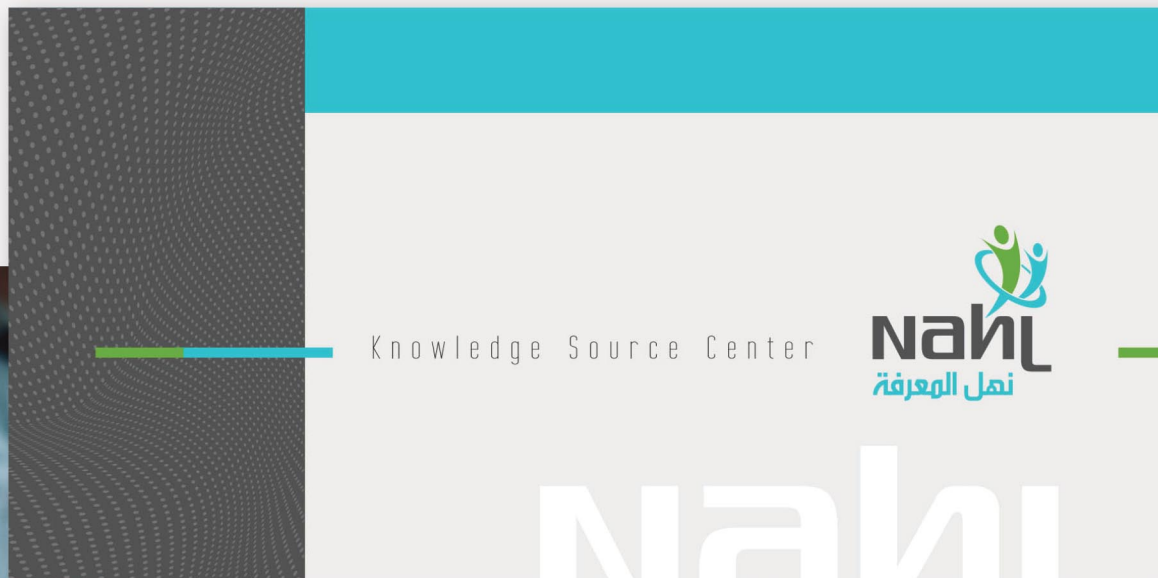


Medical



CONTRAST  
ART HOUSE







Client: Dar Esnad Medical Services

## SCOPE OF WORK

- ▶ Corporate Identity Creation
- ▶ Corporate Identity Collaterals
- ▶ Company Profile-Design-Products Brochures

dar esnad  
medical services  
دار الإسناد للخدمات الطبية



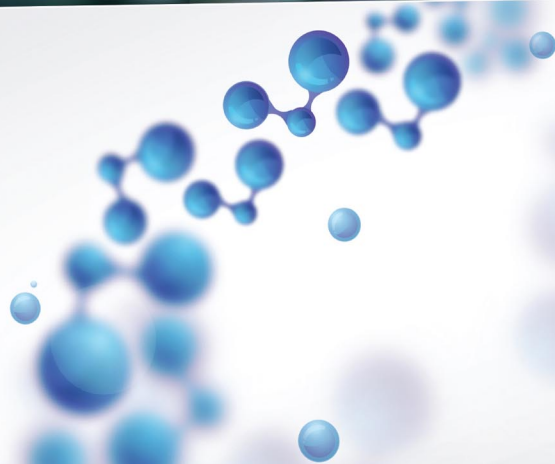


Medical

CONTRAST  
ART HOUSE



dar esnad  
medical services  
دار الإسناد للخدمات الطبية



dar esnād  
medical services  
دار الإسناد للخدمات الطبية







الأكيل  
وجبات سريعة



Client: Al-Akeel Casual Eatery

## SCOPE OF WORK

- ▶ Visual Identity Creation
- ▶ Identity Collaterals Design
- ▶ Logo Applications



F&B



AlAkeel



Client: Al-Akeel Casual Eatery

## SCOPE OF WORK

- ▶ Visual Identity Creation
- ▶ Identity Collaterals Design
- ▶ Logo Applications

AlAkeel  
ALAKEEL FINE EATERY





F&B



Client: Tasty Lab Fast Food-Cairo, Egypt

## SCOPE OF WORK

- ▶ Brand Identity Creation
- ▶ Identity Collaterals Design & MarCom Strategy
- ▶ Restaurant interiors consultation & Graphic wall design
- ▶ Signboard Design

Tasty  
Lab

*Mastering a tasty formula*

# *Mastering a Tasty Formula*



F&B





Client: Panadora -Al-Fayoum-Egypt

## SCOPE OF WORK

- ▶ Brand Identity Proposals
- ▶ Restaurant interiors consultation
- ▶ Graphic wall Concept



Panad<sup>era</sup>



F&B



*Our team studied and analyzed the Brand current situation and accordingly we did not recommend presenting a whole new brand name, yet we are proposing following two Design strategies.*

**[A] Creation of a fresh and up to date brand Livery:**

Maintaining the brand name while creating an up to date look guarantees maintaining the loyal customers while attracting young generations to the fresh brand of a European taste and feel.

**[B] Maintaining the Original Brand:**

Intending to approach a new higher market segment, we decided to classify products into 3 product categories: Classic, Exotic, & Fancy. Each category will be branded to attract and satisfy each consumer persona.







Pure.Natural. Fresh



Naturally Fresh Ice Cream



F&B



CONTRAST  
ART HOUSE



ڪون ٽون  
Cone Zone









ARAB ZAD  
AUTHENTIC ARABIAN CUISINE



Client: ARAB ZAD Restaurants-KSA

## SCOPE OF WORK

- ▶ Brand Identity Proposals
- ▶ Restaurant interiors consultation
- ▶ MarCom Strategy





Brilliance of Distinction...!



# CONTRAST

\* Real Estate \* Ceramic \* Construction & Finishing \* Retail  
\* Hospitality \* Furniture \* Engineering \* Entertainment  
\* Pharmaceutical \* Health Services \* Petroleum \* Insurance



Our Clients



The Art of Living well ...!

- ▶ Brand Identity Creation
- ▶ Identity Collateral.
- ▶ Exhibition stand Graphics
- ▶ Introductory Flier

Brand Identity Creation ▶

Magazine Ad ▶



CONTRAST  
ART HOUSE



- ▶ Brand Identity Proposals



- ▶ Identity Collateralalls.
- ▶ Company Profile
- ▶ Website design & Development

- ▶ Brand Identity Creation
- ▶ Identity Collateralalls
- ▶ Company Profile



- ▶ Logo & Identity Collateralalls.
- ▶ Introductory Brochure
- ▶ Website design & Development





- ▶ Brand Identity Creation
- ▶ Identity Collateral.
- ▶ Social Media Marketing
- ▶ Company Profile

Corporate Identity Creation ▶  
Identity Collateral. ▶

**power builders**  
T r a d i n g   &   c o n t r a c t i n g

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ART HOUSE





► Brand Identity Proposals

Corporate Identity Creation ►  
Identity Collateralls ►  
Company Profile ►





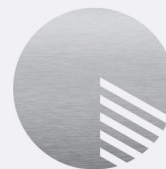
CEILINGS  
TRADING COMPANY  
شركة الأسقف التجارية

- ▶ Brand Identity Creation
- ▶ Identity Collateral.
- ▶ Company Profile/Product Catalog
- ▶ New Products Branding

Brand Identity Creation ▶

Identity Collateral. ▶

Company Profile/Product Catalog ▶



القادريّة

CONTRAST  
ART HOUSE

CORNICHE

Multipurpose fibrous plaster

- ▶ Brand Identity Creation
- ▶ Packaging Design





سيراميك  
C e r a m i c s

- ▶ Brand Identity Enhancement
- ▶ Identity Collateral.
- ▶ Website & Interactive CD
- ▶ Products updatable Catalog
- ▶ Exhibition Design & Execution supervision
- ▶ Marketing Communication

Corporate Identity Enhancement ▶  
Identity Collateral ▶



Dijon  
Multipurpose fibrous plaster

- ▶ Brand Name Creation
- ▶ Visual Identity Creation
- ▶ Packaging Design



- ▶ Brand Identity Creation
- ▶ Identity Collateral.
- ▶ Company Profile/Introductory Brochure
- ▶ New Products Branding

Brand Identity Creation ▶

Identity Collateral. ▶

Company Profile/Product Catalog ▶



- ▶ Brand Identity Creation
- ▶ Interior Design Services
- ▶ Marketing Communication
- ▶ Product concepts initiation
- ▶ Brand Management support
- ▶ Exhibitions and Seminars Solutions



- ▶ Brand Identity Enhancement
- ▶ Identity Collateral.
- ▶ Website & Interactive CD
- ▶ Products updatable Catalog
- ▶ Exhibition Design & Execution supervision
- ▶ Marketing Communication

Corporate Identity Enhancement ◀

Identity Collateral ◀



- ▶ Corporate Identity/Company Profile Creation
- ▶ Brand Management Support
- ▶ Website Design, Development, Hosting & Management
- ▶ Marketing Communications/Content Creation
- ▶ Exhibition Design & Execution supervision
- ▶ Qualitative Marketing Research





- Brand Identity Creation
- Identity Collateralalls.

- Brand Identity Creation
- Identity Collateralalls



مجموعة تعاھدات القابضة  
Ta'ahudat Holding Group



- Brand Identity Creation
- Identity Collateralalls



- ▶ Brand Name Creation
- ▶ Brand Identity Creation
- ▶ Identity Collateral.
- ▶ Introductory Brochure

Brand Identity Creation ▶  
Identity Collateral ▶



- ▶ Corporate Identity Collateral.



► Company Profile

Brand Identity Creation ◀

Identity Collateral ◀

Company Profile/Introductory Brochure ◀



► Brand Identity Creation

► Identity Collateral

► Introductory Brochure

► Website Design & Development





- ▶ Brand Identity Creation
- ▶ Identity Collateral.



- ▶ Brand Identity Creation
- ▶ Identity Collateral
- ▶ Company Profile
- ▶ Website, & App Graphics
- ▶ Brand Guide Book
- ▶ Social Media Marketing Strategy



- ▶ Corporate Identity Creation
- ▶ Identity Collateral
- ▶ Esthetic clinic General Catalog
- ▶ 2 Websites Design & Development





ACFA Corporate Brochure



ACFA Shield Brochure



ACFA Panel Brochure



Spectra Prequalification



Legacy range-MarCom Concept



Spectra Price List



EXA Life Catalog



OZONE Catalog



EXA Pro





ACFA Company Profile



MTL Company Profile



TEB Com App Manual



Top Stone Catalog



Mi Amor General Brochure



Ceilings Company Profile



QIC Company Profile

CONTRAST



والضد يظهر حسنه الضد،

وبضدها  
تتميز الأشياء

BRILLIANCE OF DISTINCTION...!

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