

MAD.Egypt.



# BRANDING FOLIO

JUL/2024

MAD.,  
BRANDING PORTFOLIO

Visual Identity  
option 1.



MAD

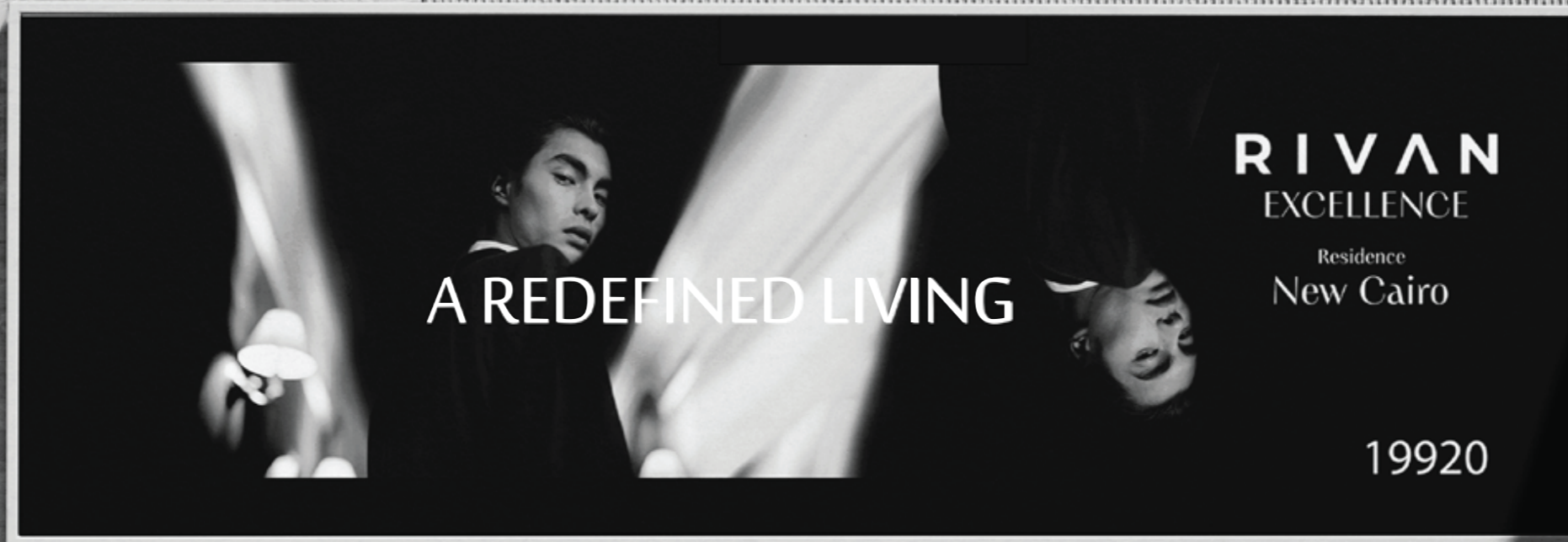


# RIVAN RIVAN EXCELLENCE CAMPAIGN 2024

JUL/2024

Naming, Logo, Slogan, Visual Identity, Brochure &  
Art Direction

# RIVAN EXCELLENCE CAMPAIGN 2024



JUL/2024

3 DAYS IS SIMPLY WHAT DEFINES MAD TEAM COMMITMENT, DEDICATION, AND RELIABILITY IN CREATING THE CREATIVE OUTDOOR CAMPAIGN FOR RIVAN EXCELLENCE FROM CONCEPT TO IMPLEMENTATION.

MAD.  
BRANDING PORTFOLIO

Visual Identity  
option 1

**MAD**

# REBRANDING CREATIVE CAMPAIGN



JUL/2024

# REBRANDING CREATIVE CAMPAIGN



JUL/2024

WAB  
BRANDING PORTFOLIO

Visual Identity  
option 1

**MAD**

# RIVAN EXCELLENCE CAMPAIGN 2024



JUL/2024

# RIVAN EXCELLENCE CAMPAIGN 2024



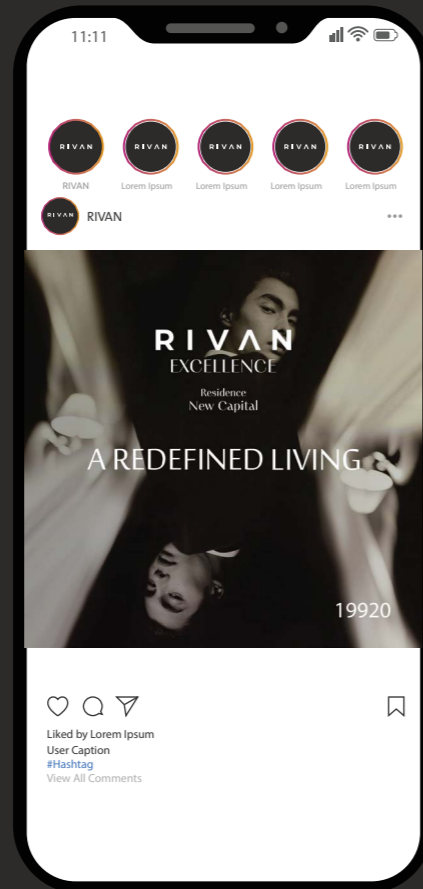
JUL/2024

MAD,  
BRANDING PORTFOLIO

Visual Identity  
option 1

MAD

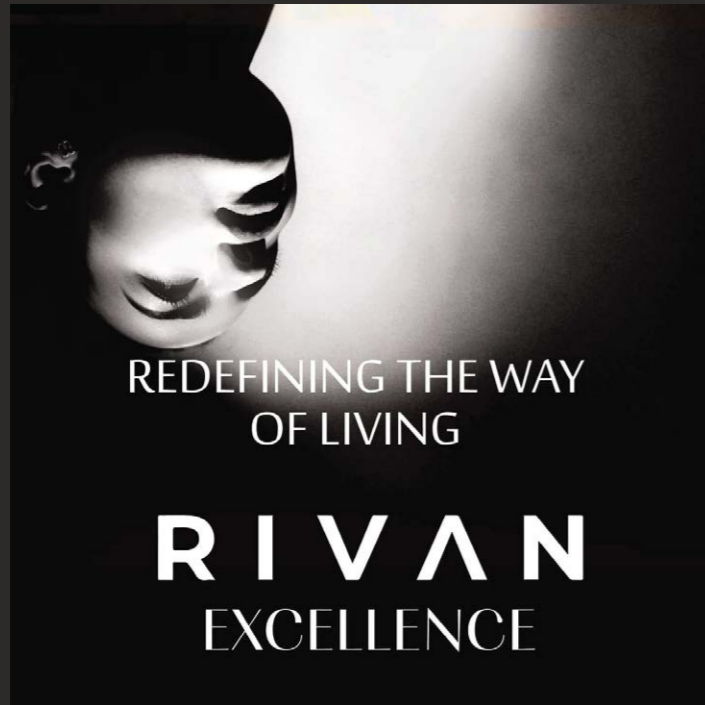
# RIVAN EXCELLENCE CAMPAIGN 2024 SOCIAL MEDIA POSTS



JUL/2024



# RIVAN EXCELLENCE CAMPAIGN 2024 SOCIAL MEDIA POSTS



JUL/2024

# RIVAN EXCELLENCE CAMPAIGN 2024 IN REALITY



JUL/2024

# RIVAN EXCELLENCE CAMPAIGN 2024 IN REALITY



JUL/2024



# CREATIVE BRANDING CONCEPT

Slogan, Visual Identity, Company Profile,  
Art Direction & Social Media

JUL/2024

# CREATIVE CAMPAIGN



JUL/2024

# CREATIVE CAMPAIGN

MAD CREATED THE BRAND POSITIONING STRATEGY FOR TLD TO MATCH ITS CONSUMER-CENTRIC APPROACH AND CORPORATE VISION.

MAD MANAGED TO CREATE THE ONLINE COMMUNICATION STRATEGY BY CREATING AN APPEALING ART DIRECTION THAT MATCHES THE PERSONA AND IDENTITY OF THE CORPORATE.



MAD,  
BRANDING PORTFOLIO

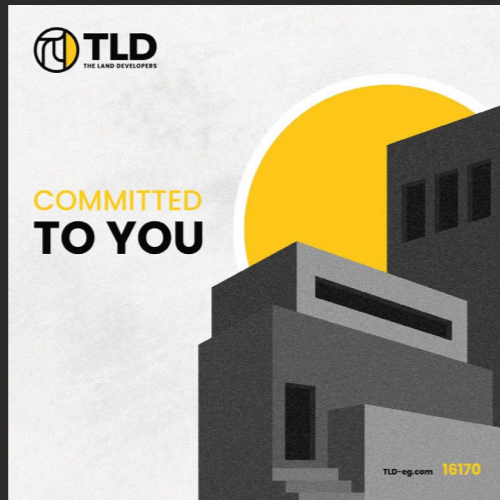
Visual Identity  
option 1

MAD

# SOCIAL MEDIA NEW ART DIRECTION



JUL/2024



JUL/2024



# SOCIAL MEDIA NEW ART DIRECTION



JUL/2024

# COMPANY PROFILE



## CORPORATE IDENTITY

Brochure Design



JUL/2024

MAD visualized the creative design of the company profile according to the brand persona and main essence.

MAD.,  
BRANDING PORTFOLIO

Visual Identity  
option 1

MAD



*il* BAYOU  
SAHL HASHEESH

# BRAND VISUAL IDENTITY

Naming, Logo, Slogan, Visual Identity, Brochure,  
Art Direction & Giveaways

NAMING, LOGO DESIGN  
& CONCEPT



*il* BAYOU  
SAHL HASHEESH

JUL/2024

MAD

# MASTER VISUAL & CAMPAIGN DESIGN



MAD MANAGED TO CREATE THE COMMUNICATION STRATEGY FOR TLD'S NEW PROJECT IN SAHL HASHEESH. STARTING FROM THE NAMING CONCEPT, SLOGAN AND STORY, TILL THE CREATIVE ARTWORK WITH THE FULL IMPLEMENTATION OF THE CONCEPT IN THE OFFLINE AND ONLINE COMMUNICATION.



JUL/2024

# PROJECT BROCHURE DESIGN



JUL/2024

# CORPORATE IDENTITY



JUL/2024

# BRANDED GIVEAWAYS



JUL/2024

MAD CREATED THE CORPORATE GIVEAWAYS DESIGN FOR THE LAUNCHING EVENT FOR IL BAYOU IN SAHL HASHEESH TO REPRESENT ITS IDENTITY.



# BRANDED GIVEAWAYS



JUL/2024

# SOCIAL MEDIA DESIGNS



JUL/2024



# ARMONIA ART DIRECTION & CONCEPT

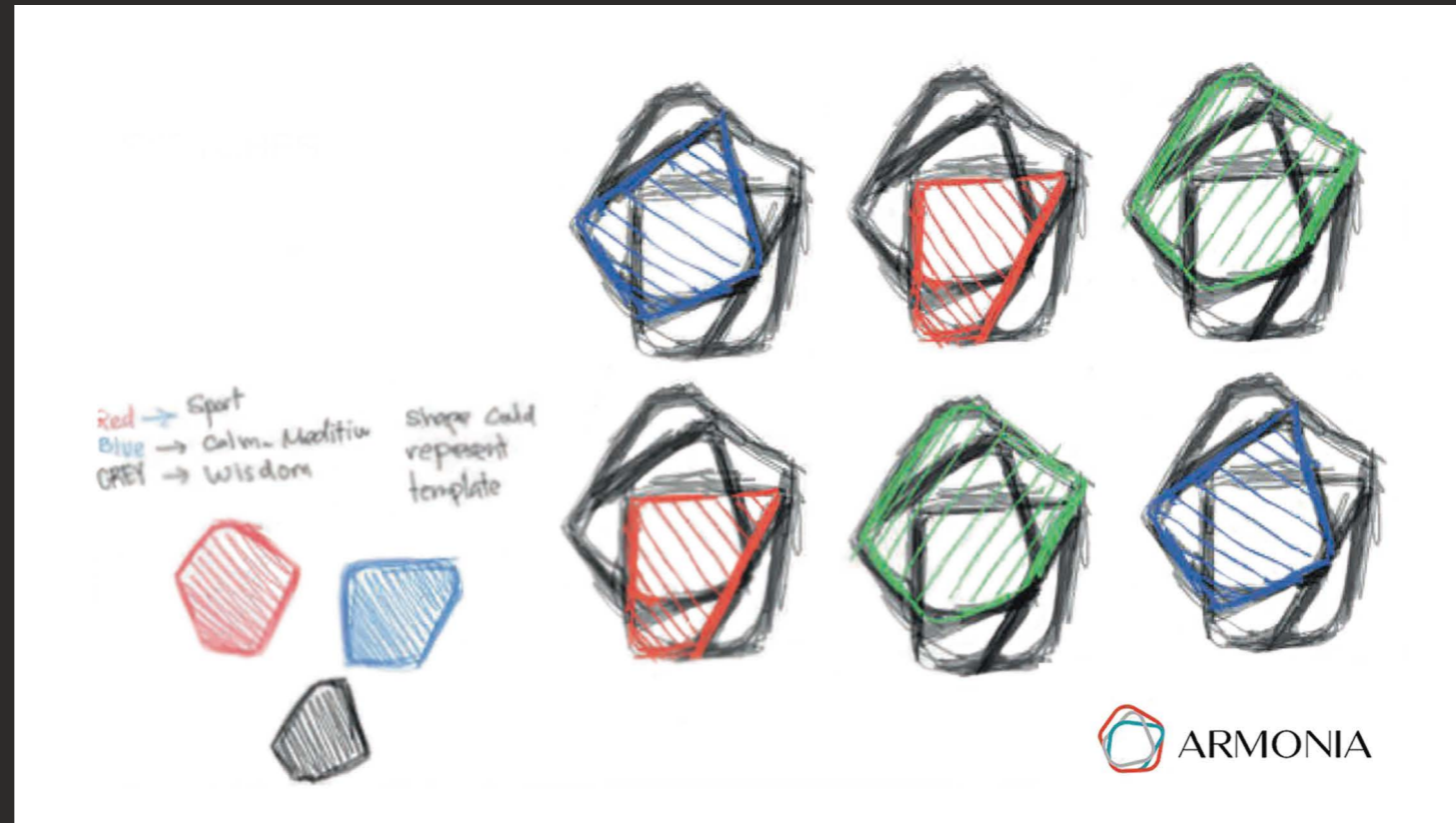
Slogan, Art Direction & Social Media

JUL/2024

# SOCIAL MEDIA DESIGN CONCEPT

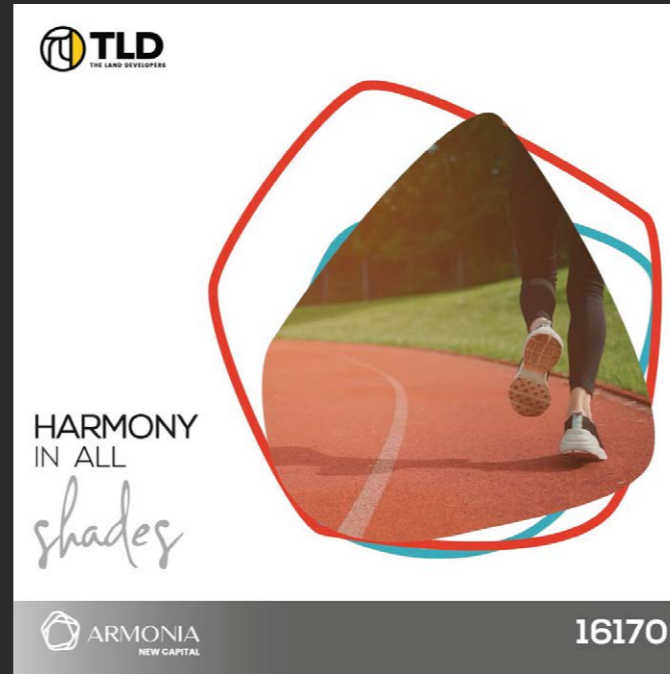


MAD SUCCESSFULLY CREATED A NEW CREATIVE SLOGAN CONCEPT TO REPRESENT THE PROJECT'S MAIN ESSENCE IN THE COMMUNICATION THROUGH A CREATIVE ART DIRECTION AND CONCEPT THAT SHOWS ITS UNIQUE PILLARS.



JUL/2024

# SOCIAL MEDIA CONCEPT



JUL/2024



# CAMPAIGN 2024

Campaign Design, Slogan & Art Direction

JUL/2024

# SWISS-BELRESIDENCES RIVAN CAMPAIGN 2024



JUL/2024

MAD,  
BRANDING PORTFOLIO

Visual Identity  
option 1

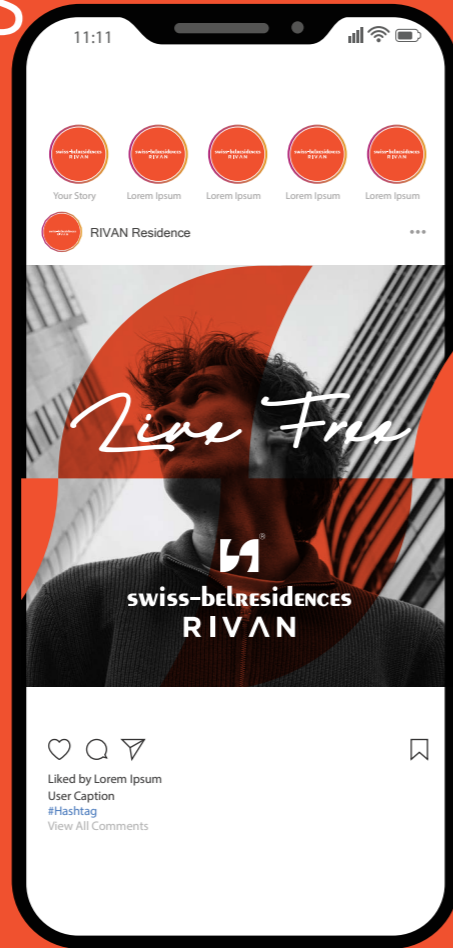
MAD IS PROUD TO CREATE THE INTERNATIONAL BRAND POSITIONING CAMPAIGN IN ONLY 3 DAYS FOR SWISS-BELRESIDENCES FROM CONCEPTUALIZATION, SLOGAN CREATION, AND ART DIRECTION, TO THE FULL IMPLEMENTATION OF THE CAMPAIGN.

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# SOCIAL MEDIA DESIGNS



JUL/2024

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BRANDING PORTFOLIO

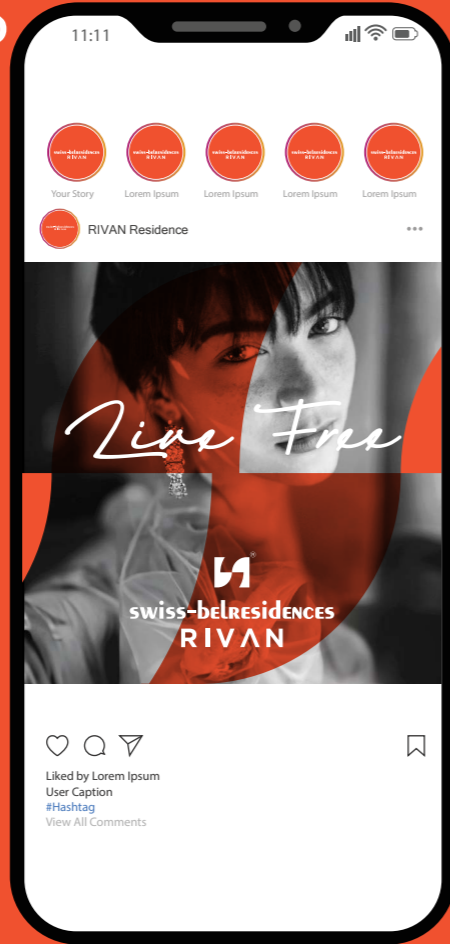
Visual Identity  
option 1

# MAD





# SOCIAL MEDIA DESIGNS



JUL/2024

# SWISS-BELRESIDENCES RIVAN CAMPAIGN 2024 IN REALITY



NSKI

Live Free  
FIRST-BRANDED APARTMENTS IN R7  
swiss-belresidences  
RIVAN  
New Capital  
19920  
JUL/2024

MAD.,  
BRANDING PORTFOLIO

Visual Identity  
option 1

MAD



# CREATIVE CAMPAIGN



JUL/2024



# CREATIVE CAMPAIGN





# CREATIVE CAMPAIGN



JUL/2024



# CREATIVE CAMPAIGN





# LOGO & VISUAL IDENTITY

Logo, Slogan, Visual Identity, Brochure &  
Art Direction, Giveaways

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# LOGO DESIGN & CONCEPT



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# CREATIVE CAMPAIGN

MAD SUCCESSFULLY CREATED A BRAND POSITIONING STRATEGY FOR CAPITAL HILLS DEVELOPMENTS TO BOND THEIR PROJECTS, WHETHER IN THE WEST OR EAST IN ONE CAPITAL, CAPITAL HILLS DEVELOPMENTS. MAD REVAMPED THE CORPORATE LOGO AND SCRATCHED A NEW CONCEPT, CREATIVE SLOGAN, AND ART DIRECTION TO MATCH THE EXPANDING VISION OF THE CORPORATION.

NOT ONLY THAT, MAD IS THE MARKETING ARM FOR CAPITAL HILLS DEVELOPMENTS HANDLING THEIR BTL AND ATL FROM A TO Z AS WELL AS THE ONLINE COMMUNICATION.



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BRANDING PORTFOLIO

Visual Identity  
option 1

MAD



# CREATIVE COMPANY PROFILE



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# CORPORATE IDENTITY



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BRANDING PORTFOLIO

Visual Identity  
option 1

# MAD

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# GIVEAWAYS

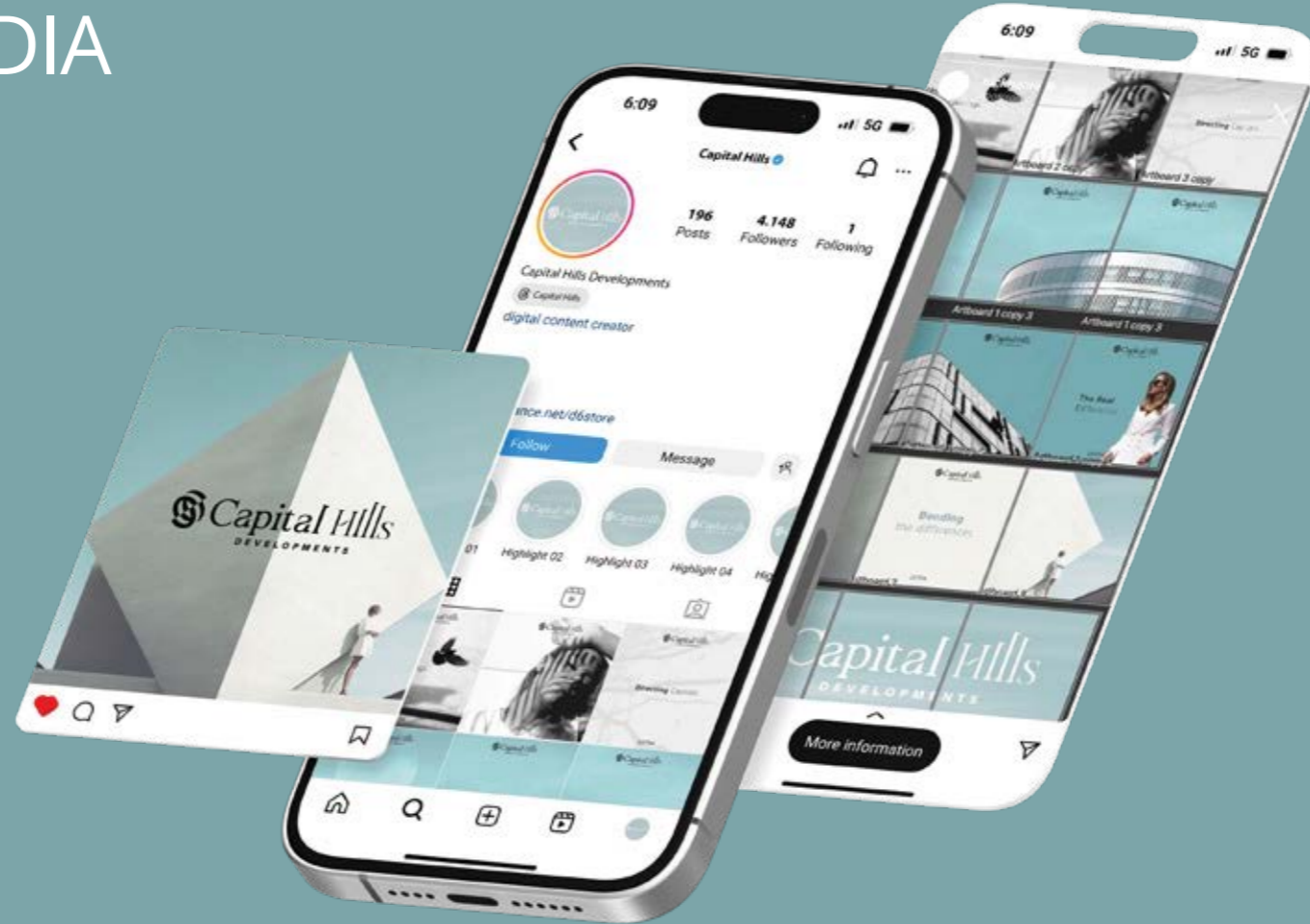


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# SOCIAL MEDIA DESIGNS



JUL/2024



# CREATIVE CAMPAIGN



JUL/2024



# MARGINS

## DEVELOPMENTS

# LOGO & VISUAL IDENTITY

JUL/2024

Logo, Slogan, Visual Identity, Company Profile &  
Art Direction, Social Media

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# LOGO DESIGN & CONCEPT

# MARGINS DEVELOPMENTS

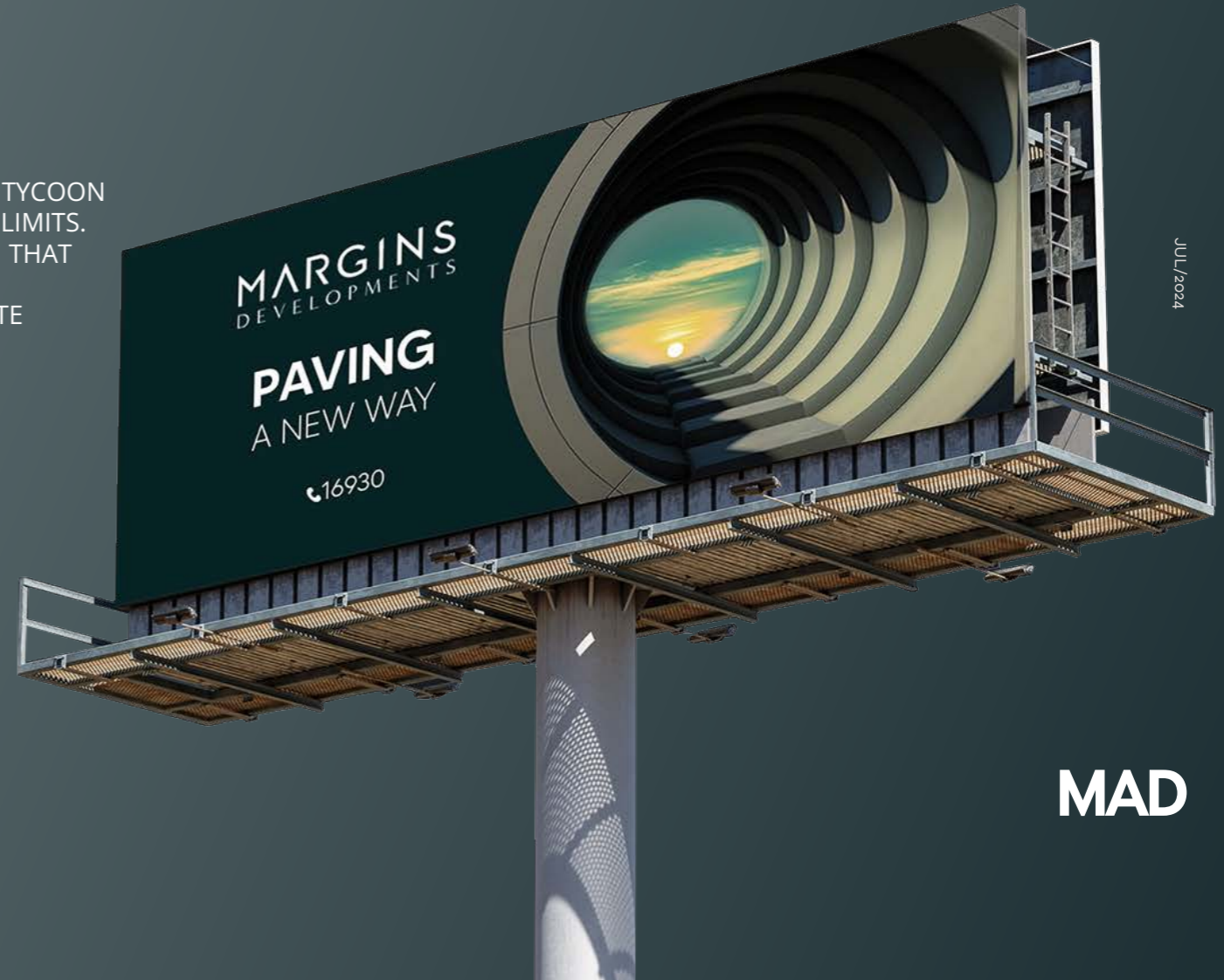
JUL/2024





# CREATIVE CAMPAIGN

WE PAVED THE FAR AND WIDE WITH MARGINS DEVELOPMENTS, A TYCOON IN THE REAL ESTATE MARKET WITH AMBITION THAT EXCEEDS THE LIMITS. MAD SCRATCHED A NEW CONCEPT, SLOGAN, AND ART DIRECTION THAT IDENTIFIES THE CORPORATE AMBITIOUS VISION AND STRATEGY. IN ADDITION, MAD REVAMPED THE CORPORATE LOGO, CORPORATE IDENTITY, AND COMPANY PROFILE. ALSO, MAD CREATED A CUTTING-EDGE ONLINE COMMUNICATION STRATEGY TAILORED TO THEIR NEW PERSONA.



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# CREATIVE COMPANY PROFILE



JUL/2024

MAD.,  
BRANDING PORTFOLIO

Visual Identity  
option 1

**MAD**

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# CREATIVE COMPANY PROFILE



JUL/2024

MAD.,  
BRANDING PORTFOLIO

Visual Identity  
option 1

**MAD**



# CREATIVE COMPANY PROFILE

Oaks is margined to life by a strong partnership with a worldwide company Minor Hotels to bring the finest serviced apartments in a prime location in New Administrative Capital. Endured with high-end designs paved by one of the margins in the field Creative Kingdom as well as major interior design companies for international hotels MMAC Design Associates.

#### Project Details:

- F3 Underground Parking
- Floors - Ground + 14 Recurring
- The total area of the project land is **9,239** square meters
- The total area of the project is about **49,700** square meters
- The hotel consists of **400** hotel units



JUL/2024



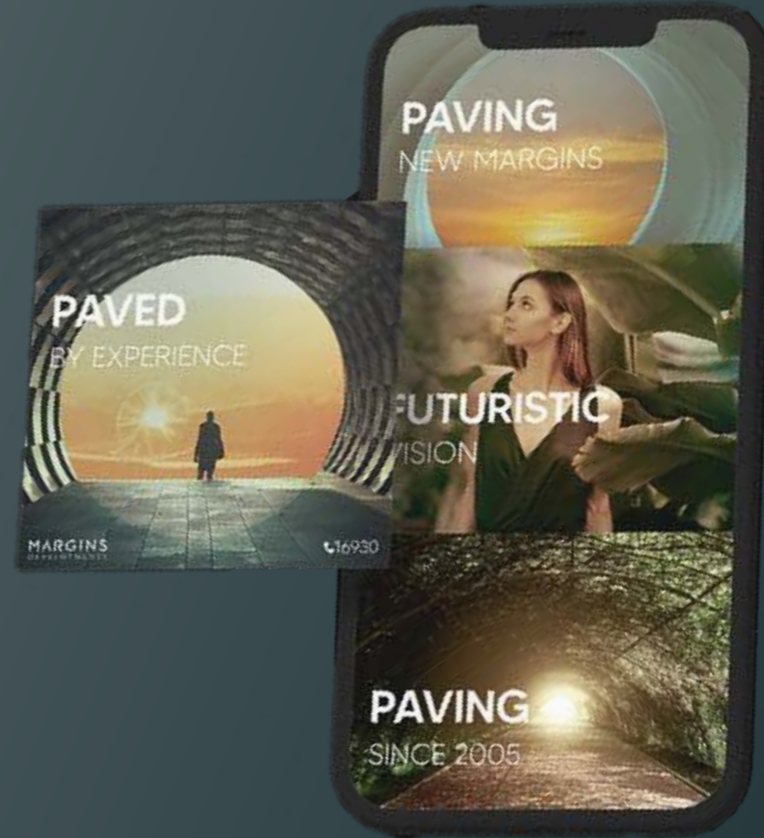
# CORPORATE IDENTITY



JUL/2024



# SOCIAL MEDIA DESIGNS



JUL/2024



# LOGO & VISUAL IDENTITY

Logo, Slogan, Visual Identity, Company Profile &  
Art Direction

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# LOGO DESIGN & CONCEPT



JUL/2024





# CREATIVE CAMPAIGN

MAD DEVELOPED THE CORPORATE'S IMAGE BY CREATING A DISTINCTIVE PERSONA TO MATCH THE COMPANY'S OBJECTIVES AND GOALS THROUGH BOTH ONLINE AND OFFLINE CHANNELS.

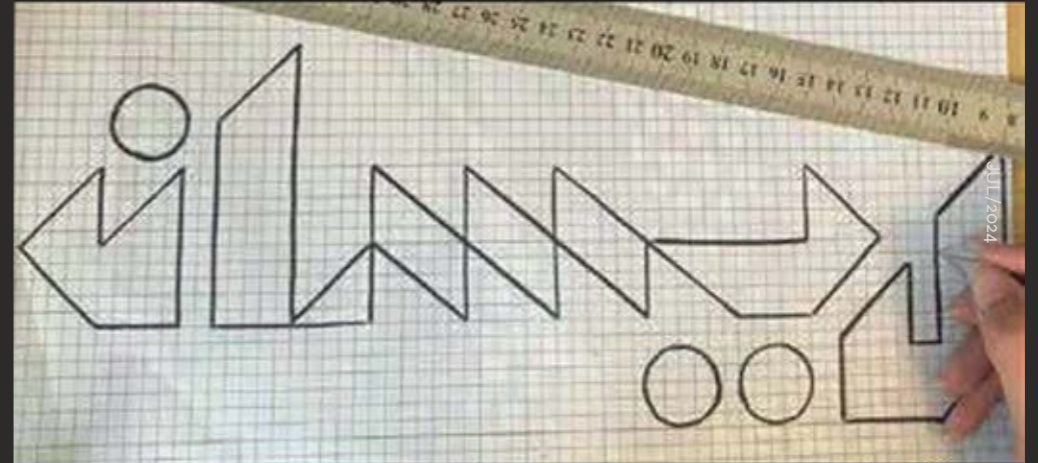
MAD CREATED AND VISUALIZED A CREATIVE ART DIRECTION REPRESENTED IN THE CREATIVE ART DIRECTION, LOGO REVAMPING, PATTERN DESIGN, VISUAL IDENTITY AND SLOGAN TO PORTRAY THE BRAND PERSONA AND ESSENCE



JUL/2024

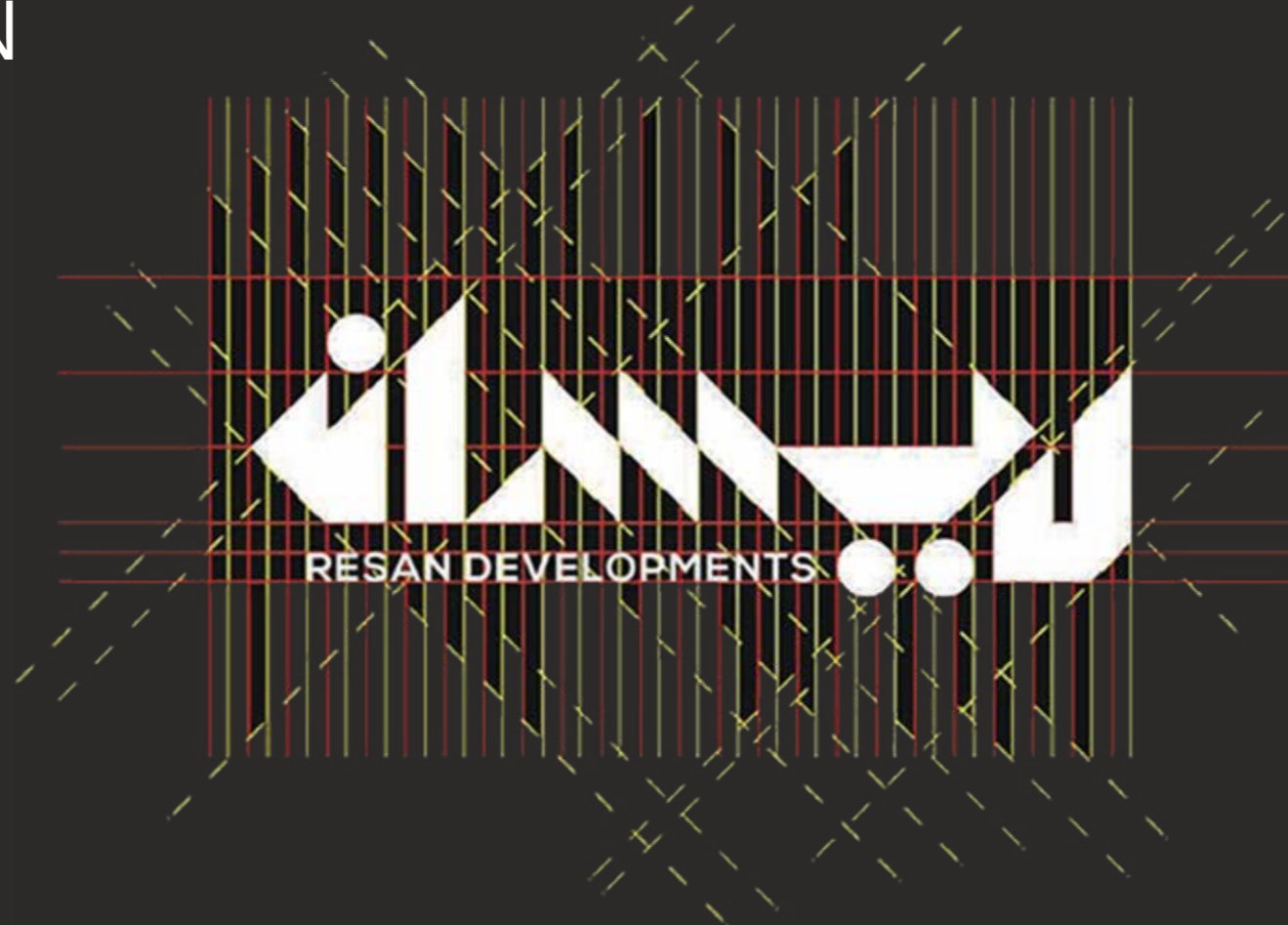


# LOGO DESIGN & CONCEPT





# LOGO DESIGN & CONCEPT



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# CORPORATE IDENTITY



JUL/2024

MAD.,  
BRANDING PORTFOLIO

Visual Identity  
option 1

# MAD



# CREATIVE OUTDOOR CAMPAIGN



JUL/2024



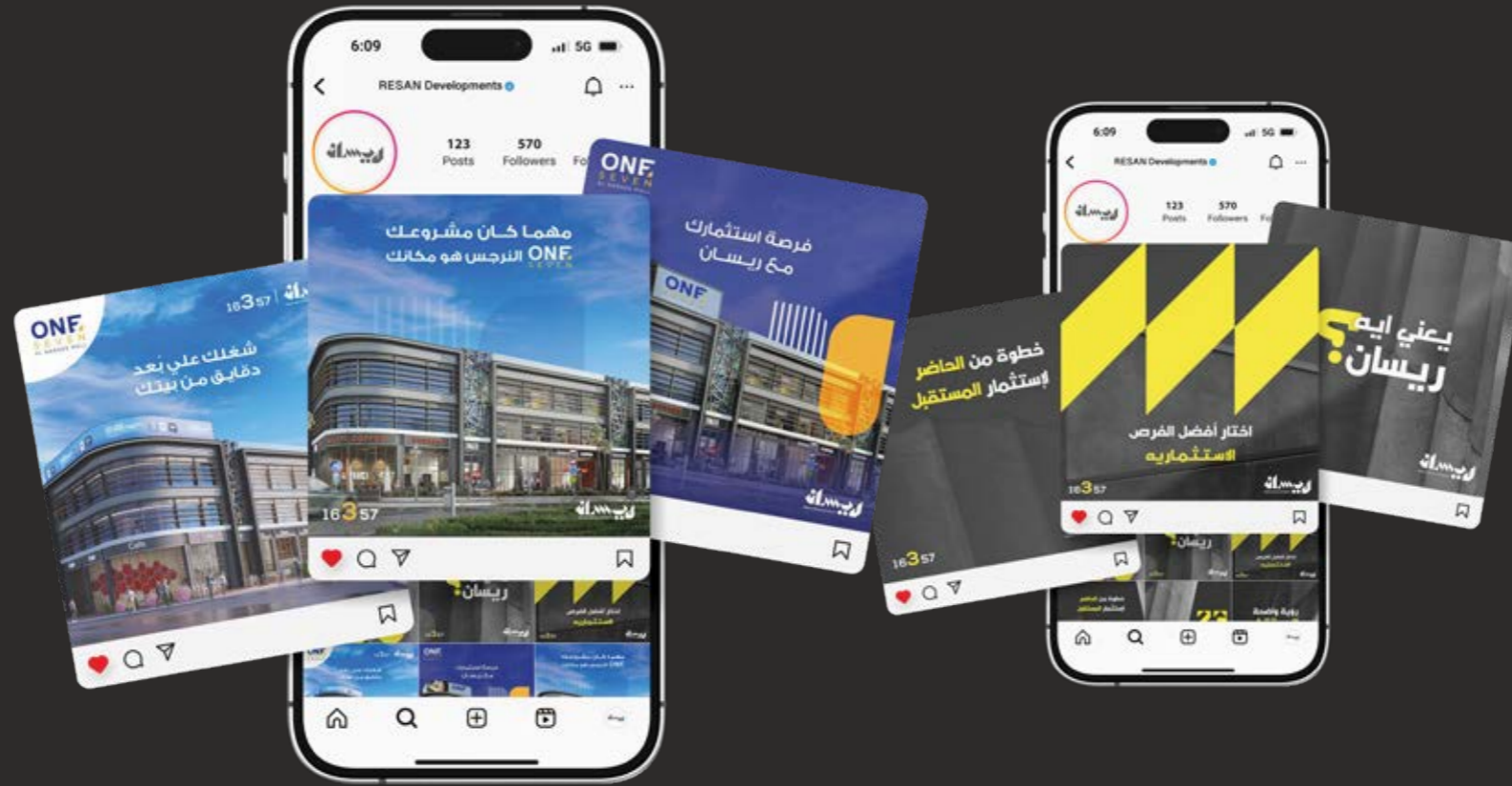
# CREATIVE CAMPAIGN



JUL/2024



# SOCIAL MEDIA DESIGNS



JUL/2024

MAD.Egypt.



# LOGO & VISUAL IDENTITY

JUL/2024

Logo Revamping, Slogan, Visual Identity, Brochure & Art Direction





# LOGO REVAMPING

G7  
COMMERCIAL  
COMPLEX

JUL/2024



# CREATIVE CAMPAIGN

MAD SUCCESSFULLY CREATED G7 UNIQUE IDENTITY STARTING FROM THE SLOGAN TO THE ART DIRECTION WITH ITS IMPLEMENTATION ON BOTH THE OFFLINE AND ONLINE CHANNELS TO MATCH THE PROJECT'S MAIN ESSENCE AND POSITION IT IN THE REAL-ESTATE MARKET IN EGYPT.



JUL/2024



# CREATIVE CAMPAIGN



JUL/2024



# CREATIVE COMPANY PROFILE



**G7**  
COMMERCIAL  
COMPLEX

Architectural rendering of the G7 Commercial Complex, a modern multi-story building with a curved facade and large glass windows. The rendering is shown in a perspective view, tilted to the right. The building features a mix of brick and glass, with a prominent curved section on the left side. The sky is overcast, and the overall scene is presented as a physical document or brochure.

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# CREATIVE COMPANY PROFILE



JUL/2024

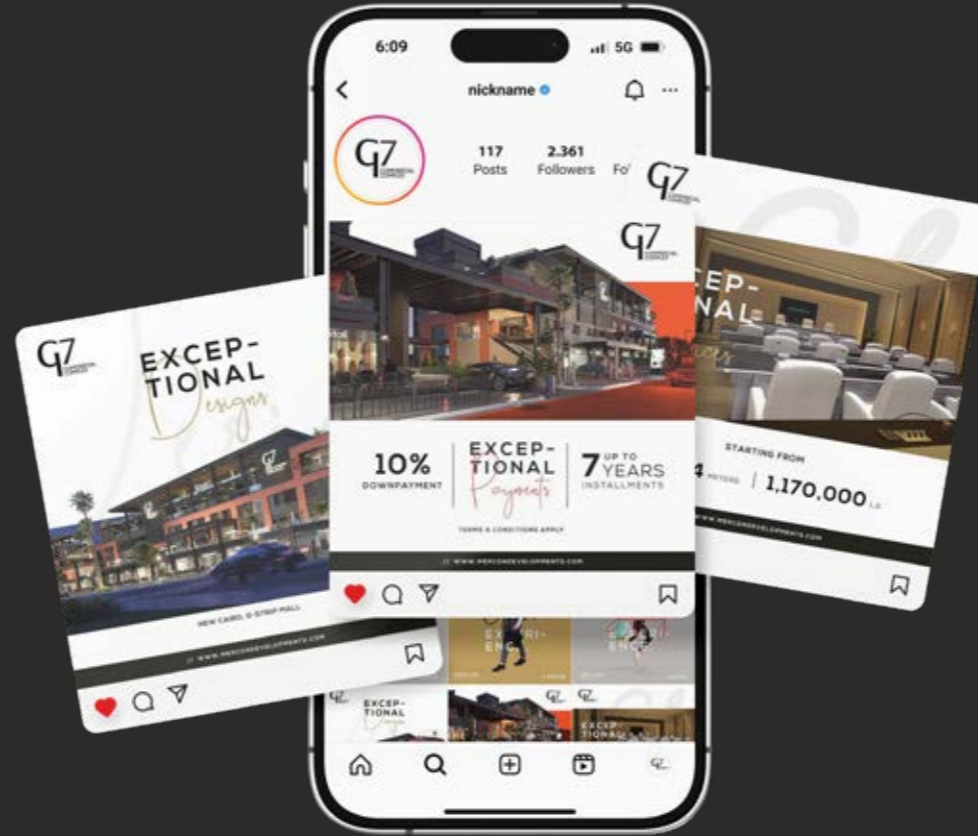
MAD.,  
BRANDING PORTFOLIO

Visual Identity  
option 1

**MAD**



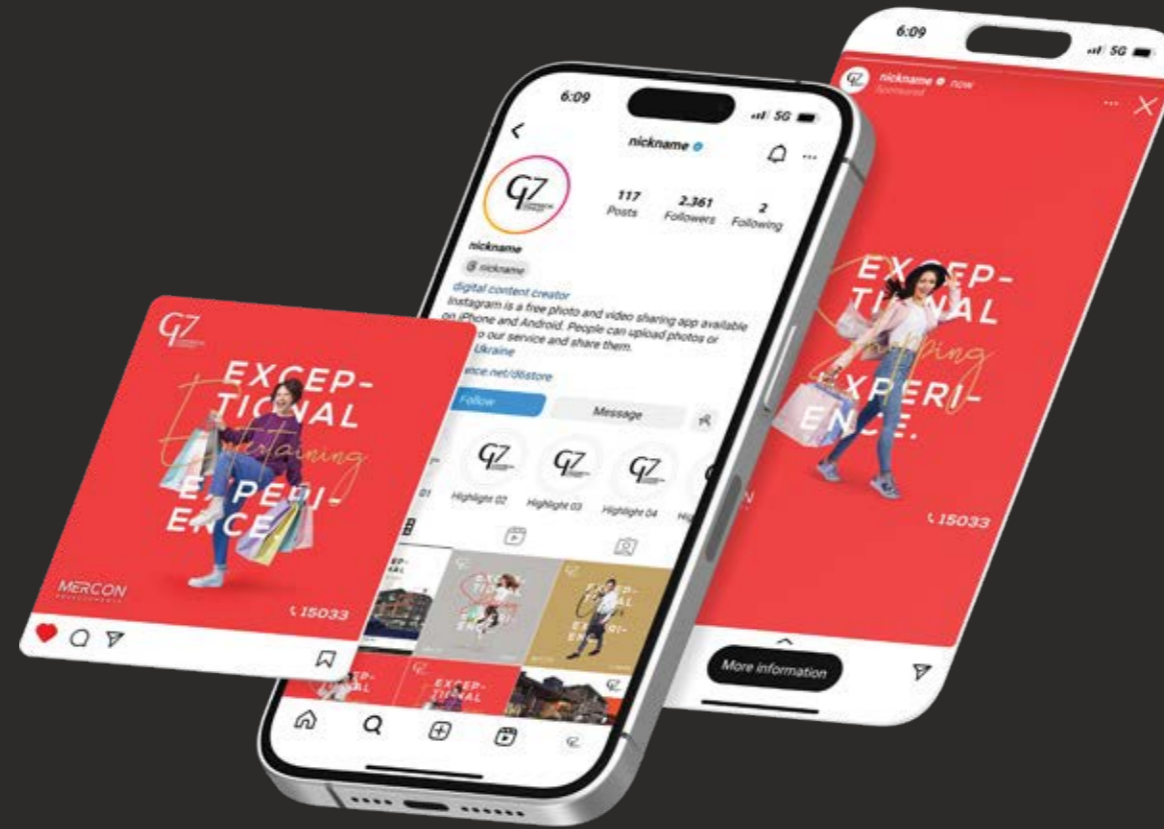
# SOCIAL MEDIA DESIGNS



JUL/2024



# SOCIAL MEDIA DESIGNS



JUL/2024



SHERATON

# Creative Art Direction

Online Communication Strategy, Social Media Designs

JUL/2024



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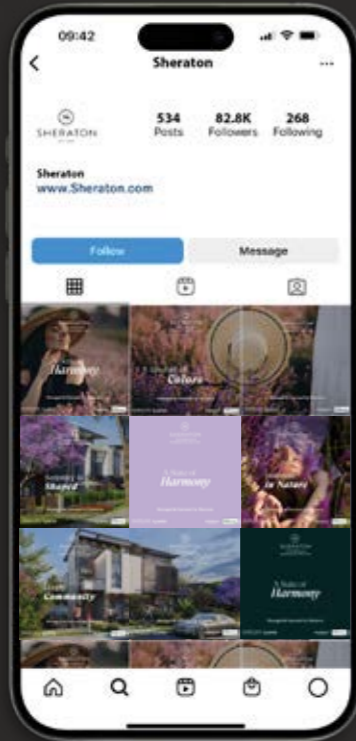
JUL/2024

# SHERATON



# SOCIAL MEDIA DESIGNS

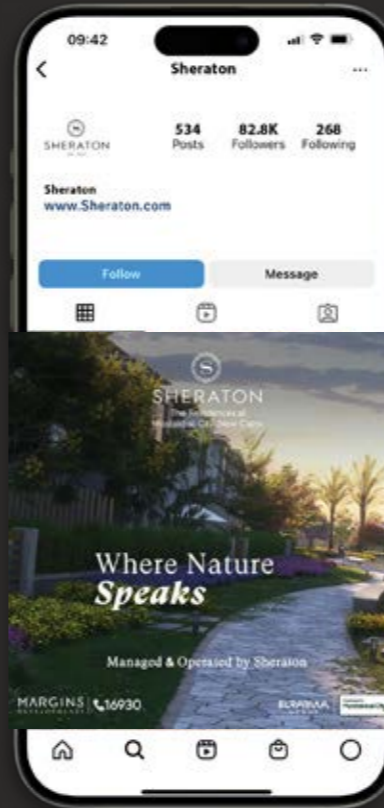
MAD SUCCESSFULLY CREATED THE CREATIVE COMMUNICATION CAMPAIGN FOR THE FIRST-BRANDED RESIDENCES FOR SHERATON PROJECT IN EGYPT FOR OUR CLIENT MARGINS DEVELOPMENTS BY CREATING A CREATIVE ART DIRECTION AND MOOD BOARD THAT REPRESENTS THE PROJECT'S PERSONA AND UNIQUE IDENTITY.



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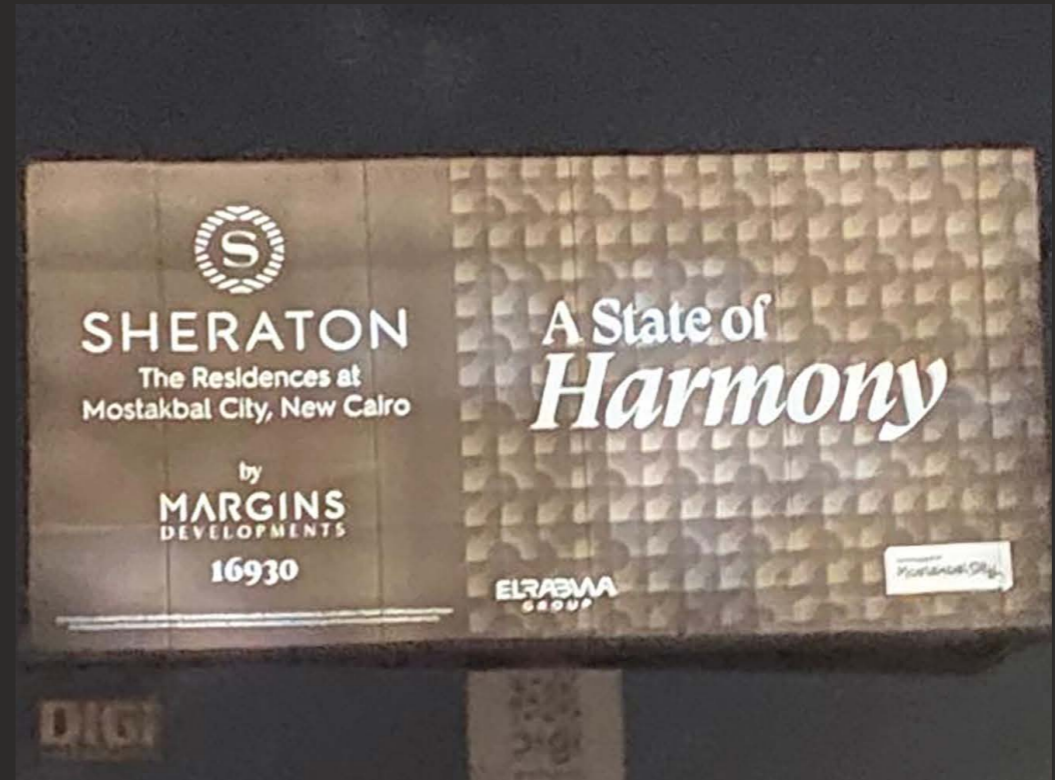
# SOCIAL MEDIA DESIGNS



JUL/2024



# CREATIVE CAMPAIGN



JUL/2024



# MERCON

DEVELOPMENTS

# LOGO & VISUAL IDENTITY

Slogan, Visual Identity, Brochure &  
Art Direction, Company Profile

JUL/2024

MAD.Egypt.



# MERCON

## DEVELOPMENTS

JUL/2024

MAD.,  
BRANDING PORTFOLIO

Visual Identity  
option 1

MAD

MAD.Egypt.



# CREATIVE CAMPAIGN



JUL/2024

MAD.,  
BRANDING PORTFOLIO

Visual Identity  
option 1

# MAD

MAD.Egypt.



# CREATIVE CAMPAIGN



JUL/2024

MAD.,  
BRANDING PORTFOLIO

Visual Identity  
option 1

# MAD





# CREATIVE OUTDOOR CAMPAIGN



JUL/2024



# CREATIVE OUTDOOR CAMPAIGN



JUL/2024



# SOCIAL MEDIA DESIGNS



JUL/2024



# WEBSITE DESIGN



JUL/2024

MAD.Egypt.



# CREATIVE COMPANY PROFILE



JUL/2024

MAD.,  
BRANDING PORTFOLIO

Visual Identity  
option 1

**MAD**



# PAVO TOWER VISUAL IDENTITY

Slogan, Visual Identity, Brochure &  
Art Direction

JUL/2024

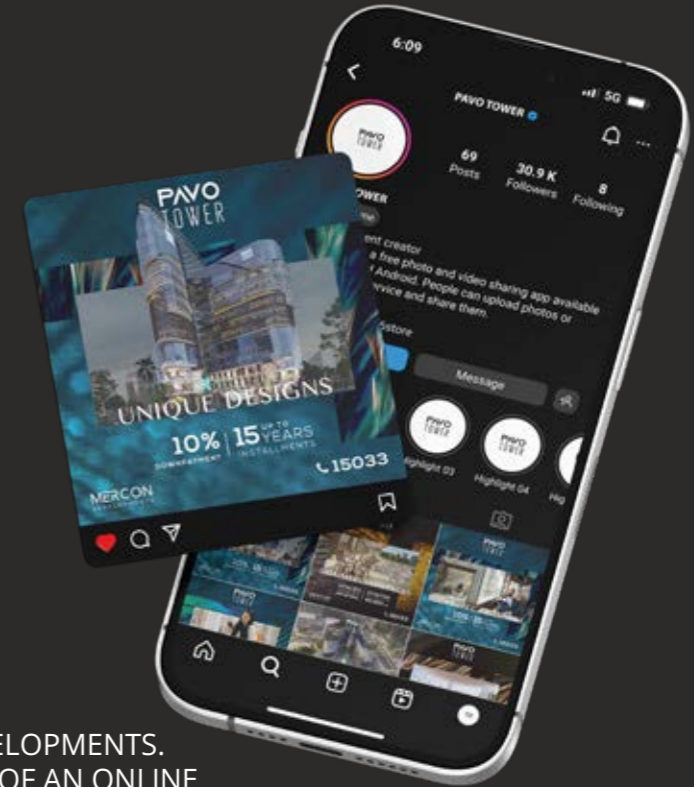
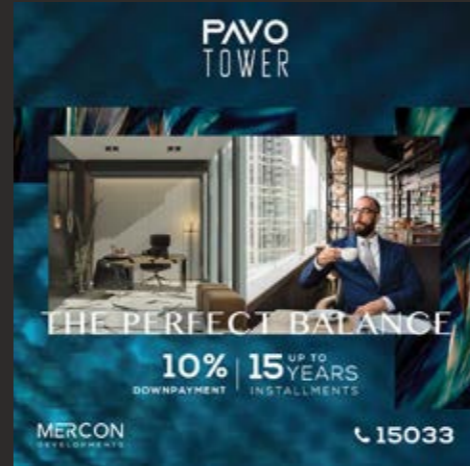


# PAVO TOWER

JUL/2024



# SOCIAL MEDIA DESIGNS



JUL/2024

MAD SUCCESSFULLY CREATED THE CREATIVE COMMUNICATION STRATEGY FOR PAVO TOWER FOR MERCON DEVELOPMENTS. STARTING FROM THE CREATIVE ART DIRECTION, VISUAL IDENTITY, AND SLOGAN TO THE FULL IMPLEMENTATION OF AN ONLINE COMMUNICATION STRATEGY THAT FITS THE PROJECT'S PERSONA AND IDENTITY TO INCREASE AWARENESS IN THE EGYPTIAN REAL ESTATE MARKET IN NEW CAPITAL CIT.





# SOCIAL MEDIA DESIGNS



JUL/2024

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# VISUAL IDENTITY

Slogan, Visual Identity, Brochure &  
Art Direction

JUL/2024

A stylized white logo icon consisting of a rounded square with a thick border. A vertical line extends from the top right corner of the square, curving slightly to the right.

CAPITAL  
DUBAI  
MALL

JUL/2024



# CREATIVE CAMPAIGN

IN ONLY 3 DAYS, MAD TEAM CREATED THE MOST CONTROVERSIAL YET SUCCESSFUL OUTDOOR CAMPAIGN FROM SCRATCH TO POSITION THE BRAND IN NEW CAPITAL CITY!

MAD MANAGED TO BE THE MARKETING, ADVERTISING, AND DIGITAL CREATIVE TEAM OF CAPITAL DUBAI MALL PROJECT FOR DUBAI DEVELOPMENTS.



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# CREATIVE CAMPAIGN



JUL/2024



# CREATIVE CAMPAIGN



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# CREATIVE CAMPAIGN



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MAD.,  
BRANDING PORTFOLIO

Visual Identity  
option 1

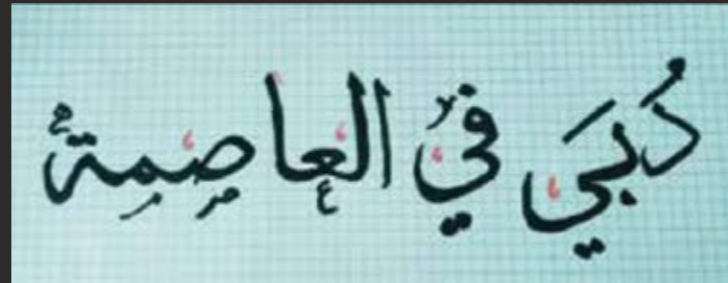
# MAD



# SLOGAN & CONCEPT

دُبي في العاصِمة

JUL/2024







# SOCIAL MEDIA DESIGNS



JUL/2024



# MAGNA

DEVELOPMENTS

## LOGO & VISUAL IDENTITY

JUL/2024

Naming, Logo, Slogan, Visual Identity, Brochure & Art Direction

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# LOGO DESIGN & CONCEPT

# MAGNA

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## DEVELOPMENTS

JUL/2024



# CORPORATE IDENTITY



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# CORPORATE IDENTITY



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# GIVEAWAYS



JUL/2024

MAD.,  
BRANDING PORTFOLIO

Visual Identity  
option 1

**MAD**

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# GIVEAWAYS



JULY 2024

MAD.  
BRANDING PORTFOLIO

Visual Identity  
option 1

# MAD

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# SOCIAL MEDIA DESIGNS



JUL/2024

MAD.,  
BRANDING PORTFOLIO

Visual Identity  
option 1

# MAD





# THANK YOU

## RELY ON US


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