

INTRODUCTION

Established in 2010, BRANDiT is a brand consultancy design studio. We specialize in brand strategy, brand identity and multichannel brand experience design.

From creating a standout identity to designing a better online user experience, we work closely with organizations supporting them through every stage of the brand transformation process. We create powerful brands and corporate identities that provide a visible point of difference.

FACTS

4
**INTERNATIONAL
AWARDS**

**ESTABLISHED
IN 2010**

**LOCATED IN
LEBANON**

**CLIENTS IN
DUBAI, GULF,
EUROPE
AND USA**

OUR INTERNATIONAL AWARDS



LOGOLOUNGE V.11
JANUARY 2019

BRANDIT's logo for Crown Mills was awarded the international LogoLounge Award in 2019. The logo is published in BOOK 11 by Rockport Publishers.



A'DESIGN AWARD
APRIL 2014

A'Design Award for the wine package design of Massaya Silver Selection. A' Design Award is the worlds' largest design competition awarding best designs and concepts.



LOGOLOUNGE V.8
MAY 2013

BRANDIT was awarded for the logo of Le Royal Hotel's RUBY ballroom, one of Beirut's most stunning venues for events, and conferences. The logo was published in the Logo Lounge V8 by Rockport Publishers.



LOGOLOUNGE V.7
JUNE 2011

BRANDIT was awarded for the logo of Little Cake, a trendy cupcake & pastry shop in Lebanon. The logo was published in the Logo Lounge V.7 by Rockport Publishers.

OUR SERVICES

BRANDING

- Concept creation
- Corporate identity design and revamp
- Hotel amenities
- Identity guidelines
- Collateral development
- Signage system
- Brand activation
- Space branding
- Vehicle branding

PRINT

- Corporate brochure
- Corporate profile
- Product label design
- Product catalogue
- Packaging design
- Leaflets and Flyers
- Roll-Up visuals
- Menu design
- Billboard design
- Editorial design
- Poster design

DIGITAL

- Website design and development
- Social Media management
- Social Media visuals
- Animate web banners
- 2D Animation
- Customized Illustration
- TV commercials
- Video production
- Documentary production

CREATIVE

- Brand creation
- Art direction
- Photography concept
- Creative copywriting
- Concept development

EXHIBITION & EVENT

- Exhibition stand design
- Event branding
- Promotional Items
- Invitations, brochures and booklet designs
- Fabrication, Installation and Supervision

BRANDING



AWARDED PROJECT

CROWN MILLS / BEIRUT

Crown Flour Mills, is one of the oldest mills in Lebanon, and currently one of the biggest flour suppliers.

To keep pace with the modernization, a new identity design for Crown Mills was suggested by BRANDiT that elevates the brand with a new royal identity. The design won the LogoLounge V11 award in 2019.



SERVICES // LOGO DESIGN / IDENTITY DESIGN



AWARDED PROJECT

RUBY / BEIRUT

The Ruby Ballroom is a stunning ballroom for events and conferences at Le Royal Hotels and Resorts in Lebanon.

Inspired from the precious stone Ruby, BRANDiT designed the identity of the ballroom which ended up winning the logoLounge V8 award.



SERVICES // LOGO DESIGN / IDENTITY DESIGN



LITTLE CAKE / BEIRUT

Little Cake is a trendy cupcake and pastry shop with a very stylish interior decoration.

Inspired by its unique atmosphere, BRANDiT designed the new identity that reflects the young, friendly and modern image of the brand.

Little Cake's identity was awarded by an international design publication, Rockport Publishers, and was published in LogoLounge V7 book, available worldwide.



SERVICES // IDENTITY DESIGN / PACKAGING / SIGNAGE / LABELS / CHOCOLATE WRAPS / GIFT BAGS

LITTLE CAKE / BEIRUT



SERVICES // PACKAGING / LABELS

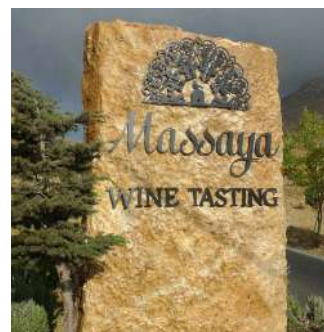


MASSAYA / BEIRUT

Massaya is one of the finest wines of Lebanon. Throughout the quality of the wines and their native flavors, Massaya aims to deliver the message of sophistication and warmth of hospitality.

Using its unique ornamental identity, BRANDiT developed the packages of Massaya wines, their main signage concept and series of other marketing items.

Massaya's Silver Selection package design was awarded with A' Design Award in Italy, which is the worlds' largest design competition awarding best designs and concepts.



SERVICES // POS MATERIAL / PACKAGING / SIGNAGE

BLACK BARN / BEIRUT

BLACK BARN is a new concept by Roadster's management where they serve 3 menus, located on Jbeil highway.

BRANDIT was invited to pitch for the identity design of BLACK BARN and the result was this unique typographic solution inspired by rustic signages of real old barns.



SERVICES // IDENTITY CONCEPT / BRANDING / SIGNAGE SOLUTION / ARCHITECTURAL SIGNAGE / GRAFFITI

CITY GATE HOTEL / DOHA - QATAR

The luxurious “City Gate Hotel” is located in the heart of Doha. The property comprises of rooms, suites, restaurants, meeting and banqueting space equipped with the latest technologies and amenities.

We designed a unique identity concept for the hotel inspired from the historical oriental landmarks of Doha city merged with the modern exterior architecture of the hotel itself. All the collaterals were tailored to reflect the luxurious image.



SERVICES // IDENTITY / BRANDING / COLLATERALS / SIGNAGE

ADMIR / BEIRUT

Admir is a luxurious residential compound located between Adma and Ghazir. It offers exquisite residential spaces with high living standards and ultimate comfort.

The logo, designed by BRANDiT, matches the modern lifestyle by combining the horizon and the stunning view from the compound, as well as the reflections of the swimming pool located on the roofs.



SERVICES // IDENTITY / COLLATERALS / BROCHURE

LA CIGALE VISTA BEACH / MONACO

Established in the 1920s, La Cigale Vista Palace overlooks the stunning bay of Monaco. The hotel also includes a private beach resort called “La Cigale Vista Beach”.

BRANDiT was chosen to brand this luxurious beach resort. An elegant new logo was designed to reflect the lavishing image and embrace the relaxing senses of the Mediterranean.



SERVICES // IDENTITY / COLLATERALS / PROMOTIONAL ITEMS / SIGNAGE

DEKERCO – SEA TREASURES / BEIRUT

Dekerco foods and processing SAL is a major importer and distributor of foods stuff in Lebanon and the region. The company imports all kinds of frozen and chilled food in addition to dry products.

Dekerco partnered with BRANDiT to design the identity, packages and product range brochure of “SEA TREASURES”, a new range of frozen seafood product available now in the gulf region.



SERVICES // IDENTITY / PACKAGING / PRODUCT BROCHURE

C- DESIGN

C-Design is specialized in high end luxurious kitchen design and production. It represents Poggenpohl in Lebanon which is the oldest and best-known kitchen brand in the world.

BRANDiT was commissioned to redesign the identity of C-Design as well as the collaterals, website and signage.



www.c-design.co

SERVICES // IDENTITY DESIGN / SIGNAGE / COLLATERALS / WEBSITE

BAYT AL SABOUN ALLOUBNANI

KUWAIT / UAE / OMAN / LEBANON

Bayt Al Saboun Alloubnani is a Lebanese cosmetic and skincare company that grew out of a single shop which opened for more than a decade ago in the heart of Kuwait. Currently they have more than 15 shops and are present in 4 countries.

BSL contracted BRANDIT to revisit the whole identity, redesigning the logo, bottles/jars, labels, packages, website as well as develop a full brand guideline.

بيت
الصابون
اللبناني

old logo



revamped logo arabic



revamped logo latin



sleeve box



gift box



shopping bag







BABEL / BEIRUT & GULF

Babel seeks to provide its customers with a unique experience with its exquisite food and distinguished atmosphere. Its venues are designed to reflect authenticity, creativity and the vision of a Lebanese setting.

In 2014 Babel contacted BRANDIT for their identity revamp project. Inspired by the concept of the chain, BRANDIT revamped the logo based on the stone engraving approach that was used during Babylonian period. The project grew to developed a detailed identity guideline that is being implemented throughout Babel's franchised outlets.



old logo



revamped logo



identity guideline



Babel Bahr road sign



unipole concept Babel Bahr launch



photoshoot art direction



Bebabel menu concept

BABEL / BEIRUT

Powerpoint presentation template



MAXIM'S / BEIRUT - JORDAN

Maxim's is a Lebanese private label and an internationally registered Trade Mark.

Keeping in mind its core value of quality, Maxim's offers to its customers a wide range of more than 200 products.

BRANDiT is proud to collaborate with Maxim's to design the packages and labels of its new products launched in the market, as well as redesigning existing ones.



SERVICES // PACKAGING / LABELS

FRESH TO HOME / UAE

FreshToHome, incorporated in Singapore and operating in UAE since 2019, is the region's largest e-commerce venture in the grocery vertical. With an aim of delivering fresh groceries and essentials to the community in all 7 Emirates at affordable prices.

Since December 2020, BRANDIT has been working closely with FTH to design all the labels for their new products.



SERVICES // LABEL DESIGN

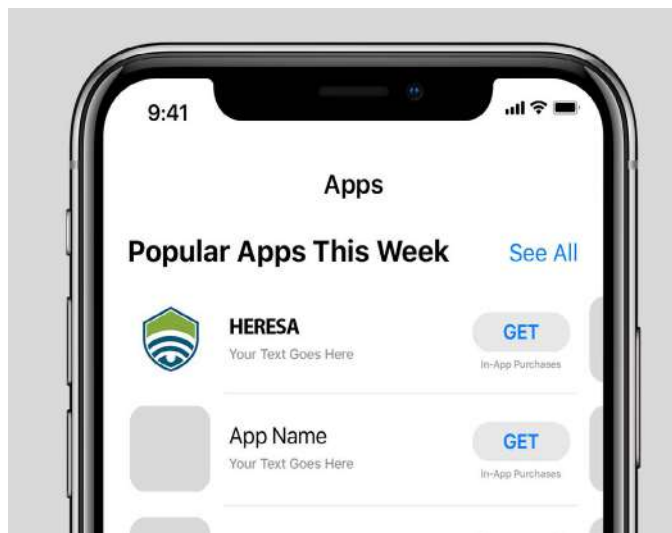


FRESH TO HOME / UAE



HERESA

Heresa is an online platform to submit complaints and report crimes against nature (pollution, waste burning, water pollution, hunting animals etc...) Heresa helps collect all submitted data to protect Lebanon's environment.



SERVICES // LOGO DESIGN

SAVE THE CHILDREN

BRANDIT was in charge of designing the event organized by Save The Children. The event hosted a choir of 42 children from Al Fayhaa Association. A visual was created and adapted into invites, program, backdrop, roll ups, stickers, tote bag, photo frames.



SERVICES // LOGO DESIGN / INVITATION / BACKDROP / ROLL UPS / STICKERS / TOTE BAG

L'ANGE DOUX / KUWAIT

L'ange Doux is a pastry and sweets shop based in Kuwait.

BRANDiT designed the identity and the full packaging system that reflects an elegant and modern image of the brand.



SERVICES // IDENTITY / BRANDING / PACKAGING

ALLC / QITABI 2 PROJECT

American Lebanese Language Center(ALLC) contracted the services of BRANDIT for a duration of 1 year to design educational materials for trainers, teachers and children developed for use by more than 500 public schools in Lebanon, in all grades 1 to 6 classrooms, **under the USAID funded - QITABI 2 program.**



SERVICES // MARKETING MATERIAL / GUIDEBOOK DESIGN / LESSON PLANS

NEIMAN & COMPANY / USA

Neiman and Company is a leading manufacturer of quality custom architectural and ADA signage. The company has earned its reputation through their products, which include interior/exterior signage and dimensional logos.

Neiman and Company located in California USA, assigned BRANDIT to revamp and restructure their identity. Therefore, we brought together our creative ideas to develop the new identity, collateral and the website.

**neiman
& COMPANY**
ARCHITECTURAL SIGNAGE

old logo



revamped logo



50 years seal



letterhead



website

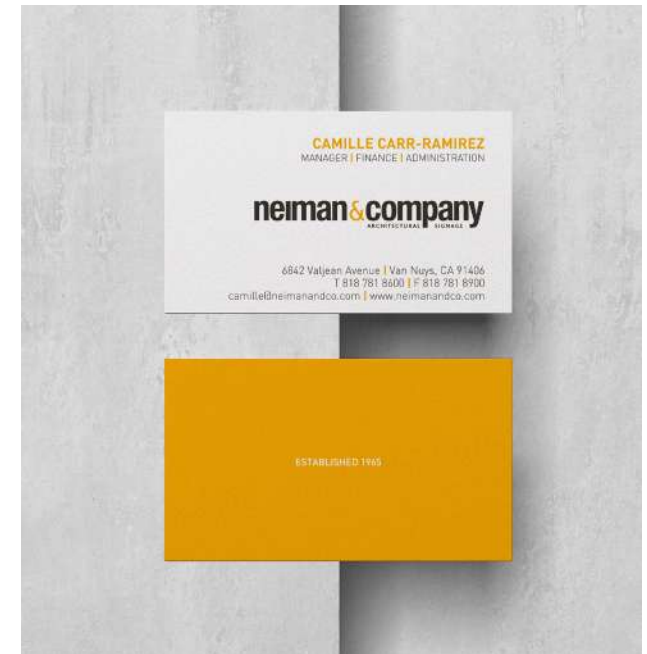
www.neimanandco.com



magazine ad



lanyard



business card

WELLSPRING LEARNING COMMUNITY / BEIRUT

Wellspring Learning Community aims to establish an inquiry-based learning environment.

After their logo was designed, they needed a professional branding studio to take over the brand development. We were initially hired to design their internal & external signage system. All the pictograms were custom-drawn.

We were also behind the branding of the school's sports team identity and jersey, "Wellspring Wolves" where the idea was to reflect speed and strength.



sports team logo



sports team jersey



sports feather flags



business card



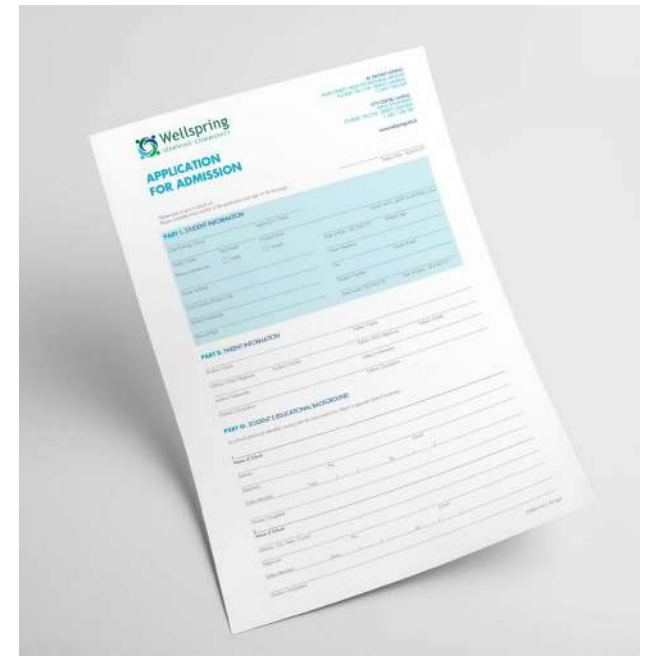
diploma



internal signage & pictograms



vehicle branding



application form

LE ROYAL HOTELS & RESORTS / BEIRUT - JORDAN - LUXEMBOURG

Le Royal Hotels and Resorts is one of the most prestigious five star world-class Hotels in Lebanon, with more than 231 modern guest rooms and suites designed to provide a unique experience to its visitors.

To reflect the luxurious image, Le Royal Hotels and Resorts chose to partner with BRANDIT to develop their identity. We are glad to cooperate with the hotel, since 2010, in designing their rack brochures, packages, collaterals and exhibition stands.



SERVICES // IDENTITY / COLLATERALS / AMENITIES / SPA BRANDING / EXHIBITION STAND / PACKAGING

TERRE LIBAN / BEIRUT

T.E.R.R.E. LIBAN, Lebanese NGO founded in 2002. T.E.R.R.E LIBAN strives to improve the quality of life in Lebanon through the protection of nature and the improvement of the environment by Promoting environmental awareness in society.

T.E.R.R.E LIBAN commissioned BRANDIT to redesign their 20 year old identity to have a modern look in order to attract the new generation and reflect the organization's mission and vision.



old logo



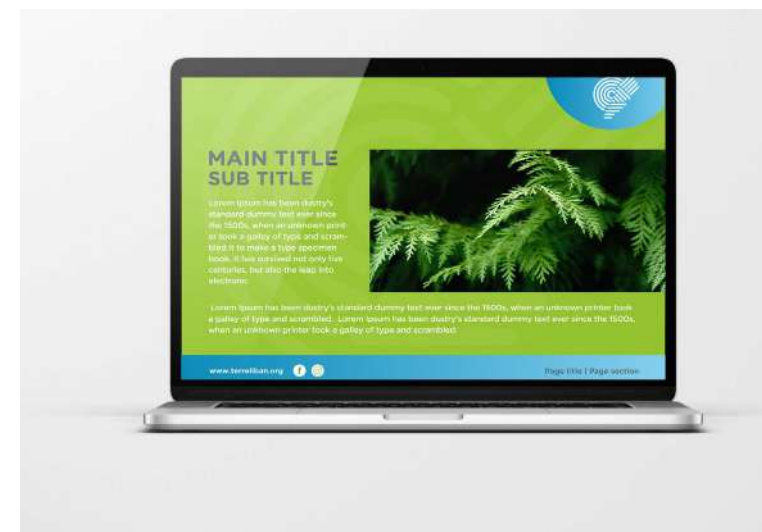
revamped logo



SERVICES // LOGO REDESIGN / COLLATERALS

TERRE LIBAN / BEIRUT

Powerpoint presentation template



AUF / BEIRUT

DEEL LOGO DESIGN DÉVELOPPEMENT DE L'ENTREPRENEURIAT ÉTUDIANT AU LIBAN



SERVICES // LOGO DESIGN

UNICEF / QUDWA PROGRAM / HAIRDRESSERS / BRANDING MESSAGES POSTERS

UNICEF Lebanon awarded BRANDIT to develop a series of 3 animated videos related to the QUDWA plan, beauty salons video along with branding materials such as posters, mugs, aprons, stickers, head-rest covers, keychains, and hanging mirror tags.



UNICEF / QUDWA PROGRAM / HAIRDRESSERS / BRANDING MESSAGES MUGS & APRONS



UNICEF / QUDWA PROGRAM / TAXI DRIVERS / BRANDING MATERIAL



Head rest cover



Keychain



Sticker



Hanging mirror tag

DIALOGUE FOR ENDEAVOUR

“Dialogue for Endeavour” aims to bring together youth of diverse communities in Lebanon with youth from the MENA and European countries through educational programmes promoting self-awareness, cultural understanding, leadership, teamwork and sustainability.

Since the program is created for the youth, we designed a fresh, lively and dynamic logo that reflects diversity, communication, interaction and social development.



SERVICES // IDENTITY DESIGN / STATIONARY

BROCHURES & INFOGRAPHICS

NORWEGIAN REFUGEE COUNCIL / BEIRUT



SERVICES // EVENT BRANDING(BADGE / POSTCARD / ROLLUPS / FLYER) / SEMINAR POSTER

NORWEGIAN REFUGEE COUNCIL / BEIRUT

Norwegian Refugee Council (NRC) provides protection and humanitarian assistance, such as shelter solutions, legal support and educational programs, to refugees and internally displaced people in Lebanon.

BRANDiT was glad to cooperate with NRC to design the full branding and communication of their programs and events.



SERVICES // EVENT BRANDING (BADGE / POSTCARD / ROLLUPS / FLYER) / SEMINAR POSTER

NORWEGIAN REFUGEE COUNCIL / BEIRUT

Reusable illustrations assets for learning products

NRS's Global L&D unit has developed learning products using diverse learning modalities: face-to-face trainings, remote/virtual facilitation, and self-paced e-learning courses. Custom drawn illustration assets that could be used across their learning products.

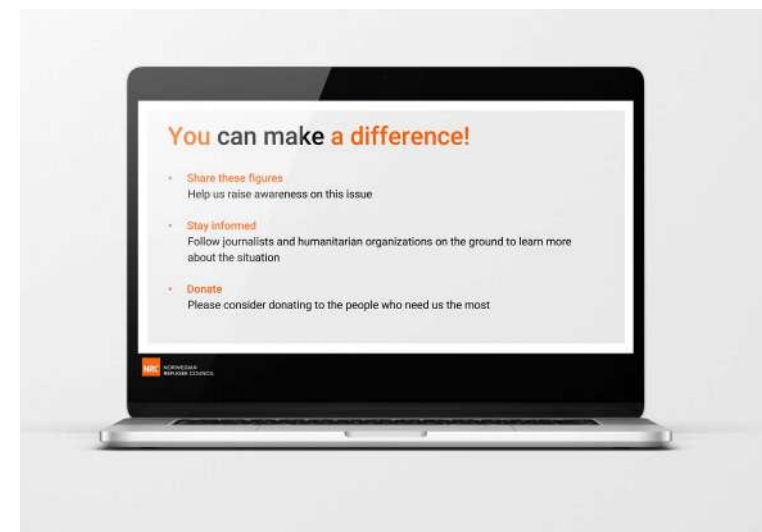
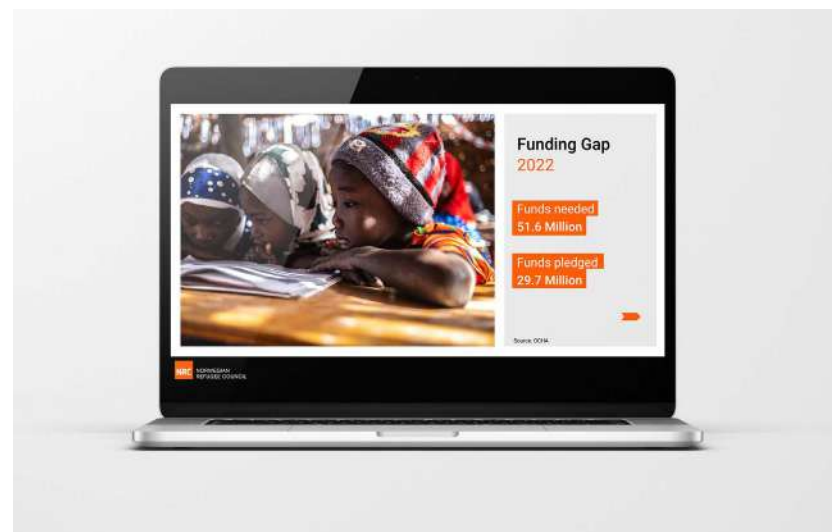
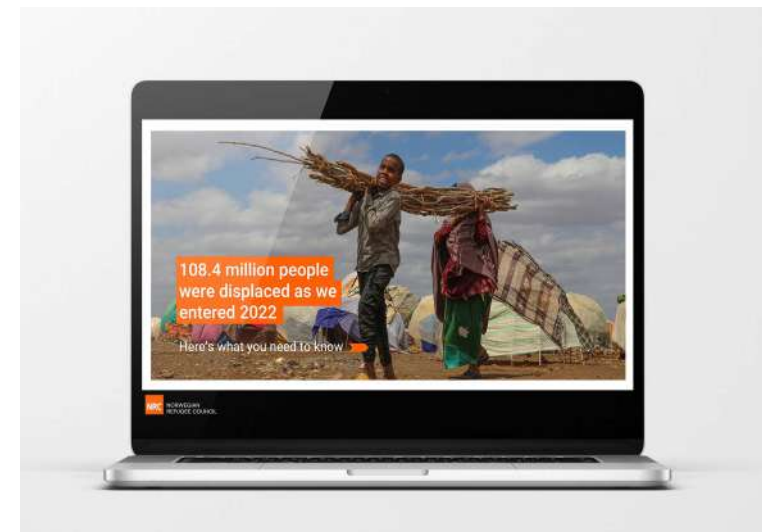
BRANDIT designed groups of image assets that reflect the diversity of the operational and geographical areas where NRC conducts programming and made sure that the illustrations comply with the overall NRC Brand Book design guidelines; iconography and color schemes.



SERVICES // CHARACTER DESIGN / ILLUSTRATION

NORWEGIAN REFUGEE COUNCIL / NORWAY HQ

Powerpoint presentation



CASINO DU LIBAN

Casino du Liban, an iconic location in Lebanese history, is an elegant and glamorous address for exciting games, exquisite dining and breathtaking shows in the Middle East.

BRANDiT was honored to collaborate with Casino Du Liban to design a comprehensive brochure showcasing its luxurious gaming venues and facilities.



SERVICES // CORPORATE BROCHURE

FUNDACIÓN PROMOCIÓN SOCIAL

Social Promotion Foundation is a private, non-profitable institution that has been working since 1987 to promote human, social and economic development in accordance with people's dignity. We gladly partnered with Social Promotion Foundation to design their research study report which was developed in collaboration with UNHCR.v



SERVICES // REPORT DESIGN/BILINGUAL

SAVE THE CHILDREN

BRANDIT was chosen to design the cover for Save the Children's guidebook in collaboration with UNHCR and Sohhati Nafseyyati for outreach volunteers and frontliner staff

SERVICES // COVER PAGE DESIGN



NTG

Founded in 1965, Nassar Techno Group is a market leader in the water technology industry. NTG develops innovative sanitation and water storage patented products.

BRANDiT enhanced the NTG logo and designed its collaterals, corporate flags and full product brochure.



SERVICES // LOGO UPLIFT / BRANDING / COLLATERALS / CORPORATE BROCHURE

AUF / BEIRUT

Agence Universitaire de la Francophonie (AUF) is one of the largest associations of higher education and research institutions in the world. It brings together universities, grandes écoles, university networks and scientific research centers using the French language throughout the world.

BRANDiT was glad to cooperate with AUF to design their ADIP 2013-2017 bilingual report which explains in details the plan and activities of AUF with the use of charts, tables and graphic elements.

BRANDiT also had the privilege to design the visual identity of DEEL (Développement de l'entrepreneuriat étudiant au Liban), for which the concept was based on teamwork, diversity and support.



SERVICES // REPORT DESIGN / NEWSLETTER / CORPORATE FOLDER / GREETING CARD / IDENTITY DESIGN

INTERNATIONAL MEDICAL CORPS

Established in 1984, International Medical Corps is a global, humanitarian, nonprofit organization dedicated to saving lives and relieving suffering through health care training and relief and development programs.

BRANDiT designed the visuals, poster, rollup and flyers for IMC's new project in collaboration with the European Union.



SERVICES // POSTER / FLYER / ROLL-UP DESIGN

RIGHT TO PLAY / BEIRUT

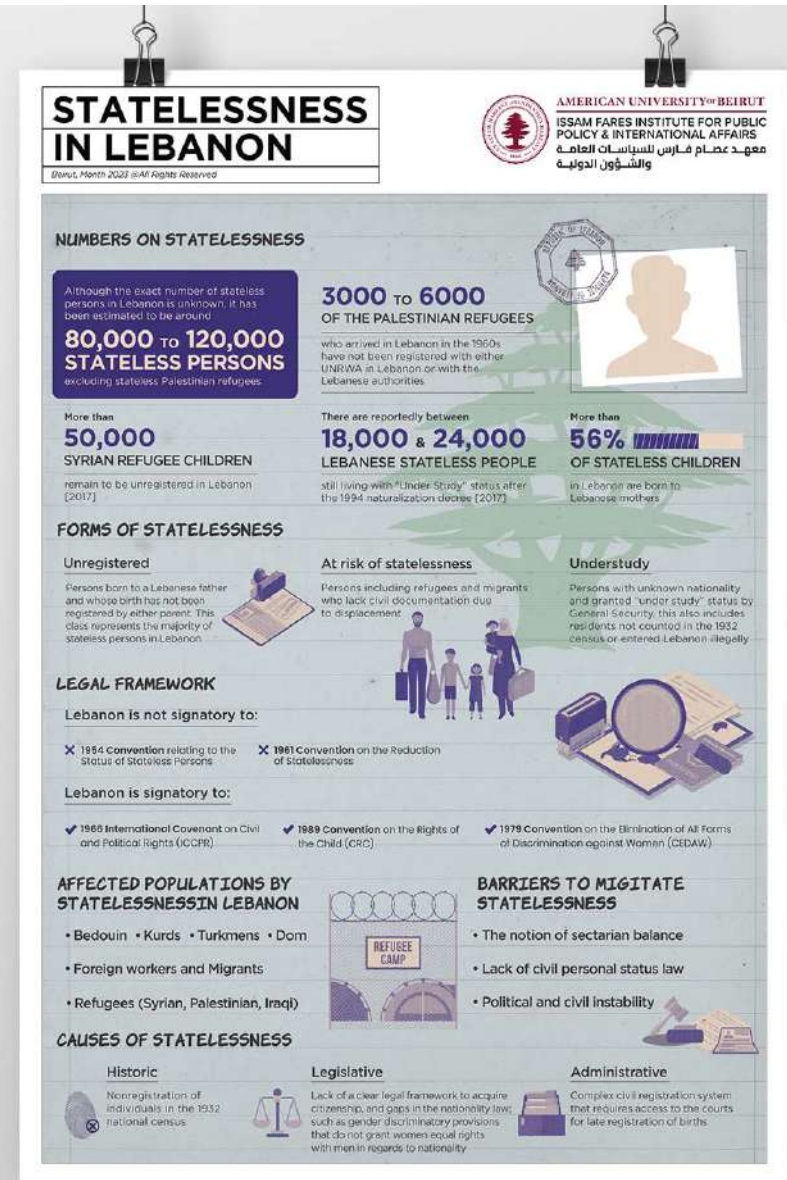
Right To Play chose BRANDIT to design a poster and a roll up for their STEP project. Skills and empowerment training for the palestinian youth.



SERVICES // POSTER / ROLL-UP

AUB/ IFI / INFOGRAPHICS

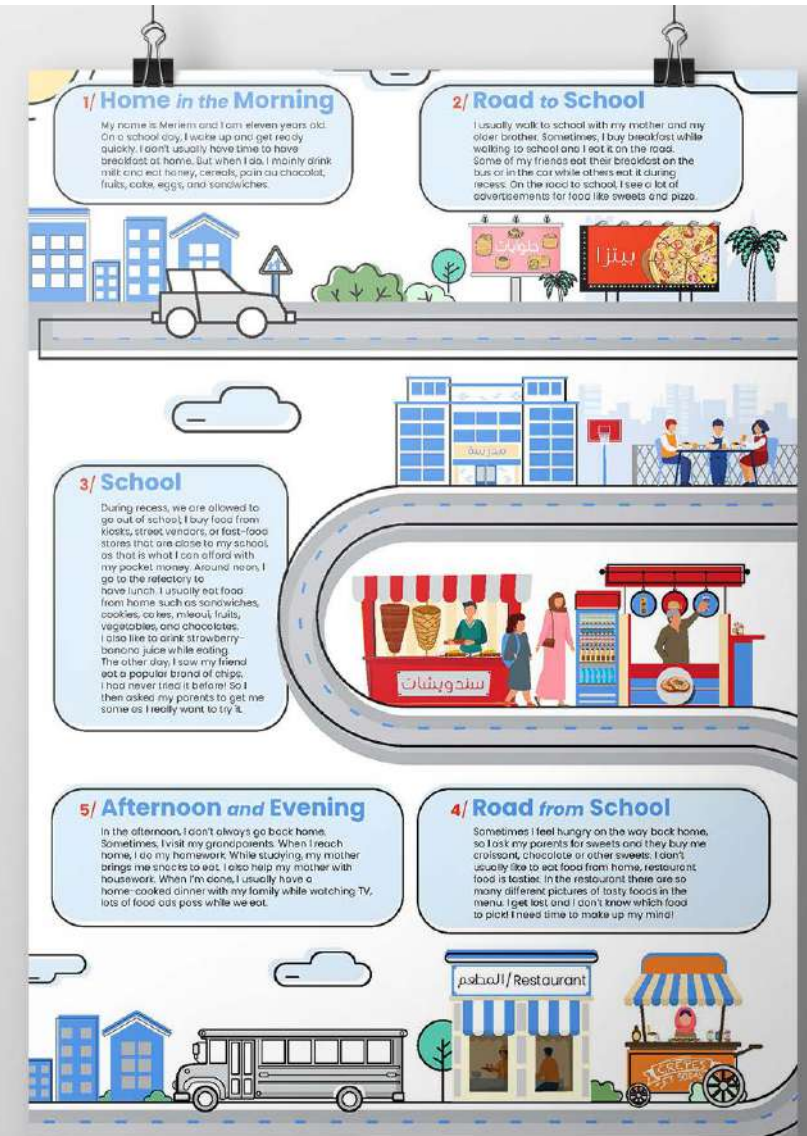
Infographic poster that illustrates numbers on statelessness of Lebanese, Syrian and Palestinian refugees in Lebanon.



SERVICES // POSTER DESIGN / INFOGRAPHICS

AUB FACULTY OF HEALTH SCIENCES / INFOGRAPHICS

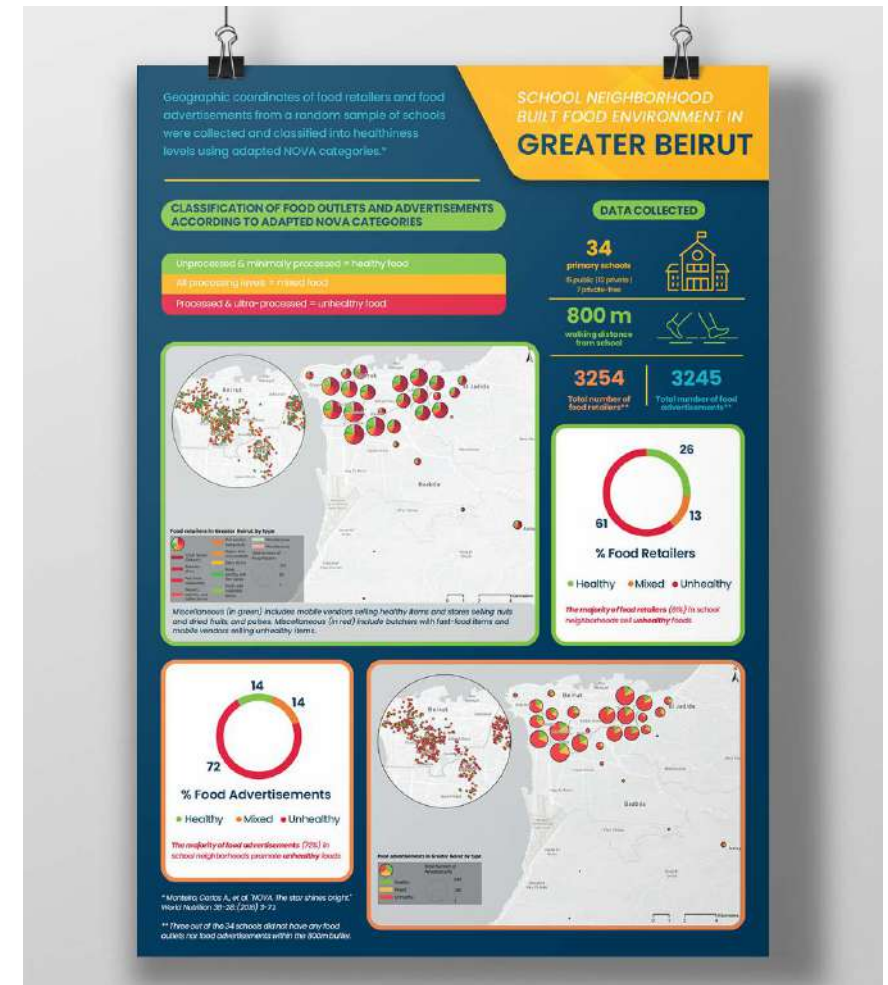
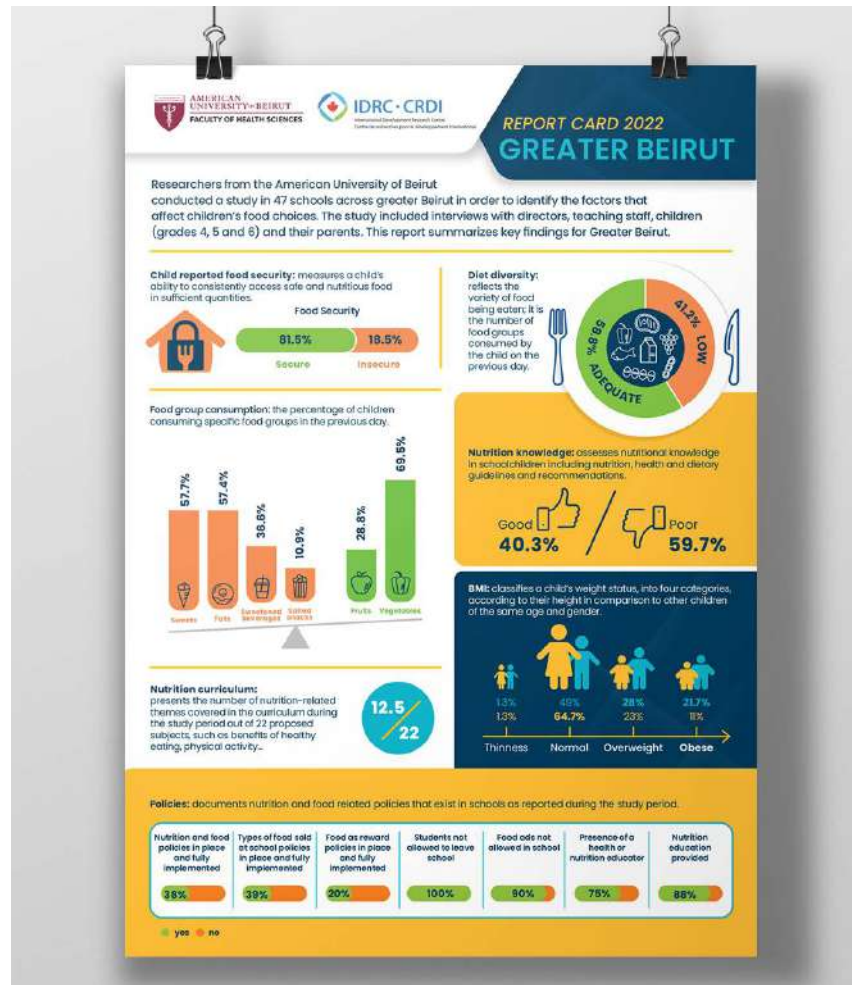
Infographic poster that illustrates the risks of school students being exposed to bad eating habits/food choices on their way to school and back home. The infographic follows the routine of Meriem, an 11 year old tunisian student attending school and what she consumes on daily basis.



SERVICES // POSTER DESIGN / INFOGRAPHICS

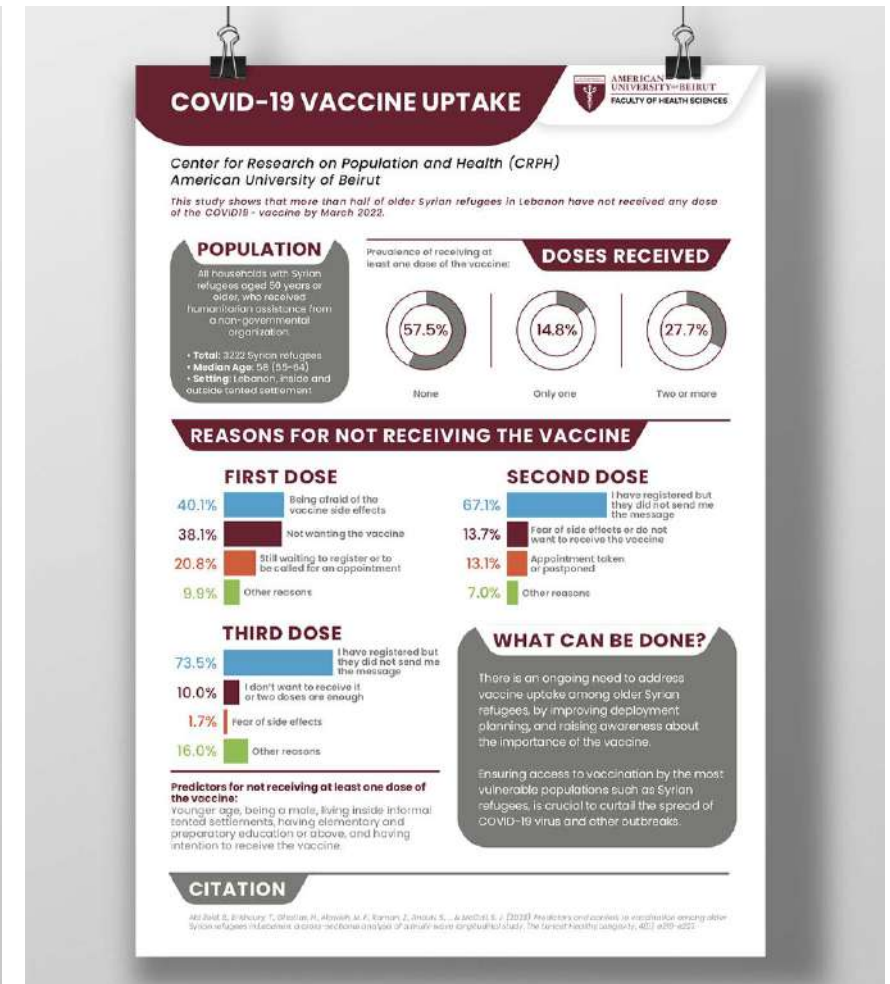
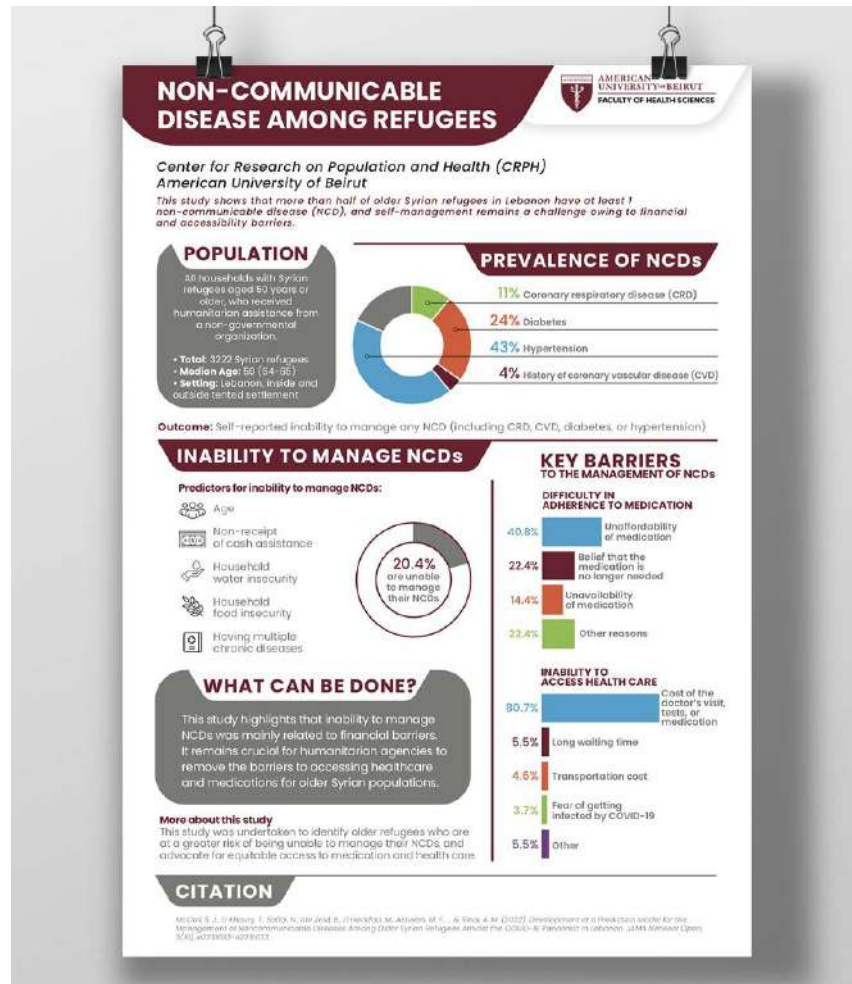
AUB FACULTY OF HEALTH SCIENCES/ INFOGRAPHICS

Infographic poster showing an overview of children's food choices in different schools in Beirut.



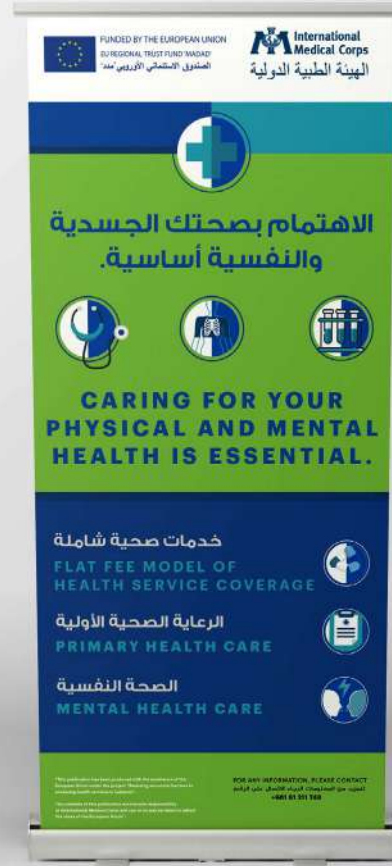
SERVICES // POSTER DESIGN / INFOGRAPHICS

AUB FACULTY OF HEALTH SCIENCES / INFOGRAPHICS

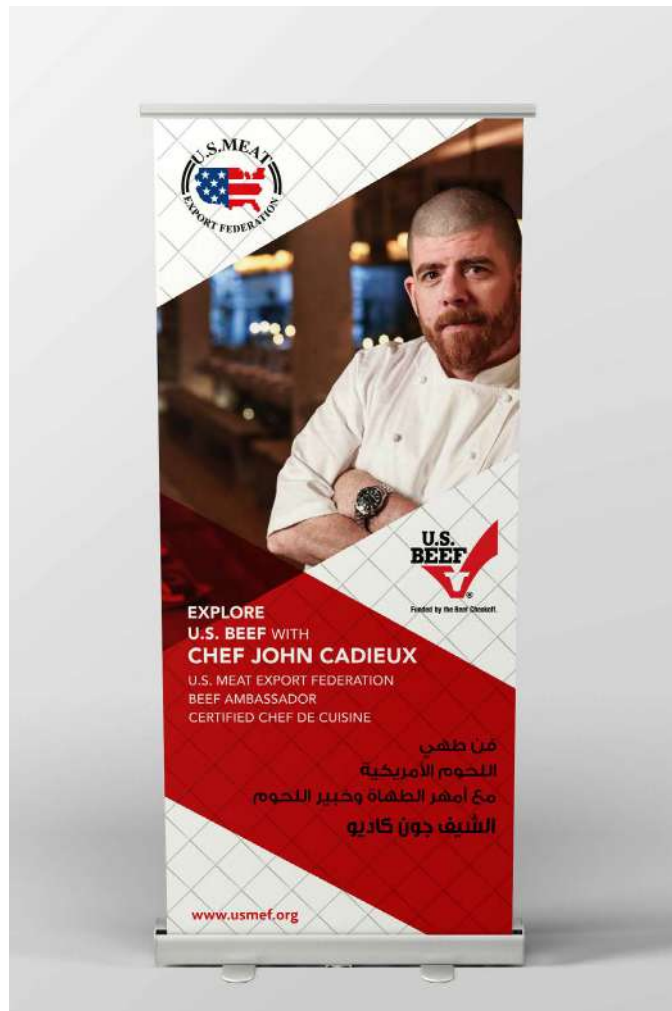


SERVICES // POSTER DESIGN / INFOGRAPHICS

ROLL-UP DESIGNS / VARIOUS CLIENTS



ROLL-UP DESIGNS / VARIOUS CLIENTS



2D ANIMATION

WORLD VISION / MOTION GRAPHICS

World Vision awarded BRANDIT to develop an infographic animation about the NGO's Accountability team and feedback processing.



SERVICES // STORYBOARD / ILLUSTRATIONS / ANIMATION / VOICE OVER RECORDING

[CLICK HERE TO WATCH THE VIDEO](#)

UNICEF / QUDWA PROGRAM / Animation 1

UNICEF Lebanon awarded BRANDIT to develop a series of 3 animated videos related to the QUDWA plan, beauty salons videos.

Our responsibility included concept development, script writing, storyboard, illustration, VO recording and 2D animation.



SERVICES // STORYBOARD / ILLUSTRATIONS / ANIMATION / VOICE OVER RECORDING

[CLICK HERE TO WATCH THE VIDEO](#)

UNICEF / QUDWA PROGRAM / Animation 2

UNICEF Lebanon awarded BRANDIT to develop a series of 3 animated videos related to the QUDWA plan, beauty salons videos.

Our responsibility included concept development, script writing, storyboard, illustration, VO recording and 2D animation.

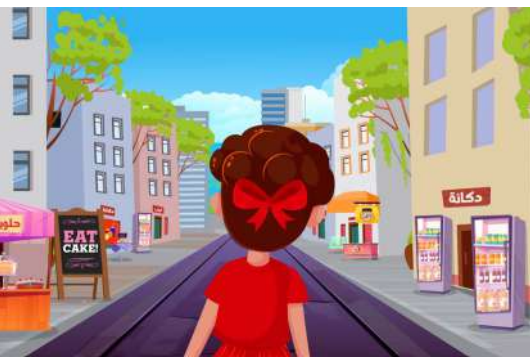


SERVICES // STORYBOARD / ILLUSTRATIONS / ANIMATION / VOICE OVER RECORDING

[CLICK HERE TO WATCH THE VIDEO](#)

AUB / FACULTY OF HEALTH SCIENCES

We produced a 2D animation that shows the risks of school students being exposed to unhealthy food choices on their way to school and back home around the Greater Beirut area and how these unhealthy foods and snacks affect on their health. It also suggests to choose home cooked food and healthier choices. Small steps makes a big difference in children's eating habits.

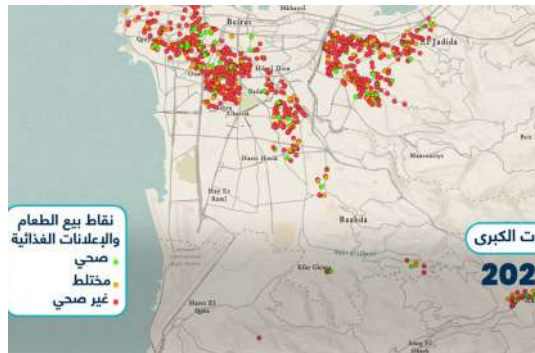


SERVICES // ILLUSTRATIONS / STORYBOARD / ANIMATION / VO

[CLICK HERE TO WATCH THE VIDEO](#)

AUB / FACULTY OF HEALTH SCIENCES

We produced a 2D animation that shows the risks of school students being exposed to unhealthy food choices on their way to school and back home around the Greater Beirut area and how these unhealthy foods and snacks affect on their health. This video is to help parents to be aware of the situation and suggests to choose home cooked food and healthier choices. Our children deserve better, we should protect them from these bad habits.

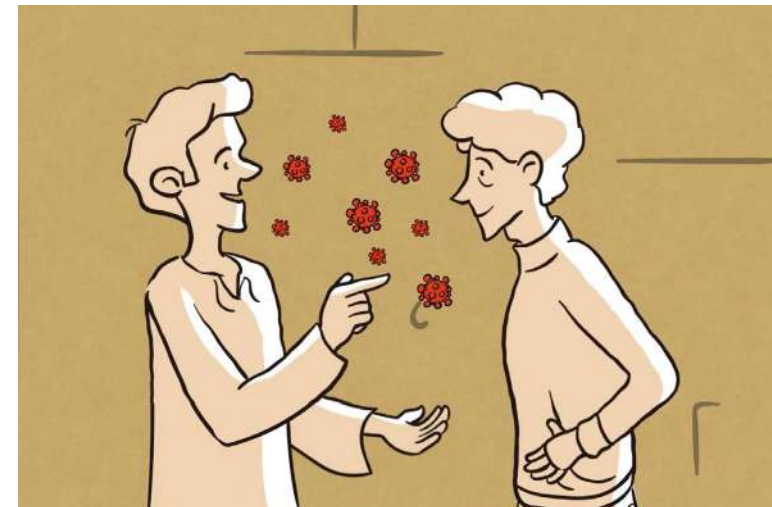
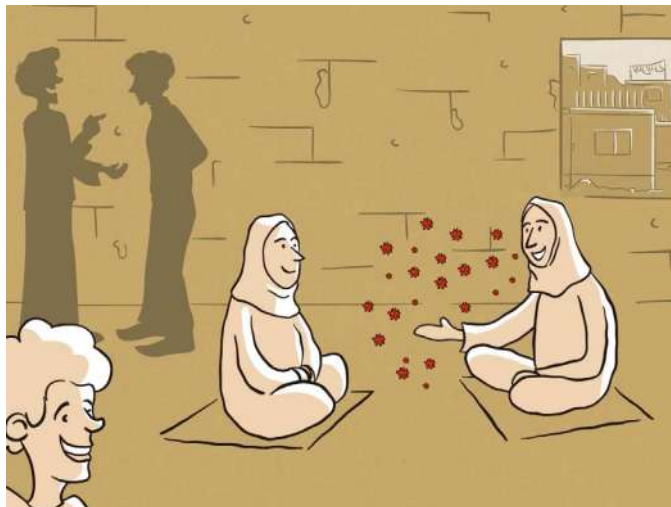


SERVICES // ILLUSTRATIONS / STORYBOARD / ANIMATION / VO

[CLICK HERE TO WATCH THE VIDEO](#)

AUB / R2HC

AUB's Faculty of Health Science in collaboration with **NRC (Norwegian Refugee Council)** and **R2HC (Research for Health in Humanitarian Crises)** have gathered data about the knowledge of COVID-19 among Syrian refugees, males and females at the age of 45 and above. The data showed 3 main results which the refugees needed to be aware and be educated about. BRANDIT was selected to convey these key messages through a series of 3 comprehensive and unique illustrative 2D animations.



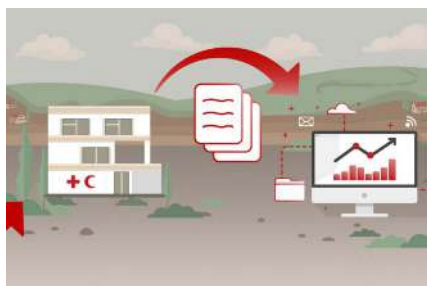
[CLICK HERE TO WATCH THE 3 VIDEOS](#)

SERVICES // ILLUSTRATION / ANIMATION / SCRIPT WRITING

BRITISH RED CROSS / ANIMATIONS

The British Red Cross is part of a global voluntary network, responding to conflicts, natural disasters and individual emergencies. BRC helps vulnerable people in the UK and around the world to prepare for, withstand and recover from emergencies in their own communities.

British Red Cross contracted BRANDiT in Lebanon for the development of three Arabic language animated videos for three different topics related to community engagement and accountability each video ranging from 3 to 5 minutes. The videos have been used for training across the Arabic speaking regions, Iraq, Yemen, Lebanon, Syria, Libya...

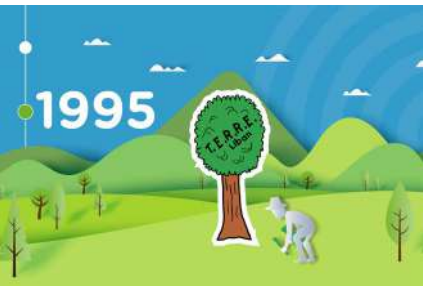


[CLICK HERE TO WATCH THE 3 VIDEOS](#)

[SERVICES](#) // [STORYBOARD](#) / [ILLUSTRATIONS](#) / [ANIMATION](#)

TERRE LIBAN awarded BRANDIT to develop an animation summarizing the mission and history of the organization throughout the last 20 years.

Our responsibility included concept development, script writing, storyboard, illustration, VO recording and 2D animation.



SERVICES // STORYBOARD / ILLUSTRATIONS / ANIMATION / VOICE OVER RECORDING

TANKAMEL SAWA / INFOGRAPHIC ANIMATION

2D animation for awareness on water consumption and conservation.

ليش بدنا نحافظ
على المي؟

لضمان توفرها
لأجيال القادمة

حتى ما نتخطى
المخزون الطبيعي

حتى ما نوصل لهون

بيخف توليد
الطاقة الكهربائية

ظهور عواصف
رملية

بيخف المحصول
الزراعي

بتزيد الدرائق

بتخف الثروة
الحيوانية

نزاعات عالمي والمي

إرتفاع بأسعار الأكل والمي

غلاء معيشي

SERVICES // STORYBOARD / ILLUSTRATIONS / ANIMATION / VOICE OVER RECORDING

[CLICK HERE TO WATCH THE VIDEO](#)

LEBANESE RED CROSS / TOC ANIMATION

Theory Of Change, a video for the Lebanese Red Cross - DRR team. Talks about the way they work, the services they provide, etc...

Shot on a green screen, edited and animated by BRANDIT.

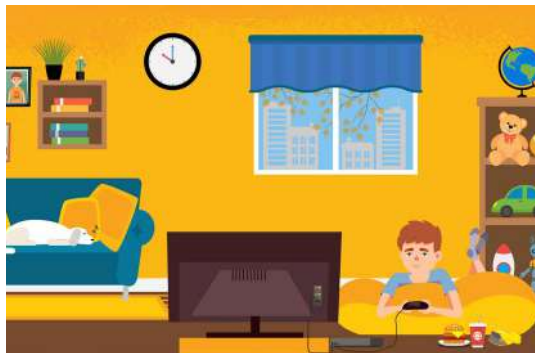


[CLICK HERE TO WATCH THE VIDEO](#)

SERVICES // STORYBOARD / VIDEO PRODUCTION & ANIMATION

RIGHT TO PLAY

Right to Play awarded BRANDIT to develop a digital resource 20 videos for parents on the rights of education for children with disabilities and how to create a positive learning environment for their children with disabilities through a play based approach at home that consist of illustrating the storyboard, recording the VOs, animation and subtitling. This project was managed under EQIE program and funded by NORAD.

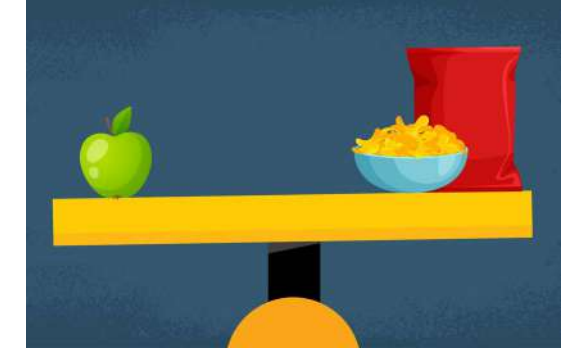


SERVICES // ILLUSTRATION STYLE / STORYBOARD / ANIMATION / VO

[CLICK HERE TO WATCH THE VIDEOS](#)

RIGHT TO PLAY

Storyboard/Animation 2



SERVICES // ILLUSTRATION STYLE / STORYBOARD / ANIMATION / VO

[CLICK HERE TO WATCH THE VIDEOS](#)

INTERNATIONAL ALERT / BEIRUT

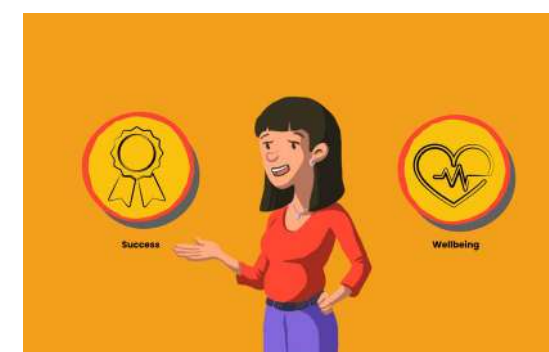
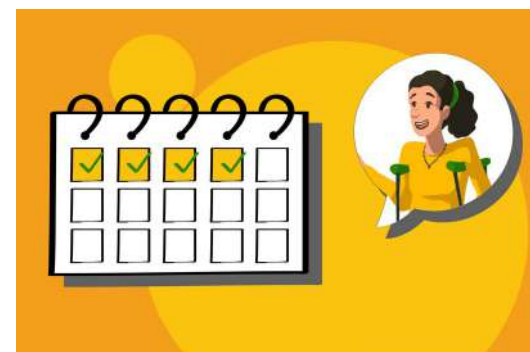
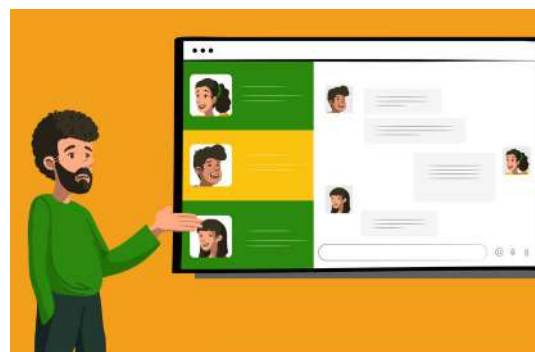
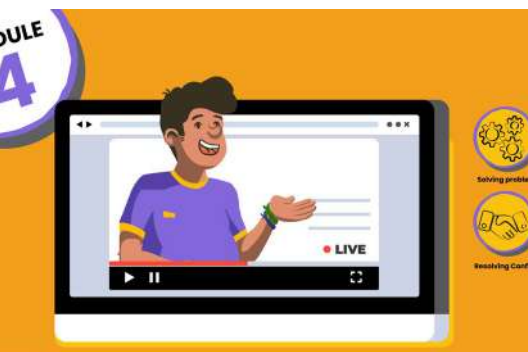
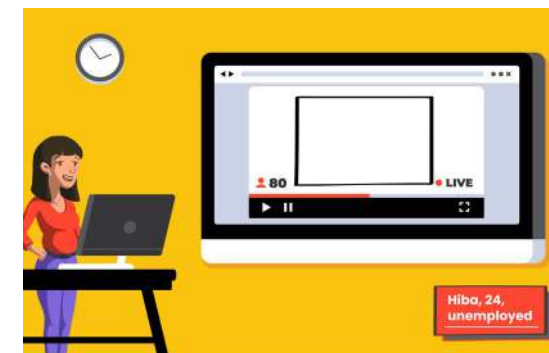
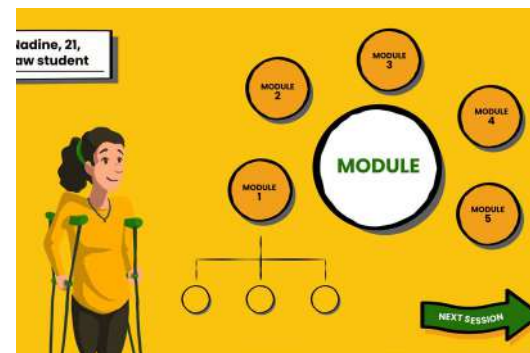
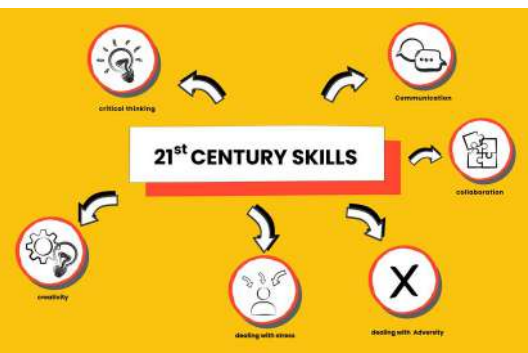
International Alert is a leading peacebuilding NGO, with 30 years of experience in peacebuilding.

BRANDIT was selected by International Alert to produce a number of customized illustrations and short animation videos for an online course as part of International Alert's HOPES-LEB funded project 'Breaking Barriers'. We have developed 4 main characters that will be used throughout the 15 lessons.



[CLICK HERE TO WATCH THE VIDEOS](#)

SERVICES // CHARACTER DESIGN / ILLUSTRATION / ANIMATION



SERVICES // STORYBOARD AND ANIMATION

[CLICK HERE TO WATCH THE VIDEOS](#)

AUB / CIBL FOR WOMEN

The Center for Inclusive Business and Leadership (CIBL) for Women is a catalyst for policy change, committed to advancing inclusive workplaces and dignified work for women, across Arab MENA.

BRANDIT had the privilege to work with CIBL in developing a series of 8 animations with different scenarios focusing on adopting gender-inclusive HR practices for the recruitment of women in organisations across the MENA region.



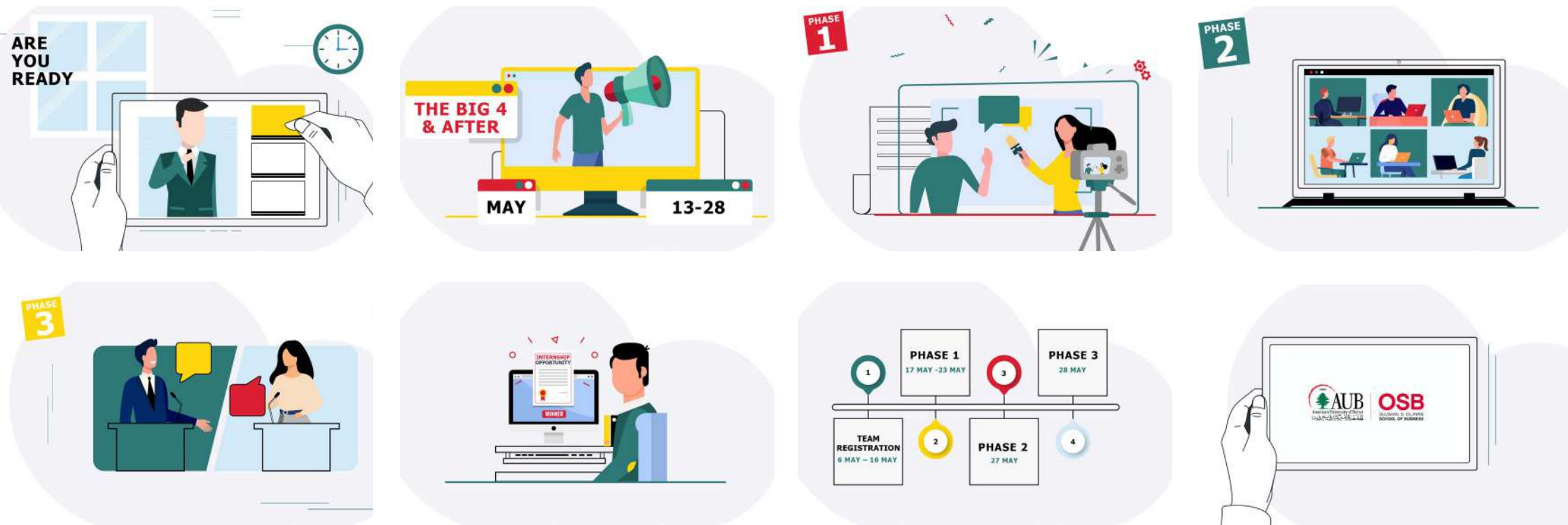
[CLICK HERE TO WATCH THE VIDEOS](#)

[SERVICES](#) // [INFOGRAPHIC](#) / [ANIMATION](#)

AUB / OSB

Every year OSB plans an event to promote their accounting department by planning games & activities and reward the winners by providing them internships in renowned international companies.

For their 2021 event they chose BRANDIT as their partner to prepare all their marketing elements including a 1:30" animation as well as multiple SM post designs.



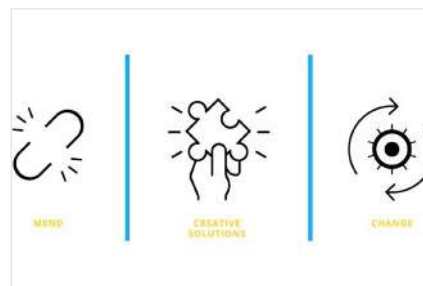
SERVICES // ILLUSTRATION STYLE / STORYBOARD / ANIMATION / VO

[CLICK HERE TO WATCH THE VIDEO](#)

SEARCH FOR COMMON GROUND

BRANDiT was chosen to work on the animation of SFCG's achievements in Lebanon for the year 2020 which also showcases some of their other programs that had started back in 2017.

Following SFCG's brand guidelines we designed and animated a 4min video that was used on their social platforms.



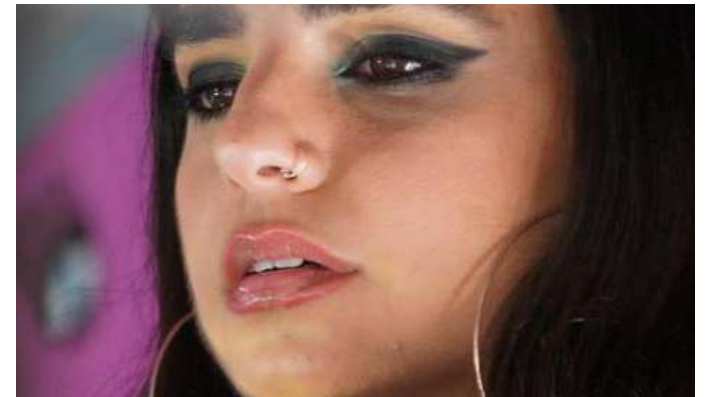
[CLICK HERE TO WATCH THE VIDEO](#)

SERVICES // ANIMATION / VIDEO EDITING

VIDEO PRODUCTION

PHOTOGRAPHY

Photos from multiple projects tackling different themes and subjects.



GIZ LEBANON / PHOTOGRAPHY

BRANDIT was commissioned to perform a full day photoshoot in Zgharta, Koura and Wahat Al Farah under the program Cash For Work measures in Lebanon(C4WL) which supports disadvantaged peripheral neighborhoods.



AUB / ISSAM FARES INSTITUTE

We were commissioned by AUB/Issam Fares Institute and NRGi to produce a documentary to shed light on people-led initiatives that are driving the energy transition to adapt to the electricity crisis in Lebanon. The documentary describes the disastrous state of the electricity sector in the country, showcase how citizens have begun to explore solar solutions to the energy crisis and highlight the obstacles that still lie in their path.



[CLICK HERE TO WATCH THE VIDEO](#)

SERVICES // VIDEOGRAPHY / VIDEO PRODUCTION / PLANNING / EDITING

AUB / MSFEA UNDERGRAD

We were commissioned by AUB to produce a short video for MSFEA. MSFEA offers plenty of opportunities for students to get involved and make a real impact in the world. From access to advanced machinery and tools like 3D printing to successful careers at big companies like NASA and Google.



[CLICK HERE TO WATCH THE VIDEO](#)

SERVICES // VIDEOGRAPHY / VIDEO PRODUCTION / PLANNING / EDITING

NORWEGIAN REFUGEE COUNCIL

Each year, the Norwegian Refugee Council publishes a list of the ten most neglected and forgotten displacement crises in the world. We decided to highlight the footages and information gathered by NRC in the form of news media that would interest politicians, donors and stakeholders. Therefore presenting the gathered data and footages as newspaper headlines, articles and images. We gave the newspaper the main headline the "The Missing News" that would further emphasize on the neglect by the media and the lack of news coverage around the displacement crises.



[CLICK HERE TO WATCH THE VIDEO](#)

SERVICES // STORYBOARD / EDITING / ANIMATION

SEARCH FOR COMMON GROUND

Search implemented a 'One Act' social media campaign which aimed to highlight the amazing contributions from people living in Lebanon to their communities.

To enhance and recognise the incredible acts of community heroes, influencers and promote peace between communities through the 7 day 'Virtual Festival'.

BRANDIT was selected to produce 9 videos featuring 5 local influencers doing a fun activity underlined by messages of peace and unity across different groups and 4 champions showcasing their peace building initiatives for their communities.



VIDEO 1 / CHAMPION

[CLICK HERE TO WATCH THE VIDEOS](#)

SERVICES // STORYBOARD / SCRIPT / SYNOPSIS / FILMING & EDITING

SEARCH FOR COMMON GROUND



VIDEO 2 / CHAMPION

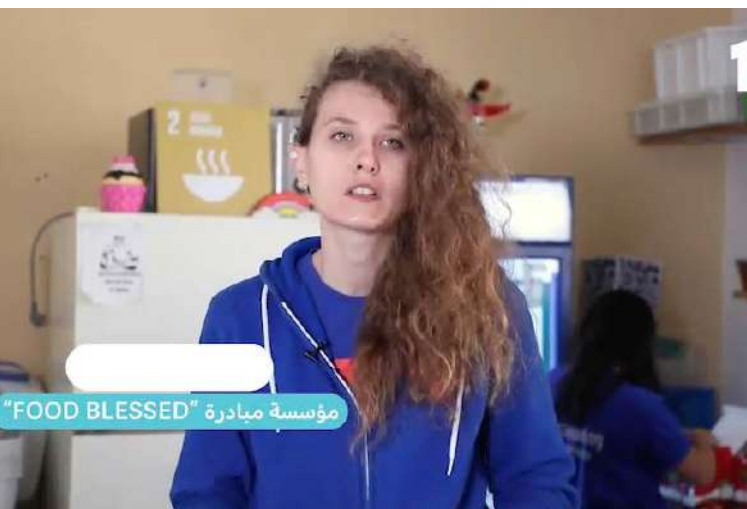
[CLICK HERE TO WATCH THE VIDEOS](#)



VIDEO 3 / INFLUENCER

SEARCH FOR COMMON GROUND

CLICK HERE TO WATCH THE VIDEOS



VIDEO 4 / INFLUENCER

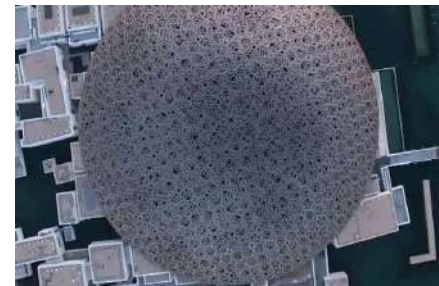
SEARCH FOR COMMON GROUND

[CLICK HERE TO WATCH THE VIDEOS](#)

NAT GEO ABU DHABI

We had the privilege to pitch a creative idea for the promo video of the program The Emirates From Above. Our idea was chosen and produced. This concept is inspired by something that is integral to the UAE's origins and culture. Sand – it defines the heritage of the UAE. We commission a popular sand artist to create an artistic formation of the letters THE EMIRATES FROM ABOVE on the sands of a large beach in the UAE.

The whole spectacle of the sand artist in action is captured gradually rising from the ground level to an aerial perspective.



[CLICK HERE TO WATCH THE VIDEO](#)

SERVICES // CONCEPT / STORYBOARD / SCRIPT WRITING

OXFAM

With the support of the European Union (EU), Oxfam and MADA implemented a two-year project entitled “YOUTH CAN: promoting youth economic empowerment in Lebanon”. The project aims to promote sustainable development, specifically in promoting youth economic empowerment in Northern Lebanon, thus strengthening a conducive youth business ecosystem. In doing so, the action will facilitate youth access to the labor market, and more broadly promote youth economic participation in Lebanon. OXFAM chose BRANDIT to produce a video that features 2 businesses with the aim of highlighting the businesses’ and the impact of Youth Can. The shoot took place in Akkar area.



[CLICK HERE TO WATCH THE VIDEO](#)

SERVICES // VIDEOGRAPHY / VIDEO PRODUCTION / PLANNING / EDITING

ACTED / BEIRUT

In order to raise awareness about the stigma and discrimination #trans #women experience in Lebanon, ACTED interviewed 7 Trans women to shed the light on the massive challenges they face, particularly when it comes to seeking employment.

BRANDIT was chosen to design the studio setting/mood, produce and edit the video.

This project was implemented in partnership with SIDC Lebanon and funded by EU Lebanon.

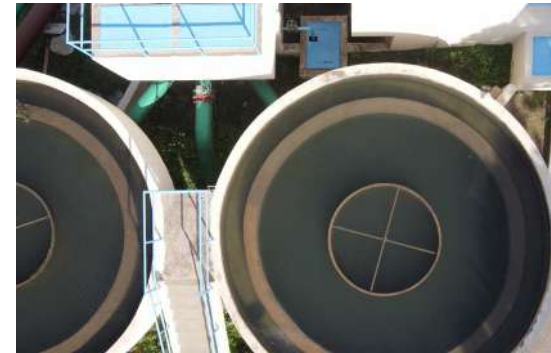


[CLICK HERE TO WATCH THE VIDEO](#)

SERVICES // VIDEOGRAPHY / VIDEO PRODUCTION / PLANNING / POST-PRODUCTION / EDITING

TANKAMEL SAWA

5 days of shooting to produce a video documenting the interventions of the organization over the past years under WASH program.



[CLICK HERE TO WATCH THE VIDEO](#)

SERVICES // VIDEOGRAPHY / VIDEO PRODUCTION / PLANNING / EDITING

TERRE LIBAN / BEIRUT

The video show cases the food waste composting program in Brih village. Supported by the municipality and Terre Liban, the composting program has been going on for many months - residents are happy to take part in the program.

BRANDIT was responsible to develop a storyboard, plan the shooting and delivering a high-quality video that shows the composting process.



[CLICK HERE TO WATCH THE VIDEO](#)

SERVICES // VIDEOGRAPHY / VIDEO PRODUCTION / PLANNING / EDITING

LEBANESE RED CROSS / DRR TRAINING VIDEO

BRANDIT produced a video that showcases the Disaster Risk Reduction (DRR) interventions which will be used for their staff trainings.

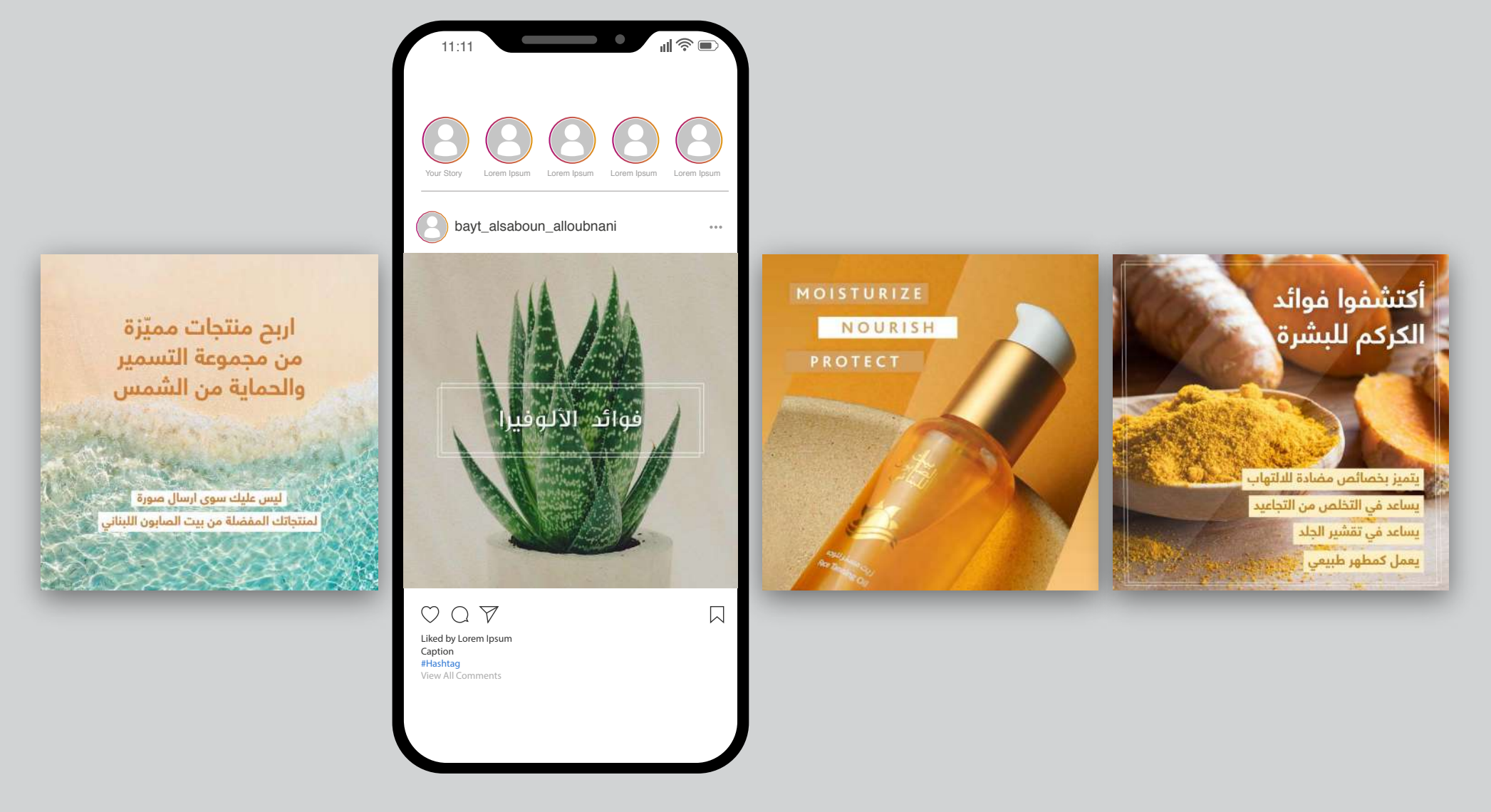


[CLICK HERE TO WATCH THE VIDEO](#)
SERVICES // VIDEO PRODUCTION

SOCIAL MEDIA

BAYT AL SABOUN ALLOUBNANI








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OUR VISION IS TO ACT AS
CITIZENS WHO RESPECT
THE ENVIRONMENT TO
ENSURE THAT WE LIVE
SUSTAINABLY IN A
PEACEFUL WORLD.

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CESNA-LB

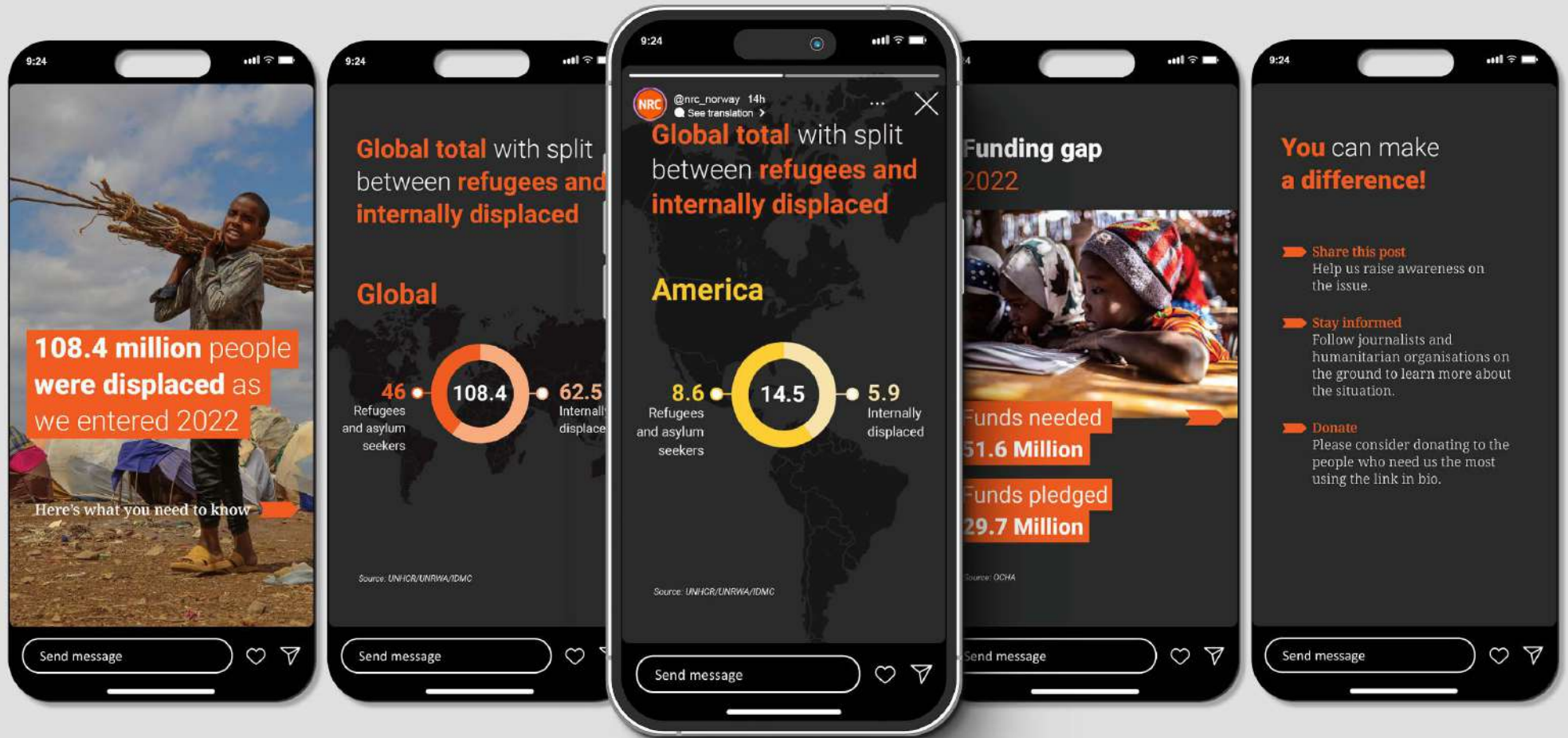
For the occasion of Biodiversity day, held on Sunday, May 22, Terre Liban and through the CESNA-LB project, invites you to take part of this very meaningful day by highlighting on the most important biodiverse places in Lebanon. Your participation, will allow us to better identify and conserve our beloved Lebanese nature. Thus, Terre Liban encourage you to

- 1 Enjoy a day out in the nature
- 2 Take pictures
- 3 Share with us your feedback/comments and taken pictures through the link shared below

Together we will protect the sensitive environmental areas in Lebanon.

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NORWEGIAN REFUGEE COUNCIL

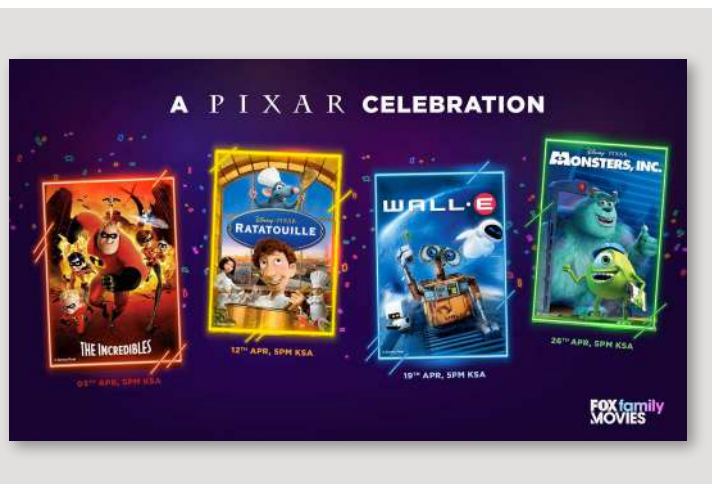




THE WALT DISNEY COMPANY / MIDDLE EAST - DUBAI

The Walt Disney Company has been at the forefront of family entertainment in Europe, Middle East and Africa (EMEA) for over 80 years. It is focused on creating exceptional entertainment experiences.

BRANDIT was commissioned by The Walt Disney Company, Middle East office to create a Video Sizzles for their presentation to OSN TV network. The selection of the music, movies, and series was done by BRANDIT prior working on sizzle.



[CLICK HERE TO WATCH THE TRAILERS](#)

SERVICES // ANIMATION / VIDEO EDITING / KEY VISUAL CREATION

NAT GEO ABU DHABI (Managed by Disney Middle East)

The Walt Disney Company Middle East manages these channels as part of the group. They set all the marketing plans and strategies to promote these channels.

BRANDIT has been working for NGAD in developing all their campaign visuals, creative copywriting for stories, quizzes, on-air questions, and designing all their digital marketing visuals.



SERVICES // DIGITAL MARKETING / SM POST DESIGN / CREATIVE COPYWRITING

NAT GEO ABU DHABI (Managed by Disney Middle East)



SERVICES // DIGITAL MARKETING / SM POST DESIGN / CREATIVE COPYWRITING

NAT GEO ABU DHABI (Managed by Disney Middle East)

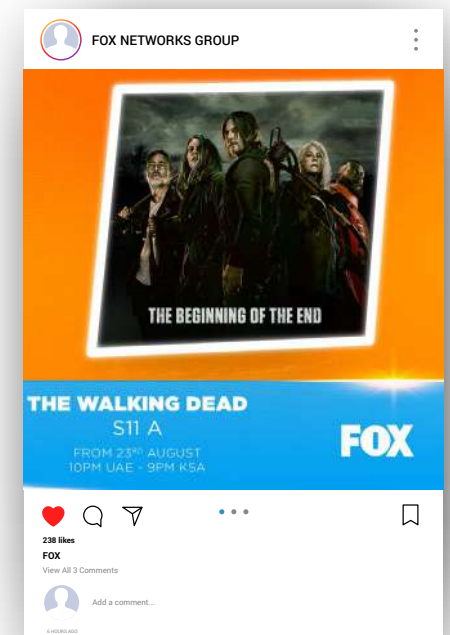


SERVICES // KEY VISUAL CREATION

FOX NETWORKS GROUP (Managed by Disney Middle East)

The Walt Disney Company Middle East manages these channels as part of the group. They set all the marketing plans and strategies to promote these channels.

BRANDIT has been working for FOX developing all their campaign visuals, creative copywriting for stories, quizzes, on-air questions, and designing all their digital marketing visuals.



SERVICES // KEY VISUAL CREATION / DIGITAL MARKETING / SM POST DESIGN / CREATIVE COPYWRITING

FOX NETWORK GROUP (Managed by Disney Middle East)



SERVICES // KEY VISUAL CREATION / DIGITAL MARKETING / SM POST DESIGN / CREATIVE COPYWRITING

VINCENTI GROUP / BEIRUT

Vincenti Group has developed over the years into one of the largest distributors of food, alcoholic beverages and consumer goods in Lebanon. Their portfolio currently includes many well-known brands such as Barilla, Lesieur, Maxim's, Jim Beam Bourbon, Poliakov Vodka and Chopin Vodka.

Furthermore, Vincenti group organizes customized brand events ranging from concerts featuring international artists, music festivals and launching events.

In 2010, Vincenti partnered with BRANDIT to enhance these unique clubbing experiences through visual communications. Thus, we are proud to be behind the posters, billboards, animations and TV commercials of many of the international events presented by Poliakov Vodka such as London Grammar, Akon, James Zabiela, Brit Floyd, and Avicii.



SERVICES // POSTER VISUALS / TICKETS / WEB BANNERS / ANIMATIONS / BILLBOARDS / TVC

STAND DESIGN & EVENT BRANDING

EGO PHARMACEUTICALS / DUBAI

Ego Pharmaceuticals, headquarters in Australia, is leading company in developing, manufacturing and marketing of innovative skincare products. It produces a comprehensive skin and health care range of products created to provide the best skin therapies for customers around the world.

BRANDIT was awarded by Ego to design and produce the Ego stand for several medical exhibitions and congresses in UAE and Gulf countries. The stand was designed to reflect innovation and purity. Furthermore, the flexibility in the design makes the adaptation to different formats easy without jeopardising the core concept.



exhibition stand 5x4m



9x4m



3x4m



fabrication

ACTED / BEIRUT

ACTED is an international NGO with a mission to support vulnerable populations throughout the world.

BRANDiT partnered with ACTED in their campaign to support the Lebanese honey cooperatives and spread awareness to save the bees. Our agency designed and produced the honey tasting booth at LUSH stores, in addition to the labels and collaterals for all the participating cooperatives.

The project was funded by the European Union and was implemented by following environmental friendly guidelines.



SERVICES // BOOTH CONCEPT DESIGN / PRODUCTION & INSTALLATION / LABELS / MARKETING COLLATERALS



LE ROYAL HOTELS & RESORTS / BEIRUT - JORDAN - LUXEMBOURG

Le Royal Hotels and Resorts is one of the most prestigious five star world-class Hotels in Lebanon, with more than 231 modern guest rooms and suites designed to provide a unique experience to its visitors.

To reflect the luxurious image, Le Royal Hotels and Resorts chose to partner with BRANDIT to develop their identity and exhibition stand.



SERVICES // IDENTITY / COLLATERALS / AMENITIES / SPA BRANDING / EXHIBITION STAND / PACKAGING

FORTE EVENTS & MEETINGS / UAE

Forte Tourism, founded in 2001, is specialized in organizing meetings and congresses by building safe and secure travel programs with successful data management for top pharmaceutical companies.

Forte with Pfizer organized a Masterclass AfME conference that took place at the Intercontinental Abu Dhabi in United Arab Emirates. Brandit was in charge of the full venue branding in addition to production and installation. A customized stage with backdrop, photobooth, registration desk, branded panels and centerpieces were designed and produced in line with the identity of the event.



stage design



backdrop



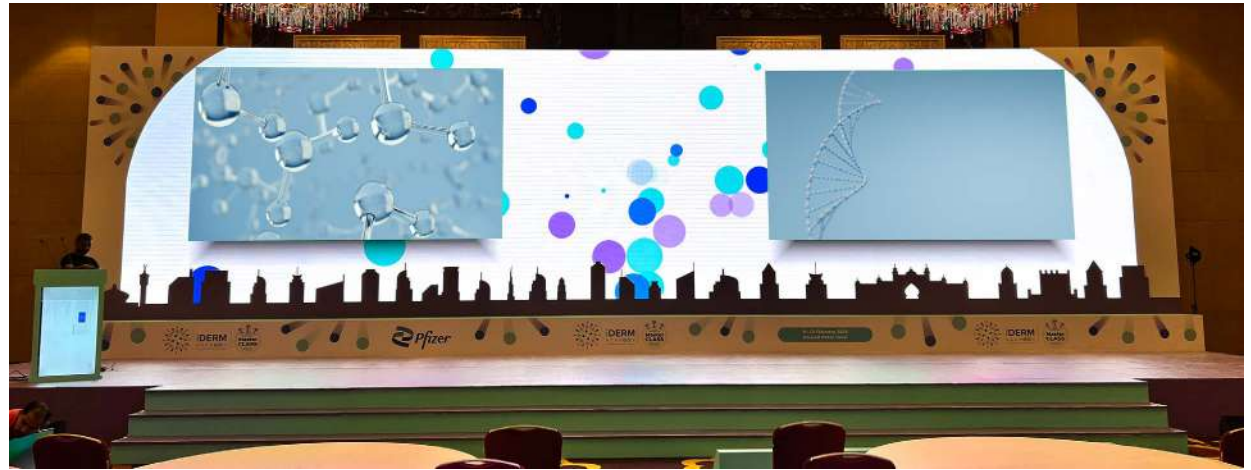
registration desk



center piece

IDERM / DUBAI

BRANDIT was commissioned by Forte Tourism in Dubai to design, produce and supervise the installation of the venue branding which included; Photobooth, Entrance Bridge, Wall Covers, Arches, Stage and table stand.



VALEANT GROUP & MEDPHARMA / DUBAI

MEDPHARMA, a member of VALEANT Group, is the 2nd founded Emirati and 7th founded GCC based pharmaceutical manufacturer.

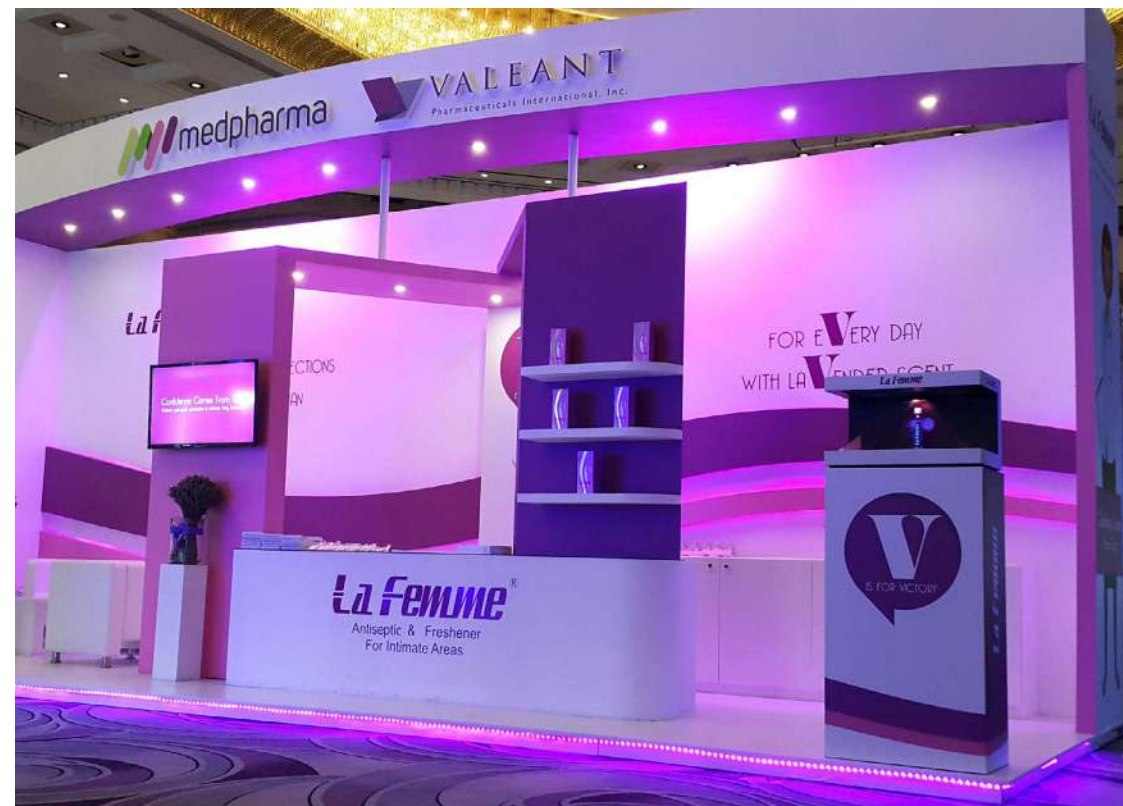
BRANDiT was chosen by MEDPHARMA to design its stand in the 20th International Annual Congress of The Lebanese Society of Obstetrics & Gynecology (LSOG) in Beirut for the launch of their new product, La Femme.

A custom made stand was designed and developed inspired from the product package. In addition, an animated 3D hologram and marketing collaterals were designed inline with the stand.



SERVICES // STAND CONCEPT / DESIGN / PRODUCTION & INSTALLATION

VALEANT GROUP & MEDPHARMA / DUBAI



USMEF - US BEEF / BEIRUT & JORDAN

The U.S. Meat Export Federation (USMEF) is a nonprofit trade association working to create new opportunities and develop existing international markets for the U.S. red meat industry. Headquartered in Denver, USMEF has an extensive presence in the vital markets of the Middle East region.

BRANDiT is glad to partner with USMEF to design, produce and supervise the branding of its activities in Lebanon and Jordan including the main visuals, exhibition and promotional stands, marketing collaterals and giveaways items.



SERVICES // STAND CONCEPT / EVENT BRANDING / GIVEAWAY MATERIALS

USMEF - US BEEF / BEIRUT & JORDAN



THANK YOU
FOR YOUR TIME!

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