

**vit-**ⓔ branding + digital

AGENCY CREDENTIALS

# WHO

a design boutique agency specialized in user-centric branding and interactive design, since 2000

a team of designers, thinkers, strategists, and doers.

offering tailor-made creative solutions addressing an array of business challenges

servicing multinationals, institutions, corporates as well as scale-ups

expertise in branding, interactive and experiential design

reached 27<sup>+</sup> countries to date

# WHO

vit-e is a Beirut based branding and digital agency founded in 2000 by Nathalie Fallaha. We are a team of multi-talented individuals with the expertise to build brands through the power of visual communication and design thinking.

We are driven by creating, elevating, and reinvigorating brands through visual communication.

vit-e (branding & digital) creates, elevates, and reinvigorates ambitious brands, institutions and corporates through the power of visual communication. Setting a collaborative framework with our clients, we infuse perspective and context into each of our individual undertaking. We cater to multinationals as well as start-ups, offering tailor-made offline + online solutions & tools to fulfil multiple business challenges and succeed. Since 2000, from the heart of Beirut Lebanon, and Athens since 2020, we have reached 27 countries around the globe, and counting.

Our vision is to keep on making every stakeholder (within and around us) **proud** by ensuring design solutions that not only work, but are the right one for each commission.

# VALUES

## DELIGHT

We believe in the power of delight: delighting our clients by the work we consistently deliver, delighting the team by making sure they are fully committed to create outstanding work.

## EXPERIMENT

We believe that embracing new ways of doing things is essential to keeping us challenged. We take it on ourselves to try new approaches, explore new routes while keeping a focus on quality.

## LEARN

We believe that to keep growing, one needs to keep on learning.

## COLLABORATE

We believe in the power of collaboration; talent abounds around us, and we try to leverage on that.

# WHO

## KEY PEOPLE WITHIN THE TEAM

### **Nathalie Fallaha** Founder, Design Principal

Nathalie is the founder and catalyst behind vit-e, a branding & digital agency. A design-preneur at heart, she has been practicing design for more than two decades. From 2000-2009, she taught and shared her passion with students at the Lebanese American University, while keeping the buzz going at the agency. The British Council awarded her the Lebanese Design Entrepreneur of the Year in 2008. She is a founding and board member of the Beirut Creative Cluster. Her work has been published in several international books, magazines, and publications.

Nathalie is a frequent guest speaker in several universities and design conferences across the world. Her work has been exhibited in Holland, Malaysia, France, the United Kingdom and Lebanon. She holds a BGD in graphic design from the American University of Beirut and a Masters in Communication Design from Central Saint Martins, UK.

### **Georges Torbey** Senior Graphic Designer

### **Rima Hammoud** UxUi Designer

# HOW

We like to work collaboratively with our clients, taking the time to understand their business objectives, characteristics and challenges, and pushing them to stand out in the crowd.

**We create visual communication that not only works, but is the right one for each client.**

Our approach is user-centric and our strategic solutions address the client's needs, not only his wants. We are professional friends with a keen sense of attention to detail and an engaging relationship with our clients.

# HOW

WALKING HAND-IN-HAND THROUGH AN ITERATIVE PROCESS

We keep the branding process simple and collaborative. Building on a business strategy, we develop it into a brand strategy and translate into a design and communication solution.

Each step of our process is precisely planned and communicated by our project team. We work with our clients to create transparent communication channels, establishing realistic expectations for deliverables. Simply put, we will take you from where you are to where you need to be.



# HOW

## WALKING HAND-IN-HAND THROUGH AN ITERATIVE PROCESS

### DISCOVER

Understanding business objectives and challenges

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Market Research: studying and analysing competitive environments

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Questioning and exploring

### DEFINE

User/customer experience analysis: understanding current user experiences in all brand touch points and identifying points of friction

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Strategy and vision: developing a strategic plan with a clear vision and goal in mind

### DESIGN

Design iterations: exploring design options that best cater to the desired vision and goal

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Implementation: implementing the design solutions on targeted touch points

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Deployment: bringing the proposed solution into effective action

### DELIVER

Final testing, approval and launch

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Evaluation and feedback loops

# WHAT

## BRAND STRATEGY

- Competitor Analysis
- Stakeholder Analysis
- Brand Promise
- Brand Vision
- Brand Personality
- Brand Values
- Naming
- Storytelling

## BRANDING &

- Brand & Corporate Identity
- Ambient, Signage and Way finding
- Packaging Design
- Promotional Branding
- Editorial Design
- Brand Guidelines

## INTERACTIVE & DIGITAL

- Website UX/UI
- Webapps UX/UI
- Mobile Application UX/UI

## COMMUNICATION STRATEGY

- Tactical Outreach Solutions
- Building Brand Equity
- Raising Awareness and Involving the Audience

# INDUSTRIES WE CATER TO

ARTS & CULTURE

EDUCATION

F&B INDUSTRY

SERVICE PROVIDERS

MEDICAL

REAL ESTATE

INSTITUTIONS

LEISURE & ENTERTAINMENT

LUXURY & RETAIL

BANKS

FINANCIAL INSTITUTIONS

FASHION & BEAUTY

NON-GOVERNMENTAL INSTITUTIONS

TECHNOLOGY

GATED COMMUNITIES

CONSULTING FIRMS

FMCG BRANDS

INSURETECH

SOME OF THE BRANDS WE HAVE BROUGHT 'HOME'



SOME OF THE BRANDS WE HAVE BROUGHT 'HOME'



SOME OF THE BRANDS WE HAVE BROUGHT 'HOME'

ليزا

L'ATELIER  
NAWBAR  
Fine Jewelry

METROPOLIS

MILLIMETER

MERIT CORPORATION

MERIT REAL ESTATE

Molly's  
Flair

MMK  
CAPITAL

MVSANTÉ

MVSANTÉ  
Chirurgie  
Ambulatoire

MVSANTÉ  
VISION

Haute Chirurgie  
by MVSANTÉ

PHOENIX INTERNATIONAL SCHOOL

practical host

PranalytiX

رصد  
Rasd

SABEK  
General Trading

H&S  
Hadary & Sabek Trading co

مؤسسة  
الشاشة  
BEIRUT  
في بيروت

skopelos  
VENTURES

SOME OF THE BRANDS WE HAVE BROUGHT 'HOME'



2965 BCHAMOUN  
 365 RESTAURANT  
 3X DIAMONDS  
 A. MANASSEH  
 ABC  
 ACACIA  
 ACADEMICA  
 ACTUSCOPE  
 ADEN  
 AFM  
 AGAVE  
 AGENDA CULTUREL  
 AHLI BANK  
 AHLOUNA  
 AIC  
 AILES  
 AJAD HOLDING  
 AJYALOUNA  
 AL FIESTA  
 AL HIJAZ  
 AL KHATEEB  
 AL HOMAIDHI  
 ALEPHYA  
 AL FANAR  
 ALMAZ COMMUNICATION  
 ALNA PINK  
 ALPHATECH  
 ALUMNI CENTRAL  
 ALZHEIMER ASSOCIATION

AMEEN  
 AMERICAN FURNITURE GALLERIES  
 AMERICAN PROPERTIES  
 AMPERSAND  
 ANIMALS LEBANON  
 APSTRATA  
 ARAB FILM INSTITUTE  
 ARCADIA  
 ARED FUND  
 ARMADA DISTRIBUTION  
 ART LOUNGE  
 ARTOJA  
 ART21  
 ARTHEUM  
 ARTYR  
 AUDI BANK  
 AUDI KSA  
 AUTOMALL  
 AVIS  
 AXIS MENA  
 AYA VOYAGE  
 AZADEA  
 AZIA WA OUTOUR  
 B+F BURGER BOUTIQUE  
 B+F OPEN FLAME KITCHEN  
 BAALBECK FESTIVAL  
 BANK OF BEIRUT  
 BARDO  
 BASIL SODA  
 BASE 3 STUDIO  
 BASSOUL HNEINE

BASSAM FATTOUH  
 BANQUE DE CREDIT NATIONAL  
 BEEBOX  
 BEIRUT ART CENTER  
 BEIRUT ART FILM FESTIVAL  
 BEIRUT BOUTIQUE BUREAU  
 BEIRUT PHOTO FAIR  
 BEIRUT EYE & ENT SPECIALIST HOSPITAL (BESH)  
 BESANCON SCHOOL  
 BEL (PICON)  
 BITAR TRAVEL  
 BOURJ AL HAMAM KSA  
 BUTEC PROPERTY MANAGEMENT  
 BRANDI PIZZERIA  
 BRIGHTSIDE  
 BUNGALOW  
 BUNZ  
 BURGUNDY RESTAURANT  
 BURGER BOX  
 C2C  
 CABINET ABILLAMA  
 CADRANS  
 CAFFÉ DEL CENTRO  
 CALYPSO MARINE  
 CAPADEV  
 CAPITAL B  
 CAPITAL INVESTMENTS  
 CAPITAL LAW PRACTICE  
 CAPITAL MARKETS AUTHORITY  
 CASH UNITED  
 CHATEAU BIAC

CINEMA BEIRUT  
 COACH INC  
 CONNEKTIS  
 COOK & EAT  
 COPYWORX  
 CORE CONSULTING  
 CORNERSTONE  
 COSV  
 CPF  
 CREAL  
 CREATIVE COLLECTIVE  
 CROIX ROUGE  
 CRYSTAL GROUP  
 CUBE  
 DAHLIA 906  
 DALFA  
 DANILO FEDRIGHI  
 DB STUDIOS  
 DE PRAGUE  
 DEIR QOUBEL GREENS  
 DELANEY'S & CO  
 DELTA CAP  
 DEM (DEMERJIAN)  
 DEM CAPITAL  
 DERMAPRO  
 DINNER IN THE SKY  
 DOMINIQUE FAYAD  
 DOMINO'S PIZZA  
 DT - SO - DOWNTOWN  
 DUBBLE  
 DYNAGRAPH



EAT N GO  
 EAUX DU LIBAN NORD  
 ENERGY ENGINEERING SERVICES  
 EFG HERMES  
 ECHOART  
 EKO VILLAGE  
 EMME  
 EMOTIONS  
 ENCO STEEL  
 ENCOGROUP  
 ENDEAVOR LEBANON  
 ENERGY SOLUTIONS  
 EKO VILLAGE  
 ESSMAK  
 EXCELLA  
 EXEED  
 EXTREME PAINTBALL  
 FAQRA CLUB  
 FASHION REPUBLIK  
 FCEP  
 FEMININ PLURIEL  
 FES  
 FEDCO  
 FINTAS  
 FLAMANT ROSE  
 FLS  
 FOOD GALLERY  
 FOREMARKE  
 FRED  
 FUZZY N CO

G SPA  
 GALADIS  
 GEMS  
 GENERICS  
 GEORGE MOHASSEB  
 GFIC  
 GIFT INTERNATIONAL  
 GINZA  
 GLOBAL INVESTMENT PARTNERS  
 GMS CAPITAL PARTNERS  
 GOOGLE (IGOOGL)E)  
 GRAIN DE LUNE  
 GREEN ENTERPRISE  
 GREEN PRO INVEST  
 GSPA  
 HADARY & SABEK TRADING  
 HAGGAR HOLDING  
 HAIFA WEHBE  
 HALBROS  
 HODA ET CHOCOLAT  
 HOLDAL  
 HUMPTY DUMPTY  
 IDEAS ACCELERATE GROWTH.  
 IMAG-IN  
 IMPERA CAPITAL  
 INGENCIA  
 INNOCENT MINDS  
 INSURANCE COMMISSION  
 INTERBIO  
 INTRAMURO  
 ISOC INTERNET SOCIETY

JAZZ GARDENS  
 JIG HOLDING  
 JLA INTERNATIONAL ENG.  
 JOANNA'S TABLE  
 JOJOBA  
 K1 HOLDING  
 KANTARI RESIDENCE  
 KAVITA BEHL  
 KDT  
 KEY NURSERY  
 KIRONTECH  
 KITCHEN LAB  
 KITSCH  
 KNOWARE  
 KSA EMBASSY  
 KURBAN TRAVEL  
 LA QUALIA (ARCHITECTURE)  
 L'ATELIER NAWBAR  
 LA TUNISIE AU LIBAN  
 LASERFILMS  
 LAU  
 LCECP  
 LE COFFEE HOUSE  
 LE GARAGE  
 LE MALL  
 LE NORVEGIEN  
 LE POTAGER BIO  
 LE ROYAL GOURMET  
 LEBANESE GERMAN CENTER  
 LEBANON TOURISM MONITOR  
 LEEBOSOFT

LES ARCADES  
 LEVANTANIA  
 LINEA GEORGIO  
 LIZA BEIRUT  
 LIZA PARIS  
 LLWB  
 MAKASSED FOUNDATION  
 MANARA GARDENS  
 MASSAYA & CO.  
 MAY JALLAD FOUNDATION  
 MECENAT CULTUREL  
 MEIT  
 MERIT HOLDING (CMA)  
 MERLUN GROUP  
 METROPOLIS  
 MEZZA HOUSE  
 MF HOLDING  
 MILLIMETER  
 MINISTRY OF ECONOMY  
 MINISTRY OF FINANCE  
 MINISTRY OF TOURISM  
 MINS CONSULTING  
 MOLLY'S FLAIR  
 MONZA HOLDING  
 MOZZARELLA  
 MMK CAPITAL  
 MV SANTE  
 NADA LE CAVELIER  
 NADA TALHAME

NE A BEYROUTH  
 NOURBEL & LE CAVELIER  
 NUMELAB  
 NUTSHELL HOSPITALITY  
 OBEGI BETTER HOME  
 OBEGI GROUP  
 OMNINURI  
 OR SERIE  
 ORIENT MEETS OCCIDENT  
 OUMSIYAT ZAHLE  
 PHOENICIA HOLDING  
 PHOENIX INTERNATIONAL SCHOOL  
 PLAYMED  
 PRACTICAL HOST / AMAKEN / ZAMEN  
 PRANALYTIX  
 PRINTPACK  
 PROMO LIBAN  
 QUALCO  
 QUEEN RANIA OF JORDAN  
 RASD  
 RED BOX GRAPHICS  
 REFERENCE AUDIO  
 REPTON ABU DHABI  
 REPTON DUBAI  
 REPUBLIC OF LEBANON (PRIME MINISTER OFFICE)  
 RHUH  
 REGION ILE DE FRANCE  
 ROUBRUN  
 ROYAL GOURMET  
 RS HOLZER & PARTNER

S SIGNATURE  
 SABA CONSULTANTS  
 SABEK TRADING  
 SABENA GOUP  
 SAUDI INVESTMENT BANK (SAIB)  
 SAEED GROUP  
 SAUDI AVIATION CLUB  
 SCC  
 SEARCH PATH ARABIA  
 SGET  
 SGS  
 SHANSHAL CHOCOLATE  
 SCREEN INSTITUTE BEIRUT  
 SKOPELOS VENTURES  
 SLOANE HOUSE  
 SLYFIELD  
 SMOGALLERY  
 SPECIALICA  
 SPICY JUNE  
 SQUADRA  
 STARCO PHARMACY  
 STREACH  
 SUN FACILITIES MANAGEMENT  
 SUMMERLAND  
 SZ ATELIER  
 T3 SERVICES  
 TABBAH  
 TANDEM TUBES  
 TANDRESS  
 THE ARTISAN

THE FOOD LAB  
 THE FOOD SOCIETY  
 TEAL  
 TELEFERIQUE  
 THE SKIN CLINIC  
 THIERRY'S FRIENDS  
 TOKEH BEACH  
 TONINO LAMBORGHINI CAFE  
 TOUJOURI FASHION  
 TOWN PARK  
 TURNKEY SYSTEMS  
 UCE  
 ULYSSES CONSULTING  
 UM SHERIF  
 UNDP - EDL  
 UNDP - LCECP  
 UNDP - MED WET COAST  
 URBAN COOKIE COUNTER  
 URJUAN  
 VERTEX  
 VINTAGE LOVE  
 VIS.SIA ARCHITECTURE  
 WALIMAT WARDE  
 WELL B  
 WHIBA HOLDING  
 WIDRISS HOLDING  
 WINDROSE ACADEMY  
 WOOD&  
 ZOE & LILA  
 ZAMEN