

www.farben.me



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The Agency Portfolio



We perfectly speak the **CREATIVITY** language

Introduction

Farben is an advertising agency with the addition of a proven creative team. For more than 10 years we have produced effective and relevant solutions that let our clients engage with their targeted audiences and generating tangible results.

We always try to place a great emphasis on building coherent and strong working relationships and we have been working with many of our clients since our inception. Projects range from creating new brands and campaign launches, marketing communications projects, POS material design and Creative packaging design.

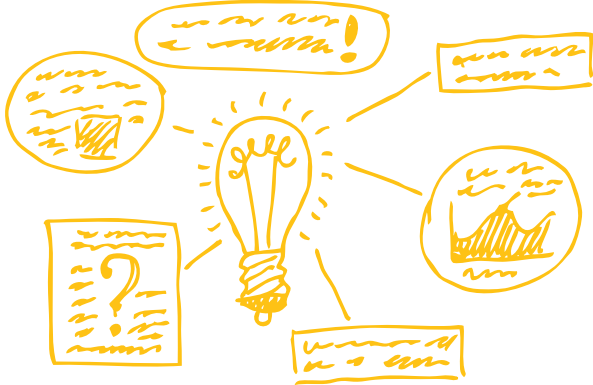
We understand the power of the strong creative idea.

Ahmed W. Elagamawy
CEO & Founder



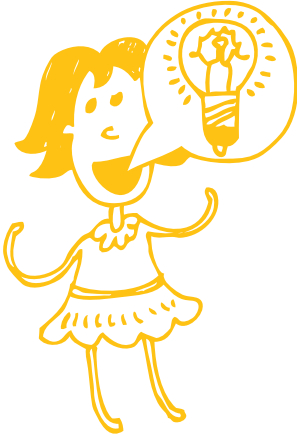
Our Vision

We are a creatively driven team who are passionate about new ideas and how these can be developed to drive more business for our clients. We love what we do and take the time to listen and understand your objectives before delivering our recommendations in plain creative language. It's through our down to earth approach that our clients come to see us as 'part of the team'.



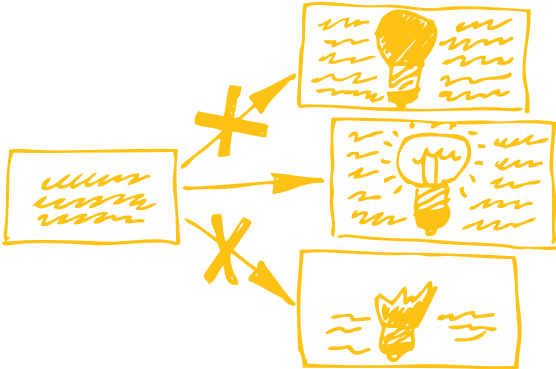
Our Mission

Our experienced team are ready to Design, research, plan, cost, develop and launch. Driven to get the best results for our clients.



Our Value

Creating visual experiences across the full spectrum of marketing collateral for all businesses large or small.



ADVERTISING, ANNUAL REPORTS, BANNERS, BOOK DESIGN, BRANDING, BROCHURES, BUSINESS CARDS, CATALOGUES, COPYWRITING, CORPORATE IDENTITY AND GUIDELINES, DISPLAY GRAPHICS, EBOOK DESIGN, EDITING, EMAIL MARKETING, EVENT BRANDING, EXHIBITIONS, FLASH GRAPHICS AND ANIMATION, FLYERS, FOLDERS, ILLUSTRATION, LOGOS AND ICONS, MAGAZINES, MENUS, MULTIMEDIA, MURALS, NAME GENERATION, NEWSLETTERS, PACKAGING, PHOTOGRAPHY, PHOTO MANIPULATION, PHOTOMONTAGE, POINT-OF-SALE, POSTERS, PRINT HANDLING, PROMOTIONS, PUBLICITY, RETOUCHING, SEARCH ENGINE OPTIMISATION, SIGNAGE, STATIONERY, TYPOGRAPHY, VEHICLE GRAPHICS, WEBSITE DEVELOPMENT.

SERVICES

ADVERTISING, ANNUAL REPORTS, BANNERS, BOOK DESIGN, BRANDING, BROCHURES, BUSINESS CARDS, CATALOGUES, COPY WRITING, CORPORATE IDENTITY AND GUIDELINES, DISPLAY GRAPHICS, EBOOK DESIGN, EDITING, EMAIL MARKETING, EVENT BRANDING, EXHIBITIONS, FLASH GRAPHICS AND ANIMATION, FLYERS, FOLDERS, ILLUSTRATION, LOGOS AND ICONS, MAGAZINES, MENUS, MULTIMEDIA, MURALS, NAME GENERATION, NEWSLETTERS, PACKAGING, PHOTOGRAPHY, PHOTO MANIPULATION, PHOTOMONTAGE, POINT-OF-SALE, POSTERS, PRINT HANDLING, PROMOTIONS, PUBLICITY, RETOUCHING, SEARCH ENGINE OPTIMISATION, SIGNAGE, STATIONERY, TYPOGRAPHY, VEHICLE GRAPHICS, WEBSITE DEVELOPMENT.

Branding

Your brand matters.

It's more than just a logo, it's your reception.

It will position your company.

It is what you want your customers to instantly recognise.

Everything you do will be affected by it.

Printing

We work hard to reduce your print and logistics costs and ensure an efficient, flexible and robust print procurement process.

Our print managers have the knowledge and ability to deliver consistent value and quality..

Graphic Design

Great graphic design is about really listening in order to fully understand your business and objectives. Through this understanding we can offer solutions that work and also use our creative thinking to convey your message in a way that really connects with your target audience..

Event Management & Exhibitions

Effective team building, Corporate entertainment, Staff training and development , Conference & Exhibitions and booth production.

Web Design

We will ensure that your site not only looks great, but is also easy to navigate, representative of your brand and optimised correctly to generate the most from your web traffic.

Careful planning goes into every website we build to ensure it is functional, engaging to your user and fulfils the needs of your business. Once built we can host your website and help you develop an online marketing strategy that gets the right people to your site.

THE PARTNERS OF SUCCESS

THE PARTNERS OF SUCCESS

■ COOKDOOR



■ Glaxo Smith Kline



■ Egyptair



■ ICFI



■ Reckitt Benckiser



■ Maritim Jolie Ville



■ Chloride



■ Creative Closets



■ SONESTA HOTEL



THE PARTNERS OF SUCCESS

■ Food Lover



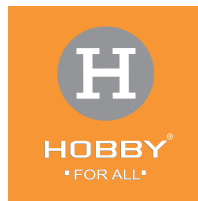
■ Eden



■ Sky Plaza



■ Hobby



■ Dice



■ Vanilla



■ Seven Grains



■ Gahez



■ Itida



THE PARTNERS OF SUCCESS

■ Chilis



■ Sabangali



■ Alain Le Notre



■ Speaking Flower



■ Engards Group



■ Coco Dada



■ Koueider



■ Cabreet



■ White Point

White Point

THE PARTNERS OF SUCCESS

■ GSF

The logo for GSF, featuring the lowercase letters 'gsf' in a stylized, cursive font.

■ Wellcare

The logo for Wellcare, featuring the word 'Wellcare' in a sans-serif font with a small green heart icon to the right.

■ Fauchon



■ Terra



■ Al-Sabahi



■ Ever Green



■ Smiley's Grill



■ MLI

The logo for MLI, featuring the letters 'MLI' in a large, blue, serif font, followed by a vertical line and the words 'MARKET LINK INTERNATIONAL' in a smaller, blue, sans-serif font.

■ El Nasr Export & Import



Farben PORTFOLIO

LOGOS & BRANDING



Döner House
The original turkish taste



Döner House
The original turkish taste







ARAB PRINT MEDIA

PR & EVENT ORGANIZATION





ICFI



INTERNATIONAL COMPANY
FOR FOOD INDUSTRIES
integrated food solutions







SKY PLAZA

Fun • Entertainment • Shopping



Fun • Entertainment • Shopping



SKY PLAZA

Fun • Entertainment • Shopping



















GRAPHIC DESIGN &
ADVERTISING

**رمضان
بيجمعنا**

24.99
L.E.

GRILLED CHICKEN FILLET

وجبة دجاج فلييه مشوي
اختار من خمس وجبات مختلفة
جميع الوجبات تقدم مع الأرز و البطاطس و الخبز
و العصير و الكافيه أو البسبوسة مع اختيارك من سلطة الطحينة
أو التومية أو المخلل.

CALL 16999 NOW

www.cookdoor.com.eg

COOK DOOR

New

Shawarma
شاويرما

إختار...
بيف أو دجاج

16999 NOW

www.cookdoor.com.eg

COOK DOOR





Go Mexican

مكسيكان



تورتيللا مع الصوص المكسيكي ، الأرز المكسيكي ،
ميكس تشيز و الفاصوليا الحمراء مع إختيارك من :

Beef بيف	Chicken دجاج
10 L.E	10 L.E

تورتيللا مع الصوص المكسيكي ، ميكس تشيز
و الفاصوليا الحمراء مع إختيارك من :

Shrimps جمبري	Beef بيف	Chicken دجاج	Cheese جبنة
16 L.E	12 L.E	12 L.E	8 L.E

تكساس فريز 12 L.E

☎ 16999



Like us on facebook

facebook.com/cookdoorchain



THE BIG BOYS

تشكيا بيرجر CHUNCKY BURGER

GRILLED VEGETABLES CHUNCKY BURGER

خضروات مشوية
200 جم من اللحم الصافي
صوص باربيكيو - كس
خبز مخلل - أمريكان تشيز - مايونيز

CREAMY PEPPER CHUNCKY BURGER

صوص بيبر كريم
200 جم من اللحم الصافي
كس - خبز مخلل - بصل
أمريكان تشيز



20 L.E.

CALL
16999
facebook.com/cookdoorchain



جامعة القاهرة - التجمع الخامس - العين السخنة - سيتي سنتر المعادي
محطة إمارات مصر طريق مصر اسكندرية الصحراوي

تم
افتتاح



COOK DOOR

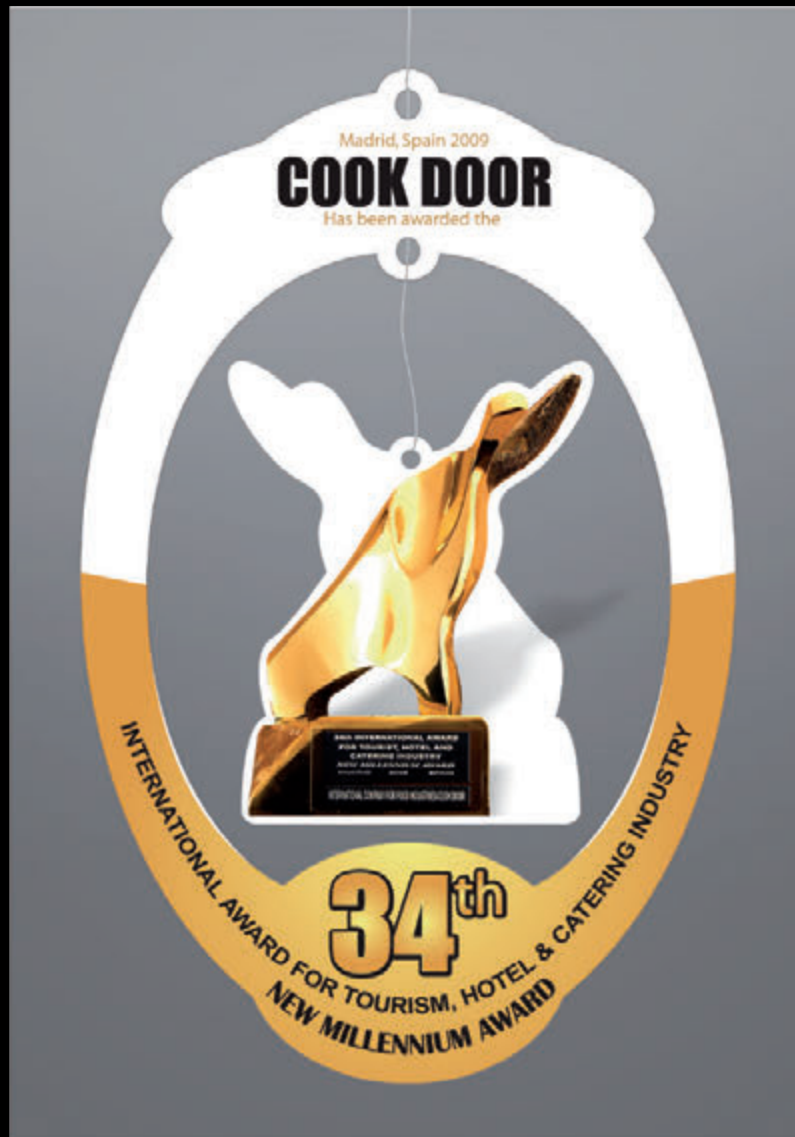
QUATRO Meal
گواترو میل

فقط 99 جنية
13 جنيه فقط

CALL 16999
/cookdoorchain

Coca-Cola

The advertisement features a row of four different sandwiches on a wooden surface. From left to right: a chicken sandwich, a sandwich with green peppers and onions, a sandwich with salami, and a large sandwich with ham, cheese, and chicken. Behind the sandwiches are two boxes of french fries and a bottle of Coca-Cola. A yellow price tag is attached to the bottle, showing '99 جنية' (99 EGP) and '13 جنيه فقط' (13 EGP only). The background is a dark wood paneling. In the top left, there is a circular logo with 'COOK DOOR' in a yellow banner. In the bottom left, a black box contains the phone number 'CALL 16999' and the Facebook handle '/cookdoorchain'. The word 'QUATRO' is written in large, bold, white letters with a black outline, and 'Meal' is written vertically to its right. Below 'QUATRO' is the Arabic text 'گواترو میل'.



33.50 LE

Enjoy your meal with one big cup of
Coca-Cola



Super

CRUNCHY

Try our French Fries with your favourite
Sauce



 EXTRA TASTY!

34.00 L.E

Enjoy your meal with one big cup of
Coca-Cola

A SANDWICH THAT FISHING YOU !

**FRIED
CERIMP**

Try the French Fries with our special
Ketchup



36.00 LE

SHISH TAWOOK

Meal



15.00 LE

Chicken Caesar

Salad



COOKDOOR Coffee

13.00 L.E

*Ice Late
Late with Cream-Caramel
Late with Dark Chocolate*



12.00 L.E

*Hot Drinks
cappuccino
Ice-Hot Late
Hot Chocolate
Espresso*

*Muffins
With redberry
Regular with coffee*

6.00 L.E







SEVEN GRAINS

SALMON STEAK

MAIN COURSE

MUSHROOM CHICKEN	42
BIRD CHICKEN	33
MARINARA CHICKEN	40
SALMON STEAK	39
BIRD BEEF ENTRICE	75
MUSHROOM BEEF ENTRICE	75
ENTRICE PEPPER SAUCE	75

PIZZA

TRADITIONAL VEGGIE	46
HEARTY TROUBLEMAKER	39
SEVEN GRAINS BEEF & PEPPER	38
CREAMY CHEESE & SALMON	45
SHRIMP & SALMON	40
TURKEY, ROAST & CHEDDAR	38

TRADITIONAL VEGGIE

SWEET POTATO & ICE CREAM

DESSERTS

APPLE STRUDEL	34
SWEET POTATO & ICE CREAM	35
CHOCOLATE FONDUE	33
CHEESE CAKE	33
DIJON CARAMEL	25
TRIPLE CHOCOLATE	25
ICE CREAM	33

THE BAKERY

PASTRY

SEVEN GRAINS

DOWNTOWN MALL - NEW CAIRO
23146260

MENU

SEVEN GRAINS ALL IN ONE

APPETIZERS & SHARING

SEVEN GRAINS ALL IN ONE	75
CHICKEN TENDERS	45
PILGRIM'S POPPERS	45
SEASONED WINGS	39
CHEESE POTATO POPPERS	39
MOZZARELLA STICKS	45
PARMESAN ANTICHOKE DIP	39
CHICKEN LAY	39
CHEESE ST. SMOKED TURKEY	32
CHICKEN BL	32

SALADS

SALAD	35
CAESAR	35
CAESAR SALAD	42
BLAD	32
AD	42
RAINS TRAIL SALAD	40

CHICKEN CAESAR SALAD

SANDWICHES

ROAST BEEF	35
SMOKED PORKY	35
CHEESE LOVERS	35
SMOKED SALMON	40
MEDITERRANEAN BAY SHRIMP	40
PHILADELPHIA CHICKEN	35

TURKEY

BURGER

CHEESE BURGER	40
BACON BURGER	40
SOY BURGER	38
SEVEN GRAINS CAESAR BURGER	45

CLASSIC CHEESE BURGER

FETTUCINE

PASTA

CHICKEN MUSHROOM FETTUCINE	45
SHRIMP FETTUCINE	40
PEPPER ANCHOISE	30
SMOKED SALMON FETTUCINE	45
CARBONARA FETTUCINE	45

SEVEN GRAINS







أهلاً رمضان!...
Ahlan Ramadan!...

Experience the traditional "Ramadan" spirit in a new distinguished setting
at our famous "Liall Zaman" Tent
and enjoy our exquisite daily "Iftar" and "Sohour" Specialities highlighted
by nightly live oriental entertainment.

استمتع بأشهى وجبات "الإفطار" و "السحور" الغنية في جو رمضاني أصيل
واقضي أحلى السهرات على نغمات الأغاني المشرقية
يوميةً بعمامة "اليالي زمان".

 Sonesta Hotel Cairo

"FRUTTI DI MARE" *festival*

Participate at this gastronomic extravaganza
of delightful 'Seafood Delicacies'
prepared at our *'La Gondola'* Restaurant
from **Sept. 15th** till **Sept. 30th**

...and sample from the exquisite 'Frutti Di Mare' Selection,
next to our splendid Restaurant Specialties.



 Sonesta Hotel Cairo

"FUSION SHRIMPS" the colors & flavors of Italy and Asia

Poached Shrimp Raviolis & Deep-fried Wontons
in Rich Seafood Broth
L.E. 30.00

"Shrimp- Miso" Risotto
with Fresh Spinach Leaves
L.E. 55.00

"Spaghetini"
with Lemon Grass Sugo
and Red Chilli-flavored Shrimps
L.E. 65.00

Grilled Shrimps
with Rocket Leaves
and Parmesan-flavored Crispy Rice Cake
L.E. 99.00

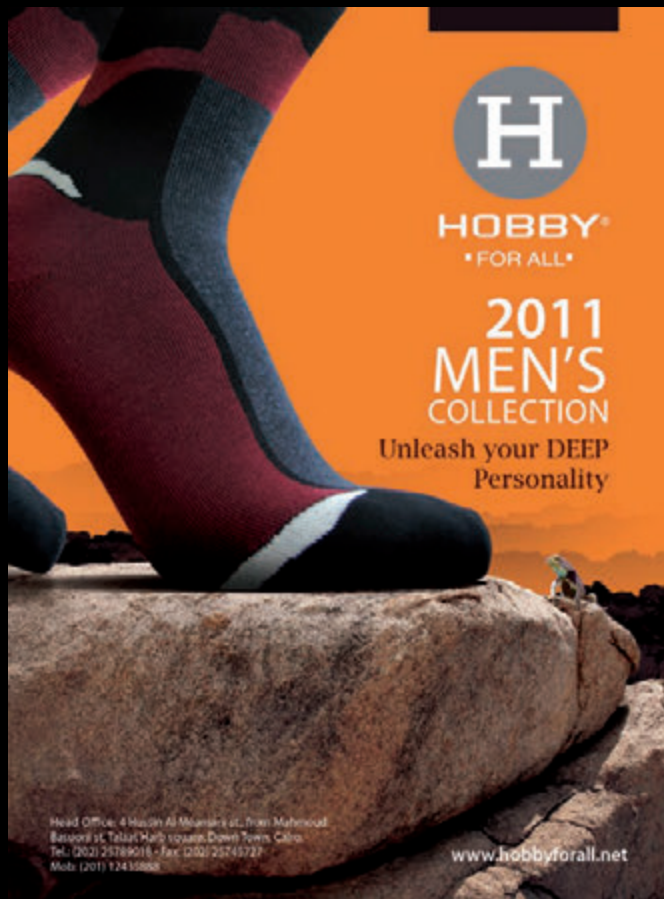
Grilled "Asian Pesto" Shrimps
and Caramelized-balsamic Endives
L.E. 107.00

Grilled Shrimp & Vegetable "Yakatori"
with Home-made Angel Hair Pasta
and Lime-flavored Oyster Sauce
L.E. 63.00

Spicy Crusted Shrimps
with Thai Glaze and Shredded Zucchini-
orzo Pasta
L.E. 75.00

Star Anise-flavored Cream Brûlée
with Coconut Ice Cream
L.E. 16.50





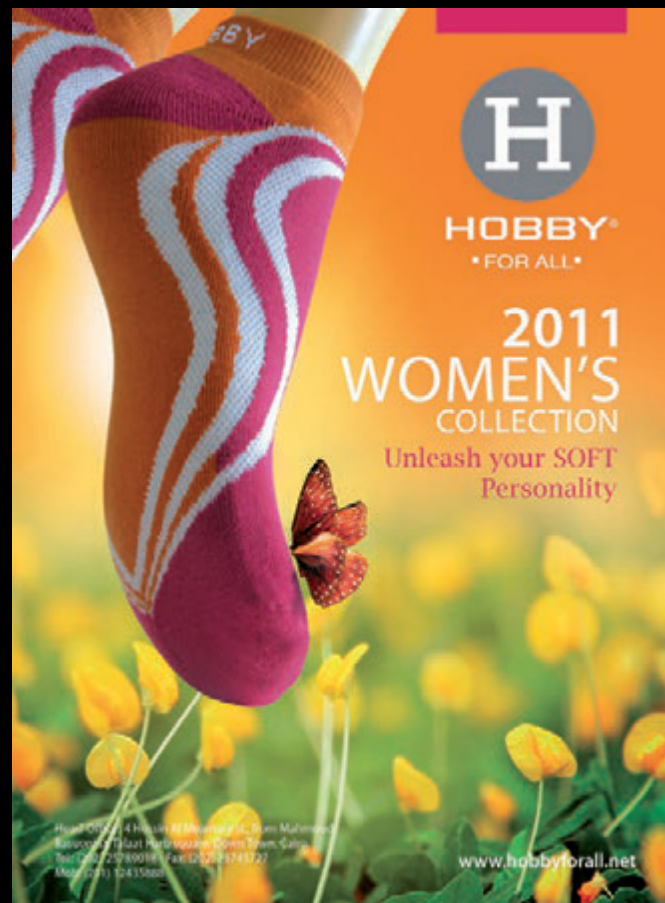
H
HOBBY®
• FOR ALL •

**2011
MEN'S
COLLECTION**

Unleash your **DEEP**
Personality

Head Office: 4 Hassan Al-Muhammadi st., from Mahmood
Bassorah st, Talat Harb, 103000, Doha, Qatar
Tel: (202) 25789018 - Fax: (202) 25745727
Mobile: (201) 12435888

www.hobbyforall.net



H
HOBBY®
• FOR ALL •

**2011
WOMEN'S
COLLECTION**

Unleash your **SOFT**
Personality

Head Office: 4 Hassan Al-Muhammadi st., from Mahmood
Bassorah st, Talat Harb, 103000, Doha, Qatar
Tel: (202) 25789018 - Fax: (202) 25745727
Mobile: (201) 12435888

www.hobbyforall.net

H
HOBBY®
• FOR ALL •
www.hobby.com.eg

Kids
HOBBY
Winter
Socks & Collant
2012/13

Big happiness
2th
Little Angels

Head Office:
4 Hussin Al Meamary st., from Mahmoud Basuoni st.,
Talaat Harb square, Down Town, Cairo.
Tel.: (202) 25789018 - Fax: (202) 25745727 - Mob: (201) 12435888



Get the Most Durable Materials*

*30 day money back gurantee (Conditions Apply)



10 Year
Warranty



30 Day Money
Back Guarantee



Free
Maintenance



Shortest
Delivery Time

We use an extensive array of the finest European Medium-Density Fiberboard MDF and particle board milled to the most exacting standards. From basic white melamine to dramatic wood grains, with 8-18mm thickness and density of 700KG/M³



Al Dhelaa Complex - Al Hamla
17-244180

المبتكرة
CREATIVE



الخزائن
WARDROBES

When it comes to the VALUE
It comes to CREATIVE CLOSETS
+ 30 day money back guarantee (Conditions Apply)

- 10 Year Warranty
- 30 Day Money Back Guarantee
- Free Maintenance
- Shortest Delivery Time

CREATIVE CLOSETS® established in Saudi Arabia (KSA) both introducing the concept and defining the custom closet to the Middle East. By continuing to set new standards in craftsmanship, innovation, and customer care, we have become the region's leading manufacturer of storage solutions with thirteen showrooms in four countries across the Gulf Region and Asia. Our reputation has been built on a true understanding of delivering a customized product with an unparalleled level of service and customer care.

Al Dhelaia Complex - Al Hamla
17-610612

المبتكرة
CREATIVE

الخزائن
CLOSETS

The advertisement is set against a dark, wood-grain background. On the left, the text "الذرائع المبتكرة" (creative closets) is written in Arabic, with "creative closets" in English below it. In the center, a modern wardrobe is shown with white shirts hanging on a rack, folded linens on shelves, and a small table with two white boxes. On the right, a woman with long, wavy hair is shown from the waist up, wearing a white top, a tan bag, and black heels. The text "Upscale elegance" is positioned to her right. At the bottom left, there is a list of locations: KSA (Riyadh, Jeddah, Khobar), UAE (Abu Dhabi, Dubai, Ajman), and BAHRAIN (Manama, Al-Riffa, Muharraq). A QR code is located to the right of this list. Below the QR code are social media icons for Facebook and Instagram.

الذرائع المبتكرة
creative closets

KSA UAE BAHRAIN **LEBANON**

Riyadh Jeddah Khobar Abu Dhabi Dubai Ajman Manama Al-Riffa Muharraq Beirut Beirut Downtown, Virgin Building, Lebanon Phone: +961 76 76 33

Facebook Instagram

Upscale elegance



Exclusive offer for MAG readers

Additional 5% discount valid till the end of December 2013
 delivery your order for Creative Closets online at
www.creativeclosets.comag

الخزائن المبتكرة
 creative closets

KSA
 Riyadh
 Jeddah
 Khobar


UAE
 Abu Dhabi
 Dubai
 Al Ain

BAHRAIN
 Hamala
 Asad - Muharraq

LEBANON
 Beirut
 Beirut Downtown, Virgin Building, Lebanon,
 Phone: 1 56-70-30



creative closets
 @creative_closets



The
 Innovative space saving solutions


الخزائن المبتكرة
 creative closets

KSA
 Riyadh
 Jeddah
 Khobar

UAE
 Abu Dhabi
 Dubai
 Al Ain

BAHRAIN
 Hamala
 Asad - Muharraq

LEBANON
 Beirut
 Beirut Downtown, Virgin Building, Lebanon,
 Phone: 1 56-70-30



creative closets
 @creative_closets

Closet World



Option_1c



المبتكرة الخزانة
CREATIVE CLOSETS

Call Us at
Universal No. KSA
920000336

Home
About Us
How We Work
Products
Our Difference
Contact Us

CREATIVE WARDROBES®
Was founded in Saudi Arabia 12 years ago, both introducing the concept and defining the custom closet to the Middle East.
[More >](#)

CUSTOMER SATISFACTION
From the first visit to our showroom through delivery and installation, our goal is to exceed customer's expectations.
[More >](#)

INNOVATION
Our Research & Development Division ensures that our products are continually upgraded to become more functional, practical, and attractive.
[More >](#)



Add Value to Your Home
& Get Your Life Organized

30 day

money back guarantee



LATEST NEWS

We use an extensive array of the finest European Medium-Density Fiberboard (MDF) and particle board milled to the most exacting standards.



[More >](#)



OUR COMMITMENT

Thanks to all our customers, we've been able to grow successfully by their trust. It has been our mission over the years to honor their trust. Our customers are not only confident with our capabilities of building their own closets, but they also recommend us to their friends and relatives to customize the solutions that will enhance their life for years to come.

IT IS NO WONDER OUR REPEAT BUSINESS AND REFERRAL RATE EXCEEDS 70%!

[More >](#)

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 **SKY PLAZA**
Fun • Entertainment • Shopping
قريباً بالشروق

 **Carrefour**

Hotline
19986

A woman smiling while holding a shopping basket filled with fresh vegetables like carrots, tomatoes, and leafy greens.



 **SKY PLAZA**
Fun • Entertainment • Shopping
قريباً بالشروق

The
Biggest
Stores

Hotline
19986

A woman smiling while holding a large shopping bag.



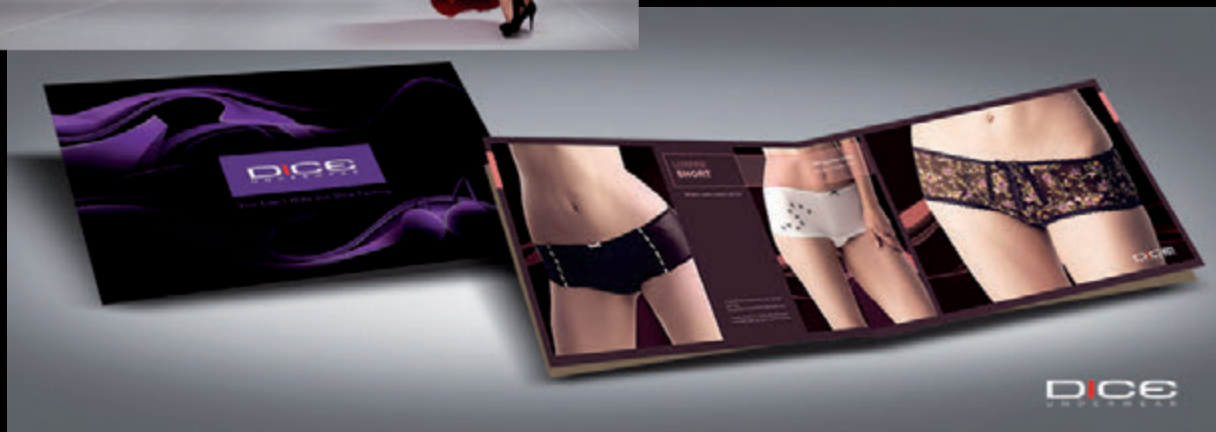
 **SKY PLAZA**
Fun • Entertainment • Shopping

HOTLINE
19986

قريباً بالشروق

Live the
Entertainment
at Sky Plaza

A man and a young boy smiling and holding cameras, suggesting entertainment activities.











Delightful Gifts...
...for any occasion!

Patisserie • Confectionery • Crystals • Silver Gifts

FAUCHON
PARIS

Soresta Hotel Cairo: 4.01 Tawros St., Mar City, Tel.: +202 26281111 Ext. 713 Zamalek Branch: 4, 12 El Gezira St., Opp. El Gezira Club, Tel.: +202 26414213 Fax: +202 26414212 e-mail: fauchon@fauchon.com

... searching for an impressive Gift?

We have the perfect choice for any occasion:

- Patisserie and Bakery Selection of subtle taste
- Exquisite handmade Confectionery
- Original French Delicatessen and Silver articles

... well-selected to please the most difficult taste ever and distinctively presented to deliver a delightful "Fauchon" experience.

Visit or order from our branches at
Soresta Hotel Cairo, Tel.: 26281111 Ext. 713
Open daily from 7:30 a.m. till 11 p.m.
and in Zamalek at 40, El Gezira opposite of
El Gezira Club, Tel.: 7350636
Open daily from 8 a.m. till 12 midnight

... the symbol of French
Gastronomy in Egypt!

FAUCHON
PARIS













A hand is shown from the wrist up, holding a glowing white line graph. The graph is jagged and fluctuates across the width of the hand. The background is a solid blue color. The overall composition is clean and modern.

**Keep the Blood Sugar
More Balanced**
اجعل السكر أكثر التزاماً

gsk GlaxoSmithKline









Option 2



Option 1







وايت بوينت العبد
توفر بجد



وايت بوينت العبد
تكنولوجيا أسهل بجد



وايت بوينت العبد
صيانة بجد



وايت بوينت العبد
تشغيل وتحميل بجد





© farbengraphics.com

SMILEY'S GRILL®

Enjoy the taste of quality

باقلو تشيكن

SMILEY'S GRILL

HOME DELIVERY
16070

مصر الجديدة • مدينة نصر • المهندسين/القدي • مدينة الرحاب

BOOM!

HAVE YOU TRIED
THE NEW **CMC** FROM
SMILEY'S GRILL?

**THE CRUNCHY
MELT CHICKEN**

Enjoy the taste of quality

SMILEY'S GRILL

الدجاج

SMILEY'S GRILL

Make it Satisfy

16070

PACKAGING DESIGN

Option 2



Option 2



Packaging Design

Cook Door

Pack For 2 - Fries (L)



Kids Meal









Re-sealable For Your Convenience

Seven Stars Sea Food

PEELED SHRIMP



41-50
SHRIMP
PER POUND

*Premium Shrimp
Peeled and Cleaned
Naturally Low in Fat*



KEEP FROZEN . DO NOT RE-FREEZE
NET WT. 1 Kg

Re-sealable For Your Convenience

OCEAN TO OCEAN
Seven Stars Sea Food

PEELED SHRIMP



41-50
SHRIMP
PER POUND

*Premium Shrimp
Peeled and Cleaned
Naturally Low in Fat*



KEEP FROZEN . DO NOT RE-FREEZE
NET WT. 1 Kg





















www.farben.me



Agency Portfolio



We perfectly speak the **CREATIVITY** language

15 Ahmed Faheem Bayoum St., Off Abd El-aziz Fahmy St., Osman Ibn Afan Square, Heliopolis, Cairo, Egypt.

GPS : N 30.10168° - E 031.34742°

Tel.: +20 2 229 062 39 - +20 11 4414 22 40 - Fax: +20 2 229 063 27

e-mail: info@farben.me