



RELIABLE
UNIQUE
NONSTOPPABLE

Branding

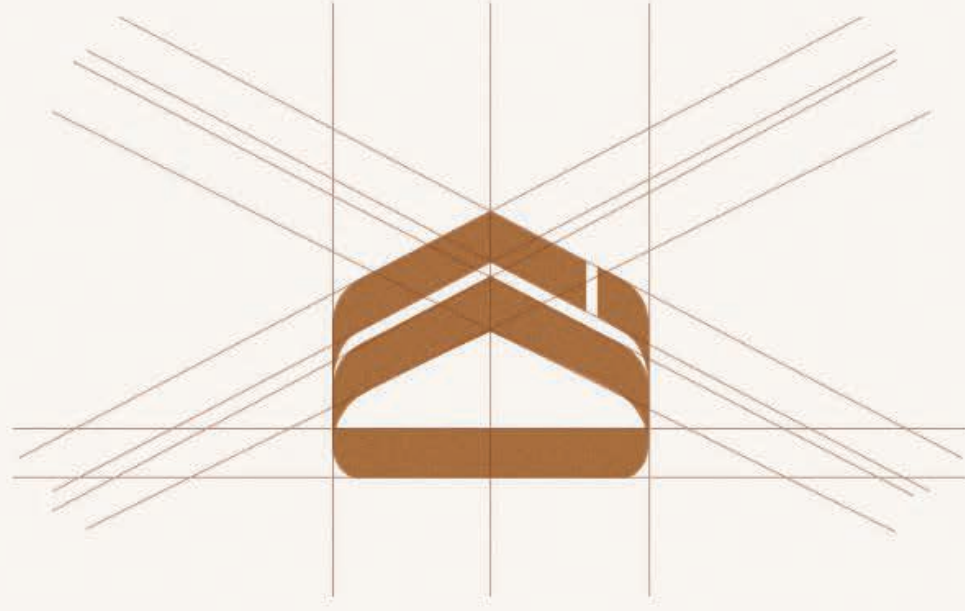
Portfolio

RUN AGENCY -2025



ZELAL

MEANING "SHADOWS" OR "SHADES"



ZELAL, DERIVED FROM THE ARABIC WORD "ظلال" MEANING "SHADOWS" OR "SHADES," EMBODIES THE SUBTLE ELEGANCE AND SERENE AMBIANCE THAT SHADOWS BRING INTO A SPACE. THE BRAND IS DEDICATED TO OFFERING REFINED HOME DECOR AND FURNITURE THAT ADD DEPTH AND WARMTH TO ANY ENVIRONMENT. THE LOGO, DESIGNED AS AN ARABIC-INSPIRED ICON, REFLECTS THE CULTURAL ROOTS AND THE SOPHISTICATED NATURE OF THE BRAND. THE COLOR PALETTE, FEATURING TINTED-WARM BROWN AND BEIGE, WAS CHOSEN TO EVOKE A SENSE OF COMFORT, TRANQUILITY, AND TIMELESSNESS, PERFECTLY ALIGNING WITH ZELAL'S ETHOS OF CREATING SPACES THAT FEEL BOTH INVITING AND HARMONIOUS.



SHADOWS
MEANING OF NAME



HOME
ACCESSORIES & FURNITURE



LETTER 'ظ'
FOR THE NAME ظلال



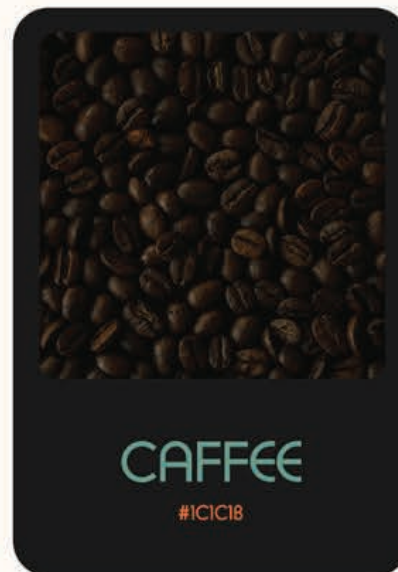
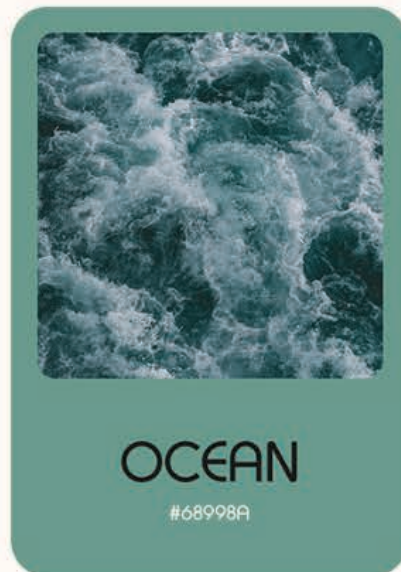


Q WEST

Quality of the West



Q WEST blends the essence of quality and the tranquility of the West. This café offers a calm retreat where patrons can relax and recharge. The visual identity reflects this with a harmonious palette—coffee brown, soothing water blue, sunset orange, and soft cream tones—that evokes warmth and nature. The bold, circular "Q" represents the sun, while the wave in the "W" symbolizes water, capturing the café's inviting atmosphere. Whether you're sipping coffee or taking a break, Q WEST delivers a serene space to unwind, embracing the "Quality of the West."





WATER WAVE

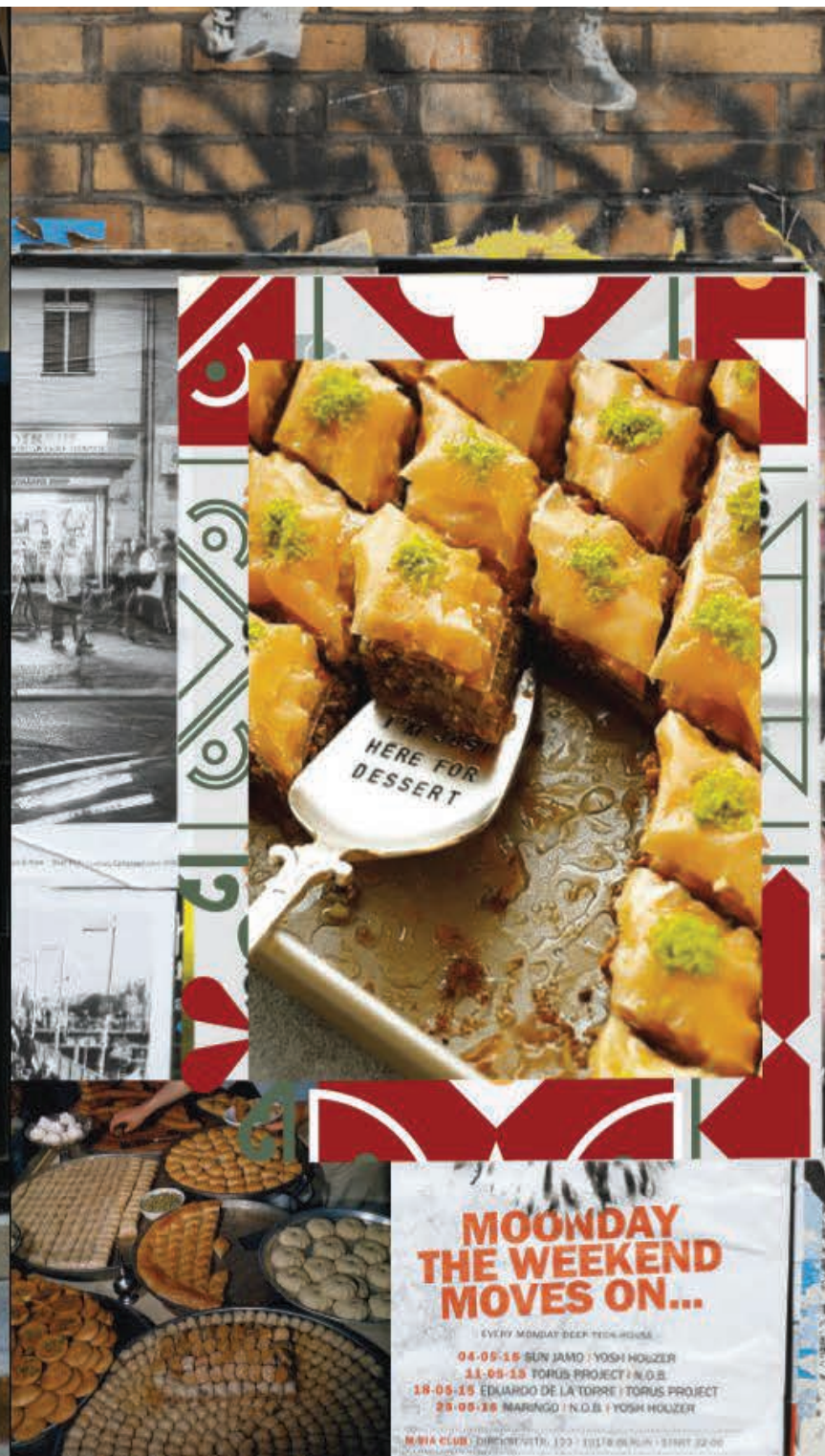




Sultanat
Damascus

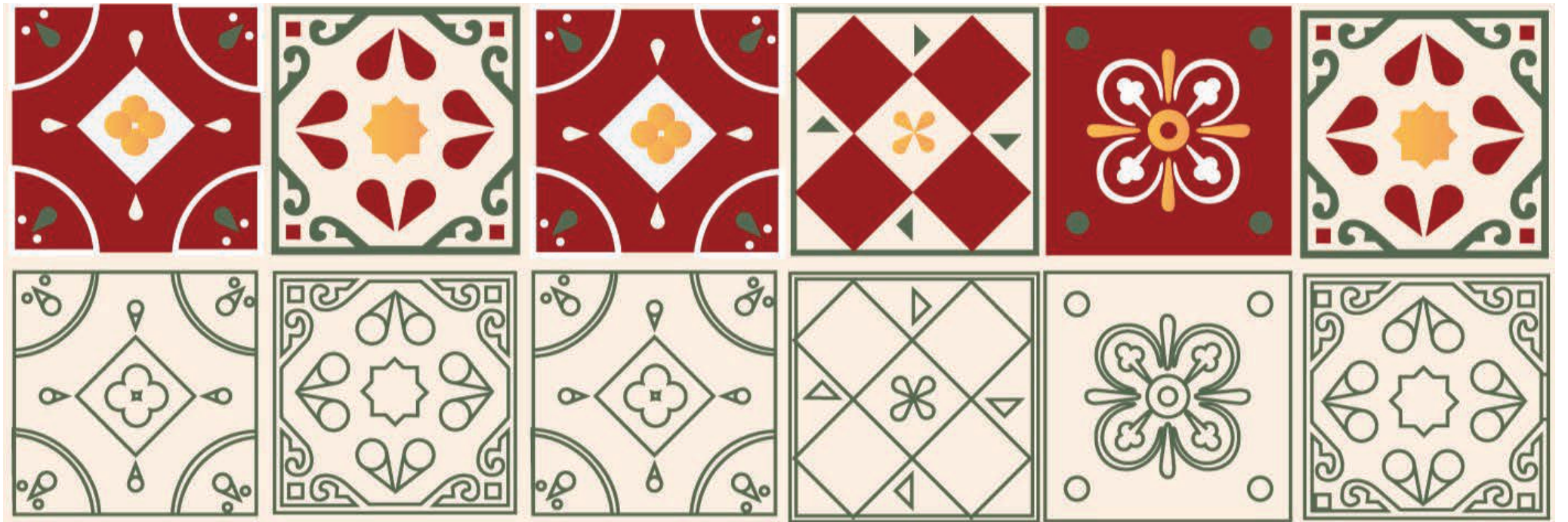
Sultana Damascus

for oriental sweets



Sultana Damascus is a shop for oriental sweets located in the 6th of October City. The aim of the project is to create a visual identity full of Arabic patterns in a modern way with a font in the Arabic language that reflects the oriental identity of the shop.

سلطانة دمشق هو محل للحلويات الشرقية يقع في مدينة السادس من أكتوبر و الهدف من المشروع هو انشاء هوية بصرية
مفعمة الانماط العربية بشكل حديث مع خط باللغة العربية يعكس الهوية الشرقية للمحل







Dr.
Hagar Romana
N u t r i t i o n i s t

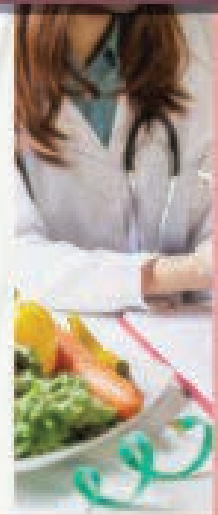
Dr. Hagar Rommana

specialized in nutrition

ROMANA



Dr.
Hagar Romana
Nutritionist



Dr. Hagar Rommana's clinic is specialized in nutrition, located in Cairo, Egypt. The aim of the project is to present a visual identity that is joyful and visually pleasing, to Avoid the stereotyped image of nutrition, in addition to showing a feminine character while preserving the formal form.

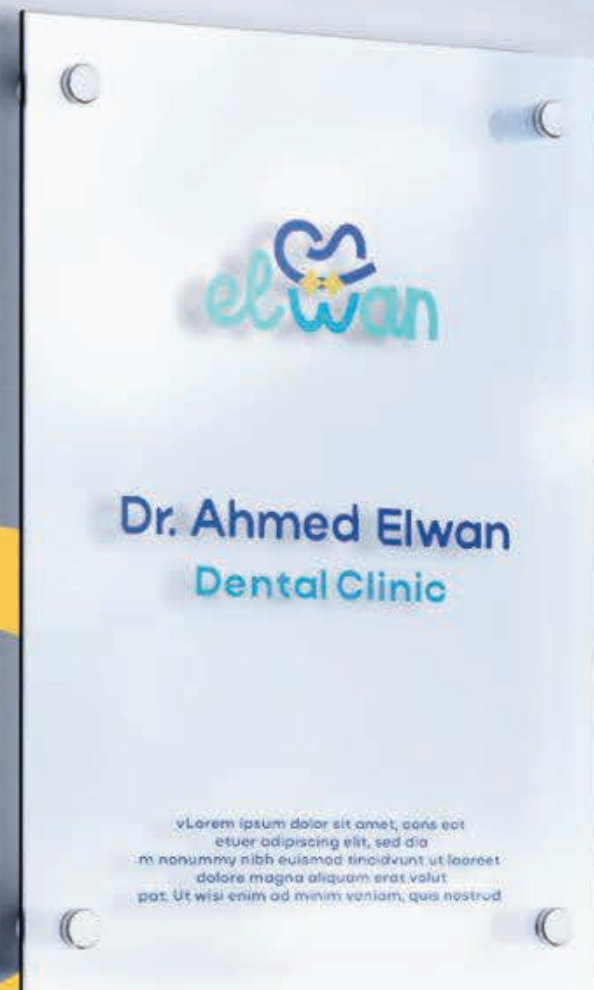
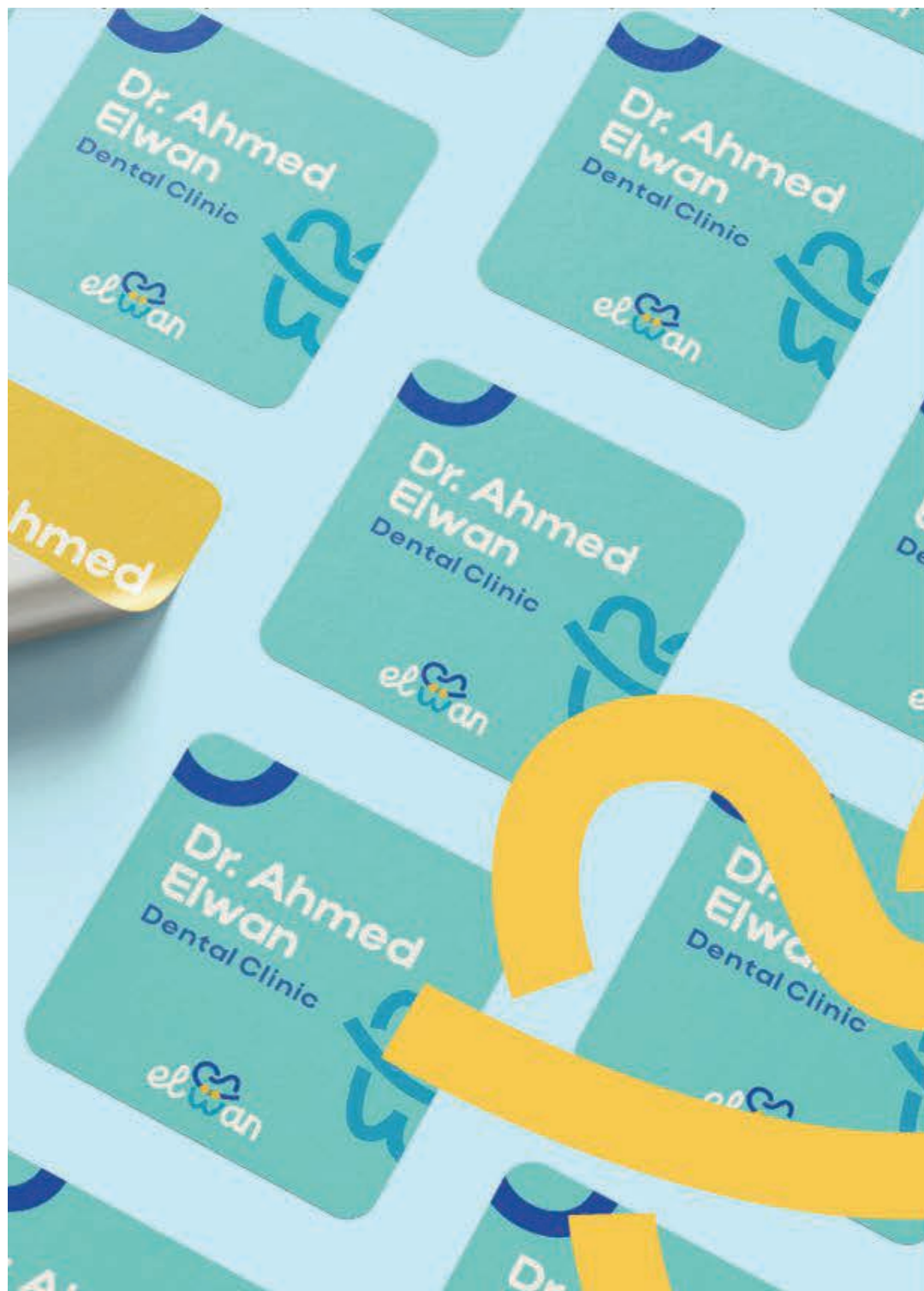






Dr. Ahmed Elwan

dentist specialized in orthodontics



Dr. Ahmed Elwan is a dentist specialized in orthodontics Located in Mansoura, Egypt. The aim of the topic is to build a visual identity for his dental center by providing a visual identity that is elegant and fun at the same time.





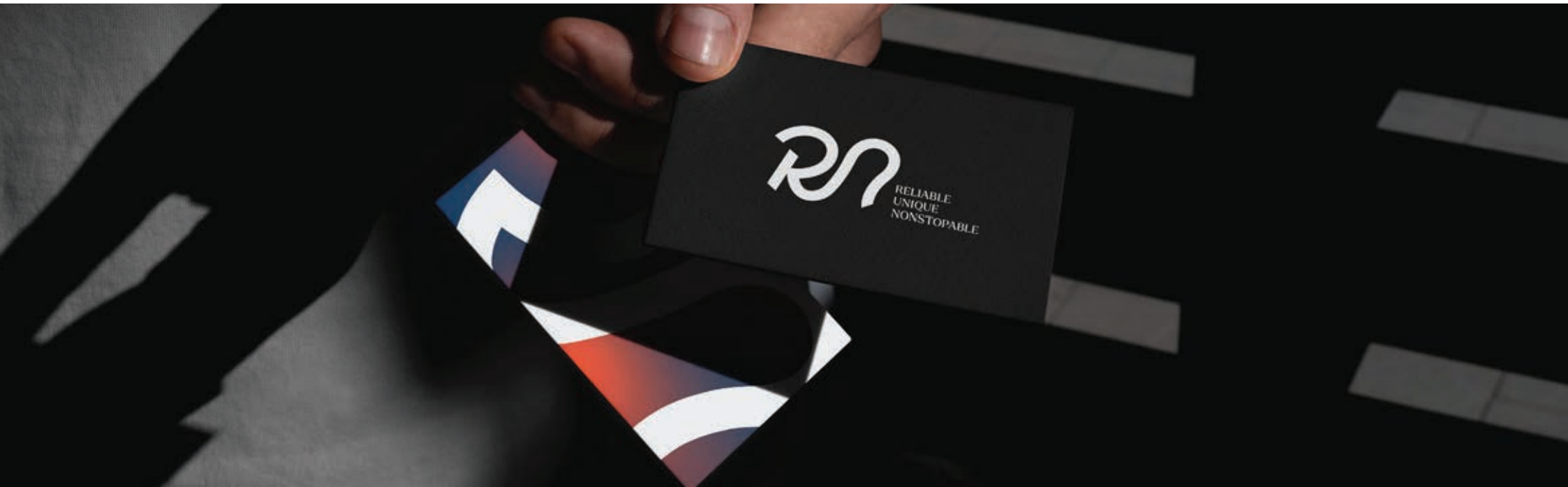




RELIABLE
UNIQUE
NONSTOPABLE



Through a bold and dynamic design. The custom lettering merges the R and N, creating a fluid and continuous form that represents movement, adaptability, and an unstoppable drive. The sleek, modern typography reinforces professionalism and trust, while the black color conveys strength and confidence. The curved structure of the "N" symbolizes flexibility and innovation, ensuring the brand stands out as a powerhouse in the marketing industry. This rebranding reflects the agency's commitment to delivering relentless creativity, reliability, and one-of-a-kind solutions.












nojoomalpha
نجوم ألفا


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مَصَادِر
MOSADDER

01

HIGH
QUALITY

REALISTIC
EFFECTS

TAKE YOUR
PROJECTS
UP



UNLOCK THE
POTENTIAL OF YOUR
CREATIVE PROJECTS



IS A SOLUTION TO
SUPERCHARGE YOUR
DESIGN



مَصَادِر
MOSADDER





مصدر
MOSADDER



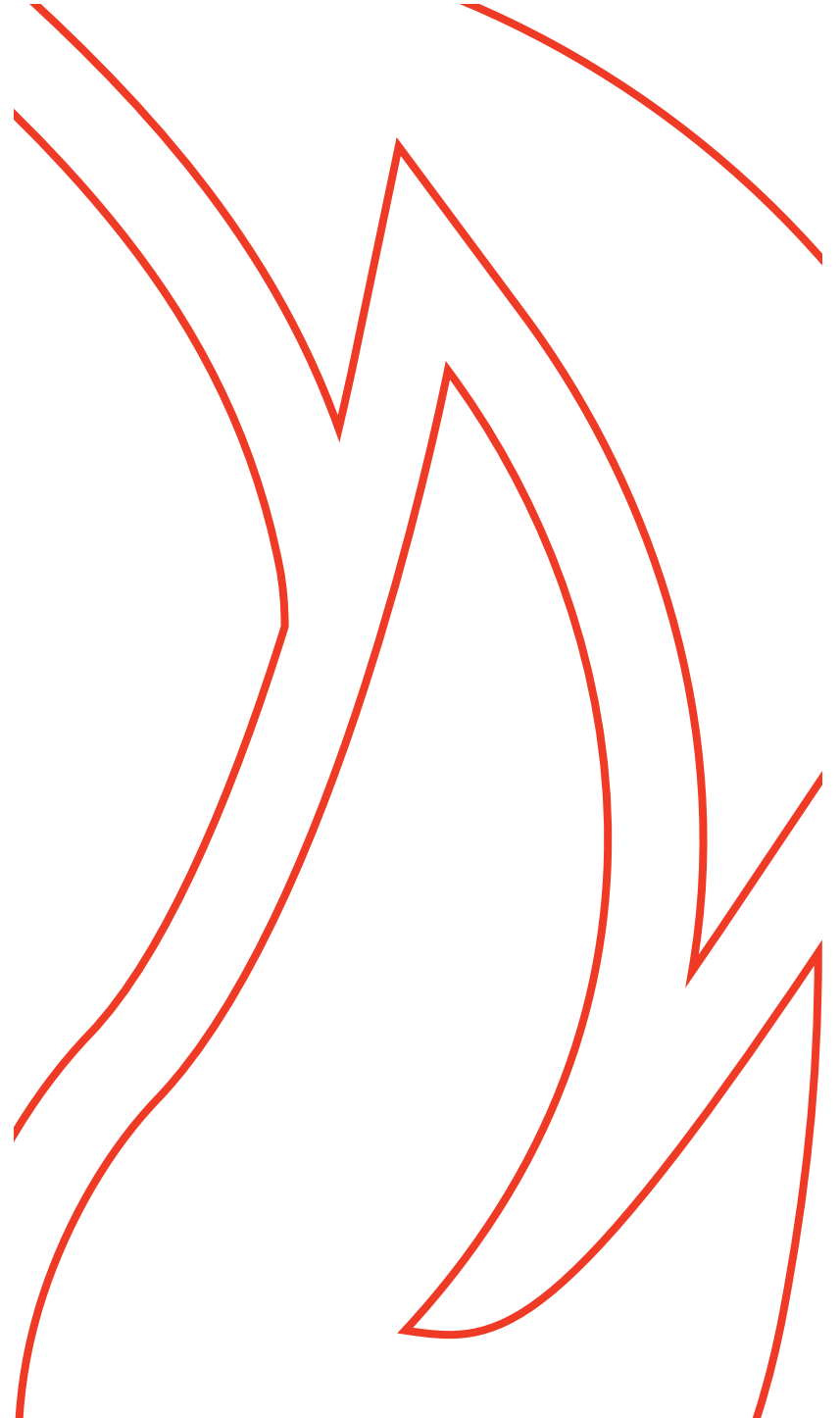
Red Ball

Driven by Earth's Energy



Red Ball

Driven by Earth's Energy



The fire within the circular form represents both the potential energy locked within coal and the ignition of that energy to fuel industries and communities. The circle conveys completeness, unity, and a sense of global impact, while the flame within represents the “heart” of Red Ball’s mission.

The fractured or cracked appearance within the design symbolizes the natural texture and character of coal, acknowledging its origins as a rugged, raw material.

The design suggests that beneath the surface, there’s a core of energy ready to be released, mirroring Red Ball’s work in bringing out the hidden power within the earth.



Red Ball

Driven by Earth's Energy



Red Ball

Driven by Earth's Energy

Red Ball

Driven by Earth's Energy

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod
tempor incididunt ut labore et dolore magna aliqua. Quis ipsum sus-
pendisse ultricies gravida. Fusce commodo viverra maecenas accumsan
lacinia vel facilisis.

Exporting - Business - Saudi Arabia



DR.
Fouada Youssef
OBS- GYN SPECIALIST




DR.
Fouada Youssef
OBS- GYN SPECIALIST



DR.
Fouada Youssef
OBS- GYN SPECIALIST



OBS- GYN SPECIALIST



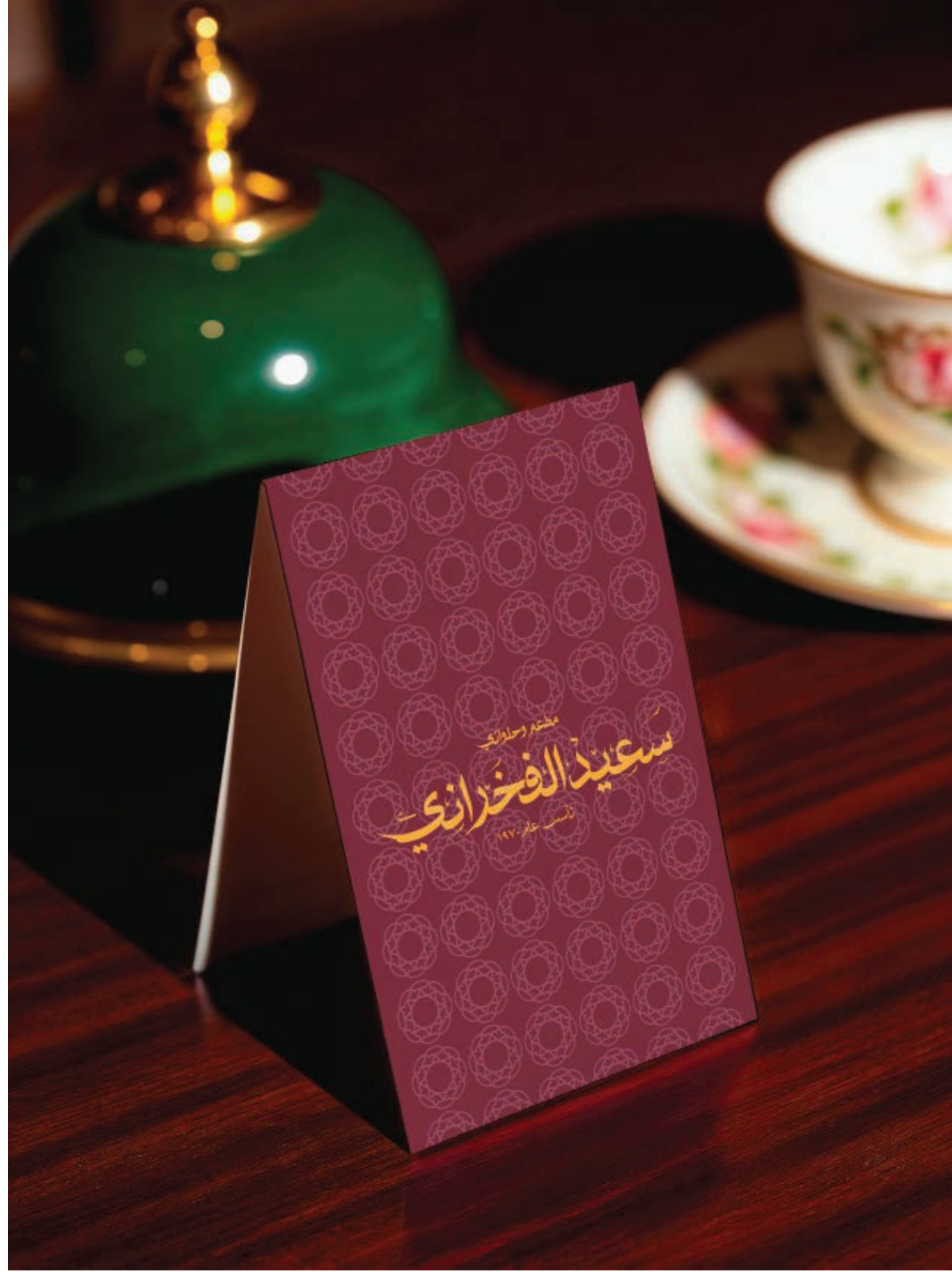
مطعم وحلواني

سعيد الفخري

تأسس عام ١٩٧٠







CUTTING
For Women Jeans

CUTTING

For Women Jeans

UP TO
15%
SALE

LOREM IPSUM DOLOR SIT AMET,
CONSECTETUR ADIPISCING ELIT, SED
DO EIUSMOD TEMPOR INCIDIDUNT UT
LABORE ET DOLORE MAGNA ALIQUA.
QUIS IPSUM SUSPENDISSE ULTRICES
GRAVIDA RISUS COMMODO VIVERRA



**CUT-
TING** For
Women
Jeans





my garage

our garage is your garage







MY GARAGE

Our Garage is Your Garage



NINE

STORE





NINE
STORE



CAZAMEEZA

EST. 2017



CAZA
MEEZA

EST. 2017





CAZAMEEZA

EST. 2017

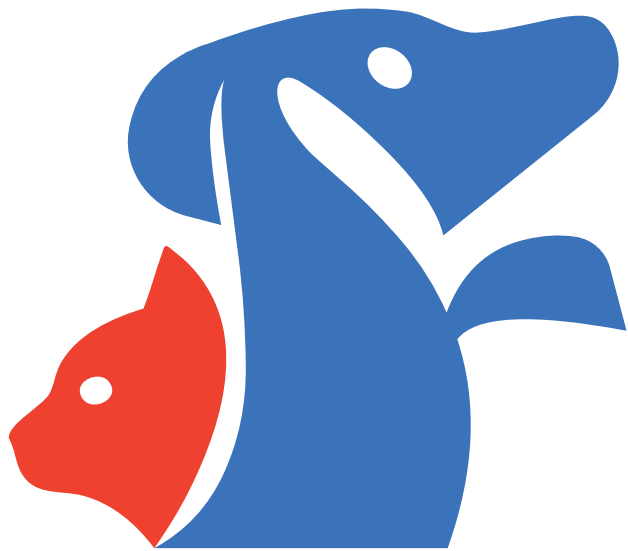
CAZAMEEZA

EST. 2017

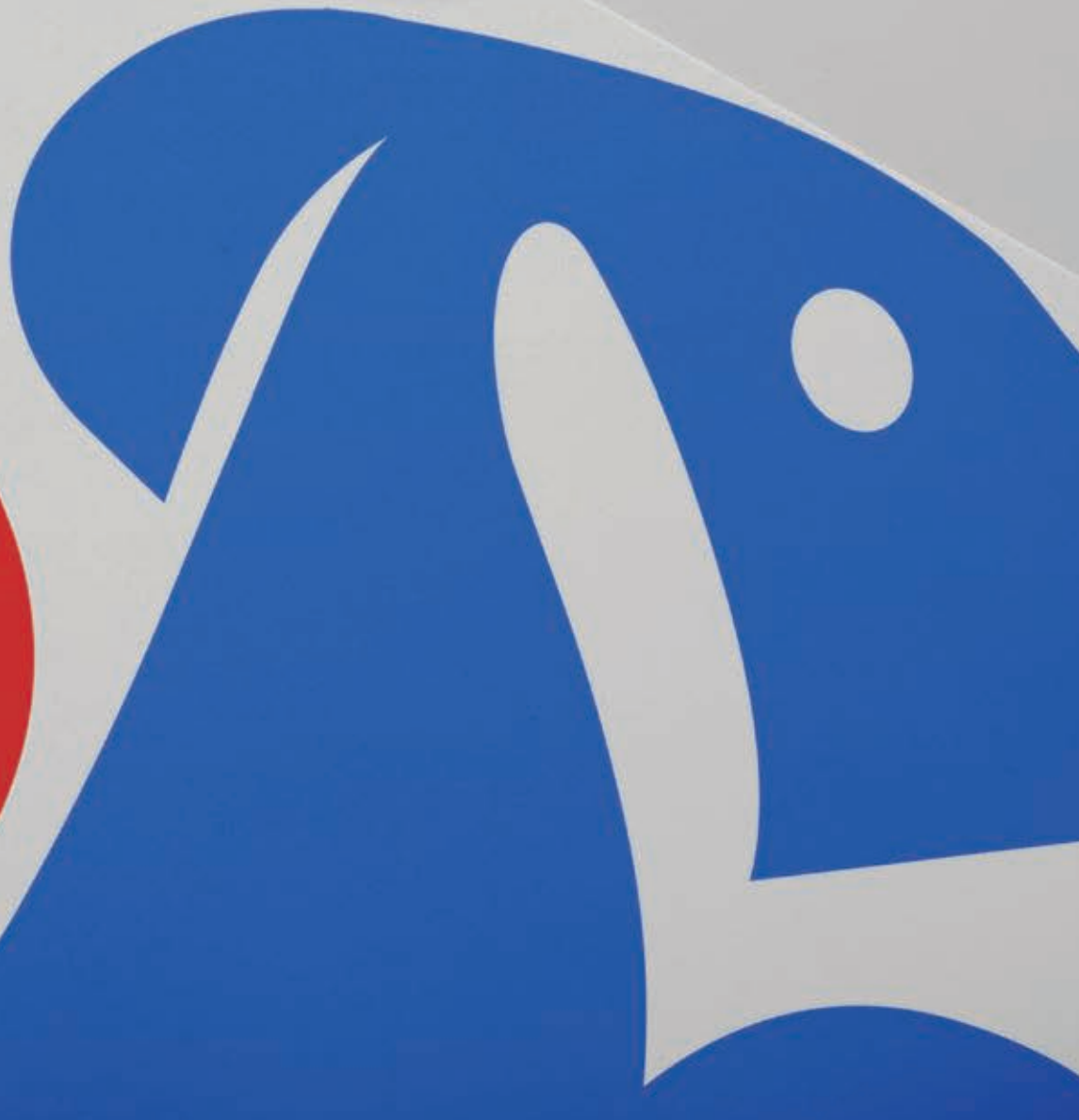








FLUFFY
CLINIC



فأرابى 360 FARABI
LIBERATING LEARNING, UNLOCKING POTENTIAL





FARABI 360

Forward-looking
& Inspiring



01



Office

فارابي 360 FARABI 360
LIBERATING LEARNING. UNLOCKING POTENTIAL







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meat in the world
for you to enjoy.



NOVIC – BRAND IDENTITY & BRAND STRATEGY



STRENGTH _ RELIABILITY _ INNOVATION _ PRECISION _ STRUCTURE _ TRUST



NOVIC

CONSTRUCTIONS AND PROJECT MANAGEMENT







THANK YOU

RUN AGENCY -2025