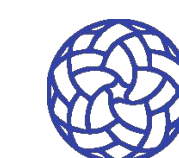


Brands that actually lead.

Thirty projects — brand systems, ad creative, print
and product. Abdelhamid Ashraf, 2020 to 2026.

SENSOLITE

PROCURA

 POLAIRS

01	Brand systems	12 identities
02	Ad creative	6 accounts
03	Print & packaging	9 pieces
04	Product & web UI	3 builds

Polairs

REALESTATE — UAE, 2026

We Offer A Selection Of New Offices With Great Prices. Our Target Audience Is Millenials We Want To Convey A Sense Of Eagerness

Scope	Identity, print system
Deliverables	Cards, letterhead, guide
Plate	02

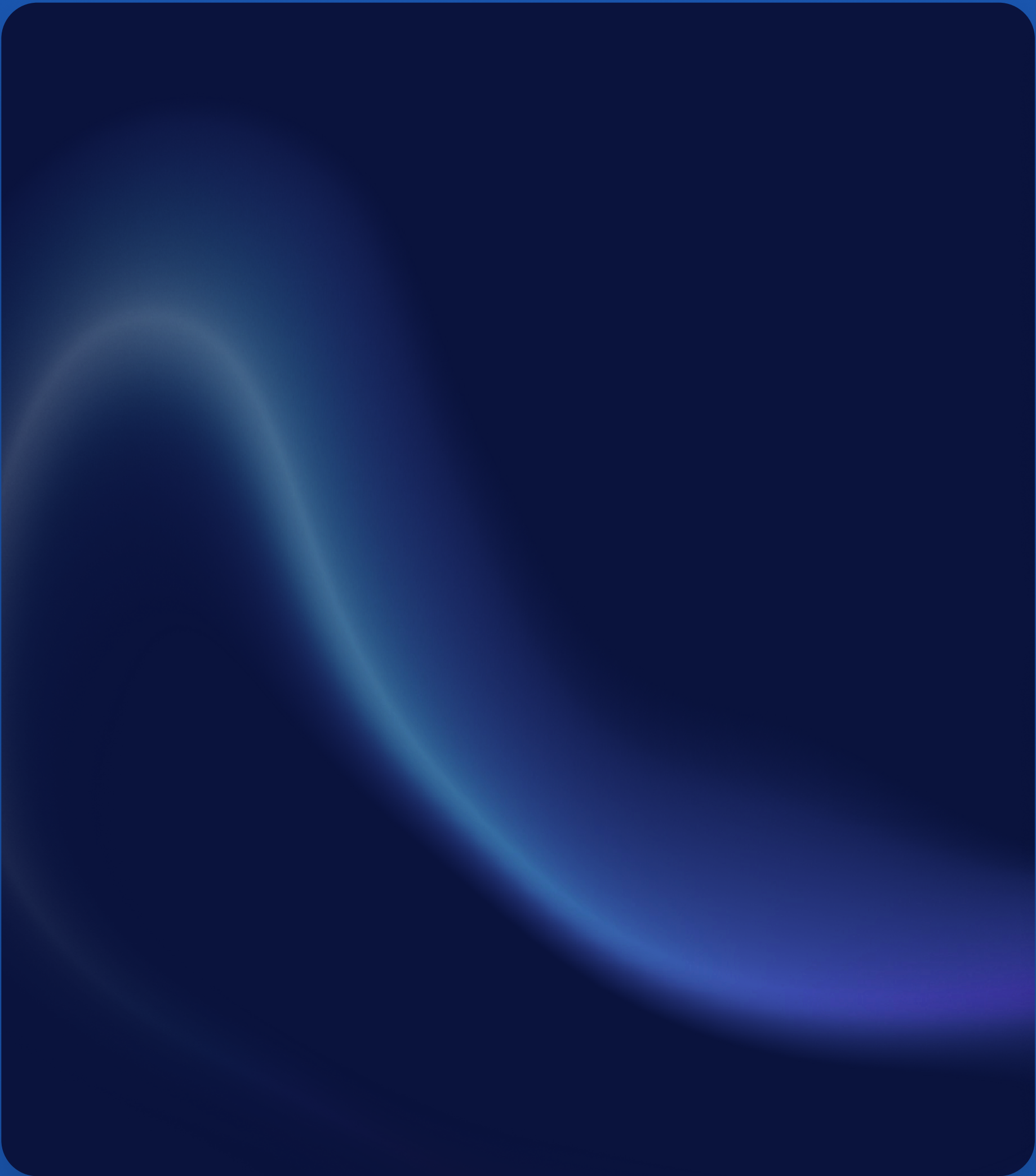


Procura

CONSULTING — BAHRAIN, 2026

One blue, one weight, no decoration —
a print system that reads senior in
enterprise rooms and survives 6mm
embossing.

Scope	Identity, print system
Deliverables	Cards, letterhead, guide
Plate	01



PROCURA

TIPS & TRICKS

3 WAYS TO

CUT PROCUREMENT COSTS

01

Consolidate suppliers

Fewer vendors means stronger leverage on pricing.

02

Automate approvals

Cut delays and manual errors from every purchase order.

03

Track spend in real time

Spot overruns before they become a problem.

PROCURA

MILESTONE

MILESTONE

5 YEARS STRONG

Five years, hundreds of partnerships, and one goal that hasn't changed — making sourcing simple. Thank you for growing with us.

Sensolite

TEACH — GERMANY, 2026

Sensolite Helps People Take Control Of Their Health With Stylish, Connected Devices That Make Health Monitoring Easy And Accessible To Everyone.

Scope	Identity, print system
Deliverables	Cards, letterhead, guide
Plate	03

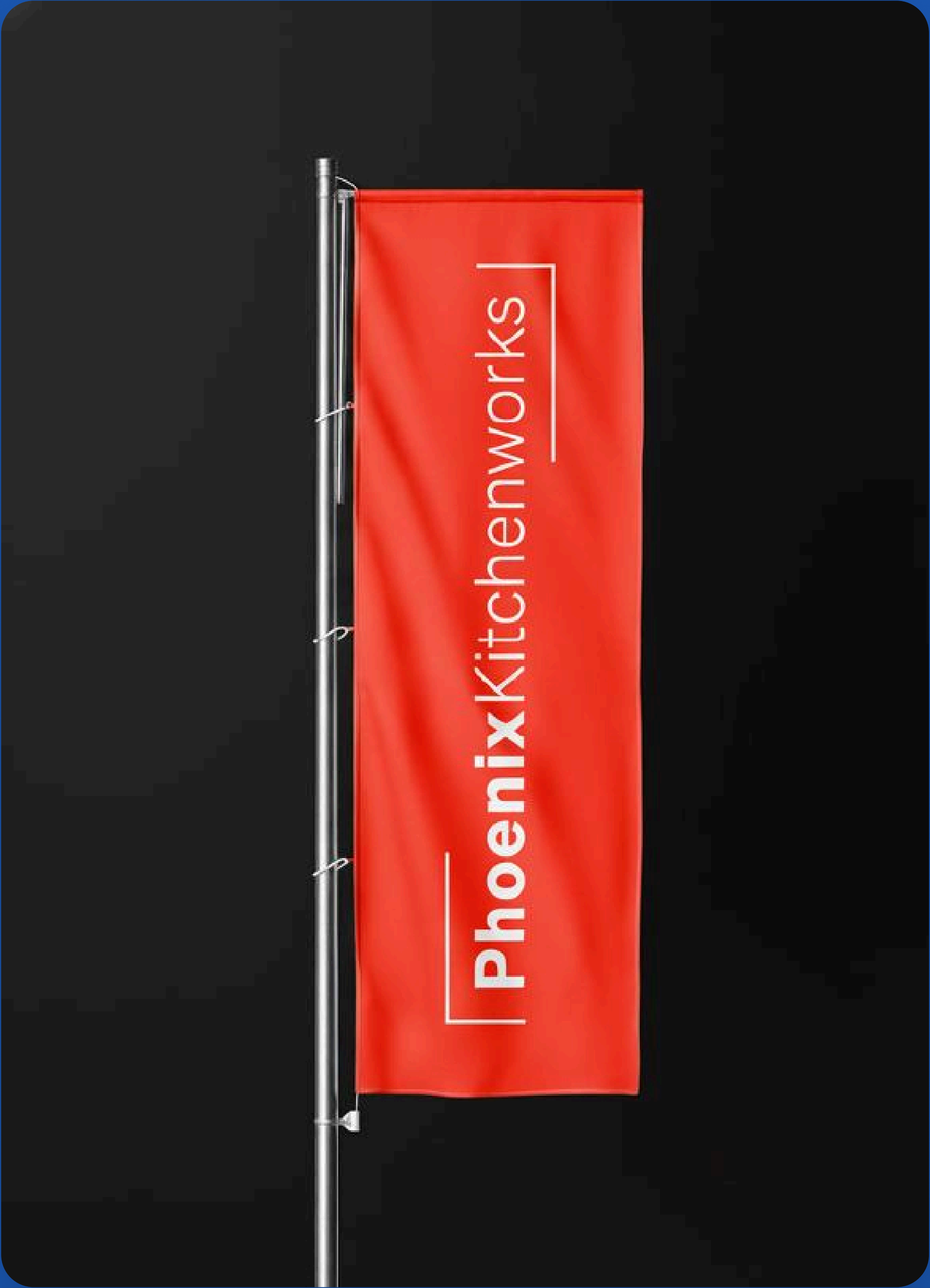


Phoenix

KITCHeworks — CANDA, 2026

For Over 25 Years, Phoenix Kitchenworks Ltd. Has Stood For Craftsmanship, Precision, And Trust In The Art Of Custom Cabinetry

Scope	Identity, print system
Deliverables	Cards, letterhead, guide
Plate	04



Berrytree

FOOD — FRANCE, 2026

We Are A Company That Makes Products From Berry. Our Main Product Is Made With Love And Available In Stores Worldwide.

Scope Identity, print system

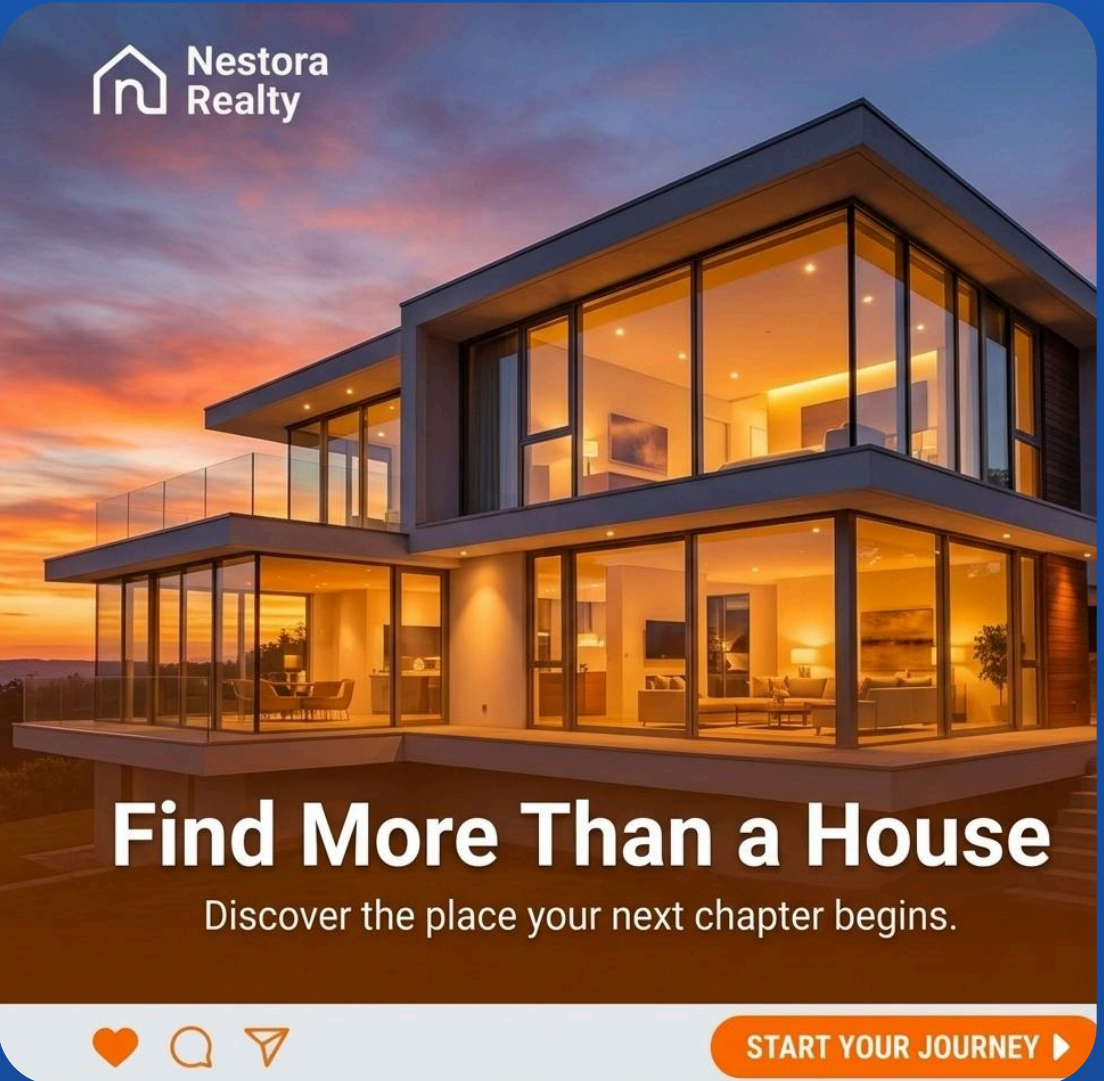
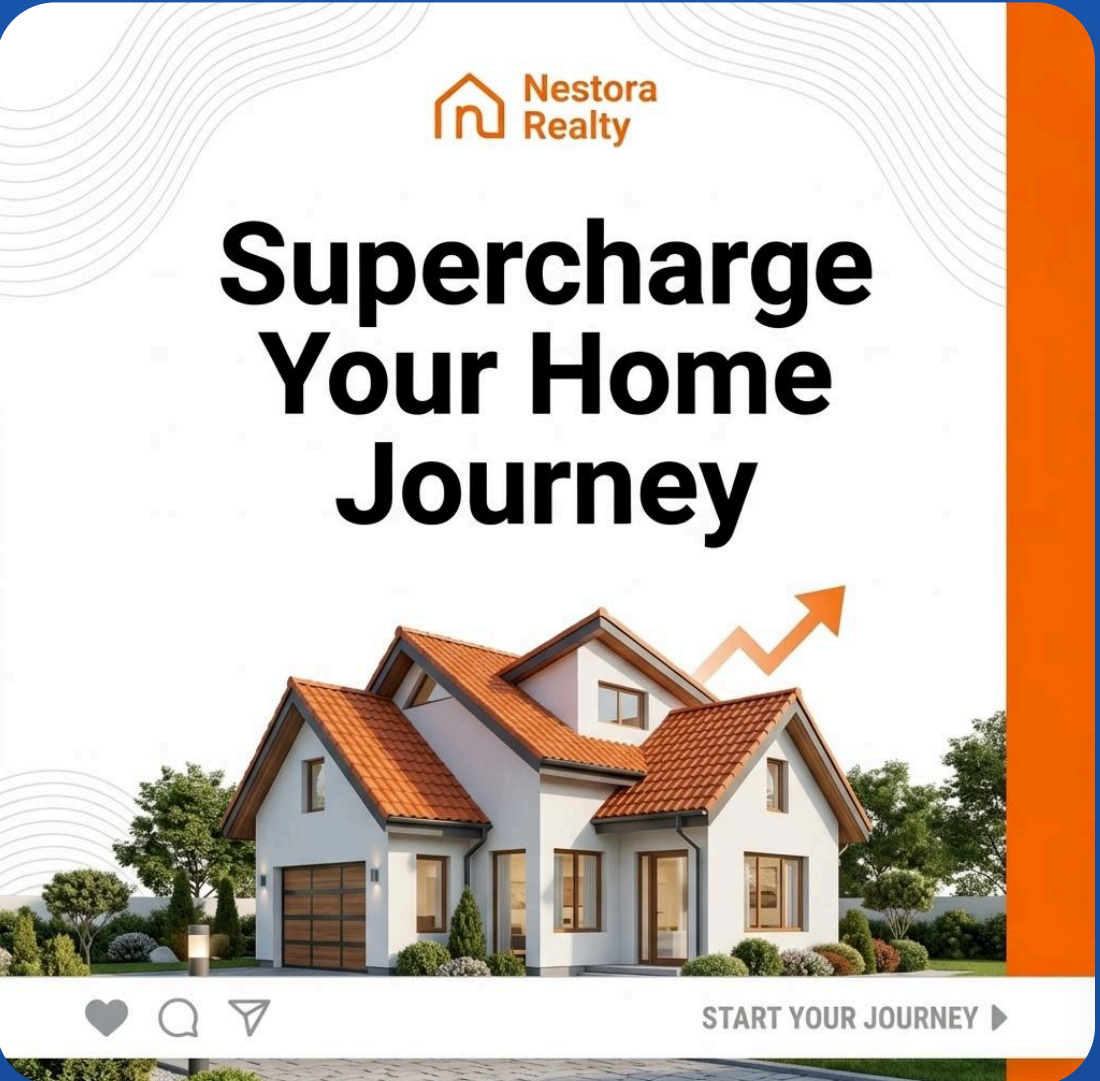
Deliverables Cards, letterhead, guide

Plate 05



Four of the six accounts we run.

72 posts a month — Arabic and English, organic and paid, written and designed in one pass.



SECTION 03 — PRINT & PACKAGING

Print that survives the press.

Nine pieces across food, hospitality and consulting — every one specified to print right the first time.





The Olive Dept.

FOOD & BEVERAGE — TINS, BOTTLES, LABELS

2026





Mirzam

CHOCOLATE MAKERS — TIN RANGE, THREE FLAVOURS

2025







nao & Sumat

HOSPITALITY — BILINGUAL MENU SYSTEM

2025



Card systems

PHOENIX · SABELL · PROCURA · ENHANCED

2024 — 2026