

$y = \sin x$   
 $y = \cos x$   
 $\frac{1}{\tan \frac{x}{2}} = \frac{1 - \cos x}{1 + \cos x}$   
 $\sum_{\omega \in A} p(\omega)$   
 $S_n = a_1 q^{n-1} + \dots + a_n q^{n-1}$   
 $z = a + bi$   
 $y = ax^2 + bx + c$   
 $x_{1,2} = \frac{-b \pm \sqrt{D}}{2a}$   
 $\int f(\varphi(x)) \varphi'(x) dx = \int f(u) du$   
 $P(A|B) = \frac{P(A \cap B)}{P(B)}$   
 $\lim_{n \rightarrow \infty} \frac{a_n}{b_n} = \frac{\lim_{n \rightarrow \infty} a_n}{\lim_{n \rightarrow \infty} b_n}$   
 $\frac{1}{s} \log a r$   
 $y = x^2$   
 $\alpha, \beta, \gamma$



# PORTFOLIO

$R(t) = \exp\left(-\int_0^t z(x) dx\right)$   
 $CBMO = \int_0^\infty R(t) dt$   
 $f(t) = \frac{dF(t)}{dt}$   
 $z(t) \Delta t = P\{t < T < t + \Delta t | T > t\}$   
 $r.s = \log_a r + \log_a s = \sum_{j=1}^n x_j \cdot n_j$   
 $\frac{1}{s} \log a r$   
 $\lim_{n \rightarrow \infty} \frac{a_n}{b_n} = \frac{\lim_{n \rightarrow \infty} a_n}{\lim_{n \rightarrow \infty} b_n}$   
 $P(A \cap B) = P(A) \cdot P(B)$   
 $\vec{F}_m = \vec{B} \cdot \vec{I}$   
 $P = \frac{\vec{F}}{\Delta S} = \frac{m \Delta \vec{V}}{\Delta S \Delta t}$   
 $V = V_1(1 + \beta \Delta t)$   
 $\frac{\sin \alpha}{\sin \beta} = \frac{V_1}{V_2} = \frac{m_2}{m_1} \lambda = \frac{h}{\sqrt{2}}$   
 $\vec{F}_m = \vec{B} \cdot \vec{I}$   
 $P = \frac{\vec{F}}{\Delta S} = \frac{m \Delta \vec{V}}{\Delta S \Delta t}$   
 $\lim_{n \rightarrow \infty} \frac{a_n}{b_n} = \frac{\lim_{n \rightarrow \infty} a_n}{\lim_{n \rightarrow \infty} b_n}$   
 $\frac{1}{s} \log a r$

# | Index



**Our Clients**

**Artwork Samples**

**Media Buying**

**Case Studies**

**Production & Branding**

**Influencer Marketing**

**Google My Business Listing**



# | Our clients



**Ezz Elarab.**



# | Our clients



# Artwork samples



# Artwork samples



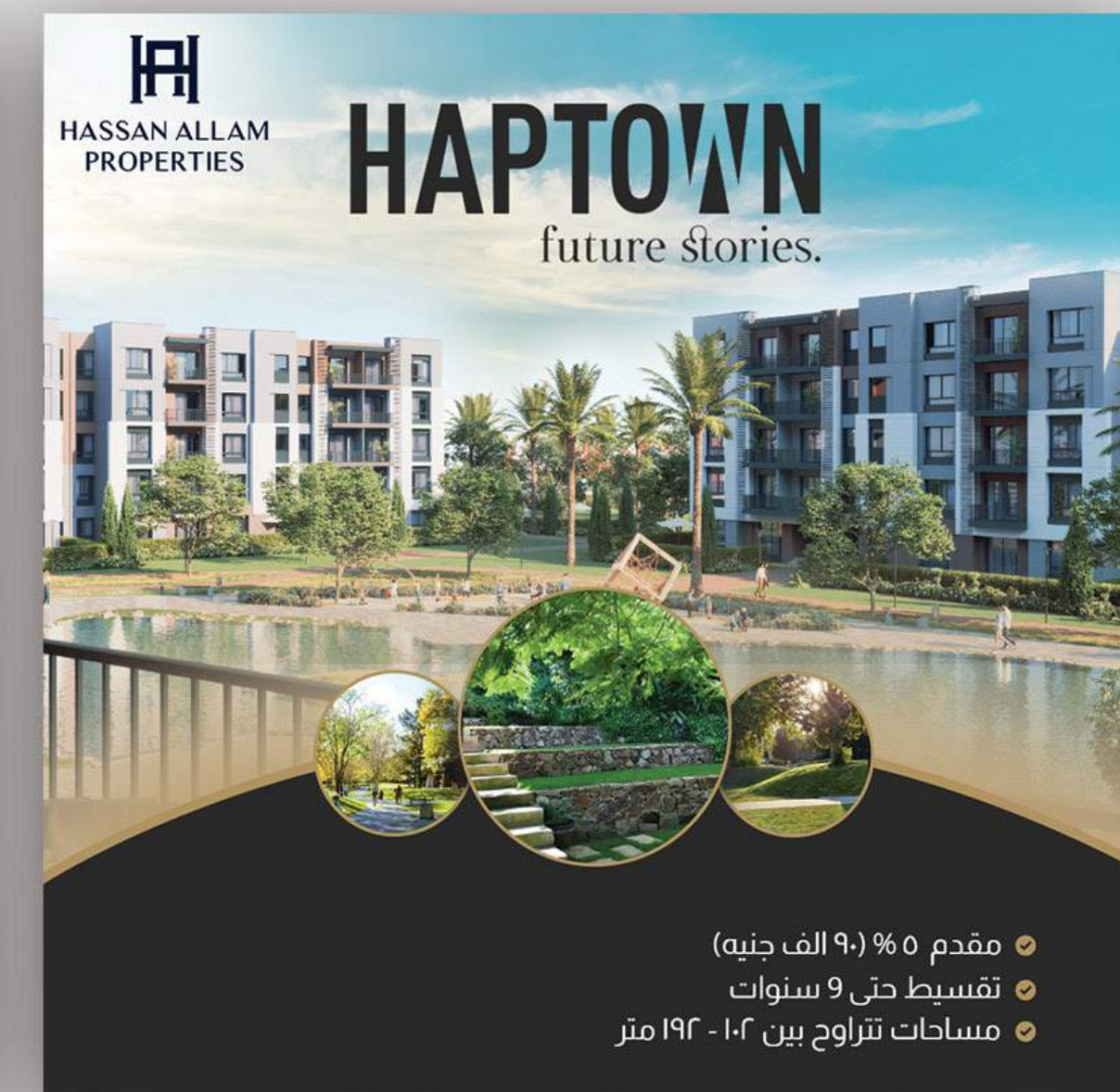
# Artwork samples



# Artwork samples



# Artwork samples



# Artwork samples



# Artwork samples



# Artwork samples



# Artwork samples



# Artwork samples



# Artwork samples



# Artwork samples



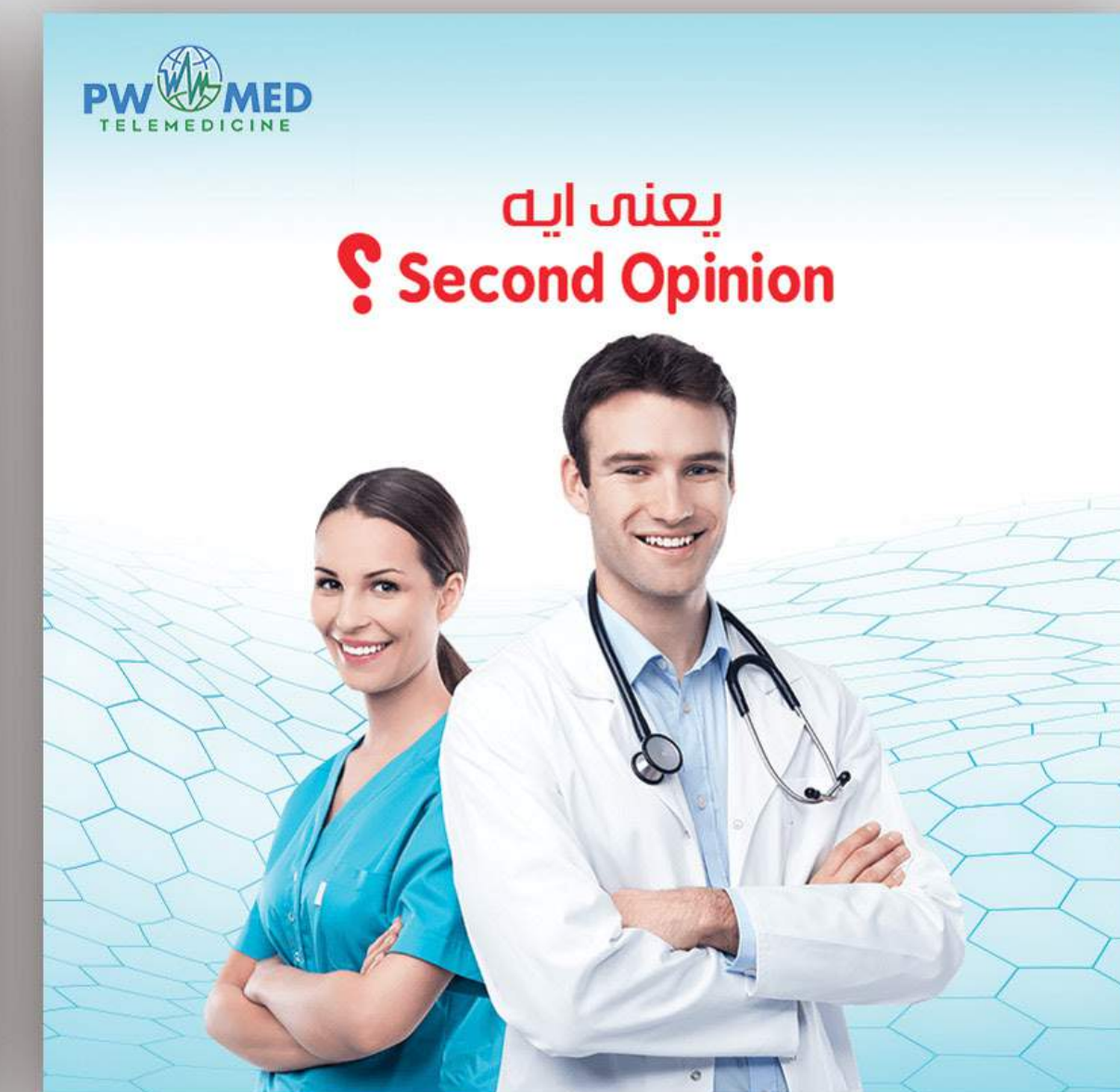
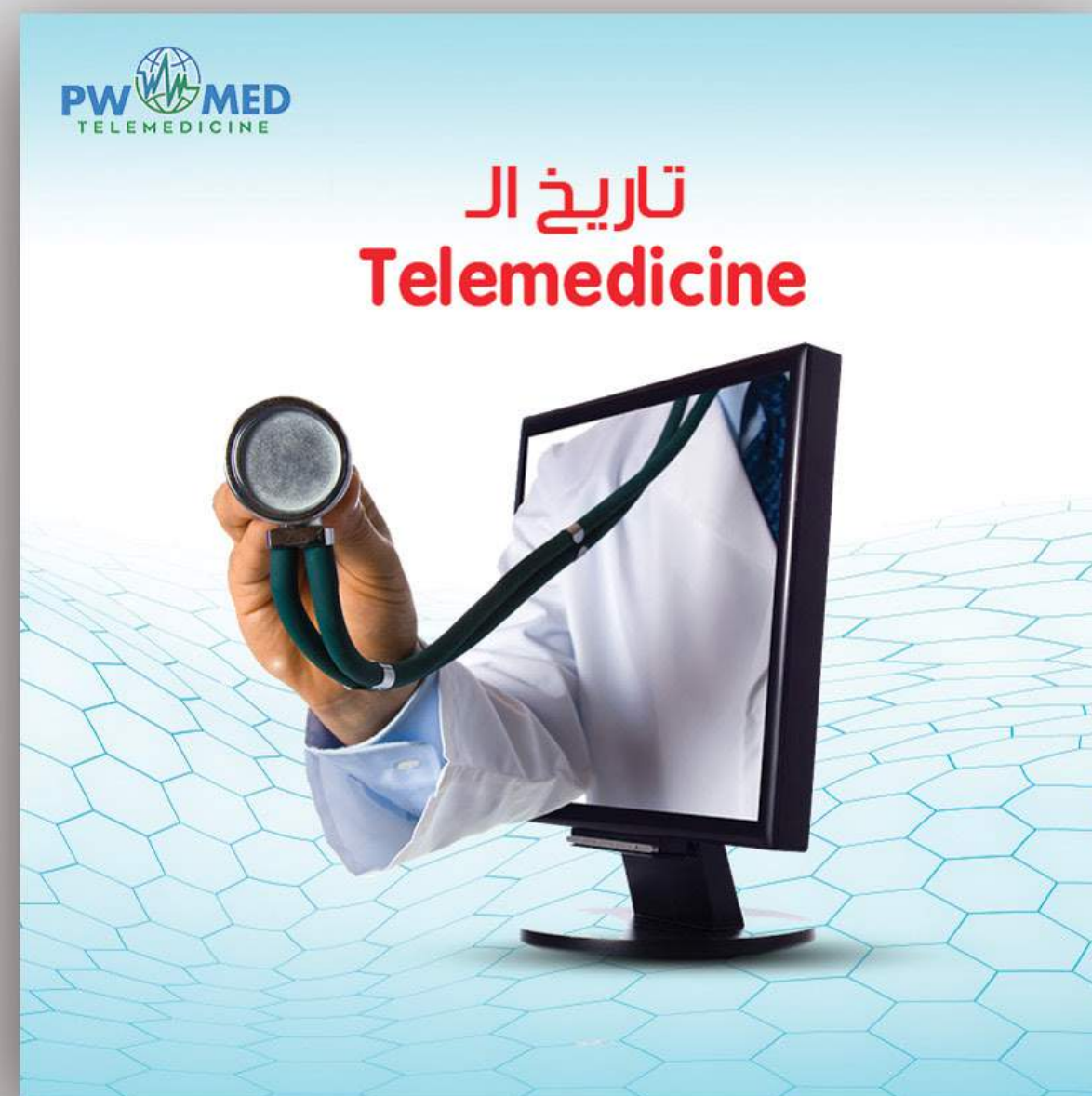
# Artwork samples



# Artwork samples



# Artwork samples



# Media buying



Clicks ▾	Conversions ▾	Cost / conv. ▾	Cost ▾
122K	17.6K	E£2.45	E£42.9K



Views ▾	Conversions ▾	Cost / conv. ▾	Cost ▾
5.4M	108K	E£0.48	E£51.8K

# Media buying



## Google ADS

Clicks ▼ 17.9K	Views ▼ 117K	Avg. CPC ▼ £1.86	Cost ▼ £33.4K
Clicks ▼ 141K	Avg. CPC ▼ £0.72	Avg. CPV ▼ £0.10	Views ▼ 419K
Views ▼ 5.4M	Conversions ▼ 108K	Cost / conv. ▼ £0.48	Cost ▼ £51.8K

# Media buying



## Google ADS

Clicks ▼ 122K	Conversions ▼ 17.6K	Cost / conv. E£2.45	Cost E£42.9K
Clicks ▼ 141K	Avg. CPC ▼ E£0.72	Cost / conv. ▼ E£3.01	Cost E£101K
Clicks ▼ 1.02M	Conversions ▼ 77.9K	Cost / conv. E£8.21	Cost E£658K
Clicks ▼ 74.1K	CTR ▼ 4.93%	Avg. CPC E£2.75	Cost E£204K

# Media buying

## Google ADS

Display URL domain	↓ Impression share	Overlap rate	Position above rate	Top of page rate	Abs. Top of page rate	Outranking share
You	37.78%	—	—	80.47%	28.26%	—
gettransfer.com	27.30%	32.22%	64.44%	86.37%	41.67%	29.94%
facebook.com	13.03%	23.08%	35.66%	65.67%	14.14%	34.67%
viator.com	12.45%	14.81%	51.43%	73.76%	22.89%	34.90%
getyourguide.com	10.81%	10.65%	45.33%	74.78%	23.49%	35.96%
capsegyp.com	< 10%	11.39%	22.33%	61.30%	12.33%	36.82%
fast-limo.com	< 10%	10.05%	37.38%	74.81%	10.22%	36.36%
swvl.com	< 10%	8.14%	69.44%	90.99%	54.44%	35.64%
taxi2airport.com	< 10%	10.10%	44.01%	62.29%	8.75%	36.10%

Display URL domain	↓ Impression share	Avg. position	Overlap rate	Position above rate	Top of page rate	Abs. Top of page rate	Outranking share
You	41.75%	2.1	—	—	85.81%	14.68%	—
gettransfer.com	27.08%	2.9	33.40%	43.82%	74.61%	10.65%	35.64%
viator.com	21.96%	2.7	28.35%	45.06%	75.83%	19.65%	36.42%
getyourguide.com	20.39%	3.1	26.49%	30.64%	71.51%	5.87%	38.37%
rideways.com	11.13%	3.6	11.92%	42.17%	59.29%	1.88%	39.65%
taxi2airport.com	10.58%	3.7	8.81%	33.78%	54.97%	1.20%	40.51%
capsegyp.com	< 10%	3.6	13.05%	9.17%	61.15%	0.54%	41.25%
tripadvisor.com	< 10%	3.9	6.36%	23.03%	48.53%	2.18%	41.14%
ziptransfers.com	< 10%	3.2	9.46%	47.17%	68.62%	0.52%	39.89%

# Media buying



## Youtube ADS



**CAT CAIRO AIRPORT TRAVEL**  
مطار القاهرة للسياحة

توصيل مجاني لمطار القاهرة الدولي

مطار القاهرة الدولي

19970

الوصف

توصيل مجاني الى مطار القاهرة الدولي

Cairo Airport Travel 

2018  
10 أكتوبر

**127,971**  
عدد المشاهدات

5  
عدد المعجبين



**الريجسير**

طريقة لعب لعبة

شرح

الوصف

شاهد شرح طريقة لعب لعبة " الريجسير " التطور الطبيعي للعبة الافلام "

الريجسير 

2017  
22 يوليو

**4,737,152**  
عدد المشاهدات

76  
عدد المعجبين



# Media buying



Most-shown search ads

Renault • 555

بـ555جنية فقط | رينو - كيا - مجموعة فولكس واجن | السعر شامل الضريبة  
[www.facebook.com](http://www.facebook.com)

زيت 10,000 شيل هيكس الترا + فتر اصلي و كشف كامل على السيارة.  
 الخط الساخن : 19941 اتصل على 19941. مركز كامل للتمكيد. مركز جديد بأسعار زامن. مركز على مساحة 5000 متر

Ad	Impressions	Clicks	CTR
Enabled	353,009	5,067	1.44%

بـ666جنية فقط | فقط لملاك مجموعة فولكس واجن | فولكس واجن و سيات واودي وسكودا  
[www.facebook.com](http://www.facebook.com)

زيت 10,000 شيل هيكس الترا + فتر اصلي و كشف كامل على السيارة.  
 الخط الساخن : 19941

Call 02 22697338

**CAPS AUTO**

**299 جنية فقط**  
 السعر شامل الضريبة

زيت 5,000 كم    فلتر اصلي والتركيب    كشف كامل على السيارة

**RENAULT**

بـ299 ج. تغيير زيت 5,000 و فلتر اصلي و كشف على السيارة

11,071 views

**CAPS AUTO**

**KIA 000 جنية بس**

كشف كامل على السيارة    فلتر اصلي والتركيب    زيت 10,000 كم

بـ555 جنية فقط تغيير زيت و فلتر و كشف على السيارة

20,867 views



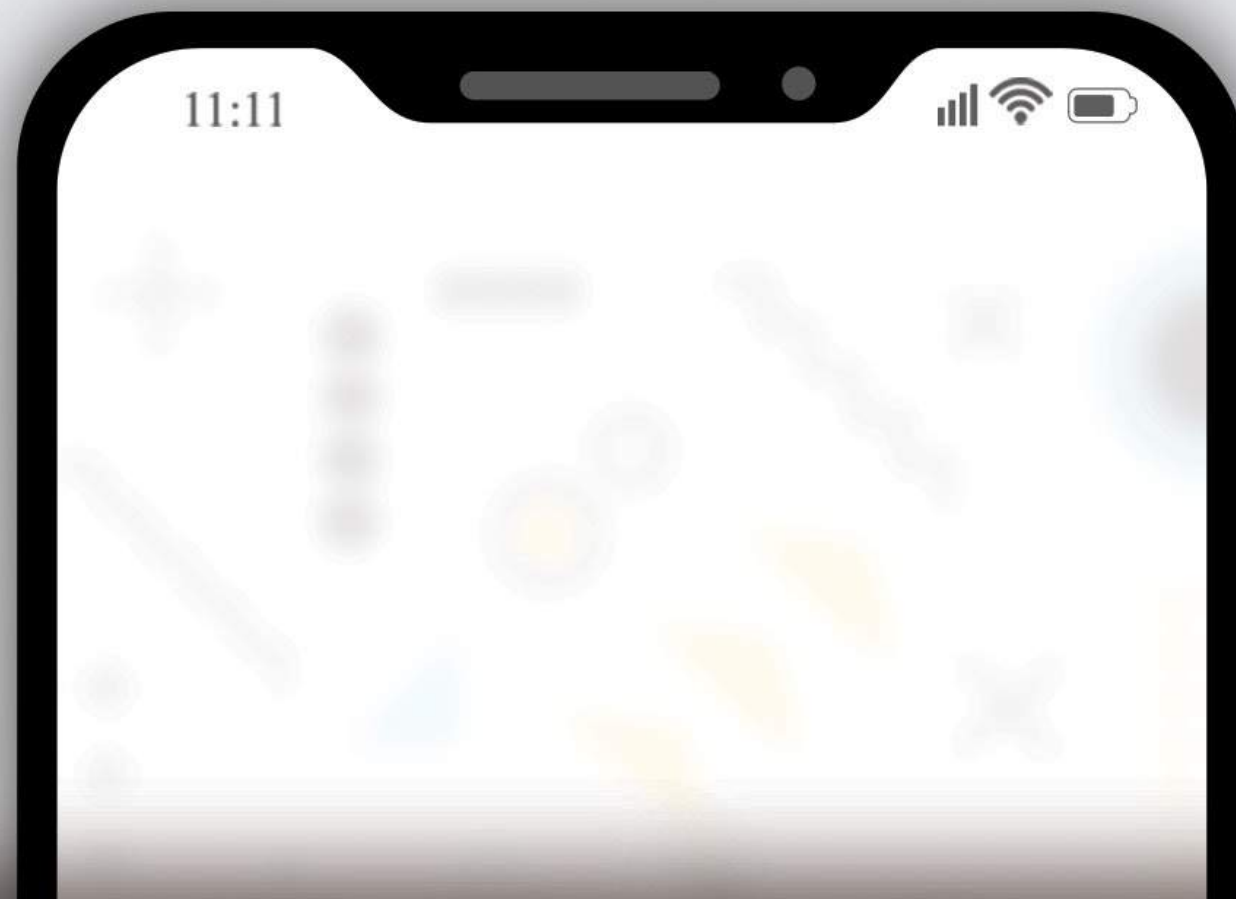
# Media buying

## Facebook ADS

2,353 Page Likes	136,545	216,242	0.75.م.ج Per Page Like
398 On-Facebook Leads	218,112	355,590	11.50.م.ج Per On-Facebook Le...

630 On-Facebook Leads	180,112	614,974	35.78.م.ج Per On-Facebook Le...
758 On-Facebook Leads	190,792	547,150	40.16.م.ج Per On-Facebook Le...
1,259 On-Facebook Leads	409,034	1,174,374	35.40.م.ج Per On-Facebook Le...

# Media buying





**Mona zaki w faten 7amama –...**  
 238 Mobile App Installations  
 \$0.03 per Mobile App Install  
 ● Active

\$7.89 spent since 22 August 2017



**Yousef el sherif w mary mounib**  
 407 Mobile App Installations  
 \$0.05 per Mobile App Install  
 ● Active

\$20.96 spent since 20 August 2017



## Facebook ADS

8 Website Purchases	2,563	4,483	19.20 ج.م. Per Purchase
------------------------	-------	-------	----------------------------

250.00 ج.م. Daily	7-day click or ...	90 Website Purchases
----------------------	--------------------	-------------------------

183 On-Facebook Leads	26,504	47,652	3.79 ج.م. Per On-Facebook Le...
--------------------------	--------	--------	------------------------------------

704 Messaging Conversa...	81,693	238,016	7.97 ج.م. Per Messaging Conv...
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# Media buying

### Post Preview


**Caps Auto Eg**  
 February 24 · 🌐

بـ 555 جنية بس و شامل الضريبة  
 زيت شل هيلكس الترا 5W-40 10,000  
 فلتر زيت و التركيب  
 كشف كامل على السيارة  
 غسل عربةك خارجي ... [See More](#)



بـ 555 جنية بس و شامل الضريبة  
 01:58

بـ 555 جنية بس و شامل الضريبة [Send Message](#)

857,917  
People Reached

482,617  
Engagements

### Performance for Your Post

Reported stats may be delayed from what appears on posts.

**857917**  
People Reached

**11167**  
Reactions, Comments & Shares

5304 Like	11 Wow	1049 Love
27 Haha	6 Sad	11 Angry
4335 Comments	450 Shares	

**471450**  
Post Clicks

0 Photo Views	93549 Link Clicks	59778 Other Clicks
------------------	----------------------	-----------------------

### Negative Feedback

1 Hide Post	0 Hide All Posts	0 Report as Spam
----------------	---------------------	---------------------

# Social Media organic reach

**Cairo Airport Travel**  
Published by Mostafa Mostaz Sobhy [?] · May 19 at 12:47 AM · 🌐



**CAIRO AIRPORT TRAVEL**  
مطار القاهرة للسياحة

**"الوزراء": استثناء هذه الشواطي من قرار الحظر**

على نادر سعد المتحدث باسم مجلس الوزراء، على قرار إطلاق الشواطي على مدار أيام عيد الفطر المبارك، قائلا: "هذا يعني إطلاق كافة الشواطي العامة والخاصة فيما عدا استثناء واحد هو تلك الشواطي المملوكة للقطاع التي قامت بتوفير أوضاعها وفقا للإجراءات الاحترازية التي وضعتها الدولة للقطاع الفندقي في ظل إجراءات احترازية صارمة".

100,052  
People Reached

19,228  
Engagements

Boost Post

681 Comments 206 Shares

# Social Media news jacking

**Cairo Airport Shuttle Bus**  
Published by Mostafa Mostafaz Sobhy [?] · March 19 ·

كثمة السيد علي الحلبي (العضو المنتدب لشركة مطار القاهرة للسياحة) عن إجراءات الشركة لضمان تنظيف و تطهير الاسطول و الارتفاع بمستوى الوعي عند السائقين بما يخص التطهير الدوري المركبات في ظل الظروف الراهنة.

تأتي هذه المبادرة بالتعاون مع شركة ProTeam Detailing الوكالة الحصرية لشركة MAFRA EGYPT في مصر حيث قاموا بتدريب السائقين على كيفية التطهير الدوري قبل و بعد كل رحلة و تدريب فنيين التنظيف عن كيفية التنظيف و التطهير السليم للسيارات و امداد الشركة بمواد التنظيف و التطهير الاصلية و مراقبة جودة التنفيذ بشكل دوري داخل مقراتنا في ضوء تحول الشركة من مجرد توصيل من و الى مطار القاهرة الدولي الى وسيلة نقل آمنة لجميع العملاء في التقلات داخل القاهرة الكبرى



760,184  
People Reached

47,371  
Engagements

Boost Post

2.9K

223 Comments 606 Shares

# Influencer Marketing



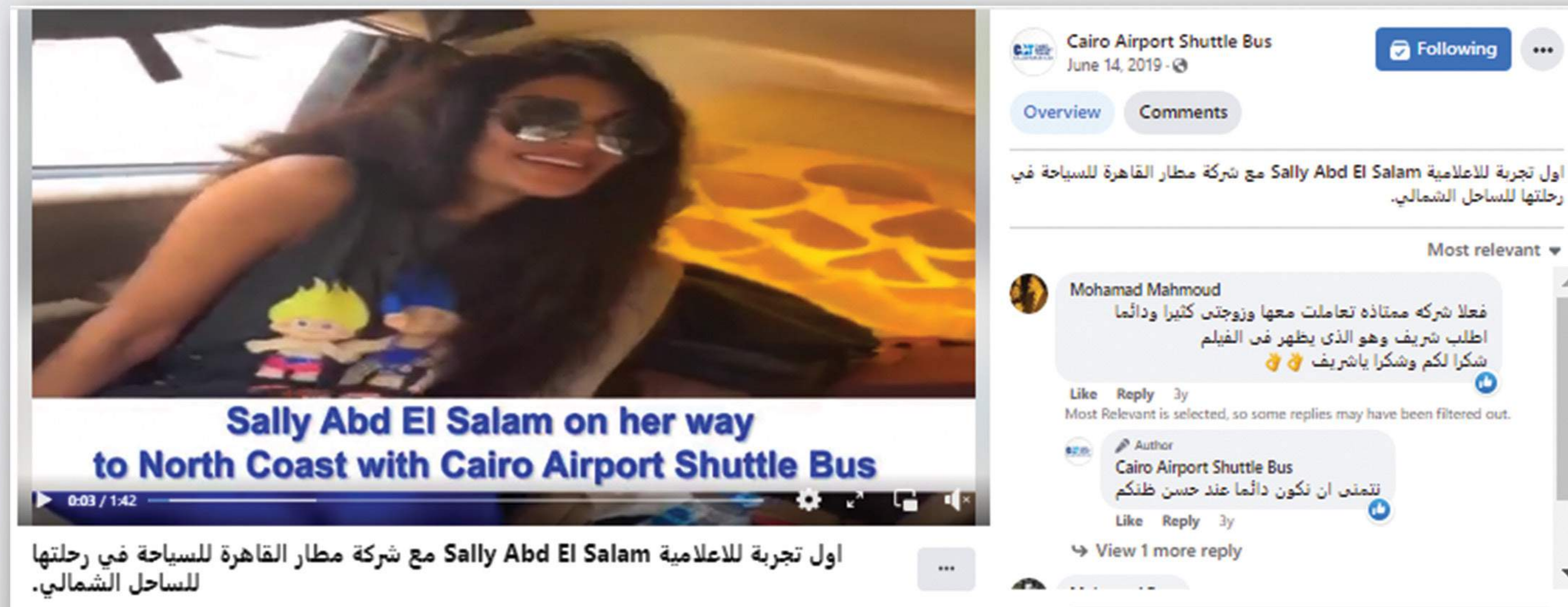
**Ahmed  
Elwakeel**



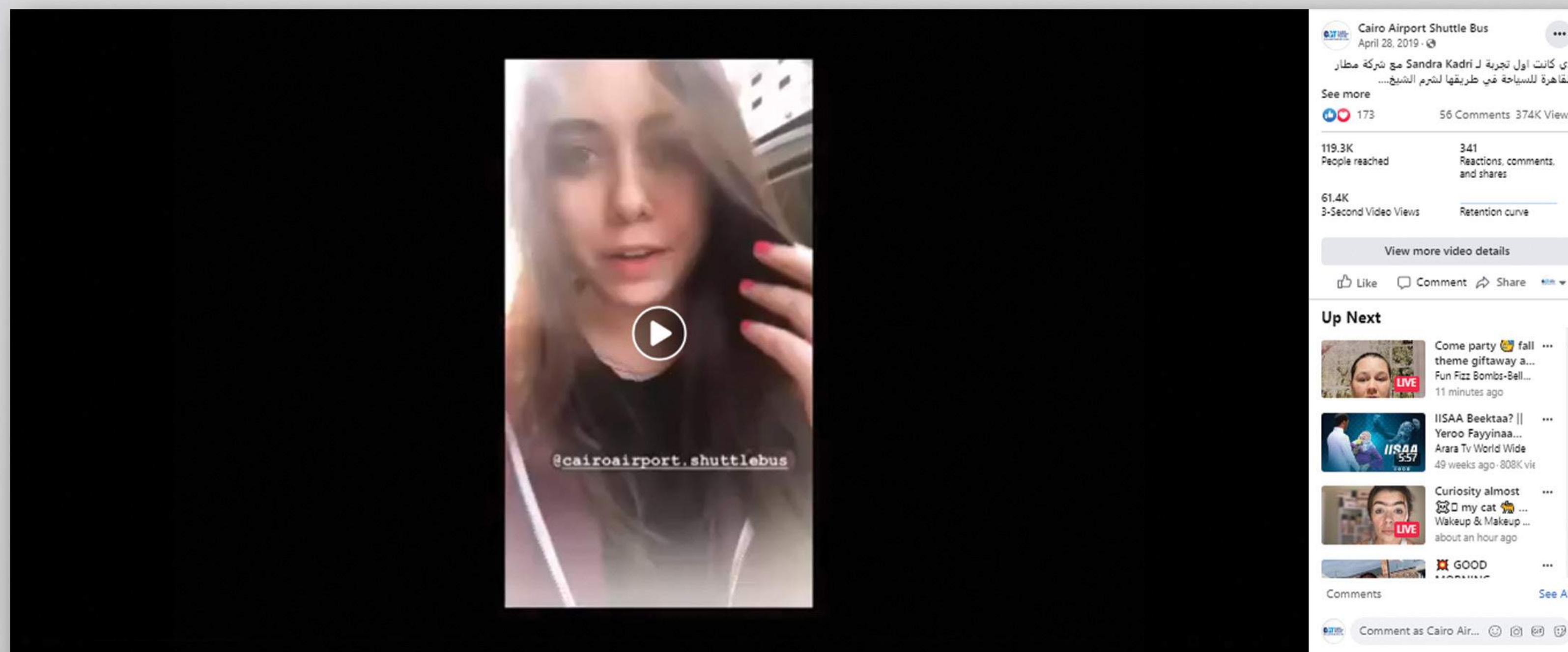
**Wael  
Mansour**



# Influencer Marketing



**Sally  
Abdelsalam**



**Sandra  
Kadry**



# Media buying

## Digital competitive analysis tracking



	Fans	Engagement	Post interaction	Total Reactions, Comments, Shares
Green wash waterless car care detailing products and services in Egypt	13k	0%	0%	0
MAFRA EGYPT @mafraegypt	71k	0.022%	0.30%	429
Meguiar's Egypt @meguiarsegypt	7.0k	0.12%	0.12%	226
OSREN Egypt @osren.egypt	2.9k	0.42%	0.49%	333
ProTeam Detailing @proteamdetailing	5.3k	0.0028%	0.078%	4
SONAX Egypt @sonaxeegypt	39k	0.022%	0.30%	236
AVERAGE	23k	0.098%	0.22%	205



# | Case studies



Client: **Haitham Ismail**

Industry: **Insurance Brokerage**

## Problem !

- 1) lack of online presence.
- 2) No leads generation activities.
- 3) High Turn over rates for the tele-sales team.
- 4) Lack of Brand Identity.

## What we did ?

- 1) Re-branding.
- 2) Creating Full identity.
- 3) Hiring and training telesales team.
- 4) launching a new Facebook & Instagram page.
- 5) Verification on google maps.
- 6) New Sales Service level.
- 7) More than 600 leads / Month.
- 8) Conversion Rate 5% +.



# | Case studies



Client: **Haitham Ismail**  
Industry: **Insurance Brokerage**

**Download leads** ×

Your file for **CARS Lead form 4/4** is ready. Please click the link(s) below to download it.

Form	Leads	Download link	
CARS Lead form 4/4	686	CSV	XLS

Session ID: f98deb1223b858\_1664452882915

BackClose

Campaign	Attribution setting	Results
Page Likes Eid	7-day click or ...	3,421 Page Likes

Campaign	Attribution setting	Results
New Messages - 16/4	7-day click or ...	981 Messaging Conversa...

# Case studies



Client: **Haitham Ismail**  
Industry: **Insurance Brokerage**



# | Case studies



Client: **City Ride**  
Industry: **Taxi Service**

## Problem !

- 1) Entering private transportation market in north coast Egypt.
- 2) Need Mobile app installs.
- 3) High retention rates for mobile app users.

## What we did ?

- 1) Launching social media accounts.
- 2) Testing the Mobile app (UI/UX).
- 3) Full branding for the vehicles.
- 4) +100K installs in the Sa7el area.
- 5) The Mobile App has reached high-end audiences.
- 6) Fulfilling fleet capacity during the working hours.

# | Case studies



Client: **City Ride**  
Industry: **Taxi Service**



Clicks ▾	Conversions ▾	Cost / conv.	Cost
122K	17.6K	££2.45	££42.9K



# | Case studies



Client: **Caps Auto**

Industry: **Automotive Service Center**

## Problem !

- 1) Lack of Digital or Physical presence.
- 2) Due to the "خليها تصدي" campaign, they encountered numerous protests when opening the center.
- 3) Sales and after-sales were significantly impacted by this campaign.

## What we did ?

- 1) Creating a full brand identity.
- 2) Coordinate with all partners.
- 3) Do marketing campaigns.
- 4) Call center team training.
- 5) Full Capacity for maintenance and body paint during weekdays.
- 6) Aid them to get new corporate deals.

# | Case studies




Client: **Caps Auto**

Industry: **Automotive Service Center**




# Case studies



Client: **MAFRA Egypt**  
 Industry: **Retail / Car care products**

Maintenance of social media leadership & visibility toward the social media competition was made by **our experts**.

	NUMBER OF LIKES	NUMBER OF COMMENTS (TOTAL)	POST INTERACTION	PAGE PERFORMANCE INDEX	ENGAGEMENT	TOTAL REACTIONS, COMMENTS, SHARES
 MAFRA EGYPT @mafraegypt	9.5k	1.2k	1.0%	6.0%	0.19%	11k
 Meguiar's Egypt @meguiarsegypt	101	210	0.35%	⊖	0.052%	349
 O2proformance @o2proformance	1.8k	1.2k	0.066%	2.0%	0.041%	3.3k
 SONAX Egypt @sonaxegypt	480	444	0.61%	8.0%	0.035%	985
MEDIAN	1.2k	802	0.48%	6.0%	0.047%	2.1k

Media Buying Metrics



Spending X getting 4X



# | Case studies



Client: **M1 Auto**

Industry: **Automotive Service Center**

**60 Days** of marketing 

**+400K** Reach 

**+2K** Leads   

**+400** Unique customers 



# Production & Branding

Client: **Shell + Matic Auto**



# Production & Branding

Client: **ERGO**



# Production & Branding

Client: *Cairo airport travel*



# Production & Branding

Client: **Kärcher**



# Production & Branding



Client: **Premiere Construction**

110 PIX

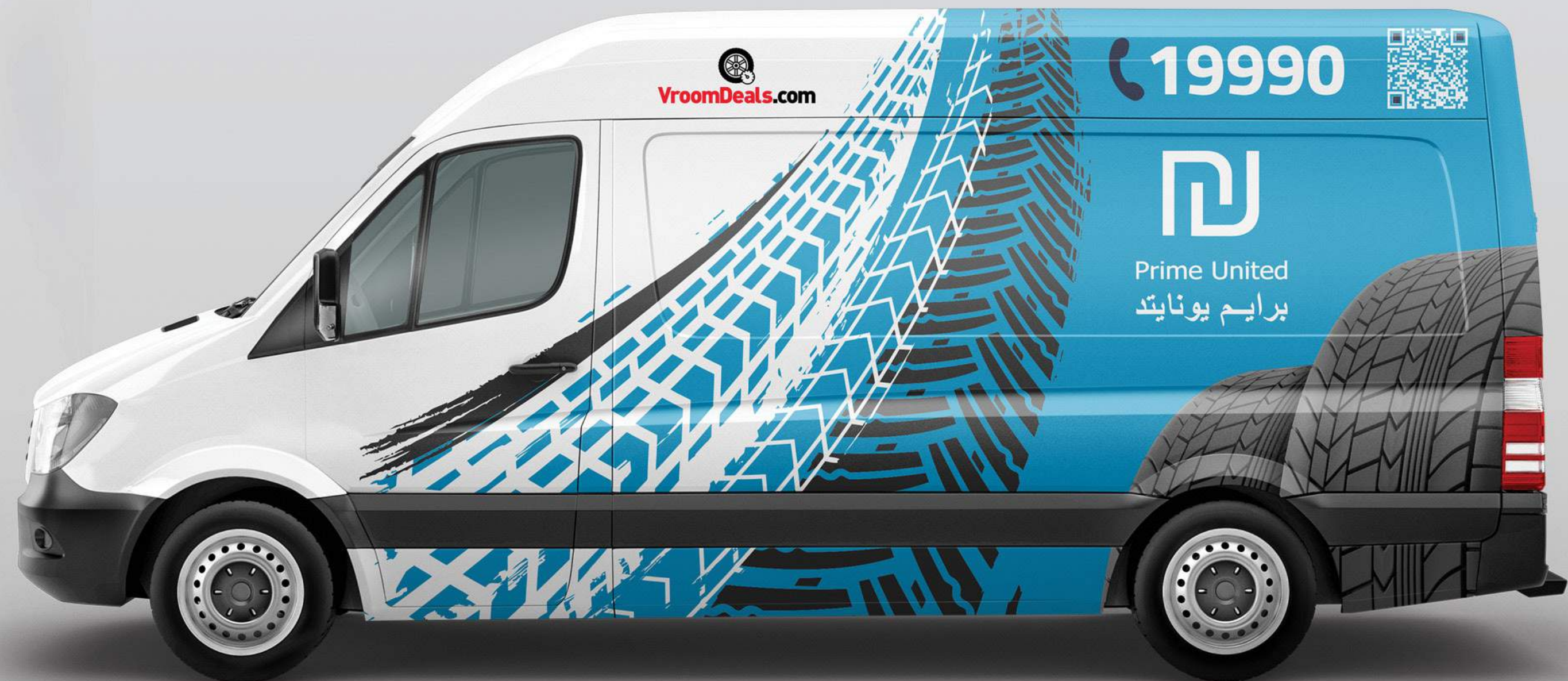


254 PIX



# Production & Branding

Client: **Prime United**



# Production & Branding

## Business Card



# Production & Branding

## Design



## Processing



# | Production & Branding



**H.S.C**  
Branch

# Production & Branding

## Design



## Execution



# Production & Branding

## Design



## Execution



# Production & Branding

## Production



## Installation



# Production & Branding



# Production & Branding



## Design



## Execution



# Production & Branding

## Logos creation



And more ...

# Production & Branding

# Flyer

الطعم الأصلي للأكل المصري

### أبو شقرة القاهرة

القصر العيني، 69 شارع القصر العيني مصر الجديدة، 82 الميرفني  
المهندسين، 17 شارع جامعة الدول العربية سيتي سنتر، الدور الرابع خان الخليفي  
المعادي، 73 شارع النصر مركز (Food Court 1 Fase)  
نادي الشمس، بوابة 1 شارع عبد الحميد بدوي الهرم، أمام أبو الهول مركز الصوت والضوء  
التجمع الخامس، كونكورد بلارا إدريم بلارا الشيخ زايد

### أبو شقرة الإسكندرية

لوران، لوران الكورنيش  
الوجه القبلي (الآن أسبوت)  
مجمع أبراج فايف بلارا (أرض الملاعب)

/aboushakra1947

/aboushakra

/aboushakra

/aboushakra

For Catering: 01006911777 / www.aboushakra.net

### Beverages

8.00	Pepsi - 7up - Mirinda
12.00	Birell - Fayrouz
8.00	Mineral Water Small
12.00	Mineral Water Large
14.00	Fresh Juices
	(Strawberry - Mint with Soda)
	Juices - Banana milk
14.00	Fresh Lemon Juice
21.00	Fresh Mango Juice

### Meals

بيبرسي - مشمن أب - ميرندا	51.00
بزل - فيروز	88.00
عصا معدنية (صفيرفا)	88.00
عصا معدنية (كبيرة)	87.00
عصا	88.00
دونات - فريش - برافال	88.00
موز بالين - عصا (مجموع)	88.00
عصا ليمون فريش	111.00
عصا مانجو فريش	136.00

### وجبات

وجبة 1/2 دجاج مشوي	وجبة 1/2 دجاج باليه
وجبة شيش طاووق	وجبة كروميكال تشكن جريل
وجبة 1/2 دجاج باليه	وجبة 1/2 دجاج مشوي
وجبة سكاكوب باليه لحم بتلو	وجبة سكاكوب باليه لحم بتلو
وجبة كفتة أبو شقرة	وجبة بيلكاي بعوض المشروم
جميع الوجبات تقدم مع أرز وسلطة وخبز	

### الحفلات والطلبات الخاصة

4146.00	Douzi with Khalta Rice
4146.00	Douzi with Ferek & Nuts
1106.00	Turkey with Khalta Rice
3042.00	Veal Shank with Khalta Rice
1106.00	Lamb Shank with Khalta Rice

FOR DELIVERY  
19090

الأسعار شاملة الضريبة

## Chef Selections

174.00	Piccata with Mushroom
138.00	Escalope Panes Large
194.00	Veal Mouze
194.00	Lamb Mouze
217.00	Roasted Chick Shoulder Steak
108.00	Ribs with Frenk Tajin

## مقتارات الشيف

174.00	بيكاتا مع فصوص المشوم
138.00	اسكالوب بانيه كبير
194.00	موزة بطلو مع فنة
194.00	موزة هان مع فنة
217.00	زائد رستو
108.00	رشي أبو شفرة بلفنك

## Charcoal Grilled

324.00	Kilo Lamb Kofta Kabab Served with 4 Salad and Bread
324.00	Kilo Kofta Served with 4 Salad and Bread
364.00	Kilo Veal Kofta Kabab Served with 4 Salad and Bread
296.00	Kilo Mix Grill Kofta - Kabab - Shish Tawook Served with 4 Salad and Bread
288.00	Tarb Abu Shakra Kilo
324.00	Grilled Meat Sausages Kilo
256.00	Grilled Chicken Sausages Kilo

## ركن المشويات

324.00	كيلو كباب وكفتة طاني لقد مع 4 سلطة وخبز
324.00	كيلو كفتة لقد مع 4 سلطة وخبز
364.00	كيلو كباب وكفتة طاني لقد مع 4 سلطة وخبز
296.00	كيلو ميس Grill كفتة - كباب - شيش طاووق لقد مع 4 سلطة وخبز
288.00	حطب أبو شكرة كيلو
324.00	سوي لحم مشوي على الفحم ك
256.00	سوي دجاج مشوي على الفحم ك

## Poultry Dishes

65.00	1/2 Grilled Chicken Served with 1 Tajin and 2 Bread
256.00	Shish Tawook Kilo
87.00	Grilled Chicken Breasts
82.00	Fajita Chicks
80.00	Stuffed Pigeon "One Piece" Stuffed with Special Rice Roasted Potatoes
81.00	Stuffed Pigeon "One Piece" Stuffed with Saffron Frenk Roasted Potatoes
62.00	Charcoal Grilled Pigeon With Wedges Potatoes
160.00	Roasted Duck 1/2 Roasted Duck & Bismillahia Grey
137.00	2 Charcoal Grilled Quail

## أطباق الطيور

65.00	1/2 دجاج مشوي مع 1 خبزينة و 2 خبز
256.00	كيلو شيش طاووق
87.00	صدور الدجاج المشوي
82.00	شايفيتا فراخ
80.00	حمام مشوي (واحدة) محملي لوز بالخامه واذنة مع بطاطس رستو
81.00	حمام مشوي (واحدة) محملي فريك مع بطاطس رستو
62.00	حمام مشوي (واحدة) مع بطاطس وخبز
160.00	بط رستو 1/2 بط مع لوز وسملي وحمص
137.00	2 سمك مشوي على الفحم

## Sandwiches

49.00	Howarshina
55.00	Charcoal Grilled Kofta
49.00	Veal Kabab
40.00	Shawarma
	Rap or Vienna Bread
17.00	كلها كمبو (بطاطس - بيبسي)

## سندوتشات الجاج

42.00	Shish Tawook
42.00	Chicken Pane
42.00	Chicken Crispy with Chili Sauce
40.00	Shawarma Chicken Medium with Mixed Meat
42.00	Fajita Chicks
	Rap or Vienna Bread
17.00	كلها كمبو (بطاطس - بيبسي)

## Side Dishes

17.00	French Fries
25.00	Sauteed Vegetables
36.00	Plain Fatta
29.00	Khalta Rice
34.00	Vine Leaves
34.00	Basmati Rice
45.00	Assorted Dolma

## Kids Corner

48.00	Chicken Balls with Pasta
48.00	Chicken Fingers with French Fries
64.00	Kofta Balls with Pasta

## السندوتشات

### سندوتشات اللحم

49.00	Howarshina
55.00	Charcoal Grilled Kofta
49.00	Veal Kabab
40.00	Shawarma
	Rap or Vienna Bread
17.00	كلها كمبو (بطاطس - بيبسي)

### سندوتشات الدجاج

42.00	Shish Tawook
42.00	Chicken Pane
42.00	Chicken Crispy with Chili Sauce
40.00	Shawarma Chicken Medium with Mixed Meat
42.00	Fajita Chicks
	Rap or Vienna Bread
17.00	كلها كمبو (بطاطس - بيبسي)

## أطباق جانبية

17.00	French Fries
25.00	Sauteed Vegetables
36.00	Plain Fatta
29.00	Khalta Rice
34.00	Vine Leaves
34.00	Basmati Rice
45.00	Assorted Dolma

## ركن الأطفال

48.00	Chicken Balls with Pasta
48.00	Chicken Fingers with French Fries
64.00	Kofta Balls with Pasta

## Salads

11.00	Tahina
-------	--------

# Production & Branding

## Flyer

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### Hobby Line Products

<b>PULIMAX</b> Interior Cleaner For Car Care منظف داخلي لتنظيف الفماش والجلد والبلاستيك	<b>SHAMPO CAR WASH</b> Car Wash Shampoo And Wax For Car Care لغسل وتلميع السيارة في آن واحد بحافظ على الألوان الأصلية مشرقة بفضل الطبقة الشمعية	<b>DECA FLASH</b> Dissolver for Tar Spray For Car Care مزيل لبقايا الملصقات والبلاك والقطران من جسم السيارة
<b>FAST CLEANER</b> Fast Cleaner Spray For Car Care لتنظيف سريع وجاف لجسم السيارة خالي من السيليكون	<b>3 IN 1 PLASTIC</b> Plastic Cleaner 3 In 1 For Car Care تنظيف وتجديد وحماية لكافة الأسطح المصنوعة من البلاستيك أو الفبر	<b>3 IN 1 LEATHER</b> Leather Care 3 In 1 For Car Care لتنظيف وترطيب وكافة الأسطح المصنوعة من الجلد مع الحفاظ عليه وإحيائه من جديد.
<b>DIAMANT PLAST 4</b> Dashboard Polisher For Car Care ملمع وواقي للتابلوه والجلد سريع وسهل ويضفي تأثير حبري	<b>FAST &amp; BLACK</b> Tyre Polisher Spray For Car Care ملمع خاتوش سهل وسريع وغير دهني	<b>3 IN 1 FABRIC</b> Fabric Treatment For Car Care منظف ومعقم ومزيل للبقع من الأقمشة والمنسوجات يزيل الشحوم والانسكابات
<b>SPLENDORLEGA</b> Tyre Polisher Spray For Car Care لتنظيف وتلميع سهل وسريع للحلويات فوي على إزالة وإذابة الشحوم القوية	<b>FASPOILER</b> Renews & Protects Exterior Rubber For Car Care ملمع ومجدد وواقي للغير الخارجي يحدد ويحمي ويعيد بريق ولمعان المصدات الجانبية والإطارات	<b>CRISTALBEL</b> Windscreen Liquid For Car Care مياه لمساحات الزجاج الأمامي بظلم عمر المساحات وروية واضحة للزجاج الأمامي
<b>SCIC POLISHER</b> Scic dashboard polisher For Car Care ملمع تابلوه متوسط اللمعة وملمع تراكم الفيار والتربة	<b>IDROSTOP</b> Reconditioning & Waterproofing Fabric Spray واقي للتنسج من أشعة الشمس القارة والمطر ب تقنية النانو تكنولوجي	<b>LAST TOUCH</b> Liquid Wax For Car Care شمع سائل لللمعان فوي ولحماية السيارة

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# Production & Branding



## IDENTITY SYSTEM OVERVIEW

The brand style guide establishes the rules and guides to maintain a consistent identity system to be used throughout all marketing.

Through use of examples, this guide lays the groundwork for future design work for Tropica catering so that all marketing maintains the same aesthetic.

A well-managed graphic identity is an important part of strengthening Tropica visual identity as a brand and will help reach its broader goals of strengthening its reputation and prominence. It will also help the public easily identify Tropica feel confident in their decision by choosing our brand.



## BRAND VOICE

Tropica has a specific brand voice that should come through in all headlines, whether those appear online, in display ads, or within onsite materials.

- We spend a lot of time in think about that family gathering it lacks something,
- In order not to waste family time, we produce 360 Catering Solutions.
- Professional, Wise and Elite.



# Production & Branding

## REFERENCES

The preferred method for referring to the restaurant in writing is by using the logo. Whenever possible. When the logo is not available, for example in the body of an email or Word doc the following standards should apply. The letter "**Tropica**" should be written in bold and followed by the name (**Abou shakra group**).



## LOGO

The logo consists of royal colors that indicate the project level. The letter (**t**) comes in free hand to indicate the main idea, which is to cook it with your hands.



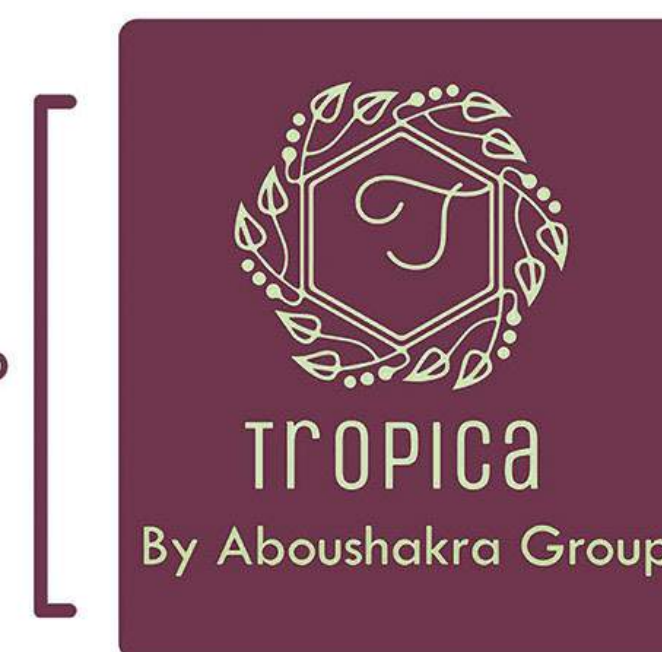
Pantone: # 6c354c  
CMYK: C: 48 % M: 83 % Y: 48 % K: 33 %  
RGB: R: 108 G: 53 B: 76

Pantone: # cdfebc  
CMYK: C: 19 % M: 0 % Y: 35 % K: 0 %  
RGB: R: 205 G: 254 B: 188

## LOGO LOCKUPS

Wherever applicable the logo of Tropica may be locked up with the location in either one line or stacked.

Logo Lockup



Logo

Brandmark

Wordmark

# Production & Branding

## INTEGRITY OF THE MARK

- Do not alter color from accepted standards.
- Do not fill the bull with color or pattern.
- Do not fill shapes with patterns or add special effects.
- Do not violate the signature clear zone.
- Do not skew or scale the width or height.
- Do not alter size or proportions of the logo in relation to the logotype.
- Do not rotate the logo to any degree.
- Do not add or change typeface of logo type.
- Do not list the signature directly after the logo.











## TAGLINE

- The tagline may be written in two fonts.
- Sucrose Bold or Rude Slab Extra Wide Extra Bold.
- Use at your discretion, but balance of the type style, size and weight of font should always be considered when executing design.

*Dedicated Food Service*  
*Dedicated Food Service*

## PRINT STYLE GUIDE Colors

	Pantone: # F6EB44 CMYK: C: 6 % M: 1 % Y: 85 % K: 0 % RGB: R: 246 G: 235 B: 68		Pantone: # dc0330 CMYK: C: 7 % M: 100 % Y: 88 % K: 1 % RGB: R: 220 G: 3 B: 48		Pantone: # fc4236 CMYK: C: 0 % M: 88 % Y: 82 % K: 0 % RGB: R: 252 G: 66 B: 54
	Pantone: # fcd01 CMYK: C: 2 % M: 18 % Y: 100 % K: 0 % RGB: R: 252 G: 205 B: 1		Pantone: # a41f32 CMYK: C: 24 % M: 99 % Y: 81 % K: 18 % RGB: R: 164 G: 31 B: 50		Pantone: # f6dae6 CMYK: C: 2 % M: 16 % Y: 1 % K: 0 % RGB: R: 246 G: 218 B: 230
	Pantone: # fd671a CMYK: C: 0 % M: 74 % Y: 99 % K: 0 % RGB: R: 253 G: 103 B: 26		Pantone: # f6dae6 CMYK: C: 2 % M: 16 % Y: 1 % K: 0 % RGB: R: 246 G: 218 B: 230		

# Production & Branding

## PRINT STYLE GUIDE Flyer



## PRINT STYLE GUIDE Menu



## PHOTOGRAPHY

The Tropica experience calls for full bleed color photography – and occasionally black and white. Photography can satisfy not just the lust for food, but for authentic experience.



High Contrast / Full color images are enhanced by adding contrast and a vignette to give a warm and energetic appearance.



Black and White / An image can be converted to black and white with a slight warming filter for use with layered type.



Narrow Depth of Field / Close-up images of food, drinks and patrons should have a narrow depth of field to enhance that warm, personal and candid feeling.



Natural Lighting / It is important to light any photography with natural lighting to give it a warm and natural feeling.

# Production & Branding

## DIGITAL IDENTITY Post



## TEXTURES AND PATTERNS

### wood textures



### stone textures



### pattern



## DESIGN ELEMENTS

This treatment can be used to add visual interest under certain circumstances. This is especially useful in executions that are not otherwise visually complex.

Layered Typography Should be used with imagery. Transparency and overlays may be used but should never effect the legibility of the type. It may be used as a headline treatment, but it should never interfere with legibility of the content. This treatment may not be used on the website, but may be used in stand-alone applications such as social media (i.e. Facebook, Instagram, Twitter). It may also be used on print advertisements or marketing materials such as magazine ads, postcards, posters, specials menus.



# Production & Branding

## UNIFORM DESIGN Waiter (Girl)



## UNIFORM DESIGN Chef



## UNIFORM DESIGN Waiter (Boy)



# Production & Branding

**TRUCK DESIGN**  
Side View



**TRUCK DESIGN**  
Back View



**UNIFORM DESIGN**  
Captain Order



# Video Production

## Behind the scenes



# | Production & Branding



## Video production portfolio



Click Here

<https://www.youtube.com/channel/UC-qKEsOnh9AjycnNzFkFMJQ>



# Google My Business Listing

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Businesses		Verified (8)	Add business	
<input type="checkbox"/>	Store code	Business ↑	Status	
<input type="checkbox"/>		Cairo Airport Shuttle Bus - مطار القاهرة الدولي 11 El Shorouk Street, Dokki St. No. 1216, Sheraton Helwan City, Cairo, Egypt, 12345	Verified	See your profile
<input type="checkbox"/>		ERGO No. 1000 Towers, Ring Road, Karama, Cairo, Egypt 11111	Verified	See your profile
<input type="checkbox"/>		FastFix   Chifout Cairo Airport - فندق فيكس شيفوت مطار القاهرة Chifout Airport Bus Station, Ring Road, Sheraton Helwan City, Egypt	Pending edits	See your profile
<input type="checkbox"/>		FastFix   El Omariya Store - فندق فيكس العمريّة القاهرة العمريّة القاهرة الجديدة، القاهرة الجديدة، مصر	Verified	See your profile
<input type="checkbox"/>	Hossary October	FastFix   El Mahat - فندق فيكس الماحات 1234567890 القاهرة الجديدة، القاهرة الجديدة، مصر	Verified	See your profile
<input type="checkbox"/>	Tagamo3	FastFix   Tagamo3 - فندق فيكس التاجمو3 New Cairo, 5th settlement 1, Nile Projects building 1 - القاهرة الجديدة، مصر	Verified	See your profile

$y = \sin x$   
 $y = \cos x$   
 $\frac{1}{\tan \frac{x}{2}} = \frac{1 - \cos x}{1 + \cos x}$   
 $\sum_{\omega \in A} p(\omega)$   
 $S_n = a_1 q^{n-1} + \dots + a_n q^{n-1}$   
 $z = a + bi$   
 $y = ax^2 + bx + c$   
 $x_{1,2} = \frac{-b \pm \sqrt{D}}{2a}$   
 $\int f(\varphi(x)) \varphi'(x) dx = \int f(u) du$   
 $P(A|B) = \frac{P(A \cap B)}{P(B)}$   
 $\lim_{n \rightarrow \infty} \frac{a_n}{b_n} = \frac{\lim_{n \rightarrow \infty} a_n}{\lim_{n \rightarrow \infty} b_n}$   
 $\frac{1}{s} \log a r$   
 $y = x^2$   
 $\alpha, \beta, \gamma$



THANK YOU

$R(t) = \exp\left(-\int_0^t z(x) dx\right)$   
 $CBMO = \int_0^\infty R(t) dt$   
 $f(t) = \frac{dF(t)}{dt}$   
 $z(t) \Delta t = P\{t < T < t + \Delta t | T > t\}$   
 $r.s = \log_a r + \log_a s = \sum_{j=1}^n x_j \cdot n_j$   
 $\frac{1}{s} \log a r$   
 $y = \sin x$   
 $y = \cos x$   
 $\frac{1}{\tan \frac{x}{2}} = \frac{1 - \cos x}{1 + \cos x}$   
 $z = a + bi$   
 $\frac{\sin \alpha}{\sin \beta} = \frac{v_1}{v_2} = \frac{m_2}{m_1}$   
 $V = V_1(1 + \beta \Delta t)$   
 $\vec{F}_m = \vec{B} \cdot \vec{I}$   
 $P = \frac{\vec{F}}{\Delta S} = \frac{m \Delta V}{\Delta S \Delta t}$   
 $\lim_{n \rightarrow \infty} \frac{a_n}{b_n} = \frac{\lim_{n \rightarrow \infty} a_n}{\lim_{n \rightarrow \infty} b_n}$   
 $\frac{1}{s} \log a r$