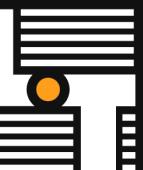


# LOT DESIGNS CREATIVE BRANDING

COMPANY PROFILE & PORTFOLIO

# create.something. ultimately.functional/

We are a team of creatives who believe in innovative, formative, & functional ideas. Our team has over 3 decades of experience within the creative industry. With that, we value the significance of creating new things, and we love to help other people to achieve this as well. Our team specializes in digital media advertising, branding, ad campaigns, and web/app development.



**We believe that any medium can be turned into something truly creative.**



**Branding & Activation**



**Website Development**



**App Development**



**Packaging Development**



**Advertising Campaign**



**Social Media Content Development**



**UIUX Design**

BRANDS WE'VE WORKED ON



SM

mothercare

watsons



Debenhams

collosol  
eau de lait®



BRANDS WE'VE WORKED ON



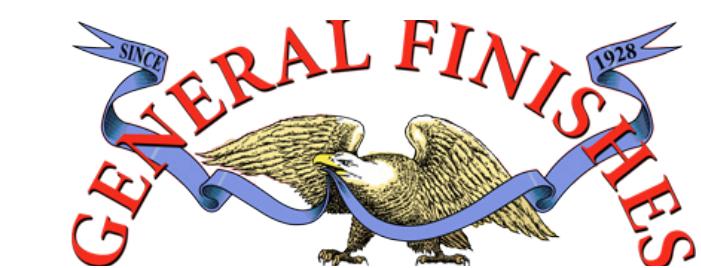
**SOLIDLINE  
ENGINEERING**  
CONSULTANTS L.L.C.



Augustinus Bader



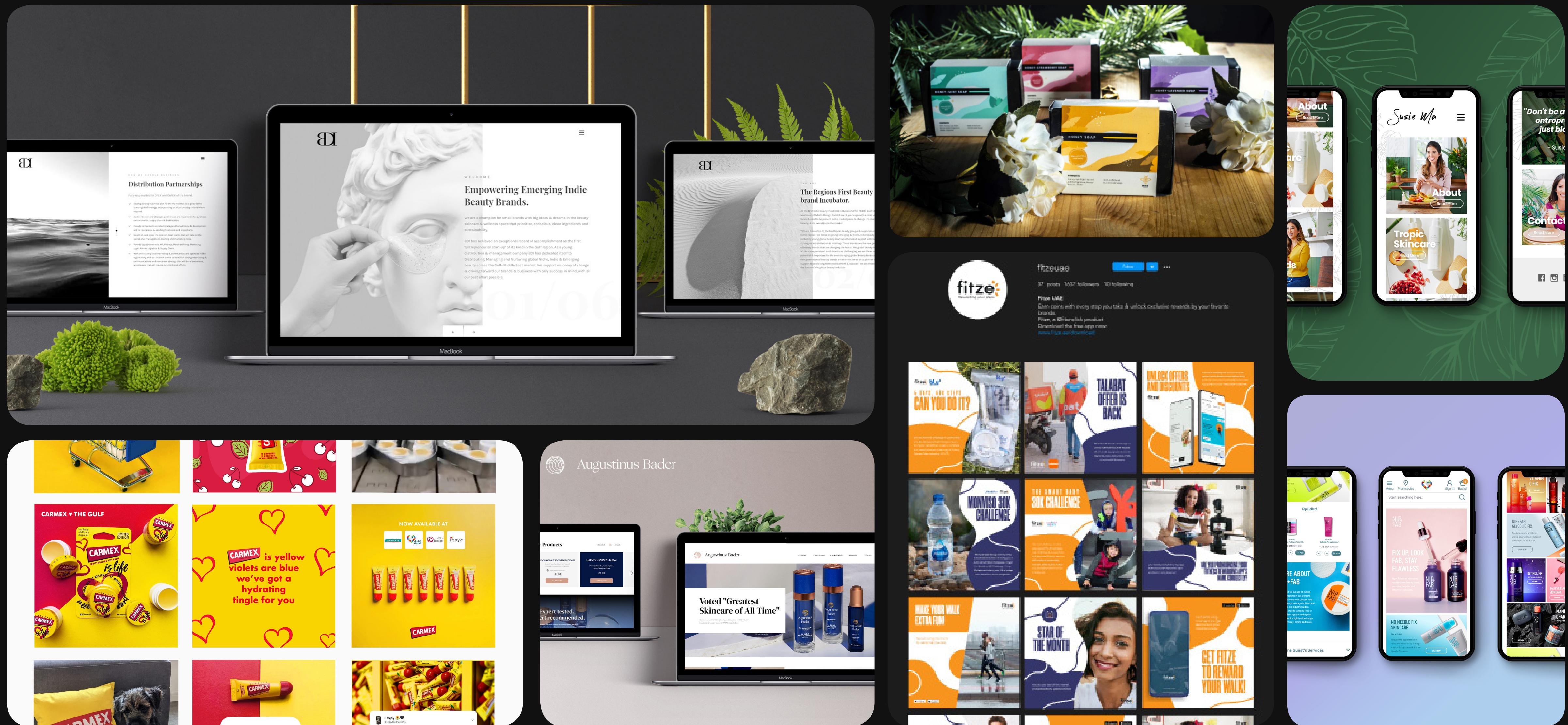
**Carbon Theory.<sup>TM</sup>**



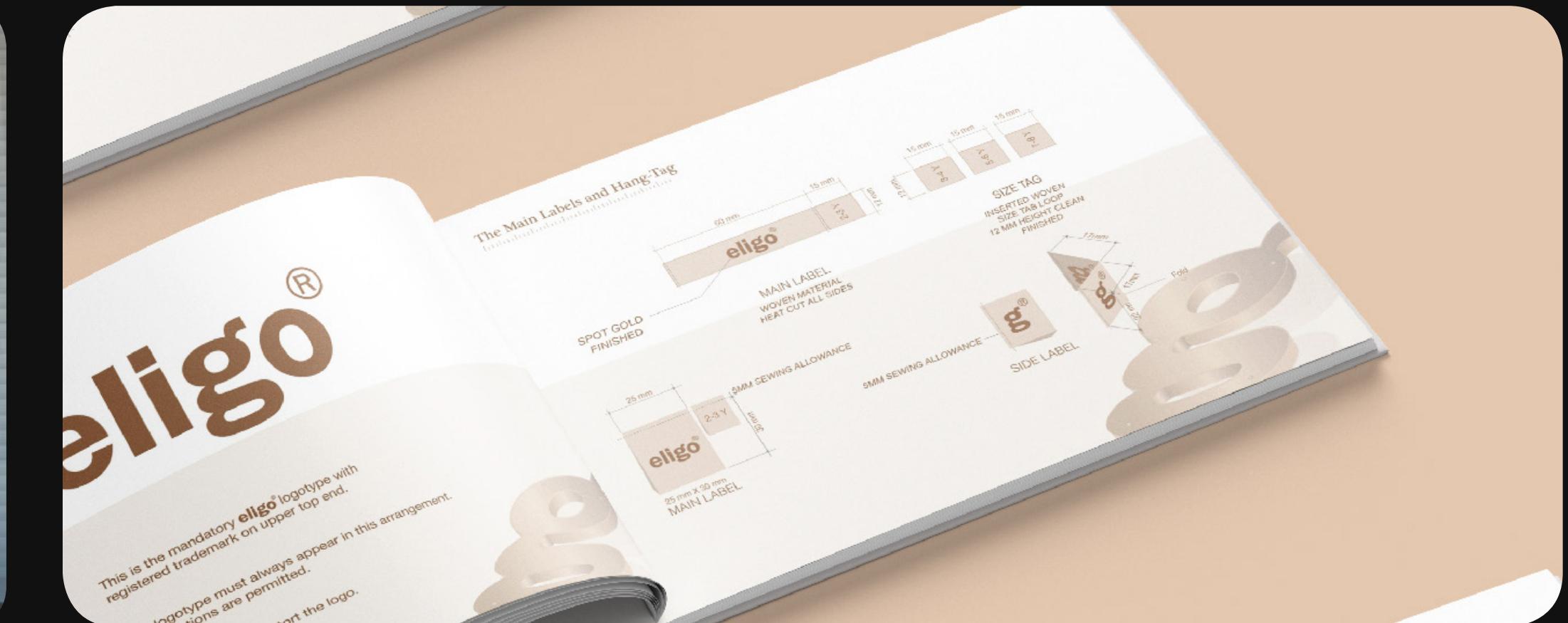
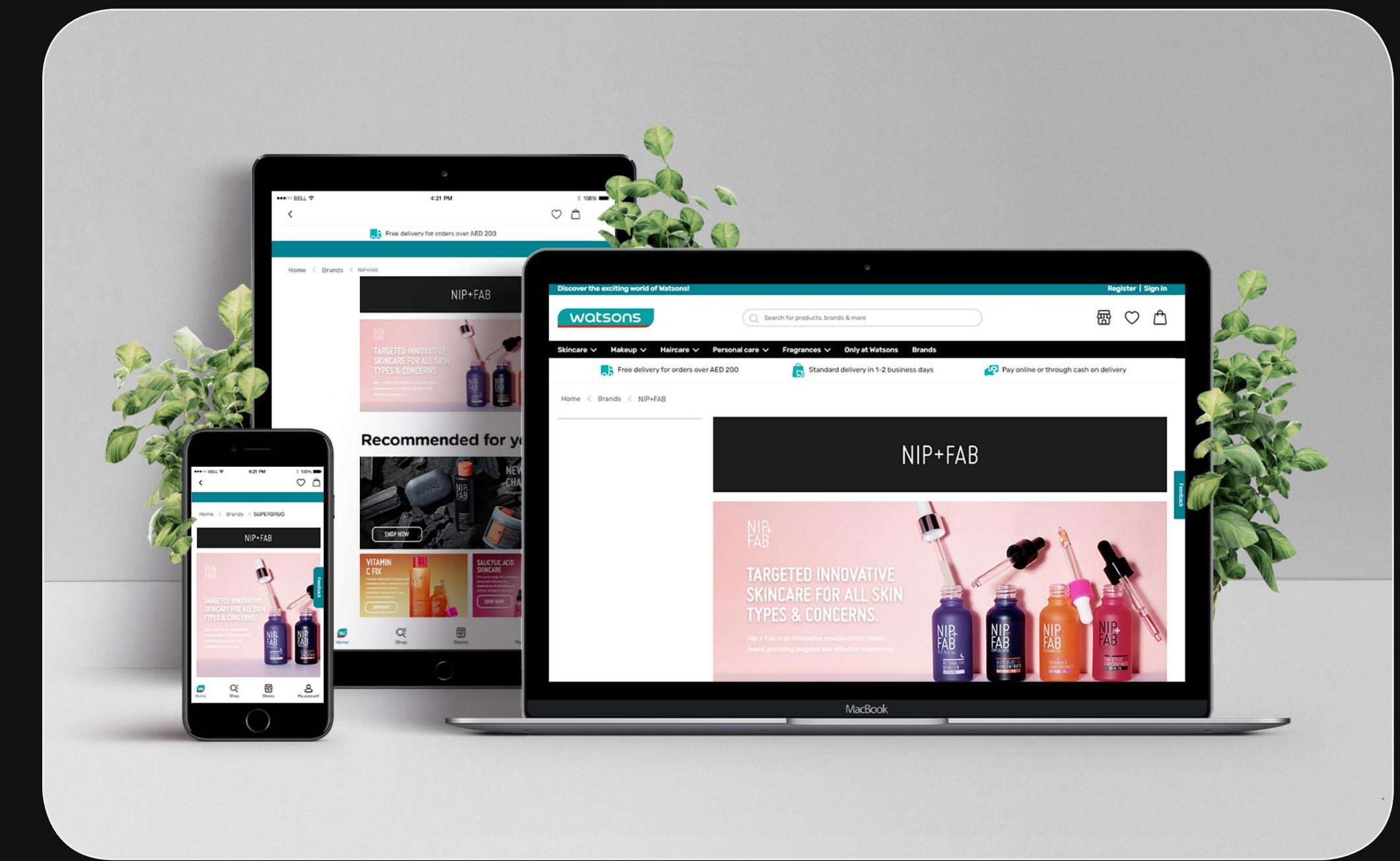
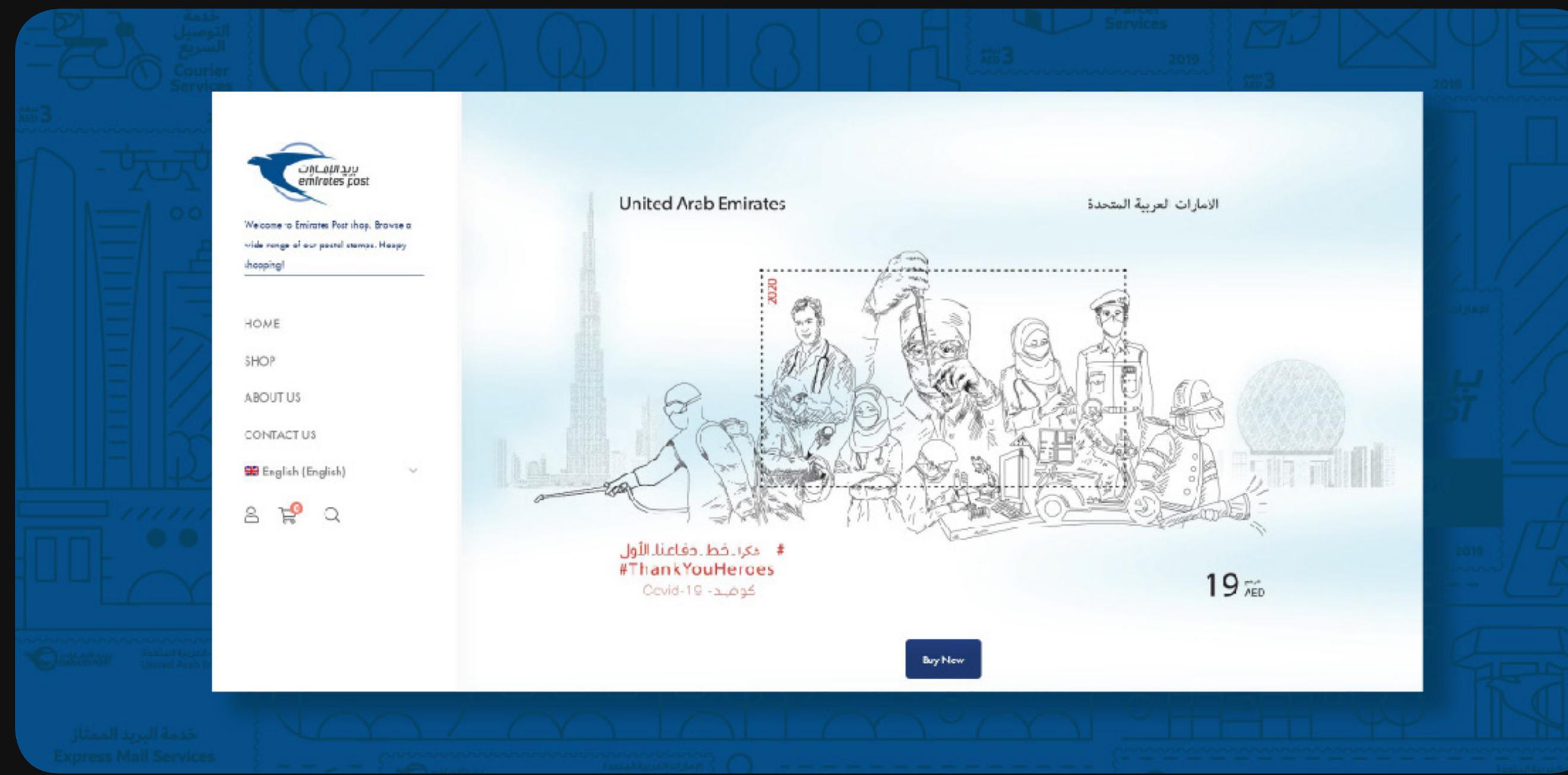
To more  
ideas  
& coffee

We build effective solutions to every  
project that create a positive impact.

## OUR WORKS



## OUR WORKS



## OUR WORKS



**fitze**  
Rewarding your steps

**Social Media Sample**

**Typography:** MORGANITE, POPPINS

**Color Palette:** Orange, White, Blue

**Idea:**  
The idea is to create a unified flow within each artwork of the social media and combine the creative posts to how the application looks. By using wavy lines and a consistent color palette, we make the artworks look like each is related to other posts. We will set different imagery to separate each post and show which artworks are for promos, announcements and features.

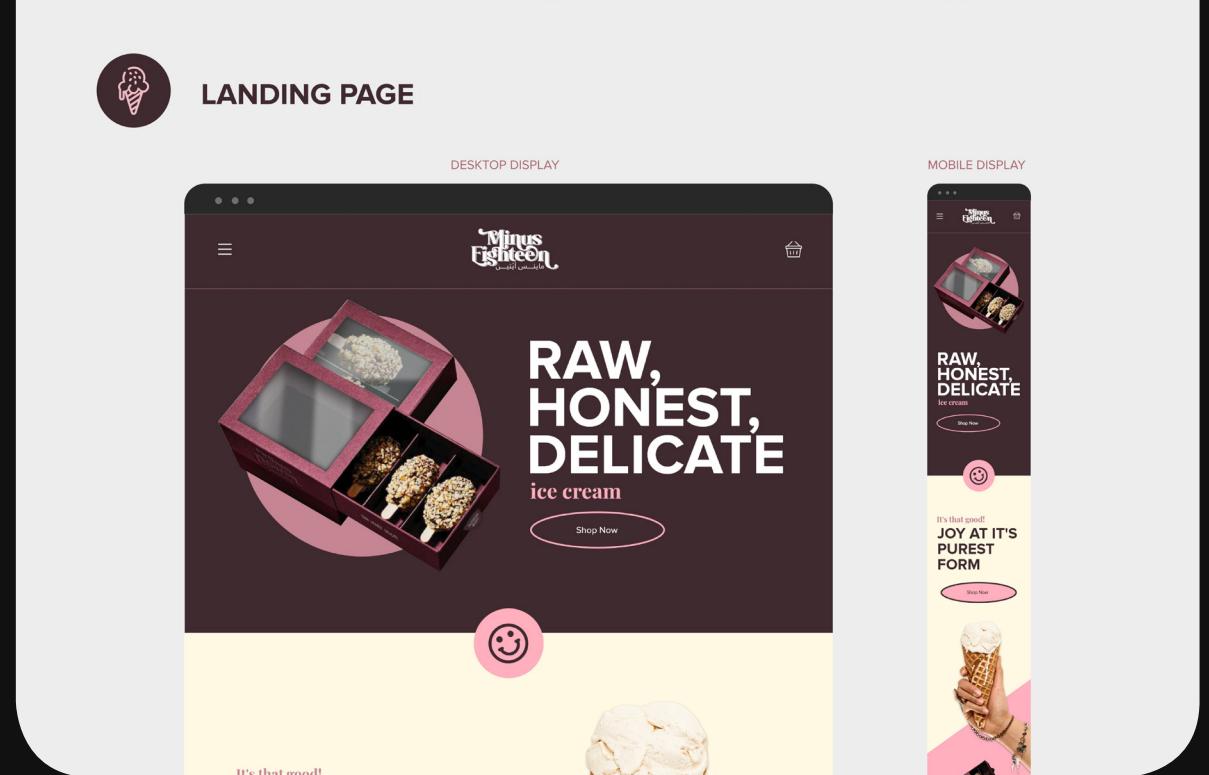
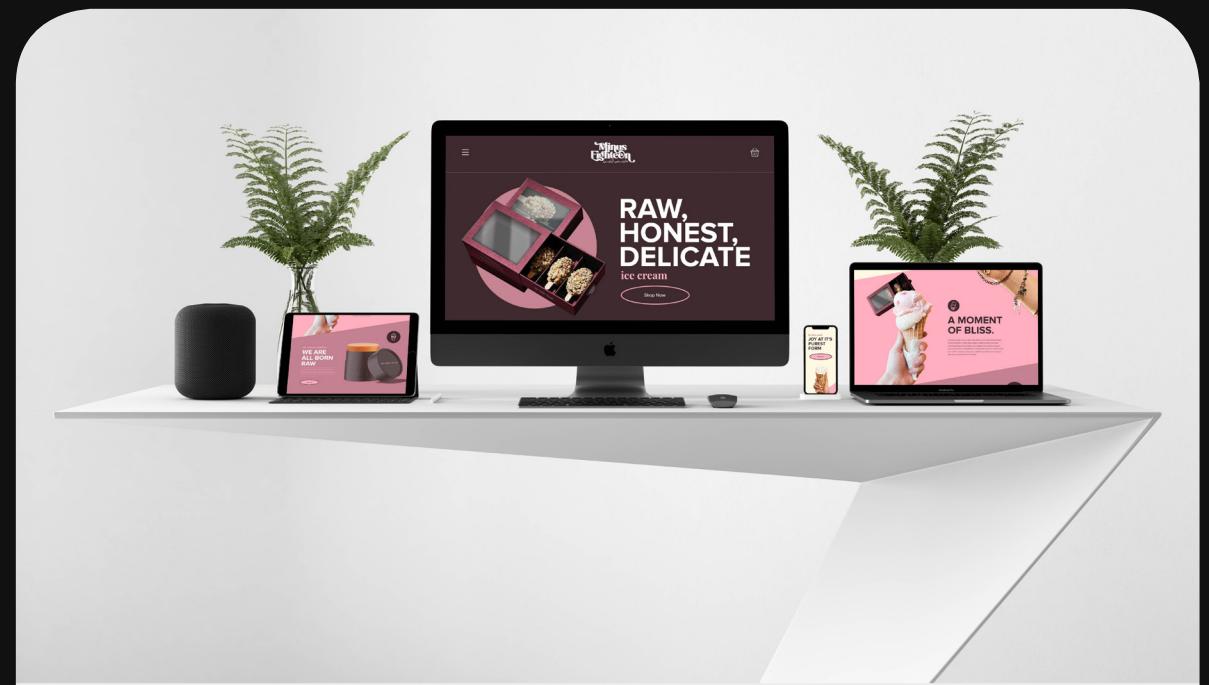


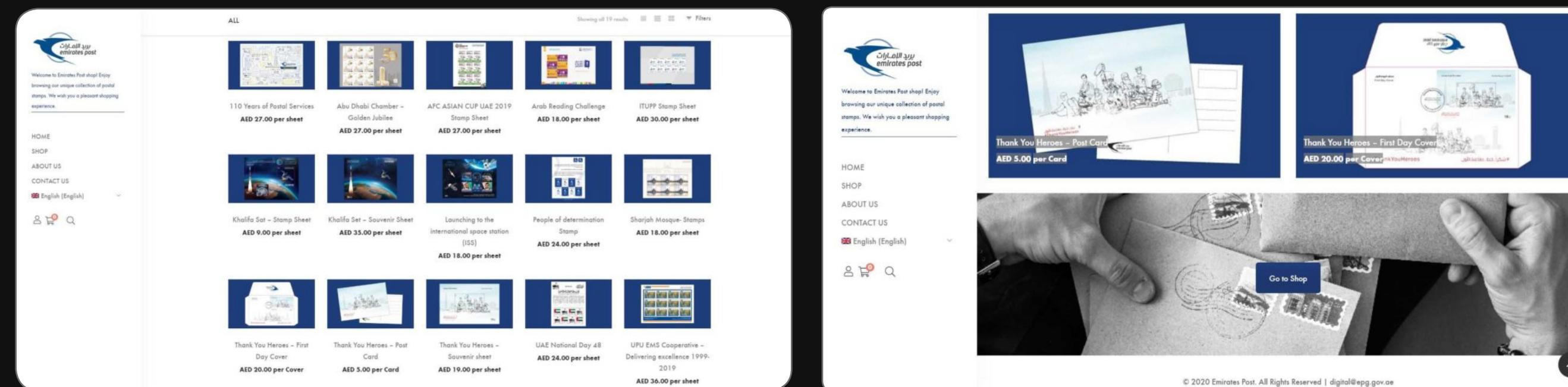
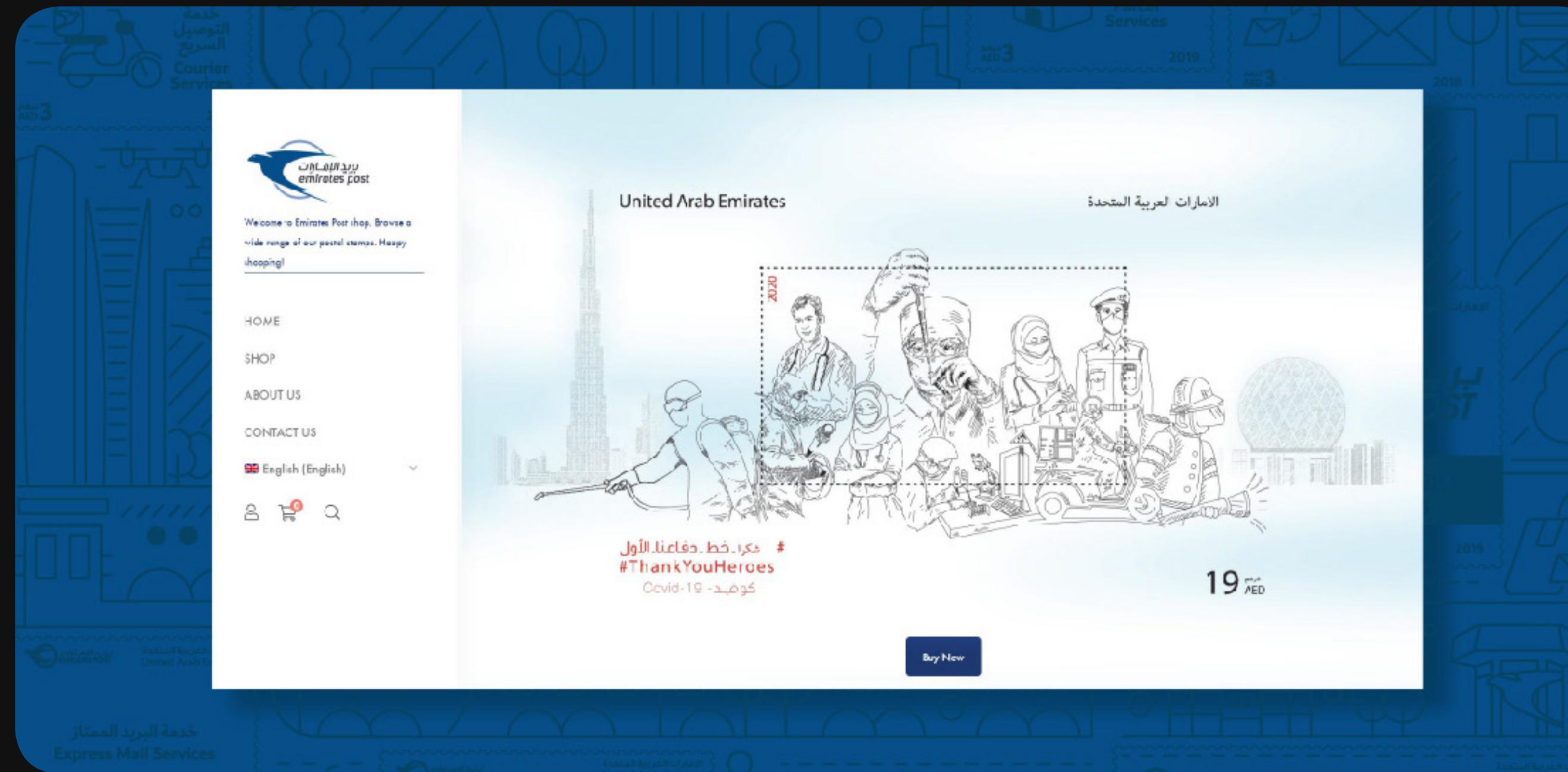
**SOLIDLINE MANAGEMENT**  
CONSULTANTS DMCC

**SMC LETTERMARK**

**SOLIDLINE MANAGEMENT**  
CONSULTANTS DMCC

## OUR WORKS



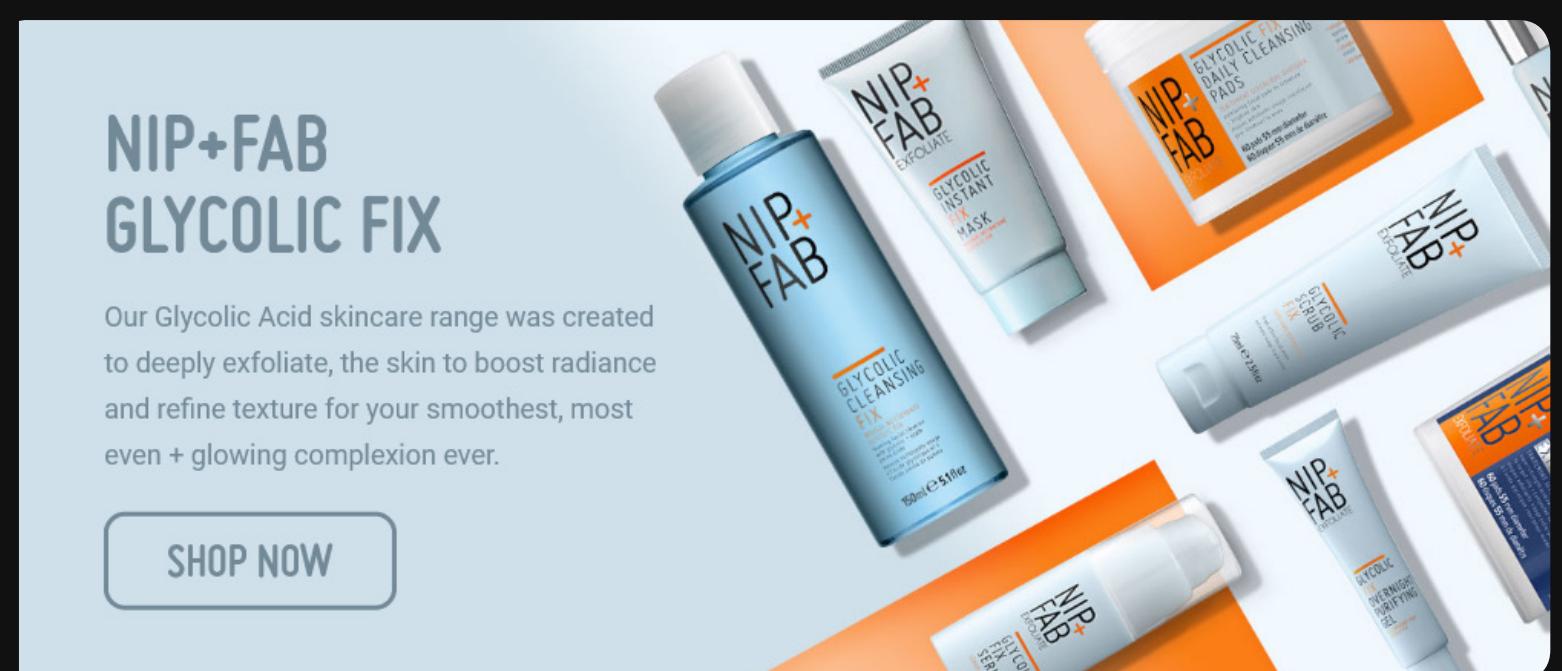
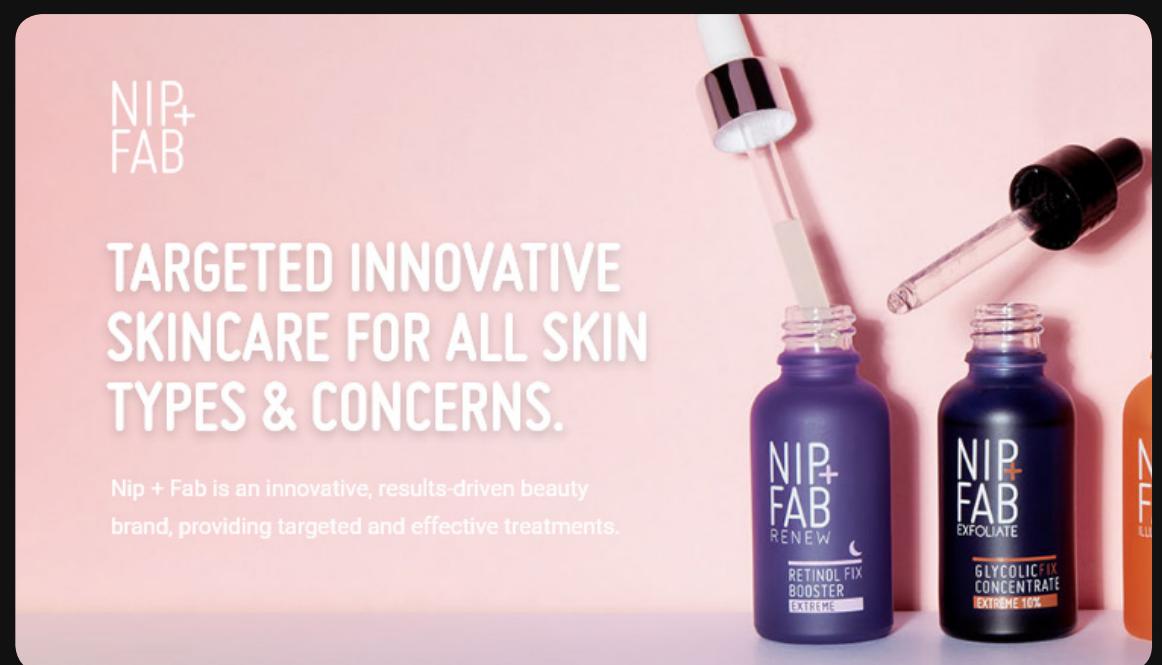
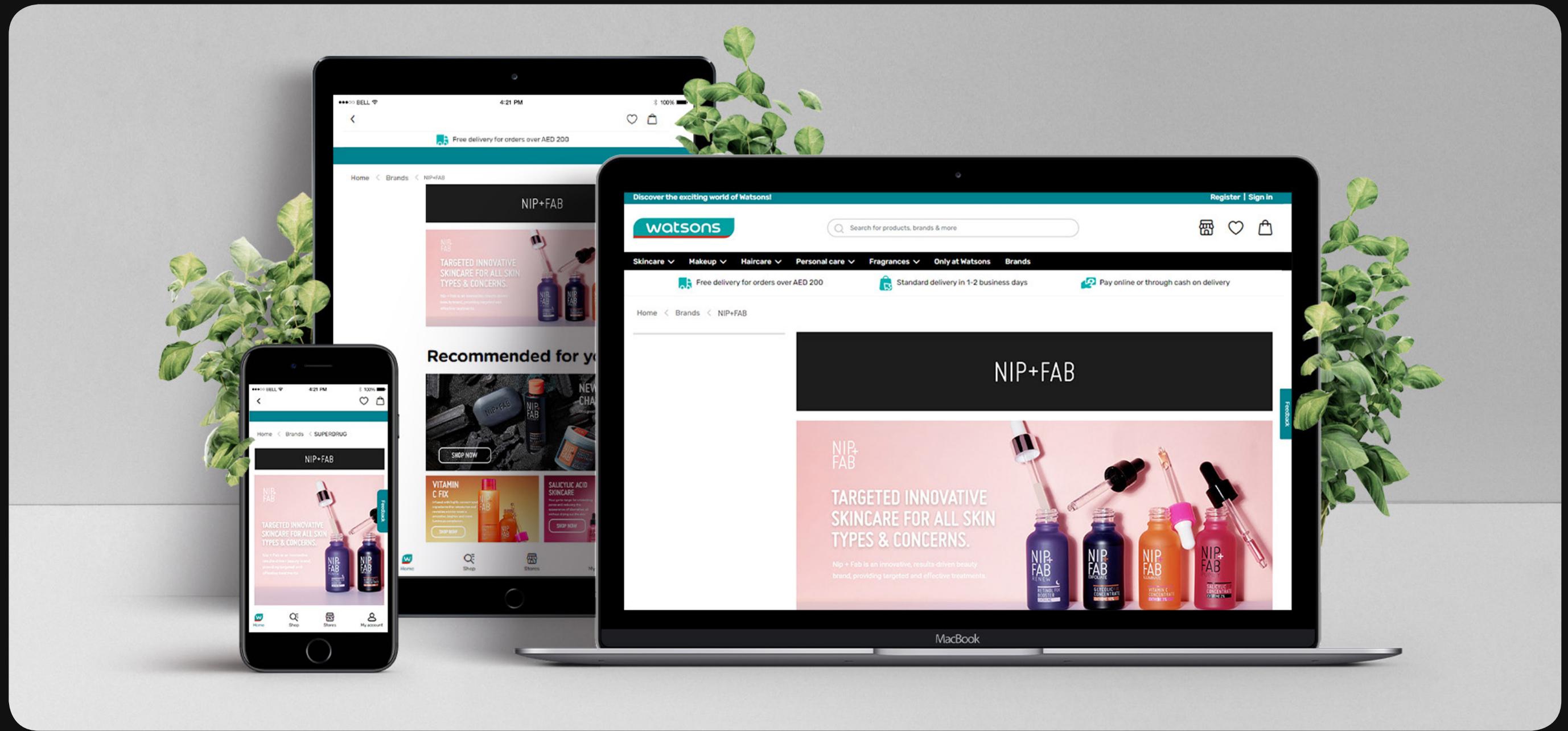


# EMIRATES POST SHOP WEBSITE

Emirates Post is the official postal operator of United Arab Emirates. In this project, we were tasked in developing the front-end of the website. The project was all about creating an e-commerce platform that displayed the print items of Emirate Post. In order to complete the project, we also collaborated with our good friends at Zaini Media. View the project: [www.emiratespostshop.ae](http://www.emiratespostshop.ae)

**Deliverables:** E-commerce Website Functionality & Website Development



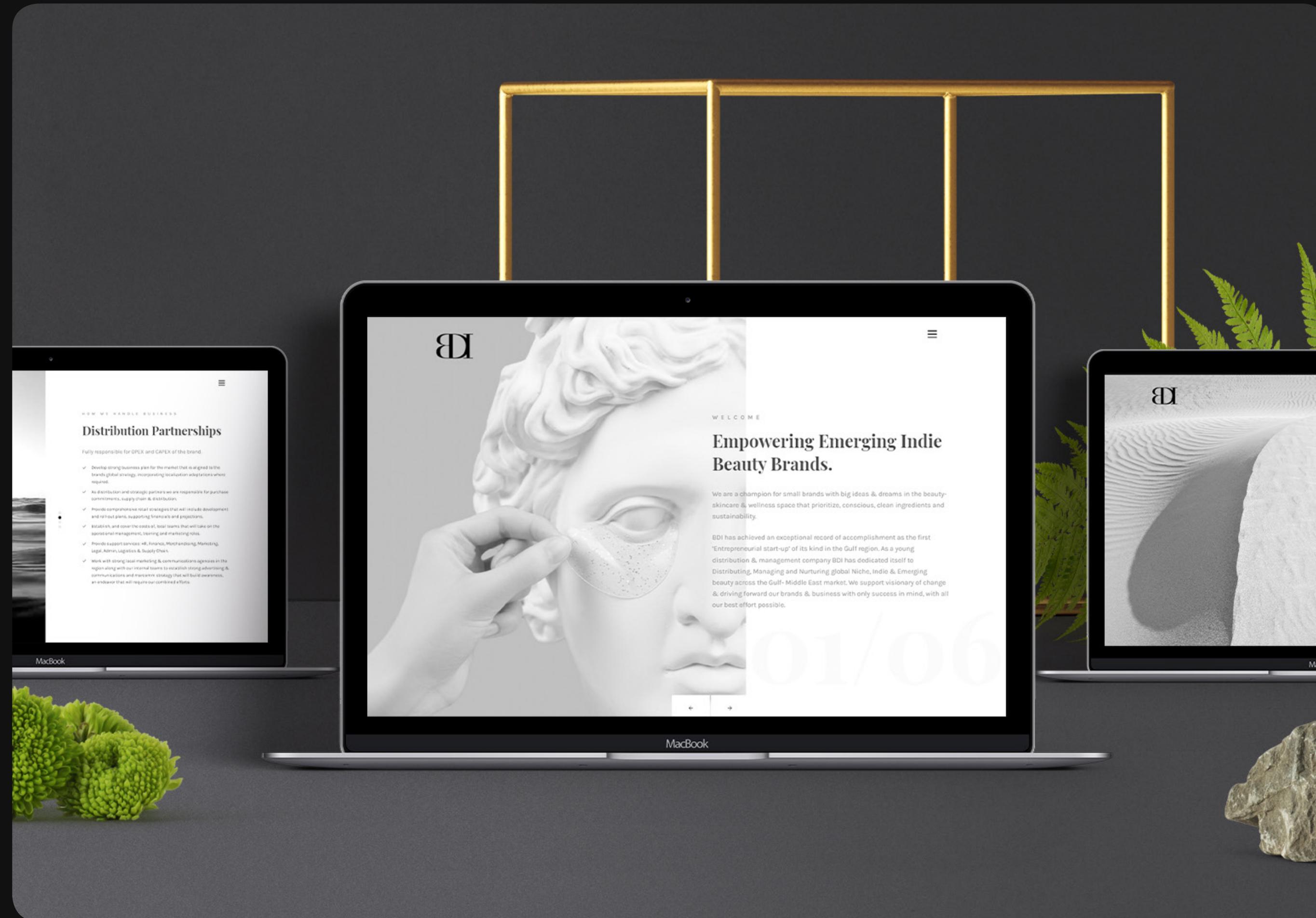


# WATSONS NIP+FAB BRAND PAGE

NIP+FAB is a skincare and makeup brand that delivers a wide range of effective & trendy products. In this project, we created a brand page UI design for NIP+FAB's product line that will be distributed in the main Watsons website in the UAE. The goal was to create a layout that represented NIP+FAB's brand identity while also keeping it simple & effective as a product page for Watsons. View the project:

[www.watsons.ae/brands/nipfab](http://www.watsons.ae/brands/nipfab)

**Deliverables** Creative Solution, UI UX Research, Banner Layout, Brand Page Design

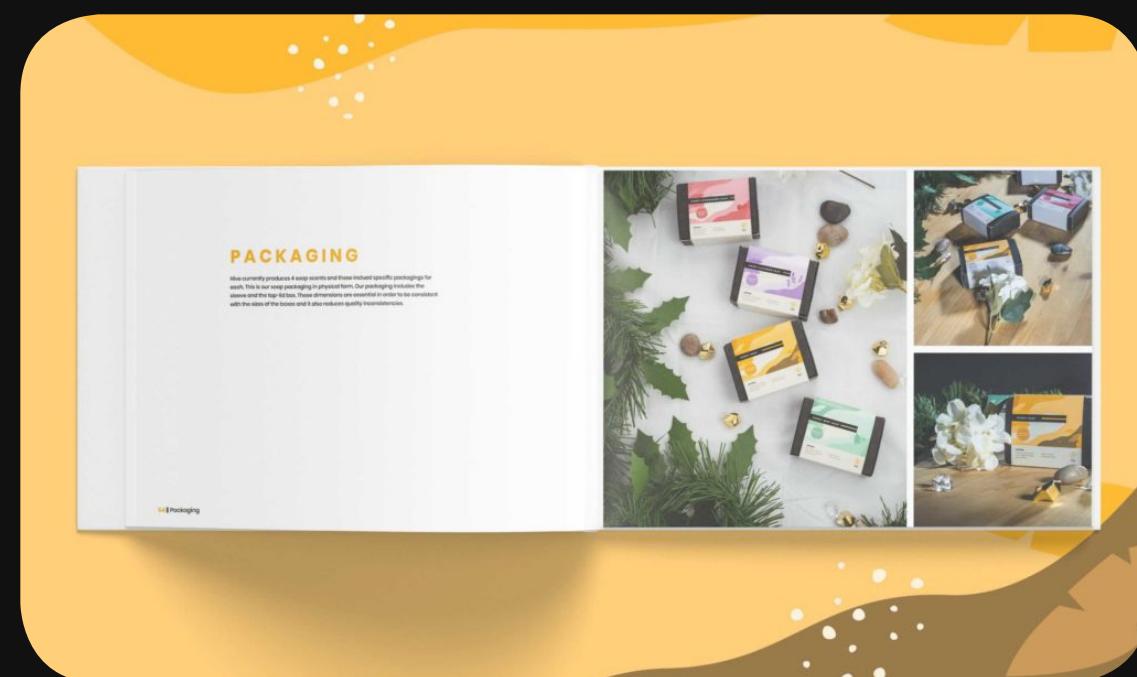


# THE BDINC WEBSITE

The BDInc is a major beauty industry incubator within the MENA region. They have worked with notable brands like Karl Lagerfeld+ModelCo, Nip+Fab, Iconic London, Charlotte Tilbury and other big beauty brands. With that, our goal was to create a website that best represents the beauty incubator's brand and use it as a platform to introduce The BDInc to other aspiring beauty brands. The website displays the BDInc's story, business strategies & how they function as an incubator. In this, we did the website's UIUX design, layout and also the full development of the website from backend to frontend.

View the project: <https://thebdinc.com/>

**Deliverables** Creative Solution, UI UX Design, Website Development, Frontend & Backend



## HIVE SOAPS BRANDING

Hive Soaps is all about creating a natural soap product that has plenty of benefits. Every soap scent includes a hint of honey. With that, our team created a brand identity and product design that would best fit these said elements of the brand. Furthermore, we also worked on creating a consistent brand identity guidelines that will help preserve the integrity of the brand for future applications.

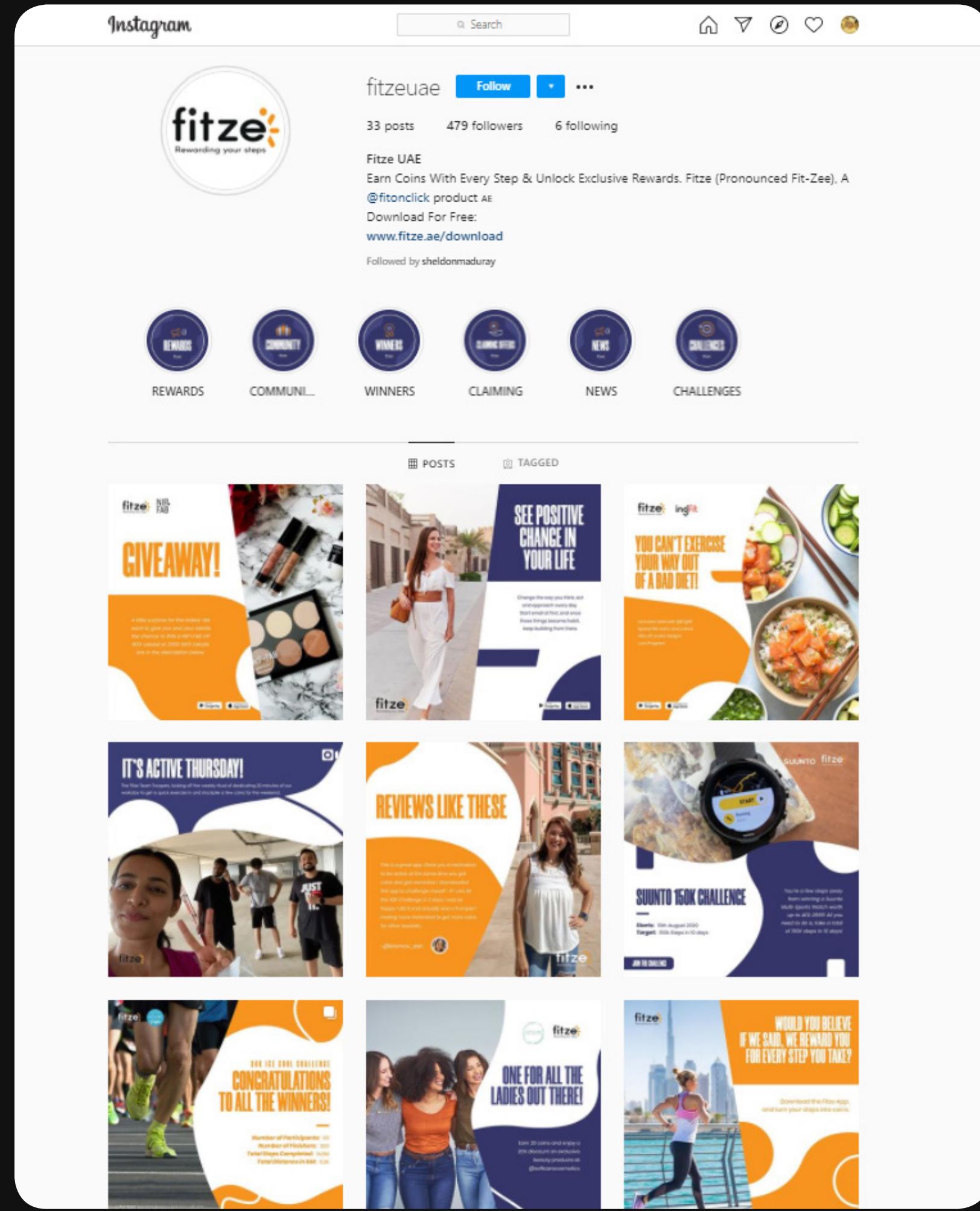
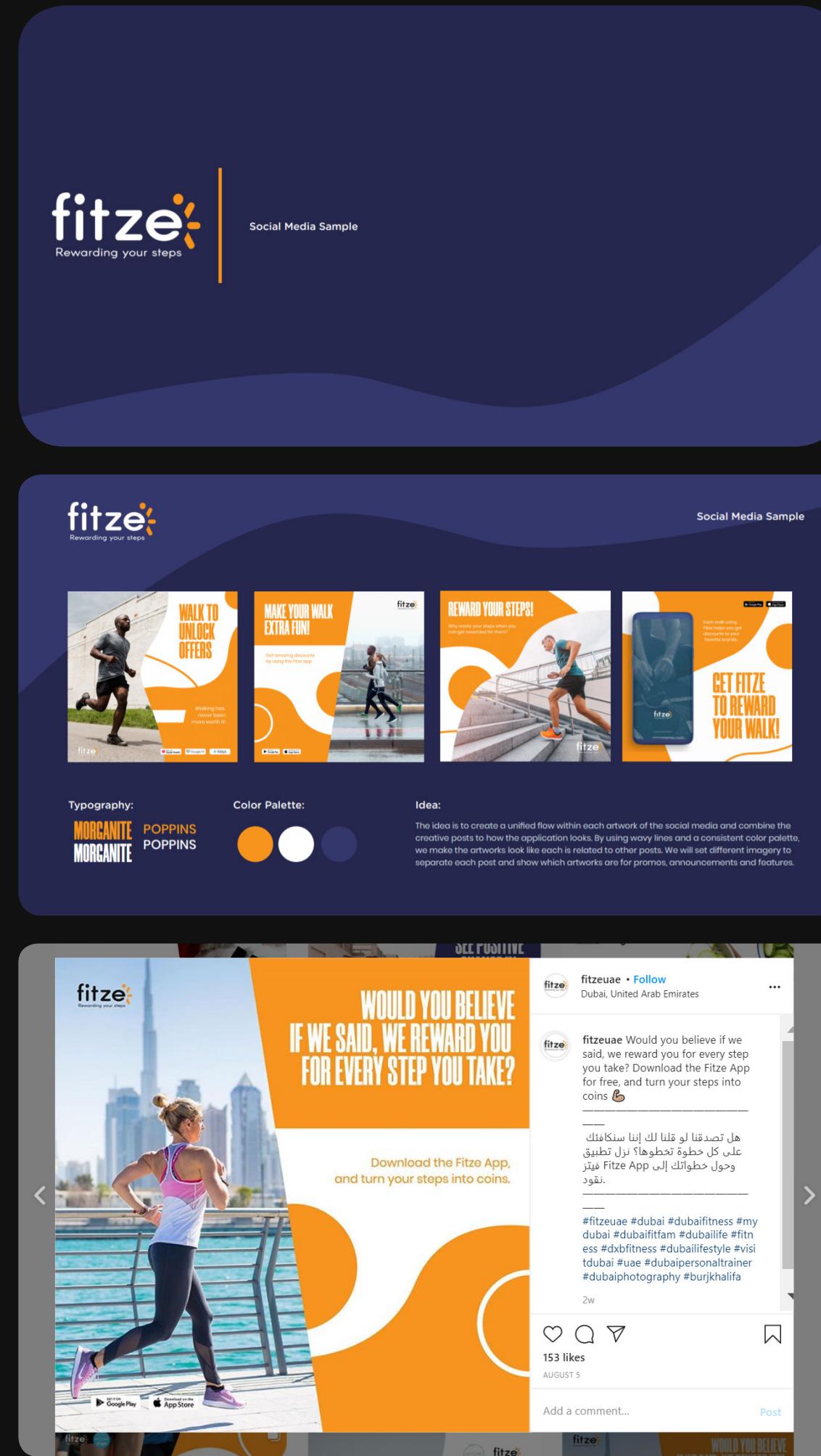
**Deliverables** Packaging Design, Brand Identity, Brand Logo, Brand Strategy & Brand Identity Guidelines



# ATHYAH RIYADH BRAND IDENTITY

Athyah Riyadh is a startup company that supplies premium and high quality flowers that are locally sourced within Saudi Arabia. In this branding, we were tasked with bringing a premium yet local feel to the identity of Athyah. The brand identity is all about delivering a premium quality feel while also staying true with the origins of the brand. Thus, from the logo to every packaging material, we take design cues from the local plant/flower industry of Saudi Arabia.

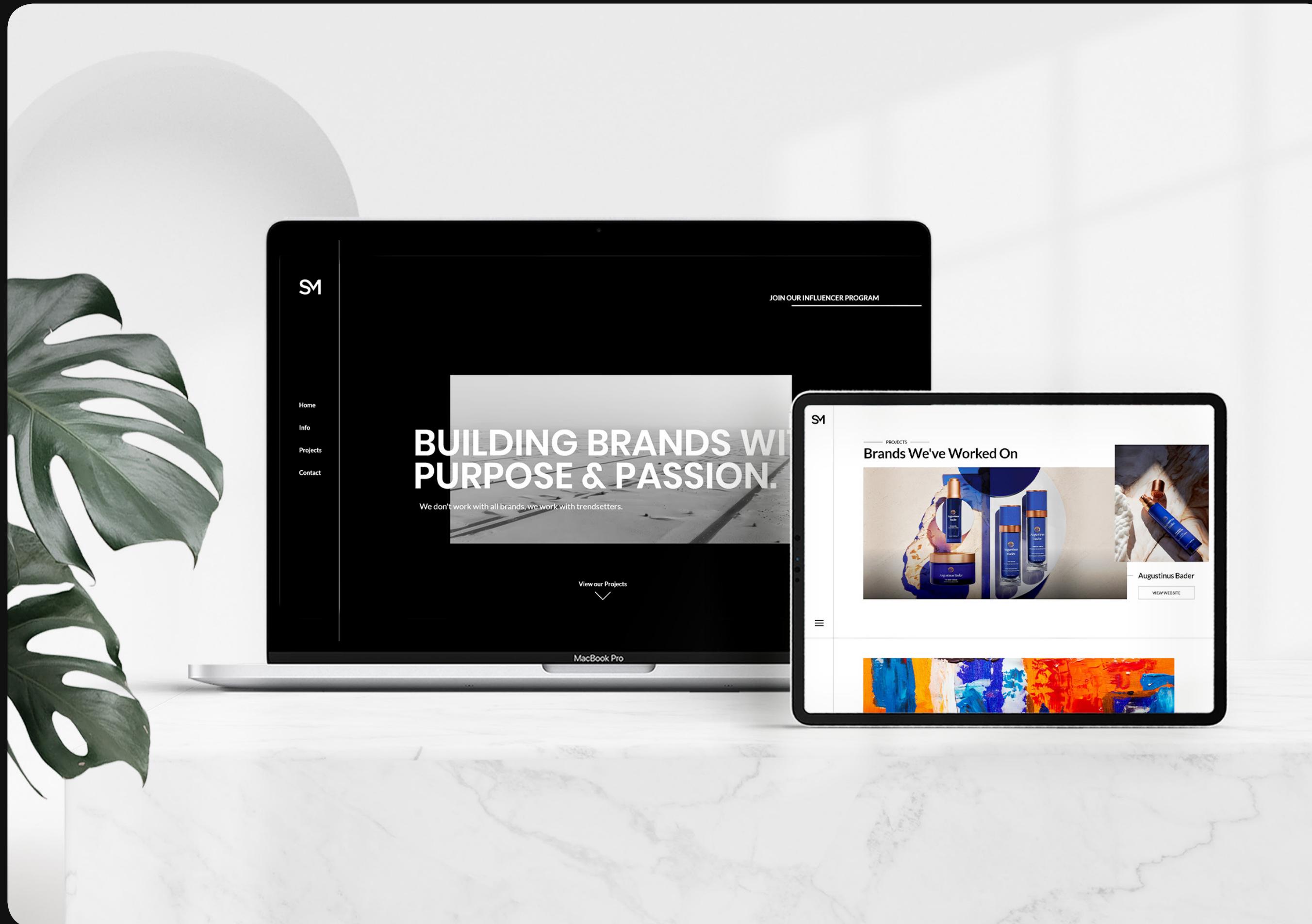
**Deliverables** Packaging Design, Brand Identity, Brand Logo, Brand Strategy & Brand Identity Guidelines



# FITZE APP SOCIAL MEDIA

The Fitze app is a reward app based in the UAE. Its main goal is to encourage people to be fit and it also rewards the members of the app as every step they take results to discounts, promos, vouchers and many more. Our task was to design a creative solution that will help boost their social media to the next level. In this project, we created a visual language that calls the attention of every app-user and a solution that prompts the consumers to use the app more (emphasizing the promos and the app rather than just communicating through plain imagery).

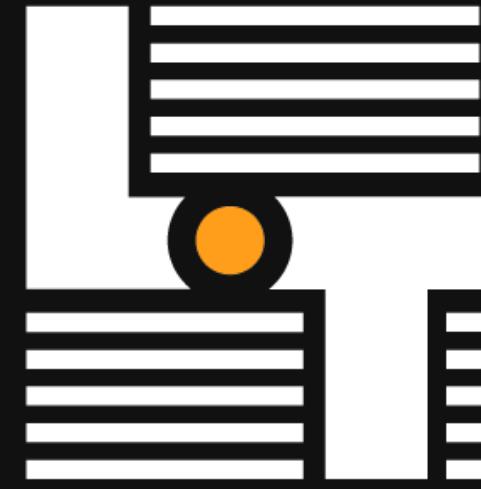
**Deliverables** Creative Solution, Social Media Rebrand, Visual Language and Social Media Creative Items



# SHELDON MADURAY WEBSITE

Sheldon Maduray is a marketing agency that helps brands with different aspects of their digital marketing strategy by deploying result driven services around social strategy, content production, community management, paid social advertising, influencer marketing, and more. Sheldon Maduray handles influential brands within the beauty and hospitality industry within the MENA region. In this project, we were tasked to develop & design a website that fits what Sheldon's brand represents. View the project: <https://sheldonmaduray.com/>

**Deliverables** Creative Solution, UI UX Design, Website Development, Frontend & Backend



C O N T A C T   U S

**We would love to get to know more about  
your brand and what we could do.**

**Email:** contact@lotdesigns.net

**Website:** <https://lotdesigns.net/>

**Instagram:** @lotdesignsteam

**Contact:** +639157713818