

# 2024

## *Agency Profile*

600+  
Logo  
Designs

200+  
Corporate  
Identities

120+  
Brands

80+  
Product  
Designs

40+  
Nations  
Served

28+  
Years  
Experience

16  
Official  
Certifications

9  
International  
Awards

Release Ver. 4.0812.23 - CDR.X6

## *All Creative Works!*



Fadi M. Abul Husen  
**web and media**

**+961 3 236 423**  
**[www.webandmedia.com](http://www.webandmedia.com)**

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# Introduction

Your identity is more than a logo. It's an opportunity to set a standard for all your communications by conveying a clear, visual message to your audience. After investing time figuring out the essence of your brand, we'll design an identity presence system that has the confidence to be fresh and memorable for tens of years to come.

Providing our clients from startups to established brands, we create visual communications that illuminate the core values you are willing to provide your customers values that are unique, compelling, and defensible.

Striving for what motivates your customers to eagerly choose you over your competitors. We place your business objectives at the center of our design process to create an identity that people will recognize and remember, Web sites that people will use and utilize, and marketing materials for people to keep and refer to.



## OVERVIEW

# Methodology

We understand and value technical and cultural issues, and are prepared to work with your marketing team at the highest level of communication to support their goals in developing the guidelines of work across your extended enterprise.

We will encounter every business challenge, from suggesting the names to be trademarked, to the usage of color and typography, to creating the visual identity and other visuals. Furthermore, we will do way more than every other agency's homework; we will research, analyze, report, document, simulate and develop. From product design to brand identity all the way to branding and packaging.

By deploying the process of expanding awareness we create an identity that works. This will identify the brand values you wish to convey and the needs for all your potential audience by correctly positioning your brand or product. Paying a close attention to implementation and usage, we will be providing practical solutions for a variety of usability requirements.



## OVERVIEW



ABOUT US 

# Who Are We?

"web and media", is a full fledged creative agency specialized in corporate identity, product design, branding and corporate profiles. With over two decades (28 years) of experience in the creative domain.

Continuously adapting to new techniques, exploring new creative concepts and deploying innovative methods to cope with the ever evolving client demands and current trends, all to cover multiple perspectives of an unparalleled creative service.

Lately, we have ventured into 3D Product Design to secure the gap between Product Design and Product Branding, thus accomplishing very impressive results that are exhibited in our Product Design Section.

Perfectionism, attention to detail and dedication still remain as a distinguishable aspect of "web and media" services in the creative field.



## ABOUT US

# How we do it?

Being generous with our experience, we tend to share it with our clients all the way from conception to perception, consequently running side by side our clients to insure that their message and/or product reaches and satisfies their customers or target audience.

Although we are specialized in Corporate Identity & Branding, we tackle every aspect in this process from researching consumer behavior, market analysis, brand perception, economical demand and supply, product positioning and all the way to the least detail such as contents, usage, ingredients, nutritional and health facts.

In several projects we were deep down to our necks in the manufacturing and testing processes.

Creativity, precision, commitment and dedication are the key elements in every task we do.

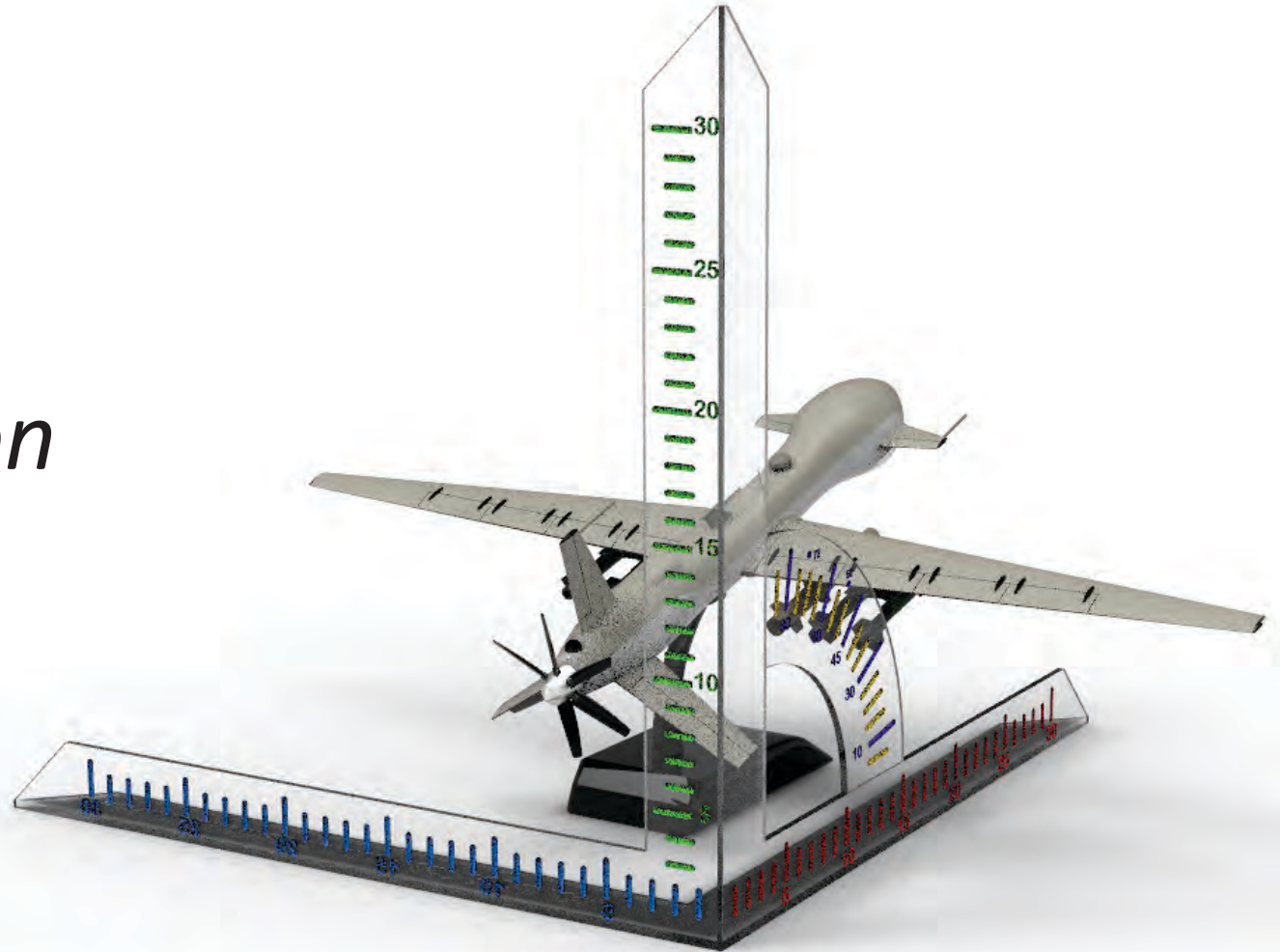
*Creativity  
Precision  
Commitment  
Dedication*



**ABOUT US** 

# Our Approach

- *Analysis*
- *Research*
- *Conceptualization*
- *Creative Design*
- *Implementation*
- *Development*
- *Execution*



**ABOUT US** 



**SERVICES** 

# Our Major Services



**LOGO  
DESIGN**



**PRODUCT  
DESIGN**



**INFOGRAPHICS**



**CORPORATE  
IDENTITY**



**PACKAGE  
DESIGN**



**ADVERTISING**



**BRANDING**



**CORPORATE  
PROFILES**



**COPYWRITING**



**GRAPHIC  
DESIGN**



**TECHNICAL  
SHEETS**











**OTHER CREATIVE  
WORKS**

**SERVICES** 





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LOGO DESIGN 



## Logo Design Portfolio\*

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**LOGO DESIGN**



## Logo Design Portfolio\*

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**LOGO DESIGN**



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**LOGO DESIGN**



## Brand Logos Design Portfolio\*

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**BRAND LOGOS**



## Brand Logos Design Portfolio\*

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**BRAND LOGOS**



# What Products?

At "web and media" we excel in 3D design and modeling in addition to 3D Rendering and 3D Visualization of all product types, materials, shapes and functions. From the creation of a new product idea to remodeling an existing product as well as realization of an existing product that is difficult to photograph or almost impossible to properly visualize for advertising or promotional purposes.

From food jars (both glass and plastic), liquor bottles, Polycarbonate & PET bottles, fashion accessories, jewelry, pens & watches, packages, molds, electronics, cosmetics, aluminum cans, household and kitchen appliances, interior decoration items, exhibition stands, etc and all the way to mechanical parts related to automotive, marine & aviation industries, we will 3D model it and visualize it as well as deliver any model in a ready-for-production format such as Solidworks or STL.

Liquor bottles design is our flagship in product design, it is our primary specialty and passion. We have designed with elegance, class and style tens of glass bottles to cover the most common alcoholic drinks such as Whiskey (Whisky), Vodka, Wine, Gin, Tequila, Rum, Bourbon, Brandy, Cognac, Sparkling Wine (Champagne), and surely the Lebanese national drink, Arak.



التجسيم التقني



تجسيم المنتجات



ميكانيكيات معقدة



قناني الزجاج



مراطبين الطعام



عبوات المياه (بلاستيك)



زجاجات المشروبات



العدة والأدوات



تصاميم متطورة



التغليف والتعليب



مصغرات واقعية



منشآت ضخمة

## PRODUCT DESIGN ✈️

# How it's made?

They say: "A master never reveals his secret", but we never believe in this at all. On the contrary, we always share how we made a certain product for several reasons.

We believe in education and that everyone should learn the right way to design a fine product. Competition and plagiarism does not scare us, whenever one or more of our concepts or designs get ripped or copied, we feel proud and move to designing a more efficient or more complex design, this keeps us going further and pushes us to venture into a more challenging territory.

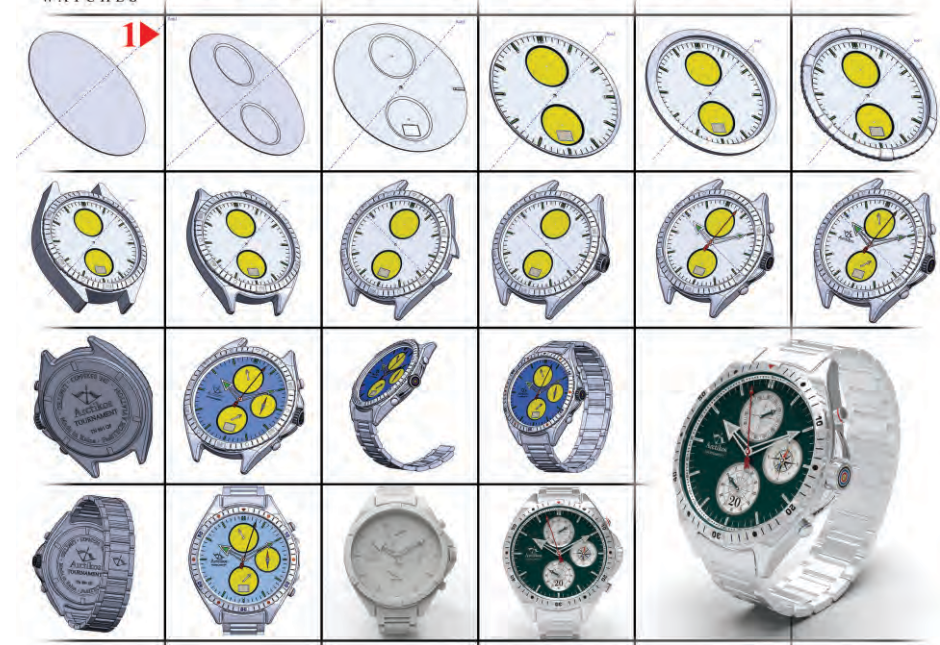
Needless to mention that every liquor bottle we designed, was unquestionably based on a historical or cultural theme. Our concepts are solid in theme and structure.

الفكرة الجيدة تبدأ من

خريطة قلم رصاص على ورقة\*



## HOW IT IS MADE?



*\*Posted online on our social media pages:  
Facebook / LinkedIn / Instagram*

# PRODUCT DESIGN ✈️



# LIQUOR BOTTLES 3D PRODUCT DESIGN

# Product Design Portfolio

Over 30+ Liquor Bottles Designed. Newer designs available online.

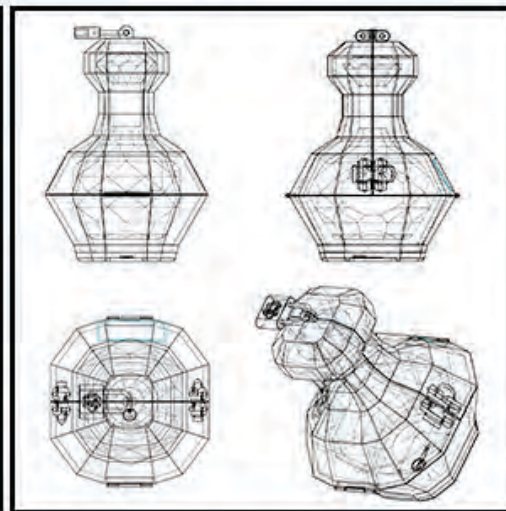
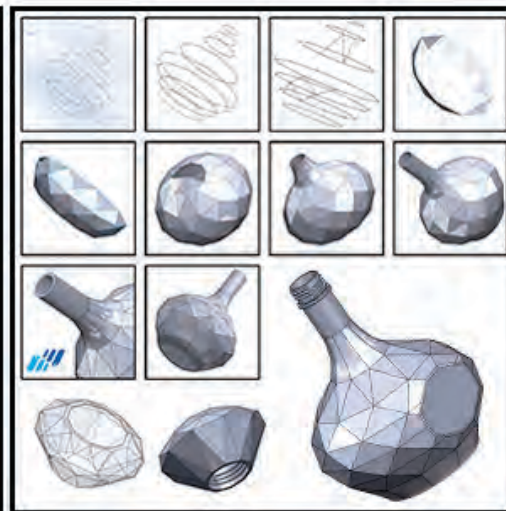
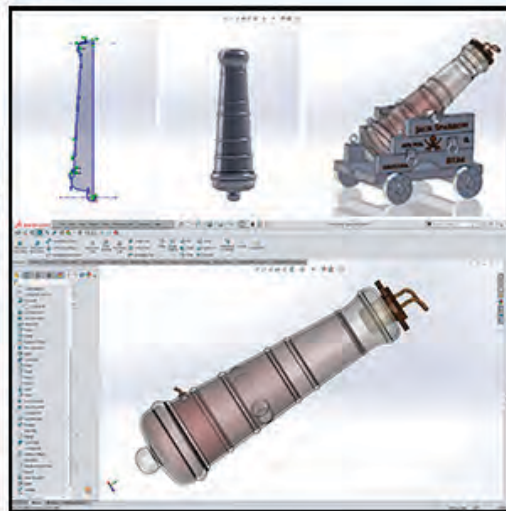
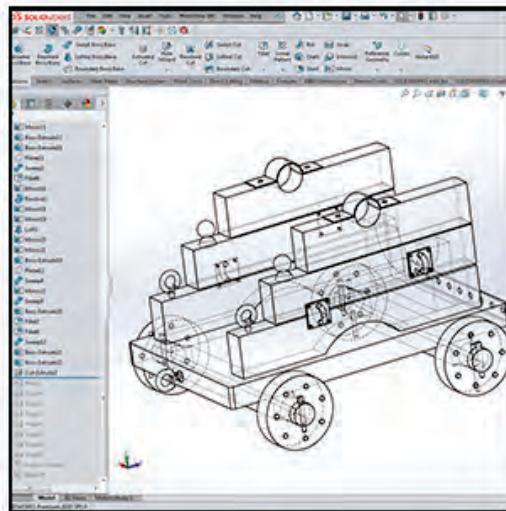
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## PRODUCT DESIGN

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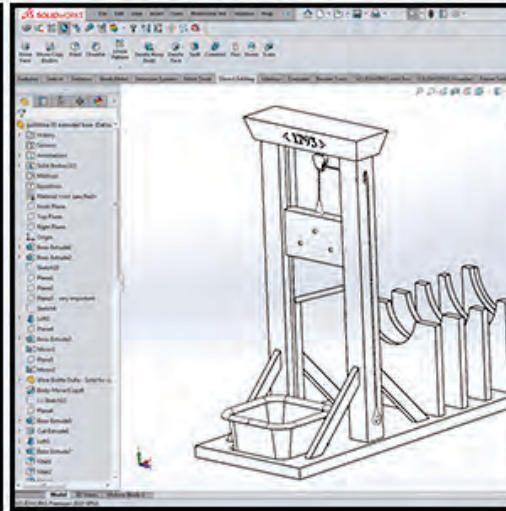
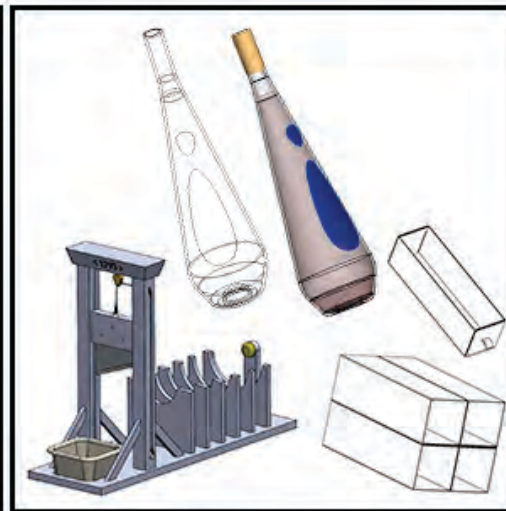
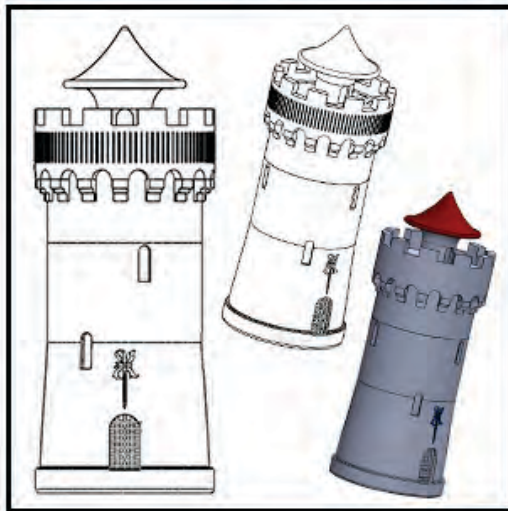


## Product Design: Liquor Bottles

« Jack Sparrow Original Rum / Cognac De Beauvau »

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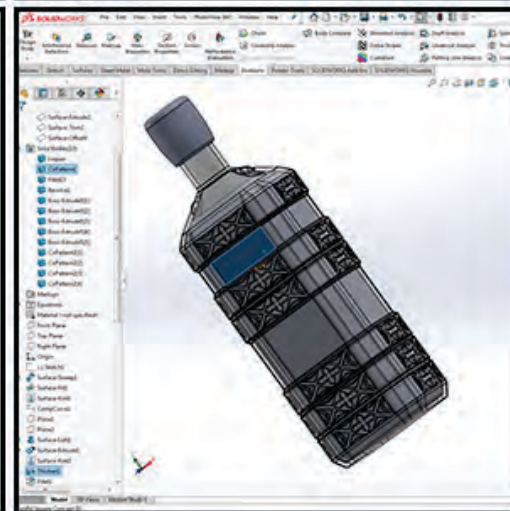
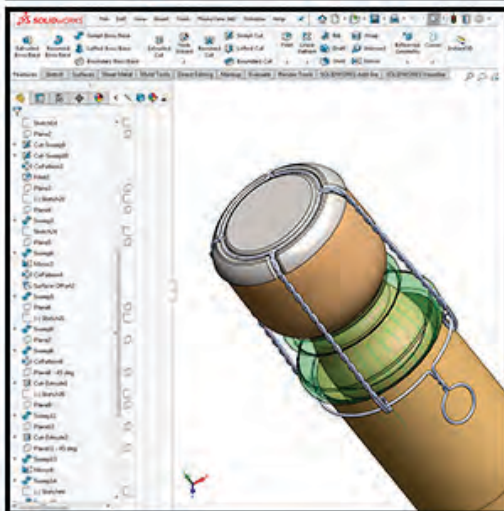
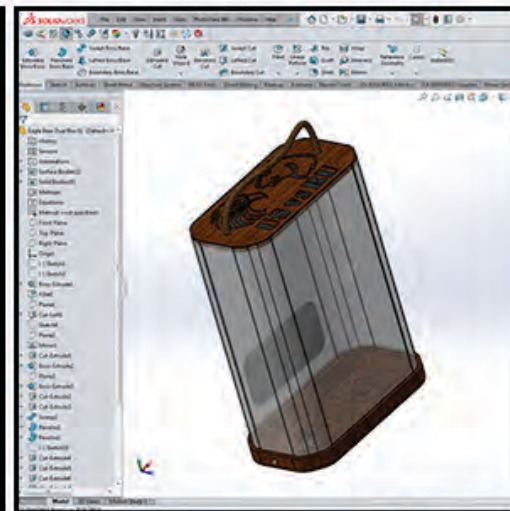
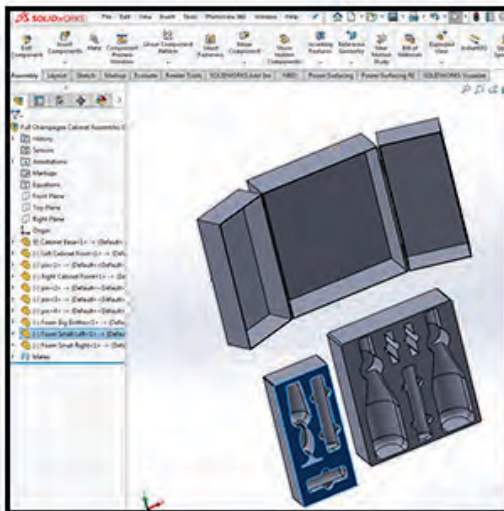
**PRODUCT DESIGN**



## Product Design: Liquor Bottles

« Crucifix Sword Scotch Whiskey / Marie Antoinette Wine »

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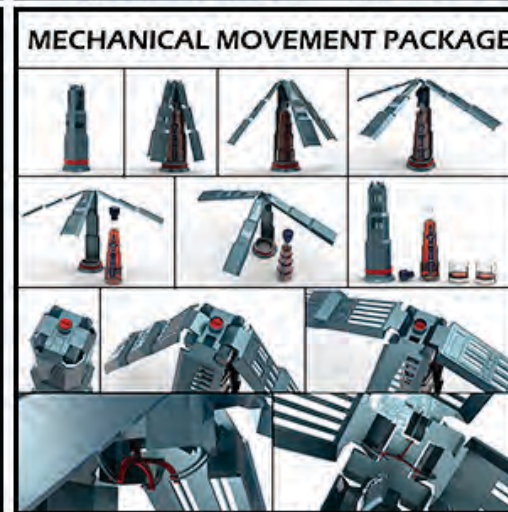
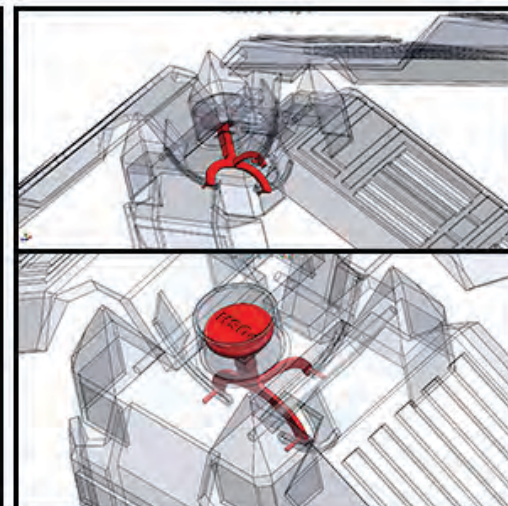


## Product Design: Liquor Bottles

« QH&JS Sparkling Wine Poker Set / USvsRU Whiskey-Vodka Twins »

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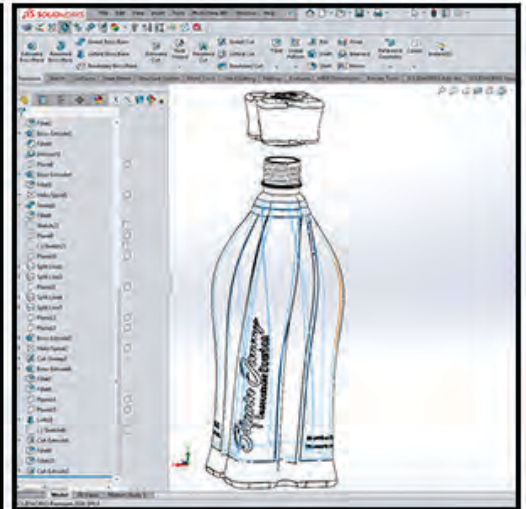
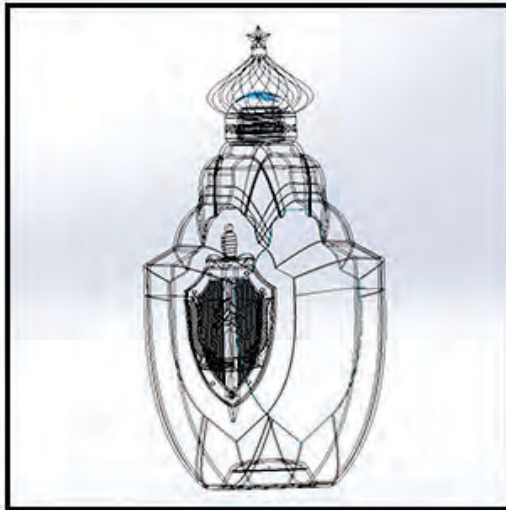
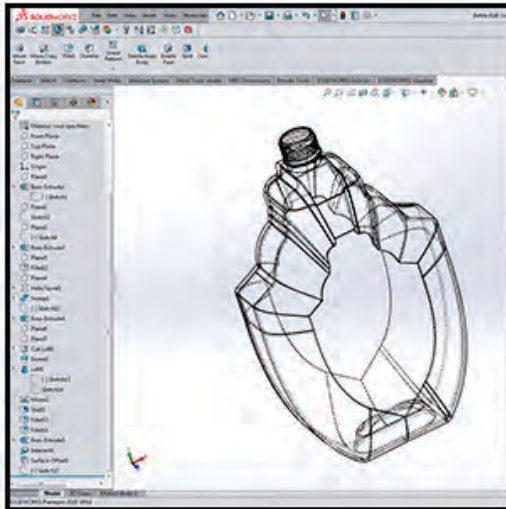
**PRODUCT DESIGN**



## Product Design: Liquor Bottles

« Vinomo Wine / Trantor Scotch Whiskey »

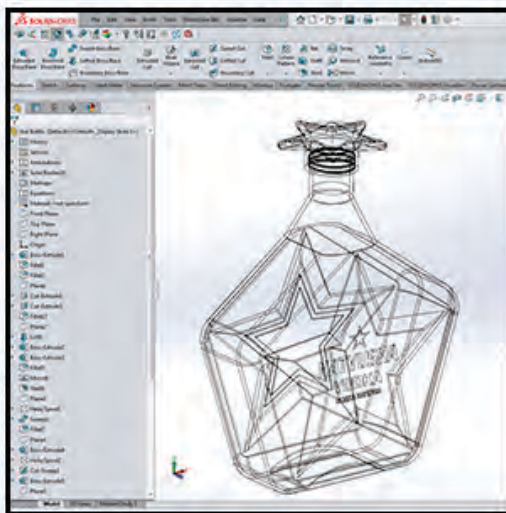
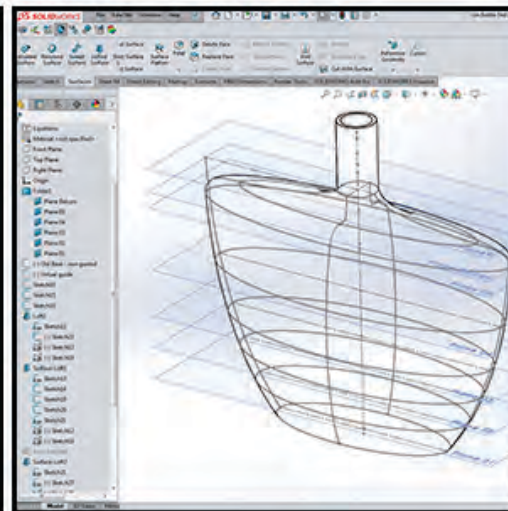
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## Product Design: Liquor Bottles

« KGB Vodka / Slippin' Jimmy Bourbon »

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## Product Design: Liquor Bottles

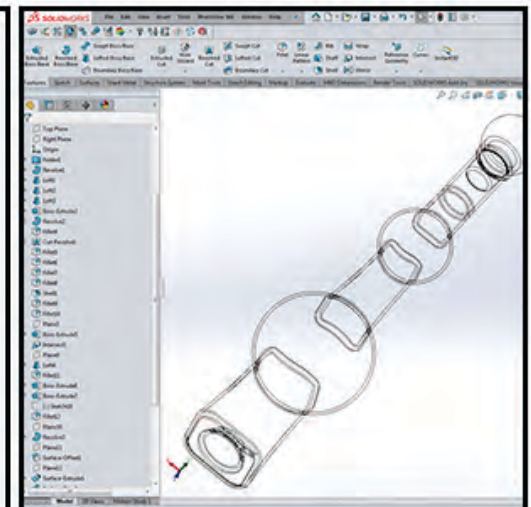
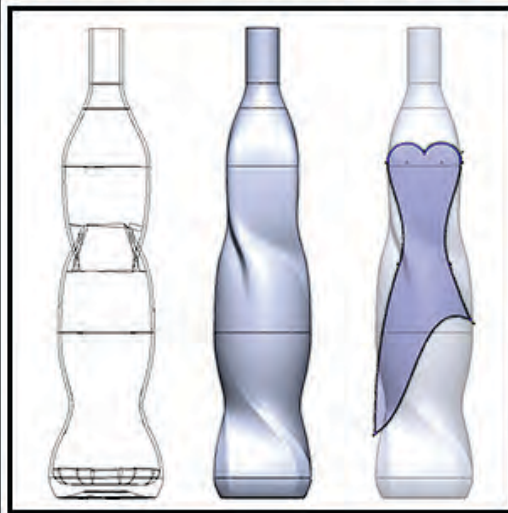
« Katyusha Vodka / Royal Executioner Gin »

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**PRODUCT DESIGN**

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## Product Design: Liquor Bottles

« Svetlana Vodka / Sol y Luna Tequila »

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032



## Product Design: Liquor Bottles

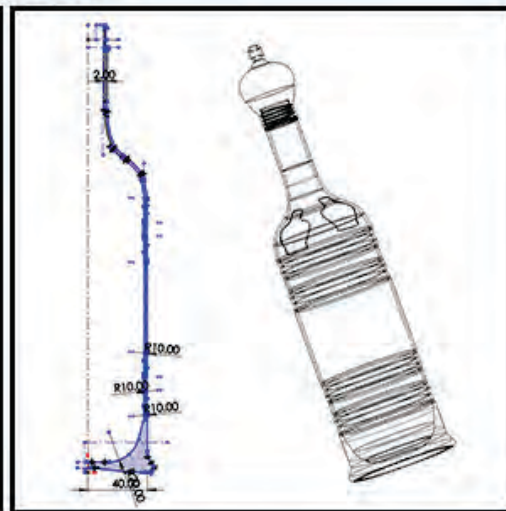
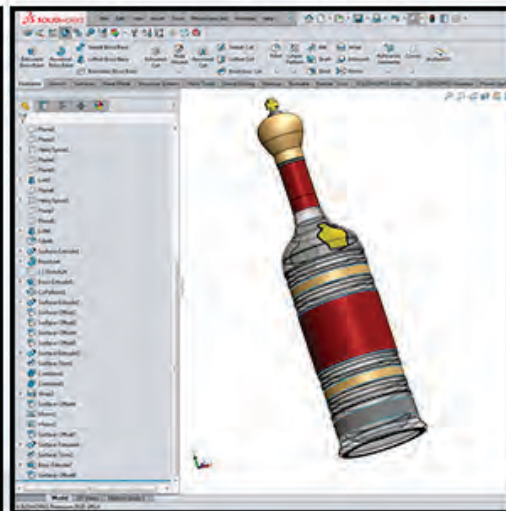
« Micanopy Brandy / Arak Korkomaz »

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033



## Product Design: Liquor Bottles

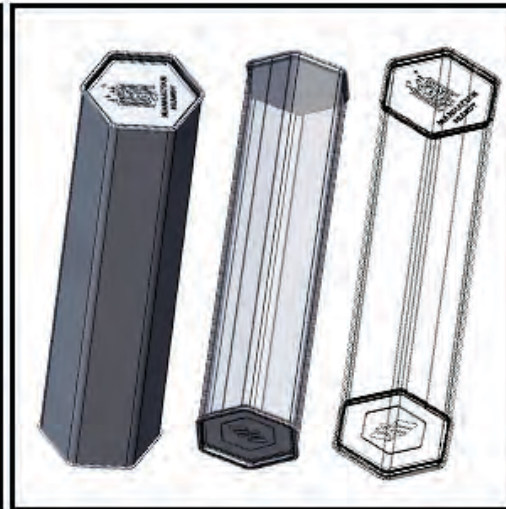
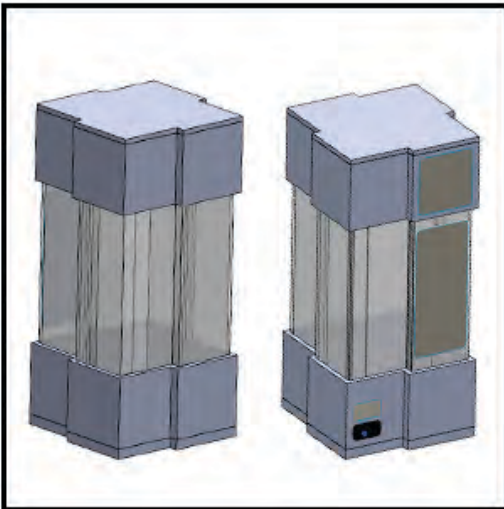
« Caballo Diablo Mexican Tequila / Ekaterina Royal Vodka »

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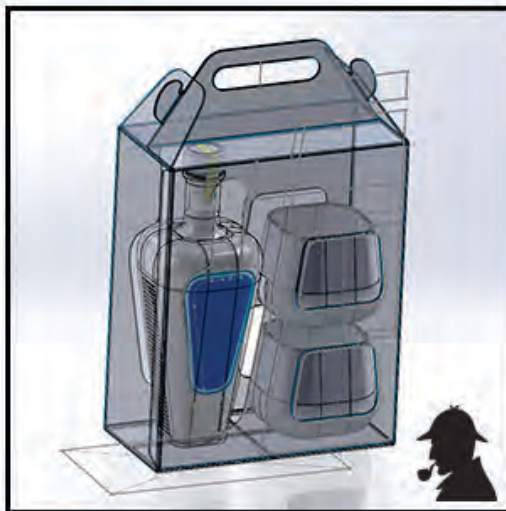
034



## Product Design: Liquor Bottles

« Old Oak Tree Jamaican Rum / Manhattan Brandy »

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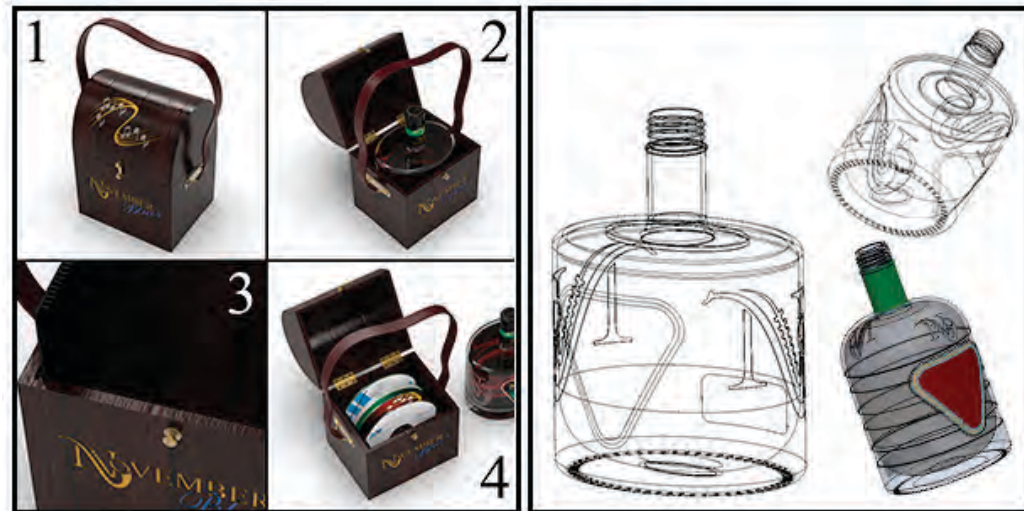


## Product Design: Liquor Bottles

« 221b Baker Street Gin / Arak Al-Zawzani »

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**PRODUCT DESIGN**



## Product Design: Liquor Bottles

« November Blues Whiskey 25Y / November Blues Whiskey 18Y »

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## Product Design: Liquor Bottles

« November Blues Whiskey 12Y / Don Lucifero Wine »

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## Product Design: Liquor Bottles

Over 30+ Liquor Bottles Designed. Newer designs available online.

**PRODUCT DESIGN**



# WATCHES DESIGN

Product Design: Watches  
Watches Design

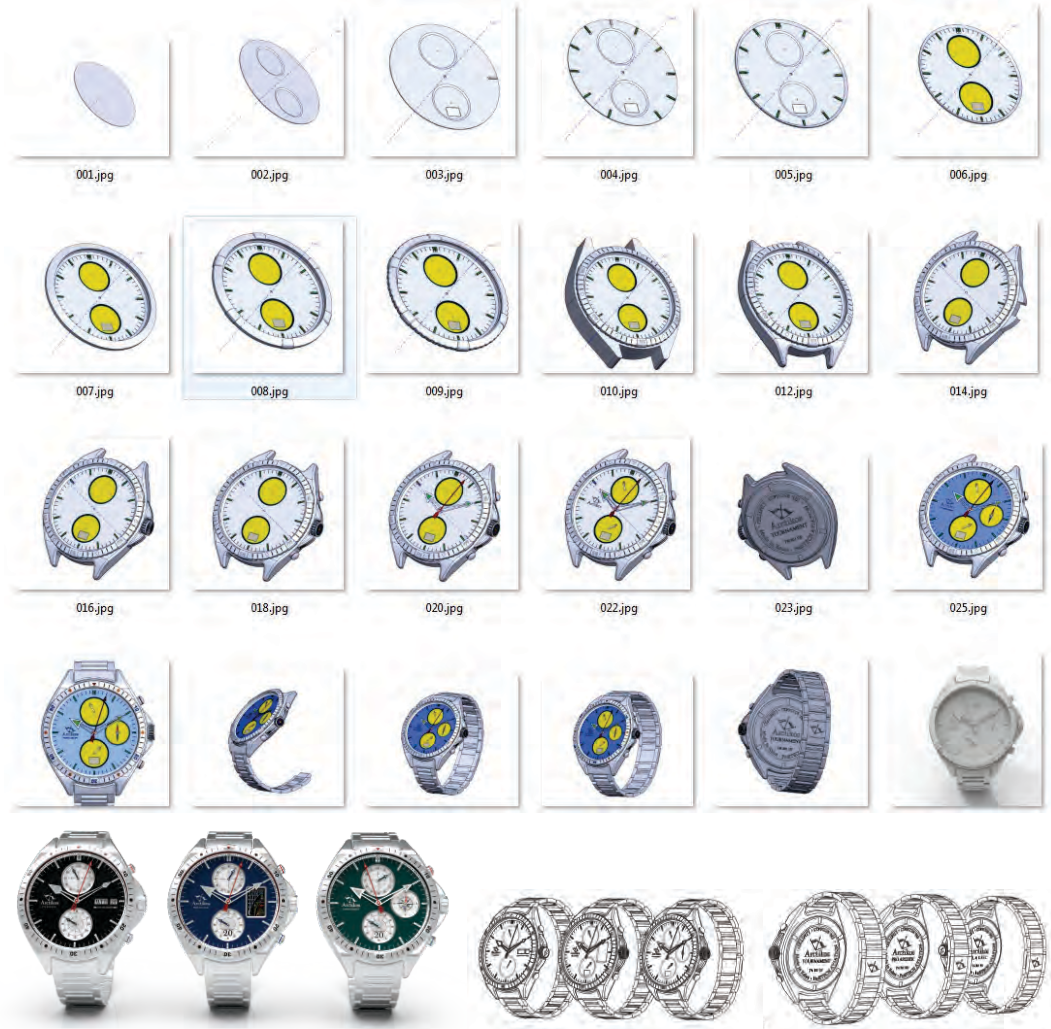
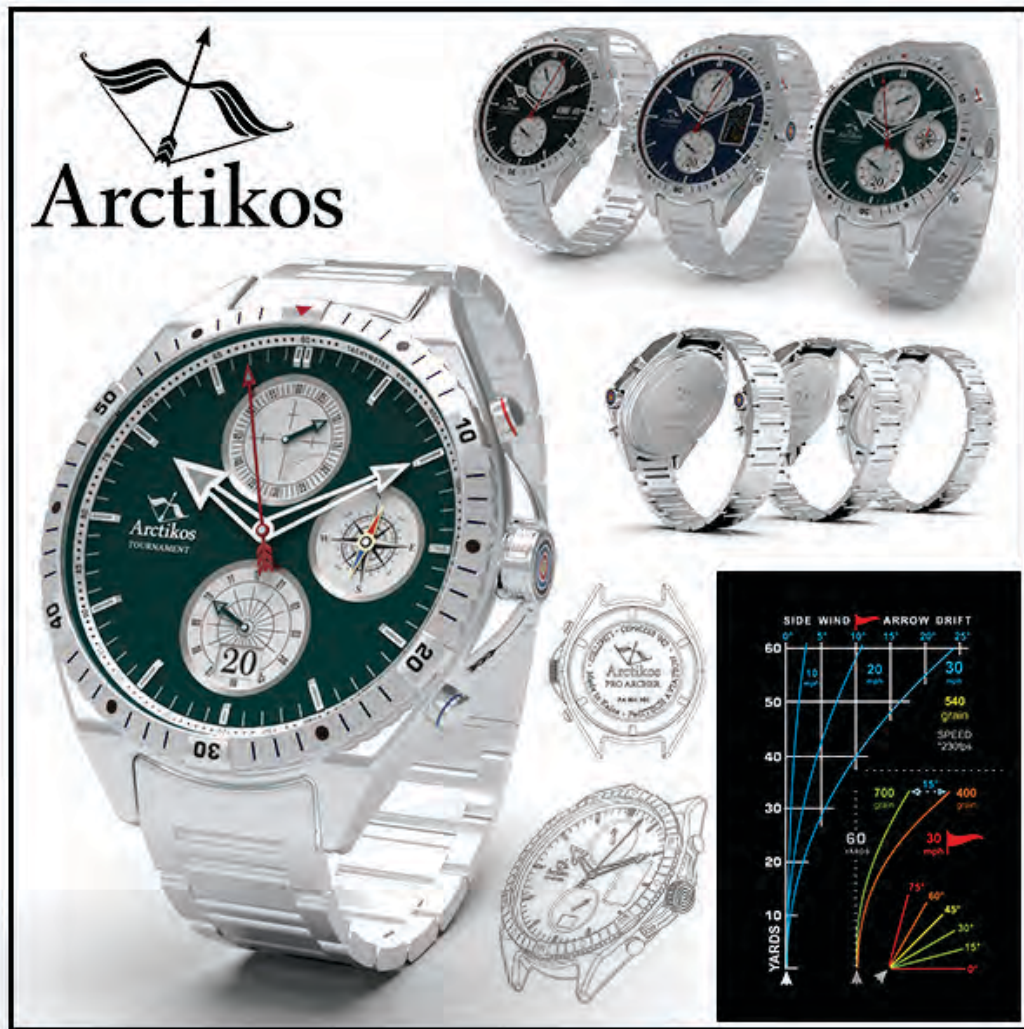
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## Product Design: Watches

The FTAV Strike Master (Drone Pilot Watch) - 4 Models

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## Product Design: Watches

The Professional Archer's Watch - 3 Models

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How It's Made?



## Product Design: Watches

A tribute to Dodge Challenger Hellcat - 3 Models

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## Product Design: Watches

« Mon Cedar Watches / Cedarium Watches »

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044

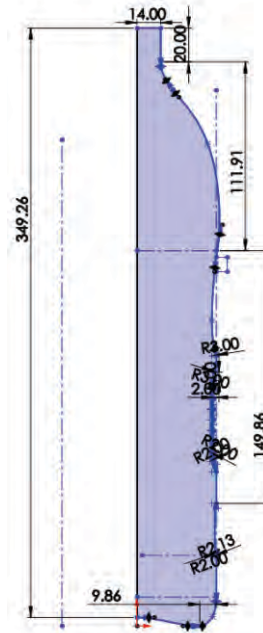


# PRODUCT DESIGN (Food & Water)

**Product Design: Food & Water**

*Food & Water Containers (Glass & Plastic)*

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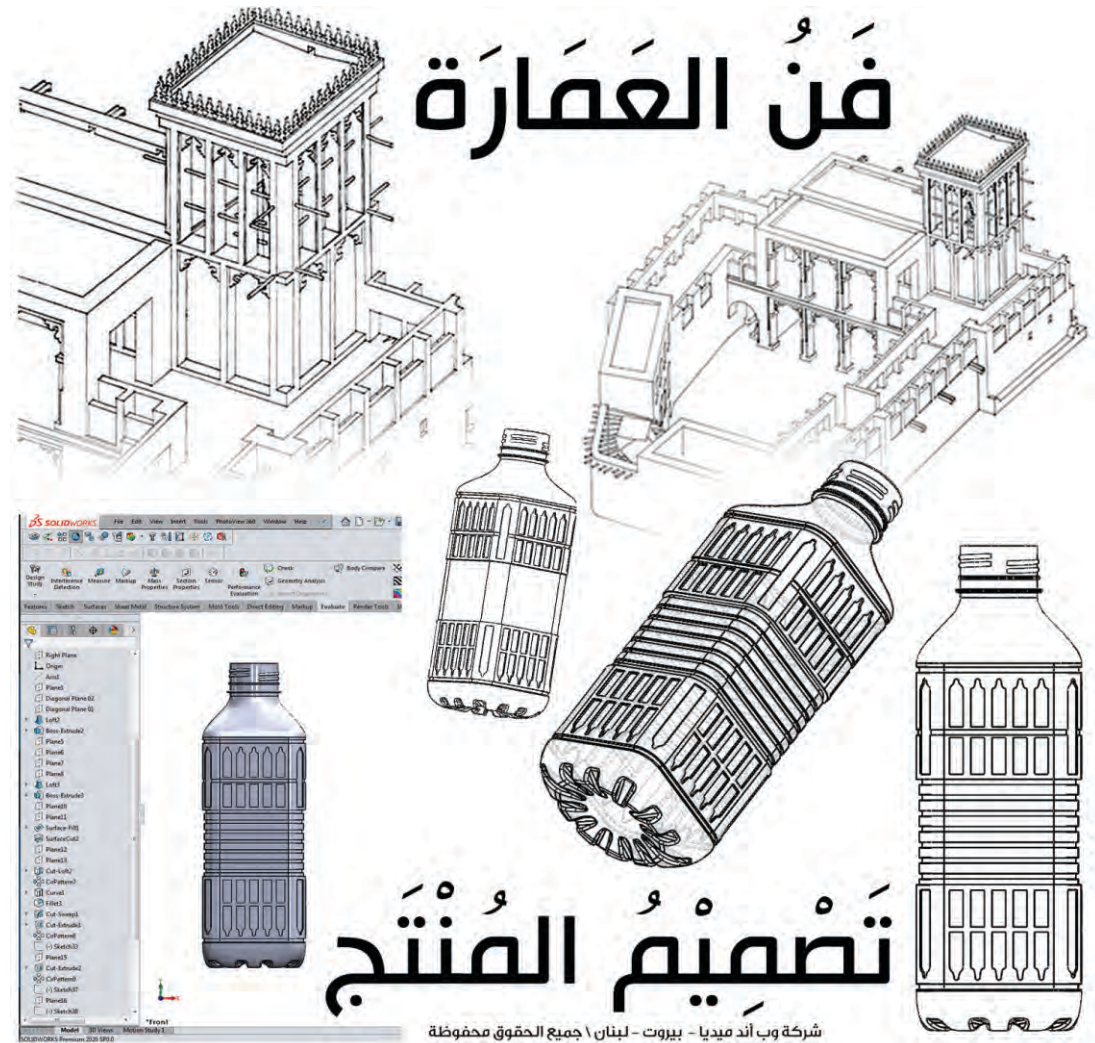


## Product Design: Water Bottles (PET)

BEAUVAU Water - 4 Models (0.23/0.5/1.5/2.0 Liters)

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**PRODUCT DESIGN**



# فَنُ الْعَمَارَةِ

# تَصْمِيمُ الْمُنْتَجِ

شركة وب أند ميديا - بيروت - لبنان | جميع الحقوق محفوظة

Product Design: Water Bottles (PET)

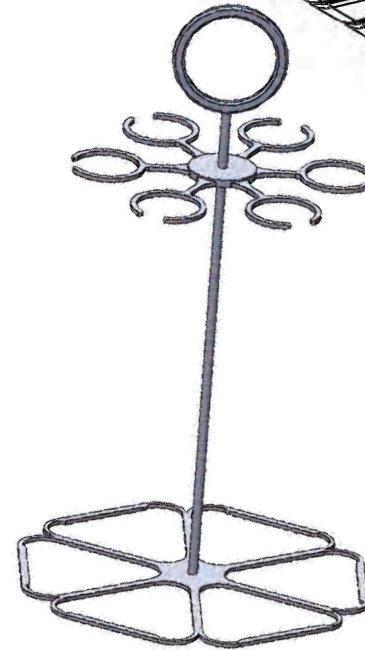
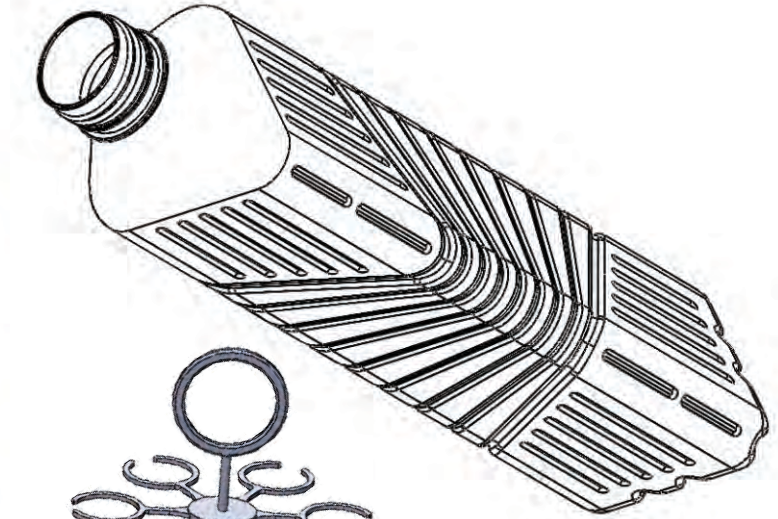
Bastakiya Water - Traditional Architecture Concept

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047



## Product Design: Water Bottles (PET)

PRIXIMA Water (0.5L / 6 Pack)

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**PRODUCT DESIGN**



## Product Design: Glass Bottles

« SMF Olive Oil / SMF Balsamic & Wine Vinegar »

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**PRODUCT DESIGN**



## Product Design: Glass Bottles

« SMF Sauces & Dressings / SMF Hot Sauce & Soy Sauce »

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## Product Design: Glass Jars / PET Bottles

« SMF Fruit Spreads (Jam) / Sun Valley Cooking Oil »

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**PRODUCT DESIGN**



All drone designs are conceptual designs for training and fun purposes only, we do not engage or support any military or hostile activity of any kind and most UAVs below may not be realistically applicable or able to fly, just sit back and enjoy the technical details, mind that we tried as much as possible to abide to the laws of physics and some aerodynamics.

More photos and close up details can be viewed at:  
<https://www.behance.net/faditech>

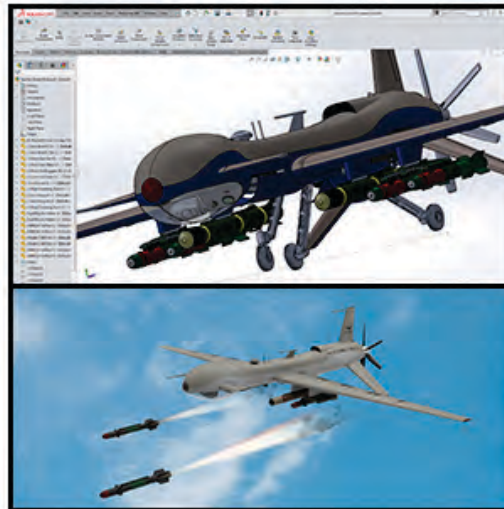
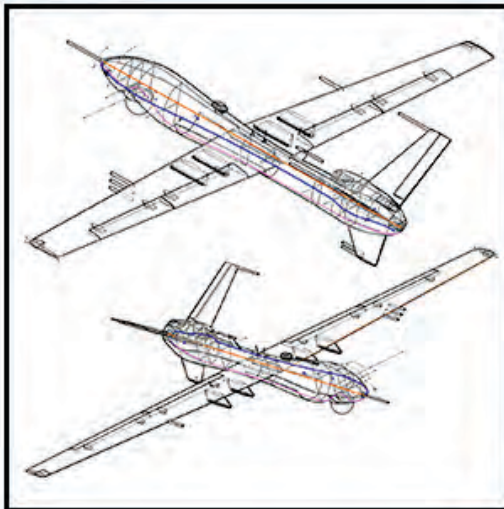


## Product Design Portfolio

UAV / Military Drones

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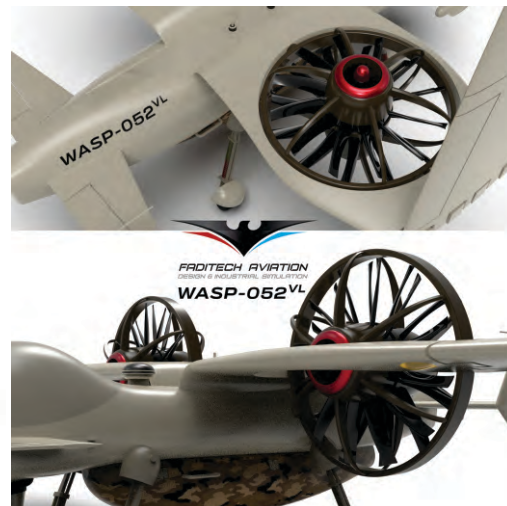
**PRODUCT DESIGN**



## Product Design: Drones (UAV)

« Tiger Shark Tactical Drone / SPECTRE OctoEyes Surveillance Drone »

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## Product Design: Drones (UAV)

### WASP 052VL - VTOL Logistics Drone

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**PRODUCT DESIGN**

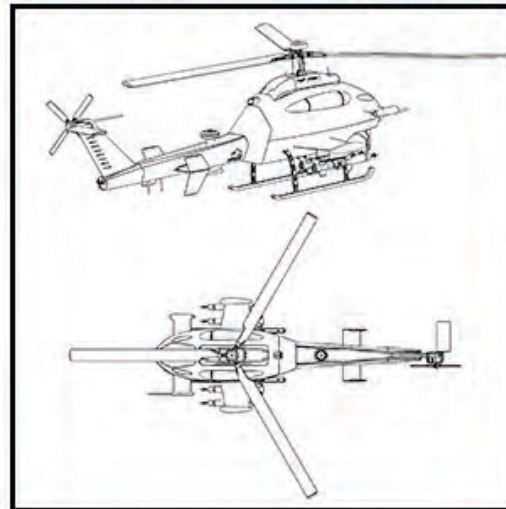


## Product Design: Drones (UAV)

RACCOON 6 - Code Name: Night Stalker (Copter Drone)

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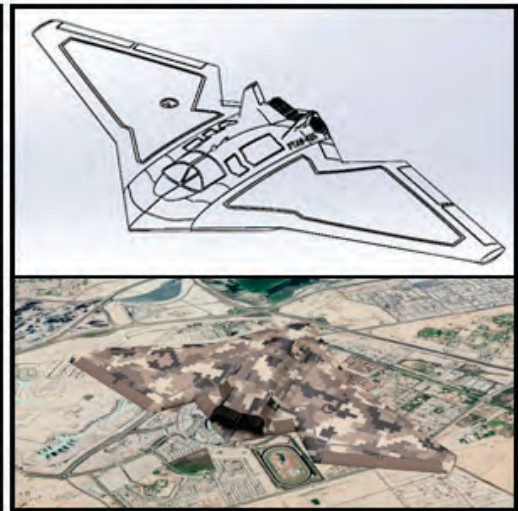
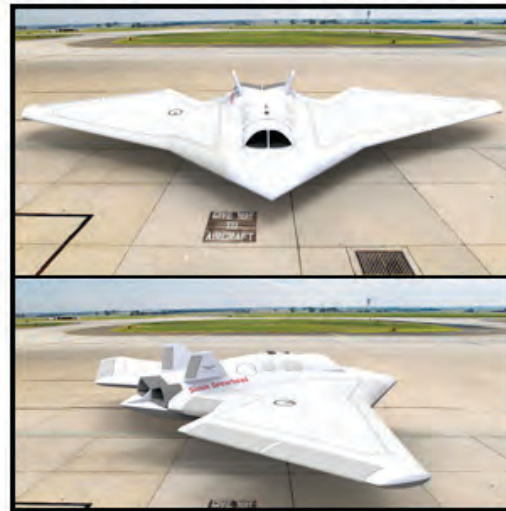
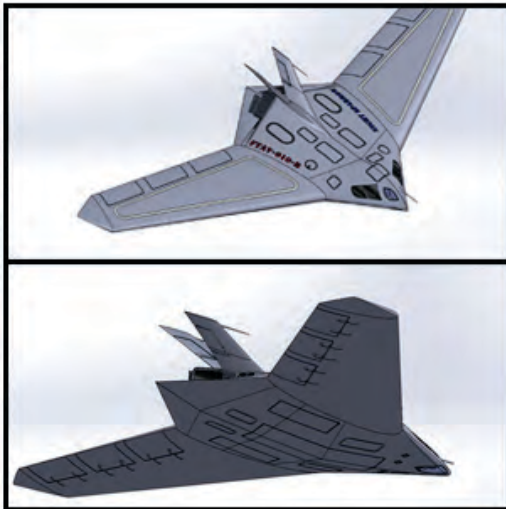
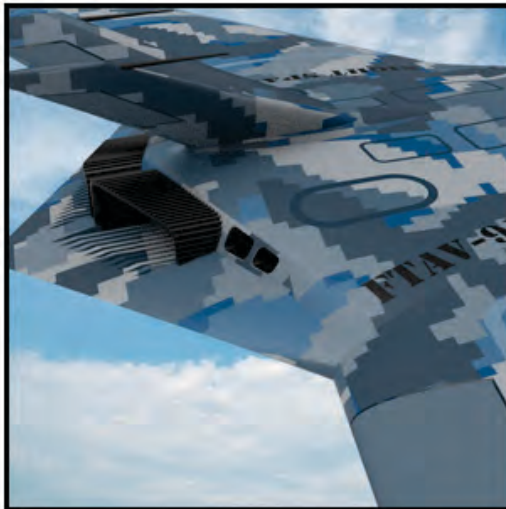
**PRODUCT DESIGN**



## Product Design: Drones (UAV)

COYOTE 7 - Drone Hunter (with Top Revolving Camera / Radar)

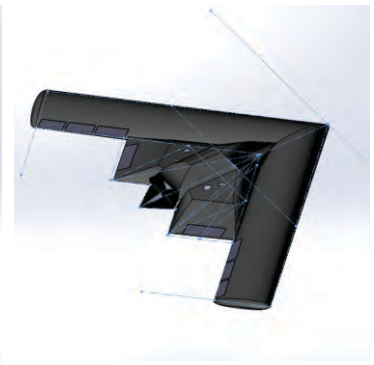
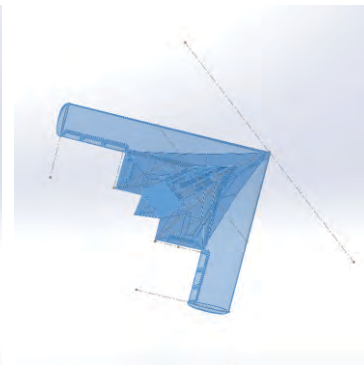
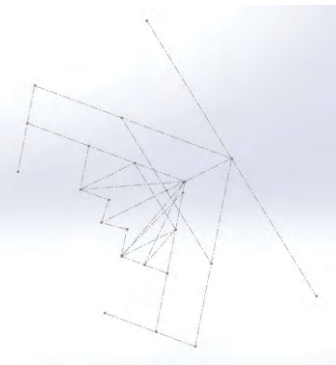
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## Product Design: Drones (UAV)

« TNight Sparrow Stealth Drone / SIOUX 02 Stealth Drone »

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## Product Design: Drones (UAV)

BACKLASH ANG-6 Stealth Drone

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**PRODUCT DESIGN**



## Product Design: Drones (UAV)

*Desert Warrior VTOL Drone (With Gatling M-GUN)*

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**PRODUCT DESIGN**

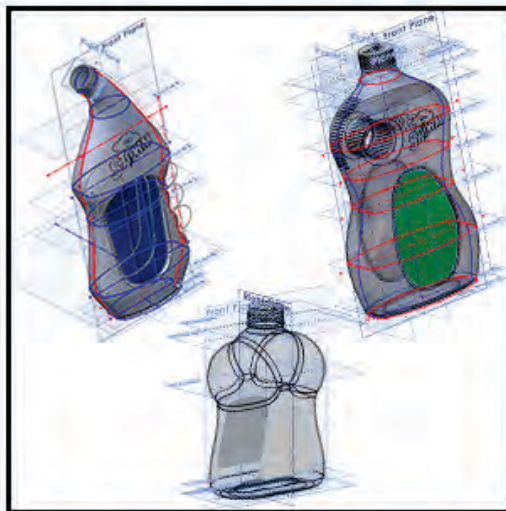


## Product Design: Drones (UAV)

GNAT ODD-8 Communications Relay Drone

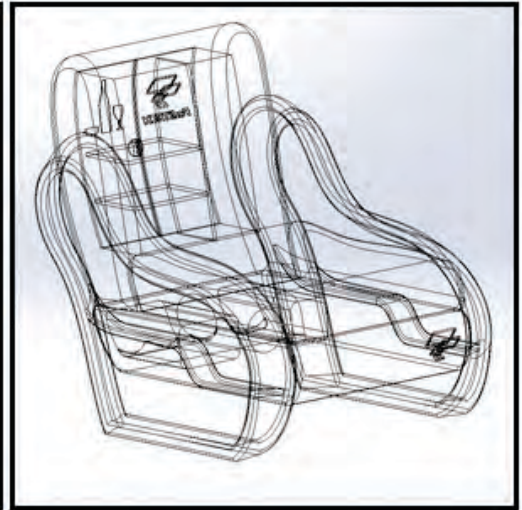
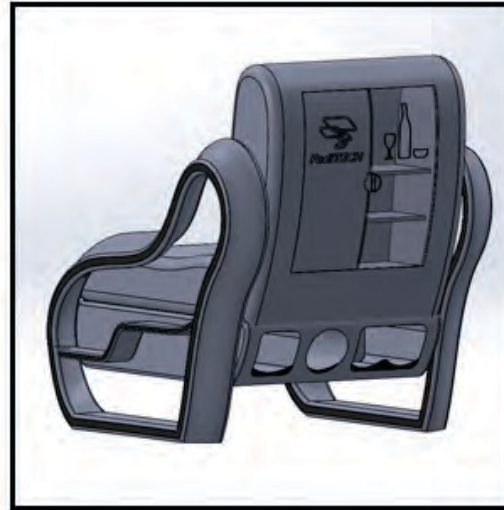
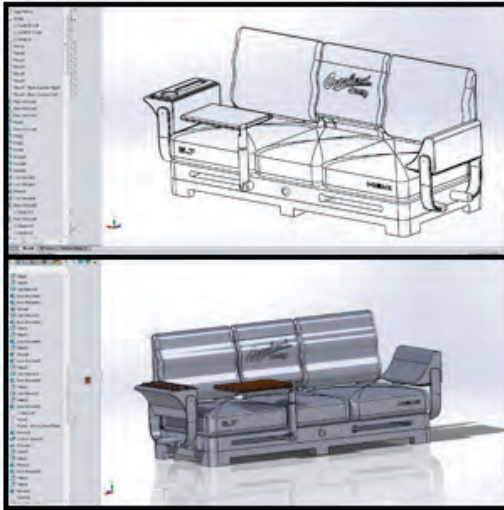
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**Product Design: House Hold / Motor Oil**  
Plastic Containers (Detergents / Motor Oil)

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## Product Design: Furniture

Special Features Furniture

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## Product Design: Furniture

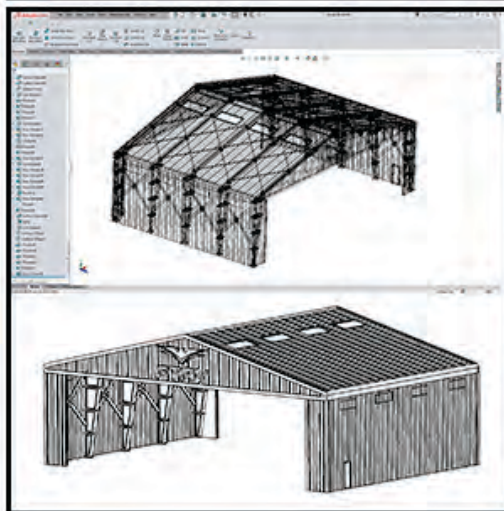
*Chairs*

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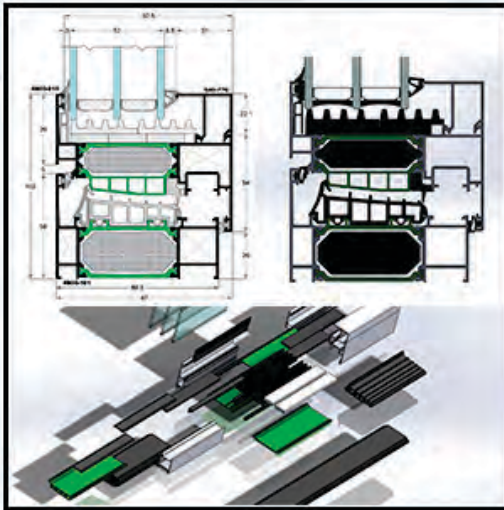
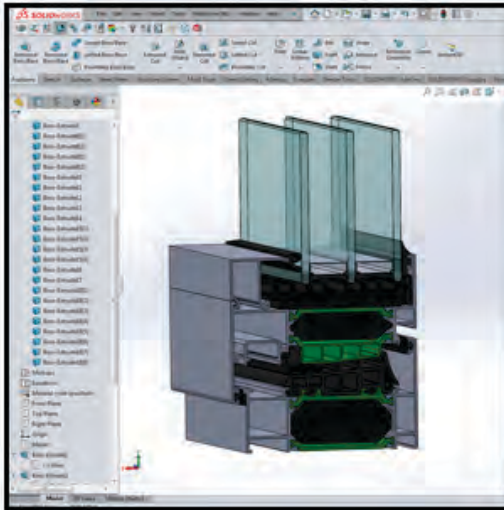
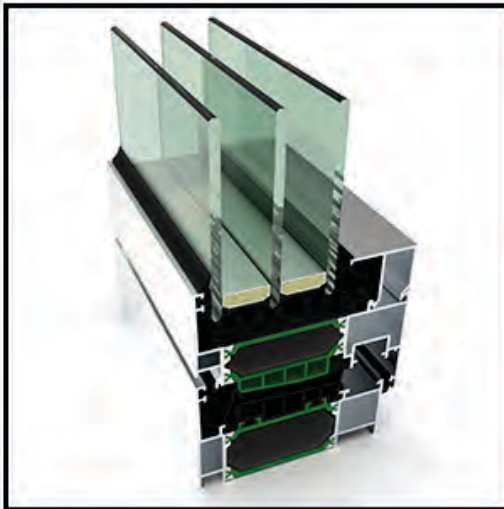
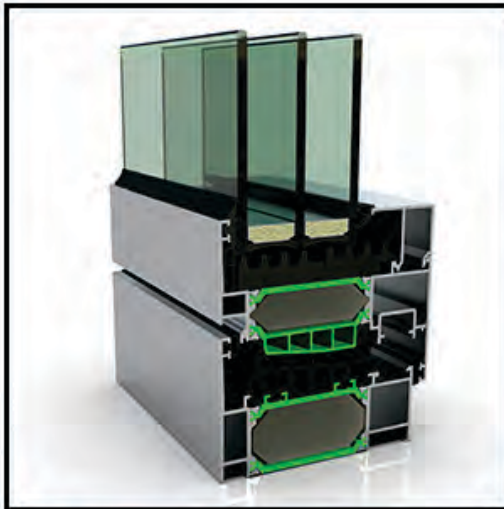


## Product Design: Steel Structures

« Aircraft Hangar / Shipping Container »

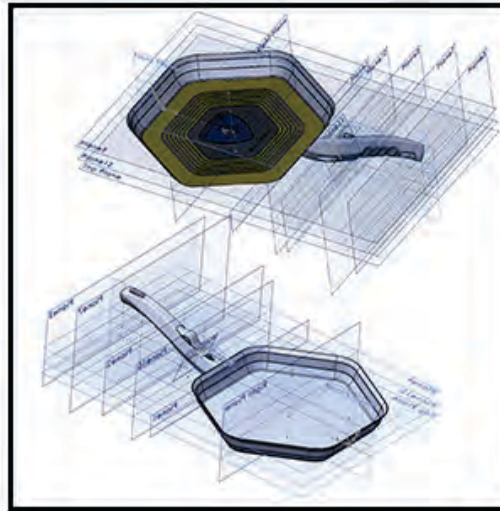
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**PRODUCT DESIGN**



**Product Design: Various**  
 « Aluminum Profile Simulation / Ashtray & Cigar »

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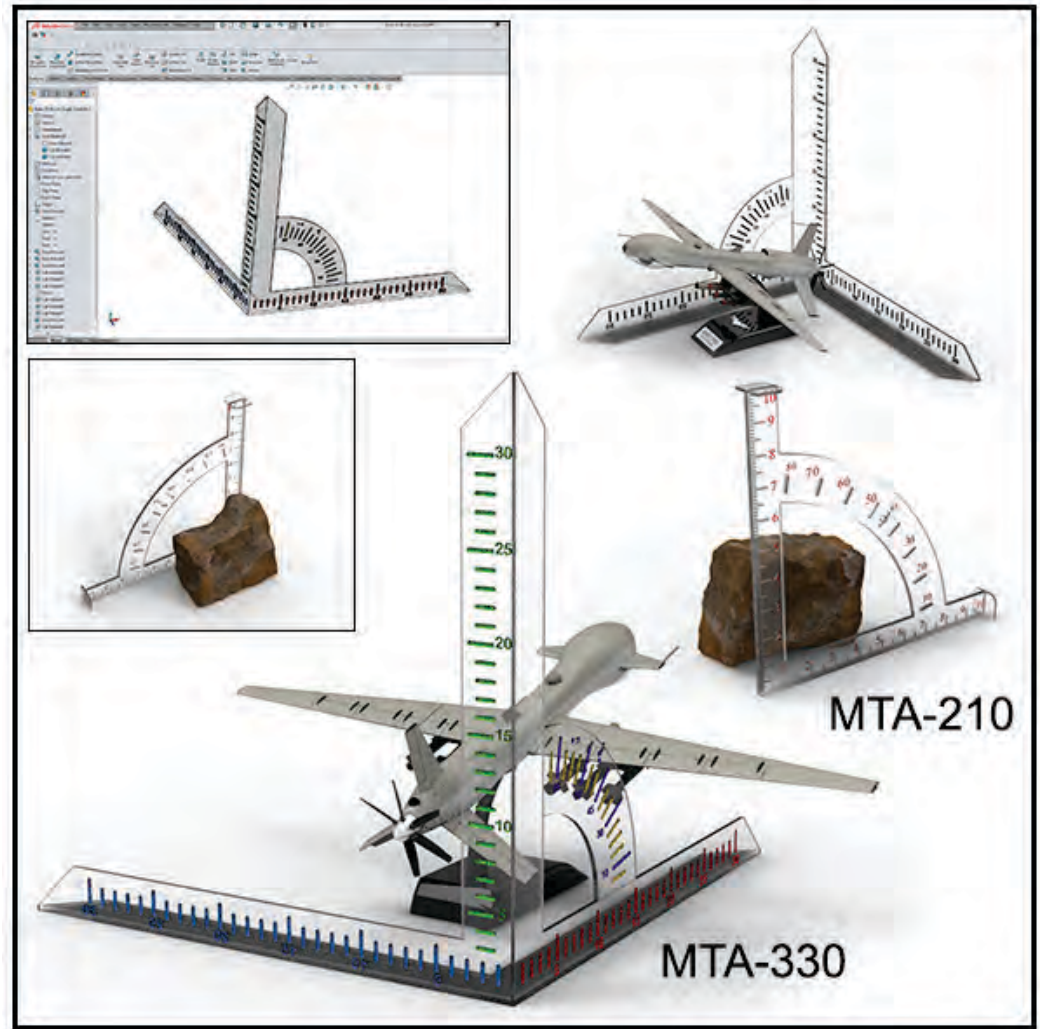


## Product Design: Various

Fun Concept of "Ferrari" & "Lamborghini"

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**PRODUCT DESIGN**



## Product Design: Measuring Tools

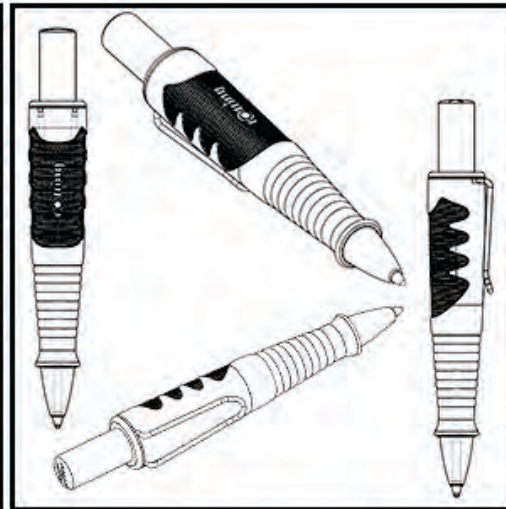
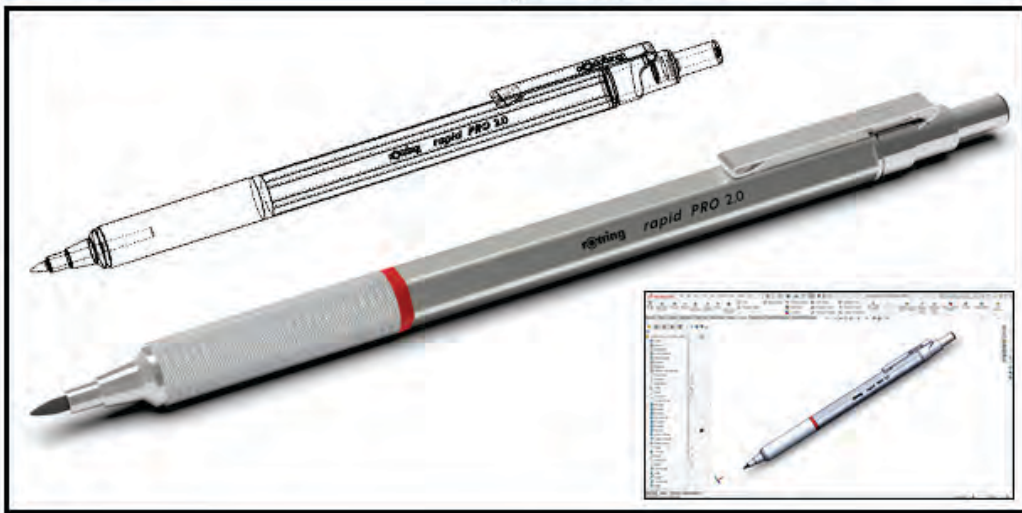
« ACaliper Measuring Tool / Size Comparison Tool »

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## Product Design: Pencils & Pens

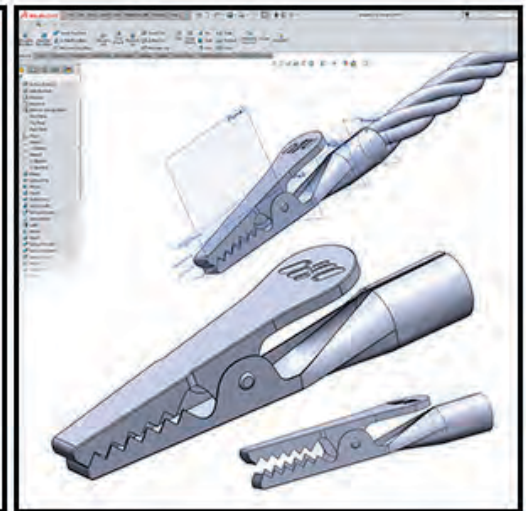
« Rotring Pencil Rapid Pro 2.0 Modeling / Curved TV Modeling »

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## Product Design: Various

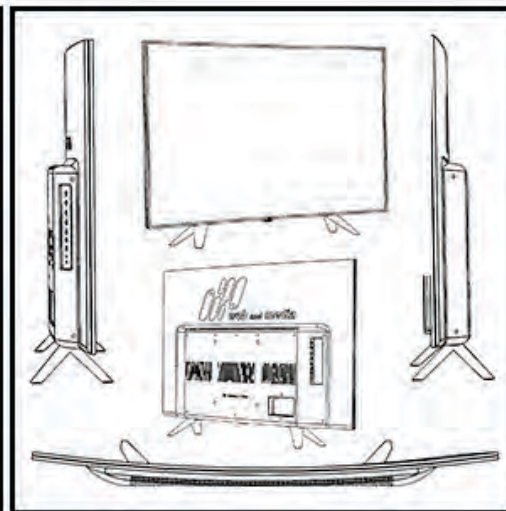
« Flash Light Modeling Exercise / Various Gadgets Modeling »

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070



## Product Design: Various

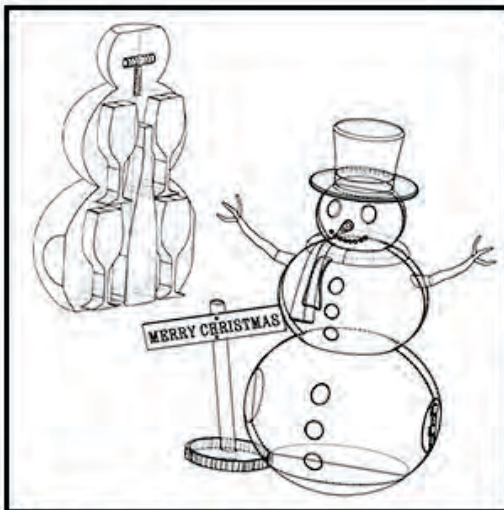
« Batteries & packaging Modeling / Curved TV & Screens Modeling »

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**PRODUCT DESIGN**

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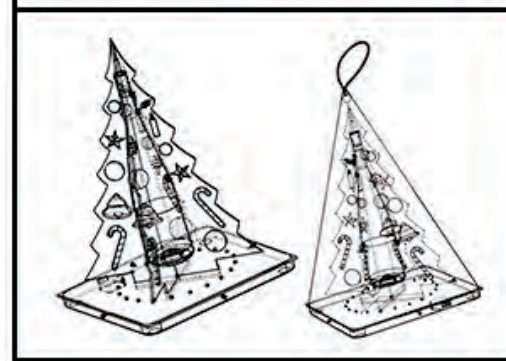
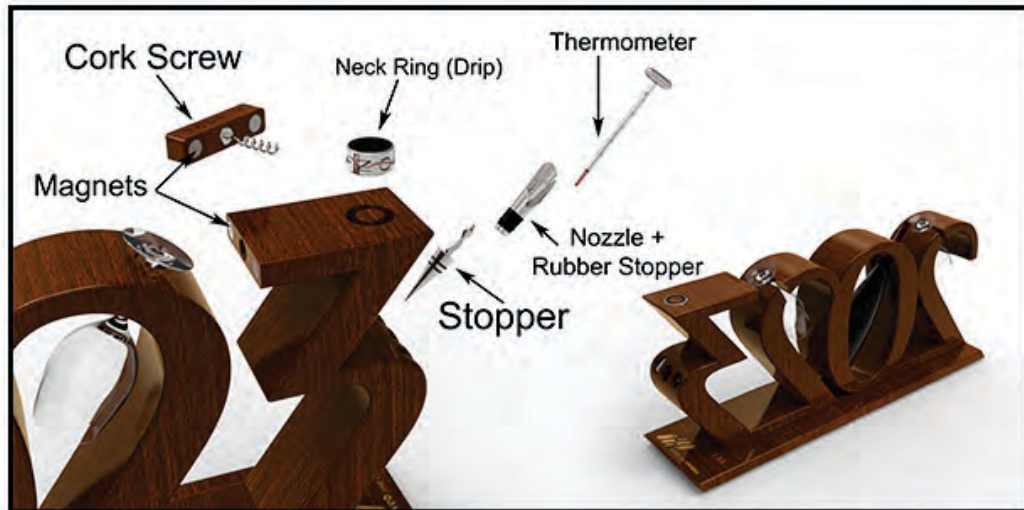
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## Product Design: For Christmas

« For Christmas Greetings 2023 / For Christmas Greetings 2022 »

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## Product Design: New Year / X-Mas

« For New Year's Greeting 2023 / For Christmas Greetings 2021 »

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# AÑEJO TEQUILA CABALLO DIABLO



## Branding: Liquor

« Caballo Diablo Aged Tequila / Crucifix Sword Scotch Whiskey »

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## Branding: Liquor

« Ekaterina Royal Vodka / Cognac De Beauvau »

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## Branding: Liquor

« Arak Korkomaz / Micanopy Brandy »

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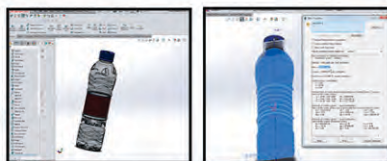
## Branding: Liquor

« Katyusha Vodka / USvsRU - Whiskey & Vodka Twins »

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**BEAUVAU**  
EAU MINÉRALE NATURELLE  
Des Crevasses Rocheuses

**BEAUVAU**  
EAU MINÉRALE NATURELLE



Nutrition Facts	
Amount per 100ml	% Daily Value*
Total Energy	220kcal
Total Fat	0g
Sodium	0mg
Total Carbohydrate	0g
Total Protein	0g
Calcium	0mg
Potassium	0mg
Magnesium	0mg
Iron	0mg
Zinc	0mg
Copper	0mg
Manganese	0mg
Selenium	0mg
Chromium	0mg
Molybdenum	0mg
Cobalt	0mg
Nickel	0mg
Vanadium	0mg
Strontium	0mg
Barium	0mg
Lithium	0mg
Boron	0mg
Aluminum	0mg
Silicon	0mg
Fluorine	0mg
Chlorine	0mg
Bromine	0mg
Iodine	0mg
Phosphorus	0mg
Sulfur	0mg
Oxygen	0mg
Hydrogen	0mg
Carbon	0mg
Nitrogen	0mg
Calcium	0mg
Potassium	0mg
Magnesium	0mg
Iron	0mg
Zinc	0mg
Copper	0mg
Manganese	0mg
Selenium	0mg
Chromium	0mg
Molybdenum	0mg
Cobalt	0mg
Nickel	0mg
Vanadium	0mg
Strontium	0mg
Barium	0mg
Lithium	0mg
Boron	0mg
Aluminum	0mg
Silicon	0mg
Fluorine	0mg
Chlorine	0mg
Bromine	0mg
Iodine	0mg
Phosphorus	0mg
Sulfur	0mg
Oxygen	0mg
Hydrogen	0mg
Carbon	0mg
Nitrogen	0mg

**BEAUVAU**  
EAU MINÉRALE NATURELLE  
Des Crevasses Rocheuses (Alps)



البستكية  
Bastakiya

البستكية  
مياه معدنية نقية

تجسيد تراث العمارة العربية في  
عبوة مياه معدنية نقية

## Branding: Water

« Beauvau Mineral Water / Bastakiya Pure Water »

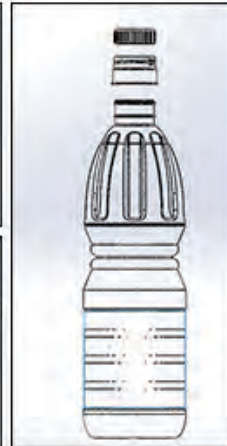
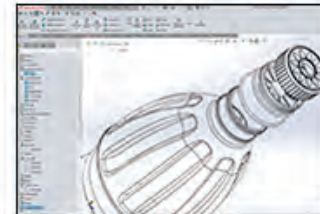
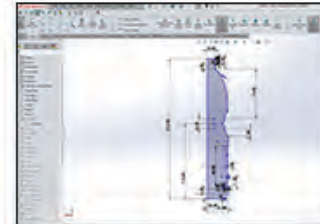
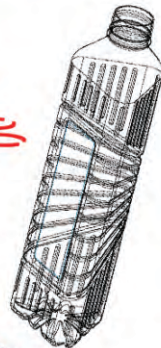
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**BRANDING**

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ΠΡΙΞΙΜΑ  
ΦΥΣΙΚΟ  
ΜΕΤΑΛΛΙΚΟ  
ΝΕΡΟ



## Branding: Water / Food

« PRIXIMA Mineral Water / Sun Valley Sunflower Oil »

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**BRANDING**



## Branding: Cosmetics / Sweets

« Primaqure Cosmetics / Torta Vola Cakes »

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Sunday Morning Foods in USA, is probably one of our largest branding and labeling projects with over 170 food products.

- 33 Canned Food Products
- 16 Frozen Vegetables Bags
- 8 Frozen Seafood Bags
- 27 Sauce jars & Bottles
- 15 Oil & Vinegar Bottles
- 16 Jam Jars
- 50 Spice Jars

We created a new brand identity / logo for Sunday Morning Foods keeping in mind to retain their 66 years old heritage (since 1958) and maintained a classical look and feel in branding each and every product yet with a minimal twist of a fresh modern style.

## SUNDAY MORNING FOODS BRANDING

Brand Identity

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## FROZEN VEGETABLES



## FROZEN SEA FOOD



## OLIVE / VEGETABLE OIL BALSAMIC VINEGAR



## CONDIMENTS, DRESSINGS & SAUCES



## CANNED VEGETABLES



## CANNED MEAT & FISH



## FRUIT SPREADS (JAMS / CONSERVES / JELLY)



## SPICES / SPICES & SPICES



SUNDAY MORNING FOODS BRANDING

Brand Sub-Categories

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Srimps  
 Seafood Mix I  
 Seafood Mix II  
 Calamari Rings  
 Breaded Calamari  
 Cod Fish Fingers  
 Salmon Steaks



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**SUNDAY MORNING FOODS BRANDING**

Frozen Seafood Bags

**BRANDING**



## FROZEN VEGETABLES



SUNDAY MORNING FOODS BRANDING

Frozen Vegetables Bags

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# LABEL & BOTTLE DESIGN SAMPLE



SUNDAY MORNING FOODS BRANDING

Olive Oil

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# Olive Oil & Cooking Oils

**SUNDAY MORNING FOODS BRANDING**

*Cooking Oils (Sunflower/Corn/Canola/Grape)*

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**NO  
ADDITIVES  
NO  
ARTIFICIAL  
COLORS & FLAVORS**



**SUNDAY MORNING FOODS BRANDING**

Condiments (Mustard/Mayonnaise/Ketchup/BBQ Sauce/Etc..)

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**SUNDAY MORNING FOODS BRANDING**

Fruit Spreads Jars (Jam / Jelly / Marmalade)

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**090**



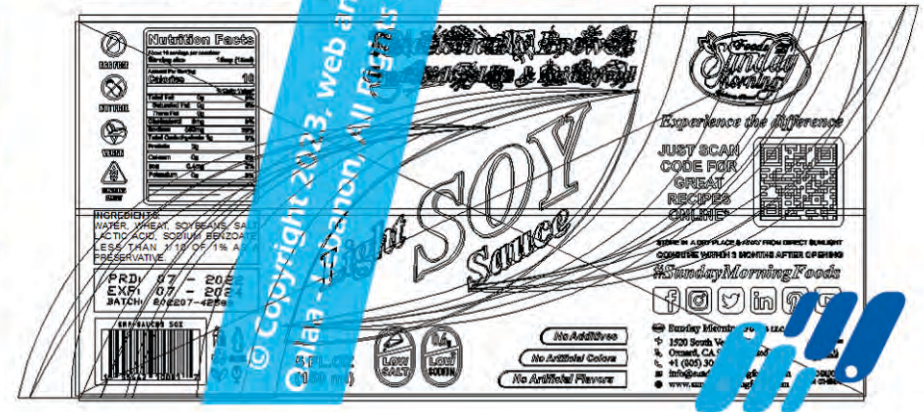
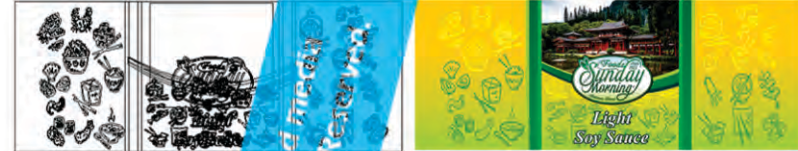
## SUNDAY MORNING FOODS BRANDING

Condiments (Mustard/Mayonnaise/Ketchup/BBQ & Cocktail Sauces)

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## 3D BOTTLE MODELING & LABEL DESIGN SAMPLE



SUNDAY MORNING FOODS BRANDING

Soy Sauce (Bottle & Label Design)

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## 3D Bottle Design & Modeling + Labeling



**SUNDAY MORNING FOODS BRANDING**

Balsamic Vinegar / Wine Vinegars

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## SUNDAY MORNING FOODS BRANDING

Spices / Herbs / Seasoning / Salts

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## SUNDAY MORNING FOODS BRANDING

Spices / Herbs / Seasoning / Salts

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# 20 Canned Vegetables Labels



Red Kidney Beans  
Sweet Corn  
Green Peas  
Peas Carrots  
Mixed Veg I  
Mixed Veg II  
Green Beans  
Green Beans + Tomato  
Chickpeas  
White beans  
Whole Mushrooms  
Sliced Mushrooms  
Artichoke Hearts  
Hearts of Palm (Palmito)  
White Asparagus  
Green Asparagus  
Tomato Sauce  
Peeled Tomatoes  
Black Beans  
Baby Corn

**SUNDAY MORNING FOODS BRANDING**

Canned Vegetables / Pastes / Sauces

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**PRODUCT DESIGN**



## VISUAL LABEL FEATURES



8+1  
Sausages\*

SUNDAY MORNING FOODS BRANDING

Hotdog Cans (Beef / Chicken / Turkey / Pork)

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**BRANDING**

## Spaghetti Sauce



## Pizza Sauce

## Spaghetti



## Spaghetti + Meatballs

## Meatballs



## Hotdog Chilli

# LABEL FEATURES



SUNDAY MORNING FOODS BRANDING

Sauces & Ready-to-Eat Cans

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**SUNDAY MORNING FOODS BRANDING**

Tuna & Salmon Cans

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Branding: Other

Bicycles / Cosmetics / Nuts / Tiles / Spices / Oils

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# PACKAGE DESIGN

Package Design Portfolio  
Liquor Bottles Packaging & Gift Packs

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# Which Packaging?

Packaging Design is one of our major creative services at 'web and media', as we are specialized in creating & designing all sorts of packaging mediums from paper, carton, cardboard, flute, plastic, nylon, wood, to various sheet metal folding such as tin and flexible materials as aluminum foil.

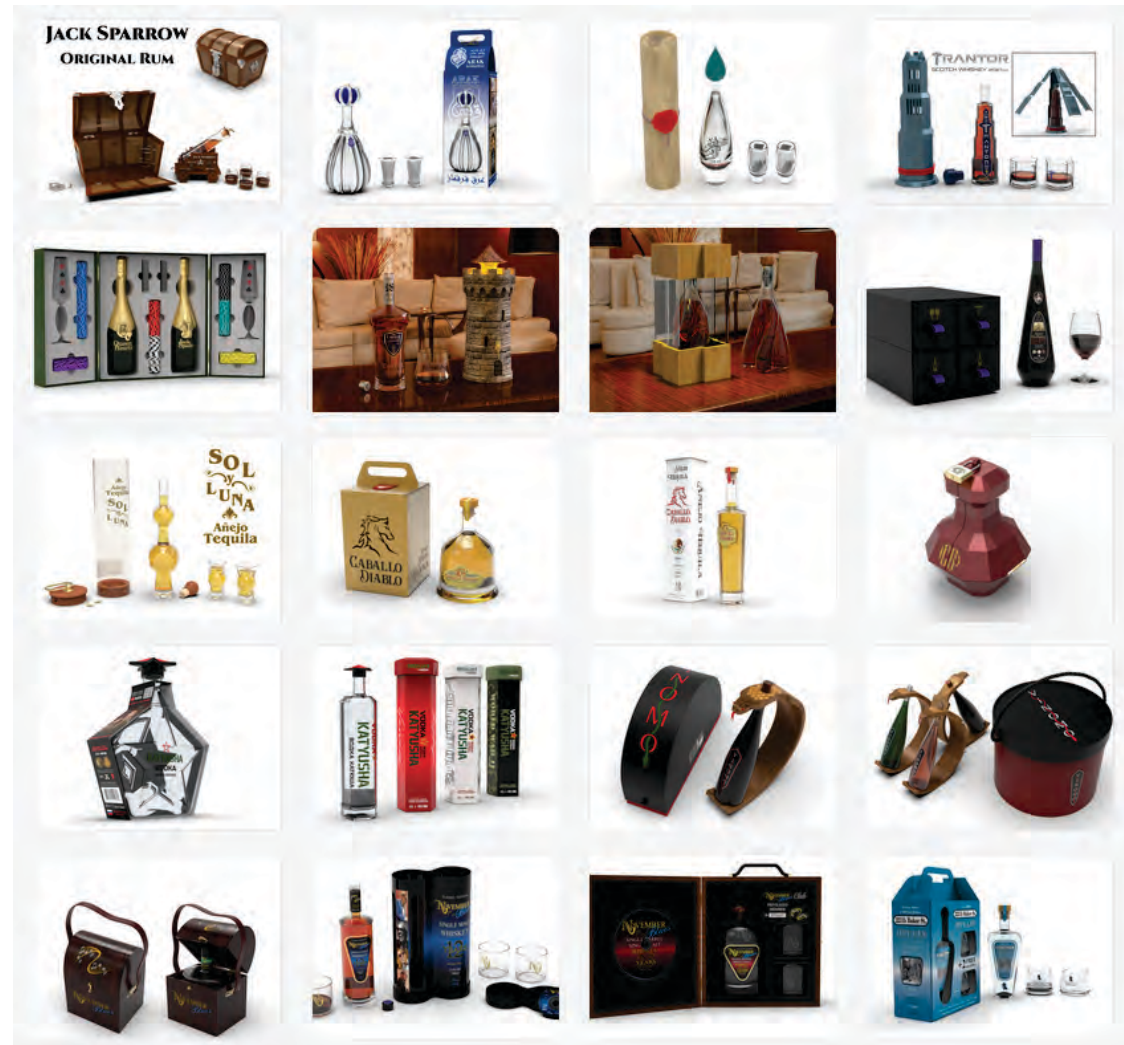
Some special cases require custom hybrid materials or a combination of several materials for both aesthetics and/or rigidity.

Mind that packaging is never a straight forward task and requires extensive study of the product material, content, weight, volume, etc., and all the way to light sensitivity and safety.

*Featured at:*

## Packaging of The World

<https://packagingoftheworld.com/members/webandmedia/>



Package Design Portfolio

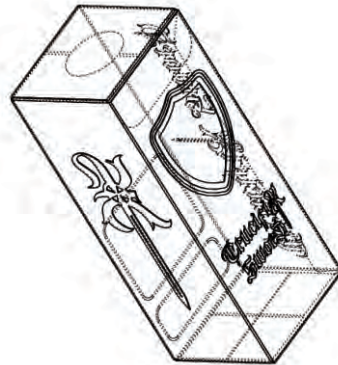
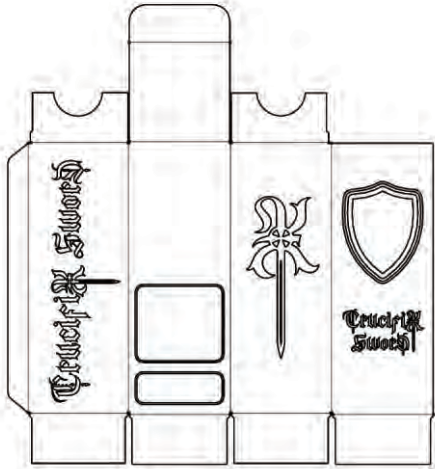
About Packaging

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# How to package?

Based on the type and category of the product, we recommend and advise the optimum packaging practice or method, thus in compliance to the branding guideline, marketing strategy, cost effectiveness, availability of resources, and other important factors.

We do as well inner protective packaging to prevent items from jumping and moving around inside the package thus taking into consideration stacking, rough handling, crashing (interior/exterior) and leakage.



Watch our Ultimate Liquor Packaging Video on YouTube:

<https://www.youtube.com/watch?v=7-x4fd9nqdY>



Package Design Portfolio

About Packaging

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## Packaging: Liquor (Gift Packs)

« Marie Antoinette Wine / KGB Vodka »

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## Packaging: Liquor

« Ekaterina Royal Vodka / Micanopy Brandy »

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## Packaging: Liquor

« Arak Korkomaz / USvsRU Whiskey & Vodka Twins »

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## (Hard Plastic / Mechanical) Packaging

« Crucifix Sword Scotch Whiskey / Trantor Scotch Whiskey »

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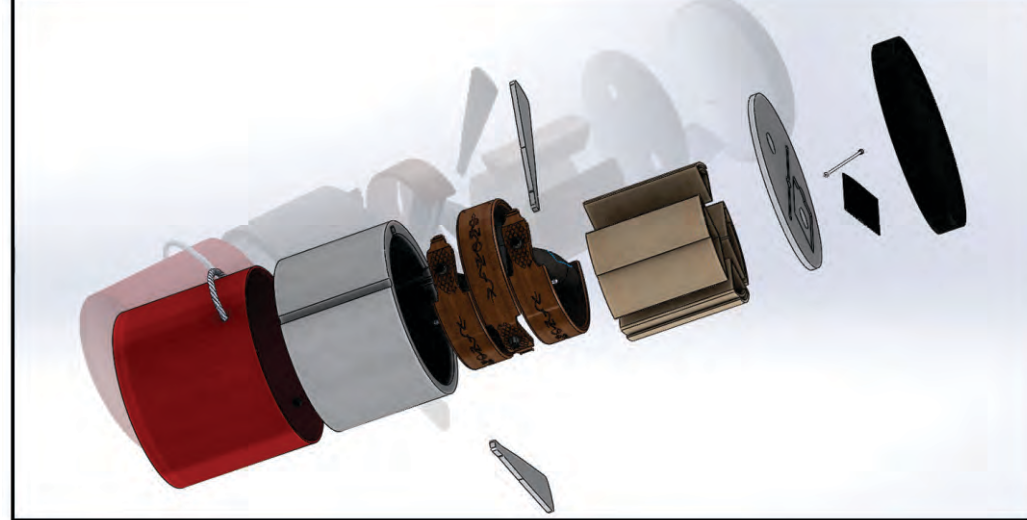


## Plastic / Tin / Cardboard Packaging

« Cognac De Beauvau / Caballo Diablo (Devil Horse) Aged Tequila »

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**PACKAGING**



## Cardboard / Foam Packaging

« QH & JS Sparkling Wine (Champagne) / Vinomo Wine (3 Set) »

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## Paper / Cardboard / Plastic Packaging

« KatyuSHA Vodka 750ml / KatyuSHA Vodka 1L (3 Versions) »

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**PACKAGING**



## Acetate & Wood / Cardboard Packaging

« Sol y Luna Tequila / Svetlana Vodka »

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## Packaging: Liquor

« Royal Executioner Dry Gin / Arak Al-Zawzani »

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## Packaging: Liquor

« Slippin' Jimmy Bourbon / Old Oak Tree Original Rum »

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## Wood Packaging: Liquor

« November Blues Scotch Whiskey 18 Years / 25 Years »

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## Packaging: Liquor

« November Blues Scotch Whiskey 12 Years / 221b Baker St. Dry Gin »

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## Luxury Packaging: Gift Set

*Jack Sparrow Original Rum*

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## Packaging: Liquor

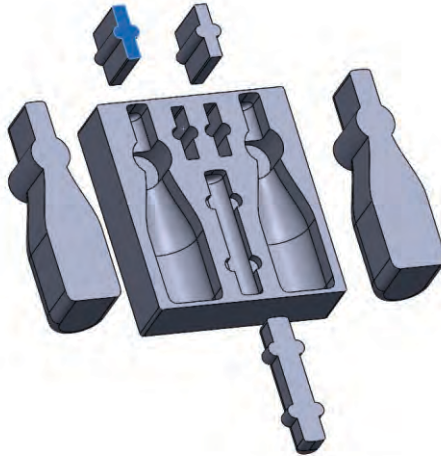
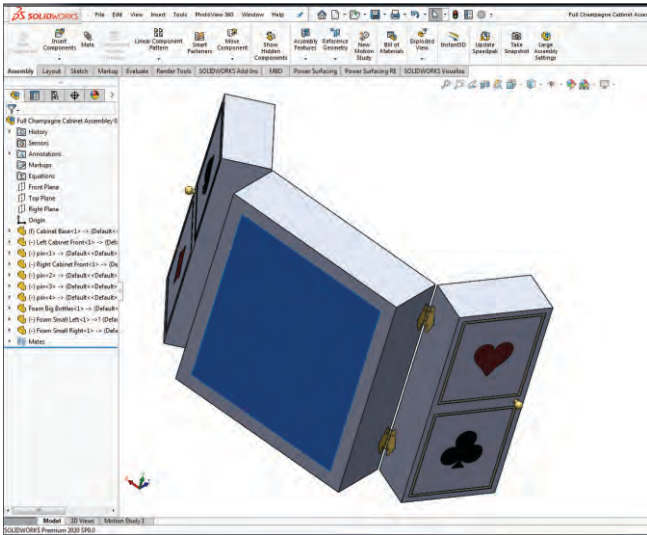
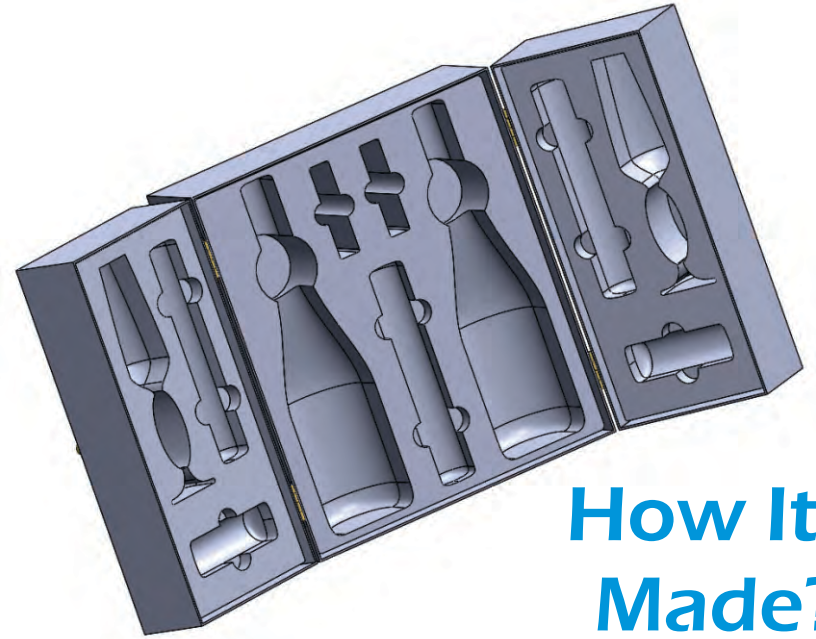
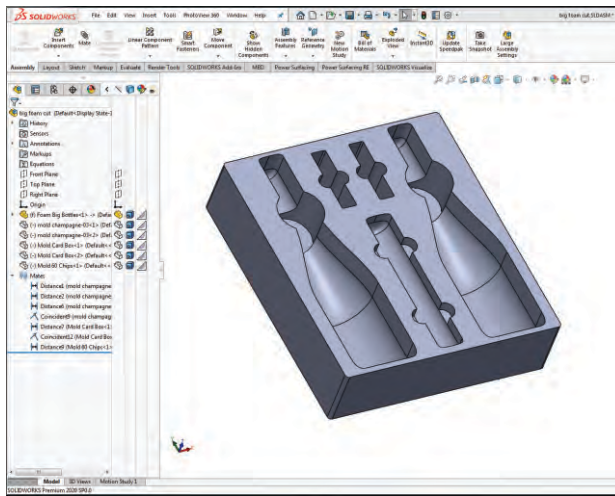
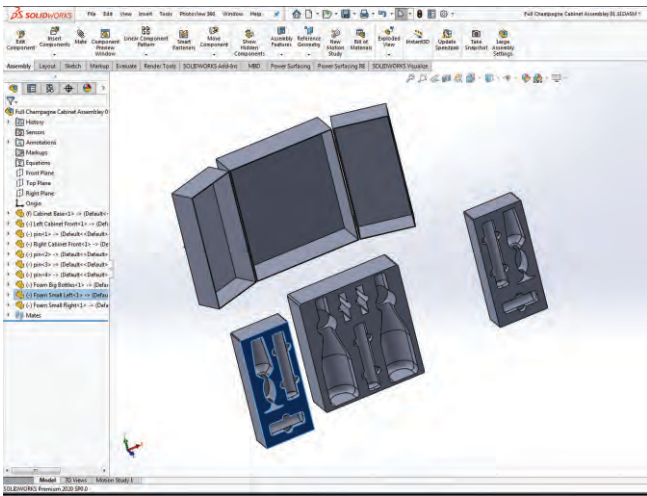
Vinomo Wine

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**PACKAGING**

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## Packaging: Liquor

How it's made: Wood box + Foam Molding

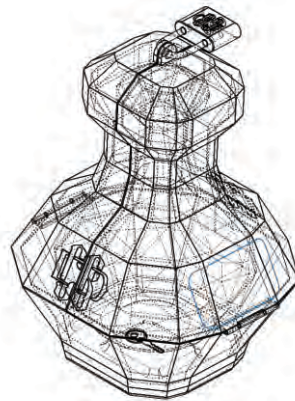
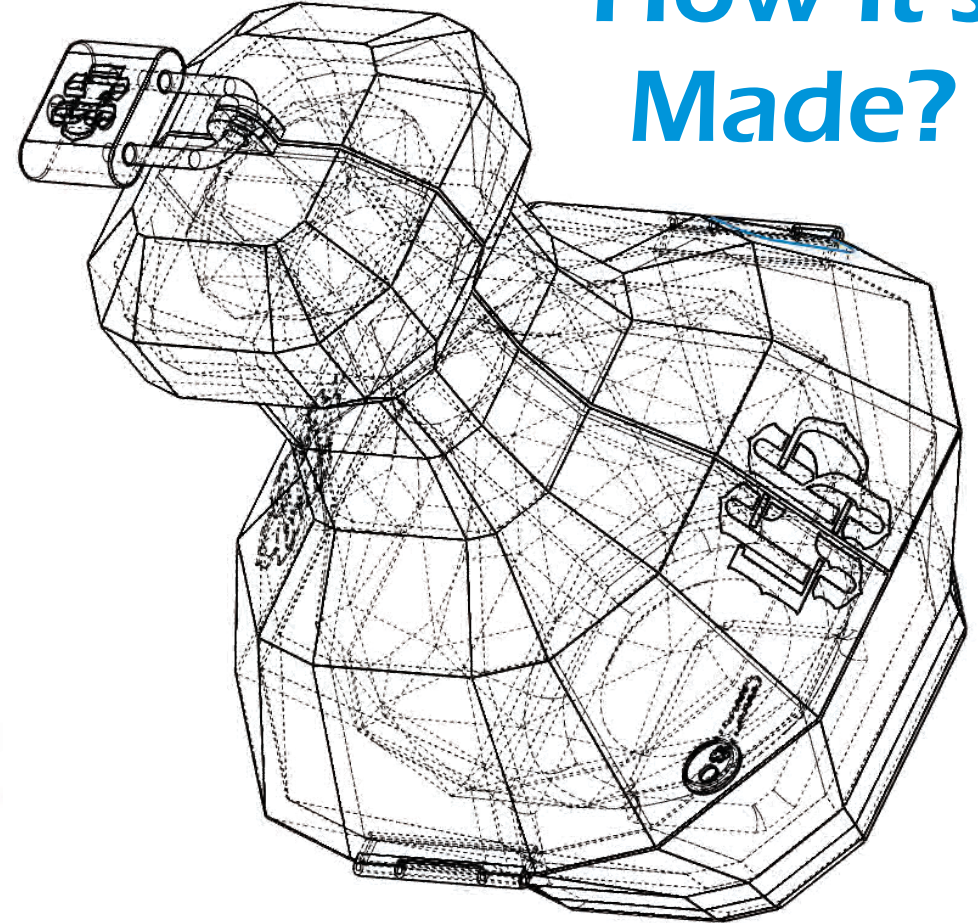
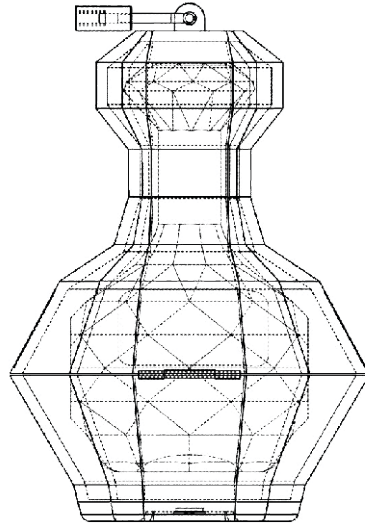
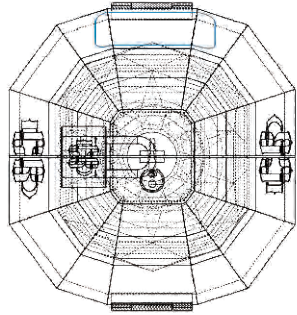
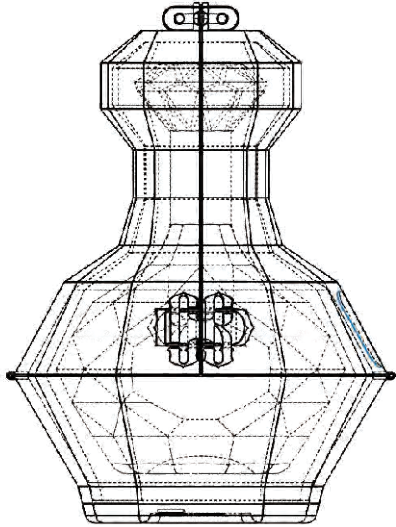
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**PACKAGING**

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119

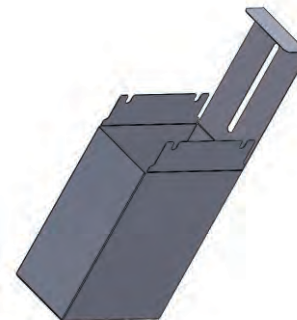
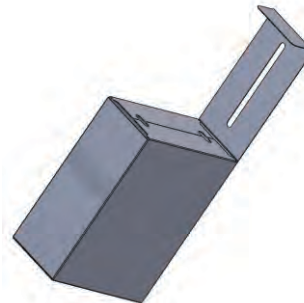
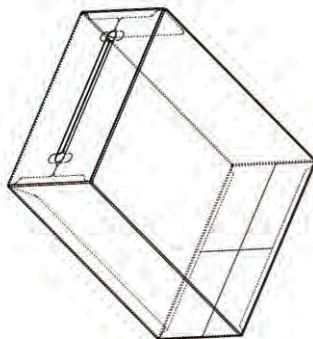
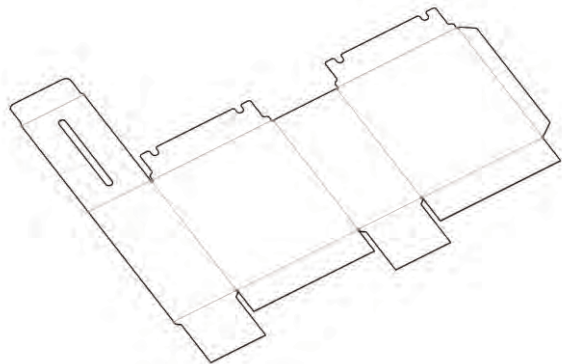
# How It's Made?



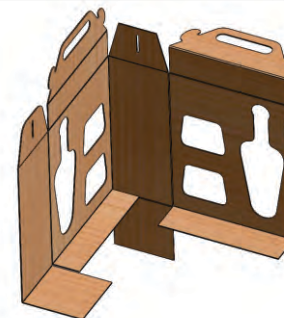
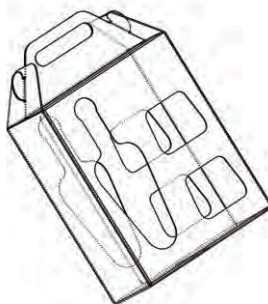
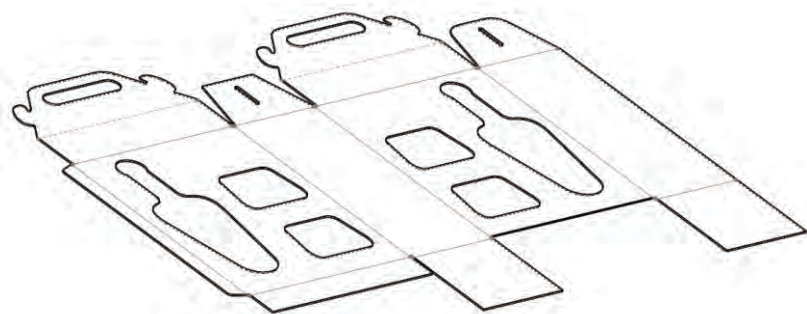
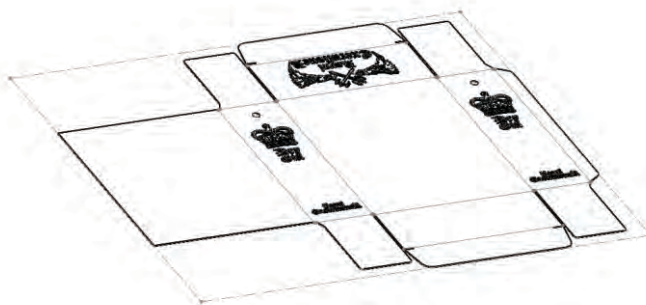
## Packaging: Liquor

How it's made: The math behind the design

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# How It's Made?



## Packaging: Cardboard Folding

How it's made: Sheet structural die-cut & folding

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# What is a Corporate Identity?

A corporate identity is not limited to logo design, stationery sets, signage, vehicle branding and costumes, there are merely the tip of the iceberg. Creating a true corporate identity is best described as creating a human being, giving this life form a personality, attitude, tone of voice and tasks in life.

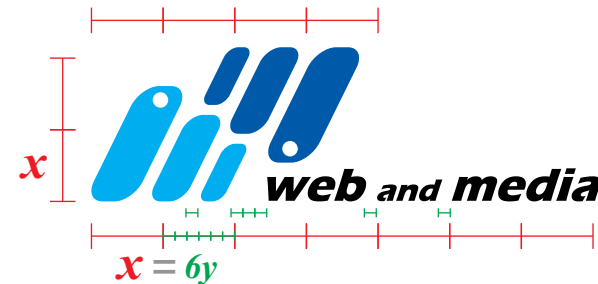
An identity requires a full study of the current client's field of business and a foresight of future opportunities, changes and business upgrades. Thus an identity embeds a theme, a vision and an implementation plan to maintain the predefined trajectory and keep the firm on track to reach all preset goals.

## Corporate Identity Guidelines

*Usually range between 30 (Minimum)  
and up to 300+ pages.*

*Contact us for more information.*

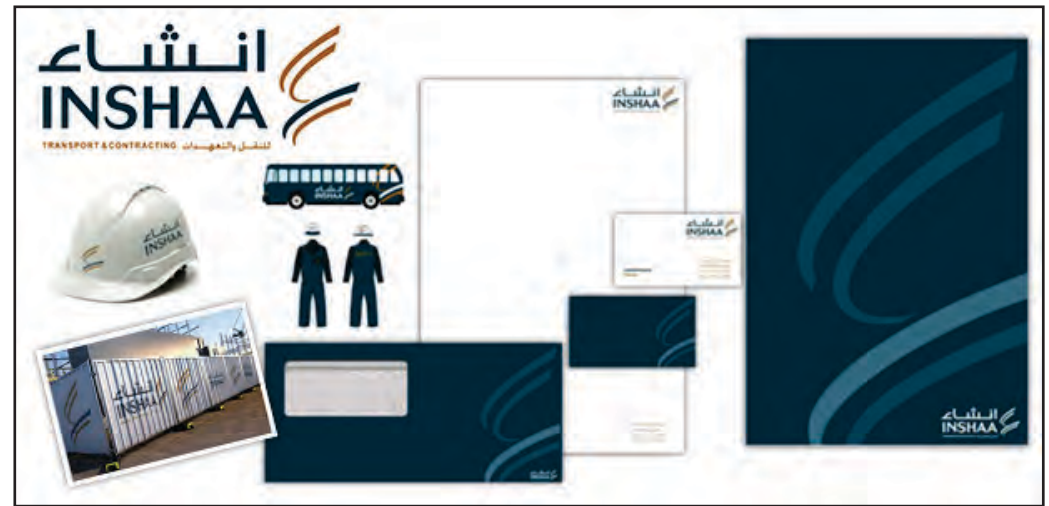
## CI Manual / Guideline Sample / Examples\*



*\*Showing above only 2 of 90 rules & standards*

## Corporate Identity

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## Corporate Identity

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## Corporate Identity

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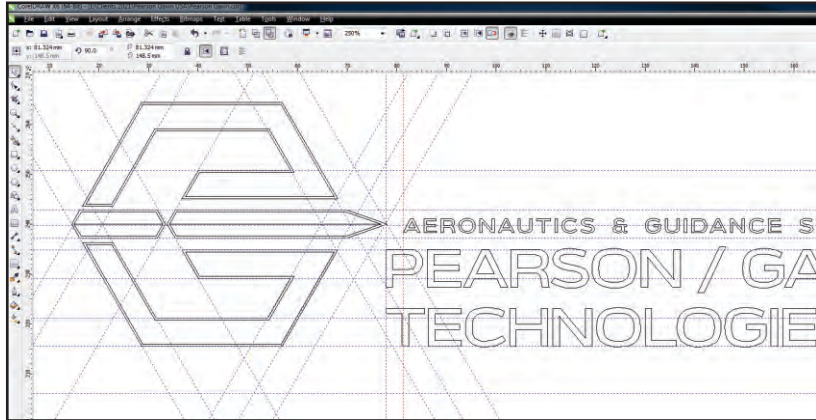


## Corporate Identity

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AERONAUTICS & GUIDANCE SYSTEMS  
**PEARSON / GAVIN**  
TECHNOLOGIES INC.



# ALWAYS AHEAD BEHIND EVERY HI-TECH



AERONAUTICS & GUIDANCE SYSTEMS  
**PEARSON / GAVIN**  
TECHNOLOGIES INC.

Lebanon: Pearson / Gavin Technologies Inc. is a leading provider of high-tech solutions for the aerospace and defense industries. The company's products and services are used by a wide range of customers, including the U.S. military and the U.S. intelligence community. Pearson / Gavin Technologies Inc. is a leading provider of high-tech solutions for the aerospace and defense industries. The company's products and services are used by a wide range of customers, including the U.S. military and the U.S. intelligence community.

## AEROSPACE 2022

5th International  
Conference & Expo  
on Aerospace  
& Aeronautical  
Engineering

October 25-27, 2022



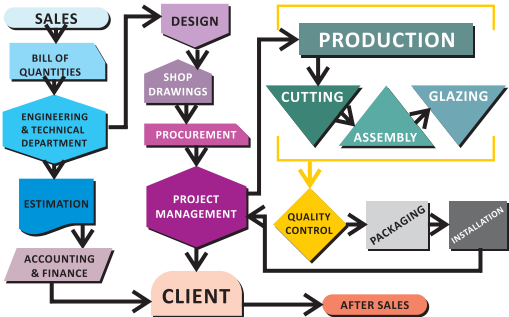
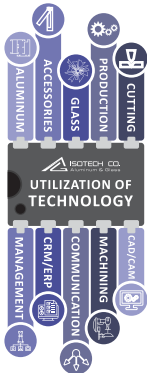
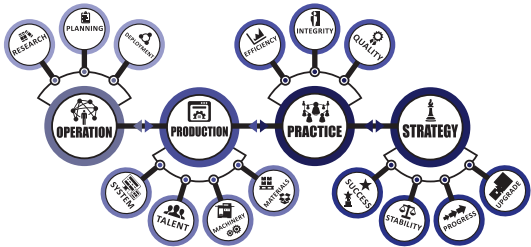
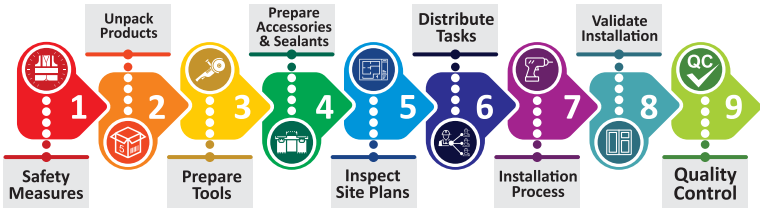
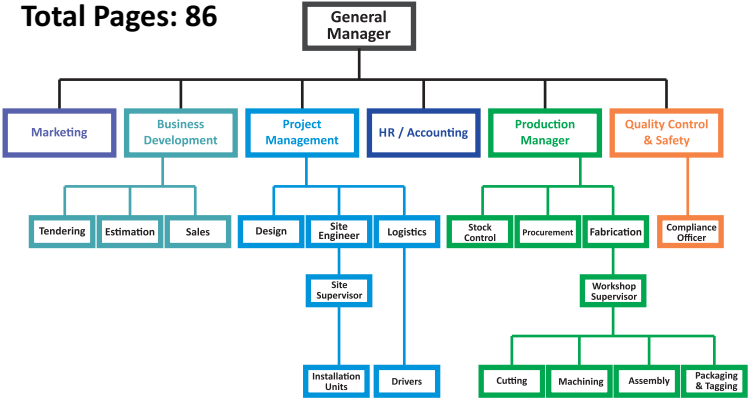
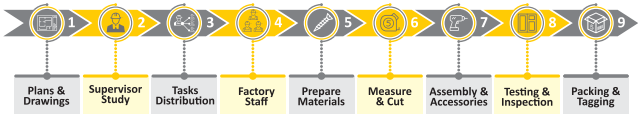
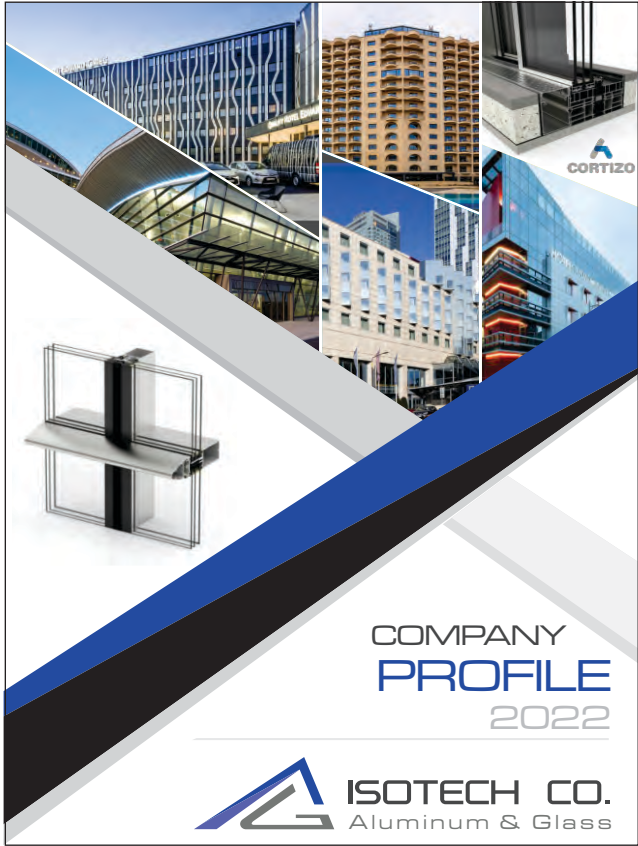
### Corporate Identity

Featured: Pearson / Gavin Technologies Inc. - USA

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## CORPORATE ID





## Unison Capital Investment (Dubai / Abu Dhabi - UAE)



Total Pages: 160

## Sanitary Materials Company (Abu Dhabi - UAE)



Total Pages: 86

## Polarix [ Emaar - Mace Macro Joint Company] - (Dubai - UAE)



Total Pages: 120

## ADI Abu Dhabi International Medical Services (Abu Dhabi - UAE)



Total Pages: 50

## Corporate Profiles

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Porcellan Pre-Qualification (Abu Dhabi - UAE)



Total Pages: 132

OSHA Qatar Company Profile (Doha - Qatar)



Total Pages: 52

ICIT 2017 Profile (Dubai - UAE)



Total Pages: 55

Alexco (Beirut - Lebanon)



Total Pages: 110

Corporate Profiles

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**Brochures**



**Promotional Items**



**Garments / Uniforms**



**Posters**



**Wall Murals**



**Shop Windows**

## Graphic Design Categories II

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**Technical Sheets**



**3+ Folds Brochures**



**Calendars (Desktop / Wall)**



**Vehicle Wrapping**



**Structural Packaging**



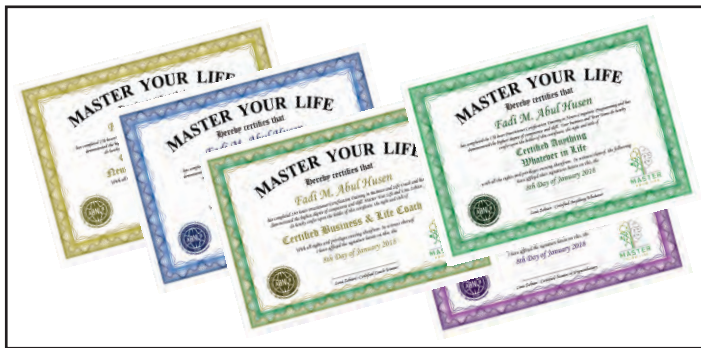
**Signs (Interior / Exterior)**

## Graphic Design Categories I

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**Catalogs**



**Certificate Design**



**Bulk Monotone Labels**



**Exhibition Stands**



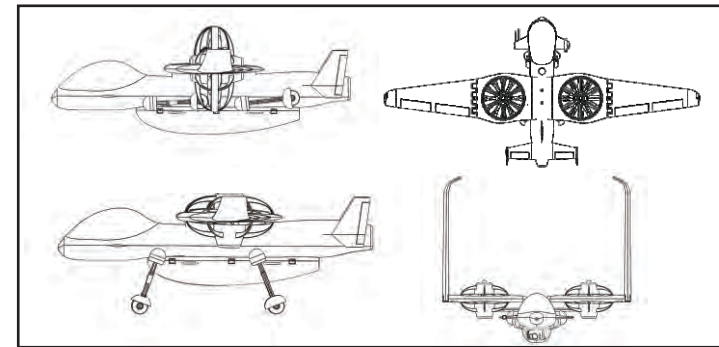
**Rollups**



**Banners**

## Graphic Design Categories III

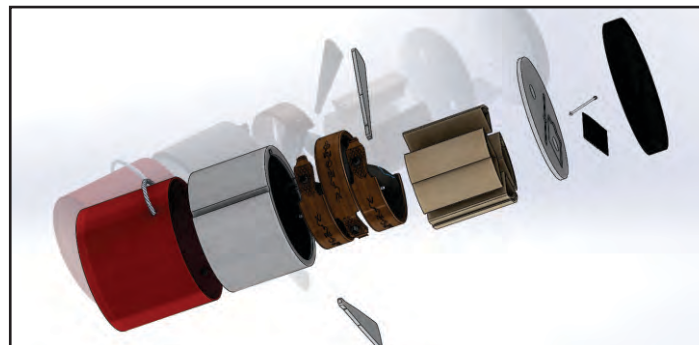
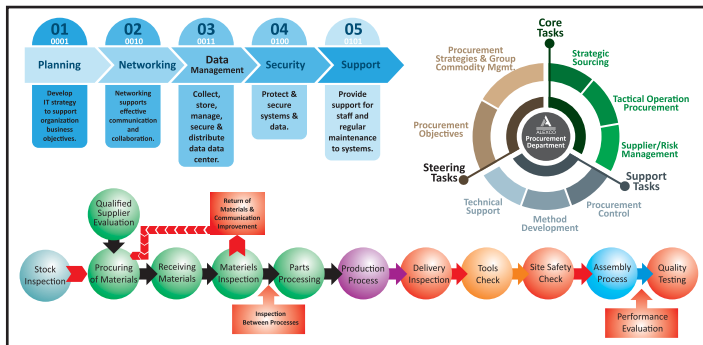
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***Presentations / Slide Shows***

***Menus***

***Technical Drawings***



***Infographics***

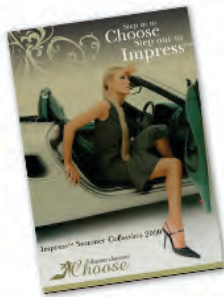
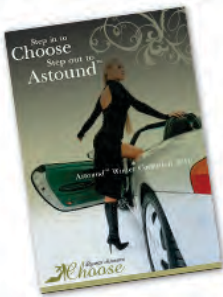
***Illustrations***

***Scene Building***

## Graphic Design Categories III

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## Advertising Works

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Advertising Works

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ADVERTISING





# VODKA SVETLANA











## LEBANON

- Accaoui Jewelry
- Adaimy Studios
- ADC
- ADP
- Akaria Co. sarl.
- Alexco
- Al-Jabal Travel
- Alma Water
- Ambar Establishment.
- ANID Emballage
- AquaMedics
- ArteCasa
- Azar Electric
- B.I.S.
- Beyond Tech. (Lebanon)
- Cave Kouroum
- Cedars Rent A Car
- Challenge Air
- COGIM
- Dar Al Handasah
- DHL Techno Power (Lebanon)
- Dr. Paul Yazbek
- EIJACO
- Ejeh Group
- Emaco s.a.r.l.
- ERGA Group
- Evercool / Coolcubes
- Exclusive Café
- Exclusive Technologies
- First Baptist Bible Church
- FTC
- GECC
- GK WIRE
- GM Habis
- Hadath Eastern Lions Club
- Higher Metn Lions Club
- HIMC
- Honey Hosn Art Gallery
- I.Network
- ICS
- Isotech Aluminum & Glass
- IE Communication
- Illusions Interactive
- IRWA
- ITAPLAST
- Jacteco Mechanical
- Dr. Jamal Aboul Hosn
- KM Int. - Health Tourism
- LebHost
- LEBinfo
- Liban 2000
- Libancom
- LiL - Live in Lebanon
- Linfra
- Lions Clubs - District 351
- Manalco
- Middleeast and Africa Bank
- Mirna Jurdi Beauty Center
- Mixat Nuts & Spices
- MultiTenders
- Mymouné
- NetLink
- Palm Beach Hotel
- PCS
- Phoenix Pictures Int.
- PineLand
- Pixel Software
- Profiles Software
- RIMG
- Rois Du Bois
- Rotary Club of Upper Metn
- Shahd Rent A Car
- SMS Computer
- Soukna
- Specialty Voice Center
- TAC
- TASK Ltd.
- The Four Stars Hotel
- Triple C
- Tusnea (Lebanon)
- ZAK Mechanical Construction

## UAE

- 2XL Furniture & Home Decor
- Advanced Data Solutions
- Al Ghandi
- Al-Basateen Properties
- Al-Habtoor
- Al-Hanoo
- Al-Nabooda
- Al-Suweidi Engineering
- Al-Yarmouk
- American Excellence Medical Center
- Beyond Events Management
- Car Accessories House
- Chescor Capital
- Desert Adventures Tourism
- DU
- Dubai Dolphinarium
- Elite Dome
- Emirates NBD (Bank)
- Etisalat
- Galadari Group
- Gardens Trading DMCC
- GCC net
- Goldstar Trading DMCC
- Grand Stores (Nikon)
- Hamriah Free Zone
- High Society Real Estate
- ICL Inspectorate
- IMC
- Intragulf Group FZC
- Ishraqa
- Jadaf Dubai
- Jamal Al-Ghurair Group
- Lagora Investments
- Mace Group / Mace Macro - Emaar
- Majed AL Futtaim Group
- Marina 101 Residence
- Megamall (Sharjah)
- Megamart (Sharjah)
- Mini Yum Yum
- Mubarak Marine
- National Auto - GMC
- Omnes Media
- Original Real Estate
- Parasol Garden Furniture
- RAK Bank
- Real Pilates
- Reef Real Estate Investments.
- Right Communication
- Right Communication Advertising
- Rixos Hotels
- Securities & Commodities Authority
- Sirius International Trading
- Smartrack
- SMC - Sanitary Materials Co.
- Tejari
- Twofold Real Estate
- UNAR Aero Fuel
- United Industries
- Viewtec
- Voglia

## KSA & Gulf

- AD City (Kuwait)
- Al Fares Holding (9)
- Al Fares Trading Co. (FTC)
- Alfaljan Holding
- Bait El Mal (Mauritania)
- Bekker Maccos MRC (Oman)
- Beyond Travel
- Bin Laden Group
- Blue Nile Trading (Sudan)
- Cevital (Algeria)
- Exen Group (Kuwait)
- JAL Industries
- NKYM (Kuwait)
- OSHA (Qatar)
- Qatar Foundation (Qatar)
- JASR Trading (Turkey/UAE)
- Barooda Bank (UAE/India)
- Fine & Country (UAE/UK)
- FINEX (UAE /UK)
- Geely (UAE/China)
- HP (UAE/USA)
- HTC (UAE/China)
- Huwawi (UAE/China)
- LG (UAE/Korea)
- Maras Turka (Turkey/UAE)
- Nestle (UAE / Switzerland)
- Philips (UAE/EU)
- Samsung (UAE/Korea)
- Seattle i-Tech (UAE/USA)
- Starphone (UAE/China)
- Sungate CP (UAE/Hong Kong)
- Tissot (UAE/Switzerland)
- Voglia (UAE/Denmark)

## USA

- Apex
- Bright Books
- CorridorTech
- Deoshop
- Devisinc
- Dynamic Design
- General Motors
- HCF Trading
- Individual Investor
- Mancini Alkateeb
- Maypole Transport
- Paladian Technologies
- Royal Spa
- SPA Club
- Steel Creek Developers
- Straight River Sports

## Multinational

- JASR Trading (Turkey/UAE)
- Barooda Bank (UAE/India)
- Fine & Country (UAE/UK)
- FINEX (UAE /UK)
- Geely (UAE/China)
- HP (UAE/USA)
- HTC (UAE/China)
- Huwawi (UAE/China)
- LG (UAE/Korea)
- Maras Turka (Turkey/UAE)
- Nestle (UAE / Switzerland)
- Philips (UAE/EU)
- Samsung (UAE/Korea)
- Seattle i-Tech (UAE/USA)
- Starphone (UAE/China)
- Sungate CP (UAE/Hong Kong)
- Tissot (UAE/Switzerland)
- Voglia (UAE/Denmark)
- ADS Systems (Azerbaijan)
- Barclays Bank (International)
- Evernia Group (New Zealand)
- Evernia Holding (New Zealand)
- ii - innovative industries (S. Africa)
- JJ Drinks (Singapore)
- Master Medic (Canada)
- PlastMaster Trading (Turkey)
- RISK (Azerbaijan)
- Telecom Global SP. (Nigeria)
- The Gate (Turkey)

## UK & Europe

- Abraxas Capital
- Al-Dar Restaurant
- Arab Satellite Systems
- Chescor Capital
- Coastline
- ConnectSat
- Fallow's Plantation
- LOE
- Orient Quest
- VIP net
- Water Wonders
- 360 Orientation (Switzerland)
- Bessentials Group (Austria)
- Casabellissima (Italy)
- Consult It (Germany)
- e-stats (France)
- Faraway(Belgium)
- Flink (Germany)
- Logra Real Estate (France)
- MEI (Cyprus)
- Online Market Platz (Germany)
- Orix International (Czech Republic)
- Pibitz (Austria)
- Pronergy (France)
- Sussane Bruner (Germany)
- Vision Mall (Bulgaria)
- Zalengo (Italy)

## Other Countries

- ADS Systems (Azerbaijan)
- Barclays Bank (International)
- Evernia Group (New Zealand)
- Evernia Holding (New Zealand)
- ii - innovative industries (S. Africa)
- JJ Drinks (Singapore)
- Master Medic (Canada)
- PlastMaster Trading (Turkey)
- RISK (Azerbaijan)
- Telecom Global SP. (Nigeria)
- The Gate (Turkey)

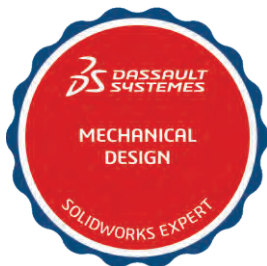
## References List (2020)

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## REFERENCES



# Certifications



# Awards

- IDA Design Award 2019
- International Design Excellence Award
- IBDA Award 2004
- GCI Global Corporate Identity Award
- GQ Global Creativity Award
- Dubai Quality Award 2012
- ED AWARDS WINNER 2010
- ADC\*E Award
- A'DESIGN Award & Competition
- IF Product Design
- World Brand Design Society
- Packaging of The World (Top Featured)

## Certifications & Awards

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# Commercial Registration

**إذاعة تجارية**

المحترم

يسرنا أن نخطبكم علماً بأننا بتاريخ ٢٠٠٤/٤/١ وتحت رقم ٤٠٠٤٧٩ سجلت  
تاجراً لدى أمانة السجل التجاري في جبل لبنان تحت عنوان :

**مؤسسة ويب أند ميديا - فادي م. أبو الحسن**  
Web and Media - Fadi M. Abul Husen

إننا نزاوّل نشاطاتنا التجارية ، في مركزنا الكائن في بلدة القلعة - قضاء بعيدا - ملك  
المهندس محمود أبو الحسن.

إننا نتعاطى كافة الأعمال التجارية والصناعية والزراعية والاستثمارات والدراسات  
والاستشارات والمقاولات والتعهدات والاستيراد والتصدير ، وقبول الوكالات التجارية  
والتمثيل التجاري والأعمال السياحية والفندقية والخدمات والوساطة بإستثناء الخدمات  
والوساطة المالية وتصميم وتنفيذ الاعلانات والشعارات المرئية والمسموعة والمطبوعة ،  
وتصميم برامج الحاسوب و الصفحات الالكترونية والتصوير بمختلف أنواعه كل ذلك شرط  
مراعاة الاحكام القانونية والنظامية المرعية الاجراء .

أنيط حق التوقيع بالمستدعي منفرداً ، وهو يوقع هكذا

هذا ما وجب إعلامكم به ، أملين منحنى تشكركم الغالية .

وأقبلوا الاحترام ،

فادي أبو الحسن

رئيس للقاء  
لبنان متى

# MOF Tax Registration

**الجمهورية اللبنانية  
وزارة المالية**

**شهادة تسجيل مؤسسة**

إسم المؤسسة : مؤسسة ويب أند ميديا - فادي م. أبو الحسن  
الشهرة التجارية : WEB AND MEDIA - FADI M. ABUL HUSEN

**عنوان المركز الرئيسي**

قضاء : بعيدا  
منطقة : القلعة  
حي : القلعة

شارع : طريق حماتا بتخنيه  
مبنى : محمود أبو الحسن  
طابق : ٠

هاتف : ٠٣/٢٣٦٤٢٣  
فاكس :  
ص.ب. رقم :  
منطقة :

رقم التسجيل : ٦٤٣٦١٤

أعطيت في : ٢٠٠٤-٠٥-٠٤

الإمضاء :  
وليد الخطيب

٢٠٠٤ أيار ٢١

**الجمهورية اللبنانية  
وزارة المالية**

**بطاقة تسجيل مؤسسة**

إسم المؤسسة : مؤسسة ويب أند ميديا - فادي م. أبو الحسن  
الشهرة التجارية : WEB AND MEDIA - FADI M. ABUL HUSEN

مدير الواردات  
HUSEN

رقم التسجيل : ٦٤٣٦١٤  
أعطيت في : ٢٠٠٤-٠٥-٠٤

٢٠٠٤ أيار ٢١

**Official Documents**  
Commercial Registration & Registration Certificate

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*Throughout the project, we were impressed by the professionalism, prompt communication, and genuine concern for customer satisfaction. More impressive is the fact that the entire project was coordinated via email and within the agreed upon budget. We will, without a doubt, choose Identity Dubai to handle all of our future graphic design needs.*

**Consult IT | Hamburg - Germany.**

*Following exhausted efforts, we were pleased to eventually meet up with Fadi who had a clear knowledge and understanding of our requirements. The input from their team who was tremendous, thus giving us precise and practical layouts to be proud of. Thank You.*

**C.Cholet | ICL Inspectorate - Dubai, U.A.E.**

*I would recommend to any business, particularly a professional services firm that is looking to plan its growth and create its position within the marketplace.*

**Elite Dome Real Estate | Dubai - U.A.E.**

*The project has been widely acknowledged as a success and we are indebted to the quality of strategic thinking, professionalism and commitment shown by Web and Media throughout. We look forward to continuing to work with Fadi in the future.*

**T. Suto | Dynamech Design | IL., USA**

*Exceptional, you boys are at the top of your game, we just said what we want and you made it all happen. You got it from the first time and delivered impressive results. Keep it up, you are on our speed dial.*

**T. Gavin | Pearson Gavin Technologies , USA**

*The team has done an excellent job of creating the first release of our project. Even though the project turned out to be more complex than expected. Instead they worked harder to accomplish the task. Communication was superb. They will undoubtedly be our choice number one for any future project.*

**IMC | Business Services | Dubai - U.A.E.**

*web and media delivers a knockout performance every single time! They have what it takes in the global economy to bring your company to the top! What is even better... You get a Porsche for the price of a Honda. Truly a company that you can count on for uncompromising and unsurpassed world-class service!*

**360 Orientation Management Consultants  
Berne - Switzerland.**

## Testimonials

*What clients have to say!*





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**TESTIMONIALS**




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## Google Maps Plus Code

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<https://maps.app.goo.gl/HDX8P5qKok4zE8v6>



## Contact Us

We are almost at the center of gravity of Lebanon

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