

vit-e branding + digital



Your strategic branding & digital partner.

WHO

A design boutique agency specialized in user-centric branding, editorial and interactive design

a team of designers, thinkers,
strategists, learners and doers.

**create, elevate,
reinvigorate**
sustainable brands

expertise in branding,
interactive and
experiential design

since 2000

*servicing multinationals,
institutions, corporates as
well as scale-ups*

reached
27+ countries
to date

*tailor-made creative
solutions addressing an
array of business challenges*

WHO

vit-e is a Beirut based branding and digital agency founded in 2000 by Nathalie Fallaha. We are a team of multi-talented individuals with the expertise to build brands through the power of visual communication and design thinking.

**We are driven by creating, elevating,
and reinvigorating brands through
visual communication.**

vit-e (branding & digital) creates, elevates, and reinvigorates ambitious brands, institutions and corporates through the power of visual communication. Setting a collaborative framework with our clients, we infuse perspective and context into each of our individual undertaking. We cater to multinationals as well as start-ups, offering tailor-made offline + online solutions & tools to fulfil multiple business challenges and succeed. Since 2000, from the heart of Beirut Lebanon, we have reached 27 countries around the globe, and counting.

Our vision is to keep on making every stakeholder (within and around us) **proud** by ensuring design solutions that not only work, but are the right one for each commission.

VALUES

DELIGHT

We believe in the power of delight: delighting our clients by the work we consistently deliver, delighting the team by making sure they are fully committed to create outstanding work.

EXPERIMENT

We believe that embracing new ways of doing things is essential to keeping us challenged. We take it on ourselves to try new approaches, explore new routes while keeping a focus on quality.

LEARN

We believe that to keep growing, one needs to keep on learning.

COLLABORATE

We believe in the power of collaboration; talent abounds around us, and we try to leverage on that.

WHO

KEY PEOPLE WITHIN THE TEAM

Nathalie Fallaha Founder, Design Principal

Nathalie is the founder and catalyst behind vit-e, a branding & digital agency. A design-preneur at heart, she has been practicing design for more than two decades. From 2000-2009, she taught and shared her passion with students at the Lebanese American University, while keeping the buzz going at the agency. The British Council awarded her the Lebanese Design Entrepreneur of the Year in 2008. She is a founding and board member of the Beirut Creative Cluster. Her work has been published in several international books, magazines, and publications.

Nathalie is a frequent guest speaker in several universities and design conferences across the world. Her work has been exhibited in Holland, Malaysia, France, the United Kingdom and Lebanon. She holds a BGD in graphic design from the American University of Beirut and a Masters in Communication Design from Central Saint Martins, UK.

Georges Torbey Senior Graphic Designer

Rima Hammoud UxUi Designer

HOW

We like to work collaboratively with our clients, taking the time to understand their business objectives, characteristics and challenges, and pushing them to stand out in the crowd.

We create visual communication that not only works, but is the right one for each client.

Our approach is user-centric and our strategic solutions address the client's needs, not only his wants.

We are professional friends with a keen sense of attention to detail and an engaging relationship with our clients.

HOW

WALKING HAND-IN-HAND THROUGH AN ITERATIVE PROCESS

We keep the branding process simple and collaborative. Building on a business strategy, we develop it into a brand strategy and translate into a design and communication solution.

Each step of our process is precisely planned and communicated by our project team. We work with our clients to create transparent communication channels, establishing realistic expectations for deliverables. Simply put, we will take you from where you are to where you need to be.

HOW

WALKING HAND-IN-HAND THROUGH AN ITERATIVE PROCESS

DISCOVER

Understanding business objectives and challenges

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Market Research: studying and analysing competitive environments

.....

Questioning and exploring

DEFINE

User/customer experience analysis: understanding current user experiences in all brand touch points and identifying points of friction

.....

Strategy and vision: developing a strategic plan with a clear vision and goal in mind

DESIGN

Design iterations: exploring design options that best cater to the desired vision and goal

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Implementation: implementing the design solutions on targeted touch points

.....

Deployment: bringing the proposed solution into effective action

DELIVER

Final testing, approval and launch

.....

Evaluation and feedback loops

WHAT

BRAND STRATEGY

- Competitor Analysis
- Stakeholder Analysis
- Brand Promise
- Brand Vision
- Brand Personality
- Brand Values
- Naming
- Storytelling

BRANDING &

- Brand & Corporate Identity
- Ambient, Signage and Way finding
- Packaging Design
- Promotional Branding
- Editorial Design
- Brand Guidelines

INTERACTIVE & DIGITAL

- Website UX/UI
- Webapps UX/UI
- Mobile Application UX/UI

COMMUNICATION STRATEGY

- Tactical Outreach Solutions
- Building Brand Equity
- Raising Awareness and Involving the Audience

INDUSTRIES WE CATER TO

ARTS & CULTURE

EDUCATION

F&B INDUSTRY

SERVICE PROVIDERS

MEDICAL

REAL ESTATE

INSTITUTIONS

LEISURE & ENTERTAINMENT

LUXURY & RETAIL

BANKS

FINANCIAL INSTITUTIONS

FASHION & BEAUTY

NON-GOVERNMENTAL INSTITUTIONS

TECHNOLOGY

GATED COMMUNITIES

CONSULTING FIRMS

FMCG BRANDS

INSURETECH

BRANDS WE HAVE BROUGHT 'HOME'



BRANDS WE HAVE BROUGHT 'HOME'



BRANDS WE HAVE BROUGHT 'HOME'

ليزا

L'ATELIER
NAWBAR
Fine Jewelry

METROPOLIS

MILLIMETER

MERIT CORPORATION

MERIT REAL ESTATE

Molly's
Flair

MMK
CAPITAL

MVSANTÉ

MVSANTÉ
Chirurgie
Ambulatoire

MVSANTÉ
VISION

Haute Chirurgie
by MVSANTÉ

PHOENIX INTERNATIONAL SCHOOL

practical host

PranalytiX

رصد
Rasd

SABEK
General Trading

H&S
Hadary & Sabek Trading co

SCREEN
INSTITUTE
BEIRUT
مؤسسة
الشاشة
في بيروت

skopelos
VENTURES

BRANDS WE HAVE BROUGHT 'HOME'



2965 BCHAMOUN
 365 RESTAURANT
 3X DIAMONDS
 A. MANASSEH
 ABC
 ACACIA
 ACADEMICA
 ACTUSCOPE
 ADEN
 AFM
 AGAVE
 AGENDA CULTUREL
 AHLI BANK
 AHLOUNA
 AIC
 AILES
 AJAD HOLDING
 AJYALOUNA
 AL FIESTA
 AL HIJAZ
 AL KHATEEB
 AL HOMAIDHI
 ALEPHYA
 AL FANAR
 ALMAZ COMMUNICATION
 ALNA PINK
 ALPHATECH
 ALUMNI CENTRAL
 ALZHEIMER ASSOCIATION

AMEEN
 AMERICAN FURNITURE GALLERIES
 AMERICAN PROPERTIES
 AMPERSAND
 ANIMALS LEBANON
 APSTRATA
 ARAB FILM INSTITUTE
 ARCADIA
 AREF FUND
 ARMADA DISTRIBUTION
 ART LOUNGE
 ARTOJA
 ART21
 ARTHEUM
 ARTYR
 AUDI BANK
 AUDI KSA
 AUTOMALL
 AVIS
 AXIS MENA
 AYA VOYAGE
 AZADEA
 AZIA WA OUTOUR
 B+F BURGER BOUTIQUE
 B+F OPEN FLAME KITCHEN
 BAALBECK FESTIVAL
 BANK OF BEIRUT
 BARDO
 BASIL SODA
 BASE 3 STUDIO
 BASSOUL HNEINE

BASSAM FATTOUH
 BANQUE DE CREDIT NATIONAL
 BEEBOX
 BEIRUT ART CENTER
 BEIRUT ART FILM FESTIVAL
 BEIRUT BOUTIQUE BUREAU
 BEIRUT PHOTO FAIR
 BEIRUT EYE & ENT SPECIALIST HOSPITAL (BESH)
 BESANCON SCHOOL
 BEL (PICON)
 BITAR TRAVEL
 BOURJ AL HAMAM KSA
 BUTEC PROPERTY MANAGEMENT
 BRANDI PIZZERIA
 BRIGHTSIDE
 BUNGALOW
 BUNZ
 BURGUNDY RESTAURANT
 BURGER BOX
 C2C
 CABINET ABILLAMA
 CADRANS
 CAFFÉ DEL CENTRO
 CALYPSO MARINE
 CAPADEV
 CAPITAL B
 CAPITAL INVESTMENTS
 CAPITAL LAW PRACTICE
 CAPITAL MARKETS AUTHORITY
 CASH UNITED
 CHATEAU BIAC

CINEMA BEIRUT
 COACH INC
 CONNEKTIS
 COOK & EAT
 COPYWORX
 CORE CONSULTING
 CORNERSTONE
 COSV
 CPF
 CREAL
 CREATIVE COLLECTIVE
 CROIX ROUGE
 CRYSTAL GROUP
 CUBE
 DAHLIA 906
 DALFA
 DANILO FEDRIGHI
 DB STUDIOS
 DE PRAGUE
 DEIR QOUBEL GREENS
 DELANEY'S & CO
 DELTA CAP
 DEM (DEMERJIAN)
 DEM CAPITAL
 DERMAPRO
 DINNER IN THE SKY
 DOMINIQUE FAYAD
 DOMINO'S PIZZA
 DT - SO - DOWNTOWN
 DUBBLE
 DYNAGRAPH

EAT N GO
EAUX DU LIBAN NORD
ENERGY ENGINEERING SERVICES
EFG HERMES
ECHOART
EKO VILLAGE
EMME
EMOTIONS
ENCO STEEL
ENCOGROUP
ENDEAVOR LEBANON
ENERGY SOLUTIONS
EKO VILLAGE
ESSMAK
EXEED
EXTREME PAINTBALL
FAQRA CLUB
FASHION REPUBLIK
FCEP
FEMININ PLURIEL
FES
FEDCO
FINTAS
FLAMANT ROSE
FLS
FOOD GALLERY
FOREMARKE
FRED
FUZZY N CO

G SPA
GALADIS
GEMS
GENERIC
GEORGE MOHASSEB
GFIC
GIFT INTERNATIONAL
GINZA
GLOBAL INVESTMENT PARTNERS
GMS CAPITAL PARTNERS
GOOGLE (IGOOGL)
GRAIN DE LUNE
GREEN ENTERPRISE
GREEN PRO INVEST
GSPA
HADARY & SABEK TRADING
HAGGAR HOLDING
HAIFA WEHBE
HALBROS
HODA ET CHOCOLAT
HOLDAL
HUMPTY DUMPTY
IDEAS ACCELERATE GROWTH.
IMAG-IN
IMPERA CAPITAL
INGENCIA
INNOCENT MINDS
INSURANCE COMMISSION
INTERBIO
INTRAMURO
ISOC INTERNET SOCIETY

JAZZ GARDENS
JIG HOLDING
JLA INTERNATIONAL ENG.
JOANNA'S TABLE
JOJOBA
K1 HOLDING
KANTARI RESIDENCE
KAVITA BEHL
KDT
KEY NURSERY
KIRONTECH
KITCHEN LAB
KITSCH
KNOWARE
KSA EMBASSY
KURBAN TRAVEL
LA QUALIA (ARCHITECTURE)
L'ATELIER NAWBAR
LA TUNISIE AU LIBAN
LASERFILMS
LAU
LCECP
LE COFFEE HOUSE
LE GARAGE
LE MALL
LE NORVEGIEN
LE POTAGER BIO
LE ROYAL GOURMET
LEBANESE GERMAN CENTER
LEBANON TOURISM MONITOR
LEEBOSOFT

LES ARCADES
LEVANTANIA
LINEA GEORGIO
LIZA BEIRUT
LIZA PARIS
LLWB
MAKASSED FOUNDATION
MANARA GARDENS
MASSAYA & CO.
MAY JALLAD FOUNDATION
MECENAT CULTUREL
MEIT
MERIT HOLDING (CMA)
MERLUN GROUP
METROPOLIS
MEZZA HOUSE
MF HOLDING
MILLIMETER
MINISTRY OF ECONOMY
MINISTRY OF FINANCE
MINISTRY OF TOURISM
MINS CONSULTING
MOLLY'S FLAIR
MONZA HOLDING
MOZZARELLA
MMK CAPITAL
MV SANTE
NADA LE CAVELIER
NADA TALHAME

NE A BEYROUTH
 NOURBEL & LE CAVELIER
 NUMELAB
 NUTSHELL HOSPITALITY
 OBEGI BETTER HOME
 OBEGI GROUP
 OMNINURI
 OR SERIE
 ORIENT MEETS OCCIDENT
 OUMSIYAT ZAHLE
 PHOENICIA HOLDING
 PHOENIX INTERNATIONAL SCHOOL
 PLAYMED
 PRACTICAL HOST / AMAKEN / ZAMEN
 PRANALYTIX
 PRINTPACK
 PROMO LIBAN
 QUALCO
 QUEEN RANIA OF JORDAN
 RASD
 RED BOX GRAPHICS
 REFERENCE AUDIO
 REPTON ABU DHABI
 REPTON DUBAI
 REPUBLIC OF LEBANON (PRIME MINISTER OFFICE)
 RHUH
 REGION ILE DE FRANCE
 ROUBRUN
 ROYAL GOURMET
 RS HOLZER & PARTNER

S SIGNATURE
 SABA CONSULTANTS
 SABEK TRADING
 SABENA GOUP
 SAUDI INVESTMENT BANK (SAIB)
 SAEED GROUP
 SAUDI AVIATION CLUB
 SCC
 SEARCH PATH ARABIA
 SGET
 SGS
 SHANSHAL CHOCOLATE
 SCREEN INSTITUTE BEIRUT
 SKOPELOS VENTURES
 SLOANE HOUSE
 SLYFIELD
 SMOGALLERY
 SPECIALICA
 SPICY JUNE
 SQUADRA
 STARCO PHARMACY
 STREACH
 SUN FACILITIES MANAGEMENT
 SUMMERLAND
 SZ ATELIER
 T3 SERVICES
 TABBAH
 TANDEM TUBES
 TANDRESS
 THE ARTISAN

THE FOOD LAB
 THE FOOD SOCIETY
 TEAL
 TELEFERIQUE
 THE SKIN CLINIC
 THIERRY'S FRIENDS
 TOKEH BEACH
 TONINO LAMBORGHINI CAFE
 TOUJOURI FASHION
 TOWN PARK
 TURNKEY SYSTEMS
 UCE
 ULYSSES CONSULTING
 UM SHERIF
 UNDP - EDL
 UNDP - LCECP
 UNDP - MED WET COAST
 URBAN COOKIE COUNTER
 URJUAN
 VERTEX
 VINTAGE LOVE
 VIS.SIA ARCHITECTURE
 WALIMAT WARDE
 WELL B
 WHIBA HOLDING
 WIDRISS HOLDING
 WINDROSE ACADEMY
 WOOD&
 ZOE & LILA
 ZAMEN