



AGENCY CREDENTIALS

WHO

a design boutique agency specialized in user-centric branding and interactive design, since 2000

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

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

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

expertise in branding, interactive and digital marketing

reached 27⁺ countries to date

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, and Athens since 2020, 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

Nour Hazim Multidisciplinary 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 have 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

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

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

SOME OF THE BRANDS WE HAVE BROUGHT 'HOME'



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SOME OF THE 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

SOME OF THE 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
ARED 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
EXCELLA
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