

aimstyle

We build the
next-gen brands

| Company
Profile

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Amman: +962 65821441

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info@aimstyle.com

The background features a high-speed photograph of water droplets and a central splash. A large, central splash of water is the focal point, with several smaller, perfectly spherical droplets floating around it. The droplets show intricate reflections and refractions of light, giving them a three-dimensional appearance. The overall color palette is monochromatic, consisting of various shades of gray and white, which emphasizes the textures and shapes of the water.

Innovation. Design. Creativity.

We are a globally acclaimed, award-winning branding agency, fueled by an unrelenting passion and the spark of innovation.

— **Where creativity knows no bounds.**





DESIGN IS A FORMAL RESPONSE TO A STRATEGIC QUESTION

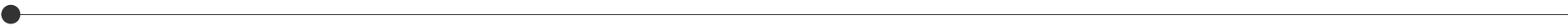
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Big Little. Hello World!

Unlocking the Power of Branding

At Aimstyle, we believe in the power of a well-crafted brand story. We're more than a branding agency—we're storytellers, innovators, and catalysts for transformation. Dive into our world where passion and creativity shape global brands.



Our Origin Story

From humble beginnings to global recognition, explore the journey of how Aimstyle grew into an award-winning agency that redefines branding.



Our Philosophy

The Art of Crafting Authentic Connections. We believe a brand is more than visuals—it's an experience. Our philosophy centers around creating authentic, emotional connections between brands and their audiences.

Crafting Tomorrow: Our Path to Bold Branding Excellence

Mission

At Aimstyle, our mission is to ignite bold ideas and transform them into visually captivating, strategically sound brands that resonate deeply with audiences. We aim to empower businesses to tell their stories in a way that not only sets them apart but also builds lasting emotional connections with their customers.

Vision

Our vision is to be recognized not only for our creative excellence but for our ability to translate bold ideas into iconic stories that resonate worldwide. By embracing bold innovation and storytelling, we aim to shape a world where every brand leaves a lasting legacy, inspiring people and driving meaningful change.



Personality

Aimstyle is driven by a passion for innovation, constantly pushing the boundaries of creativity to deliver forward-thinking solutions. Above all, Aimstyle thrives on collaboration, working closely with partners to craft personalized, impactful brand experiences.



Innovative & Forward-Thinking

01

Aimstyle thrives on creativity and constantly pushes boundaries, staying ahead of trends to offer fresh, cutting-edge solutions for every brand.

Strategic & Insight-Driven

02

Collaborative & Partner-Focused

03

Grounded in research and a deep understanding of market dynamics, Aimstyle approaches every project with precision, ensuring each decision is backed by data and strategy.

Aimstyle values close collaboration, working side by side with clients to bring their vision to life through customized and impactful brand solutions.

The core talents behind aimstyle

We are a collective of diverse talents with expertise in branding, design, marketing, web development, and strategy. Together, we bring a dynamic mix of creativity, insight, and execution to every project.



Hadaf Azzeh
Managing Director



Razan Bitar
Client Success Manager



Mahwish Khan
Account Manager



Mary Kazoke
Analysis and Research



Martin
Brand Architect Manager



Doaa El Khouly
Art Director



Amr Ebied
Technical head



Amr Ezzat
Front-end Engineer



Reem Halabia
Senior Web Developer



Natalie Kopczewski
Business Development
Executive



Sara
Change Management
Consultant

Our Services

UX-UI Design

Ensuring that your brand’s website and apps function seamlessly to provide a smooth and enjoyable experience for users.

Motion Graphics

Dynamic animations and visual effects that bring your brand to life.

Web, Digital & Social

This ensures that your brand is visible, consistent, and engaging.



Brand Revolution

This process revitalizes your brand to meet current market demands, making it more relevant, engaging, and impactful.

Brand Identity

The visual and emotional representation of how your brand is perceived by the world.

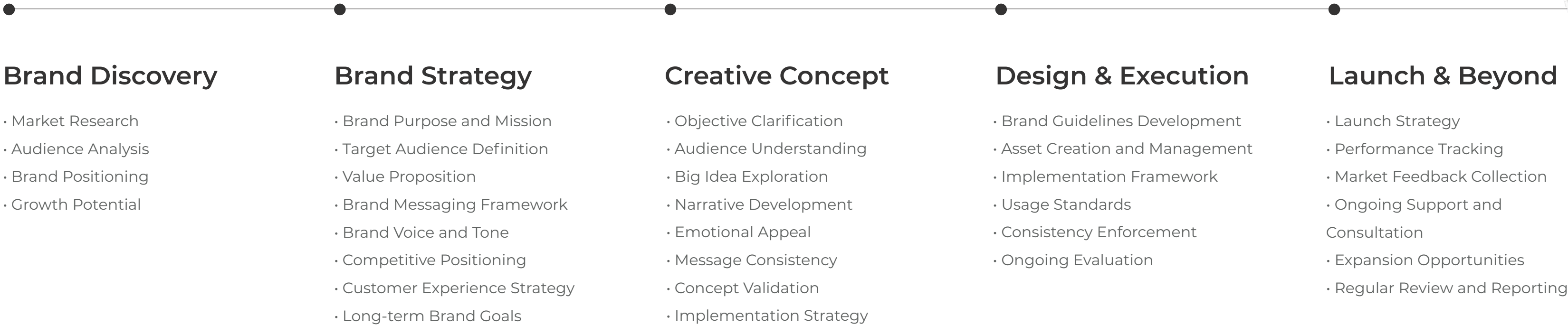
Creative Design

The development of unique and engaging visuals that embody your brand’s identity.

Our Signature Process

These stages ensure a cohesive journey from strategic planning to visual execution, resulting in a brand that resonates with its audience and stands the test of time.

How We Build Lasting Brands. Take a look behind the curtain at our meticulous process, blending strategy, creativity, and technology:



Case Study

Real Stories, real impact.

By collaborating with Aimstyle, T Republic aimed to strengthen its brand presence, attract new markets, and elevate its customer experience. Through a well-defined brand strategy, T Republic is positioned to lead the tea industry by offering both sophistication and accessibility in every cup.

This case study showcases how Aimstyle's strategic approach helped T Republic address key challenges, enhance its brand appeal, and unlock new growth opportunities.



Brand strategy

Challenge: Before partnering with Aimstyle, Kazem's business struggled with agencies that lacked a clear understanding of the brand's requirements. Despite several meetings, there was little progress, and vague timelines further complicated their operational planning.

Solution: Aimstyle implemented a comprehensive and structured approach, focusing on in-depth consultation to fully grasp the brand's vision and objectives. Through our signature process, we developed a clear timeline with measurable milestones, ensuring timely delivery and smooth execution.

“Developers saw the brand and were encouraged to give us a space in their prime area due to them loving the brand!”...When people saw the branding, they approached us for potential franchising opportunities, which will lead to more revenue and gave the brand bigger exposure.

- Kathem Abu Ghazaleh - Founder

Impact: The visually compelling brand identity crafted by Aimstyle immediately resonated with key stakeholders. As a result, Kazem's business secured prime retail space, greatly enhancing its market positioning and increasing its chances for success.

Impact: Aimstyle's strategic branding efforts not only enhanced visibility but also attracted interest from potential franchise partners. This expanded market reach and opened new revenue streams, laying the foundation for future growth.

Partnerships & Collaborations





Our Portfolio

Shaping visions
beyond the ordinary



Global
forwarding

The Challenge

The challenge was to differentiate CTF in a competitive industry and emphasize their expertise in handling complex logistics.

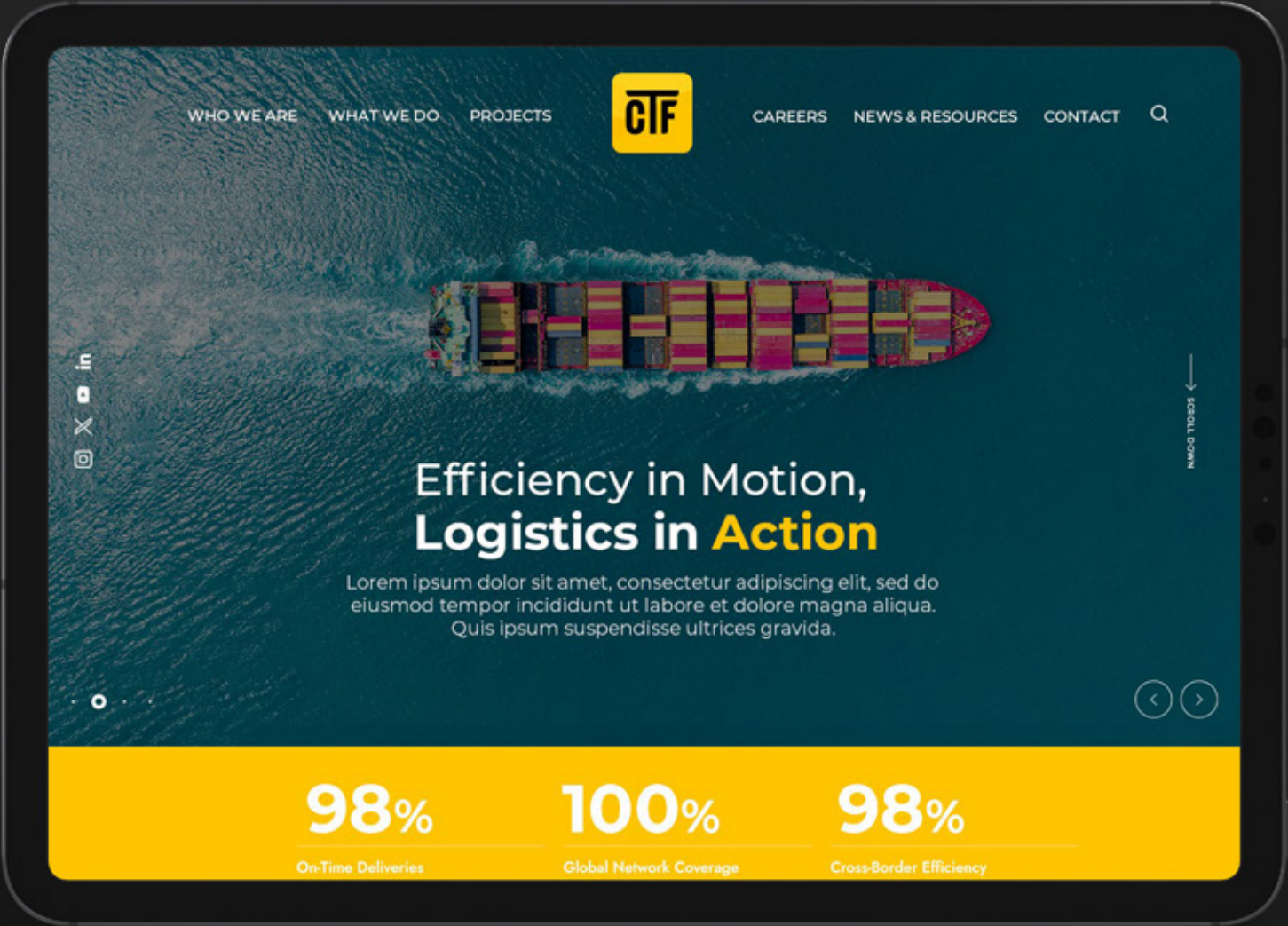
The Approach

Highlighting their extensive regional network, advanced logistics solutions, and global capabilities, we positioned CTF as the go-to partner for complex freight forwarding.

The Results

Their enhanced reputation for handling high and heavy cargo attracted new business, both regionally and globally. The clear messaging and strong brand presence helped them expand their customer base and build lasting partnerships in the logistics sector.





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LOGISTICS
**WITH
CARGO
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Alef Creates®

The Challenge

The challenge was to expand beyond its roots as a small project and build a strong identity that showcased their expertise in providing top-quality content in both English and Arabic.

The Approach

By highlighting their ability to deliver tailored content solutions across multiple sectors, we crafted a cohesive identity that communicated their commitment to quality and cultural relevance in both languages.

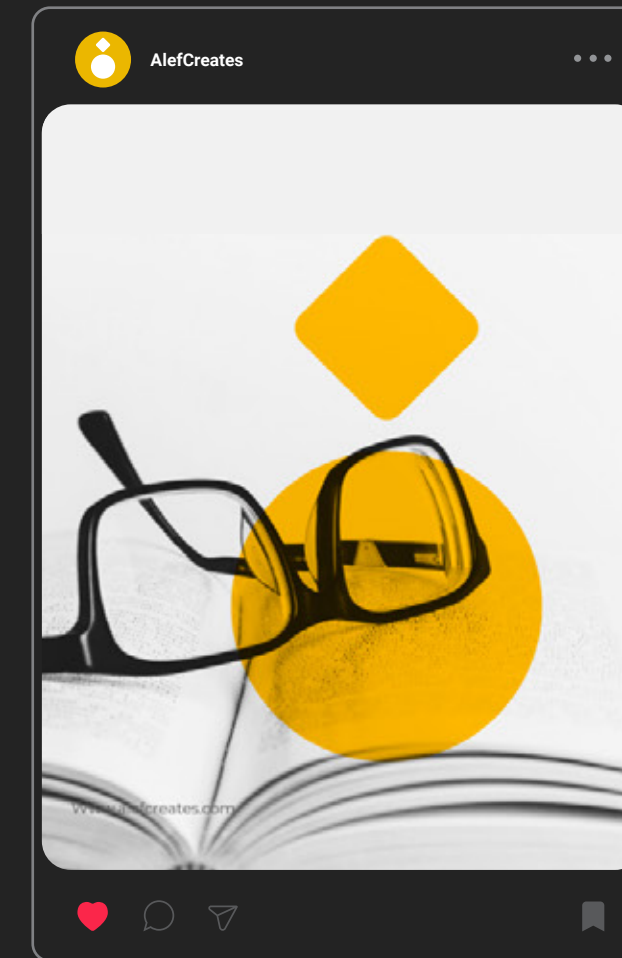
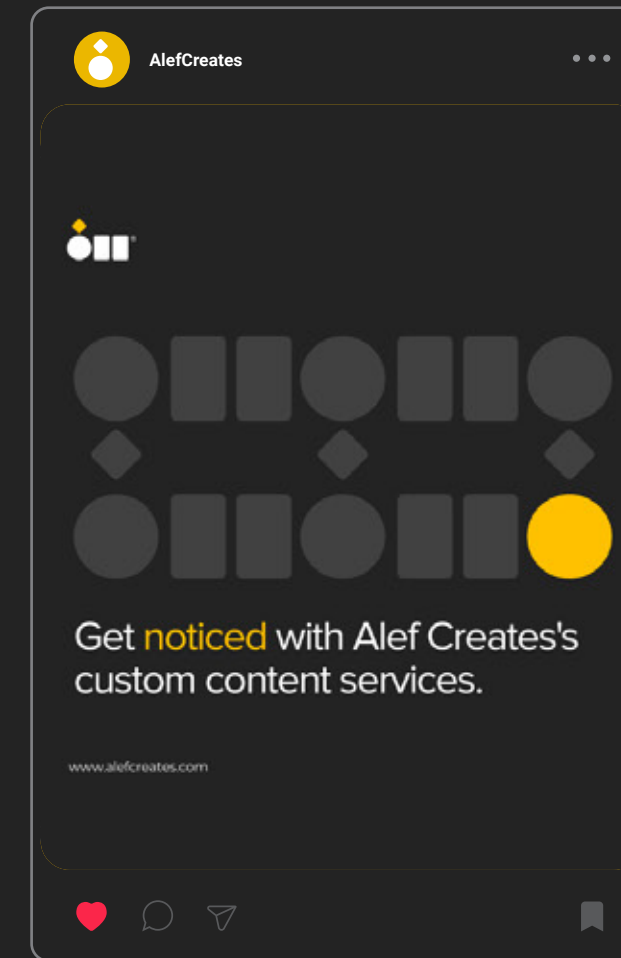
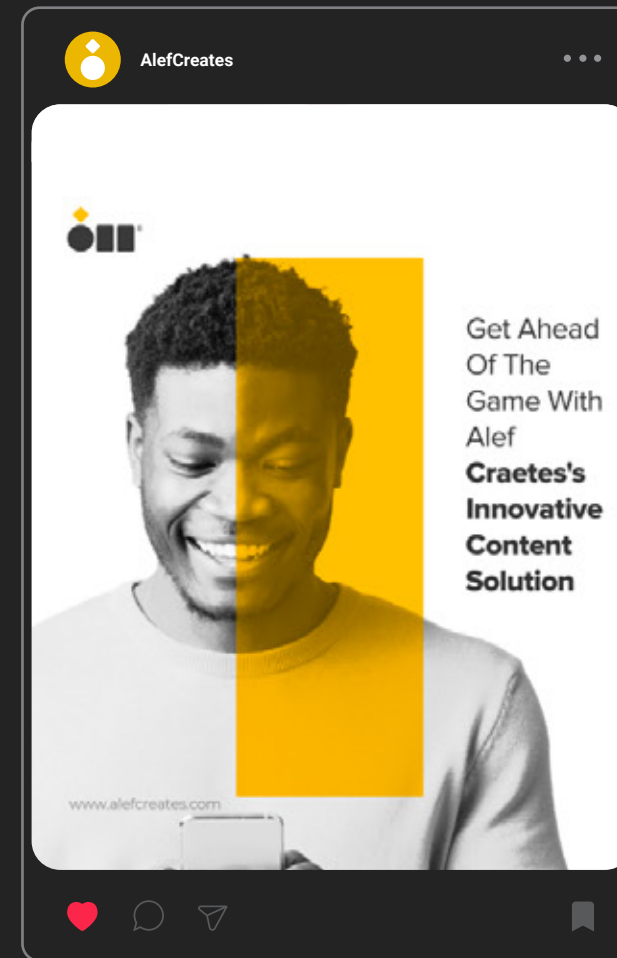
The Results

With a stronger presence, they successfully attracted a diverse range of clients, from PR firms to government offices, further expanding their reach and reputation.

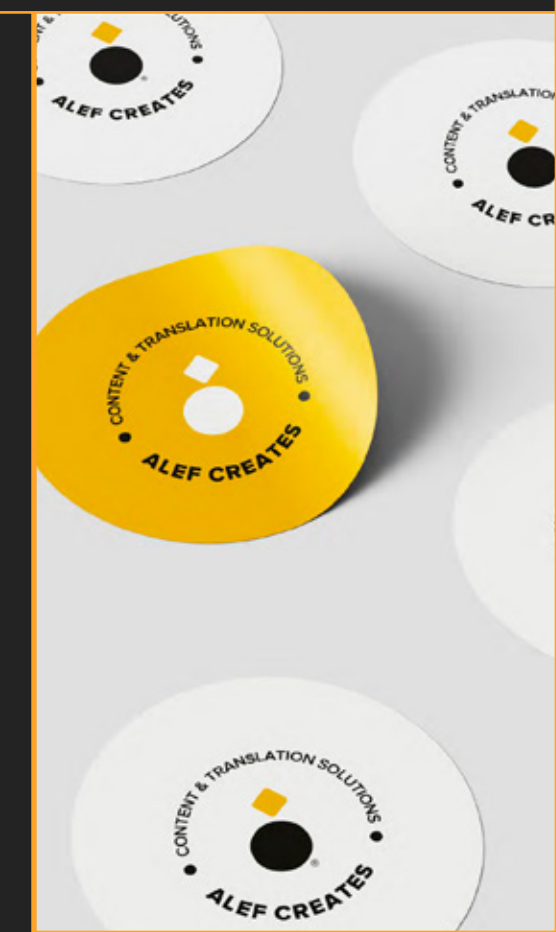




We create. You succeed



ate with **Alef Creates!**





The Challenge

The challenge was to communicate their commitment to both effectiveness and environmental responsibility in a way that resonated with eco-conscious consumers.

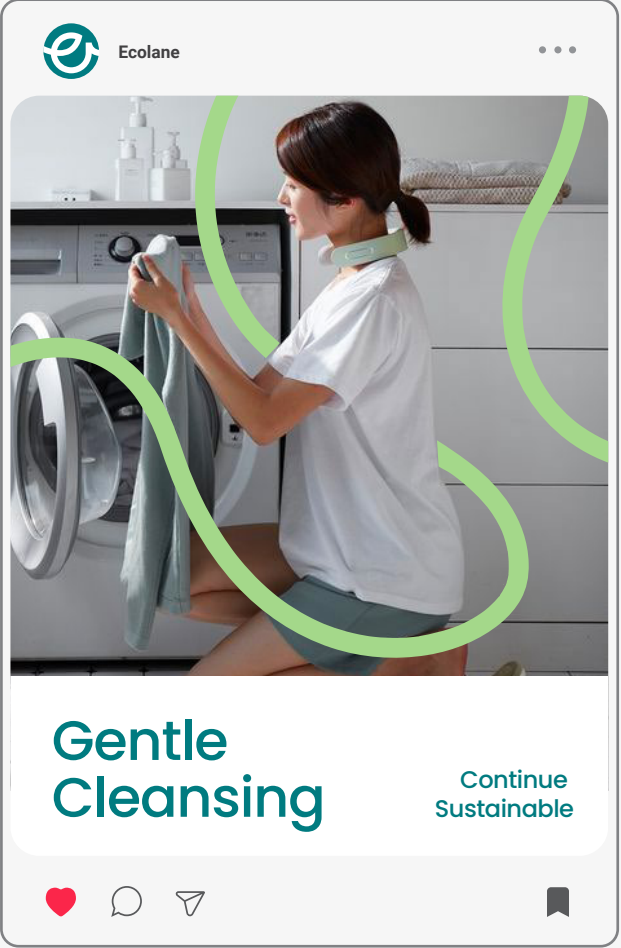
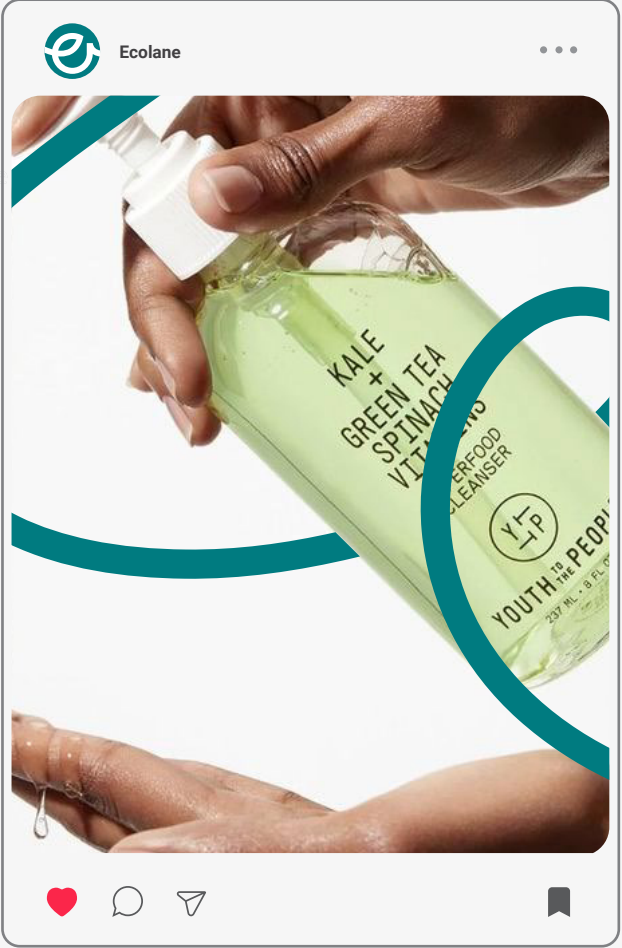
The Approach

We focused on creating a brand identity that highlighted Ecolane's use of biodegradable, plant-based ingredients and innovative, minimal-waste packaging. Our strategy emphasized their forward-thinking approach and environmental care.

The Results

The brand's clear message of sustainability and effectiveness attracted a loyal customer base, positioning Ecolane as a go-to for environmentally responsible home care products.





Continue Sustainable

Simple and Pure Environmental Solutions

ECO CARE FOR A BETTER TOMORROW

Sustainable Care for Every Home







KETOLICIOUS®

CURBING YOUR CARBS

The Challenge

Ketolicious needed to establish itself as the go-to brand for keto-friendly options. The challenge was to position the brand as both trustworthy and approachable in a relatively niche market.

The Approach

By crafting messaging and visuals that highlighted the convenience and taste of their offerings, we made keto more accessible and appealing to a broader audience.

The Results

Ketolicious quickly gained recognition from both keto enthusiasts and the general wellness community. This led to increased brand awareness, customer loyalty, and a growing community around their keto-friendly products.

KETOLICIOUS

ENVELOPE

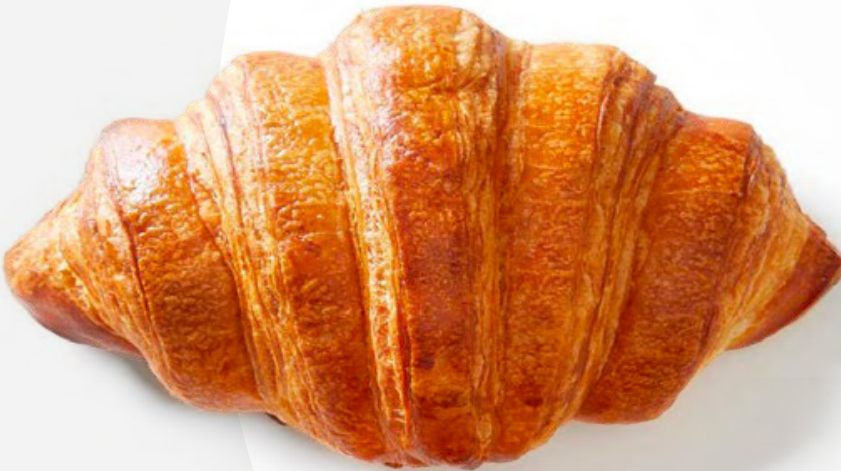
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KETOLICIOUS

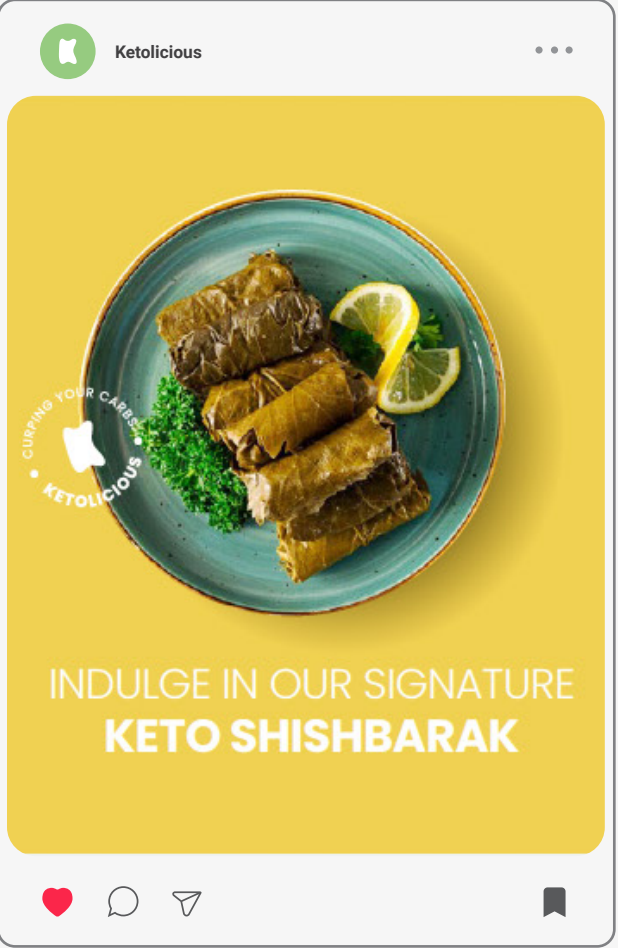


KETOLICIOUS®

KETOLICIOUS
CURBING YOUR CARBS



Buttery bliss, keto twist
Croissants at Ketolicious!





The Challenge

The challenge was to communicate the brand's unique heritage, quality craftsmanship, and innovative use of materials, while positioning Praana as a symbol of modern elegance and timeless sophistication.

The Approach

We crafted a brand story that highlighted Praana's commitment to quality, durability, and innovation, with a special focus on the exclusive use of high-end leathers.

The Results

The sophisticated branding and focus on material quality helped them attract discerning clients who value both style and craftsmanship.


PRAANA



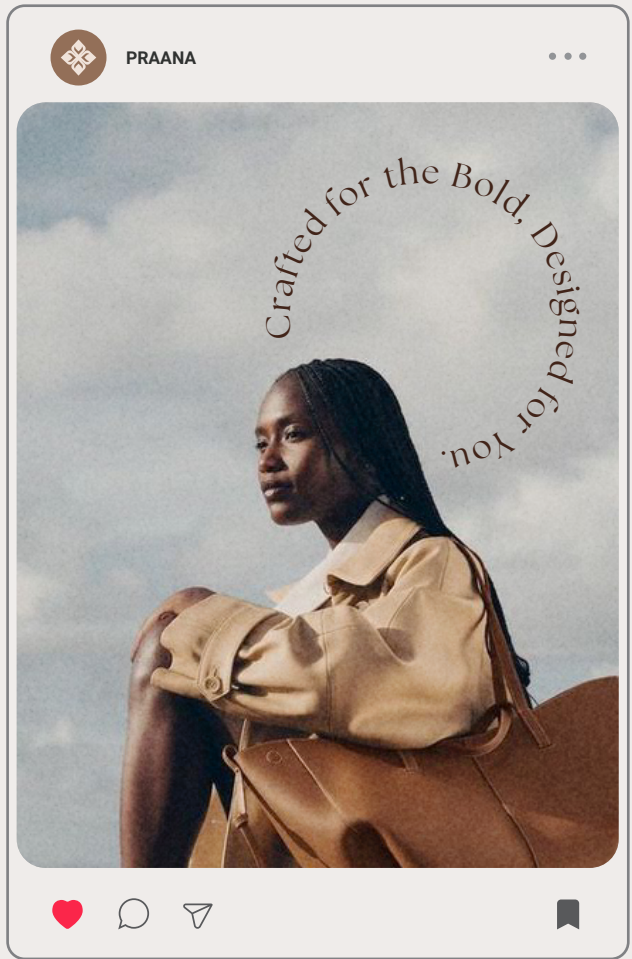
Collection
DEFINED BY LEATHER
NEW COLLECTION




PRAANA



Collection
DEFINED BY LEATHER
NEW COLLECTION



CODE

INTERIORS

The Challenge

D42, a leading global group headquartered in Dubai, is at the forefront of empowering global Trade, Logistics, Food Production and Strategic Investments.

The Approach

D42, a leading global group headquartered in Dubai, is at the forefront of empowering global Trade, Logistics, Food Production and Strategic Investments.



The Results

D42, a leading global group headquartered in Dubai, is at the forefront of empowering global Trade, Logistics, Food Production and Strategic Investments.



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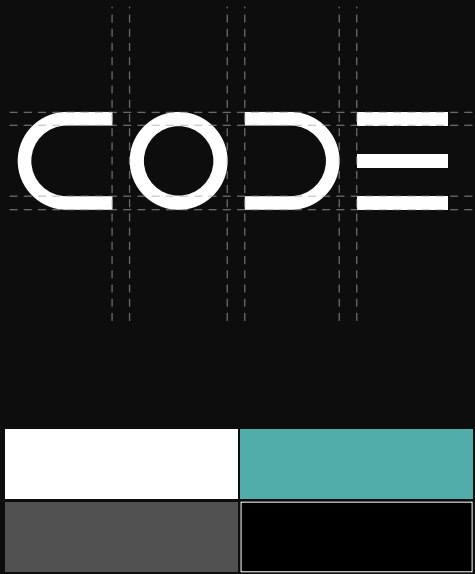
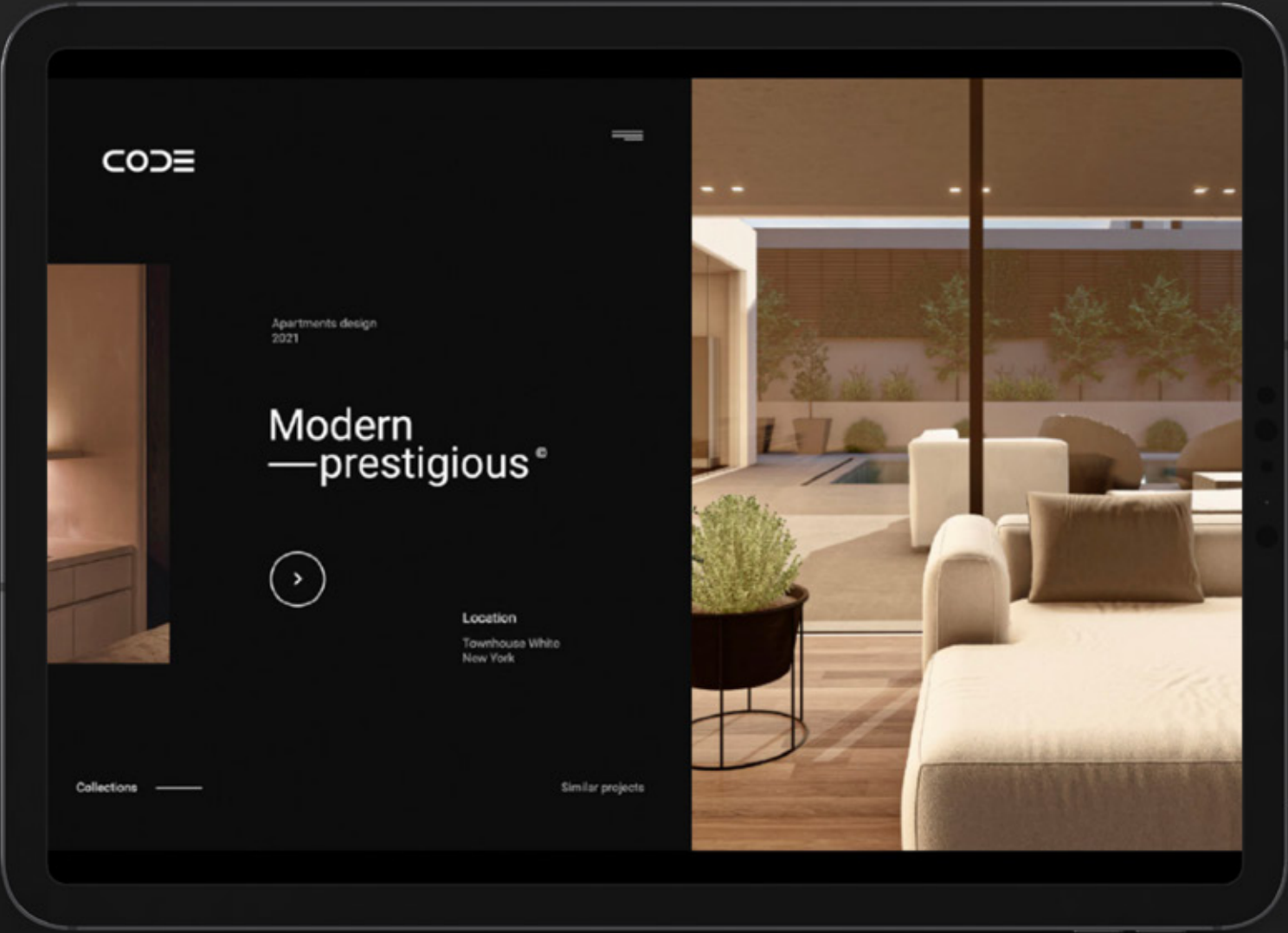
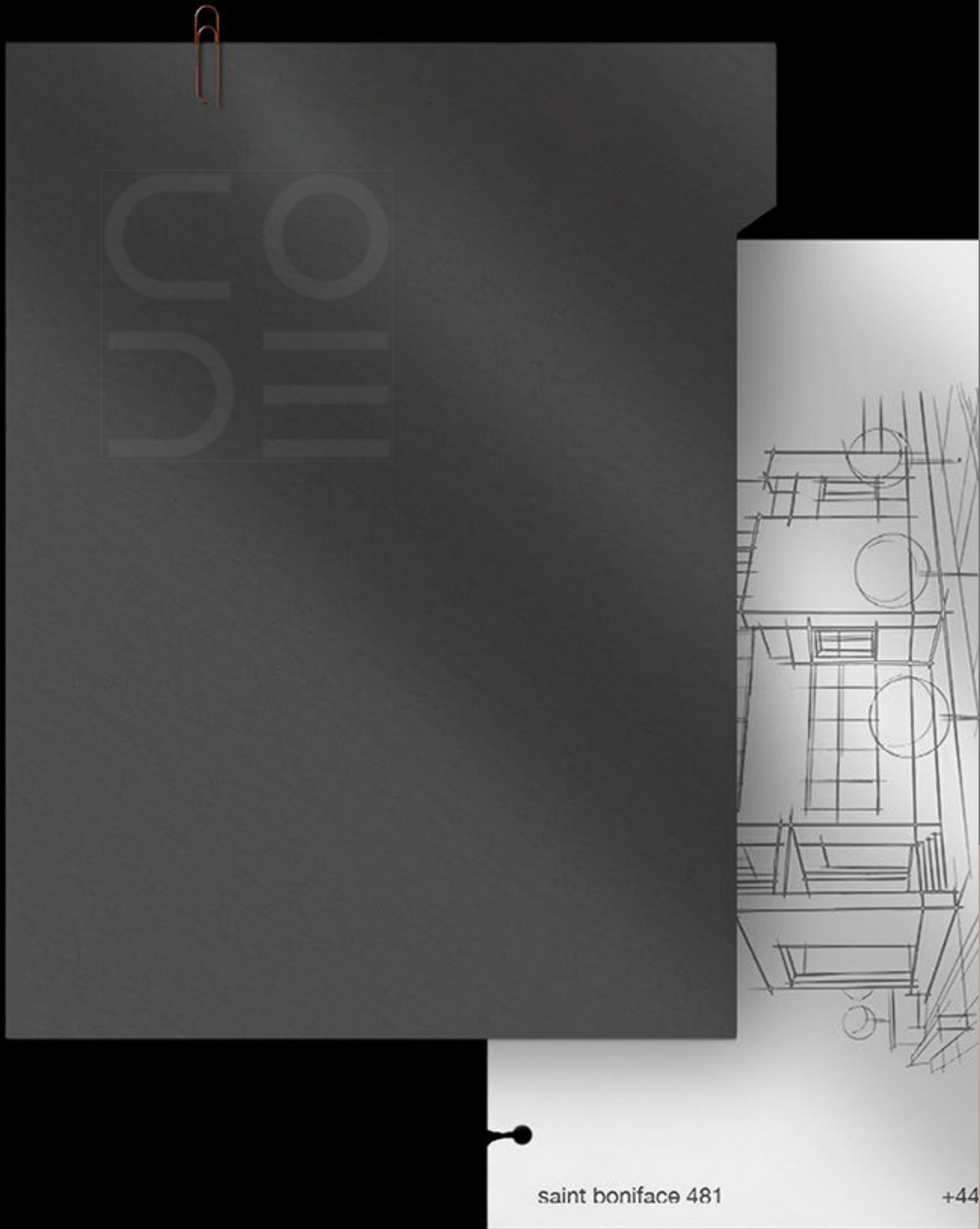
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500+

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50+

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10+

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Let's Start Your Brand's Next Chapter



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