Company Deck

GabeDesign Agency

gabedesign.co

digital
transformation

WIN BY DESIGN™

Our “mantra”

gabedesign.co

We’re a digital design and branding agency partnering with ambitious companies to design, develop, and ship digital experiences that transform brands ——and industries.

And we’re ruthless when it comes to “ Win By Design™”, which has been our mantra from the very start.

About Us

01

Unforgettable experiences don’t happen with your face stuck to a screen.

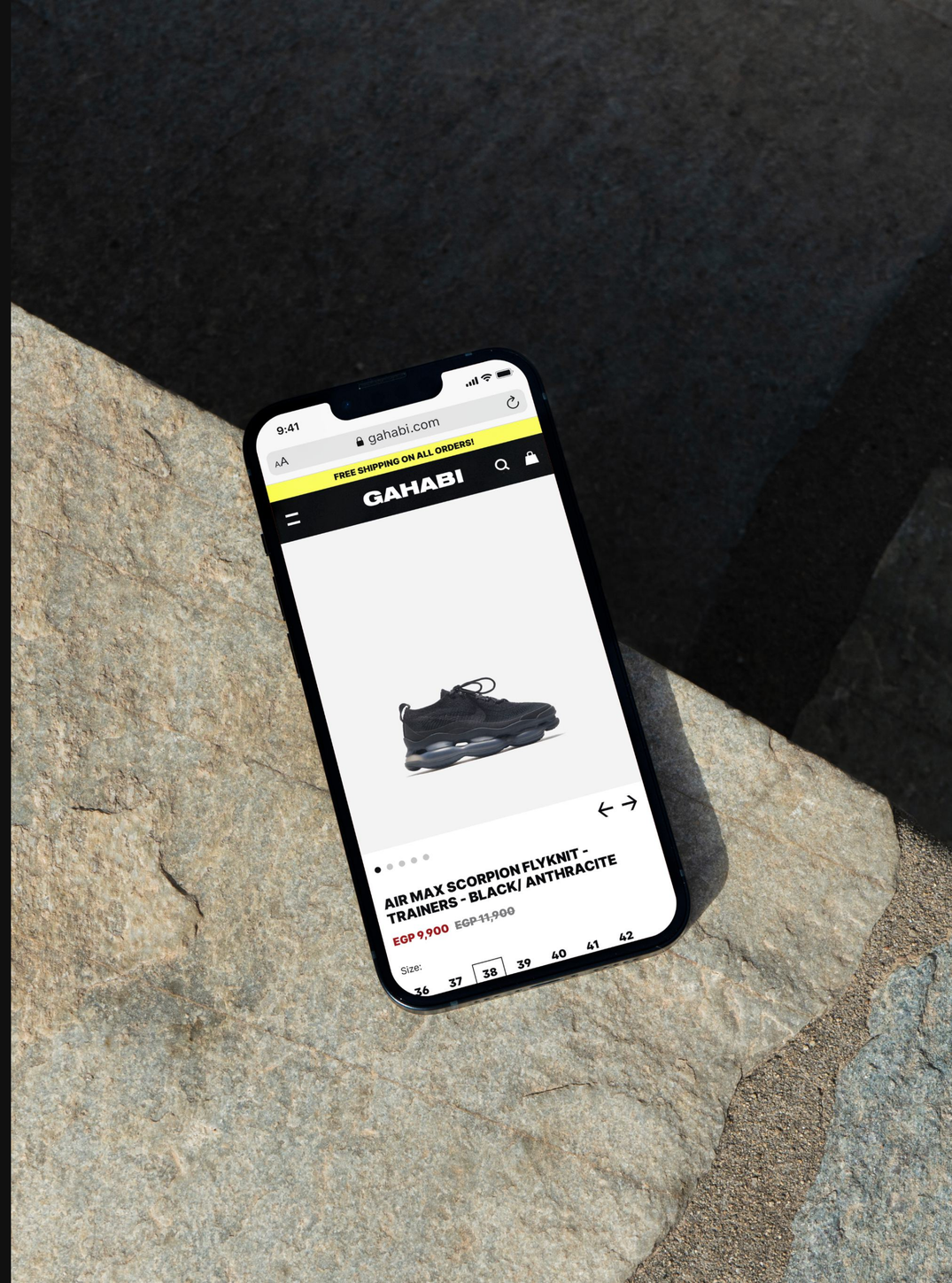
It’s true for everything. Even digital. Digitally durable and memorable products are crafted with a smart take on design, tech and business, but first and foremost, with a focus on the human in front of the screen. At GabeDesign, we feel that this is achieved with the collaboration of a close-knit team of clients and digital experts connected to more than just Wi-Fi.

We work exclusively with companies that are keen to become or remain a leader within their industry. Companies that dare to swim against the current. Companies that are perfectly aware of the fact that the bar can always be set higher, and so are willing to do whatever it takes in order to take their business to the next level. Companies that are worthy of the label premium.

Industries that we (like to) work in

Beauty & Health
Real Estate
Travel & Airlines
Lifestyle & Leisure
Furniture
Jewels & Watches

Tech & Gadgets
Food & Beverage
Business & Finance
Sports & Fitness
Retail & Fashion
Venture & Startups



BECOMING OBSOLETE

Is our ultimte goal

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Our mainfesto

01 Design is not tequila. It can’t make everyone happy.

02 We believe our industry is blinded by numbers, while buying decisions are driven by emotion.

03 We don’t say yes to everything, so we can give everything to our yeses.

04 We don’t aspire to be the biggest, but to be the best. This allows us to be creatively driven, not financially.

05 We love clarity and we’re straight talkers. Expect the courage to do things differently.

06 We are not a lorem-ipsum agency that worries about text and images later. Content must always drive design.

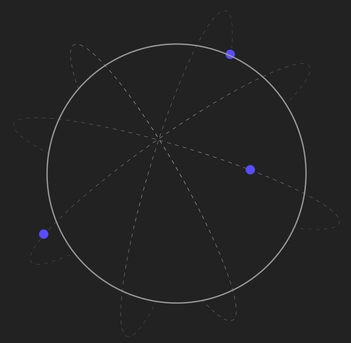
07 We work hard and try to play harder. We stay playful and never take ourselves seriously.

08 We always try to set the benchmark with every project we take on, to push industries forward & drive change.

Approach

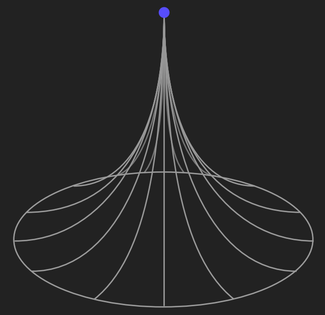
02

Founders face a four-fold challenge.



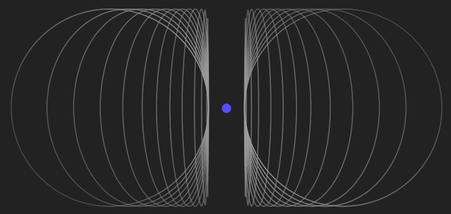
Shareholder Value

Founders must continually enhance their brand's value to attract and retain customers, employees, and capital.



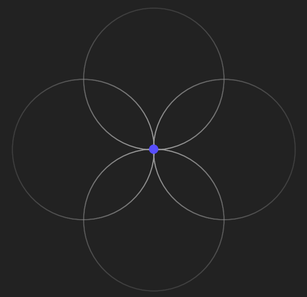
Expertise

Reliant on internal teams to develop a brand, even if that isn’t their core competency.



Resources

Lack of resources available for brand and marketing compared to product & engineering.



Reputation

Technology can be matched, but brand identity cannot. Differentiation in increasingly saturated markets is essential.

We approach businesses in two engagement models.

Agency — Cash Model

Venture — Up to 50% of our costs can be offset with equity. It’s a hybrid cash-and-equity compensation built to extend your runway.

Agency —— Elevate your brand. Outpace the competition.

We collaborate closely with our clients to elevate their brand beyond industry standards. From strategy to delivery, we leverage the finest talents in our industry to align our clients' business objectives with their audience's needs. Crafting benchmark brands isn't just our expertise — it's our passion.

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Venture —— Investing in category defining startups.

If you have a strong vision and need a matching brand while wisely optimizing capital allocation, our Venture Model awaits. It amplifies your startup's voice while being mindful of your runway.

digital
transformation

Services

03

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What we do

We create world-class digital products, web design, and branding. You'll find us at the intersection of effortless experiences, delightful interfaces, and modern design.

1. Branding

2. Websites

3. Digital Products

4. eCommerce

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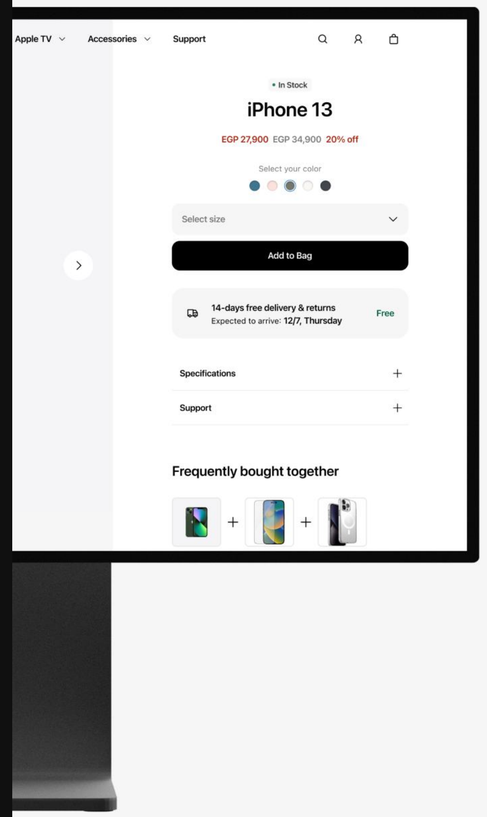
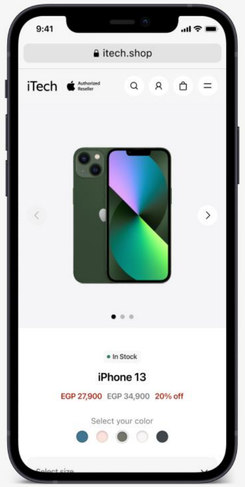
1. Branding — A brand is like a story. Its purpose is to explain why you exist and why you matter, in a way that clicks with your audience. So that’s where we begin. Once we’ve got your story straight, we start adding the things that help you share it most effectively: the colours, the typefaces, the logos, the icons, the photography, the tone of voice, and all the rest. And that’s more or less it. Mix it all together and you’ve got a digital-first brand that brings your product and your marketing to life wherever you meet your audience.

What we offer

Brand Strategy & Positioning
Visual Identity + Logo Design
Tone of Voice & Verbal Identity
Brand Guidelines
Motion & Sonic Design
Marketing Assets
Campaign Design
Art Direction

2. Websites — Not everyone will admit it, but great websites are really about persuasion. Your site should load fast, look great, and exude the timeless, mystical essence of your brand. But to be great, it must also convince people to do things — like buy your products and services, join your team, invest in your company, or even a fourth thing that our copywriters are still trying to think of. What we're trying to say here is that when we build a website, our designers and developers will make sure it loads fast, looks good and expresses your brand. But more importantly, it will persuade people to take action.





What we offer

UI/UX Design

Font & Backend Development

CMS Integration

SEO & Content Strategy

Information Architecture

UX Copywriting

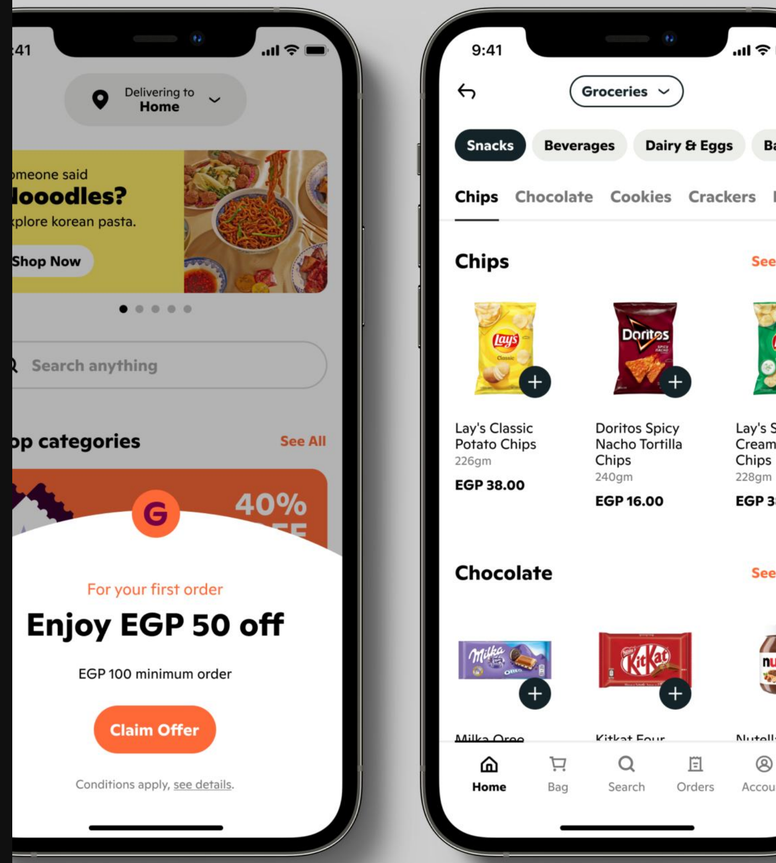
Deisgn-to-Development Support

Hosting & Maintainance

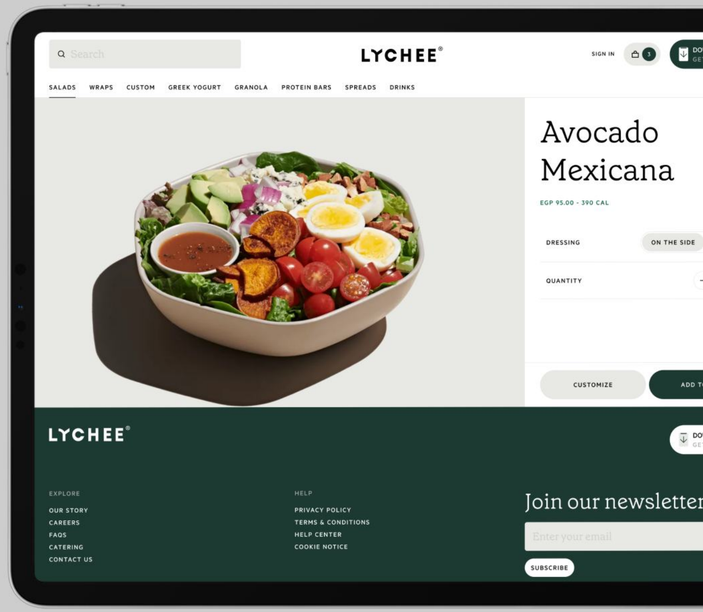
3. Digital Product — Think of your product as a machine. A tiny machine that lives in people's pockets, on their desks, their wrists or in their hands, and helps them get useful things done in the real world. But there's more to it than that. Your product is also likely the place where your best customers spend the most time with you. For them, your product and your brand are more or less the same thing. That's what we mean when we talk about "brand-led" products: More than being simply functional, we design your product to stand as a powerful medium for your brand. A machine that strengthens your bond with your users a little bit more every time they pick it up.

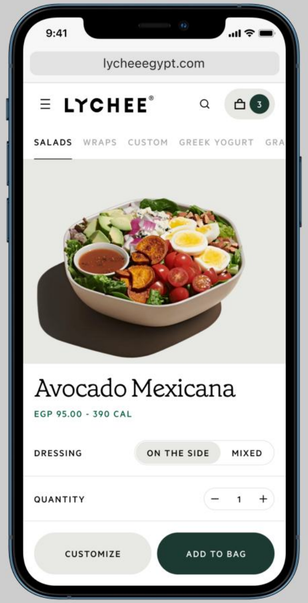
What we offer

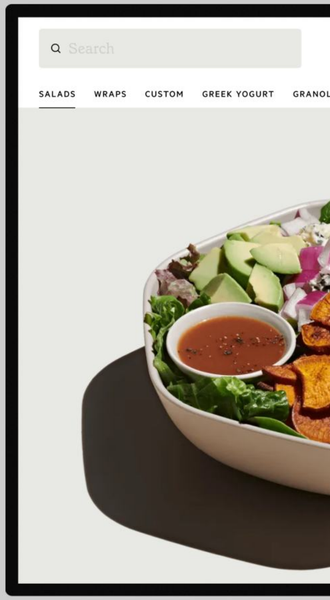
- Product Strategy
- Rapid Prototyping
- UI/UX Design
- iOS & Android Apps
- Full Stack Development
- Design Systems & UI Kits
- Motion + Animation Design
- User Research & Testing



4. eCommerce — We build best-in-class eCommerce stores from the ground up. We focus on headless development to push the boundaries of the web, giving clients finely-tuned control and customers an unparalleled shopping experience.







What we offer

Full Stack Development

UI/ UX Design

Shopify Stores

Woocommerce + Wordpress Stores

SEO & Content Strategy

Apps and Plugins Integration

Deisgn-to-Development Support

Post Launch Optimization

Client quote - “GabeDesign together with our in-house team have been able to represent Young’s brand in a way I deemed possible, and they developed a world-class website too.”

Youssof Tarek
CEO at Young Productions

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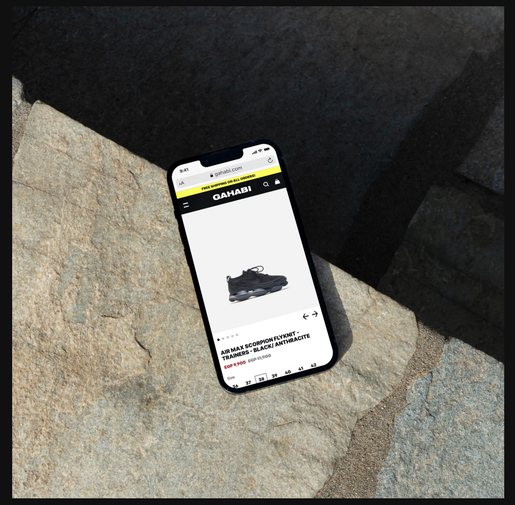
Projects

02

Effortless experiences, delightful interfaces, and modern design.

We have selected this projects to view. Some are official and some are practice work by our team, We will elaborate on the first project within this document.

Gahabi©



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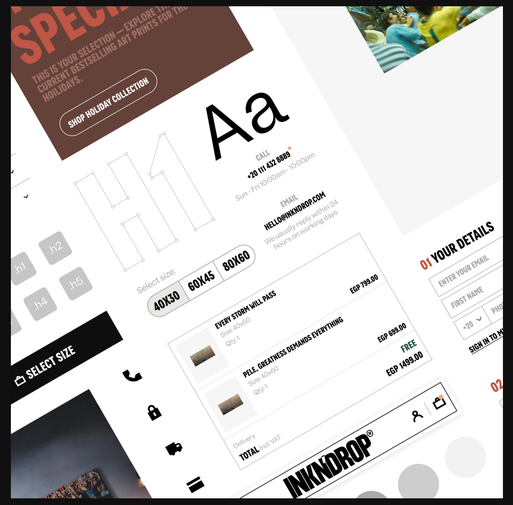
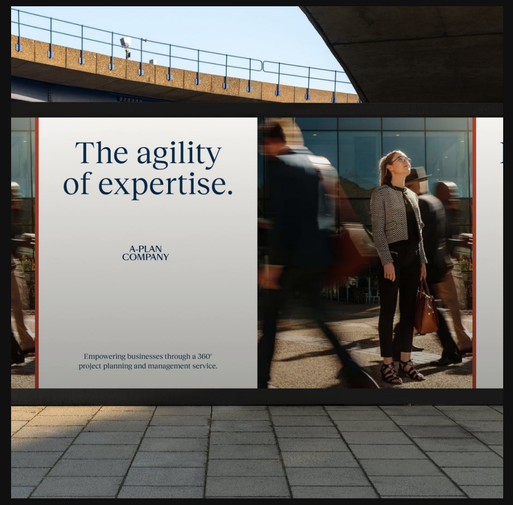
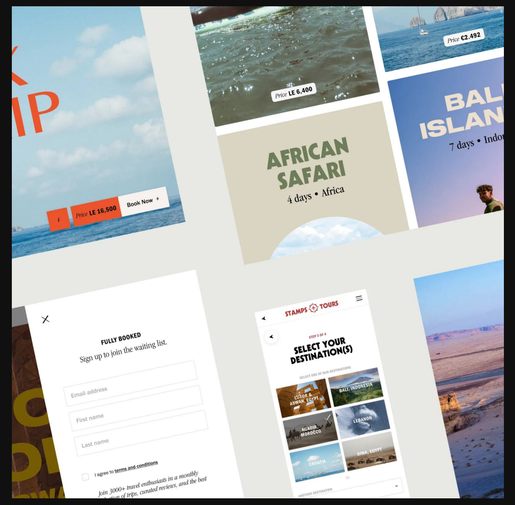


A-Plan Company



Stamps Tours



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Gahabi is a local retail brand distrupting the sneakers market in Egypt. While a website was the client’s initial focus, our strategy sessions revealed that more was needed to build a cohesive brand .

Date
2022 - current

Client
Gahabi

URL
www.gahabi.com

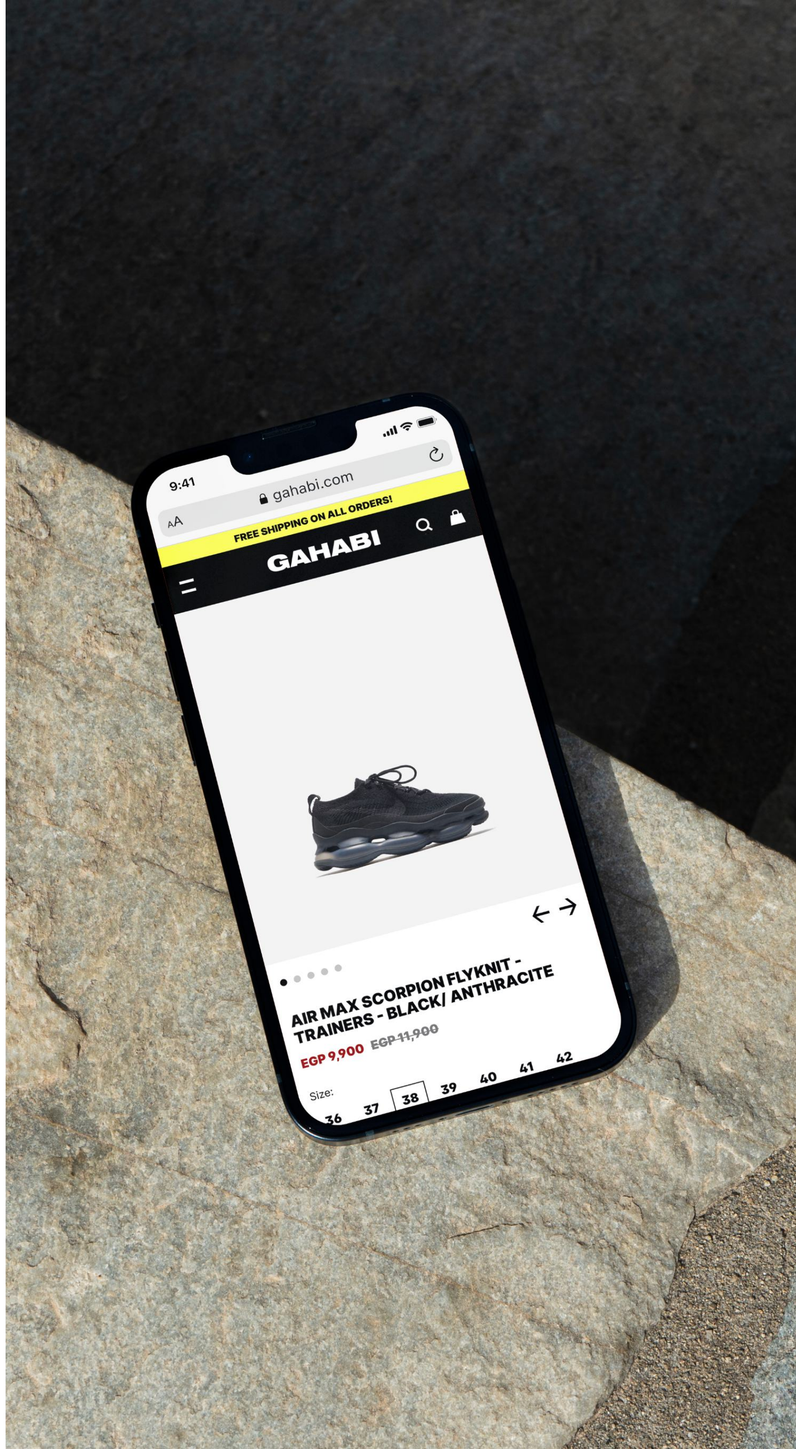
About the project

Gahabi sells authentic footwear sourced from 30+ international brands. You could find brands like Nike, Adidas, Salomon and On Running. They also offer an exclusive selection for brands like Dior and Yeezy.

Brand & Web strategy
Brand narrative
Creative direction
Verbal & Visual identity
Web design & development
Naming
Motion & video
Design System
Shopify development
Business strategy
Print & packaging
Asset development

In our strategic workshops, we uncovered their DNA. And what did we find out? Uniqueness was a top priority. They strived to be anything but 'the sneaker online store'. Exceeding expectations, providing a premium product, always being one step ahead, rebellious, distinctive... just a few of the keywords that emerged from these workshops.

The brand name 'Gahabi' did not do enough justice to the exclusive range of brands, the high-quality service and the level of authenticity. So, we decided to deliver a bit more than what was asked of us.

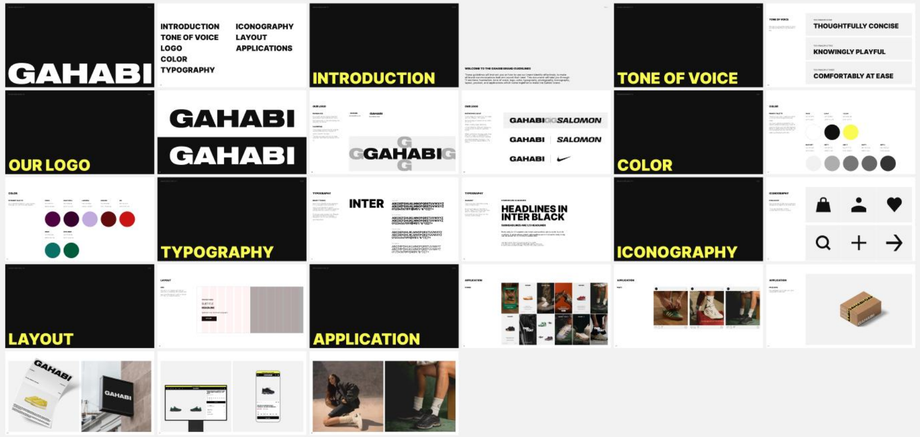


Brand Strategy

Identity & Guidelines

Success begins with ambition. Always striving to push the limits. Everything has to be just right. The right feeling, the right service, the right experience. That requires a team that you can rely on and an offer that is the envy of the industry. At Gahabi, they don't aim for just any place on the podium. They always go for first place.

We created a set of brand guidelines on how to use their brand identity effectively, and to make all brand communications look and sound their best. This will let them offer a cohesive and seamless experience to their customers.



Brand Design

Logo

The Gahabi logo features bold sleek letters and we chose not to create a logomark so customers don’t get confused with the business thinking it’s a footwar brand.

Color

The Gahabi colour palette has been carefully composed to convey both uniqueness and accessibility. The primary colours within the brand are the yellow and black.

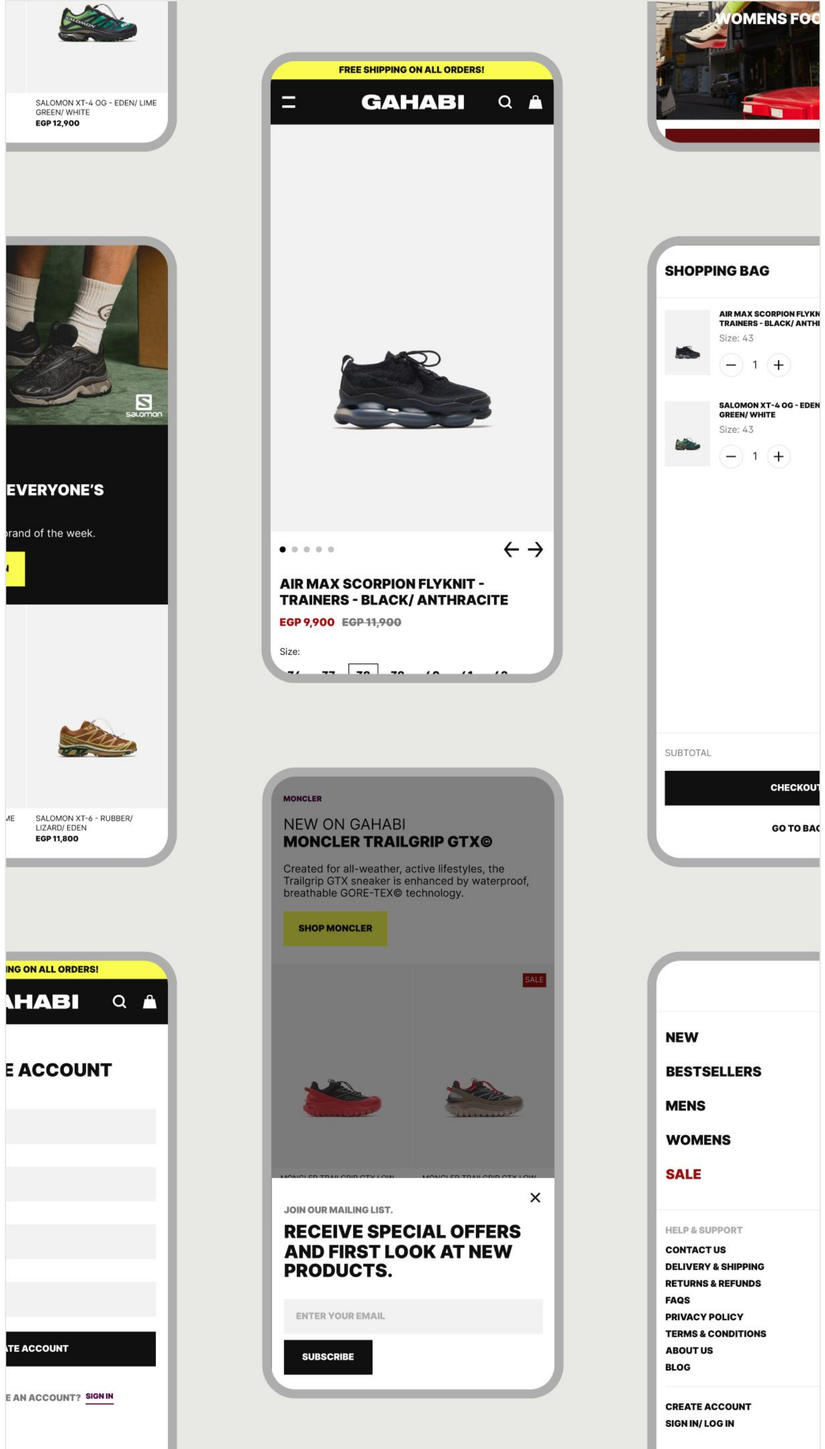
Digital Experience

UI Design

Responsive components and layouts were designed in Figma and it took us only 2 weeks from design to a live website. Competing with local and regional brands like Fitsole, Footlocker, or Level Shoes, Gahabi has a clear edge in the digital space.

Technology

We're very happy with our tech choices, the website was built on Shopify. We bet on Alpine.js, and Tailwind React Components, which resulted in pixel-perfect design and lightining fast loading times.



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CERTIFICATE OF AUTHENTICITY©
Thank you for choosing GAHABI for your sneaker needs. We are dedicated to providing you with the highest quality products and the best shopping experience possible.
We would like to assure you that the sneakers you have purchased are 100% authentic and have been shipped directly from our warehouses in Italy and America.
At GAHABI, we take pride in our commitment to authenticity. We work closely with trusted suppliers and manufacturers to ensure that every product we offers is genuine and meets the highest standards.
Our team of experts carefully inspects and verifies each pair of sneakers to guarantee their authenticity before they are made available for sale.
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CULTURE. COMMUNITY. SNEAKERS.
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DROPPING ON SEPTEMBER 5TH ON GAHABI.COM
AUTHENTIC
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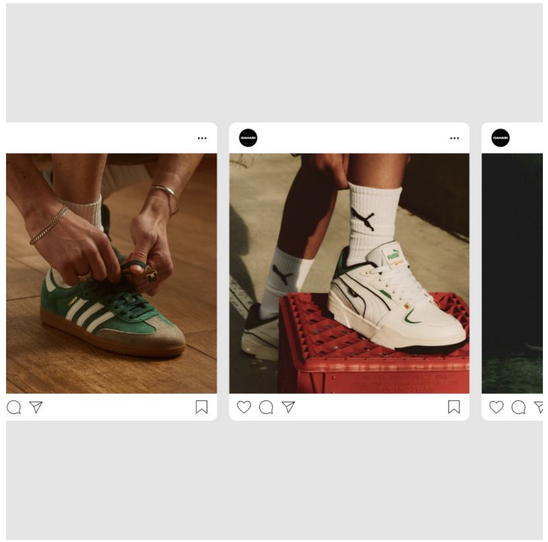
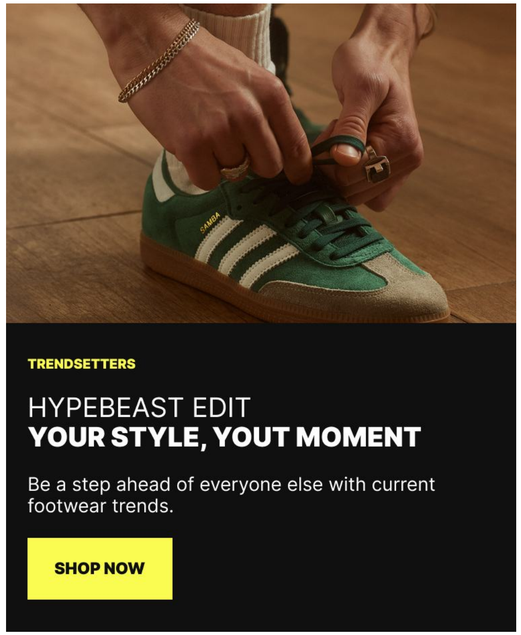
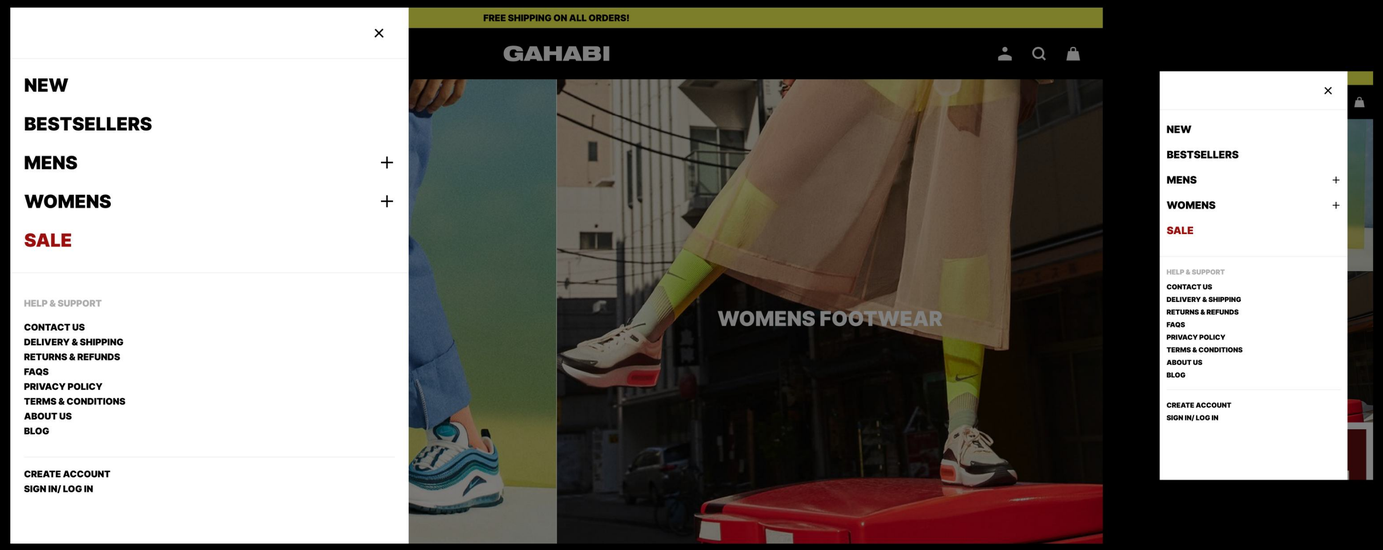
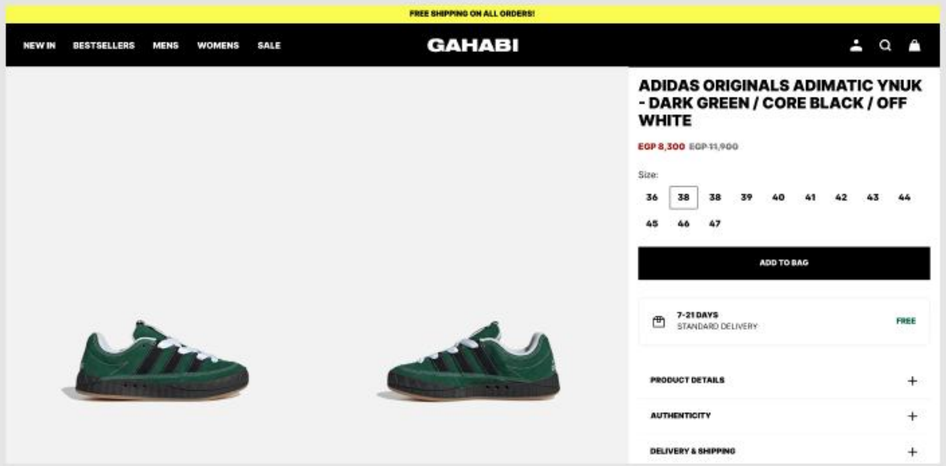
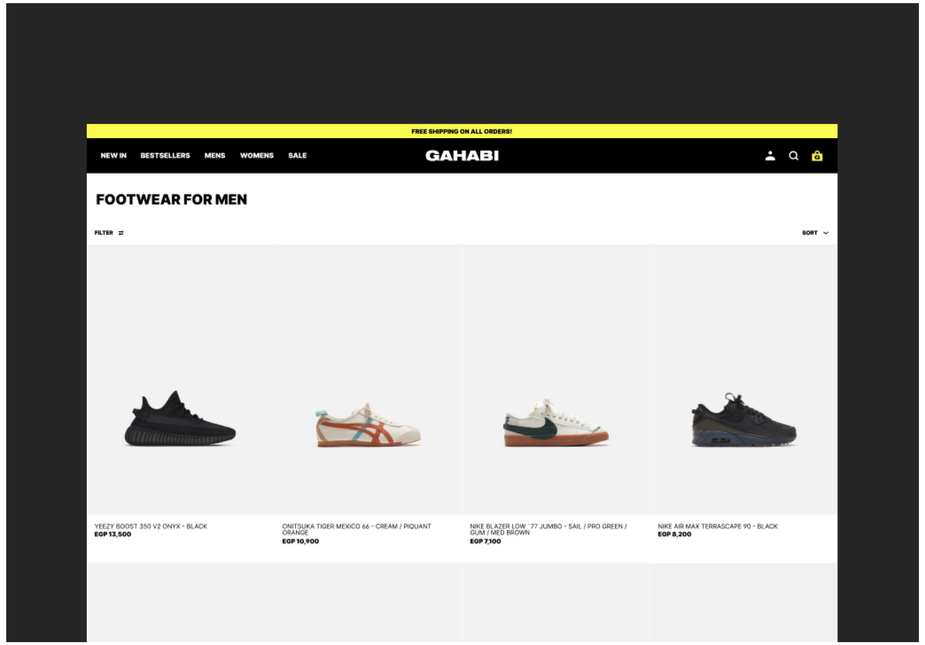



TRENDSETTERS
HYPEBEAST EDIT
YOUR STYLE, YOUT MOMENT
Be a step ahead of everyone else with current footwear trends.
SHOP NOW

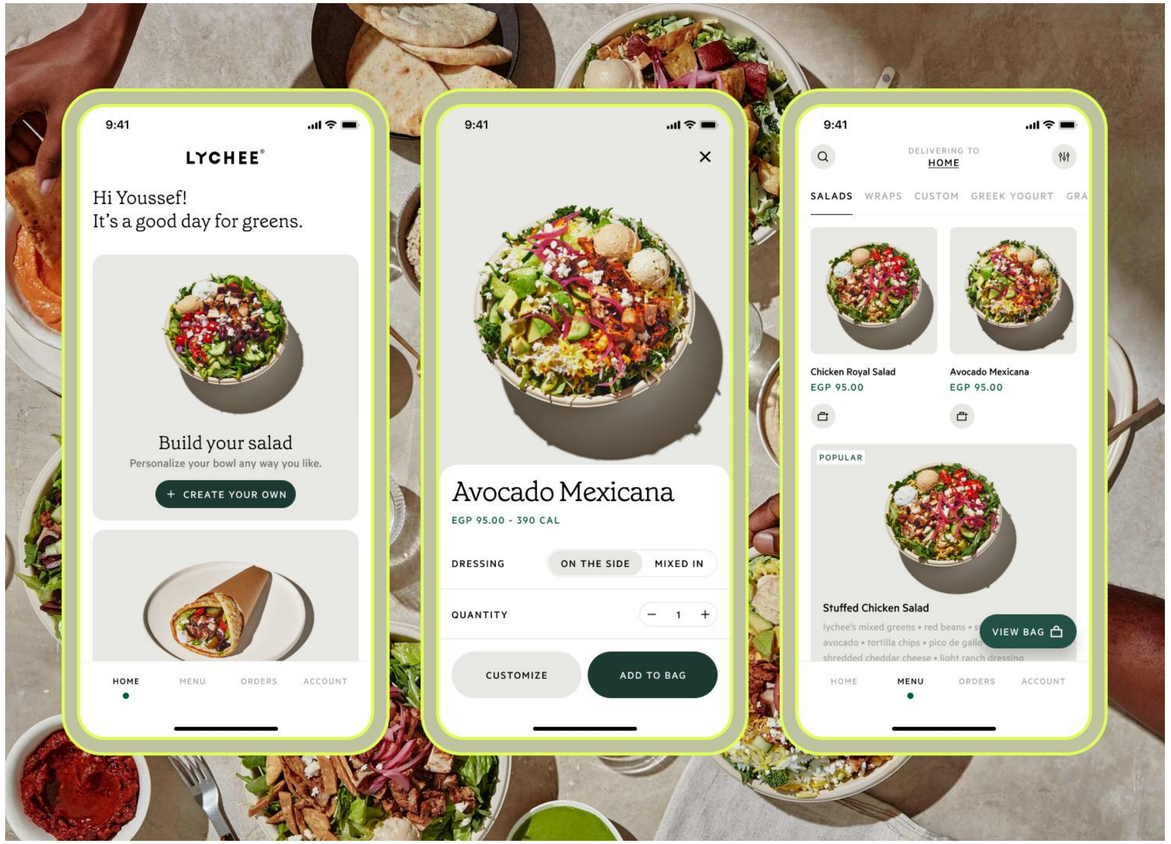

FREE SHIPPING ON ALL ORDERS!
GAHABI
NEW
BESTSELLERS
MENS
WOMENS
SALE
HELP & SUPPORT
CONTACT US
DELIVERY & SHIPPING
RETURNS & REFUNDS
FAQS
PRIVACY POLICY
TERMS & CONDITIONS
ABOUT US
BLOG
CREATE ACCOUNT
SIGN IN/ LOG IN
WOMENS FOOTWEAR

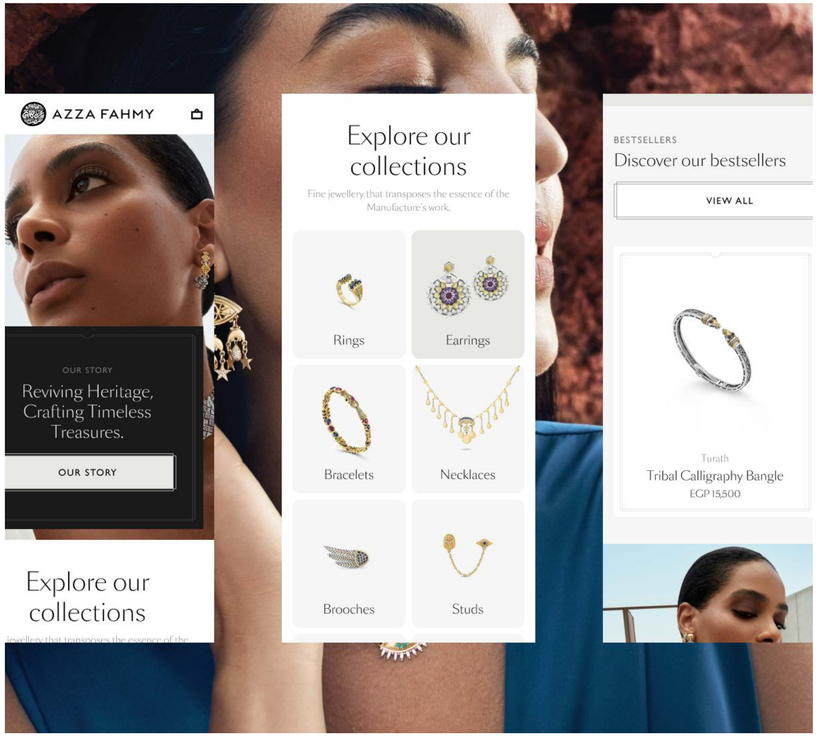

FREE SHIPPING ON ALL ORDERS!
NEW IN
BESTSELLERS
MENS
WOMENS
SALE
GAHABI
ADIDAS ORIGINALS ADIMATIC YNUK - DARK GREEN / CORE BLACK / OFF WHITE
EGP 8,300
EGP 11,900
Size:
36
38
38
39
40
41
42
43
44
45
46
47
ADD TO BAG
7-21 DAYS
STANDARD DELIVERY
FREE
PRODUCT DETAILS
AUTHENTICITY
DELIVERY & SHIPPING

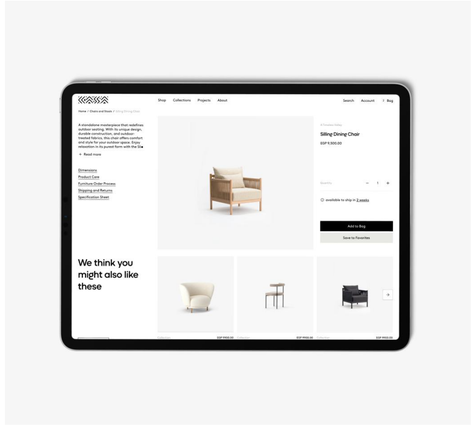

FREE SHIPPING ON ALL ORDERS!
NEW IN
BESTSELLERS
MENS
WOMENS
SALE
GAHABI
FOOTWEAR FOR MEN
FILTER
SORT
YEEZY BOOST 350 V2 ONYX - BLACK
EGP 13,500
ONITSUKA TIGER MEXICO 66 - CREAM / PIQUANT ORANGE
EGP 10,900
NIKE BLAZER LOW '77 JUMBO - SAIL / PRO GREEN / GUM / MED BROWN
EGP 7,100
NIKE AIR MAX TERRASCAPE 90 - BLACK
EGP 8,200

FREE SHIPPING ON ALL ORDERS!
GAHABI
AIR MAX SCORPION FLYKNIT - TRAINERS - BLACK/ ANTHRACITE
EGP 9,900
EGP 11,900

More work..


9:41
LYCHEE
Hi Youssef!
It's a good day for greens.
Build your salad
Personalize your bowl any way you like.
+ CREATE YOUR OWN
HOME
MENU
ORDERS
ACCOUNT
9:41
Avocado Mexicana
EGP 95.00 - 390 CAL
DRESSING
ON THE SIDE
MIXED IN
QUANTITY
1
CUSTOMIZE
ADD TO BAG
9:41
DELIVERING TO
HOME
SALADS
WRAPS
CUSTOM
GREEK YOGURT
Chicken Royal Salad
EGP 95.00
Avocado Mexicana
EGP 95.00
POPULAR
Stuffed Chicken Salad
VIEW BAG
HOME
MENU
ORDERS
ACCOUNT


AZZA FAHMY
OUR STORY
Reviving Heritage, Crafting Timeless Treasures.
OUR STORY
Explore our collections
Fine jewellery that transposes the essence of the Manufacture's work.
Rings
Earrings
Bracelets
Necklaces
Brooches
Studs
BESTSELLERS
Discover our bestsellers
VIEW ALL
Turath
Tribal Calligraphy Bangle
EGP 15,500
Explore our collections


We think you might also like these

Ready to talk about your project?

Curious about the Gabe effect? Put your fears behind you, take on the challenge and contact us. Tell us what drives you, what you're looking for, and how we can surpass your wildest dreams.

Contact
hello@gabedesign.co/ +20 111 432 8889

gabedesign.co

You’re welcome.

GabeDesign Agency

+20 111 432 8889
hello@gabedesign.co

Cairo, Egypt
Working globally.

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