

# WHEN IT TOUCHES PEOPLE'S LIVES, IT IS WORTHWHILE.

Welcome to Wo.man by Mary Abi Nader's design services that embody the fusion of creativity, innovation, and human connection. Our mission is to inspire and empower individuals and businesses through transformative design solutions that elevate brands and enrich lives. From sleek corporate identities to vibrant visual expressions, we specialize in delivering tailored design services that captivate audiences and drive meaningful impact. Whether you're seeking captivating branding, compelling websites, or immersive visual experiences, our team is dedicated to bringing your vision to life with authenticity and excellence.

At Wo.man, we believe in the transformative power of design to shape the world around us and create experiences that resonate deeply with the human spirit.

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# CREATIVITY FROM A HUMAN ASPECT

# MINDS TOGETHER, CREATING MAGIC









Lebanese National Higher Conservatory of Music





Lebanese National Higher Conservatory of Music

Visual Design for Events Poster, Program Outline, Rollup, Post, Presentation, Brochure Lebanon

Devotion is what I received in beauty... Looking forward to more collaborations to add value to our projects.

#### Dr. Hiba Al Kawas

President Lebanese National Higher Conservatory of Music

#### Introduction:

The Lebanese National Higher Conservatory of Music stands as a beacon of musical excellence in Lebanon, nurturing generations of talented musicians and fostering a deep appreciation for the arts. Under the visionary leadership of Dr. Hiba Al Kawas, the Conservatory has undergone a remarkable transformation, elevating its caliber and expanding its reach within the community. Dr. Al Kawas's commitment to diversity and artistic expression has infused the institution with renewed energy and vitality, attracting a broader audience eager to experience the rich tapestry of musical traditions offered by the Conservatory.

#### **Design Services and Impact:**

Mary Abi Nader have had the privilege to support the Conservatory during Dr. Hiba Al Kawas's presidency and still is. Her services have played a pivotal role in capturing the essence of each musical event and enticing audiences to attend. Through meticulously crafted posters, elegant roll-ups, and captivating programs, Mary strives to weave a visual narrative that harmonizes with the soulful melodies emanating from the Conservatory's halls. This marriage of artistry and visual storytelling serves as a powerful catalyst for engagement, fostering a deeper connection between the audience and the transformative power of music.



# Instagram



Your Story

Lebanese National Conservatory

Under the High Patronage of H.E. the Minister of Guiture HE the Minister of Public JUDGE MOHAMMAD WISSAM AL MORTADA DR. FIRAS EL ABYAL DR. HIBA AL KAWAS **MUSIC HEALS** 

> The Lebanese Philharmonic Orchestra and The Lebanese National Orchestra for Oriental Arabic Musi

> > +

Guests Youssef El Khal, Catine Ramia, Joseph Issa

Friday Nov 4, 2022 at 9:00 PM Baabda Governmental

Special Appearance Antoine Wadih Al-Safi The concert will showcase

Sabbagh Brothers Musicals TENTRE LET

ALL PROCEEDS GO TO THE BENEFIT OF BAABDA HOSPITAL AS A HEALTH COVERAGE FOR THE CONSERV

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2.875 Likes

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Under the High Parton are of













The President of the Lebanese National Higher Conservatory of Music Composer Hiba AI Kawas

Has the honor to invite you to the Lebanese Philharmonic Orchestra Garo Avessian,Conductor Talal Fakih, clarinet solo

-

Friday March 1, 2024 at 8.30 PM St. Joseph Church -Ashrafieh-

For Confirmation: 03 936 696

HKI



The President of the Lebanese National Higher Conservatory of Music Composer Hiba Al Kawas and

The Director of the Italian Cultural Institute in Beirut Angelo Gioè

Have the honor to invite you to

LIBC

Piano Concert by The notable Italian pianist Alessandra Ammara In a Program of CHOPIN ------

St. Joseph Jesuites Fathers Church. Monot - Achrafieh

Tuesday May 21st, 2024 at 8:30 PM

AN A FIGURE N











## American University of Beirut Medical Center (AUBMC) & American University of Beirut (AUB)

#### Website | Interactive Multimedia

Website Design | E-cards | Screensaver | Wallpaper | Desktop Calendar Lebanon I have worked with Ms. Mary Abi Nader on five consecutive website design projects. Within the layout restrictions of AUB, Ms. Abi Nader was still able to adapt this format to the needs of FAFS, AGSC, AVSC, LDEM, and NFSC. She has been extremely positive and flexible in terms of changing requirements and has always provided assistance even beyond the terms of her contract. Her professional work has helped mold a new image to FAFS that is conformant with its new identity. Her work was praised by our audience be it students, staff, faculty, and alumni. We will always look forward to future collaborations with her.

#### Laila Houri, MEM

*Financial Officer* Dean's Office - Faculty of Agricultural and Food Sciences American University of Beirut

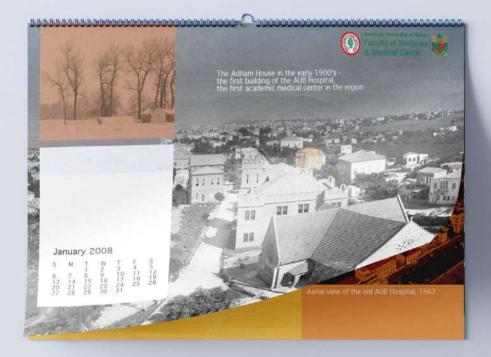
#### Introduction:

The American University of Beirut (AUB) and the American University of Beirut Medical Center (AUBMC) are renowned for their academic and medical excellence. We faced the challenge of creating unique homepage and subpage designs for various departments within AUB and AUBMC, while maintaining a cohesive template. Additionally, we were tasked with designing wallpapers and e-cards to enhance the university's digital presence.

#### **Design Services and Impact:**

Mary Abi Nader crafted captivating homepage and subpage designs for AUB and AUBMC departments. Despite using a standardized template, she infused each design with creativity tailored to the department's identity. Additionally, Mary created enticing wallpapers and e-cards to further enhance the university's digital branding. Her work received praise from faculty and administrators, showcasing her ability to merge creativity with brand guidelines effectively.



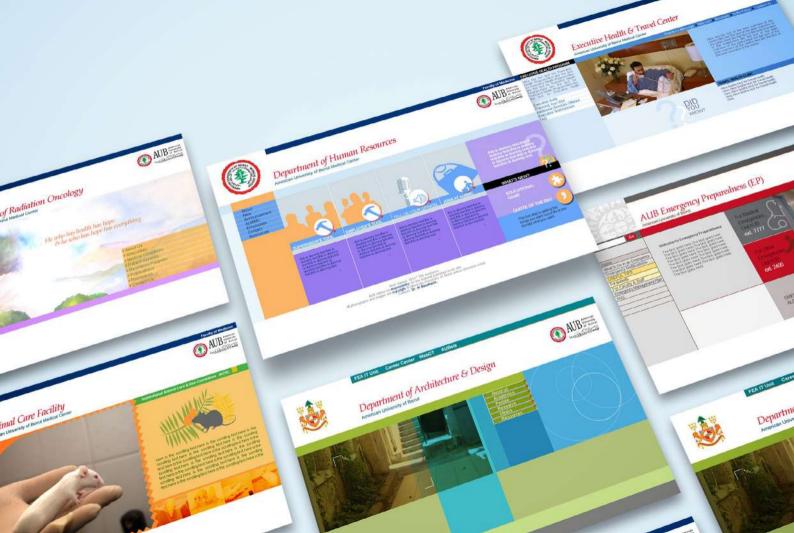








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### Blends Ltd. Cafe Blanc, Living Colors, Waterlemon, Black Pepper, Zahr El Laymoun, Cate in Style Website Website Design & Development for all its food concepts Lebanon

Mary is a creative person with lots of sensibility. Actually it is her strength! She understands, feels the concepts, and ads value to the projects. Although she is a creative, Mary is well organized and delivers on schedule.

We have been collaborating together on many projects in the past, and hopefully many others to come in the future...

#### **Dolores El Ramy Mouracade**

*Creative and Concept Consultant for STORM SAL* Blends Ltd.

#### Introduction:

Blends Ltd., the parent company of innovative restaurants like WaterLemon, Living Colors, Café Blanc, and Zahr Al Leymon, sought websites that would unify its brand while distinguishing each restaurant.

#### **Design Services and Impact:**

Under Mary Abi Nader's leadership, we created cohesive yet distinct websites for Blends Ltd. restaurants. We ensured a unified look across all sites while tailoring design elements to reflect each restaurant's unique personality and cuisine. This approach resulted in websites that effectively showcased the diversity of Blend Ltd's culinary offerings while highlighting the individuality of each restaurant.





other concepts by blends



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Dist viewed on 1440 by 900



Saudi Squash Federation Proposal for Re-branding Logo, Visual Elements, Stationery, Merchandise, Print Items, Apparel KSA

#### Introduction:

The Saudi Squash Federation, the governing body for squash in Saudi Arabia, embarked on a mission to revitalize its visual identity, including its outdated logo. Founded many years ago, the federation sought a modern emblem that encapsulated the essence of Saudi Arabia while representing the dynamic nature of squash. The challenge was to create a logo that seamlessly integrated elements such as the iconic palm tree and squash racket, symbolizing growth and unity, against the backdrop of the Saudi Arabia desert.

#### **Design Services and Impact:**

Inspired by the Squash Sport and its vibrancy Mary crafted a visionary logo proposal for the Saudi Squash Federation. The design concept seamlessly merged the palm tree and squash racket, depicting them as growing from a single stem to symbolize unity and collaboration. The inclusion of the Saudi Arabian desert background evoked a sense of place and heritage, while the dynamic lines conveyed the movement and energy of the sport. The color scheme, featuring golden hues and vibrant greens, paid homage to Saudi Arabia's rich cultural landscape, with the palm serving as a quintessential national symbol. While this proposal awaits execution, it stands as a testament to our innovative approach to visual branding and our commitment to capturing the spirit of our clients' aspirations.





Hiam Abou Chedid Atelier Brand Identity Logo I Flyers Canada Mary is a sensitive, creative and attentive person. Three important qualities for an artist. She was able to combine my tastes and expectations and create a project that matched her creativity. It was a pleasure to work with her, efficient, responsive and creative.

Thank you Mary.

#### Hiam Abou Chedid,

*Owner and Prominent Lebanese Actress* Montreal, Canada

#### Introduction:

Hiam Abou Chedid, a prominent Lebanese actress renowned for her captivating performances, has sought Mary's expertise to design her new venture, the Hiam Abou Chedid Atelier (workshop), in Canada. As she ventures into establishing a drama therapy workshop, she entrusted Mary to create a visual identity that embodies her vision and values.

#### **Design Services and Impact:**

Mary Abi Nader embarked on crafting a comprehensive visual identity for the Hiam Abou Chedid Atelier. This included designing a distinctive logo that captures the essence of drama therapy and reflects Hiam's artistic sensibilities. The logo features the symbol of the Sun positioned above the workshop's name, symbolizing warmth, joy, and positivity. The rays radiate happiness and joy, with one ray set free to embrace whoever wants to sit in the Sun, embodying the inclusive and welcoming nature of the workshop. To convey refinement and elegance, we chose a sophisticated purple color scheme, symbolizing Hiam's stature as a well-refined lady of her times. Additionally, she carefully selected a color scheme that evokes warmth, creativity, and professionalism, setting the tone for the workshop's atmosphere. Through the creation of visually striking flyers, Mary aimed to communicate the workshop's offerings and attract participants. Her collaboration aims to establish the Hiam Abou Chedid Atelier as a welcoming and inspiring space where individuals can explore the transformative power of drama therapy, guided by Hiam's expertise.





Maracuya Name Development & Re-branding Logo, Stationery, Merchandise, Print Items, Apparel, Social Media Qatar

### Introduction:

La Chic Boheme sought to rebrand their clothing line, emphasizing its organic, sustainable, and bohemian-style essence. The goal was to create an image that would capture the quality and spirit of their remarkable fashion wear. Thus, the name Maracuya was born, derived from Spanish for passion fruit, symbolizing the passion driving the brand's ethos and choices in clothing.

### **Design Services and Impact:**

Under Mary Abi Nader's guidance, the brand identity of Maracuya was meticulously crafted to reflect its values and inspirations. The logo, featuring the Maracuya symbol and vibrant colors reminiscent of passion fruit, evokes the essence of the brand. These colors also represent the seasons and the five elements, subtly incorporated into the brand's social media highlights. The chosen elegant font caters to a discerning niche audience. Based in Qatar, Maracuya stands as a testament to sustainable fashion with a bohemian flair, resonating with those who value quality and conscious living.



Aisha Fonte Founder

+974 6641 8984 boutique@themaracuya.com www.themaracuya.com







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# Engineering Facade Solutions - EFS

**Re-Branding** Logo & Stationery | Print Items | Vehicles Design | Uniforms | Website *Lebanon*  jacade since 1

Mary helped us rebuild our brand identity. Working with her was highly collaborative; she was very patient and kind, making it an enjoyable experience.

### **Sleiman Slim**

Founder & Managing Director EFS - Engineering Facade Solutions

### Introduction:

Engineering Facade Solutions (EFS), a leader in facade solutions, particularly renowned for their high-end products under the Ponzio brand, recognized the need to update their outdated logo to expand their international market reach.

### **Design Services and Impact:**

After meeting with the client and understanding full their needs, EFS underwent a successful rebranding effort. The new logo features the initials «EFS» in small caps, seamlessly integrated to appear as one word, accompanied by an abstract symbol representing the world, humanity, and aluminum facade cut-outs. The use of blue conveys professionalism and a rich history. Additionally, a compelling tagline was developed alongside various visual identity elements. With the rebranding complete, EFS is now poised to confidently engage with global markets.



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# Elie Abboud

Branding & Visual Narrative for Elections Campaign Logo | Tagline | Presentations | T-shirt | Rollup | Video | Reels | Posts & Social Media Lebanon

### Introduction:

Elie Abboud, recently elected to the Lebanese Association for Certified Public Accountants, entrusted me, Mary Abi Nader, to lead his visual identity campaign. With a mere two weeks to finalize the project and limited data provided just hours before each event or task, my team, including a videographer, and I embarked on a mission to craft a compelling visual identity that would resonate with voters and support Elie's candidacy.

### **Design Services and Impact:**

Mary Abi Nader conceptualized and created the Comprehensive Visual Identity Campaign for Elie Abboud. The logo features the letter «E» representing his name, energy, and evolution, while the abstract symbol depicts unity and evolution. Our designs, including presentations, WhatsApp posts, and videos, effectively communicated Elie's values and message to voters. With support from her team whenever needed, her strategic approach and compelling visuals contributed significantly to Elie's successful election to the Lebanese Association for Certified Public Accountants in Lebanon (LACPA), demonstrating the power of effective visual identity in political campaigns.

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# ELIE ABBOUD





### والأن اعتراني الإعرابي

**إيلي عبود** قولها والعميل .

النظم و لخان يشرقني بان القدم لخدة!! خمرشم عجركز تقييه خيراء المحاسبا المجارين في لينان أدورة 2014 - 226

دادا معرفون النبر مع مرة من م الإدار التقاية مناسن و فكمامين <mark>بالمرز</mark> بريانج عمل تقال سفر (ومار التكاويمار (عارتي المرز (معادر) والتعبية

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Isha Foundation founded by Sadhguru Voluntary Design Work Calendars I Social Media Posts I Posters

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As a leader, you build trust when you give yourself 100%, so that people understand with your every action, you stand for them.

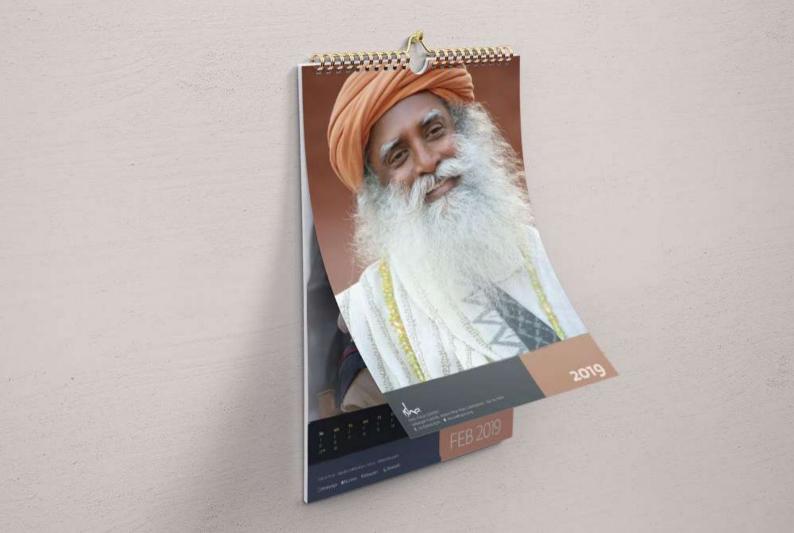
-Sadhguru

### Introduction:

The Isha Foundation, founded by Sadhguru Jaggi Vasudev, is a non-profit spiritual organization dedicated to promoting inner transformation and holistic living. Sadhguru, a renowned spiritual leader and yogi, serves as a guiding light for countless individuals seeking spiritual growth and wellbeing.

### **Design Services and Impact:**

As a disciple of Sadhguru for the past 18 years, Mary has been deeply involved with the Isha Foundation, offering voluntary-based services in various capacities. Attending the Inner Engineering training in India, guided by Sadhguru, she immersed herself in the teachings and practices of the foundation. During her time in India, Mary had the privilege of serving in the Impressions Department, contributing her design expertise to projects such as the yearly calendar, social media posts, posters, and presentations. This voluntary-based work reflects Mary's deep reverence for Sadhguru and unwavering commitment to fulfilling his guidance and teachings.Out of the various projects she has done she just chooses to show one simple brief glimpse.





MMC Catering Including Rice, Sawwah, Le Notre, Crimson Garden, Italo's Branding Logo & Stationery I Print Design Website I Website *Kuwait*  Thank you so much for creating wonderful web site for our company and for conceptualizing graphic designs for all our new projects. They look great! We will definitely come back to you for our future requirements and will not hesitate to recommend your services to others.

## Alexandre Bitass,

*General Manager* MMC - Kuwait

### Introduction:

MMC Kuwait was on a mission to establish itself as a prominent player in the food and beverage industry, committed to providing clients with unparalleled dining experiences. With a diverse portfolio including catering services and multiple restaurants, including the renowned Le Notre Kuwait, MMC Kuwait sought to expand its presence further by developing new dining concepts. This endeavor included the creation of Sawah, Rice, Italo's, and Garden restaurants, each with its unique theme and ambiance.

### **Design Services and Impact:**

As the design lead, Mary collaborated closely with MMC Kuwait and Jean-Henri Chedia Architects to bring their vision to life. By crafting comprehensive visual concepts and branding strategies for each establishment, we ensured that every aspect of the dining experience, from the ambiance to the menu design, reflected the theme and identity of the restaurant. Additionally, she spearheaded the rebranding efforts for MMC Kuwait, aligning its image with its new ventures in the food and beverage industry. The result was met with enthusiasm from both MMC Kuwait and its clientele, solidifying its position as a leader in the culinary landscape of Kuwait.



is beautiful when, once threshed, it enters gravary bins price on eiked, patchwork paddies. It like a (flood) of tiny seed-pearls. It is beautiful when cooked by a practiced hand, pure white and sweetly fragrant. Shizvo Tsuji

Rice

Branding Logo & Stationery | Print Design | Copywriting | Interior Images | Signage | Website Kuwait













# Le Nôtre Print Items

Print Items Postcards I Website Kuwait







Sawwah Branding Logo & Stationery | Print Design | Interior Image | Website Kuwait













MacBook Pro



# ltalo's

Restaurant Branding / Websites Logo & Stationery | Print Design | Copywriting | Website Kuwait





# Crimson Garden

Branding Logo & Stationery | Print Items | Vehicles Design | Uniforms | Website Kuwait

B







Lorca Sbeity TV Presenter, Poet, and Writer Business Card, Painting Lebanon

تعرفت اليها من باب أخضر.. فتحته لي على مصراعيه..البيئة..

صبية مهتمة بشتى أنواع الجمال..قلقة حيال هذا الكوكب وما يحدث عليه على كل الأصعدة..موضوعها الإنسان ومن دون ان تدري (وربما تفعل) نرى هذه القضية في جذر كل ما تفعل..لوحاتها موسيقاها والخطوط والدوائر والنقاط وحتى الورق..أحب أعمالها وصحبتها والحديث معها وهذه الحقيقة في عالم مزيف!

# Lorca Sbeity

### Introduction:

Lorca Sbaity, a prominent figure in the realms of journalism and poetry, embodies a captivating fusion of talents and passions. As a journalist and a writer, her relentless pursuit of truth and her unyielding commitment to storytelling have garnered her widespread recognition. Simultaneously, her poetic prowess infuses depth and nuance into her work, weaving intricate tapestries of emotion and insight.

# **Design Services and Impact:**

Collaborating with Lorca Sbaity, Mary designed a business card to reflect her diverse talents and dynamic persona. Understanding her creativity, Mary used painting to capture Lorca's essence. Inspired by Lorca's creativity, Mary crafted a painting transcending boundaries to depict her versatility. Each brushstroke portrays her as a writer, poet, TV presenter, and more, in a mesmerizing display of color and form. The resulting business card reflects our collaboration—a harmonious blend of artistry and functionality. Lorca carries our shared creativity, leaving an indelible mark at every event she attends.





Ecomleb Funded by European Union for the Ministry of Economy and Trade Branding / Graphics / Website Logo & Stationery I Print Items I Interactive CD Design Lebanon Having Ms. Mary Abi Nader as a graphic designer expert among E-comleb team was an essential since her creativity and innovative ideas gave the whole project in its different chapters a special flavor.

# Saad Sinno,

*IT Expert* Ecomleb

# Introduction:

As early as 2002, the Ministry of Economy and Trade in Lebanon recognized the potential of e-commerce as a tool to propel Lebanese firms into the global market. Acknowledging the impressive growth of the e-business sector worldwide, the ministry initiated the EcomLab project, funded by the EU, to address the barriers to e-commerce in Lebanon. This project aimed to develop a comprehensive legal framework for e-commerce and implement business development and awareness campaigns.

## **Design Services and Impact:**

Mary Abi Nader was selected as the design expert to visualize and promote the EcomLab project. Recognizing the lack of general information about the Internet and information technologies among the Lebanese public, Mary spearheaded the design of the ECOM Lab Internet and IT Journal. Distributed for free and reaching 25,000 copies for certain issues, the journal received overwhelmingly positive feedback. Readers praised its valuable information on IT and e-commerce in Lebanon and around the world, as well as technical tips. Additionally, Mary played a key role in developing an informational portal, www.ecomlab.org, and a series of CDs containing useful information and videos showcasing real Lebanese e-commerce. Her designs for the CDs, website, journals, and video packaging were highly successful, facilitating the dissemination of knowledge and promoting e-commerce adoption both nationally and internationally.



Chef Manal Al Alem **Re-Branding** Stationery I YouTube End Slide I Website *UAE* 



تميزت ميري بفنها الراقي. فهي تدرس وتتعمق بكل التفاصيل الشخصية والمهنية للعميل قبل التصميم ثم تبدع بلمسات رقيقة وإحساس عميق يخلق تناغم لا ينتهي.

# Manal Al Alem Celebrity TV Chef

### Introduction:

Chef Manal Al-Alem is a household name in the Arab world, renowned for her culinary expertise and captivating television presence. As a close friend and esteemed client, Chef Manal sought to elevate her image through refreshed branding, particularly focusing on her business card design, YouTube channel covers, and website.

# **Design Services and Impact:**

In collaboration with Chef Manal Al-Alem, Wo.man by Mary Abi Nader explored various options to enhance her branding. With a keen eye for detail and a deep understanding of Chef Manal's personality and brand identity, Mary crafted multiple designs for consideration. The business card design was chosen as a quick and effective means of introducing Chef Manal to new acquaintances, featuring a professional and eye-catching layout. Additionally, Mary provided options for YouTube channel covers and website design, ensuring consistency and coherence across all platforms.





# SAF - Sustainable African Foods

Branding / Graphics / Website Logo & Stationery | Print Items | Presentation | Brochure | Website Bamako, Mali Working with Wo.man by Mary Abi Nader on our visual identity for Sustainable African Foods was an absolute pleasure. Mary's efficiency and creativity truly impressed us every step of the way. From the initial concept to the final execution, Mary demonstrated a remarkable ability to capture the essence of our mission and translate it into captivating design elements. We are grateful for Mary's talent and professionalism, and we highly recommend her to anyone seeking innovative and impactful design solutions.

# Simballa Silla,

President SAF

### Introduction:

The Sustainable African Foods Company (SAF) is a pioneering organization dedicated to promoting sustainable agriculture and food production across Africa. Committed to enhancing food security, environmental sustainability, and economic development, SAF strives to revolutionize the African food industry through innovative solutions and practices.

# **Design Services and Impact:**

Wo.man by Mary Abi Nader was honored to create the visual identity for SAF, including the logo, color scheme, presentations, flyers, and website. By meticulously crafting a cohesive and engaging visual identity, Mary aimed to convey SAF's mission and values effectively to its target audience. The vibrant logo and color scheme reflect the vibrancy and diversity of African agriculture, while the design elements used in presentations, flyers, and the website create a visually appealing and informative experience for stakeholders and customers alike. Through this collaboration, we contributed to enhancing SAF's brand presence and communicating its commitment to sustainability and innovation in the African food industry.



# IMAR - CMTC

**Branding** Logo & Stationery | Print Items | Catalogue | Uniforms | Vehicle | Website Lebanon & Qatar 1.4.4.5

We are truly grateful for your commitment, dedication and for accepting the challenge to deliver the job within the desired timelines.We found ourselves in need of your support and you came through for us. We are very happy with the production quality of the portfolio and the website, the delivery of your material was really wonderful.

Thank you so much for helping, we appreciate your efforts.

**Rania Abdel Karim** *HR Manager* IMAR Trading

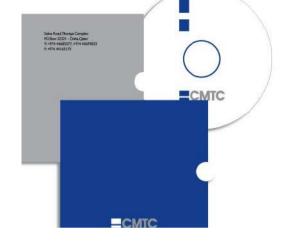
#### Introduction:

CMTC Qatar is a renowned name in the field of construction specialties, with a track record of delivering high-quality services and solutions to clients in Qatar and beyond. With a commitment to excellence and innovation, CMTC has established itself as a leader in the construction industry, known for its reliability and expertise.

### **Design Services and Impact:**

Wo.man by Mary Abi Nader was entrusted with the task of rebranding the logos for both CMTC and IMAR, subsidiaries of CMTC Qatar. Drawing upon years of experience and a keen understanding of branding principles, Mary meticulously crafted new visual identities that reflect the companies' values and aspirations. The selection of a modern color scheme and the integration of dynamic design elements breathe new life into the logos, symbolizing CMTC and IMAR's commitment to innovation and progress. Through this rebranding effort, Mary has helped CMTC and IMAR establish a fresh and impactful identity that resonates with their target audience and sets them apart in the competitive construction market.











Master Media Productions Brand Identity Logo & Stationery Lebanon كأنها وردة أضاعت الضوء فالتفّت على نفسها بحثاً عن نور في داخلها. أو كأنه مسار الظلّ في متاهة مستديرة الخطوط، سالكاً درب الظلال إلى آخر منتهاه. هكذا تتمكن ماري من الوصول إلى عمق الفكرة، لتستخرج منها سرّ الابتكار. وهكذا ظلّلت تصميمها الفريد بحب كبير وشغف دائم. شكراً من القلب على صياغة قالب مترف الجمال لشركة صارت وردة تبحث عن سرّ العطر.

> Majida Dagher CEO, Managing Dirctor and Poet Master Media Productions

#### Introduction:

Master Media Production, under the ownership of esteemed poet, writer, journalist, and producer Majida Dagher, is a distinguished company renowned for its contributions to the media and communication industry. With a focus on delivering high-quality productions and innovative content, Master Media Production stands as a beacon of excellence in the field.

### **Design Services and Impact:**

Wo.man by Mary Abi Nader was entrusted with the task of crafting a logo that would encapsulate Master Media Production's dedication to media evolution and professionalism. Drawing on the expertise of both parties, the logo design seamlessly integrates symbols representing the various stages of media production and evolution. Through the careful selection of sober yet professional colors, the logo exudes sophistication while capturing the dynamic nature of the industry. This visual identity enhancement not only strengthens Master Media Production's brand presence but also positions it as a leader in the ever-evolving landscape of media and communication.







Athre Re-Branding Logo & Stationery | Print Items | Uniforms India

We are very happy that we could get our Logo redesigned by Mary. She designed the Logo and the profile within a short time. She also understood the requirement and what we represent as a company so well even though we didn't meet in person for this discussion. This speaks volumes about her capabilities and professionalism.

**Sathyananda MG** *General Manager* Athre

### Introduction:

Athre is a company specializing in water treatment chemicals and services for various applications such as heat exchangers, cooling towers, and air conditioning systems. Recognizing the need to modernize their image, Athre sought rebranding to reflect their expertise and innovation in the industry.

### **Design Services and Impact:**

Wo.man by Mary Abi Nader revitalized Athre's image by incorporating elements that symbolize movement, strength, and efficiency in water treatment processes. The use of a triangular shape embodies the dynamic flow of cooling and heat exchange, while also emphasizing the company's resilience and reliability. The cool color scheme further enhances the theme of water treatment, evoking a sense of freshness and cleanliness. Through this rebranding effort, Athre's image has been transformed into one that is modern, dynamic, and visually appealing, reflecting their commitment to excellence in water treatment solutions.







Caspresso Mobile App Development Lebanon

### Introduction:

Caspresso Coffee is a popular coffee brand in Lebanon, known for its quality coffee and inviting atmosphere. Part of the renowned Casper & Gambini's brand, Caspresso Coffee offers a wide range of coffee beverages and light snacks to its customers.

# **Design Services and Impact:**

A team of highly skilled mobile App experts, including IT professionals, has been diligently working on the development of the Caspresso app. This app aims to enhance the customer experience by providing convenient ordering options and exclusive deals for Caspresso Coffee patrons. While still in the process of development, the Caspresso app is expected to revolutionize the way customers interact with the brand, offering seamless access to their favorite coffee beverages and promotions at the touch of a button.





# Raw Consultancy Group

**Branding** Naming I Logo & Stationery I Print Items I Website *Riyadh, KSA* 

### Introduction:

RAW Consultancy Group is a prominent consultancy firm based in Riyadh, Saudi Arabia, specializing in providing strategic advisory services to businesses across various industries. With a reputation for excellence and a commitment to delivering innovative solutions, RAW Consultancy Group has established itself as a trusted partner for companies seeking to optimize their operations and achieve sustainable growth in the dynamic business landscape of the Kingdom.

### **Design Services and Impact:**

Wo.man by Mary Abi Nader was tasked with creating a dynamic visual identity for RAW Consultancy Group that would capture the essence of its name and tagline, «RAW comes with a roar.» Inspired by the concept of raw power and untamed potential, Mary crafted a logo symbolizing strength, leadership, and authority. The color orange, chosen for its professional yet vibrant qualities, adds a touch of dynamism to the brand identity. Additionally, Mary incorporated elements from nature into the brochure and presentation designs, reinforcing the concept of raw, unbridled potential inherent in RAW Consultancy Group's approach. The tagline, «RAW comes with a roar,» proved to be a powerful and memorable statement, resonating with clients and stakeholders alike and solidifying RAW Consultancy Group's position as a force to be reckoned with in the consultancy industry.









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Junior Chamber International Lebanon Branding of two of the National Conventions: Read to Lead / 100 ways to impact Naming | Logo & Stationery | Print Items | Interior Concepts | Website Lebanon

Mary's fun personality and ease in dealing with people make her clients enjoy working with her. Like the slogan on her logo «Creativity from a Human Aspect», Mary has a strong capability of quickly analyzing both the personality and mindset of her clients, which makes it easier for her to deliver to them designs that appeal to their tastes. Her work is distinguished with its simplicity, nice colors, and witty creativity. Among her best qualities is her ability to deliver her projects before the deadline. She is a very good project manager.

#### Rania Haddad

2014 Chairperson of the 100th Anniversary Celebration Committee at JCI Junior Chamber International (JCI)

#### Introduction:

Junior Chamber International (JCI) is a global nonprofit organization empowering young people to drive positive change in their communities. In Lebanon, Junior Chamber International Lebanon (JCIL) serves as a platform for young leaders to develop their skills and create impactful projects. For many years, Wo.man by Mary Abi Nader has been the creative partner for JCIL, shaping the visual identity and branding for their national convention events. Additionally, Mary has been deeply involved with the Global Citizens Initiative (GCI), traveling with them to the World Congress in various countries, further enriching her experience with JCI.

#### **Design Services and Impact:**

As the creative partner for Junior Chamber International Lebanon (JCIL), Wo.man by Mary Abi Nader has played a pivotal role in crafting the visual identity for their national convention events. Two such events, «Read to Lead» and «100 Ways to Impact,» exemplify the innovative approach to branding that Mary brings to JCIL's initiatives. For «100 Ways to Impact,» Mary utilized arrows of varying sizes, thickness, and colors to symbolize the diverse paths to sustainable leadership and solutions for impacting society.

For «Read to Lead,» Mary creatively encouraged young entrepreneurs to read and educate themselves by incorporating famous Lebanese writers and poets such as Gibran Khalil Gibran and Mikhaïl Naïmé into the event's branding. The concept featured these writers' images on bookmarks along with quotes from their sayings, inspiring participants to immerse themselves in the wisdom and knowledge of these literary figures.





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A little knowledge that acts is worth infinitely more than much knowledge that is idle.

Gaterier Winnis City in







## L'Age D'or Proposal for Brand Identity Naming I Logo & Stationery I Print Items I Interior Concepts I Website Lebanon

#### Introduction:

The «L'Age d'Or» hotel, in collaboration with Karim Nader architecture studio, is aiming to be situated in the Saifi area of Beirut, a historic neighborhood renowned for its charming cobblestone streets and vibrant artistic scene. The concept of «L'Age d'Or» is to evoke the golden age of Beirut, capturing the elegance and refinement of a bygone era. The name itself, meaning «The Golden Age,» reflects the hotel's aspiration to provide guests with a luxurious and unforgettable experience.

#### **Design Services and Impact:**

The visual identity of «L'Age d'Or» draws inspiration from the glamour and sophistication of the past. Imagery features a sophisticated black and white color palette, accented with a lustrous golden pattern, evoking a sense of timeless elegance. The design elements aim to pay homage to Beirut's illustrious history while offering a modern and luxurious experience for guests.

While the project is still in the proposal phase, with infrastructure considerations being addressed, the vision for «l'Age d'Or» promises to be a unique addition to the vibrant tapestry of Saifi Village, offering guests a glimpse into the golden age of Beirut's past.





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## Healing Through Hypnotherapy - Merry Akiki Re-Branding

**Re-Branding** Logo I Website I Social Media Moodboard *Lebanon*  Mary's creativity and flow is so unique and special. The accuracy, the contrast and the expression of pain and feelings and human psychology are so captivating. Mary helped me in raising mental health awareness in a beautiful creative way encouraging people to read and to learn and become better. The beauty and charm of what you are doing is helping people become psychologically educated and read more on mental health. Thank you orange heart for the abundance, flow and continuous momentums that you shared with me. You gave my mission an identity, a shape and colour and form that resonated so much with my energy and opened up my flow in abundance, success and healing. May you always keep on blossoming!

#### Merry Akiki

*Clinical Hypnotherpaist* Healing Through Hypnotherapy

#### Introduction:

Healing Through Hypnotherapy, led by Merry Akiki, sought to rebrand its image, recognizing the need to evolve from its outdated identity. To achieve this, Mary crafted a new logo representing the brain and hypnotherapy waves in an abstract and evolutionary manner. Utilizing colors like orange for energy and creativity, along with beige, black, gray, and charcoal for relaxation and professionalism, the rebrand aimed to convey a sense of ease and trust to potential clients.

#### Design Services and Impact:

Collaborating closely with Merry Akiki, a comprehensive visual identity for Healing Through Hypnotherapy has been developed, including the logo, social media mood board/ initial posts and website. The logo's abstract depiction of the brain and hypnotherapy waves symbolized the clinic's transformative approach. The cold palette used was that of energetic effect and calm one. This rebranding effort resulted in attracting clients of higher caliber, reflecting positively on Merry's expertise and the clinic's reputation. The redesigned website further enhanced the clinic's online presence, providing a seamless and informative experience for visitors, ultimately contributing to the clinic's success and Merry's satisfaction with the outcome.





### ZEN **Re-Branding** Logo & Stationery | Print Items | Presentation | Website *Nigeria*

#### Introduction:

Zen Entity, a prominent construction and engineering company based in Nigeria, sought to revamp its brand identity to reflect its commitment to innovation and excellence in the industry. With a focus on delivering high-quality projects and services, Zen Entity enlisted the expertise of Wo.man by Mary Abi Nader to reimagine its logo and overall visual identity.

#### **Design Services and Impact:**

Under the guidance of Mary Abi Nader, Zen Entity's brand underwent a transformation that emphasized modernity and professionalism. A geometrical logo was conceptualized, embodying the company's precision and geometric approach to construction and engineering. This symbol was seamlessly integrated throughout the company's visual assets, including graphics and color palettes, which incorporated shades of yellow, charcoal, and black. The addition of the tagline «We build on trust» not only reinforces Zen Entity's commitment to reliability and integrity in their projects but also underscores the importance of building strong relationships with clients based on trust and transparency. By revitalizing its brand identity with this multifaceted message, Zen Entity positioned itself as a forward-thinking leader in the construction and engineering sector, leaving a lasting impression on clients and stakeholders alike.











## Wow Events and Exhibitions

**Brand Identity** Logo & Stationery | Apparel *Abu Dhabi*  Working with Mary Abi Nader has been a transformative experience for WOW Events & Exhibition Organizers. Her creativity and attention to detail have truly brought our brand to life. From developing our identity to designing every visual aspect, her work has been nothing short of exceptional. Every piece of design work, from our logo to our marketing materials and event signage, has been meticulously crafted to align with our brand's values and message. We have received countless compliments on our branding, and it has significantly enhanced our market presence. We look forward to continuing our partnership for future projects.

#### **Carole Ghanem**

*Founder & Managing Partner* Wow Events & Exhibitions

#### Introduction:

Wow Events and Management, a renowned company based in Abu Dhabi, specializes in creating extraordinary events and providing exceptional management services. With a commitment to delivering memorable experiences and exceeding expectations, Wow Events and Management is a trusted name in the industry.

#### **Design Services and Impact:**

For the corporate identity of Wow Events and Management, Wo.man by Mary Abinader employed a strategic approach to capture the essence of the brand. The logo features the word "Wow" accompanied by an asterisk, symbolizing the company's dedication to providing exceptional events and exhibitions. This asterisk serves as a visual cue, inviting viewers to delve deeper into the meaning behind "Wow," which stands for "world of wonders." The choice of magenta pink color reflects the vibrancy and excitement of the events orchestrated by Wow Events and Management, while the black and white accents add a touch of sophistication. This cohesive visual identity not only communicates the company's ethos of creating extraordinary experiences but also distinguishes it in the competitive events and management industry, leaving a lasting impression on clients and attendees alike.



wow\* STAFF





STAFF

world of welcomes



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### Sweet Soul - Poetry Book by Mary Abi Nader

**Publication** Book Design *India*  If she was three adjectives: spontaneous, formless and deep, If she was three colors: red, black and orange, If she was three expressions: poetry, design and art. But she is naturally more than the sum of three. That's what makes Mary's Sweet Soul.

#### Karim Nader

Architect & Author Karim Nader Studio

#### Introduction:

«Sweet Soul» by Mary Abi Nader is a heartfelt poetry book that delves into a myriad of emotions and inner experiences. Through its subtle yet profound verses, the book touches the heart with its simplicity and sincerity. As both the author and designer of «Sweet Soul,» Mary Abi Nader brings her words to life in a visually captivating manner. Available on Amazon, this poetry book is a testament to the power of authentic expression and the beauty of poetry that resonates deeply with readers.

#### **Design Services and Impact:**

In addition to its heartfelt poetry, «Sweet Soul» by Mary Abi Nader features captivating line art illustrations throughout the book. Mary's unique approach involved crafting raw and spontaneous illustrations, reminiscent of a child's innocent creativity. These illustrations, adorning both the cover and inner pages, complement the mature yet spontaneous emotions expressed in the poetry. Together, the words and illustrations create a harmonious journey through the depths of human experience, making «Sweet Soul» a truly special and engaging read.impression on clients and stakeholders alike.



Brand identity design Logo design Visual identity development Graphic design for print materials (brochures, flyers, posters, etc.) Packaging design Website design and development Mobile app design and development Social media graphics and management Presentation design (PowerPoint, Keynote, etc.) Infographic design Illustration UI/UX design Advertising campaign design Video and animation production Creative consultancy for design projects Search Engine Optimization (SEO) services Domain name hosting

From comprehensive branding strategies to captivating visual presentations, Wo.man offers a diverse range of design services tailored to meet the unique needs of our clients. Our innovative approach and attention to detail ensure that every project is executed with precision and flair.

**Collaborative Approach**: At Wo.man, we believe in the power of collaboration. We work closely with a network of talented professionals and experts, including graphic designers, web developers, marketing strategists, and more.

Each member of our team brings unique skills and perspectives to the table, ensuring that every project receives the attention and expertise it deserves. By leveraging our extensive network, we are able to offer comprehensive solutions that meet the unique needs of each client.

THERE IS JOY IN SERVING FROM THE HEART, CREATING DESIGNS THAT LEAVE A LASTING IMPACT.



# WE CAME TO THIS LIFE TO EXPERIENCE AND, ULTIMATELY, TO EXPRESS.

Mary Abi Nader is a seasoned design professional and creative consultant with over 20 years of experience across the private and public sectors in Lebanon and beyond. With a diverse portfolio encompassing over 100 projects, she has collaborated with a wide range of clients, including universities, medical centers, holding companies, conventions, international NGOs, restaurants, prominent public figures, personal portfolios and many others.

Mary's expertise in graphic design is complemented by her deep passion for cultural exploration, which manifests in various forms of artistic expression. Alongside her graphic design work, she immerses herself in poetry, painting, short videography concepts, music, and photography, traversing both inner landscapes and countries. In addition to her creative pursuits, Mary had also served as a dedicated university lecturer, sharing her wealth of knowledge and experience with aspiring design students and inspiring the next generation of creatives through mentorship and guidance.

In 2010, she partnered with Junior Chamber International (JCI) Lebanon, creating the branding image for its various national conventions and working on other major projects.

In 2015, Mary embarked on a transformative journey to the Isha Yoga Center in India to focus on her inner well-being. During her time there, she volunteered her design expertise to the center's Creative Department, enriching her approach to creativity and human connection.

Brand Image creation for various conventions

JCI 🖲

Volunteered for Isha Yoga Creative Department in India



In 2017, Mary completed a rigorous teacher training program at the Isha Yoga Center and began teaching wellness programs both in India and Lebanon. By 2021, she was instrumental in developing and coordinating classical dance and music classes, facilitated by Isha Samskriti alumni, for Project Samskriti.

Upon returning to Lebanon in 2022, Mary volunteered for the Conscious Planet - Save Soil movement, one of the largest global environmental initiatives, which reached an astounding 3.9 billion people. Her efforts in engaging over 100 influencers and celebrities from the Middle East honed her public relations skills, broadened her network, and fostered a profound sense of inclusion and community.

From 2023 onwards, Mary has been offering her exceptional design talents to various projects in Lebanon and internationally. She collaborates with artists on diverse ventures and works closely with the Lebanese National Higher Conservatory of Music.

Teacher's Training Program 202 Coordinated classical dance and music classes for Isha Samskriti

than 100 Influencers and celebrities from the Middle East.

Reaching out to more



2022

Working on various design projects & Collaboration on various projects with the LNHCM



# WORDS COMING FROM THE SOUL ALWAYS TOUCH US ALL.



Mary's way of expression about life's own discretion comes sometimes in the form of words just like how nature wakes up to the tweets of birds.

Few books are on Amazon. But, the creativity daily is a ton!

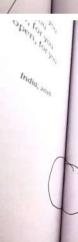
Poetry has its own sound, form, image, and rhythm and is endless in time.

IG:maryabinader.poetry

https://bit.ly/SweetSoul-Amazonhttps://bit.ly/HawaPoetryBook







#### Together

Come smell this flower with me Let our breaths be one

Don't pick up the petals, wondering if you love me Together, it's a smoother run

Come, come!

Blind

How blind was I I didn't see that You are nothing but me

In my silence it's you And in you I'm free

How blind was I I didn't see The Awakening

You have the warmest lap Where emotions do not overlap In your truth You have filled my gap I woke up from that long

#### One

What is this life! I feel drunk But instead of two I see One!

What is this tree What is this chunk And my mind's nonsense Is just plain junk!...

India-Ashram, 2016



# WHEN YOU FOLLOW THE FLOW, THE RESULT IS A MAGICAL BLOW.



Mary's strokes are nothing but the strokes of her feelings. Be it on any media, the colors are an expression of an inner, infinite, unbounded Wikipedia.

IG: maryabinader.art















I would thank you from the bottom of my heart, but for you my heart has no bottom.

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