

*deagency*

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BEST SELECTED WORK 2021/23

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Georges Chammas  
Deagency Co  
Miami, Florida

**Content.**

Abouts.  
Works.  
Clients.  
Contact.

Expert Digital  
Branding Solutions  
to elevate *your*  
business

**Portfolio.**



# Index.

**Hello,  
Welcome to deagency!**

Our purpose is to assist and guide our clients by nourishing a brand and allowing the art to flow and thrive. At Deagency, we believe in not only working with clients but building a lasting relationship. A community that understands and appreciates the creative aspects behind branding.

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## About.

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## Clients.

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## Works.

**Branding, Graphic Design, Web Design & Development & Social Media Management**

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## Contact.

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Deagency

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**About.**

# Deagency.

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## A Brief history of our branding agency

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Deagency's purpose is to take your company to the next level by creating a brand-new look and revamping it to help you continuously gain new customers.

Our team of experts work together to bring you the most unique and innovative ideas, making the experience at DeAgency an easy and memorable process.



Since 2021  
We love what we do.





The values we hold dear at deagency serve as a guide to ensure we never forget what we represent and what we stand for.

In order to implement customized designs that are personalized and tailored to you, we always think creatively when considering ideas or designs. Differentiating ourselves from others is to create and maintain an element of originality.

Taking responsibility for managing tasks and deadlines is an ethical value we believe in. This helps us keep things in order and gives us a clear sense of accountability.

Making sure you stand out and are easily identifiable with your customers is our goal. Throughout the design process, including our support and individual consultation, we maintain high standards.

**Creativity.**  
**Originality.**  
**Responsibility.**  
**Civility.**  
**Individuality.**  
**Quality.**

# Our Values.



# Team.

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**Our Founder,  
Georges Chammas**

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**Georges Chammas**

Our founder, Georges Chammas has a passion for creating brand success. That's how Deagency was born.

As a former student of architectural studies, I have always had a passion for design and expression. My goal has been to help everyone discover their creativity, but in a different way, which is what makes this experience so memorable.



# Services.

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## Branding.

A brand is a way to distinguish yourself from others. We are here to work together and help you achieve better success in the market. By allowing us to assess your process, we can improve and generate a trending look to capture your values. Branding is not just a logo. Branding is what comes after the logo a personal strategy, a good visual identity and stationery.

## Photography.

Having quality product photography not only helps to demonstrate your products, but it can also change the way your company is perceived. We create an environment using props and backdrops for the perfect shots, allowing you to create and set the tone of what emotions you want your brand to convey. Photography can be used to boost social media engagement and online performance.

## Graphic Design.

Good graphic design will help your brand be easily recognizable allowing your clients/customers to be familiar with what your company represents and offers. This technique allows your company to advertise itself not only affectively but creatively as well. Graphic designs go in hand-in-hand in translating and supporting our branding package forming a complete and coheres choice of packages.

## Social Media Management.

These tools are used to increase sales, build a consumer base and build brand recognition. As part of our Social Media Management package, we create engaging content that will grow your follower base and establish your business. We provide post templates, story ideas, and custom reels. In addition, we maintain feeds in order to keep the posts cohesive and well organized.

## Web Design & Development.

Web design and development are your digital signature. Our expertise aims to amplify your market penetration by refining your online presence. Beyond mere code and aesthetics, we curate immersive experiences that resonate with your target audience. We're here to partner with you in leveraging the digital realm to expand your horizons and tap into new markets.

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**Deagency.**

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**Clients.**



## **Client list.**

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**Interactive Development Company**

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**International Finance Bank**

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**YoSoy Centro Americano**

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**Paseo Universitario**

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**CAVU Cocina Sin Limites**

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**Paige**

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**BRP Mortgage LLC**

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**Oracle Representatives LLC**

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**DJ Jordan Sanchez**

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**Kaizen**

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**Uzzi & Lall**

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Deagency.

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**Works- Branding.**



# Branding.

## Logo, Business Cards, Menu & Flyer.

YoSoy is a Central American restaurant that serves classic home style dishes. For this project, we created a brand identity for YoSoy. We focused on the banana tree as a key design element as it's part of the central american culture. We then isolated specific colors that represent that concept to create a cohesive color palette. Demonstrated below is their primary and secondary logo design.



### Client.

Yo Soy Centro Americano

### Date.

November, 2021

[www.deagencyco.com](http://www.deagencyco.com)







# Branding.



**Client.**

Cavu

**Date.**

September, 2021

**Logo Design.**

Cavu is a latin steakhouse that will open in the heart of the Biscayne Plaza. The client requested keeping the typography simple but with an element that represent a cow.

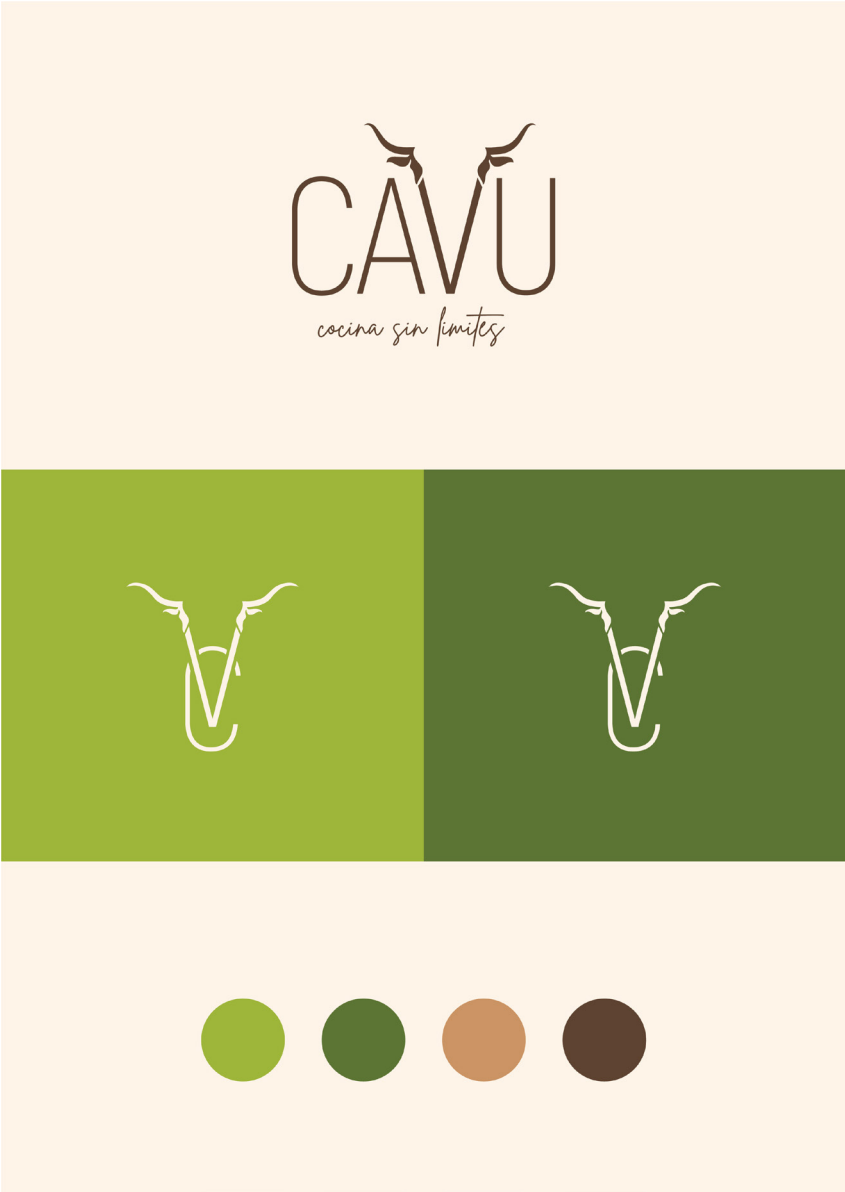
[www.deagencyco.com](http://www.deagencyco.com)

Made by deagency.



Using the natural form of nature, we wanted to implement the horns and shape of a cow.

Our play with the design of the horns and even the facial structure was influenced by natural features. We used this as a foundation for the design and implementation of their theme.





## Branding.

### Client.

Paige

### Date.

September, 2021



### Brand Identity.

Paige is a jewelry brand that promotes multiple accessories. For this project, the client wanted to portray the feeling of luxury through a creative typeface. The color palette was created with a variety of nudes color, as this brand is for every woman. Included in this brand identity is a redesigned logo primary and secondary logo, color palette, and typefaces .

We also included a business card design, a pouch and box design.

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# Branding.



**Client.**

Wholesome Esthetician

**Date.**

June-July, 2022

**Logo Design.**

The Wholesome Esthetician was created by Beth Davison to go beyond just enhancing the appearance of your skin, but to promote your internal health as well. Her belief is that skin is more than just what's on the outside; it also has to do with what's on the inside. The appearance of our skin is strongly influenced by our health.

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# Branding.



## Logo Design.

The logo design encapsulates elegance and simplicity, embodying Beth's vision by seamlessly connecting the letters W & E with a serif design for a cohesive look. A neutral palette was selected to evoke feelings of reassurance and calm in clients.

The primary logo blends serif and sans-serif elements for a fluid, approachable appearance. The logo mark simplifies this concept, maintaining the same font without the serif for broader versatility on social media and stationery, reflecting a clean and adaptable identity.



# Branding.

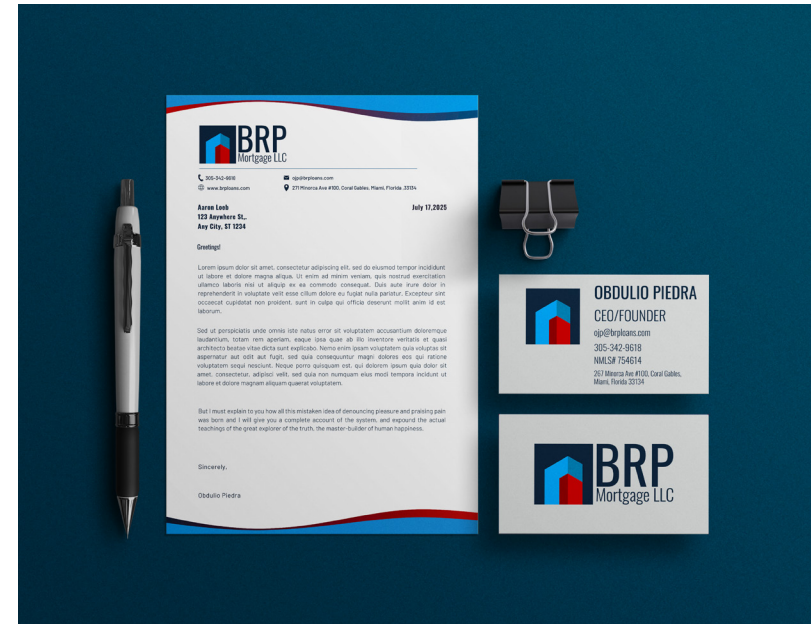


**Client.**

BRP Mortgage LLC

**Date.**

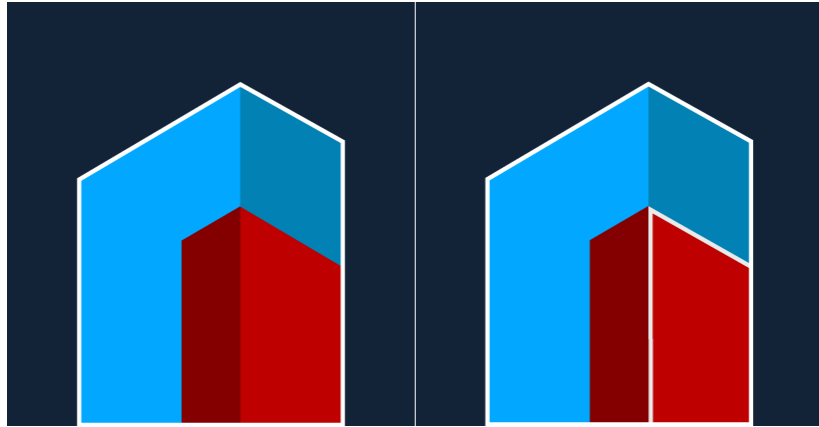
August, 2022



**Logo Design.**

BRP is a Florida licensed mortgage broker. Their mission is to provide decades of experience in the financial sector by delivering ideas and solutions to both residential and commercial clients. Providing seamless mortgage and financing assistance.

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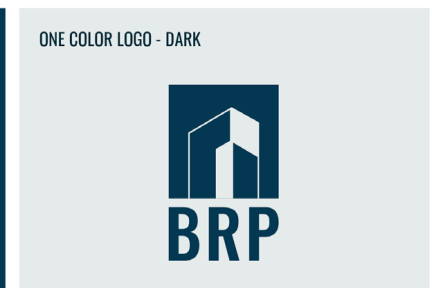
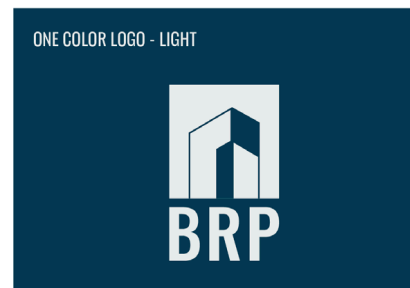
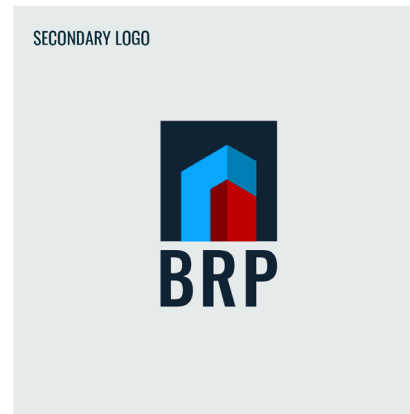
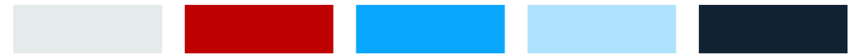


## BRP Mortgage LLC

Presented the mortgage rates in the form of charts. A color scheme associated with corporate environments. Red and blue are colors associated with safety and protection. Best mortgage rates are represented by an icon that resembles a bar chart and a building.

The outline of both charts together creates the visual representation of a building while not making it obvious via abstract representation. The darker hues begin to outline and exclude themselves as individual objects, giving the appearance of bar charts. It was intended to be simple, yet provide value for the company.

Made by deagency.





# Branding.



**Client.**

Oracle Representatives LLC.

**Date.**

December, 2023

**Branding.**

Oracle Representatives LLC is a luxury construction consultant for investors. Owner has successfully managed over 125 high end luxury construction projects. With a portfolio valued over \$52 million and over 10+ years of experience in high-end condo development & brand-new construction homes for one of Miami's most reputable luxury contractors.

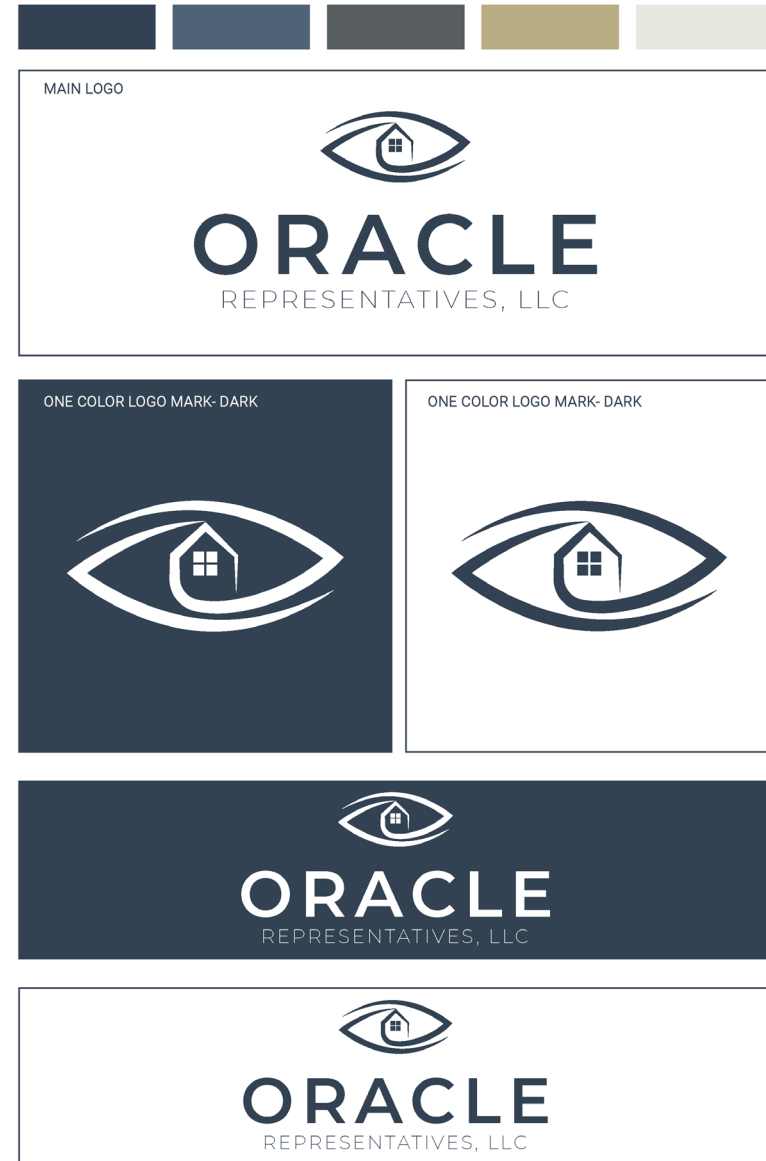
[www.deagencyco.com](http://www.deagencyco.com)

# Branding.



## Logo Design.

The Oracle logo is a harmonious blend of symbolism and professionalism. Inspired by the concept of foresight and watchfulness, we seamlessly integrated the imagery of an eye, a universal symbol of knowledge and insight. To uphold a sense of professionalism and convey their commitment to safety and security, we ingeniously incorporated a house as the pupil of the eye. This fusion underscores the client's dedication to vigilant oversight, as the eye perpetually safeguards construction endeavors. With the Oracle logo, we visually manifest our client's mission of providing both wisdom and unwavering protection to every project they undertake.



# Branding.



**Client.**

Kaizen

**Date.**

July-August, 2023

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**Logo Design.**

The Oracle logo is a harmonious blend of symbolism and professionalism. Inspired by the concept of foresight and watchfulness, we seamlessly integrated the imagery of an eye, a universal symbol of knowledge and insight. To uphold a sense of professionalism and convey their commitment to safety and security, we ingeniously incorporated a house as the pupil of the eye. This fusion underscores the client's dedication to vigilant oversight, as the eye perpetually safeguards construction endeavors. With the Oracle logo, we visually manifest our client's mission of providing both wisdom and unwavering protection to every project they undertake.

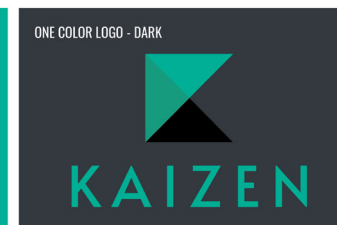
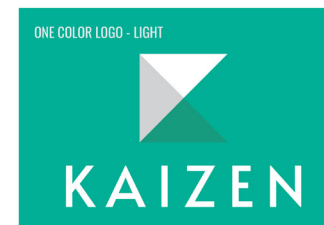
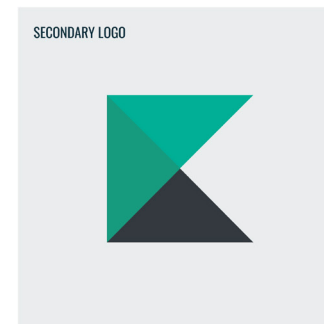
[www.deagencyco.com](http://www.deagencyco.com)

# Branding.



## Branding

Kaizen is an innovative import and export company dedicated to optimizing international trade while nurturing growth and innovation. Embracing the philosophy of continuous improvement, Kaizen drives positive transformation in the industry through ongoing progress and incremental changes. By streamlining supply chains and delivering exceptional products worldwide, Kaizen promotes economic development and cross-cultural collaboration. Their vision extends beyond seamless trade; we aspire to be an industry leader, fostering sustainable development and social responsibility. Through constant improvement, Kaizen paves the way for a brighter and more interconnected world.



# Branding.



## Branding

The branding project was undertaken to reflect the client's art inspiration, seamlessly weaving influences from Bauhaus art and the vibrant energy of 80's funk. Infused with the rhythmic essence of house music, the brand embodies a font style reminiscent of the genre's pulsating beats. This fusion captures creativity, nostalgia, and an irresistible dancefloor vibe that harmonizes perfectly with the client's unique style.

### Client.

DJ Jordan Sanchez

### Date.

June, 2023

Made by deagency.





# Branding.



## Client.

Uzzi & Lall

## Date.

March-April, 2024

## Branding.

Uzzi & Lall is a Special Situations & Restructuring Financial Advisory Firm, recognized for its proficiency in guiding businesses through critical financial challenges.

With a focus on delivering expert advice and insightful strategies, the firm is dedicated to assisting companies in overcoming unique financial hurdles, ensuring a path towards stability and growth.

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Made by deagency.



### Uzzi & Lall

The logo elegantly combines minimalism and symbolism, highlighting the brand's core elements through the capitalized initials 'U' and 'L' with a smaller ampersand connecting them. This text-only design emphasizes clarity and brand identity, merging modern and classical typography.

The ampersand not only links 'U' and 'L' but also ensures coherence with the secondary logo, enhancing brand recognition. Designed for versatility, it's ideal for favicons, social media, and company branding, encapsulating the brand's essence in a sophisticated, unified identity.



MAIN LOGO

Uzzi & Lall

ONE COLOR LOGO MARK- DARK

Uzzi & Lall

ONE COLOR LOGO MARK- DARK

Uzzi & Lall

Uzzi & Lall

Uzzi & Lall

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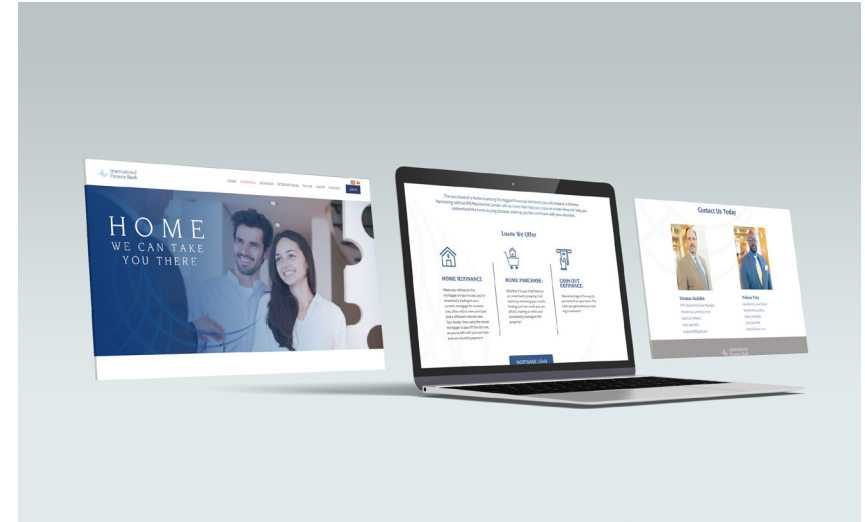
**Deagency.**

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**Works- Web design & Development.**



# Web Design.



## Landing Pages.

The project consisted of three landing pages created for IFB. We custom designed the landing pages then worked with our web developer to bring these to live! With regards to design, we decided to keep it simple and engaging by taking into account the impact of the photography used.

## Client.

IFB (International Finance Bank)

## Date.

November, 2021

## Made by deagency.

# Web Design.



## Website Design & Development

As part of the project, we were tasked with designing & developing a website for BRP. After customizing the landing page and all the tabs, we worked with our web developer to bring them to life!

We kept the design simple and engaging by taking into account user interface and making the website easier to navigate. To avoid confusing clients and wasting their time, we added a lot of call to action buttons.

### Client.

BRP

### Date.

October, 2022



# Web Design.



## Website Design & Development

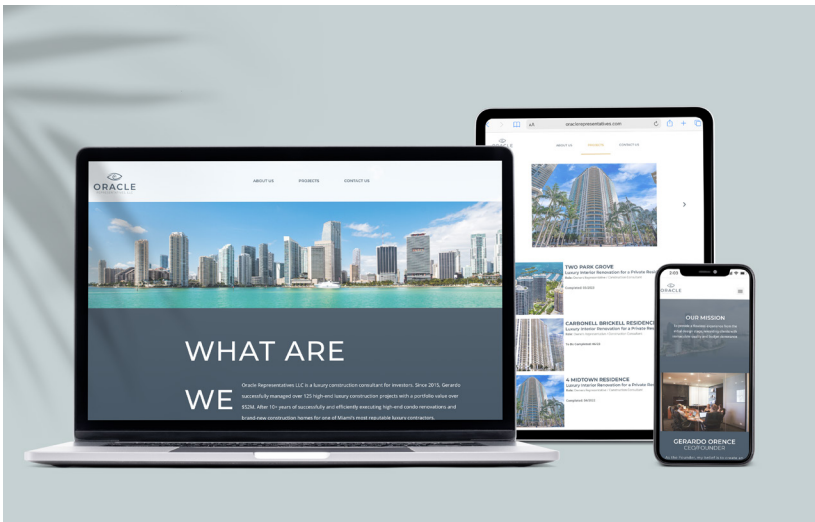
Tasked with the creation of a digital presence, we were entrusted to build and design the website for Oracle. Collaborating closely with an adept web developer, we meticulously transformed concepts into reality. Our design philosophy centered on simplicity and user-friendliness, resulting in an intuitively navigable platform. This digital showcase seamlessly captures Oracle's essence of sophistication within the luxury construction domain.

### Client.

Oracle Representatives LLC.

### Date.

December, 2023



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**Works- Graphic Design.**

# Graphic Design.

www.deagencyco.com



## YoSoy Centro Americano

After creating the brand identity, we were asked to create business cards, a double sided menu and flyer for the restaurant. Our goal was to keep the menu and flyer design simple, yet consistent with YoSoy's theme. Keeping the menu design simple enabled us to incorporate the design element without making the layout to crowded and overly concentrated.

## Client.

YoSoy Centro Americano

## Date.

November, 2021

# Graphic Design.

## Client.

IFB (International Finance Bank)

## Date.

February, 2021

## T-Shirt Design.

IFB is a bank situated across Florida with an office in New York. They are a loyal client to us, and we have worked on some outstanding projects with them. For this project the client asked us to create a design for their upcoming attendance at the Mercedes Corporate Run. They requested we design a Miami landmark, along with their values for the front. As a tribute to a colleague, they requested that we create an illustration for the back. We were honored to be asked to create this design in her memory, which made this project very special for us.

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Made by deagency.



International  
Finance Bank



— 2022 —  
CORPORATE RUN  
TEAM IFB



In Loving Memory of Maria De Witt  
August 6, 1959 - December 23, 2021





CLOSENESS  
SOUNDNESS  
DECISIVENESS  
EXEMPLARINESS  
CLOSENESS  
CLOSENESS



International  
Finance Bank

2022  
PORATE RUN  
TEAM IFB



328 

Maria De Witt  
October 23, 2021



# Graphic Design.



## Brochure Design.

Brochure created to introduce the new entities to IFB's clients. Unlike typical brochures we have studied and seen, this design stands out amongst many.

A creative, original display of all entities merged into one. The end result satisfied our client well. To keep their design profile consistent, we then used this design in the landing pages, as well as to create a digital flipbook.

## Client.

IFB (International Finance Bank)

## Date.

November, 2021

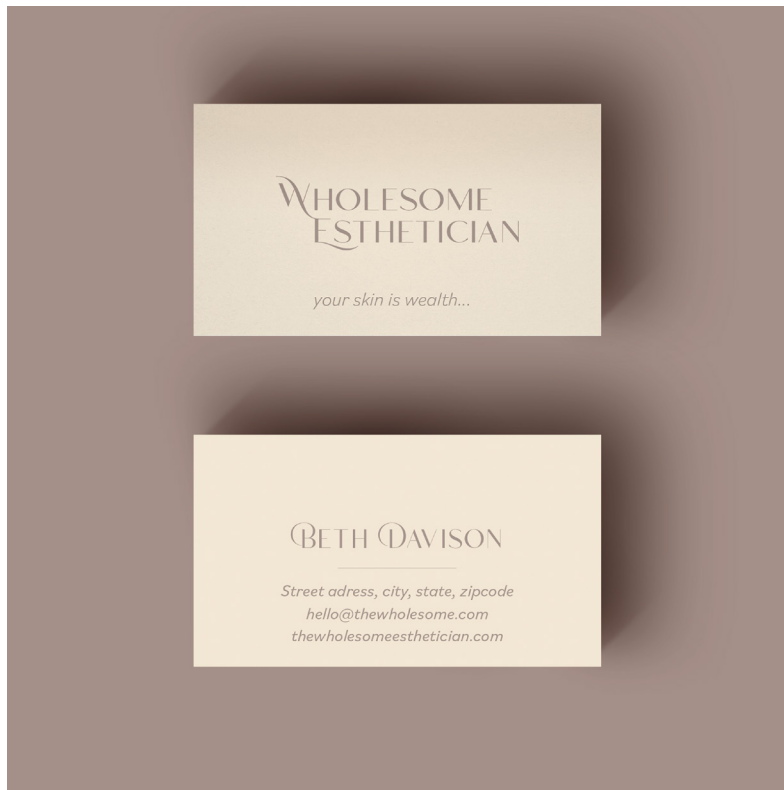
# Graphic Design.

**Client.**

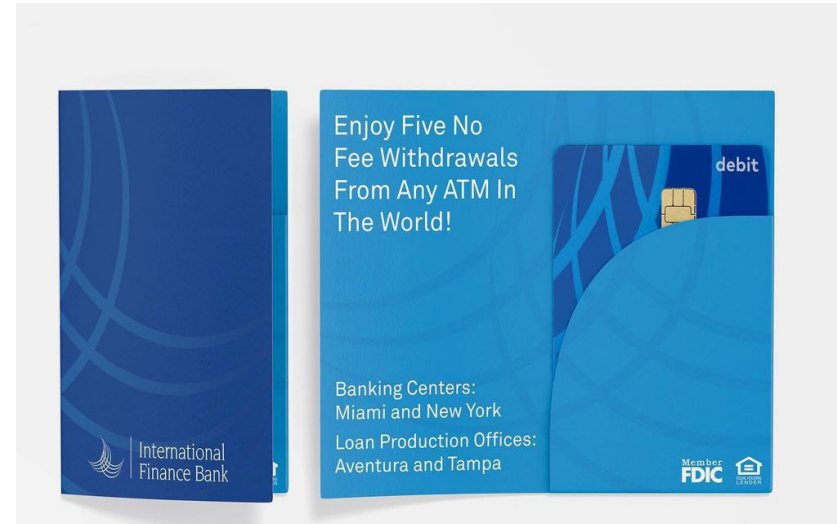
Wholesome Aesthetician

**Date.**

June-July, 2022



# Graphic Design.



## Flyer Design & Card Holder

We recommended creating a physical flyer as well as a digital flyer for IFB. Professional and aesthetically pleasing was the goal of this design. By emphasizing their company colors, we created a visually appealing look. Keeping it simple and aligned with the company's identity was the goal of the debit/credit card holders.

### Client.

IFB (International Finance Bank)

### Date.

July, 2022

# Graphic Design.

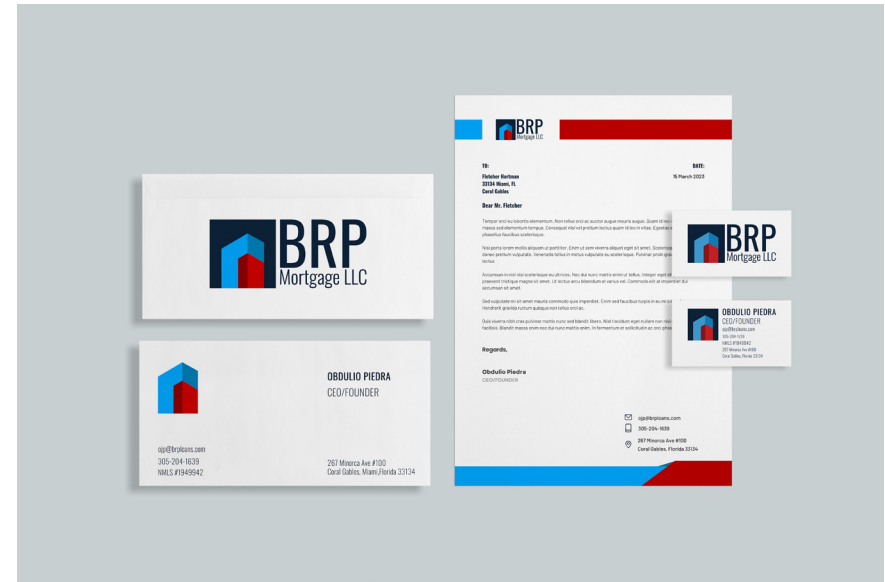


**Client.**

BRP

**Date.**

August, 2022



# Graphic Design.



## Portfolio Redesign

IDC needed a revised portfolio designed for an upcoming marketing campaign they planned to launch aimed at gaining new clients.

Keeping it simple and aesthetically pleasing to maintain a professional appearance, but also being creative and matching their brand.

## Client.

IDC (Interactive Development Company)

## Date.

October, 2022



# Graphic Design.



## Client.

Oracle Representatives

## Date.

December, 2023





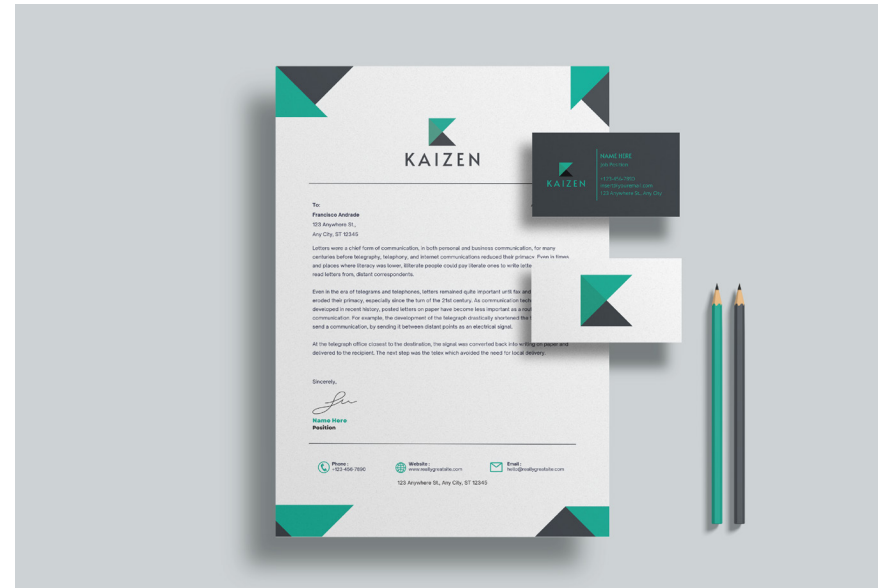
# Graphic Design.

## Client.

Kaizen

## Date.

July-August, 2023



# Graphic Design.

## Client.

Uzzi & Lall

## Date.

May-April, 2024



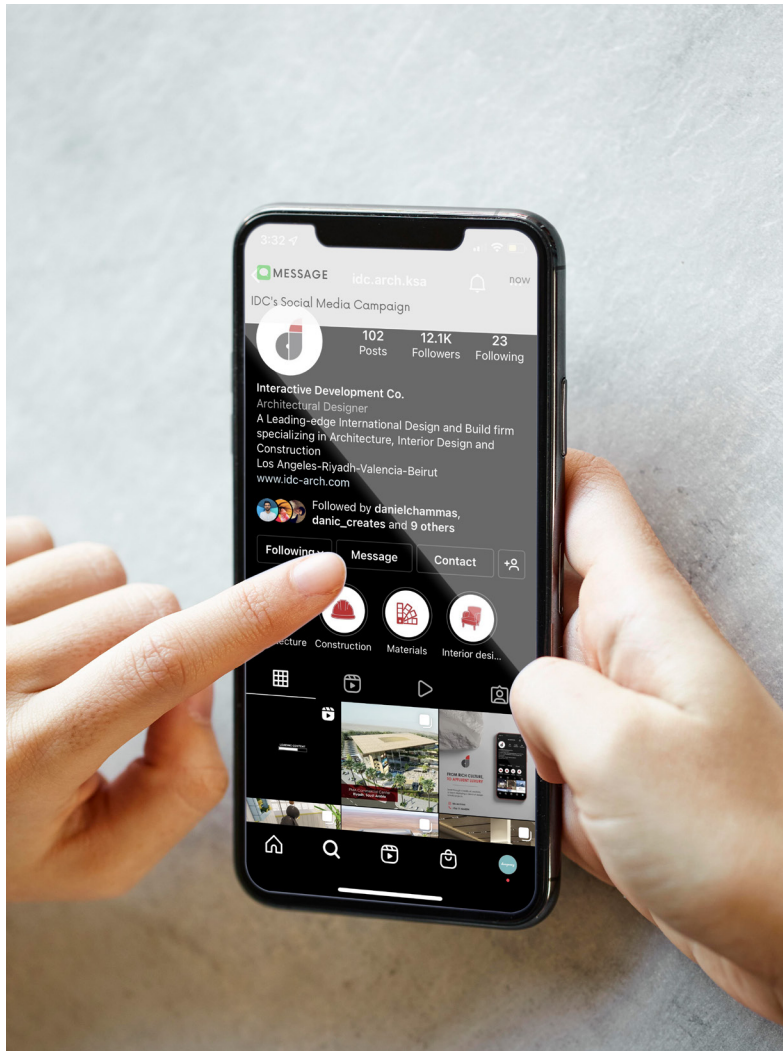
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**Works- Social Media Management.**

# Social Media.

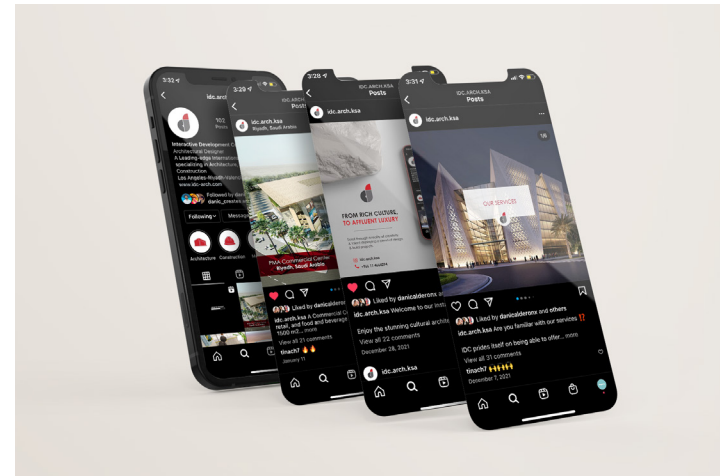


## Client.

Interactive Development Company

## Date.

September, 2021



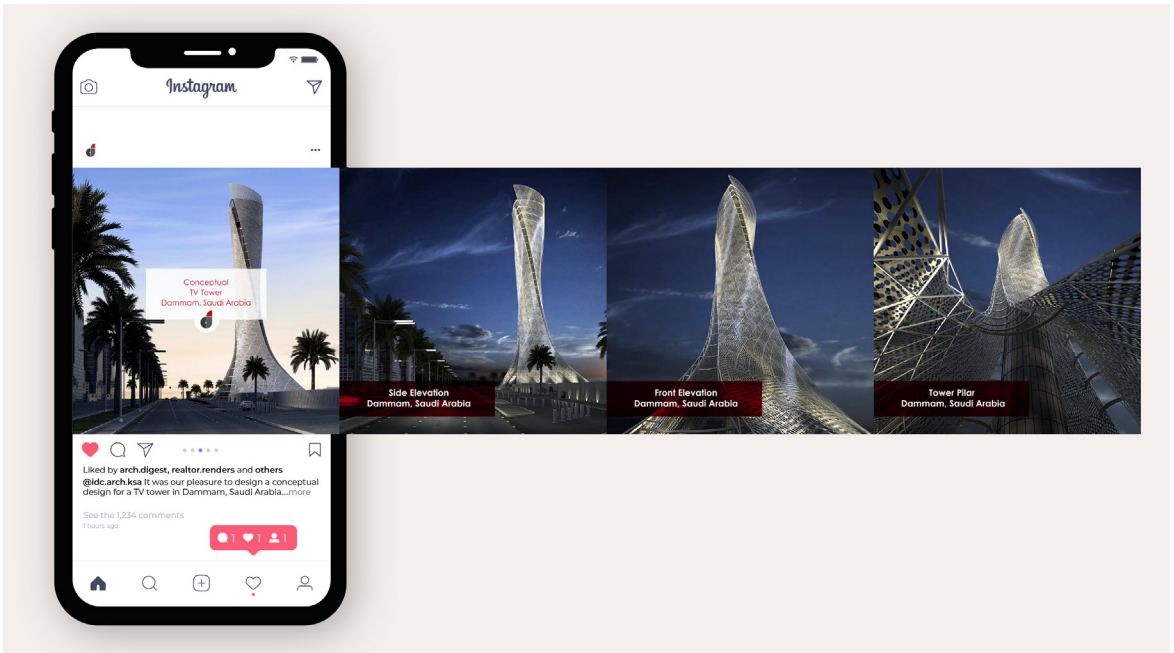
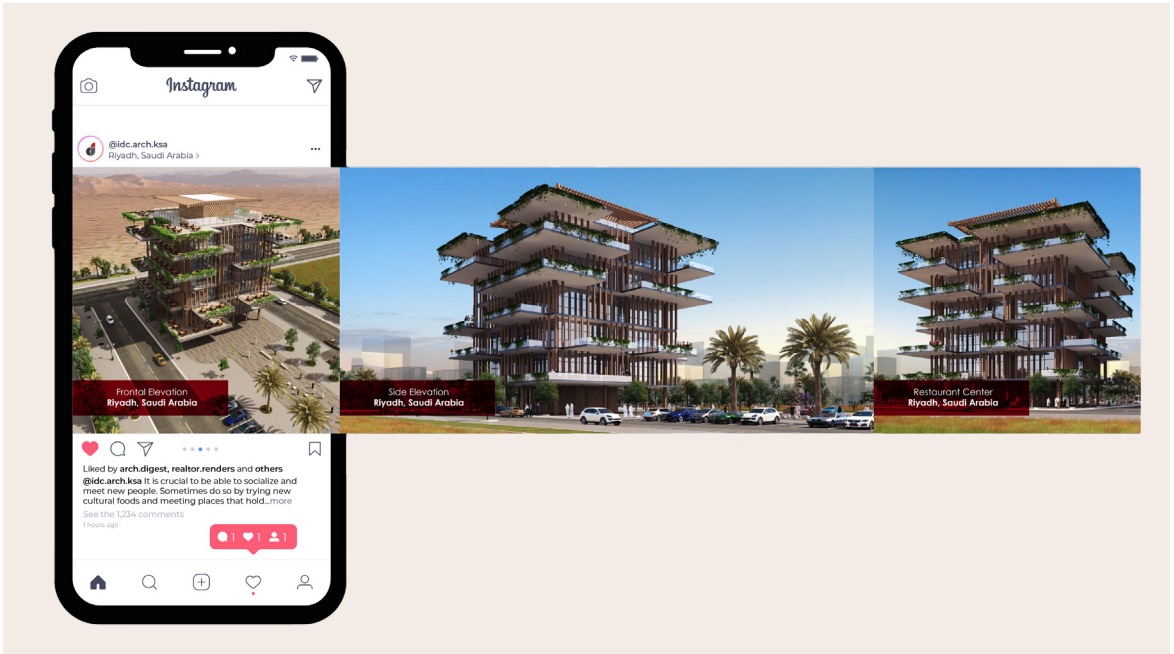
## Social Media Management

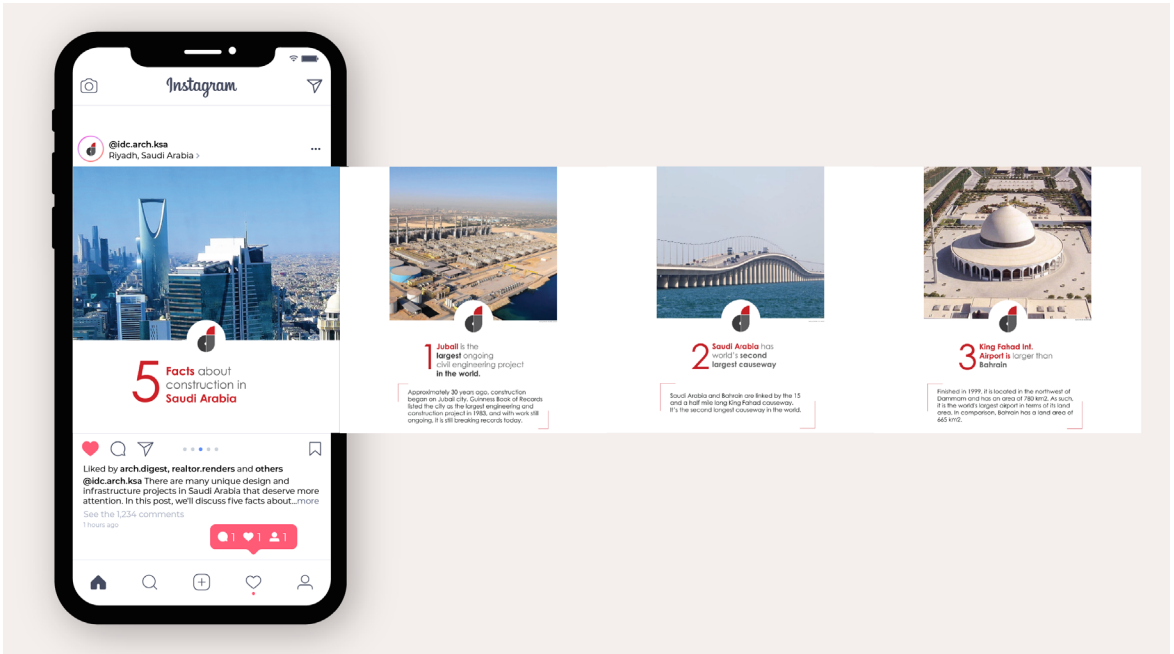
We developed a social media campaign for a highly respected architectural firm in Riyadh, Saudi Arabia with the goal of attracting new clients and highlighting their projects. Creating custom templates for displaying their projects, stories, and reels.

After a consulting meeting we suggested creating interactive stories that improved their follower engagement.

**Location, Riyadh, Saudi Arabia**

IDC  
SOCIAL MEDIA MANAGEMENT







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**Deagency**

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**Contact.**

# Get In Touch.



*deagency*

What are you waiting for? Join us on this creative journey!

Please feel free to contact us for a personal quotation or if you have any further questions!

We are looking forward to working with ***you!***

**Address.**

Miami,  
Florida, United States

**Phone.**

Phone : 786-781-7244

**Online.**

[gchammas@deagencyco.com](mailto:gchammas@deagencyco.com)  
[www.deagencyco.com](http://www.deagencyco.com)

**Social Media.**

FB : [deagencyco](#)  
IG : [@deagencyco](#)

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