لبكي labaki Services & Packages

Editorial & Print Design

multidisciplinary design studio
www.labaki.studio
Beirut - Lebanon
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we build (& rebuild) brands, objects and spaces - from the ground up.

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OUR ETHOS

Founded in Beirut (2024), Labaki Studio draws inspiration from a principle expressed by Massimo Vignelli: **Design is One**.

Design is understood as a process rather than an outcome. It begins with understanding people, their needs, stories, desires and ways of interacting with the world, then translates those insights into thoughtful experiences.

In keeping with this philosophy, the studio is fundamentally **multidisciplinary**, working across different fields of design. It is a place of both **mastery and experimentation,** where every detail is treated with care.

At its core, it is committed to design that **is ethical, thoughtful, meaningful and, above all, human.**



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OUR SERVICES

(WHAT WE DO)

The Studio brings together three fields of design, each with its own scope and possibilities. The following pages detail the services offered, from concept to production.

Editorial & Print Design

- Books & Publications
- Creative Collaborations
- Interactive Print

EDITORIAL & PRINT DESIGN

Books & Publications

Designing books, e-books, magazines, artist books, research publications, and digital editions.

Creative Collaborations

Collaborating with brands, artists, talents, and cultural organisations to develop custom **printed pieces**, from limited editions to special releases and custom publications.

Interactive Print

Developing card games, creative kits, and interactive printed materials that encourage participation, exploration, and exchange.

For a detailed view of the deliverables explore the Package Breakdown

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PROJECT STRUCTURE

(HOW WE BUILD)

Each project begins with an understanding of its brief, objectives, and specific needs.

Based on these, the work is split into components: an **Essential** Package, **Extension** Packages, and **Add-Ons**.

This structure helps organise deliverables, establish a timeline, and determine project pricing.

PROJECT STRUCTURES

(HOW WE BUILD)

Essential Package

The **starting point** of every project, covering the **core research, concept development, and design work**.

It establishes the creative direction and provides the **primary deliverables** upon which the project can develop.

+

Extension Packages

Extensions expand the scope with **technical development, prototyping, or production.**

They adapt and apply the work across different formats, applications, and contexts - physical or digital.

+

Add-On Services

Add-Ons complement the main packages by addressing specific needs that require further personalisation, or specialised work.

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EDITORIAL & PRINT DESIGN

(PACKAGES BREAKDOWN)

Essential Package

Publication
Creative Research
Concept Development
Structure & Layout
Typography Chart
Digital Mockups

e-Publication
Creative Research
Concept Development
Structure & Layout
Typography Chart
Digital Mockups

Printed Material
Creative Research
Concept Development
Structure & Layout
Typography Chart
Digital Mockups

Extension Packages

Special Binding Design
Binding Concept + Design
Visualisation

Special Finishes
Printing Techniques & Finishes
Paper & Material Selection
Finish Specifications

Digital Deployment
Digital Format Adaptation
Interactive Elements & Navigation
Deployment & Launch

Add-Ons

Content Organisation
Content Structuring
Editorial Hierarchy
Content Sequencing

Print Execution & Follow-Up
Prototyping
Printing & Production Coordination
Quality Control & Follow-Up

Multi-Script Adaptation
Latin & Arabic Script Adaptation
Typographic Adjustments

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OUR FOCUS

(INDUSTRIES WE SERVE)

Food & Beverage

Hospitality, restaurants, bars, culinary concepts, artisanal production, F&B brands.

Arts & Culture

Museums, cultural institutions, exhibitions, publications and creative initiatives.

Entertainment & Events

Music bands, film, performing arts, festivals, celebrations and audiovisual experiences.

Our practice is driven by storytelling and experimentation, favouring projects that allow for originality and expression, making it less suited to corporate and institutional work, particularly in finance, healthcare and large-scale industry.

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ABOUT THE FOUNDER



José Labaki is a designer and founder of Labaki Studio (2024).

Driven by a passion for design in all its forms, his practice spans visual identities, objects and spaces, with a particular interest in the connections between design and culture.

Through creative research, he explores human behaviour and communication, developing original methods to challenge assumptions and uncover unexpected connections.

He is particularly fascinated by the expressive power of design, and how subtle changes in shapes, lines and proportions can transform meaning and perception.
From 2019 to 2026, he taught design methodology and interaction at the Lebanese Academy of Fine Arts (ALBA), an experience that continues to inform his approach.

His work combines thoughtful research with creative experimentation, guided by the belief that meaningful design begins with understanding and expressing human needs, desires and stories.

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CONTACT

Get in touch for projects, inquiries,
collaborations, and tailored quotations

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Fonts In Use

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