لبكي labaki Services & Packages

Complete Edition

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.

- Branding & Visual Identity
- Industrial & Space Design
- Editorial & Print Design

BRANDING & VISUAL IDENTITY

Brand Identity

Building brand identities **from the ground up**, from defining their purpose to developing a **complete visual language** across **physical** and **digital** platforms.

Rebranding

Revisiting existing identities, preserving what remains relevant and defining what needs to evolve, to **create a complete visual language** aligned with the new directions and ambitions.

Graphics for Screen

Creating visual identities for **film, screen and audiovisual:** from fictional brands and packaging to title design, credits and promotional materials.

Event Identity

Developing complete visual identities for **events**, **exhibitions, gatherings, celebrations and festivals**, from the concept to all physical and digital touchpoints.

For a detailed view of the deliverables explore the Package Breakdown

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INDUSTRIAL & SPACE DESIGN

Bespoke Products

Designing bespoke **products and objects**, developing each piece from concept to production with a focus on story, function, materials and manufacture.

Custom Furniture

Creating **custom furniture** for private use, public spaces. From individual pieces to collections, tailored to specific needs, desires and environments.

Interactive Pop-Ups

Setting up **temporary spaces and installations** for exhibitions, and brand activations, creating opportunities for public interaction, participation and discovery.

Scenography

Developing displays for exhibitions, performances, events and retail, shaping how artworks, performances and products are presented and experienced.

For a detailed view of the deliverables explore the Package Breakdown

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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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BRANDING & VISUAL IDENTITY (PACKAGES BREAKDOWN)

Essential Package

Branding / Visual Identity
Logo + Logo Suite
Typography Chart
Color Palettes
Graphics / Pattern Library

Extension Packages

Packaging Design
Concept + Design
Digital Mockups / Renders

Website Design [UX / UI]
Architecture / Wireframes
UI Design
Interactive Prototype

Stationery
Business Cards
Letterheads
Envelopes
Printed Material

Social Media Templates
Layout Templates
Editable Template Files

Signage & Wayfinding
Exterior & Façade Signage
Interior Signage
Wayfinding System
Digital Mockups / Renders

Add-Ons

Packaging Execution
Prototypes
Printing Preparation
Production Coordination

Website Development
Platform or Custom
Full-stack Development
Testing & Website Launch

Copywriting
Tone of Voice
Brand Messaging
Written Content & Texts

Naming
Brand Naming
Product Naming

Art Direction & Photoshoots
Moodboard & Storyboard
Photoshoot Planning & Direction
Images for Website & Socials

Multi-Script Adaptation
Latin & Arabic Script Adaptation
Typographic Adjustments

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INDUSTRIAL & SPACE DESIGN

(PACKAGES BREAKDOWN)

Essential Package

Product
Creative Research
Concept Development
Design Proposal
Renders / Visualisations

Temporary Space
Creative Research
Concept Development
Design Proposal
Renders / Visualisations

Scenography
Creative Research
Concept Development
Design Proposal
Renders / Visualisations

Extension Packages

Technical Drawings
Detailed Dimensions & Specifications
Material & Construction Specifications
Technical Drawings for Artisans
Production / Fabrication-Ready Files

Product Packaging Design
Concept + Design
Digital Mockups / Renders

Spatial & Installation Planning
Spatial Layouts
Technical Plans
Installation Guidelines
Digital Renders /Visualisations

Add-Ons

Craft & Production Coordination
Artisan & Workshop Sourcing
Physical Prototyping
Fabrication & Production Coordination
Quality Control & Production Follow-Up

Packaging Execution
Prototypes
Printing Preparation
Production Coordination

Product Naming

Product Copywriting

Art Direction & Photoshoots
Moodboard & Storyboard
Photoshoot Planning & Direction
Images for Website & Socials

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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

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collaborations, and tailored quotations

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Fonts In Use

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