



COMPANY *profile*

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SUNSHINE STORY

WELCOME TO SUNSHINE

At SUNSHINE, we believe that every successful brand begins with a clear vision and a well-defined strategy. In today's competitive market, businesses need more than visibility—they need meaningful connections, strong positioning, and a lasting impression that drives growth and builds trust.

Through a combination of strategic consulting, marketing expertise, branding, and digital communication, we help businesses transform ideas into impactful brand experiences

We don't just grow businesses — we uncover their potential, amplify their presence, and guide them toward lasting success.





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LEADERSHIP VISION

At the heart

of every successful organization is a clear vision, strong leadership, and a commitment to continuous progress. The following messages reflect the mindset that drives SUNSHINE forward—sharing the values, ambitions, and strategic direction behind every project, partnership, and achievement. Together, they represent a unified perspective focused on innovation, meaningful impact, and sustainable growth.



A MESSAGE FROM OUR

CHAIRMAN

After more than 25 years in business, I have learned that true success is not measured only by what we achieve for ourselves, but by what we help others achieve. At SUNSHINE, we believe that trust, dedication, and belief in a vision are the foundations of lasting success. That is why we guide businesses toward sustainable growth and meaningful impact.

Anas Abou Assi

CHAIRMAN

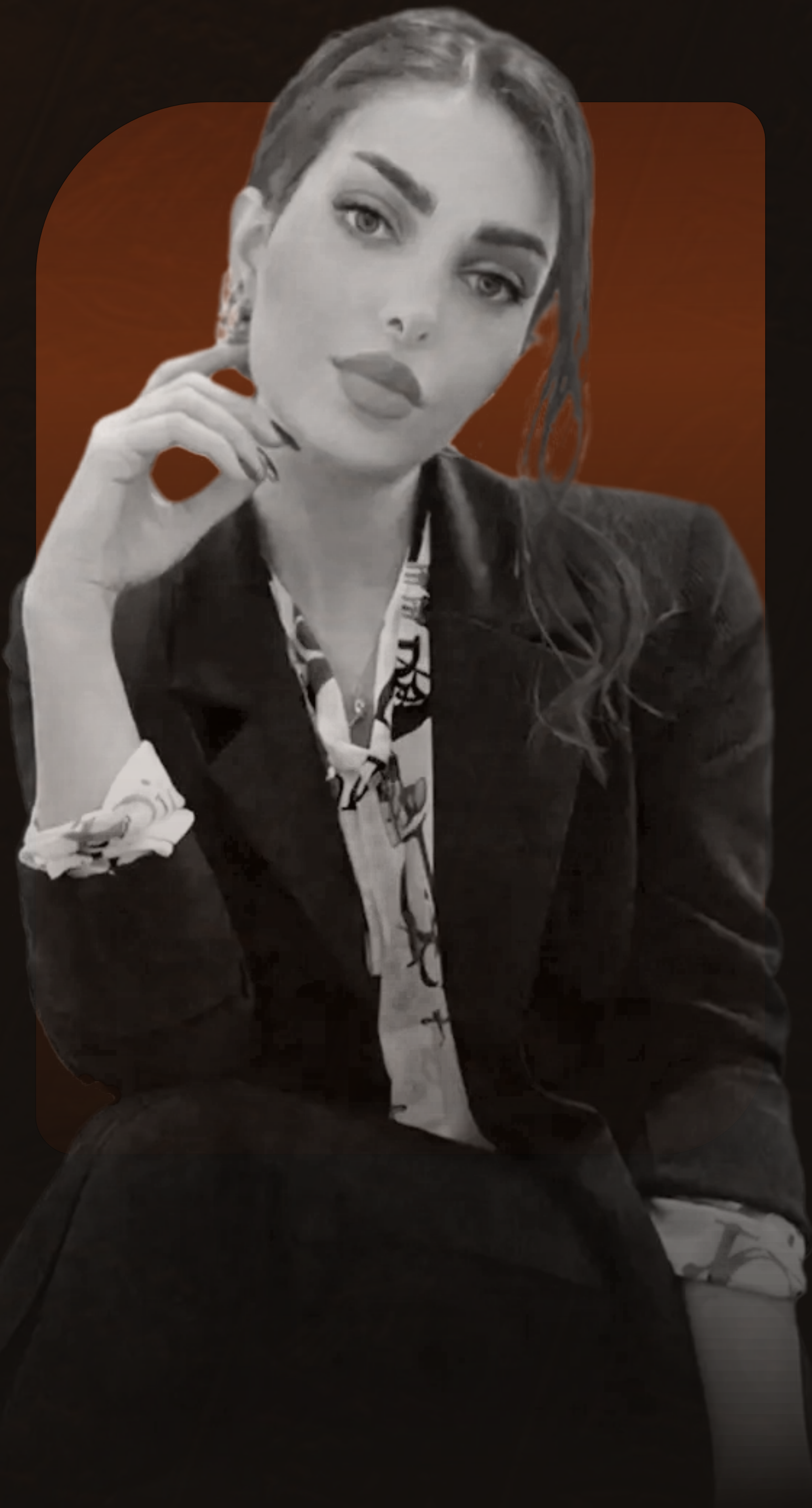


A MESSAGE FROM OUR

FOUNDER

I believe every business starts with a dream, and every dream deserves a real opportunity to become a success story. At SUNSHINE, we combine strategy and creativity to transform ideas into strong brands and inspiring journeys. To us, success is not simply a destination, but a continuous journey of passion, growth, and belief in what is possible.

Shorouk Assi
CEO





A MESSAGE FROM OUR

CONSULTANT

Throughout my years of experience, I have learned that the greatest achievements begin with people. When we build strong teams, establish clear values, and lead with purpose, growth becomes a natural outcome. At SUNSHINE, we believe in giving, empowering, and supporting businesses and leaders to create a lasting impact for generations.

Saber Alrawas
Consultant





OVERVIEW

About SUNSHINE

Headquartered in Dubai, United Arab Emirates, SUNSHINE partners with businesses across multiple industries and international markets, delivering strategic consulting, branding, marketing, and digital communication solutions tailored to each client's unique goals.

Our Reach

Working with clients across the Middle East, Europe, Asia, North America, and South America, we help brands strengthen their presence, expand their influence, and build meaningful connections in an increasingly competitive landscape.

Markets We Serve

UAE • Saudi Arabia • Qatar • Kuwait • Oman • Bahrain • Egypt • Jordan • Lebanon • Iraq • Türkiye • United Kingdom • France • Germany • Spain • Portugal • Sweden • Norway • Denmark • Canada • United States • Brazil • Australia • New Zealand • Malaysia • Singapore • Azerbaijan • Switzerland

Our Services



CONSULTING

SUNSHINE BUD LLC lights up your decisions with clarity. No more guesswork with SUNSHINE BUD LLC.



MANAGEMENT

True leaders set the direction. Elevate your leadership with SUNSHINE BUD LLC.



MARKETING

Work with SUNSHINE BUD LLC for a professional marketing strategy. SUNSHINE BUD LLC guides you to measurable growth.



ADVERTISING

SUNSHINE BUD LLC leads your Ads on a clear path to success.



BUSINESS DEVELOPMENT

Discover new investment opportunities with SUNSHINE BUD LLC, built to drive sustainable growth.

At SUNSHINE BUD LLC, every service is designed to solve real business challenges through a strategic and results-driven approach. Rather than offering isolated solutions, we create integrated systems that combine consulting, marketing, management, business development, and media production into one unified ecosystem tailored to each client's objectives.



MEDIA PRODUCTION

SUNSHINE BUD LLC brings your brand to life through expert media production.

Our multidisciplinary team works collaboratively to understand every business from the inside out, developing customized strategies that strengthen brand positioning, improve operational performance, and unlock sustainable growth opportunities. Every decision is guided by research, creativity, and measurable outcomes.



SUNSHINE DNA

MISSION & VISSION

Who We Are

SUNSHINE is more than a consulting and marketing company. It is a strategic partner dedicated to helping businesses navigate challenges, uncover opportunities, and achieve sustainable growth. By combining business insight, expertise, and innovative thinking, we help organizations build stronger foundations, create meaningful connections, and move confidently toward their goals.





OUR MISSION

To empower businesses with strategic insight, innovative solutions, and meaningful partnerships that drive sustainable growth, strengthen market presence, and transform ambitious ideas into measurable success.

OUR VISION

To become a trusted regional leader in business consulting, marketing, and development, helping organizations unlock their full potential and build a future defined by growth, innovation, and lasting impact.

OUR VISUAL IDENTITY WORKS

OUR APPROACH

Every visual identity we create begins with a deep understanding of the brand's vision, values, and long-term ambitions. Through strategic thinking and creative exploration, we transform ideas into distinctive visual systems that communicate with clarity and purpose.

From logo development and color palettes to typography, graphic elements, and brand applications, every detail is thoughtfully designed to ensure consistency across every touchpoint. Our process combines research, creativity, and precision to build identities that not only look exceptional but also create meaningful connections with audiences while supporting long-term success.



VISUAL IDENTITY DESIGN

HAVANA CHALET



Logo Concept

The HAVANA Chalet logo reflects timeless elegance, tranquility, and refined hospitality. A custom H-A monogram forms its centerpiece, symbolizing harmony, sophistication, and the brand's unique identity. Elegant serif typography enhances its luxurious yet welcoming character, while generous letter spacing creates a clean, premium look. The muted olive green conveys nature and serenity, complemented by a subtle gold accent that adds understated luxury. Together, these elements create a distinctive visual identity tailored for a high-end chalet experience.



Olive Green
HEX: #67715A



Dark Olive
HEX: #4B5242

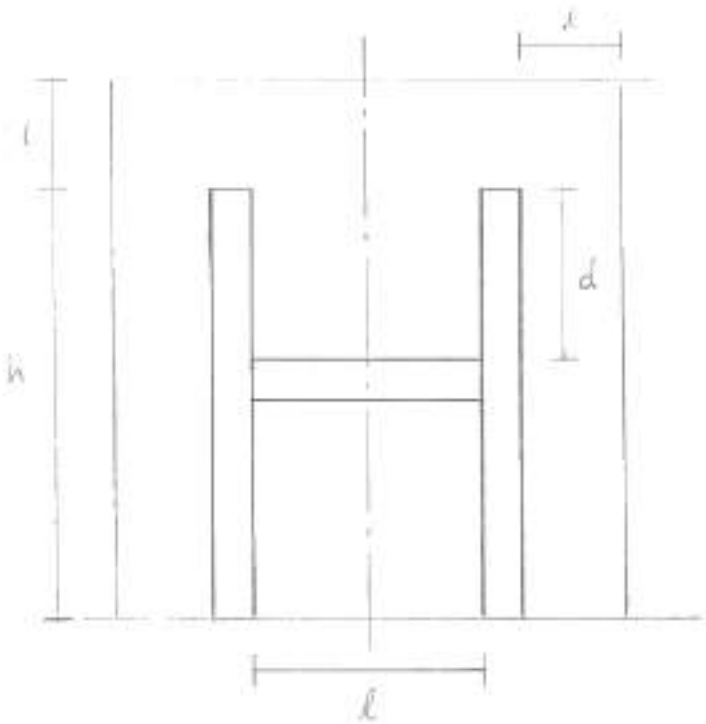


Warm Gold
HEX: #C49455

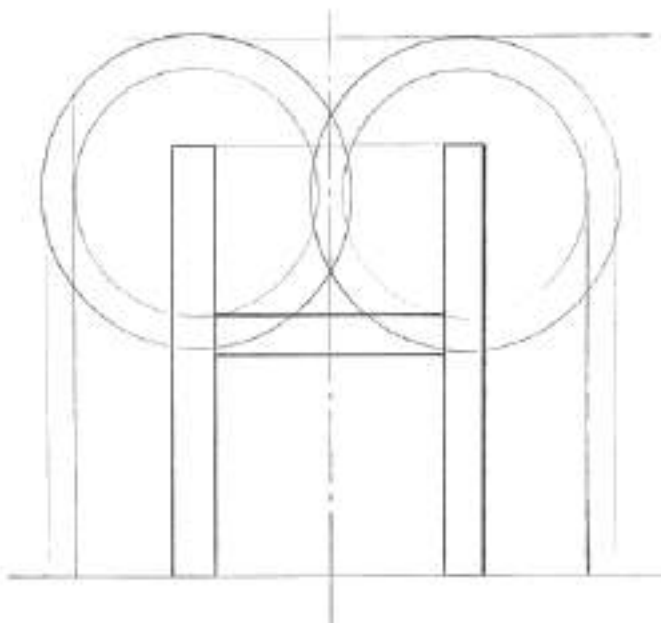


Ivory
HEX: #F8F6F1

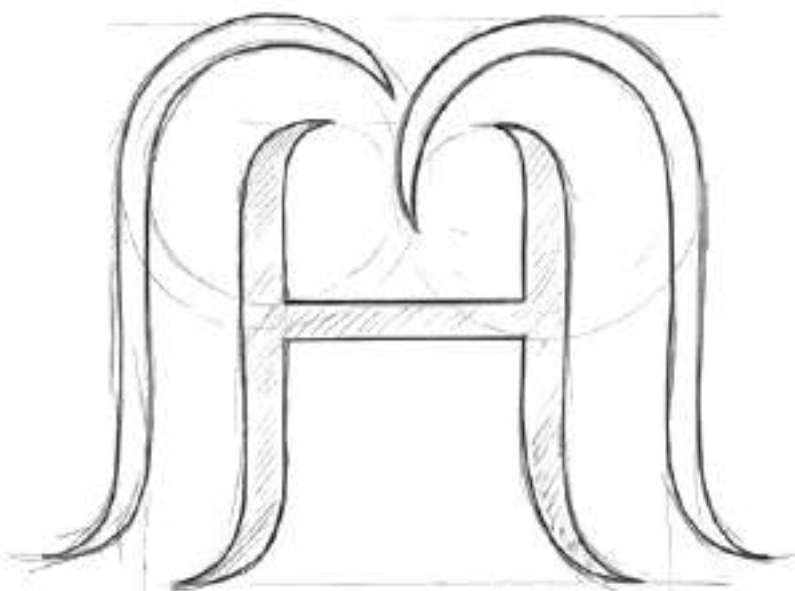
01 — Basic geometric structure



02 — Arch construction



03 — Monogram formation



OUR MOCKUPS

The HAVANA Chalet logo is designed to express timeless elegance, tranquility, and refined hospitality.



VISUAL IDENTITY DESIGN

AI-MARASH HOSPITALITY



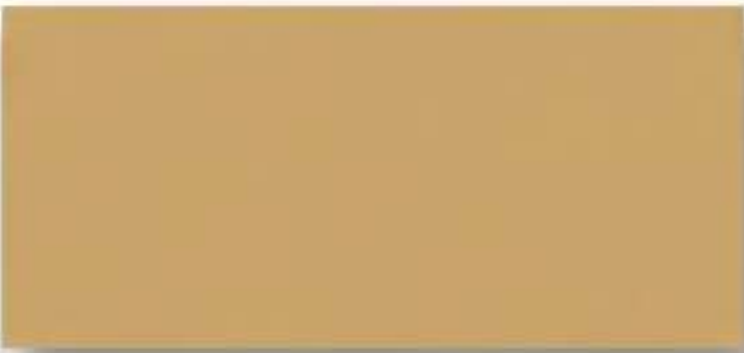
Logo Concept

The logo draws its inspiration from "Al Marash," the traditional rosewater sprinkler long associated with Arab hospitality and the ritual of welcoming guests. Rather than illustrating the object literally, the design transforms its slender, graceful silhouette into a refined and contemporary mark. At its heart, the Arabic letter "ش" — the last letter of the brand name — is seamlessly integrated into the sprinkler's form, creating a unique monogram that balances cultural authenticity with modern simplicity.



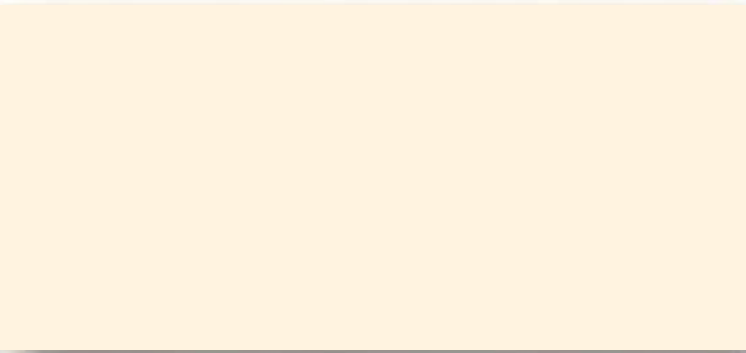
Arabian Burgundy
HEX: #4B1821

Represents luxury, heritage, warmth, and sophistication. Inspired by traditional Arabian majlis interiors, it reflects elegance, authenticity, and timeless hospitality.



Antique Gold
HEX: #C8A46A

Symbolizes generosity, premium quality, and refined hospitality. Inspired by the warm metallic tones of traditional Arabic Dallahs and handcrafted details.



Desert Sand
HEX: #fff3e0

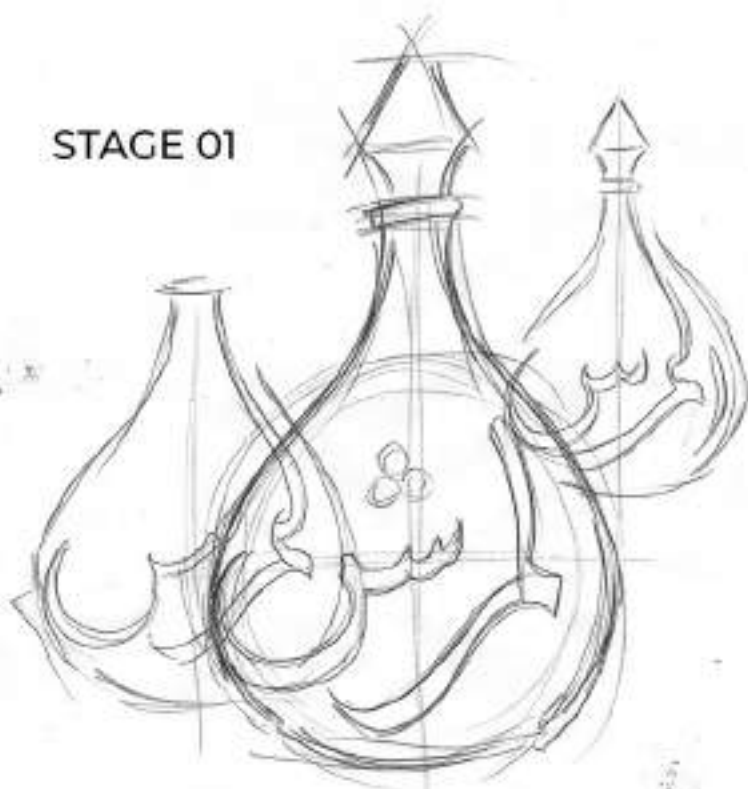
Represents purity, balance, warmth, and simplicity. Inspired by the soft colors of desert landscapes, creating a calm and welcoming visual atmosphere.



Soft Gold Gradient

Represents authenticity, depth, and craftsmanship. Inspired by Arabic coffee, adding richness and timeless character to the visual identity.

STAGE 01



STAGE 02



STAGE 03



OUR MOCKUPS

See the Al Marash identity in motion — from tailored uniforms to business cards and the small presentation boxes served at the table, each application reflects the same warmth and refinement at the heart of the brand



VISUAL IDENTITY DESIGN

NOKBAT AL MAHARA



Logo Concept

The NAM logo reflects precision, reliability, and technical excellence. A custom monogram merges the letters N-A-M into a single unified triangular form, symbolizing structure, stability, and the strength of the company's identity. At its center, a gear-inspired motif represents the brand's core expertise in technical maintenance services, reinforcing a sense of mechanical precision and functional craftsmanship. The interlocking geometry conveys unity between people, tools, and process, while the balanced, symmetrical composition projects professionalism and trust. Together, these elements create a distinctive



Forest Green

HEX: #2F5E28

Represents reliability, stability, and technical expertise. It reflects the company's commitment to dependable maintenance solutions and long-term trust.

Premium Gold

HEX: #C9A35B

Symbolizes quality, excellence, and premium craftsmanship. It highlights professionalism and the company's dedication to exceptional service.

Charcoal Brown

HEX: #2E2722

Represents strength, durability, and professionalism. It adds depth, sophistication, and reinforces the industrial nature of the brand.

Warm Ivory

HEX: #F5F2EB

Represents clarity, simplicity, and balance. It provides a clean foundation while enhancing readability and elegance.

CONCEPT EVOLUTION SKETCH SHEET

Stage 01



Stage 02



Stage 03



OUR MOCKUPS

A collection of realistic brand applications showcasing how NAM's visual identity comes to life across print, apparel, stationery, and promotional materials — reflecting the same precision and reliability behind our technical services."



VISUAL IDENTITY DESIGN

DOSER LIBRARY





Logo Concept

The visual identity is built around the Arabic word "دسر", transformed into a contemporary symbol that represents knowledge, learning, and cultural growth.

The logo integrates the Arabic typography with the silhouette of a bookshelf, reflecting the core function of a modern library while maintaining the originality of the Arabic script.



Library Brown
HEX: #99631E

Represents heritage, stability, and craftsmanship. Inspired by wooden bookshelves, it reflects authenticity, trust, and the timeless value of knowledge.



Knowledge Teal
HEX: #2C9AA0

Represents learning, clarity, and innovation. Inspired by the flowing pages of an open book, it symbolizes continuous discovery and the sharing of knowledge.



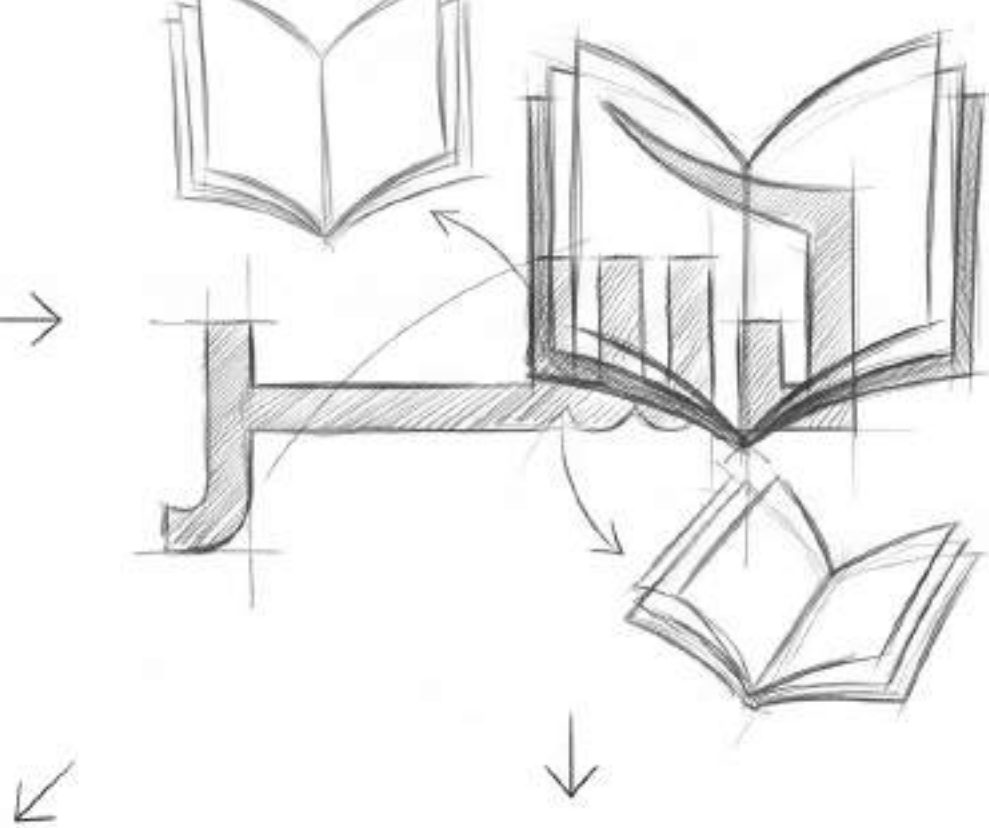
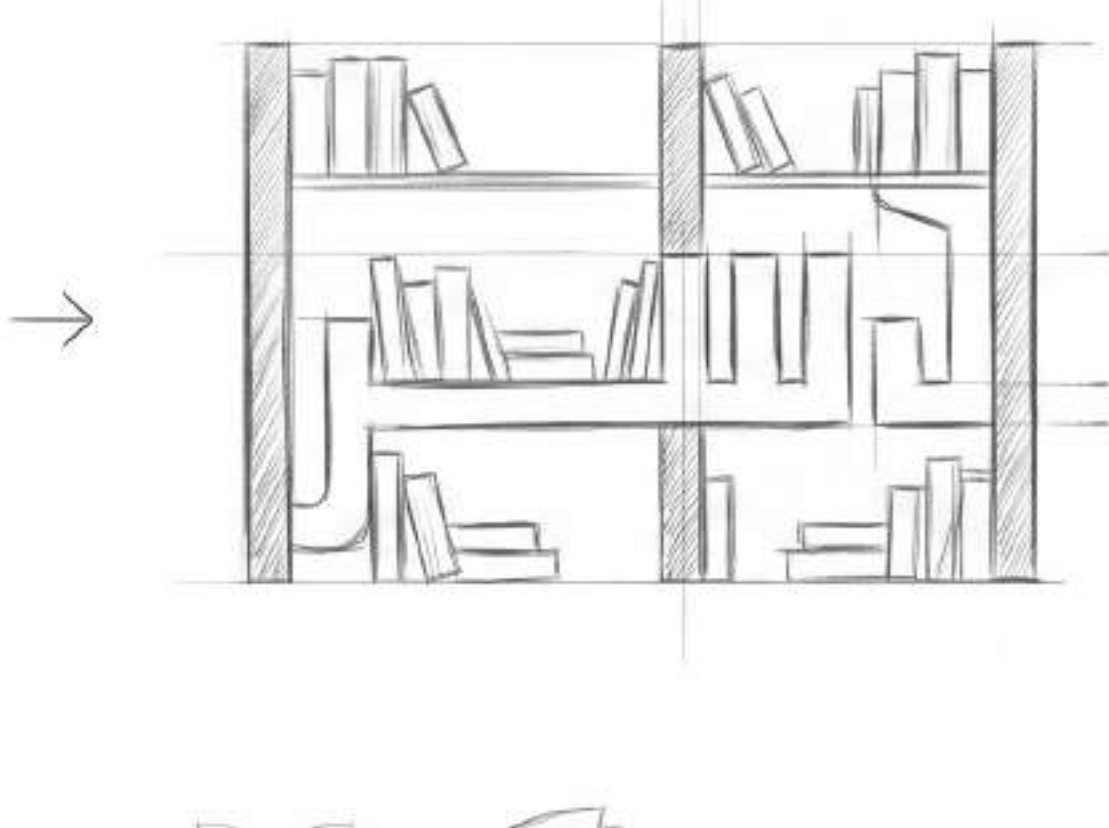
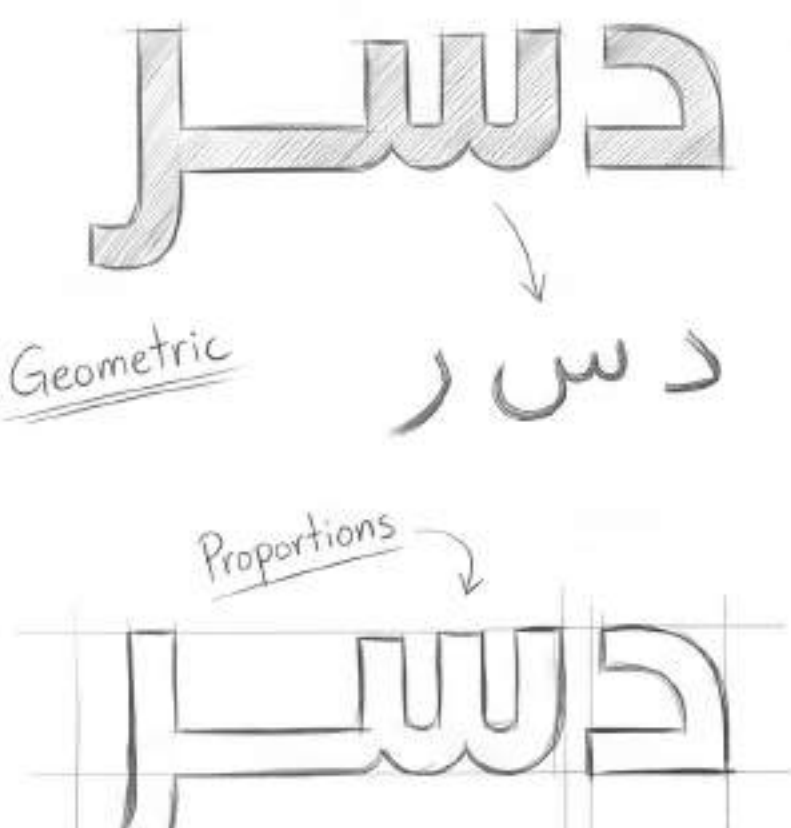
Royal Indigo
HEX: #2B239B

Represents wisdom, creativity, and intellectual depth. It adds a sophisticated cultural character while emphasizing imagination and lifelong learning.



Warm Ivory
HEX: #F7F3EA

Represents simplicity, balance, and readability. It creates a calm and welcoming foundation that enhances the overall visual experience.



OUR MOCKUPS

These mockups demonstrate how the visual identity maintains consistency across various touchpoints, creating a cohesive brand experience that strengthens recognition and communicates professionalism.



OUR WEB EXPERIENCES

OUR APPROACH

Our websites are built to do far more than look impressive—they are designed to communicate, convert, and perform. Every project begins with a deep understanding of the client's goals, audience, and brand identity, allowing us to create digital experiences that are both visually compelling and strategically effective. Through a balance of elegant design, intuitive user experience, responsive development, and technical precision, we build websites that inspire confidence, strengthen brand presence,

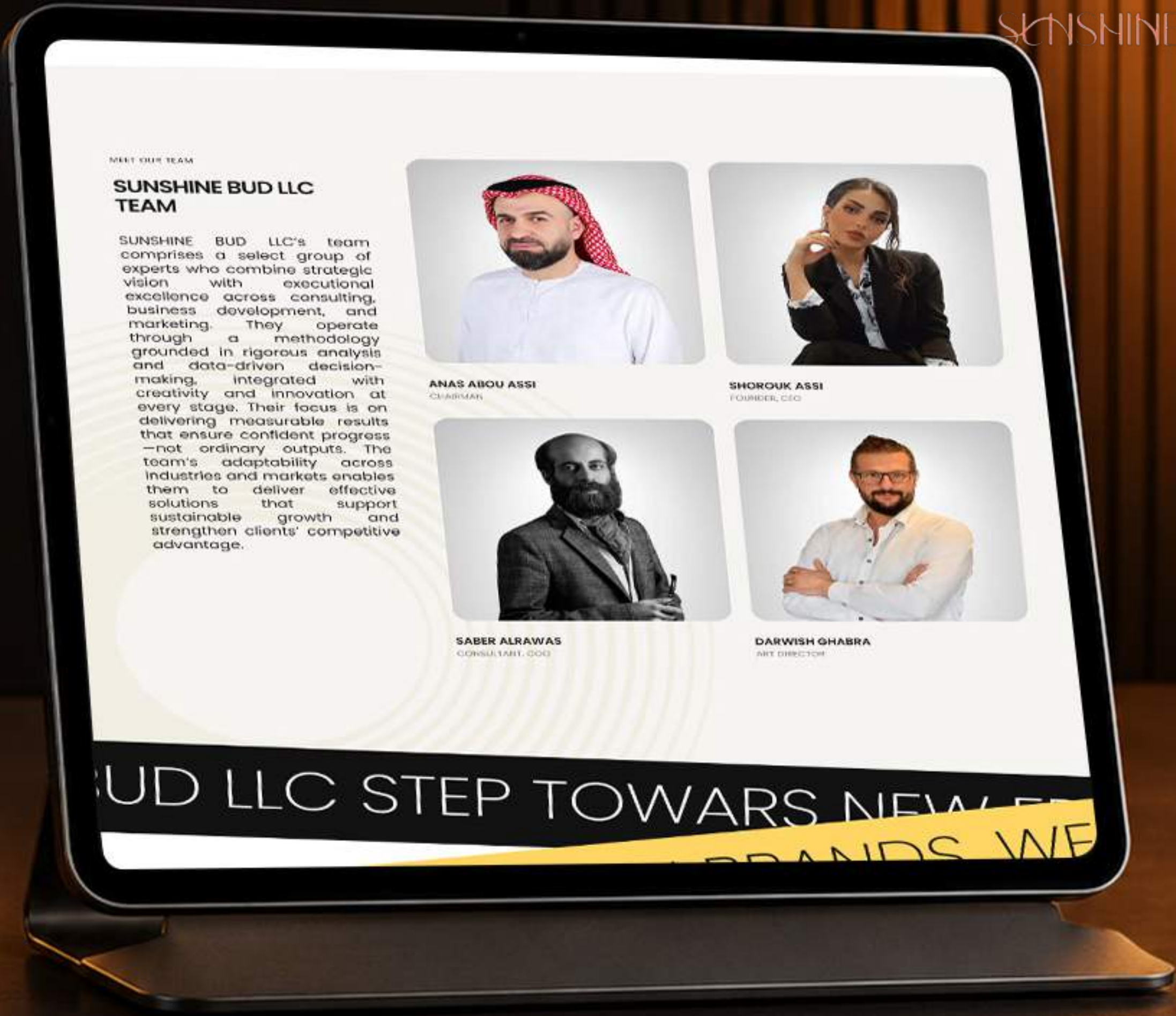


SUNSHINE WEBSITE

Discover the websites we've crafted for businesses that value performance, user experience, and premium digital presence

VISIT SUNSHINE WEBSITE





Corporate Website Experience

A premium corporate website expressing the essence of the Sunshine brand through clean layouts, purposeful interactions, and a modern user experience. Spanning 15 carefully crafted pages — from Homepage and About Us to Services, Our Team, Portfolio, and Contact Us — the site guides visitors through the brand's story with a consistent visual language, clear hierarchy, and responsive design that reflects its premium identity.

The Sunshine Consulting website was designed as a complete digital experience consisting of 15 carefully crafted pages, each developed to guide visitors through the brand's story while maintaining a seamless and intuitive user journey. From the Homepage and About Us to Services, Our Team, Portfolio, Contact Us, and other key sections, every page was designed with a consistent visual language, clear hierarchy, and responsive user experience that reflects the brand's premium identity.



SEO-Optimized Content Strategy

Every blog section was structured to support long-term search visibility and organic growth. From keyword-focused architecture and optimized heading hierarchy to clean URLs and metadata, each article follows SEO best practices — improving search rankings, attracting qualified traffic, and establishing the brand as a trusted authority.

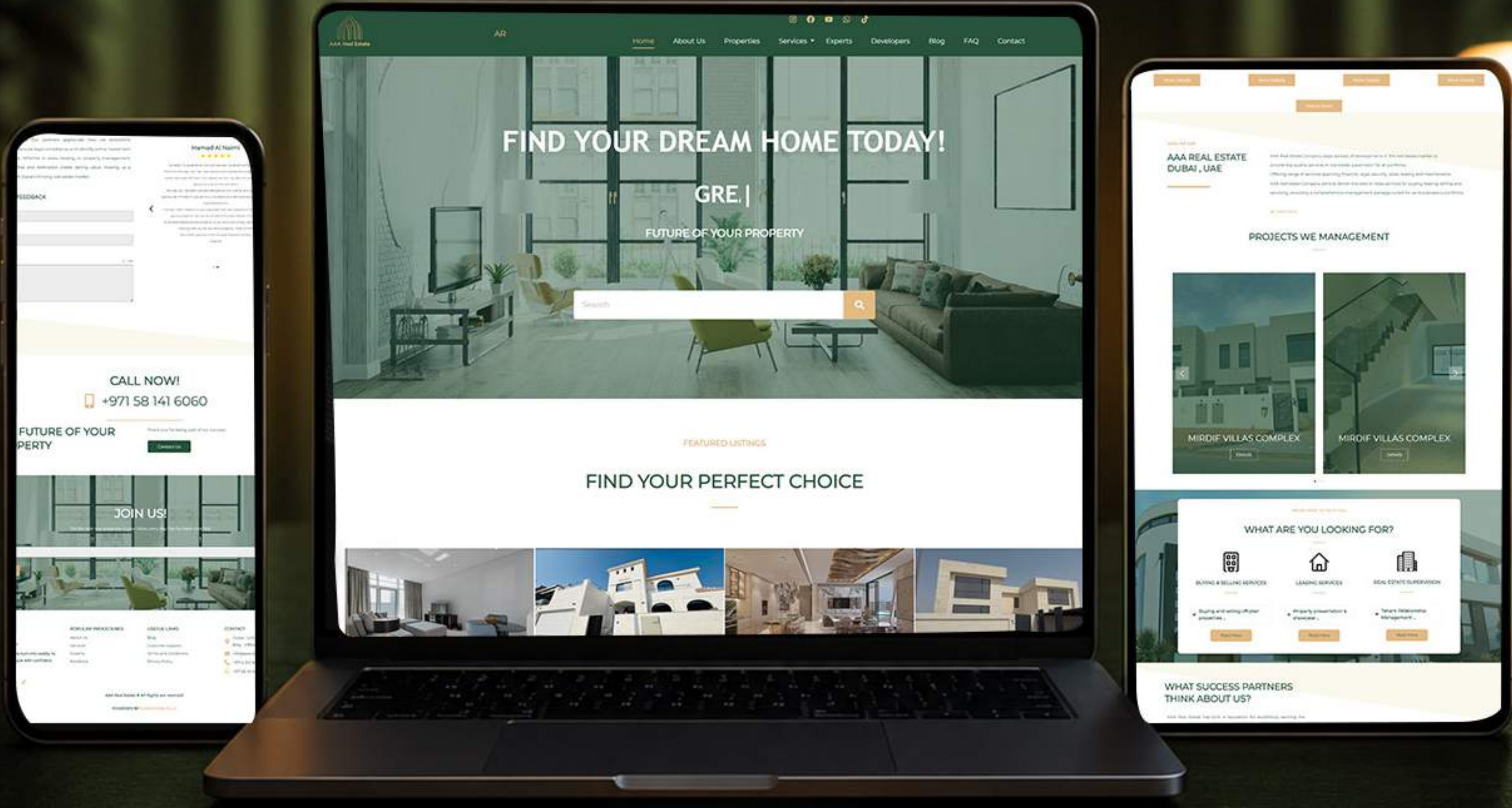
Bilingual Experience
The website delivers a consistent experience in both English and Arabic, with layout direction, typography, and content hierarchy carefully adapted to ensure clarity and visual consistency across both languages.

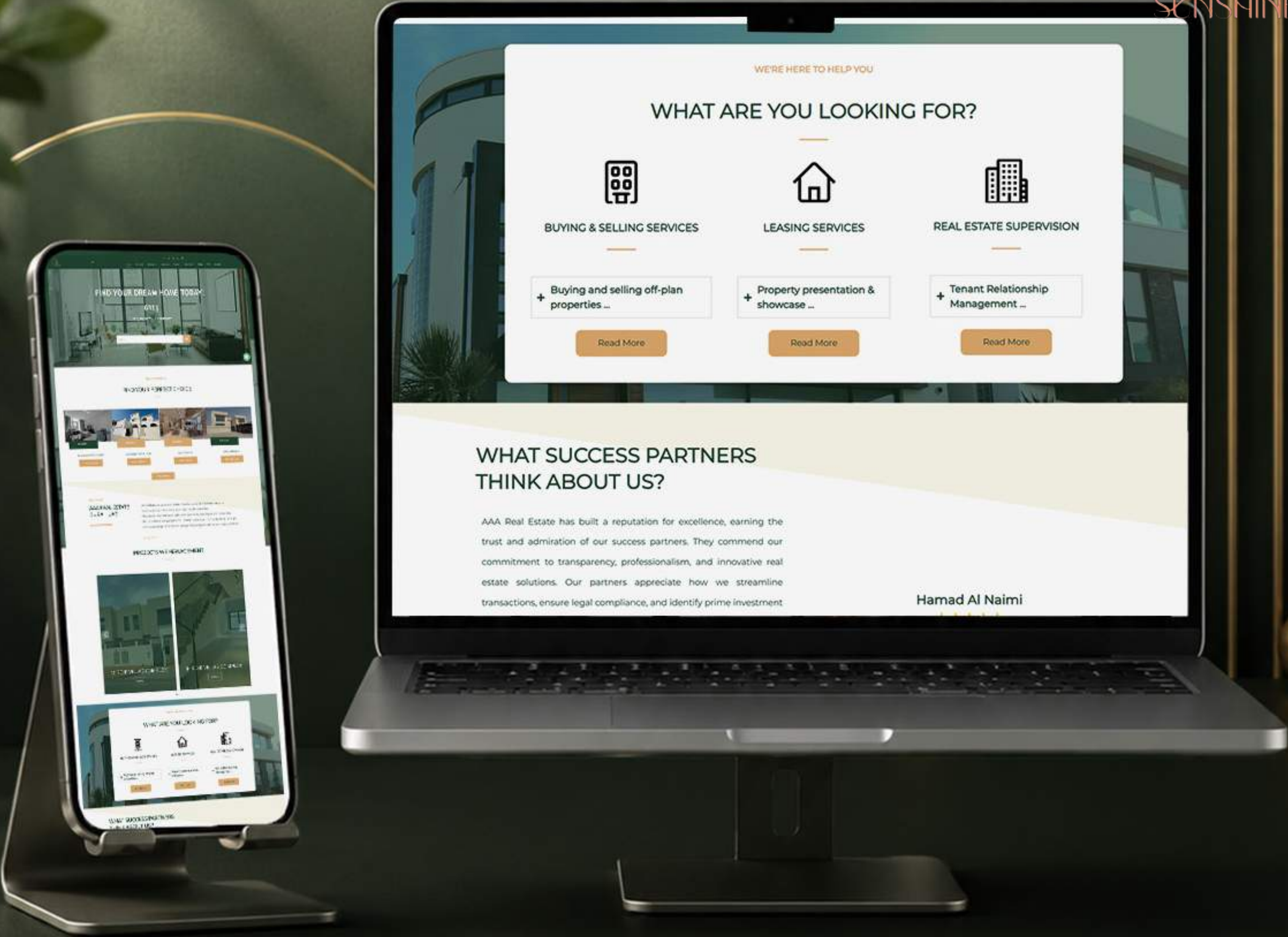


AAA WEBSITE

Discover the websites we've crafted for businesses that value performance, user experience, and premium digital presence

VISIT AAA WEBSITE





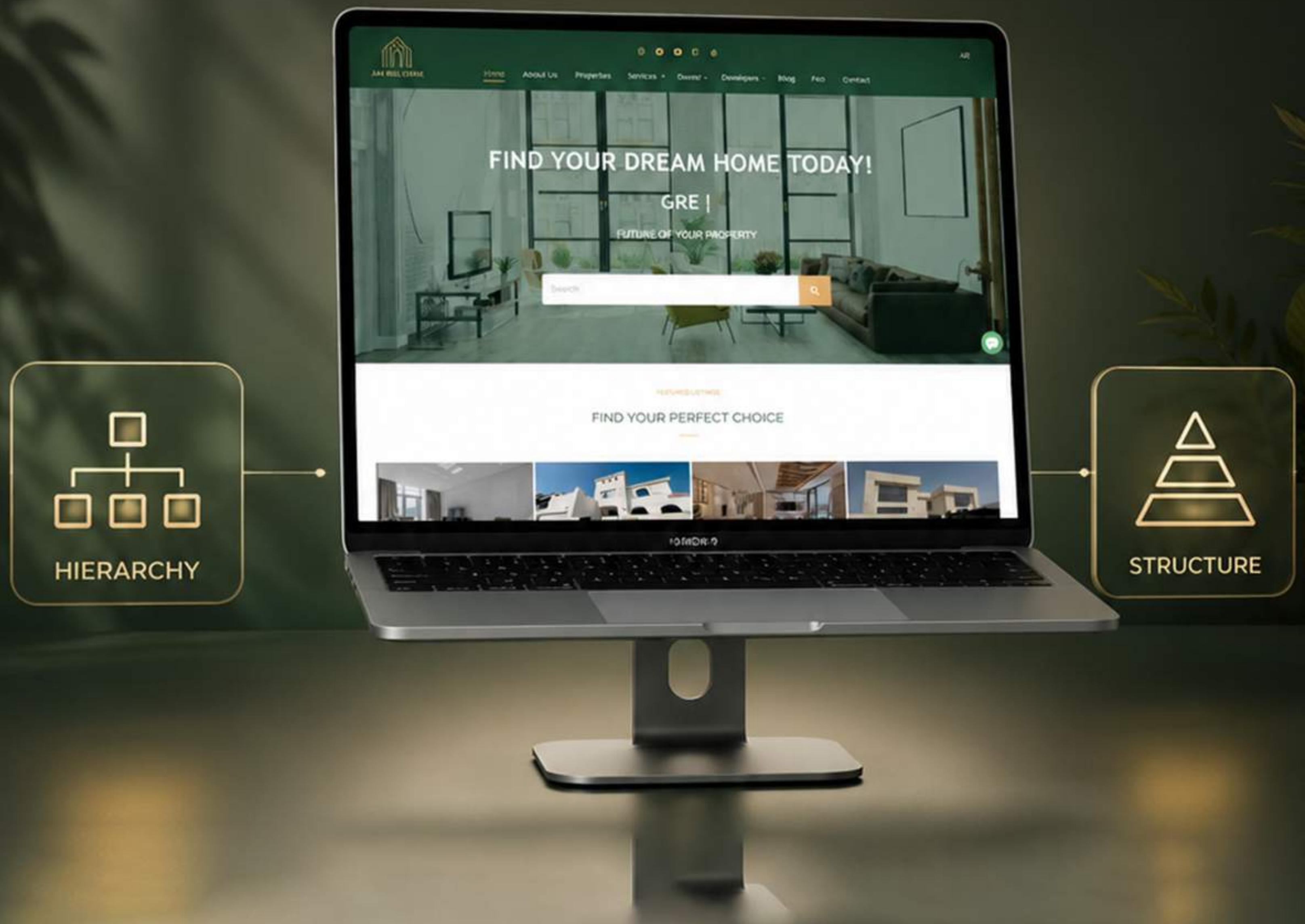
AAA Website

The AAA Real Estate website was designed to provide a seamless, intuitive browsing experience that guides visitors naturally through every stage of their journey — from discovering properties and exploring services to submitting inquiries. Built around user-centered design, the platform combines a clean interface, structured navigation, and consistent visual hierarchy to strengthen trust and reflect the credibility of the AAA Real Estate brand.

Designed for Effortless Property Discovery Finding the right property should feel simple and engaging. The website was structured to help visitors browse listings with ease through organized categories and streamlined navigation. Property cards present key information at a glance — supported by high-quality imagery and clear calls to action — allowing users to explore and compare options quickly across every device.

Guiding Attention Through Visual Hierarchy

Every section was structured using a clear visual hierarchy that directs attention toward the most important content first. Through strategic typography, spacing, and color contrast, visitors can quickly understand each section's purpose — from the hero area and featured listings to service highlights and contact points. This approach improves readability and creates a confident, seamless journey that reinforces the premium identity of the AAA Real Estate brand.





OUR SOCIAL
MEDIA WORKS

Every project begins
with a challenge

Every project begins with a challenge, a vision, and an opportunity to create something meaningful. From day one, we have partnered with brands across different industries, helping them build a strong and consistent presence across social media platforms. The following designs represent a selection of our work, reflecting our commitment to creativity, strategic thinking, and lasting visual impact.

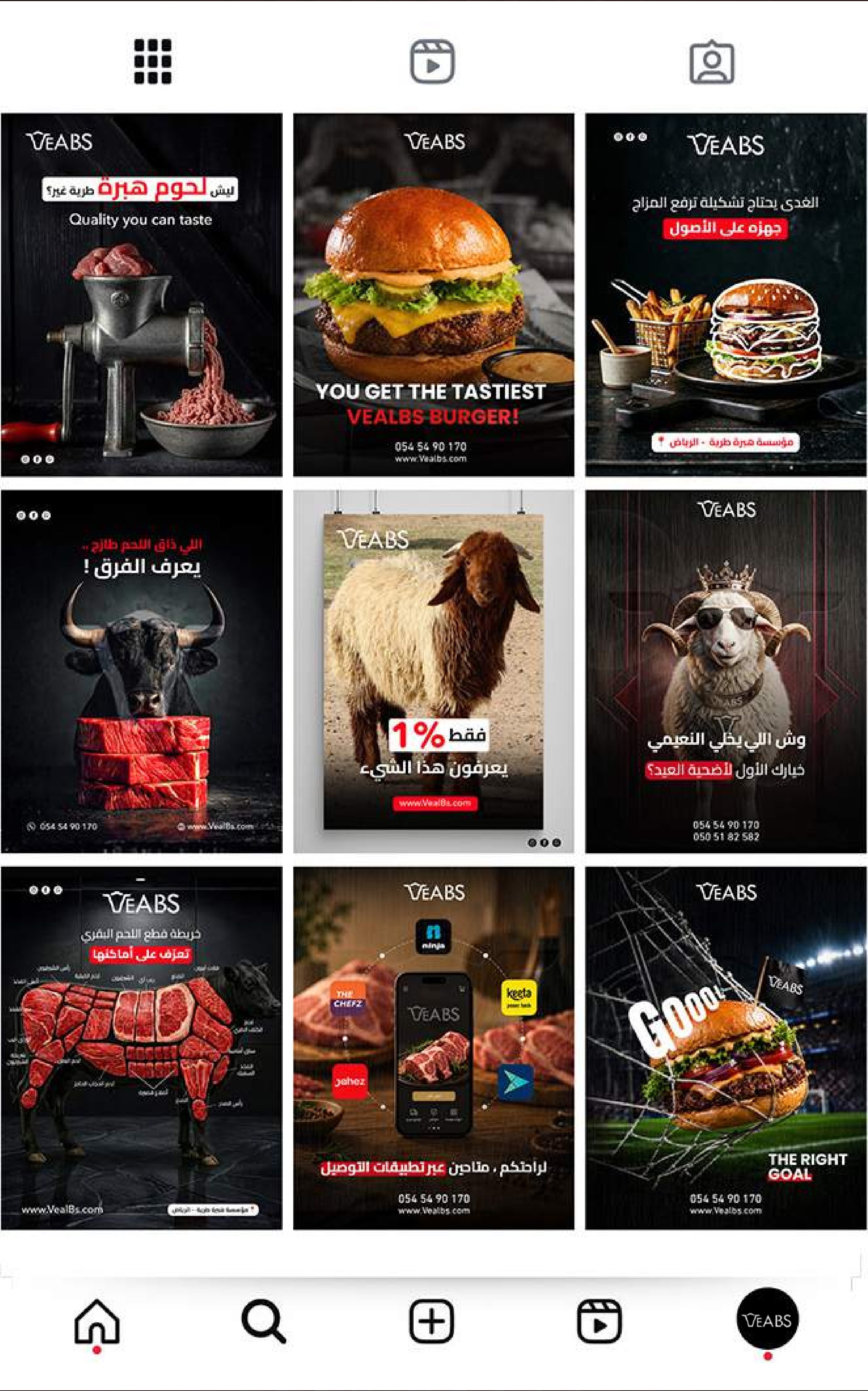


SOCIAL MEDIA DESIGNS

Among the most prominent projects that were carried out for **VEALBS**

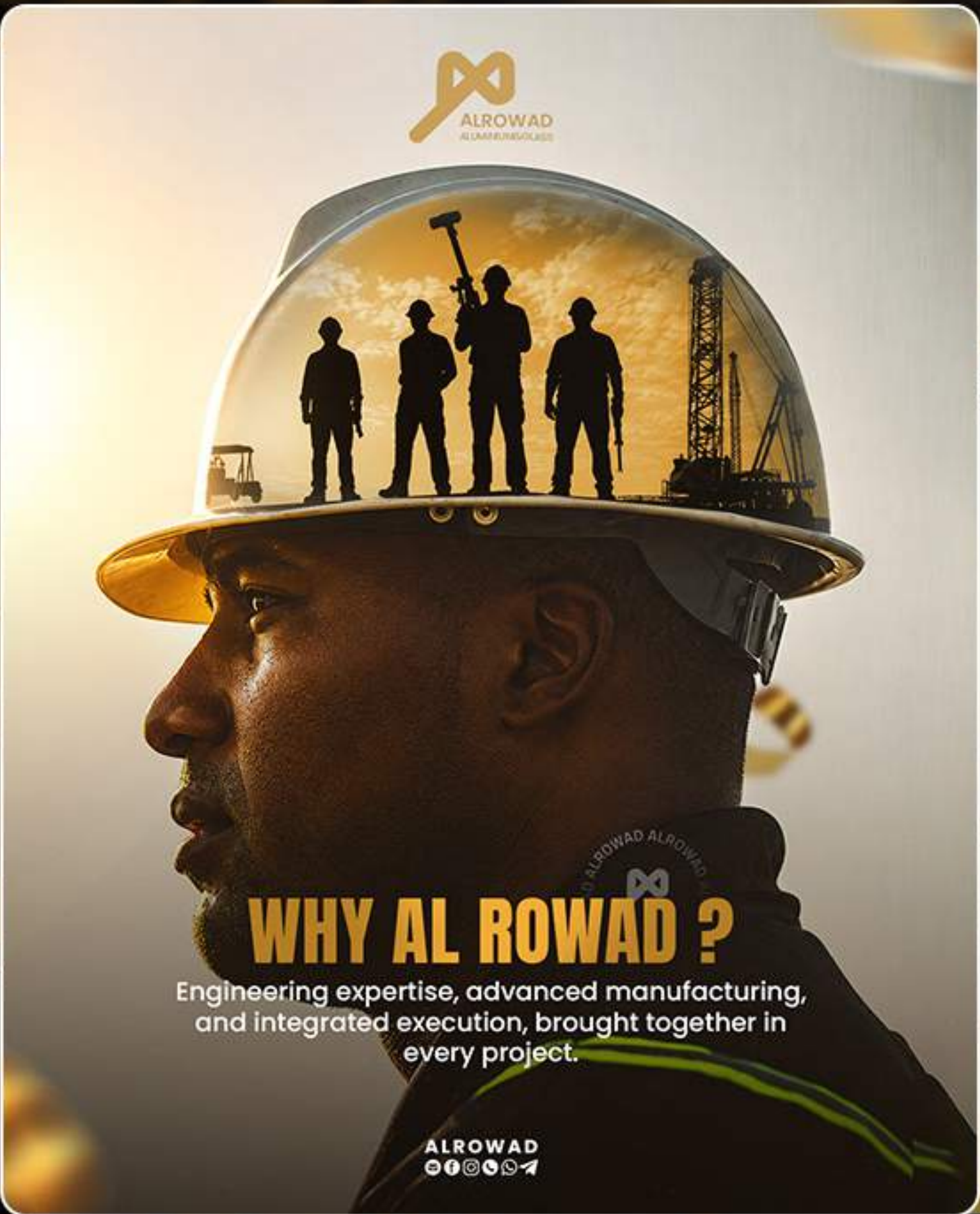


[VISIT VEALBS INSTAGRAM](#)



SOCIAL MEDIA DESIGNS

Among the most prominent projects that were carried out for **ALROWAD**



[VISIT ALROWAD INSTAGRAM](#)

COMPLETE TURNKEY SOLUTIONS.
From concept development and engineering to manufacturing, installation, and project delivery, one trusted partner for every stage.

ALROWAD 0908004

WHY AL ROWAD ?
Engineering expertise, advanced manufacturing, and integrated execution, brought together in every project.

ALROWAD 0908004

ENGINEERING THAT MAKES THE DIFFERENCE.
Our team of specialized engineers develops precise shop drawings to ensure exceptional accuracy and quality at every stage.

ALROWAD 0908004

BUILT FOR PERFORMANCE. DESIGNED TO LAST.WELCOME TO AL ROWAD GROUP !
Every project is powered by precision engineering, premium materials, advanced manufacturing, and uncompromising quality.

ALROWAD 0908004

FROM DESIGN TO DELIVERY.
Engineering design, manufacturing, supply, installation, and project management, all under one roof.

ALROWAD 0908004

PREMIUM MANUFACTURING STANDARDS.
State-of-the-art CNC technology, high-quality aluminum systems, and precision fabrication ensure reliable performance in every project.

ALROWAD 0908004

TECHNOLOGY THAT ELEVATES MANUFACTURING.
Advanced CNC cutting and fabrication systems deliver aluminum and glass solutions built to exact specifications.

ALROWAD 0908004

ELEVATED
Every detail is carefully crafted to optimize design and performance. Using premium materials and contemporary solutions.

ALROWAD 0908004

ARCHITECTED.
Clean lines, premium materials, and subtle lighting come together to create a refined atmosphere inspired by modern luxury living.

ALROWAD 0908004

SOCIAL MEDIA DESIGNS

Among the most prominent projects that were carried out for MEDSTA

GET UP TO 50% OFF SHIPPING ON ORDERS ABOVE 500 EGP

Use Code: SHIPPING50

FREE Shipping on orders above 5,000 EGP



MedSTA.store

MedSTA

THE CEMENT BEHIND LONG-LASTING RESTORATIONS.

When reliable retention and fluoride release matter, PD ExtraCem Glass Ionomer Luting Cement delivers predictable clinical performance you can trust.



MedSTA.store

MedSTA

SPECIAL OFFER Buy Any Featured Product & Get a FREE Gold Bar

5% off first mobile order: MOBS

MedSTA Offers

EVERYTHING YOUR DENTAL CLINIC NEEDS

In One App.

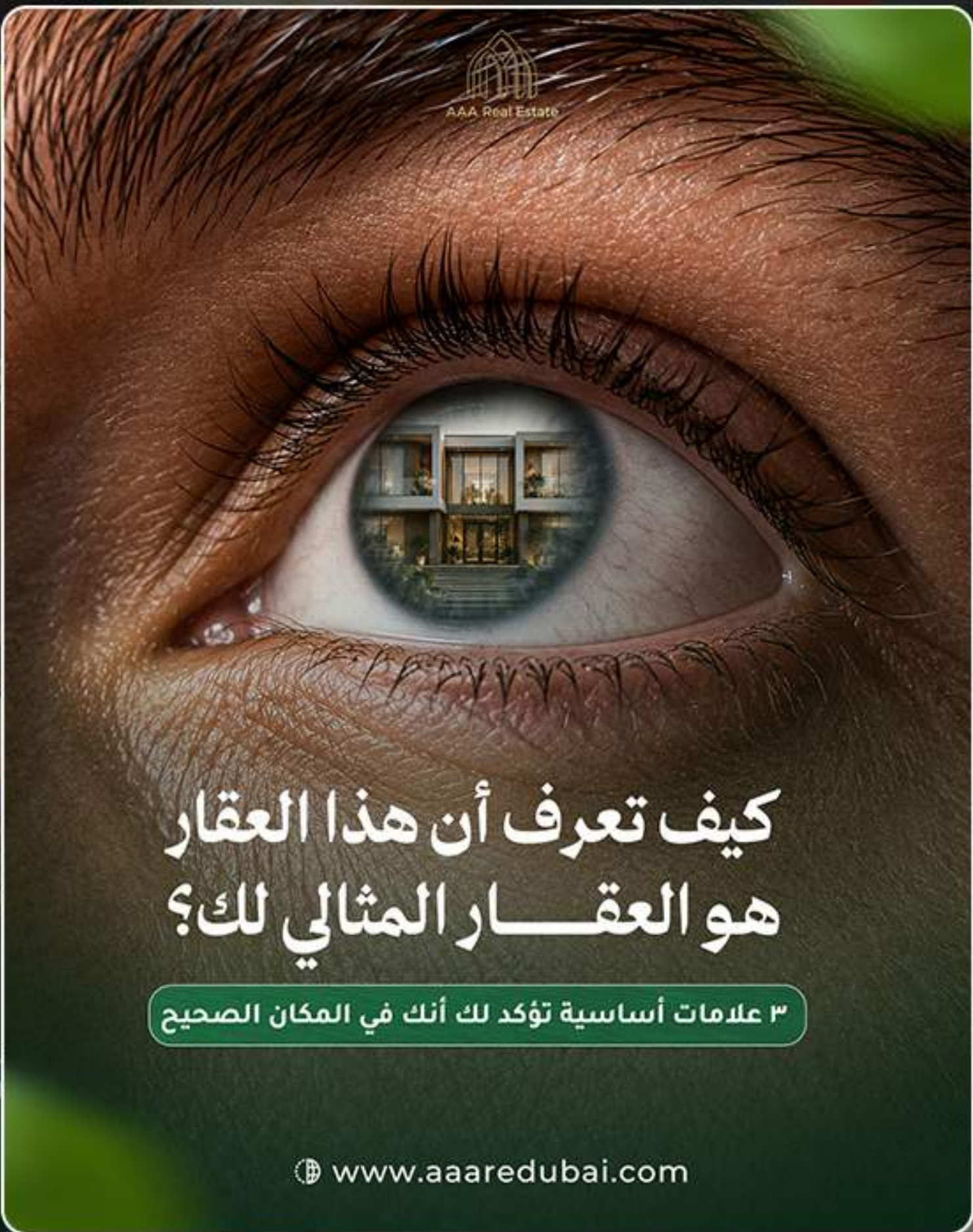
MedSTA.store

[VISIT MEDSTA INSTAGRAM](#)



SOCIAL MEDIA DESIGNS

Among the most prominent projects that were carried out for AAA

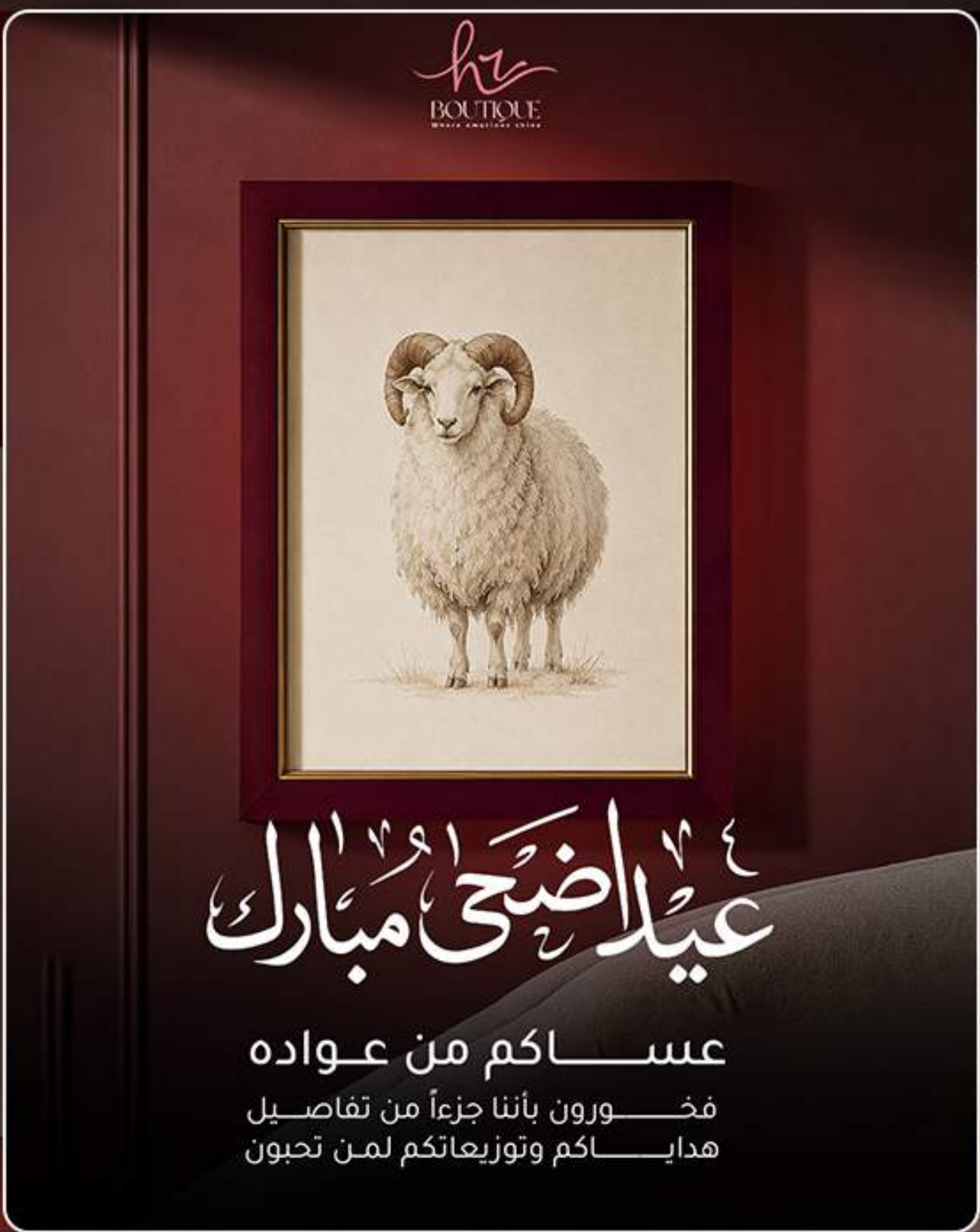


[VISIT AAA INSTAGRAM](#)



SOCIAL MEDIA DESIGNS

Among the most prominent projects that were carried out for HZ BOUTIQUE



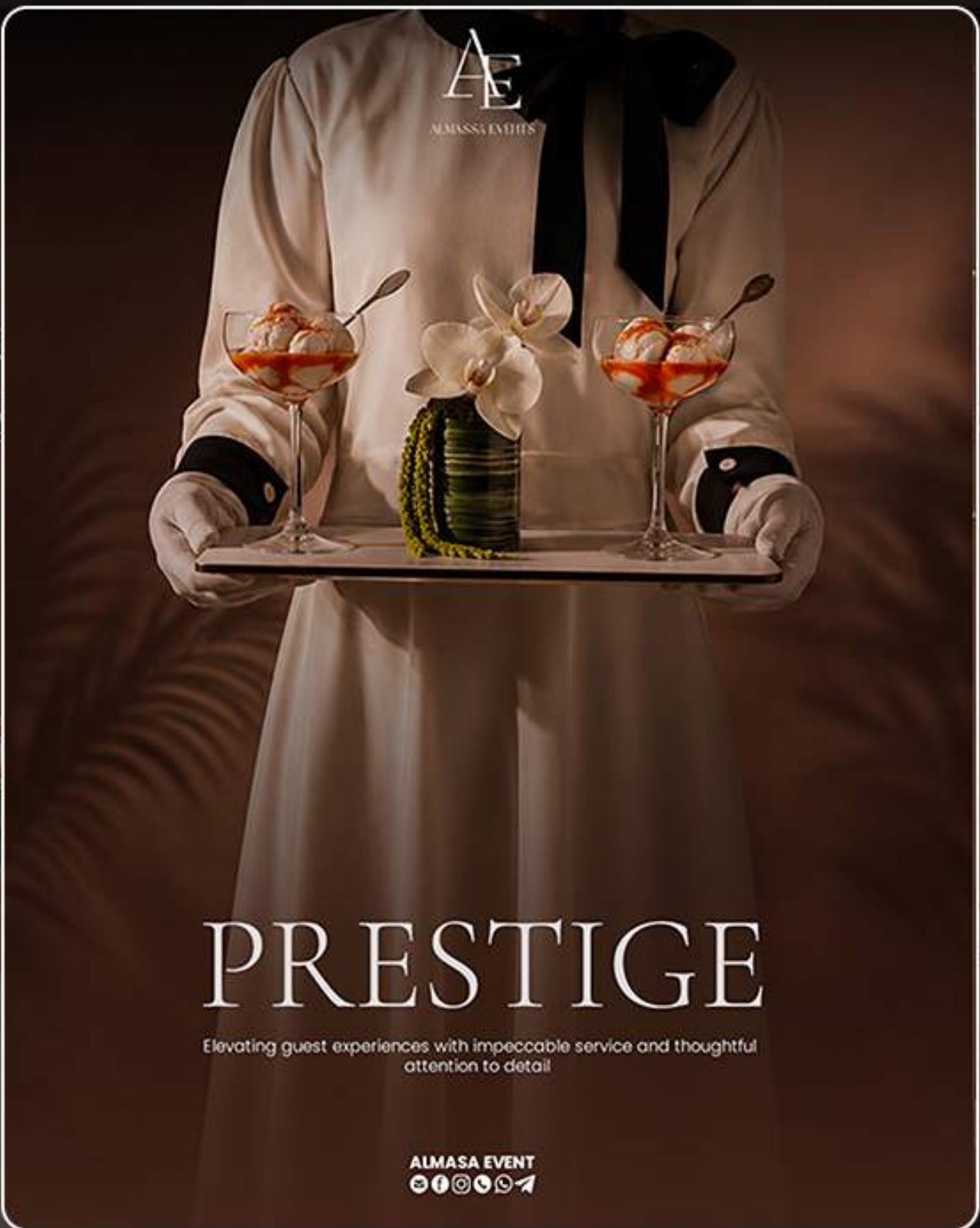
[VISIT HZ INSTAGRAM](#)





SOCIAL MEDIA DESIGNS

Among the most prominent projects that were carried out for **ALMASA**

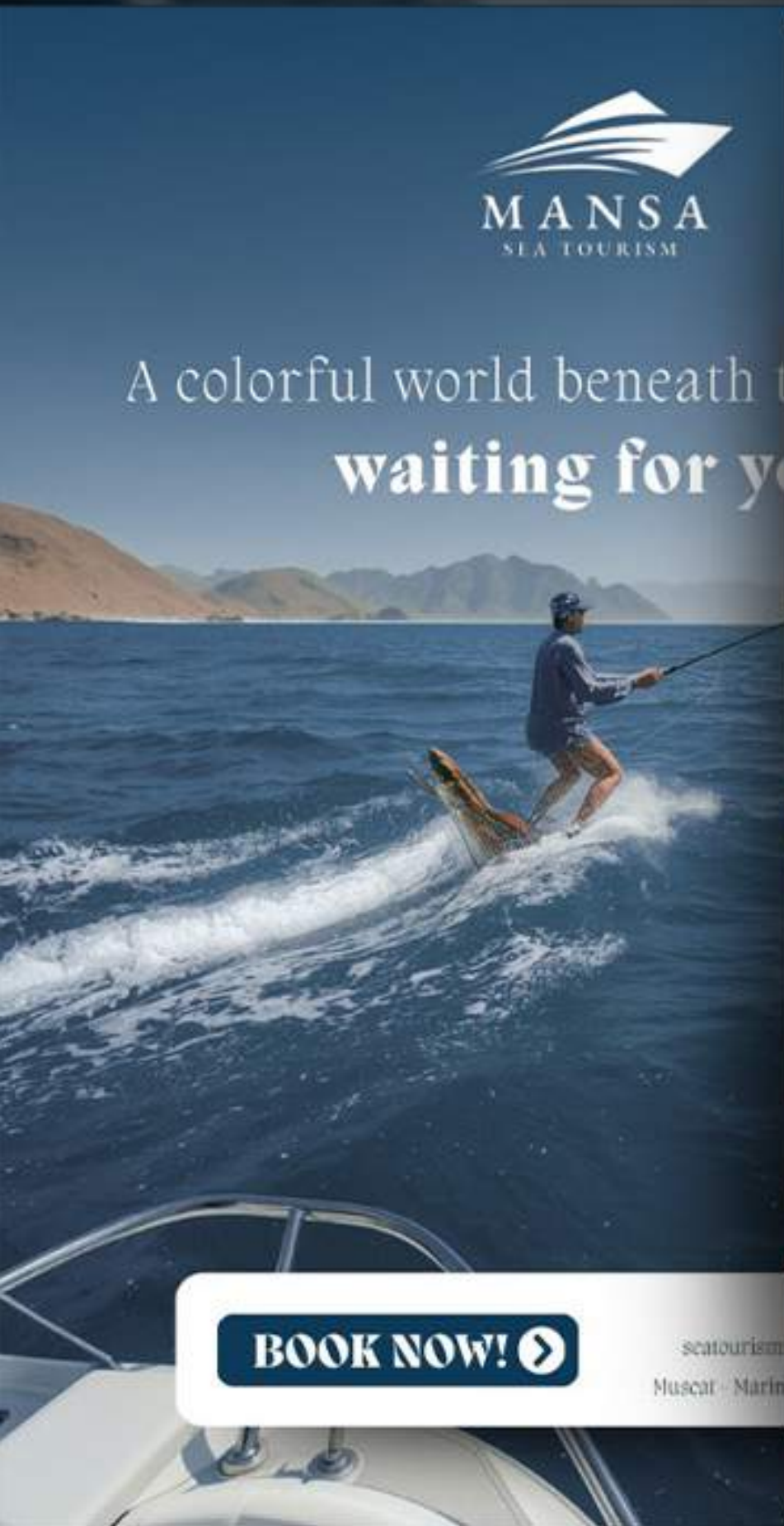


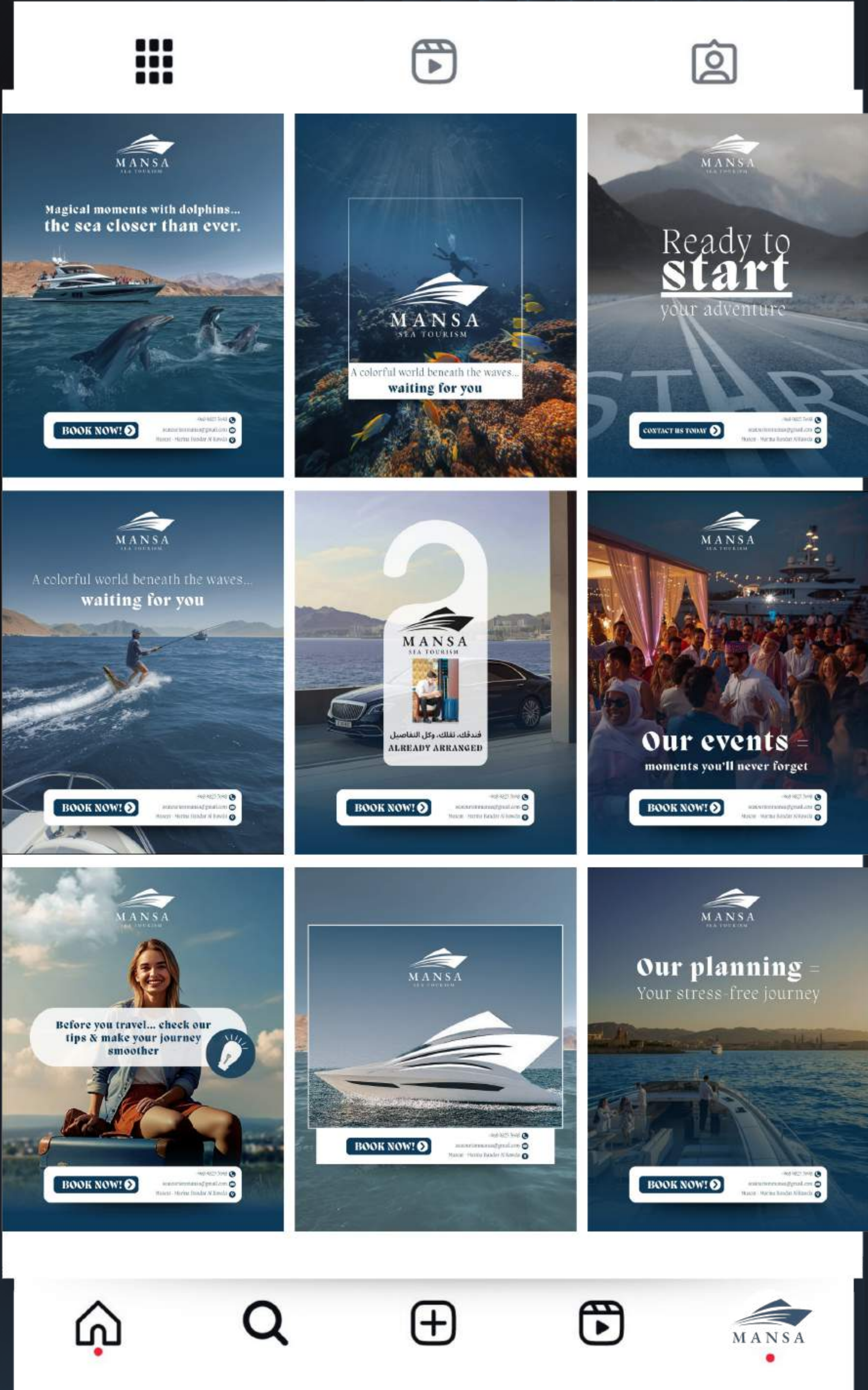




SOCIAL MEDIA DESIGNS

Among the most prominent projects that were carried out for **MANSA**





SOCIAL MEDIA DESIGNS

Among the most prominent projects that were carried out for VEIL





taking the time to explore
e look forward to trans-
eas into impactful ex-
building the next suc-
gether.

omething remarkable.



THANK U

Every project featured throughout this portfolio represents more than a completed deliverable—it reflects a collaborative journey built on trust, creativity, and strategic thinking. At SUNSHINE, we believe that exceptional design is created with purpose, guided by research, and refined through every detail to deliver meaningful business results.

Thank you for taking the time to explore our work. We look forward to transforming new ideas into impactful experiences and building the next successful story together.

Let's create something remarkable.

Every project featured throughout this portfolio represents more than a completed deliverable—it reflects a collaborative journey built on trust, creativity, and strategic thinking. At SUNSHINE, we believe that exceptional design is created with purpose, guided by research, and refined through every detail to deliver meaningful business results.



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