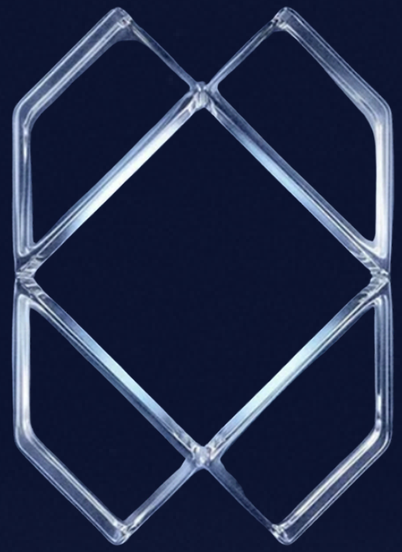
COMPANY PROFILE / 2026

CLARITY, GUARDED.



LUMGUARD

POSITION /

BETWEEN YOUR BRAND AND THE NOISE.

Lumguard stands in the middle – illuminating what makes a brand strong and guarding it from dilution, inconsistency and weak positioning.



THE NAME /

LUM

From **Lumen** – light, clarity, illumination.

GUARD

Protection, defense, preservation.

Light gives a brand presence. Guard keeps that presence intact.

CORE BELIEF /

We illuminate what makes a brand strong.

We guard what keeps it distinct.

WE PROTECT YOUR BRAND'S LIGHT – AND MAKE IT IMPOSSIBLE TO IGNORE.

WHO WE ARE /

THIS IS LUMGUARD.

PROTECTORS OF BRAND CLARITY.

CUSTODIANS OF IDENTITY.

ARCHITECTS OF VISIBILITY.

A marketing agency built for brands that want to be seen without losing what makes them worth seeing.

LUM / ILLUMINATE

REVEAL THE SIGNAL.

- Strengths
- Relevance
- Differentiation
- Opportunity
- Attention

GUARD / PROTECT

KEEP IT INTACT.

- Identity
- Consistency
- Positioning
- Meaning
- Long-term value

OUR ROLE /

01

PROTECT CLARITY

Keep the brand focused on what matters and remove what weakens the signal.

02

PRESERVE IDENTITY

Build consistency without flattening personality or meaning.

03

ARCHITECT VISIBILITY

Design where, how and why the brand appears – with intention.



OPERATING SYSTEM /

HOW WE WORK.

01

FIND THE SIGNAL

Understand the brand, audience and market.

02

DEFINE THE POSITION

Clarify what the brand should own.

03

BUILD THE SYSTEM

Strategy, identity, content and creative.

04

CONTROL VISIBILITY

Make it seen consistently and intentionally.

CAPABILITIES /

WHAT WE DO.

- BRAND STRATEGY & IDENTITY
- SOCIAL MEDIA MANAGEMENT
- CREATIVE CAMPAIGNS
- MEDIA PRODUCTION
- MEDIA BUYING & PERFORMANCE
- MEDIA & PR
- ACTIVATIONS & EVENTS
- WEBSITES & DIGITAL EXPERIENCES



01 / BRAND STRATEGY & IDENTITY

CLARITY STARTS BEFORE THE LOGO.

We define what the brand should mean before deciding how it should look.

POSITIONING | NAMING | CONCEPT | MESSAGING | IDENTITY SYSTEM | GUIDELINES | APPLICATIONS

02 / SOCIAL MEDIA MANAGEMENT

CONSISTENCY IN MOTION.

Presence is not posting.

STRATEGY | CONTENT SYSTEMS | CALENDARS | DESIGN | COPY | PUBLISHING | COMMUNITY | REPORTING

03 / CREATIVE CAMPAIGNS

ONE IDEA. MANY CONTROLLED FORMS.

Campaign strategy, creative concepts, master visuals, messaging systems, adaptations and production direction.

KEY VISUAL • MESSAGE • DIGITAL

04 / MEDIA PRODUCTION

EVERY FRAME HAS A JOB.

Creative direction, pre-production, photography, video, post-production, editing and format adaptation – all built around one visual intent.



05 / MEDIA BUYING & PERFORMANCE

VISIBILITY WITHOUT DIRECTION BECOMES NOISE.

PLAN

Audience, platform mix, objective and budget logic.

DEPLOY

Campaign setup and controlled distribution.

OPTIMIZE

Performance monitoring, iteration and reporting.

06 / MEDIA & PR MOVES

BE SEEN IN THE RIGHT CONTEXT.

Strategic exposure, media relations, placements, collaborations and coverage that build visibility and credibility beyond owned channels.

EXPOSURE IS USEFUL ONLY WHEN IT STRENGTHENS POSITION.

07 / ACTIVATIONS & EVENTS

MAKE THE BRAND FELT, NOT ONLY SEEN.

We translate strategy into experiences people can enter, interact with, remember and share – from concepts and collaborations to on-ground moments and event systems.

08 / WEBSITES & DIGITAL EXPERIENCES

CLARITY SHOULD SURVIVE EVERY SCREEN.

Digital strategy, information architecture, UX/UI, content structure and development direction built to keep the brand clear, usable and consistent.

STRATEGY | SITEMAP | UX/UI | CONTENT | DEVELOPMENT | RESPONSIVE

WRAPPED.
SEALED.
CONTROLLED.
GUARDED.

PHYSICAL METAPHORS. STRATEGIC MEANING.

SELECTED CLIENTS / 01

BRANDS WE'VE WORKED WITH.

CHAMPION LUBRICANTS

SWOOP

CHEVROLET

the clumz

دوريان dorayan

earth essence EST 2023

Hilton CAIRO HELIOPOLIS هيلتون القاهرة هليوبوليس

Hilton CAIRO GRAND NILE هيلتون القاهرة جراند نايل

MG

MAKNUN

X ESTATE DEVELOPMENTS

MITSUBISHI

STANFORD INTERNATIONAL SCHOOL

SELECTED CLIENTS / 02

DIFFERENT SECTORS. SAME STANDARD.

ORGAIA

PEUGEOT

STELLANTIS

ضحي زيتون

الشال

EUROREPAR BY STELLANTIS

PROTON

UPTOWN INTERNATIONAL SCHOOL

Capital Edge™ DEVELOPMENTS

مزولة MEZWALAH

MOJAR

Ramses Hilton.

linenzo

MÖVENPICK HOTELS & RESORTS

ACROSS INDUSTRIES /

80+
CLIENTS

12
SECTORS

- AUTOMOTIVE
- FASHION
- BEAUTY
- JEWELLERY
- F&B
- HOSPITALITY
- REAL ESTATE & ARCHITECTURE
- HEALTHCARE
- TECHNOLOGY
- INDUSTRIAL & MANUFACTURING
- PROFESSIONAL SERVICES
- CONSUMER & RETAIL



LUMGUARD /

YOUR LIGHT. PROTECTED.

Clear enough to be understood. Strong enough to be remembered.
Guarded enough to stay yours.

CLARITY, GUARDED.

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