



## Company Profile

Design Coordinators is a graphic design company specializing in creative print and interactive media for promotional and informative purposes. Design Coordinators and its graphic and web design departments both carry work from the development stages until the final product, i.e., content development, copy writing, design, illustration, art direction of photography, printing, web hosting and CD duplication. Design and illustration are fully completed in-house, photography is art directed on location or in the photographer's studio and colour separation, printing and CD duplication are supervised at qualified service bureaus and printing houses. Corporate identity (logos and stationery), packaging, brochures, flyers, print advertisements, invitations, menus, indoor and outdoor posters, billboards, signage and many other similar materials are produced.

## Mission

To produce graphic and web designs of international standards, with emphasis on conceptual creativity, visual elegance, attention to detail and a commitment to upholding deadlines without compromising these qualities.

## History

In 1975, Architect Dr. Samir Raouf founded Design Coordinators, an architectural and interior design company based in the West End of London. Years later, family members Dina Raouf, Sherine Raouf and Jeanine L.M. Raouf joined as company directors and partners. In 1990, Sherine Raouf established a graphic design division of the company in London. Sherine, who holds a BA First Class Honours degree in Graphic Design from the Canterbury College of Art in the UK, had previously worked for three years as a graphic designer at Michael Peters and Partners, one of the leading advertising agencies in London with offices in Canada, Finland, Germany, Italy, Japan, Spain and USA. She presented her work across Europe and her designs included packaging for international brands like "Giovanni Buton" - Italy, "LU Biscuits" - France, and "Ashby's Tea" - England. In 1993, Sherine moved to Cairo and expanded the company to become one of the leading design and advertising agencies in Egypt. The company has since maintained a loyal client base that include names like InterContinental Hotels Group, Hilton Worldwide Egypt, Soma Bay Development Co., Mansour Group, Orascom, Cairo Scan and the Institute of International Education (IIE) - MENA.

## Staff Qualifications

Design Coordinators creates its house style under Sherine Raouf's creative direction. A highly qualified staff of designers, account executives and support staff are the largest asset to the company. Six graphic and web designers bring unique skills and experience to the team. Two designers hold art and design degrees from University of Applied Sciences, Muenster, Germany and the American University in Cairo, while three others hold degrees from the Applied Arts department of Helwan University. One designer was awarded the coveted Red Dot Design Award in 2005. All designers mix their artistic education with a technical proficiency in the profession's graphic and web programs, print finalization and Apple Macintosh system management. Our Production Manager has an extensive background in the print production process. Two account executives are fluent in Arabic, English and French.