MCO ADVERTISING | deerect

our profile 2022

being stronger. together.

we believe every great idea starts with great story.

we are passionate designers & photographers. we create, we inspire belief and understand the human connections. deerect™ is not all about style. it's about substance that stirs and dictates consumers' mind, behavior and attitude.

in today's complex world, simple wins - mco-deerect™

we are mco-deerect™
we are committed to creating fresh, simple and direct. it’s about crafting artwork that works.

we serve more.

our work travels from conceptualization of an idea to the small details of the final product. We build brands work.

design
advertising
photography
brand identity
videography
social media
digital

our team are recipient of numerous photography awards both local and international.

we won more.

We are the recipient of numerous awards both local and international.

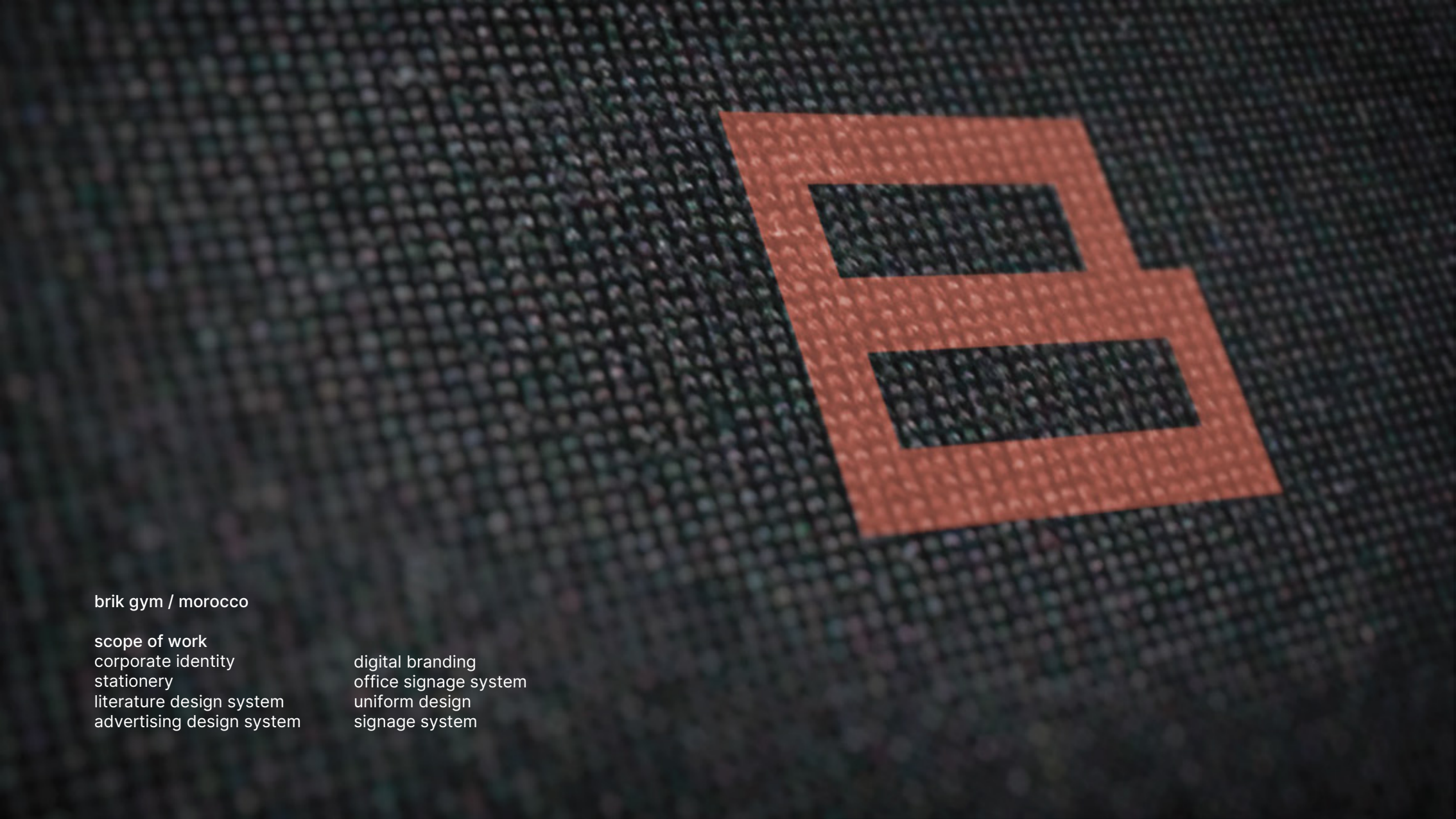
our team worked with some larger clients too.
we have over a decade of experience in the creative industry.

we think more of a creative partner than a resource. we are a team of directors, thinkers, makers, explorers, and photographers. we love working with businesses to bring their communications to life. we can work together to achieve your goal. your new bff:)

we are based in
united arab emirates

corporate identity

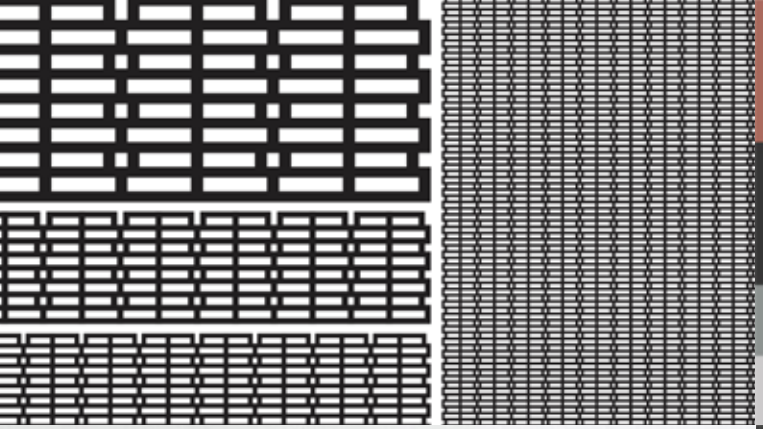
we can help to reveals your identity.
logo is one of the most important branding investments a business can make.

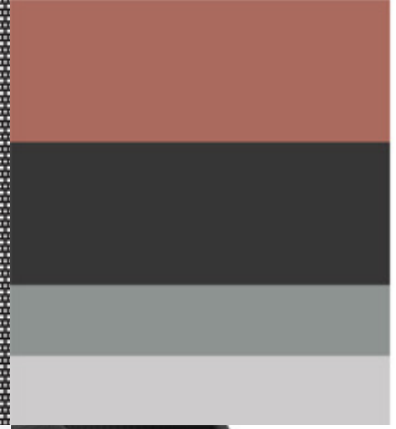


brik gym / morocco

scope of work

corporate identity
stationery
literature design system
advertising design system
digital branding
office signage system
uniform design
signage system





ABCDEF
GHIJKLM
NOPQRST
UVWXYZ
01234

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789

abcdefghijklm
nopqrstuvwxyz
0123456789

COMICAVE

comicave / uae

scope of work

corporate identity / logo design
stationery
literature design system
advertising design system
digital branding
office signage system

COMICAVE

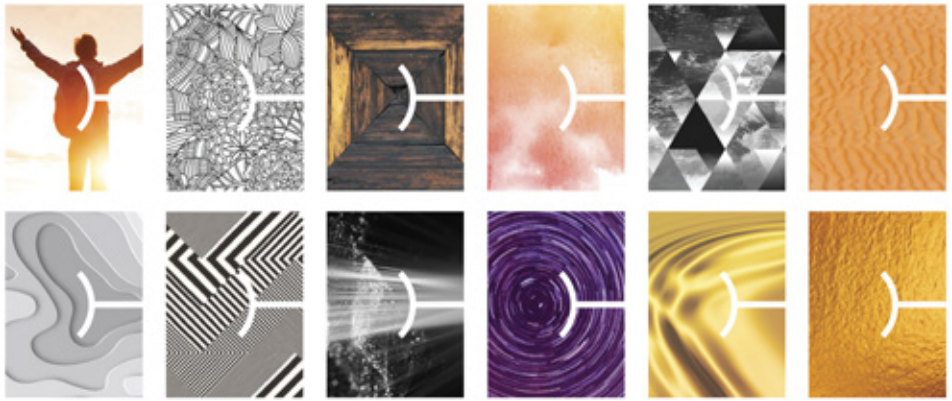
COMICAVE

talent culture & corp. happiness / uae

scope of work
corporate identity
stationery
advertising design system
digital branding

2021
TALENT
CULTURE
& CORP
HAPPINESS
03.08-
23.09.21

03.08
23.09.21
CULTURE

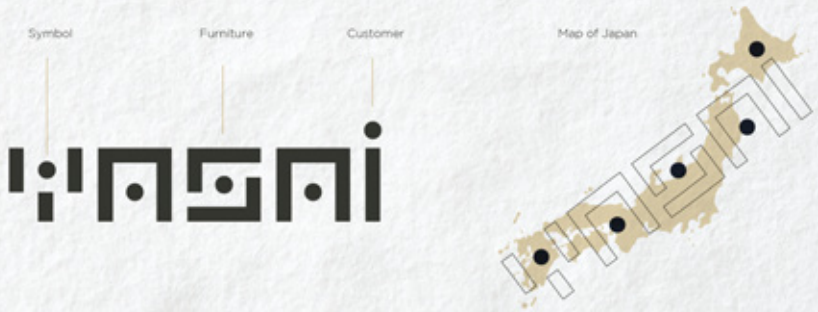


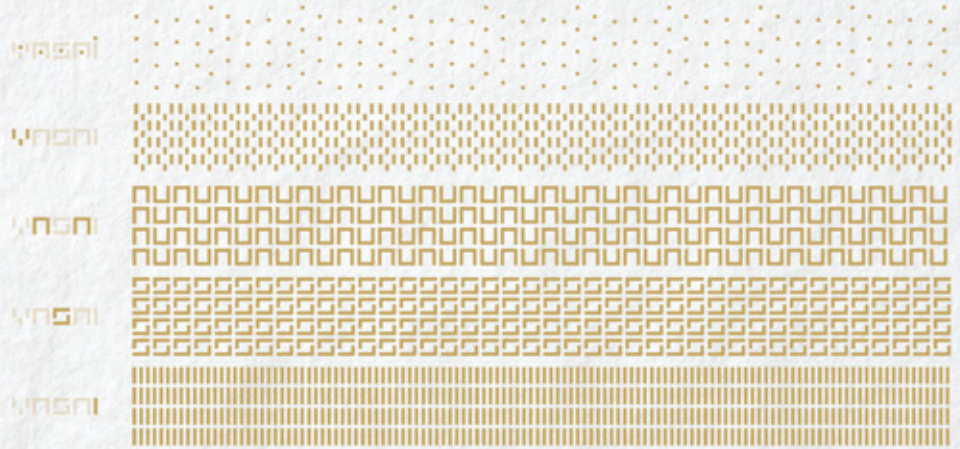
2021
03.08-
23.09.21
TALENT
CULTURE
& CORP
HAPPINESS

yasai japanese restaurant / uae

scope of work

corporate identity
literature design system
advertising design system
digital branding
office signage system
retail signage system


Symbol
Furniture
Customer
Map of Japan

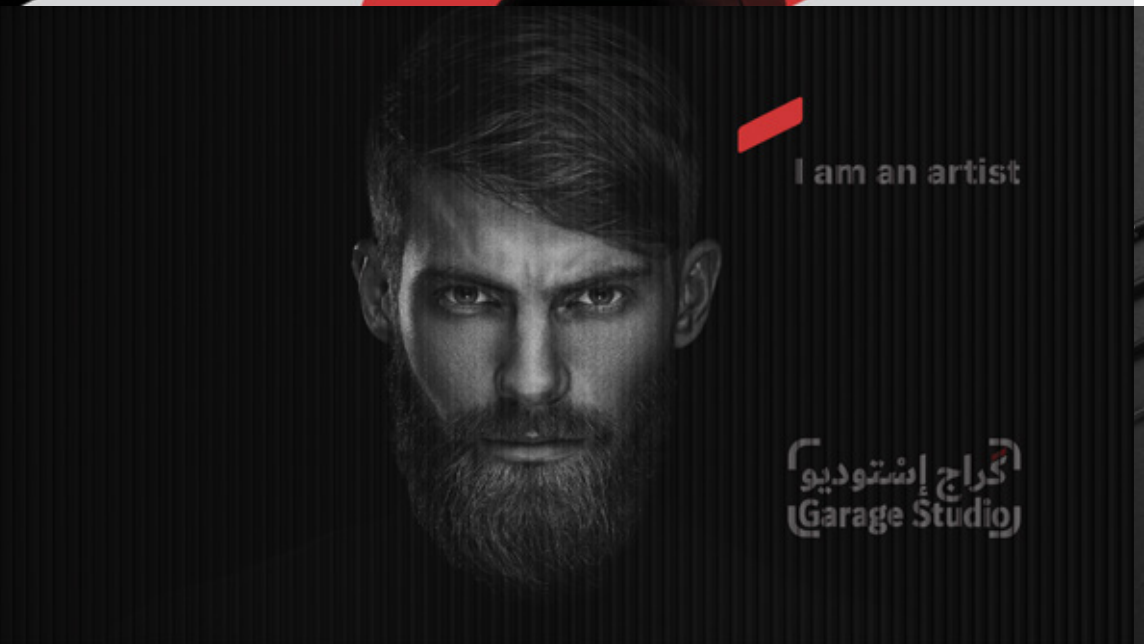


garage studio / uae

scope of work

corporate identity
social media posting
advertising design system
digital branding

جراج إستوديو
Garage Studio


I am an artist
جراج إستوديو
Garage Studio

shokudo cuisine / uae

scope of work

corporate identity / logo design
stationery design
literature design system
advertising design system

shokudo

JAPANESE KOREAN CUISINE

calipso advertising / uae

scope of work

corporate identity
stationery
literature design system
advertising design system
brand guideline manual
car branding

calipso
calipso
calipso
calipso

calipso

marmum / uae

scope of work

corporate identity
packaging design
advertising design system
digital branding

مرموم
MARMUM

مرموم
MARMUM

مرموم
MARMUM

مرموم
MARMUM

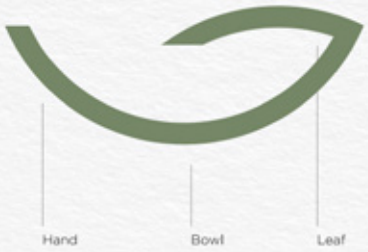
herboristerie principle / morocco

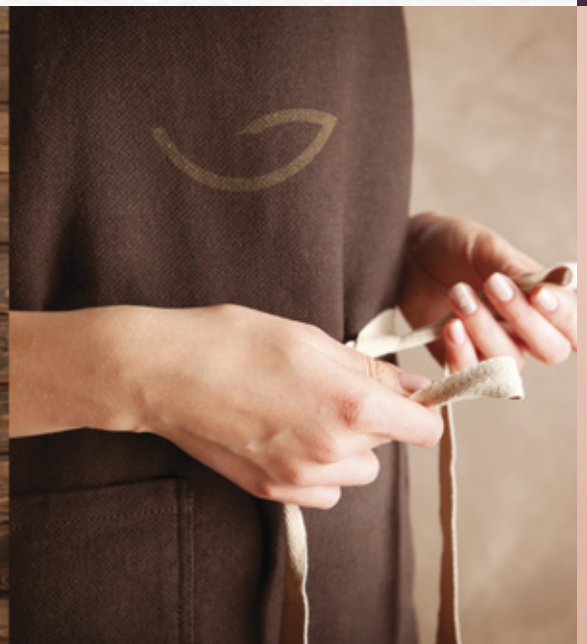
scope of work
logo design
literature design system
facade
advertising design system

Bowl
Customized
Process

Leaf
Natural & Organic

Hand
Healing Touch





stay flawless / dubai, uae

scope of work
logo / corporate identity
literature design system

facade
advertising design system

STAY
FLAWLESS
BEAUTY LOUNGE

STAY
FLAWLESS

STAY
FLAWLESS
BEAUTY LOUNGE

6750

6750 coffee shop / uae

scope of work
corporate identity manual
advertising design system

6750
6750
6750

6750
MADE FROM
HIGHEST QUALITY
COFFEE BEANS

6750

MADE
WITH
PASSION
6750

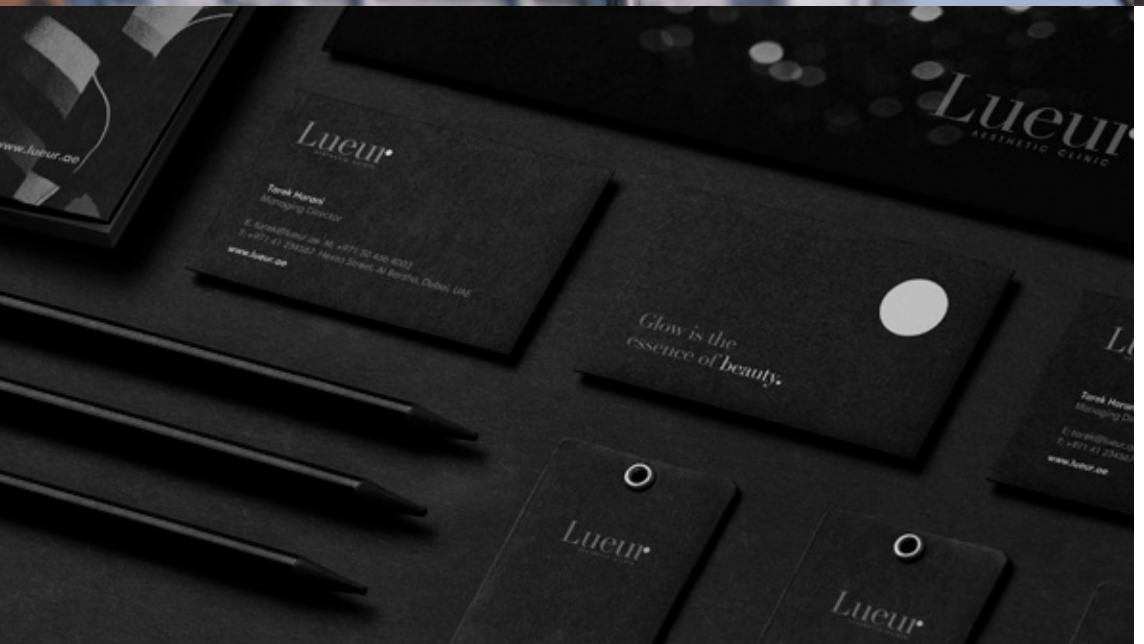
6750

lueure / uae

scope of work
corporate identity / logo design
advertising design system
social media

Lueur
AESTHETIC CLINIC

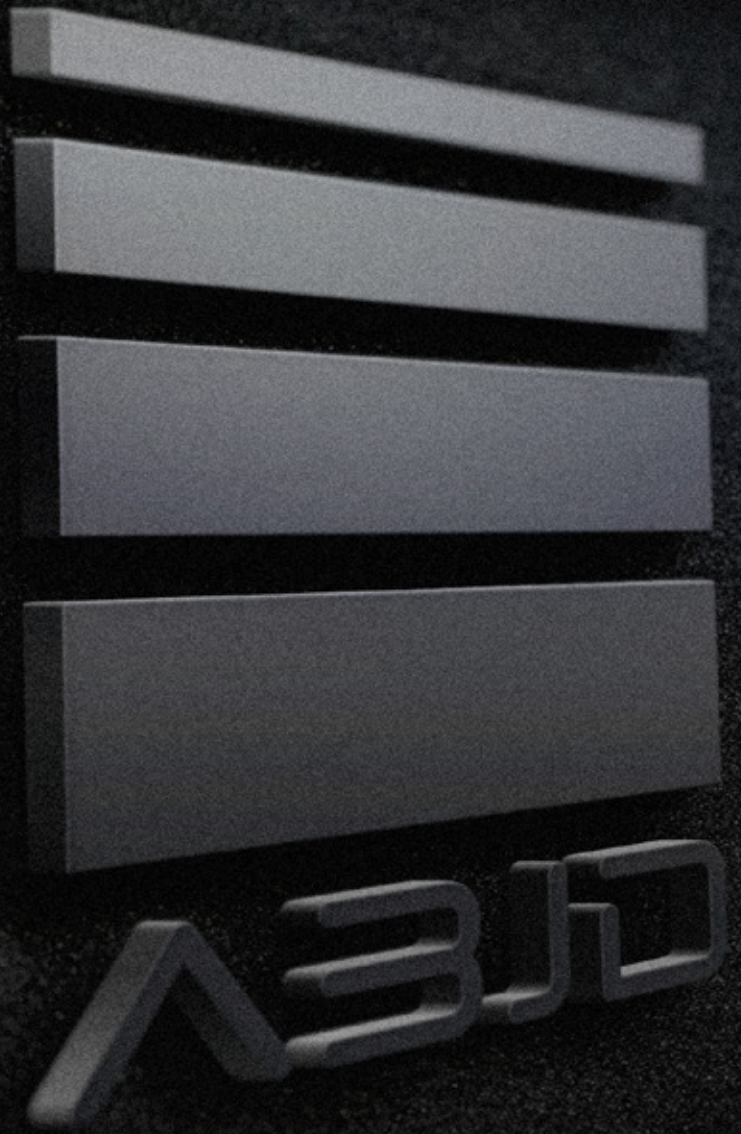
Lueur

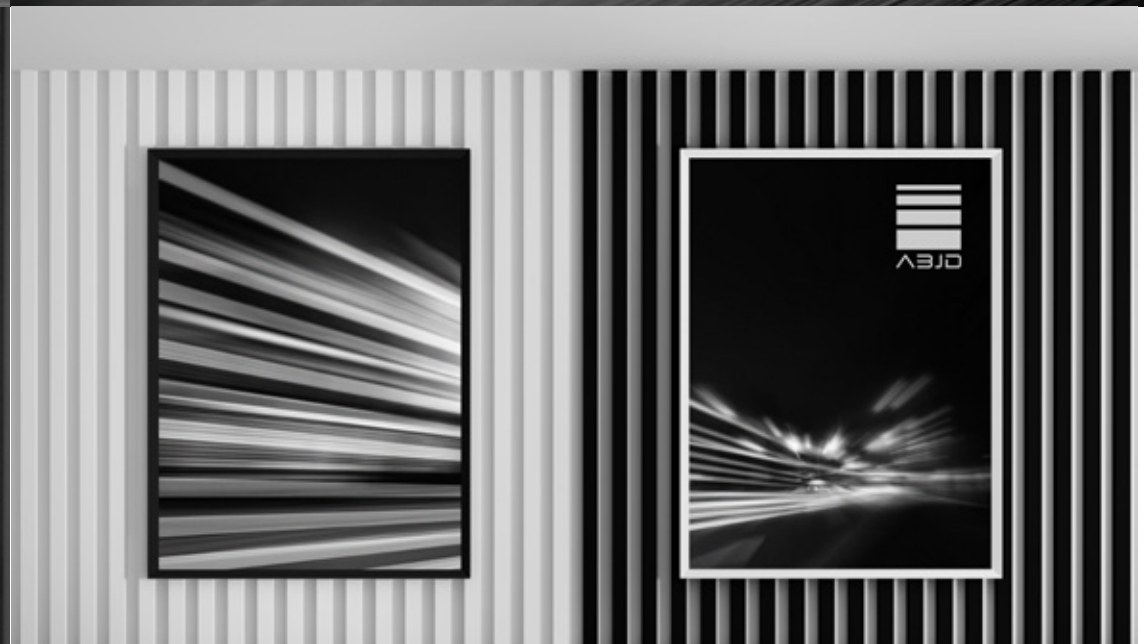

Lueur
AESTHETIC CLINIC
Tarek Horani
Managing Director
www.lueur.ae
Glow is the
essence of beauty.

Lueur
Lueur

abjd / uae

scope of work
brand application
presentation look & feel





object motion / philippines

scope of work
logo design
brand application

OBJEC+
MOTION

OBJEC+
MOTION

OBJEC+
MOTION

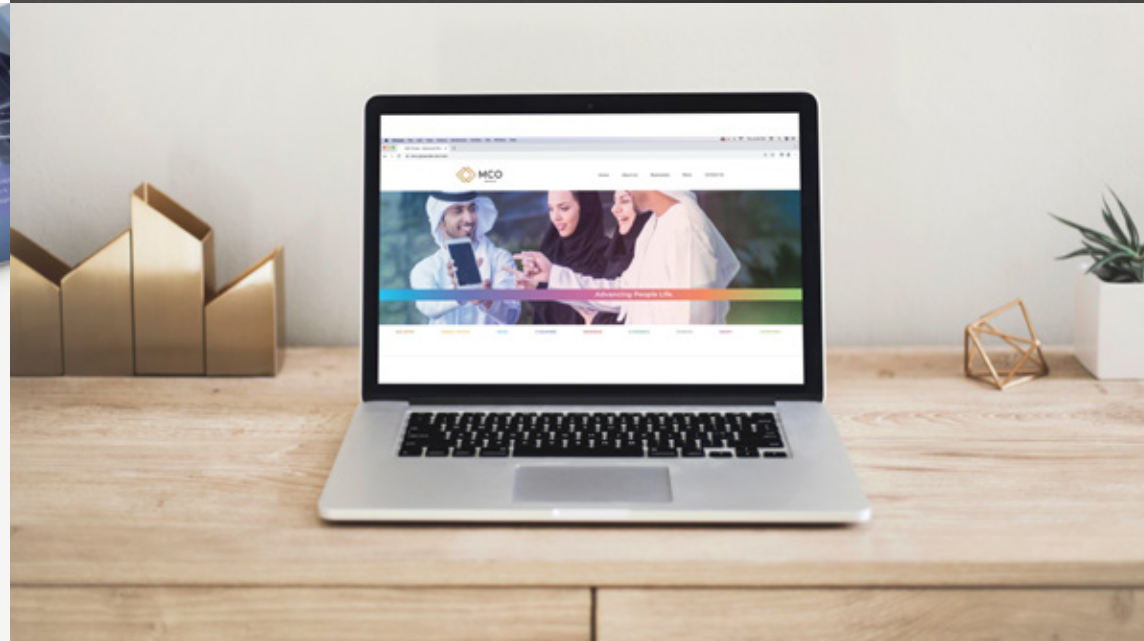
OBJEC+
MOTION
OBJECT VALUE
MOTION MOVE
+ADD MORE
Lorem ipsum dolor sit amet,
JEFF

mco group / uae / japan

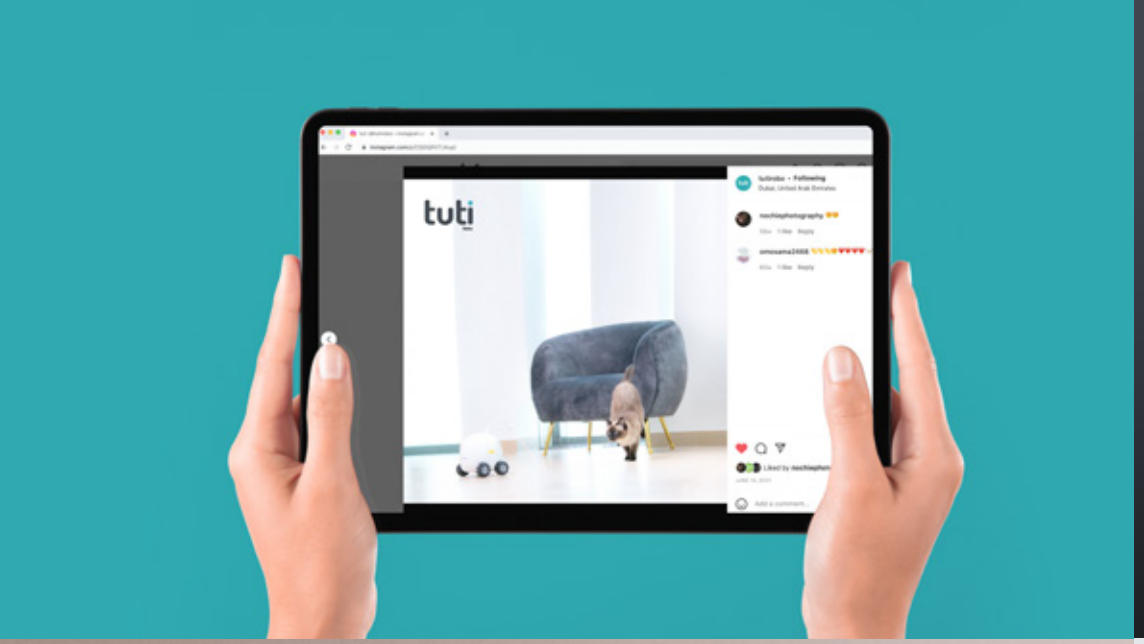
scope of work
logo design
brand application
presentation look & feel

COMPANY PROFILE 2022
Because we want to create
the most appropriate experience
for our clients and partners globally
Japanese technology to the world.

OUR COMPANY MISSION IS
TO OFFER THE BEST PRODUCTS,
USE BUSINESS TO INSPIRE AND
IMPLEMENT SOLUTIONS TO HELP
PEOPLE ADVANCE IN THEIR LIFE.
WE PASSIONATELY BELIEVE IN
THE POWER OF IDEAS TO
CHANGE PEOPLE'S LIVES.
MCO
sharing informations into experiences


MCO
Advancing People Life

social media / digital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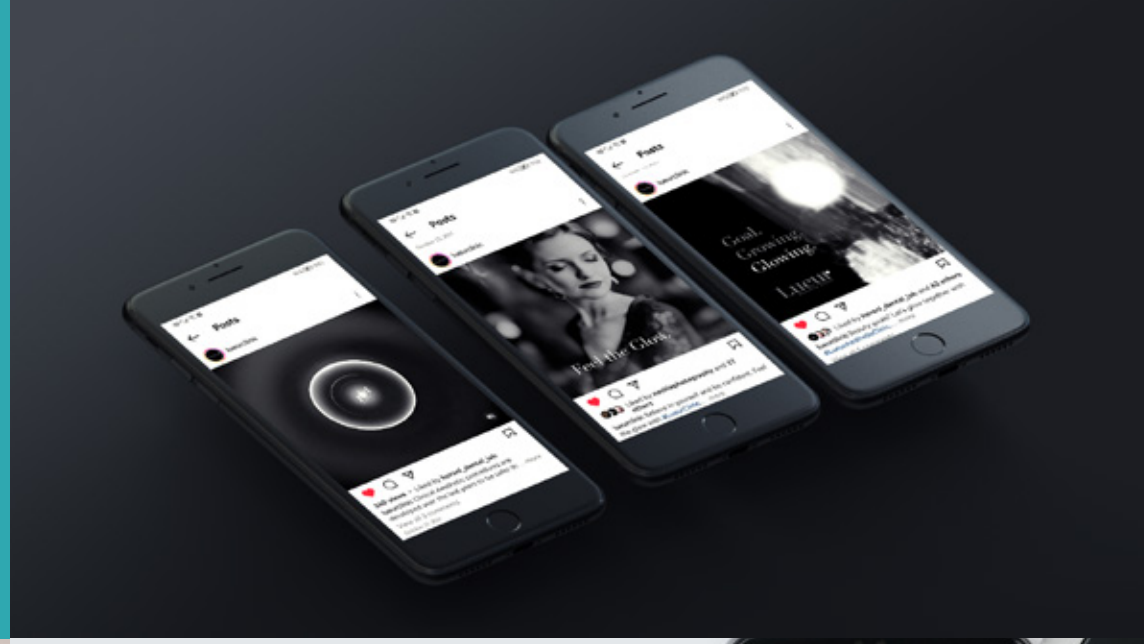
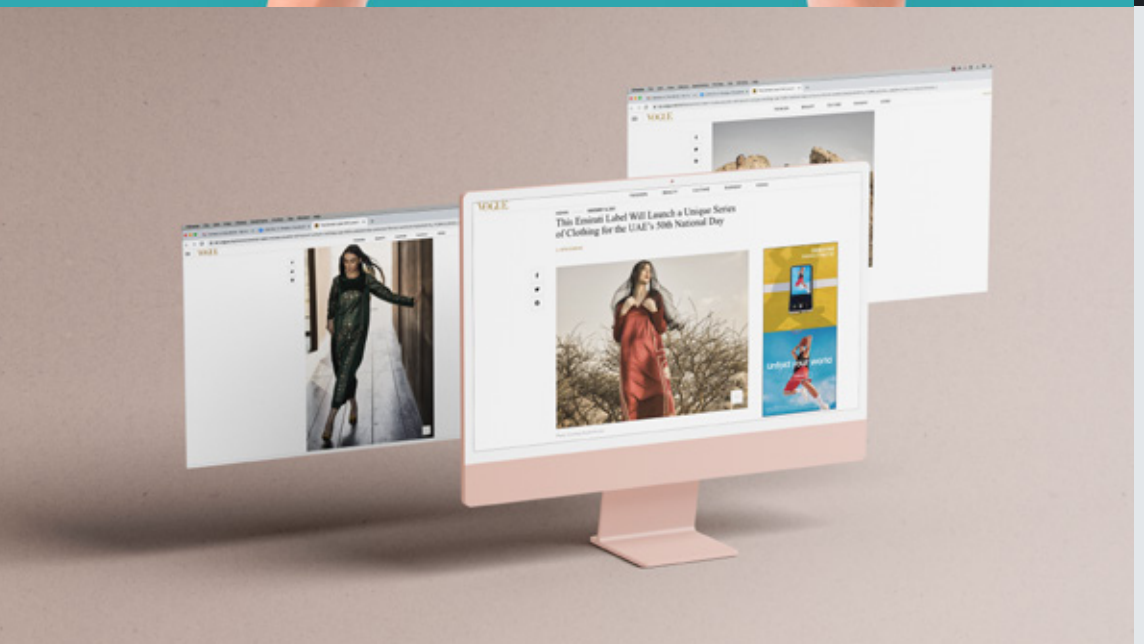
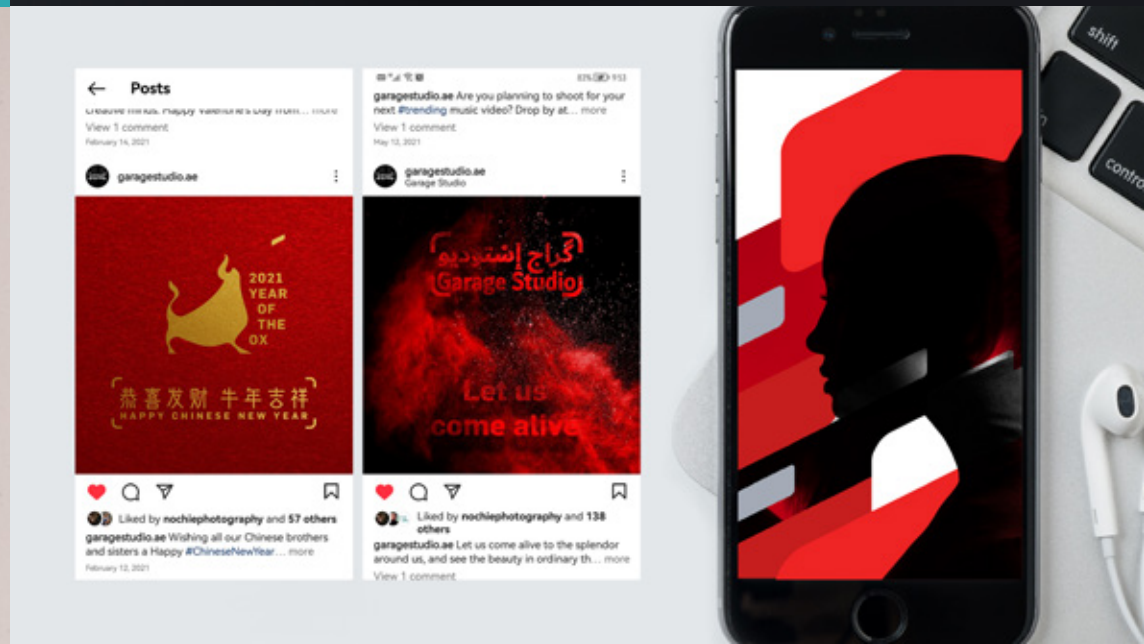
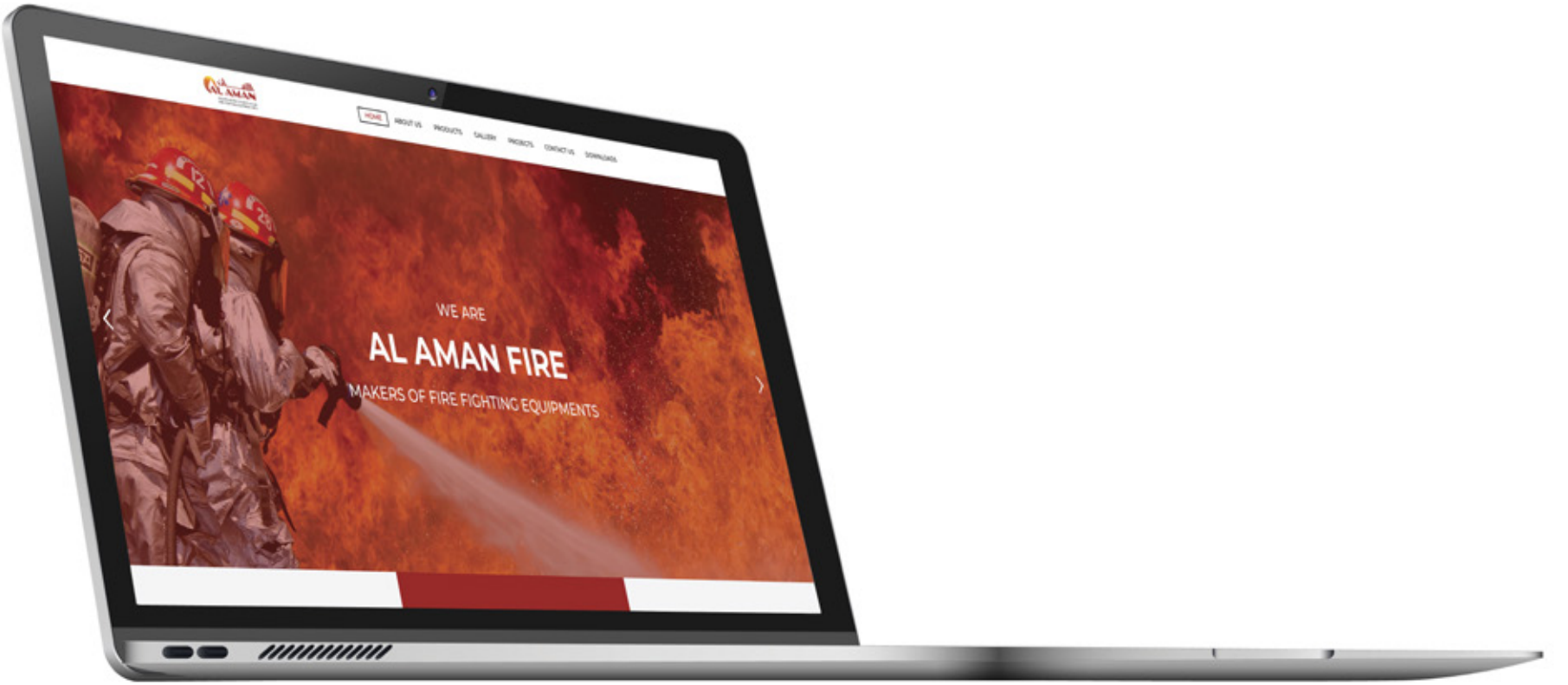

Posts
Feel the Glow
Goal. Growing. Glowing.
Luxury

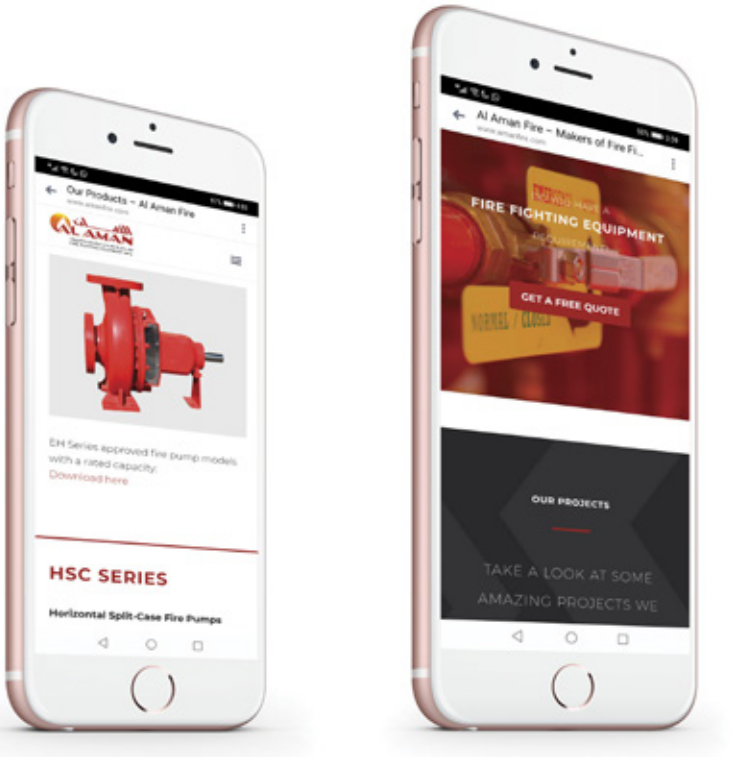

VOGUE
This Emirati Label Will Launch a Unique Series of Clothing for the UAE's 50th National Day

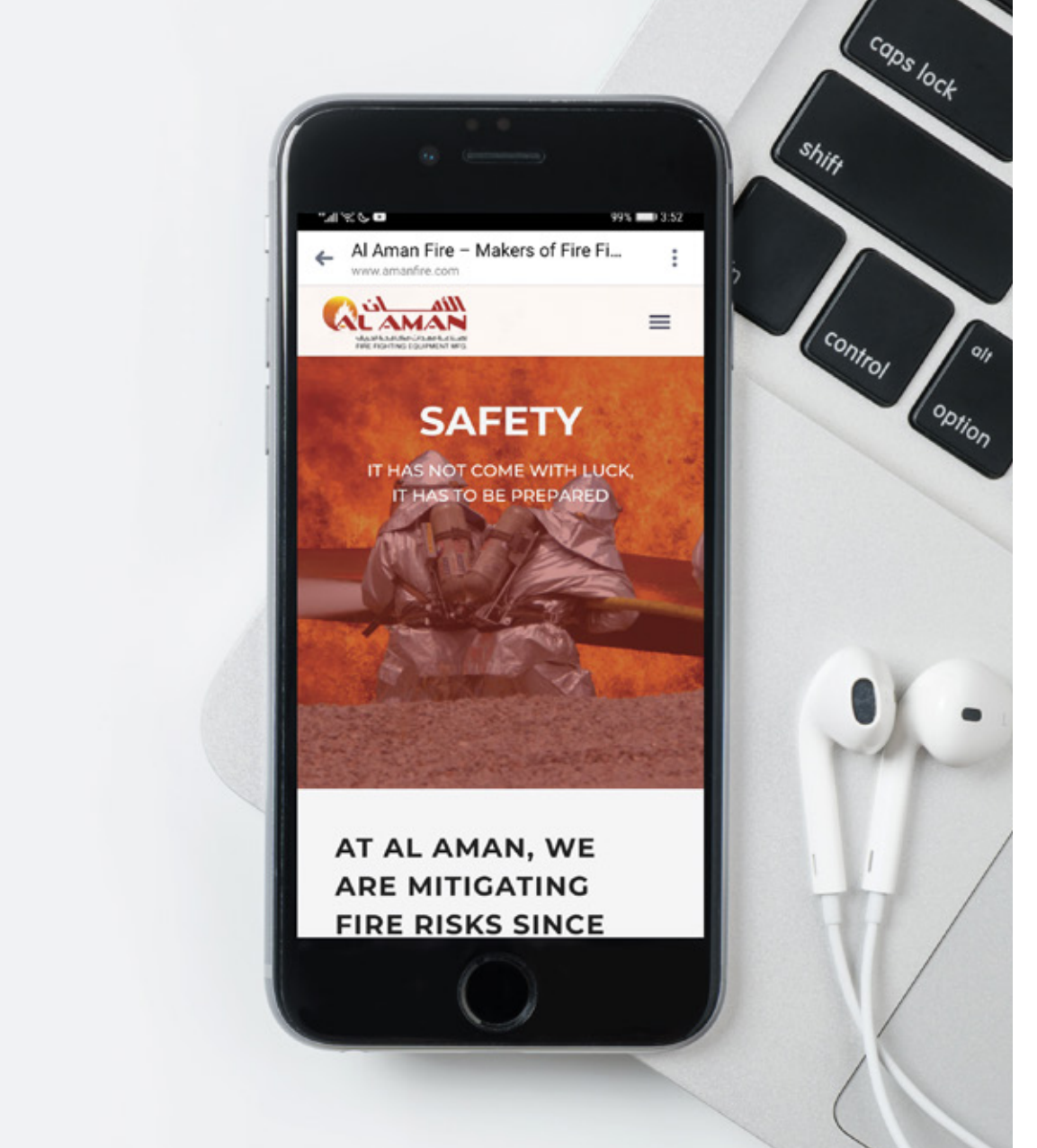

Posts
View 1 comment
February 14, 2021
garagestudio.ae
2021 YEAR OF THE OX
恭喜发财 牛年吉祥
HAPPY CHINESE NEW YEAR
Liked by nochiephotography and 57 others
garagestudio.ae Wishing all our Chinese brothers and sisters a Happy #ChineseNewYear... more
February 12, 2021
garagestudio.ae Are you planning to shoot for your next #trending music video? Drop by at... more
View 1 comment
May 12, 2021
garagestudio.ae
Garage Studio
گراج إستوديو
Garage Studio
Let us come alive
Liked by nochiephotography and 138 others
garagestudio.ae Let us come alive to the splendor around us, and see the beauty in ordinary th... more
View 1 comment
shift



al aman/ uae

scope of work
web design
photo retouching


Our Products – Al Aman Fire
EH Series approved fire pump models with a rated capacity.
Download here
HSC SERIES
Horizontal Split-Case Fire Pumps
Al Aman Fire – Makers of Fire Fi...
FIRE FIGHTING EQUIPMENT
GET A FREE QUOTE
OUR PROJECTS
TAKE A LOOK AT SOME AMAZING PROJECTS WE


caps lock
shift
control
alt
option
Al Aman Fire – Makers of Fire Fi...
www.amanfire.com
SAFETY
IT HAS NOT COME WITH LUCK,
IT HAS TO BE PREPARED
AT AL AMAN, WE
ARE MITIGATING
FIRE RISKS SINCE

design / advertising

MCO
GROUP

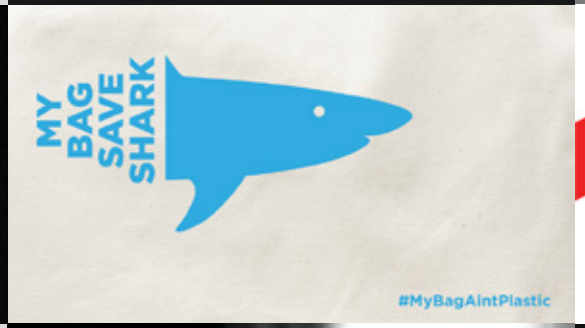
b&plink

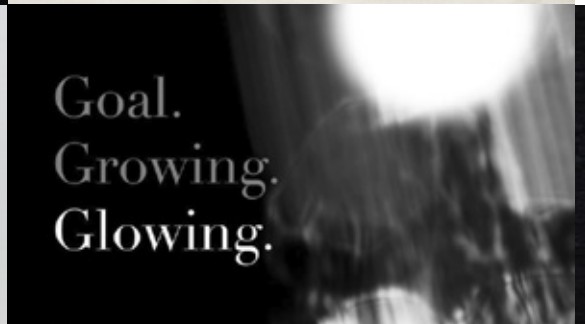
TEXAS de BRAZIL
CHURRASCARIA
Brazilian Steakhouse
Meat Lovers

tuti
visual identity
manual™

Lenovo

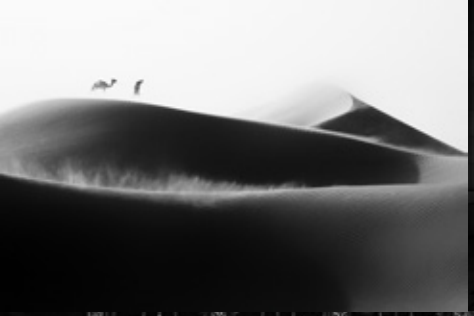
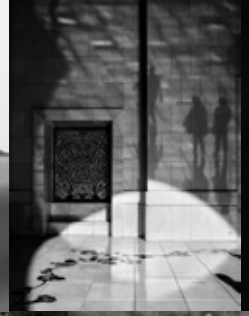
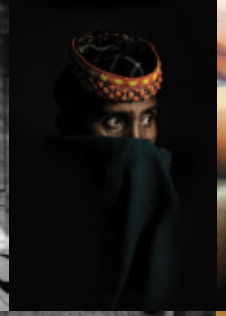
Paisley House
CAFE & CAKE
BOUTIQUE

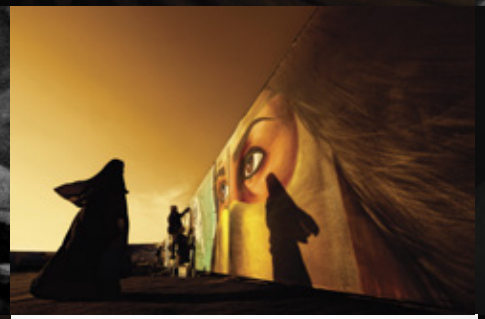

MY
BAG
SAVE
SHARK
#MyBagAintPlastic

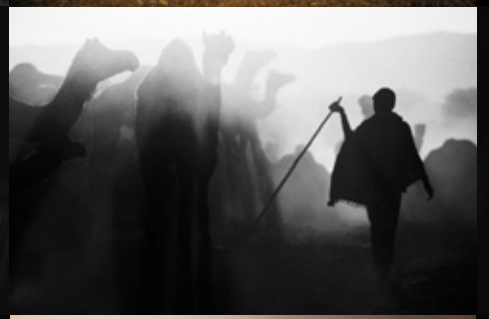

Goal.
Growing.
Glowing.

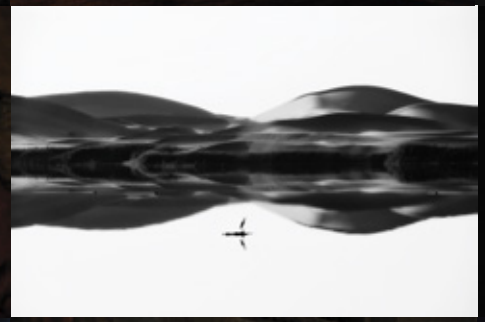
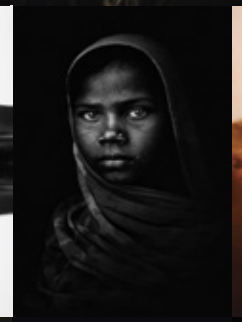
BRIK

photography



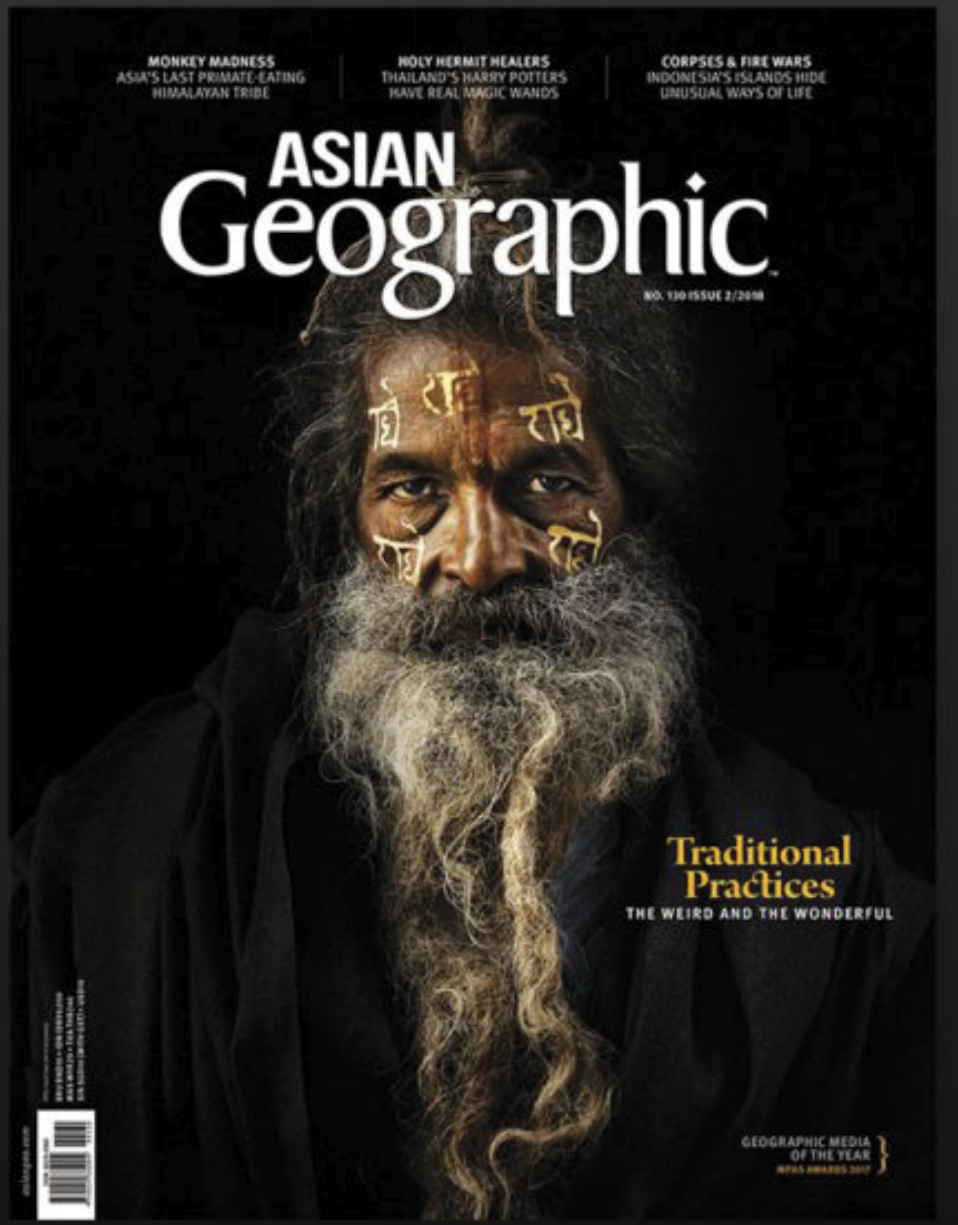


ASIAN Geographic

ASIA WITHOUT BORDERS

BEST COVER 2019



jumierah stay different / uae

scope of work
product photography
product editing

inglot / ana de leon /

scope of work
high fashion photography
post process

high fashion workshop
by ©donell gumiran

scope of work
high fashion photography
post process

hair waves salon / abu dhabi

scope of work
high fashion photography
post process

conceptual workshop
by ©donell gumiran

scope of work
dark fashion photography
post process

FASHION AVENUE

THE DUBAI MALL

dubai mall fashion avenue

scope of work
teaser reopening
art director and
director of photography

gathercole atelier / uae / califonia

scope of work
bridal photography

yuniu jewels / uae

scope of work
corporate identity
photography

digital branding
social design system

musee poudre

scope of work
photography
social media

donell gumiran workshop

scope of work
photography conceptual workshop
post processing workshop

ecommerce

scope of work
fashion photography
product photography

jashanmal / uae

scope of work
product photography

decoart / uae

scope of work
interior photography
photo editing

the orchestra restaurant / uae

scope of work
product photography
product editing

our achievements

awards & recognitions

Moscow International Foto Awards 2022 - **Gold Winner Professional 2022**
New York Photography Awards - **Gold Winner Professional 2021**
Fine Art Photo Awards, London - **1st Place Winner 2021**
Al Murabbaa Arts Festival X HIPA Photography,UAE - **1st Place Winner 2021**
WPE Awards, European Community Photojournalism - **1st Place Gold 2021**
WPE, Culture Tradition & Street, Paris France - **1st Prize Winner - 2021**
Sony World Photography Awards, Germany - **1st Prize National & Regional Award 2021**
World Photographic Cup, Reportage Category, Rome Italy - **Silver Award Medalist 2021**
Maghreb Photography Awards - Editorial Category / News - **Grand Winner 2021**
Awaken Your Inner Creative, Sharjah, UAE - **1st Place Awards 2021**
TPA Remotexpeditions London & Paris - **1st Place Winner 2020**
Archivo Jalon Angel, Spain - **Best Photograph 2020**
Fine Art Photo Awards, London - **1st Place Winner, 2020**
Annual Fine Arts Festival / Art & Photography, Ras Al Khaima,UAE - **1st Place 2020**
B&W Spider Awards, Washington DC, USA - **Photographer of the year 2019**
Asian Geographic Magazine, Singapore - **Voted Best Cover 2019**
Le Prix De La Photography De Paris, France - **Gold 2019**
Tokyo Foto Award, Japan - **Gold 2019**
Moscow Foto Award - **Winner 2019**
Umbra Photography Award - **1st Prize, Category Winner 2019**
The Independent Photo Travel Award, Berlin, Germany - **1st Place Winner 2018**
International Photography Awards, Documentary, USA - **1st Place Award 2018**
Urban Art Festival, Dubai, UAE - **Curtin Dubai's Photographer of the Year 2018**
Life Framer International Award, Faces of the Earth - **Winner 2018**
One Eyeland - Black & White Competition Photographers 2018 - **Rank No. 1 in UAE**
Ani ng Dangal Award - Office of the President Philippines - **Visual Arts Awardee 2018-2022**
Asian Geographic Images of Asia, Singapore - **Portrait Photographer of the Year 2017**
Travel Photographer Society, Kuala Lumpur, Malaysia - **Grand Prize Winner 2017**
Filipino Times Times Award, Dubai, UAE - **Photographer of the Year 2017**
Life Framer World Travelers Competition - **Winner 2017**
Golden Orchid Photo Awards 2017, New York - **Winner 2017**
International Photography Awards (IPA Phil) **Sports Photographer of the year 2017**
100 Most Influential Filipinos in the Gulf, **Outstanding Lensman - 2015 & 2018, 2019**
Sheikh Zayed Heritage Festival Award - **1st Place Winner 2015**
XMO Fujifilm, MENA, UAE - **Grand Prize Winner 2013-2014**
Desert Environment Category - **1st Place Award 2014**
Mansoor Bin Mohammed Photo Award - **1st Place Award 2013**
Fujifilm Street Photography Challenge - **Grand Prize Winner 2013**

Al Ain Zoo Black & White - **1st Place Winner - 2021**
Nikon 100 Powerful Portraits - **Nikon's Choice Winner - 2017**
International Photography Awards (IPA Phil) - **Gold Award - 2017**
Sheikh Zayed Heritage Festival Award - **1st Place Winner - 2017**
Asian Geographic, Singapore - **Portrait Top 5 Finalist - 2017**
Al Ain Zoography - **Finalist - 2017**
Hamdan International Photography Awards (HIPA) - **Finalist - 2017**
Sheikh Zayed Grand Mosque Photo Awards - **1st Place Winner - 2016**
Al Dhafra Festival - Through The Eyes of Photographers - **7th place - 2015**
I am Nikon Movement - **Finalist - 2014**

let’s work together. connect with us.

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+818040511376 | +971 58 5441376

donell gumiran / design director / photographer
+971 55 536 0484 / www.behance.net/donellgumiran

eric perales / managing director/photographer
+971 50 646 2978
www.ericvperales.com

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