

Previous Work

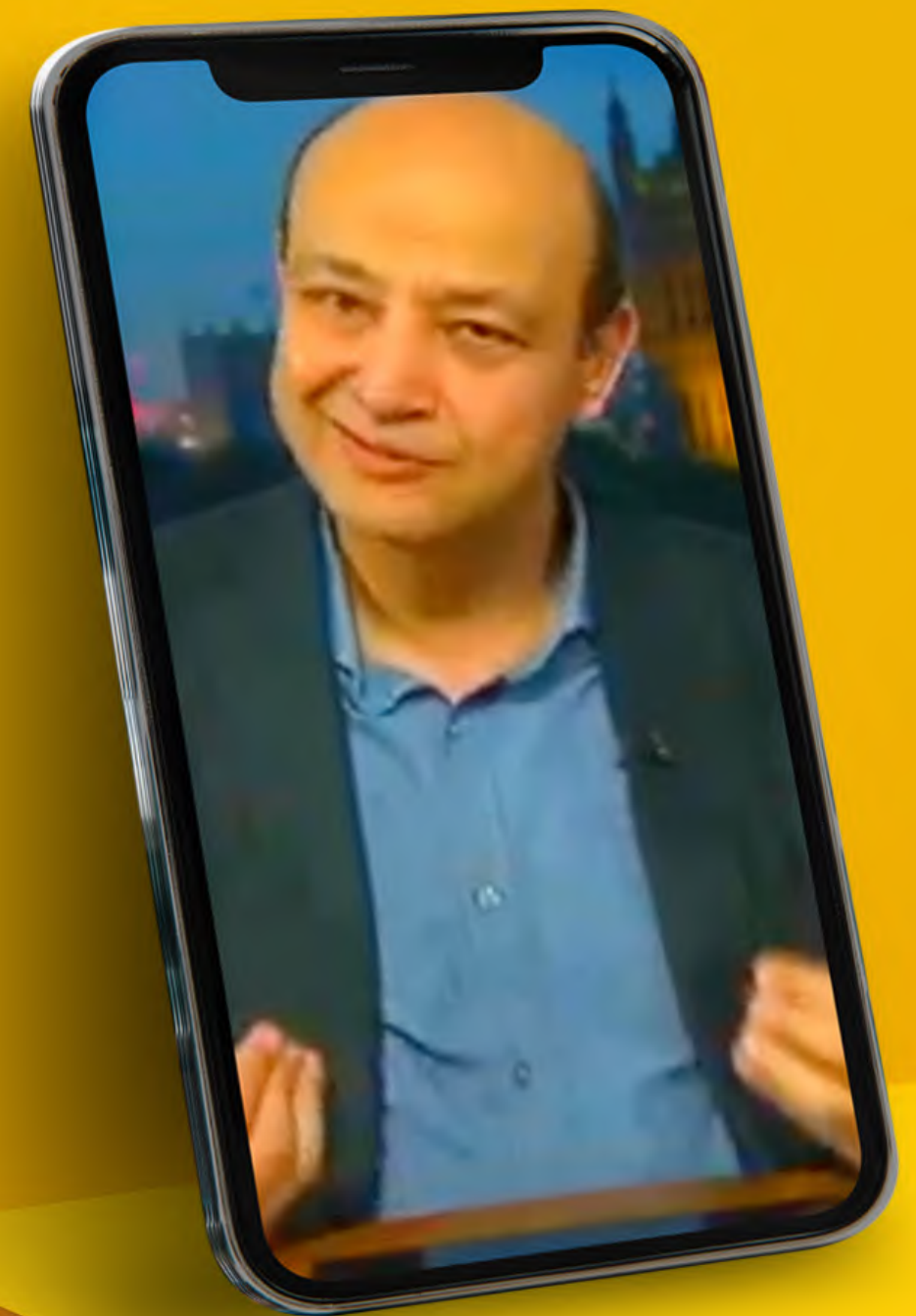
yellow
mustard[®]
adv.

about us

Yellow Mustard is an advertising agency and a member of SAAF Group located in Cairo.

We provide fully integrated creative services, including online, on-air, on-ground, on-print, and on-brief solutions to add color and flavor to brands.

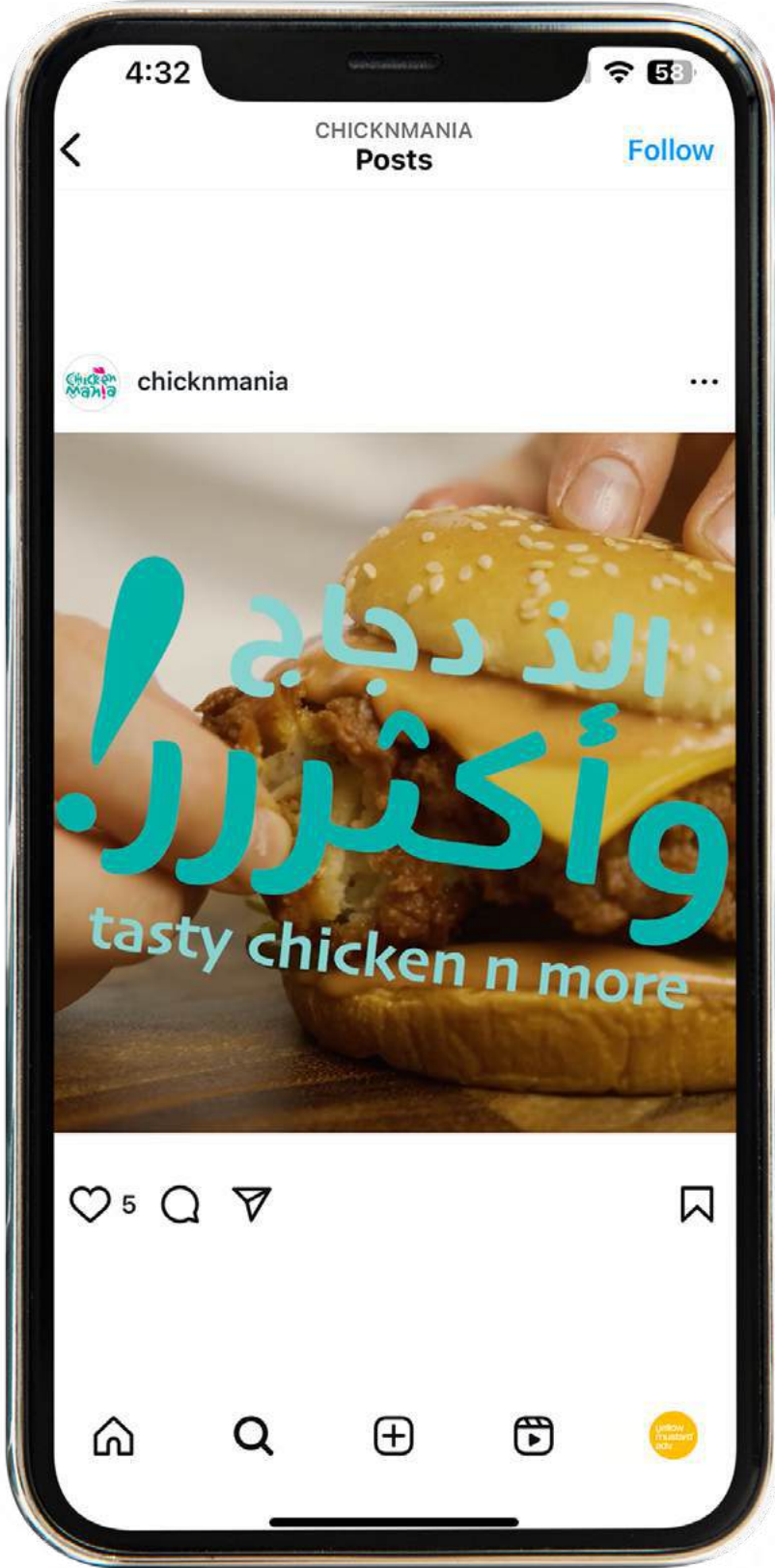
At Yellow Mustard, we take the ordinary, spice it up, and make it unforgettable; because your brand deserves to stand out, not blend in.



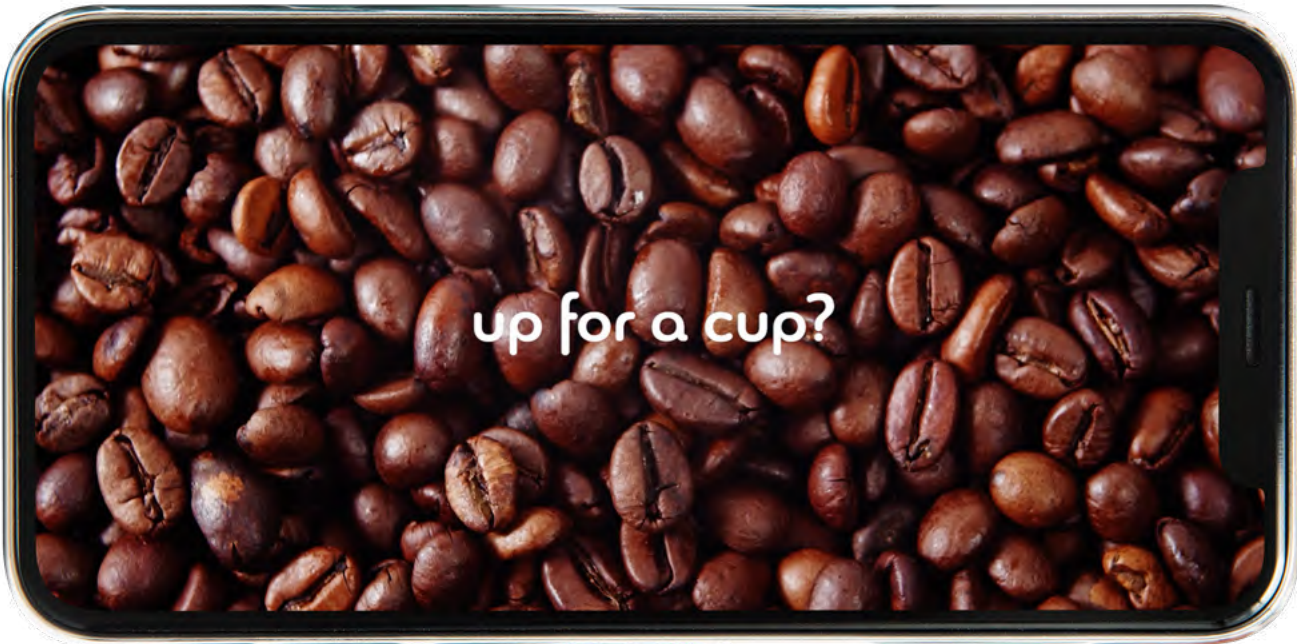


**a glimpse
of our work**

videos



 Watch Video Now 



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musical videos

Original Music Crafted and Produced In-House, by: **yellow mustard**.®



musical videos

Original Music Crafted and Produced In-House, by: yellow mustard.



 **Watch Video Now** 

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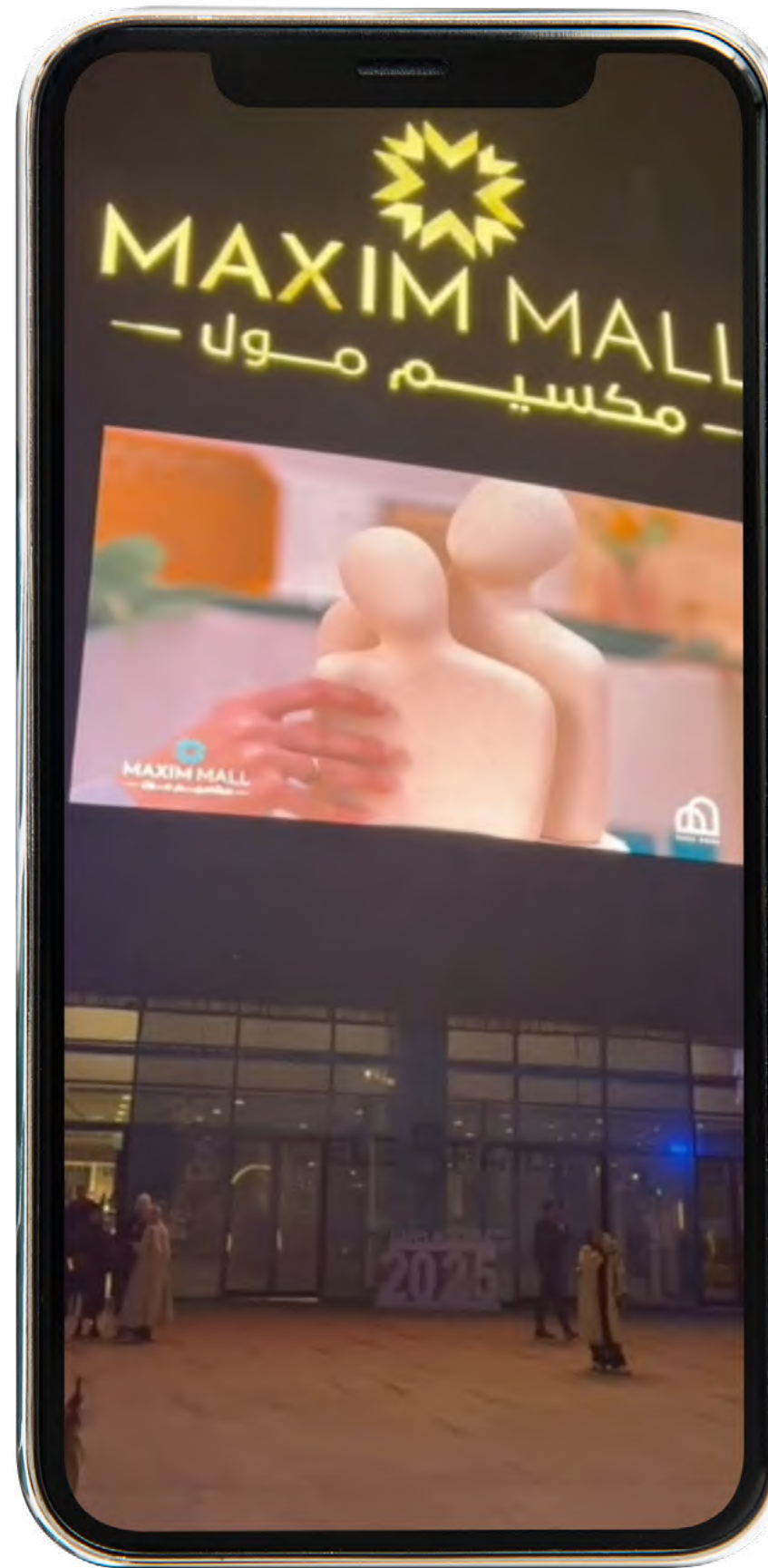
social media posts



print design: roll ups

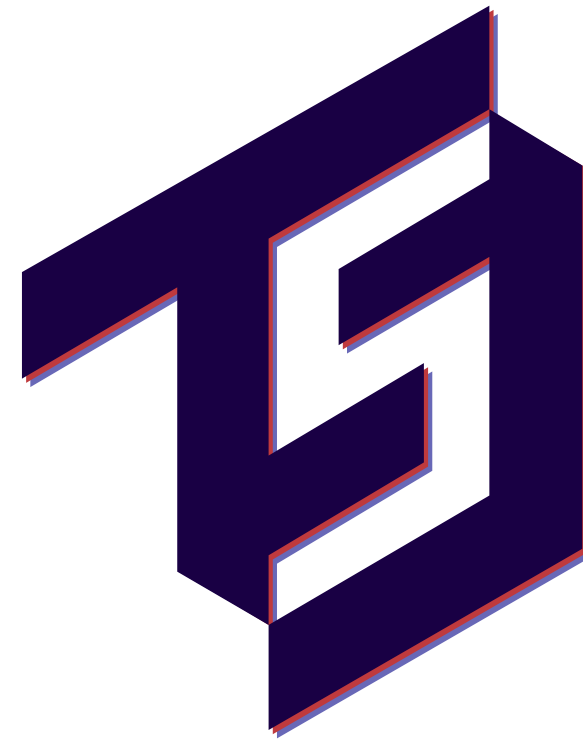


outdoor ads: zaha home x maxim mall



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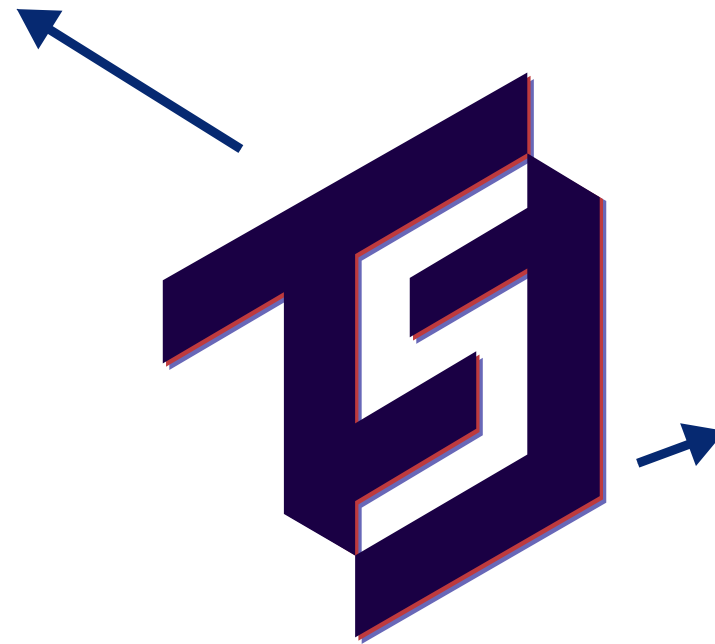
branding: tech shop



Tech Shop

ONE STOP HUB

embodies the essence of technology and innovation. The letters 'T' and 'S' form an abstract representation of integrated circuits or microchips, which are foundational components in the tech world. This symbolic integration underlines Tech Shop's commitment to providing cutting-edge technological solutions.



Blue: symbolizes trust, stability, and intelligence. It reflects the brand's reliability and the dependable nature of its products.
Red: This vibrant color injects a modern and energetic touch, representing creativity and innovation. It also makes the brand stand out in the competitive tech market.
Purple: A blend of sophistication and uniqueness, purple adds a layer of elegance and distinguishes the brand as a leader in tech that prioritizes both style and substance.

Tech Shop

ONE STOP HUB





Tech Shop

branding: nomad



A nomad is an individual who moves from one place to another rather than settling permanently in one location. This lifestyle is often characterized by a deep sense of adventure, adaptability, and independence. Key personality traits of nomads include a strong desire for exploration, openness to new experiences, and a flexible mindset that allows them to thrive in diverse environments. They often possess a high level of resourcefulness and resilience, enabling them to navigate the challenges of a transient lifestyle while forming connections with various cultures and communities.

yurt concept



This concept features a yurt, symbolizing the nomadic lifestyle of the largest nomadic tribe in history – Mongolian nomads.

Cultural Significance: The yurt represents adaptability and community

Symbol of Hospitality: Known for their warmth, yurts embody the inviting atmosphere that the coffee shop seeks to create, encouraging social gatherings

Visual Identity: The unique shape and traditional patterns of the yurt make for a memorable logo, conveying authenticity and quality



Versatility and Community: The yurt's ability to accommodate various group sizes reflects the coffee shop's aim to be an inclusive space for all.

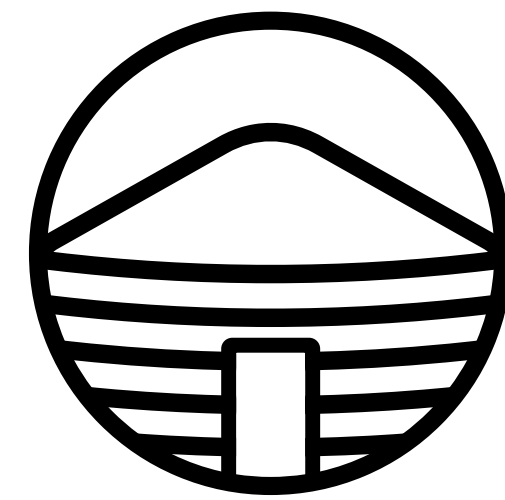
Patterns: The yurt traditionally had illustrations of different patterns, usually on the internal structure and on the doors. This is translated in the concept by using the patterns as a simpler and more modern way to symbolize the yurt experience.

In summary, the yurt illustration effectively represents nomadic culture, hospitality, and community, while establishing a distinctive visual identity that aligns with the shop's mission and values.

[Click to read the National Geographic Article on Yurts](#)



logo & variations



NOMAD
SPECIALTY COFFEE



NOMAD

SPECIALTY COFFEE

compass concept



Incorporating a compass into the logo serves multiple purposes:

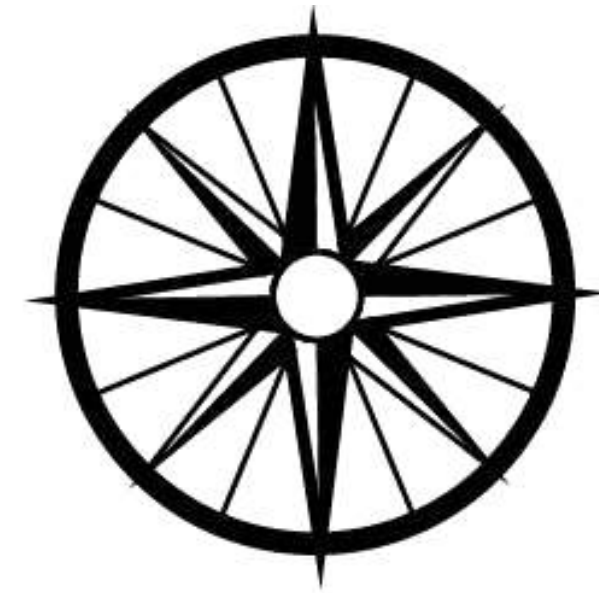
Just as nomads travel to discover new places, the coffee shop invites customers to explore diverse coffee flavors and origins. The compass represents the journey of finding the perfect brew.

The compass can also signify the gathering of people from different paths and backgrounds, coming together in a shared space. This aligns with the coffee shop's role as a community hub where stories and experiences are exchanged.

The name "Nomad" paired with the compass logo establishes a strong brand identity that resonates with customers who value adventure, quality, and a sense of belonging. It suggests that the coffee shop is not just a place to grab a drink, but a destination for those seeking inspiration and connection.



logo & variations



NOMAD
SPECIALTY COFFEE



pov concept



This concept features an illustration of **mountains and nature**, symbolizing the **spirit of exploration and adventure** that defines nomadic life.

This design choice reflects aiming to **create a welcoming space for those who seek new experiences and connections**, much like nomads who journey through diverse landscapes.

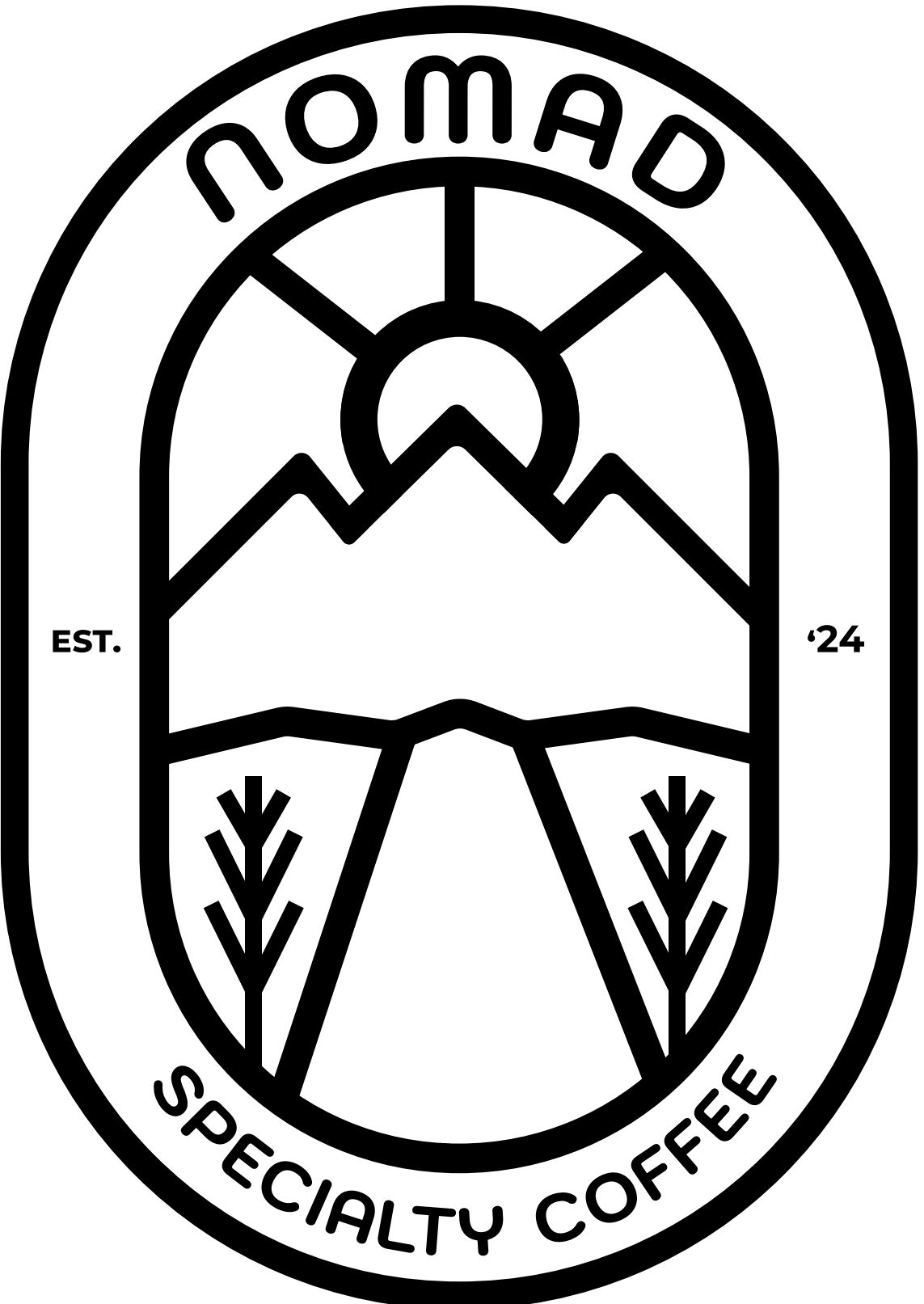


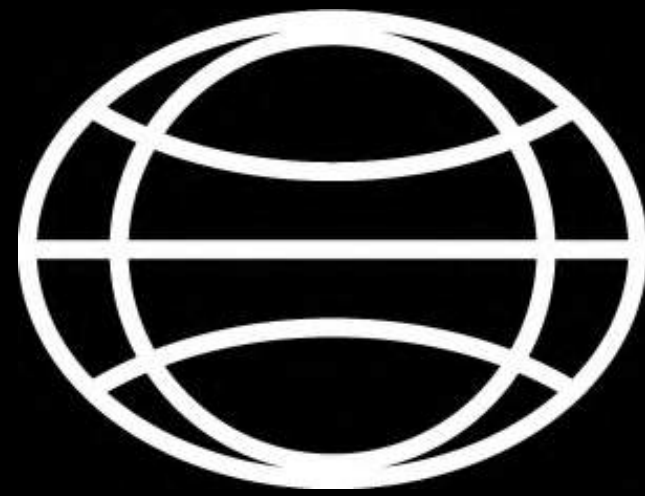
The mountains represent not only the physical journey but also the metaphorical **journey of discovery that each cup of coffee can inspire**. By incorporating elements of nature, the logo evokes a sense of **tranquility** and a **connection to the outdoors**, inviting customers to pause and **enjoy their own moments of exploration within the cozy atmosphere of the coffee shop**.

Overall, the concept encapsulates the idea of a **community hub for adventurers and wanderers**, encouraging people to **savor their coffee** while embracing the **nomadic spirit of curiosity and discovery**.



organic vs. symmetrical version





Ads of the World

BY CLIOS

United Nations

Toilets are a place of progress

Agency: Yellow Mustard



Ak Ships

Sea The Impact

Agency: Yellow Mustard



Cultural Symphony

Agency: Yellow Mustard



Elmalky

Top of the Sweet

Agency: Yellow Mustard



Dip into Possibilities, Chat with Us



Got a brand that needs some flavor?
Drop us a line, and let's cook up something unforgettable together.

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