



MAXIMA GROUP



PORTFOLIO & CREDENTIALS

BRING YOUR IDEAS TO LIFE

- 01 WELCOME
- 02 ABOUT US
- 03 MISSION & VISION & VALUES
- 04 OUR SERVICES
- 05 OUR PROJECTS



WELCOME

Your Business needs an impactful, innovative digital marketing and professional services? We are here to help you grow your business with a creative touch.

Scan **Here**





OUR MISSION

We aim to support forward-thinking organizations in planning, designing and developing cutting-edge digital platforms; which build on their strengths to maximize growth, profitability and customer happiness

OUR VISION

To become one of UAE's top ten MENA leading digital agency by 2025.

OUR VALUES

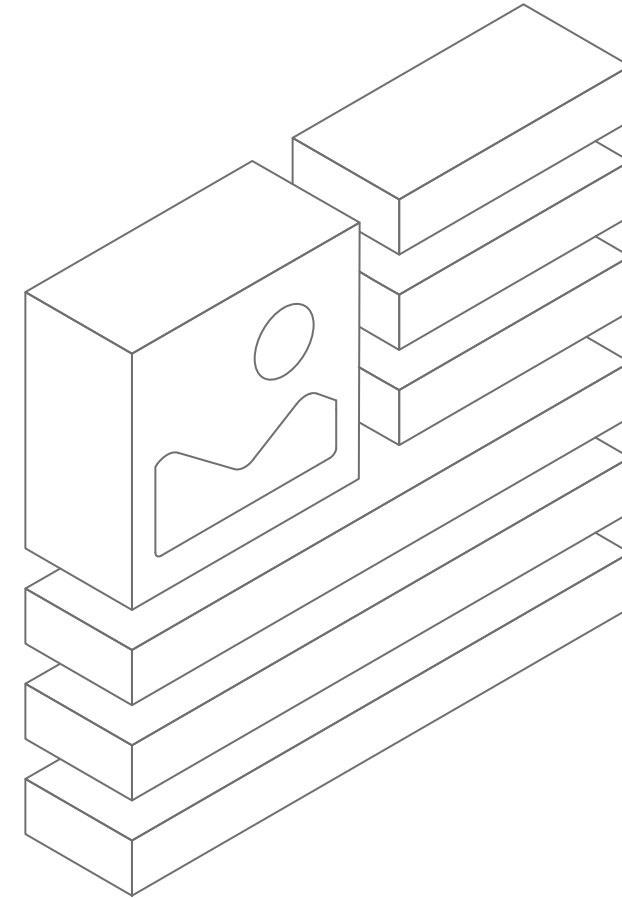
At the Maxima Group, we are guided by a core set of values which represent who we are as a company and what we aspire to do as a partner for our clients.

- Credibility
- Agility.
- Innovation.
- Excellence
- Customer Happiness.
- Proactive/Forward-thinking.



ABOUT US

At the Maxima Group, conceptualizing and creating go hand in hand, to produce remarkable experiences across the spectrum of digital services. As a digital agency, we specialize in creating brands, differentiating them from competitors, pushing the boundaries of their potential, and positioning them as trendsetters and trailblazers for a new generation of innovators. Times are changing, and in our digital world, everything changes in a nanosecond. In this constant state of change, you need an agency that does not limit itself to keeping up, but challenges itself to stay ahead of the curve. We imagine the impossible, and create the improbable. Discover a new dimension of greatness with us.

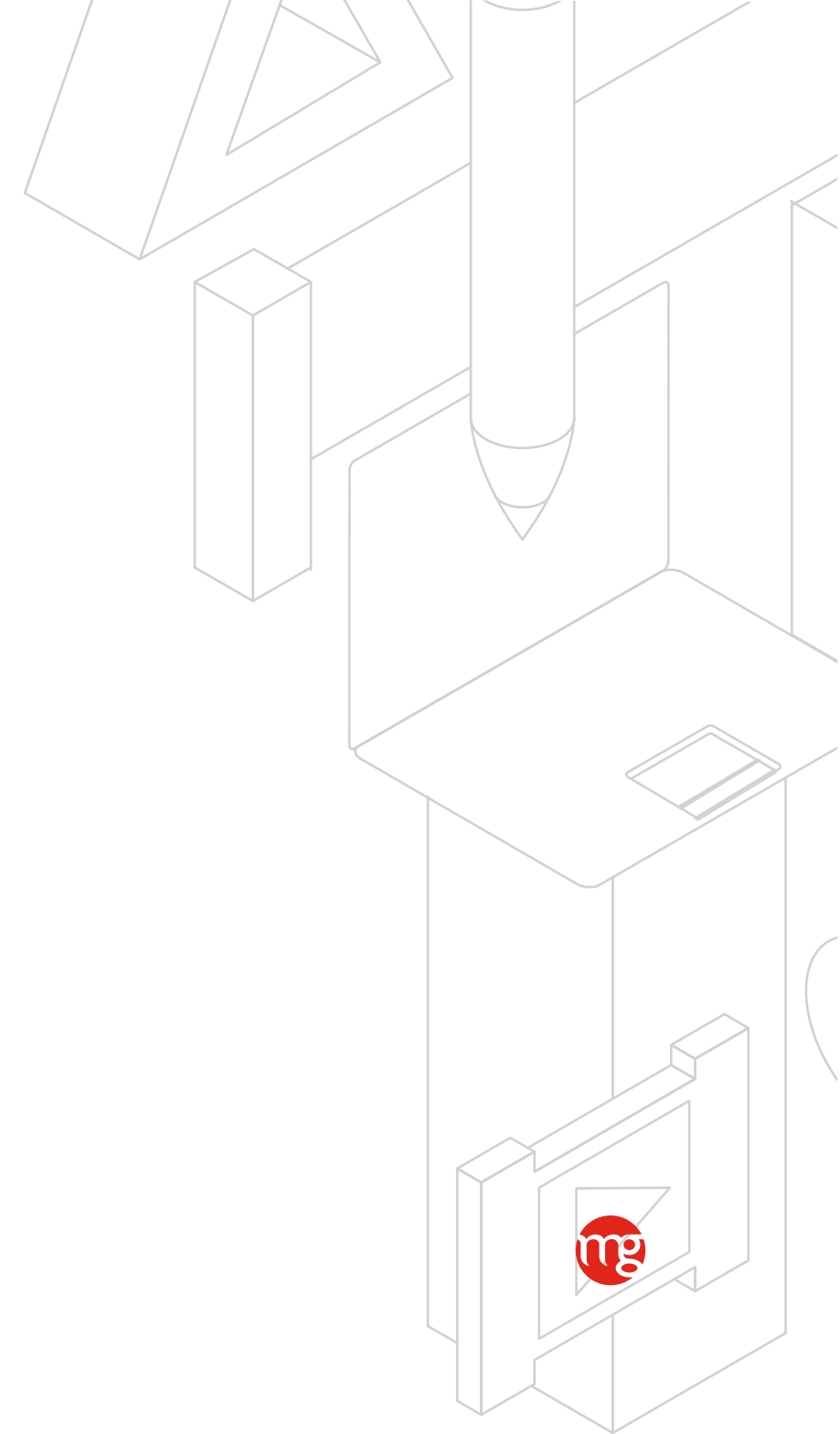


We work hand in hand with our clients, management and sales team to provide a seamless solution to value position definition, brand building and marketing.

Looking for integrated services in marketing, design and web-development? Here is Maxima MaximaGroup is a leading Web Design and Web Development agency established in Dubai with a renown expertise in design, software development and marketing.

YAHIA AL DAMANI

FOUNDER & GM



An isometric illustration on a black background featuring a variety of 3D geometric shapes and objects. These include rectangular prisms, cylinders, spheres, a triangular prism, a pyramid, a cone, a sphere with a grid, a target with an arrow, a trophy, a computer monitor, a smartphone, a tablet, a pair of scissors, a magnifying glass, a ruler, and a compass. The objects are arranged in a complex, overlapping manner, creating a sense of depth and three-dimensionality. A red rectangular border is drawn around the central text.

OUR SERVICES

OUR SERVICES

We provide world-class services for your mobile apps, website, social media, and much more.

STRATEGY

Benchmarking
Brand Strategy
Product Strategy
Roadmapping
Scoping

DESIGN

Branding
UI/Ux Design
Prototyping
UX writing
Usability Testing

DEVELOPMENT

Web Apps
Mobile Apps
Hybrid
QA

CONTENT & MEDIA

Coverage
Digital Video
Social Media
Content Creation





OUR WORKS



- BRANDING
- PROMOTIONAL VIDEOS

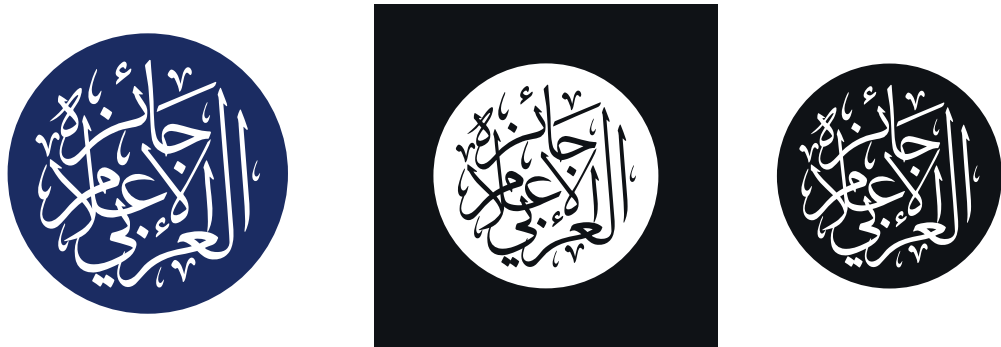


المكتب الإعلامي
لحكومة دبي
GOVERNMENT OF DUBAI
MEDIA OFFICE



Logo Story

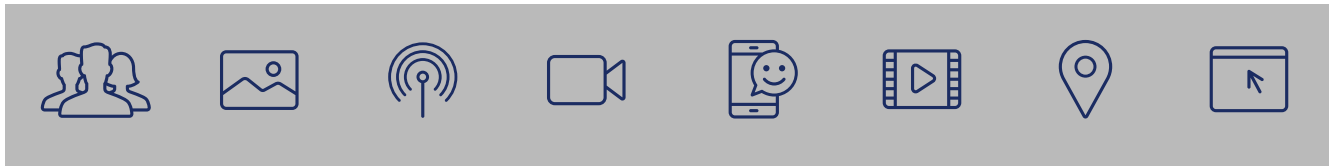
Aligned with the vision of the sponsor of media and professionals, His Highness Sheikh Mohammed bin Rashid AlMaktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, may God protect him, to keep pace with the rapid developments of the media sector in the region, and motivate its institutions to reach the highest levels of quality content. The Dubai Press Club has launched a comprehensive development of the Arab Press Award by transforming it into the “Arab Media Award with its main sectors: Arab press, visual media and digital media.



Primary Colors



Secondary Colors











- BRANDING
- PROMOTIONAL VIDEOS



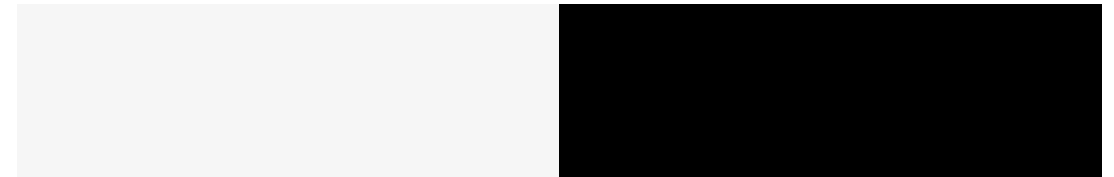
Logo Story

Under the patronage of Sheikh Ahmed bin Mohammed bin Rashid Al-Maktoum, chairman of the Dubai Media Council, the Dubai Press Club is organizing “PODFEST DUBAI”, the first digital event of its kind in the region, with the participation of a group of the most important makers of podcasts and Arabic audio content.

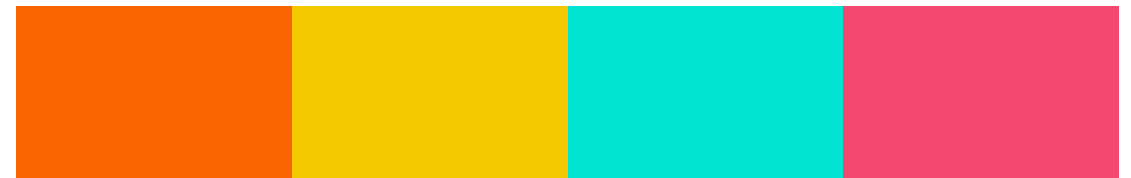
The idea of the logo was inspired by podcasts, the frequencies of sounds, localize sound and headphones, and the colors were varied to reflect the diversity of podcasts.

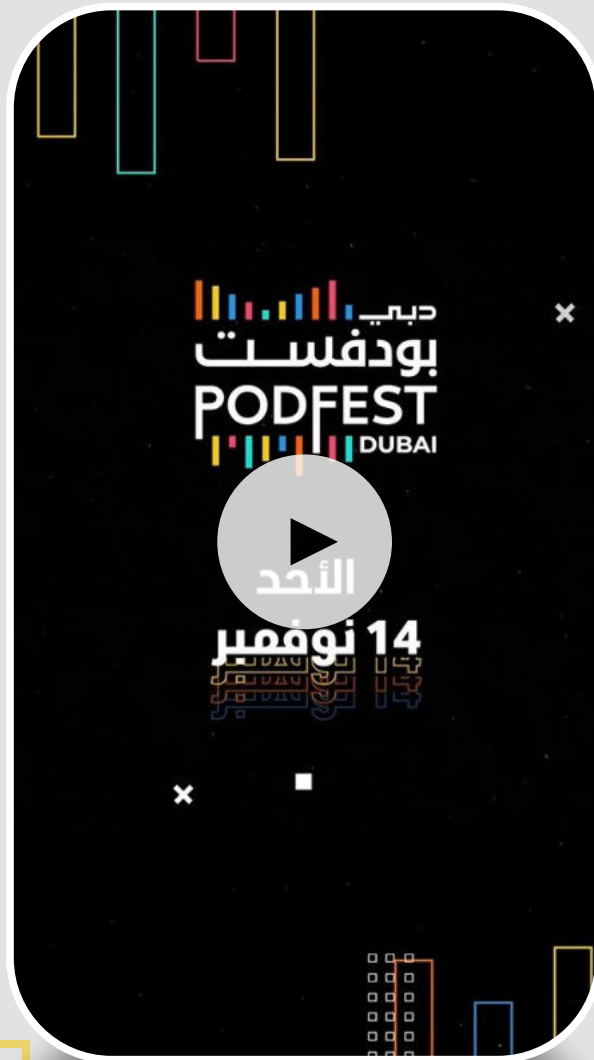


Primary Colors



Secondary Colors







الشارقة الرقمية Digital Sharjah

- BRAND CREATION
- WEBSITE UI/UX DESIGN
- MOBILE APP UI/UX DESIGN

In Cooperation With :



حكومة الشارقة
Government of Sharjah

Logo Story

The Arabic letter Shen has been integrated with pixels representing the digital world. The logo colors are inspired by the Emirate of Sharjah, which is characterized by its distinctive green trees and its reliance on sustainable development in all its projects.

This made the digital Sharjah logo reflect the identity of the Emirate of Sharjah.



الشارقة الرقمية
Digital Sharjah



الشارقة الرقمية
Digital Sharjah

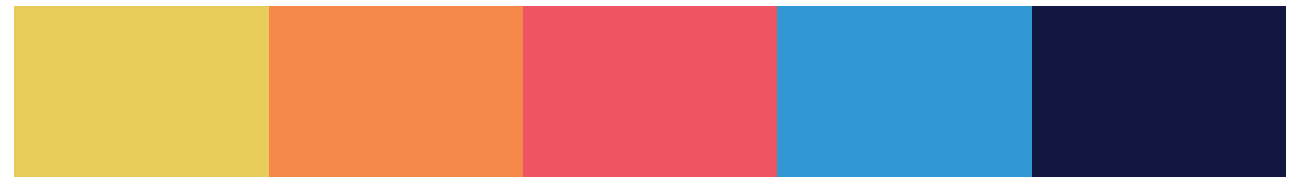


الشارقة الرقمية
Digital Sharjah

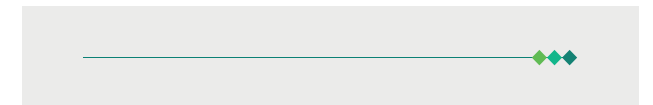
Primary Colors



Secondary Colors



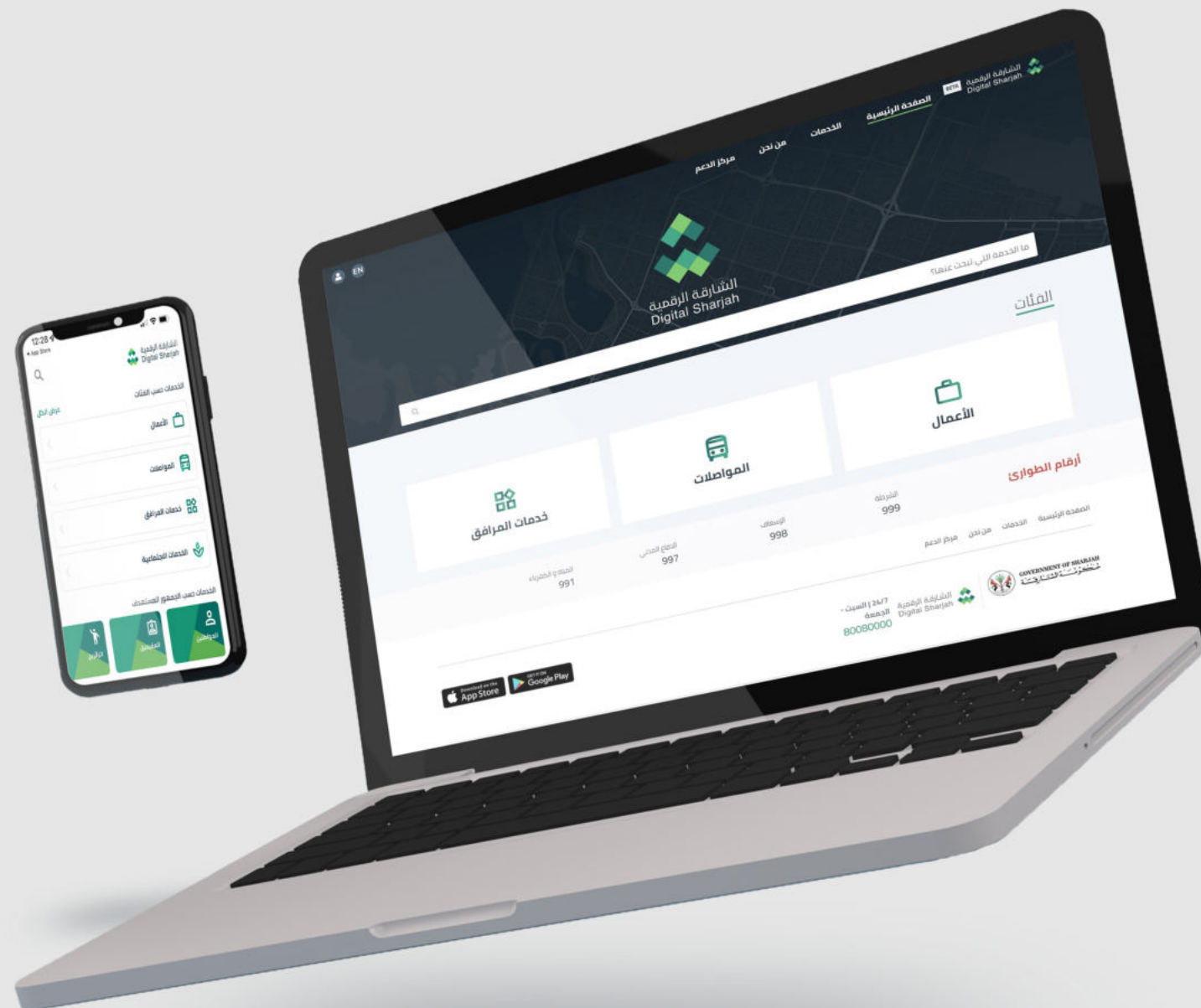
الشارقة الرقمية
Digital Sharjah



الشارقة الرقمية
Digital Sharjah

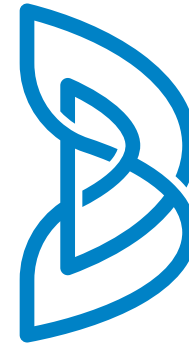






BEEAH

GROUP



- ANIMATION VIDEOS
- WEB DEVELOPMENT
- WEBSITE UI/UX DESIGN
- MOBILE APP UI/UX DESIGN
- ANDROID / IOS DEVELOPMENT
- EVENT COVERAGE AND PRODUCTION





Our Services

BEEAH Tandeef delivers state-of-the-art waste collection, city cleaning and disinfection services that leverage cutting-edge technologies and innovative, customisable solutions to meet the environmental needs of our clients.



Waste Collection, Transportation & Disposal Services

Tandeef is the trusted partner of cities and commercial...

[Read More >](#)



Bin Care Services

In order to keep bins clean, operational, and in presentable condition at all times...

[Read More >](#)



Events and Emergencies Services

Tandeef specializes in conducting cleaning campaigns for popular events, festivals...

[Read More >](#)



Who We Are

BEEAH Tandeef is the waste collection and city cleaning vertical of BEEAH Group. As the region's leading waste collection company, Tandeef offers world-class waste collection services to governments, corporate establishments, and millions of residents across the MENA region. Tandeef utilises the latest technologies and best-in-class practices to provide street cleaning, waste collection and waste tracking services

[Read More](#)

Browse by Category



Our Innovations



Our Regional Presence



We Care







واحة الصبغة الصناعية
AL SAJA'A INDUSTRIAL OASIS

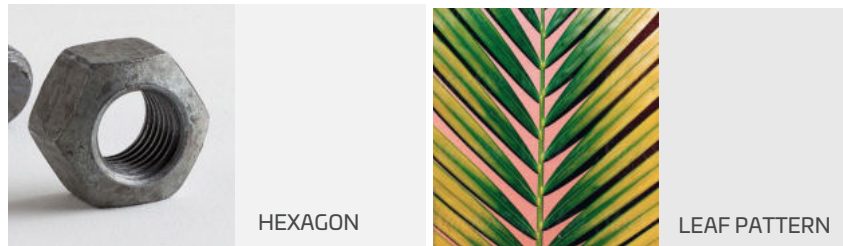
- RE- BRANDING
- WEBSITE UI/UX DESIGN
- WEB DEVELOPMENT

In Cooperation With :



المشاركة لإدارة الأصول
Sharjah Asset Management

Logo Story



As inspired by its name, the emblem of Al Saja'a industrial Oasis is constructed to combine both concepts of oasis and industry. The oasis concept had been minimized to the representation of palm leaf which divide logo vertically in an organic way, while the



Primary Colors



Secondary Colors



AL SAJA'A INDUSTRIAL OASIS



وادة الصجعة الصناعية

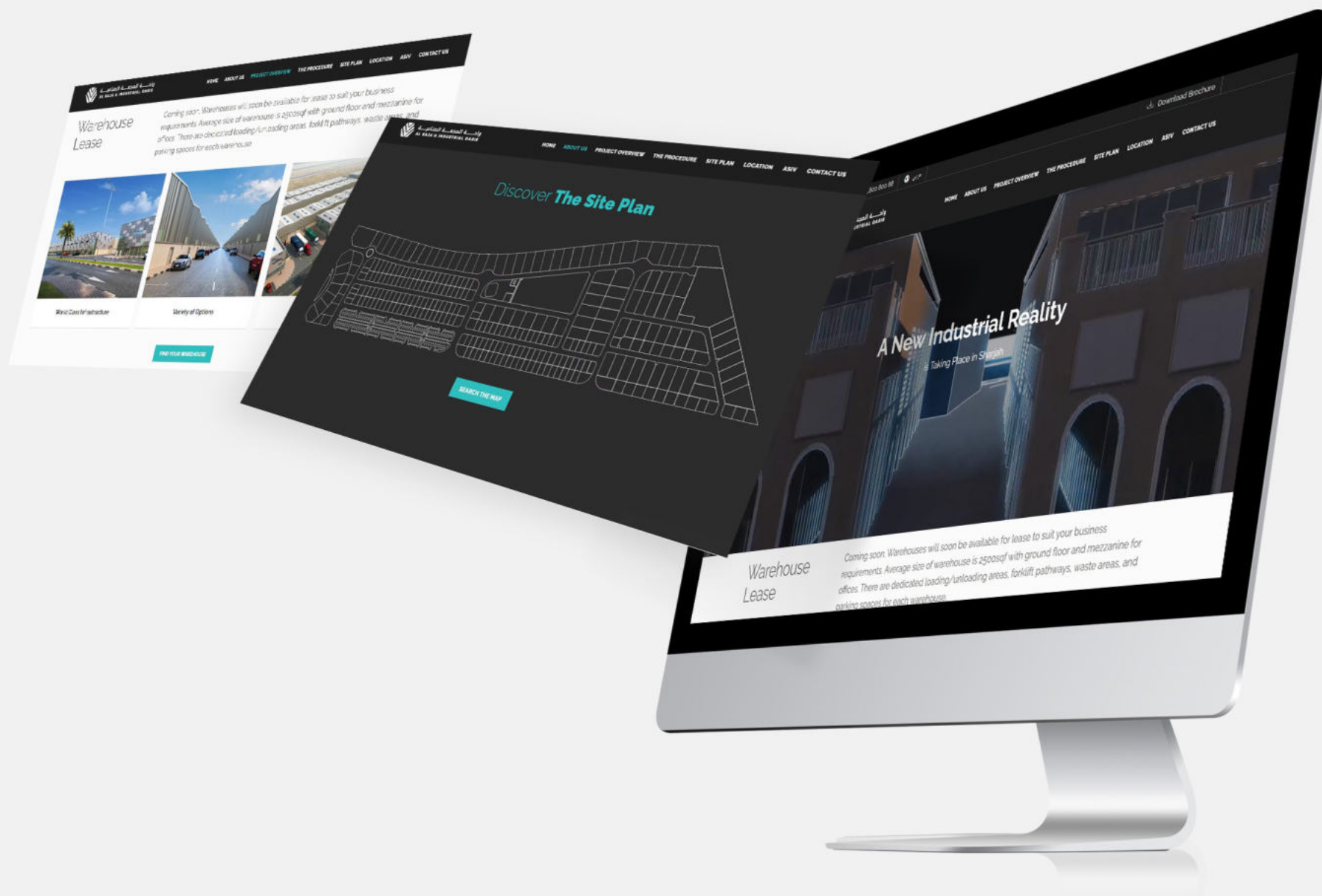
AL SAJA'A INDUSTRIAL OASIS



وادة الصجعة الصناعية







دبي عاصمة الإعلام العربي

DUBAI THE CAPITAL
OF ARAB MEDIA 20-21

- Brand Guidelines
- Website UI/UX design
- Web development



المكتب الإعلامي
لحكومة دبي
GOVERNMENT OF DUBAI
MEDIA OFFICE



Logo Story

Our logo consists of a modern and robust composition that convey the identity of Dubai The Capital of Arab Media 2020. The nostalgic touch of the logo had been achieved using thick direct bold Arabic calligraphy, presenting strength and boldness of the brand and emphasizing its local and Arabic nature, yet, in a modern, solid and appealing visual accent that communicate our corporate brand identity.



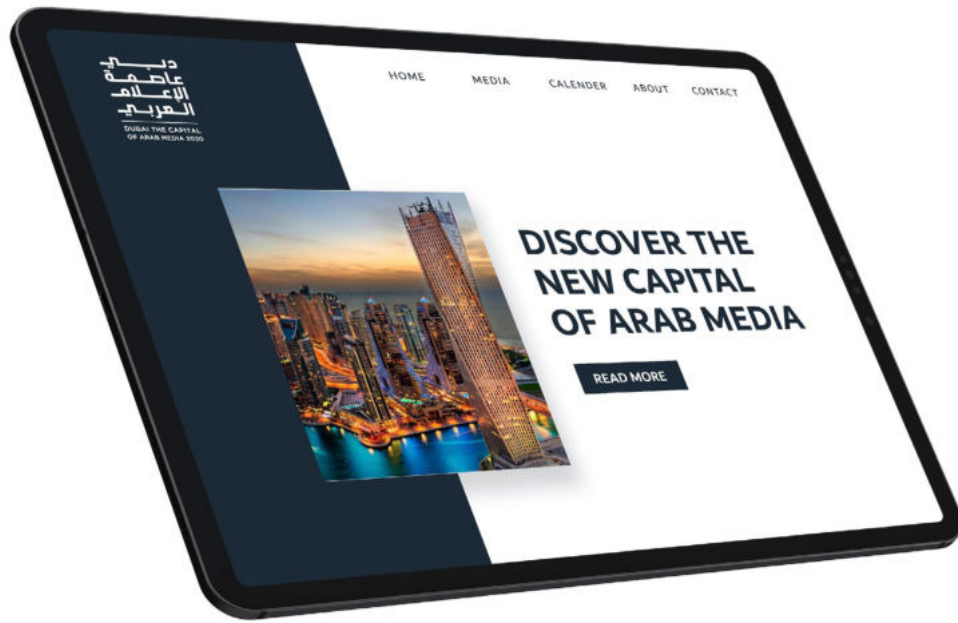
Primary Colors



Secondary Colors







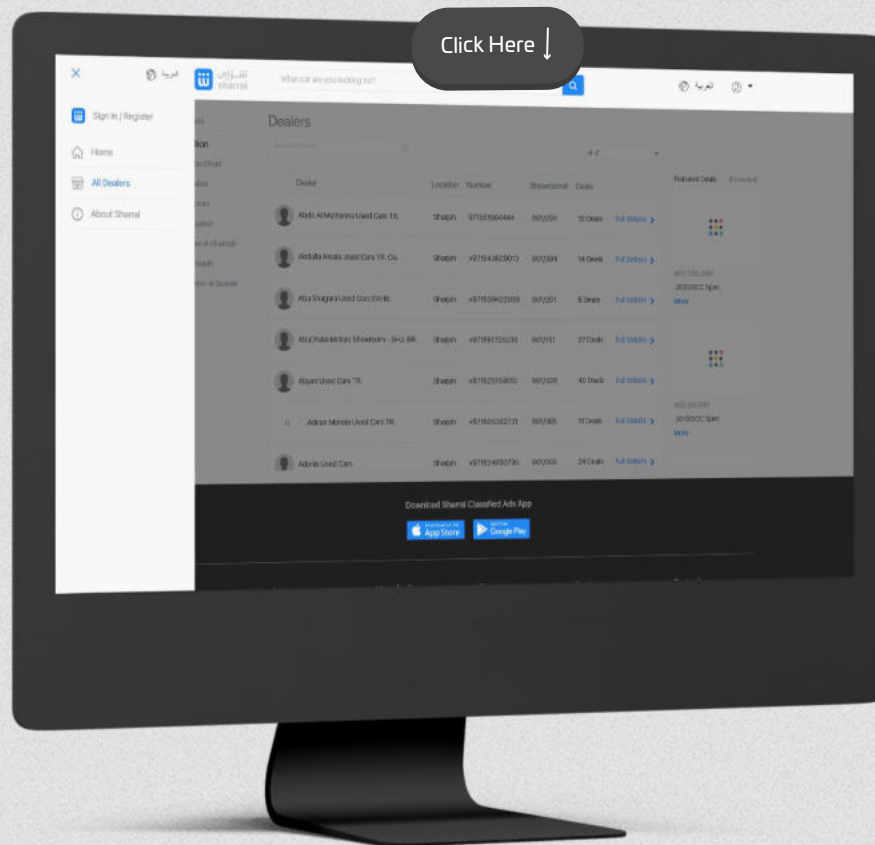


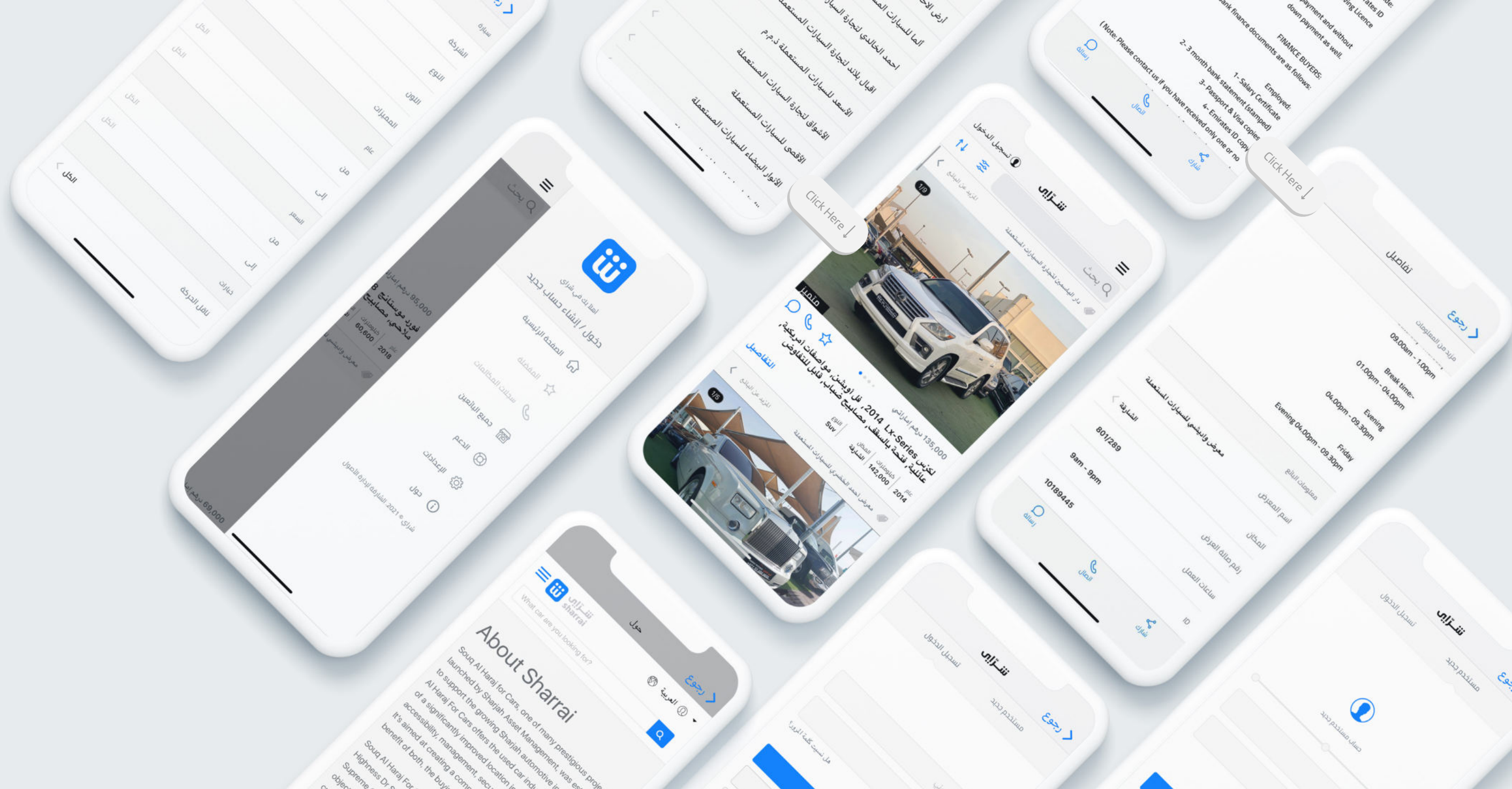
- BRAND UPGRADE
- WEB DEVELOPMENT
- WEBSITE UI/UX DESIGN
- MOBILE APP UI/UX DESIGN
- ANDROID / IOS DEVELOPMENT
- PLATFORM OPERATION MANAGEMENT

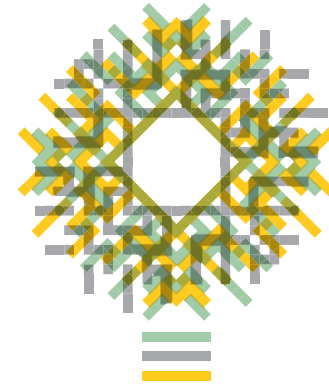
In Cooperation With :



المشاركة لإدارة الأصول
Sharjah Asset Management







جائزة الشارقة للإبتكار SHARJAH INNOVATION AWARD

- WEBSITE UI/UX DESIGN
- WEB DEVELOPMENT
- BACK OFFICE SYSTEM

In Cooperation With :



GOVERNMENT OF SHARJAH
EXECUTIVE COUNCIL



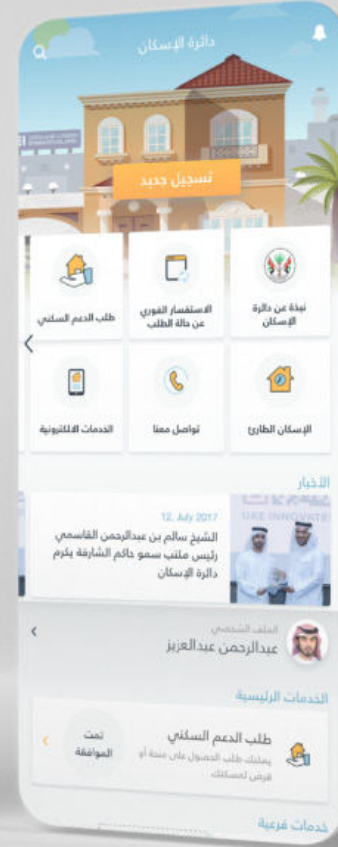
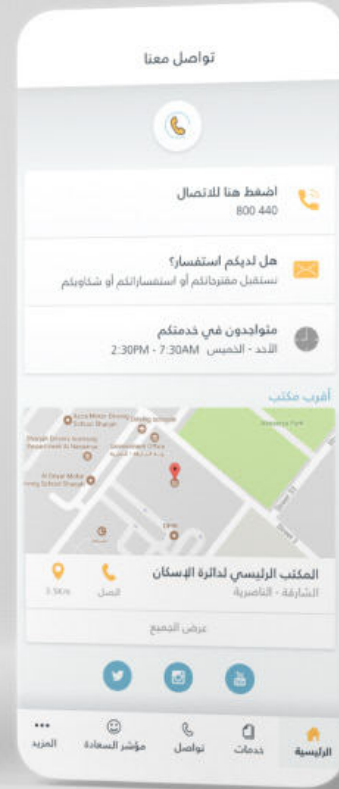
مجلس الشارقة للتجارة والصناعة
المجلس التنفيذي





حكومة الشارقة
دائرة الإسكان

GOVERNMENT OF SHARJAH
DIRECTORATE OF HOUSING





حُكُومَة الشَّارِقَة
Government of Sharjah

- WEBSITE UI/UX DESIGN
- WEB DEVELOPMENT

In Cooperation With :



GOVERNMENT OF SHARJAH
EXECUTIVE COUNCIL



حُكُومَة الشَّارِقَة
المجلس التنفيذي





- BRANDING
- BRAND ARCHITECTURE
- WEBSITE UI/UX DESIGN
- WEB DEVELOPMENT
- Wayfinding

Logo Story

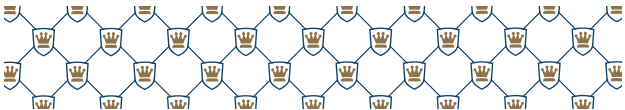
Protection, stability and accountability are at the essence of our brand look and feel. Our emblem present the symbol of shield as a suggestion for protection and the concept is completed with a symmetrical composition and premium colors to communicate an accountable medical services. While the Red Crescent reflects our local identity and golden crown presents the premium aspect of the provided services.



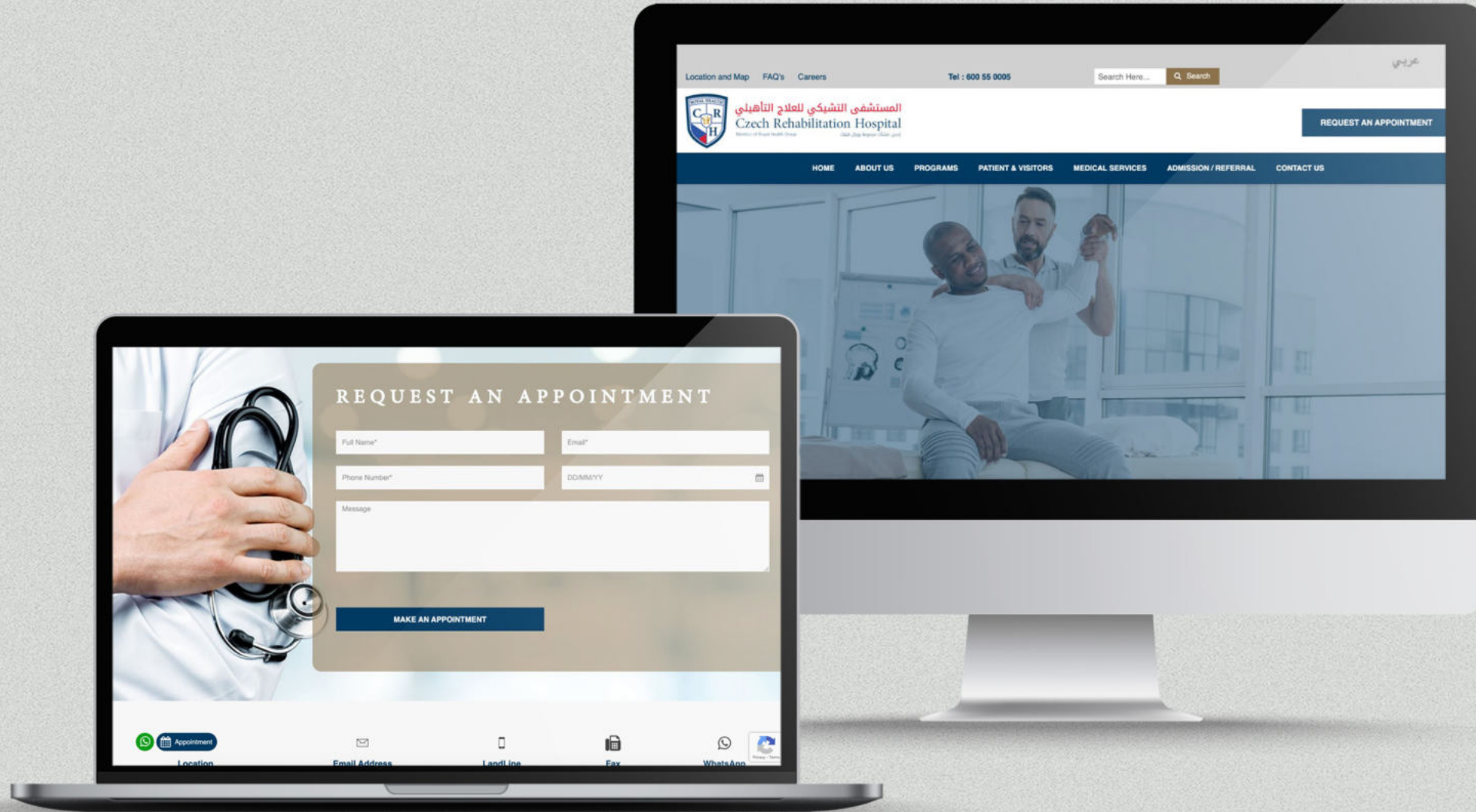
Primary Colors



Secondary Colors









الطابق الأول
FIRST FLOOR

**الطابق الأول
FIRST FLOOR**

- الإستقبال Reception
- عيادة كبار الشخصيات VIP Patient Rooms
- العيادات الخارجية - رجال Out Patient Rooms - men
- العيادات الخارجية - نساء Out Patient Rooms - women
- التصوير بالأشعة X-Ray
- الصيدلية Pharmacy
- المحاسبة Accounting
- المقهى Cafe
- المصاعد Elevator

**الطابق الأول
FIRST FLOOR**

- أجنحة المقيمين - رجال Resident Suites - men 1001 - 1010
- العيادات الخارجية - رجال Resident Suites - men 1011 - 1020
- المصاعد Elevator
- المصلى Prayer Room
- الحمامات Rest Room
- الادراج Stairs

**الطابق الأول
FIRST FLOOR**

- أجنحة المقيمين - رجال Resident Suites - men 1001 - 1010
- أجنحة المقيمين - رجال Resident Suites - men 1011 - 1020
- الإستقبال Reception

**الطابق الأول
FIRST FLOOR**

- المستشفى التشيكي للعلاج التأهيلي
- الإستقبال Reception



**الطابق الأول
FIRST FLOOR**

- أجنحة المقيمين - رجال Resident Suites - men 1010 - 1001
- أجنحة المقيمين - رجال Resident Suites - men 1020 - 1011



Madfoon
Al Sadda Restaurant



مطاعم ومطابخ
مدفون السدة

- BRAND CREATION
- WEBSITE UI/UX DESIGN
- WEB DEVELOPMENT
- MOBILE APP UI/UX DESIGN
- ANDROID / IOS DEVELOPMENT



Madfoon
Al Sadda Restaurant



مطاعم ومطابخ
مدفون السدة

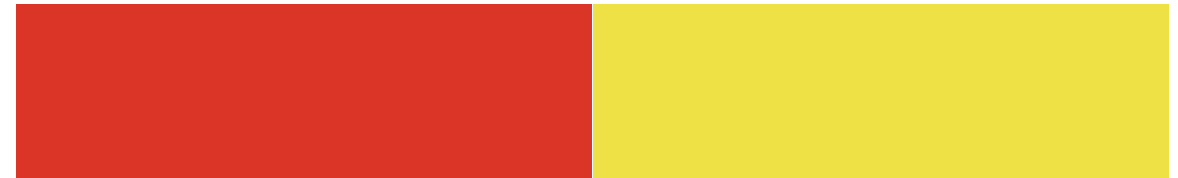
Logo Story

The look and feel of the identity was inspired by the physical characteristic of Almadfoon meals. Our logo consists of stylized logo-type with abstracted symbol that stands for a delicious piece of flesh without referring to any specific category.

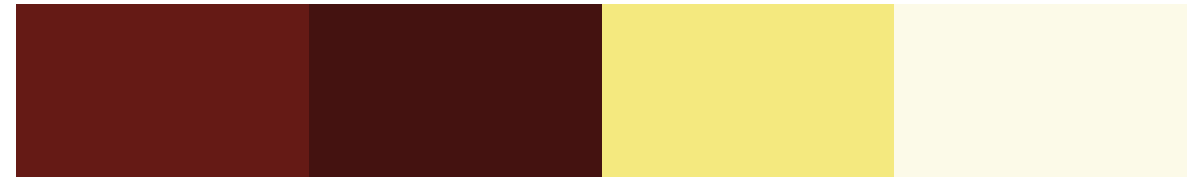
The fleshy shape with its unique contours was designed to behave as a graphic bond that will tie the whole identity together. The brand was carefully crafted to stay approachable, modern and fresh while preserving professional standards but with special Arabian Touch.

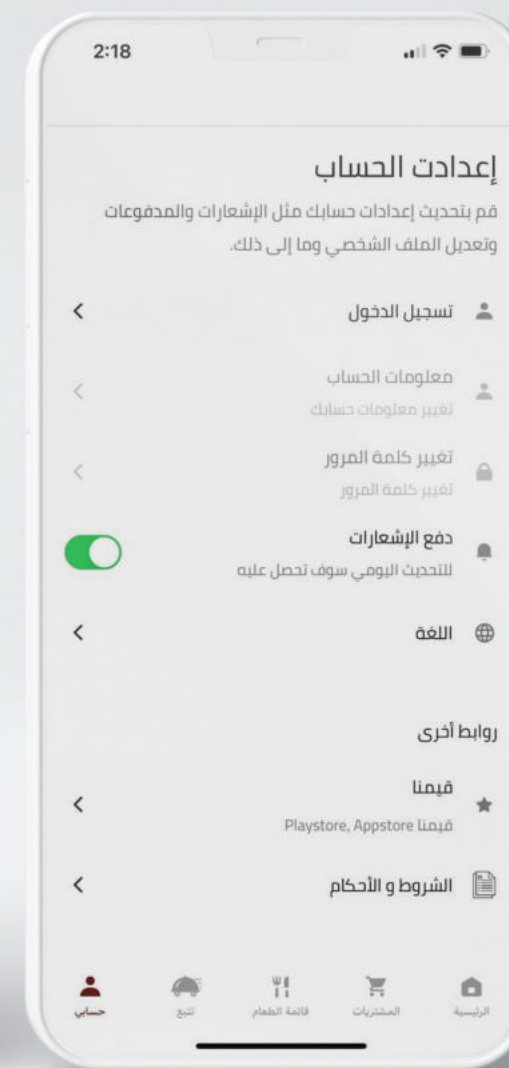


Primary Colors



Secondary Colors









THANK YOU

Feel free to contact us anytime, our representatives are ready for you and are available through these contacts

www.maximagroup.ae

info@maximagroup.ae

+9714 282 3360



maximagroup