

MergStudios

WE DESIGN DIFFERENTLY



WHO WE ARE?

A STUDIO THAT MAKES IT FEEL INEVITABLE

A full-service creative studio crafting brands, experiences, and visuals that refuse to be ignored. Every pixel, every motion, every decision is rooted in purpose. We don't chase trends, we build work that outlasts the algorithm and respects the audience. Six disciplines. One studio. Zero compromise.

We don't just make things look good, we make them feel inevitable.



OUR PHILOSOPHY?



01 CRAFT OVER TREND

Trends fade. Craft endures. We build work that outlasts the algorithm and respects the audience.

02 FUNCTION IS BEAUTY

Trends fade. Craft endures. We build work that outlasts the algorithm and respects the audience.

03 COLLABORATE FIERCELY

Trends fade. Craft endures. We build work that outlasts the algorithm and respects the audience.

04 DETAILS ARE THE DESIGN

Trends fade. Craft endures. We build work that outlasts the algorithm and respects the audience.

WHAT WE DO

SIX DISCIPLINES. ONE ROOF.



01 GRAPHIC DESIGN

Visual identities that command attention and stay in memory.
Identity · Print · Digital

02 REELS & MOTION

Stories told in seconds, remembered forever.
Video · Animation · SFX

03 UX/UI DESIGN

Interfaces people actually want to use.
Wireframe · Prototype · System

04 LANDING SITES

Pages that convert visitors into clients.
Design · Dev · CMS

05 ECOMMERCE STORES

Stores built to sell, designed to impress.
Shopify · Custom · Conversion

06 SOFTWARE SYSTEMS

Custom platforms, dashboards, and tools built to scale.
SaaS · Dashboards · APIs



HOW WE WORK FOUR PHASES. ZERO GUESSWORK.

01 DISCOVER: RESEARCH & STRATEGY

We dig deep into your brand, audience, goals, and competition. No assumptions, just research

02 DESIGN: CONCEPT & DIRECTION

Concepts, mood boards, wireframes. We craft the vision, you steer the direction at every turn.

03 BUILD: PRODUCTION & CRAFT

Full production with obsessive attention. Every pixel, every frame, every interaction refined to perfection

04 LAUNCH: DELIVERY & SUPPORT

Delivery, handoff, and ongoing support. We don't disappear — we make sure it flies.

AP

REAL ESTATE

AP Real Estate is a London-based property management and lettings company that offers guaranteed rental income and full-service property management, helping landlords maximize returns while providing tenants with quality rental homes.

WHAT WE DID

- Branding & Visual Identity
- Social Media Designs
- Website Design

SCOPE

We delivered a full digital and brand experience for AP Real Estate, covering a website and visual identity across platforms.



COLORS



COLORS

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Bold and regular weights

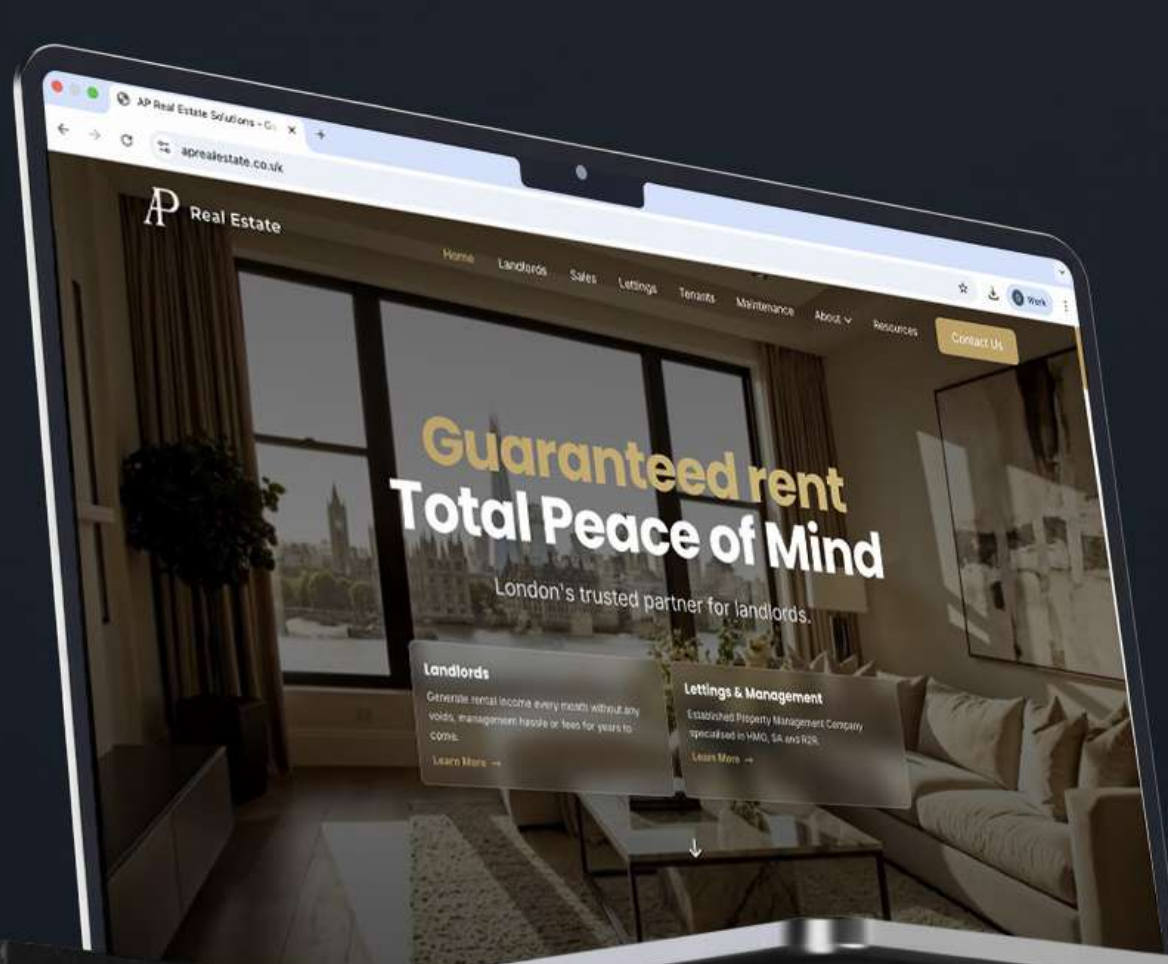
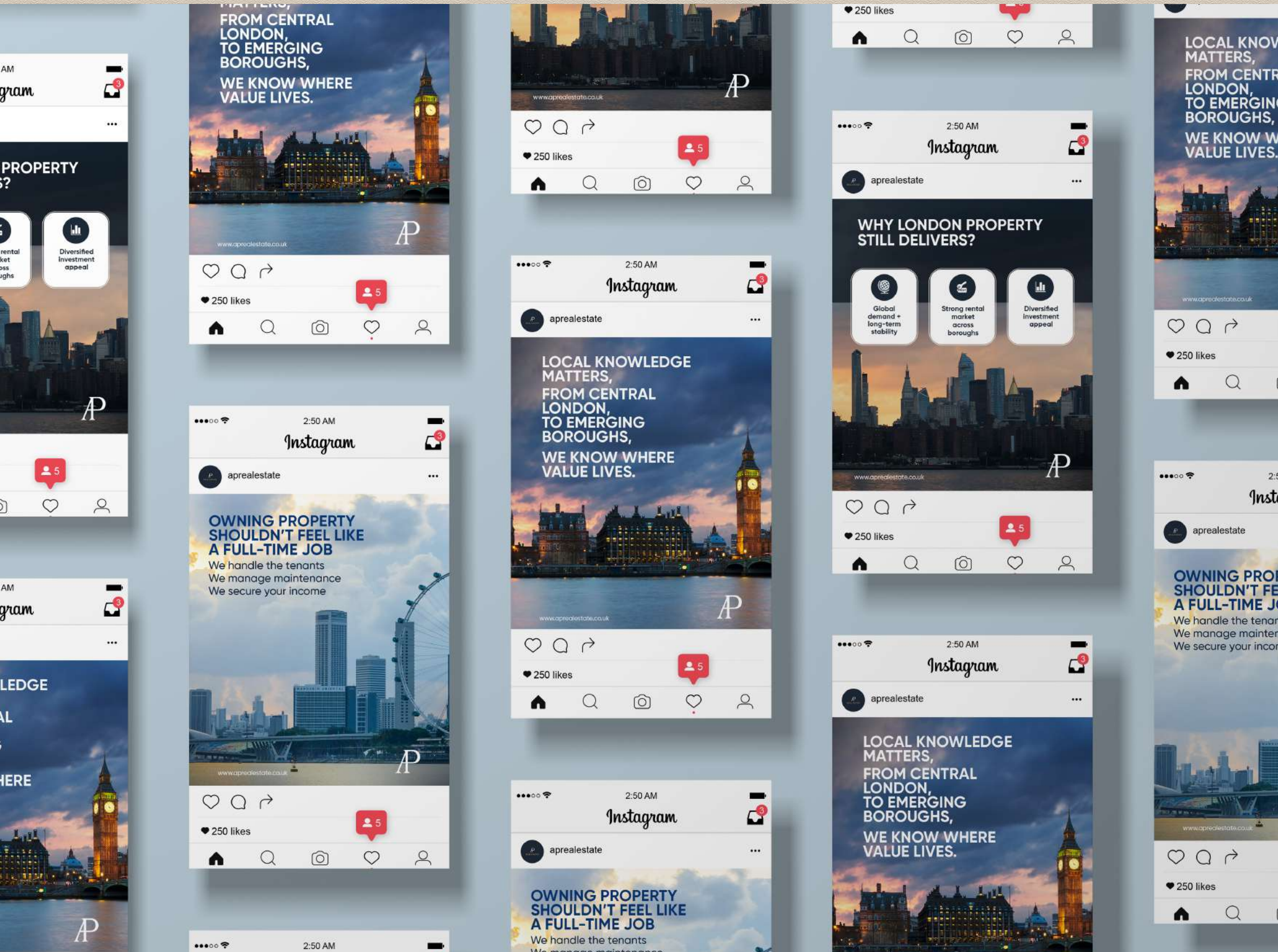
Secondary Font: **Gilroy**
Bold and regular weights



Business Card Design



Posts Design



Web Design

VROOM

Vroom is a tech-driven automotive platform built for the modern driver, where speed, innovation, and seamless digital experience converge.



WHAT WE DID

- Logo Design
- Brand Identity
- Web App Design
- Mobile App Design

SCOPE

Built Vroom from the ground up, crafting a bold brand identity and logo system, then extending it across a full digital product suite with web and mobile app design built for performance and scale.

LOGO

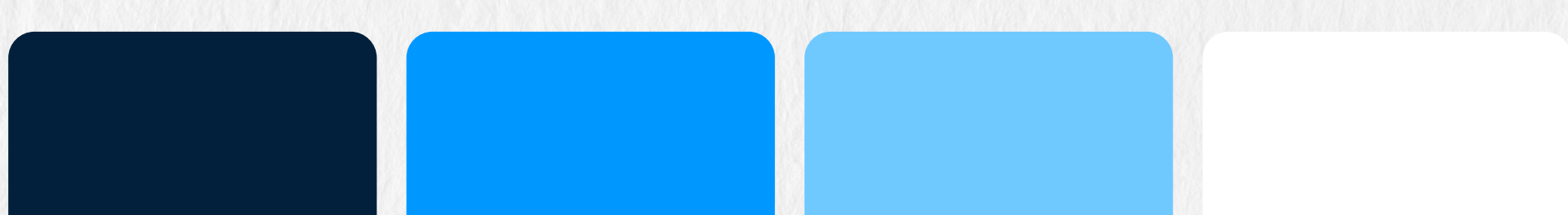
VERTICAL LOGO



HORIZONTAL LOGO



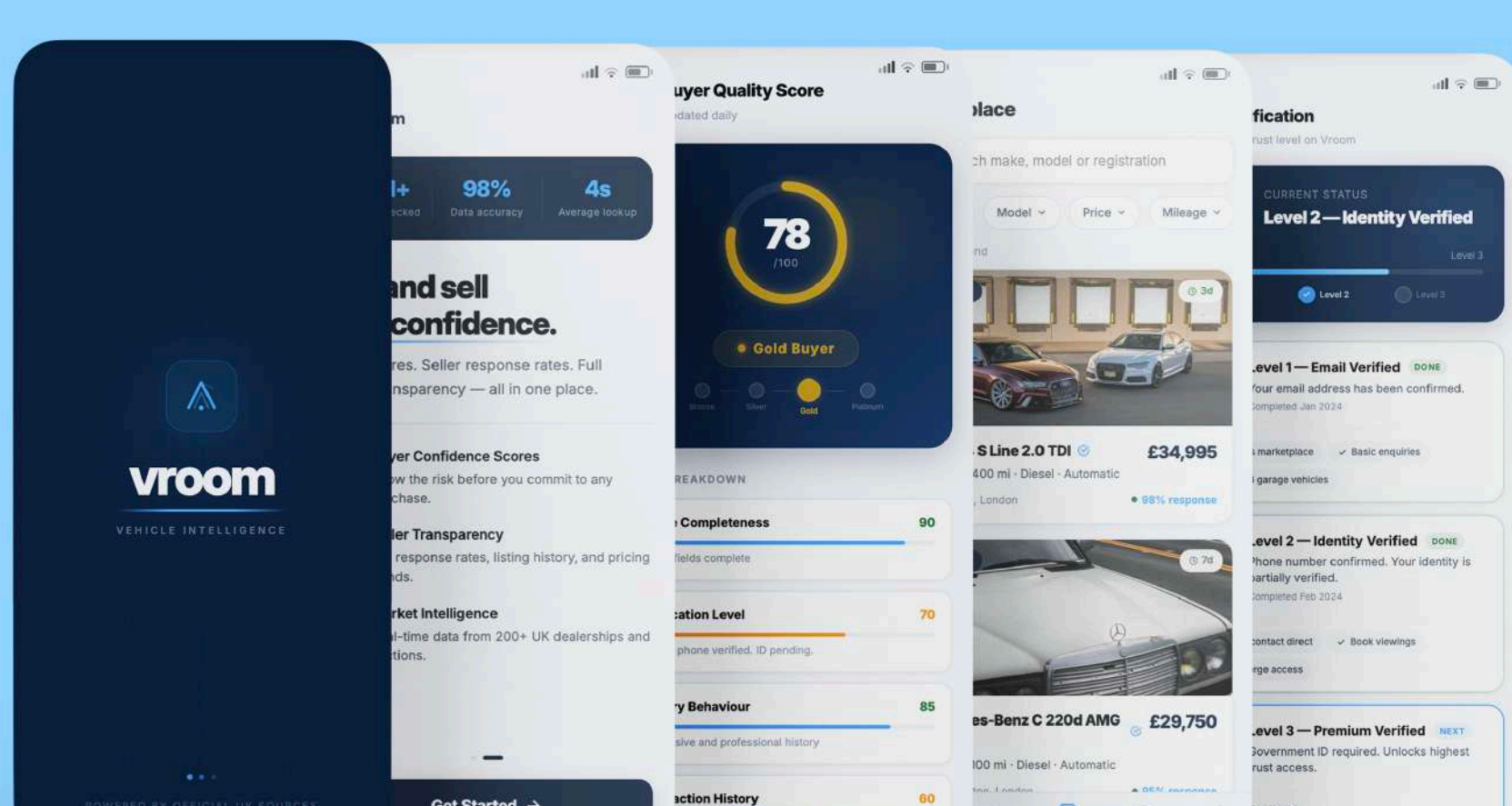
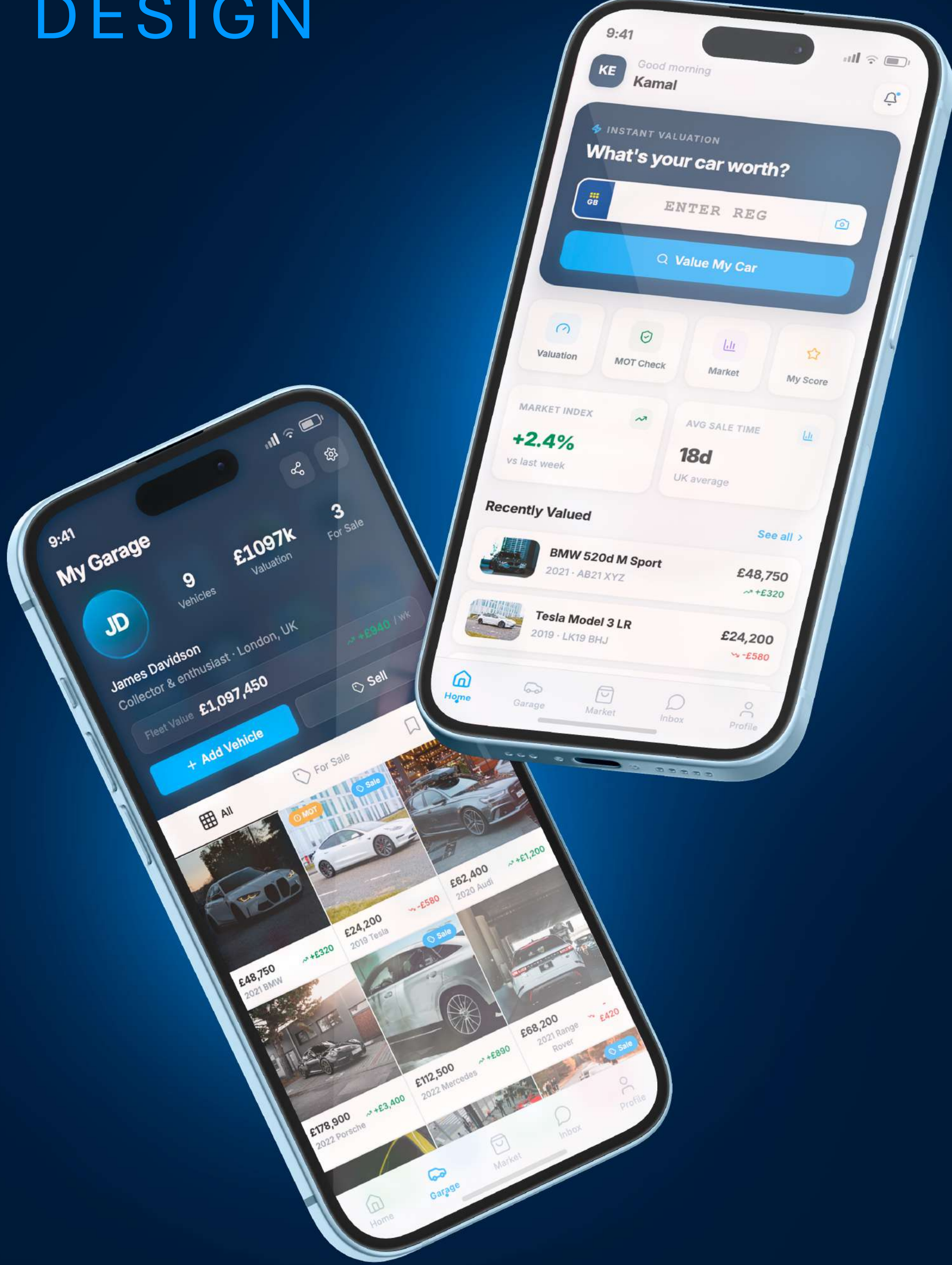
BRAND COLORS



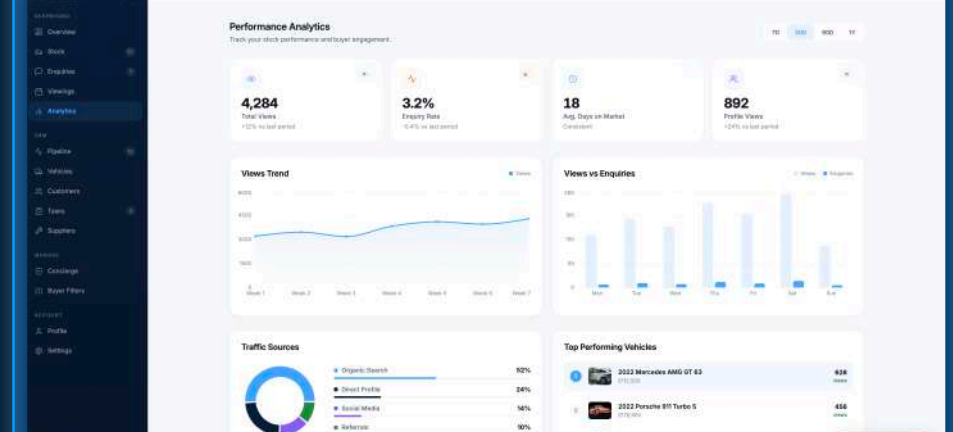
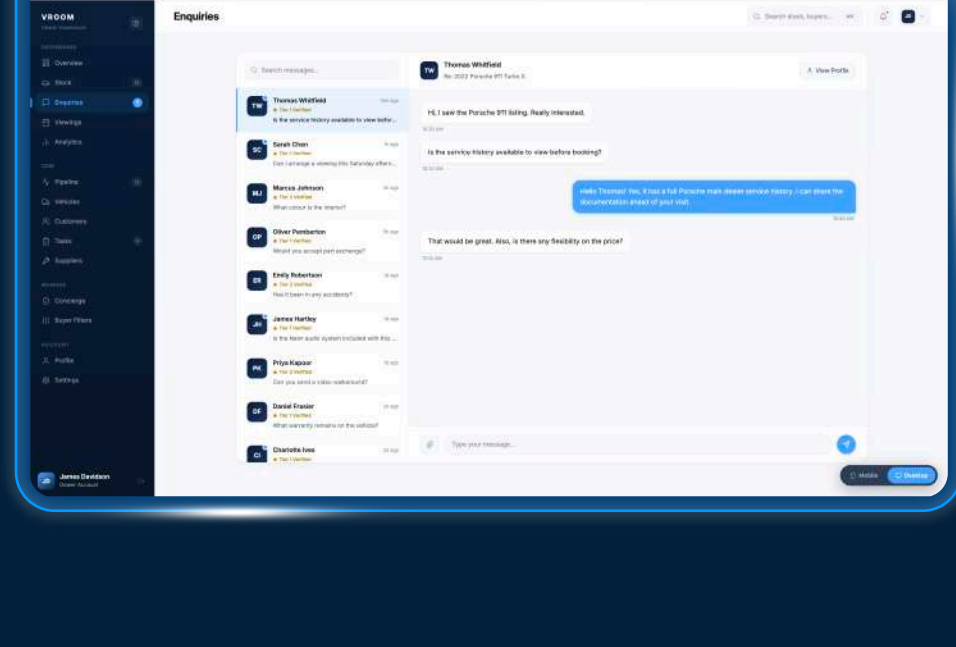
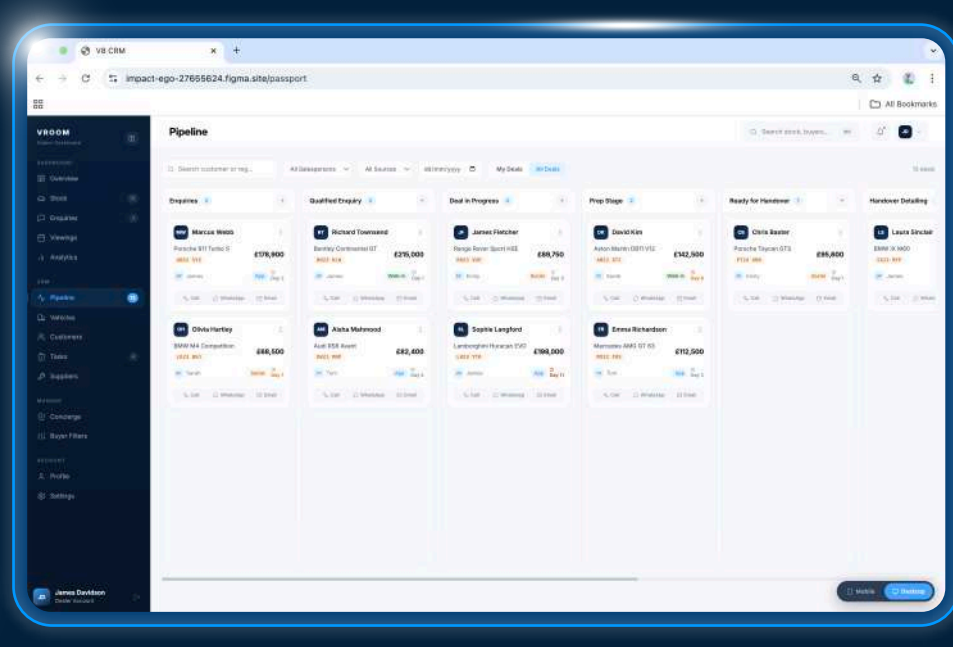
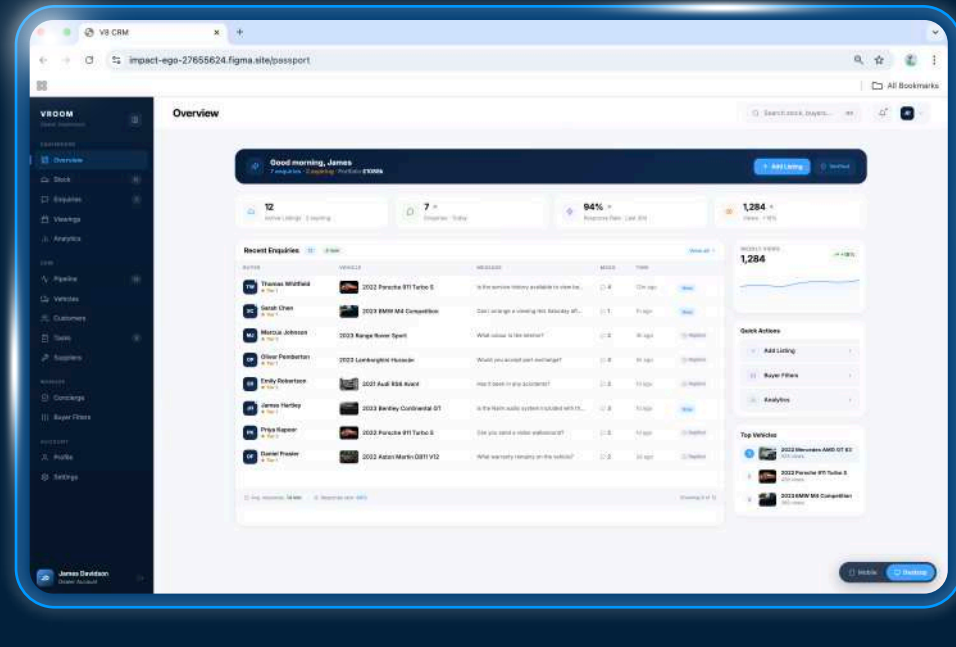
TYPOGRAPHY

- Primary Font: Aptos
- Bold and regular weights

MOBILE APP DESIGN



WEBSITE DESIGN





UNITED ATS
COMMITTED TO AVIATION EXCELLENCE

United ATS provides air traffic services across Africa and the Middle East, operating at the intersection of precision, compliance, and international presence.

What WE DID

- Brand Direction Overhaul
- Social Media Design
- Print & Document Design
- Event Booth Design

SCOPE

Redesigned their visual identity application across digital and print, new social media design direction, branded document templates, and international event booths deployed in Angola and Morocco

TYPOGRAPHY

Primary Font: Montserrat
Weights: Regular & Bold
Accent Font: Northwell
Weight: Regular

COLORS

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Secondary Color
#119dce

Secondary Color
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Secondary Color
#063444

Secondary Color
#b7ebf9





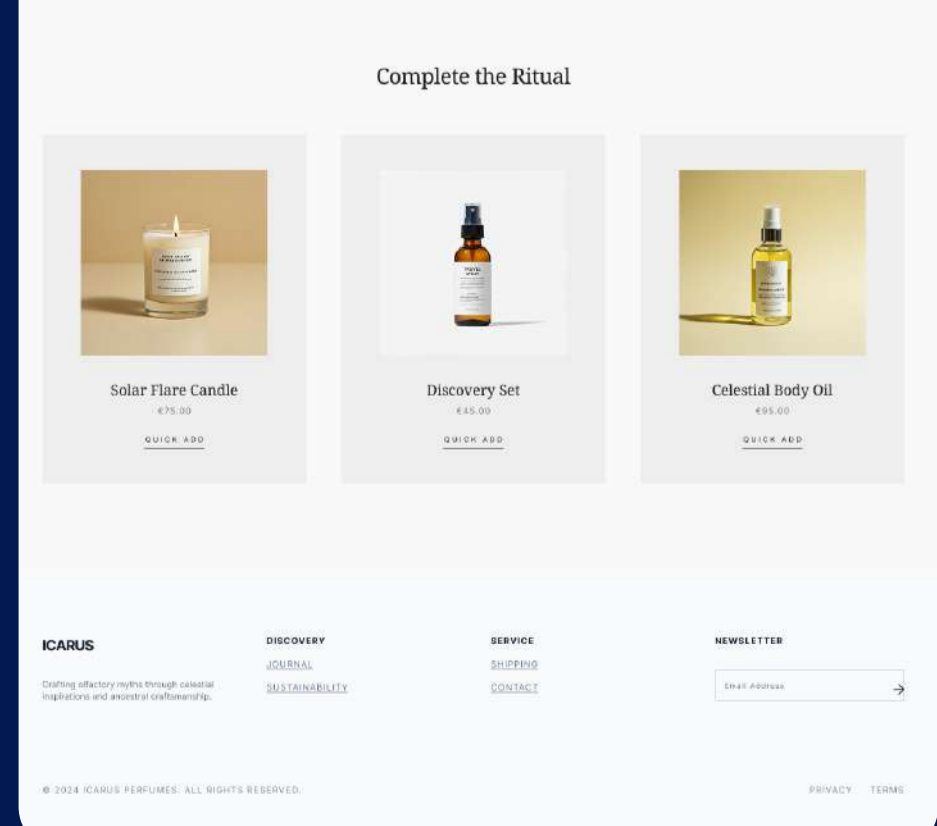
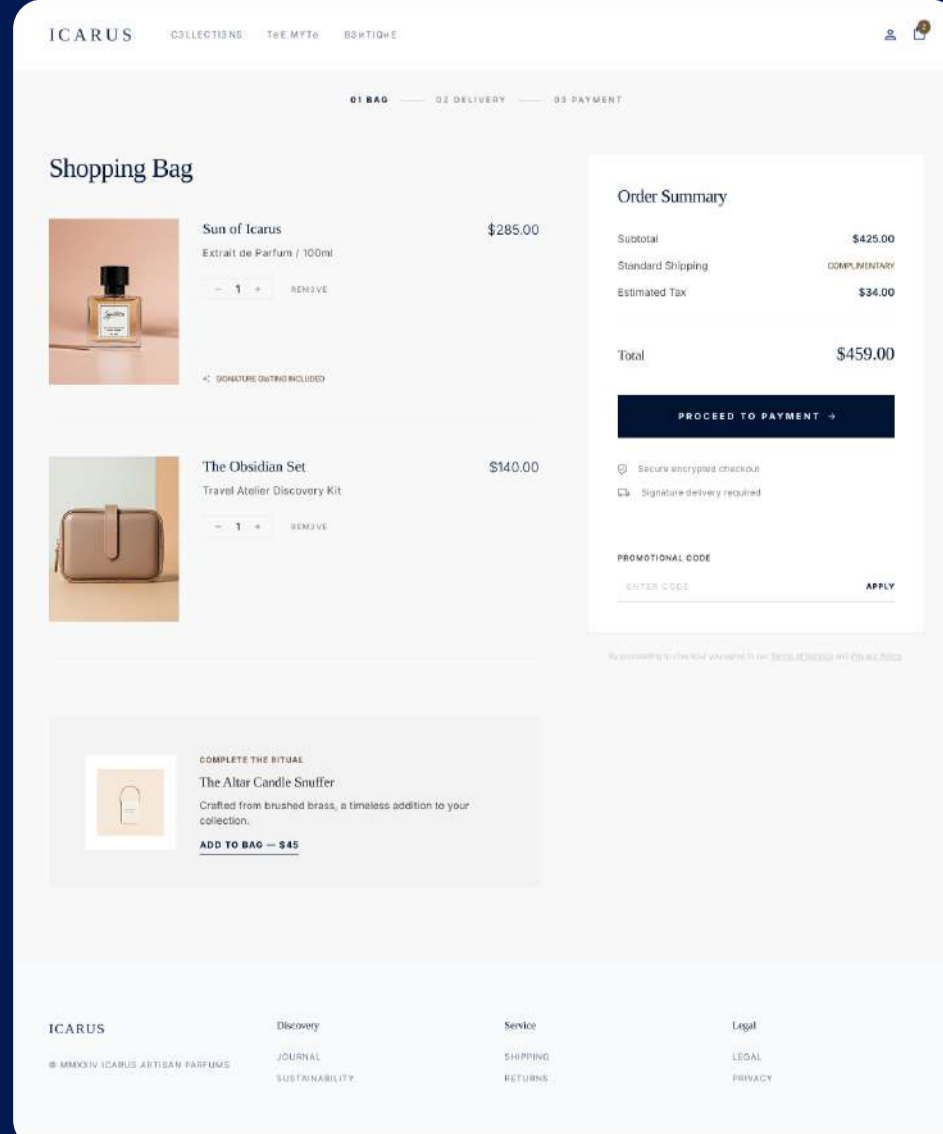
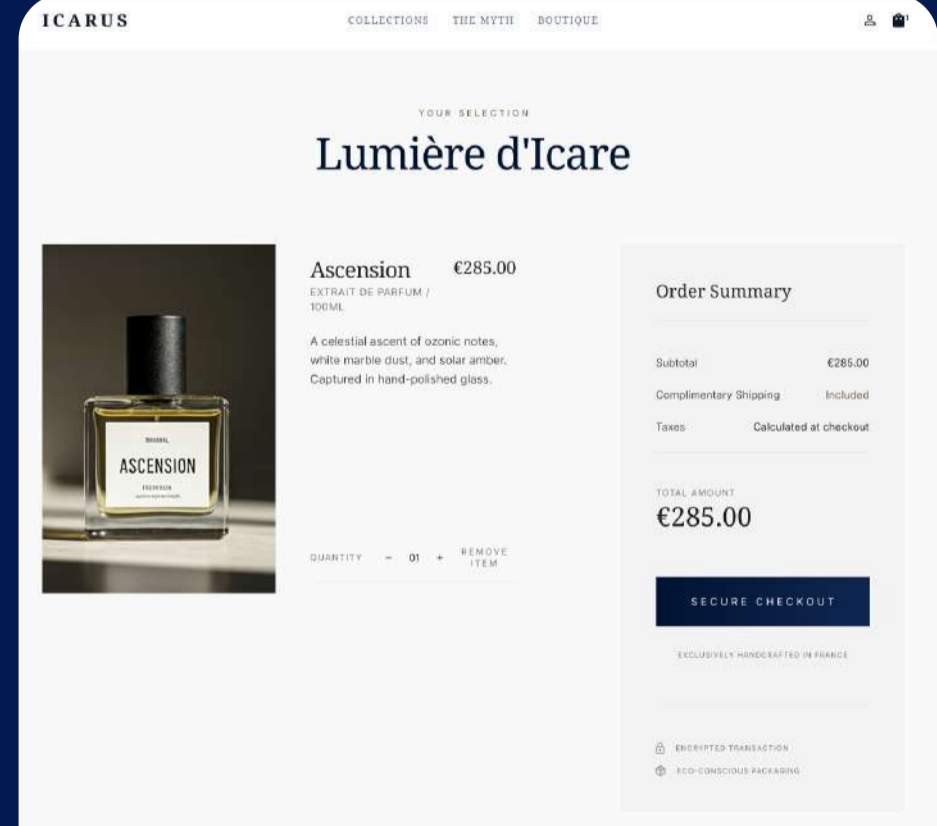
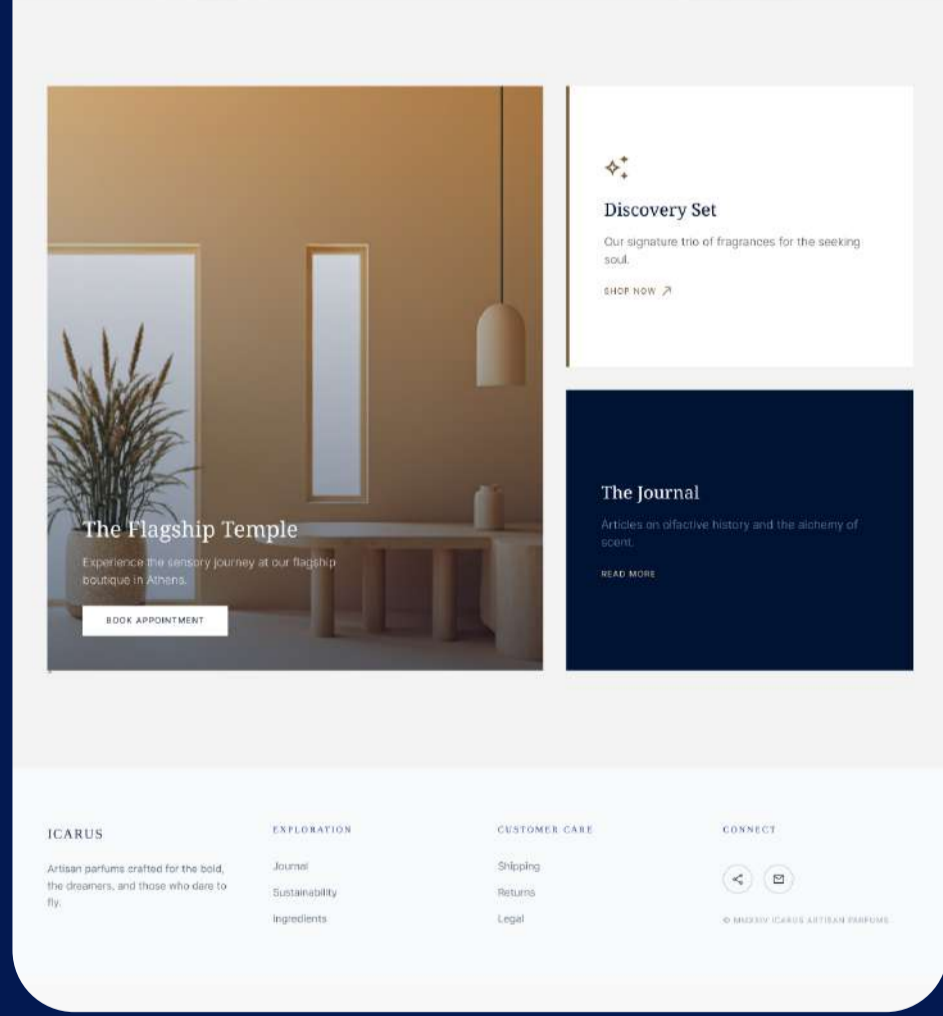
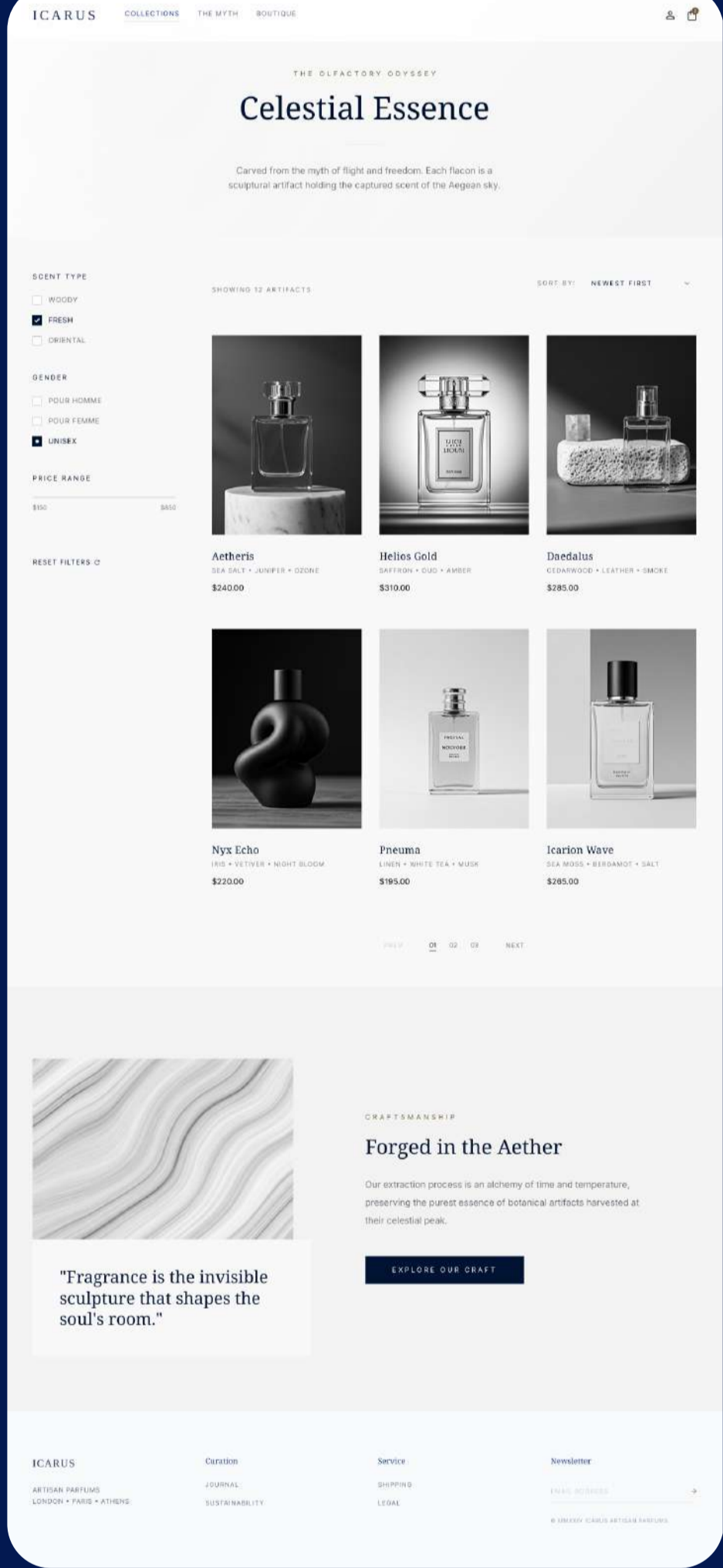
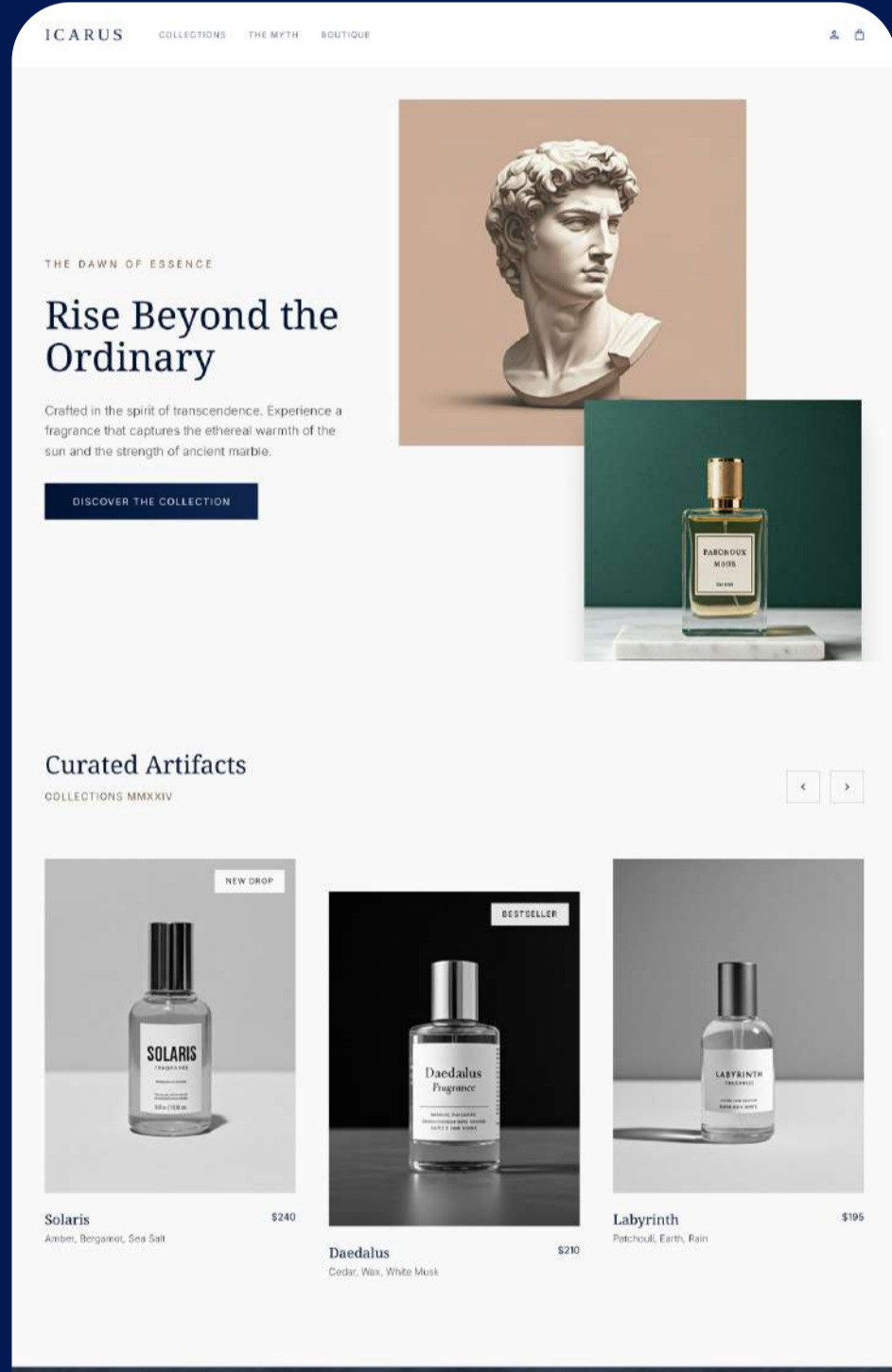
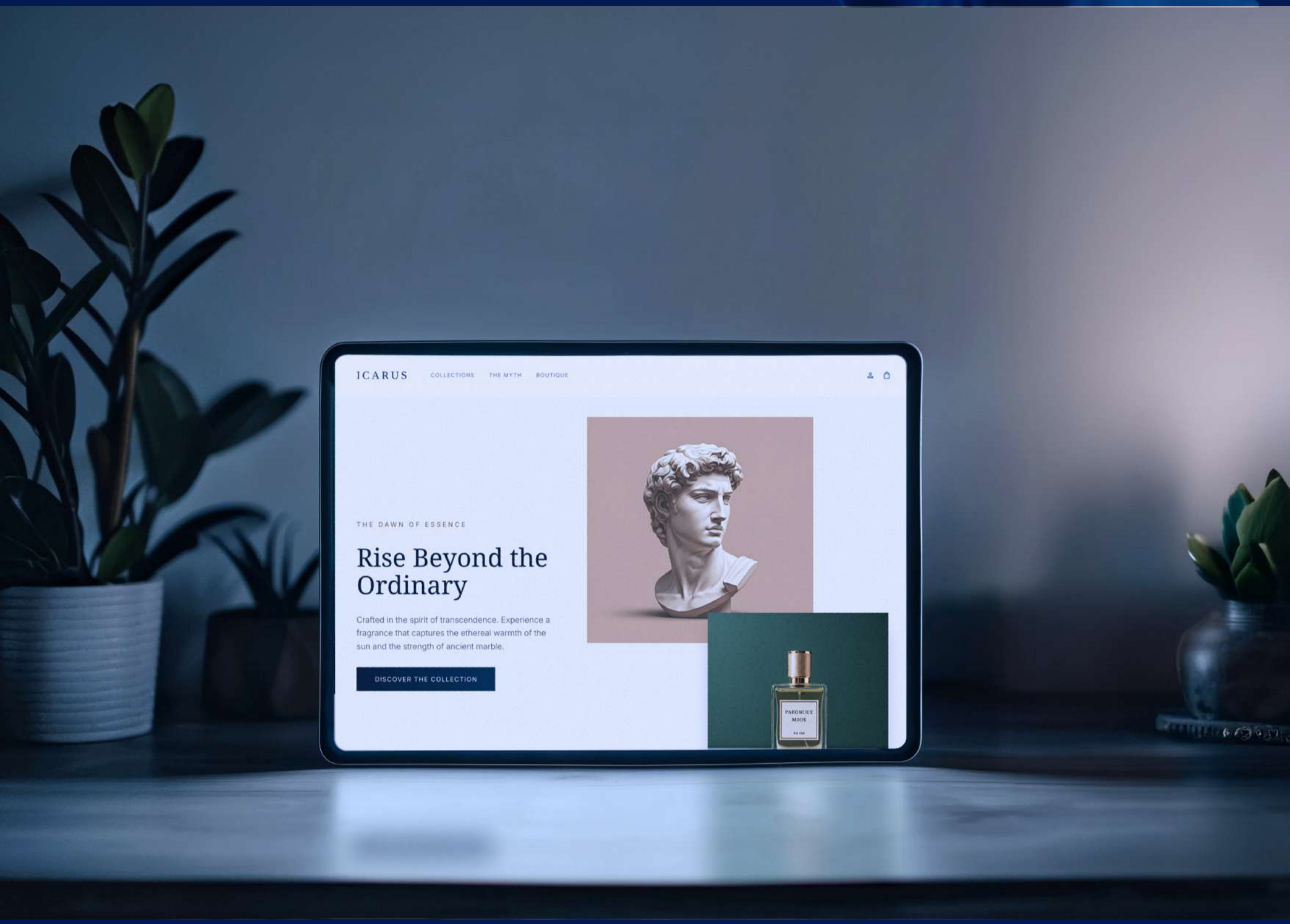
Icarus is an Egyptian perfume brand reaching for something higher, a fragrance label built on bold identity, sensory storytelling, and premium presentation.

WHAT WE DID

- UX/UI Design
- E-commerce Design
- Full E-commerce Development

SCOPE

Designed and developed Icarus's complete e-commerce presence, from interface design to a fully built and launched online store, crafted to match the brand's luxury positioning and convert browsers into buyers.





County Cars is a London-based transportation service dedicated to providing safe, reliable, and dignified mobility for passengers with disabilities.



WHAT WE DID

- Brand Identity
- Logo Design
- UX/UI Design
- Mobile App Design

SCOPE

Built the County Cars brand from the ground up, a compassionate yet professional identity system paired with a mobile app designed for accessibility, ease of use, and a seamless booking experience.

LOGO



County
Cars



COLORS

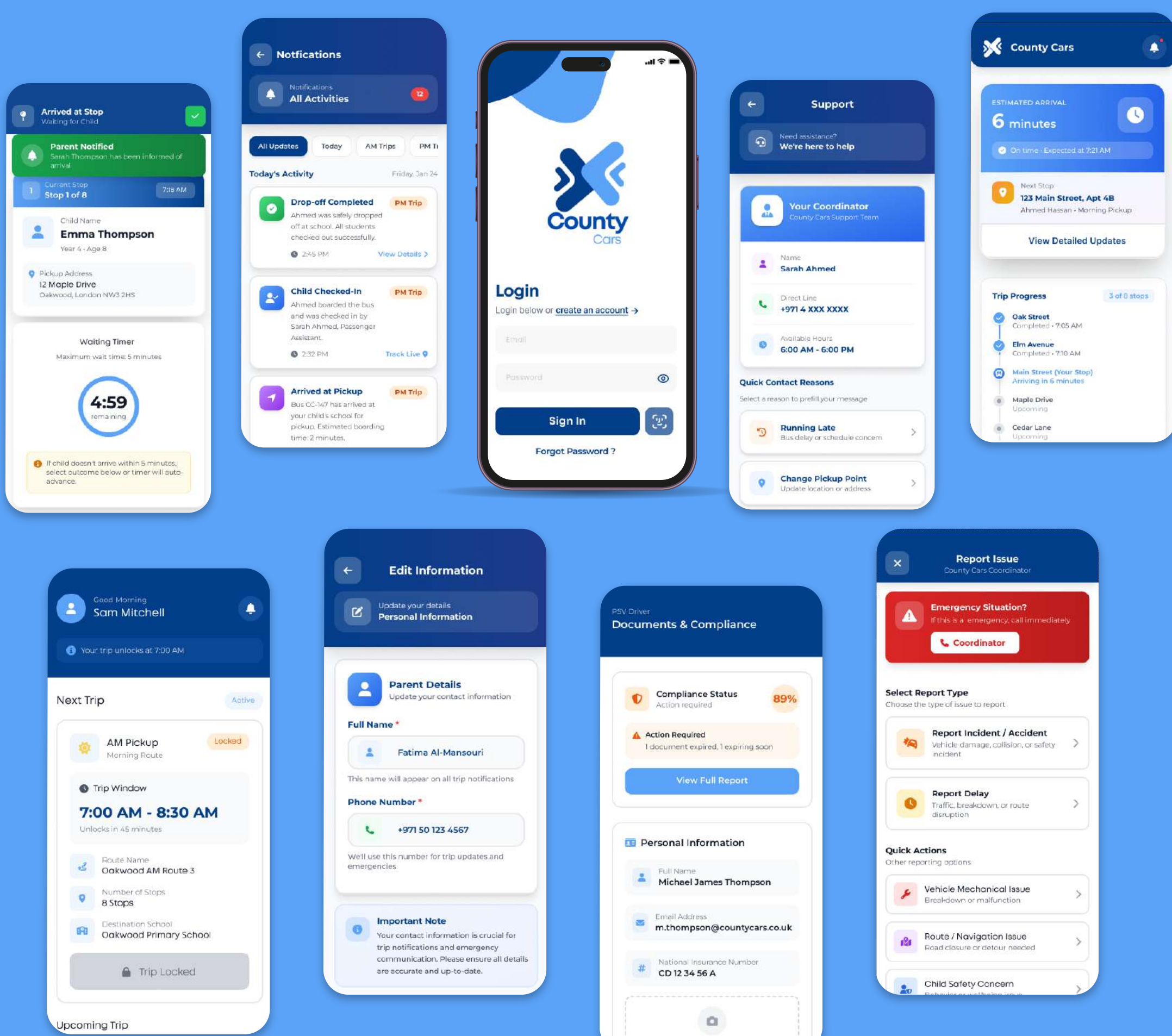
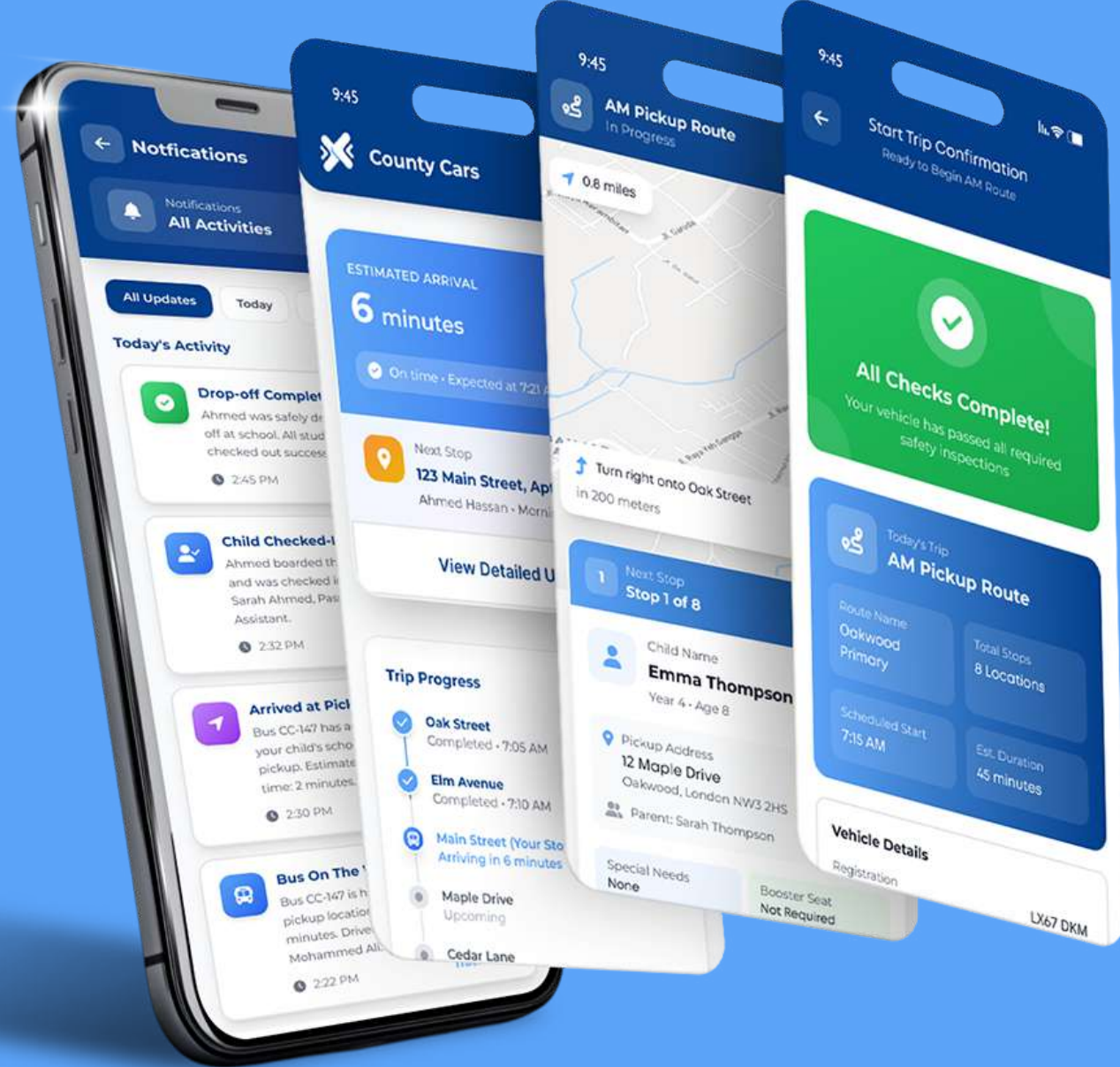
Dark-Blue
#023e8a

Vivid-Blue
#5ba3f8

TYPOGRAPHY

Mont-Regular

MOBILE APP DESIGN



Mega Brands

GmbH

Megabrands is a German bulk sweets and confectionery e-commerce platform, bringing large-quantity candy, sweets, and chocolate to customers across Europe.

WHAT WE DID

- Rebranding
- Logo Design
- Brand Identity
- UX/UI Design
- UI Development
- Frontend Development

SCOPE

Full rebrand from Lecker24 to Megabrands, new name, new identity, new digital presence. Designed and built the complete e-commerce experience from brand strategy through to a live, fully developed storefront.

BRAND COLORS

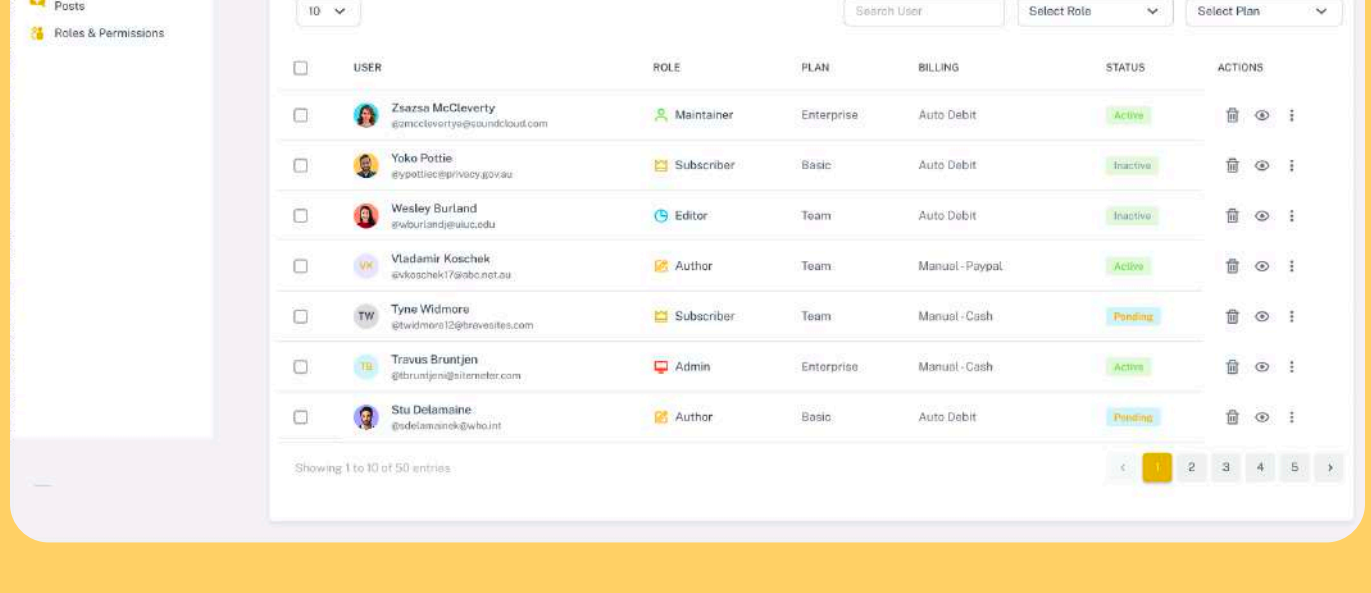
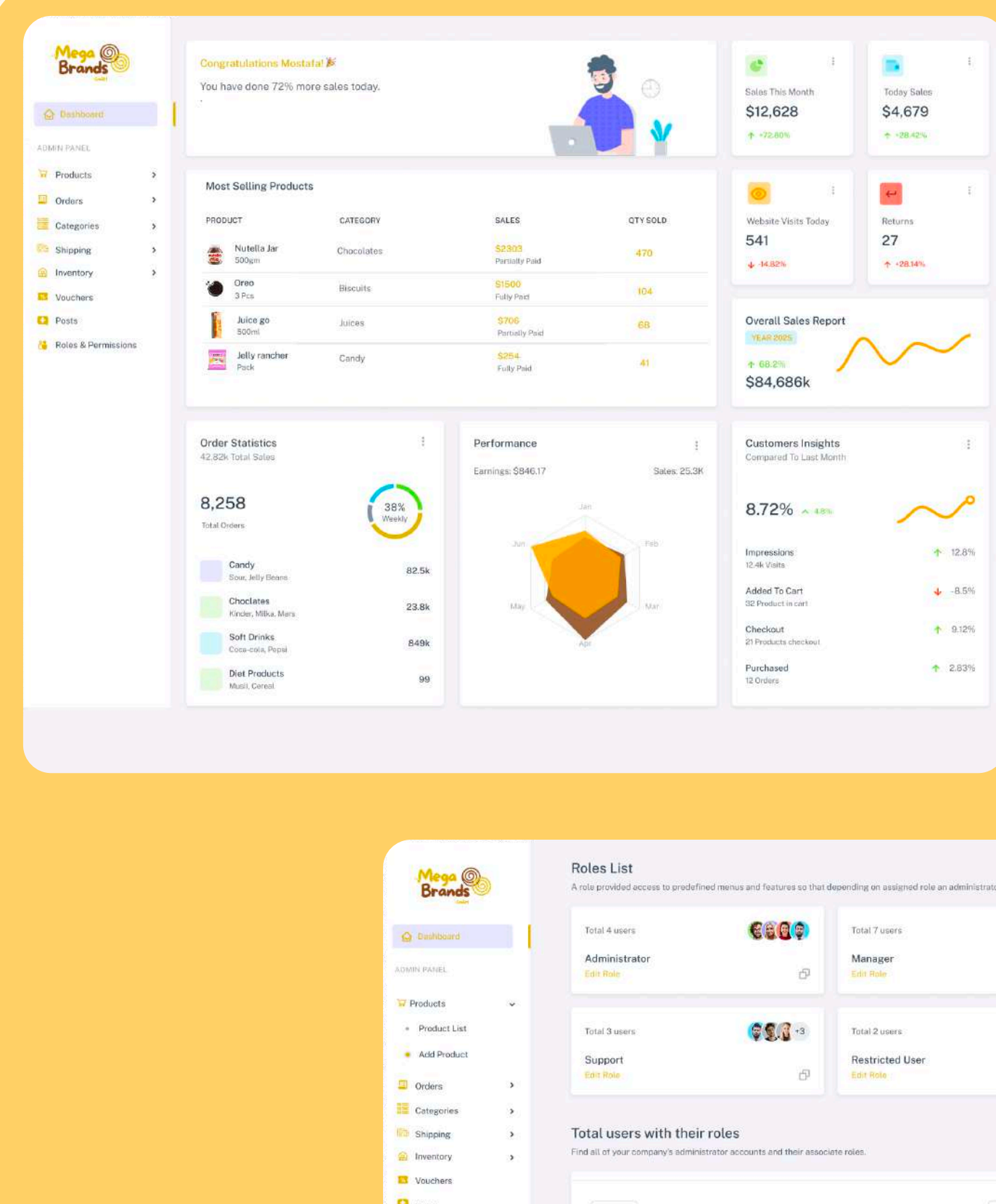
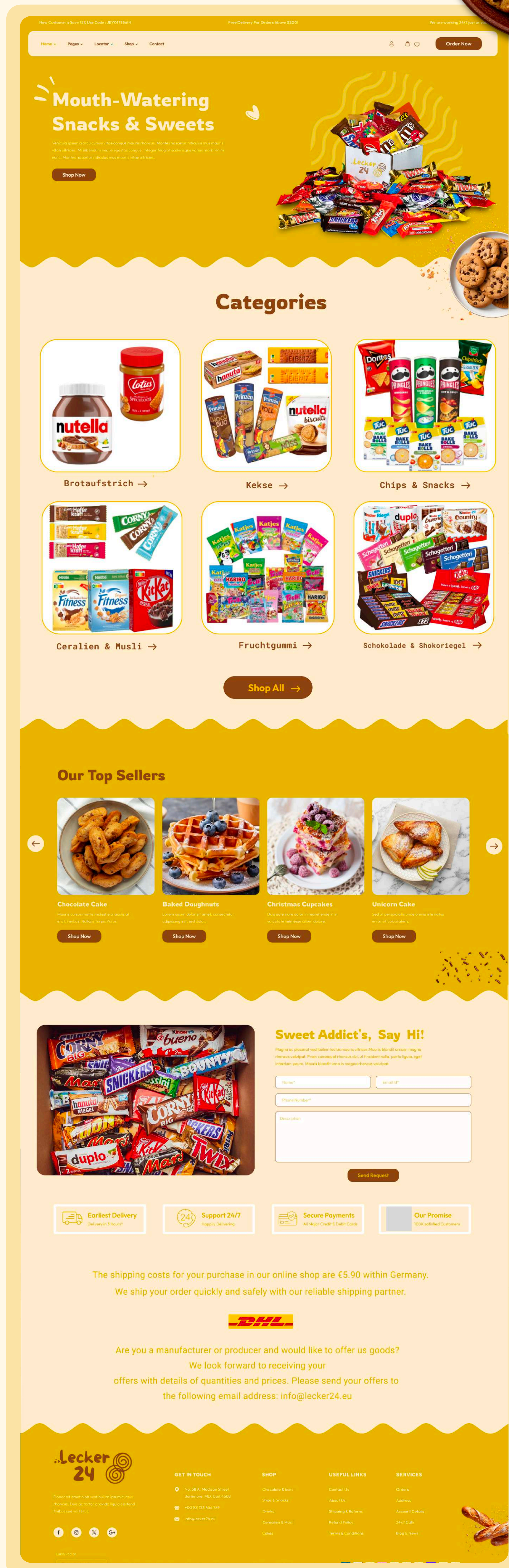


TYPOGRAPHY

Primary Font:
TANTANGKIWOOD-DISPLAY

Secondary Font:
Rowdies

WEB DESIGN





Hawaz is a Saudi consulting firm focused on empowering the public sector through locally driven solutions. Built on deep cultural understanding and a strong belief in Saudi talent, Hawaz partners with entities to solve challenges, drive growth, and create lasting, sustainable impact.

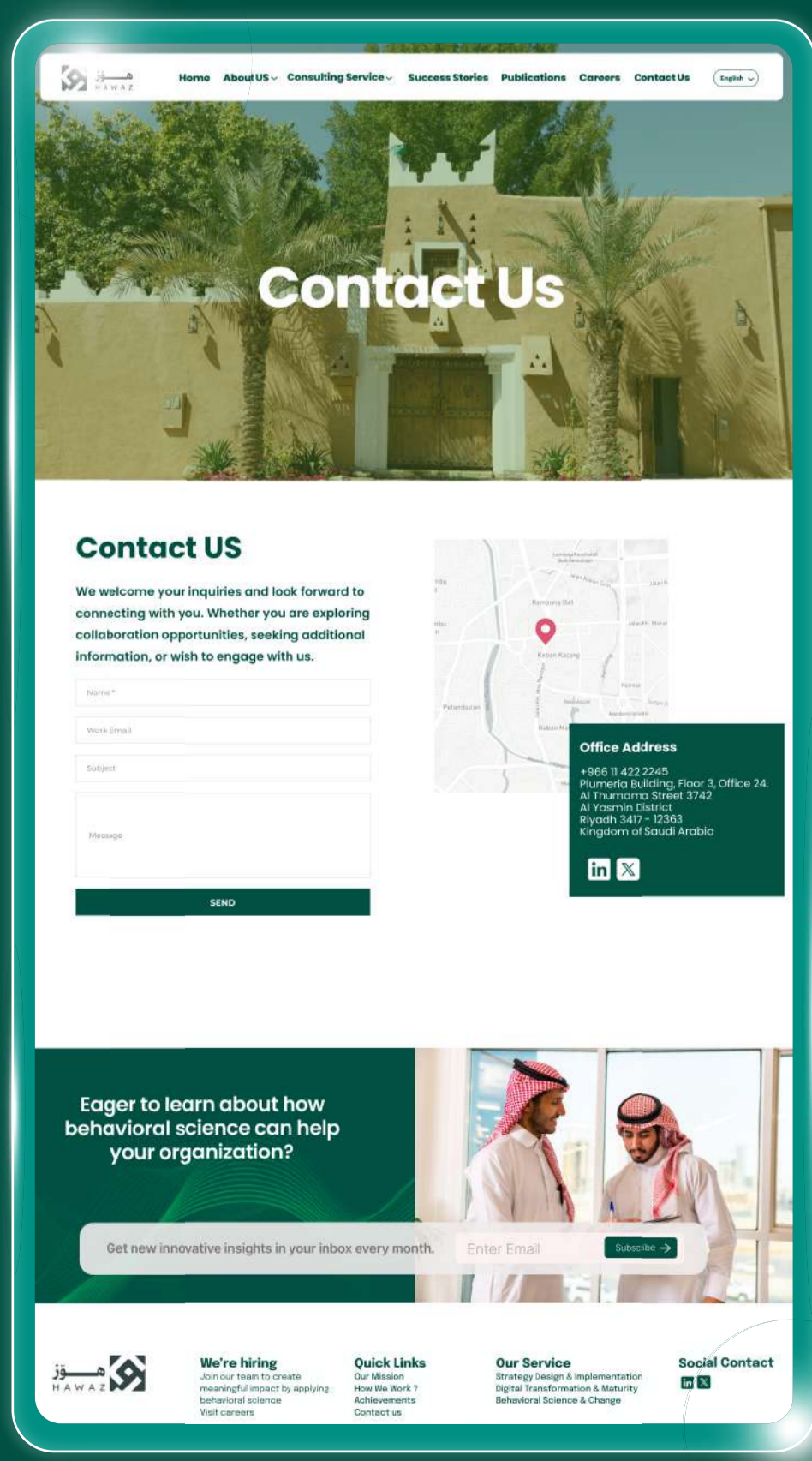
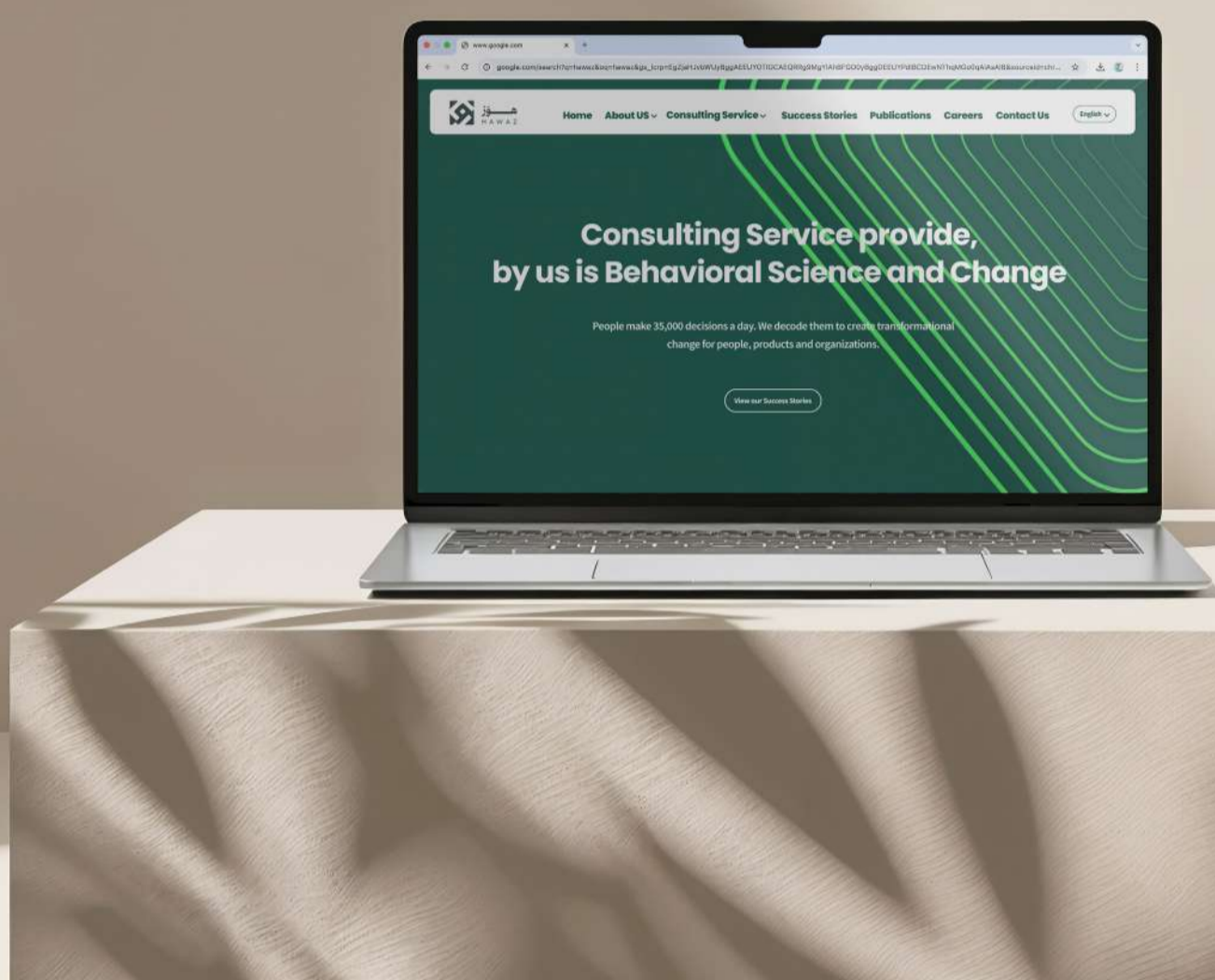
WHAT WE DID

- UX/UI Design
- Website Design

SCOPE

Designed the full website experience from the ground up, user flow, interface design, and visual direction built to reflect Hawaz's positioning as a premium consultancy in the Saudi market.

WEBSITE DESIGN



READY TO BUILD SOMETHING REMARKABLE?

MergStudios

Start a conversation. No commitment, no pressure.
Just a free discovery call to see if we're a fit.

Free Discovery Call · No Commitment · Fast Response



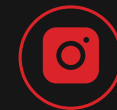
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