



mC

mohamed chaabane

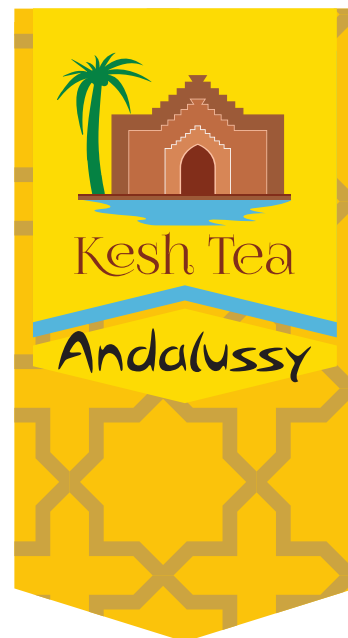
graphic designer

www.mohamedchaabane.com

BRAND IDENTITY

LOGO DESIGN

Brand identity project created for a Moroccan green tea product.

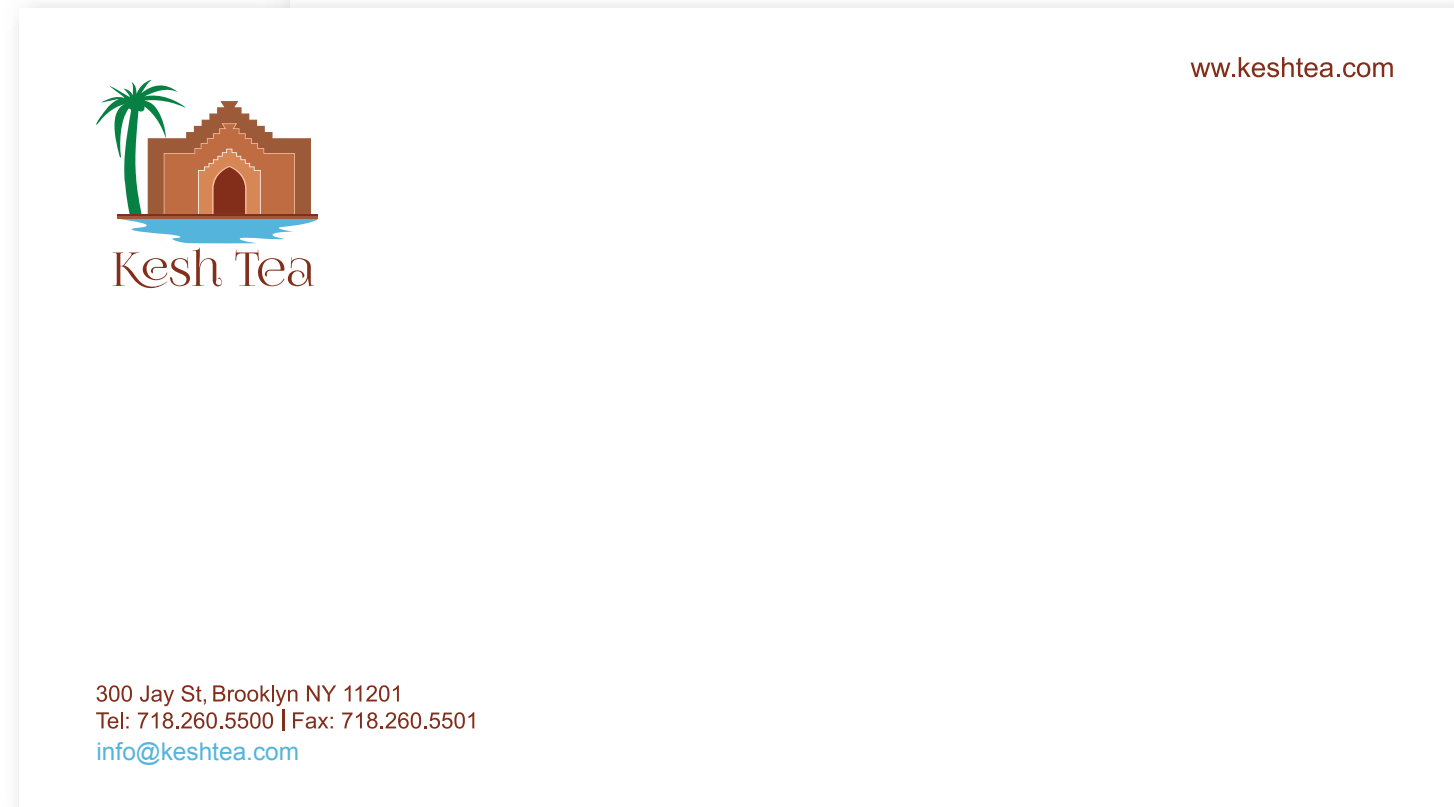
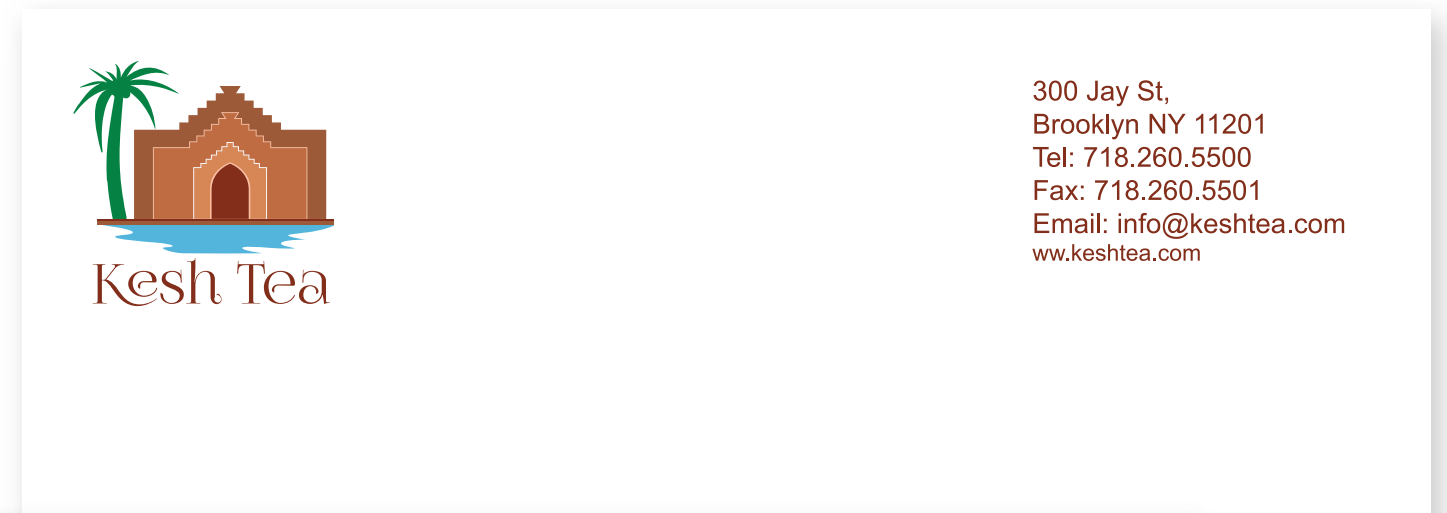


BRAND IDENTITY

APPLICATIONS

Collateral:

Business card, letter-head, envelope



BRAND IDENTITY

APPLICATIONS

Promotional items:
T-shirt, hat, mug, pen



BRAND IDENTITY

PACKAGING DESIGN

Designed 2 sets of tea boxes: square box and rectangular box. Each set comes in 4 sub-names, and each sub-name represents a Moroccan music style but also represents a different quality of green tea.

Sub-names:

Andalussy, Gnawy,
Hassany and Issawy



BRAND IDENTITY

PACKAGING MECHANICALS


These boxes designed to be 4 colors process, 2 spot colors and a UV coating applied on the musical group and the logo; so these 2 most important design elements stand out the most.

Rectangular box.

Specifications

- cyan
- magenta
- yellow
- black
- PANTONE 478 C
- PANTONE 7519 C
- varnish plate
- cut
- fold

Contact



**NEW YORK CITY
COLLEGE OF
TECHNOLOGY**

City Tech, Communication Design Dpt.
 300 Jay St. 11th floor N1106 Brooklyn, NY 11006
 Tel: 718-234-5656 - Fax: 718-223-4455
 email: comd@citytech.cuny.edu



BRAND IDENTITY


PACKAGING MECHANICALS

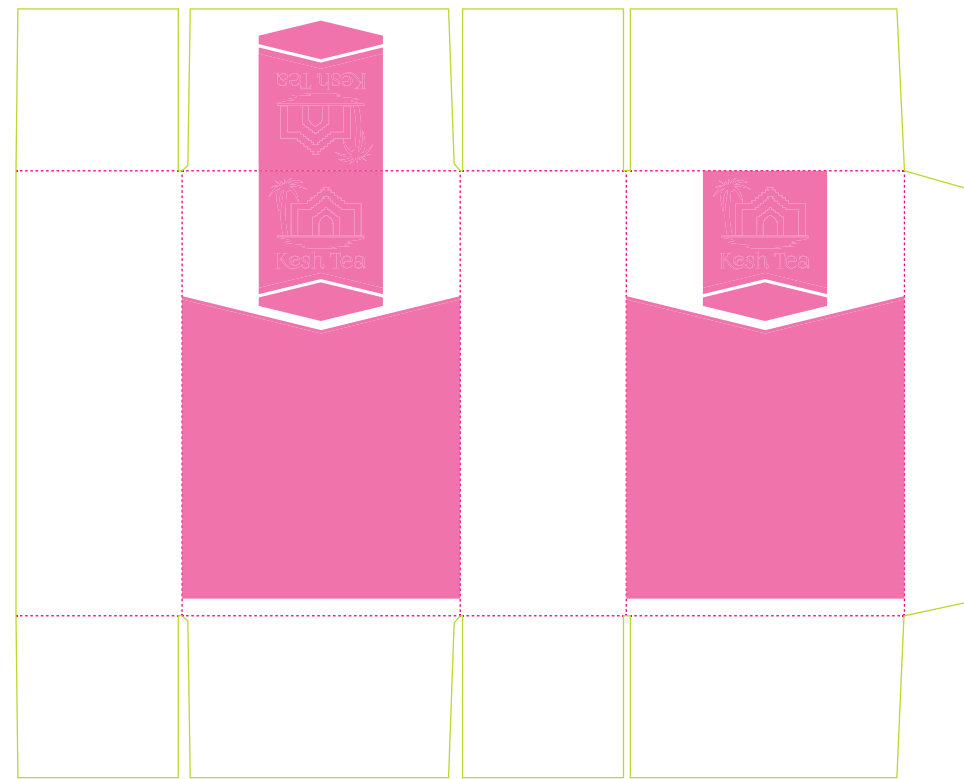
Die cut and UV coating plate.

Specifications

- varnish plate
- cut
- fold

Contact

 **NEW YORK CITY COLLEGE OF TECHNOLOGY**
City Tech, Communication Design Dpt.
300 Jay St. 11th floor N1106 Brooklyn, NY 11206
Tel: 718-234-5656 - Fax: 718-223-4455
email: comd@citytech.cuny.edu




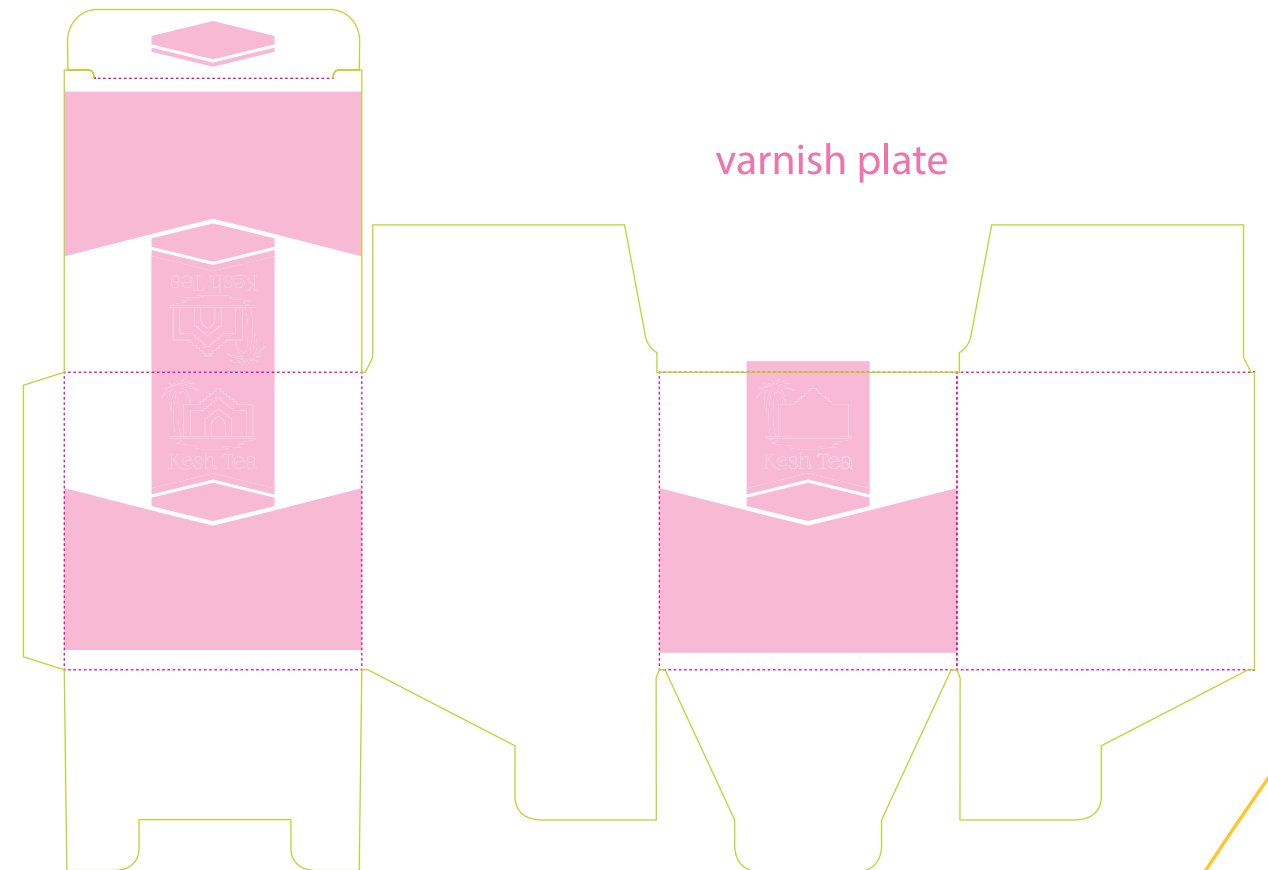
varnish plate

Specifications

- varnish plate
- cut
- fold

Contact

 **NEW YORK CITY COLLEGE OF TECHNOLOGY**
City Tech, Communication Design Dpt.
300 Jay St. 11th floor N1106 Brooklyn, NY 11206
Tel: 718-234-5656 - Fax: 718-223-4455
email: comd@citytech.cuny.edu



varnish plate

BRAND IDENTITY

PACKAGING MECHANICALS

(Continued).

Specifications

- cyan
- magenta
- yellow
- black
- PANTONE 7567 C
- PANTONE 7407 C
- varnish plate
- cut
- fold

Contact

NEW YORK CITY COLLEGE OF TECHNOLOGY
 City Tech, Communication Design Dept.
 300 Jay St. 11th floor N1106 Brooklyn, NY 11206
 Tel: 718-234-5656 - Fax: 718-223-4455
 email: comd@citytech.cuny.edu



Specifications

- cyan
- magenta
- yellow
- black
- PANTONE 7408 C
- PANTONE 7407 C
- varnish plate
- cut
- fold

Contact

NEW YORK CITY COLLEGE OF TECHNOLOGY
 City Tech, Communication Design Dept.
 300 Jay St. 11th floor N1106 Brooklyn, NY 11206
 Tel: 718-234-5656 - Fax: 718-223-4455
 email: comd@citytech.cuny.edu



Specifications

- cyan
- magenta
- yellow
- black
- PANTONE 484 C
- PANTONE 477 C
- varnish plate
- cut
- fold

Contact

NEW YORK CITY COLLEGE OF TECHNOLOGY
 City Tech, Communication Design Dept.
 300 Jay St. 11th floor N1106 Brooklyn, NY 11206
 Tel: 718-234-5656 - Fax: 718-223-4455
 email: comd@citytech.cuny.edu



BRAND IDENTITY

PACKAGING MECHANICALS

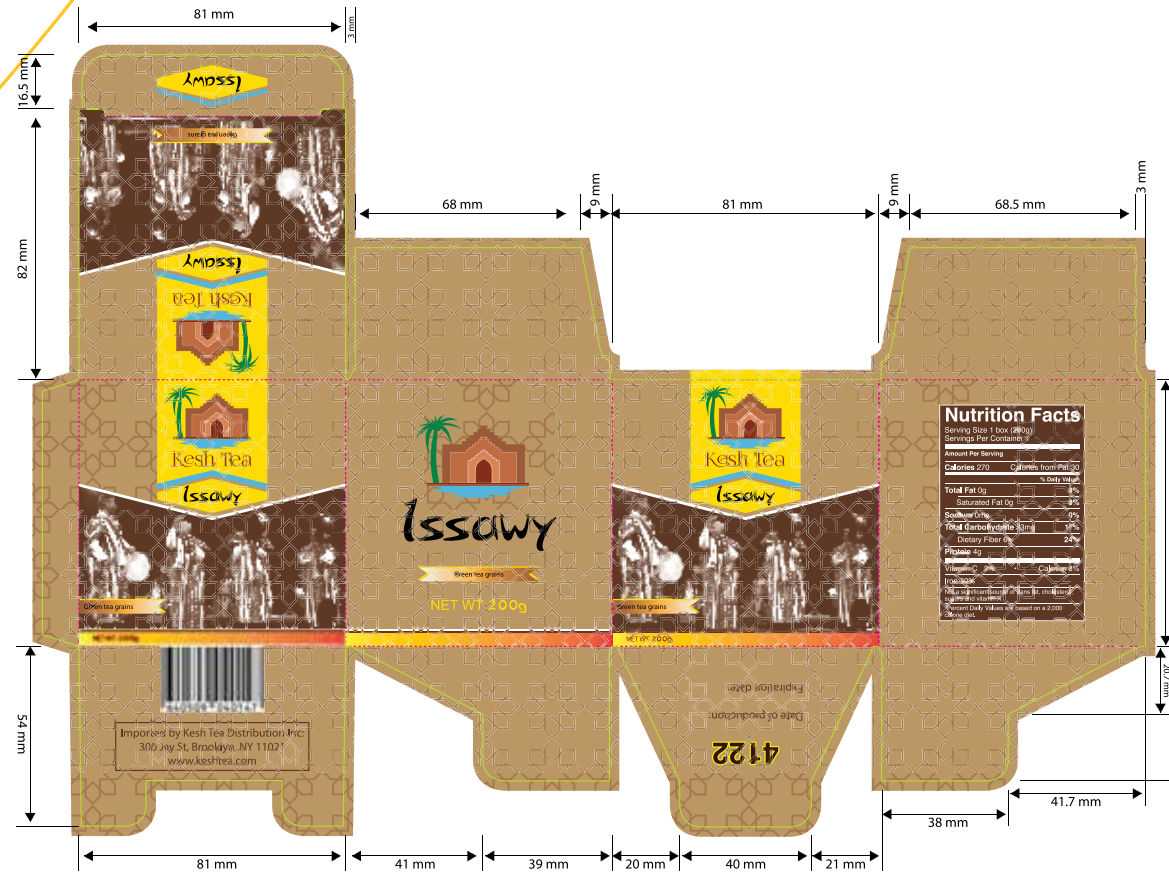
(Continued).

Specifications

- cyan
- magenta
- yellow
- black
- PANTONE 7567 C
- PANTONE 7407 C
- varnish plate
- cut
- fold

Contact

NEW YORK CITY COLLEGE OF TECHNOLOGY
 City Tech, Communication Design Dpt.,
 300 Jay St., 11th Floor, NY 10006, Brooklyn, NY 11206
 Tel: 718-234-5656 • Fax: 718-234-4455
 email: comdesign@citytech.cuny.edu

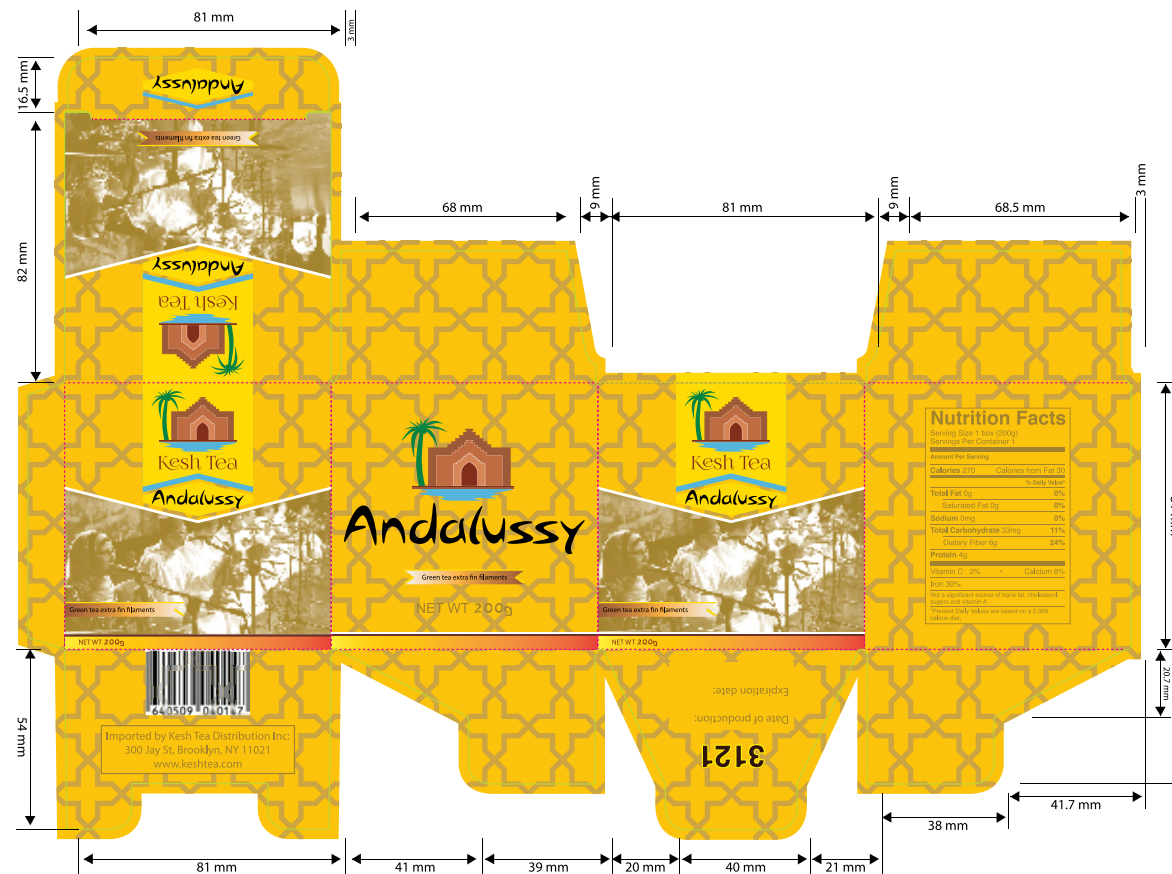


Specifications

- cyan
- magenta
- yellow
- black
- PANTONE 7408 C
- PANTONE 7407 C
- varnish plate
- cut
- fold

Contact

NEW YORK CITY COLLEGE OF TECHNOLOGY
 City Tech, Communication Design Dpt.,
 300 Jay St., 11th Floor, NY 10006, Brooklyn, NY 11206
 Tel: 718-234-5656 • Fax: 718-234-4455
 email: comdesign@citytech.cuny.edu



Specifications

- cyan
- magenta
- yellow
- black
- PANTONE 484 C
- PANTONE 477C
- varnish plate
- cut
- fold

Contact

NEW YORK CITY COLLEGE OF TECHNOLOGY
 City Tech, Communication Design Dpt.,
 300 Jay St., 11th Floor, NY 10006, Brooklyn, NY 11206
 Tel: 718-234-5656 • Fax: 718-234-4455
 email: comdesign@citytech.cuny.edu



BRAND IDENTITY
ADVERTISING CAMPAIGN

Kesh Tea ad campaign:
NYC Subway ad —
Gnawy



BRAND IDENTITY

ADVERTISING CAMPAIGN

Kesh Tea ad campaign:
NYC Subway ad — Poster

The poster shows the tea box and
the musical group according to the
sub-name



BRAND IDENTITY

ADVERTISING CAMPAIGN

Kesh Tea ad campaign:
NYC Subway ad — Top card

The top card gives a brief history of each music style category.



Gnawey is so kesh!



Gnawey

The Gnawa people originated from West Africa; to be precise the ancient Ghana Empire of Ouagadougou (present day Mauritania, Senegal, Gambia, Burkino Faso and 85% of Mali.



Hassany is so kesh!



Hassany

Hassany music is a highly original blend of African beats combined with Arabic songwriting. Hassany music is very representative. It is a very important musical tradition that distinguishes the south of Morocco.



Issawy is so kesh!



Issawy

Issawa are known for their spiritual music, which generally comprises songs of religious psalms, characterized by the use of the oboe ghaita accompanied by percussion using polyrhythm.



Andalussy is so kesh!



Andalussy

Andalusian classical music is a style of Arabic music found in different styles across the Maghreb. It originated out of the music of Al-Andalus between the 9th and 15th centuries.

BRAND IDENTITY

CATALOG

Kesh Tea catalog:
Layout of one page catalog
products



Kesh tea is never too much!

Gnawy

Green Tea Extra Grains

It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using , making it look like.



Issawy

Green Tea Grains

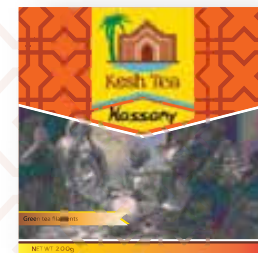
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.



Hassany

Green Tea Filaments

Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem.



Andalussy

Green Tea Extra Fin Filaments

Anisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?"



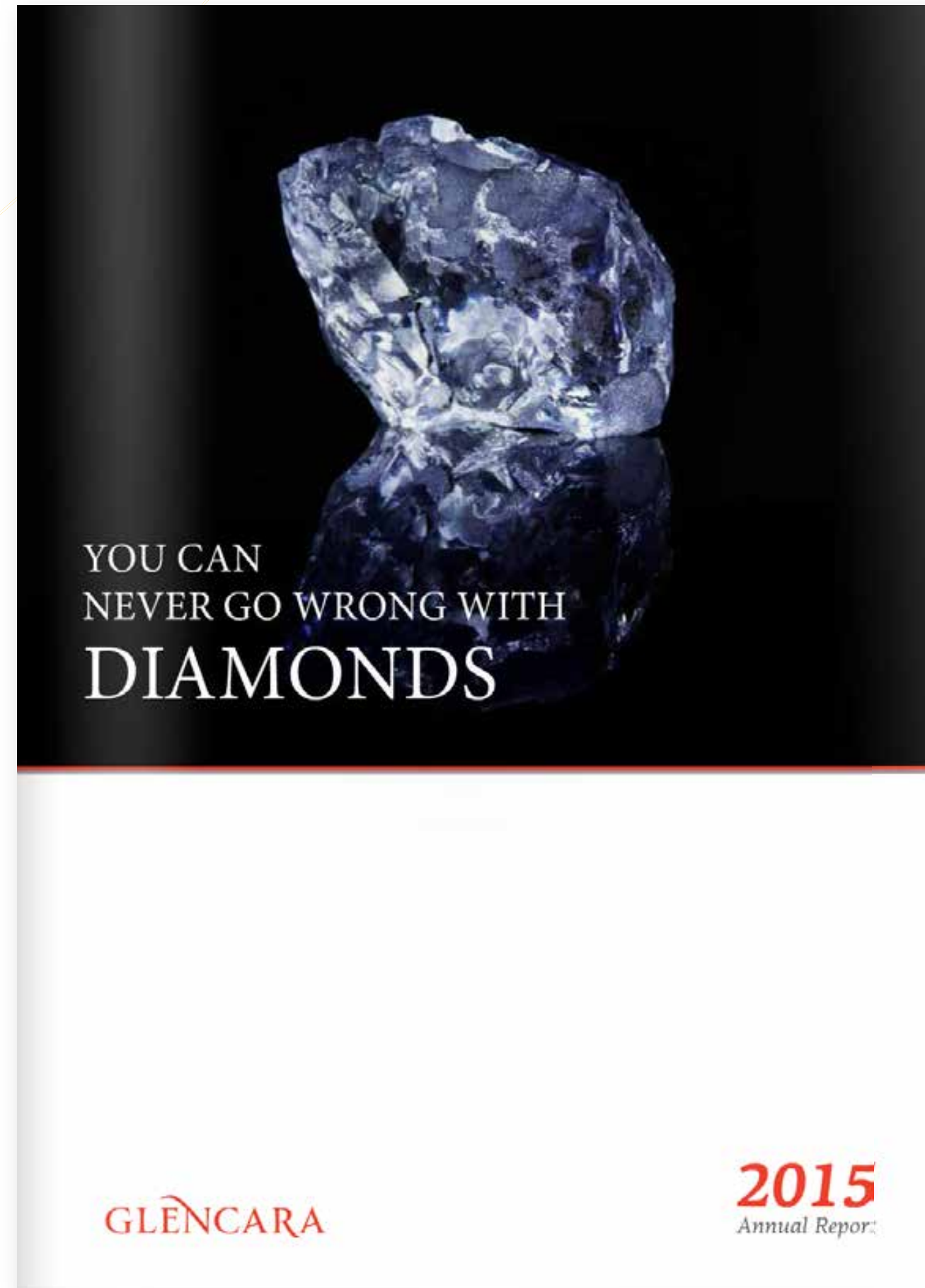
BRAND IDENTITY

FACEBOOK PAGE

The screenshot displays the Facebook page for 'Kesh Tea'. At the top, the search bar shows 'Kesh Tea' and navigation icons for 'Jon' and 'Home'. The cover photo features three people in traditional attire with the text 'Kesh tea is never too much!' overlaid. A 'Kesh Tea' logo is visible in the top right of the cover photo. Below the cover photo are navigation tabs: 'Timeline', 'About', 'Photos', 'Email Signup', and 'More'. The 'PEOPLE' section shows a 5-star rating, '5M likes', and '300K visits'. It lists users who liked the page: Clover Lewis, Neil Gardiner, and 2 others. There is an 'Invite your friends to like Every Interaction' section with a list of users: Jack Black, Kevin Costner, Liam Neeson, and Tony Chiu Wai Leung, each with an 'Invite' button. The 'ABOUT' section contains a paragraph: 'Once upon a time, a group of traders discovered the great secret of China's drinks; green tea. http://www.keshtea.com/' and another link: 'http://www.greenteaofchina.com/'. There is also a 'Suggest Edits' option. The 'APPS' section is currently empty. The main content area shows a post from 'Every Interaction' dated 10 October, with the text 'Inventor of World Wide Web warns of threat to internet http://buff.ly/1DL9sey'. Below the text is a photo of a band performing. The post has 'Like · Comment · Share' options and a comment box. A comment from 'John Doe' is visible, dated 10 October at 22:18. The right sidebar includes a 'Create Page' button, a 'Recent' section with dates (2014, 2013, Founded), a 'Sponsored' section, and a list of users who interacted with the page, including Jack Black, Dexter Fletcher, Ethan Hawke, Lee Van Cleef, Timothy Hutton, Vincent Price, Aaron Eckhart, Al Pacino, Andy Garcia, Ben Affleck, Charlie Sheen, Colin Farrell, Don Cheadle, and Edward Norton. A search bar is at the bottom of the sidebar.

CORPORATE REPORT
ANNUAL REPORT

GLENCARA Annual report
Cover



GLENCARA

2015
Annual Report

CORPORATE REPORT

ANNUAL REPORT

GLENCARA Annual report
TOC spread



Content

GLENCARA

INVESTORS GUIDE INCLUDES:

- The basics of diamonds, understanding the Four C's.
- How to diversify your portfolio using Investment Grade Color diamonds.
- Avoiding rookie mistakes that could cost you thousands.
- Choosing diamonds that are right for your portfolio.
- Market analysis, investment performance and case studies.

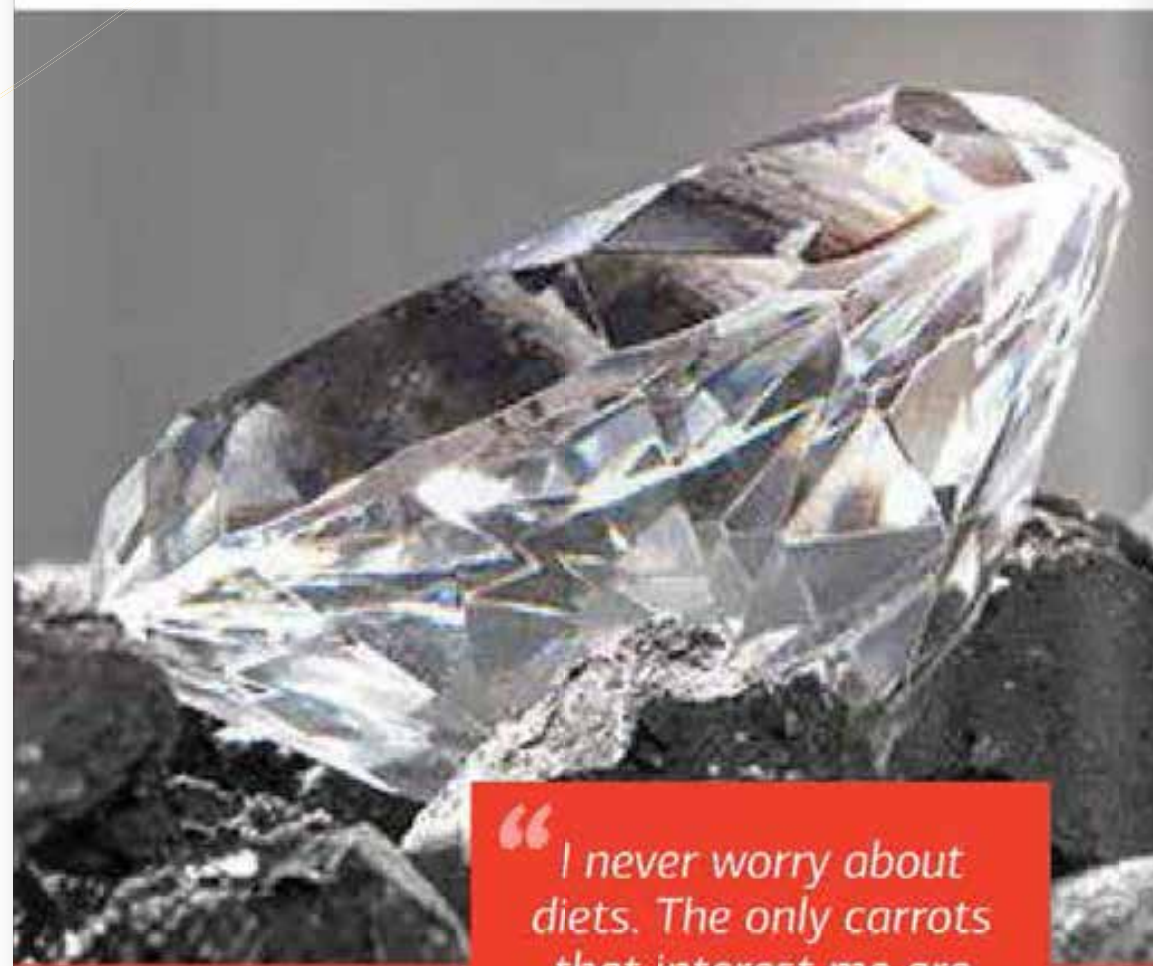
- 04** To our Shareholders
- 06** Chairman's message
- 08** Financial Highlights
- 10** Strategy
- 14** Business Review
- 18** Sustainability

- 24** Awards for Excellence
- 29** Board of Directors Profiles
- 34** Executive Management Profiles
- 37** Corporate Governance Report
- 08** Financial Statements

CORPORATE REPORT

ANNUAL REPORT

GLENCARA Annual report
Chairman's letter



“I never worry about diets. The only carrots that interest me are the number of carats in a diamond.”

— Mac West

To our Shareholders

The GLENCARA Group consists of GLENCARA plc, which is registered in England and Wales, and GLENCARA, which is registered in Australia

GLENCARA operates under a dual listed company (DLC) structure. This structure is designed to place the shareholders of GLENCARA plc and GLENCARA in substantially the same position as if they held shares in a single entity owning all of the assets of both companies. Under the DLC structure, the businesses of GLENCARA plc and GLENCARA are managed together, the boards of directors of each Company are the same, and shareholders of each Company have a common economic interest in the DLC structure.

The principal market for GLENCARA plc shares is the London Stock Exchange with the shares trading through the Stock Exchange Electronic Trading Service (SETS) system. GLENCARA plc American Depositary Receipts are listed on the New York Stock Exchange. GLENCARA plc delisted from NYSE Euronext Paris with effect from 23 February 2012.

GLENCARA shares are listed on the Australian Securities Exchange (ASX). The ASX is the principal trading market for GLENCARA shares. The ASX is

a national stock exchange with an automated trading system.

You may have seen and heard those ads on the internet, in the paper, and on the radio, promising great work from home jobs, but wondered if they were too good to be true. Well this one is good, it's true, and we think you'll really enjoy it.

Under the UK Listing Authority's Disclosure and Transparency Rules (DTRs) any shareholder of GLENCARA plc holding three per cent or more of the voting rights in GLENCARA plc as a shareholder is required to give notice to GLENCARA plc and the Financial Conduct Authority.

Scott Michael
Chairman

CORPORATE REPORT

ANNUAL REPORT

GLENCARA Annual report
CEO letter



Joseph Murphy
Chief Executive Officer

At GLENCARA, we are committed to operating our business in a way that delivers lasting benefit to the communities where we work.

Dear stakeholders

GLENCARA operates under a dual listed company (DLC) structure. This structure is designed to place the shareholders of GLENCARA plc and GLENCARA in substantially the same position as if they held shares in a single entity owning all of the assets of both companies. Under the DLC structure, the businesses of GLENCARA plc and GLENCARA are managed together, the boards of directors of each Company are the same, and shareholders of each Company have a common economic interest.

We can only build value if we work collaboratively with all of our stakeholders. This means managing risks and opportunities together and aligning our *interests and the needs and motivations* of the communities that host us. By doing this, we do more than just create jobs. We stimulate economic growth and enable local education and skills development. We also spread the benefits of investments in infrastructure – from new roads to clean drinking water. At the Argyle diamond mine in Australia,

Creating mutual value by sharing risk.

for example, it is now over ten years since we signed a groundbreaking agreement that gives Traditional Owners an active role in how the mine is run. Among the benefits it brings, the agreement includes protections for Indigenous heritage sites, and training and employment programmes to ensure Traditional Owners have real opportunities to compete for site-based contracts.

Collaborating to create trust.

This means being honest about our impacts and clear on our contributions. GLENCARA is a founding member of the Extractive Industries Transparency Initiative (EITI) and has played an active role in this *global standard since 2003*. The EITI promotes open and accountable management of natural resources, to ensure that the fruits of our activity benefit the many, not the few. We lead the industry in being transparent about the taxes and royalties we pay – publishing an annual Taxes paid report since 2010.

Leading through innovation.

We constantly look for smarter, safer and more sustainable ways to manage every stage of our business cycle, from exploration through to rehabilitation. Our Pilbara iron ore operations have set world-class standards for efficient, automated mining operations to improve productivity. At our decommissioned smelter site in Anglesey, UK, a new biomass power station will provide the energy for food production, including

hydroponics and aquaculture, while other parts of the site have been earmarked for tourism development.

Our values

GLENCARA's values of respect, integrity, teamwork and accountability support these sustainable development principles. Our code of conduct, The way we work, puts them into practice. It holds everyone at GLENCARA – and its subsidiaries and related companies – to clear and strong principles relating

“ We constantly challenge ourselves to do better, in every aspect of our business ”

to the workplace, human rights, communities, the environment and business integrity. We are proud of our values and the commitment that our people around the world show to them. Ultimately, as one of the world's largest mining and metals companies, we understand that *having a sustainable business* depends on our ability to deliver long-term value to everyone our activities touch. This means seeing the challenges of sustainability as opportunities to continuously improve the way we work.

CORPORATE REPORT
ANNUAL REPORT

GLENCARA Annual report
 Financial highlights

Safety

Promoting a safe and healthy workplace is key to building a sustainable business, and we have made great strides in reducing the number of injuries occurring across our organisation. We measure this progress through our all injury frequency rate, which in 2015 was the lowest in our company's history at 0.44 per 200,000 hours worked. This and our lost time injury rate - which we brought down to 0.25 in the year as well - are significant achievements and indicate the strength of our safety processes and culture.

- No matter how well we do keeping our people safe from injuries.
- Our most important safety goal is to see a year without fatalities - and to keep repeating that year in.
- Year out. The deaths of four people at our managed.
- Operations overshadowed the improvements.
- We made to our injury metrics in 2015. These are unacceptable.
- Tragic losses, and my thoughts and prayers.
- With the family and friends of those who died.
- Everyone deserves to return home to their loved ones, safe and sound, at the end of every shift.

Based on the successful approach at the Escondida copper mine in Chile, we have augmented our safety standards with the roll-out of critical risk management (CRM) across our business. CRM ensures that where people are exposed to a fatality risk, we have critical controls in place that

are well designed and understood, and confirmed to be working before every job starts. Embedding CRM will be a powerful step on our journey to eliminate fatalities across our global operations.

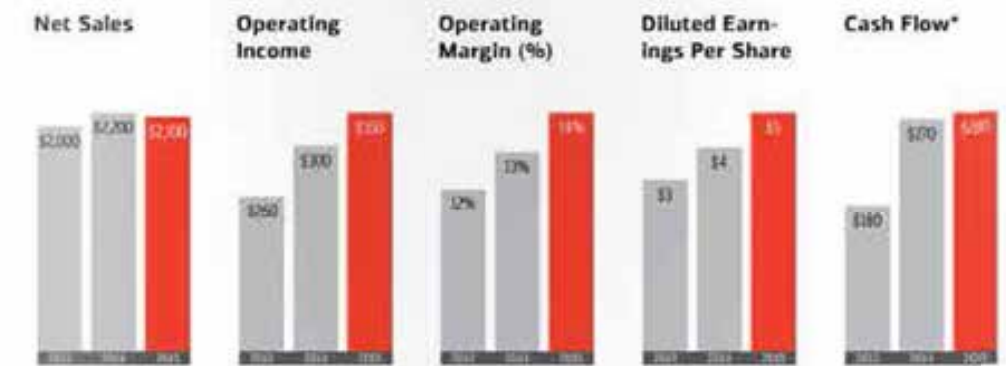
You may have seen and heard those ads on the internet, in the paper, and on the radio, promising great work from home jobs, but wondered if they were too good to be true. Well this one is good, it's true, and we think you'll really enjoy it.

Would you like to save big on commuting costs and get back time in your week to enjoy doing what you like most, such as spending time with family and friends or on your favorite hobby? Would you like to reduce the effects of greenhouse gases? And just think of how much you could save if you didn't have to eat out for lunch each day. These are just some of the benefits you could enjoy when you work from home for Amazon.

Joseph Murphy
 Chief Executive Officer



Financial Highlights



Lorem Ipsum is not simply random text. It has roots in a piece of classical

19.1% Annual net profit

\$353 MILLION Total Global Exchange*

Market Sales (2015)



* Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old. Richard McClintock, a Latin professor.

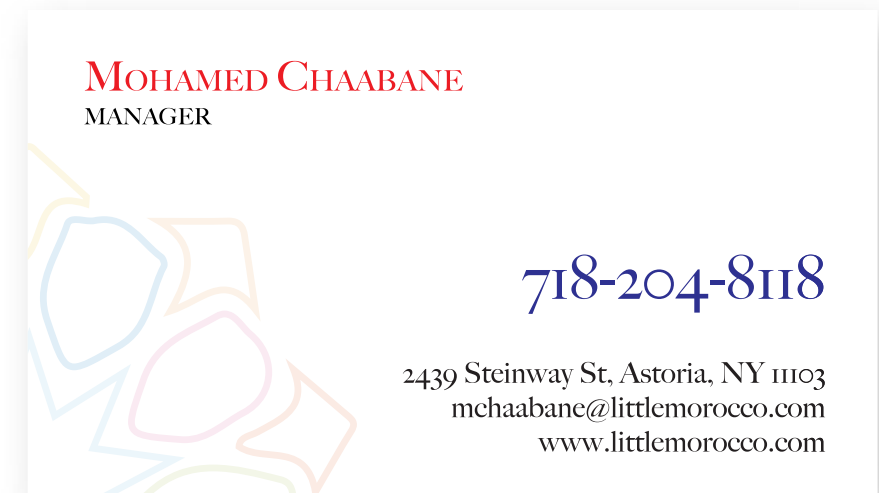
BRAND IDENTITY

LOGO DESIGN / BUSINESS CARD

Redesign brand identity
for a Moroccan restaurant
located in Astoria,
Queens, NY



little morocco



BRAND IDENTITY

MENU & NAPKINS

The menu and Napkins reflect the logo as well as the Moroccan mosaik art.




little morocco
 MEDITERRANEAN CUISINE
FREE DELIVERY
 (minimum order of \$10)
718-204-8118
 24-39 Steinway Street, Astoria, NY 11103
 (Open 7 days a week)

SOUPS	
1. Harrira healthy moroccan tomato soup	\$3
2. Lentils in a light & healthy onion broth	\$3
3. Bissara pureed fava beans with cumin & olive oil	\$3
FRESH SALAD	
4. House Garden Salad romaine lettuce, chopped tomatoes and cucumbers with vinaigrette	\$3.00
5. Grilled Chicken Salad grilled chicken breast served over house garden salad with vinaigrette	\$7.00
MOROCCAN SANDWICHES	
Lettuce, Tomatoes, Onions, Green Olives On A Hero Bread.	
6. Lamb Kebab lamb cubes marinated overnight in traditional moroccan herbs & spices	\$7.00
7. Chicken Kebab white meat cubes marinated	\$5.50
8. Kefta Kebab ground lamb mixed with an array of spices & herbs charcoal grilled to perfection (fresh ground meat)	\$5.50
9. Kebda (Liver) marinated overnight the traditional moroccan way & charcoal grilled	\$5.50
MOROCCAN PLATTERS	
Served With Rice Or French Fries & House Salad.	
10. Lamb Kebab lamb cubes marinated overnight in traditional moroccan herbs & spices	\$9.00
11. Chicken Kebab white meat cubes marinated overnight in a secret combination of spices	\$8.00
12. Kefta Kebab ground lamb mixed with an array of spices & herbs charcoal grilled to perfection (fresh ground meat)	\$8.00
13. Kidney Kebab marinated overnight the traditional moroccan way & charcoal grilled	\$9.00
14. Kebda (Liver) marinated overnight the traditional moroccan way & charcoal grilled	\$8.00
15. Fouilat	\$9.00
16. Meat Combo lamb, kefta & chicken	\$13.00
17. Merguez * moroccan sausage homemade with a mix of lamb, beef & spices.	\$9.00
LITTLE MOROCCO TAGINES	
Served With Two Side Order	
18. Chicken roasted half chicken in a moroccan spices	\$8.00
19. Lamb Shank braised in typical spices & onions	\$10.00
20. Kefta Tagine cooked with tomato or eggs	\$8.00
21. Baby Lamb Chops	\$11.00

BRAND IDENTITY
WEBSITE

Home page.



BRAND IDENTITY

WEBSITE

Menu pages.

little morocco • ABOUT US • MENU • EVENTS • CONTACT

IN HOUSE DAILY SPECIALS

MONDAY BURGHUL BI BANADOURA (V):
Cracked Wheat with Tomatoes, Onions, Red Peppers and Chickpeas

TUESDAY KEBBE BI LABANIE:
Oval Shapped Kebbe Beef with, Rice Served in a Warm Yoghurt Sauce

WEDNESDAY KOUSSA MEHCHE:
Squash Stuffed with Rice, Beef, Tomatoes, Mint and Lemon Juice

THURSDAY BEMYE:
Okra with Beef, Tomatoes, Onions, Cilantro, Garlic, Lemon Juice Served with Rice

FRIDAY BATENJEN (V):
Vegetarian Eggplant with Tomatoes, Onions, Chickpeas, Spices and Scallions

SATURDAY & SUNDAY MLOUKHIE:
Mallow Leaves Cooked with Chicken, Cilantro, Onion Vinaigrette, Topped with Toasted Pita Chips Served with Rice

The Mediterranean Taste Since 1970

718-204-8118

Menu_page

little morocco • ABOUT US • MENU • EVENTS • CONTACT

MOROCCAN SALADS

TABOULE (V):
Authentic Parsley Salad with Burghul* Mixed with Chopped Onions, Tomatoes, Olive Oil and Fresh Lemon Juice

FATTOUSH (V):
Romaine Hearts with Cucumber, Tomatoes, Onions, Mint, Bell Peppers, Sumac* and Extra Virgin Olive Oil, Served with Toasted Pita Crisps

ARTICHOKE (V):
Combination of Cucumber, tomatoes, Scallions, Olive Oil and Fresh Lemon Juice

CHICKEN MESHWE:
Chargrilled Marinated Boneless Chicken over a Mixture of Greens, Black Olives, Cucumbers, Tomatoes and Feta Cheese. Served with Choice of Dressing

MEDITERRANEAN TUNA SALAD:
Chargrilled Marinated Tuna over a Mixture of Greens, Black Olives, Red Onions, Tomatoes and Cucumbers. Served with Choice of Dressing

DRESSINGS:
Balade House Dressing - Balsamic Vinaigrette - Herb Vinaigrette

The Mediterranean Taste Since 1970

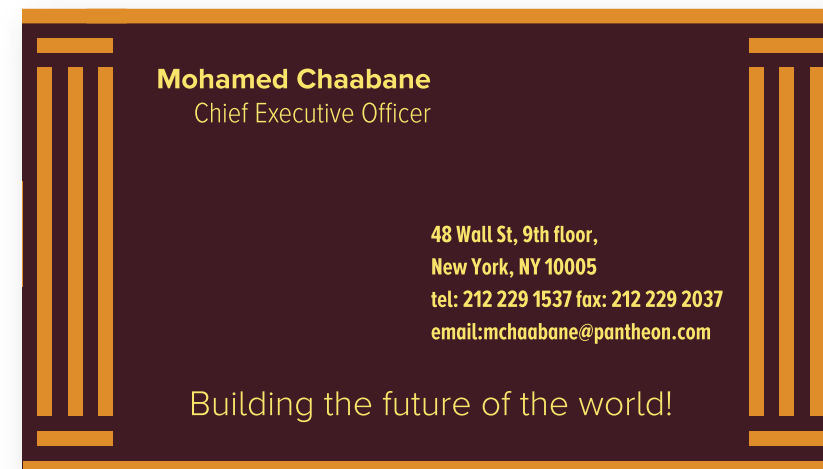
718-204-8118

Menu_page

BRAND IDENTITY

LOGO DESIGN

Designed logo for an architecture company with offices around the world.



BRAND IDENTITY

POSTERS

Design posters for:
New York, Paris, Berlin
and Wien offices.



Photo credit: <http://enviainna.com>



Building the future of **New York**



Photo credit: <http://enviainna.com>



Building the future of **Berlin**

BRAND IDENTITY

POSTERS

Design posters ...
(continued)



Building the future of Paris



Building the future of Wien

BRAND IDENTITY

LOGO DESIGN

Design a logo for a prospective design firm — **Studio Design**



STUDIO
DESIGN

Thank You

www.mohamedchaabane.com