Start Point



SERVICE CATALOGUE

Every service, in hours

Published hour counts per service. Every service includes a presentation, 2 revision rounds, source files and full rights. Your quote comes within 24 h.

v1.0 · November 2026
startpointit.com · +20 101 667 0938

Price on quote · written quote within 24 h

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WHO WE ARE

Service catalogue

StartPoint is a design studio for Egypt, the UAE and Saudi Arabia. We design brands, websites, apps and systems in Arabic and English, with one rule: you know the scope and the date before we start.

Project packages

A defined scope with a fixed date: identity, website, app, system, social, motion, or the launch kit.

Hour credits

A balance of hours spent on any service at published rates. Monthly retainers for weekly work.

Our commitments

REQUEST SIZE	WORK BEGINS	PRESENTATION	REVISION TURNAROUND
1 – 2 hours	24 working hours	2 working days	24 hours
3 – 8 hours	24 working hours	3 – 4 working days	48 hours
9 – 25 hours	48 working hours	7 – 10 working days	48 hours
Packages and 25+ hours	Agreed schedule	In published stages	72 hours

Miss a published date through our fault and 25% of the request's hours return to your balance. Automatically.

01

Services

Six disciplines. Each one as a package, or by the hour from your balance.

Start Point



SERVICE SHEET

Brand identity design

A mark people trust, and the rules that keep it sharp everywhere.

v1.0 · November 2026

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Price on quote · written quote within 24 h

Brand identity design

We start from the business question, not the sketchbook. Three concepts, one refined mark, and a guideline a printer or developer can follow without asking.

Who it is for

- New businesses that need a name to look like a company from day one
- Growing brands whose logo no longer fits what they sell
- Teams that keep reinventing their look in every post and print job

The problem

Without one system, every designer, printer and developer guesses. The brand looks different in every place it appears, and customers stop recognising it.

What changes

One mark, one palette, one type system and written rules. Anyone who works on your brand can follow them without calling you.

At a glance

01 3 logo concepts, 1 refined

02 Colour, type and logo rules

03 Business card and letterhead, print-ready

04 Master files: AI, SVG, PNG, PDF

05 Presentation + 2 revision rounds

AS A PACKAGE

Identity package

48 h	3 weeks
Hours	Delivery

Price on quote · written quote within 24 h

Package sheet (PDF)

Deliverables

ITEM	QTY	FORMAT	WHEN
Logo concepts	3	PDF presentation	Week 1
Refined logo, all lockups	1	AI · SVG · PNG · PDF	Week 2
Colour and type system	1	PDF · ASE	Week 2
Concise brand guidelines	1	PDF	Week 3
Business card and letterhead	2	Print-ready PDF	Week 3
Master files and app icon	1 set	Drive folder	Week 3

How we know it is done

- The logo reads at 16 px and on a 3 m sign
- Every colour has CMYK, RGB and HEX values that pass contrast for text
- A printer can produce the card from the files without questions
- The guidelines answer: which logo, which colour, which font, how much space

Revisions

- A presentation session, then round 1 and round 2, both included.
- Send your notes in one consolidated list within 5 working days.
- A revision is a change inside the approved direction. A new direction is a new request.
- An extra round is 1 hour from your balance, or added to the quote.

Also not included for this service

- Trademark search and registration
- Naming and slogan writing
- Printing

Process and duration

Getting started: five steps

01
Choose
A project package or a balance of hours. Hour counts are published.

02
Book a call
A short online meeting. We confirm the fit and answer your questions.

03
Your quote
We confirm the scope and send a written quote within 24 h. You approve.

04
Approve and pay
Approve the quote, then pay by card or bank transfer. The invoice lands in your account.

05
Your account
We set up your account after the quote is approved: status, balance and every request in one place.

The work, week by week

Week 1
Discover and explore
Brief call, market and competitor scan, three logo concepts, presentation.

Week 2
Refine
Round 1 and round 2 on the chosen concept. Colour and type system.

Week 3
Systemise and hand over
Guidelines, card and letterhead, master files, handover session.

3 weeks
Identity package · 48 h

Miss a published date through our fault and 25% of the request's hours return to your balance. Automatically.

Published dates, not estimates

REQUEST SIZE	WORK BEGINS	PRESENTATION	REVISION TURNAROUND
1 – 2 hours	24 working hours	2 working days	24 hours
3 – 8 hours	24 working hours	3 – 4 working days	48 hours
9 – 25 hours	48 working hours	7 – 10 working days	48 hours
Packages and 25+ hours	Agreed schedule	In published stages	72 hours

By the hour

On an hour balance, every item below is deducted at its published hours, whatever time it takes us.

ITEM	HOURS
Logo design	20 h
Concise brand guidelines	25 h
Extended guidelines (applications + icons)	45 h
Business card and letterhead	3 h
Tri-fold brochure	8 h
12-page company profile	24 h
Simple packaging design	12 h
Menu or catalogue	10 h
Roll-up banner	3 h

06

Before your call

Bring these to the 10-minute call and your written quote comes faster.

01 Your business in two sentences, and who buys from you

02 Any current logo or files, even if you plan to drop them

03 Three brands you like and one you do not, with the reason

04 Main competitors

05 Where the brand will live first: signage, app, social, packaging

06 Your deadline and who approves

Selected work



Haretna — Identity and Website

Haretna

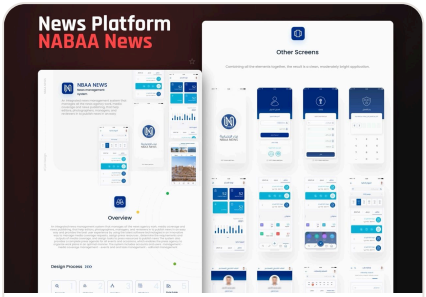
Scan to open the project



Daftario — Identity, App and School System

Daftario

Scan to open the project



NABAA News Management System — Product & Brand Identity

Emitac

Scan to open the project

Questions

Do I own the logo?

Yes. Full ownership and source files come with every delivery. No licensing step.

Need more than 2 rounds?

An extra round is 1 hour from your balance, or added to the package quote.

Can you keep parts of our current logo?

Yes. We can refine what you have instead of starting over. The hours are confirmed in your quote.

Next step

Book a short call. You get a written quote within 24 hours, with the scope and the date fixed before you approve.

Request a quote · WhatsApp +20 101 667 0938

Start Point



SERVICE SHEET

Website design

Every page built for one job, on desktop and mobile, in Arabic and English.

v1.0 · November 2026

startpointit.com · +20 101 667 0938

Price on quote · written quote within 24 h

Website design

A website is a chain of visitor decisions. We design the structure first, then every page, then hand over files a developer builds from directly.

Who it is for

- Businesses whose site does not explain what they sell in five seconds
- Launches that need a landing page that converts
- Teams that need Arabic and English done properly, not translated as an afterthought

The problem

Most sites are a list of pages, not a path. Visitors land, cannot find the next step, and leave.

What changes

A structure built around the decisions your visitors make, pages that each do one job, and files your developer builds from directly.

At a glance

01 Structure and sitemap first

02 Landing + inner pages, desktop and mobile

03 Arabic and English, RTL mirrored

04 Dev-ready Figma with components

05 Presentation + 2 revision rounds

AS A PACKAGE

Website package

54 h	4 weeks
Hours	Delivery

Price on quote · written quote within 24 h

Package sheet (PDF)

Deliverables

ITEM	QTY	FORMAT	WHEN
Sitemap and user flow	1	PDF · FigJam	Week 1
Wireframes	5 pages	Figma	Week 1
Landing page, desktop + mobile	1	Figma	Week 2
Inner pages, desktop + mobile	4	Figma	Week 3
Arabic RTL mirror of every page	5	Figma	Week 4
Components, styles and UX notes	1 set	Figma · PDF	Week 4

How we know it is done

- Every page has one main action, visible without scrolling on mobile
- Text contrast meets WCAG 2.2 AA
- Arabic pages are mirrored, not just translated
- Every screen is built from named components a developer can inspect in Figma

Revisions

- A presentation session, then round 1 and round 2, both included.
- Send your notes in one consolidated list within 5 working days.
- A revision is a change inside the approved direction. A new direction is a new request.
- An extra round is 1 hour from your balance, or added to the quote.

Also not included for this service

- Development, hosting and domains
- Copywriting
- SEO campaigns

Process and duration

Getting started: five steps

01
Choose
A project package or a balance of hours. Hour counts are published.

02
Book a call
A short online meeting. We confirm the fit and answer your questions.

03
Your quote
We confirm the scope and send a written quote within 24 h. You approve.

04
Approve and pay
Approve the quote, then pay by card or bank transfer. The invoice lands in your account.

05
Your account
We set up your account after the quote is approved: status, balance and every request in one place.

The work, week by week

Week 1
Structure
Brief, sitemap, user flow and wireframes for all five pages.

Week 2
Landing page
Visual direction on the landing page, desktop and mobile, presentation.

Week 3
Inner pages
Four inner pages, round 1 and round 2.

Week 4
Arabic and handover
Arabic RTL mirror, components, UX notes, Figma handover.

4 weeks

Website package · 54 h

Miss a published date through our fault and 25% of the request's hours return to your balance. Automatically.

Published dates, not estimates

REQUEST SIZE	WORK BEGINS	PRESENTATION	REVISION TURNAROUND
1 – 2 hours	24 working hours	2 working days	24 hours
3 – 8 hours	24 working hours	3 – 4 working days	48 hours
9 – 25 hours	48 working hours	7 – 10 working days	48 hours
Packages and 25+ hours	Agreed schedule	In published stages	72 hours

By the hour

On an hour balance, every item below is deducted at its published hours, whatever time it takes us.

ITEM	HOURS
Landing page	14 h
Internal page (existing system)	8 h
UX review and report	8 h
Redesign of an existing page	6 h

06

Before your call

Bring these to the 10-minute call and your written quote comes faster.

01 Your current site and analytics, if you have them

02 The one action you want visitors to take

03 Page list and the content you already have

04 Sites you like, and what you like about them

05 Who will build the site, and on what platform

06 Your launch date

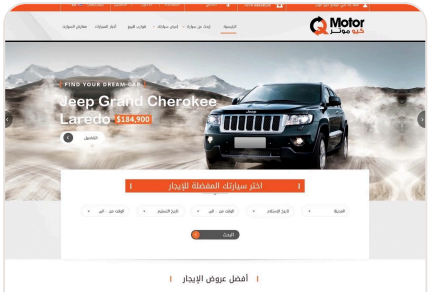
Selected work



Haretna — Identity and Website

Haretna

Scan to open the project



Qmotor Car Rental Website

Qmotor, Qatar

Scan to open the project



Frontline Heroes Office Website

Frontline Heroes Office, UAE

Scan to open the project

Questions

Do you build the site too?

The package covers design. Development is quoted in hours once the design is approved.

How many pages?

One landing page and four inner pages. Extra pages at 8 hours each.

Can you design on our existing website platform?

Yes. Tell us the platform in the call and we design inside its limits.

Next step

Book a short call. You get a written quote within 24 hours, with the scope and the date fixed before you approve.

Request a quote · WhatsApp +20 101 667 0938

Start Point



SERVICE SHEET

Mobile app design

Every screen, every state, iOS and Android, in one clickable prototype.

v1.0 · November 2026

startpointit.com · +20 101 667 0938

Price on quote · written quote within 24 h

Mobile app design

Flows first, then each screen with its empty, loading and error states, linked so you can tap through before a line of code is written.

Who it is for

- Start-ups that need investor-ready screens before development
- Companies replacing an app their customers complain about
- Product teams that need a UI kit their developers will actually use

The problem

Apps fail in the states nobody designed: the empty list, the slow network, the wrong password. Developers then improvise them.

What changes

Every screen and every state, linked in a prototype you can tap through and test before a line of code is written.

At a glance

01 Flows and screen inventory

02 12 screens with states, iOS and Android

03 Compact UI kit: components, colour, type

04 Clickable Figma prototype

05 Presentation + 2 revision rounds

AS A PACKAGE

App package

100 h	6 weeks
Hours	Delivery

Price on quote · written quote within 24 h

Package sheet (PDF)

Deliverables

ITEM	QTY	FORMAT	WHEN
User flows and screen inventory	1	FigJam · PDF	Week 1
Compact UI kit	1	Figma library	Week 2
Screens with states, iOS + Android	12	Figma	Weeks 2–4
Clickable prototype	1	Figma prototype	Week 6
App icon	1	PNG · SVG	Week 6
Developer handoff notes	1	Figma Dev Mode	Week 6

How we know it is done

- Every screen has its empty, loading and error state
- Touch targets are at least 44 pt
- The prototype runs the main task from start to finish
- Every colour and size in the screens comes from the UI kit

Revisions

- A presentation session, then round 1 and round 2, both included.
- Send your notes in one consolidated list within 5 working days.
- A revision is a change inside the approved direction. A new direction is a new request.
- An extra round is 1 hour from your balance, or added to the quote.

Also not included for this service

- App development and store publishing
- Backend and API design
- Store listing copy

Process and duration

Getting started: five steps

01
Choose
A project package or a balance of hours. Hour counts are published.

02
Book a call
A short online meeting. We confirm the fit and answer your questions.

03
Your quote
We confirm the scope and send a written quote within 24 h. You approve.

04
Approve and pay
Approve the quote, then pay by card or bank transfer. The invoice lands in your account.

05
Your account
We set up your account after the quote is approved: status, balance and every request in one place.

The work, week by week

Week 1	**Flows** Brief, user flows, screen inventory.
Week 2	**UI kit and key screens** Visual direction on three key screens, UI kit, presentation.
Weeks 3–4	**All screens** Remaining screens with every state, round 1.
Weeks 5–6	**Prototype and handover** Round 2, prototype, app icon, Dev Mode handover.

6 weeks

App package · 100 h

Miss a published date through our fault and 25% of the request's hours return to your balance. Automatically.

Published dates, not estimates

REQUEST SIZE	WORK BEGINS	PRESENTATION	REVISION TURNAROUND
1 – 2 hours	24 working hours	2 working days	24 hours
3 – 8 hours	24 working hours	3 – 4 working days	48 hours
9 – 25 hours	48 working hours	7 – 10 working days	48 hours
Packages and 25+ hours	Agreed schedule	In published stages	72 hours

By the hour

On an hour balance, every item below is deducted at its published hours, whatever time it takes us.

ITEM	HOURS
Mobile application screen	5 h
Compact design system (UI kit)	30 h
Interactive prototype	10 h
UX review and report	8 h

06

Before your call

Bring these to the 10-minute call and your written quote comes faster.

01 What the app does in one sentence, and for whom

02 The main task a user must finish

03 Your brand files, if you have them

04 Apps you admire, and competitor apps

05 Who builds it: native, Flutter or React Native

06 Your launch or investor date

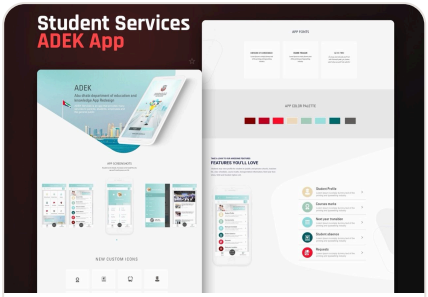
Selected work



Tripper — Identity, App and Ops Dashboard

Tripper

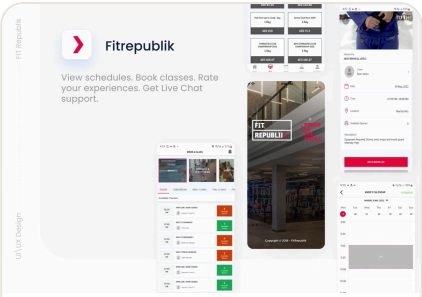
Scan to open the project



ADEK Student Services App — Redesign

Abu Dhabi Department of Education and Knowledge (ADEK)

Scan to open the project



FitRepublik Class Booking App

FitRepublik, Dubai Sports City

Scan to open the project

Questions

Both platforms included?

Yes. Screens follow iOS and Android conventions and share one UI kit.

Can I add screens later?

Yes, at the published 5 hours per screen from your balance.

Do you make the store screenshots?

Yes, as an add-on in hours. Tell us in the call and we add them to the quote.

Next step

Book a short call. You get a written quote within 24 hours, with the scope and the date fixed before you approve.

Request a quote · WhatsApp +20 101 667 0938

Start Point



SERVICE SHEET

System and dashboard design

Screens for people who use them all day: clear tables, fast forms, honest status.

v1.0 · November 2026
startpointit.com · +20 101 667 0938

Price on quote · written quote within 24 h

System and dashboard design

We map roles and tasks, write the screen inventory, then design a living UI kit and every screen in Arabic and English for desktop and tablet.

Who it is for

- Government and enterprise teams replacing an old back-office
- Start-ups building an admin panel next to their app
- Operations teams who spend all day in tables and forms

The problem

Internal systems grow screen by screen with no plan. Staff lose time on extra clicks, and every new feature makes it worse.

What changes

Roles and tasks mapped first, then a living UI kit, then every screen with real data states, in Arabic first and English.

At a glance

01 Roles, permissions, screen inventory

02 16 screens with real data states

03 Living UI kit for your developers

04 Prototype of the main flows

05 Presentation + 2 revision rounds

AS A PACKAGE

System package

168 h
Hours

8 weeks
Delivery

Price on quote · written quote within 24 h

Package sheet (PDF)

Deliverables

ITEM	QTY	FORMAT	WHEN
Roles, permissions and screen inventory	1	PDF · FigJam	Week 1
Living UI kit	1	Figma library	Week 2
Screens with data states, AR + EN	16	Figma	Weeks 3–6
Tablet layouts of key screens	4	Figma	Week 6
Prototype of the main flows	1	Figma prototype	Week 7
Developer handoff	1	Figma Dev Mode	Week 8

How we know it is done

- Each role sees only the screens and actions it is allowed
- Tables show empty, loading, error and long-data states
- Charts have a text alternative and readable labels
- Arabic and English screens share the same components

Revisions

- A presentation session, then round 1 and round 2, both included.
- Send your notes in one consolidated list within 5 working days.
- A revision is a change inside the approved direction. A new direction is a new request.
- An extra round is 1 hour from your balance, or added to the quote.

Also not included for this service

- System development and data integration
- Database design
- Staff training

Process and duration

Getting started: five steps

01
Choose
A project package or a balance of hours. Hour counts are published.

02
Book a call
A short online meeting. We confirm the fit and answer your questions.

03
Your quote
We confirm the scope and send a written quote within 24 h. You approve.

04
Approve and pay
Approve the quote, then pay by card or bank transfer. The invoice lands in your account.

05
Your account
We set up your account after the quote is approved: status, balance and every request in one place.

The work, week by week

Week 1	**Map** Roles, permissions, tasks and the screen inventory.
Week 2	**UI kit** Living UI kit and the dashboard home, presentation.
Weeks 3–6	**Screens in batches** Screens in three batches, each one presented and reviewed.
Weeks 7–8	**Prototype and handover** Round 1 and 2 on the whole set, prototype, Dev Mode handover.

8 weeks

System package · 168 h

Miss a published date through our fault and 25% of the request's hours return to your balance. Automatically.

Published dates, not estimates

REQUEST SIZE	WORK BEGINS	PRESENTATION	REVISION TURNAROUND
1 – 2 hours	24 working hours	2 working days	24 hours
3 – 8 hours	24 working hours	3 – 4 working days	48 hours
9 – 25 hours	48 working hours	7 – 10 working days	48 hours
Packages and 25+ hours	Agreed schedule	In published stages	72 hours

By the hour

On an hour balance, every item below is deducted at its published hours, whatever time it takes us.

ITEM	HOURS
Dashboard or system screen	8 h
Compact design system (UI kit)	30 h
Interactive prototype	10 h
UX review and report	8 h

06

Before your call

Bring these to the 10-minute call and your written quote comes faster.

01 Who uses the system, and what each role does

02 Screenshots of the current system, if any

03 Sample data, even anonymised

04 The reports and KPIs management reads

05 Your design system or brand files

06 Who builds it, and the deadline

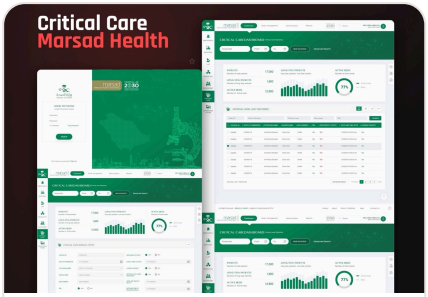
Selected work



MASSAR Workforce Dashboard — Web & App

Statistics Centre Abu Dhabi

Scan to open the project



Marsad — National Health Observatory

Ministry of Health, KSA

Scan to open the project



CSMS Management Dashboard

Mohammed Bin Rashid Housing Establishment — Dubai Government

Scan to open the project

Questions

Can you use our design system?

Yes. Screens on an existing system count as internal pages, 8 hours each.

Arabic version included?

Every screen is designed in Arabic first, then English, fully mirrored.

Can we start with fewer screens?

Yes. Screens are 8 hours each, so a smaller first phase is quoted from the same catalogue.

Next step

Book a short call. You get a written quote within 24 hours, with the scope and the date fixed before you approve.

Request a quote · WhatsApp +20 101 667 0938

Start Point



SERVICE SHEET

Social media design

A feed that reads as one brand, with templates your team can reuse.

v1.0 · November 2026
startpointit.com · +20 101 667 0938

Price on quote · written quote within 24 h

Social media design

A small set of post templates, rotated, so every post looks like it came from the same brand. Monthly packs keep the feed moving.

Who it is for

- Brands that post often but look different every time
- Small teams without an in-house designer
- Campaigns that need ads in every format, fast

The problem

A feed made one post at a time never looks like one brand. Every post costs a new decision.

What changes

A small set of templates on your identity, rotated through a monthly pack, so the feed reads as one brand and your team can reuse them.

At a glance

01 4 post templates on your identity

02 Monthly pack: 12 designs + cover

03 Paid ad creative in 3 formats

04 Reusable Canva or Figma templates

05 Presentation + 2 revision rounds

AS A PACKAGE

Social starter package

23 h	2 weeks
Hours	Delivery

Price on quote · written quote within 24 h

Package sheet (PDF)

Deliverables

ITEM	QTY	FORMAT	WHEN
Post templates on your identity	4	Figma · Canva	Week 1
Monthly pack designs	12	PNG · MP4 covers	Week 2
Platform covers and profile image	1 set	PNG	Week 2
Highlight and story covers	6	PNG	Week 2
Editable templates handover	1	Figma · Canva link	Week 2

How we know it is done

- Every design comes from one of the templates
- Text stays inside each platform's safe area
- Your team can change text and photo without breaking the layout
- Arabic and English posts share one grid

Revisions

- A presentation session, then round 1 and round 2, both included.
- Send your notes in one consolidated list within 5 working days.
- A revision is a change inside the approved direction. A new direction is a new request.
- An extra round is 1 hour from your balance, or added to the quote.

Also not included for this service

- Captions and copywriting
- Scheduling and community management
- Ad budget and media buying

Process and duration

Getting started: five steps

01
Choose
A project package or a balance of hours. Hour counts are published.

02
Book a call
A short online meeting. We confirm the fit and answer your questions.

03
Your quote
We confirm the scope and send a written quote within 24 h. You approve.

04
Approve and pay
Approve the quote, then pay by card or bank transfer. The invoice lands in your account.

05
Your account
We set up your account after the quote is approved: status, balance and every request in one place.

The work, week by week

Week 1
Templates
Brief, content plan from you, four templates, presentation.

Week 2
Monthly pack and handover
12 designs, covers, round 1 and round 2, templates handover.

2 weeks
Social starter package · 23 h

Miss a published date through our fault and 25% of the request's hours return to your balance. Automatically.

Published dates, not estimates

REQUEST SIZE	WORK BEGINS	PRESENTATION	REVISION TURNAROUND
1 – 2 hours	24 working hours	2 working days	24 hours
3 – 8 hours	24 working hours	3 – 4 working days	48 hours
9 – 25 hours	48 working hours	7 – 10 working days	48 hours
Packages and 25+ hours	Agreed schedule	In published stages	72 hours

By the hour

On an hour balance, every item below is deducted at its published hours, whatever time it takes us.

ITEM	HOURS
Social media post	1.5 h
Five-slide carousel	4 h
Paid ad design	3 h
Monthly content pack	16 h
Story or reel cover	1 h
Reusable template	5 h
Platform cover	2 h

06

Before your call

Bring these to the 10-minute call and your written quote comes faster.

01 Your brand files

02 The month’s content plan or topics

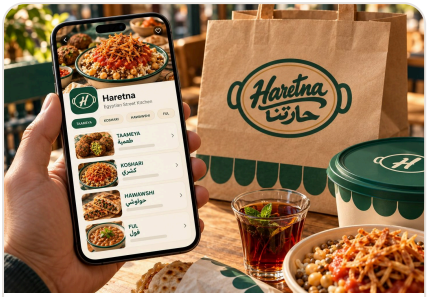
03 Platforms you post on

04 Accounts you admire

05 Photos you own or plan to shoot

06 Who writes the captions

Selected work



Haretna — Identity and Website

Haretna

Scan to open the project



Daftario — Identity, App and School System

Daftario

Scan to open the project



Tripper — Identity, App and Ops Dashboard

Tripper

Scan to open the project

Questions

Do you publish too?

We design. Scheduling and community management are not in the package.

Single posts by the hour?

Yes. One post is 1.5 hours from your balance.

Can my team edit the templates?

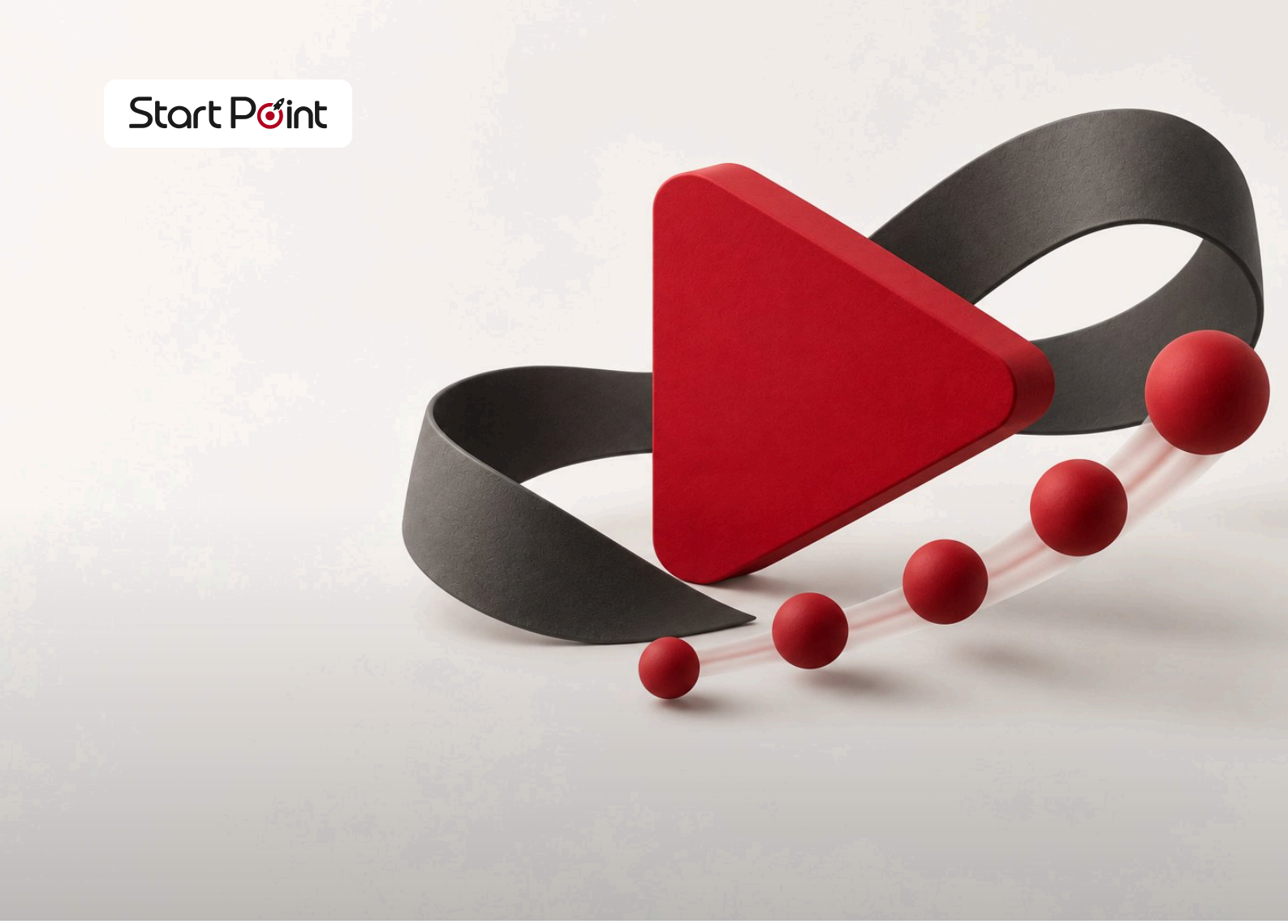
Yes. You get editable Figma or Canva templates in the handover.

Next step

Book a short call. You get a written quote within 24 hours, with the scope and the date fixed before you approve.

Request a quote · WhatsApp +20 101 667 0938

Start Point



SERVICE SHEET

Motion and video

Short, sharp motion that says in seconds what a paragraph cannot.

v1.0 · November 2026
startpointit.com · +20 101 667 0938

Price on quote · written quote within 24 h

Motion and video

From a logo intro to a 30-second explainer: visual script, animation and sound, in the formats each platform needs.

Who it is for

- Brands that need attention in the first two seconds of a feed
- Launches that need a short explainer
- Teams with footage but no editor

The problem

Static posts get scrolled past, and long videos get skipped. A message needs to land in seconds.

What changes

A visual script approved before animation starts, then motion and sound in every size each platform needs.

At a glance

01 Motion posts from your static designs

02 Logo intro and outro, up to 5 s

03 30-second motion graphics with sound

04 Reel edits from your footage

05 Presentation + 2 revision rounds

AS A PACKAGE

Motion package

34 h	3 weeks
Hours	Delivery

Price on quote · written quote within 24 h

Package sheet (PDF)

Deliverables

ITEM	QTY	FORMAT	WHEN
Visual script and storyboard	1	PDF	Week 1
30-second motion graphics with sound	1	MP4	Week 2
Logo intro and outro	1	MP4 · MOV alpha	Week 2
Motion posts from your designs	2	MP4	Week 3
Platform exports (9:16, 1:1, 16:9)	1 set	MP4	Week 3

How we know it is done

- The message lands in the first three seconds
- Text stays readable with the sound off
- Every export fits its platform's safe area
- Music is licensed for your use

Revisions

- A presentation session, then round 1 and round 2, both included.
- Send your notes in one consolidated list within 5 working days.
- A revision is a change inside the approved direction. A new direction is a new request.
- An extra round is 1 hour from your balance, or added to the quote.

Also not included for this service

- Voice-over talent
- Filming and actors
- Stock footage licences

Process and duration

Getting started: five steps

01
Choose
A project package or a balance of hours. Hour counts are published.

02
Book a call
A short online meeting. We confirm the fit and answer your questions.

03
Your quote
We confirm the scope and send a written quote within 24 h. You approve.

04
Approve and pay
Approve the quote, then pay by card or bank transfer. The invoice lands in your account.

05
Your account
We set up your account after the quote is approved: status, balance and every request in one place.

The work, week by week

Week 1
Script
Brief, visual script and storyboard, presentation.

Week 2
Animate
Animation, music and sound design, round 1.

Week 3
Finish and export
Round 2, motion posts, every platform export.

3 weeks
Motion package · 34 h

Miss a published date through our fault and 25% of the request's hours return to your balance. Automatically.

Published dates, not estimates

REQUEST SIZE	WORK BEGINS	PRESENTATION	REVISION TURNAROUND
1 – 2 hours	24 working hours	2 working days	24 hours
3 – 8 hours	24 working hours	3 – 4 working days	48 hours
9 – 25 hours	48 working hours	7 – 10 working days	48 hours
Packages and 25+ hours	Agreed schedule	In published stages	72 hours

By the hour

On an hour balance, every item below is deducted at its published hours, whatever time it takes us.

ITEM	HOURS
Motion post (10–15 s)	6 h
Logo intro or outro	5 h
30-second motion graphics	18 h
Reel edit (up to 60 s)	5 h
Subtitling (per minute)	2 h

06

Before your call

Bring these to the 10-minute call and your written quote comes faster.

01 The one message the video must say

02 Your brand files and any footage

03 Videos you like, with the moment you like

04 Where it will run, and the sizes

05 Whether you need voice-over and in which language

06 Your publish date

Selected work

Recent work for this service is shared in the call. More projects at startpointit.com/work.

Questions

Voice-over included?
Music and sound design are included. Voice-over is quoted separately.

What formats do I get?
MP4 in every platform size, plus the source project on request.

How long does a revision take?
Revision turnaround follows the published table: 48 to 72 hours depending on size.

Next step

Book a short call. You get a written quote within 24 hours, with the scope and the date fixed before you approve.

Request a quote · WhatsApp +20 101 667 0938

02

Packages

Each package is a defined scope from the hour catalogue. Scope and date are fixed in your quote before you approve.



PACKAGE SHEET

Brand identity package

A mark people trust, and the rules that keep it sharp everywhere.

48 h	3 weeks	2
Hours	Delivery	Revisions

What is in

01 3 logo concepts, 1 refined into the final mark

02 Colour, type and logo usage rules

03 Concise brand guidelines (PDF)

04 Business card and letterhead, print-ready

05 Master files and app icon

06 Presentation + 2 revision rounds

What is not in

- Trademark search and registration
- Naming and slogan writing
- Printing
- Photography and stock licences
- Printing, voice-over, publishing and ad budget

Price on quote · written quote within 24 h

Timeline

Week 1	**Discover and explore** Brief call, market and competitor scan, three logo concepts, presentation.
Week 2	**Refine** Round 1 and round 2 on the chosen concept. Colour and type system.
Week 3	**Systemise and hand over** Guidelines, card and letterhead, master files, handover session.

Deliverables

ITEM	FORMAT	WHEN
Logo concepts	PDF presentation	Week 1
Refined logo, all lockups	AI · SVG · PNG · PDF	Week 2
Colour and type system	PDF · ASE	Week 2
Concise brand guidelines	PDF	Week 3
Business card and letterhead	Print-ready PDF	Week 3
Master files and app icon	Drive folder	Week 3

How we know it is done

- The logo reads at 16 px and on a 3 m sign
- Every colour has CMYK, RGB and HEX values that pass contrast for text
- A printer can produce the card from the files without questions
- The guidelines answer: which logo, which colour, which font, how much space

Add-ons, in hours

ITEM	HOURS
Extended guidelines	20 h
Tri-fold brochure	8 h
Simple packaging design	12 h
Logo intro	5 h

Request a quote

Book a short call. You get a written quote within 24 hours, with the scope and the date fixed before you approve.

Full details in the service sheet (PDF)



PACKAGE SHEET

Website package

Every page built for one job, on desktop and mobile, in Arabic and English.

54 h	4 weeks	2
Hours	Delivery	Revisions

What is in

01 Sitemap, user flow and wireframes

02 1 landing page + 4 inner pages

03 Desktop and mobile for every page

04 Arabic and English, RTL mirrored

05 Components, styles and UX notes in Figma

06 Presentation + 2 revision rounds

What is not in

- Development, hosting and domains
- Copywriting
- SEO campaigns
- Photography and stock licences
- Printing, voice-over, publishing and ad budget

Price on quote · written quote within 24 h

Timeline

Week 1	**Structure** Brief, sitemap, user flow and wireframes for all five pages.
Week 2	**Landing page** Visual direction on the landing page, desktop and mobile, presentation.
Week 3	**Inner pages** Four inner pages, round 1 and round 2.
Week 4	**Arabic and handover** Arabic RTL mirror, components, UX notes, Figma handover.

Deliverables

ITEM	FORMAT	WHEN
Sitemap and user flow	PDF · FigJam	Week 1
Wireframes	Figma	Week 1
Landing page, desktop + mobile	Figma	Week 2
Inner pages, desktop + mobile	Figma	Week 3
Arabic RTL mirror of every page	Figma	Week 4
Components, styles and UX notes	Figma · PDF	Week 4

How we know it is done

- Every page has one main action, visible without scrolling on mobile
- Text contrast meets WCAG 2.2 AA
- Arabic pages are mirrored, not just translated
- Every screen is built from named components a developer can inspect in Figma

Add-ons, in hours

ITEM	HOURS
Extra inner page	8 h
UX review of the current site	8 h
Interactive prototype	10 h
Social launch posts (×4)	6 h

Request a quote

Book a short call. You get a written quote within 24 hours, with the scope and the date fixed before you approve.

Full details in the service sheet (PDF)



PACKAGE SHEET

Mobile app package

Every screen, every state, iOS and Android, in one clickable prototype.

100 h	6 weeks	2
Hours	Delivery	Revisions

What is in

01 User flows and screen inventory

02 12 screens with every state, iOS and Android

03 Compact UI kit

04 Clickable prototype

05 App icon

06 Presentation + 2 revision rounds

What is not in

- App development and store publishing
- Backend and API design
- Store listing copy
- Photography and stock licences
- Printing, voice-over, publishing and ad budget

Price on quote · written quote within 24 h

Timeline

Week 1	**Flows** Brief, user flows, screen inventory.
Week 2	**UI kit and key screens** Visual direction on three key screens, UI kit, presentation.
Weeks 3–4	**All screens** Remaining screens with every state, round 1.
Weeks 5–6	**Prototype and handover** Round 2, prototype, app icon, Dev Mode handover.

Deliverables

ITEM	FORMAT	WHEN
User flows and screen inventory	FigJam · PDF	Week 1
Compact UI kit	Figma library	Week 2
Screens with states, iOS + Android	Figma	Weeks 2–4
Clickable prototype	Figma prototype	Week 6
App icon	PNG · SVG	Week 6
Developer handoff notes	Figma Dev Mode	Week 6

How we know it is done

- Every screen has its empty, loading and error state
- Touch targets are at least 44 pt
- The prototype runs the main task from start to finish
- Every colour and size in the screens comes from the UI kit

Add-ons, in hours

ITEM	HOURS
Extra app screen	5 h
Store screenshots set	6 h
UX review of the current app	8 h
App intro motion	18 h

Request a quote

Book a short call. You get a written quote within 24 hours, with the scope and the date fixed before you approve.

Full details in the service sheet (PDF)



PACKAGE SHEET

System / dashboard package

Screens for people who use them all day: clear tables, fast forms, honest status.

168 h	8 weeks	2
Hours	Delivery	Revisions

What is in

01 Roles, permissions and screen inventory

02 16 screens with real data states

03 Arabic first, then English

04 Living UI kit

05 Prototype of the main flows

06 Presentation + 2 revision rounds

What is not in

- System development and data integration
- Database design
- Staff training
- Photography and stock licences
- Printing, voice-over, publishing and ad budget

Price on quote · written quote within 24 h

Timeline

Week 1	**Map** Roles, permissions, tasks and the screen inventory.
Week 2	**UI kit** Living UI kit and the dashboard home, presentation.
Weeks 3–6	**Screens in batches** Screens in three batches, each one presented and reviewed.
Weeks 7–8	**Prototype and handover** Round 1 and 2 on the whole set, prototype, Dev Mode handover.

Deliverables

ITEM	FORMAT	WHEN
Roles, permissions and screen inventory	PDF · FigJam	Week 1
Living UI kit	Figma library	Week 2
Screens with data states, AR + EN	Figma	Weeks 3–6
Tablet layouts of key screens	Figma	Week 6
Prototype of the main flows	Figma prototype	Week 7
Developer handoff	Figma Dev Mode	Week 8

How we know it is done

- Each role sees only the screens and actions it is allowed
- Tables show empty, loading, error and long-data states
- Charts have a text alternative and readable labels
- Arabic and English screens share the same components

Add-ons, in hours

ITEM	HOURS
Extra system screen	8 h
Mobile companion screen	5 h
UX review of the current system	8 h
Extra prototype flow	10 h

Request a quote

Book a short call. You get a written quote within 24 hours, with the scope and the date fixed before you approve.

Full details in the service sheet (PDF)



PACKAGE SHEET

Social starter package

A feed that reads as one brand, with templates your team can reuse.

23 h	2 weeks	2
Hours	Delivery	Revisions

What is in

01 4 post templates on your identity

02 Monthly pack: 12 designs

03 Platform covers and profile image

04 Story and highlight covers

05 Editable Figma or Canva templates

06 Presentation + 2 revision rounds

What is not in

- Captions and copywriting
- Scheduling and community management
- Ad budget and media buying
- Photography and stock licences
- Printing, voice-over, publishing and ad budget

Price on quote · written quote within 24 h

Timeline

Week 1 — **Templates**
Brief, content plan from you, four templates, presentation.

Week 2 — **Monthly pack and handover**
12 designs, covers, round 1 and round 2, templates handover.

Deliverables

ITEM	FORMAT	WHEN
Post templates on your identity	Figma · Canva	Week 1
Monthly pack designs	PNG · MP4 covers	Week 2
Platform covers and profile image	PNG	Week 2
Highlight and story covers	PNG	Week 2
Editable templates handover	Figma · Canva link	Week 2

How we know it is done

- Every design comes from one of the templates
- Text stays inside each platform's safe area
- Your team can change text and photo without breaking the layout
- Arabic and English posts share one grid

Add-ons, in hours

ITEM	HOURS
Five-slide carousel	4 h
Paid ad design	3 h
Motion post	6 h
Next monthly pack	16 h

Request a quote

Book a short call. You get a written quote within 24 hours, with the scope and the date fixed before you approve.

Full details in the service sheet (PDF)



PACKAGE SHEET

Motion package

Short, sharp motion that says in seconds what a paragraph cannot.

34 h	3 weeks	2
Hours	Delivery	Revisions

What is in

01 Visual script and storyboard

02 30-second motion graphics with music and sound

03 Logo intro and outro, up to 5 s

04 2 motion posts from your designs

05 Exports in 9:16, 1:1 and 16:9

06 Presentation + 2 revision rounds

What is not in

- Voice-over talent
- Filming and actors
- Stock footage licences
- Photography and stock licences
- Printing, voice-over, publishing and ad budget

Price on quote · written quote within 24 h

Timeline

Week 1	**Script** Brief, visual script and storyboard, presentation.
Week 2	**Animate** Animation, music and sound design, round 1.
Week 3	**Finish and export** Round 2, motion posts, every platform export.

Deliverables

ITEM	FORMAT	WHEN
Visual script and storyboard	PDF	Week 1
30-second motion graphics with sound	MP4	Week 2
Logo intro and outro	MP4 · MOV alpha	Week 2
Motion posts from your designs	MP4	Week 3
Platform exports (9:16, 1:1, 16:9)	MP4	Week 3

How we know it is done

- The message lands in the first three seconds
- Text stays readable with the sound off
- Every export fits its platform's safe area
- Music is licensed for your use

Add-ons, in hours

ITEM	HOURS
Reel edit (up to 60 s)	**5 h**
Subtitling (per minute)	**2 h**
Extra motion post	**6 h**
Extra 30-second version	**18 h**

Request a quote

Book a short call. You get a written quote within 24 hours, with the scope and the date fixed before you approve.

Full details in the service sheet (PDF)



PACKAGE SHEET

Launch kit: identity + website

Identity + website in one quote

102 h	6 weeks	2
Hours	Delivery	Revisions

What is in

01 Everything in the Identity package

02 Everything in the Website package, on the new identity

03 One account manager for both

04 One quote and one schedule

05 Brand and site handed over together

06 Presentation + 2 revision rounds per stage

What is not in

- Trademark search and registration
- Naming and slogan writing
- Development, hosting and domains
- Copywriting
- Photography and stock licences
- Printing, voice-over, publishing and ad budget

Price on quote · written quote within 24 h

Timeline

Weeks 1–3	**Identity** Concepts, refinement, guidelines and stationery, as in the Identity package.
Week 4	**Site structure** Sitemap, flow and wireframes, built on the approved identity.
Week 5	**Pages** Landing page and four inner pages, round 1 and round 2.
Week 6	**Arabic and handover** Arabic RTL mirror, components, brand and site handover.

Deliverables

ITEM	FORMAT	WHEN
Refined logo, all lockups	AI · SVG · PNG · PDF	Weeks 1–3
Concise brand guidelines	PDF	Weeks 1–3
Business card and letterhead	Print-ready PDF	Weeks 1–3
Landing page, desktop + mobile	Figma	Weeks 4–6
Inner pages, desktop + mobile	Figma	Weeks 4–6
Arabic RTL mirror of every page	Figma	Weeks 4–6

How we know it is done

- The logo reads at 16 px and on a 3 m sign
- Every colour has CMYK, RGB and HEX values that pass contrast for text
- Every page has one main action, visible without scrolling on mobile
- Text contrast meets WCAG 2.2 AA

Add-ons, in hours

ITEM	HOURS
Social launch pack	16 h
Logo intro	5 h
12-page company profile	24 h
Extra inner page	8 h

Request a quote

Book a short call. You get a written quote within 24 hours, with the scope and the date fixed before you approve.





HOUR CREDITS & RETAINERS

Pick your balance. Get your quote.

Hour packs with a published validity. Your rate is fixed in the quote for the whole validity.

How hour credits work

01
Pick a balance of hours. Every service has published hours in the catalogue.

02
Send a request. You see its hours before we start.

03
The hours are deducted as published, never by the time it takes us.

04
Follow every request and your balance in your account.

The trial

- 3 complimentary hours, valid 14 days
- After a 10-minute introductory call
- Any catalogue service up to 3 hours, one revision round
- Once per company

Hour packs

PACK	HOURS	VALIDITY	GOOD FOR
Trial (complimentary)	**3 h**	14 days	Try one real request
Starter	**10 h**	60 days	A few posts or a landing page
Growth	**25 h**	90 days	A logo plus regular posts
Pro	**50 h**	120 days	A small app or a website plus social
Scale	**100 h**	180 days	Several projects across services
Enterprise (annual)	**300 h**	12 months	A year of design for a busy team
Single hour	**1 h**	30 days	One quick fix

Price on quote · written quote within 24 h

Extras on any request

Additional revision round	**1 h**
Advisory meeting	**1.5 h**
Print file preparation	**1 h**
Rush delivery	**+50 %**

Hour credits

- Validity per pack, with one 30-day extension
- Hours move freely between services
- Your rate is fixed for the whole validity
- Credits are not refundable in cash
- Scale and Enterprise: up to 35 % of the balance per month

Fixed hours, every month

For teams that need design every week. Up to 20% of unused hours roll over one month. 3-month minimum, then 30 days' notice.

Retainer Lite

15 h / month

- Scheduling priority
- 20% roll-over

Retainer Standard

35 h / month

- Dedicated account manager
- Scheduling priority
- 20% roll-over

Retainer Premium

70 h / month

- Dedicated account manager
- Scheduling priority
- 20% roll-over

Included for everyone

Open source files · 100% ownership · One account manager · Official invoices · Delivery via Drive or Figma · WhatsApp support · Monthly usage report · A maintained brand sheet

A simple rule

You know what you need

A logo, a website, an app: take the package. Scope and date are fixed in your quote.

You need design often, in small pieces

Posts, ads, a page now and then: top up a balance and send requests as they come.

You are not sure yet

Start with 3 free hours or book a 10-minute call. Your quote follows within 24 h.

Request a quote

Book a short call. You get a written quote within 24 hours, with the scope and the date fixed before you approve.

CONDITIONS

Terms of work

Included

- A presentation session and 2 revision rounds on every request
- Open source files and 100 % ownership
- One account manager and WhatsApp support
- Official invoice, delivery via Drive or Figma

Not included unless quoted

- Development, hosting and domains
- Copywriting and translation
- Photography and stock licences
- Printing, voice-over, publishing and ad budget

Your side

- Content and assets before kick-off
- One person who approves
- One consolidated list of notes per round, within 5 working days
- Late input moves the delivery date by the same time

Revisions and changes

- A revision is a change inside the approved direction
- A new direction is a new request
- An extra round is 1 hour
- Scope changes are sent in writing with their hours and date, and start after you approve

Payment and cancellation

- Prepaid by card or bank transfer
- Larger packages can be paid in 2 stages, written in the quote
- If you cancel, hours used are deducted, with a minimum of 30 % of the service's hours

Hour credits

- Validity per pack, with one 30-day extension
- Hours move freely between services
- Your rate is fixed for the whole validity
- Credits are not refundable in cash
- Scale and Enterprise: up to 35 % of the balance per month

Ownership and portfolio

- Ownership transfers to you on full payment
- We may show the work in our portfolio unless you ask us not to, in writing

Delay guarantee

- Miss a published date through our fault and 25 % of the request's hours return to your balance, automatically

The trial

- 3 complimentary hours, valid 14 days
- After a 10-minute introductory call
- Any catalogue service up to 3 hours, one revision round
- Once per company

Start Point

CONTACT

Know the scope. Know the date. Then start.

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Sun – Thu · 09:00 – 18:00 (Cairo & Gulf time)

Egypt · UAE · Saudi Arabia

Scan to request a quote