

*fifty five*

A Creative Family.

*HELLO!*

WELCOME TO  
THE FAMILY

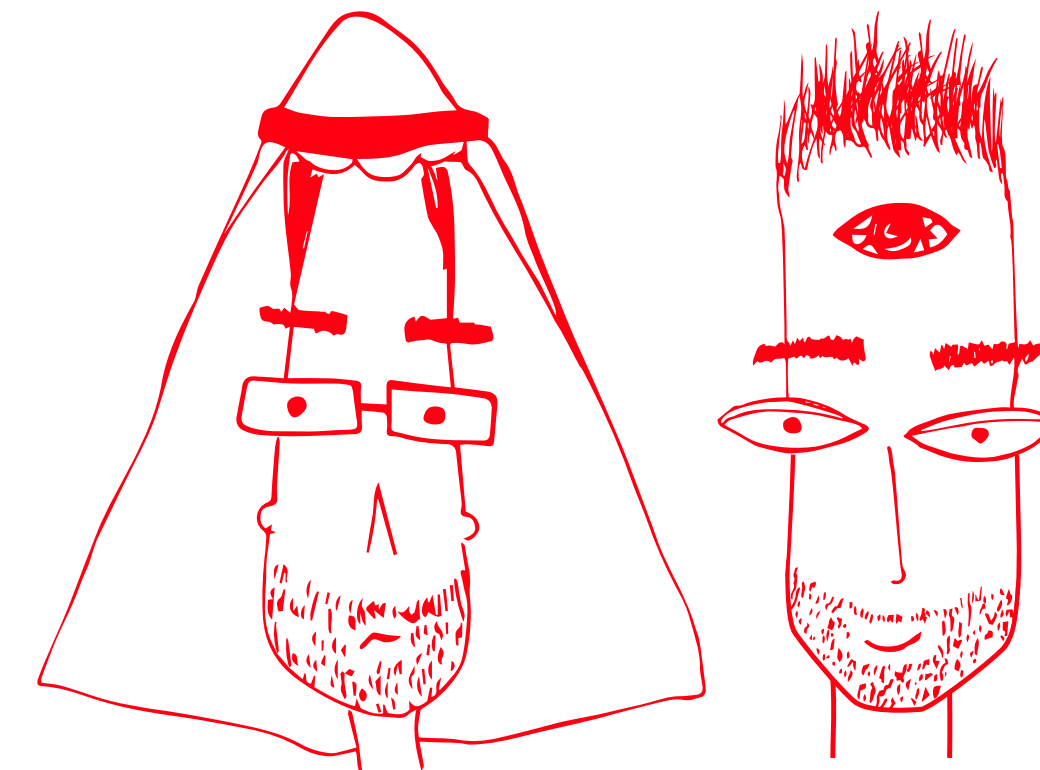


*WE KNOW YOUR BRAND NEEDS  
LOVE & A LITTLE MAGIC*

LET US HELP  
*GROW YOUR*  
*BUSINESS* AND GIVE  
YOU A CHANCE TO  
BRAG ABOUT IT TO  
ALL YOUR FRIENDS



# THE 2 WHO STARTED IT ALL

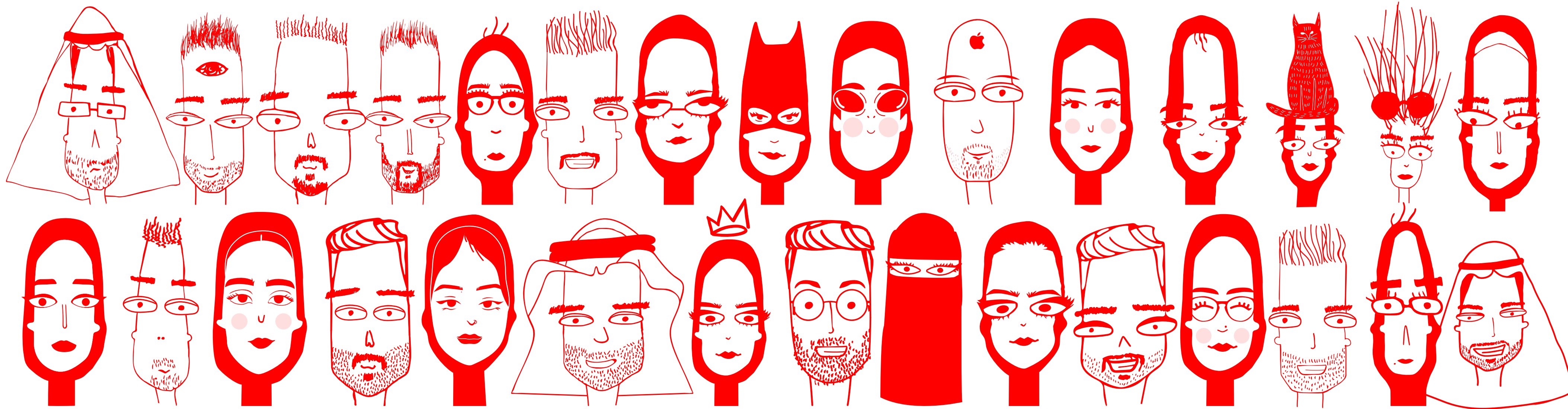


01.3

Fiftyfive.sa

Introduction

*It all started in 2002 when two high school friends Yaser AlMajed & Fawaz AlJaafari discovered a shared vision of a world that does not exist; and decided to create it themselves. 10 years later, they opened the gates of FiftyFive for creatives to join and transform the world around them through visual art.*



*A family of  
crazy like minded  
individuals*

*Alongside that journey, they got to meet creatives who shared that vision and acquired unique set of skills as well. One by one they joined forces to build the diverse family of creatives that thrive on challenges and love what they do everyday! Driven by the desire to create, we are here to push the boundaries build the future.*

# SERVICES

02.1

## 01 Branding

*Whether its is a facelift or a brand new identity, our team at fiftyfive is dedicated to design and execute the most dynamic and rich brand that will help grow our clients business and help reach new hieghts.*

## 02 Communication

*A great brand is as good as its communication, here is where our communication strategeis come in play, we build a brand personality that has a voice and a charachter that will be communicated through visual and written content.*

## 03 Brand Strategy

*A strong brand is critical for building connections with customers at Fiftyfive we aim to create a successful brand strategy that can help improve loyalty, drive brand awareness, build repeat business, and inspire a business to grow and stay releasable for a long time. Brands without a brand strategy can become diluted, weak, or forgettable.*

## 04 Marketing Campaigns

*At Fiftyfive we create a strategic sequence of steps and activities that promote your company's product or service, with a specific goal in mind. We cover a range of different media from traditional to digital and social media.*







*Fiftyfive.sa*

*Introduction*







LET  
THE MAGIC  
BEGIN

02.2



02.3

# WORKING WITH THE **BIG** BOYS

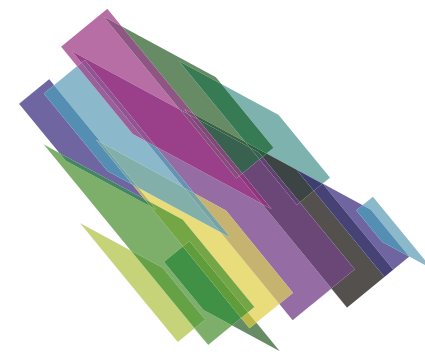
*Government  
sectors & large  
corporations*



02.4

# COMMUNICATION

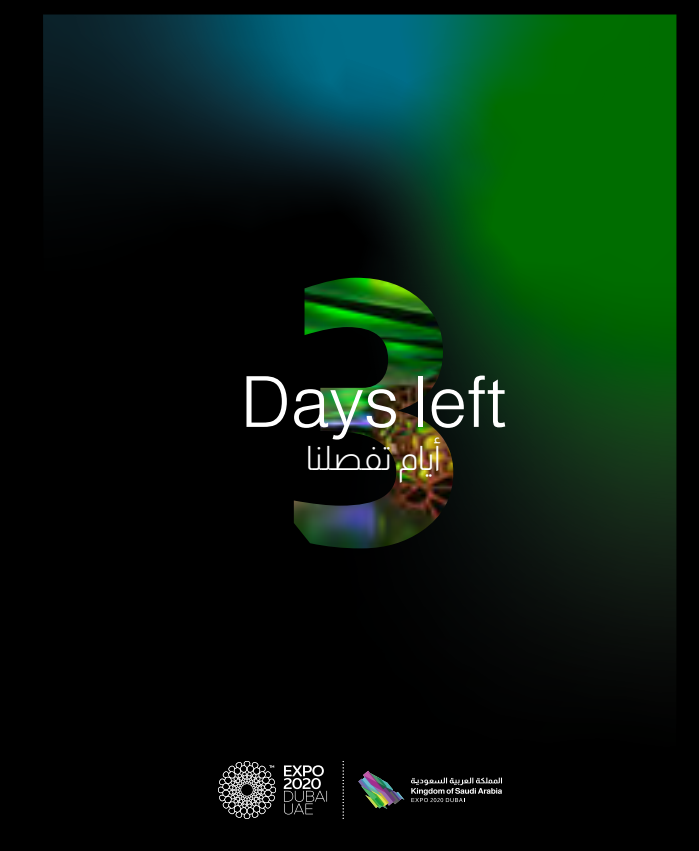
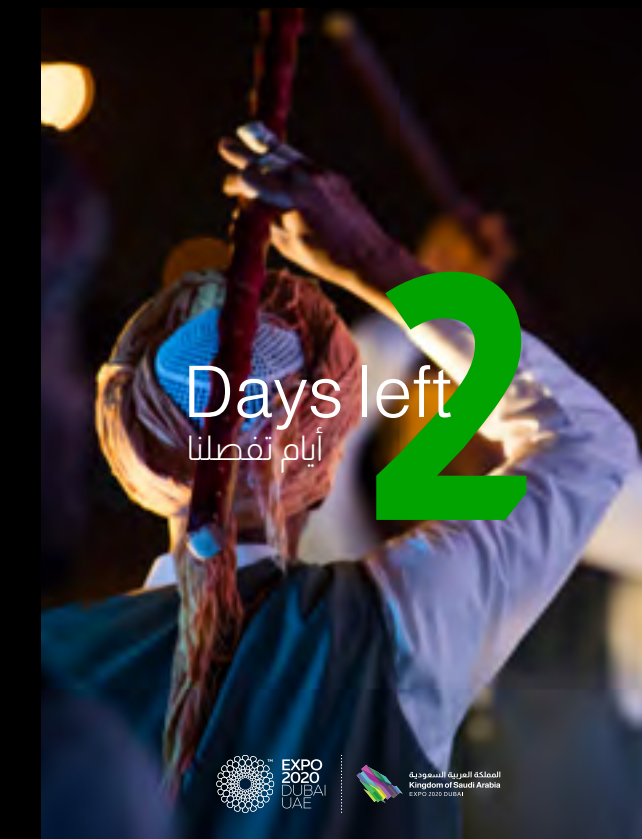
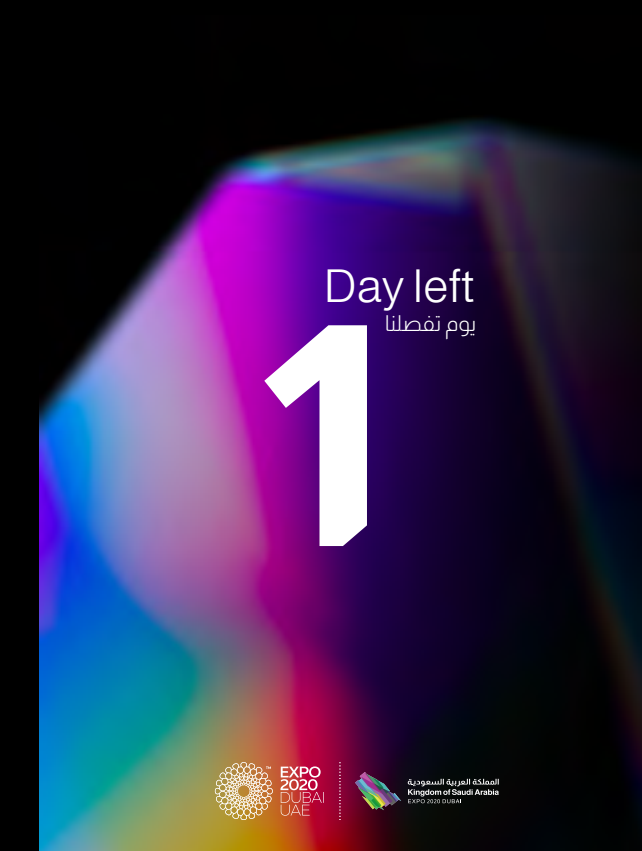
# Communication Project



المملكة العربية السعودية  
**Kingdom of Saudi Arabia**  
EXPO 2020 DUBAI

# EXPO

We had the pleasure of managing the Saudi Expo social media account for the duration of the Dubai Expo 2020, working on communication plans, campaigns, designs & motion graphics.



المملكة العربية السعودية  
Kingdom of Saudi Arabia  
EXPO 2020 DUBAI

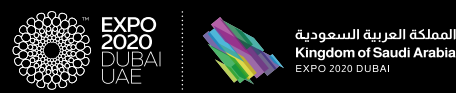




KINGDOM OF  
OPPORTUNITIES  
مملكة الفرص



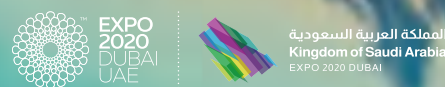
زورونا في جناحنا  
Visit our Pavilion



KINGDOM OF  
OPPORTUNITIES  
مملكة الفرص



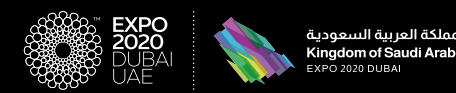
زورونا في جناحنا  
Visit our Pavilion



Experience **Saudi**  
تجربة **السعودية**



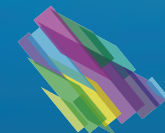
زورونا في جناحنا  
Visit our Pavilion



WE NURTURE  
**OUR NATURE**

المملكة العربية السعودية  
**Kingdom of Saudi Arabia**

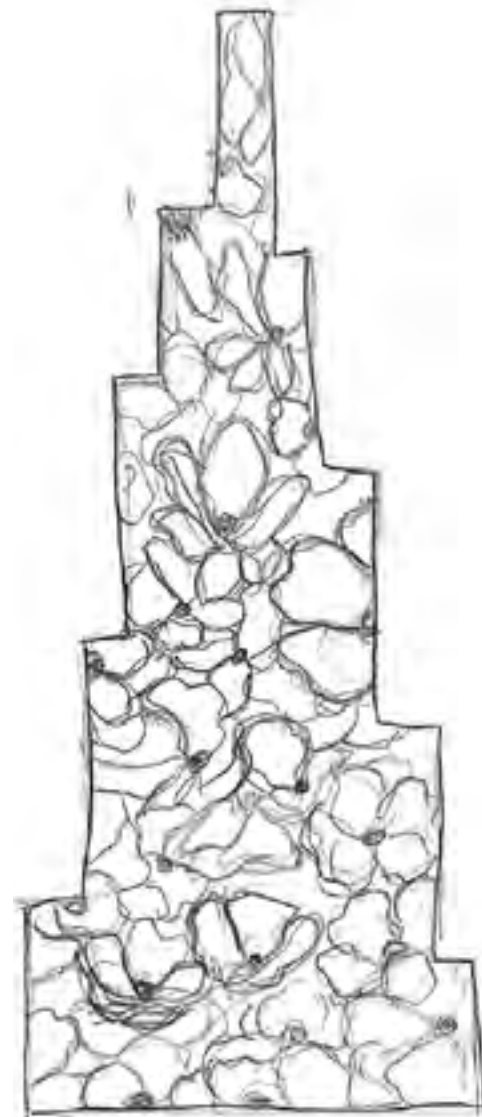
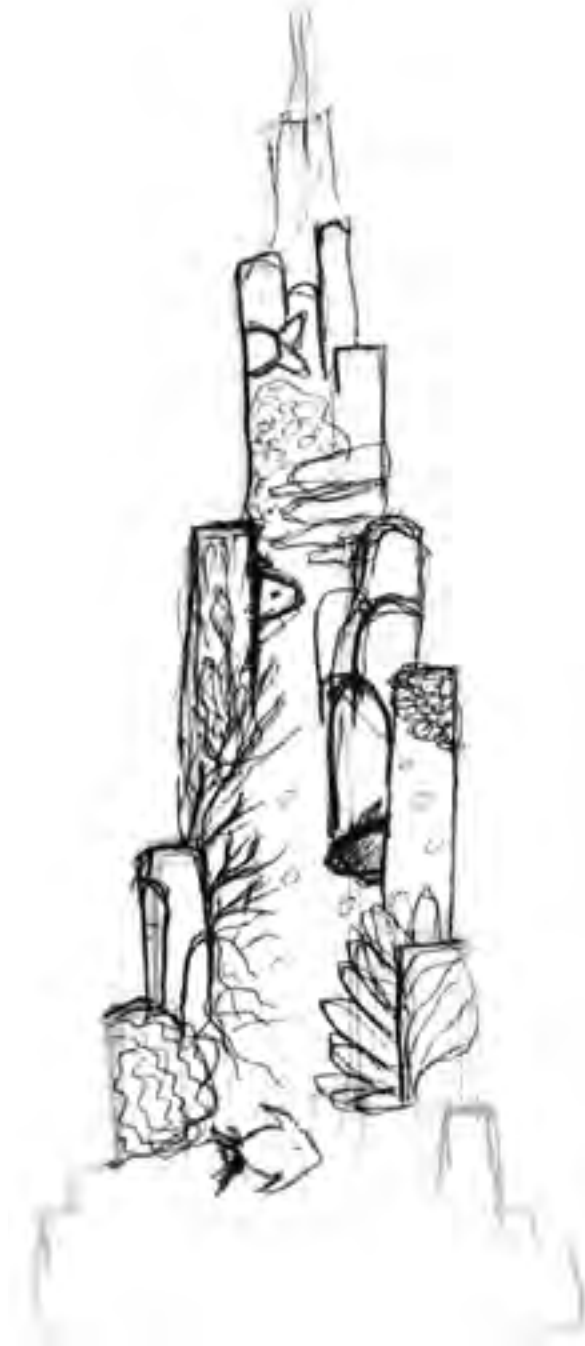
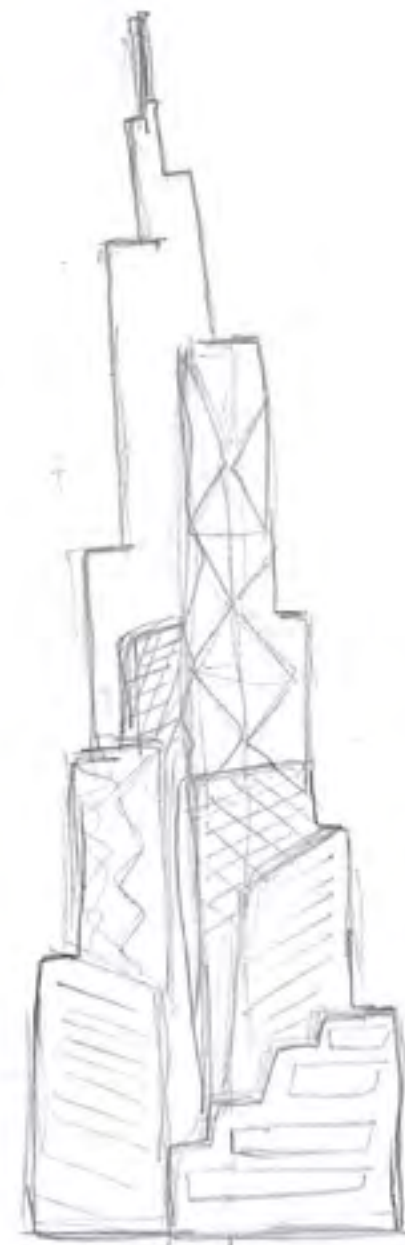
**هي طبيعتنا..**  
وطبعتنا حمايتها



المملكة العربية السعودية  
**Kingdom of Saudi Arabia**  
EXPO 2020 DUBAI



زورونا في جناحنا  
**Visit our Pavilion**



Each pavilion in the Dubai Expo2020 had a National day scheduled in the 6 months duration of the expo.

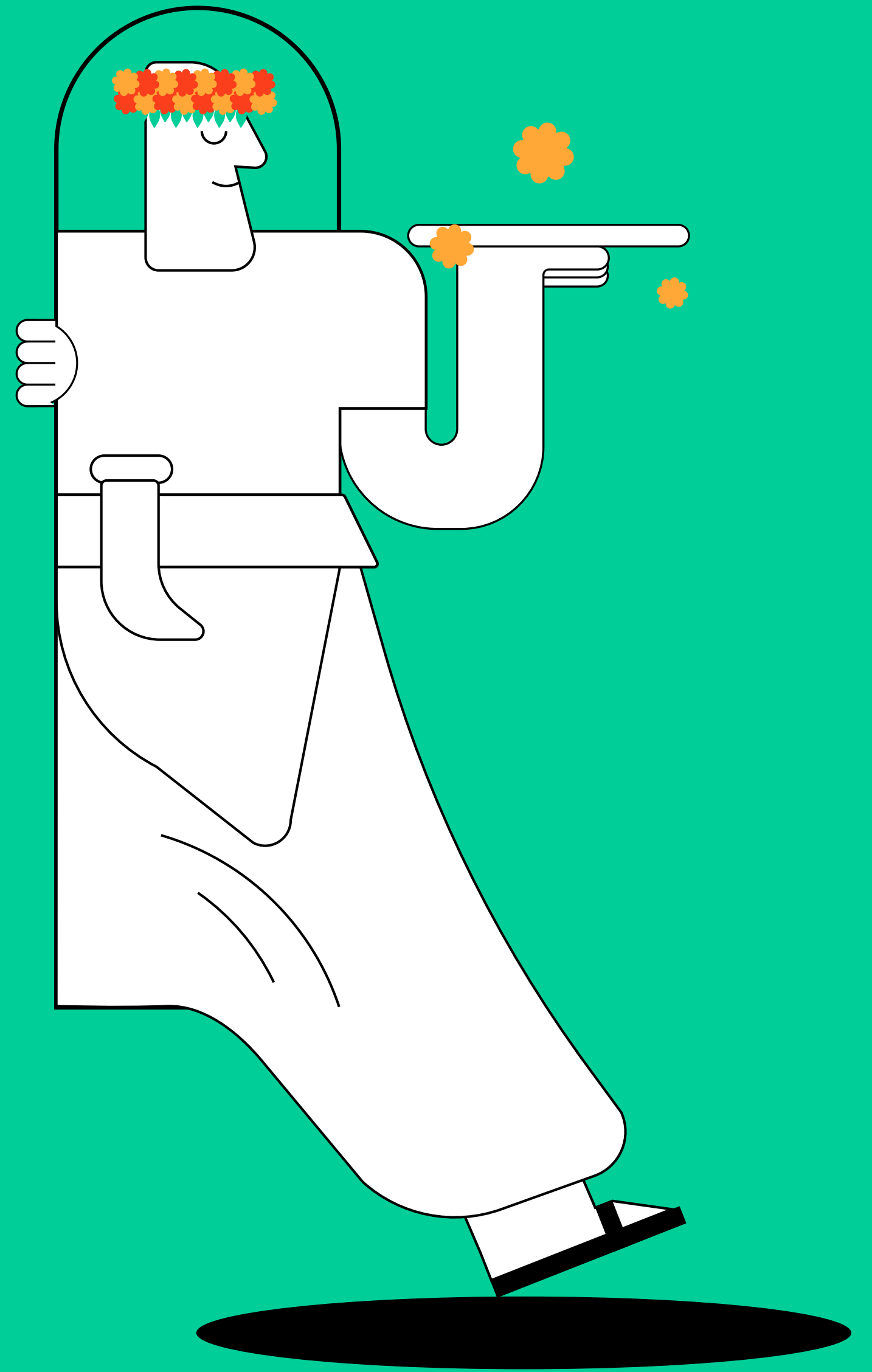
The Saudi day was June 7, we were assigned to work on the project and come up with an idea to be displayed on burj Khalifa on that day.

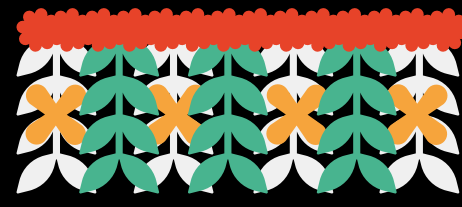
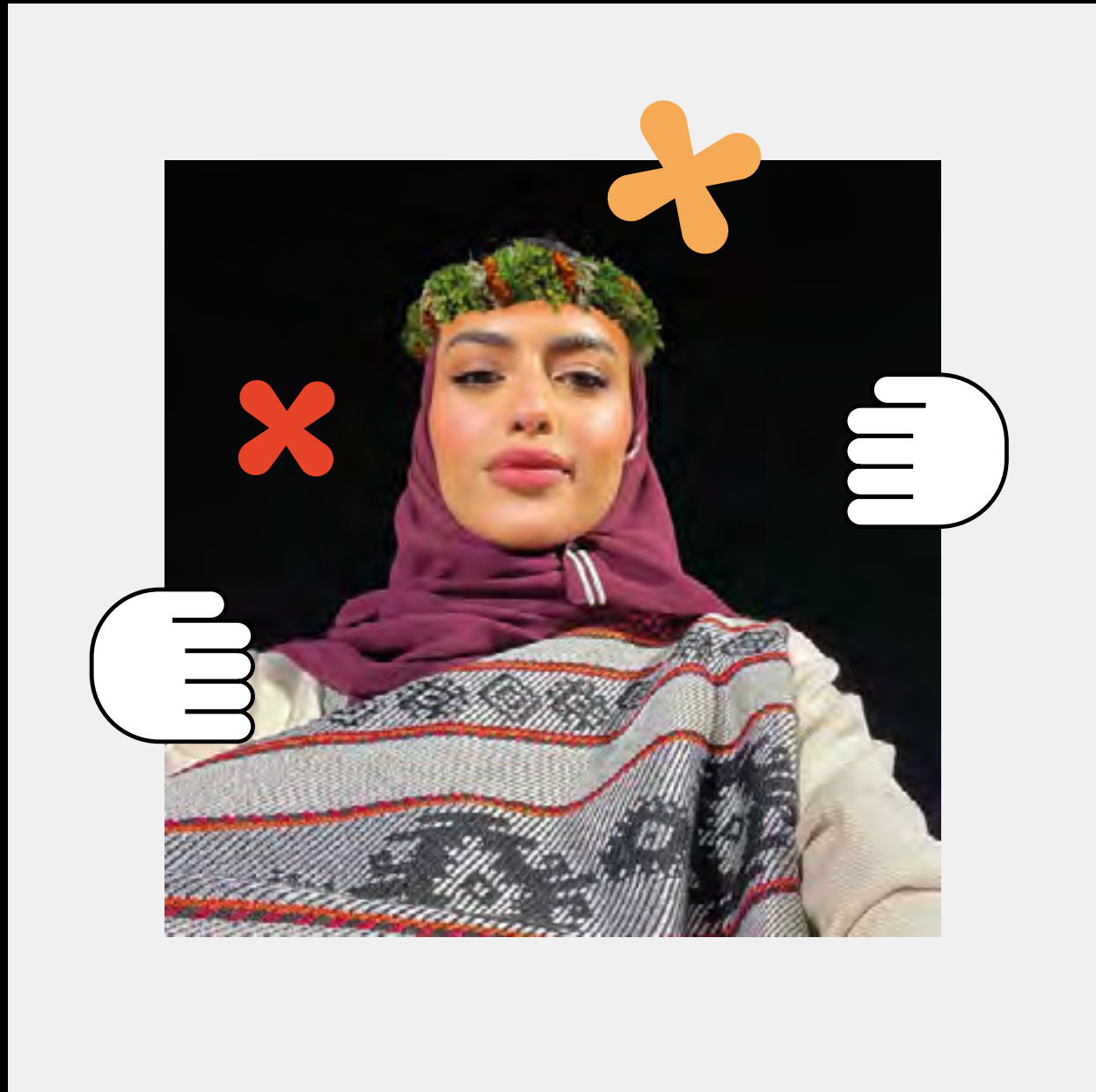
We had 3 min limitation on the video displayed so we chose to go with a 3D mapping technique that will

take advantage of the shape of Burj Khalifa and create a very compelling video.

The 3D mapping video focused on 4 main pillars people, nature, heritage and opportunities.







KINGDOM OF FLOWERS,  
WHERE YOU BELONG

[f](#) [@](#) [in](#) @KSAExpo2020  
www.ksaexpo2020dubai.com

المملكة العربية السعودية  
Kingdom of Saudi Arabia  
EXPO 2020 DUBAI



JOHN TRAVOLTA  
SUMAYA RIDA

WRITTEN AND DIRECTED BY  
**OWEN HARRIS**

# The Story



WHERE  
THE PAST  
MEETS THE  
FUTURE

...URES AND SPEEDTRACH PRODUCTIONS WRITTEN AND DIRECTED BY OWEN HARRIS  
...YOLLA EDITED BY CHARLIE MORETON MUSIC BY VIKTOR LIEF COSTUME DESIGNER RAMONDO COATES  
...HABIBULLAH HABAALAH COSTUME DESIGNER BASHAAR ALSAFI EXECUTIVE PRODUCERS JAMES GARY AND OWEN HARRIS DIRECTOR OF PHOTOGRAPHY JUSTIN HEDDING  
PRODUCED BY SILVIO SARDE ASSISTANT PRODUCER FAISAL SAMAN EXECUTIVE PRODUCERS ALSHA ARAH AND REEM ALMOHAMMAD PRODUCTION MANAGER SAMAN SOFFEDINE  
ASSISTANT DIRECTOR JULIAN HIGGS UNIT AND JOSEPH TAUSSIG UNIT PRODUCED BY GHAUSSATI SULTI AND MUHAMMAD HUSAINI  
EXECUTIVE PRODUCERS SAUD ALTOBAISHI AND ALI ABEH JABBAR AND CHADEER ZAHRAN PRODUCED BY SHAWARAH SHOOT COLLECTIVE  
PRODUCED BY SHAWARAH SHOOT COLLECTIVE PRODUCED BY SHAWARAH SHOOT COLLECTIVE PRODUCED BY SHAWARAH SHOOT COLLECTIVE  
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# Communication Project



**وزارة الاستثمار**  
**Ministry of Investment**



# *Ministry of Investment*

The ongoing transformation of Saudi Arabia under the Vision 2030 plan is unlocking new opportunities at an unprecedented pace. The Ministry of Investment of Saudi Arabia (MISA) is facilitating access to these opportunities by developing a vibrant cross-government investment ecosystem, while supporting businesses throughout their investment journey.

Through a network of dynamic business centers across the Kingdom, MISA partners with local and international businesses of all scales and sizes—from startups to blue chip multinationals—to help make investing in the Kingdom as streamlined and simple as possible.

MISA takes a lead role in improving Saudi Arabia's overall business environment, commissioning multiple market intelligence studies every year and developing local opportunities for joint ventures.



وزارة الاستثمار  
Ministry of Investment

The ministry of investment is one of the most important entities in the kingdom and one that is vital to the vision 2030. We were assigned a year contract to supply services such as:

*01 Strategy*

*02 Branding*

*03 Design*

*04 Content creation*

*05 Campaign strategy and launching*

*06 Marketing internal/external*

*07 Presentation design*

### ***Strategy***

We worked on designing a full on communication strategy for all new programs and existing ones that are projected to launch in 2023. Strategies included long term and short term goals, marketing objectives, target audience...etc.

### ***Branding***

Working on creating internal and external brands that match each strategy for programs that are planned to launch in 2023. Branding included a full scoop from logo design, print material, digital mock-ups, social media design, color theory and brand book guidelines.

### ***Communication***

Working on creating a verbal guideline to be used in all communication at MISA, social media, news, internal and external and formal top level communication.

### ***Photography***

Working on building a full library of photos for the ministry to help enrich the new designs and branding projects within the ministry.



**وزارة الاستثمار**  
Ministry of Investment

مايعدي



الفسح في  
٩ ساعات

تقليص عدد ساعات الفسح  
من ١٢ يوم إلى ٩ ساعات

١٢ مستند إلى  
مستدين



2020  
-  
2021

أبطال  
الجمارك  
السعودية

# Saudi Customs

The Saudi customs wanted to reach a younger audience and educate them about the rules and regulations of the Saudi Customs, so we took their platform to Tiktok, created an easy and relatable campaign titled «مايعدي», in this campaign we focused on tiktok trends along side a song that we created from scratch to go with the videos, we also added an entire identity that caters to the young audience, the results were amazing and the tiktok account was an instant hit.

الخطب  
هذا وقته



عدد  
المنافذ 41

إنجازتنا  
تحت قيادة ملكنا سلمان  
١٤٣٦ هـ - ١٤٤٢ هـ



السيارات ذات المقود  
الأيمن ممنوعة

الجمارك السعودية  
SAUDI CUSTOMS

ليه  
مايعدي ؟

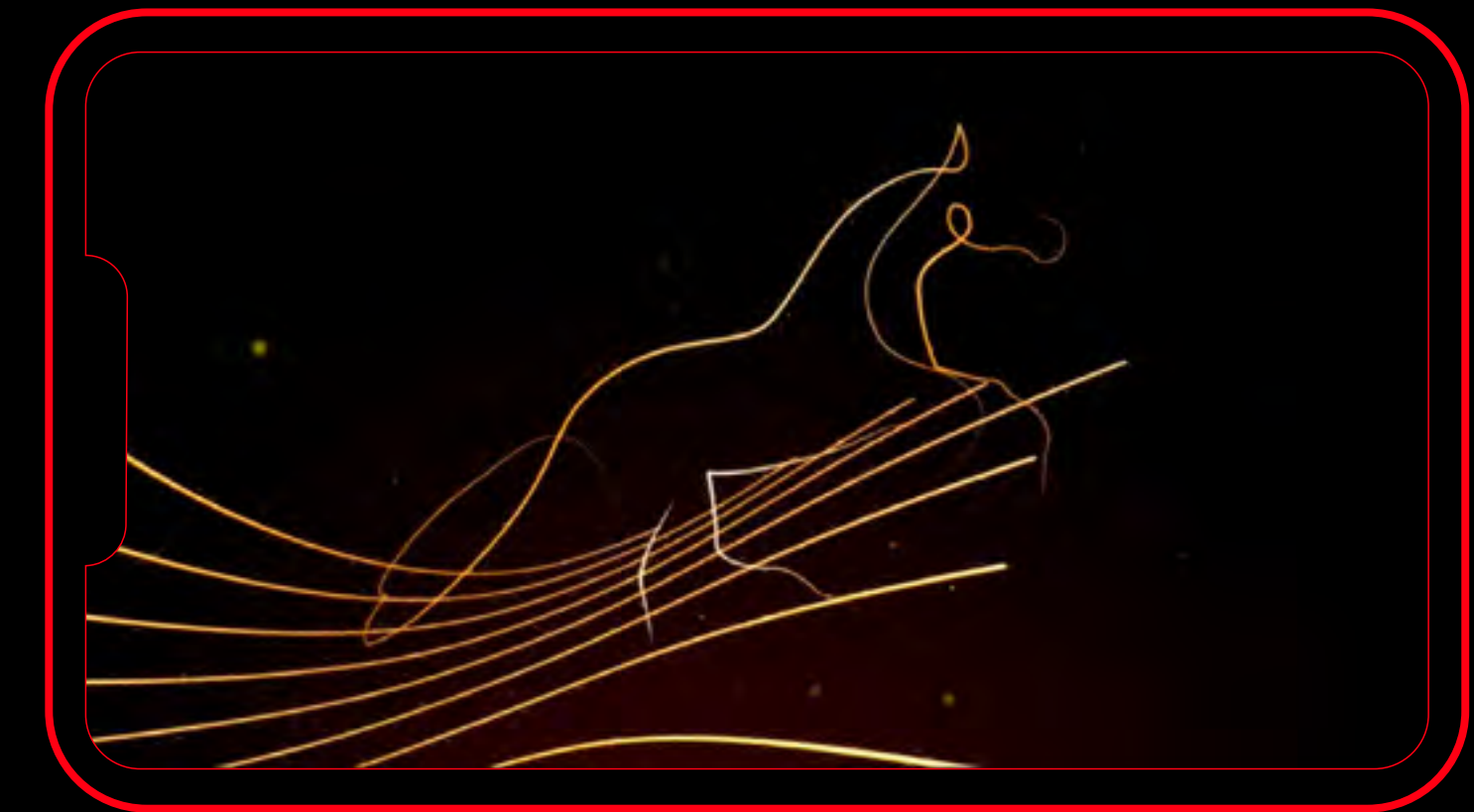
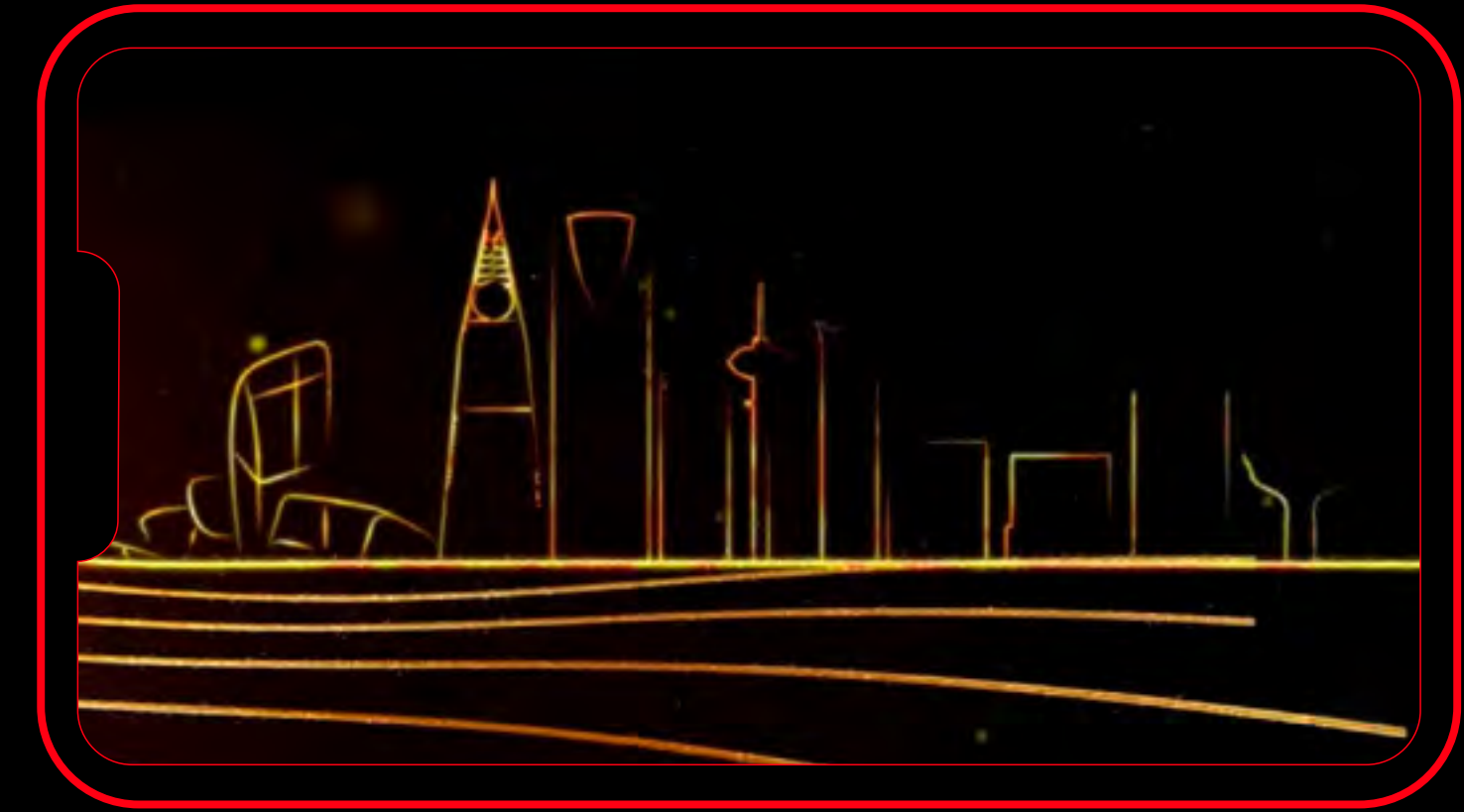
الجمارك السعودية  
SAUDI CUSTOMS



# SFD

إثراء  
ithra

Saudi Film Days competition is One of the initiatives of the King Abdulaziz Center Interested global cultural distinguished To develop and stimulate the film industry Cinema in the Kingdom and its visibility Globally, the competition aims to support Saudi and Saudi filmmakers Professionals to present cinematic texts For the winning texts to be produced and directed Cinematic creativity to compete in worldwide.



# Nova

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Nova Launched their app and online delivery service, they wanted to place emphasis on the ease of using the app the speed in which the client receives the delivery, we took on the challenge of creating a photography campaign to highlight these different online features.





# Signature

(Generosity circulates in the month of giving) Signature is a specialized shop that crafts unique juice mixtures.

During the holy month of Ramadan Signature launched two special drinks (Ritab pecan & Ward berry). We designed a Campaign inspired by generosity that circulates in the month of giving and the swirling movement that forms during the process of blending the juice's ingredients.



SIGNATURE  
سجنتنر



رطب بيكان  
Rutab Pecan



SIGNATURE  
سِيْجَنَاتُور

نكهة رمضان | Ramadan flavor

A promotional graphic for Signature Rutab Pecan coffee. It features a central image of a white coffee cup with the 'SIGNATURE' logo, topped with a green tree of dates. The text 'رطب بيكان Rutab Pecan' is on the left, and 'SIGNATURE سِيْجَنَاتُور' is on the right. Below the cup, it says 'نكهة رمضان | Ramadan flavor'.

SIGNATURE  
سِيْجَنَاتُور

# عروض الأسبوع

من الأحد الى الأربعاء

اثنين بسعر واحد كوب أو عبوة



العرض متوفر بالفروع فقط من ١٣ ديسمبر حتى ١٦ ديسمبر



SIGNATURE  
سجنتير



رطب بيكان  
Rutab Pecan

نكهة رمضانية | Ramadan flavor



SIGNATURE  
سجنتير

عروض الأسبوع  
من الأحد الى الأربعاء  
اثنين بسعر واحد كوب أو عبوة



العرض متوفر بالفروع فقط من ١٣ ديسمبر حتى ١٦ ديسمبر

SIGNATURE  
سجنتير



ورد بيرري  
Ward Berry

نكهة جديدة | New flavor



بير صنم في السعودية



مراكز الخدمة	6 مراكز
صادرات التمور	210 مليون و أكثر
عدد النخيل	31 مليون و أكثر



سنة التأسيس 2010 م

أنا كل مرة يجيبون منش بيكرز للمكتب



صناعة سعودية



# Saudi Made

The Made in Saudi program is a National Industrial Development and Logistics Program (NIDLP) initiative led by the Saudi Export Development Authority (Saudi Exports) that aims to help local businesses grow, by encouraging local consumers to buy more locally made products, and helping businesses increase their exports to priority markets.

We worked with the Saudi Made marketing team to launch a tiktok account where we focused on sonic branding and very dynamic design elements that go hand in hand in creating very exciting and engaging videos to the tiktok audience.

السعودي وهو يشوف المنتج المحلي يتصدر لكل دول الخليج



صناعة سعودية

عضو في صنم في السعودية

تمرية
سنة التأسيس 2008 م
الإنتاج سنويا 206 طن
أبرز المنتجات: التمرية - السوكولاتة
حاصل على شهادة تحليل المخاطر ونقاط التحكم الحرجة



شركة سابن



شركاء العلامة التجارية

صناعة سعودية



# SDA

Saudi digital academy aims to provide courses and certifications in fields such as cloud computing, artificial intelligence and game design.

We designed a campaign for SDA in collaboration with Udacity, this campaign focused on encouraging young and ambitious students to pursue their dreams through learning about technology related fields and become pioneers in their industry.

احصل على شهادة  
Nanodegree

سجل الآن



تطور مهارات  
يبدأ مع RISE



جاهز لرحلة جديدة؟



تمشي معك لحلمك  
تعلم مهارات المستقبل  
سجل اليوم



طموحك لا يعرف  
حدود، تعلم مهارات  
المستقبل

سجل الآن

#حنا\_نشبهك



مزايا برنامج  
RISE

→



برامج نوعية  
لتطوير مهارات  
المستقبل

تطبق وزارة الاتصالات وتقنية المعلومات برامج نوعية للمساهمة في تحقيق مستهدفات مبادرة مهارات المستقبل، حيث تم تطوير مسارات وبرامج رقمية بالتعاون مع UDACITY

وبرئاسة من الأكاديمية السعودية الرقمية، بهدف تمكين جيلنا الشاب والموظفين على رأس العمل والقيادات من الحصول على مهارات مواجهة احتياجات سوق العمل المطاني.



المستقبل هو أنت  
تعلم مهارات المستقبل

سجل الآن



يسرنا إطلاق برنامج  
RISE

برعاية وزارة الاتصالات  
وبالتعاون مع  
UDACITY



الأكاديمية السعودية الرقمية  
SAUDI DIGITAL ACADEMY





تعلم مهارات  
المستقبل



سجل الآن

كامل مسيرة  
التطور في مجالك



سجل الآن

طور مهاراتك  
وذلك الأفضل



سجل الآن

# Saudi Airplane

To move our culture and technological advancement across borders we designed a world where the past meets the future as the two characters cross the vast and beautiful desert to showcase a world of opportunities across the kingdom.





# Branding Project



*Foom*

*Rebranding*







صناعة وطنية  
جودة عالية  
فوم  
FOOM

فوم  
بضبط لك  
أذ الوصفات

فوم  
أساس كل مائدة  
و شريك كل لحظة

صناعة  
سعودية

صناعة  
سعودية

الاختيار الذكي  
لدقيق فاخر يميز مأكولاتك

فوم  
FOOM

فوم  
من جيل الى جيل

صناعة  
سعودية

فوم  
FOOM

فوم  
أساس كل مائدة  
و شريك كل لحظة

صناعة  
سعودية

صناعة وطنية  
جودة عالية  
فوم  
FOOM

فوم  
أساس كل مائدة  
و شريك كل لحظة

هذا النسخ هو مثال لنسخ يمكن أن يستبدل في نفس الساحة، لقد تم توليد هذا النسخ من مودل النسخ العربي، حيث يمكنك أن تولد مثل هذا النسخ أو العديد من النسخ الأخرى إضافة إلى زيادة عدد الحروف التي يولدها التطبيق.

هذا النسخ هو مثال لنسخ يمكن أن يستبدل في نفس الساحة، لقد تم توليد هذا النسخ من مودل النسخ العربي، حيث يمكنك أن تولد مثل هذا النسخ أو العديد من النسخ الأخرى إضافة إلى زيادة عدد الحروف التي يولدها التطبيق.

صناعة  
سعودية

@foom.sa

# Foom Flour

One of the oldest and most used flour companies in Saudi, best used to make traditional pastries and cakes. Foom has become part of the Saudi culture where it's found in almost every house hold. For many years Foom never launched an advertising campaign or had any media presence, Foom

depended mainly on word of mouth and equity in held with consumers. With the rise of competition in the market Foom felt the need to launch a huge marketing campaign that included a new facelift and whole new strategy to go with it.

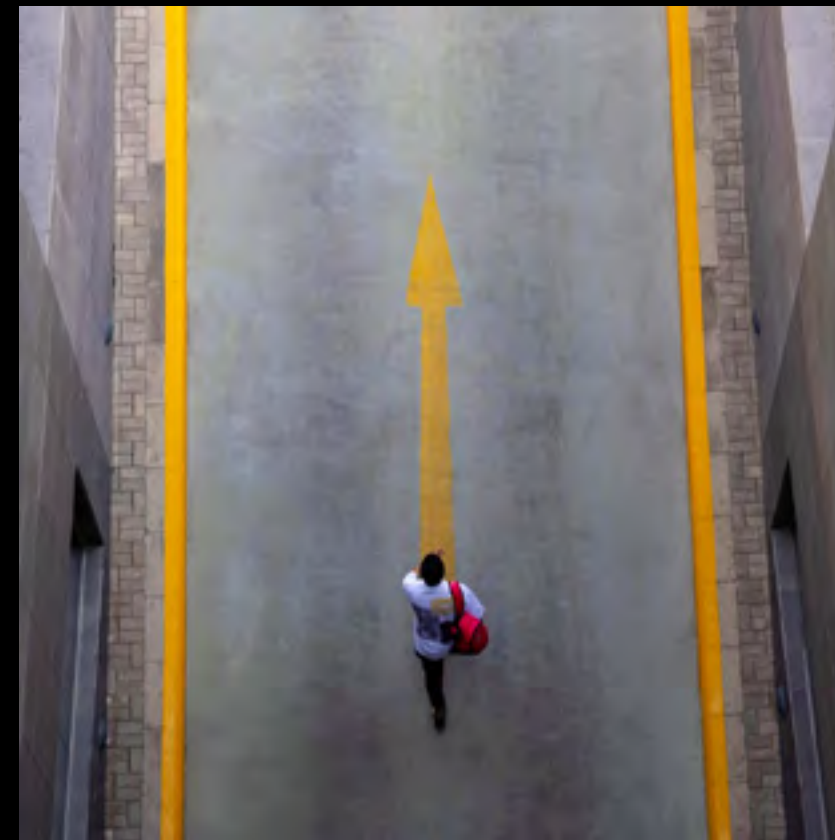
# Pass on

For the first time in Saudi, there was an innovative app that makes same day shipment a breeze, PassOn relize on travelers who use different forms of transportation to take shipments with them and help them reduce cost of travel, and to those who need things to be shipped and delivered on the same day the app provided this service and with zero fault.

Before the app launched we were assigned to work on the marketing & communication strategy for PassOn and to be their digital partner and help them increase brand awareness, grow their clients, increase daily transactions.

We worked on creating a dynamic and fun brand that reflected speed and reliability in its communication.

**PASS ON** →





انقل شحنات أكثر  
وخلي السفره بلاش



PASS-ON →

اليوم  
قبل  
بكره

PASS-ON →



PASS-ON →

فك أزمه ووصلها  
على طريقك

# Emdad

Emdad Al Khebrat is a human capital solutions company that launched in 2014 aiming to employ highly qualified human cadres, to support workflow in all projects for partners and customers since it's launching.

We developed a communication that further supports Emdad Al Khebrat goals. Firstly, looking where our attention should be and where it's most needed, choosing the national and international days, the special events and how we can build brand awareness.

In the communication we started with uniting the tone of voice in all types of posts, and we simplified every information needed with numbers to get the point across, plus show the great effort that is done by Emdad Al Khebrat in their services.

Our focus is put into improving the visuals too, using Emdad Al Khebrat colors and a negative space to create a well contrasted designs that is easy on eyes to digest. Like the hajj campaign, with the main focus on delivering things related to hajj season while keeping Emdad Al Khebrat guidelines, by developing a slogan with a text logo 'ليال عشر' and unique pictures to deliver the message in neat, connected, and well arranged elements.

 منذ 2014



و إمداد مستمرة بكل فخر في تقديم خدماتها وحلولها لرأس المال البشري.



ek.com.sa

سلسلة إمداد نجاحات

 **برامج التوظيف**  
في القطاعات والمهن المختلفة

يتم توظيفهم من الشباب السعودي **135 ألف**

منهم بنهاية 2022 **20 ألف**

منهم بنهاية 2021 **115 ألف**

**+16,800** عدد المستفيدين من البرنامج

**20** شهر مدة المشروع



التقنية في تيسير أداء المناسك  
أهم التطبيقات الإلكترونية للحجاج



 وليال عشر  
حج عام 1444 هـ

سلسلة إمداد نجاحات

 **برامج التوظيف**  
في القطاعات والمهن المختلفة

يتم توظيفهم من الشباب السعودي **135 ألف**

منهم بنهاية 2022 **20 ألف**

منهم بنهاية 2021 **115 ألف**



حج 1443 هـ  
م 2022

إنجازات سعودية  
الخدمات الأمنية

عدد مراكز الشرطة 38  
عدد مراكز الدفاع المدني 220  
عدد مراكز المرور 223  
عدد مراكز الصحة العامة 114 على مدار مكة المكرمة

أعداد القوى العاملة في القطاعات المختلفة

خدمات البريد والتقال والشحن 19,817  
الخدمات الصحية 21,062  
خدمات المياه والكهرباء 6,734

سلسلة إمداد نجاحات

تجليات روحانية في الحج



الحج رحلة إيمانية وروحانية عميقة مليئة بالرحمة تؤثر على مشاعر وأحاسيس كل من يتواجد في المشاعر للقدسة.



أجمل مشاعر الرحمة والتعاطف والإنسانية تتجلى في الحج



# BRANDING

02.5



# Branding Project



*Elm*

*Rebradning*

A

step

graphic elemen

Limitless  
Possibilities

Introducing  
Colors

let's take the next  
step together

In Elm we with and for the people,  
we believe that we can exceed our  
limit if we work together. In Elm  
we with and for the people, we

limitless, together

Reliability

& Collabor

04



# ELM

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Elm is a Saudi company run by a team of young and eager Saudis who strive to innovate and serve various sectors operating in the Kingdom of Saudi Arabia, by providing a number of services

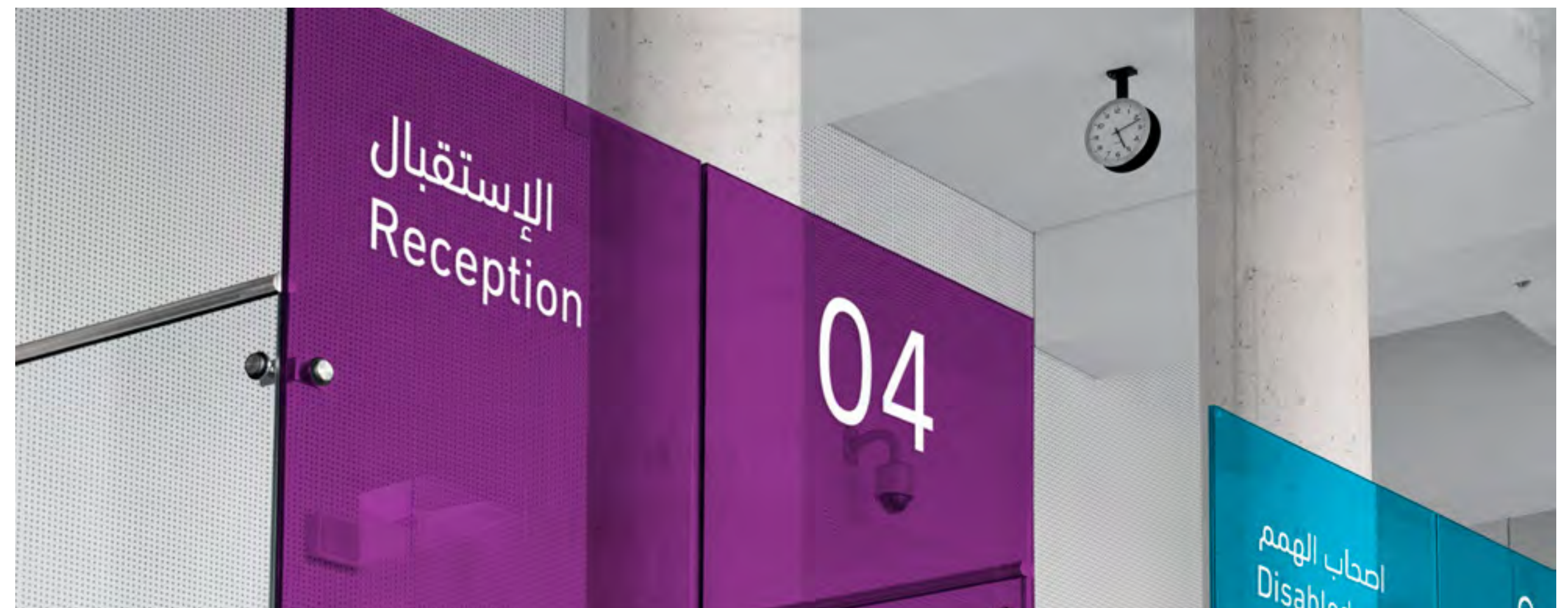
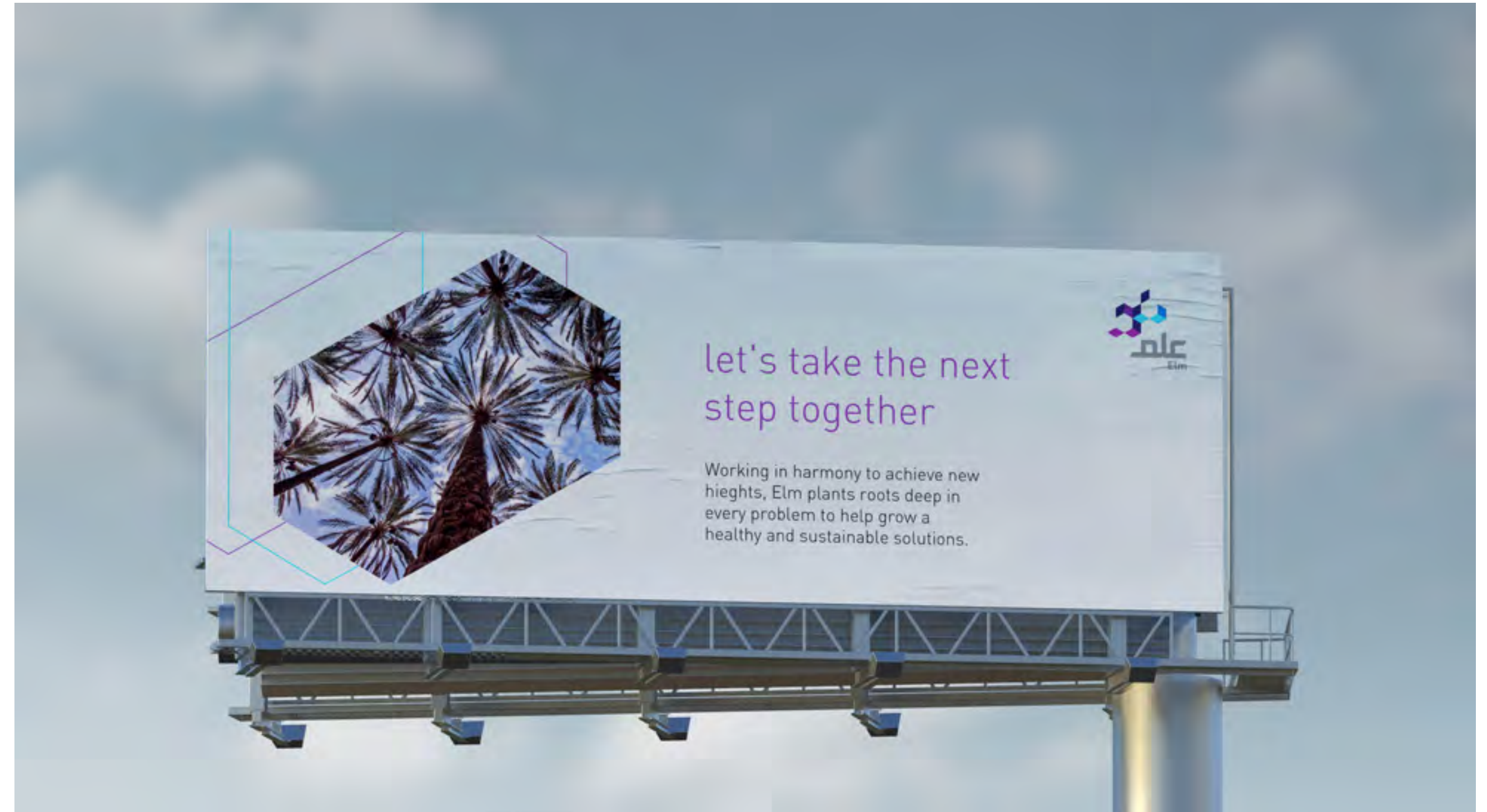
and solutions including: electronic services and products, training and consultation solutions, IT solutions, as well as, We had the pleasure to rebrand the Elm identity, we utilized the existing stratagety and built an infrastructure under it that revealed a new world of possibilities, «Limitless together» was our main message to build our communication and design

elements around. In the new brand we added a touch of energy through colors and dynamic range of applications that carry over all printed and digital materials. we are proud to have

created a new identity that will go beyond any limits and grow the imagination beyond what we know is possible. government outsourcing services at highest quality to meet customers expectations while contributing to national expertise building and IT localization.

- New visual identification system
- Brand guidelines 155 items
- Flyer
- PPT templates 290 pages
- Executive guideline
- Icons system 609+

- Gift items
- Illustrations 198+
- Printable





04

## Hex Grid



Same Stratanet,  
Stronger Infrastructure

# Flexibil

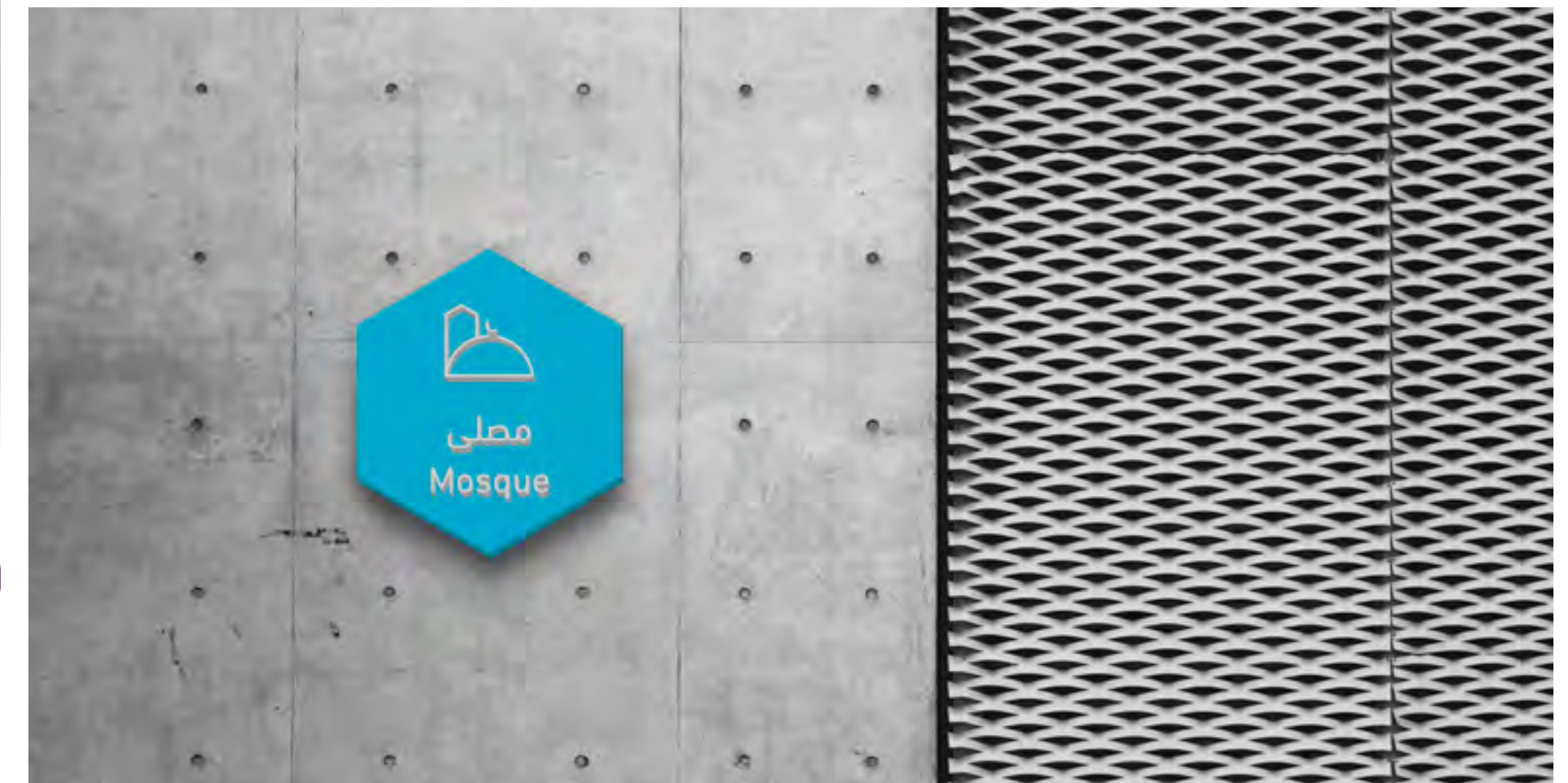
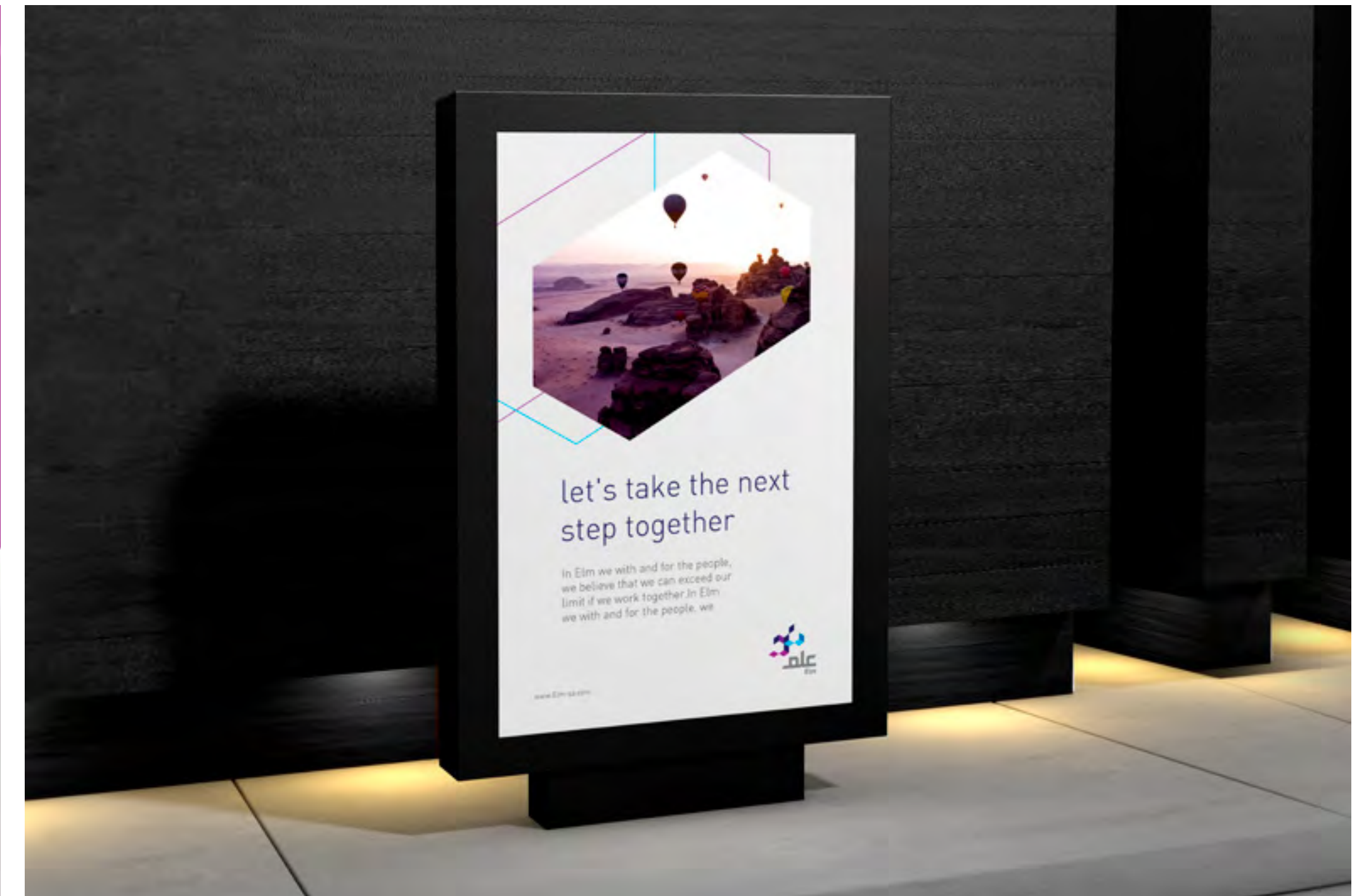
## Innovation Holds Infinite Depths

In Elm we with and for the people,  
we believe that we can exceed our  
limit if we work together.

www.elm.sa



05



let's take the next  
step together

In Elm we work with and for the

Bringing  
illustration to life

# Branding Project



# CDF

---



Cultural Development Fund supports cultural sectors, by providing a sustainable investments aiming to enhance the cultural growth.

We are glad to be part of this success by designing the Cultural Development Fund brand identity.





**AUG / 2021**

**نعزز  
الإبداع**

صندوق التنمية الثقافي  
Culture Development Fund

[www.cdf.sa](http://www.cdf.sa)

**Cultural Development Fund**

صندوق التنمية الثقافي  
Cultural Development Fund

**صناعة الأفلام المرئية**

خبران / 2021

هذا الشيء هو طائر الذي يتكلم أن ستمتد في نفس  
المساحة لقد تم توليد هذا الشيء من مواد التي القوي  
حيث يمكنك أن تولد مثل هذا الشيء أو المزيد من الموهوب  
الأخرى إضافة إلى زيادة عدد الحروف التي يولدها التكميل

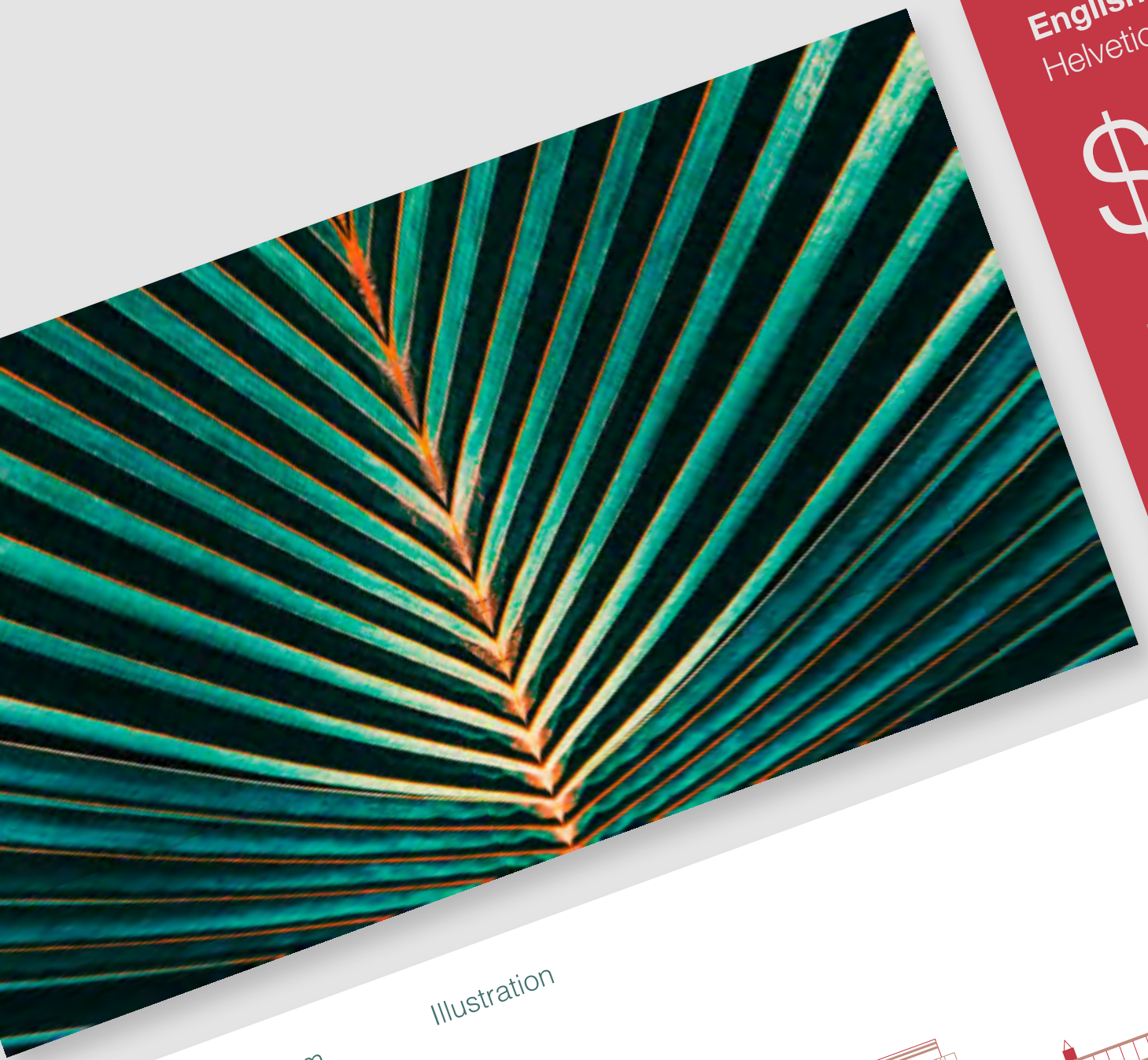
**AUG / 2021**

Sed ut perspiciatis unde  
omnis iste natus error sit  
voluptatem dolo...

# Branding Project



الفوزان القابضة  
AL FOZAN HOLDING



English: Helvetica + Helvetica

0123 AlFozan Holding

# \* + =

A 20

|| = \_ ± (\* & ^ % @)

#59706D  
C: 64% M: 39% Y: 48% K: 26%

Arabic Typeface  
Helvetica Neue Arabic

ضرض  
الفوزان القابضة

1 2 3 4

ع ا ه

عربية

05 | Graphic system

Illustration

Brand guidelines

www.alfozan.com

63



05 | Graphic system

Icons

Brand guidelines

www.alfozan.com

61

08 | Applications

PowerPoint

Brand guidelines

98

01 - Our brand

1. Our story
2. Personality
3. Brand tone
4. Primary brand emblem
5. Clear space
6. Logo alignment & placement
7. Don'ts

05 | Graphic system

Overview

Investment

As a Family business diversity is valuable for an investment driven company, as it gives various perspectives and experiences that are combined to shape lines of different sizes that form a strong structure.

Main pillars

Brand g

49

# AlFozan Holding



Headquartered in Saudi Arabia, with operations throughout the Gulf Cooperation Council (GCC) and the Middle East, Al Fozan Holding is a well-established holding company. Led by a team of talented professionals, Al Fozan has evolved and diversified its portfolio of companies over the years to become one of the fastest-growing regional success stories today.

Al Fozan Holding Company is one of Saudi Arabia's most renowned family businesses, and over the course of its 60-year existence, the company has amassed a vastly diversified investment portfolio that spans a multitude of industries, including retail, manufacturing, real estate, and trading.

We had the pleasure at FiftyFive to rebrand AlFozan Holding identity and help the company to continue on its journey of success for many more years to come.



الفوزان  
AL FOZAN



الفوزان  
AL FOZAN

Call +966 (0) 584 0009  
Toll-Free 800000000  
info@alfozan.com

Al Fozan Headquarters  
Prince Turki Bin Abdul Aziz Street  
Corniche Road P.O.Box 38  
Al Khobar 31962  
Kingdom of Saudi Arabia



Brighter future

Let's build a better future  
together.  
www.alfozan.com



الفوزان  
AL FOZAN



Khalid Nasar  
Account director

شركة الفوزان القابضة  
AL FOZAN HOLDING CO.

+966 (0) 584 0009  
info@alfozan.com

Al Fozan Headquarters  
Prince Turki Bin Abdul Aziz Street  
Corniche Road P.O.Box 38  
Al Khobar 31962, Kingdom of Saudi Arabia



الفوزان  
AL FOZAN



الفوزان  
AL FOZAN



# Branding Project

المركز الإقليمي للتحذير من العواصف الغبارية والرملية  
Sand and Dust Storm Warning Regional Center



برنامج استمطار السحب  
Program for Cloud Seeding



مركز التغير المناخي  
Climate Change Center





# LIFE

At the inaugural Saudi Green Initiative Forum 2021, HRH Crown Prince Mohammed bin Salman revealed the roadmap for the Kingdom's energy transition.

At the inaugural Saudi Green Initiative Forum 2021, HRH Crown Prince Mohammed bin Salman revealed the roadmap for the Kingdom's energy transition.

NCM.GOV.SA

## ECONOMIC GROWTH THROUGH FISH PRODUCTION AND TRADE

At the inaugural Saudi Green Initiative Forum 2021, HRH Crown Prince Mohammed bin Salman revealed the roadmap for the Kingdom's energy transition.

NCM.GOV.SA



## CENTER FOR CLIMATE CHANGE

مركز التغير المناخي  
Climate Change Center

## CLOUD SEEDING PROGRAM

برنامج استمطار السحب  
Program for Cloud Seeding



## DUST & STORM & SAND

المركز الإقليمي للتحذير من العواصف الغبارية والرملية  
Sand and Dust Storm Warning Regional Center



## ECONOMIC GROWTH THROUGH FISH PRODUCTION AND TRADE

At the Inaugural Saudi Green Initiative Forum 2021, HRH Crown Prince Mohammed bin Salman revealed the roadmap for the Kingdom's energy transition.

المركز الإقليمي للتحذير من العواصف الغبارية والرملية  
Sand and Dust Storm Warning Regional Center

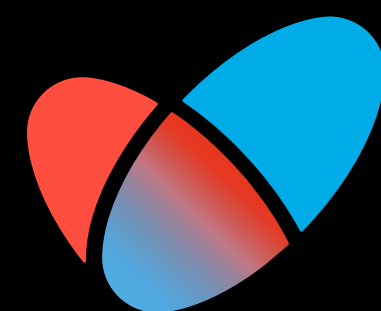
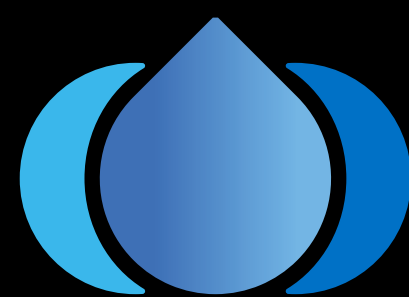
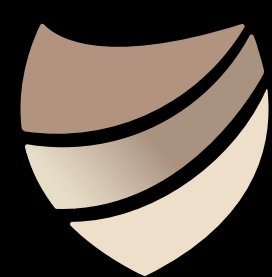
# National Center of Meteorology

The National Center of Meteorology was established to provide high-quality weather and climate services to protect lives and support development in addition to everything related to meteorology locally, regionally and internationally, based on a modern and flexible institutional framework in accordance with international best practices in this field.

We are assigned to work on the branding 4 major initiatives under the National Center for Meteorology and these were:

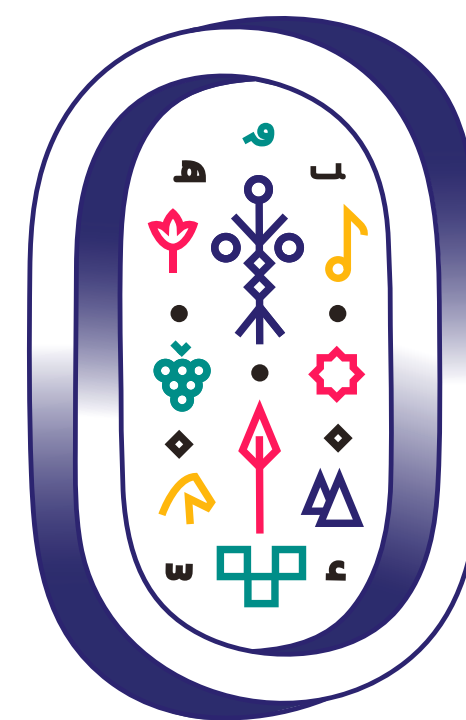
- 01 SAND AND DUST STORM WARNING REGIONAL CENTER
- 02 CLIMATE CHANGE CENTER
- 03 PROGRAM FOR CLOUD SEEDING
- 04 CENTER FOR SUSTAINABLE DEVELOPMENT OF FISHERIES





# Branding Project

2020 طيف عكاظ  
okaz summer



*Okaz Summer*

*Identity design*

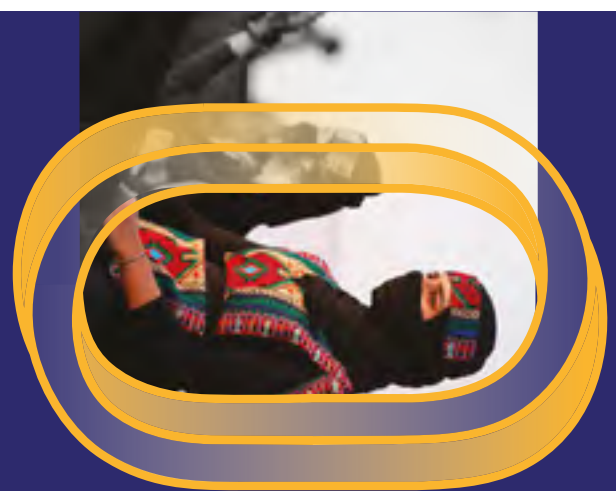
# Okaz Summer —

Every year in Taif a famous festival takes place in an old Souq called Okaz, in this festival people dress up in historical characters and come in on horses, it becomes something closer to a movie scene where many photographers take advantage of this festival to take photos and document this event.

In recent years a Taif season has picked up on popularity due to its unique nature of activities including the Souq Okaz festival, we were assigned to design an entire theme and launching campaign to the season.



# صيف عكاظ 2020 okaz summer



3

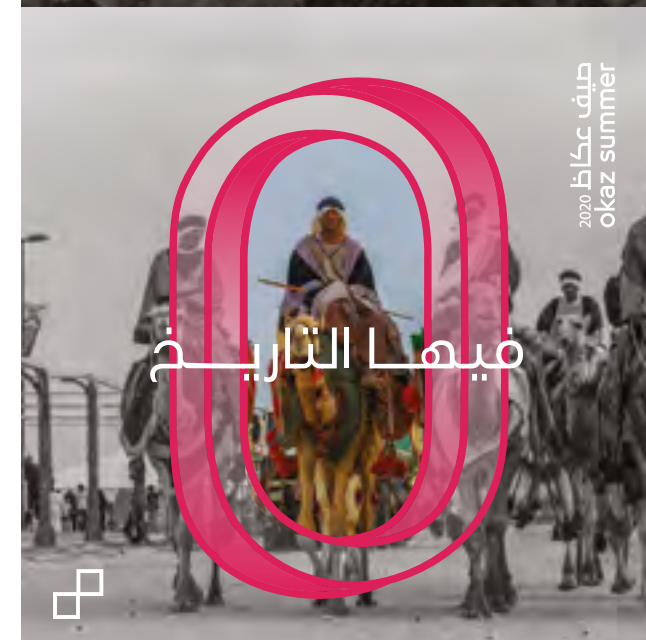
8

أغسطس  
12-8

موسم الطائف

هذا الصيف هو مثل الصيف يمكن ان يستمتع في نفس  
المنطقة انه تم توليد هذا الصيف من موهبة الله الذي الموهوب  
حيث يمكنك ان تولد كل هذا الصيف او الفرح من الموهوب  
الفرح الفرح الى راحة بعد الموهوب التي جعلها الموهوب.

www.okaz.sa



# صيف عكاظ 2020 okaz summer





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ر

2020 طائف سکاٹ  
Okaz summer

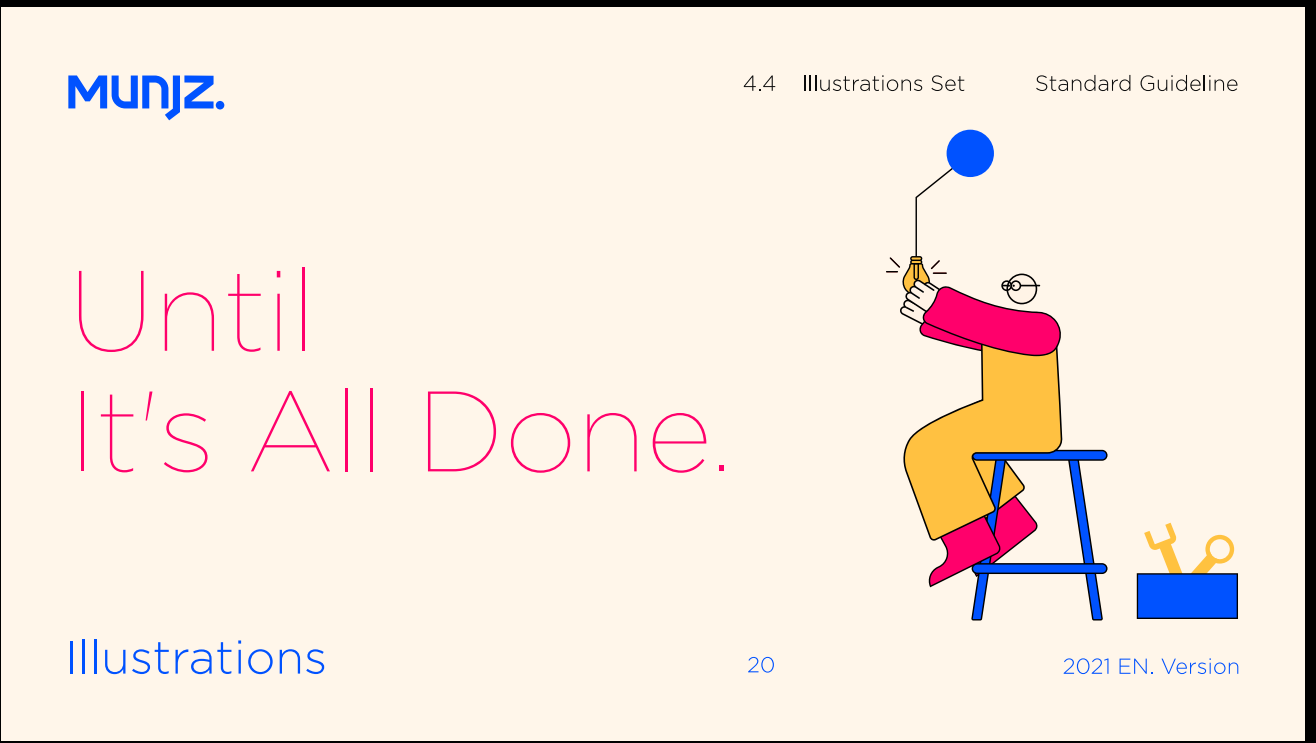
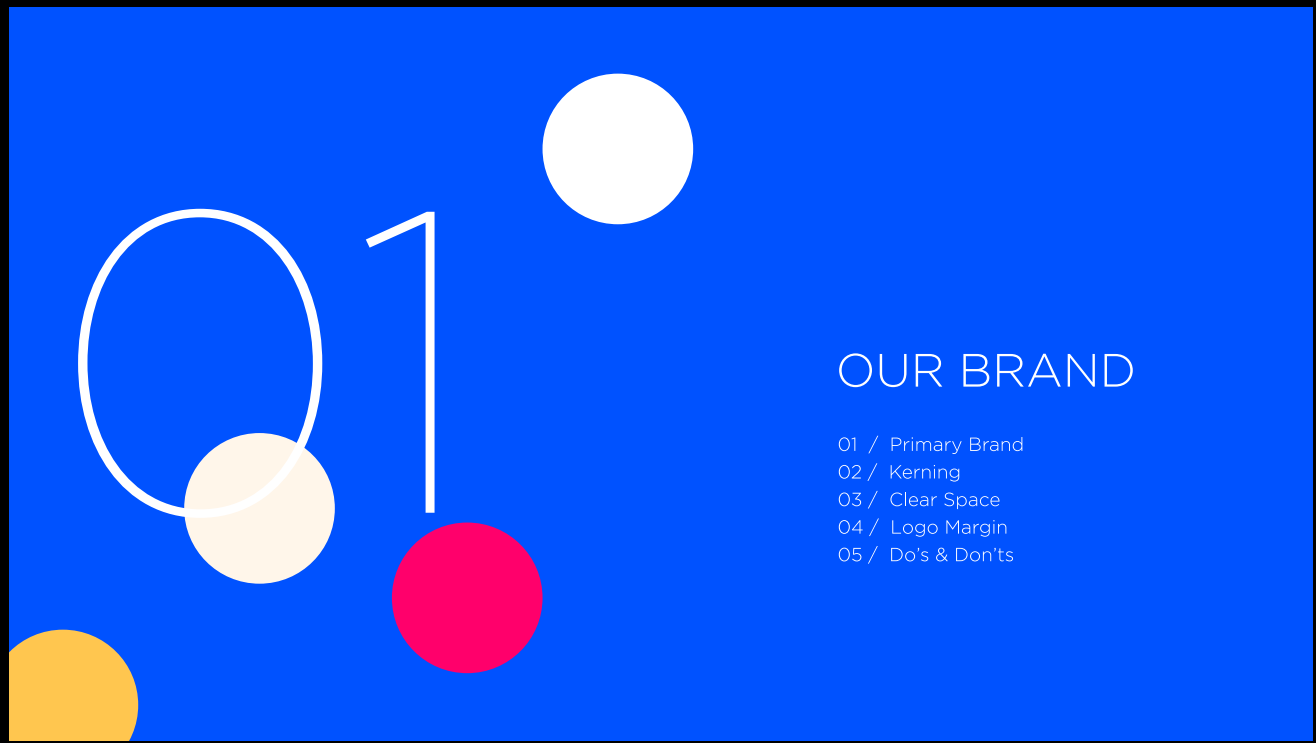
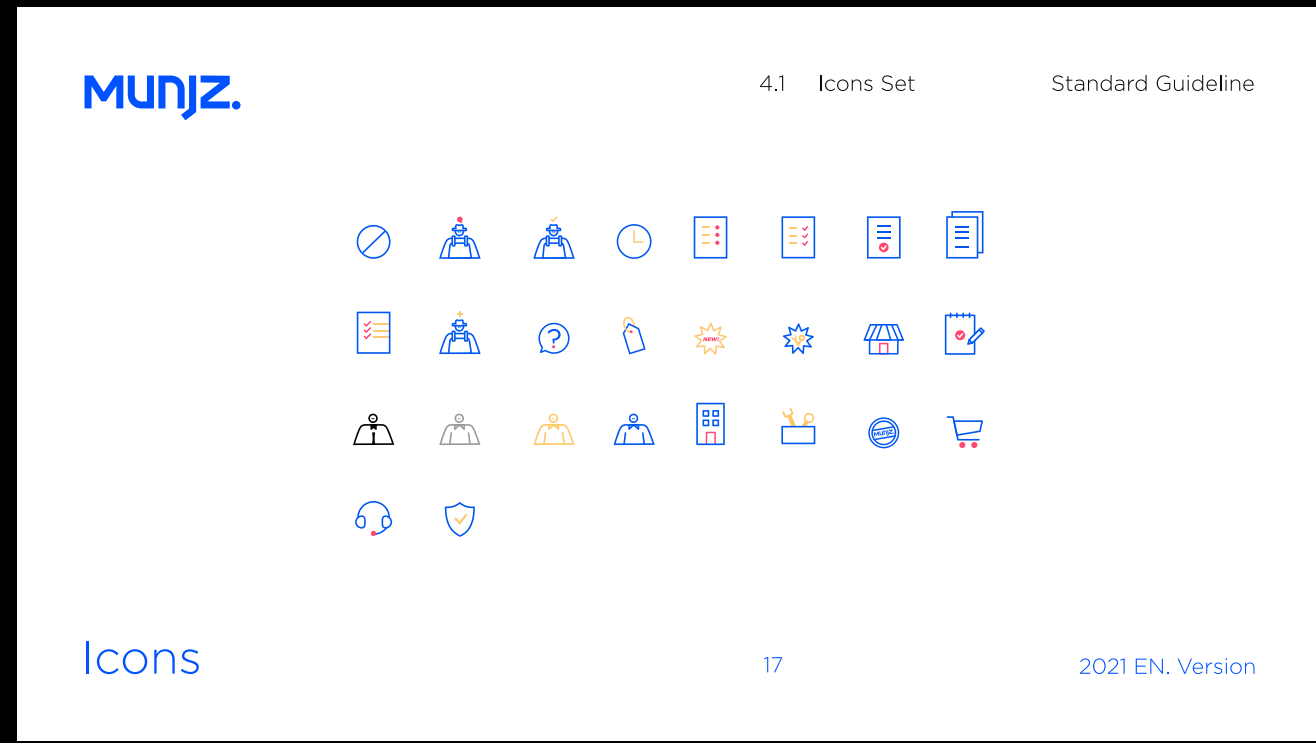
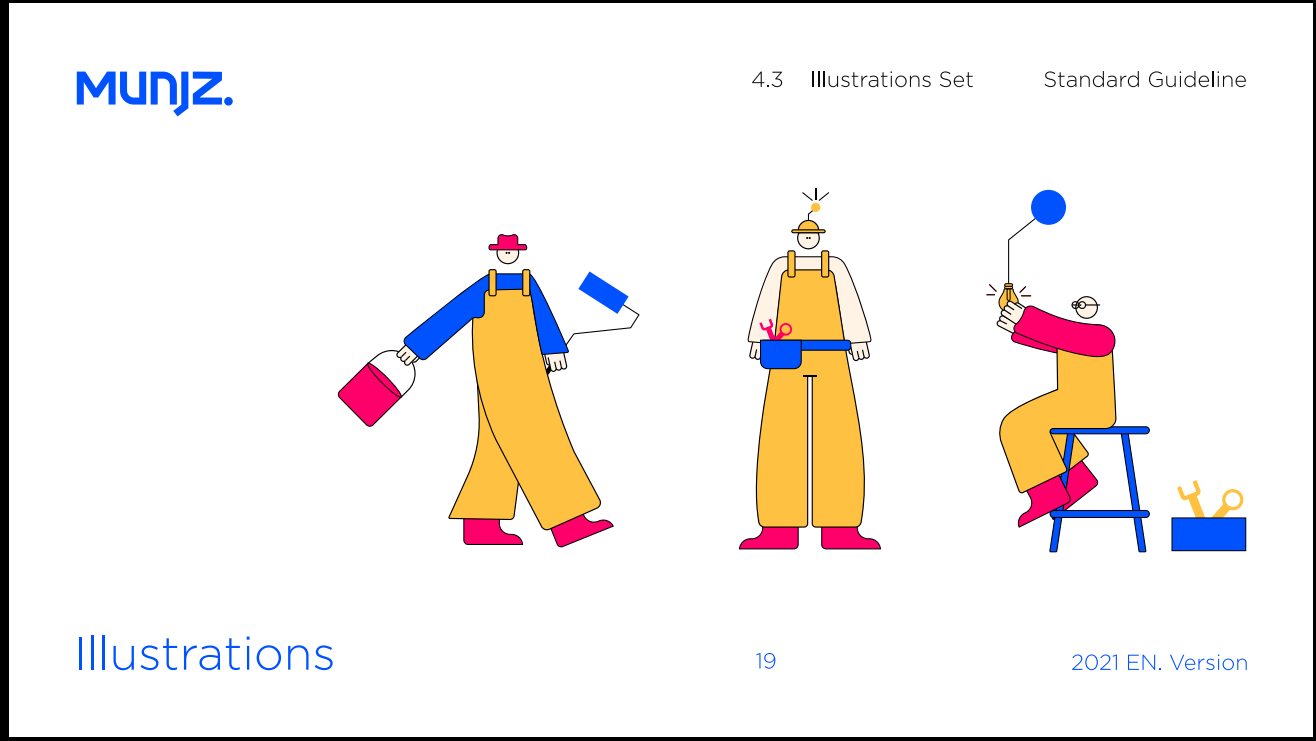


# Branding Project

**MUNJZ.**

*Munjz*

*Rebranding*



**MUNJZ.**

Until It's All Done.







Munjiz is a famous app that is targeted to those who need things fixed in their households, we took on the challenge of rebranding the app to serve a larger audience and give a new and fresh purpose to the brand.

The art of getting the job done is when you communicate your values through your actions, every job and task is a journey that is lived from the

starting point to the end. The journey is resembled through the geometric «J» letter shown in the logo, where the bottom point of the letterform represents the starting point and the top point represents the end of the journey. Furthermore, the colored circles resemble the completion of different services the business can provide, they are exaggerated in order to represent reassurance.

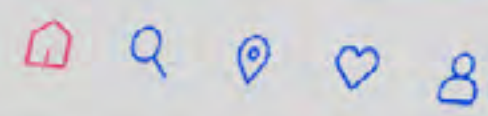
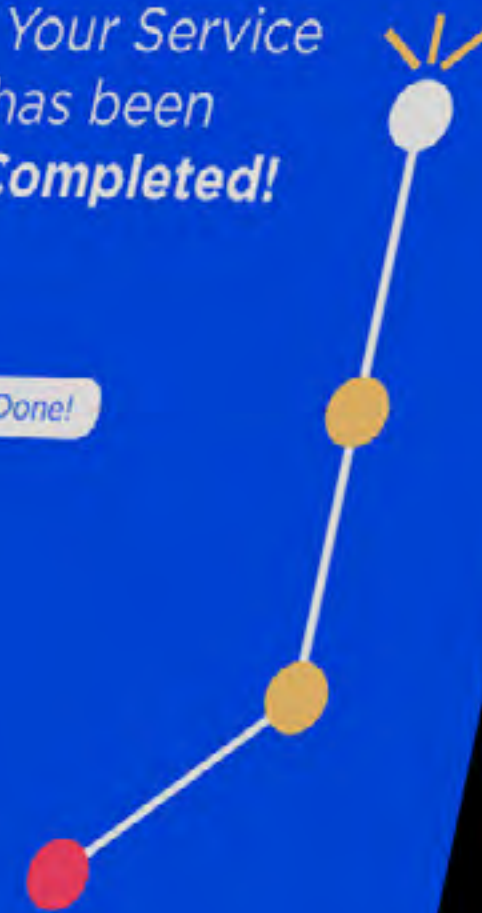
*Munjz*

---

MUNJZ.

Your Service  
has been  
**Completed!**

All Done!



Branding Project

Submitted Pitch

DESIGNED **تصميم**  
\* **سعودي** IN SAUDI

*Designed in Saudi*

*Identity design*

DESIGNED تصميه  
السعودي SAUDI

3 cm

sobre Tela

00

# Designed in Saudi

The “Designed in Saudi” Initiative aims to become a critical factor in the success of local designers, through the creation of a seal that portrays the uniqueness of local products and the establishment of a company to promote and commercialize local designs.

We were commissioned by the Ministry of culture to design a very unique seal/logo called Designed in Saudi that will help support local designers and help commercialize their work.

DESIGNED تصميم سعودي IN SAUDI

The Saudi people have taken their values and traditions - their customs, hospitality and even their style of dress - and adapted them to the modern world.

designedinsaudi.sa



طاقات سعودية \*  
حديثة

هذا النص هو مثال لنص يمكن أن يستبدل في نفس المساحة. لقد تم توليد هذا النص من مولد النص العربي، حيث يمكنك أن تولد مثل هذا النص أو العديد من النصوص الأخرى.



سعودية

هذا النص هو مثال لنص يمكن أن يستبدل في نفس المساحة. لقد تم توليد هذا النص من مولد النص العربي، حيث يمكنك أن تولد مثل هذا النص أو العديد من النصوص الأخرى التي يولدتها التطبيق.





DESIGNED IN SAUDI  
تصميم سعودي

DESIGNED IN SAUDI  
تصميم سعودي

# Branding Project



Pan Gulf Steel proud itself that they are different from other companies by having human touch and social responsibility towards their employees, environment and the country economy.

We used the word “Steel” as the main item in our mind mapping process, Steel can be found in many structures in everyday life. We believe that nothing better than human bones supporting the structure concept and we found the Human structure fit the client requirements.

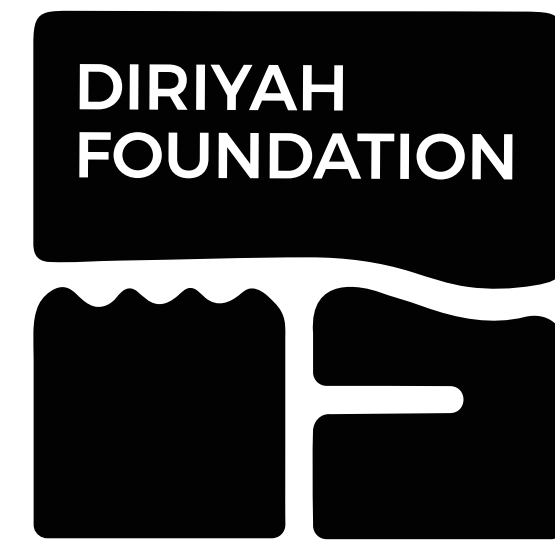
“Backbone” was the inspiration. Value and Trust were core value of th company represented by two intersected circle with the backbone shape.





Branding Project

Submitted Pitch

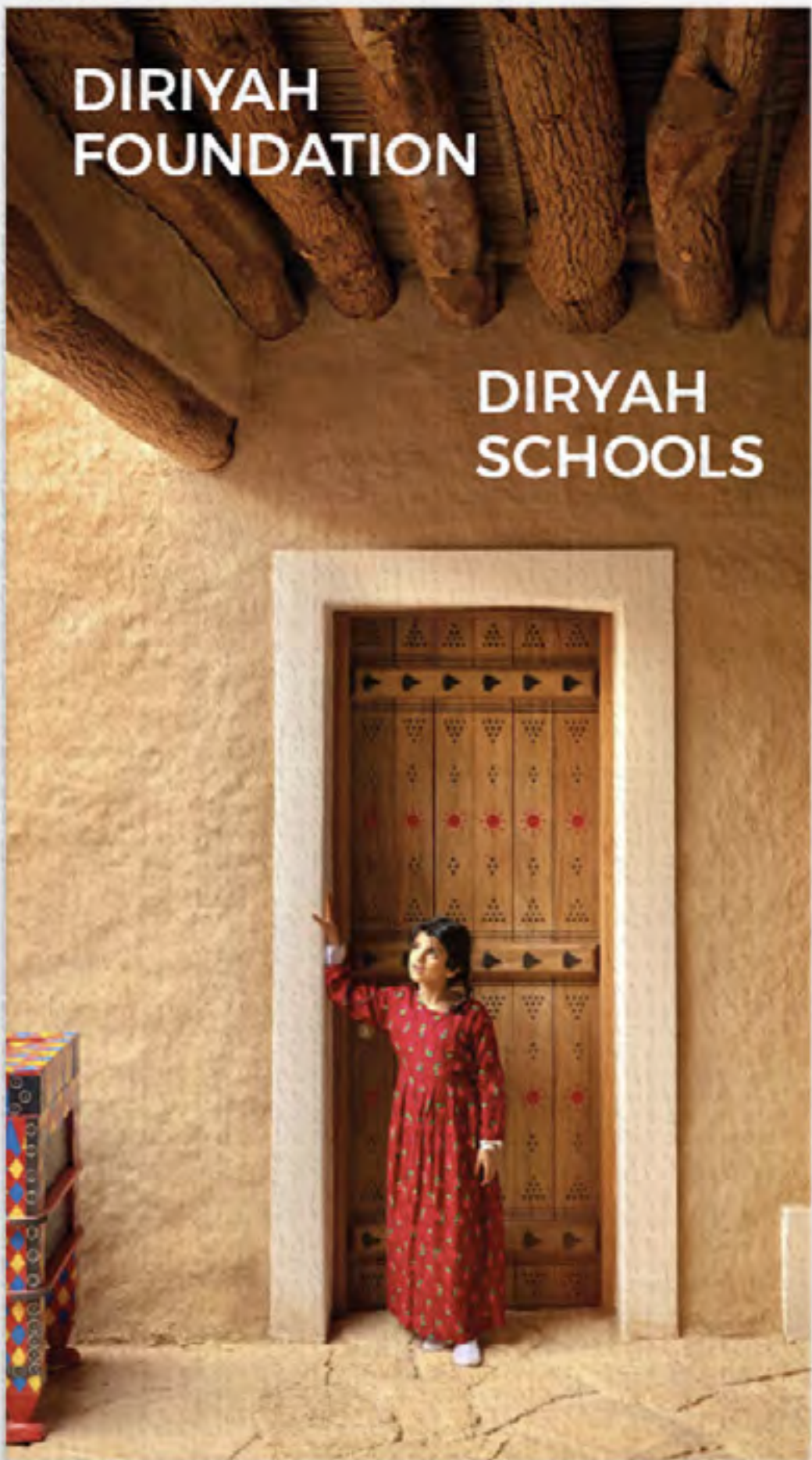


*Diriyah Foundation*

*Identity design*

**DIRIYAH  
FOUNDATION**

**DIRYAH  
SCHOOLS**



**DIRIYAH  
FOUNDATION**

**ART  
INSTITUTE**



**ARTIST  
SUPPORT  
& EDUCATION**

**DIRIYAH  
FOUNDATION**

**ACADEMY**



# Diriyah --- Foundation

As part of Vision 2030, seven square kilometres of iconic Diriyah will be transformed into one of the Kingdom's most prominent tourism destinations. Drawing on the region's rich past, Diriyah Gate will reflect the Najdi architecture of 300 years past, newly adapted for 21st century living.

The Diriyah Foundation is to be the non-profit cultural and educational arm of DGDA.

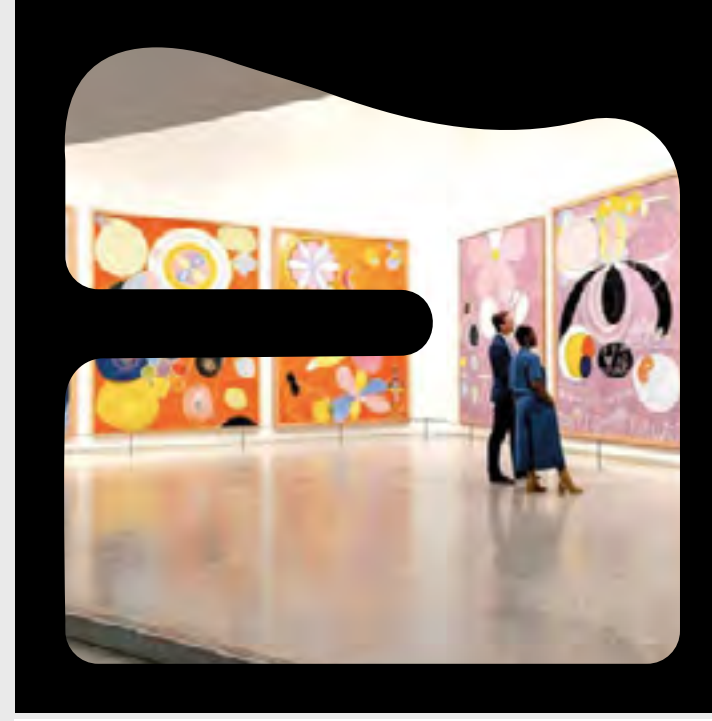
Diriyah Foundation is mandated to preserve, revive, and honour the unique tangible and intangible heritage, history, and culture of Diriyah.

The Foundation aspired to keep the Najdi identity alive and enrich national culture by developing both museums and local talent, create innovative experiences and programs as well as research, document, archiving publishes.

Additionally, the foundation considers the community instrumental in all it aspires to achieve.

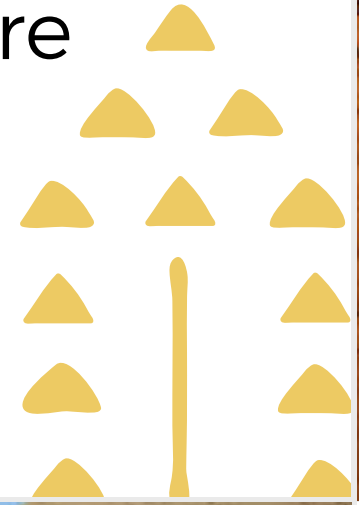
We were assigned to create a full fledged brand for The Diriyah Foundation that reflects the history, heritage and the future of this historic place.





A city from the past ,for the future

Diriyah, Saudi Arabia

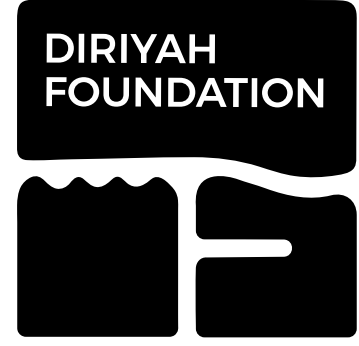


Visit Diriyahfoundation.com



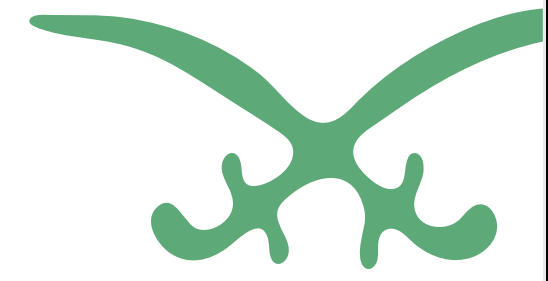
Diriyah, Saudi Arabia

Diriyah, the heart of culture.

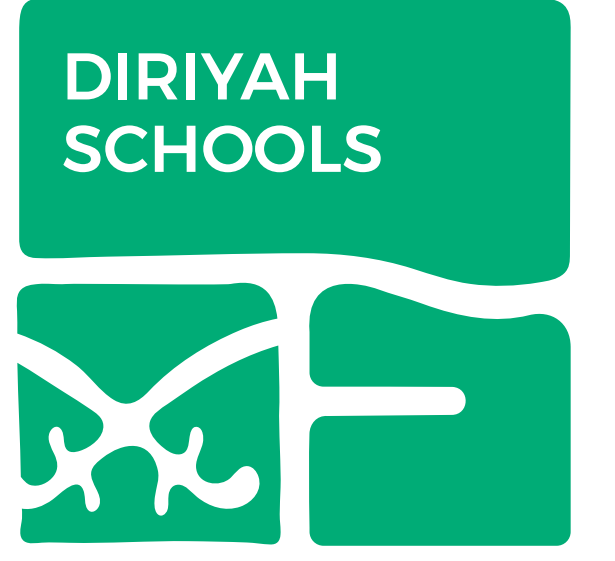
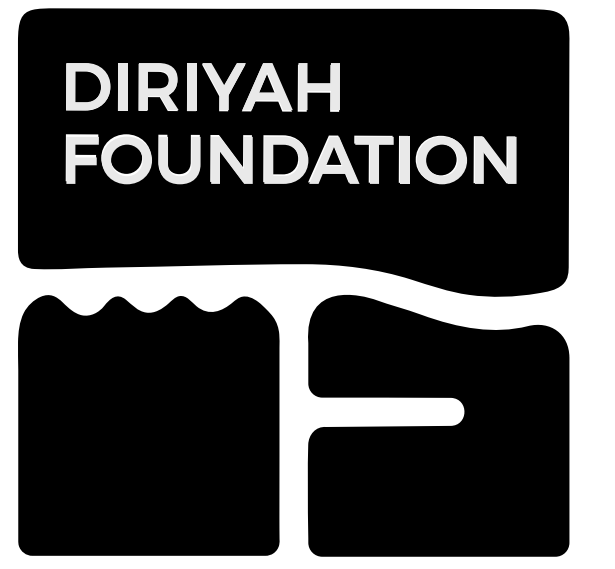


Visit Diriyahfoundation.com

Happy National Day



Diriyah, Saudi Arabia



**DIRIYAH  
FOUNDATION**



**GALLERY**



HELPING  
STARTUP TO  
GROW





I'M HERE  
FOR YOU  
YOU  
YOU

Tit

© lit.ksa



GATHERINGS  
TASTES ☺  
DIFFRENET  
WITH LIT



LIT

A young and hip coffee shop that is famous for its delicious Tiramisu and very bright colors, LIT focuses on youth and being different and outrageous which appeals to its young audiences.



We had the pleasure of naming LIT and creating an engaging identity that is both daring and modern, funky fashion combined with crazy motion graphics helped make LIT one of the most popular brand in the region.





Branding Project

# CHAPTER.4

# Chapter4

ADD A NEW

CHAPTER IN  
YOUR CLOSEST

04

*SHOPPING*<sup>02</sup>  
*DEPARTMENTS*

A SELF REFLECTION 2022 CHAPTER04.SA



*GIFT SHOP / SNEAKER LAP / BAGS AND ACCESSORIES / LITTLE LEATHER GOODS / CONTEMPORARY BRANDS / RTW / SOFT FURNITURE*

CHAPTER·4


A SELF REFLECTION 2022 CHAPTER04.SA

*BRAND MIX*

will provide exclusive pieces from on-the-pulse designers such as *Janshia, Solace London, LOQ, Ganor Dominic, Bronx and Banco, Diemme, Janshia, Anouki, Torba Studio, Mira Hayk, From Nothingness, Personal Issues, Yoosh, Ramla, I509 Studio, Maram, Objects*, as well as hard-to-find international selections from *Georgia, Japan, Italy, KSA*, and many more. All the things you love about our brick and mortar store from the comfort of your Pinterest-perfect studio

CHAPTER·4

CHAPTER·4 HOME \ SHOP \ ABOUT US \ CONTACT US



*DISCOVER YOUR OWN CHAPTER*  
CLICK [here](#) TO SEE MORE

CHAPTER·4 CHAPTER·4 CHAPTER·4 CHAPTER·4 CHAPTER·4 CHAPTER·4

CHAPTER·4 CHAPTER·4 CHAPTER·4



add a classic and  
edgy touch to your  
everyday look

DISCOVER YOUR  
OWN CHAPTER



ASELF REFLECTION      Riyadh, Saudi Arabia      CHAPTER04.SA BUYING@CHAPTER04.SA

20      22      04

CHAPTER.4

ADD      A NEW CHAPTER.4

*Nahar Almarzougi*

Chapter04.sa  
Riyadh, Saudi Arabia

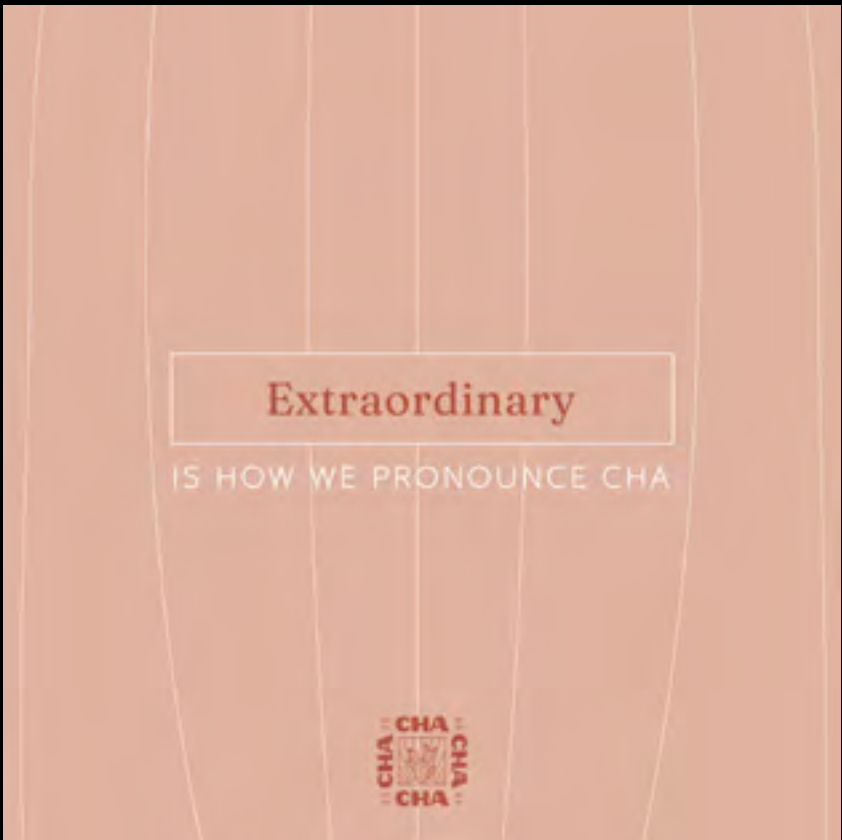
+665500557966  
Buying@chapter4.sa



# Cha

A coffee shop uniquely positioned in the heart of KAFD, Cha focuses on the customer experience by providing a place where people can come and get away from the noise of the busy city.

We had the pleasure of designing an identity that focuses on tranquility and a place customers can seek to disconnect, soft colors, warm words & short videos that take you on a journey of peace & quiet.





Branding Project

knowliom

*Knowliom*

*Identity design*

Storytelling a means for  
sharing and interpreting  
experiences.

knowliom

enriching life





*Knowliom*

---

We built a unique and dynamic brand that is built around the shape of infinity, also replicates a chair which is the main furniture item of every household. This brand lends its self to a modern and forward thinking brand that will aid in spreading awareness about recycling

furnitutre to future generations. The graphic elements are utilized in various ways to help showcase the dynamic range of the Athath brand. The orange color was used to show optimism and to be uplifting, it represents the furniture's new life.

knowliom

k  
2020

Story  
Telling  
|  
knowliom

k  
enriching life

Branding Project

های فایف

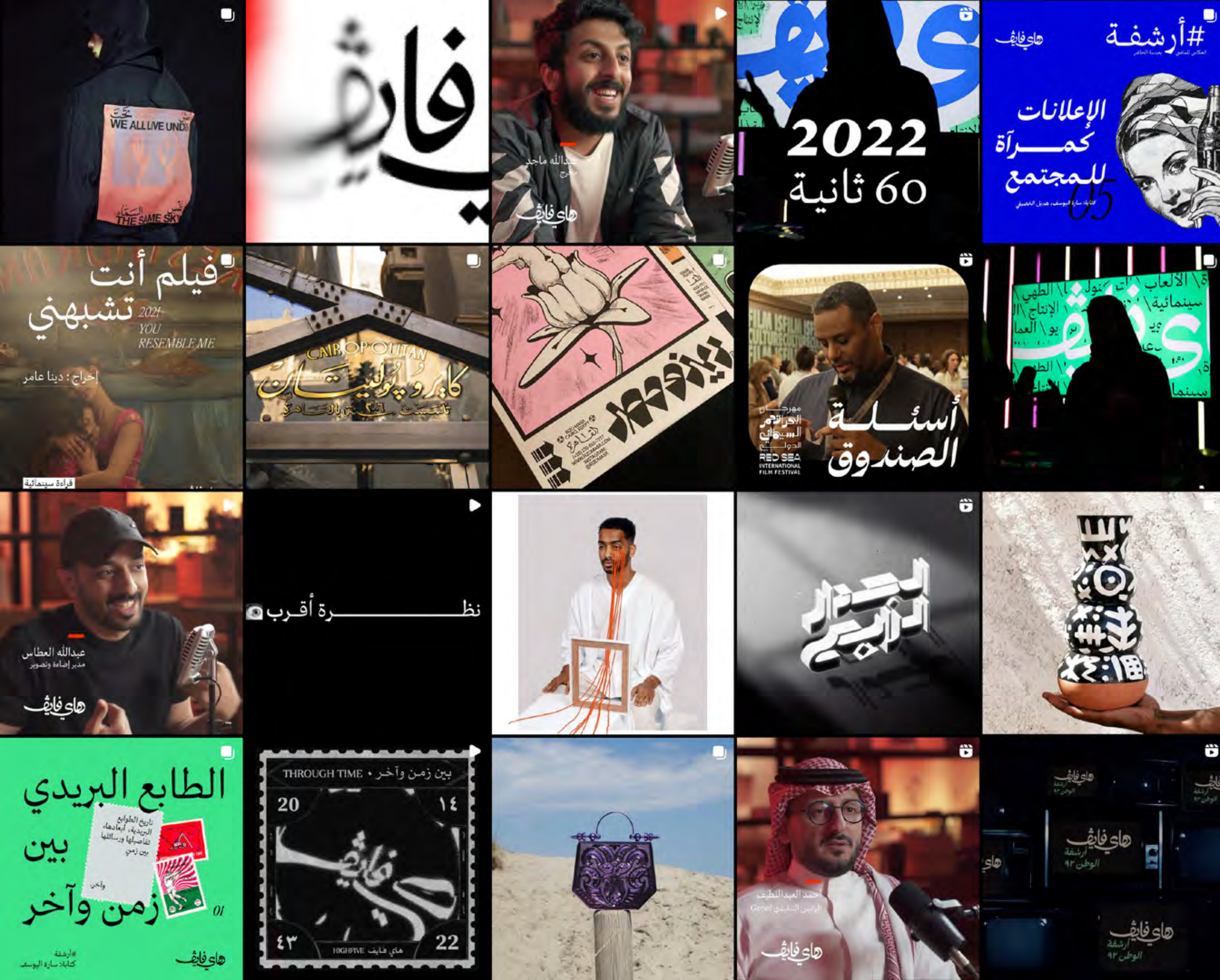
*Highfive*

*Identity design*

بُعد جديد  
NEW ERA

# فاسي فاندو





# Highfive

A community built to support and empower the creative Arab world.

High Five is a social media platforms that has two main podcasts, a film review section, artists feature, Archives & a newsletter.

High Five aims to become a driving force in the Arab world by creating inspiring content that will help grow and enrich the content of the upcoming generation.



إلى /

من /

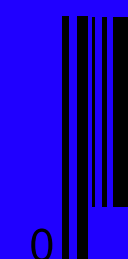
# مسافرة

بودکاست

Podcast :



های فایف



## الحلقات الحالية: السابقة والقادمة



عبدالرحمن آل جراش | دور المنتج



عبدالله العطاس | مدير الإضاءة والتصوير



عبدالعزيز الهوياني | الصناعة الإبداعية



عبدالرحمن صندقجي | الأفلام الوثائقية



عبدالله ماجد | الإخراج



د.مشاري النعيم | النقد المعماري



أحمد العبد اللطيف | هوية العلامات التجارية



أ.د. مخلد الزيودي | المسرح

تركي فقيرة

صناعة المبتكرين

فريدة الحسيني

بينالي الفنون الإسلامية

شيف محمد السلماني

إدارة رئيس الطهاة للمطبخ

رانيا معلا

تأسيس وإدارة أكاديمية طهي

# Branding Project

**SOV** pizzeria





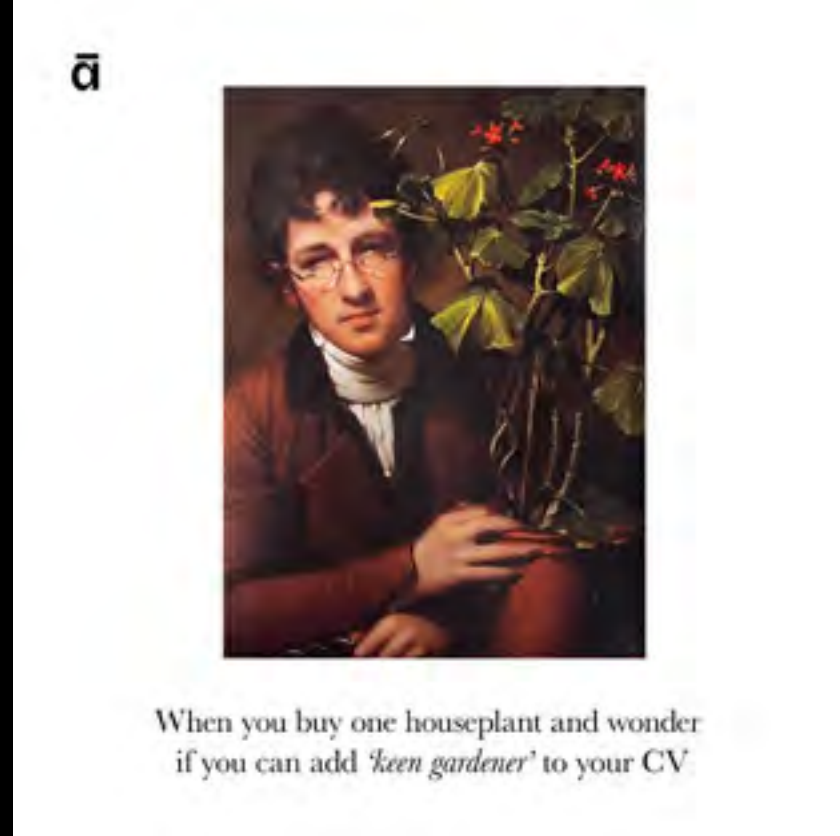
SOV

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A very unique Italian restaurant located in Al Ahsa in the eastern province, specializes in Napoleon pizza and Italian dishes such as Pasta, lasagna and Italian sweets.

Inspired by the restaurants interior design we worked on a logo and identity

that is modern yet traditional in its application, we took inspiration from the illustrations in the interiors and applies it on the packages, social and over look and feel of the brand.



# Atrum

Atrum is a virtual exhibition platform dedicated to bringing artful living to enrich the creative experiences of everyday life. We are committed to supporting emerging artists in Saudi Arabia and beyond, enhancing collective knowledge within the creative world, and bridging the gap between the collectors and the artists who consistently inspire us to lead more art-full lives.

Through our interconnected website and app, Atrum presents diverse audiences with the chance to purchase the works of artists from every corner of the world.



ātrum



A method of painting that requires a rigid surface on which to work, one that has been primed pure white, as well as a very precise line drawing.

# Branding Project





llama is a fun and creative restaurant, we developed a character and a tone of voice that lends its self to a very unique and outgoing personality, the brand we designed is a combination of artistic and funky approach that gives a new and fresh feel to a restaurant identity.



عبدالملك  
مبشر

تقبل الله منا ومنكم صالح الأعمال

SAAD BASHAMMAKH  
— Riyadh —



SAAD BASHAMMAKH

Ever lasting memories

SAAD BASHAMMAKH  
— Riyadh —



# Saad Bashammakh

Is a luxury perfume brand that focuses on local fragrances that are inspired and extracted from the finest Oud and oils found in the region, Bashammakh prides itself on International standards when its comes to quality of their perfumes and packaged products.

We have been along side bashammakh for a few years now working on its communication plan and handling social media through conceptual photography and copy write that aims to lift the brand and give it the position it deserves.



دُمت عزيزاً يا وطن

SAAD BASHAMMAKH  
— Riyadh —

SAAD BASHAMMAKH  
— Riyadh —

Branding Project

eclipse

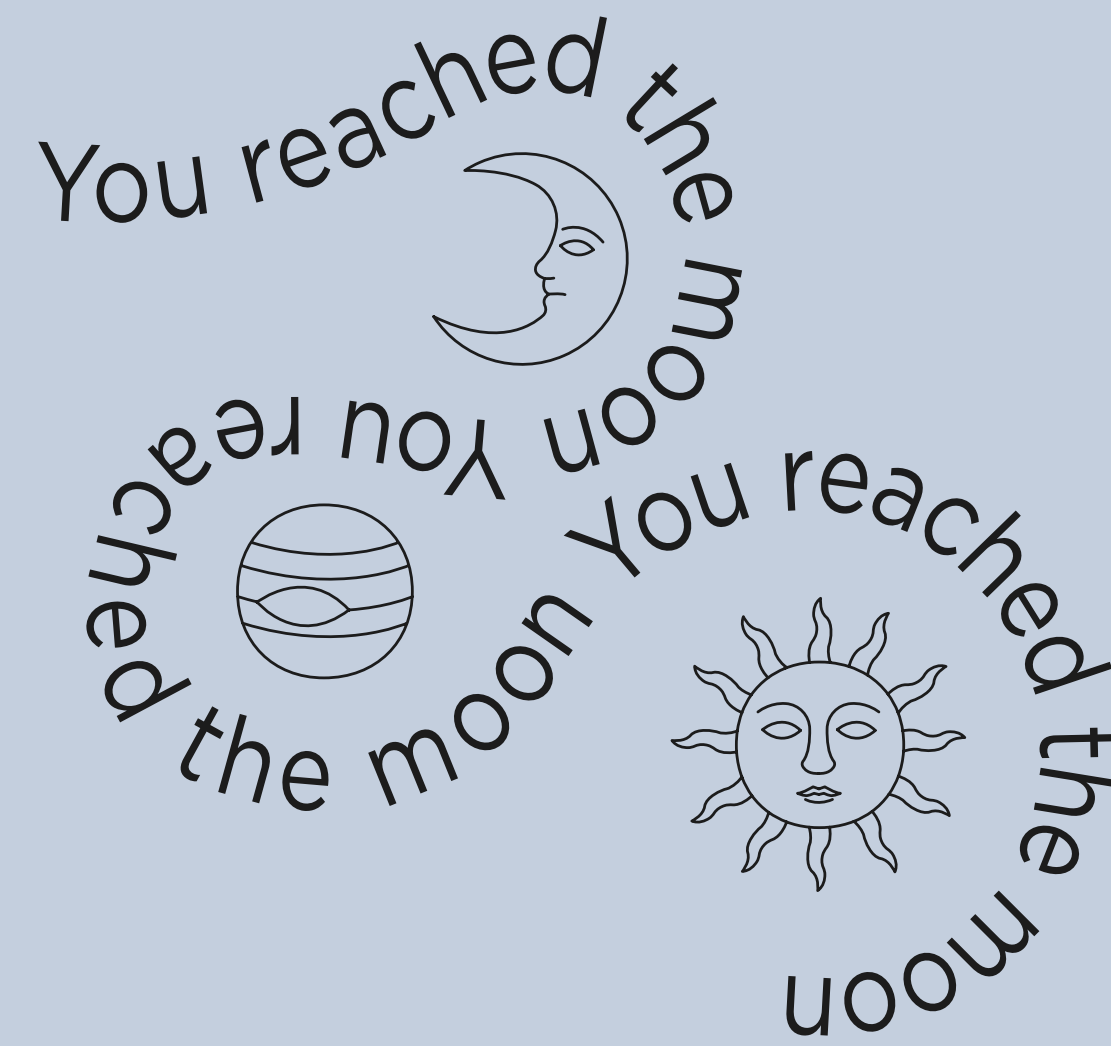
*Eclipse*

*Identity design*

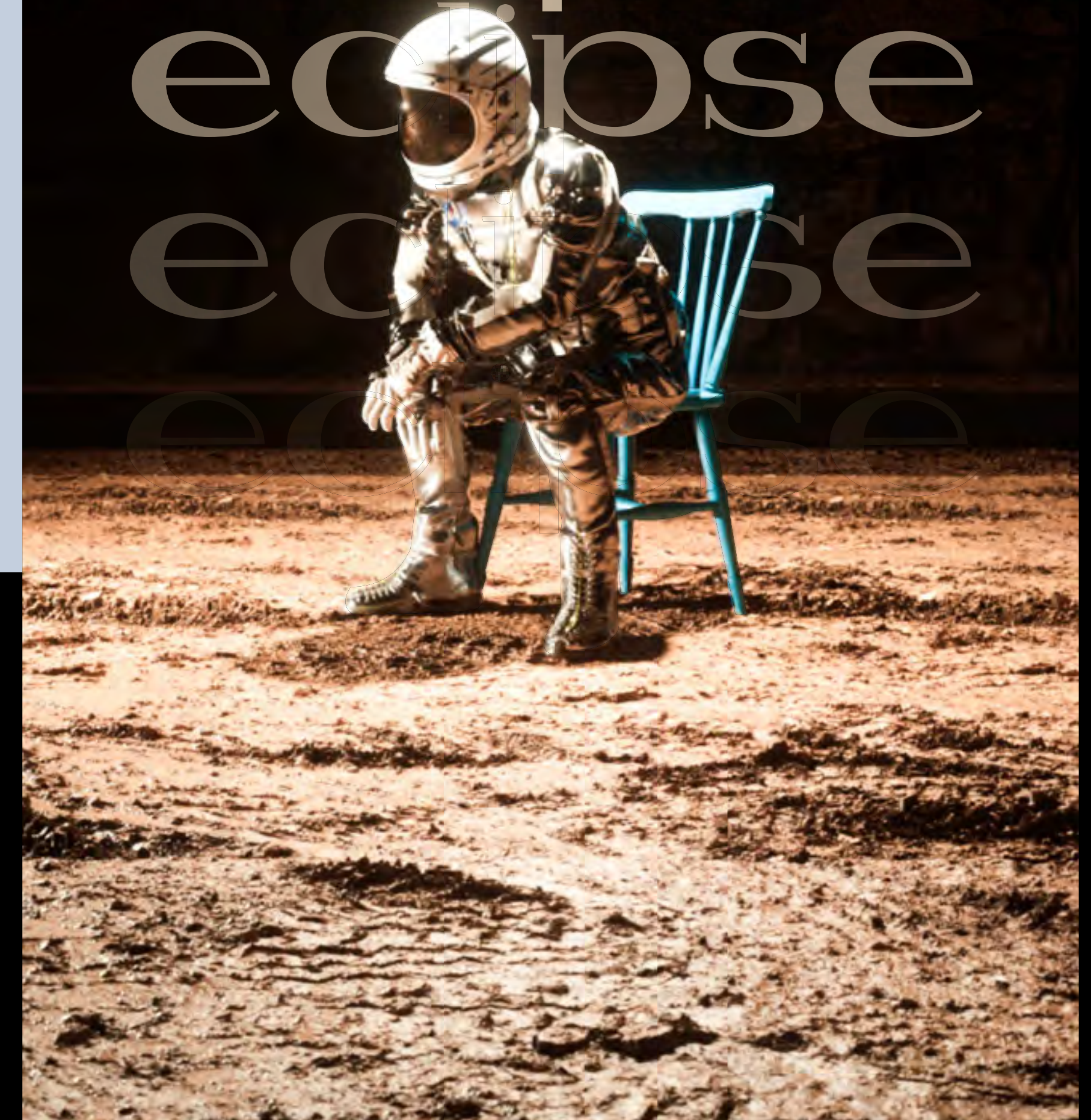
A photograph featuring a white balloon on the left with a donut on top. To the right, a stack of three donuts is shown with yellow glaze dripping down. Another white balloon is visible in the background. The word "eclipse" is written in a red serif font across the center of the image.

*eclipse*





eclipse  
eclipse  
eclipse  
eclipse



# Eclipse

---

The name says it all, we all have experienced an Eclipse once in our lives, Eclipse is a unique coffee shop located in Alkhobar city, we designed a logo that is inspired by the eclipse itself and how the shape of the moon and sun come together to form a unique natural

assurance, we wanted to have a unique identity to help support the name and its meaning and also communicate the special concept to the audience and customers of the coffee shop.



## شاورما بالقرصان

جايمك الزين..  
وقرص قرصته في  
جليله كليه



## قرص مقرّص

شاورما بالقرصان



## شاورما بالقرصان

وقرص يامقرص



## شاورما بالقرصان

جايمك الزين..  
وقرص قرصته في جليله كليه



٧٣٠٨ هـ جات ٣ رميات  
كبر صررت فرفه صبر، صبر  
تيا رجه ١١٠٠ فركت



صارت!



قرصان جدتي وجدتك  
بشاورما جليله



## شاورما بالقرصان

وقرص يامقرص

# Jalilah

Jalilah is one of the top Shawarma restaurants in Riyadh, well known for its mouth watering food and authentic name, Jalilah had a new product line which incorporated an old traditional bread making technique called «قرصان» this is a well known break making technique that older generations used to do, so it hits a nestolgie nerve with us all, so we got to work and came up with a social media campaign that incapsulatyes the old school style of typography with the art direction of traditional clothing and items, and the results were as ventige as you can get.





شاورما  
بالقرصان

وقرص يامقرص

شاورما  
بالقرصان

جاكم الزين..  
وقرص قرصتيه في  
جليله كليه



شاورما  
بالقرصان

وقرص يامقرص

# Branding Project



*Biban*

*Identity design*



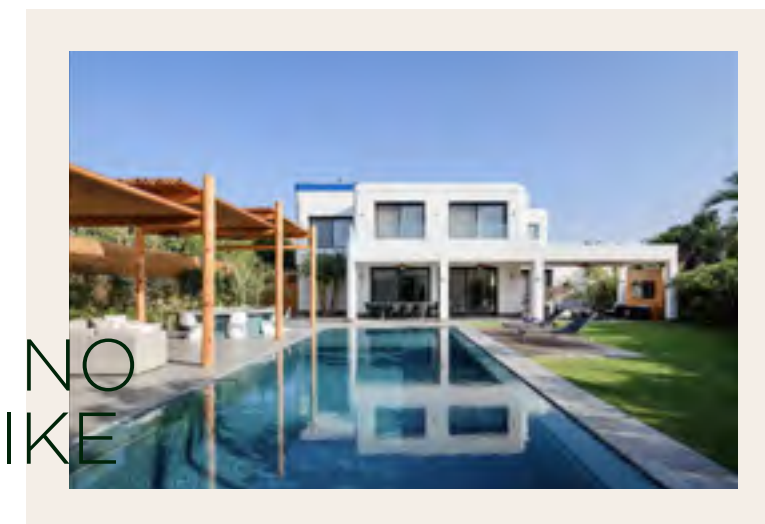
Home  
is where  
our story  
begins.



# 05



THERE'S NO  
PLACE LIKE  
HOME.



## Logo Margin



Clear space should be clear of other elements such as text, image...  
Here The preferred clear space is equal to " X " as illustrated.

## Icons System



## Do's



Here are several examples of how the logo is applied on different color backgrounds. These are examples of the right use.



## Colors System

Royal Green  
0A230C

Golden Touch  
CCA47D

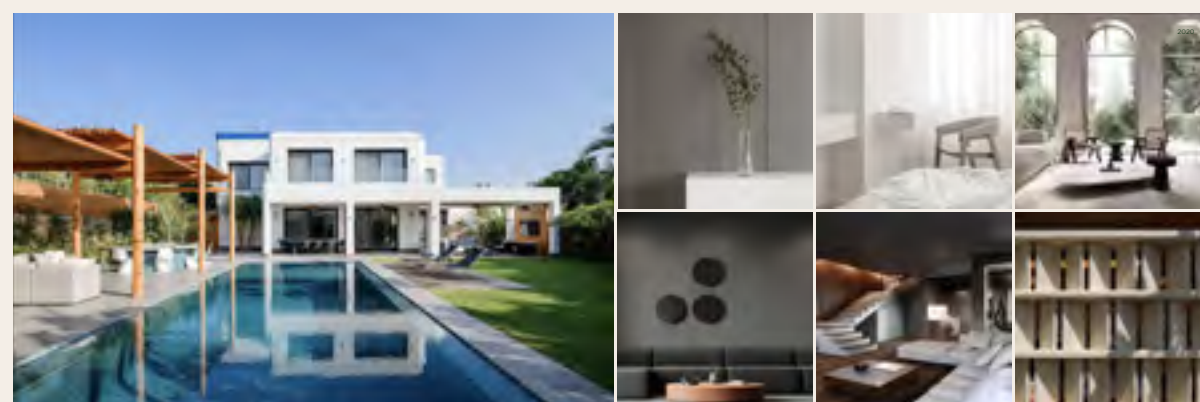
Supporting Color  
E3D6C2

Supporting Color  
F8F3ED

## Font Family



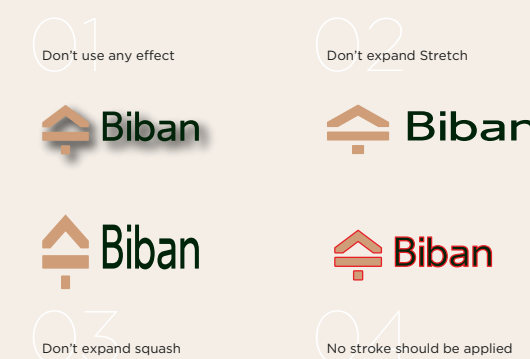
## Imagery Style



Our brand photography focuses on daylight and the use of elegant interiors and modern architecture.



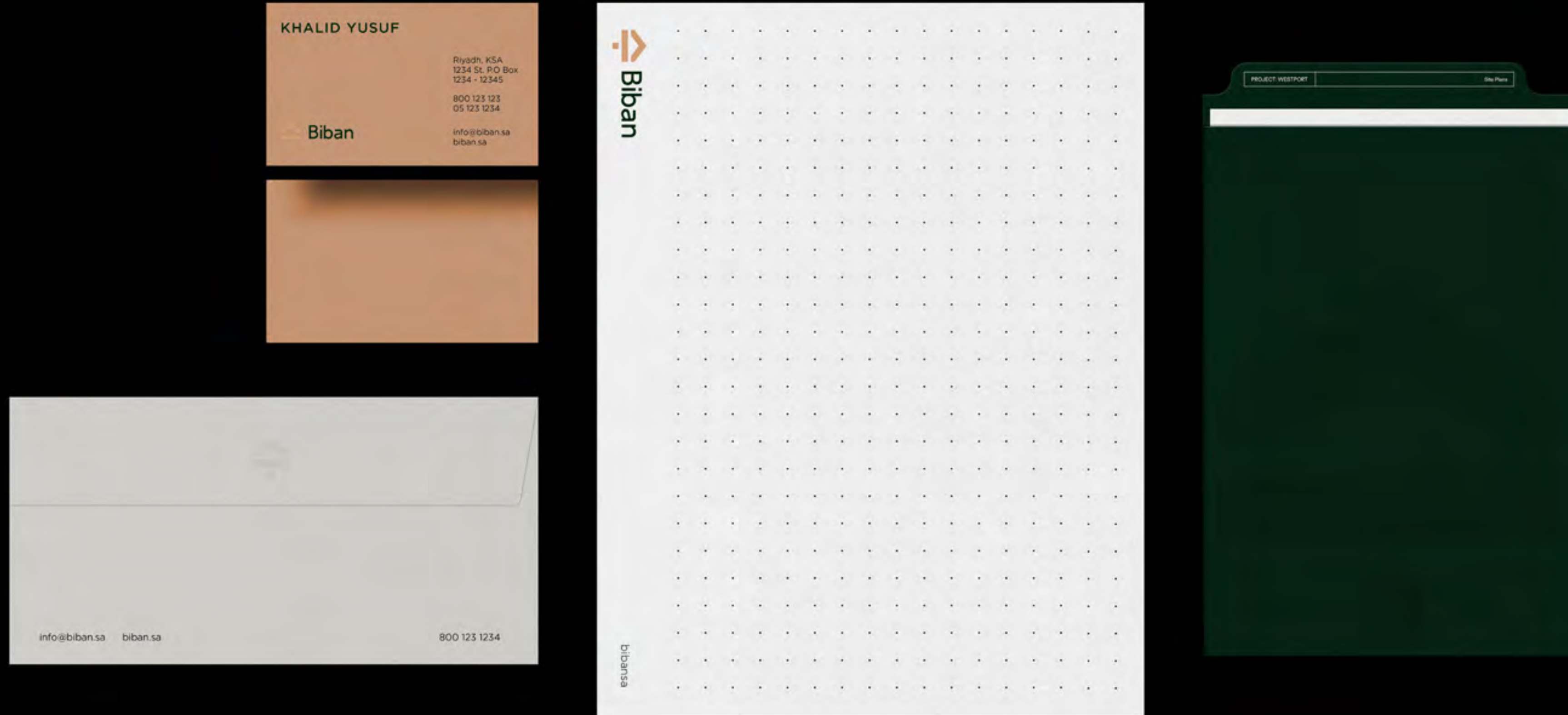
## Don'ts



Here are examples of the wrong uses for the logo and should not be applied under any circumstances.



Thank you



*Biban*

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is a creative real estate platform for young families who are looking for a home to buy or rent with a smooth way of moving to a better home, Biban is a platform that provides property listings and other real estate services related to the design, build, and

management of a property. Biban can help its users upgrade their homes with peace of mind because it offers them the tools and features needed, Biban also focuses on increasing awareness on branding in designing a great user experience.



旦儿米

愛  
LOVE  
حب



EVERYTHING  
IS BETTER  
WITH  
FRIENDS  
AND SUSHI



旦儿米

SAMURAI  
ROLL



旦儿米

月

UNDER THE MOON LIGHT



旦儿米

PINK  
ROLL

# Rolls Rice

A fine dining sushi restaurant that brings a playful twist to its name as it flexis its creativity in combining the words Rolls with Rice to reference the rolls of sushi and also to make the name sound like Rolls Rise the famous luxury car brand, in doing so the place hints to the target audiences it aims to cater too.

A great challenge to take on by FiftyFive to create an exciting communication plan that will help an existing brand take the next step forward and reach a bigger audience.



Branding Project

ronix

*Ronix*

*Identity design*





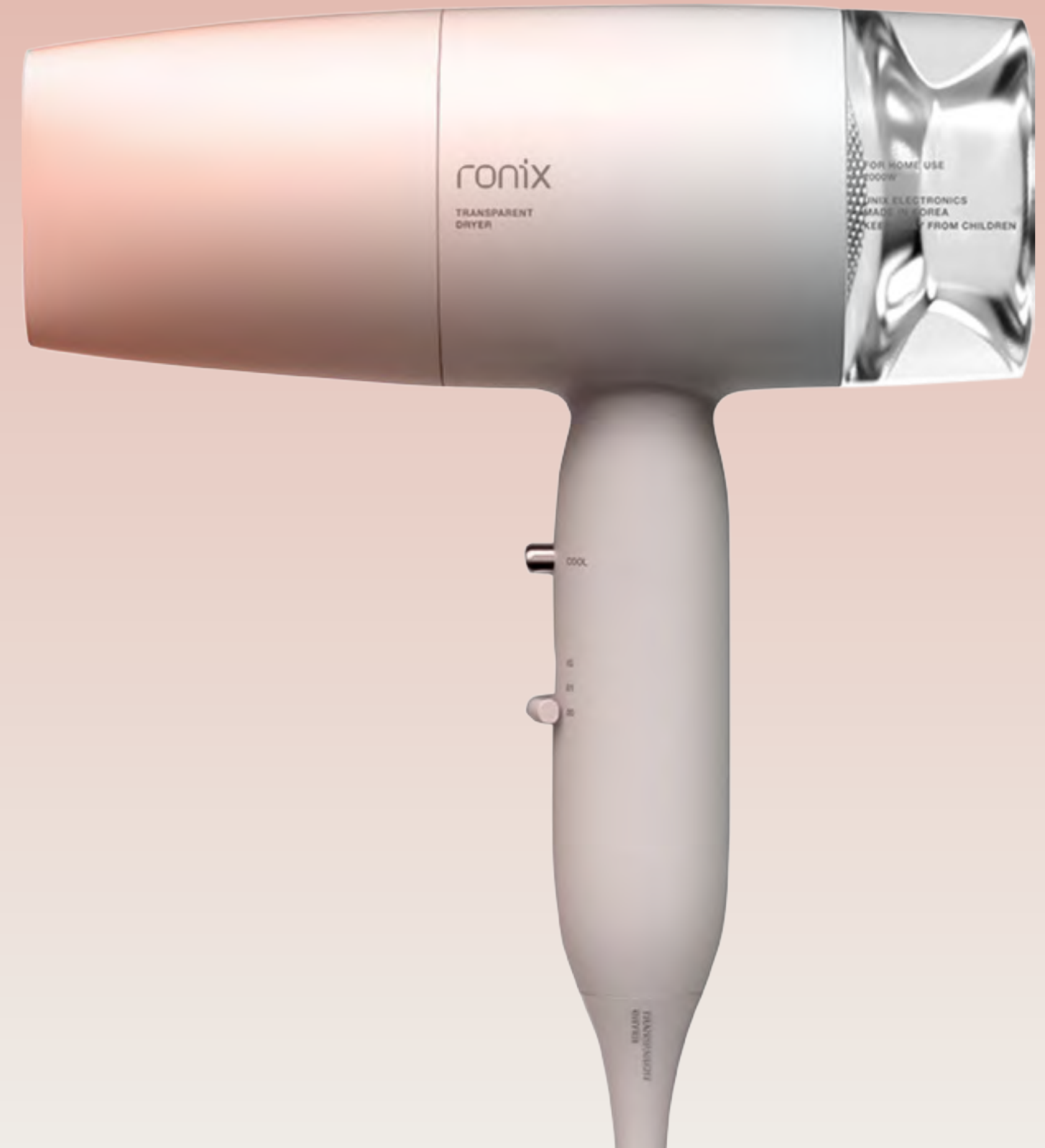
# Ronix

Ronix is a hair and beauty equipment company that focuses on producing industry standard machines that give their customers all the confidence they need, we had the pleasure to work on designing their packages for existing and new products.



ronix

# SUPER SONIC hair dryer



ronix

ronix.sa

# Meros

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Meros is a luxury fashion brand, made locally by a Saudi designer, Meros focuses on creating timeless pieces that tell a unique story, every-piece is unique to its self and never duplicated.

At fiftyfive we designed a communication strategy for Meros that aims to grow the brand and enrich its presence on social media through unique designs and high quality photos & videos.



MEROS

Branding Project

**DOCOFF**

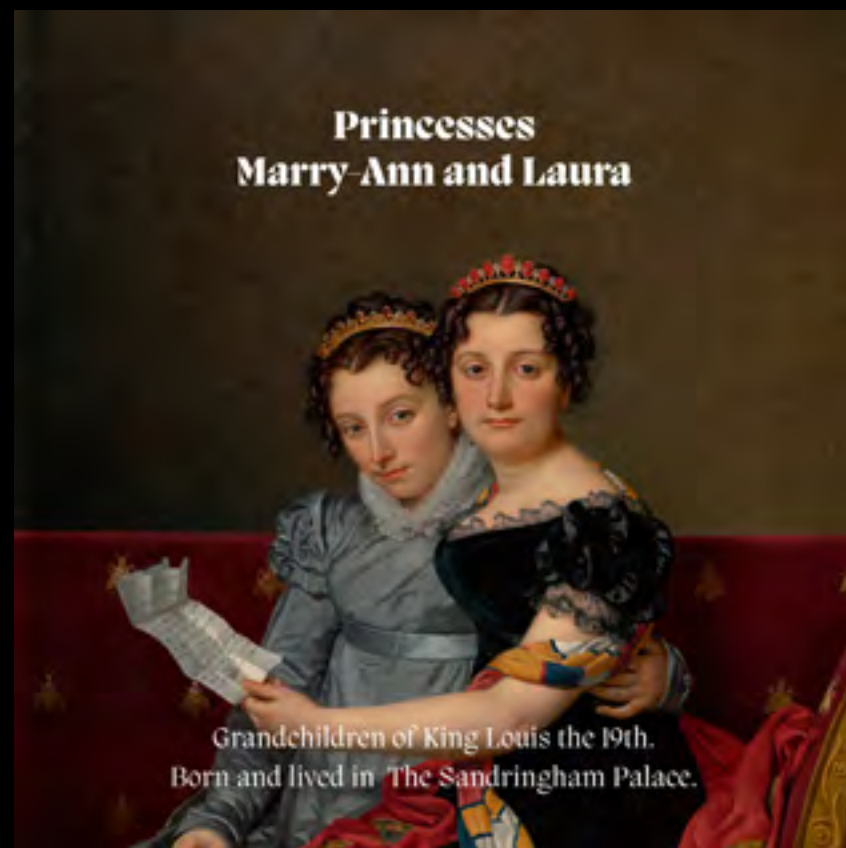
*Docoff*

*Identity design*

# Docoff ---



is a creative name that combines Coffee + Dough and offers a great and playful way to its brand, the identity is a combination of playful illustrations and old black and white photos, also a mix between curvy lines and bold text.



# Morrow

Morrow is a restaurant that focuses on breakfast and brunch, Morrow aims to create an experience that matches its great food.

We have created a unique mid century artistic theme for morrow with photo manipulation techniques to give it a fresh and modern touch.

# MORROW

# OUR EXTENDED FAMILY





*SCHEDULE A  
MEETING AND  
START BRAGGING  
TO YOUR FRIENDS  
NOW*

Dammam:

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