

fifty five

A Creative Family.

HELLO!

WELCOME TO
THE FAMILY

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

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

THE 2 WHO STARTED IT ALL

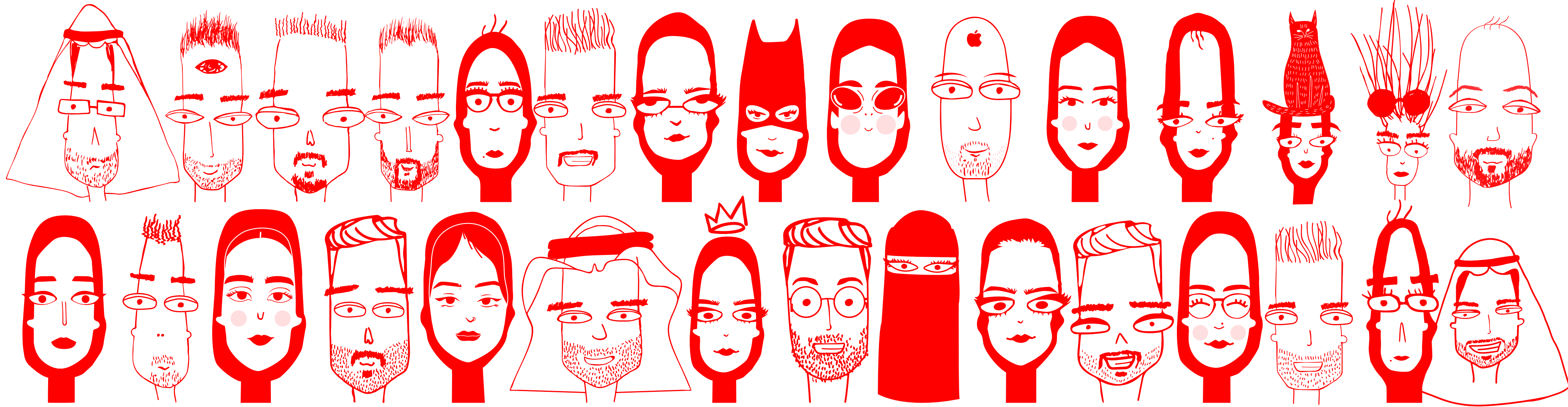
It all started in 2002 when two high school friends Yaser AlMajed & Fawaz AlJaafari discovered a shared vision of a world that does not exist; and decided to create it themselves. 10 years later (2012) , they opened the gates of FiftyFive for creatives to join and transform the world around them through visual art.

01.3

Fiftyfive.sa

Introduction





A family of
crazy like minded
individuals

40

Alongside that journey, they met creatives that shared the vision and acquired unique set of skills. together they built the diverse family that thrives on challenges and love what they do! We push boundaries and build the creative industry future.

fiftyfive[®]



المملكة العربية السعودية
Kingdom of Saudi Arabia
EXPO 2020 DUBAI

غرفة الشرقية
ASHARQIA CHAMBER

علم
Elm

البنك المركزي السعودي
SAMA
Saudi Central Bank

المجدوعي
Almajdouie

عبر الخليج القابضة
Pan Gulf Holding

أرامكو السعودية
saudi aramco

Zamil
Group

وزارة الثقافة
Ministry of Culture

السعودية
Saudia

هيئة الزكاة والضريبة والجمارك
Zakat, Tax and Customs Authority

الفوزان القابضة
AL FOZAN HOLDING

التركيا
ALTURKI

إثراء
ithra

سبكيم
Sipchem
EXCELLENCE everywhere

سامارا
samara

أمياتيت
AMIANTIT

الهيئة الملكية لمحافظة العلا
Royal Commission for Al-Ula

وزارة الاستثمار
Ministry of Investment

المهيدب
Al Muhaidib

SPE
International
Kingdom of Saudi Arabia Section

الموارد البشرية
والنتمية الاجتماعية

عبر الخليج
للاستثمار الصناعي
Pan Gulf
Industrial Investment



معهد الإدارة العامة
Institute of Public Administration

مركز الملك عبد العزيز
للحوار الوطني

الخلا
ALULA

ALSHAYA
GROUP



وزارة الحج والعمرة
MINISTRY OF HAJJ AND UMRAH

اليوم

OUR
EXTENDED
FAMILY

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.

- Brand Strategy
- Naming
- Branding

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.

- Communication Strategy
- Communication Plan
- Internal / External Campaign





Fiftyfive.sa

Introduction







LET

THE MAGIC

02.2

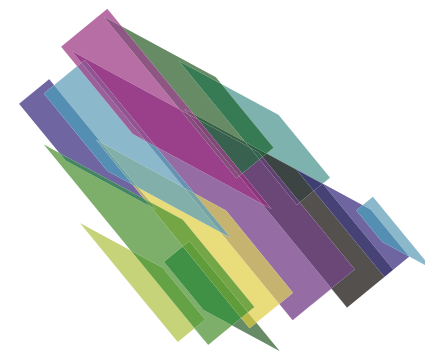
BEGIN

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02.4

CAMPAIGN &
COMMUNICATION

Communication Project

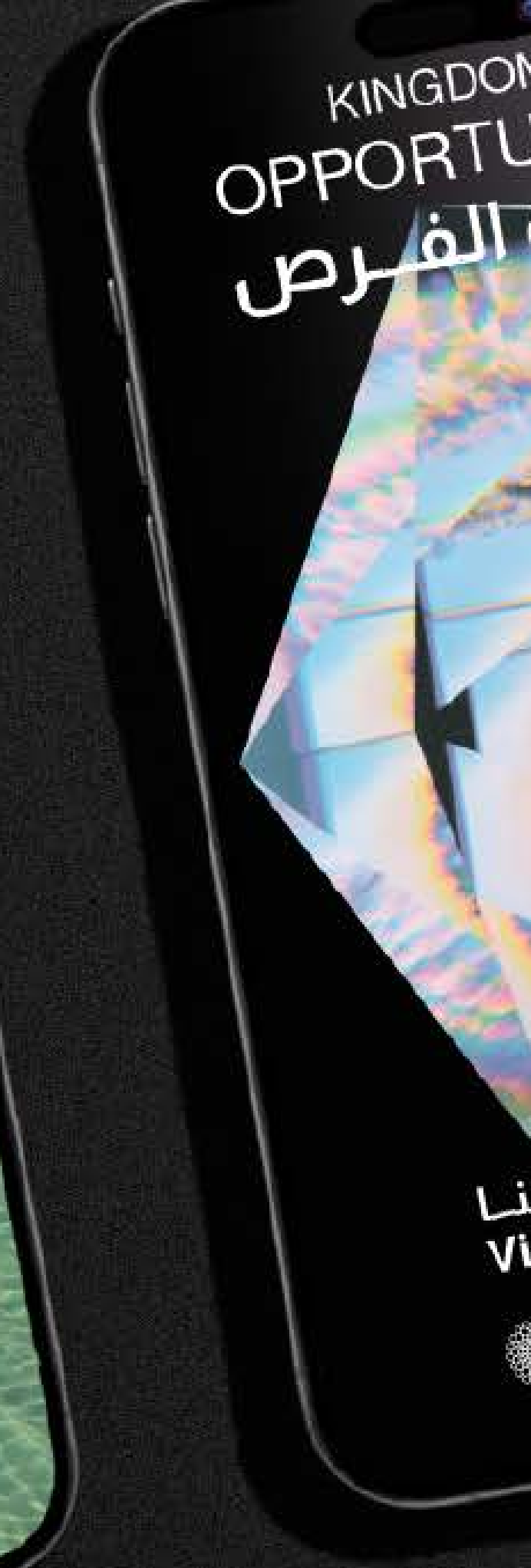
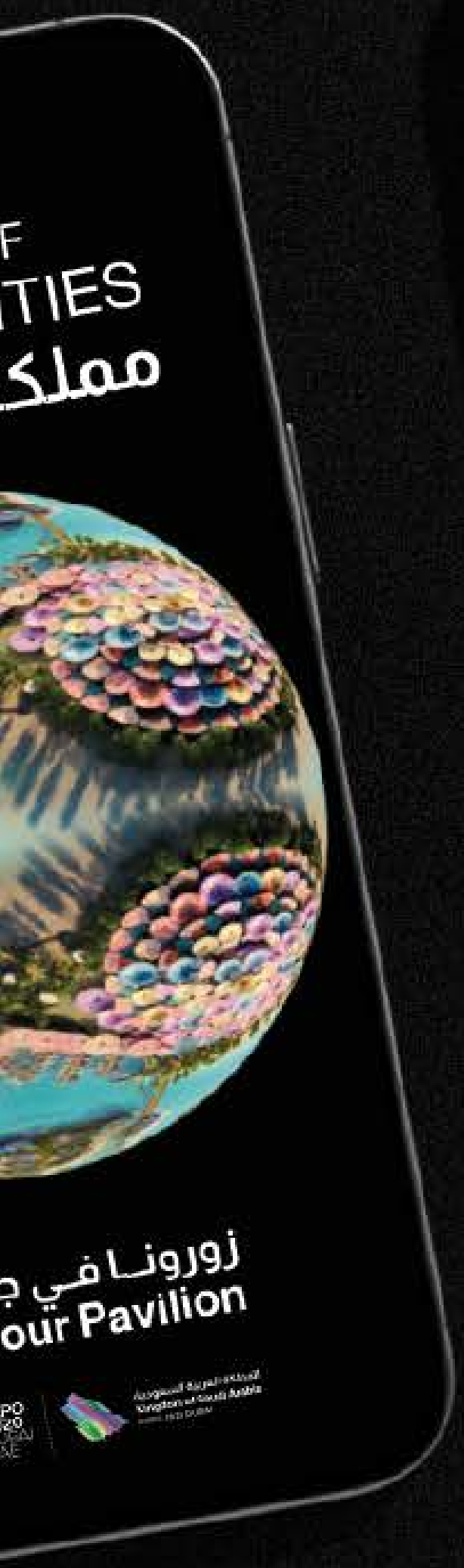


المملكة العربية السعودية
Kingdom of Saudi Arabia
EXPO 2020 DUBAI

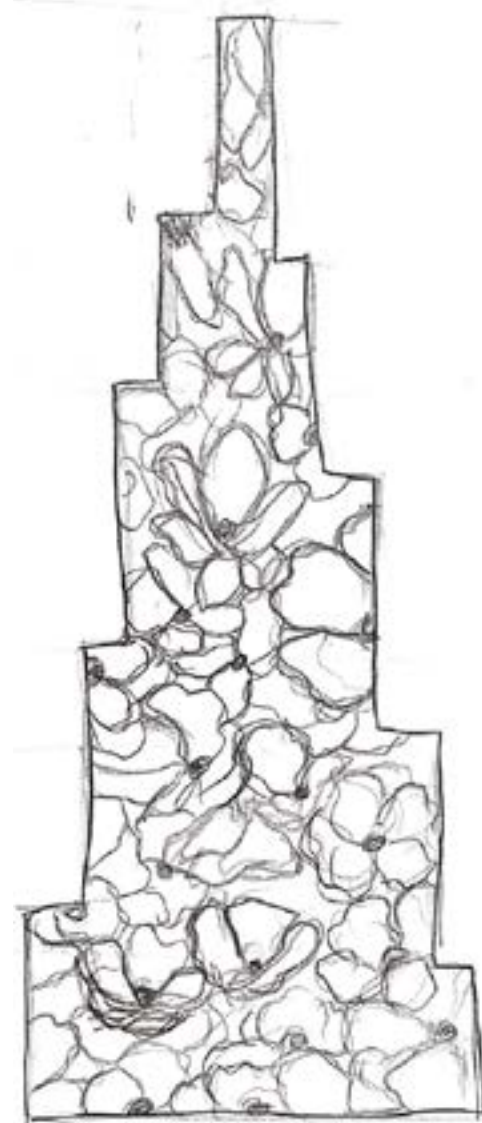
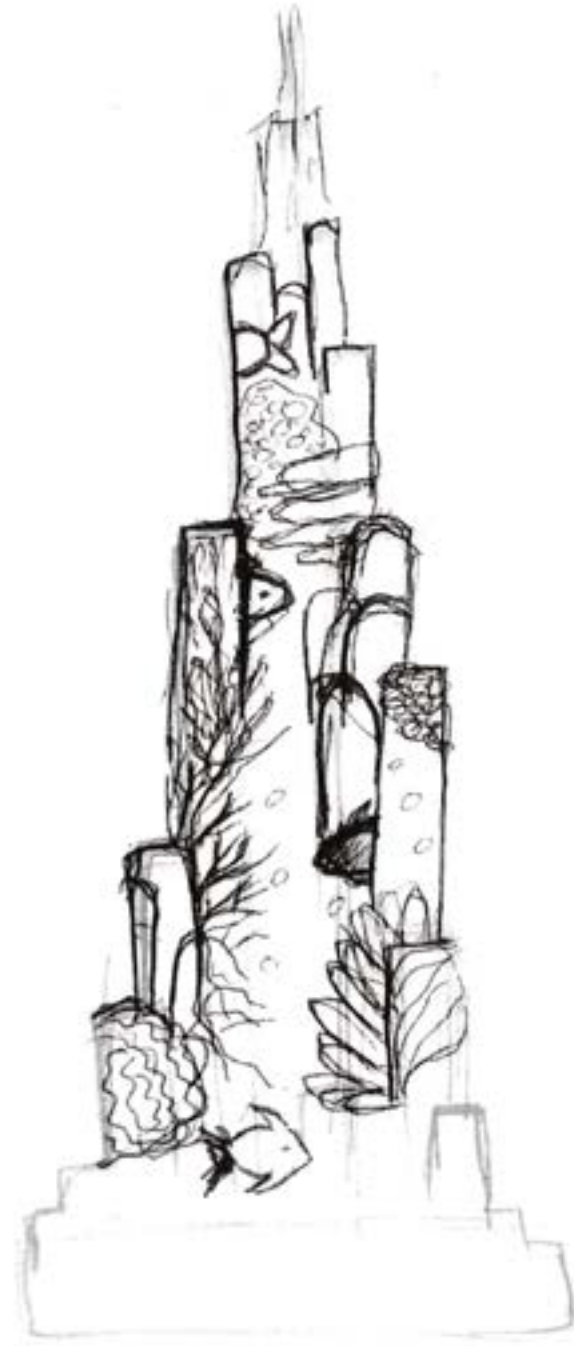
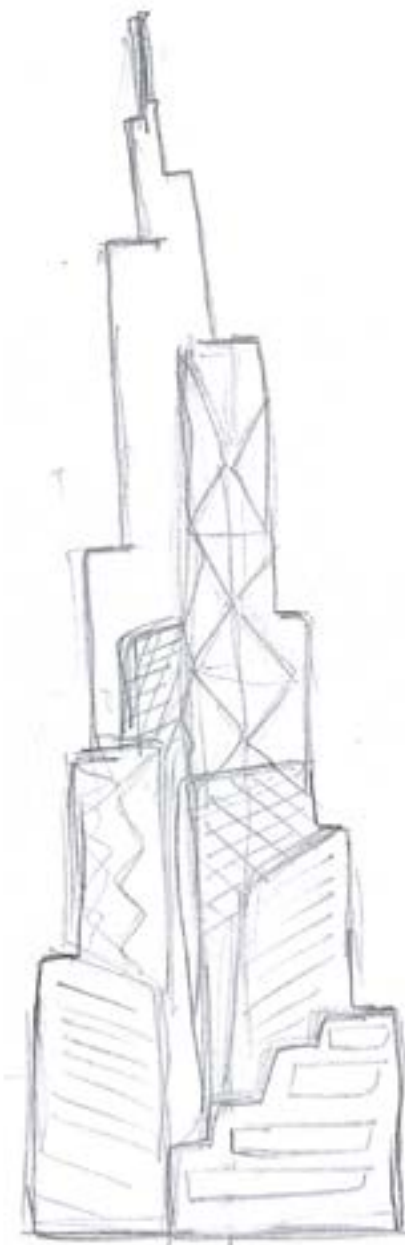
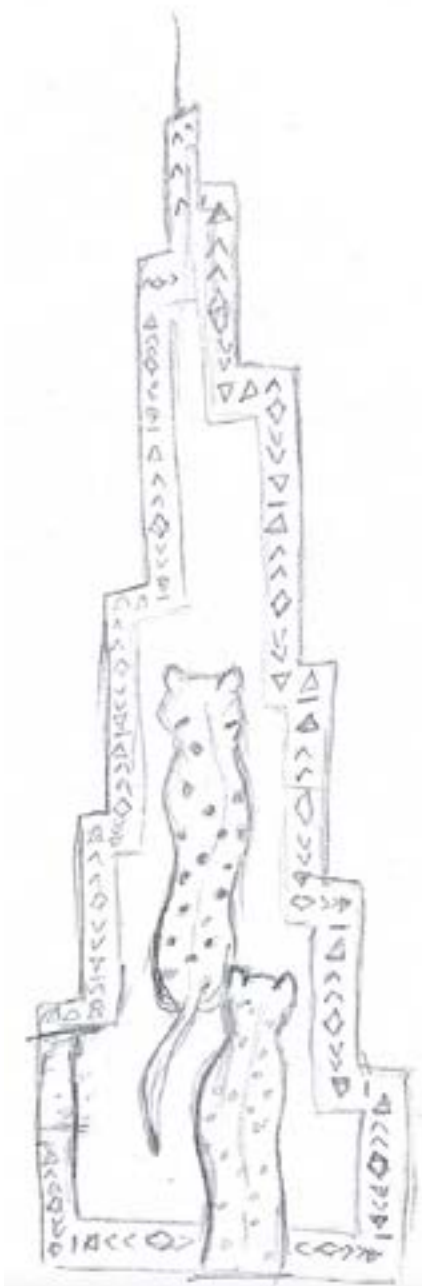
EXPO

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.









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

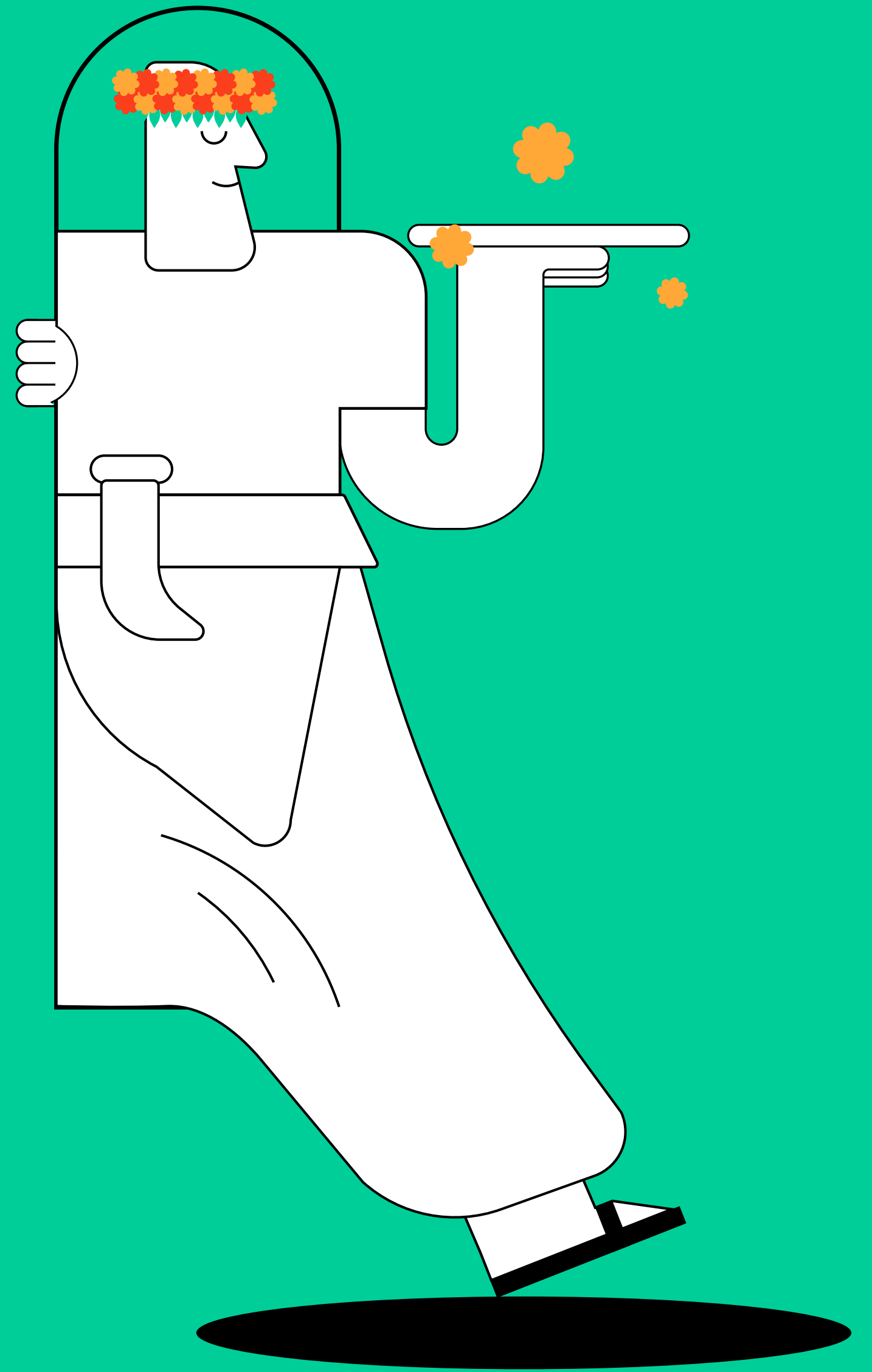
take advantage of the shape of Burj Khalifa and create a very compelling video.

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

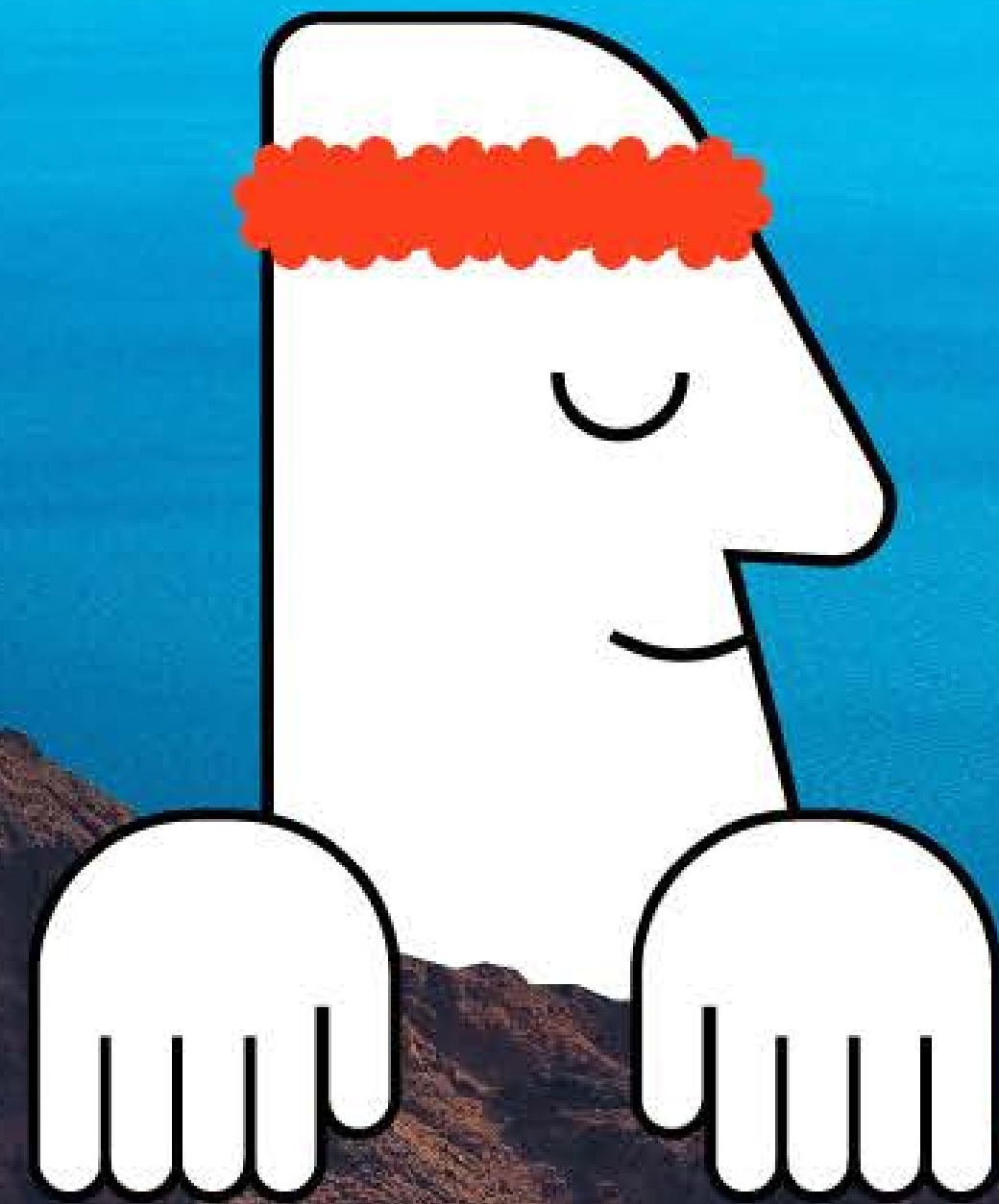


المملكة العربية السعودية
Kingdom of Saudi Arabia
EXPO 2020 DUBAI





أرض الخير،
أهل الطيب





KINGDOM OF FLOWERS,
WHERE YOU BELONG

ما هو دور المبادرة؟
The role of the Initiative?

١٤٤١
٢٠٢٠
www.sasipcc.gov.sa

المبادرة السعودية
Kingdom of Saudi Arabia
www.sasipcc.gov.sa

إن بصفتنا مُنتجاً عالمياً للنفط
أدرك تماماً نصيبنا من المسؤولية
في دفع عجلة مكافحة أزمة المناخ
مكتب الأمير محمد بن سلمان

"As a leading global oil producer,
the Kingdom fully recognizes its
share of responsibility in
advancing the fight against the
climate crisis."

H.H. Prince Mohammed bin Salman

١٤٤١
٢٠٢٠
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Kingdom of Saudi Arabia
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Clean Energy,
Green Future
طاقة نظيفة. مستقبل أخضر

١٤٤١
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Kingdom of Saudi Arabia
www.sasipcc.gov.sa

Working to make our
future green
نعمل ليكون مستقبل العالم أخضر



SAUDI GREEN INITIATIVE
المبادرة الخضراء السعودية
Kingdom of Saudi Arabia
© 2020 HKS UMW

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



وزارة الاستثمار
Ministry of Investment

مركز الخدمة الشاملة،
وجهتك لمزاولة أعمالك

misa.gov.sa/en



INVEST SAUDI
الهيئة العامة للاستثمار
General Investment Authority

مركز الخدمة الشاملة
One Stop Shop

خدمة
الاستشارات السريعة
Fast Consultation line



وزارة الاستثمار
Ministry of Investment

INVEST
SAUDI



المملكة العربية السعودية
وزارة الشؤون الاقتصادية
MINISTRY FOR ECONOMIC AFFAIRS



دليل تأشيرة زائر مستثمر

وكالة خدمات المستثمرين المتكاملة



9:41 AM Mon Oct 24

وزارة الاستثمار
Ministry of Investment

INVEST
SAUDI

الاستثمار
في عالم

25
ألف مستثمر
عالمي

50,407
خدمة التكنولوجيا
المستثمرين

90
شركة عالمية على
رأس القائمة
لبداية مشاريعها
الإلكترونية

11,4%
نسبة الزيادة في
الخدمات الإلكترونية

- Home
- Dashboard
- Investment Opportunities
- Services
- Support
- Account
- Settings
- Logout







SDA

We worked with the Saudi Digital Academy on creating a campaign advertising its new educational track teaching Cloud Computing, with the Amazon Academy. We focused on reflecting that the track teaches future skills by giving it a fresh futuristic look by utilizing 3D elements and features throughout the designs. We also made the cloud to be the focal point of the campaign by using it in the copy and design of the campaign. The campaign's goals are based on attracting ambitious students to participate in the track, and we achieved this by writing intriguing content and creating attractive designs that push people to register in the track to study cloud computing.

دريجتا



Slogan

Flat

دريكة
سحابة

3D



Call to Action (CTA)

سجّل الآن

Color

Gradient



Typography

IBM Plex
Sans Arabic

الحوسبة السحابية

Heading

Body

هي مصطلح يشير إلى المصادر والأنظمة الحاسوبية المتوافرة تحت الطلب عبر الشبكة والتي تستطيع توفير عدد من الخدمات الحاسوبية المتكاملة دون التقيد بالموارد المحلية بهدف التيسير على المستخدم، وتشمل تلك الموارد مساحة لتخزين البيانات والنسخ الاحتياطي والمزامنة الذاتية.

Header

SDA الأكاديمية السعودية الرقمية
SAUDI DIGITAL ACADEMY

مهارات
المستقبل

Footer

مركز الوطنية للتعليم الإلكتروني | amazon academy | دريكة سحابة

Design Element



Background Element



مهارات المستقبل

تعلم الحوسبة السحابية من الألف إلى الياء مع أكاديمية أمازون



SDA Saudi Digital Academy

amazon academy

Send message

مهارات المستقبل

كيف تكون خبير في الحوسبة السحابية؟



SDA Saudi Digital Academy

amazon academy

Send message

مهارات المستقبل

تبحث عن شهادة مهنية؟

اكتسب مهارات جديدة وابدأ رحلة تعلم بقول فوري



SDA Saudi Digital Academy

amazon academy

Send message

مهارات المستقبل

تعلم الحوسبة السحابية من الألف إلى الياء مع أكاديمية أمازون



SDA Saudi Digital Academy

amazon academy

Send message

مهارات المستقبل

المستقبل كلاود

تعلم الحوسبة السحابية مع أكاديمية أمازون واحصل على لوائحة الفورية!



SDA Saudi Digital Academy

amazon academy

Send message

مهارات المستقبل

المستقبل كلاود

تعلم الحوسبة السحابية مع أكاديمية أمازون واحصل على لوائحة الفورية!



SDA Saudi Digital Academy

amazon academy

Send message

مهارات المستقبل

كيف تتقدم في مسارك المهني؟



SDA Saudi Digital Academy

amazon academy

Send message

مهارات المستقبل

مهارات تحتاجها

لتمتيز في سوق العمل السعودي في مجال الحوسبة السحابية



SDA Saudi Digital Academy

amazon academy

Send message

مهارات المستقبل

علم يفيدك اليوم ودوم

الحوسبة السحابية، لغة للمستقبل تعلمها اليوم مع أكاديمية أمازون



SDA Saudi Digital Academy

amazon academy

Send message

مهارات المستقبل

كيف تكون خبير في الحوسبة السحابية؟ بالتعاون مع أكاديمية أمازون



SDA Saudi Digital Academy

amazon academy

Send message

مهارات المستقبل

علم يفيدك اليوم ودوم

الحوسبة السحابية، لغة للمستقبل تعلمها اليوم مع أكاديمية أمازون



SDA Saudi Digital Academy

amazon academy

Send message

SDA الأكاديمية السعودية الرقمية
SAUDI DIGITAL ACADEMY

مهارات المستقبل

تعلم الحوسبة
السحابية من
الألف إلى الياء
مع أكاديمية أمازون



amazon academy

SDA الأكاديمية السعودية الرقمية
SAUDI DIGITAL ACADEMY

مهارات المستقبل

كيف تتقدم
في مسارك
للمهني؟



amazon academy

SDA الأكاديمية السعودية الرقمية
SAUDI DIGITAL ACADEMY

مهارات المستقبل

تقدر تتعلم هذه
المهارات وأكثر
مع أكاديمية أمازون

سجل الآن

احصل على موافقة فورية
وأبدأ رحلة تعلم مثريتها
وأبدأ رحلة تعلم مثريتها



amazon academy

SDA الأكاديمية السعودية الرقمية
SAUDI DIGITAL ACADEMY

مهارات
المستقبل

حقق حلمك بعلمك

تعلم الحوسبة السحابية
مع أكاديمية أمازون

سجل اليوم



مركز
التقنية
الرقمية
SDA

وزارة
التقنية
الرقمية
MISA

المركز الوطني
للتعليم الإلكتروني
National eLearning Center

amazon academy

دراسة
سحابية



9:41

amazonksa 18h

SDA الأكاديمية السعودية الرقمية SAUDI DIGITAL ACADEMY

مهارات المستقبل

كيف تكون خبير في
الحوسبة السحابية؟
بالتعاون مع أكاديمية أمازون



SDA الأكاديمية السعودية الرقمية SAUDI DIGITAL ACADEMY amazon academy دريكة سحابة

Activity Highlight Send More



مهارات
المستقبل

هل سمعت عن مهارات المستقبل؟



SDA الأكاديمية السعودية الرقمية
SAUDI DIGITAL ACADEMY



وزارة التعليم
Ministry of Education

وزارة الاتصالات وتقنية المعلومات
Ministry of Communications and Information Technology

مبادرة الامازون
Amazon Initiative

مسار يبنى مستقبلك



ابدأ رحلة تعلم مع أكاديمية أمازون

مسار الحوسبة الحسابية



المسار موجه لـ



جميع
الضريحيين

2

المهتمين بتعلم
مهارات للمستقبل

1



تعلم أهم الأساسيات:



تخزين البيانات



قواعد البيانات



الحوسبة السحابية



للمراقبة والتحليل



تعلم الآلة



الشبكات السحابية

نموذج المعا



إلغاء الإرسال

ارسل الطلب

أقر أنا مقدم طلب التسجيل على صحة للعلومات أعلاه

الاسم الكامل

تاريخ الميلاد

الاقميل

الحالة الوظيف

Gulf Health Council

It is an independent specialized council that is organizationally linked to the General Secretariat of the Gulf Cooperation Council countries. It was established in Safar 1396 AH (February 1976 AD). Our team worked on building a communication strategy for the third phase of the Umbrella for You and Life campaign - mental health (stress, anxiety, and depression) for adolescents.

We chose Tik Tok as a means of communication, and the methods of communication varied between creating interactive challenges in addition to sharing many of the popular content "trends" on the platform in a renewed and up-to-date manner to serve the campaign's messages and enhance our reach to the target group.

إذا شرحت لأحد ان الصحة النفسية تحتاج مختص



تزيد مستوى الطاقة



ليه مهم تكتب كل يوم!!!



مجلس الصحة لدول مجلس التعاون Gulf Health Council

تربط حبك له بتحقيق أمور معينة



ممارسات ايجابية تحسن مزاجك خصص وقت لإنجاز المهام البسيطة



احرص على بناء عادات طفلك الصحية على سفرة الطعام



مجلس الصحة لدول مجلس التعاون Gulf Health Council

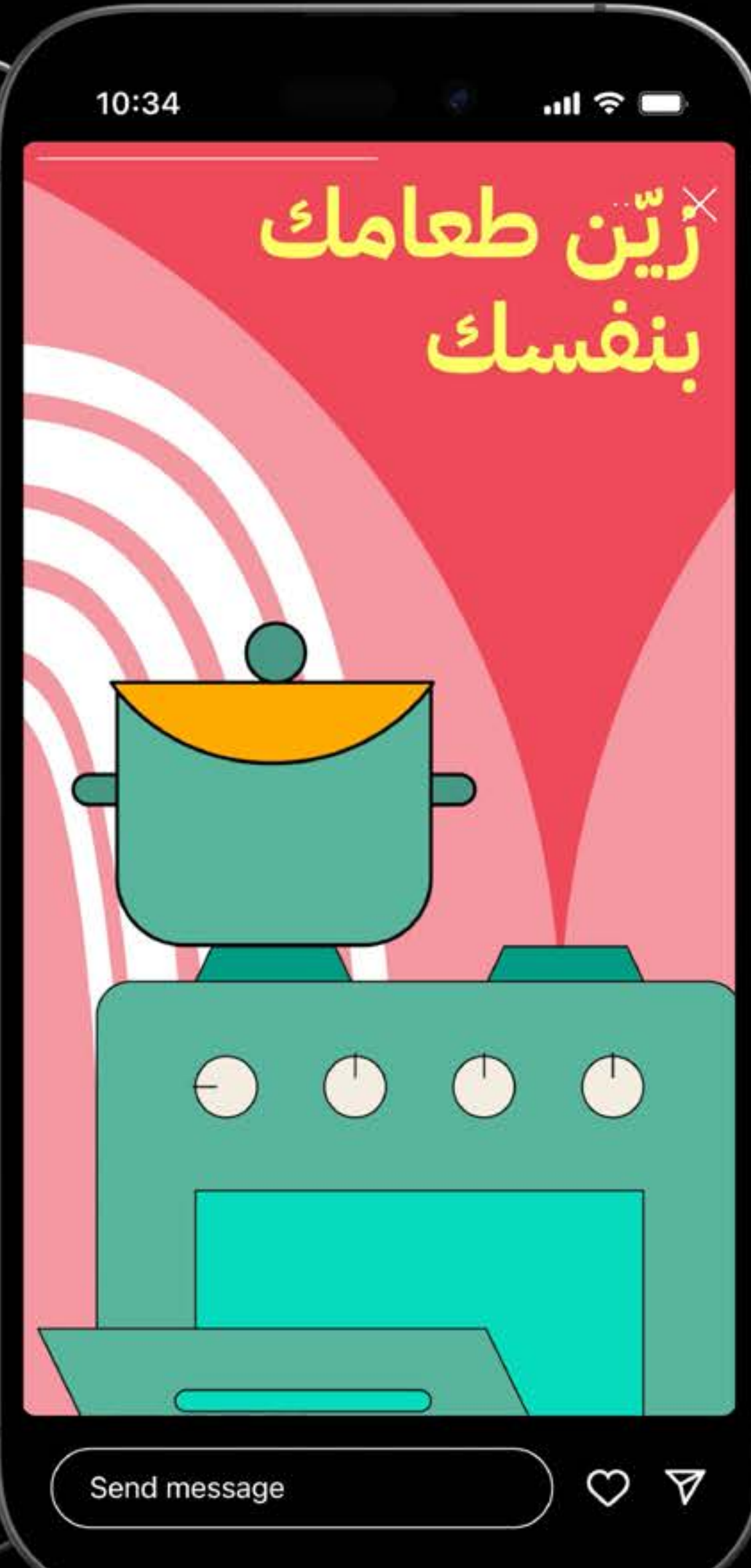




حركتك[∞] لك وللحياة[∞]

نفهمك وتهمنا، لذلك هذه
بعض النصائح للصحة الحركية
#لك_وللحياة





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

إنجازاتنا
تحت قيادة مليكنا سلمان
١٤٣٦ هـ - ١٤٤٢ هـ



السيارات ذات المقود
الأيمن ممنوعة

الجمارك السعودية
SAUDI CUSTOMS

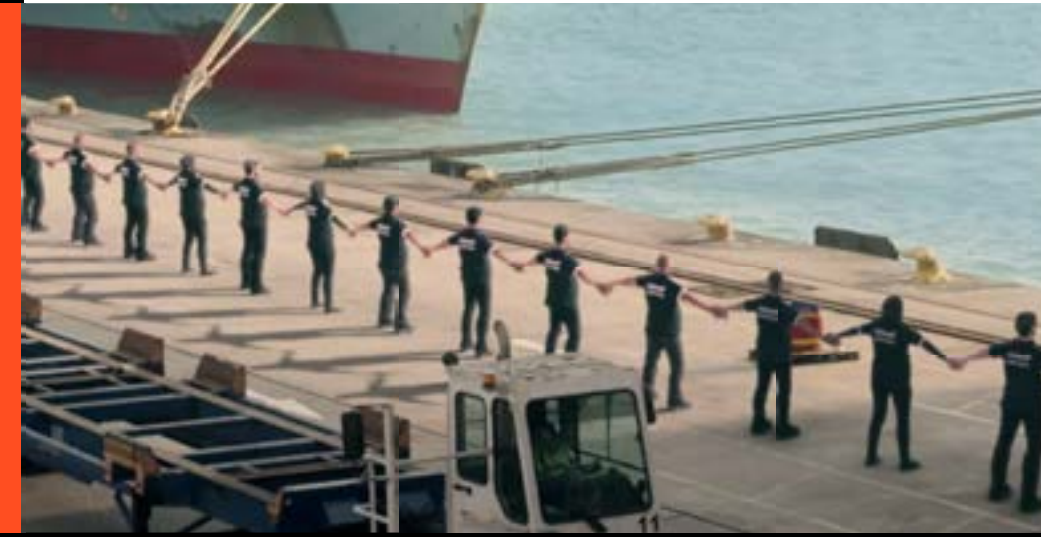
ليه
مايعدي ؟

الجمارك السعودية
SAUDI CUSTOMS



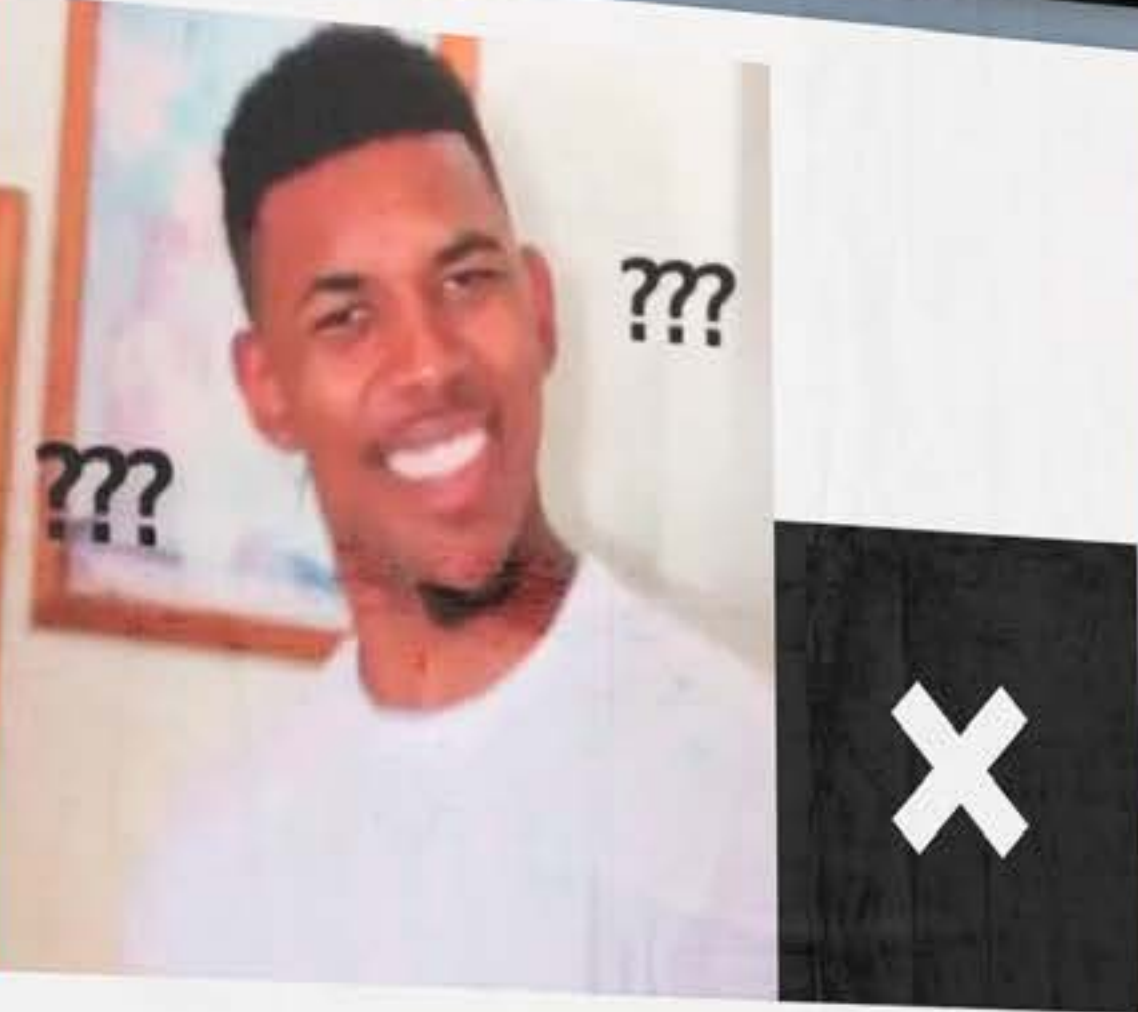
مايعدني

أبطال
الجمارك
السعودية





الجمارك؟
تيكتوك؟



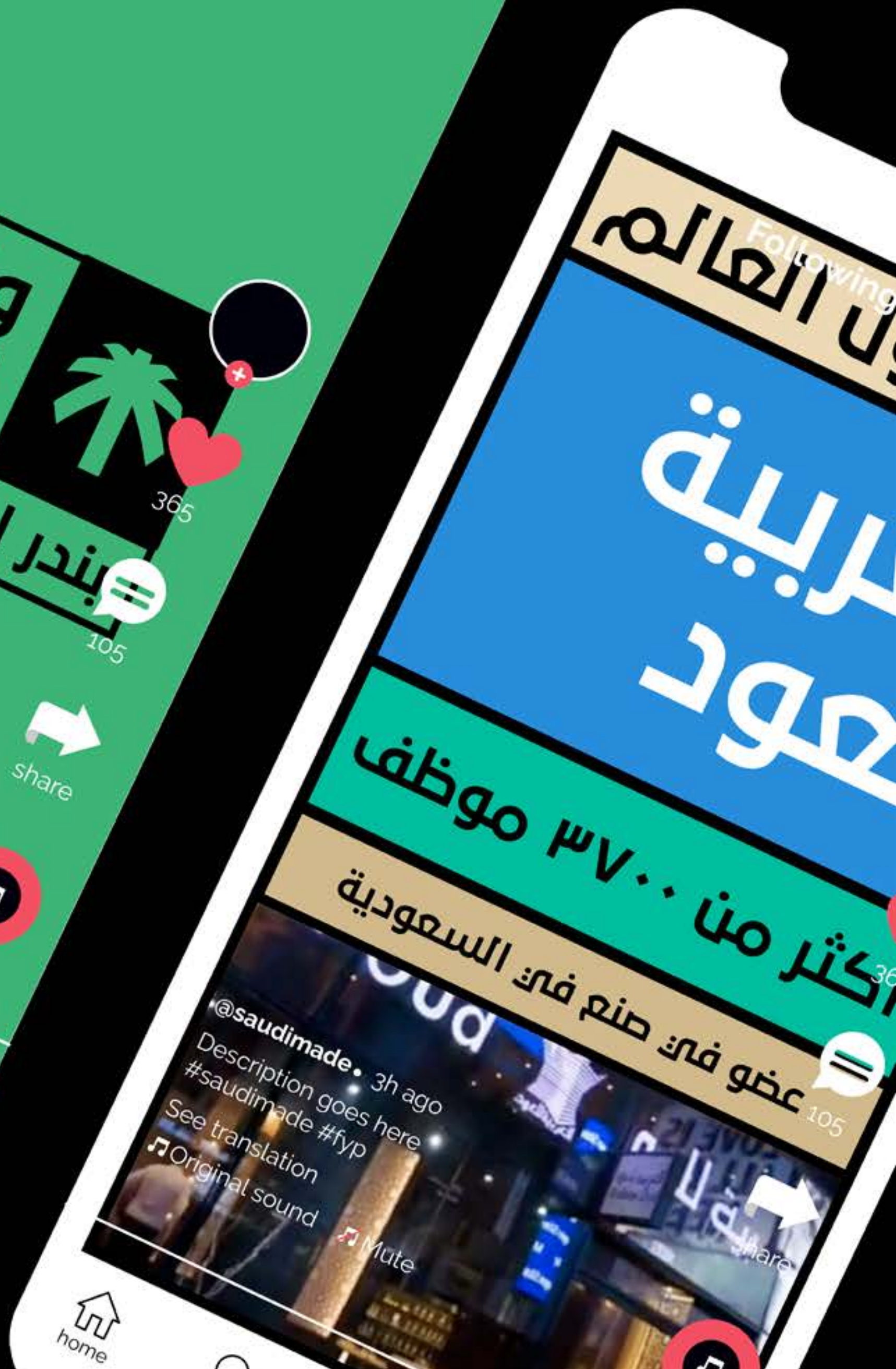
SaudiCustoms.sa

@SaudiCustoms

الجمارك السعودية
SAUDI CUSTOMS







SAUDI MADE

بير صنم في: السعوديا



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



سنة التأسيس 2010 م

انا كل مرة يجيبون منش بيكرز للمكتب



صناعة
سعودية

تمرية



عضو في: صنم في: السعودية

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: السعوديا

تمرية

سنة التأسيس 2008 م

الإنتاج 206 طن سنوياً

أبرز المنتجات: التمرية -
الشوكولاتة

حاصل على شهادة تحليل المخاطر
ونقاط التحكم الحرجة

شركة
سابن



شركاء العلامة التجارية

صناعة
سعودية



وزير
الصناعة



بندر إبراهيم الخريف

مزايا
برنامج



صنم فنن السعودية

يا برنامج صنم فنن

تعزير
علاقاتك
التجارية



متجر حول العالم

العربية
للعود

أكثر من ٣٧٠٠ موظف

عضو في صنم فين السعودية



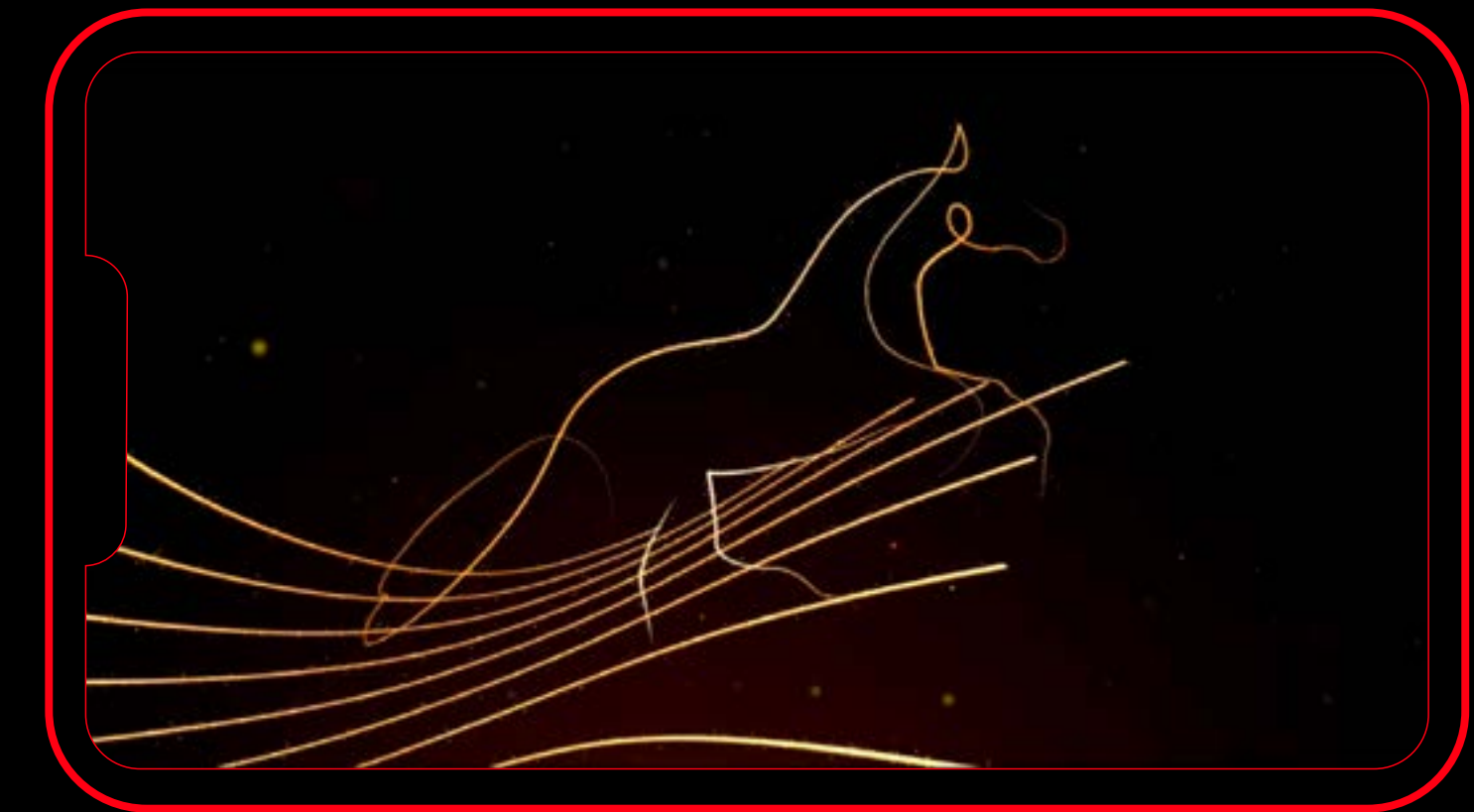
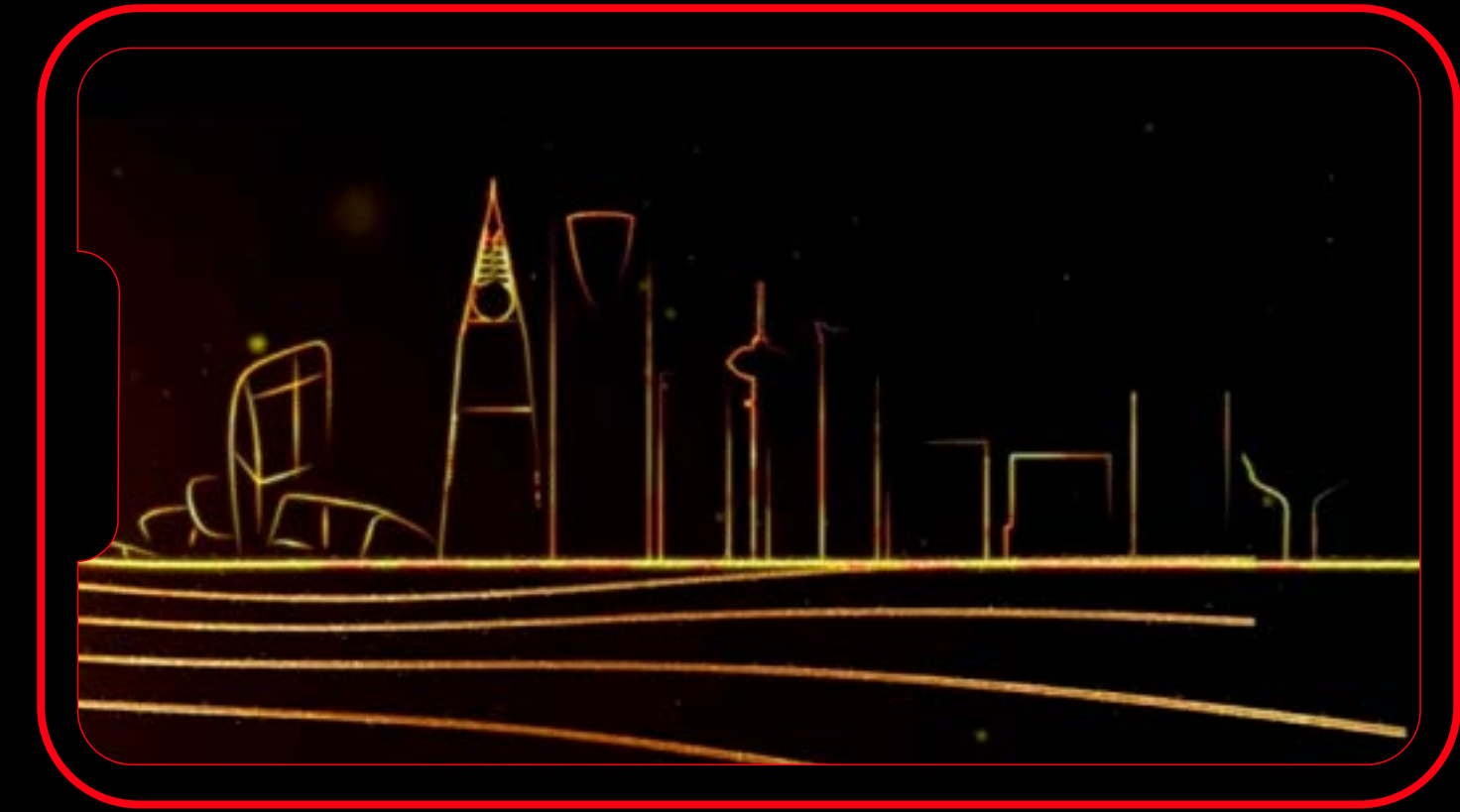
HOLISTIC
GUIDELINES
FOR A
CONSISTENT
BRAND



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.

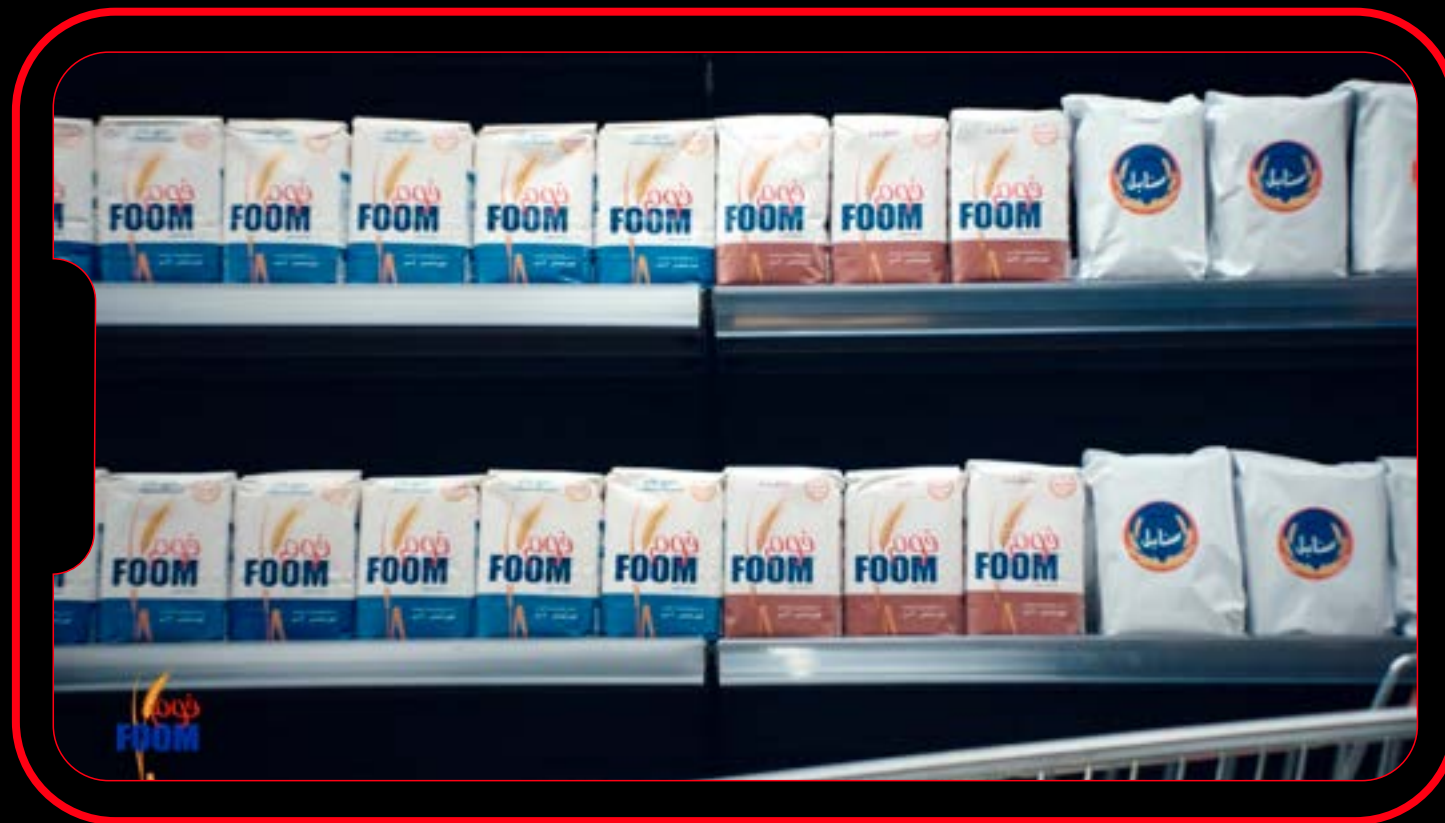
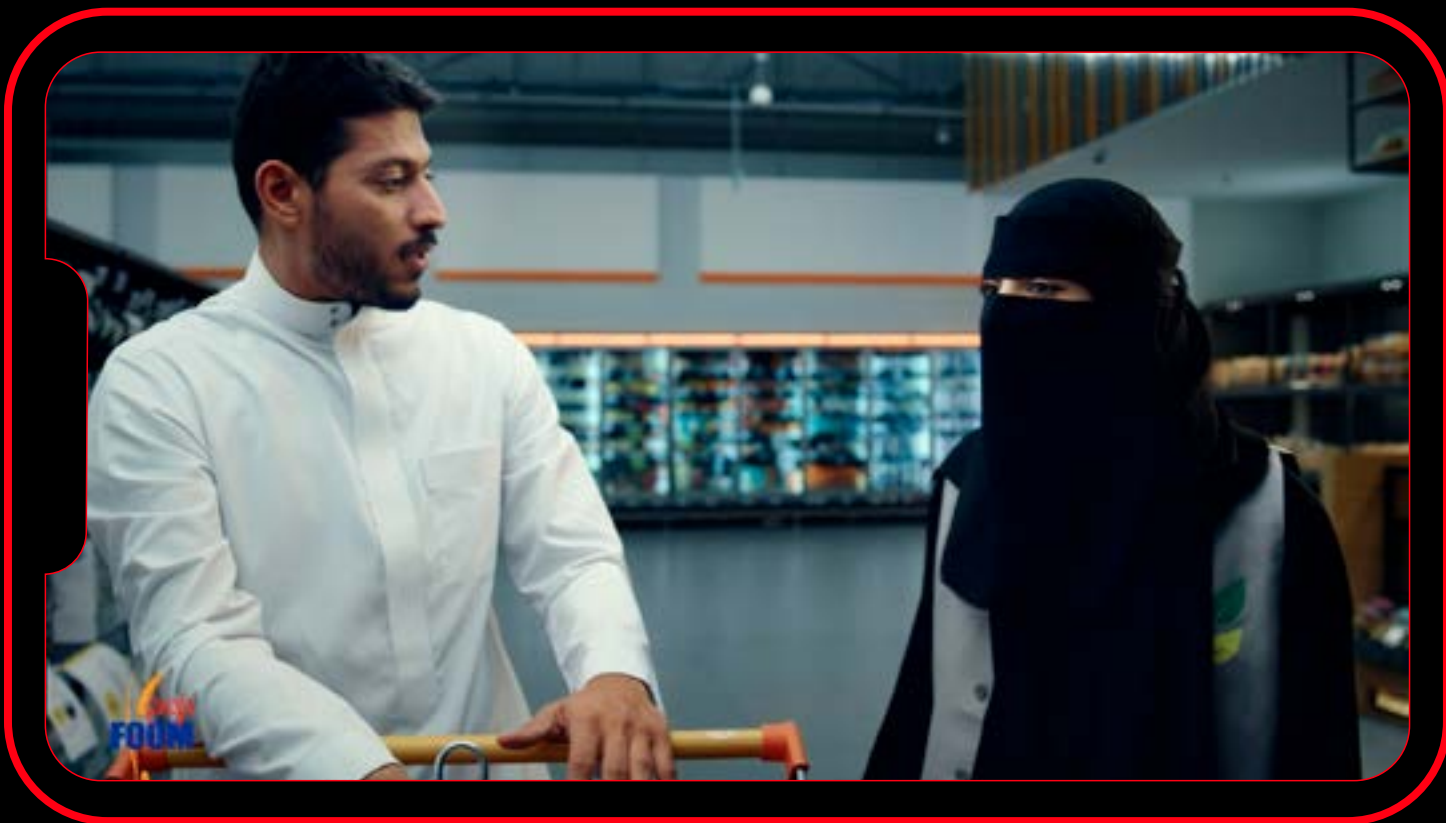


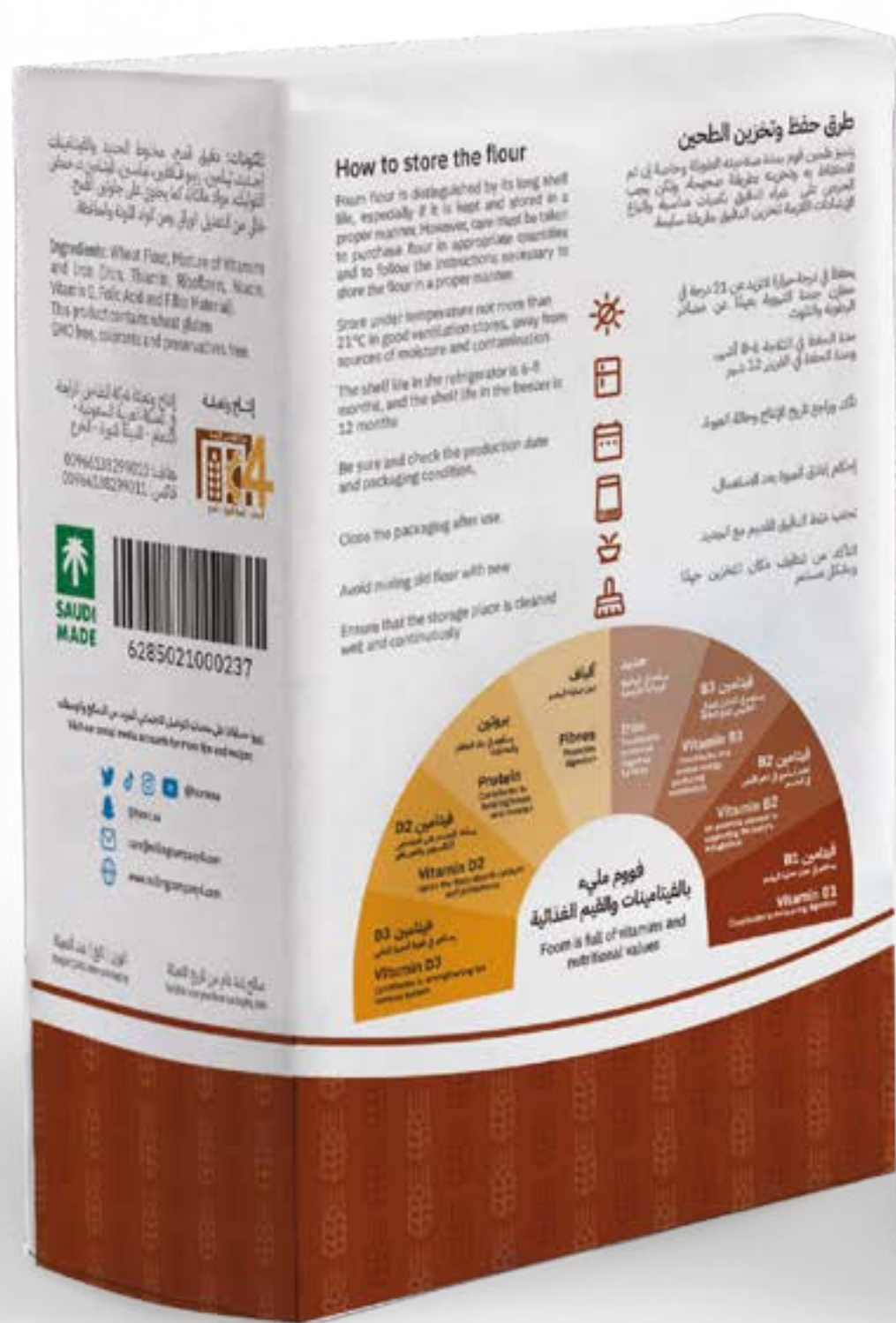
Branding Project



Foom

Rebranding





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.

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

مبادرة مهارات المستقبل

تستهدف توظيف قطاع الاتصالات وتقنية المعلومات

+16,800 عدد للمستفيدين من البرنامج

20 شهر مدة للشروع

التقنية في تيسير أداء المناسك

أهم التطبيقات الإلكترونية للحجاج

ولياال عشر

حج عام 1444 هـ

سلسلة إمداد نجاحات

برامج التوظيف في القطاعات والمهن المختلفة

135 ألف يتم توظيفهم من الشباب السعودي

20 ألف منهم بنهاية 2022

115 ألف منهم بنهاية 2021

ek.com.sa

إنجازات سعودية

حج 1443 هـ
م 2022

الخدمات الأمنية

| | | | |
|--|-------------------|-------------------------|------------------|
| 114 | 223 | 220 | 38 |
| عدد مراكز الضغط الطبي على مدار مكة المكرمة | عدد مراكز التبرير | عدد مراكز الدفاع المدني | عدد مراكز الشرطة |

أعداد القوى العاملة في القطاعات المختلفة

| | | |
|----------------------------|----------------|------------------------|
| خدمات البريد والنقل والشحن | الخدمات الصحية | خدمات المياه والكهرباء |
| 19,817 | 21,062 | 6,734 |

ولياال عشر

حج عام 1444 هـ

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



خدمات إمداد الإخرافية تشمل

- استشارات رأس المال البشري
- حلول التدريب ورفع المهارات
- إدارة الموارد البشرية
- مساعدات إدارية
- مشاريع المسؤولية الاجتماعية
- مبادرات المسؤولية الاجتماعية

صنادق 2014

وإمداد مستمرة كل فجر في تقديم خدماتها وطولها لرأس المال البشري

نهد المنشآت برأس المال البشري المتكاملين

ونبي معاً شركة
ناجحة ومستدامة



مراكز طاقات تنشيطها

أخذ مبادرات صندوق تنمية الموارد البشرية لتوظيف السعوديين وتدريبهم

عدد مراكز التوظيف: 6

دورة تدريبية اسم تقديمها: 33,000

مبادرة استناداً من المبادرات: 210,000

أبحث عن عمل اسم توظيفهم: 82,000

تجليات روحانية في الحج



برامج التوظيف في القطاعات والمهن المختلفة

135 ألف

20 ألف

115 ألف

حلول إمداد الرقمية لرأس المال البشري

لنقدم خدماتنا عليكم أليكمه والمساعدة بهدف زيادة الكفاءة وسرعة الإيجار



Tawal

Tawal is a company that owns and manages the infrastructure of towers and lease spaces to telecom companies, government and private sectors. It also benefits from economies of scale by an expansion to reach new cities and rural areas and remote destinations. Tawal is the foundation of limitless possibilities with a new era of technologies and adjacent innovative services.

Our role was to create a campaign that aims to promote an app for their employees and encourage them to download it and use it. To ensure it reaches every employee we developed marketing emails that included infographic, plus an XD file that gives instruction in simplified ways for every feature. That campaign was designed with clean elements and well contrasted colors and instructure.

TAWAL

تابع
طلباتك وموافقاتك في مكان واحد

تطبيق سفراء
فيه كل خدماتنا.. وأكثر!

يسهل عملياتك | يخدم طلباتك
يربطك بزملائك | يوصلك لاحتياجاتك

حمل التطبيق
سفراء Sufara

حول عملياتك من
سهلة ← أسهل

تواال

حملت تطبيق سفراء؟
لو حملته بتعرف..

سهولته | وسرعته | وبساطته

وأهم ميزة حصريه في التطبيق هي:
تخليص المعاملات تلقائيا

لو كنت محتاج خطاب, النظام
التقني يصدر ورقتك فورًا
بالتواقيع والأختام المطلوبة

كيف؟

من نوال لكل موظف
نعمل على تحسين خدماتنا الداخلية
لنعكسها على أعمالنا الخارجية

**بخطوات بسيطة
تطبيق سفراء**

يسهل عملياتك | يخدم طلباتك
يربطك بزملائك | يوصلك لاحتياجاتك

حمل التطبيق
سفراء Sufara

حول عملياتك من
بسيطة ← أبسط

تواال

Track
your requests for approval with Sufara App

Sufara App
All the services you need and more...

Download the app | سفراء Sufara

All your requests from
Easy → **Easier**

TAWAL

Have you downloaded Sufara app yet?

If you download Sufara App, you'll find it's:

Easier | Faster | Simpler

And most exclusive feature is:
Self Servicing Letters

How so? Sufara App can provide you with a signed and stamped letter if needed.

Get the app & get your requests
Fast → **Faster**

TAWAL

To TAWALers
We are working on enhancing our internal services, which lead to better outcomes.

Sufara App in simple steps:

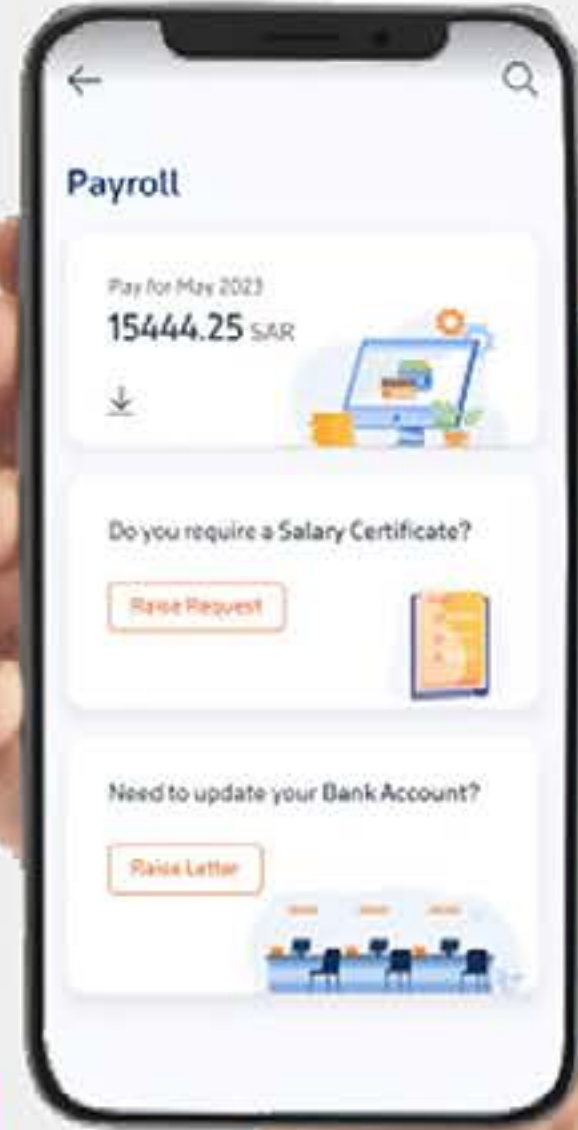
Makes every request easier | Serves you with what's needed
Link you with your coworkers | Gets you to what you want

Download the app | سفراء Sufara

تجاهل أساس

كل ممكن

حملت تطبيق سفراء؟





نترجم قيمنا عبر حلولنا
نبتكر حلول لموظفينا

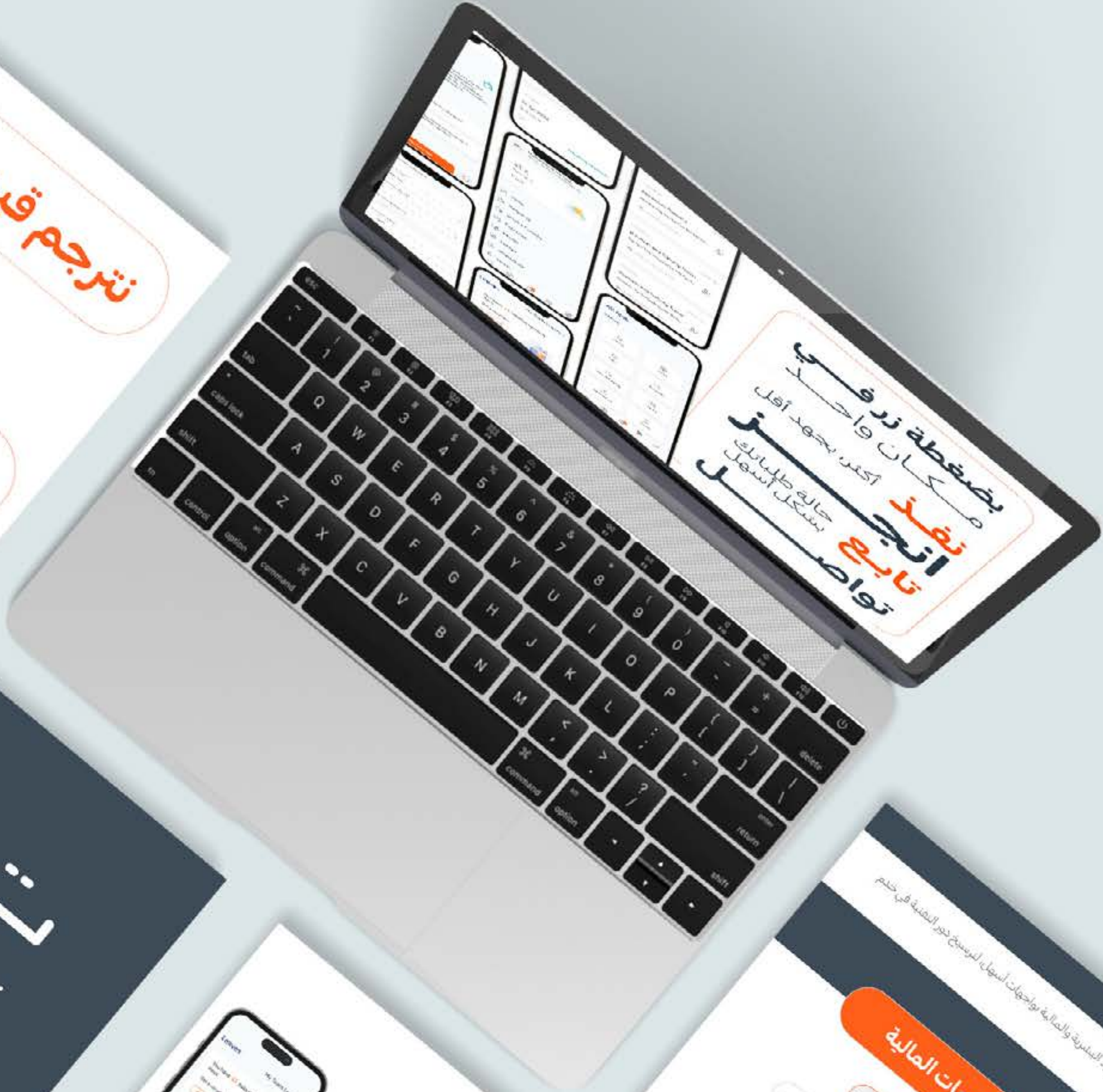
- ترفع من الإنتاجية
- تزيد من الكفاءة
- تحسن التجربة

نفذ أكثر، بجهد أقل
طوّرت

شبكة متكاملة من الخدمات،
لنقوم بتفيذ كافة معاملتك من قسم الموارد البشرية
وقسم المالية وغيرها من الأقسام الأخرى عبر
واجهة مستخدم واحدة وتطبيق واحد:

- ✓ ارفع طلباتك
- ✓ راجع طلبات فريقك المرفوعة
- ✓ اكتب ملاحظتك الإضافية أو توجيهاتك

تجاهاتك أساس
ممكن



بضغطة زر فوري
ممكن واحد
انجبت
أكثر بجهد أقل
حالة طلباتك
تتصل بسهولة

بضغطة زر
فلا يمكن
واحد

اجازتك

فواتيرك

خطاباتك

تقدم جميع خدمات الموارد البشرية والمالية بواجهات سهلة لتوسيع دور البنية في خدم
الإنتاجية في الشركة.

خدمات عالية

- طلب بطاقة ائتمانية
- الحضور والانصراف
- تسهيلات مالية
- كشف الرواتب

خدمات الموارد البشرية

كل الخدمات
بضغطة زر

Nova

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

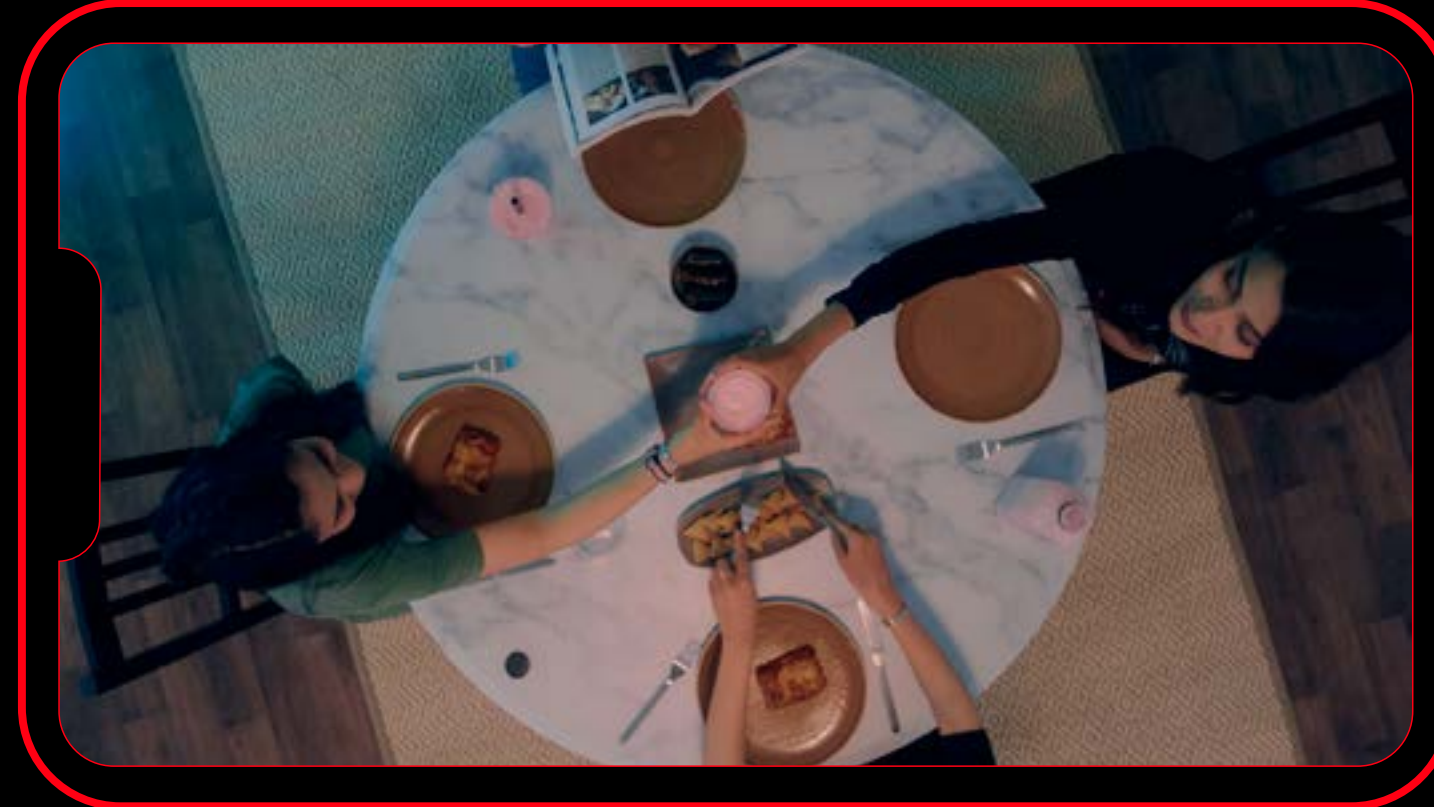


رطب بيكان
Rutab Pecan



SIGNATURE
سِيْجَنَاتُور

نكهة رمضان | Ramadan flavor

A promotional graphic for Signature Rutab Pecan coffee. It features a white 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 رمضانبة | Ramadan flavor



SIGNATURE
سجنتير

عروض الاسبوع
من الابد الى الاربعةاء
اثنين بسعر واحد كوب أو عبوة



العرض متوفر بالفروع فقط من ١٣ ديسمبر حتى ١٦ ديسمبر

SIGNATURE
سجنتير



ورد بيربي
Ward Berry

نكهة جديدة | New flavor



B

02.5

BRANDING

Branding Project



Elm

Rebrading

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

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





لنأخذ الخطوة
القادمة معاً



04

وفي الابتكار عمق لا ينتهي

نؤمن نحن في علم أن الابتكار سيأخذنا لعالم ما بعد النجوم



Hex Grid



Same Stratonet,
Stronger Infrastructure

Flexibil

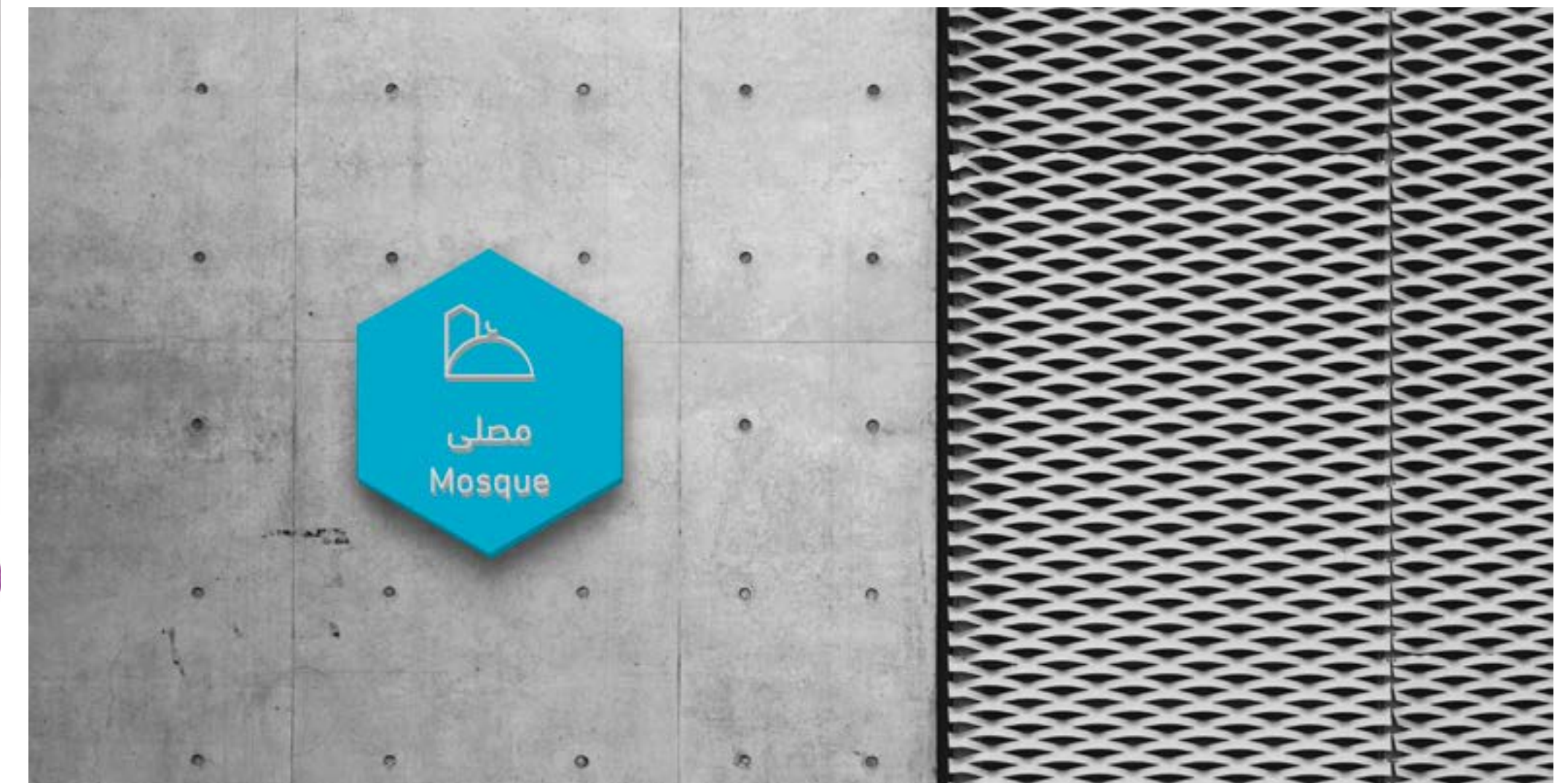
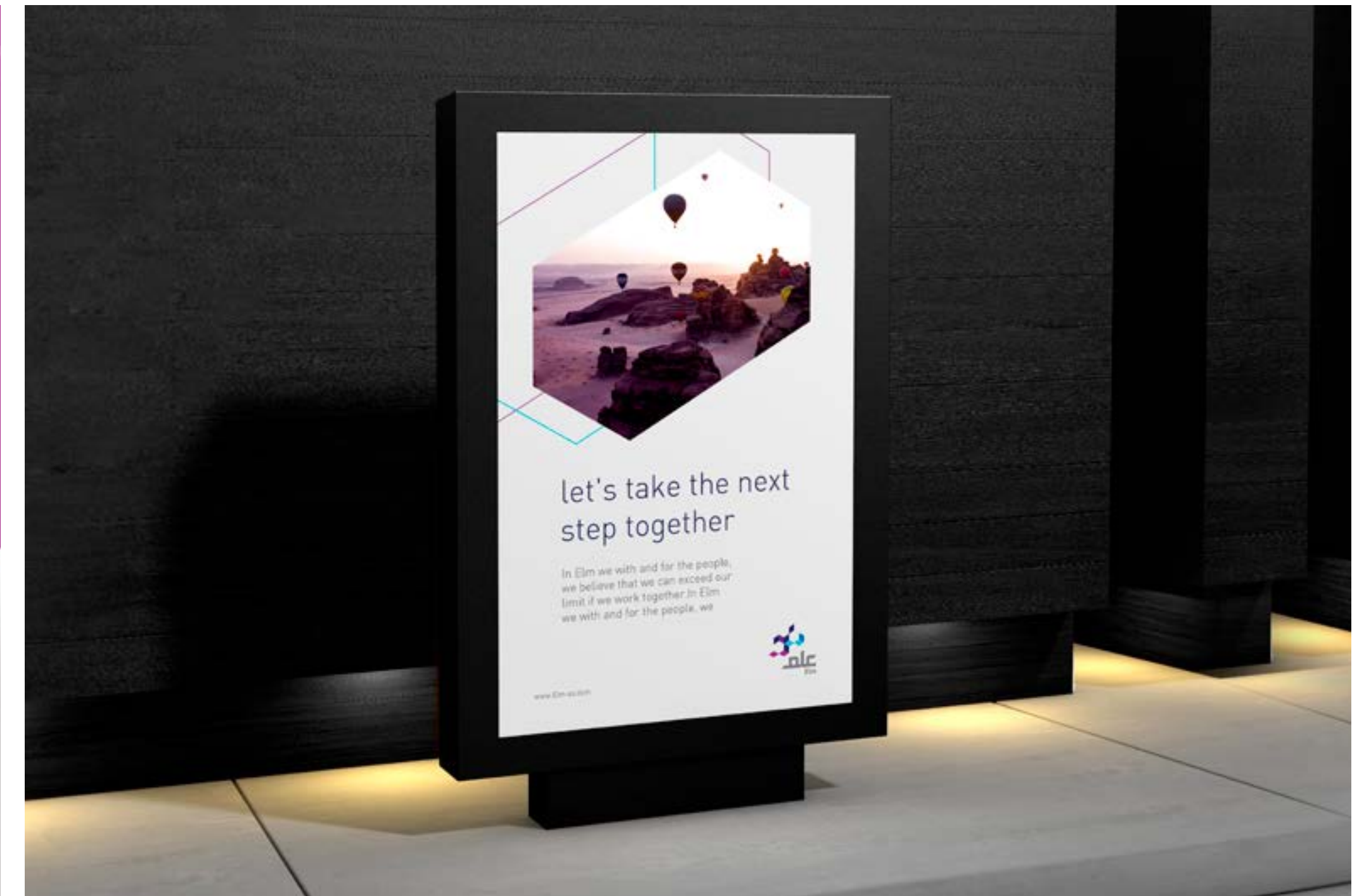
Innovation Holds Infinite Depths

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



Hex grid

Hex grid

Use the grid to create a pattern of hexagons. The grid is composed of 10 columns and 10 rows of hexagons. The grid is used to create a pattern of hexagons that are colored in a repeating sequence of blue, purple, and white.

3.05 Graphic system

Examples of cropping

Use the grid to create a pattern of hexagons. The grid is composed of 10 columns and 10 rows of hexagons. The grid is used to create a pattern of hexagons that are colored in a repeating sequence of blue, purple, and white.

3.09 Graphic system

Stratified stroke thickness

Use the grid to create a pattern of hexagons. The grid is composed of 10 columns and 10 rows of hexagons. The grid is used to create a pattern of hexagons that are colored in a repeating sequence of blue, purple, and white.

3.25 Office sign

Office sign

Use the grid to create a pattern of hexagons. The grid is composed of 10 columns and 10 rows of hexagons. The grid is used to create a pattern of hexagons that are colored in a repeating sequence of blue, purple, and white.

7.01 Photography

Commercial

Use the grid to create a pattern of hexagons. The grid is composed of 10 columns and 10 rows of hexagons. The grid is used to create a pattern of hexagons that are colored in a repeating sequence of blue, purple, and white.

1.01 Introduction

Decoding the brand mark

Use the grid to create a pattern of hexagons. The grid is composed of 10 columns and 10 rows of hexagons. The grid is used to create a pattern of hexagons that are colored in a repeating sequence of blue, purple, and white.

2.02 Brand mark

Elm tag line

Use the grid to create a pattern of hexagons. The grid is composed of 10 columns and 10 rows of hexagons. The grid is used to create a pattern of hexagons that are colored in a repeating sequence of blue, purple, and white.

5.15 Advertising

Flyer photo (exception)

Use the grid to create a pattern of hexagons. The grid is composed of 10 columns and 10 rows of hexagons. The grid is used to create a pattern of hexagons that are colored in a repeating sequence of blue, purple, and white.

2.02 Brand mark

Elm tag line

Use the grid to create a pattern of hexagons. The grid is composed of 10 columns and 10 rows of hexagons. The grid is used to create a pattern of hexagons that are colored in a repeating sequence of blue, purple, and white.

3.14 Graphic system

Icons style & color usage

Use the grid to create a pattern of hexagons. The grid is composed of 10 columns and 10 rows of hexagons. The grid is used to create a pattern of hexagons that are colored in a repeating sequence of blue, purple, and white.

5.01 Advertising

Graphic Element

Use the grid to create a pattern of hexagons. The grid is composed of 10 columns and 10 rows of hexagons. The grid is used to create a pattern of hexagons that are colored in a repeating sequence of blue, purple, and white.

9.27 Digital

Instagram post

Use the grid to create a pattern of hexagons. The grid is composed of 10 columns and 10 rows of hexagons. The grid is used to create a pattern of hexagons that are colored in a repeating sequence of blue, purple, and white.

Branding Project



CDF

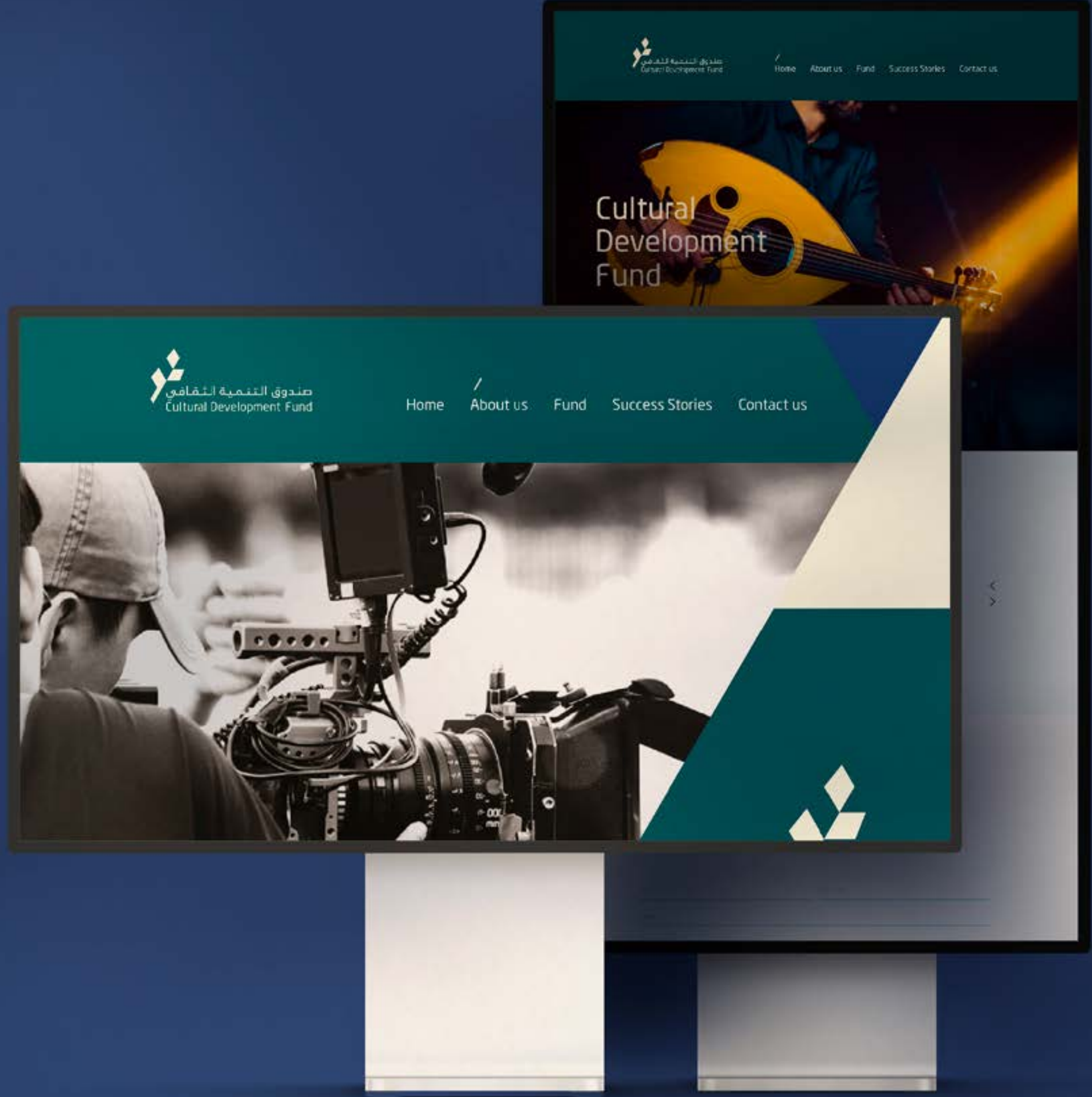


Cultural Development Fund supports cultural sectors, by providing a sustainable investments aiming to enhance the cultural growth.

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



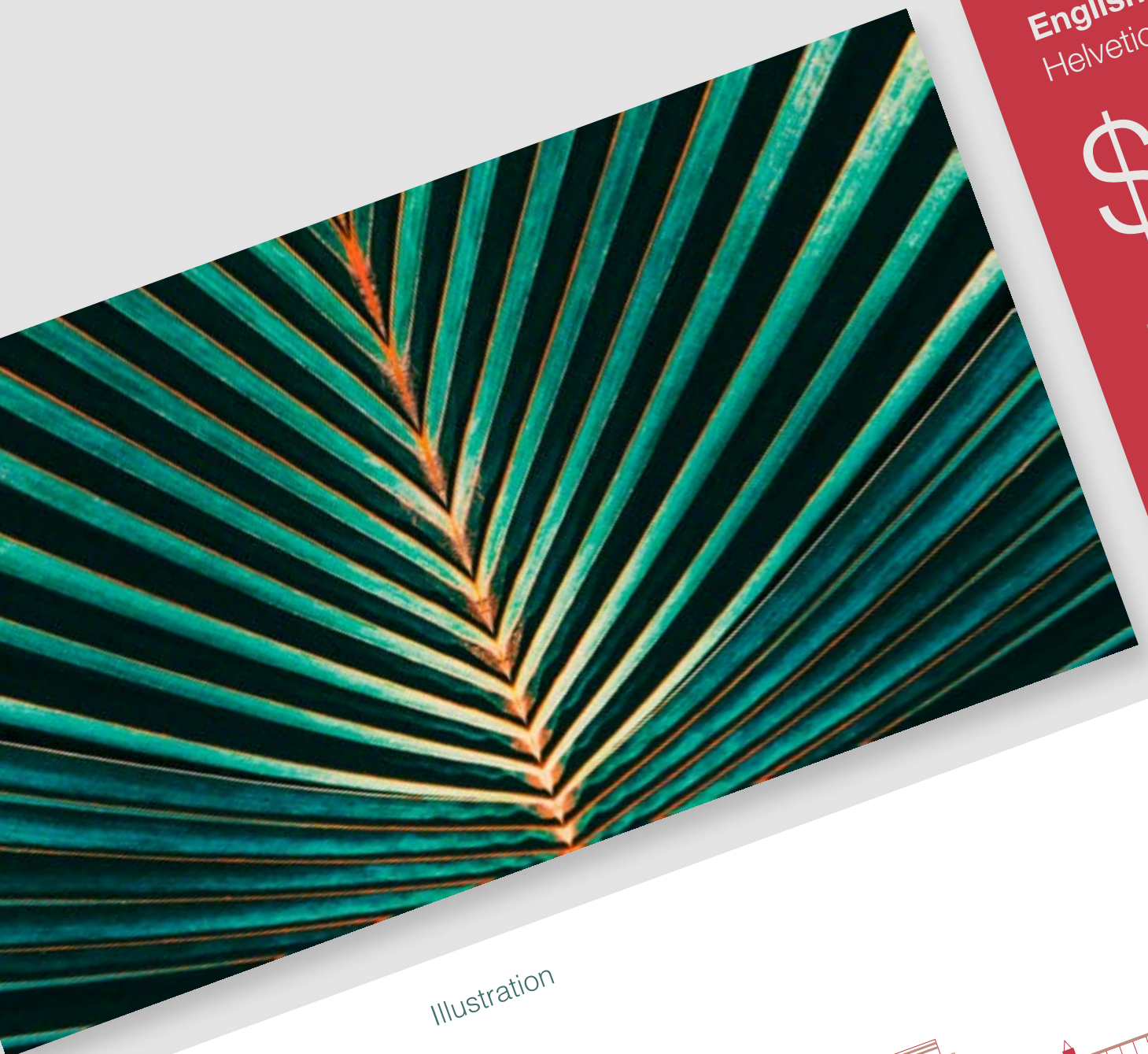




Branding Project



الفوزان القابضة
AL FOZAN HOLDING



English: Helvetica + Helvetica
 \$ % | O A B
 # * + =
 A 20
 0123 AlFozan Holding
 | | = _ ± (* & ^ % @

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

Arabic Typeface
 Helvetica Neue Arabic

عربية
 1 2 3 4
 ف ه *
 الفوزان القابضة
 ض رض

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.



Highway Station

AL FOZAN HOLDING CO. SAUDI ARABIA
P.O. BOX 10000, RIYADH 11452, SAUDI ARABIA
WWW.ALFOZAN.COM

AL FOZAN HOLDING CO.
P.O. BOX 10000, RIYADH 11452, SAUDI ARABIA
WWW.ALFOZAN.COM



AL FOZAN
HAWTIA



Khaled Naser
Account Director

AL FOZAN HOLDING CO.
AL FOZAN HOLDING CO.

AL FOZAN HOLDING CO.
P.O. BOX 10000, RIYADH 11452, SAUDI ARABIA
WWW.ALFOZAN.COM

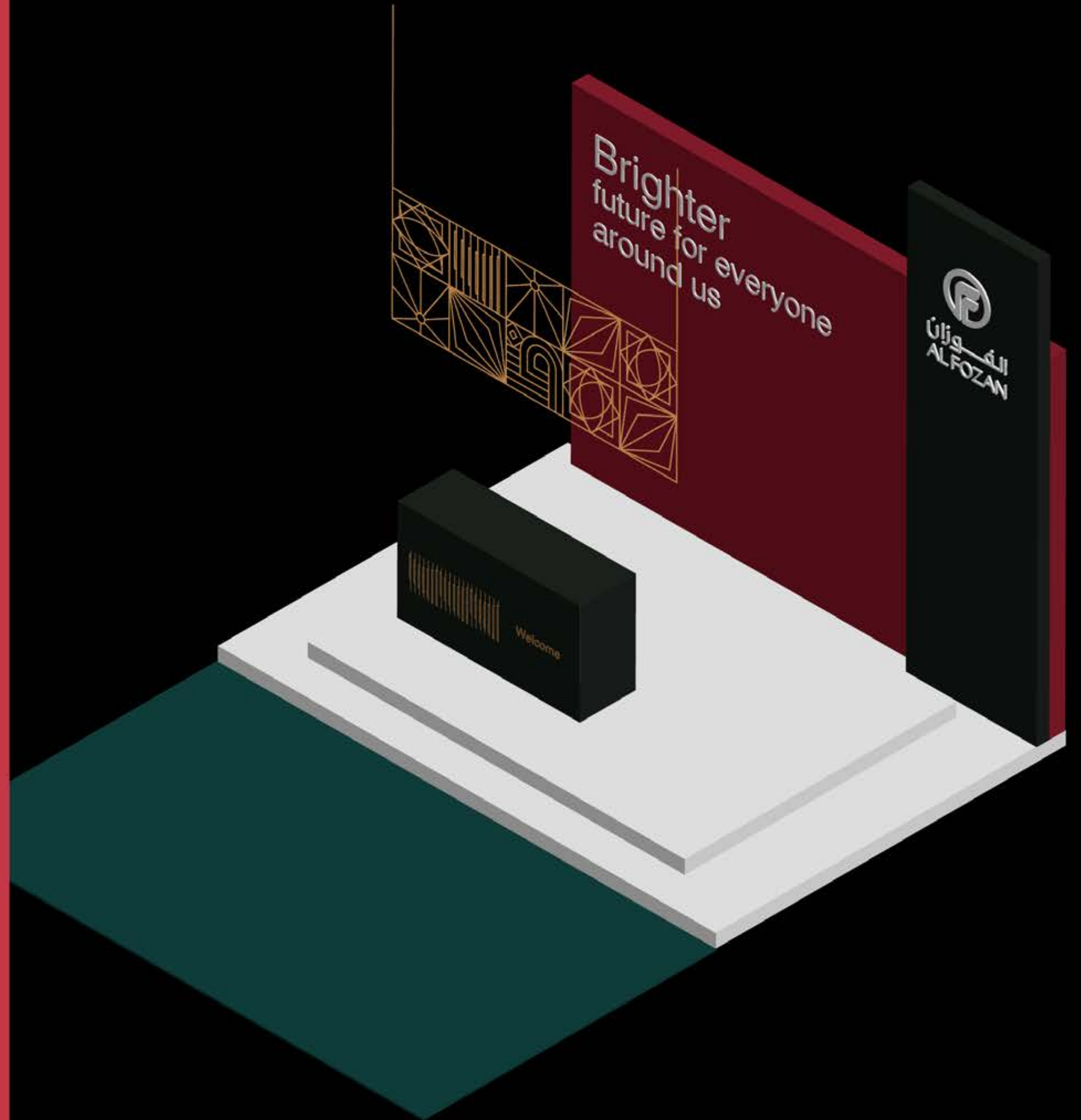


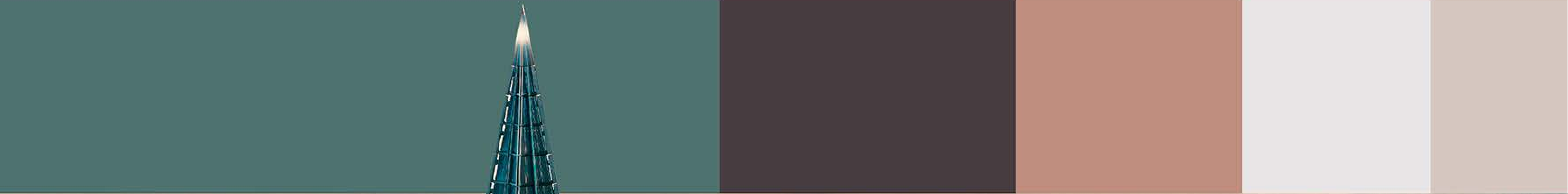
AL FOZAN
AL FOZAN





الفوزان
AL FOZAN













الفوزان
AL FOZAN



الفوزان
AL FOZAN



Branding Project



Sipchem

Rebrading

Sipchem

Sipchem is a leading company in petrochemicals. It takes the chemicals industry to a new level by creating value through products that are sustainable, innovative and quality relying on growing capabilities and motivated employees.

We developed and refined the identity from an already existing logo. Our work was on the development of the identity and its application, that included designing stationery, business cards and envelopes and head letters, plus the elements and icons that will be used in social media, plus developing a harmonious color pallet that is well suited for Sipchem.





قيادة التميز

من خلال الابتكار والاستدامة

Strategic Pillars

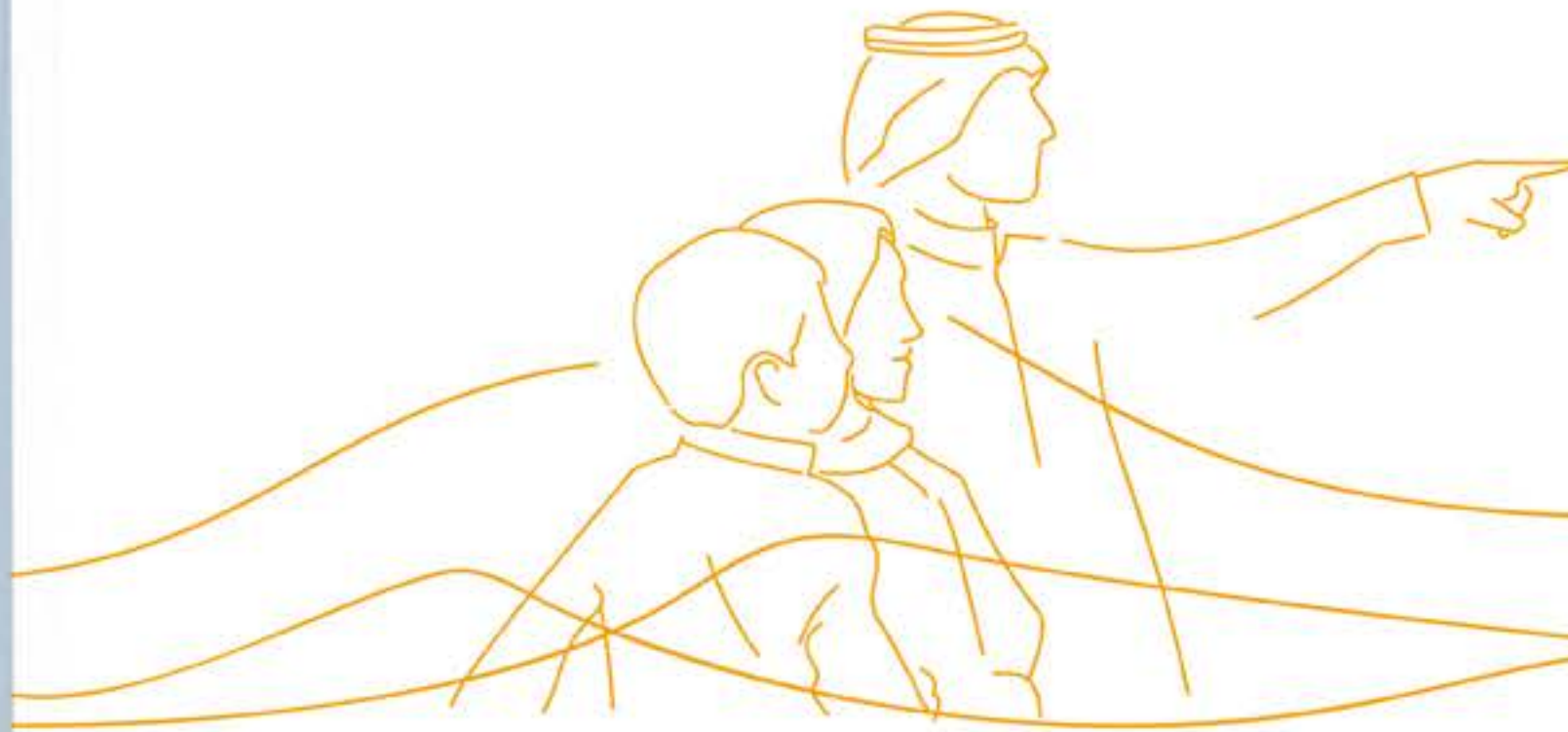
- Profitability
- Growth
- People
- Innovation
- Digitalization
- Sustainability
- Polymer Product
- Chemical Product
- Financial Investment
- Safety & Security
- Communication
- Flexibility

sipchem.sa





sipchem.com 2022



نَفْخَرُ بِإِنجَازَتِنَا





قيادة التميز
من خلال الابتكار والاستدامة

sipchem.com 2022



طاقتنا
متجددة
نعتمد على الطاقة المتجددة
حفاظاً على البيئة











سبكيم
sipchem
EXCELLENCE everywhere

An identity
we shaped

قيادة التميز
من خلال الابتكار والاستدامة



قيادة التميز
من خلال الابتكار
والاستدامة

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.

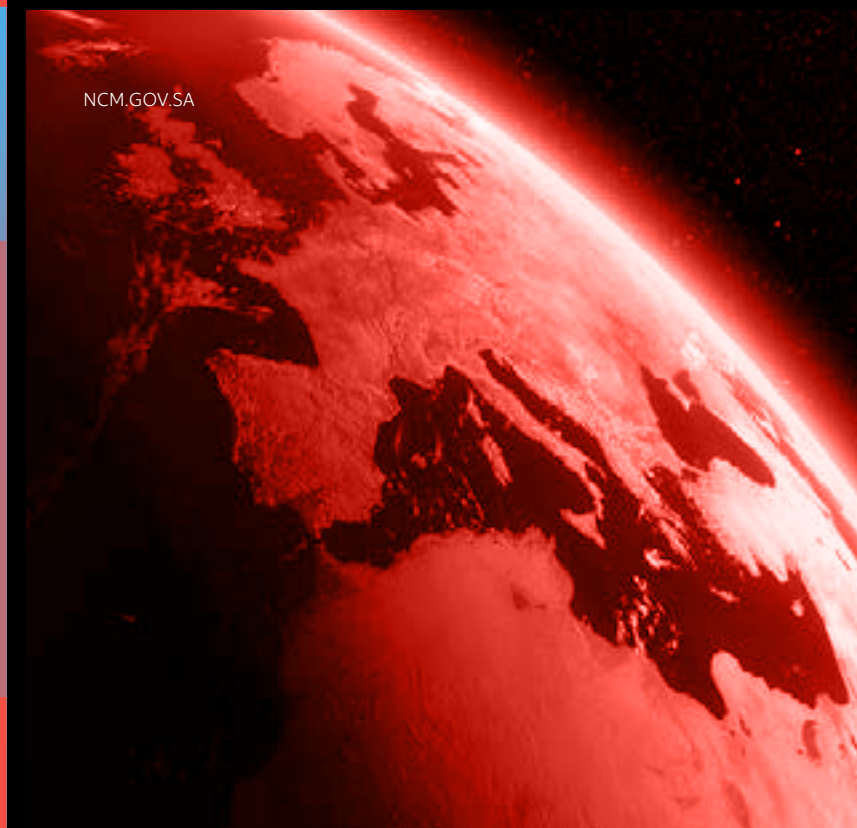
At the inaugural Saudi Green Initiative Forum 2021, HRH Crown Prince Mohammed bin Salman revealed the roadmap for the Kingdom's energy transition.

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 للتخدير 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.

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

مركز التغير المناخي
Climate Change Center



مركز التغير المناخي
Climate Change Center



AHMED IBRAHIM
CEO

www.ccc.sa
@ccc.sa
+966 1234 5678

Othman Ibn A
Alnuzha, Riyadh
Saudi Arabia

برنامج الاستمطار الصناعي
Program for Cloud Seeding





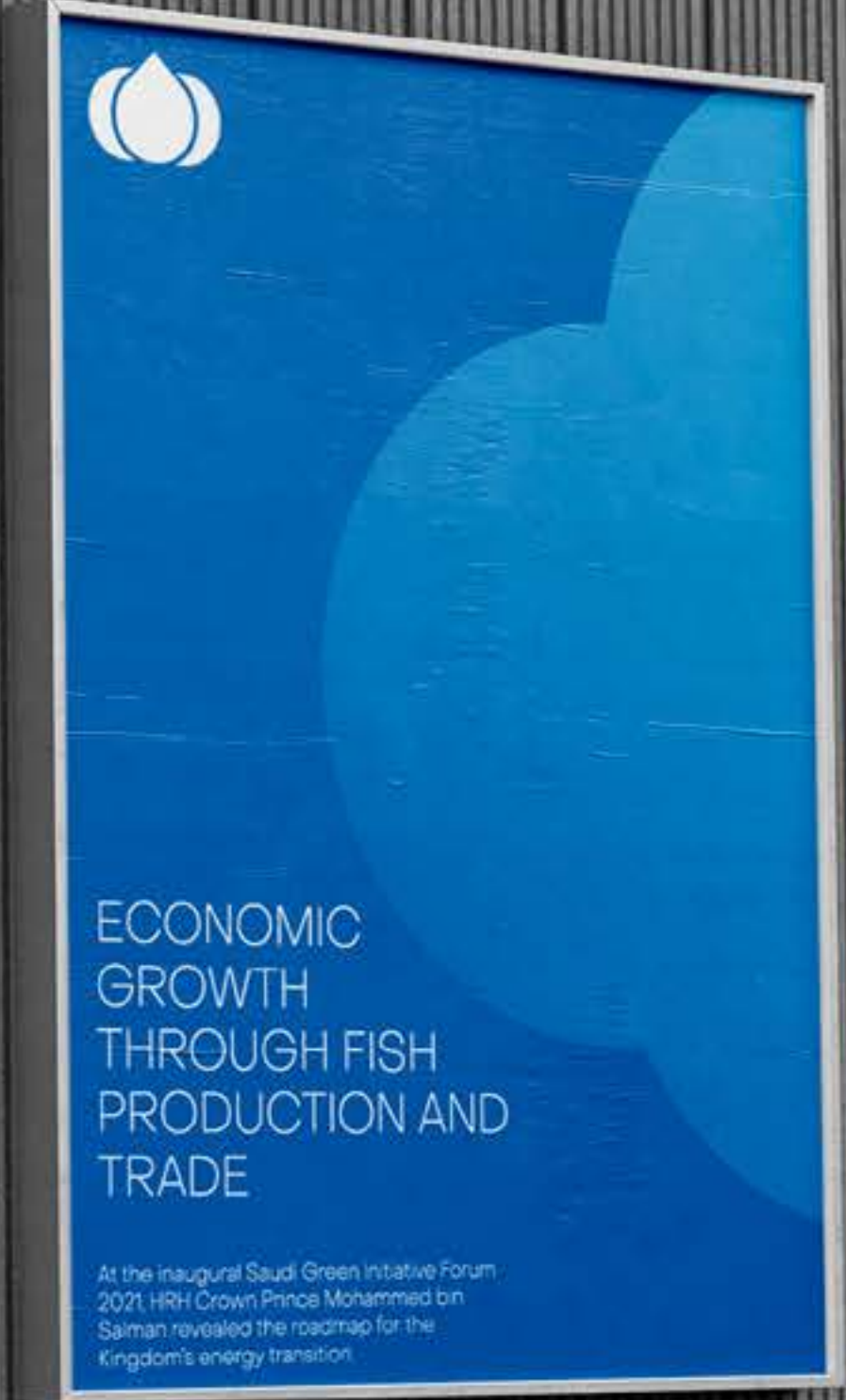


CLOUD SEEDING PROGRAM

برنامج استمطار السحب
Program for Cloud Seeding




برنامج استمطار السحب
Program for Cloud Seeding



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.





LIFE BELOW

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

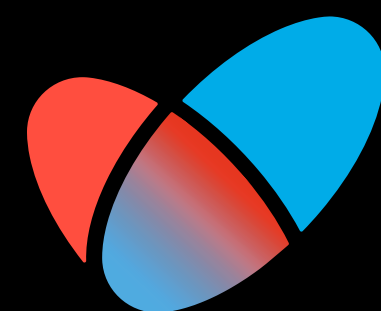
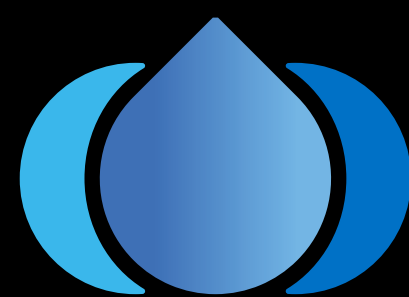
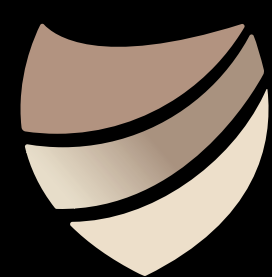
NCM.GOV.SA

NCM.GOV.SA

CENTER FOR SUSTAINABLE DEVELOPMENT OF FISHERIES

المركز الإقليمي للتنمية المستدامة للتربية السمكية
Regional Center for the Sustainable Development of Fisheries





Okaz Summer —

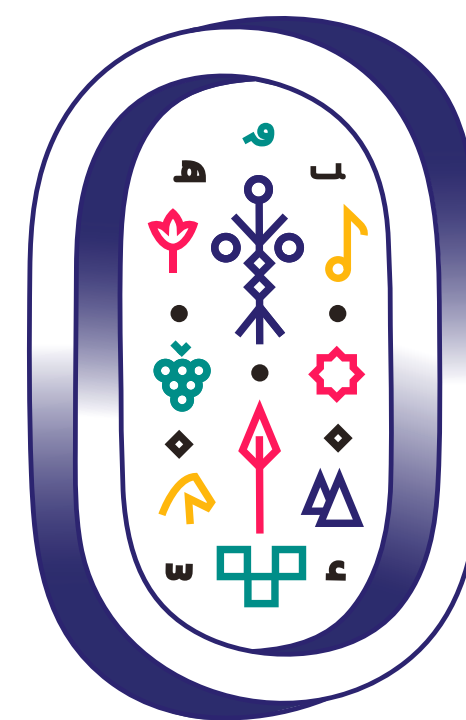
Every year in Taif a famous festival takes place in an old Souq called Okaz, in this festival people dress up in historical characters and come in on horses, it becomes something closer to a movie scene where many photographers take advantage of this festival to take photos and document this event.

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.



Branding Project

2020 طيف عكاظ
okaz summer



Okaz Summer

Identity design

صيف عكاظ 2020
okaz summer



3

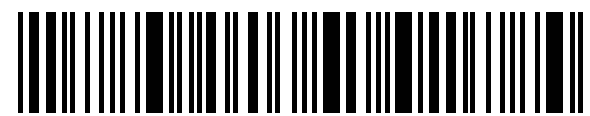
8

أغسطس
12-8

موسم الطائف

هذا الصيف هو طيف العكاظ يمكن أن يستمتع في أشهر
الاستضافة لهذا ترميز هذا الصيف من موكب العكاظ العتيق
حيث يمكنك أن تروى كل هذا الصيف أو العكاظ من العكاظ
التاريخي العكاظ إلى زيارة عدة الموكب التي يجتمعها الطائف.

www.okaz.sa



صيف عكاظ 2020
okaz summer





ر

و

ب

2020 طيف حكايا
Okaz summer



Branding Project



Innovation Hub

Identity design



Innovation --- Hub

The Innovation Hub is a department at the Saudi central bank (SAMA), and the main operation of the department revolves around keeping up with advancing technologies in the industry and resolving financial and technological obstacles in an easy way through communication and offering those solutions to all workers in the bank. Overall, it aims to help traditional regulators to learn about new technologies.

We worked on the branding for the Innovation Hub, and designed a well composed application. We built the idea to design the logo, ensuring that three main values are shown in the logo which is technology, development and innovation. We focused on making the visual identity clean and simple with the innovation hub purpose in mind. We developed the items and abstract image style and pattern that is inspired by the logo three values and designed the icons that are needed in the brand.



المملكة أصبحت وجهة للابتكار في التقنية المالية





فِي عَقُولِكُمْ نَسْتَتَمِر

لِابْتِكَارِ يَدْوَم

مركز الابتكار
Innovation Hub





الخدمات الالكترونية المشاريع المدونة

المملكة أصبحت وجهة للابتكار في التقنية المالية

استكشف المزيد





Branding Project

code

مركز ريادة الأعمال الرقمية
Center of Digital Entrepreneurship

Code

Identity design

Code

Code exists to empower digital entrepreneurs to cultivate successful businesses and reshape the community it exists in, it does that by being an enabler of innovative and digital startups, code brand have this archetype of being a hero that inspires people and make them feel empowered to succeed, plus they have a secondary brand archetype that is embodied in creator that looks for original digital business ideas that could succeed with the right empowerment.

Our team worked in 3 phases that ensured an all round brand identity. We started with the brand strategy where we built a landscape overview, studied the market through analyzing the competitive and knowing the audience mindset, so we could build the brand's archetypes, purpose, beliefs and ladder then the brand house. The second phase was the branding which included refining the logo and designing the pattern and choosing the typography in english and arabic, making it a full brandbook for code. Later in the third phase we started applications in different items and applied it in the website design.



code مركز ريادة الأعمال الرقمية
Center of Digital Entrepreneurship

Brand Guidelines En. Version 01 2023

code مركز ريادة الأعمال الرقمية
Center of Digital Entrepreneurship

05 / Graphic system Visual System

code.mcit.gov.sa Brand Guidelines

02 / Brand color Pantone colors

Pantone 7687 C Pantone 2175 C Pantone 7416 C

code.mcit.gov.sa Brand Guidelines

05 / Graphic system Icons color variations

code.mcit.gov.sa Brand Guidelines

ABB KSA*2023
RB @Font Family AR
TELEGRAF Typography 12345 aaa
Font Family EN

Technology

03 / Typography Arabic layout

code.mcit.gov.sa Brand Guidelines

تكاملية كبرى في الاقتصاد العالمي

المملكة قدمت حلول عالمية لضمان وصول الإنترنت وسد الفجوة الرقمية

الاقتصاد الرقمي

- 7,5% نمو سوق الاقتصاد الرقمي
- \$21,9 مليار نمو سوق التقنية
- \$43 مليار نمو سوق الاتصالات وتقنية المعلومات

الابتكار

- 15 مرتبة المملكة لقطر في الترتيب بين مجموعة العشرين
- 7 عالمياً في مؤشر الابتكار العالمي
- 3 عالمياً في مؤشر الابتكار العالمي

القضاء

- أول رائد ورائدة للقضاء في عام 2023
- 17 قمر صناعي سعودي تم إطلاقه

السوق المحلي

- عالمياً \$1,3 تريليون مساهمة في إنتاج المحلي الإجمالي
- محلياً \$9 مليار مستهدف بحلول عام 2030
- محلياً \$3 مليار حجم سوق المحتوى الرقمي

code | code.mc.gov.sa | code_moit.gov.sa

ميدان المطورين الثالث

5 مدن رئيسية

برنامج تدريبي مكثف

أسبوع لكل مدينة

مميزات البرنامج

- تدريب من قبل مختصين وخبراء في مجال الألعاب الإلكترونية
- تطوير مهارات الإنتاج وزيادة الأعمال
- فرصة لتبادل المعرفة

شروط الإلتحاق بالبرنامج

- وجود المتقدم في نفس مدينة تنفيذ البرنامج
- التمكن اللغة الإنجليزية
- التفرد للمشاركة في البرنامج

تاريخ البرنامج والمدن المستهدفة

07/09/2023 - 06/10/2023

8:00am - 5:00pm

الرياض، جدة، بريدة، أبها، المجموع

code | zigzag | code.mc.gov.sa | code_moit.gov.sa

Your Destination to
Digital Leadership
2023



coxe
Welcome



Your destination to
digital leadership

code



مركز ريادة الأعمال الرقمية
Center of Digital Entrepreneurship

SPGS

Saudi Plastic Green Solutions is a company that aims for a better environment, therefore they're committed to revolutionizing the plastic industry in Saudi Arabia by promoting sustainable practices, circular economy principles, and responsible plastic management.

Our role were to rebrand the visual identity and build a more telling visuals for the brand, we put in mind the brand's purpose, personality and values and how it can be shown in the identity, We have developed a logo inspired by the idea of recycling that are linked to the principle of the circular economy, the logo also reflects the flexible plastic shape and its reshaping through recycling in its appearance. The color and visual system comes with a distinctive appearance and applications that serve the vision like the business card, the website and the letterhead, developing it with its ability to accommodate the diversity of types of recycled materials in the future.



Branding Project



SPGS

Identity design

Creating sustainable solutions



SPGS

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.



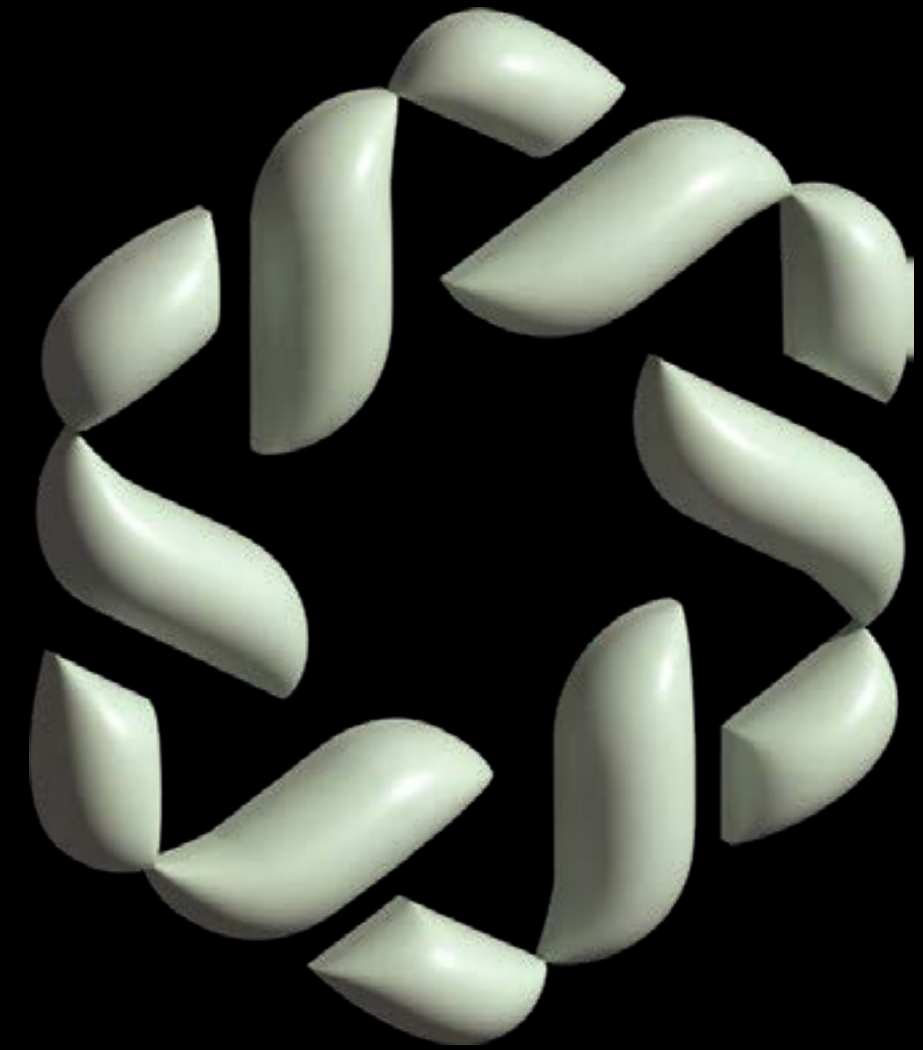
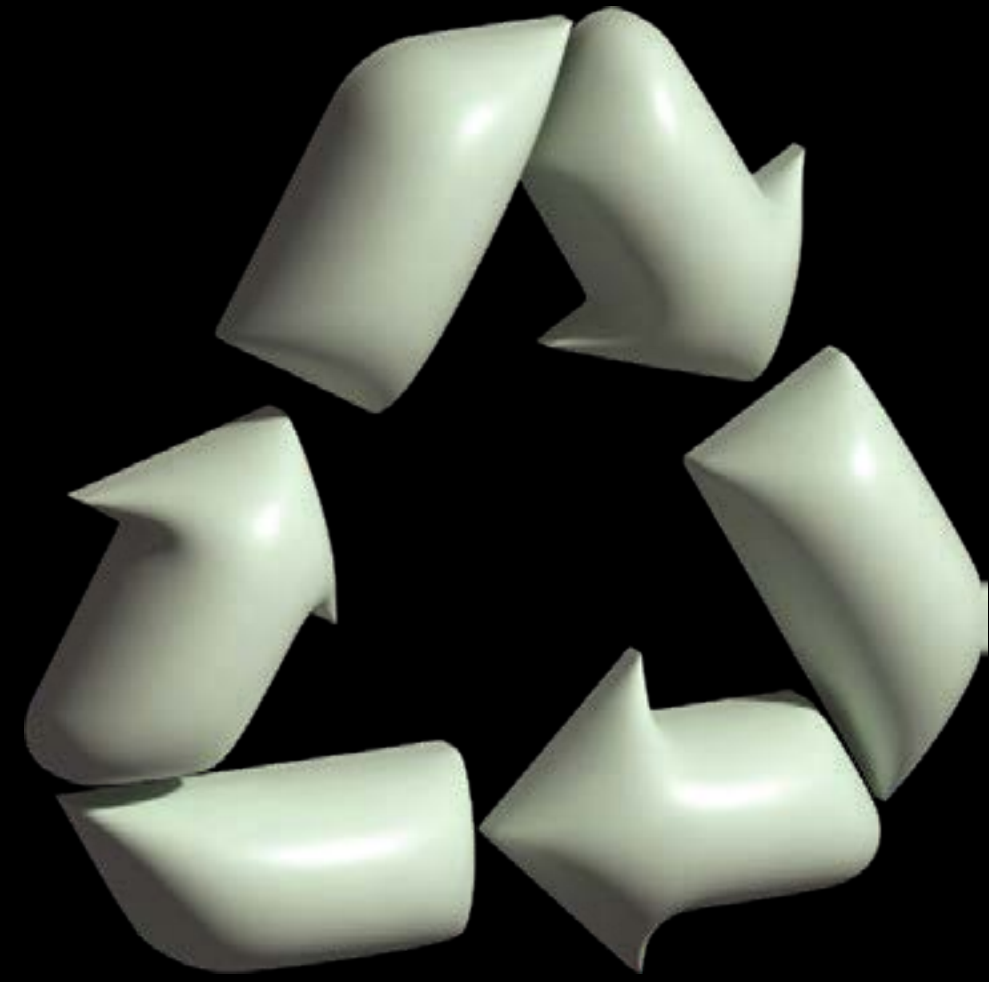


[Home](#) [About Us](#) [Clients](#) [Contact Us](#) [Get Started](#)

Transforming Plastic, Building Sustainability

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad

[Learn More](#)





SPQS

First steps
to sustainability



Branding Project

knowliom

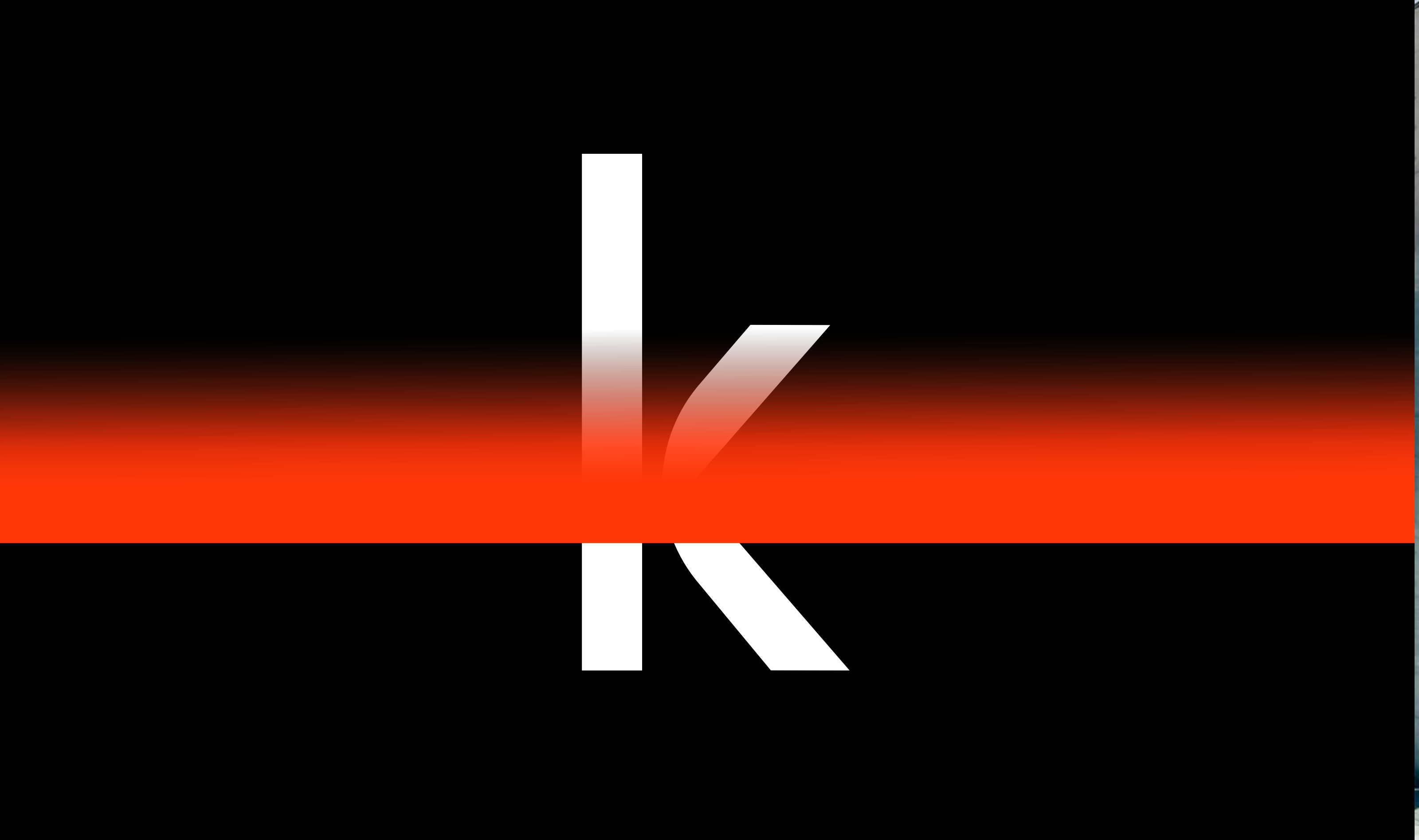
Knowliom

Identity design

Storytelling a means for
sharing and interpreting
experiences.

knowliom

enriching life



While conceptualizing the identity of knowliom, we based our inspiration on these three main aspects: Learning, Experimenting, and Technology. Bearing these points in mind, we chose a typeface logo, making the overall look more sophisticated as the brand indicates. The logo, through lowercase lettering, has more flexibility, allowing for an overall balance and structure.

The simple curves and rounded edges in the logotype represent 'flexibility,' while the other sharper edges represent the 'technology' theme.

In accordance with the theme and message, the three main colors

were to convey professionalism and elegance. Black is a powerful color to utilize, the deep blue exhibits 'informative' or 'knowledgeable' meaning, and the third main color, orange, is a unique color selected to represent 'experimentation' and 'energy.'

The supporting colors, white and grey, allow for subliminal balances and help tie all main colors together.

Knowliom

knowliom



Lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed diam nonummy nibh
euismod tincidunt ut laoreet
dolore magna aliquam erat

Lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed diam nonummy nibh
euismod tincidunt ut laoreet
dolore magna aliquam erat

enriching life

Storytelling is a means for

2020

enriching life



Storytelling is a means for
sharing interpreting experiences

Storytelling
a
sh
in
experiences.



knowliom

k
2020

Story
Telling
|
knowliom

k
enriching life



GEEKS



THINKER



INNOVATORS



knowliom



+2



GEEKS



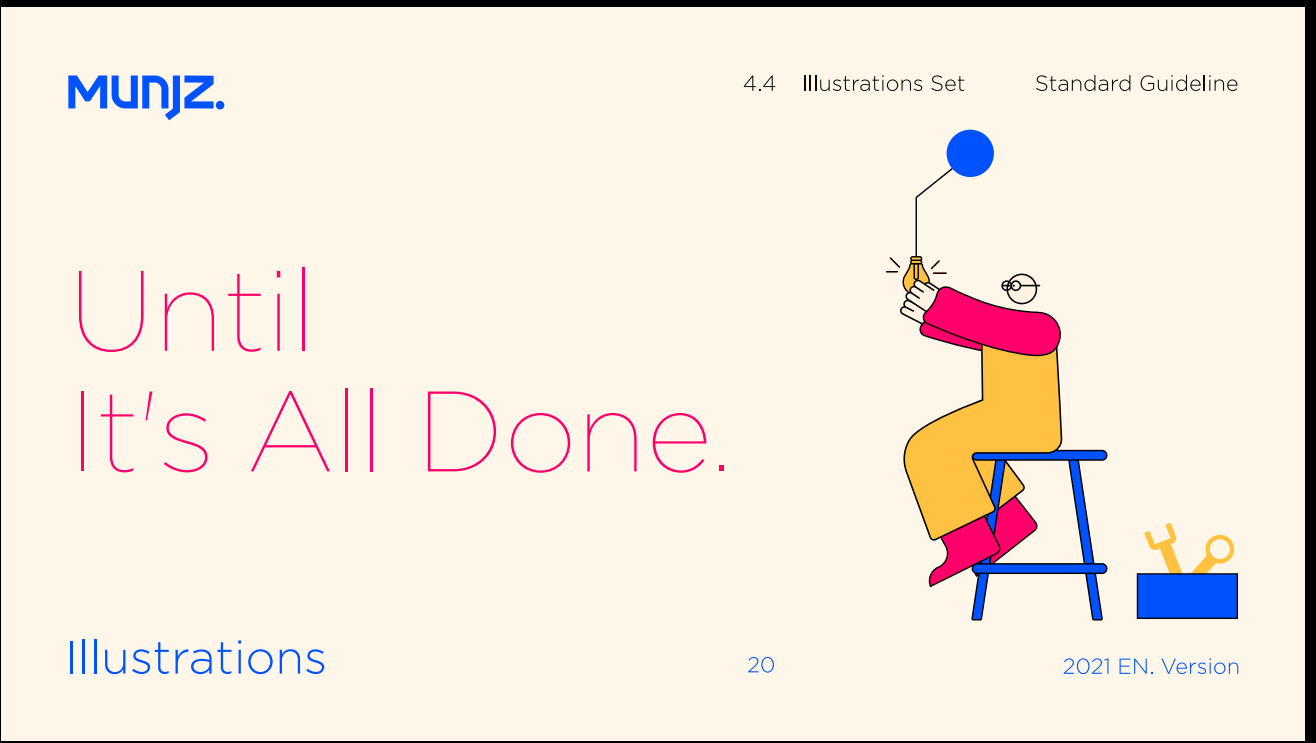
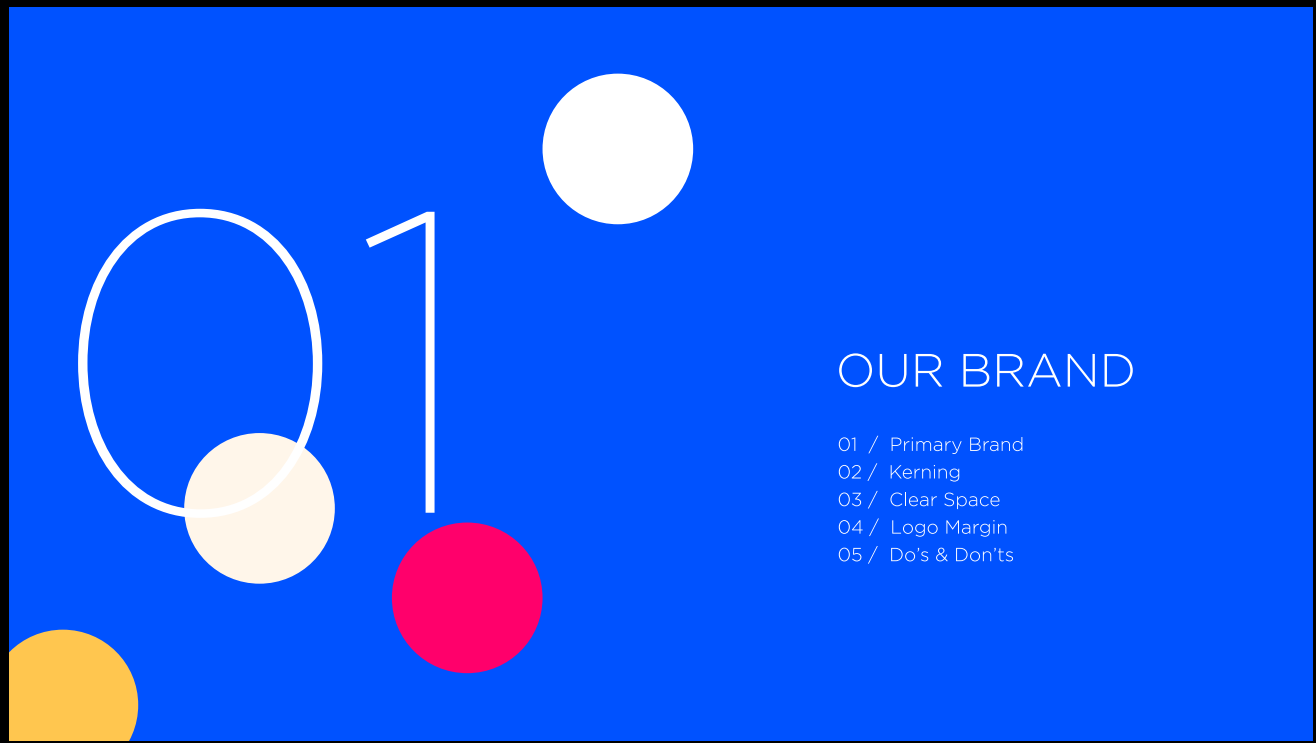
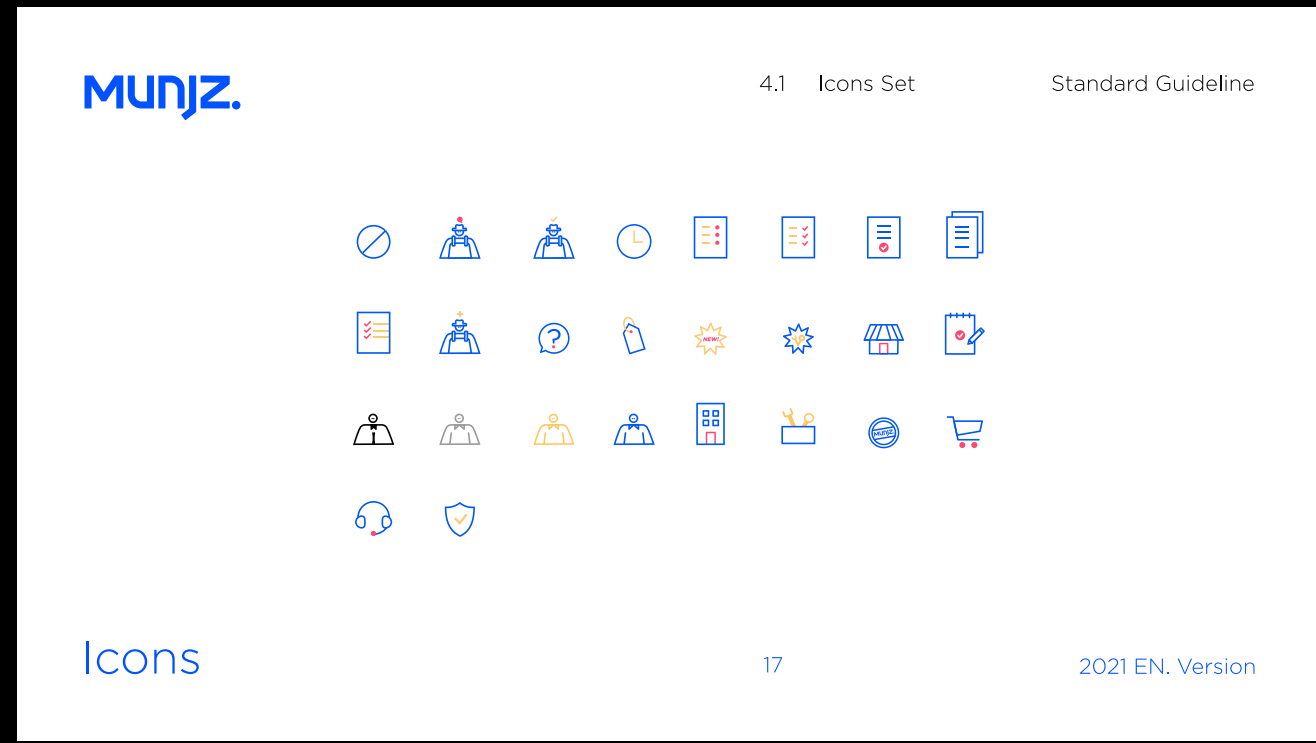
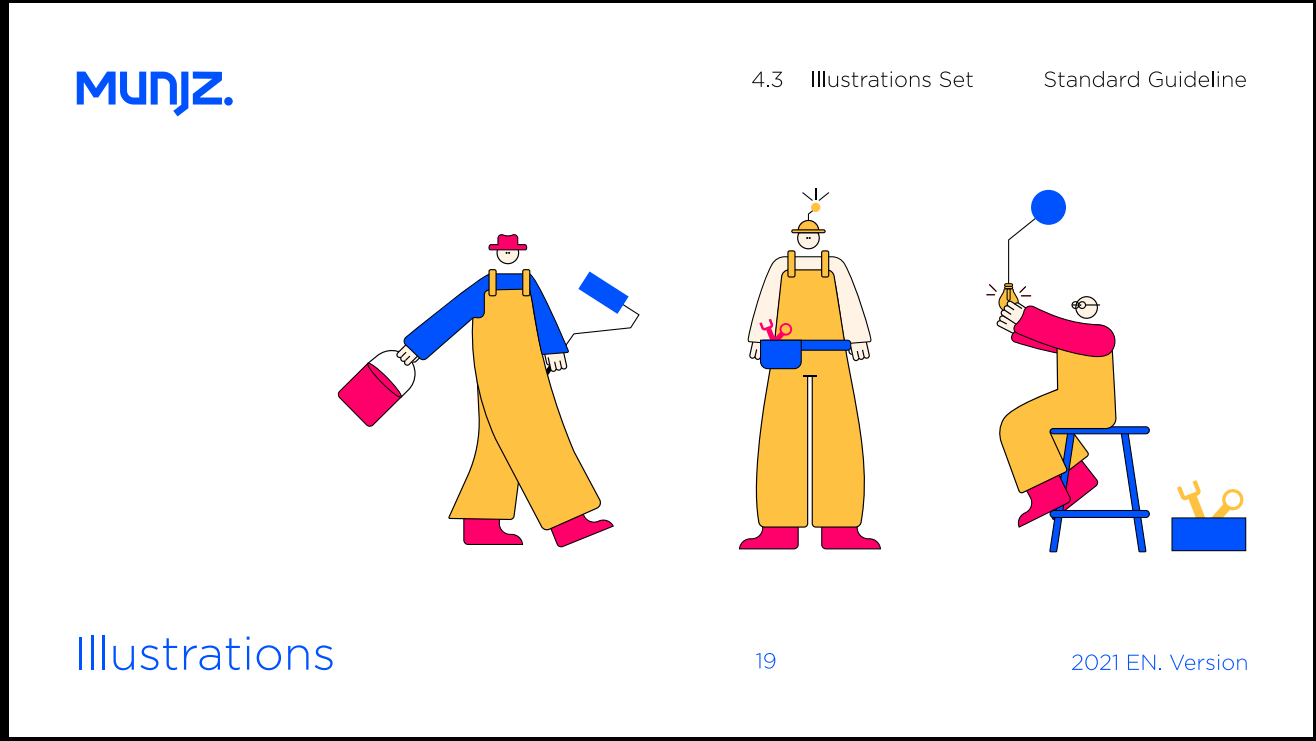
THINKER
INNOVATORS

Branding Project

MUNJZ.

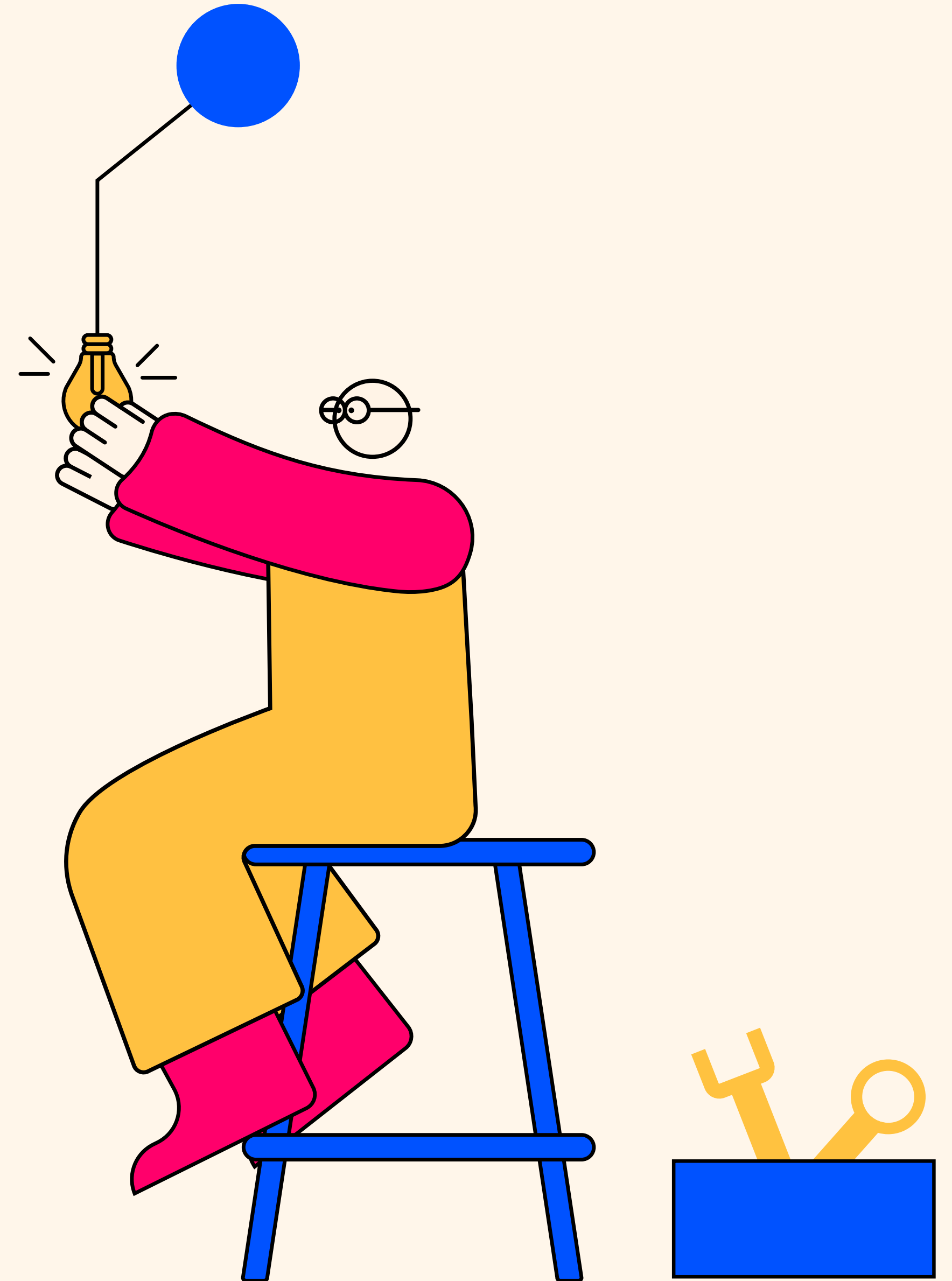
Munjz

Rebranding



MUNJZ.

Until It's All Done.



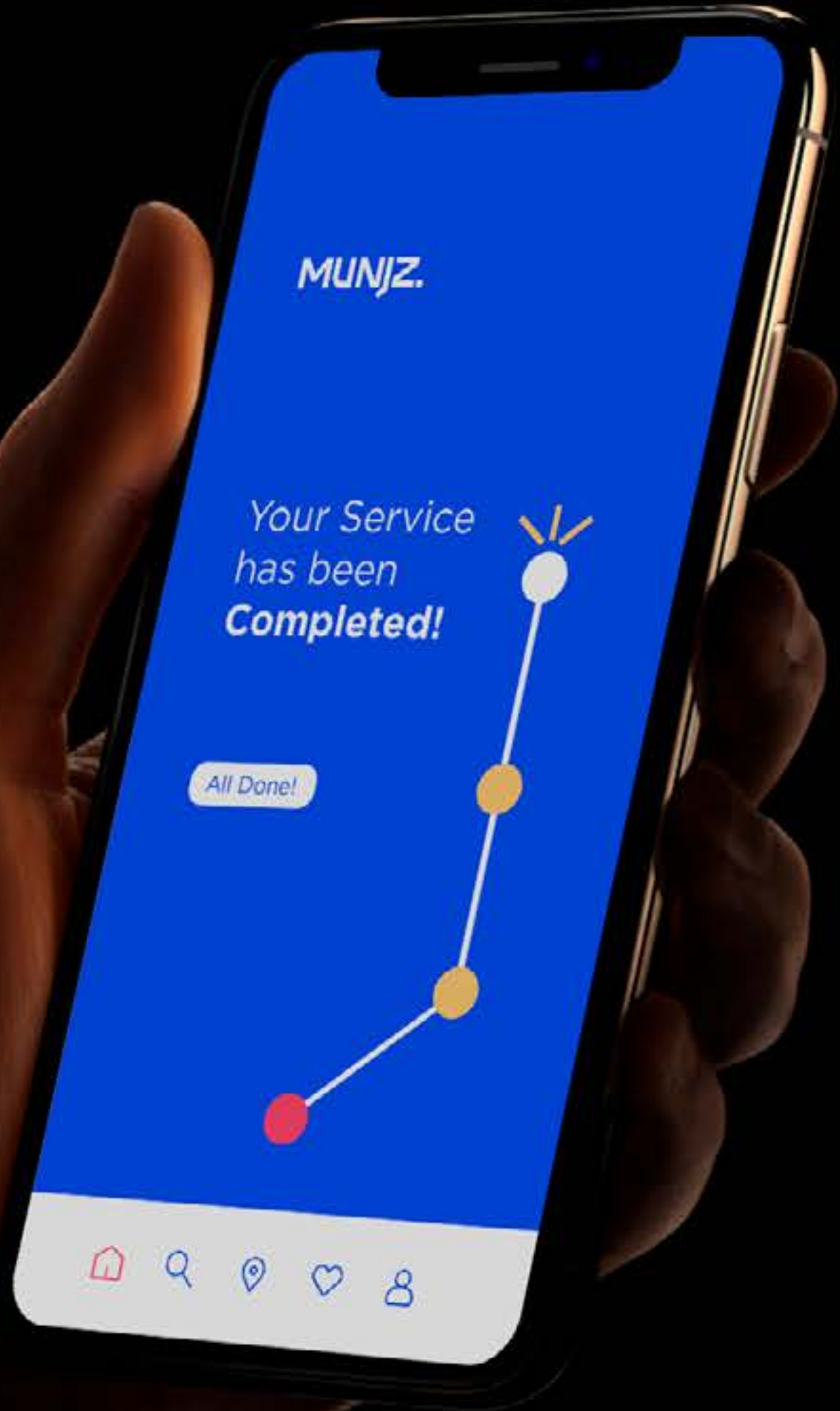


Munjiz is a famous app that is targeted to those who need things fixed in their households, we took on the challenge of rebranding the app to serve a larger audience and give a new and fresh purpose to the brand.

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.

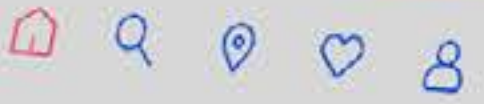
Munjz



MUNJZ.

Your Service
has been
Completed!

All Done!

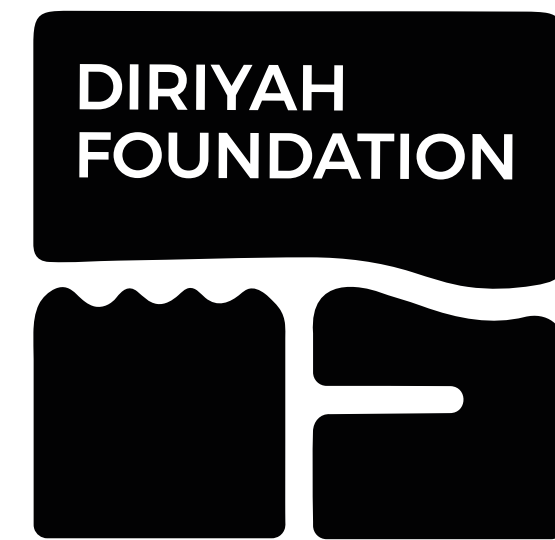


Branding Project



Branding Project

Submitted Pitch

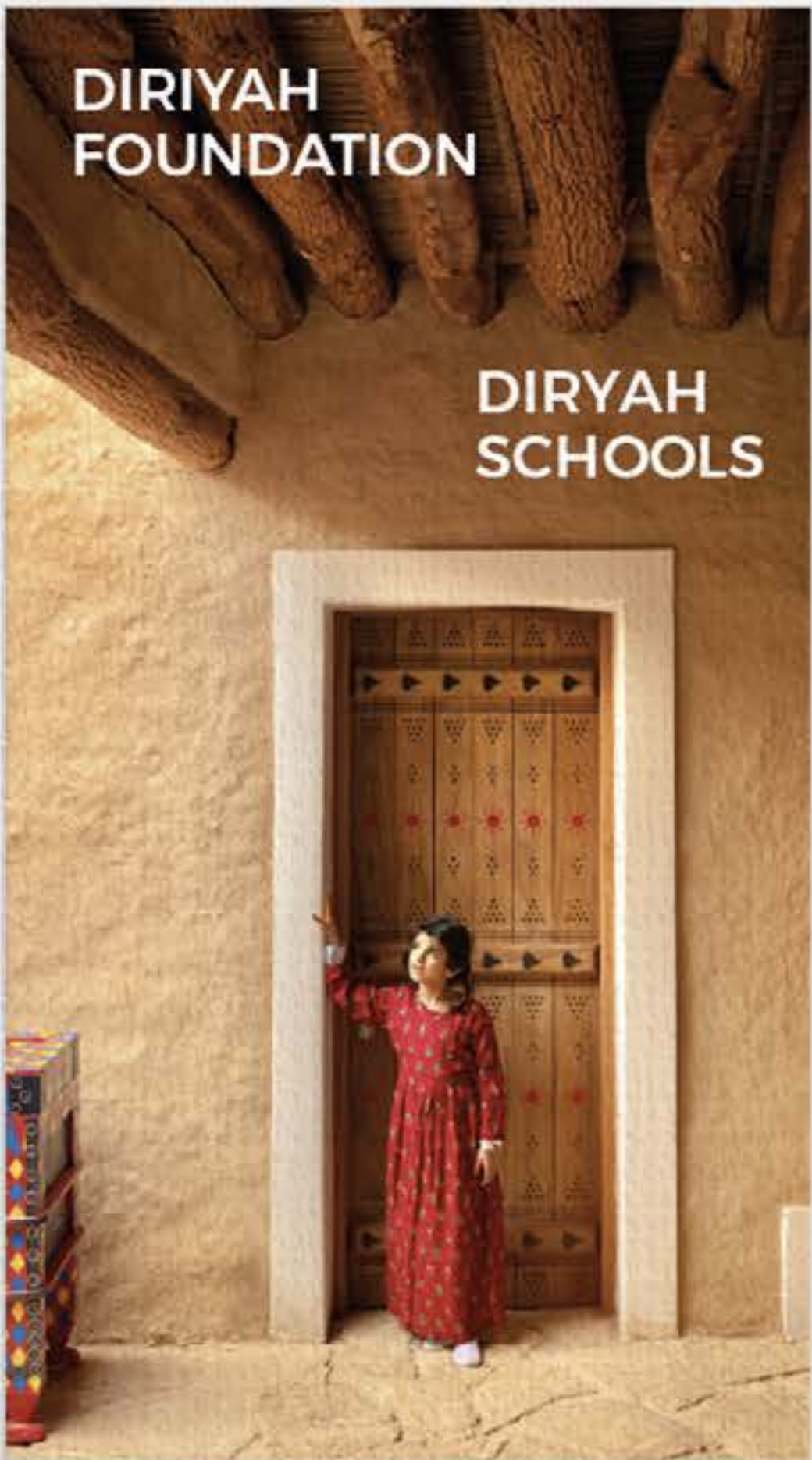


Diriyah Foundation

Identity design

**DIRIYAH
FOUNDATION**

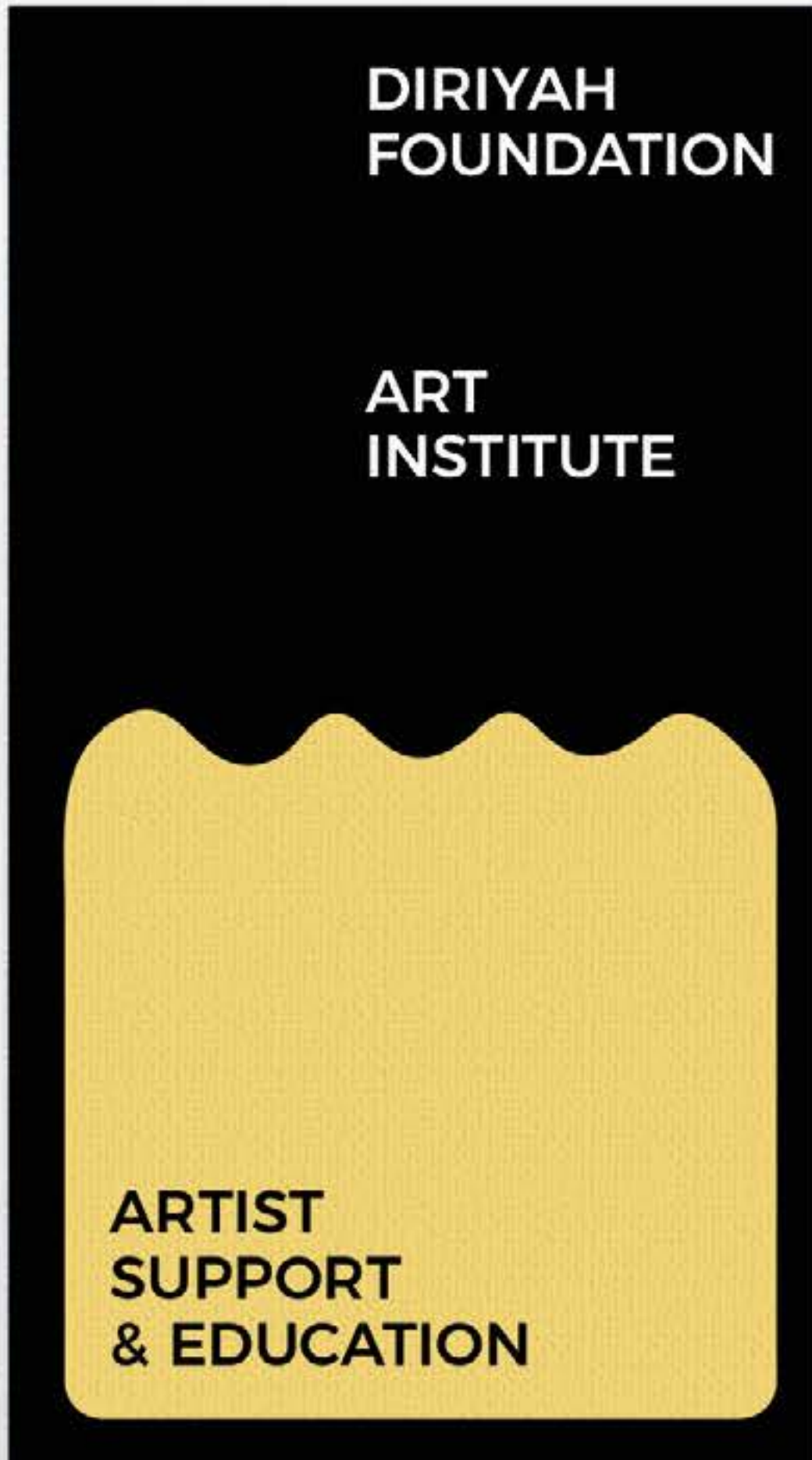
**DIRYAH
SCHOOLS**



**DIRIYAH
FOUNDATION**

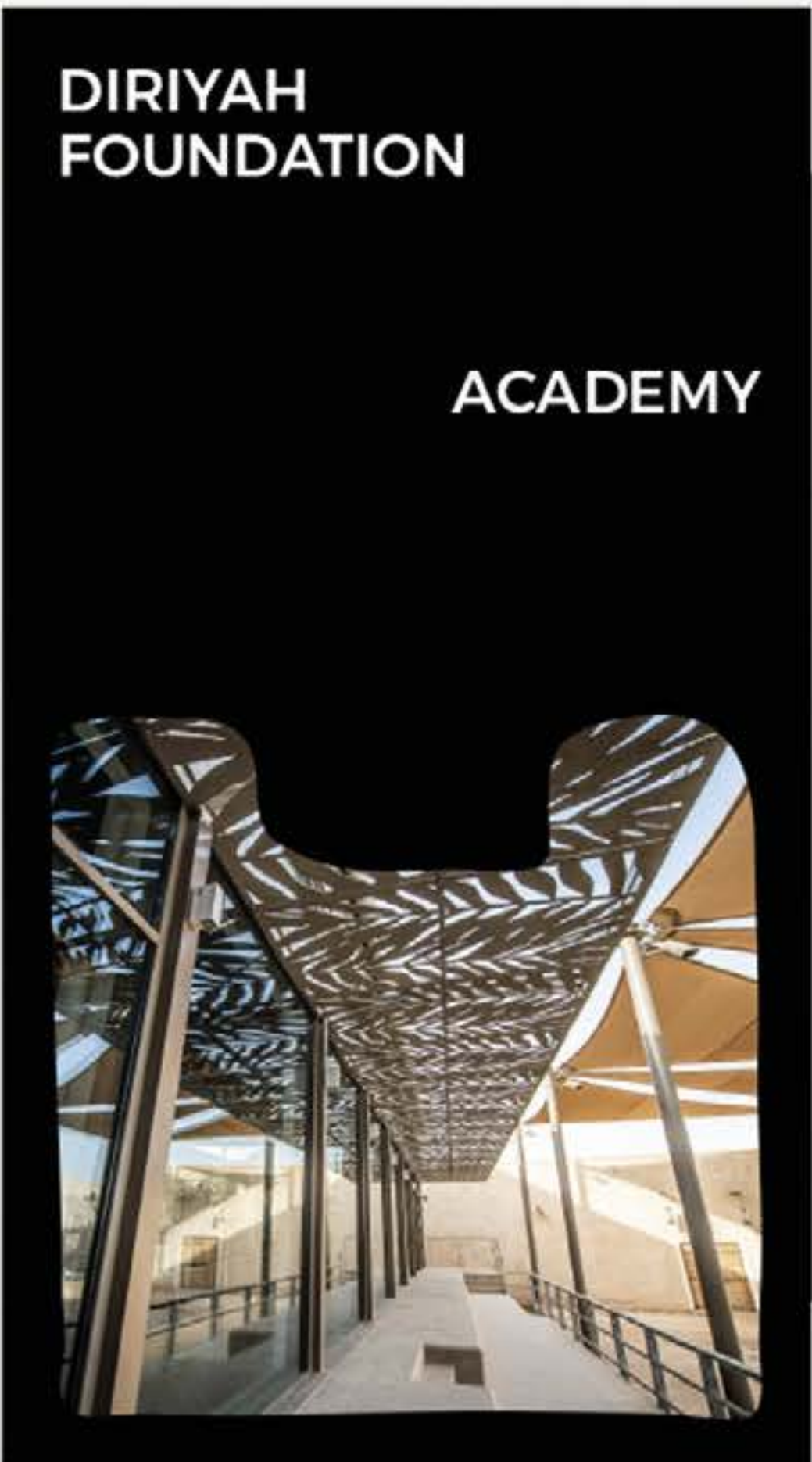
**ART
INSTITUTE**

**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.

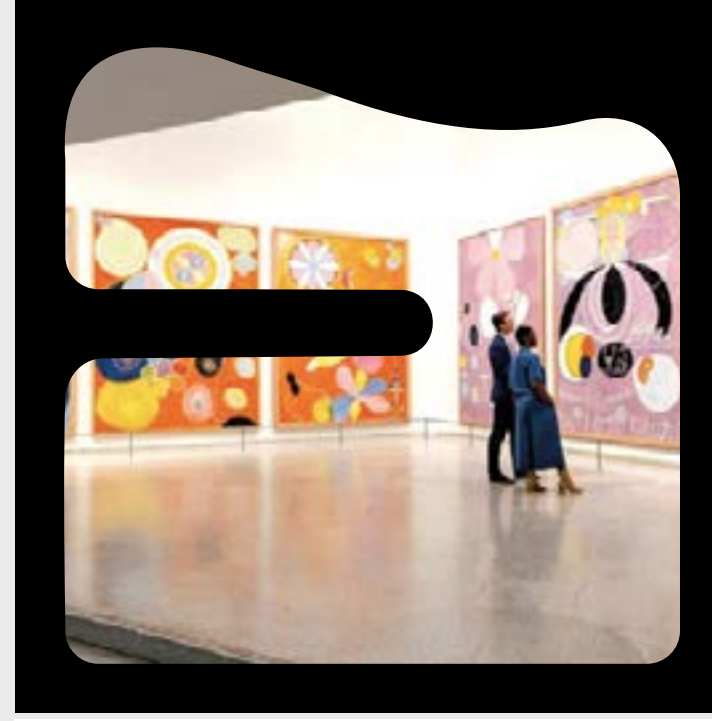
Diriyah Foundation is mandated to preserve, revive, and honour the unique tangible and intangible heritage, history, and culture of Diriyah.

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.

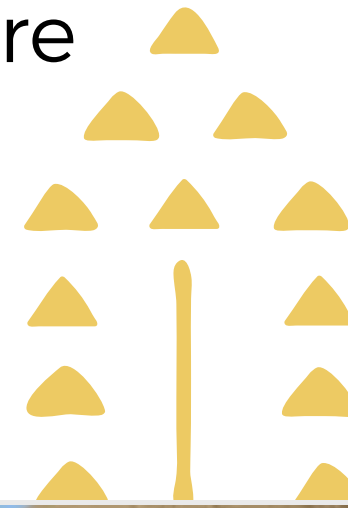
We were assigned to create a full fledge brand for The Diriyah Foundation that reflects the history, heritage and the future of this historic place.





A city from the past ,for the future

Diriyah, Saudi Arabia

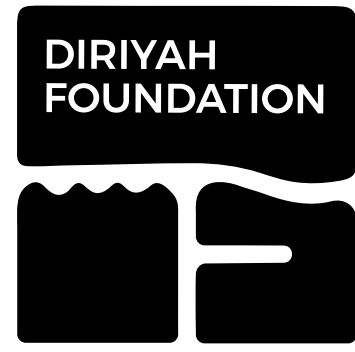


Visit Diriyahfoundation.com



Diriyah, Saudi Arabia

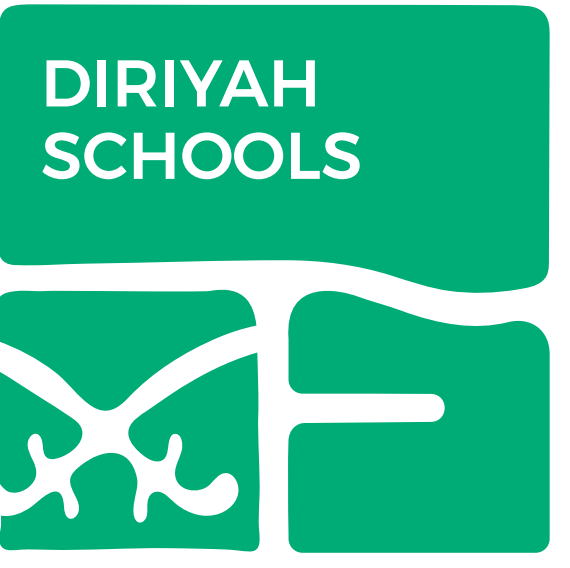
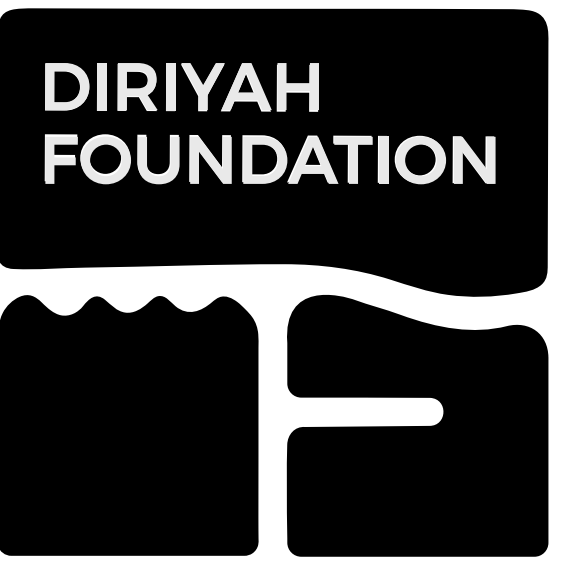
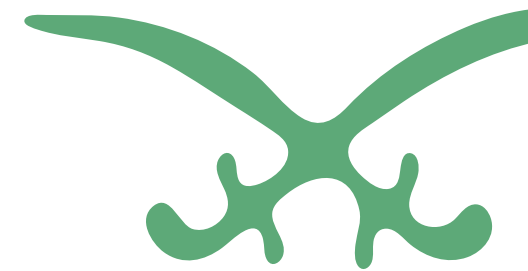
Diriyah, the heart of culture.



Visit Diriyahfoundation.com

Happy National Day

Diriyah, Saudi Arabia



**DIRIYAH
FOUNDATION**



GALLERY



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

Branding Project



Biban

Identity design



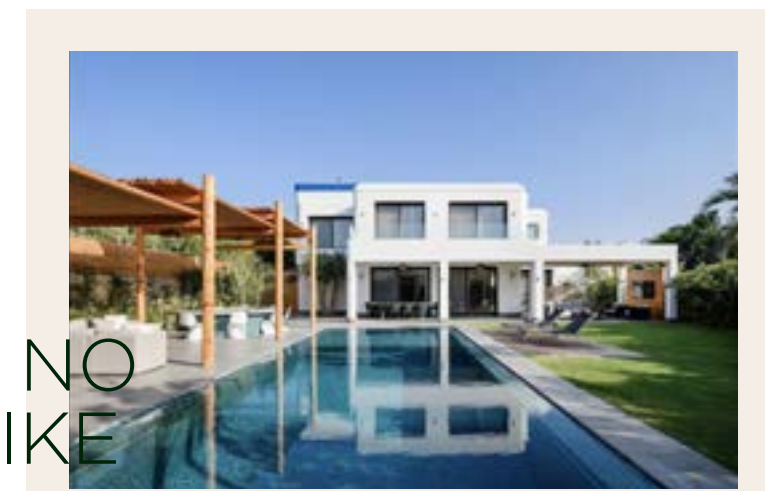
Home
is where
our story
begins.



05



THERE'S NO
PLACE LIKE
HOME.



Logo Margin



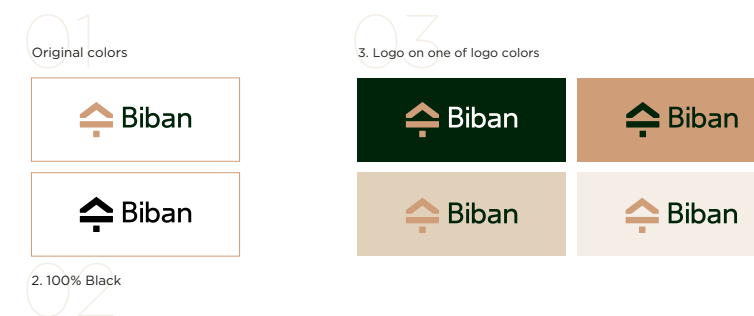
Clear space should be clear of other elements such as text, image...

Here The preferred clear space is equal to "X" as illustrated.

Icons System



Do's

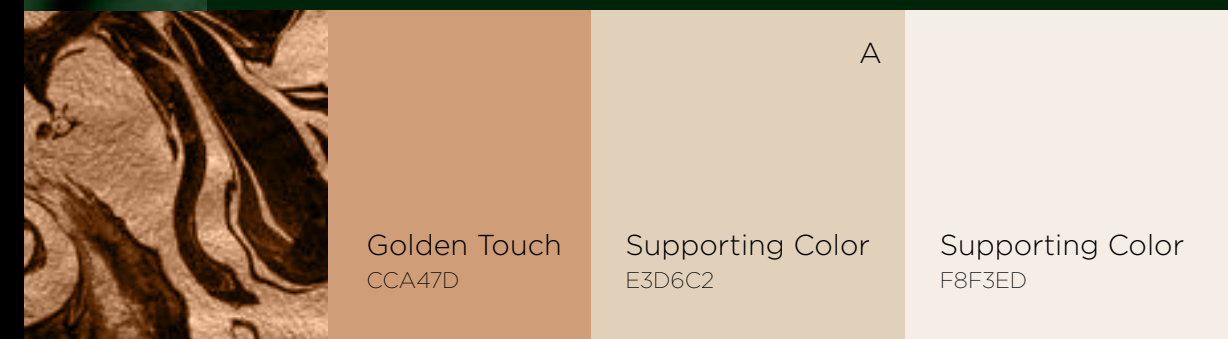


Here are several examples of how the logo is applied on different color backgrounds. These are examples of the right use.



Colors System

Royal Green
0A230C



Golden Touch
CCA47D

Supporting Color
E3D6C2

Supporting Color
F8F3ED

Font Family



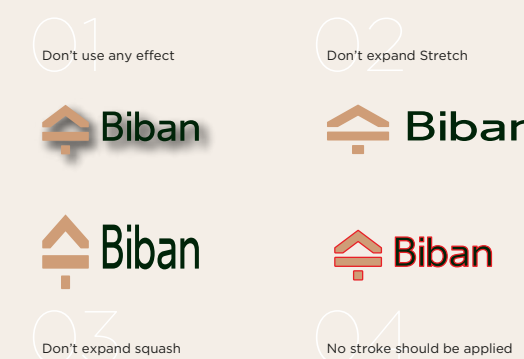
Imagery Style



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

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.






HOME ABOUT US SERVICES CONTACT US



Home is where our story begins

For young families who are looking for a home to buy or rent with a smooth way of moving to a better home.



Biban App:   







Home is where our
story begins.



2020

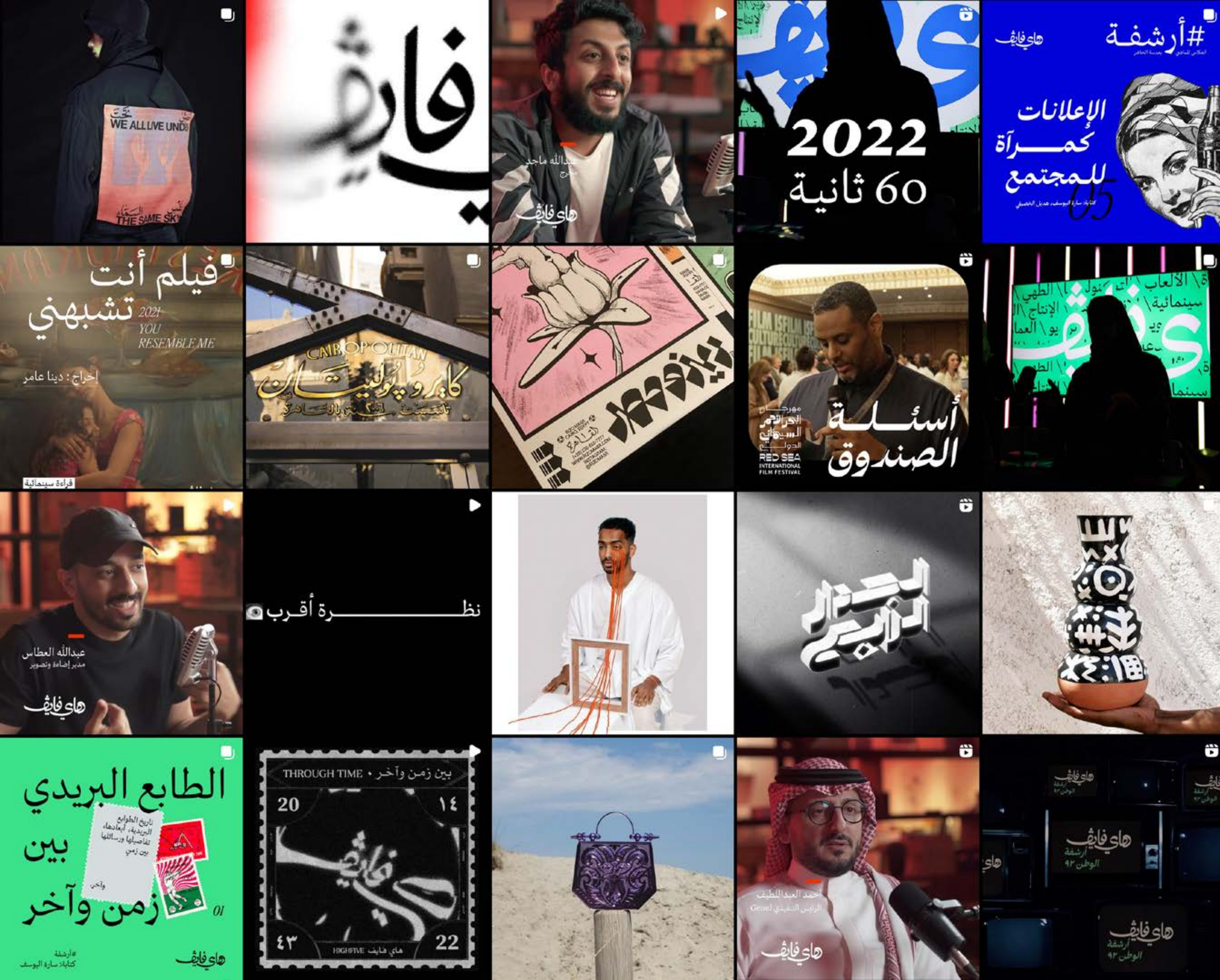
Biban

 Biban

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.

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

Riyadh:

Alnamir Center Annakhil, Building
(A) 2nd Floor - Office #4, Al-Imam
Saud bin Abdulaziz Rd,
Riyadh 5176, Saudi Arabia.

Dammam:

6741 Yusif Ash Shafii - Office #213,
Ad Dammam 32413 - 3182,
Saudi Arabia.

Contact:

+966 56 311 4114
hello@fiftyfive.sa