

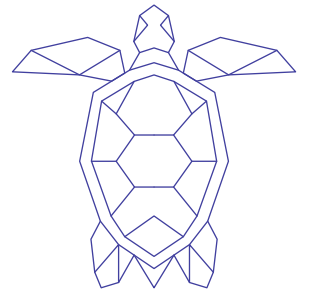
Bring brands to life, Delivering on the
Promise of an experience.

MOUURI



We build the foundations of your brand so they're authentic to you, relevant to your customers and **different from your competitors.**

A memorable brand makes a business stronger. **It speeds up decision-making**



**Memorable
Brands work**

Bring brands to life, Delivering on the
Promise of an experience.

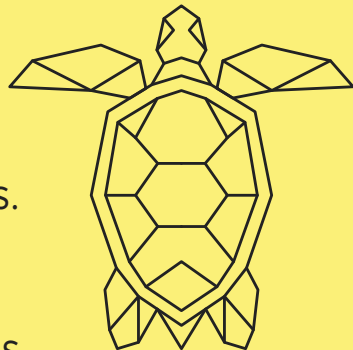
International Awarded.



Namq Roastery

We're an impossibly eclectic group of coffee experts, artists takes many forms.

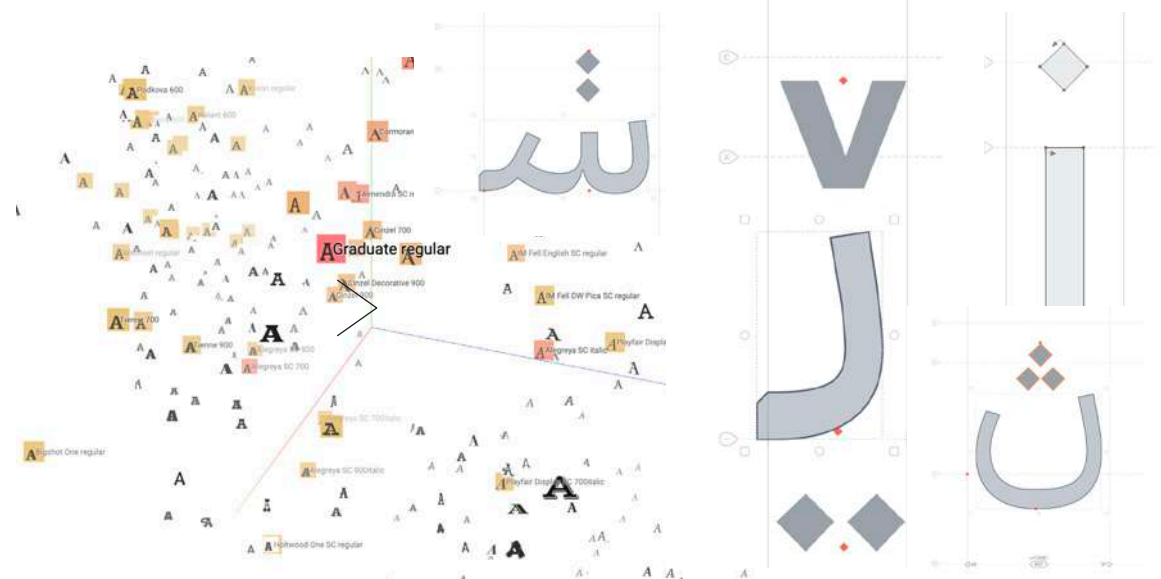
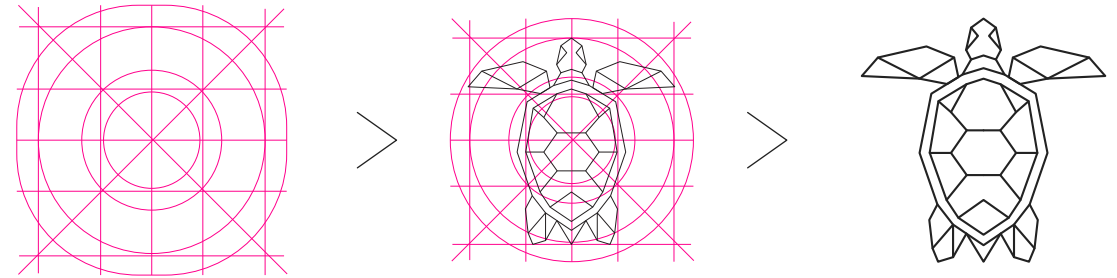
There is no one profile that we're after, but we want every coffee to be delicious &, at times, provocative and unexpected.

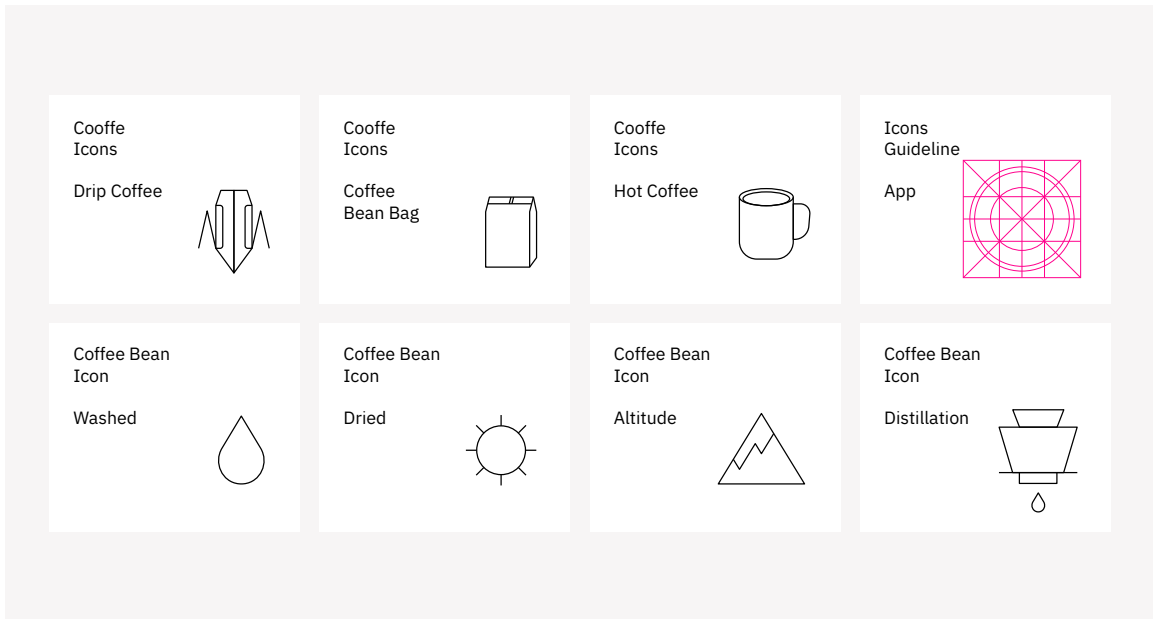
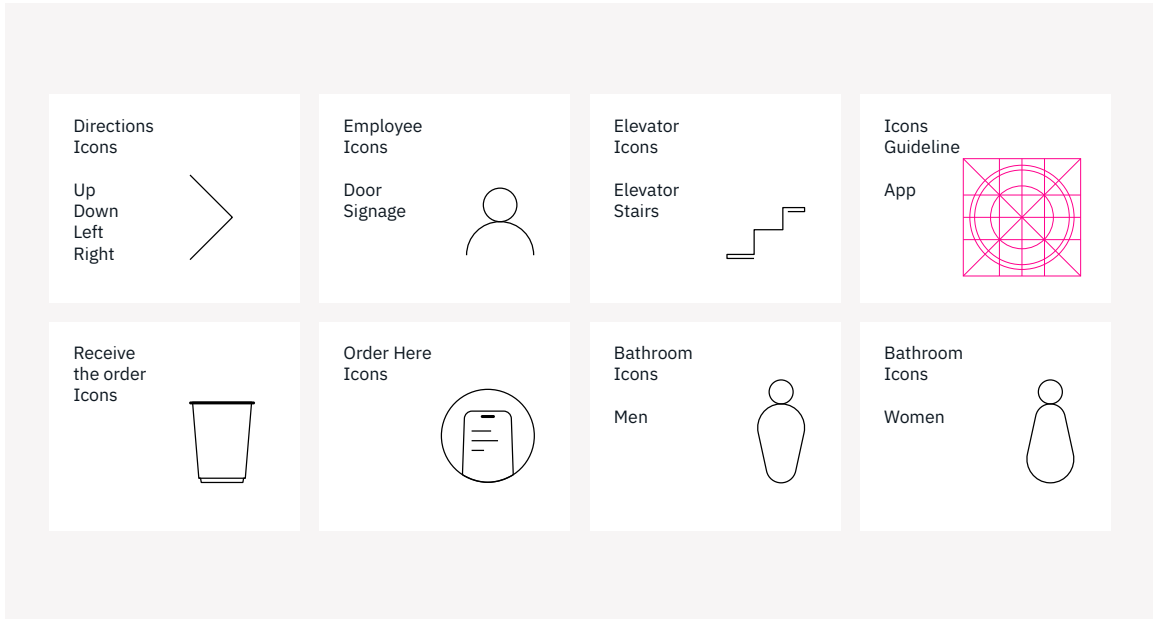


We consider these three Signature Blends the essential tastes of Blue Bottle — each crafted with their own story and flavor profile in mind.

From our early days to our global presence today, these blends have been with us every step of the way.

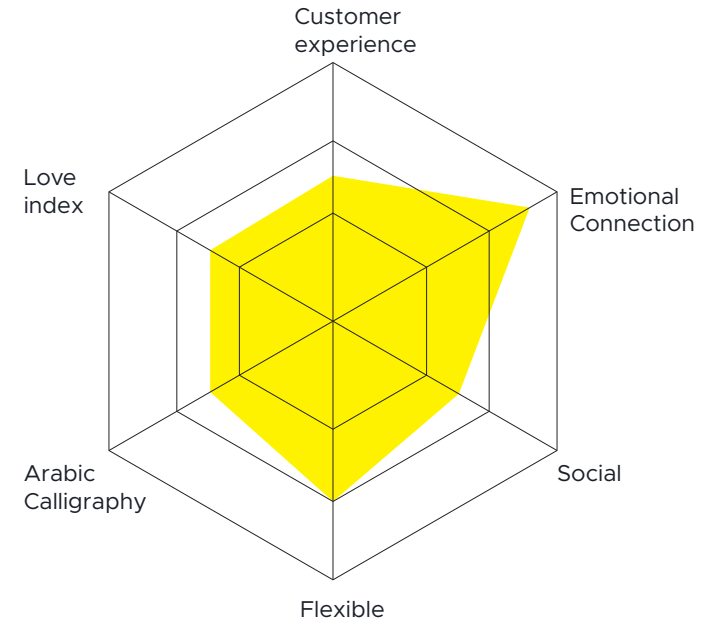
Carefully sourced and artfully blended, they reflect the spirit of exploration and craftsmanship we cherish.





Brand touchpoints leave digital fingerprints, transforming brands into clusters of data.

Advanced analytics and artificial intelligence transform these clusters into actionable insights and predictions.





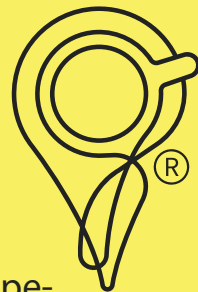






عنوان القهوة
THE coffee address

The Coffee Address



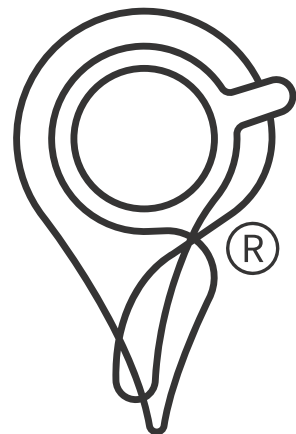
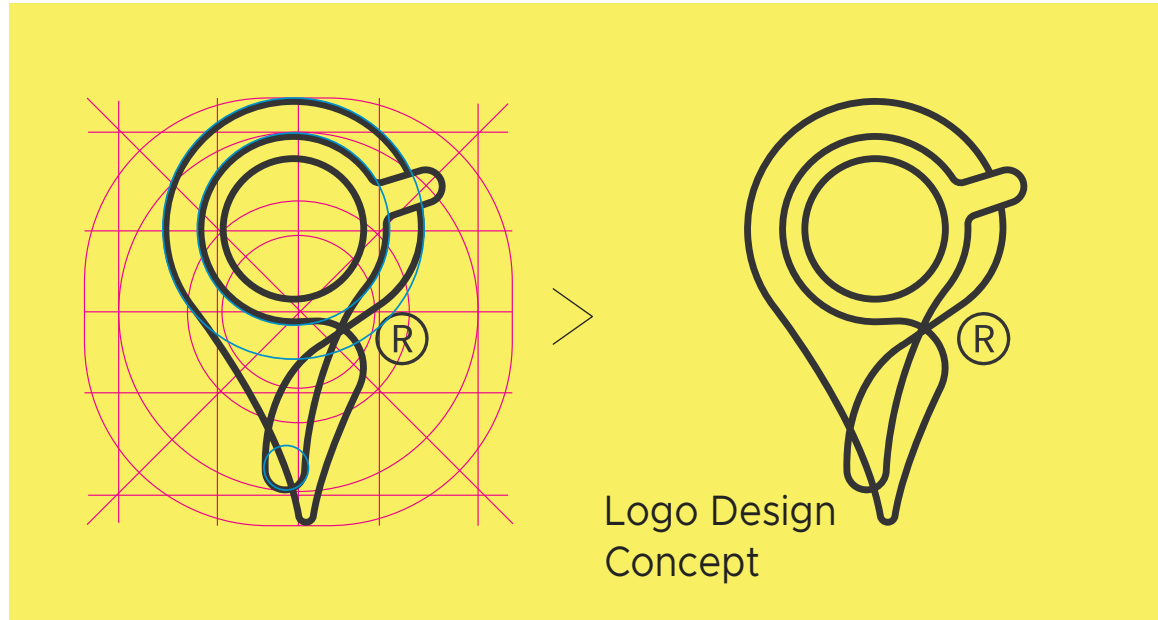
HIDE, founded in Riyadh, Kingdom of Saudi Arabia; is a specialized Information and Cyber Security Consulting firm that has its foundations rooted in its teams' skills and experience.

Seeing a distinct lack of professional expertise to address the ever-growing market in the Kingdom's Cybersecurity space, we're founded HIDE Cybersecurity.



Some people think happiness is elusive. That all you can do is sit back and hope it comes to you. Well, they don't see what we see.

See, happiness isn't a lottery you win; it's a choice you can make. Even if the world hands you a million reasons to choose otherwise. So laugh it off over ice cream. Get a just-because cake.











Nadine Njeim

Launching a beauty brand following the Beirut explosion was more than just a goal for me, it was a journey of healing and resilience.

I experienced severe pain and trauma following the explosion that left me with deep emotional and physical wounds.

nwn

NADINE NASSIB NJEIM

The months passed and I began to heal, and I came to realize the importance of self-love, self-care, and self-confidence. I understood that finding a glimmer of light amidst the darkness was crucial for my own well-being.

This was the moment when I started thinking about creating a beauty brand. Back then, I found refuge in my beauty brand, my secret escape from everything around me



Nadine
Nassib
Njeim

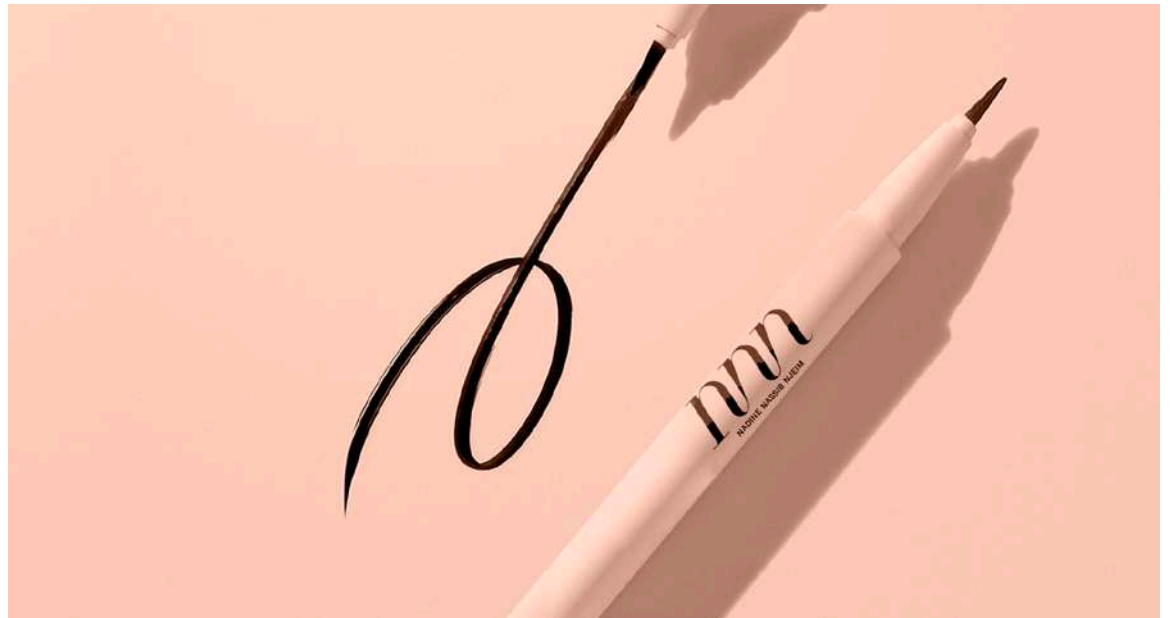


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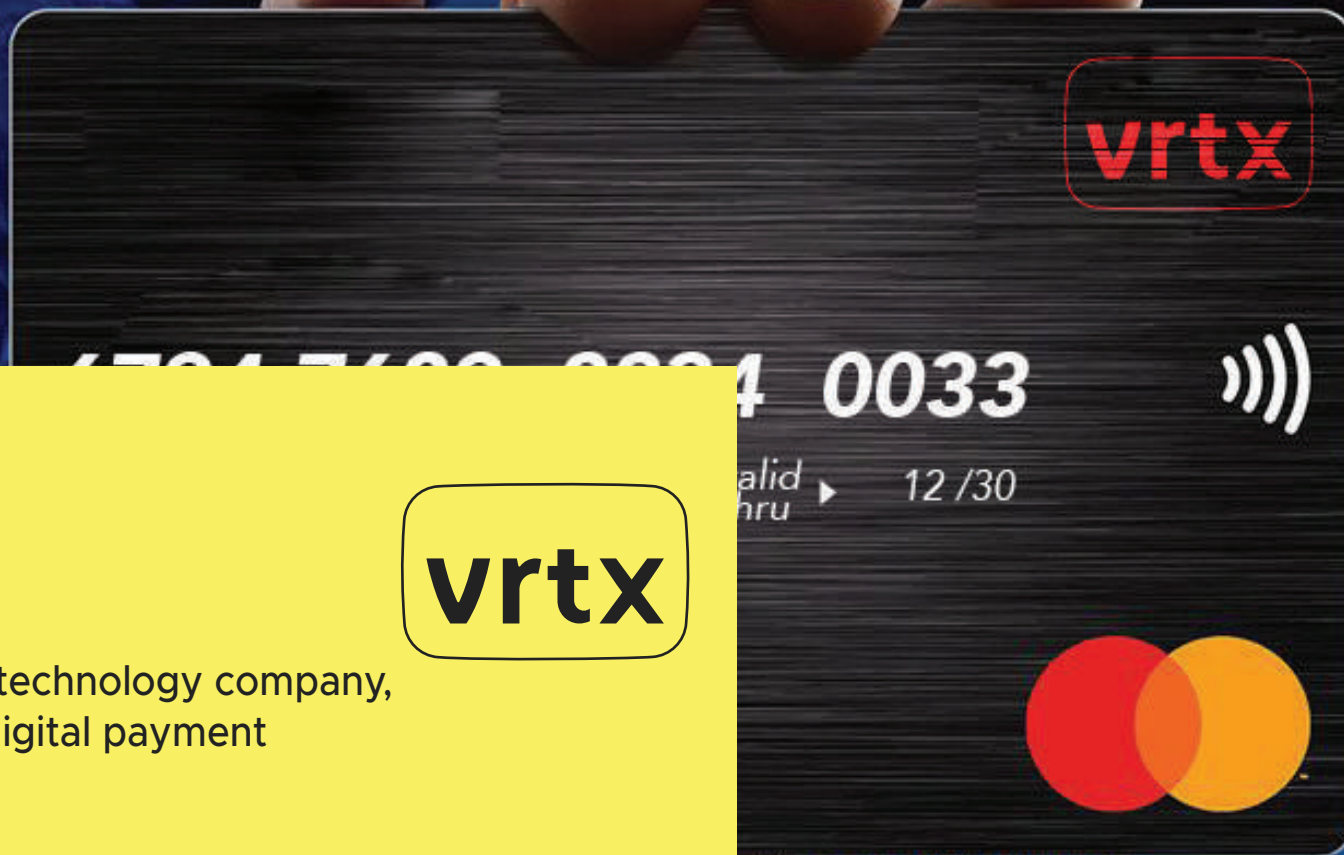




VRTX

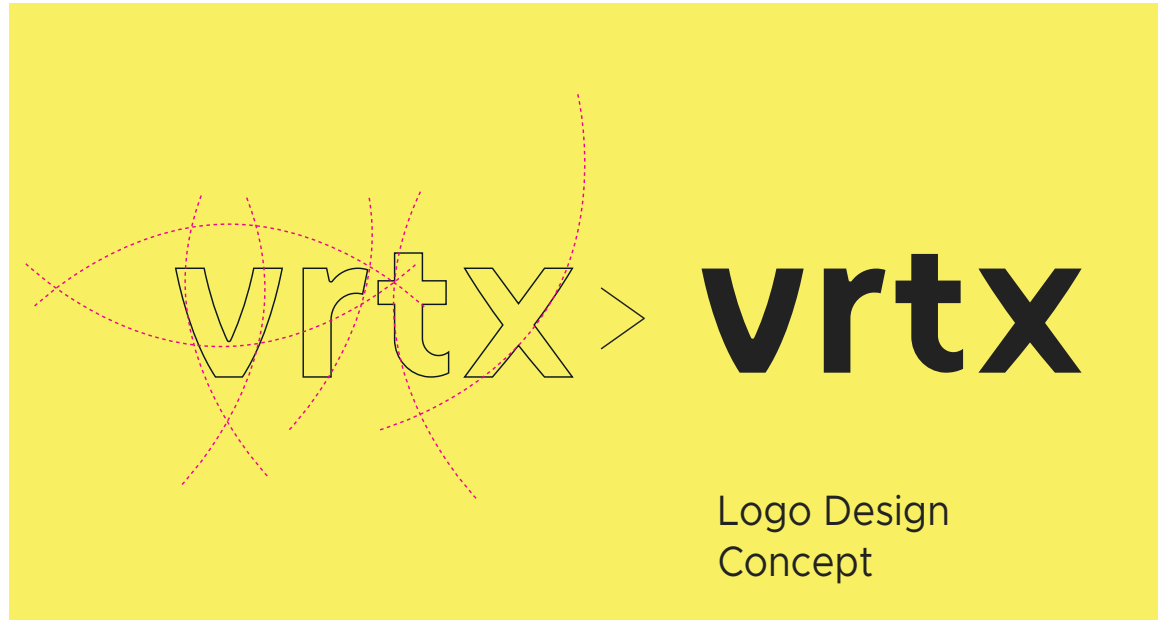
Vrtx pay is a financial technology company, providing innovative digital payment solutions.

We empower individuals and businesses with secure, seamless, and advanced payment solutions.

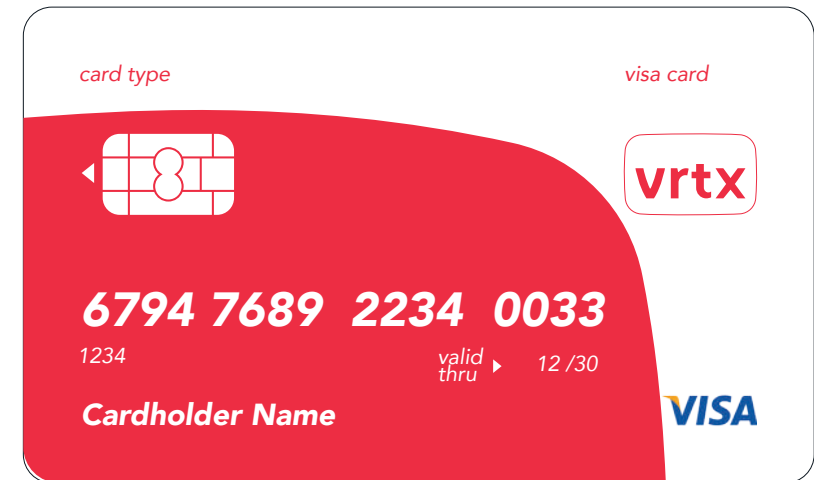


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vrtx



Empower Your Payments

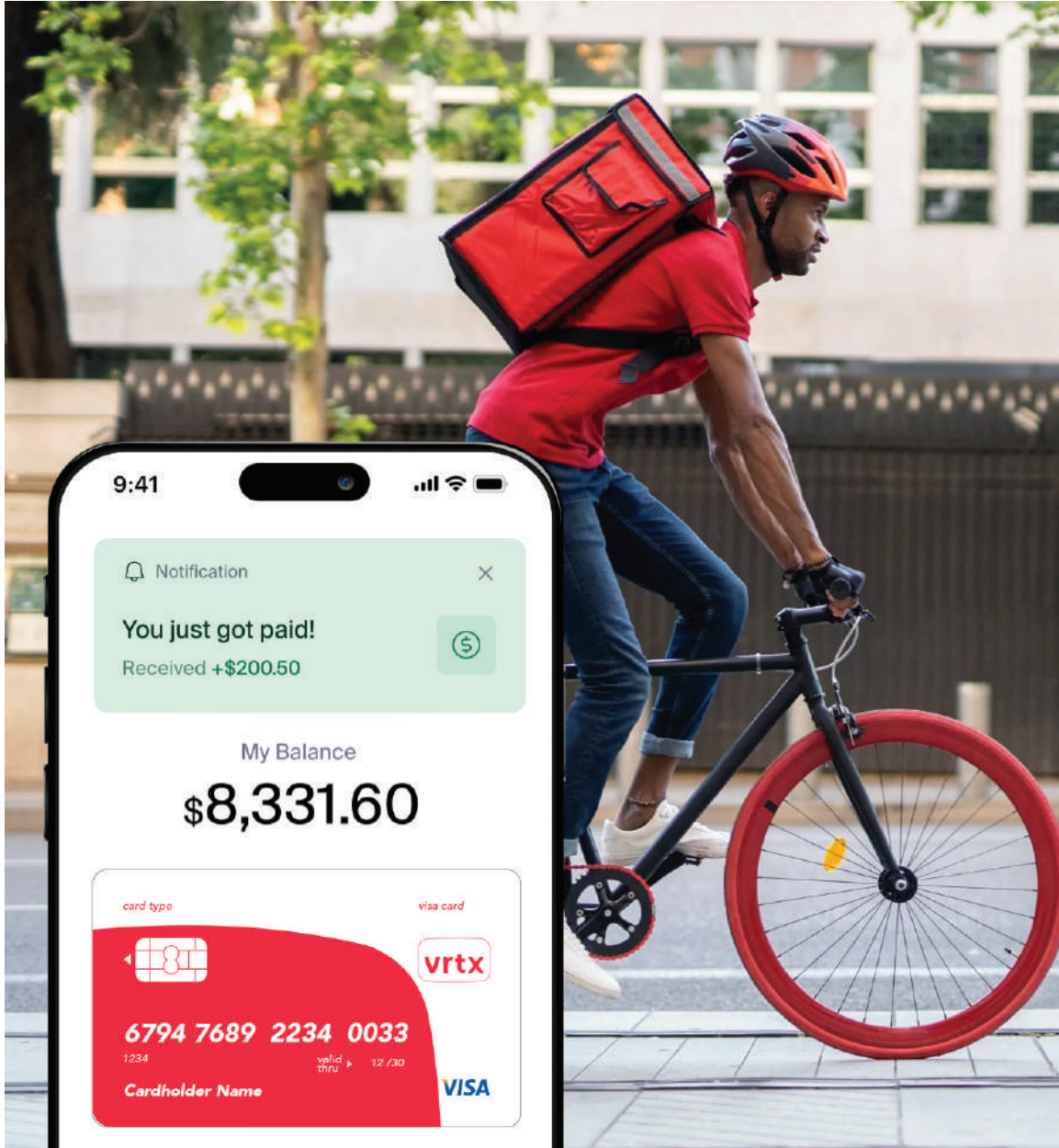


vrtx

Empower Your Payments



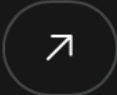
vrtx



How Nav uses embedded finance to deepen engagement and increase sales

2.5x

Engagement increase



Ebony Ivory

Ebony and ivory live together in perfect harmony Side by side on my piano keyboard, oh Lord, why don't we?

We all know that people are the same wherever you go There is good and bad in ev'ryone We learn to live, when we learn to give Each other what we need to survive, together alive Ebony and ivory live together in perfect harmony Side by side on my piano keyboard, oh Lord why don't we?

EBONY
IVORY®



**The Story: Ebony, ivory, living in perfect harmony ...
Ebony, ivory, ooh**

World Of Color And Professional Expertise. Discover Dior's Latest Collection Of Makeup. Explore Some Of The Most Luxurious & Trendsetting Beauty Products Around. Women's Fragrances. Men's Fragrances. Luxury Make-up. Skincare.



**Piano
Keys**

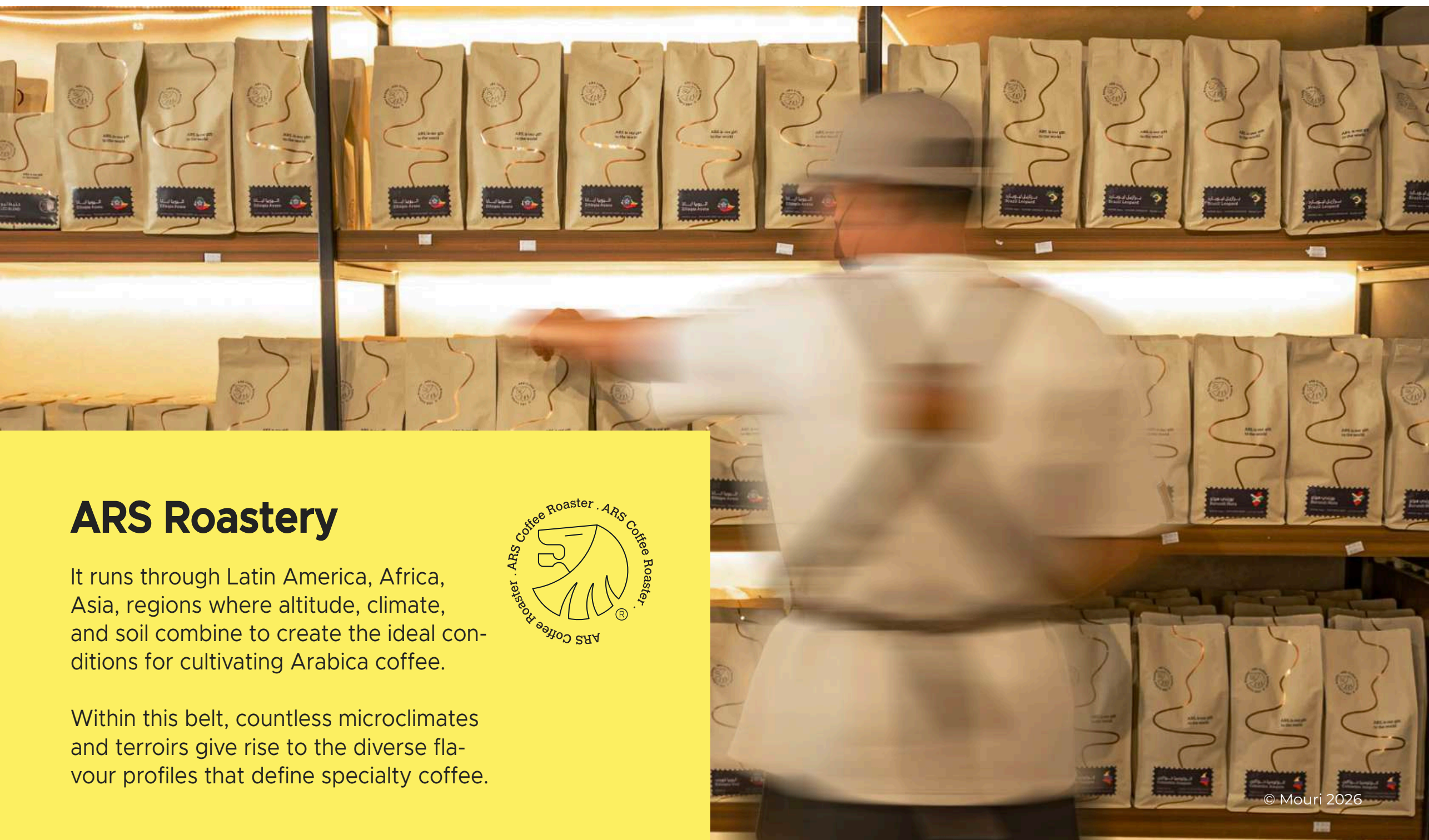


**EBONY
IVORY®**

**EBONY
ايبوري**







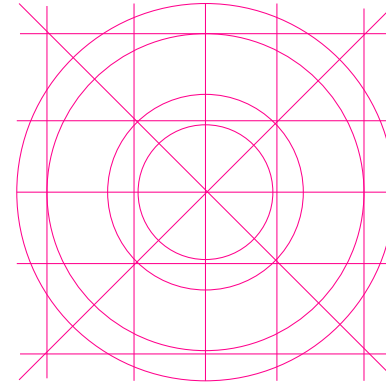
ARS Roastery

It runs through Latin America, Africa, Asia, regions where altitude, climate, and soil combine to create the ideal conditions for cultivating Arabica coffee.

Within this belt, countless microclimates and terroirs give rise to the diverse flavour profiles that define specialty coffee.



The Coffee Belt



Brand Identity

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Within this belt, countless microclimates and terroirs give rise to the diverse flavour profiles that define specialty coffee.

El Salvador Gobiado
Flavor:
cherry -
passion fruit -
peach

Roasting
3 March.
2026

Exp. Date
6 Months

Process
Natural
Anaerobic

Process: Natural
Anaerobic)
Altitude: 2000







Jora Chocolate

Wadi Jora is a valley located in Jazan, Saudi Arabia.

It is characterized by the presence of many ancient trees known as "B'raqa," which belong to the fig family (Ficus) and are spread along the length of the valley road.

JORA[®]

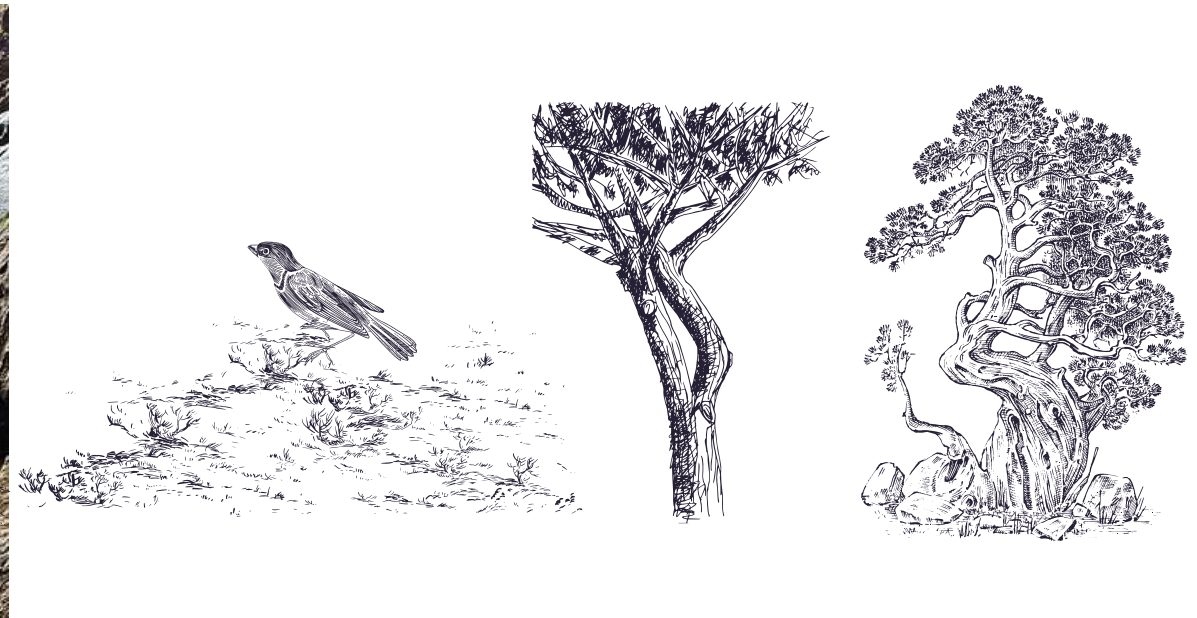


Wadi Jora is a valley located in Jazan, Saudi Arabia. It is characterized by the presence of many ancient trees known as "B'raqa," which belong to the fig family (Ficus) and are spread along the length of the valley road.

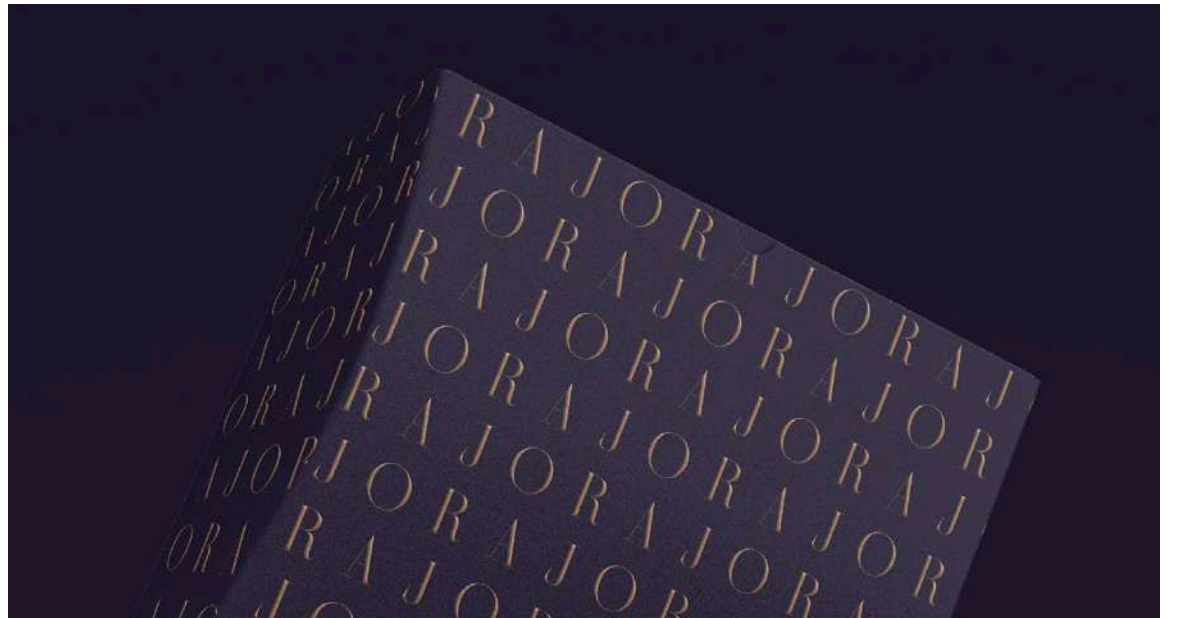
The trees are notable for their large size and towering height, with some of these ancient trees reaching over 40 meters in height and approximately 6 meters in width.

JORA

Typography Logo Style









White Cafe

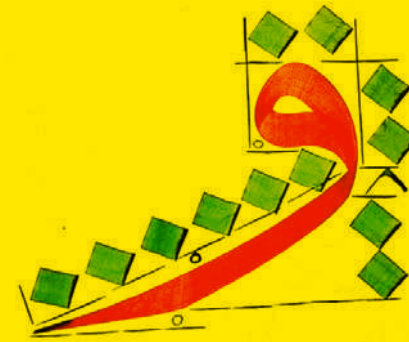
We're an impossibly eclectic group of coffee experts, artists takes many forms. There is no one profile that we're after, but we want every coffee to be delicious and, at times, provocative and unexpected.

We are a specialty coffee company that takes your good taste seriously.



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We are a specialty coffee company that takes your good taste seriously. Whether you lean toward bold coffee blends or bright, more lightly roasted single origins.



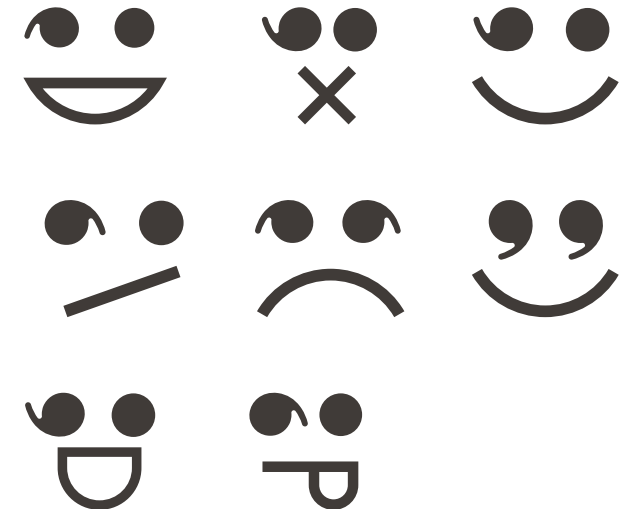
Arabic Letter
Arabic Calligraphy

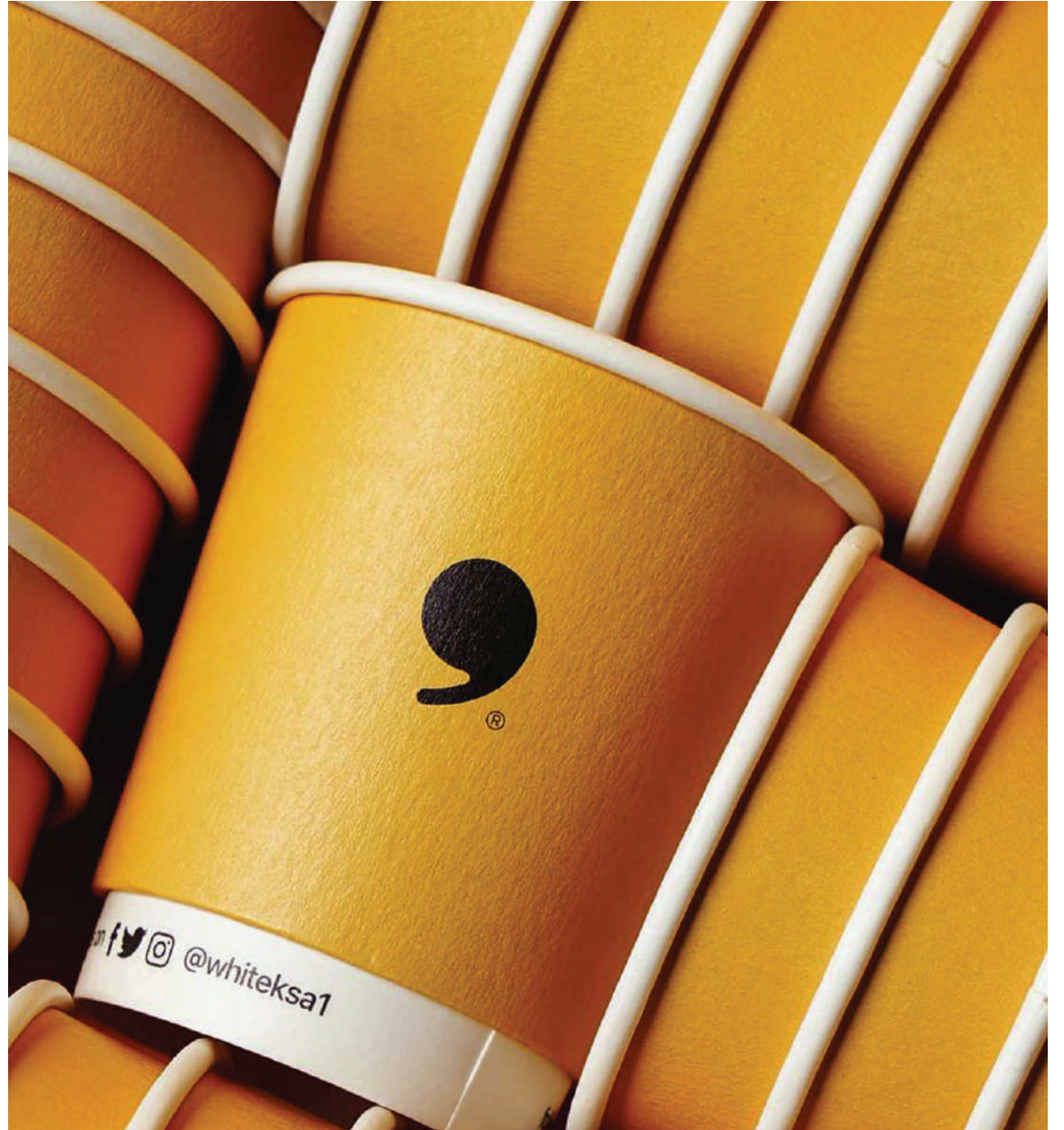


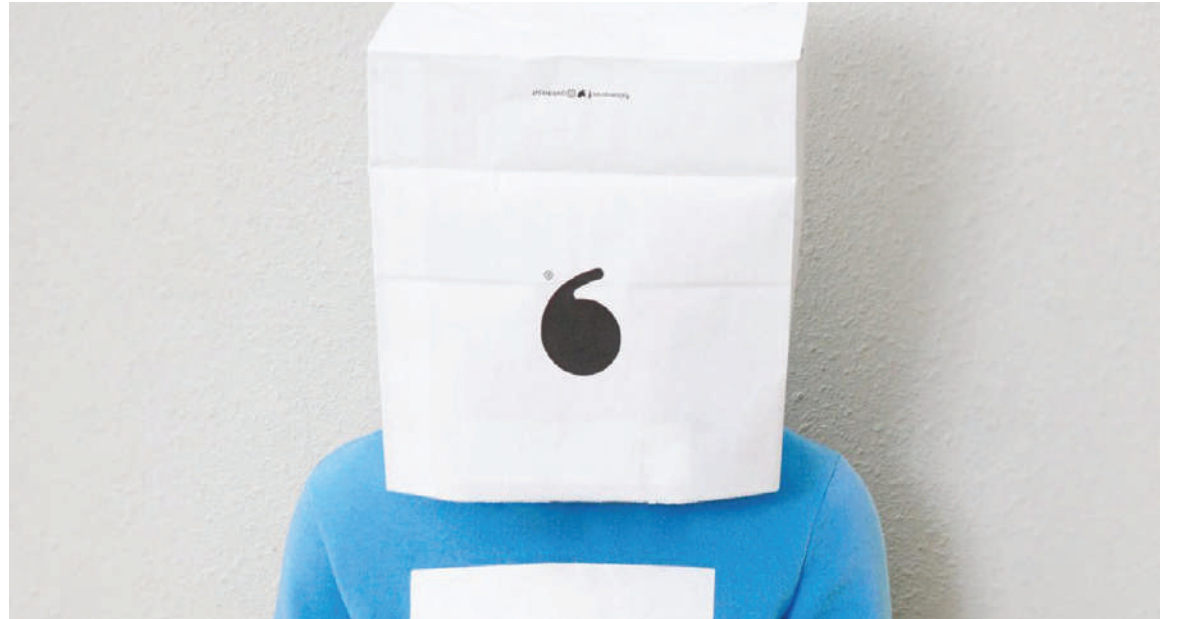
Icon G Concept

coffee
ice cream

1. If you drink it plz
2. I'am Happy
3. Do you drink coffee?
4. Drinking coffee
5. Open Now
6. After Finished Drinking
7. Closed Now
8. I want more









Reef Store

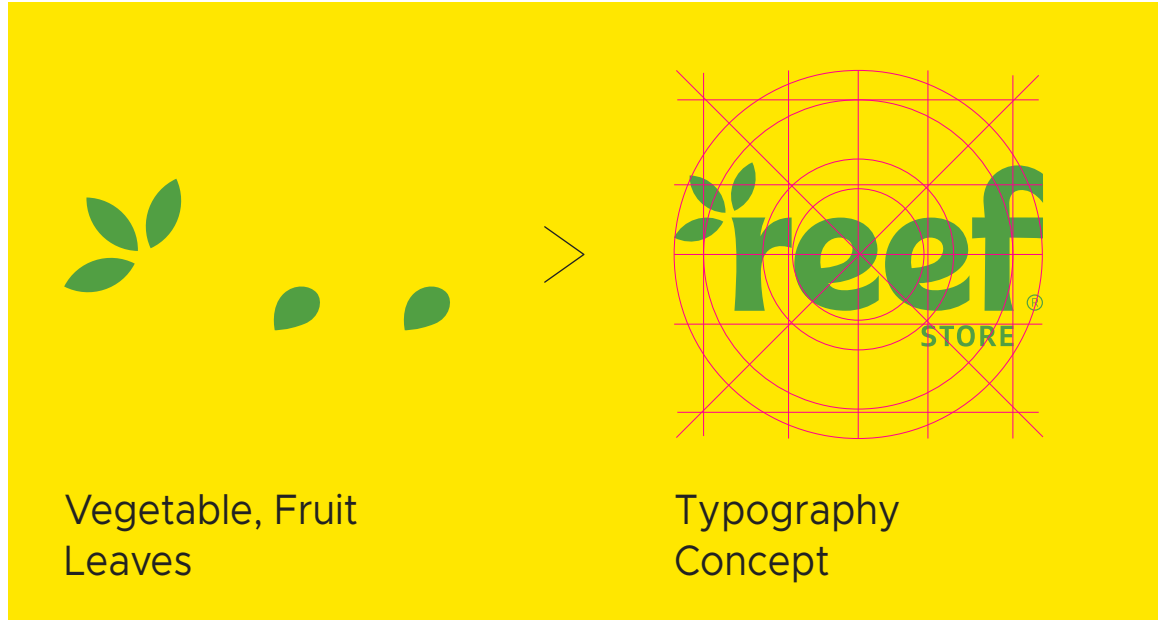
The 'big box', out of town retail models favoured by most of the Big 4 (as the four largest supermarkets in the KSA are known) has proven dangerously out of date as consumers have moved towards smaller, more regular and more local shops.



This was the context when we were appointed to work for Asda, the KSA largest supermarket, who were feeling the pressures of the new market reality as much as anyone else.

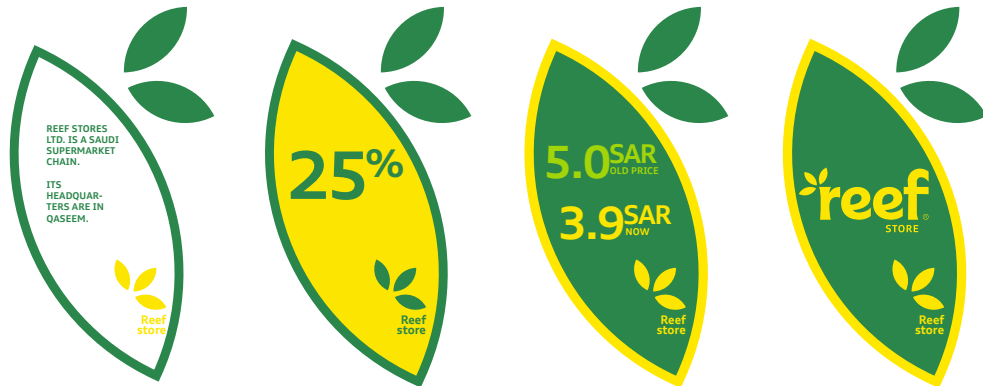
What we did

Brand Strategy , Customer journey, Visual Expression, and Brand Guidelines



Vegetable, Fruit Leaves

Typography Concept





**Fresh, Colorful,
Delicious.**





Live life on Padel Time

Welcome To

QW44- 2023

4:00 2333



Padel Time



Discover our Padel Court Configurator, where you can preview and customize your own court.

Choose from a variety of options including court model, grass type, mesh, frame, light posts, doors, benches, net, protection, and roofing.

Discover our Padel Court Configurator, where you can preview and customize your own court.

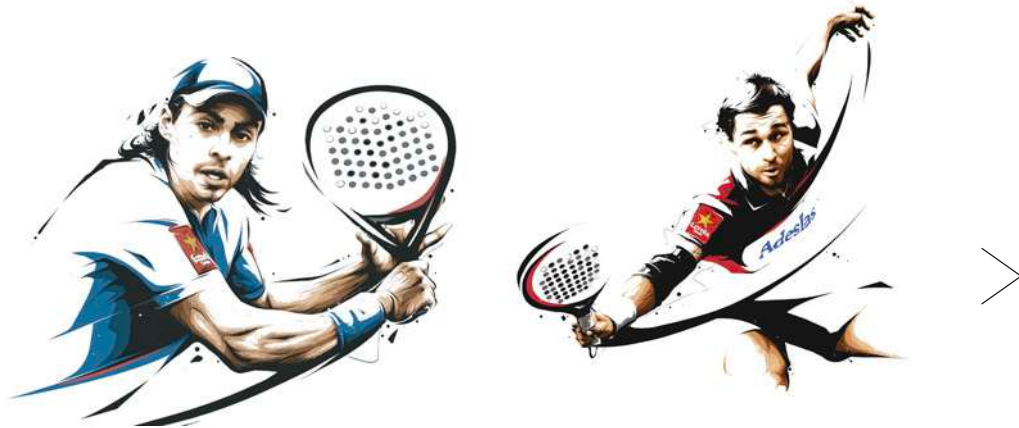
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PADEL TIME >

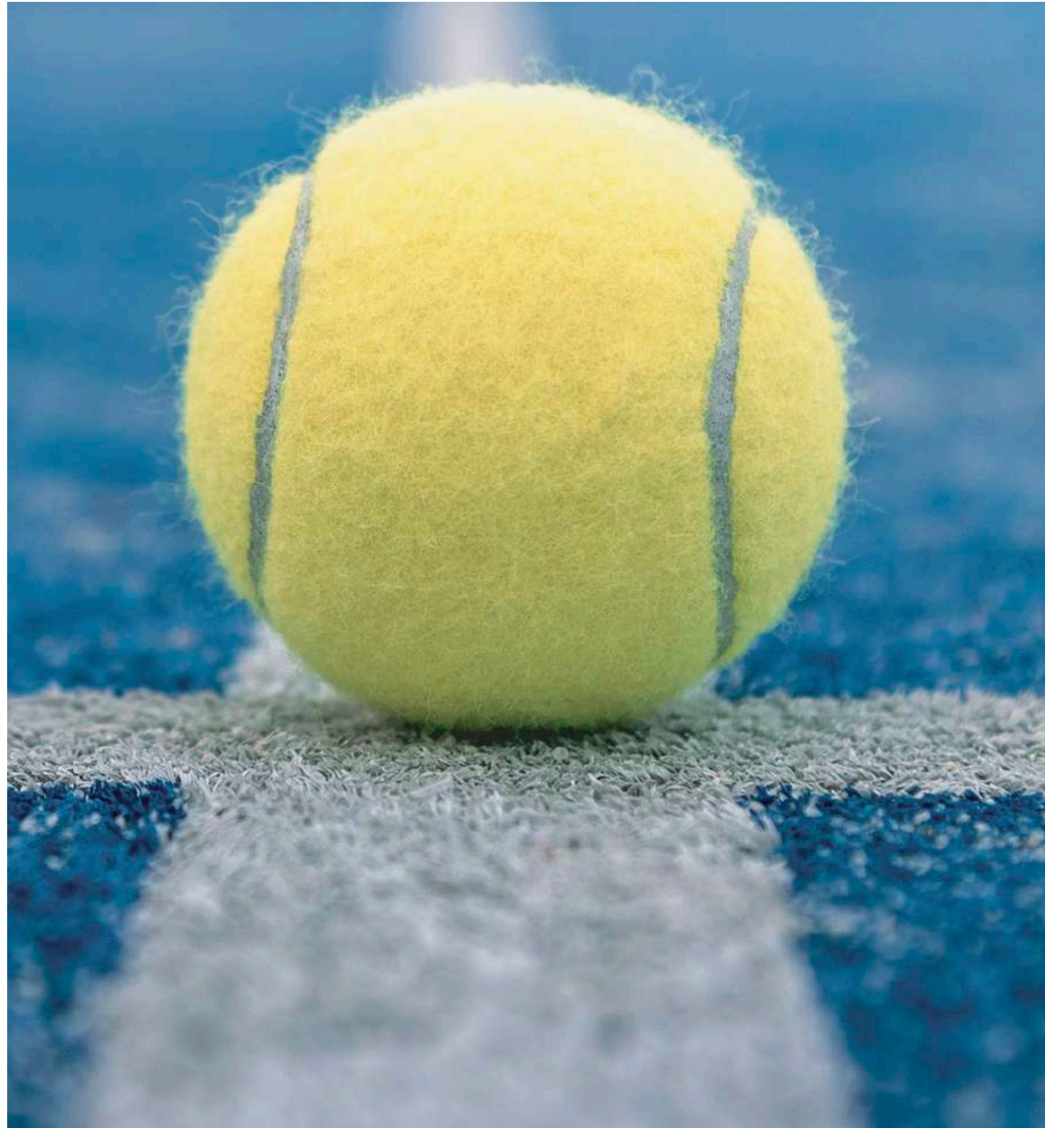


Typography
Style

Icon (Logo)









EGGS

They enhance any dish with their remarkable freshness and creaminess, not to mention their exceptionally plump amber yolks. Just ask the top chefs who use Eggs in every dish imaginable.



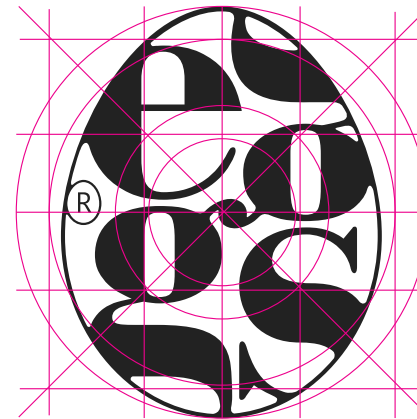
All our organic eggs have a rich, flavorful taste that you can only get from organic, free range hens.

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eggs >





Organic eggs

Our eggs not only taste good, but do good for the hen





Sola Cafe

It takes many hands to craft the perfect cup of coffee – from the farmers who tend to the red-ripe coffee cherries, to the master roasters who coax the best from every bean, and to the barista who serves it with care.

We are committed to the highest standards of quality and service, embracing our heritage while innovating to create new experiences to savor.

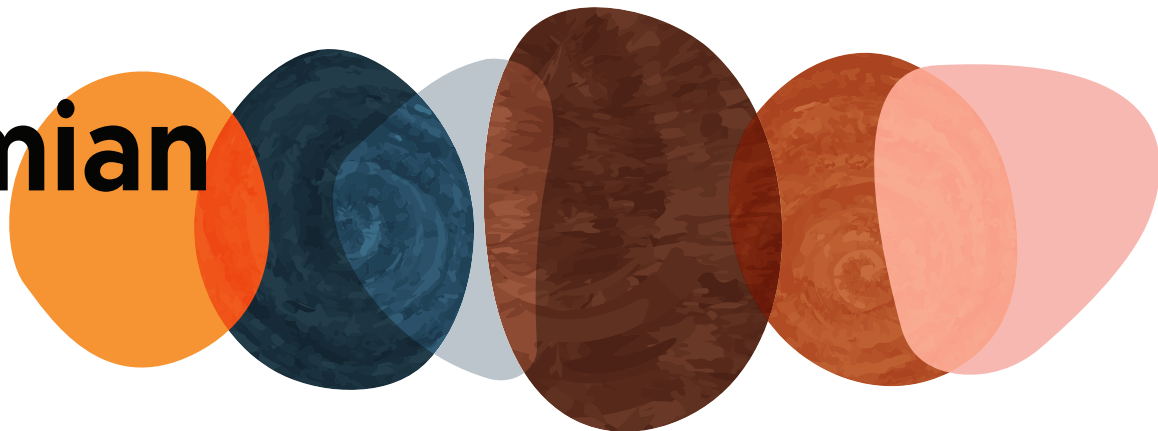


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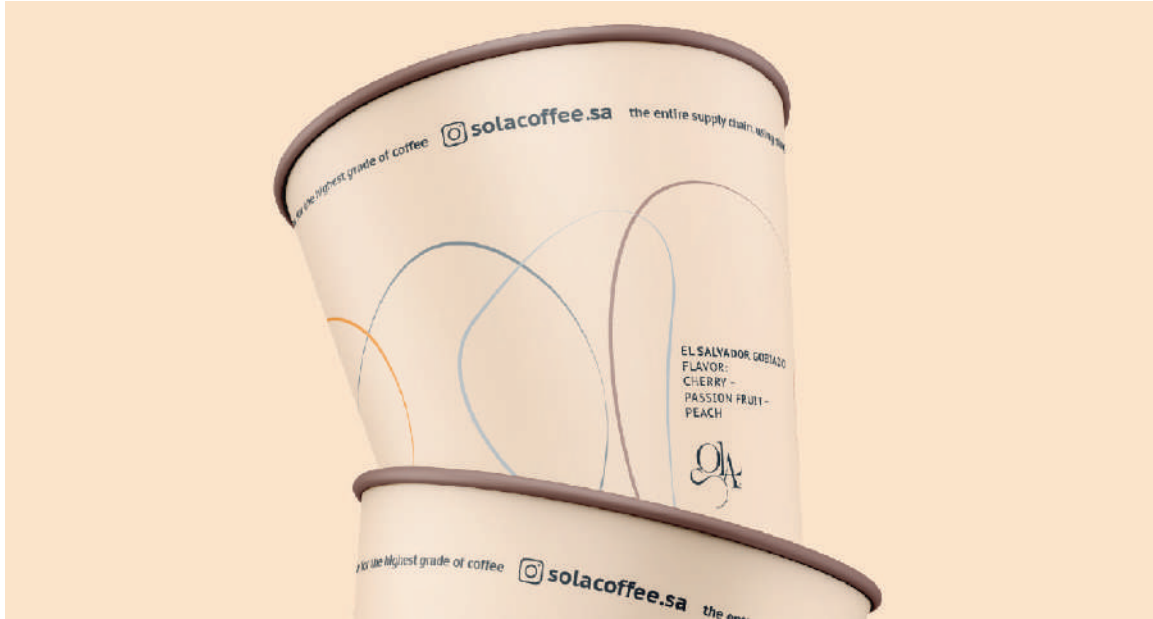
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**Bohemian
Style**









Breehant

The concept of Ethiopian coffee transcends the mere consumption of a caffeinated beverage; it is a profound, ancient, and deeply social institution that treats coffee as a symbol of hospitality, community, and respect.

As the birthplace of *Coffea arabica*, Ethiopia's coffee culture is defined by a slow, intimate, and often ceremonial, farm-to-cup experience.

Breehant®

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Overlap Roastery

Cultural Significance: In Ethiopia, coffee is deeply integrated into social and cultural practices.

Women are often responsible for preparing and serving coffee during social and family gatherings, highlighting their central role.



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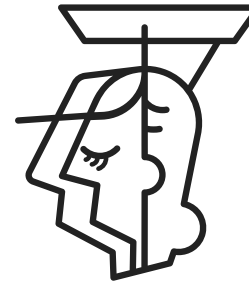
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Ethiopian
Faces style



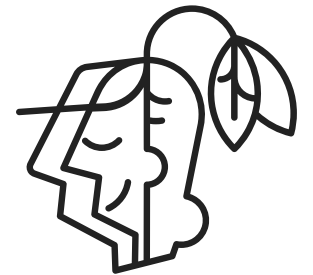
Logo Design
Concept



Ethiopian Women Farmer
Stage after picking
coffee cherry

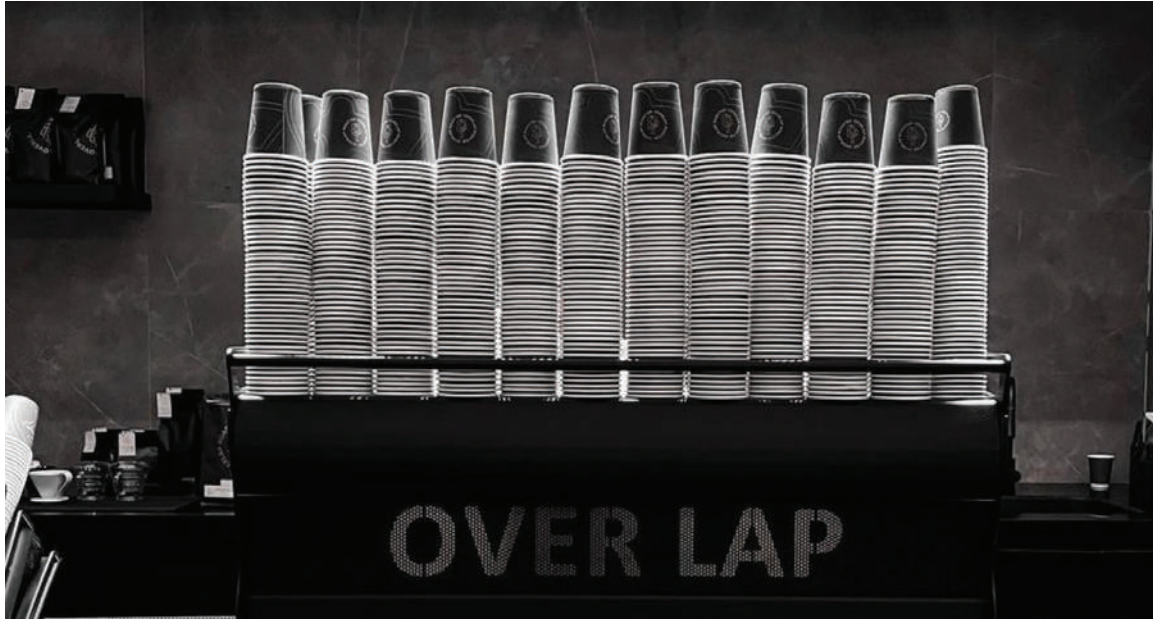


Ethiopian Women Farmer
The stage of tasting coffee



Ethiopian Women Farmer
Picking the coffee cherry
from the tree

In Ethiopia, people often drink their coffee in three stages, bringing the same portion of coffee grounds to a boil for each stage.





Usta Asim

From the heart of riyadh, we offer you the most authentic shawarma taste with carefully prepared recipes. we use the finest responsibly sourced meats & fresh ingredients to serve you a delight in every bite!

Experience the original shawarma and chase the stunning flavors in the most tender grilled meats halal foods.

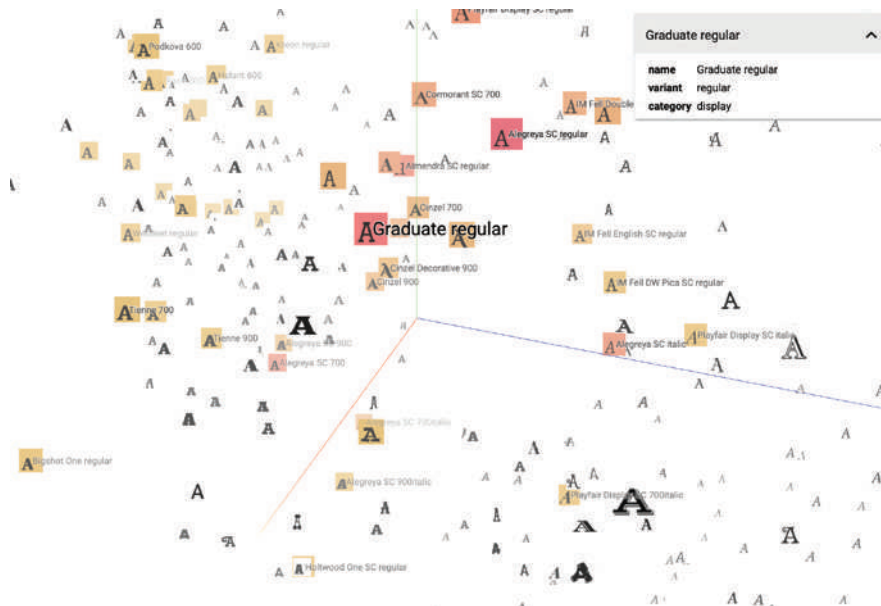
**USTA
ASIM**®

شاورما اللحم البلدي

Typography plays a pivotal role in visual identity design and marketing campaigns, precisely conveying the desired message and tone of voice to the target audience. Many designers turn to custom font design or font licensing to meet these needs, but there is a third option.

Font modification allows us to personalize any font from our extensive library to precisely meet your needs.

USTA
AS
IM®



أستاذ عالم
USTA ASIM®







™ AZOZ

SAUDI SOCIAL MEDIA CELEBRITIES
SAN FRANCISCO, AMMAN, RIYADH, KUWAIT
ABD ELAZIZ AL-ZAMIL

**THE FIRST RECOGNIZABLE SOCIAL
MEDIA SITE, SIX DEGREES, WAS
CREATED IN 1997.**

Aziz Al-Zamil



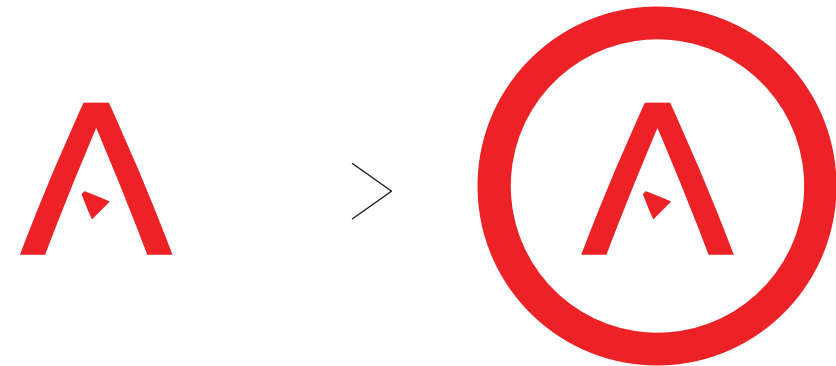
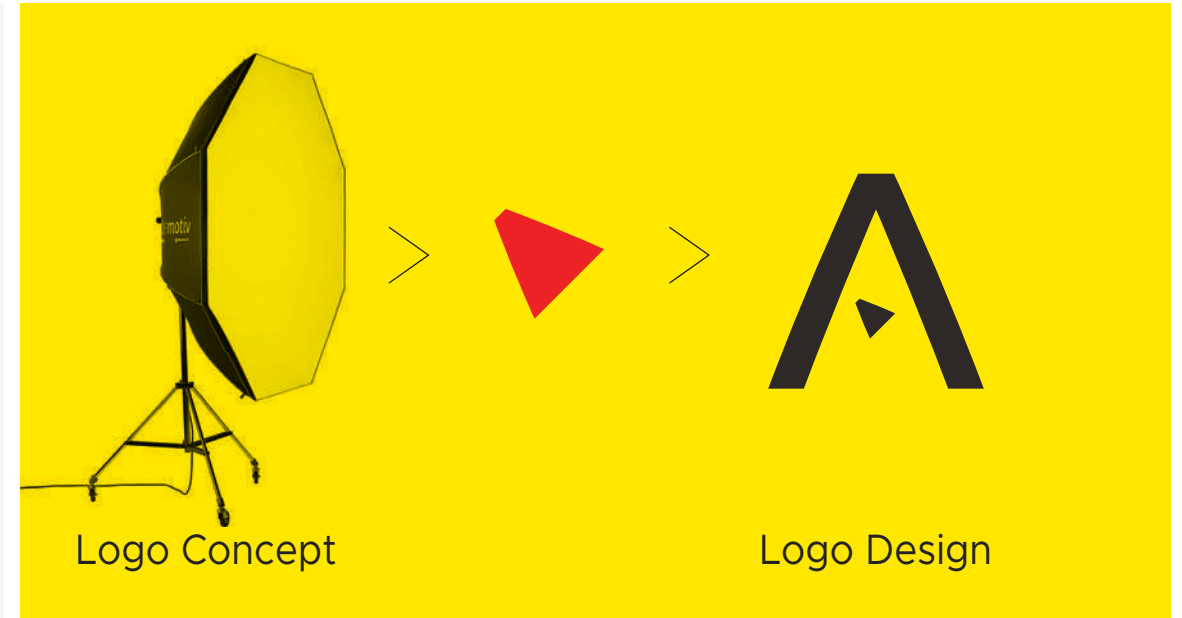
Aziz Al-Zamil, known online as AZOZ, is a Saudi YouTuber known for his Movie videos and comedic formatted videos and shows.

AZOZ popularity on YouTube and extensive media coverage have made him one of the most noted online personalities and content creators.



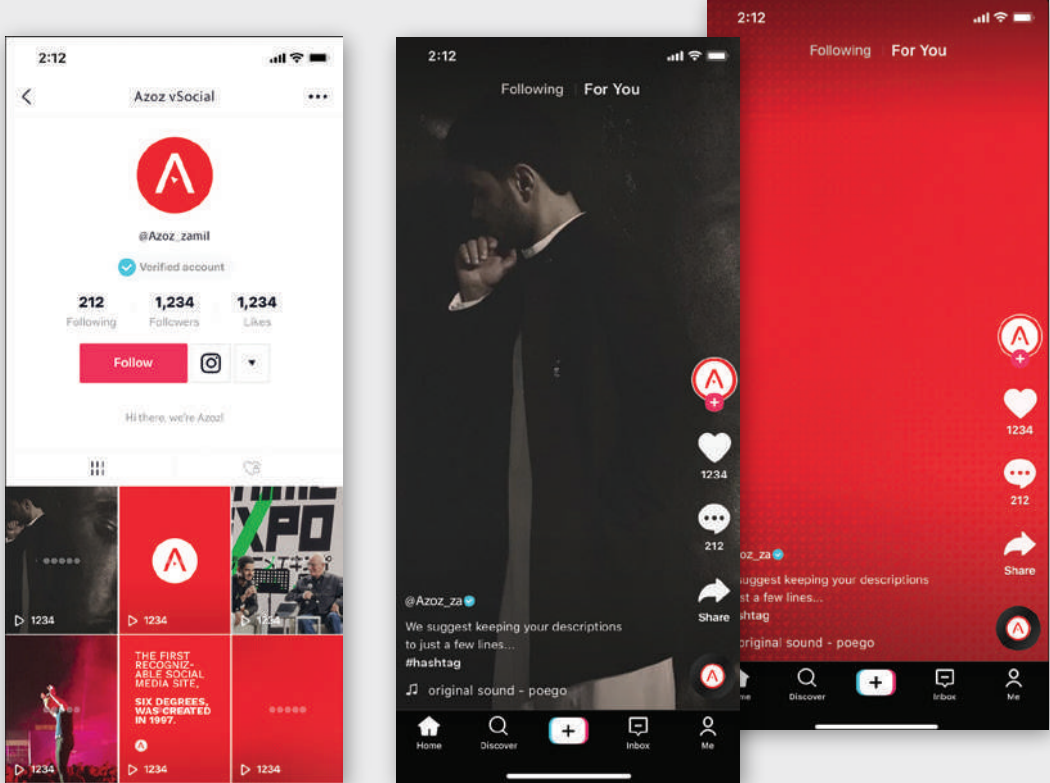
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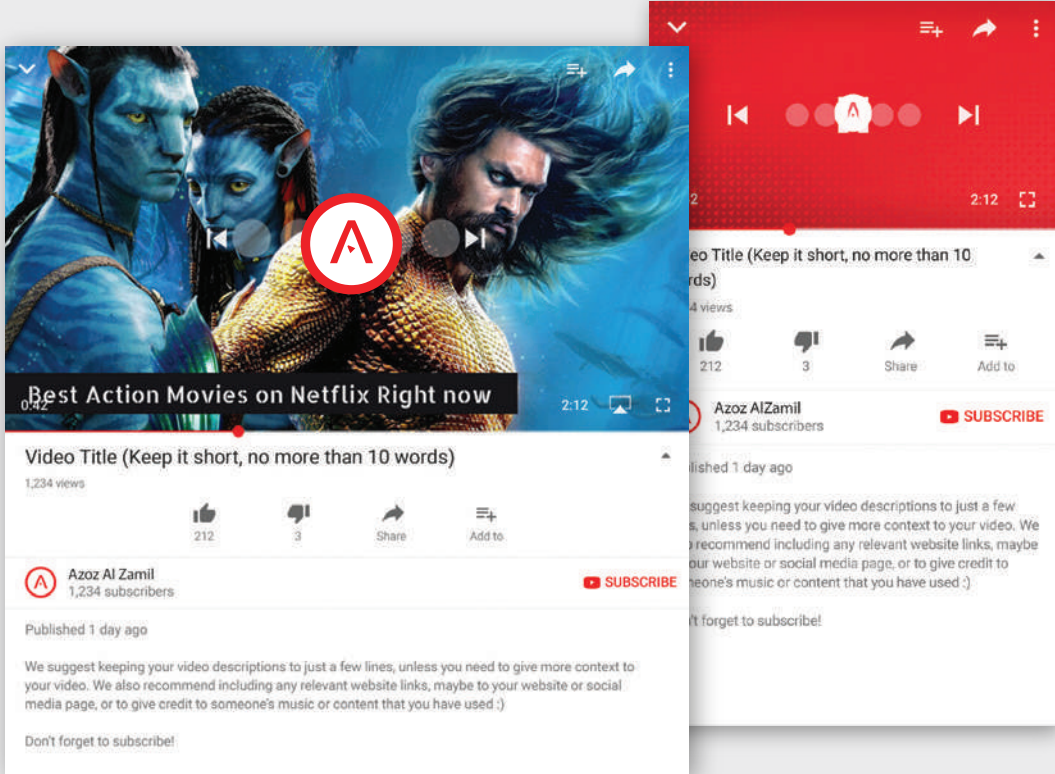




TikTok Style



YouTube Style



A large, stylized logo for 'hide' is centered in the upper half of the image. The letters are white with a vibrant rainbow gradient that transitions from red on the left to purple on the right. The background behind the logo is a dark blue gradient that also features the same rainbow gradient, creating a layered, colorful effect.

Hide

A smaller, solid black version of the 'hide' logo is positioned to the right of the 'Hide' header. The letters are lowercase and have a clean, modern sans-serif font.

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STUCK

Froz Ice Cream

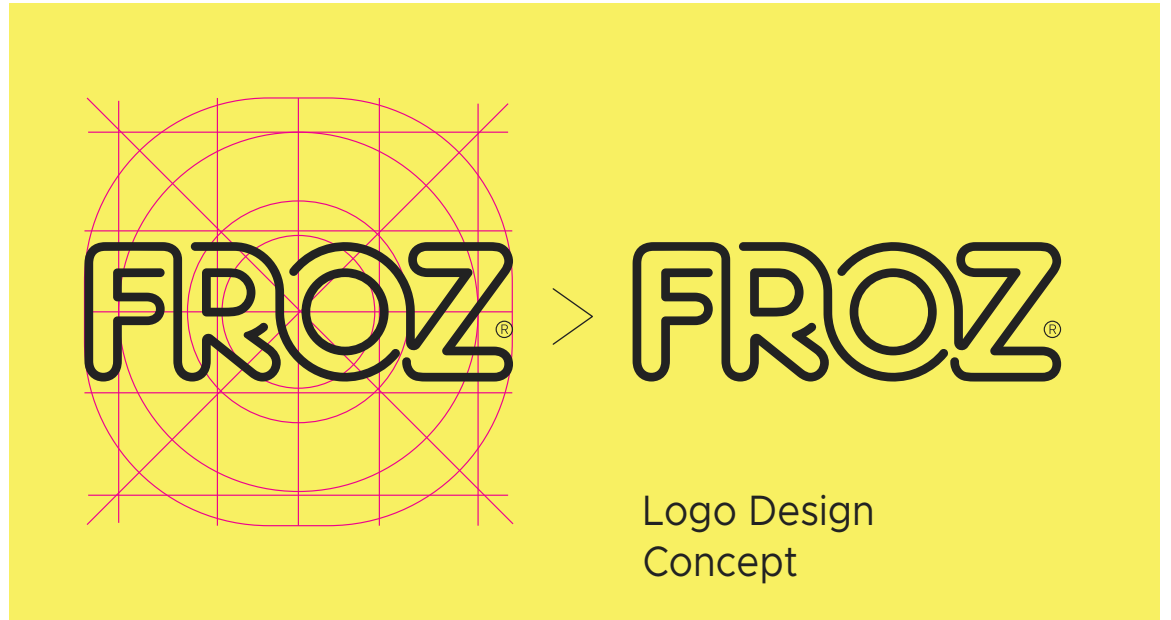
FROZ[®]

Some people think happiness is elusive. That all you can do is sit back and hope it comes to you. Well, they don't see what we see.

See, happiness isn't a lottery you win; it's a choice you can make. Even if the world hands you a million reasons to choose otherwise. So laugh it off over ice cream. Get a just-because cake.

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KIDS

FROZ MINI CONE
24 PIECES / 50 CALORIES

FROZ MINI CONE
24 PIECES / 50 CALORIES

FLAVERS

HOT CAPPUCCINO / LATTE
CAPPUCCINO 90 CALORIES, LATTE / 145 CALORIES

STICK

FROZ IS A SAUDI BRAND SPECIALIZED IN THE SUPPLY OF VARIOUS PRODUCTS OF ICE CREAM & FROZEN YOGURT.

FROZ IS A SAUDI BRAND SPECIALIZED IN THE SUPPLY OF VARIOUS PRODUCTS OF ICE CREAM & FROZEN YOGURT.

SERVING SIZE	300G	SUGAR	5 G
CALORIES	250	VITAMIN A	4%

STICK

FROZ

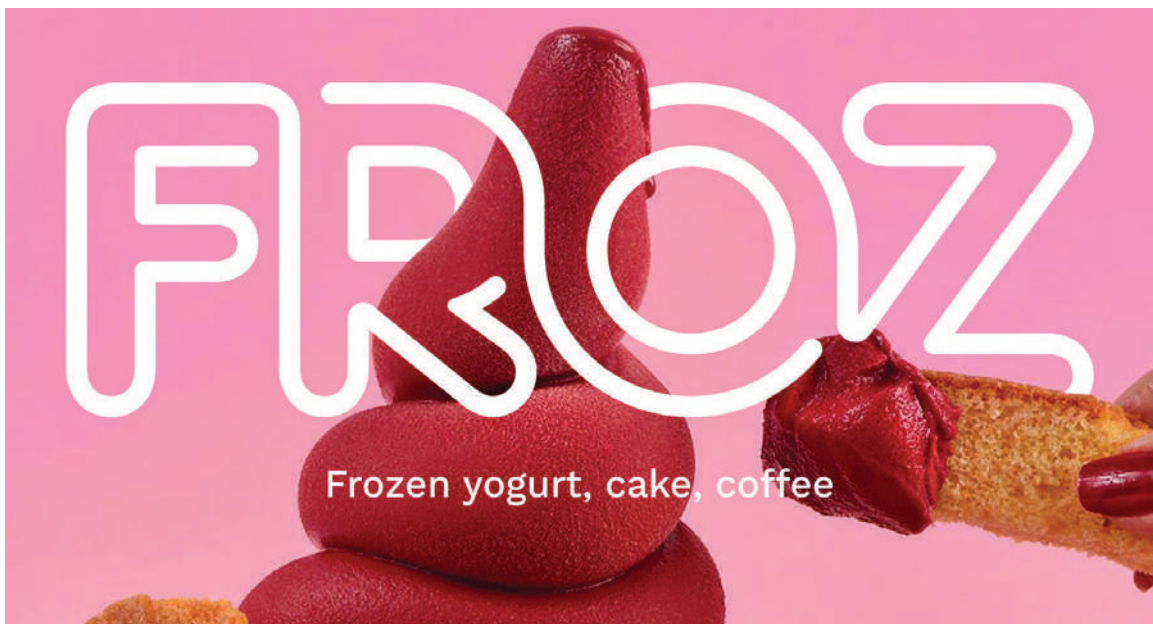
KIWI STICK

STICK FLAVERS

MINI CONE
ICE CREAM

FROZ





Black Barn

**BLACK
B/RN®**

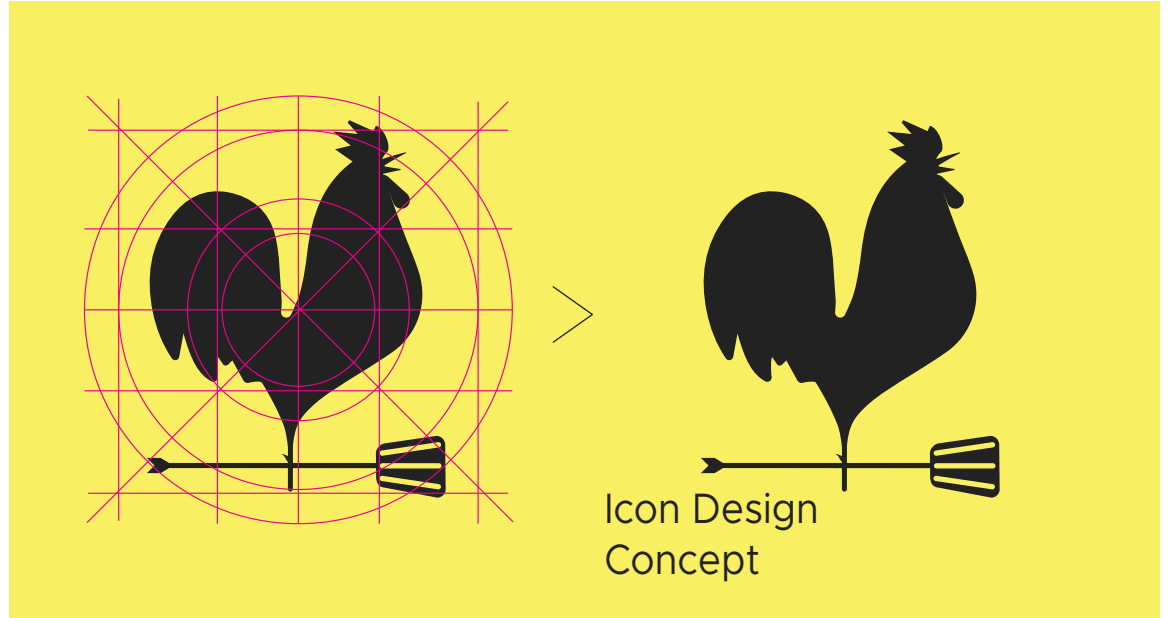
The Black Barn emerged with a confident and differentiated packaging identity that clearly communicated its fusion-driven personality.

The packaging now acts as a strong storytelling tool, reinforcing brand recall and supporting long-term scale.



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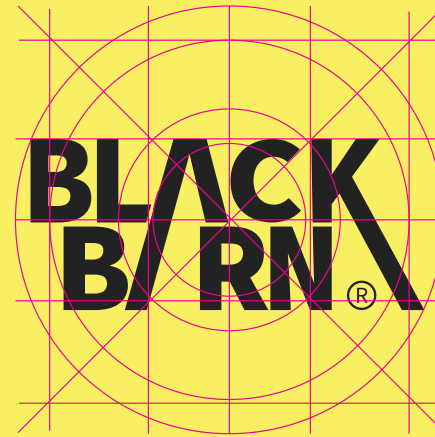
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**BLACK
B/RN®** 

The Black Barn emerged with a confident and differentiated packaging identity that clearly communicated its fusion-driven personality.

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Icon Design
Concept

**WHERE THE
TASTE OF
CHICKEN
MEETS THE
MYTH.**



Another item worthy of mention is the bone-in-wings with a sauce of your choice. You can either go for the chains original buffalo sauce or the wimpy sauce (if you prefer mild flavor).







Bring brands to life, Delivering on the
Promise of an experience.

Thank You