

trademark<sup>TM</sup>  
ideas that work

2 0 2 3

Riyadh, Dubai, Amman



We are a group of independent  
creative agencies offering  
integrated brand marketing  
and digital communication  
solutions **since 2012**

We help our clients strongly connect with their audience with captivating ideas, awe-inspiring concepts and memorable experiences.

**VITO** trademark<sup>TM</sup>  
ideas that work



## Vision 2030 commitment

Staying true to Vision 2030, initiated to transform Saudi Arabia, we are proud to be part of the positive change and support local brands and businesses in building their presence and grow to meet their targets.

We aspire to be a creative and innovative force in the transformation promised by the Vision 2030 ambitious goals for a greater quality of life.

رؤية  
VISION  
2030  
المملكة العربية السعودية  
KINGDOM OF SAUDI ARABIA

let's talk  
numbers

620

achieved campaigns

92

successful brands

22

years of experience

9

countries

# expertise

Trademark's work and expertise span the following fields:



Real Estate  
Development



Tourism



Governmental  
Institutions



Automotive



Sports and  
Leisure



Retail and  
Entertainment



Healthcare



Food and  
Beverage



Events and  
Conferences



Hotels



Technology and  
Cloud Services



NGOs

# local & global reach

We are proud to serve these locations in Saudi Arabia

- Riyadh
- Jeddah
- Western Province

We also work with brands across the region and some projects worldwide:

- KSA
- UAE
- Qatar
- Egypt
- Bahrain
- Jordan
- Turkey
- United Kingdom
- Hong Kong



# services



## Brand Management

We help you build and grow your brand with smart strategies that inform the design and marketing.



## PR & Influencers Marketing

We help you promote your brand and reach your audience with advertising and PR solutions that match your needs.



## Digital Marketing and Advertising

From web design, online campaigns to social media content; we help you maintain a strong online presence that drive your sales up.



## Production & 3D Render

We offer integrative video/audio production services including filming, storyboards, video editing, animation and 3D rendering.

# how we do it?



## discovery

What's the nature of the project? What are the brand's objectives and goals?



## research

Conducting a market research, competitive analysis, and writing a content strategy.



## brainstorm

Sparking the creative juices and developing ideas.



## testing

Getting feedback with surveys and other tools.



## launch

Advertising and production goes ahead, meanwhile we measure the impact.



## analyzing

Report back with an analysis of the impact and performance.



# brands we loved working with





# our awesome tribe





# our creative force

We are a passionate team and strategic partners committed and driven to create inspiring ideas. Each one of us brings his unique talents and skills to help your brand grow.



**Faris Atiyat**  
General Manager  
& Founder



**Ahmed Aljar**  
Co-Founder



**Bakr Dirani**  
Digital Performance  
Marketing Director



**Abdulwahab**  
HR & Finance



**Helen Al Uzaizi**  
Strategist



**Layan**  
Head Of Influencer  
Marketing



**Mohammad Jamal**  
Accountant



**Ammar Qasem**  
Lead PHP Developer



**Ahmad Zeyad**  
Art Director



**Omar**  
Art Director



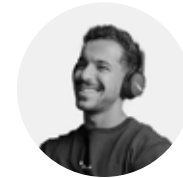
**Maya**  
Graphic Designer



**Bilal Abdallat**  
Motion Graphic  
Designer



**Mortada**  
Content Creator



**Rayan**  
Photographer



**Jumana**  
Graphic Designer



**Reem Halasa**  
English Copywriter  
& Editor



**Sawsan Assaf**  
Arabic Copywriter



**Ahmad Obiedat**  
Sr. Account Executive



**Anas Beltaji**  
Sr. Graphic Designer



**Basil Najjar**  
Digital Marketing  
Manager

# brand management

Creating a brand is only the first step... it's exciting but not enough. You need to manage your brand's reputation, your customers' perception, and create awareness and build loyalty. That's where we help you manage and develop your brand as your business grows and changes.

## Strategy

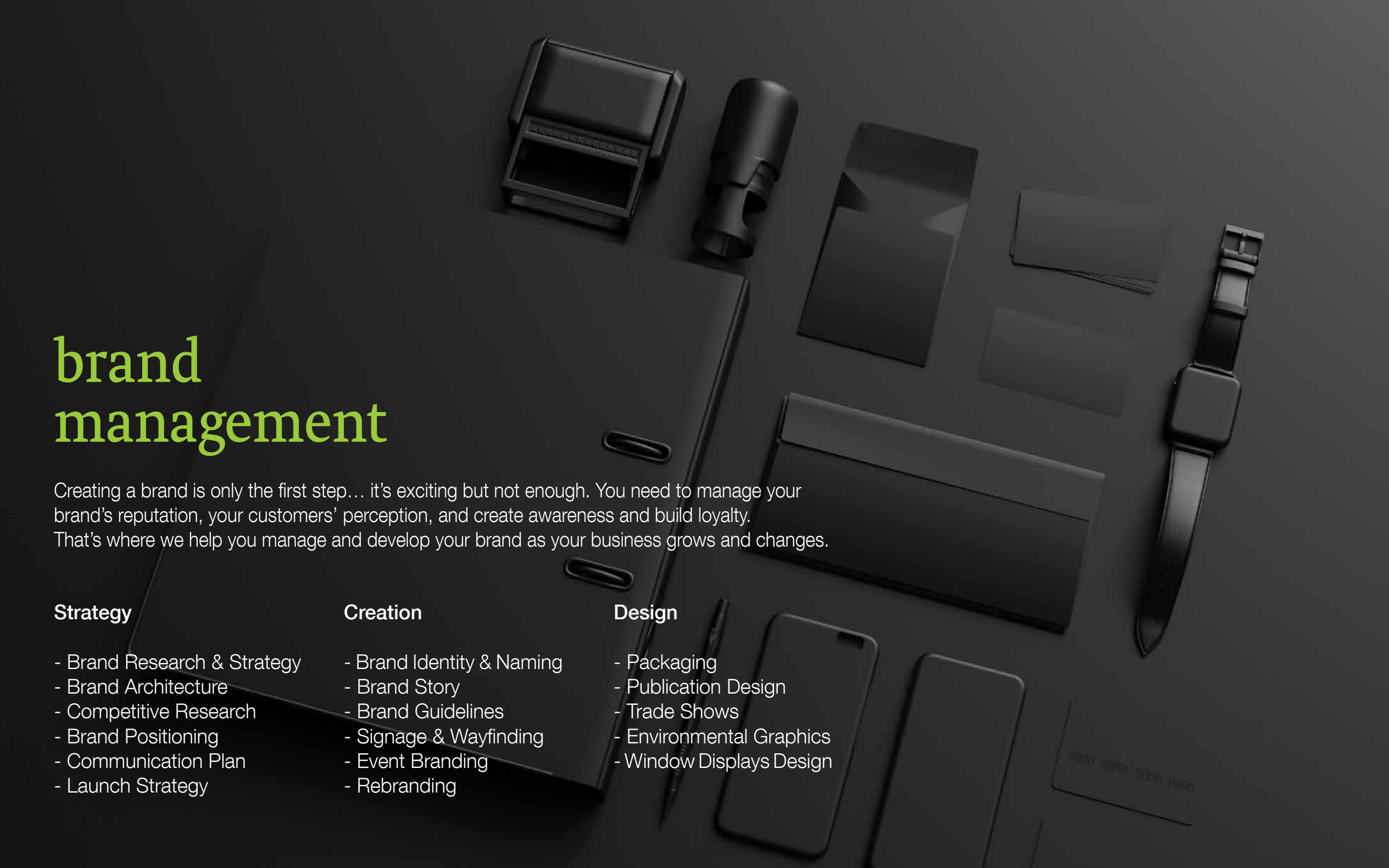
- Brand Research & Strategy
- Brand Architecture
- Competitive Research
- Brand Positioning
- Communication Plan
- Launch Strategy

## Creation

- Brand Identity & Naming
- Brand Story
- Brand Guidelines
- Signage & Wayfinding
- Event Branding
- Rebranding

## Design

- Packaging
- Publication Design
- Trade Shows
- Environmental Graphics
- Window Displays Design



# advertising

How do you want your brand to be seen? We are driven to create great impactful advertising. The right advertising will help you deliver the right message, and build customer loyalty.

- Concept & Branding Campaigns
- Creative Content Development
- Ads & Video Making
- TV, Cinema, Video Content Advertising
- Out Of Home (OOH) / Outdoor Advertising
- Press & Print Advertising
- Radio Advertising
- Media Strategy and Bookings
- E-mail and SMS Marketing
- Activations & Promotions
- Partnerships





# digital marketing

If you're starting out or want to improve your online presence, trademark is your partner to fuss-free digital solutions. Let us help you create a solid reputation and increase your sales and customer base.

- Conversion Rate Optimization & Search Engine Optimization (SEO)
- Social Media Marketing
- Measure, Attribution Tagging & Setup
- Online Marketing Consulting
- Video & Display Advertising
- Content Marketing
- E-mail Marketing
- Online Advertising
- Search Engine Marketing & Google Display Network
- Influencers' Marketing



# production

We don't just design and create great ideas, we bring them to life through print, digital, or audio/visual production, 3D installations.

- Production Management in Print, Digital, Radio & Video Content
- Corporate Videos
- Motion Graphics
- Voice Recording
- Printing and Production
- POS Production
- Kiosks & Exhibition Stands
- Signages
- Collaterals Printing
- Large Format Printing
- Promotional Items





# public relations (PR)

Let us help you build meaningful relationships, manage your brand's image, and drive positive publicity, ultimately leading to increased visibility and credibility in your industry.

- Public Relations
- Design and Infographics
- Risk and Crisis Management
- Influencer management
- Media Coverage and Documentation
- Media Consultations
- Press Release Writing
- Content Preparation
- Publishing on News Accounts and Newspapers
- Media Interview Coordination



# influencers management

We connect brands with influencers who authentically represent their values, ensuring impactful and effective collaborations. We look beyond just an influencer's size to identify the right selection for your brand.

- Influencer Identification
- Account management
- Influencer Insights Report
- Budget setup
- Competitive analysis
- Content strategy
- Quality control
- Performance report



Abdullah Aljumah



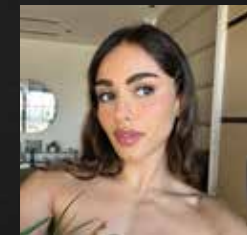
Lama Al Akeel



Faisal Al Shraif



Noura Al Jabr



Reem Al Sanae



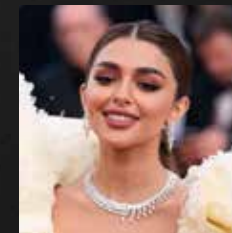
Nojoud Alrumaihi



Ajwa Joudi



Khaled Nassar



Eleen Sleiman



Sausan Al Kadi

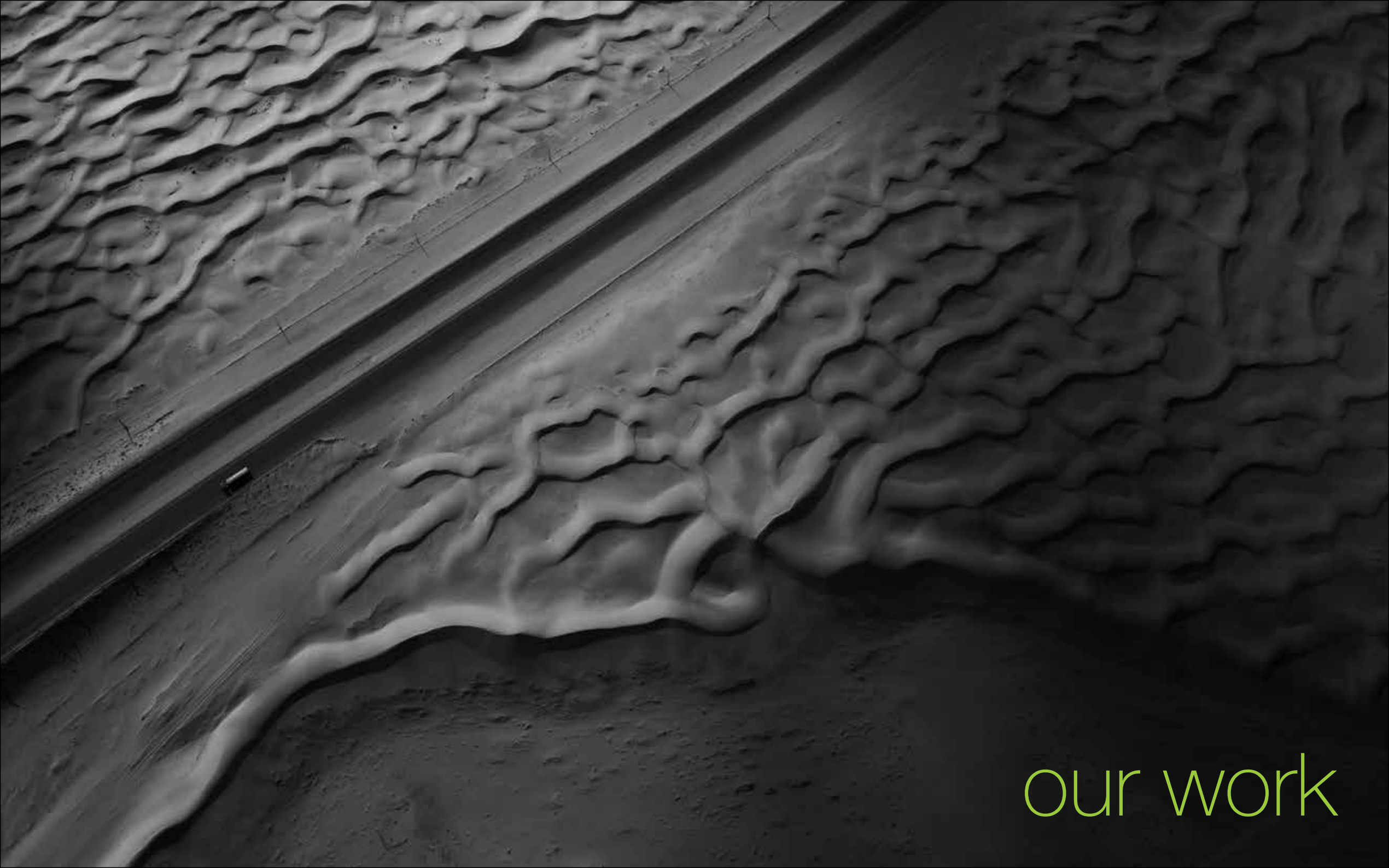




## 3D services

If you're looking to bring your architectural vision to life, Trademark is your trusted partner in 3D architectural modeling. Let us help you create stunning visuals and immersive experiences that will elevate your projects and captivate your audience.

- Architectural Rendering
- Animation
- Metaverse Design & Modeling
- 3D Modeling
- 3D Interactive Solutions
- VR
- 360 Walkthrough



our work



digital

Content that generated more followers



**Caltex**  
KSA

**Brief**

The client requested Trademark to handle their social media advertising.

**Solution**

To start with, the brand needed a unified brand communication plan and social media guidelines. From there, Trademark created a series of social media advertising posts.

**Deliverables**

- Social Media Strategy
- Content Creation
- Design
- Digital Advertising
- Photoshooting



## Pepsi

### Brief

The client requested Trademark to handle their social media advertising.

### Solution

Trademark created a series of social media advertising and videos, including influencers management.

### Deliverables

- Social Media Strategy
- Content Creation
- Design
- Digital Advertising
- Photoshooting



**Ezdihar**  
KSA

**Brief**

The client wanted to communicate their brand and its values to the public.

**Solution**

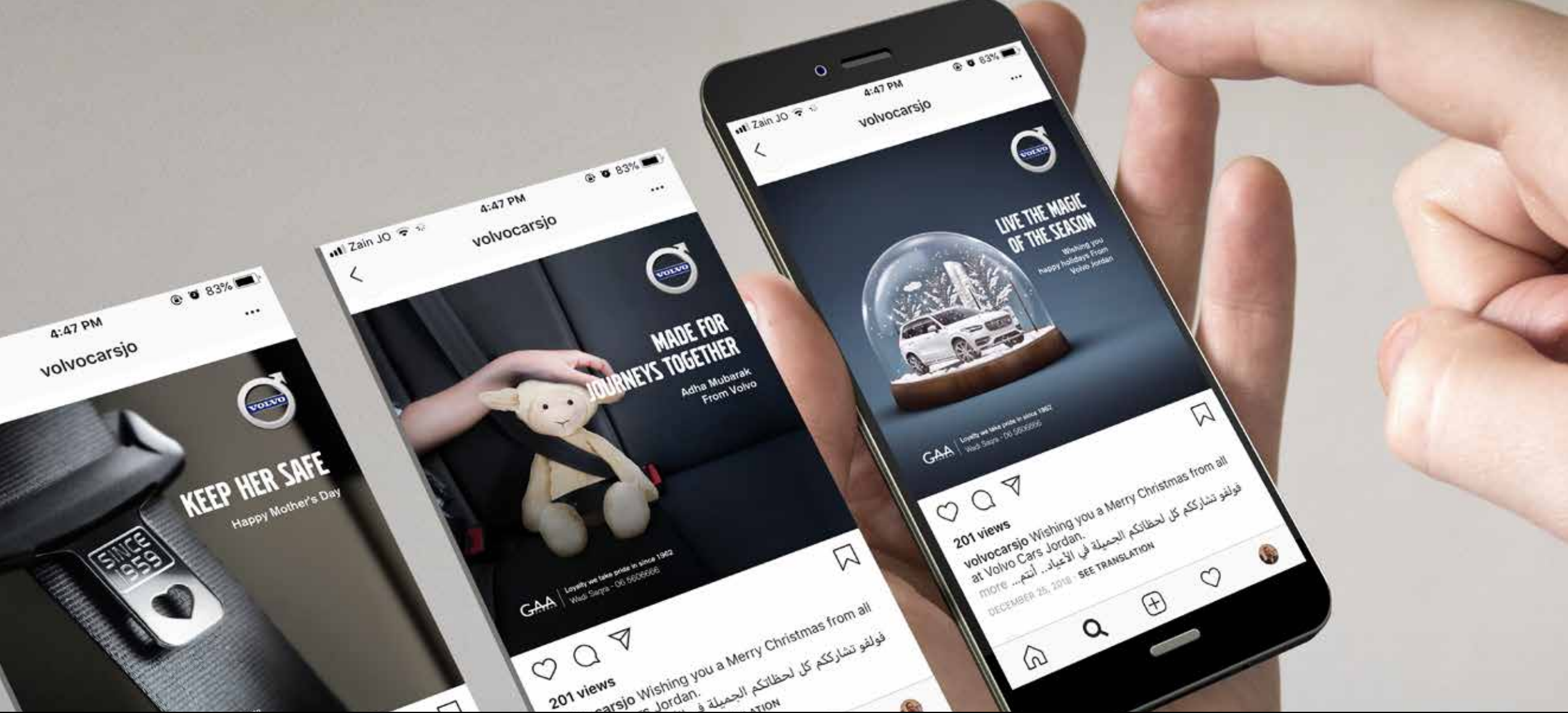
Trademark created a branding campaign based on the vision and values of the brand. The campaign reflected an innovative and fresh expression of building for a high quality of living.

**Deliverables**

- Social Media Campaign







## Volvo

### Brief

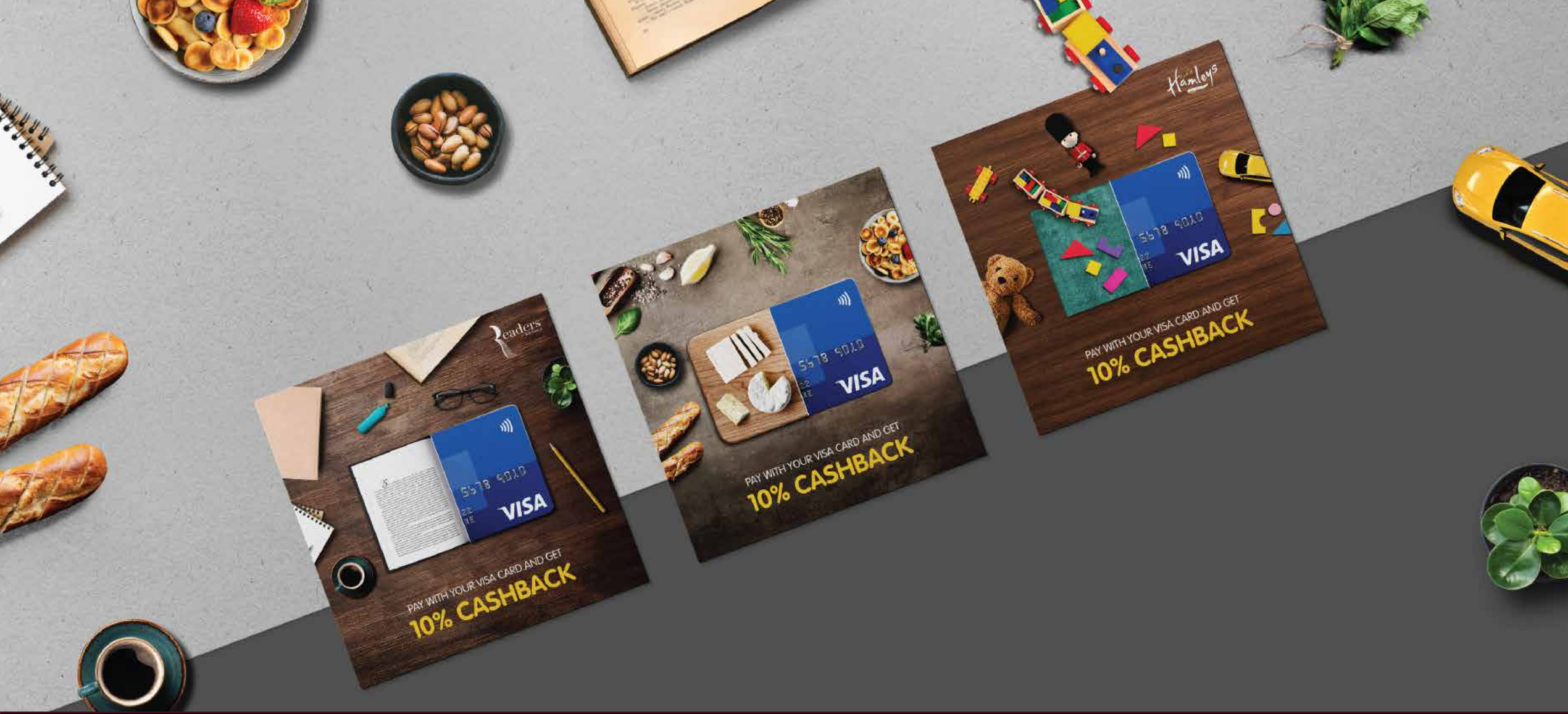
The client requested Trademark to handle their social media advertising.

### Solution

Trademark created interactive social media advertising, including teaming up with local influencers to introduce Volvo models.

### Deliverables

- Social Media Strategy
- Content Creation
- Design
- Digital Advertising



**Cozmo**  
Jordan

**Brief**

The client requested Trademark to handle their social media advertising.

**Solution**

Trademark created a series of social media advertising and videos, including seasonal greetings.

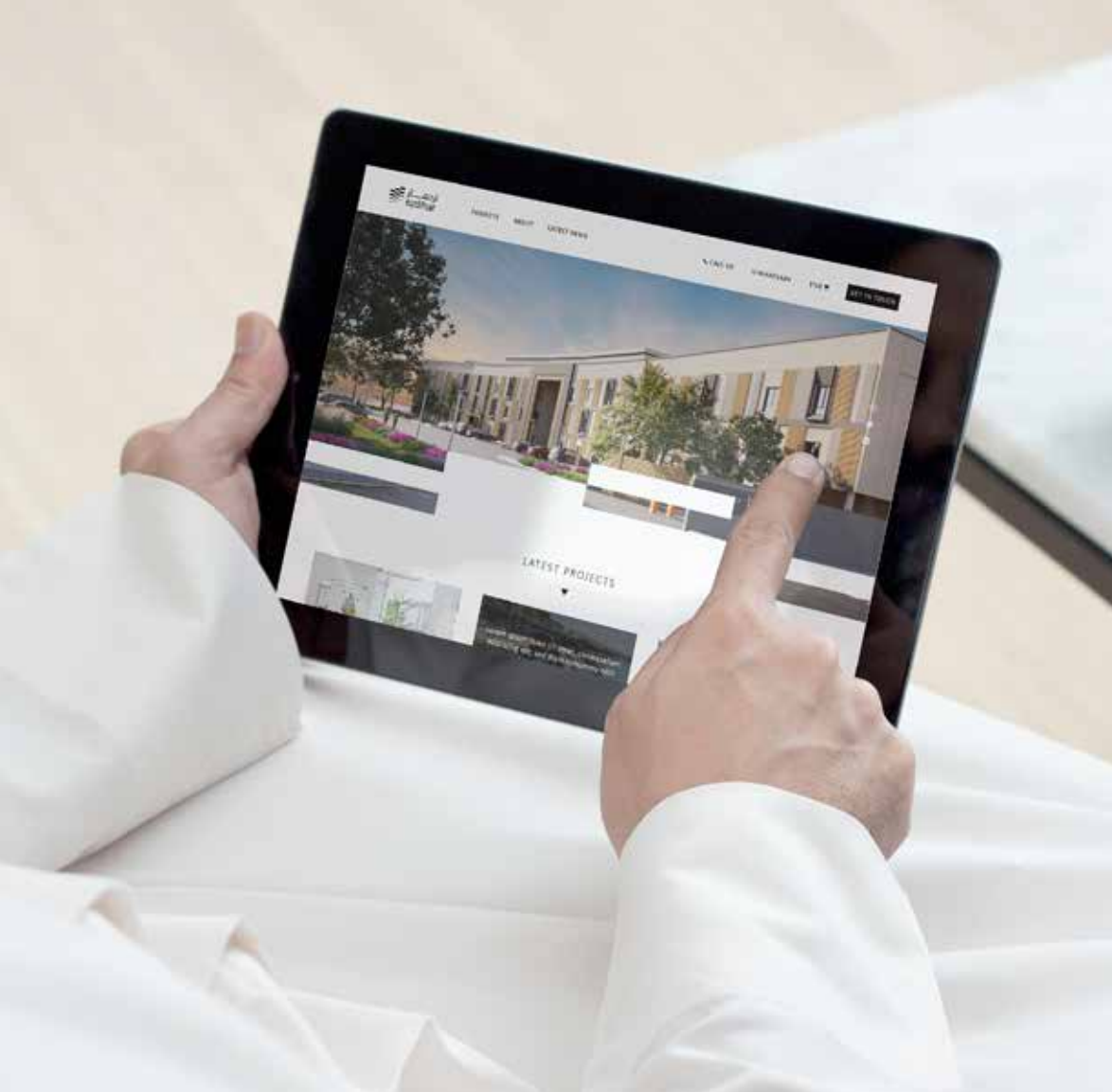
**Deliverables**

- Social Media Strategy
- Content Creation
- Design
- Digital Advertising
- Photoshooting



branding

Bringing brands to life



## Ezdihar KSA

### Brief

The client requested a modern corporate branding solution that will carry the brand and its strategy effectively and efficiently.

### Solution

Trademark's plan was to reflect the brand's mission and vision, by creating a high-end feel to the brand identity and elements. Everything from the website to the brand guidelines.

### Deliverables

- Brand Strategy and Positioning
- Brand Identity
- Website



**Jeeny**  
KSA

#### Brief

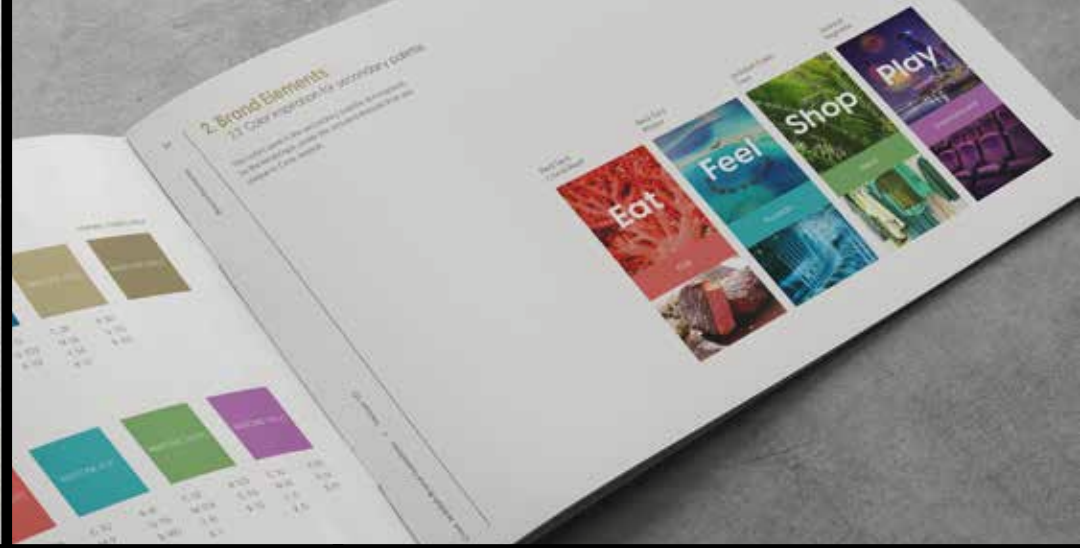
The client requested a uplift thier brand that will carry the brand and its strategy effectively and efficiently.

#### Brand Story

Whether you're heading to work, meeting friends, or exploring new places, we've got your back. With our friendly and professional drivers, state-of-the-art technology, and a focus on safety, we aim to empower you to move freely and comfortably in the city you love.

#### Deliverables

- Brand Strategy and Positioning
- Brand Identity
- Website and App



**Cove**  
KSA

**Brief**

The client wanted to launch its brand Jeddah Cove, and establish it as an entertainment hub and a quality destination for locals and visitors.

**Solution**

Trademark created a modern, luxurious branding solutions including the logo design and the brand elements, which are inspired by the lifestyle, and terrain of the Cove. We kept the branding colors distinct to reflect the various offering of the brand.

**Deliverables**

- Brand Strategy and Positioning
- Brand Identity



## EzdiPark KSA

### Brief

The client requested a branding solution for its newest destination, EzdiPark; a business hub in Riyadh with all the essential amenities and services business owners' look for and in a serene green setting.

### Solution

Trademark built a brand identity with logo design and brand element using neutral colors and simple elegant lines, which allows people to get a feel for the serene, inspiring and professional setting of EzdiPark.

### Deliverables

- Brand Strategy and Positioning
- Brand Identity





**Monsha'at**  
KSA

**Brief**  
To create a full event branding for an e-commerce conference.

**Solution**  
Trademark created a complete branding with a futuristic and high-tech theme to reflect the subject matter of the event, this included all printed materials, signage and main visuals.

**Deliverables**  
- Event Logo  
- Event Branding



**Reza**  
KSA

### Brief

Trademark was requested to create a complete identity for a sports and leisure brand within Reza Group in Saudi Arabia.

### Solution

Based on the nature of the brand, we created a simple corporate design with an active spirit, using modern fresh colors and fonts.

### Deliverables

- Brand Strategy and Positioning
- Brand Manual



## City Hub Mall Riyadh

### Brief

Trademark was requested to create a modern, innovative brand concept for a regional retail center. The objective is a smart, consistent concept throughout its locations in the GCC region.

### Solution

Our plan was to position the brand as a new hub that attracts the local community, and an exceptional new experience to be enjoyed for the first time in the GCC. From there, we created a brand name 'City Hub' and modern inventive branding elements.

### Deliverables

- Brand Strategy and Positioning
- Naming
- Brand Identity
- Brand Story
- Launch Strategy



## Mistica Café

Dubai

### Brief

The client was looking to merge oriental charm with modern-day style for a totally fresh brand experience for a new café in Dubai.

### Solution

Inspired by traditional Arabesque art, the concept utilizes crisp calligraphy design fused with warm colors to create a cozy, inviting ambience regardless of the time of day or the season.

### Deliverables

- Brand Positioning
- Naming
- Brand Identity
- Enviromental Graphics



**DXBike**  
Dubai

**Brief**  
DXBike is the cycling track of the well-known Meydan brand in the UAE. The brief objective is to uplift the design and create a brand manual.

**Solution**  
Trademark conducted a focused brand study to enable us to create a complete brand strategy as a first step. From there, we created a brand concept that reflects the essence of the brand, i.e.: speed, adventure and excitement. This concept was applied to create a brand manual, communication strategy, a new website, and an updated images library.

**Deliverables**  
- Brand Strategy and Positioning  
- Brand Manual  
- Brand Identity  
- Website



## Walk of Cairo

Cairo

### Brief

Walk of Cairo (WOC) is an existing development in Cairo. Trademark was requested to uplift the brand image to a modern urban style.

### Solution

Inspired by modern urban Cairo, the brand concept is edgy and metropolitan, expressed with solid bold colors in the design. From there, we created a complete way finding system that is clear and simple to help visitors navigate their way in the development.

### Deliverables

- Brand Strategy
- Naming
- Brand Identity
- Way Finding
- Brand Manual



## Ovenina Bakery

Dubai

### Brief

This home kitchen brand in Dubai required a complete brand image including a brand name.

### Solution

In order to create a brand name for this project, we incorporated the client's name to inspire a personal touch and homely feel. With clean lines and warm colors, we created a simple elegant logo design utilizing a whimsical oven mitten as an icon, which reflects a home-made experience.

### Deliverables

- Brand Story
- Naming
- Brand Identity
- Launch Strategy
- Packaging



## Sheikh Zayed Book Award Abu Dhabi

### Brief

The Sheikh Zayed Book Award is an iconic prestigious name in the literary world. Recently, Trademark worked on uplifting the brand's design.

### Solution

This is an iconic brand, and thus the new design must stay in keeping with its status. The concept was inspired by the rich heritage of the UAE, from there we incorporated a remarkable quote by Sheikh Zayed that express the spirit of the Award. The uplifted design was applied to all the stationery, advertising products related to the brand.

### Deliverables

- Brand Uplift
- Brand Manual
- Brand Story
- Awards Branding





## Salome Skin Care

Hong Kong

### Brief

Salome is a Dead Sea products brand that is sold exclusively in Hong Kong. The client required an international brand concept, with a nod to its origins.

### Solution

Princess Salome was a fierce female legend in the biblical time. Today her name is connected to the Dead Sea, and it's only fitting that it is the name given to a brand that uses the Dead Sea's riches in its products. The brand concept is classical with modern subtle colors and lines.

### Deliverables

- Brand Strategy and Positioning
- Naming
- Brand Identity
- Brand Story
- Packaging



## The Point Mall

### Brief

The client requested us to create a complete brand identity for The Point, a new mall.

### Solution

Inspired by the architecture and 3D glass structures, we incorporated 3D pyramids in the design. The aim is to reflect the spirit and spaces of the mall.

### Deliverables

- Brand Strategy and Positioning
- Naming
- Brand Identity
- Brand Story
- Launch Strategy



## Ribs Yard KSA

### Brief

The brief objective is to create an uplifted brand identity that is bold and innovative.

### Solution

The customers of Ribs Yard are young hip Saudis, who are hungry for fresh bold experiences. So we created a unique but simple design with intense black and white colors to make a statement.

### Deliverables

- Brand Strategy and Positioning
- Brand Identity
- Packaging
- Social Media Communication



## REVO Dubai

### Brief

Revo is a retail real estate advisory company, who requested a complete brand concept and identity.

### Solution

Trademark created a corporate simple design with an unexpected whimsical side, to reflect the client's work in the retail and entertainment sector. We used hints of bold colors, smooth and expressive designs.

### Deliverables

- Brand Creation
- Brand Identity
- Collateral
- Communication Plan



# way finding

Designs that show you the way



## The Avenues Bahrain

### Brief

The Avenues is a unique shopping complex in Bahrain. The client requested a complete way finding system based on their strategy.

### Solution

Trademark created a comprehensive strategy for the way finding system in a modern, edgy design, using traditional Bahraini materials.

### Deliverables

- Way Finding Strategy
- Way Finding Design
- Way Finding Brand Manual



## Queen Alia International Airport Jordan

### Brief

The brief objective is to create a brand new way finding system for the commercial zone in Queen Alia International Airport.

### Solution

Trademark created a clear easy-to-use way finding system, as expected in any airport, but we used bold vibrant colors in the design to make it outstanding and fun.

### Deliverables

- Way Finding Strategy
- Way Finding Design
- Way Finding Brand Manual



advertising

Campaigns that inspire and excite





## Samsung Jordan

### Brief

The client requested a pro photo shoot for Jordanian athletes who were taking part in the 2014 Asian Games, or team Samsung as they were called.

### Solution

The theme we created was “proud Jordanian heroes”, and we did a series of pro shots for the athletes against backgrounds representing different infamous Jordanian sites.

### Deliverables

- Launch Strategy
- Photoshooting
- Production



## Hamleys Egypt

### Brief

The client requested social media ads to announce the opening of Hamleys' store in Al Maza center, Egypt.

### Solution

To generate excitement and followers' interactions, we created a teaser and revealer on Hamleys' social media.

### Deliverables

- Design
- Social Media Strategy



## Oracle Dubai

### Brief

The client requested clever advertising to inform people about the Oracle roadshow event in Dubai.

### Solution

Trademark created an advertising to ignite excitement about the event, using the skyline of Dubai to highlight the destination.

### Deliverables

- Launch Strategy
- Event Concept and Theme
- Advertising
- Media Booking



**STS**  
Jordan

**Brief**  
STS was launching a new cloud service for its customers, the brief objective was to inform and create interest.

**Solution**  
Our advertising approach was to introduce the cloud service as a trustworthy, reliable partner; so the visual was kept optimistic and honest.

**Deliverables**

- Launch Strategy
- Advertising
- Design
- Media Booking



# below the line

Campaigns that came up close and personal



## Volvo

### Brief

The client requested to design a display for Volvo at The Boulevard during the Christmas season.

### Solution

Since it is the festive season, Trademark created a display inspired by a snow globe, a whimsical spectacle for both children and adults.

### Deliverables

- Concept and Theme
- Production
- Media Booking



## W Hotels

### Brief

The first W Hotel opened in Amman, and the client requested an invitation card to their launch event.

### Solution

The W Hotel is a vibrant, fun hotel, so we wanted to make a loud statement with the design. We opted to create a set of coasters with vibrant W Hotels colors with messages under the theme “Dare to”.

### Deliverables

- Concept and Theme
- Design
- Production



## Audi

### Brief

The client requested branding solution for the launch roadshow the A1 cars.

### Solution

The Roadshow included live entertainment, led display screen on the side of trucks going around town with a convoy of the new A1 cars.

### Deliverables

- Activation ideas
- Design
- On Ground Activation
- Production





## Spinneys

### Brief

To create an advertising campaign for Spinneys

### Solution

For this campaign, Trademark created a campaign to introduce sections of the supermarket. The campaign included original characters designed to represent and promote each section of the supermarket from dairy to butchery.

### Deliverables

- Character Design



# events branding

Powerful, memorable events



**Expo 2020**  
Dubai

[Play Video](#)

**Brief**  
The client requested to create content design for the Jordanian pavillion in dubai expo 2020

**Solution**  
To come up with a creative innovative content using advached technology such as: VR, augumented reality, interactive tables and touch points

**Deliverables**

- Content Creation
- Content Strategy
- Software Development
- Video Production



## Volvo

### Brief

Trademark was requested to create the branding for an event to launch the new S90, XC90 Volvo models.

### Solution

Trademark created the venue branding and advertising campaign for the event.

### Deliverables

- Event Branding
- Production
- Photoshooting



## Amman Design Week

Jordan

### Brief

The client requested a unified branding and advertising for Amman Design Week.

### Solution

Trademark created simple elegant design for the event's logo, branding of the venue, flyers and brochures, as well as online/offline advertising.

### Deliverables

- Brand and Communication Strategy
- ATL / BTL / Online / Content
- Event Branding
- Production and Media Booking
- Photoshooting



## Microsoft Azure

ME

### Brief

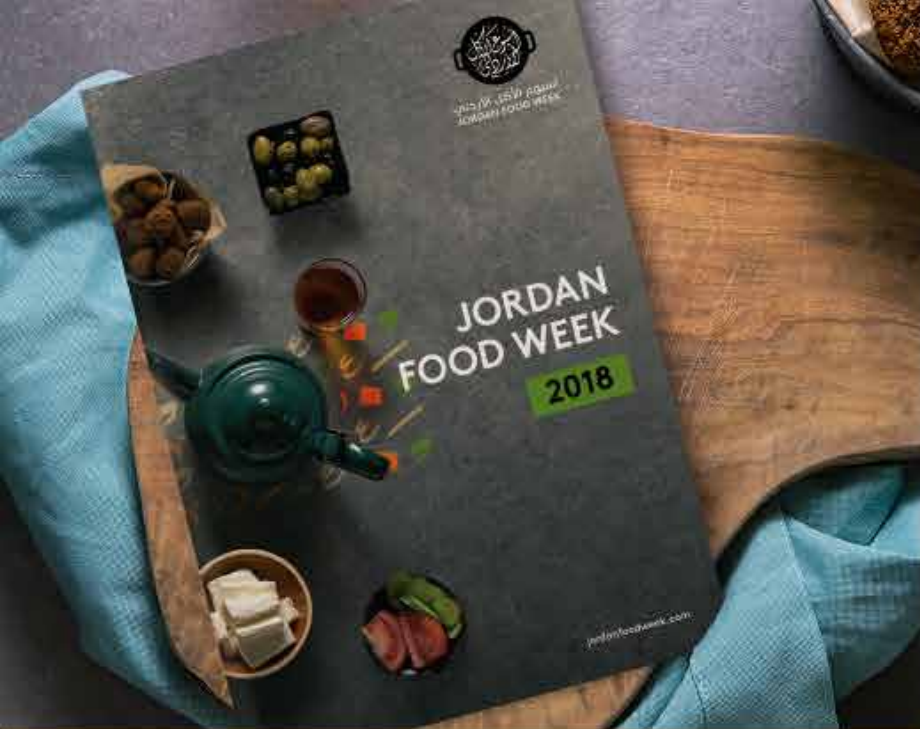
Microsoft was launching the new Azure program, Trademark was requested to create branding and production for the event.

### Solution

Trademark created branding for the event, to reflect Microsoft Azure with bright bold colors.

### Deliverables

- Event Branding
- Production and Media Booking
- Photoshooting



## Jordan Food Week Jordan

**Brief**  
Trademark was requested to handle advertising and branding for the event

**Solution**  
Trademark created a brand communication strategy as a start, then an online/offline advertising campaign, branding the venues, social media updates, etc.

**Deliverables**

- Brand and Communication Strategy
- ATL / BTL / Online / Content
- Event Branding
- Production and Media Booking
- Photoshooting

EMAAR

NSHAMA

AECOM

BENOY

  
DUBAI HILLS  
ESTATE

  
EAGLE  
HILLS

UA

  
The  
Heart  
of  
Europe

WSA  
BEAUTY IN FORM  
VALUE IN FUNCTION

3D Services





BRICKS & MORTAR

BRICKS & MORTAR

BRICKS & MORTAR

DRINK HOT

EIKA

BREAKFAST

DRINK HOT

DRINK HOT

DRINK HOT













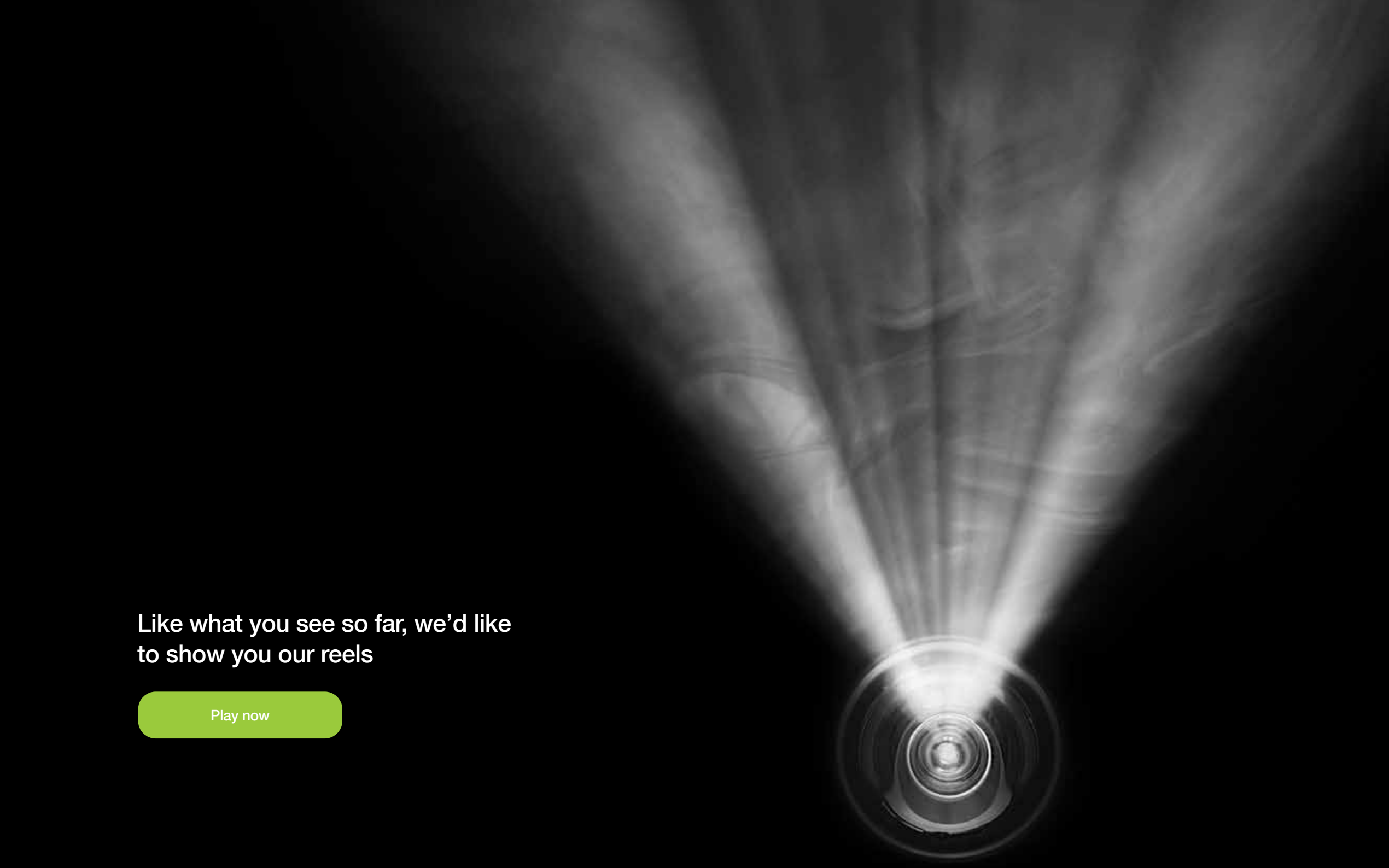
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DURRES







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# let's talk

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