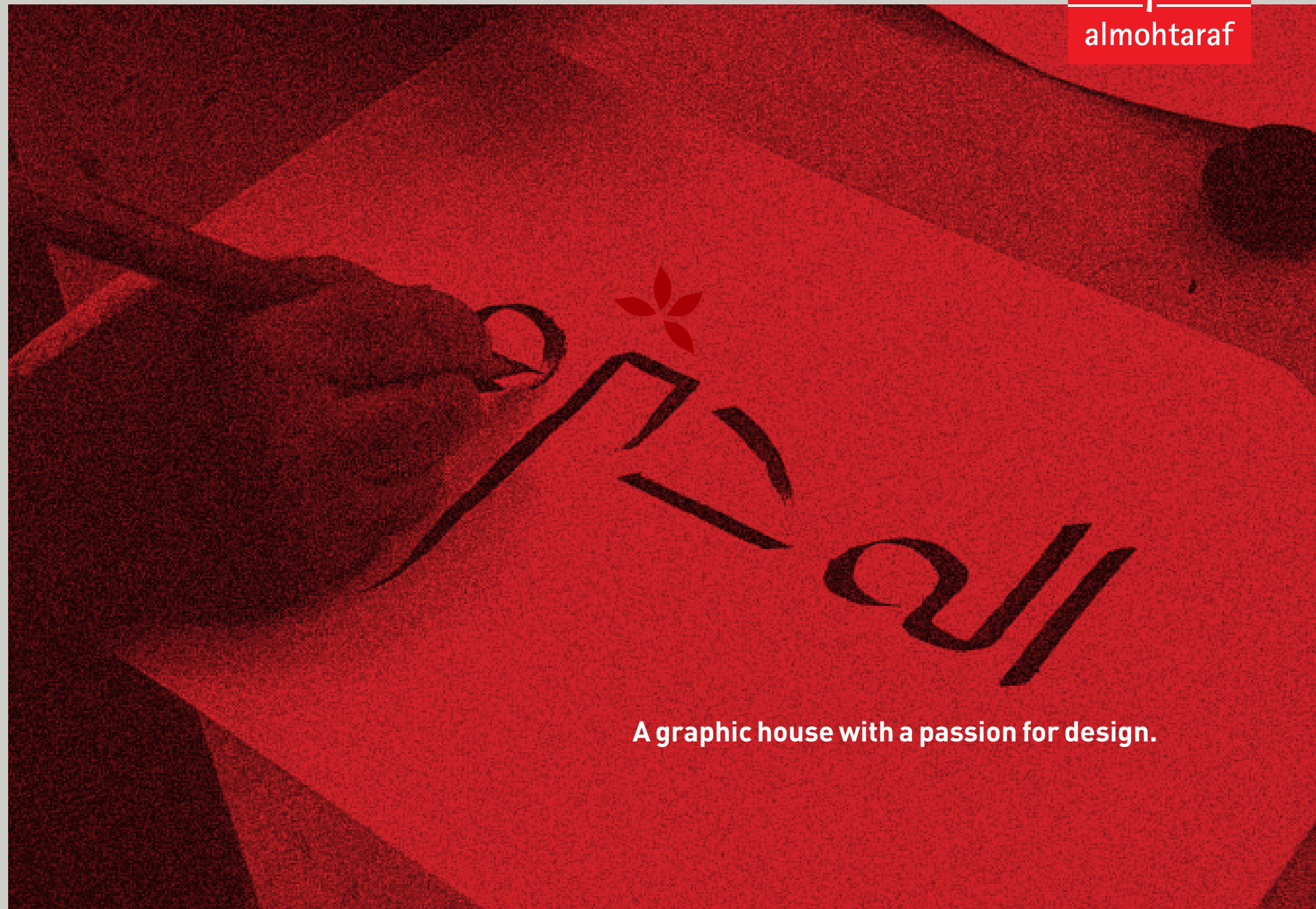


2013

المحرّف
almohtaraf



A graphic house with a passion for design.

Who is Al Mohtaraf

More than twenty five years of experience have made Al Mohtaraf a highly versatile design house.

History

Al Mohtaraf is one of the best known and most influential graphic design firms in the Arab world, with offices in Jeddah, Riyadh, Khobar and Beirut.

Al Mohtaraf designs with unrelenting passion and attention to details.

Behind every design is a process and a great idea.

Al Mohtaraf expanded into Arabic type design and excelled in Special occasion advertising for newspapers to become a trend setter.

Scope of Work

Al Mohtaraf is capable of handling a wide range of design tasks:

- > **Corporate Identity Systems**
- > **Branding**
- > **Advertising & Communication**
- > **Book Design**
- > **Editorial Design of Magazines & Newspapers**
- > **Packaging**
- > **Arabic Type Design**
- > **Special-Occasion Advertising**
- > **Corporate publications**
- > **Special Event Design**
- > **Website design**

The team

Our team consists of 57 highly-qualified members spread across Al Mohtaraf studios.

We have the unique advantage of having an experienced group of:

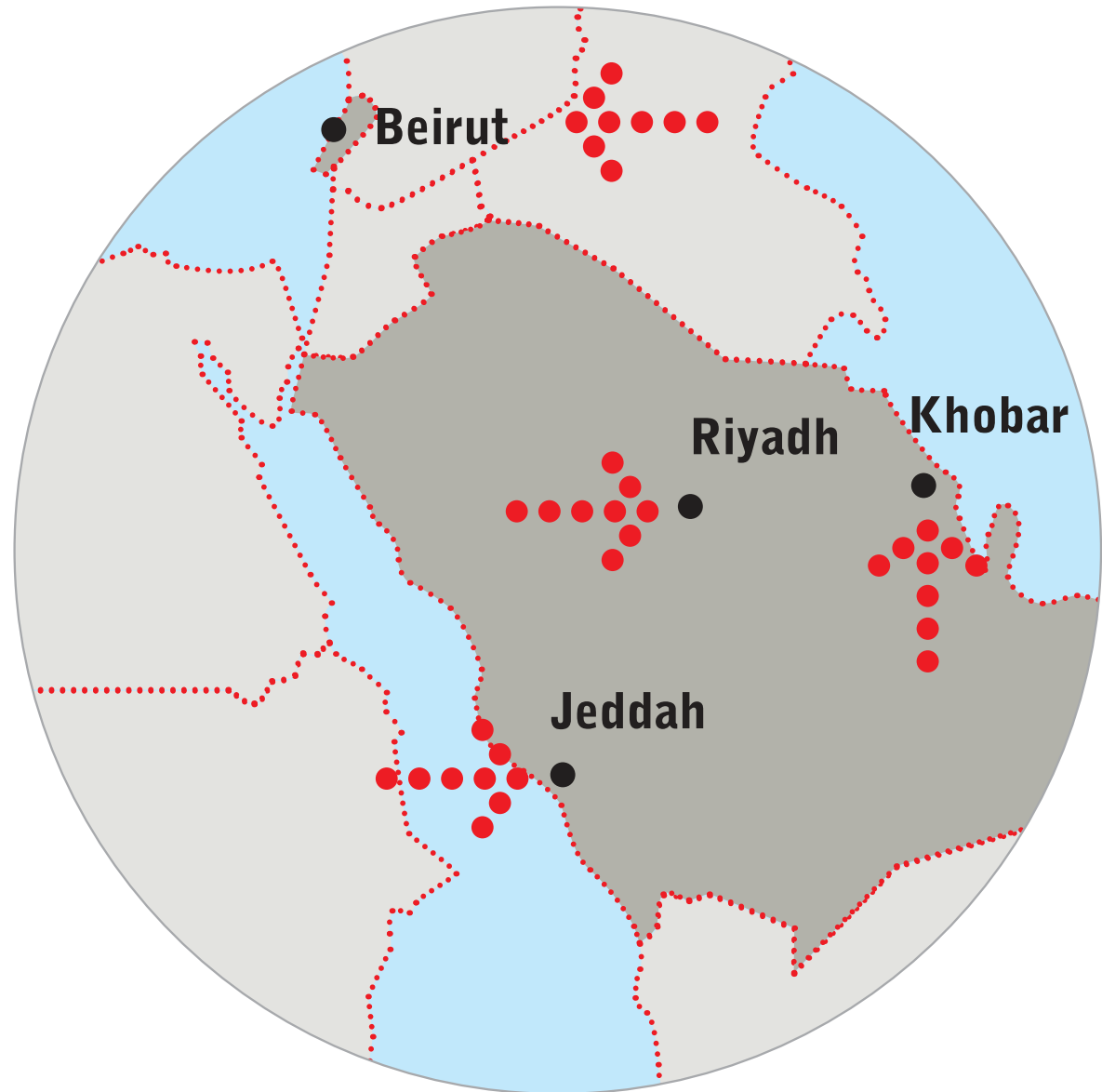
- > professional graphic designers
- > calligraphers
- > type designers
- > illustrators
- > photographers
- > copy writers and journalists
- > proofreader and translators



Studios

Al Mohtaraf was founded in 1983
and has four studios in:

- > Jeddah
- > Riyadh
- > Khobar
- > Beirut



Clients

We measure our success by the success of our clients.

Abdullah Fouad
Adabi Al Riyadh Literary Club
Alesayi Group
Anaam Group
Aqarat Real Estate Development
Arab Culture Club Lebanon
Arab Thought Foundation
Attieh Group
Baeshen Group
Banaja Saudi Import Company
Bank AlJazira
Bawardy Group
Binshihon Group
Corniche Rosewood Hotel
Dareen Magazine
Douaihy Sweets Lebanon
Harasani Architecture
Hewar Gallery
Holiday Inn Express
Imam University
Jeddah Chamber of Commerce
AlJazeera Newspaper ksa
King Abdul Aziz Foundation for
Research & Archives
King Fahed University for
Petroleum and Minerals

Leo Burnett
Ministry of Higher Education
Ministry of Petroleum & Mineral
Resources ksa
Prince Salman Center for Disability
Research Publicis Graphics
Rabih Tea
Rikaz Real Estate Development
Riad Al Rayyes Books
Royal Commission for Jubail &
Yanbu
Sabir
Saudi Aramco
Saudi Binladin Group
Saudi Electricity Company
Saudi Hollandi Bank
Saudi Faransi Bank
Saudi Industrial Development Fund
Shami Food Industries
Shams Newspaper
Sipchem
Skab
Supreme Commission for Tourism
Teayana
TMI-JWT
Al Yawm Newspaper

More than 80% of our projects come from distinguished clientelle



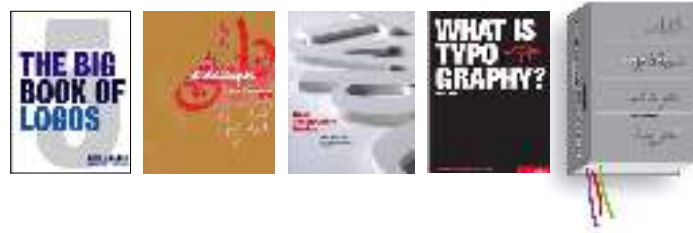
Why Al Mohtaraf

Our main advantages as a services provider are: we provide Complete Solutions, we are Easy to Communicate with, we build Long-Term Partnerships, and we Focus on Quality.



An Award-Winning Venture

Al Mohtaraf has produced several award-winning work from International associations such as the Type Directors Club (TDC), The International Society for Typographic Design (ISTD) and last but not least the Design and Art Directors' Club (D&AD).



That is why

Our experience has enabled us to master cross-cultural projects, and develop a unique style in handling multilingual design while preserving the integrity of every language.

All our work has been recognized as reflecting:

- > **real talent and originality**
- > **enthusiasm**
- > **dedication**
- > **concern for detail**
- > **unrelenting follow up from inception to delivery**

“Even though you were called upon at the last minute, the exhibit you provided was invaluable. It lifted and added another dimension to the forum and was greatly appreciated by the general public.” JEDDAH ECONOMIC FORUM

Scope of work

Branding & Corporate Identities

Idea Behind Every Line Al Mohtaraf's skills and crafts are put to use in creating original identities catered for local and regional businesses from simple personal emblem and logo to full-fledged branding and corporate work of major corporations.

Al Mohtaraf was the first design studio in the Kingdom to develop full-fledged corporate identity manuals for:

- Saudi Binladin Group
- Ministry of Petroleum & Mineral Resources
- Dallah Al Barakah
- Saudi Faransi Bank



Branding & Corporate Identities

معرض
بهرات
العربية الدولية
للكتاب



فكر



استيعاب



دويهي
DOUAIHY
LEBANESE SWEETS

u
FM





Editorial Design

A Different Read Our design approach to editorial design does not end at creating the visual elements of the master maquette but goes beyond that. We create a journey. We put ourselves in the shoes of the reader and think of the most enriching journey-both visual and editorial-best suited for the subject matter at hand.



Editorial Design

QAFILA



MAWHIBA



DAREEN



KHATWA



WODEIHI



TIRHAL



حرف نسخي من ثلاثة أوزان مصحوب بخط
عناوين مصمم خصيصاً لجريدة «شمس»

chams regular

حرف نسخي من ثلاثة أوزان مصحوب بخط
عناوين مصمم خصيصاً لجريدة «شمس»

chams bold

حرف نسخي من ثلاثة أوزان مصحوب بخط
عناوين مصمم خصيصاً لجريدة «شمس»

chams black

حرف نسخي من ثلاثة أوزان مصحوب بخط
عناوين مصمم خصيصاً لجريدة «شمس»

chams titles



شمس

Design of a Newspaper Maquette and
a family of custom Arabic typefaces

Book Design

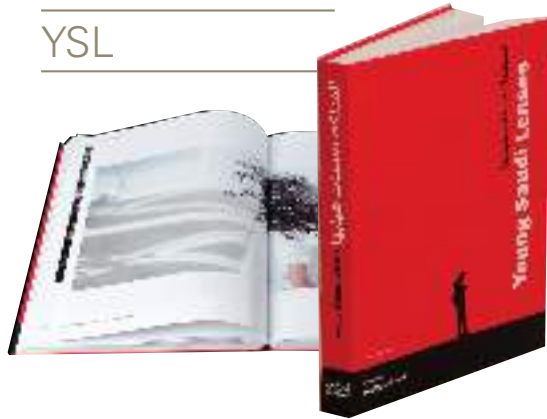
We Know The Word From the Oum Kolkthoum compendium to 100s of cover designs for Rayess publishers, Al Mohtaraf's experience in what makes a book sing in the hands of the reader has been compiling along the years. Some of the books we design and others we create from scratch. Of course, international award-winning work sure does make a difference!

For more information on our publishing activity, please visit our website on:
www.mohtarafbooks.com



Book Design

YSL



SAUDI ARTISTS TODAY



ANOTHER REASON



WORD ART



WOMEN FLOWERS & FRIENDS



OUM KOULTHOUM





Arabic Type Design

Our Type Of Type In a period of 10 years we developed a rich Mohtaraf library of finely designed arabic typefaces. With award winning fonts and at least three major Saudi newspapers using al mohtaraf typefaces, we truly believe we make a difference.

أ ا ب ت ث ج
د ذ ر ز س ش
ض ط ظ ع
ك ل م ن ه
ي ي لا لأ
گ ٹ پ
390.917604321
*!%#() . : ; » « & \$



Arabic Type Design

MIDAN TYPEFACE



ALWAYS TYPEFACE



JAZIRA TYPEFACE



ل ن ص س ي ق
جريدة يومية أخبار اقتصاد ثقافة رياضة
ع ح ر و ل اة

MODERN TYPEFACE

ستيف جوبز..
وثورة التكنولوجيا

"هذا الجهاز يقدم أفضل وسيلة للتصفح قد تمتلكها، بشكل أفضل من الكمبيوتر الدفتري (لاب توب)، وأفضل من الهاتف الذكي (سمارت فون)."

SHB TYPEFACE

shb بنك



أ ب ج ذ ز ش ض ط غ ف ق ك ل م ن ه و ي
SHB Text Light
أ ب ج ذ ز ش ض ط غ ف ق ك ل م ن ه و ي
SHB Text Normal
أ ب ج ذ ز ش ض ط غ ف ق ك ل م ن ه و ي
SHB Titles Normal
أ ب ج ذ ز ش ض ط غ ف ق ك ل م ن ه و ي
SHB Titles Bold





وسأل الصولي بعض الكتاب عن الخط،
متى يستحق أن يوصف بالجودة فقال:
إذا اعتدلت أقسامه، وطالت ألفه ولامه

SHB Light

وسأل الصولي بعض الكتاب عن الخط،
متى يستحق أن يوصف بالجودة فقال:
إذا اعتدلت أقسامه، وطالت ألفه ولامه

SHB Regular

وسأل الصولي بعض الكتاب عن
الخط، متى يستحق أن يوصف
بالجودة فقال: إذا اعتدلت أقسامه،
وطالت ألفه ولامه

SHB Bold

Gift Design

That Kind of Enthusiasm We design with artistic passion. When we design a gift piece for a special occasion we immediately set out to do an art piece. The end product is sometimes a sculpture or a carpet or even a book of poetry and photography. At the heart of each piece lies a strong idea that leaves a mark in the memory of the beholder.



Gift Design

SOOK OKAZ



CDM CONFERENCE



MEKKAH PRIZE



PRINCE SALMAN
FOUNDATION



3RD OPEC SUMMIT



FAHED & DIMA





Award Design for a Special Event

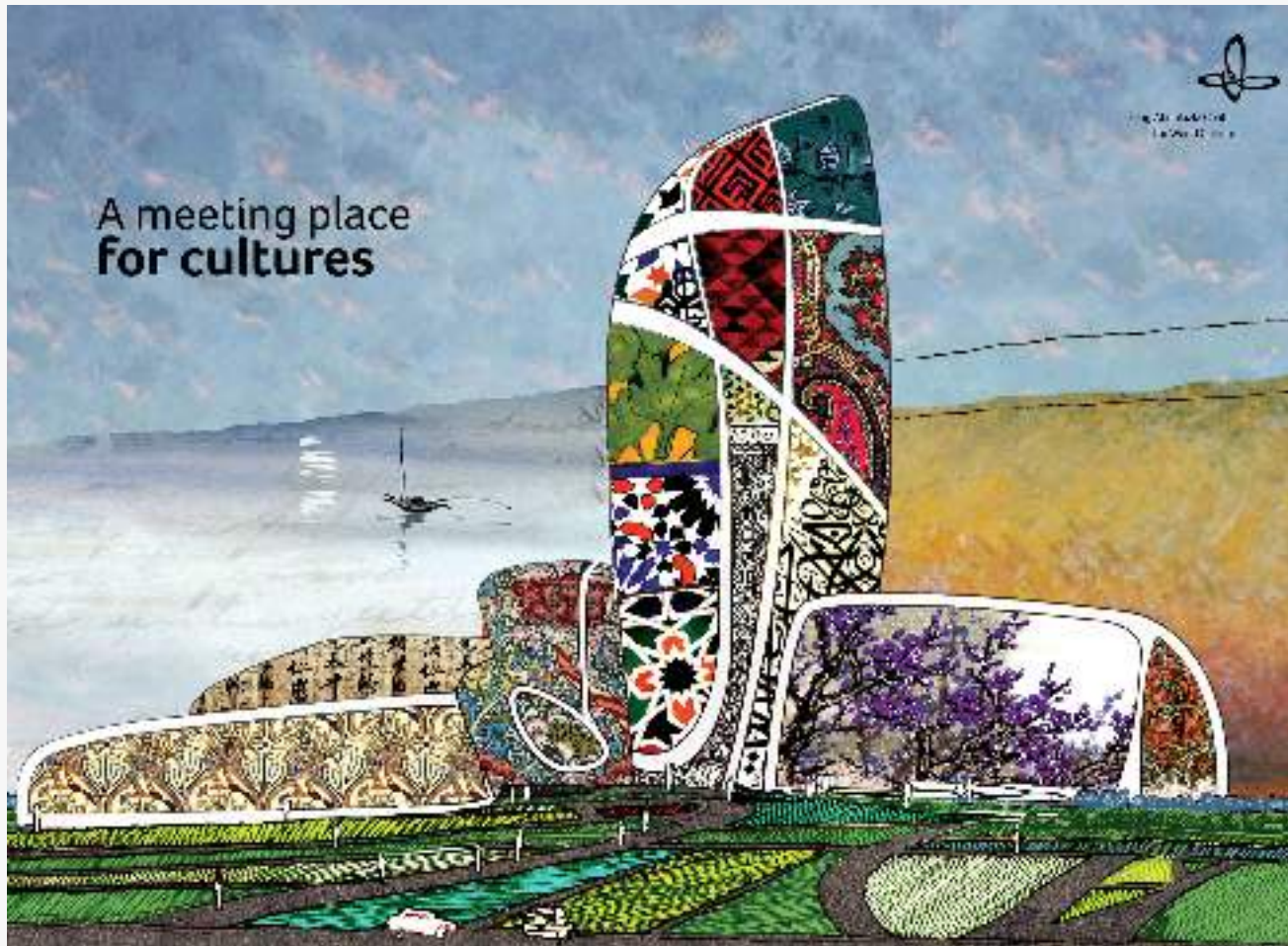


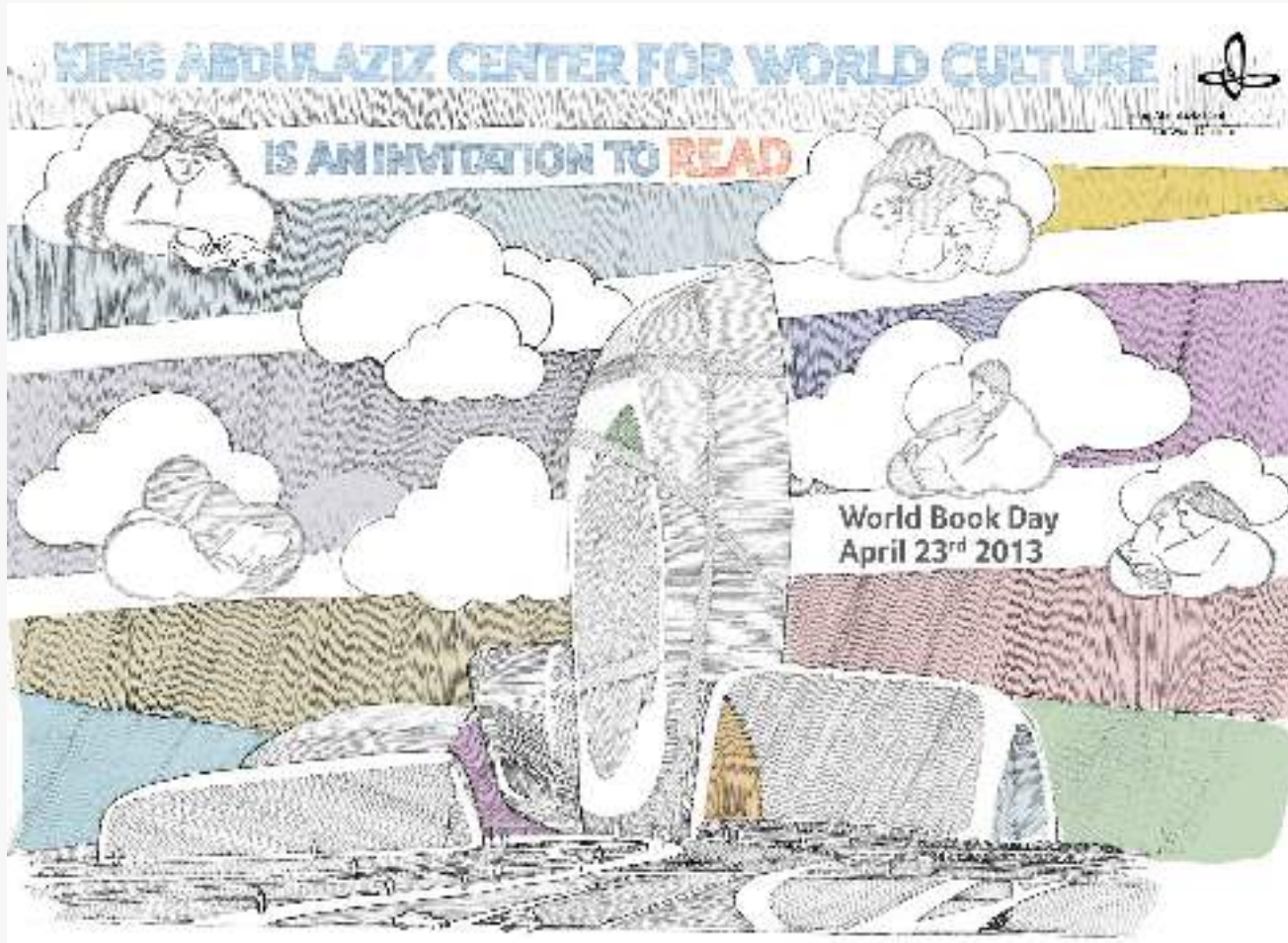
Special Occasion Advertising

Challenging and Changing Al Mohtaraf challenged the dominant established approach of advertising for official occasions and national events, and took on bold steps in changing both the visual look and the tone of voice using original calligraphic art coupled with modern graphics and a more intimate address to the subject at hand.

We can truly say that we have the self confidence and the thorough knowledge of the culture, the language, the norms and the aesthetic taste that would overpower the traditional norms.









Design for Events

An Idea to Remember Al Mohtaraf provides a complete visual solution that an event needs in terms of applications, publications, signage and gift ideas. Events worthy of remembering such as Banaja/Roche cooperation ceremony, or 50 years of Qafila magazine ceremony, or OPEC conference, or Souk Okaz poetry festival etc.



Design for Events



Complete visual solution for all kinds of events





Complete visual solution for all kinds of events

Al Mohtaraf Assaudi**Jeddah Head Office**

Saudi Business center
Madinah road
12950 Jeddah 21483
Saudi Arabia
T 00 966 2 651 1555
F 00 966 2 651 9939

Riyadh

Al Khozama center
2nd flr, #202, Al Olaya St
53215 Riyadh 11583
Saudi Arabia
T 00 966 1 293 4989
F 00 966 1 465 4650 ext. 7349

Khobar

Middle East Comm'l
Center, 1st flr, #8
Dhahran St, Khobar
Saudi Arabia
T 00 966 3 898 5787
F 00 966 3 898 5761

Beirut—Mohtaraf Beirut Graphics

Baadarani bldg, Sanayeh
113-6469, Beirut, Lebanon
T 00961 1 748 447
F 00961 1 748 446

وشكراً