

Almohtaraf is a multi-disciplinary design house that offers a diverse and impressive experience in *editorial design, branding and corporate identities, Arabic type design, print publications and space design* from offices in *Jeddah, Riyadh, Khobar and Beirut*.

Arabic type design, print publications and space design
from offices in Jeddah, Riyadh, Khobar and Beirut.

Almontaraf ©

For 35 years we have pursued the ambition
to be more than a design house.

We leave an ***impact***.

We are ***culturally*** relevant.



CULTURAL



King Abdelaziz Center for World Culture



Beirut Art Fair



Eastern Province / Nuqoush



Souq Okaz



King Fahd National Library



Hakaya Festival



Shi'ir festival



Al Qafila Magazine



Hewar Gallery



Taif Literary Club



Adabi Riyad Literary Club



Mekkah Award

CORPORATE



Saudi Aramco



Saudi Binladin Group



Sabic



KAUST



Saudi Telecom, STC



Alesayi Group



Binshihon Group



Douaihy Sweets



Alyawm newspaper



Riyad Bank



Johns Hopkins Aramco Healthcare



Royal Commission for Jubail and Yanbu

Almohtaraf ©

We are recognised by a distinct house style that
has left its mark.



We are a part of the Arab cultural scene



luberef
keeping the world in motion

Full-fledged Branding & Corporate identities

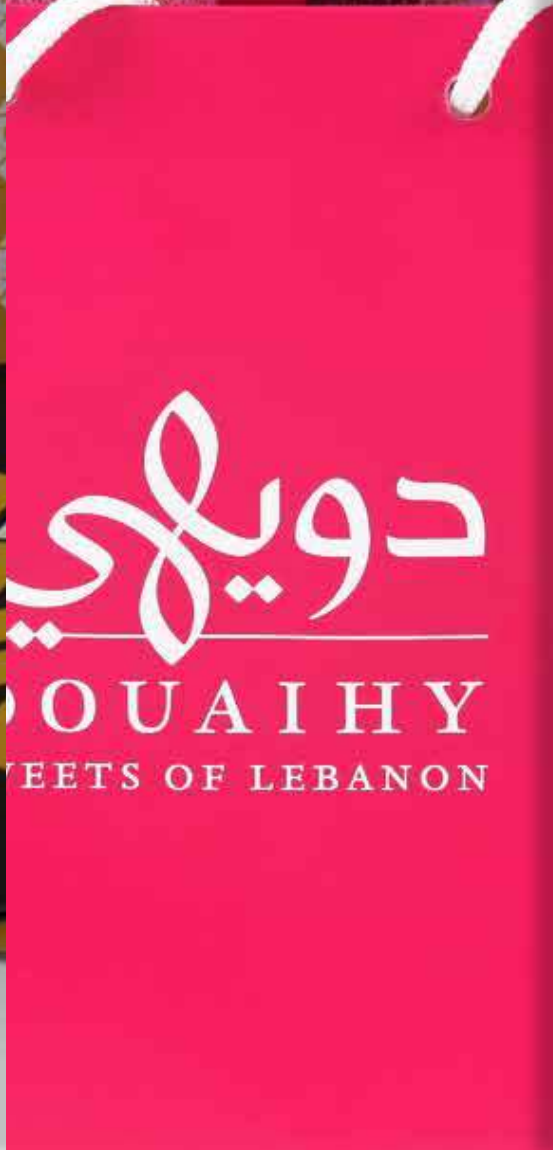
Our branding experience spans over the biggest corporations, food & beverage chains, and special events.

We have gotten single logo approvals and designed full-fledged identity manuals for the past 25 years!

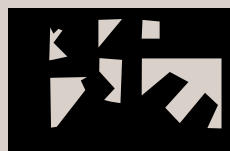
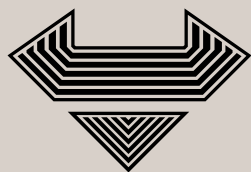
MAJOR PROJECTS

- Ministry of Petroleum & Mineral Resources
- Binladin Group
- Al Sidaa









دومينوز
بيتزا

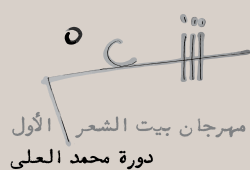
دويهي
DOUAIHY
LEBANESE SWEETS



مكفر



BEIRUT
ART
FAIR
5-8 July 2012
ME.NA.SA.ART

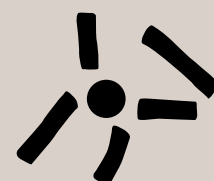


دومينوز
بيتزا

tabbara®



بن شياحون
BIN SHIHOUN GROUP



هانكوك
HANKOOK



جزيل
jazeel



Challenging events

We can confidently say that we have a thorough knowledge of the culture, the language, the norms and the aesthetics that drive the design of each event branding and design



Almohtaraf ©

Hakaya Children's
story telling festival,
KSA, 2016



Kapsarc opening
ceremony, KSA, 2016



40th anniversary
of Jubail & Yanbu
industrial cities, KSA,
2014



175 years celebration,
French consulate in
Jeddah, 2014





Almohtaraf ©

Makkah Prize of
Excellence, 2014, KSA



Yasref Opening 2016,
KSA



Arab Thought
Foundation, Fikr
Conference 2015,
Egypt



Edited by Almohtaraf

Almohtaraf creates comprehensive editorial and design concepts for master maquettes for major Arab magazines.

Our design approach to editorial design starts with a journey envisioned for the reader and ends with a visual interpretation of that journey in the form of a master maquette.

MAJOR PROJECTS

- *Al Qafila magazine*
- *Terhal magazine*
- *Dareen magazine*
- *Wodeihy Magazine*
- *Khotwa magazine*





King Abdelaziz
Center for World
Culture

Communication Strategy *that springs from within!*

For three consecutive years,
Almohtaraf is appointed as brand
consultant to the prestigious
King Abdelaziz Center for World
Culture including communication
management and content
development



King Abdelaziz
Center for World
Culture

Communication Strategy

Almohtaraf communication strategy is based on a rich **cultural exchange** between the Center and its audience. Amongst the projects, we wrote, edited and designed more than 8 varied and rich publications to be used invariably by the Center.

Almohtaraf creates content that is culturally rich, conceived with impeccable design and adorned by original art.



Almohtaraf ©

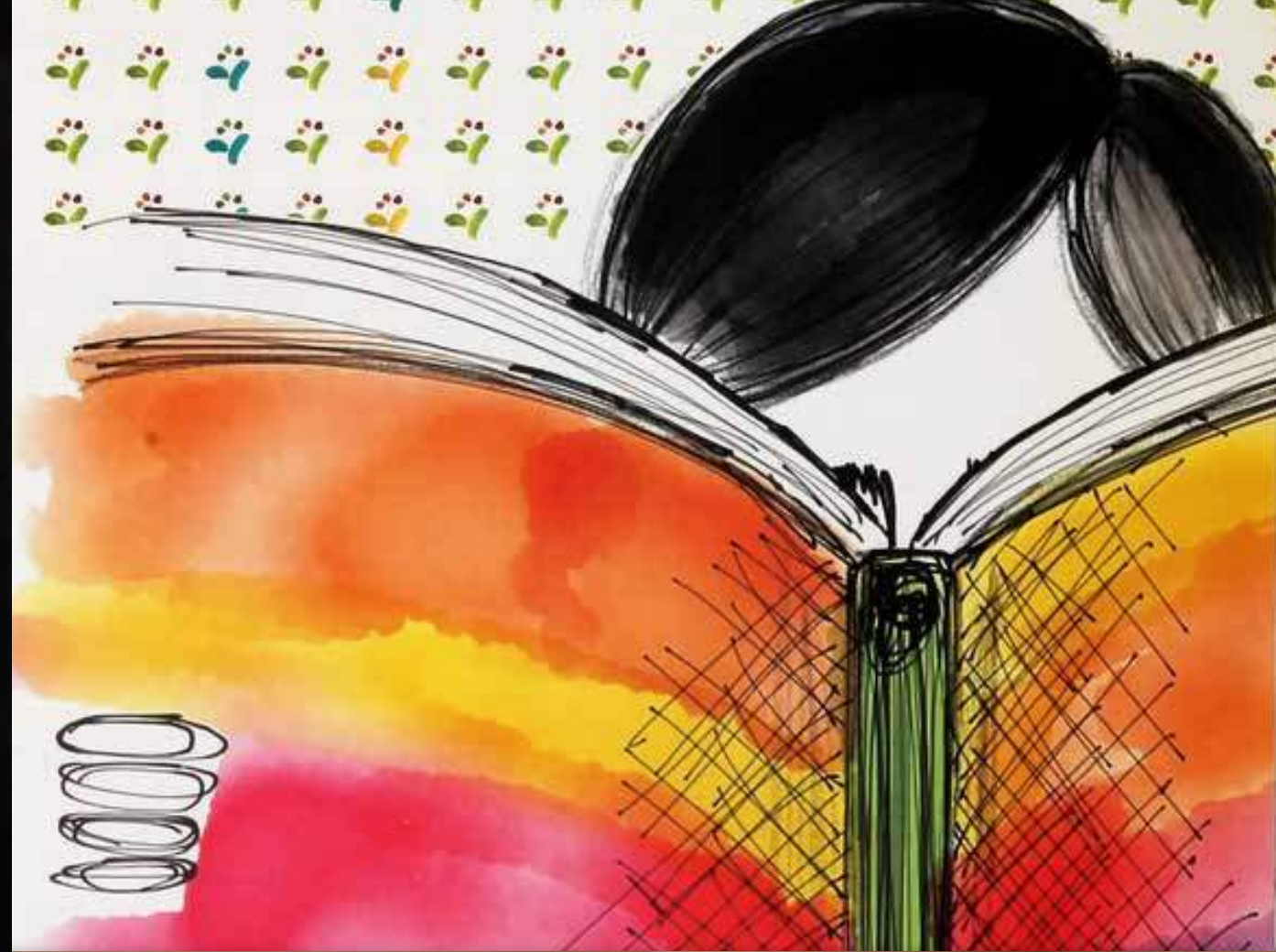
King Abdulaziz
Center for World
Culture

King Abdulaziz Center
for World Culture



The Stars Whisper... a story is yet to be told

أرامكو السعودية
Saudi Aramco



More than 40 books have been **designed or published** by Almohtaraf over the years.

Some bi-lingual and some tri-lingual!

Books, books *and more books!*

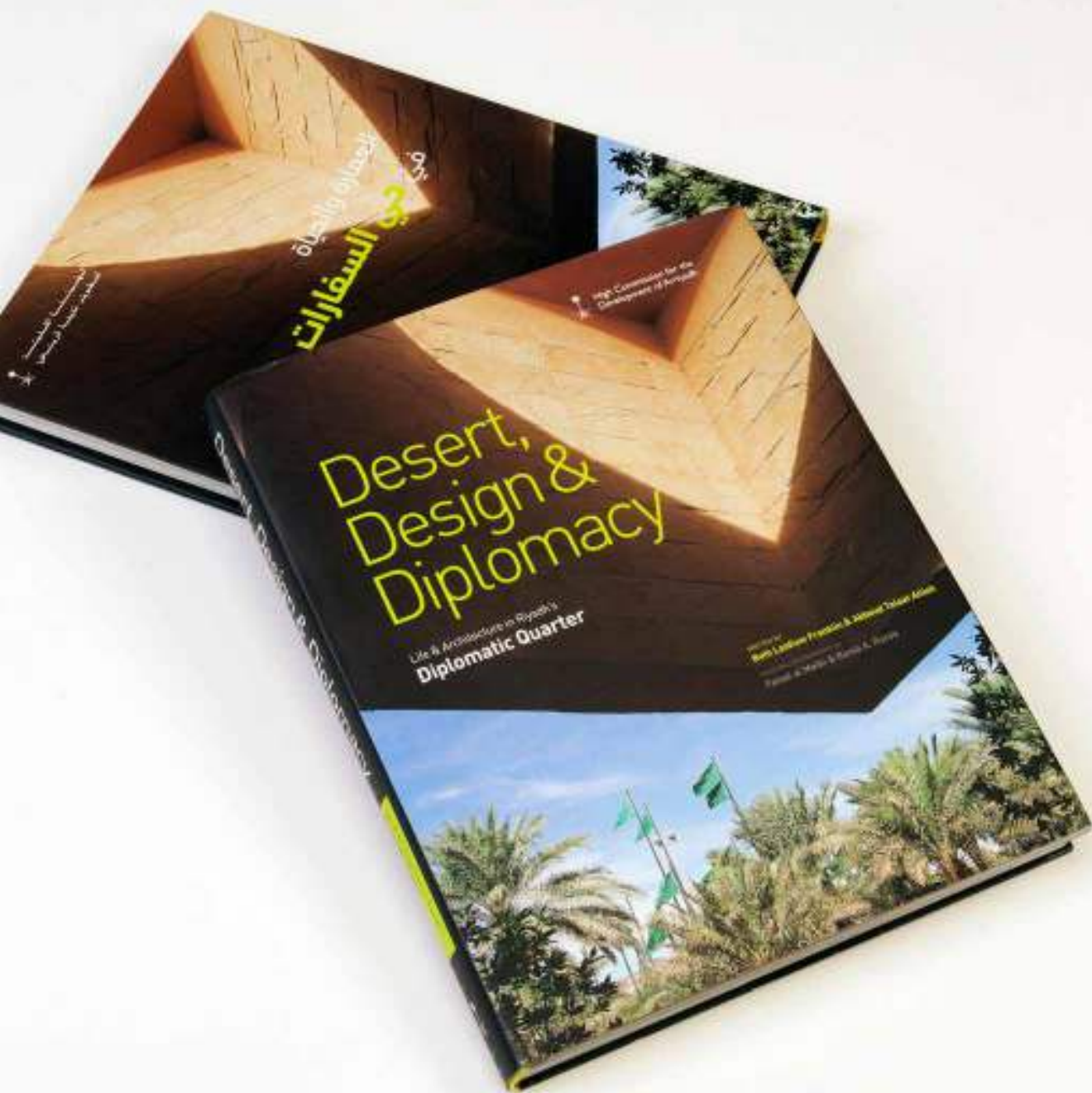
MAJOR TITLES

- King Salman Biography
- Young Saudi Lenses
- Saudi Artists (2 volumes)
- Aseer
- Sculptures of Jeddah
- Michael Jackson
- Tonoma



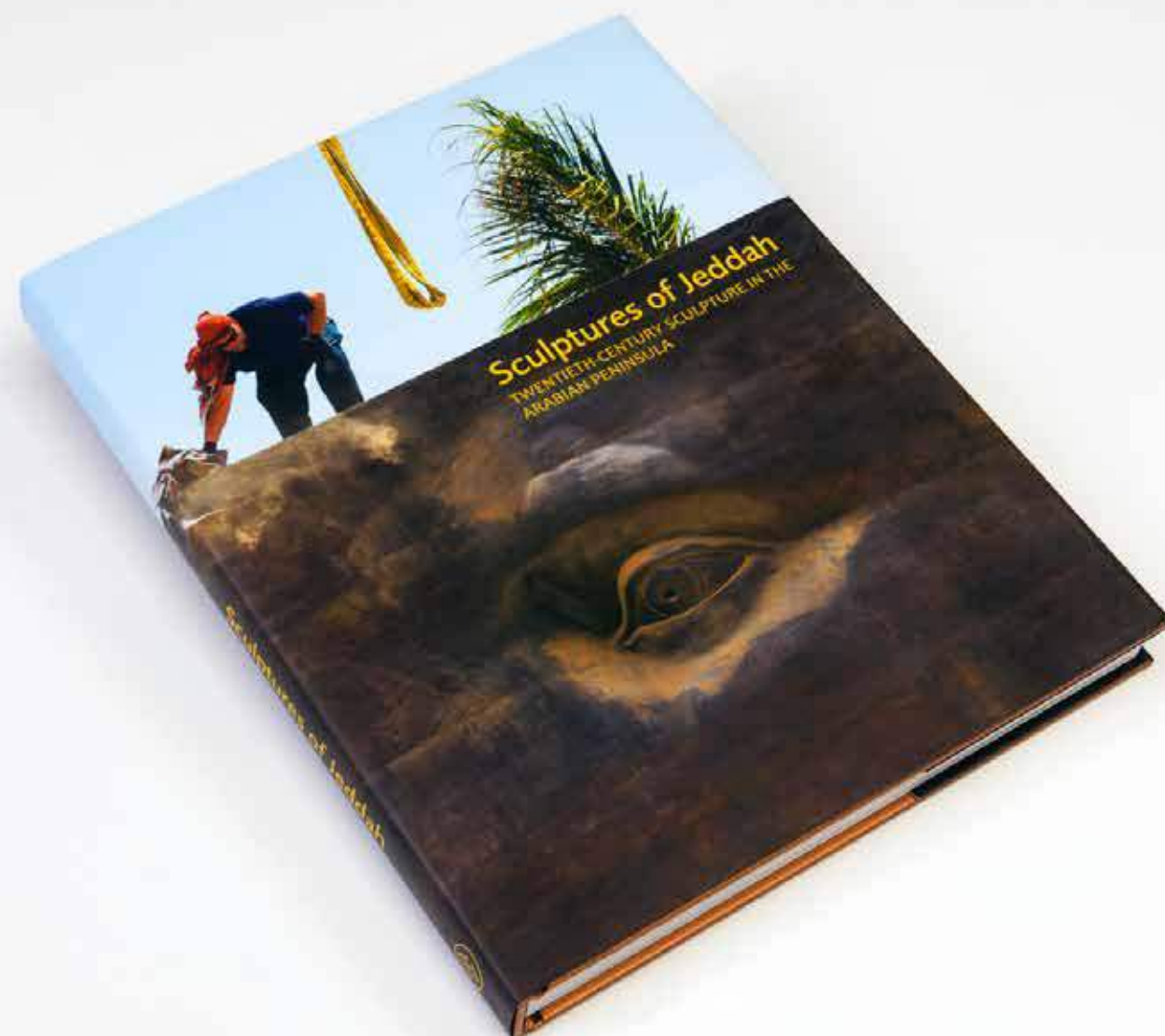
Almohtaraf ©

Desert, Design &
Diplomacy; Life and
Architecture in Riyadh's
Diplomatic Quarter



Almohtaraf ©

Sculptures of Jeddah;
20th Century sculpture
in the Arabian
Peninsula





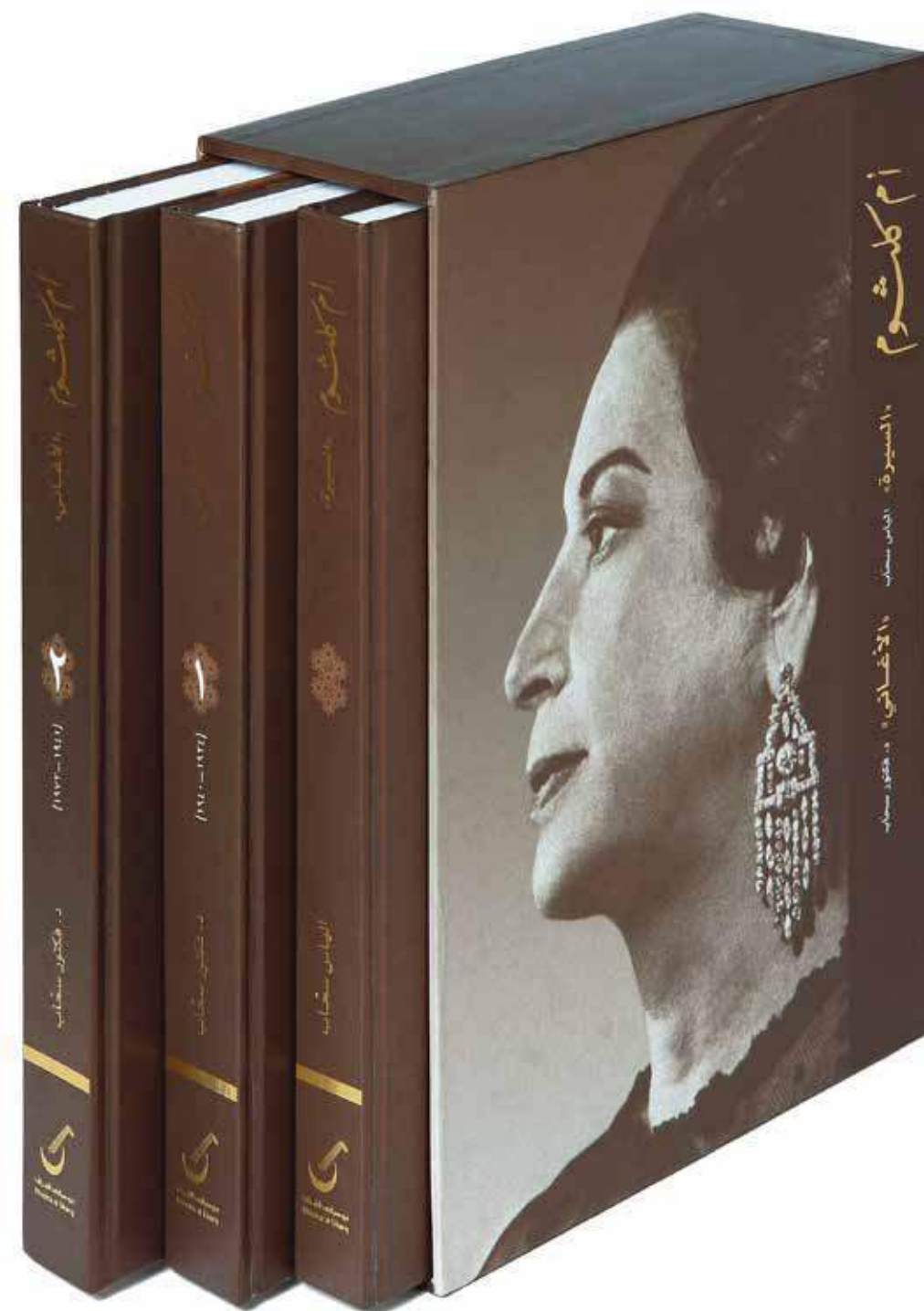
Almohtaraf ©

Gilgamesh;
special reading by
Abdallah Saleh Jum'a



Almohtaraf ©

Oum Kolthoum
Compendium; Life
and works by Sahhab
brothers



Arabic Typefaces that *capture to the eye!*

Almohtaraf has developed a vast library of **award-winning Arabic typefaces** for major corporate, cultural and editorial clients.

Riyad Bank and Alawwal Bank, previously known as SHB, use Almohtaraf custom-designed typefaces.

We have designed the typefaces for Al Yawm, Shams and Al Jazeera newspapers!

International clients like Dominos Pizza and Always from P&G use Almohtaraf typefaces

MAJOR TYPEFACES

- *Dara magazine*
- *Hakaya festival*
- *Dominos Pizza*
- *Always (p&g)*
- *Midan*
- *AlYawm newspaper*
- *AlJazeera newspaper*
- *Shams newspaper*



Al Jazeera newspaper

Dominos Pizza

Saudi Football League

Shams newspaper

Saudi Hollandi Bank

Riyad Bank

اعرف المزيد
تطبيق مشفر
الأسرع والأكثر
Find out more
An easy, safe
online



Mohtaraf

Midan

Hakaya



Alyawm newspaper

Riyad Bank

من الكتاب عن
 الجودة؟ فقا
 ، وطالت ألف
 وأظلمت أنف
 يدري الى العيون
 وقدّرت فصحرف وُلِدَت
 بيقه وجليله،
 وصغرت نواج
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لأرهابية
 عزة الأمن
 (السياسة)

السياسة الخارجية
 أشخاصا يراقبون بيت الس
 قبل مقتله بأيام وتبقى ه
 الخطوات نحو الإصلاحات الي
 واعترف بأن المرأة من بين
 في العالم الإسلامي، لذا
 كان الذي يليق بها في
 المفاهيم التي تشير
 (السياسة)

مادة الزرقاوي

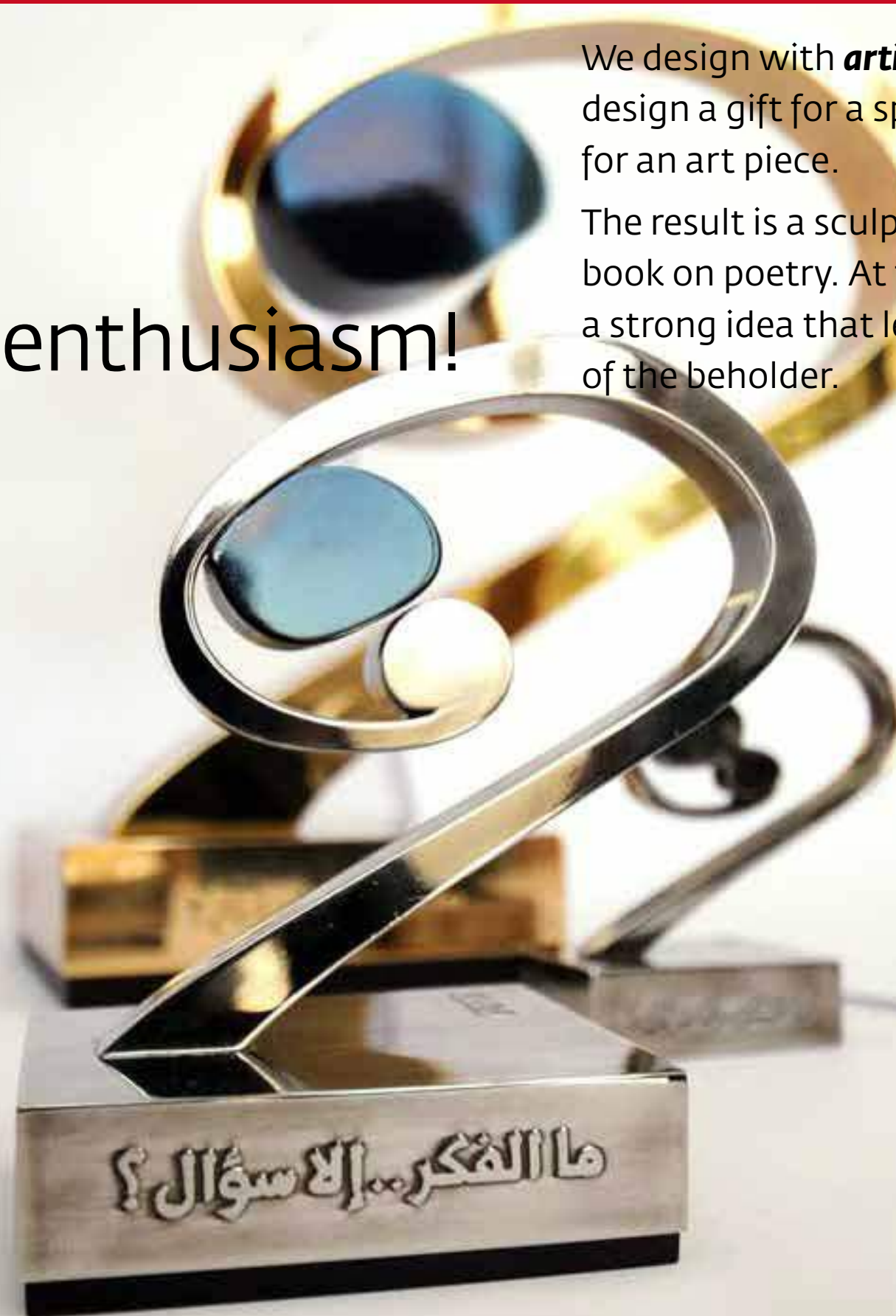
Thak kind of enthusiasm!

We design with **artistic passion**. When we design a gift for a special occasion, we set out for an art piece.

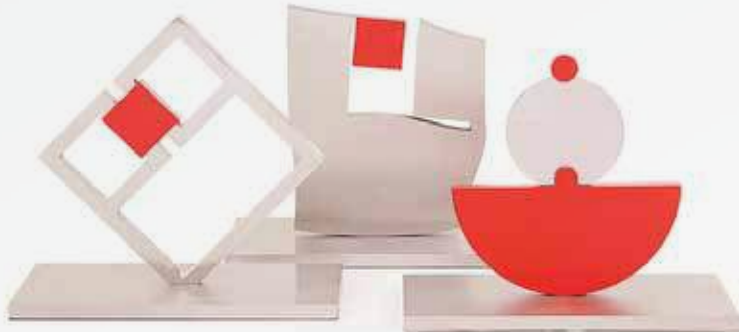
The result is a sculpture or a carpet or even a book on poetry. At the heart of each piece, lies a strong idea that leaves a mark in the memory of the beholder.

MAJOR PROJECTS

- Arab Thought Foundation (Fikr)
- Alzheimer Association, KSA
- CCC
- Souk Okaz
- Kapsarc/Yasref opening ceremony
- Seet Seeta award ceremony
- Makkah award for excellence
- Adabi Riyad Liteary Club





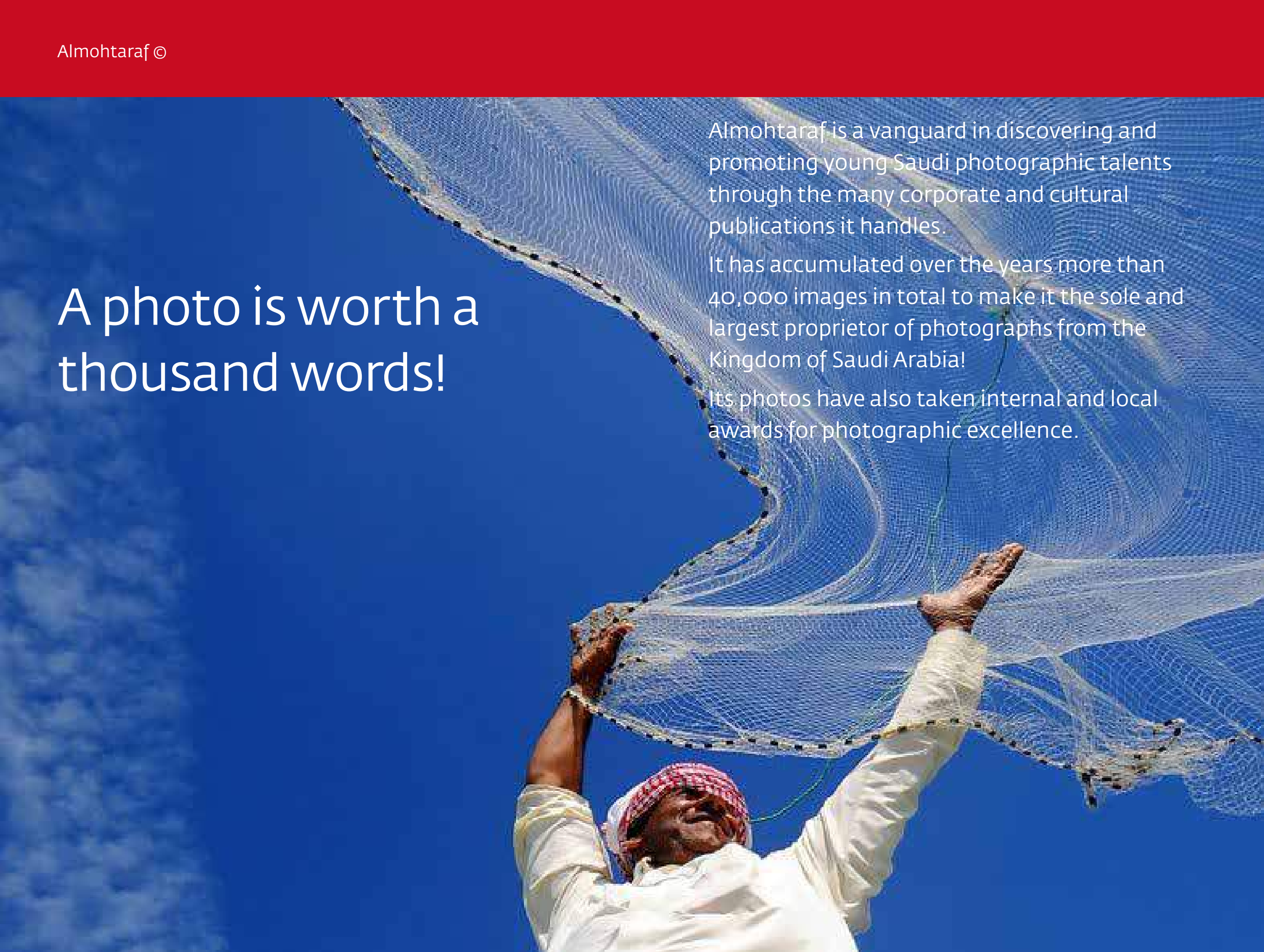


A photo is worth a
thousand words!

Almohtaraf is a vanguard in discovering and promoting young Saudi photographic talents through the many corporate and cultural publications it handles.

It has accumulated over the years more than 40,000 images in total to make it the sole and largest proprietor of photographs from the Kingdom of Saudi Arabia!

Its photos have also taken internal and local awards for photographic excellence.



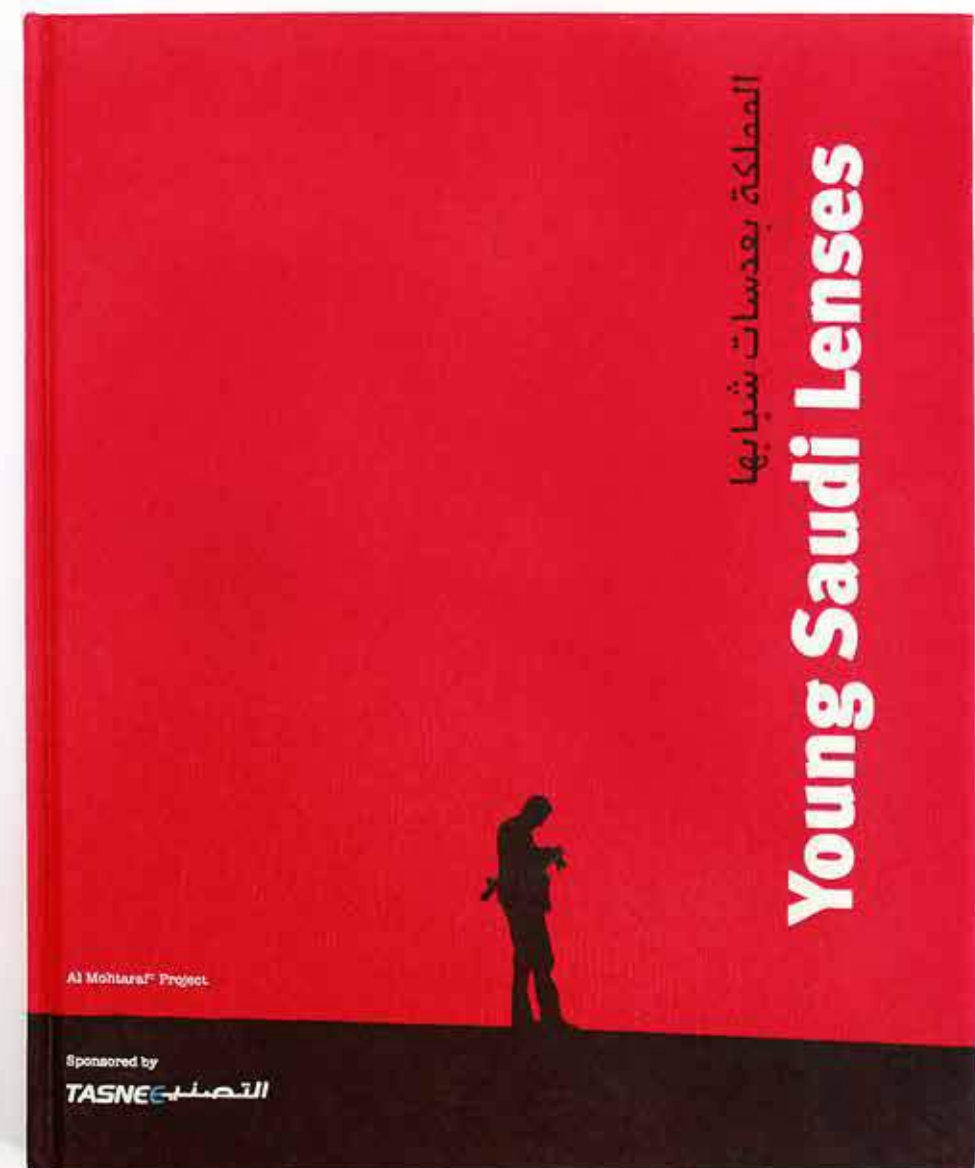
More than 40,000 *images*
in one photo bank





We put Saudi photography on track by launching an initiative; a Saudi-wide search for quality photographs around the Kingdom.

We crowned this enormous effort by publishing a milestone book titled «Young Saudi Lenses»!



Not just a matter of taste!

Almohtaraf played a pivotal role in introducing modern Arabic calligraphy back into the domain of advertising.

Almohtaraf's impact is most evident and measurable in newspaper special occasion advertising. Using various visual tools of calligraphy, illustration and photography, Almohtaraf single-handedly turned this type of dull advertising, into a visual feast that celebrate fresh and expressive calligraphy that captures attention and conveys a strong message.

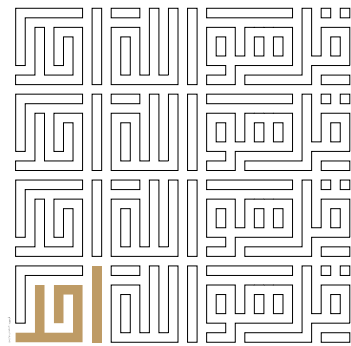


Calligraphic art in your home and office!

Almohtaraf's passion for Arabic calligraphy and drive to carry this great tradition into modern times, gave birth to its calendar design.

Countless wall calendars were designed through out the years. They display high quality reproductions of original art pieces and are, until this very day, framed and hung on the walls of many offices, public halls, hospitals, schools and other institutions in the Kingdom of Saudi Arabia.





novation.

نُورُ السَّمَوَاتِ
وَالْأَرْضِ

اللَّهُ نُورُ السَّمَوَاتِ وَالْأَرْضِ ۖ مِثْلُ

نُورِهِ كَمِشْكَاةٍ فِيهَا مِصْبَاحٌ

الْمِصْبَاحُ فِي زُجَاجَةٍ ۝ الزُّجَاجَةُ

كَأَنَّهُمَا كُؤُكَبٌ دُرِّيٌّ يُوقَدُ مِنْ

Our current Major Project!

Almohtaraf has taken on the huge undertaking of beautifying the Eastern province through an initiative called "Nuqoush"!



نقوش الشرقية
Nuqoush Al-Sharqiah

