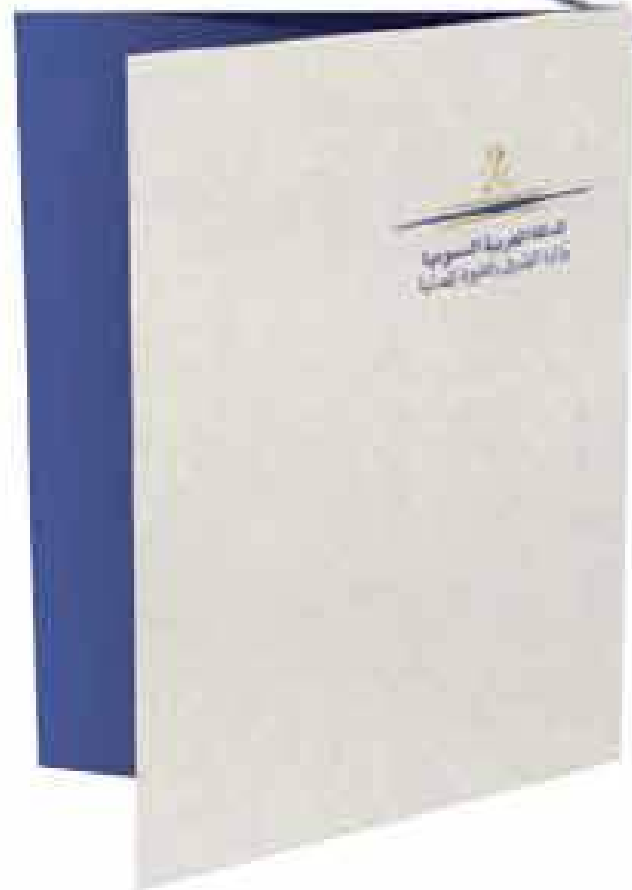


# BRANDING

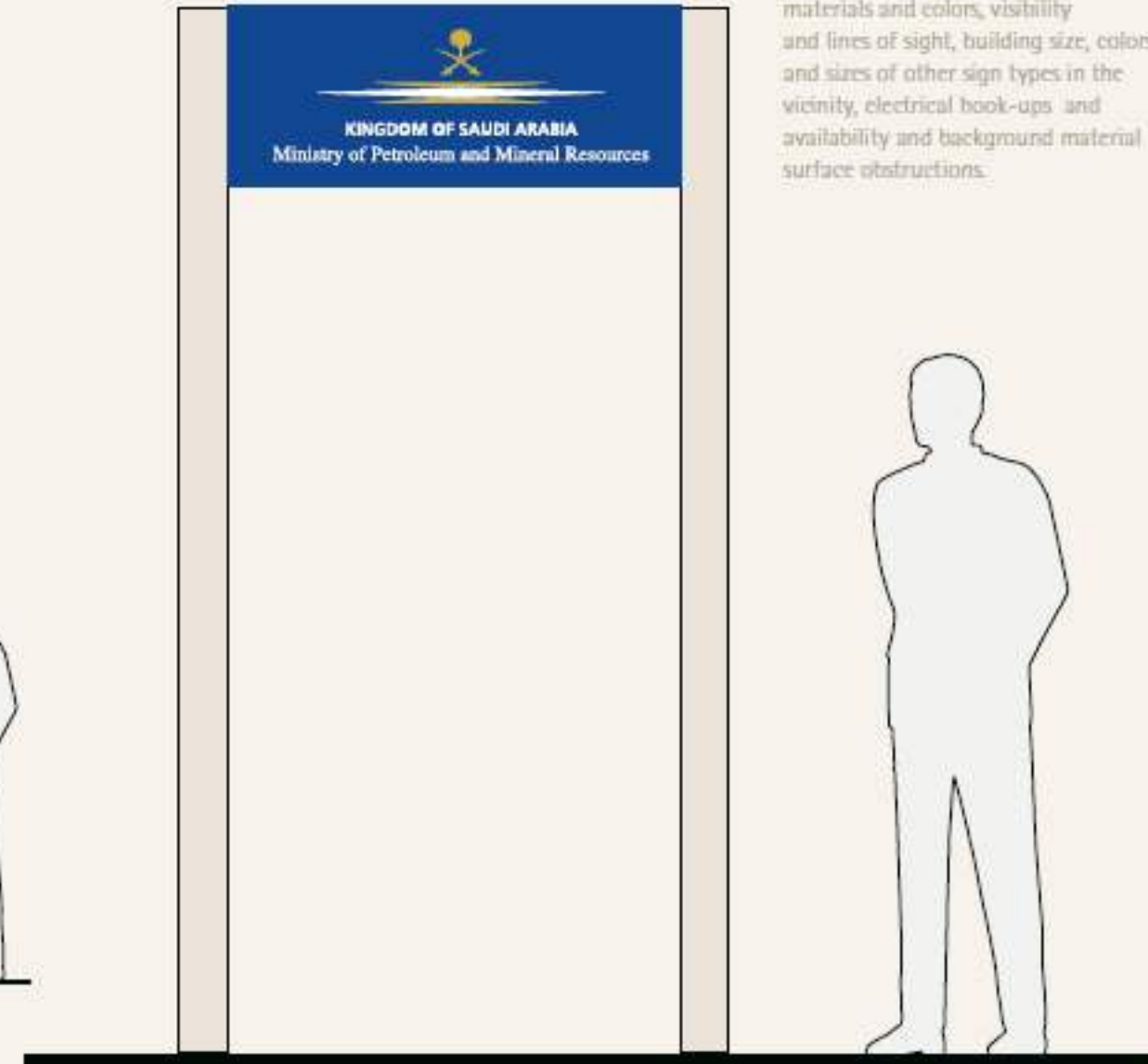
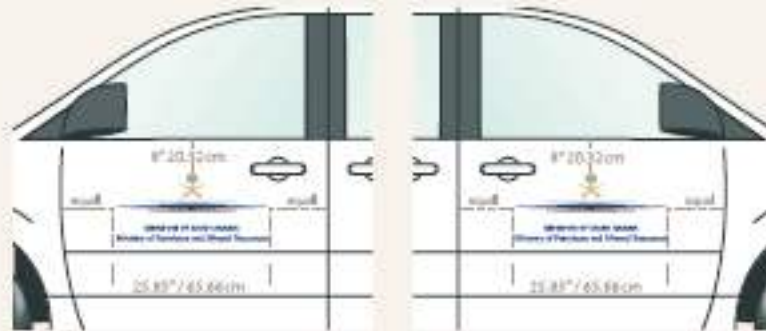
creating an identity feels like  
dreaming out loud: it's up to the  
company for which the identity  
was created to transform that  
dream into reality..

Ministry of Petroleum and Mineral  
KINGDOM OF SAUDI ARABIA





When trying to determine the most appropriate sign type for a building application, the following should be taken into consideration: landlord and city/local restrictions, background materials and colors, visibility and lines of sight, building size, colors and sizes of other sign types in the vicinity, electrical hook-ups and availability and background material surface obstructions.







1st International Conference on  
**Clean Development Mechanism 2006**







## قمة أوبك الثالثة Third OPEC Summit

الرياض ٢٠٠٧  
Riyadh 2007

Al Muktarrif changes one more time, the idea of what a conference gift must look like. Those who attended the third OPEC summit in Riyadh will probably never forget what they received. As the host of this major event, Saudi Arabia wished to show its guests the values inherent to its culture: hospitality and celebration of cultural diversity. As a result, the conference souvenirs and VIP gifts were two very different items yet equally praised for their concept and design: luxurious box of 40 different types of dates accompanied by a booklet holding a description of the best known varieties of dates with a map revealing the areas where each type of date grows, a set of calendars grouping photographs and information about the 12 countries participating in the summit.

Luxurious date box. Dates booklet and map accompanied by a set of postcards.



Children's photography from each country member of OPEC illustrating the Third Summit's set of calendars.



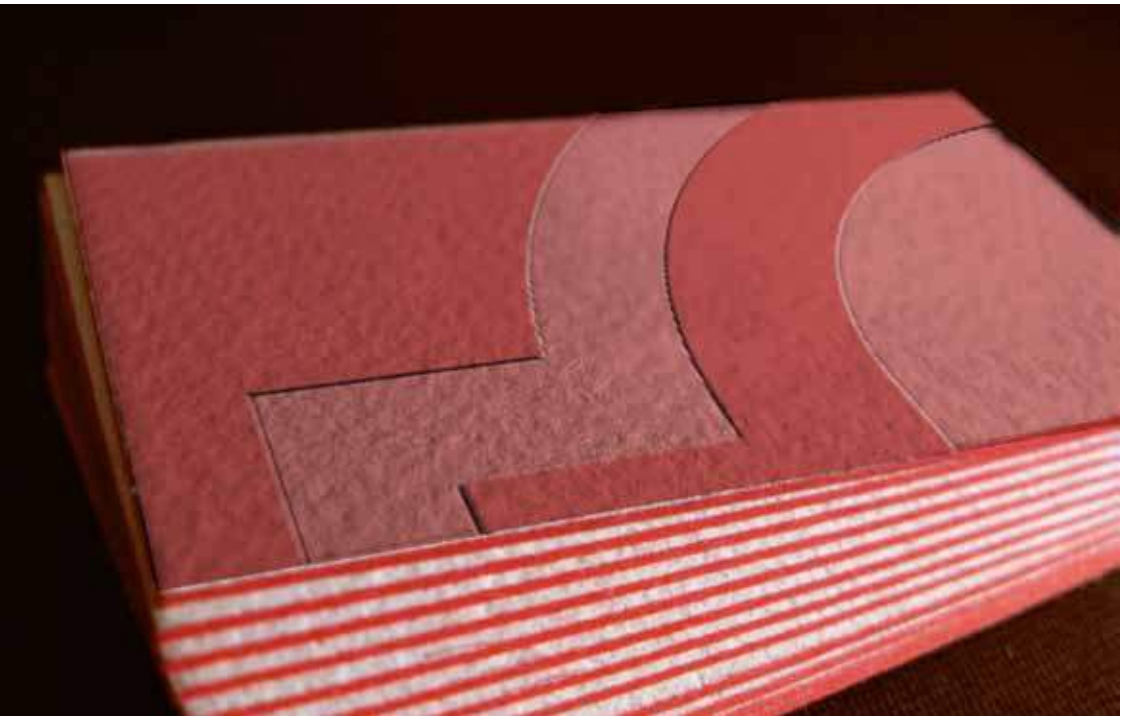




الجمعية السعودية  
الخيرية لمرض الزهايمر

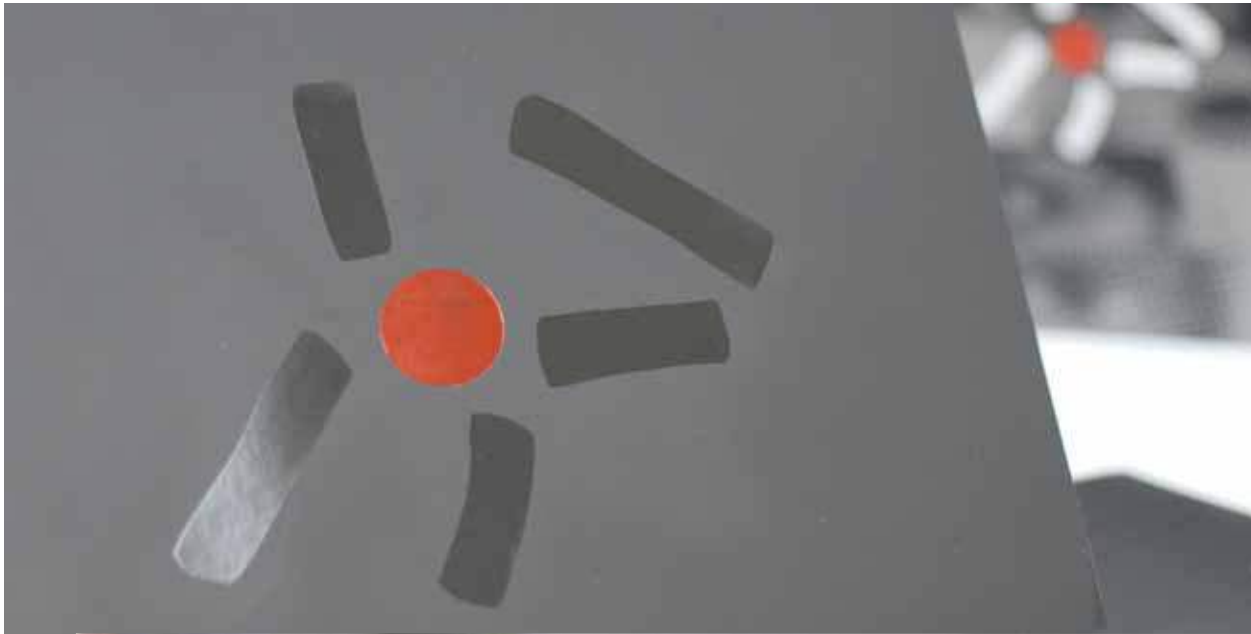








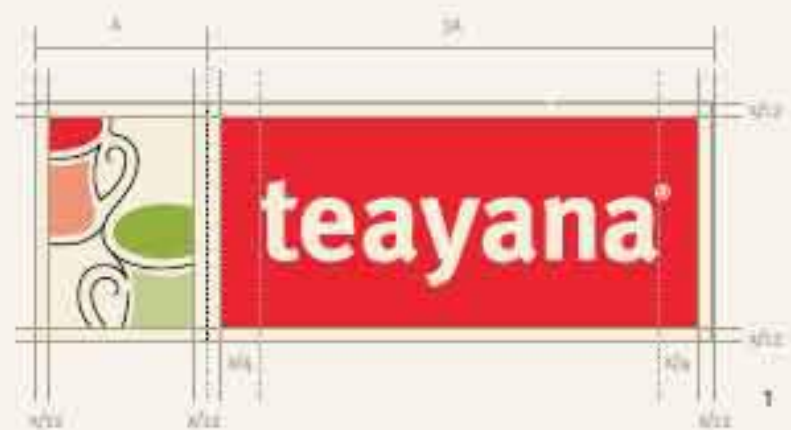












teayana  
تي يانا



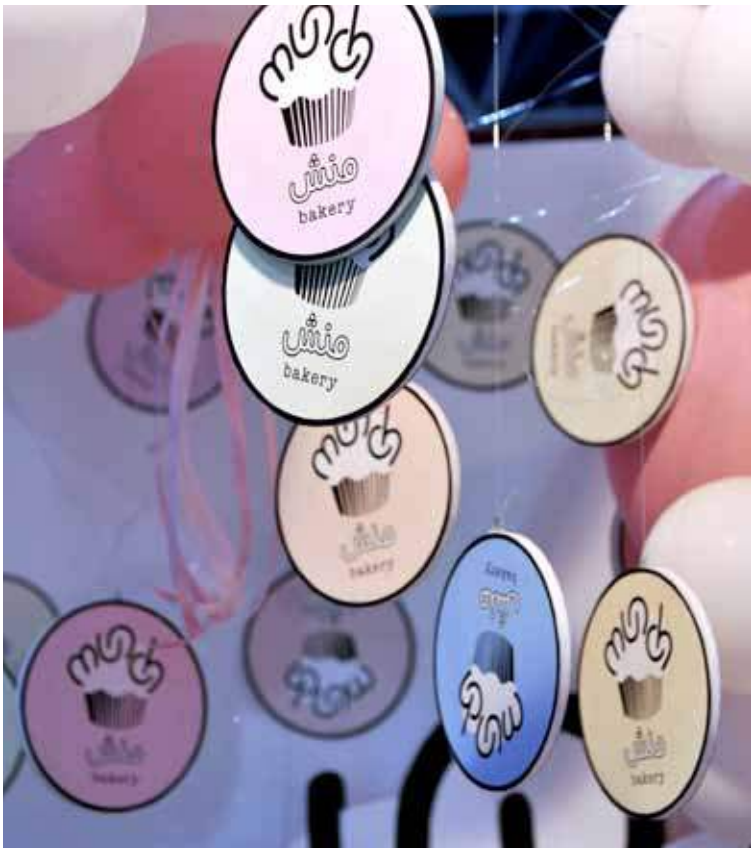
















  
کورنیش  
CORNICHE  
A ROSEWOOD HOTEL  
JEDDAH, SAUDI ARABIA













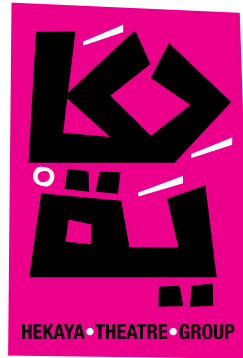














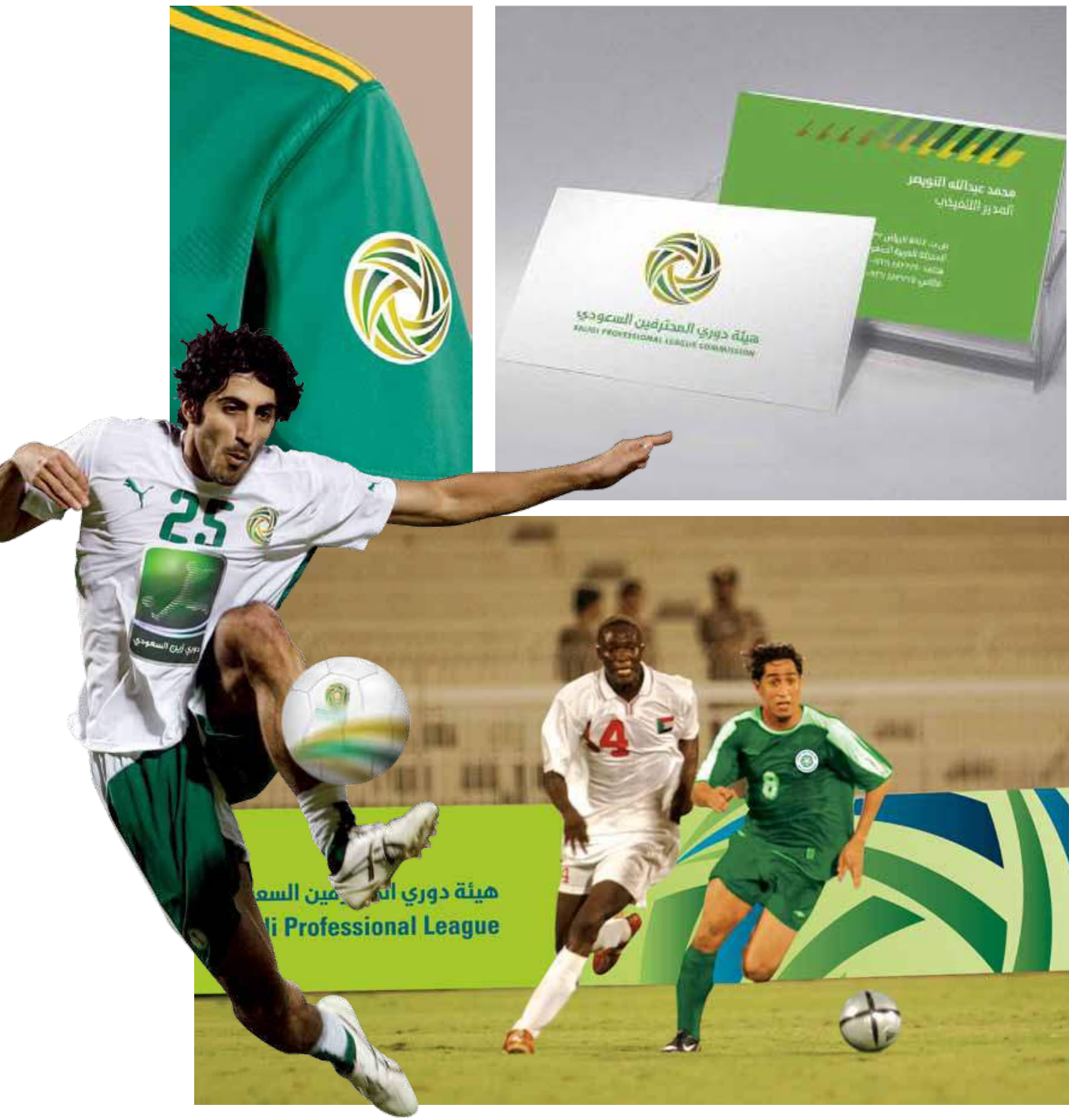






هيئة دوري المحترفين السعودي  
SAUDI PROFESSIONAL LEAGUE COMMISSION













SUV



SEDAN



COMMERCIAL













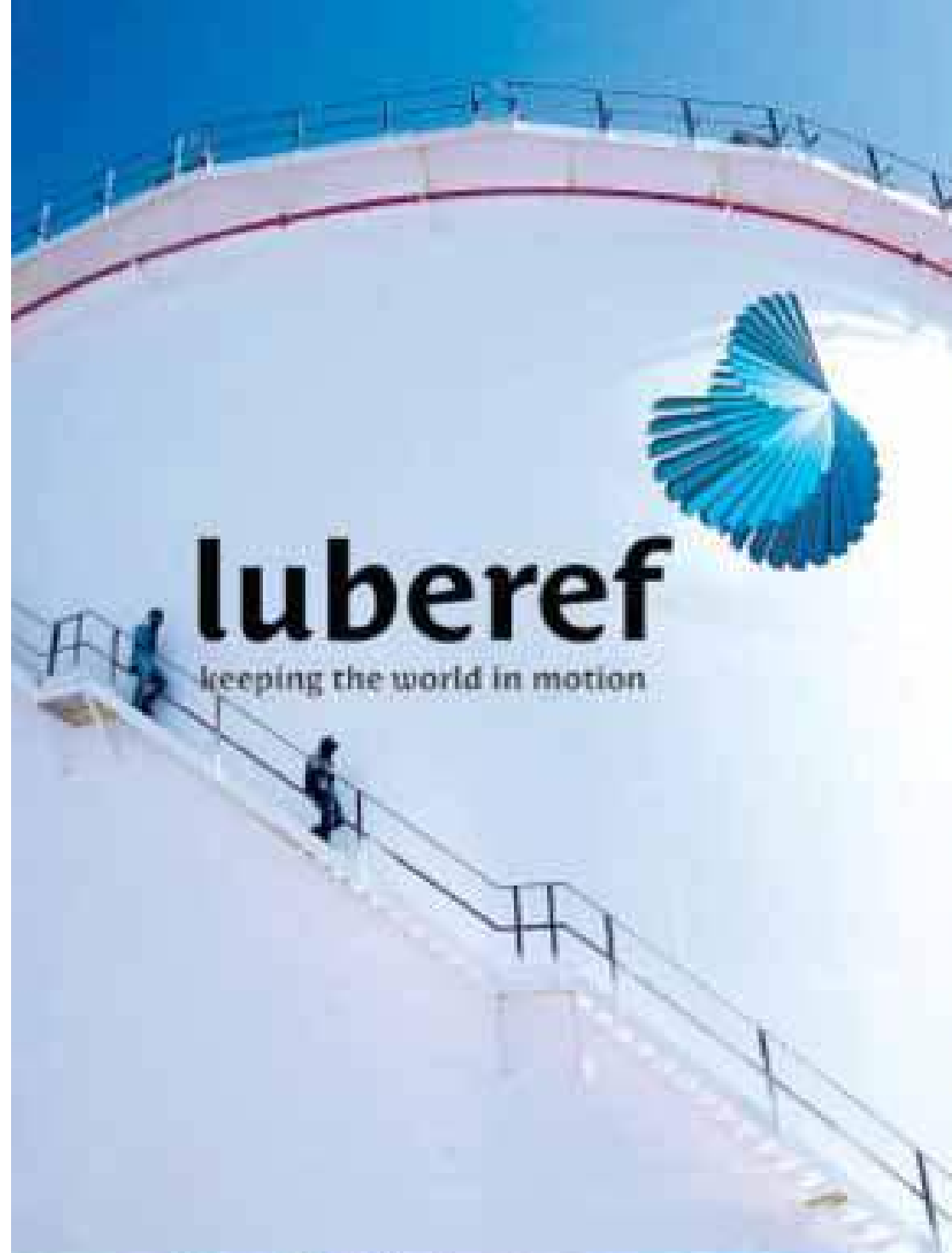


# luberef

keeping the world in motion







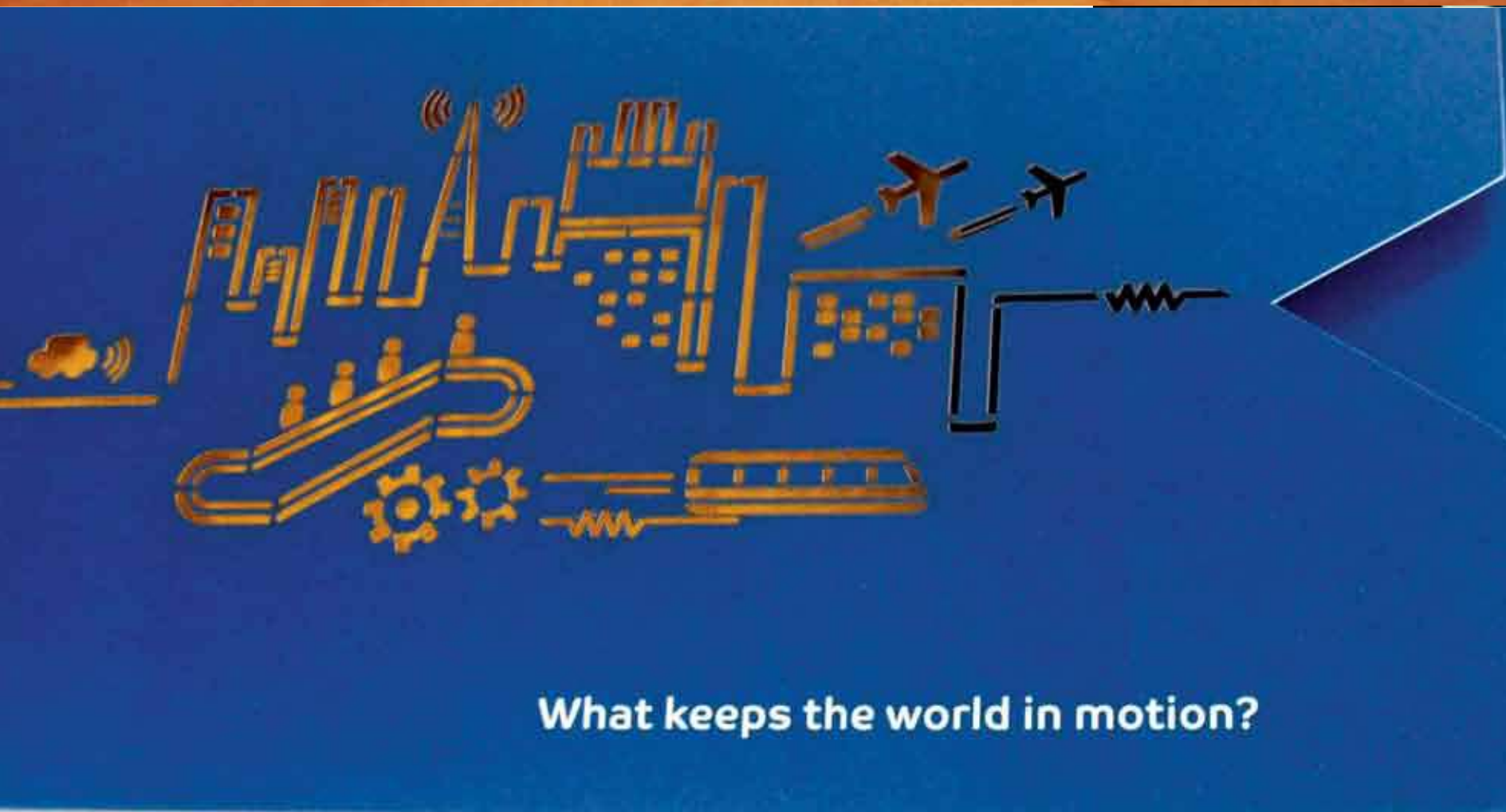












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