

ALMOHTARAF ASSAUDI

For 25 years we have pursued the ambition to be more than a design house. After 25 years we have proudly done just that; left an impact.

Al Mohtaraf is a multi-disciplinary design house that offers a diverse and impressive experience in full-fledged editorial design, branding and identity design, Arabic type design, book design and full event or special occasion design. We work seamlessly across a variety of disciplines for a diverse range of local and international clients. We are proudly recognized by a distinct house style that has left its mark in more ways than one.

عائلة حروف «شمس»

أ ب ج د

صباح اليوم «الوطن»

صباح اليوم

صباح اليوم الوطني

صباح اليوم الود

Shms Light

Shms Normal

Shms Bold

Shms Black

المختاراف

almohtaraf

HERMAN  
ZAPF  
AWARD



# EDITORIAL DESIGN



# A DIFFERENT READ

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## EDITORIAL DESIGN

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.



QAFILA



MAWHIBA



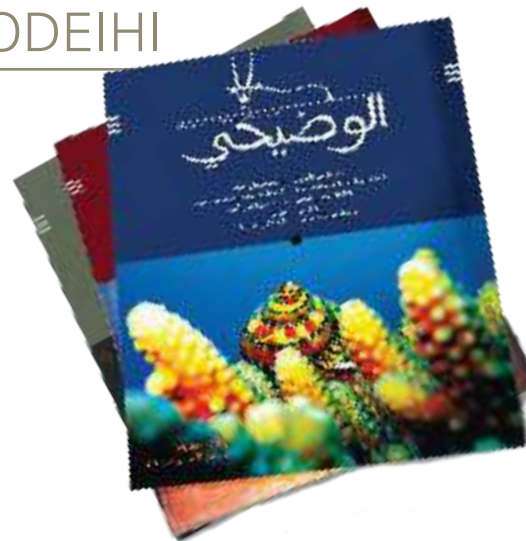
DAREEN



KHATWA



WODEIHI



TIRHAL



# BOOK DESIGN

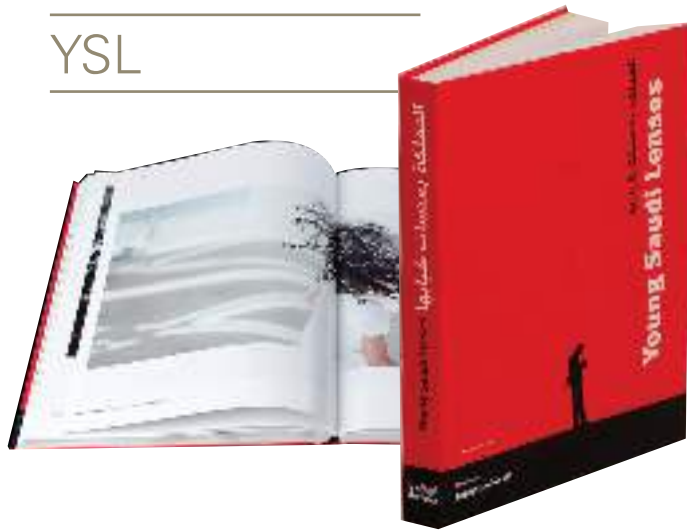


# WE KNOW THE WORD

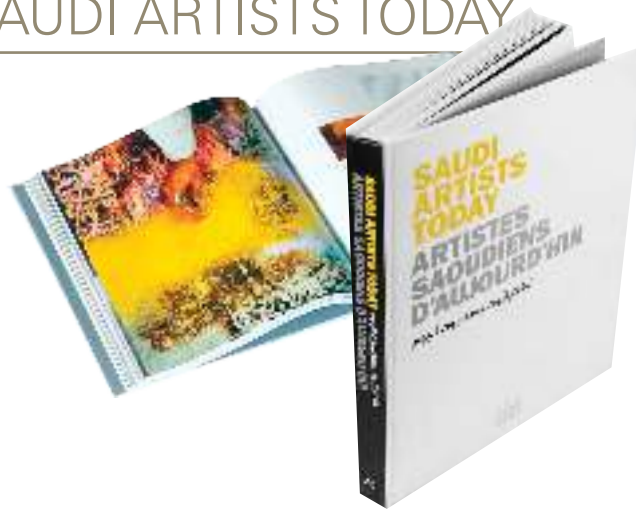
**BOOK DESIGN** Al Mohtaraf's experience in what makes a book sing in the hands of the reader has been compiling along the years. Some of the books we design and others we create from scratch. Of course, international award-winning work sure does make a difference!



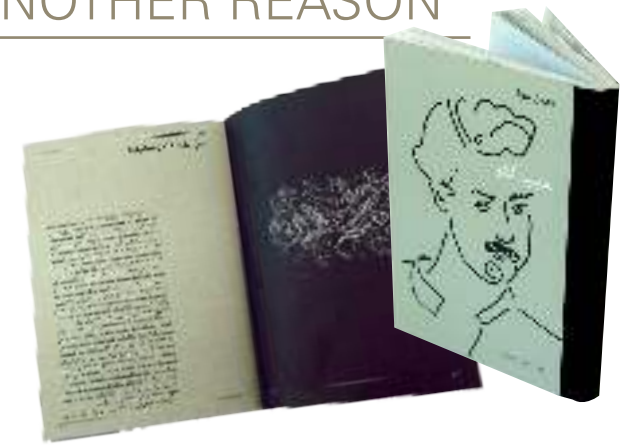
YSL



SAUDI ARTISTS TODAY



ANOTHER REASON



WORD ART



WOMEN FLOWERS & FRIENDS



OUM KOULTHOUM



# GIFT DESIGN



# THAT KIND OF ENTHUSIASM

## **GIFT DESIGN**

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.



SOOK OKAZ



CDM CONFERENCE



MEKKAH PRIZE



PRINCE SALMAN  
FOUNDATION



3RD OPEC SUMMIT



FAHED & DIMA



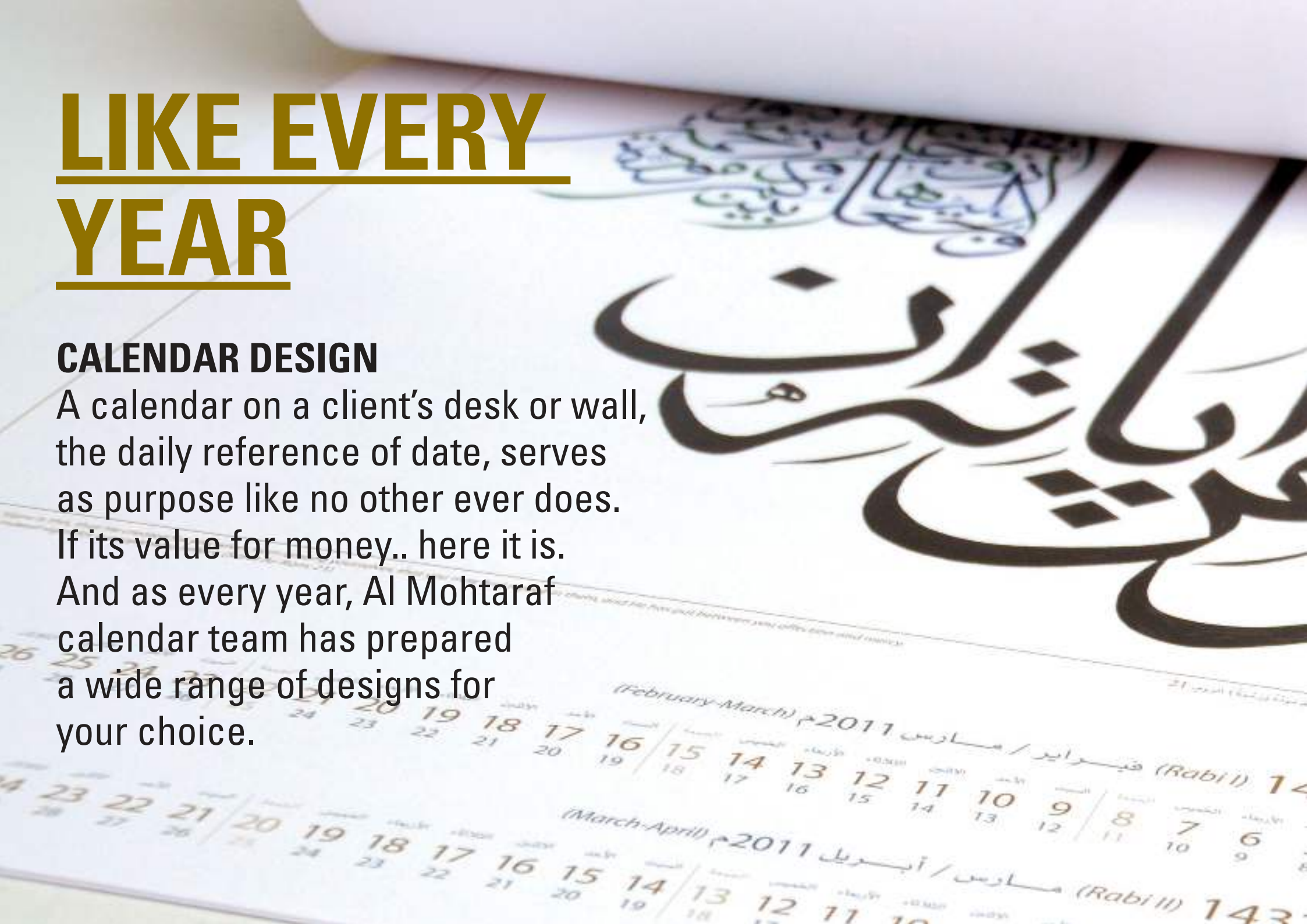


# CALENDAR DESIGN

# LIKE EVERY YEAR

## CALENDAR DESIGN

A calendar on a client's desk or wall, the daily reference of date, serves as purpose like no other ever does. If its value for money.. here it is. And as every year, Al Mohtaraf calendar team has prepared a wide range of designs for your choice.



## BIN SHIHON GROUP



## ESAYI GROUP



## 3RD OPEC SUMMIT



## CRISTAL GLOBAL



## KAUST UNIVERSITY



## SCTA (TOURISM)



# CHALLENGING AND CHANGING

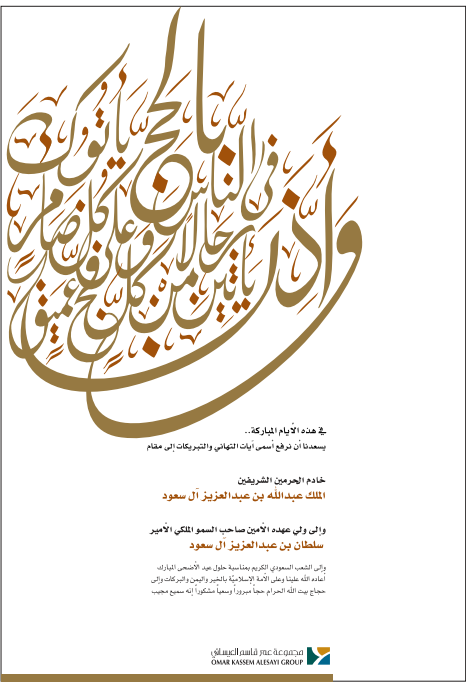


# SPECIAL OCCASION ADVERTISING

## **CHALLENGING AND CHANGING**

Early on, Al Mohtaraf decided to challenge 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.





# TYPE DESIGN

أ ب ج د ز ض ظ غ ف ق ك م ن ه و ي

أجدد حروف الشاشة، يستدل من  
اسمه وضوح الحروف واتساع  
المسام بينها في شريط لأخبار.  
يقرا بسهولة الكتاب المدرسي

هـ ظ غ

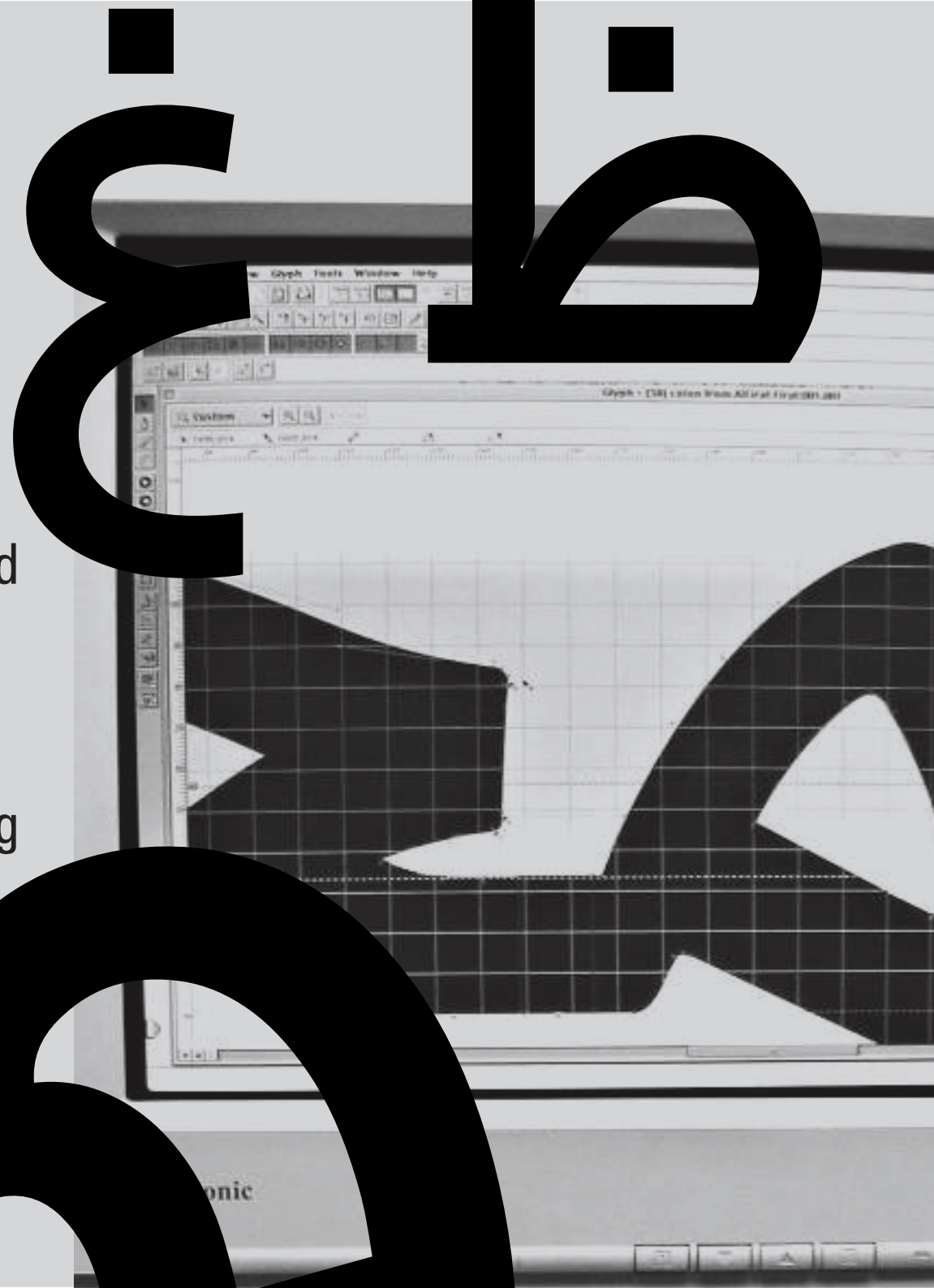
لتقليل الاعتماد  
طور بدلا له عبارة  
ملائمة، بما ذلك

المالية

# OUR TYPE OF TYPE

## ARABIC TYPE DESIGN

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.



## MIDAN TYPEFACE



## ALWAYS TYPEFACE



## JAZIRA TYPEFACE



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

## MODERN TYPEFACE

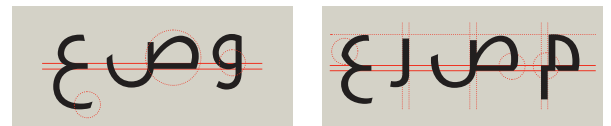
ستيف جوبز..  
وثورة التكنولوجيا

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



## SHB TYPEFACE

بنك shb



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





## SARIH TYPEFACE

أجدد حروف الشاشة، يستدل من  
اسمه وضوح الحروف واتساع  
المسام بينها في شريط لأخبار.  
يقرأ بسهولة الكتاب المدرسي

## SHAMST TYPEFACE

# قطر ٢٠٢٢

## تستضيف كأس العالم

قال علماء أمريكيون  
من جامعة كاليفورنيا  
إنهم توصلوا إلى تركيبة  
جديدة لقرص يعمل على  
تقوية الذاكرة.  
وقد أجري فريق البحث  
تجاربهم في المملكة  
المتحدة على ١٦ متطوعاً  
حرّموا من النوم قبلها،  
واتضح أن القرص يزيد  
من قدرة من تناوله  
منهم على الانتباه.

قطر



# BRANDING & CORPORATE IDENTITIES



Hekaya Gallery 2007

بيروت  
كتاب  
دوية  
كتاب

Beirut Book Fair 2003

# IDEA BEHIND EVERY LOGO

## **BRANDING & CORPORATE IDENTITIES**

All 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.





Bin Shihon Group Logos

كريستال  Global  
العالمية



الإطارات المتحدة  
United Tires



Hekaya Gallery 2007



Beirut Book Fair 2003

معرض  
بيروت  
الكتاب  
الدولي  
للكتاب



Thimar Group 2000

Amman Group 2001

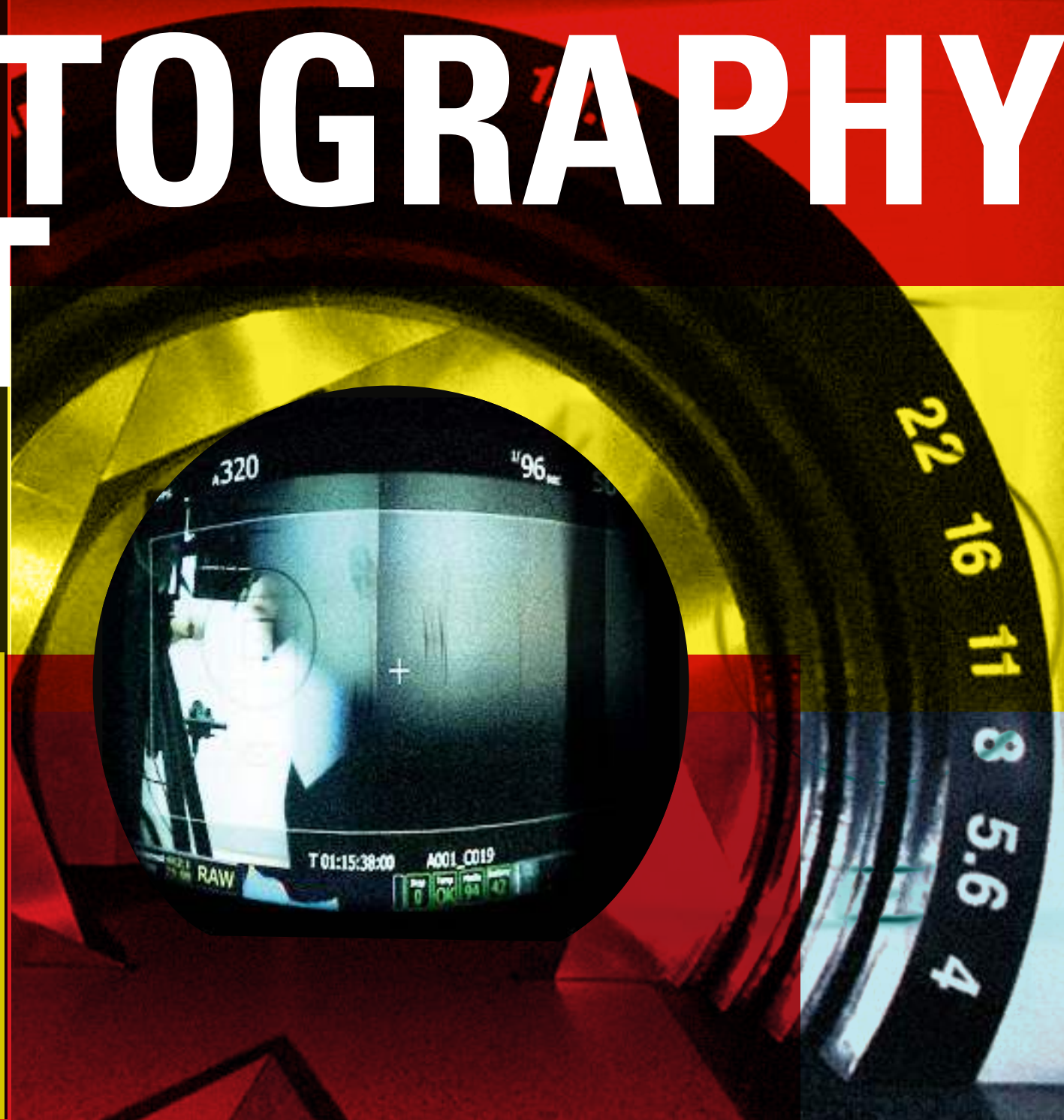


Hekaya Print



مقال  
تقار

# PHOTOGRAPHY UNIT

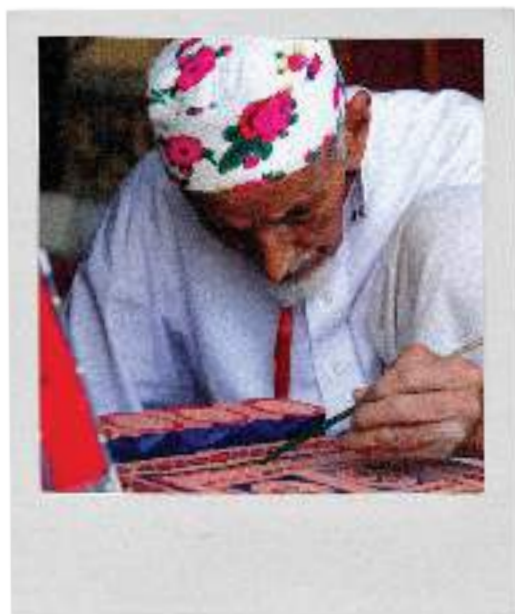
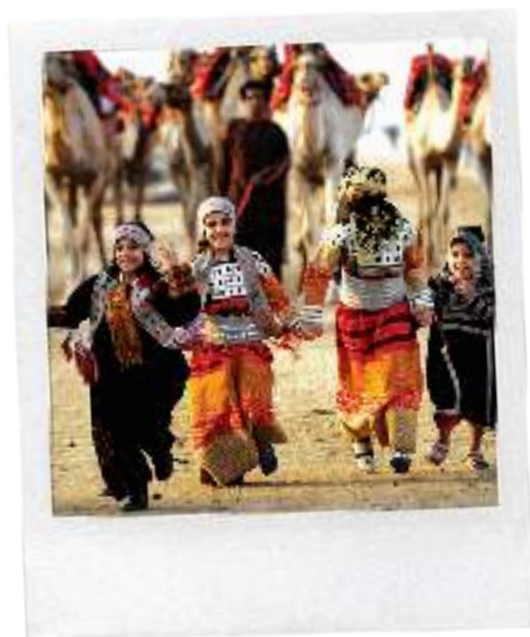


# AN EYE BEHIND THE LENS

## **PHOTOGRAPHY UNIT**

almohtaraf photo unit offers: 50,000 rich photo archive: of all cities, towns, mountains, valleys, shores, deserts, markets, oasis, palm tree, forests, as well as festivals, trips, sports, events as well as dignitaries. A dedicated team of professional photographers can take up assignments covering studio, corporate, industrial photography as well as events and festivals.





## ENDURING IMPACT

With vivid and creative presence in all these domains, AL MOHTARAF throughout its 25 years of activity has left an enduring impact and has accumulated treasures of art, experience, and a deep-rooted know-how.

# القافلة

مجلة ثقافية تصدر  
كل شهرين • يناير - فبراير 2006

هزمت! يا موت الفنون الجميلة  
هزمت! يا موت الكلاسيك في بلاد الرافدين  
سلطان العرب، مقبرة الفراعنة،  
النفوس على حجارة وعبد

معرض  
بيرسنت  
العربي  
الدولي  
للكتاب

Saudi Yamco  
Human Resources  
Vision

دارين  
مكتبة ثقافية  
دارين  
مكتبة ثقافية