

MOHTARAF CREDENTIALS



About

Al Mohtaraf Assaudi was founded in 1983 as one of the first providers of design services in the kingdom. With over 25 years worth of industry experience, Al Mohtaraf has become one of Saudi Arabia's best known and most influential graphic design firms, and has since contributed in the development of today's local and regional design trends. The firm currently boasts a work force made up of a team of 50 of which more than half is qualified designers.

15()Z...J- = + 157807484.

Al Mohtaraf offers Kingdom wide services via offices located in the greater cities of *Jeddah, Riyadh* and *Khobar*, as well as services offered to the LEVANT region via an office based in *Beirut, Lebanon*.

أ إ آ ب ت ث ج
ح خ د ذ ر ز س
ش ص ض ط
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ل م ن ه و و
ي لا إ ل لا

٩٨٧٦٥٤٣٢١٠

Brand Strategy - Examples

We have selected the following case studies to demonstrate aspects of Mohtaraf's work that are particularly relevant to strategic branding and corporate identity projects.

They show a small selection of the inspirational strategies we have created to reinvigorate organisations, helping them to communicate who they are and what they do – through brand repositioning, aligning the creative with the ambition and enabling them to compete more effectively in their marketplace.

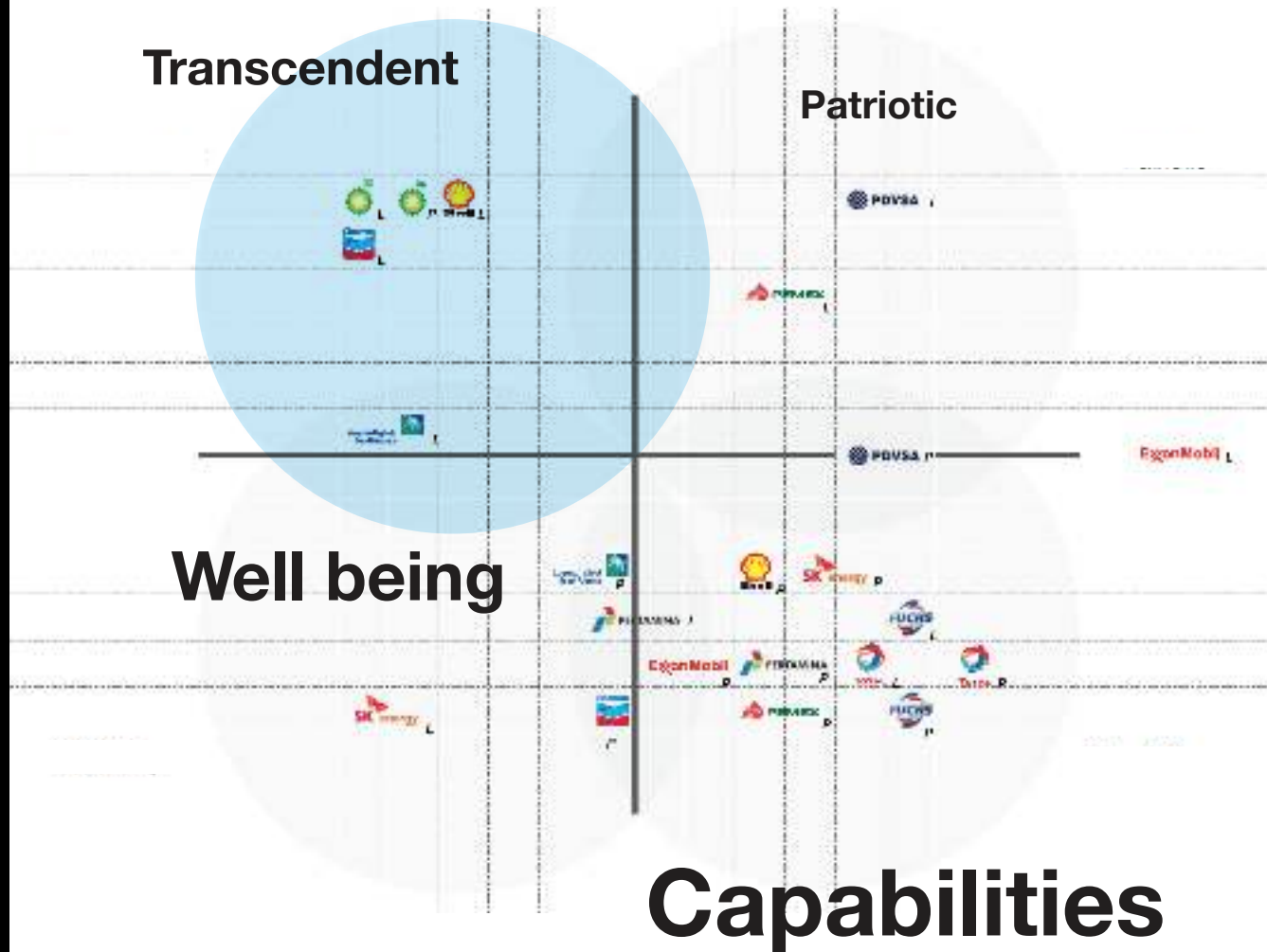
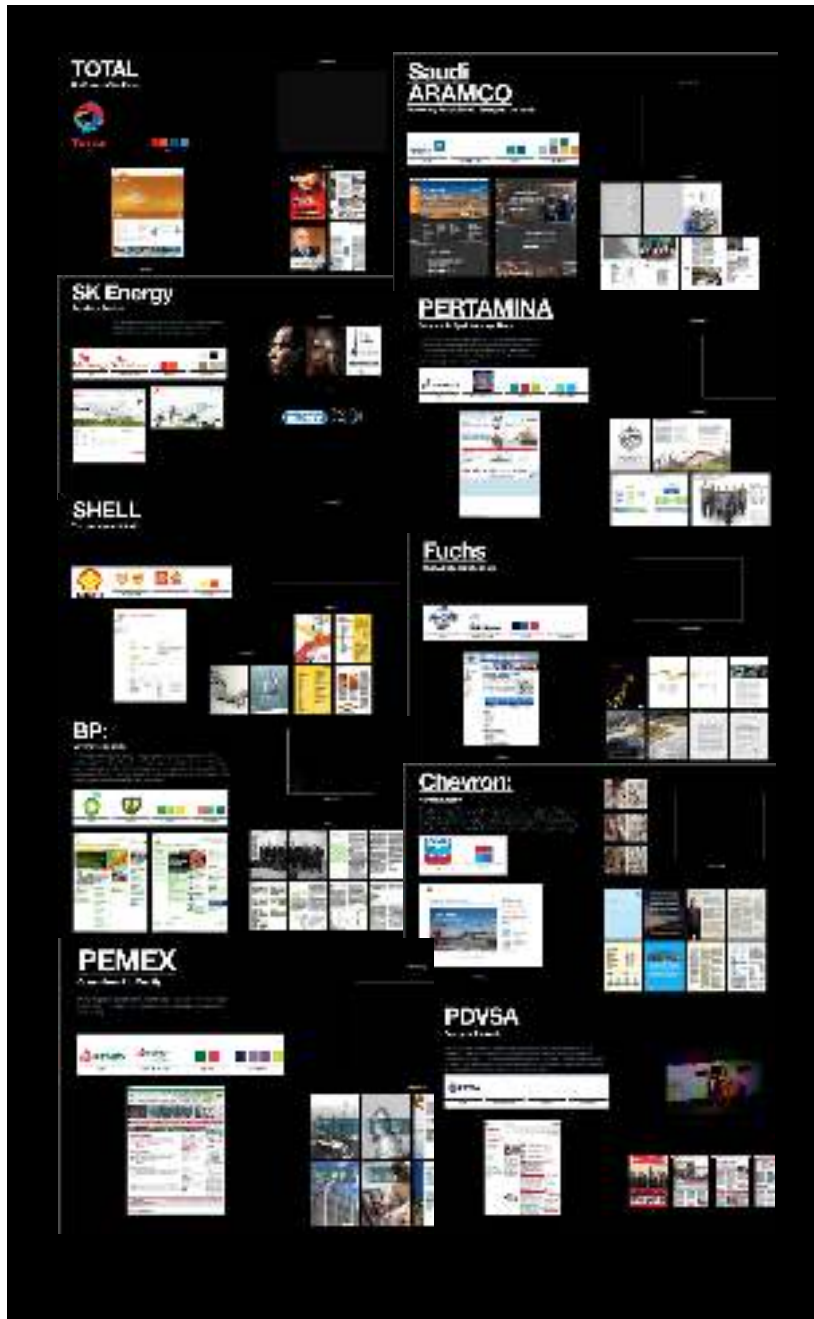
The background is a dynamic, abstract composition of various shades of blue. It features numerous overlapping, semi-transparent rectangular and polygonal planes that create a sense of depth and movement, as if they are flying towards the viewer from a bright light source on the left. The planes are oriented in different directions, some parallel and some at angles, creating a complex, layered effect. The overall impression is one of high-tech, modernity, and energy. The word 'Luberef' is superimposed on the right side of the image, centered vertically and horizontally relative to the right half of the frame. It is rendered in a clean, white, sans-serif typeface, which stands out clearly against the darker blue background.

Luberef

Luberef was established in 1976 as a joint venture between Petromin and Mobil focusing on domestic supplies to major oil companies such as Fuchs, Shell, and Mobil. Today Luberef became the sole producer and supplier of base oils in KSA and exporter within the GCC. After their expansion, Luberef was in need for a full rebranding.



- **Old looking Crest**
- **Innovation, professionalism and expertise are not expressed externally**



لهبريف
luberef











corporate movie Making of





Autozone

Balubaid Group of Companies – Dealers of automotive brands GMC and Chevrolet, needed to create a new and fresh brand concept for a multi-brand automotive retail.

The scope of work included research and development of a company name, a full brand development, and ended with a successful completion of a full teaser / revealer campaign.

The identity rolled out on 8 mega showrooms with a plan to expand to over 25 branches.

Autozone.. Hit the road strong









Teaser vs revealer



Autozone.. the
matchmaker & the
problem solver

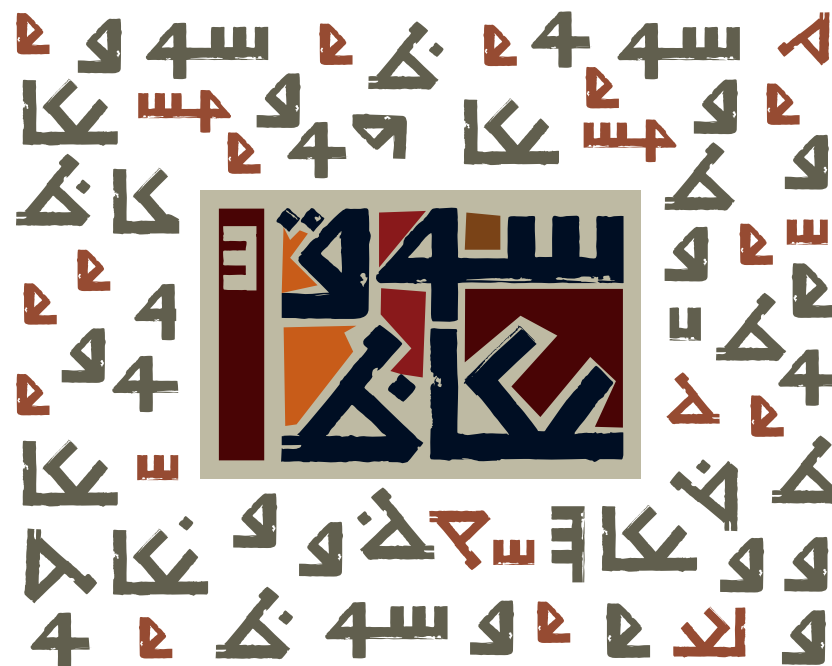


All and any car can
be bought, but one
is more you.



Sooq Okaz





مكتبة الحياة





Douaihy

Douiahy Rebranding project maintains the family name in continuum of the familial legacy. The name served as the inspiration from which the logo developed, the Arabic form of the 'haa' being the focal point of the logo.

Al Mohtaraf also introduced 'misk', a new franchising concept from Beyt Douaihy targeting a younger crowd. 'Misk' maintains its ties with the mother company in presenting the sweet plate knafé, yet does that with a hip twist and takes on the form of a versatile café.





A soccer player in a green and yellow kit is captured in the middle of a powerful kick. The player's leg is extended, and a white soccer ball is suspended in the air just above the foot. The background shows a grassy field and a goalpost under a clear sky. The text 'SPL' is overlaid in large white letters.

SPL

Saudi Professional League

The Saudi Professional League chose Al Mohtaraf to design the visual identity and applications of their commission.

Al Mohtaraf researched into the pool of competitor league commissions, both Arab and international, to produce a logo whose visual vocabulary is harmonious with that pool, but that is also distinct and contextually specific. The applications included all stationery and forms, signage, and also covered banners, sportswear, and an official magazine featuring match programs, reviews, and interviews with prominent Saudi football players.



Corporate communications



For the past few years, mohtaraf was handling the full corporate communication touch points for renowned accounts in Saudi Arabia. We will be showcasing the following accounts as an example.

SHB Saudi Hollandi Bank

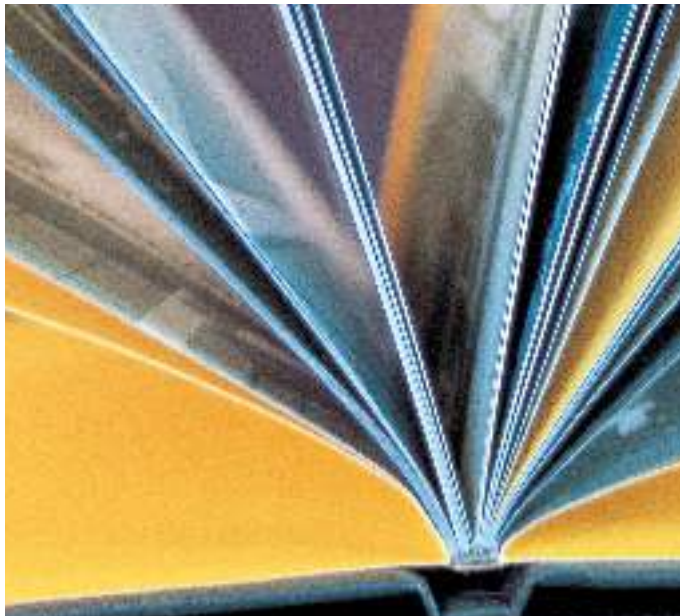
KAUST university

King Abdulaziz Center for world culture



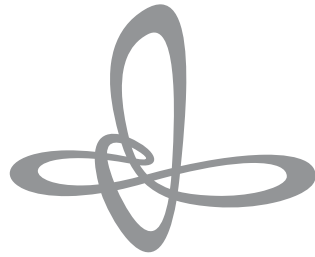
البنك السعودي الهولندي
Saudi Hollandi Bank





جامعة الملك عبد الله
للعلوم والتقنية
King Abdullah University of
Science and Technology



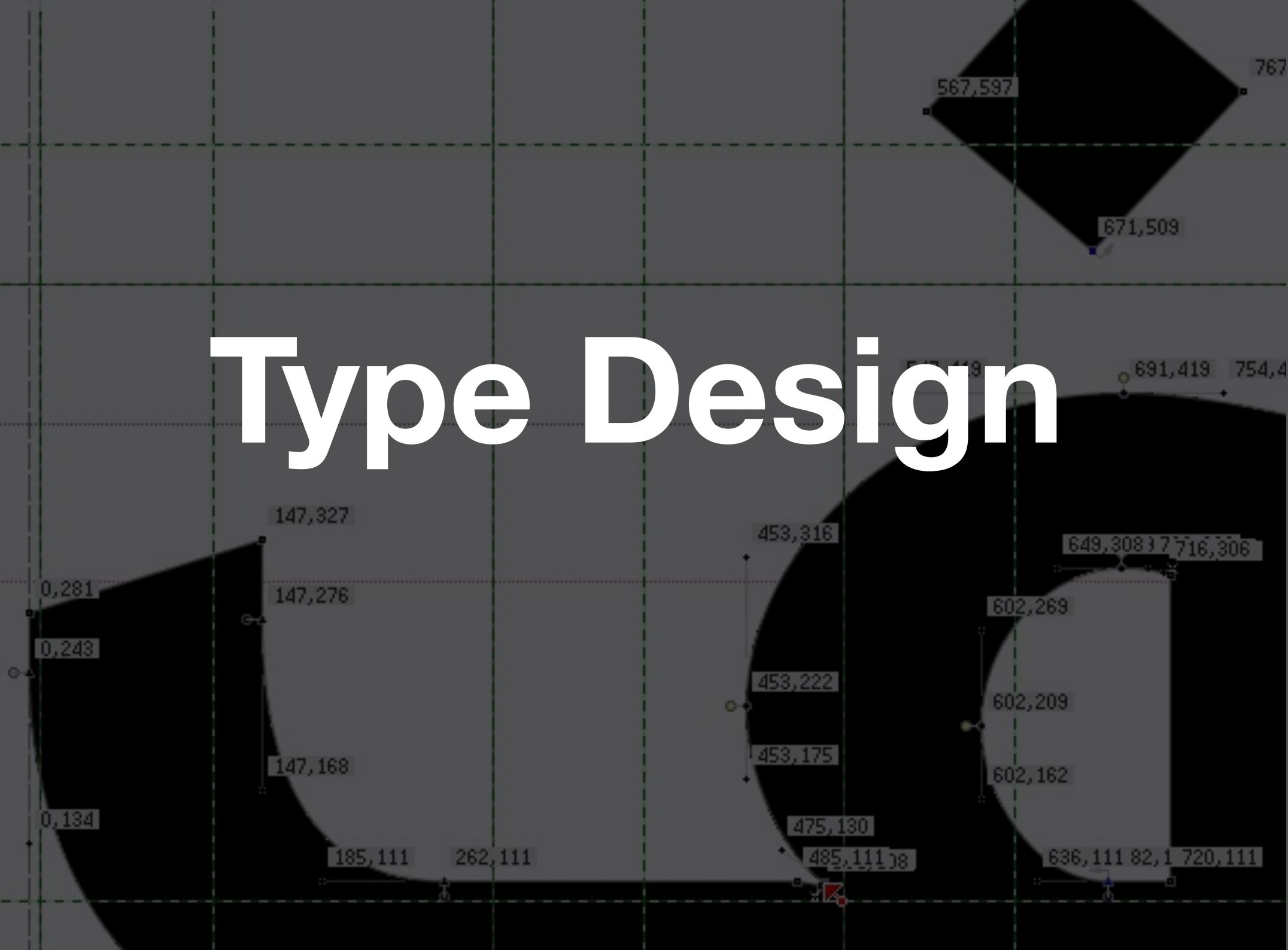


مركز الملك عبد العزيز
الثقافي العالمي

King Abdulaziz Center
for World Culture



Type Design



Mohtaraf has been designing arabic typefaces for many newspapers, banks and companies. We will be showcasing the following as an example.

Riyad Bank

SHB Saudi Hollandi Bank

SHMS newspaper

SPL



اعتدلت أقسامه
طالت ألفه ولامه
استقامت سطوره

لم تختلف أجناسه

اللَّهُ فِيهِ
كَلَامُهُ

وسأل الصولي بعض الكتاب عن الخط **calligraphy** متى يستحق أن يوصف بالجويدة؟ فقال: **When is a piece of calligraphy considered good, he said** إذا اعتدلت أقسامه، وطالت ألفه ولامه، واستقامت سطوره، وأظلمت أنفاسه، ولم تختلف أجناسه، وأسرع إلى العيون ترصده وإلى القلوب تنحره، وقدرت فصوله، واندمجت أصوله، وتناسب دقيقه وجليله، وتساوت أطنابه، واستدارت أهدايه، وصغرت نواجذه وانفتحت محاجره، وخرج عن نمط الوراقين وبعد عن تصنع المحررين، وخيل أنه يتحرك وهو ساكن.

وسأل الصولي بعض الكتاب عن الخط **art of calligraphy** متى يستحق أن يوصف بالجويدة؟ فقال: **When is a piece of calligraphy considered good, he said** إذا اعتدلت أقسامه، وطالت ألفه ولامه، واستقامت سطوره، وأظلمت أنفاسه، ولم تختلف أجناسه، وأسرع إلى العيون ترصده وإلى القلوب تنحره، وقدرت فصوله، واندمجت أصوله، وتناسب دقيقه وجليله، وتساوت أطنابه، واستدارت أهدايه، وصغرت نواجذه وانفتحت محاجره، وخرج عن نمط الوراقين وبعد عن تصنع المحررين، وخيل أنه يتحرك وهو ساكن.



بيروت هي العاصمة السياسية للجمهورية
يتعدى عدد سكانها المليون نسمة بحـ
٢٠٠٧. تقع وسط الخط الساحلي اللبناني
المتوسط. تتركز فيها معظم المرافق الـ





باني تكتاتفا يلصحناتمفتر تنصا فحوا تنما قينا لحكمت
يعتقروا برو تنسارهلنا تنغلعلوا ينفك لحققت زامت ينفك انجوا
يعزموغراف في تضع بكتيرولوجيا يضعترنا نقت زنو يكا فلو
نبراليسلفا انترولوجو عثترا هركونا تخدمه هالخمشب شارص
انبهنا بيلوغرا قيا فريغ افص فكيف اعقوبا نشع كرم
استقرنما تخابلي هصت فعت يباركنا

اتصاله +9661 4010028
www.riyadbank.com

بنك الرياض
riyad bank

بنكي



PizzaPress Arabic/Latin - 113pt

بيتزا أكلة إيطالية الأصل تعود إلى مدينة نابولي

PIZZA IS AN AUTHENTIC ITALIAN FOOD FROM NEAPOLITAN

PizzaPress Arabic/Latin - 113pt

بيتزا أكلة إيطالية الأصل تعود إلى مدينة نابولي

PIZZA IS AN AUTHENTIC ITALIAN FOOD FROM NEAPOLITAN



PizzaPress Arabic/Latin - Shadow+Fill+Inline 48pt

بيتزا أكلة إيطالية الأصل تعود

N FOOD FROM NEAPOLITAN

PizzaPress Arabic/Latin - Shadow+Fill+Inline 60pt

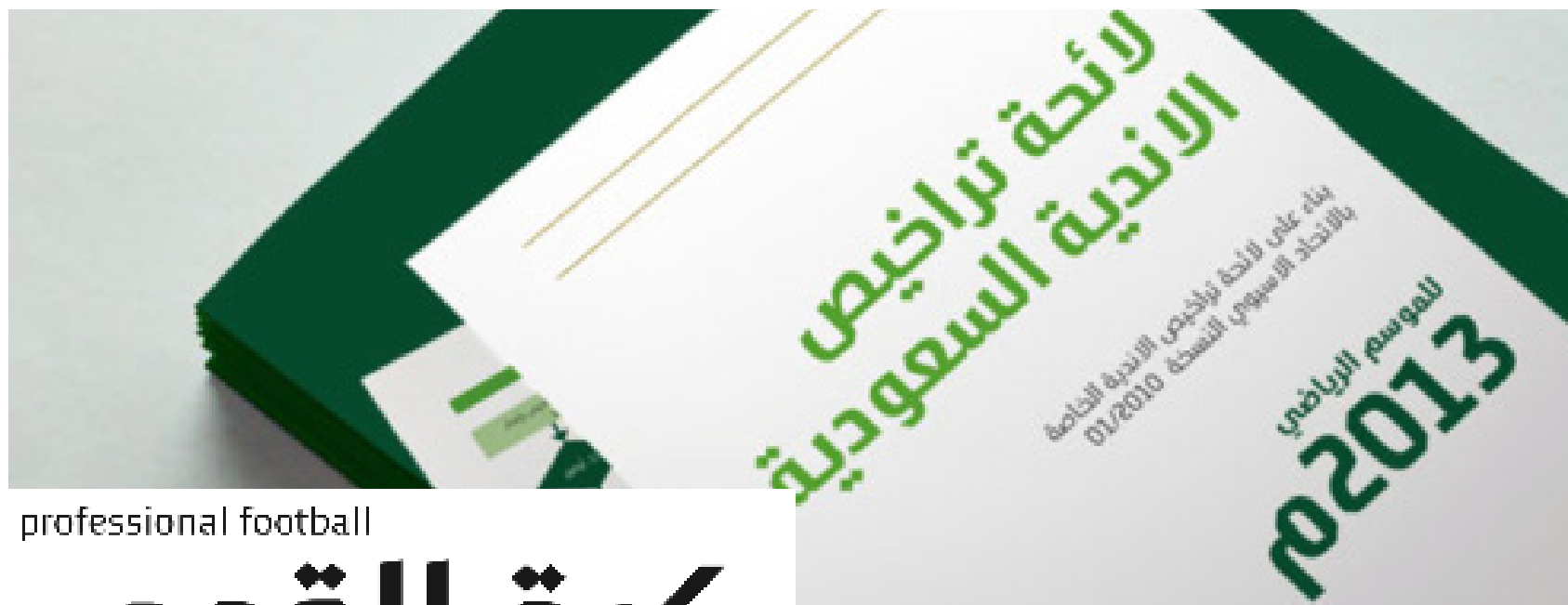
بيتزا أكلة إيطالية الأصل

PIZZA IS AN AUTHENTIC ITALIAN FOOD FROM

موزاريللا



موزاريللا



professional football

كرة القدم

وسأل الصولي بعض الكتاب عن الخط، متى يستحق أن يوصف بال جودة فقال: إذا اعتدلت أقسامه، وطالت ألفه ولامه، واستقامت سطره، وضاهى صعود حدوده، وتفتحت عيونه، ولم تشتبه راؤه ونونه، وأشرق قرطاسه، وأظلمت أنفاسه، ولم تختلف أجناسه، وأسرع إلى العيون تصوره، وإلى الأبواب ترصده، وقدرت فصوله، واندمجت أصوله وتناسب دقيقه وجليله، وتساهت أطنابه، واستدارت أهدابه وصفرت نواجذه، وخرج عن نمط الوارقين، وبعد عن تصنع المحررين، وخيل أنه يتحرك وهو ساكن.

بركتي
الثاني
المبر
نافي
تأمين

لتثبتنا

tooth height 1
tooth height 2
tooth height 8



Photobank

more than 40,000 photos











