



BRANDING

PORTFOLIO



A GLIMPSE OF

OUR BRANDING WORK.

BRAND IDENTITY & LOGO DESIGN

- Brand naming
- Taglines & slogans
- Brand story
- Tone of voice
- Key brand messages
- Brand vocabulary & messaging direction
- Custom logo design & brand marks
- Typography and color systems
- Logo variations (primary, secondary, icon/favicon)
- Trademark-ready final files

BRAND GUIDELINES

- Logo usage rules
- Color palettes & typography hierarchy
- Graphic elements
- Imagery/photography style
- Do's and don'ts
- Patterns & icon sets
- Illustration style
- Photography direction
- Templates for consistent touchpoints
- Complete brand guideline book

BRAND IMAGE & ART DIRECTION

Brand visual world
Moodboards
Campaign art direction
Product photography direction
Lifestyle photography direction
Set & prop direction
Styling direction
Image composition
AI-assisted visual development
Brand consistency across imagery

PACKAGING DESIGN

Packaging concept & creative direction
Primary packaging
Secondary packaging
Labels
Boxes
Bags
Sleeves & wraps
Product families / SKU systems
Gift packaging
Limited-edition packaging
Print-ready artwork

RETAIL & ENVIRONMENTAL BRANDING

Store identity
Signage
Window displays
In-store graphics
Wayfinding
Booths & exhibition branding
Office branding
Vehicle branding
Uniform applications
Branded spaces

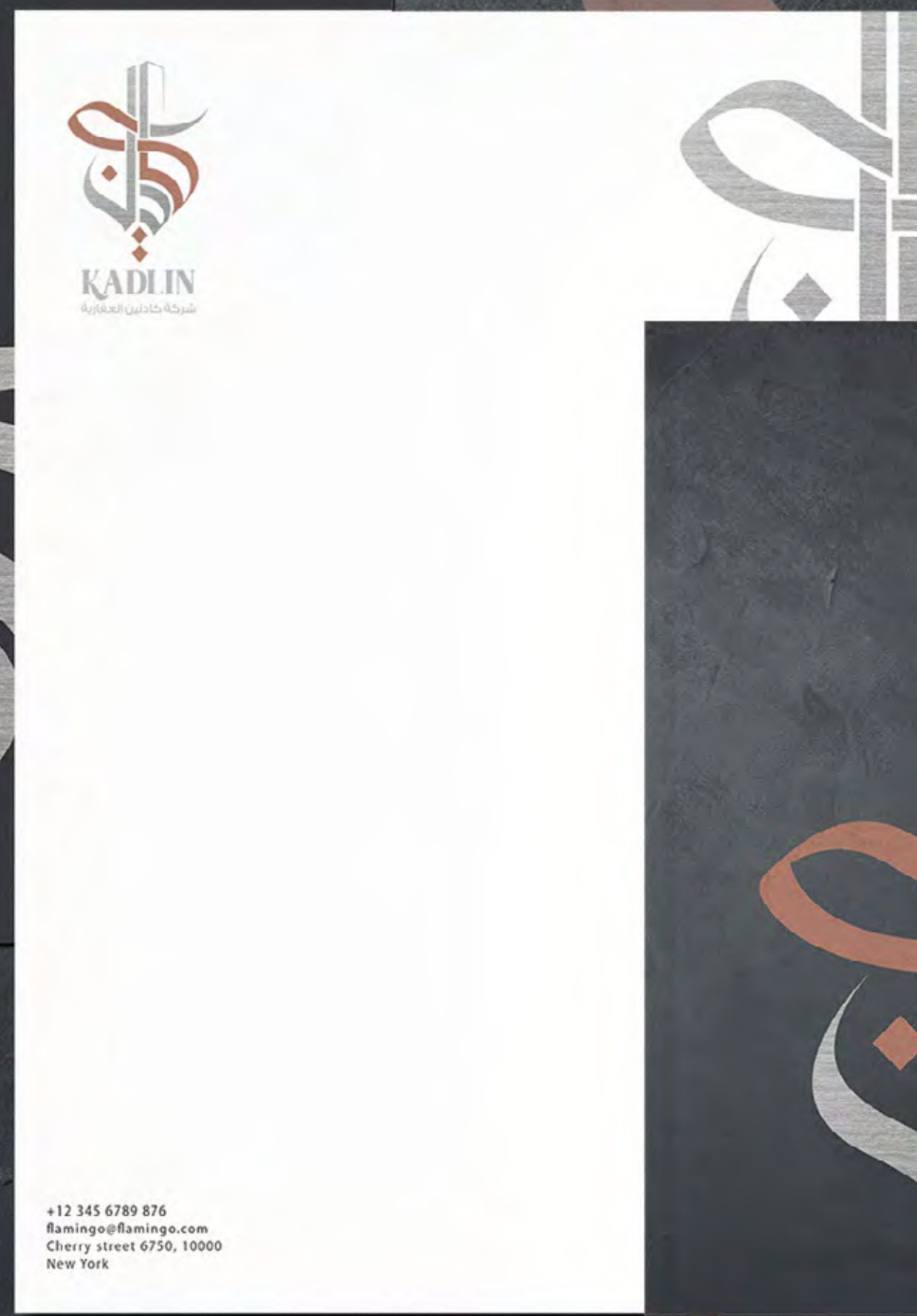
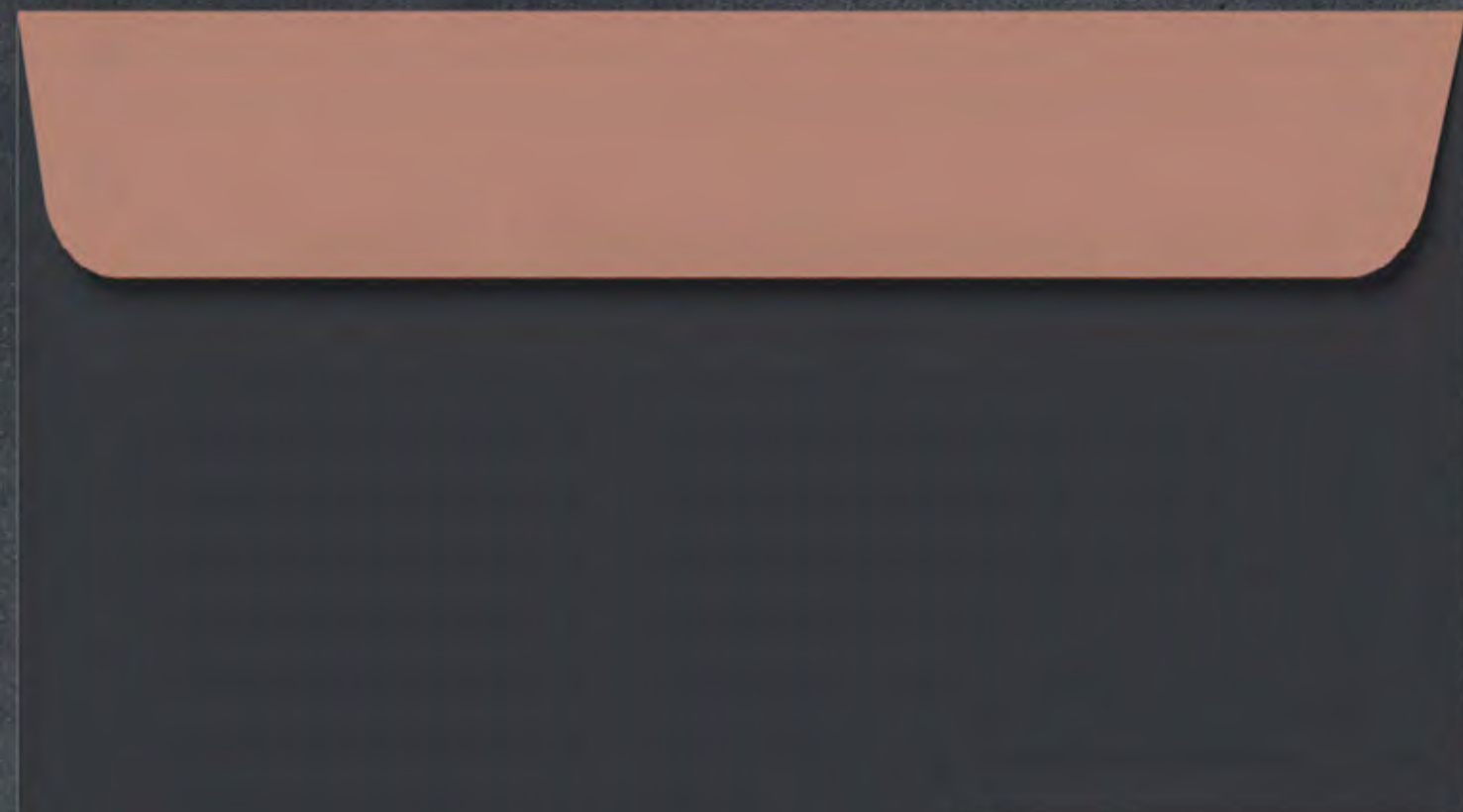
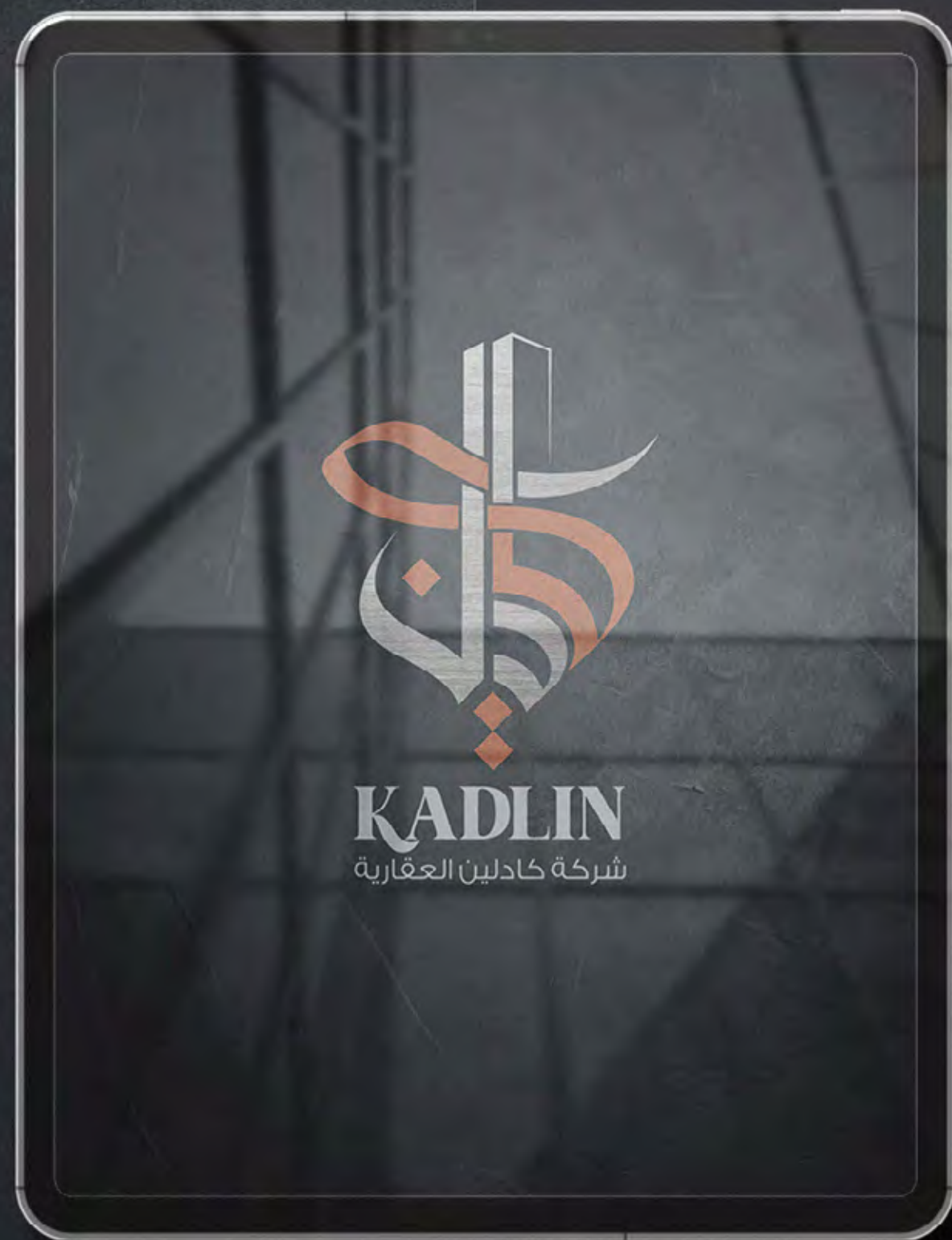
MARKETING & PRINT COLLATERAL

Business cards & letterheads
Brochures & flyers
Company profiles
Branded print/digital materials
Social media templates/Look & Feel

BRAND STRATEGY

Brand positioning
Brand purpose, mission & vision
Brand values
Target audience definition
Competitor & market analysis
Brand personality
Brand architecture
Creative direction









Folds

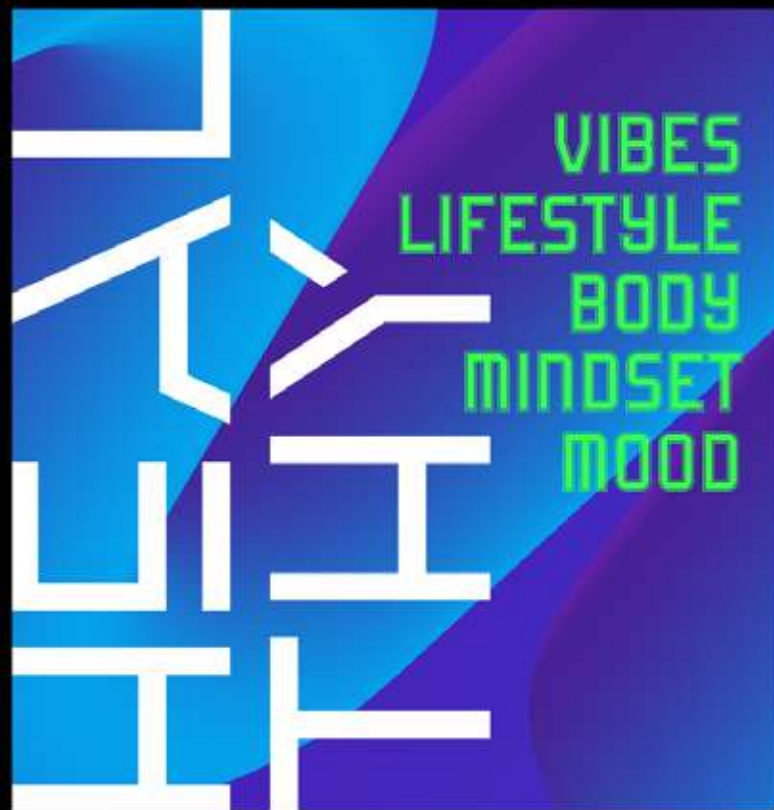


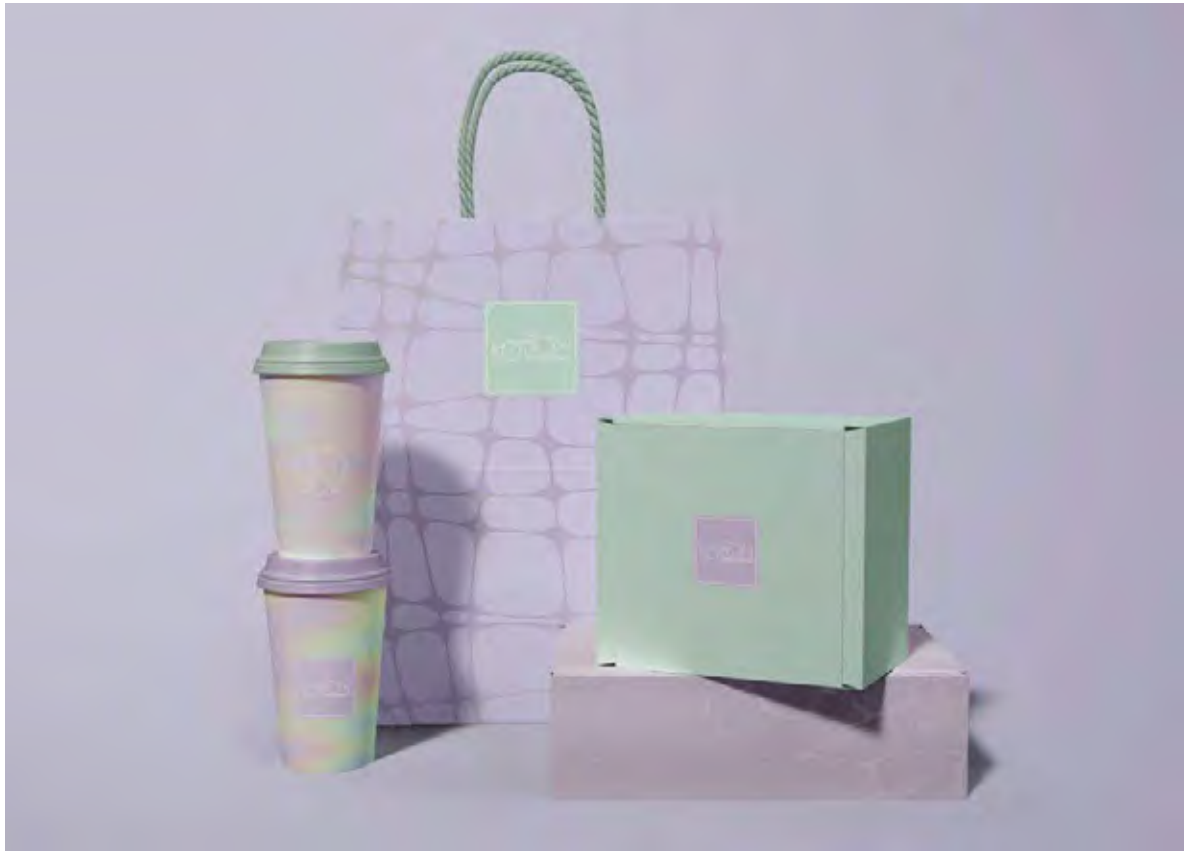
















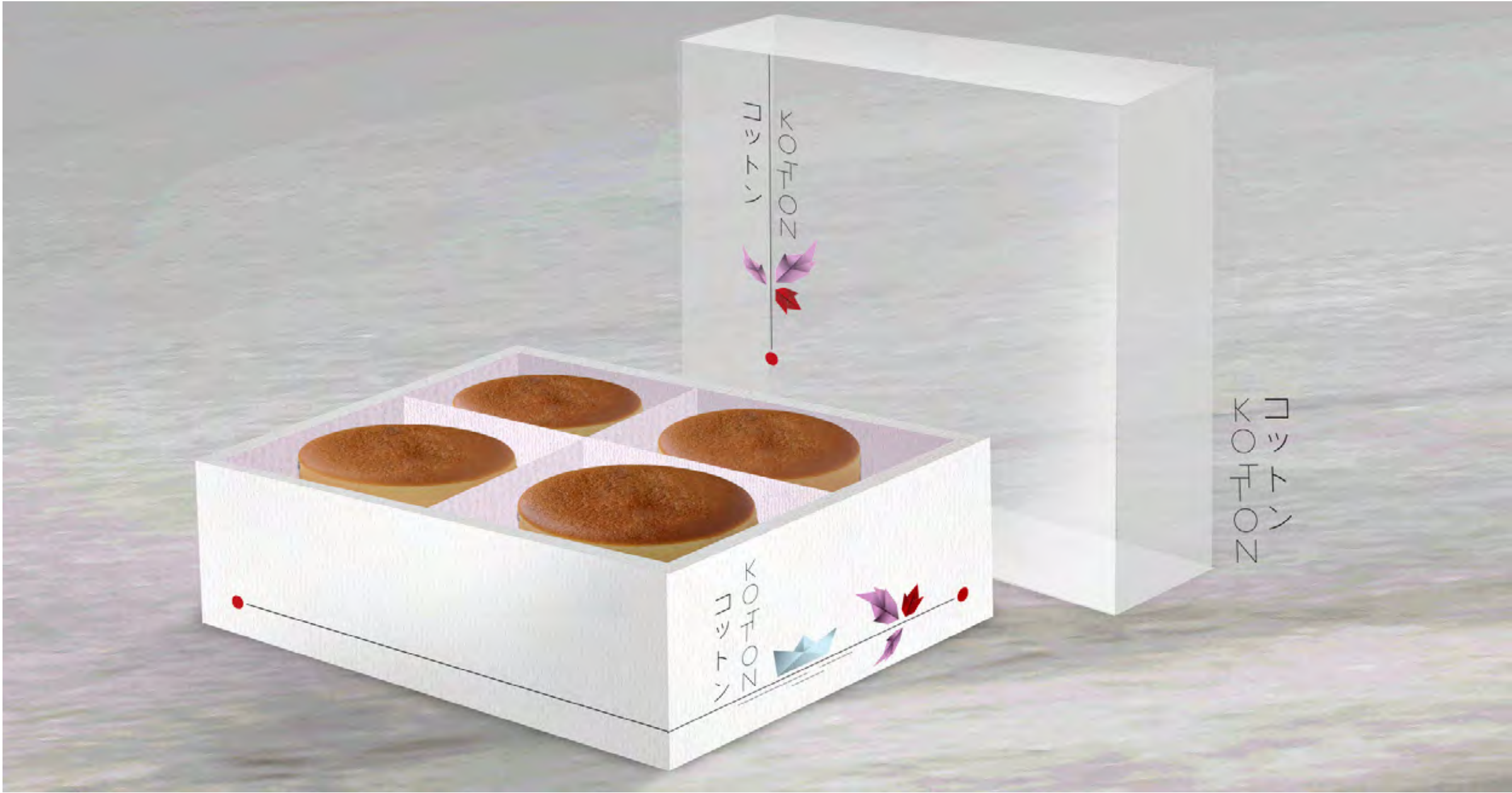
Soft Drinks & Juice Cups



Take Away Container







Stationery



Round Coaster



Sugar



Menu



Matches



Placemat

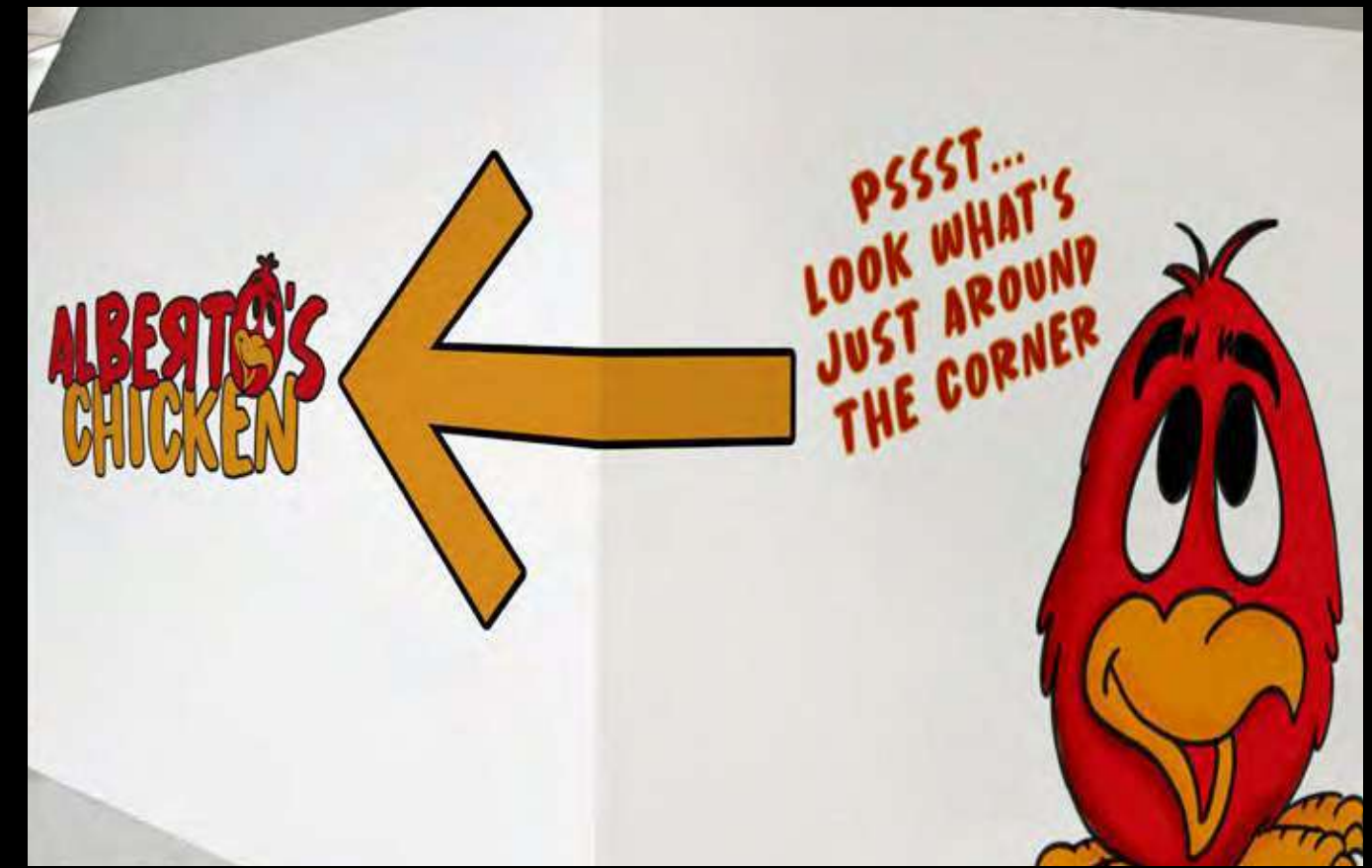


Napkin



Square Coaster





























VISUAL RAMADAN THEME



CUP CAKE BOX











أرف
الخير

www.ardelkheir.com

أرف
الخير

Jonathan Doe
manager

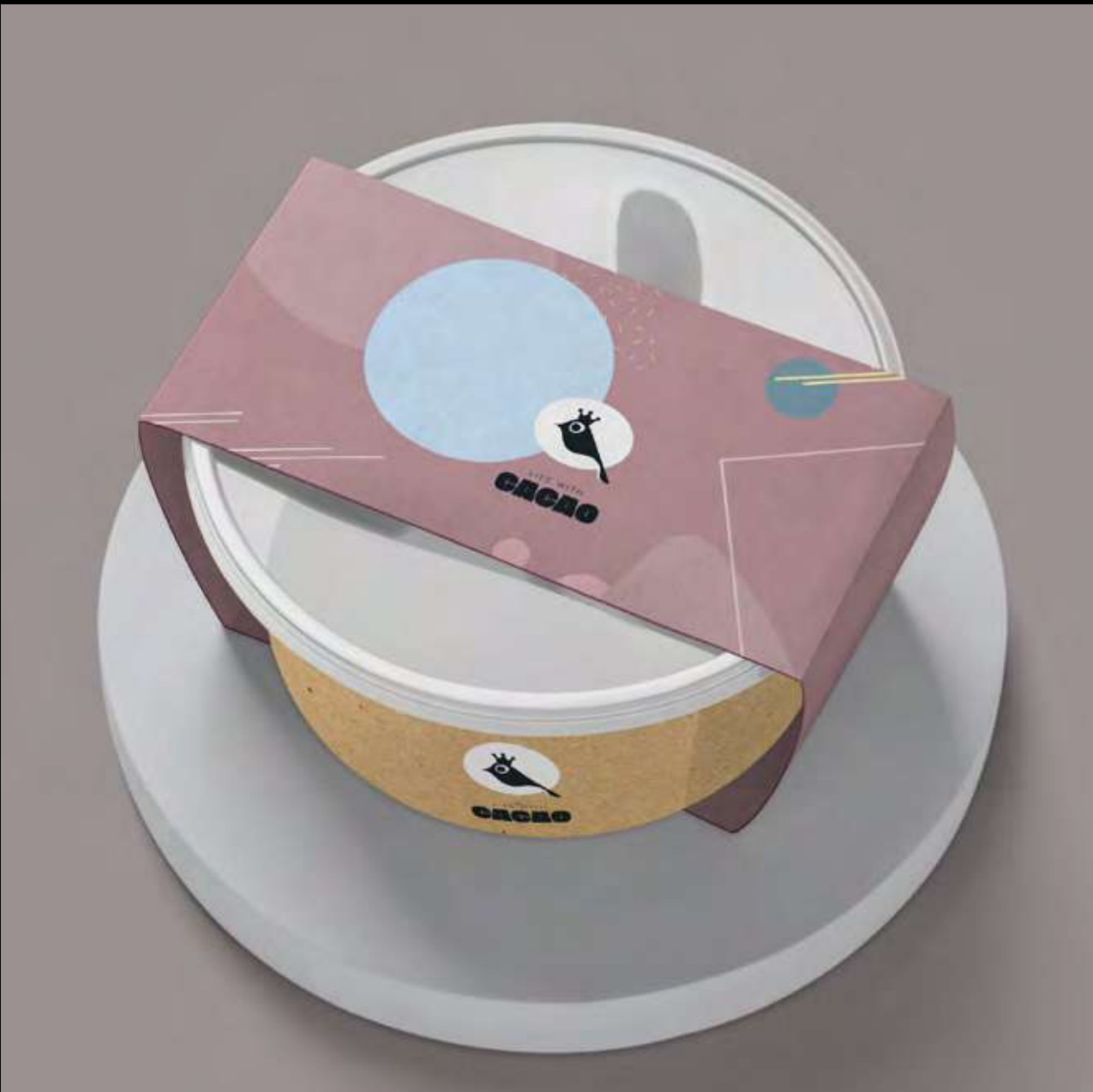
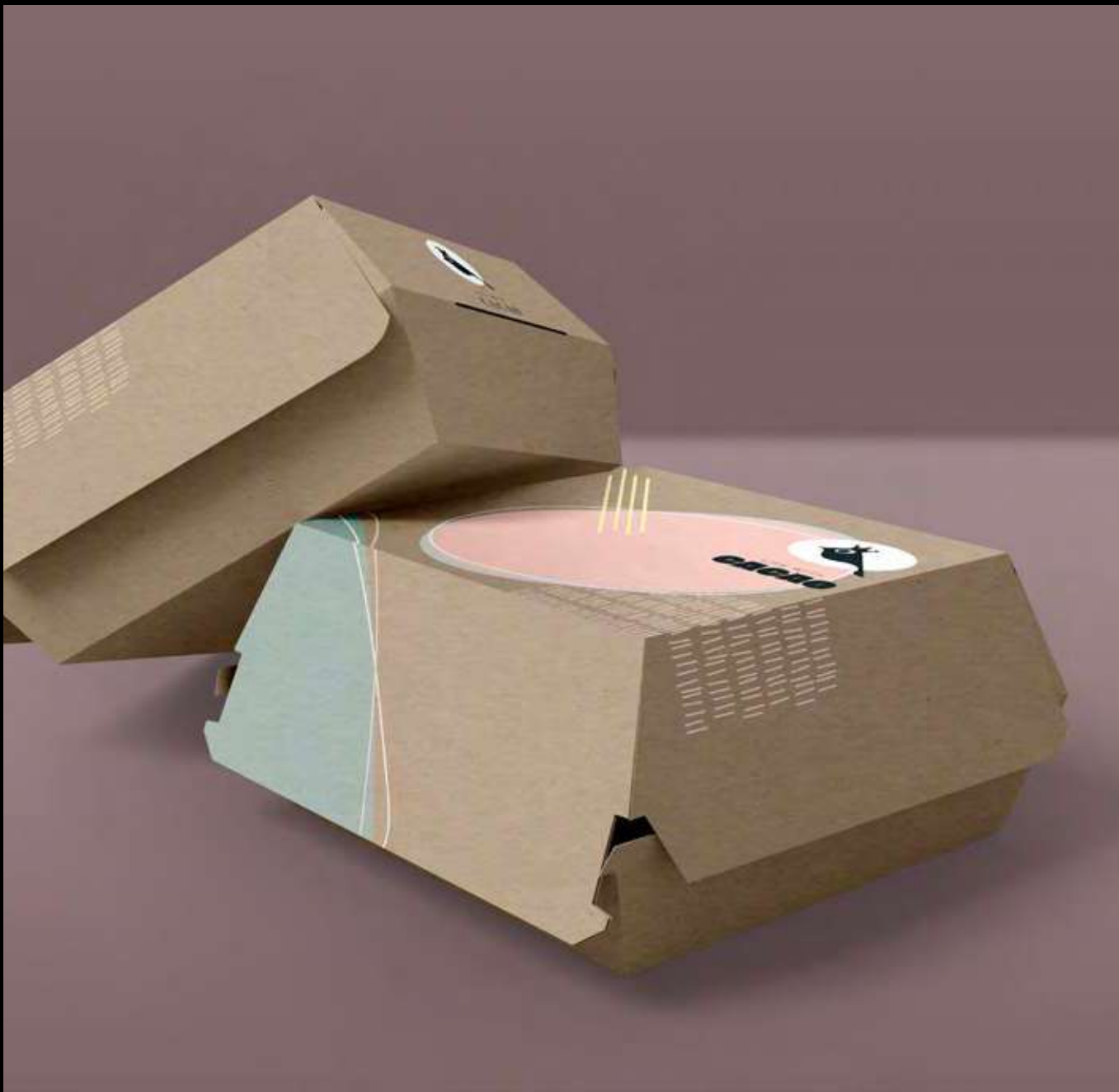
Tel. +000 1234 5678

E-mail. support@urcompany.com

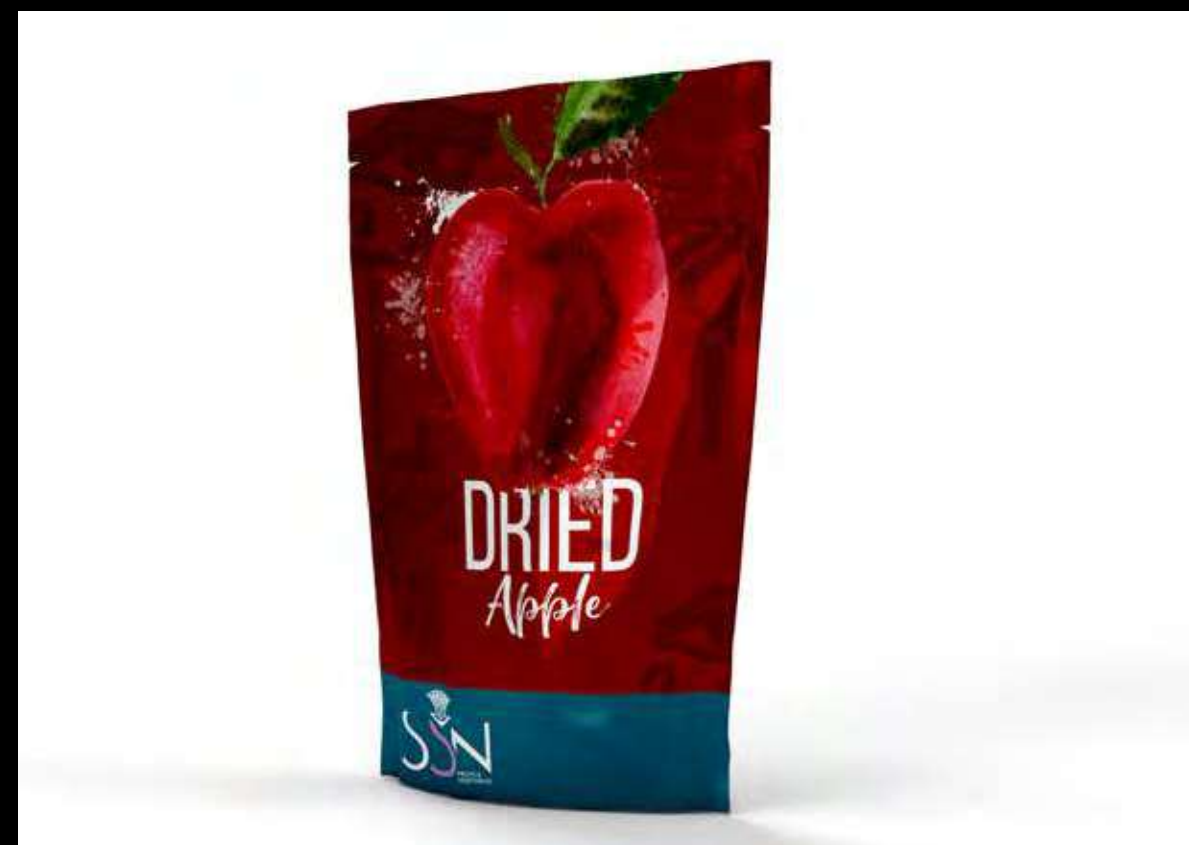
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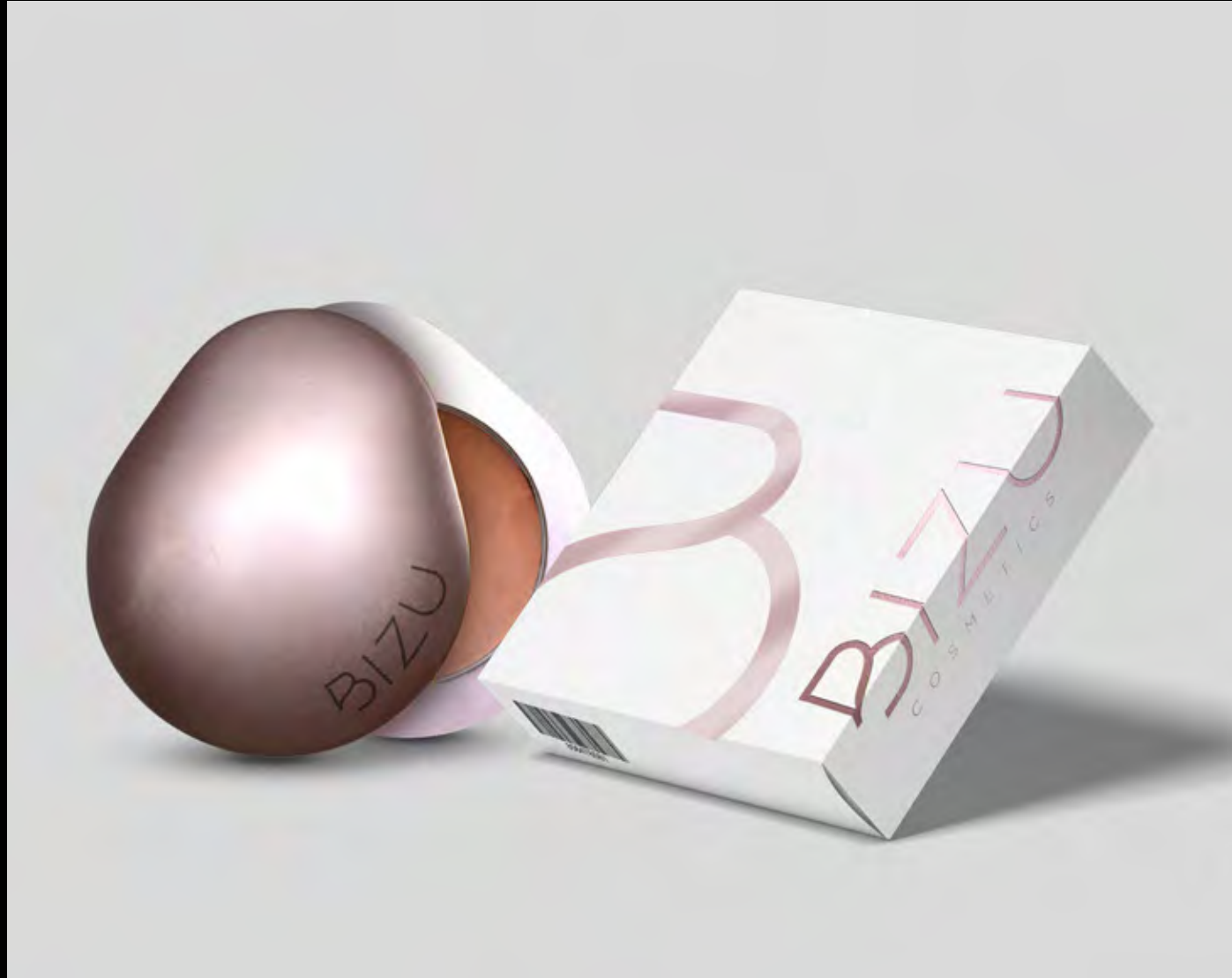




















SINIYA
island
A LUXURIOUS CAMPGROUND

The
MENU

STARTERS

CHEESE FINGERS
Crispy cheese sticks on semi-comme-sour cream dipping sauce and fresh vegetables sides

GRILLED CHEESE
Toasted breaded and covered in white sauce and cheese sauce, served with tomato

SMOKED SALMON
Crispy smoked salmon with a side of potatoes and vegetables

GRILLED SARDINES
Crispy sardines on bread, served with tomato sauce and fresh vegetables

LOBSTER ROLL
Toasted breaded and covered in white sauce and cheese sauce, served with tomato

ROASTED MUSHROOM
Crispy roasted mushrooms with a side of potatoes and vegetables

SIDES (ALL \$4)

FRENCH FRIES
Crispy french fries with a side of ketchup

GREEN SALAD
Fresh green salad with a side of dressing

BAKED BEANS
Crispy baked beans with a side of ketchup

CHEESECAKE
Crispy cheesecake with a side of ketchup

PEPPER POTATOES
Crispy pepper potatoes with a side of ketchup

DESSERTS

CHEESE CAKE
Crispy cheesecake with a side of ketchup

HATILAS
Crispy hatilas with a side of ketchup

HAZELNUT CAKE
Crispy hazelnut cake with a side of ketchup

LEMON MOUSSE
Crispy lemon mousse with a side of ketchup

DRINKS (ALL \$4)

COLD WATER
Cold water with a side of ketchup

COKE
Cold coke with a side of ketchup

SODA
Cold soda with a side of ketchup

BEER
Cold beer with a side of ketchup

WINE HOUSE
Cold wine house with a side of ketchup

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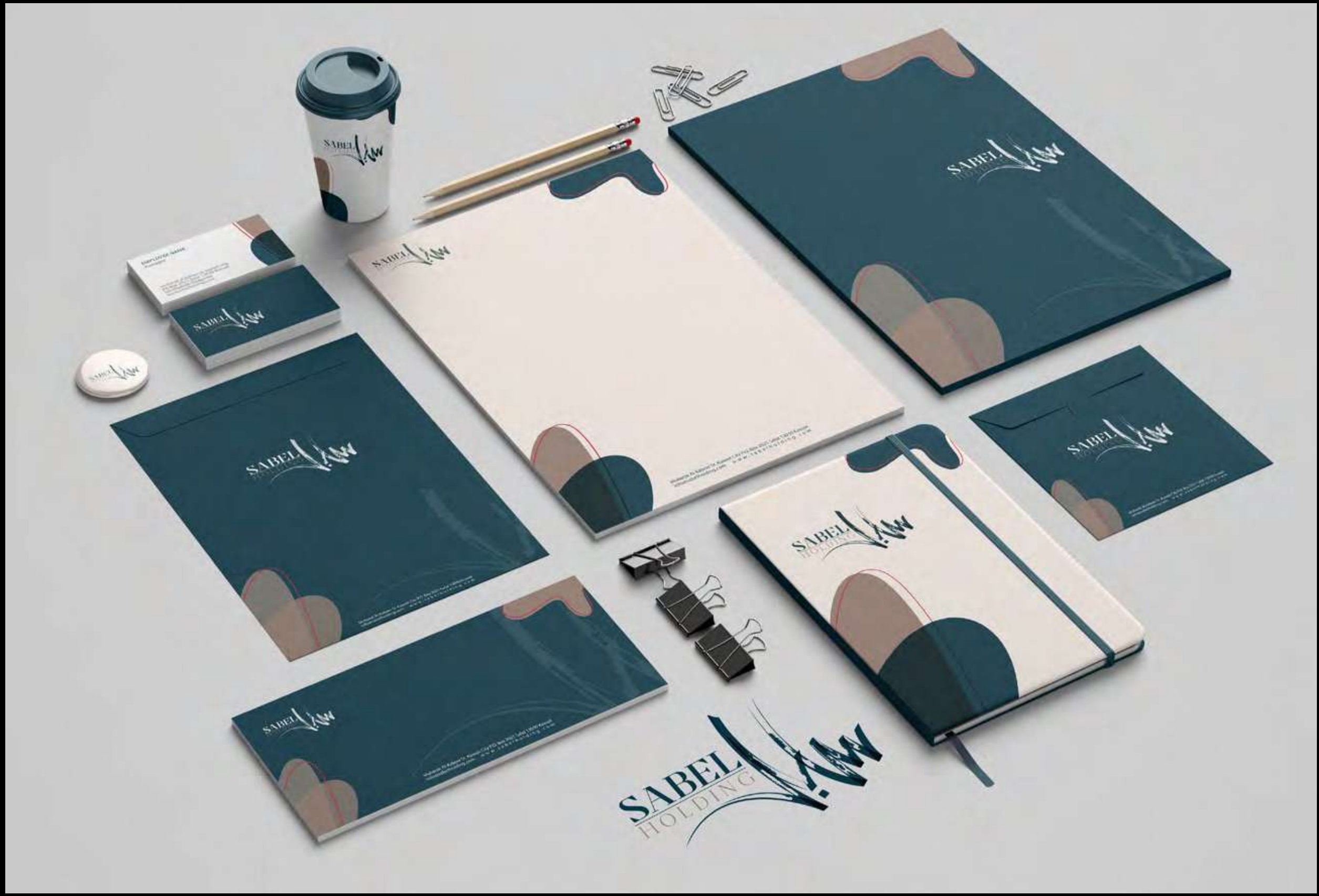
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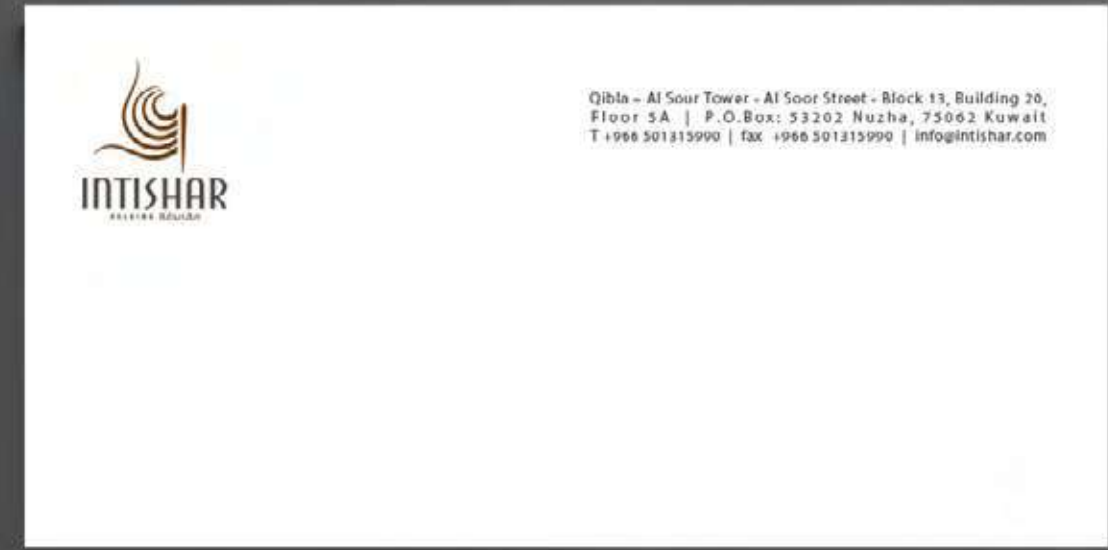
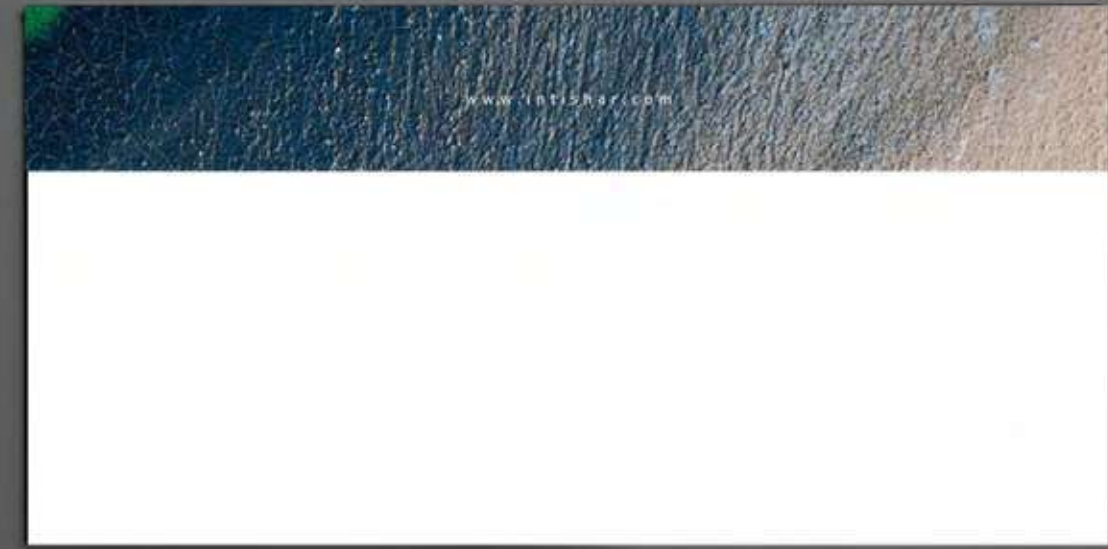
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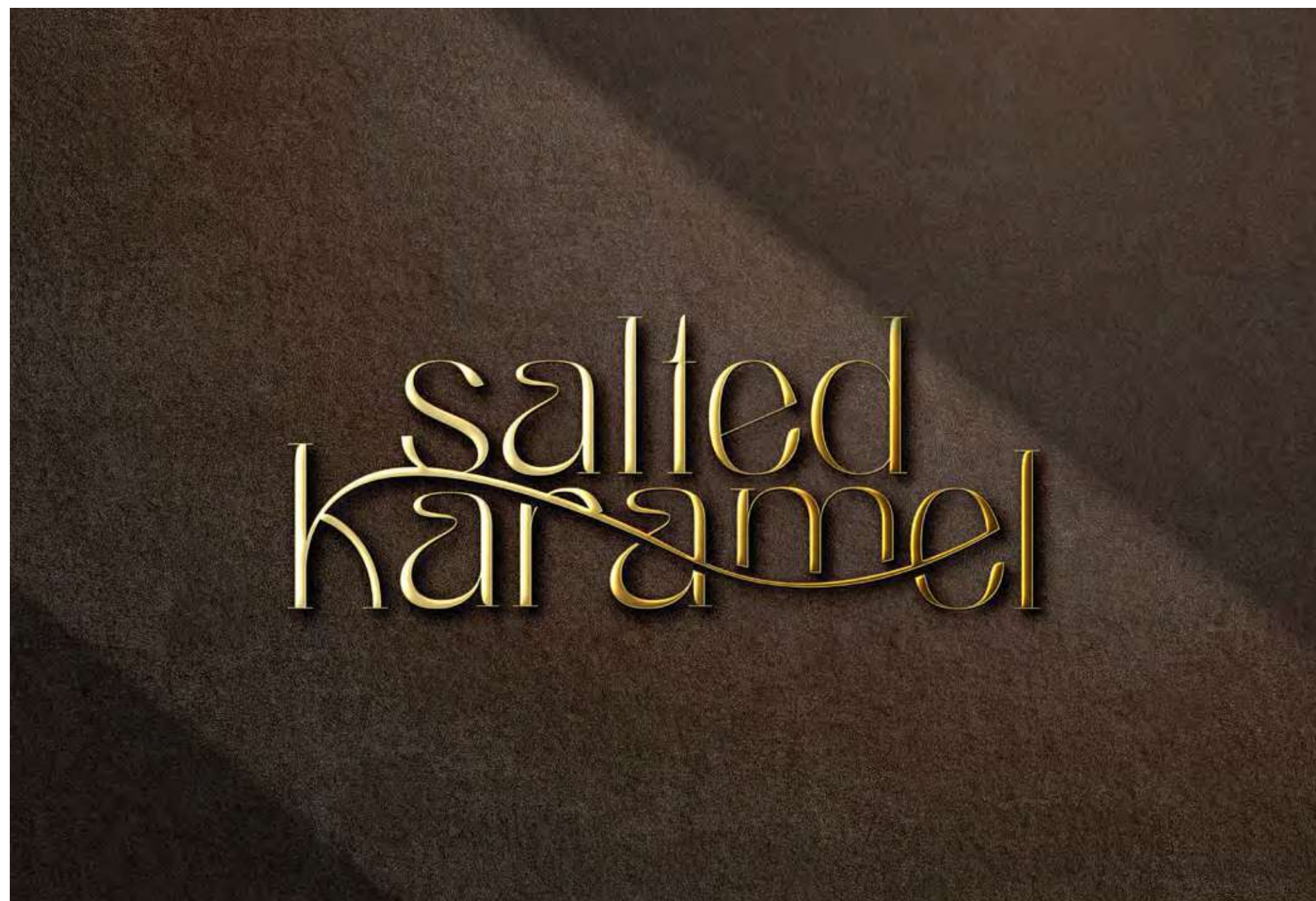








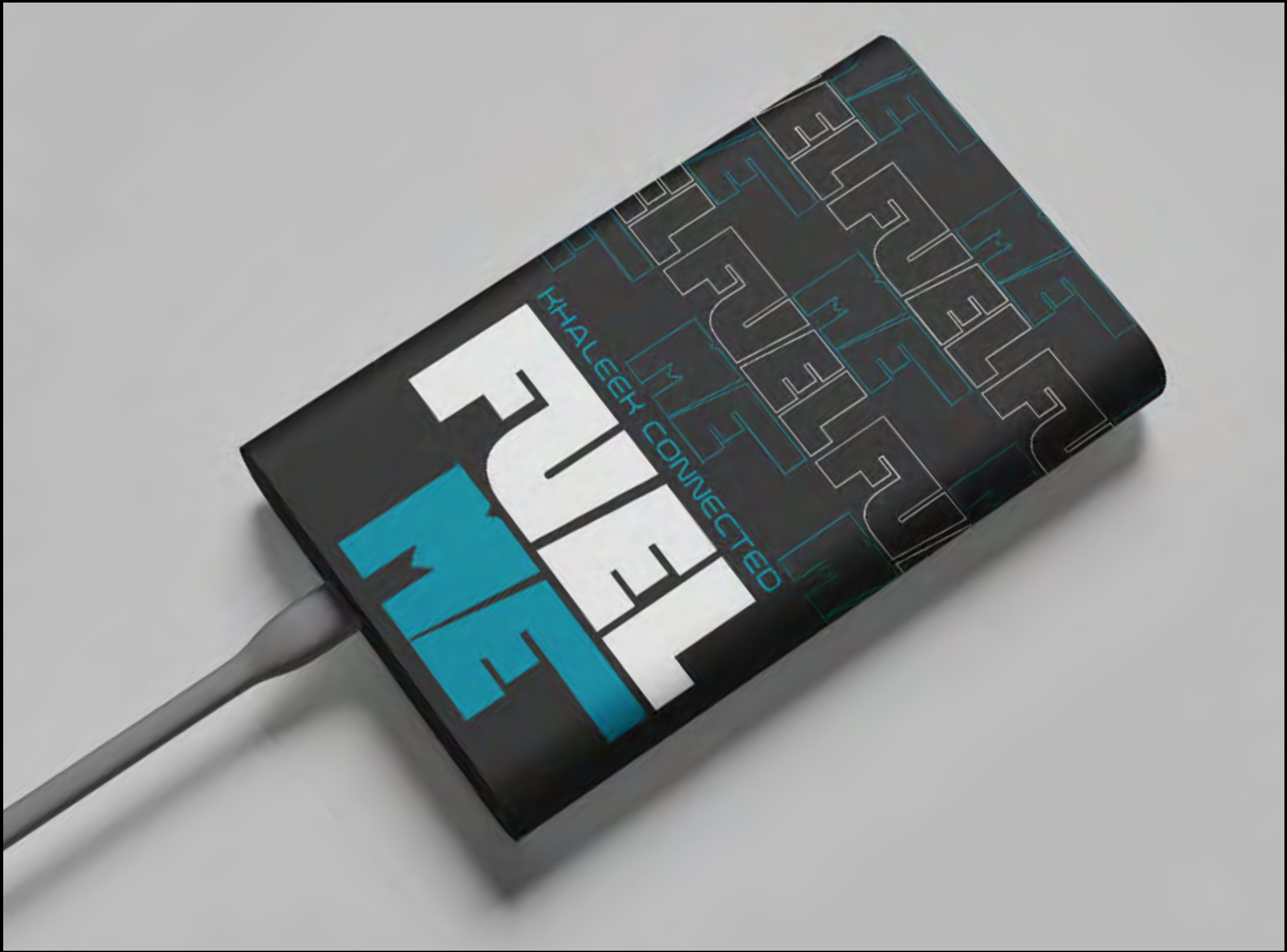












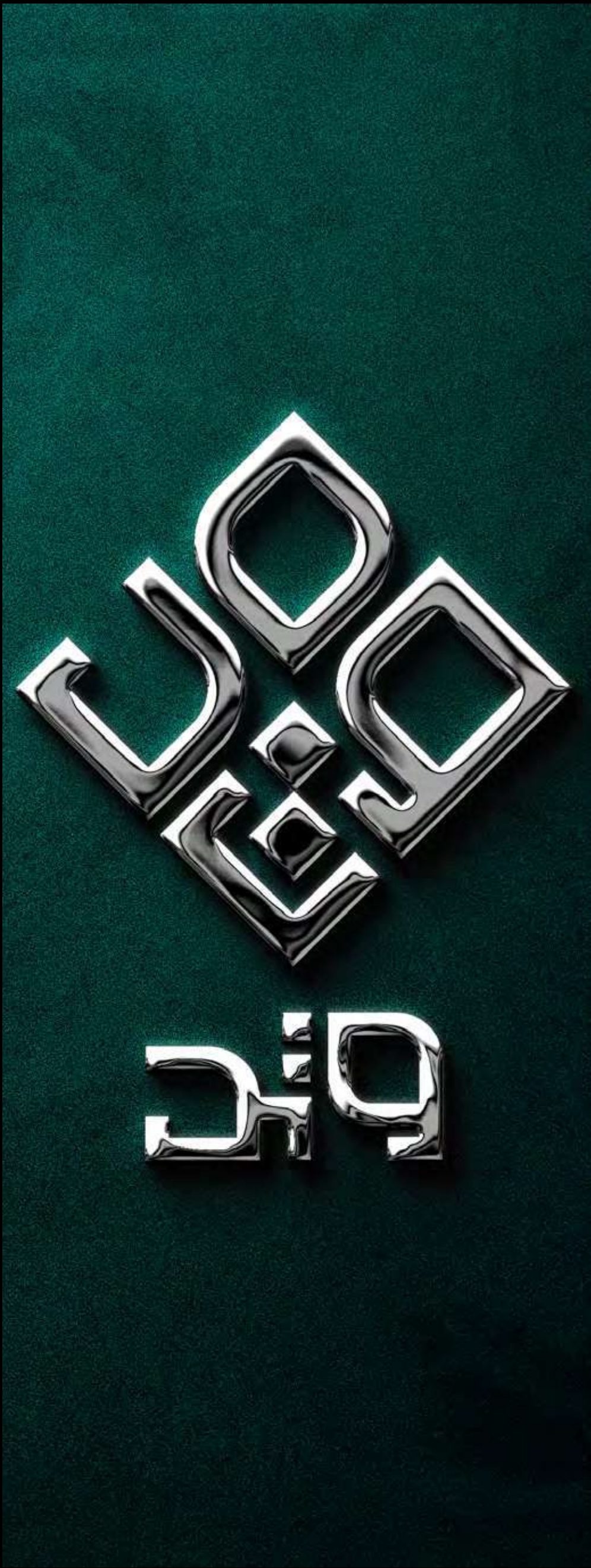
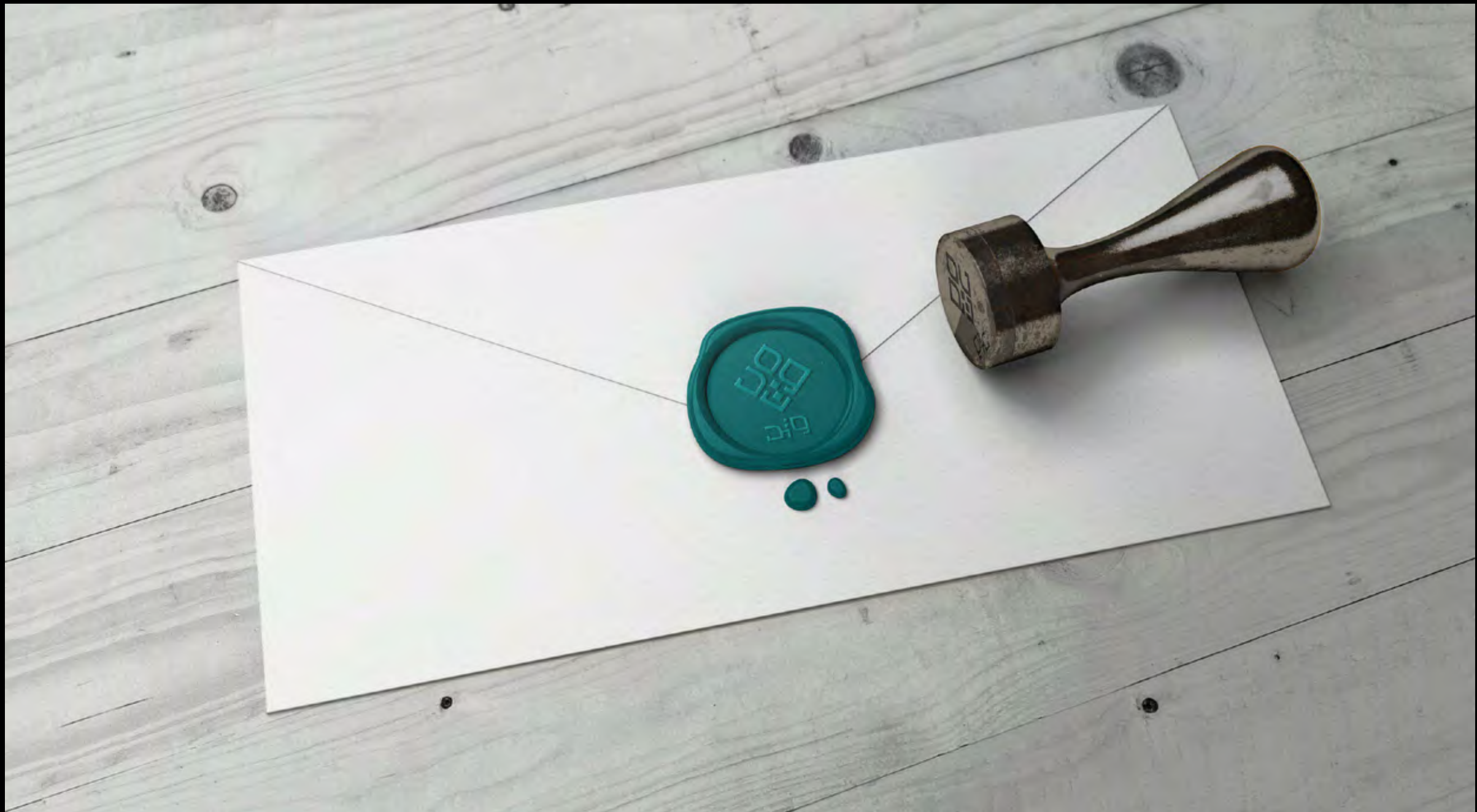




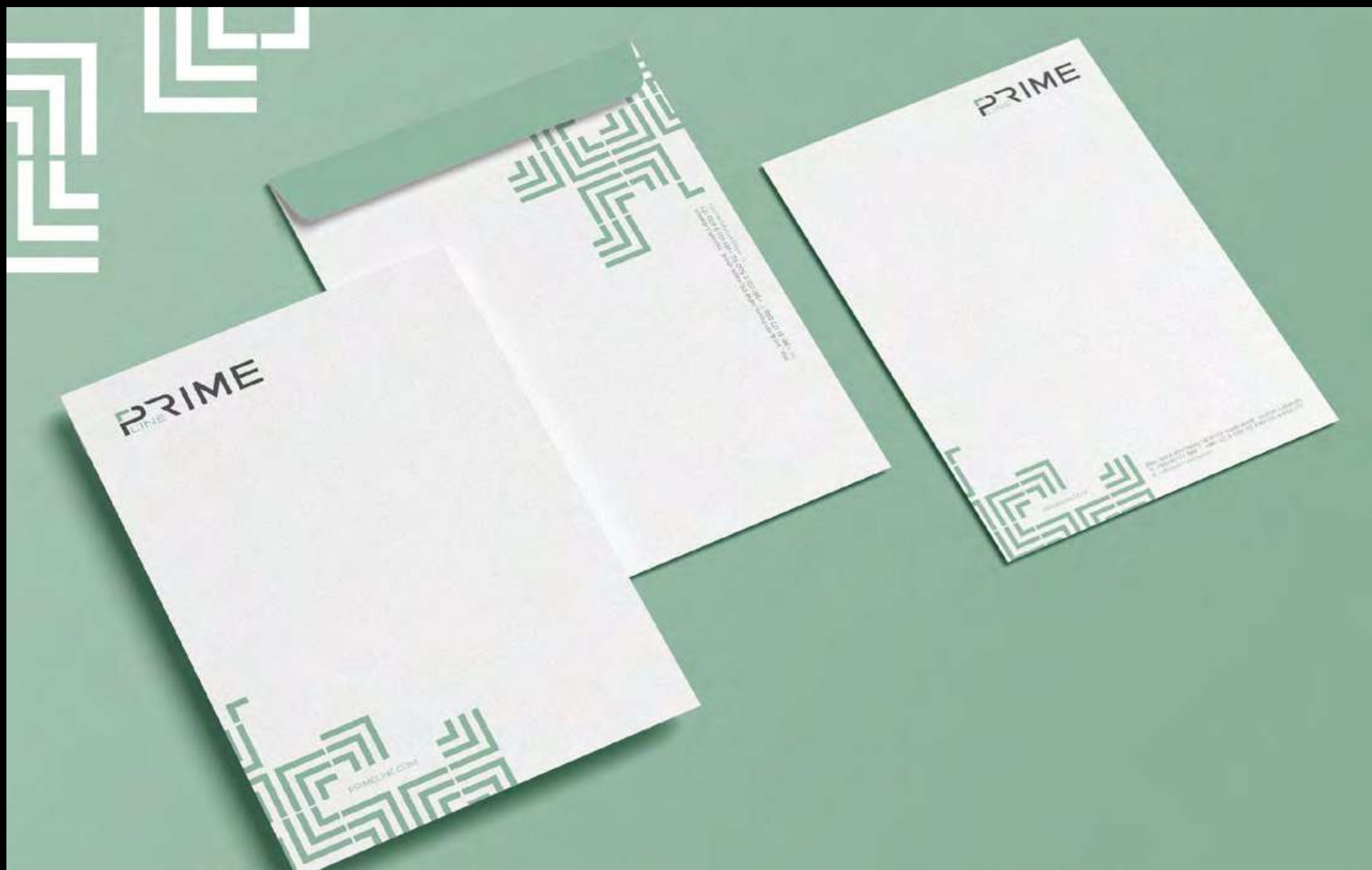




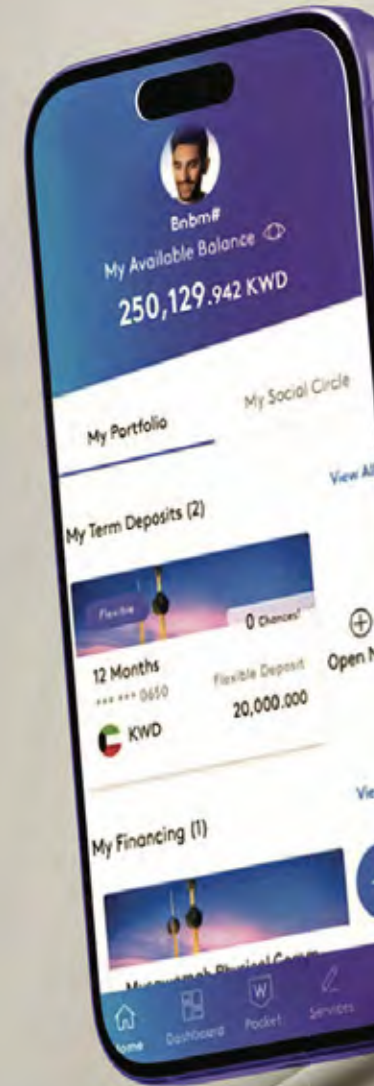








ANNUAL REPORT 2024



SEAMLESS SERVICE, ANYTIME, ANYWHERE



Let's Own Tomorrow

TRADITION, PRESERVED. PROGRESS, ONGOING





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HOLDING


CHERY



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MORE
THAN YOU EXPECT











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SPECTRA SUPPORT SERVICES

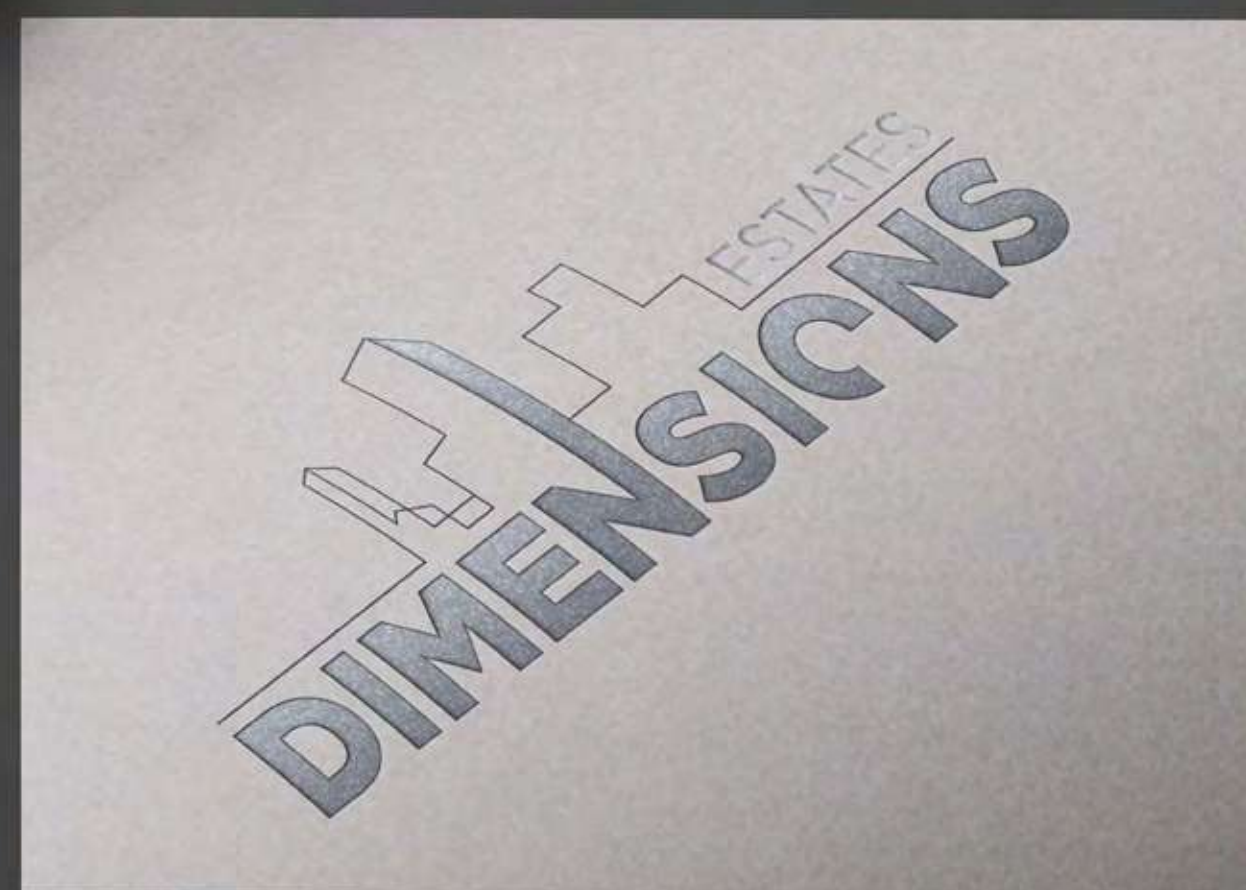
LOGO UPLIFTING



borgo
ducale

مؤسسة
مؤسسة





MAS
MIRAGE AIRCRAFT SERVICES

el·Catica



THE BLACK
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TECHNOLOGIES

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INTERNATIONAL POLITICAL & ECONOMICAL AFFAIR CENTER

أطباق
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ALBERTO'S
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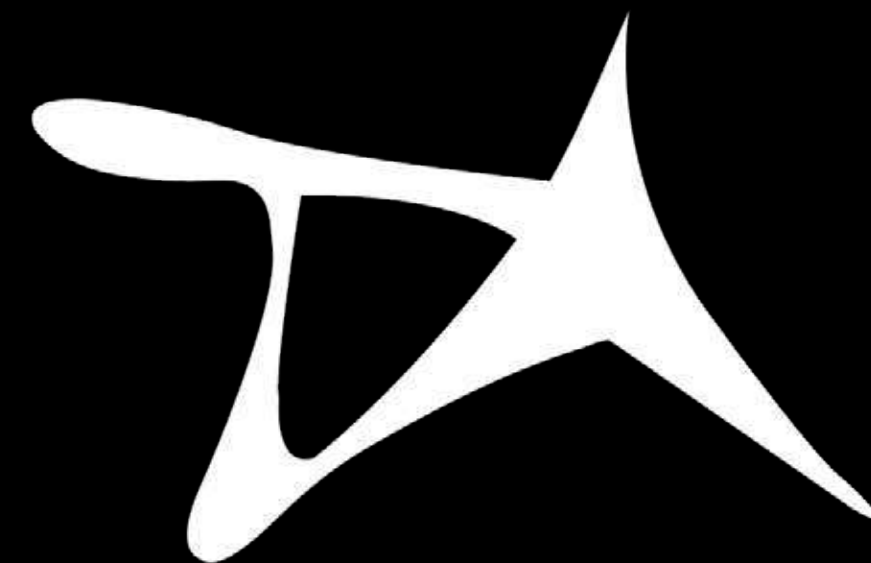
آفاق
المملكة

القصيد

Rose of
Sahara
الورد

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WE DO ORDINARY THINGS
IN EXTRAORDINARY WAYS



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