

trademarkTM
ideas that work

2 0 2 3

Riyadh, Dubai, Amman



We are an independent
creative agency offering
integrated brand marketing
and digital communication
solutions **since 2012**

إذا أردتم نسخة باللغة العربية من
هذا البروفايل، يمكنكم التواصل معنا

We help our clients strongly connect with their
audience with captivating ideas, awe-inspiring
concepts and memorable experiences.



let's talk
numbers

620

achieved campaigns

92

successful brands

22

years of experience

9

countries

global reach

Over the years, we worked on exciting projects and memorable brands across different sectors and countries.

- Kingdom of Saudi Arabia
- United Arab Emirates
- Qatar
- Bahrain
- Jordan
- Egypt
- Turkey
- United Kingdom
- Hong Kong

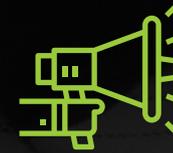


expertise



Brand Management

We help you build and grow your brand with smart strategies that inform the design and marketing.



Advertising & PR

We help you promote your brand and reach your audience with advertising and PR solutions that match your needs.



Digital Marketing

From web design, online campaigns to social media content; we help you maintain a strong online presence that drive your sales up.



Production & 3D Render

We offer integrative video/audio production services including filming, storyboards, video editing, animation and 3D rendering.

how we do it?



discovery

What's the nature of the project? What are the brand's objectives and goals?



research

Conducting a market research, competitive analysis, and writing a content strategy.



brainstorm

Sparking the creative juices and developing ideas.



testing

Getting feedback with surveys and other tools.



launch

Advertising and production goes ahead, meanwhile we measure the impact.



analyzing

Report back with an analysis of the impact and performance.

brands we loved working with



meydan

ازدهار
ezdihar

BONYAN
DEVELOPMENT AND TRADE



وزارة التنمية الاقتصادية
Saudi Sayed Book Award

المراكز العربية
Arabian Centres

ORACLE

Microsoft

CITYHUB
Riyadh

Qatar
24th Men's Handball
World Championship

REZA
Fide & Client

SAMSUNG

DXBIKE
دبي بايك

Careem



BOULEVARD
— The Walk of the Town —

COMS
UE
JEDDAH

USAID
FROM THE AMERICAN PEOPLE

Hamleys

CONSOLIDATED
CONSULTANTS
GROUP

Fine

INJAZ
Al-Arab
Minister of
SA Worldwide

موضوع

CISCO

jeeny

الدور الثاني للملكي الراشدي

العبدوي
abdul



our awesome tribe





our creative force

We are a passionate team and strategic partners committed and driven to create inspiring ideas. Each one of us brings his unique talents and skills to help your brand grow.



Faris Atiyat
General Manager
& Founder

Faris brings his creative vision in design and branding with 20 years' experience in the field



Ammar Qasem
Lead PHP Developer

Ammar brings his talent and expertise in designing and developing websites with 8 years of experience



Bilal Abdallat
Motion Graphic
Designer

Bilal brings his talent and expertise in CG compositing and motion graphic design with 11 years of experience in the field



Bakr Dirani
Digital Performance
Marketing Director

With 22 years in digital marketing, Bakr has a keen mind for creative conceptualizing, branding and advertising



Ahmad Zeyad
Art Director

With 7 years in advertising, Ahmad leads creative campaigns in design and branding



Ahmad Obiedat
Sr. Account Executive

Ahmad brings his expertise in content and digital communication with 9 years of experience in the field



Helen Al Uzaizi
Strategist

Helen brings her wisdom in marketing, advertising, business development, and entrepreneurship with 17 years of experience



Reem Halasa
English Copywriter
& Editor

Reem brings her creative thinking and skills in content writing with 17 years of experience in advertising



Anas Beltaji
Sr. Graphic Designer

With 5 years of experience in advertising, Anas brings his creative imagination to design and branding projects



Mohammad Jamal
Accountant

Mohammad has expertise in accounting, reporting and taxation with 20 years' experience in the field



Sawsan Assaf
Arabic Copywriter

With 9 years of experience in the field, Sawsan brings her creative thinking and skills in content writing



Basil Najjar
Digital Marketing Manager

Basil has expertise in planning digital marketing campaigns, including web, SEO/SEM, email, social media and display advertising

3D Team



Remi Johnsen
Creative Director

Remi found his real passion in the 3D industry 10 years ago and has been in that field since. He believes creativity has no limits and loves and cherishes all forms of art, especially digital art.



Jozsef Merasz
Strategist

Jozef follows its recent happenings and constantly brainstorms new ideas for improving our 3D trends. he plans, executes, and delivers those ideas like the like-minded leader he is.



Huy Phan
Production Manager

Huy is a true design enthusiast with a vision and endless passion for this domain. Having started his career seven years ago, he lives for the art of visualization. His work is best described as innovative and endlessly professional.



Tamás Koszo
Developer

Tamás has seen and done a lot during his international career, and now utilizing those experiences in supporting our best-in-class architectural operations.



Bensu Kilci
3D Artist and Architect

Having worked on the field of visualization merged with her background as an architect, Bensu has become a key member of the team.

PR Team



Khlood Al Edwan
PR Manager



Lmaya'a Alsaleem
PR Coordinator



Saed Alzahrani
PR Media Relations



Asmaa Almutairi
PR Content Writer

brand management

Creating a brand is only the first step... it's exciting but not enough. You need to manage your brand's reputation, your customers' perception, and create awareness and build loyalty. That's where we help you manage and develop your brand as your business grows and changes.

Strategy

- Brand Research & Strategy
- Brand Architecture
- Competitive Research
- Brand Positioning
- Communication Plan
- Launch Strategy

Creation

- Brand Identity & Naming
- Brand Story
- Brand Guidelines
- Signage & Wayfinding
- Event Branding
- Rebranding

Design

- Packaging
- Publication Design
- Trade Shows
- Environmental Graphics
- Window Displays Design

advertising

How do you want your brand to be seen? We are driven to create great impactful advertising. The right advertising will help you deliver the right message, and build customer loyalty.

- Concept & Branding Campaigns
- Creative Content Development
- Ads & Video Making
- TV, Cinema, Video Content Advertising
- Out Of Home (OOH) / Outdoor Advertising
- Press & Print Advertising
- Radio Advertising
- Media Strategy and Bookings
- E-mail and SMS Marketing
- Activations & Promotions
- Partnerships





digital marketing

If you're starting out or want to improve your online presence, trademark is your partner to fuss-free digital solutions. Let us help you create a solid reputation and increase your sales and customer base.

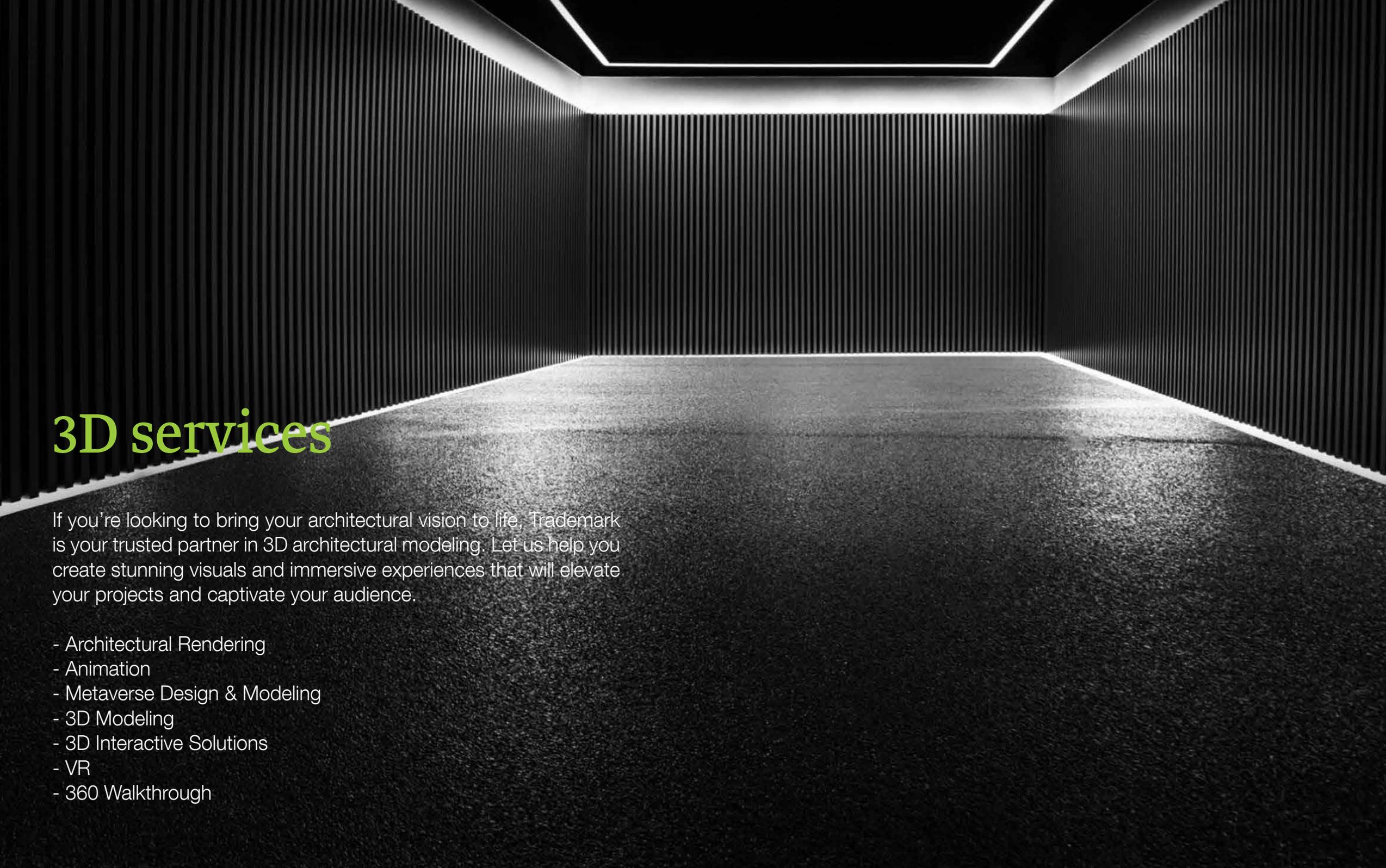
- Conversion Rate Optimization & Search Engine Optimization (SEO)
- Social Media Marketing
- Measure, Attribution Tagging & Setup
- Online Marketing Consulting
- Video & Display Advertising
- Content Marketing
- E-mail Marketing
- Online Advertising
- Search Engine Marketing & Google Display Network
- Influencers' Marketing



production

We don't just design and create great ideas, we bring them to life through print, digital, or audio/visual production, 3D installations.

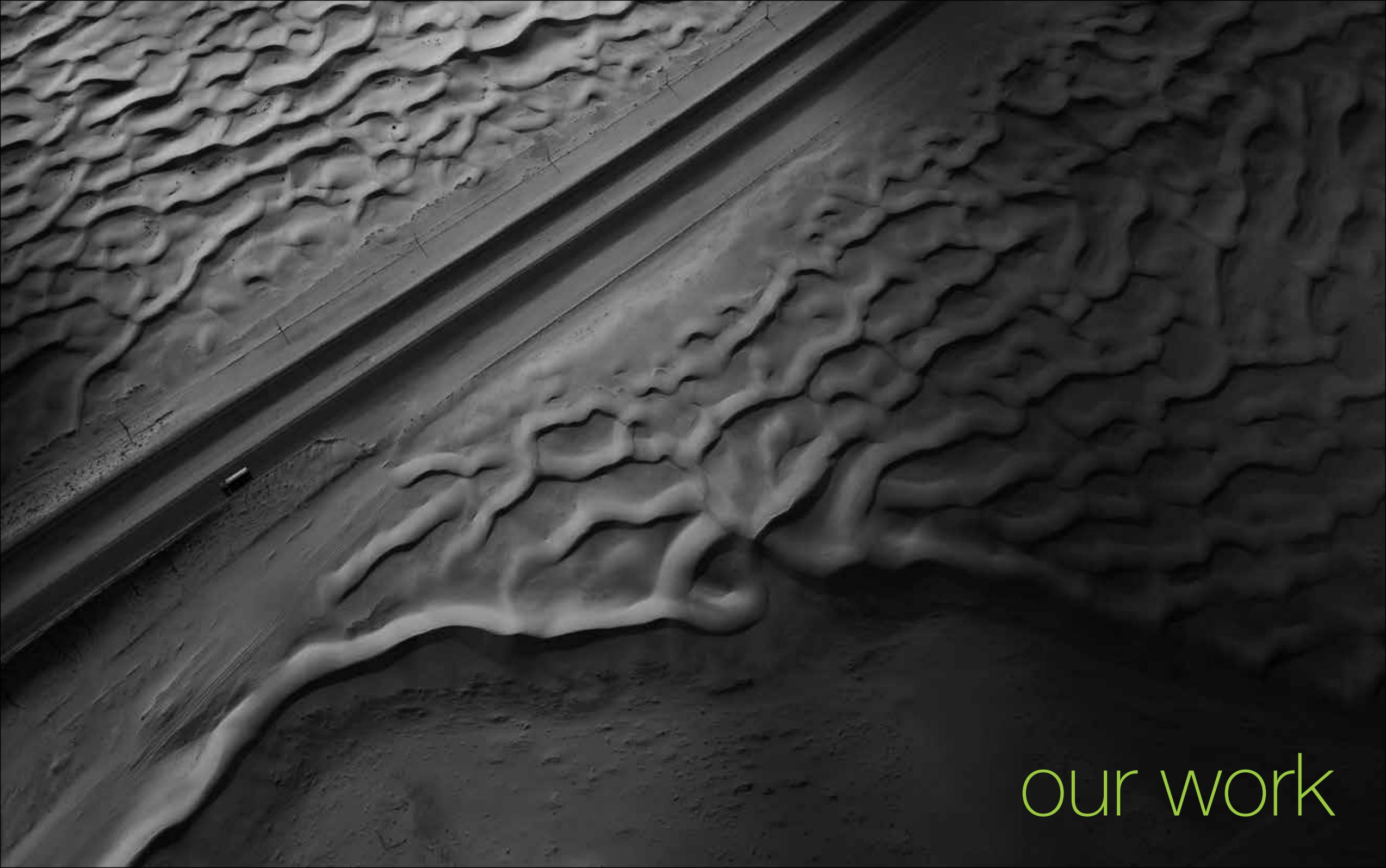
- Production Management in Print, Digital, Radio & Video Content
- Corporate Videos
- Motion Graphics
- Voice Recording
- Printing and Production
- POS Production
- Kiosks & Exhibition Stands
- Signages
- Collaterals Printing
- Large Format Printing
- Promotional Items



3D services

If you're looking to bring your architectural vision to life, Trademark is your trusted partner in 3D architectural modeling. Let us help you create stunning visuals and immersive experiences that will elevate your projects and captivate your audience.

- Architectural Rendering
- Animation
- Metaverse Design & Modeling
- 3D Modeling
- 3D Interactive Solutions
- VR
- 360 Walkthrough



our work



digital

Content that generated more followers



Ezdihar
KSA

Brief

The client wanted to communicate their brand and its values to the public.

Solution

Trademark created a branding campaign based on the vision and values of the brand. The campaign reflected an innovative and fresh expression of building for a high quality of living.

Deliverables

- Social Media Campaign



Pasta Guys

Dubai

Brief

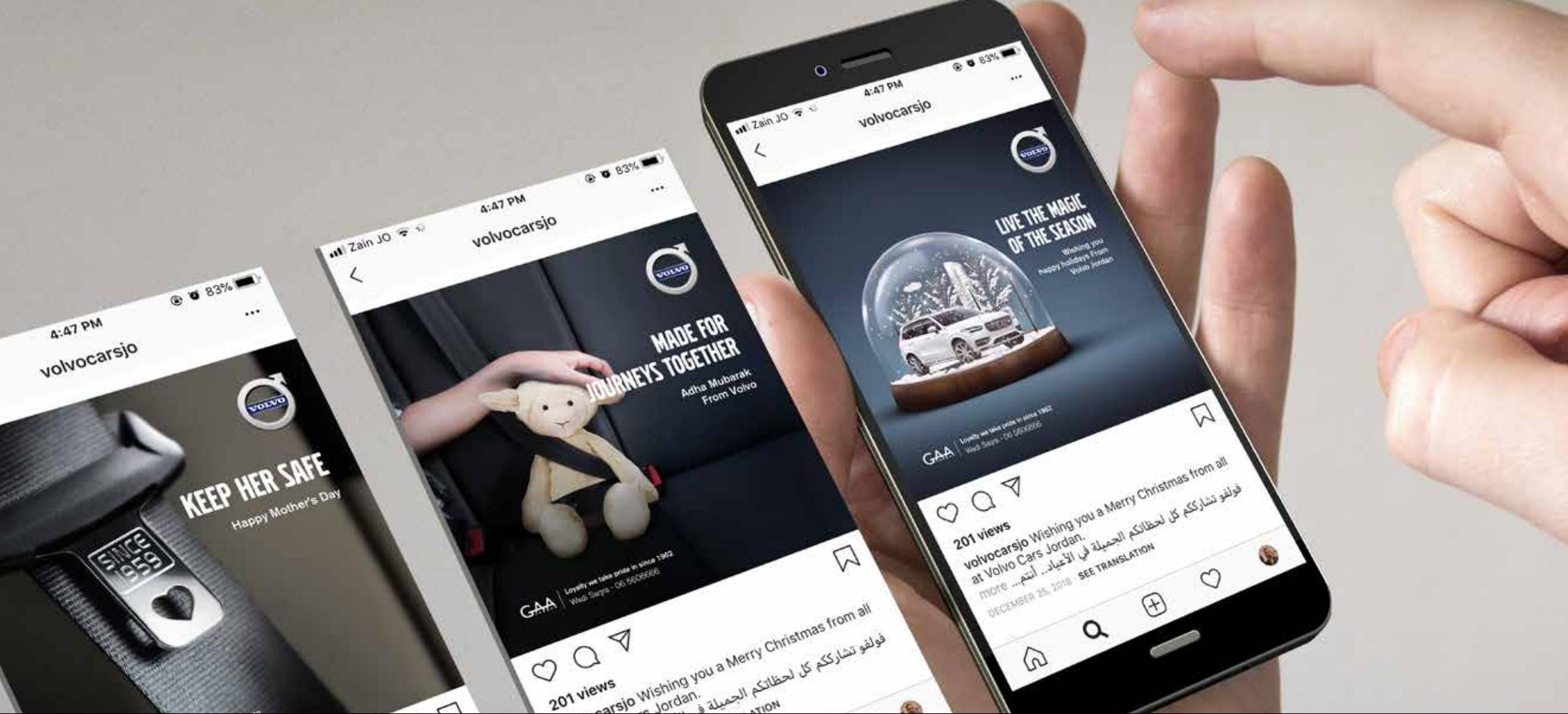
The client requested Trademark to handle their social media advertising.

Solution

To start with, the brand needed a unified brand communication plan and social media guidelines. From there, Trademark created a series of social media advertising posts.

Deliverables

- Social Media Strategy
- Content Creation
- Design
- Digital Advertising
- Photoshooting



Volvo

Brief

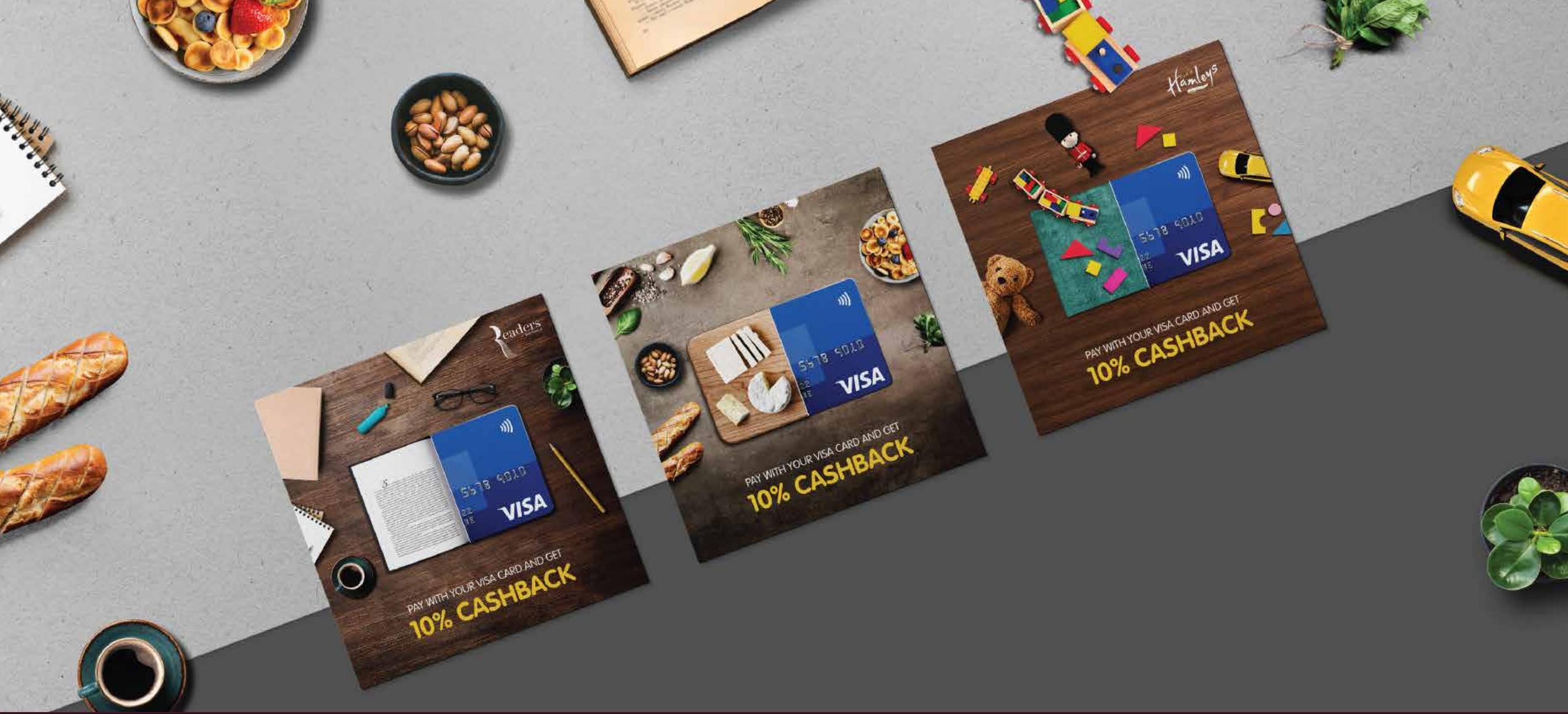
The client requested Trademark to handle their social media advertising.

Solution

Trademark created interactive social media advertising, including teaming up with local influencers to introduce Volvo models.

Deliverables

- Social Media Strategy
- Content Creation
- Design
- Digital Advertising



Cozmo
Jordan

Brief

The client requested Trademark to handle their social media advertising.

Solution

Trademark created a series of social media advertising and videos, including seasonal greetings.

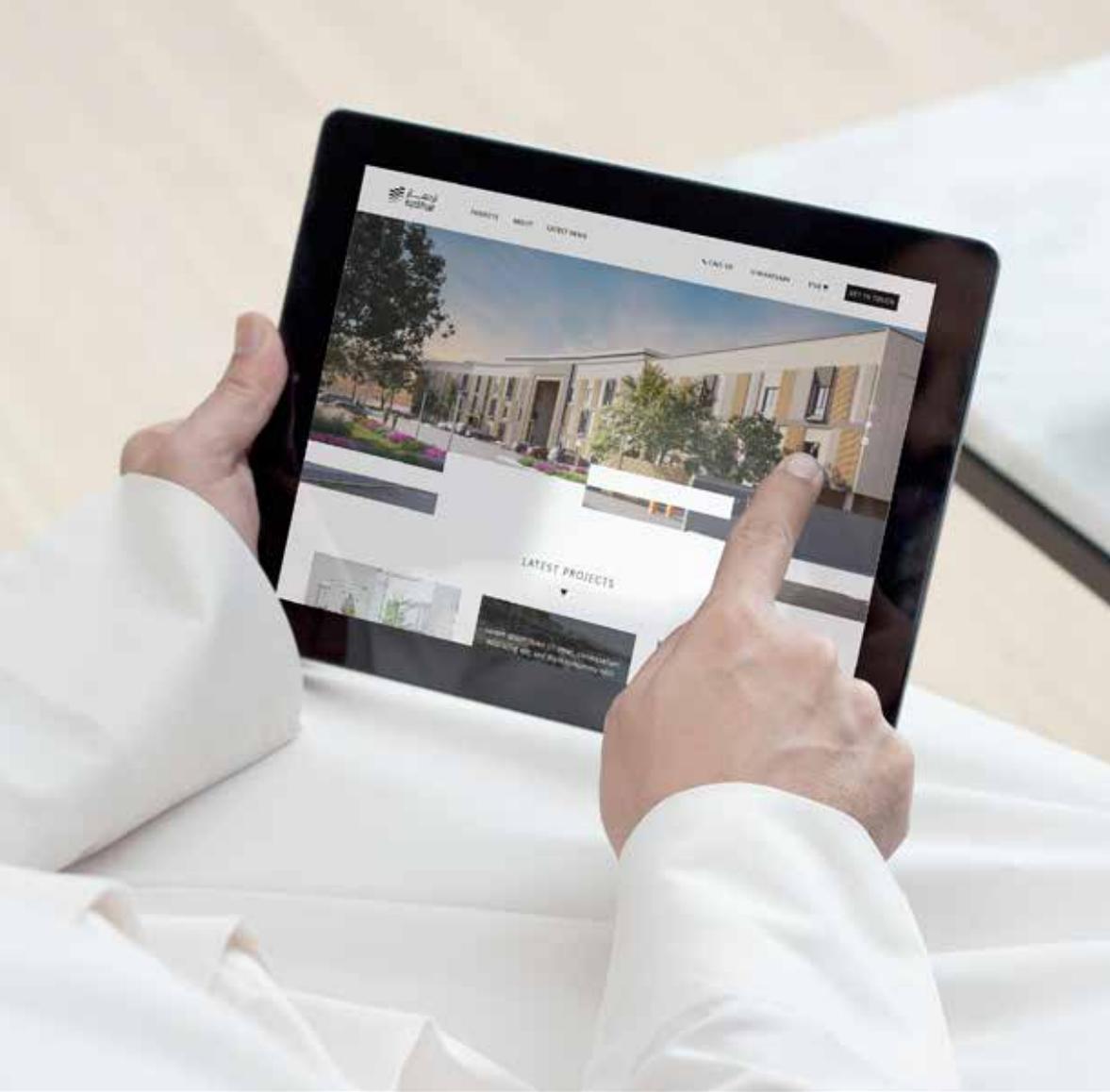
Deliverables

- Social Media Strategy
- Content Creation
- Design
- Digital Advertising
- Photoshooting



branding

Bringing brands to life



Ezdihar KSA

Brief

The client requested a modern corporate branding solution that will carry the brand and its strategy effectively and efficiently.

Solution

Trademark's plan was to reflect the brand's mission and vision, by creating a high-end feel to the brand identity and elements. Everything from the website to the brand guidelines.

Deliverables

- Brand Strategy and Positioning
- Brand Identity
- Website



Jeeny
KSA

Brief

The client requested a uplift thier brand that will carry the brand and its strategy effectively and efficiently.

Brand Story

Whether you're heading to work, meeting friends, or exploring new places, we've got your back. With our friendly and professional drivers, state-of-the-art technology, and a focus on safety, we aim to empower you to move freely and comfortably in the city you love.

Deliverables

- Brand Strategy and Positioning
- Brand Identity
- Website and App



Cove
KSA

Brief

The client wanted to launch its brand Jeddah Cove, and establish it as an entertainment hub and a quality destination for locals and visitors.

Solution

Trademark created a modern, luxurious branding solutions including the logo design and the brand elements, which are inspired by the lifestyle, and terrain of the Cove. We kept the branding colors distinct to reflect the various offering of the brand.

Deliverables

- Brand Strategy and Positioning
- Brand Identity



EzdiPark KSA

Brief

The client requested a branding solution for its newest destination, EzdiPark; a business hub in Riyadh with all the essential amenities and services business owners' look for and in a serene green setting.

Solution

Trademark built a brand identity with logo design and brand element using neutral colors and simple elegant lines, which allows people to get a feel for the serene, inspiring and professional setting of EzdiPark.

Deliverables

- Brand Strategy and Positioning
- Brand Identity



Monsha'at
KSA

Brief
To create a full event branding for an e-commerce conference.

Solution
Trademark created a complete branding with a futuristic and high-tech theme to reflect the subject matter of the event, this included all printed materials, signage and main visuals.

Deliverables
- Event Logo
- Event Branding



Reza
KSA

Brief

Trademark was requested to create a complete identity for a sports and leisure brand within Reza Group in Saudi Arabia.

Solution

Based on the nature of the brand, we created a simple corporate design with an active spirit, using modern fresh colors and fonts.

Deliverables

- Brand Strategy and Positioning
- Brand Manual



City Hub Mall Riyadh

Brief

Trademark was requested to create a modern, innovative brand concept for a regional retail center. The objective is a smart, consistent concept throughout its locations in the GCC region.

Solution

Our plan was to position the brand as a new hub that attracts the local community, and an exceptional new experience to be enjoyed for the first time in the GCC. From there, we created a brand name 'City Hub' and modern inventive branding elements.

Deliverables

- Brand Strategy and Positioning
- Naming
- Brand Identity
- Brand Story
- Launch Strategy



Mistica Café

Dubai

Brief

The client was looking to merge oriental charm with modern-day style for a totally fresh brand experience for a new café in Dubai.

Solution

Inspired by traditional Arabesque art, the concept utilizes crisp calligraphy design fused with warm colors to create a cozy, inviting ambience regardless of the time of day or the season.

Deliverables

- Brand Positioning
- Naming
- Brand Identity
- Enviromental Graphics



DXBike
Dubai

Brief
DXBike is the cycling track of the well-known Meydan brand in the UAE. The brief objective is to uplift the design and create a brand manual.

Solution
Trademark conducted a focused brand study to enable us to create a complete brand strategy as a first step. From there, we created a brand concept that reflects the essence of the brand, i.e.: speed, adventure and excitement. This concept was applied to create a brand manual, communication strategy, a new website, and an updated images library.

Deliverables
- Brand Strategy and Positioning
- Brand Manual
- Brand Identity
- Website



Walk of Cairo

Cairo

Brief

Walk of Cairo (WOC) is an existing development in Cairo. Trademark was requested to uplift the brand image to a modern urban style.

Solution

Inspired by modern urban Cairo, the brand concept is edgy and metropolitan, expressed with solid bold colors in the design. From there, we created a complete way finding system that is clear and simple to help visitors navigate their way in the development.

Deliverables

- Brand Strategy
- Naming
- Brand Identity
- Way Finding
- Brand Manual



Ovenina Bakery Dubai

Brief

This home kitchen brand in Dubai required a complete brand image including a brand name.

Solution

In order to create a brand name for this project, we incorporated the client's name to inspire a personal touch and homely feel. With clean lines and warm colors, we created a simple elegant logo design utilizing a whimsical oven mitten as an icon, which reflects a home-made experience.

Deliverables

- Brand Story
- Naming
- Brand Identity
- Launch Strategy
- Packaging



Sheikh Zayed Book Award

Abu Dhabi

Brief

The Sheikh Zayed Book Award is an iconic prestigious name in the literary world. Recently, Trademark worked on uplifting the brand's design.

Solution

This is an iconic brand, and thus the new design must stay in keeping with its status. The concept was inspired by the rich heritage of the UAE, from there we incorporated a remarkable quote by Sheikh Zayed that express the spirit of the Award. The uplifted design was applied to all the stationery, advertising products related to the brand.

Deliverables

- Brand Uplift
- Brand Manual
- Brand Story
- Awards Branding



Salome Skin Care Hong Kong

Brief

Salome is a Dead Sea products brand that is sold exclusively in Hong Kong. The client required an international brand concept, with a nod to its origins.

Solution

Princess Salome was a fierce female legend in the biblical time. Today her name is connected to the Dead Sea, and it's only fitting that it is the name given to a brand that uses the Dead Sea's riches in its products. The brand concept is classical with modern subtle colors and lines.

Deliverables

- Brand Strategy and Positioning
- Naming
- Brand Identity
- Brand Story
- Packaging



The Point Mall

Brief

The client requested us to create a complete brand identity for The Point, a new mall.

Solution

Inspired by the architecture and 3D glass structures, we incorporated 3D pyramids in the design. The aim is to reflect the spirit and spaces of the mall.

Deliverables

- Brand Strategy and Positioning
- Naming
- Brand Identity
- Brand Story
- Launch Strategy



Ribs Yard KSA

Brief

The brief objective is to create an uplifted brand identity that is bold and innovative.

Solution

The customers of Ribs Yard are young hip Saudis, who are hungry for fresh bold experiences. So we created a unique but simple design with intense black and white colors to make a statement.

Deliverables

- Brand Strategy and Positioning
- Brand Identity
- Packaging
- Social Media Communication



REVO Dubai

Brief

Revo is a retail real estate advisory company, who requested a complete brand concept and identity.

Solution

Trademark created a corporate simple design with an unexpected whimsical side, to reflect the client's work in the retail and entertainment sector. We used hints of bold colors, smooth and expressive designs.

Deliverables

- Brand Creation
- Brand Identity
- Collateral
- Communication Plan



way finding

Designs that show you the way



The Avenues Bahrain

Brief

The Avenues is a unique shopping complex in Bahrain. The client requested a complete way finding system based on their strategy.

Solution

Trademark created a comprehensive strategy for the way finding system in a modern, edgy design, using traditional Bahraini materials.

Deliverables

- Way Finding Strategy
- Way Finding Design
- Way Finding Brand Manual



Queen Alia International Airport Jordan

Brief

The brief objective is to create a brand new way finding system for the commercial zone in Queen Alia International Airport.

Solution

Trademark created a clear easy-to-use way finding system, as expected in any airport, but we used bold vibrant colors in the design to make it outstanding and fun.

Deliverables

- Way Finding Strategy
- Way Finding Design
- Way Finding Brand Manual



advertising

Campaigns that inspire and excite



Samsung Jordan

Brief

The client requested a pro photo shoot for Jordanian athletes who were taking part in the 2014 Asian Games, or team Samsung as they were called.

Solution

The theme we created was “proud Jordanian heroes”, and we did a series of pro shots for the athletes against backgrounds representing different infamous Jordanian sites.

Deliverables

- Launch Strategy
- Photoshooting
- Production



Hamleys Egypt

Brief

The client requested social media ads to announce the opening of Hamleys' store in Al Maza center, Egypt.

Solution

To generate excitement and followers' interactions, we created a teaser and revealer on Hamleys' social media.

Deliverables

- Design
- Social Media Strategy



Oracle Dubai

Brief

The client requested clever advertising to inform people about the Oracle roadshow event in Dubai.

Solution

Trademark created an advertising to ignite excitement about the event, using the skyline of Dubai to highlight the destination.

Deliverables

- Launch Strategy
- Event Concept and Theme
- Advertising
- Media Booking



STS
Jordan

Brief
STS was launching a new cloud service for its customers, the brief objective was to inform and create interest.

Solution
Our advertising approach was to introduce the cloud service as a trustworthy, reliable partner; so the visual was kept optimistic and honest.

Deliverables

- Launch Strategy
- Advertising
- Design
- Media Booking



below the line

Campaigns that came up close and personal



Volvo

Brief

The client requested to design a display for Volvo at The Boulevard during the Christmas season.

Solution

Since it is the festive season, Trademark created a display inspired by a snow globe, a whimsical spectacle for both children and adults.

Deliverables

- Concept and Theme
- Production
- Media Booking



W Hotels

Brief

The first W Hotel opened in Amman, and the client requested an invitation card to their launch event.

Solution

The W Hotel is a vibrant, fun hotel, so we wanted to make a loud statement with the design. We opted to create a set of coasters with vibrant W Hotels colors with messages under the theme “Dare to”.

Deliverables

- Concept and Theme
- Design
- Production



Audi

Brief

The client requested branding solution for the launch roadshow the A1 cars.

Solution

The Roadshow included live entertainment, led display screen on the side of trucks going around town with a convoy of the new A1 cars.

Deliverables

- Activation ideas
- Design
- On Ground Activation
- Production



Spinneys

Brief

To create an advertising campaign for Spinneys

Solution

For this campaign, Trademark created a campaign to introduce sections of the supermarket. The campaign included original characters designed to represent and promote each section of the supermarket from dairy to butchery.

Deliverables

- Character Design



events branding

Powerful, memorable events



Expo 2020

Dubai

[Play Video](#)

Brief

The client requested to create content design for the Jordanian pavillion in dubai expo 2020

Solution

To come up with a creative innovative content using advached technology such as: VR, augumented reality, interactive tables and touch points

Deliverables

- Content Creation
- Content Strategy
- Software Development
- Video Production



Volvo

Brief

Trademark was requested to create the branding for an event to launch the new S90, XC90 Volvo models.

Solution

Trademark created the venue branding and advertising campaign for the event.

Deliverables

- Event Branding
- Production
- Photoshooting



Microsoft Azure ME

Brief

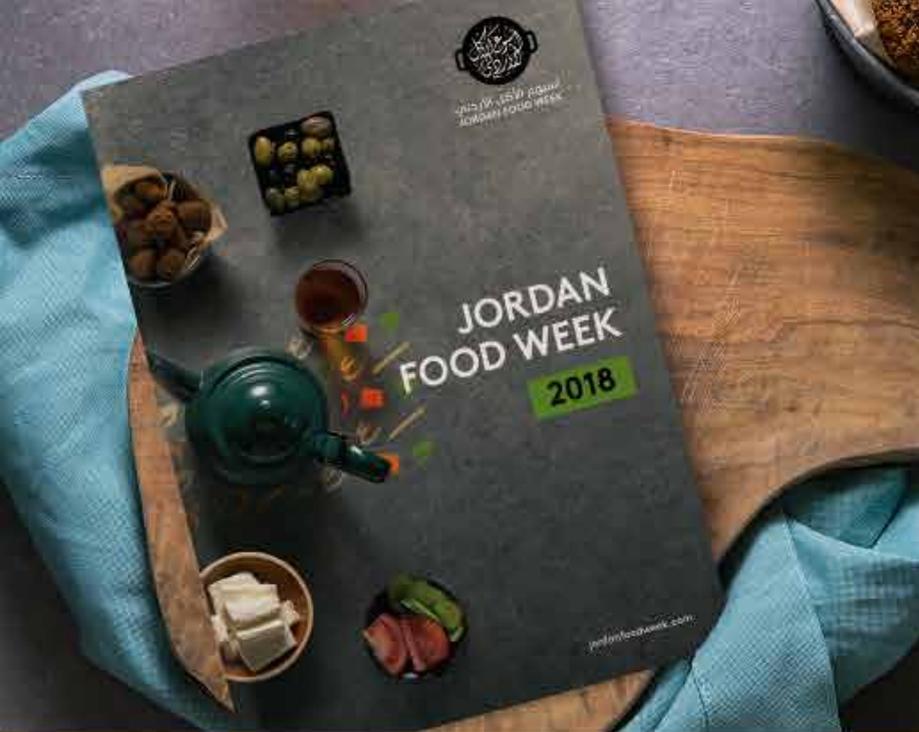
Microsoft was launching the new Azure program, Trademark was requested to create branding and production for the event.

Solution

Trademark created branding for the event, to reflect Microsoft Azure with bright bold colors.

Deliverables

- Event Branding
- Production and Media Booking
- Photoshooting



Jordan Food Week Jordan

Brief
Trademark was requested to handle advertising and branding for the event

Solution
Trademark created a brand communication strategy as a start, then an online/offline advertising campaign, branding the venues, social media updates, etc.

Deliverables

- Brand and Communication Strategy
- ATL / BTL / Online / Content
- Event Branding
- Production and Media Booking
- Photoshooting

EMAAR

NSHAMA

AECOM

BENOY


DUBAI HILLS
ESTATE


EAGLE
HILLS

UA


The
Heart
of
Europe

WSA
BEAUTY IN FORM
VALUE IN FUNCTION

3D Services



BRICKS & MORTAR

BRICKS & MORTAR

BRICKS & MORTAR

DRINK HOT

EKA

BREAKFAST

DRINK HOT

DRINK HOT

DRINK HOT











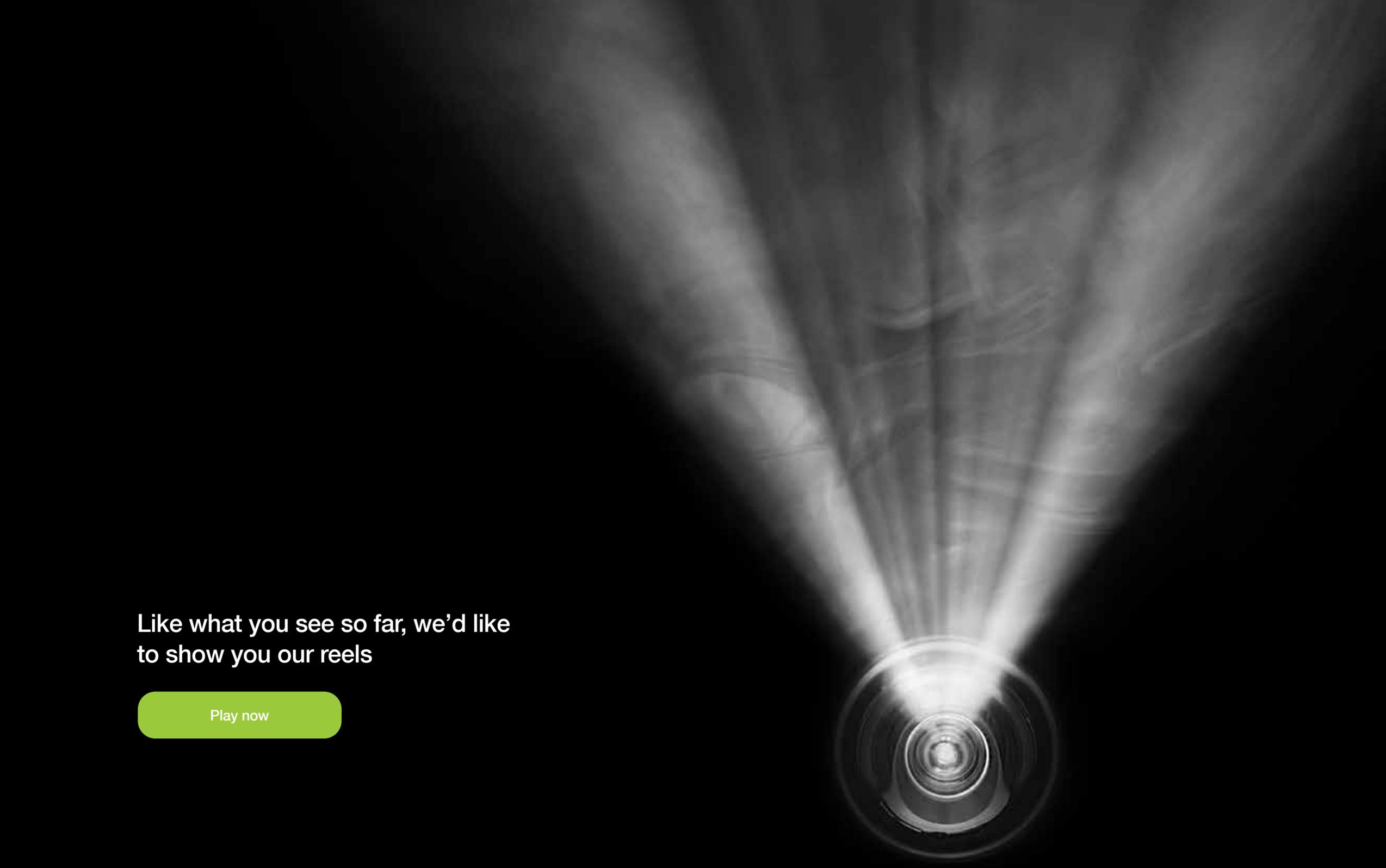


ADDRESS
DURRES





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3D profile



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to show you our reels

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let's talk

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