

trademarkTM
ideas that work

2 0 2 3

Riyadh, Dubai, Amman



We are a group of independent
creative agencies offering
integrated brand marketing
and digital communication
solutions **since 2012**

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

VITO trademarkTM
ideas that work



Vision 2030 commitment

Staying true to Vision 2030, initiated to transform Saudi Arabia, we are proud to be part of the positive change and support local brands and businesses in building their presence and grow to meet their targets.

We aspire to be a creative and innovative force in the transformation promised by the Vision 2030 ambitious goals for a greater quality of life.





let's talk
numbers

620

achieved campaigns

92

successful brands

22

years of experience

9

countries

expertise

Trademark's work and expertise span the following fields:



Real Estate
Development



Tourism



Governmental
Institutions



Automotive



Sports and
Leisure



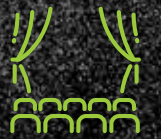
Retail and
Entertainment



Healthcare



Food and
Beverage



Events and
Conferences



Hotels



Technology and
Cloud Services



NGOs

local & global reach

We are proud to serve these locations in Saudi Arabia

- Riyadh
- Jeddah
- Western Province

We also work with brands across the region and some projects worldwide:

- KSA
- UAE
- Qatar
- Egypt
- Bahrain
- Jordan
- Turkey
- United Kingdom
- Hong Kong



services



Brand Management

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



PR & Influencers Marketing

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



Digital Marketing and Advertising

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

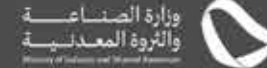
Advertising and production goes ahead, meanwhile we measure the impact.



analyzing

Report back with an analysis of the impact and performance.

brands
we loved
working
with





our awesome tribe



ARQSIY





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



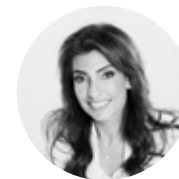
Ahmed Aljar
Co-Founder



Solidad Hamed
Account Manager



Abdulwahab
HR & Finance



Helen Al Uzaizi
Strategist



Layan
Head Of Influencer
Marketing



Mohammad Jamal
Accountant



Ammar Qasem
Lead PHP Developer



Ahmad Zeyad
Art Director



Omar
Art Director



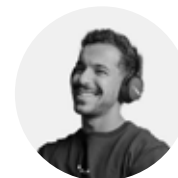
Maya
Graphic Designer



Bilal Abdallat
Motion Graphic
Designer



Mortada
Content Creator



Rayan
Photographer



Jumana
Graphic Designer



Reem Halasa
English Copywriter
& Editor



Sawsan Assaf
Arabic Copywriter



Ahmad Obiedat
Sr. Account Executive



Anas Beltaji
Sr. Graphic Designer



Basil Najjar
Digital Marketing
Manager



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



A top-down view of a dark, minimalist workspace. In the upper left, a portion of a laptop keyboard is visible, showing keys like Tab, Q, W, E, R, A, S, D, F, G, H, J, K, L, and the Caps Lock and Shift keys. To the right of the keyboard lies a sleek, dark pen. Further right, a pair of black-rimmed glasses is positioned, with a small, bright green light reflecting off the left lens. The background is a dark, textured surface.

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

A black and white photograph of a tangled mass of cables and wires. In the foreground, a specific connector is in focus, showing its metallic, knurled body and a pointed tip. The background is filled with a complex web of out-of-focus cables, creating a sense of depth and technical complexity. The lighting highlights the textures of the metal and the sheaths of the wires.

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

public relations (PR)

Let us help you build meaningful relationships, manage your brand's image, and drive positive publicity, ultimately leading to increased visibility and credibility in your industry.

- Public Relations
- Design and Infographics
- Risk and Crisis Management
- Influencer management
- Media Coverage and Documentation
- Media Consultations
- Press Release Writing
- Content Preparation
- Publishing on News Accounts and Newspapers
- Media Interview Coordination



influencers management

We connect brands with influencers who authentically represent their values, ensuring impactful and effective collaborations. We look beyond just an influencer's size to identify the right selection for your brand.

- Influencer Identification
- Account management
- Influencer Insights Report
- Budget setup
- Competitive analysis
- Content strategy
- Quality control
- Performance report



Abdullah Aljumah



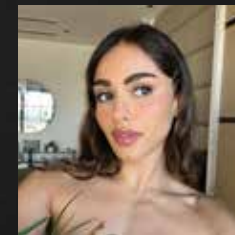
Lama Al Akeel



Faisal Al Shraif



Noura Al Jabr



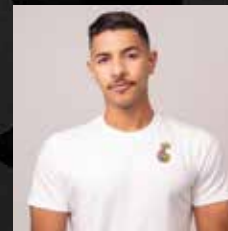
Reem Al Sanae



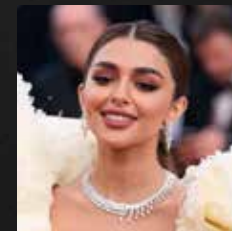
Nojoud Alrumaihi



Ajwa Joudi



Khaled Nassar



Eleen Sleiman



Sausan Al Kadi

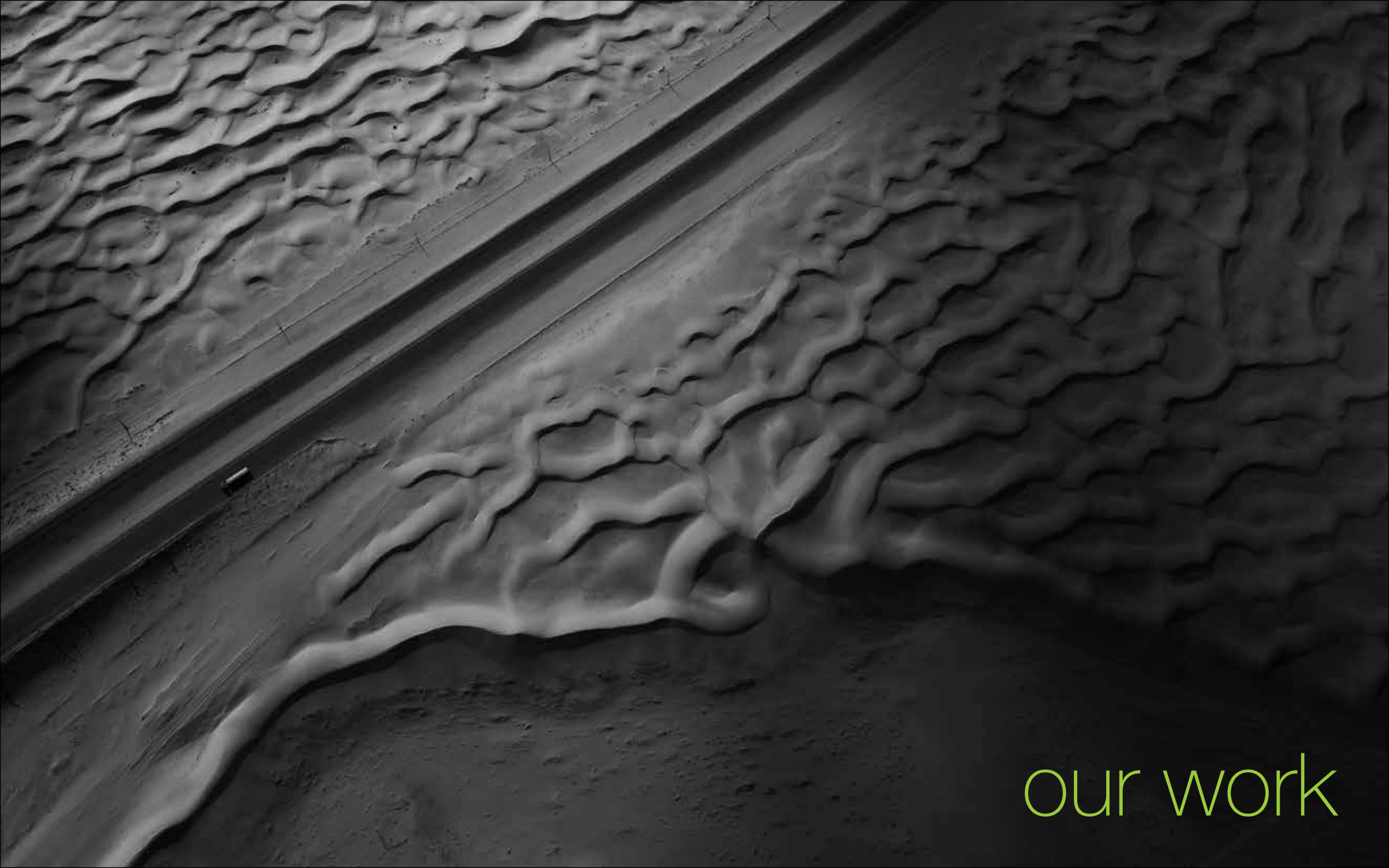




3D services

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



Caltex
KSA

Brief

The client requested Trademark to handle their social media advertising.

Solution

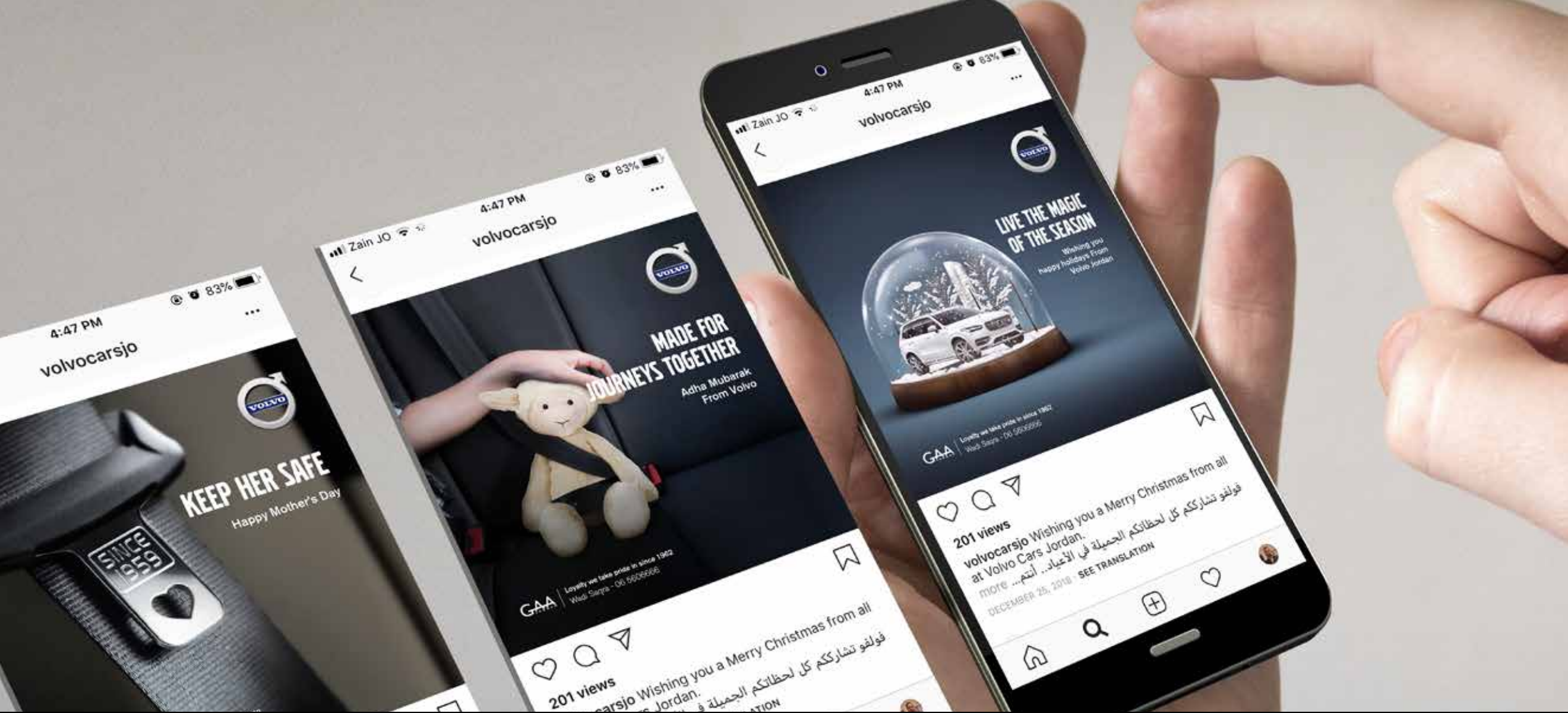
To start with, the brand needed a unified brand communication plan and social media guidelines. From there, Trademark created a series of social media advertising posts.

Deliverables

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

Pasta Guys

Dubai



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.

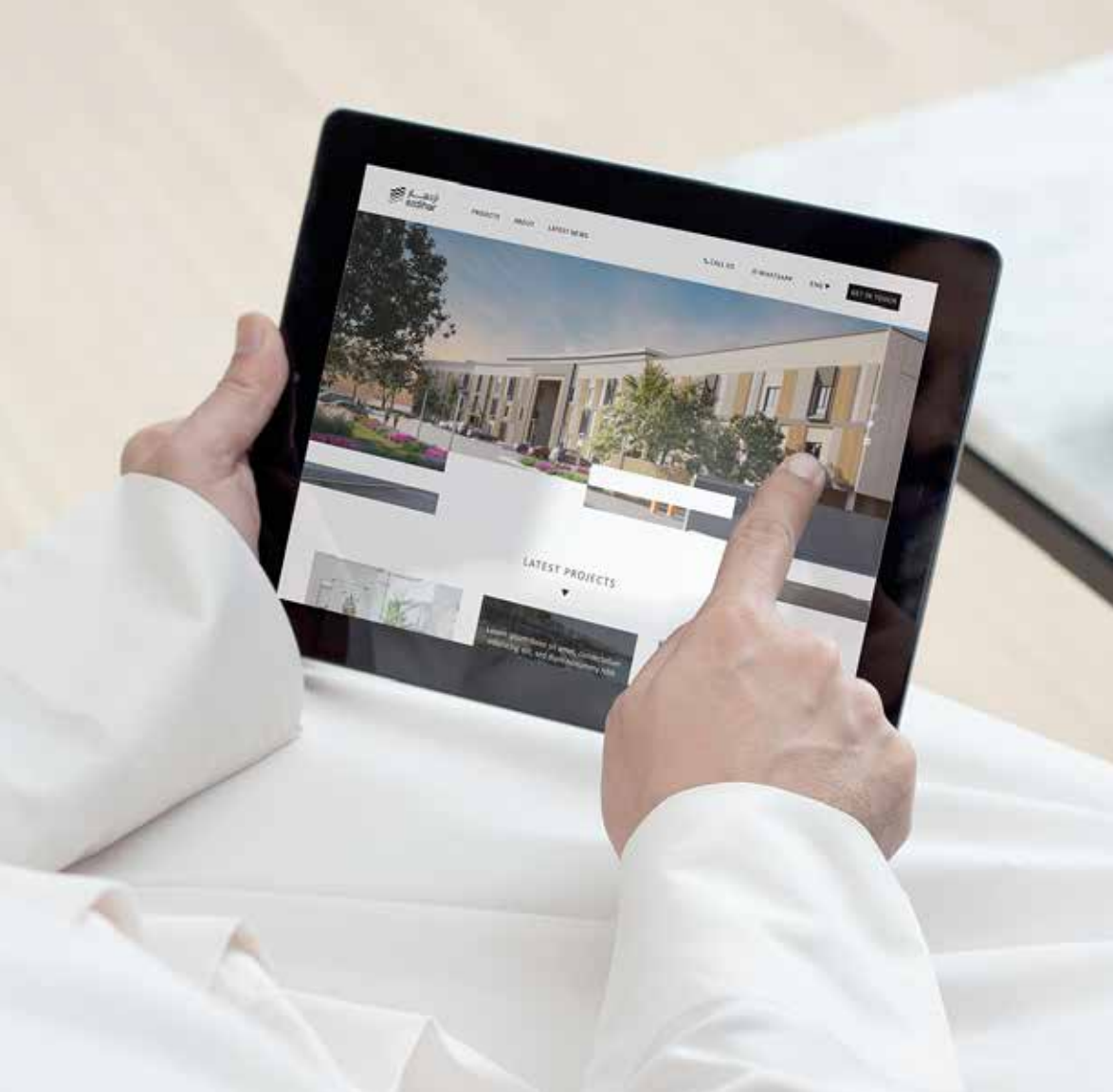
Deliverables

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



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

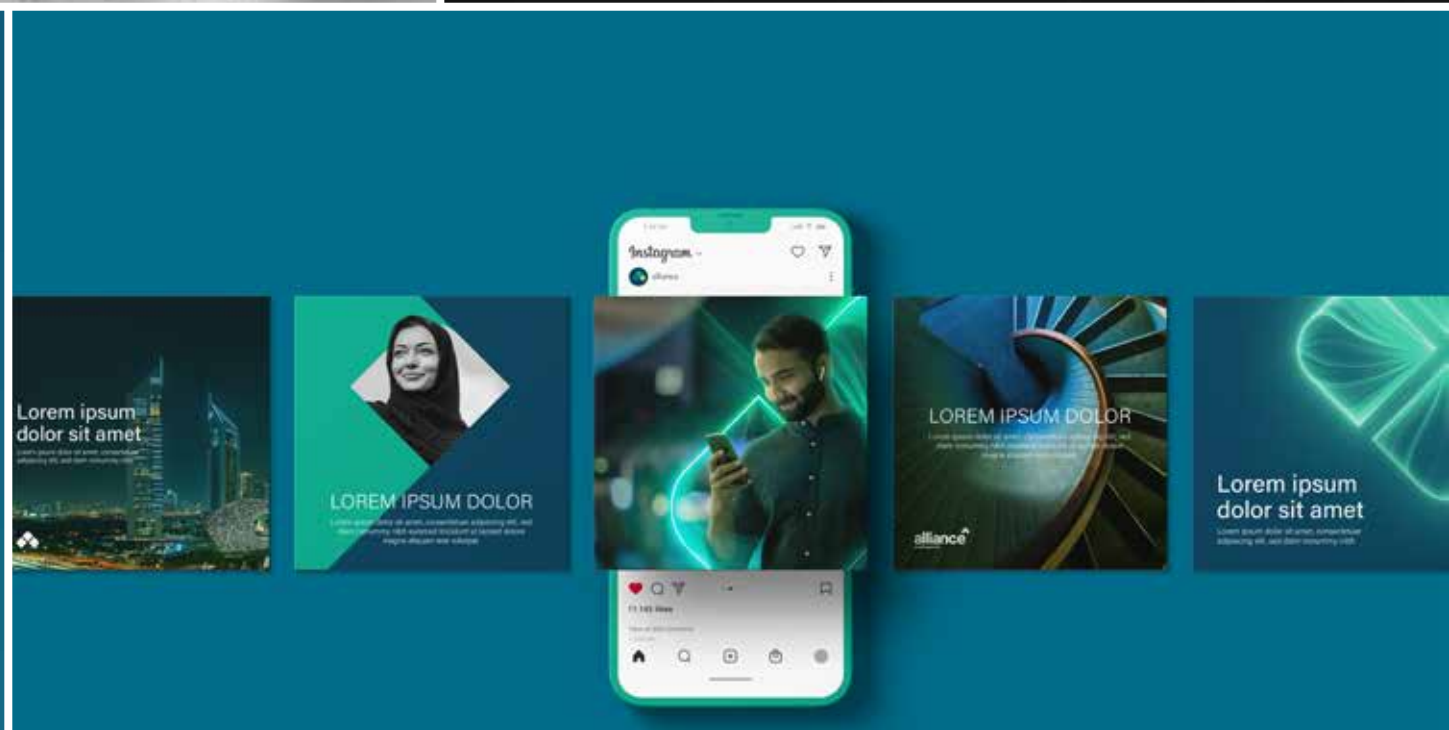
The client requested a branding solution for its newest destination, Ezdipark; a business hub in Riyadh with all the essential amenities and services business owners' look for and in a serene green setting.

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



About Tamkeen

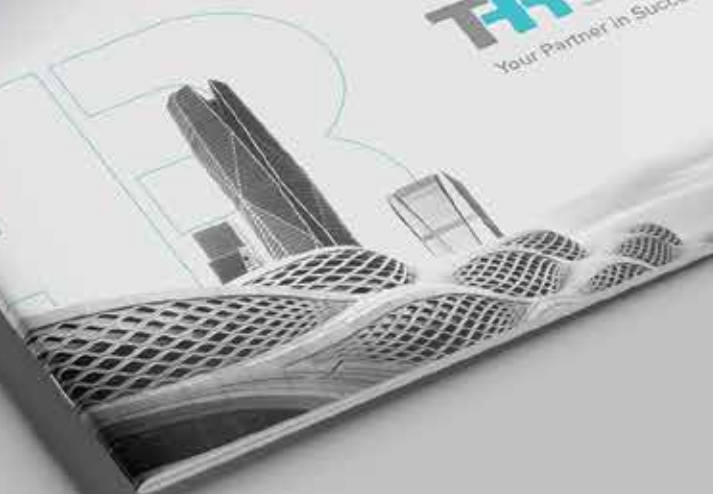
Established in 2008, Tamkeen Human Resources Company is dedicated to providing staffing and recruitment services for client-based companies. We aim to be the fastest growing institution in our field by providing flexible and efficient solutions to meet our clients' needs.

We are excited by and committed to Vision 2030. Tamkeen is a leading national economic development firm that provides integrated and customer solutions that support sustainability, innovation, and provide private work opportunities to further our national growth and prosperity.



Why Tamkeen

- With 10 years of experience, we are a proven leader in the industry.
- Our client base includes some of the most prominent companies in the region.
- We offer the best recruitment technology and the most sophisticated, up-to-date communication tools.



تمكين
TR
Your Partner in Success



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



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



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

A black and white photograph of footprints in sand, receding into the distance. The footprints are arranged in a path that leads away from the viewer, creating a sense of journey and direction. The sand is dark and textured, with the footprints appearing as lighter, indented paths.

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 pavilion in dubai expo 2020

Solution

To come up with a creative innovative content using advached technology such as: VR, augmented 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



Amman Design Week

Jordan

Brief

The client requested a unified branding and advertising for Amman Design Week.

Solution

Trademark created simple elegant design for the event's logo, branding of the venue, flyers and brochures, as well as online/offline advertising.

Deliverables

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



Microsoft Azure ME

Brief

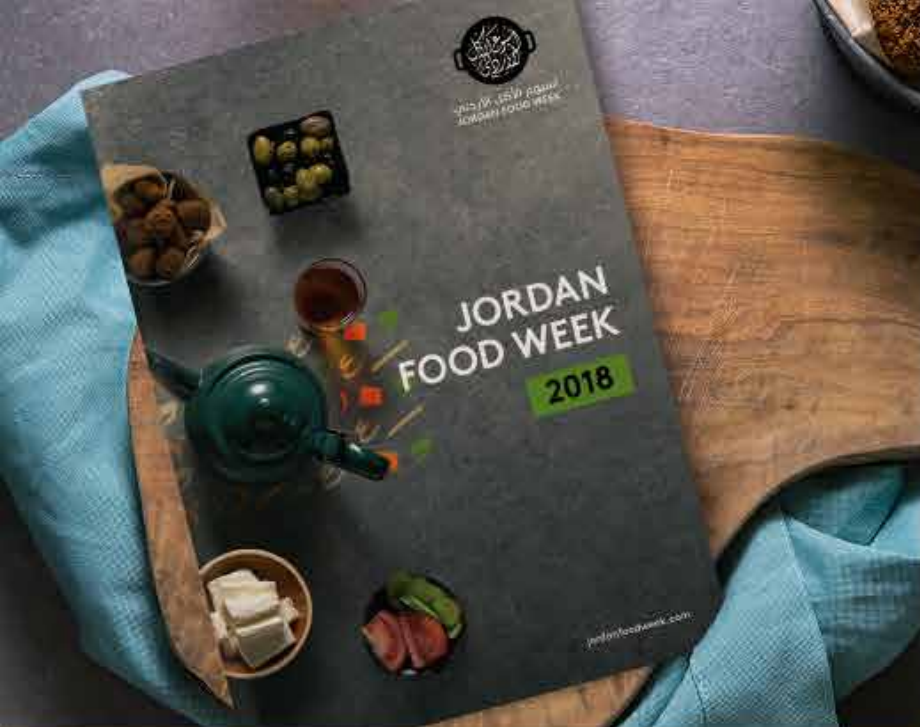
Microsoft was launching the new Azure program, Trademark was requested to create branding and production for the event.

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















 ADDRESS
DURRËS

ADDRESS
DURRËS





Contact us
for a detailed
3D profile

Like what you see so far, we'd like
to show you our reels

Play now





let's talk

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