



# AGENCY **PROFILE**

2025

# Unlock the potential of your brand ♦

Trust dictates how brands connect with people and why people connect with brands. When the experiences of your customers and employees connect with your organization's true meaning and purpose, the result is a brand people trust and measurable business growth.

Al Khubraa is a strategy-led branding and creative agency that specializes in defining authentic brand experiences, strengthening customer relationships, fostering employee connections, and driving business growth.

With a strong focus on creating meaningful interactions, we empower businesses to build lasting trust and resonate deeply with their audiences.



# We build brands People trust ♦

**We help businesses and organizations gain a competitive advantage by building trust through authentic and meaningful connections with their audiences.**

Since 2021, we have worked across a wide range of industries, including government, free zones, real estate, hospitality, F&B, education, metals, technology, supply chain, oil and gas, retail, automobiles, not for profit, logistics, auto care, travel, and healthcare, among others. Our extensive experience spans over 40 industries and continues to grow.

Based in Emirate, with offices in UAE, KSA and Egypt, we are strategically situated to serve clients globally and provide comprehensive support wherever our expertise is needed.



## Built with Values ♦

We value authenticity, client-centricity, innovation, agility, and social responsibility. These values guide everything we do, from the way we work to the way we engage with the world around us. We're committed to always doing the right thing, and to creating positive and lasting change.



Attention to details



Production



Creativity & innovation



Reach



Strategy



Quality Customer service



Continues improvement



Our process-driven approach to brand identity and creative design ensures that our clients are well equipped to deliver on the positioning they take and the promises they make.

### **We understand the business**

With our extensive experience working with MNCs and SMEs across different regions, we quickly grasp our client's businesses and their unique challenges.

### **We transform the business**

By gaining a deep understanding of our client's operations, we bring about transformative change through powerful identity and creative solutions rooted in strategic thinking. This enables them to achieve operational excellence and stand out in the market.

### **We market the business**

Once the groundwork is in place, we create meaningful and engaging content that drives growth. Our designs effectively communicate our clients' stories, helping them connect with their target audience and achieve their business objectives.



We aligns brand, customer, and employee experiences that build trust and drive growth.

### Our vision

To be the leader in providing creative solutions and marketing to all of our clients in UAE and the Middle East.

### Our Mission

Utilizing the latest technologies to design and develop professional online solutions and digital marketing activities that accelerate our customers ROI on their projects. To create a positive and faithful environment for our team members that foster creativity, personal growth, and innovation that allows our team to perform at their best.



# Full suite of brand & creative solutions ♦



## Brand Experience

- Research and customer insights
- Brand portfolio architecture
- Brand messaging and storytelling
- Brand naming
- Visual identity
- Verbal branding
- Brand management and governance
- Brand activation



## Employee Experience

- Purpose, values, and ways of working
- Research and talent insights
- Employee journey mapping
- EVP framework and messaging
- Employee communications
- Culture activation campaigns and experiences
- Employee experience management and governance
- Employee believer profile



## Customer Experience

- Customer profiles
- Customer strategy
- Customer journey mapping
- Customer experience blueprint
- Service design
- Customer experience activation



## Campaigns

- Campaign strategy and planning
- Concept and creative copy development
- Creative prototyping and testing
- Campaign asset production (video, print, digital)
- Buyer journey mapping
- Content strategy
- Owned content development



## Industries we've Worked♦

- Automotive
- Bakeries
- Catering
- Clinics
- Consultancy
- Dental services
- Energy
- Engineering
- Events
- Exhibitions
- Fashion
- F & B
- Finance
- Freezones
- Government
- Healthcare
- Homeland security
- Hospitality
- Information tech

- Leisure & Entertainment
- Legal
- Logistics
- Lubricants
- Media
- Metals
- Oil & Gas
- Real estate
- Retail
- Schools
- Special needs
- Supply chain
- Sustainable living
- Telecom
- Tobacco
- Training
- Travel
- Universities
- Urban development



# Our Team ♦

## Creative Director

Our creative director brings years of experience from international branding, communication, and design agencies. With a strategic mindset, he provides guidance and oversees the entire creative process, ensuring exceptional outcomes.

## Strategist

Our team of strategists leverages deep industry knowledge to develop insightful brand strategies aligned with our client's goals and market dynamics. They analyze market trends, consumer behavior, and competitive landscapes to formulate effective brand strategies that drive success for our clients.

## Design Team

Comprised of senior art directors and talented graphic and digital designers, our design team collaborates closely to create visually impactful designs that effectively convey the brand's message and identity.

## CopyWriter

Our Skilled copywriters craft compelling and persuasive messaging that resonates with the target audience, effectively communicating the brand's value proposition and brand story through engaging and impactful written content.

## Client Servicing

Experienced client service managers serve as the main point of contact for clients, ensuring clear communication, understanding of requirements, and managing project timelines and deliverables.



# Our **Services** ♦

## Creative design & branding



Naming projects



Logo design



Corporate Identity



Calligraphy



Packaging Design



UI/UX Design



Graphic Design



Visual identity Design



3D design



Motion Graphics



Our **Services** ♦

## Digital Marketing & Social Media Solutions



Google ads



Content marketing



Content plans



Designing of  
Social media pages



Social media  
management



Social media  
marketing plans



## Our **Services** ♦

### Website solutions & Mobile applications



Introductory  
Websites



E-commerce  
Websites



Website hosting



Business Emails



Mobile App



Web /Mobile  
Development



# Our **Services** ♦

## Printing & Production



Printing materials



Packging



Display stands



In/out door  
branding



Vehicle  
branding



Events organize



Printing & Givaways



Exhibition  
booths



Video  
production



Corporate Stationery  
printing



# Key steps in our Branding process ♦



01

## Detailed project briefing

Including research on the target audience, competitors, and client's visual preferences.



02

## Ideation

Generating initial ideas and developing concepts in the digital form.



03

## Presentation of concepts and written rationale

Closely aligned with the client's brief, for their consideration.



04

## Feedback / revisions

Allowing for up to three rounds of feedback to refine and improve the concepts.



05

## Finalisation / sign-off

Where the chosen concept is finalized and approved by the client.



06

## Supply of digital brand assets

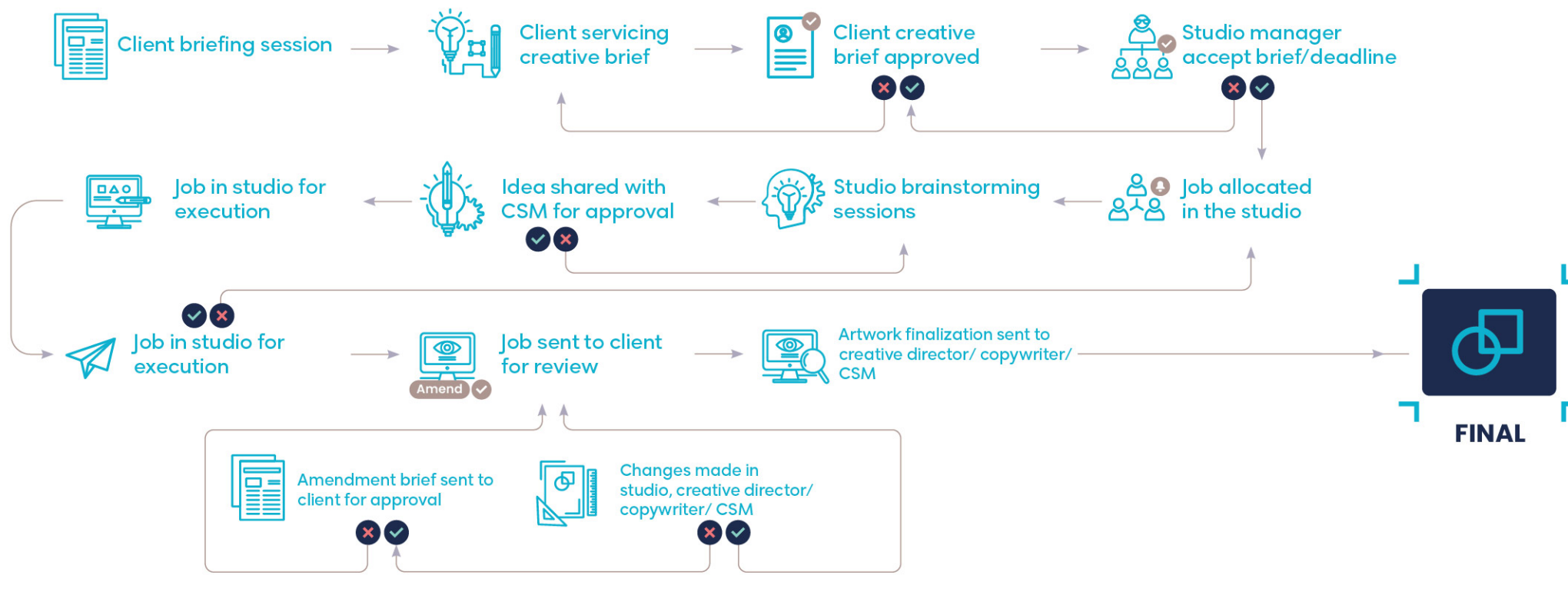
including logo files, fonts, style guide, and iconographic illustrative elements, for the client's future reference.

# Branding



# Our creative Design workflow

we take pride in our efficient creative design workflow, which has been honed through years of experience and continuous refinement. This workflow enables seamless collaboration, streamlined processes, and delivers exceptional results for our clients.



## Our Clients ♦



## Our Clients ♦



The background is a dark blue gradient. In the center, there is a large, semi-transparent circle. Overlaid on this circle is a hand, palm facing up, with fingers slightly spread. To the left of the hand is a dark blue cube. Above the hand is a small dark blue sphere. To the right of the hand is another small dark blue sphere. Below the hand is a dark blue pyramid. On the far right, there are large, curved, semi-transparent shapes that resemble stylized waves or abstract architectural elements. The word "Work" is written in a bright cyan, sans-serif font across the middle of the image, partially overlapping the hand and the central circle. A small, light orange diamond shape is positioned at the end of the word "Work".

Work♦

## Logo Designs ♦



## Logo Designs ♦



# Arabic calligraphy Logo Designs ♦



مشارك العالمية للمقاولات  
Mashareq International for Contracting



نهج الرجاء للتجارة والمقاولات  
NAHO AL RAGAA FOR TRADING & CONSTRUCTION



شركة متن للدراسات والأبحاث  
والخدمات الإعلامية



Through internal and external branding initiatives, we have ensured that myhex's franchised brands convey their unique value proposition and resonate with their target customers.



Campaign strategy and planning, concept and creative copy development, creative prototyping and testing, campaign asset production (TVC, print ads, digital), owned content development (flyers, brochures, newsletters, corporate video).





**Client :** Samaa

**Industry :** General supplies and logistics services

**Services:**

Brand strategy, brand portfolio architecture and sub brand logos, brand messaging and storytelling, visual identity, verbal branding, brand activation, events and events branding.

Campaign strategy and planning, concept and creative owned content development (flyers, brochures).





**Client :** Emirates group

**Industry :** Cnc Construction

**Services:**

Brand strategy, brand portfolio architecture and sub brand logos, brand messaging and storytelling, visual identity, verbal branding, brand activation, events and events branding.





Client : J'aimé jam

Industry : Hand-cooked jam product

#### Services:

Brand strategy, brand portfolio architecture and sub brand logos, brand messaging and storytelling, visual identity, packaging design, brand activation.

Brand collaterals (uniform, menu, packaging, social media, roll-ups, stationary), Internal and external branding, vehicle branding.





**Client :** Allo chef

**Industry :** A brand for making international home cooked dishes through an online store

#### Services:

Brand strategy, brand portfolio architecture and sub brand logos, brand messaging and storytelling, visual identity, verbal branding, brand activation, events and events branding.

Our expertise in brand collaterals, including uniforms, menus, packaging, social media assets, roll-ups, and stationary, has helped allochef establish a consistent and visually appealing brand image.

Through internal and external branding initiatives, we have ensured that allochef's franchised brands convey their unique value proposition and resonate with their target customers.





Brand collaterals (uniform, menu, packaging, social media, roll-ups, stationary), Internal and external branding, vehicle branding.





**Client :** Commandos

**Industry :** Fried chicken restaurant.

**Services:**

Brand strategy, brand portfolio architecture and sub brand logos, brand messaging and storytelling, visual Identity, verbal branding, brand activation, events and events branding.

Our expertise in brand collaterals, including uniforms, menus, packaging, social media assets, roll-ups, and stationary, has helped commandos establish a consistent and visually appealing brand image.

Through internal and external branding initiatives, we have ensured that commandos's franchised brands convey their unique value proposition and resonate with their target customers.



Brand collaterals (uniform, menu, packaging, social media, roll-ups, stationary), Internal and external branding, vehicle branding.





**Client :** Cookmart

**Industry :** Cooked ingredients  
online app store.

**Services:**

Brand strategy, brand portfolio architecture and sub brand logos, brand messaging and storytelling, visual Identity, verbal branding, brand activation, events and events branding.





Campaign strategy and planning, concept and creative copy development, creative prototyping and testing, Brand collaterals (uniform, menu, packaging, social media, roll-ups, stationary), Internal and external branding, vehicle branding.





**Client :** El hodna

**Industry :** Drinking Water product.

**Services:**

Brand strategy, brand portfolio architecture and sub brand logos, brand messaging and storytelling, visual Identity, verbal branding, brand activation, events and events branding.



**Client :** Elhaqny

**Industry :** Home services online app store.

**Services:**

Brand strategy, brand portfolio architecture and sub brand logos, brand messaging and storytelling, visual Identity, verbal branding, brand activation, events and events branding.



Campaign strategy and planning, concept and creative copy development, creative prototyping and testing, campaign asset production (TVC, print ads, digital), owned content development (flyers, brochures, newsletters, corporate video).





**Client :** Tanzimx

**Industry :** Exhibitions & events organization.

**Services:**

Brand strategy, brand portfolio architecture and sub brand logos, brand messaging and storytelling, visual Identity, verbal branding, brand activation, events and events branding.



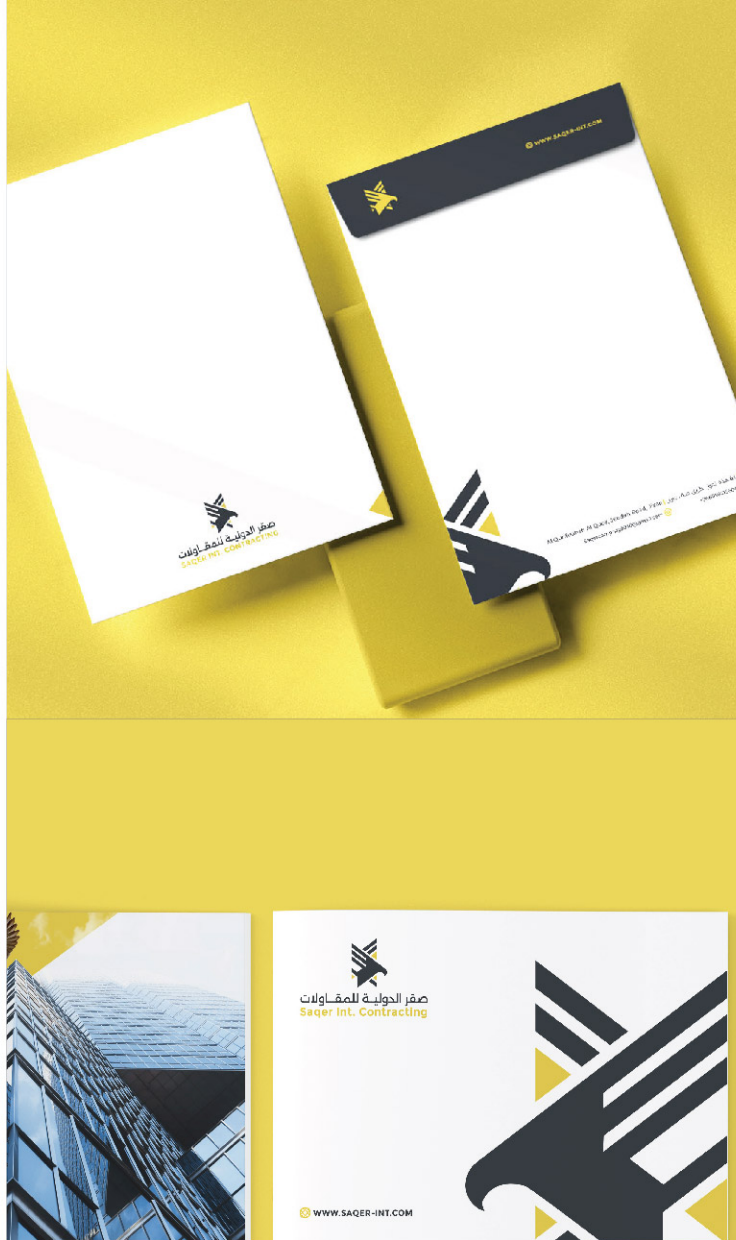
**Client :** Saquer int.

**Industry :** Contracting & construction

**Services:**

Brand strategy, brand portfolio architecture and sub brand logos, brand messaging and storytelling, visual Identity, verbal branding, brand activation, events and events branding.

Our expertise in brand collaterals, including uniforms, menus, packaging, social media assets, roll-ups, and stationary, has helped saquer int. establish a consistent and visually appealing brand image.



Our expertise in brand collaterals, including uniforms, menus, packaging, social media assets, roll-ups, and stationary, has helped Pavilion establish a consistent and visually appealing brand image.



**Client :** Souline

**Industry :** Accessories online app store.

**Services:**

Brand strategy, brand portfolio architecture and sub brand logos, brand messaging and storytelling, visual identity, verbal branding, brand activation, events and events branding.



**CEO of Company**

HANDMADE ACCESSORIES , JEWELLERY & BAGS  
FOR LADIES IN EGYPT

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YOUR PHONE

**Souline**

100 Broadway  
Cambridge, MA 02142

100 Broadway  
Cambridge, MA 02142



**Client :** Entrant

**Industry :** Digital payment solutions

**Services:**

Brand strategy, brand portfolio architecture and sub brand logos, brand messaging and storytelling, visual Identity, verbal branding, brand activation, events and events branding.

Customer profiles, customer strategy, customer journey mapping, service design, customer experience activation, exhibitions.

Through compelling brand messaging and storytelling, we have engaged Entrant's target audience, highlighting its dedication to advancing science and technology





**Client :** Nahg al rajaa'

**Industry :** Trading & construction.

**Services:**

Brand strategy, brand portfolio architecture and sub brand logos, brand messaging and storytelling, visual Identity, verbal branding, brand activation, events and events branding.

Brand collaterals (uniform, menu, packaging, social media, roll-ups, stationary), Internal and external branding, vehicle branding.



WWW.ALKHUBRAA.COM



**Client :** Food experts

**Industry :** Mother company for group of food industries.

**Services:**

Brand strategy, brand portfolio architecture and sub brand logos, brand messaging and storytelling, visual Identity, verbal branding, brand activation, events and events branding.

Brand collaterals (uniform, menu, packaging, social media, roll-ups, stationary), Internal and external branding, vehicle branding.



WWW.ALKHUBRAA.COM



**Client :** Uvail

**Industry :** Courses learning academy.

**Services:**

Brand strategy, brand portfolio architecture and sub brand logos, brand messaging and storytelling, visual identity, verbal branding, brand activation, events and events branding.

Customer profiles, customer strategy, customer journey mapping, service design, customer experience activation, exhibitions.



**Client :** Noor El mal

**Industry :** Digital forex trading

**Services:**

Brand strategy, brand portfolio architecture and sub brand logos, brand messaging and storytelling, visual Identity, verbal branding, brand activation, events and events branding.

Our expertise in brand collaterals, including uniforms, menus, packaging, social media assets, roll-ups, and stationary, has helped noor elmal establish a consistent and visually appealing brand image.

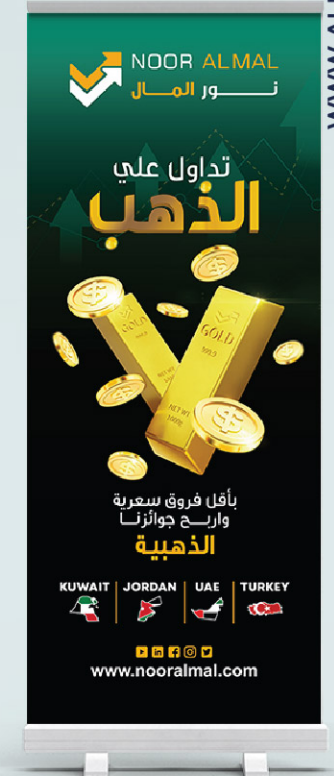
Through internal and external branding initiatives, we have ensured that noor elmal's franchised brands convey their unique value proposition and resonate with their target customers.



Campaign strategy and planning, concept and creative copy development, creative prototyping and testing, campaign asset production (TVC, print ads, digital), owned content development (flyers, brochures, newsletters, corporate video).



campaign asset production (Roll ups, Xbanner, flags), ( flyers, brochures newsletters, corporate video).



**Client :** Magicgate

**Industry :** Online booking of tickets and visas.

**Services:**

Brand strategy, brand portfolio architecture and sub brand logos, brand messaging and storytelling, visual identity, verbal branding, brand activation, events and events branding.

Our expertise in brand collaterals, including uniforms, menus, packaging, social media assets, roll-ups, and stationary, has helped magicgate establish a consistent and visually appealing brand image.

Customer profiles, customer strategy, customer journey mapping, service design, customer experience activation (Physical and experiential customer experience design, web and mobile design, experience communications, experience guidelines and toolkit).





**Client :** The nuts job  
**Industry :** Nuts product.  
**Services:**

Brand strategy, brand portfolio architecture and sub brand logos, brand messaging and storytelling, visual identity, packaging design, brand activation.

Campaign strategy and planning, concept and creative copy development, creative prototyping and testing, Brand collaterals (uniform, menu, packaging, social media, roll-ups, stationary), Internal and external branding, vehicle branding.





**Client :** The coffee job

**Industry :** Coffee beans product

**Services:**

Brand strategy, brand portfolio architecture and sub brand logos, brand messaging and storytelling, visual Identity, packaging design, brand activation.

Campaign strategy and planning, concept and creative copy development, creative prototyping and testing, Brand collaterals (uniform, menu, packaging, social media, roll-ups, stationary), Internal and external branding, vehicle branding.





Brand activation plan, exhibition experience design and branding, concept and creative copy development.





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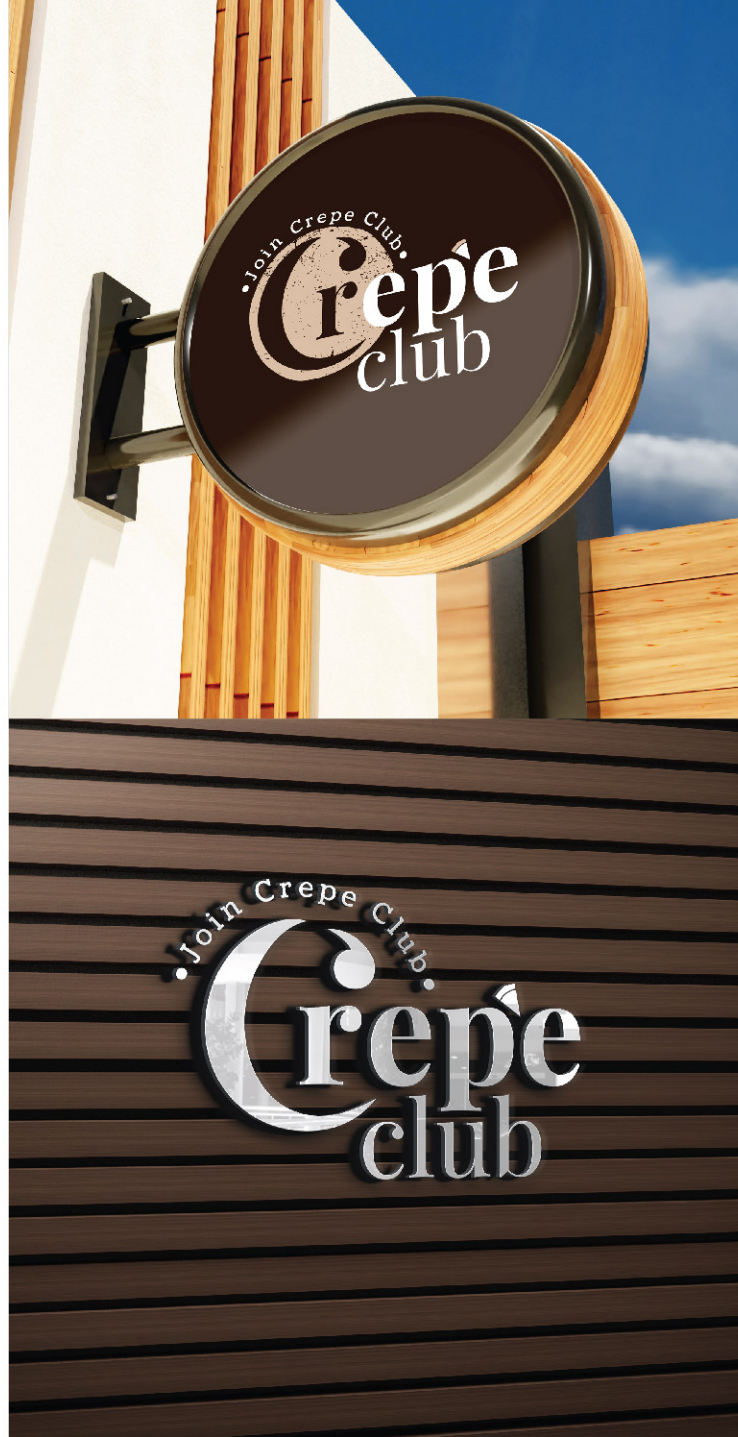
**Client :** Crep'e Club

**Industry :** Crep'e maker food truck.

**Services:**

Brand strategy, brand portfolio architecture and sub brand logos, brand messaging and storytelling, visual Identity, packaging design, brand activation.

Brand collaterals (uniform, menu, packaging, social media, roll-ups, stationary), Internal and external branding, vehicle branding.





Brand activation plan, exhibition experience design and branding, concept and creative copy development.



WWW.ALKHUBRAA.COM

A dark blue background featuring a large, semi-transparent hand reaching out from the center. The hand is positioned as if about to touch or interact with the word 'Digital'. Surrounding the hand are several 3D-style icons: a laughing face with tears at the top left, a heart inside a speech bubble at the top right, a thumbs up at the bottom left, and a small orange diamond at the bottom right. The word 'Digital' is written in a large, bold, light blue sans-serif font, centered horizontally and partially overlaid by the hand and the diamond icon.

Digital♦



**Client :** Myhex

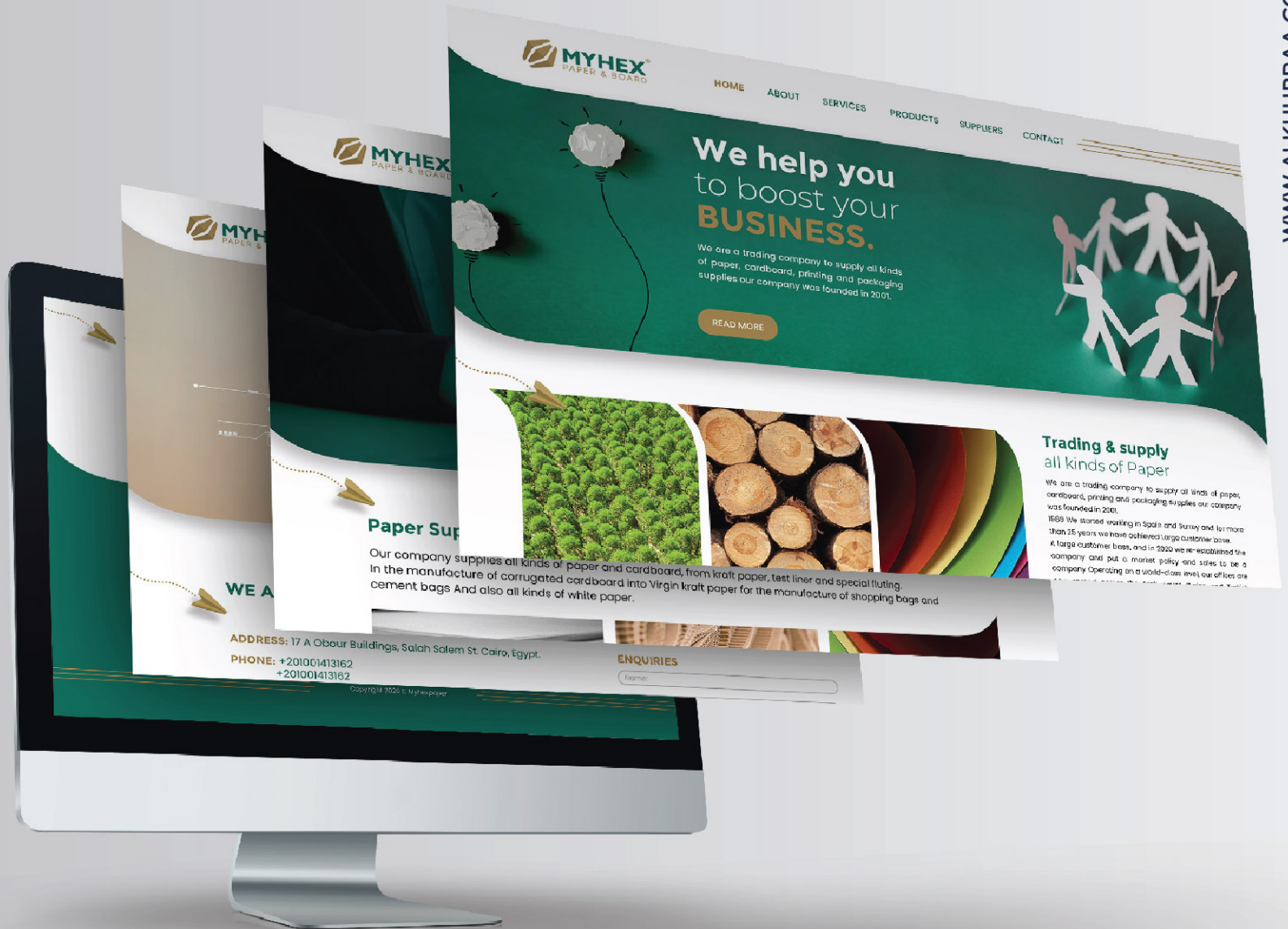
**Industry :** Paper & board factory and trading.

**Services:**

Full responsive web design, WordPress CMS build, parallax scrolling effects, contact form.

**Website:**

[www.myhexpaper.com](http://www.myhexpaper.com)



[WWW.ALKHUBRAA.COM](http://WWW.ALKHUBRAA.COM)





Website design & development,  
newsletter designs, social media  
content creation &  
management, presentation  
design, stationary design.





Website design & development,  
newsletter designs, social media  
content creation &  
management, presentation  
design, stationary design.





**Client :** Magicgate

**Industry :** Online booking of tickets and visas.

**Services:**

Full responsive web design, WordPress CMS build, parallax scrolling effects, contact form.

**Website:**

[www.magicgateegy.com](http://www.magicgateegy.com)



Website design & development,  
newsletter designs, social media  
content creation &  
management, presentation  
design, stationary design.





Client : BGP

Industry : Medical Supplies

Services:

Website design & development,  
newsletter designs, social media  
content creation &  
management, presentation  
design, stationary design.

Website:

www.bgp.com

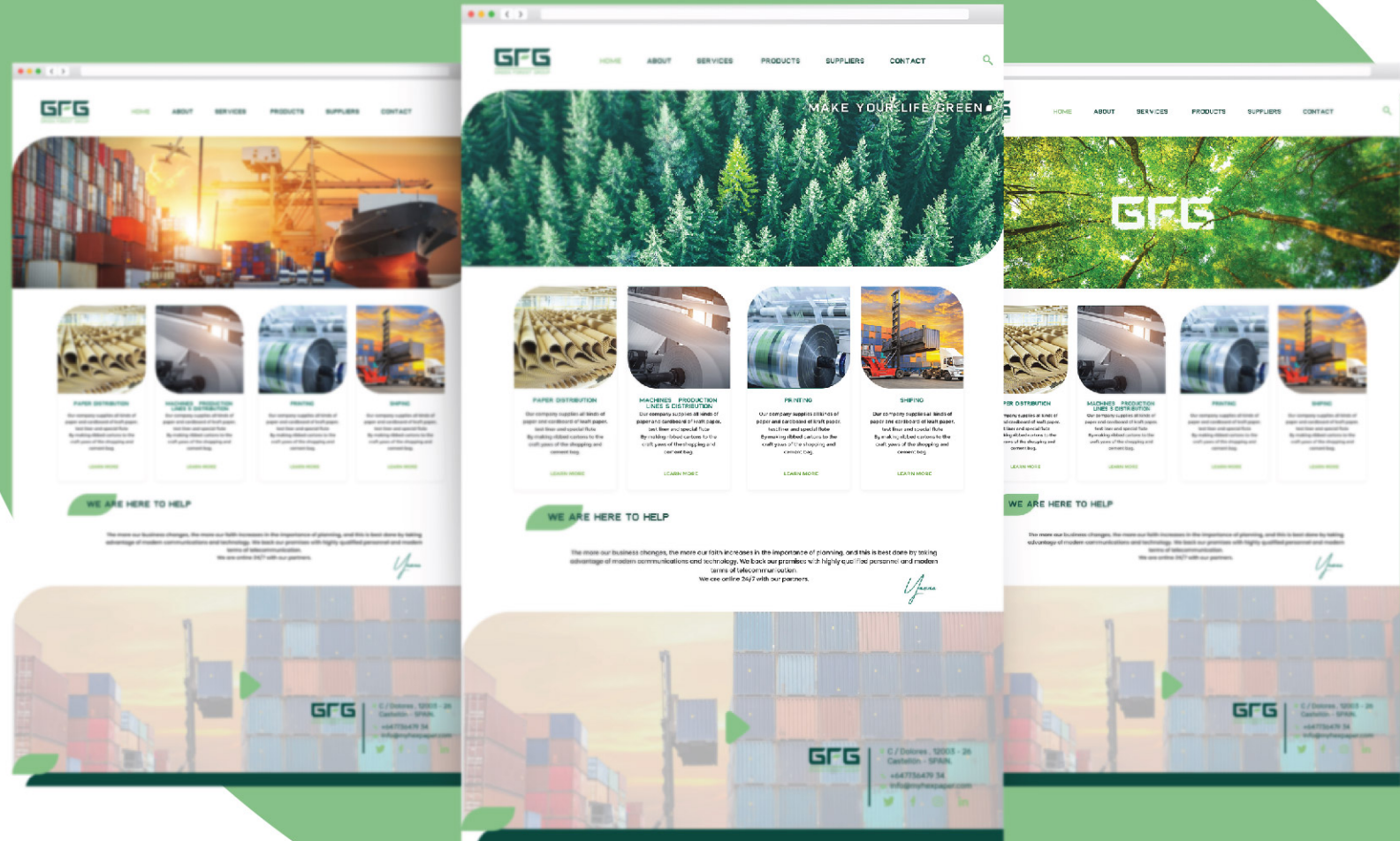




**Client :** Green forest group  
**Industry :** Online booking of tickets and visas.  
**Services:**  
Full responsive web design, WordPress CMS build, parallax scrolling effects, contact form.  
**Website:**  
[www.gfg.com](http://www.gfg.com)



Website design & development,  
newsletter designs, social media  
content creation &  
management, presentation  
design, stationary design.



**Client :** Apis

**Industry :** Integration solutions

**Services:**

Website design & development,  
newsletter designs, social media  
content creation &  
management, presentation  
design, stationary design.

**Website:**

[www.apisegypt.com](http://www.apisegypt.com)

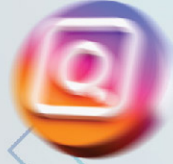






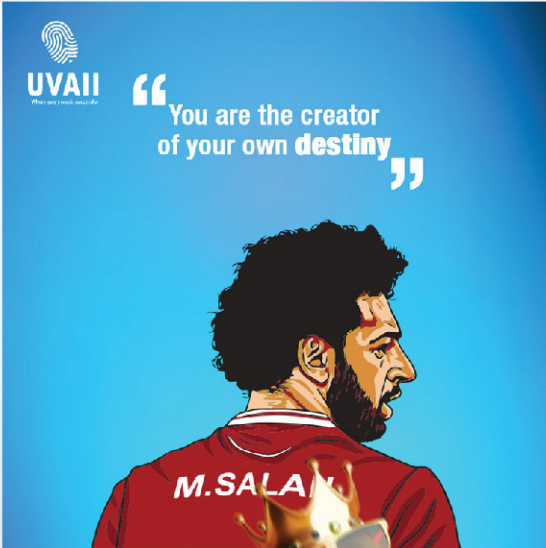


## Social Media Posts design





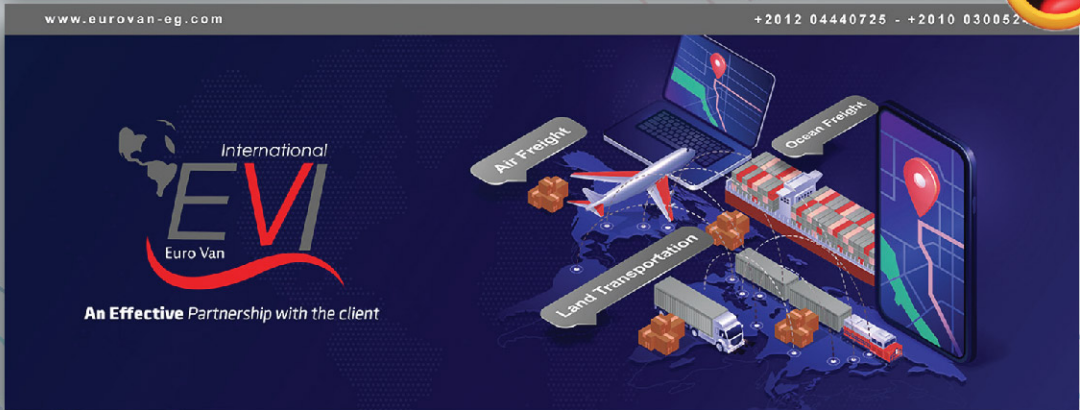




Social Media  
Covers design



Social Media  
Covers design◆





Lake central tower ,Office 706, Marasi  
Drive St., Dubai, UAE.

Mob. +9714 55 88 473