



Digital Marketing • Campaigns • Creative Production

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Our Clients

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إنفوجرافيك  
Infographics

# تعرف علينا Get to know us!

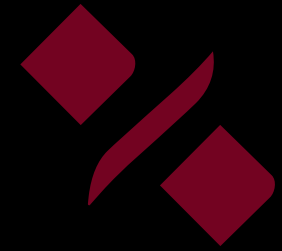
BAN is a marketing agency focused on building a clear, confident digital presence.

We shape how brands communicate visually, verbally, and strategically across platforms.

From social media ecosystems to campaign rollouts, we develop communication systems that are structured, intentional, and built to perform.



# عملائنا Our Clients



نيوم NEOM



الهيئة العامة للاستثمار  
General Investment Authority



وكالة الفضاء السعودية  
SAUDI SPACE AGENCY



المملكة العربية السعودية  
وزارة الخارجية  
MINISTRY OF FOREIGN AFFAIRS



الهيئة السعودية للمدن الصناعية ومناطق التقنية  
Saudi Authority for Industrial Cities and Technology Zones



وزارة الاتصالات وتقنية المعلومات  
MINISTRY OF COMMUNICATIONS AND INFORMATION TECHNOLOGY



ALWALEED PHILANTHROPIES  
الوليد للإنسانية



الشركة الوطنية للإسكان  
National Housing Company  
NHC



مطارات الرياض  
riyadh airports



وزارة النقل  
TRANSPORT MINISTRY



the food tellers  
catering stories



البنك السعودي للاستثمار  
The Saudi Investment Bank



solutions  
by stc

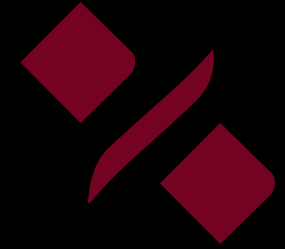


ways  
Marketing Solutions



سابتكو  
SAPTCO

# خدماتنا Our Services



## Strategy & Planning

Communication strategy, campaign planning, content frameworks.

## Campaign & Corporate Design

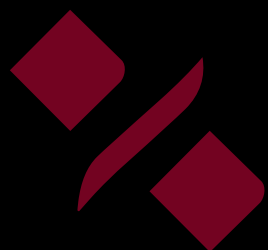
Posters, presentations, and communication materials.

## Digital & Social Media

Content creation, post design, and short-form video

## Publications & Event Materials

Catalogs, profiles, banners, and printed collaterals.



تصميم الهوية  
BRANDING

## Brand Identity & Visual System

### Overview

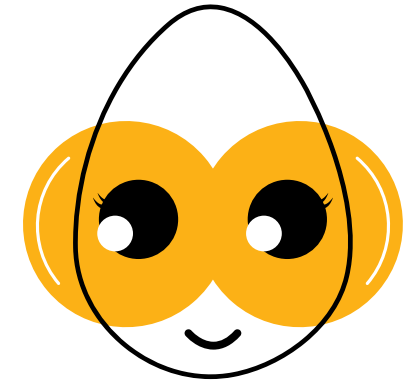
Baranda is a breakfast concept blending traditional Saudi flavors with a contemporary presentation.

### Strategic Direction

The identity was built around approachability and cultural familiarity. The goal was to create a recognizable and scalable visual system that reflects warmth while remaining commercially adaptable.

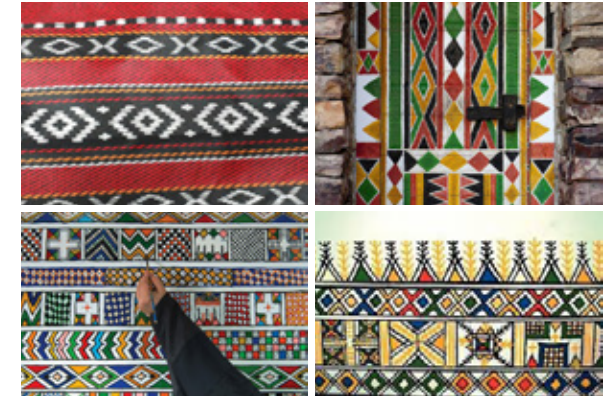
### Execution

A character-led logo was developed to enhance memorability. Supporting patterns were inspired by regional Saudi motifs, reinterpreted in a modern format to create a cohesive brand language across packaging and in-store applications.



برنדה baranda

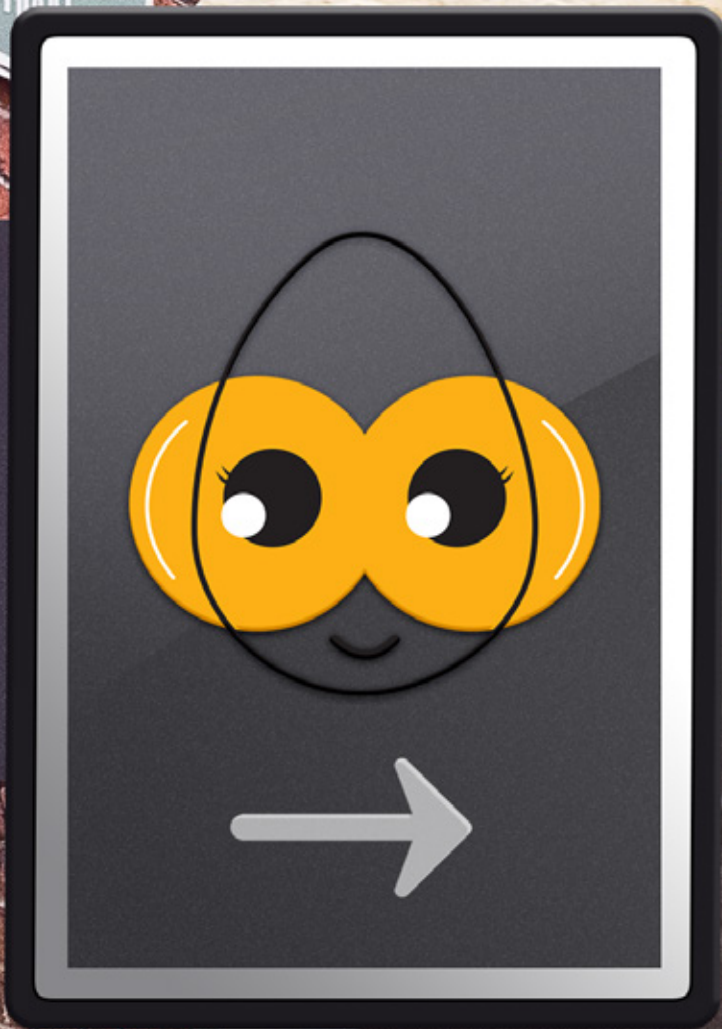
CONCEPT











## Brand Identity & Visual System

### Overview

Drop By is a resort concept developed to reflect exploration, leisure, and contemporary hospitality.

### Strategic Direction

The identity was designed to feel open and dynamic, aligning with the destination-driven nature of the project. The objective was to create a clean and adaptable visual system suitable for multi-touchpoint applications.

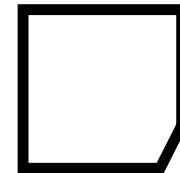
### Execution

A typographic logo was developed with a structured framing element to convey movement and continuity. A vibrant color direction was introduced to support the resort's energetic and welcoming atmosphere across digital and on-ground materials.



Type face logo

CONCEPT



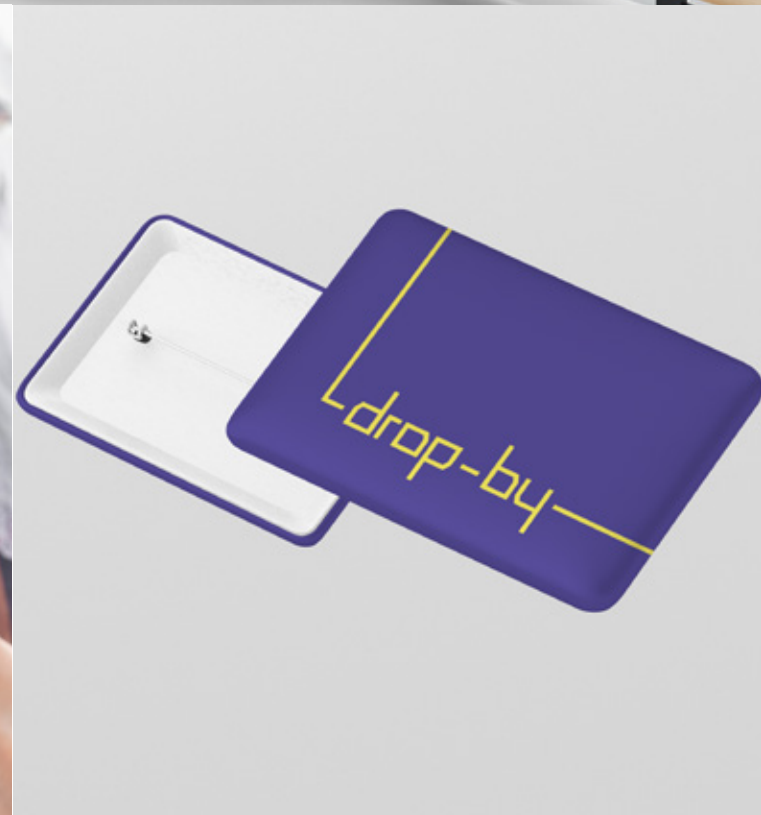
NEOM نيوم

PARTNER



NEOM نيوم





## Brand Identity & Visual System

### Overview

Siwar is a Saudi food brand introducing shock-freeze technology to deliver traditional meals with extended freshness.

### Strategic Direction

The objective was to balance innovation with cultural authenticity. The brand needed to communicate trust, tradition, and product quality while highlighting its technological edge.

### Execution

A handwritten-style logo was developed to reinforce familiarity and heritage. Packaging systems incorporated custom cut-out elements inspired by each dish, creating a distinctive shelf presence while maintaining a cohesive visual structure.







## A selection of logos developed across public and private sectors



| Space Academy |



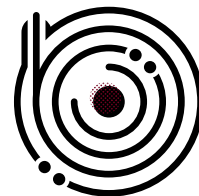
| SSA Program |



| SSA Podcast |



| Transportation App |



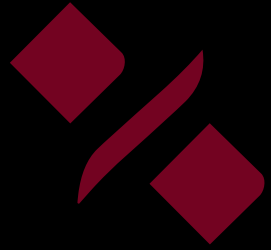
نقطة. nuqta.

| Podcast |



| SSA Podcast |



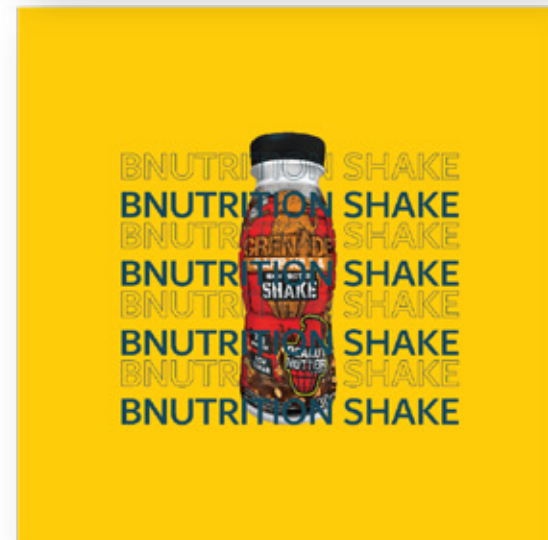
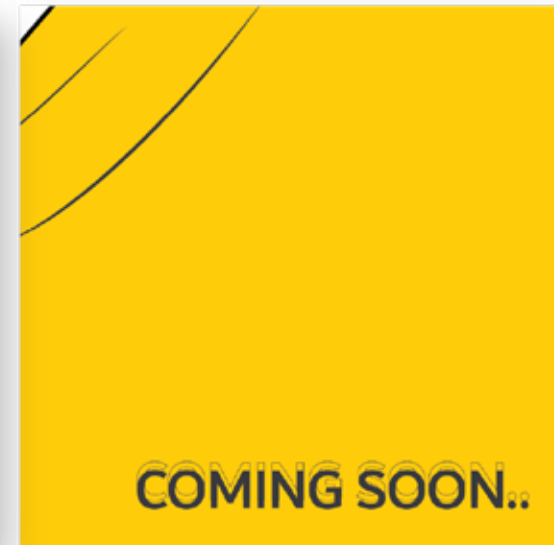


وسائل التواصل الاجتماعي



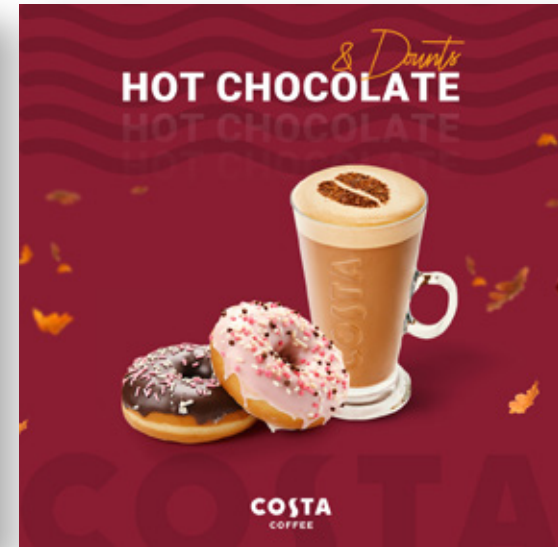


# وسائل التواصل الاجتماعي





# وسائل التواصل الاجتماعي



# وسائل التواصل الاجتماعي

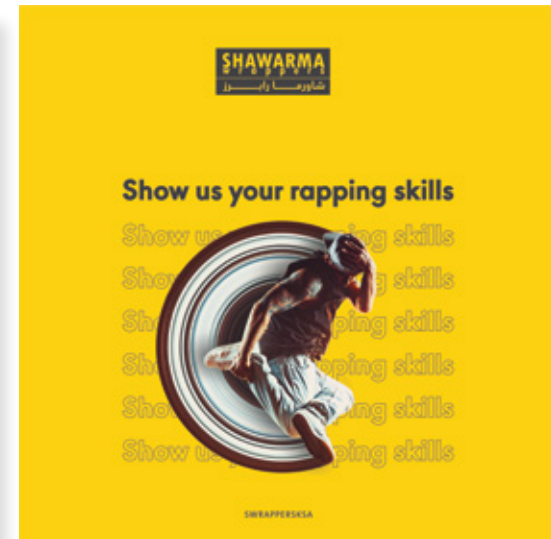
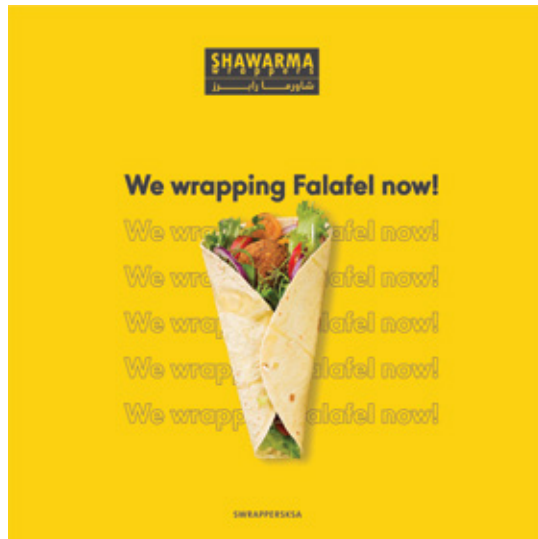




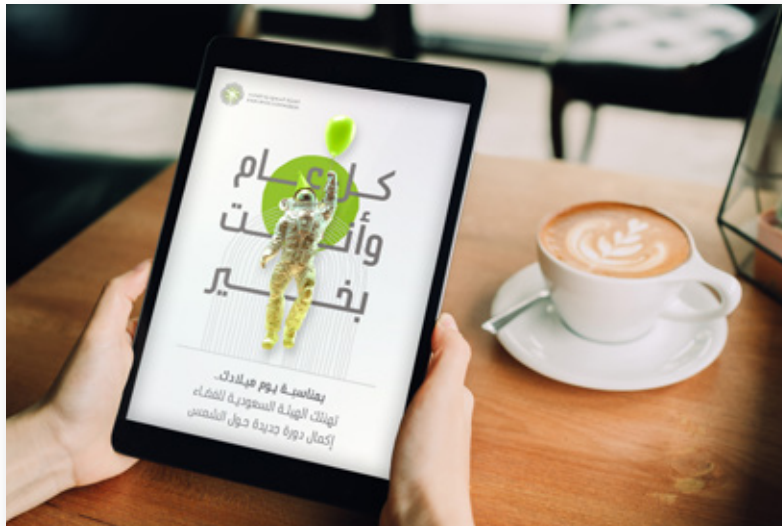
## وسائل التواصل الاجتماعي

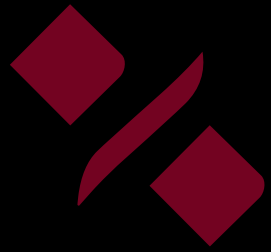


# وسائل التواصل الاجتماعي



# وسائل التواصل الاجتماعي





مہمات  
CAMPAIGNS



## لمستقبل الإنسان

### Concept & Visual Development

#### Concept

Built around collective ambition, the campaign framed space exploration as a shared step toward long-term progress and innovation.

#### Scope

Campaign concept, key visual system, and supporting assets across digital and institutional platforms.







## الفضاء مداك

A campaign promoting a space competition for students. It was created to make space feel accessible to students not distant or abstract, but something they can imagine themselves being part of.

Instead of focusing on technical language, the direction centered on curiosity and discovery. Each visual highlighted young talents interacting with science in their own way, reinforcing the idea that innovation starts early.

Different tracks were visually distinguished while maintaining one unified campaign identity.



# مداك

مسابقة للطلبة على  
مستوى العالم العربي  
من وكالة الفضاء السعودية



## الأثر

خلق بيئة محفزة للعلوم  
تلمية المواهب والإبداع  
دعم البحث والابتكار  
إثراء علوم الفضاء

## المسارات



فئة الهندسة  
مدى الابتكار  
من عمر 15-18 سنة



فئة النباتات  
مدى النماء  
من عمر 12-14 سنة



فئة الفنون  
مدى الإلهام  
من عمر 6-11 سنة

## المشاركات الفائزة

سيتم إرسالها لمحطة الفضاء الدولية ISS

## #الفضاء\_مداك

شاركنا أحلامك نوصلها للفضاء

سجل الآن SSA.GOV.SA  
25 فبراير - 30 أبريل



الشريك الاستراتيجي

ميسك Misk

SSA

لأفكار تتخطى المدي

#الفضاء\_مداك

مسابقة للطلبة على  
مستوى العالم العربي

سجل الآن SSA.GOV.SA  
حتى 30 أبريل

الشريك الاستراتيجي

Misk Center

مركز الملك عبدالعزيز  
للعلوم والتقنية

SSA

مركز الملك عبدالعزيز  
للعلوم والتقنية

SSA

ابتكر تجربتك العلمية

#الفضاء\_مداك

مسابقة للطلبة على  
مستوى العالم العربي

مسار الهندسة  
من عمر 15 - 18 سنة

سجل الآن SSA.GOV.SA  
حتى 30 أبريل

الشريك الاستراتيجي

Misk Center

مركز الملك عبدالعزيز  
للعلوم والتقنية

SSA

مركز الملك عبدالعزيز  
للعلوم والتقنية

SSA

ألهم العالم بفنك

#الفضاء\_مداك

مسابقة للطلبة على  
مستوى العالم العربي

مسار الفنون  
من عمر 6 - 11 سنة

سجل الآن SSA.GOV.SA  
حتى 30 أبريل

الشريك الاستراتيجي

Misk Center

مركز الملك عبدالعزيز  
للعلوم والتقنية

SSA

مركز الملك عبدالعزيز  
للعلوم والتقنية

SSA

استكشف أسرار النباتات

#الفضاء\_مداك

مسابقة للطلبة على  
مستوى العالم العربي

مسار النباتات  
من عمر 12 - 14 سنة

سجل الآن SSA.GOV.SA  
حتى 30 أبريل

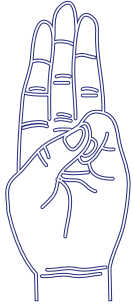
الشريك الاستراتيجي

Misk Center

مركز الملك عبدالعزيز  
للعلوم والتقنية

SSA

مركز الملك عبدالعزيز  
للعلوم والتقنية



تاراش

**SHARAT**

The campaign marked the launch of the World Scouting Program in Saudi Arabia by Alwaleed Philanthropies in collaboration with Princess Nourah University.

The concept focused on exploration through collaboration, highlighting hands-on challenges and shared experiences as core elements of scouting.

The visual emblem was inspired by the universal three-finger scout salute, symbolizing unity, responsibility, and helping others.







## معتمدين عليك

The campaign was developed to support a 100-day challenge led by the Saudi Space Commission, aimed at completing over eighteen internal initiatives.

An internal communication system was created to maintain momentum and motivation, including key visuals, motivational videos featuring initiative teams, and on-site materials across email and digital screens.

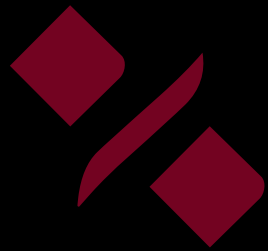
The campaign was anchored by the slogan “معتمدين عليك”, endorsed by the CEO to reinforce accountability and collective ownership.



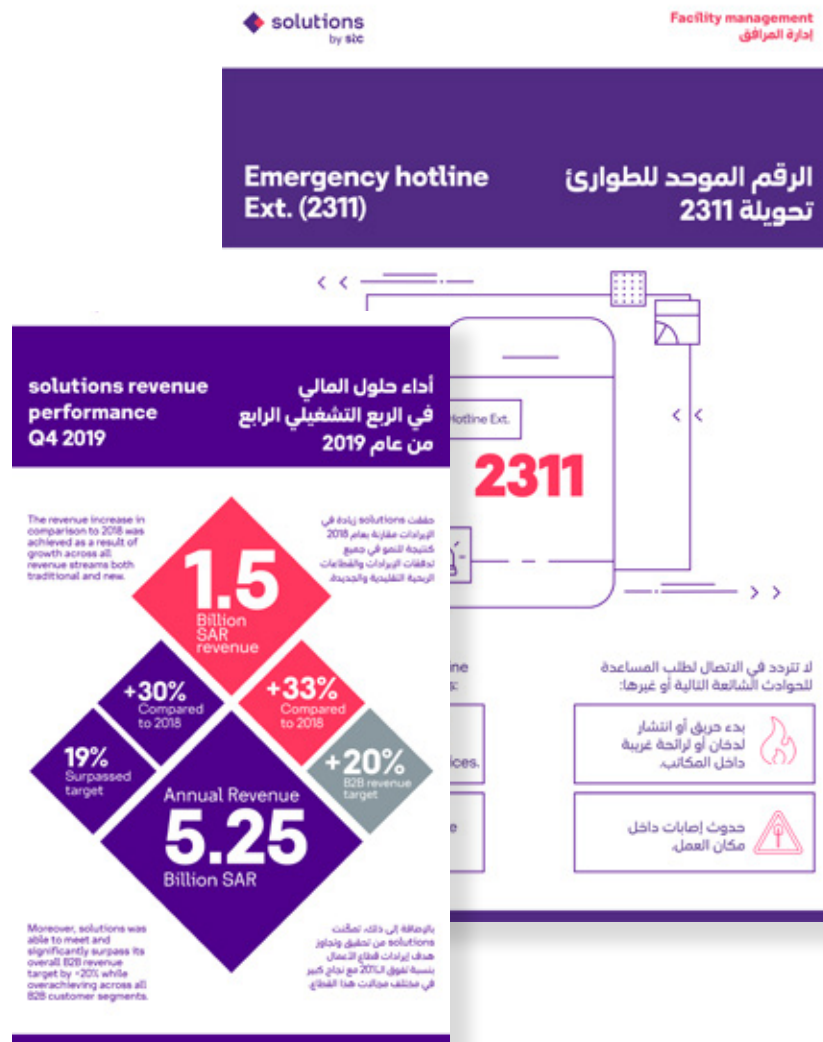








انفوجرافيكس INFOGRAPHICS







BAN AGENCY

Let Clarity Lead

Contact us

[aya@banuae.com](mailto:aya@banuae.com)

+971 54 577 7794