



Digital Marketing • Campaigns • Creative Production

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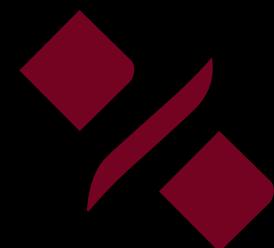
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# تعرف علينا Get to know us!

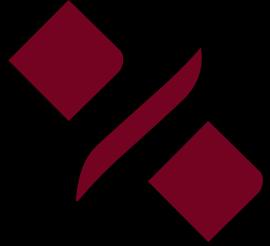
BAN is a marketing agency focused on building a clear, confident digital presence.

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.



# أئمّنا Our Clients



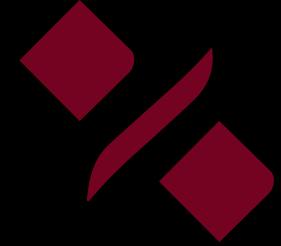
نيوم



الهيئة العامة للاستثمار  
General Investment Authority



# خدماتنا Our Services



## Strategy & Planning

Communication strategy, campaign planning, content frameworks.

## Digital & Social Media

Content creation, post design, and short-form video

## Campaign & Corporate Design

Posters, presentations, and communication materials.

## Publications & Event Materials

Catalogs, profiles, banners, and printed collaterals.

BRAND DİN  
البرنادين

## Brand Identity & Visual System

### Overview

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

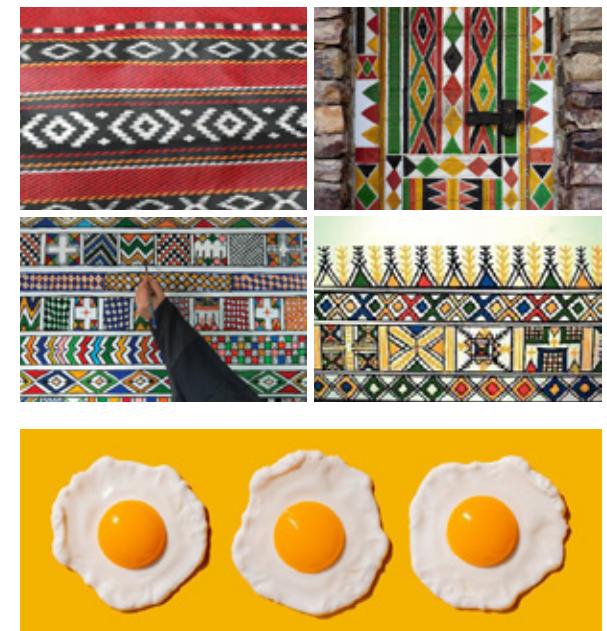
### Strategic Direction

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.

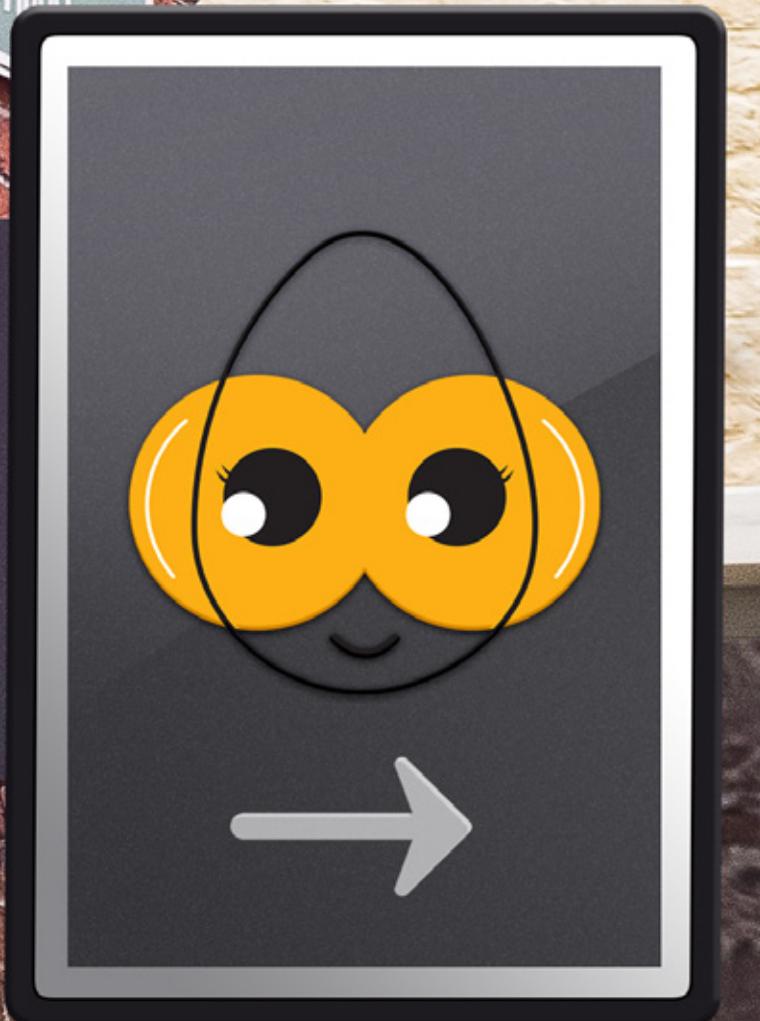
### Execution

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.

CONCEPT









## Brand Identity & Visual System

### Overview

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

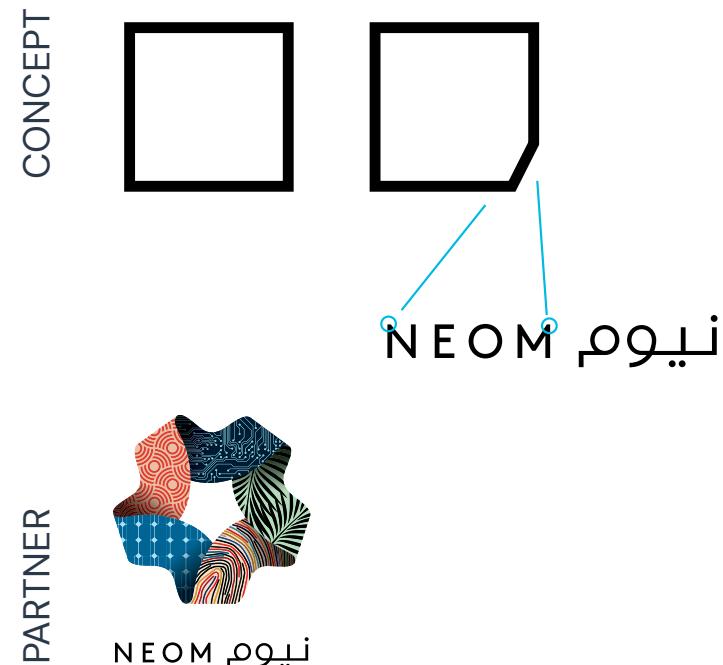
### Strategic Direction

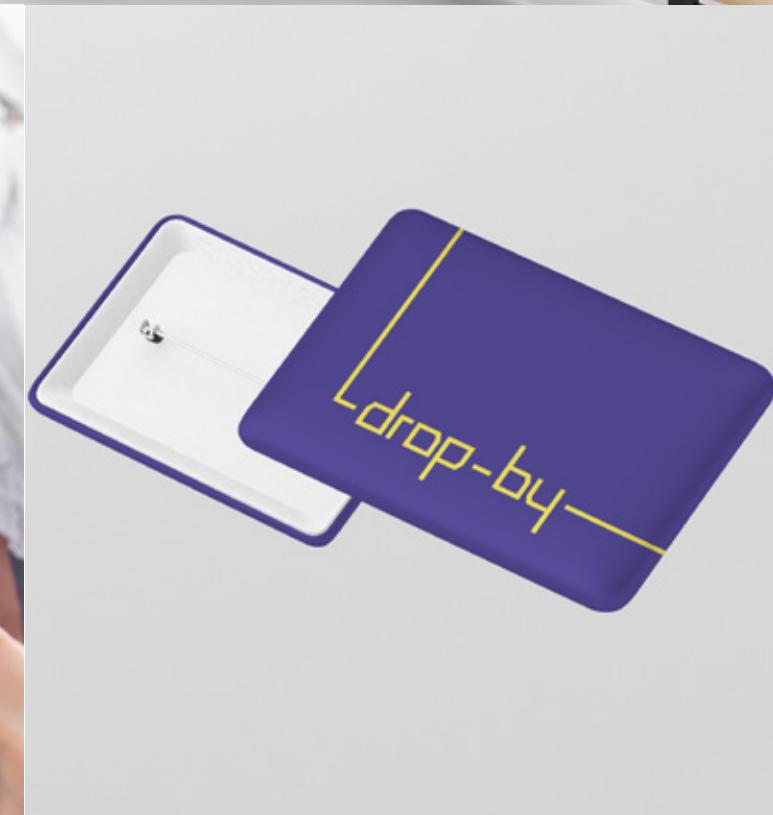
The identity was designed to feel open and dynamic, aligning with the destination-driven nature of the project. The objective was to create a clean and adaptable visual system suitable for multi-touchpoint applications.

### 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





## Brand Identity & Visual System

### Overview

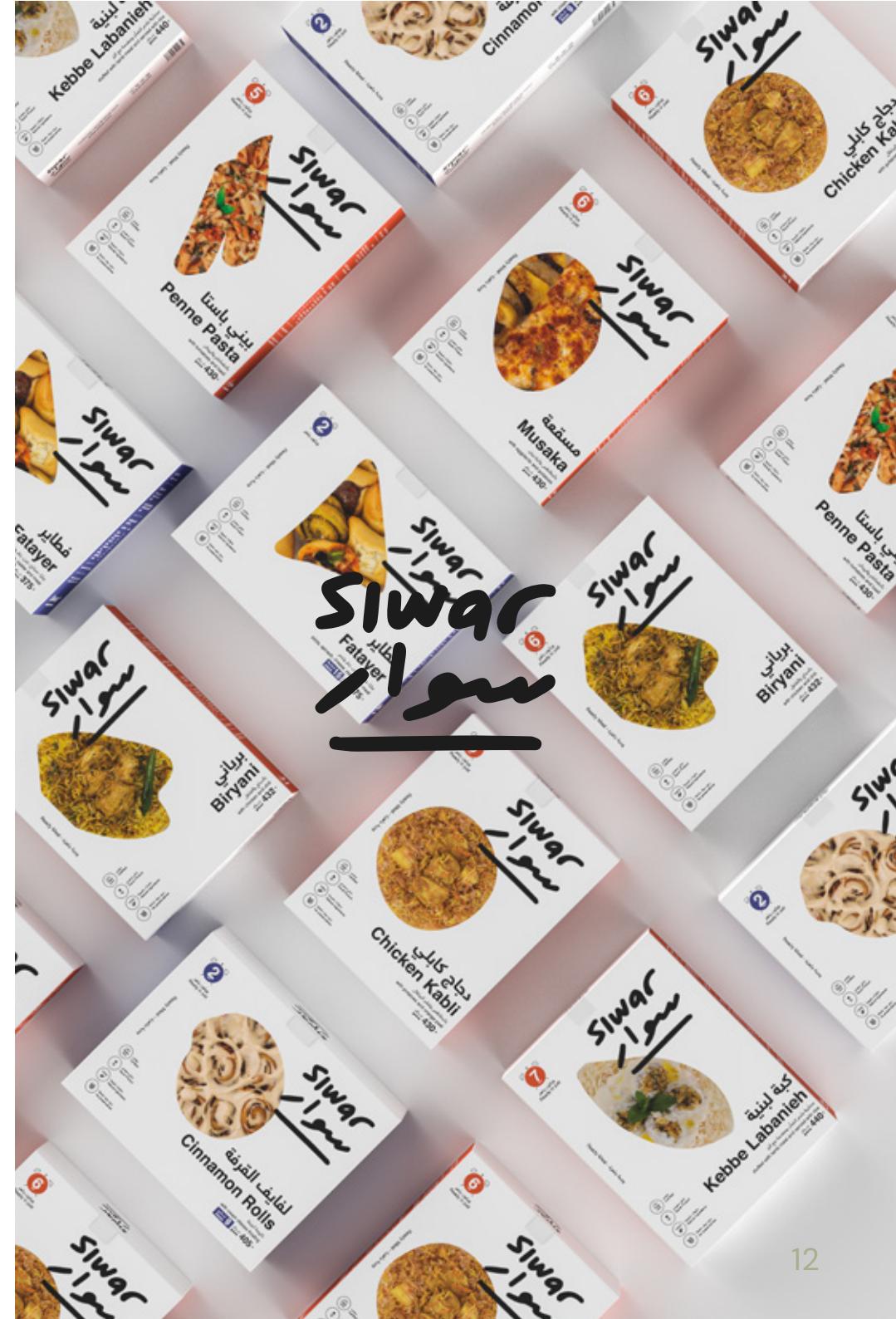
Siwar is a Saudi food brand introducing shock-freeze technology to deliver traditional meals with extended freshness.

### 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 |



| Podcast |



| SSA Podcast |

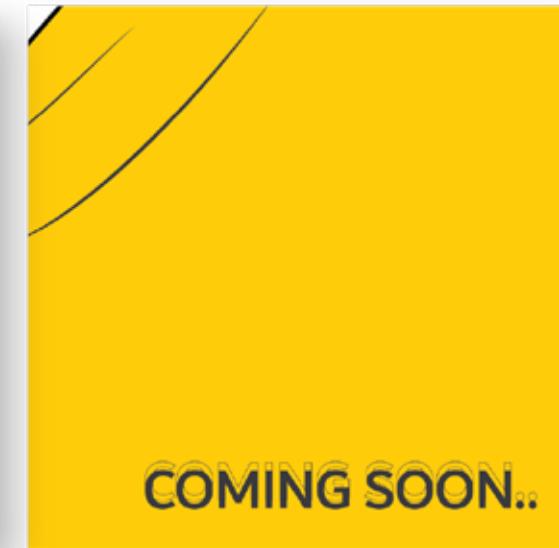
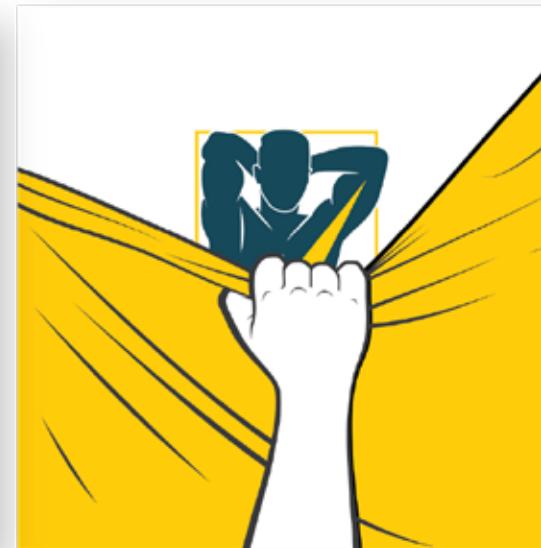
وَمَائِلَةً إِلَى تَوَاصِلِ الْجَمَاعَةِ

# وسائل التواصل الاجتماعي

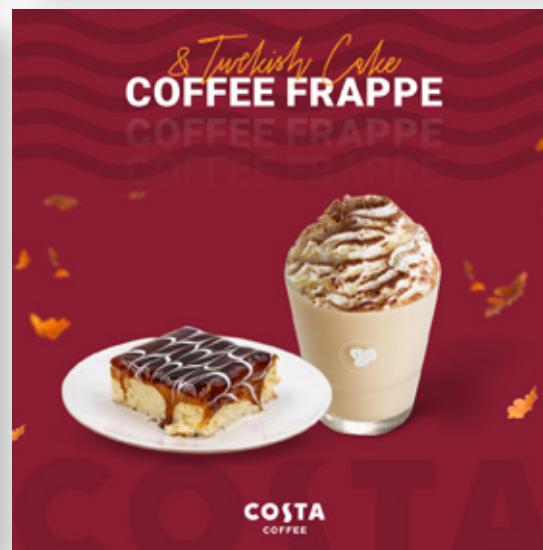
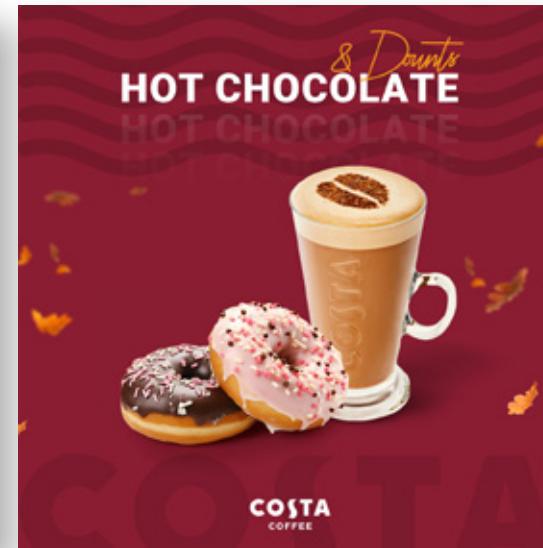




# وسائل التواصل الاجتماعي SOCIAL MEDIA



# وسائل التواصل الاجتماعي SOCIAL MEDIA



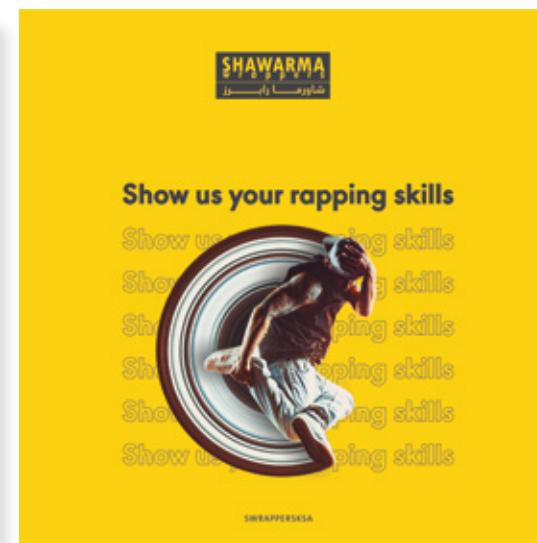
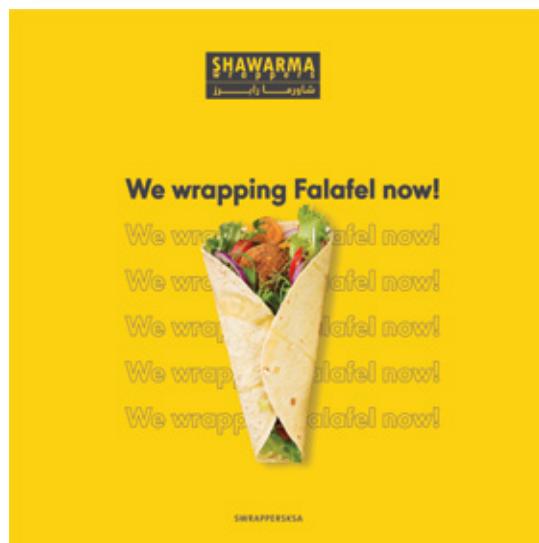
# وسائل التواصل الاجتماعي SOCIAL MEDIA



## وسائل التواصـل الـاجتماعـي



# وسائل التواصل الاجتماعي



# وسائل التواصل الاجتماعي



# CAMPAGNS

# لمستقبل الانسان

## 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 مذاك

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.





## ◆ CAMPAIGNS حملات



### 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.



شراط  
SHARAT



## مُعَمَّدِينْ كَلِيلَ

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

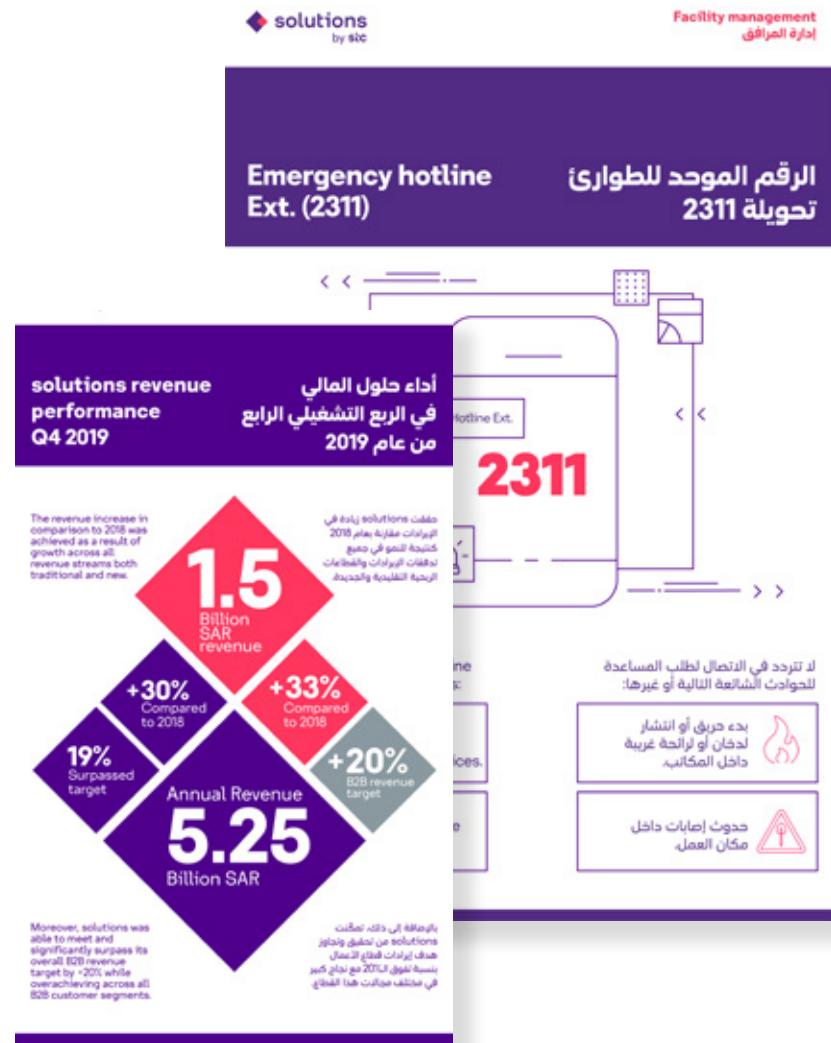
An internal communication system was created to maintain momentum and motivation, including key visuals, motivational videos featuring initiative teams, and on-site materials across email and digital screens.

The campaign was anchored by the slogan "مُعَمَّدِينْ عَلَيْكَ", endorsed by the CEO to reinforce accountability and collective ownership.





انفوجرافيك



The image features the SSA logo at the top left and the BioGravity banner at the top right. The banner has a purple background with a circular graphic. It contains the text 'مبادرة الجاذبية الحيوية' (BioGravity Initiative) in large, bold, white Arabic characters, and 'ندو أفاق المعرفة والابتكار' (Forum for Knowledge and Innovation Horizons) in smaller white Arabic characters below it. The central part of the banner shows a man in a lab coat and a woman in a hijab, both wearing face masks and gloves, looking at a clipboard together. The bottom of the banner has a purple gradient.



B A N A G E N C Y

Let Clarity Lead

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