

TRANSFORM
AWARDS
MEA 2025
DUBAI

WINNERS BOOK

- 5 Note from the publisher
- 9 Meet the judges
- 20 Winners

CONTENT

- 28 Best Use of a Visual Property
- 31 Best Brand Architecture Solution
- 34 Best Use of Copy Style or Tone of Voice
- 36 Best Brand Experience
- 39 Best Use of Packaging
- 42 Best Wayfinding or Signage
- 45 Best Use of Typography
- 47 Best Place Brand
- 50 Best Expression of a Brand on Social Media Channels

PROCESS

- 54 Best Internal Communications During a Brand Development Project
- 58 Best Implementation of a Brand Development Project
- 60 Best Localization of an International Brand

STRATEGY

- 64 Best Creative Strategy (Business)
- 67 Best Creative Strategy (Consumer)
- 72 Best Creative Strategy (Corporate)
- 74 Best Brand Evolution (Business)
- 77 Best Brand Evolution (Consumer)
- 80 Best Brand Evolution (Corporate)
- 83 Best Strategic or Creative Development of a New Brand
- 86 Best Development of a New Brand Within an Existing Brand Portfolio
- 89 Best Naming Strategy

TYPE

- 94 Best Corporate Rebrand Following a Merger or Acquisition
- 96 Best Brand Development Project to Reflect a Change of Mission, Values or Positioning (Business)
- 100 Best Brand Development Project to Reflect a Change of Mission, Values or Positioning (Consumer)
- 102 Best Brand Development Project to Reflect a Change of Mission, Values or Positioning (Corporate)
- 104 Best Brand Consolidation
- 106 Best Digital Transformation

AUDIO

- 112 Best Audio Brand
- 115 Best Sonic Brand Activation
- 118 Best Sonic Brand Evolution

SECTOR

- 122 Best Visual Identity by a Charity, NGO or Not-For-Profit
- 124 Best Visual Identity from the Education Sector
- 126 Best Visual Identity from the Energy and Utilities Sector
- 128 Best Visual Identity from the Farming and Agricultural Sector
- 130 Best Visual Identity from the Financial Services Sector
- 133 Best Visual Identity from the FMCG Sector
- 137 Best Visual Identity from the Food and Beverage Sector
- 141 Best Visual Identity from the Healthcare and Pharmaceutical Sector
- 143 Best Visual Identity from the Industrial, Extractives and Basic Materials Sector
- 145 Best Visual Identity from the Lifestyle and Wellbeing Sector
- 148 Best Visual Identity from the Professional Services Sector
- 151 Best Visual Identity from the Property, Construction and Facilities Management Sector
- 153 Best Visual Identity from the Public Sector
- 156 Best Visual Identity from the Retail Sector
- 158 Best Visual Identity from the Sports and Leisure Sector
- 160 Best Visual Identity from the Technology, Media and Telecommunications Sector
- 162 Best Visual Identity from the Transport and Logistics Sector
- 165 Best Visual Identity from the Travel and Tourism Sector

SPECIAL RECOGNITION

- 170 Brand Strategist of the Year
- 171 Creative Director of the Year
- 173 Young Contender of the Year

GRAND ACCOLADES

- 176 Best Overall Visual Identity
- 178 Grand Prix

The global publication for brand development and rebranding



Subscribe for £90/\$120 USD a year and receive a discount on entries into Transform Awards programs and exclusive event offers. For more information email Jack at jcousins@transformmagazine.net

www.transformmagazine.net

NOTE FROM THE EDITOR



Jack Cousins
Editor
Transform magazine

It has now been 12 years since the Transform Awards first celebrated the transformative power of brand design and strategy in the Middle East and Africa. While it took a few years for the awards program to find its feet, it is now a staple in the calendar for the most accomplished brand designers and strategists. At Transform, we are proud to recognize diverse and wonderful projects from Tehran all the way down to Cape Town.

None of this would be possible without our fantastic judging panel, who hail from many of the region's finest organizations and made the judging process so enjoyable. And what fantastic winners they chose! Our 'Best Overall Visual Identity' winner, 7X and Brand Lounge, crafted a visually stunning identity that successfully repositioned Emirates Post Group as a world-class logistics company. It deservedly leaves tonight with a mountain of trophies for its efforts. But our big winner of the night, scooping up the coveted 'Grand Prix', is Etihad Credit Bureau and Accenture Song. Turning the organization from an all-but-invisible financial services brand into a strong, consumer-facing brand, the project wowed judges and now acts as the standard bearer for rebranding and brand development in the region.

While these were the standout projects, I believe their success was partly down to the region's fiercely competitive nature, which all branding agencies and internal creative teams must contend with. We therefore congratulate all our winners tonight on their well-deserved achievements.



MEET THE JUDGES



TRANSFORMING TRANSFORM

In 2025, we reshaped the lens through which transformation is seen, because meaning begins with how we choose to look.

When perspective shifts, so does everything else.

**BRAND
LOUNGE®**

Differentiation =
Maximized Brand Value.





Ahmed Salama Aboushabab
Head of design
IMI media

A creative visionary with more than 22 years in media, Ahmed has dedicated his career to transforming content across advertisements, digital, print, media, news and educational content. Currently heading the design department for IMI Media in Abu Dhabi, Ahmed leads creative initiatives for brands like Sky News Arabia, CNN Business Arabic, The National, Al Ain News and more under IMI's umbrella. Previously, he played a pivotal role in reshaping network identities at prominent organizations such as Asharq Bloomberg, MBC Group, CNBC Arabia and Sky News Arabia.



Abdulaziz Alnashwan
Branding director
General Authority for Statistics

Abdulaziz is branding director at the General Authority for Statistics in the Kingdom of Saudi Arabia. He is also acting director of communications planning at the same authority, a member of the advisory board at setup.sa and a communication consultant at Guidepoint in Dubai. In addition, he is a senior advisor at ADEC Development Consulting Company, a member of the Gerson Lehrman Group in the US and a brand consultant at the Coleman Research Group in London.



João Alvarez
Creative manager
Virgin Mobile UAE

João, a Brazilian creative leader with more than two decades of experience, has built a career crafting bold, innovative content for global brands, agencies, studios and broadcast giants. Currently creative manager and brand guardian at Virgin Mobile UAE, João excels at blending strategy, storytelling and design to craft compelling content that not only inspires but also drives impactful results. His innovative approach ensures every creative endeavor aligns seamlessly with the Virgin brand's identity and vision. His work has been recognized with multiple industry awards.



Waqas Amin
Senior creative director
The Royal Commission for
Riyadh City

Waqas is a distinguished senior creative director with more than 12 years of experience in branding and marketing across public and private sectors. His expertise has shaped globally recognized identities, including Riyadh Expo 2030, Saudi Made and Red Sea Global, with accolades from prominent figures like Crown Prince Mohammed Bin Salman. Waqas specializes in crafting transformative brand experiences and cohesive visual identities, combining strategic vision with creative innovation.



Melissa Bayik
Chief brand officer
Arada

As chief brand officer, Melissa leads Arada's corporate identity, focusing on human-centred design and purpose-driven strategies to deliver long-term brand value. She joined Arada in 2017 and has developed and integrated the company's purpose and principles across its culture, design and communications. In addition, she has also played an important role in cementing many of Arada's corporate partnerships. Apart from work, she has served in various educational, mentorship, and social initiatives in the region and is passionate about the intersection of education, design and sustainable urban development.



Mona Elsayed
Global senior brand manager
DP World

With more than 16 years of experience in branding and communications, Mona has held senior roles at leading agencies such as Landor Associates, J. Walter Thompson and FP7 McCann. Her experience includes serving as a special advisor to the Abu Dhabi Government in healthcare branding, contributing to Dubai Holdings' brand launches and consulting for multinational media agencies and global clients. As global senior brand manager at DP World, a global leader in logistics and supply chain solutions, Mona oversees the strategy, governance and implementation of the brand across all markets.

WE TELL...



COMMUNITY

stories,



curate shared experiences,

& design for impact.



And our goal; to start dialogues that
empower communities and businesses
through impactful design and
communication



*fostering resonant experiences
that drive positive change.*



Robert Frith
Creative director
The King Abdulaziz Center
for World Culture, Ithra

Robert leads creative direction and curatorial strategy for Ithra, The King Abdulaziz Center for World Culture. Over the past 10 years, Robert has been a central part of the team that brings Ithra to life with unmissable, ambitious and culturally revealing programs, installations and activations of the highest quality – ensuring he fulfils the brand promise to everyone who enters. Before joining Ithra, he worked at Christie's, establishing exhibition teams in London and New York, with projects such as 50 Years of James Bond and the Daphne Guinness Fashion Collection.



Hytham Hassan
Creative director
OSUS

Hytham is a creative director at OSUS Real Estate, with more than a decade of experience shaping creative solutions for global and local brands in Saudi Arabia. Holding a master's degree in advertising from the Academy of Art University, US, Hytham has made impactful contributions across industries such as social networking, AI, aviation, banking and real estate. At OSUS, he leads a vibrant in-house creative agency, delivering creative strategies for brand communication. Hytham is driven by an insatiable curiosity, constantly seeking new insights to elevate his future projects.



Marcia Johnston
Creative director
EY

Marcia is an award-winning creative director based in Dubai with a proven track record in developing impactful brand experiences. With experience across advertising, branding and marketing communications, her work has been recognized by prestigious international awards. Marcia's expertise spans a diverse range of clients, including global brands like Honda, Samsung, UNICEF and Virgin Mobile as well as regional players such as Aldar, Etihad Airways, Mubadala and NEOM.



Leigh-Ann Judd
Head of marketing for
global high growth regions
Honeywell

Leigh-Ann is the head of marketing for global high-growth regions at Honeywell, the global industrial technology company. She leads marketing across the Middle East, Africa, India, Asia and Latin America, and is responsible for both building and activating the Honeywell brand and driving revenue growth through campaigns. Her team drives demand and brand preference across a range of industries, from energy and aerospace to infrastructure and control technologies for buildings and industry, to performance materials, logistics, retail, cybersecurity and software solutions.



Francois Kanaan
Senior director, marketing
ARDARA

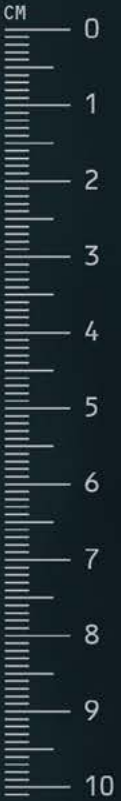
Francois is an innovative chief marketing and communications officer with a demonstrated track record working on quasi-governmental mega real estate destinations' strategic development. He is senior director – marketing and branding at ARDARA where his responsibilities include leading and managing the integrated marketing, communications, brand development and brand experience. Prior to roles at ARDARA, Francois worked at Fawaz Al Hokair Group, Meraas, J. Walter Thompson Worldwide and DDB in senior roles leading creative and marketing.



Samer Lahoud
Head of creative strategy, MENA
Snap Inc

Before joining Snapchat as head of creative strategy for MENA, Samer's journey led him from design to advertising, and even to the client side. Through his diverse roles, Samer has cultivated expertise across brand communication, from developing brands and crafting strategies to executing integrated campaigns. He's worked in design, digital, branding and advertising across Beirut, Doha, Dubai, Muscat, Paris and Riyadh, collaborating with clients from the cultural, government, banking, tourism, FMCG, automotive and telecoms sectors.

TRANSFORM AWARDS
8TH MAY 2025
8.22pm



CHEERS TO EVERYONE
WHO FEELS THE SAME WAY
WE DO RIGHT NOW



allaboutbrands.com
hello@allaboutbrands.com
f @ in



Michael Logaring
Art director
OSN

Michael is an art director with more than 20 years' experience in the advertising industry, specializing in branding, graphic design and visual storytelling for top brands in hospitality, telecoms, automotive and media. He is known for merging bold design with business objectives to create visual identities that drive brand growth. At OSN, Michael has been a key creative force behind the look of OSN+ and OSNtv, leading major campaigns that boost engagement and strengthen brand presence. Skilled in design and brand strategy, he crafts memorable experiences that connect with audiences and achieve results.



Paul Louis
Creative director
Paul Louis Design

JUDGE - AUDIO BRANDING

Paul is a seasoned creative director and UX/UI sound designer who brings innovative, emotionally engaging auditory experiences to life for visionary clients. Since 2016, he has developed AVAS, EV and UX sounds for leading automotive manufacturers, crafted distinctive sonic identities for global payment processors and luxury kitchen manufacturers, and shaped immersive sound environments for prominent financial institutions, online retailers and cutting-edge software and technology companies.



Rana Mahmoud
Executive producer

Rana has spent more than 20 years as an executive producer, turning creative ideas into powerful visual stories. For the past six years, she has led the visual content team at Dubai Economy and Tourism, helping to capture the energy and diversity of the city. Passionate about storytelling, she believes in the power of visuals to connect people and inspire new perspectives. Rana is driven by collaboration and loves working with talented teams to create content that leaves a lasting impression, both locally and globally.



Dima Malibary
Director, branding
Qiddiya

With two decades in the marketing and communication industry, Dima currently heads the brand at Qiddiya Investment Company, one of the giga projects in Riyadh, KSA. Her mission at Qiddiya is to refine and foster the master brand's message, ensuring it resonates locally and globally while infusing the play philosophy in all its communication. Her expertise in tourism and destination marketing alongside investment promotion made her pivotal in supporting Qiddiya's philosophy and vision.



Lara Mansour
Vice president, brand
ADNOC Group

Lara is an experienced brand marketing strategist and AI champion who has helped various brands to develop and grow while helping them carve out a distinctive edge in today's competitive landscape. Her expertise shines brightly through her work with various Abu Dhabi government entities, where she has driven strategic initiatives across diverse sectors, including aerospace, healthcare, real estate and financial services. She is currently vice president, brand within the ADNOC Group Communications team, overseeing the overall brand strategy, including insights, positioning and messaging.



Reina Mardini
Creative director
Apparel Group

As creative director of Apparel Group, Reina brings more than seven years of experience in fashion retail and e-commerce. She has led the creative direction for numerous campaigns, managed creative teams and developed brand strategies within the fashion industry. Originally from Lebanon and currently based in Dubai, Reina's career includes significant roles at renowned brands such as Level Shoes and Alshaya Group. Starting her journey in graphic design, she transitioned into leadership roles, driven by her passion for fashion and creativity.

BOND

The Most Awarded Independent
Brand Consultancy in the World*



EDIT by Seddiqi Holding, 3× Diamond Awards



Connor Moore
 Founder and executive
 creative director
 C'Moore Sound

JUDGE - AUDIO BRANDING

Connor is a seasoned design leader specializing in UX sound design and audio branding. Over the past 15 years, he has collaborated with forward-thinking brands to create innovative sound solutions that enhance functionality and build brand affinity. His diverse client portfolio includes Airbnb, Google, Lucid Motors, Peloton, State Farm and Uber. Connor founded C'Moore Sound in 2007 during a pivotal moment when brands began integrating sound and music into their core identity systems.



Saba Omaish
 Head of marketing,
 communications and distribution
 Al Mashhad

Saba is head of marketing and communications at Al Mashhad, a position she has held since January 2022. She manages the brand and marketing presence of Al Mashhad across the local, regional and international media spectrum. Saba's experience spans more than 17 years and she has handled key portfolios across leading television and media houses in the region. Before Al Mashhad, Saba was associated with OSN for more than six years, with important responsibilities, including as head of marketing.



Naval Paradkar
 Senior creative designer
 Al Ghurair Investment

With more than two decades of advertising, digital and branding experience, Naval brings a blend of strategic thinking and practical on-ground expertise led by human insights and emotions. He embodies a thought process led by insights that always push his work to communicate the right message. He has a keen eye for market trends and innovative design thinking that helps to improve his creative output. Having worked on brands from various sectors, including hospitality, property, retail, FMCG and F&B, Naval brings a solid knowledge of communication design.



Kelly Kirsten Poole
 Creative director
 Bash

Kelly is creative director at Bash, South Africa's leading fashion and lifestyle shopping platform, where she leads a powerhouse team of creatives. With a decade of experience in e-commerce and digital design, she has worked with global brands such as Samsung, Vodacom, Puma and Jameson, delivering creative solutions with wide reach across channels and platforms. Previously, Kelly gained valuable international experience working for a sports PR agency in Dublin.



Cornelius Ringe
 CEO
 WESOUND

JUDGE - AUDIO BRANDING

Cornelius gained his PhD at the institute for Music and Media Science at the Humboldt University in Berlin. Since 2013 he has been responsible for business development at the Berlin/Hamburg-based audio branding agency WESOUND and was appointed managing partner in 2017. WESOUND advises, develops and designs brands, including Covestro, Targobank, Manner, Cornelsen, Duden, Seat, Ferrero and Aldi Suisse by synchronizing their acoustic representation with the company's respective strategic objectives.



Debbie Turner
 Regional lead and craft lead for the
 content creative team
 Canva

With more than 16 years of experience in the design advertising world, Debbie brings a wealth of digital experience. She worked in the Digitas and Publicis groups for more than 12 years, focusing on multiple FMCG brands across the African continent, including Unilever. Debbie moved to Canva in 2021, where she has been involved in the content creation space. She has worked across multiple teams from trends to SEO and most recently was the regional design lead for the MEA region responsible for setting up Canva's design campaigns in various locales.



UNLEASH THE POWER OF MUSIC & SOUND

Music creates authentic connections through the power of emotion. We use it to make your brand resonate like never before. Are you ready to turn up the volume on your brand?



[MASSIVEMUSIC.COM](https://massivemusic.com)



Firas Wahbeh
Chief brand officer
BEEAH Group

As chief marketing officer at BEEAH Group, Firas is responsible for creating and executing strategic marketing plans and brand campaigns across all business units of the group. Combining insights with innovation, Firas is part of the leadership team for the organization and has led all marketing functions, corporate communication programs and social responsibility initiatives to accelerate brand recognition and achieve the group's vision for pioneering sustainable quality of life. Firas has spearheaded marketing activities for several organizational milestones and ground-breaking projects.



Mel Zagidullina
Creative lead
Bloomingdale's ME

As a lead designer at Bloomingdale's and Harvey Nichols, Mel's career has been marked by success across award-winning agencies, e-commerce platforms and luxury retail. Her passion for creativity drives her to bring a wealth of experience and expertise to every project. Known for her skills in branding, campaign design and packaging, Mel consistently delivers impactful results. Committed to excellence, she leads with hands-on creativity, motivating teams to achieve exceptional outcomes. Mel believes effective design and storytelling are crucial in building lasting connections between customers and brands.

**WINNER
WINNER**



WINNER WINNER

CONTENT

BEST USE OF A VISUAL PROPERTY

Gold – Abu Dhabi Comedy Week and KNOW Creative

Gold – Platte Island – Waldorf Astoria Seychelles and Balcony8

Silver – Nadura and JansenHarris

Bronze – EIRA Water and Brand Lounge

BEST BRAND ARCHITECTURE SOLUTION

Gold – EMSTEEL and Bellwether

Silver – Ministry of Municipal Rural Affairs & Housing KSA and Skyne

Silver – Qiddiya and Brash Agency

Bronze – Yas Holding and All About Brands

BEST USE OF COPY STYLE OR TONE OF VOICE

Gold – Etihad Credit Bureau and Accenture Song

Silver – 7X and Brand Lounge

Bronze – SITE and BOND

BEST BRAND EXPERIENCE

Gold – Riyadh Season Cup and Interstate Creative Partners

Silver – Etihad Credit Bureau and Accenture Song

Silver – MKU and Brand Lounge

Bronze – Manchester City Football Club and All About Brands

BEST USE OF PACKAGING

Gold – EIRA Water and Brand Lounge

Silver – Bustanica and KNOW Creative

Silver – Hydrate Me and ADinB

Bronze – EMX and Brand Lounge

BEST WAYFINDING OR SIGNAGE

Gold – 7X and Brand Lounge

Bronze – Riyadh Airports Company (RAC)

BEST USE OF TYPOGRAPHY

Gold – Abu Dhabi Comedy Week and KNOW Creative

Gold – Al-Qadisiyah with Dragon Rouge and Gene Branding

Silver – Bustanica and KNOW Creative

Silver – SITE and BOND

BEST PLACE BRAND

Gold – Saudi Tourism Authority and TQ Branding

Silver – New Murabba and Brash Agency

Bronze – Al-Madinah Region Development Authority and D-ales Design Boutique

Highly commended – Hawar Resort by Mantis and JansenHarris

BEST EXPRESSION OF A BRAND ON SOCIAL MEDIA CHANNELS

Gold – Aljada Skatepark and Arada

Silver – Prince Mohammed Bin Salman Royal Reserve and TQ Branding

Bronze – UAE School Games and ADinB

PROCESS

BEST INTERNAL COMMUNICATIONS DURING A BRAND DEVELOPMENT PROJECT

Gold – Ethara and Acorn Strategy

Silver – EMSTEEL and Bellwether

Silver – U by Emaar and Karak

Bronze – OQBi and Skyne

BEST IMPLEMENTATION OF A BRAND DEVELOPMENT PROJECT

Gold – Etihad Credit Bureau and Accenture Song

Silver – Department of Community Development – Numou and ADinB

Silver – VIM EV and Recollect Studios

BEST LOCALIZATION OF AN INTERNATIONAL BRAND

Gold – Georgetown University and Skyne

Bronze – Chipsy Kettle Cooked Redesign. and PepsiCo

WINNER WINNER

STRATEGY

BEST CREATIVE STRATEGY (BUSINESS)

Gold – SITE and BOND

Silver – Al-Qadisiyah with Dragon Rouge and Gene Branding

Silver – Central Testing Lab (CTL) and Viola Communications

Bronze – Saudi Halal Center and Gene Branding

BEST CREATIVE STRATEGY (CONSUMER)

Gold – Mokha 1450 and Rogue

Silver – Bustanica and KNOW Creative

Silver – Hawar Resort by Mantis and JansenHarris

Bronze – High Mark Distillery and Rogue

BEST CREATIVE STRATEGY (CORPORATE)

Gold – 7X and Brand Lounge

Silver – EMSTEEL and Bellwether

Bronze – Havelock One and Rogue

BEST BRAND EVOLUTION (BUSINESS)

Gold – Etihad Credit Bureau and Accenture Song

Gold – SITE and BOND

Silver – Central Testing Lab (CTL) and Viola Communications

Silver – Gathern and Gene Branding

Bronze – United Insurance Company and Limefish Design

BEST BRAND EVOLUTION (CONSUMER)

Gold – Mokha 1450 and Rogue

Silver – Bustanica and KNOW Creative

Silver – High Mark Distillery and Rogue

Bronze – Al Shifa Honey and Skyne

Bronze – U by Emaar and Karak

BEST BRAND EVOLUTION (CORPORATE)

Gold – 7X and Brand Lounge

Silver – General Organization of Social Insurance and TQ Branding

Silver – TransMedia Dynamics and OMNI Creative Agency

Bronze – Hadeef & Partners and Siegel+Gale

BEST STRATEGIC OR CREATIVE DEVELOPMENT OF A NEW BRAND

Gold – EMX and Brand Lounge

Silver – MURU – Waldorf Astoria Doha and Balcony8

Silver – Platte Island – Waldorf Astoria Seychelles and Balcony8

Bronze – XRG and All About Brands

BEST DEVELOPMENT OF A NEW BRAND WITHIN AN EXISTING BRAND PORTFOLIO

Gold – EMX and Brand Lounge

Silver – Saudi Tourism Authority (Saudi Red Sea) and TQ Branding

Silver – Standard Housing Development Authority and Skyne

Bronze – Human Resources and Social Development with Zan Agency

BEST NAMING STRATEGY

Gold – 7X and Brand Lounge

Gold – XRG and All About Brands

Silver – ROSHN Group – Warefa and VML

Bronze – Department of Community Development and ADinB

TYPE

BEST CORPORATE REBRAND FOLLOWING A MERGER OR ACQUISITION

Gold – EMSTEEL and Bellwether

Silver – CWB and Gulf Capital with Kinetic

BEST BRAND DEVELOPMENT PROJECT TO REFLECT A CHANGE OF MISSION, VALUES OR POSITIONING (BUSINESS)

Gold – Etihad Credit Bureau and Accenture Song

Silver – SITE and BOND

Bronze – Central Testing Lab (CTL) and Viola Communications

Highly commended – Yas Holding and All About Brands

BEST BRAND DEVELOPMENT PROJECT TO REFLECT A CHANGE OF MISSION, VALUES OR POSITIONING (CONSUMER)

Gold – Saudi Tourism Authority and TQ Branding

Silver – Camelicious and Skyne

BEST BRAND DEVELOPMENT PROJECT TO REFLECT A CHANGE OF MISSION, VALUES OR POSITIONING (CORPORATE)

Gold – 7X and Brand Lounge

Gold – EMSTEEL and Bellwether

Silver – Reso and

Industry Partners Limited

Bronze – Modon and All About Brands

WINNER WINNER

TYPE

BEST BRAND CONSOLIDATION

Gold – EMSTEEL and Bellwether

Silver – Reza and Brash Agency

BEST DIGITAL TRANSFORMATION

Gold – 7X and Brand Lounge

Gold – General Organization of Social Insurance and TQ Branding

Silver – EIRA Water and Brand Lounge

Silver – Etihad Credit Bureau and Accenture Song

Bronze – Reso and

Industry Partners Limited

AUDIO

BEST AUDIO BRAND

Gold – Talabat with why do birds and DE FALCON

Gold – Your Bazaar and WithFeeling

Silver – Dubai Racing Club and WithFeeling

Bronze – BSF and MassiveMusic

Bronze – ROSHN Group

BEST SONIC BRAND ACTIVATION

Gold – Talabat with why do birds and DE FALCON

Silver – Sound Affects and Sixième Son

Bronze – Festival City DCFM and Ahmad Haffar

Bronze – Platte Island – Waldorf Astoria Seychelles and Balcony8

BEST SONIC BRAND EVOLUTION

Gold – AROYA Cruises and MassiveMusic

Silver – Saudia and amp

SECTOR

BEST VISUAL IDENTITY BY A CHARITY, NGO OR NOT-FOR-PROFIT

Gold – Art of Heritage and Zan Agency

Silver – Saudi Halal Centre and Gene Branding

BEST VISUAL IDENTITY FROM THE EDUCATION SECTOR

Gold – Numu and Yellow

Silver – OIE and OHI Leo Burnett

BEST VISUAL IDENTITY FROM THE ENERGY AND UTILITIES SECTOR

Gold – OQEP and OHI Leo Burnett

Silver – XRG and All About Brands

BEST VISUAL IDENTITY FROM THE FARMING AND AGRICULTURAL SECTOR

Gold – Central Testing Lab (CTL) and Viola Communications

Silver – Meliha Dairy and Skyne

Bronze – Silal and All About Brands – Innovation Oasis

BEST VISUAL IDENTITY FROM THE FINANCIAL SERVICES SECTOR

Gold – Etihad Credit Bureau and Accenture Song

Silver – BFI Bank and Identidadi

Bronze – Abu Dhabi Investment Council and All About Brands

BEST VISUAL IDENTITY FROM THE FMCG SECTOR

Gold – Bustanica and KNOW Creative

Silver – Nadura and JansenHarris

Bronze – Al Shifa Honey and Skyne

Bronze – EIRA Water and Brand Lounge

WINNER WINNER

SECTOR

BEST VISUAL IDENTITY FROM THE FOOD AND BEVERAGE SECTOR

**Gold – MURU – Waldorf Astoria Doha
and Balcony8**

Gold – Souk Nook and JansenHarris

Silver – EIRA Water and Brand Lounge

Silver – Menu Mechanics and Kook

Bronze – Mokha 1450 and Rogue

BEST VISUAL IDENTITY FROM THE HEALTHCARE AND PHARMACEUTICAL SECTOR

Gold – Ovasave and Yellow

Silver – Reza and Brash Agency

Bronze – The Department of Health
Abu Dhabi with Abu Dhabi Health Data
Services and M&C Saatchi Consulting

BEST VISUAL IDENTITY FROM THE INDUSTRIAL, EXTRACTIVES AND BASIC MATERIALS SECTOR

Gold – EMSTEEL and Bellwether

Silver – OQBI and Skyne

Bronze – MS Metals and Skyne

BEST VISUAL IDENTITY FROM THE LIFESTYLE AND WELLBEING SECTOR

**Gold – Abu Dhabi Comedy Week and
KNOW Creative**

Silver – Department of Community
Development – Nabdh and ADinB

Bronze – Anat and Mr.Studio Co.

Bronze – Tulah and Brash Agency

BEST VISUAL IDENTITY FROM THE PROFESSIONAL SERVICES SECTOR

**Gold – Female Talent Agency (FTA)
and Airborne Studio**

Silver – Central Testing Lab (CTL) and
Viola Communications

Bronze – Reso and
Industry Partners Limited

Highly commended – Growdash and
Acorn Strategy

BEST VISUAL IDENTITY FROM THE PROPERTY, CONSTRUCTION AND FACILITIES MANAGEMENT SECTOR

**Gold – New Murabba and
Brash Agency**

Silver – Arisha Terraces and Skyne

Bronze – Douglas OHI and
OHI Leo Burnett

BEST VISUAL IDENTITY FROM THE PUBLIC SECTOR

Gold – 7X and Brand Lounge

Silver – General Organization of
Social Insurance and TQ Branding

Silver – The Culture House and
Zan Agency

Bronze – Central Testing Lab (CTL) and
Viola Communications

Bronze – Libraries commission
by the Ministry of Culture and
Shaddah Design Studio

BEST VISUAL IDENTITY FROM THE RETAIL SECTOR

Gold – Voieur and Brand Lounge

Silver – Boshies and Kook

Bronze – The Galleria Mall and Balcony8

BEST VISUAL IDENTITY FROM THE SPORTS AND LEISURE SECTOR

**Gold – Al-Qadisiyah with
Dragon Rouge and Gene Branding**

Silver – UAE School Games and ADinB

Bronze – Aljada Skatepark and Arada

BEST VISUAL IDENTITY FROM THE TECHNOLOGY, MEDIA AND TELECOMMUNICATIONS SECTOR

**Gold – Avance Metering and OMNI
Creative Agency**

Silver – SITE and BOND

Bronze – Etihad Credit Bureau and
Accenture Song

BEST VISUAL IDENTITY FROM THE TRANSPORT AND LOGISTICS SECTOR

Gold – Riyadh Air and PriestmanGoode

Silver – 7X and Brand Lounge

Silver – EMX and Brand Lounge

Bronze – Folk Maritime and
TQ Branding

Bronze – Martistel and Shuka

BEST VISUAL IDENTITY FROM THE TRAVEL AND TOURISM SECTOR

**Gold – Hawar Resort by Mantis
and JansenHarris**

**Gold – Saudi Tourism Authority
and TQ Branding**

Silver – Gathern and Gene Branding

Bronze – AUH and JansenHarris



Monotype.

Meet your
font
match

With over 150,000 fonts
at your fingertips, find
your type like a pro
with Monotype.

www.monotypefonts.com



**WINNER
WINNER**

**SPECIAL
RECOGNITION**

BRAND STRATEGIST
OF THE YEAR

Roger Gray, Brash Agency

Winner

CREATIVE DIRECTOR
OF THE YEAR

**Daniel Fernández Gómez,
Accenture Song**

Winner

YOUNG CONTENDER
OF THE YEAR

**Alba Morales,
Accenture Song**

Winner

**GRAND
ACCOLADES**

BEST OVERALL
VISUAL IDENTITY

**7X
and Brand Lounge**

Winner

GRAND PRIX

**Etihad Credit Bureau
and Accenture Song**

Winner



CONTENT



BEST USE OF A VISUAL PROPERTY



ABU DHABI COMEDY WEEK AND KNOW CREATIVE

The Abu Dhabi Department of Culture and Tourism and Miral worked with Live Nation to debut Abu Dhabi Comedy Week 2024. It was designed to showcase comedy legends and rising stars in a new platform for world-class comedy. KNOW Creative eschewed the clichés of comedy branding while ensuring the brand was comprehensive enough to capture the week's full program of events.

The use of a type-driven brand was extraordinarily effective in achieving these aims. The wordmark is fun, free-form and flexible, while still providing a sense of cohesion across the event's many brand touchpoints. It lends the same authority to both household names and newcomers to the scene, allowing every individual show to shine on the same global stage. Judges thought this was creative and purposeful, with one praising the "very creative design and colors, capturing the fun and free vibe and allowing for the versatility of the creatives to shine."



PLATTE ISLAND – WALDORF ASTORIA SEYCHELLES AND BALCONY8

The Waldorf Astoria Seychelles Platte Island is a luxury hotel on a private island in a stunning location in the Seychelles. The island's five dining outlets wanted to capture the spirit of Platte Island while entrancing its high-net-worth guests and fitting within the wider hotel branding. Balcony8 achieved this by creating a collection of five distinctive brands united by the same typeface.

This allowed each dining experience to showcase its unique offering – all based on the island's location and heritage – while remaining a cohesive unit. Experiences as distinctive as poolside casual dining and a haute cuisine restaurant setting feel at once a part of the same collection, while still expressing their distinctive identities. Judges thought this was "an escape for the eyes", with emotive, premium branding, stunning photography and a polished look across five different venues that are joined effectively by the same masterbrand typeface.

BEST USE OF A VISUAL PROPERTY

NADURA AND JANSENHARRIS

To create a brand for a new plant-based meat alternative and set the foundation for a broader vegan brand required a deft hand. JansenHarris had to stand out among better-established competitors while tapping into consumer needs and emotions by focusing on making vegan choices part of a lifestyle. The wordmark includes an asterisk that acts as an explainer, a mark of personality and a storytelling brand asset. Judges liked the way this brought a "bing of freshness and dynamism to the brand."



SILVER

BRONZE



EIRA WATER AND BRANDLOUNGE

Norwegian water brand EIRA worked with Brand Lounge to redesign its bottle and visual identity to capitalize on its industry-leading position in the Middle East. Brand Lounge drew inspiration from Nordic runes to create a monogram that acts as a storytelling tool and communicates the brand's purity and timeless elegance. One judge said, "EIRA Water is a great example of using a brand's elements in a subtle and strong manner to create recognition beyond the logo."



Ruffling feathers.

There is never flight without ruffling a few feathers. We believe that true potential is realised when we shake off the familiar and pursue a brands purpose, creating *Bellwether** brands.

**Bellwether: Leader, Industry Indicator.*

Bellwetherbrands.com

BEST BRAND ARCHITECTURE SOLUTION



EMSTEEL AND BELLWETHER

When Emirates Steel and cement and building materials producer Arkan merged, it was clear the new brand needed to incorporate elements from both companies. The approach would have to shift perceptions of Arkan while forging a new, unified future for EMSTEEL. The company worked with Bellwether to clarify the entire group's portfolio, simplifying the array of sub-brands and linking product brands more closely to EMSTEEL itself.

The resulting brand architecture leads a unified portfolio of product brands – Emirates Steel, Emirates Cement and Emirates Blocks. This structure fosters synergy, strengthens brand equity across the portfolio and creates a seamless link to the holding brand. One judge called this a “flawless execution in merging two legacy brands into a sustainable, global powerhouse.”

BEST BRAND ARCHITECTURE SOLUTION

MINISTRY OF MUNICIPAL RURAL AFFAIRS & HOUSING KSA AND SKYNE

Saudi Arabia's Ministry of Municipal Rural Affairs and Housing needed a brand that could engage the private sector, provide clarity for each of 14 sectoral committees and improve the future of housing in the kingdom. It worked with Skyne on a map and grid-based identity for the Standards Development Committees. The result is practical, elegant and creative, providing a colorful and useful foundation for multi-sector communications.



NOW WE PLAY

QIDDIYA AND BRASH AGENCY

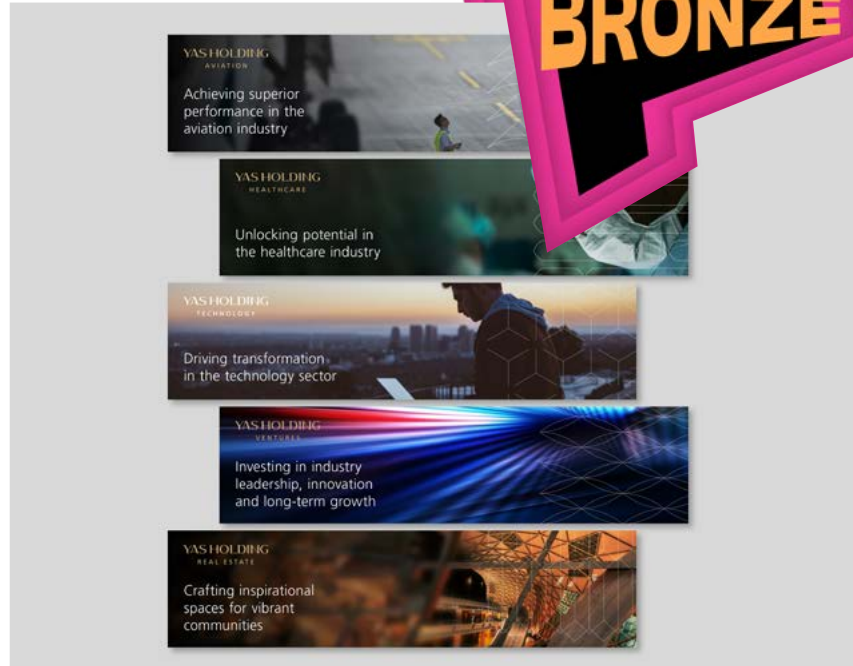
Qiddiya City is designed to be Saudi Arabia's destination hub for entertainment, sports and culture. It worked with Brash to create a brand on an epic scale capable of allowing the city to grow as its development proceeds. One judge said, "Qiddiya's city-wide architecture is highly innovative and complex, setting a new benchmark for place branding."



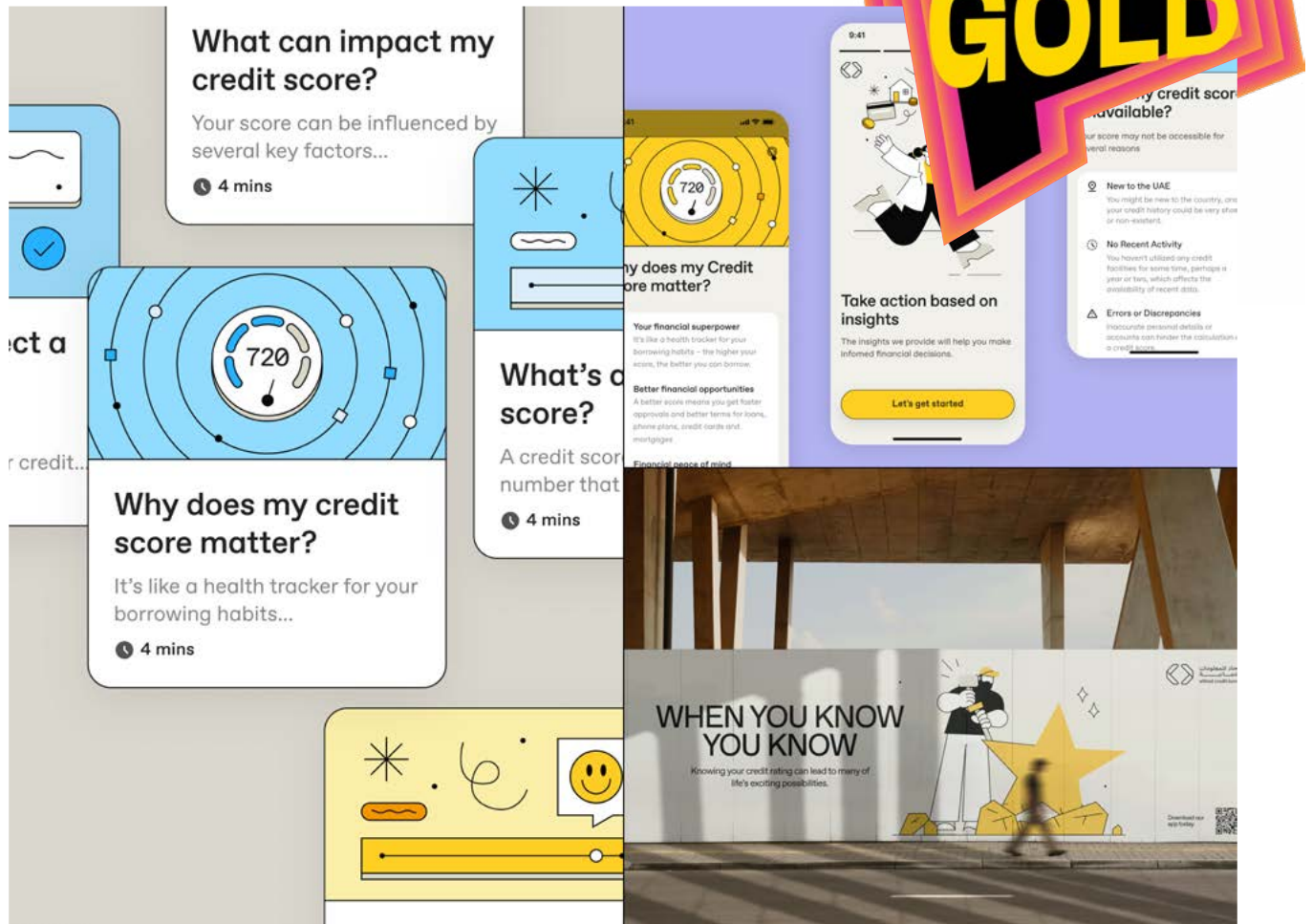
BEST BRAND ARCHITECTURE SOLUTION

YAS HOLDING AND ALL ABOUT BRANDS

Yas Holding is a massive, well-known holding company operating across the MENA region. But it needed a brand update to remain relevant, future-facing and dynamic. All About Brands crafted a simple corporate structure and luxe visual identity that will allow Yas to grow well into the future. Judges thought this was well thought through, effective and clean.



BEST USE OF COPY STYLE OR TONE OF VOICE



ETIHAD CREDIT BUREAU AND ACCENTURE SONG

The Etihad Credit Bureau is the foundation of nearly every loan or credit transaction in the UAE. But it wanted to step into the spotlight to become a trusted – and recognized – partner in financial wellbeing. To do so, it needed a tone of voice that would cut through the financial services industry jargon and build emotive connections with a young audience.

Accenture Song developed four key tones of voice that allow the company to reach different audiences based on their financial needs and financial literacy. This makes for a flexible but still cohesive tone of voice that is empowering, authentic and transparent. Judges loved the use of personas to achieve this result, with one saying: "I really loved how clear the strategy of this campaign was. The depth of research and development that went into this rebrand was enormous, yet they were able to take something quite complex and distill it into clear and engaging messaging."

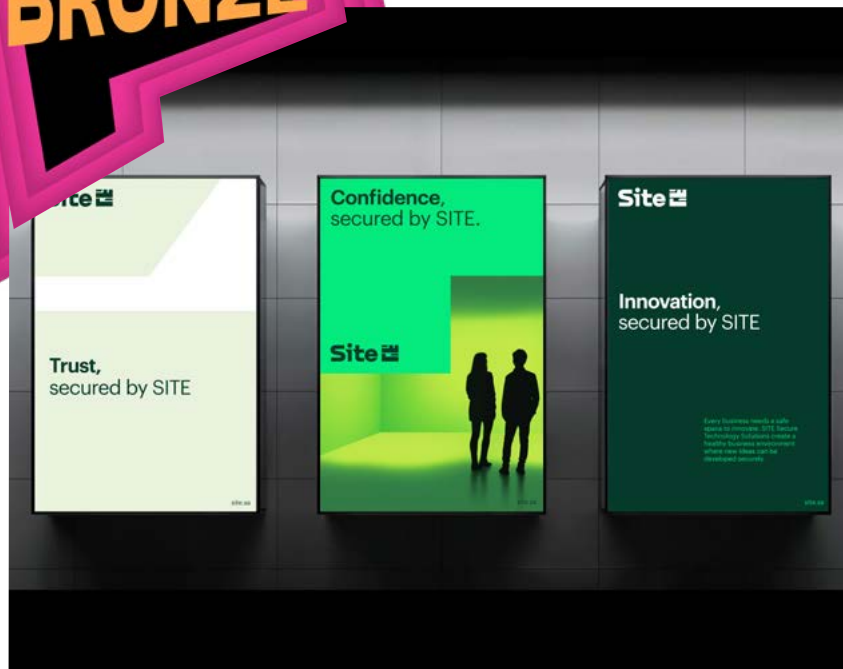
BEST USE OF COPY STYLE OR TONE OF VOICE

7X AND BRAND LOUNGE

Formerly the Emirates Post Group, 7X needed to reinvent itself to serve modern postal needs. It wanted a tone of voice that was authoritative and dynamic as well as capable of shifting the company towards a full-scale logistics partner. Brand Lounge introduced a tone of voice centered around motion-driven language. One judge said this was "amazing brand work. I felt they nailed it!"



BRONZE



SITE AND BOND

Cybersecurity company SITE worked with BOND on a redevelopment of its copy style and tone of voice to eschew its defensive, negative tone. It built a system designed around quiet confidence. This resulted in an assertive, factual and quick-thinking tone alongside an effective copy style using the 'secured by SITE' phrase to inspire trust and authority. One judge said, "I appreciate the simplicity and confidence of this new tone of voice."

BEST BRAND EXPERIENCE



RIYADH SEASON CUP AND INTERSTATE CREATIVE PARTNERS

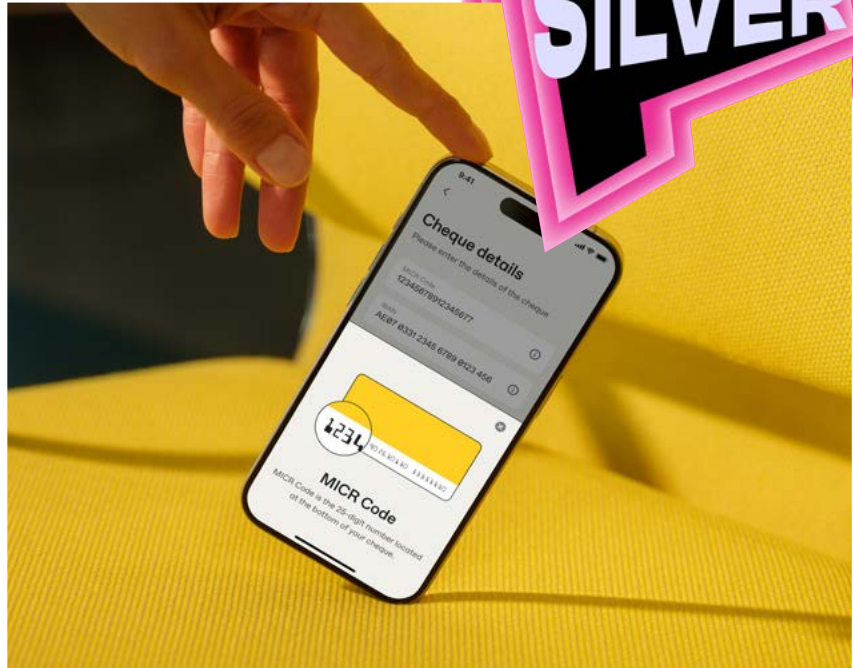
Inter Miami, Al Hilal and Al Nassr competed in the Kingdom Arena for the Riyadh Season Cup. The identity and experience had to live up to the global powerhouse players taking the pitch and the fervor and passion of the sport. Interstate Creative Partners crafted a fan experience that turned the matches into a visual spectacle that fueled the media attention around the tournament.

Everything from the in-stadium experience to the at-home broadcast treatment and the merchandise was subject to the world-class branding treatment. The identity was infused with energy and forward momentum to reflect both the game itself and Saudi Arabia's drive to become a global destination for sports fans. Judges – some of whom attended the tournament – were impressed with the “perfect rollout”. One said, “The team successfully developed a very engaging brand experience that keeps the audience always at the heart of this timeless story.”

BEST BRAND EXPERIENCE

ETIHAD CREDIT BUREAU AND ACCENTURE SONG

At the heart of the Etihad Credit Bureau brand experience is a commitment to personable communications that help users understand their finances. Accenture Song built four personas to use as models for key audience segments. This helped tailor the communications and user experience and ensure the brand's commitment to its customers was followed through at every touchpoint. Judges loved the "really creative and out-of-the-box ideas" that led to a successful rebrand.



MKU AND BRAND LOUNGE

Defense business MKU worked with Brand Lounge to create an exhibit experience to launch the Kavro Dome 360 helmet at the Milipol trade event. The visual identity is emotive and eye-catching, asking people: 'What is the cost of life?'. This storytelling approach diverges from the typical tech specs-first approach to great effect. "MKU exemplifies innovation and impact. Its commitment to excellence in brand implementation reflects a deep dedication to quality and purpose. It's truly inspiring to see how it aligns its vision with significant contributions to the industry, target market and brand experience," said one judge.

BEST BRAND EXPERIENCE

MANCHESTER CITY FOOTBALL CLUB AND ALL ABOUT BRANDS

Manchester City Football Club worked with All About Brands on a sculpture of three storied players: Colin Bell, Francis Lee and Mike Summerbee. The piece had to be primed for fan photos and potential interactions. Sculptor David William-Ellis created a single piece that featured all three men in a state of motion. Rendered in bronze, the installation is durable, eye-catching and built to last. One judge said it was a "super-engaging brand experience that keeps the brand legacy alive through the statue, as well as communicating it to the next generation."



BEST USE OF PACKAGING



EIRA WATER AND BRAND LOUNGE

EIRA Water aimed to become a leading product range in the Gulf region, bringing the fresh, crisp taste of the Norwegian fjords to the deserts of the MENA region. Its packaging had to express a purity and premium quality to elevate bottled water from a commodity to a desirable product. Brand Lounge considered everything from the typeface to the shape and feel of the bottle cap when considering EIRA's packaging solution.

It developed a packaging range that uses the same shape - with a distinctive chunky, tapered cap - across PET, aluminum and glass bottles. The packaging is designed to be a status symbol and is infused with gold and silver gradients, a unique shape and a stylish cap. The debossed monogram is the icing on the luxurious cake. Judges loved the way this was a "complete creative packaging exercise that successfully developed a full experience around the product, which makes it unique and memorable."

BEST USE OF PACKAGING

BUSTANICA AND KNOW CREATIVE

Vertical farming company Bustanica needed its packaging to help it become one of the breakouts in the crowded sector. To stand out, KNOW Creative focused on building color into the brand, redeveloping the typeface to infuse it with charm and personality, and introducing additional brand assets like patterns and glyphs. Judges thought this approach "reflected the freshness of the brand and category well."



HYDRATE ME AND ADINB

Electrolyte product Hydrate Me wanted to stand out based on its high quality and health-conscious offering. The solution had to balance practical needs and compliance with eye-catching graphics and visual impact. Gulf Advertising in Business introduced a battery symbol into the 'H' icon, clearly communicating the brand's purpose. This freed up space on the pack for visual storytelling. "If I was looking at this product on the shelf I would definitely pick it," said one judge.

BEST USE OF PACKAGING

EMX AND BRAND LOUNGE

EMX, the dedicated courier, express and parcel arm of the 7X Group, was established to lead the future of advanced logistics. Its packaging solution had to be durable, visually cohesive and aligned with the group's design ethos. The use of boxy graphics and an off-center 'X' communicate both EMX's purpose and its connection with the masterbrand's forward motion-driven brand. One judge said this was "super-creative and aligned to the point of its brand strategy. Very well crafted and implemented."



BEST WAYFINDING OR SIGNAGE

GOLD



7X AND BRAND LOUNGE

7X is a transport and logistics brand derived from Emirates Post Group. Its new wayfinding and signage system had to espouse its commitment to progress, innovation and momentum. But the complexity of the postal system's operations required a wayfinding system that could communicate clearly and authoritatively across a variety of spaces.

Brand Lounge used an angular displacement in the wordmark's 'X' to communicate a sense of motion. This same design effect was applied to the brand's signage. This allowed simple, effective communicative signage to also retain a strong link to the brand's ethos and ambitions. It's an effective, elegant solution for a complex project. One judge said, "The execution appears precise, clean and adaptable, ensuring brand consistency across different touchpoints."

BEST WAYFINDING OR SIGNAGE

RIYADH AIRPORTS COMPANY (RAC)

The Riyadh Airports Company's wayfinding solution for King Khalid International Airport needed to direct passengers, employees, logistics operations, security personnel and countless others through a busy airport hub. It developed an effective signage system replete with interactive screens and maps to ensure the airport was navigable and clear. Judges called this "a highly functional, well-branded system that effectively supports clear navigation."



As we say in Saudi, **if someone doesn't know what a falcon is, they would grill it!** No body knows our culture and DNA as well as we do.

At Gene, we are a strategic Saudi branding consultancy that enjoys collaborating with authentic and progressive brands. We help them in defining, designing, and amplifying their brands so that they can progress, transform, and make a difference.

اللي
مايعرف
الظفر
يشويه!

جين Gene

www.genebranding.com



BEST USE OF TYPOGRAPHY



ABU DHABI COMEDY WEEK AND KNOW CREATIVE

Abu Dhabi Comedy Week was intended to be a global showcase of both fresh and established names in global comedy. To attract audiences to every performance and elevate the event to a globally renowned cultural festival, KNOW Creative had to create a show-stopping brand. The heart of the brand is a typeface that screams comedy.

Instantly iconic and well suited to meet the brand's many requirements, the brand is informal and fun, stands out from similar Gulf festivals and other global comedy events, and avoids the visual clichés common in comedy. With a typeface at the heart of the visual identity, the brand is united across every touchpoint and scale of performance. "It is a clear winner!" said one judge. Another said, "I love the use of analogue typography that really captures the essence of the brand: humor, audience reactions and live energy."



AL-QADISIYAH WITH DRAGON ROUGE AND GENE BRANDING

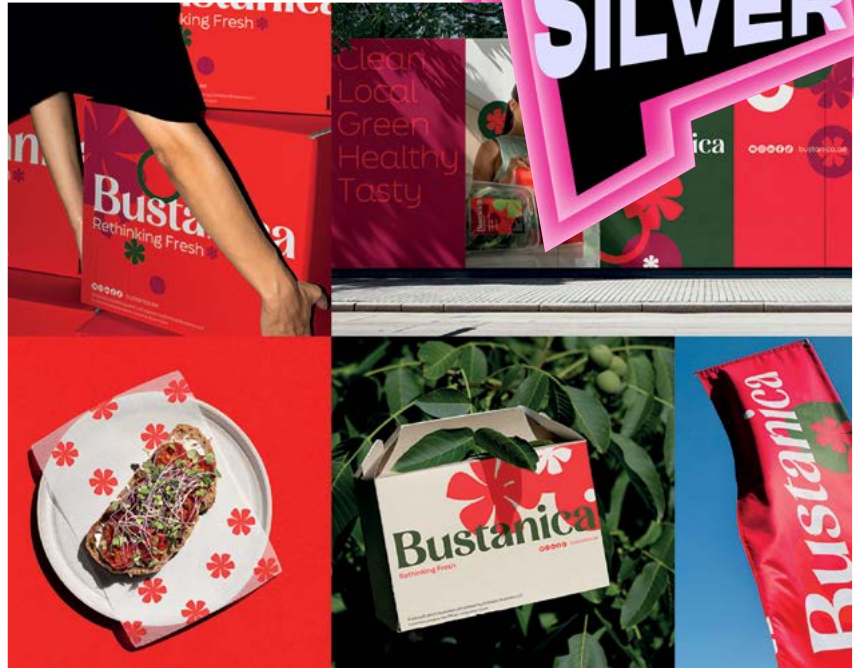
Football club Al-Qadisiyah needed a bilingual typeface that effectively represented both Arabic and Latin scripts while maintaining coherence and legibility across multiple platforms. It had to appeal to the club's fanbase while remaining accessible to new audiences. It also had to flex from 'low-impact' brand touchpoints like broadcast expressions to 'high-impact' ones like billboards and prominent digital applications.

Dragon Rouge and Gene Branding created a typeface that complements the club's icon with sharp details mirroring the logo's geometric elements. This also symbolizes the city of Al Khobar's layout and architectural gems. One judge said, "Amazing work! Great use of the logo type to build a full typographic family and suite of brand collateral. Exceptionally strong work, and definitely a winner!"

BEST USE OF TYPOGRAPHY

BUSTANICA AND KNOW CREATIVE

In fresh salads and produce packaging, KNOW Creative found there was little in the way of creative typography. To allow vertical farm Bustanica's products to stand out, KNOW Creative reinvented its typeface. The new approach eliminated the need for a dual-language version of the brand icon by emphasizing the phonetic Arabic and the interplay between the Arabic 'Beh' and Latin 'B' characters. "A thoughtful and considered typographic execution. I loved that Bustanica worked with Nadine Chahine to develop the logotype and how the glyphs represent the idea of vertical farming so clearly."



SILVER

SILVER

SITE AND BOND

Secure technologies brand SITE wanted to shift its tone of voice from defensive and preventative to protective and trusted. Part of this rebrand by BOND included the development of a brand icon derived from the brand's Arabic name. The type design was inspired by Saudi fortress architecture and is green – an auspicious color in Saudi Arabia.



BEST PLACE BRAND



Saudi
Welcome
to Arabia

SAUDI TOURISM AUTHORITY AND TQ BRANDING

The Saudi Tourism Authority is on a mission to change perceptions of travel to Saudi Arabia and make it a place known for natural beauty, a unique heritage, modern urban buzz and ancient splendors. The new brand showcases the kingdom's vibrancy, welcoming nature and diverse offering. To achieve this, TQ Branding grounded the brand in the strapline, 'Heart of Arabia'. This provided a sense of cohesion across the authority's many touchpoints.

A new color palette and pattern motif make the brand more flexible, eye-catching and social media-friendly. It also allows for versatility across different sub-brands and place brands. A record high number of tourists visited Saudi Arabia as a result of the new brand's implementation. One judge said, "It redefined Saudi Arabia's tourism industry, shattered global records and transformed economic contributions. The execution was bold, immersive and globally resonant."

BEST PLACE BRAND

NEW MURABBA AND BRASH AGENCY

The New Murabba development in the heart of Riyadh needed to capture imaginations with a distinctive offering and memorable brand. It worked with Brash Agency to align the architecture of the site with its visual identity. The result across the physical and visual landscapes is a cube imbued with geometric patterns, which acts as a placemaking device and storytelling asset. One judge called this "standout urban development branding. It created an iconic identity, ensuring high visibility in a competitive space."



BRONZE



AL-MADINAH REGION DEVELOPMENT AUTHORITY AND D-TALES DESIGN BOUTIQUE

The Al-Madinah Region Development Authority worked with D-tales to create an authenticity mark to fight the influx of counterfeit products claiming to derive from the region. The Baraka of Medina origin mark needed to protect the city's IP and promote a clear understanding of the value of responsible tourism. The design system is effective, memorable and flexible and deemed "innovative heritage branding" by the judges.

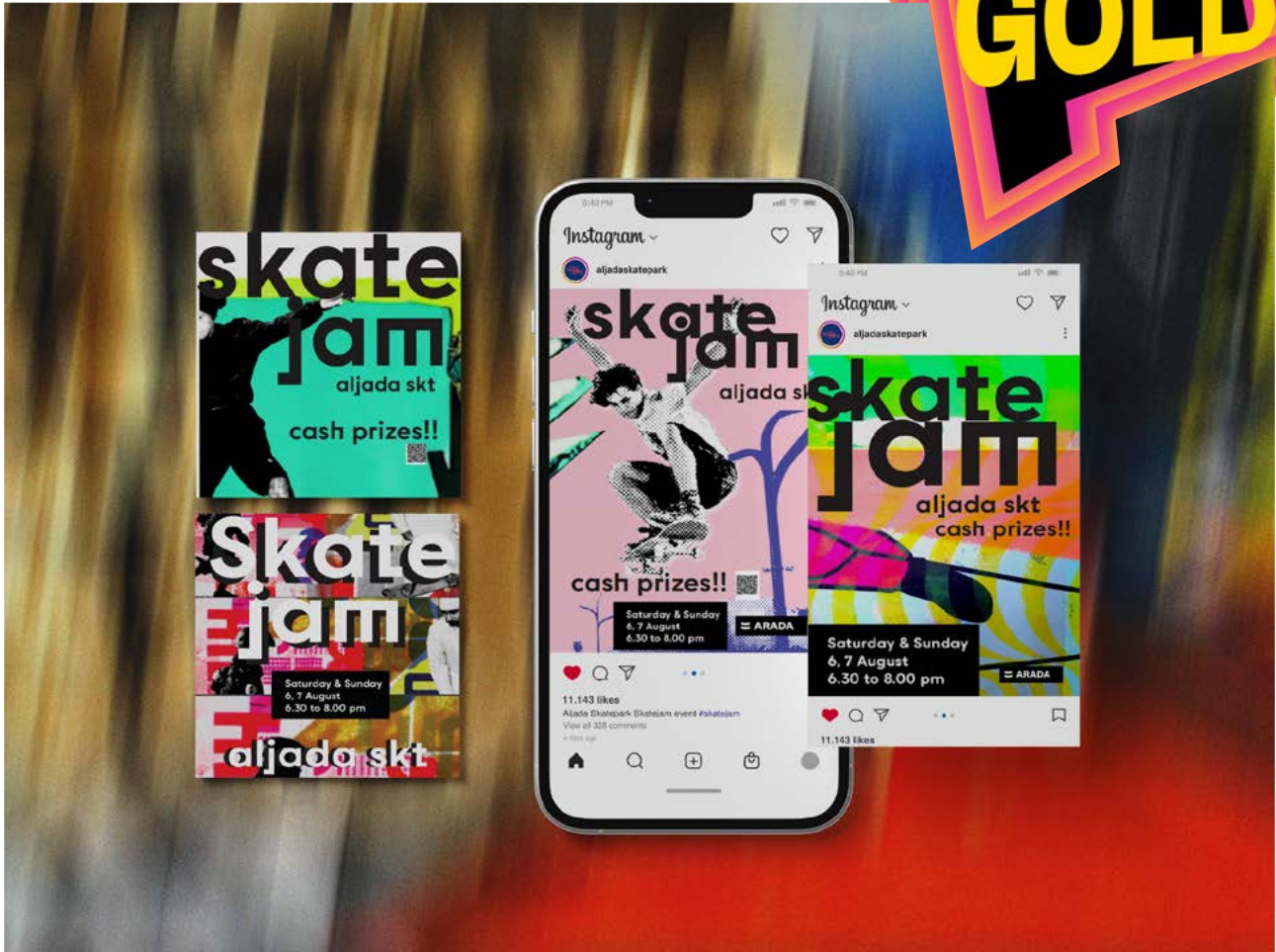
BEST PLACE BRAND

HAWAR RESORT BY MANTIS AND JANSEN HARRIS

Hawar Resort worked with Jansen Harris to create a brand for a green resort located on a Unesco World Heritage island. The brand blends traditional craftsmanship with luxury graphics for a refined, approachable identity.



BEST EXPRESSION OF A BRAND ON SOCIAL MEDIA CHANNELS



ALJADA SKATEPARK AND ARADA

The new Aljada Skatepark brand captures the vibrant energy and dynamism expected of a global skating brand while being locally relevant and authentic, connecting Sharjah's local skating community to the international community. The skate park also played host to an Olympic qualifying event. But its brand needed to be authentic to both the skating community and Sharjah's urban character.

Arada brought together artwork and insights from both 19 year-old Olympic gold medalist Keegan Palmer and renowned graphic designer David Carson to create something entirely unique. The resulting visual identity and social media expression is full of color, exciting graphics, explosive mixed media and an energetic collage style. The result is impactful, unique and entirely place-making.

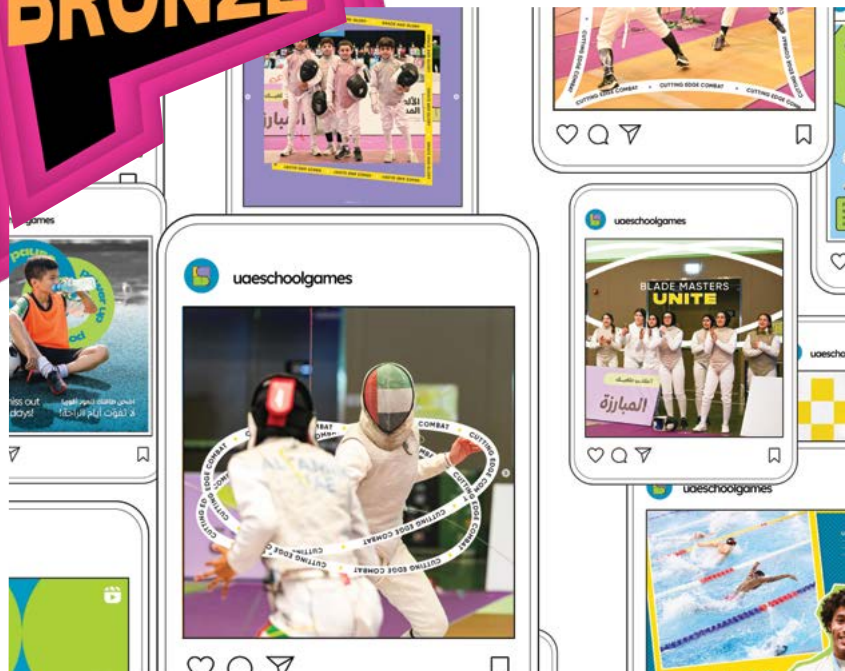
BEST EXPRESSION OF A BRAND ON SOCIAL MEDIA CHANNELS

PRINCE MOHAMMED BIN SALMAN ROYAL RESERVE AND TQ BRANDING

Saudi Arabia's Prince Mohammed Bin Salman Royal Reserve worked with TQ Branding on a social media strategy that blends the park's conservation efforts with a carefully designed visual system that enhances the storytelling around tourism. The use of framing devices and color alongside stunning photography on social media make this a brand primed for making a big impact on Instagram and other visual media.



BRONZE



UAE SCHOOL GAMES AND ADINB

The UAE School Games is a nationwide sports program dedicated to identifying, nurturing and celebrating the athletic talents of young people across the UAE. ADinB built an identity based on simple renderings of sports pitches, courts and venues. Combined with child-friendly colors and fun sporting equipment illustrations, this makes for a brand with tons of personality and creative expression.



PROCESS



BEST INTERNAL COMMUNICATIONS DURING A BRAND DEVELOPMENT PROJECT

GOLD



ETHARA AND ACORN STRATEGY

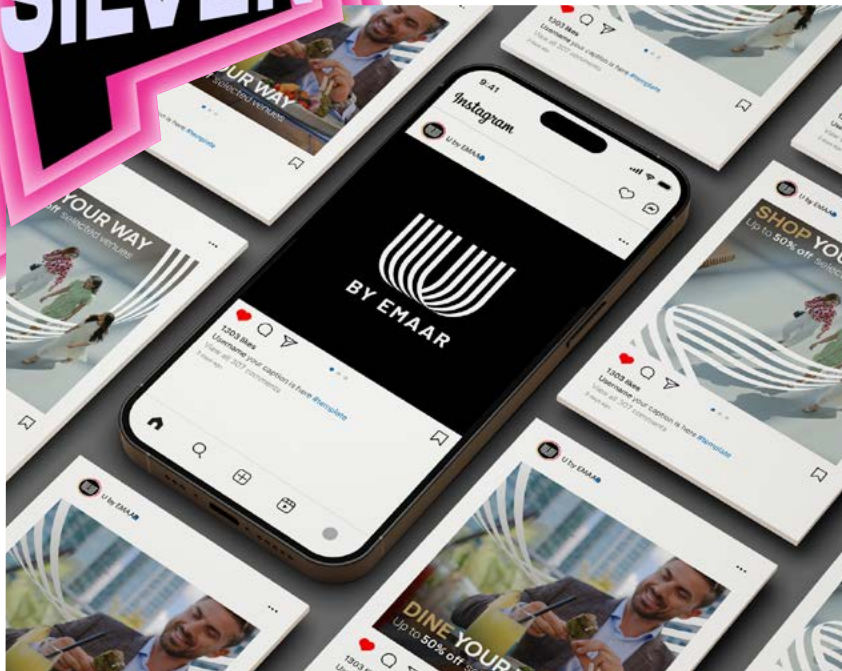
When Abu Dhabi Motorsports Management and Flash Entertainment merged to become Ethara, the new company needed to ensure that every employee felt invested in the brand's new story. It worked with Acorn Strategy to align the two cultures and create brand advocates who could embody the brand's new values. The 'Making moments that matter' campaign was a multifaceted program that created a shared language, a clear vision for the company's future and engaged employees in the business' success.

As a result, Ethara has noted an alignment of employees with the culture and values of the brand, a breakdown of internal silos, an improvement in clarity and trust, and an increase in employee advocacy and retention. Judges thought this was a compelling example of an internal culture transformation with "strong storytelling, CEO-led engagement and digital interaction that made employees truly live the brand."

BEST INTERNAL COMMUNICATIONS DURING A BRAND DEVELOPMENT PROJECT

EMSTEEL AND BELLWETHER

EMSTEEL's creation required two very different companies to join forces. Bellwether worked to ensure that employees, internal leaders and the company's joint investors were aligned behind the new brand strategy. It overcame a culture clash and built a new purpose-driven brand that employees of both the former Emirates Steel and Arkan businesses could get behind. Judges said the stakeholder education and strategic alignment were excellent and praised the "tough job, well executed."



UBY EMAAR AND KARAK

U by Emaar needed to refresh its purpose in order to relaunch and provide for the needs of the modern luxury consumer. It worked with Karak to refocus the brand on the customer. This created a simplified brand architecture, clarified the brand's external positioning and ensured the new loyalty program was easily understood by all. One judge said this was the "best use of internal activation to drive engagement. The 'U needs you' campaign made employees active promoters."

SKYNE

the partner to grow your brand



Leading Branding Agency in the MENA region since 2009

Learn more!



BEST INTERNAL COMMUNICATIONS DURING A BRAND DEVELOPMENT PROJECT

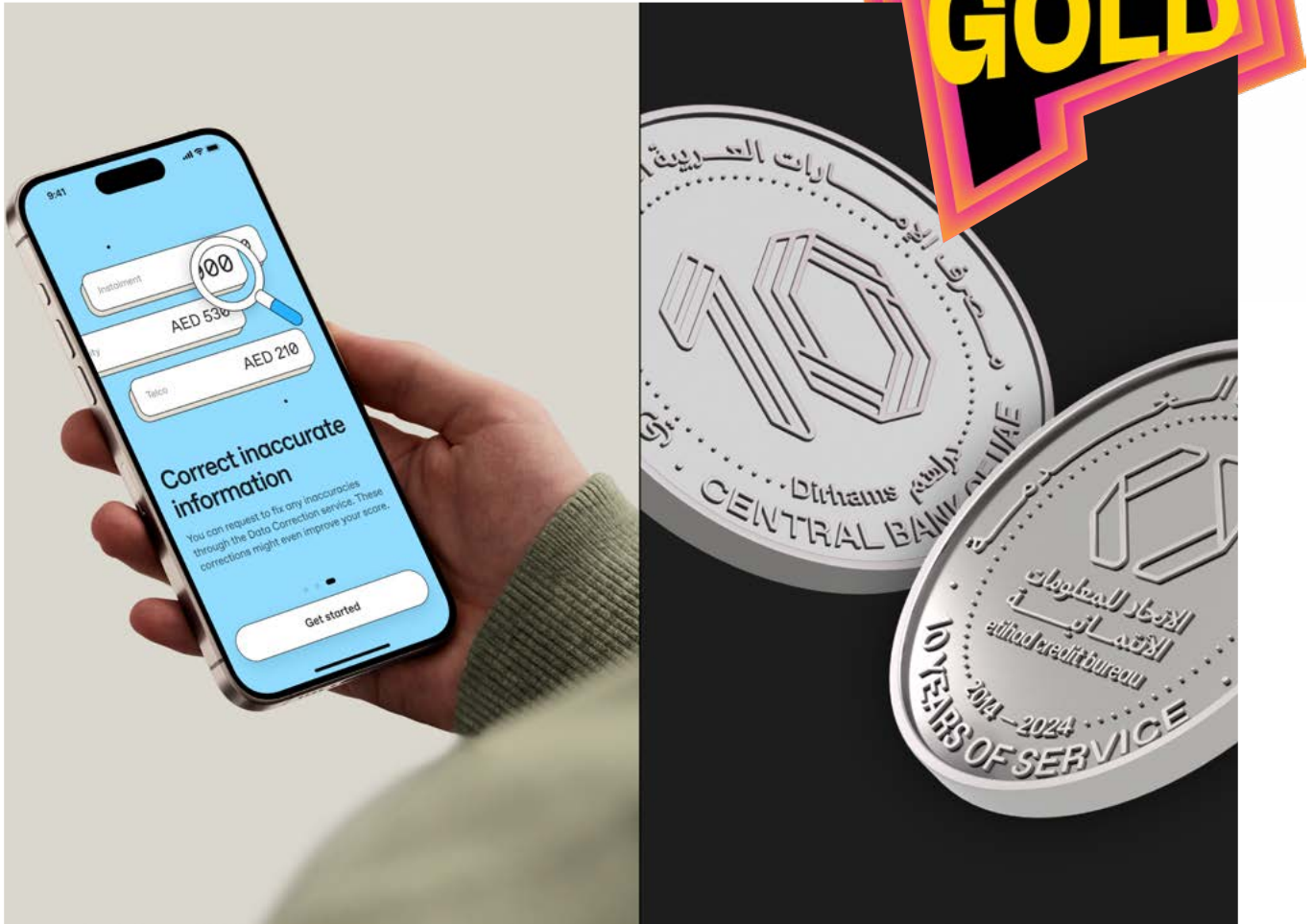
OQBI AND SKYNE

OQ Salalah was rebranded to OQ Base Industries (OQBi) to prepare for an IPO. To do this, Skyne had to create an internal communications program that would unite 450 employees with the new brand vision. A comprehensive strategy was rolled out to ensure the new brand was well understood and to build brand advocates within the employee base. The new brand was a successful rallying point for internal cohesion and helped pave the way for a future of private ownership.



BRONZE

BEST IMPLEMENTATION OF A BRAND DEVELOPMENT PROJECT



ETIHAD CREDIT BUREAU AND ACCENTURE SONG

In the Etihad Credit Bureau's mission to achieve consumer recognition and understanding, brand simplicity and clarity were key. Changing the brand's name from AECB to the Etihad Credit Bureau was one step in this process. A friendly, illustration-driven visual identity was introduced and a social media presence developed for the brand. Accenture Song crafted a personable tone of voice focusing on education and helpfulness.

Implementing this full-scale rebrand across the company's existing assets, plus its new modes of communication, was a feat. The brand – for the first time – had to think and operate like a consumer business. Its approachable, warm new brand helped it achieve that. Judges thought that the new brand was rolled out effectively, with one adding, "The visual identity is rich in terms of brand assets that give the brand a huge space for effective implementation."

BEST IMPLEMENTATION OF A BRAND DEVELOPMENT PROJECT

DEPARTMENT OF COMMUNITY DEVELOPMENT – NUMOU AND ADINB

Numou, the Emirati family growth program, is committed to inspiring and motivating Emirati families to expand their households and strengthen family bonds. It worked with ADinB to create a warm, guiding brand that is designed to reach young families and speak to their needs. One judge said, "I love how rich the visual identity is in terms of brand assets, which make it more dynamic and easy to implement on different touchpoints without losing the desired look and feel."



SILVER

SILVER

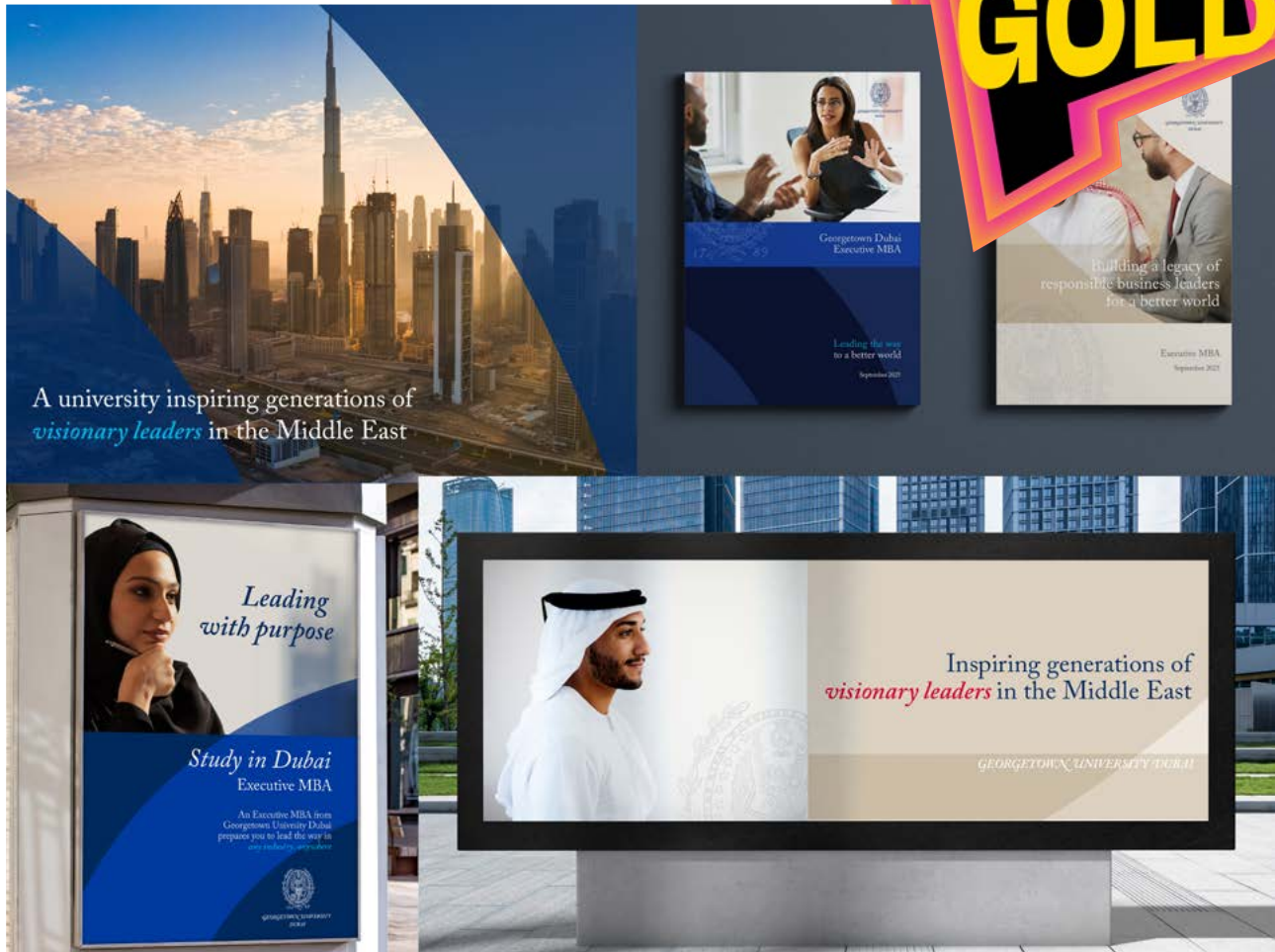


VIMEV AND RECOLLECT STUDIOS

Auto company VIMEV worked with Recollect Studios to create an immersive brand world, designed to inspire consumers and evoke a sense of future-facing technological progress. Its showrooms and offices are a glorious tribute to sleek, modern design with an aesthetic that clearly ties into the visual identity. Judges thought this was an excellent brand implementation, particularly for a company building a new brand from the ground up.

BEST LOCALIZATION OF AN INTERNATIONAL BRAND

GOLD



GEORGETOWN UNIVERSITY AND SKYNE

Georgetown University's executive MBA program in the UAE had to unite its heritage and USP with the needs and sensibilities of the local audience. To set it apart from other business schools, it also needed to imbue its brand with a sense of permanence and commitment to the Emirates. Skyne focused on simplicity: it took some hardworking elements of the university's masterbrand – like its wordmark and color palette – and adapted the brand for the Gulf audience.

The result modernizes the brand without losing the authority and clout the institution's heritage provides. It's a deft handling of a complex challenge. Georgetown University Dubai is at once linked closely to its Washington, DC counterpart and an inherent part of the local educational fabric. The brand is able to effectively communicate the value of a Georgetown degree while also appealing to the thinking and needs of the UAE's potential business school student.

BEST LOCALIZATION OF AN INTERNATIONAL BRAND

CHIPSY KETTLE COOKED REDESIGN. AND PEPSICO

Prominent Egyptian potato chip brand Chippy launched a Kettle Cooked variety in its brand portfolio. It blended English with Arabic to imply a premium quality and elevated flavor profile. But retaining the brand's signature color palette, wordmark and packaging design helped deliver a sense of recognition and familiarity.





STRATEGY



BEST CREATIVE STRATEGY (BUSINESS)



SITE AND BOND

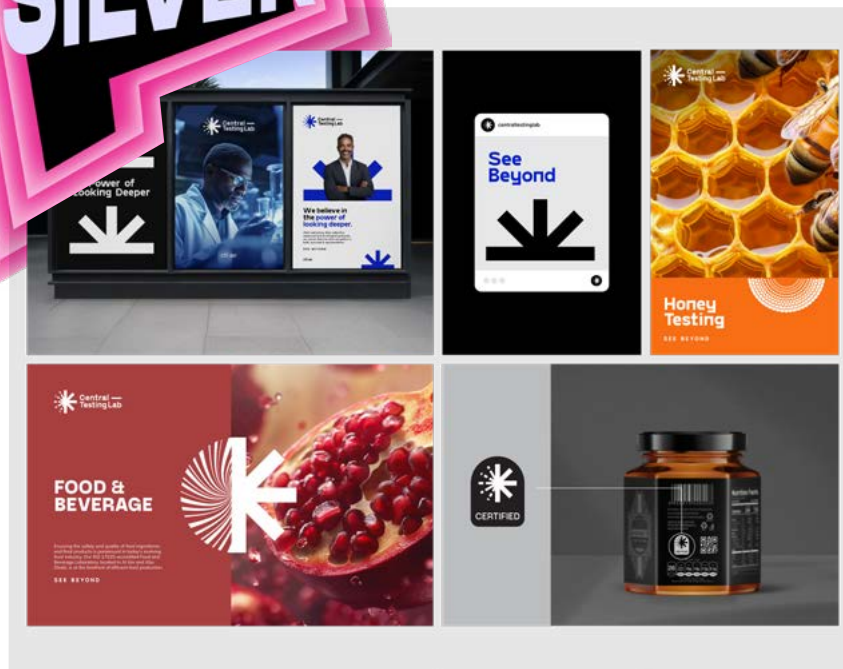
Saudi technology business SITE wanted to become a driver of trust, innovation and success, but its brand was holding it back. It worked with BOND to re-examine its approach and create a future-facing brand strategy. Some major challenges included the fear pervasive in cybersecurity, the rapidly expanding – and changing – threat landscape, and the perception of SITE as a service provider for government bodies alone.

To change this, BOND developed a positive, proactive and opportunity-led tone of voice and built a visual identity that blends traditional fortress architecture with the Arabic wordmark and the auspicious color green. The result is a confident, proud identity that positions SITE as a global business with an ambitious future. One judge said, "This is an outstanding, boundary-pushing strategy that is both innovative and well executed. Every detail, from the tagline and icon to the overall strategy, is meticulously crafted and cohesive."

BEST CREATIVE STRATEGY (BUSINESS)

AL-QADISIYAH WITH DRAGON ROUGE AND GENE BRANDING

Al Khobar, Saudi Arabia's football team Al-Qadisiyah needed a brand that would reflect its heritage while broadening the potential scope for fandom and opportunity. The new shield is drawn from the traditional icon, the city's actual grid shape and a rendering of the club's abbreviated name. The result is contemporary and inspiring. Judges thought the way these elements came together in a single icon was creative, effective and well strategized.



CENTRAL TESTING LAB (CTL) AND VIOLA COMMUNICATIONS

The UAE's Central Testing Lab needed to create a mark of excellence that could ensure its hard work inspecting countless FMCG products was well understood by consumers. Viola Communications created a system of asterisk-like icons that allow each of the sectors the lab operates in to have its own distinct identity within the broader cohesive brand. One judge called this a "very interesting and simplified identity for a very diverse service offering."

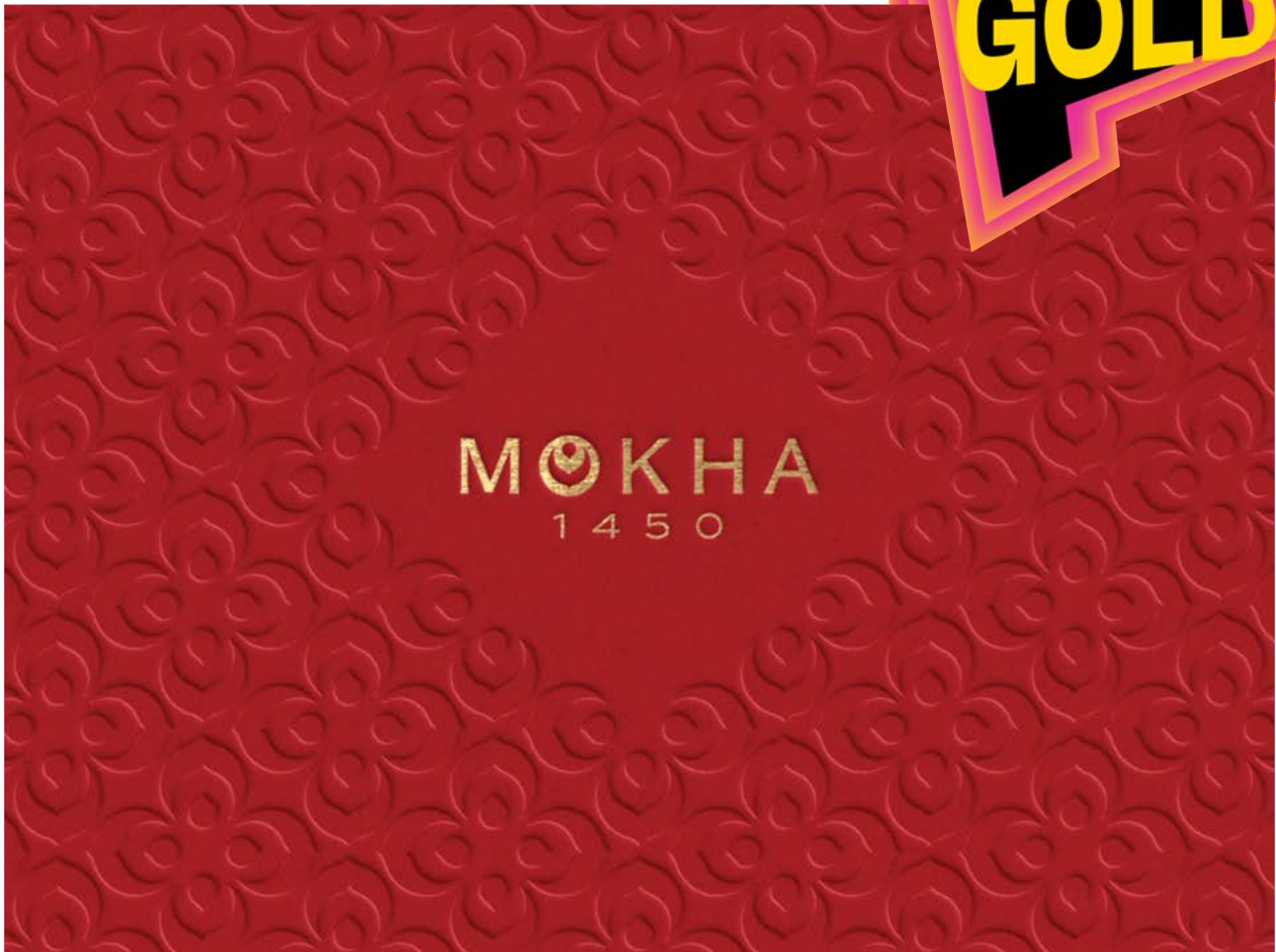
BEST CREATIVE STRATEGY (BUSINESS)

SAUDI HALAL CENTER AND GENE BRANDING

The Saudi Halal Center was committed to making halal food easily recognizable while also promoting its quality and trust. Gene Branding built the brand around the concept of 'halal for all'. It introduced an instantly iconic trust mark and a visual identity that showcases the best of 'pure halal'. One judge said, "This was a very successful exercise considering the challenge to become a globally recognized icon. It works well on both a big scale and a small size on a package."



BEST CREATIVE STRATEGY (CONSUMER)



MOKHA 1450 AND ROGUE

Mokha 1450 is a luxury brand committed to bringing excellent coffee to the world. Strongly rooted in Arabic tradition, Mokha worked with Rogue to evolve its existing visual identity, reflecting its historic significance and appealing to a modern consumer base. Growth and change in the Middle Eastern coffee market has driven a desire for new blends and quality beans.

Rogue meticulously redeveloped Mokha 1450's icon, infusing it with meaning on both a brand and customer level. The shapes in the icon were then used to form geometric patterns that brought the visual identity to life elegantly and enticingly. The new look is cohesive, premium and designed to showcase the unique blends and experiential coffees available within the range. Judges liked the way the rebrand balanced the company's heritage with the needs of the modern audience. One added that this shift would allow Mokha 1450 to reach beyond the Middle East and become a true global player.

BEST CREATIVE STRATEGY (CONSUMER)

BUSTANICA AND KNOW CREATIVE

Vertical farming company Bustanica needed a way to stand out in a sea of sameness in the product packaging and designs of both its competitors and traditional farming brands. It worked with KNOW Creative to craft a brand infused with a premium feel, an artisan touch and a splash of color. Judges thought this was an excellent example of consumer insights being brought to bear in the FMCG sector. They praised the use of colors emblematic to the UAE as a way of building a connection with customers.



HAWAR RESORT BY MANTIS AND JANSENHARRIS

Hawar Resort is a green resort located on a unique Unesco world heritage site off the coast of Bahrain. JansenHarris blended traditional Bahraini heritage with the location's biodiversity and the island's historic pearl-diving expeditions. The resulting identity is imbued with simple luxury and infused with touches of eco-responsibility and premium adventure tourism. Judges thought the "luxury feel, inclusion of nature and Bahraini cultural elements are very cohesive and clear throughout the identity."

BEST CREATIVE STRATEGY (CONSUMER)

HIGH MARK DISTILLERY AND ROGUE

Reno, Nevada-based brand High Mark Distillery worked with Rogue on a sumptuous rebrand that redefined the company's brand hierarchy, introduced memorable and effective sub-brands and created an aspirational, lifestyle-driven visual identity. The new branding is full of excellent storytelling and is well poised to allow for greater expansion and product development.



**ITS
RA
BB**

**BRAVE.
SHARP.
PERSONABLE.**

Purposeful Creativity.
Positive & Lasting Impact.



BEST CREATIVE STRATEGY (CORPORATE)



7X AND BRANDLOUNGE

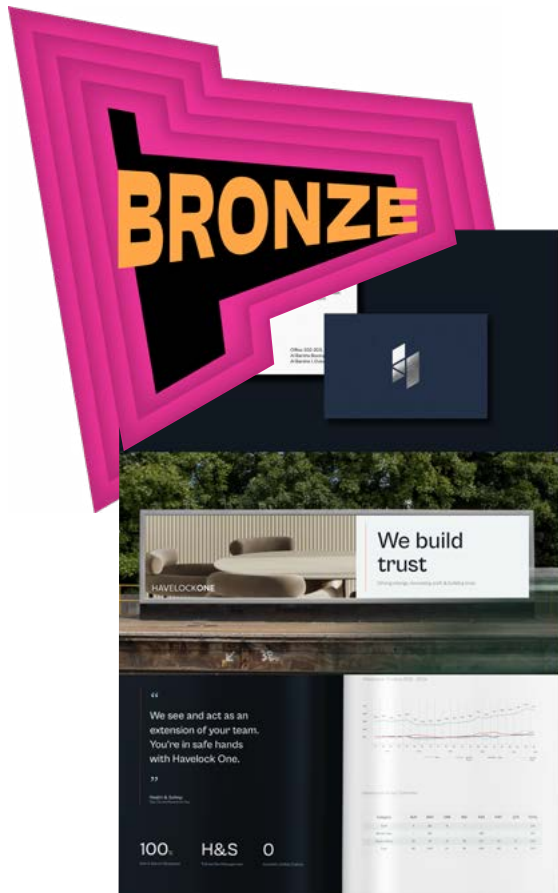
Shifting from a traditional postal provider to a world-class logistics company capable of leading the way into a more connected future was a big challenge for Emirates Post Group. It needed to rethink everything from its purpose and positioning to its brand and strategic objectives. It worked with Brand Lounge to craft the positioning statement that the group would 'enable a world in motion'.

The strategy was designed to be ambitious, driven by momentum and future-facing – and 7X was created to bring this dream to life. The new brand is unique, disruptive and entirely ownable. Its typeface is displaced to evoke a sense of movement and momentum, and its color palette is futuristic and immersive, creating a rich brand world. "The creative strategy behind 7X is super-convincing in terms of solving the challenges of transforming the brand and keeping the Emirati legacy at the heart of it," said one judge.

BEST CREATIVE STRATEGY (CORPORATE)

EMSTEEL AND BELLWETHER

Bellwether created a strategy for the newly merged EMSTEEL that would allow it to retain the best assets of each of its constituent brands while forging a unified future path together. It infused the brand with dynamism, credibility and a sense of industry leadership, while retaining Arkan's and Emirates Steel's well-known services. "The creative strategy is very strong and was critical to managing the strong shareholders and history of the two companies," observed one judge.



HAVELOCK ONE AND ROGUE

Fit-out and manufacturing brand Havelock One needed a modern brand that would reflect its core values of precision, craftsmanship and reliability. It worked with Rogue to create a foundation of trust that permeated the brand and visual identity. This led to a copy style designed to evoke a sense of partnership, trust, authority and reliability. The result is an effectively repositioned brand strategy with a resonant theme and clear market positioning.



BEST BRAND EVOLUTION (BUSINESS)



ETIHAD CREDIT BUREAU AND ACCENTURE SONG

The Etihad Credit Bureau was once an all-but-invisible financial services brand that facilitated transactions. Realizing it sat at the heart of the UAE's financial ecosystem, however, prompted it to re-evaluate the impact it could have on consumers' lives. It worked with Accenture Song to develop a consumer-facing brand and build a stronger understanding around financial literacy.

Accenture Song introduced four personas that represented the different types of users the bureau might need to reach. This segmentation allowed it to shape its communications style, tone of voice and copy to suit the needs of the entire target audience. One judge praised the "seamless transition from a bureaucratic entity to a customer-first financial companion." Another said the "execution was great at taking the brand to a new place of approachability."



SITE AND BOND

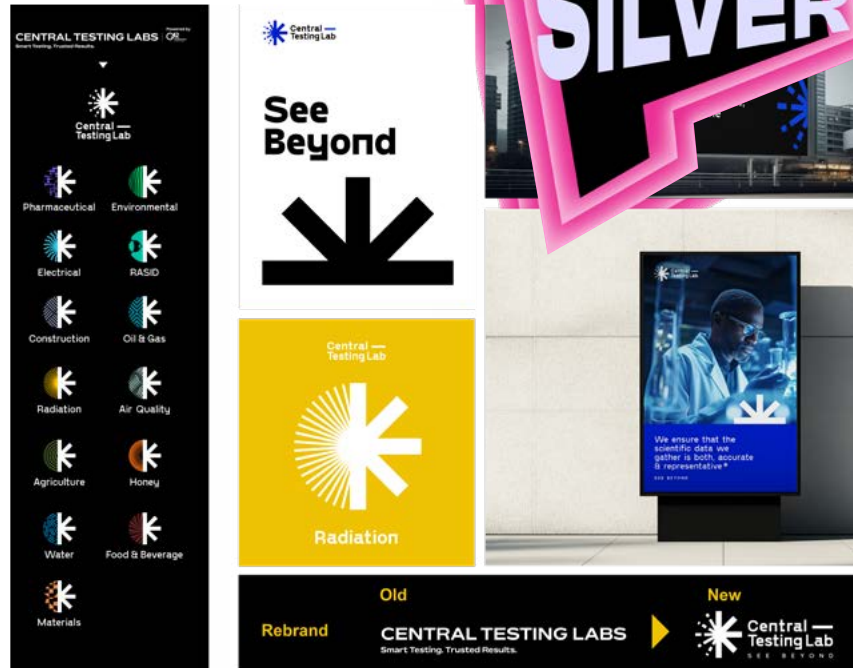
Technology services company SITE operated from a position of protectiveness and defensiveness, like many in the cybersecurity field. But to reach new potential customers and grow beyond its Saudi borders, it needed to rethink its approach to communications. It worked with BOND to reframe its tone of voice, shifting to a place of proactive, positive and empowering communications.

The new brand icon took inspiration from the shape of traditional Arabian fort design and evokes a sense of security, strength and trustworthiness. The new brand is a bastion of credibility and, with a more open, upbeat tone, one that is poised to become a valued technology and security partner to any business. Judges liked the creative storytelling in the use of the fortress-inspired design and new messaging tone. One also praised the new brand for having a positive impact on the employer brand, saying: "It redefined the industry's brand landscape."

BEST BRAND EVOLUTION (BUSINESS)

CENTRAL TESTING LAB (CTL) AND VIOLA COMMUNICATIONS

The Central Testing Lab needed an effective system with which to address its many stakeholders across different industries. Viola Communications introduced a star icon that flexes well across the industries the lab works with. The brand was rooted in the concept of taking data and transforming it into actionable insights and positive outcomes. One judge said this was a "creative and clear way of telling the brand's business narrative in a modern and fresh way."



GATHERN AND GENE BRANDING

Gathern wanted to introduce and streamline the service of vacation rentals in Saudi Arabia but its brand was fragmented and poorly understood. It worked with Gene Branding to showcase the full breadth of Gathern's offering. It did so with the use of a gate icon that is redesigned to represent different types of rental spaces. This clever device simply overcomes the brand's main challenge and presents a world of opportunity to users.

BEST BRAND EVOLUTION (BUSINESS)

UNITED INSURANCE COMPANY AND LIMEFISH DESIGN

The United Insurance Company is an exclusive provider of vehicle insurance coverage for vehicles traveling on the King Fahad Causeway to and from Bahrain. It worked with Limefish to ensure its shift to digital operations would be supported by a strong brand. Judges thought this modernization was a brilliant way to reinvent a heritage brand through a digital-first strategy. One praised the "multi-sensory innovation that made UIC a more recognizable insurance provider."



BEST BRAND EVOLUTION (CONSUMER)



MOKHA 1450 AND ROGUE

Mokha 1450 needed to bring the joy of Arabian coffee to the world. But increased competition and a change in consumer preferences meant its traditional branding was no longer resonating. It worked with Rogue to redevelop its visual identity and packaging to create something moreish, illuminating and easily identifiable.

The new identity uses a distinctive brand icon – one that is meticulously crafted – as the basis from which to build out a series of patterns and graphics. The geometric patterns are recognizably Arabian in nature, but their clean delivery and burgundy color are decidedly contemporary. The new packaging is luxurious and lends each product an individual identity, helping to boost the prominence of the company's unique blends and roasts. Judges thought this was an excellent balance of heritage and modernity. One called it "beautiful, rich branding. A beautiful evolution that feels true to a coffee brand and true to the UAE."

BEST BRAND EVOLUTION (CONSUMER)

BUSTANICA AND KNOW CREATIVE

Bustanica wanted to stand out from the other producers of fresh vegetables – both those using new technologies and traditional farmers. To do so, it had to break free from category norms. KNOW Creative introduced a splash of colors, representing the Emirati flag, to the packaging, alongside a fresh typeface. The result is lively, memorable and strong. One judge called it “a bold, innovative approach that feels fresh and brave.”



SILVER

SILVER



HIGH MARK DISTILLERY AND ROGUE

High Mark Distillery hits a truly high note with the evolution of its brand, refreshed architecture and new product range strategy. Rogue delivered a world-class visual identity that blends cues from the Wild West, traditional whiskey distilling and a cool approach to modern merchandizing. The new brand is “deeply connected to the company’s story with thoughtfully crafted elements,” according to one judge.

BEST BRAND EVOLUTION (CONSUMER)

AL SHIFA HONEY AND SKYNE

Al Shifa Honey worked with Skyne to update its pack design and visual identity to sweeten the honey category. The new approach is brighter, more contemporary and cleaner, bringing a sense of florals and natural elements into the design. Judges thought this was a successful brand uplift, with clear standout in the category.



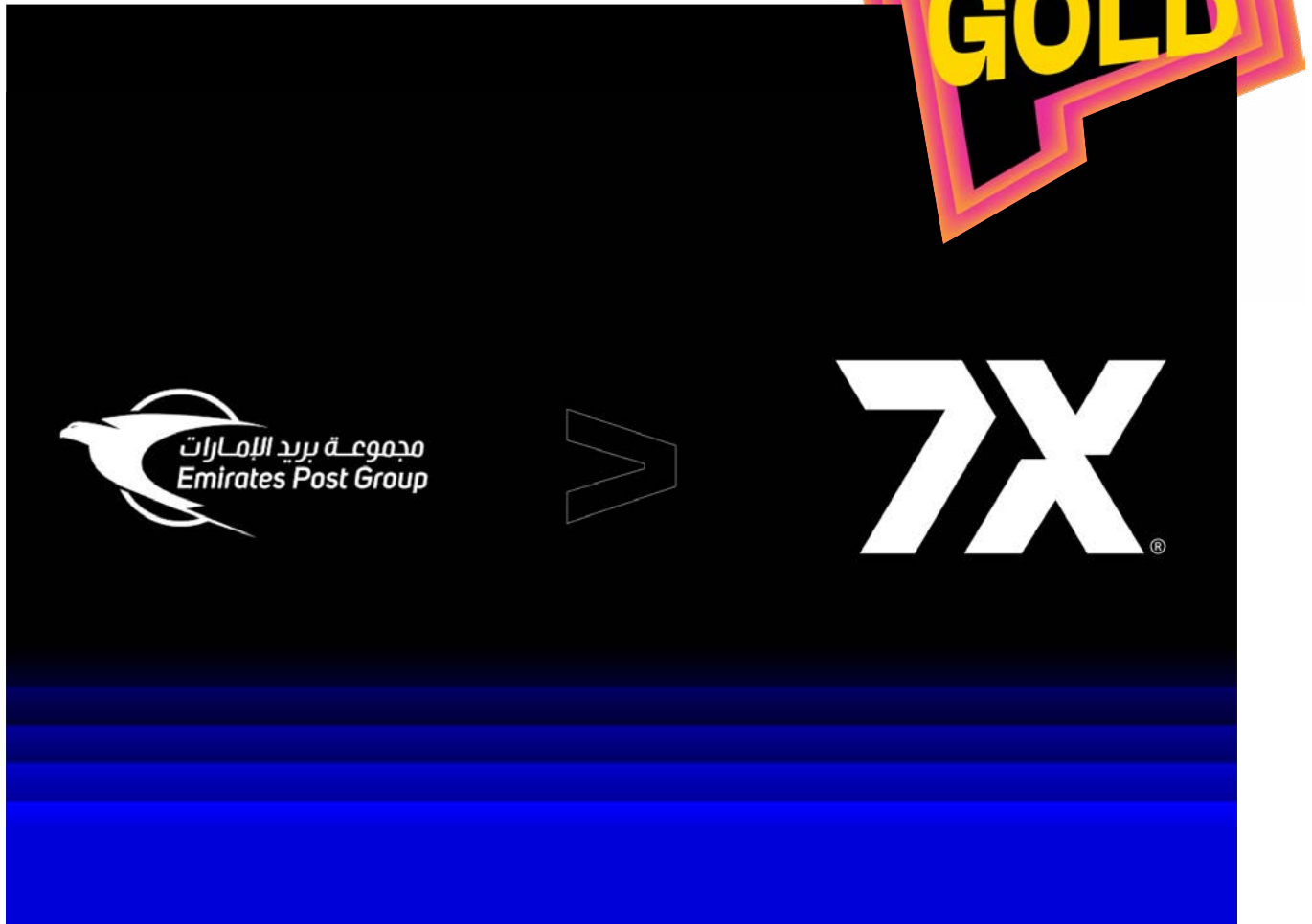
BRONZE



UBY EMAAR AND KARAK

Emaar's loyalty program, U, was reinvigorated to work in modern digital applications and tap into the changing notions of luxury branding. Karak developed a ribbon super-graphic that ties the identity together across the five streams of activity: stay, dine, play, relax and shop. Judges thought this was an excellent approach to simplifying what was once a complex proposition.

BEST BRAND EVOLUTION (CORPORATE)



7X AND BRAND LOUNGE

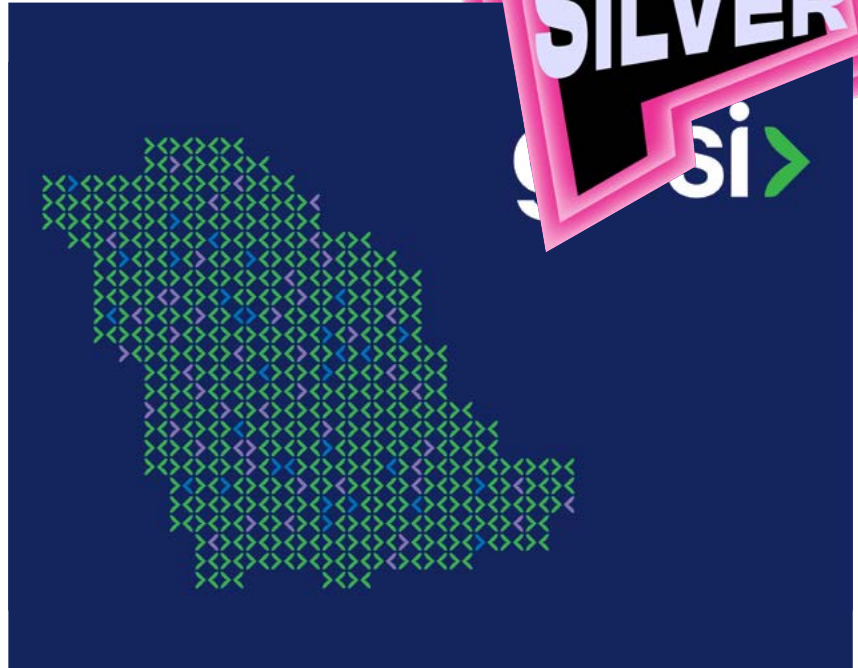
Formerly the Emirates Post Group, 7X was created to build a new network of global connectivity and lead the logistics industry through technological innovation, rapid change and continuous progress. The new identity, developed by Brand Lounge, symbolizes momentum and disruption and has strong ties to the UAE's pioneering spirit.

The company's commitment to progress is clear throughout its new brand. A displaced typeface and wordmark give a sense of motion and momentum, while a punchy strapline – 'For a world in motion' – tells an evocative story in a simple way. One judge said, "I love the new bold and techy logo that transports the brand into a new era of business. I especially love how the brand signature, 'For a world in motion', is executed with typographic motion details." Another praised the way the brand shifted from "a legacy institution into a dynamic logistics enabler."

BEST BRAND EVOLUTION (CORPORATE)

GENERAL ORGANIZATION OF SOCIAL INSURANCE AND TQ BRANDING

Saudi Arabia's General Organization of Social Insurance needed a way to connect with users, provide clearer communications and ensure changes and policy adaptations reached the target audience. It worked with TQ Branding to reinvent itself, with a particular focus on its mobile and digital applications. The result is a government brand that looks and feels like a consumer brand, effectively meeting consumer needs and providing a clearer, simpler experience along the way.



TRANSMEDIA DYNAMICS AND OMNI CREATIVE AGENCY

Media asset manager TransMedia Dynamics had a dated look that relied on stock imagery and clichéd graphics. It worked with OMNI Creative Agency to create a brand that shows the infinite power of storage solutions. A hexagonal shape is used across the identity to provide coherence and flair. This massive brand refresh impressed judges with its apparent move out of the company's comfort zone into a "futuristic color palette and geometric design language."



BEST BRAND EVOLUTION (CORPORATE)

HADEF & PARTNERS AND SIEGEL+GALE

Legal consultancy HadeF & Partners worked with Siegel+Gale to refresh its visual identity and reframe its brand strategy. It clarified a positioning around the progress, ambition and confidence, giving the firm a sense of the brand's purpose. The new approach "retains professionalism", has a "strong digital transformation" and "looks elegant", according to judges.



BEST STRATEGIC OR CREATIVE DEVELOPMENT OF A NEW BRAND



EMX AND BRAND LOUNGE

EMX, a subsidiary of the 7X Group, was created to lead the courier, express and parcel sector with innovation and advanced logistics solutions. Evolving from Emirates Post, EMX represents a strategic move to offer specialized and cutting-edge logistics experiences globally while Emirates Post retains its postal and retail operations.

Brand Lounge developed a visual strategy that uses squares to evoke the shape of boxes and differentiates from competitors with a blue color palette. The new positioning, 'Within reach', is an excellent, simple and emotive way to communicate the brand's commitment to reaching customers and making change in the global logistics industry. One judge said the brand strategy was well thought through and that the new identity was recognizable and fit comfortably within the 7X portfolio.

BEST STRATEGIC OR CREATIVE DEVELOPMENT OF A NEW BRAND

MURU – WALDORF ASTORIA DOHA AND BALCONY8

The Waldorf Astoria Doha's MURU restaurant wanted to tap into the connection between the four main elements – earth, air, fire and water – in cooking. The restaurant branding is built on elegant renderings of these four elements, yielding an immersive brand world and alchemy-inspired visual identity. One judge called the Balcony8 work a "sophisticated brand for luxury fine dining" with a clever use of elemental inspiration throughout the identity.



PLATTEISLAND – WALDORF ASTORIA SEYCHELLES AND BALCONY8

The Waldorf Astoria Seychelles' Platte Island eateries were designed to be connected and cohesive, while still offering guests different dining experiences and menus. Balcony8 achieved this through a portfolio strategy. It focused on the concepts of fauna, flora, terra, sea and sky to create immersive, ethereal brands for each restaurant with key visual elements that tied them all together.

BEST STRATEGIC OR CREATIVE DEVELOPMENT OF A NEW BRAND

XRG AND ALL ABOUT BRANDS

XRG's commitment to sustainable energy makes it a powerful vehicle for change in the energy industry. All About Brands ensured that its brand would have the capacity to live up to this positioning. It developed a memorable wordmark and strapline – 'Energy potential unlocked' – to create an impactful, confident brand. Judges thought the simplicity of the brand's name was a great choice in aiding recognition while the new visual identity is strong and engaging.



BEST DEVELOPMENT OF A NEW BRAND WITHIN AN EXISTING BRAND PORTFOLIO



EMX AND BRAND LOUNGE

The 7X group is the new logistics, postal and communications entity serving the UAE. Its sub-brand EMX was designed to provide world-class parcel delivery and handling and to act as a seamless connector between businesses and consumers. But the competitive landscape was crowded with massive global players that had widespread recognition and years of experience. To make an impact, EMX needed to update the image of the UAE's postal service and communicate its commitment to doing things differently.

By focusing on bringing the world within reach, the brand was able to showcase its purpose and value proposition clearly and effectively. The visual identity ties into the 7X masterbrand through the use of an off-center 'X' that indicates a sense of forward motion and disruption. The three-character EMX logo symbolizes the key stages of logistics: origin, journey and destination. The result is disruptive, ambitious and well aligned with the masterbrand while still retaining its own USP.

BEST DEVELOPMENT OF A NEW BRAND WITHIN AN EXISTING BRAND PORTFOLIO

SAUDI TOURISM AUTHORITY (SAUDI RED SEA) AND TQ BRANDING

The Saudi Red Sea brand had to sit comfortably within the wider Saudi Tourism Authority portfolio while adding a sense of coastal exploration and natural beauty. With thousands of kilometers of coastline and several cities, the identity had to be inclusive and representative of a range of communities. TQ Branding's strategy focuses on the natural beauty of the sea itself, linking the brand to the Red Sea's biodiversity and ensuring local meaning and relevance.



STANDARD HOUSING DEVELOPMENT AUTHORITY AND SKYNE

The Standard Housing Development Authority needed to align 14 different committees while projecting the confidence and authority of the Saudi Arabian Ministry of Municipal Rural Affairs & Housing. Skyne developed a brand based on urban maps and grid systems that effectively ties the organization's purpose to its masterbrand. A refined execution and confident brand architecture allow for unity and coherence across the brand.

BEST DEVELOPMENT OF A NEW BRAND WITHIN AN EXISTING BRAND PORTFOLIO

HUMAN RESOURCES AND SOCIAL DEVELOPMENT WITH ZAN AGENCY

The Ministry of Human Resources and Social Development worked with Zan Agency to create a brand that is lifestyle-driven and people first. It tells an effective story of the ministry's purpose and expresses a "simple, fresh and bold" visual language with eye-catching colors, typefaces and branded shapes.



BEST NAMING STRATEGY



7X AND BRAND LOUNGE

With a deep-rooted history in postal services, Emirates Post Group needed to move beyond its origins in order to become a full-scale trade, transport and logistics provider. It worked with Brand Lounge to develop the name 7X, which embodies the scale of its global ambitions. The name 7X symbolizes the group's expansive vision of connecting the seven emirates to the seven continents across the seven seas.

The use of the 'X' also allows the company to signify its disruptive aims and its commitment to change. This was then expressed visually with an X that is partially off-center, representing perpetual motion. One judge said, "It is always quite a challenge to rename a very established brand that is so familiar to people. And 7X did an amazing job, coming up with a new name that is memorable, easy to pronounce and speaks to the brand's new positioning and aspirations."



XRG AND ALL ABOUT BRANDS

The Abu Dhabi National Oil Company needed a name for its energy investment company that would reflect the level of innovation and change occurring in the sector. It had to express a leadership positioning and operate across a diverse portfolio. To find something that met all of these requirements, All About Brands worked with the term 'exergy' – the maximum potential that can be extracted from an energy source.

That led to the development of XRG, a contemporary, impactful and memorable name. Coupled with the strapline, 'Energy potential. Unlocked', the new brand is positioned to disrupt the industry and achieve its ambitious aims. Judges thought this was the perfect choice for the company. One said, "The meaning of the word marries perfectly [with the strategy]", with another praising the "clever play on words", the easy pronunciation and simple memorability of the new moniker.

BEST NAMING STRATEGY

ROSHN GROUP – WAREFA AND VML

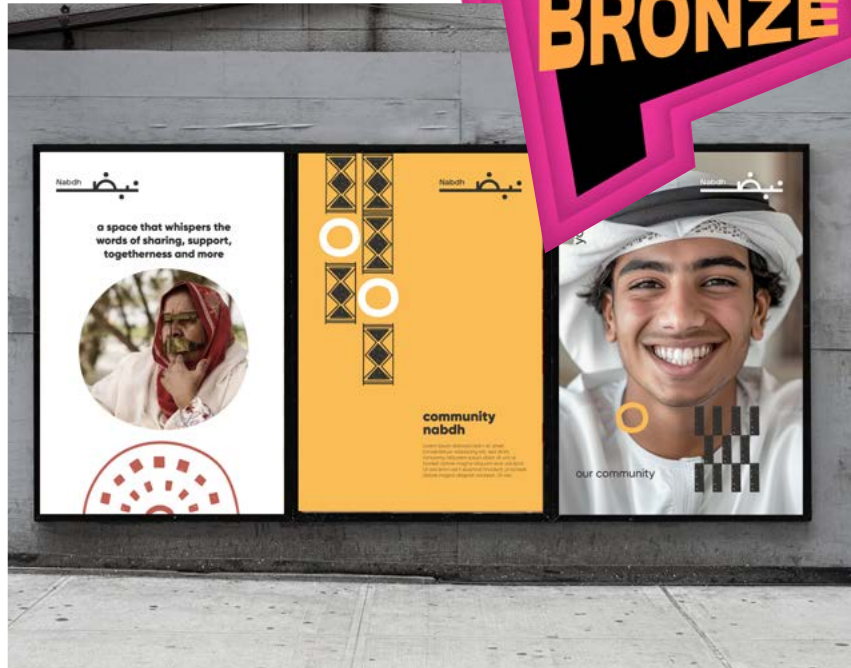
ROSHN wanted to create a name for its new development that not only resonated with Saudi culture but also reflected the site's unique value proposition: a community designed to enhance quality of life. It worked with VML to create Warefa, a name meaning 'long and vast' and evoking thoughts of shaded green spaces. This promise of a better lifestyle resonated with the target audience and with judges, who called it "very culturally insightful" and "thoughtful".



BEST NAMING STRATEGY

DEPARTMENT OF COMMUNITY DEVELOPMENT AND ADINB

The Department of Community Development wanted to create a community center brand that would evoke a sense of belonging. ADinB introduced Nabdh, meaning 'pulse', to position the center as the beating heart of the UAE's culture and heritage landscape. The design work blends Arabic coffee culture with a modern rendering of traditional patterns to great effect. "I love the name," said one judge. "It sounds beautiful. The design is also great and derived from the UAE's culture."





TYPE



BEST CORPORATE REBRAND FOLLOWING A MERGER OR ACQUISITION

GOLD



EMSTEEL AND BELLWETHER

The creation of EMSTEEL from Arkan and Emirates Steel required a deft handling of a multi-stakeholder project, with an intricate internal rollout and a global audience. The new brand had not only build a reputation for the new company, but also put the UAE on the map as a leader in manufacturing and construction materials. And it had to be respectful of the brand equity present in both the Emirates Steel and Arkan portfolios.

Bellwether approached this with a careful communications plan and intensive stakeholder engagement. It also consolidated the brand architecture, simplifying the portfolio while allowing space for the leading brands to shine. EMSTEEL's visual identity is clean and cohesive, eliminating the messy sub-brand marks that had proliferated previously. Judges thought this was an effective, practical and impactful approach to combining two brand systems.

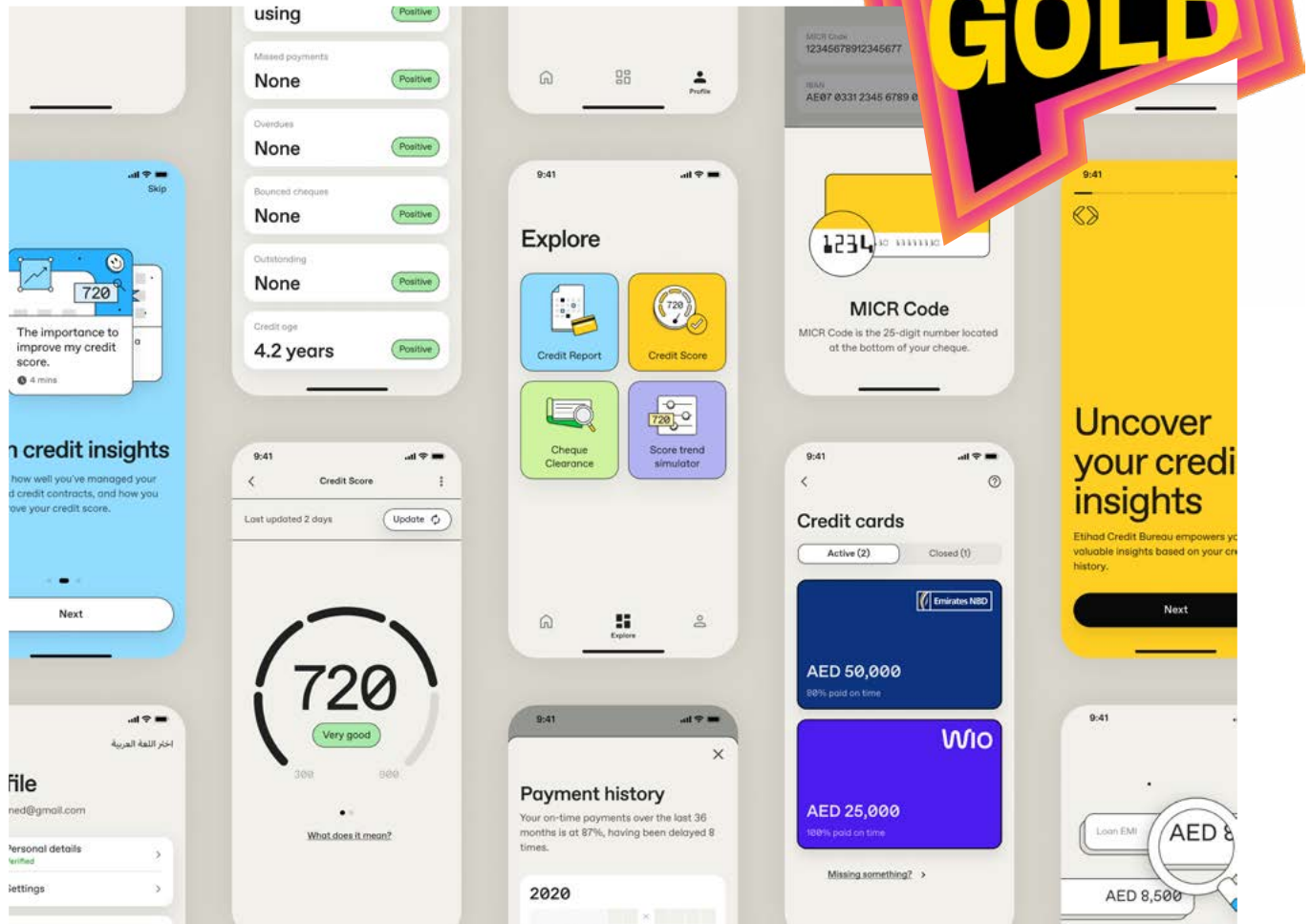
BEST CORPORATE REBRAND FOLLOWING A MERGER OR ACQUISITION

CWB AND GULF CAPITAL WITH KINETIC

CWB and Petosevic merged to create a massive powerhouse in global IP law. Kinetic took one visual element from each of the companies' logos to form the new CWB wordmark. It also blended each firm's signature color to create an eye-catching logo that stands out among a sea of legal brands that are often oversaturated by one main color. The result is a new brand that respects where each firm came from but sets out a joint future for the new, unified business.



BEST BRAND DEVELOPMENT PROJECT TO REFLECT A CHANGE OF MISSION, VALUES OR POSITIONING (BUSINESS)



ETIHAD CREDIT BUREAU AND ACCENTURE SONG

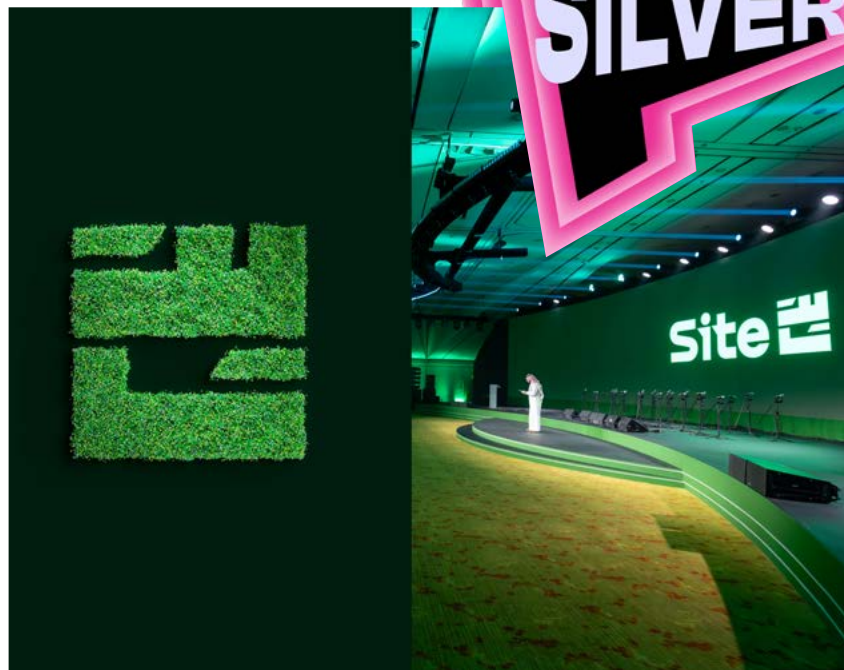
The Etihad Credit Bureau is foundational to the financial landscape of the UAE. But its relative invisibility meant it wasn't having a strong impact on consumers, and it was missing a chance to improve financial literacy in the process. It worked with Accenture Song to transform into a consumer-facing brand with an approachable identity that speaks to the needs of the UAE's consumer base.

The new brand is designed to become a digital-first financial partner that will empower consumers to address their aspirations, fears and concerns. The new brand is set up well to achieve this with a warm, personable copy style and a friendly visual identity and simple user experience. Judges thought the strategic foundations of this brand were realized effectively in the visual identity.

BEST BRAND DEVELOPMENT PROJECT TO REFLECT A CHANGE OF MISSION, VALUES OR POSITIONING (BUSINESS)

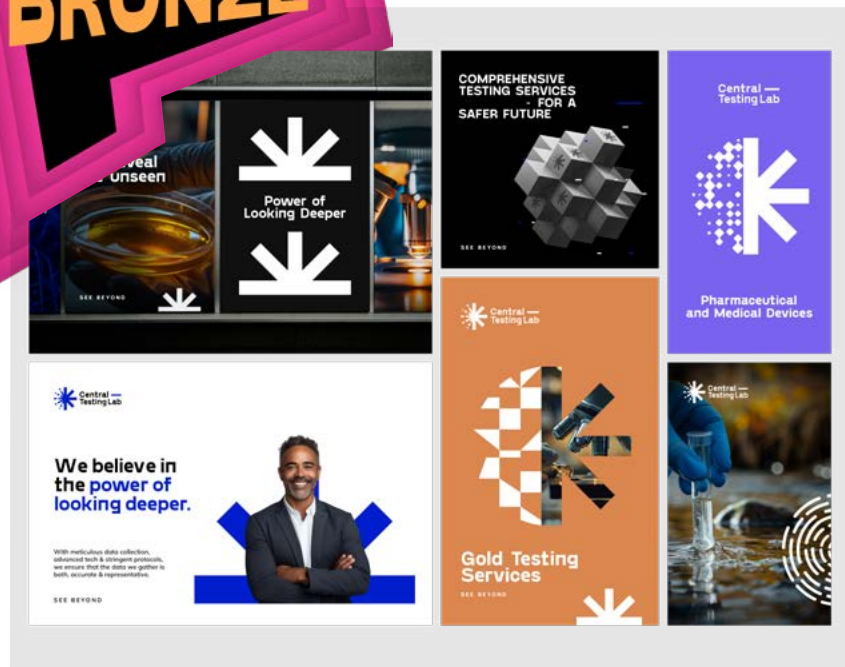
SITE AND BOND

Technology services brand SITE worked with BOND to reframe its positioning from a cybersecurity brand primarily working with government bodies into a modern, global partner in technological innovation. Its copy style was key to this shift, as it embraced more positive, proactive language. Its new brand icon is a symbol of strength and credibility. Judges thought the 'Secured by SITE' strapline was strong, simple, ownable and immediately pointed to SITE's USP.



SILVER

BRONZE



CENTRAL TESTING LAB (CTL) AND VIOLA COMMUNICATIONS

The Central Testing Lab needed a brand that would effectively tell its story to both business and consumer audiences. It wanted to ensure its ability to make sense out of massive amounts of data was communicated effectively. Viola Communications achieved this by developing a metamorphosis-like visual identity that judges thought was a "refined and streamlined" approach to creating a functional, storytelling-driven brand.

Is there any other way?



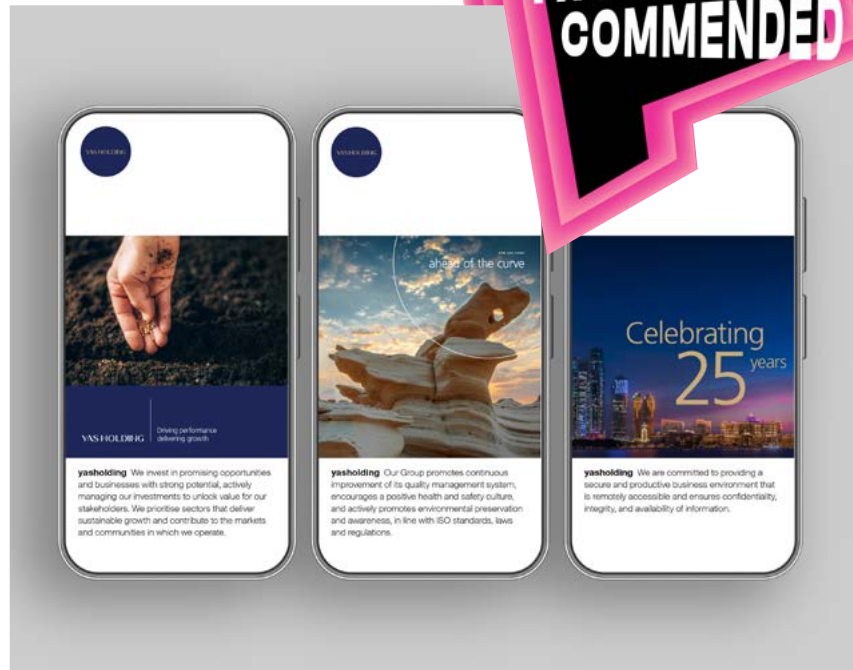
withfeeling.com

An original music and
sonic branding agency

BEST BRAND DEVELOPMENT PROJECT TO REFLECT A CHANGE OF MISSION, VALUES OR POSITIONING (BUSINESS)

YASHOLDING AND ALL ABOUT BRANDS

Yas Holding worked with All About Brands to clarify its portfolio, more effectively express the breadth of its work and solidify its position as a global leader in real estate and other industries.



**BEST BRAND DEVELOPMENT PROJECT
TO REFLECT A CHANGE OF MISSION,
VALUES OR POSITIONING (CONSUMER)**

GOLD



**SAUDI TOURISM AUTHORITY AND
TQ BRANDING**

The Saudi Tourism Authority launched a new tourism brand designed to reframe perceptions of the nation and inspire a new understanding of 'the Heart of Arabia'. Its existing approach successfully positioned Saudi Arabia as a place that blends modern luxury with cultural exploration. But it needed to attract a broader audience to remain competitive in a rapidly changing market.

The 'Heart of Arabia' branding, developed by TQ Branding, brings to life the kingdom's joy, generosity and openness. A modern color palette brings to life traditional patterns and a bespoke typeface seamlessly bridges the gap between tradition and modernity. One judge called this "a textbook example of nation-branding done right – strategically repositioning a country's identity to drive economic growth while staying authentic to cultural heritage."

BEST BRAND DEVELOPMENT PROJECT TO REFLECT A CHANGE OF MISSION, VALUES OR POSITIONING (CONSUMER)

CAMELICIOUS AND SKYNE

Camel farm Camelicious wanted to showcase the premium nature of camel milk products while also positioning itself as a modern brand with a good understanding of the contemporary food and drink market. Skyne crafted a fun new look and pack design and built a strong digital presence for the brand in the process. The new approach is joyful, appealing and aspirational with enough flexibility to allow for new product types and brand touchpoints.



BEST BRAND DEVELOPMENT PROJECT TO REFLECT A CHANGE OF MISSION, VALUES OR POSITIONING (CORPORATE)

GOLD



7X AND BRAND LOUNGE

The global delivery, transport and logistics landscape is rapidly evolving, with competition from technology and from global and local firms alike. To ensure its continued relevance and improve its efficacy, Emirates Post Group decided to make a change. Instead of simply delivering the mail, it would reinvent itself as a world-class logistics firm, committed to technological innovation and digital connectivity. To achieve this, it needed a brand that would facilitate such a shift.

It worked with Brand Lounge to create 7X, a brand dedicated to forward motion and change. The visual identity supports this foundation through a displaced typeface that evokes a sense of perpetual movement. Judges thought the level of stakeholder research and engagement was an excellent basis for this rebrand. One judge added that this was an "excellent, bold change for the brand, breaking the category of regular brand work."



EMSTEEL AND BELLWETHER

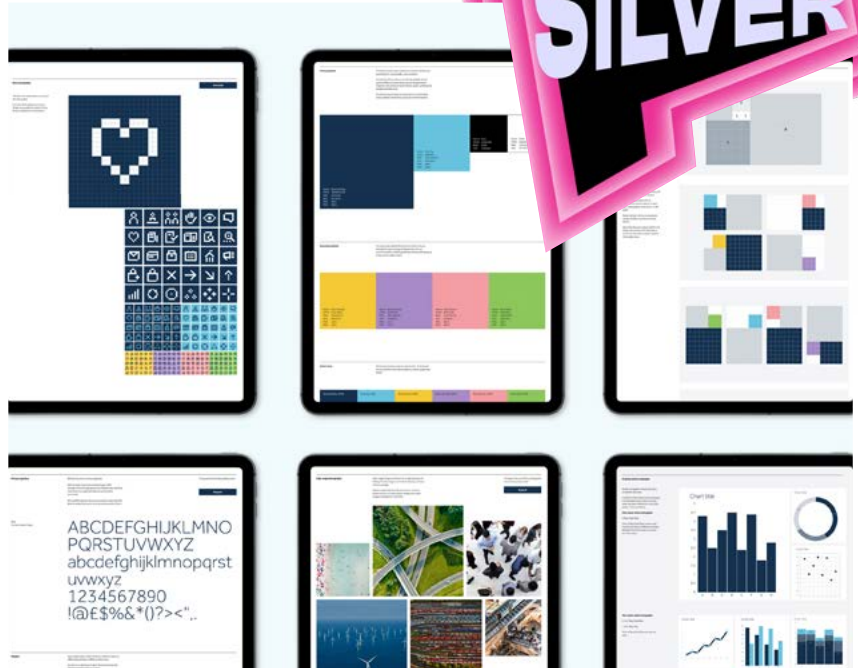
The creation of EMSTEEL brought together two very different organizations with little in common. Emirates Steel was a profitable manufacturer operating across industries while Arkan was a listed building materials and cement company with strong product brands. But Arkan had failed to evolve over time, while Emirates Steel was more dynamic. The union between the two had to find a way to build a strong, cohesive future while respecting the recognition and value both brands had earned in their respective sectors.

Bellwether did this by consolidating the brands and creating a new brand architecture that allowed each arm of the business to have its own time in the spotlight. The brand essentially became the thing the two companies had in common. One judge said, "EMSTEEL has done an excellent job of bringing the brand forward into a new era. Great brand update." Another added, "The very successfully implemented changes reflect the company's growth."

BEST BRAND DEVELOPMENT PROJECT TO REFLECT A CHANGE OF MISSION, VALUES OR POSITIONING (CORPORATE)

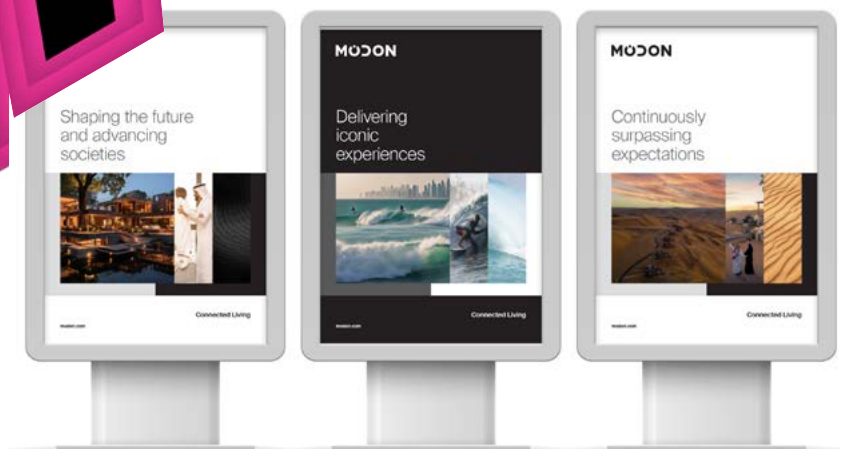
RESO AND INDUSTRY PARTNERS LIMITED

Along with an expansion of its offering, Reso was primed to shift from being a regional research provider to a global leader in research and analytics. It worked with Industry Partners to bring this dream to life with a strategy focusing on 'fueling informed futures'. The name - short for 'research solutions' - simply expresses the company's positioning while its wordmark acts as a dynamic brand asset with real impact.



SILVER

BRONZE



MODON AND ALL ABOUT BRANDS

Real estate portfolio company Modon wanted to redefine urban living after a brand consolidation. It worked with All About Brands to embrace the concept of 'connected living' in urban development and innovation in real estate and hospitality. A stripped-back visual identity allows vivid color photography of the sites themselves to stand out.

BEST BRAND CONSOLIDATION



EMSTEEL AND BELLWETHER

The merger of Emirates Steel and Arkan prompted a consideration of the brand's heritage and its future ambitions. The new entity needed to retain the brand assets and products that were successful in their respective markets, while charting a fresh course for the unified business. Bellwether worked on the brand consolidation, renaming the company EMSTEEL. The brand architecture was joined and simplified with a masterbrand strategy designed to retain space for the sub-brands while allowing the parent brand to shine.

This strategy has created a strong, authoritative look for EMSTEEL, allowing it to communicate with its stakeholders across the manufacturing and construction industries. This was a massive challenge, but one the judges thought was handled very capably. They praised the way the history of each company was respected in the merger of the two brands.

BEST BRAND CONSOLIDATION

REZA AND BRASH AGENCY

Hygiene and cleaning solutions brand Reza unified its vast portfolio of sub-brands under a modern brand architecture. Brash Agency created a color-coded system and simple naming technique to give each sub-brand a clarity of focus and purpose. The result is a consumer-friendly, transparent and approachable visual identity with a clear and effective brand architecture solution.



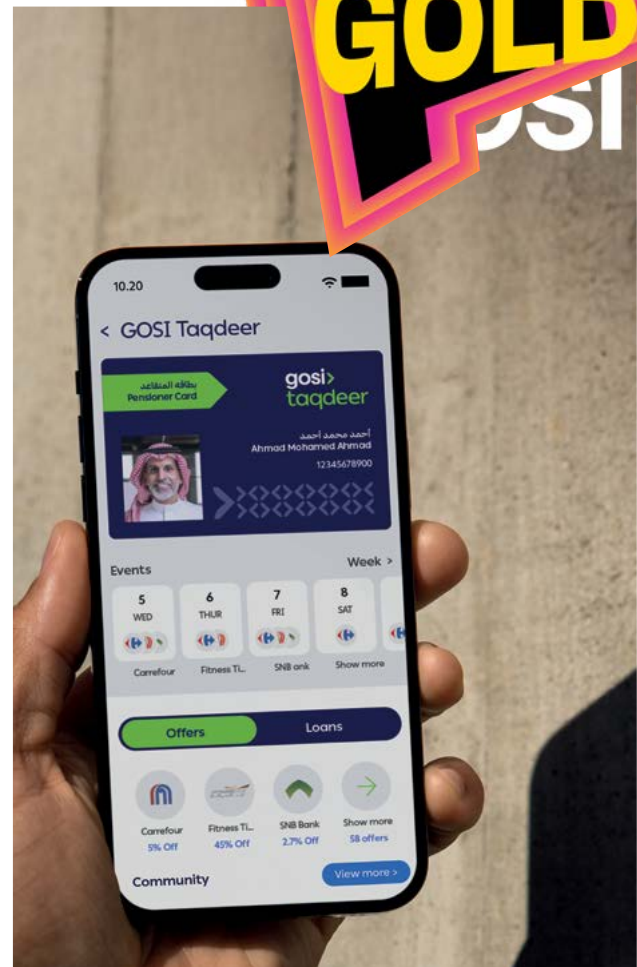
BEST DIGITAL TRANSFORMATION



7X AND BRAND LOUNGE

7X's digital transformation was part of its shift from a traditional operations company into a future-facing logistics brand committed to technology, automation and innovation. As part of its evolution from Emirates Post Group, 7X embraced digital-first strategies to optimize its core functions in trade, transport and logistics, creating cutting-edge solutions that reflect its purpose of 'Enabling a World in Motion'.

Brand Lounge had to complete a digital transformation that required the embedding of technology into the organization's core operations. This involved reinventing workflows and reshaping the company from the inside out. Judges thought this was an excellent example of a company that not only reshaped its entire business through digital transformation, but also reflected that change in its digital touchpoints, all while staying true to its new brand strategy.



GENERAL ORGANIZATION OF SOCIAL INSURANCE AND TQ BRANDING

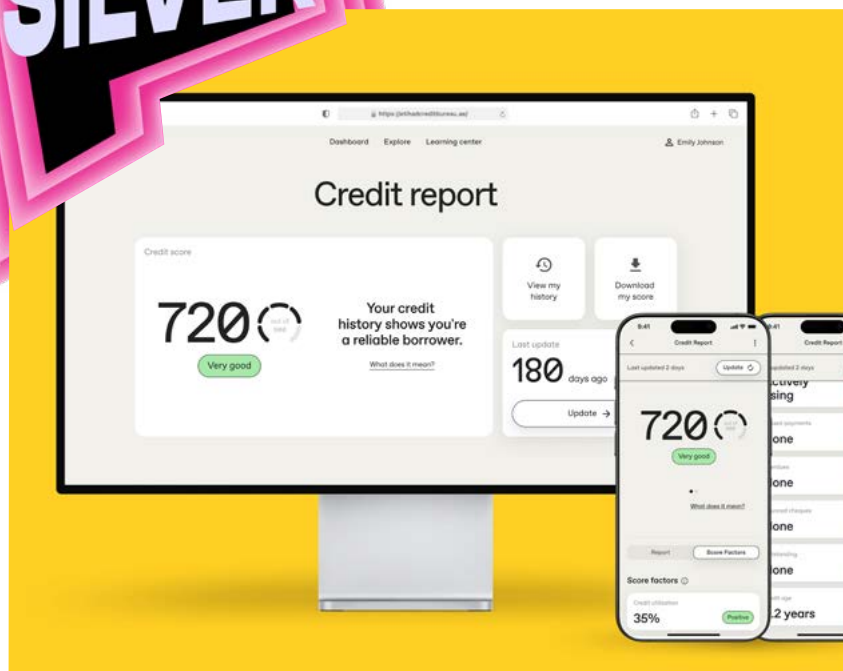
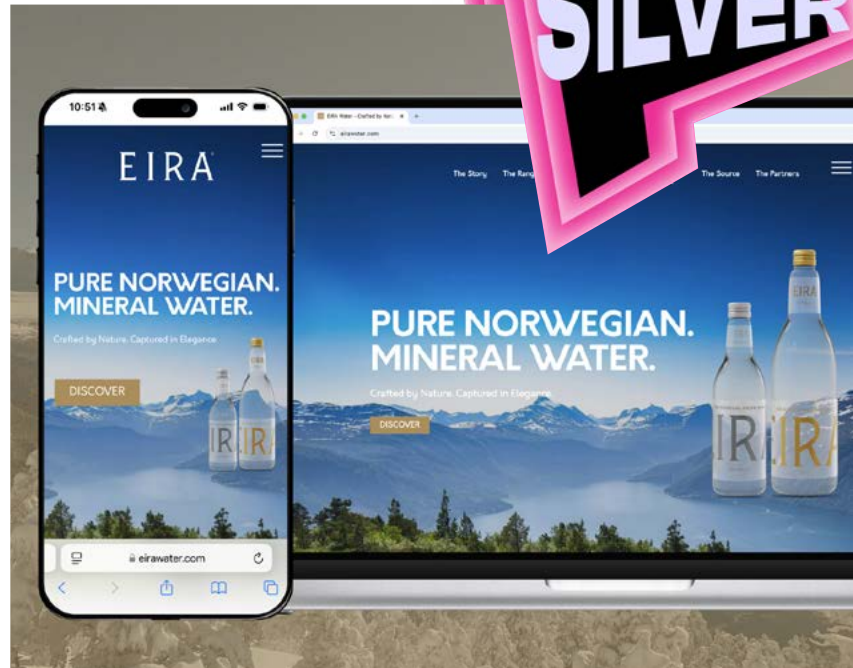
The General Organization of Social Insurance (GOSI) redefined its digital presence, transforming into a modern, user-centric institution. It worked with TQ Branding on a digital-first rebrand that included a complete overhaul of GOSI's online and digital assets, reflecting its commitment to innovation, accessibility and customer-focused solutions.

The new user experience is a revelation, allowing Saudi Arabians who need social insurance and financial security services to more simply and effectively access their accounts and resources. This is not only a positive brand story, but also one that is poised to make a massive difference to the lives of GOSI's service users. One judge said simply, "It nailed the digital transformation."

BEST DIGITAL TRANSFORMATION

EIRA WATER AND BRAND LOUNGE

EIRA Water was designed to be a tactile, premium brand that builds an emotional connection through its luxurious product. Expressing that digitally required Brand Lounge to create a storytelling website that aligned with the physical product, but provided a unique experience for users. Shifting from a product focus to a brand focus helped "take the brand to the next level of digital brand transformation," according to one judge.



ETIHAD CREDIT BUREAU AND ACCENTURE SONG

The Etihad Credit Bureau worked with Accenture Song on a brand transformation that would turn it into a consumer-facing brand with a relevant and powerful connection to the modern commercial landscape. It used four personas as a way to reimagine the digital experience and create a digital brand that can connect with a variety of consumers across a vast array of financial needs. "The transformation from old to new is amazing," said one judge.

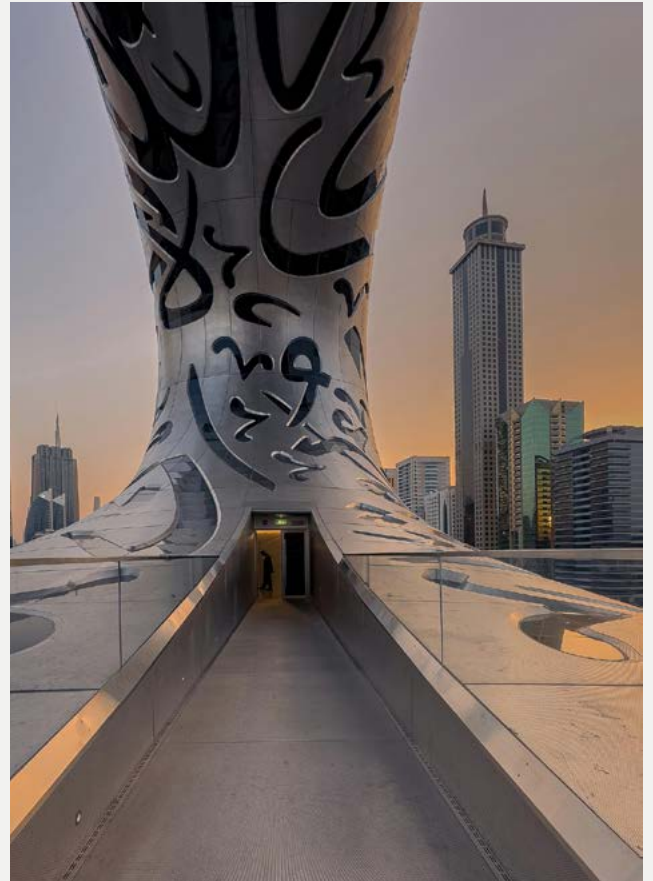
Specialist expertise *honed in the UAE*

Hadeef
& Partners

For 40+ years, we've developed deep expertise, forged lasting relationships and gathered commercial insight to help businesses of every shape, size, and sector thrive in the UAE and beyond.

At Hadeef & Partners, legacy meets vision.

- The *longest standing* UAE law firm
- 45+ years of market experience
- 110+ lawyers
- 250+ laws drafted



Abu Dhabi

12th Floor, The Blue Tower
Sheikh Khalifa Street
P.O. Box 3727, Abu Dhabi, UAE

T +971 2 205 5300

Dubai

Emaar Square, Building 3, Level 5
Downtown Dubai
P.O. Box 37172, Dubai, UAE

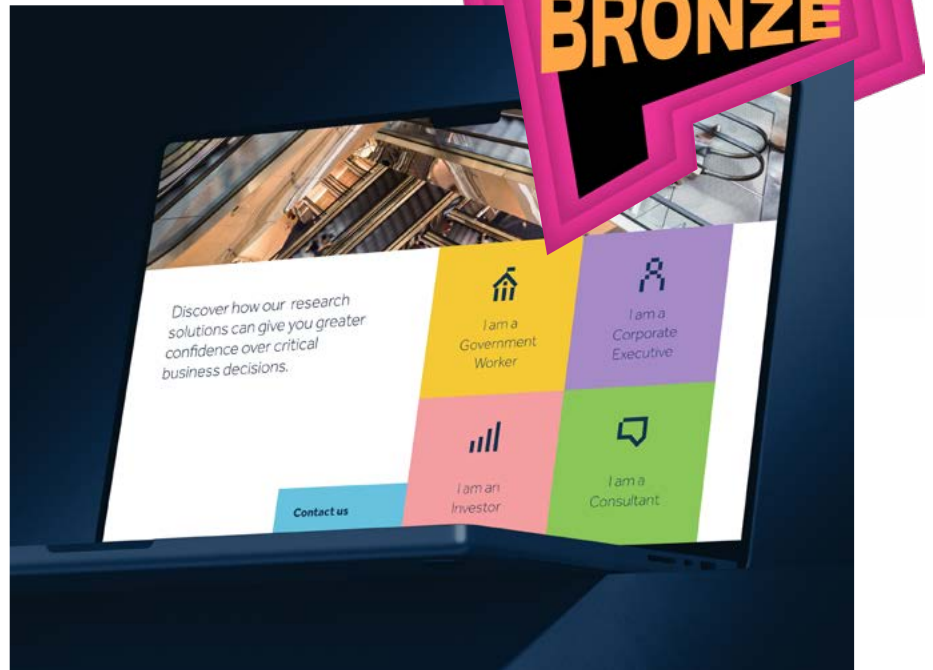
T +971 4 429 2999

www.hadeefpartners.com

BEST DIGITAL TRANSFORMATION

RESO AND INDUSTRY PARTNERS LIMITED

Professional services brand Reso needed a visual identity that reflected its position as a provider of actionable, intelligent solutions, not just simple information. To achieve this, Industry Partners introduced a bold, adaptable identity that could flex across the company's areas of operations while providing an authoritative, cohesive experience for users.





AUDIO



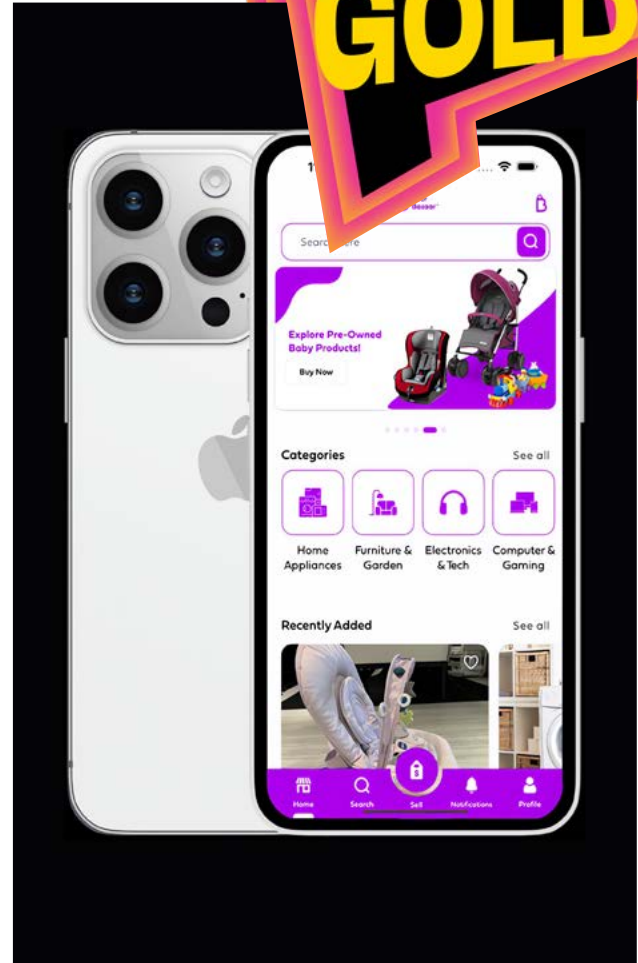
BEST AUDIO BRAND



TALABAT WITH WHY DO BIRDS AND DE FALCON

Delivery service Talabat is key to keeping customers happy across the Middle East. It plays an integral role in the lives of Gen Z across the region. Its audio brand had to consider that demographic's impatience, value for authenticity and diversity. why do birds and DE FALCON created an audio brand that was designed to embrace imperfection. As they wanted the audio brand to be interactive, they worked with local artists in each local region to co-create the sonic brand.

The audio brand uses a 'tala hook' to great effect, while remixes of traditional instruments offer a connection to the MENA region and sonic signatures add personality and a taste of the unexpected to the brand. Overall, it's comprehensive, extremely well targeted and eminently fun. One judge said, "The audio branding excels in every aspect. It is innovative, fresh, identity-driven, comprehensive and boasts top-notch production quality. This project is a prime example of what drives our industry forward and sets a standard for excellence. Bravo!"



YOUR BAZAAR AND WITHFEELING

Online marketplace Your Bazaar wanted to create an audio brand that would support customer growth and retention, and brand recall and cohesiveness. WithFeeling created an identity that includes a long-form 'brand hero track' and a short-form mnemonic sonic logo, both of which were designed to be easily applied and adapted across brand touchpoints.

It also saw an opportunity. Now that the birthday song is in the public domain, it was able to use the melody from the preeminent tune to provide memorability and recognition for Your Bazaar. The sonic logo uses the lyric, 'Your-Ba-zzar-Dot-A-E,' to do so. One judge said, "The audio branding for Your Bazaar impresses with its smart and bold strategic-creative approach. It's both cool and well executed, demonstrating how simplicity can be so effective. Well done!"

BEST AUDIO BRAND

DUBAI RACING CLUB AND WITHFEELING

The Dubai Racing Club worked alongside WithFeeling to build a modern expression for the brand that would encapsulate the excitement and prestige of horse racing. The audio brand uses the canter gait of the horses themselves as inspiration for the rhythmic pattern. "The project stands out with its simple and easily understandable concept. The execution meets professional production standards, showcasing a clear and effective approach," said one judge.



BRONZE



BSF AND MASSIVEMUSIC

Saudi Arabian bank BSF wanted to respect its history while also remaining relevant to modern consumers in the kingdom. It worked with MassiveMusic to blend global and local sound influences in a way that reflect the visual brand's signature geometric patterns. Judges thought the concept was "bold and stylish," as it fused the key values and positioning that make the BSF of today a leader in its industry.

BEST AUDIO BRAND

ROSHN GROUP

Real estate development company ROSHN Group wanted its audio brand to be an epic celebration of the profound love for life the brand has. It was designed to blend tradition with progress and promote ROSHN's leading role in the kingdom's urban development and lifestyle. Judges thought this was an excellent example of the way a blend of local and western sound traditions can blend to create something resonant for contemporary Middle Eastern audiences.



BEST SONIC BRAND ACTIVATION



TALABAT WITH WHY DO BIRDS AND DE FALCON

Middle Eastern delivery app Talabat plays an essential role in the region's consumer lifestyle, providing deliveries for everything from food to medicines to flowers. With its playful brand tapping into the heart of the Gen Z aesthetic, it knew its sonic brand had to make a big impact. It worked with why do birds and DE FALCON to deliver a continuously remixed audio brand through targeted activations.

Talabat encouraged users to play with its sonic brand ingredients and shape their own activations, making the brand an interactive experience while also building a connection with the company. Judges thought this was an exceptional strategy. One said, "The audio branding for Talabat excels in every aspect. It is innovative, fresh, identity-driven, comprehensive, and boasts top-notch production quality. This project is a prime example of what drives our industry forward and sets a standard for excellence. Bravo!"

BEST SONIC BRAND ACTIVATION

SOUND AFFECTS AND SIXIÈME SON

Sound Affects worked with Sixième Son to craft a library of everyday sounds for use by those working with refugees and treating post-traumatic stress disorder. The library is designed to support NGOs in changing the lives of those affected by conflict. This incredible solution is a "fantastic project with great purpose," according to one judge. Others praised the amazing connection the project was able to build with its target audience of charities and aid workers by solving a tangible problem.



FESTIVAL CITY DCFM AND AHMAD HAFFAR

Festival City DCFM worked with composer Ahmad Haffar to ensure the venue's signature Imagine show was privy to an outstanding audio brand activation. Haffar developed a soundscape, soundtrack and event-specific sounds to improve visitor engagement and ensure the show delivered an immersive sensory experience. This blend of visual and aural brand activations is a standout among the region's experience brands.

BEST SONIC BRAND ACTIVATION

PLATTEISLAND – WALDORF ASTORIA SEYCHELLES ANDBALCONY8

Balcony8 developed an immersive audio experience for the Waldorf Astoria Seychelles' Platte Island restaurants. It created a lyrical track that brings the food and beverage experience to life through a bespoke soundscape. The result is a 360-degree experience that fully engages visitors' senses. Judges thought this was a beautiful production that was well crafted and implemented.



BEST SONIC BRAND EVOLUTION

GOLD



AROYA CRUISES AND MASSIVEMUSIC

Saudi Arabia's AROYA Cruises is committed to changing holiday experiences in the gulf region by cultivating a vibrant cruise culture. Part of this brand development was the evolution of its audio brand to meet the needs of AROYA's growing and increasingly diverse audience.

MassiveMusic expanded AROYA's audio brand to include new assets, bespoke campaign tracks, a soundtrack for a documentary and a new track by Saudi artist Abdulmajeed Abdullah for the official ship launch in December 2024. As the brand expands into new places – like with its sponsorship of football icon Al Nassr – it has required more touchpoints and flexibility across its sonic landscape. Judges thought this was an excellent way to update an existing audio brand to suit the evolving needs of the company's communications strategy.

BEST SONIC BRAND EVOLUTION

SAUDIA AND AMP

Airline Saudia has worked with amp to introduce new sonic assets that include event sounds, international adaptations and UX sounds to ensure its brand world is entirely cohesive and sensorily developed. The new assets expand the sonic DNA to suit the needs of the vast number of touchpoints required by Saudia's brand. One judge said that the sonic DNA evolution was "well executed with high-quality production that enhances and elevates the brand."



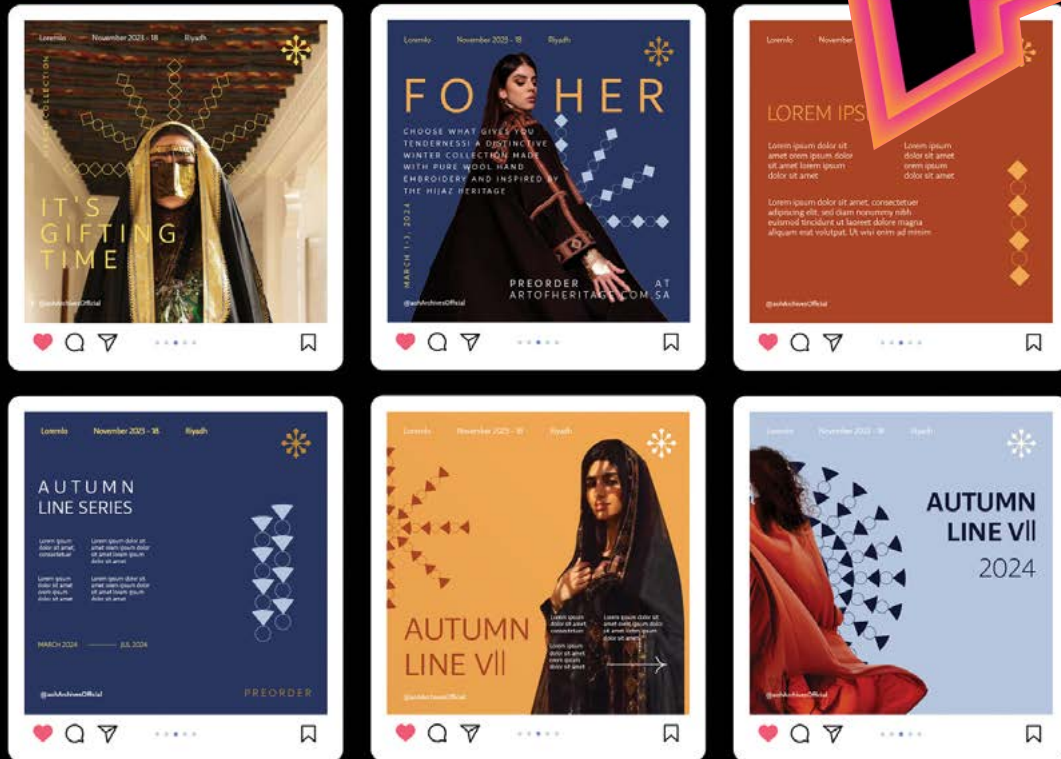


SECTOR



BEST VISUAL IDENTITY BY A CHARITY, NGO OR NOT-FOR-PROFIT

GOLD



ART OF HERITAGE AND ZAN AGENCY

Saudi charity Art of Heritage supports heritage arts, crafts and fashion design while providing educational support to young people, women and the underprivileged. It needed a modern, eye-catching identity that would retain its core brand asset: a shining sun. Zan Agency built a brand focused on the end user, with the strapline 'A legacy that belongs to you' reflected visually through the different shapes and patterns common in different regional art.

The sun logo was reimagined geometrically to sit more comfortably alongside traditional Arabian craft culture. A series of sub-patterns allows the brand to flex across its different activity streams with ease. The result is a stunning representation of Saudi Arabian heritage reinterpreted for a modern charity and contemporary audiences. One judge said, "The rebranding of the Art of Heritage kept its essence, especially in the Arabic lettering. It was a good exercise in modernizing an old icon. The social media applications bring to life a rich and expressive brand."

BEST VISUAL IDENTITY BY A CHARITY, NGO OR NOT-FOR-PROFIT

SAUDI HALAL CENTRE AND GENE BRANDING

The Saudi Halal Centre wanted its kite mark to represent quality, reliability and excellence, in addition to adherence to Islamic custom. It worked with Gene Branding on a global brand that would be simple, instantly recognizable and culturally relevant. The resulting logo is instantly iconic and memorable. One judge said "it has the potential to go global, work on a big or small scale and be used in many applications."



BEST VISUAL IDENTITY FROM THE EDUCATION SECTOR

GOLD



NUMU AND YELLOW

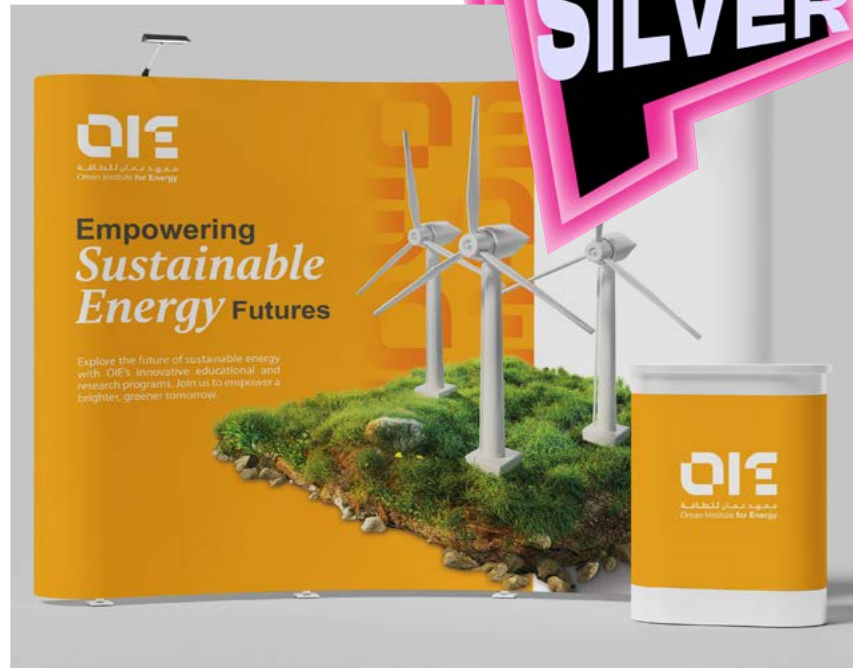
Early education provider Numu wanted to provide parents with a sophisticated, comforting and warm brand. The word Numu – which means 'growth' – clearly espouses this ethos, while a growing wordmark represents it visually. A colorful palette was designed to inspire children, but without the over-saturated hues that often pervade and lead to overstimulation of both parents and children. A series of child-like characters represent different traits and personalities, communicating Numu's diversity.

Parents have responded, taking up spaces in nurseries quickly since the brand launch. Judges thought the brand had an impressive sense of cohesion and visual consistency across touchpoints. One judge added, "I loved this! It immediately emotionally resonates with the target audience (parents), and is a great way to take us on the brand journey, starting with the Arabic smart yet easy-to-pronounce name, all the way to the individual characters – a visually engaging and fun brand application."

BEST VISUAL IDENTITY FROM THE EDUCATION SECTOR

OIE AND OH I LEO BURNETT

The Oman Institute for Oil and Gas needed to update its focus to remain relevant to the industry's changing nature. It worked with OH I Leo Burnett to become the Oman Institute for Energy. This comprehensive rebrand includes a confident brand architecture, expressive visual pattern and clear authority within its space. One judge said, "OIE's rebrand is strategically sound and well executed."



BEST VISUAL IDENTITY FROM THE ENERGY AND UTILITIES SECTOR



OQEP AND OH LEO BURNETT

OQ Exploration and Production (OQEP), Oman's largest oil and gas exploration and production company, needed a brand that reflected its role as the leading company within the OQ portfolio while positioning it as a forward-thinking leader in the energy sector. OH LEO Burnett introduced a wordmark with a three-layered 'E', symbolizing land, sea and renewables.

This simple, effective visual clearly communicates the company's purpose. The layers in the 'E' also create the foundation for the communications system. The lines provide the framework for vertical or horizontal graphics, lending the visual identity a sense of consistency that is all tied back to its purpose. The new brand contributed to the largest IPO in Oman's history. One judge said, "OQEP's identity is distinctive and modern, moving away from the typical 'big oil' look. The results speak volumes here."

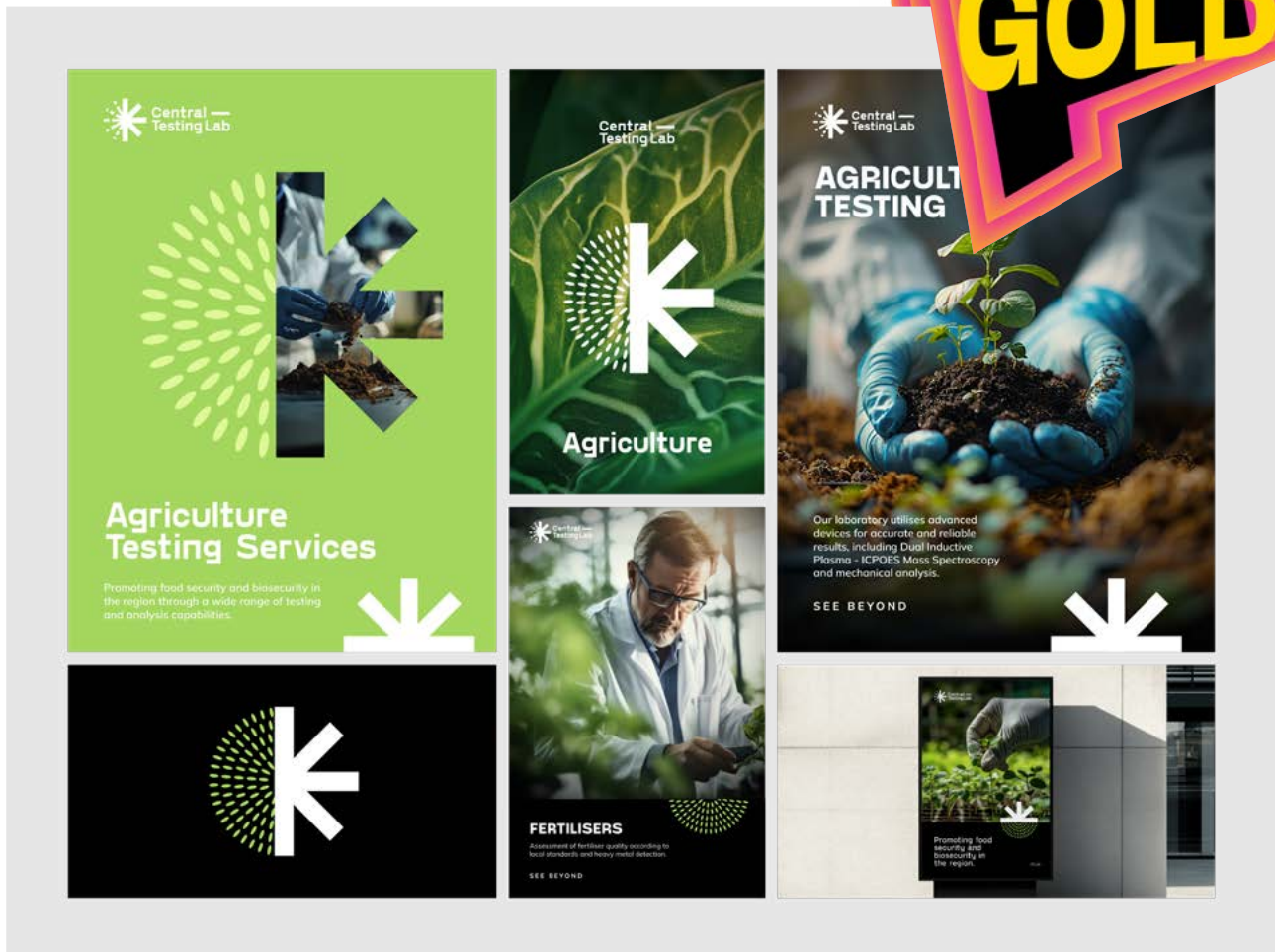
BEST VISUAL IDENTITY FROM THE ENERGY AND UTILITIES SECTOR

XRG AND ALL ABOUT BRANDS

The energy investment company within the ADNOC portfolio needed to express its commitment to innovation and change in the sector. The letter 'X' in the wordmark is formed from arrow shapes, symbolizing speed and dynamism, while the solid R and G characters evoke trust. The hand-drawn font gives the logo a contemporary, approachable feel, reflecting the company's innovative energy solutions. Judges thought the All About Brands' work was "sleek and powerful", with potential for use across a broad range of touchpoints.



BEST VISUAL IDENTITY FROM THE FARMING AND AGRICULTURAL SECTOR



CENTRAL TESTING LAB (CTL) AND VIOLA COMMUNICATIONS

The UAE's Central Testing Lab (CTL) operates across food & drink, water, pharmaceuticals, cosmetics and agriculture. Its vital services are increasingly important and prominent as supply chains are under greater scrutiny than ever before. To ensure CTL's work is clear and authoritative – particularly in agriculture – it worked with Viola Communications on a brand that encourages farmers to 'see beyond' the short term and consider the consequences of their choices.

Viola developed a strong brand mark that flexes across CTL's various areas of operations and evokes a sense of metamorphosis and transformation. This visual metaphor links clearly to the brand's mission to ensure excellence and quality across the supply chain. One judge said, "The brand has a fresh and rich identity that meets its challenges well. It is a standout in the industry."

BEST VISUAL IDENTITY FROM THE FARMING AND AGRICULTURAL SECTOR

MELIHA DAIRY AND SKYNE

Meliha Dairy is a local Sharjah-based initiative farming Holstein dairy cows for A2 milk. To position it as a leader in the milk category, Skyne developed a brand icon shape derived from the shape of a cow's nose. With cheerful agricultural illustrations and a bright color palette, the visual identity is family-friendly and clear. Judges thought the identity considered the codes and expectations of the milk category well while delivering a bright, fresh new design.



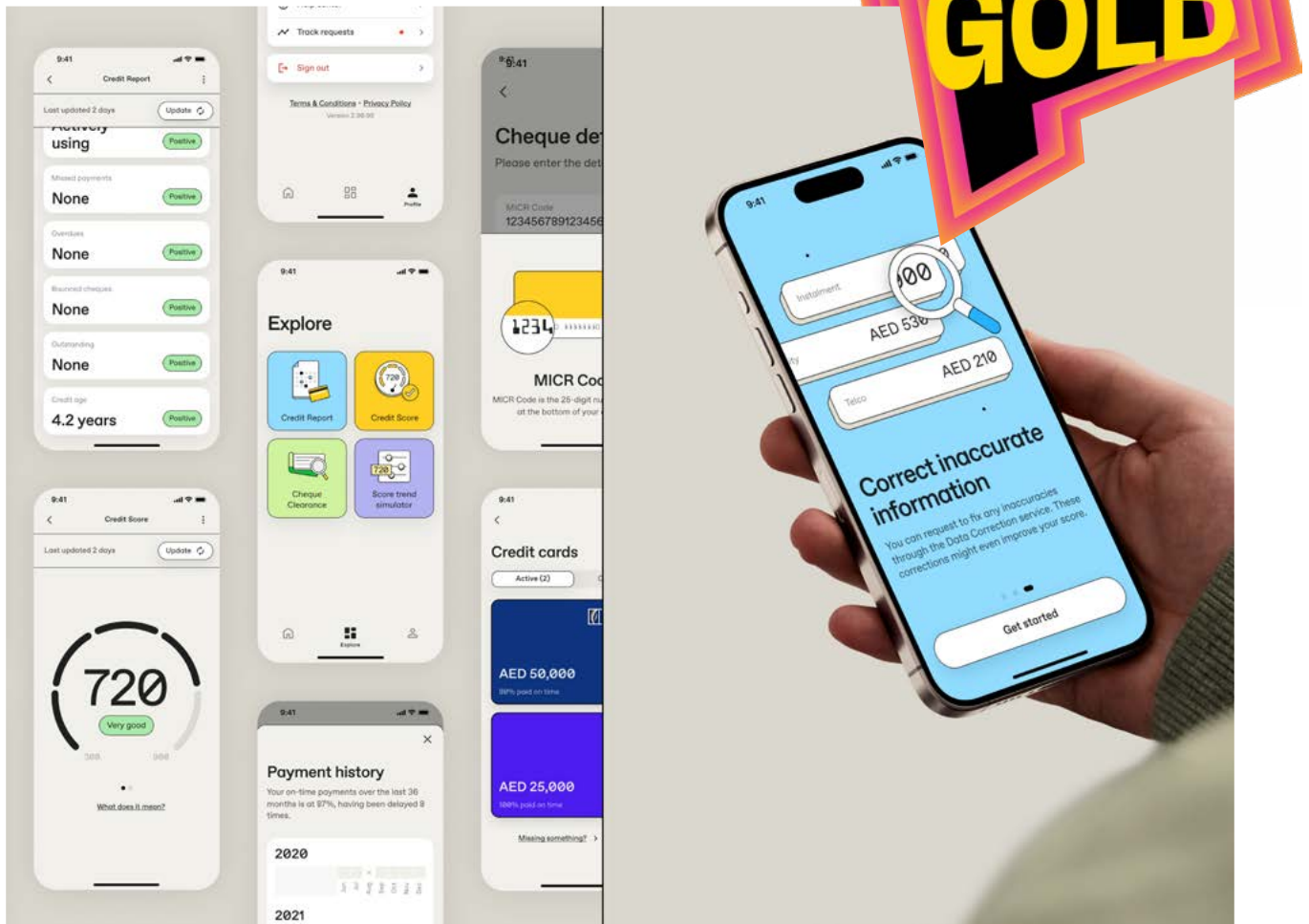
BRONZE



SILAL AND ALL ABOUT BRANDS – INNOVATION OASIS

Silal Food and Technology commissioned All About Brands to develop a brand for its new research and development center. The Innovation Oasis brand is designed to evoke both science and technology cues, as well as agricultural ones. This deftly represents the way the center is committed to a transformation in agricultural production. Judges thought the use of a DNA helix was creative and evoked a sense of development in vertical farming.

BEST VISUAL IDENTITY FROM THE FINANCIAL SERVICES SECTOR



ETIHAD CREDIT BUREAU AND ACCENTURE SONG

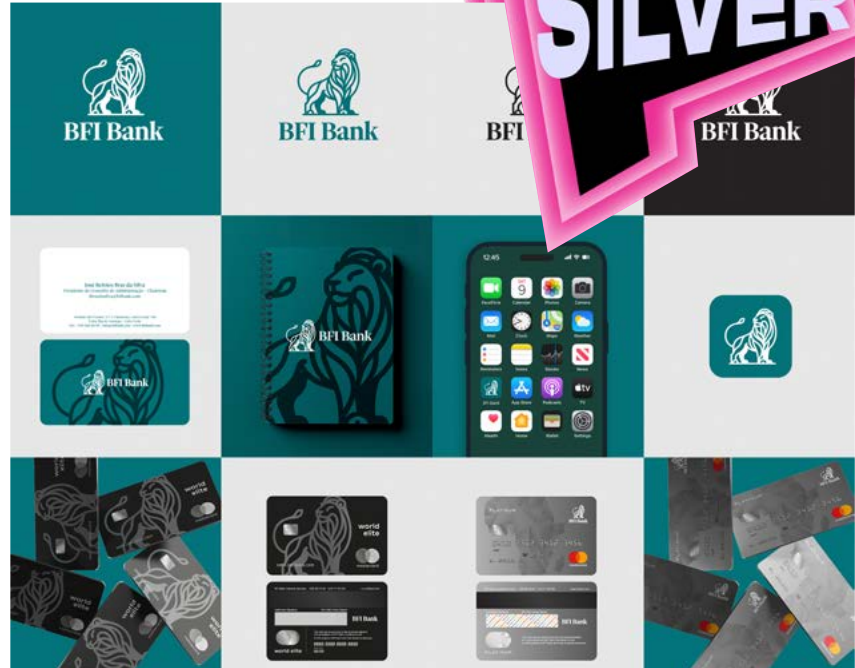
The Etihad Credit Bureau's rebranding targeted a diverse audience of businesses, consumers and government entities – including the digitally adept users that form a significant portion of the UAE's population. The rebrand would need to ensure that accessible tools and guidance were built into a digital-first brand in order to help users confidently navigate financial complexities.

Accenture Song achieved this by creating four personas that helped tailor the brand's communications to different segments. Visually, this resulted in four different illustrations – all crafted in the same style – that would speak to the needs of different demographics. The new identity is playful, clear and utterly engaging. Judges praised the "clean and modern look and feel of the very cohesive identity application across touchpoints. This was a creative and innovative approach to branding in the financial services sector."

BEST VISUAL IDENTITY FROM THE FINANCIAL SERVICES SECTOR

BFI BANK AND IDENTIDADI

BFI Bank wanted to simplify its logo, maintain its iconic lion symbol, and adopt a clean, timeless typographic style. It worked with IdentidadI to ensure its new lion icon was powerful, memorable and personable. The visual identity is simple, with the lion deployed effectively across various touchpoints with ease. Judges thought this was a "nice, clean, very elegant rebrand" that "uses a good design language."



SILVER

BRONZE



ABU DHABI INVESTMENT COUNCIL AND ALL ABOUT BRANDS

The Abu Dhabi Investment Council needed to modernize to better reflect its innovative approach and to align with parent company Mubadala while maintaining a unique and independent identity. All About Brands drew colors from the Mubadala palette, but developed a professional, clean wordmark and graphic language that is ownable by the council itself.

Creative diversity.
It isn't a tagline.

It's not a buzzword. Not a checkbox. Not a trend.
It's the fire that fuels everything we make.

Diversity isn't skin deep.
It's thought, perspective, process, and play.
It's pulling things apart to build them back stronger.
It's ideas clashing, evolving, expanding...
Until something undeniable takes shape.

We interrogate. We translate. We create.
Not to "tick the box."
But to shatter the box entirely.

This is how we push boundaries.
How we reshape the rules.
How we make work that moves, and matters.

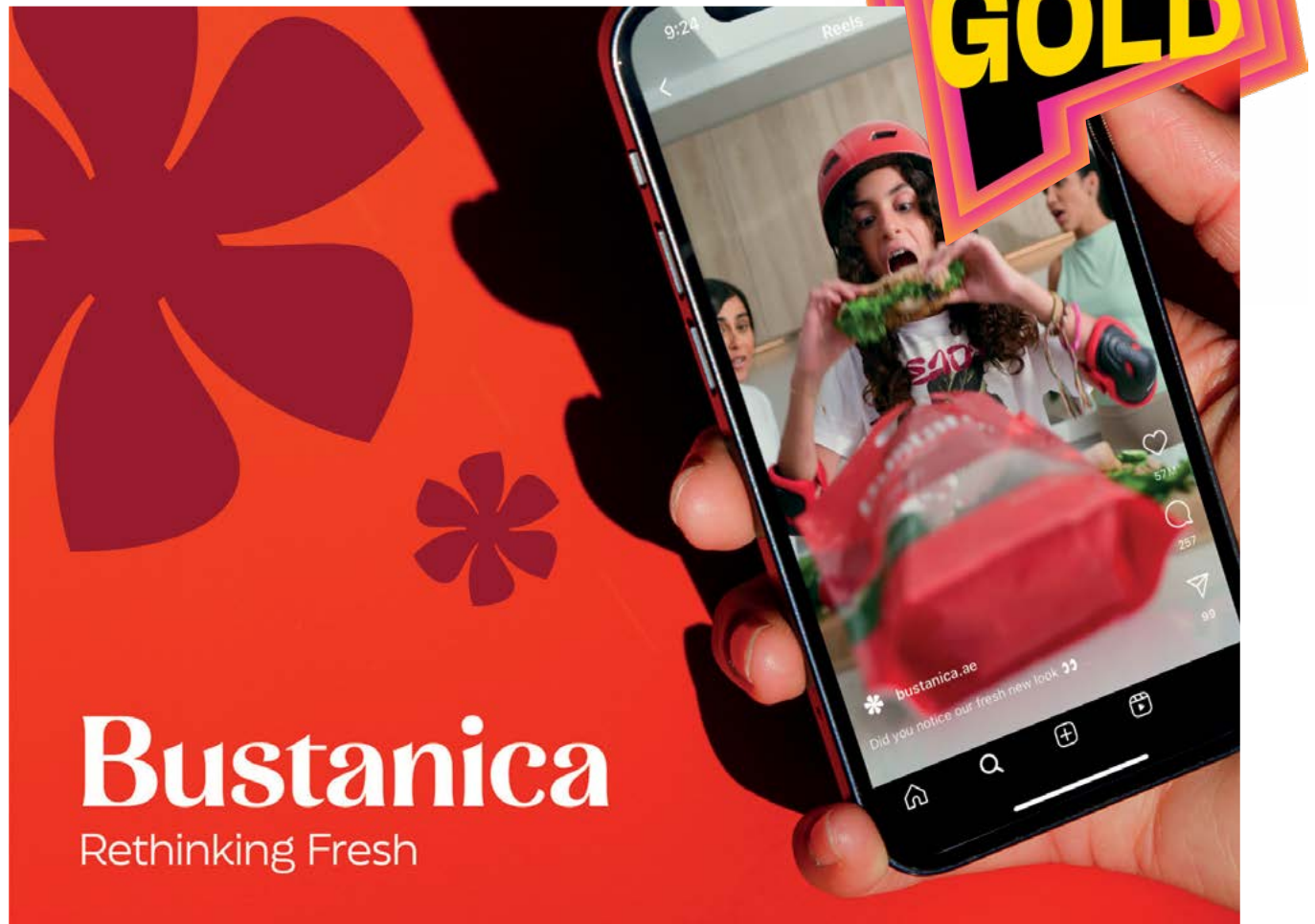
Creative diversity.
It isn't a choice.

It's the only way forward.
Y'know?

KNOW
CREATIVE

Creatively diverse since 2016
knowcreative.com

BEST VISUAL IDENTITY FROM THE FMCG SECTOR



BUSTANICA AND KNOW CREATIVE

Vertical farming company Bustanica wanted to change the game in agriculture and food products. To do so, it also had to change the way branding in the sector worked. Instead of an all-green identity with little differentiation from other brands, it worked with KNOW Creative on something transformative. Its brand also had to reference its unique approach to agriculture without relying too heavily on hydroponic farming cues.

The new brand was designed with the UAE consumer in mind. It deploys the colors from the UAE flag across the identity. The new typeface is designed to yield a similar icon shape across Latin and Arabic scripts. The result is eye-catching and has true shelf standout. One judge said this was a "clear winner, driving bold category disruption and instant sales success. Bustanica no longer looks like just another hydroponic farm; it has a distinct personality and visual presence."

BEST VISUAL IDENTITY FROM THE FMCG SECTOR

NADURA AND JANSENHARRIS

Nadura wanted to shake things up in the plant-based category by establishing itself as a brand that could flex across the range of products possible in 'free-from' foods. First, however, it needed a visual identity that was unique, emotive and lifestyle-driven. JansenHarris created a warm visual identity that focuses on taste, modern lifestyle decisions and the power of good food. The result is approachable, enticing and mouthwatering. Judges loved the bright, fun colors and memorable graphic language.



BRONZE



AL SHIFA HONEY AND SKYNE

To strengthen its leading market position, Al Shifa Honey required a new visual identity that would allow it to remain relevant to changing consumer needs. But it also had to retain elements of its heritage to avoid losing long-standing customers and recognition. Skyne evolved the visual identity by embracing a more contemporary typeface, clearing up space on the pack and building a wider brand world with touchpoints flexing beyond just the pack design.

BEST VISUAL IDENTITY FROM THE FMCG SECTOR

EIRA WATER AND BRAND LOUNGE

EIRA Water's brand development needed to allow it to compete against luxury water brands more established in the Gulf region while telling a confident story of its Norwegian quality. Brand Lounge built a luxury product through a careful examination of every single aspect of the pack design. It also refined the brand's storytelling and infused its website and communications with brand-driven communications, instead of product-focused messaging.



A Message from Arada

Celebrating Visionary Brands

Arada shares the spirit of innovation and purpose that defines the winners of Transform MEA.

We applaud these ambitious brands that are paving new paths and celebrate their remarkable work to drive meaningful impact.

**Congratulations to each
and every winner!**

BEST VISUAL IDENTITY FROM THE FOOD AND BEVERAGE SECTOR



MURU – WALDORF ASTORIA DOHA AND BALCONY8

MURU, located in the Waldorf Astoria in Doha, was inspired by the harmony between the four elements of earth, air, fire and water. The name itself derives from the Quechua word for 'seed' and represents a sense of nurturing and bounty in nature. Balcony8 created a square shape with each of the elements in one corner, then drew different lines between the points to create a star with 'food' and 'drink' positioned at an angle. This became the foundation of the restaurant's bespoke typeface, logo and graphic language.

Gorgeous brand assets were developed in wood, copper, leather and glass to further embed the four elements into the dining experience. The result is immersive and moreish, with a logo that inspires a sense of curiosity and wonder. The brand launch was such a success that the restaurant is primed for expansion to other global cities.



SOUK NOOK AND JANSEN HARRIS

Mercure wanted to create the brands for five new restaurants within its Deira, Dubai hotel. The hotel is set in an older part of Dubai, thronged by souks, heritage museums and the picturesque Dubai Creek waterway. But the cafes had to be differentiated enough – and appealing enough – to bring in diners and fend off heavy competition from nearby and other hotel-based prospects.

Jansen Harris created Souk Nook, a lively, Arabic culture-inspired brand infused with spice-like colors, a human tone of voice and contemporary cafe-culture visual cues. The result is, as the brand's snappy copy says, 'same same, but different.' It's joyful, well crafted and warm, with a unique charm and Arab personality. One judge said "The identity is extremely well thought through. The logo reflects the idea of the souk, with an illustration style that becomes part of the identity of the Deira area."

BEST VISUAL IDENTITY FROM THE FOOD AND BEVERAGE SECTOR

EIRA WATER AND BRAND LOUNGE

EIRA Water worked with Brand Lounge to create a premium proposition for a Norwegian water brand. The visual identity draws inspiration from Nordic runes and brings to life a luxurious pack design intended to be aspirational and elegant. One judge called this "category-breaking work", adding: "From the research to the design implementation, this is an excellent job."



MENU MECHANICS AND KOOK

Middle Eats is a Kuwait-based cloud kitchen, designed to bring premium Middle Eastern flavors to a broad audience at affordable prices. Kook developed a visual identity that strikes a balance between tradition and modernity, capturing the vibrancy of Middle Eastern cuisine while staying approachable and contemporary. Bright colors, playful illustrations and custom typography all allow the brand to connect with younger audiences while recognizing the company's cultural roots.



BEST VISUAL IDENTITY FROM THE FOOD AND BEVERAGE SECTOR

MOKHA 1450 AND ROGUE

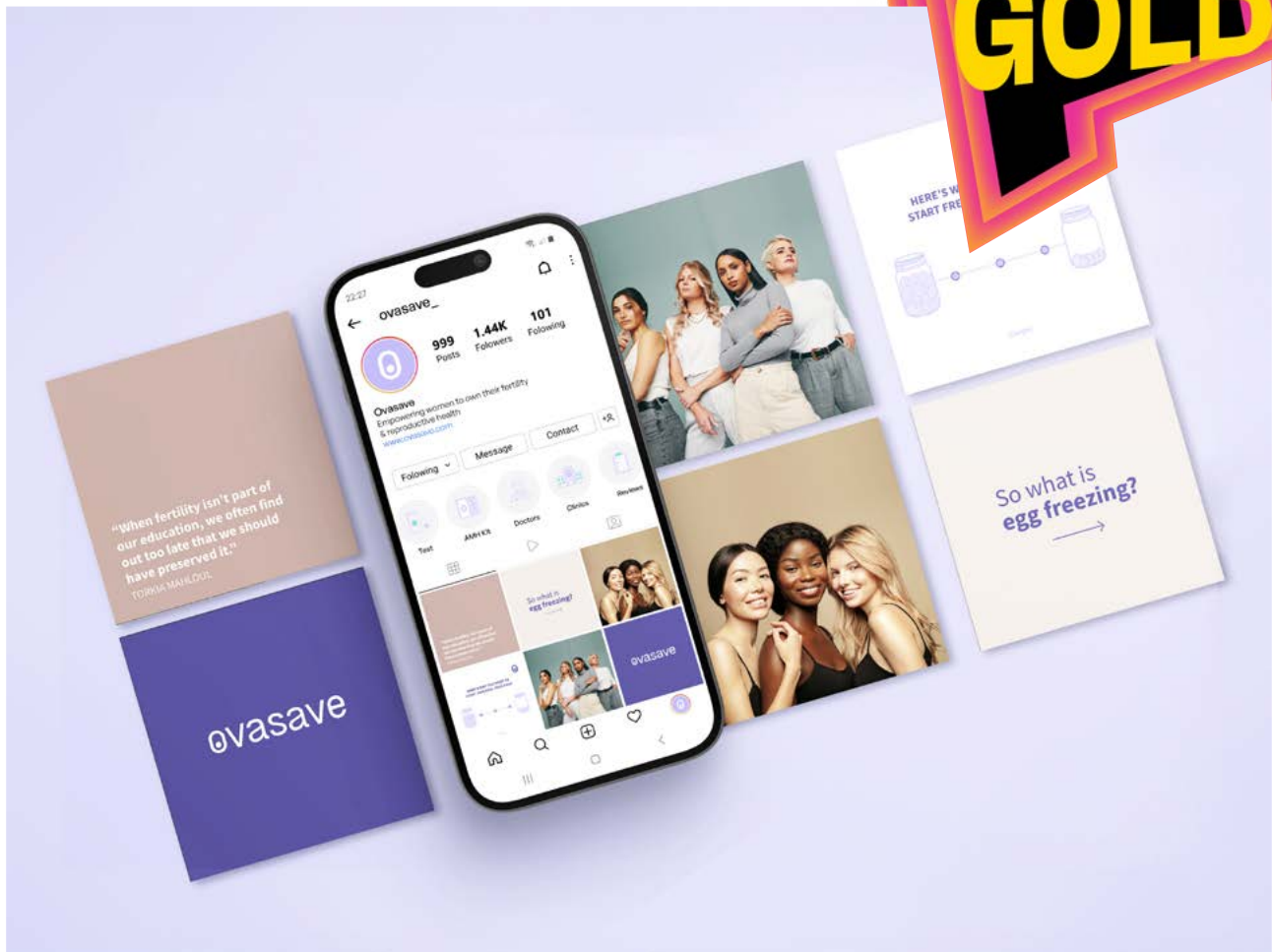
The Mokha 1450 rebrand was crafted to ensure every single touchpoint was meticulously crafted and considered. Rogue redeveloped the logo and typeface, with the brand icon inspiring a collection of geometric patterns used across the identity. This allowed the range and variety of products available to share a sense of cohesion while still being differentiated. One judge said, "This was excellent design and brand work. I loved it."



Lemonade. Sunshine.
Corn on the cob. Honey
drizzle. Perfect time of
the day - the golden
hour. The Simpsons.
Smiley faces. Butter
popcorn. SpongeBob.
The perfect sunny side
up. A highlight on your
favourite idea.

BEST VISUAL IDENTITY FROM THE HEALTHCARE AND PHARMACEUTICAL SECTOR

GOLD



OVASAVE AND YELLOW

Ovasave is committed to changing the narrative around reproductive health and encouraging a better understanding of fertility options and choices. To bring a sense of liberation, choice and normality to the brand, Yellow created a supportive, female-centric identity designed to avoid some of the clinical, sterile cues often used in healthcare branding.

The Ovasave identity is hopeful, transparent and warm. Every asset from its digital communications to its packaging solution is designed to provide an empowering option for women and to improve the understanding of a fertility journey. One judge said, "Loved this! Brilliant way to approach women around a very sensitive topic, and a wonderful way to develop a tone of voice and communication strategy that will give the brand the trust and credibility it deserves to warrant these personal conversations. Loved the simplicity of the logo, the overall brand language and, most of all, the tone of voice and messaging."

BEST VISUAL IDENTITY FROM THE HEALTHCARE AND PHARMACEUTICAL SECTOR

REZA AND BRASH AGENCY

Hygiene and cleaning solutions provider Reza wanted to clarify its brand architecture, modernize its visual identity and create a more memorable impact with its branding. Brash Agency introduced a colorful brand architecture, an impactful packaging design and an authoritative masterbrand. One judge said, "Lovely work and a strong brand solution, with a massive shift in benchmark in terms of where it started. Lovely to witness the transformation!"



BRONZE



THE DEPARTMENT OF HEALTH ABU DHABI WITH ABU DHABI HEALTH DATA SERVICES AND M&C SAATCHI CONSULTING

Sahatna, or 'Our Health' in Arabic, was an app designed to bring a more holistic and community-focused approach to healthcare in the UAE. M&C Saatchi ensured user experience was at the heart of the brand development. With clear communications and bright colors, the new prospect impressed judges who called it "lovely work" and "a game-changing government initiative with a modern, accessible and effective brand identity."

BEST VISUAL IDENTITY FROM THE INDUSTRIAL, EXTRACTIVES AND BASIC MATERIALS SECTOR



EMSTEEL AND BELLWETHER

The creation of EMSTEEL presented a complicated branding challenge. Both Emirates Steel and Arkan had identifiable, long-standing brands, sub-brands and product ranges in their respective industries. Bringing them together had to respect both while also forging a future together and building a company that could succeed globally. Bellwether built the brand for EMSTEEL, the new name for the venture.

The new identity rests on a graphic element, called 'the edge', which conveys a sense of 'accelerating sustainable transformation'. It is used across the identity to form the brand architecture, provide patterns and textures and amplify the brand's confident personality. Judges thought this led to a clear point of differentiation in the market and helped to "position EMSTEEL as a future-focused, green, industrial leader, aligned with the UAE's sustainability goals."

BEST VISUAL IDENTITY FROM THE INDUSTRIAL, EXTRACTIVES AND BASIC MATERIALS SECTOR

OQBI AND SKYNE

OQBi's new logo is inspired by the periodic table. Skyne's development of the OQ masterbrand was complemented by the addition of Bi – for 'base industries' – to the wordmark. The OQBi brand is thus intrinsically tied to its parent company while expressing its leadership in chemical production. Judges liked the links between the brand and the periodic table for both its visual impact and its storytelling capabilities.



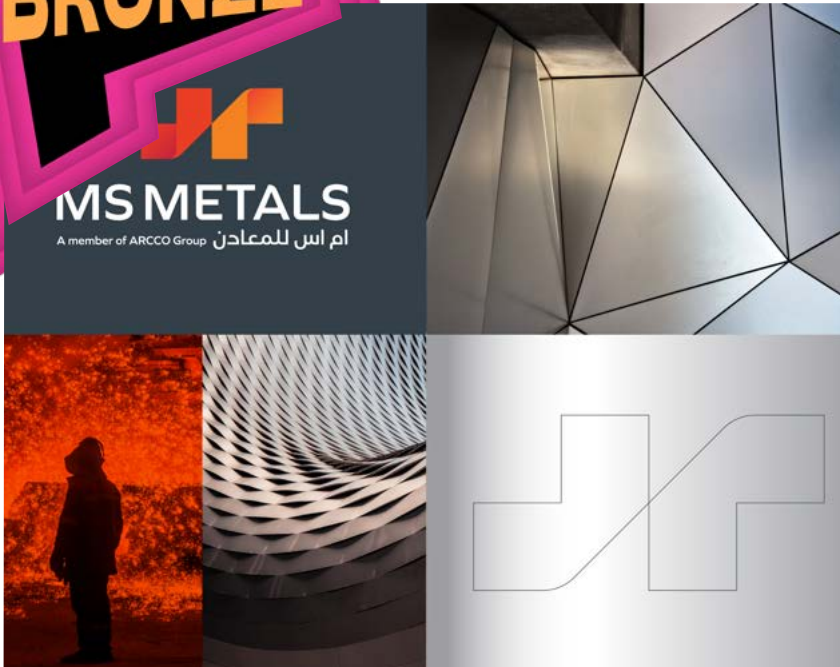
SILVER

BRONZE

MS METALS
A member of ARCCO Group ام اس للمعادن

MS METALS AND SKYNE

MS Metals needed to reposition its brand, after 40 years of operations, to emphasize its expertise and technological innovation. It worked with Skyne on a metal-inspired visual identity that is dynamic, textural and communicative. One judge said this "refined a 40-year-old brand into a modern, globally competitive identity", while another praised the excellent "photography and technical approach to the visual language."



BEST VISUAL IDENTITY FROM THE LIFESTYLE AND WELLBEING SECTOR



ABU DHABI COMEDY WEEK AND KNOW CREATIVE

The Abu Dhabi Comedy Week brand had to do a big job. It had to communicate with a global audience and put the festival on the global cultural map. It also had to flex across different venues, sizes of touchpoints and be equally proud of both established and up-and-coming names in comedy. KNOW Creative met this challenge with a type-driven brand that avoided comedy clichés and allowed for a wholly ownable, easily identifiable brand.

The typeface instantly brings to mind comedy culture with its freeform lockup. It is also capable of being reused in future events, lending a sense of continuity and recognition to the global festival. The excellence in craft in this brand development is also apparent in its ability to bring a sense of unity to the often-crowded visual landscape of a cultural festival. One judge said, "I really appreciate the hand-crafted typographic approach to the logo wordmark. That kind of effort is rarely seen in the branding space nowadays."

BEST VISUAL IDENTITY FROM THE LIFESTYLE AND WELLBEING SECTOR

DEPARTMENT OF COMMUNITY DEVELOPMENT - NABDH AND ADINB

Designed to build a sense of community and wellbeing, the Nabdh cultural center needed a brand that would communicate its purpose and evoke a sense of welcome. ADinB developed a logo and a pattern of half-circular shapes within the typography that take their inspiration from a top-down view of a traditional Emirati coffee cup. One judge thought this was "a really interesting brand story", adding: "The effort that was put into the research and brand development was admirable."



BRONZE



ANAT AND MR.STUDIO CO.

Cosmetics brand Anat worked with Mr.Studio Co. to create a luxury, spa-like brand world that was immersive, emotive and peaceful. The muted green, beige and black color palette makes for a calming experience while added touches of gold position it squarely in the premium space. The simple, impactful visual identity has instant presence and was praised by judges for its "elegance and sophistication".

BEST VISUAL IDENTITY FROM THE LIFESTYLE AND WELLBEING SECTOR

TULAH AND BRASH AGENCY

Aiming to launch a clinical luxury wellness retreat in Kerala before expanding to multiple sites in the UAE, Tulah needed a brand that would blend relaxation, wellness and holistic healthcare. Brash Agency focused on a philosophy of transformative wellness, with one authoritative brand that could flex across the portfolio. It's simple and aspirational with a clear sense of restorative luxury. One judge said, "It has successfully landed as a global wellness destination, and the brand in itself is unique in its offering. It has executed this well."



BEST VISUAL IDENTITY FROM THE PROFESSIONAL SERVICES SECTOR



FEMALE TALENT AGENCY (FTA) AND AIRBORNE STUDIO

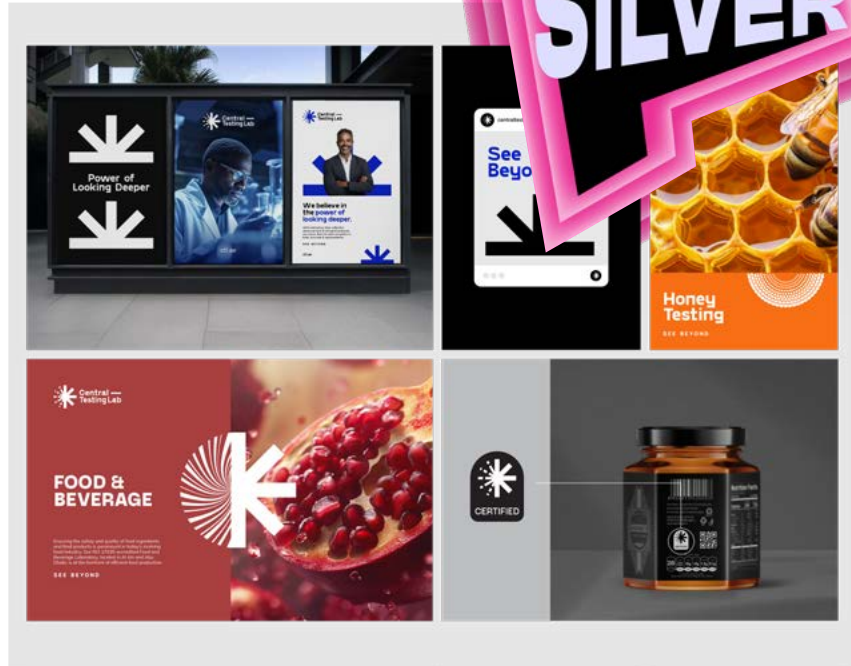
The Female Talent Agency (FTA) is the Middle East's first dedicated female music talent agency. Its identity had to balance authority and professional services sector credibility with an energy and cultural resonance that would communicate its USP. Airborne Studio created the brand positioning, 'In her power', which allowed FTA to challenge traditional notions of 'feminine' branding and establish FTA as a serious player in the market.

The visual identity is bold and simple, but it has a definite sense of strength and implies FTA is holding nothing back. It uses black, white and yellow to great effect alongside portrait photography that allows each client to own the brand in their own way. One judge said this brand "pioneered a new category", adding: "The brutalist typography and structured layout give a strong, corporate feel, while the photographic treatment maintains authenticity for artists." Another said: "I thought this had a bold timelessness to it."

BEST VISUAL IDENTITY FROM THE PROFESSIONAL SERVICES SECTOR

CENTRAL TESTING LAB (CTL) AND VIOLA COMMUNICATIONS

The Central Testing Lab needed to communicate its work translating research and data into actionable insights. It worked with Viola Communications on a visual identity centered around the concept of metamorphosis and interpretive change. Star icons represent the inflexion point provided by the lab. One judge said, "The branding is precise, data-driven and highly technical, reinforcing scientific credibility."



BRONZE



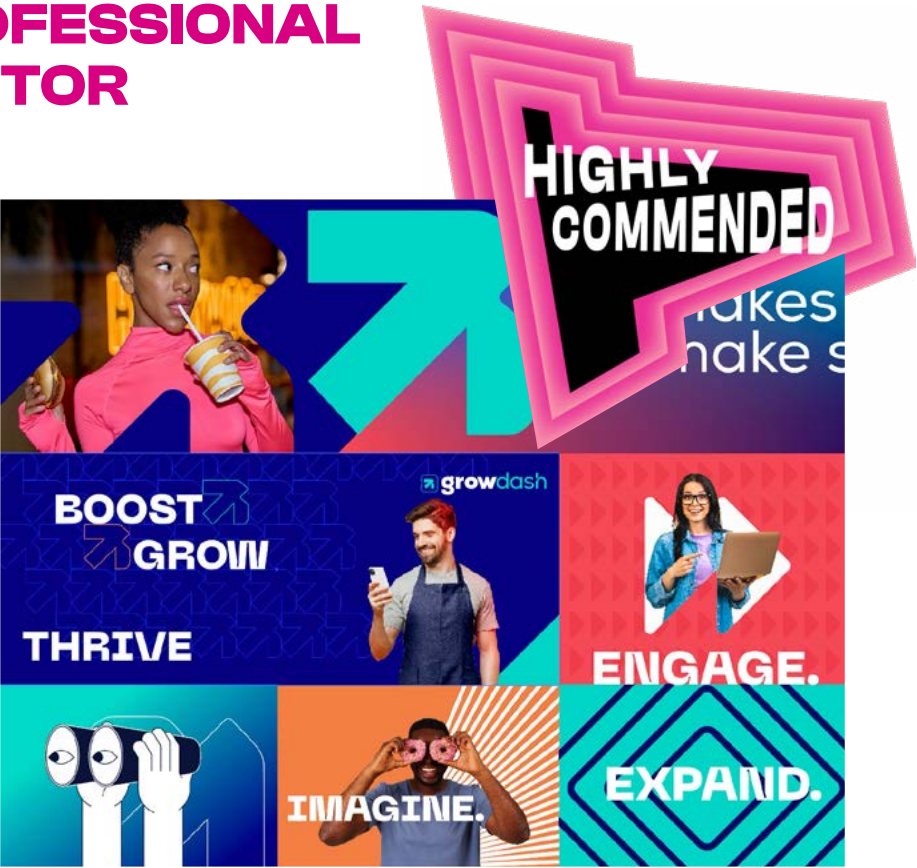
RESO AND INDUSTRY PARTNERS LIMITED

Reso needed to bring to life its 'research solutions' for a global audience and express its commitment to providing actionable intelligence – not just information – to its clients. Industry Partners deployed a colon in the wordmark, acting as a point of transition and translation and representing the way Reso's expertise can make sense of data. "It moved the industry away from bland, corporate 'brain-shoring' branding to a modern, AI-driven intelligence partner with a highly structured, yet flexible brand system," one judge said.

BEST VISUAL IDENTITY FROM THE PROFESSIONAL SERVICES SECTOR

GROWDASH AND ACORN STRATEGY

Data insights company Growdash worked with Acorn Strategy to infuse its brand with youthful energy, color and a sense of active exploration.



BEST VISUAL IDENTITY FROM THE PROPERTY, CONSTRUCTION AND FACILITIES MANAGEMENT SECTOR



NEW MURABBA AND BRASH AGENCY

A mixed-use development in Riyadh, New Murabba needed to create a landmark brand that could unite its ambitions for the future of the city with a sense of cultural authenticity and resonance. The placemaking project had to add to Riyadh's cultural landscape while also becoming an ownable, relevant place for Riyadh's citizens.

The development's iconic cube shape symbolizes a 'gateway to a futuristic world'. Brash Agency used the cube as an influence in the visual identity, blending traditional Najdi patterns with stripped-back modern design sensibilities. The result is flexible, modern and distinctively Saudi. Judges thought this was an effective way to ensure recognition and deliver a brand rollout that is aligned with the site's architecture and physical footprint.

BEST VISUAL IDENTITY FROM THE PROPERTY, CONSTRUCTION AND FACILITIES MANAGEMENT SECTOR

ARISHA TERRACES AND SKYNE

The Arisha Terraces development in Dubai was named after the pergola that offers shade from the scorching Arabian sun. Skyne crafted a visual identity intended to ensure Arisha Terraces represented a 'true home' in a city whose residences are often full of sameness. Judges thought the visual identity was beautifully crafted and situates Arisha Terraces well within the wider Dubai residential landscape.



BRONZE



DOUGLAS OHI AND OHI LEO BURNETT

Douglas OHI worked with OHI Leo Burnett to modernize and update its visual identity and brand strategy, making it a competitive leader in the Gulf construction sector. The result is a compelling visual proposition with a strong strapline, 'Building tomorrow, together'. The use of a brand mascot infuses warmth and personality into the company in a way that is well suited to the needs of the company's employees.

BEST VISUAL IDENTITY FROM THE PUBLIC SECTOR



7X AND BRAND LOUNGE

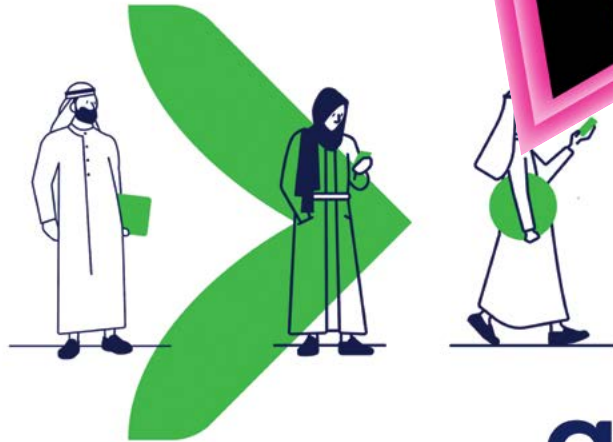
For Emirates Post Group, transitioning to 7X required a visual identity that could resonate with public-sector stakeholders while inspiring confidence in its broader mission of enabling trade, transport and logistics. It had to simultaneously reflect its commitment to becoming a world-class logistics business while delivering a modern design.

Brand Lounge met this challenge by focusing on a sense of momentum, disruption and forward motion. It uses a displaced 'X' to symbolize this brand ethos. The brand's typography is similarly displaced and dynamic, indicative of a brand that is constantly on the move. This massive sea change in brand strategy, visual identity and purpose ushers in a new era of purpose and operations for the organization. One judge called this, "One of the best rebranding projects I have ever seen, from the strategic thinking to the creative execution, it's definitely what rebranding should look like."

BEST VISUAL IDENTITY FROM THE PUBLIC SECTOR

GENERAL ORGANIZATION OF SOCIAL INSURANCE AND TQ BRANDING

The General Organization of Social Insurance (GOSI) sought to modernize and become more accessible, allowing it to better communicate with service users and improve understanding of changes to social insurance in Saudi Arabia. TQ Branding built an identity with people at its heart. It did away with bureaucratic language and images, focusing instead on clear communications, warm illustrations and a simple user experience. One judge said it "took a very sensitive brand to the future in line with the vision of the kingdom."



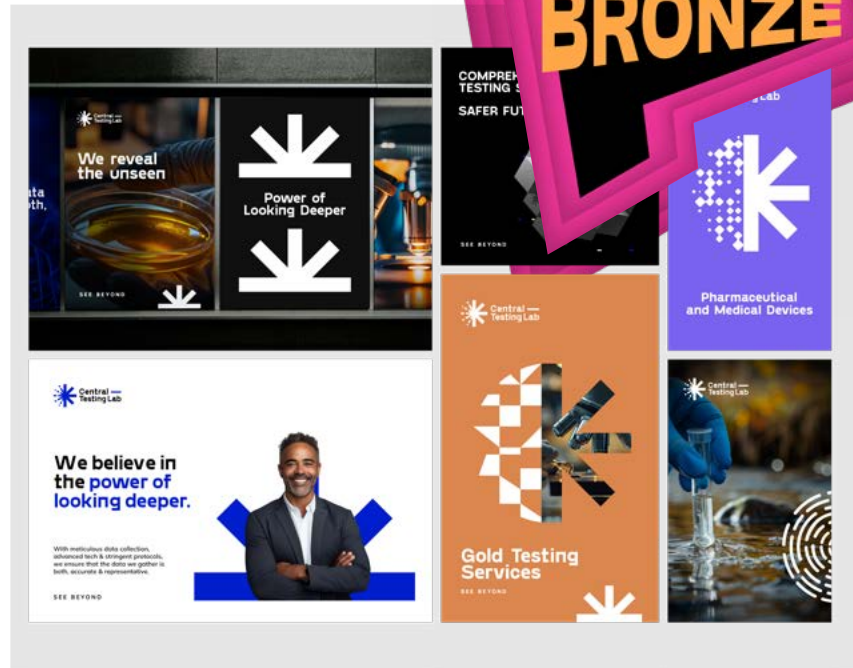
THE CULTURE HOUSE AND ZAN AGENCY

The Culture House is committed to changing the narrative around libraries. It worked with Zan Agency to showcase the full breadth of activities, products and experiences available at libraries around Saudi Arabia. The brand blends a digital-inspired graphic language with physical touchpoints to great effect. Judges liked the way the brand links to bookshelves – and the spaces between them – while also providing a contemporary, fresh take on libraries.

BEST VISUAL IDENTITY FROM THE PUBLIC SECTOR

CENTRAL TESTING LAB (CTL) AND VIOLA COMMUNICATIONS

Viola Communications wanted to showcase the way the Central Testing Lab turned data into actionable insights. It created a system of star icons that represent different industries, which transform into white asterisk-like icons. Judges thought this was an engaging, creative and smart way to bring to life what could have been a staid, traditional brand.



LIBRARIES COMMISSION BY THE MINISTRY OF CULTURE AND SHADDAH DESIGN STUDIO

The Saudi Manuscripts Exhibition visual identity is a beautiful combination of Arabic calligraphy, abstract gradients and the beauty of the written word. Shaddah Design Studio infused the identity with recognizable graphics representing Saudi life and the heritage of writing in a contemporary, eye-catching way. One judge called it a "very strong, inspired brand linked to culture."

BEST VISUAL IDENTITY FROM THE RETAIL SECTOR

GOLD

Voieur™



VOIEUR AND BRAND LOUNGE

The creation of luxury lingerie brand Voieur was intended to be a meeting point of fantasy and desire. To express this, the brand uses six female archetypes that tap into different fantasies – each of which is represented in a unique fantasy world product range and experience. Brand Lounge had to craft a brand that was evocative of this brand positioning while also standing out in a crowded landscape. It worked to celebrate the many layers of a woman's identity, positioning Voieur as the storyteller of fantasies.

The visual identity is bold, spicy and sensual. The 'O' in the wordmark is rendered into a framing device, speaking to the sense of voyeurism the brand hopes to evoke. One judge said, "The Voieur branding is super-tasty. I love the thinking behind how a very communicative strategic approach gets reflected in all the brand assets." Another added: "The creative strategy perfectly reflects the brand and the company's positioning."

BEST VISUAL IDENTITY FROM THE RETAIL SECTOR

BOSHIES AND KOOK

The rebranding of Boshies, an Arab cultural fashion brand with a global vision, sought to balance modernization with a strong sense of Arab identity. Kook approached this by tapping into the Gen Z interest in digital nostalgia. It developed an 8-bit-inspired logo and typeface that nicely complements the new T-shirt collection targeting Gen Z and Gen Alpha consumers. One judge said, "The visual identity is very interesting, well targeted and effectively represents the brand's purpose."



BRONZE



THE GALLERIA MALL AND BALCONY8

The Galleria Mall in Abu Dhabi wanted to reassert its position as the emirate's leading luxury proposition. It worked with Balcony8 on a luxe 10-year anniversary badge that could be embraced on site throughout the mall. The 'X' in the badge was then the basis of a visual identity full of rich patterns, images and vibrant luxury. One judge said, "Amazing. Mall branding like this is super-creative and to the point. It explained everything right and is visually appealing."

BEST VISUAL IDENTITY FROM THE SPORTS AND LEISURE SECTOR



AL-QADISIYAH WITH DRAGON ROUGE AND GENE BRANDING

Saudi Arabian football club Al-Qadisiyah wanted to evolve its brand to respect its heritage while embracing a dynamic, global future. Dragon Rouge and Gene Branding delved deep into the club's heritage and its role in the Al Khobar community. As the city's only sports club, Al-Qadisiyah had a built-in fanbase, but it had struggled in recent years to connect with its audience. Gene Branding wanted to make the club a brand that could represent the city and its culture on a worldwide stage. It rooted the brand in the 'inspire beyond' positioning.

The visual identity was drawn from the very streets – and grid layout – of Al Khobar, with a bilingual typeface able to evoke both a sense of sporting authenticity and vibrant future-facing motion. The new knight figure is active and energetic while a simpler graphic lookup allows key brand assets to resonate with a modern audience. Judges said, "Excellent work; the design system and application is excellent. Love it."

BEST VISUAL IDENTITY FROM THE SPORTS AND LEISURE SECTOR

UAESCHOOL GAMES AND ADINB

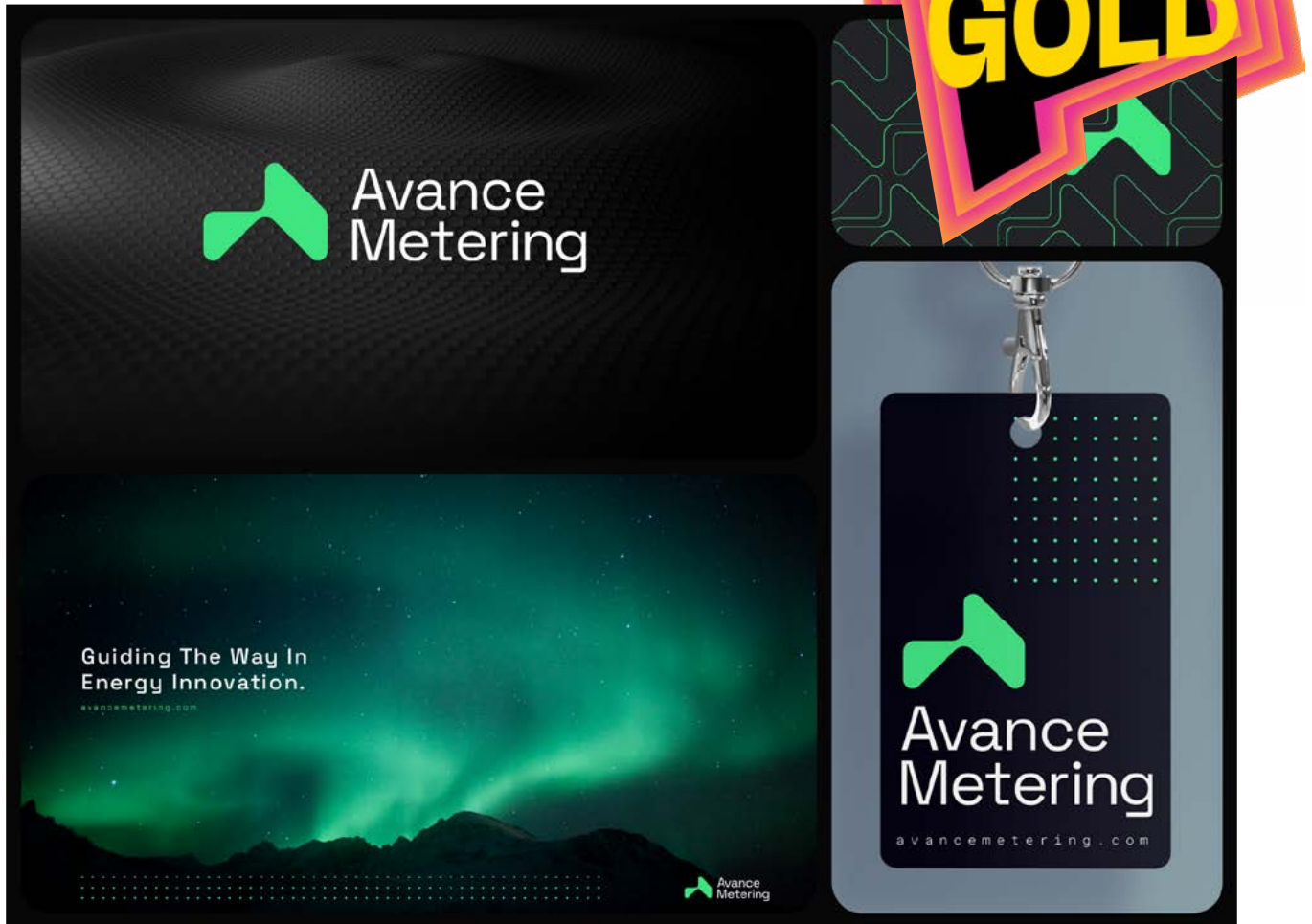
The UAE School Games was designed to spark a love for sports and athletic pursuits in the country's young people. ADinB had to ensure the brand would connect with the nation's youth, represent sporting culture and be relevant for years going forward. It used clean graphic designs of sports pitches and venues as the basis for an intriguing, resonant identity. Judges loved the "very cohesive brand identity that speaks to youth sports with vibrant colors and a lowercase typography emphasizing the friendliness of the brand."



ALJADA SKATEPARK AND ARADA

The Aljada Skatepark needed to be a place that espoused the spirit of skating while also contributing to the urban development in Sharjah. Arada tapped graphic artist David Carson and Olympic gold medalist Keegan Palmer to create a brand full of street style. The identity deploys a collage of punchy, urban graphic design, graffiti-like brushstrokes and vibrant colors, alongside a more structured wayfinding and placemaking element akin to global sporting event venue brand design.

BEST VISUAL IDENTITY FROM THE TECHNOLOGY, MEDIA AND TELECOMMUNICATIONS SECTOR



AVANCE METERING AND OMNI CREATIVE AGENCY

To reflect its values and reinforce its Nordic heritage, Avance Metering needed a visual identity that would showcase not only its position as an innovator in smart utility software, but also a connection with its heritage. OMNI Creative Agency developed a new identity that draws inspiration from the aurora borealis, with the glowing green hues of the northern lights serving as a central theme.

The aurora provides the basis for the brand icon, which is a fixed shape that then forms patterns and is used as a graphic throughout the identity. The shape is transmuted to support the product portfolio, providing a sense of consistency while signifying different products in the range. The green and gray color palette is powerful and stripped back, but clearly links the identity to its Nordic roots. Judges thought this was an interesting, effective approach that was smartly developed, modern and well suited to the company's target audience.

BEST VISUAL IDENTITY FROM THE TECHNOLOGY, MEDIA AND TELECOMMUNICATIONS SECTOR

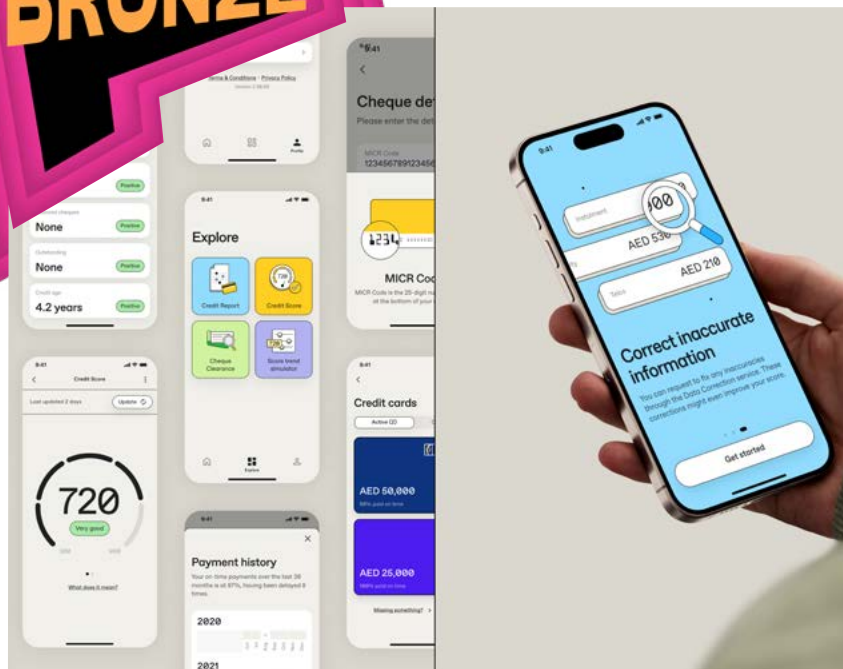
SITE AND BOND

SITE's new logo draws on the architectural footprint of traditional Arabian fortresses, along with a blocky rendering of the word 'Site' in Arabic. The identity uses green – a favored Saudi color – to provide a sense of confidence, credibility and trust. The visual identity is clean and transparent, while still providing recognizable brand assets in the logo, typeface and block shape. One judge said it was "fresh, simple and well thought out with a clear, cohesive visual identity."



SILVER

BRONZE



ETIHAD CREDIT BUREAU AND ACCENTURE SONG

The Etihad Credit Bureau's rebrand created a resonant consumer-facing brand from a boring, often invisible B2B entity. Accenture Song worked carefully on a personable illustration style, a bright, optimistic color palette and a friendly user experience design. The new brand is "dynamic", "friendly" and "simplified", according to judges.

BEST VISUAL IDENTITY FROM THE TRANSPORT AND LOGISTICS SECTOR



RIYADH AIR AND PRIESTMANGOODE

Saudi Arabia's new national carrier, Riyadh Air, was launched to turn the kingdom into a global aviation hub. The new brand had to be cohesive across the vast array of touchpoints required of modern aviation brands while also being culturally relevant and resonant. But Riyadh Air also had to have a strong enough visual identity to allow it to stand out in an oversaturated aviation market.

PriestmanGoode took inspiration from Saudi Arabia's natural landscape, choosing a purple and indigo color palette evocative of the nation's skies. This unique palette effectively represents the country's environs while also standing out from other global carriers, which are predominantly blue, red, gold or silver. One judge said, "The brand colors are daring and help it stand out in the airline category." Another praised the "elegant, progressive, sleek wordmark that elevates the brand positioning to a premium airline."

BEST VISUAL IDENTITY FROM THE TRANSPORT AND LOGISTICS SECTOR

7X AND BRAND LOUNGE

Transforming the Emirates Post Group into 7X, a modern transport and logistics company, Brand Lounge had to reimagine the organization's entire visual landscape. It reinvented the brand around the concept of motion, building a sense of momentum into every asset. One judge called it a "dynamic, eye-catching, fresh, vibrant, youthful brand that captures that sense of motion and the shift from a legacy brand to a forward-moving brand."



EMX AND BRAND LOUNGE

EMX, the courier arm of 7X, needed to tie its branding into the masterbrand identity while competing with more familiar global players. Brand Lounge handled this by using the same off-center 'X' in the EMX wordmark as in 7X's. Otherwise, EMX's commitment to bringing the world 'within reach' is decidedly ownable and unique to its purpose. Judges thought this was a capable handling of a big challenge and that the result felt modern, fresh and well suited to both the sector and the masterbrand's portfolio.

BEST VISUAL IDENTITY FROM THE TRANSPORT AND LOGISTICS SECTOR

FOLK MARITIME AND TQ BRANDING

Folk Maritime was established to position Saudi Arabia as a global logistics hub. As a new player in a market dominated by the likes of Maersk and Cosco, Folk needed to build credibility while reflecting Saudi heritage and ambition. TQ Branding introduced a bold, green and neon-green color palette that evokes a sense of progressiveness and innovation.



MARTISTEL AND SHUKA

Warehouse and distribution brand Martistel worked with Shuka to bring its innovative purpose to life in its branding. The new brand makes warehousing machinery visually stunning, characterful and brilliantly flexible. It's a fun, cool solution that brings a sense of character and personality to the typically staid industry. Judges called it "unexpected", "cool" and "sleek".

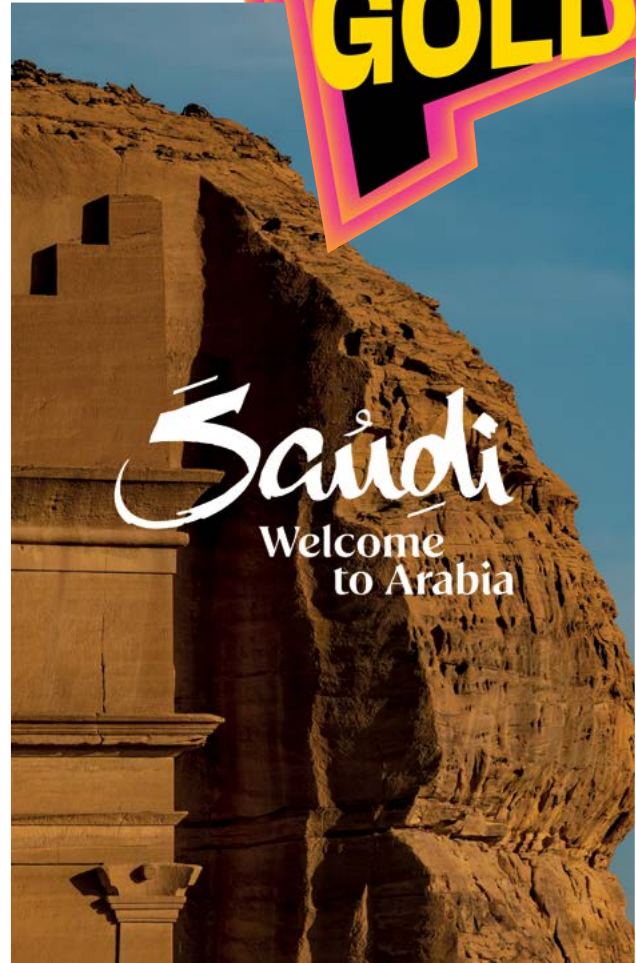
BEST VISUAL IDENTITY FROM THE TRAVEL AND TOURISM SECTOR



HAWAR RESORT BY MANTIS AND JANSENHARRIS

Located on a Unesco World Heritage Site in the Gulf, the Hawar Resort had to offer something truly spectacular in terms of its branding. The island is a stunning wilderness home to endangered species, a rich cultural heritage and protected landscape. Hawar Resort is committed to eco-tourism and respecting the site's heritage and natural splendor.

JansenHarris translated that into a visual identity that blends traditional Bahraini embroidery shapes with global luxury cues and a sense of island-based relaxation. The result is aspirational, approachable and stunning. The overlay of the embroidery illustrations on magazine photography allows the brand to bring to life the best of the Hawar Resort. One judge called it a "very elegant brand identity that speaks to elements of luxury intertwined with nature."



SAUDI TOURISM AUTHORITY AND TQBRANDING

The Saudi Tourism Authority wanted to reframe perceptions of travel to Saudi Arabia and infuse its brand with a stronger sense of cultural adventure, family-friendly travel and natural wonder. The positioning, 'The Heart of Arabia', helped clarify the brand's personality. TQ Branding developed a visual identity that brings to life a vibrant culture, full of opportunity, exploration and aspirational modern tourism.

It developed patterns based on traditional Saudi art and architecture, but rendered them in a color palette of bright pinks, purples, greens and oranges. This instantly communicates that this is not the Saudi Arabia of old. The new identity is comprehensive and allows for flexibility across different sub-brands and place brands. One judge praised the way the brand "overcame the challenge of changing people's perspective of what Saudi is with amazing, bright color palettes and brand storytelling."



Your brand is **seen**. But what if it could be **heard**

At MusicGrid, We create bespoke sonic identities—audio logos, brand soundtracks, and immersive soundscapes that make your brand instantly recognizable. We don't just compose music; we design emotion, recall, and connection—through sound.



www.musicgrid.com



BEST VISUAL IDENTITY FROM THE TRAVEL AND TOURISM SECTOR

GATHERN AND GENE BRANDING

To showcase the full breadth and range of its vacation rentals and experiences on offer, Gathern needed to provide customers with a new entry point into the brand. Gene Branding delivered with a gate icon system that flexes across the brand's services, providing an effective visual link between the products and brand positioning in the process. One judge liked the "strong, bold color choices and dynamic logo. That reflects the brand's offering."



BRONZE



AUH AND JANSENHARRIS

To create the brand for AUH, a new hotel attached to Abu Dhabi's Zayed International Airport, JansenHarris needed to create something that would belie the typical airport hotel look and feel. The new brand encourages visitors to 'stay outside the lines' and brings its brand to life with modern line illustrations, a fresh color palette and contemporary type style. Judges praised the "playful, modern and minimalistic brand look and feel."



SPECIAL RECOGNITION



BRAND STRATEGIST OF THE YEAR



ROGER GRAY, BRASH AGENCY

Roger Gray has become dedicated to improving the world, one city at a time, through the elevation of place brand strategy. His work in Gulf placemaking in recent years has seen him consider the relationships between a city brand and its districts, communities, assets, experiences, services, agencies and operations. Aligning all of these stakeholders behind a single brand is a complex challenge.

But Gray has devised a simple system for decision-making when building a new place brand. His unique brand architecture approach takes into consideration every single question related to a city's branding. This strategic system has allowed the agency to create successful place brands for Saudi Arabian cities Qiddiya City and New Murabba.

His mentorship of young strategists and ambitious plans for the future of place brand strategy make him a valuable contributor to the branding community as a whole. "Roger's mentorship during my time at Brash was incredibly impactful. His sharp

strategic thinking and ability to challenge perspectives pushed me to grow and approach problems with confidence. He leads with clarity, insight and genuine support," said Samar Mustafa, now a junior strategist at M&C Saatchi. Gray's commitment to innovation, change and new strategic frameworks makes him a leading light in the Middle Eastern brand industry.

CREATIVE DIRECTOR OF THE YEAR



DANIEL FERNÁNDEZ GÓMEZ, ACCENTURE SONG

Spanish creative director Daniel Fernández Gómez has been working in the Middle East for the past 15 years. He helps organizations evolve by unlocking insights, creating purpose-driven brands and delivering impactful solutions. He seeks to blend empathy, intuition and critical thinking to create brands that resonate with a business' audiences and help it achieve its goals.

At Accenture Song, Gómez has done this by blending creativity and technology, anticipating trends and ensuring he delivers impactful digital solutions at every opportunity. He prioritizes the creation of brands that drive cultural shifts within organizations and redefine their market positioning in the process.

His creative leadership has seen him revolutionize the positioning and visual identity for brands like the Etihad Credit Bureau, ADNOC and STC. The Etihad Credit Bureau's new

brand is an excellent example of a brand that blends consumer-friendly illustrations, a razor-sharp understanding of the target audience and a keen positioning that allows for business growth.

"For his entire career, Dani has been a relentless advocate for quality, driven by an extraordinary ability to make clients fall in love with their customers – and in turn, with their brands – all over again. His philosophy of reducing complexity to reveal profound simplicity is not just a hallmark of his creative output but also a mindset that elevates everyone who collaborates with him," said Humza Ijaz, MD and head of design & digital products at Accenture Song Middle East.

Accenture Song

Creating growth through relevance

Proud winners of the 2025 Transform Awards MEA



Find out more on

[accenture.com](https://www.accenture.com)

YOUNG CONTENDER OF THE YEAR



ALBA MORALES, ACCENTURE SONG

Young creative Alba Morales has made a big impact on the MEA region's brands over the course of her career. She has a meticulous eye for detail and a deep understanding of strategy while prioritizing the creation of beautiful, impactful design. Morales blends an expertise in digital design and illustration to create brands that connect with their target demographics and suit the needs of their particular platforms.

Balancing art and strategy, Morales has ensured her illustrations align with the cultural values and heritages of each brand's audiences. She ensures that her brand storytelling is attuned to cultural nuances and creates a cohesive, immersive brand world in the process. Her work for the Etihad Credit Bureau created a stunning brand world with an ownable illustrative style and human-centered communications.

Across B2B and B2C brands, Morales turns her pen to the challenge at hand, striving for excellence, a unique design and an immersive, personable brand. She is also a lecturer at the

University of Technology and Digital Arts in Madrid, helping to shape the next generation of brand leaders. Accenture Song's creative design director Daniel Fernández Gómez says, "Alba is a powerhouse of talent. She grasps business needs instantly, delivers top-notch designs at lightning speed and always goes the extra mile to support the team. Her collaborative mindset and strategic approach make her an invaluable asset to every project."



GRAND ACCOLADES



BEST OVERALL VISUAL IDENTITY



7X AND BRAND LOUNGE

Repositioning a brand from a traditional industry is always a challenge. Doing so with the aim of radically transforming not just the visual identity and brand strategy, but the actual way the company operates in the first place is another feat entirely. 7X wanted to achieve just that. It would eschew its Emirates Post Group heritage and reinvent itself as a digitally savvy, technologically innovative logistics and transport brand.

To achieve this, Brand Lounge had to create a brand, architecture, sub-brand system, name and strategy that would embrace this new positioning. It also had to set 7X up as a disruptive leader in a space crowded by more well-known international businesses. The new brand had to resonate with public sector stakeholders and inspire confidence in the future of the business.

The 7X visual identity supported the success of the launch of 7X by creating a narrative driven by the brand's purpose of driving things forward. Momentum, motion and progress infuses every

aspect of the identity, from the logo and typeface design to the naming system and the tone of voice. 7X has become the new standard-bearer in global logistics, trade and transport branding. Judges awarded it at every turn, lauding the strapline, the new visual identity, the abstract naming, the unique typeface and the pioneering spirit. Judges said, "7X really hit its objectives of being future-focused and dynamic," and "smart and gorgeous!" 7X and Brand Lounge are the worthy winners of this year's 'Best Overall Visual Identity' award.

MORE CHANCES TO WIN GLOBALLY

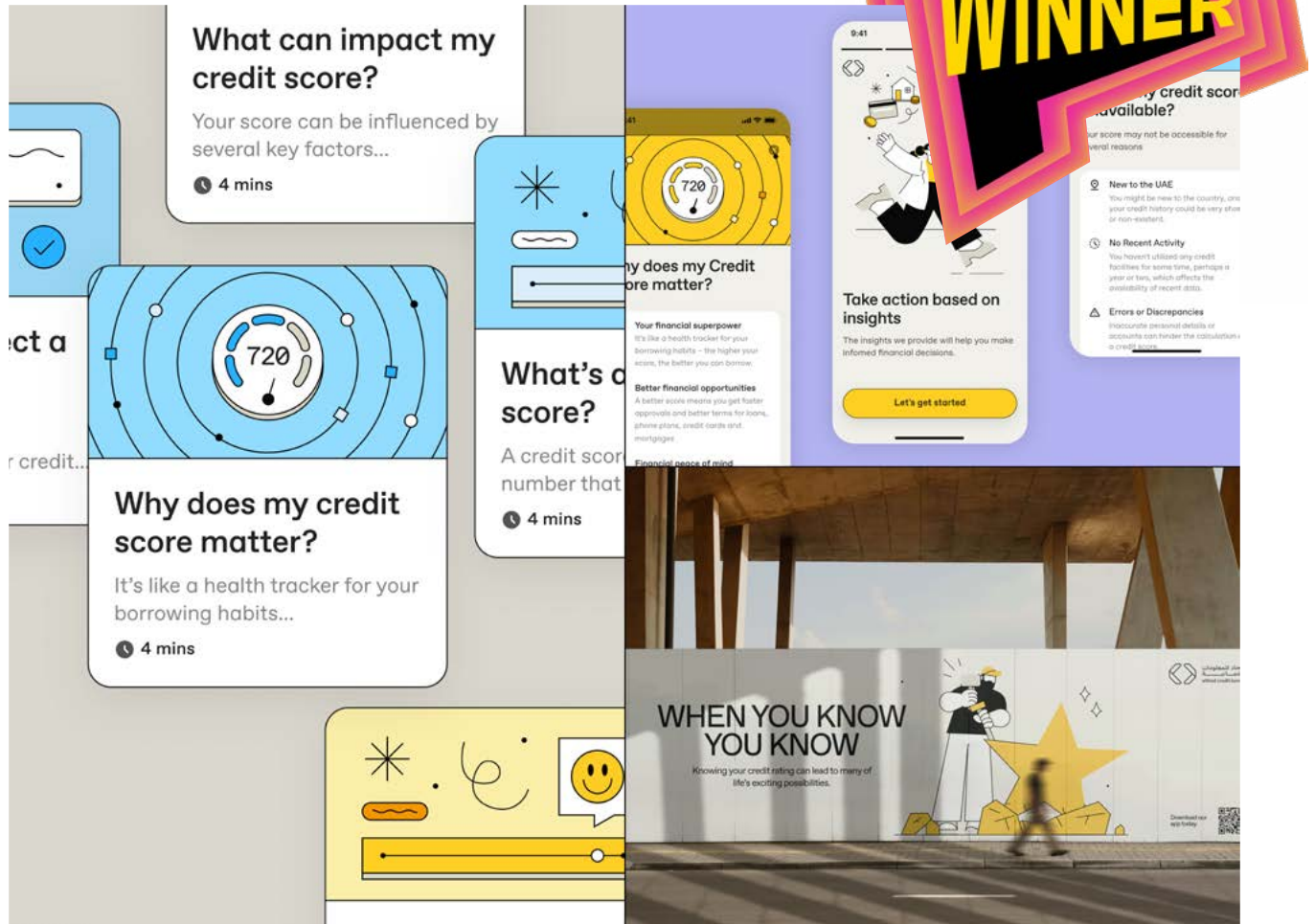


EVENTS HOSTED BY TRANSFORM MAGAZINE



For more information about Transform events email Melanie at melanie.han@cravenhillpublishing.com
transformmagazine.net/awards

GRAND PRIX



ETIHAD CREDIT BUREAU AND ACCENTURE SONG

The Etihad Credit Bureau was on a mission to change the way the UAE thought about finance. It needed to not only update its own brand, but also support the creation of a more financially literate, digital-first nation that was committed to embracing transparency and knowledge in financial management. To do this, it had to dramatically update the way it operated. Instead of being a largely invisible B2B brand, it would put on a consumer face.

Accenture Song developed a consumer-facing strategy that would allow the credit bureau to boost recognition and create a more cohesive, purpose-driven brand. The new approach had to change perceptions of what the bureau did, while also improving education around financial management in the process. To do this, it built a digital-first brand that puts clarity and open communications at its heart. Accenture Song also

developed a friendly, approachable illustration style that infuses the brand with life, joie de vivre and storytelling.

"They were able to take something quite complex and distill it into clear and engaging messaging," said one judge. Others loved the simple, yet incredibly effective illustrations that "made the brand very playful and user-friendly" while also being able to speak confidently and informatively to every demographic across the UAE. This incredible transformation makes the Etihad Credit Bureau and Accenture Song this year's 'Grand Prix' winners.

#TRANSFORMAWARDS

The background is a vibrant pink color. A large, solid black shape, resembling a stylized 'L' or a thick line, cuts across the middle of the image. In the upper right, there is a white-outlined rectangle that is tilted and partially cut off by the right edge. In the bottom right corner, there is a green shape with a white outline, also tilted and partially cut off by the bottom edge.

© TRANSFORM_MAGAZINE

in TRANSFORM MAGAZINE

f TRANSFORM MAGAZINE

WWW.TRANSFORMMAGAZINE.NET