

mmbrand

Works | PROFILE

ننجز للمستقبل

impacting FUTURE

| mm-brand.com



**CRAFTING TODAY,
IMPACTING FUTURE.**

A MULTIDISCIPLINARY GROUP POWERING BRANDS SINCE 2005



After over two decades of excellence and growth, MmBrand Group has emerged as the next chapter in our evolution, leveraging years of creativity to bring together specialized brands, expertise, and capabilities into a single integrated ecosystem.

From under its canopy, seven dedicated entities branched out, allowing the group to operate across a myriad of disciplines including branding, communication, media, events, strategy, and creative services, garnering the ability to deliver seamless solutions that greatly impact the market.

Through this combination within its ecosystem, MmBrand Group enables clients to access specialized capabilities, streamlined execution, and long-term strategic value through a single integrated partner.

mmband

سِيْمَا
SIMA

CHARIZMA
كاريزما

ARKAN
اركان

نقطة
NAQSH
MEDIA

فاصلة
FASILA

MOMENTUM
مومنتم

DESIGNING THE GULF'S MOST ICONIC BRANDS SINCE 2005

mmbbrand

we have been focused on serving the real estate industry in Saudi Arabia. Through dedication and innovation, we have earned great distinction and renown for our expertise in real estate branding and marketing. Today, our diverse portfolio reflects our ability to create compelling brands that stand out. Our inspiration is drawn from the beauty of the interaction between the sea and its serene coastline as it shapes and perfects the landscape around it. We meticulously observe the details of nature and human behavior to reflect vitality and effectiveness in our work, creating masterpieces of brands that withstand the test of time while yielding long-term profitability.

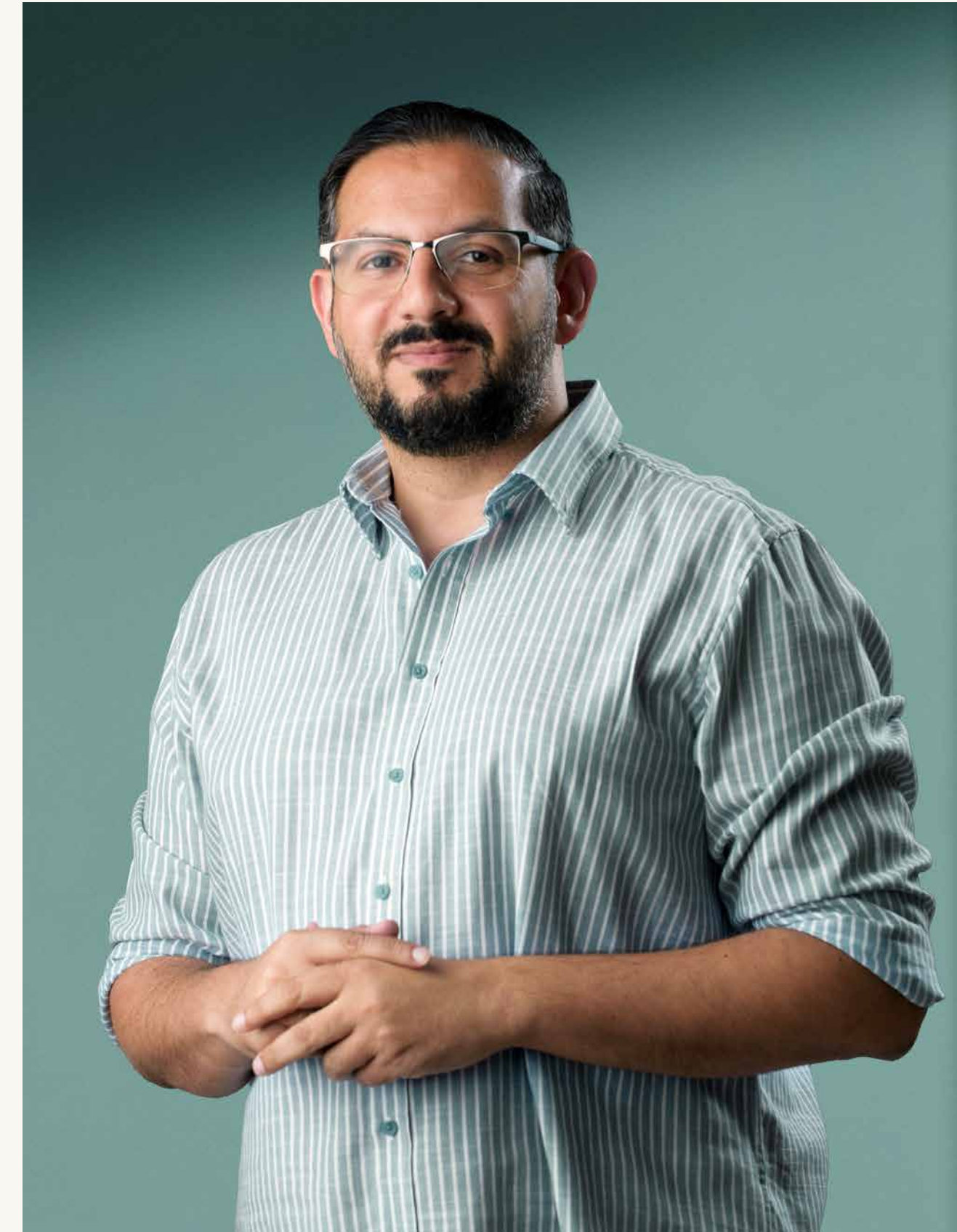


Mohamed Maskati

Founder

Mohamed Maskati is a leading creative director and branding expert, trusted by top organizations across the region for his strategic vision and distinctive design approach. His perspective on branding and marketing communications is widely respected and well received across both corporate and academic circles.

In 2005, he founded MmBrand with a clear mission: to create a new kind of branding agency; one that works as a true partner to its clients, blending creativity with strategy across all communication disciplines to build brands that last.



The Team

A Team with Diverse Expertise

Leveraging this collective expertise to shape brands with unique characteristics

A team of many disciplines, united as one:

- Passionate strategists
- Artistic designers
- Creative thinkers
- Inspired Wordsmiths

All of us are driven by the belief that every brand has a unique character waiting to be revealed. We look beyond appearance to understand the essence, behavior, voice, and presence that make a brand distinct.

Rooted in a deep understanding of culture, people, and place, we shape brand experiences that feel authentic, relevant, and purposeful. Our work is driven by insight, refined through collaboration, and expressed through creative clarity.



Mohamed Maskati
Group CEO



Ali Al Noory
Group Managing Director



A.Rahim Anan
Board Member



Qais Al Hammoud
Board Member



Mahdi Maskati
Board Member



Aymen Jendoubi
Studio Manager



Ruqaya Al Sayed
Creative Content Manager



Ayyappan
Production Manager



Qasim Hamdan
Digital Marketing Manager



S. Sadeq Amin
Art Director



Feras Al Jufiri
Social Media Team Leader



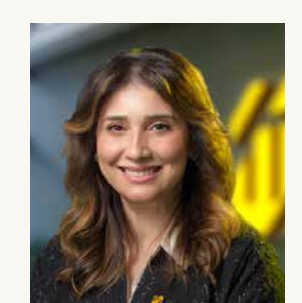
Hani Al Muharraqi
Graphic Designer Team Leader



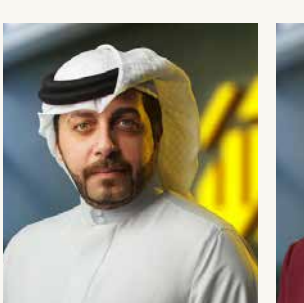
Seddiqa Amin
Creative Content Team Leader



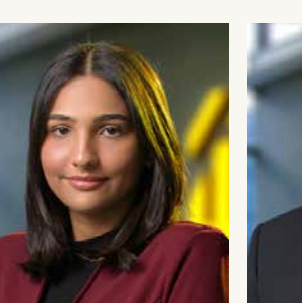
Abdulla Al Ezz
Media Team Leader



Ghada Madhi
Business Development Manager



Hamed Al Hammadi
Client Success



Sara Helal
Client Success



Mohsin Ali
Client Success



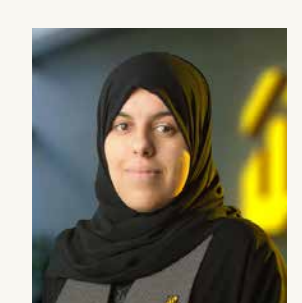
Saleh
Client Success



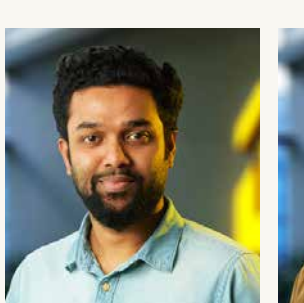
Sabad
Business Assistant



Mohamed Qamber
Social Media Specialist



Sara Al Yusuf
Graphic Designer



Prashob Shoba
Graphic Designer



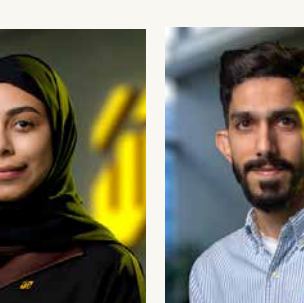
Renato Fuentes
3D Designer



Jayan
Sr. Artworker



Sayed Ali Najah
Media Specialist



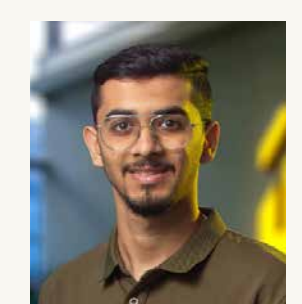
Jenan Tarada
Graphic Designer



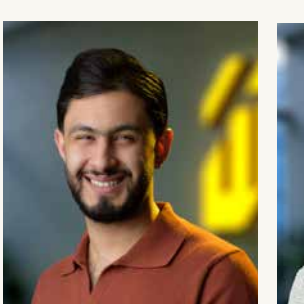
Abdullah Al Shajjar
Graphic Designer



Maryam Akbar
Graphic Designer



Redha Majeed
Media Specialist



Ali Haider
Media Specialist

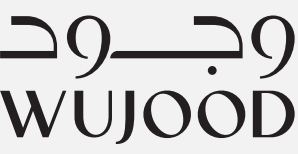


Mohamed Manshaa
Web Developer

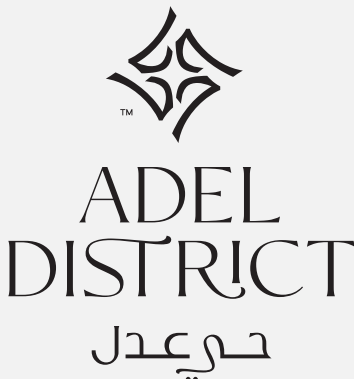


Ahmed Al Jabal
Creative Content Writer

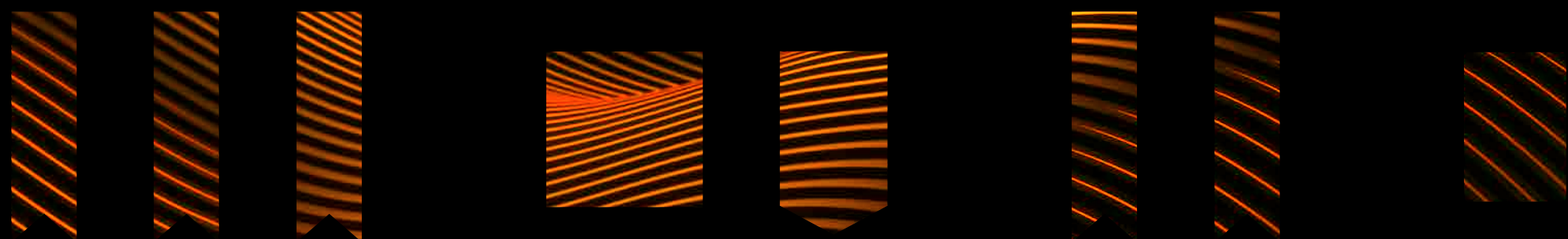
mmband
group *Legacy* | Corporate Brands



mmband
group *Legacy* | Destinations



W E A R E G O I N G B E Y O N D !



M I L E S T O N E
M A S T E R P I E C E S

Best
**AWARD WINNING
AGENCY**



**ARABIAN
PROPERTY
AWARDS**
REAL ESTATE



BEST PROPERTY AGENCY
/ CONSULTANCY
MARKETING
SAUDI ARABIA
MmBrand

2023-2024



**INTERNATIONAL
PROPERTY
AWARDS**
REAL ESTATE

BEST INTERNATIONAL
PROPERTY AGENCY
/ CONSULTANCY
MARKETING

MmBrand

2023-2024



**ARABIAN
PROPERTY
AWARDS**
REAL ESTATE

BEST PROPERTY AGENCY
/ CONSULTANCY
MARKETING
ARABIA

MmBrand

2023-2024

Headquartered in Bahrain, the firm was Established with a vision to pioneer high-impact branding, the firm partners with regional clients across all communication disciplines. Our portfolio spans projects in diverse business categories in Bahrain and Saudi Arabia including real estate, maintenance and operations, hospitality, healthcare, and entertainment.

Best
PLACE TO WORK



At MmBrand, we believe that investing in our people makes us unstoppable and empowers us to stride forward despite any obstacles. We transform challenges into fuel to aim even higher. We also recognize the dedication of our employees in ensuring continuous productivity at all levels. With a passion for crafting significant projects, and a spirit of unity thriving within our peaceful workspace, MmBrand stands proud as a Great Place to Work.

Award WINNING PROJECTS



ARABIAN
PROPERTY
AWARDS
DEVELOPMENT

AWARD WINNER

DEVELOPMENT
MARKETING
SAUDI ARABIA

The Node
by MmBrand/Rikaz

2023-2024



ARABIAN
PROPERTY
AWARDS
DEVELOPMENT

★★★★★

BEST DEVELOPMENT
MARKETING
SAUDI ARABIA

Al Deera Waterfront
by MmBrand/Adel Alarabiya
Real Estate

2023-2024



Real Estate top performers are on a constant journey toward more success. We at MmBrand, share the same desire. We excel not due to any pressure, but because it's what we know is the natural order of things for us and our prominent clients. For the last years, we have paved the way toward excellence in the Arabian Property Awards, a world renowned award. We have not only earned the recognition of our clients, but ours too, as we became a well-known name that helped companies earn this badge of merit.

Luxury
LIFESTYLE AWARDS



Winning awards is a lifestyle all on its own. We embrace it, and we strive to constantly pursue it. Setbacks arise, but our drive for recognition always prevails. And for our clients, we see the lifestyles they put in place. The destinations that teem with thoughtfulness, and they, too, deserve the recognition that we helped them earn in this award. It's what contributed to our willpower to go beyond expectations year after year, making it part of the award-winning lifestyle we abide by.

Our
SIGNATURE TOUCH

REAL ESTATE
BRANDING

Curating premium brands that reflect the vision of real estate companies and their long-term aspirations.

Naming | Company Profiles | Logo
Brand Positioning | Printed Materials

DESTINATION
BRANDING

Branding that makes destinations come to life, offering an equally positive and unforgettable experience.

Project Naming | Project Profiles | Logo
Brand Positioning | Printed Materials

MARKET
IMPACTING

Marketing

Actionable and integrated. These two words define our impactful marketing. That's essentially the core of all our services.

Market Research | Marketing Strategies
Marketing Materials | Marketing Plans

EXPERIENCE
CURATING

Event organizing

There is harmony in services that complement one another. Your event's success relies on every detail coming together to create an extraordinary and memorable experience.

Design Concept | Artwork | Production
Management | Coverage | Experience

PROPERTY
NARRATIVES

Creative & communication services

Every property has a key. Likewise, your brand's key to capturing the hearts and minds of the audience is a combination of relevant and captivating communication.

Master Visuals | Storyboarding | Content Writing

DIGITAL
PRESENCE

Smooth, purposeful, and professional. Your digital media will echo an immersive experience that captivates your audience.

Social Media | Website | Video | Animation

Crafting today,



IMPACTING FUTURE..

REAL ESTATE BRANDING

WORKS | PROFILE

SUMOU REAL ESTATE
BRAND FACELIFT





THABAT DEVELOPMENT
BRAND FACELIFT





ARABIAN DYAR
BRANDING





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BRAND FACELIFT

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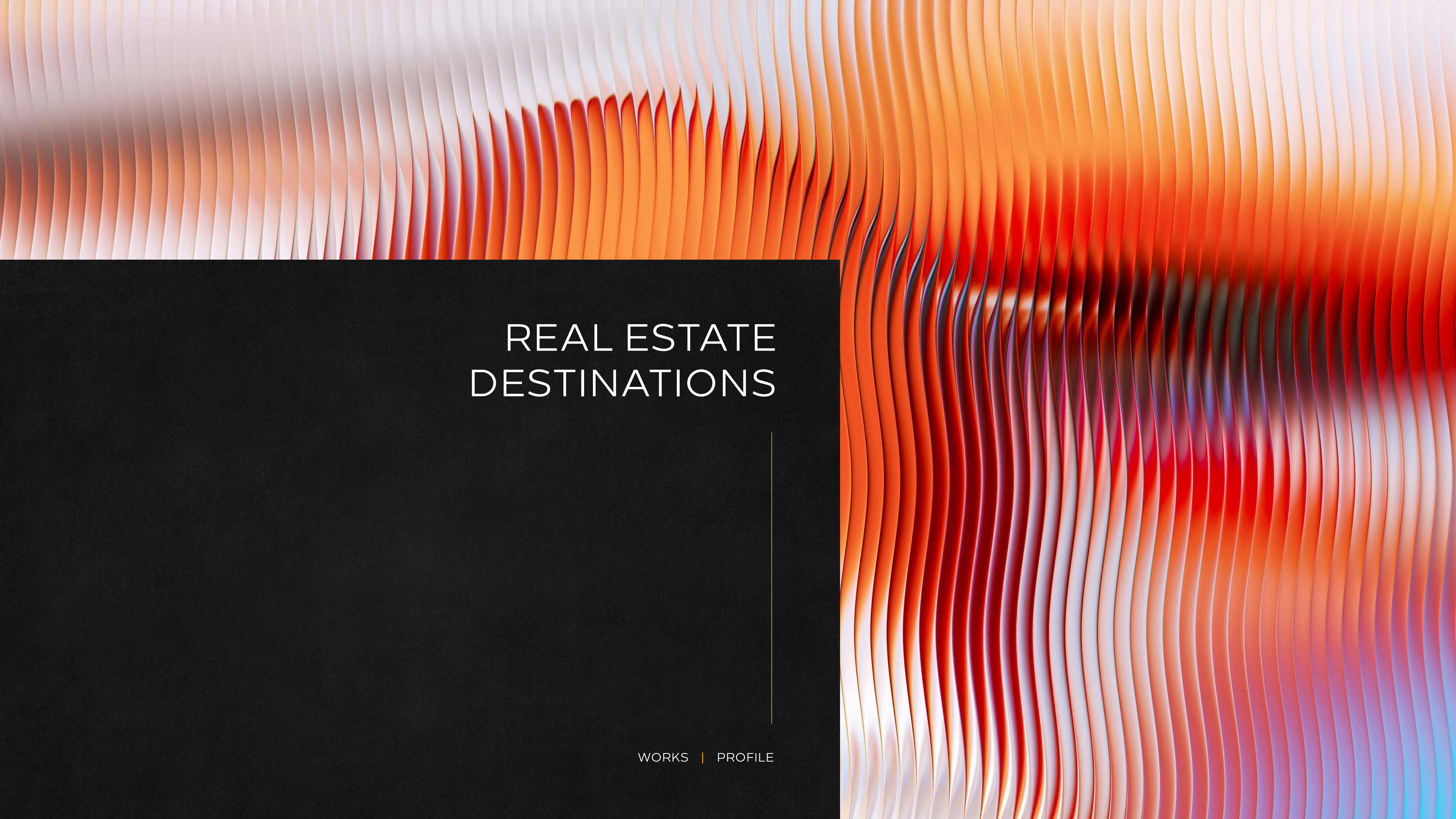




ALOJAIMI
BRAND FACELIFT





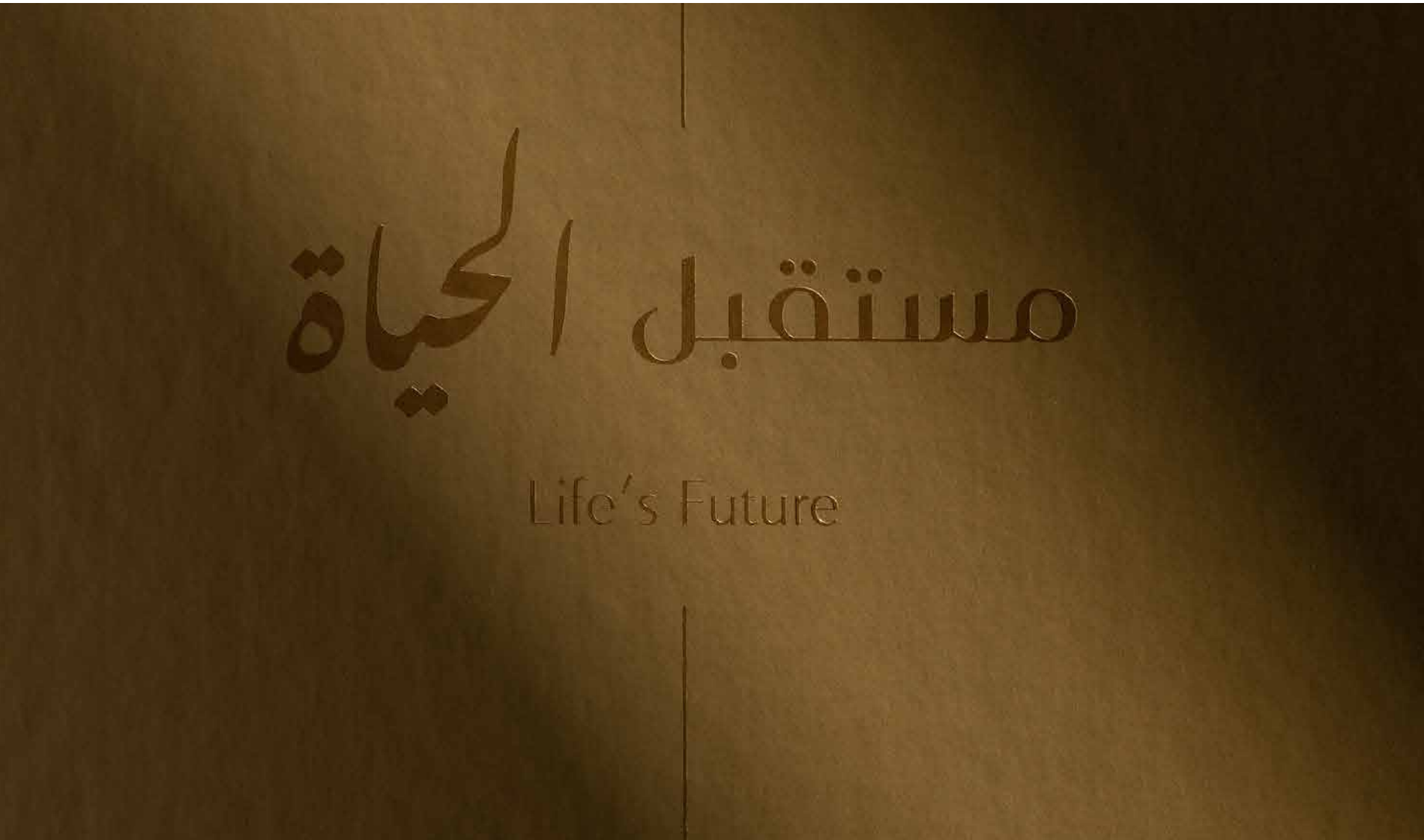


REAL ESTATE DESTINATIONS

WORKS | PROFILE

ADEL DISTRICT
BRANDING



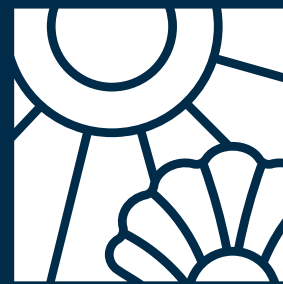


OSUS GREEN TOWER
BRANDING





ALDEERA
BRANDING



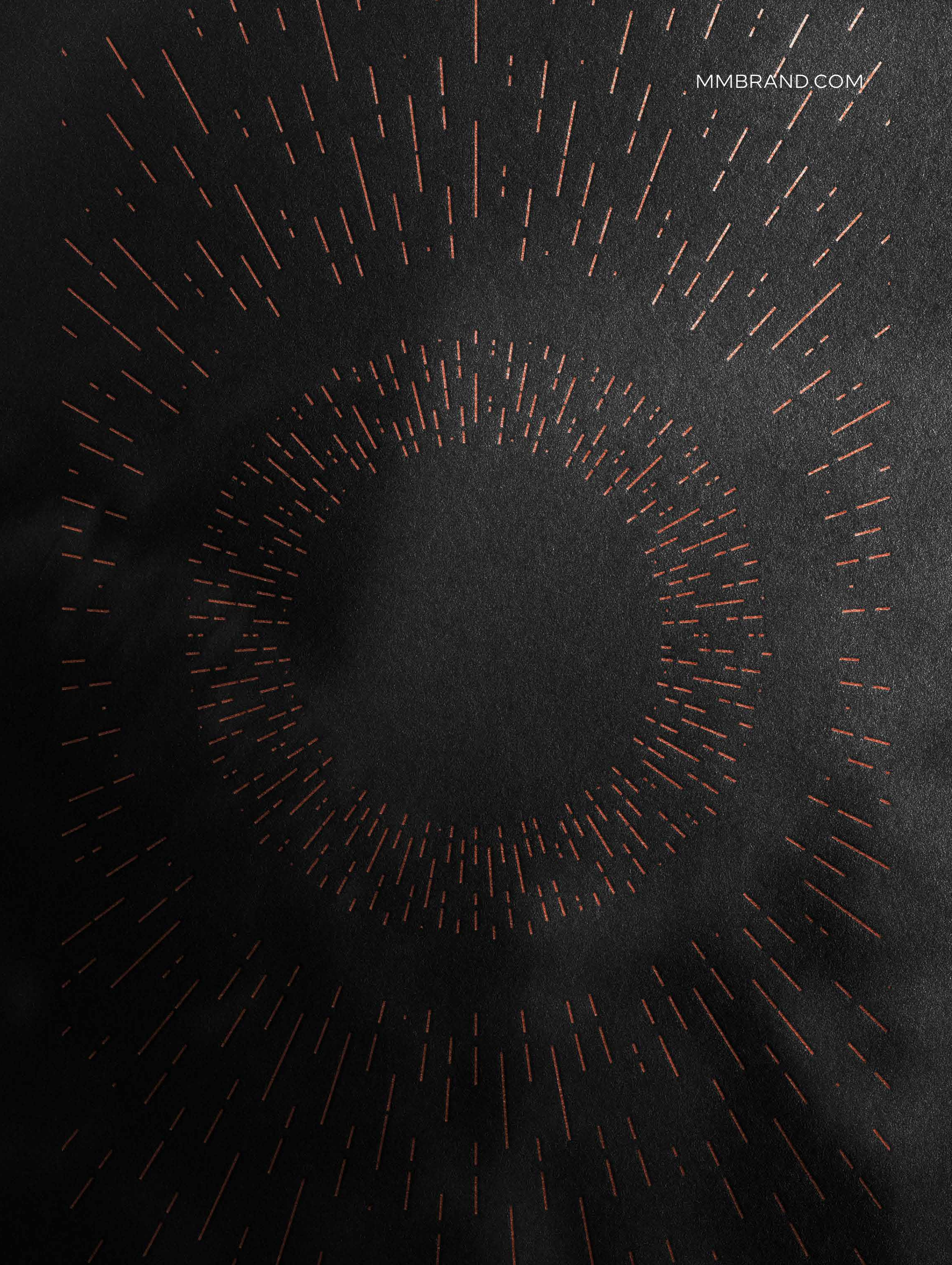
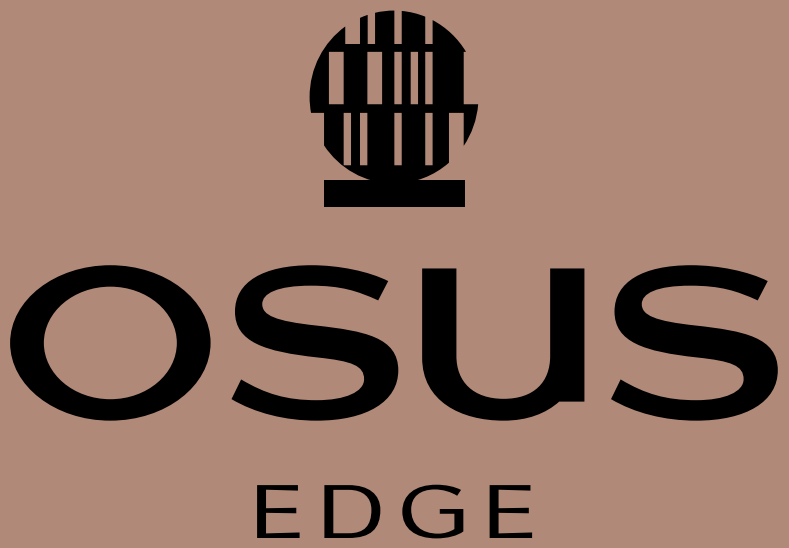
الديرة
ALDEERA
WATERFRONT

2024





OSUS EDGE
BRANDING





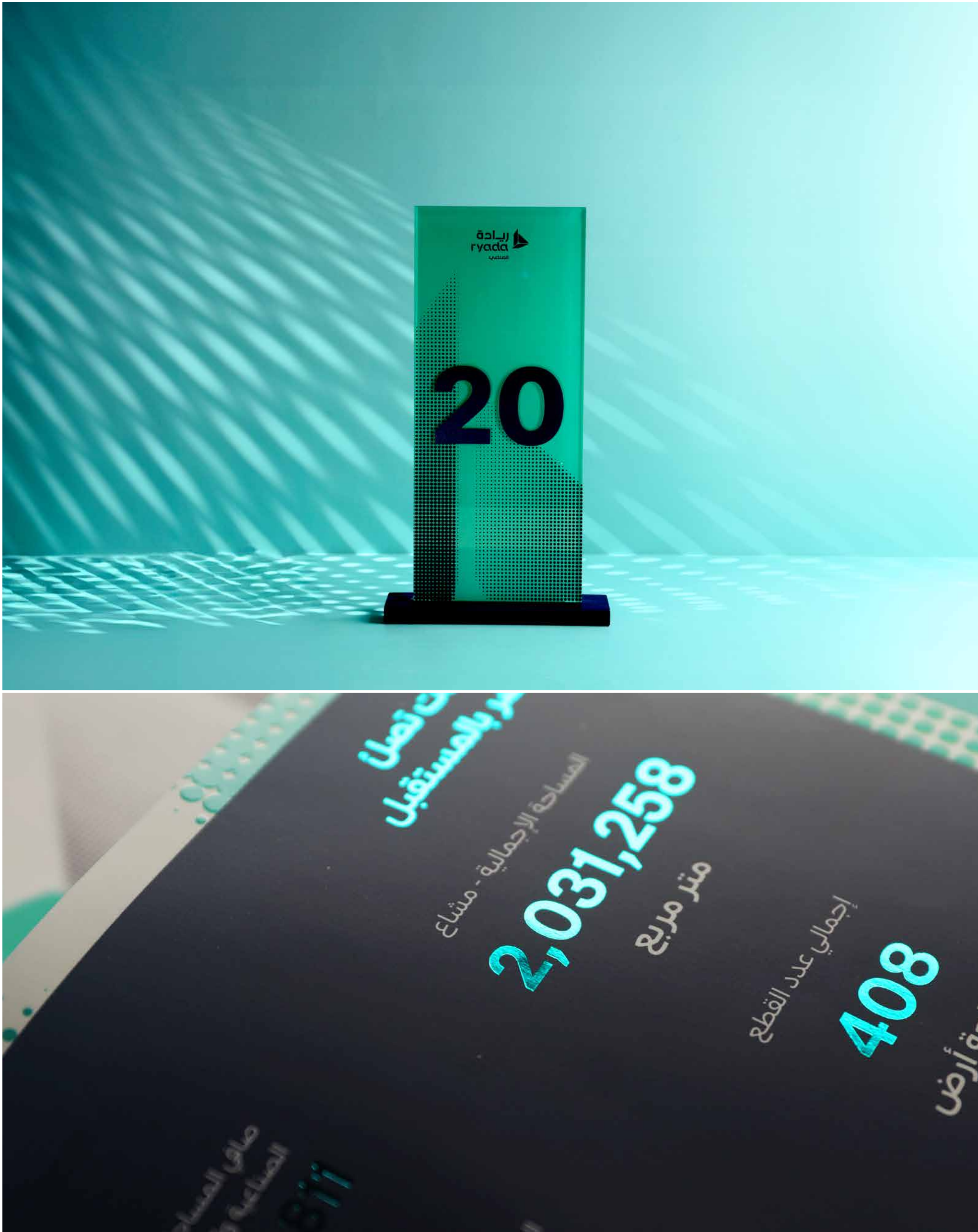
RASEEL
BRANDING





RYADA
BRANDING

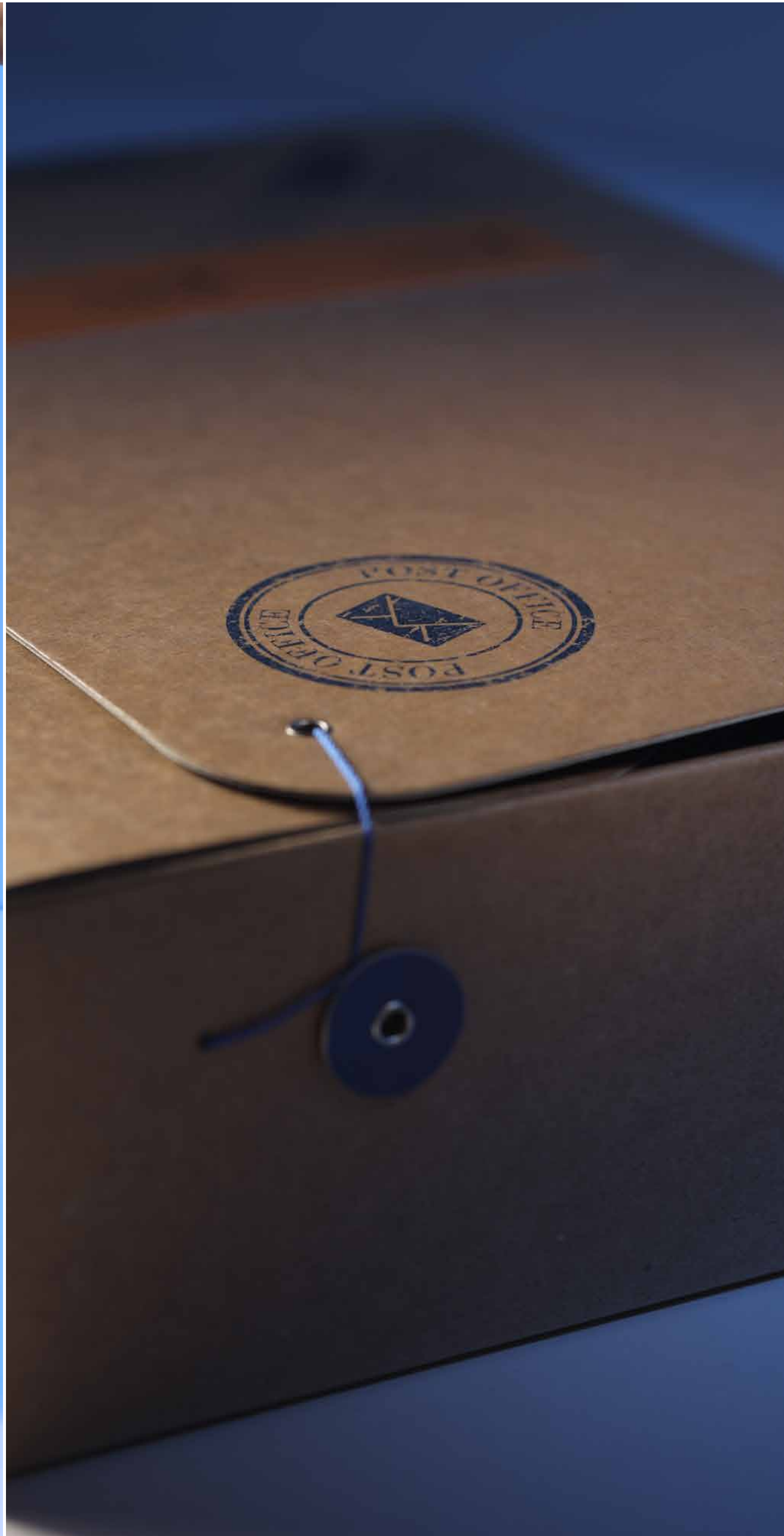


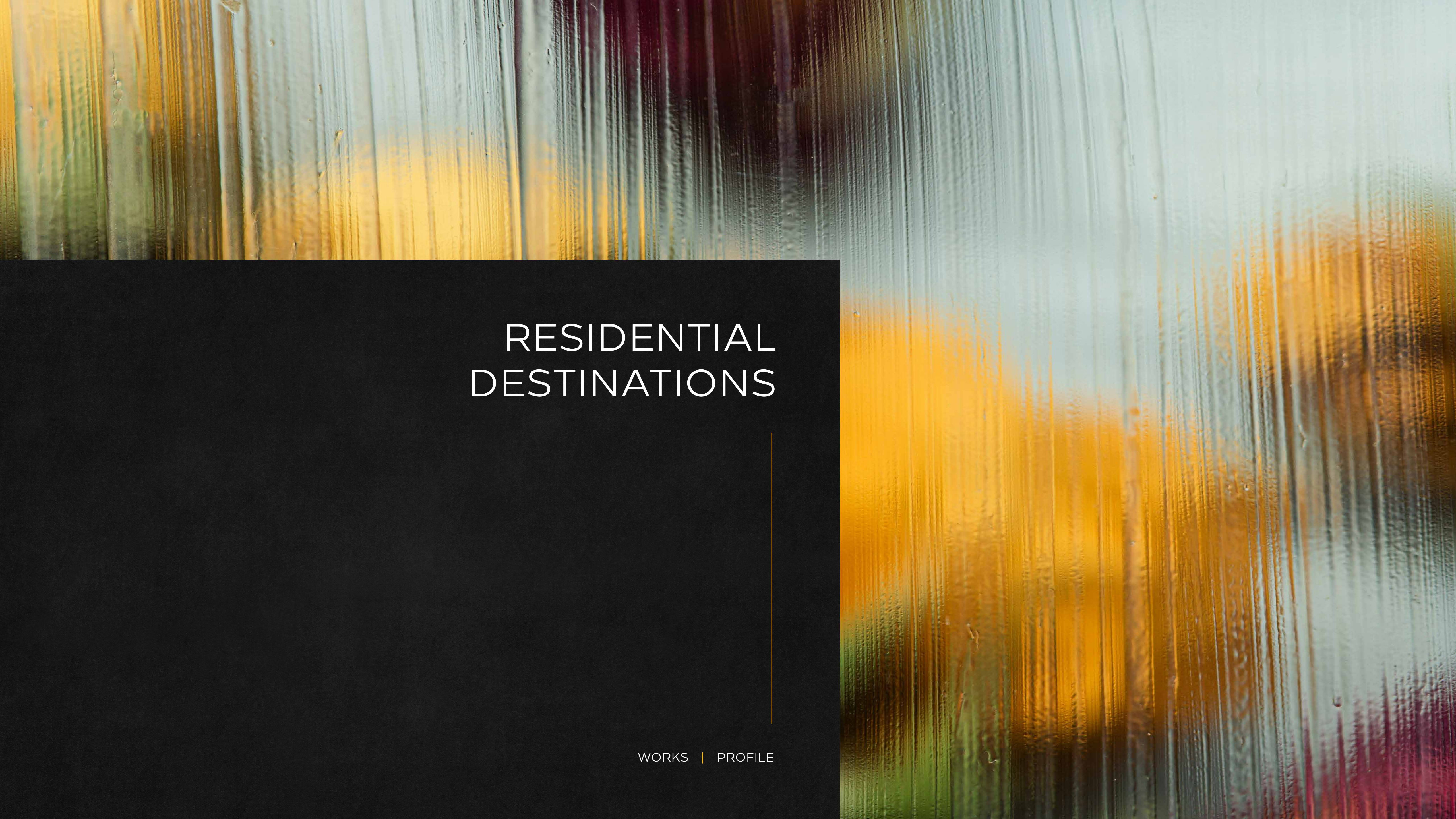


LADAAIN
BRANDING

لدائن
LADAAIN
LOGISTIC PARK







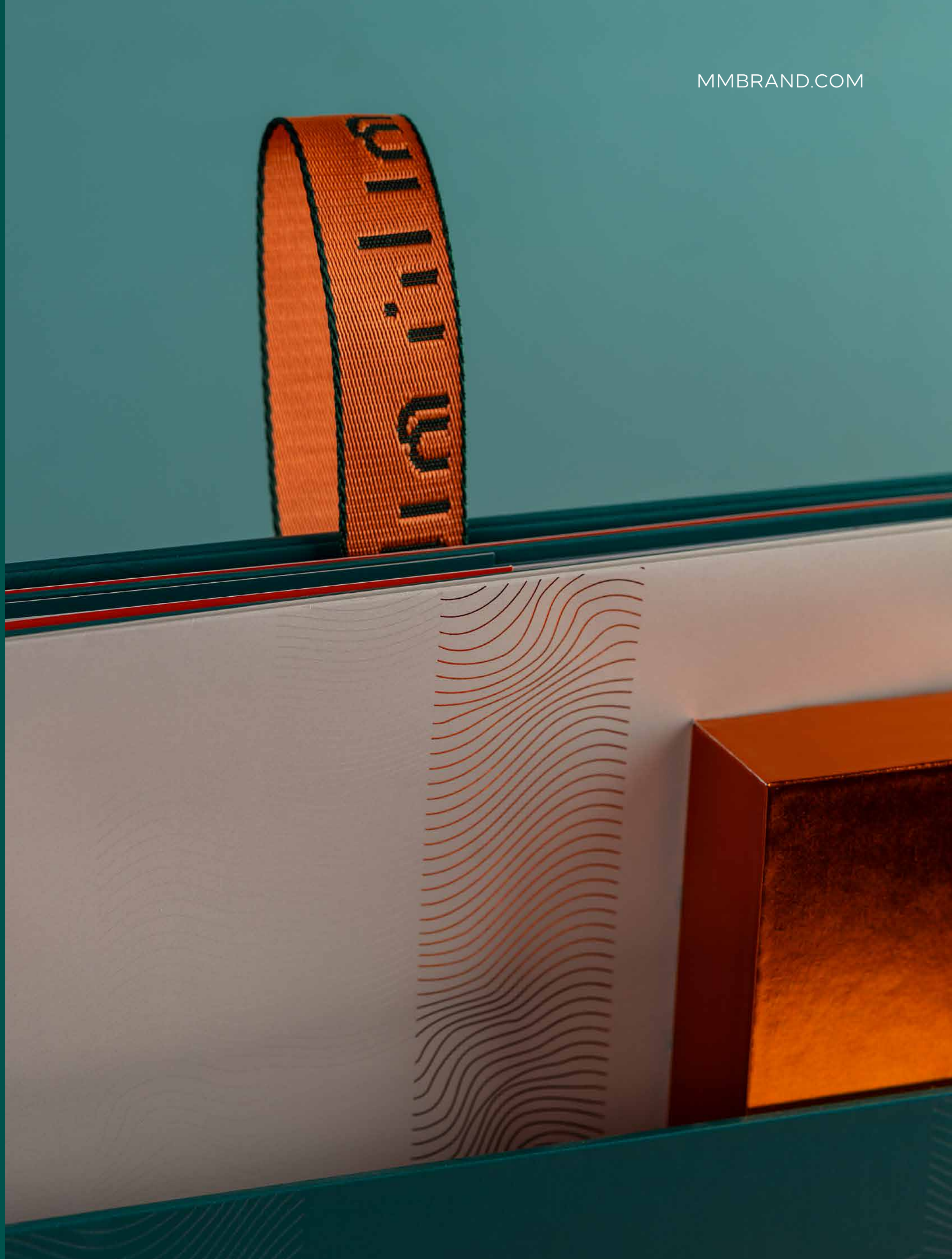
RESIDENTIAL DESTINATIONS

WORKS | PROFILE

DHAHRAN HILLS
BRANDING

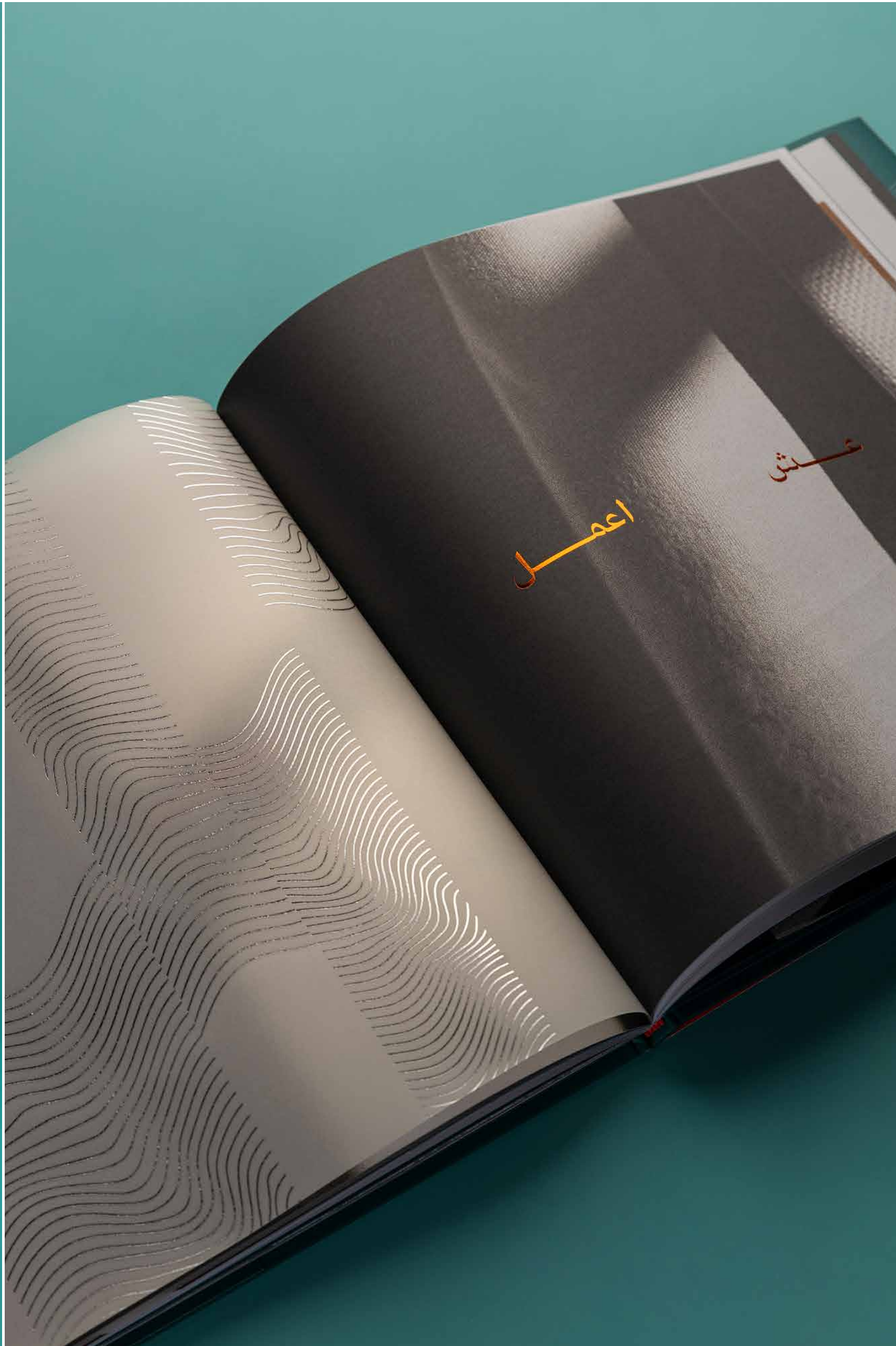


2024



Where Nature
Meets Branding



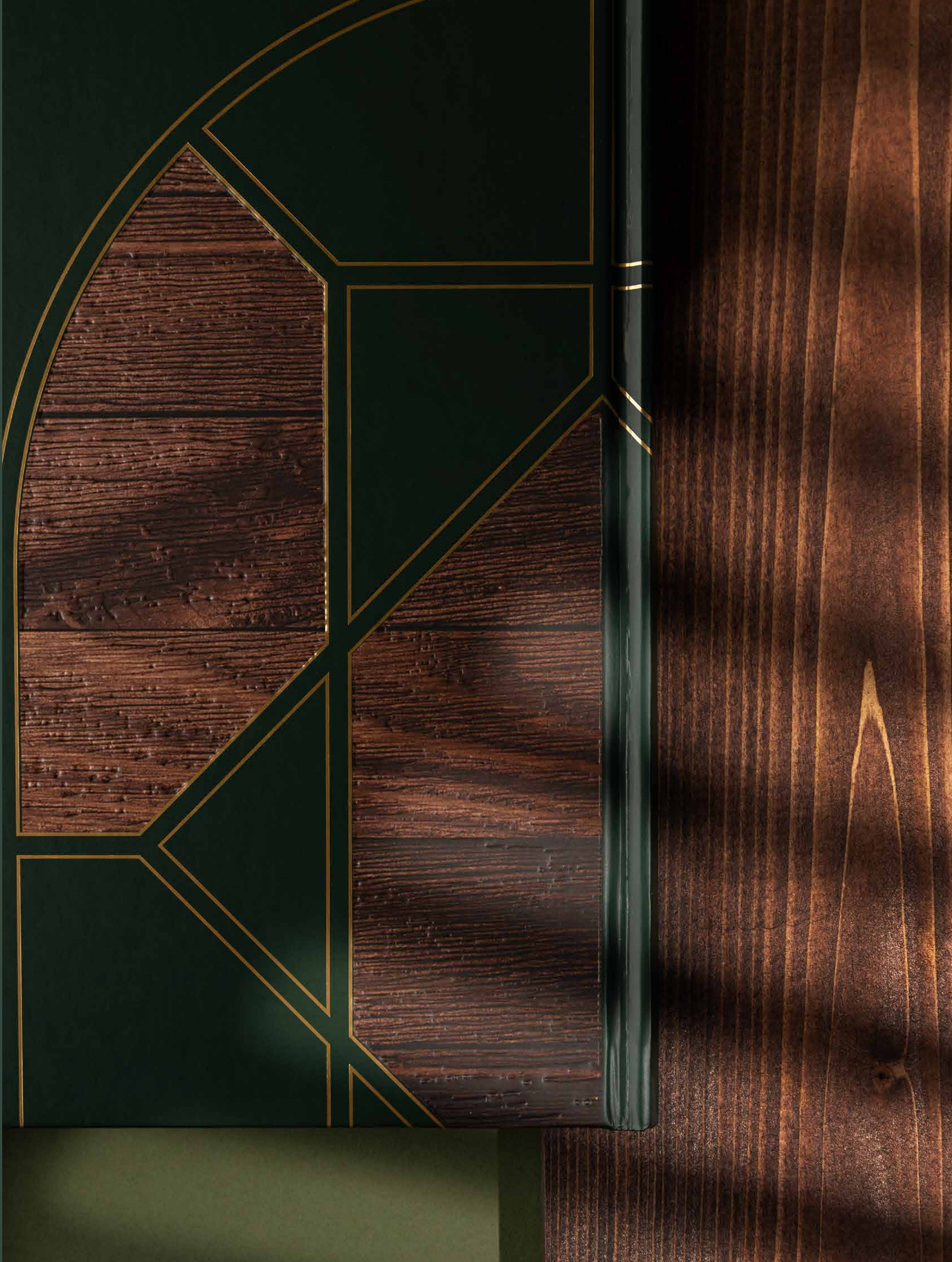


ABYAT
BRANDING





AKWAN
BRANDING





ASEEB
BRANDING





RFAL
BRANDING





AL BAHAR
BRANDING





AL SHAMKHA
BRANDING

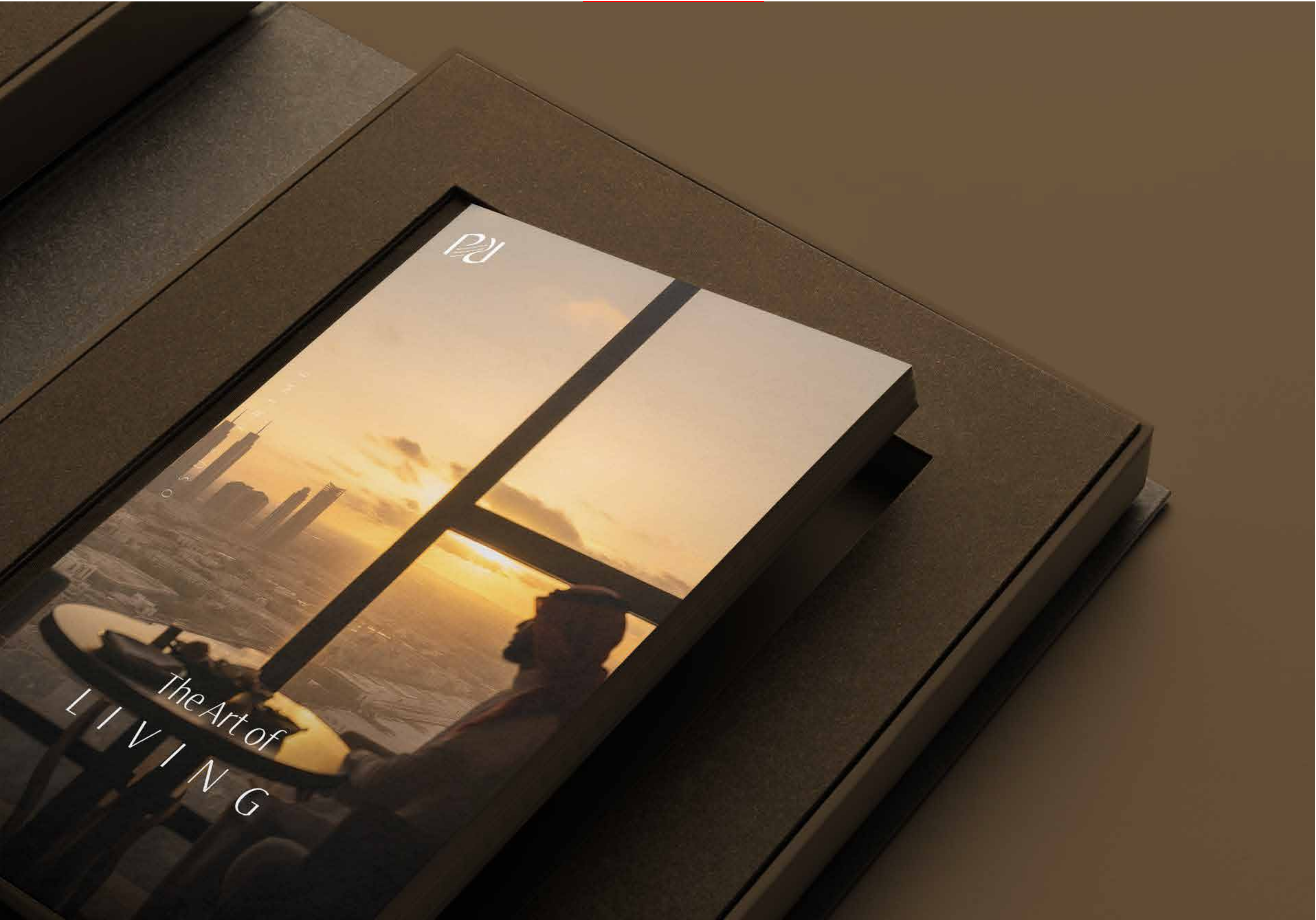




OSUS
PRIME

osus
PRIME





NHC PROJECTS

WORKS | PROFILE



جَدَايَا
JĀDAYA



نخلة
خزام



العذبة
ALATHBAH



جدن
JADAN LIFE



جيذا
Jeeda



CASE STUDIES

WORKS | PROFILE



How a leading real estate developer became a golden standard for branding

As we race toward the promising year of 2030, competition in the real estate sector is rapidly on the rise. Retal, among one of the most recognized real estate companies in the kingdom knew it needed to seize the moment and outshine.

MmBrand presented the optimal partner to achieve their branding ambitions and together, the two worked to deliver the golden standard Retal is known as today

Challenge

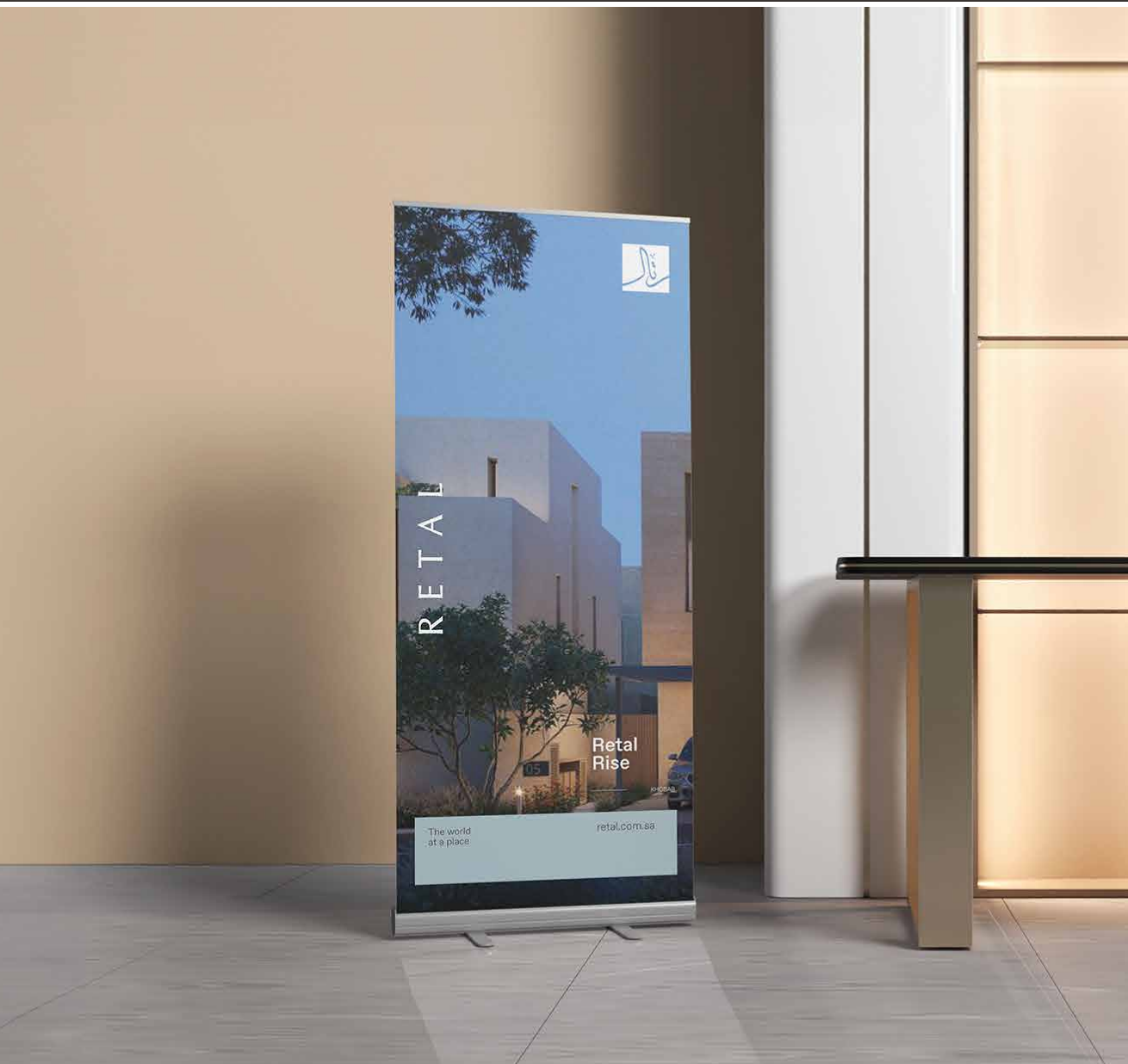
As a company that focused on lifestyle, Retal needed well-studied changes in its branding. One that was not only visually compelling but also packed with a functional story to support the brand’s lifestyle-oriented ambitions.

Results - Enhanced Brand Presence, and Amplified Reputation

The collaboration resulted in notable enhancements in Retal’s operational performance, increased brand recognition, and greater appeal to a wide range of audiences. It has especially drawn the attention of other real estate developer who saw Retal as the Golden Standard for branding.

RETAL
BRAND FACELIFT





THE NODE

R I Y A D H

Anchoring a major hub in the global scene

We go beyond the extra mile to create contemporary, culturally relevant identities that breathe life into brands while remaining deeply rooted and poised to pursue its futuristic objectives with vigor and strength.

This was our precise approach to The Node, a fully integrated logistics city, spanning more than 3 million square meters, where versatile industrial hubs and investment companies in the Riyadh area meet, and where local and international trade routes converge to form a major hub, strengthening global supply chains.

Challenge

Massive scale demanded massive efforts. The Node was beyond regular real estate destinations, it's a vision competing on a global level, even connecting the world in many ways. Branding had to be flexible while conveying the strength the destination has.

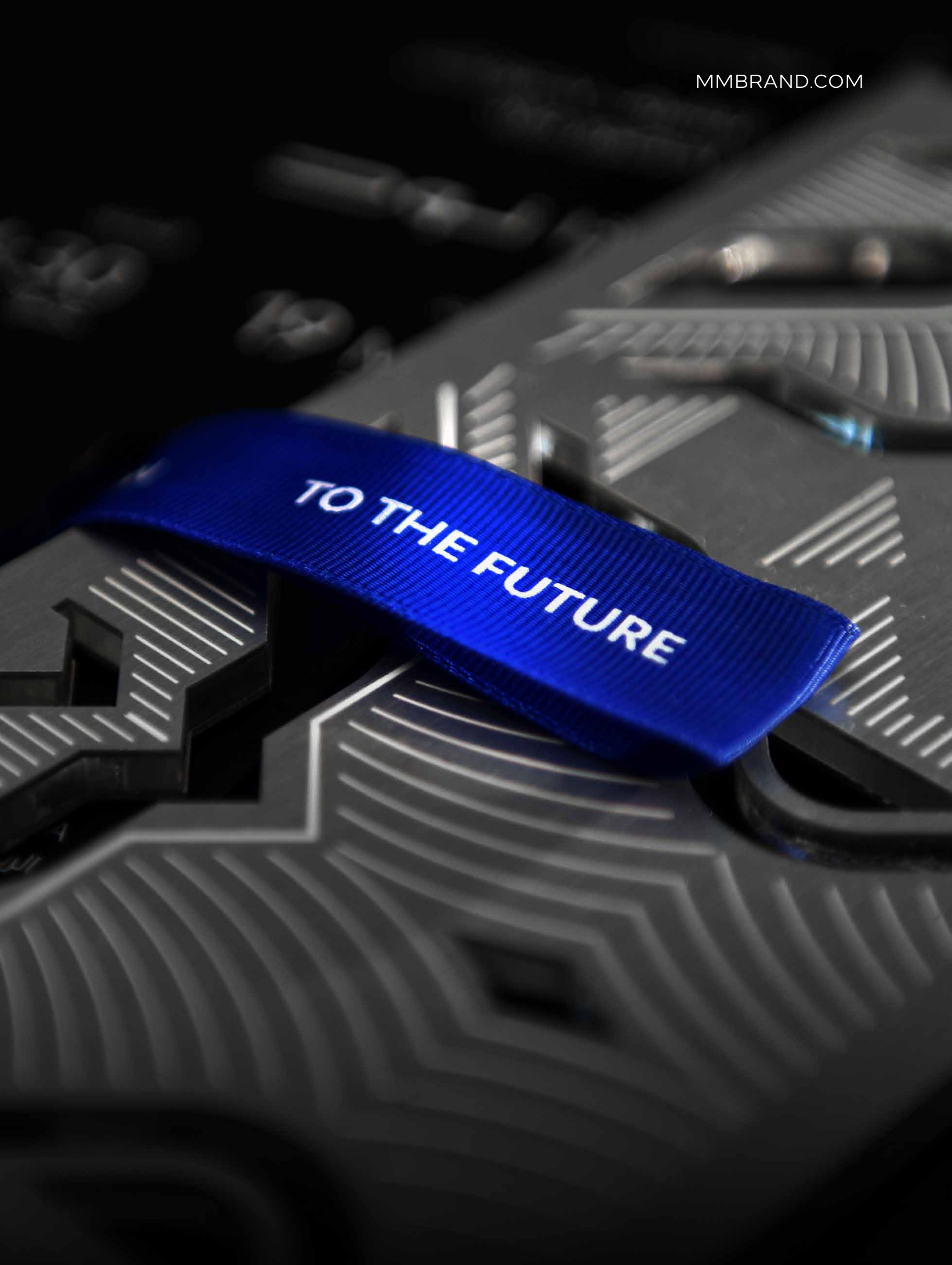
Results - Results: Capturing Global Market Attention, Elevating Brand Authority, and Scaling for Future Logistics

The branding of The Node successfully captured its monumental scale and visionary essence, positioning it as a landmark on the global logistics map. Our flexible yet powerful identity system resonated with diverse stakeholders. The Node's brand reinforced its envisioned role as a pivotal connector in global supply chains. This strategic branding effort helped The Node stand out in a competitive landscape, embodying its futuristic ambitions while honoring its cultural and regional roots, ultimately establishing it as a major hub that bridges local and international commerce with unmatched vigor.



THE NODE
BRANDING

THE N O D E
R I Y A D H







Crafting the Identity of a Future Waterfront Destination

With Saudi Arabia entering a new era of urban transformation, developments are no longer competing through scale alone, but through the experiences and identities they create. New Dammam was envisioned as a destination that reflects the future of modern living on the Kingdom’s eastern waterfront.

MmBrand joined the journey to shape how the project would be seen, experienced, and remembered. From brand development and creative direction to marketing communication and launch experiences, the collaboration focused on building a complete identity system that translates the ambition of the project into a compelling and recognizable presence.

Challenge

New Dammam carried the ambition of becoming more than a real estate development. The project needed a brand capable of expressing a lifestyle vision while communicating investment value, urban sophistication, and future-forward thinking within a highly competitive market.

The challenge was to develop a cohesive brand narrative and visual language that could extend seamlessly across presentations, campaigns, events, and audience experiences while maintaining a premium and culturally grounded identity.

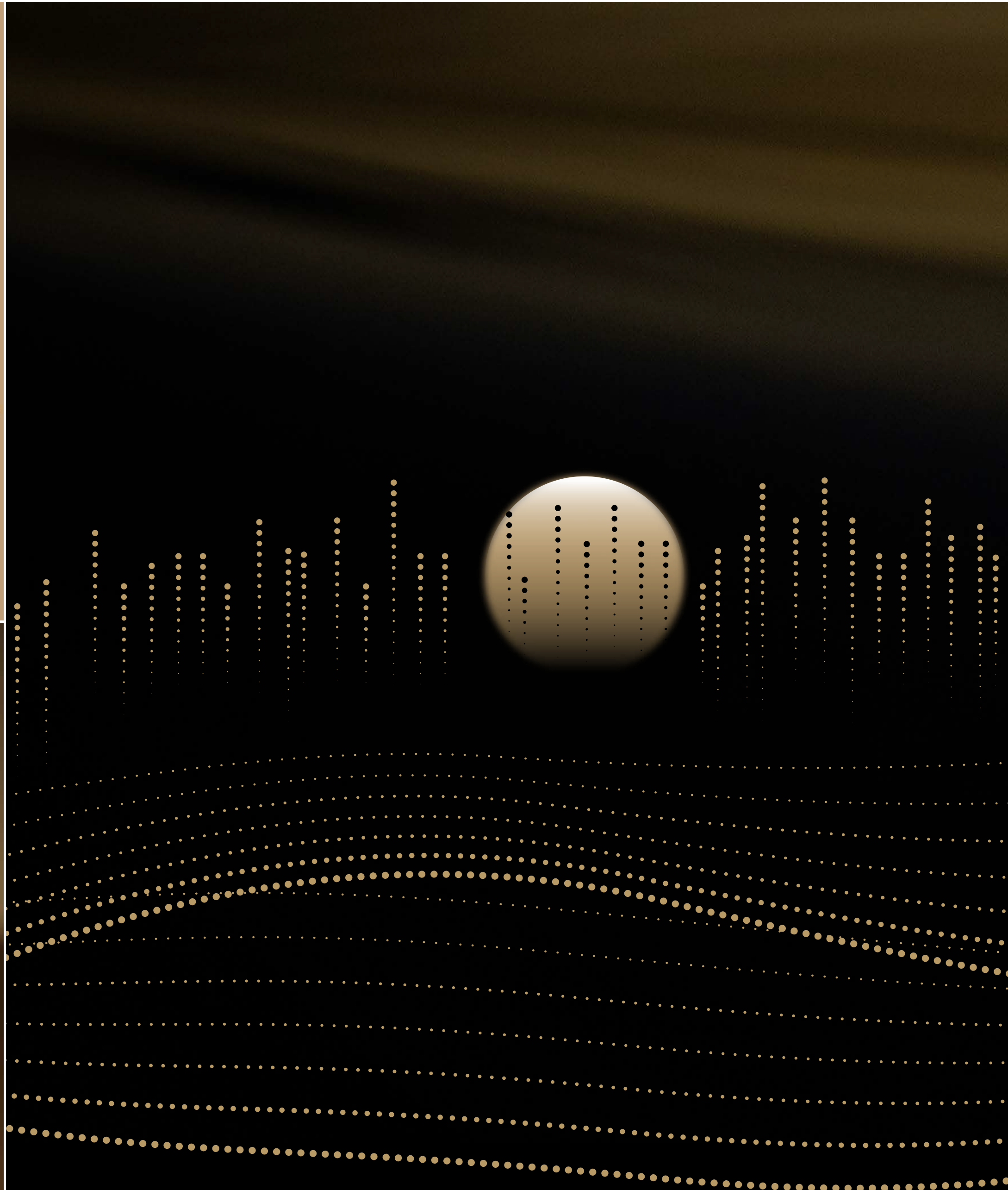
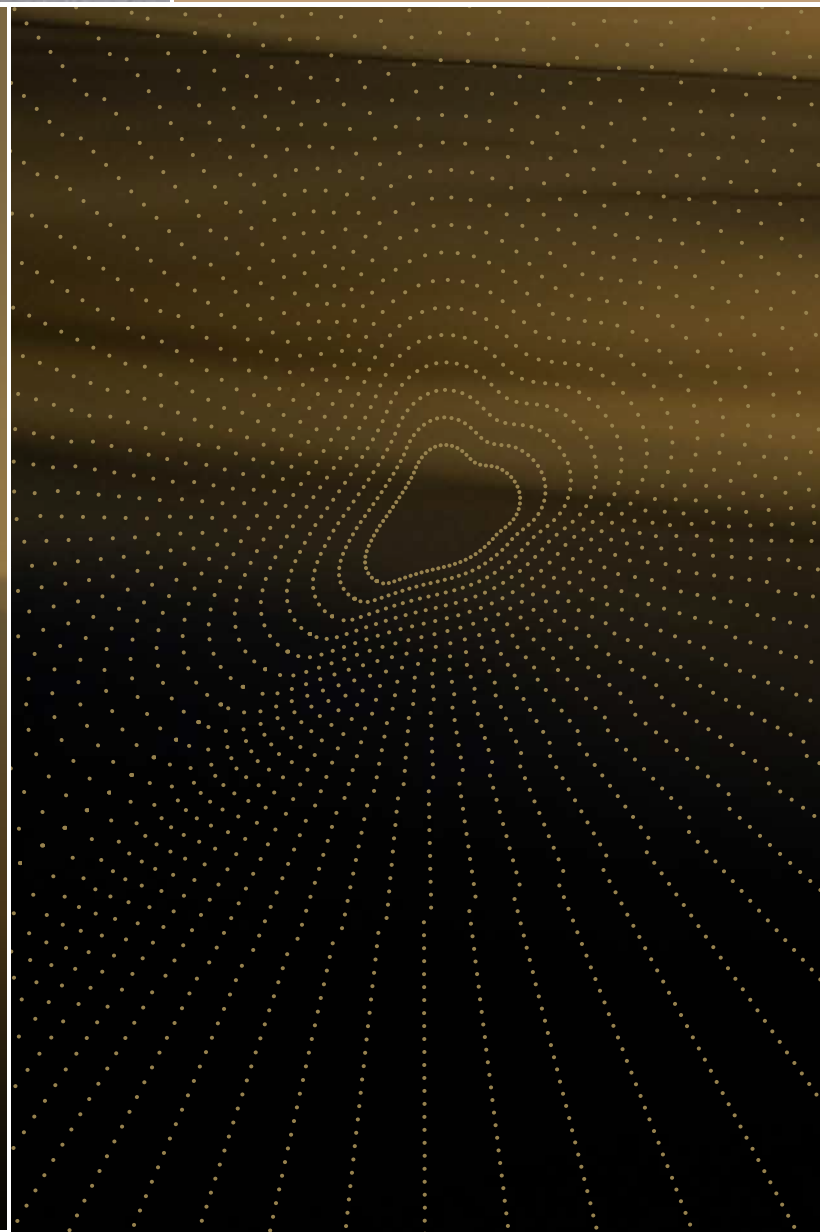
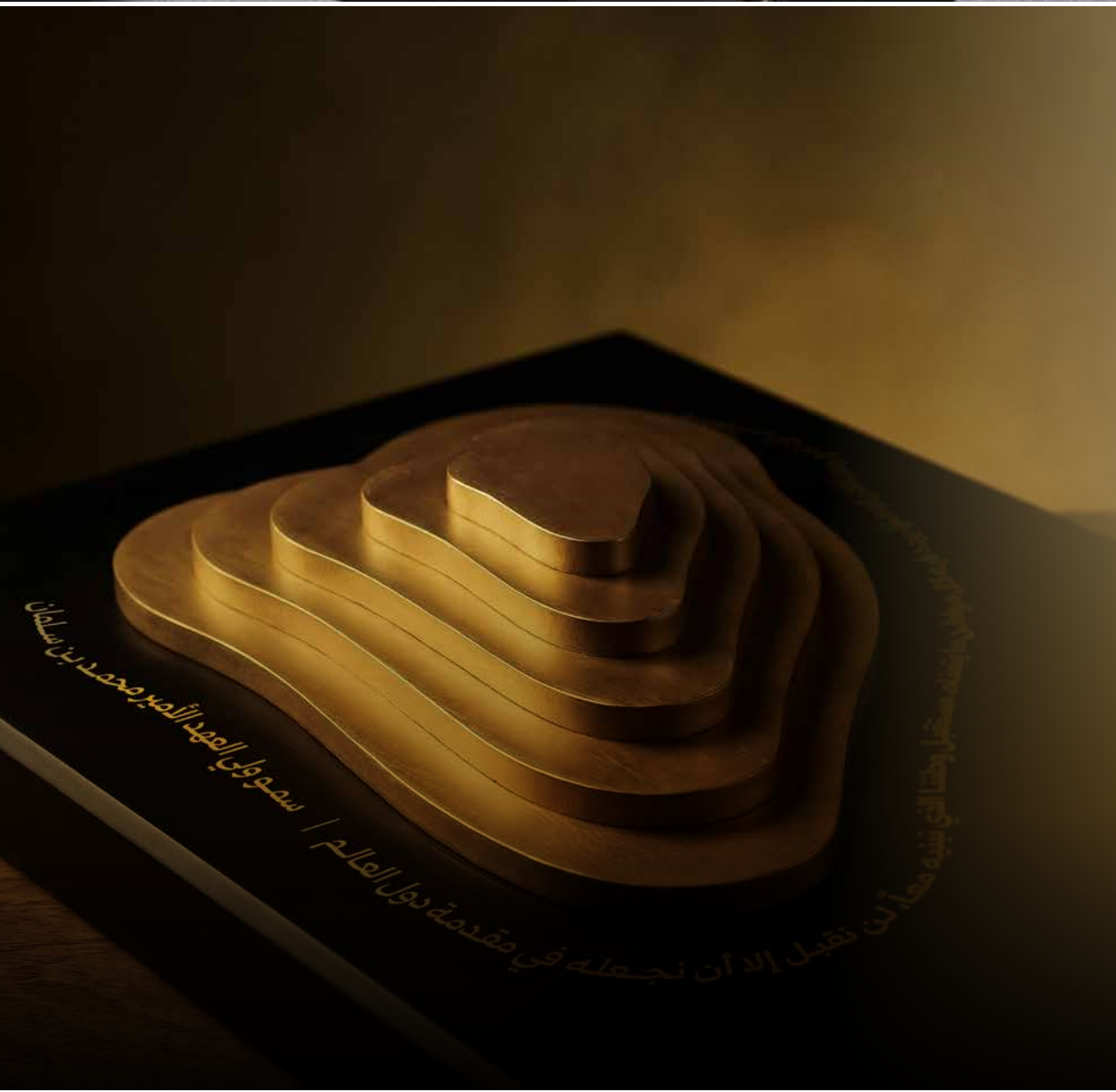
Results - Building Presence Beyond the Project

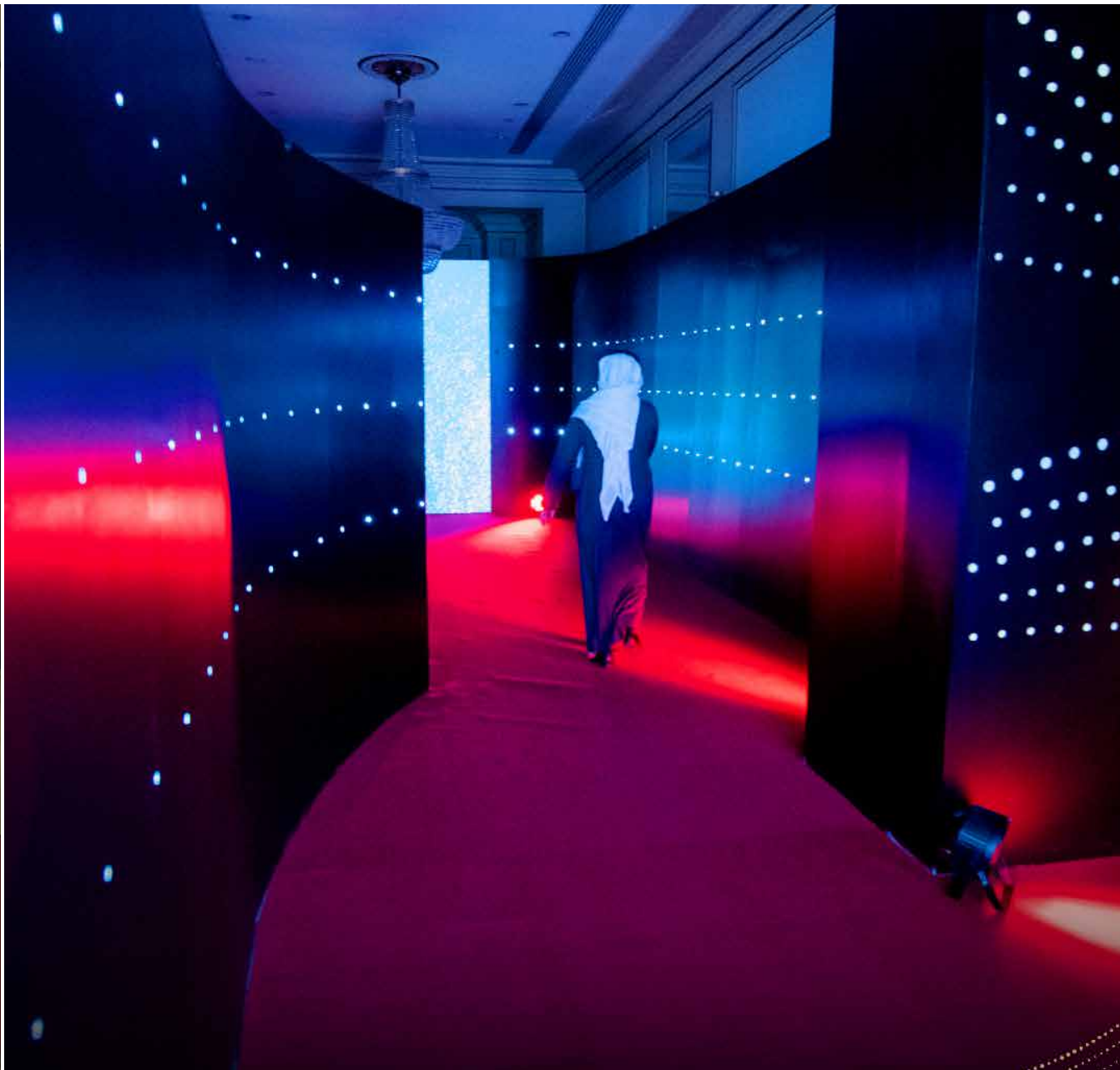
The outcome established New Dammam as a development with a distinct identity and elevated market perception. Through strategic branding, integrated marketing support, and experience-led communication, the project achieved a stronger and more refined presence across its key touchpoints.

The collaboration contributed to positioning New Dammam as one of the region’s emerging landmark destinations, creating stronger engagement with audiences and reinforcing the project’s image as a future-focused urban development.

NEW DAMMAM
BRAND FACELIFT









Selected facelift brands from our legacy

Before

After



Before

After



Before

After



Before

After





Selected rebrands from our legacy

Before



After



Before



After



Before



After



Before



After



Before



After



Before



After



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ننجز للمستقبل
impacting FUTURE

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Branding | Advertising | Media | PR | Social Media | Events | Interiors



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