

mmbrand

Works | PROFILE

نجز للمستقبل

impacting FUTURE

| mm-brand.com



**CRAFTING TODAY,
IMPACTING FUTURE.**

A MULTIDISCIPLINARY GROUP POWERING BRANDS SINCE 2005

mbrand
group

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.

mbrand

سِيْمَا
SIMA

CHARIZMA
كاريزما

ARKAN
اركان

نقطة
NAQSH
MEDIA

فاصلة
FASILA

MOMENTUM
مومنتوم

DESIGNING THE GULF'S MOST ICONIC BRANDS SINCE 2005

mmbrand

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.

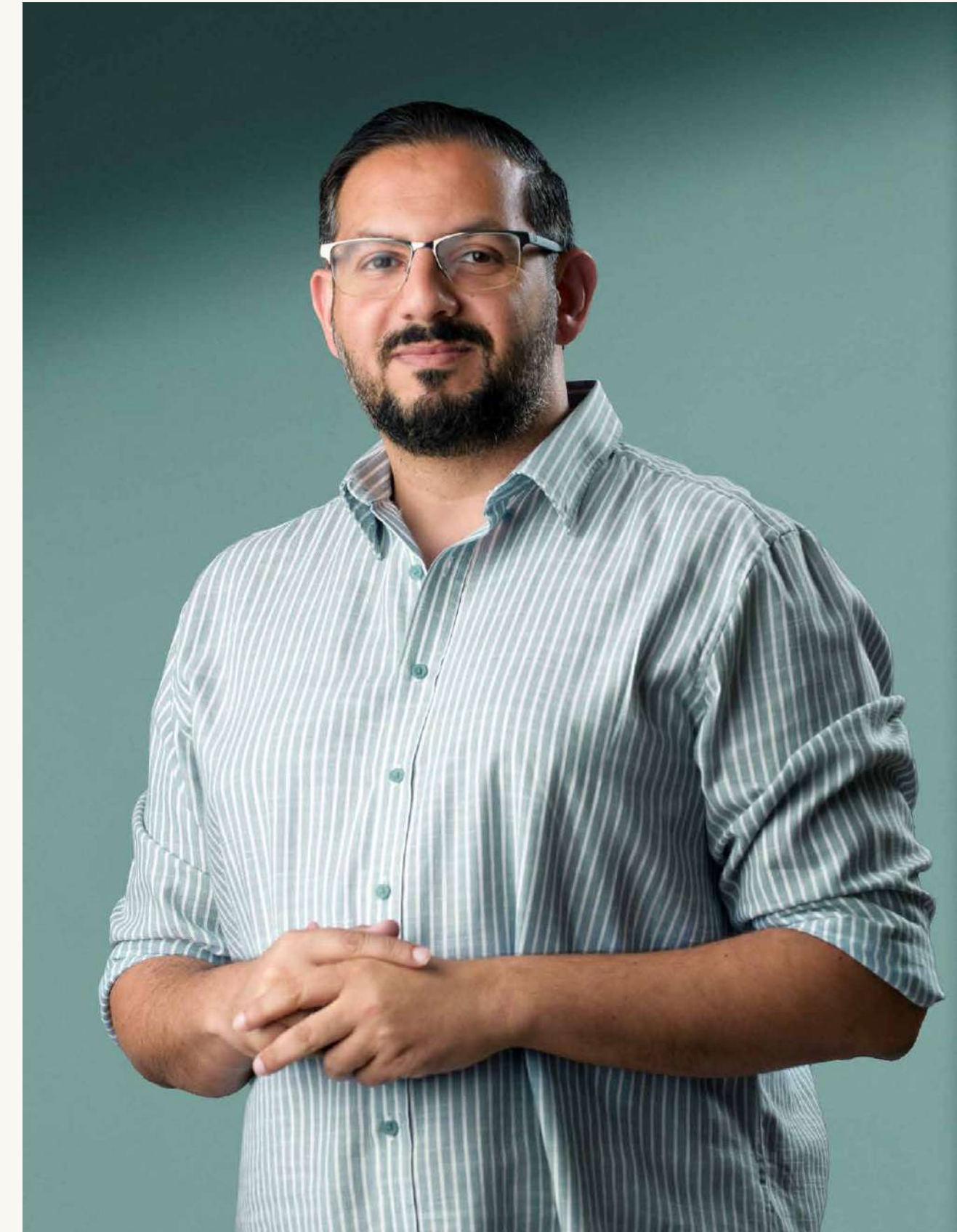


Mohamed Maskati

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:

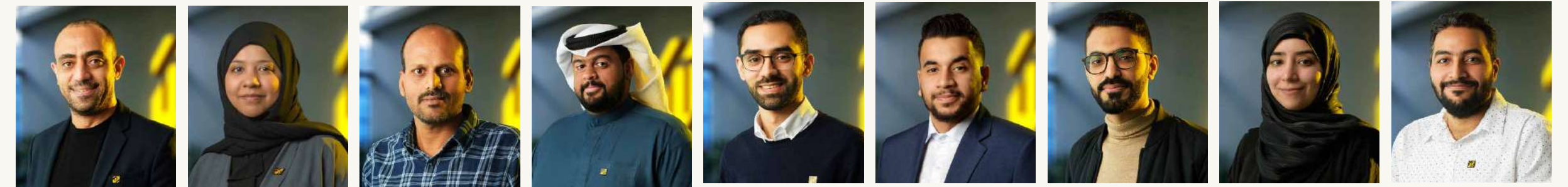
- Passionate strategists
- Artistic designers
- Creative thinkers
- Inspired Wordsmiths

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

mmbrand group *Legacy* | Corporate Brands

الديار العربية
ARABIAN DYAR

رؤى المدينة القابضة
Rua Al Madinah Holding

سمو
SUMOU

أدير
adeer

رِئَال
RETAL

بن سلطان
BIN SULTAN

المجدوعي
Almajdouie

تارقيت
TARGATE

ثبات
THABAT

نطوير
Tatweer

اتحاد
الراجحي

الخريجي
Khereiji

مجلس الأعمال
العُمانيّ السّعوديّ
Omani-Saudi Business Council

عادل
ADEL

الوابل
Alwabel

الممتلكات الأفضل
BEST PROPERTIES

المجمّع القابضة
Al Jomaih Holding

داركو
DARCO

ريكَاز
rikaz

وجود
WUJOOD

الإدارة العقارية
ALIDARA REAL ESTATE

كوهجي
Kooheji
الكوهجي

الحجيمي
ALOJAIMI

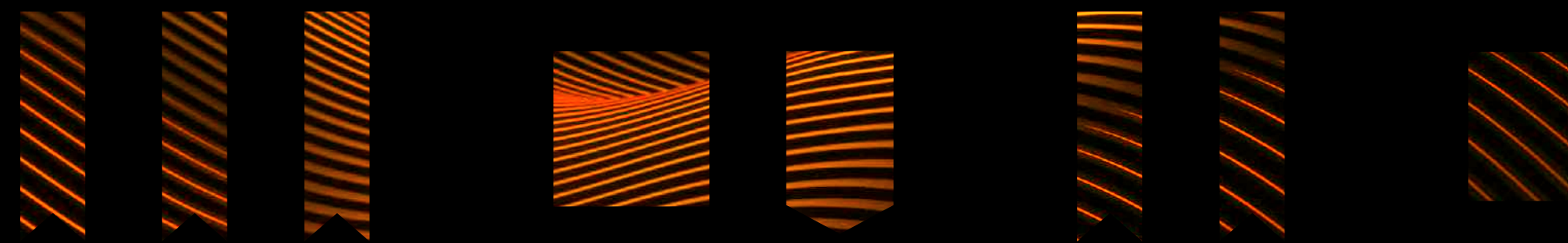
تلاد
TELAD

تزايد
TAZAYUD

mmbrand 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



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

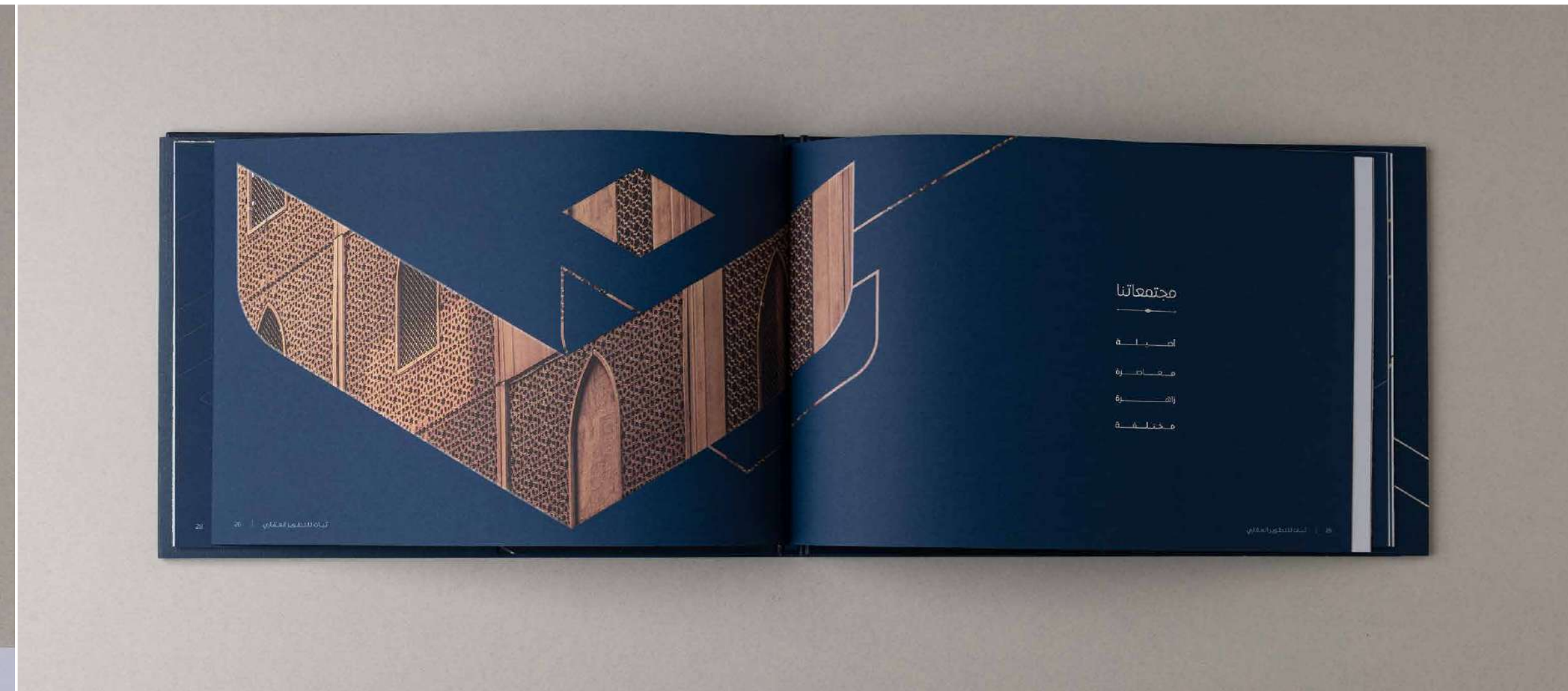
SUMO REAL ESTATE
BRAND FACELIFT





THABAT DEVELOPMENT
BRAND FACELIFT





ARABIAN DYAR
BRANDING





INNOVEST
BRAND FACELIFT

INNO
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ALOJAIMI
BRAND FACELIFT





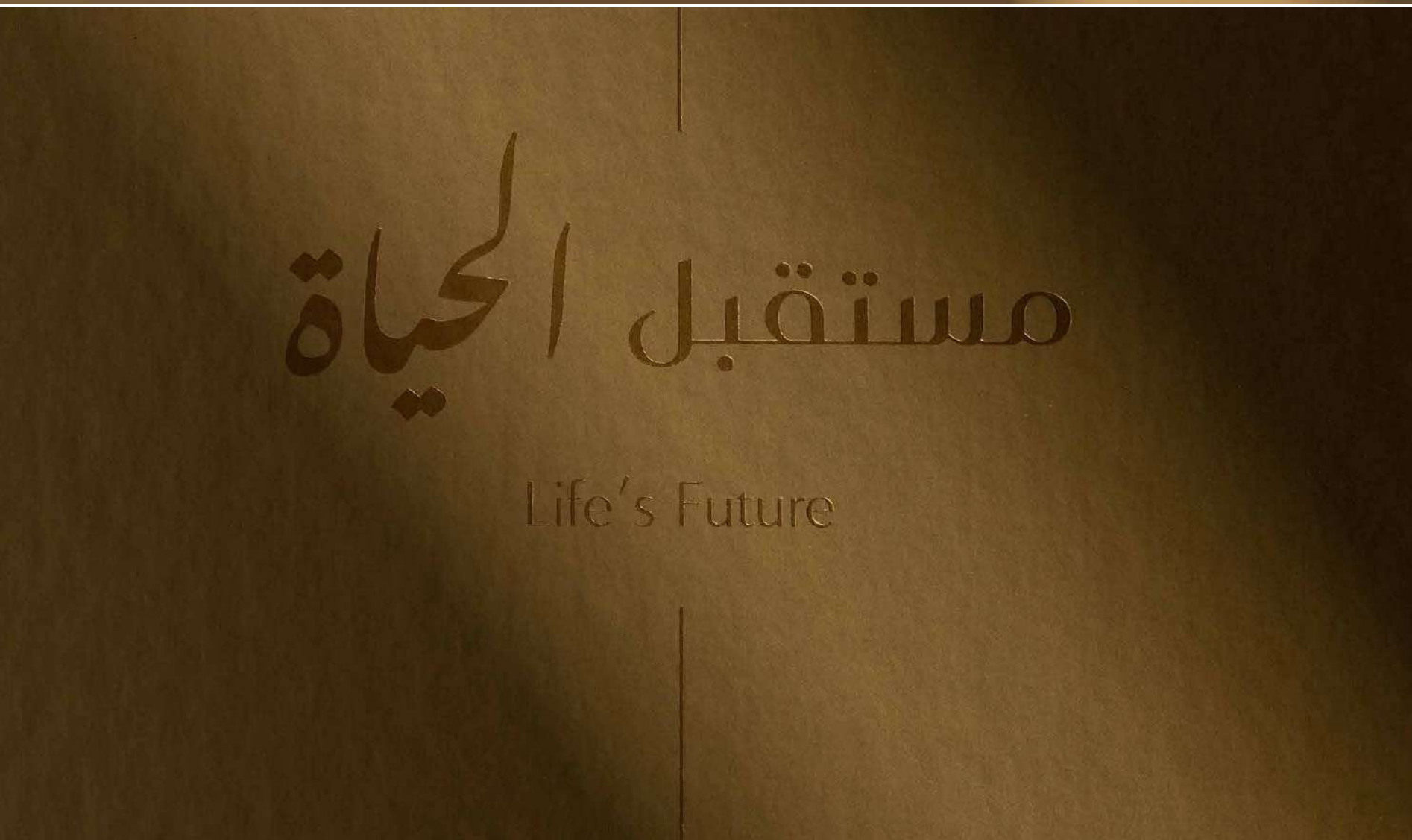


REAL ESTATE DESTINATIONS

WORKS | PROFILE

ADEL DISTRICT
BRANDING





OSUS GREEN TOWER
BRANDING





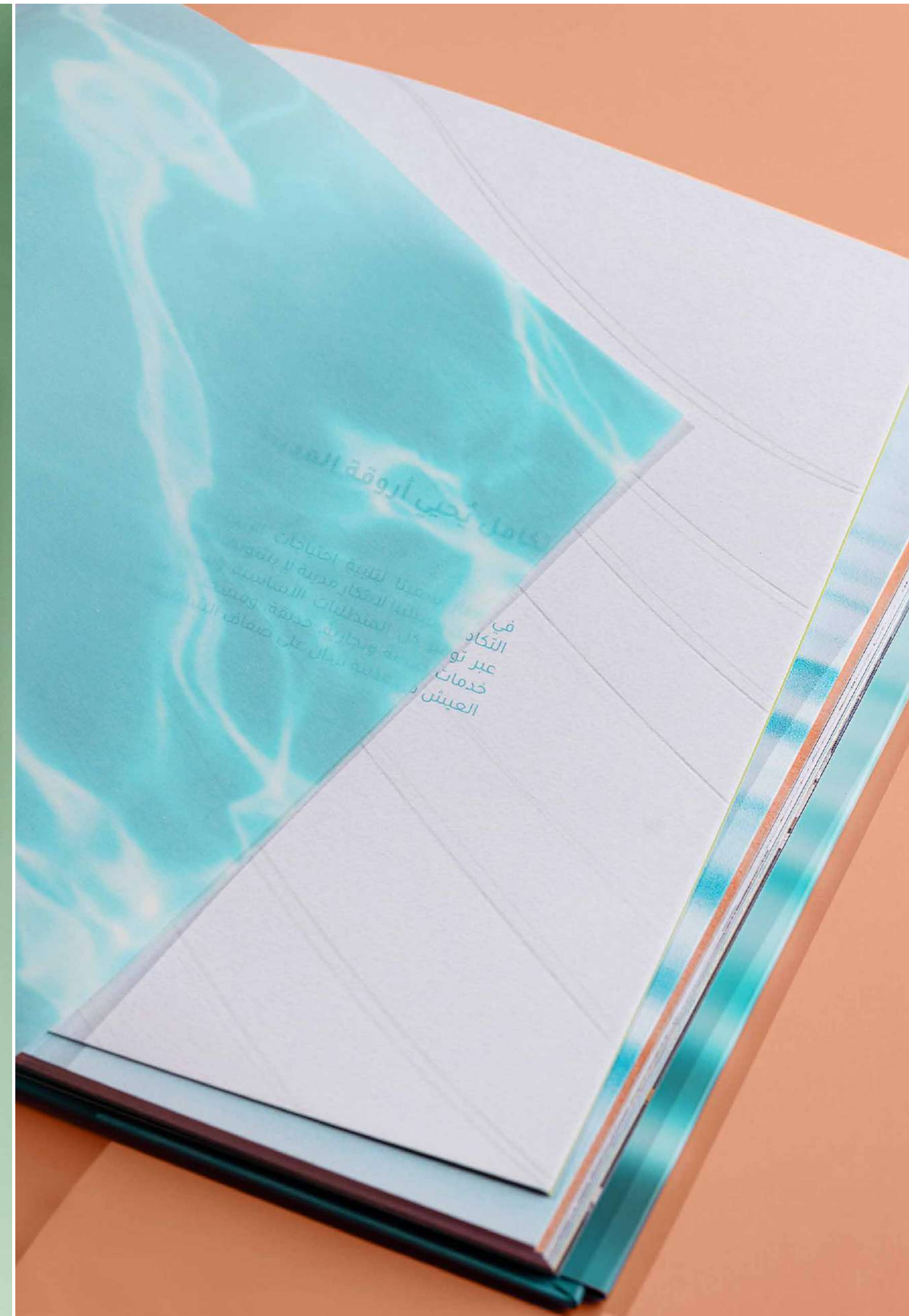
ALDEERA
BRANDING



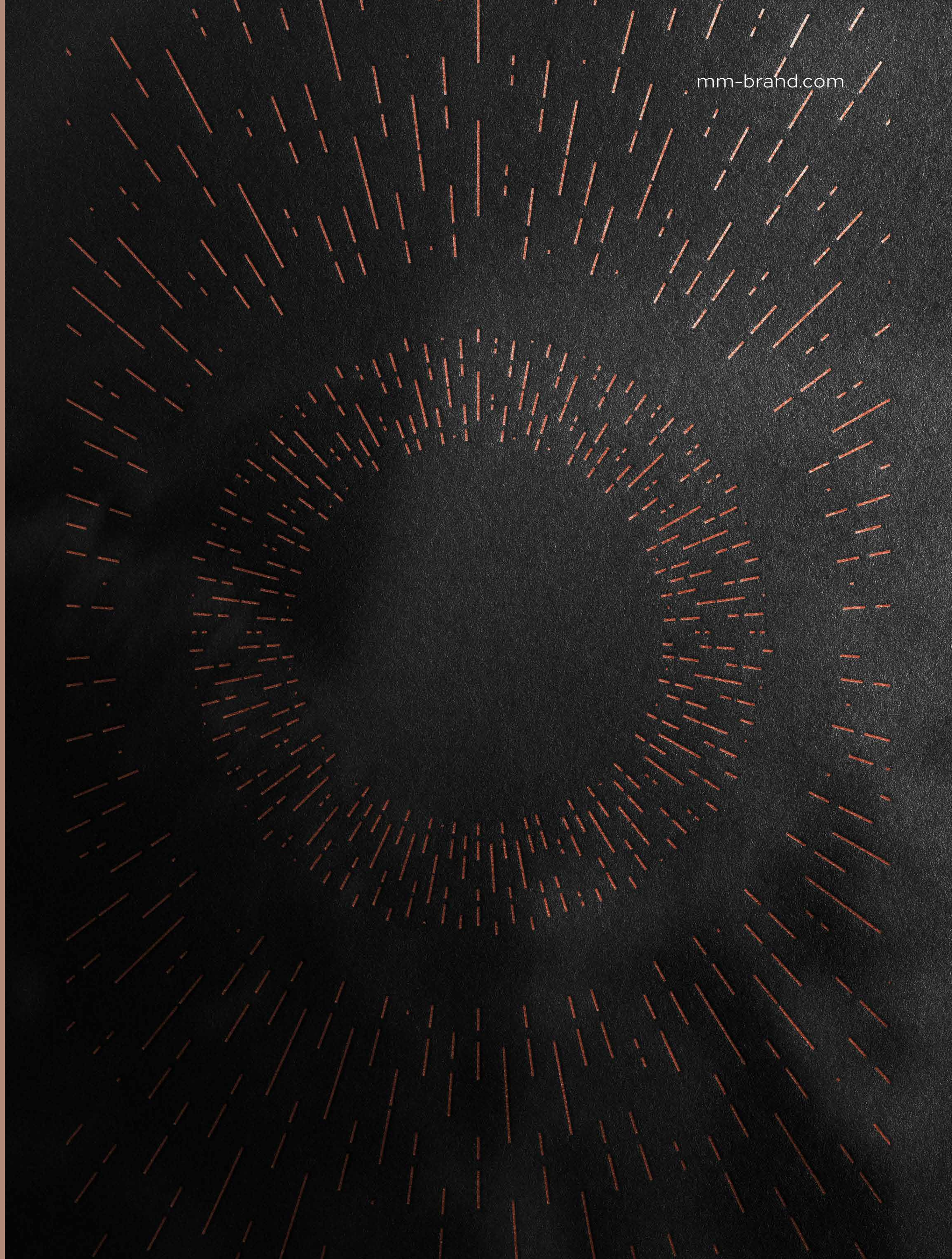
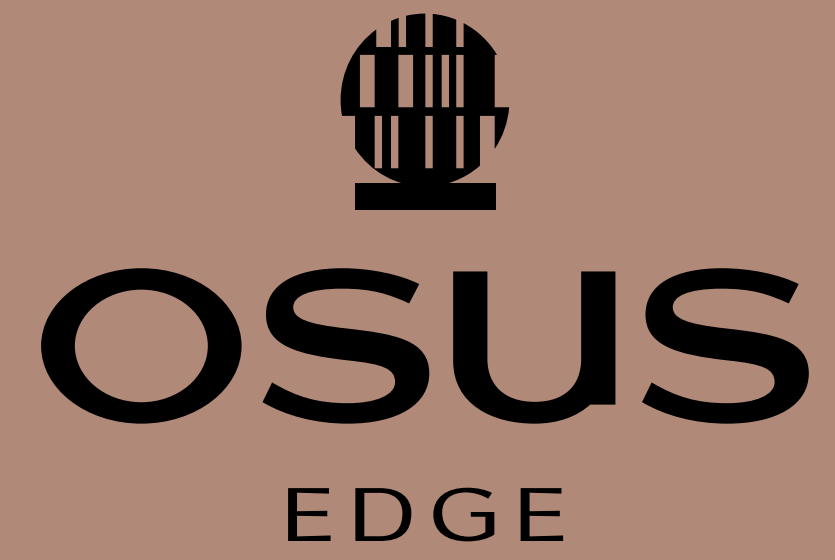
الديرة
ALDEERA
WATERFRONT

2024





OSUS EDGE
BRANDING





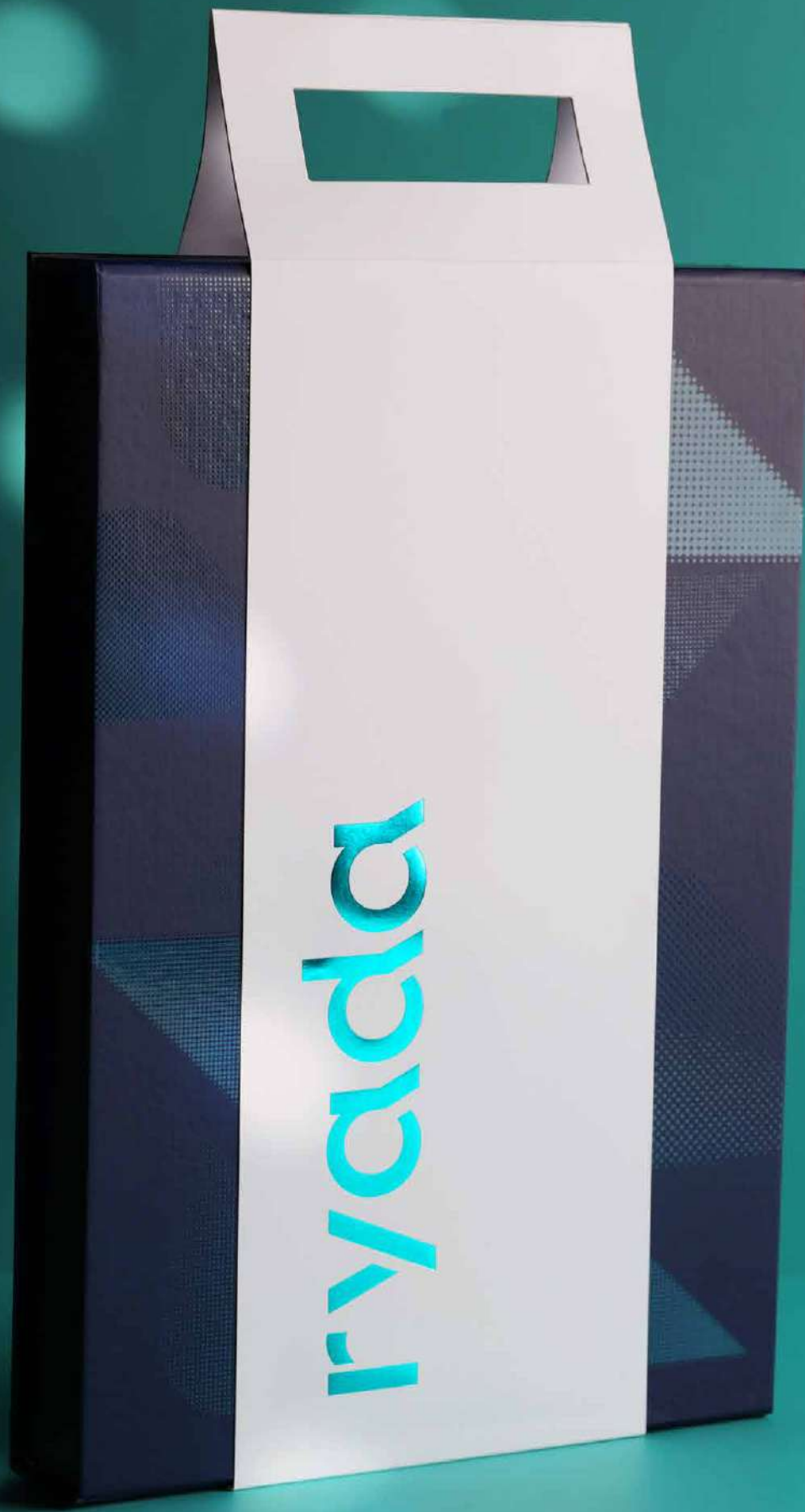
RASEEL
BRANDING





RYADA
BRANDING

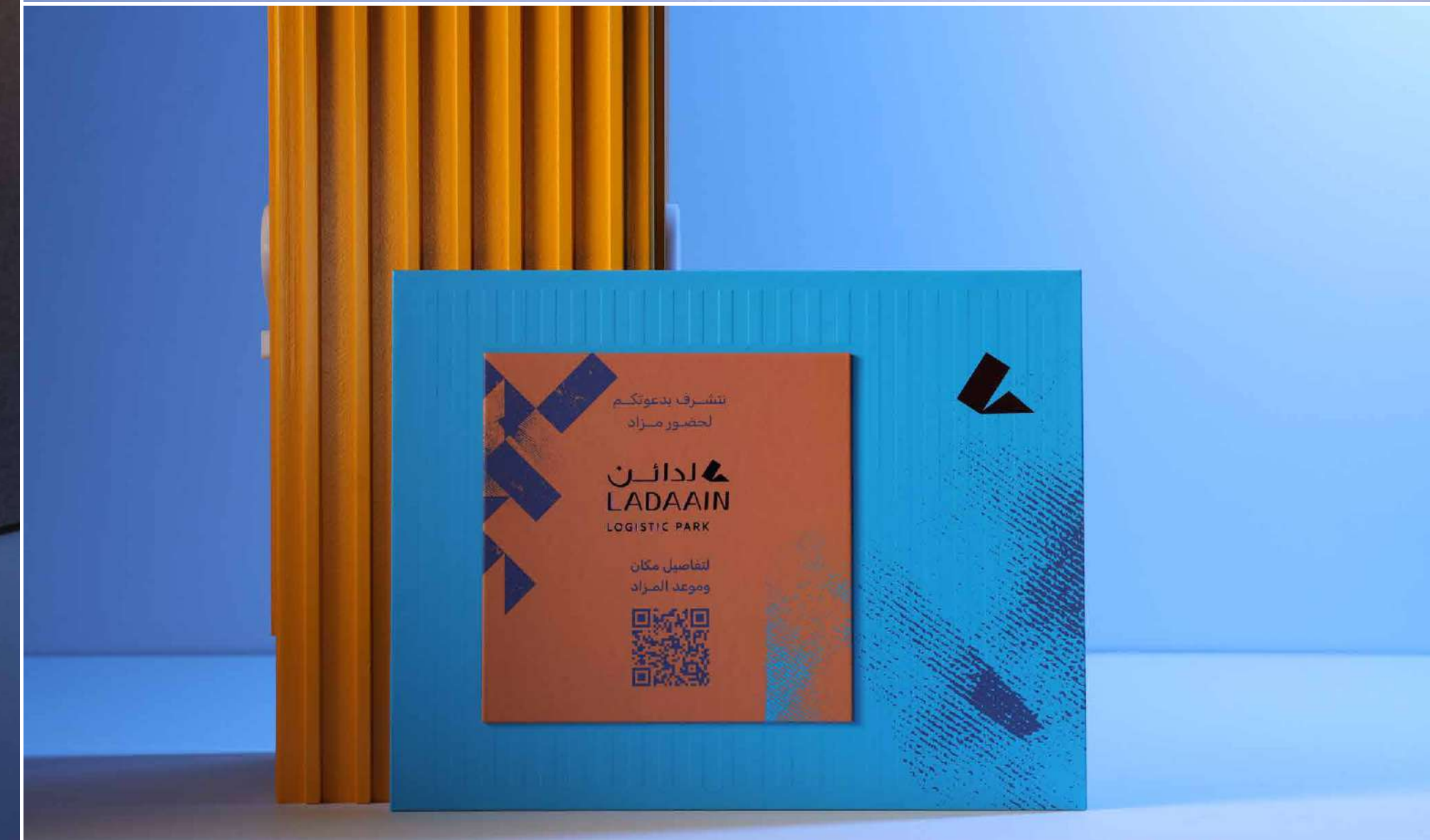




LADAAIN
BRANDING

لدائن
LADAAIN
LOGISTIC PARK







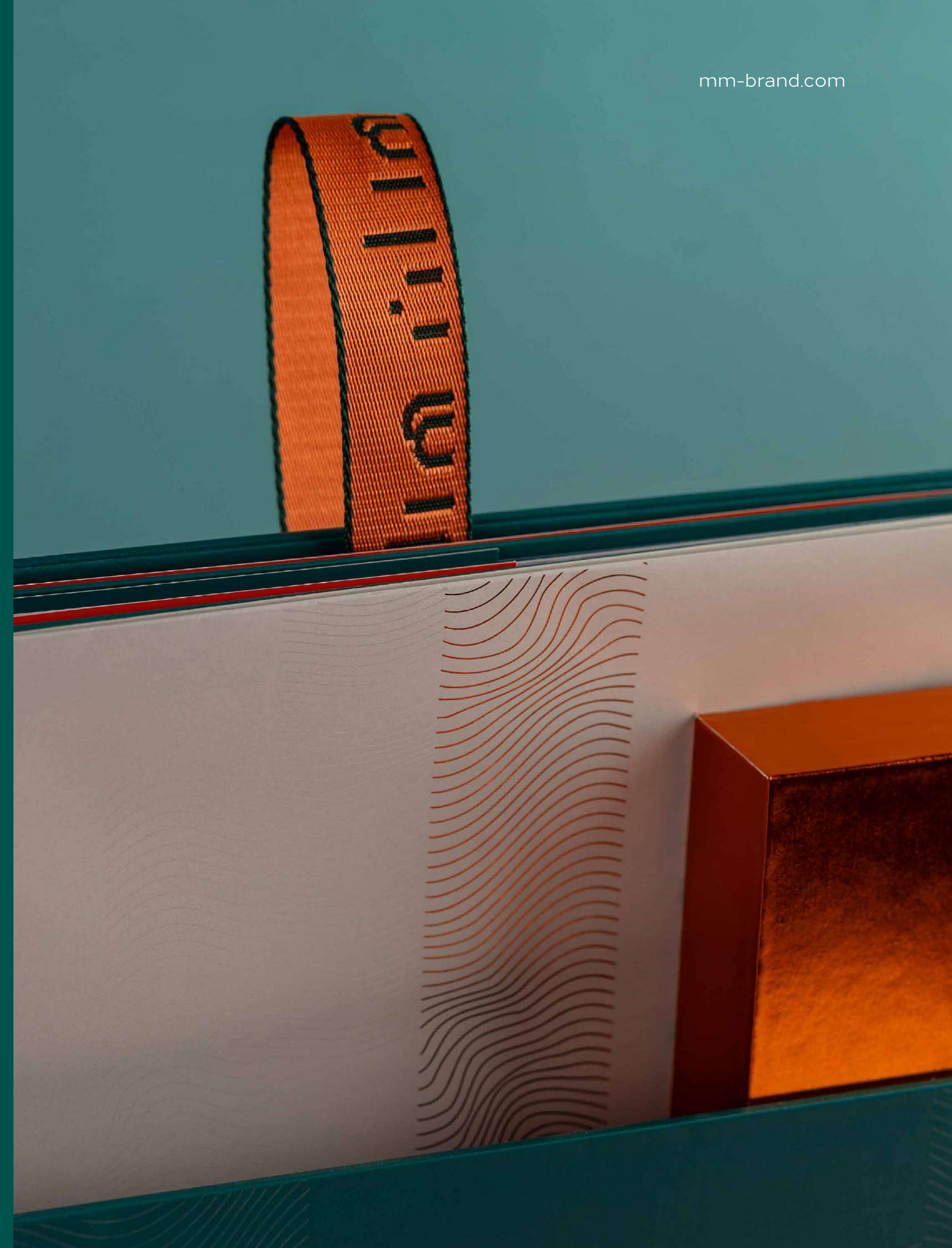
RESIDENTIAL DESTINATIONS

WORKS | PROFILE

DHAHRAN HILLS
BRANDING

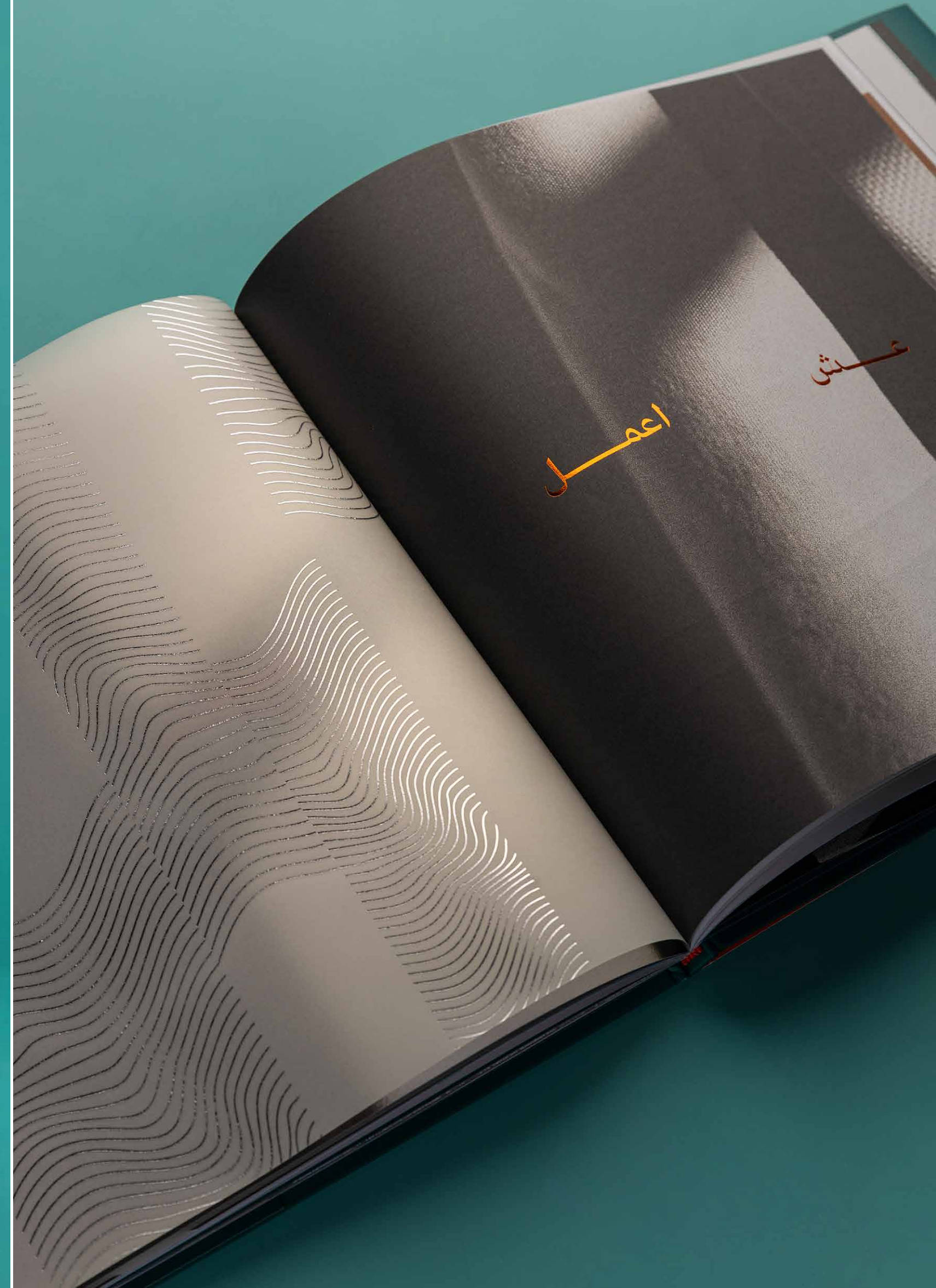


2024



Where Nature Meets Branding



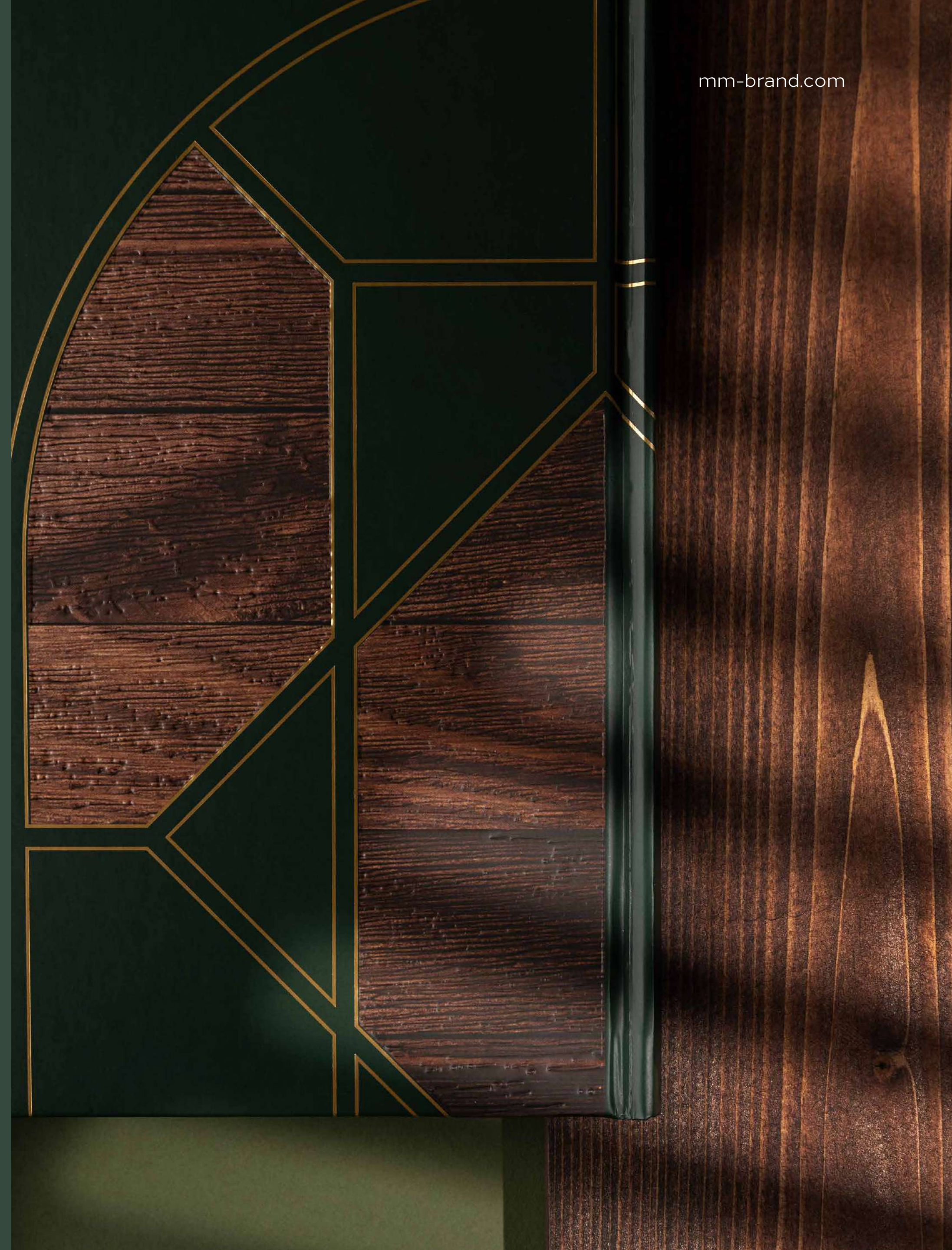


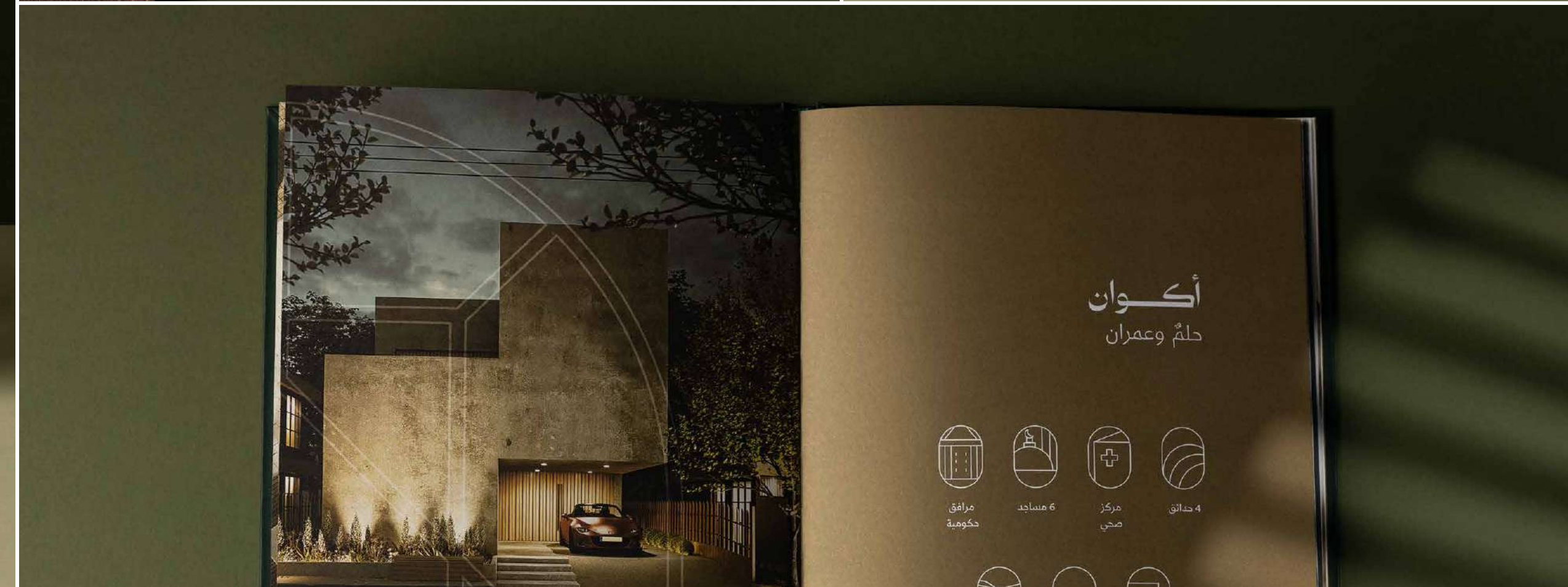
ABYAT
BRANDING





AKWAN
BRANDING





ASEEB
BRANDING





RFAL
BRANDING

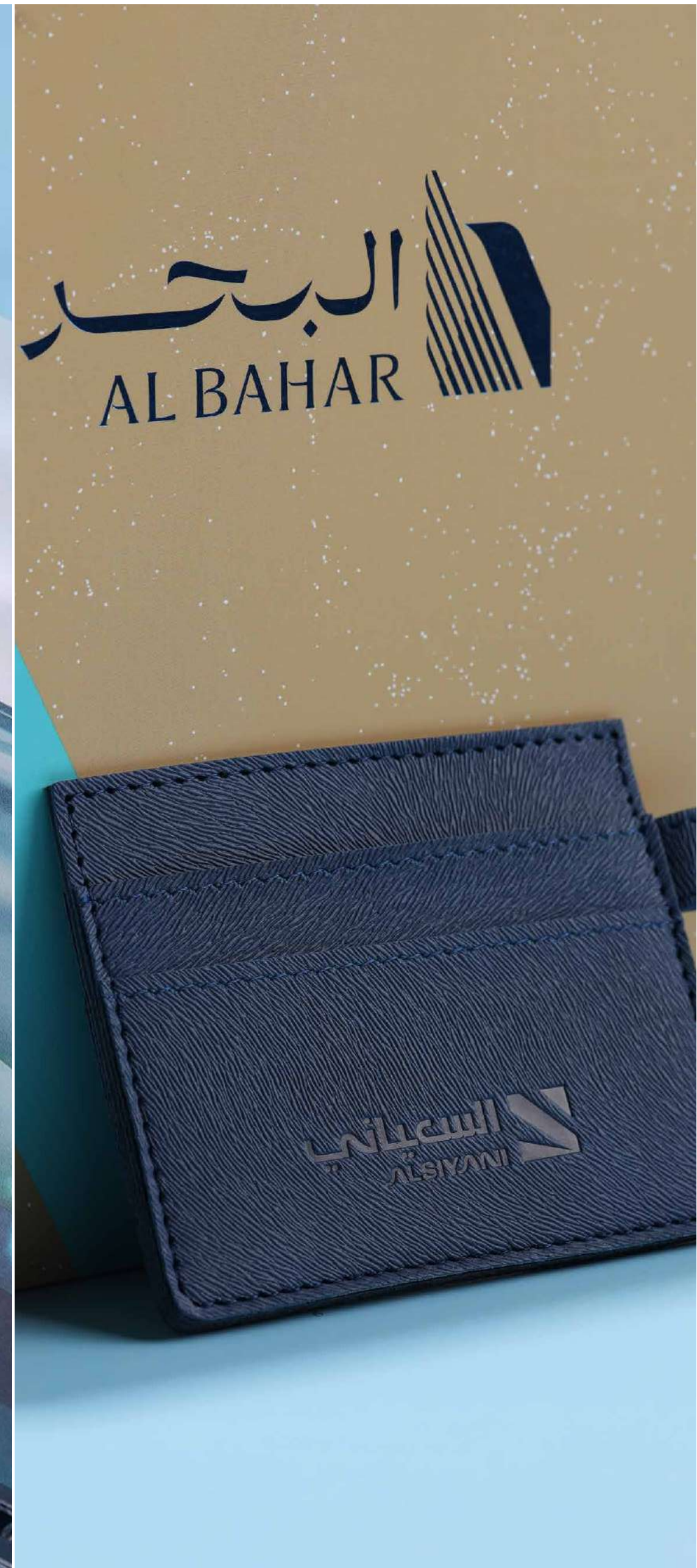




AL BAHAR
BRANDING



AL



AL SHAMKHA
BRANDING

 الرشامة
Alshamkha

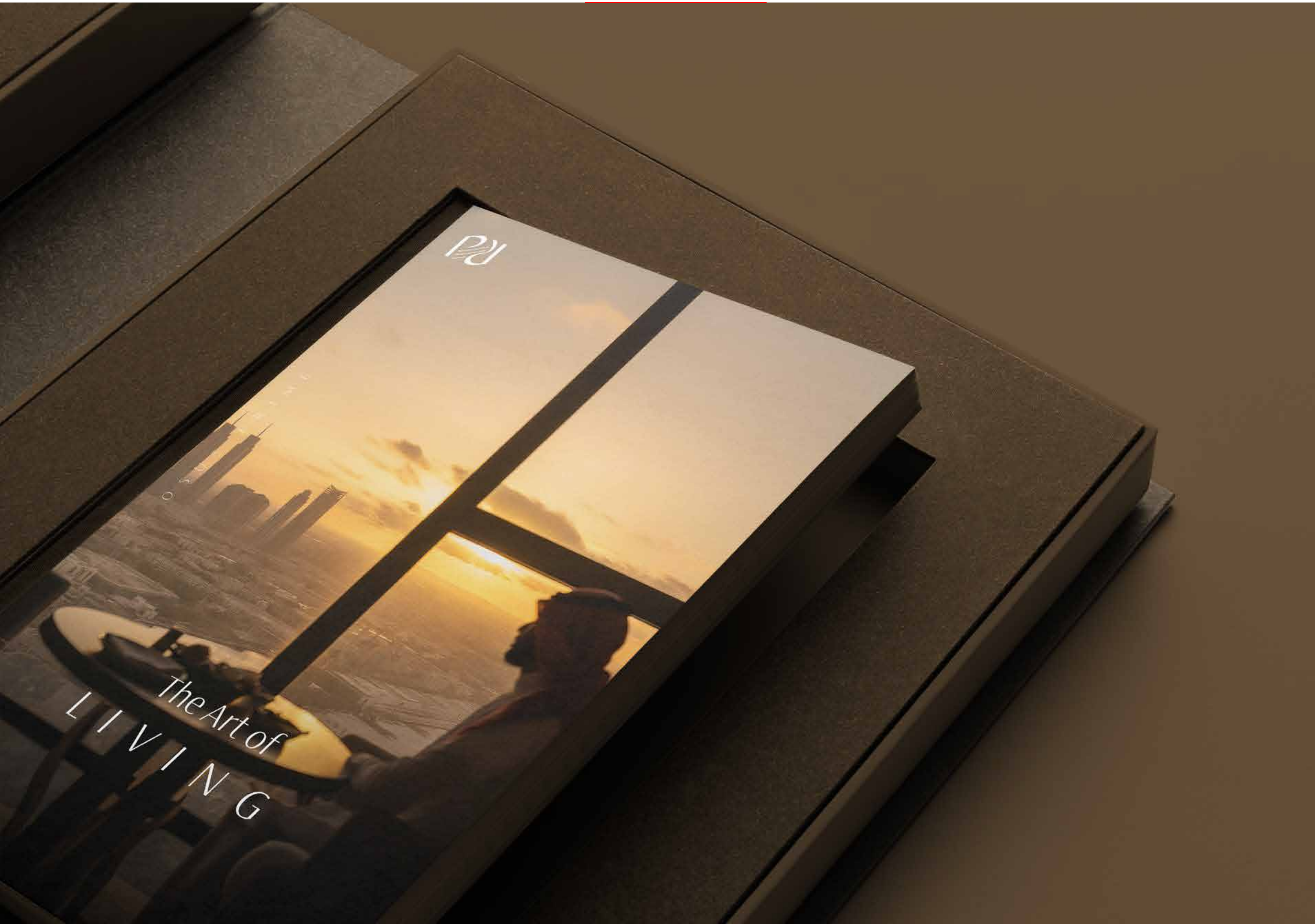




OSUS
PRIME

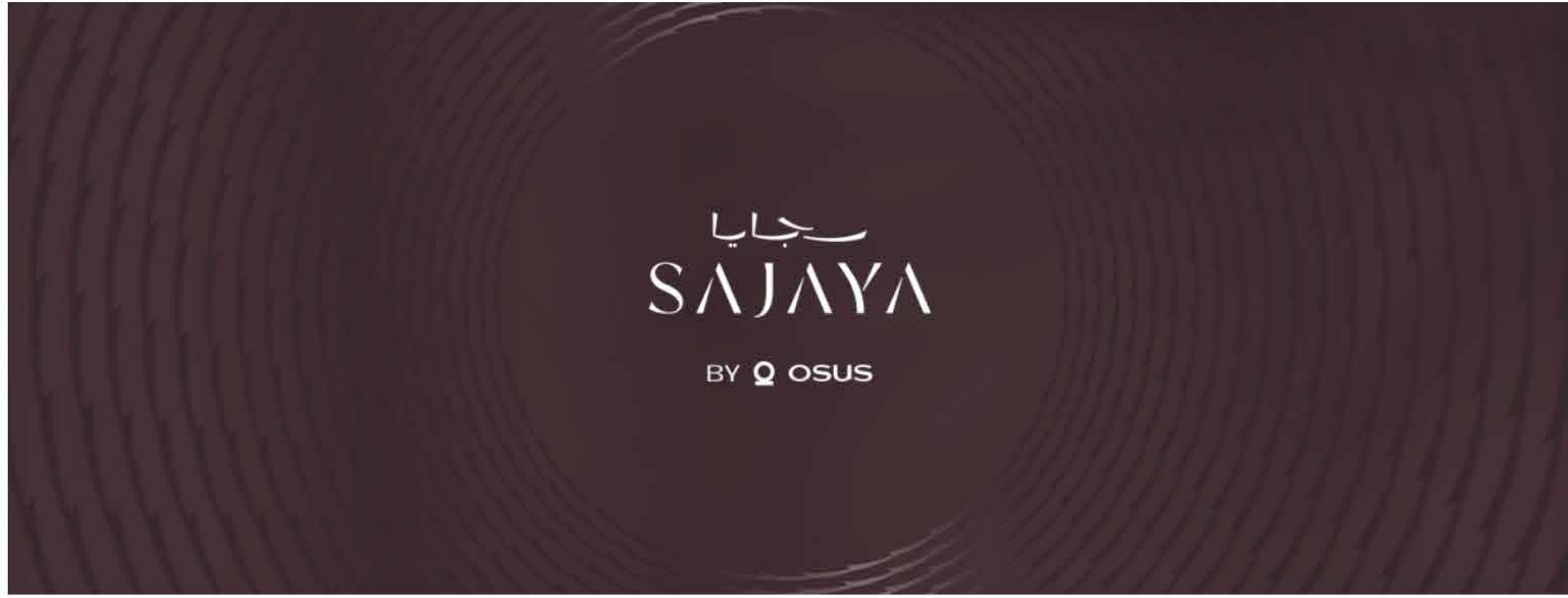
OSUS
PRIME



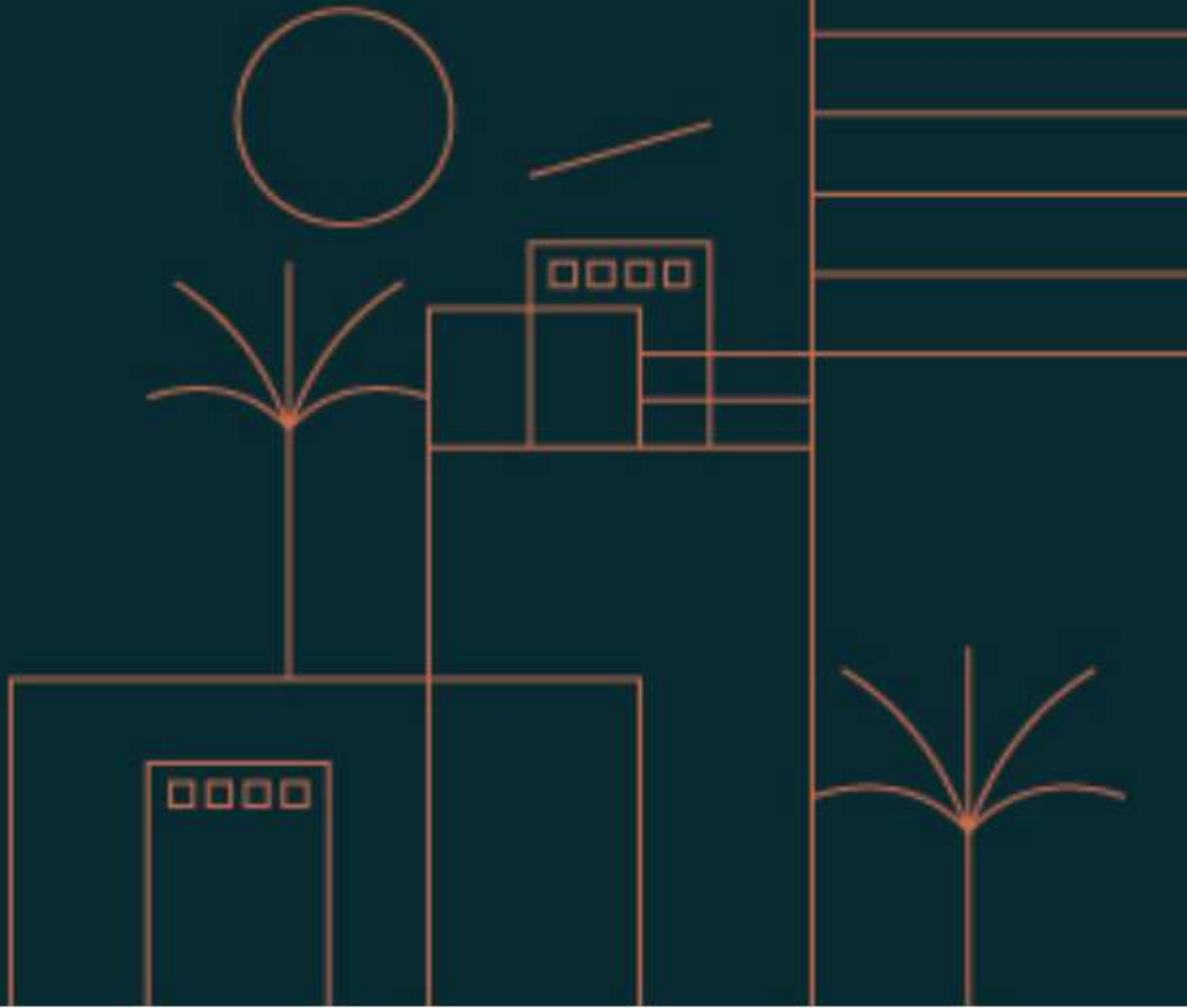


NHC PROJECTS

WORKS | PROFILE



جَدَايَا
JADAYA



نخلة
فاه
خدم



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

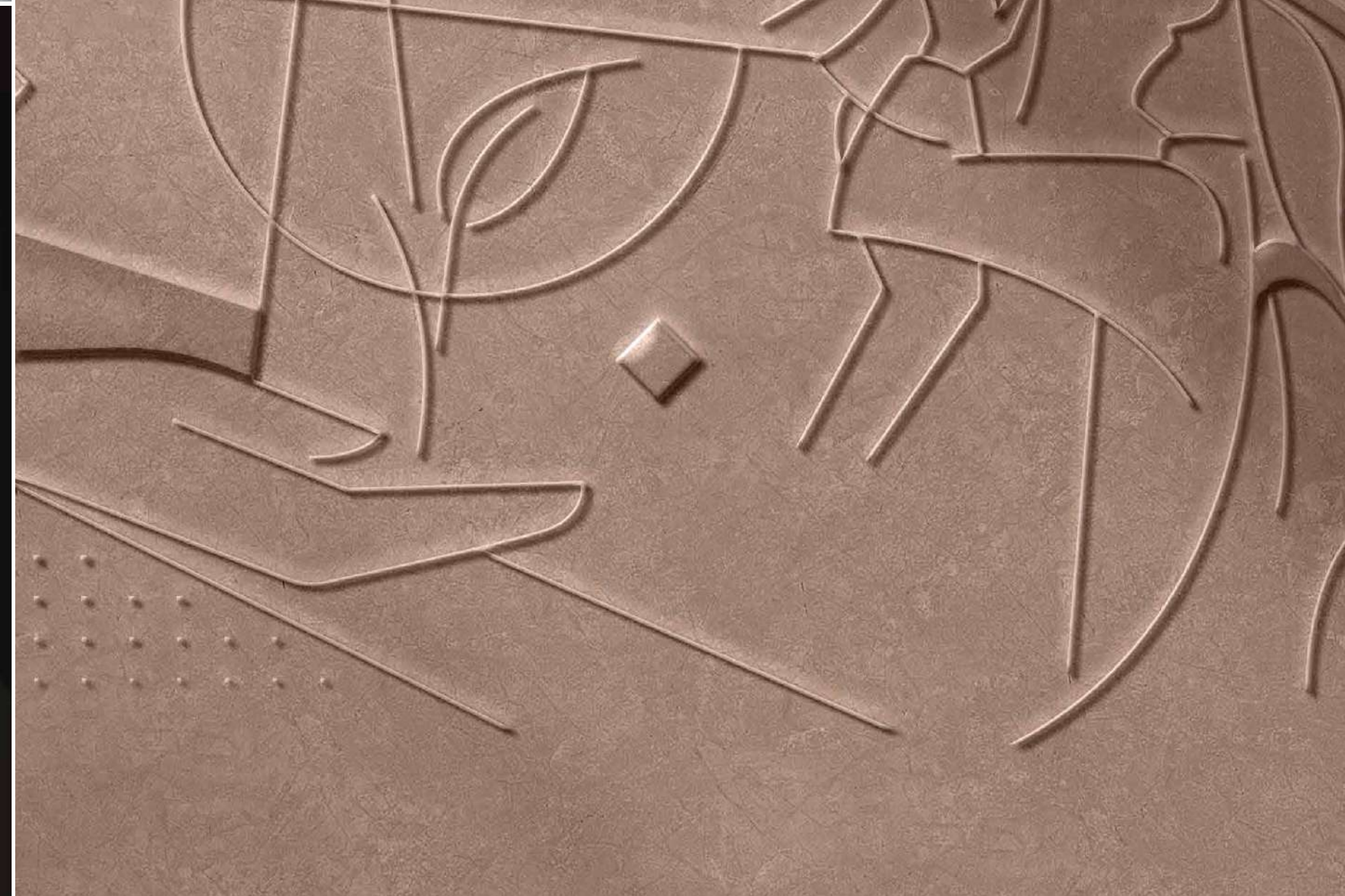
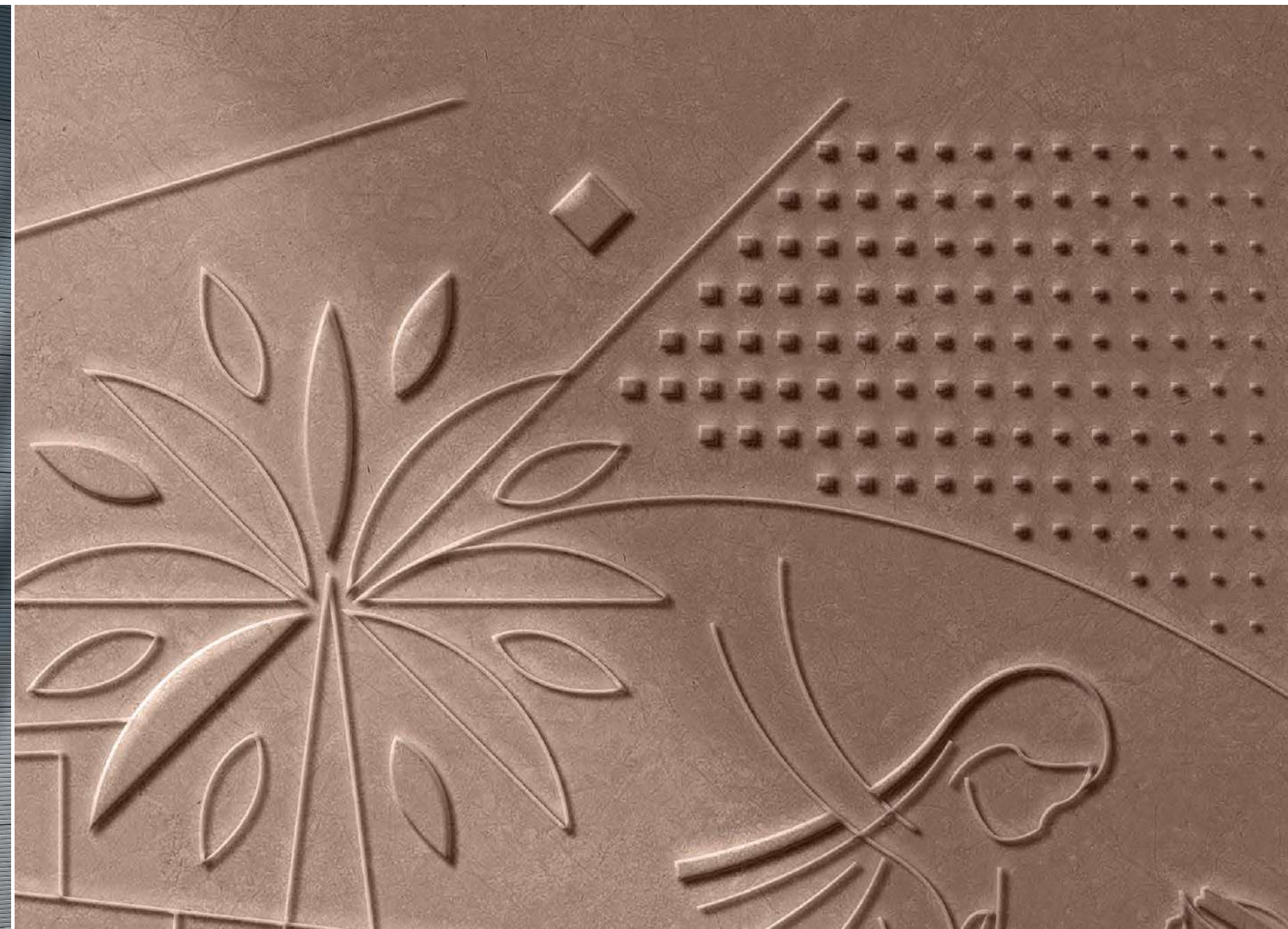
The collaboration resulted in notable enhancements in Retal's operational performance, increased brand recognition, and greater appeal to a wide range of audiences. It has especially drawn the attention of other real estate developer who saw Retal as the Golden Standard for branding.

RETAL
BRAND FACELIFT



RETAL





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

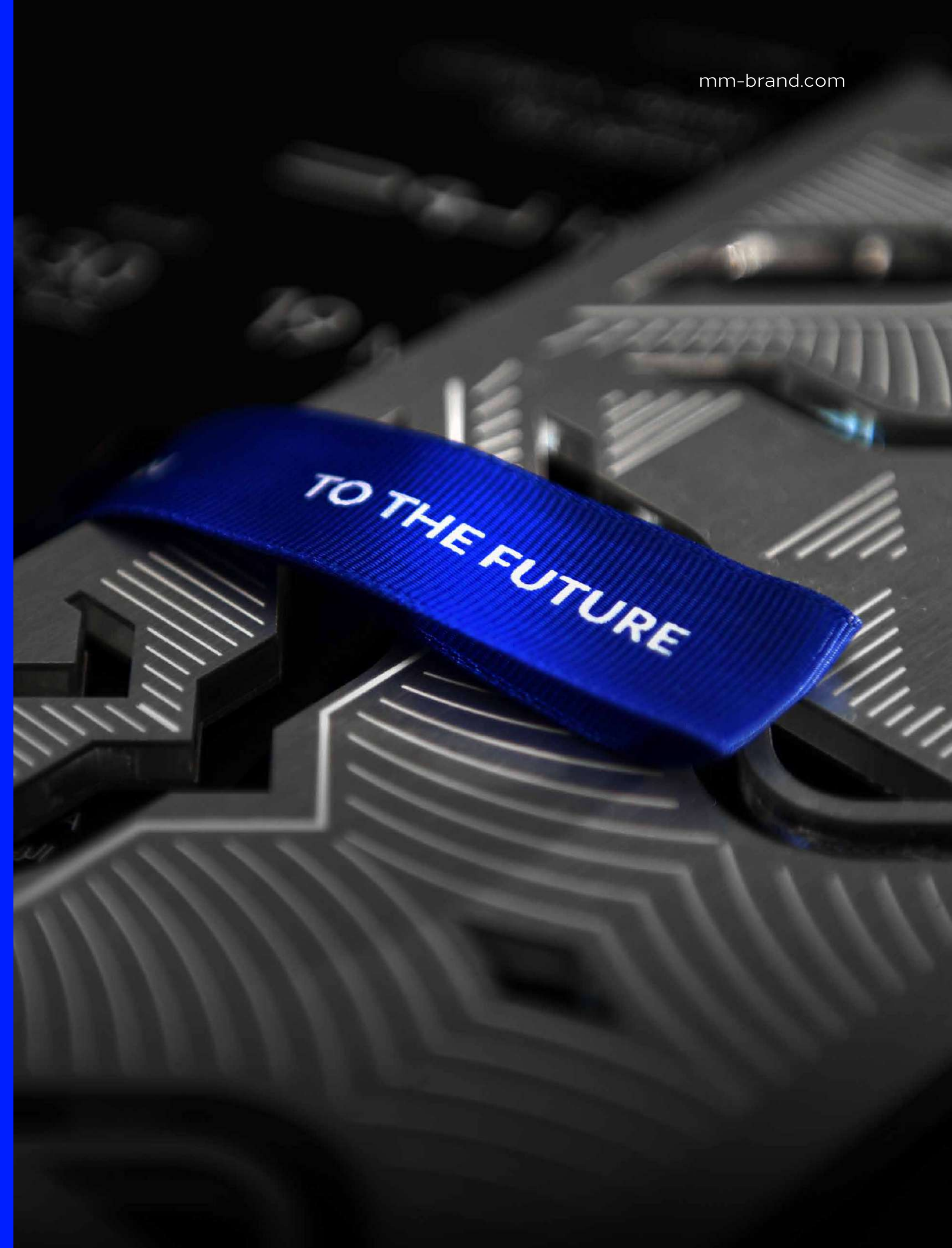
The branding of The Node successfully captured its monumental scale and visionary essence, positioning it as a landmark on the global logistics map. Our flexible yet powerful identity system resonated with diverse stakeholders. The Node's brand reinforced its envisioned role as a pivotal connector in 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 NODE

RIYADH







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

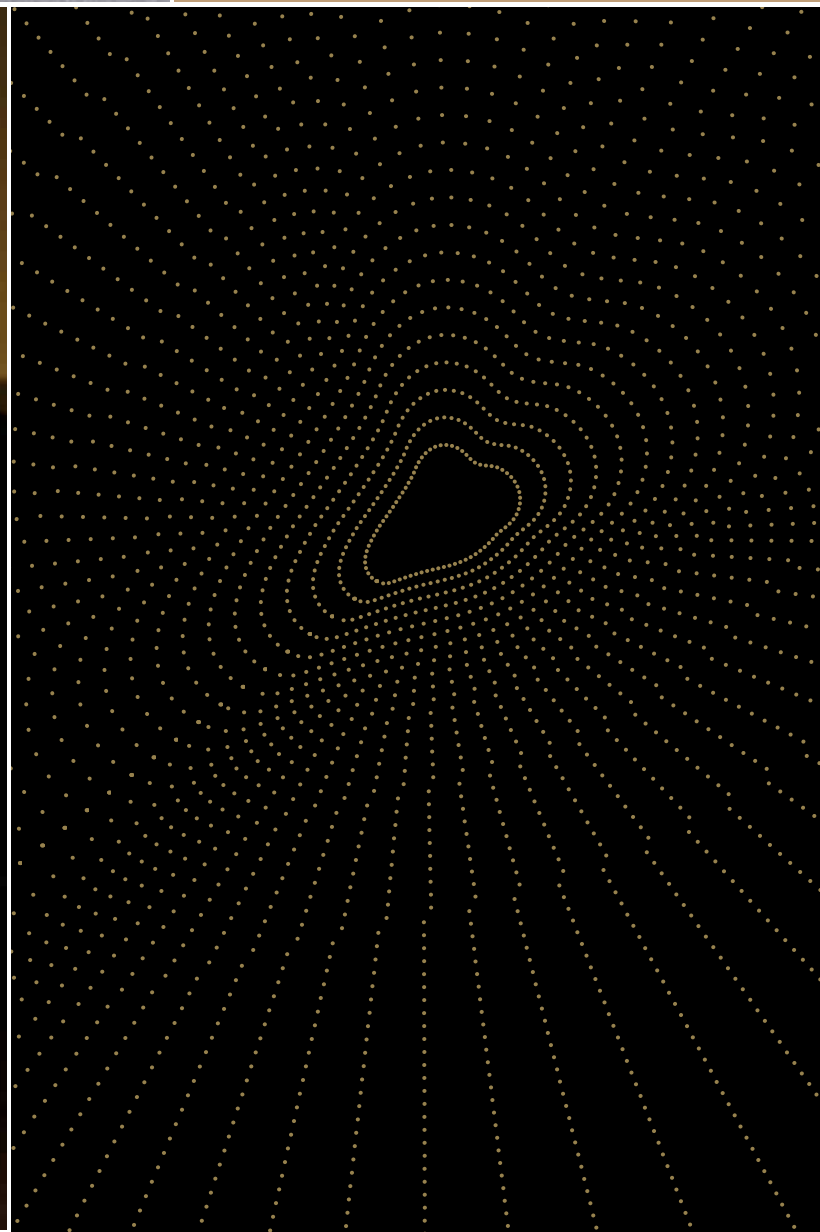
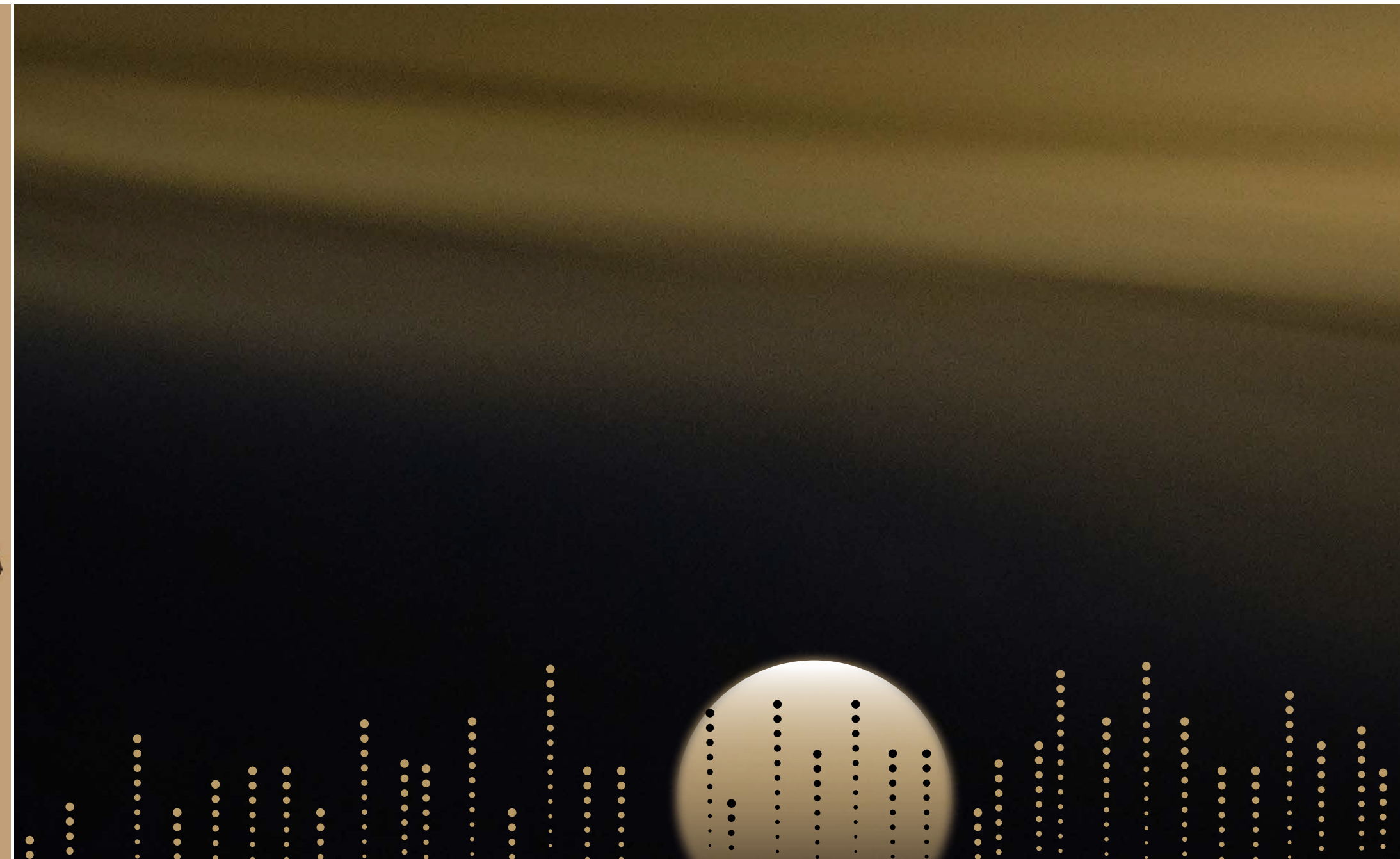
The outcome established New Dammam as a development with a distinct identity and elevated market perception. Through strategic branding, integrated marketing support, and experience-led communication, the project achieved a stronger and more refined presence across its key touchpoints.

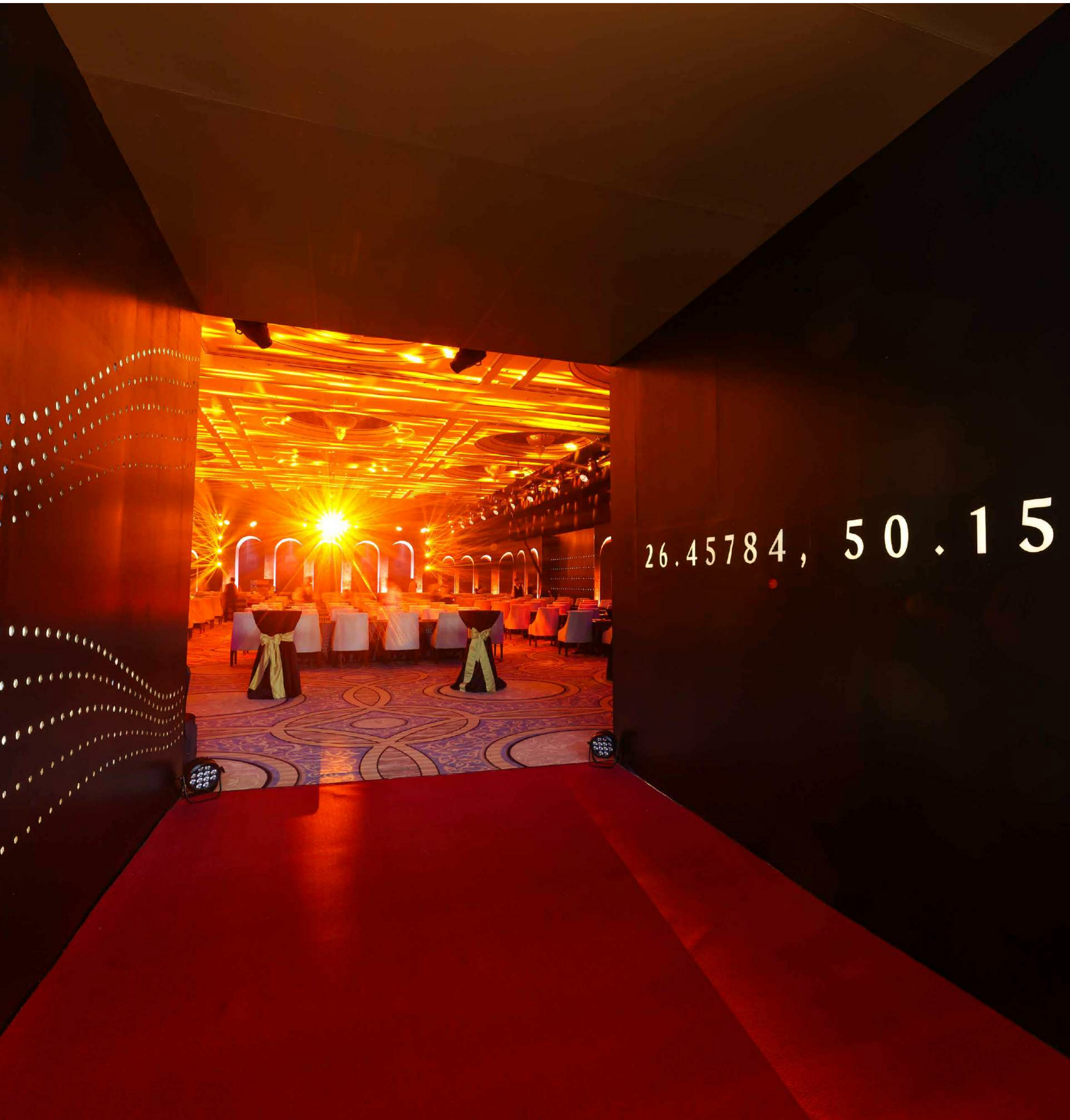
The collaboration contributed to positioning New Dammam as one of the region's emerging landmark destinations, creating stronger engagement with audiences and reinforcing the project's image as a future-focused urban development.

NEW DAMMAM
BRAND FACELIFT

 **New
Dammam**
الدمام الجديد

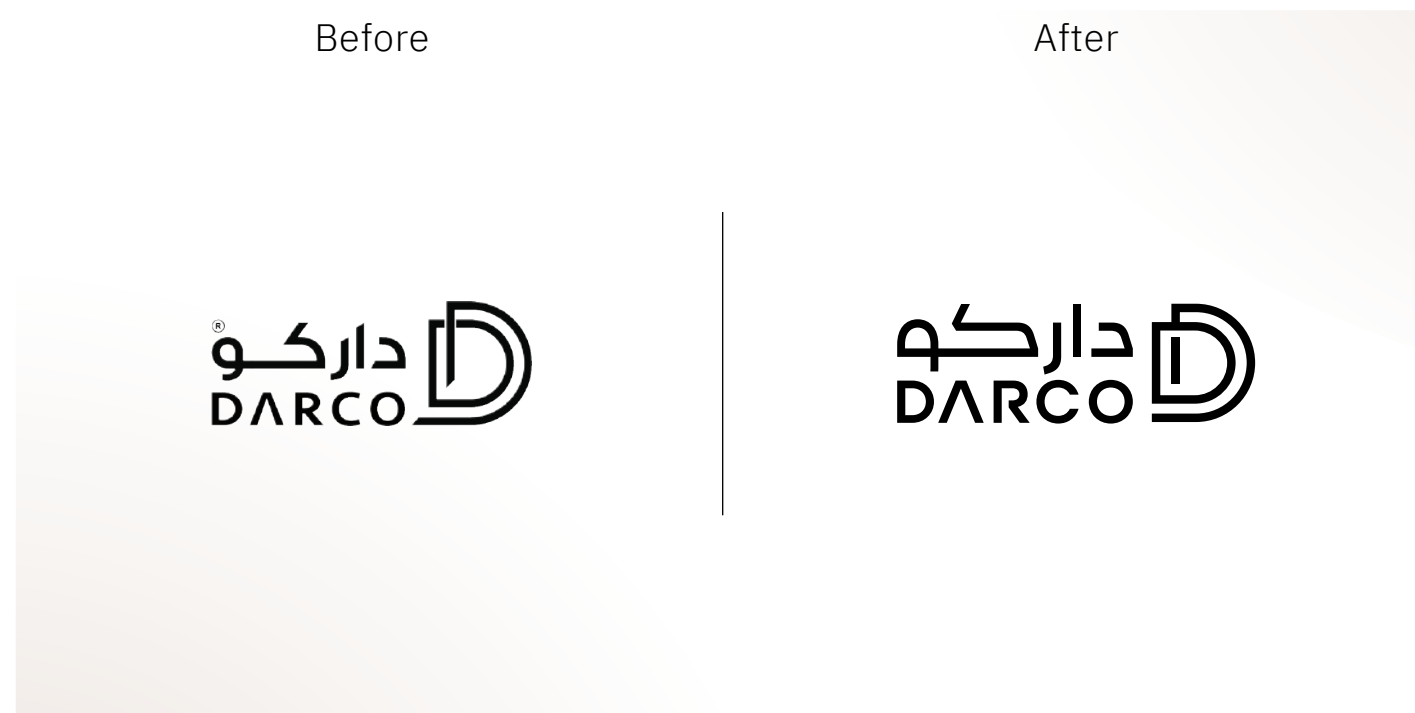








| Selected facelift brands from our legacy





| 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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maskati

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