



BRAND DESIGN FOR A WIDE VARIETY OF  
CLIENTS ACROSS A BROAD SPECTRUM  
OF INDUSTRY SECTORS

## WORK IN STRATEGIC BRANDING AND POSITIONING

AUGUST 2025

**acuity**  
change the language

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# 01

## **An overview of our 25-year service in positioning and branding**

For over two decades, we have created brand solutions for a wide variety of industries - from retail and investment banking, real estate, industry, government, hospitality, FMCG, leisure destinations, corporates and start-ups.

Strategic services through deep-thinking for market positioning, business differentiation, naming and branding.

## Our services

### Thought Leadership

- Brand analysis
- Brand values, Mission, Vision
- Brand Personality Development
- Brand Tone of Voice
- Brand Positioning
- Brand Naming
- Brand Strategy Development
- Content and Language
- Brand Auditing
- Brand Education (stakeholders)

### Quality realisation

#### Design

- Master-brand Design
- Brand Identity Guidelines
- Copywriting
- Annual and Financial Reports
- Corporate Profile Design
- Newsletter Design
- Internal and External Signage
- Exhibition and event collateral
- Print Production
- Point of Sale and Merchandising

#### Environmental Design

- Brand Messaging
- Internal Environmental Standards
- Way-finding
- Customer Journey
- Experiential Design
- Point of Sale and merchandising
- Material selection
- Production Management

### Communications

- Marketing strategies and plans
- Marketing activities calendar
- Advertising campaigns
- Copywriting (campaign headlines and body copy)
- Campaign rollout management
- Social Media
- Email Communications
- Digital Display Advertising
- Re-targeting / Re-marketing
- Search Engine Marketing
- Video
- Outdoor
- Press / Print / Direct Marketing
- Promotions
- Point of Sale
- Events

### Web

- Website Design
- Content Writing Development
- Key Messaging
- Social Media Integration
- Forms
- News/Blog
- Gallery & Portfolio
- Analytics Dashboard
- Payment Gateway
- API Integration
- Parallax and SVG Animation
- Content Maintenance
- Search Engine Optimisation (SEO)
- Google Analytics
- Hosting

## 01 - A SELECTION OF THE CLIENTS WE WORK WITH

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Abu Dhabi Investment House  
Ahli Bank Oman  
Ahli Bank, Qatar  
Al Salam Bank  
Al Matrook Holdings  
Al Meer Group  
Al Noor Supermarkets, Oman  
Aljazira Supermarkets  
Alosra Supermarkets  
American School of Bahrain  
American University of Bahrain  
Amwaj Islands  
Arcapita  
Arbah Capital, KSA  
Archstone Real Estate  
Apex Real Estate  
Back on the Move Healthcare  
Bahrain Gasoline Blending  
Bahrain Government  
Bahrain India Society  
Bahrain Seaports  
Bahrain Triathlon Association  
Bahrain Marina  
Bank ABC  
Bank of Baghdad

Bank of Bahrain & Kuwait  
Bareeq Al Ritaj Real Estate  
BeRehab  
BIBF  
BIGC  
BMMI Group  
BMMI Shops  
Box It Restaurants  
Burgan Bank  
Capital Management House  
City View Real Estate  
CBI Dubai  
Central Bank of Bahrain  
Commercial Bank of Qatar  
Diners Club, Qatar  
Dilmunia  
Dr Nadia Clinics  
Durrat Marina  
Durrat Al Bahrain  
Edamah  
Education City Golf Club  
Enhance, Oman  
Eskan Bank  
Esterad, Amwaj Beachfront  
First Energy Bank  
First Leasing Bank

Fontana Towers  
Future Telecoms, Kuwait  
Ghana Commercial Bank  
Global Sourcing & Supply  
Gulf Business Machines  
Gulf Finance House  
GFH Capital  
Gulf Hotels Group  
Gulf International Bank  
Gulf One Bank  
Harbour Row, GFH  
HV Holistic Health  
Health Insight UK  
Ibdar Bank  
IDworks Interior design  
IFAN maritime  
Instrata Capital  
International Investment Bank  
Investcorp  
Ithmaar Bank  
Ithmaar Development Co.  
Jashanmalls  
Khaleeji Commercial Bank  
Knight Frank  
Kooheji Contractors  
Kooheji Development

Kula Restaurant  
Kuwait Finance House  
Menas  
Muntaza Supermarket  
My Deli  
Naseej  
Nass Group  
NCB Capital  
Onix Ladies Gym  
Orchid Salon  
Palms School  
Physio Relief  
QInvest, Qatar  
Royal Ambassador  
Royal Golf Club  
Riffa Palms  
SICO Investment Bank  
Studio Ceramics  
Syria Gulf Bank  
Technicas Reunidas  
Thejo Hatcon  
United Finance, Oman  
Yatta Sports  
Zain Bahrain

بنك بروقان  
BURGAN BANK



متحدون لعمان  
United for Oman



CAFÉ

be Rehab

قطر صدق المنة

alosra  
الأسرة

DIVERSE  
ENGINEERING

فكر محلياً  
think local





**The flame of ambition**  
(Customer)

**The crucible of care**  
(United Finance)

**United Finance Company is a financial services provider for individuals and businesses, offering responsive, friendly and helpful advice through services created to suit specific needs, making life easier for people who want to enjoy greater opportunities.**

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**Whatever your ambition, we'll help you achieve** [Achieve more here](#)

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#### Quick Links



Vehicle Finance



Equipment Finance



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About United Finance

Over the past two decades we, at United Finance Company, have strived to remain the first-choice finance company in Oman. We've helped Omanis achieve more with structured finance packages and assistance from dedicated professionals working to understand and cater to our customers' long-term needs, and we are committed to providing customised and timely financial solutions.

Established in 1997, United Finance started its business with just one office in Muscat - and five established competitors. 25 years later, we have 8 branches, an asset base of RO 115 million, over 12,000 satisfied customers, and 135 staff members. We have earned a reputation as a finance provider that can be counted on to deliver, and to help our customers do more, grow more and achieve more.



**Quick**

Your financing approved in as little as 1 hour.



**Friendly**

Our friendly helpful staff will assist you in your application process.



**Easy**

Enjoy our hassle free finance application process.





## Project example: Brand-led

### The Muntaza Project

We handled the strategic repositioning of Almeer Group, one of Bahrain's oldest family owned businesses, with full brand development of the Group and its subsidiaries.

One of the most important subsidiaries of Almeer Group is "Al Muntazah Markets", the oldest local supermarket chain on the island and a much-loved community brand.

We undertook extensive research into grocery shopping trends and, determining that no competitors were positioning their offer for 'just in time' small basket, shoppers of millennials / gen-Z, we positioned Muntaza as a C-store, then developing a slogan of "Where fresh meets local". This single statement drives the essence of the brand through colour, imagery and language, plus the internal refurbishment of the stores, aligning with new consumer shopping habits and expectation of fresh counters in-store.

Our strategy development effort also resulted in a minor name change, a complete overhaul of the brand look and feel and key brand messages. The project was a balancing act between maintaining the recognition of the Muntaza

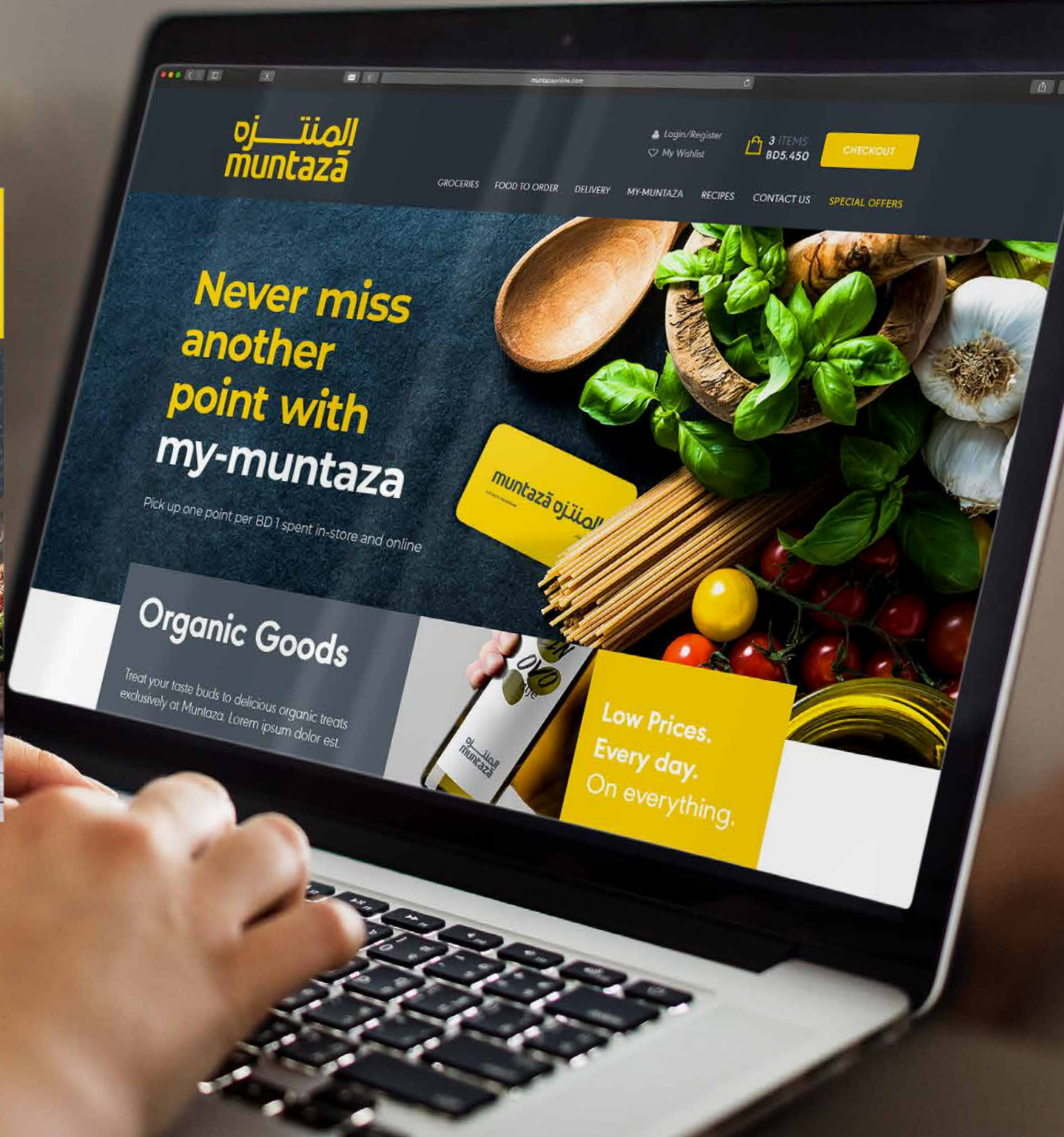
brand and upgrading the positioning to attract a new customer base used to specific brands and high quality service.

Another learning exercise was customizing the brand applications to fit the cost requirements of production while maintaining high quality finishes and a consistent look. We advised the client on specific materials of outdoor signs, packages and in-store branding.

  
**Almeer**







## Project example: Campaign-led

This client had an existing contracted agency who were failing to deliver 'big idea' concepts for a brand new university. Their mistake? Trying to be 'clever' without considering the underlying issues, resulting in creative work that was more suited for an existing, established university.

What was needed was a very direct, simple proposition to drive enrolment for the very first semester of a brand-new university.

We looked at the issue and considered the fundamentals. What is this university? Why does it exist?

Basis of concept - It exists to provide an American college education IN BAHRAIN. Many Bahraini parents favour such an education, but are not comfortable with their children living overseas, so the concept was simple: "Study in the states, live in Bahrain" (at home).

Creative concept - How do you get right to the point visually across online, press and outdoor? The first thing that people think of for "American university" is the sports aspect. The football, basketball, baseball...

We created an integrated (digital-heavy) enrolment campaign. How? By shooting compelling imagery of Arab / Bahraini youth wearing American university / sports related clothing and accessories - a juxtaposition between a baseball shirt and hajab, thobe to American football.... a concept of immediacy and cut through to the audience - and with low cost to shoot.

**Our campaign was very successful and over-achieved our planned KPI with 114%. We served almost 20 million impressions with 17,000 clicks recorded leading to an above average CTR of 0.89%. An average CTR ranges between 0.07% - 0.1% Moreover, we were able to generate over 119,000 engagements on social platforms leading to an above average engagement rate of 11.69%. An average engagement rate ranges between 3-5%.**

Campaign budget: circa BD 60,000 in total. ROI (over 3 years of annual fees from first semester enrolment) approx 6,500%. (130 students x 3 years).



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مع إقامة في البحرين.  
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This ad is under the HEC approval no. sk06-19



شهادة من جامعة  
أمريكية في البحرين،  
لمستقبل مشرق  
بالنجاح.

توفر الجامعة الأمريكية بالبحرين مجموعة من التخصصات المتنوعة مقدمة على يد هيئة مختارة من الأساتذة والمرشدين بمنهج فريد يقوم على مبدأ المشاركة، إعداد الخريجين للانطلاق بسوق العمل بشكل أفضل، يقدم حرم الجامعة في الرفاع فرصة للنمو والتعلم في جو مفعم بالحياة والتواصل، يمكن الطلاب من اكتساب القدرات العلمية والذاتية الضرورية لضمان مستقبل مشرق بالنجاح.

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O2 - A SELECTION OF OUR BRAND DESIGNS





O2 - A SELECTION OF OUR BRAND DESIGNS

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الإثمار القابضة  
Ithmaar Holding



بنك بروقان  
BURGAN BANK



AMERICAN  
SCHOOL OF  
BAHRAIN

Archstone



IFAN



BMMI  
Shops

الجزيرة  
Al Jazira

GSS  
Global  
Sourcing &  
Supply

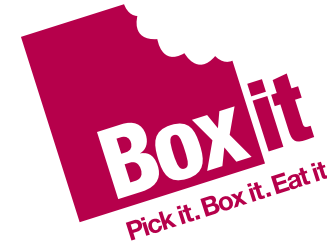
البتنة  
Al Batinah  
Development & Investment  
Holding Company

Kooheji  
Contractors

02 - A SELECTION OF OUR BRAND DESIGNS



O2 - A SELECTION OF OUR BRAND DESIGNS



## O2 - A SELECTION OF OUR BRAND CAPABILITY



**BMMI ventured into Africa** with its facilities management and logistics operation, Global Sourcing and Supply. We branded the company and created various corporate communications collateral, sending our photographer to take shots on the ground in 6 countries, in remote mineral extraction locations.



## O2 - A SELECTION OF OUR BRAND CAPABILITY



*Golf at Riffa gets back to normal after the European Seniors Tour!*

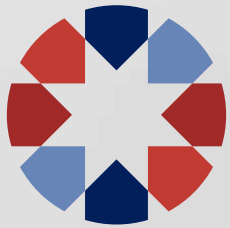
We created all of the tactical and promotional marketing for Riffa Golf Club since 1999, rebranded the destination to become Royal Golf Club and then continued with its tactical and promotional marketing focus. Subsequently we branded and helped launch the new Education City Golf Club, in Doha.



## 02 - A SELECTION OF OUR BRAND DESIGNS

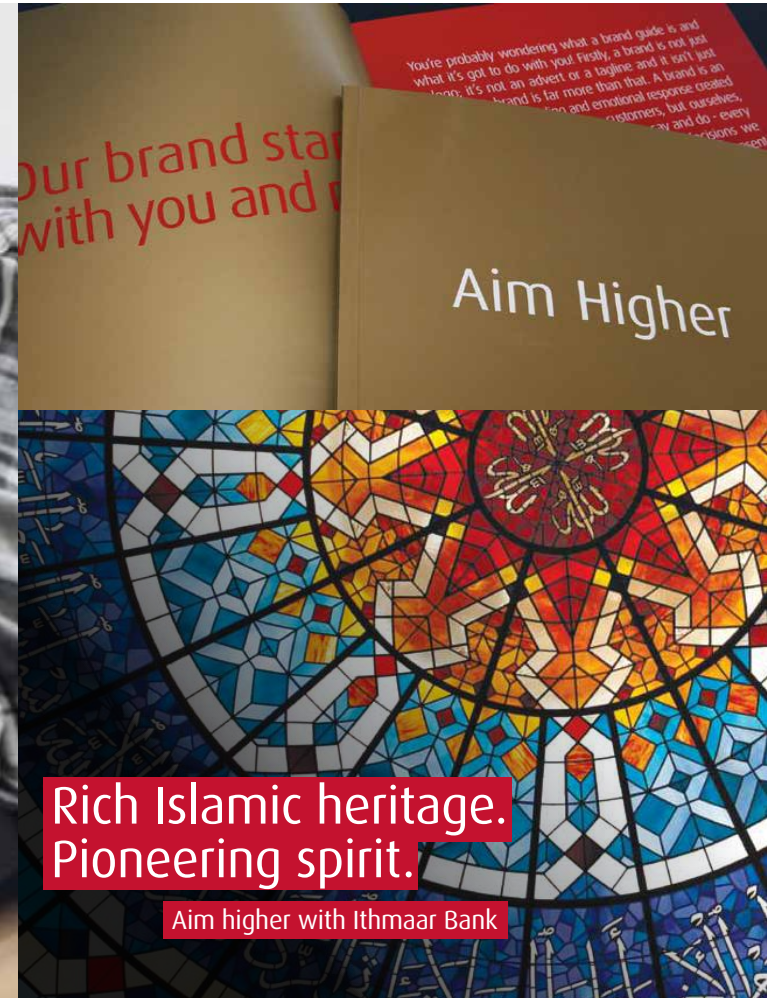






AMERICAN  
SCHOOL OF  
BAHRAIN

**Branding of the new American School of Bahrain.** The symbol represents a convergence of culture and abilities integrating US and Bahrain colours to create a mark of excellence in the negative space.



Brand collaterals for Ithmaar Bank demonstrate the underlying tagline and a distinctive typographic style for collateral. We created their brand strategy and all collateral systems





**Burgan Bank Kuwait** - Full rebranding with implementation across all customer touch points; Creation of revitalised branch network and interior / exterior design work together with customer segmentation and branch network strategy.



**BBK Bahrain** - Full rebranding with development of Brighter Banking strategy and the creation of a new banking network comprising a new 'Financial Mall' initiative that promoted relationship banking as primary and pushed old-fashioned tellers (transactional banking) to the back.



## O2 - A SELECTION OF OUR BRAND CAPABILITY



**Rebrand of Kooheji Contractors.** Full rebrand including all stationery systems, corporate profile, hoardings design, brand manual, website development.



**We brand a variety of societies and associations** - in this case Bahrain's Triathlon Association. We also have designed brands for the Bahrain India Society, Bahrain British Business Association and quite a few more.





As a strategic brand-led firm, we develop marketing solutions that are grounded in business, yet with creative flair - through skills that are well-proven.

In addition to leisure, retail and hospitality, our work covers banking and finance - both investment and retail banking; real estate and destination marketing; IPO and legal, and we also work for various government departments, transport and Industry.

**We launched Bahrain's new currency** (some years back) for the Central Bank of Bahrain, creating an information campaign educating consumers and trade on the finer details of the new banknotes - and their new security features - and in doing so contributing to every retail operation in the Kingdom

# THANK YOU

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