



INVESTMENT BANKING
PRIVATE BANKING
RETAIL BANKING

WORK FOR THE FINANCIAL INDUSTRY ACROSS THE GULF

AUGUST 2025

acuity
change the language

© Acuity One, all rights reserved. The strategies, concepts and components comprising the material presented within this document are protected by copyright. Unauthorised copying or reproduction of any of the elements contained in this publication is prohibited.

01

An overview of our 23-year service for the financial industry

For over 23 years, we have created communication solutions for the financial industry, from strategic branding initiatives, time-critical investment funds to highly effective integrated campaigns.

Business insight. Creative flair.

01 - SOME OF OUR FINANCIAL SERVICES CLIENTS



01 - FINANCIAL BRANDS WE HAVE DESIGNED



Abaad Real Estate
Abu Dhabi Investment House
Archstone
Ahli Bank Oman
Ahli Bank, Qatar
Al Salam Bank
Al Matrook Holdings
Al Meer Group
Al Noor Supermarkets, Oman
Aljazeera Supermarkets
Alosra Supermarkets
American University of Bahrain
Amwaj Islands
Arcapita
Arbah Capital, KSA
Archstone Real Estate
Apex Real Estate
Bahrain Gasoline Blending
Bahrain Government
Bahrain Seaports
Bahrain Marina
Bank ABC
Bank of Baghdad

Bank of Bahrain & Kuwait
Bareeq Al Ritaj Real Estate
BIBF
BIGC
BMMI Group
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
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
Ibdar Bank
IDworks Interior design
IFAN maritime
Instrata Capital
International Investment Bank
Investcorp
Ithmaar Bank
Ithmaar Development Co.
Khaleeji Bank
Knight Frank
Koheeji Contractors
Kuwait Finance House

Menas
Muntaza Supermarket
My Deli
Naseej
Nass Group
NCB Capital
QInvest, Qatar
Royal Ambassador
Royal Golf Club
Riffa Palms
SICO Investment Bank
Syria Gulf Bank
Technicas Reunidas
Thejo Hatcon
United Finance, Oman
Zain Bahrain

02

Experts in creating investment banking and fund placement collateral

Since 2001, we have worked with dozens of leading investment banks from around the region, and we have gained an intimate knowledge of the industry and the investment structures we help promote.

We are industry leaders in creating offering documents, placement memorandums, executive summaries, fund fact sheets and agreement forms with zero errors - meeting deadlines that others find impossible.

Time-critical investment fund production

- Significant **23+ year experience** of working within the financial industry, producing corporate profiles, annual reports, financial reports and investor presentation material.
- **Experts** in the development of legal documentation and investment placement material.
- We specialise in the **time-critical production** of investment fund documentation including offer memorandums; summary documents; pitch-books and more.
- **Absolute integrity** of typesetting and production - 150 page financials with zero errors produced in as little as three days!
- **Dual language capable.** We produce investment material in English and Arabic (and can produce in other languages as well).
- Direct relationships with placement teams. **We understand** the investment banking industry - increasing speed of production and evolution of content.
- Creative flair in production that aligns with corporate and brand positioning resulting in **production of the highest calibre.**
- **Building brands** for investment banks through consistent grid systems and fund delivery.
- Investment banking **clients include** Investcorp; Gulf Finance House; Arcapita; Arbah Capital; Asas Capital; Ibdar Bank; Gulf One Bank; MAN Investments; QInvest; NCB Capital; Capital Management House; ADIH; Al Salam Bank; First Energy Bank; Ithmaar Bank - and many others.

O2 - OUR WORK FOR INVESTMENT BANKS



Vestel Investment Company fund for Gulf Finance House - a fixed grid system for funds created consistency and helped to build the brand.

Another grid system for IIB fund productions.

Gulf One Investment Banks Tharawat Fund pack and a fixed grid system for a variety of funds such as Gulf One Buchanan Industrial - investing in German technology.

Another unique format for Al Salam Investment Bank funds - this time a bio-diesel investment in Hong Kong.

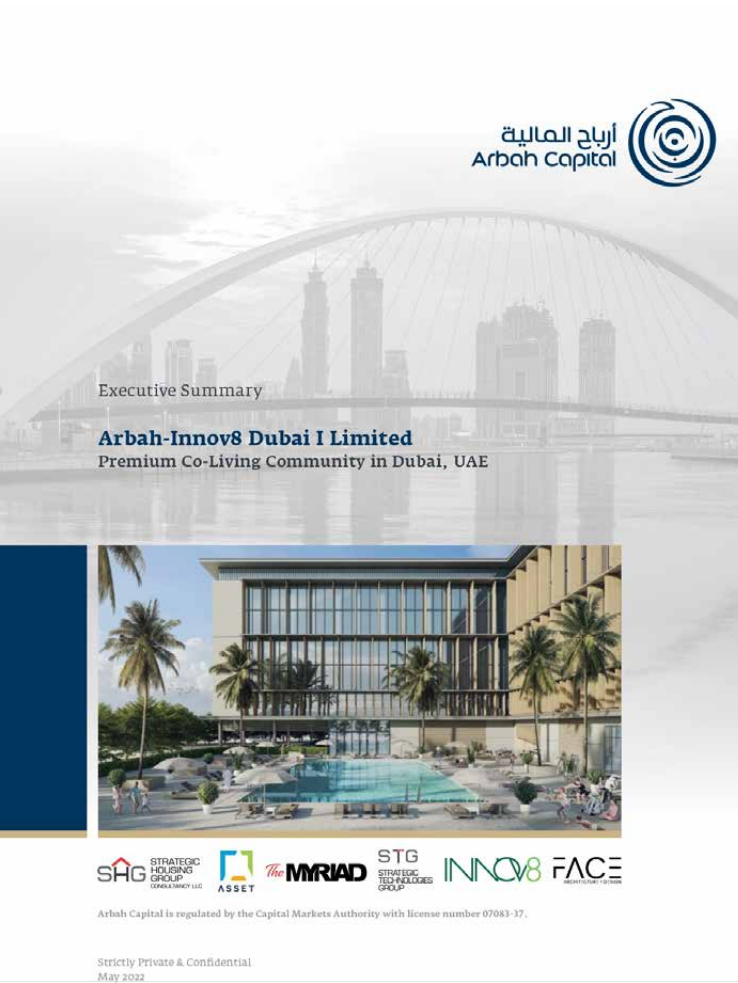
O2 - OUR WORK FOR INVESTMENT BANKS



We helped build Beirut's hugely acclaimed downtown Solidaire District by creating a unique grid for Abu Dhabi Investment House fund collaterals.

The Gulf Finance House grid system allowed multiple participation of investment houses - and room in the grid for their landmarks.

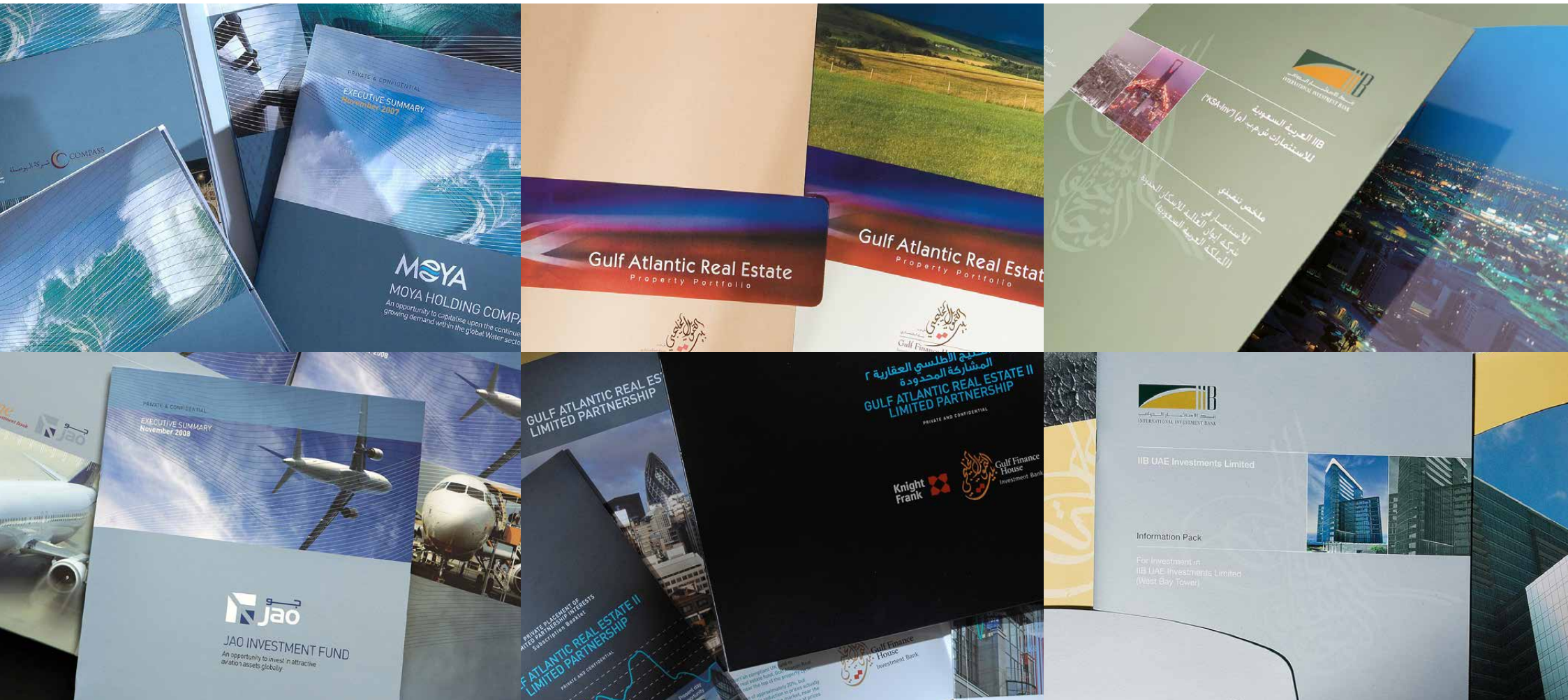
O2 - OUR WORK FOR INVESTMENT BANKS



We designed a unique grid system for Arbah Capital that allowed good flexibility in application.

The initial Capital Raising documentation that helped to create Oasis Capital Bank, comprised legal documents within a slip case that was silver foil embossed on the outer, and created using speciality papers.

O2 - OUR WORK FOR INVESTMENT BANKS



Moya and Jao Investment placement funds comprising Memorandum, Summary and agreement forms within a custom folder. In this case we also created brands for the companies under formation.

Fund packs designed for Gulf Finance House (conformed to an underlying grid for consistency) promoting investment in Pan European real estate.

Fund packs with a distinct grid system for IIB, International Investment Bank.

O2 - OUR WORK FOR INVESTMENT BANKS



Above: Capital raising for Bahrain Financial Harbour
Q400 Aircraft Leasing fund comprising PPM, Summary and Agreement form, for Ibdar Bank / Ethiopian Airlines.



Launching MenaDrill through an investment placement fund. Collateral contained within a slip case and we also designed the brand for the company under formation.

O2 - OUR WORK FOR INVESTMENT BANKS

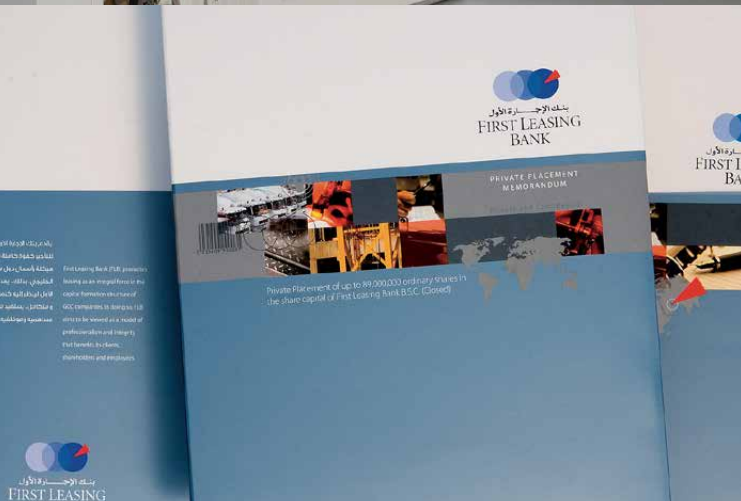


We produced a variety of investment fund documentation for NCB (National Commercial Bank of Saudi Arabia).



NCB subsequently rebranded to become NCB Capital and we designed a new look and feel for its investment fund presentations, launching another three funds.

O2 - OUR WORK FOR INVESTMENT BANKS



We created flip-style 'pitch books' for Investcorp, Arcapita and Pinebridge. These are wire-bound summaries of an investment fund comprising mostly charts, tables and bullet point information. Below: Investment funds for First Leasing Bank.



An investment overview was created to launch a new telecom provider in Qatar for QInvest. This comprised a summary within a hard-case presentation box, aimed at key investors.

O2 - OUR WORK FOR INVESTMENT BANKS



A Deal Flow document that demonstrates a strong grid system for all Arbah Capital funds together with supporting brands (lower) and co-branding above.



Investment overview brochure aiming to launch Club Privé - an exclusive hotel operator at the Harbour Row Development, Bahrain Financial Harbour.



Private Placement Fund production for Oasis Capital Bank used a distinctive graphic system and slip case covers to differentiate.

03

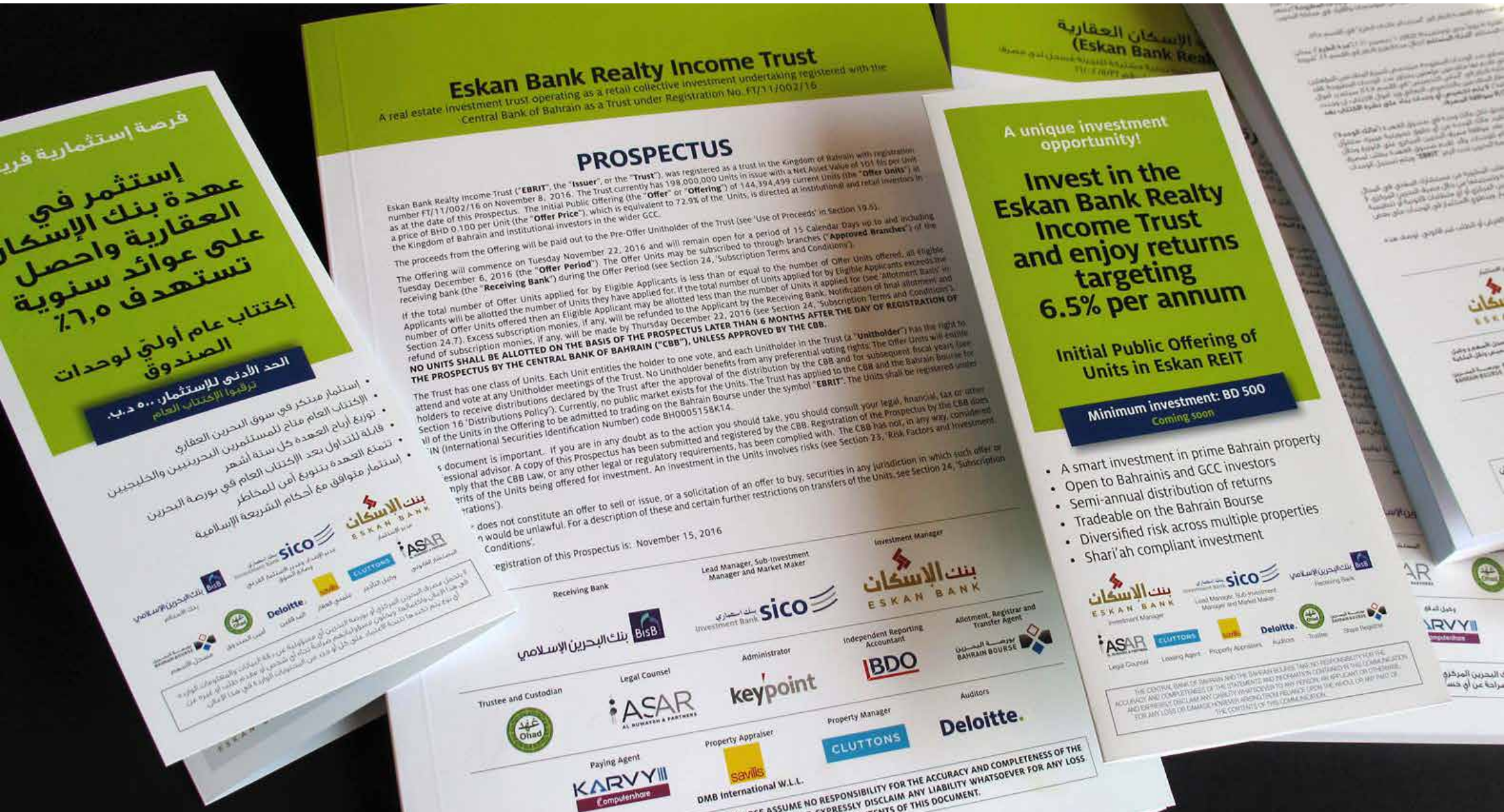
Services for Initial Public Offerings

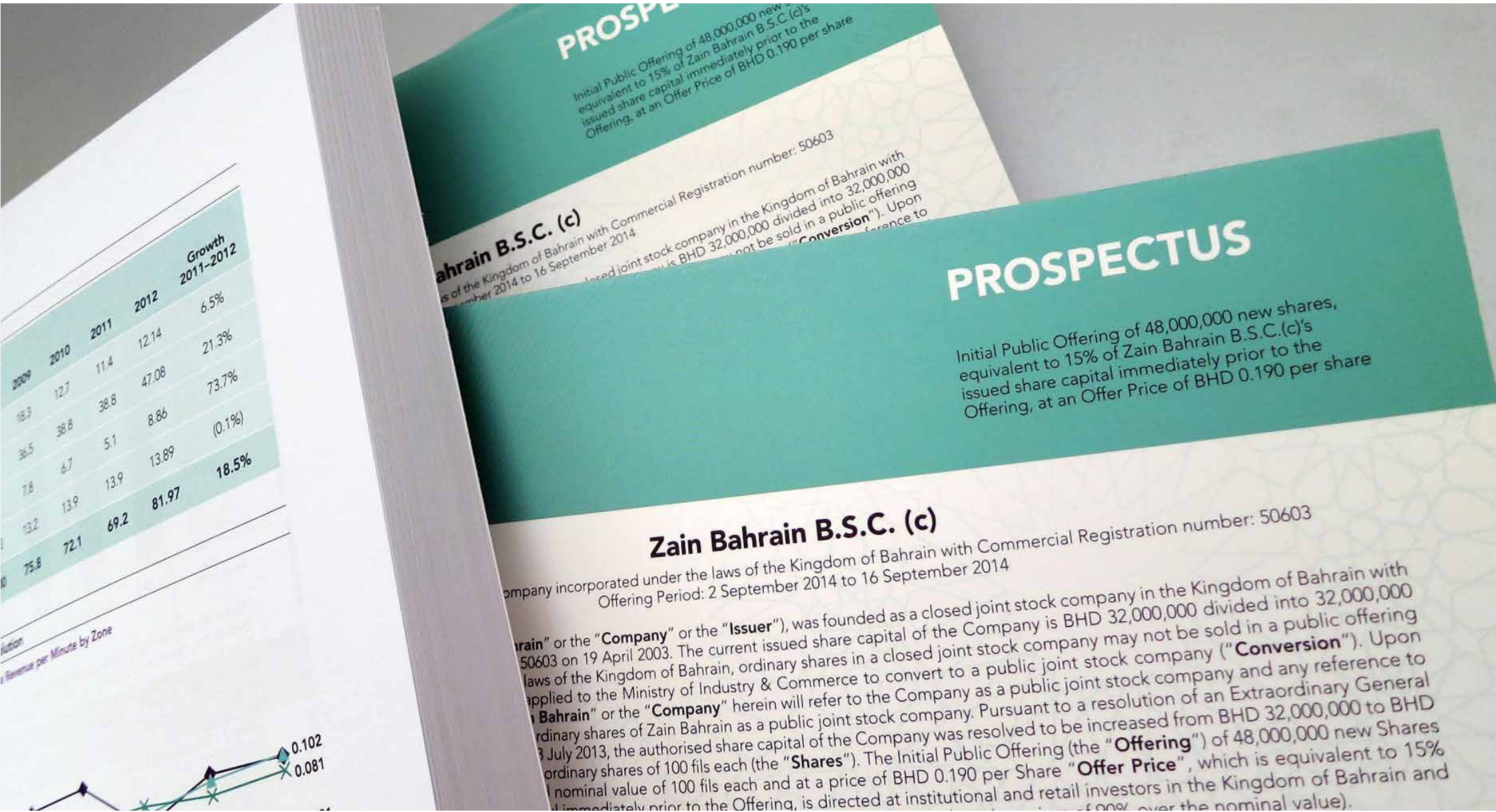
We have created the legal collateral for virtually every Initial Public Offering in Bahrain for the last two decades - including Nass Group; Naseej; Zain; Eskan REIT; APM Terminals and the KFH Kuwait offer to purchase the shares of Ahli United Bank.

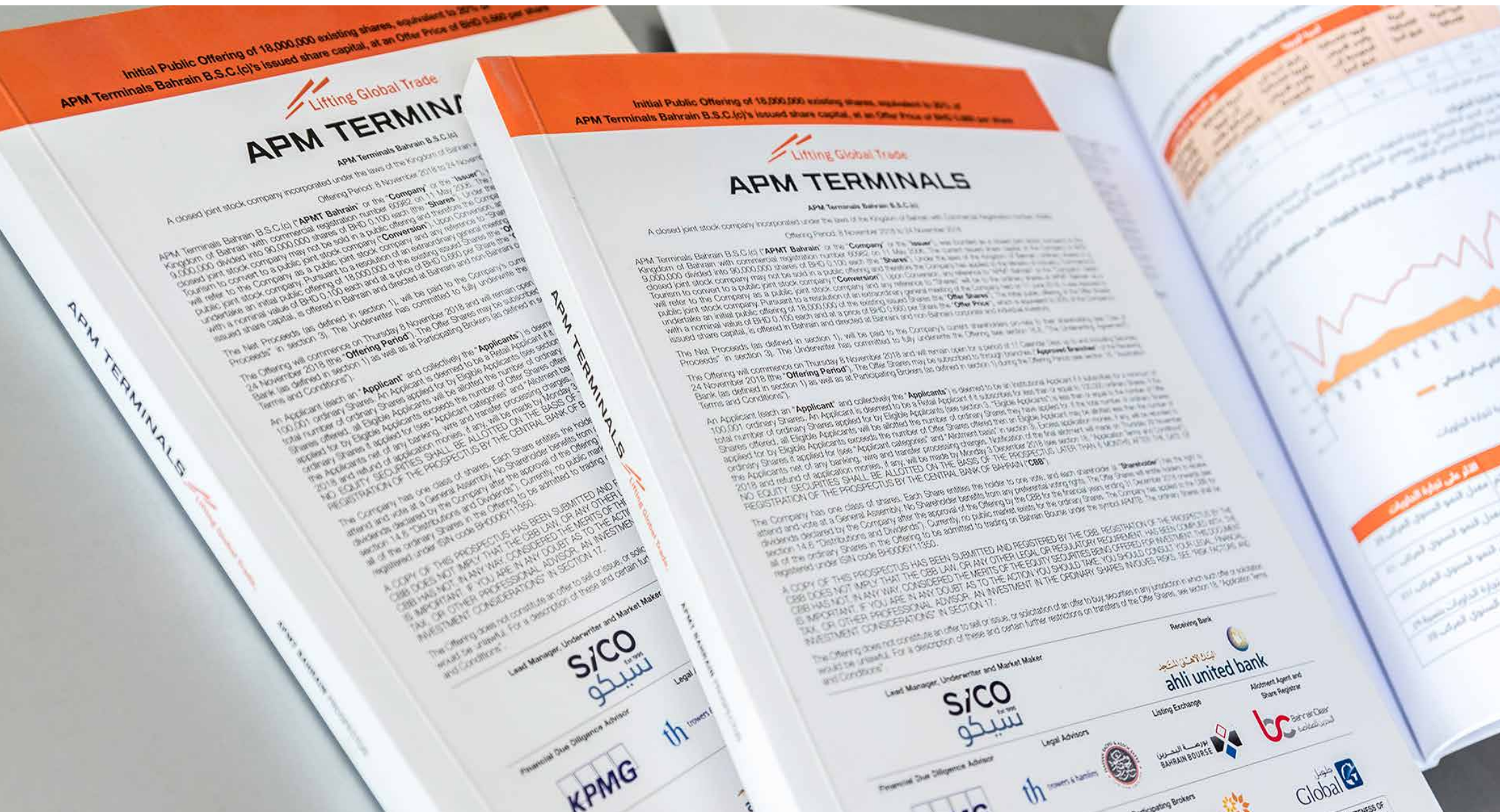
We have created thousands of pages of legal documents, meeting impossible deadlines and building our reputation as experts in this field. We are proud that every IPO we have produced has been successfully marketed and closed as over-subscribed.

IPO and high-demand legal typesetting

- Significant **23+ year experience** of working within the financial industry gives the assurance that we are skilled in this market.
- We specialise in the **time-critical production** of large-scale, legal and financial publications.
- Experts in the development of legal documentation, investment placement material and annual reports gives us the **credentials** to be **able to meet the demands** of IPO production.
- IPO Documentation and marketing for Naseej; Nass Corporation; Zain Bahrain; Eskan REIT. (which also involved a high degree of educational marketing). Plus production for the KFH Kuwait, purchase of Ahli United Bank ordinary shares.
- Absolute integrity of typesetting and production means that **client teams are fully confident in our work** - meaning less time proof checking!
- **We understand the legal and financial implications** of an Initial Public Offering and know the critical paths and level of client teams required.
- Creating the launch documentation for **virtually 100% of the IPOs** that have taken place in Bahrain over the last two decades.
- All of our IPOs are oversubscribed by significant multiples.









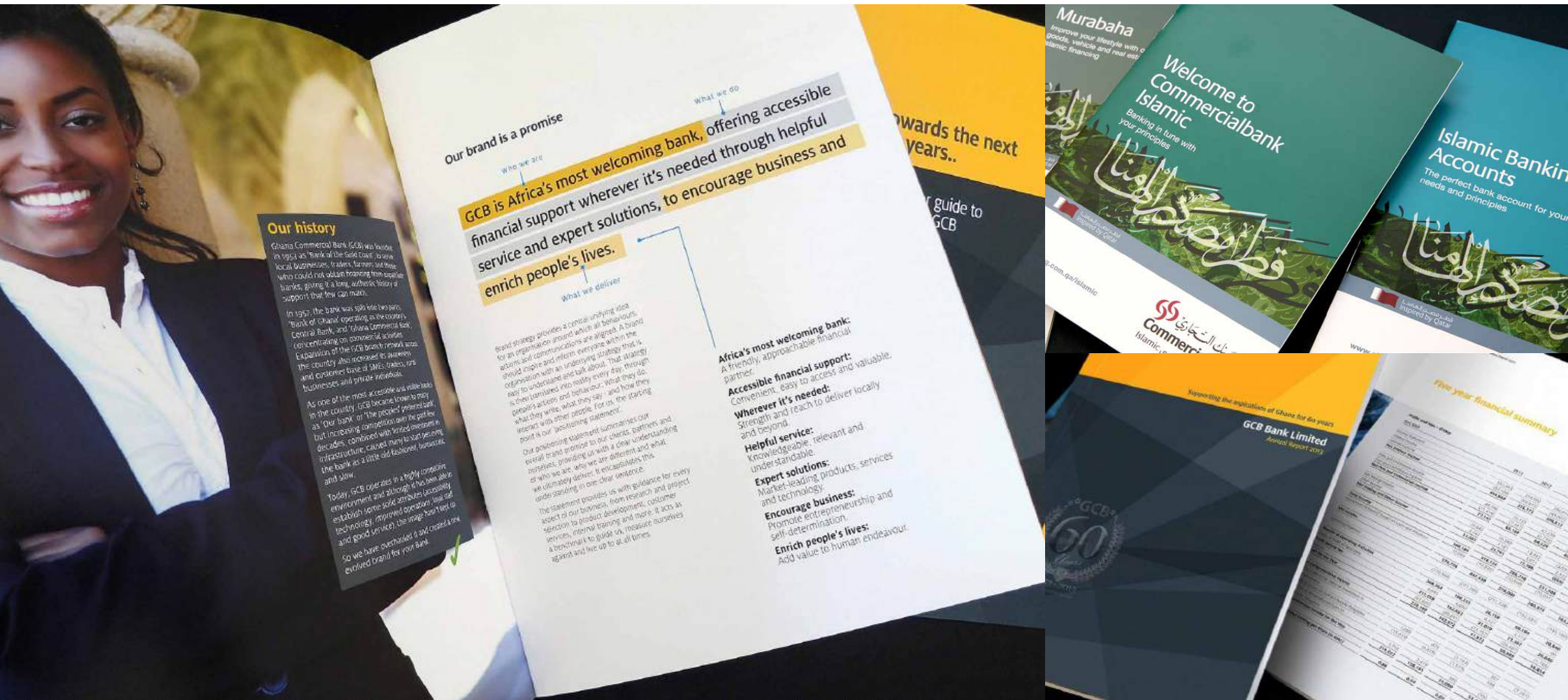
04

Brand and promotions for Retail Banking

Our work in branding and subsequent marketing of some of the region's largest retail banks started over two decades ago with a deep commitment to Commercial Bank of Qatar. We continue to work with CBQ but have also branded and consulted with a variety of other leading retail banks - Ithmaar Bank, BBK in Bahrain and Burgan bank in Kuwait for example.

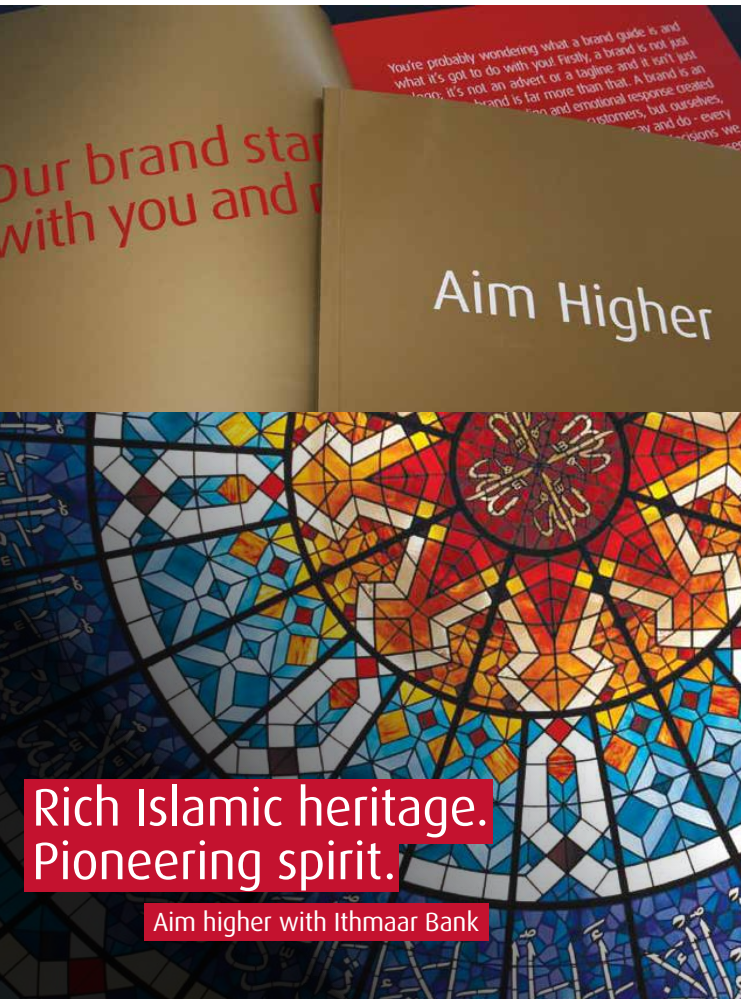
Branding and full-service promotional solutions for customer-focused retail finance clients

- **Full agency solution** from branding to tactical and promotional, above and below the line.
- We have conducted many **high profile branding and total communications projects** for retail banks across the GCC and MENA, advising on business and brand strategy, implementing the systems required and following through by providing full services in marketing and integrated communications.
- Retail banking services include **network and customer segmentation strategies**, high net-worth marketing, tactical and promotional marketing.
- **Highly experienced** in credit card segmentation and marketing; customer loyalty programmes; retail network strategies; customer information collateral.
- **Branch-specific communications** include customer journey mapping; information display; signages, wayfinding and merchandising.
- High capability in **signage, wayfinding and environmental design** ensures that the brand is fully integrated to physical space.
- **In-depth communications audits** create clarity and inform subsequent work.
- Development of **underlying brand and business strategy** includes positioning statement and clearly defined vision and aspiration principles.
- **Strategic HR programmes** ensure that stakeholders and staff are trained and fully aware of brand and/or service values.



Brand strategy for Ghana Commercial Bank was promoted in a Staff Guide to educate all stakeholders and help create brand ambassadors.

Commercial Bank of Qatar, Islamic banking brochures.
Ghana Commercial Bank annual report.



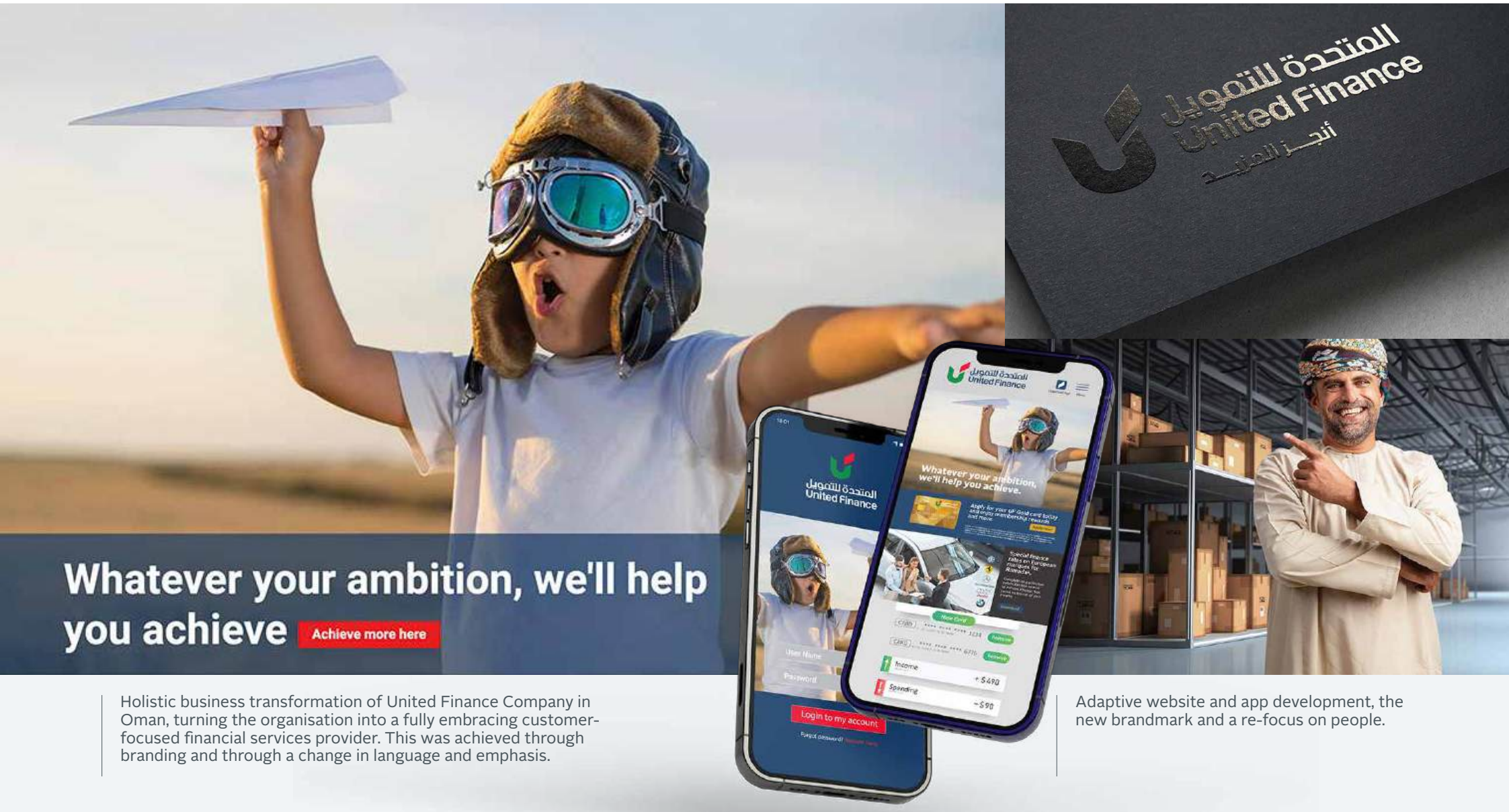
Brand collaterals for Ithmaar Bank demonstrate the underlying tagline and a distinctive typographic style for collateral.



Advertising campaign for Ahli United Banking Group.



A range of Bank of Baghdad retail banking brochures produced in English, Arabic and Kurdish, produced as part of our integrated agency services.



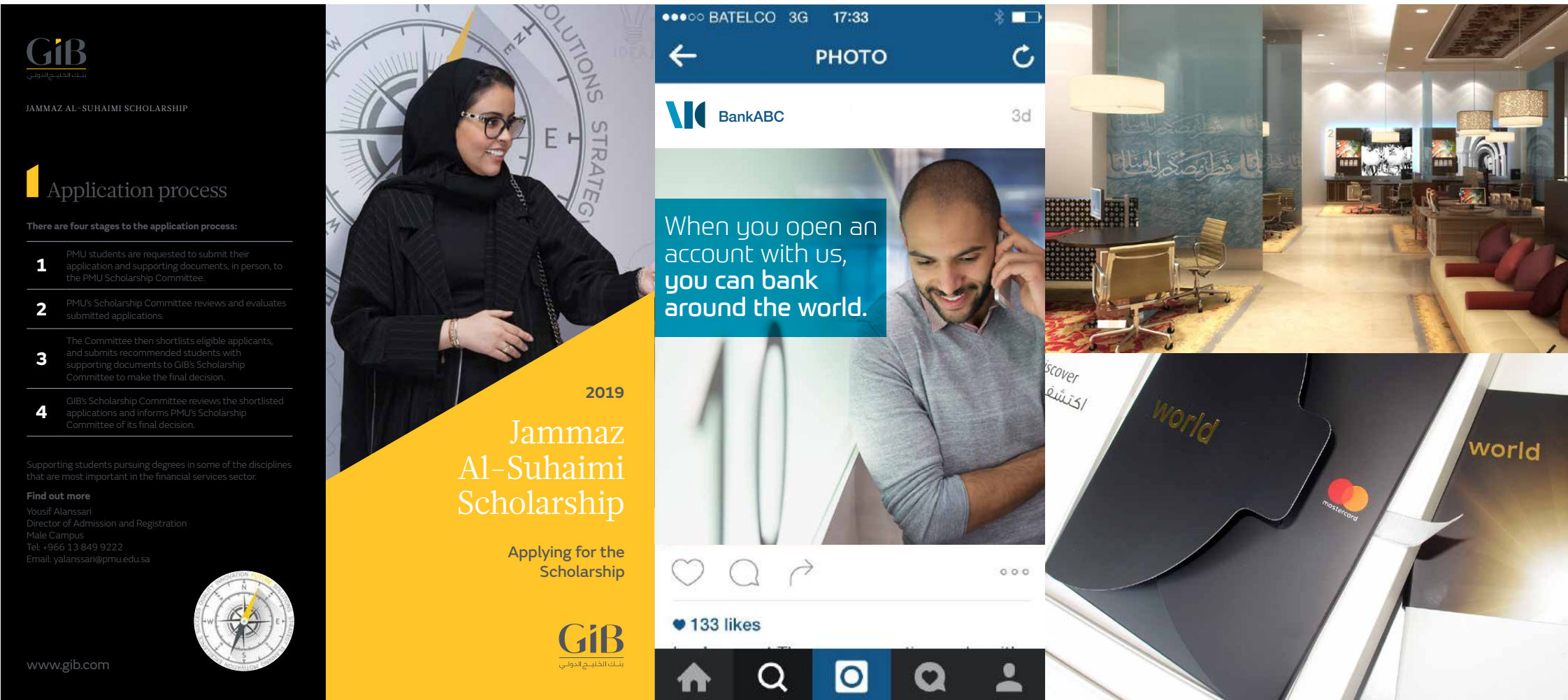
**المبتدعة للتمويل
United Finance
أنجز المزيد**

Whatever your ambition, we'll help you achieve

[Achieve more here](#)

Holistic business transformation of United Finance Company in Oman, turning the organisation into a fully embracing customer-focused financial services provider. This was achieved through branding and through a change in language and emphasis.

Adaptive website and app development, the new brandmark and a re-focus on people.



A range of internal and external collaterals for GIB, both HR and customer focused.

Instagram story and general social media templates for Bank ABC.

Defining relationship banking through interior environments for Commercial Bank of Qatar. Launching Mastercard World for Ithmaar Bank, Bahrain.

Example: Our work for Commercial Bank , Qatar

- Introduced to CBQ through our work with MAN Investments creating locally sponsored investment fund documentation – also for Ahli United, Burgan Bank and Bank Muscat.
- Annual report 1999 was our first job for Commercial Bank.
- Rebranded the bank in 00. This work covered the brand, vision and strategy aspects and the implementation was conducted across every item of collateral across the network.
- Refreshed the branch network, working alongside FDP architects, London (subsequently have collaborated with them on four other retail banking rebrands). Our role was in creating all of the in-branch merchandising systems, mega-graphics, interior and exterior signage systems.
- Way-finding signages.
- Involvement in network strategy – location of branches.
- Audit of brand in use / customer touch-points at all branches both prior to and post rebrand.
- Brand identity guide development.
- Staff brand guides and training systems (staff as first brand ambassadors).
- Developed the slogan “Inspired by Qatar”
- Developed sub branding for Commercial Bank Islamic, again with all collateral and full implementation.
- Segmentation Strategies: We developed strategies for customer segmentation, then launching Sadara (Premium), Private Banking and Investment Banking – each with environmental look and feel and each with design identities / guides.
- Created all collaterals.
- Developed websites for Bank and Segments.
- Credit cards marketing: Card segmentation strategies, Credit Card designs, All tactical and promotional cards marketing. All support collaterals.
- Consulting work on possible rebrand for Sharjah headquartered, United Arab Bank (UAB) including brand/branch audits.
- Created ‘Accolades’ material – credit card rewards programme (mass).

- Created 'Limited Edition' credit card rewards programme (UHNW) and created case-bound book of reward items.
- Launch of new credit cards such as Diners Black and Visa – aimed at HNW – a twin card offer, with presentation box for distribution.
- Campaigns for Visa Card (Summer Olympics for example) to increase seasonal card use/spend.
- Various campaigns for Diners Card, launching global 'belong' campaign to Qatar market.
- Various e-marketing initiatives.
- Various corporate videos for the bank.
- Various work in way-finding and systems for Bank's new Head Office in Westbay.
- Initiatives in creating calligraphy in-branch and on collateral to 'localise' the bank in response to perception that they 'were international' (due to very clean branch interiors and lack of Arabic).
- Brand design and collateral for several editions of CBQ sponsored 'Qatar Masters' golf tournament and 'Moto-GP'.
- Assisted the Bank in closing its Islamic segment (with various customer communications) following Central Bank requirement that conventional banks could no longer offer an Islamic service.
- Launched NRI service and created all collateral.
- Developed a 'Welcome to Qatar' initiative to capture NRI and other expat customers before arrival in Qatar. A pre-established account and debit card on arrival.
- Investor Relations - All Annual Reports and financial reporting adverts since 1999.

Acuity has worked with Commercial Bank of Qatar since re-branding the bank in the year 2000. We have created a massive amount of work ranging from segmentation strategies, launch of Sadara, Private and Investment banking through branch merchandising and signage, cards marketing, and all forms of customer communication including tactical and promotional advertising campaigns.



قطر مصدر إلهامنا



Content

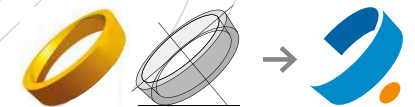
Introduction
Commercialbank
Colour palettes
Typography
Brand language
Tone of voice
Graphic devices
In-branch merchandising
Collateral systems
Stationery systems
Forms
External communication
Giveaways
Brand ambassadors
Appendix - Investment Services

CONTENTS OF COMMERCIAL BANK BRAND GUIDE

Introduction		Tone of voice		Sadara DL leaflet - English	93	Giveaways	
Commercialbank		Visual tone of voice	48	Sadara DL leaflet - Arabic	94	Retail and Sadara	136
Overview	2	Retail banking image examples	49	Private brochure grid	95	Ambassadors	
Our heritage	3	Sadara visual tone of voice	50	Private brochure grid - Arabic	96	Living the brand	138
A sense of place	4	Sadara image examples	51	Stationery systems		Interaction and communication	139
Positioning statement	5	Constructing Sadara images	52	Retail letterhead	98	Email etiquette	140
Vision and Mission	6	Private Bank visual tone of voice	53	Setting out a letter	99	Appendix - Investment Services	
Brand values come FIRST	7	Private Bank image examples	54	Retail continuation sheet	100	Brandmark	144
Brand pyramid	8	Constructing Private Bank images	55	Using a continuation sheet	101	Clear zone and minimum size	145
Our brandmark	9	Image selection criteria	56	Retail compliment slip	102	Colour use	146
Where we are going	10	Brand image personality	57	Retail business card	103	Colour palette	147
Brand architecture	11	Visual checklist	58	Retail memo slip	103	Typography	148
Customer segmentation	12	Advertising examples	59	Retail envelope - DL	104	Repeating pattern	149
At the heart of our brand		Other audiences	60	Retail envelope - other sizes	105	Flag and tagline device	151
Brandmarks introduction	14	Graphic devices		Sadara letterhead	107	Tone of voice	152
Primary brandmark	15	Flag and tagline device	62	Sadara business card	108	Visual tone of voice	153
Secondary brandmark	16	Retail banking calligraphy	63	Private Bank letterhead	109	Constructing images	155
Monotone conversions	17	Channels calligraphy	64	Private Bank business card	110	Environment megagraphics	156
Reverse applications	18	Differentiated graphic elements	65	Forms		Poster displays	158
Sadara brandmark	19	Repeating pattern - Retail	66	Constructing a form	112	Poster layout grid	159
Sadara colour use	20	Repeating pattern - Sadara	67	A4 forms	113	Brochure cover system	160
Private Bank brandmark	21	Repeating pattern - Private Bank	68	Transaction slips	114	Brochure cover grid - English	161
Private Bank colour use	22	In-branch merchandising		Bank statement	115	Brochure cover grid - Arabic	162
Event branding	23	Retail megagraphics	70	Card statement	116	DL leaflet grid - English	163
Commercialbank Plaza wordmark	24	Retail brand panels	71	ATM deposit envelope	117	Letterhead	164
Colour palettes		Retail display systems	72	Sadara forms	118	Business card	165
Colour overview	26	Brochure displays - Totems	73	Private Bank forms	119	A4 form	166
Primary brand colour	27	Brochure displays - Queue rails	74	Email signature	120	Landscape grid - English	167
Secondary colour	28	Tactical poster grid	75	External communication		Landscape grid - Arabic	168
Sadara colour	29	Roll up banners	76	Advert grid - Base area	122	Portrait grid - English and Arabic	169
Private Bank colour	30	Sadara megagraphics	77	Retail grid - Landscape English	123	Pop up banner	170
Typography		Sadara brand panels	78	Retail grid - Landscape Arabic	124		
Primary English font	32	Sadara display systems	79	Retail grid - Portrait	125		
Secondary English font	33	Sadara poster grid	80	Retail billboard - English	126		
Tertiary English font	34	Sadara roll up banners	81	Retail billboard - Arabic	127		
Primary Arabic font	35	Private Bank brand panels	82	Retail grid - Announcement ad	128		
Secondary Arabic font	36	Private Bank display systems	83	Retail grid - Condolence ad	129		
Tertiary Arabic font	37	Private Bank poster grid	84	Retail grid - Partner branding	130		
Language relationship	38	Collateral systems		Sadara grid - Landscape	131		
Brand language		Retail brochure grid - English	86	Sadara grid - Portrait	132		
Written tone of voice	40	Retail brochure grid - Arabic	87	Sadara billboard - English	133		
Written tone of voice - Sadara	41	Retail brochure - interior lock up	88	Sadara billboard - Arabic	134		
Written tone of voice - Private	42	Retail DL leaflet - English	89	Private Bank grid - Landscape	134		
General rules for writing	43	Retail DL leaflet - Arabic	90	Private Bank grid - Portrait	135		
Basic graphic standards	44	Sadara brochure grid	91				
Writing for adverts	45	Sadara brochure grid - Arabic	92				

O4 - RETAIL BANKING

Development of underlying brand positioning and strategic values; Full rebranding with implementation across all customer touch points; Production of all bank collateral and merchandising; Creation of revitalised branch network together with customer segmentation and branch network strategy.



Example: Our work for Burgan Bank, Kuwait

- Rebranded the Bank and developed a new underlying strategy.
- Launch programmes and advertising of new brand.
- Brand manuals and all production.
- Signages and internal wayfinding.
- Created core customer messaging.
- Network strategy (working with research Company) to determine branch types and cost-efficacy of network. Re-aligned network into hub and spoke approach.
- Conducted branch audits.
- Developed and produced all customer-centric communication.
- Supported takeover of Eurobank Tekfen, Turkey by creating merger strategy paper.
- Developed Burgan Brand in Turkish.
- Created tactical and promotional campaigns.
- Launched Premium and Private Banking channels and developed brand standards.
- Created investor relations collateral inc Annual reports.

Our work for Ithmaar Bank, Bahrain

- Rebranded the Bank when it took over Shamil Bank.
- Developed strategic principles for the bank.
- Wrote values and core promise statements.
- All brand implementation and customer collateral.
- Revitalisation of branch network (in association with FDP architects, London).
- Created core customer collateral, signage systems and all promotional advertising.
- Advised on Credit card segmentation strategies.
- Designed suites of credit cards.
- Designed and created Premier Banking brand and all collateral plus advertising campaign.
- Designed and created Private Banking collateral.
- Developed and created tactical and promotional campaigns.
- Designed Ithmaar Holding and IB Capital brands and created corporate advertising.
- Transformation of branches into digital environments, creating new layouts with open spaces, interactive screens and seamless digital integration.

Our work for Syria Gulf Bank

- Introduced to SGB through UGB, working with Core Investments team to establish new Bank in Syria (Part of Kipco Group, Kuwait).
- Rebranded bank and produced all collaterals.
- Created brand manuals and brand control systems.
- Launched cross-border accounts Syria/Iraq and produced all collateral.
- Branches redefinition programme.
- Implemented new signage and ATM surround systems.
- Developed core retail accounts brochures and collateral.
- Created customer segmentation strategy (versus Lebanese Banks) and created segmented products and service working with bank's internal teams.
- Conducted 3-day work sessions to develop products and services.
- Launched Youth Banking channel through integrated campaigns.

Our work for BBK

- Rebranded the Bank.
- Developed Financial Mall initiative (in partnership with FDP London).
- Developed underlying strategy of 'Brighter Banking'.
- Implemented the brand across all collateral and physical touch points.

Our work for Ghana Commercial Bank

- Audit and development of positioning strategy.
- Brand development and implementation.
- Designed all collaterals.
- Design and branding for branch implementation.
- All signage and wayfinding.
- Brand manuals and stakeholder guides.
- Messaging and communications.

Re-brand of Shamil Bank to Ithmaar Bank and development of brand architecture systems; Creation of positioning strategy and brand values; Design and production of all banking collateral; Development of brand guides and staff guide; Ongoing design and production of customer collateral; Branches redesign; Consultancy for development of premium and private banking segments.

بنك الإثمار
Ithmaar Bank



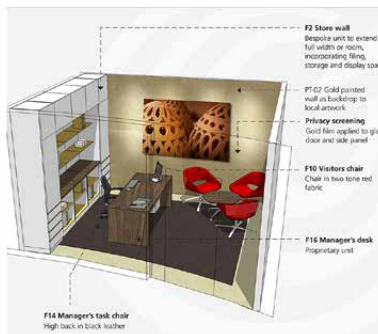
الإثمار القابضة
Ithmaar Holding



Ithmaar Premier brings you Bahrain's most comprehensive premium Islamic banking service. With exclusive benefits designed to reward your membership, including a dedicated Relationship Manager, free Tashkuf for life, access to VIP lounges, a 'free breakfast' – the world's most secure USB device and more. So talk to us – Bahrain's biggest Islamic bank – to find out more about Ithmaar Premier.

Call +973 1758 4000, visit your nearest branch or visit our website www.ithmaarbank.com

بنك الإثمار
Ithmaar Bank



الإثمار بريميير
Ithmaar Premier



Ithmaar Holding B.S.C. is a Bahrain-based financial institution that is listed on the Bahrain Bourse, Boursa Kuwait and Dubai Financial Market. It is the most recent evolution of a pioneering Islamic banking and finance institution that started in 1984 with the establishment of Faysal Islamic Bank of Bahrain.

Ithmaar Holding owns two subsidiaries, both licensed and regulated by the Central Bank of Bahrain. Ithmaar Bank B.S.C. (i), an Islamic retail bank which holds the core retail banking business, and IB Capital B.S.C. (i), an investment firm which holds investments and other non-core assets. With decades of experience, Ithmaar Holding drives wealth for its stakeholders and investors by providing a diverse range of Islamic financial opportunities, driving wealth through integrity.

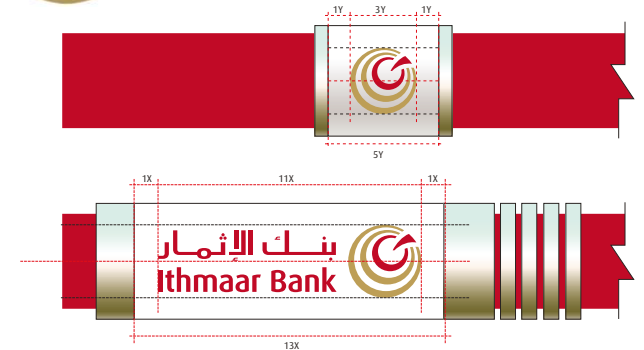
الإثمار القابضة
Ithmaar Holding



Call: +973 1758 4000

www.ithmaarholding.com

Ithmaar Holding B.S.C. is licensed as an Investment Firm Category 1 by the Central Bank of Bahrain





بنك سورية و الخليج
Syria Gulf Bank



من قوة وعراقة البناء العربي القائم على الفاضل، استوحينا شعارنا برمز هذا الشعار للزنايا بدمك
للتيبة احتياطاتك المالية فقط أحييتنا بها وسوق تقوم بمساكنك
لمعرفة المؤيد من الفاضل، يرحب النوجه إلى أقرب فرع من فروع بنك سورية والكليج نتحدث

www.unhcr.org

يمكنك الآن إعطاء طفلك
بداية حقيقية في الحياة

استمعوا لخدمات صغرى مبهمة مخصصة لك ولطفلك سوف تحصل على أفضل أسعار الفائدة من هيئة نظرية الفورة والكثير من الصورات الذرية مع تحفئة أغانية مجانية للتعليمية - (ليرة سورية) والتجارة الأمر كثير متوافقة بحيث أنت حساب الأطفال المولود الجديد أو الذي من قبله قسم الرافعة قسم المخطوط مستخدم اليوم أصل على 99٪ (أو 100) من نظرية الميراث من التأسيس. المبدأ الذي في ذلك من رافعة الميراث



www.safesys.com

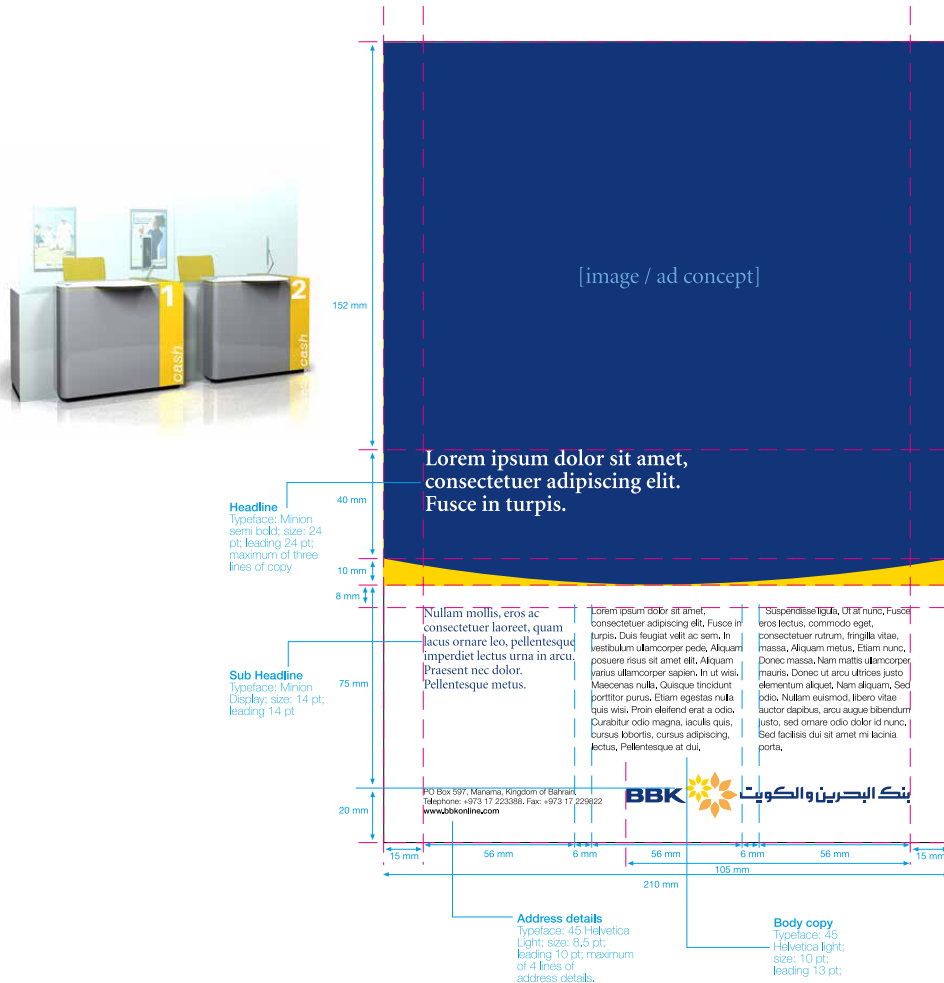


بنك سورية و الخليج
Syria Gulf Bank

www.sagepub.com

O4 - RETAIL BANKING

Creation of positioning and business strategy (Brighter Banking) and brand values; Design and production of landmark; Brand architecture redefinition; Development of brand guides; Design and production of customer collateral; Development of Financial Mall branch models.



O4 - RETAIL BANKING

Rebrand of Ghana Commercial Bank. Following a full scale audit, we created the brand strategy, brandmark and delivered a comprehensive set of brand systems - including guidelines, branch branding, customer segmentation, full brand implementation and launch.



O4 - RETAIL BANKING

Full services for all marketing material in Kurdish and Arabic language; Annual Report production; Environmental design and merchandising for branches; Development of brand architecture and brand systems; product and service development; Strategic consultancy to assist international expansion.



هل تريد معرفة المزيد عن تمويل المشاريع؟ نرجو زيارة أقرب فرع لك لمصرف بغداد
مصرف بغداد... مفتاحك للتطور والنمو
www.bankofbaghdad.org



اتصل بنا الآن لتعرف المزيد
عن خدماتنا المصرفية على:
+٩٦٤ ٦٦٥ ٧٤.٩ أو +٩٦٤ ٧٨.٤٨
أو +٩٦٤ ٧٧.٩ ٩٦٥.٨٠
www.bankofbaghdad.org

يقدم مصرف بغداد منتجات وخدمات مصرفية مختلفة، من
القروض والحسابات وخدمات وسترن يونيون إلى أجهزة
الصراف الآلي وبطاقات الصراف الآلي والبطاقات الائتمانية.

مصرف بغداد... مفتاحك للتطور والنمو

05

Production for Annual Reports

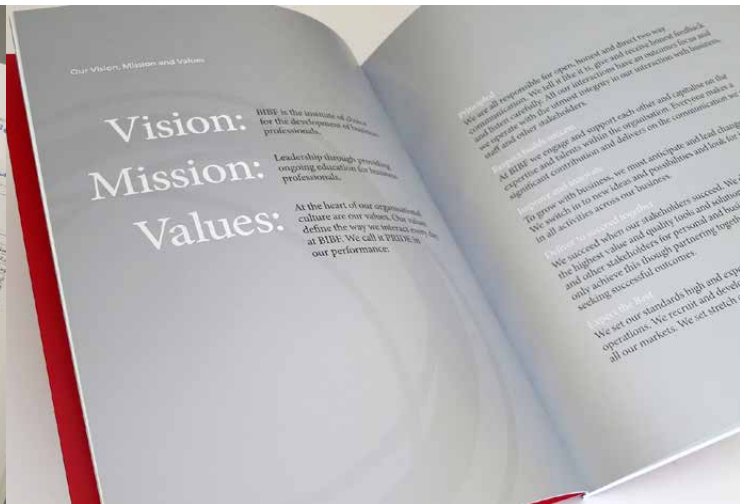
Given that we have developed a solid reputation for handling high volume financial tables through our work for investment banks, it's no surprise that we find the task of annual report production easy.

Hundreds of audited accounts pages are produced in only a few days, with zero errors and we are able to strategise and create review pages with strong design and impeccable English language.

Dynamic creative for management reviews, combined with production integrity for financial reporting

- Significant **23+ year experience** of producing financial reports and investor presentation material gives a strong capability credential for annual report production.
- **Experts** in the production of corporate governance and risk reports, plus audited annual financial statements.
- **Absolute integrity** of typesetting and production - 150+ page financials with zero errors produced in as little as three days!
- Time critical **production of quarterly financial adverts** for a variety of clients. These are produced in two languages and are turned around in as little as 48 hours to meet publishing dates.
- **Corporate profile and e-presentations** are created to conform to stringent identity standards and communicate with flair.
- **Multiple reports for multiple clients** including Eskan Bank; QInvest; Gulf Finance House; Commercial Bank of Qatar; Ahli Bank Oman and Qatar; Burgan Bank Kuwait; SICO Investment Bank; Khaleeji Commercial Bank; Nass Group; Bank of Baghdad; Oasis Capital Bank; International Investment Bank; BMMI Group; Zain; GIB; Ghana Commercial Bank; BIBF; United Finance Company; National Hotels (interactive with embedded videos) and many more.

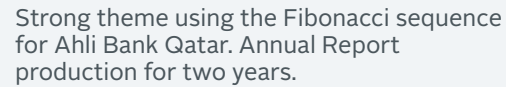
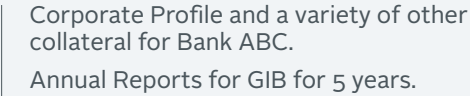
O5 - ANNUAL REPORTS AND CORPORATE DESIGN



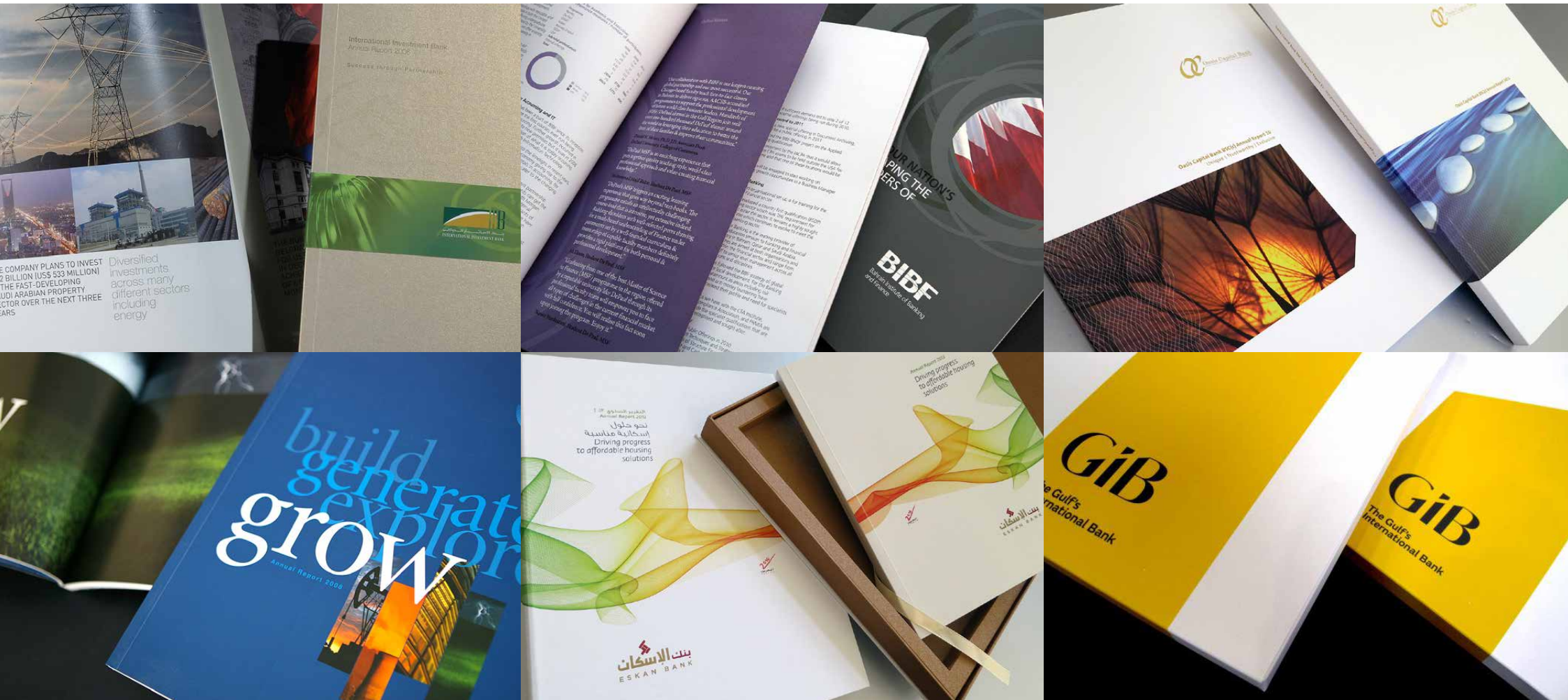
Annual Report production for Capital Management House for several years, together with a range of corporate profile literature.

Annual Reports for Bahrain Institute of Banking and Finance for 5 years.
GIB Annual Report design and production.

Annual Reports for BMMI Group for 12 years.
Corporate Profile literature for Investcorp.



O5 - ANNUAL REPORTS AND CORPORATE DESIGN



Annual Reports for IIB (International Investment Bank) for several years.

Annual Reports for Capital Management House.

Annual Reporting for BIBF (Bahrain Institute of Banking and Finance) for five years.

Multiple annual reports for ESKAN Bank.

Multiple annual reports for Oasis Capital Bank.

Celebrating 40 years. A coffee-table book for GIB (Gulf International Bank).



Acuity Marketing is a unique consultancy, offering a high degree of business insight and client support. As a full service brand-led communications firm, we develop marketing solutions that are grounded in business, yet with creative flair - through skills that are well-proven.

Our work covers Real Estate Development, Leisure and Retail; Hospitality; FMCG; Supermarketing and Healthcare industries, and we also work for Government, transport and Industry.

The 40th Anniversary book for GIB featured hitherto unpublished historical photos of early GCC leaders, meetings and places, combining a fascinating glimpse of the past with a positive message for the future.

THANK YOU

PO Box 54327, Adliya, Manama
Kingdom of Bahrain
Contact: +973 3963 8108
+973 3987 8981
<https://acuity.one>

acuity
change the language

