



# PORTFOLIO

شركة واحة الإبداع

Innovation Oasis Co.

Nestled in the heart of Riyadh, Innovation Oasis is a creative haven where design thrives. We partner with small and medium enterprises (SMEs) and government entities, harnessing our passion for branding and digital solutions to bring their visions to life.

From brand conceptualization and digital design to social media management, our team of creative experts crafts impactful and unforgettable designs that transcend boundaries.

Welcome to Innovation Oasis—where creativity flourishes and extraordinary brand experiences begin.

# Contents

- Branding & Logo Design
- Type design
- Typography & Lettering

# Branding & Logo Design

Here are some brand design projects I completed in the past while working with Perspective Creative Studio for various clients.



AUTHET  
COFFEE

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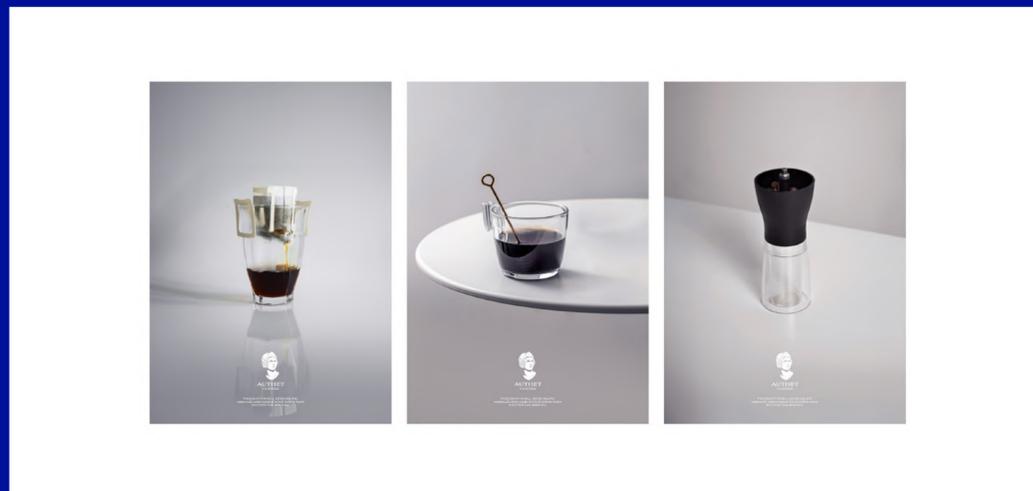
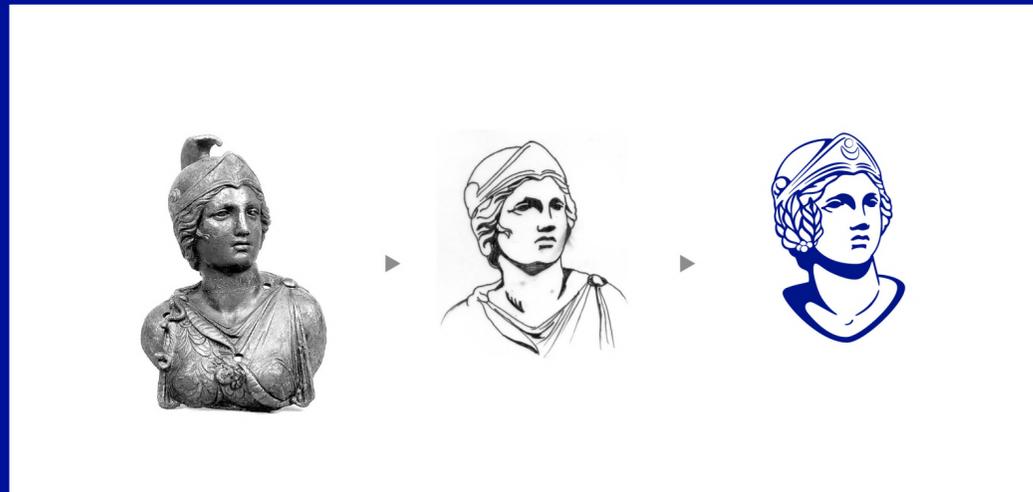
# Authet Coffee

## Branding & Logo Design

Authet Coffee is a heartfelt homage to the heritage of Yemeni Coffee, drawing inspiration from the Himyarite culture, where "Authet" means a lady or woman. Authet Coffee interpreted as the Lady of Coffee. This evocative term, deeply

embedded in the ancient Yemeni civilization, beautifully encapsulates our mission – to bring you the very essence of coffee with a feminine touch. Founded by a Yemeni coffee expert who holds her roots close to her

heart, Authet Coffee is more than just a coffee – it's a bridge between souls and generations. Our commitment to quality goes beyond taste; it's a testament to our dedication to preserving the soulful tradition of Yemeni coffee culture.



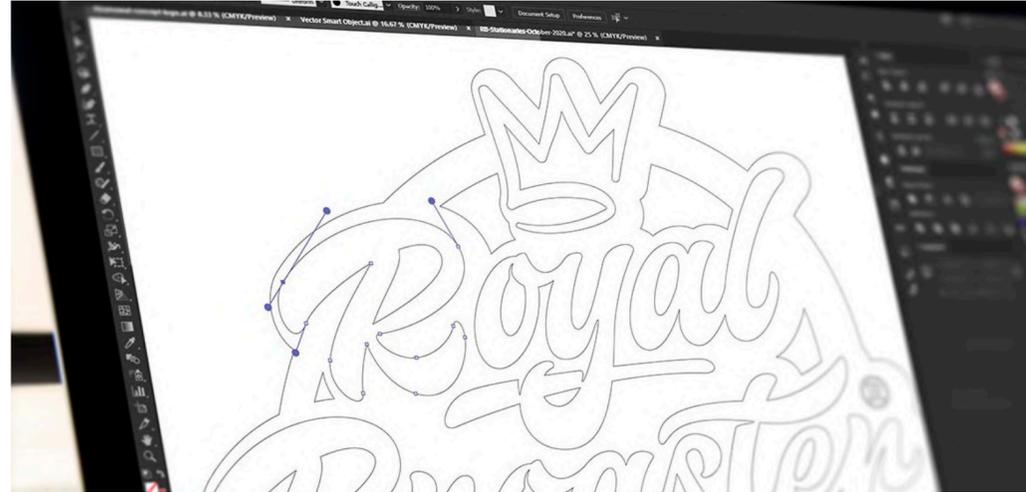


# Royal Broaster

The parent company, "Broaster", is an American brand and a long-established brand name in the field of commercial food production, equipment and machinery, as well as the preparation of marinades for all types of chicken. In Yemen, the "CBB Trade and Investment Services" company has the rights to

represent the trademark through the "Al Baik Group", which has the right to represent "Broaster" in the Middle East, whose commercial office is located in the Arab Republic of Egypt. The rights to the franchise in Yemen were obtained by signing the "Memorandum of Understanding" that was concluded with

Al-Baik Group in 2012. Royal Broaster restaurants, as they are owned by the franchise company, provide a varied menu of fast food that is served according to safe standards in terms of quality control and sterilization of food ingredients.





مجموعة صروح الوطنية للتجارة  
Surooh National Trading Group

# Surooh National Trading Group

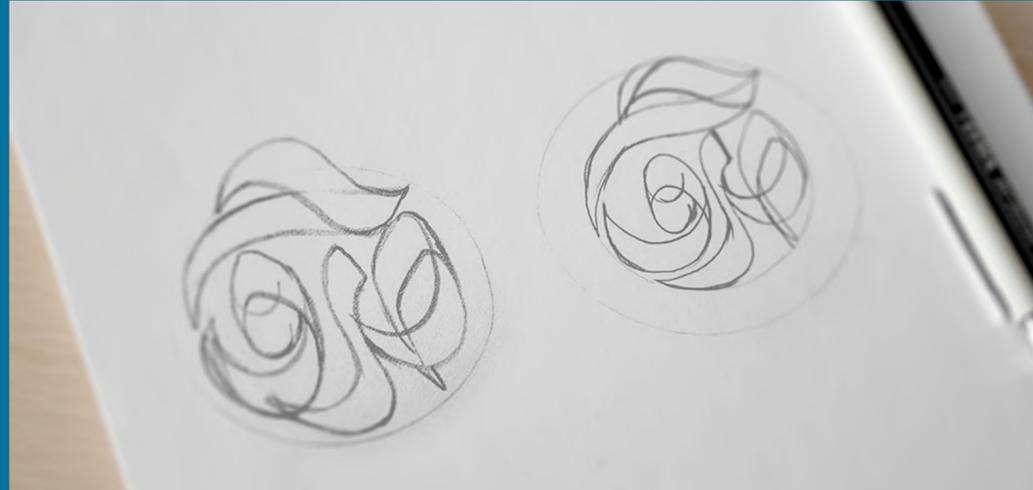
Branding & Logo Design

## ABOUT SUROOH

The investment group was established in the beginning of 2001 Sana'a, Yemen, and that date marked the beginning of the group's commercial activity. The group invests in two promising sectors: trade, oil agencies and services. The group speaks three international

business languages, and represents global companies in Australia, France and Germany. Establishing a new commercial entity in Yemen for the purposes of financial and administrative independence and separation from its sister company, Surooh Real Estate Company, which

is one of the largest real estate development companies in the United Arab Emirates, one of the brothers decided to establish the new commercial entity in Yemen. Perspective Creative Studio took on the task of establishing a new commercial brand.





# PetroMASILA

## Branding & Logo Design

### THE INSPIRATION

The design of the brand is inspired by the core of the company's work, which is the distillation processes that take place in its refineries, so a huge sum of oil drops is reduced to a drop. The technical construction of the mark consists of an

oil drop drawing and a Latin script. Because energy is the lifeline and the primary engine of life, and because the earth is the source of that energy, the brand has included its brand name that symbolizes both.

Because the company's drilling

operations are based on environmentally friendly methods, and even beyond that, to reuse exhaust gas emissions as a useful resource for the land, the color green was used for its natural and biological significance as environmentally friendly, and the

color blue for its symbolism of the sea through which the company does its exports.





**SALMA VIEW**<sup>®</sup>  
ARCHITECTS

# SALMA VIEW

## THE INSPIRATION

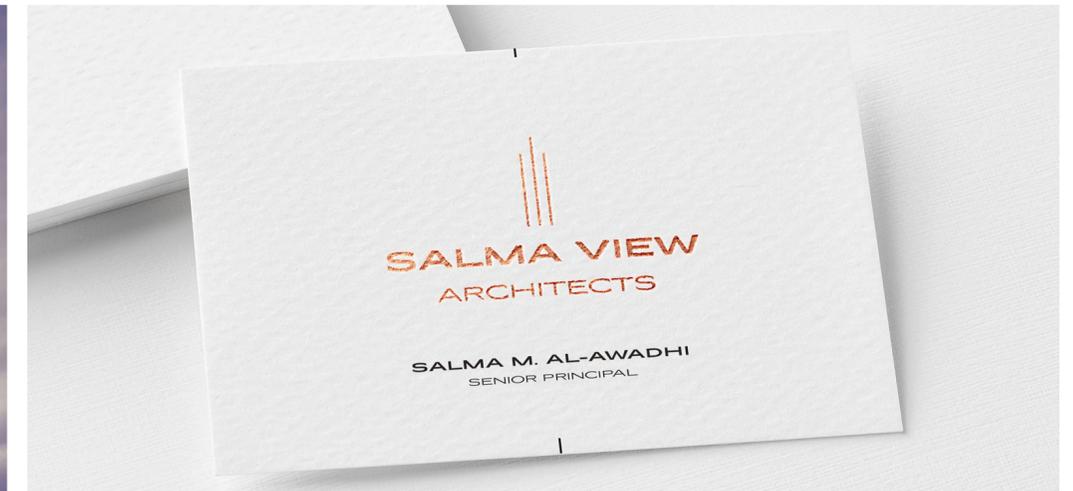
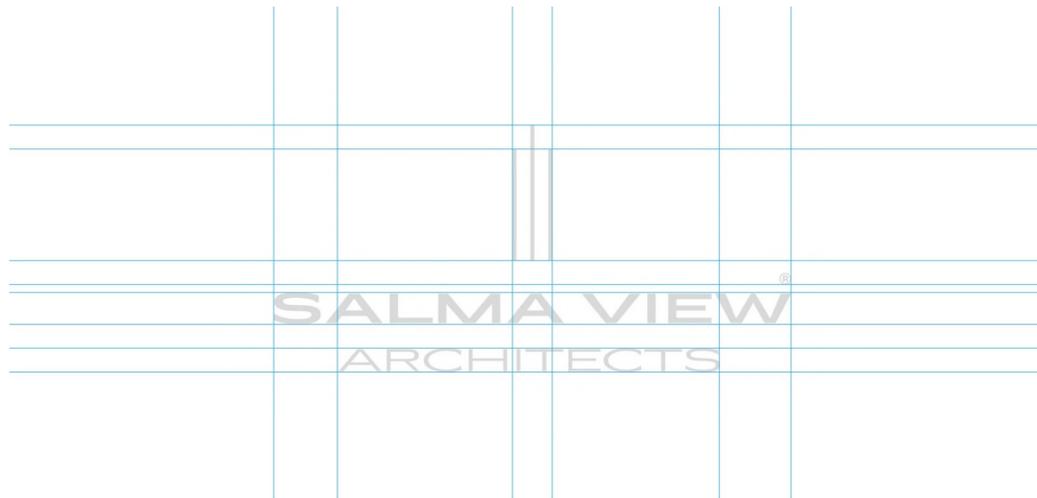
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# Khairat Hadramout

Branding & Logo Design

## Nurturing the Legacy of Yemeni Honey

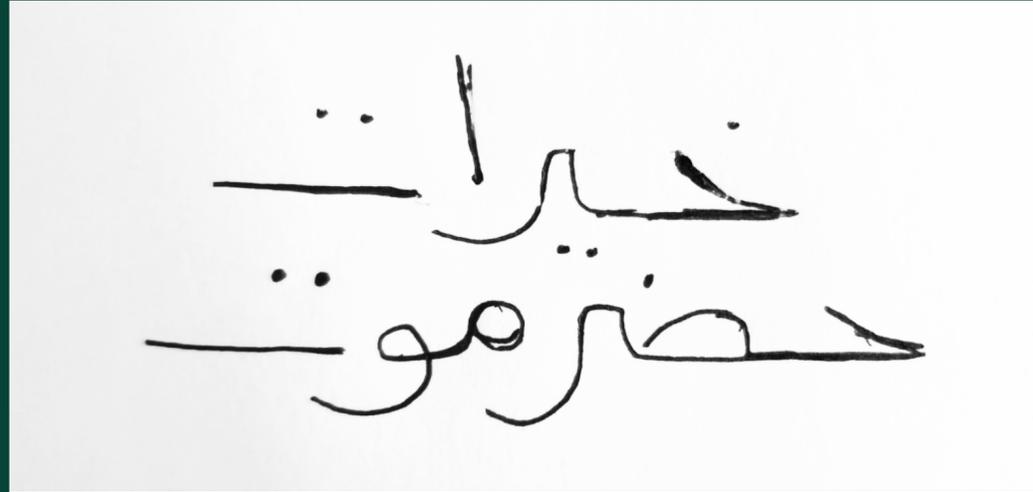
### Introduction:

Khairat Hadramout is a prominent honey company hailing from the picturesque region of Hadramout in Yemen. Situated in the southeastern part of the country, Hadramout is renowned for its rich cultural heritage and thriving honey industry.

With a deep-rooted commitment to upholding the legacy of Yemeni honey, Khairat Hadramout has garnered acclaim for its exceptional honey products that showcase the unique flavors and health benefits of Yemeni honey.

The Essence of Yemeni Honey: Yemen boasts a long-standing tradition of beekeeping, and its honey is revered for its exquisite taste and therapeutic properties. The diverse flora of Hadramout, including the Sidr trees, wildflowers, and aromatic herbs, contributes to the distinct flavors found in the honey produced in the region. Khairat Hadramout takes great pride in

sourcing honey from local beekeepers who adhere to traditional methods, ensuring that the honey preserves its natural essence and purity.





### Empowering Women, Celebrating Culture in Sana'a, Yemen

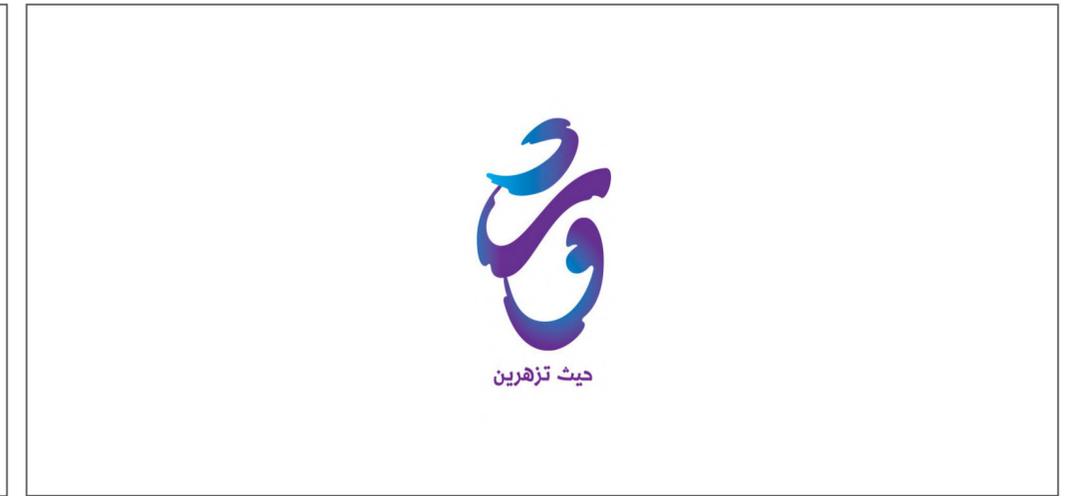
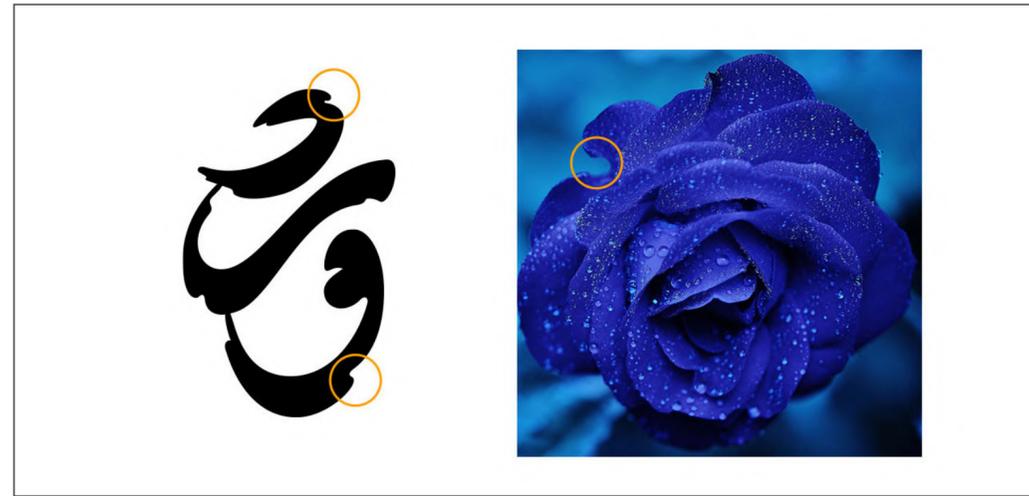
#### Introduction:

WARD Ladies Cafe is a unique establishment located in the heart of Sana'a, the capital city of Yemen. Founded with a vision to empower

women and celebrate Yemeni culture, WARD Ladies Cafe has become a symbol of resilience, creativity, and community. With its warm ambiance, delectable cuisine, and dedication to showcasing local talent, WARD Ladies Cafe offers a haven for women to come together, express themselves, and contribute to

the vibrant cultural fabric of Sana'a. Cultural Events and Workshops: WARD Ladies Cafe hosts a range of cultural events and workshops, creating opportunities for community engagement and knowledge sharing. From poetry readings and music

performances to art exhibitions and traditional dance workshops, the cafe serves as a hub for cultural exchange and creativity. These events not only entertain and educate visitors but also provide a platform for local artists to showcase their skills and inspire others.





# King of Protein

Branding & Logo Design

## Empowering Health and Wellness

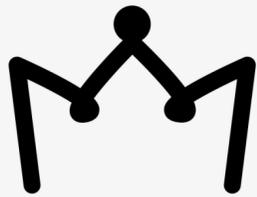
King of Protein is a local brand in Yemen that specializes in delivering high-quality protein and food supplements. With a commitment to promoting health and wellness, King of Protein aims to provide Yemeni consumers with access to

essential nutrients and support their fitness goals. By offering a range of protein products and food supplements, the brand strives to empower individuals to lead healthier lifestyles and achieve their fitness aspirations.

## Quality and Purity:

At King of Protein, quality and purity are of utmost importance. The brand sources its ingredients from trusted suppliers, ensuring that only the finest and purest components are used in its products. Each batch undergoes rigorous testing and quality control measures to guarantee that customers receive safe

and effective supplements. King of Protein takes pride in its commitment to transparency, providing detailed information about the ingredients and manufacturing processes to instill confidence in its consumers.



موکا<sup>®</sup>  
MOKA

# Moka Sweets

Branding & Logo Design

In mid of February 1991, Abdullah As'ad AlShiraei opened a small bakery, where he sold some pastries and oriental sweets. He decided at the time to start his dream shop in Sana'a, Yemen. The business started with a small number of employees, and the bakery had, at the time, a small variety of

options. Since that time, the number of varieties has grown a testament of how far this idea, which started small, has come. Even as a small shop, the early customers were always satisfied with the quality of the snacks provided, which showed a glimpse of the future awaiting Moka.

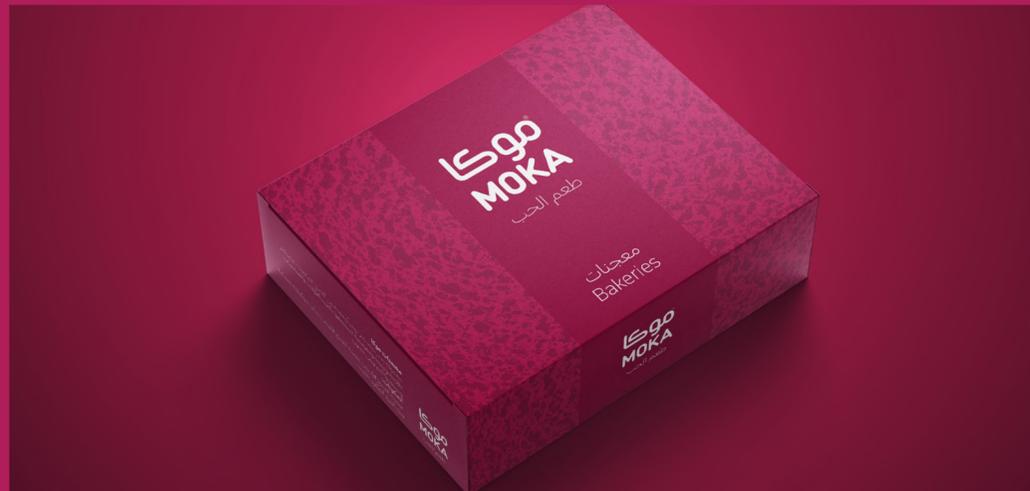
Most people do not know how Moka started, how big it was at that time? The number of employees it started with, and even what it sold to its customers from the first commercial shop that it opened?!



Before



After





# PARCH Bakery

## Inspiration

The café serves specialty coffee, which it roasts in front of customers to preserve its fresh color and taste of the coffee collected during its harvest season. The logo is inspired by the effect left by a cup of coffee on a serving plate.

## Genesis

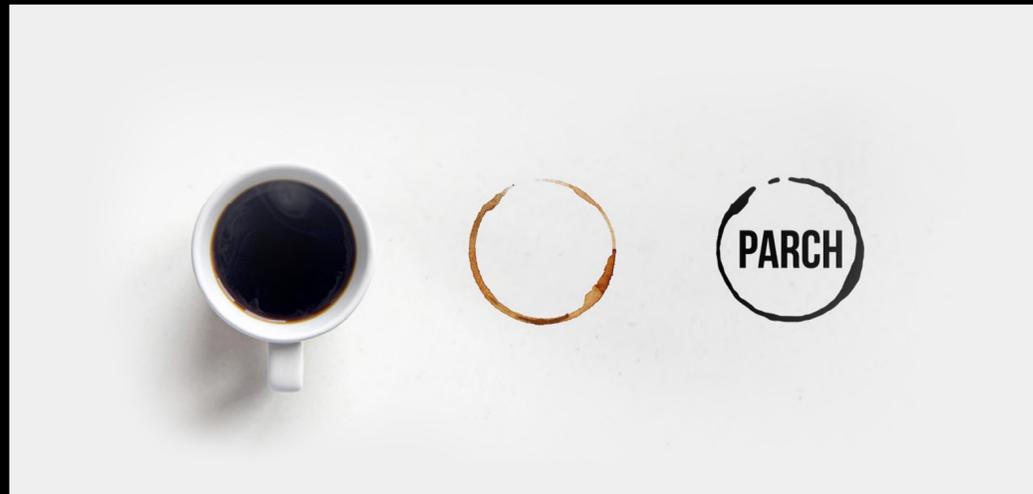
The artistic shape of the sign consists of an irregular and incomplete circular ring, with the name of the café interspersed in a circular shape, and the word "Parsch" means the basic process of extracting the most beautiful essence from the coffee beans.

## Philosophy

The incomplete circle in the café's logo was to indicate the spirit of openness, change, and acceptance of innovation, while the font used suggests discipline and indicates sophistication, which distinguishes the level of service that café patrons will receive.

## Colors

Black was enough to express elegance, rebellion and sophistication.



# Mukalla Iron & Steel Company (MISC)

Branding & Logo Design



# Mukalla Iron & Steel Company (MISC)

Branding & Logo Design

## Pioneering Steel Manufacturing in Yemen

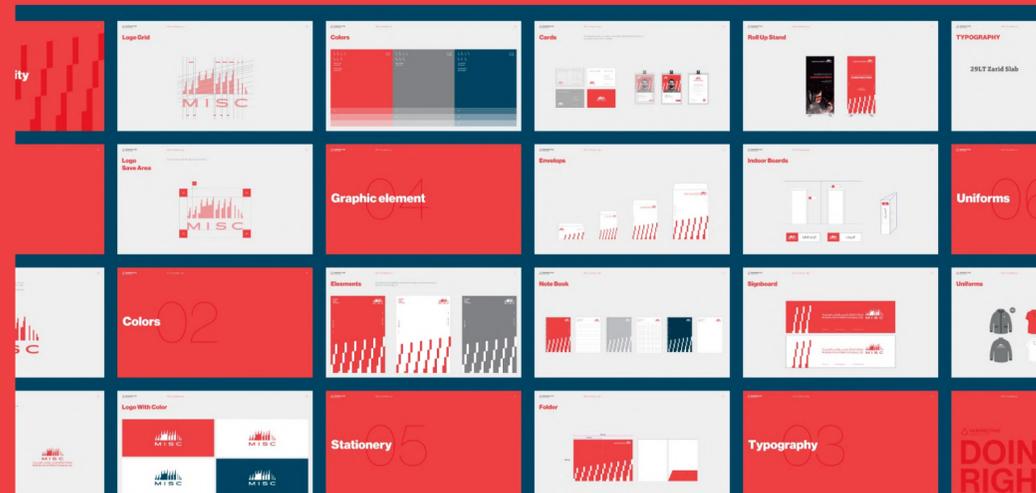
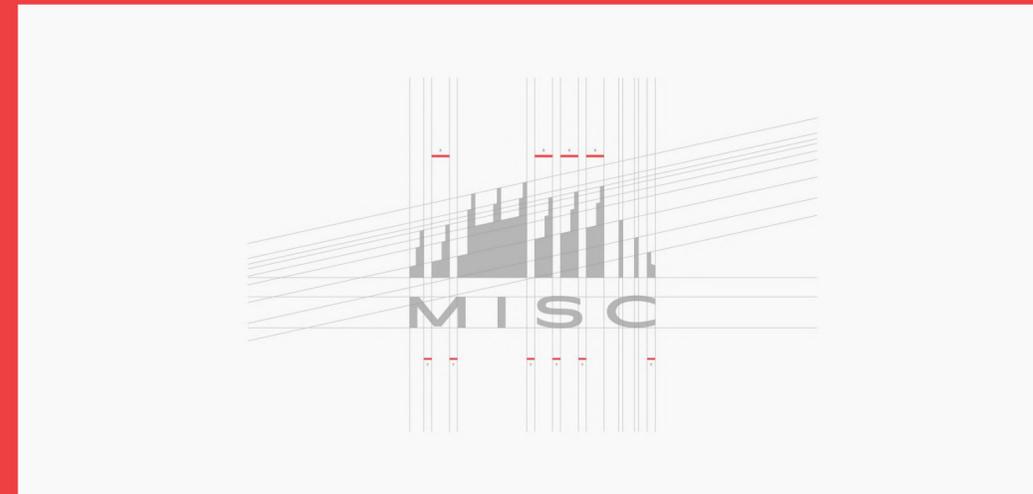
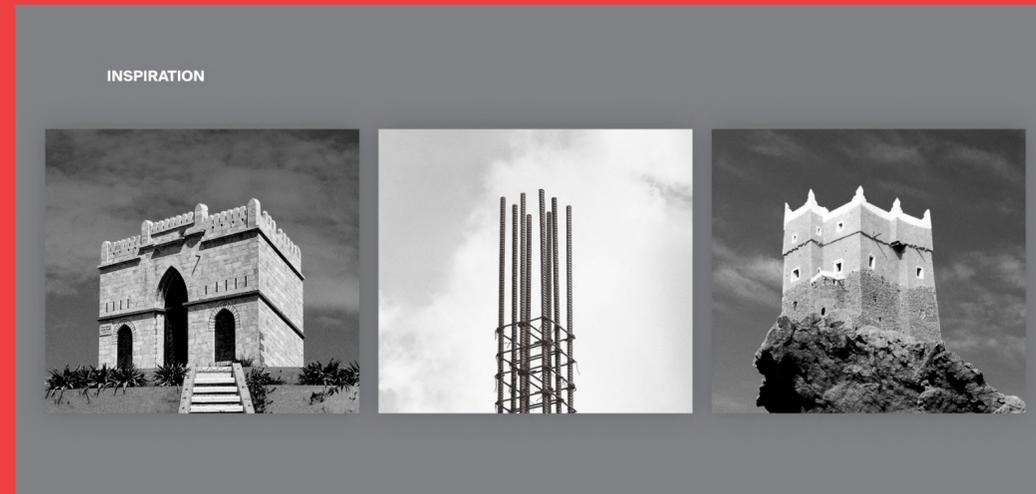
Mukalla Iron & Steel Company (MISC) is a leading steel manufacturing company based in Mukalla, a port city in Yemen. With a rich history and a commitment to excellence, MISC has played a

pivotal role in the development of Yemen's industrial sector. The company specializes in the production of high-quality steel products, contributing to the growth of infrastructure, construction, and various other industries in Yemen.

## State-of-the-Art Facilities:

MISC boasts state-of-the-art manufacturing facilities that utilize advanced technologies and equipment. The company's production processes adhere to international standards, ensuring the production of superior-quality steel products. MISC's facilities

are equipped with modern machinery, including rolling mills, blast furnaces, and steel processing units, enabling efficient and precise manufacturing operations.



**LOTS<sup>®</sup>**

# LOTS (Mobile App)

## Loyalty On-The-Go with a Mobile App

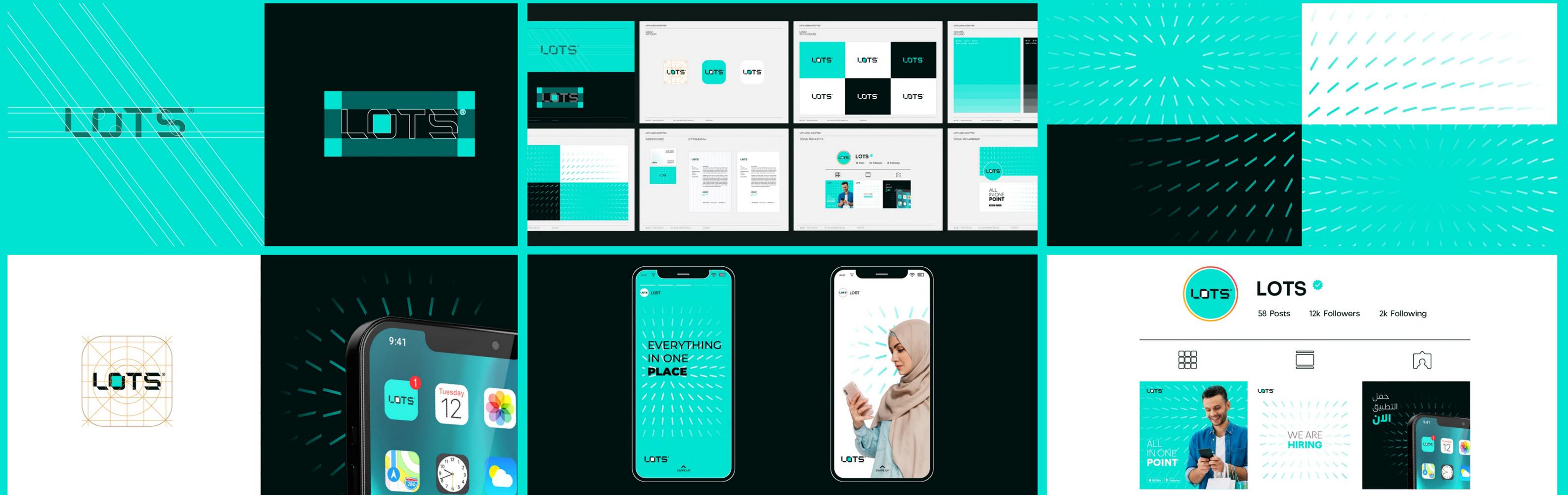
LOTS is a cutting-edge loyalty mobile app designed to revolutionize the way businesses engage with their customers. With its user-friendly interface and innovative features, LOTS offers a seamless and rewarding

experience for both businesses and consumers. The app aims to enhance customer loyalty, drive repeat business, and provide a convenient platform for users to access exclusive rewards, promotions, and personalized offers.

## User-Friendly Interface

LOTS boasts a user-friendly interface that makes it easy for customers to navigate and interact with the app. The intuitive design ensures a smooth and enjoyable experience, allowing users to effortlessly browse through participating businesses, view their loyalty programs, and redeem rewards.

LOTS simplifies the process of earning and redeeming loyalty points, ensuring that customers can easily track their progress and benefits.



# Bin Dowal Bank

Branding & Logo Design



# Bin Dowal Bank

## Branding & Logo Design

### Empowering Financial Growth and Stability

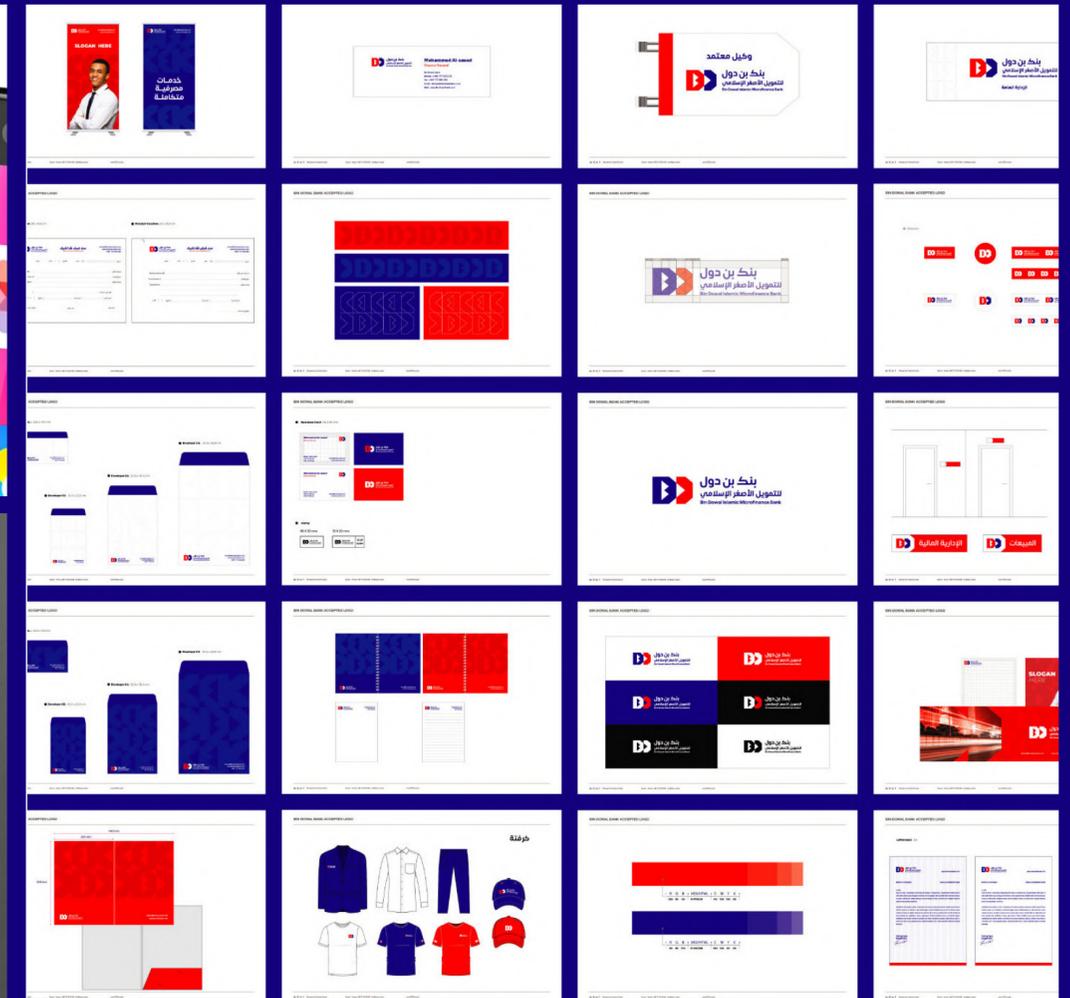
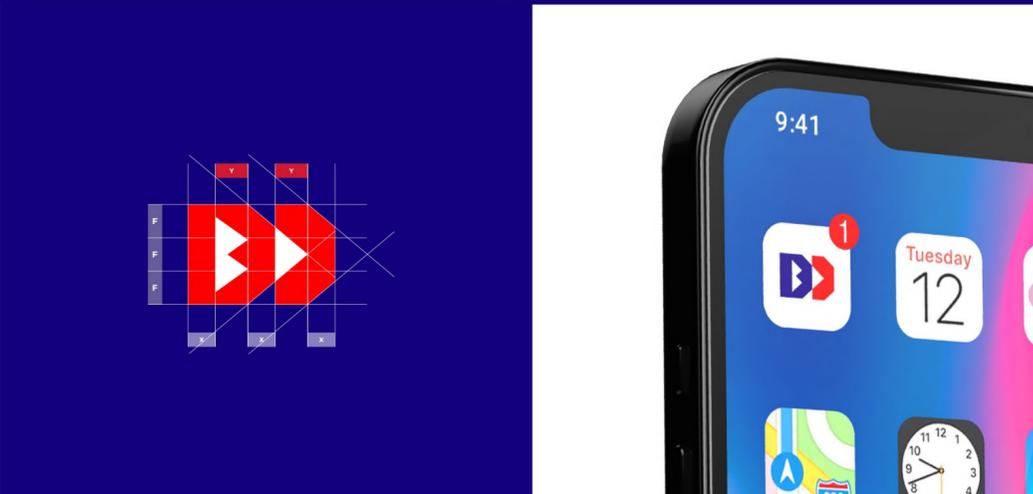
Bin Dowal Bank is a reputable financial institution that has been serving its customers with excellence and integrity for several years. With a strong commitment to customer

satisfaction, Bin Dowal Bank offers a wide range of banking services and products to individuals, businesses, and organizations. The bank's mission is to empower financial growth and stability by providing innovative solutions and personalized customer service.

### Corporate Social Responsibility

Bin Dowal Bank takes its corporate social responsibility seriously and actively contributes to the communities it serves. The bank supports various social and environmental initiatives, including education, healthcare, environmental conservation, and

community development projects. Bin Dowal Bank believes in giving back to society and making a positive impact beyond its core banking operations.



# Mezayan (Mobile App)

Branding & Logo Design



# Mezayan

## Branding & Logo Design

### The Ultimate Camel Auction App

Mezayan is a revolutionary camel auction app that brings convenience, transparency, and efficiency to the traditional camel trading industry. Designed to cater specifically to camel traders, breeders, and enthusiasts, Mezayan pro-

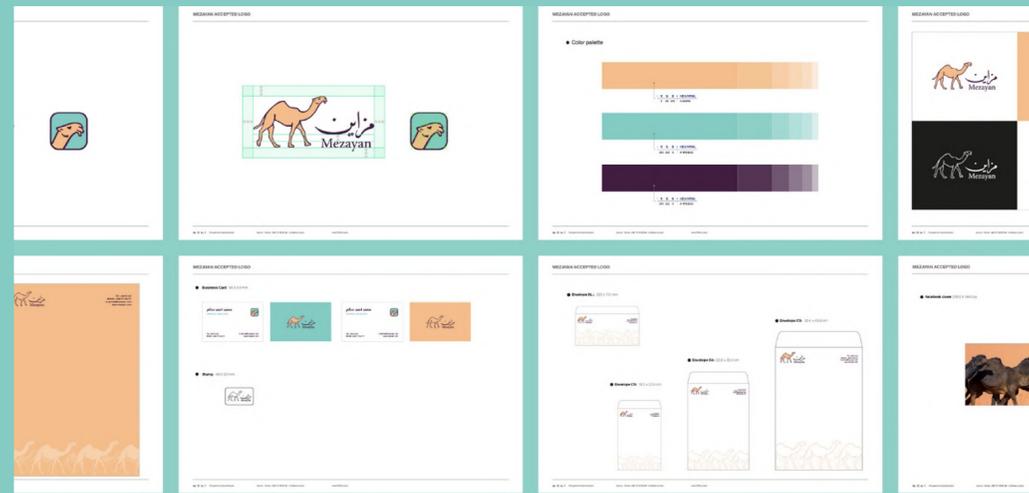
vides a digital platform where users can buy, sell, and participate in camel auctions from the comfort of their smartphones. With its user-friendly interface and innovative features, Mezayan is transforming the way camel auctions are conducted, making the process more accessible, inclusive, and stream-

lined.

### User-Friendly Interface:

Mezayan boasts a user-friendly interface that makes it easy for users to navigate and participate in camel auctions. The app provides a seamless experience, allowing users to browse through

available camels, view detailed information, and place bids with just a few taps. Mezayan's intuitive design ensures that even users with limited technical expertise can effortlessly engage in the auction process.



# Type Design

## Typography & Font Creation

We had the privilege of designing and directing several type design projects for a diverse range of clients. These projects allowed us to explore the nuances of typography and create visually appealing and functional fonts that met the specific needs of each client.





400

كلمة  
شهرياً

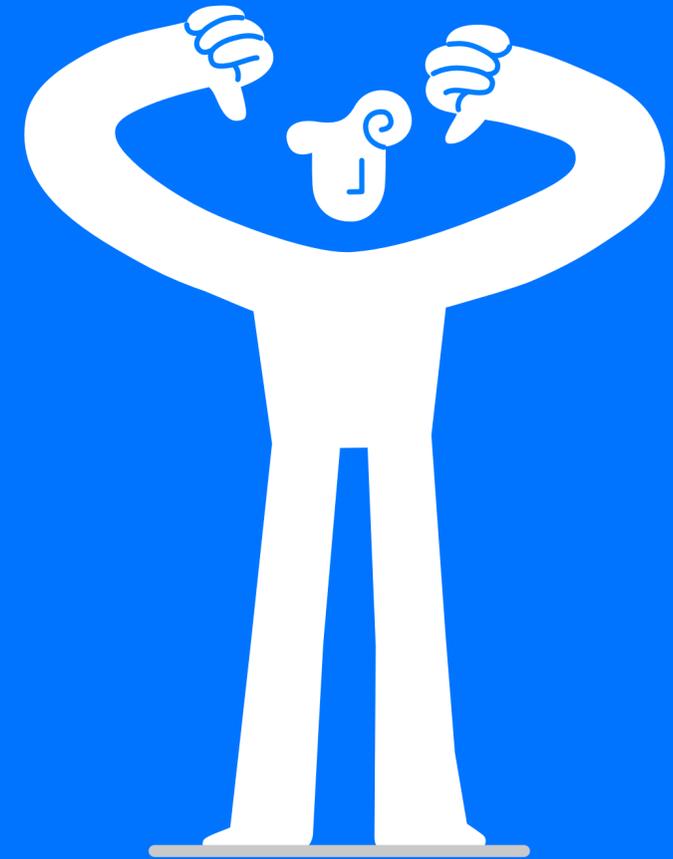


10  
دقائق  
يوميًا



هذا التطبيق  
اللي تحتاجه بس!

مع تطبيق آيستوريا  
يحول لغتك الإنجليزية للاحترافية  
باسلوب القصص المدرجة.



## آيستوريا نحيف

التطبيق الأول عربيًا الذي يطوّر لغتك الإنجليزية بأسلوب قصصي ممتع، ويتابع تقدمك في تعلم الإنجليزية من مستويات تعليمية متدرجة مستويات تعليمية متدرجة وحتى الاحتراف في الإنجليزية، فتكتسب بذلك أكثر من 400 كلمة شهريًا دون ملل. تدّرب على مهارة التحدث والقراءة والاستماع باللغة الإنجليزية لبناء مهاراتك في المفردات والقواعد، الآن تعلم الإنجليزية بسهولة دون قيود تمنعك.

## آيستوريا عادي

التطبيق الأول عربيًا الذي يطوّر لغتك الإنجليزية بأسلوب قصصي ممتع، ويتابع تقدمك في تعلم الإنجليزية من مستويات تعليمية متدرجة مستويات تعليمية متدرجة وحتى الاحتراف في الإنجليزية، فتكتسب بذلك أكثر من 400 كلمة شهريًا دون ملل. تدّرب على مهارة التحدث والقراءة والاستماع باللغة الإنجليزية لبناء مهاراتك في المفردات والقواعد، الآن تعلم الإنجليزية بسهولة دون قيود تمنعك.

## آيستوريا شبه سميك

التطبيق الأول عربيًا الذي يطوّر لغتك الإنجليزية بأسلوب قصصي ممتع، ويتابع تقدمك في تعلم الإنجليزية من مستويات تعليمية متدرجة مستويات تعليمية متدرجة وحتى الاحتراف في الإنجليزية، فتكتسب بذلك أكثر من 400 كلمة شهريًا دون ملل. تدّرب على مهارة التحدث والقراءة والاستماع باللغة الإنجليزية لبناء مهاراتك في المفردات والقواعد، الآن تعلم الإنجليزية بسهولة دون قيود

## آيستوريا سميك

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## آيستوريا ثقيل

التطبيق الأول عربيًا الذي يطوّر لغتك الإنجليزية بأسلوب قصصي ممتع، ويتابع تقدمك في تعلم الإنجليزية من مستويات تعليمية متدرجة مستويات تعليمية متدرجة وحتى الاحتراف في الإنجليزية، فتكتسب بذلك أكثر من 400 كلمة شهريًا دون ملل. تدّرب على مهارة التحدث والقراءة والاستماع باللغة الإنجليزية لبناء مهاراتك في المفردات والقواعد، الآن تعلم الإنجليزية بسهولة دون قيود تمنعك.

## iStoria Thin

These terms represent an official legal agreement "contract" between (ISTORIA) platform and users, and (ISTORIA) platform is an electronic platform "hereinafter referred to as (ISTORIA), the conscience of ownership (Us) or the conscience of the speaker (We)" that provides an innovative tool to improve the user.

## iStoria Regular

These terms represent an official legal agreement "contract" between (ISTORIA) platform and users, and (ISTORIA) platform is an electronic platform "hereinafter referred to as (ISTORIA), the conscience of ownership (Us) or the conscience of the speaker (We)" that provides an innovative tool to improve the

## iStoria SemiBold

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## iStoria Bold

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## iStoria Heavy

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Buqash خط  
Financial Co. شركة بقش  
Typeface المالية

## The Rababa The voice of the Bedoui

When "Ode to Joy," the fourth movement of Beethoven's Ninth Symphony, reaches your ears, what instantly comes to mind is: I've heard this before! Perhaps in the background of a news broadcast, or in the long wait music that plays after the automated reply before you are transferred to an employee.

In the context of his grand project to understand the rationalization of Europe, Max Weber presented one of his most important theories about music. Weber saw Western music as "the most elevated," "the most complex," and "the highest achievement of human civilization."

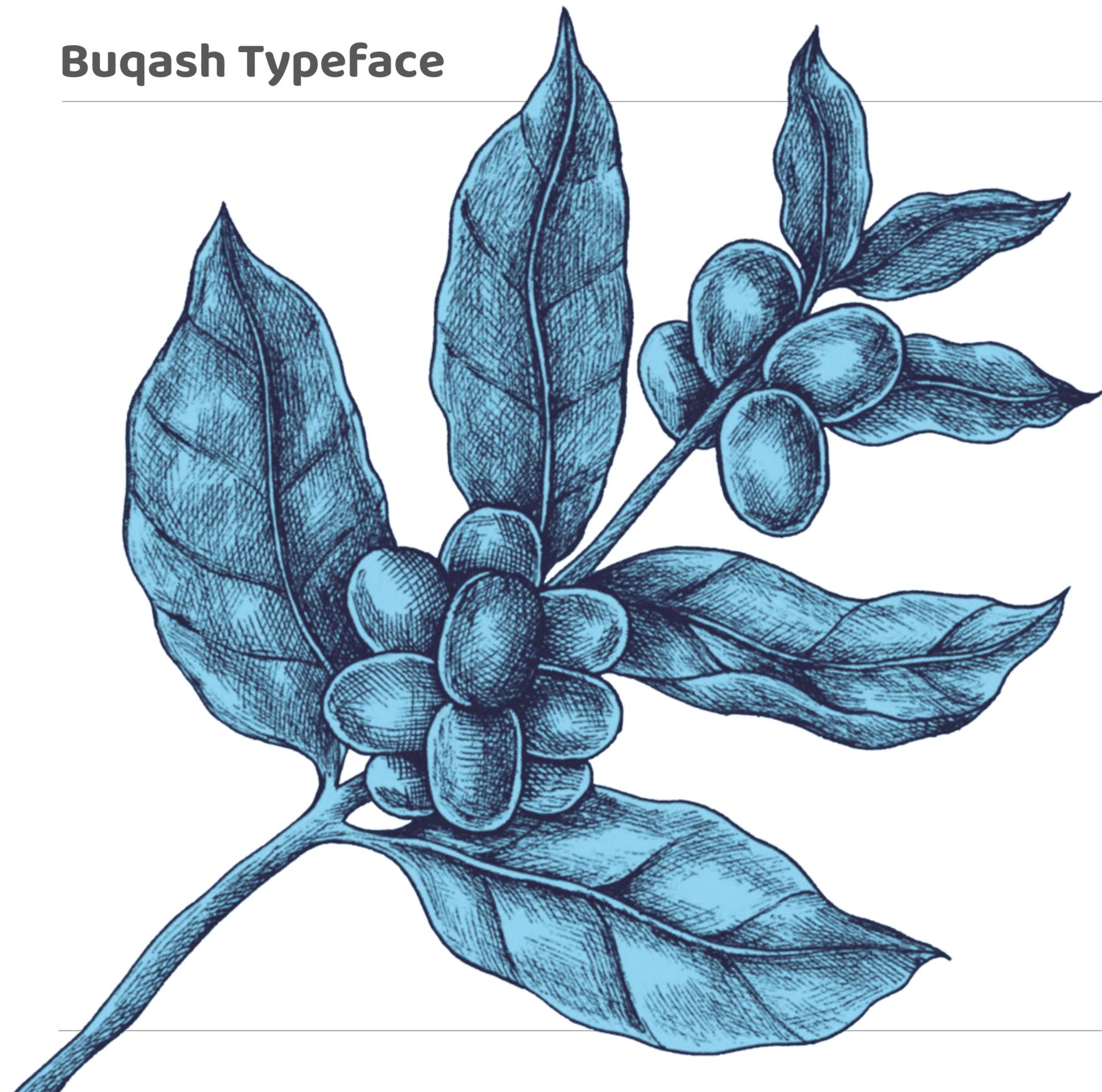
Yet this view was not innocent; it was rooted in his social and intellectual background and reflected a Eurocentric bias, as his critics argue.

## الربابة صوت البدوي حين يُمنع من البكاء

عندما تُمر إلى مسامعك «أنشودة الفرحة»، الحركة الرابعة من السيمفونية التاسعة لبيتهوفن، يخطر ببالك فورًا: لقد سمعت هذا من قبل! ربما في خلفية نشرة أخبار، أو في موسيقا الانتظار الطويل بعد الردّ الآلي قبل تحويلك إلى الموظف.

قدّم ماكس فيبر، في سياق مشروعه الكبير لفهم عقلنة أوروبا، إحدى أهم نظرياته عن الموسيقى. رأى فيبر أنّ الموسيقى الغربية هي «الأرقى»، و«الأكثر تعقيدًا»، و«أسمى ما أنجزته الحضارة البشرية». غير أنّ هذه الرؤية لم تكن بريئة؛ فهي متجذّرة في خلفيته الاجتماعية والفكرية، وتعكس نزعةً مركزية أوروبية كما يرى نقّادها. فالنظرية تضع التراث الموسيقي الغربي على قمة سُلم تطوّري متخيّل، فيما تُقصي التقاليد الموسيقية الأخرى وتعدّها أدنى شأنًا.

ولطالما كانت مكانة الموسيقى العربية وتأثيرها مُهملاً أو مُنتقَصًا عند كثير من المؤرخين الغربيين، إلى أن قدّم هنري جورج فارمر مساهماته؛ فخلص إلى أنّ العصر الذهبي للحضارة الإسلامية أفرز نهضة موسيقية وفكرية أثرت مباشرةً في النهضة الموسيقية الأوروبية اللاحقة.



كيف أعاد البن  
رسم ملامح  
التجارة الحديثة

Stylistic Sets

Q



Q

تي



تتي

Discretionary Ligatures

في



في

بي



بي

خط Resonate

مؤسسة Yemen

رنين اليمن Typeface

— Resonate - Light + Bold

ضمان جودة أفضل \* تعزيز المشاركة العامة \* دعم  
المبادرات المحلية \* تطوير مهارات وقدرات الفئات  
المستهدفة وتحويلهم إلى فاعلين مؤسسيين \*

تحسين {البنية المؤسسية}

# Resonate Yemen Typeface

Type design

Light

برامج تمكين الشباب السعودي  
المبادرات التمكينية كمصدر رئيسي للتنمية المستدامة  
ضمان جودة أفضل  
تعزيز المشاركة العامة  
دعم المبادرات المحلية  
تطوير قدرات الشباب وتحويلهم إلى لاعبين مؤثرين

Saudi youth empowerment programs  
Enabling initiatives as a main source for sustainable development  
Ensuring better quality  
Enhancing public participation  
Supporting local initiatives  
Developing youth skills and transforming them into influencers

Regular

برامج تمكين الشباب السعودي  
المبادرات التمكينية كمصدر رئيسي للتنمية المستدامة  
ضمان جودة أفضل  
تعزيز المشاركة العامة  
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Bold

برامج تمكين الشباب السعودي  
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Saudi youth empowerment programs  
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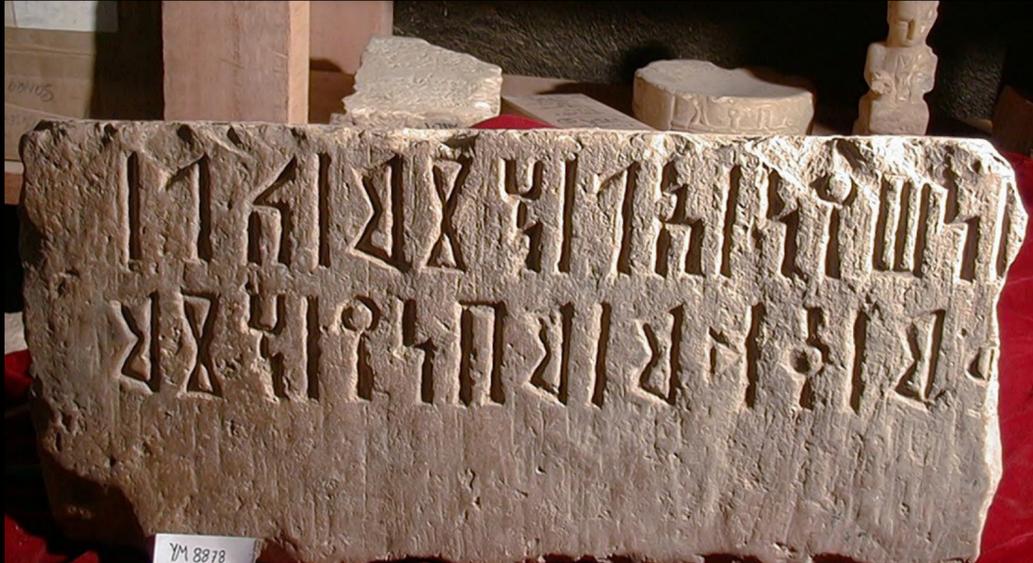
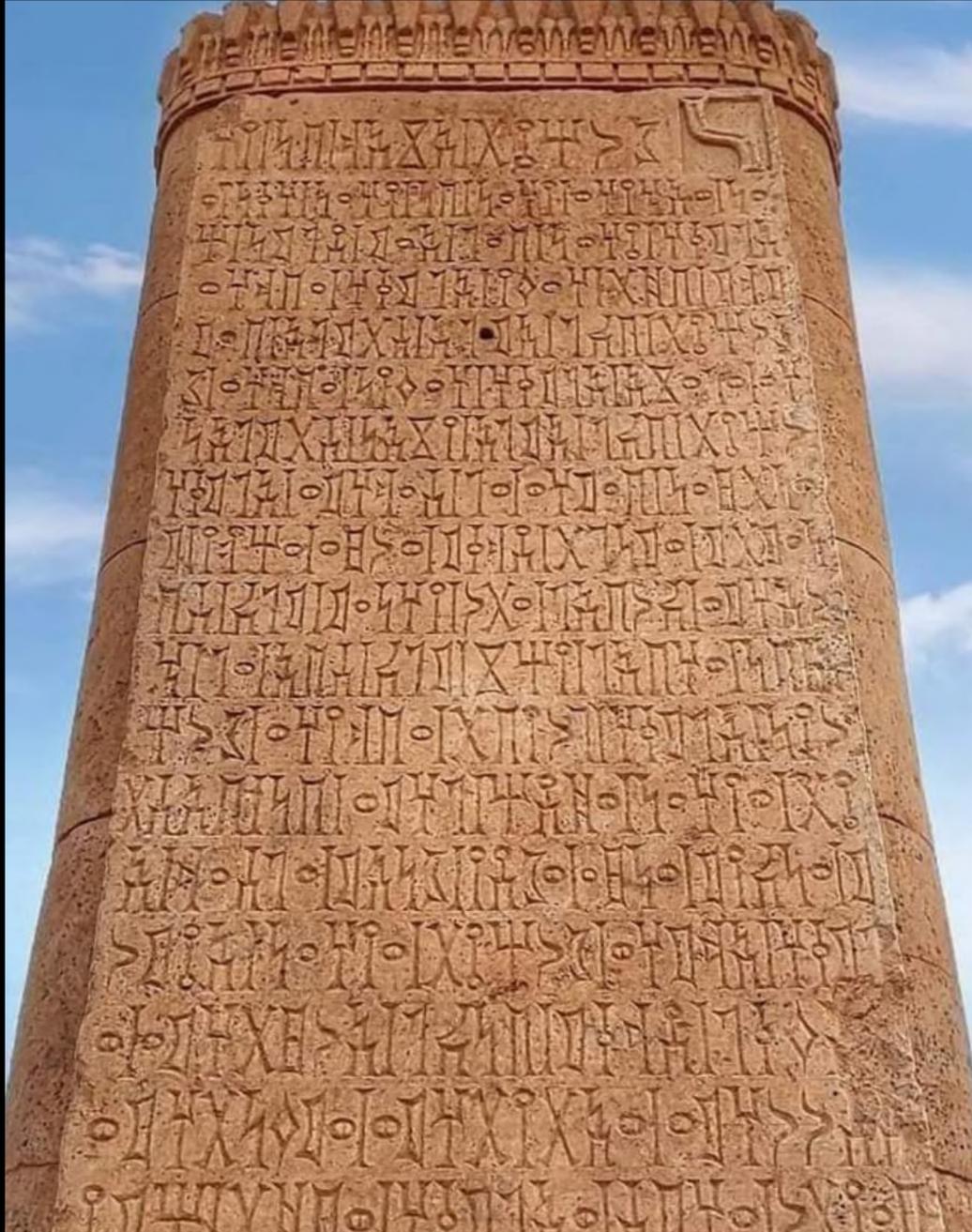
الله أكبر

مَعَا الدَّهَابِ

•dot notion

# Ma'a Al Dahab Typeface

Type design



أنا عربتي: أبنائي  
أنا أبنائي: أبنائي





تَرْيِيقُ تَطْمِيرِ التُّكْرَمِ  
مَدَامُ الْعَشْبَانِ  
أَطِينُ الصَّبَاتِ  
مَدَامُ يَاسِينِ  
بَاكِنُ التَّعْبَانِ  
مَدَامُ جُهْبَانِ  
وَأَكَانُ الْآنَسَانِ  
عَبْدَاللَّهِ ابْرَاهِيمِ

مَرَاجِعَةُ نَسْرِ وَتَهْوَارِ  
وَجَبَانِ الْأَطْبَانِ  
بِأَثَابِ خَيْلَانِ  
بَاكِنُ التَّعْبَانِ  
أَطِينُ الصَّبَاتِ  
أَمَامُ عِبَاسِ  
أَمَلُ مَدَامُ عَاشِمِ

مَهَابَةُ وَسِينَارِيهِ  
يَسْرِي عِبَاسِ  
مَهَابَةُ وَإِشْرَانِ  
عَاشِمُ مَدَامُ عَاشِمِ  
مَدَامُ الْعَشْبَانِ

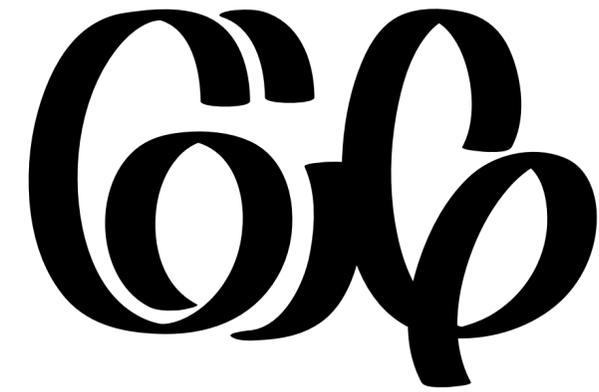
مَكْرَمَةُ  
عَاشِمُ مَدَامُ عَاشِمِ  
ابْرَاهِيمُ رَاجِحِ  
سِينَارِيهِ وَتَهْوَارِ  
وَجَبَانِ الْأَطْبَانِ  
يَسْرِي عِبَاسِ  
مَدَامُ عِبَادِ الْأَخْشَرِ

# Typography & Lettering

A collection of lettering and typography projects represent a diverse range of clients and industries, showcasing the versatility of lettering and typography in conveying messages and enhancing brand identities.



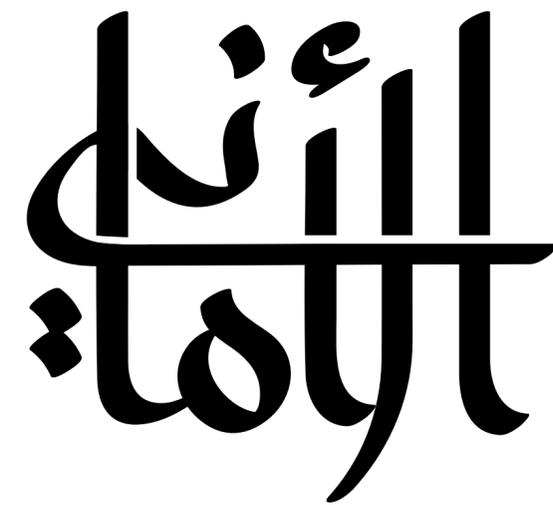
نور



نور



نور



نور

حنيني

مسافرين

طير وطن

ملك

## Keep in touch

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info@theiosa.com

Mobile + WhatsApp: +966 **532 734 961**

WhatsApp: +966 **53 20 30 508**

**www.TheIOSA.com**