

Gene جین

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Credentials

Our Origins

We began as a local creative agency in building brand and launching them back in 2013. And today we became a group focused providing a best service for our clients brands.

From there, Gene became a firm dedicated and specialized in developing brand strategy and creating brand experiences.

WAHAJ
GROUP



Branding

Communication

Motion Graphics

Cultural Architecture

Gene **جين**

onsor
mosha **عنصر
منشع**

فسفور
fosfor

SAYL سيل

About Gene

Our approach is based on questioning and strategic curiosity that leads us to locally insightful creative and practical Identity design.

**Saudi strategy &
design consultancy
crowned with
simplicity.** ■ —

Over 15 years of Branding
experience



About Gene

Our approach to branding starts with strategic curiosity that leads to locally insightful & creative Identity design.

Strategic Creativity with Local Identity

We support our clients in:

- Brand Strategy
- Brand Architecture
- Brand Naming & Nomenclature
- Visual Identity Development
- Brand Experience
- Brand Environment
- Way-finding System
- Product Packaging
- Type Design

Gene team

Our multi disciplinary team comes from various backgrounds and interests and they are all driven by creating impeccable brand experiences.



Ahmed AlAbdullatif
CEO & Creative Director



Abdulrahman Albordainy
Account Director



Abdulaziz Aloraini
Studio Manager



Ali Naguib
Associate Creative Director



Abdo Hassanine
Art Director



Fahd Alfraikh
Art Director



Mostafa Hijazi
Art Director



Younis Al-Aboudi
Art Director



Abdelrahman Farahat
Junior Art Director



Adel Alhusaini
Senior Brand Strategist



Abdulaziz Alfaleh
Brand Strategist



Saleh Albakheet
Creative Strategist



Anas Bakhsh
Senior Graphic Designer



Riyad Abdoun
Senior Graphic Designer



Omar Abdulqadir
Senior Graphic Designer



Omar Najmy
Senior Graphic Designer



Abdulhameed Zainhom
Senior Motion Designer



Albutol Alqahtani
Graphic Designer



Maram Mubarak
Graphic Designer



Ahmed Ghulam
Account Manager



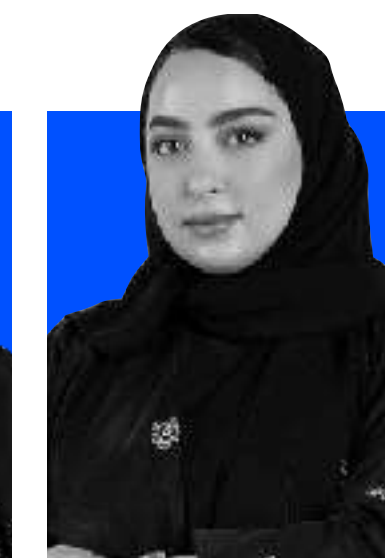
Yassir Oshaywan
Account Manager



Aseel Alhawi
Senior Account Executive



Joud Alsaleem
Account Executive



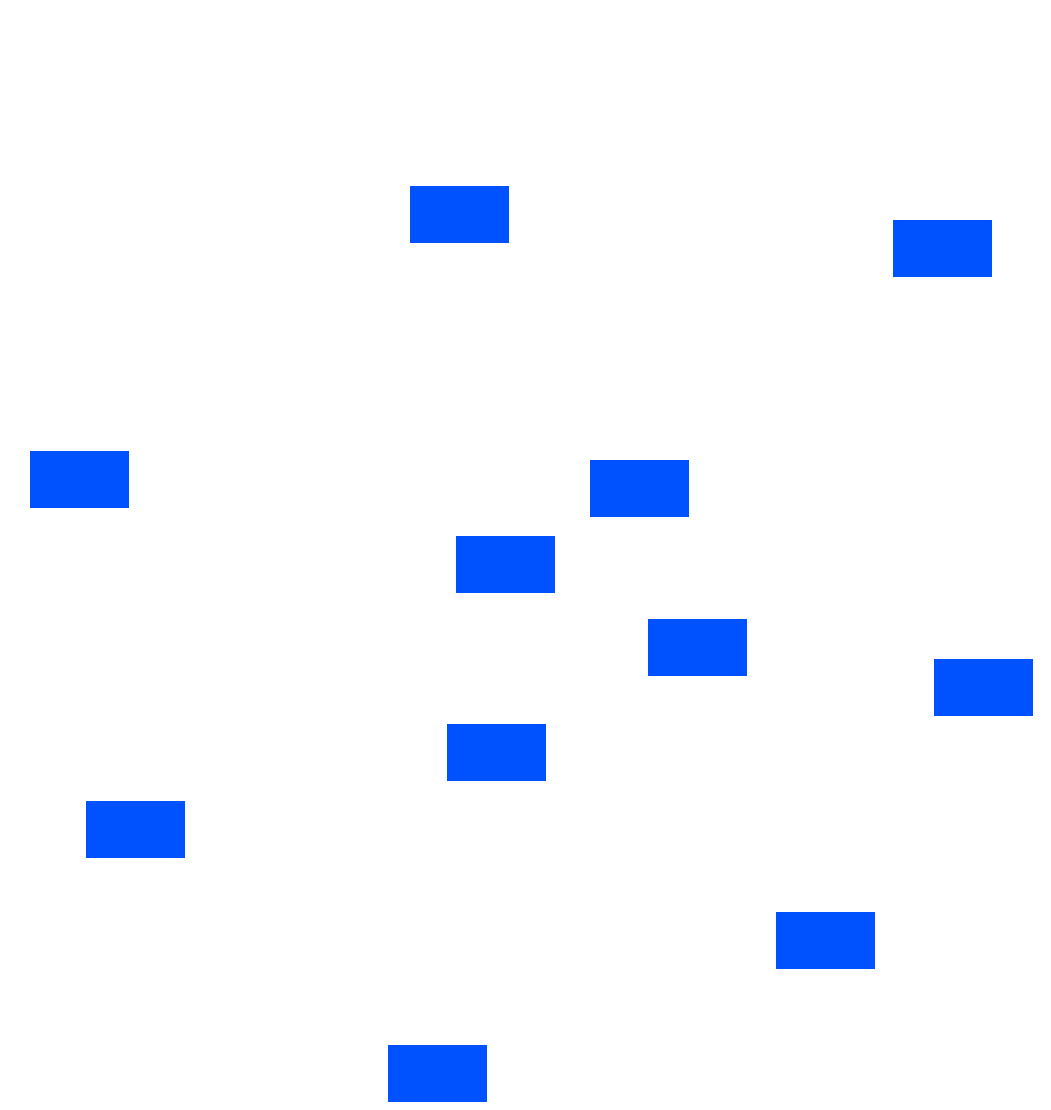
Nada Alwehibi
Account Executive

Our Approach & Process

Approach

There is an authentic **brand gene** in each product, organization, or brand.

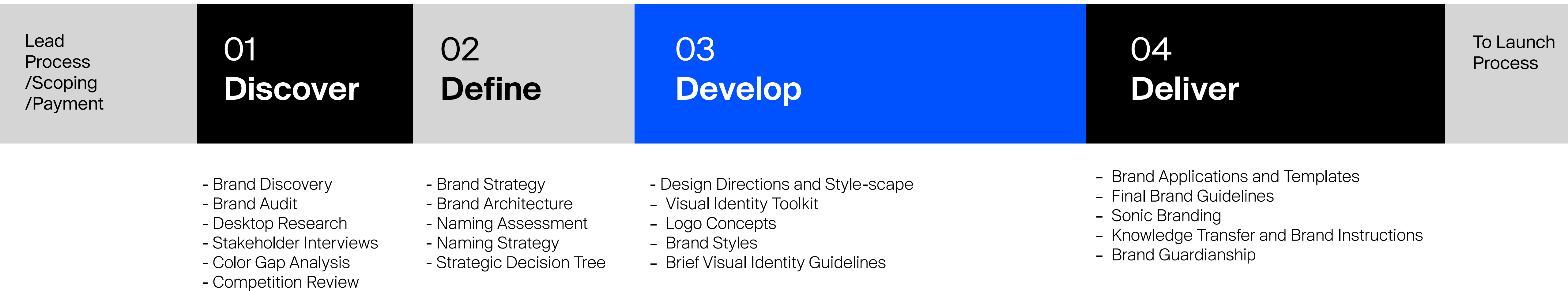
We **simplify** and **declutter** the noise to find it **then amplify** as a brand experience.



Simplify



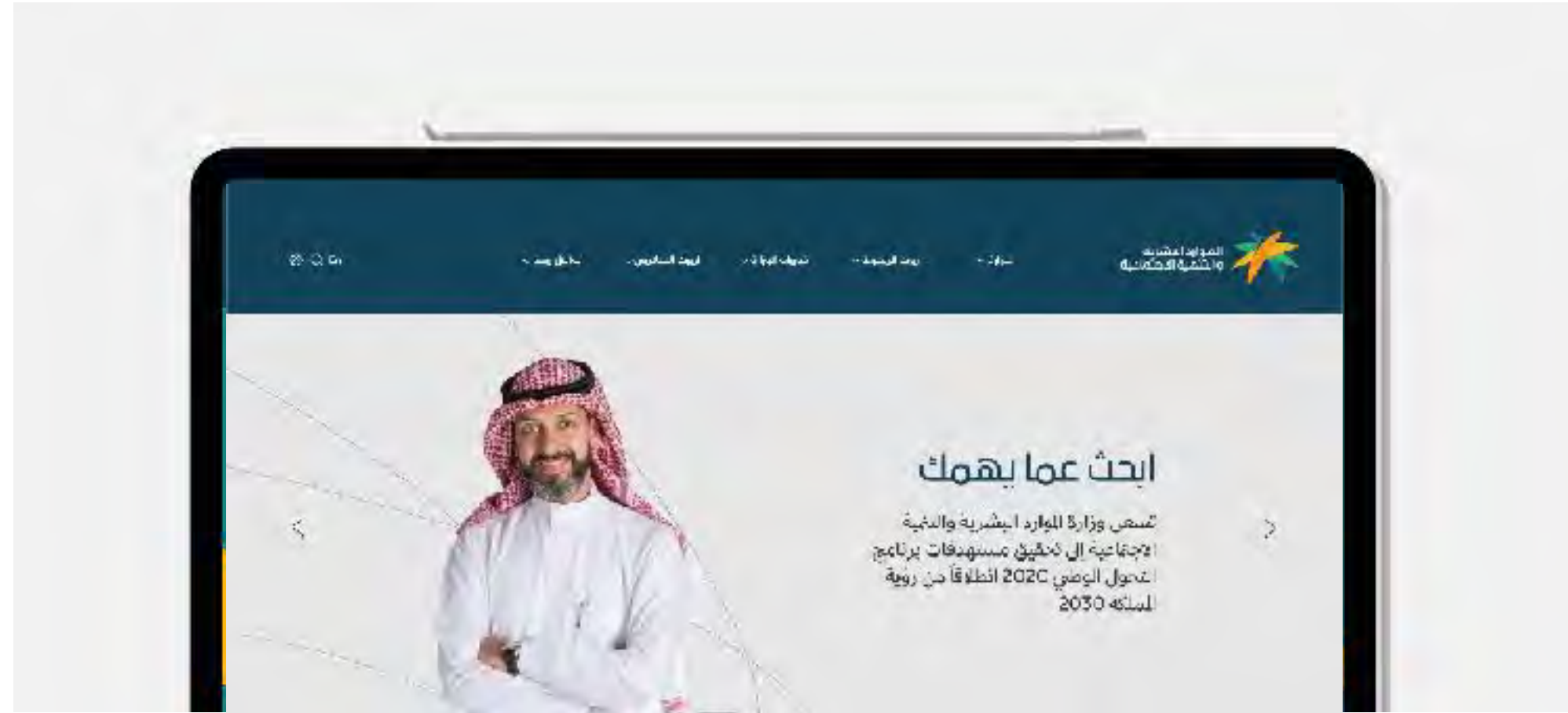
Branding Process Overview



Case Studies

Selected Work in Government & Private Sectors





المغادرون صالة 3, 4
Departures Terminal 3, 4



مجلس جهة-19
المنتخب السعودي
Saudi National Team Fans
@SaudiNTFans

قدام
Giddam



قدام
Giddam



قدام
يا لك خضر

الجمهور
قدام
17

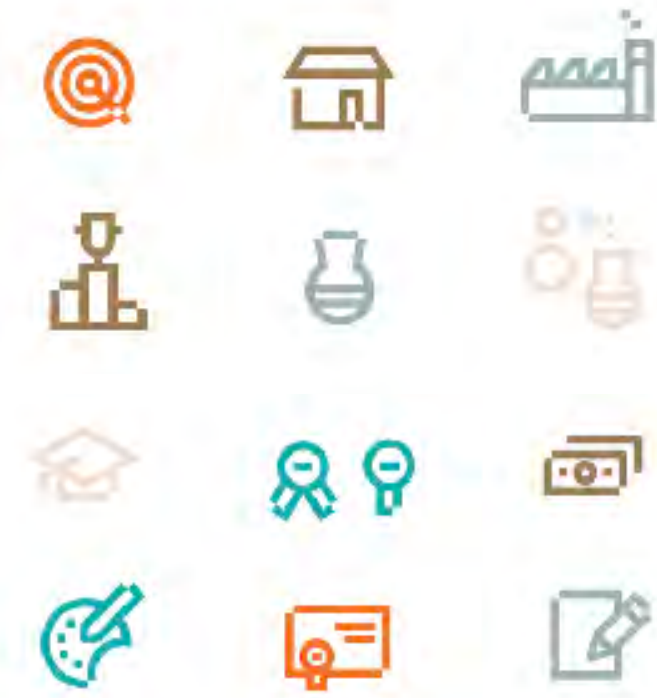
مجلس جهة-19
المنتخب السعودي
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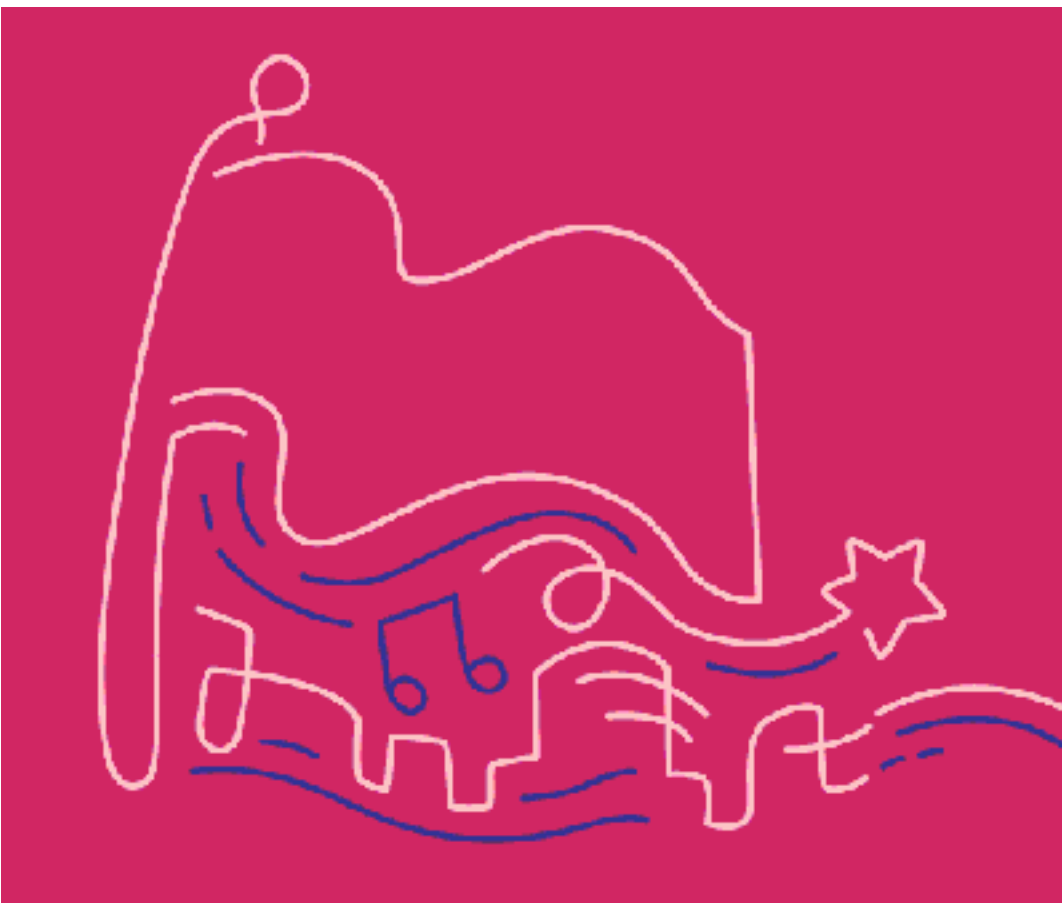




المنور







your next station is..
GRANADIA



غِرِنَاطِيَّة
GRANADIA

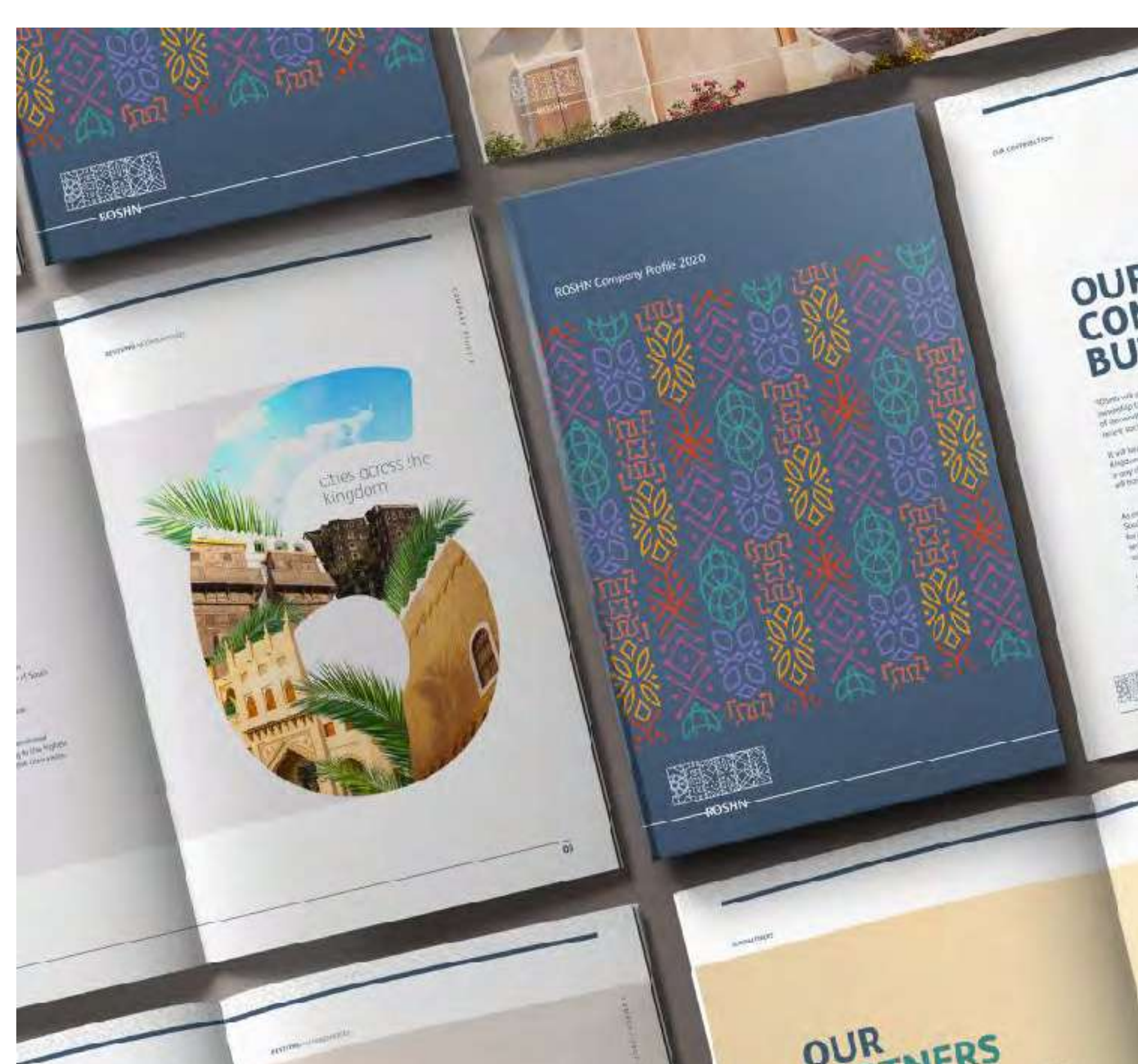


RIYADH'S MOST
SURPRISING
DESTINATION



RIYADH'S MOST
SURPRISING
DESTINATION

غِرِنَاطِيَّة
GRANADIA





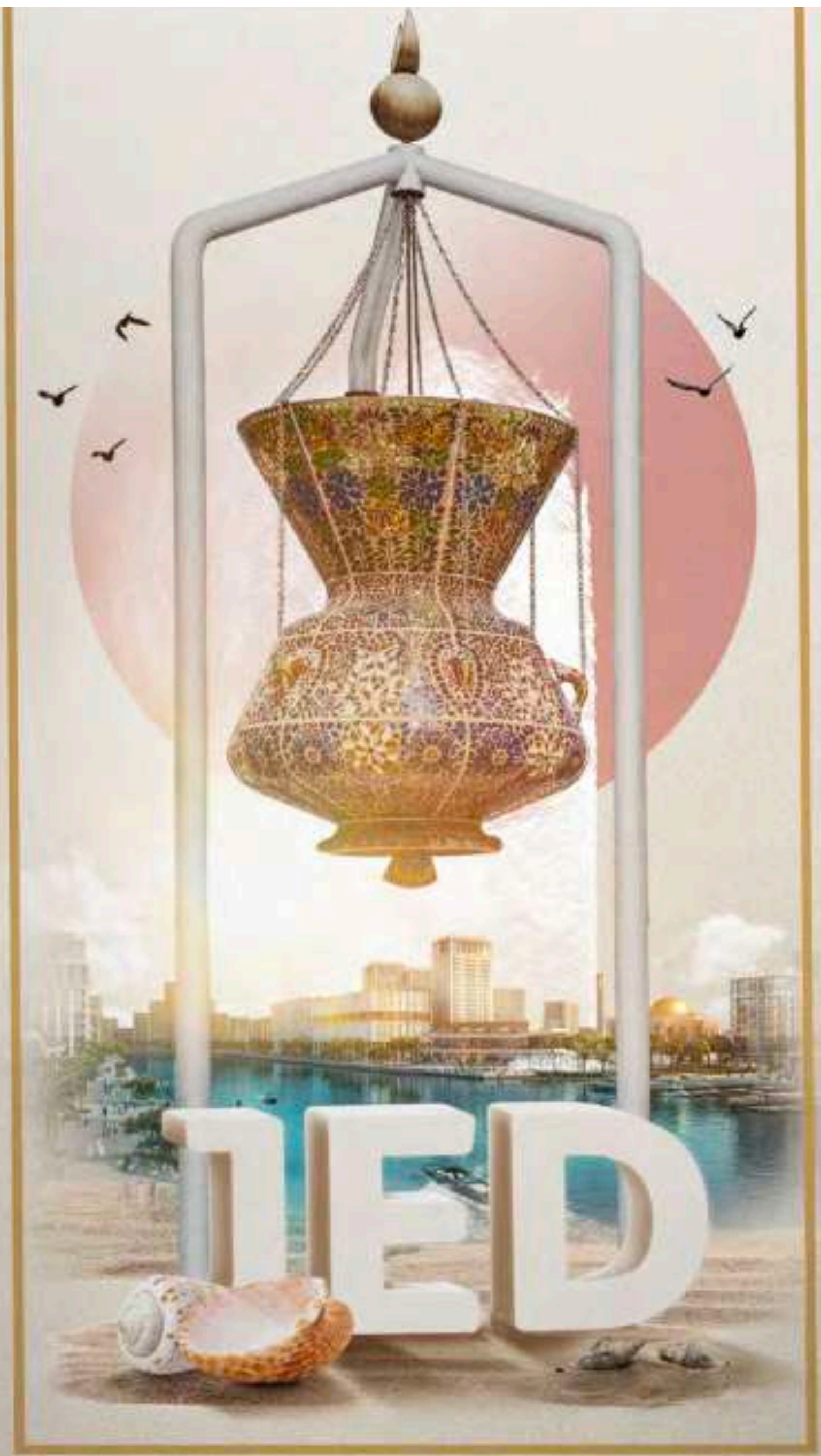
للعروس..
أحياء تحييها..

TED

للمزيد من التفاصيل زيارة
ROSHN.SA



روشن



وجهتك
الجديدة
في جدة

TED

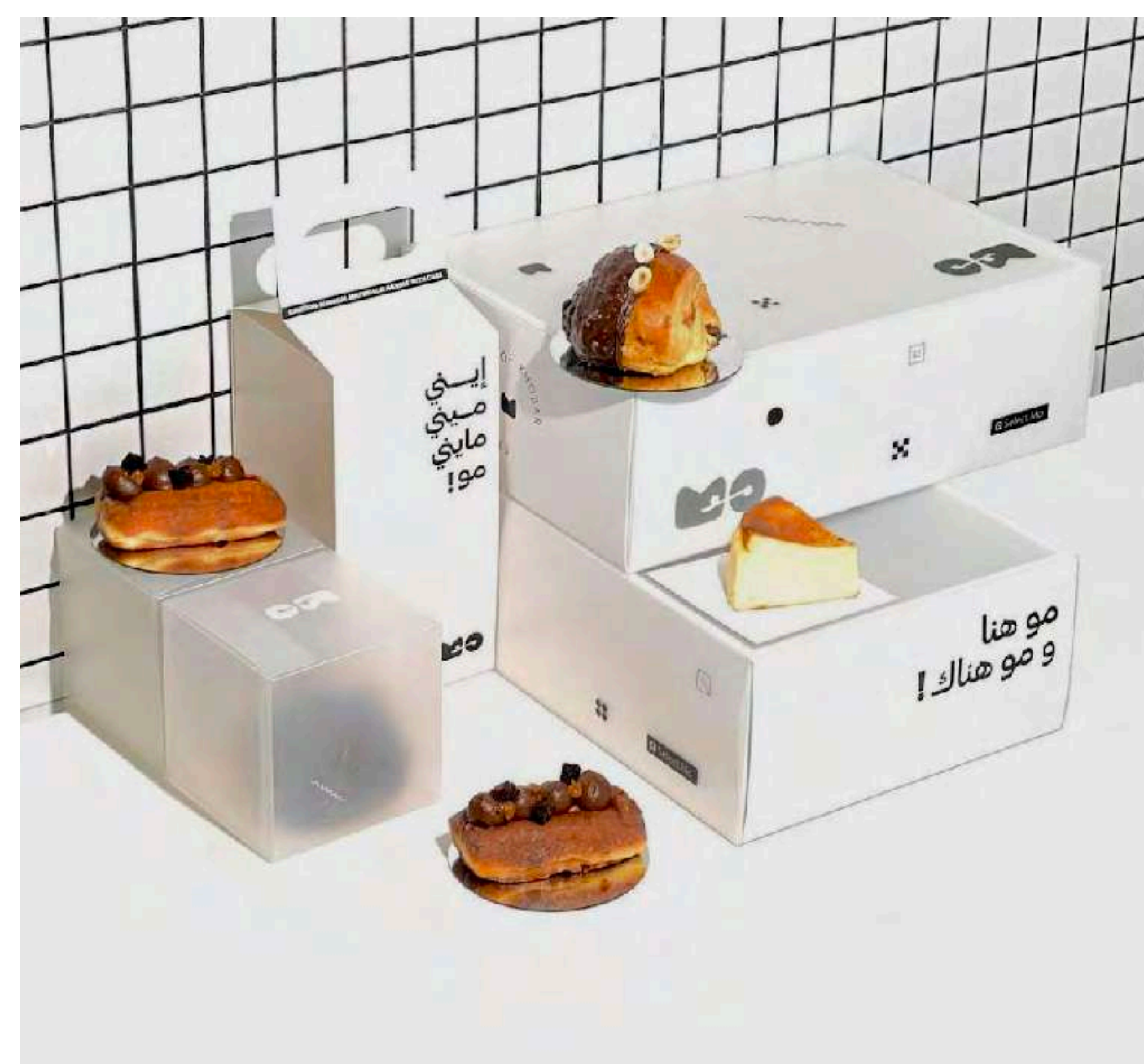
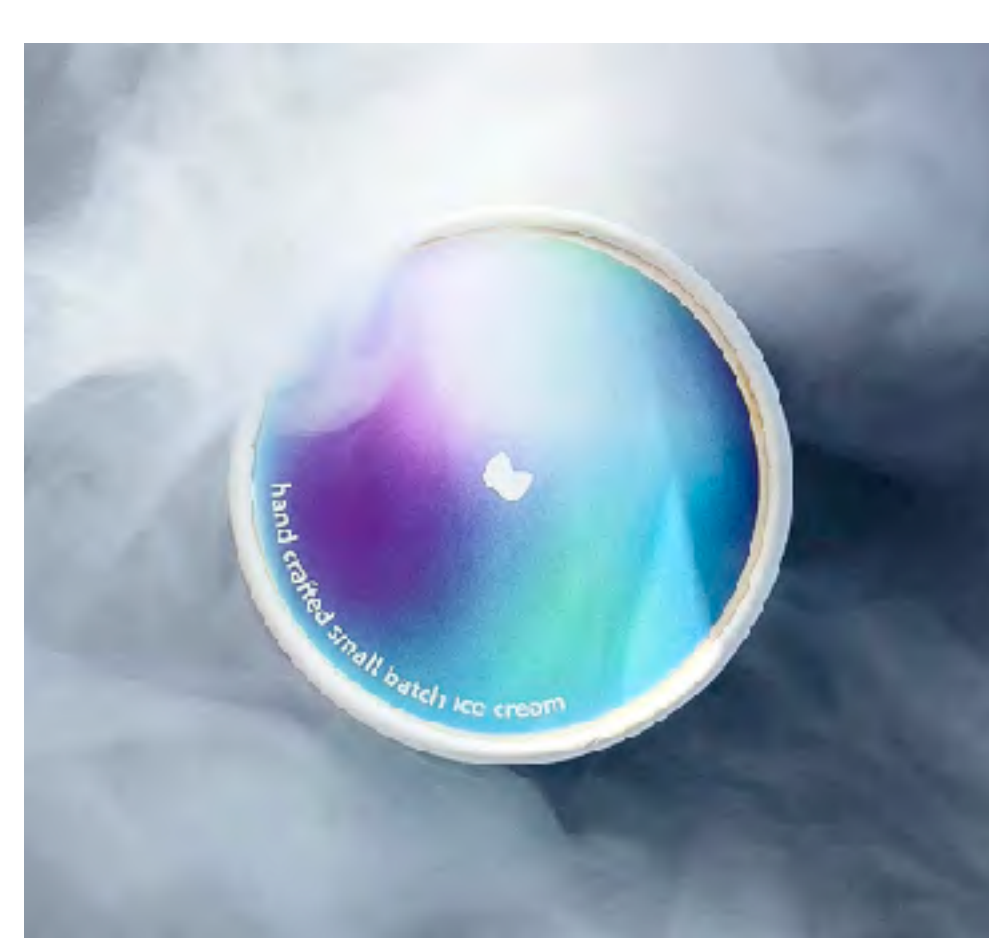
للمزيد من التفاصيل زيارة
ROSHN.SA





نوتريا







Thank You!