

Formulate

Branding | Graphic Design | Digital

Agency Profile

2025

A strategic branding agency with a proven track record of solving brand challenges.

If you are looking to build a brand with a solid foundation, redefine an outdated brand identity, or bring consistency across a fragmented brand or your brand collateral, **we're here to help.**

Brand Builders, Storytellers, Problem-Solvers

We are a creative branding agency based in Dubai, built on the belief that great design isn't just about aesthetics, it's about impact.

As a team of designers, developers, strategists, wordsmiths, and project managers, we work as an extension of your team, bringing fresh perspectives and creative solutions that do more than just look good. We build brands with purpose, crafting meaningful experiences that drive real, measurable results for businesses.

Thoughtful, effective, and, most importantly, genuinely great to work with, we blend strategy, creativity, and a sharp eye for detail with just the right touch of magic.



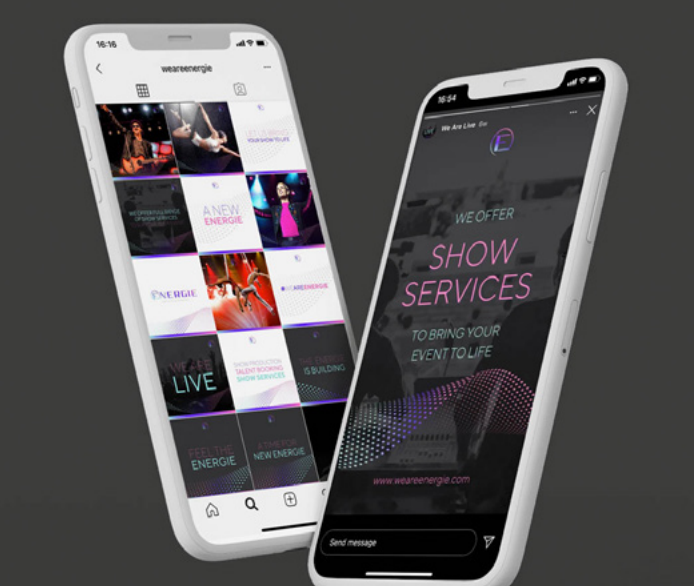
Our Core Services



Brand Identity



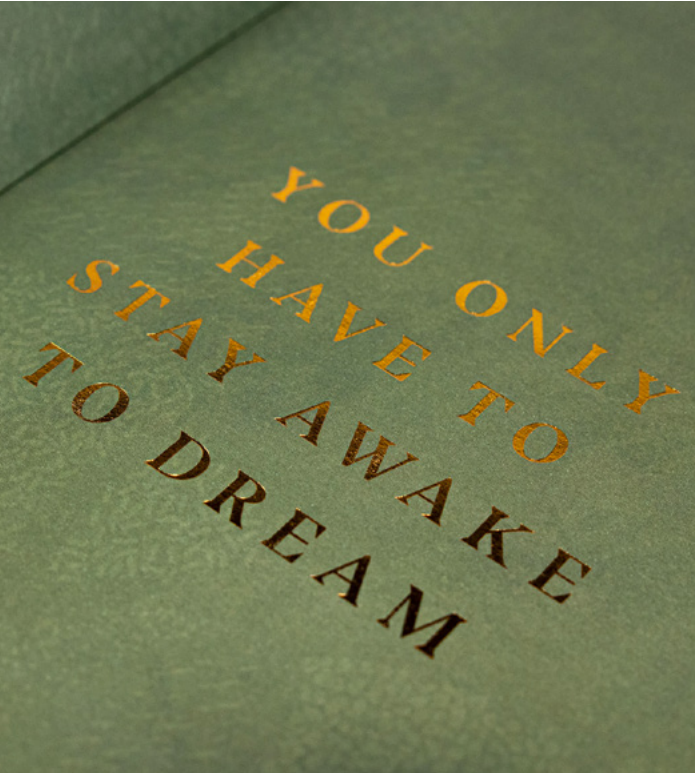
Social Media & Content Creation



Brand Strategy



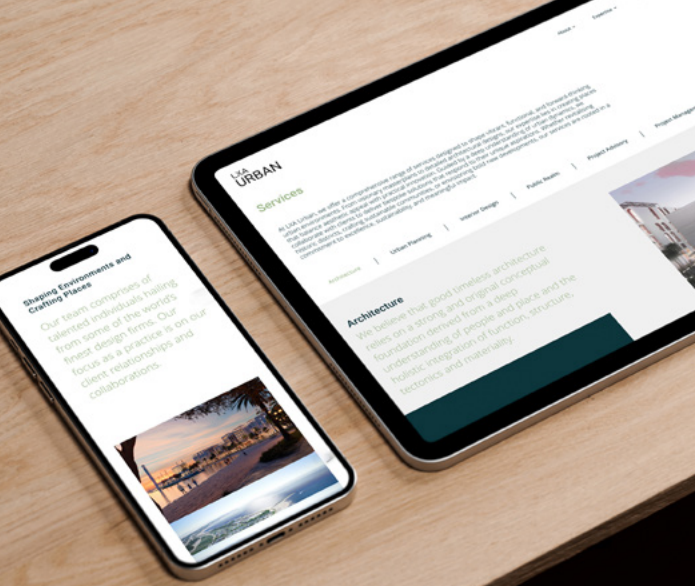
Web Design



Digital Marketing



Graphic Design



Copywriting

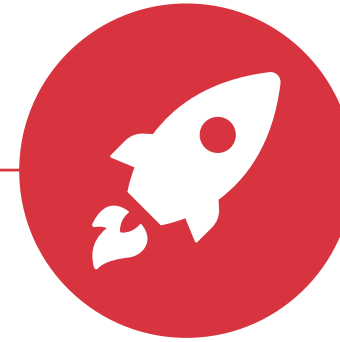


Our Approach



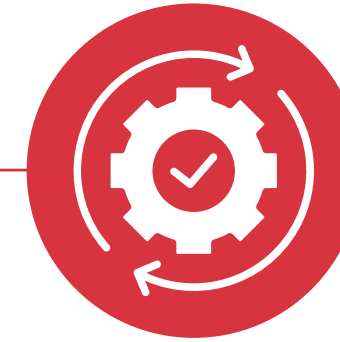
Define

We bring clarity by uncovering, shaping and defining your unique story, crafting a clear vision and mission, and positioning your brand effectively in the market. By defining a compelling narrative, **we help bridge the gap between your business and your audience** ensuring a lasting and meaningful connection that drives engagement and growth.



Elevate

We elevate your brand by combining first-class creativity and strategic design to craft a memorable identity. Our approach **ensures your brand not only stands out but also resonates deeply** with your teams and target audiences building connection, trust, and long-term impact.



Align

We bring consistency across your brand by ensuring that every touchpoint, from branding to collateral, is aligned and delivers a clear, unified message. Through **cohesive design and strategic messaging, we create a seamless brand experience** that strengthens recognition and reinforces trust.

Our Founders

Our founding partners have over 30 years of combined design experience, solving complex brand challenges for clients ranging from global brands and agencies to small businesses and start-ups.

We take a problem-solving approach to every project, identifying pain points and crafting strategic, design-led solutions. Backed by a team of handpicked experts, each bringing specialised skills, we create impactful brands that stand out and drive success.



Theo Adamson
Managing Director

If there's anyone who understands the principle of teamwork, it's Theo. One of seven children, he's used to taking on multiple tasks (as well as five brothers and a sister!) and bringing a sense of order and cohesion to the table.

Theo studied Graphic Arts and Design at Leeds Metropolitan University and moved to Dubai in 2013, where he quickly settled into life in the sunshine, working for a local creative agency on projects for high-profile clients within the region. Today, he's the brains behind Formulate's branding, print, digital, environmental, and packaging design.



Dan Brown
Creative Director

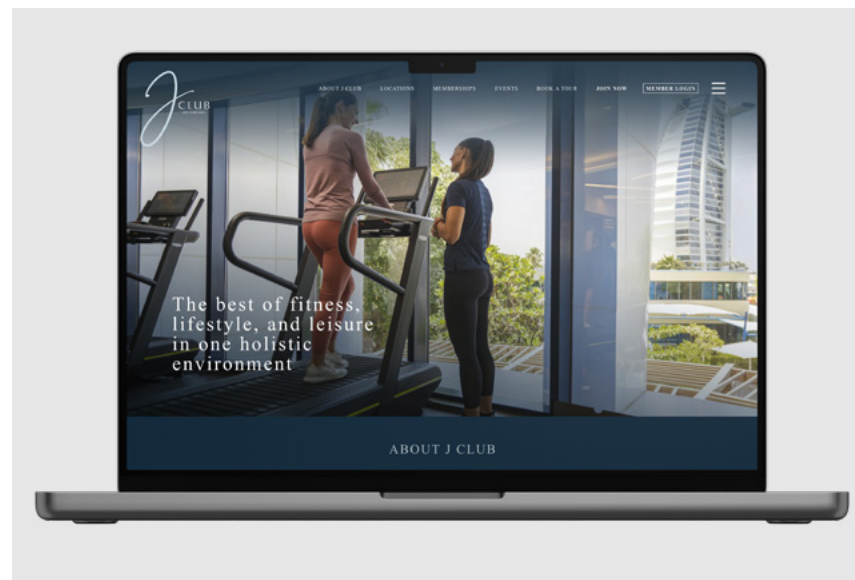
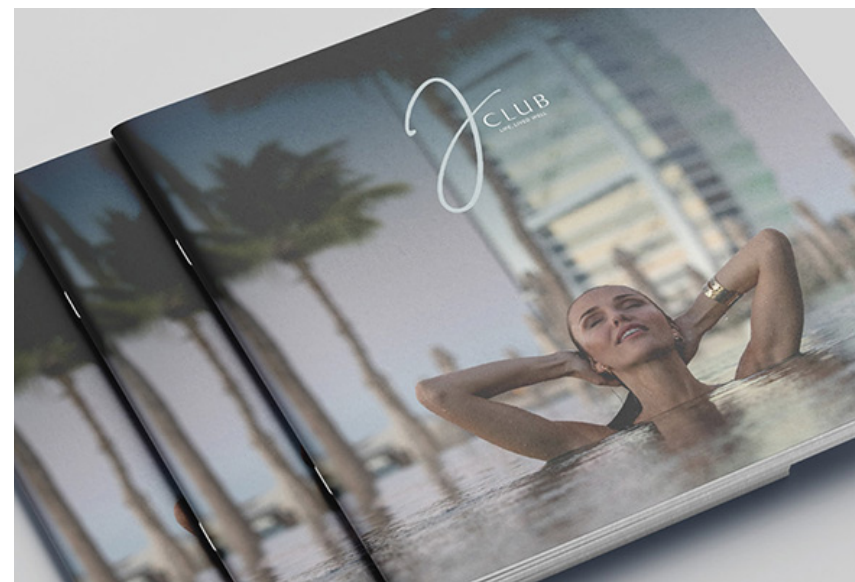
Dan is a motivated and ambitious Creative Designer. He thrives on challenges, which is probably why he learned to fly a plane! Dan has been a designer for over ten years and received a BA(Hons) in Visual Communication: Creative Advertising & Graphic Design from the Birmingham Institute of Art & Design.

Complex creative briefs are what get him out of bed in the morning, and he specialises in delivering viable solutions quickly. With plenty of experience working with Middle East clients, he can turn his hand to anything from conceptual design, branding and brochure design to flyers, corporate materials, and web design.

Our Work

Selected Case Studies

JUMEIRAH



Positioning J Club by Jumeirah as Dubai's Ultimate Wellness and Lifestyle Club

J Club's previous brand failed to resonate with its target audience and didn't reflect the premium wellness experience it offered. By reimagining their brand story and refining their strategy, we developed a visual identity that balanced exclusivity with approachability for the modern wellness audience.

The complete rebrand included a refreshed tone of voice, brand guidelines, membership materials, and interior graphics. A bold social campaign brought the new look to life, elevating J Club's presence and solidifying its position as Dubai's premier destination for health and well-being.

Services

Brand Strategy, Brand Identity, Launch Campaign, Marketing Collateral, Website



ICON Spaces Brand and Digital Redesign for Global Impact

ICON Spaces needed a brand and digital presence that reflected its innovative approach and global vision. Their existing identity lacked the clarity and sophistication to communicate their mission effectively.

Through collaborative workshops, we refined their brand strategy and crafted a fresh visual identity, including a modern logo, refined colour palette, and distinctive typography. We also redesigned their website with a clean, responsive layout, enhancing user experience and reinforcing their core values.

Services

Brand Strategy, Brand Identity, Launch Campaign, Marketing Collateral, Website



Beyond Buying & Selling, Real Estate That Gives Back

Thirty Three Real Estate is redefining real estate in the UAE by integrating purpose-driven giving into its core business model. With 33% of all brokerage fees donated to charity, they go beyond buying and selling homes to create a tangible social impact.

The challenge was to craft a compelling brand narrative that clearly communicated this unique mission while maintaining credibility in the competitive property market. We developed a visual and verbal identity that balances professionalism with purpose. The logo symbolises connection—between buyers, sellers, and the communities they support. The messaging reinforces that every transaction is more than a sale; it's a step toward meaningful change.

Our work included brand storytelling, tone of voice, logo design, colour palette, secondary graphics, and a website showcasing their mission and property listings.

Services

Brand Story, Brand Identity, Brand Identity and Website Design & Build.



UMA JUMEIRAH
SKY DECK

Designing and Developing a New Brand of Luxury for UMA Champagne Bar

Located in the iconic Burj Al Arab, UMA Champagne Bar required a complete brand identity that captured both the hotel's luxury and the bar's exclusivity.

We developed a refined visual identity, including a bespoke logo, an elegant colour palette, and sophisticated typography. From brand strategy to design execution, we ensured consistency across menus, signage, and marketing materials, positioning UMA as a standout venue for luxury and celebration.

Services

Brand Identity, Brand Collateral and Social Media





A Year of Hospitality Excellence, Accor's MEA APAC 2024 Wrap-Up

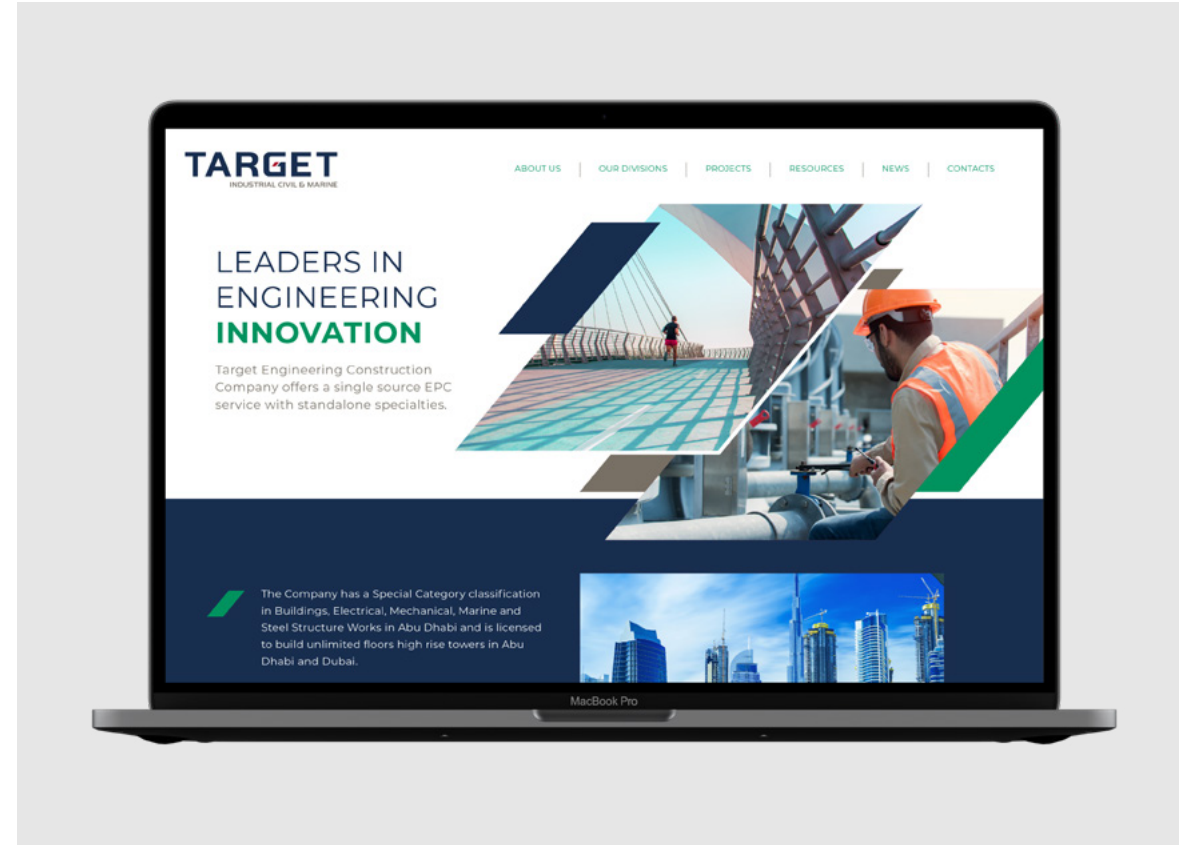
Accor, one of the world's largest hospitality brands, needed a compelling way to showcase its MEA APAC region's achievements, campaigns, and support for hotel partners. The challenge was capturing a vast array of successes while maintaining an engaging format that was easy to digest.

Our solution was a travel magazine-style report, leveraging Accor's rich brand assets, including stunning photography from Beautiful Destinations. Our copywriter conducted extensive interviews to craft a structured, cohesive narrative, ensuring every achievement was highlighted with clarity and impact. Designed with pullout figures, infographics, and key statements, the report made complex information visually accessible. The result? A polished and engaging wrap-up that celebrated Accor's milestones while setting the stage for future success.

Services

**Stakeholder Interviews, Research, Copywriting,
Concept Design and Roll-out**





Strengthening Synergy Between Target Engineering and Alec Construction

Target Engineering, formerly owned by Arabtec, was recently acquired by Alec Construction and needed a rebrand to align with its new parent company. The goal was to create a seamless integration of the two brands while preserving Target Engineering's identity.

We delivered a complete rebrand, including the development of brand guidelines and marketing collateral. By incorporating Alec Construction's brand elements and colour scheme, we ensured a unified and professional look that reflects the strength and synergy between both companies.

Services

Brand Identity, Brand Guidelines



CAFU



Branding a New Era of On-Demand Clean Energy

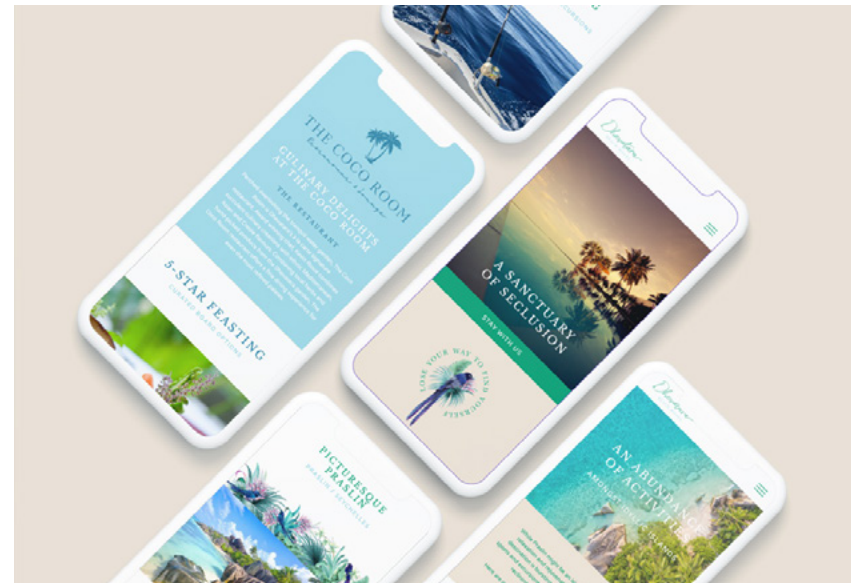
HYPR was created as a joint venture between CAFU, SirajPower, and climate impact investor Creek to bring the region's first on-demand energy system to life through advanced battery storage. As a new player in the market, it needed a strong brand identity to establish credibility and communicate its vision for sustainable energy.

We developed the name and visual identity, crafting a bold, future-focused brand that reflects HYPR's innovation and impact. Our work extended across digital and physical collateral, ensuring a seamless and powerful launch.

Services

Naming, Brand Identity, Brand Guidelines





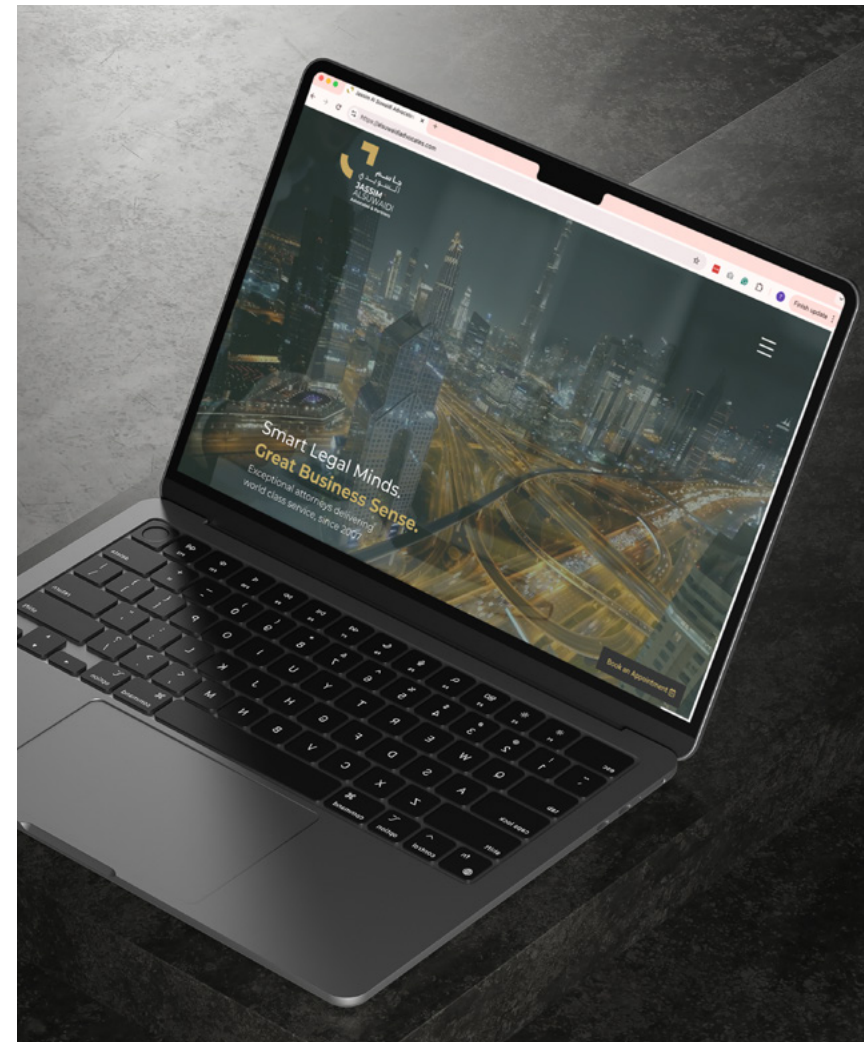
Encapsulating the Natural Beauty of Seychelles in a Boutique Hotel Brand

Dhevatarara Beach Hotel, located on Praslin Island in Seychelles, required a brand that reflected its stunning tropical surroundings and luxurious atmosphere. Our project involved reworking the brand architecture and creating brand guidelines that could be applied to other luxury destinations for consistency.

We also developed a unique photography style to capture the essence of the tropical beauty and luxury of the resort, along with a full suite of marketing and hotel collateral, including rate cards, in-room menus, hotel information books, stationery, and signage. The project also included a responsive website, social media, and email campaigns to elevate the hotel's digital presence.

Services

Brand Story, Brand Identity, Guidelines
Hotel Brand Collateral, Illustration, Website Design



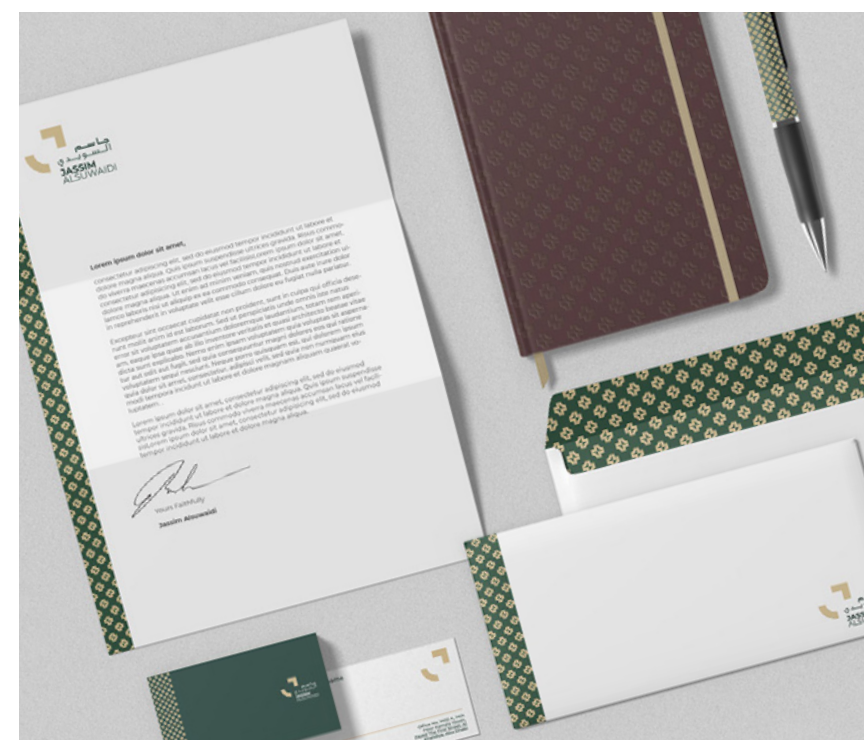
Crafting a Distinct Identity for Jassim Alsuwaidi to Redefine Legal Professionalism

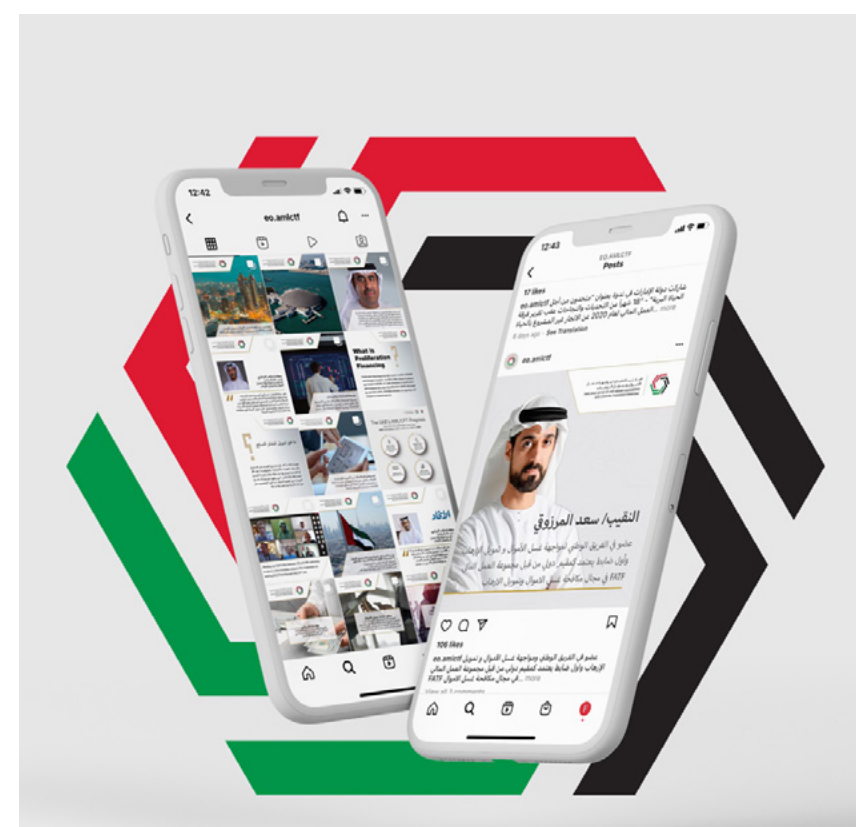
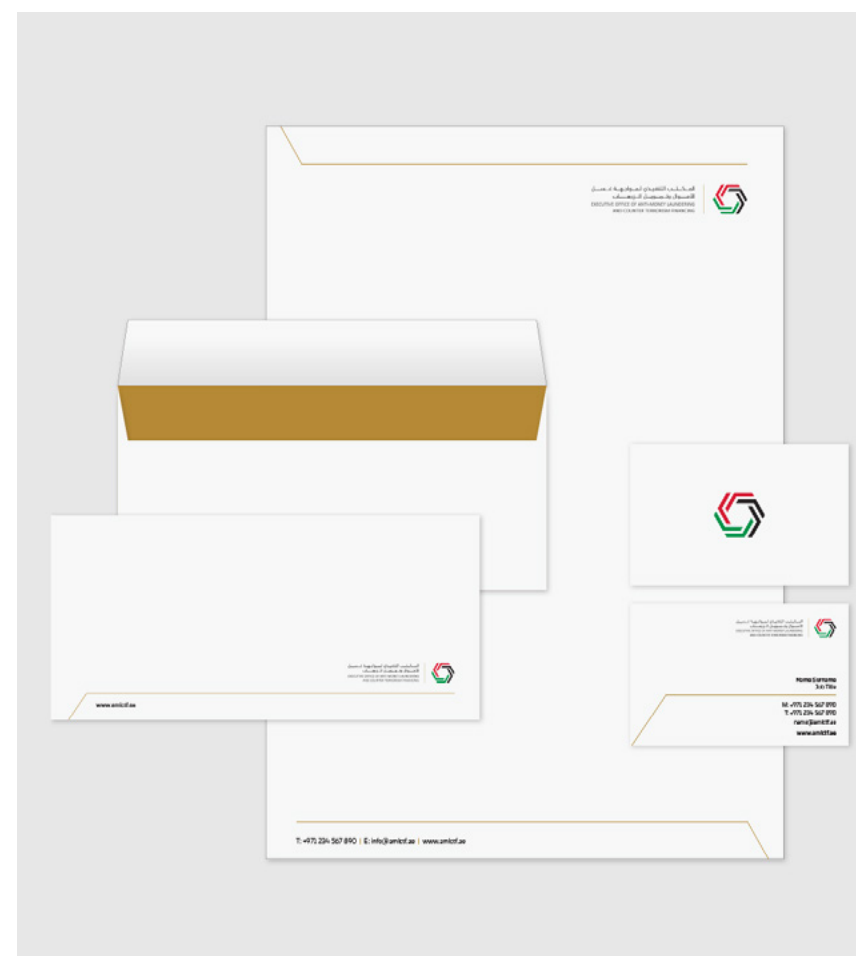
Jassim Alsuwaidi's brand lacked a cohesive identity that truly reflected the company's core values and corporate strategy. Through in-depth workshops with key stakeholders, we focused on refining the tone of voice and developed brand guidelines to better align with their vision.

This process allowed us to update the design across all collateral, including the logo, typography, and other key brand elements. The result is a sophisticated, cohesive look that strengthens their professional identity and elevates their presence in the legal field.

Services

Brand Story & Positioning, Brand Identity, Stationery Suite, Website Design & Build





المكتب التنفيذي لمواجهة غسل الأموال وتمويل الإرهاب
EXECUTIVE OFFICE OF ANTI-MONEY LAUNDERING AND COUNTER TERRORISM FINANCING



Safeguarding the UAE with AMLCTF's Brand Built on Trust and Stability

The Executive Office of Anti-Money Laundering and Counter-Terrorism Financing (AMLCTF) lacked a unified and professional brand identity, making it challenging for them to communicate the seriousness of their services and establish trust with financial institutions and regulatory bodies.

To address this, we developed a strong brand identity that conveyed security, authority, and professionalism. We created a new logo, refined the colour scheme, and designed visual elements that resonated with their target audience. We also produced a range of collateral, a communications toolkit, and social media content, ensuring a cohesive and impactful market presence.

Services

Brand Story & Positioning, Brand Identity, Stationery Suite, Website Design & Build



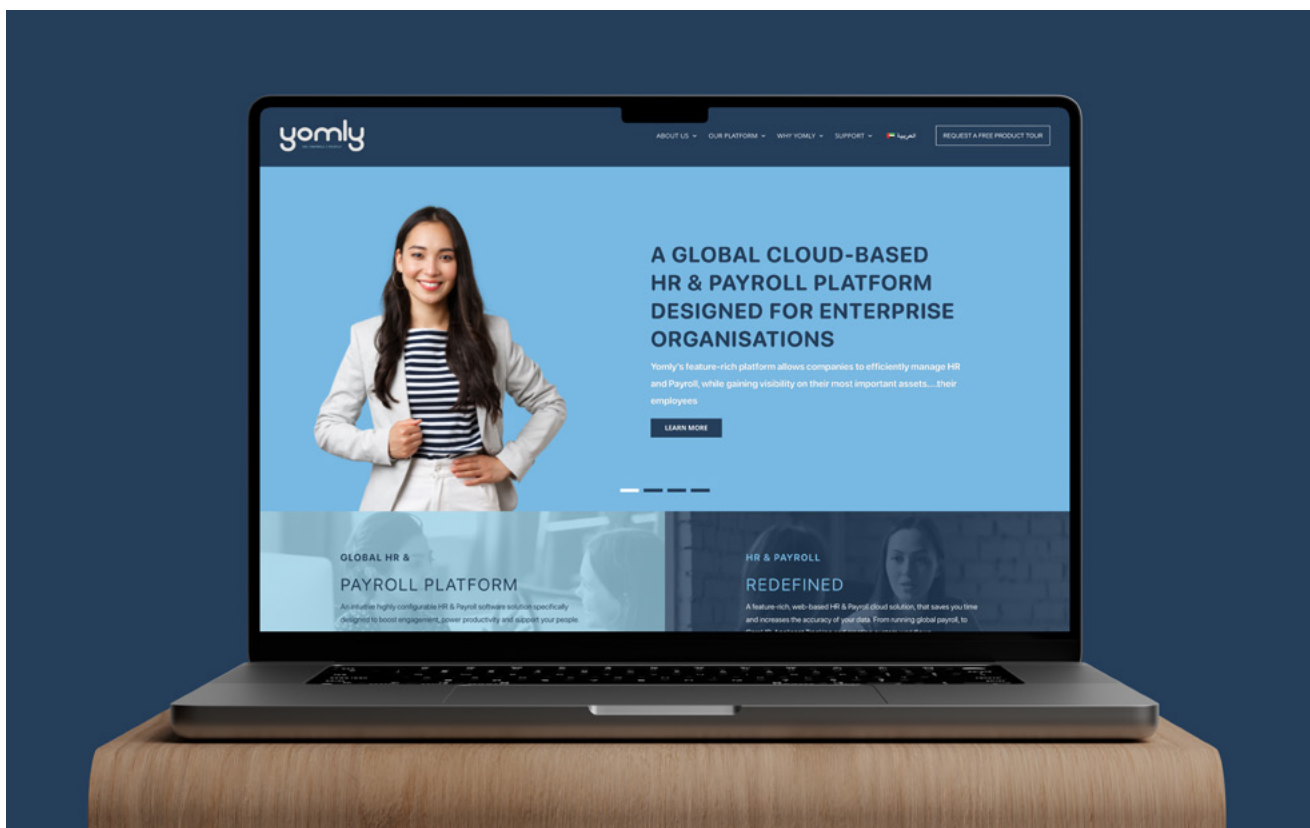
Yomly's Rebirth: Setting the Standard for Modern HR Tech Solutions

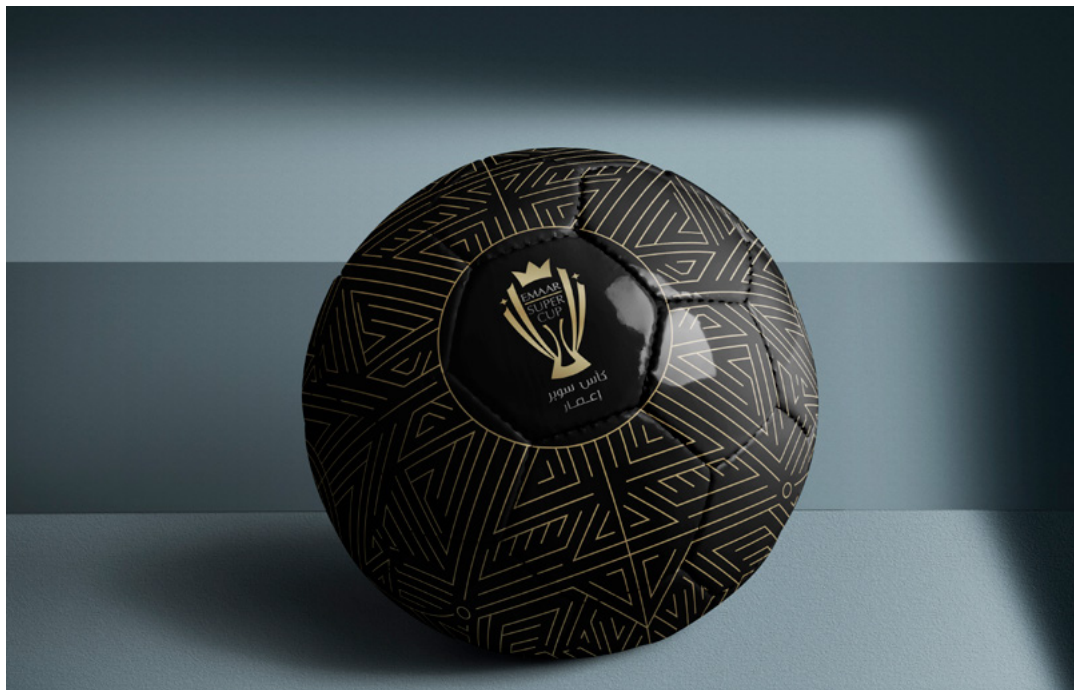
Previously known as Emirates HR, Yomly's old name and identity lacked the relevance and energy needed to appeal to a younger, more forward-thinking audience. They struggled to position themselves as the "cool grown-ups" of the HR industry.

The rebranding to Yomly, derived from the Arabic words "Yom" (meaning "day") and "ly" (meaning "my"), allowed the company to better reflect a sense of personalisation and forward momentum. We collaborated with the Yomly team to develop a modern and approachable logo, a vibrant colour palette, and sleek typography. Alongside this, we redesigned their website in English and Arabic to enhance user experience with an intuitive, engaging layout. The new identity now clearly positions Yomly as a fresh and engaging platform in the HR tech industry.

Services

Brand Identity, Website Design, Stationery





Bringing Prestige to the Pitch with The Emaar Super Cup

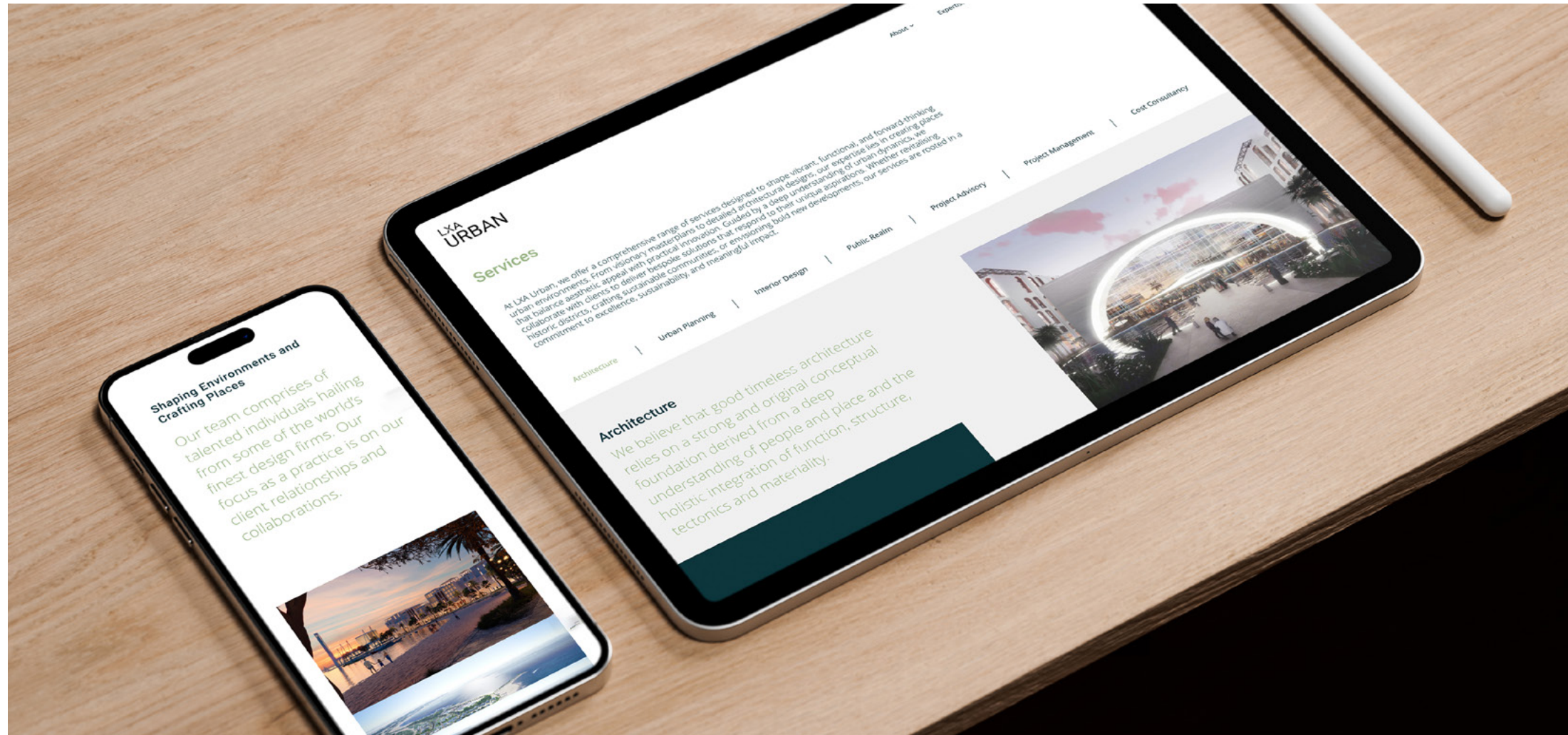
The Emaar Super Cup, one of the UAE's premier football events, required a visual identity that captured its energy and prestige. The challenge was to blend the excitement of football with the timeless elegance of early 20th-century design.

Drawing inspiration from the bold geometric style of the Art Deco era, we developed a clear visual language that incorporated the Emaar logo, font styles, and branding. This ensured consistency across all touchpoints, enhancing the overall experience for fans and players alike before, during, and after game day.

Services

Event Branding, Event Collateral, Brand Guidelines

LXA URBAN



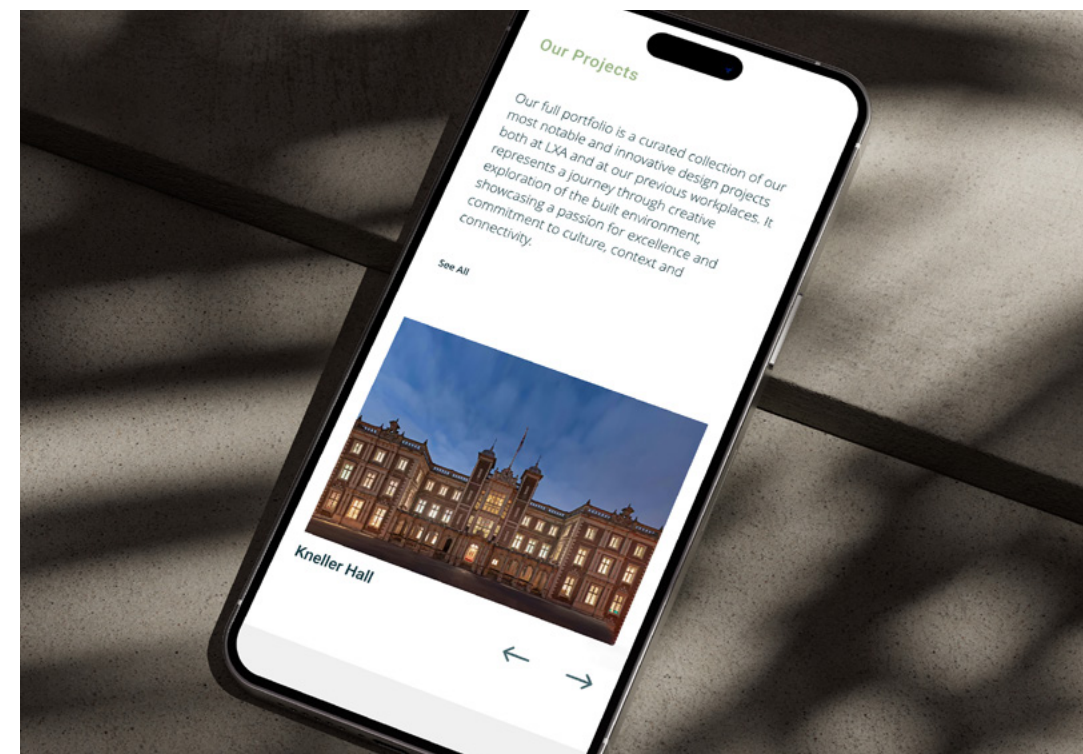
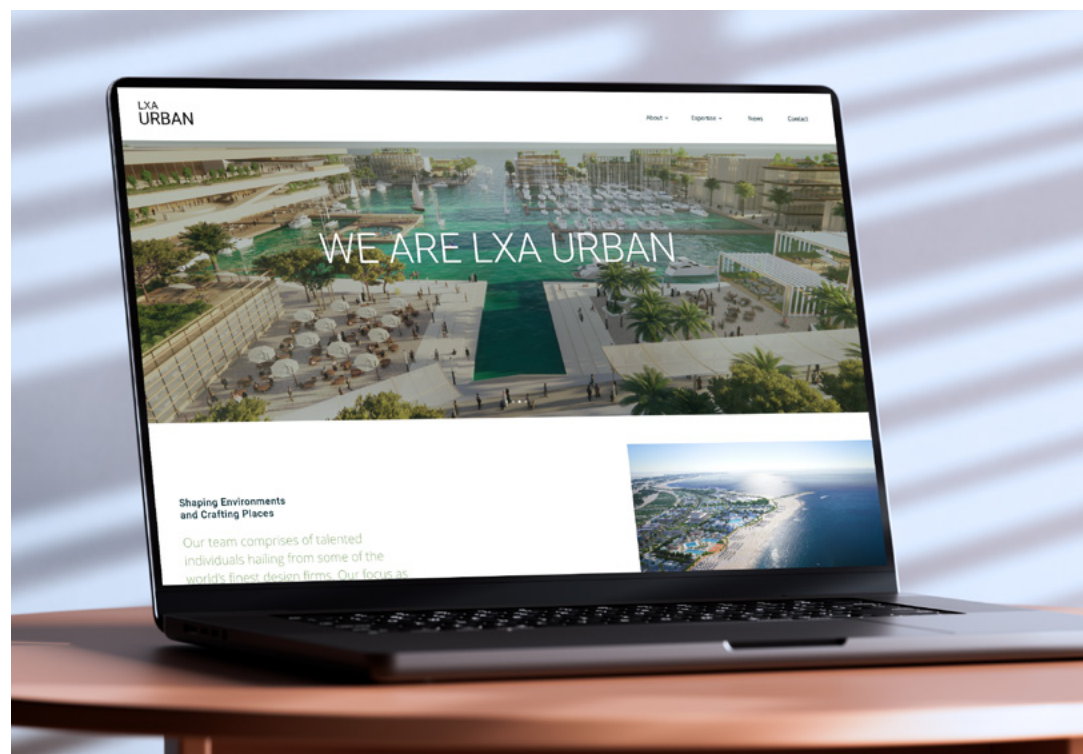
Showcasing LXA Urban's Design-Led Architectural Expertise

With a growing portfolio of creative spaces, LXA Urban wanted a website that could effectively showcase their work, communicate their values, and connect with potential clients.

By understanding their aspirations and target audience, we crafted a website that tells their story and reflects their design-forward approach. The clean, modern layout is both visually striking and functional, aligning with LXA Urban's commitment to creative architecture. High-quality visuals and project images were integrated to highlight their impressive work, while the user-friendly design ensures an intuitive experience across all devices.

Services

UX & UI Design, Website Design & Development





Employee Category	Male	Female	Total Training Hours
Senior Management	395	117	512
Middle Management	43,172.5	22,215.5	65,388
Branch Managers	178.5	178.5	357
Junior Management	3,451	1,809	5,260
Bank Employees	3,548	2,712	6,260
Total Training Hours	50,744	27,031	77,775



Transforming Mashreq's Annual Report into a Visually Engaging Narrative

Mashreq needed a high-impact annual report to effectively communicate its financial data, achievements, and future outlook to stakeholders, investors, and partners. The previous reports lacked visual coherence and failed to fully capture the bank's innovative and forward-thinking approach.

We developed report design concepts and refined the layout and typesetting to transform complex data into a visually engaging narrative. By incorporating bold visuals, infographics, and a modern design approach, we delivered a cohesive, impactful report that reflected the brand's professional image on every page. We also handled proofreading and printing, ensuring a polished, practical and visually engaging result.

Services

Copywriting, Report Design, Print Management



Bringing Bold Flavours to Life by Developing Donner Chef's Playful Brand Identity

Donner Chef required a brand that was fun, fresh, and relatable, designed to engage a wide audience, particularly Millennials and Gen Z. The goal was to create a distinct personality that combined approachability with a cheeky, playful vibe.

We collaborated closely with the Donner Chef team to define their brand messaging and market position. The result was a vibrant logo, a lively colour palette, and modern typography that captured the brand's energy. The wordmark we created became a central element across their website and packaging, ensuring consistency and impact across all touchpoints.

Services

Brand Identity, Packaging, Brand Collateral, Interior Design, Signage, Social Media



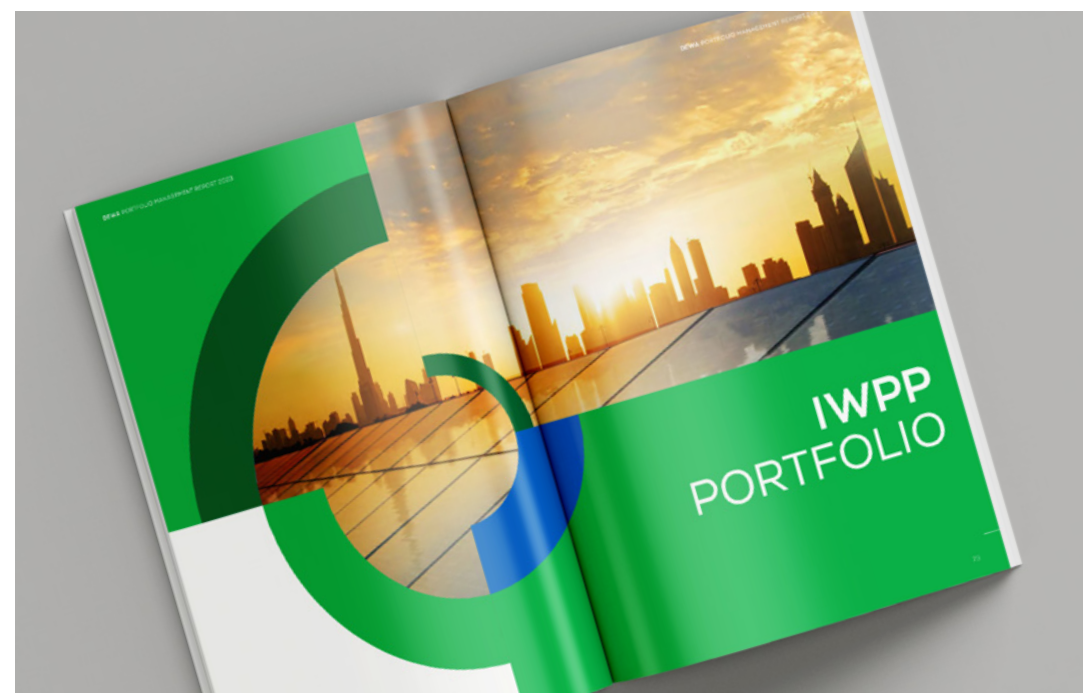
Turning Complex Data into Clear Insights for DEWA's Management Report

DEWA needed to produce a high-level management report for key stakeholders and government officials, covering its entire portfolio of companies. The challenge was dealing with a large amount of complex information and bringing it to life in a way that was clear, engaging, and aligned with the strict timeline.

We standardised the information across graphs, diagrams, and visuals, transforming the complex data into easily digestible content. Our team focused on clarity and consistency, aligning every element for maximum impact. We also carried out professional proofreading to refine the content, ensuring precision and a polished, professional result.

Services

Report Design, Infographics, Print Management





Capturing the Spirit of Italy with a Brand Evolution for Larte

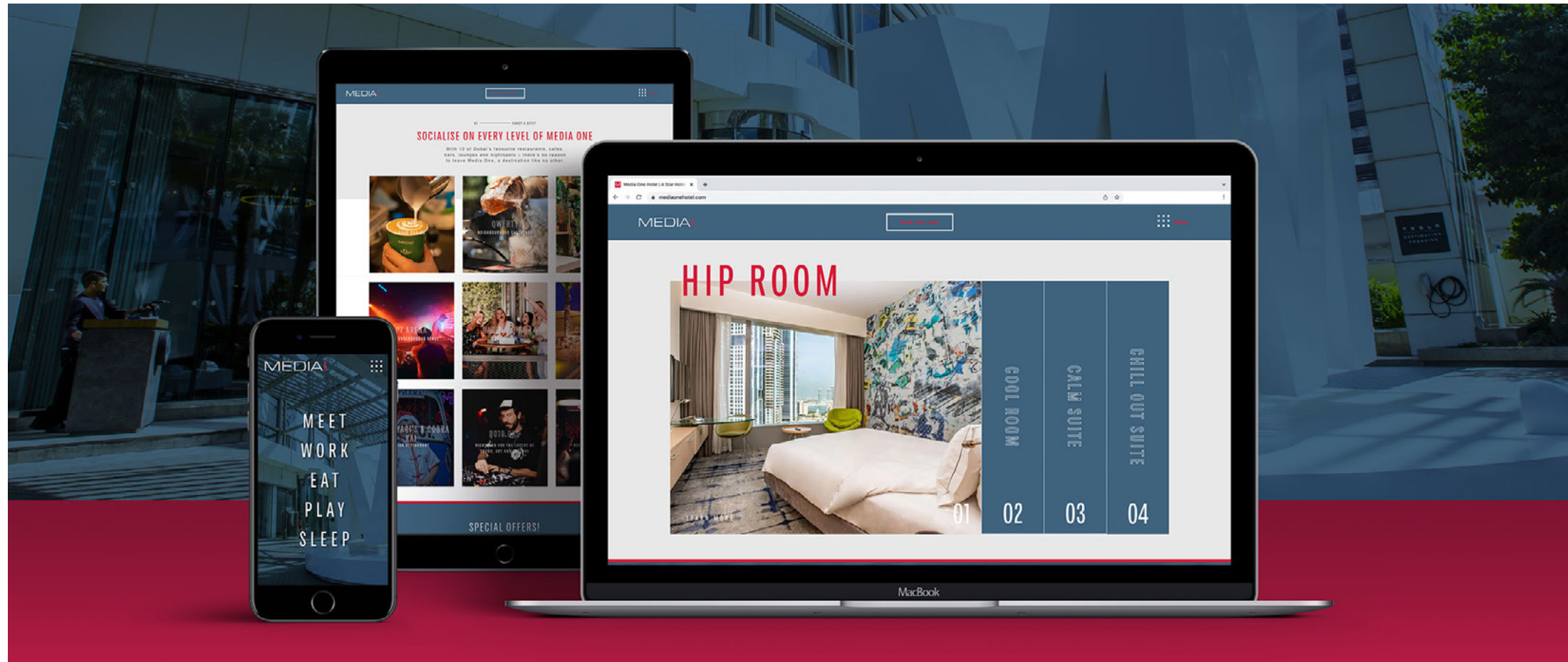
Larte's existing brand no longer represented their sophisticated and modern dining experience. As a well-known Italian restaurant in Studio One Hotel, they needed a refreshed identity that stayed true to their roots while reflecting their evolving vision.

We drew inspiration from Italy's rich heritage and culture to redefine their brand. Incorporating bold abstract graphics inspired by elements of the deconstructed logo and colour hues drawn from the new interior theme, we gave their design a contemporary edge. This refreshed identity perfectly captures Larte's dedication to offering authentic Italian cuisine with a modern twist, creating a cohesive and elevated brand experience.

Services

**Branding, Packaging, Menus, Uniforms
Brand Collateral, Signage, Social Media**





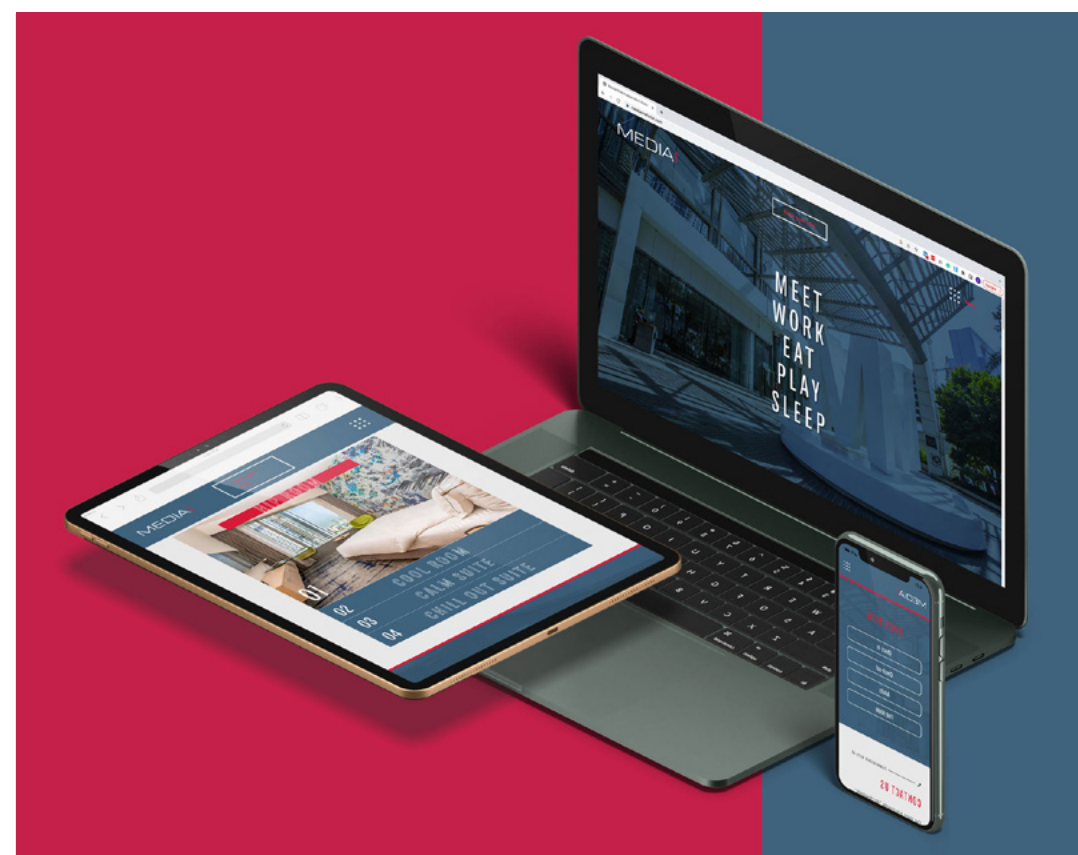
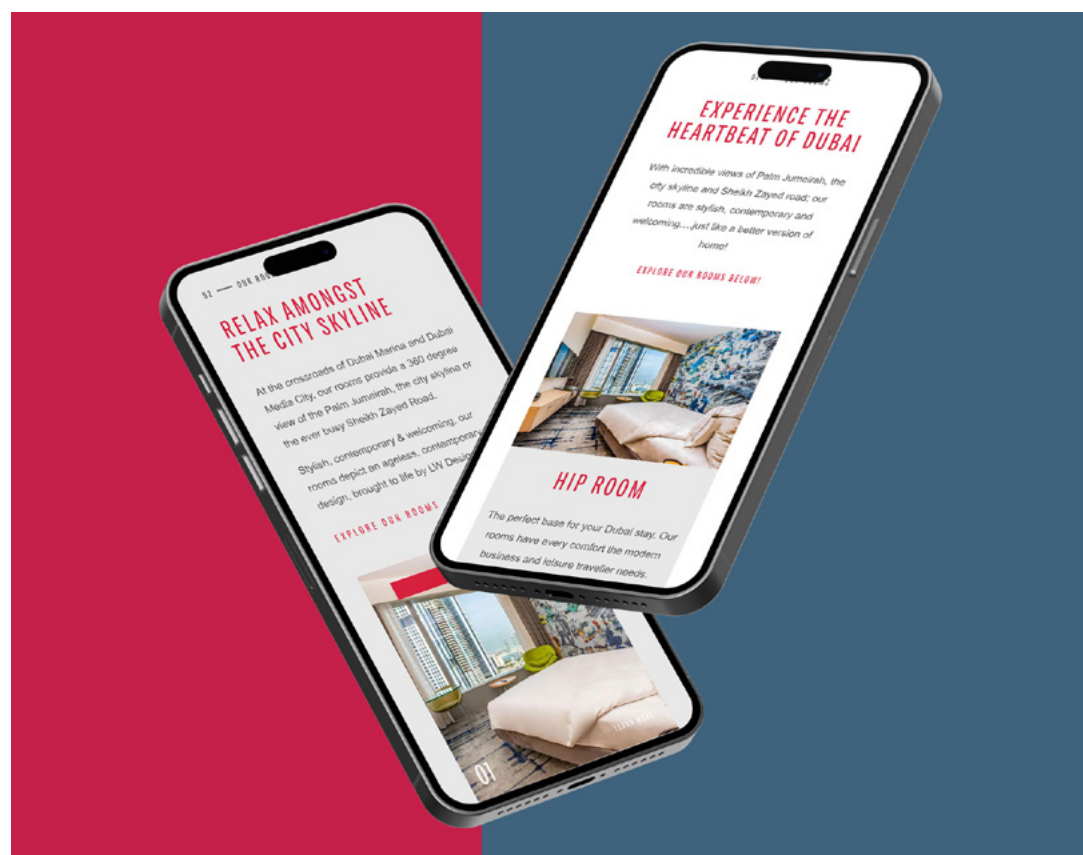
Elevating Media One Hotel's Digital Presence with a Sleek New Website

Media One's existing website lacked the user experience and modern design needed to reflect its dynamic presence in the hospitality and events industry. They needed a platform that was not only visually appealing but also easy to navigate, while aligning with their innovative brand.

We collaborated closely with the Media One team to redesign their website with a focus on clean, contemporary aesthetics and a user-friendly interface. By incorporating intuitive navigation, compelling visuals, and clear calls-to-action, we crafted a platform that highlights their unique offerings while driving engagement. The new website now serves as an effective, user-friendly hub for an immersive guest experience.

Services

UX & UI Design, Website Design & Development





Transforming DNA Recruitment's Brand for Industry Leadership

After ten successful years, DNA Recruitment sought a rebrand to elevate their presence and position themselves as market leaders in the medical recruitment sector. They needed a brand that conveyed trust, professionalism, and differentiation in a competitive market.

We created a modern logo and visual identity that reflects DNA's expertise and reliability, along with a full suite of marketing collateral for consistent messaging. We also redesigned their website with a clean, user-friendly layout, optimised for both desktop and mobile, to enhance navigation for clients and candidates.

Services

Brand Identity, Stationery Suite, Website Design & Build, Brand Guidelines, Brand Dec





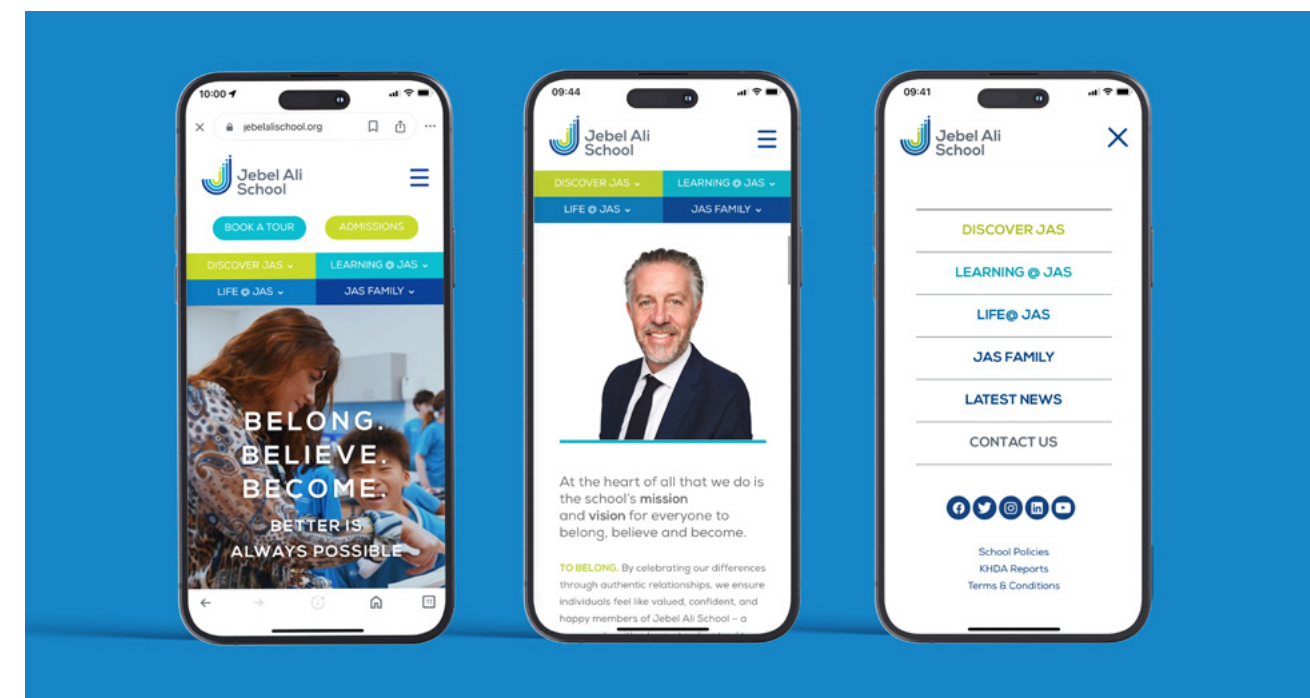
Showcasing the Magic of Community Spirit Online with Jebel Ali School

The previous Jebel Ali School website faced issues with content overload, outdated design, and poor navigation, making it hard to engage potential parents and students and communicate key information to current stakeholders.

In the redesign, we prioritised intuitive navigation, accessibility, and mobile responsiveness to improve user experience. The result was a clear, uncluttered, and responsive interface that boosted engagement and visibility. By incorporating high-quality imagery and videos, we effectively captured the school's warmth and vibrant community spirit, aligning with its core values: Belong, Believe, Become.

Services

**UX & UI Design, Copywriting,
Website Design & Development**





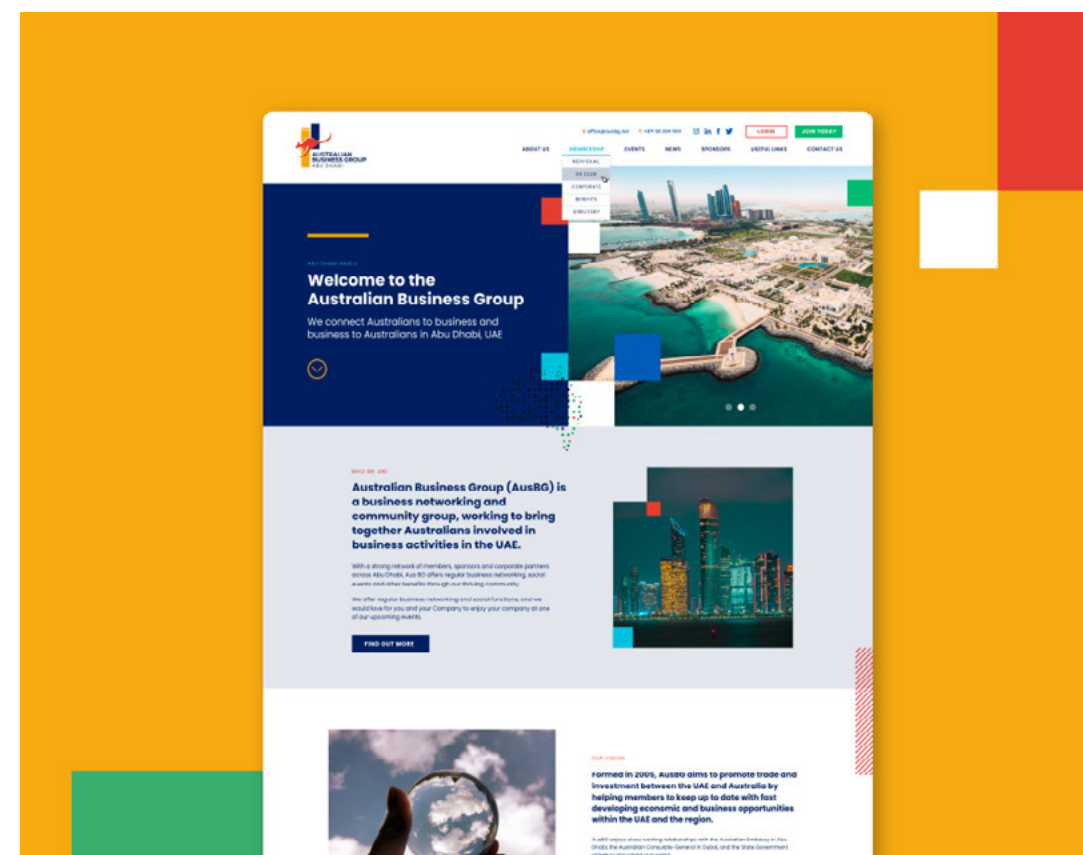
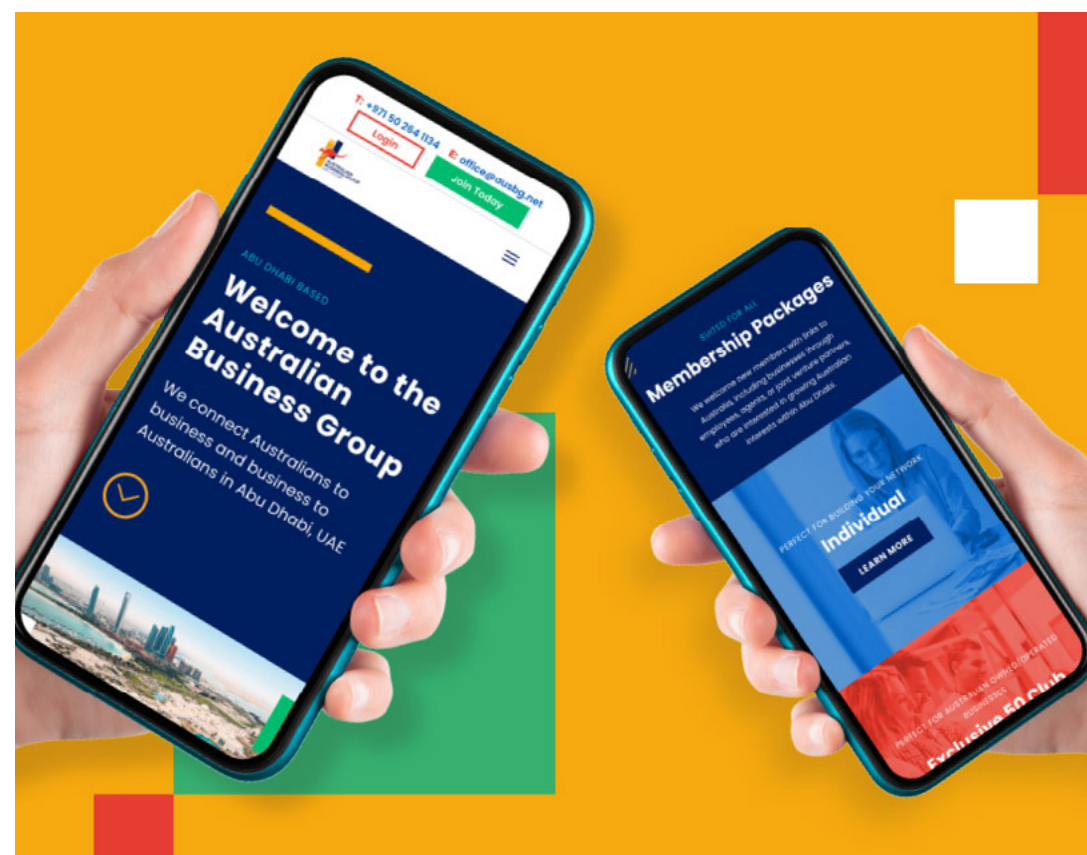
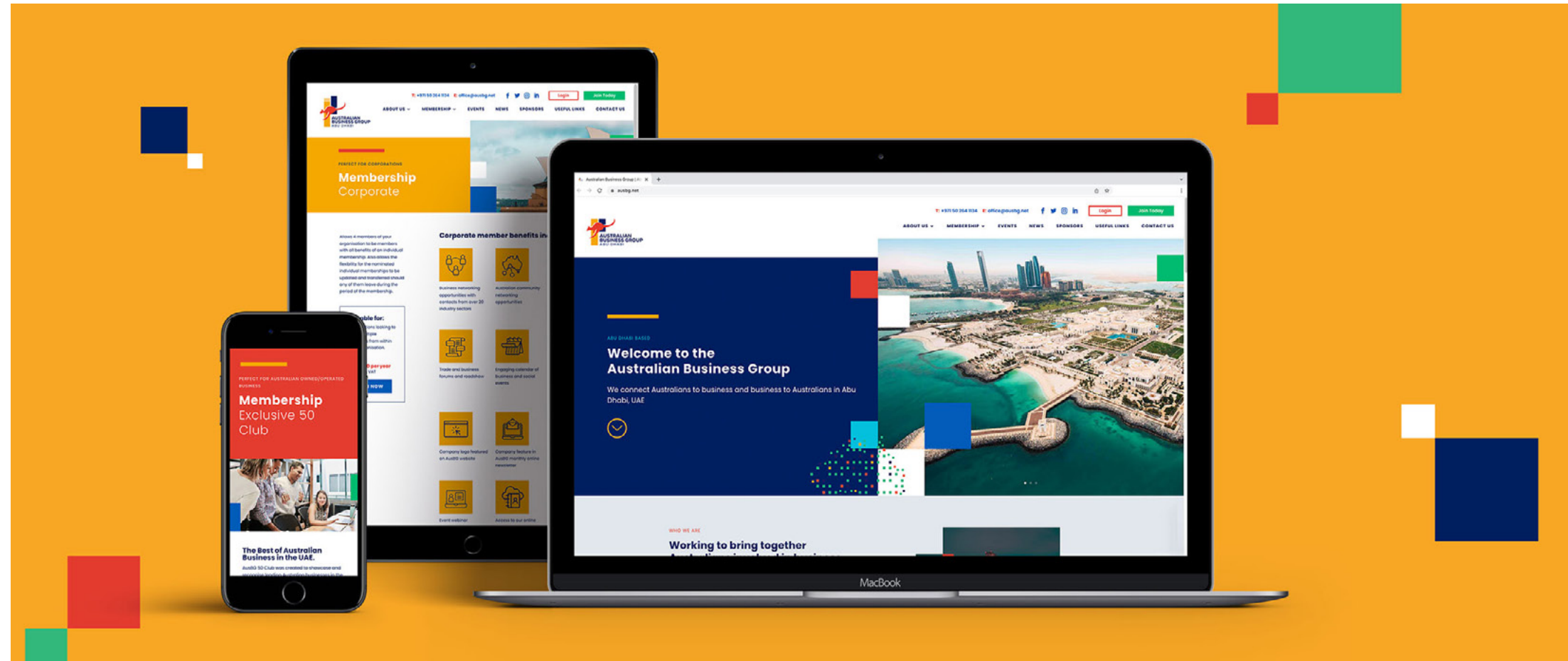
Connecting Australian Businesses with the UAE Through a New Digital Hub

After rebranding in 2021, the Australian Business Group's previous website no longer aligned with its updated identity, professional network, or the needs of its members. They needed a fresh, dynamic membership platform to support their new brand rollout.

The redesigned site provides members with exclusive access to premium content, including a membership database, special offers and rewards, and a calendar of events. With a user-friendly, responsive design, the site offers a seamless experience across all devices, strengthening community connections.

Services

**UX & UI Design, Copywriting,
Website Design & Development**





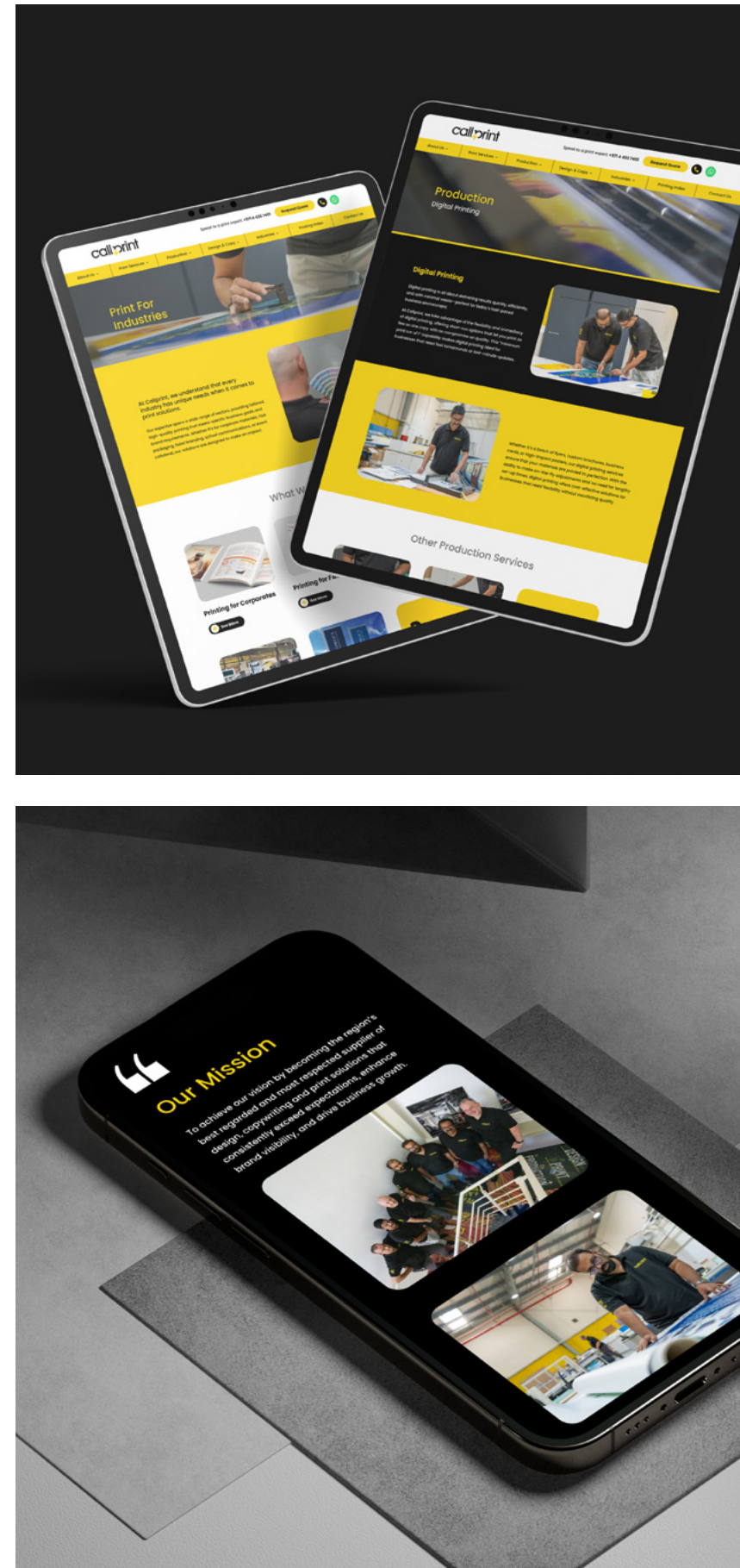
Positioning Callprint as Dubai's Go-To Print Experts with a SEO-Optimised Website

Callprint's website was outdated, hard to navigate, and didn't highlight their expertise or services effectively. They needed help positioning themselves as Dubai's go-to print experts and clarifying their offerings for potential customers.

We conducted a thorough site audit and our in-house copywriter worked closely with the Callprint team to define their unique value. We restructured the site's layout, highlighted their core services, and added a photoshoot of the team in action to give the site more personality. We also optimised it for SEO to improve visibility. The result is a clean, user-friendly website that effectively communicates Callprint's expertise, driving traffic and generating more leads.

Services

**Copywriting, UX & UI Design,
Website Design & Development**





Why Work with **Formulate**

Why Work with Formulate



An Expert Team

An experienced team of passionate experts.



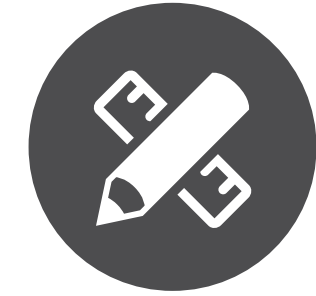
Proven Track Record

Experience in enhancing brands and elevating their market presence through logo design and collateral.



UAE Based

Located in Dubai allowing us to work closely with your team and have a clear understanding of the MENA region.



Customised Designs

All of our designs are tailored to our clients needs.



Comprehensive Experience

A proven track record delivering successful branding projects.



All In-House

Our designers and developers are in-house; we don't outsource these services.



Arabic Capabilities

Native Arabic speakers within our team.

Trusted by Industry Leaders



مصرف الإمارات العربية المتحدة المركزي
CENTRAL BANK OF THE U.A.E.



Client Feedback



"I would like to express our appreciation for the exceptional work in the last project and we are very satisfied with the professionalism, quality, timelines, and dedication shown by your team."

Project Lead
Mashreq



"After working with a number of designers who struggled to get it right, Formulate nailed it the first time. We have since gone on to build an ongoing working relationship with them and they now provide us with regular design support."

Cara Nazari, Managing Director
AmCham Dubai



"Formulate work with you in true partnership - they listen deeply and quickly and are also willing to challenge your ideas. They met with us and after one meeting understood exactly what we were trying to do and the personality we wanted to create."

Charlotte Siffre, Group Vice President
People & Culture, Al Ghurair



Formulate

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