

Formulate

Branding | Graphic Design | Digital

Education Profile

2025

**A strategic branding agency
with a proven track record of
solving brand challenges for
the education sector.**

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redefine an outdated brand identity, or bring consistency across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 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 internal teams, 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.



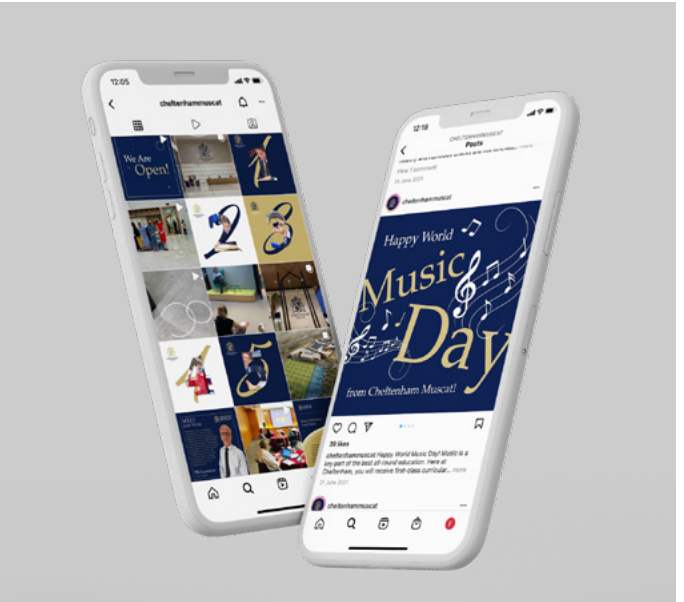
Our Core Services



Brand Identity



Social Media & Content Creation



Brand Strategy



Web Design & Development



Digital Marketing



Graphic Design



Copywriting

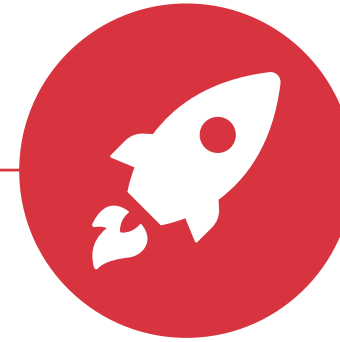


Our Approach



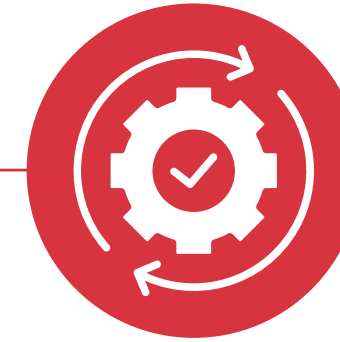
Define

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 no stranger to juggling multiple tasks and bringing structure, clarity, and cohesion to every project.

After studying Graphic Arts and Design at Leeds Metropolitan University, Theo moved to Dubai in 2013 and quickly adapted to the region's fast-paced creative industry. Over the years, he has built a strong understanding of the education landscape across the Middle East, working with many of the region's leading schools to help elevate their brands, enhance reputation, and drive enrolment.

Today, Theo leads Formulate's creative output spanning branding, print, digital, environmental, and packaging design—with a focus on delivering strategic, design-led solutions that resonate with educational institutions and their communities.



Dan Brown
Creative Director

Dan is a motivated and ambitious Creative Designer who thrives on challenges—which might explain why he learned to fly a plane! With over ten years of experience, Dan holds a BA(Hons) in Visual Communication: Creative Advertising & Graphic Design from the Birmingham Institute of Art & Design.

He specialises in turning complex creative briefs into practical, impactful solutions—often under tight timelines. Having worked extensively with clients across the Middle East, Dan has developed a strong understanding of the region's education sector. His portfolio includes branding, brochure design, and digital communications for leading schools and educational institutions, helping them communicate clearly and stand out in a competitive landscape.

From conceptual design to corporate materials and web design, Dan brings energy, versatility, and precision to every project.

Our Education Work

Selected Case Studies



Bridging Heritage and Modernity for St. George's Schools, Germany

St. George's, a group of three British International schools in Germany, needed to modernise their brand while preserving their rich heritage. The existing branding felt outdated, making it harder to connect with their evolving audience while staying true to the school's legacy.

We reworked the school crests to introduce a more contemporary aesthetic, while maintaining key elements of the original design. We refined the colour palette to give it a more premium feel and updated the typography to reflect the schools' modern outlook. We continue to roll-out the new brand across a wide range of collateral and social media content, ensuring a consistent and engaging presence across all touchpoints.

Services

Brand Strategy, Brand Identity, Marketing Collateral, Brand Collateral, Social Media & OOH Advertising

Showcasing the Magic of Community Online & In Print with Jebel Ali School

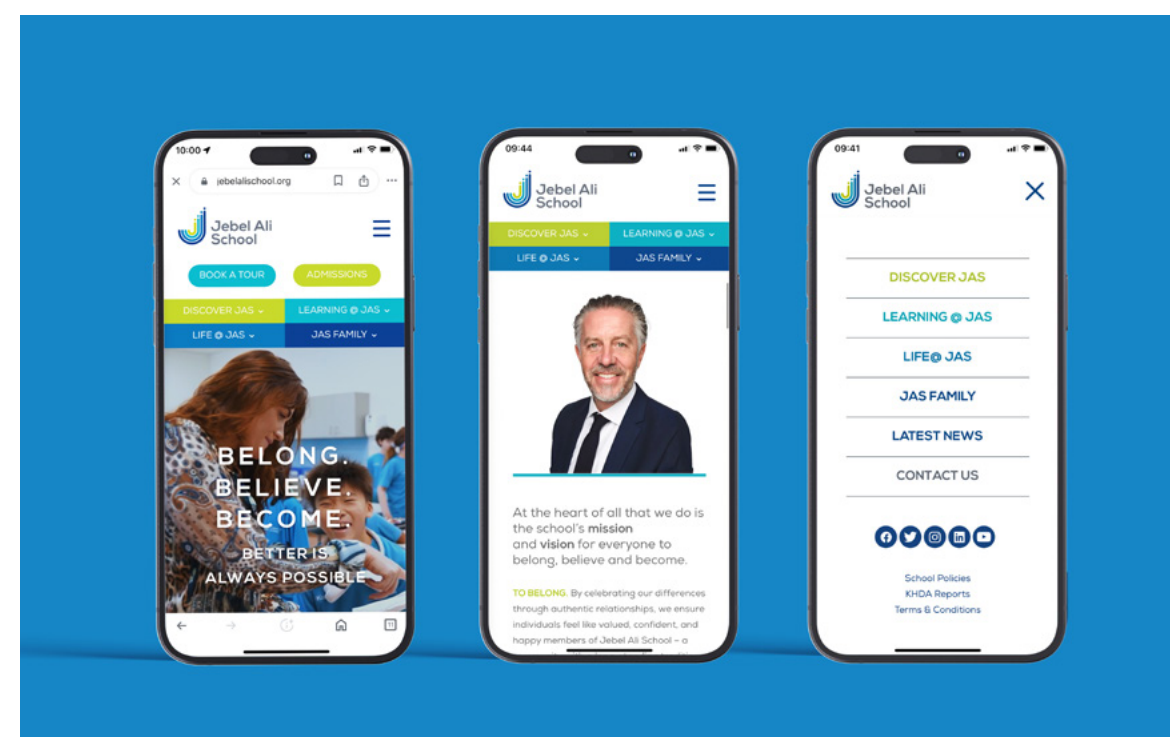
The previous Jebel Ali School website suffered from content overload, outdated design, and poor navigation, making it hard to engage potential parents, students, and current stakeholders.

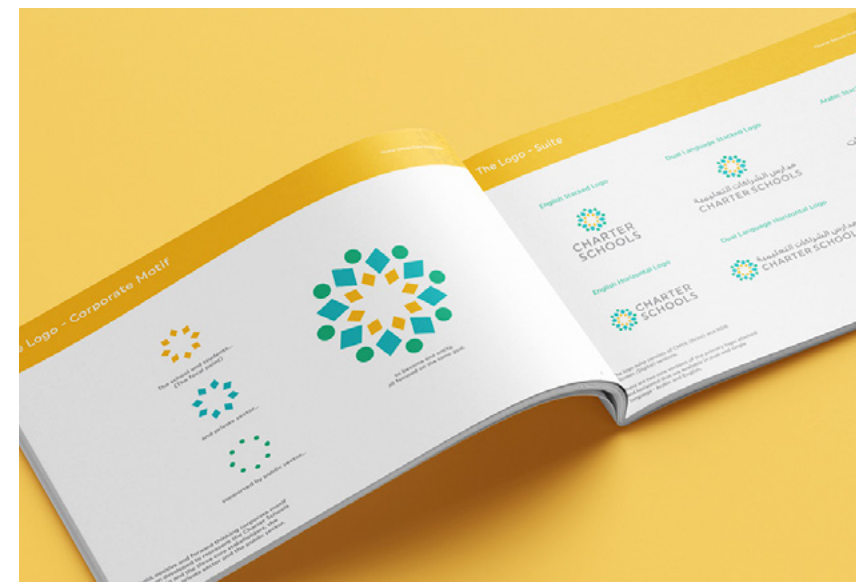
In the redesign, we prioritised intuitive navigation, accessibility, and mobile responsiveness for a better user experience. The result was a clean, easy-to-navigate website that boosted engagement and visibility. High-quality imagery and videos captured the school's warm, vibrant community spirit, aligning with its core values: **Belong, Believe, Become.**

We also designed the school's yearbook to celebrate student achievements and reflect the same community pride, along with impactful outdoor advertising to raise their profile and attract new families.

Services

Website Design & Development, Yearbook & OOH Advertising





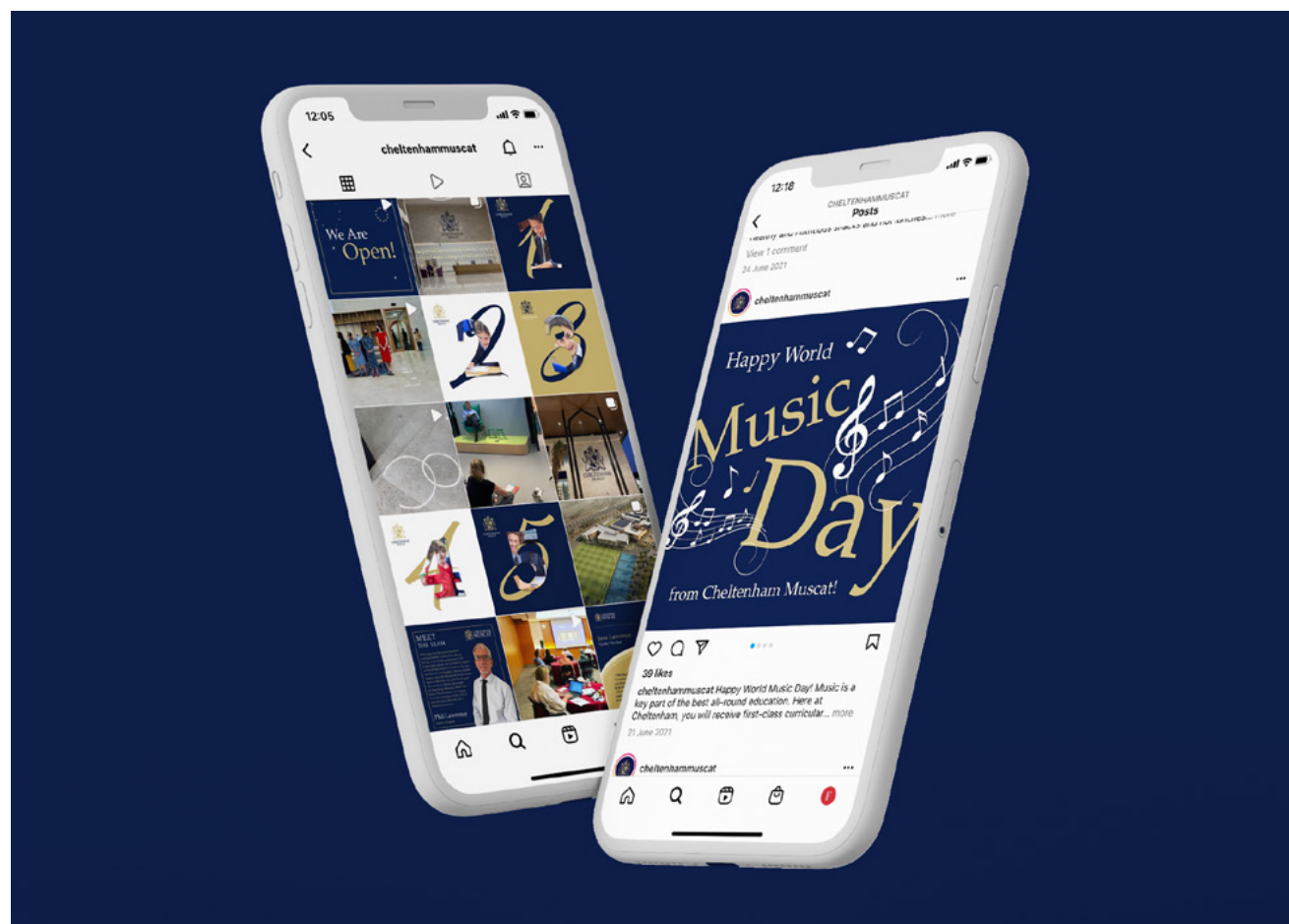
Strength in Synergy: Crafting the Charter Schools Brand

Charter Schools, a partnership between the government and private sectors in Abu Dhabi, needed a brand identity that captured the unique synergy between its three key operators - Aldar Education, Bloom, and Taaleem - while highlighting the inclusive and dynamic educational environment they provide.

We developed a three-tier logo concept that symbolised the collaboration and shared goal of supporting students. The design emphasised simplicity and impact, using a complementary colour palette of three harmonious tones and a clean, legible typeface in both Arabic and English. The bold, iconic logo resonates with the core values of Charter Schools - empowering students through innovation, inclusivity, and partnership. Their new identity seamlessly translated across all touchpoints, from stationery and signage to the website and digital platforms, creating a consistent and recognisable presence.

Services

Brand Identity, Brand Guidelines & Brand Collateral



Supporting Cheltenham Muscat's Launch with Impactful Collateral

When Cheltenham Muscat opened in September 2021 in Oman, they needed powerful collateral to support their launch and establish a strong presence in the region. The materials had to reflect the prestigious Cheltenham brand while appealing to a new audience in Muscat.

We designed a full suite of launch materials, including a prospectus that highlighted the school's heritage and vision, along with presentations, banners, and social media content. To further boost their presence, we ran targeted paid social media and search campaigns, ensuring maximum visibility to prospective families.

Our ongoing partnership continues with content creation and website maintenance, keeping Cheltenham Muscat's digital presence fresh and aligned with their evolving identity.

Services

**Launch Collateral, Social Media,
Website Support & Prospects Design**



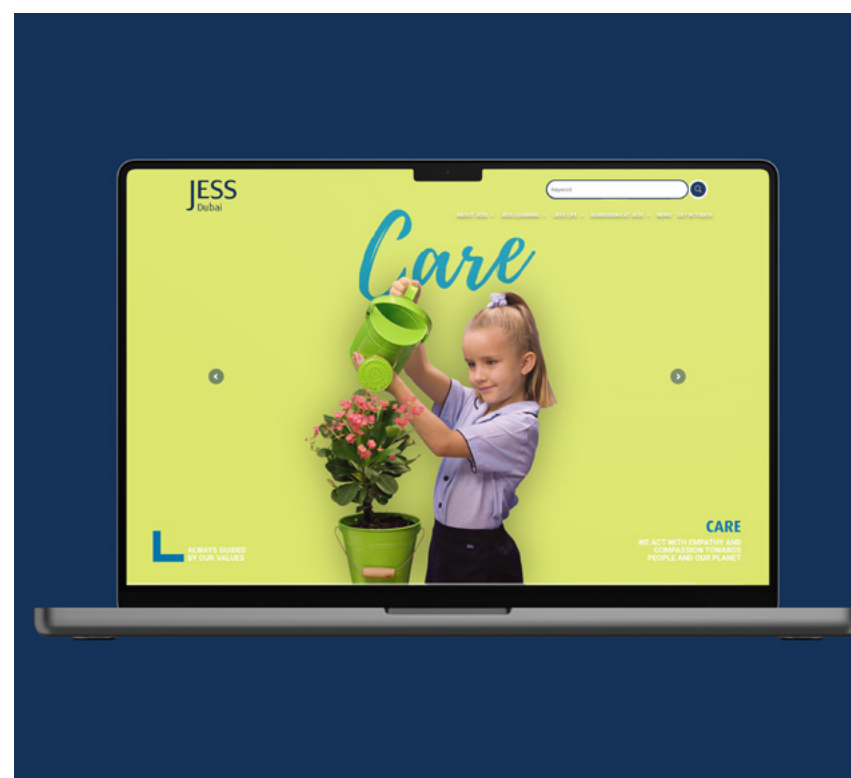
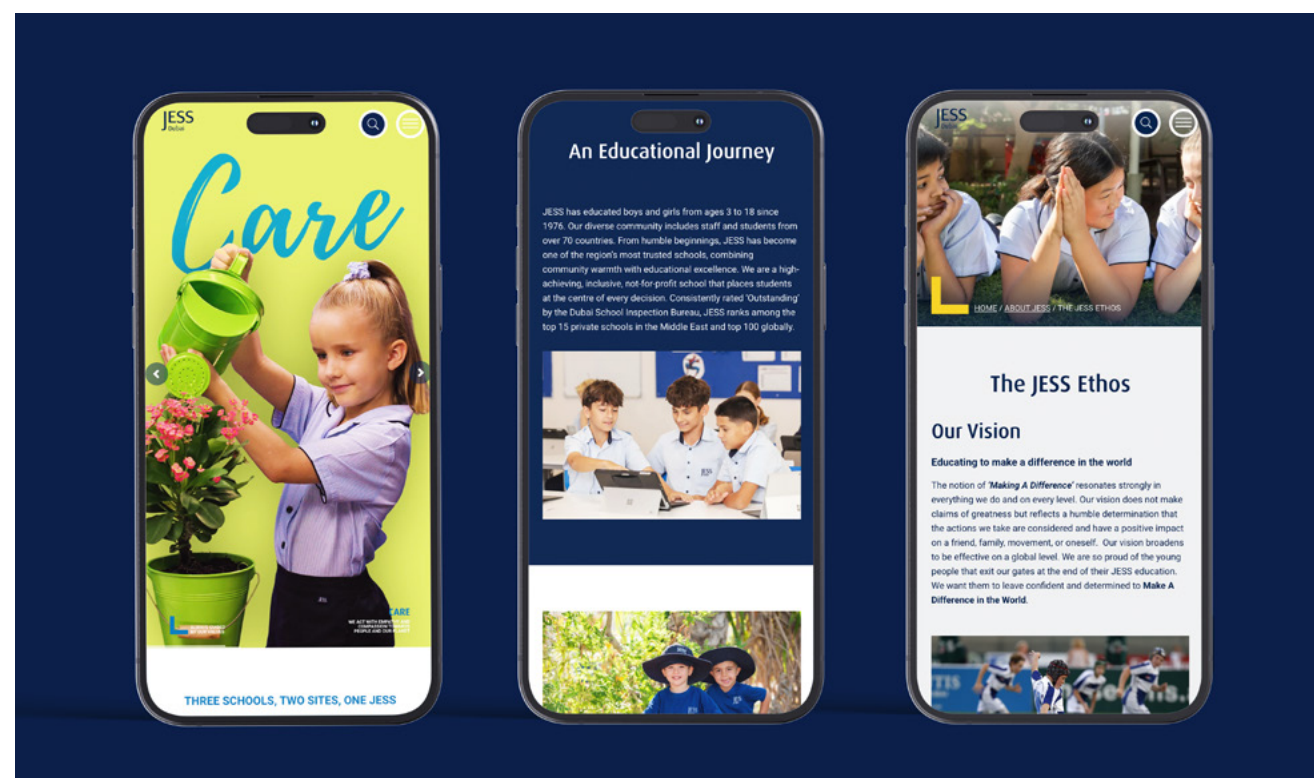
Rebuilding JESS's Website for Better Control and Faster Updates

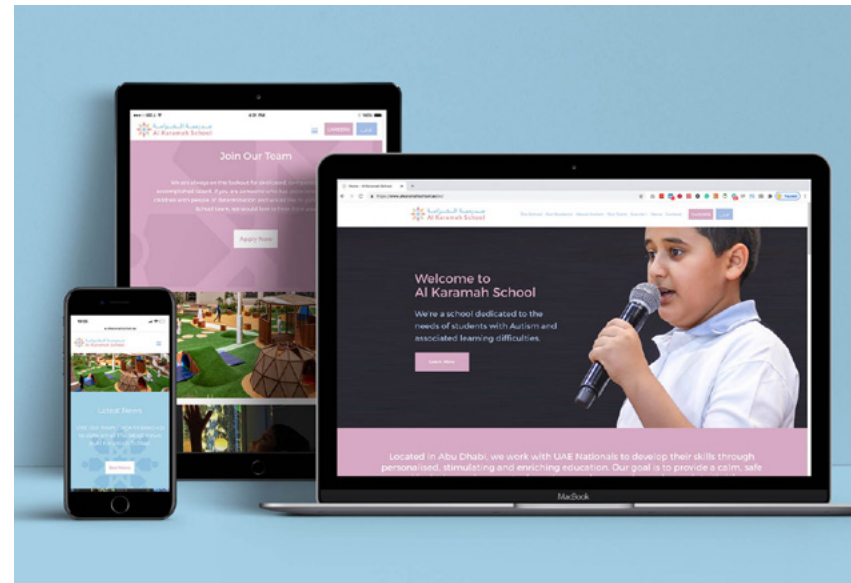
JESS approached us after encountering several challenges with a platform provided by another design company. The content management system wasn't intuitive, making it difficult for the marketing team to update content. Slow turnaround times for updates also led to high ongoing costs and increased frustration.

In under two months, we rebuilt their site with an open-platform CMS and page builder, giving their internal team full control over content management. We also provided training to ensure they could confidently manage updates, saving time and money in the long run. To improve user experience, we streamlined navigation and made key information easier to access. Additionally, we committed to fast, responsive support whenever they needed it.

Services

Website Development & Design Updates





PRIORY
EDUCATION AND
CHILDREN'S SERVICES


مدرسة الكرامة
Al Karamah School

Creating a Compassionate Brand for Al Karamah School's Inclusive Education

Al Karamah School, one of the first institutions in the UAE to offer specialist education for children with autism, needed a brand that reflected its commitment to personalised, nurturing, and inclusive education. The challenge was to create a logo and visual identity that captured the school's calm, supportive environment while celebrating its focus on community and Arabic values.

We designed a logo that symbolised the strong connection between students, staff, parents, and the wider school community, using a soft pastel colour palette to create a sense of peace and support. This identity was extended across all touchpoints, including stationery, environmental graphics, signage, and a fully designed website.

Services

Internal Comms, Marketing Collateral, OOH Advertising & Social Media & Website Support



Supporting Dwight School's Brand with Tailored Collateral

For over five years, we've partnered with Dwight School to design a wide range of collateral that reflects the school's values and dynamic approach to education. Our work has included creating yearbooks, stand designs, prospectuses, and in-school environmental graphics, as well as supporting them with their website - each piece tailored to elevate the school's brand and provide a seamless experience for students, parents, and visitors.

By maintaining a consistent, cohesive design language across all materials, we've helped Dwight School communicate its commitment to academic excellence and foster a strong connection with its community.

Services

Internal Comms, Marketing Collateral, OOH Advertising, Year Book Design, Website Support



Celebrating 60 Years of DESS with a Special Anniversary Book

To mark the 60th anniversary of Dubai English Speaking School (DESS), we were asked to design and produce a commemorative book that would celebrate the school's history, achievements, and community spirit.

To help bring the story to life, our copywriter interviewed former pupils, teachers, and parents – collecting memories and moments that truly captured the essence of DESS over the years. Working closely with the school, our design team combined these stories with archive photos and material to create a book that felt both nostalgic and meaningful. The result was a beautifully designed keepsake that honours the past while celebrating the people who've shaped the school along the way.

Services

Copywriting, Concept Design, Roll-Out, Production





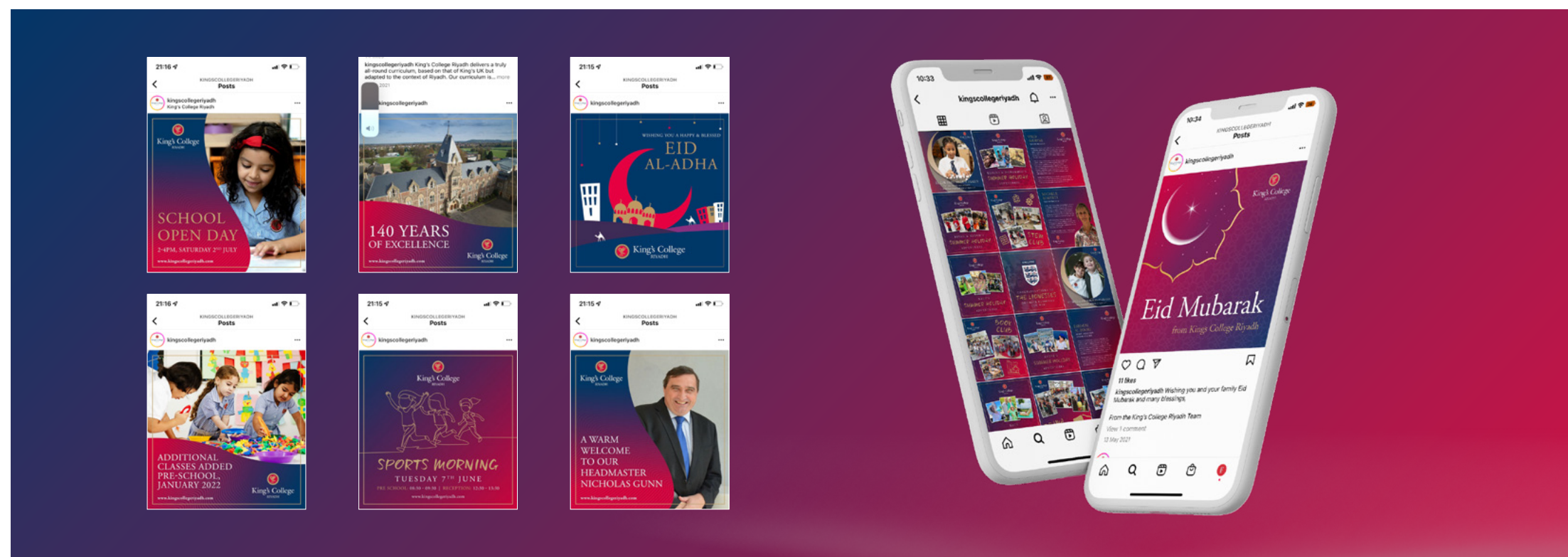
Launching a Legacy: King's College Riyadh and Doha

As part of the launch of King's College Riyadh and Doha, the schools aimed to establish a strong digital presence and deepen their connection with the community. This involved creating a comprehensive online and offline brand experience that would resonate with families and reflect the school's values.

We designed a modern, easy-to-navigate website that aligned with the school's ethos. Alongside the website, we rolled out a social media strategy focused on academic achievements, extracurricular activities, and the school's core values. We also created an engaging prospectus that conveyed key information and reflected the school's identity. The result was a seamless and impactful launch that introduced King's College Riyadh and Doha to their community, building strong connections from the start.

Services

Website Design, Build & Support, Launch Social Media





Celebrating Growth and Guiding Futures at Bloom World Academy

We support Bloom World Academy with their internal and external publications including their vibrant Yearbook and the DPCP and Nexus Handbooks.

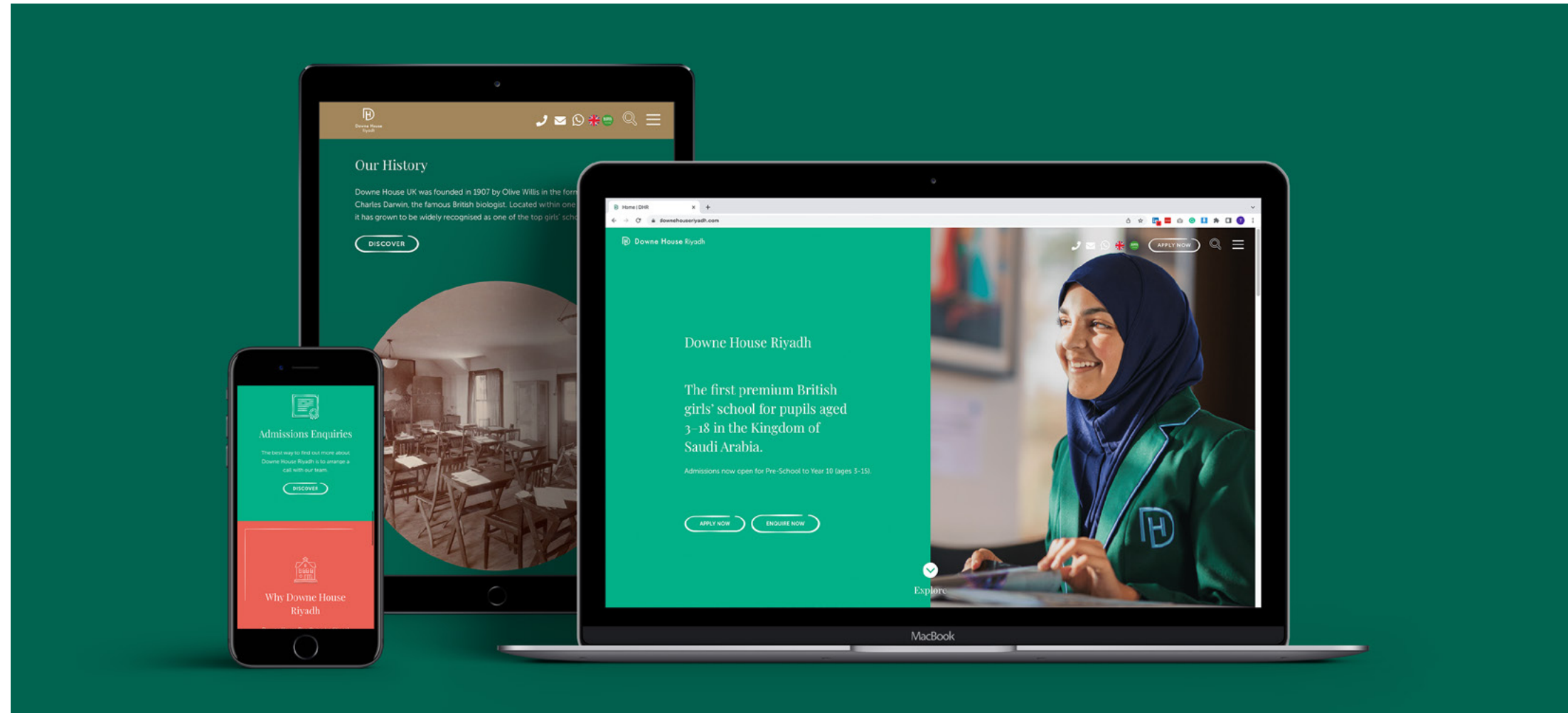
The Yearbook captured student achievements and the spirit of the school community through clean layouts, custom illustrations, and a design that reflects Bloom's inclusive and innovative ethos.

Alongside it, the DPCP and Nexus Handbooks were created to clearly communicate curriculum pathways and support structures—visually aligned with the academy's brand and purpose.

Together, these publications showcase Bloom's commitment to excellence, creativity, and connection.

Services

Internal Comms, DCPC & Nexus Handbooks, Design & Production



Downe House
Riyadh



Downe House
Muscat

Bilingual Website and Social Media Launch for Downe House Riyadh and Muscat

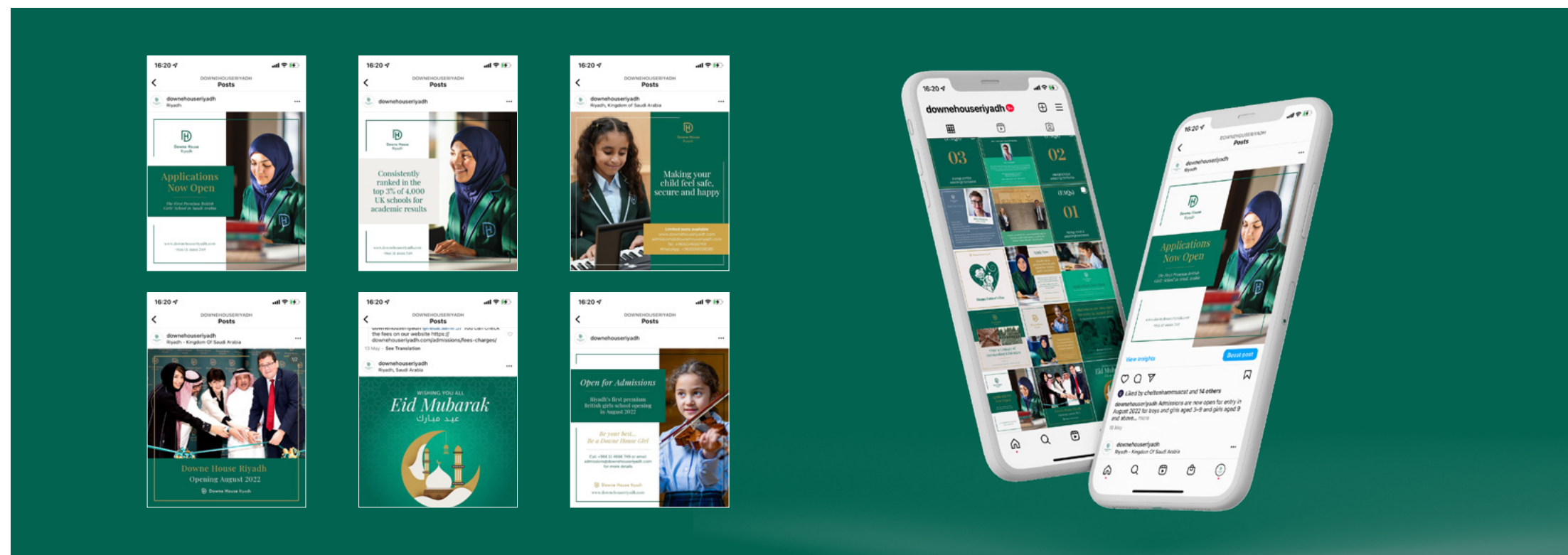
For the launch of Downe House Riyadh and Muscat, we partnered with the school to design and develop a bilingual website that captured their values, vision, and educational offerings. Created in both English and Arabic, the site was designed to ensure an accessible and inclusive user experience, making a strong impact from day one.

Alongside the website, we developed tailored launch content for their social media channels, establishing a cohesive and engaging brand presence across platforms. To ensure maximum visibility during the launch phase, we ran targeted paid social media and search campaigns, driving awareness and engagement with prospective families.

From planning the user journey to the final go-live, we managed the entire process, delivering a polished and professional digital launch that set the tone for Downe House Riyadh and Muscat's ongoing success in the region.

Services

Website Design, Build & Support, Launch Social Media



The background of the entire image is a solid red color with a repeating pattern of thin, wavy, horizontal lines in a slightly darker shade of red, creating a textured, ocean-like effect.

Why Work with **Formulate**

Why Work with Formulate



An Expert Team

An experienced team of passionate experts who understand the education sector.



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 projects for education clients in the UAE and beyond.



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



Client Feedback



"Formulate recently worked with Jebel Ali School to build a new website for our school, and we couldn't be happier with the results. The team were incredibly receptive to how we wanted to represent our school.

They shared ideas, listened, suggested themes, and were always available to update, change and adapt. From a technical perspective, the website is easy to access, pages flow in a seamless fashion, and photographs, text and video come together to celebrate the ethos and values of Jebel Ali School. I highly recommend the Formulate Team."

Simon Jodrell
Principal, Jebel Ali School



"Formulate have been an invaluable partner in supporting the successful launch of several prestigious schools across the region, including Kings College Doha, Kings College Riyadh, and Cheltenham Muscat.

From leading targeted social media campaigns to designing and developing high-performing websites and running strategic PPC campaigns, their team has consistently delivered exceptional work. Their creative insight, attention to detail, and deep understanding of our objectives have made a tangible impact, we trust them completely to deliver to the highest standards every time."

Bridget Gleeson
Marketing Director, Formerly Edureach, now Dwight School Dubai



Formulate

formulatecreative.com

+971 58 514 0582

hello@formulatecreative.com