



مغربي الصحية  
MAGRABI HEALTH





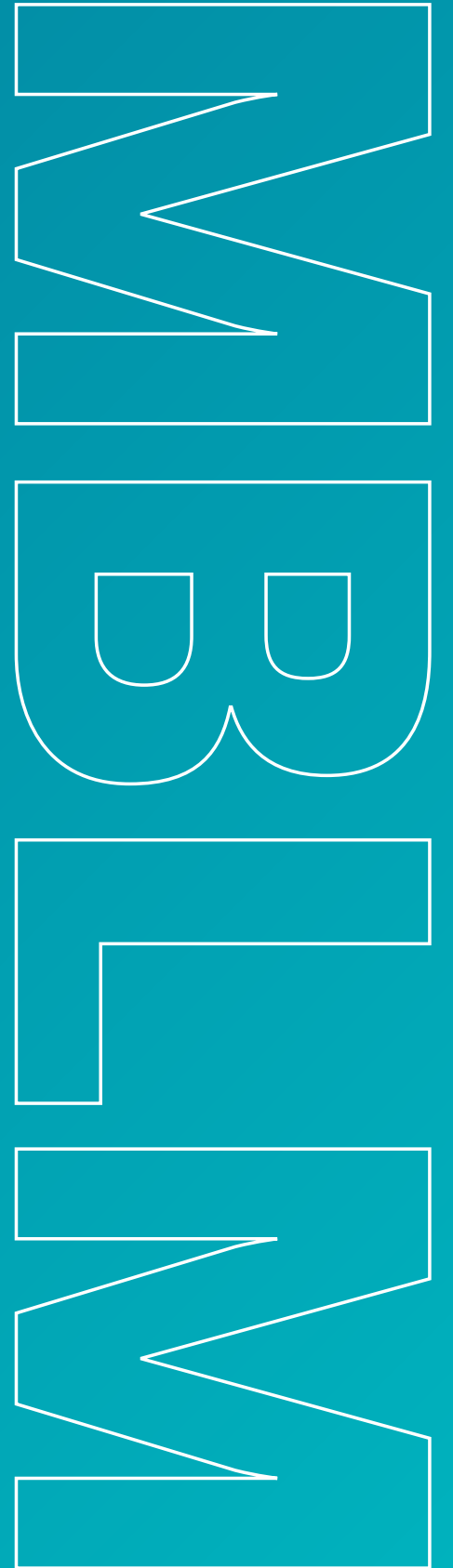


# Revitalizing a Legacy Brand to Shape the Future of Healthcare

Magrabi, a renowned specialized healthcare provider in Saudi Arabia, had long been associated with world-class ophthalmology. As the brand expanded into ENT and dental care across the Kingdom, UAE, Egypt, and Qatar, its identity remained outdated and no longer reflected its innovative spirit.

With a fragmented visual identity and a narrow market perception, Magrabi was still seen primarily as an eye care provider. Recognizing the need for change, Magrabi turned to MBLM to refresh its brand.

The objective was to modernize the brand for the next era and retell its story—one that highlighted the company's expanded expertise in multi-specialty healthcare while still honoring its ophthalmology legacy.





Before



Rebranded







Setting the  
Standard in  
Specialized  
Healthcare

magrabi.health



Your Story,  
Our Purpose:  
Magrabi's  
**Commitment  
to Care**

In a world where healthcare is constantly evolving, Magrabi stands as a beacon of excellence, continuously redefining what is possible in ophthalmology, dental, and ENT.

Through our expertise and dedication, we are shaping the future of healthcare for generations to come.

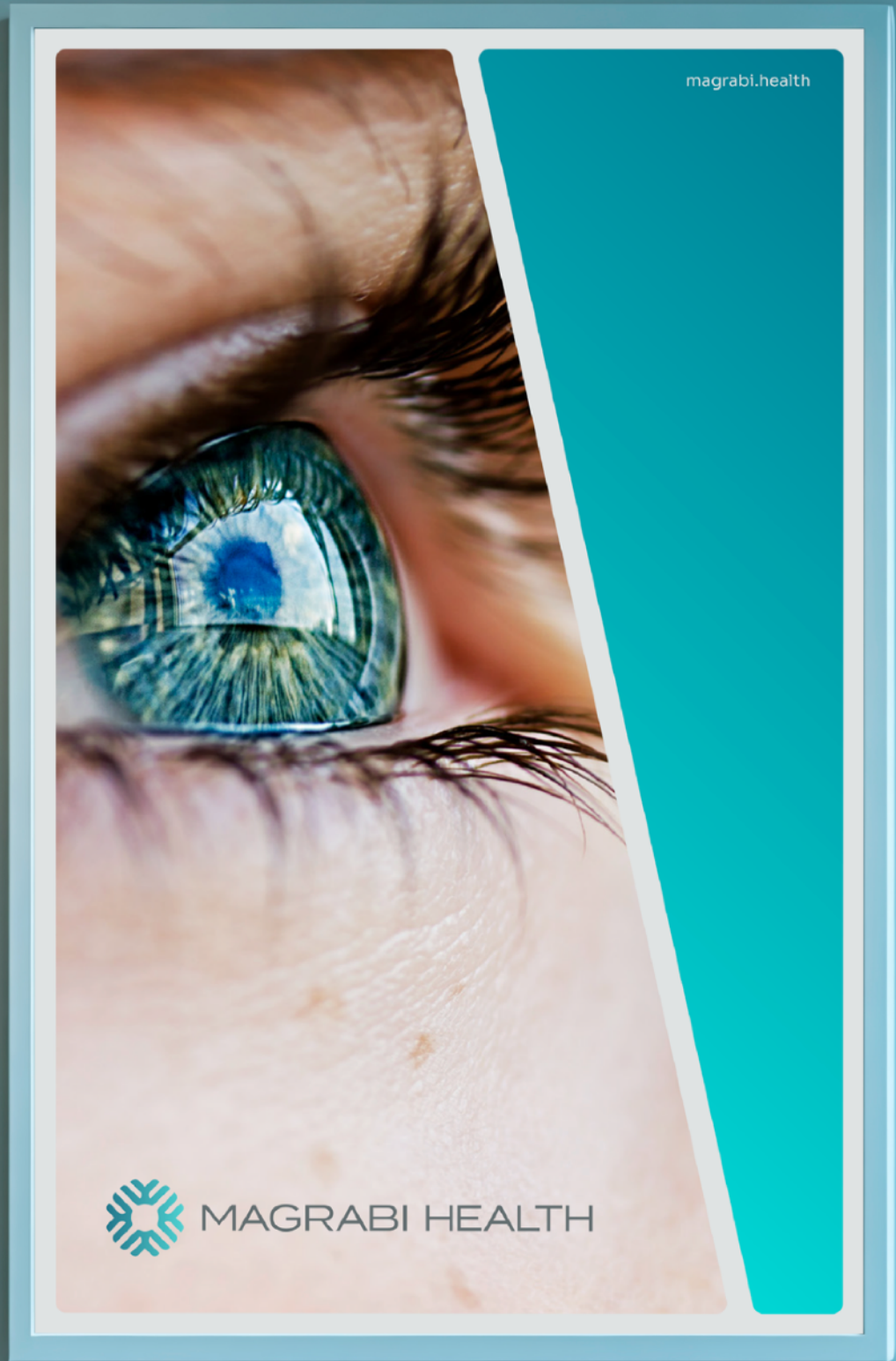
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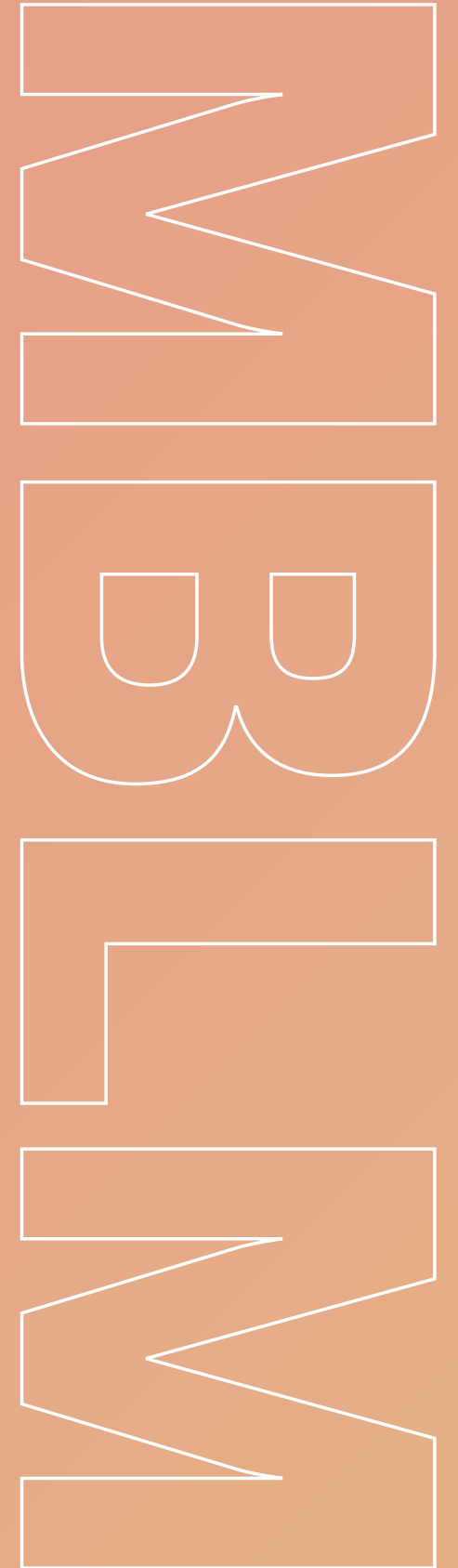




# A Strategic Rebrand to Modernize Magrabi, Expand Its Perception, and Unify Its Identity Across Multi-Specialty Care.

Alongside the refreshed brand promise, we recommended a bold strategic shift: changing the name from Magrabi Hospitals & Centers to Magrabi Health. This decision was driven by a key insight—many people associated the "Magrabi" name with the retail eyewear stores. The name change was a deliberate move to distance the brand from this association and create a more contemporary, dynamic identity that better aligned with its evolving vision. More than just a name update, the addition of “Health” was a forward-thinking choice, offering greater flexibility for future growth.

The new brand promise served as a creative springboard for the reimagining of Magrabi’s visual identity. Drawing inspiration from the very essence of vision and clarity, we created a visual identity inspired by the eye, aligning with Magrabi’s legacy while representing its broader future in healthcare.









MAGRABI HEALTH



A new Magrabi hospital in your community

We understand this deep human desire for optimal health and well-being.



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# The Identity Extended **Beyond the logo**

The identity extended beyond the logo, influencing every aspect of the brand's visual language. The transformation of Magrabi's brand architecture marked a pivotal step in redefining its market presence. Previously, the operating divisions, specialities, and locations under the Magrabi umbrella lacked a coherent brand structure, leading to confusion and a diluted brand identity. Our team meticulously designed a brand architecture that not only clarified the relationship between the corporate brand and its sub-brands but also facilitated easier navigation for patients across service lines.

This new modified unitary model structure allowed Magrabi to communicate its specialties more effectively and align its operational brands under a unified 'Magrabi Health', significantly enhancing brand clarity and market perception.

MAGRABI





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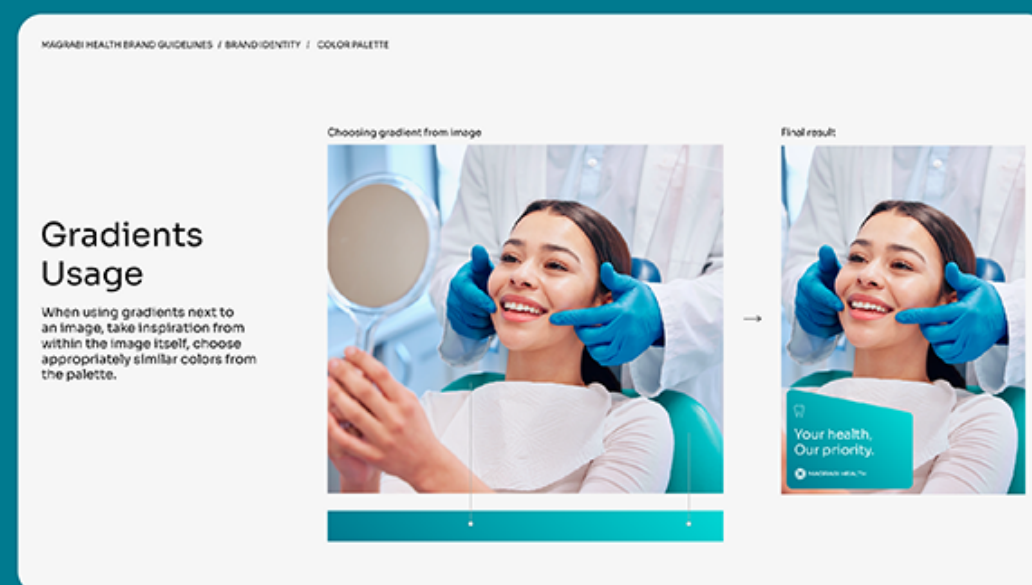
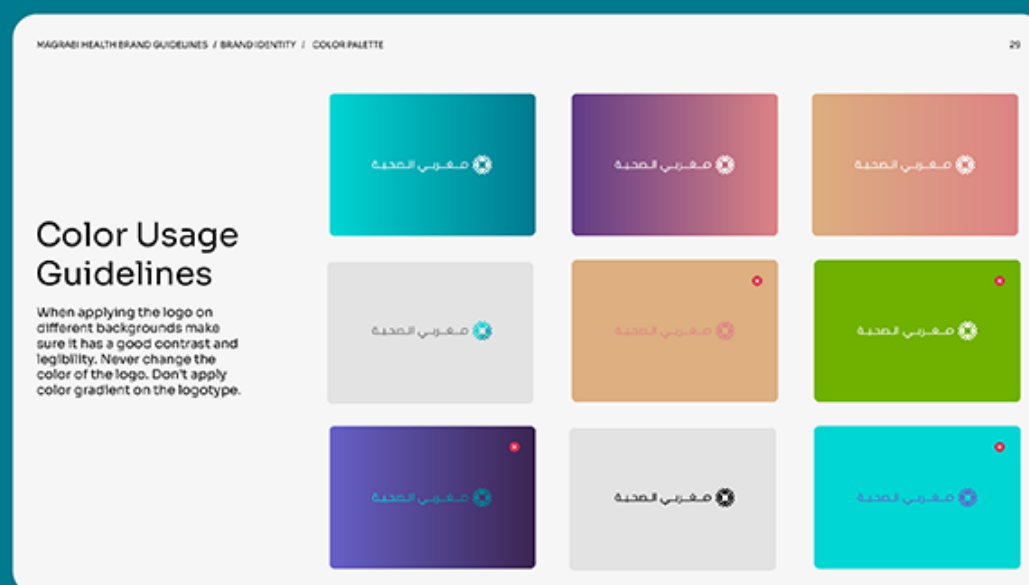
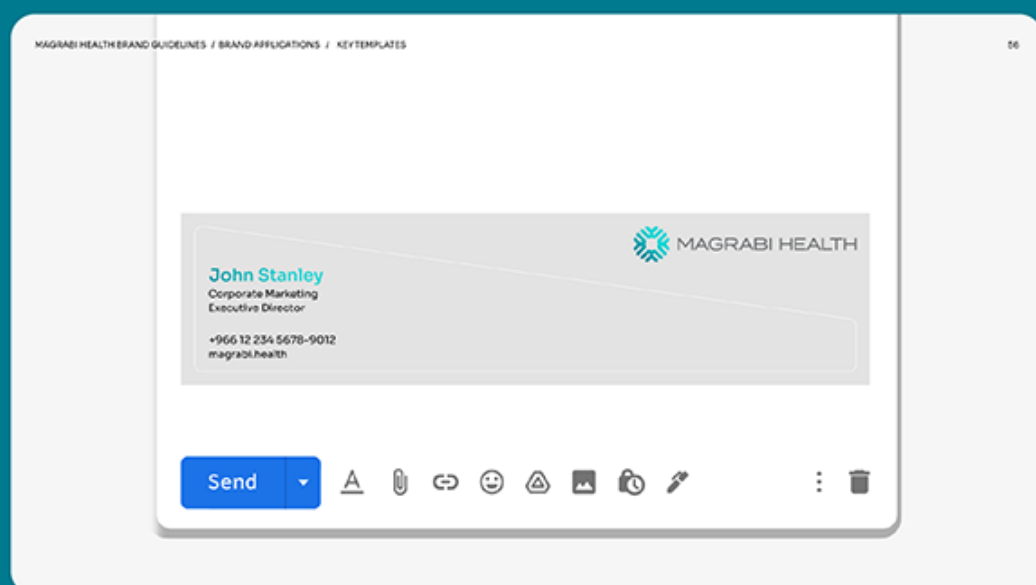
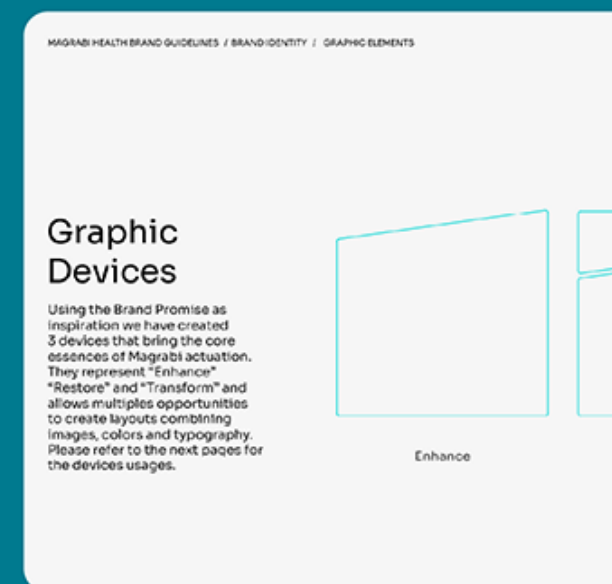
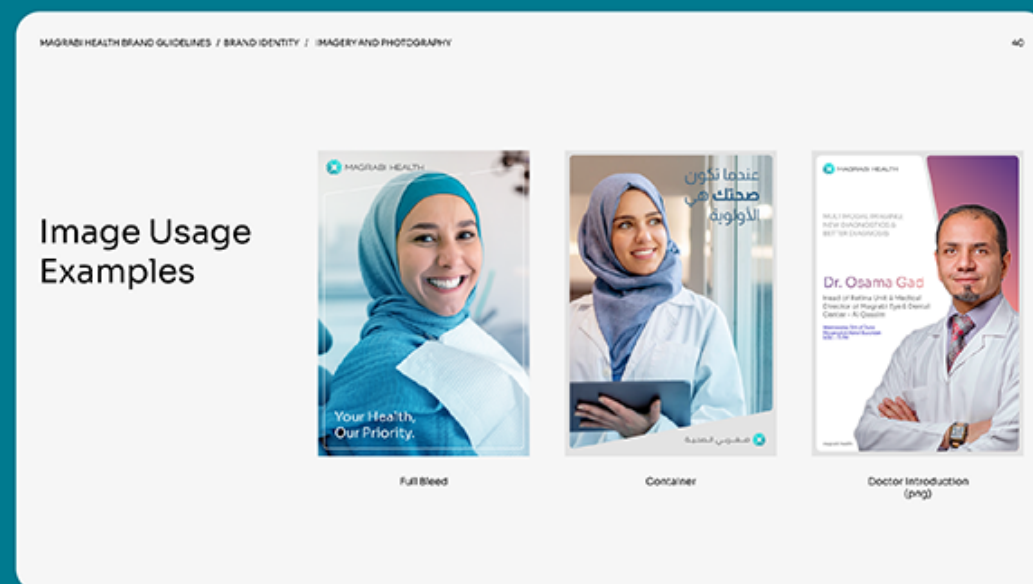
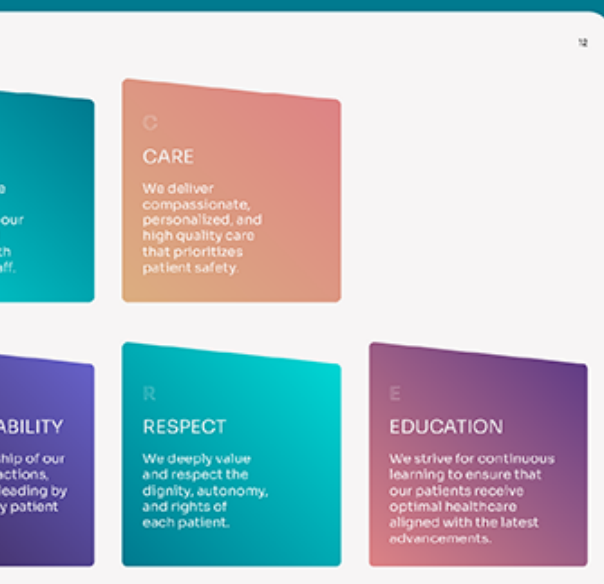
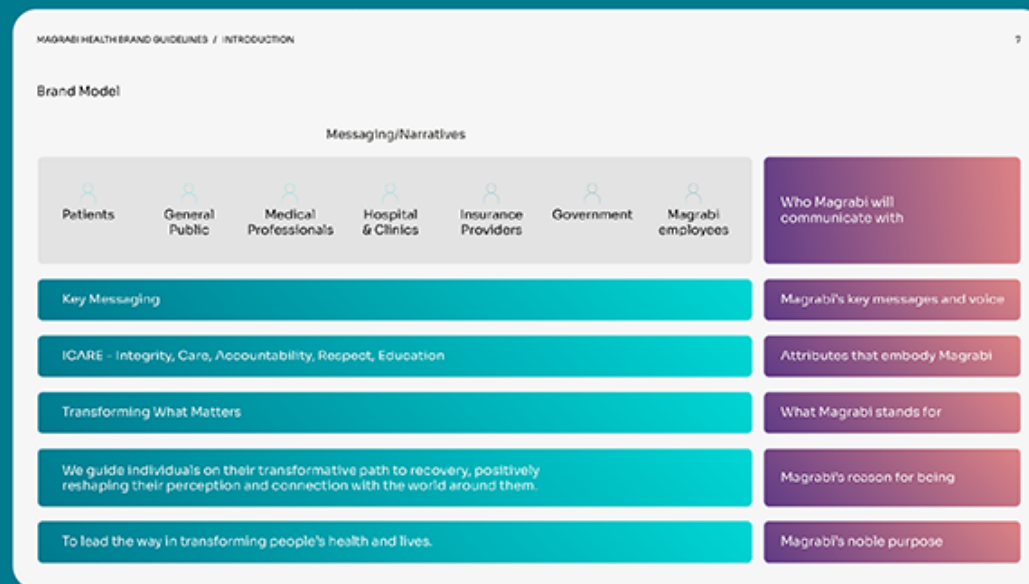
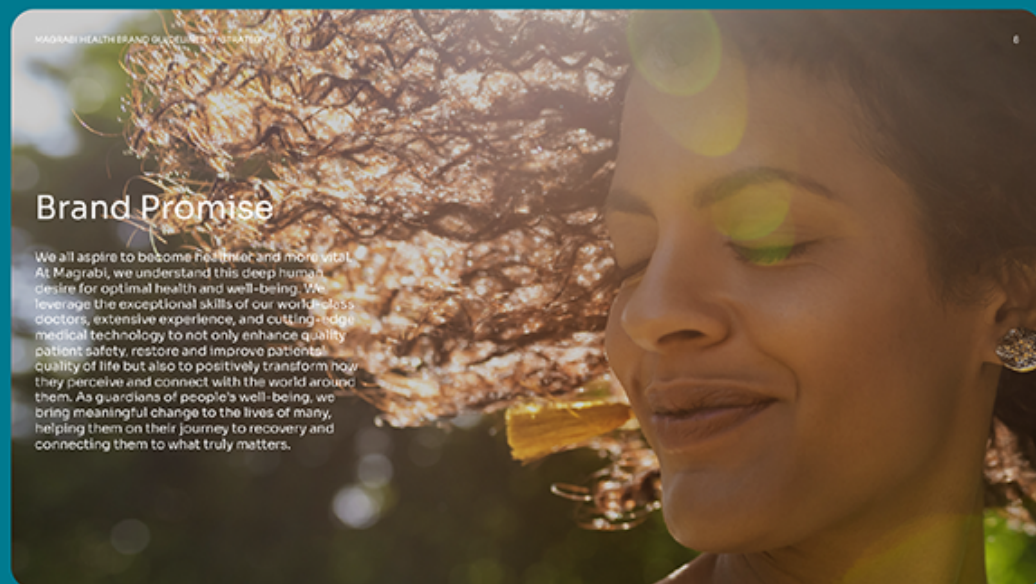


Transforming  
what matters



MAGRABI HEALTH









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MAGRABI HEALTH



# Results

MBLM

## TRANSFORMING WHAT MATTERS

A compelling brand promise, "Transforming What Matters," reflecting Magrabi's commitment to innovation and care

## MAGRABI HEALTH

A name change to Magrabi Health, signaling its evolution and broader service offerings

## REFRESHED IDENTITY

A refreshed identity that modernized Magrabi's image and set it apart from competitors

## UNIFIED BRAND

A unified brand architecture supporting Magrabi's expansion and ensuring consistency across touchpoints





MAGRABI HEALTH