



RAWABI



Transforming a Saudi Conglomerate for New Era

Rawabi Holding began as an oil and gas company in Saudi Arabia and has since evolved into a leader in energy, contracting, and industrial solutions. As the company expanded into international markets and diversified its portfolio, the brand struggled to keep pace with this dynamic growth.

The existing brand, outdated and disconnected, no longer reflected Rawabi's transformative evolution, especially since the last refresh had taken place 12 years earlier. Recognizing the business needs of a dynamic and ever-growing organization, MBLM was appointed to help reposition and transform the brand, capturing both its current and future ambitions.

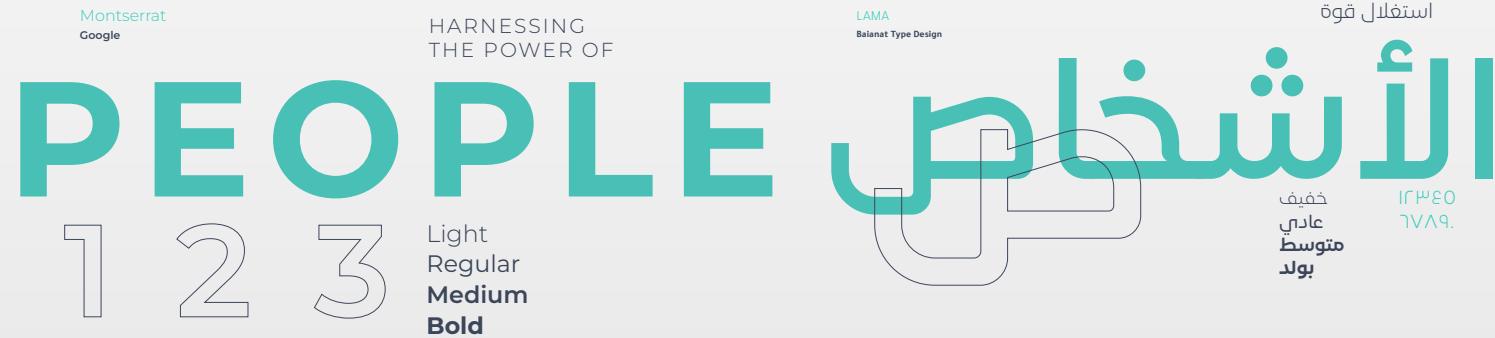
From



To



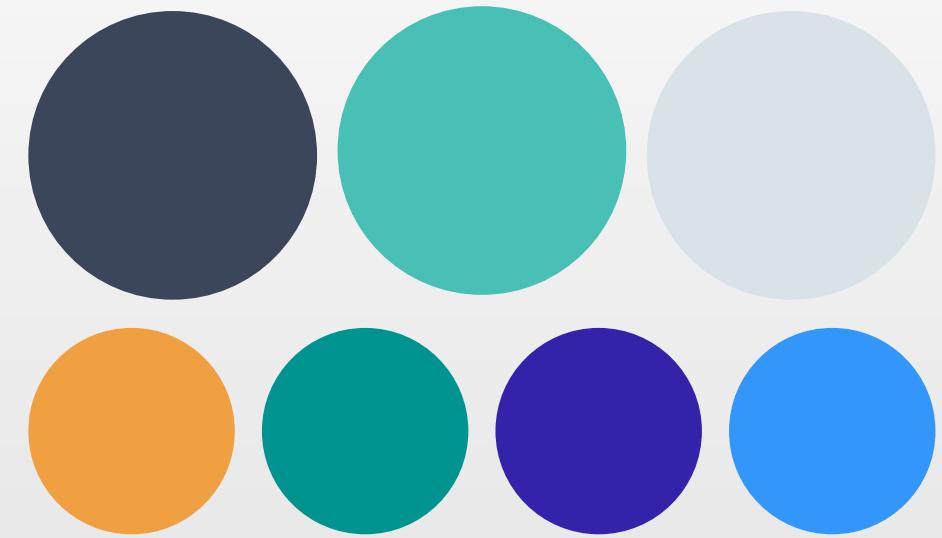
TYPOGRAPHY



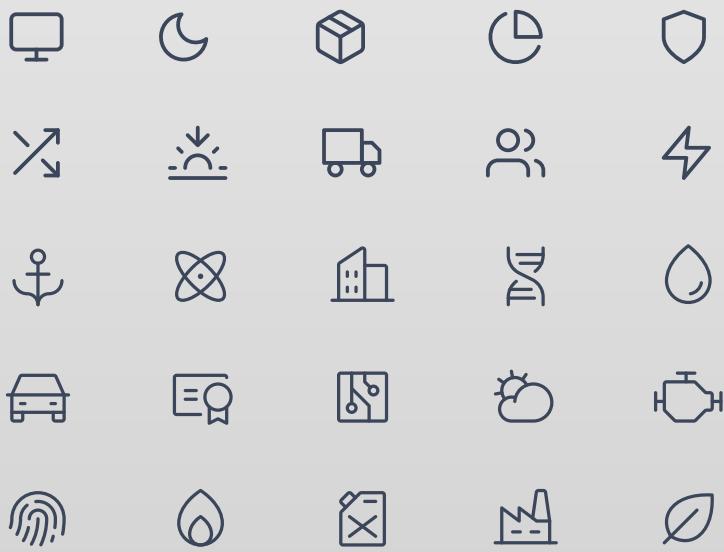
LOGO



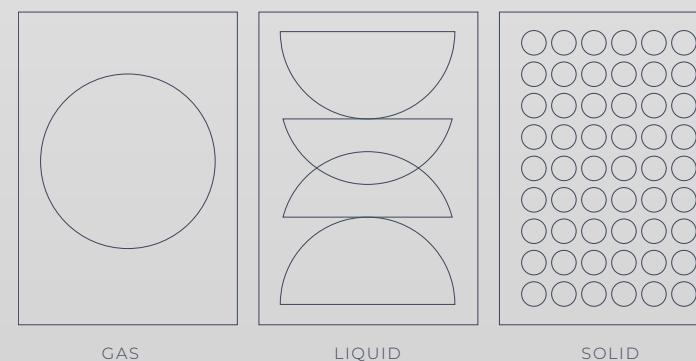
COLOR PALETTE



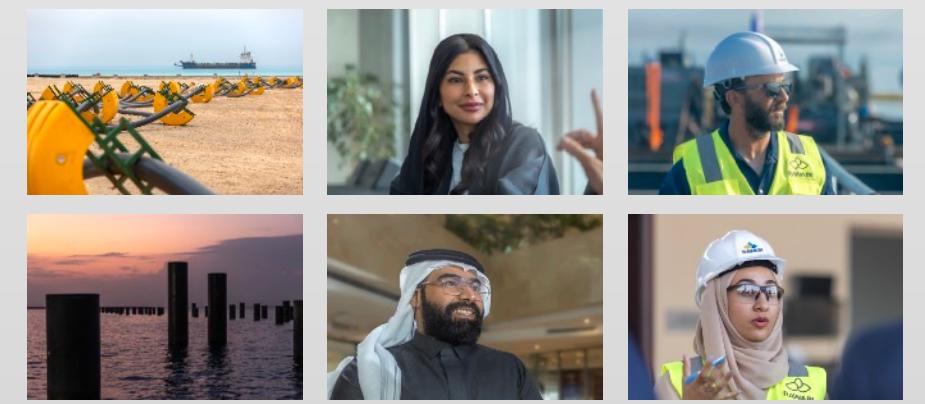
ICONS AND ILLUSTRATIONS



GRAPHIC ELEMENTS



IMAGERY



Environment

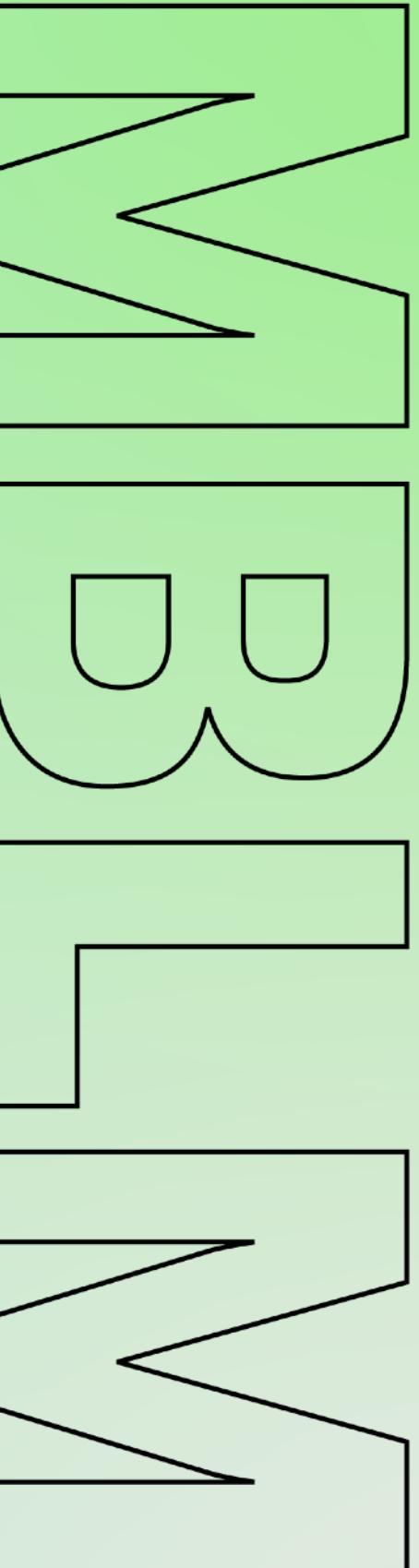
People

People in action

Reimagining Rawabi's Brand to Reflect Its **Expansive Growth, Pioneering Spirit, and Future-Driven Solutions**

The Solution

The chairman shared his vision of staying ahead of the curve and embracing future opportunities. This vision became the foundation of the new brand promise, "Empower Next," reflecting Rawabi's commitment to continuous innovation, pioneering ideas, and a forward-thinking approach, all while staying true to its core platform, "Powered by People." To address the issue of brand fragmentation caused by their rapid expansion, we restructured Rawabi's brand architecture to define the hierarchy and relationships among its subsidiaries, joint ventures, and endorsed brands, ensuring consistent branding across the organization.



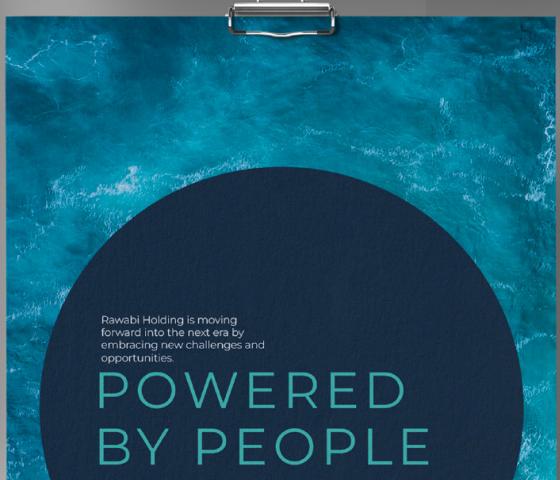
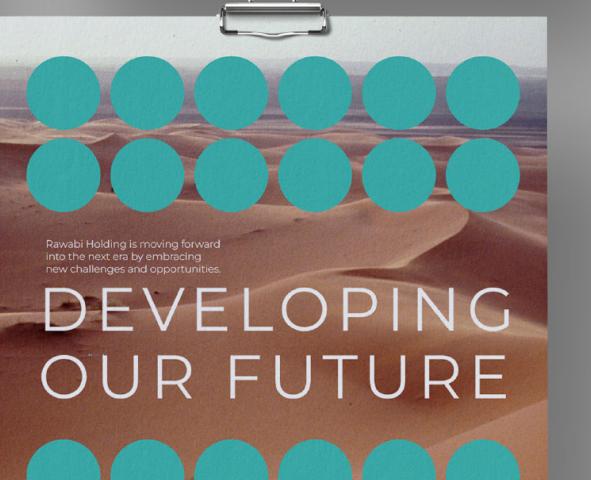
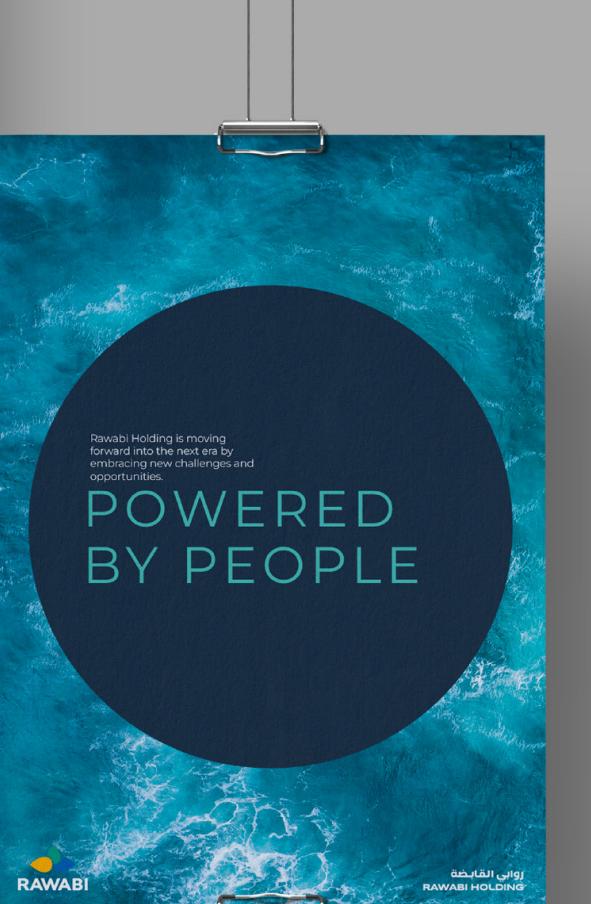
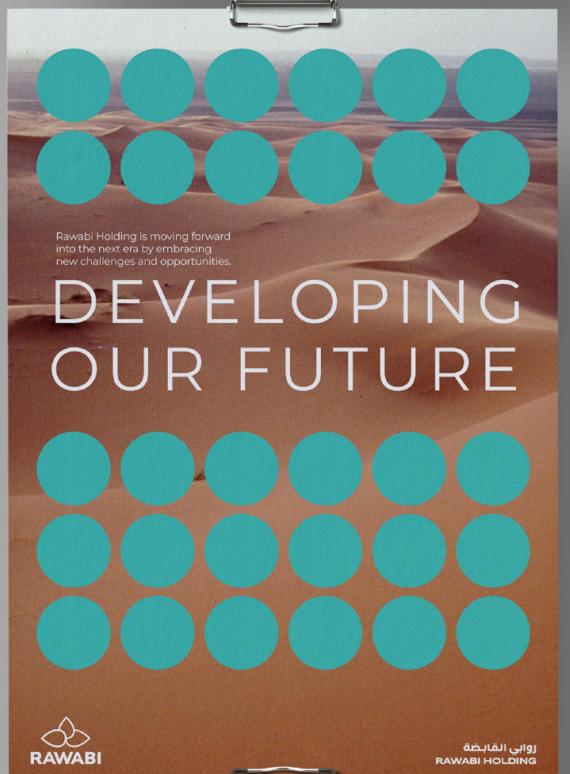
across industries and
communities through technical
excellence, empowered people,
and progressive thinking.

VISION

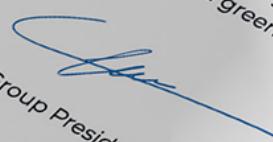
Create positive value and impact
across industries and
communities through technical
excellence, empowered people,
and progressive thinking.

VALUES

HUMAN-CENTRIC
AWAYS INNOVATING
VALUE CREATORS






Group President & CEO

We invite you to explore our website at [Website] to learn more about our services, projects, and exceptional customer service. By collaborating closely with our clients, we develop customized solutions that align with their unique needs and sustainability goals. Our goal is to support the widespread adoption of electric vehicles and facilitate the transition to sustainable transportation.

Electric Vehicle Infrastructure: As electric vehicles become increasingly popular, we provide end-to-end solutions for the design, installation, and maintenance of charging infrastructure. Our goal is to support the widespread adoption of electric vehicles and facilitate the transition to sustainable transportation.

Smart Grid Technologies: We leverage advanced smart grid technologies to create intelligent energy distribution networks that enhance reliability, manage peak demands, and enable seamless integration of renewable energy sources. Energy Storage Solutions: With a focus on grid-scale and decentralized storage systems, we offer innovative solutions that enable efficient storage and utilization of excess renewable energy, ensuring a steady power supply during peak demand periods.

Renewable Energy Solutions: We specialize in harnessing the power of renewable resources such as solar, wind, hydro, and geothermal energy. Our customized solutions ensure efficient energy generation while minimizing the impact. Energy Efficiency Consulting: Our experienced professionals provide tailored energy audits, efficiency assessments, and recommendations to optimize energy usage in commercial, industrial, and residential settings. By identifying areas of improvement, we help our clients reduce costs and increase energy productivity.

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Kingdom of Saudi Arabia



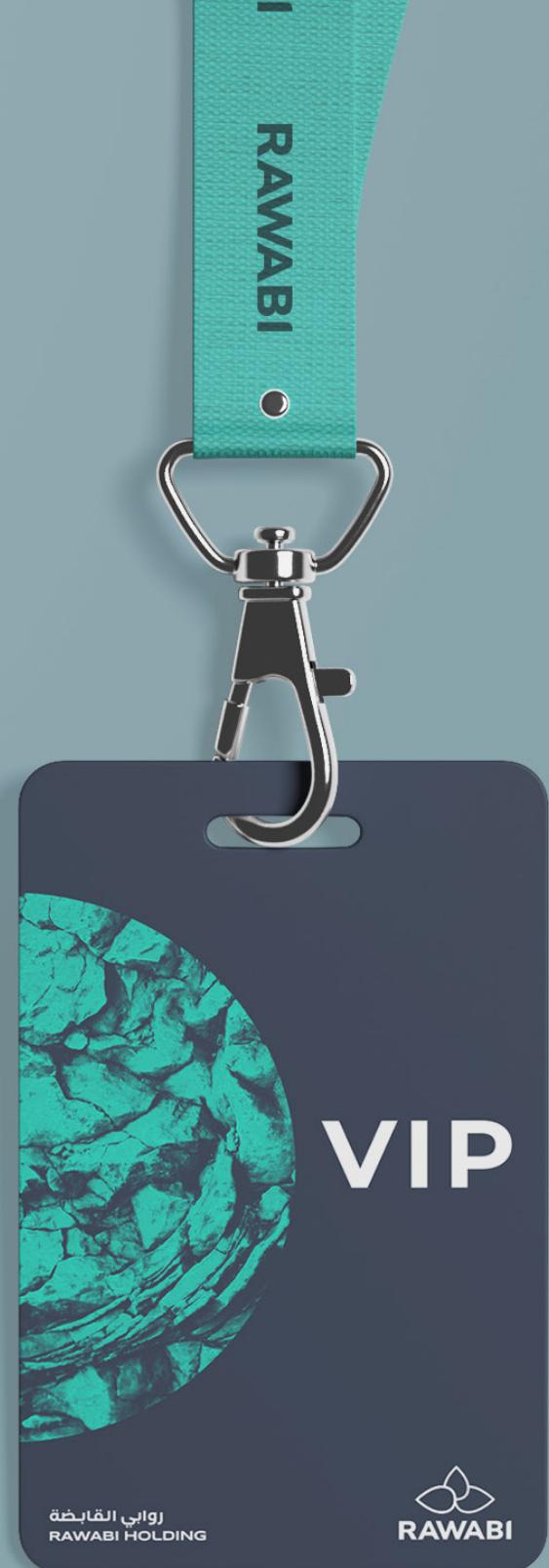
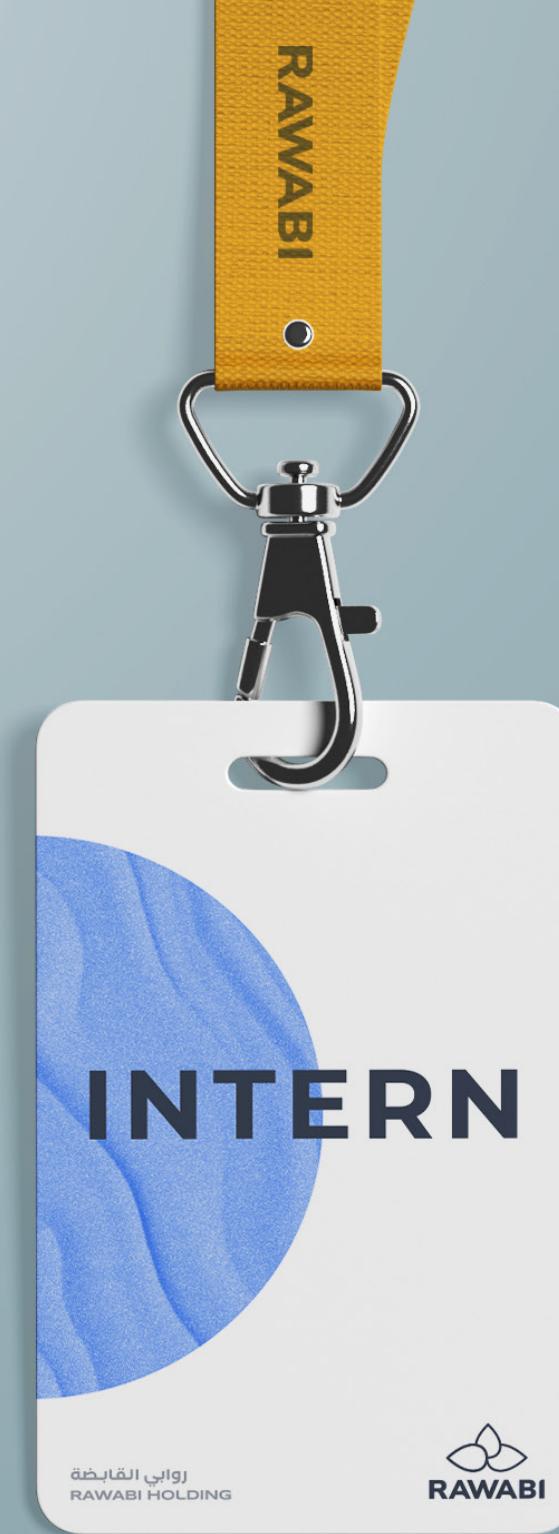
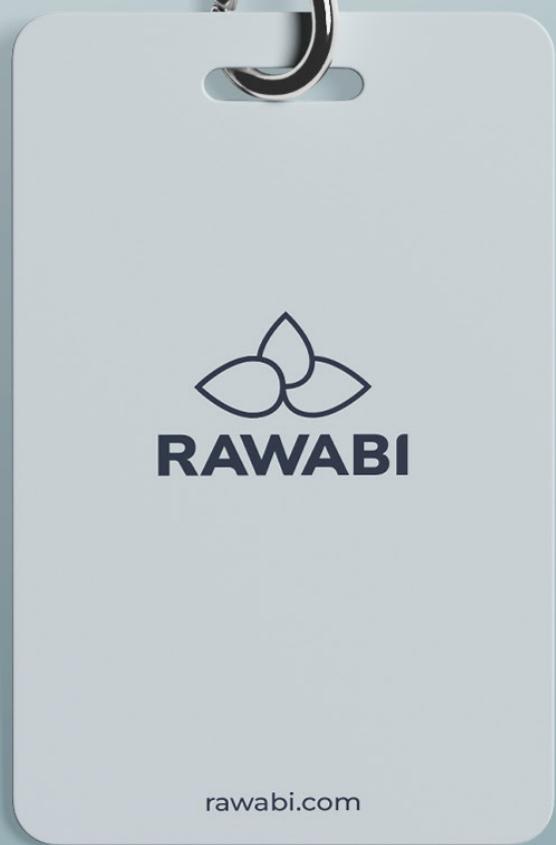
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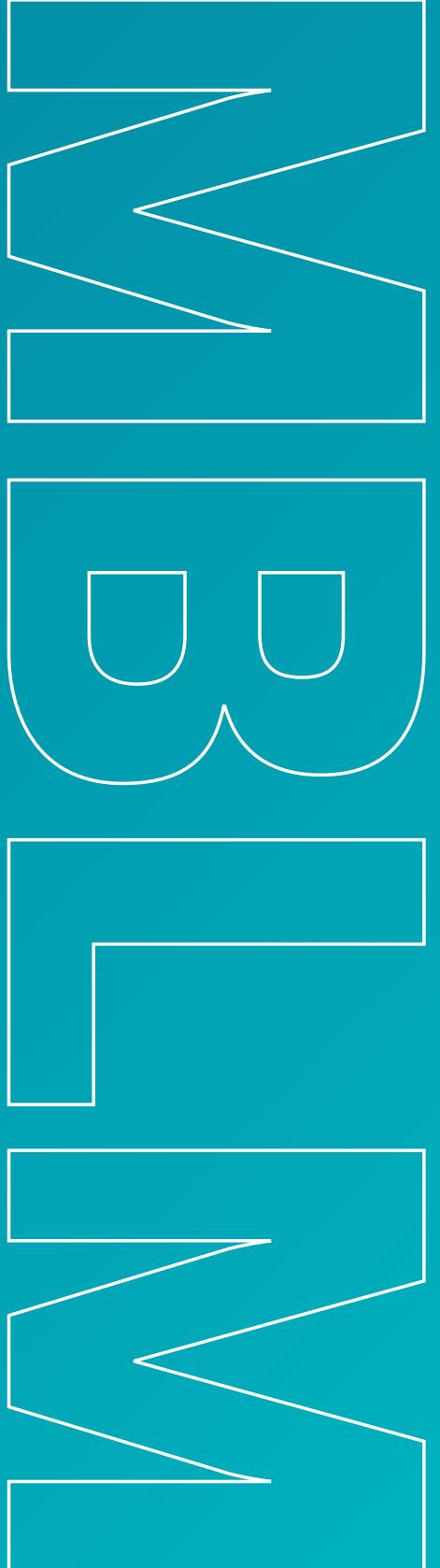


The New **Brand Identity**

The new brand identity needed to authentically reflect the company's essence while aligning with their updated brand strategy. Rather than a complete overhaul, we chose to enhance the existing identity to preserve its established value and recognition by redefining the "Rawabi Trefoil," a modern adaptation of the design from 12 years ago. The Trefoil symbolizes Rawabi's core values of human-centricity, innovation, and value creation, while its outward orientation reflects the company's forward-thinking perspective.

With the brand refresh, it was decided to drop "Holding" from their name, emphasizing "Rawabi" a name synonymous with excellence and growth in Saudi Arabia. This change marks a new era of expansion while honoring the brand's rich history. The new design language was inspired by the states of matter—solid, liquid, and gas —reflecting Rawabi's diverse core services and solutions.

This design vocabulary translates into dynamic textures and visual elements capturing the fluidity, adaptability, and stability of Rawabi's operations. Complemented by a newly defined imagery style, the new system highlights a people-centric approach, reflecting Rawabi's essence and commitment to human-centered values.



Rawabi | Photoshoot

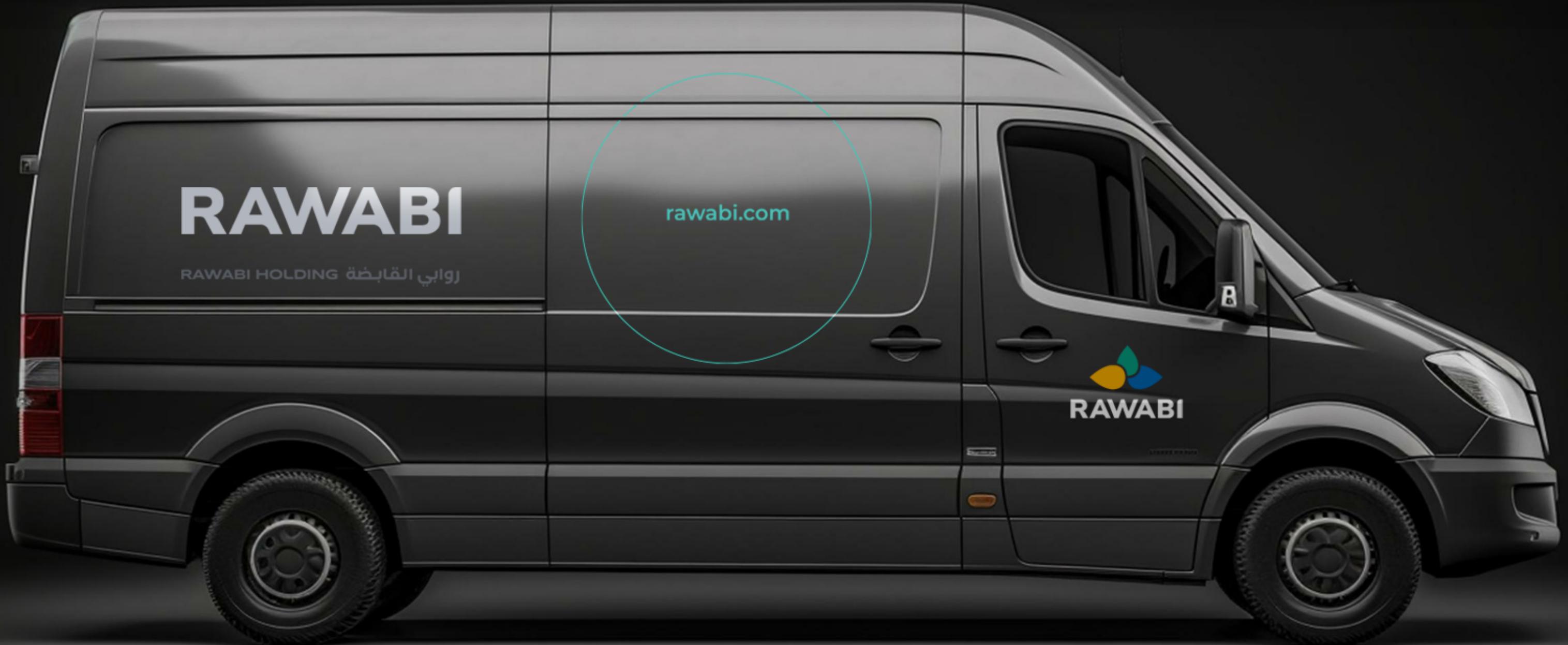




The image is the front cover of the RAWABI NEWS magazine. It features a close-up, slightly blurred portrait of a woman with short, light-colored hair and blue eyes, smiling. Her face is centered within a thin, light blue circular frame. The background is a dark, out-of-focus setting. At the top left, the magazine's logo 'RAWABI' is displayed in white capital letters next to a stylized graphic of three overlapping leaves in yellow, green, and blue. At the top right, the text 'A QUARTERLY MAGAZINE - ISSUE 00 - OCT 2023' is written in white, followed by the title 'RAWABI NEWS' in a large, bold, light blue font. On the left side of the cover, inside the circular frame, the text 'RAWABI HOLDING APPRECIATION' is written in white, followed by 'Awards and opening day' in a smaller font. Below this, a short paragraph of placeholder text (Lorem ipsum) is written in white. At the bottom left, the text 'RAWABI HOLDING' is written in white, followed by the Arabic name 'روابي القابضة' in a smaller font. At the bottom right, the text 'IN THIS ISSUE:' is followed by a list of topics: 'Making a difference', 'Business news', 'Powered by people', and '2023 in pictures', all in white.







Results Gained from the Corporate Rebranding Initiative

NEW BRAND STRATEGY

A brand strategy that positions them as a transformative, human-centric, and future-focused global conglomerate, with a vision designed to remain relevant and impactful for the next decade and beyond.

READY TO GROW

A pragmatic brand architecture framework that supports growth while effectively governing and safeguarding the brand.

IDENTITY FOR THE FUTURE

A refreshed brand identity that elevated the brand, capturing its true essence and future-focused vision.

BUILDING PERCEPTION

A new market perspective established for Rawabi through high-quality visual content and compelling story

