



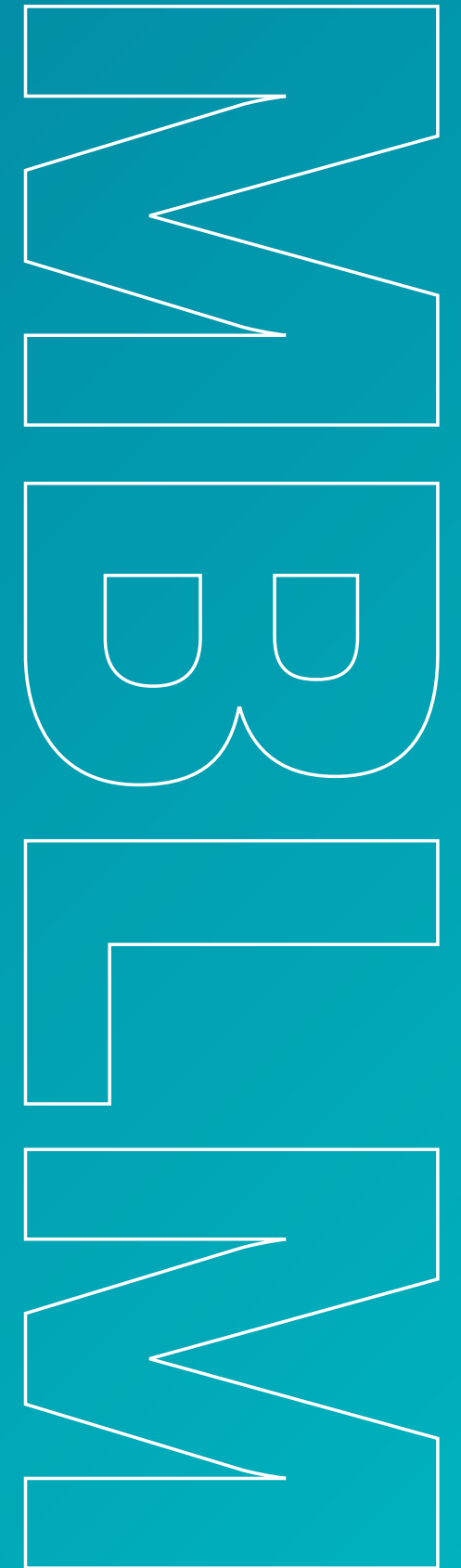
RAWABI



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The existing brand, outdated and disconnected, no longer reflected Rawabi's transformative evolution, especially since the last refresh had taken place 12 years earlier.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

Montserrat
Google

PEOPLE

1 2 3

Light
Regular
Medium
Bold

LAMA
Balansat Type Design

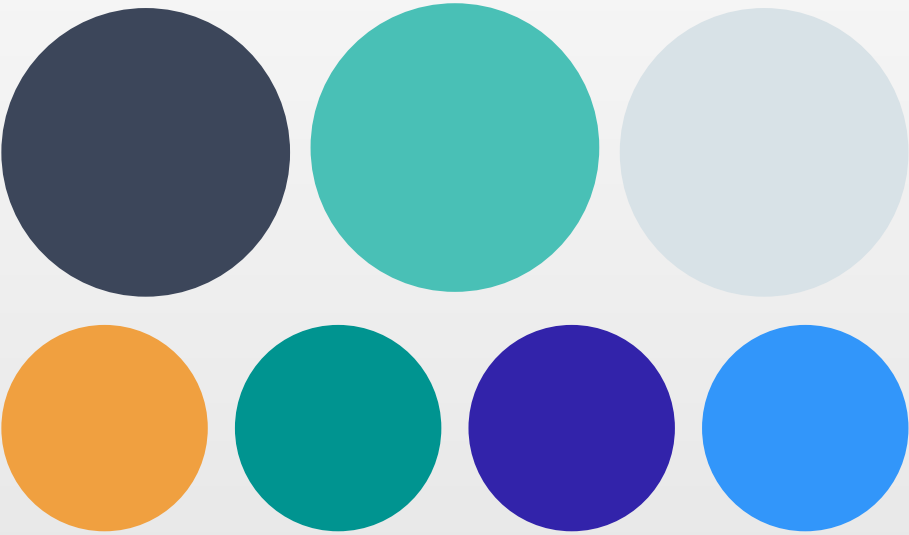
الأشخاص

استقلال قوة

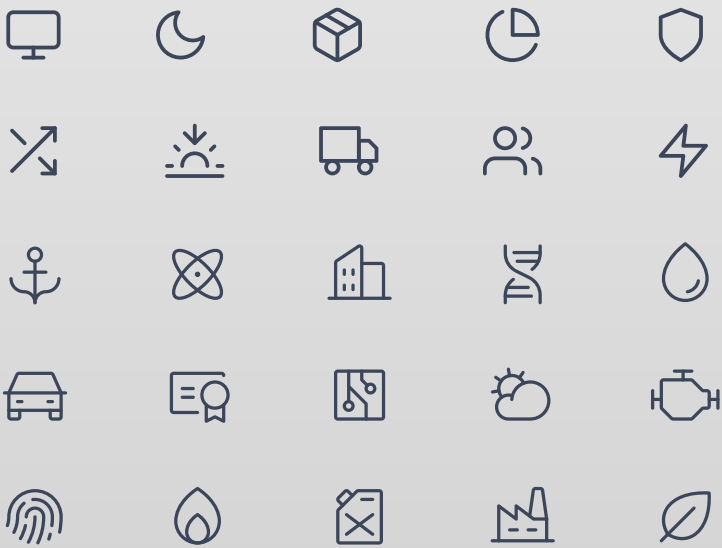
خفيف
عادي
متوسط
بولد

١٢٣٤٥
٦٧٨٩٠

COLOR PALETTE



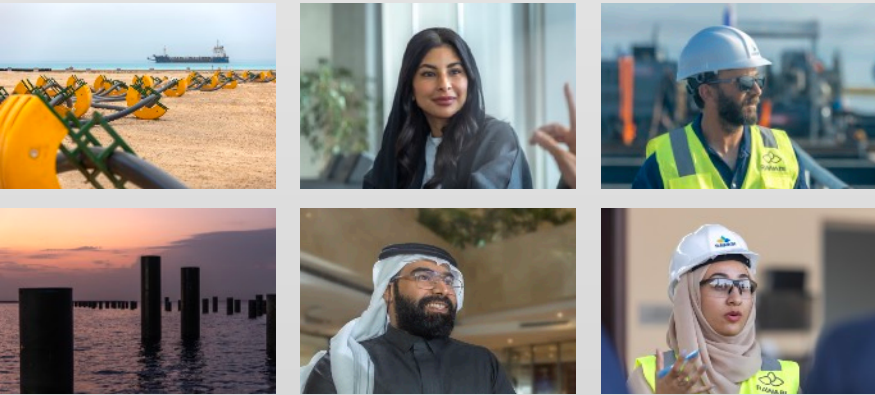
ICONS AND ILLUSTRATIONS



LOGO



IMAGERY

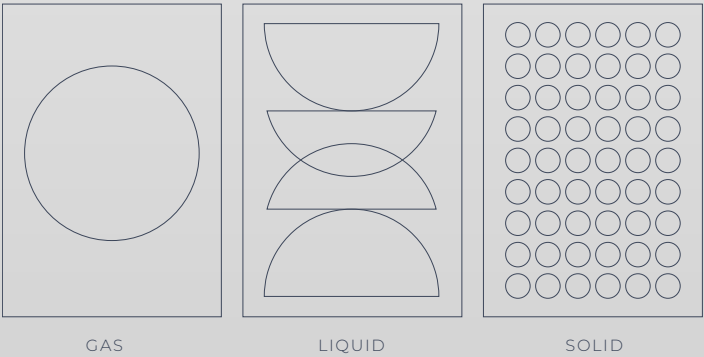


Environment

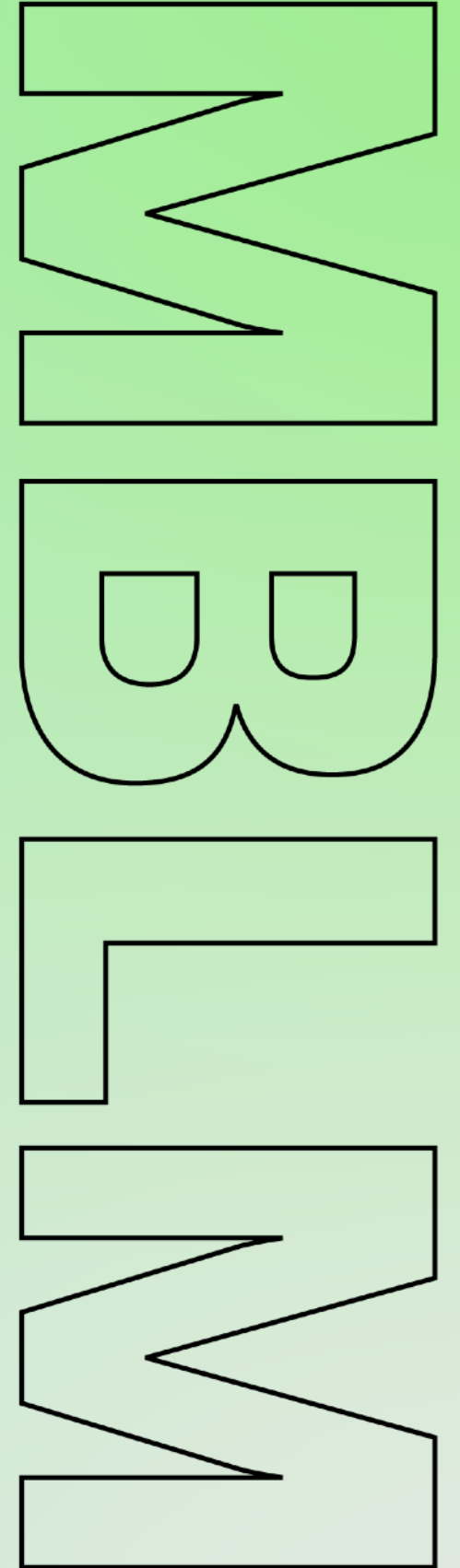
People

People in action

GRAPHIC ELEMENTS



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.



INVESTED IN OPPORTUNITY

Rawabi Holding is moving forward into the next era by embracing new challenges and opportunities.

RAWABI

روابي القابضة
RAWABI HOLDING

POWERED BY PEOPLE

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روابي القابضة
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DEVELOPING OUR FUTURE

RAWABI

روابي القابضة
RAWABI HOLDING

COMMITTED TO BETTER

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روابي القابضة
RAWABI HOLDING

VISION

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

VALUES

HUMAN-CENTRIC
ALWAYS INNOVATING
VALUE CREATORS

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RAWABI HOLDING

DEVELOPING OUR FUTURE

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RAWABI

روابي القابضة
RAWABI HOLDING

ENERGY

Ut wisi enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip

rawabi.com | K | @RAWABIHOLDING

POWERED BY PEOPLE

EMPOWER NEXT

MISSION

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VALUES

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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.

Smart Grid Technologies: We leverage advanced smart grid technologies to create intelligent energy distribution networks that enhance reliability, manage peak demand, 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.

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.

At [Company Name], we pride ourselves on our commitment to quality, reliability, and exceptional customer service. By collaborating closely with our clients, we develop customized energy solutions that align with their unique needs and sustainability goals.

We invite you to explore our website at [Website] to learn more about our services, projects, and success stories. Feel free to reach out to our dedicated team at [Phone Number] or [Email Address] for any inquiries or to schedule a consultation.

Thank you for your time, and we look forward to the opportunity to collaborate with you in building a greener and more sustainable future.


Group President & CEO

رؤيى القابضة
RAWABI HOLDING



Name Longlastname
Group chairman

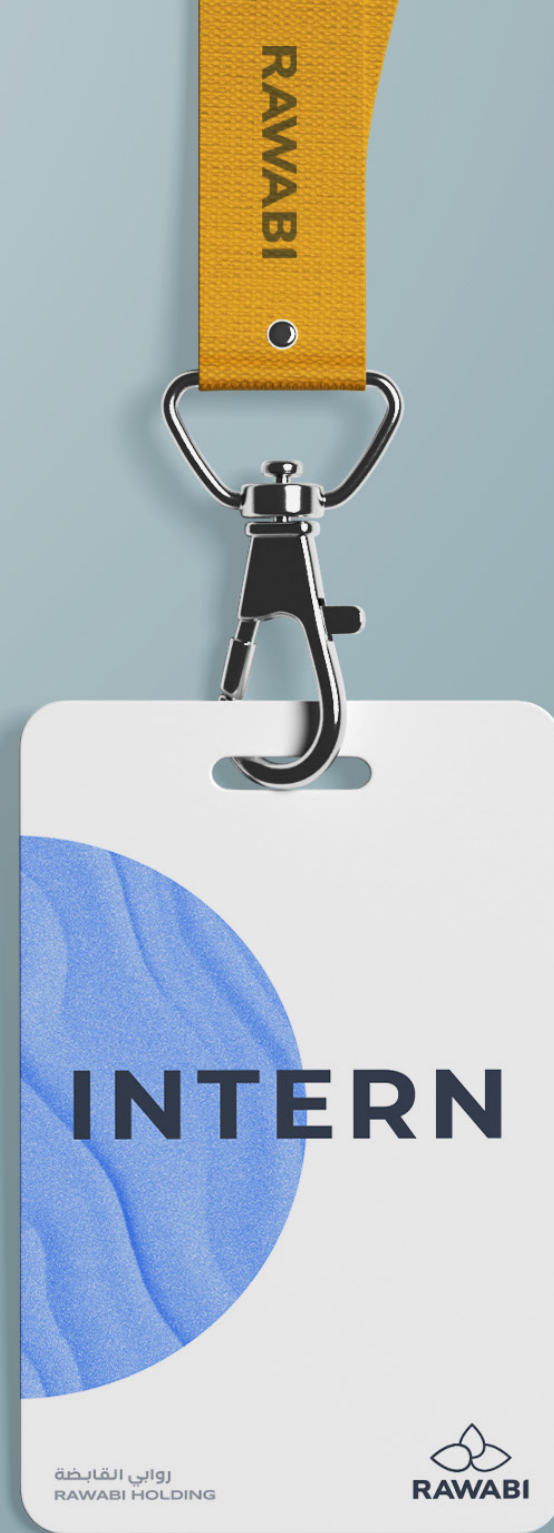
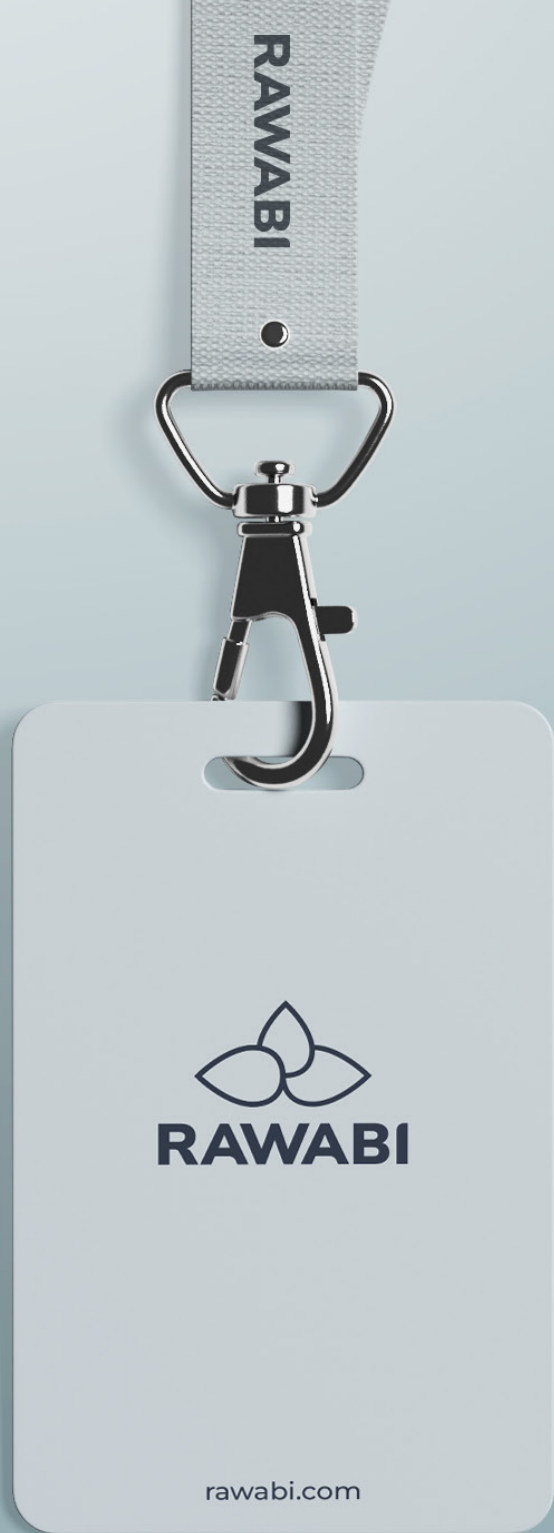
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D. 966 012 3456 7891
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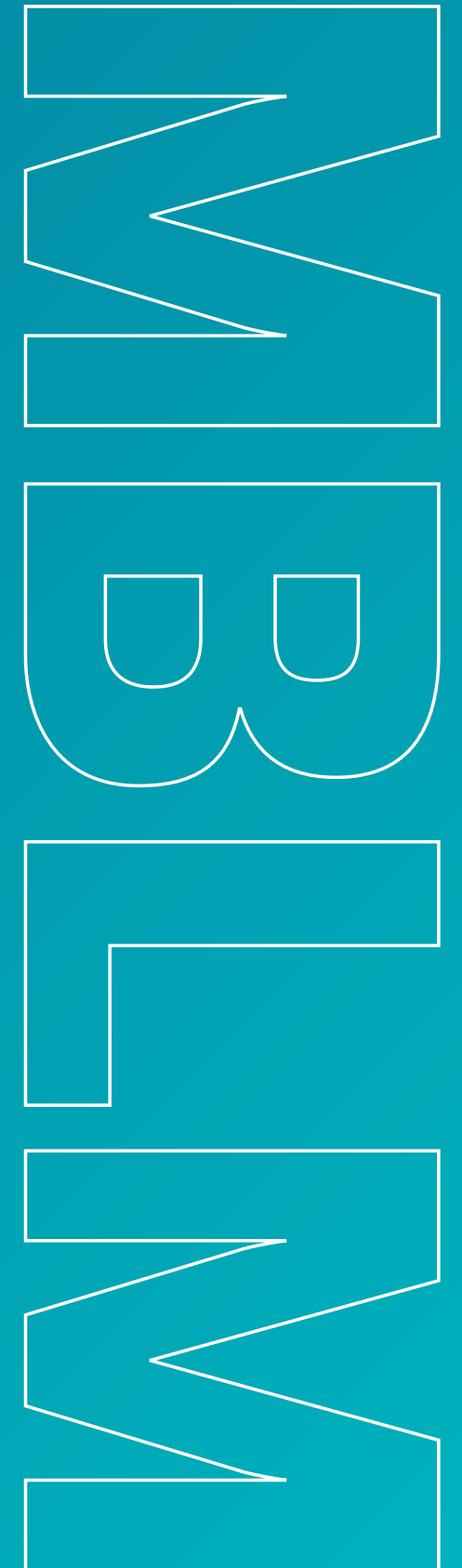


The New **Brand Identity**

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 CETCO FIRST ANNUAL RECOGNITION CEREMONY

Rawabi CETCO held its first annual recognition ceremony on the 22nd of January 2024, at the Rawabi Convention Center. The ceremony was attended by a large number of guests, including senior management and industry leaders. The event celebrated the achievements of the company's employees and partners over the past year. The ceremony was a significant milestone for Rawabi CETCO, highlighting its commitment to excellence and its strong relationships with its stakeholders.

FOUNDING DAY AT RAWABI HOLDING GROUP

Rawabi Holding Group celebrated its founding day on the 22nd of January 2024. The event was held at the Rawabi Convention Center and was attended by a large number of guests. The ceremony was a significant milestone for Rawabi Holding Group, highlighting its commitment to excellence and its strong relationships with its stakeholders.



RAWABI HOLDING AS A CAPITAL SPONSOR AT THE CAPITAL MARKETS & ESG FINANCE CONFERENCE

Rawabi Holding Group participated as a capital sponsor at the Capital Markets & ESG Finance Conference. The conference was held at the Rawabi Convention Center and was attended by a large number of guests. The event was a significant milestone for Rawabi Holding Group, highlighting its commitment to excellence and its strong relationships with its stakeholders.



MAHARAT INSTITUTE GRADUATES SECOND BATCH OF RSC TRAINEES



ADVANCED MARKETING AND SALES SKILLS WORKSHOP



TEAM ACCOMPLISHMENT



SHARED SERVICES COST CHARGES METHODOLOGY WORKSHOP

Rawabi Holding Group held a shared services cost charges methodology workshop. The workshop was held at the Rawabi Convention Center and was attended by a large number of guests. The event was a significant milestone for Rawabi Holding Group, highlighting its commitment to excellence and its strong relationships with its stakeholders.

RAWABI HOLDING IS POWERED BY PEOPLE LIKE YOU!

MAGNOM PROPERTIES PARTNERS WITH LEONARDO



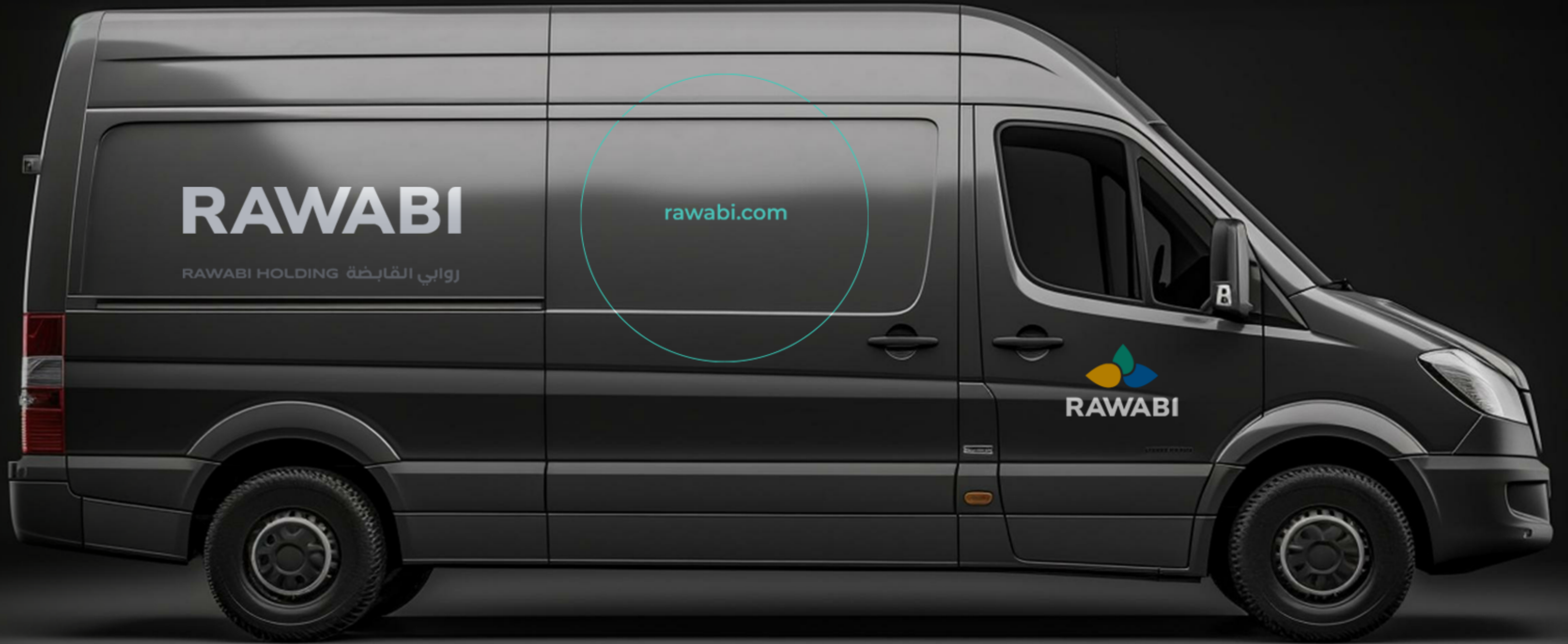
RSC BREAKS GUINNESS WORLD RECORD AT RAWABI HOLDING ANNUAL IFTH











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

