

Sanad Creative Agency Guides

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Brand Overview

Sanad is more than just a creative agency; we are the steadfast support system for Saudi brands aiming to leave their unique mark in the competitive marketplace. Rooted in Jeddah, our team of passionate professionals is united by a vision to empower local brands with authenticity and innovation. With deep insights into the Saudi market and culture, we deliver tailored solutions that elevate brands to new heights. At Sanad, we are not just partners; we are advocates, collaborators, and champions of Saudi brands on their journey to success.

Brand's Vision & Mission

Vision

To see Saudi brands celebrated worldwide for their creativity, authenticity, and cultural significance.

Mission

To be the unwavering support system for Saudi brands, empowering them to achieve creative distinction and market prominence through authentic and innovative solutions.

Brand Promise

Sanad promises to stand by its clients, providing unwavering support and innovative solutions that celebrate and elevate the unique identity of their brands. Sanad is dedicated to ensuring clients' success with full commitment, creativity, and cultural insight.

USPs

Local Expertise: Possessing deep understanding of the Saudi market landscape, culture, and consumer behavior.

In-House Capabilities: Operating a private products factory and printing press, ensuring high quality and flexibility.

Authentic Innovation: Crafting tailored solutions that resonate with authenticity and innovation, preserving the distinct identity of Saudi brands.

Comprehensive Services: Offering a full spectrum of services including brand strategy, graphic design, product design, content creation, advertising and marketing, event management, media production, motion design, and public relations.

Business Scope

Sanad provides a comprehensive suite of services tailored to meet the diverse needs of Saudi brands:

Brand Strategy

Graphic Design

Product Design

Content Creation

Advertising and Marketing

Event Management

Media Production

Motion Design

Public Relations

Projection Mapping

Brand Personality

Sanad embodies the Creator-Innovator archetype. It is imaginative, visionary, and driven by a passion for originality and progress. Sanad's approach is creative, nurturing, and deeply collaborative, making clients feel like part of the family. It is the go-to agency for brands seeking a trusted and loving partner in their journey to success.

Tone Of Voice

Friendly and Supportive:

"At Sanad, they're more than just a creative agency - they're your biggest supporters. Think of them as part of your team, always there to back you up and help you shine."

Innovative and Visionary:

"They believe in the power of creativity to transform brands. With their innovative solutions and deep cultural insights, they'll help you carve out your unique space in the market."

Authentic and Trustworthy:

"Your brand's authenticity is their top priority. They're dedicated to crafting strategies that resonate with your audience and celebrate your unique identity."

Writing Style

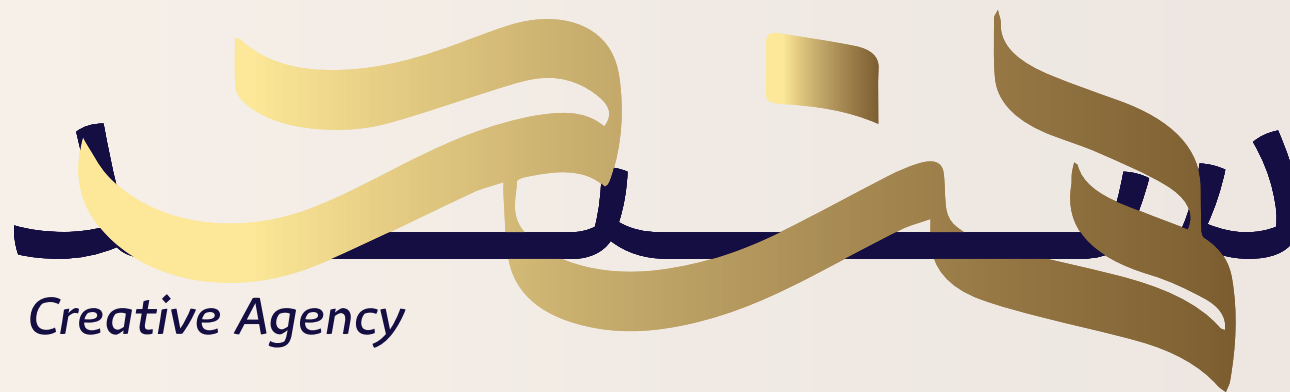
the Tone of voice is warm, welcoming, and supportive. communication should be with a friendly and approachable style, ensuring the clients feel valued and understood. The language is clear, engaging, and infused with a sense of creativity and innovation. avoid overly formal language, opting instead for a conversational tone that reflects Sanad's commitment to building strong, personal connections with clients.

Content Goals

- Enhance Brand Awareness
- Build Trust and Credibility
- Engage and Educate the Audience
- Showcase Unique Capabilities: Highlight Sanad's in-house production and printing capabilities to differentiate from competitors.
- Enhance Brand Awareness
- Build Trust and Credibility
- Engage and Educate the Audience
- Showcase Unique Capabilities
- Promote Authenticity and Cultural Significance
- Generate Leads and Drive Conversions
- Foster Community and Client Relationships
- Demonstrate Thought Leadership

By aligning these content goals with Sanad's mission and vision, the agency can effectively communicate its value proposition, build strong relationships with its audience, and drive business growth.

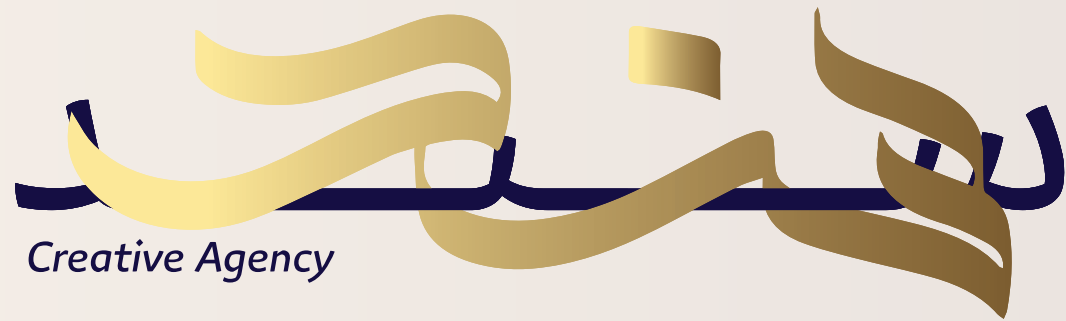
Logo



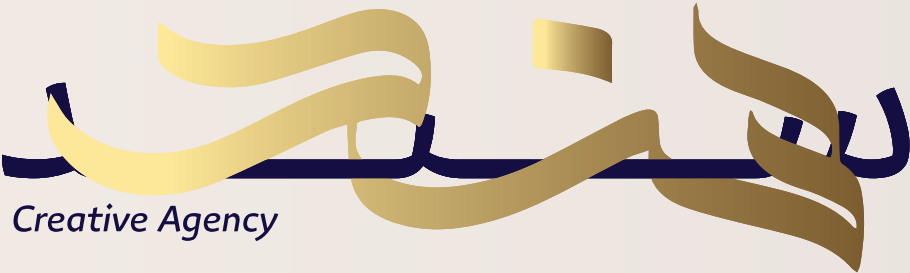
Logo Structure & Concept

The brand mark for Sanad Creative Agency embodies the essence of the brand's name through a blend of traditional Arabic font and customized digital calligraphy. The logo consists of the word "Sanad" rendered in two distinct styles: a basic Arabic font in blue, and a customized Arabic digital calligraphy in golden hues.

The concept behind the logo is to visually represent the meaning of the word "Sanad". This concept is brought to life through the design, where the blue "Sanad" text appears to be supporting or uplifting the golden "Sanad" text. This symbiotic relationship between the two elements symbolizes the agency's commitment to being a steadfast support system for Saudi brands, helping them carve their unique mark in the competitive marketplace.



Logo Size



100 %



50 %



25 %

Logo Colors

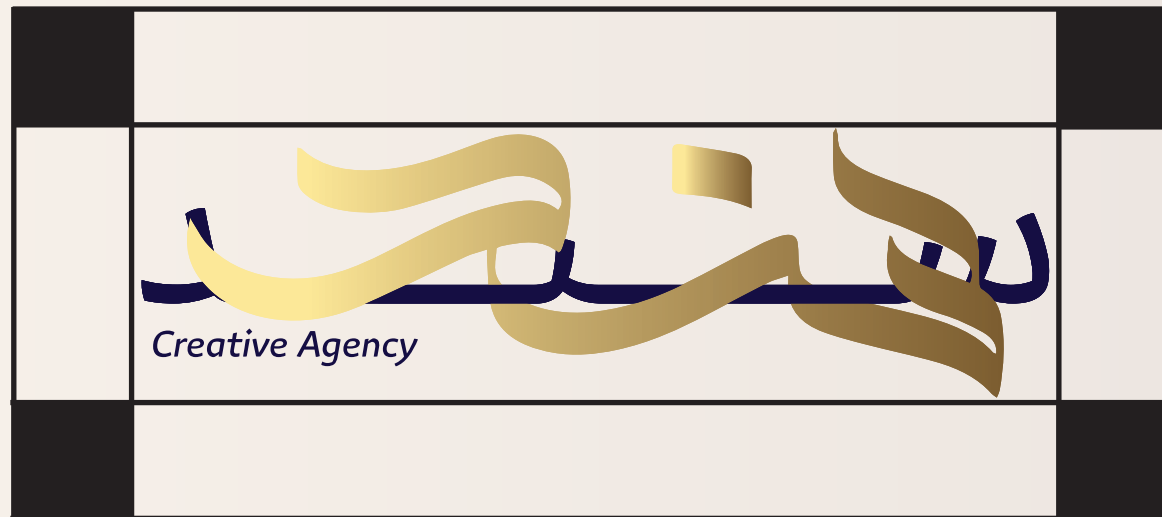
Logo color for light backgrounds:



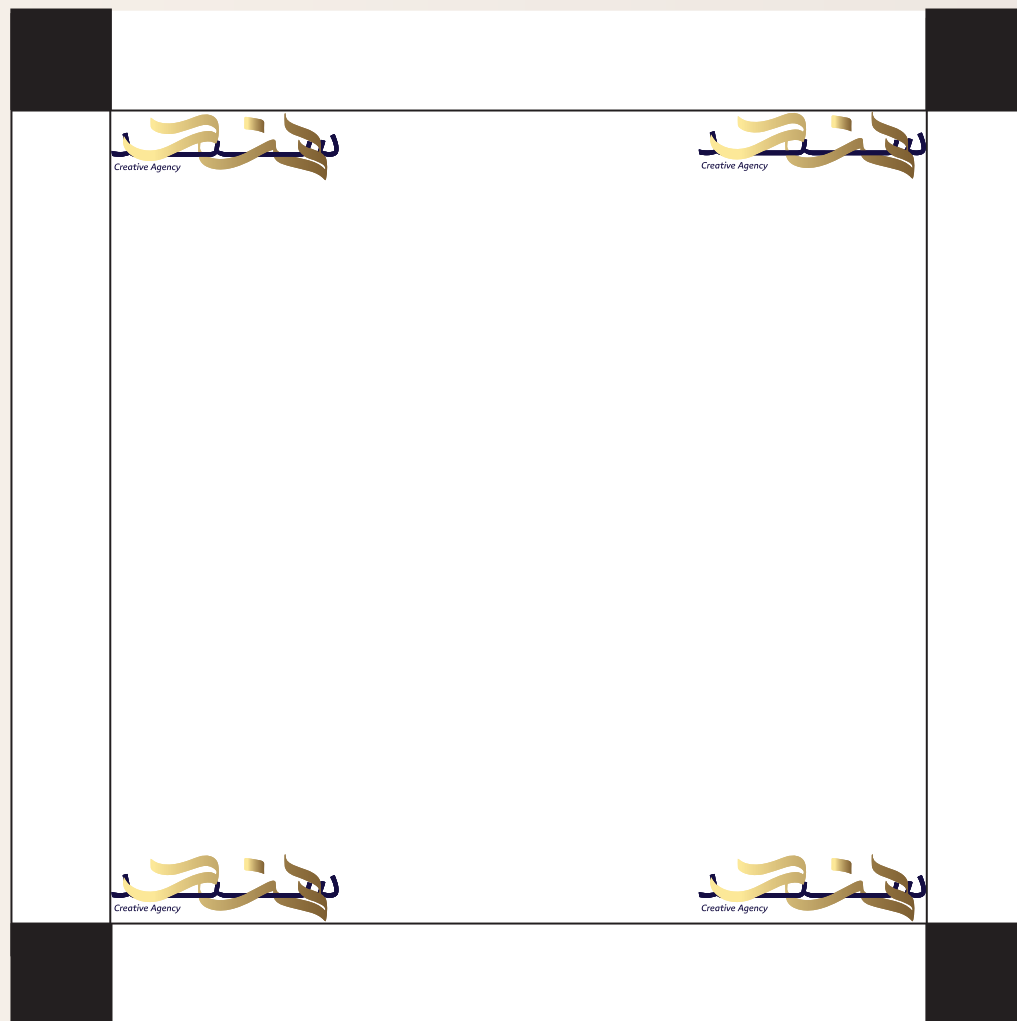
Logo color for dark backgrounds:



Logo Clear Space



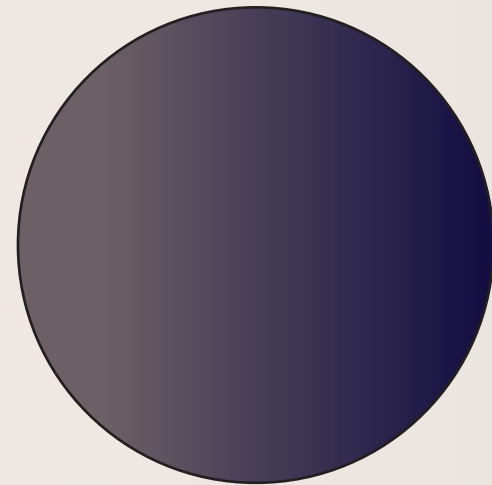
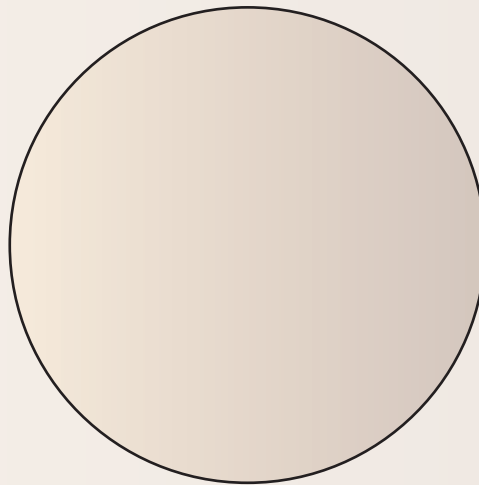
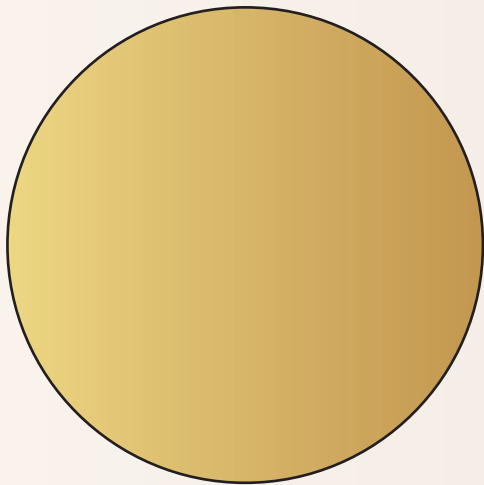
Logo Placement



Brand Colors



Brand Gradient Colors



Pattern Gradient Colors



Typography

Arabic Font

29LT Azer

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي
٠ ٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١

English Font

Nexa

Nexa Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 9 8 7 6 5 4 3 2 1

Nexa Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 9 8 7 6 5 4 3 2 1