

MUSTAFA AL JUAIDI

BRAND DESIGNER
DESIGN PORTFOLIO



ABOUT ME

Born and raised in Dubai, the city of diversity, Mustafa was bound to become diversified in mindset, practice, and experience. He Holds a Jordanian nationality, an Emirati cultural background and an international educational experience. Mustafa is a non-stop learner and explorer, always inspired and always hoping to inspire. His all-time goal is to be able to generate an impact on the world through design and brand; brand strategy, brand marketing, brand creation, retail branding.

Mustafa adopts a modest background in business studies; business management, and marketing. In 2015, he earned a BA in Graphic Design at the American University in the Emirates, Dubai. In 2017, he earned a Postgraduate MA Design, Innovation & Brand Management at the University for the Creative Arts, England, United Kingdom.

In the past year, Mustafa has been a project manager and client service manager for several local and regional clients in various sectors;

*ADNOC, UAE. [Project: Annual Report](#)

*Dana Gas, UAE. [Projects: Annual Report + Corporate Website](#).

*Bank of Bahrain and Kuwait (BBK), Bahrain. [Projects: Annual Report + Private Banking branding \(BBK Privé\)](#).

*King Abdulla Economic City (KAEC), KSA. [Projects: Annual Report + PPT presentation](#).

*Saudi Economic and Development Company (SEDCO), KSA. [Project: Annual Report](#).

*Asaas (Muscat National Development and Investment Company). [Projects: Four branding projects](#).

SKILL SET



Strategic design

Logo design

Branding

Graphic design

Art direction

Website art direction

Photography art direction

Client service

Problem solving

Team work

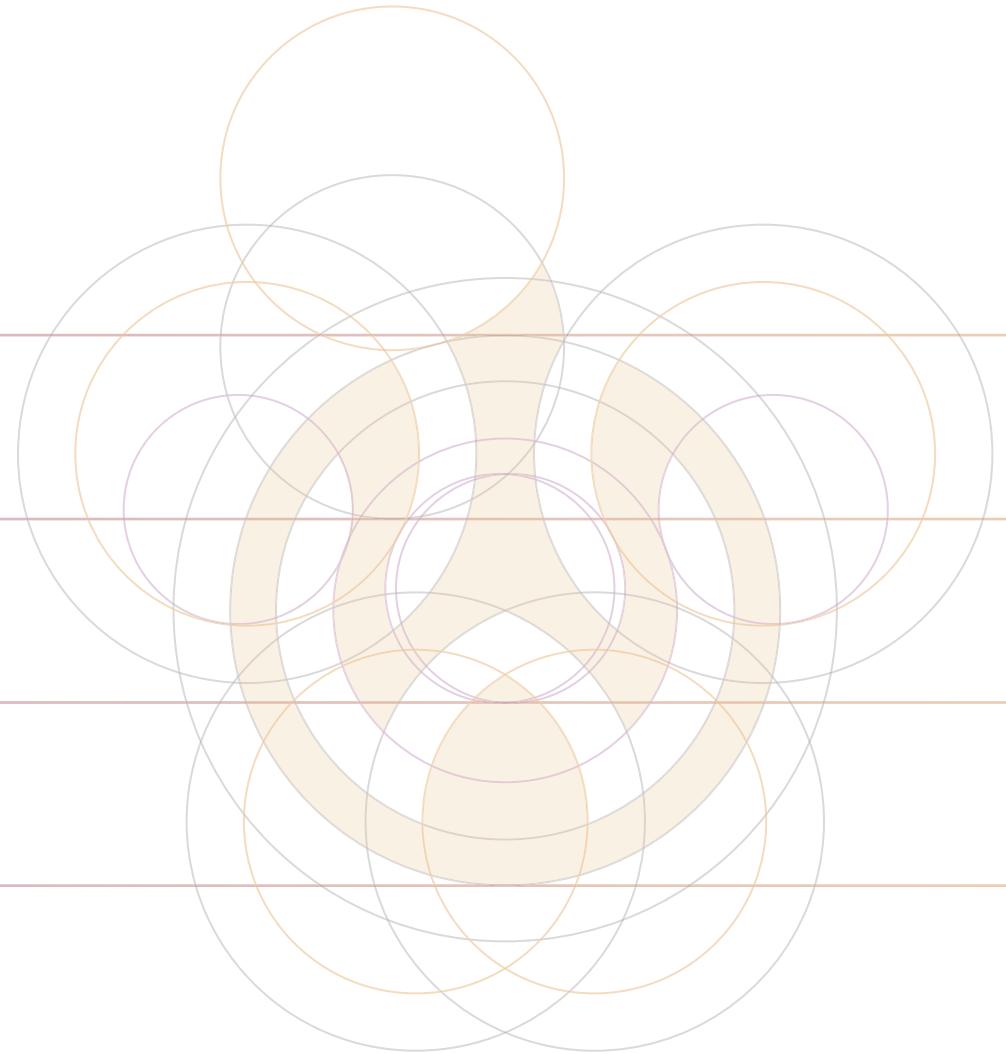
Team management

Project management

Innovative brainstorming

Opportunity seeker

LOGO DESIGN





Identity and Branding
Union Insurance Company
Dubai –2015

Union Insurance Company wanted to celebrate their growth in value and size in national marketshare by, first, modifying their visual identity that set as proof for strength and growth.

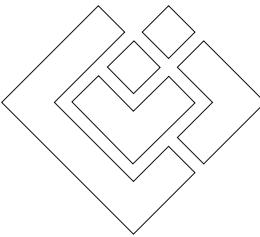
The brief was to modify the look and feel, modernise the typeface of the brand, and create a strength-resembling symbol. Hence, the logo was designed to demonstrate strength, courage, and stability in a geometrical feel. The brand now sets as an icon of strength, trust, and care.



Stationery items Union Insurance Company

Letterhead, Business cards, DL, A4, and A5
Envelopes, A4 Folder, E-mail signatures, E-mail
cards, and PowerPoint Presentation Template.

الجامعة
UNIONINSURANCE



Cyan 11
Magenta 100
Yellow 81
Black 3



Red 207
Green 10
Blue 44



Cyan 100
Magenta 94
Yellow 28
Black 23



Red 38
Green 42
Blue 95



Travel Blog

My Big European Summer Travel Goal



INNOVATIONS FOR A SAFER FUTURE

When it comes to keeping your loved ones happy and securing their future, you think of new ways to give them your best. At Union Insurance, we do the same to fulfill your needs. Our innovative solutions protect you and your financial future. Get in touch and get the insurance that is right for you.



More than just protection...

GENERAL | LIFE | MEDICAL





Identity and Branding
Auntre Laundry
Dubai –2016

A local laundry start-up business that planned to enter the market with confidence and courage needed a logo to represent such spirit.

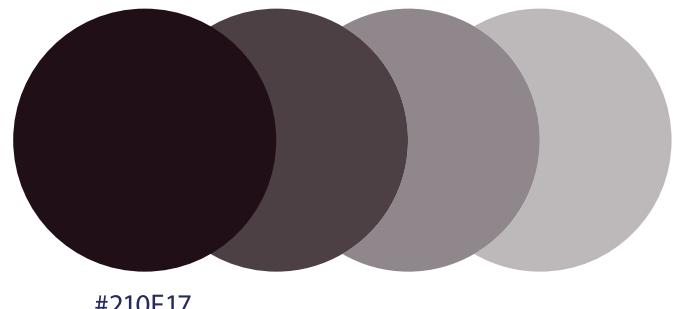
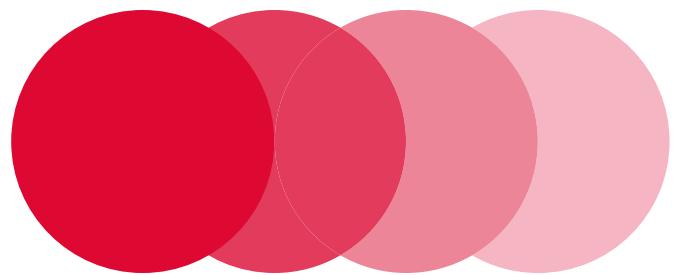
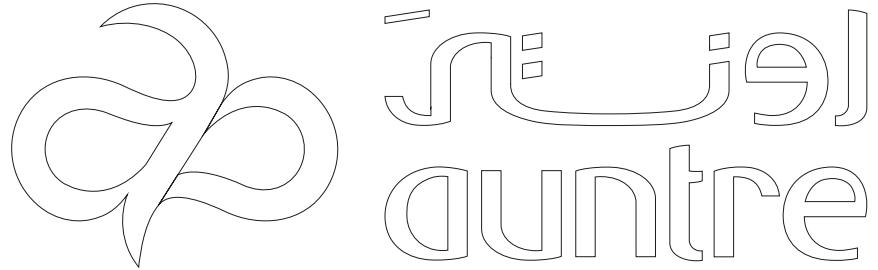
Auntre Laundry's logo demonstrates the modern lifestyle that we live in today. The brand is working to deliver laundry services with ease and quality in quicker ways than how it used previously to be in the industry.



Stationery items Union Insurance Company

Including; LetterHead, Business Cards, DL, A4, and A5 Envelopes, Loyalty Cards, Flyers and Door Hangers, Brochures, T-shirt, and Company Profile design.



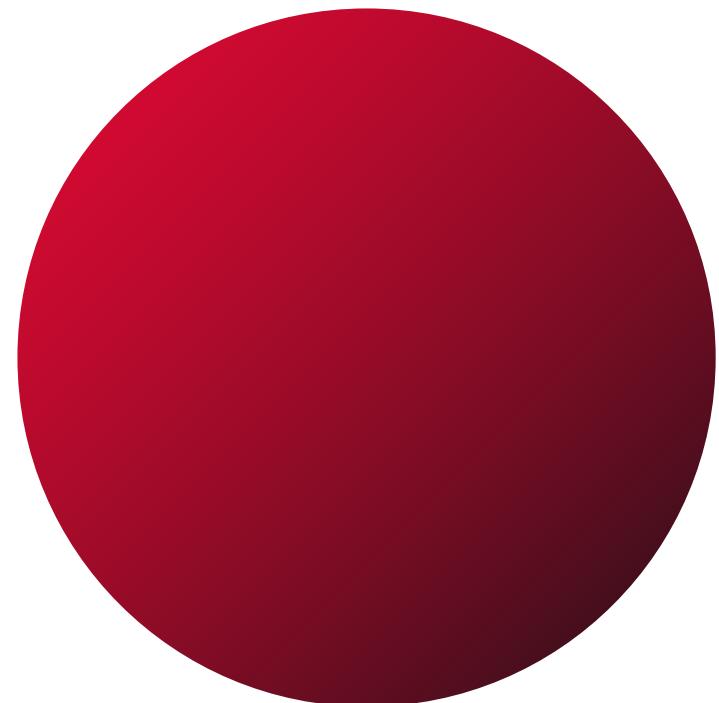


Cyan 4
Magenta 100
Yellow 77
blacK 1

Red 221
Green 9
Black 49

Cyan 70
Magenta 82
Yellow 54
blacK 84

Red 33
Green 15
Black 23



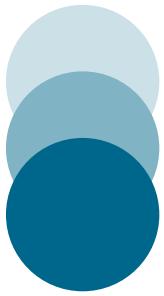
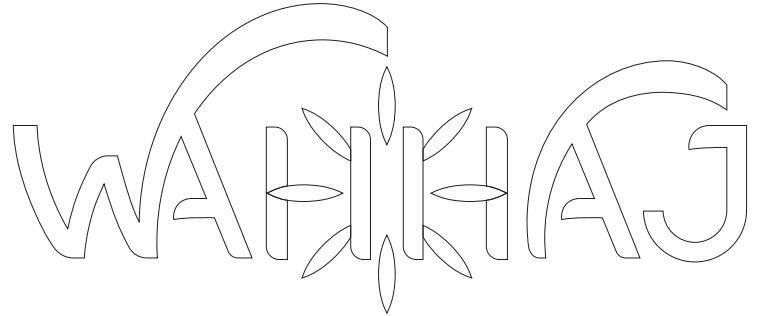




Identity and Branding
Wahhaj Leisure Yachts & Boats Rental
Dubai –2019

A local sea adventures start-up business that aims to contribute to the tourism industry in the UAE. Its main activities comprises on fishing activities, yachts cruises, water activities and celebration events on boats and yachts.

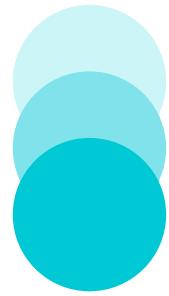
Wahhaj Leisure's logo is inspired by the waves of the oceans, with the added shine of the sun resulting in a blue and yellow colourful wordmark.



00678C



008EA5



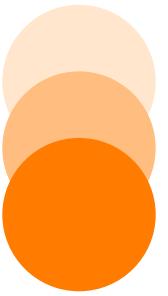
00C9D5



FFFF50



FFBA1C



FF7C00



WAHHAJ
LEISURE YACHTS & BOATS RENTAL

فاتورة
BILL VOUCHER

No. 0000 AED المبلغ

هذه الفاتورة هي تذكرة للمسعور على الماء.

مهم جداً من أجل التصريح الصادق على الماء.
(العنوان) في جميع الأوقات يجب احتفاظ ببطاقة عمل أو بطاقة قيادة أثناء الرحلة.
(الرسالة) على الرسائل المكتوبة في جميع الأوقات.
(الوقت) يرجى الارجاع إلى الوقت الذي تم فيه الشرط.
(الجهة) يرجى تحمل المسؤولية في مكان القارب 10 دقائق قبل وقت مغادرة غير قابل للاستثناء.
عند ان تقتصر الرحلة في نهاية الرحلة.

IMPORTANT: FOR PERMISSION TO BOARD THE BOAT!
(All) Guest should bring their Emirates ID/Labor card/UAE driving Licence during the trip.
(Conditions) Please keep your work or driving license at all times during the trip.
(Cancellation) The trip will be cancelled due to non-compliance of the above, and 100% amount for the trip will not be refundable.
(Time) Guests should be at the location of the boat 15 minutes earlier. Any delay will NOT allow time to reschedule.

دفعه مقدمة ADVANCE المبلغ كاملاً FULL AMOUNT المبلغ المتبقي BALANCE AMOUNT التاريخ DATE _____

_RECEIVED FROM MR./MS. _____

SUM OF AED _____ مبلغ و قدره _____

CHEQUE DETAILS _____ تفاصيل الشيك _____

TRIP DATE _____ تاريخ الرحلة _____

TRIP TIME FROM _____ TO _____ وقت الرحلة _____

VESSEL _____ اسم القارب _____

GUEST CAPACITY _____ عدد الركاب _____

الإسم من السيد/ة _____

نقداً CASH تحويل TRANSFER شيك CHEQUE

REPRESENTATIVE _____ توقيع الممثل _____

Customer Signature _____

Maritime Business Center, Office 5/19
Dubai, UAE | Email: info@wahhajyachts.com
+971 50 3577 300 | +971 55 5524 333
www.wahhajyachts.com @

WAHHAJ
LEISURE YACHTS & BOATS RENTAL

No. 0000 سند صرف PAYMENT VOUCHER

المبلغ AMOUNT _____ AED

نقداً CASH تحويل TRANSFER شيك CHEQUE التاريخ DATE _____

يصرف إلى السيد/ة _____

مبلغ و قدره _____

وذلك عن _____

رقم الشيك _____ DATED _____ تاريخ الاستحقاق _____

رسخنا على _____

المحاسب ACCOUNTANT _____ توقيع المستلم RECEIVER'S SIGNATURE _____

Maritime Business Center, Office 5/19
Dubai, UAE | Email: info@wahhajyachts.com
+971 50 3577 300 | +971 55 5524 333
www.wahhajyachts.com @



Stationery items Wahhaj Leisure Yachts & Boats Rental

Including; letterhead, business cards, DL, envelopes, receipts, payment voucher cards, flyers and company profile design.

WAHHAJ
LEISURE YACHTS & BOATS RENTAL
Sea more.

Facility Location
Fishing Harbor 3, Umm Suqeim 2, Dubai.
intowahhajyachts.com
www.wahhajyachts.com

SUMMER OFFER 50% OFF!

70 ft. Yacht
10-15 people for AED 700/hour – min 2 hours
16-20 people for AED 850/hour – min 2 hours
21-27 people for AED 1000/hour – min 2 hours

Book your summer trip now!
Call 0503577300

*Terms & Conditions apply

WAHHAJ
LEISURE YACHTS & BOATS RENTAL
Sea more.

Facility Location
Fishing Harbor 3, Umm Suqeim 2, Dubai.
intowahhajyachts.com
www.wahhajyachts.com

SUMMER OFFER!
Trip to the Crescent Moon Island
Minimum 6 hours

Book your summer trip now!
Call 0503577300

*Terms & Conditions apply

AED 3,000

WAHHAJ
LEISURE YACHTS & BOATS RENTAL
Sea more.

Facility Location
Fishing Harbor 3, Umm Suqeim 2, Dubai.
intowahhajyachts.com
www.wahhajyachts.com

SUMMER OFFER!
4-hrs Fishing trip with BBQ
Offer includes fishing equipment, ice & beverages and BBQ.

Book your summer trip now!
Call 0503577300

*Terms & Conditions apply

AED 1,599

OTHER SUCCESSES



SHADI NAJEM



المساحة اللامعة لتنظيف المباني
AL MASAH AL LAMIAH BUILDING CLEANING

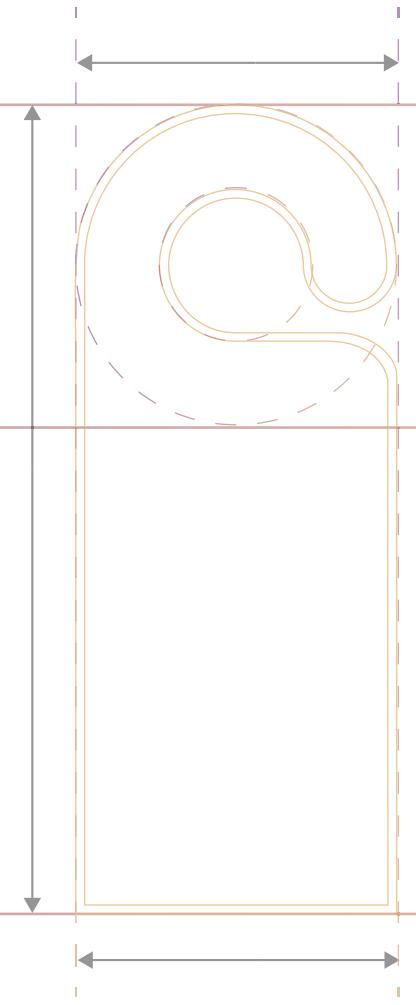


مؤسسة بلوتون للتجارة العامة.
PLUTON GENERAL TRADING EST.



- 1 **Shadi Najem**
Personal Logo
- 2 **Al Masah Al Lamiah Bldg Cleaning**
Identity & Branding
- 3 **Pluton General Trading Est.**
Identity & Branding
- 4 **The Bag House Company**
Identity & Branding

PRINT DESIGN



Door hanger Auntre Laundry

Double-sided door hanger in both languages Arabic and English for Auntre Laundry promotional advertisement.



A5 flyer Auntre Laundry

Double-sided A5 Flyer in both languages Arabic and English for Auntre Laundry promotional advertisement.

The A5 flyer for Auntre Laundry is a double-sided design. The back side, shown here, features a red gradient background with white and yellow text. At the top is the Auntre Laundry logo in Arabic and English. Below it are three service offerings: Dry Cleaning (19 AED/KG), Wash n Press (12 AED/KG), and Wash n Fold (9 AED/KG). To the right is a large image of a red laundry bag with the company's name and logo. Above the bag is a scale showing weights of 19, 12, and 9 AED/KG. Social media links for Instagram and Facebook are provided. The text "#LaundryDoneBetter" is also present. The front side of the flyer is not visible in the image.

#LaundryDoneBetter

Al Khabaisi, Deira

Jaddaf, Bur Dubai

Jumeirah Village Circle

[Instagram](#) [Facebook](#) auntrelaundry

Pay Per KG!

Get your laundry done, pay per kilo, and get charged a lot less than the usual. Save time, and a lot more money.

Dry Cleaning
19 AED/KG

Wash n Press
12 AED/KG

Wash n Fold
9 AED/KG

Call or text 800-286873 054 4462003

*Terms & Conditions Apply

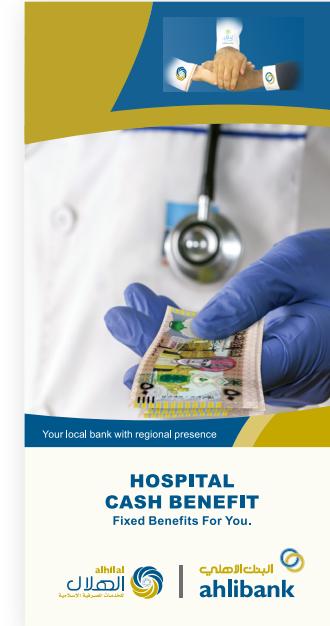
A4 Magazine advertising Auntre Laundry

A4 size magazine advertising for Union Insurance company. Two for 2018 and 2019 issues.



Tri-fold Flyer Ahli Bank - Oman

Four double-sided tri-fold flyer design for Ahli Bank in Oman, in both English and Arabic languages.



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