SaudiaBEYOND

2024

**\*Tags\***

1. User Research
2. Brand Identity Design
3. Interaction Design
4. User Experience Design
5. Motion Graphics & Animation
6. Inflight Entertainment (IFE-C)
7. Arabic Design & Typography

[Visit Website](https://entertainment.saudia.com/)

**About the Project**

Saudia Airlines tasked us with creating a multi-platform brand identity for their In-Flight Entertainment (IFE) and passenger experience. As the national carrier of Saudi Arabia, the goal was to represent the nation's evolving identity and inspire a global audience.

We developed SaudiaBEYOND, a brand that blends Saudi Arabia's future vision with its cultural traditions, reflecting the nation's shift from energy-based industries to new opportunities.

The design includes a modern sans serif typeface for readability, paired with a custom Arabic calligraphy font to showcase the beauty of the culture. A sleek, forward-angled brand bar symbolizes progress, while vibrant photography highlights Saudi culture and destinations.

At every passenger touchpoint, we emphasized Saudi hospitality, from the entertainment website to the IFE system design. SaudiaBEYOND encapsulates the airline's mission to exceed expectations and present a new, dynamic Saudi Arabia to global travelers.

Next Project