

**storm**®

Studio Profile

**storm**<sup>®</sup> is a global design studio.

We **evolve** brands, **shape** strategies, and **create** identities through a unified approach designed for **sustainable growth**.

Rooted in Saudi, grown to reach an international presence globally in Canada and Dubai.

With our headquarters in Riyadh, we partner with ambitious organizations to build brands that are clear, relevant, and built to last.

350+ projects across 17+ markets, storm<sup>®</sup> brings international experience shaped by local vision.

#### **Vision** →

To blend strategy and creativity into brand experiences that define direction and shape a clear path forward.

#### **Mission** →

To shape brands that influence industries and cultures.

We bring our international experience  
to the region, shaping brands with clarity,  
relevance, and purpose.

## design

**Storm Design Studio®**

Strategy • Branding • Creative Direction

Defines the brand — its meaning,  
structure, and story.

Toronto . Riyadh . Dubai

## digital

**Storm Digital Studio®**

Digital • UX/UI • AI & Performance

Activates the brand — its experience,  
performance, and growth

Toronto

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# Our Services— We design brands Connecting insight, identity, and experience to turn vision into measurable impact.

## Brand Strategy

Defines how the organization competencies are perceived, and wins in the market.

- Positioning & differentiation
- Brand architecture
- Messaging & narrative
- Market and growth direction

## Brand Identity

Translates strategy into a clear, credible, and scalable visual system.

- Logo & visual identity
- Typography & color systems
- Brand guidelines
- Visual standards

## Brand Experience

Shapes how the brand is felt across physical and digital interactions.

- Customer & user journeys
- Environmental & spatial branding
- Communication frameworks
- Service experience design

## Digital Branding

Activates the brand for engagement and performance.

- Websites & web platforms
- Apps & digital interfaces
- UX/UI systems
- Digital brand environments

## Our Process—The 4D Method™

Built on strategy. Driven by collaboration.  
Delivered with precision.

1 Discover    Research & insight

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2 Define    Strategy & direction

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3 Design    Identity & expression

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4 Deliver    Execution & impact

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## Strategic Partners

Built on trust. Delivered at scale.



storm.

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## Brands We've Built

End-to-end brand development across key growth sectors.

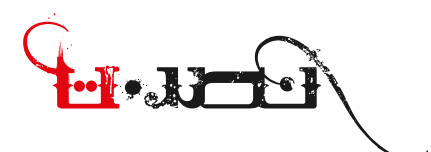
Fintech, & Corporate Advisory



Construction



Hospitality



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Healthcare



Arts & Events



Retail



F&B



Services



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Every project starts with **one question**—  
how can identity make an impact?

At **storm**<sup>®</sup>, we turn ambition into  
direction—delivering design that strengthens  
brands, drives engagement, and builds  
long-term value.

**storm**<sup>®</sup>

[stormdesign.studio](https://stormdesign.studio)

## Vision Realization Office (VRO) Translating Vision into Governance

As a central entity under the Ministry of Interior, the Vision Realization Office (VRO) plays a critical role in aligning initiatives, programs, and performance with the objectives of Saudi Vision 2030. This mandate extended beyond visual identity, requiring a structured brand system capable of expressing institutional authority, national vision, and long-term transformation.

Storm Design Studio® was entrusted with shaping this comprehensive brand system through its strategic partner, Devoteam. The result is a disciplined, future-facing identity that translates vision into clarity—ensuring consistency across leadership communications, inter-ministerial coordination, and public-facing platforms. Every element was designed to reinforce trust, precision, and alignment with the Kingdom's transformation agenda.

### Scope of Work

Brand Strategy / Brand Identity System / Brand Narrative /  
Brand Guidelines & Governance / Corporate & Government  
Collaterals / Campaign Layouts / Visual System Deployment





**VISION REALIZATION OFFICE**  
MINISTRY OF INTERIOR

# BRAND IDENTITY SYSTEM

MOI | MINISTRY OF INTERIOR  
VRO | VISION REALIZATION OFFICE

MOI / VRO | COLOR PALETTE

## 2.0 OUR COLOR

### PRIMARY COLORS

When the use of primary colors is becoming too dominant, the use of secondary colors is preferred. It can also be applied on stationery and in any supporting designs.

PANTONE® 1797 C  
CMYK 00 00 100 0  
RGB 0 0 255  
HEX/HTML #0000FF

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## Human Resources and Social Development Government Presentations

Storm Design Studio® partnered with the Ministry of Human Resources and Social Development to transform complex digital strategy into a clear, structured, and governance-ready system. The work focused on design-led clarity—shaping layouts, templates, and data visualizations that make strategy readable, actionable, and consistent across decision-making levels.

Delivered in collaboration with our strategic partner, Devoteam, the resulting bilingual system aligns content, design, and structure into a unified framework—reinforcing credibility, precision, and readiness for execution within the Kingdom's transformation agenda.

### Scope of Work

Design System & Layout Templates / Data Visualization & Charts /  
Editorial & Publishing Systems / Bilingual Design (EN & AR) /  
Digital & Print Deployment





Human Resources and  
Social Development



**Digital transformation strategy**  
For the Ministry of Human Resources and Social Development

Engineering & Construction

# QOAB® Holding

## Quality Over All Boundaries

Headquartered in Riyadh, QOAB® Holding operates a multi-divisional construction portfolio defined by engineering excellence. To better leverage its market position, the group is streamlining its brand structure, integrating its specialized sub-companies under a single, unified identity to enhance synergy and recognition.

This transformation orchestrated by Storm Design Studio® centers on the unwavering principle of quality without compromise. By harmonizing the group's narrative, visual identity, and digital ecosystem, the brand now embodies a rare fusion of industrial resilience and modern sophistication.

### Scope of Work

Brand Strategy / Brand Identity / Brand Narrative /  
Corporate Collaterals / Digital Experience / UX & UI Design /  
Website Development

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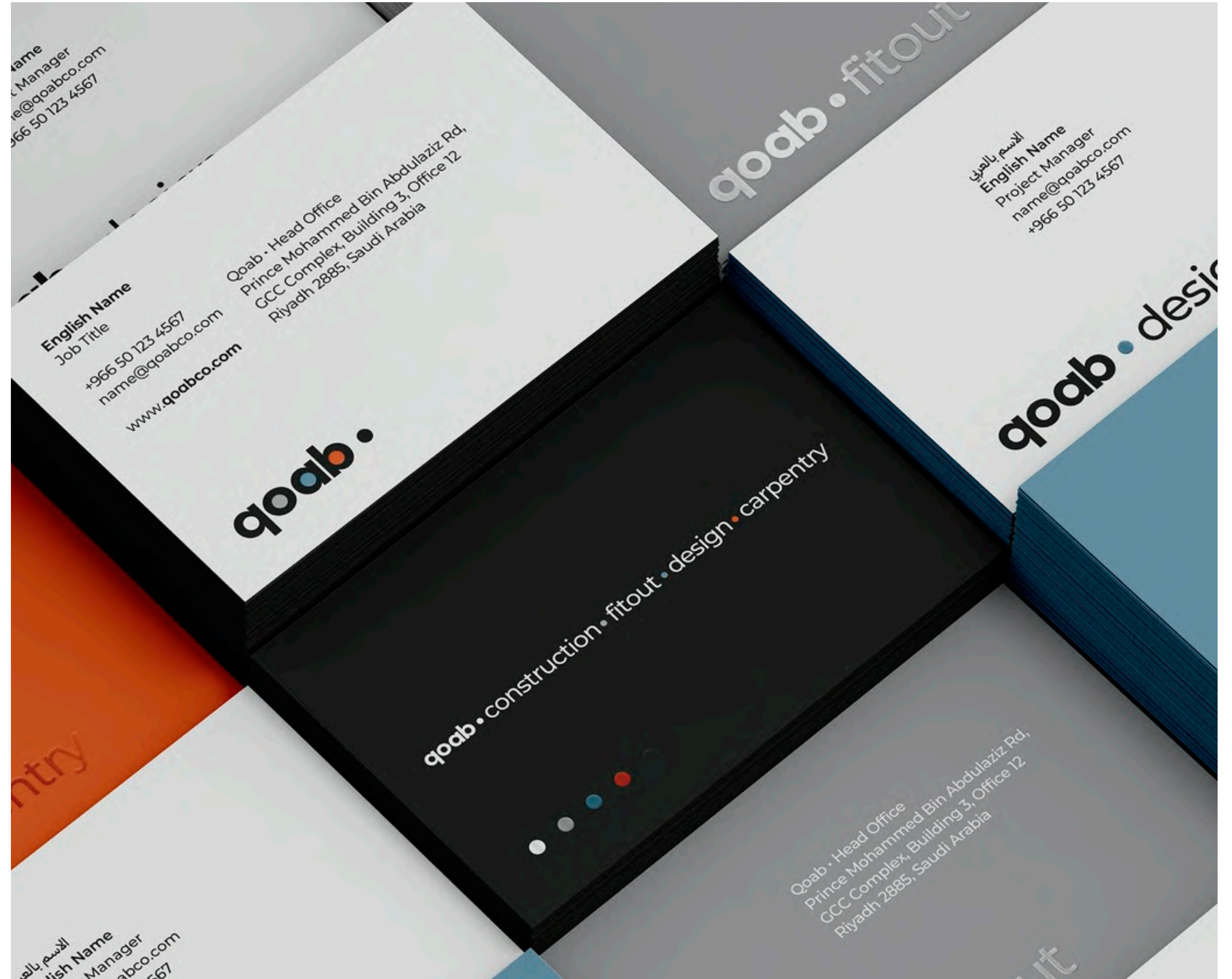
QOAB (Quality Over All Boundarie) is a holding company based in Riyadh, Saudi Arabia, overseeing four specialized companies: QOAB Construction, QOAB Fit-Out, QOAB Design, and QOAB Carpentry.

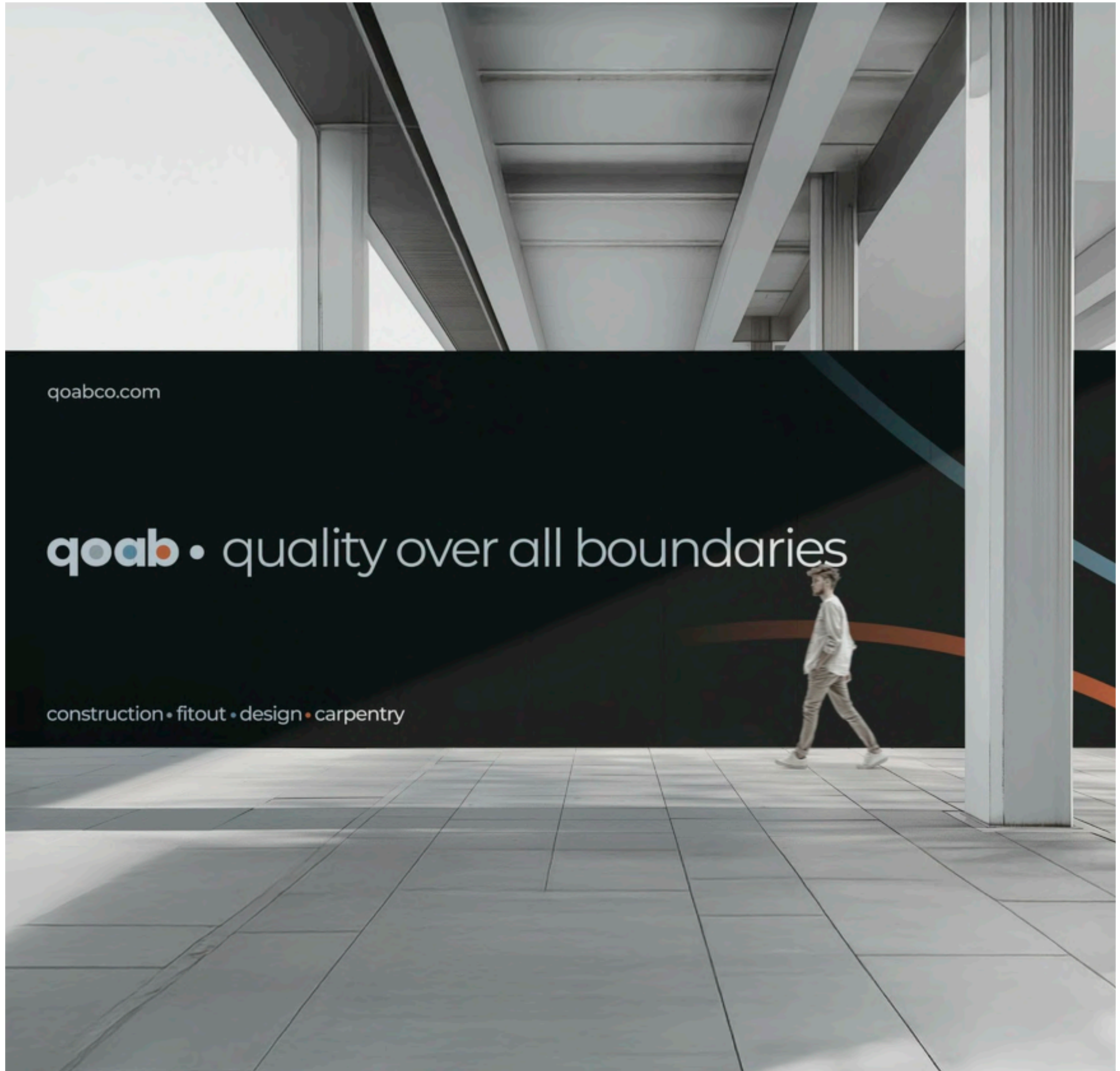
Our management approach seamlessly integrates services, allowing QOAB to deliver comprehensive solutions to its clients, meeting every aspect of their needs and building long-lasting relationships.

QOAB was established in Riyadh to set unique standards in the construction industry, driven by a vision to provide high-quality services.

Our focus is on delivering exceptional workmanship across all projects, particularly for fit-out and construction services. We handle a wide range of projects in Saudi Arabia, including industrial, distribution, manufacturing, office, retail, recreational, healthcare, and commercial developments.

• quality over all boundaries





Healthcare & MedTech

## SmartLab Digital Diagnostics

SmartLab operates at the intersection of healthcare and digital technology, offering diagnostic services designed around accessibility, speed, and data-driven care. The challenge was to structure a brand capable of communicating medical credibility while supporting a fully digital, patient-centered experience across platforms.

Storm Design Studio® partnered with SmartMed Investment to build a clear strategic and digital foundation for SmartLab. The resulting ecosystem aligns identity, UX, and communication into a cohesive system that reinforces trust, precision, and usability positioning SmartLab as a modern diagnostic provider adapted to Saudi Arabia's evolving healthcare landscape.

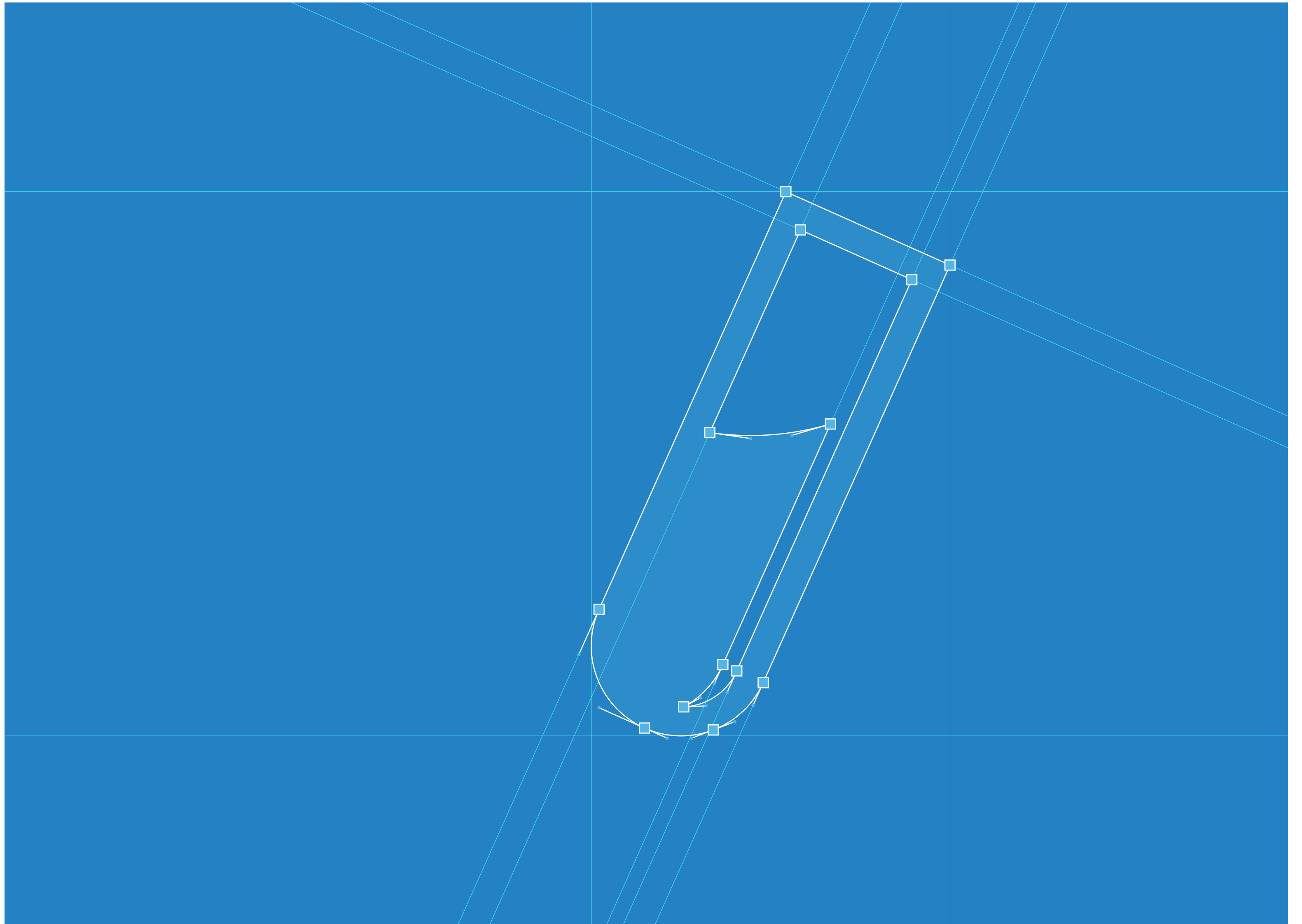
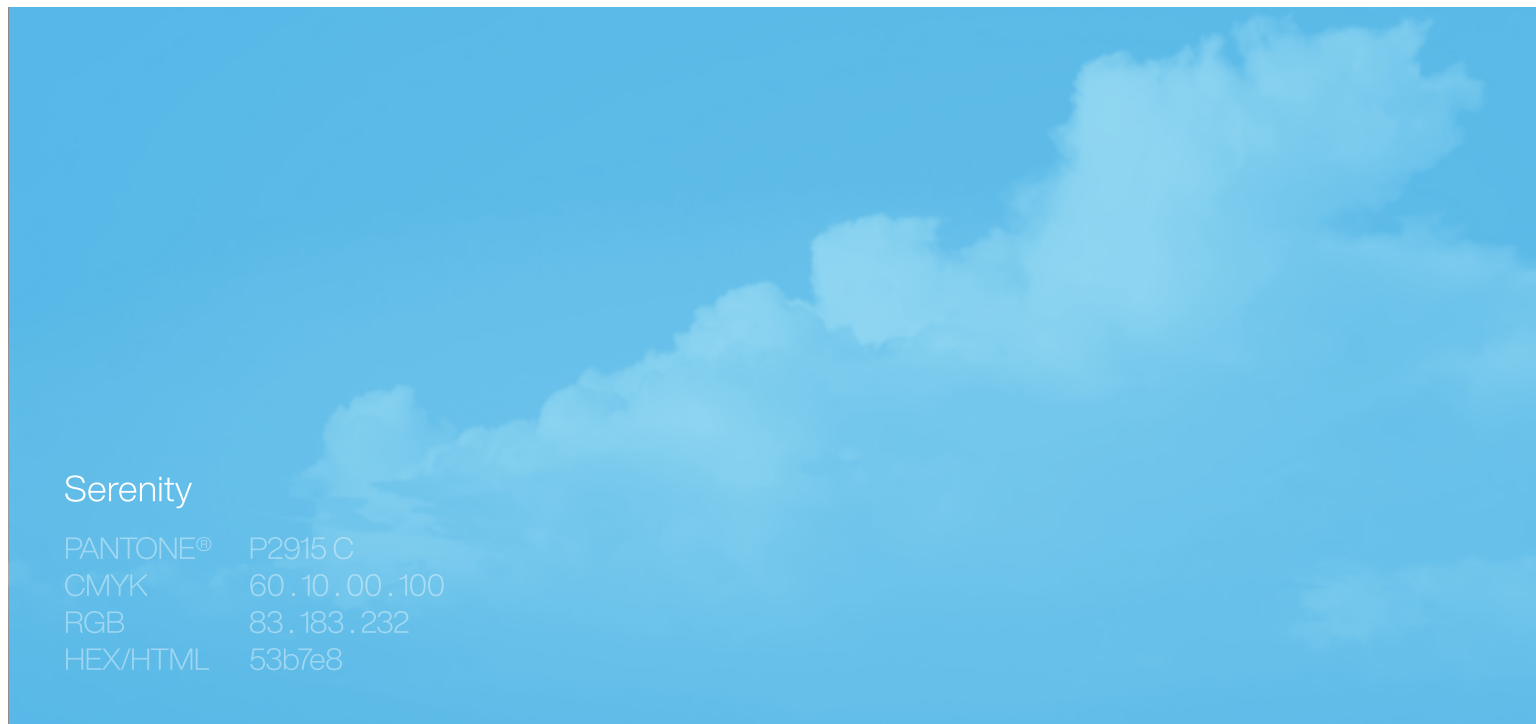
### Scope of Work

Brand Strategy / Brand Identity / Digital Experience /  
UX & UI Design / Website Development / App Design /  
Communication Materials / Digital Marketing

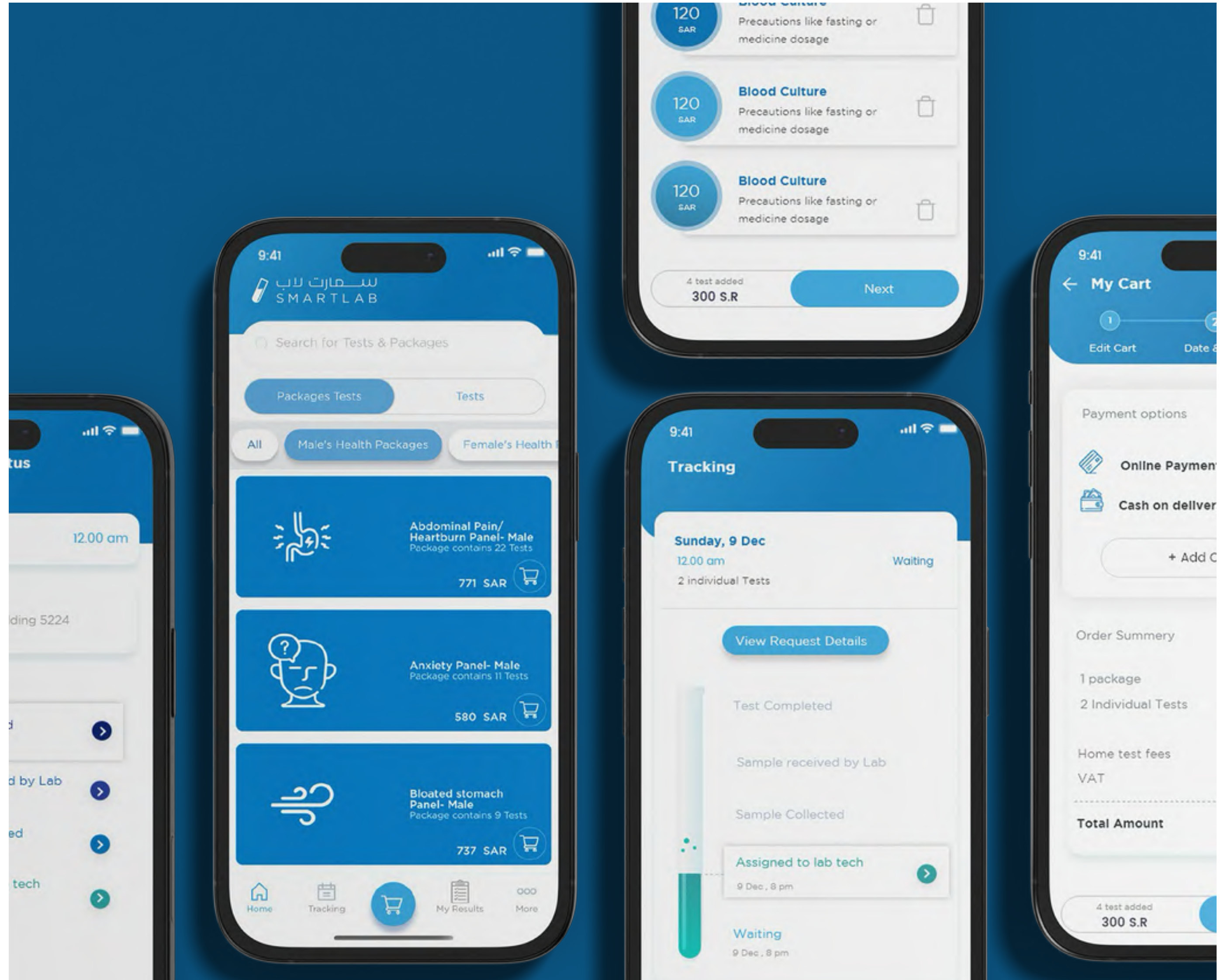
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Advertising, Marketing & Media

## Aura Production® Visual Storytelling

Aura Production® is a Saudi–Ukrainian creative production house operating across film, media, photography, and commercial storytelling. As the studio expanded its portfolio and international creative team, the brand required a clear identity that could communicate artistic depth while maintaining professional credibility and production capability.

Storm Design Studio® partnered with Aura Production® to develop a cinematic brand system that balances creative expression with structural clarity. The resulting identity positions the studio as a trusted production partner, capable of delivering high-impact visual content with consistency and control across Saudi Arabia and international markets.

### Scope of Work

Brand Strategy / Brand Identity / Website Design  
UX & UI Design / Creative Direction / Digital Branding /  
Visual System Development

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Retail & eCommerce

## Beard Zonia® Modern Masculinity

Beardzoina® required a clear and disciplined brand foundation to compete within a crowded grooming market while maintaining a strong, confident personality. The challenge was to build a brand system that balances visual boldness with consistency across packaging, communication, and digital presence.

Storm Design Studio® led the brand strategy and creative direction, structuring a cohesive identity supported by precise packaging design and visual standards. The outcome is a well-defined consumer brand with a consistent market presence, capable of scaling across products and channels without losing clarity or character.

### Scope of Work

Brand Strategy / Brand Identity / Brand Guideline /  
E-commerce Website Design, and Development / Art Direction /  
Packaging Design / Photography

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# FAMA Cultural Resonance

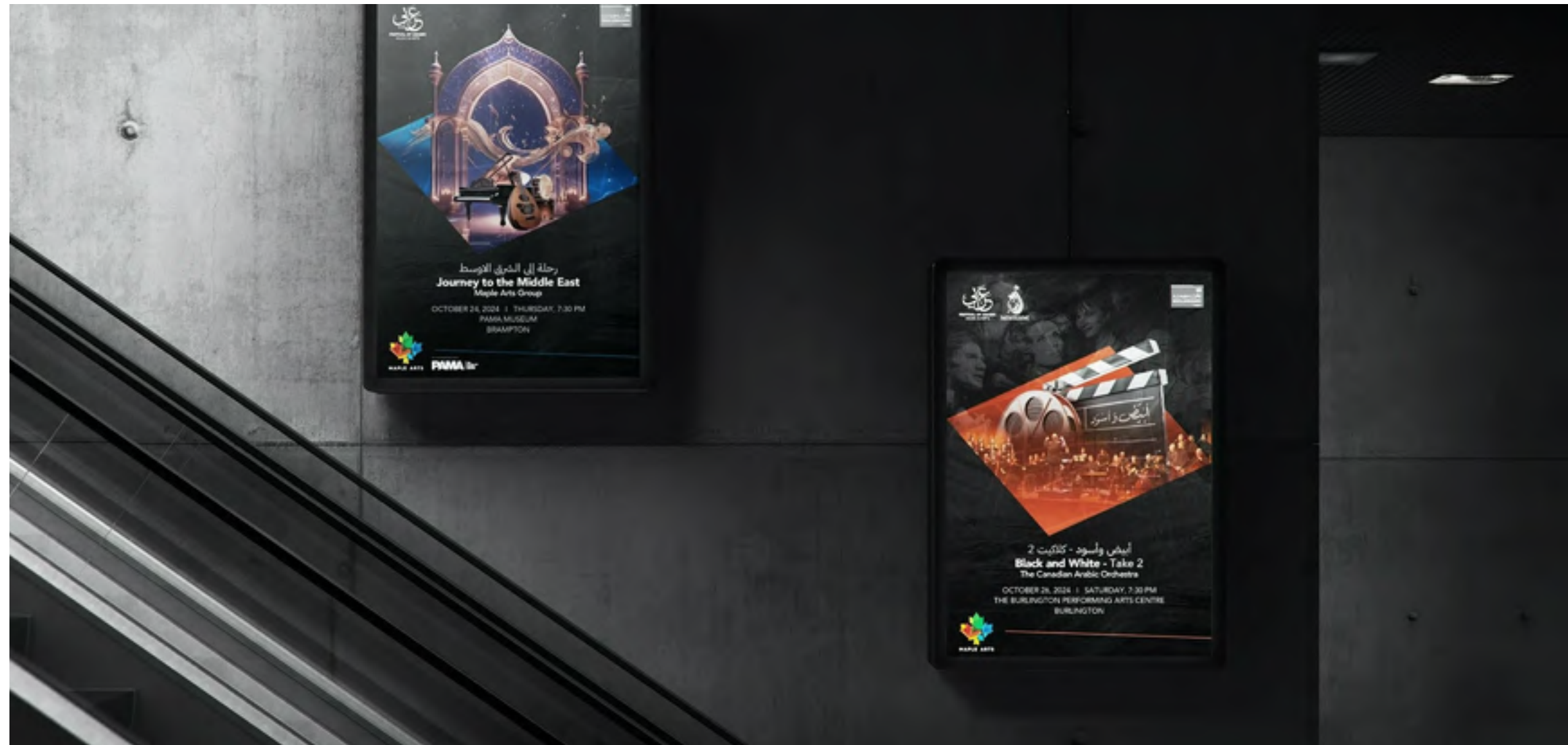
For 6 consecutive years, Storm® partnered with Maple Arts as the Main Media Sponsor for FAMA—Canada's largest Festival of Arabic Music & Arts. The festival is held annually across the Greater Toronto Area, presenting Arab culture through music, film, exhibitions, and live performances.

For the 2024 edition, the challenge was to evolve the festival's identity without compromising its cultural authenticity. Storm Design Studio® developed a contemporary brand system that honors Arab heritage while engaging a multicultural audience. The result is a refined cultural identity that balances emotion, tradition, and modern expression strengthening FAMA's relevance and recognition across diverse communities.

## Scope of Work

Brand Identity Creative Direction / Event Branding /  
Visual System Development / Digital Campaign Design /  
Social Media Content / Outdoor Signage







### بالعربي Bil Arabi

The Canadian Arabic Youth Orchestra

OCTOBER 20, 2024 | SUNDAY, 7:30 PM  
STUDIO THEATRE, LIVING ARTS CENTRE  
MISSISSAUGA



Canada | MAPLE ARTS | AGA KHAN MUSEUM | storm

Get your tickets online [www.canadianarabicfestival.ca](http://www.canadianarabicfestival.ca)

Compagnie Rassegna  
OCTOBER 25, 2024 | FRIDAY, 7:30 PM  
AGA KHAN MUSEUM  
TORONTO



MAPLE ARTS | AGA KHAN MUSEUM

Canada | MAPLE ARTS | AGA KHAN MUSEUM | storm

Get your tickets online [www.canadianarabicfestival.ca](http://www.canadianarabicfestival.ca)



### FAMA 2024 FESTIVAL OF ARABIC MUSIC & ARTS 6 OCTOBER - 27 OCTOBER



Canada | MAPLE ARTS | AGA KHAN MUSEUM | storm

Get your tickets online [www.canadianarabicfestival.ca](http://www.canadianarabicfestival.ca)



MAPLE ARTS

Canada | MAPLE ARTS | AGA KHAN MUSEUM | storm



### أبيض وأسود - كلاكيت 2 Black and White - Take 2 The Canadian Arabic Orchestra

OCTOBER 26, 2024 | SATURDAY, 7:30 PM  
THE BURLINGTON PERFORMING ARTS CENTRE  
BURLINGTON



Canada | MAPLE ARTS | AGA KHAN MUSEUM | storm

Get your tickets online [www.canadianarabicfestival.ca](http://www.canadianarabicfestival.ca)



MAPLE ARTS



### مسرحية أم حسين - ما إلي غيرو Im Hussein - My One and Only "Play"

OCTOBER 6, 2024 | SUNDAY, 7:30 PM  
MAIN AUDITORIUM, LIVING ARTS CENTRE  
MISSISSAUGA



Canada | MAPLE ARTS | AGA KHAN MUSEUM | storm

Get your tickets online [www.canadianarabicfestival.ca](http://www.canadianarabicfestival.ca)



MAPLE ARTS



### عبير نعمة والاوركسترا الكندية العربية Abir Nehme & The Canadian Arabic Orchestra

OCTOBER 27, 2024 | SUNDAY, 7:30 PM  
MAIN AUDITORIUM, LIVING ARTS CENTRE  
MISSISSAUGA



Canada | MAPLE ARTS | AGA KHAN MUSEUM | storm

Get your tickets online [www.canadianarabicfestival.ca](http://www.canadianarabicfestival.ca)



MAPLE ARTS

Canada | MAPLE ARTS | AGA KHAN MUSEUM | storm



### عامر زهر - الحقيقة Amer Zahr - The Truth

OCTOBER 18, 2024 | FRIDAY, 7:30 PM  
MEADOWVALE THEATRE  
MISSISSAUGA



Canada | MAPLE ARTS | AGA KHAN MUSEUM | storm

Get your tickets online [www.canadianarabicfestival.ca](http://www.canadianarabicfestival.ca)



MAPLE ARTS



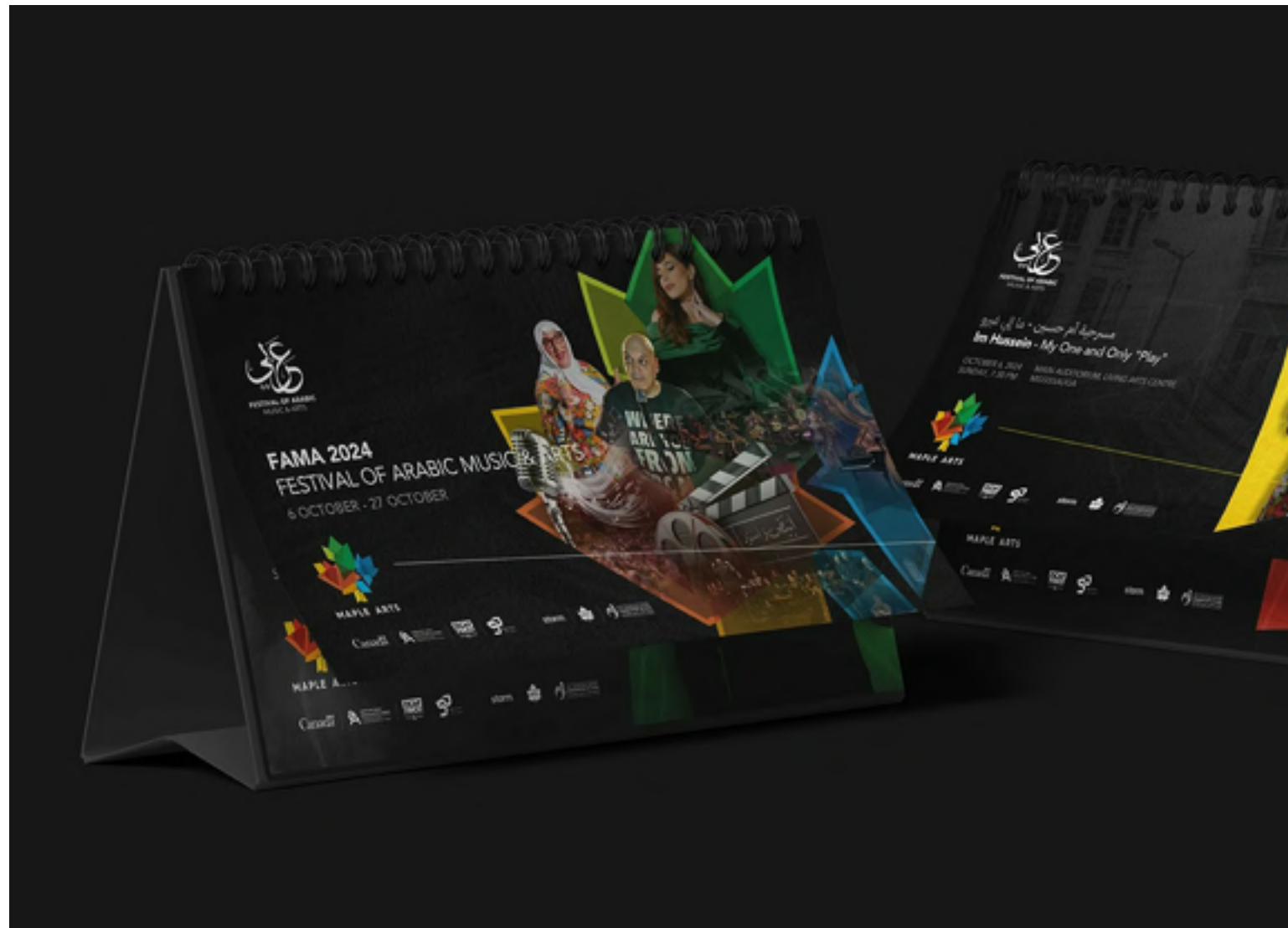
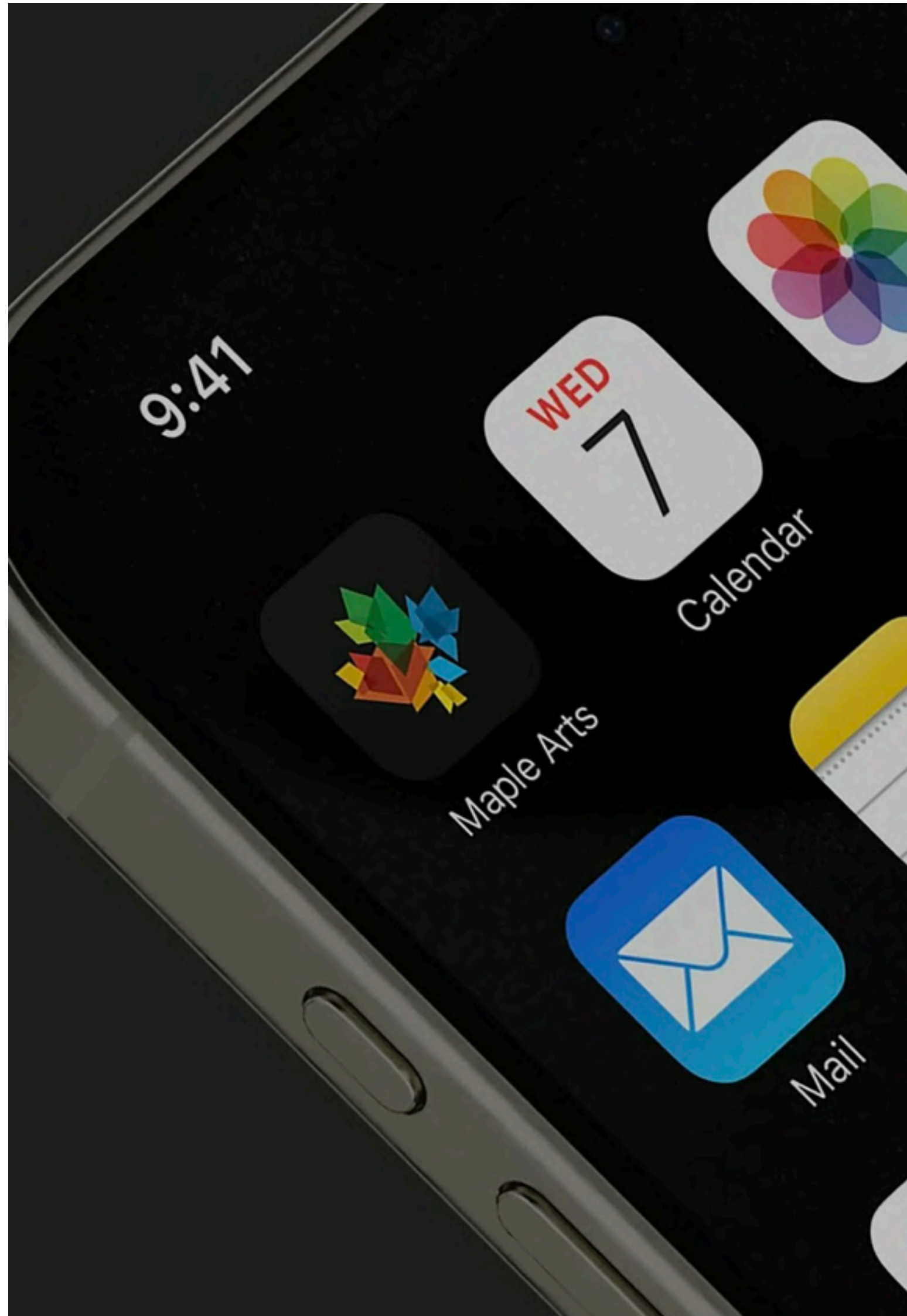
### رحلة إلى الشقة، الامسط



MAPLE ARTS

Canada | MAPLE ARTS | AGA KHAN MUSEUM | storm





# MIC Investment Strategic Investment

MIC is a Riyadh-based investment company focuses on building long-term value through disciplined governance, strategic board participation, and diversified portfolios. Operating within Saudi Arabia's evolving investment landscape, the challenge was to articulate MIC's role as a credible, future-oriented investment partner without overstating visibility or scale.

Storm Design Studio® partnered with MIC to redefine its brand presence through a clear strategic and visual foundation. The resulting identity communicates confidence, trust, and financial leadership—positioning MIC as a stable, forward-looking partner for investors and market innovators.

## Scope of Work

Brand Strategy / Brand Identity / Brand Narrative / Visual System Development / Creative Direction / Digital Design



**LOGO EXCLUSION ZONE**

To ensure prominence and legibility, the logotype is always surrounded by an area of clear space which remains free of other design elements, such as type and other logotypes. This is also the minimum distance the logotypes can be placed from the edges of page.

The construction of the exclusion zone for the logotype is based on the size of slash shape in M Letter " / " shape.



**LOGO VERSIONS**

There are different logotype versions for varying printing techniques. The full colour version should be used wherever possible, Always ensure the logotype is against a background of sufficient contrast to be clearly visible.

The example shown here demonstrate how to use the logotype correctly against coloured and photographic background.

Please do not attempt to re-create the logotype yourself.

Work files of the logotype and other design elements are available from our desing agent [www.msoum.com](http://www.msoum.com)



- 1. Light background
- 2. Dark background
- 3. Light image background
- 4. Dark image background
- 5. 300% logo on Light background
- 6. 300% logo on Dark background





We're committed to amplifying value through strategic partnerships, guided by our unwavering principles, to empower our portfolio companies to thrive.



# Flexzonia

## Power in Motion

Flexzonia is a next-generation fitness brand introducing EMS technology to the Canadian market, offering high-efficiency training through condensed, performance-driven workouts. The challenge was to position the brand beyond functional fitness establishing a clear identity that communicates innovation, discipline, and long-term lifestyle relevance.

Storm Design Studio® led the strategic and visual development of the brand, creating a system that reflects movement, strength, and modern athleticism. The resulting identity positions Flexzonia as a credible leader in smart fitness, supporting growth across physical spaces, digital platforms, and customer touchpoints.

### Scope of Work

Brand Strategy / Brand Identity / Brand Guideline /  
Website Design / Digital Marketing / Social Media Content /  
Print Collaterals / Uniform & Signage Design



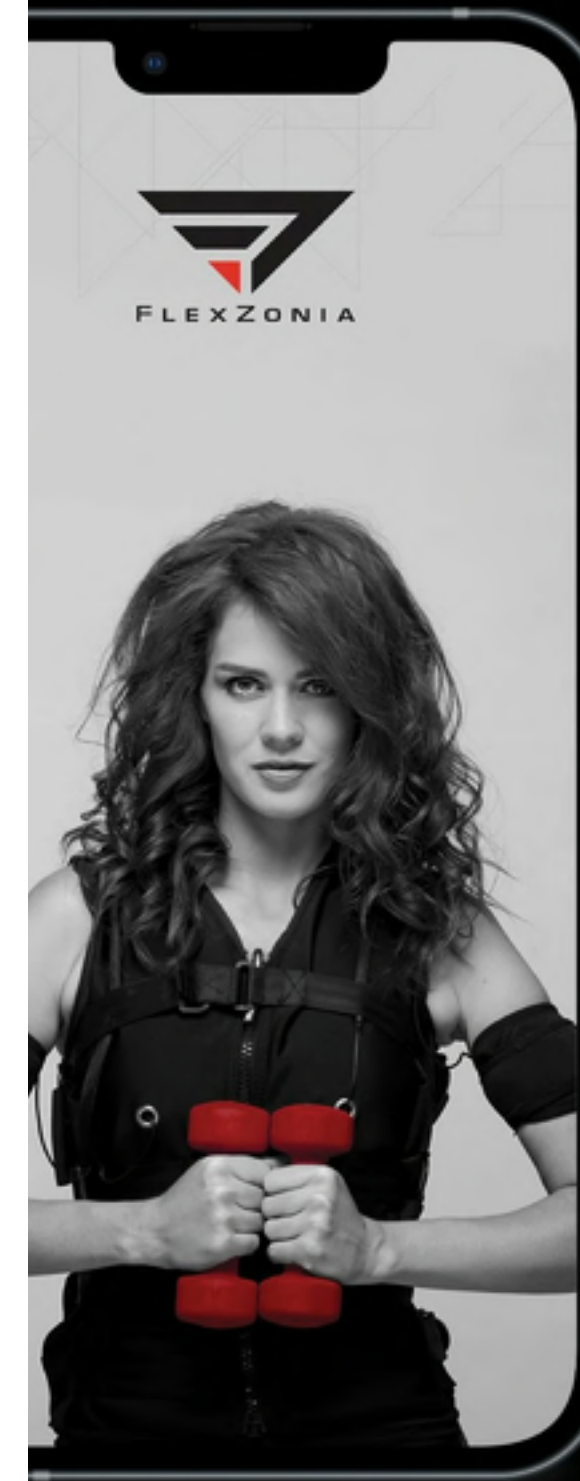


**FLEXZONIA** HOME GROUP TRAINING

# TORONTO'S PREMIER GROUP TRAINING FACILITY

- Group training for Kettle Bell, Yoga, Virtual Spin, TRX, and more
- Wireless EMS Training – Experience 90 minutes of exercise in 30 minutes
- Personal training from industry leaders

[Book Complimentary Week](#) [Book Complimentary Assessment](#)



**FlexZonia Fitness Center**

**APRIL AVAILABLE CLASSES**

Date	Class	Instructor	Book Appointment
Friday, April 12th			
	<b>Yogi Zonia</b>	06:00 AM	60 min
	Khadija G.		
	<b>Spin Zonia</b>	07:15 AM	45 min
	Miguel R.		
	<b>Zonia Tonia</b>	08:00 AM	15 min
	Miguel R.		
	<b>KettleZonia</b>	09:00 AM	45 min
	Miguel R.		
	<b>Suspension Zonia</b>	10:00 AM	45 min
	Miguel R.		
	<b>Yogi Zonia</b>	10:45 AM	

Home | Workouts | Buy | Profile

Hospitality, F&B & Investment

## MJS Holding Global Icons. Local Soul.

MJS Holding is a Saudi-based hospitality group behind a portfolio of globally recognized culinary brands. The challenge was to localize international icons for the Saudi market while preserving their global equity, standards, and brand authority.

Storm Design Studio® acts as a long-term strategic creative partner, delivering a design-led localization approach that bridges International brand systems with Arabic typography and cultural context. The result is a unified multi-brand framework that reinforces group prestige and ensures authentic resonance within Saudi's dining landscape.

**Featured Brands:** Zuma / Rüya / Mr. Chow / Jon & Vinny's / Nusr-Et / Billionaire / Signor Sassi and more.

### Scope of Work

Brand Localization / Cultural Adaptation /  
Arabic Typography / Visual System Development /  
Creative Direction

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### Riyadh HQ

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4336 Riyadh, 12242 Saudi Arabia  
+966 (50) 650 3500

### Dubai

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Dubai, United Arab Emirates.  
+971 (50) 767 0304

### Toronto

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Ontario, Canada  
+1 (647) 333 4050

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