

The logo for SIMA, featuring a stylized white Arabic calligraphic symbol above the letters 'SIMA' in a clean, sans-serif font.

سِمْأ  
SIMA

The logo for mmbrand group, consisting of the text 'a member of' in a small font above 'mmbrand' in a large, bold, lowercase sans-serif font, with 'group' in a smaller font below it.

a member of  
**mmbrand**  
group

# The Story



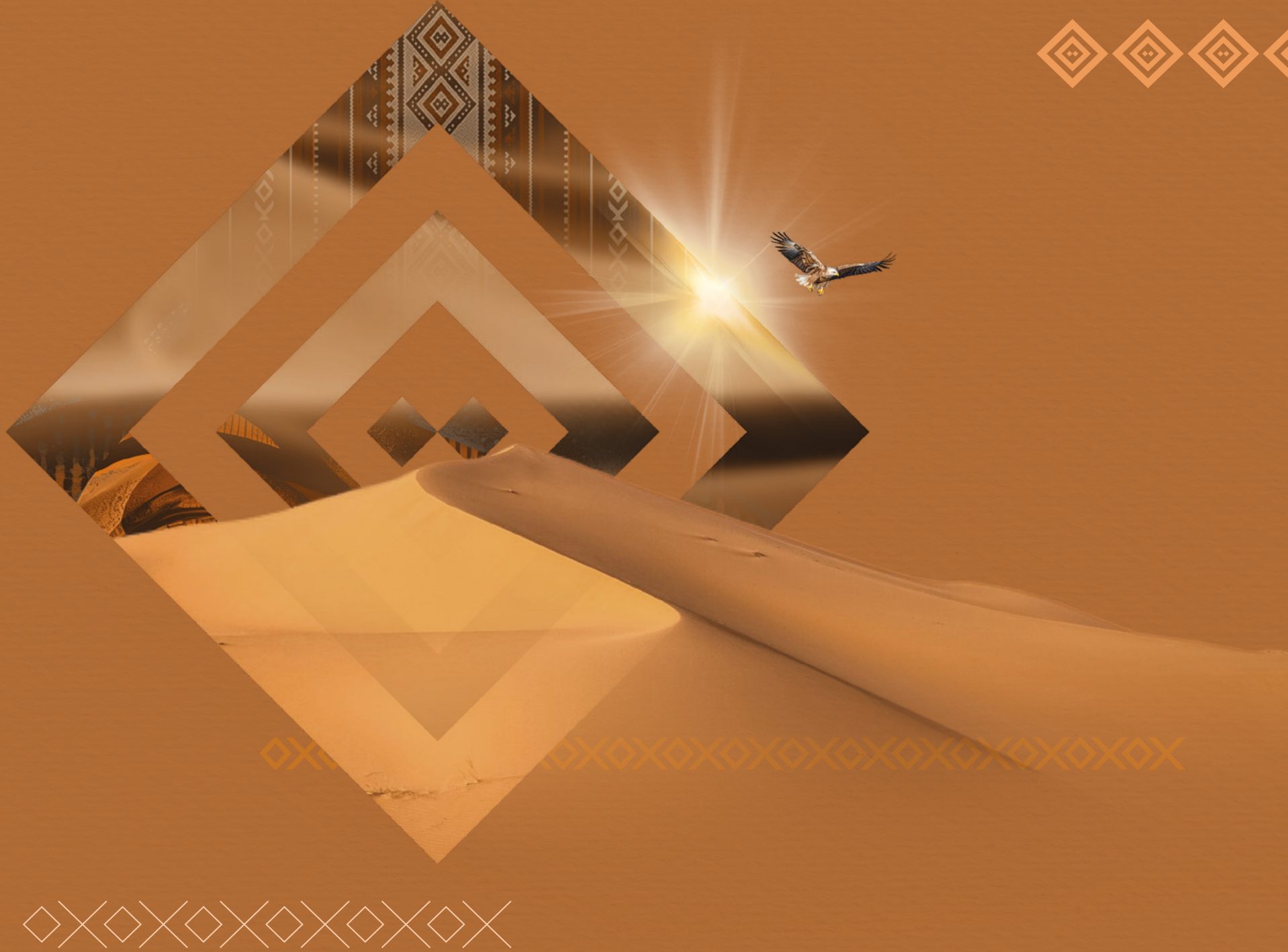
Sima is a company with many talents, delivering services with a touch of elegance and constant creativity. Equipped with deep-rooted vision, solid ideas, and persistent work, we charted new markets while keeping in rhythm with the ongoing developments and renaissance in the Saudi market. Accompanied by a distinguished team, it introduces an unparalleled pattern to the market, accelerating its growth and flourishing under the umbrella of MmBrand as a new and integrated title for creativity and its signature, long-standing excellence with a unique and innovative imprint.



# Every Beginning Has a Defining Trait (Sima)

Navigating an ever-changing business world in constant acceleration comes with its own set of challenges and competition. That's why you need what is beyond visibility, you need a distinct identity with (Traits) that set you apart. (Sima) helps you claim that space and make your brand unmistakable.

Arabian Essence  
Global Ambition



# The Philosophy



## ◆ Exceptional Vision

Unique and transcending the norms. We inspire ideas and pave the way toward innovation

## ◆ Arabian Roots

The language of knowledge and history tells the story of brands, so they may excel

## ◆ Intricate Details

Identity is a voyage. We take the helm and lead it to perfection

## ◆ Harmonized Standards

We don't only create ideas, we take them to another level of creativity and renewal

## ◆ Excelling Minds & Qualified Expertise

Our team is a heart that beats in rhythm with our vision. They're the creatives working in an integrated framework toward creating unique identities



# The Services

The Fruit of Our Experience & Passion

## ◆ Branding

Creating and building professional brands and identities

## ◆ Strategic Marketing

Preparing and executing effective marketing strategies that enhance presence and achieve results

## ◆ Events & Exhibitions

Organizing events, specialized exhibitions, and stylish booths

## ◆ Media & Advertising

Planning and executing campaigns to reach the desired impact.

## ◆ Creative Content

Crafting impactful content that highlights the identity and attracts the right audience

## ◆ Social Media

Social media management using the optimal tools to build an effective digital presence

# The Group

DESIGNING THE GULF'S MOST  
ICONIC BRANDS SINCE 2005

**mmband**  
group

After 20 eventful years, MmBrand Group emerged as the company began exploring new creative horizons. Expanding the legacy of MmBrand, we continue to lead with the same passion and precision, crafting compelling brands that define the real estate sector. Today, MmBrand Group provides interconnected, integrated quality services across the communication and design sectors through our 7 branches and diverse expertise, we amplify our presence and impact across the region.

The company has earned its reputation for developing the Gulf's most iconic brands since 2005. We create niche brands and breathe life into existing ones through the delivery of creative excellence across all forms of communication. This forms the foundation of competitive advantage and long-term profitability for our clients. At MmBrand, we offer strategic partnerships that empower our clients to achieve marketing excellence.

**mmband**

**سِيْمَا**  
SIMA

**CHARIZMA**  
كاريزما

**ARKAN**  
اركان

**نقطة**  
NAQSH  
MEDIA

**فاصلة**  
FASILA

**MOMENTUM**  
مومنتم

# The Team

## A Team with Strategic Traits

Leveraging these traits to shape brands with unique characteristics

Sima, a team of many traits, merged into one:

- ◆ Passionate strategists
- ◆ Artistic designers
- ◆ Creative thinkers
- ◆ Inspired Wordsmiths

All of us are driven by the belief that every brand has a unique character waiting to be revealed. We look beyond appearance to understand the essence, behavior, voice, and presence that make a brand distinct.

Rooted in a deep understanding of culture, people, and place, we shape brand experiences that feel authentic, relevant, and purposeful. Our work is driven by insight, refined through collaboration, and expressed through creative clarity.



Mohamed Maskati  
Group CEO



Ali Al Noory  
Group Managing Director



A.Rahim Anan  
Board Member



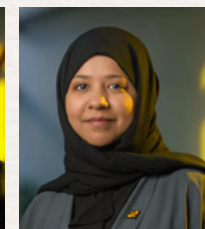
Qais Al Hammoud  
Board Member



Mahdi Maskati  
Board Member



Aymen Jendoubi  
Studio Manager



Ruqaya Al Sayed  
Creative Content  
Manager



Ayyappan  
Production Manager



Qasim Hamdan  
Digital Marketing  
Manager



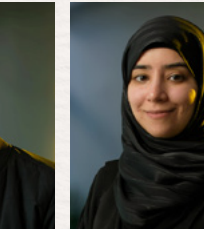
S. Sadeq Amin  
Art Director



Feras Al Jufri  
Social Media  
Team Leader



Hani Al Muharraqi  
Graphic Designer  
Team Leader



Seddiqa Amin  
Creative Content  
Team Leader



Abdulla Al Ezz  
Media Team Leader



Ghada Madhi  
Business Development  
Manager



Hamed Al Hammadi  
Client Success



Sara Helal  
Client Success



Mohsin Ali  
Client Success



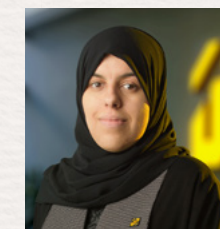
Saleh  
Client Success



Sabad  
Business Assistant



Mohamed Qamber  
Social Media Specialist



Sara Al Yusuf  
Graphic Designer



Prashob Shoba  
Graphic Designer



Renato Fuentes  
3D Designer



Jayan  
Sr. Artworker



Sayed Ali Najah  
Media Specialist



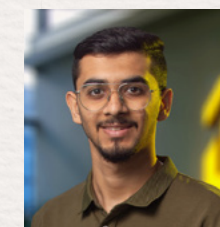
Jenan Tarada  
Graphic Designer



Abdullah Al Shajjar  
Graphic Designer



Maryam Akbar  
Graphic Designer



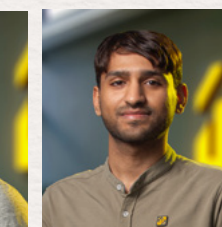
Redha Majeed  
Media Specialist



Ali Haider  
Media Specialist



Mohamed Manshaa  
Web Developer



Ahmed Al Jabal  
Creative Content  
Writer



# Sima Brands



التميمي للمقاولات  
ALTAMIMI CONTRACTING



أكنان  
AKNANN  
HEIGHTS



فرصة  
المالية  
FORS CAPITAL



نماء  
NAMAA



ENMA  
إنماء



نبل  
NUBUL



ايلفن  
ELEVEN



THE CORE  
ذا كور  
BY RAKEEN



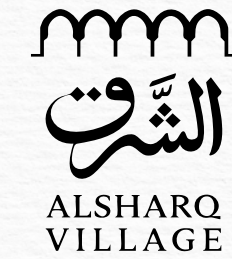
لاغات  
Lagate



REFAD  
رفاد



الشرف  
ALSHARQ  
VILLAGE



راكين  
RAKEEN



هالا  
HALA CAFE



PASCAL  
باسكال



ناسج  
NASJ



ثراء  
الإسكان  
THARAA



الاتحاد السعودي  
للرياضات الشتوية  
Saudi Winter Sports Federation

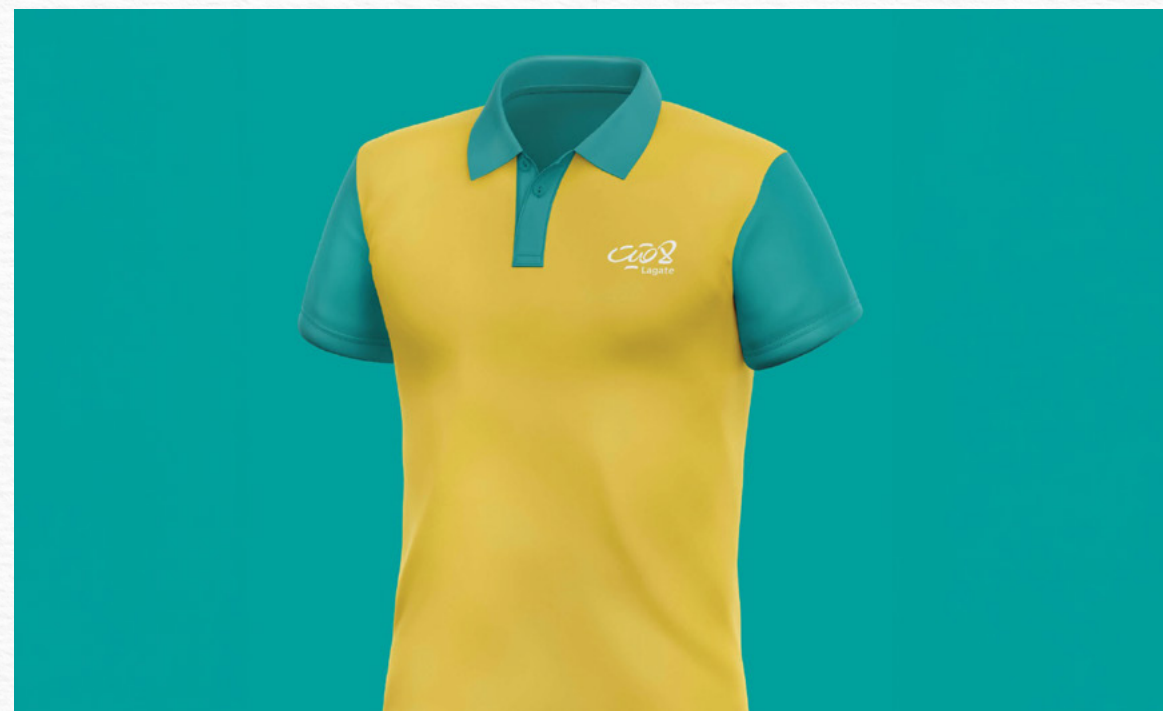
جيذا  
Jeeda



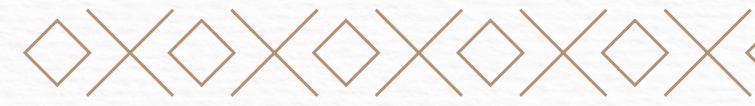
# Rakeen



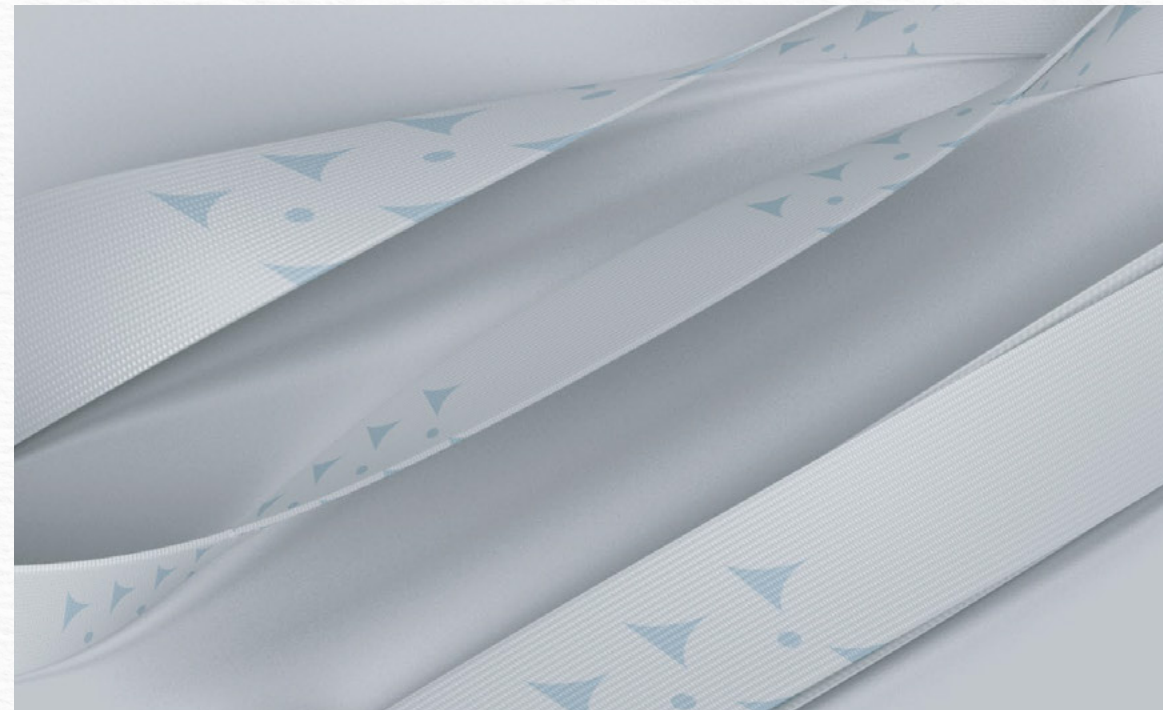
# Lagate



# Saudi Winter Sports Federation



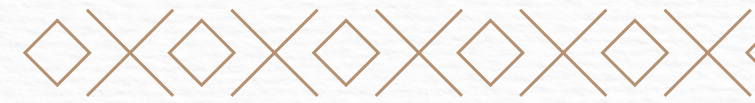
# Refad



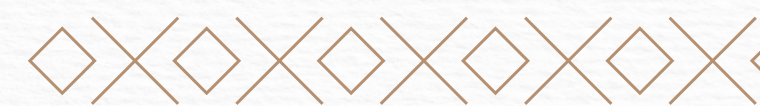
# Pascal



# Hala Cafe



# Forsah Capital



mbrand  
group

Selected **corporate brands** from our legacy



الديار العربية  
ARABIAN DYAR

رؤى المدينة القابضة  
Rua Al Madinah Holding

سمو  
SUMOU

أدير  
adeer

ريتا  
RETA L

بن سلطان  
BIN SULTAN

المجدوعي  
Almajdouie

تارقيت®  
TARGATE

ثبات  
THABAT

نطوير  
Tatweer

اتحاد  
الراجحي

الخريجي  
Khereiji

مجلس الأعمال  
العماني السعودي  
Omani-Saudi Business Council

عدل  
ADEL

الوابل  
Alwabel

الممتلكات الأفضل  
BEST PROPERTIES

الجميح القابضة  
Al Jomaih Holding

داركو  
DARCO

ريجاز  
riKAZ

وجود  
WUJOOD

الإدارة العقارية  
ALIDARA REAL ESTATE

Kooheji  
الكوهجي

العجمي  
ALOJAIMI

تلاد  
TELAD

تزايد  
TAZAYUD

mbrand  
group

Selected **destination brands** from our legacy



MEDICAL VILLAGE  
القرية الطبية

ديار الحرم  
DYAR ALHARAM

سجايا  
SAJAYA

THE NODE  
RIYADH

ليسن فالاي  
LAYSEN Valley

New  
Dammam  
الدمام الجديد

OSUS  
PRIME

OSUS  
GREEN TOWER

THE  
ZONE  
ذا زون

النخلة  
AlNakhla

رؤى المدينة  
Rua Al Madinah

رؤى  
RUWAA

رسييل  
RASEEL

ADEL  
DISTRICT  
حي عدل

الياسمين  
ALYASAMEEN



Before

After



Before

After



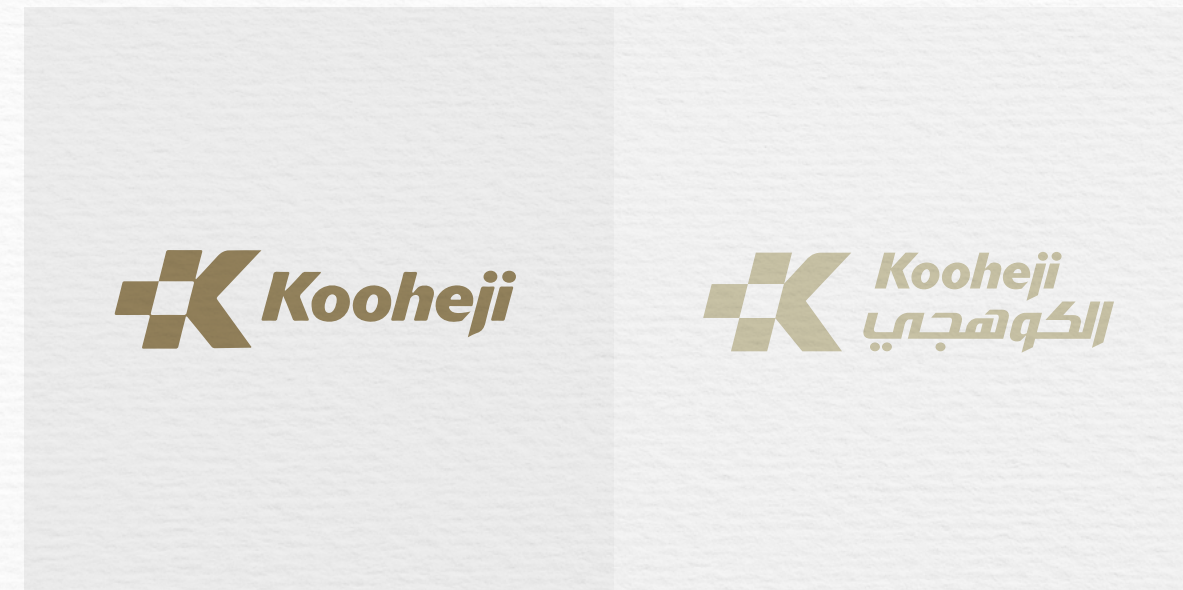
Before

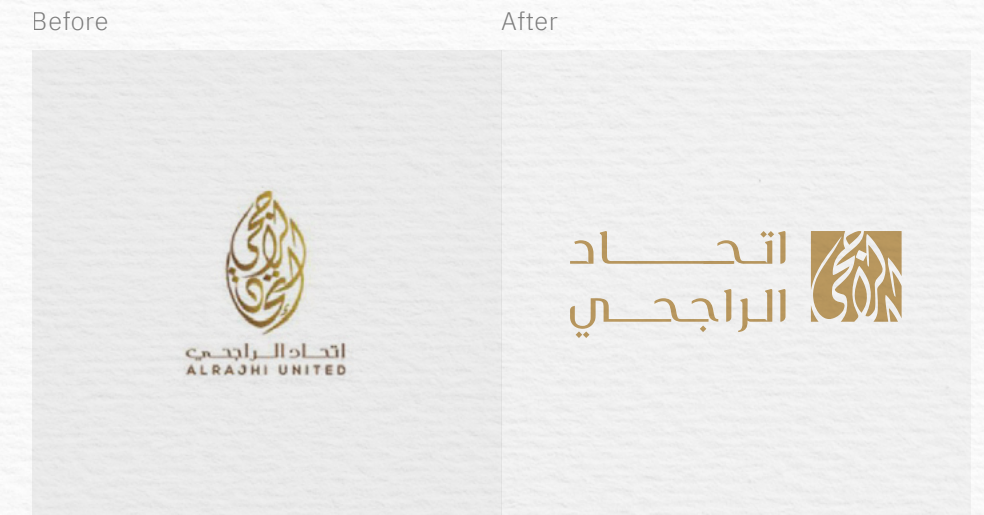
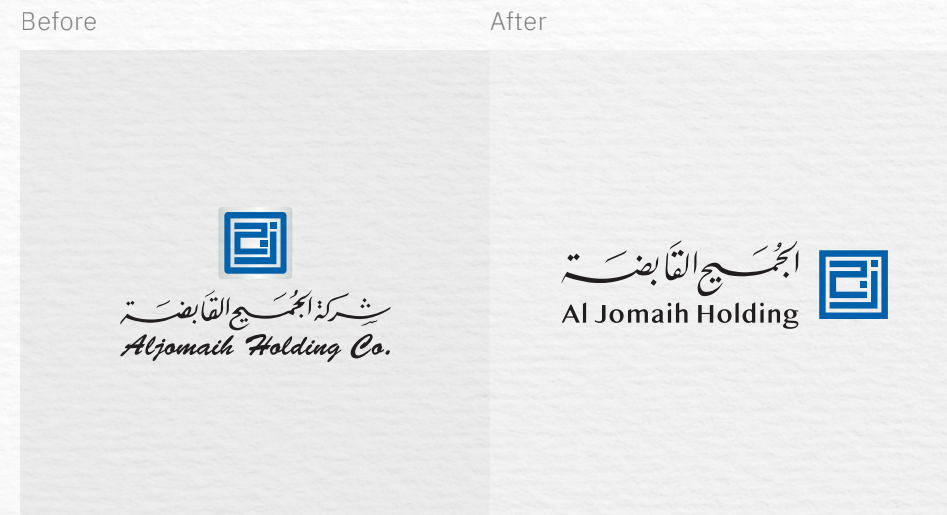
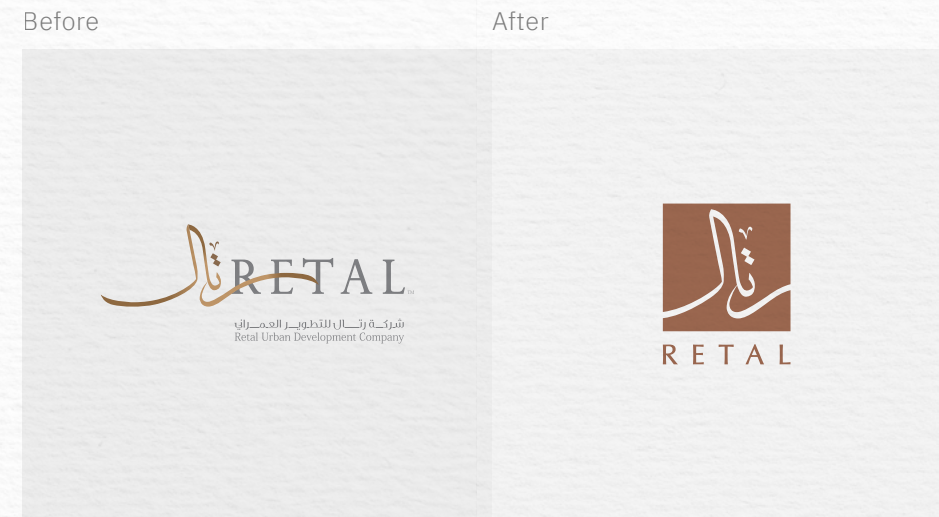
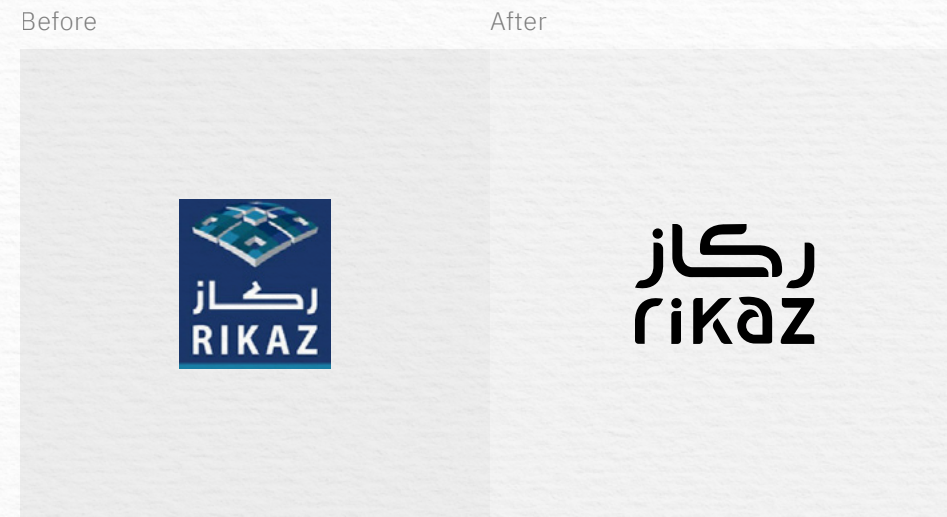
After



Before

After







سِيمَا  
SIMA

X @ in futuresima\_  
futuresima.com