

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

S I M A

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



Introducing Sima



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.





Shaping a Future



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





Rooted in Heritage



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





Turning Visions Into Value



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

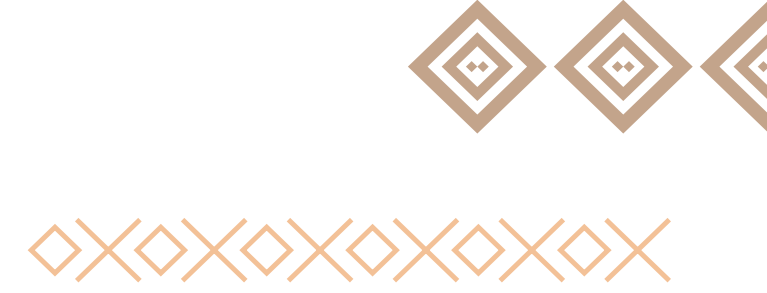
Crafting impactful content that highlights the identity and attracts the right audience

◆ Social Media

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

The Group

A MULTIDISCIPLINARY GROUP
POWERING BRANDS SINCE 2005



mmband
group

After over two decades of excellence and growth, MmBrand Group has emerged as the next chapter in our evolution, leveraging years of creativity to bring together specialized brands, expertise, and capabilities into a single integrated ecosystem.

From under its canopy, seven dedicated entities branched out, allowing the group to operate across a myriad of disciplines including branding, communication, media, events, strategy, and creative services, garnering the ability to deliver seamless solutions that greatly impact the market.

Through this combination within its ecosystem, MmBrand Group enables clients to access specialized capabilities, streamlined execution, and long-term strategic value through a single integrated partner.

mmband

سِيْمَا
S I M A

CHARIZMA
كاريزما

ARKAN
اركان

نقطة
NAQSH
MEDIA

فاصلة
FASILA

MOMENTUM
مومنتم

The Team

A Team with Diverse Expertise

Leveraging this collective expertise to shape brands with unique characteristics

A team of many disciplines, united as 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 Jufiri
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





The Works



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



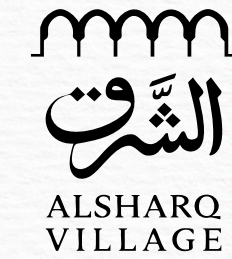
لاغات
Lagate



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





The Challenge

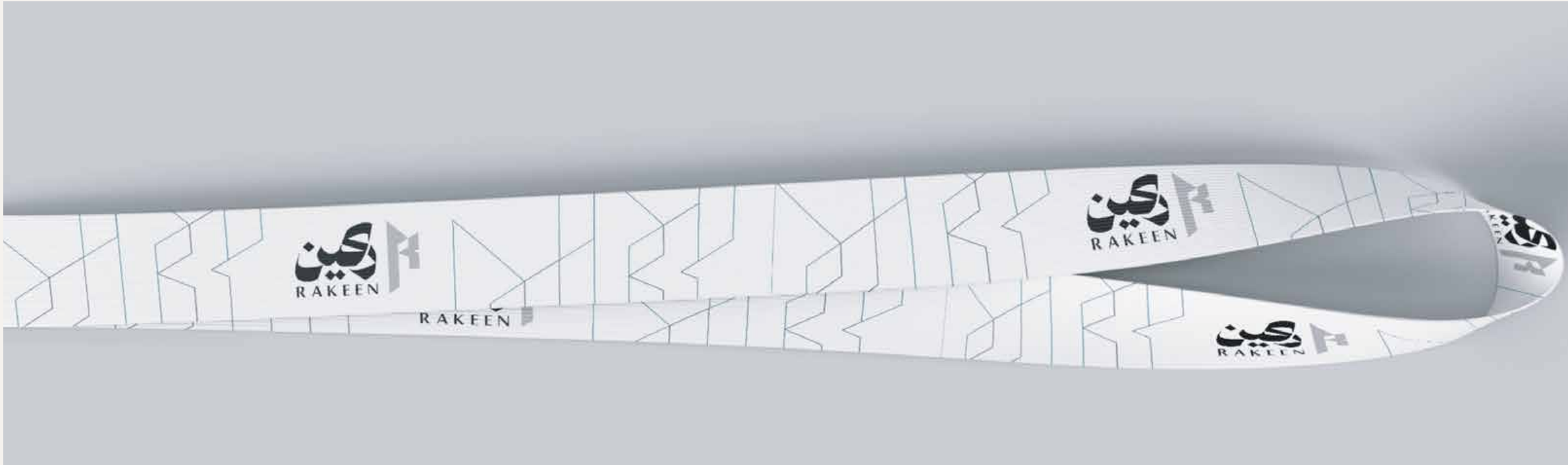
The deep-rooted presence of Rakeen required a comprehensive approach that transcended foundational works.

The Action

- Full Branding
- Corporate Profile
- Projects Branding
- Advertising
- Marketing Applications
- Website
- Social Media



Rakeen





The Challenge

The company needed a cohesive, modern identity to elevate its market presence and seamlessly connect its physical and digital customer experiences.

The Action

- Naming
- Full Branding
- Advertising
- Environmental Branding
- Marketing Applications
- Packaging
- Social Media



Lagate





The Challenge

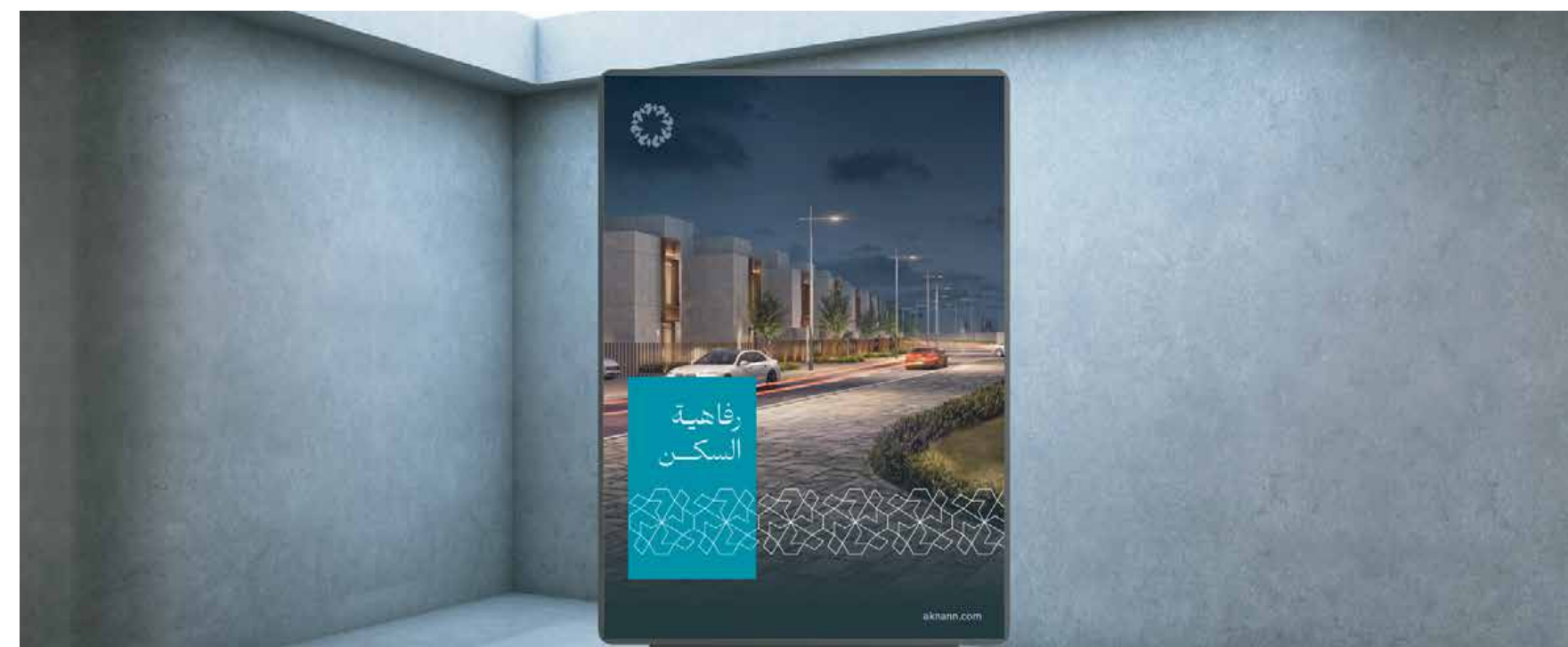
A need emerged to position the company as a premium, community-centric lifestyle developer to stand out in Saudi Arabia's booming luxury real estate market

The Action

- Full Branding
- Corporate Profile
- Sub Brands
- Advertising
- Marketing Applications
- Website
- Social Media



Aknann Heights





الاتحاد السعودي
للرياضات الشتوية
Saudi Winter Sports Federation

The Challenge

The company needed to translate its established identity into a premium, multi-dimensional experience that builds a strong market presence.

The Action

- Full Branding
- Advertising
- Environmental Branding
- Marketing Applications
- Social Media



Saudi Winter Sports Federation



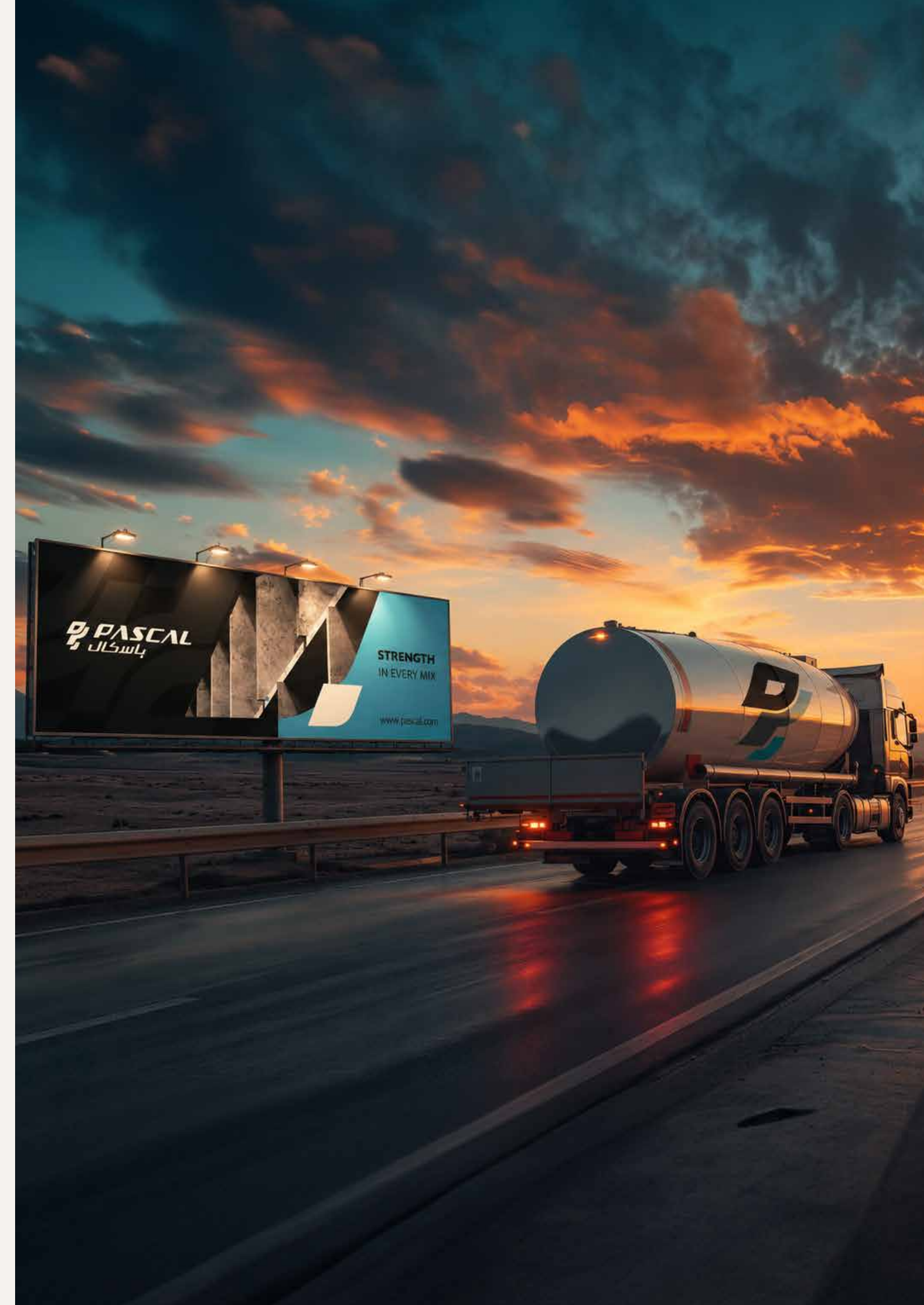


The Challenge

Pascal needed to transcend its industrial roots by establishing a sophisticated, high-authority brand that conveys engineering precision and institutional reliability to major stakeholders and construction partners.

The Action

- Full Branding
- Corporate Profile
- Advertising
- Marketing Applications
- Environmental Branding
- Website
- Social Media



Pascal





The Challenge

The cafe required a unified visual and spatial identity to elevate its experience and create a highly recognizable, community-focused destination.

The Action

- Full Branding
- Environmental Branding
- Advertising
- Marketing Applications
- Packaging



Hala Cafe





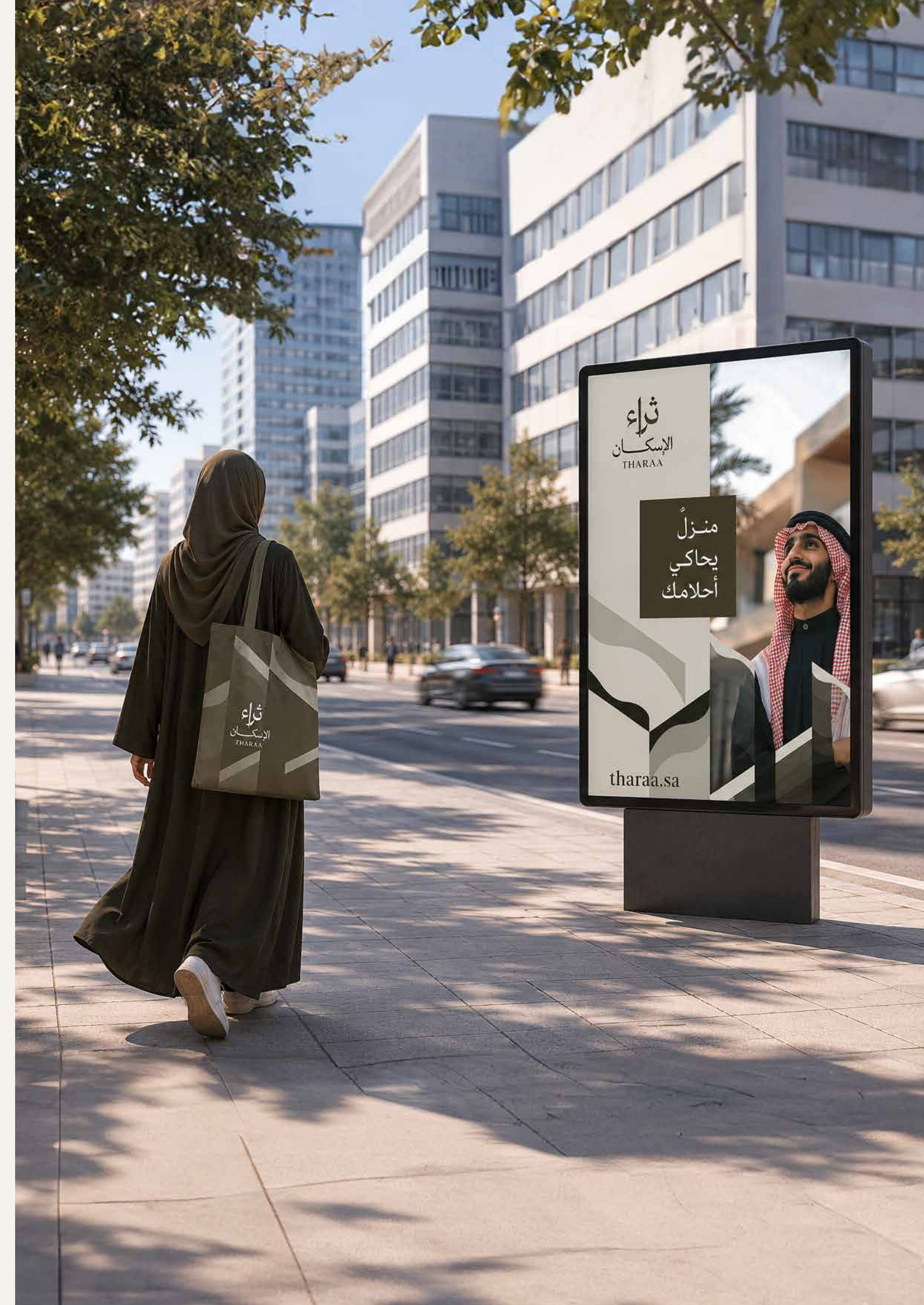
ثراء
الإسكان
THARAA

The Challenge

The company needed a cohesive brand presence and sharp marketing to position its modern housing projects as the top choice for families seeking a premium lifestyle.

The Action

- Full Branding
- Advertising
- Marketing Applications- Social Media



Tharaa





The Challenge

Forsa Capital needed to establish high-level corporate credibility and a sophisticated digital footprint to position itself as a premier, high-trust investment partner for institutional clients and seasoned investors

The Action

- Full Branding
- Corporate Profile
- Advertising
- Marketing Applications
- Website
- Social Media



Forsa Capital





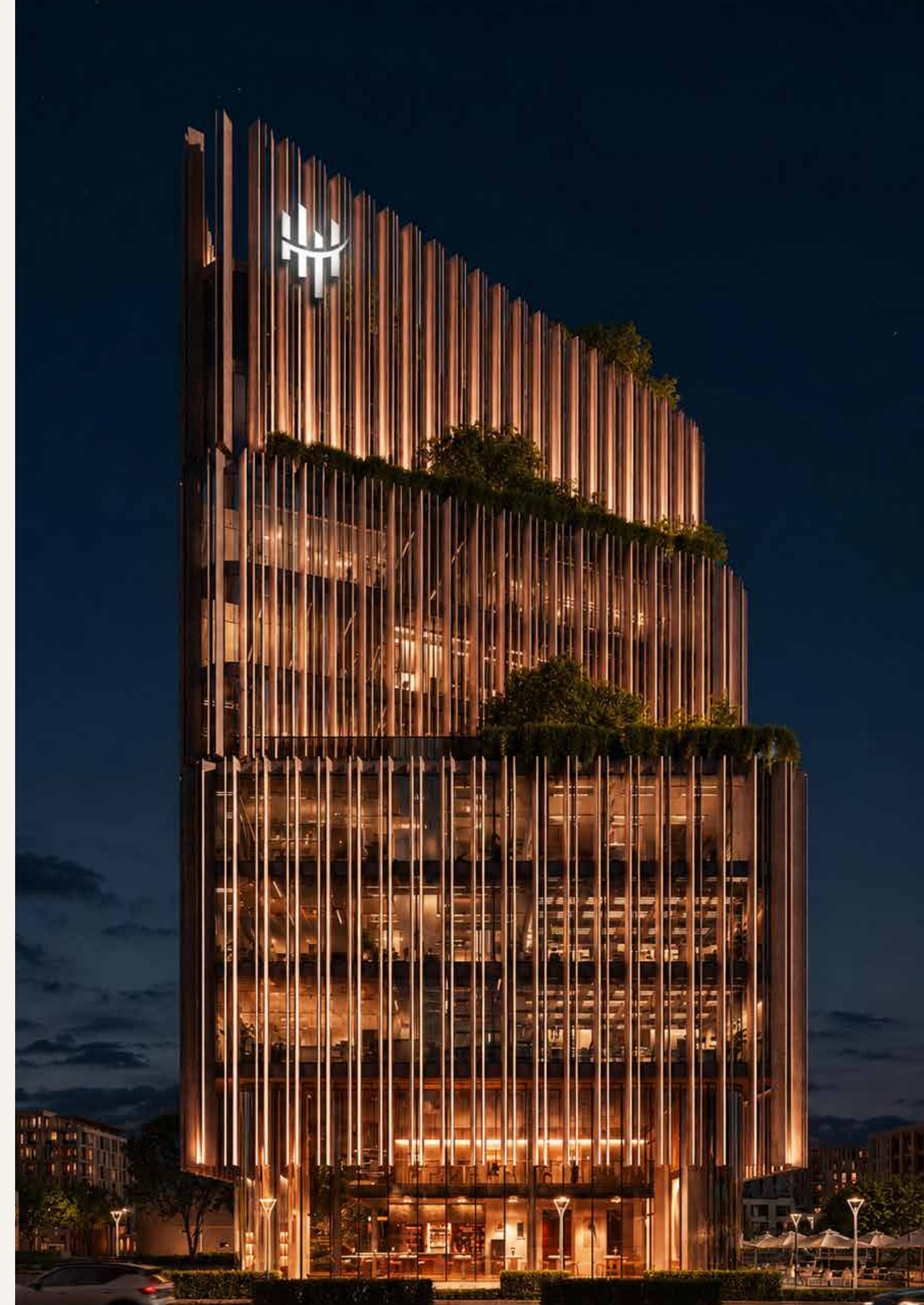

THE CORE
ذالكور
BY RAKEEN

The Challenge

The Core required a sophisticated corporate identity and clear sub-branding structure to market its commercial spaces as the ultimate destination for modern business growth.

The Action

- Full Branding
- Profile
- Sub Brands
- Advertising
- Marketing Applications
- Website
- Social Media



The Core





REFAD
الرفاد

The Challenge

Refad required a sophisticated brand image and unified digital footprint to elevate its market profile and attract high-value opportunities.

The Action

- Full Branding
- Corporate Profile
- Advertising
- Marketing Applications
- Website
- Social Media



Refad





11 ايلفن ELEVEN

The Challenge

The company needed a unified, multi-dimensional identity to connect its physical environments and marketing efforts into one seamless, high-impact customer experience.

The Action

- Full Branding
- Advertising
- Environmental Branding
- Marketing Applications



Eleven



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

ريكاز
riKAZ

وجود
WUJOOD

الإدارة العقارية
ALIDARA REAL ESTATE

Kooheji
الكوهجي

العجيمي
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





Before



After



Before



After



Before



After



Before



After



Before



After



Before



After





سِيمَا
SIMA

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info@futuresima.com
futuresima.com