

**hello my name is hub,
short for human brands.**

A Nejib Ghanmi Process

www.nejibghanmi.com

Nejib Ghanmi



For over twenty years I have been creating bespoke brands for the UK, the MENA region and beyond. I have learnt from and practiced with the best. I have travelled the world and created some of the most extraordinary narratives for my clients and partners. I mastered my trade and helped many master theirs.

I began my destiny to design in London, at Kingston University, before hitting the road to places like Hong Kong, the UAE and Singapore, where my childlike sense of wonder fused with an insatiable curiosity to explore international avenues of creativity.

Since then, I have played a key role in creating and developing brands such as Burj Khalifa, Telephonica, Sudatel, Aswaaq (Cannes Lion winner 09'), UOB (United Overseas Bank), Batelco, Royal Air Maroc and The FIFA 2022 Worldcup, and have acted as an award-winning senior creative designer and strategist at Landor Associates, Fitch, Brash Brands, Futurebrand, 60° and now hub-human brands.

A handwritten signature in black ink, reading 'Ghanmi'.

Leading Brands from Strategy to Design Since 2005



Commercial Bank - Brand Foundation Workshop - 2018

hub is my process



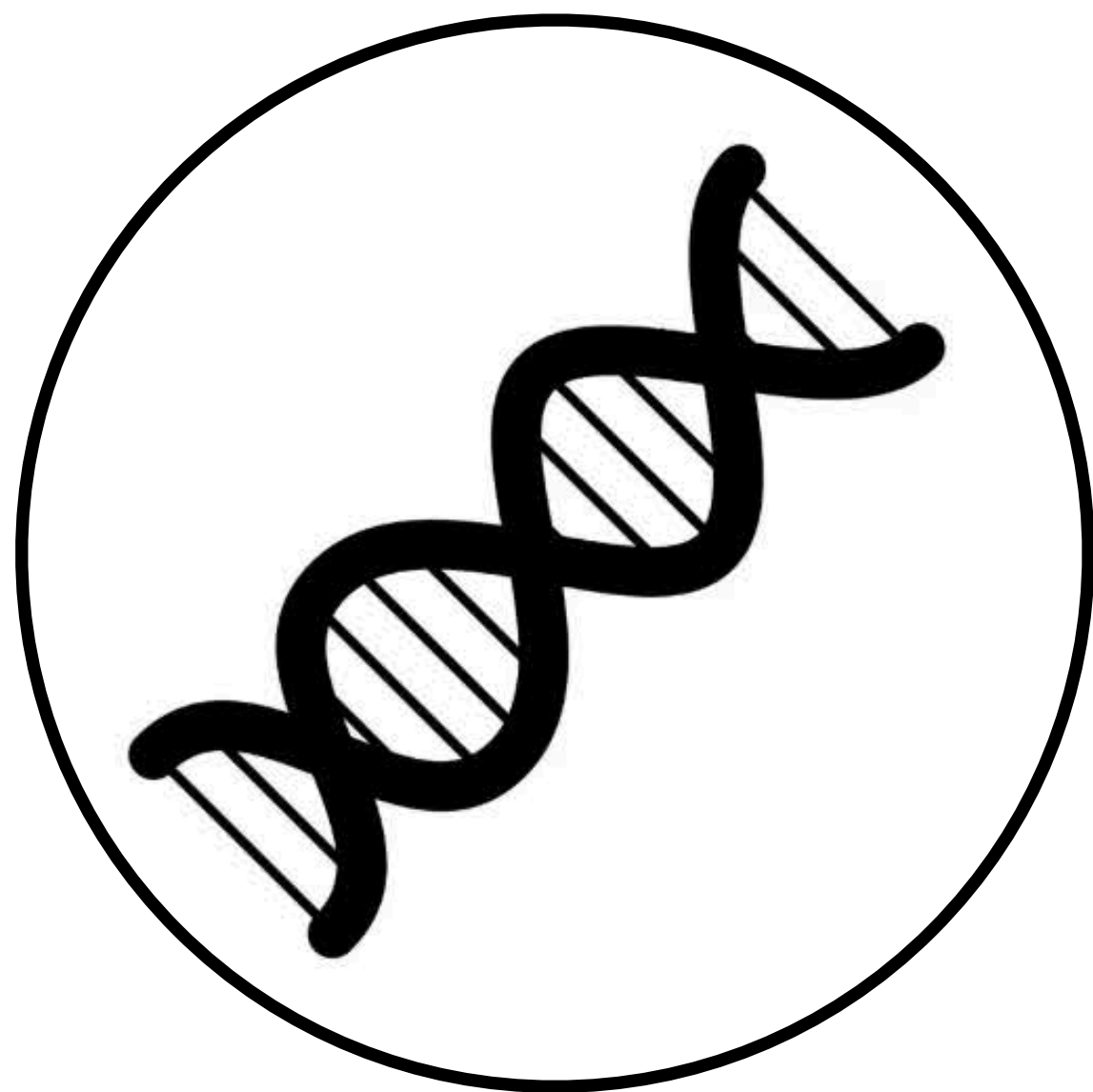
hub - human brands

“I see brands as living, breathing entities. Like humans, they are conceived, born and go on to live fulfilling lives.

For the first time, brands can now be born with the DNA of both the business, its employees... and their customers.”



1



Brand
conception

2



Brand
birth

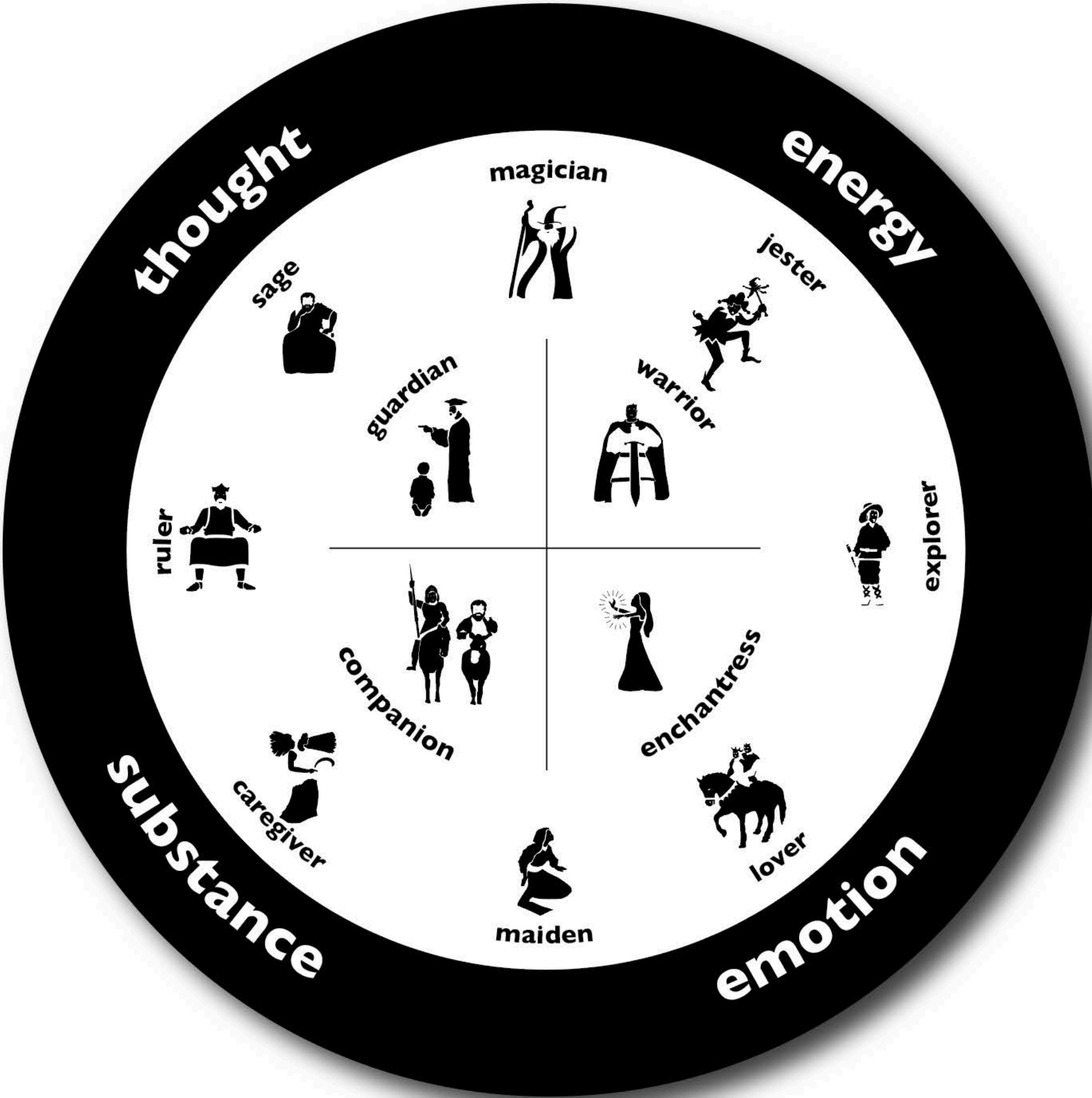
3



Brand
life

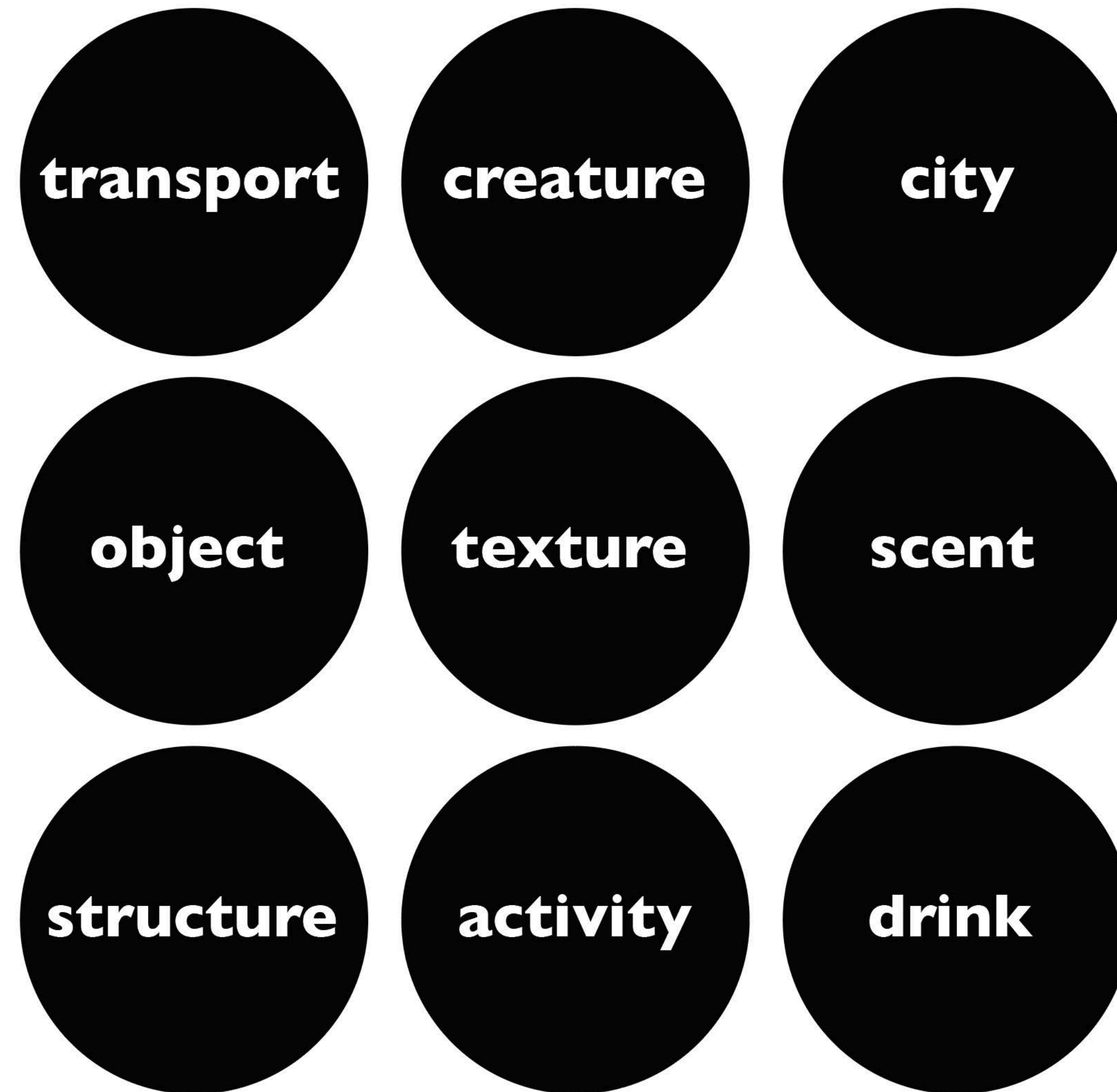


hub is my process

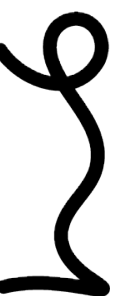


Brand Personality

hub is my process



Brand Aura



hub is my process

Brand Dream



The vision the brand needs to achieve

hub is my process

Brand Quest



The journey the brand needs to take in order to reach its dream

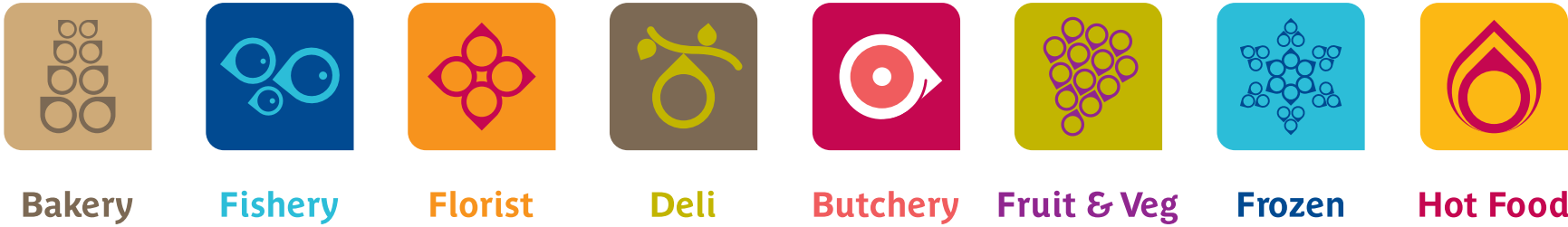
My work

2002 - 2025



Aswaaq Supermarkets - Full Branding Program - Dubai - 2007

أسواق
aswaaq
let's all speak aswaaq



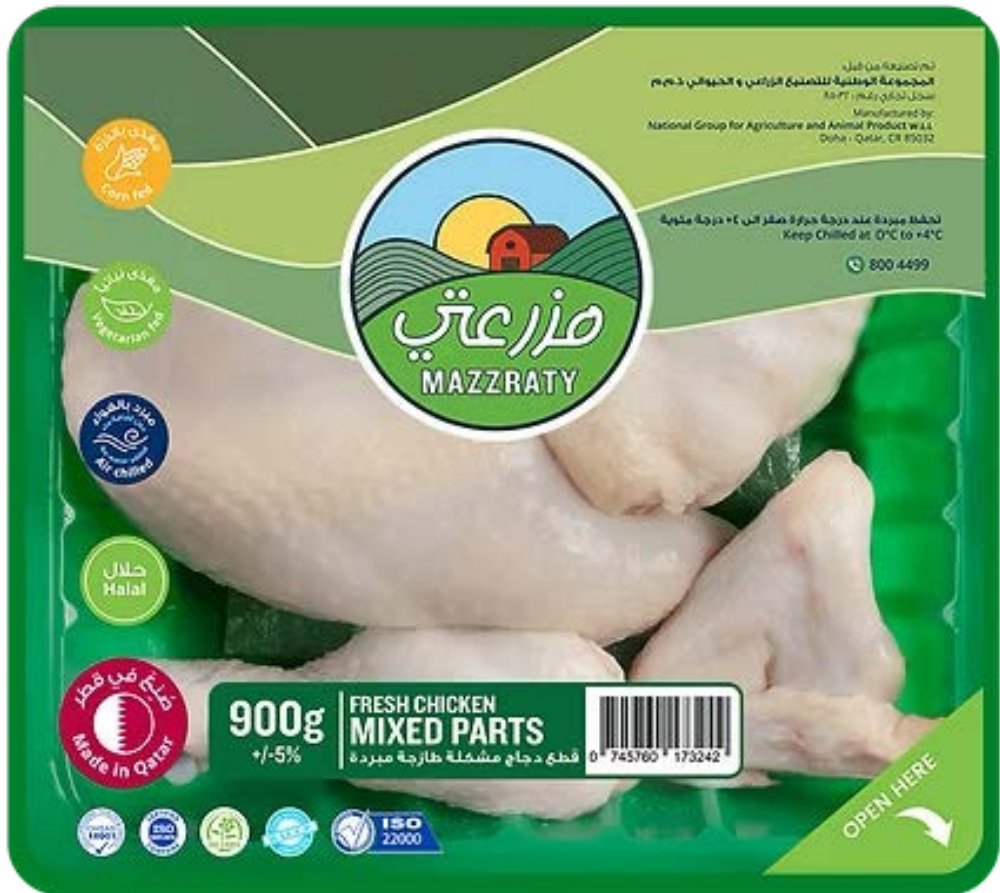
Cannes Lion Award Winner 2009

Work undertaken between 2003 & 2008, Landor Associates (London & Dubai)

Mazzraty - Full Branding & Packaging Program - Doha - 2017



Mazzraty - Full Branding & Packaging Program - Doha - 2017





Before

تمور الدوحة
DOHA DATES
Since 1997

After

Doha Dates - Full Rebranding Program - Doha - 2020

evolution scenarios



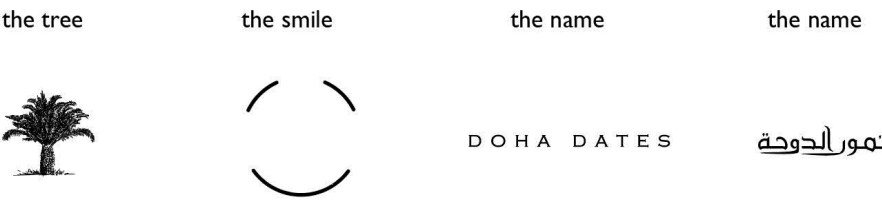
now

future

?



Doha Dates - brand identity dissection

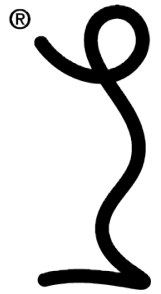
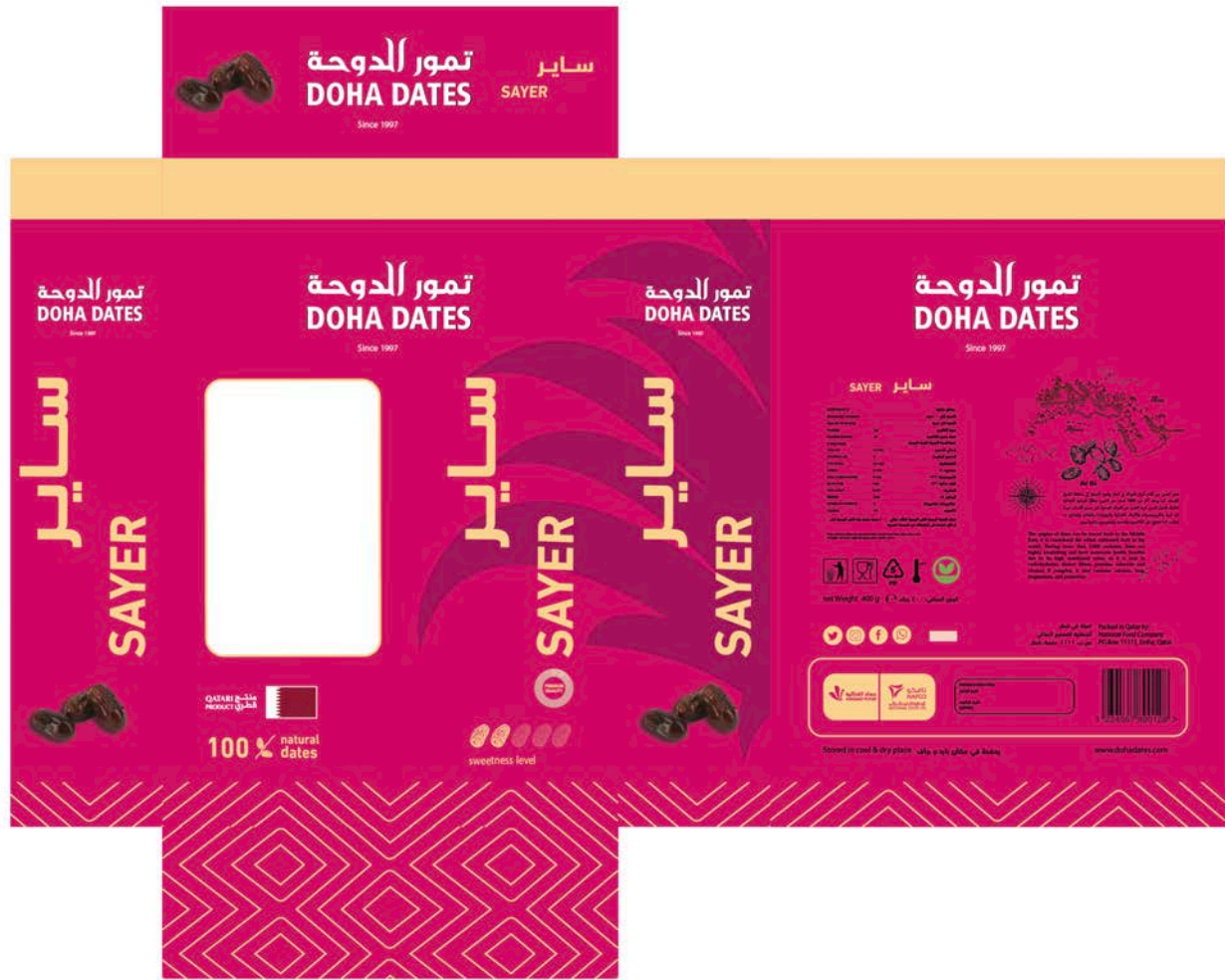


تمور الدوحة DOHA DATES

Since 1997



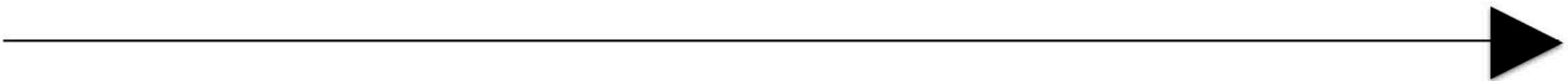
Doha Dates - Full Rebranding Program - Doha - 2020







evolution



Rayyan Water & Juices - Brand Extension - Doha - 2018



Rabea Tea - Brand Refreshment & Packaging - Dubai - 2007



Clara - Full Branding & Packaging Program - Doha - 2018



Apex - Full Branding & Packaging Program - Doha - 2018



LÉYO®



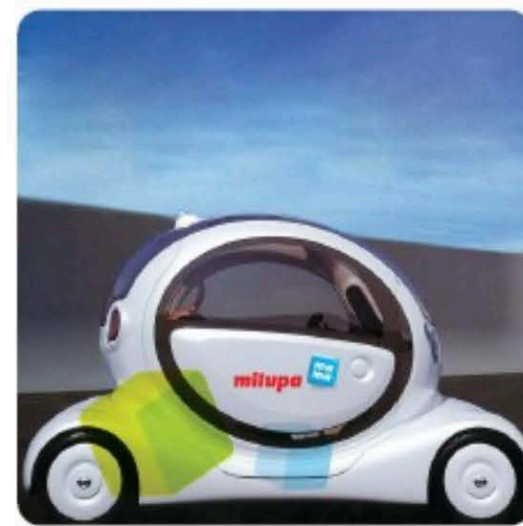
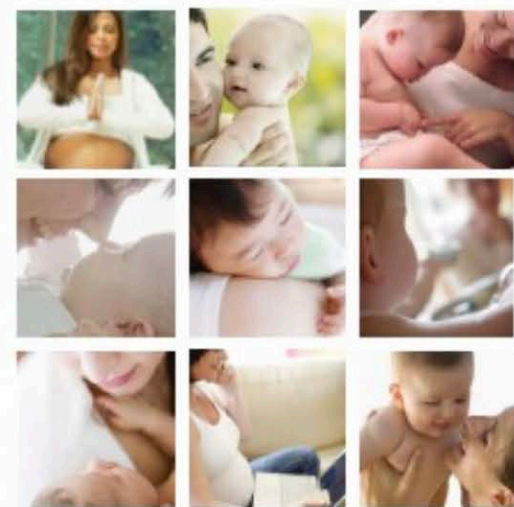
Masafi Water - Brand Refreshment & Packaging - Dubai - 2006



Marlboro - Brand Refreshment & Packaging - London - 2003



Milupa - Packaging Refreshment - Nutricia CRM KSA - Dubai - 2006



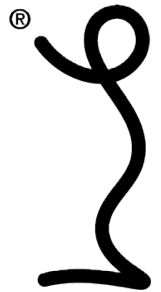
P&G - Packaging Refreshment & Adaptation - Dubai - 2005



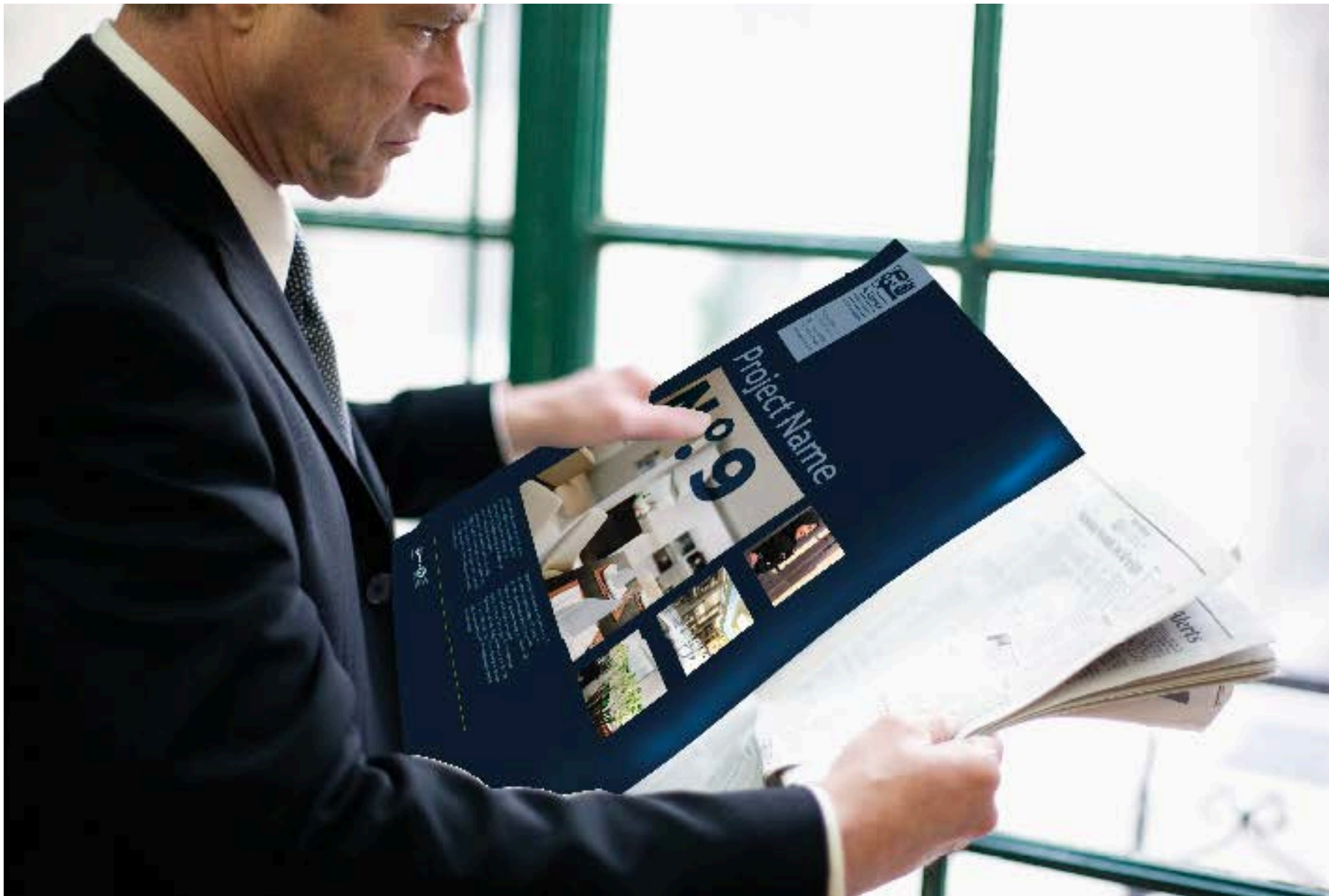
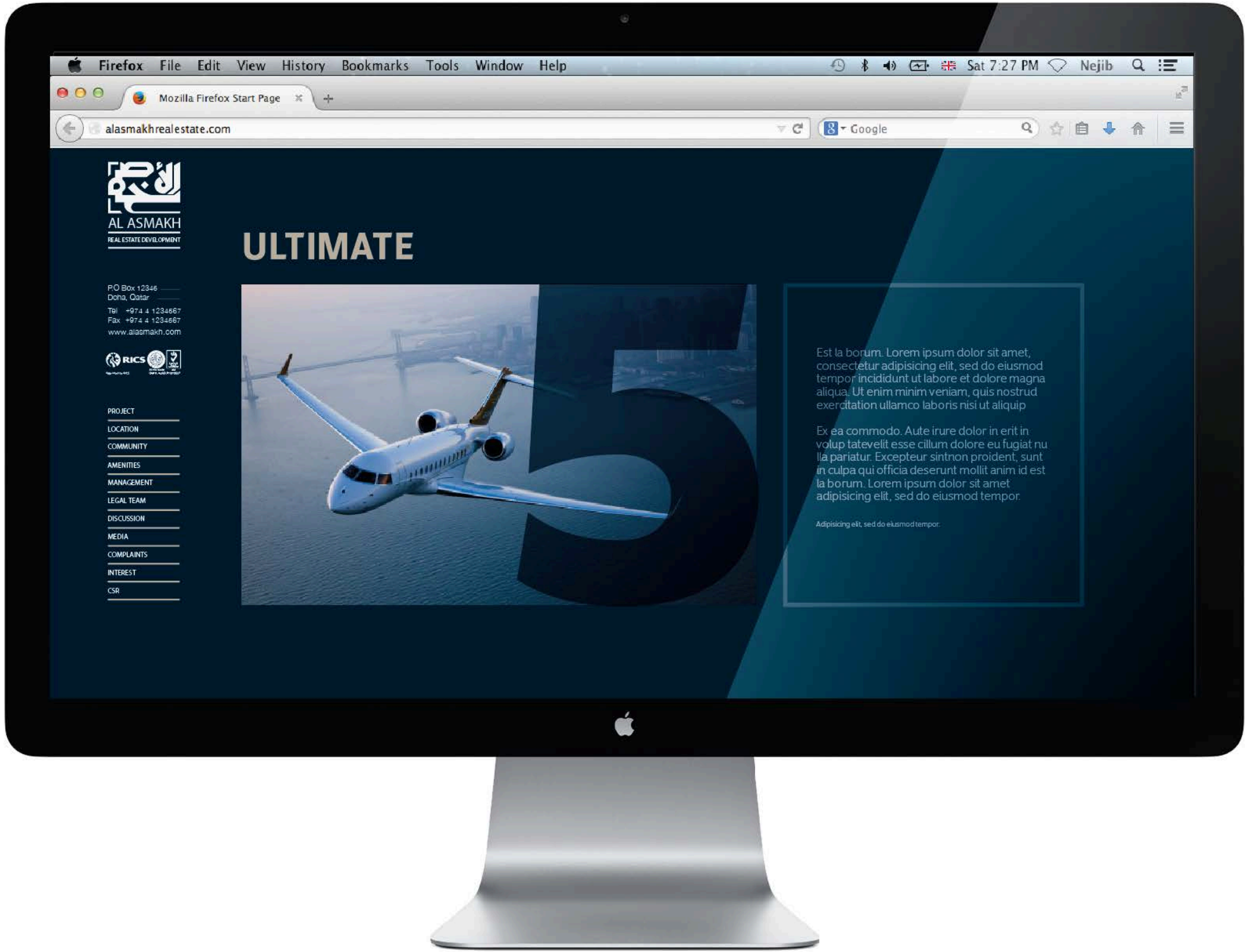
Burj Khalifa - Full Branding Program - 2004



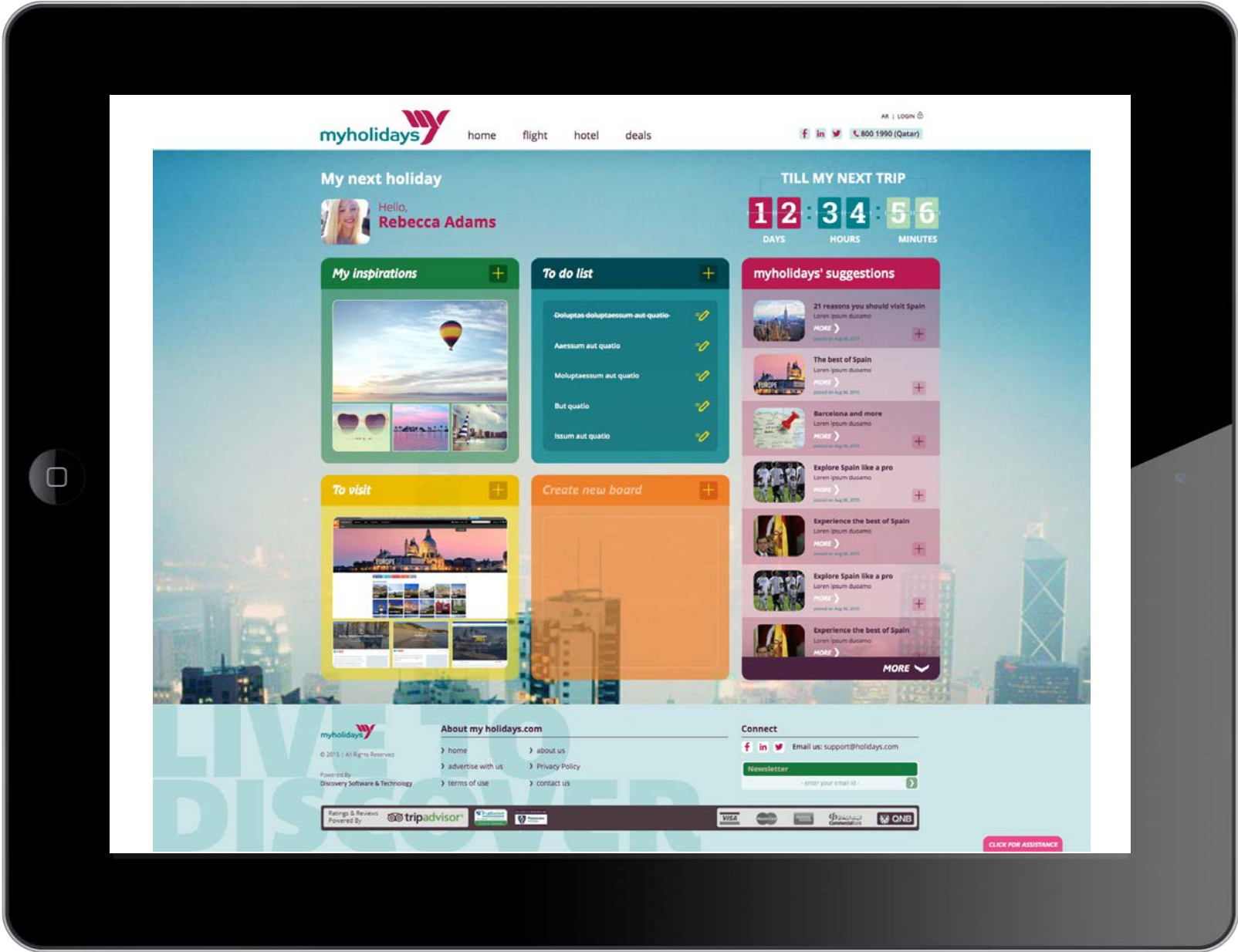
The Old Town Island - The Power of Storytelling - Dubai - 2004



Al Asmakh - Brand Refreshment Program - Doha - 2014



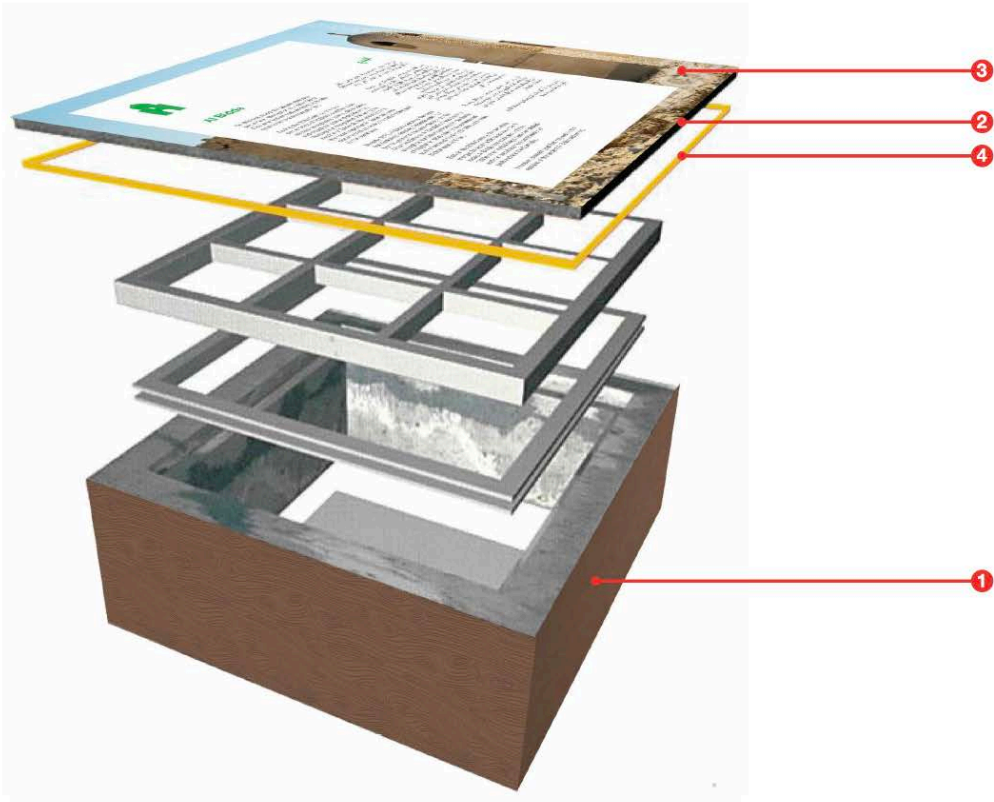
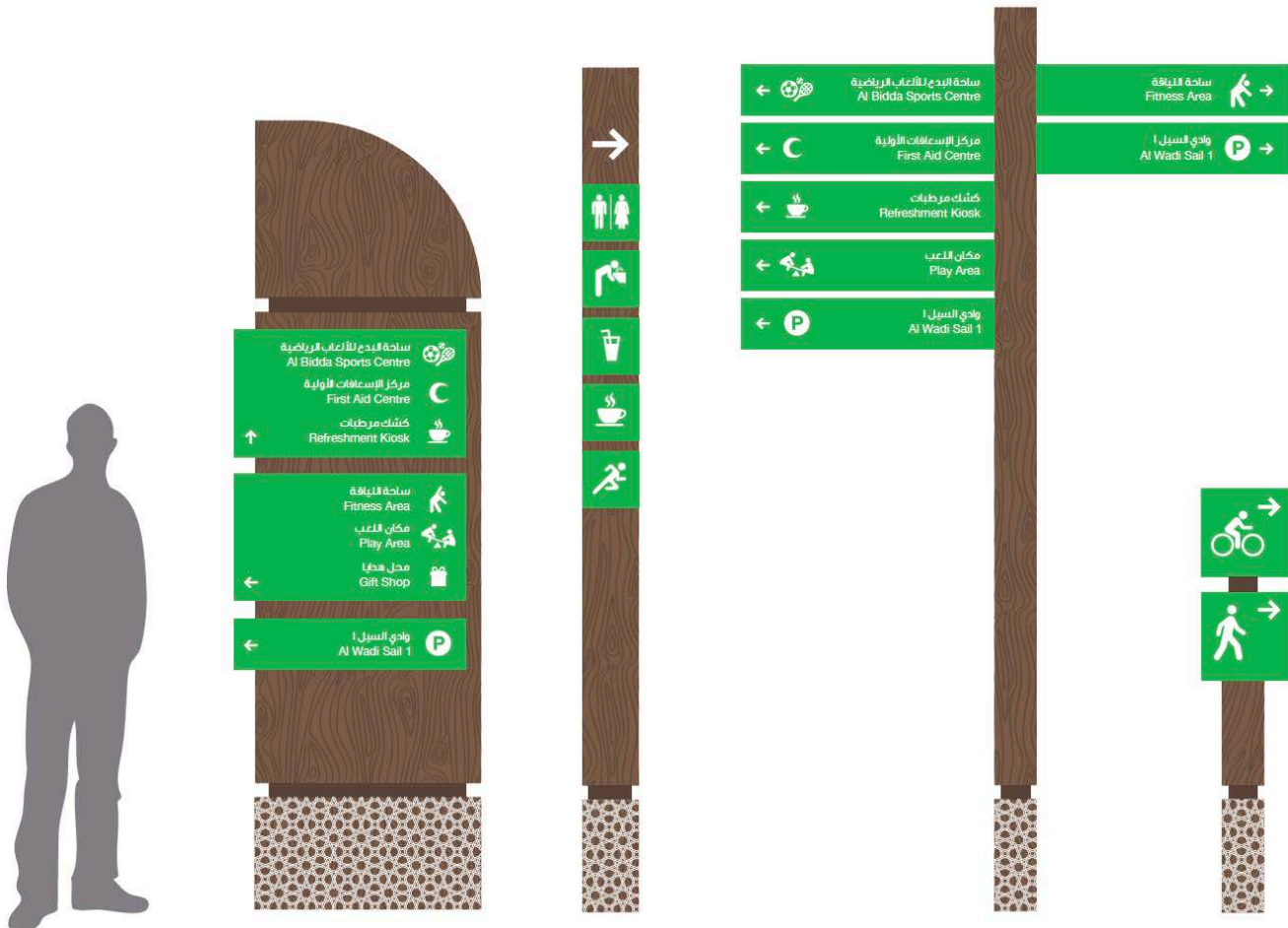
My Holidays - Full Branding Program - Doha - 2016



Tahwiliya Towers - Full Branding Program - Doha - 2016

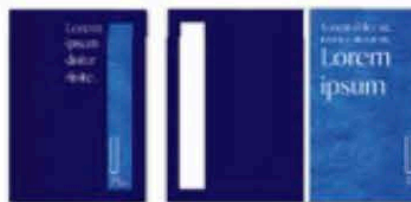
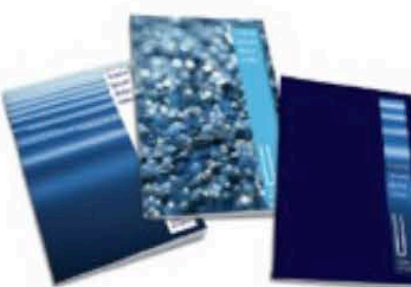


Al Bidda Park - Signage System Design - Doha - 2016



- Floor Mount Sign**
- 1 Ceramic Wood Effect
 - 2 Aluminum Powder Coated
 - 3 UV printed Text, Pictogram & Pattern
 - 4 Light LED Strip.
- Note:
For exact color refer to color coding
- Fastening :**
- Steel structure fixed on concrete base by mechanical fixation.
 - Ceramic cladding fixed by cluing on steel structure base

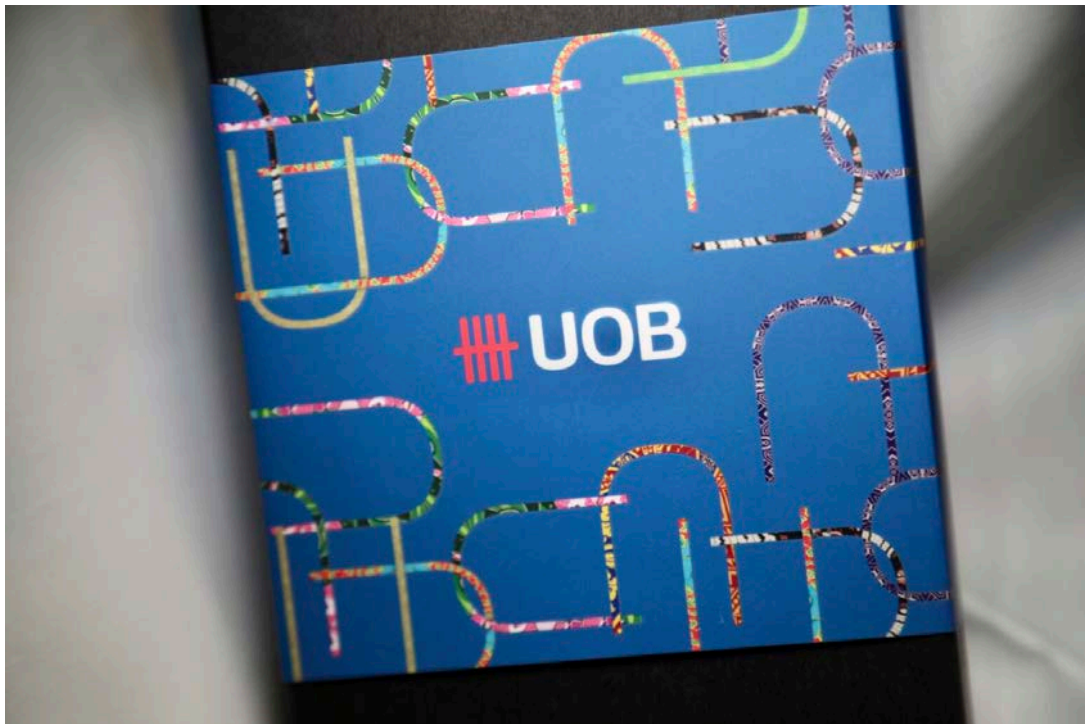
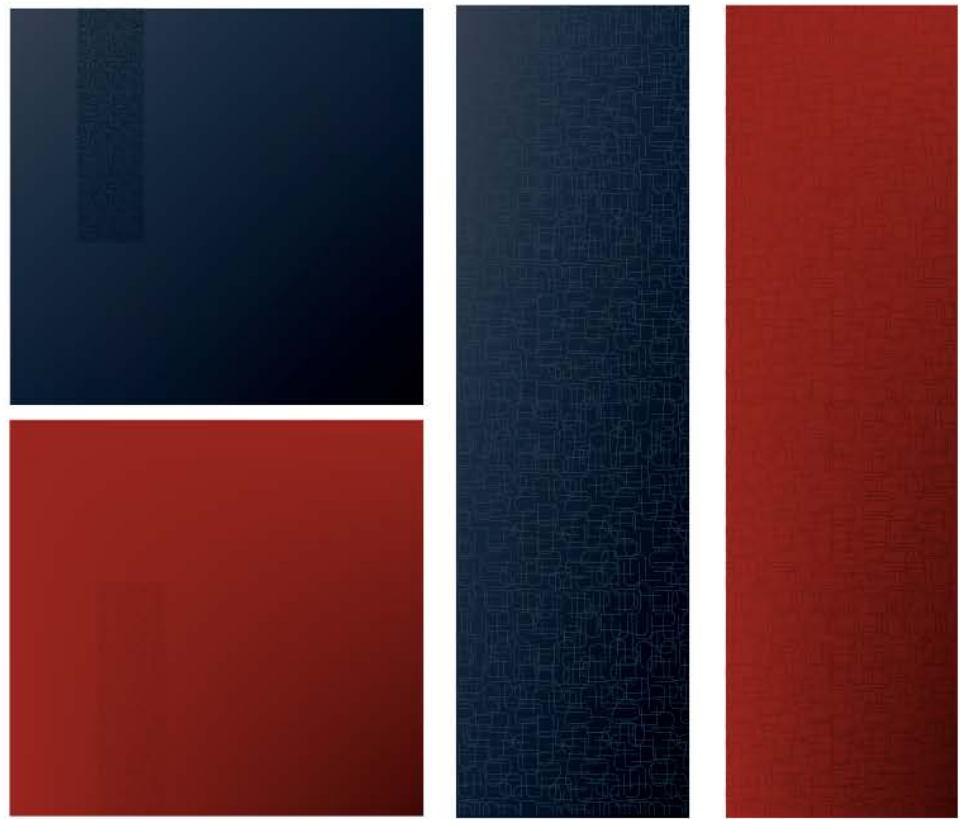
Bab Al Bahr - Full Branding Program - Rabat - 2009



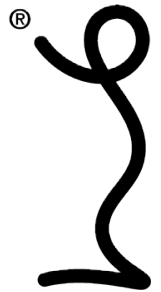
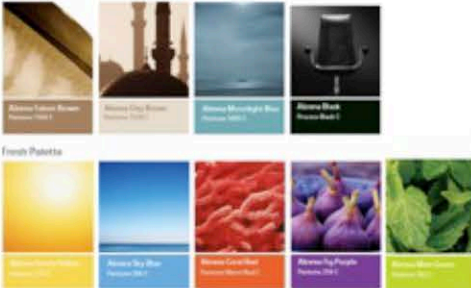
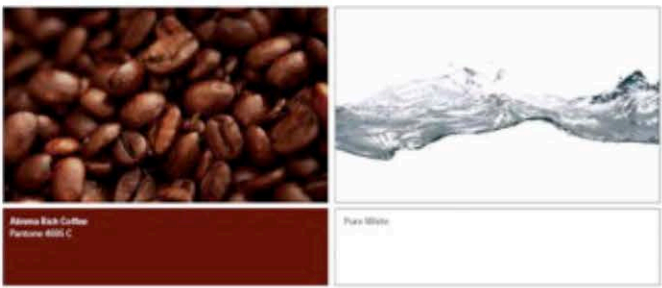
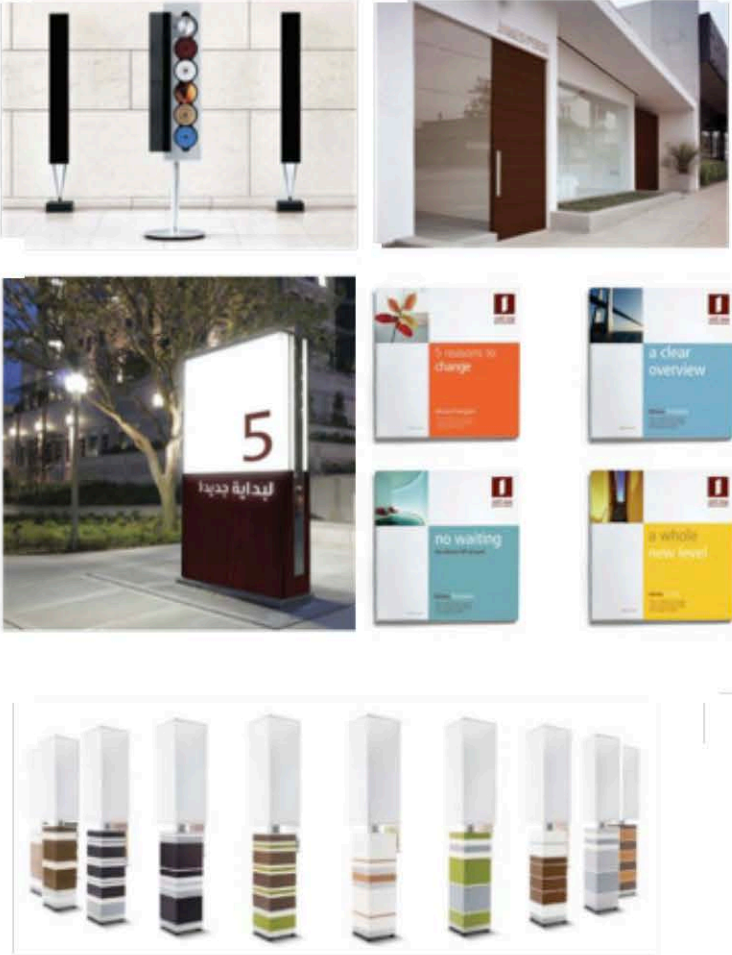
Commercial Bank Qatar - Full Brand Refreshment Program - Doha - 2018



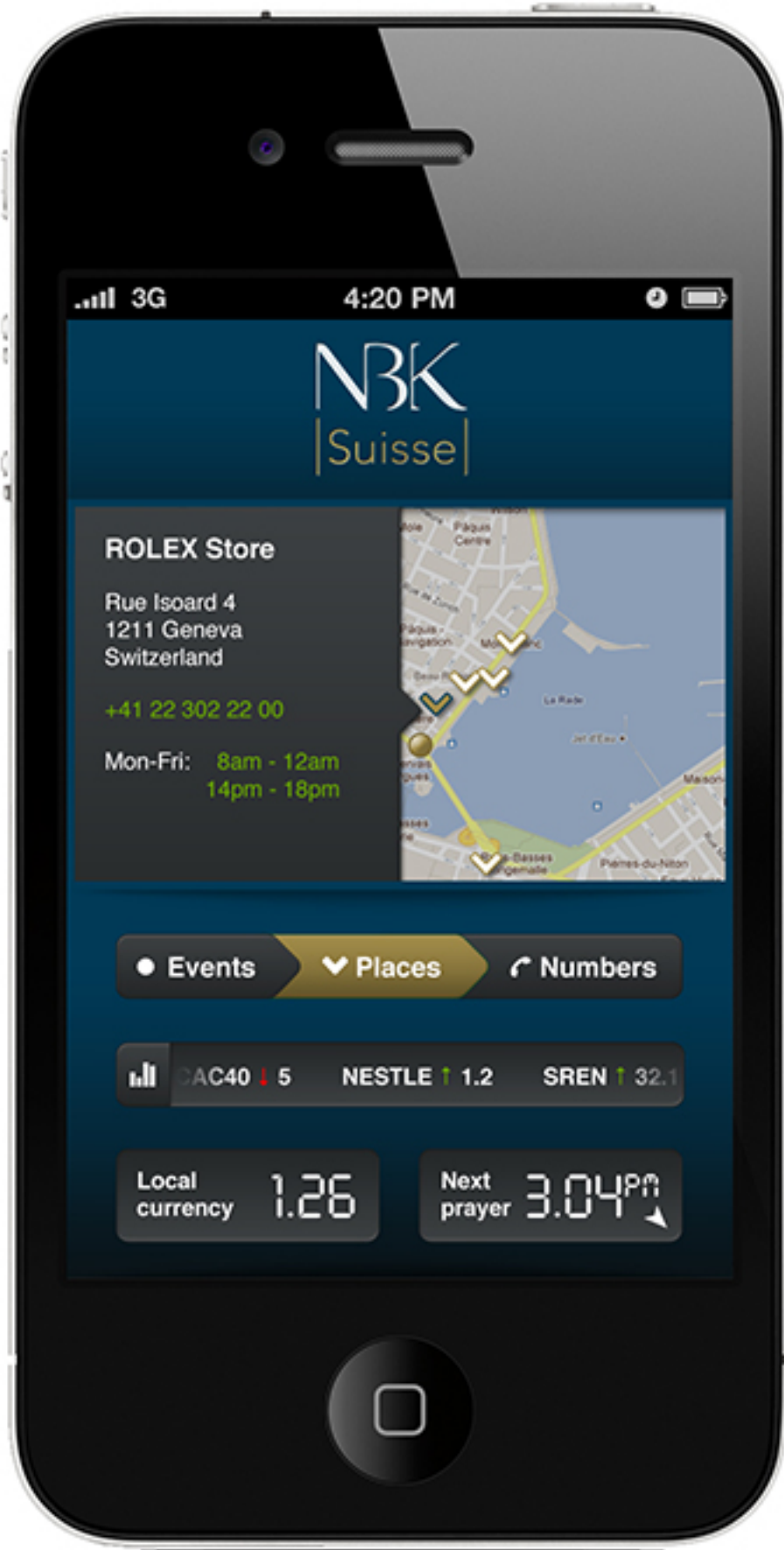
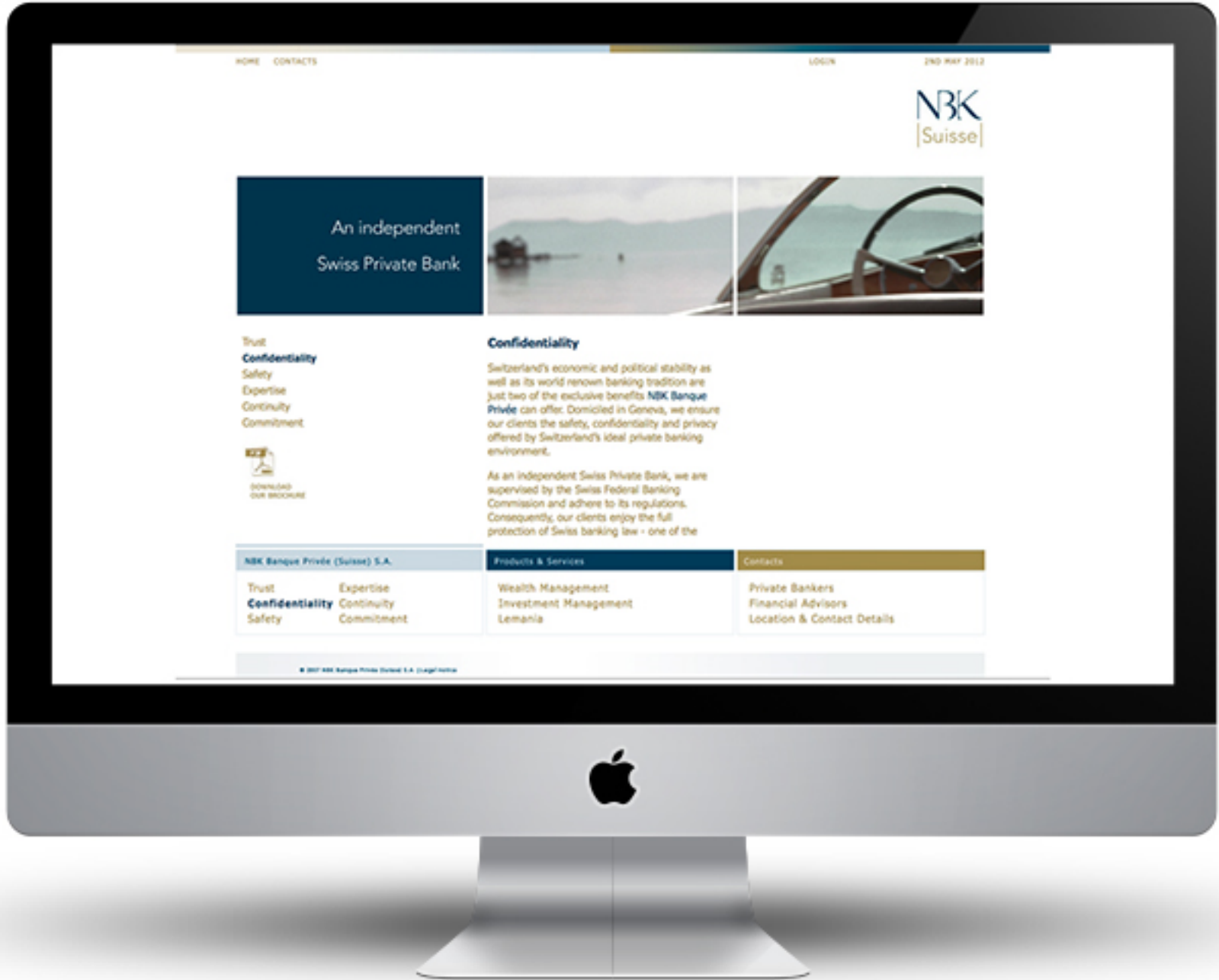
United Overseas Bank - Full Brand Refreshment Program - Singapore - 2013



Al Inma Bank - Full Branding Program - Riyadh - 2007



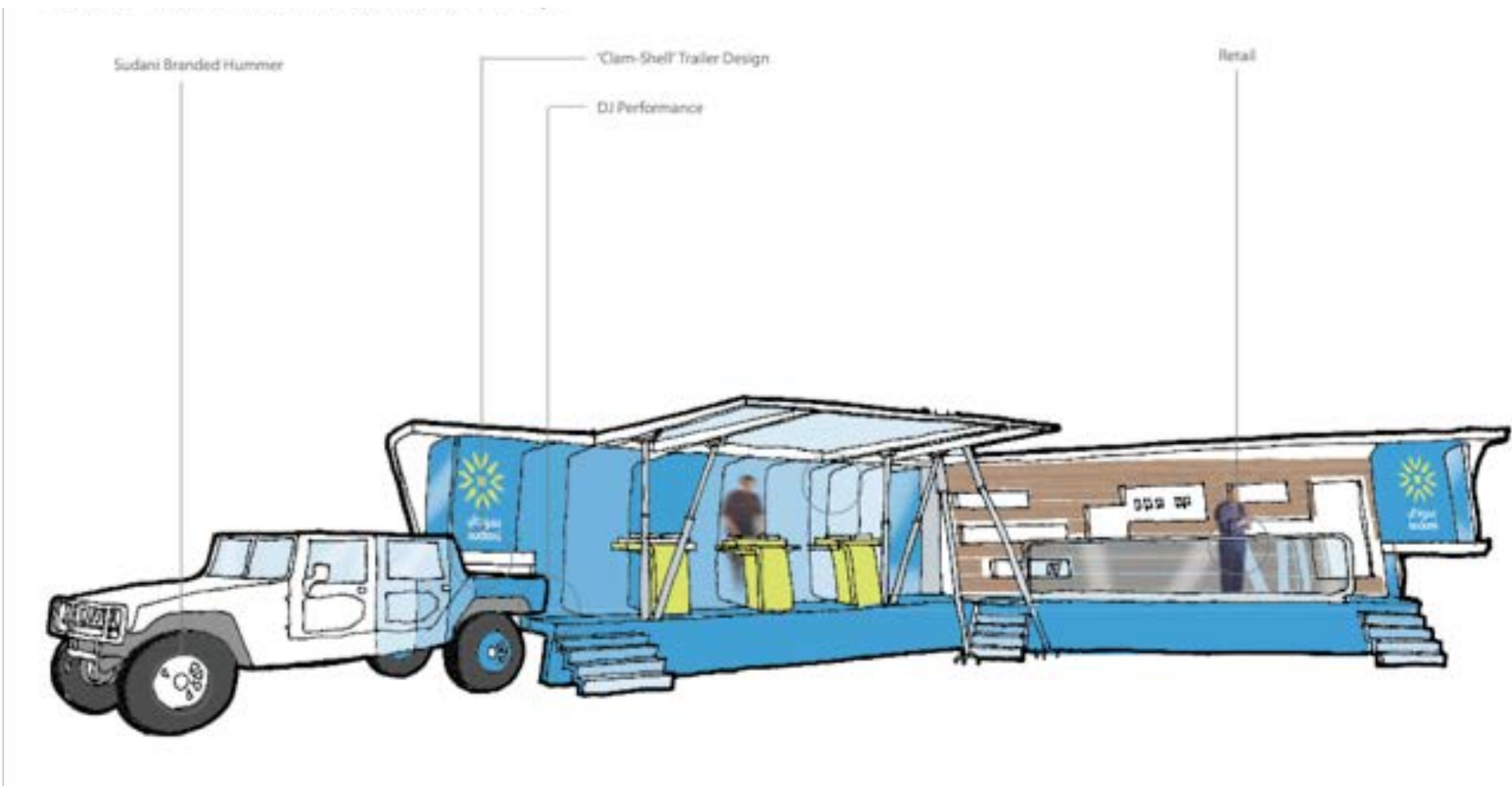
NBK Banque Suisse Privée - Full Branding Program - Kuwait - 2005



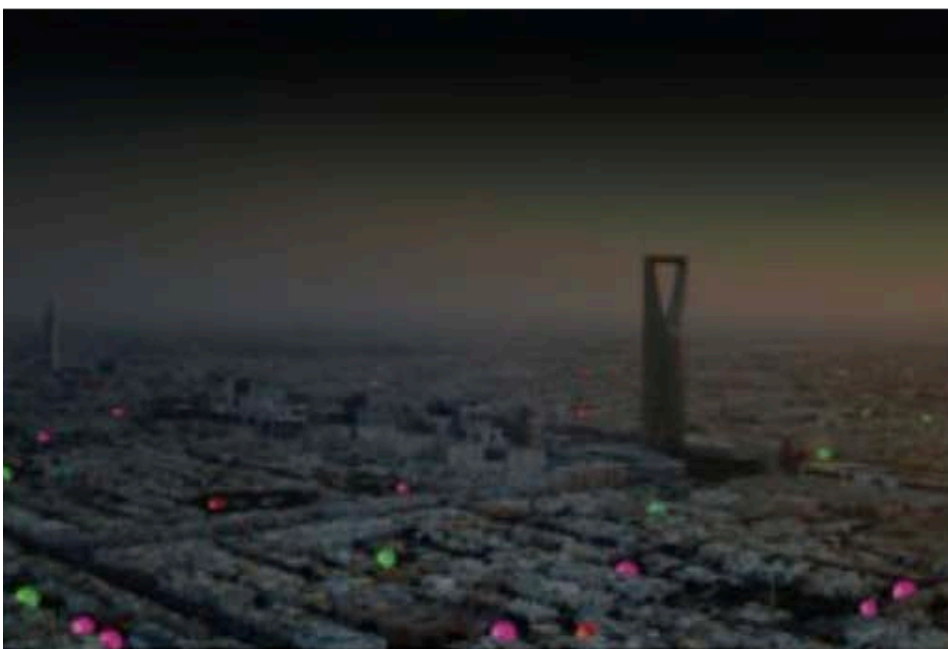
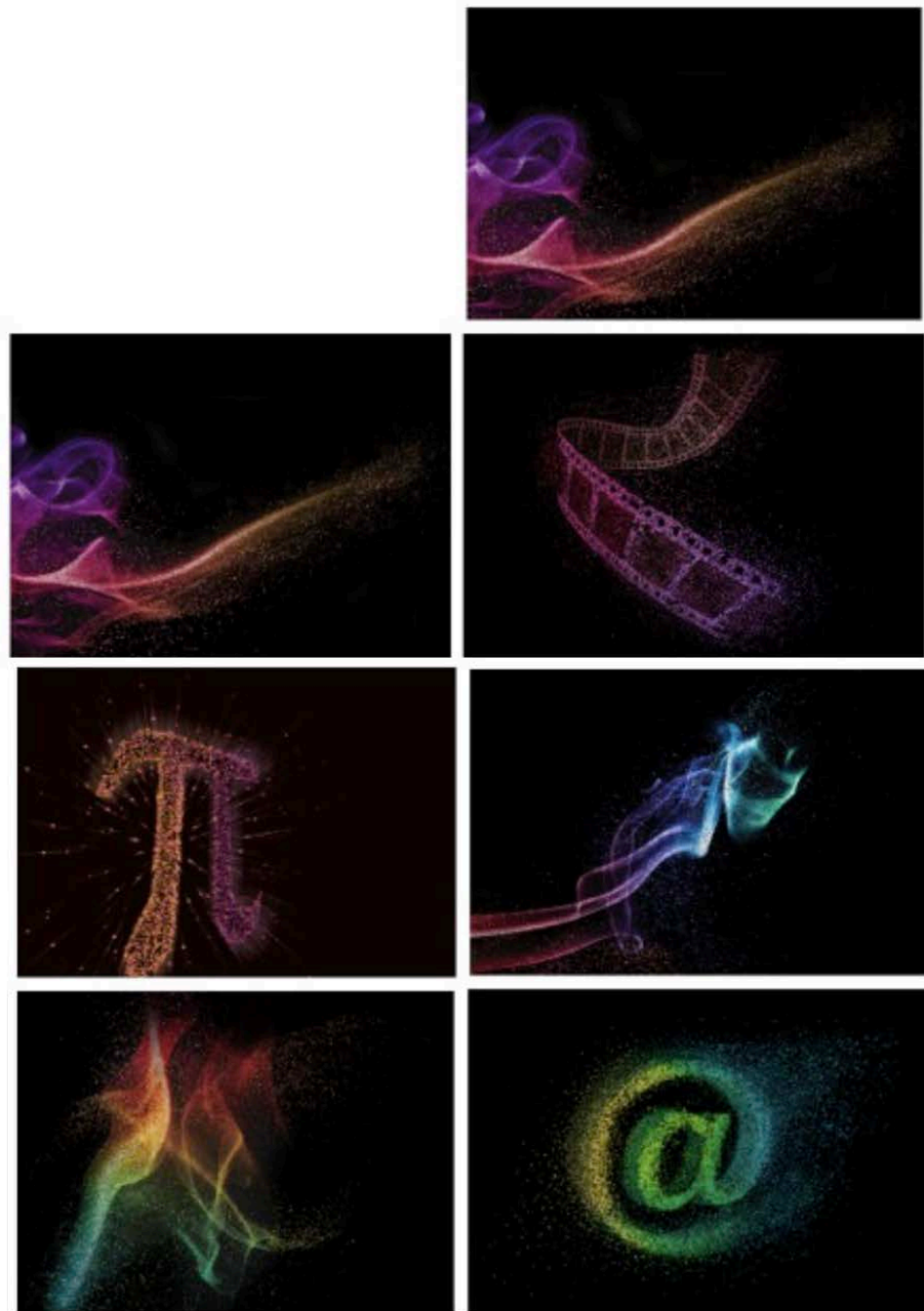
Movistar - Full Brand Refreshment Program - London - 2003



Sudani Mobile - Full Branding Program - Sudan - 2005



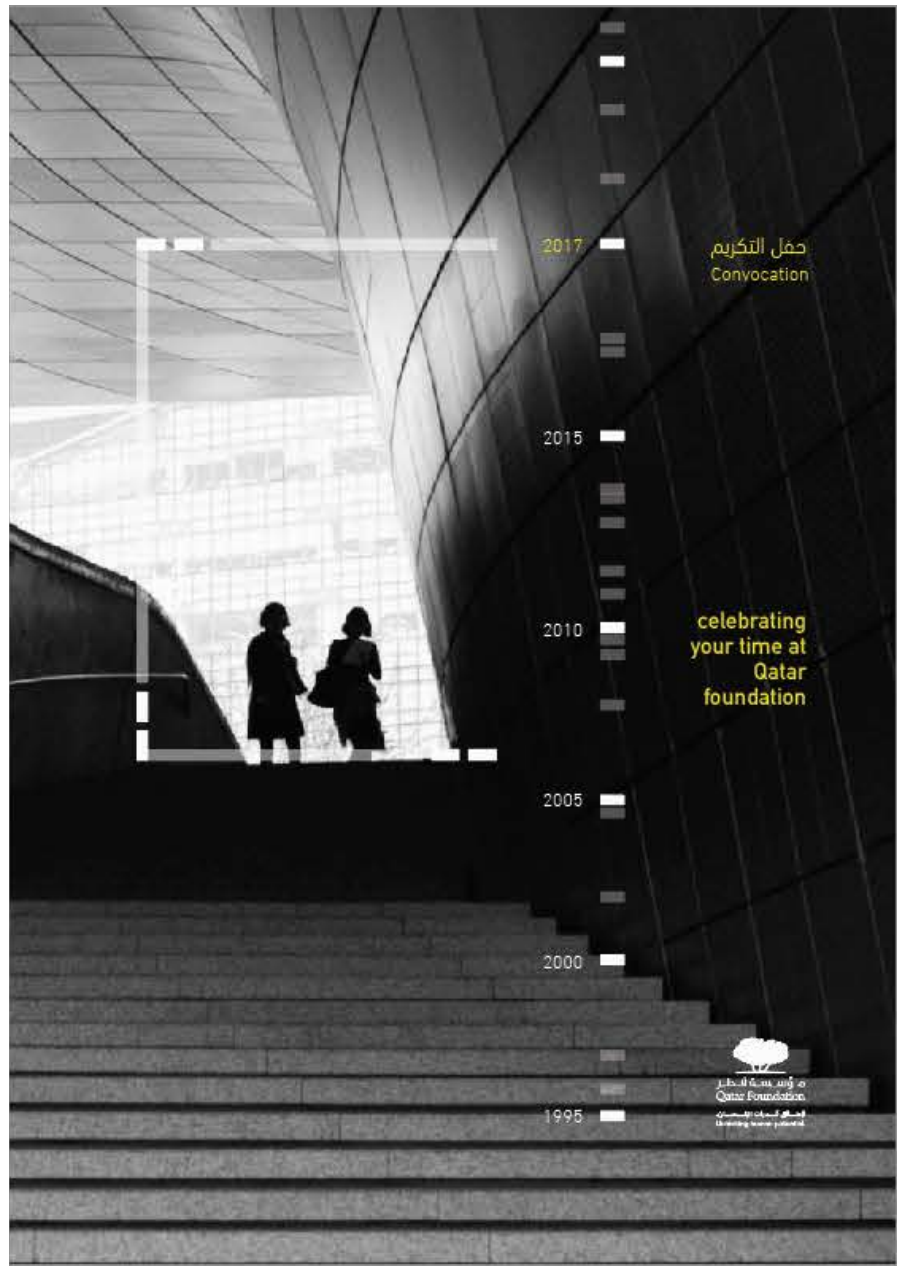
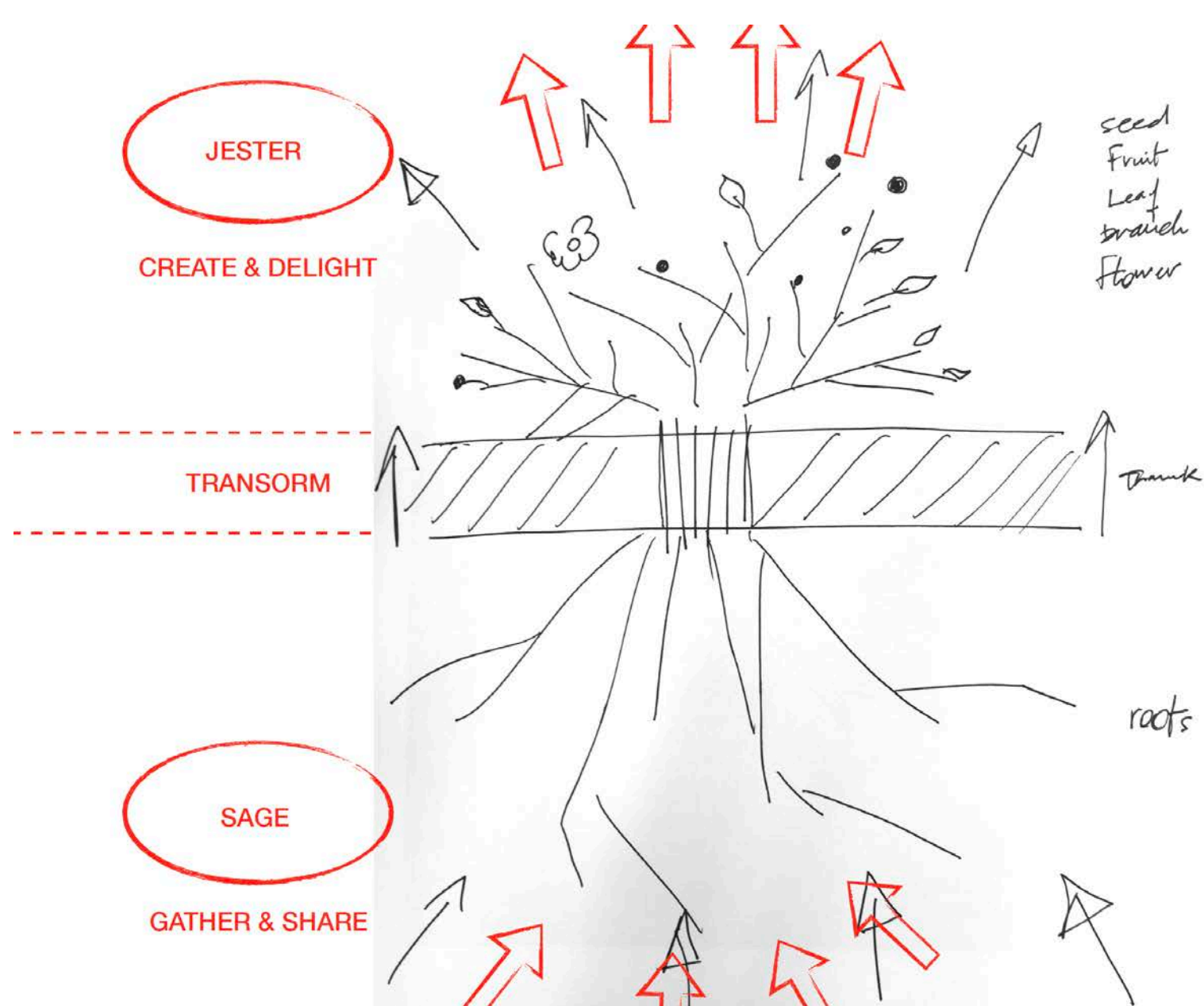
OCC - Full Branding Program - KSA - 2009



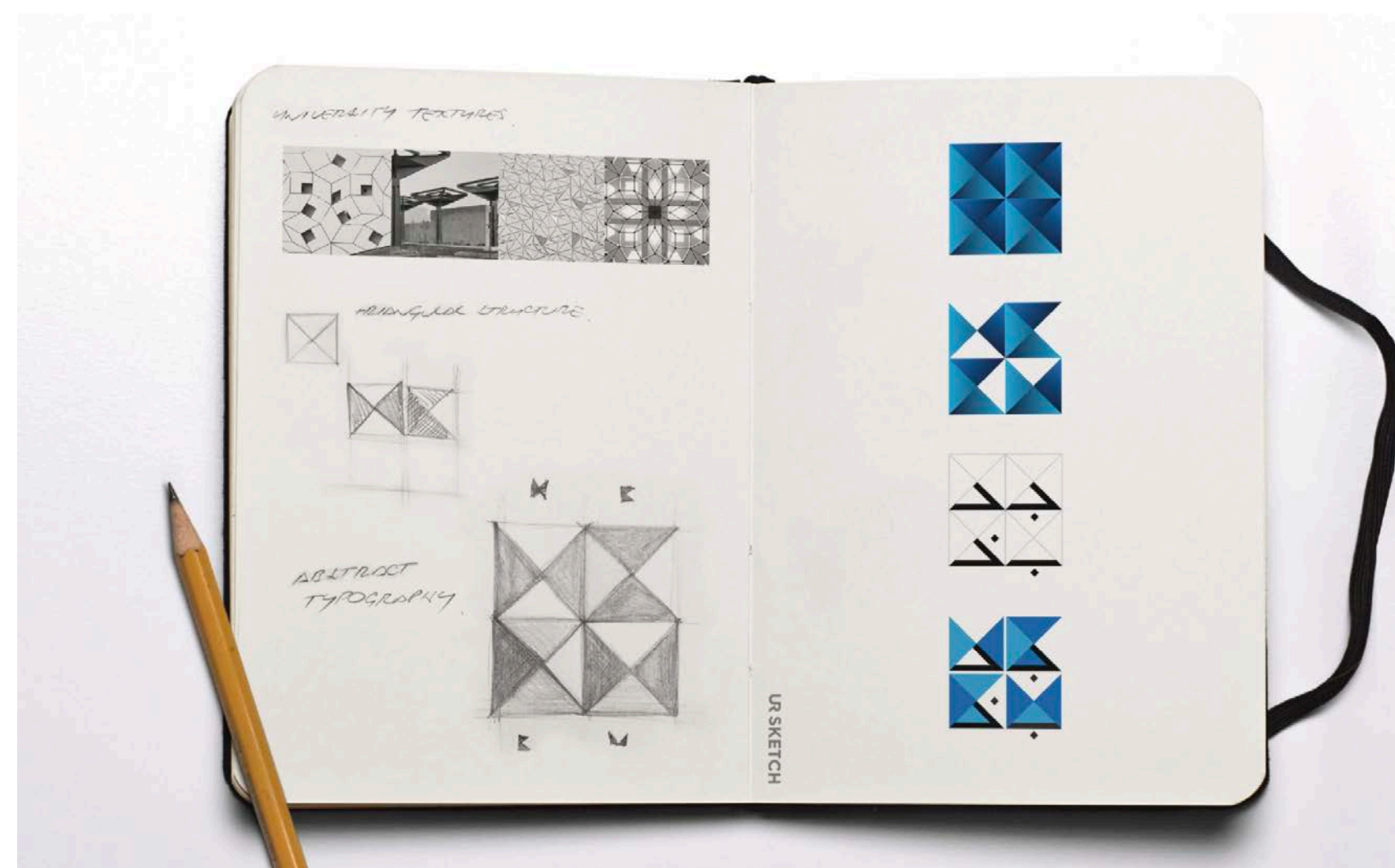
Batelco - Full Brand Refreshment Program - Bahrain - 2005



Qatar Foundation - Full Brand Refreshment Program - Doha - 2018



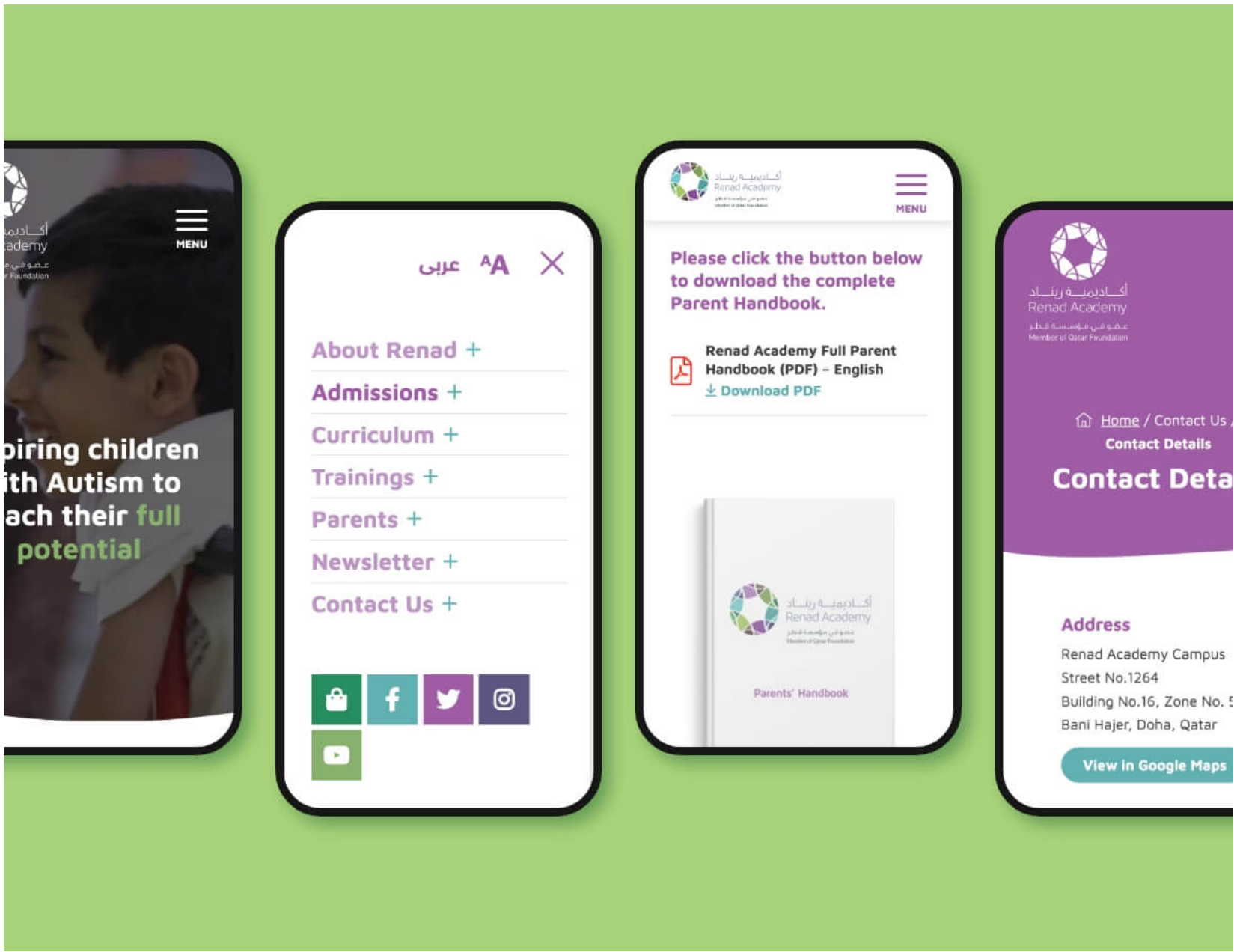
HBKU University - Full Brand Refreshment Program - Doha - 2018



Renad Academy - Full Branding Program - Doha - 2018



إطلاق قدرات الإنسان.
Unlocking human potential.



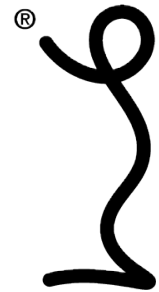
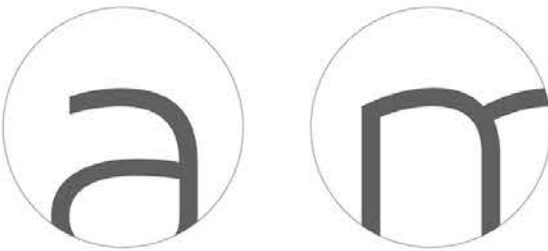
ENGLISH

Maven Pro

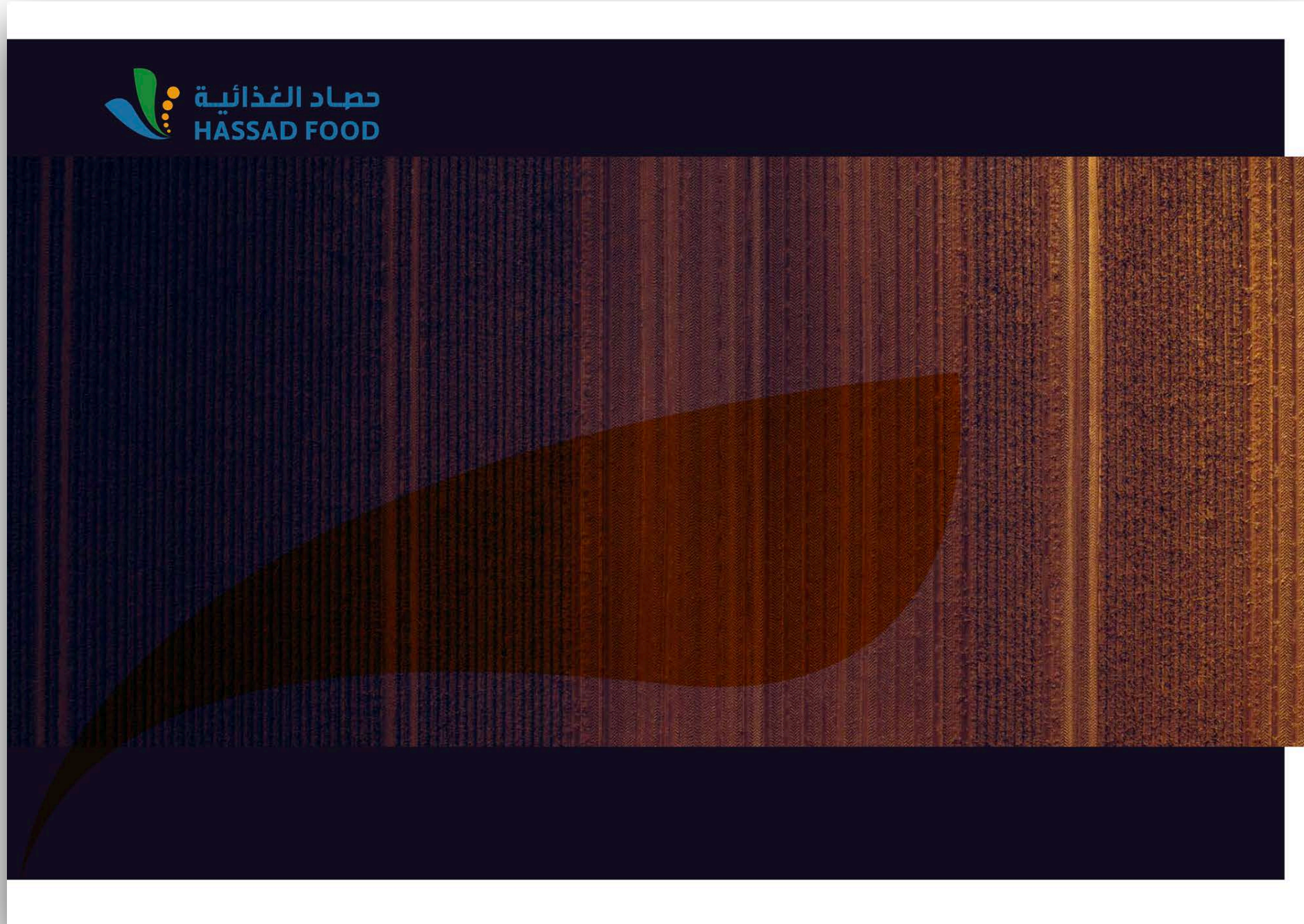
Maven Pro Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Maven Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Maven Pro Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



Hassad Food - Full Brand Refreshment Program - Doha - 2020





Abu Dhabi Industry Link - Full Brand Refreshment Program - Doha - 2008

rain ain = عین = source

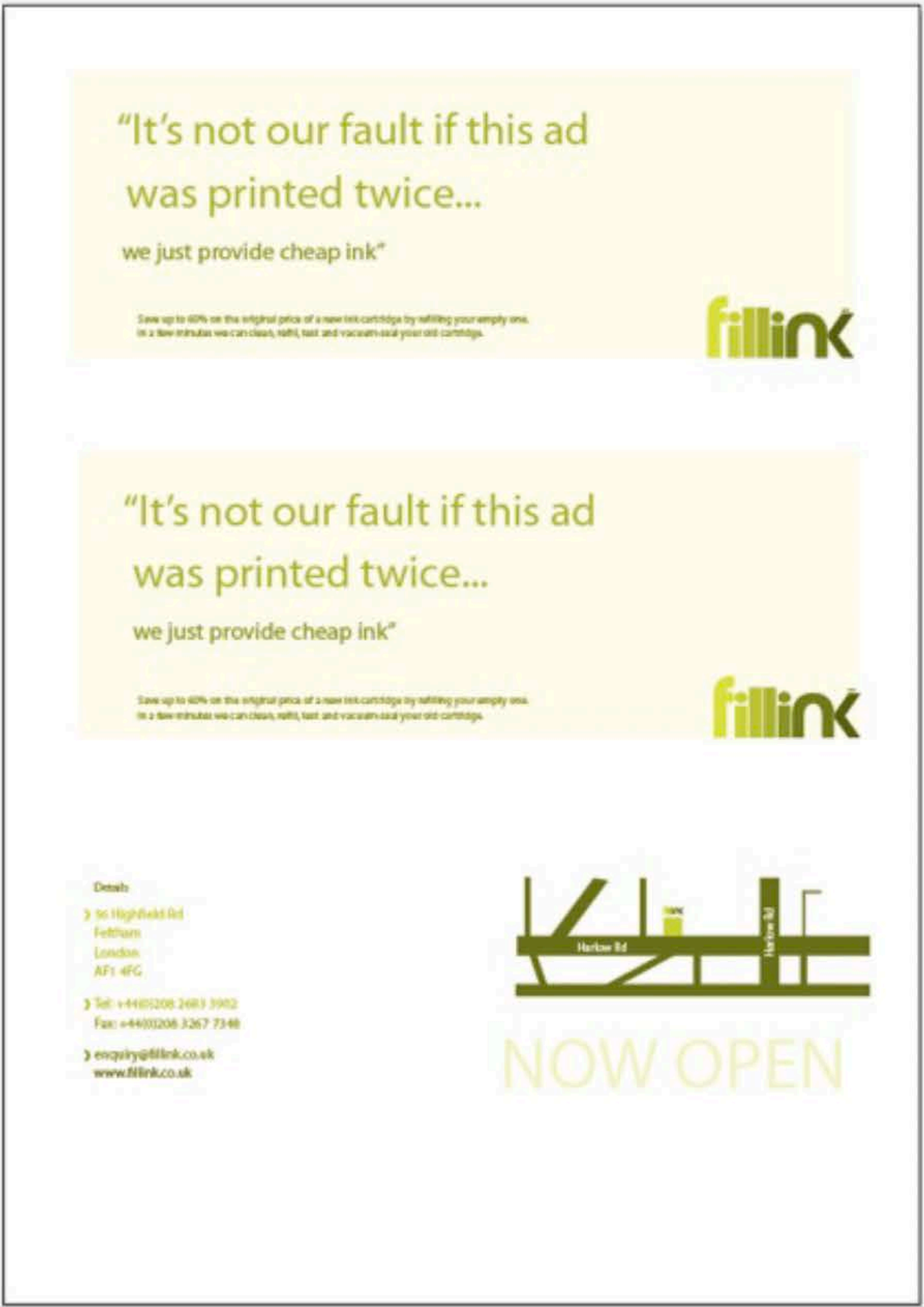
عين
Abu Dhabi Industry Link



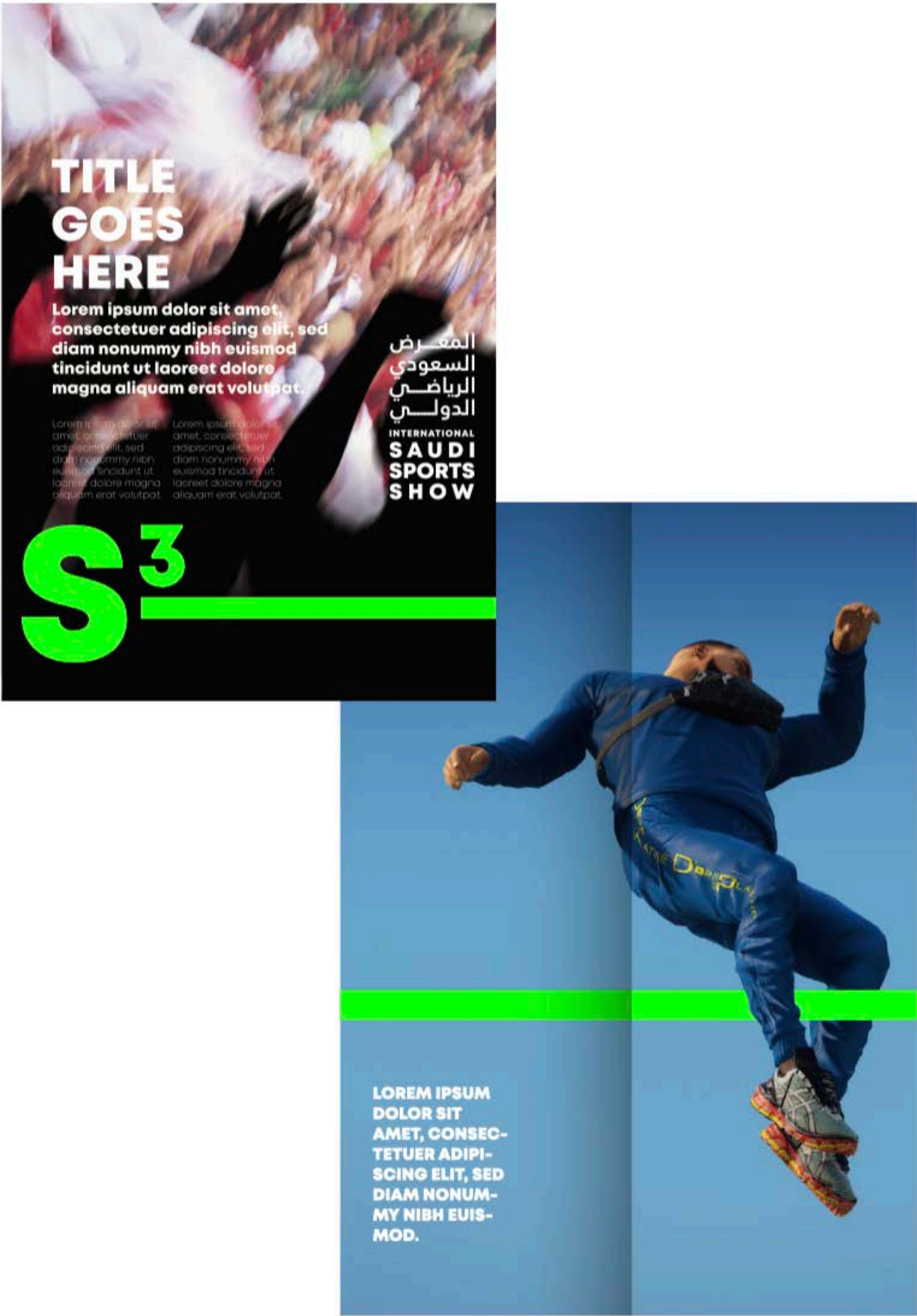
Fillink - Fresh out of Kingston University - London - 2003



“FILLINK IN A BLINK”



S3 - Full Branding Program - Riyadh - 2021



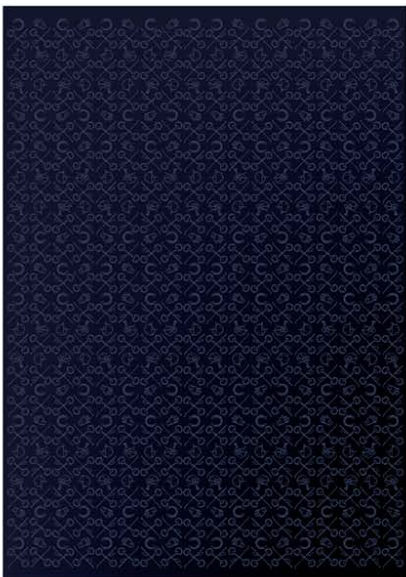
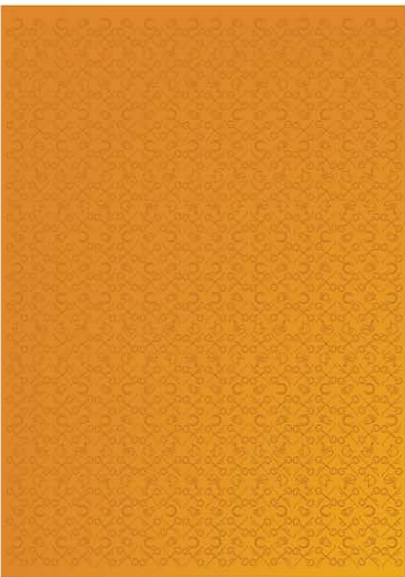
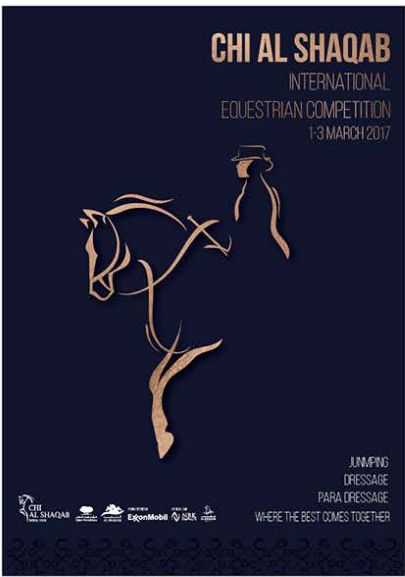
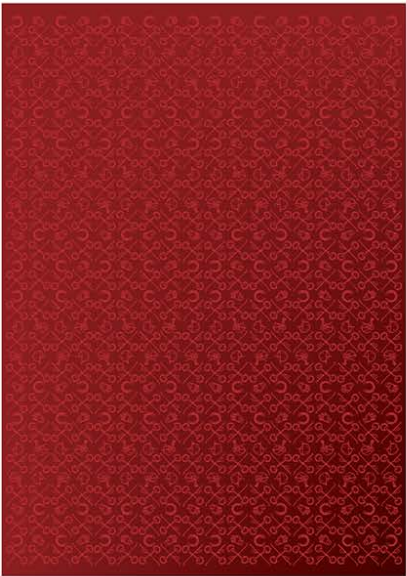
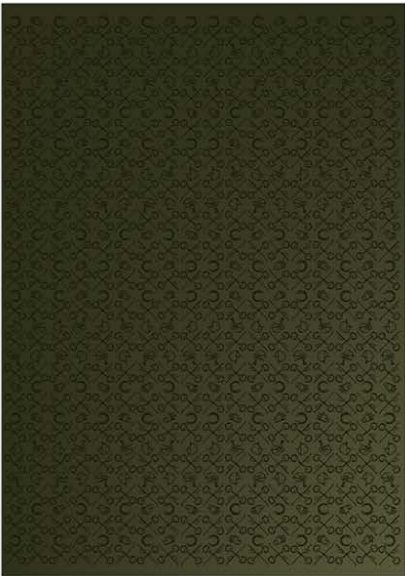
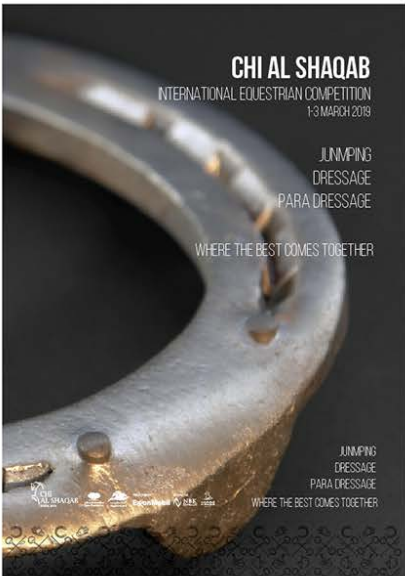
Match Hospitality - WORLDCUP 2022 - Environmental Design & Print



QMA (Qatar Motorsports Academy) - Full Branding Program - Doha - 2020



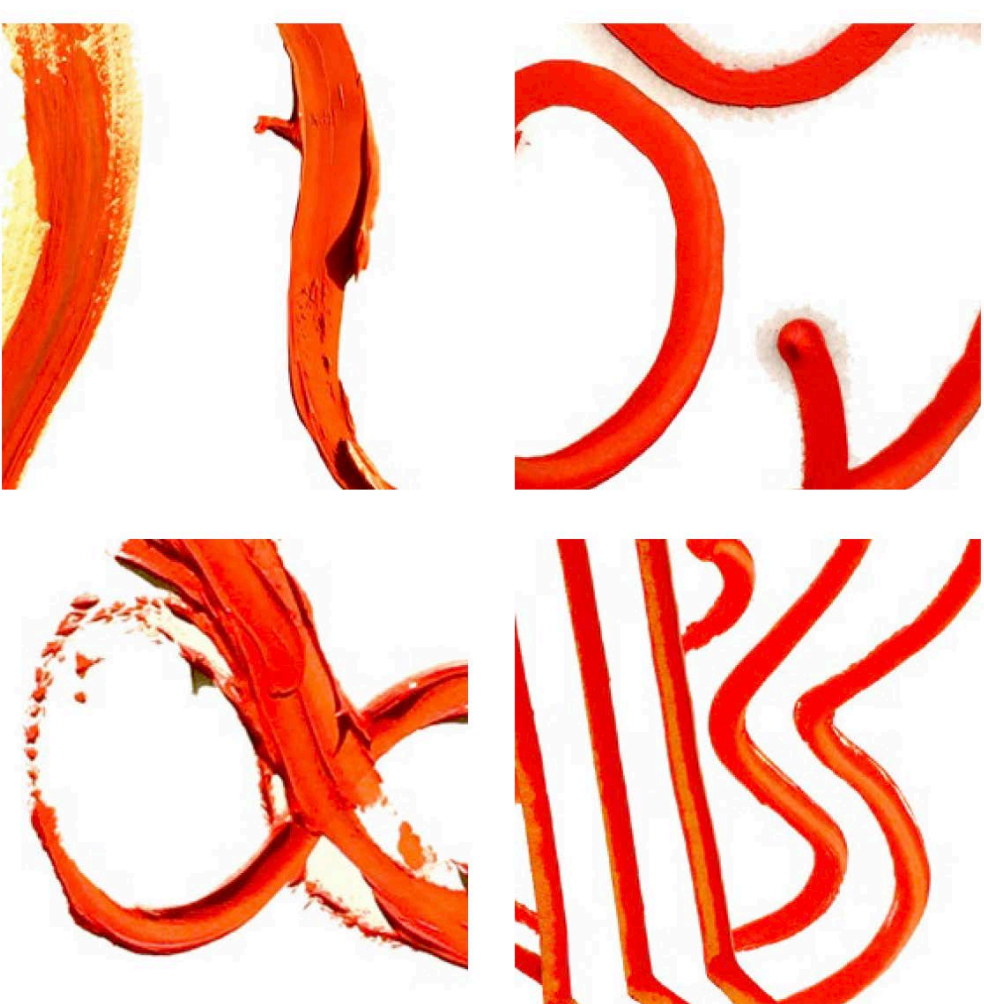
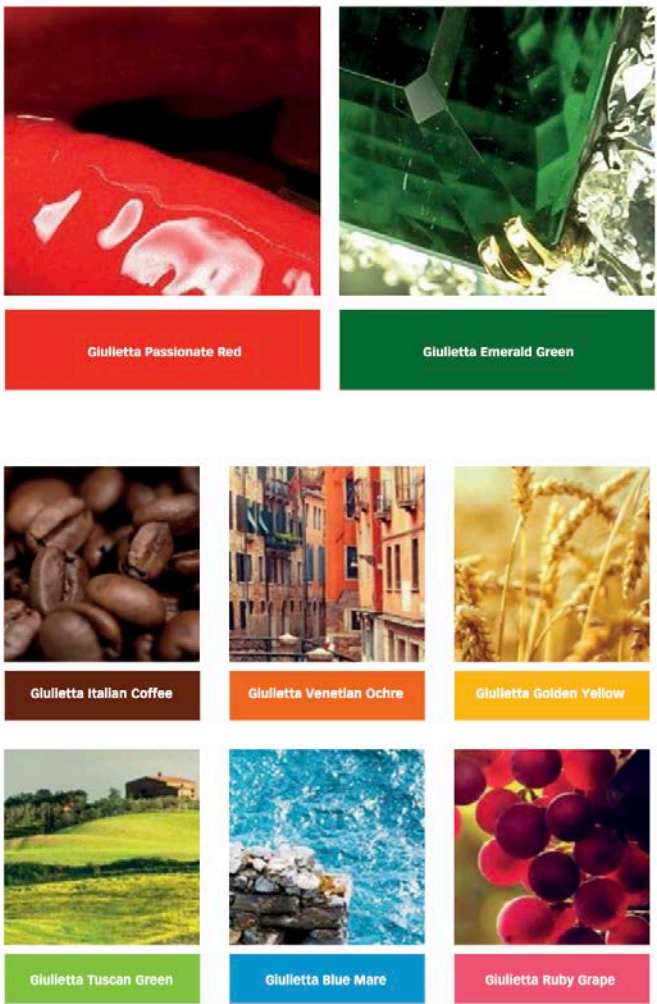
CHI Al Shaqab - Theme & Branding Program - Doha - 2018



Krane Chinese Restaurant - Full Branding Program - Doha - 2015



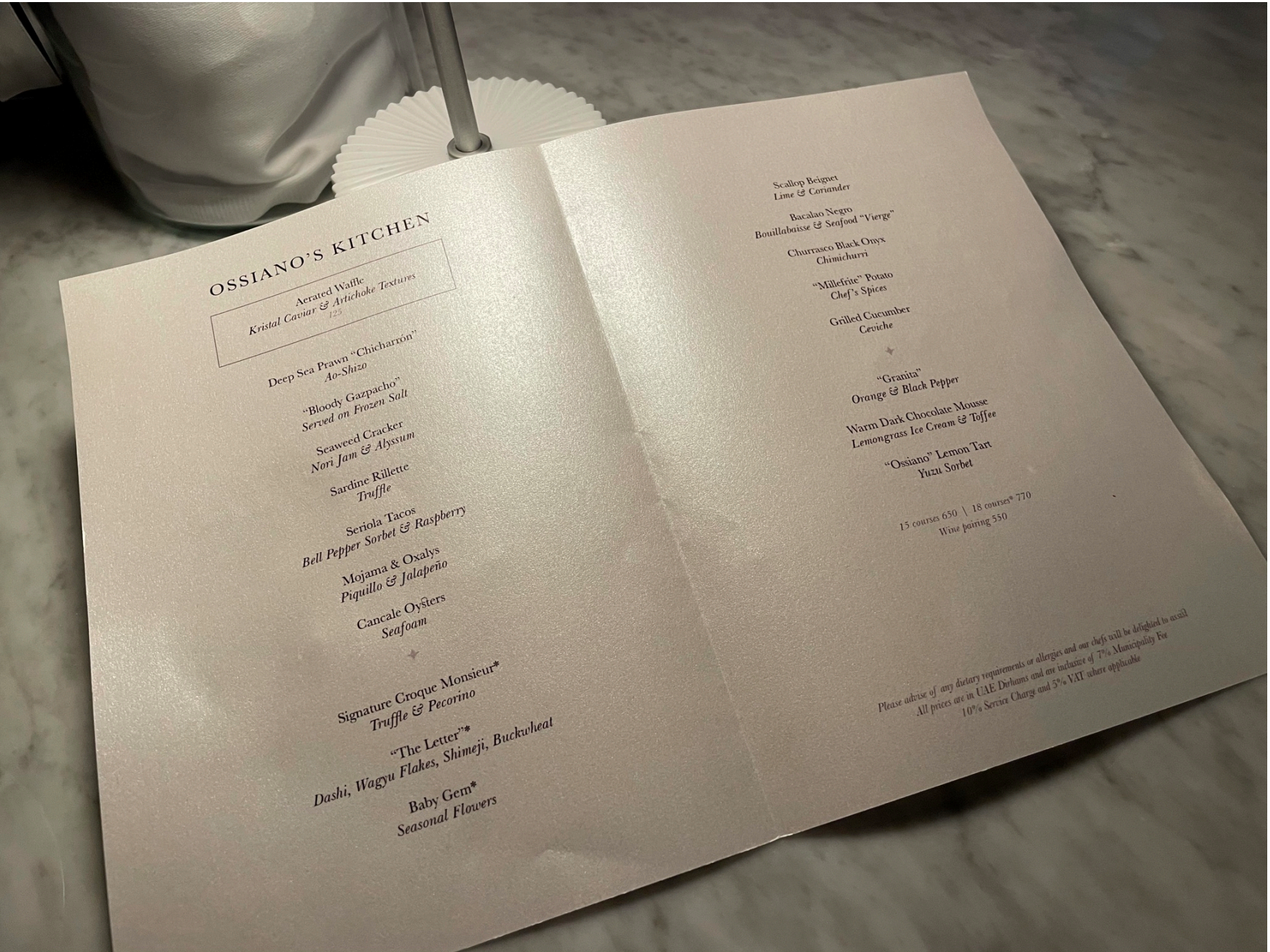
Giulietta Restaurant - Full Branding Program - Doha - 2015



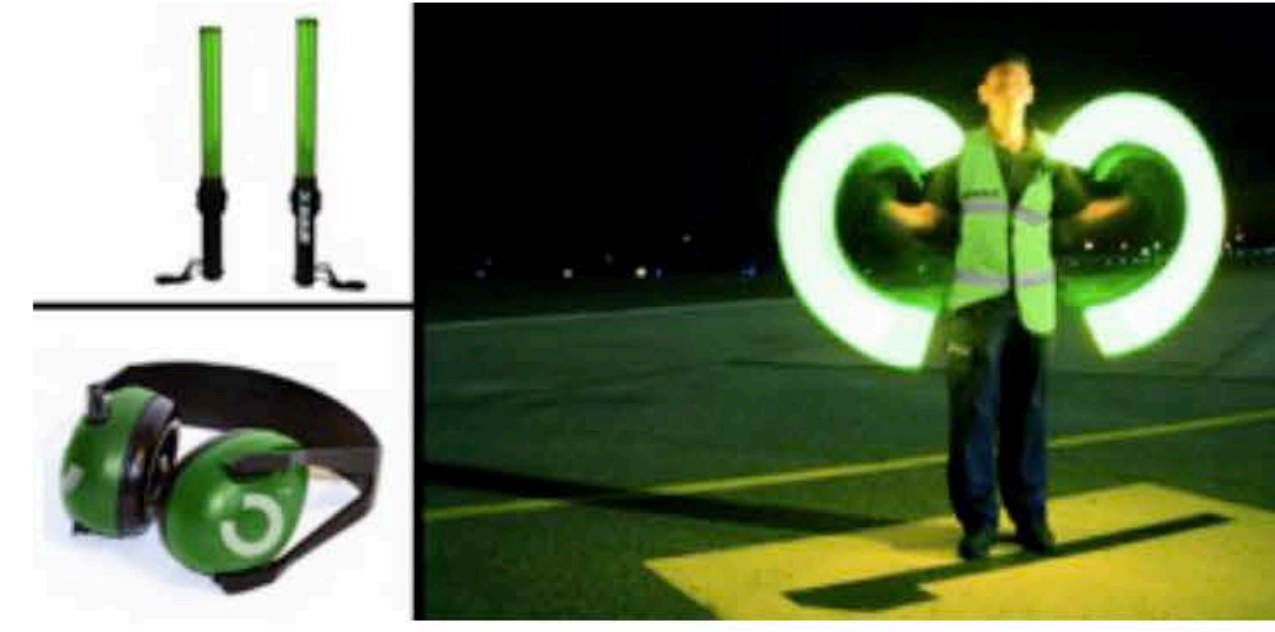
Ossiano Underwater Bar & Restaurant - Full Branding Program Dubai - 2008



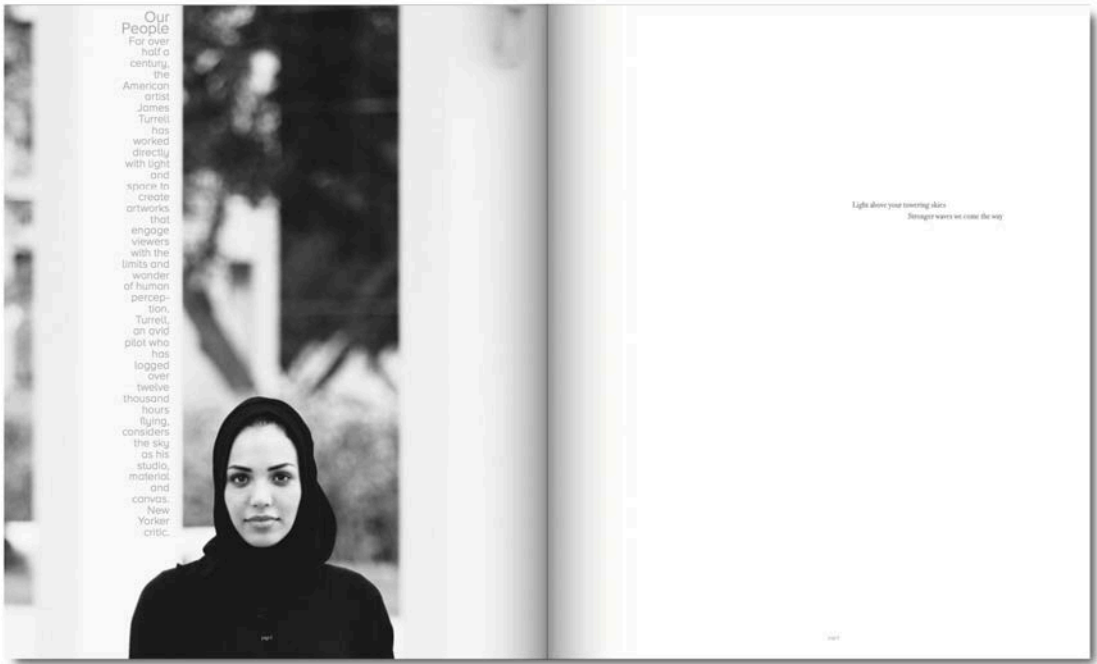
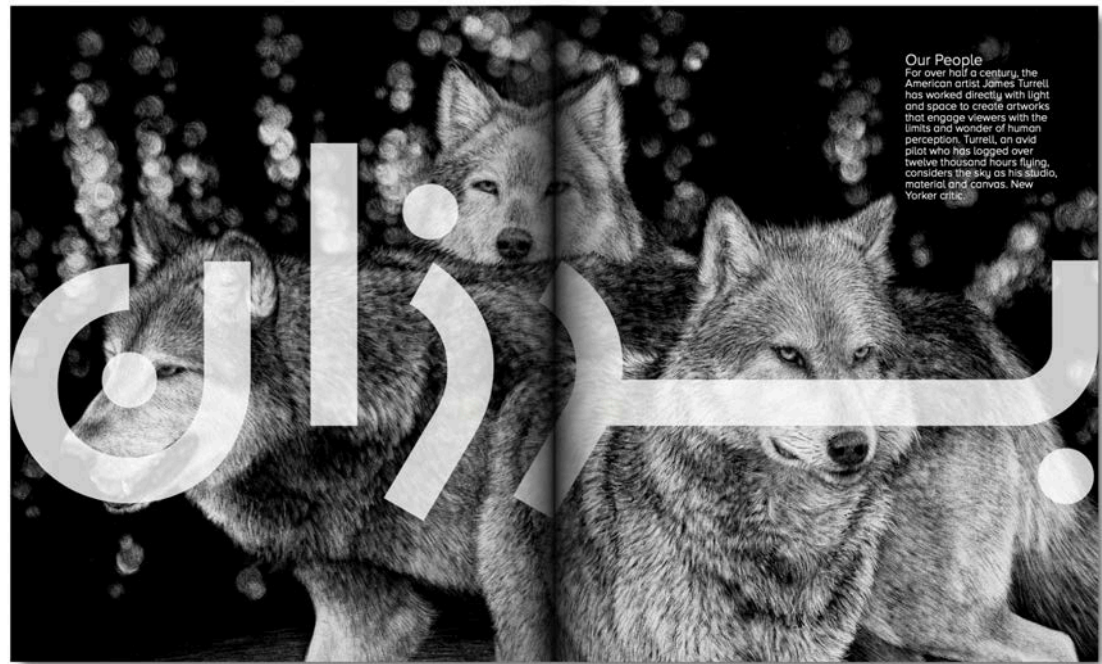
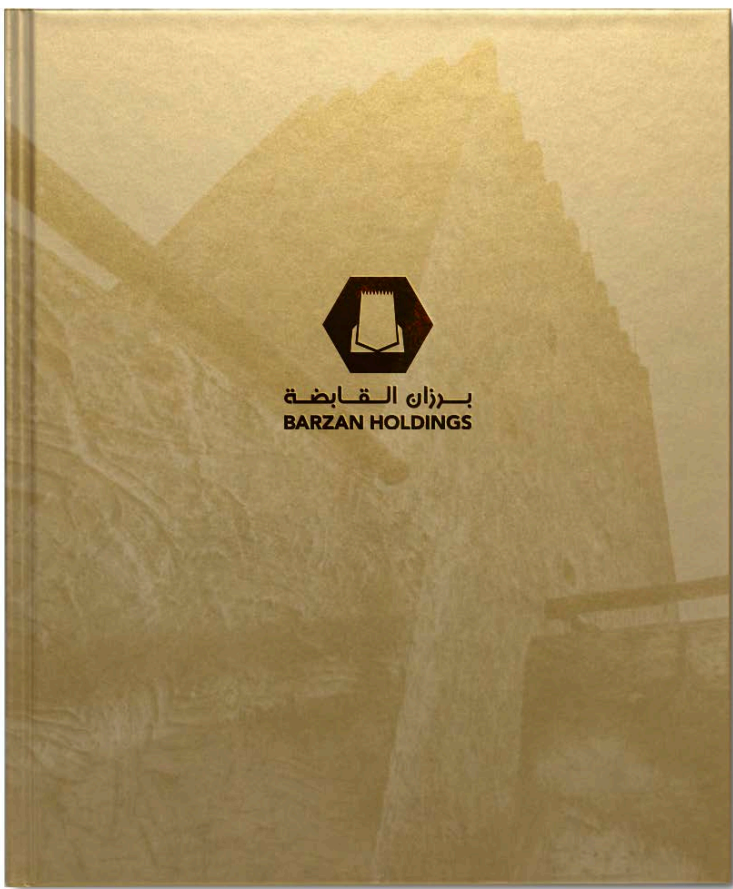
OSSIANO
UNDERWATER
BAR & RESTAURANT



Ammroc - Full Branding Program - Abu Dhabi - 2009



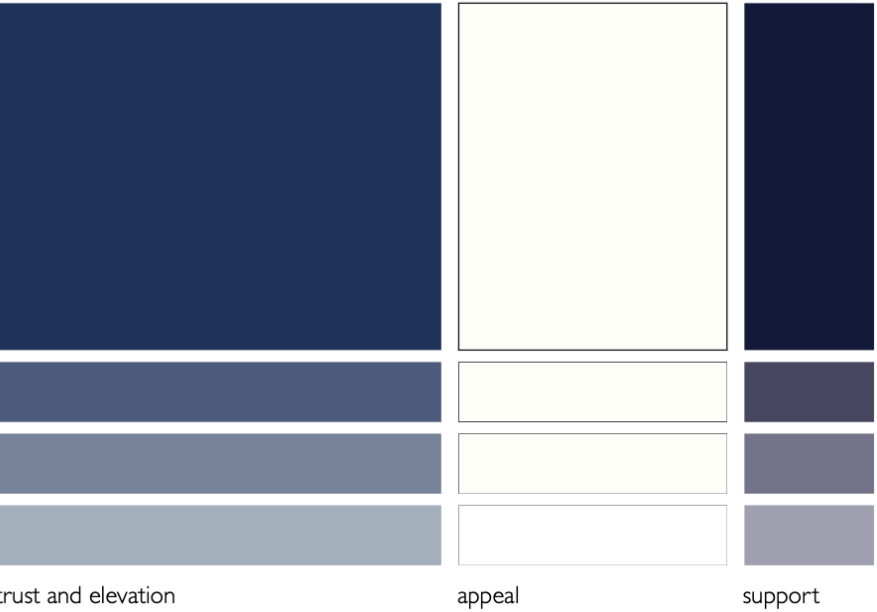
Barzan Holdings - Full Branding Program - Doha - 2020



BINDIG - Full Branding Program - Doha - 2020



برزان القابضة
BARZAN HOLDINGS



BINDIG ARQ160 A4 ASSAULT RIFLE
BINDING'S 4TH GENERATION ASSAULT RIFLE

- 5.56x45mm NATO gas operated automatic rifle with indirect gas system and short stroke piston
- Rotating bolt mechanism with seven lugs
- High-resistance polymer structure
- Snap free surfaces
- Semi-auto and full-auto capability
- Magazine fed M16 type magazine, optional polymer magazines
- Validated by Italian Army as per NATO AC 225 / D14
- 100% pin free field stripping

ERGONOMICS & TACTICAL CONTROLS

- Collapsible (4 positions) and foldable stock with battery storage
- Fully ambidextrous controls: fire / safety mode, magazine release and hold open can be easily operated both by right and left-handed shooters
- Unique ambidextrous ejection. With a quick and easy procedure, the operator can choose the spent ammo ejection side.
- The ARQ160 is equipped with three magazine release buttons. The button positioned close to the trigger guard also operates as a hold open release to drive the bolt carrier forward and further minimize the time required to reload and fire.

TITLE GOES HERE

lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in hendrerit in vulputate velit esse

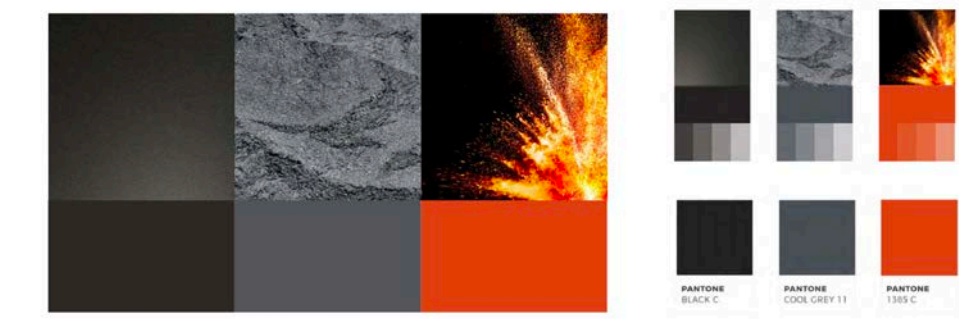


BAROOD - Full Branding Program - Doha - 2021

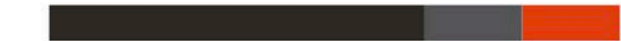


برزان القابضة
BARZAN HOLDINGS

BAROOD
مصنع بارود لإنتاج الذخيرة
BAROOD AMMUNITION FACTORY
A SUBSIDIARY OF BARZAN HOLDINGS



colour palette



colour ratio

BAROOD

مصنع بارود لإنتاج الذخيرة

BAROOD AMMUNITION FACTORY

PRECISION. RELIABILITY.

AIM FOR EXCELLENCE

Barood Factory's 5.56x45mm ammunition conforms to NATO specification and is produced at the highest quality standards. It can be fired from all standard 5.56x45mm weapons such as the BERETTA ARX 160 A3, M4 carbine and MINIMI M249.

TECHNICAL SPECIFICATIONS

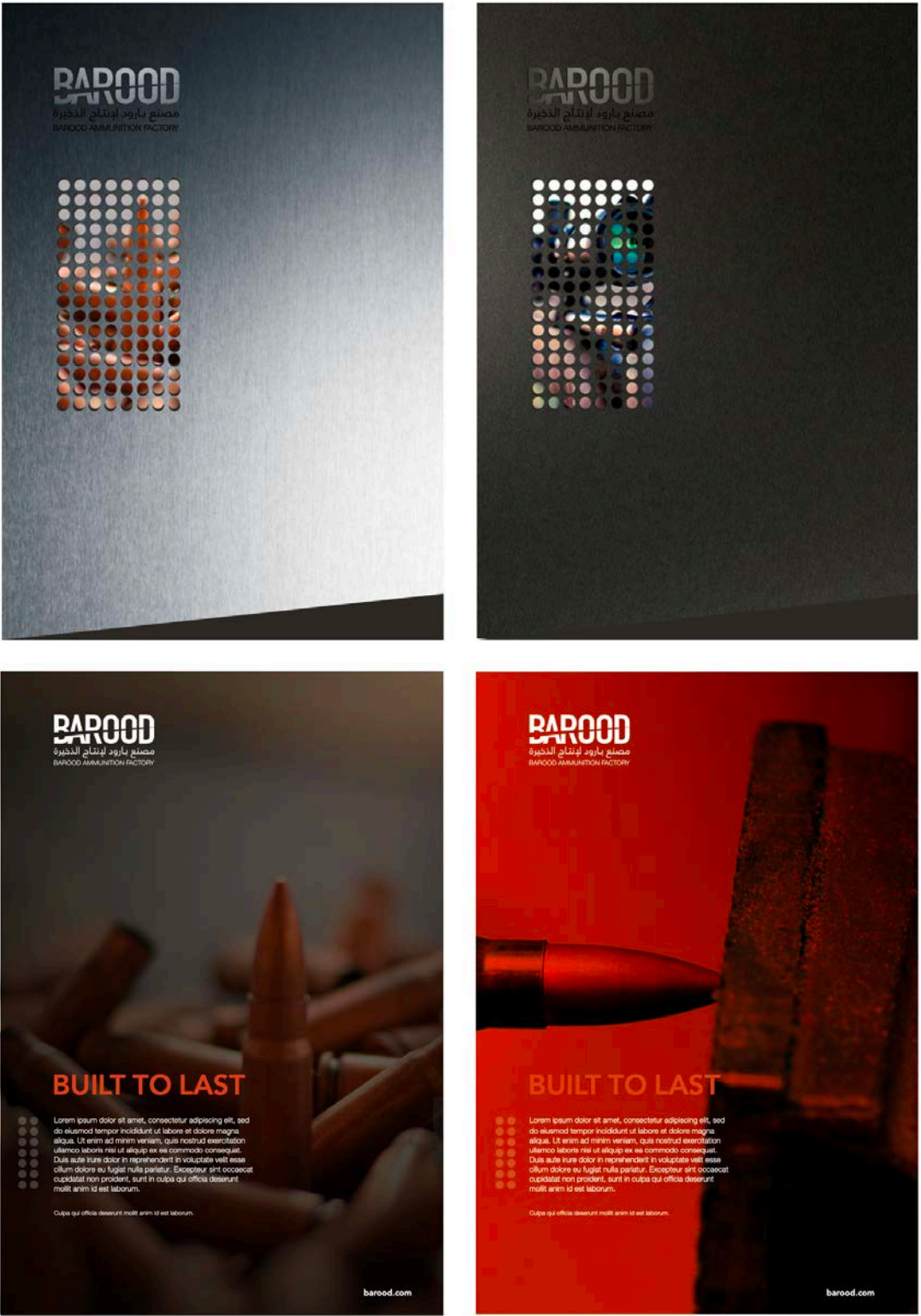
TYPE	SS109
CARTRIDGE LENGTH (mm)	57.4
CARTRIDGE WEIGHT (g)	11.65
BULLET WEIGHT (g)	4.02
TYPE	M193
CARTRIDGE LENGTH (mm)	57.4 - 0.63
CARTRIDGE WEIGHT (g)	11.7 - 0.8
BULLET WEIGHT (g)	3.6 - 0.10

5.56 X 45MM

*This product can be offered in the following variants: Ball, Blank, Tracer.

*This product can be linked

barood.com

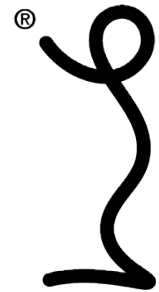


	Path	dramatic	powerful	swift
Level One 1. brand essence				
	Craft	confident	knowledgeable	exp
Level Two 2. brand experience				
	Focus	clean	precise	strong
Level Three 3. brand promise				

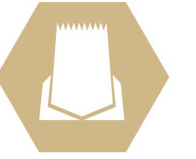
QCA - Full Branding Program - Doha - 2021



برزان القابضة
BARZAN HOLDINGS



SOTC - Full Branding Program - Doha - 2021



برزان القابضة
BARZAN HOLDINGS



BIG - Full Branding Program - Doha - 2021



برزان القابضة
BARZAN HOLDINGS

BIG

مجموعة برزان الصناعية
BARZAN INDUSTRIAL GROUP



INDUSTRIAL MANUFACTURING CAPABILITIES

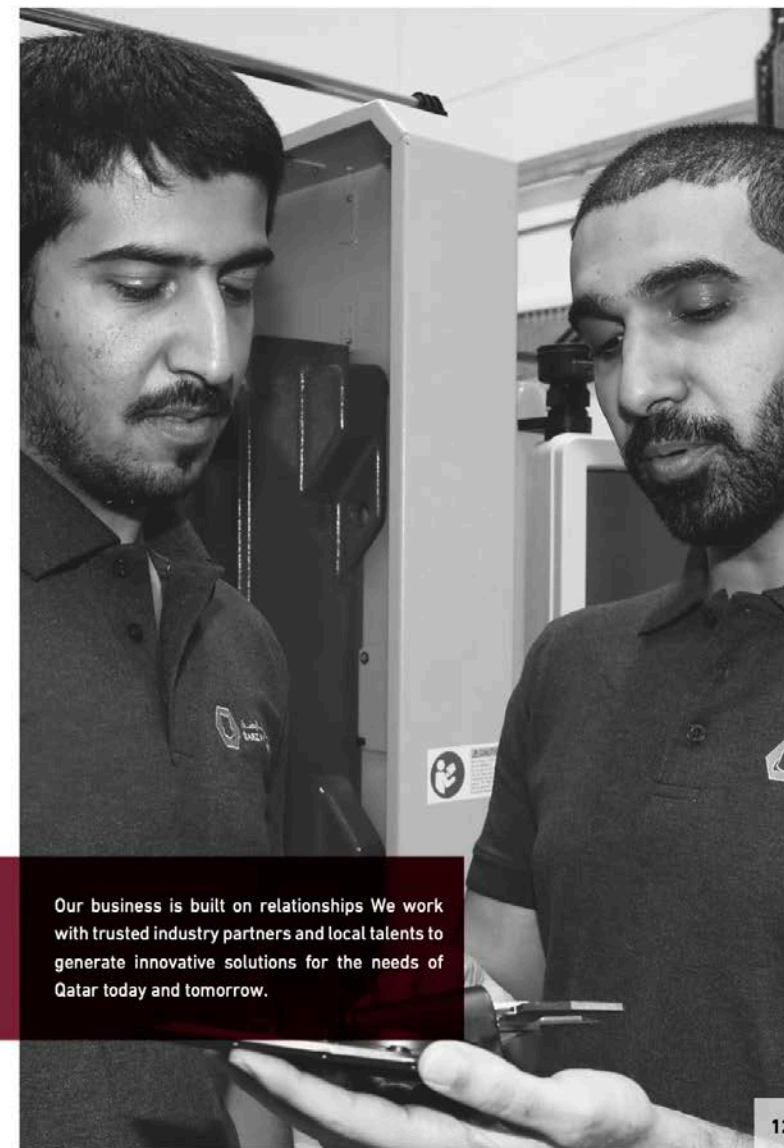
We create the foundation for exceptional manufacturing capabilities by combining local engineering talent, state-of-the-art technologies, international expertise, and advanced facilities.

KNOWLEDGE TRANSFER

We build outstanding international partnerships with highly respected technical and academic organizations, combining knowledge and innovation to ensure our local talent is developed to its fullest potential.

TRAINING & RECRUITING

At Barzan Industrial Group, we adopt a lifetime-learning approach. Our training and recruitment policies encourage progression and self-development in all of our employees.



Our business is built on relationships. We work with trusted industry partners and local talents to generate innovative solutions for the needs of Qatar today and tomorrow.



DEFENCE DIVISION



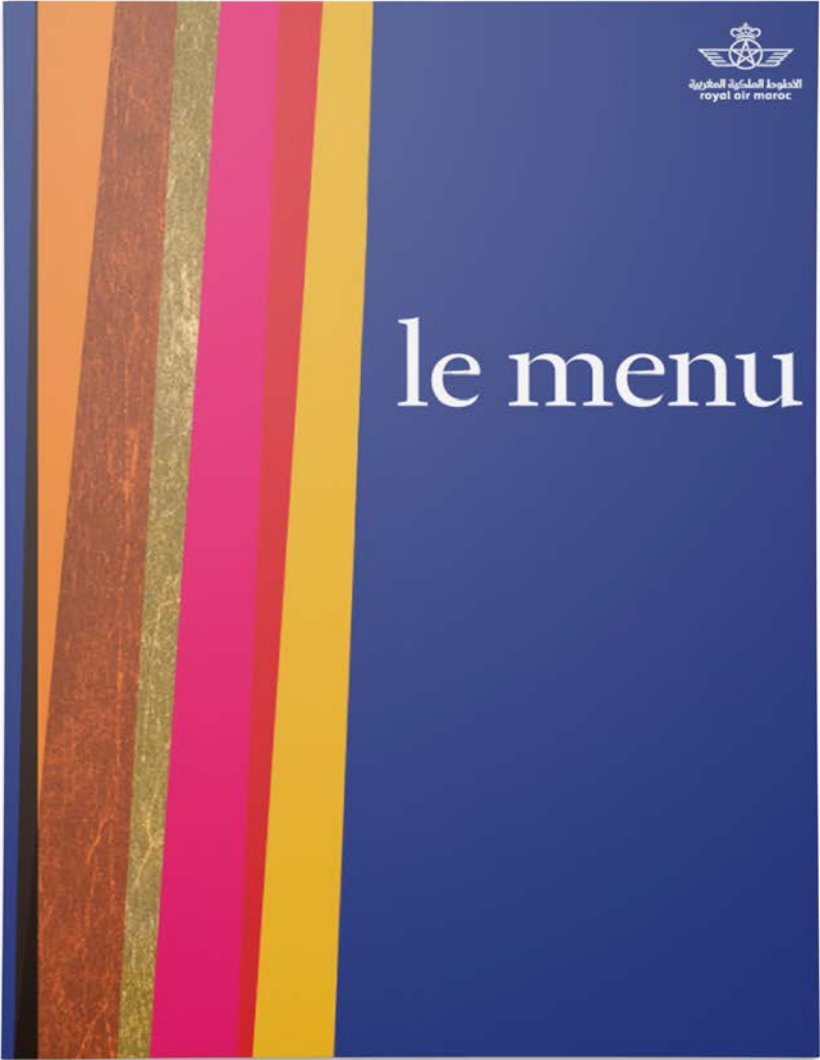
The Defense Division represents our core business, and our primary objective is to create, develop and produce innovative equipment for Qatar's Ministry of Defense and Qatar Armed Forces.



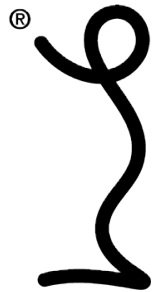
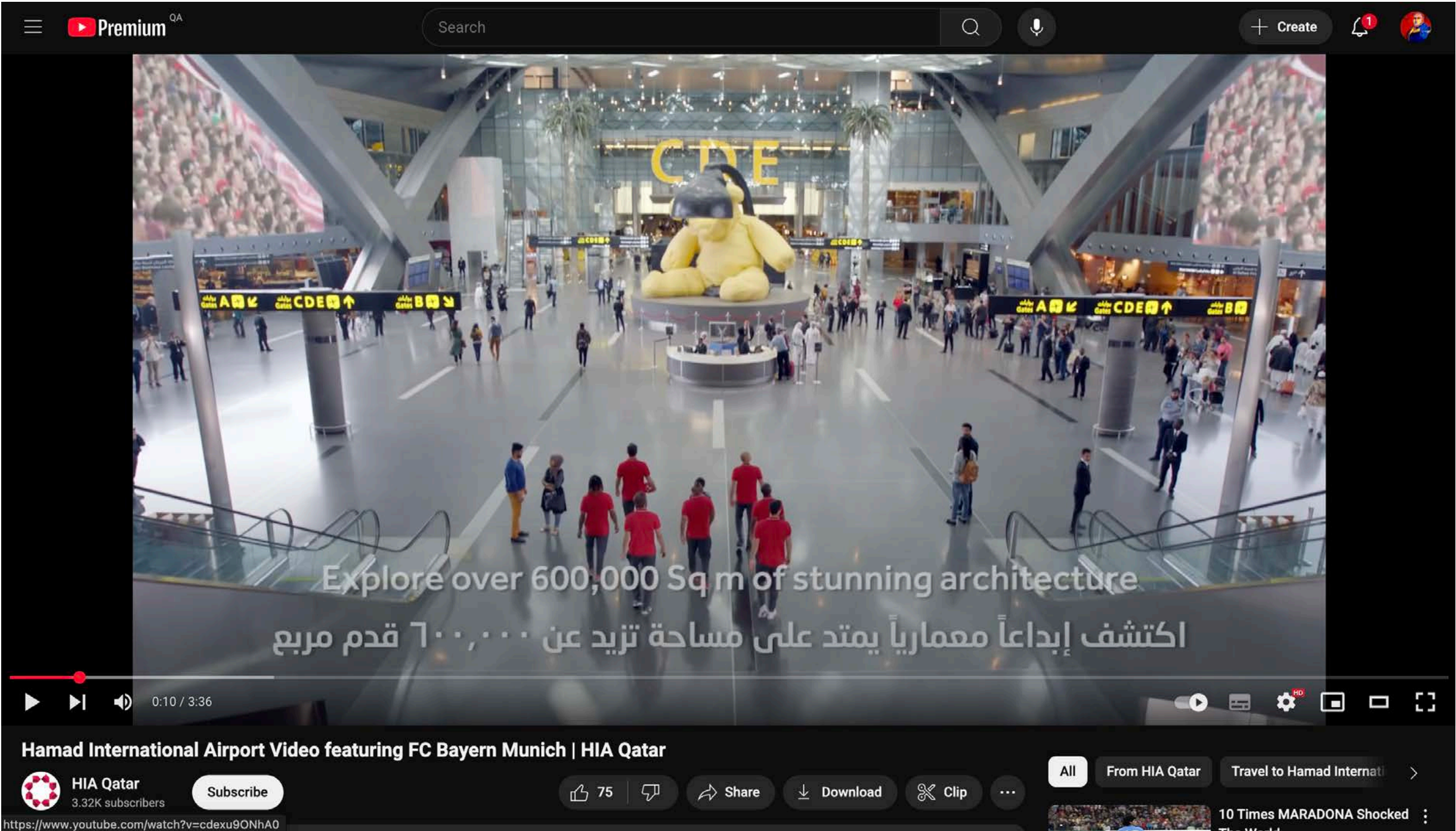
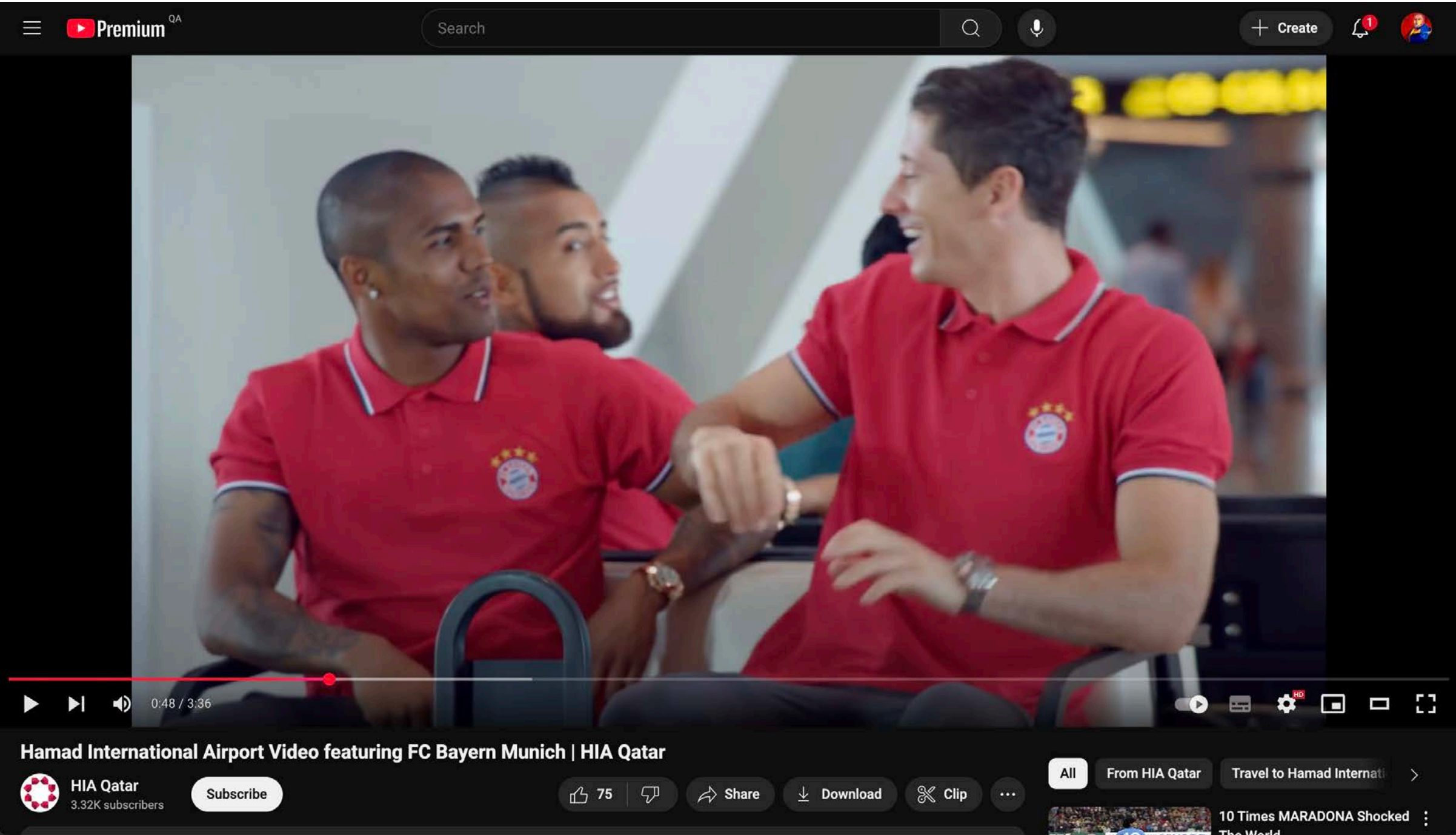
Izair - Full Branding Program - Izmir, Turkey - 2006



RAM (Royal Air Maroc) - Brand Refreshment Program - Rabat - 2007



HIA - Landing Video & Comms - Doha - 2017



BP - Brand Engagement Program - London - 2003 - Lara Garbini



Doha Expo 2023 - Comms Program - Doha - 2023



Awards & Honors

02'



Won my first award in copywriting while at Kingston University in 2003 for best Nokia slogan: "Direct Your life".

The brief was to capture the spirit of the new mobile phone generation. The device had the then revolutionary phone camera that allowed people to capture whatever mattered in their lives.

03'



Shortlisted for design and communication project developed for Virgin Atlantic. Announcing three new stops in the Caribbean. Work developed at Kingston University.

Team:
Christian Stacy,
Mariah Gibbons.

09'



Cannes, France
09' Bronze Lion in the Design & Art Direction category. Full branding programme for Aswaaq (Landor Associates); a new supermarket chain in Dubai. The Cannes Lions are one of the world's most prestigious awards in the creative industry.

13'



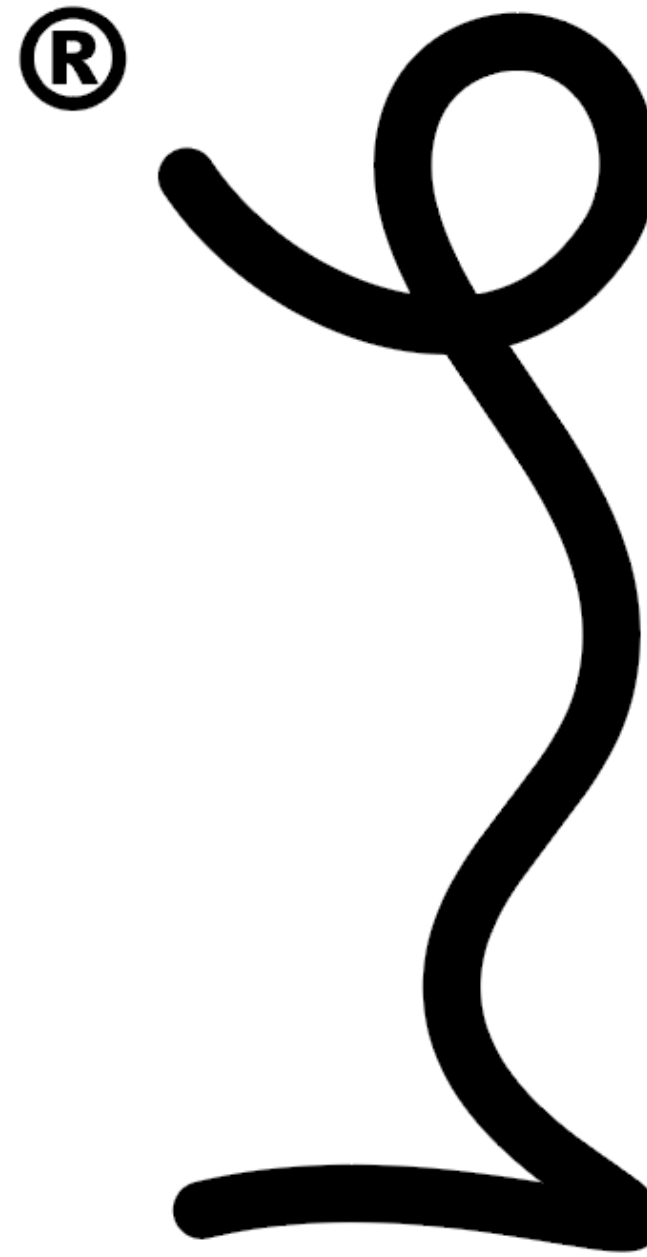
Transform Asia Magazine, 2013. Futurebrand. Team lead: Sarah Reiter

23'



Appreciation award for delivering EXPO2023 DOHA.





thank you

www.nejibghanmi.com

www.ghanmiart.com

+97433393620

nejib.g@gmail.com