

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

A Nejib Ghanmi Process

www.nejibghanmi.com

Biography



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, appearing to read 'Ghanmi'.

Leading Brands from Strategy to Design Since 2005



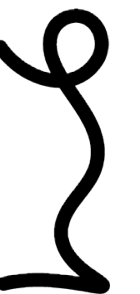
hub is my process



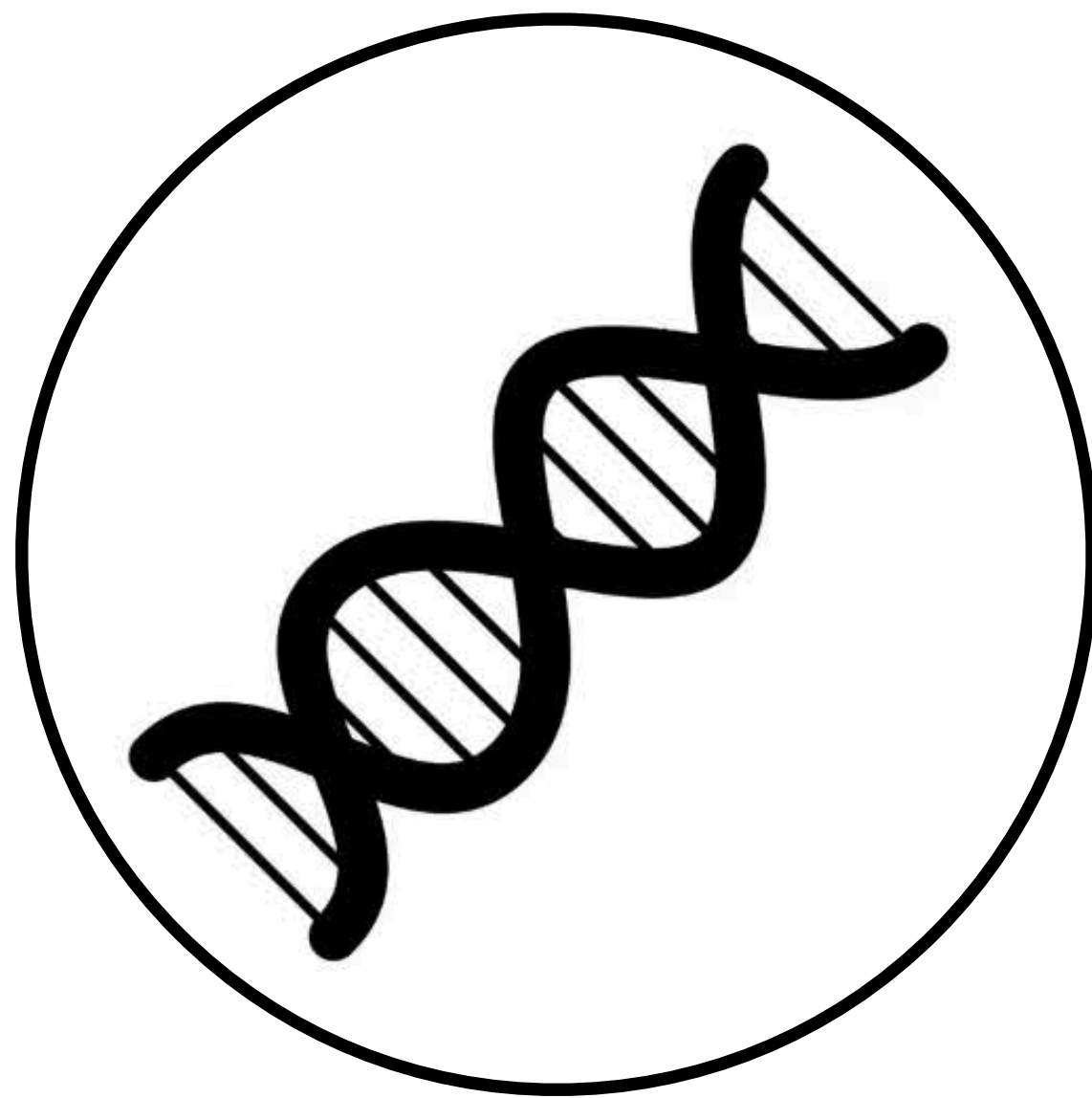
Brand as a human

“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



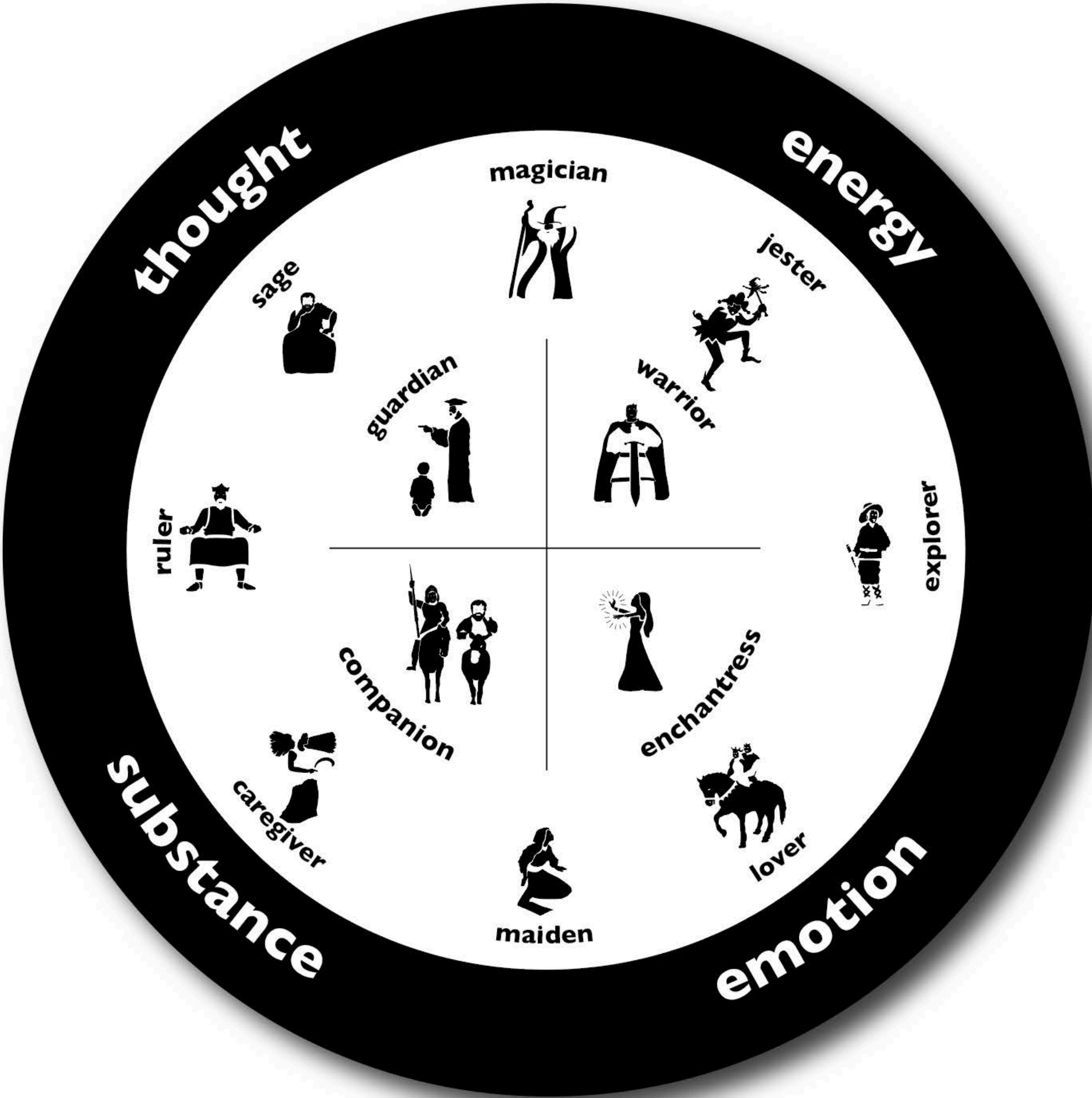
Brand
birth

3

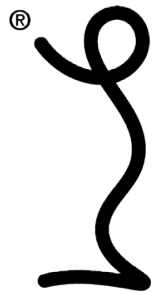


Brand
life

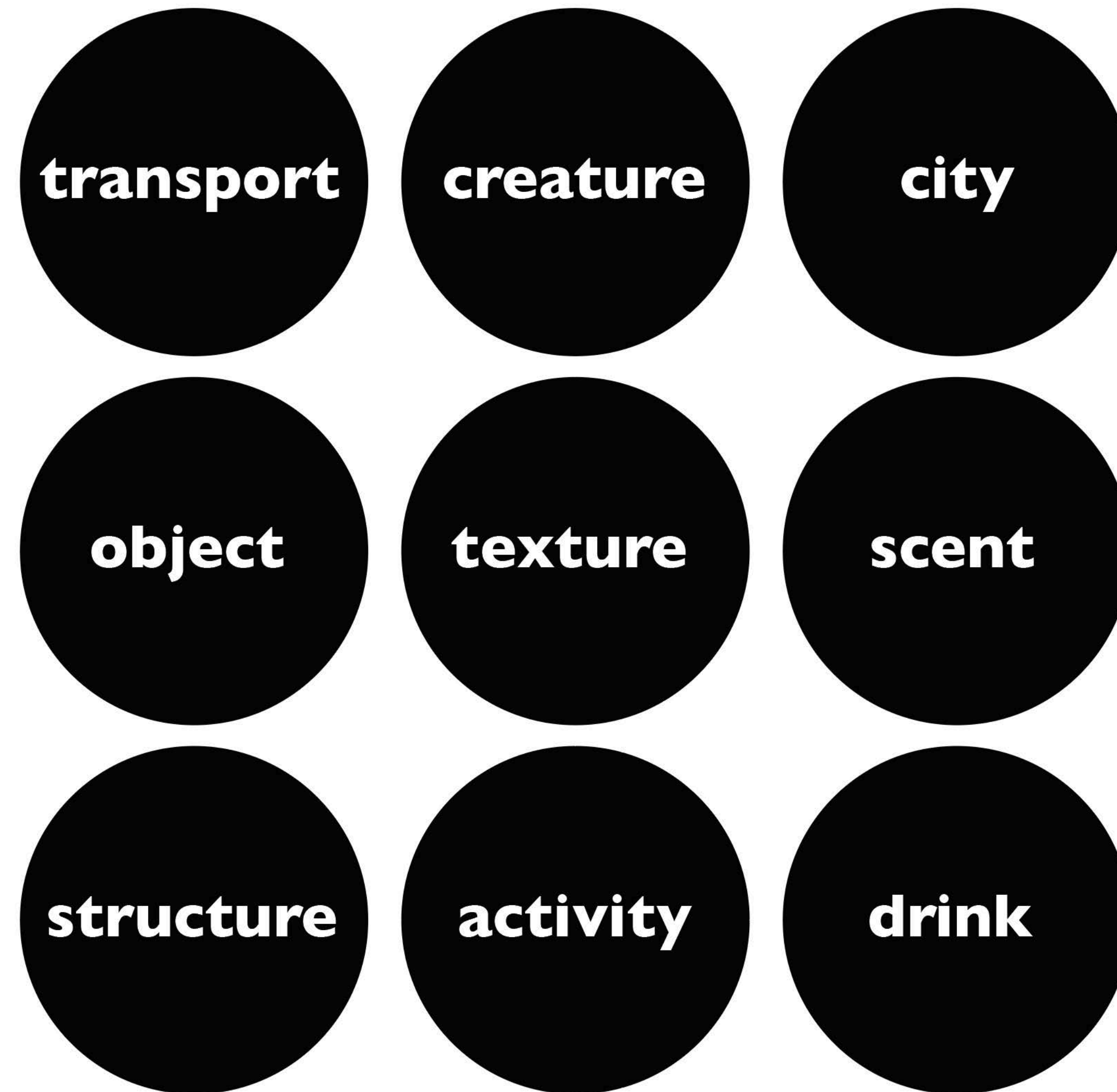
hub is my process



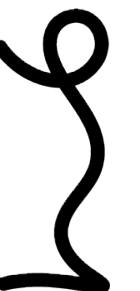
Brand Personality



hub is my process



Brand Aura

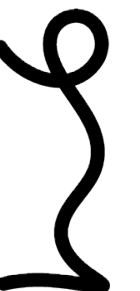


hub is my process

Brand Dream



The vision the brand needs to achieve

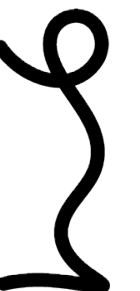


hub is my process

Brand Quest



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



My work

2002 - 2025

chaos™

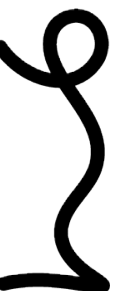
SALTERBAXTER



LANDOR



FutureBrand

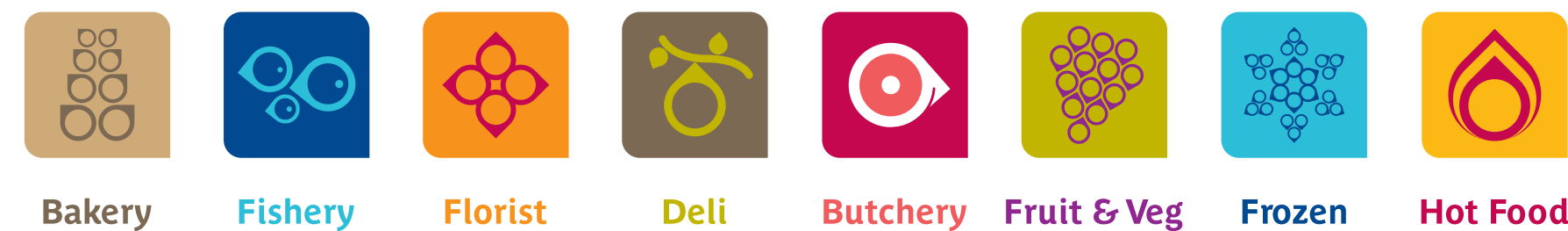


Aswaaq Supermarkets - Full Branding Program - 2007



Cannes Lion Award Winner 2009

أسواق
aswaaq
let's all speak aswaaq



Doha Dates -Full Branding Program - 2020



تمور الدوحة DOHA DATES

Since 1997





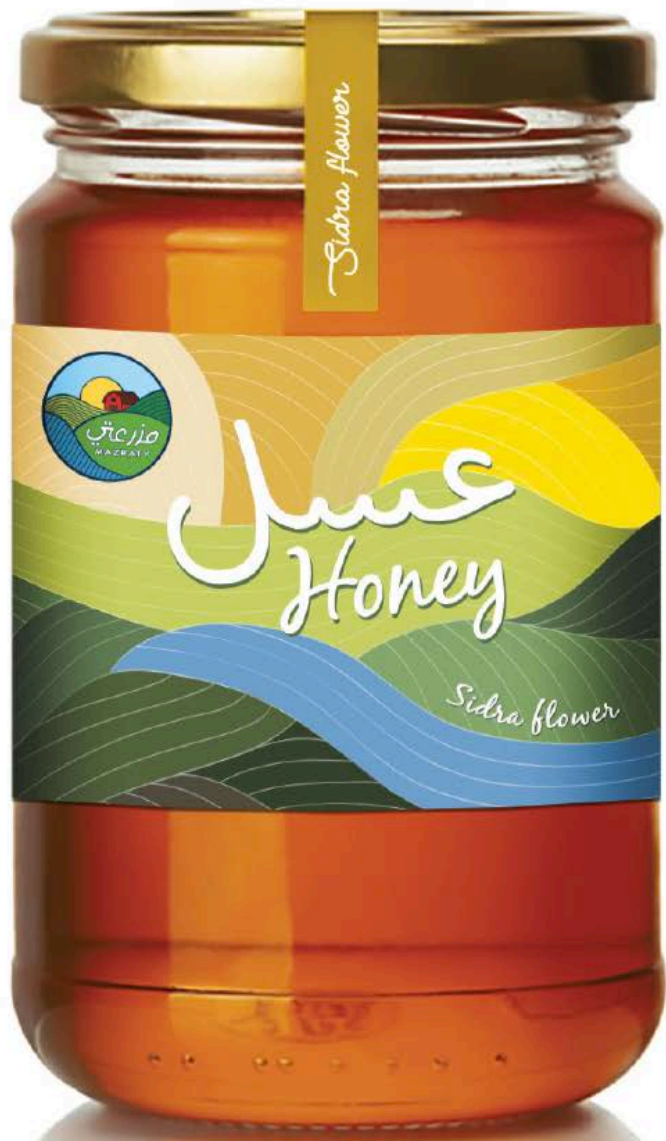
Rayyan Water & Juices - Packaging - 2018



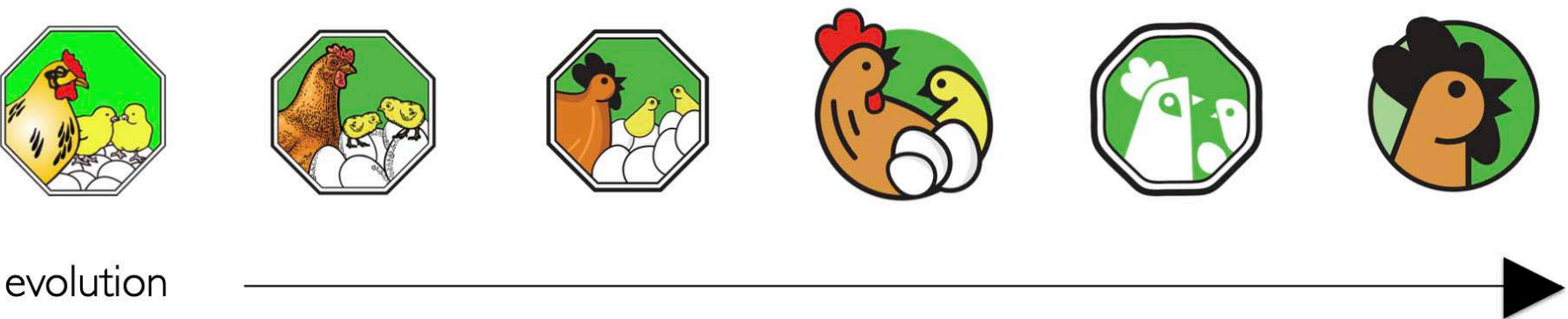
Mazzraty - Full Branding & Packaging Program - 2017



AL MANA
CAPITAL REAL ESTATE



Al Waha - Full Brand Refreshment & Packaging Program - 2021



Rabea Tea - Brand Refreshment & Packaging - 2007



Clara - Full Branding & Packaging Program - 2018



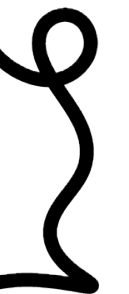
شركة زاد القابضة
Zad Holding Company Q.P.S.C.



Apex - Full Branding & Packaging Program - 2018



شركة زاد القابضة
Zad Holding Company Q.P.S.C.



LÉYO®



Masafi Water - Brand Refreshment & Packaging



Marlboro - Brand Refreshment & Packaging - 2003



PHILIP MORRIS
INTERNATIONAL



Milupa - Packaging refreshment - Nutricia CRM KSA - 2006



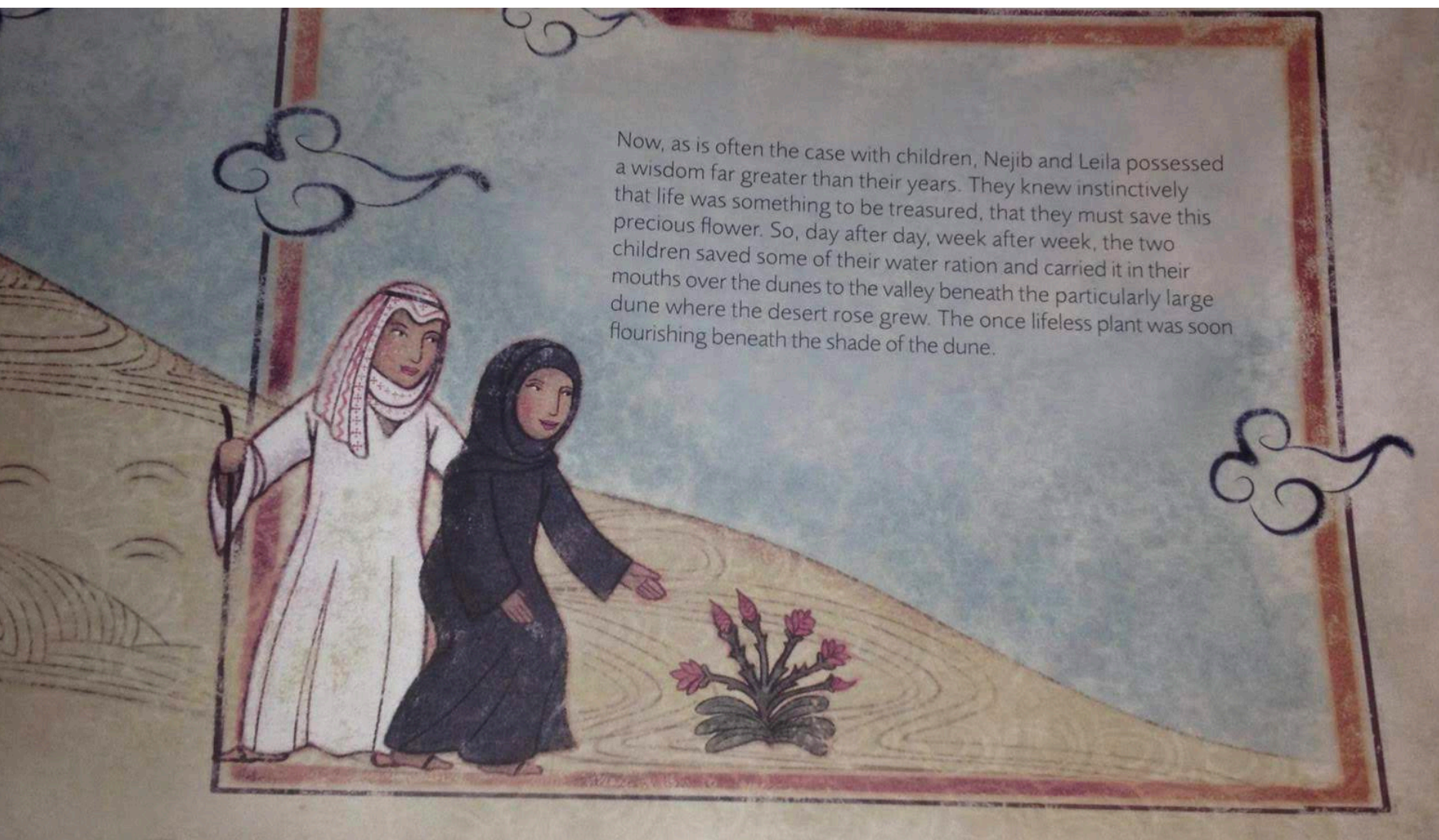
P&G - Packaging refreshment & Adaptation - 2005



Burj Khalifa - Full Branding Program - 2004



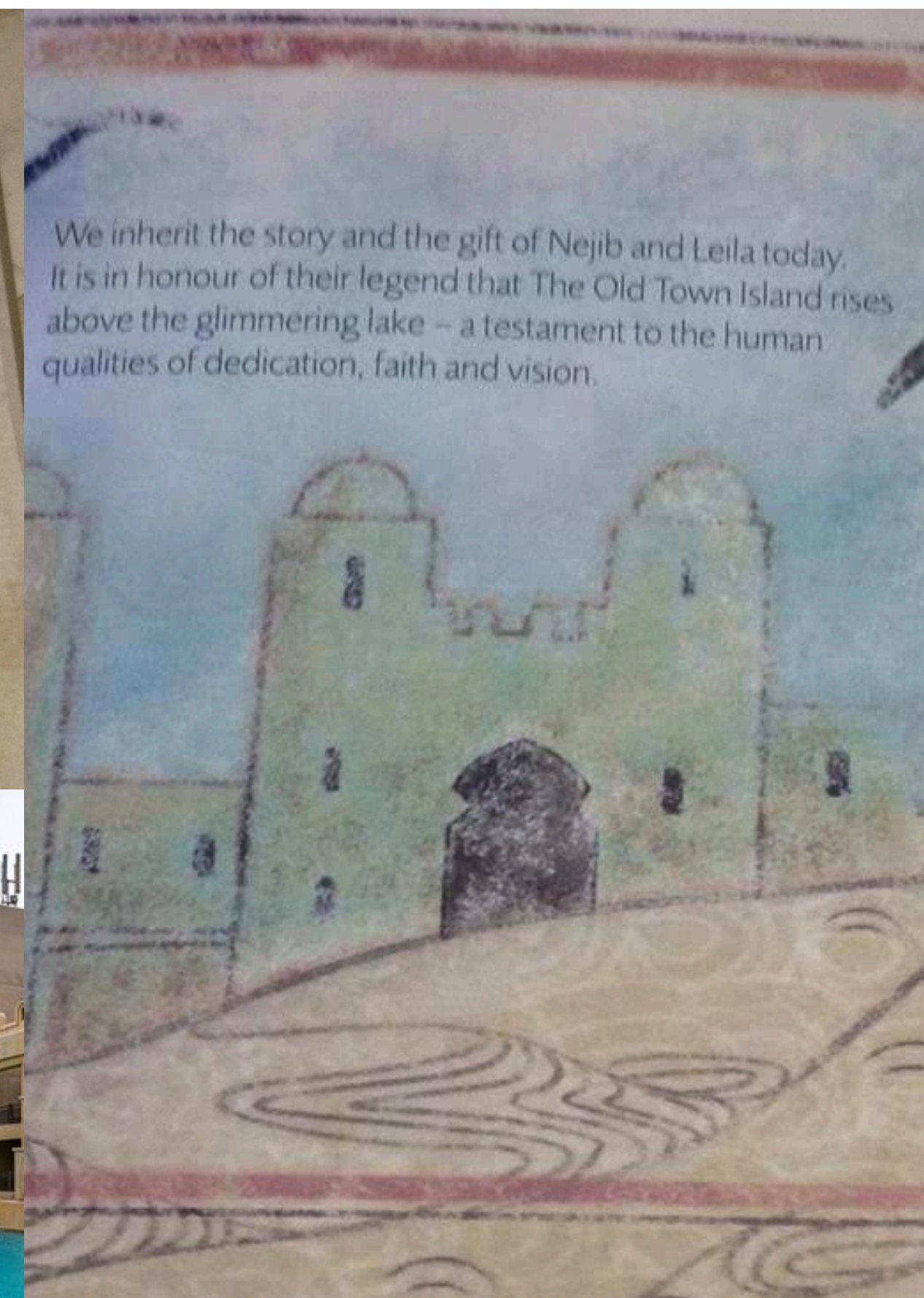
The Old Town Island - The Power of Storytelling - Emaar - 2004



Now, as is often the case with children, Nejb and Leila possessed a wisdom far greater than their years. They knew instinctively that life was something to be treasured, that they must save this precious flower. So, day after day, week after week, the two children saved some of their water ration and carried it in their mouths over the dunes to the valley beneath the particularly large dune where the desert rose grew. The once lifeless plant was soon flourishing beneath the shade of the dune.



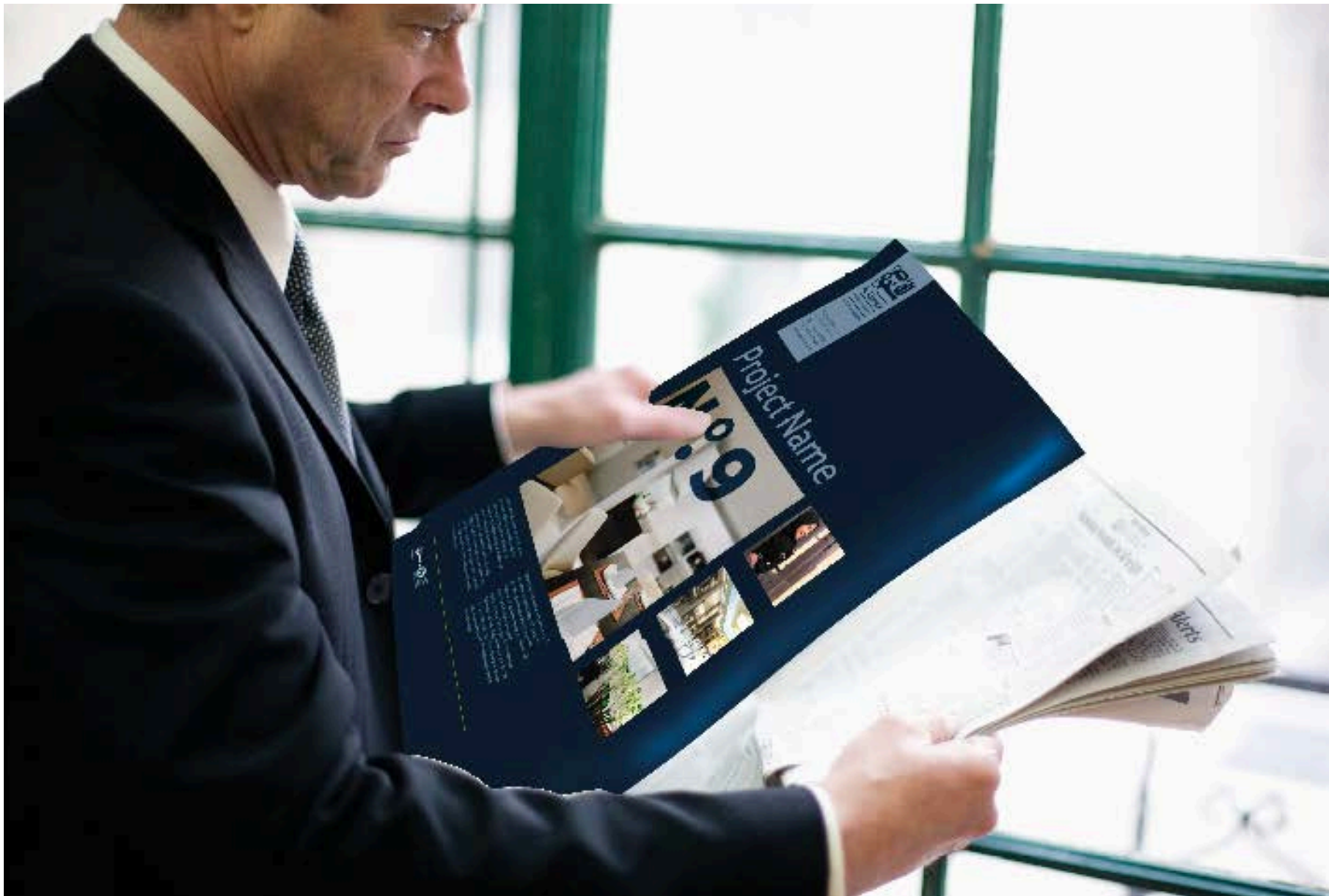
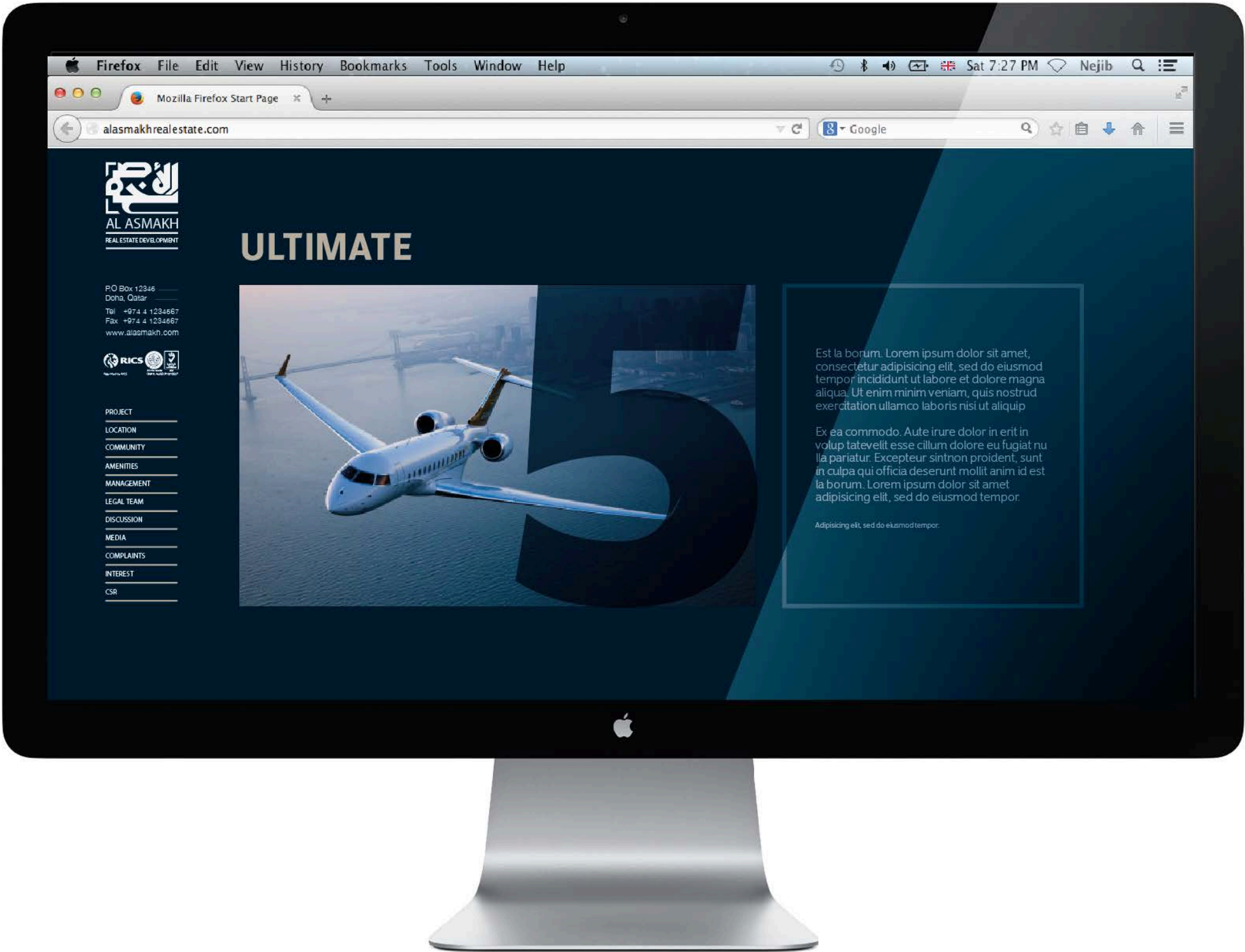
Then one night, as if by some miraculous intervention, the storm abated, revealing a clear night sky. Through the indescent glow of the moonlight, Nejb and Leila raced to the place where their own miracle had taken root months earlier. But when they reached it, they found not the familiar towering dune, but a new marvel. As the morning dawned, the fresh light revealed an entire city carved from sandstone and jutting out into the still calm of a fresh water lake.



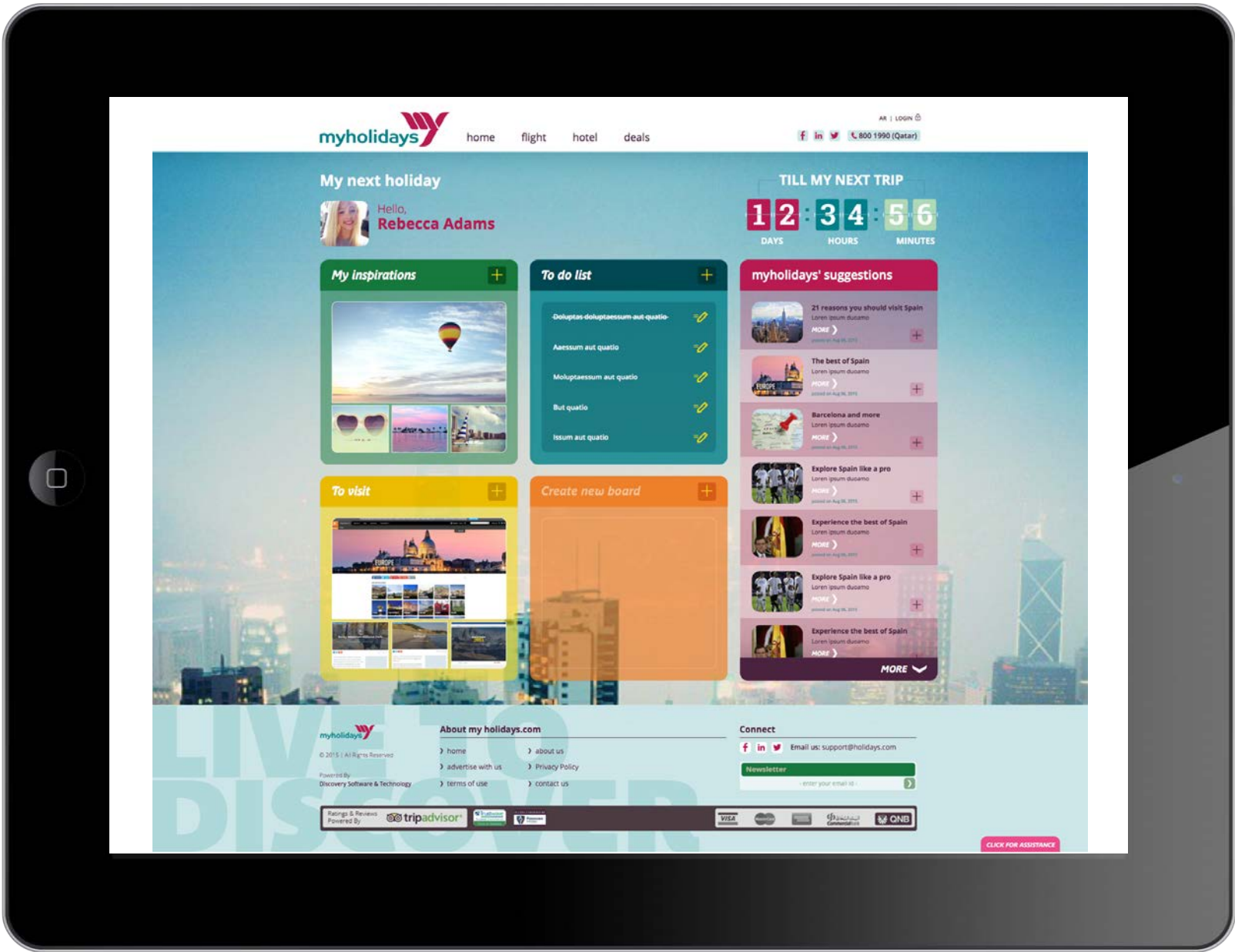
We inherit the story and the gift of Nejb and Leila today. It is in honour of their legend that The Old Town Island rises above the glimmering lake – a testament to the human qualities of dedication, faith and vision.



Al Asmakh - Brand Refreshment Program - 2014



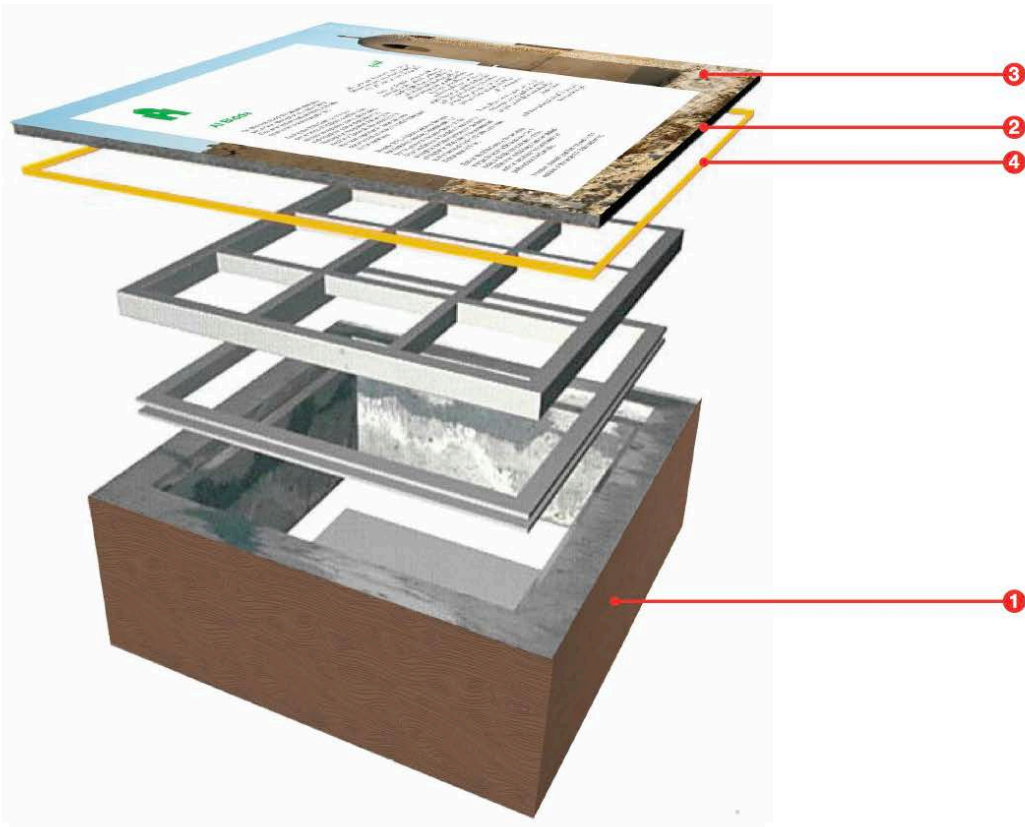
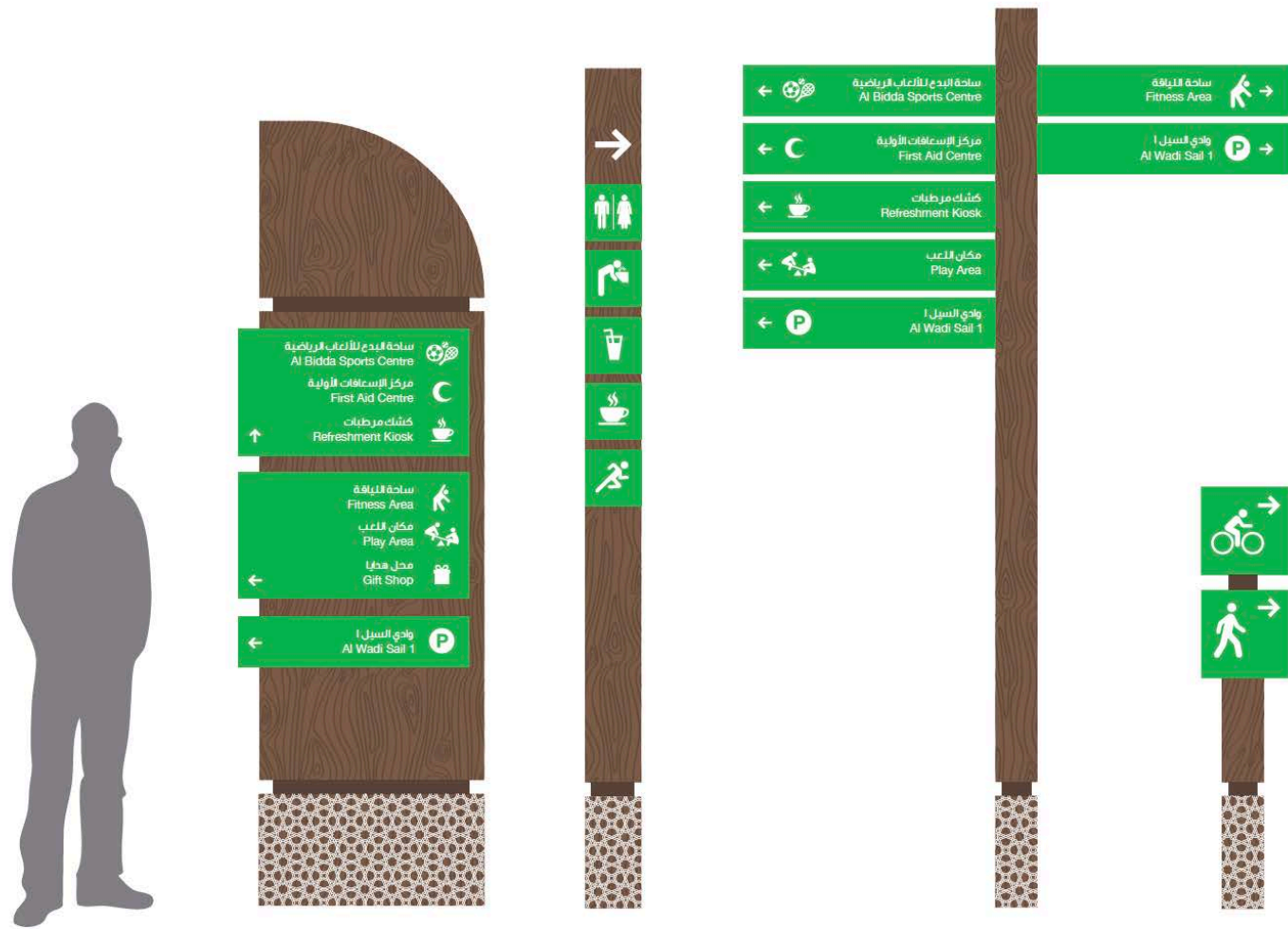
My Holidays - Full Branding Program - 2016



Tahwiliya Towers - Full Branding Program - 2016

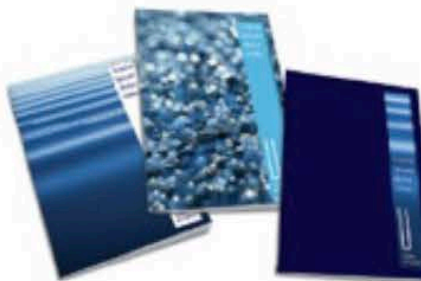


Al Bidda Park - Signage System Design - 2016



- 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

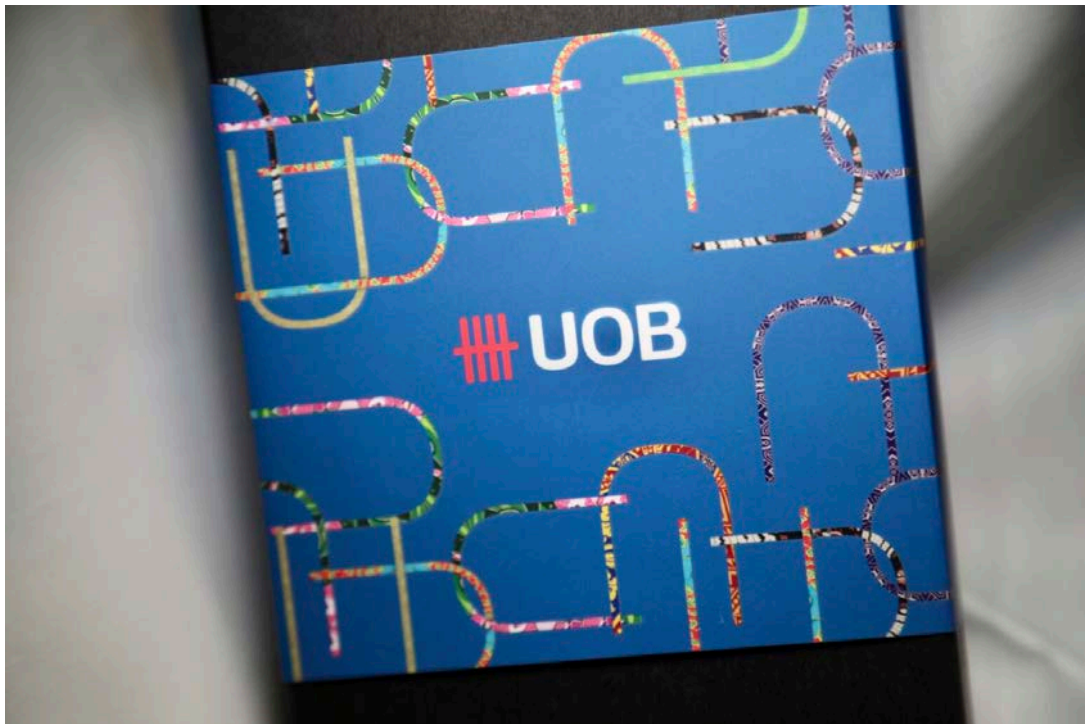
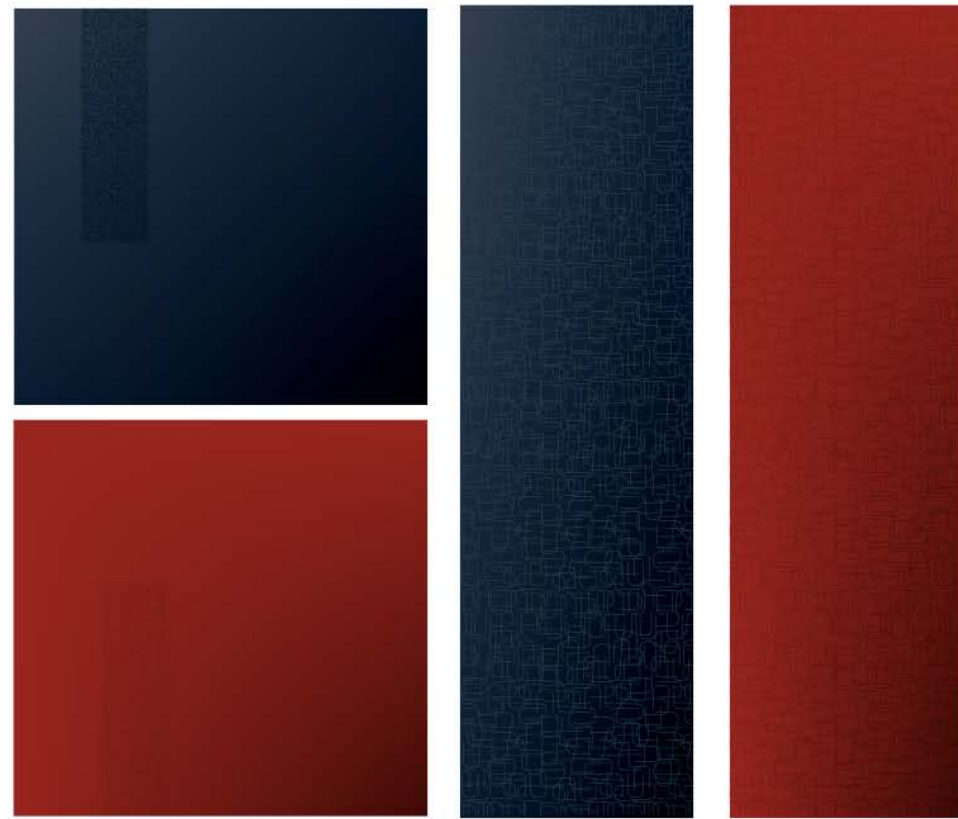
Bob Al Bahr - Full Branding Program - Rabat - 2009



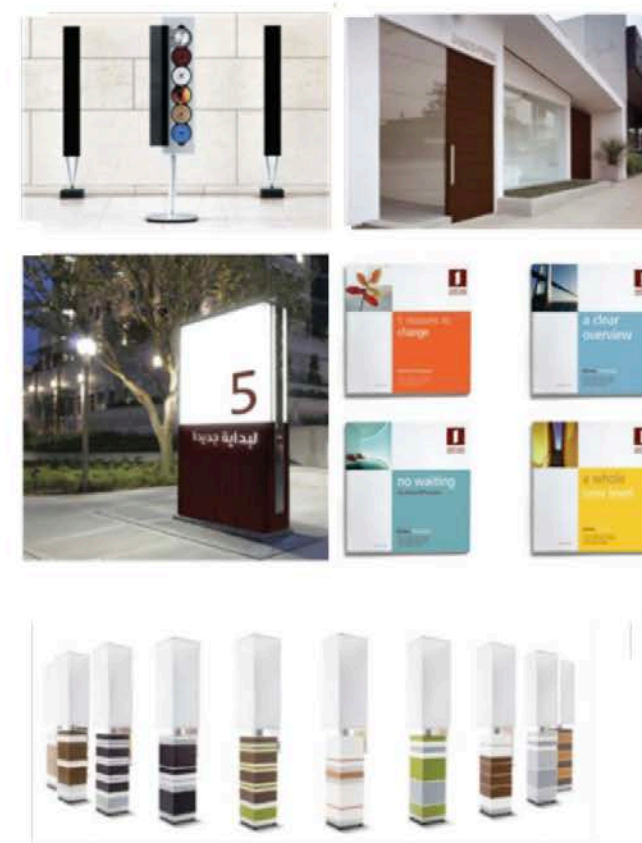
Commercial Bank Qatar - Full Brand Refreshment Program - 2018



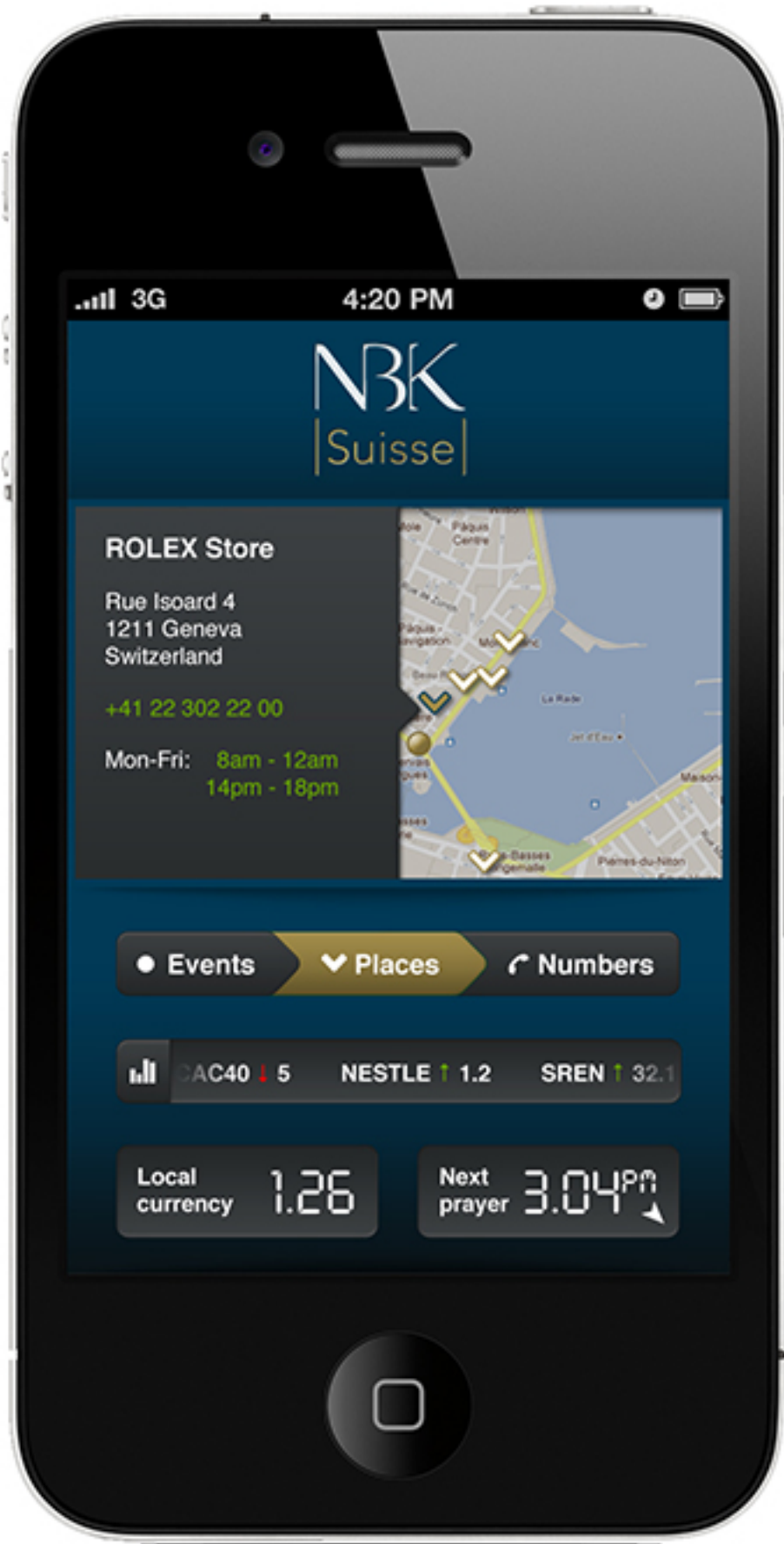
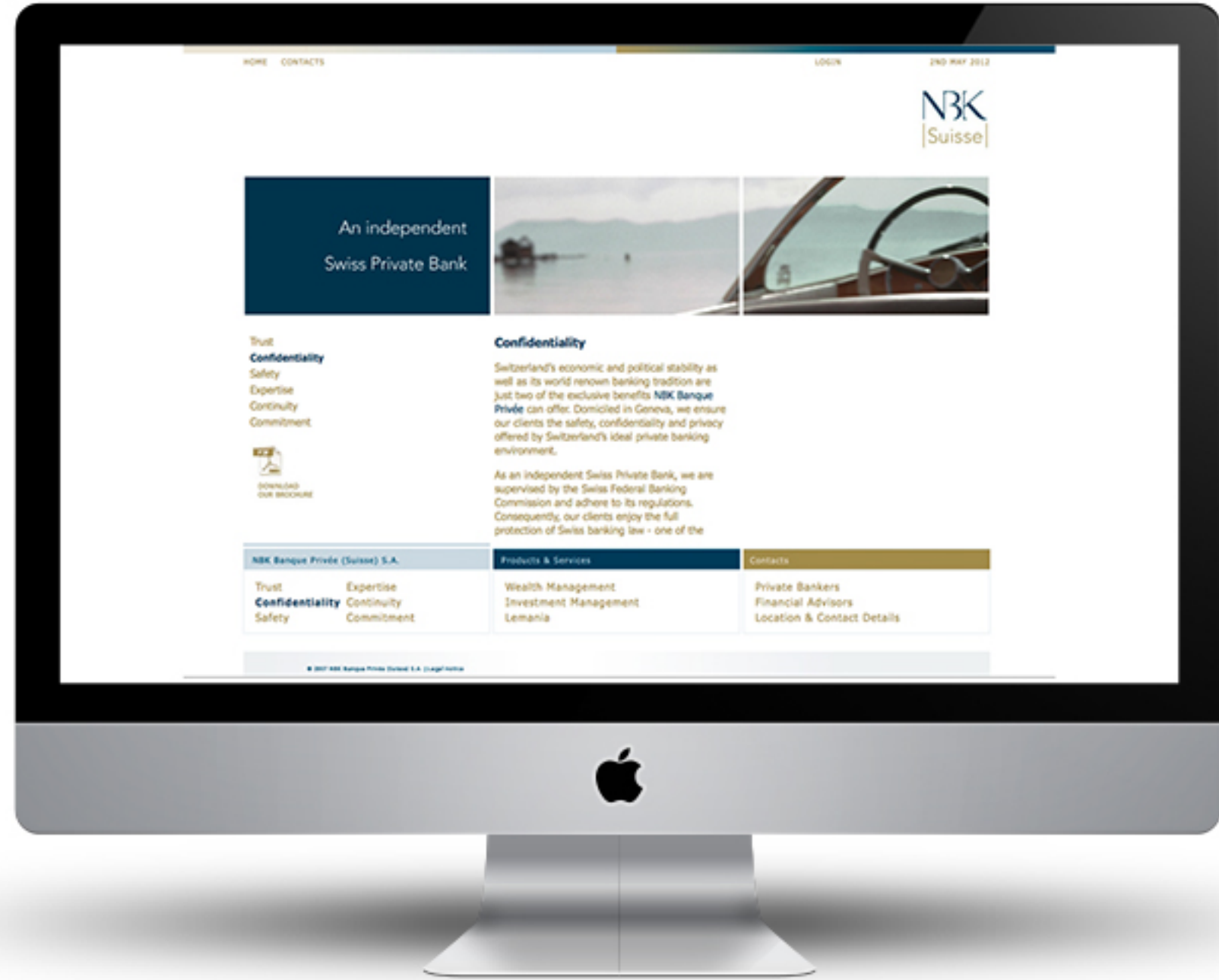
United Overseas Bank - Full Brand Refreshment Program - 2013



Al Inma Bank - Full Branding Program - 2007



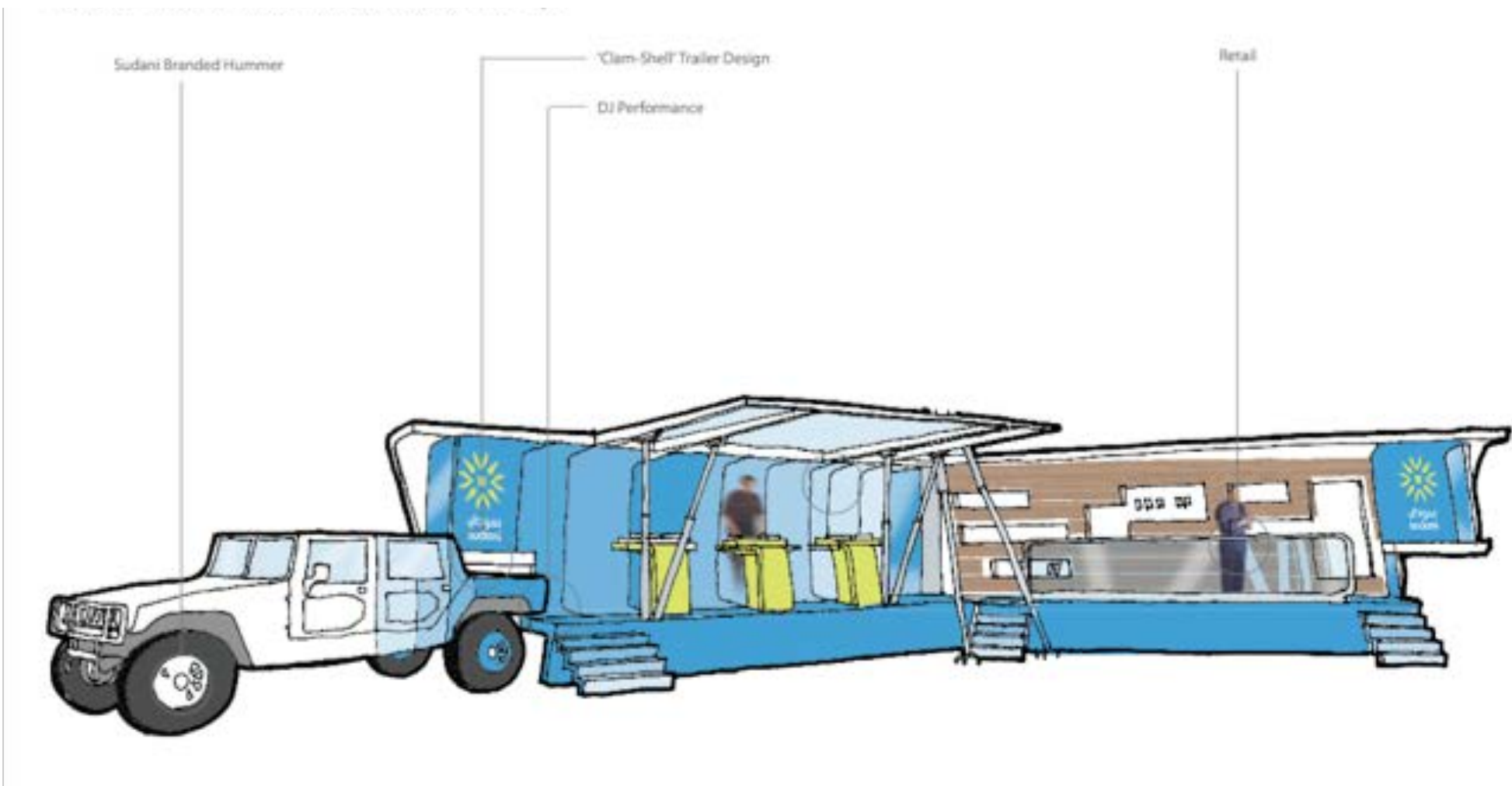
NBK Banque Suisse Privée - Full Branding Program - 2005



Movistar - Full Brand Refreshment Program - 2003



Sudani Mobile - Part of a Full Branding Program for Sudatel - 2005



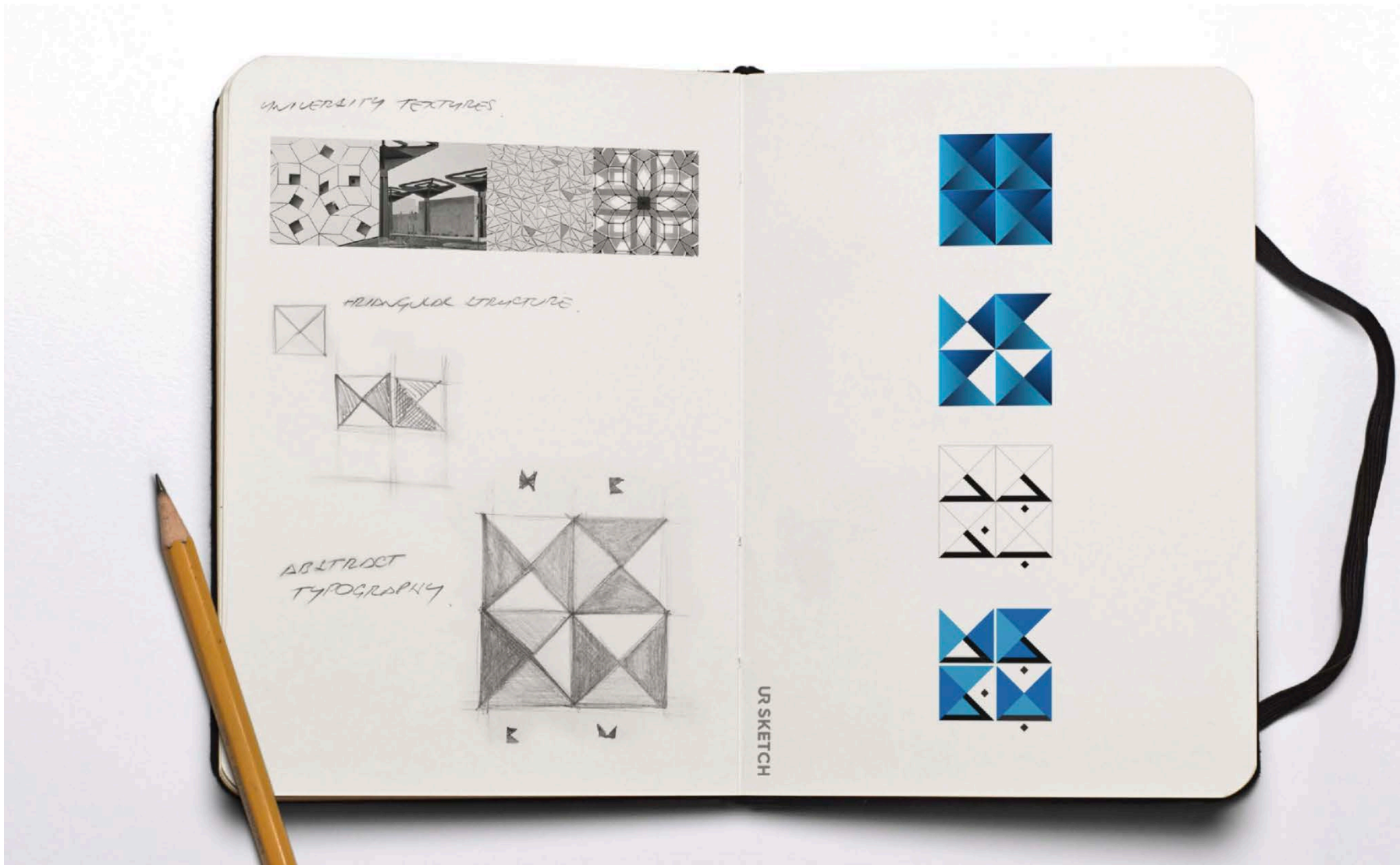
Batelco - Full Brand Refreshment Program Bahrain - 2005



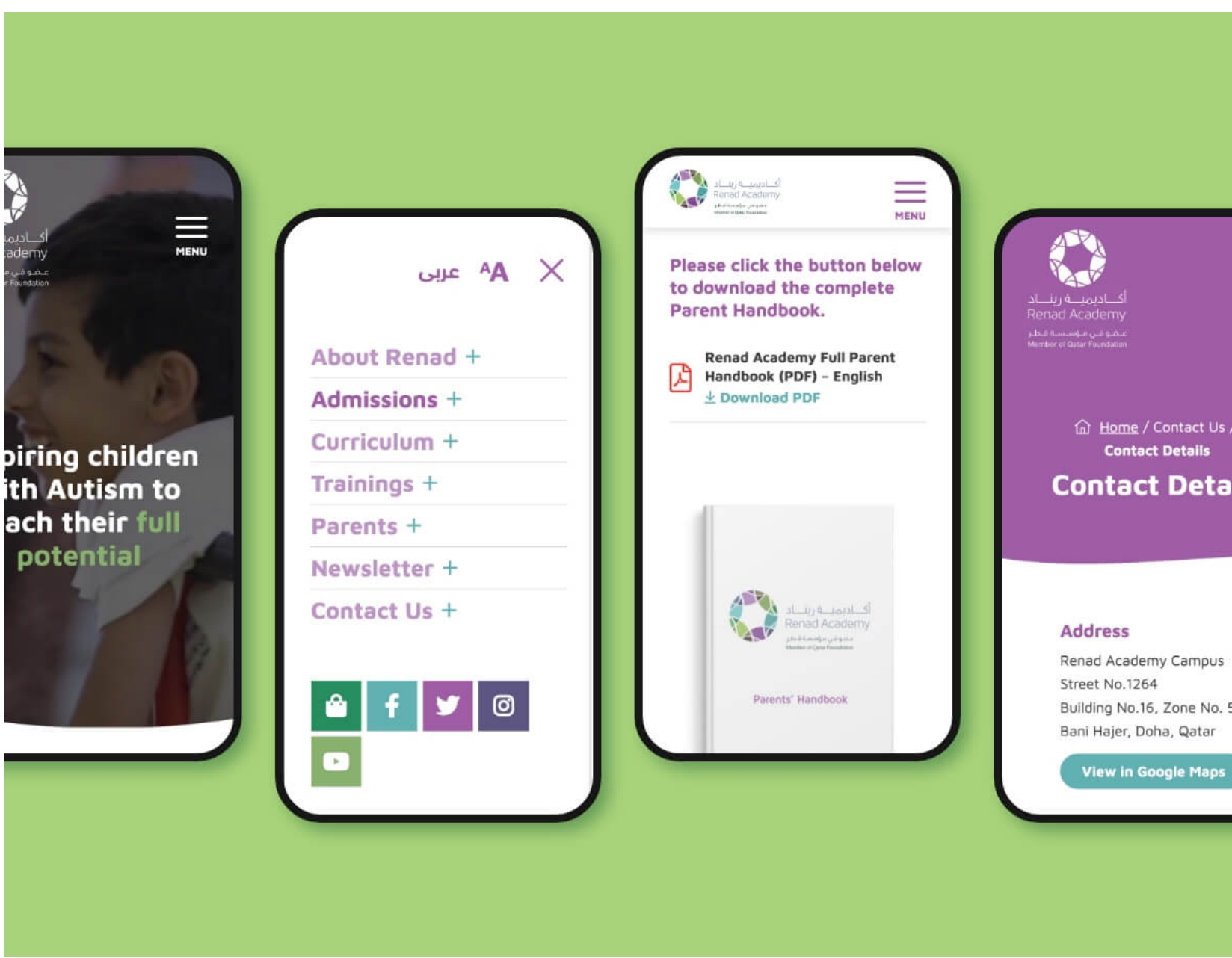
Qatar Foundation - Full Brand Refreshment Program - 2018



HBKU University - Full Brand Refreshment Program - 2018



Renad - Full Branding Program - 2018





ENGLISH

Maven Pro

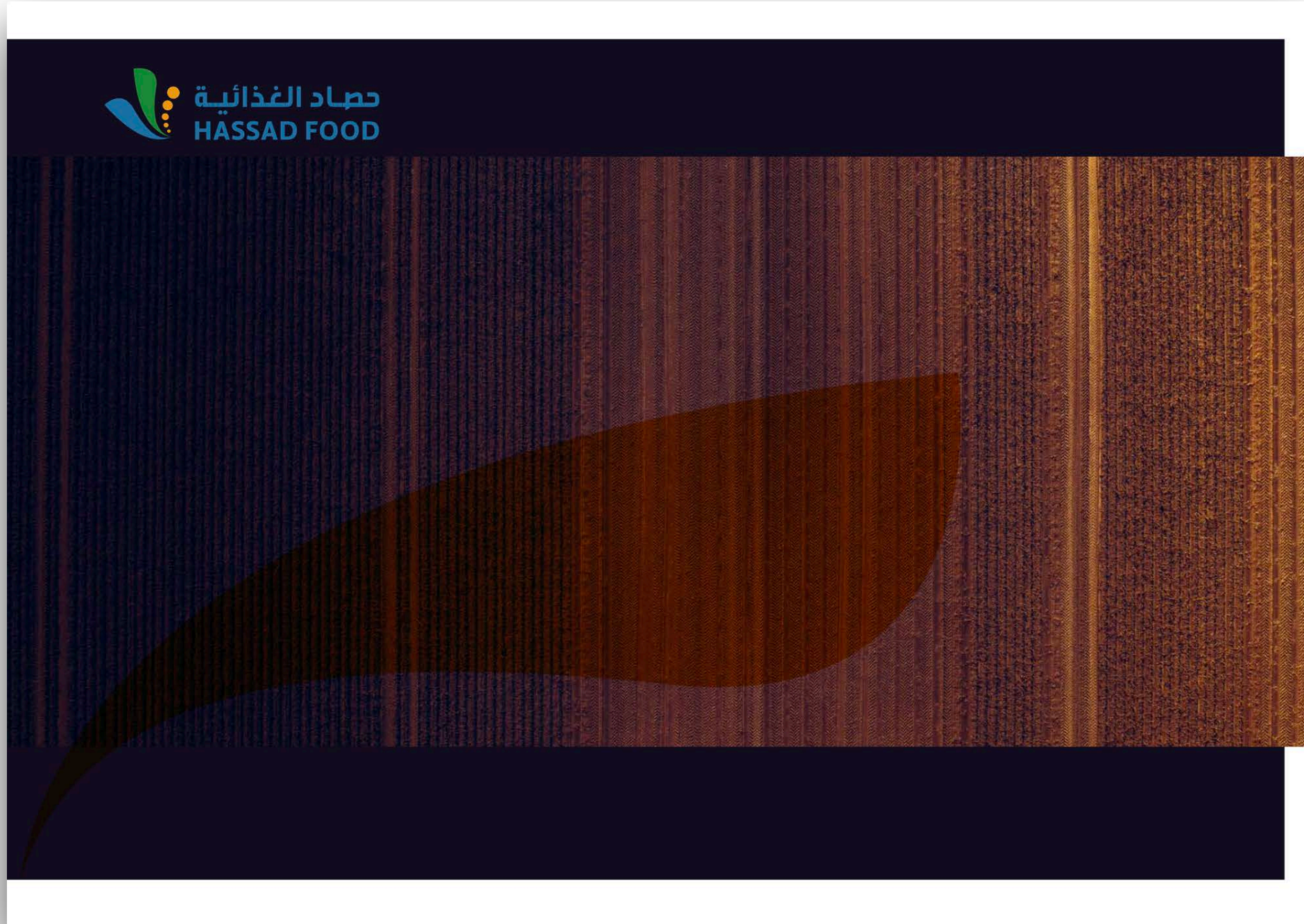
Maven Pro Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Maven Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Maven Pro Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

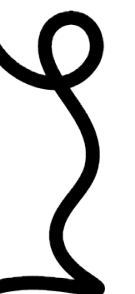


Hassad Food - Full Brand Refreshment Program - 2020



Jaidah Group - Full Brand Refreshment Program - 2018

مجموعة الجيده
Jaidah Group



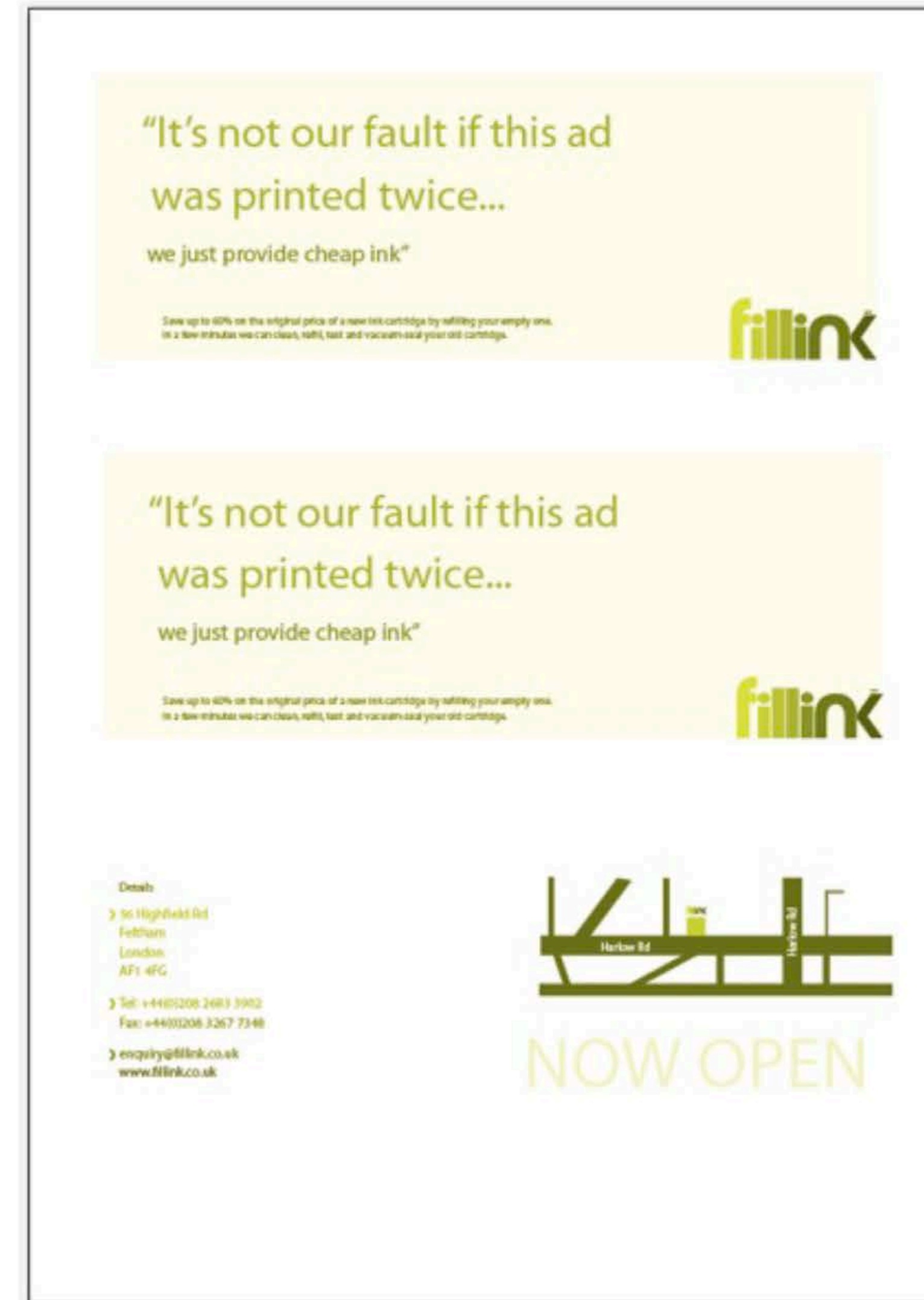
Abu Dhabi Industry Link - Full Brand Refreshment Program - 2008

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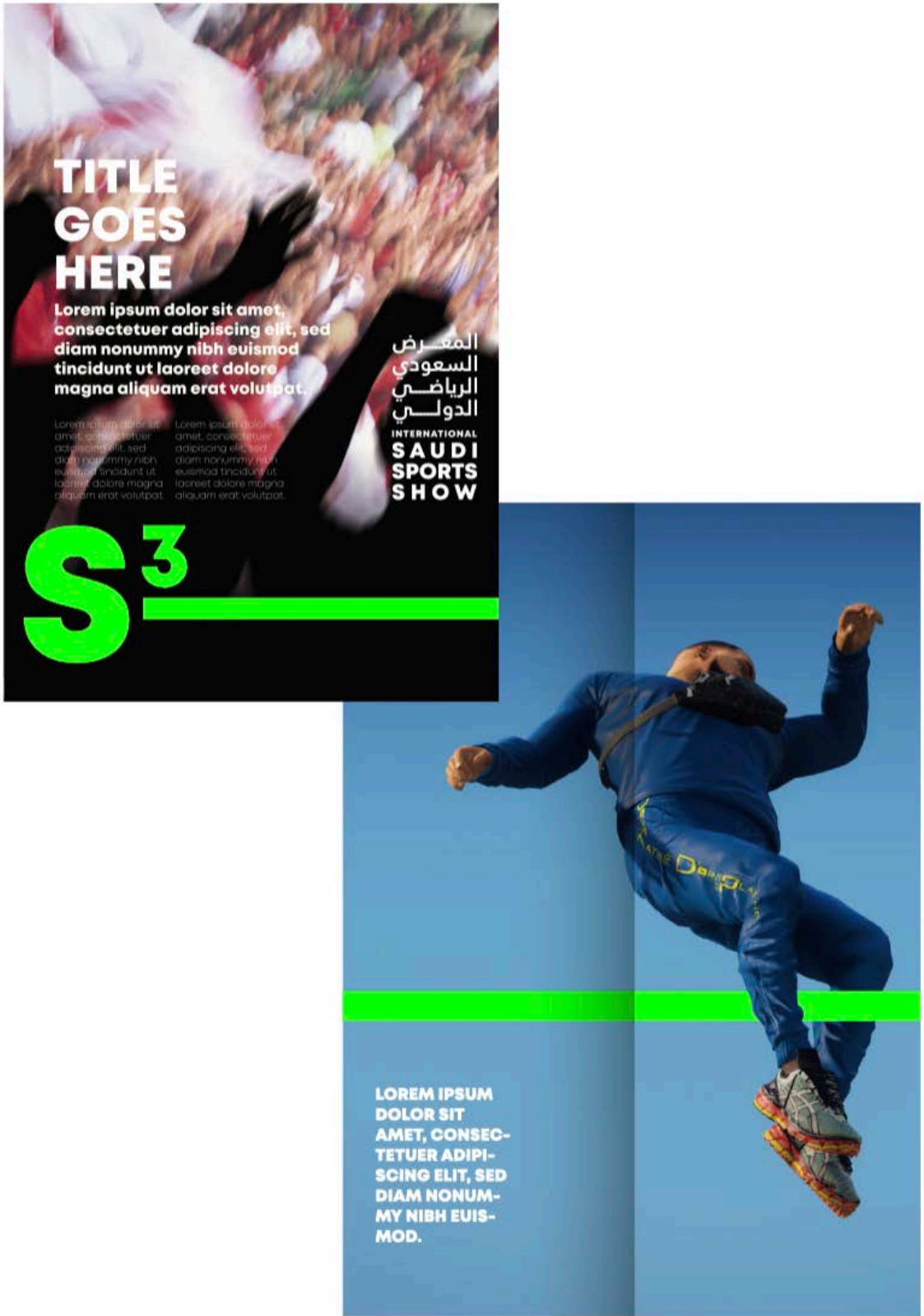
عين
Abu Dhabi Industry Link



Fillink - Fresh out of Kingston University - 2003



S3 - Full Branding Program - 2021



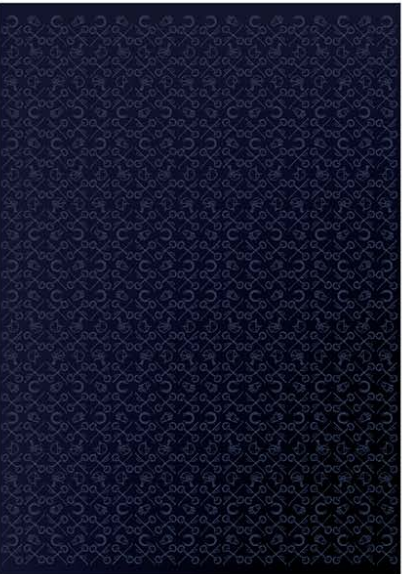
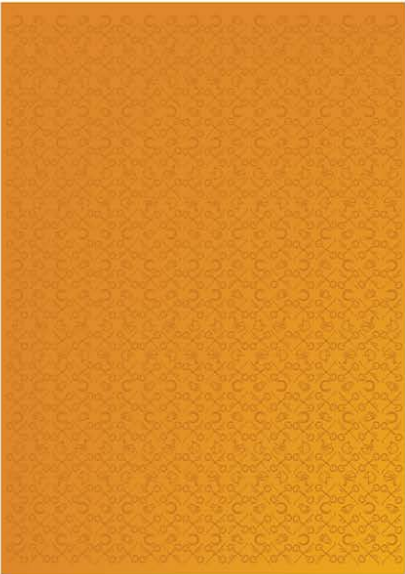
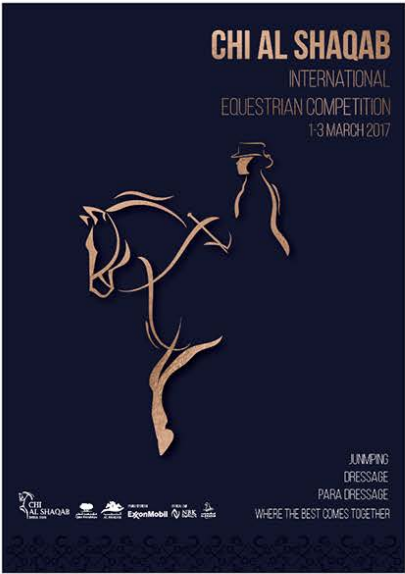
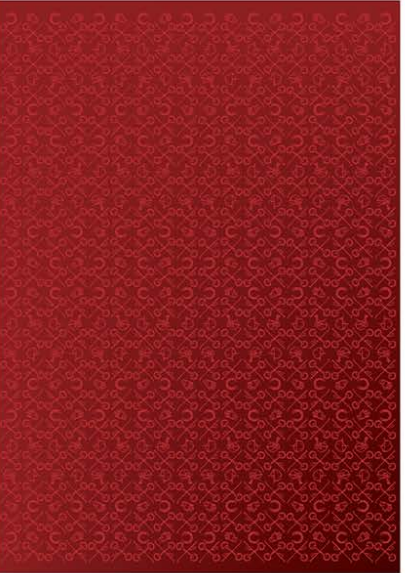
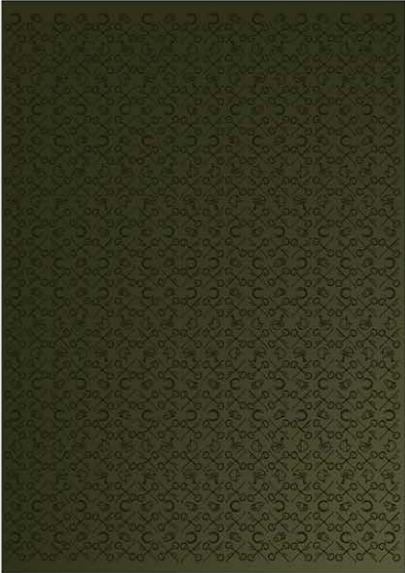
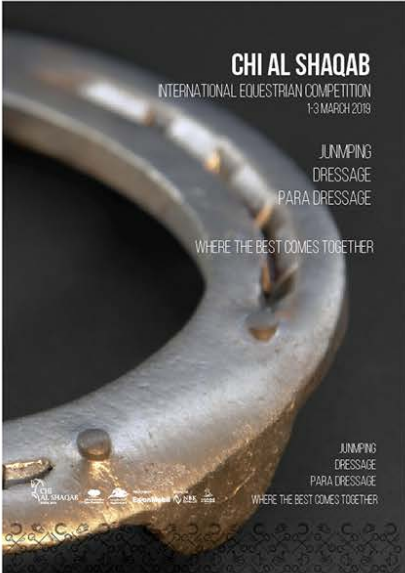
Match Hospitality - WORLDCUP 2022 - Environmental Design & Print



Qatar Motorsports Academy - Full Branding Program - 2020



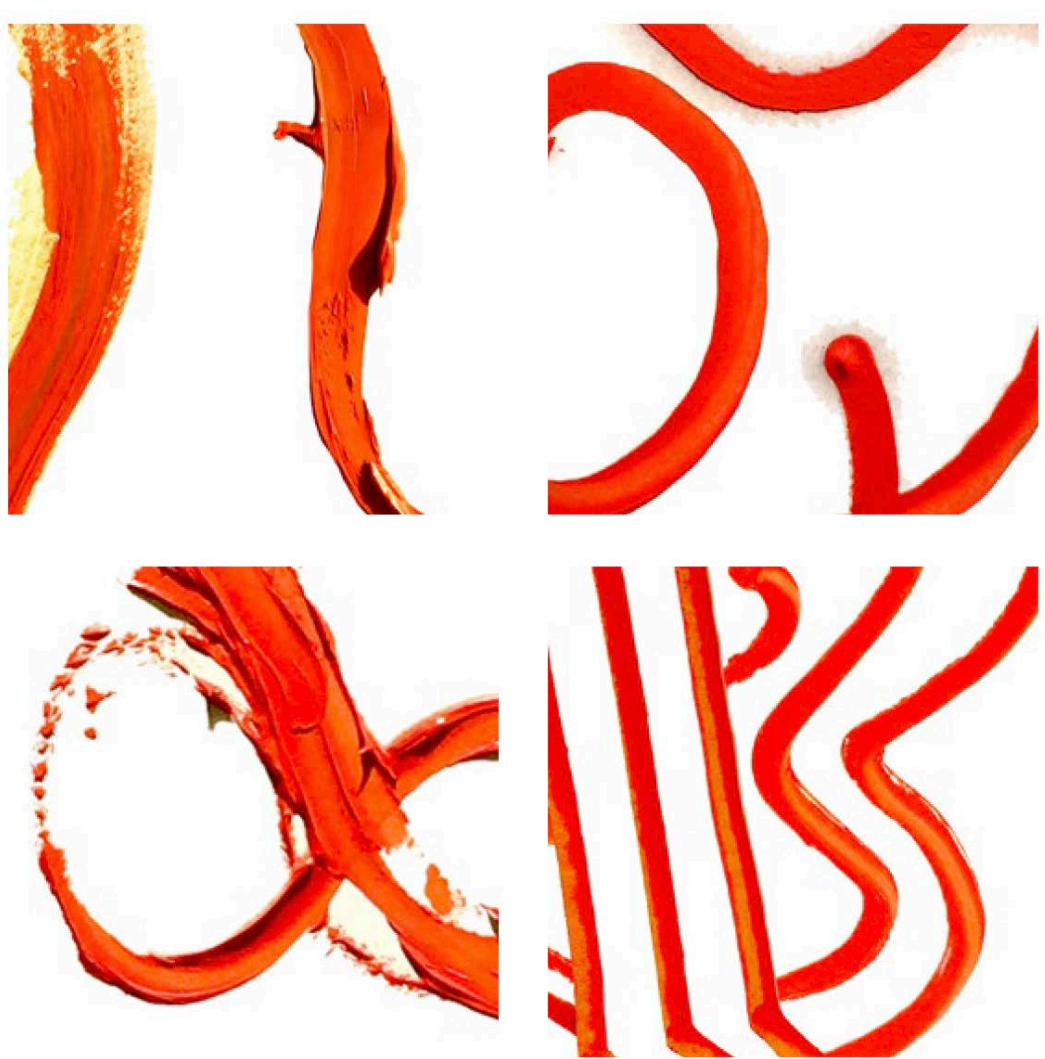
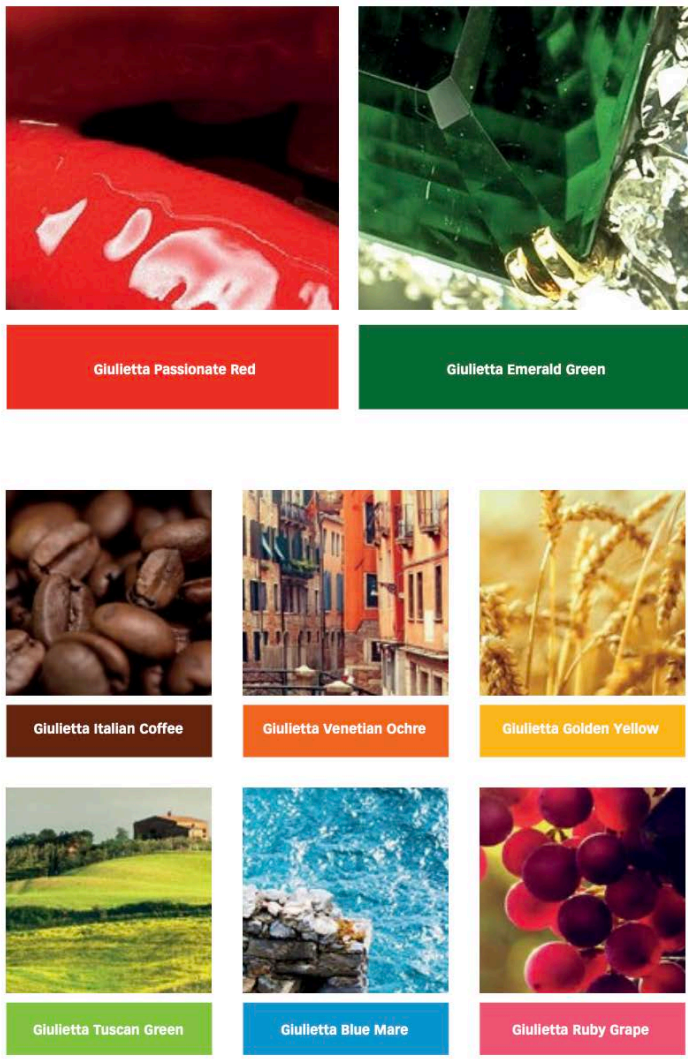
CHI Al Shaqab - Theme & Branding Program - 2018



Krane Chinese Restaurant - Full Branding Program 2015



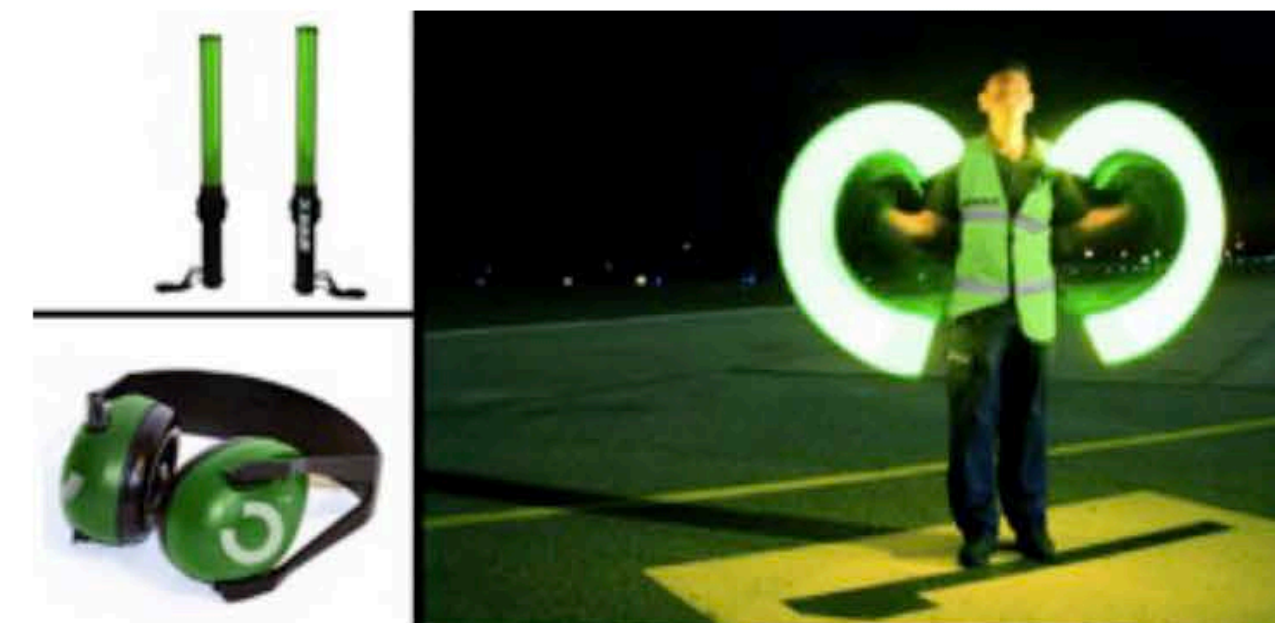
Giulietta Restaurant - Full Branding Program - 2015



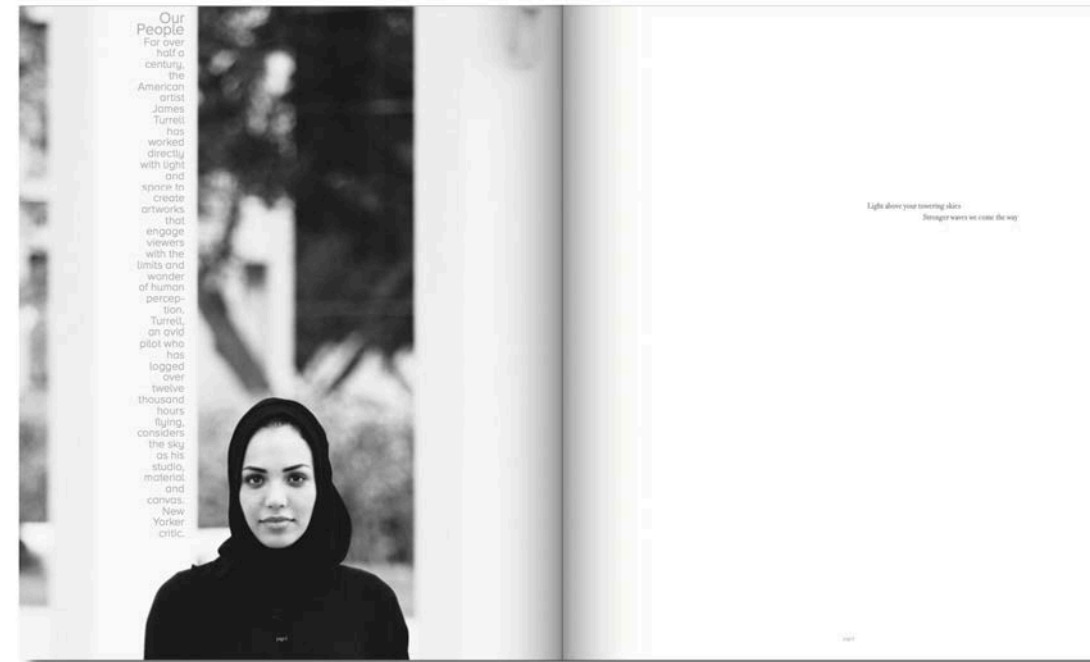
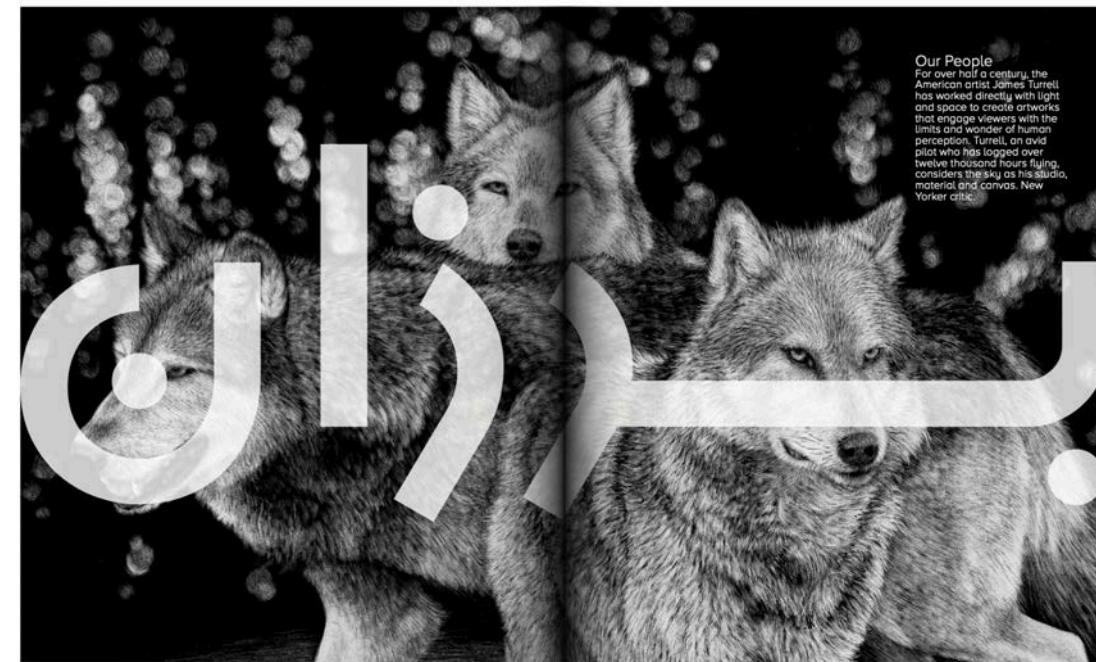
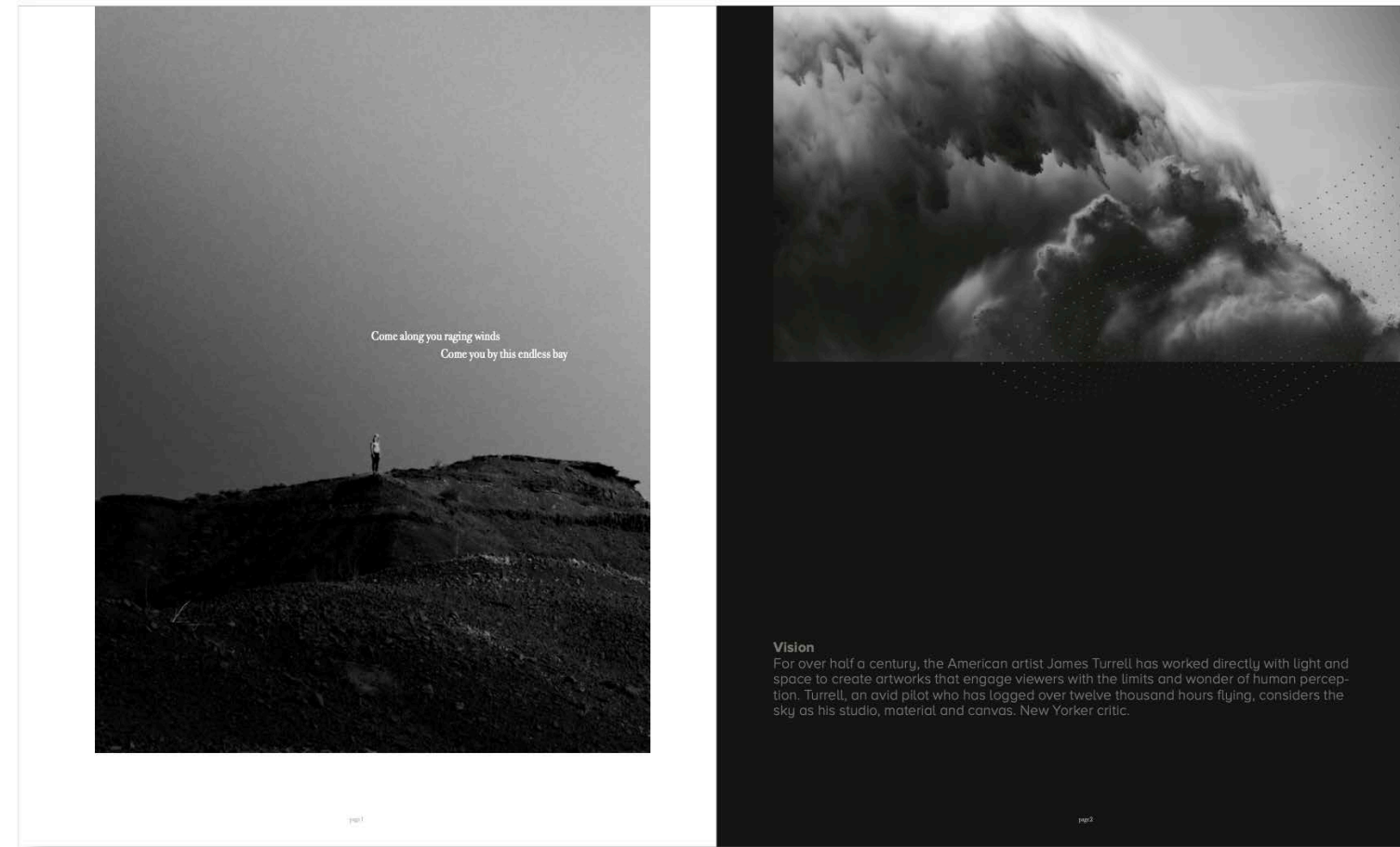
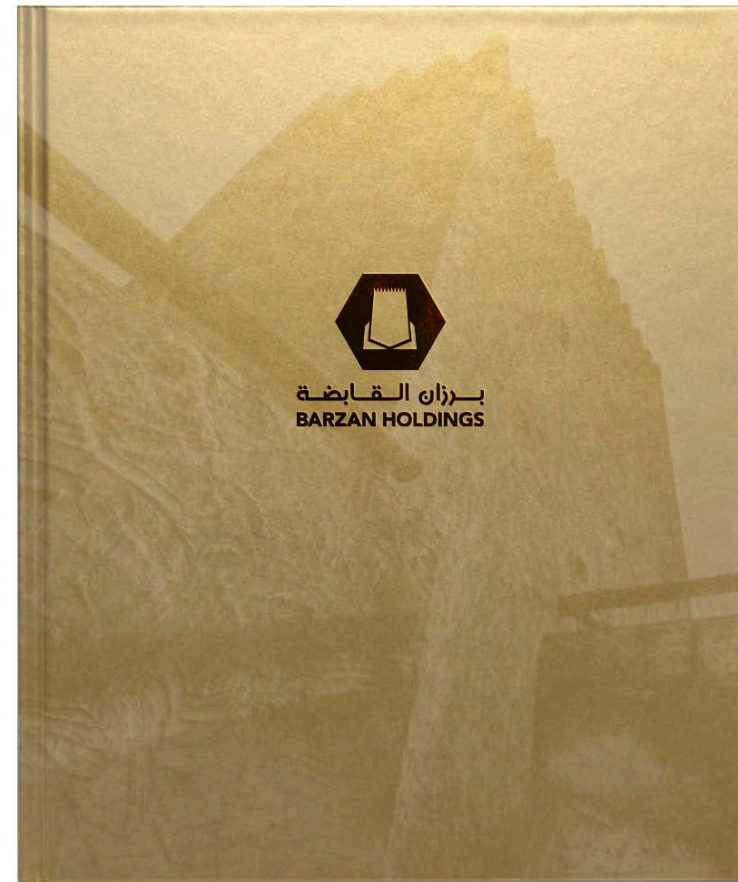
Ossiano Underwater Bar & Restaurant - Full Branding Program 2008



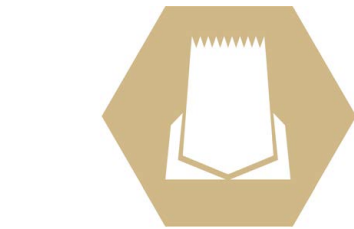
Ammroc - Full Branding Program 2009



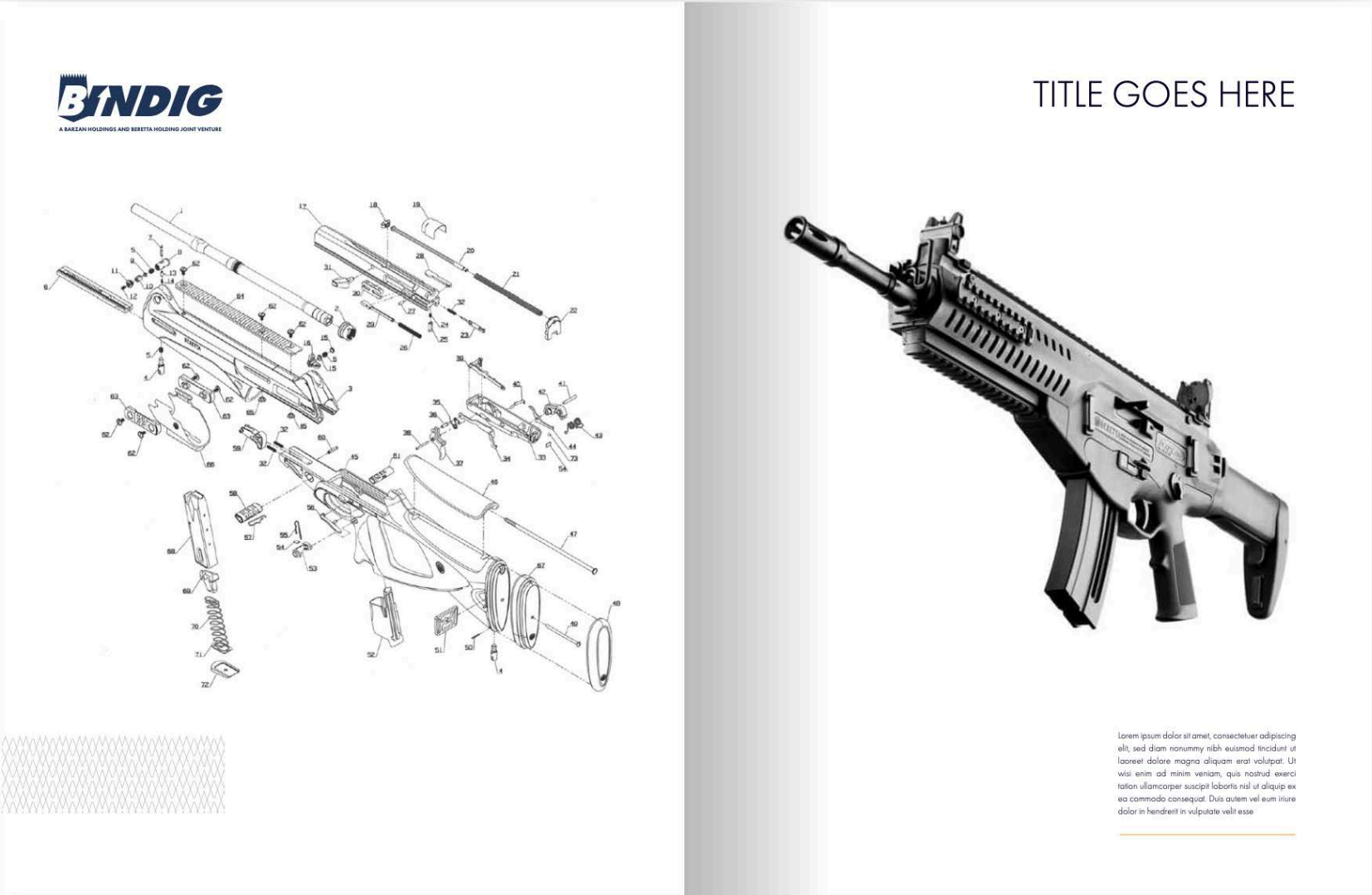
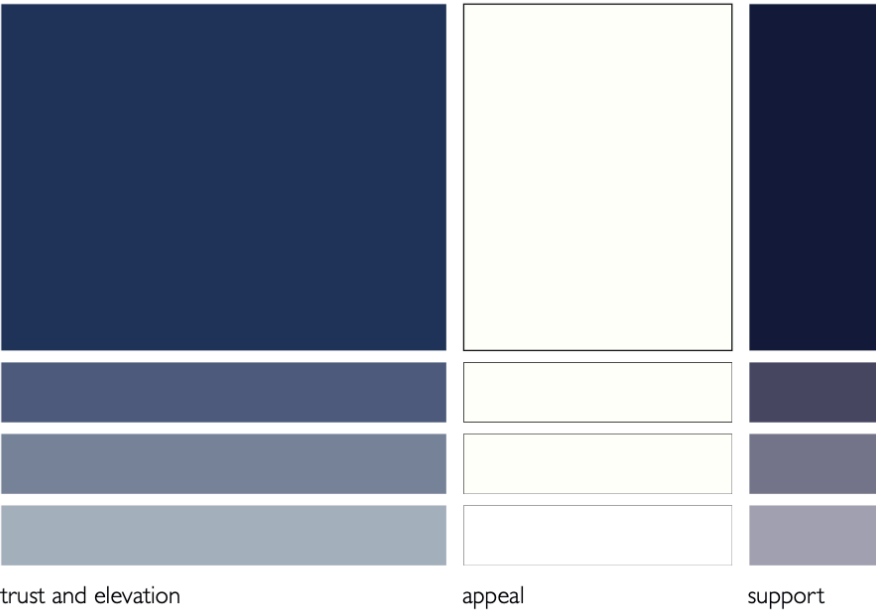
Barzan Holdings - Full Branding Program 2020



BINDIG - Full Branding Program - 2020

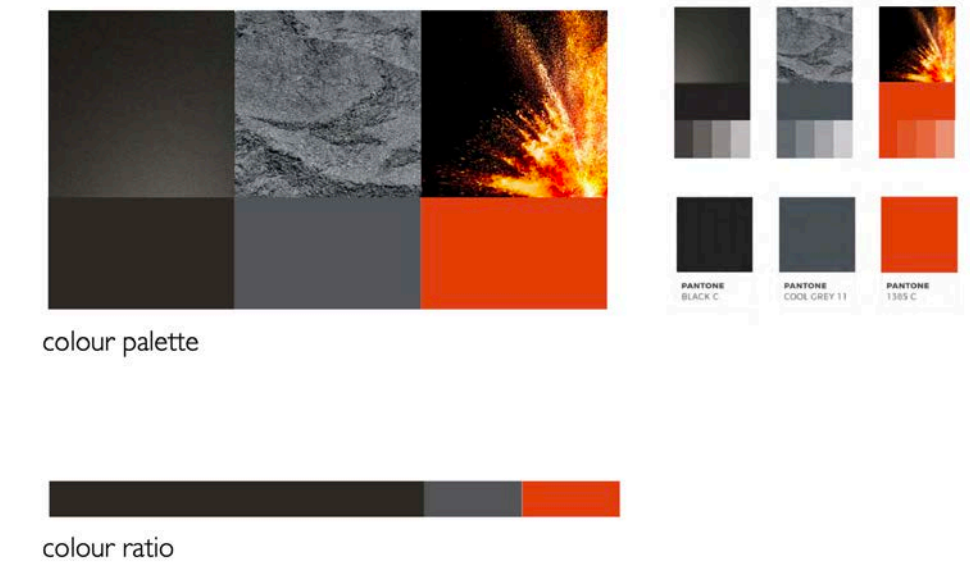


برزان القابضة
BARZAN HOLDINGS



Barood - Full Branding Program - 2021

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



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

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

برزان القابضة

BARZAN HOLDINGS

Pathdramaticpowerfulswift

Level One

1. brand essence

Craftconfidentknowledgeableexp

Level Two

2. brand experience

Focuscleanprecisestrong

Level Three

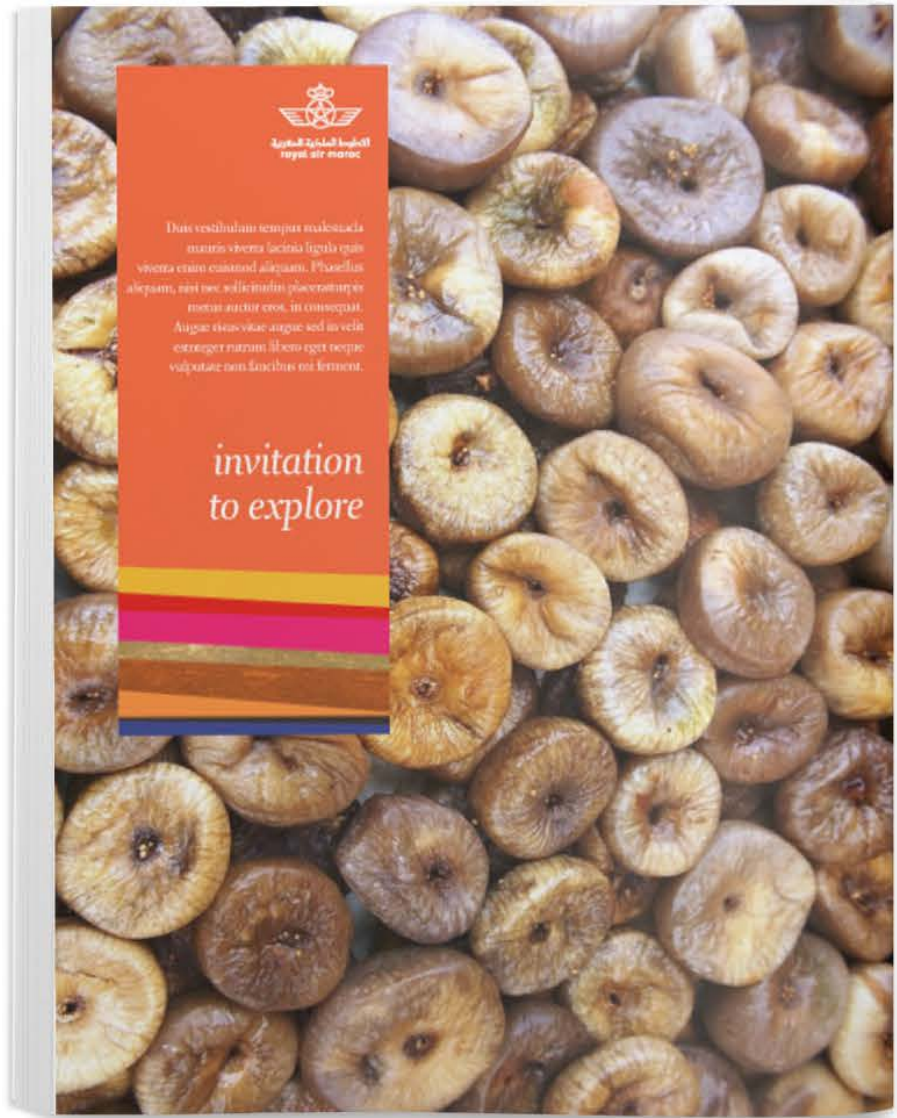
3. brand promise

www.nejibghanmi.com

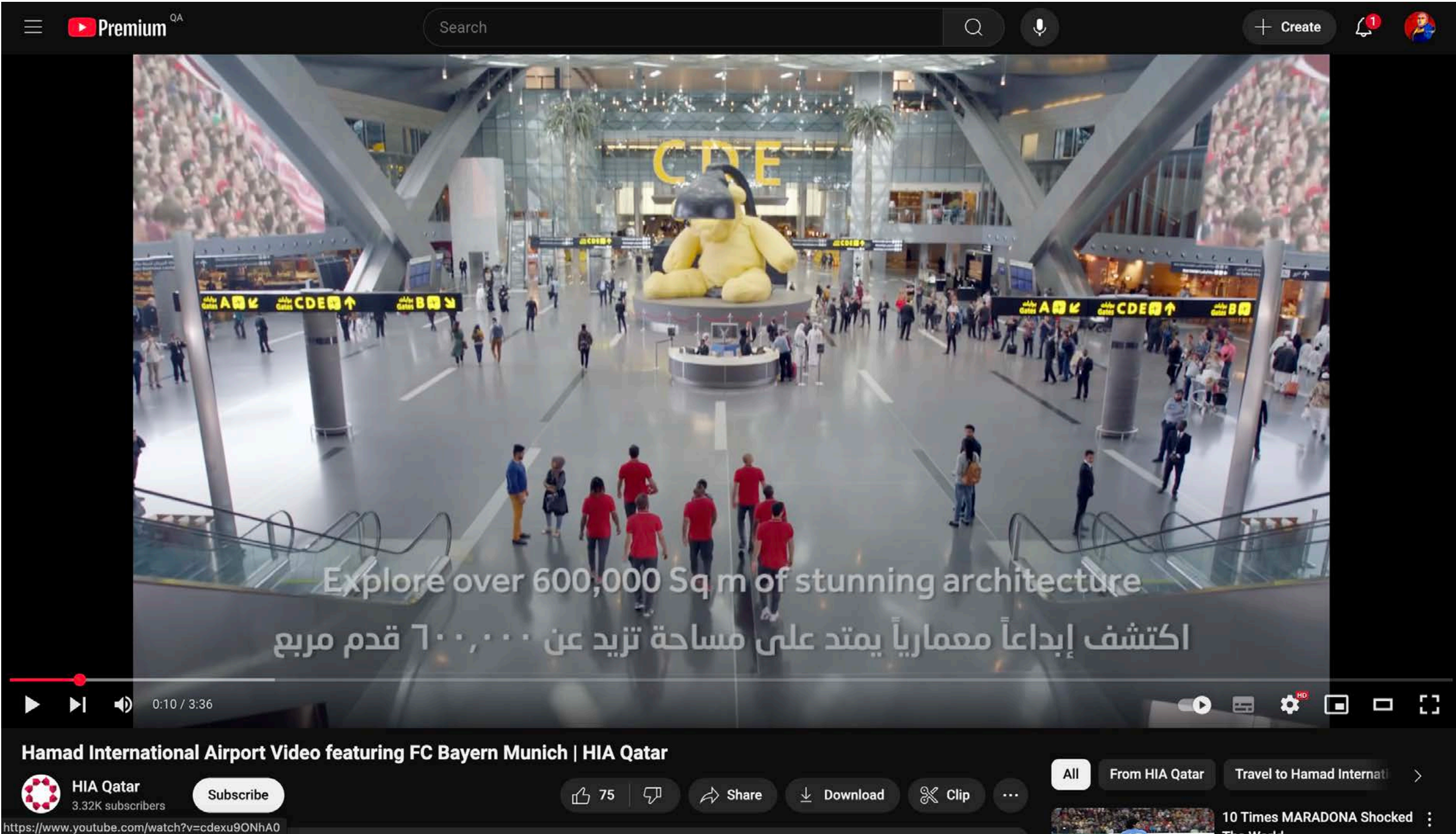
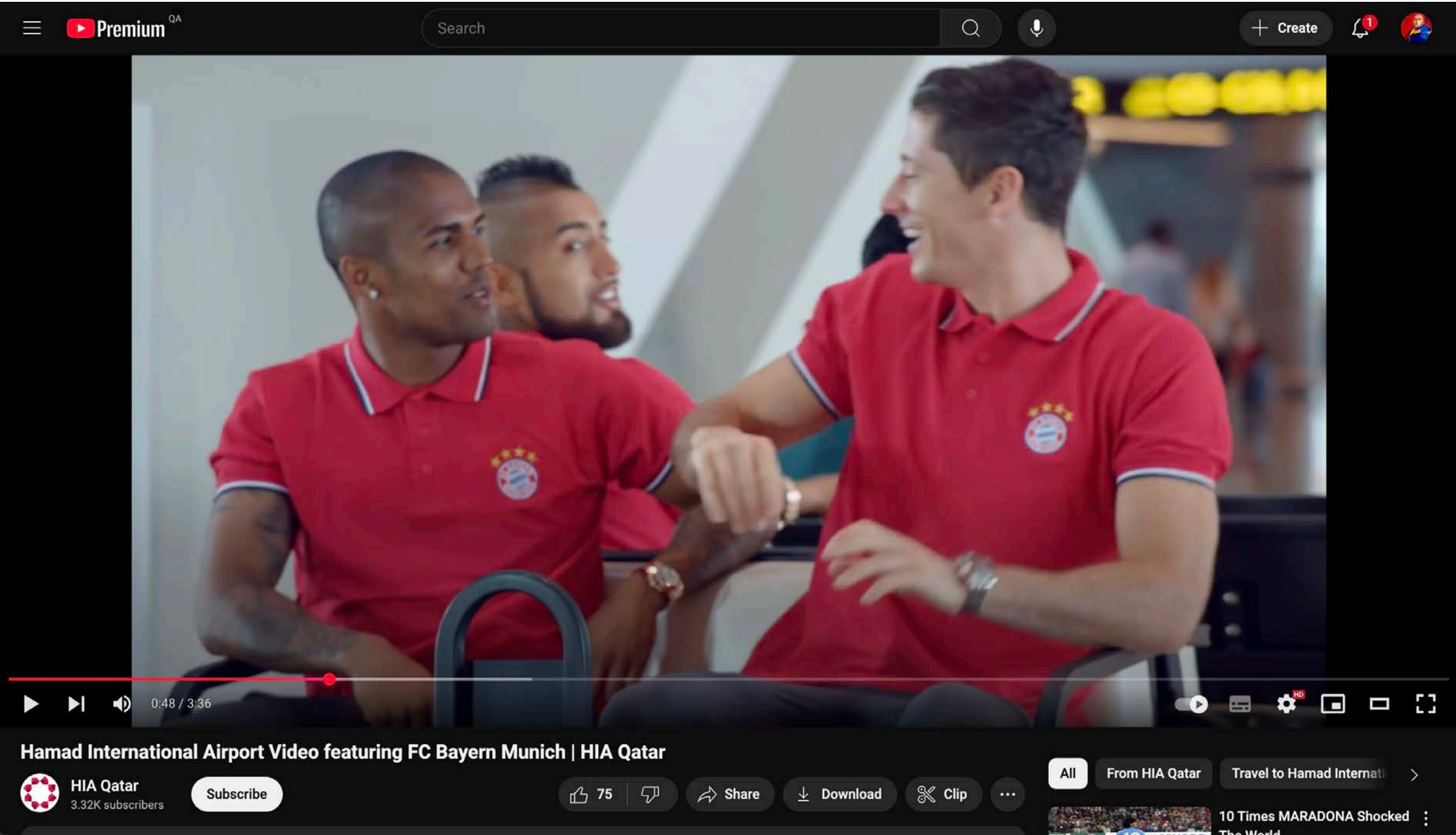
Izai (Izmir Airlines) - Full Branding Program - 2006



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



HIA - Landing Video & Comms



BP - Brand Refreshment/Engagement Program - 2003



Doha Expo 2023 - Comms Program - 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.



Mentors throughout the years



Penny Hudd
Dean at Kingston
University,
Knights Park



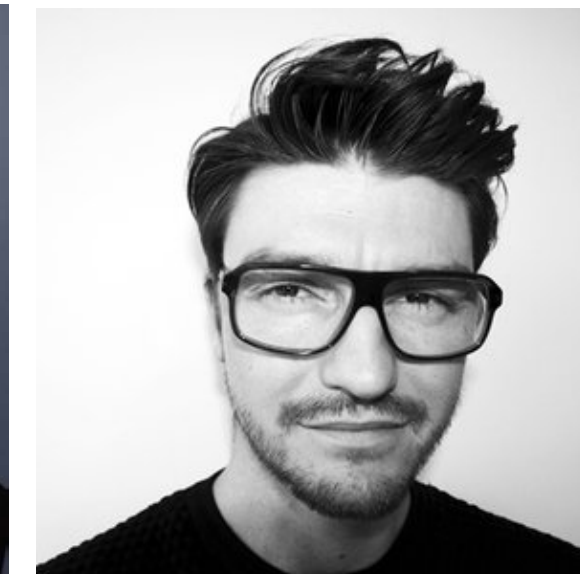
Peter Knapp
Chief Creative Officer;
Landor Associates,
London



Derek Johnston
Creative Director;
Landor Associates,
London



Emma Booty
Design Director;
Landor Associates,
London



Ben Marshall
Design Director;
Landor Associates,
London



John Brash
Creative Director;
Landor Associates,
Dubai



Ralf Korbmacher
-Head of Strategy,
Brash Brands,
Dubai



Bengt Eriksson
Managing Director;
Landor Associates,
Dubai



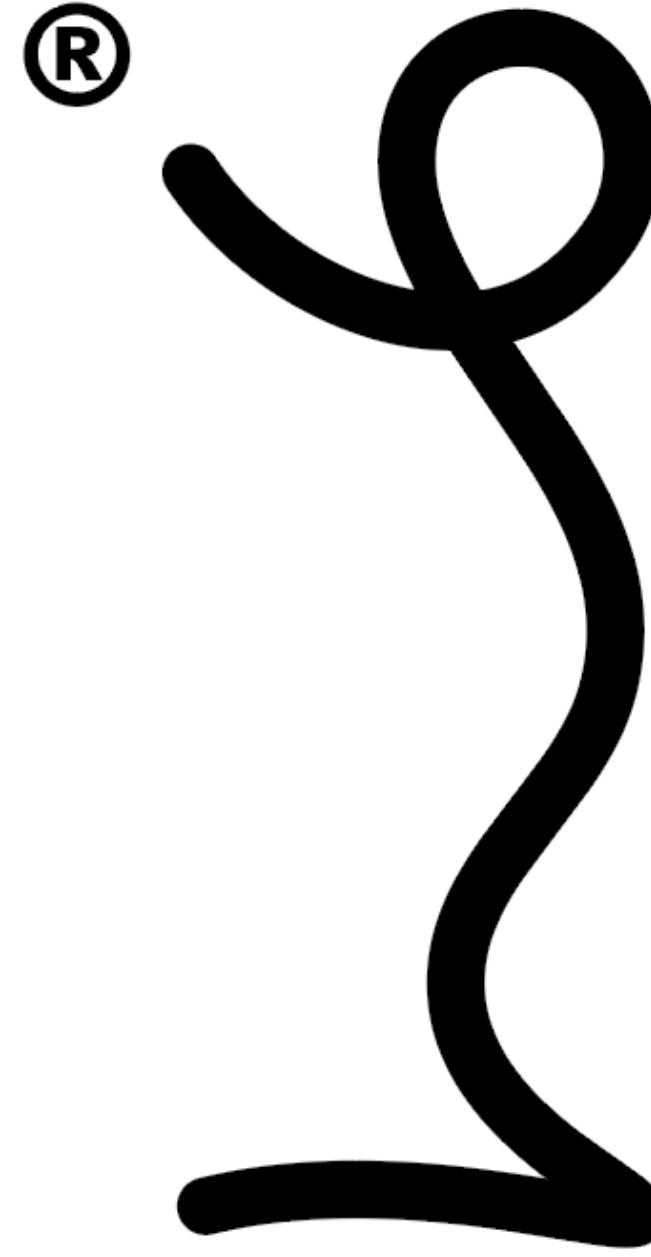
James Sanderson
Design Director;
Landor Associates,
Dubai



Phil Percival
Design Director;
Landor Associates,
Dubai



Sarah Reiter
CEO,
Futurebrand,
Singapore



thank you

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