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C O M P A N Y



وزارة الاقتصاد والتجارة  
Ministry of Economy and Commerce



Ministry of Finance



Ministry of Environment



Ministry of Municipality and Urban Planning



Qatar Sports Club



**BRAND  
ING**



# ARTIST CAFE

## Branding the Art Lovers Café Chain

For the art loving founders of the Artist Café, the core inspiration originated from the 'Café-cum-Bakery-cum-Art Gallery' theme which is a popular global metropolitan trend.

Upon launch, Artist Café envisioned to be the go-to place for budding artists and coffee lovers in Qatar; as a place where people could showcase their creative works at an art gallery situated right in the café while foodies enjoyed the art, munched on a Zatar croissant & enjoyed a perfectly brewed coffee.

### The Brand Building

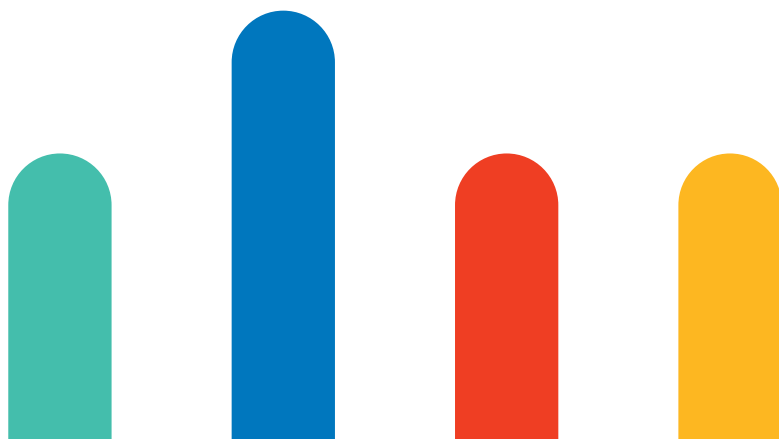
We worked on highlighting the idea that Artist Café was born out of a novel concept to gather enthusiasts of art, coffee and creativity under one roof.

**Our Concept:** Artist Café's logo symbolizes the café-cum-art gallery concept with use of vibrant colours and iconic elements like the brush, pencil and coffee mug. Artist Café's brand novelty is symbolized by the '!' sign towards the end.

**The Colours:** Buddha Gold is the dominant colour in the logo, giving it a peaceful, Zen feel & look.

**Our approach:** The brand concept portrayed Artist Café as an innovative substitute to the regular cafe-chain experience in the emerging art capital of Middle East, Doha.

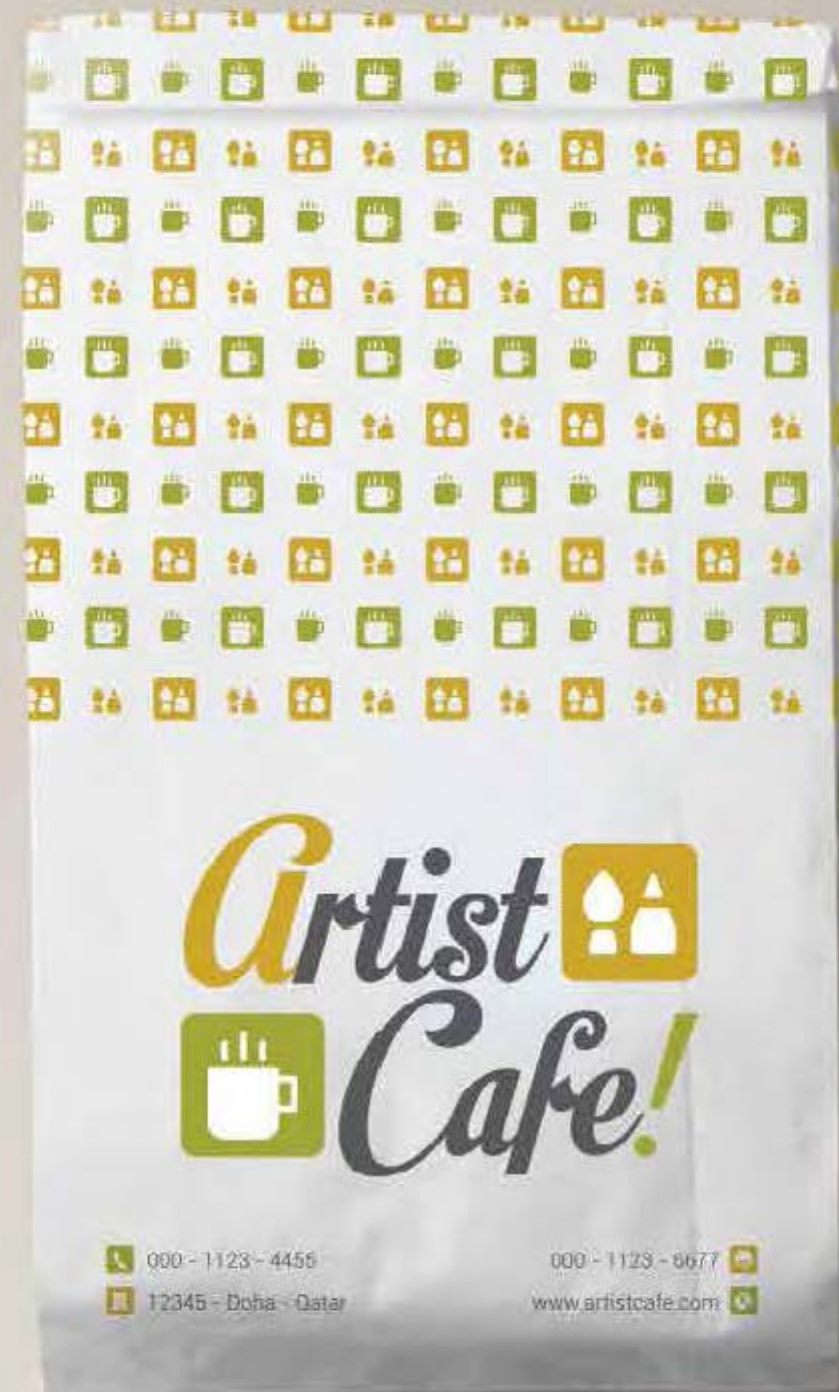
**What We Delivered:** Logo Design, Brand Identity, Brand Guidelines, Story and Messaging, Corporate Profile, Responsive Website Design & Development.













# KHANFROOSH CAFE

## The Challenge

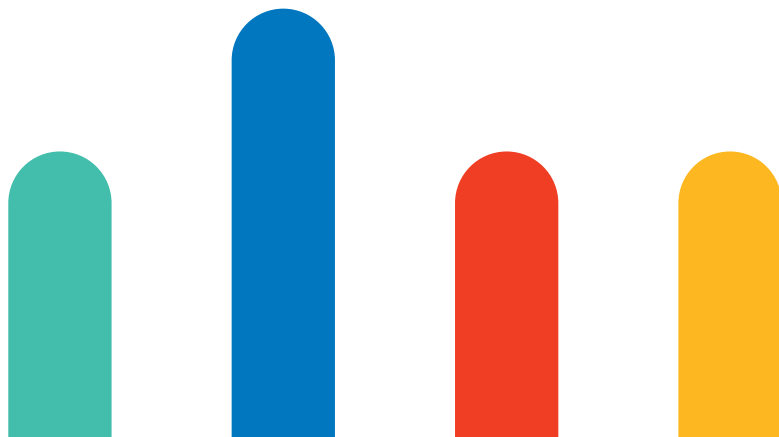
We were approached by KHANFROOSH CAFE, to create a modern brand design

## The Brand Building

**Concept Idea, Design & Colours:** A minimalistic logo design created from elements that depict Integrity, Teamwork, and Commitment.

**What We Delivered:** Logo Design, Brand Identity, Brand Guidelines, Story and Messaging.

**Our Approach:** Research and workshops, brand and digital auditing, positioning and personality, project planning, creative exploration, prototyping, content strategy, user experience, testing







Dear Mr. Smith,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec orci purus, luctus vitae dignissim eu, iaculis sed purus. Vivamus faucibus, ipsum nec aliquet viverra, leo mauris condimentum ligula, sit amet sagittis enim ligula quis arcu. Nam egestas tortor id nisi porttitor mattis. In tortor ante, ultricies in suscipit a, tempus non massa. Vivamus et auctor mi. Fusce vel massa nulla.

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Sincerely,

**Allen Carter**  
co-founder

T: (912) 555-1234  
M: +1-202-555-0184  
E: allen@brandminute.com

[www.khamsoosh.com](http://www.khamsoosh.com)

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# BLACK DOSE

Branding a Friendly Neighbourhood Coffee-Chain Start Up

## The Challenge

Black Dose, an innovative café chain start-up in Qatar, commissioned us to create an attractive Brand design & Brand personality to attract their target consumers, i.e. coffee, snacks & desert lovers from all walks of life, including locals, expats, professionals, youngsters and families in the city.

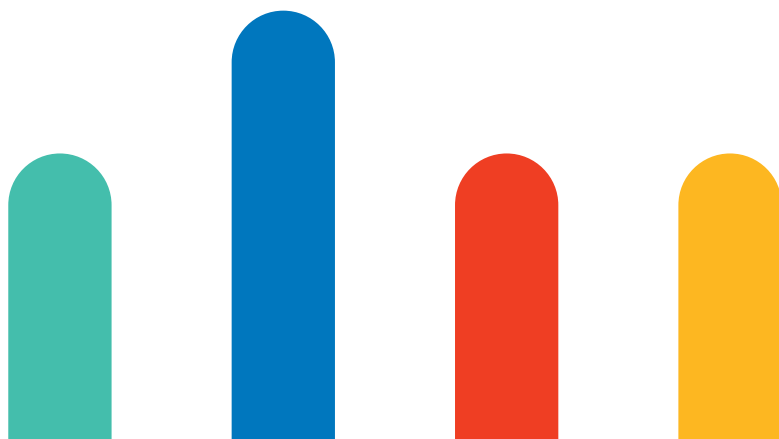
## The Brand Building Story

**Design Concept & Approach:** Working with start-ups is always a fascinating journey for our team. For Black Dose branding, we worked closely with the enthusiastic owners & coffee connoisseurs to realize their brand design vision (that appealed to the vibrant cafe-goers community in Qatar). A must-have prerequisite for the client was to promote their amazing team of Baristas Working on the branding strategy, we conceptualized the Brand's core tagline & other concepts that promoted key features of their products, services & interiors (few concepts are given below)

- 1) We Serve Earthy, Exotic & Aromatic Brews
- 2) Meet Our Baristas: Our Coffee Ninjas

**The Logo Design:** A minimalistic logo design with the Coffee Mug as the main icon/element. We stuck to basic colours like black and white for universal appeal & use on different backgrounds. The Corporate Profile was designed with a blend of attractive images, graphics & brand guidelines.

**What We Delivered:** Logo Design, Brand Identity, Corporate Profile, Brand Guidelines, Story and Messaging, Content Development Strategy, Social Media Designs, and Signage Designs We started on a blank page and brought the Black Dose brand to life on a tight deadline of few weeks.











# COFFEE LAB

Designs that Created the Perfect Coffee Brew

## The Challenge

Coffee Lab, a popular cafe in Qatar since 1990, approached us for a Brand Design which was visually trendy, fun to look at & innovative.

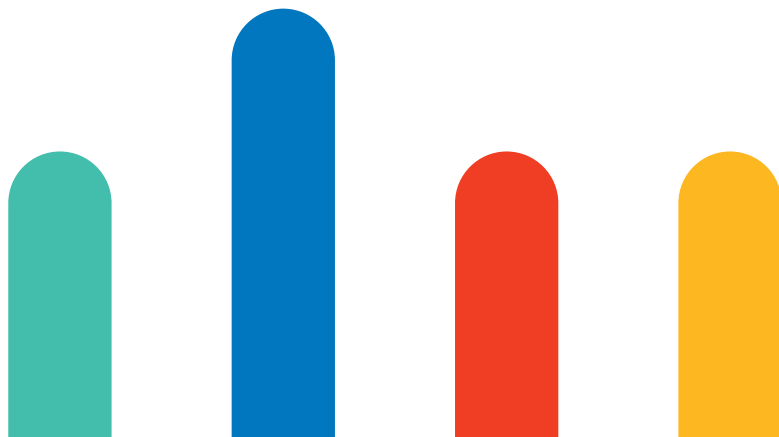
## The Brand Building Story

**Our Design Concept & Approach :** We focused on visually depicting Coffee Lab as a Cafe which experiments with Brews, Blends & Flavours; the ultimate aim is to create the perfect cup of coffee for customers.

We designed the Coffee Lab Logo with a blend of 3 prime elements & icons like Lab Appartus, Coffee Beans & Coffee Decoction. Each logo element serves as a direct visual representation of the brand's main product.

Colours like brown (representing coffee) and blue (for water) used against the white space creates perfect colour balance.

**What We Delivered:** Logo Design, Brand Identity, Brand Guidelines, Brand Story,













# Brownie Loco

## Eye-catching, Personalized Bakery Designs

### The Challenge

Brownie Loco is a popular desert shop in Doha that bakes & serves delicious brownies.

They gave us the task of designing their logo & brand identity with eye-catching bakery product designs.

### The Brand Building

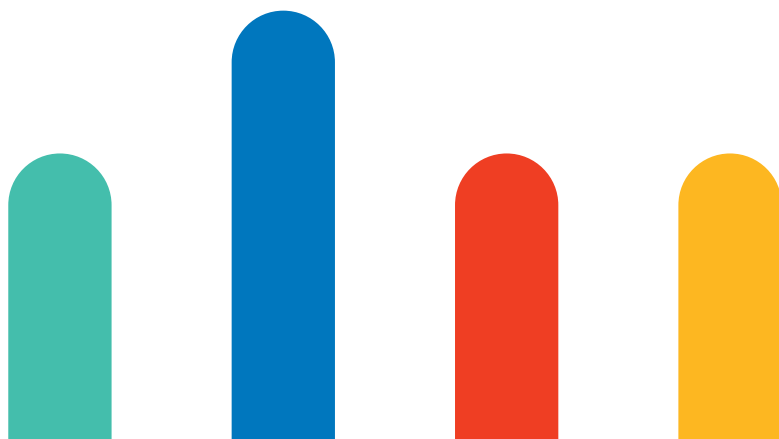
**Our Concept & Design Approach:** Working on the design from scratch, we focused on creating beautiful as well as eye-catching designs. The idea was to use Personalisation techniques portrayed the Brownie's texture, colour, smell & taste.

The design should visually entice desert lovers with delicious looking designs that will get them hungry to buy.

A simple logo design with Brand Name set in a circular shape representing texture; the drizzling drop of Chocolate Syrup on the bottom is an alluring feature in the design.

We used attractive shades of brown to capture the chocolaty lusciousness of the brownie.

**What we Delivered:** Logo Design, Brand Identity, Brand Guidelines, Brand Story,











# LAHA

## Designing a Modern Arabic Woman's Fashion Fashion Exhibition

Through Laha fashion, the business management team wanted to promote a fashion event that reflected a modern Arabic woman's sense of style. Being deeply rooted in Islamic culture and traditions it showcased a wide range of premium Abayas, Shaylas, Jalabiyas and Dresses created by some of the most talented designers in the region.

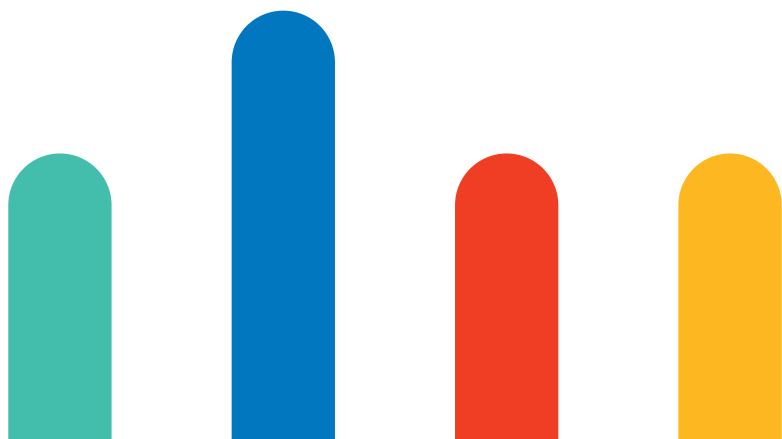
### The Story behind the Brand Design

We crafted the Laha fashion event design around the theme that it was the perfect match for an elegant, sophisticated and independent woman's desire for unique, designer products. Laha fashion brand design symbolized & complemented each Arabic woman's unique personality and sense of style.

**Concept:** The Laha Fashion & Style logo is the main component of the corporate identity. It comprises the following: 1) The word 'Laha' in English; 2) The word 'Laha' in Arabic with symbol; 3) The word 'Fashion & Style' in Arabic.

**Colours:** The Laha logo has been designed to be readable on a wide variety of backgrounds. The primary colour across applications was kept as Laha Gold (Pantone 117 EC). The colour Black adds a sense of mystic while also depicting the outline of a lady's face.

**What We Delivered:** Logo Design, Brand Identity, Brand Guidelines, Story and Messaging, Corporate Profile.













# GERNAS

## Power of Personal Branding in Construction Business

### The Challenge

Gernas, a leading Trading Construction company in Qatar wanted branding that made them stand out in the highly competitive industry; branding that built a strong reputation & showed their services to target audience clearly.

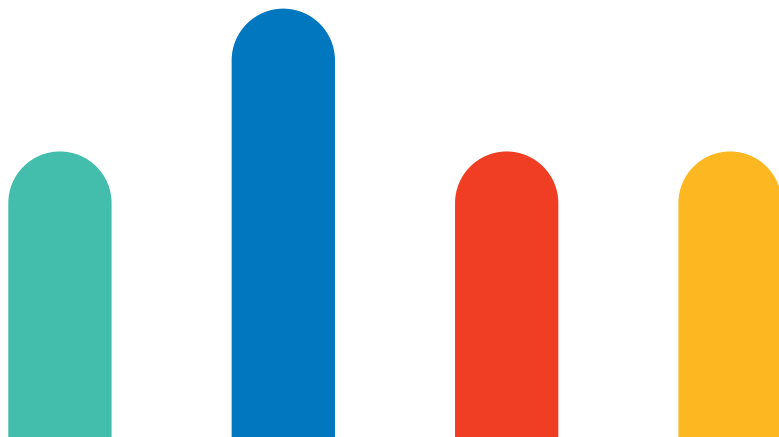
### The Brand Building Story

To give a Personalized & Human Touch to the construction business branding, we used strategic designing elements like Geometric Patterns (also popularly used in Islamic Art), Fonts & Colours across the designs.

Besides highlighting Gernas's Construction services, we focused on showcasing the intangible and tangible company attributes to build a solid Brand Personality.

The Geometric Pattern added a sense of Motion similar to Heavy equipment or heavy-duty vehicles designed & used for construction tasks, most frequently ones involving earthwork operations. Yellow primarily depicts bright Sunlight & varying shades of Construction Materials like Sand, Rocks, etc. commonly used in the region. The Brand Name, Gernas, was designed in Grey Font to align it with Grey coloured Construction materials.

**What We Delivered:** Logo Design, Brand Identity, Brand Guidelines, Brand Story







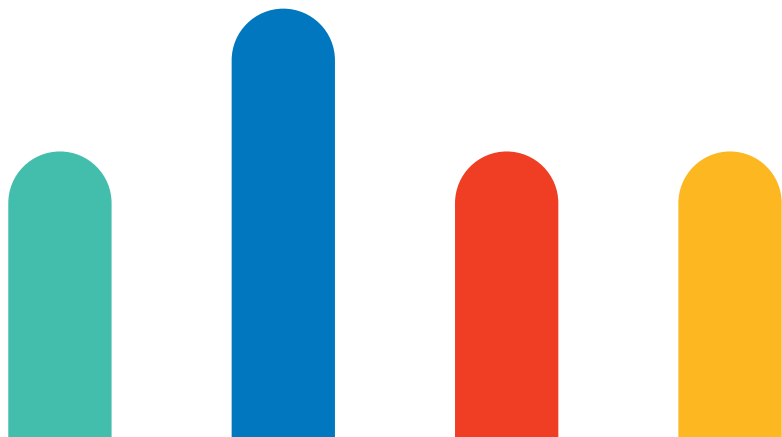


# EVOLUTION

At Evolution Travel & Tours, the focus was on providing end to end customer service and manage every aspect of travel programs like flight tickets, hotel reservations, car rentals, emergency travel services, business or leisure travel.

Reliability is a key ingredient for travel agencies looking to stay ahead of the competition and Evolution Travel & Tours pride itself on its commitment to reliability.

**What we delivered:** Logo Design, Brand Identity and Merchandise Design that promote The Company's New Avatar.













# GULF PEARLS

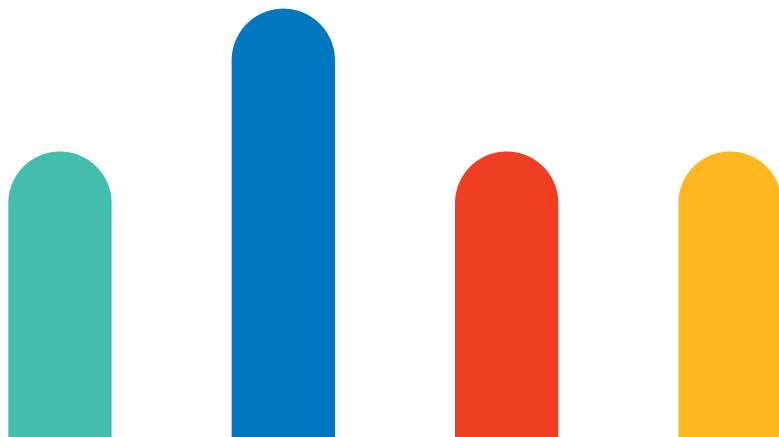
## The Challenge

We were commissioned by Gulf Pearls Hotels & Resorts, Inc. a leading global high-end hotel company with strong roots in Qatar to portray their regional & international reach through an attractive logo & brand design.

## The Brand Building

**Concept & Design:** The logo design for Gulf Pearls Hotels & Resorts, Inc. was brought to life by the symbolic use of a Pearl's icon set amidst colours that represented Water.

**What We Delivered:** Logo Design, Brand Identity, Brand Guidelines, Story and Messaging.













# MY LITTLE WORLD

## Branding the Perfect Wonderland for Kids

For My Little World, the founders needed a Logo & Brand Identity Design concept that promoted their new brand as an international level INDOOR ACTIVITY & PLAY CENTRE for children in Qatar.

The Brand Design needed to assert that a child who regularly visits My Little World discovers his/her own FAVOURITE ACTIVITY, CREATIVE SPACE, VOICE and LEARNING STYLE in a SAFE, FUN & PLAYFUL environment.

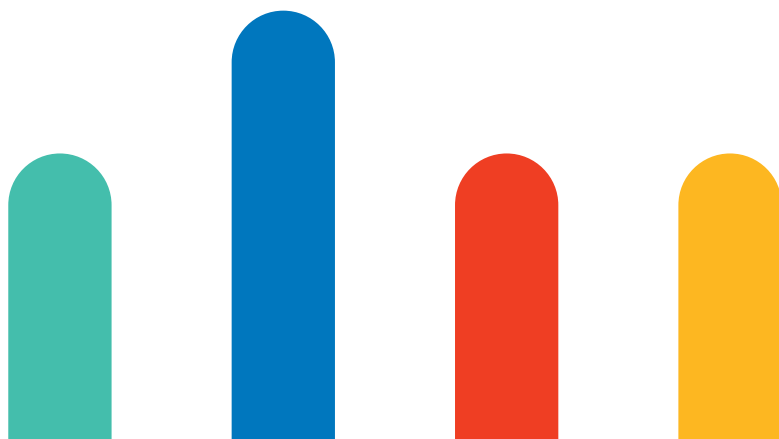
### Behind the Brand Concept

**The Logo:** My Little World's logo design derives its core inspiration from a strategic use of VIBRANT COLOURS and ALPHABETS which depict the brand's ideology of LEARNING with a DIFFERENCE in a fun, creative and secure environment. In terms of SYMBOLISM, the colorful FREE HAND STROKES on top and bottom of the brand name represent the brand's belief in creating an INTERACTIVE and ENGAGING environment for kids.

**Brand Identity Design Concept:** The Activity Icons concept for Brand Identity draws inspiration from the free hand typography logo and incorporates polka dots as these are elements & shapes that are popularly identified by children.

The icons depict activities like reading zone, cinema & theatre, baking area, photo booth, racing arcade & other learn & play facilities offered at my little world. All the icons are colour coded to match the brand's colour palette. A colour balance is maintained so that one or two shades don't overshadow the icons and the overall design

**What We Delivered:** Logo Design, Brand Identity, Corporate Profile, Brand Guidelines, Story and Messaging, Social Media Designs, Signage Designs







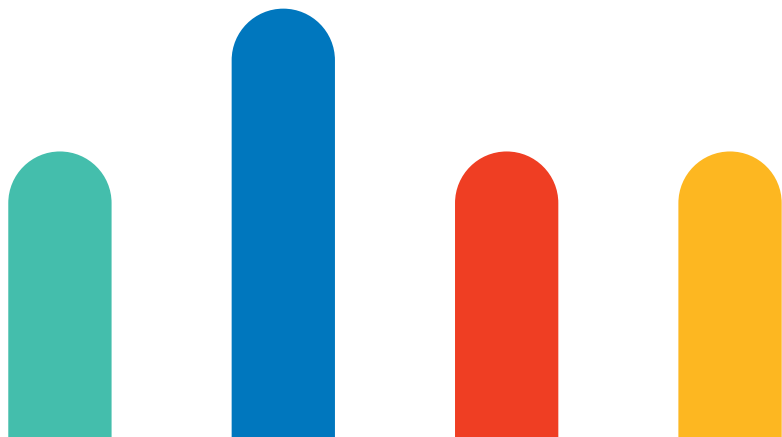


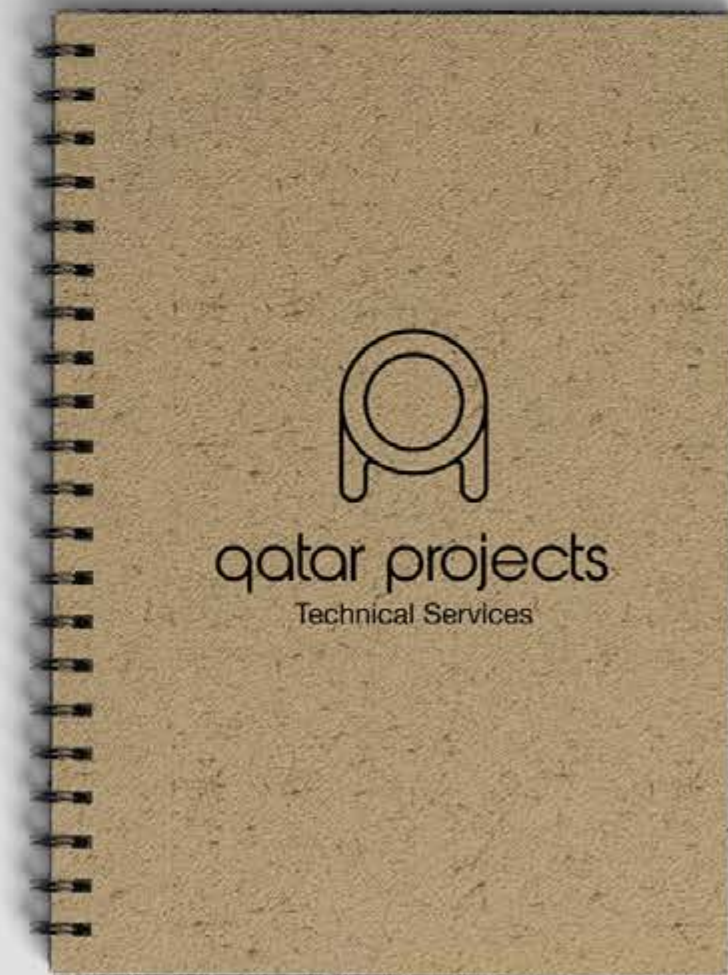




## Qatar Projects Technical Services

From logo design to branding guidelines and brand identity, our creative branding team delivered it all for Qatar Projects Technical services. Rely on us for the best branding solutions in Qatar.











# RICH CHOCOLATIER

An Indulgence for Chocolate Lovers

## The Challenge

Rich Chocolatier's envisioned to create & serve richly flavoured chocolate in Qatar made with the finest ingredients. Fresh ingredients and intense flavors is what the brand excelled at.

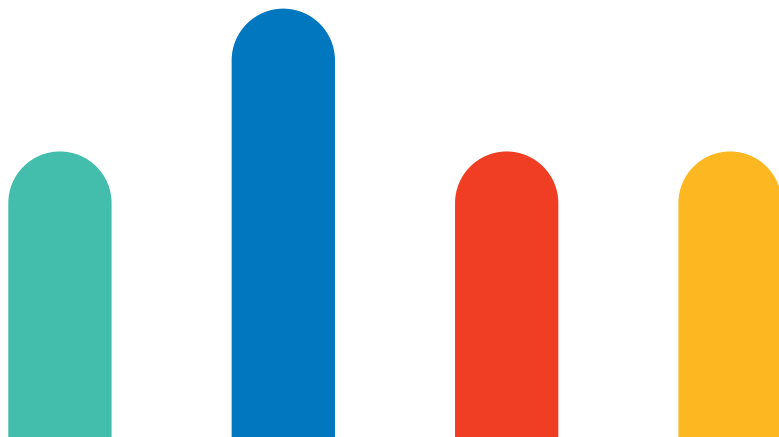
## The Brand Building

### Design Concept & Approach

Our main brand design objective was:

- 1) To design a classic and memorable identity that can portray a strong visual brand
- 2) To emphasize on the high quality of chocolates & other products in the store.

**An elegant typography based logo design that relied on simple patterns & a strong colour palette to create a unique look.** In the end, the Rich Chocolatier brand derived a clean, upscale and refined look, yet it still has that sweet, approachable feel you expect from a chocolate shop.







**. R I C H .**  
C H O C O L A T I E R







# GAMERS

Home of Video Game Merchandising

## The Challenge

A part of Falcon Home Entertainment Co. LLC, Gamers is a popular merchandise store in Qatar for technology products like Games, Gaming Accessories, Gadgets, Wearable Gadgets, Collectibles, Movies, Music & More.

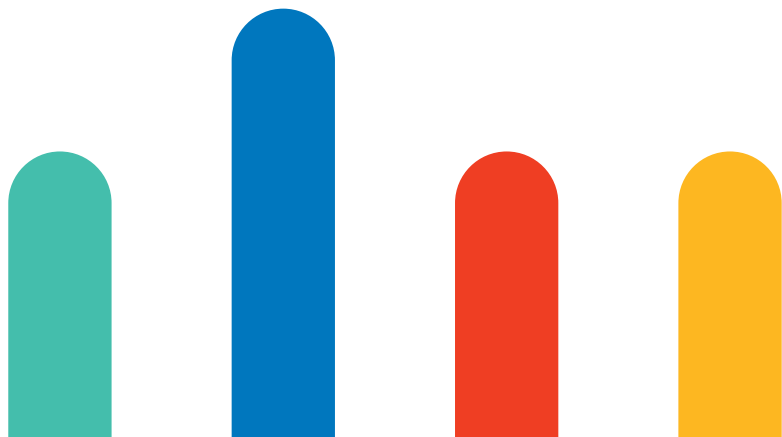
Gamers approached us for an Eye-Catching, Innovative logo design & brand identity design to advertise the latest Gaming Merchandise available in their stores across Doha.

## The Brand Building

**Concept Idea, Design & Colours:** We worked on creating a logo with a Single Icon, i.e. The Gaming Joystick. The idea was to make the Brand easily recognized by gaming enthusiasts across age groups. The design aimed to strike a special chord with the target audience and position Gamers as the One-Shop-Stop for world-class gaming & technology products in Qatar.

We used multi-coloured icons to add a splash of colours & included a green lettered 'S' to depict universal appeal in the Brand Name.

**What We Delivered:** Logo Design, Brand Identity, Corporate Profile, Brand Guidelines, Story and Messaging, Social Media Designs, Signage Designs





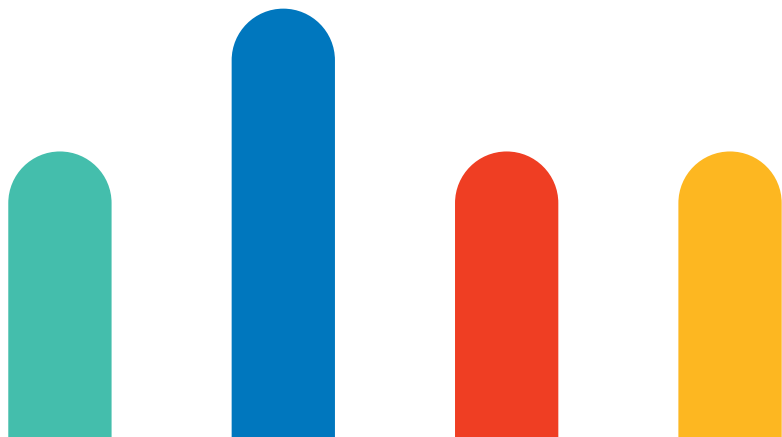




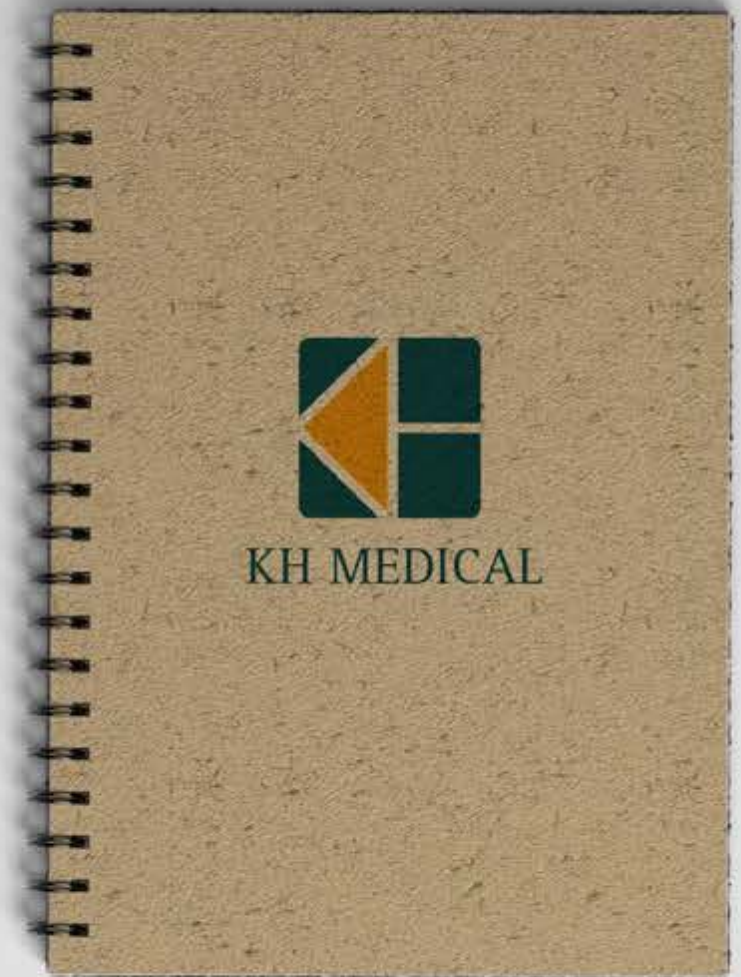


# KH MEDICALS

What We Delivered: Logo Design, Brand Identity, Corporate Profile, Brand Guidelines, Responsive Web Design & Development Story and Messaging,













# GREEN ENERGY

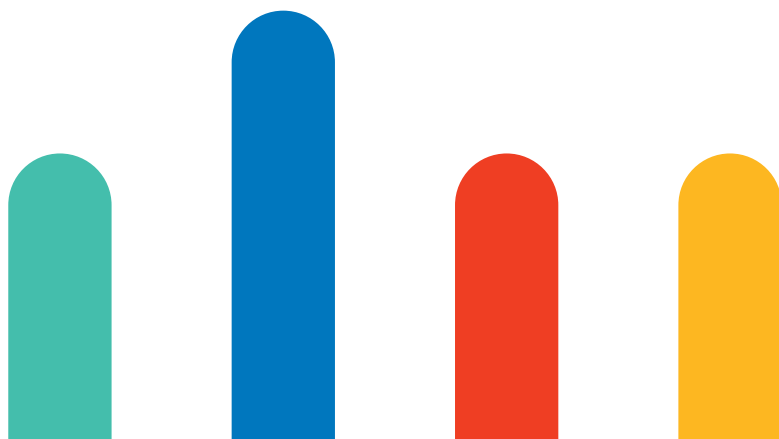
Making of an Environmental Friendly Brand

Green Energy & Environmental Services Co. WLL (GEESC) specializes in Health, Safety and Environment training & consultancy.

The prime branding objective was:

- 1) To create a brand inspired by nature
- 2) A brand having a universal appeal as GEESC works with international partners & the best expertise from around the globe.

**What we delivered:** Logo Design, Brand Identity Design, Responsive Website Design & Development











# MUSIC BEES BOX

Blending the Magic of Music with early Childhood

## The Challenge

While planning to be launched by a singer and musician in the UK, Music Bees Box approached us for a Brand Design & Website Design the promoted its services in creative, colourful and easy to remember fashion.

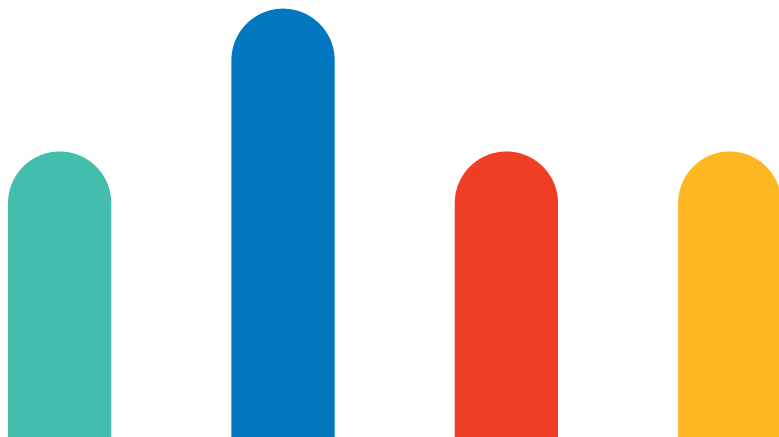
## The Brand Building Story

### Our Logo Design & Web Design Concept

For Music Bees Box, our design concepts for Music Bees Box Branding & Webdesign were based on 3 prime features of the brand

- 1) Music time with your baby boosts their emotional and intellectual development
- 2) Nursery rhymes activities IN A BOX delivered to your door
- 2) Easy Shipping & Subscription to your Music Bees box

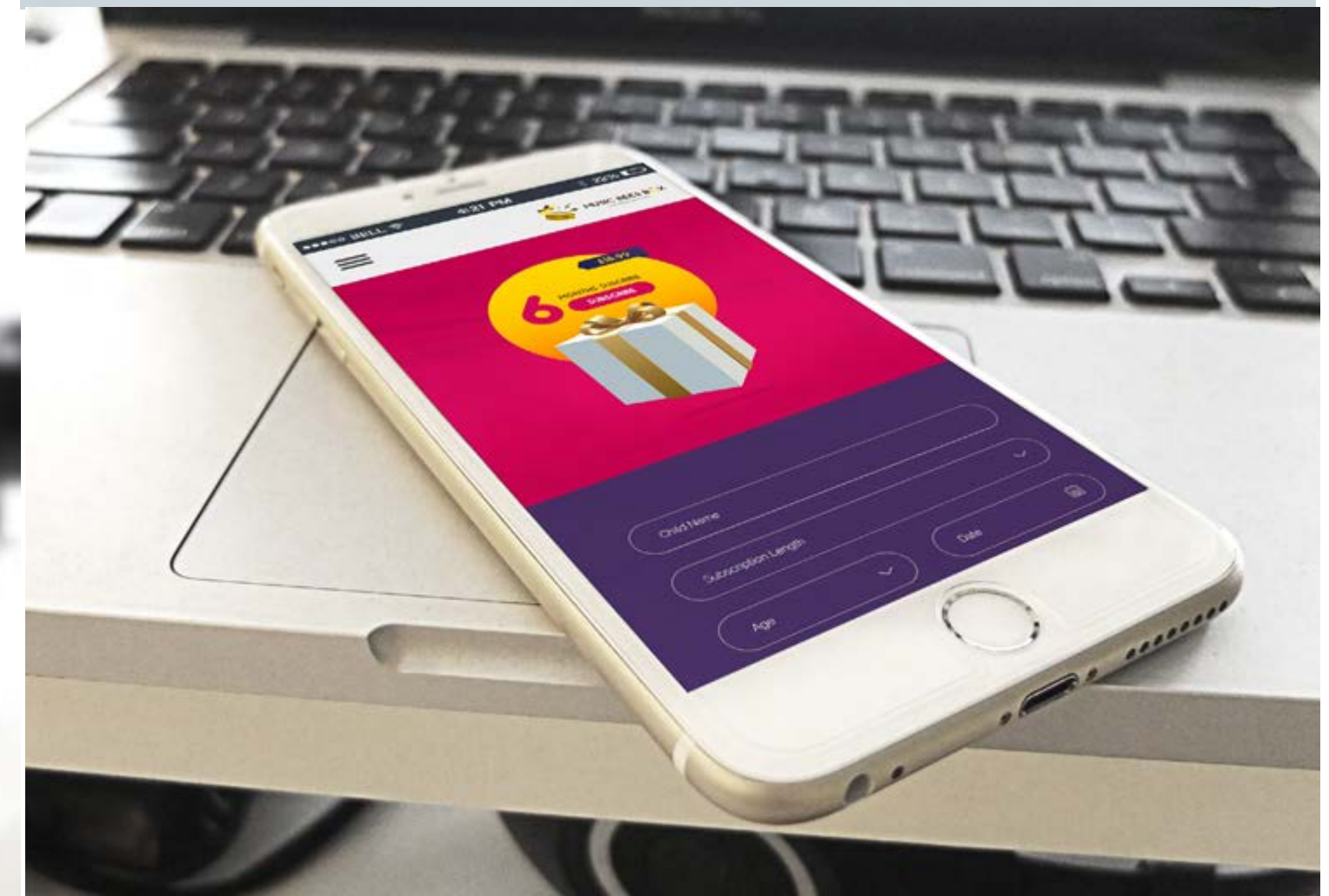
The Logo Design comprises easy to recognize elements like Musical Notes, A Box & A Flying Bee. These elements & colours like Brown & yellow work in sync to create instant meaning & resonance with target customers (who are likely to be musically inclined)





**MUSIC BEE BOX**  
your slogan goes here

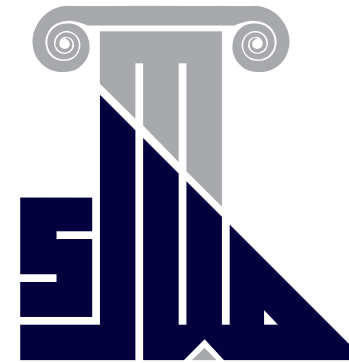


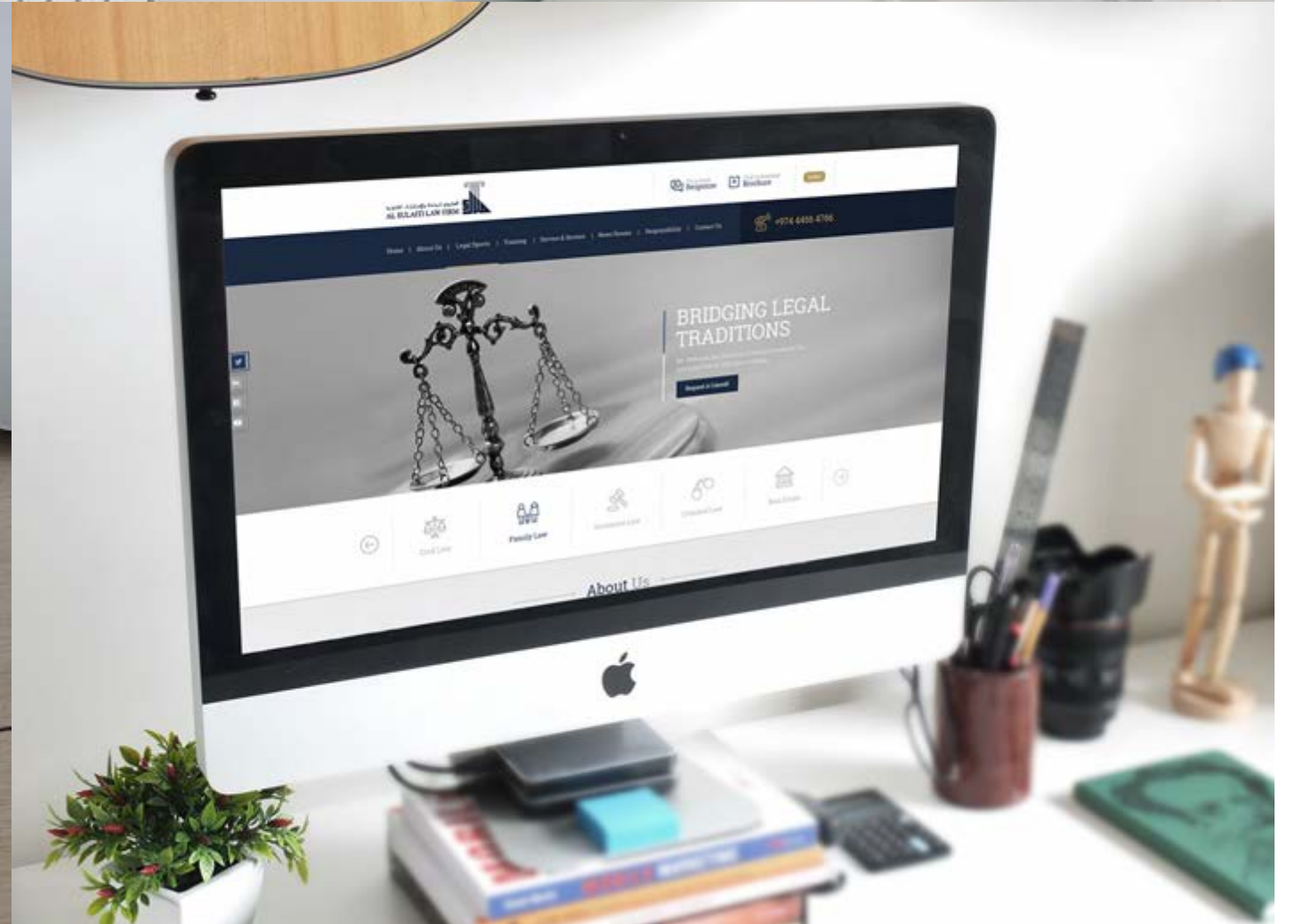
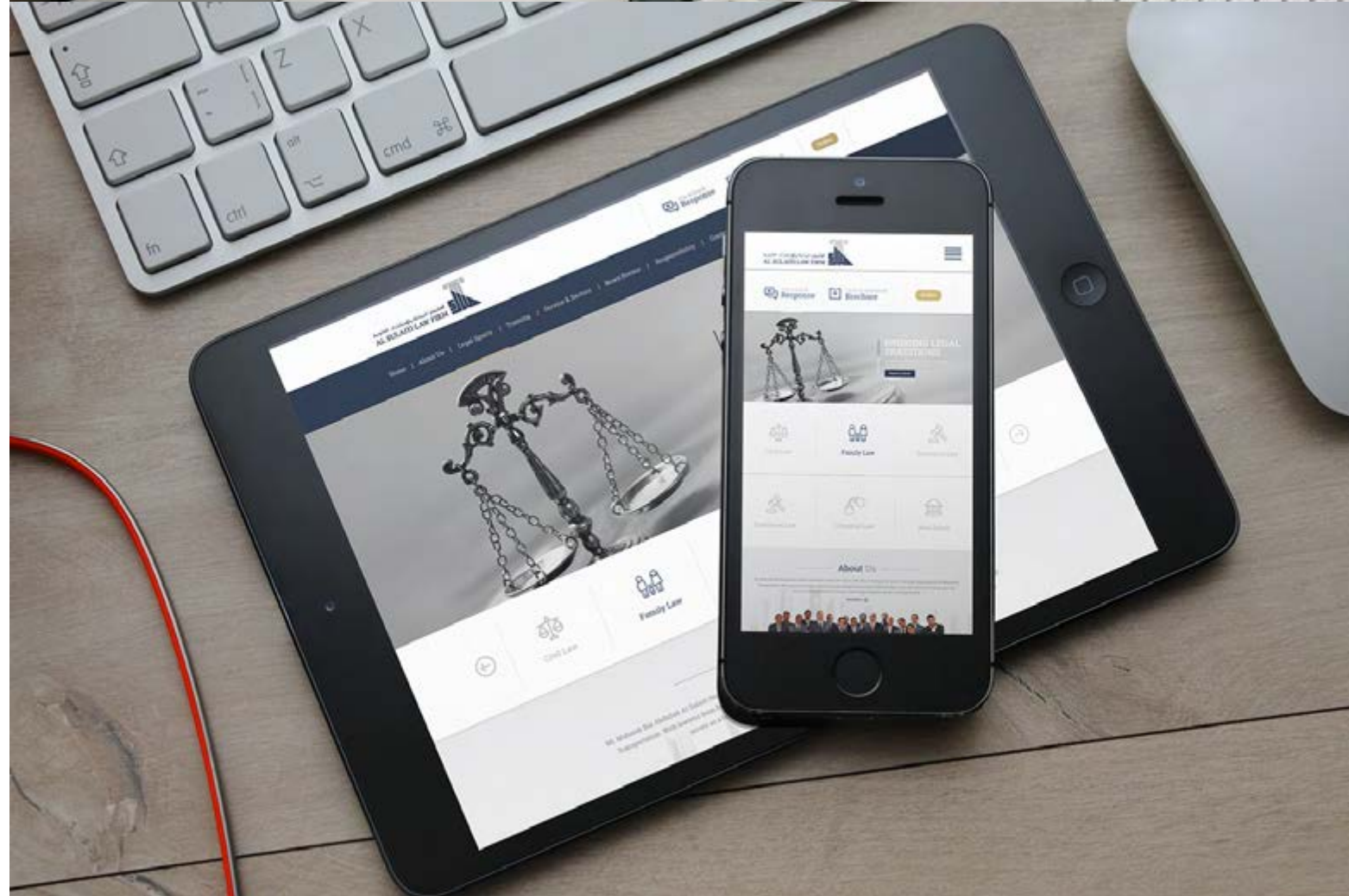
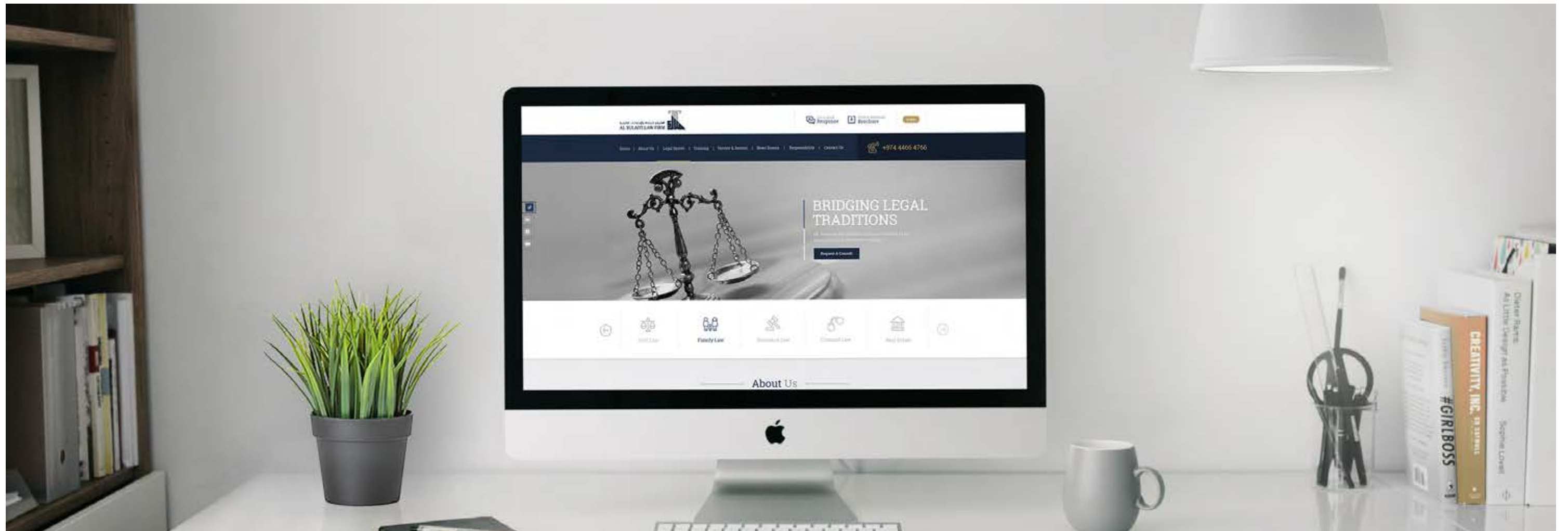


**WEB  
DESIGNING**



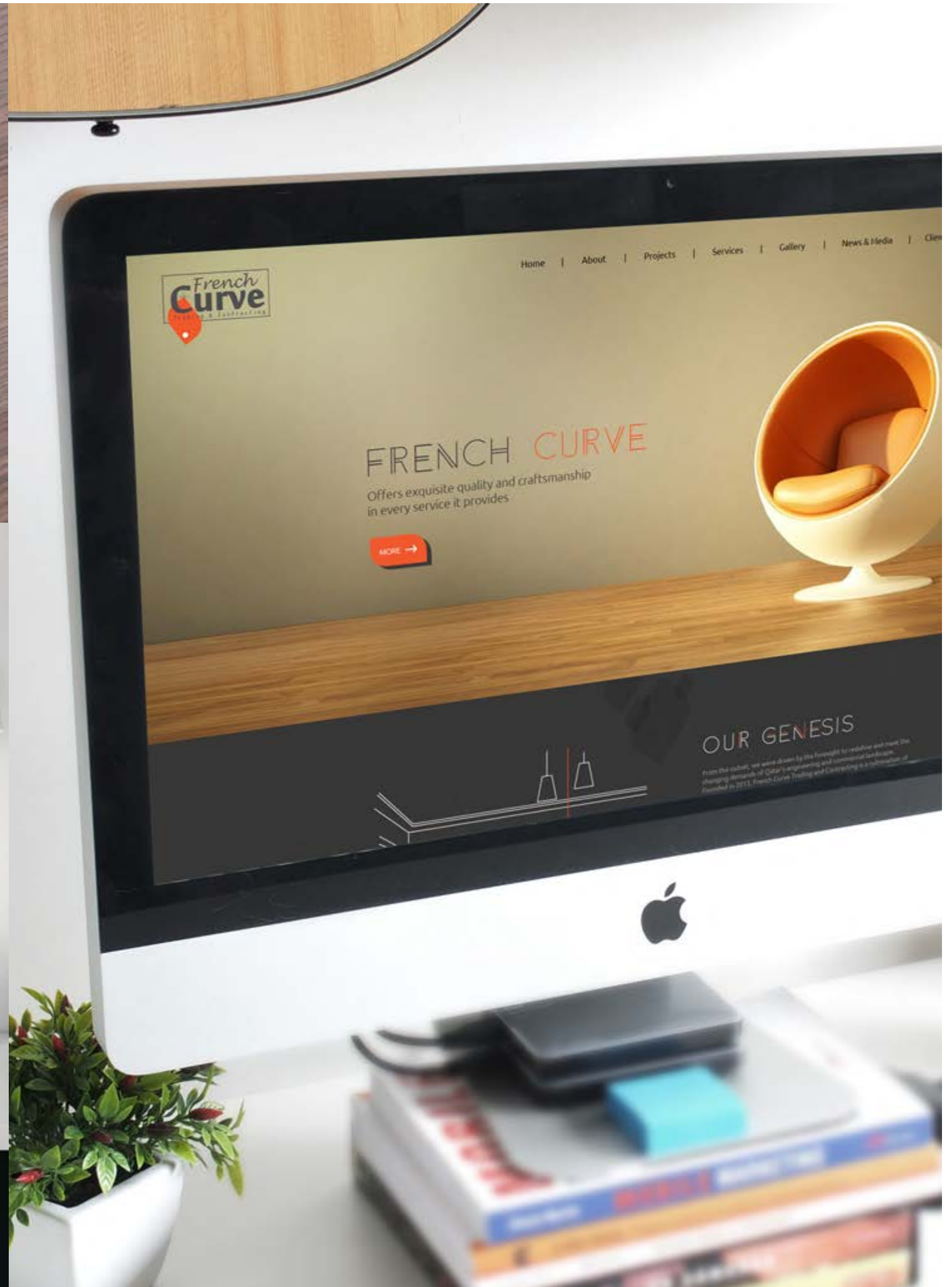
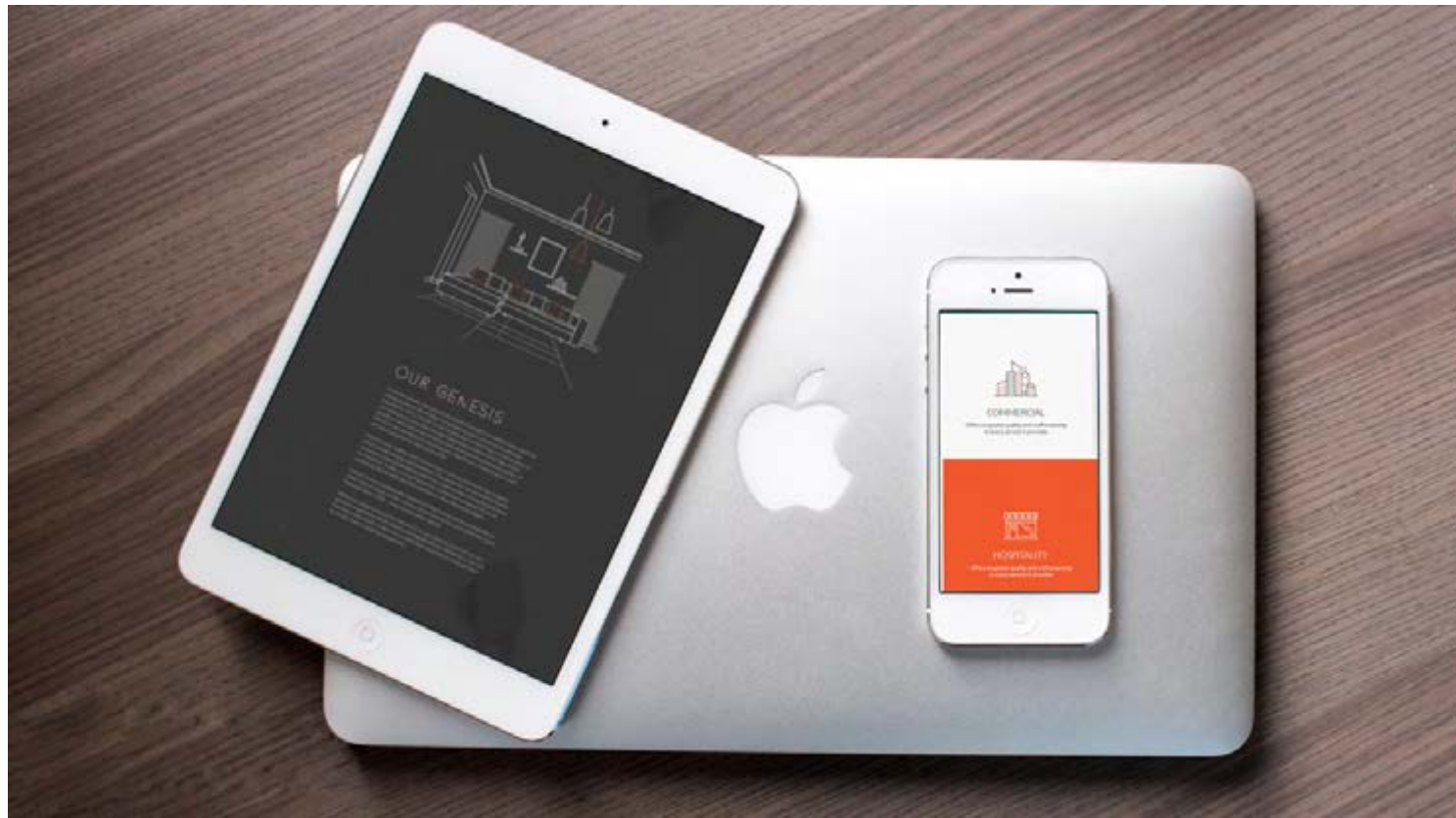
السليطي للمحاماة والاستشارات القانونية  
AL SULAITI LAW FIRM







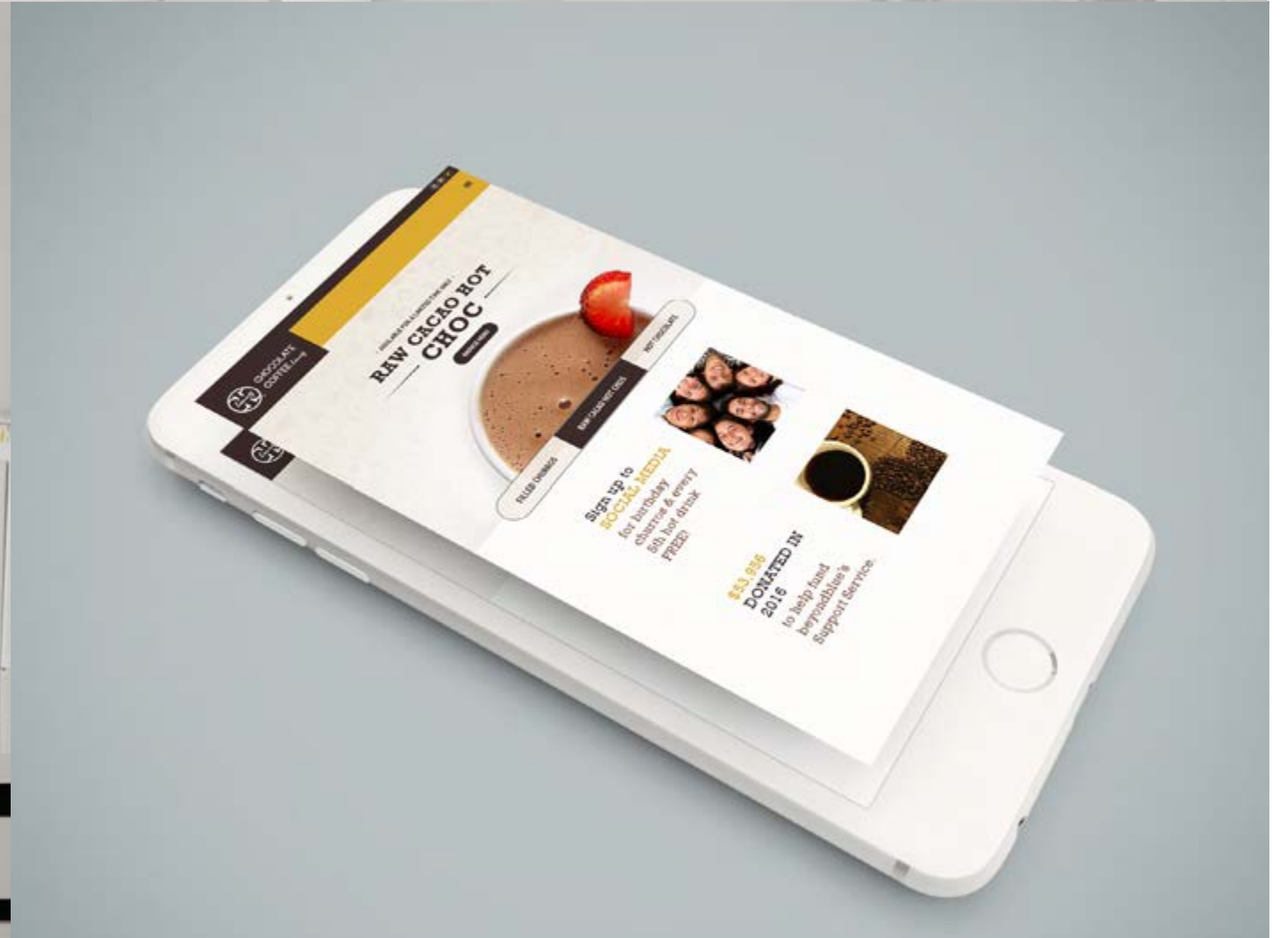
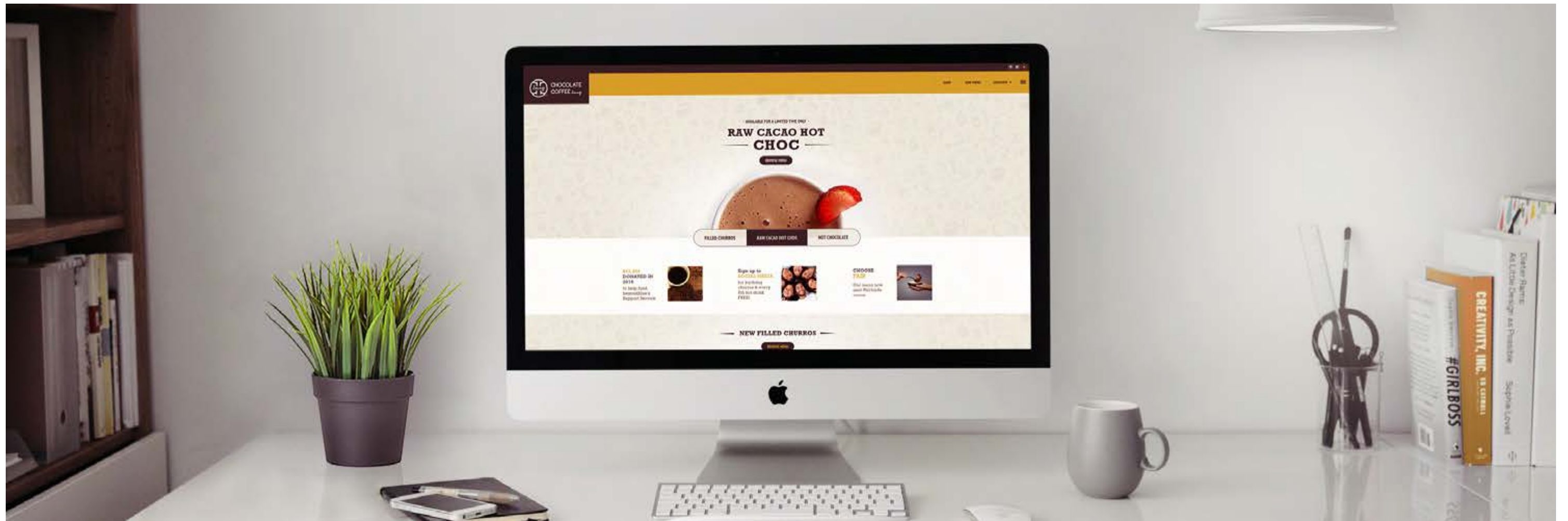






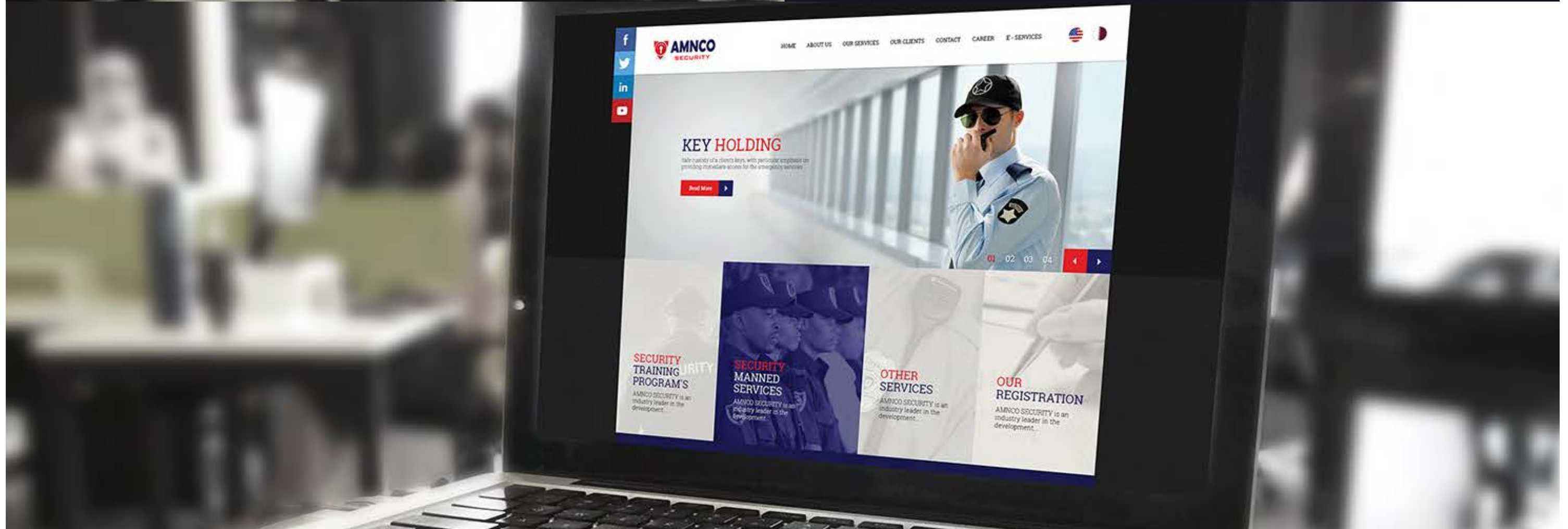


CHOCOLATE  
COFFEE *lounge*

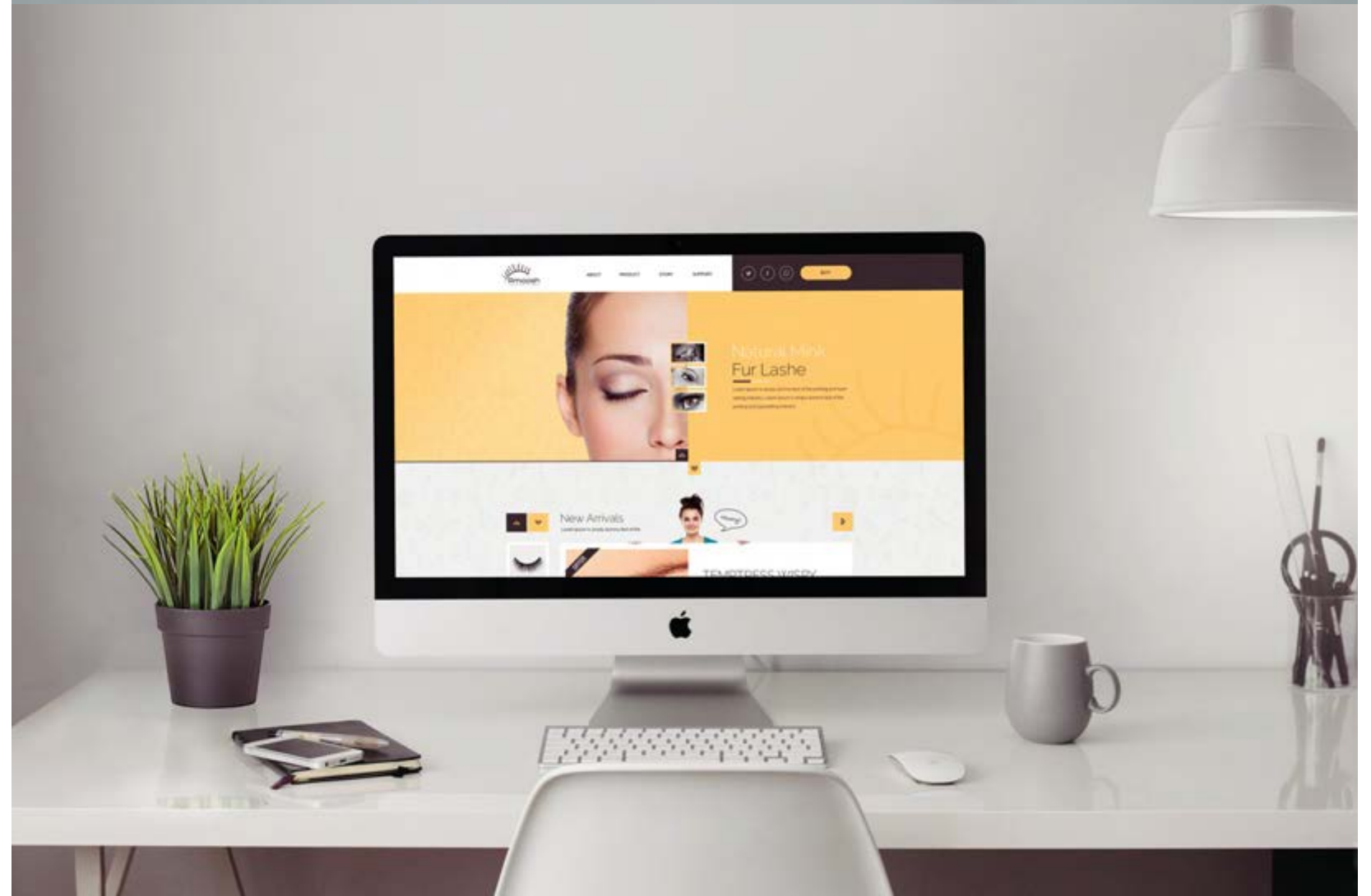


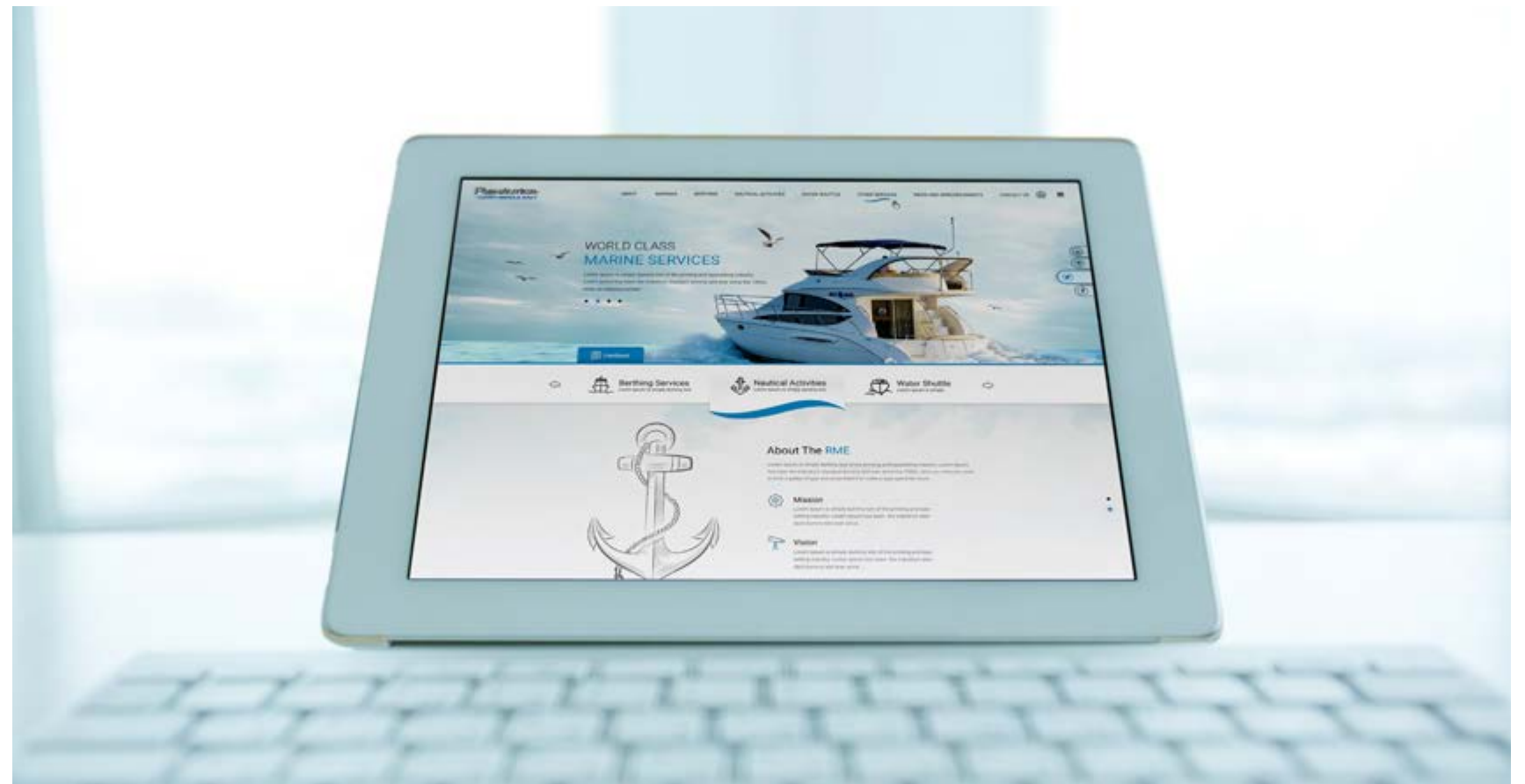




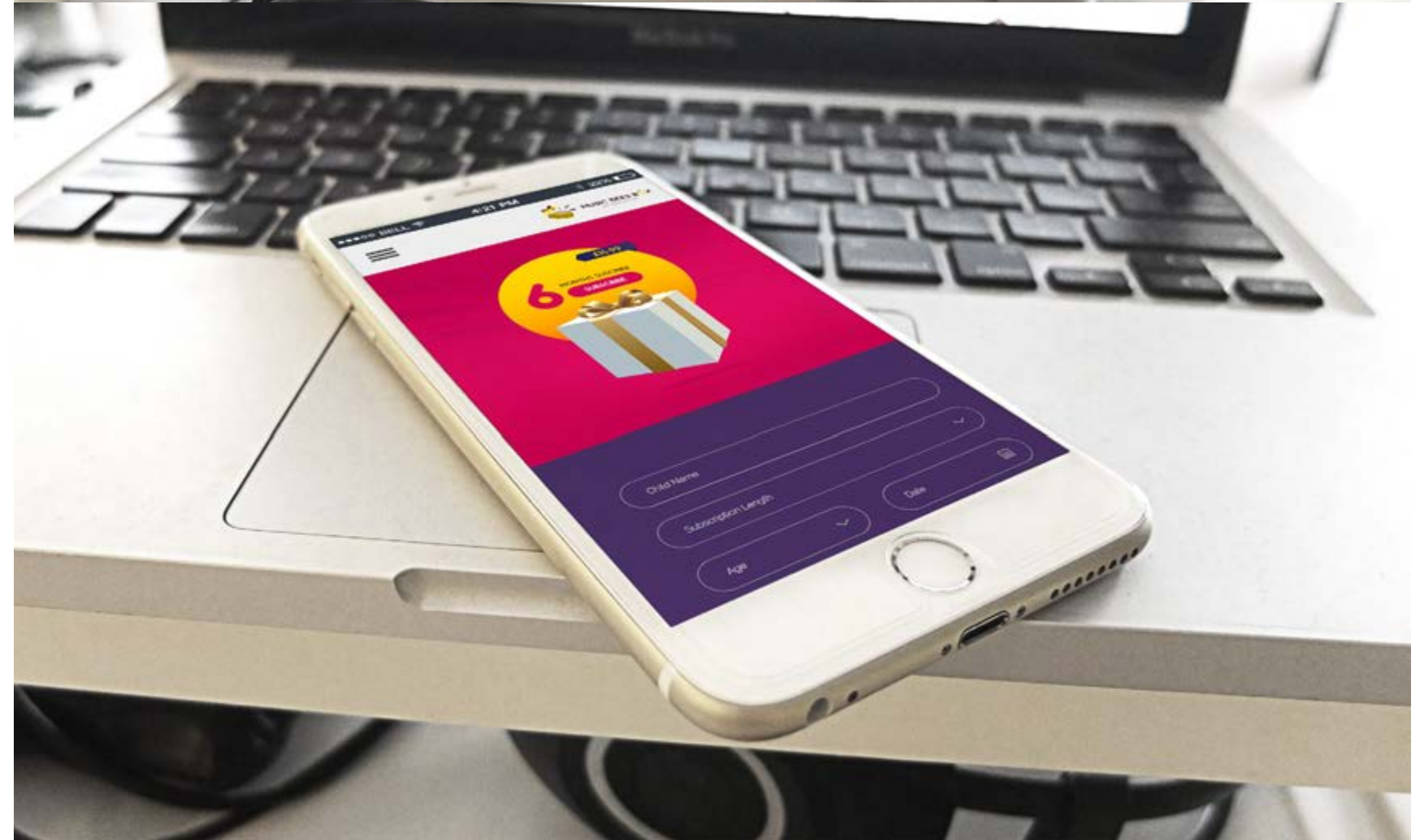
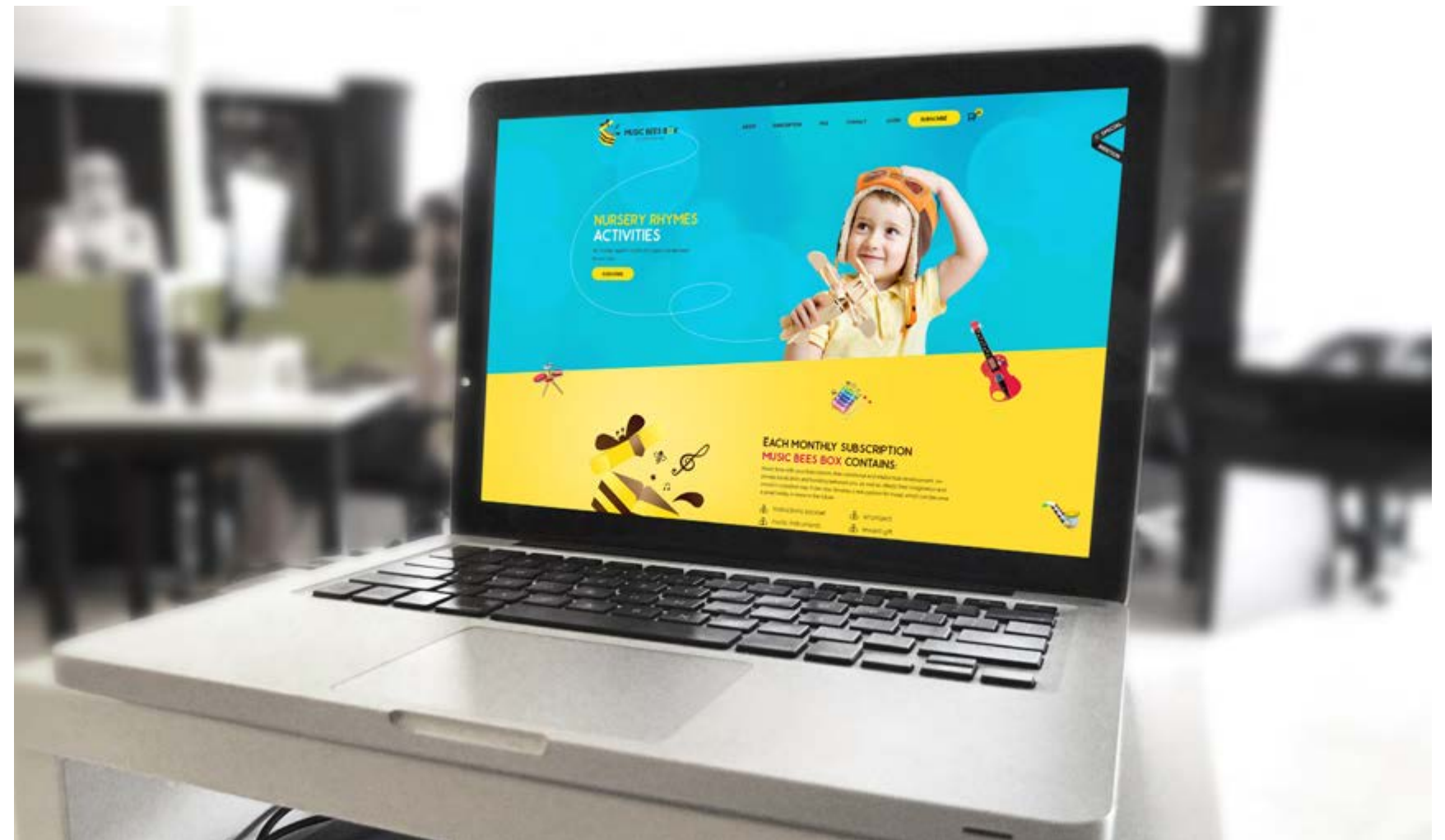




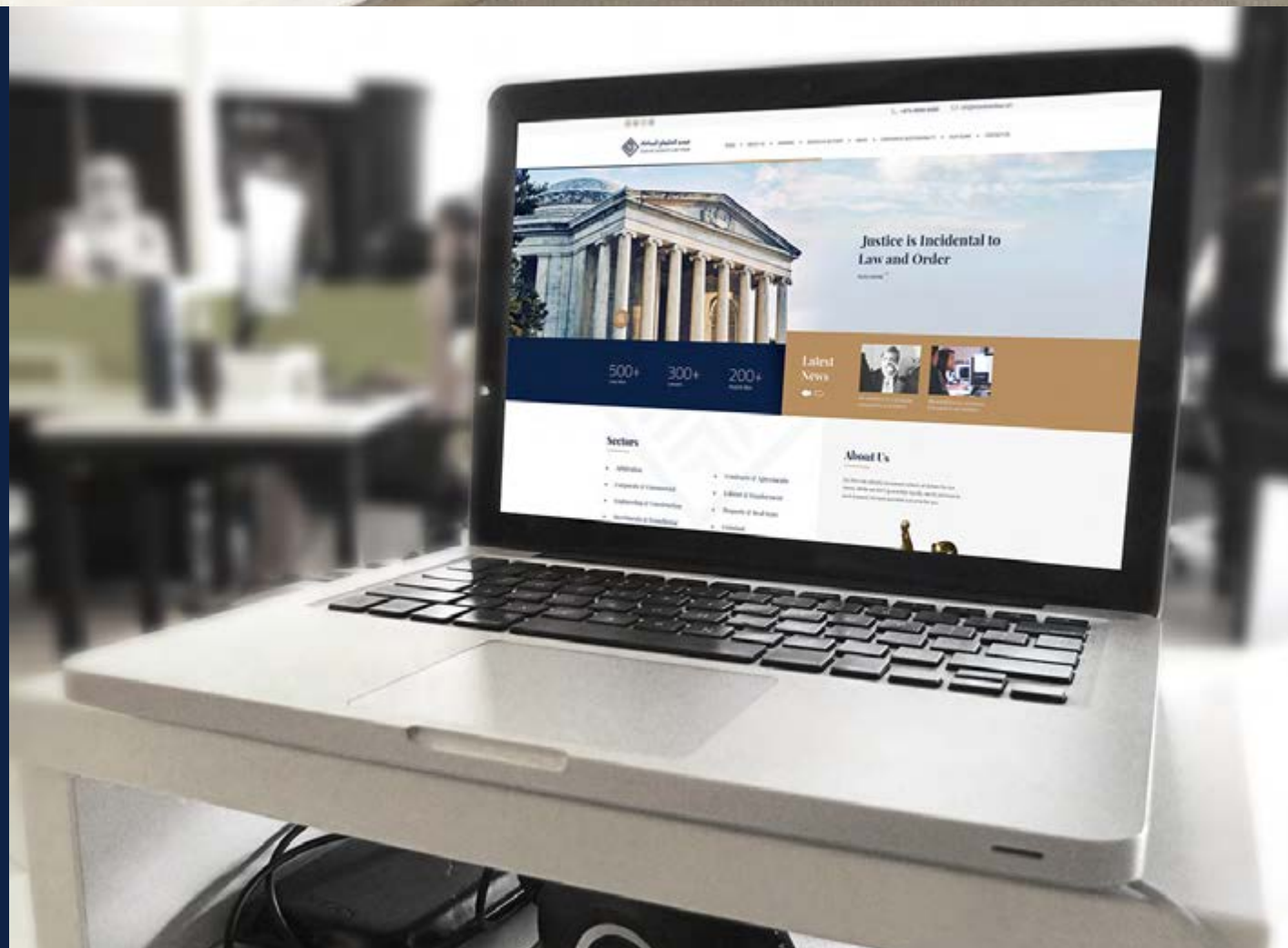
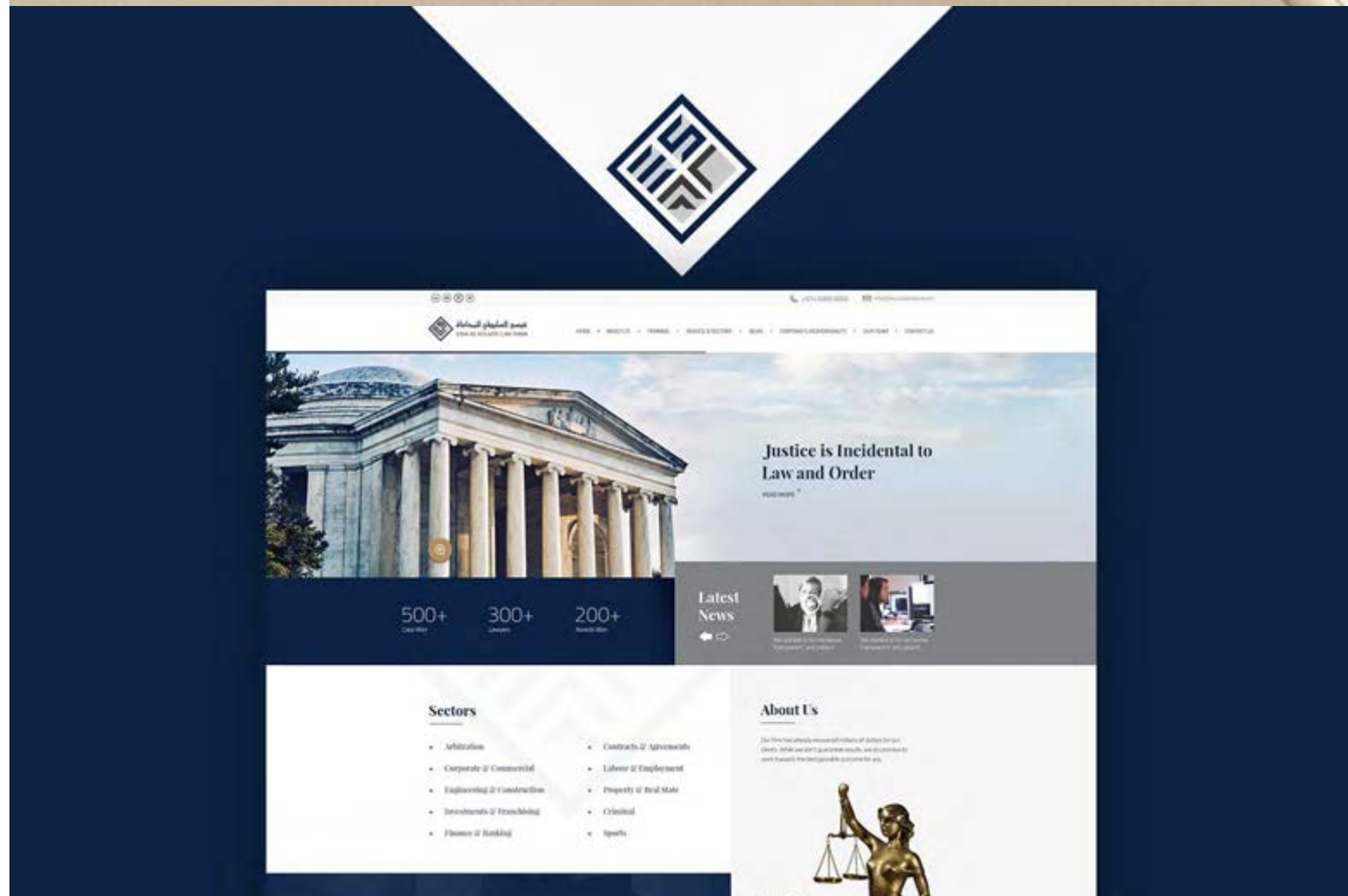
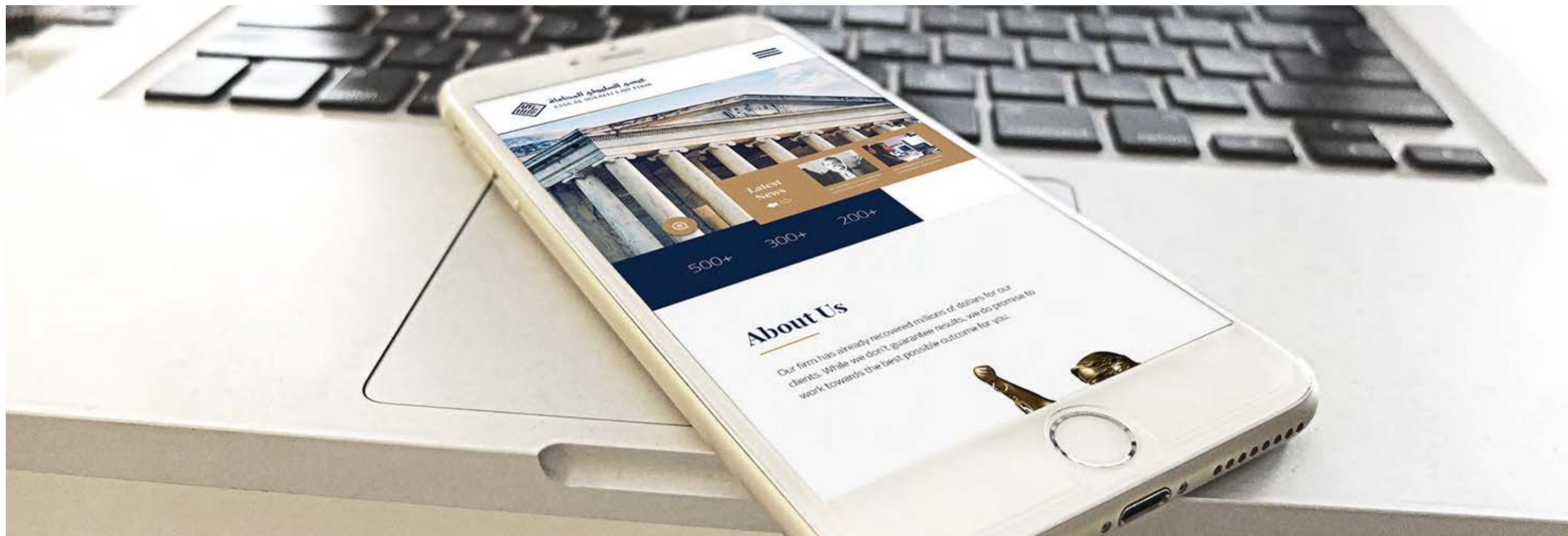












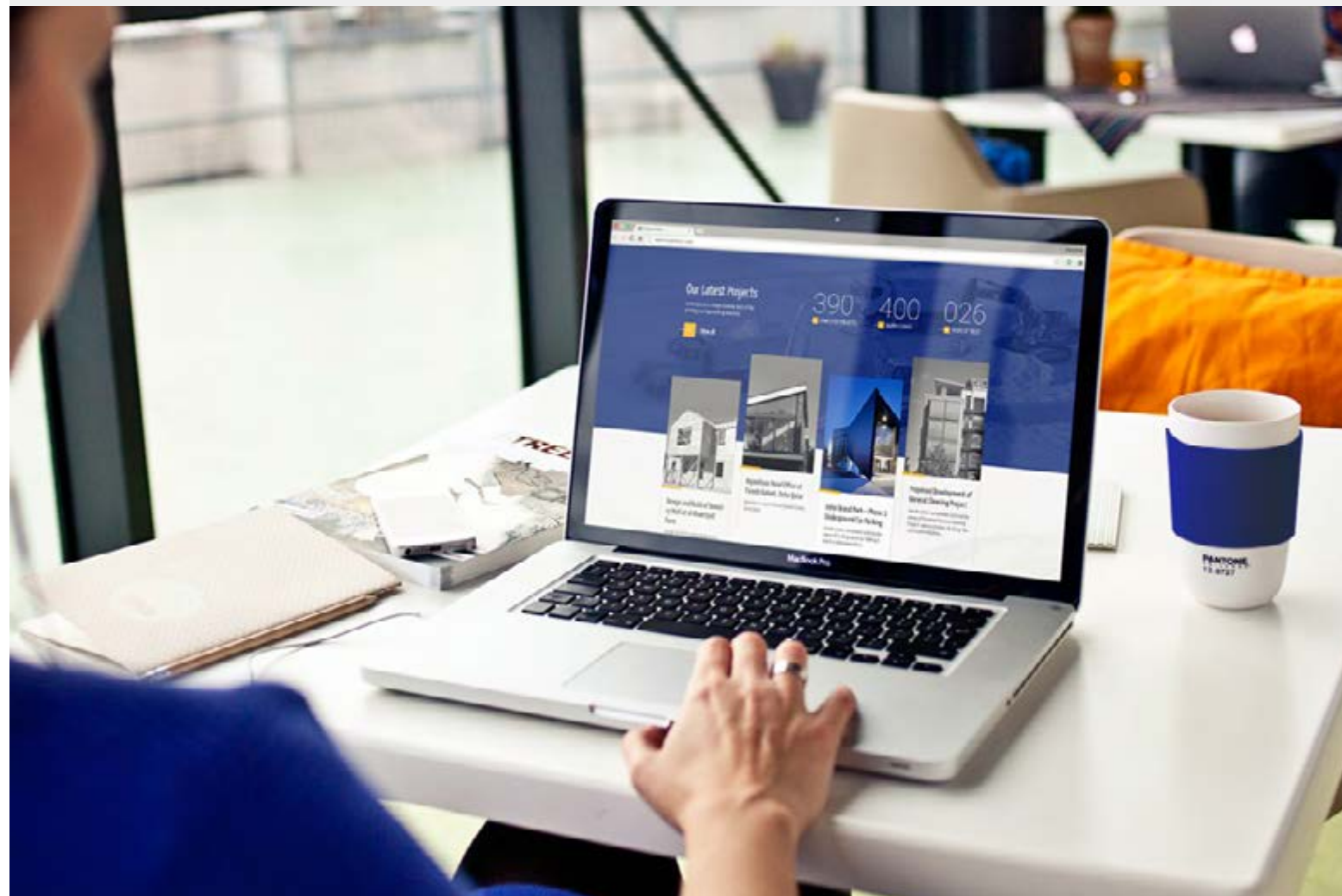




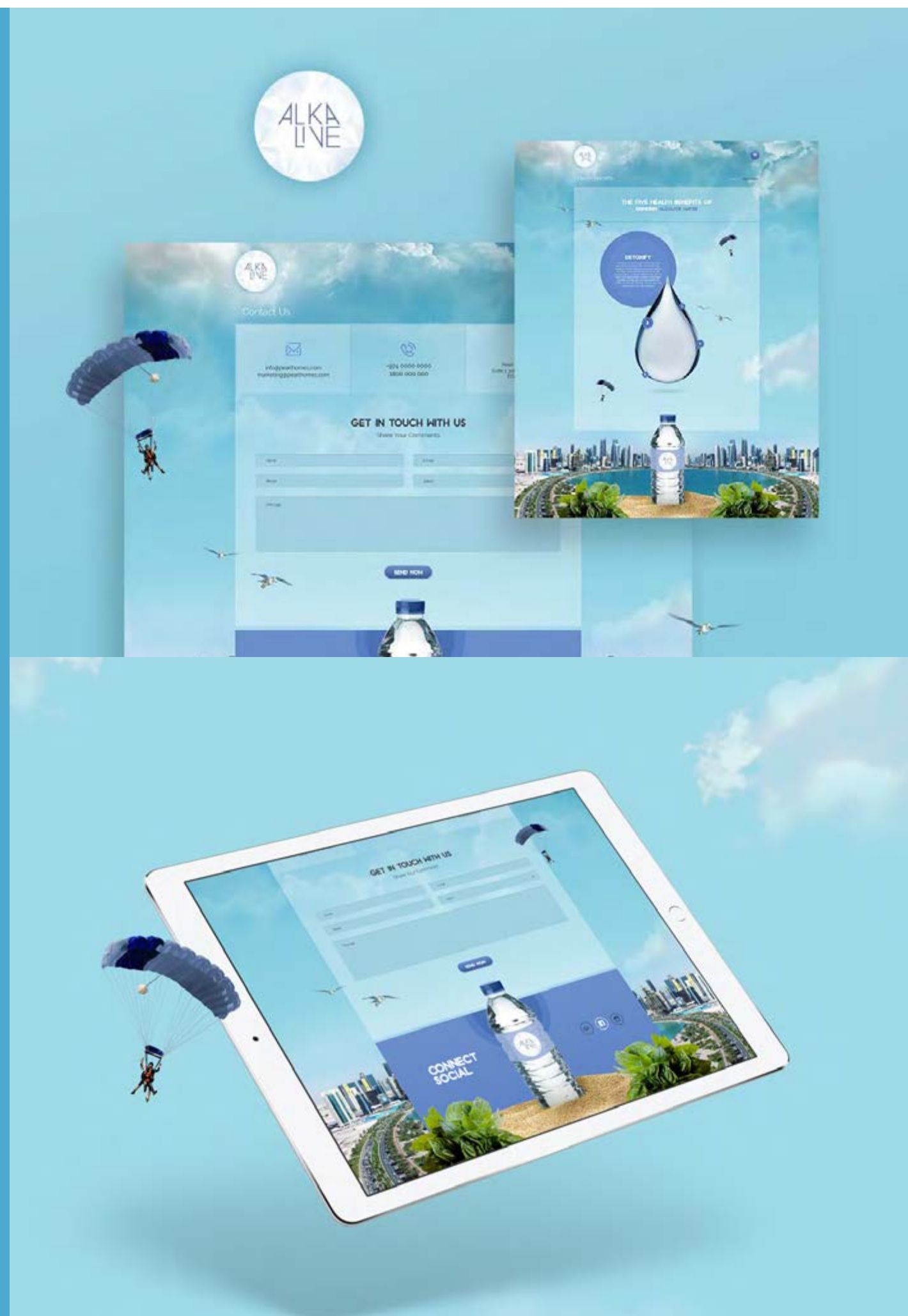
# BOJAMHOOR

Trading & Contracting

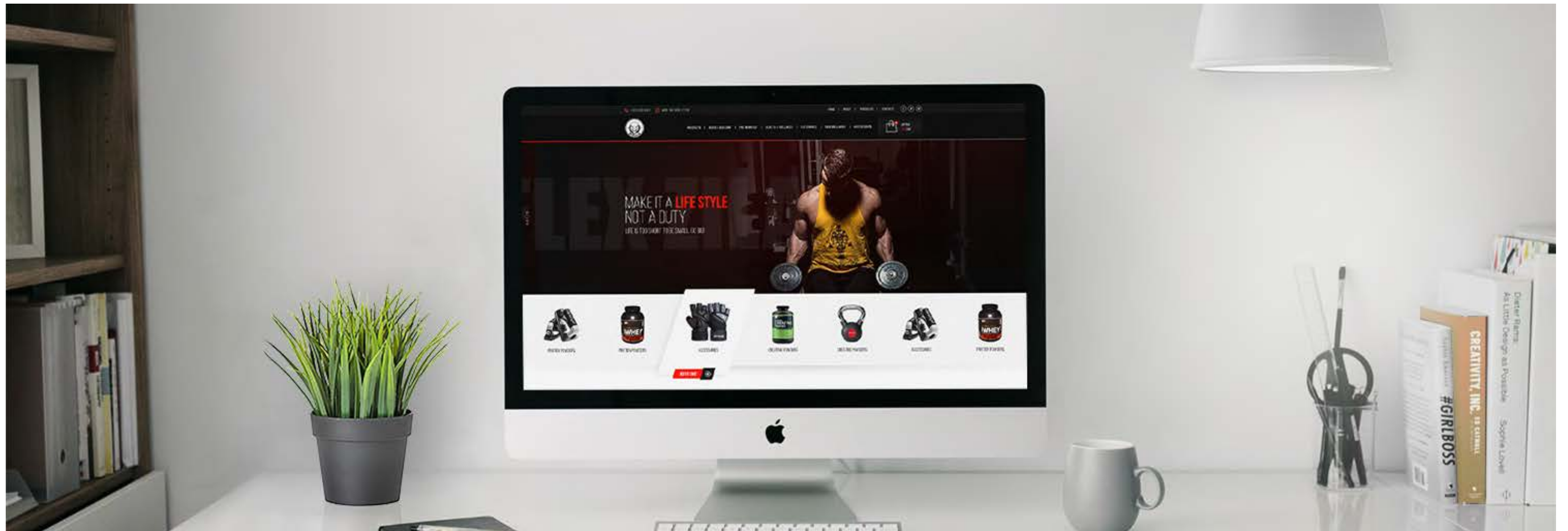
بوجمهور للتجارة والمقاولات







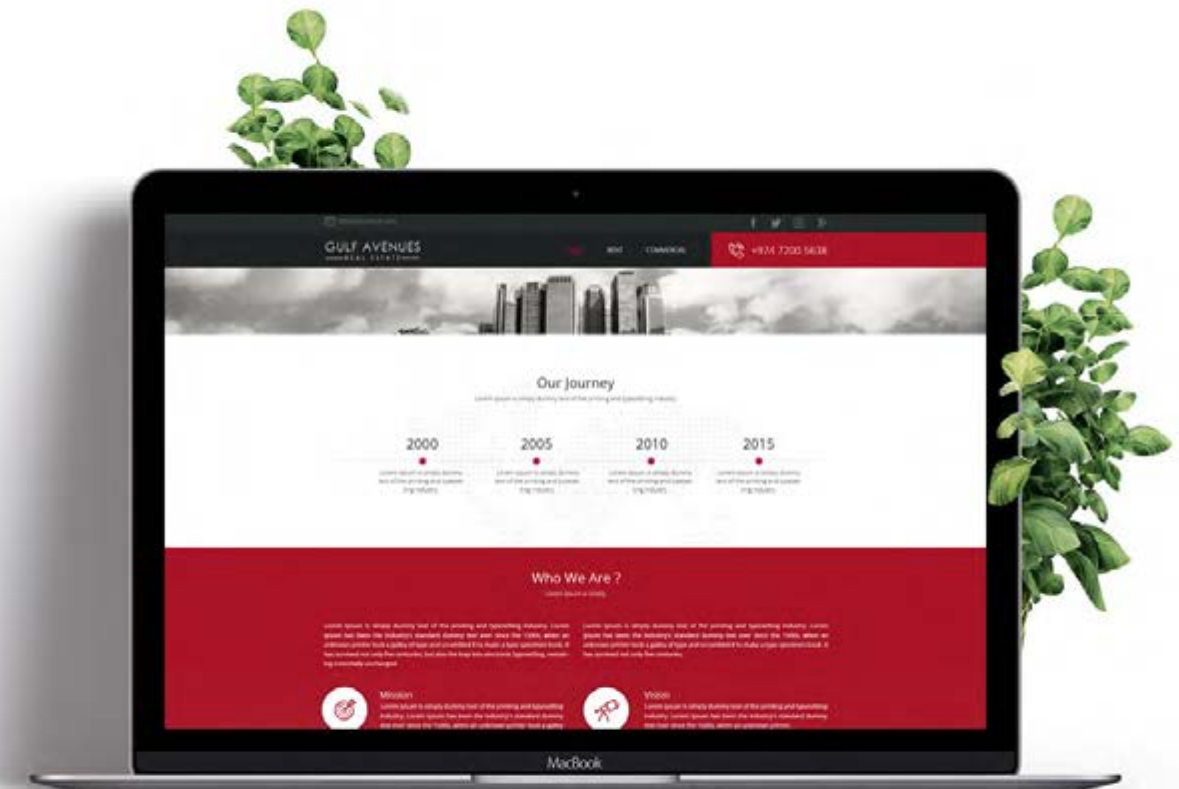
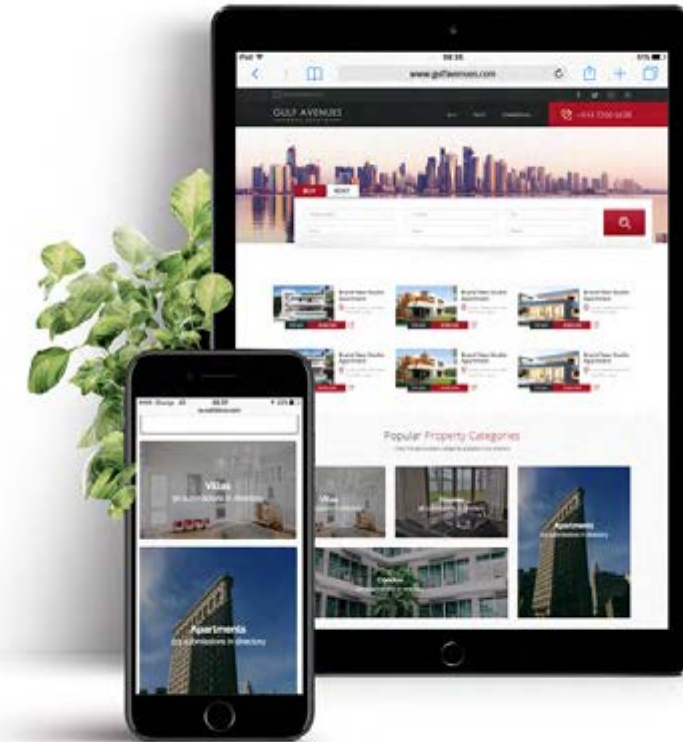
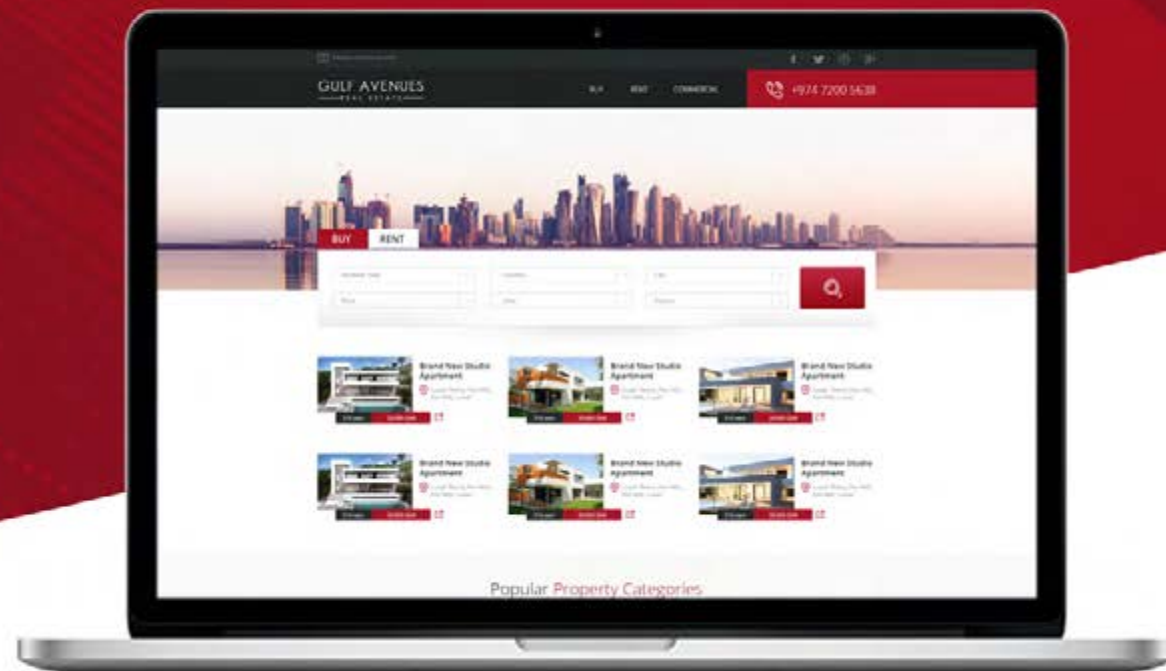






# GULF AVENUES

— REAL ESTATE —





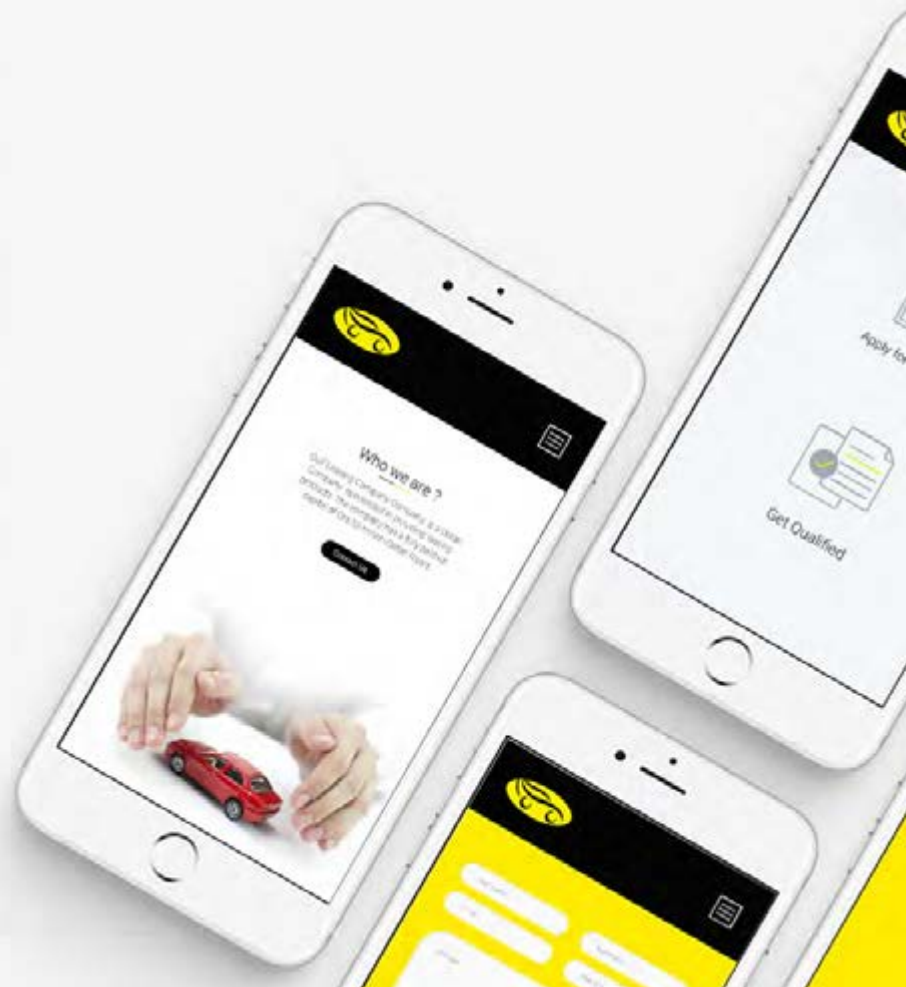
## Mobile Composition

### Adaptability and Consistency

The website was designed to be screen agnostic so that anyone was able to experienced the site regardless of their device or screen size

All elements were designed to be scalable for a variety of screens.

The typography was adjusted across a variety of breakpoints to make sure the information was highly readable within any medium





- WWW.PEARLHOMES.QA -

# WEBSITE DESIGN

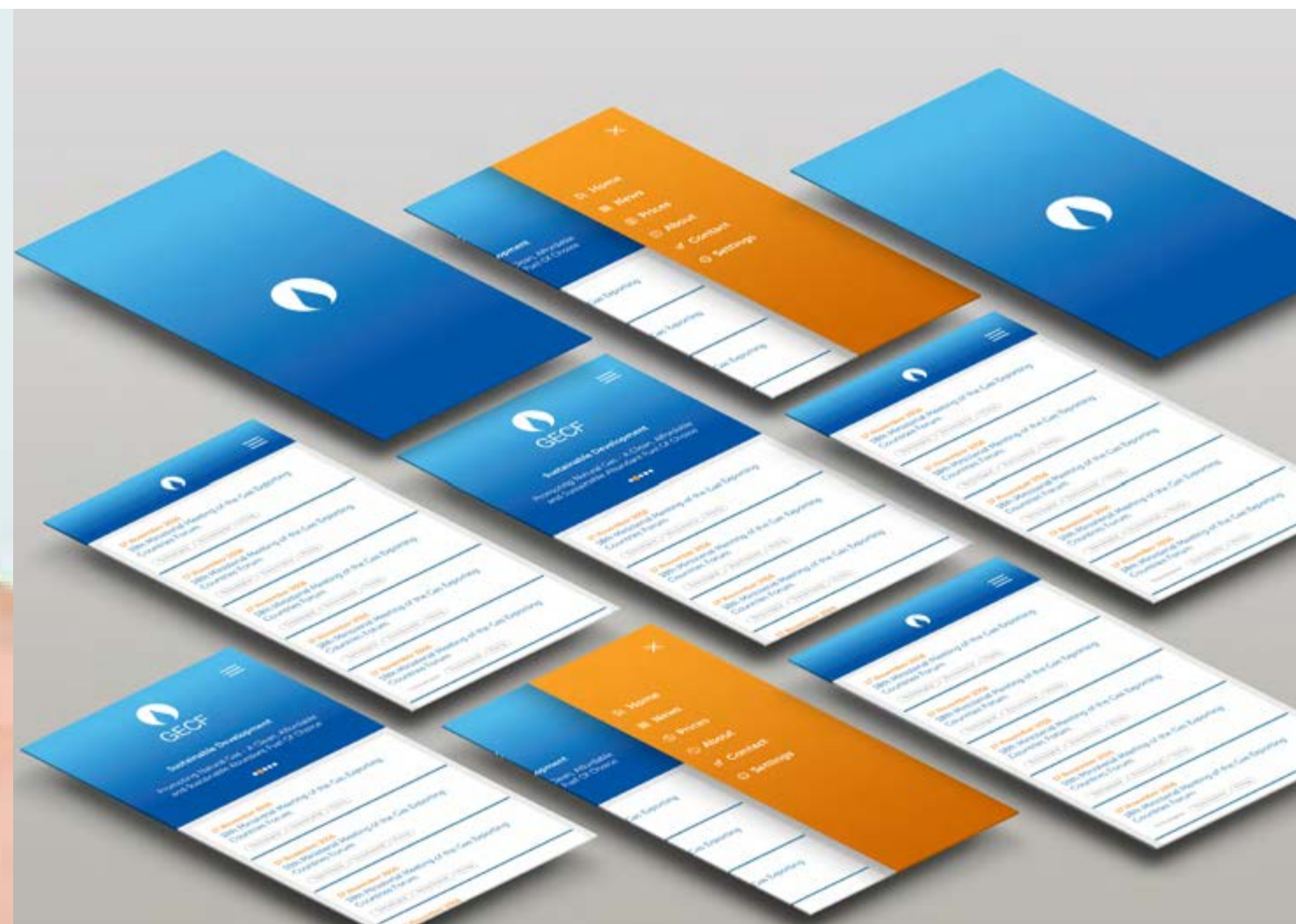




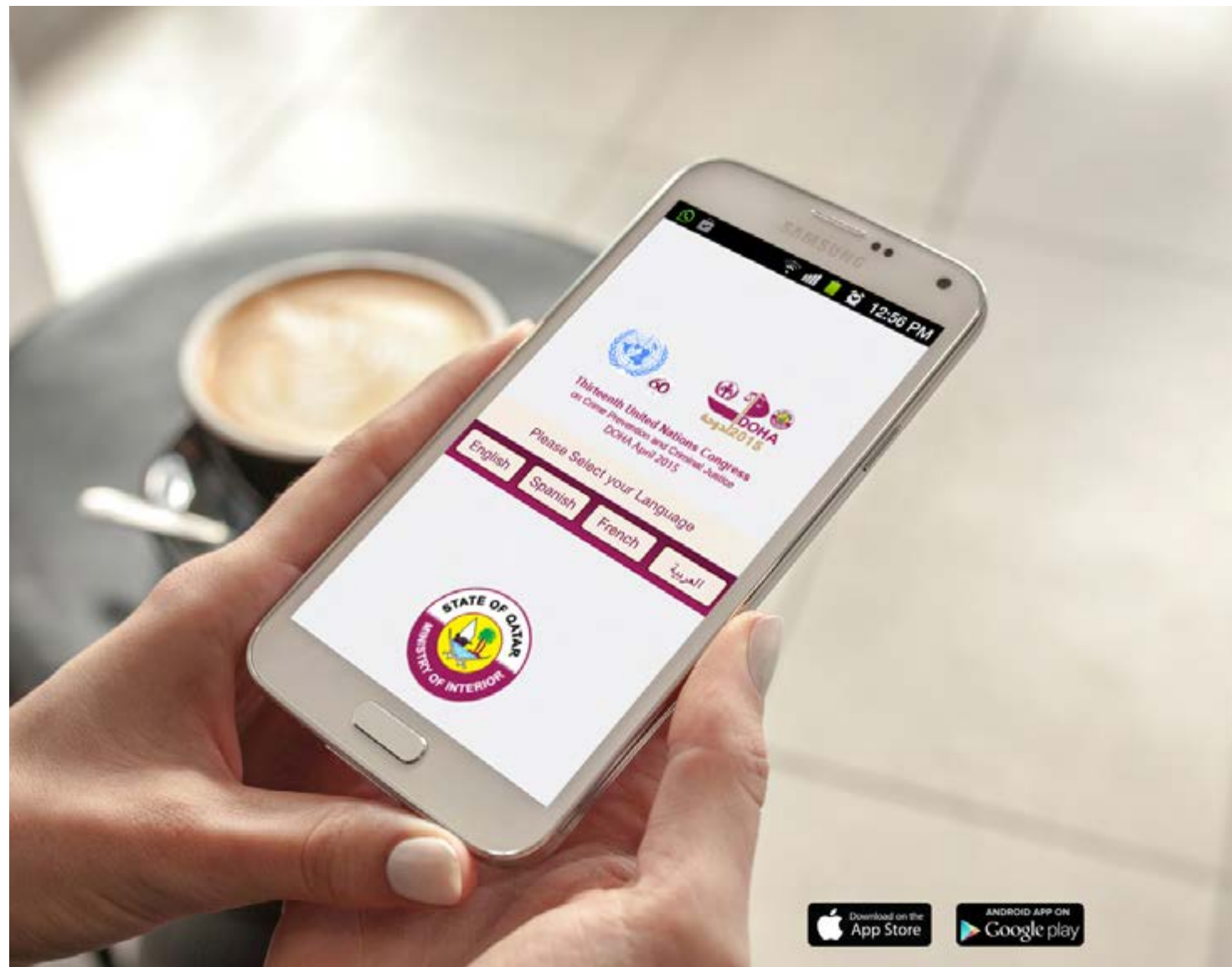




# MOBILE APPS







**GRAPHIC  
DESIGNING**

























THANK YOU