



“Authenticity is the benchmark against which all brands are now judged.”

John Grant

The New Marketing Manifesto

Brands — big and small — face the challenge of remaining authentic to their customers’ changing needs.

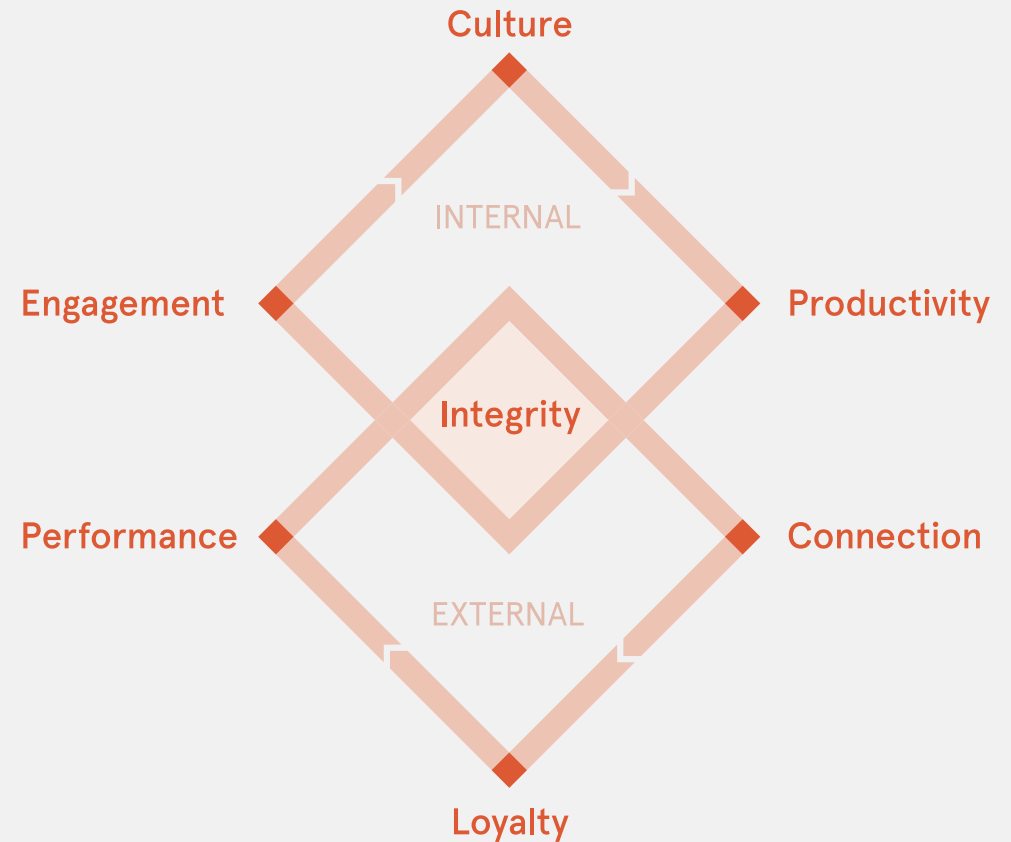
Rehla Design helps reignite purpose and maintain consistency across touch-points, enabling brands to uphold an integrity-driven approach.



Success may come and go, but integrity is forever.

At Rehla, the pursuit of integrity sits at the heart of all that we do. Integrity connects people because it forges meaning beyond the ephemeral.

Visionary brands inspire and engage employees, fostering a better work culture and increased productivity.



Similarly, strong brand presence strengthens connection, resulting in loyalty and better market performance.

OUR FOCUS

**BRAND
STRATEGY**

**COMMUNICATION
DESIGN**

**ENVIRONMENTAL
GRAPHIC DESIGN**

**SOCIAL MEDIA &
WEB DESIGN**

Rehla Design is a strategic design^{1 2} consultancy.

We craft brands, spaces and experiences that are purposeful³ and integrity-driven.⁴

1. What is strategic thinking?

Strategic thinking is not just a tool for large companies seeking macro growth.
Strategic thinking is about building brands from within. By employing a specific set of human-centered tools, strategic thinking enables an accurate understanding of customer behaviours that drive brand loyalty.

2. What is design?

Design is not just about making something look good.
Design is about understanding the story behind people and their experiences, and creatively incorporating such anecdotes in a captivating form.

3. What is purpose?

Purpose is not a fluffed-up statement to be stuck on walls.
Brand purpose is what drives an organisation by capturing the hearts and minds of employees and customers alike. It is the guiding light that enables you to steer ahead with conviction.

4. What is an integrity-driven approach?

Integrity is not just confined to ethics and morals.
When integrity drives a brand, its values resonate across all offerings and engages audiences authentically, becoming an integral part of the organisation.



Are you prepared for
the journey ahead?

What is your brand story; does it motivate customers and inspire your employees?

What is the most compelling aspect of your brand — does it truly stand out?

Does your brand authentically connect with audiences to deliver meaningful experiences?

Does your brand communicate your values consistently across touchpoints?

Do you have a process to effectively reach out and address your audiences' concerns?

Is your brand well-poised to meet evolving expectations and weather market changes?



Meaningful Innovation

Successful brands hold meaning for its users. We strive to build systems that communicate purpose and coherence, so your brand leaves an indelible mark.



Trend Research & Analysis

We collaborate with your team and reach out to your customers to unpack trends and unravel insights pertinent to your organisation/industry/region.



Ideation & Visioning

We facilitate workshops and visioning sessions to generate and map out new ideas in a systematic way, to co-create new futures for your brand.



Opportunity Space Assessment

We critically chart and analyse industry-specific white spaces, to give you an understanding of opportunities for innovation and growth.



Value Proposition Design

We work closely with you to craft a compelling brand story for offerings that accurately address your clients' needs.



Brand Strategy & Positioning

Our team helps you develop a cohesive road-map of initiatives for your organisation to credibly deliver on your value proposition.

Experiential Design

We believe the true value of design is based on how users experience it. With this as our guide, Rehla builds brands that are integrated, creative and impactful.



Visual Identity Design

We design striking visual identity systems reflective of your brand's values — so what you see on the outside is a true reflection of your brand's inner core.



Communication Design

We iterate your brand's key messaging into a variety of print materials including brochures, posters and marketing materials to equip you with tools you need.



Infographic Design

By transforming mounds of information into key data, we enable your audiences to develop a visual understanding of your most important messages.



Packaging Design

By focusing on brand cohesiveness, we curate packaging design materials that balance function with aesthetics, to stand-out from the crowd.



Brand Activation

Through powerful graphics and messaging, we shape experiences that emotionally resonate with your employees and customers alike.



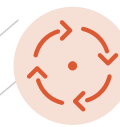
Your brand is not just a visual representation of who you are but a north star to direct where your business can go — and grow.

Our methodology uncovers rich insights, creating impactful brand experiences.



Explore

We explore who you are as a company, strengthening your vision, culture and capabilities.



Transform

We combine research and creativity to unearth opportunities, leading to transformational results.



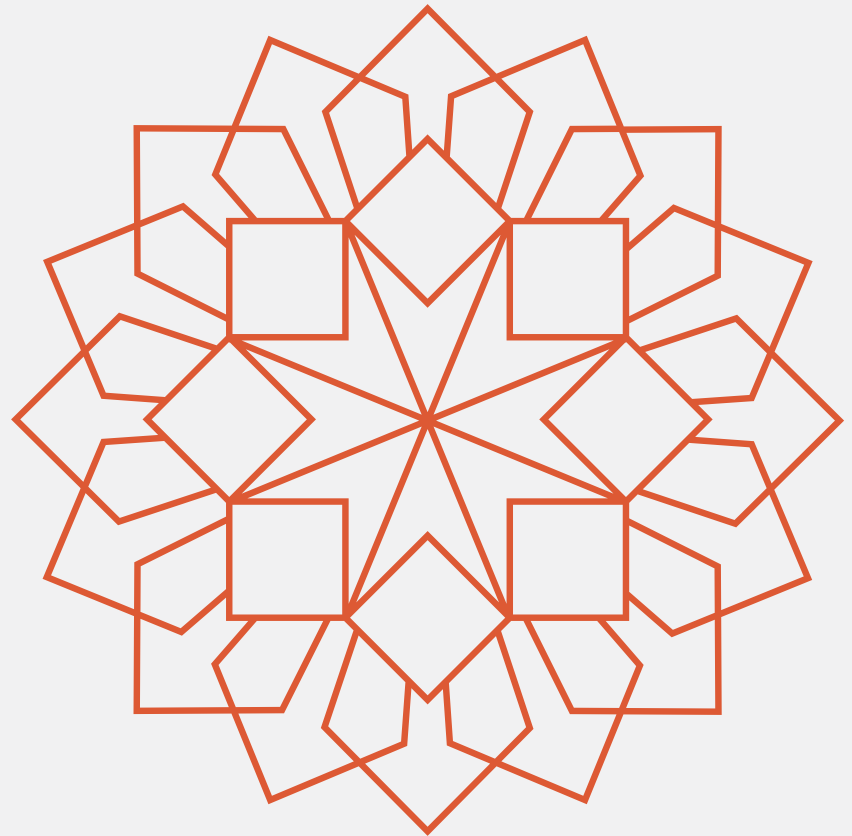
Achieve

We harness your brand's power to achieve products, services and experiences that are memorable.

We focus on building brands that create value for people within and extend value outwards in service, while keeping integrity at the core.

Rehla Design is an independent design strategy studio. Our team consists of a network of cross-disciplinary experts whom we partner with to meet project-specific needs. This approach ensures creative and targeted thinking across projects — whether big or small.

We find meaning in building coherent brand identities that are rooted in purpose. We seek to constantly engage your audiences authentically and honestly by using elements of storytelling, as we know how a single meaningful connection can build lasting belief.



We are introspective thinkers and expressive designers.

We are globally educated and locally connected.

We are champions of the pen, in both word and art forms.

We are on a journey to make your brand more meaningful and memorable.

Let's calibrate your brand compass to
achieve your true potential, together.



REHLA DESIGN

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