

Creative design & marketing for the education sector



Formulate

We are Formulate.

A full service creative agency based in Dubai, specialising in branding and design.

At Formulate we deliver customer-focused branding that really works. Visually impactful, dynamic, and with a long shelf-life, our branding successes prove that we can take your business to the next level.

We work with schools, universities and educational establishments to design and deliver high-quality, creative, branding, marketing and communications collateral that really makes an impact.



Theo Adamson
Creative Partner
theo@formulatecreative.com



Dan Brown
Creative Partner
dan@formulatecreative.com

(What we do)

Brand Strategy

Brand Identity

Graphic Design

Web Design

Content Creation

Copywriting

Testimonials

Our creative team



Theo Adamson
Creative Partner

Theo studied Graphic Arts and Design at Leeds Metropolitan University, migrating to Dubai in 2013 where he quickly settled into life in the sunshine, working for a local creative agency on projects for high profile clients within the region. Today, he's the brains behind Formulate's branding, print, digital, environmental, and packaging design.



Dan Brown
Creative Partner

Dan has been a designer for over 10 years and received a BA(Hons) in Visual Communication: Creative Advertising & Graphic Design from the Birmingham Institute of Art & Design. Complex creative briefs are what get him out of bed in the morning, and he specialises in delivering viable solutions quickly. With plenty of experience working with Middle East clients, he can turn his hand to anything from conceptual design, branding and brochure design to flyers, corporate materials, and web design.



Paul Sowerby
Brand Strategist & Copywriter

Originally a journalist in the UK, Paul has built up vast experience working in synergy with design teams to, define, redefine and evolve brand strategies.

He is also an expert word-smith, weaving band stories and a master at determining and implementing a brands tone of voice.



Charlotte Woods
Senior Account Manager

Charlotte is an exceptional account manager and skilled organiser who excels at keeping the studio on track and managing projects from conception to completion. She works closely with our clients to understand their requirements and ensure the agency not only meets deadlines but exceeds expectations.



Joanna Abou Khalil
Graphic Designer (Arabic Speaker)

Joanna has a degree in Graphic design from the American University of Culture & Education Lebanon and a degree in Law from the Lebanese University. She enjoys crafting Arabic calligraphy and illustration and likes to bring these skills to her brand identities when she can. She also designs engaging social media campaigns and has worked with a range of clients in, both the consumer and corporate sector.



Chris Paquilt
3D & Motion Graphics Designer

Chris is an experienced multidisciplinary creative having experience of working with some of the UAE's biggest agencies. He is an expert when it comes to all thing animation, motion and 3D graphics, as well as being able to design and deliver more traditional 2d projects.



Mohamed Faramawy
Front-End Developer (Arabic speaker)

A Passionate and experienced Front-End Developer professional experience within the web development industry. Mohamed can Design and Develop User interfaces using JavaScript, HTML5, CSS, etc.. to build all aspects of the user experience and user interface. He is also a native Arabic speaker.

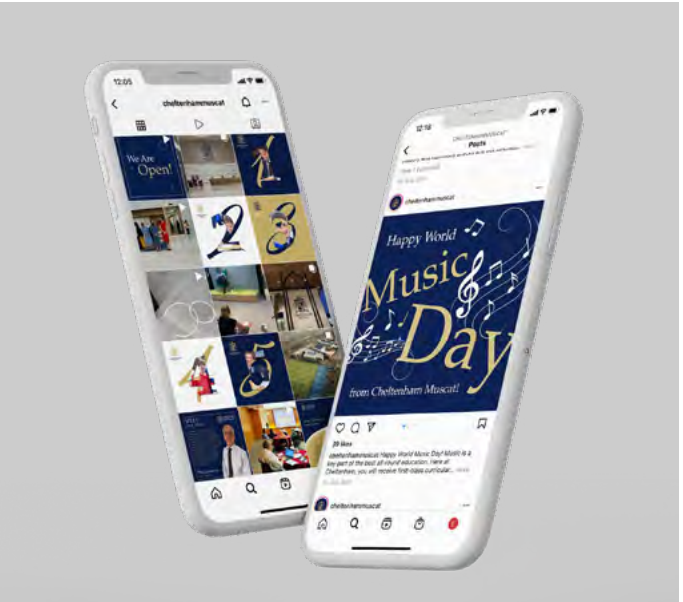
Our core services



Brand Identity



Social Media & Content Creation



Brand Strategy



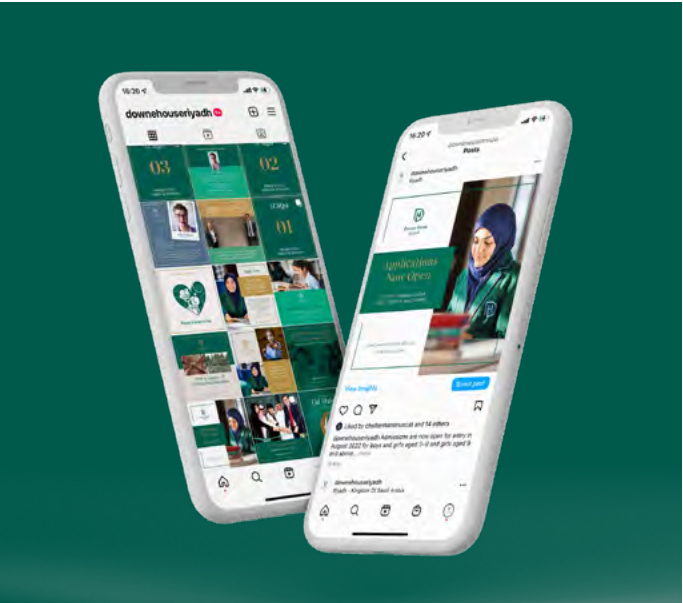
Web Design & Development



Digital Marketing



Graphic Design



Copywriting



Selected educational projects

Dwight School, Dubai - Collateral & Social Content



DWIGHT
SCHOOL DUBAI

Dwight School, Dubai - Collateral & Social Content



We have supported Dwight School for over five years, designing a wide range of collateral, including; yearbooks, stand design, prospectus and in school environmental graphics.



Dwight School, Dubai - Collateral & Social Content



Charter Schools, Abu Dhabi - Branding & Collateral



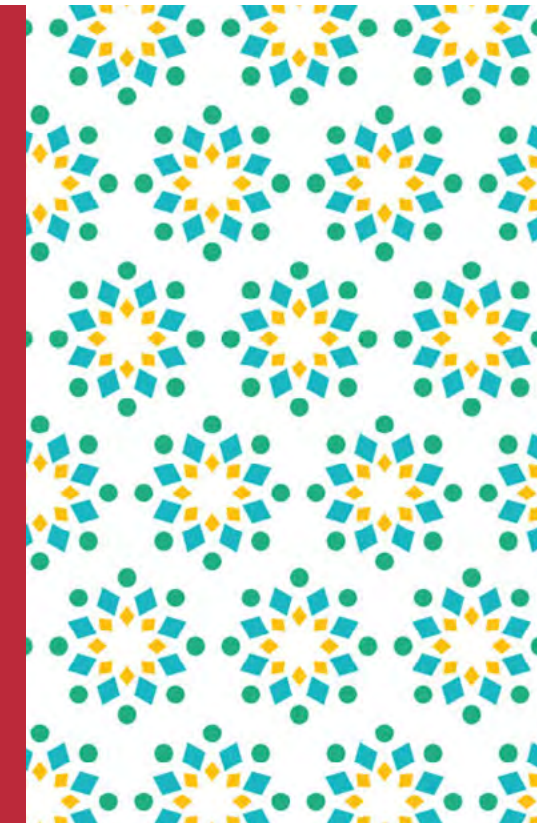
مدارس الشراكات التعليمية
CHARTER SCHOOLS

Charter Schools, Abu Dhabi - Branding & Collateral



The Charter Schools are a unique partnership between the government and the private sector to provide education in the Emirate of Abu Dhabi.

The brief was to design an iconic logo and brand identity that represented this synergy, and captured the inclusiveness and dynamism of the schools. It also had to be transferable between the large group of schools that make up the Charter Schools brand.

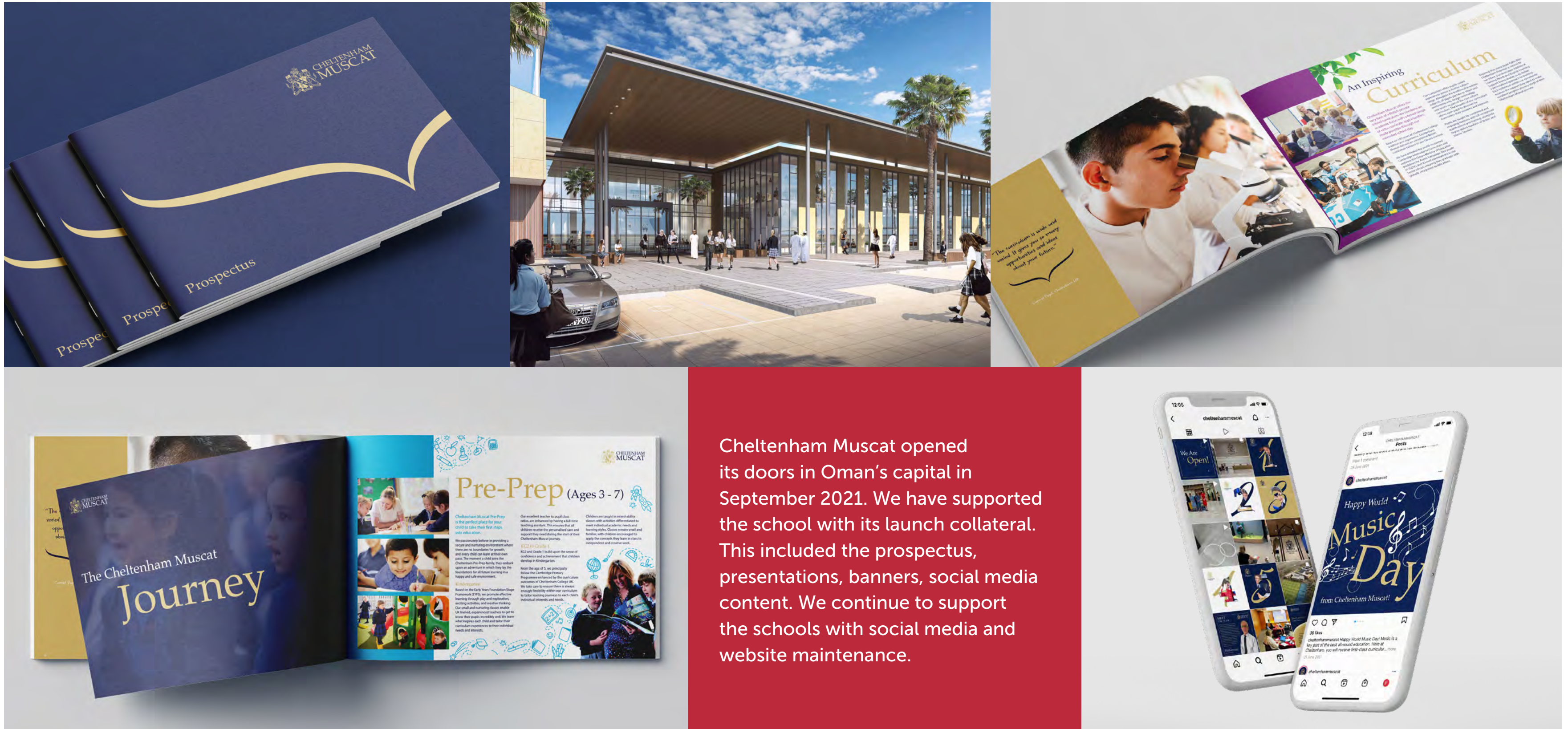


Cheltenham Muscat, Oman - Collateral & Social Content



CHELTENHAM
MUSCAT

Cheltenham Muscat, Oman - Collateral & Social Content



Cheltenham Muscat opened its doors in Oman's capital in September 2021. We have supported the school with its launch collateral. This included the prospectus, presentations, banners, social media content. We continue to support the schools with social media and website maintenance.

Cheltenham Muscat, Oman - Social Content Creation

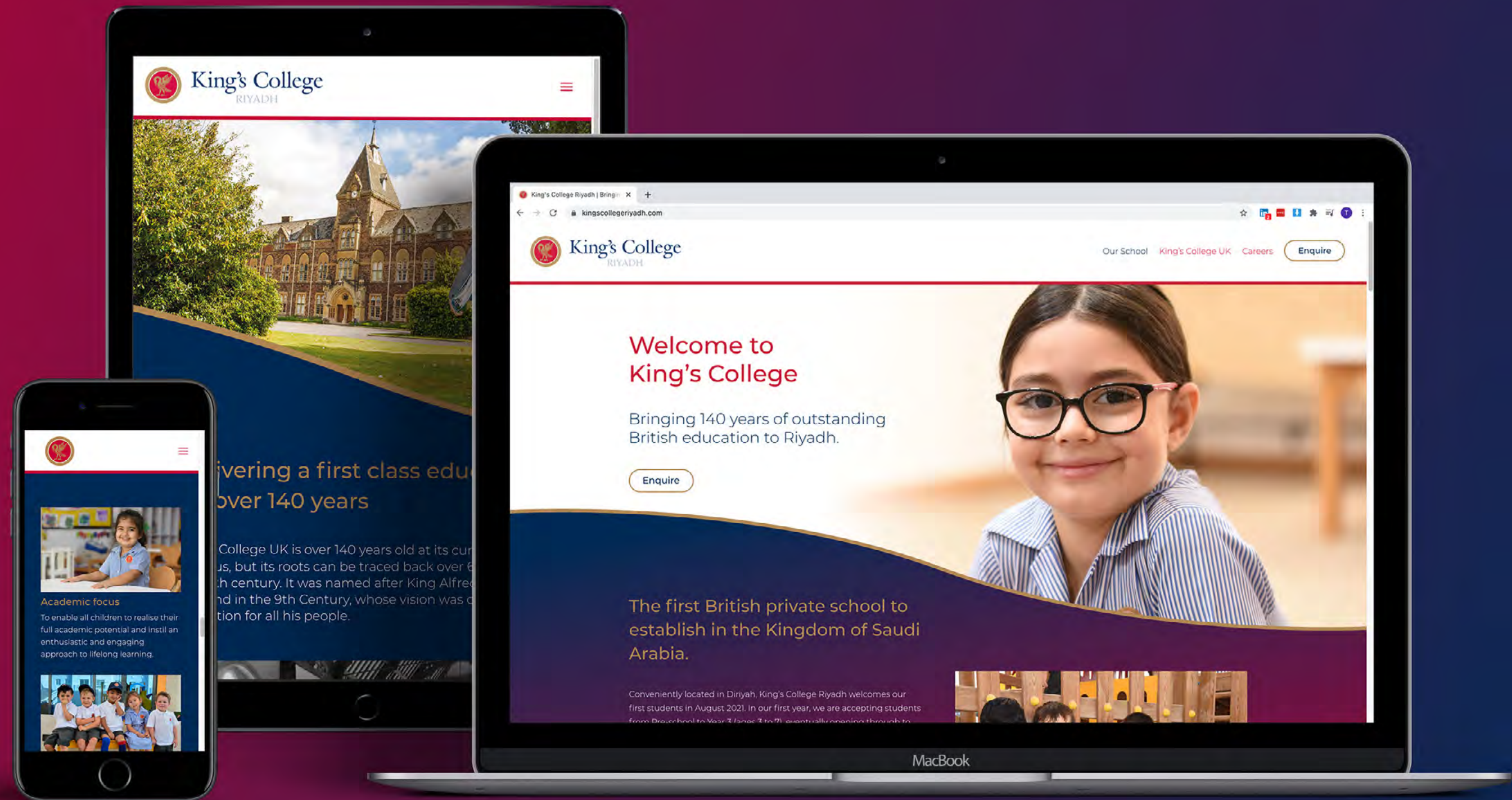


King's College Riyadh, KSA - Website Design & Build



King's College
RIYADH

King's College Riyadh, KSA - Website Design & Build



www.kingscollegeriyadh.com

King's College Riyadh, KSA - Social Content Creation

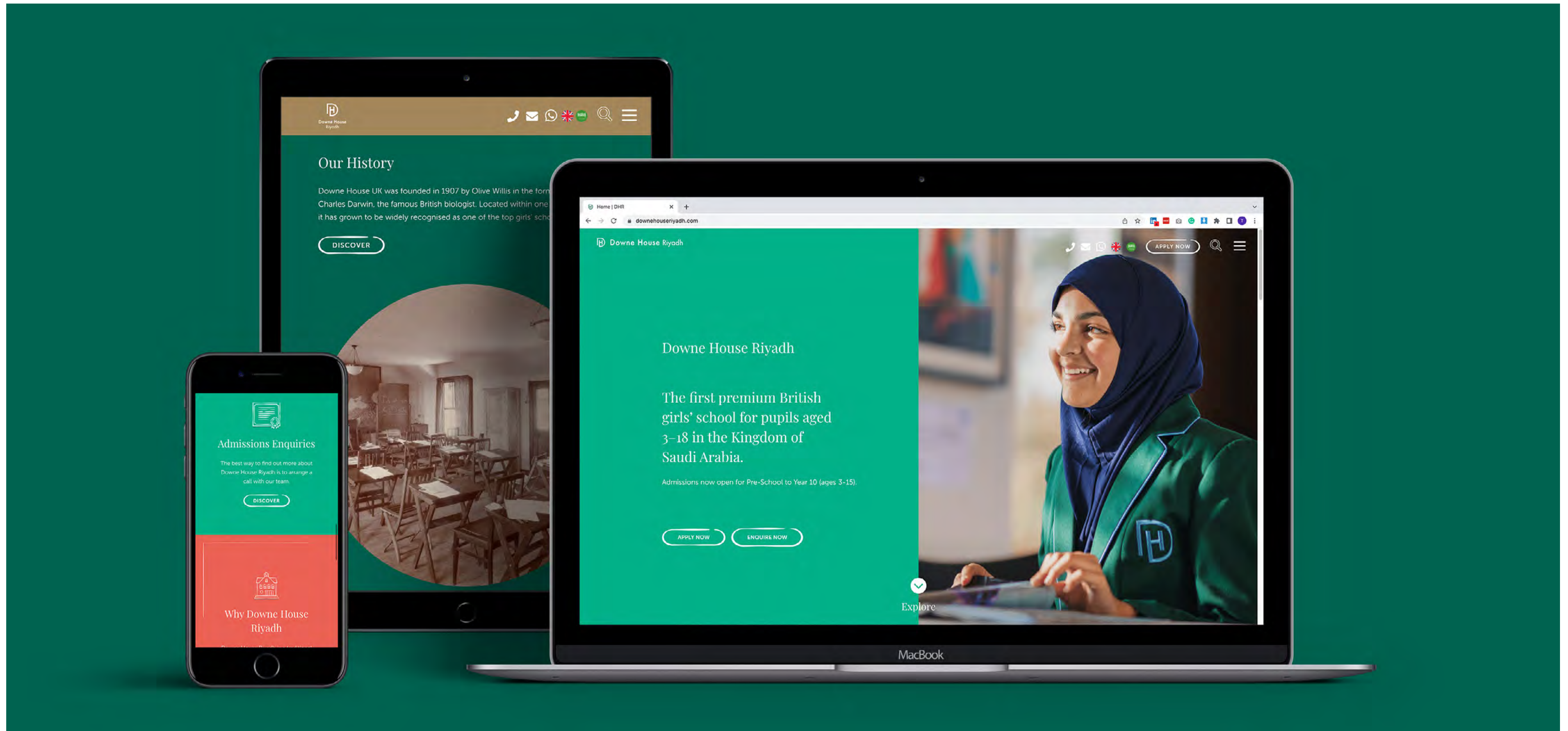


Down House Riyadh, KSA - Website (Dual Language) Design & Build

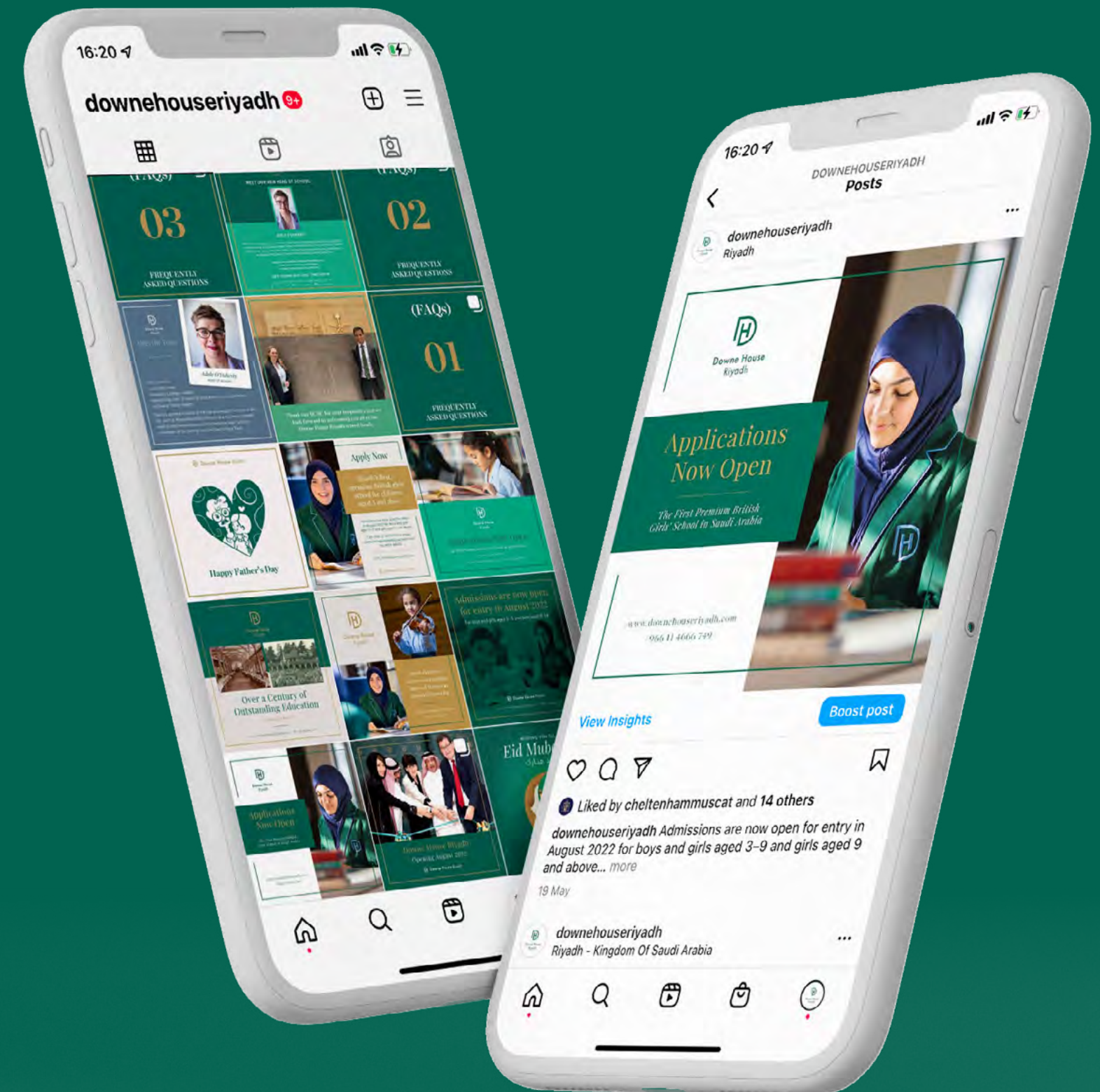
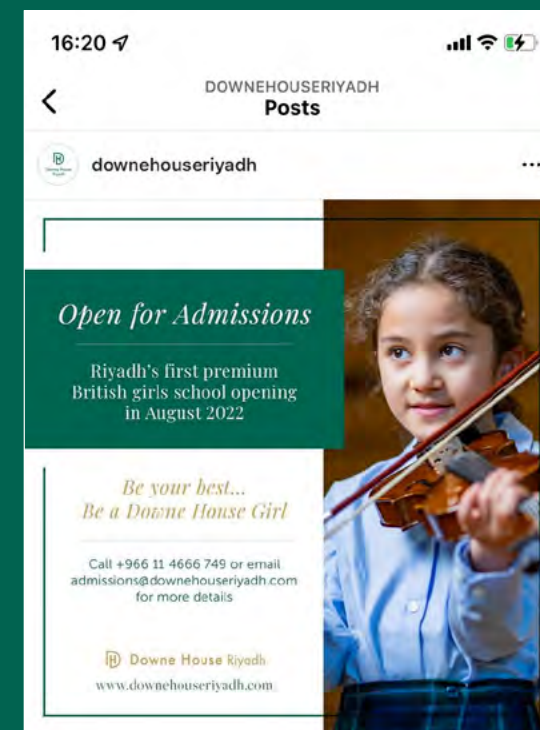
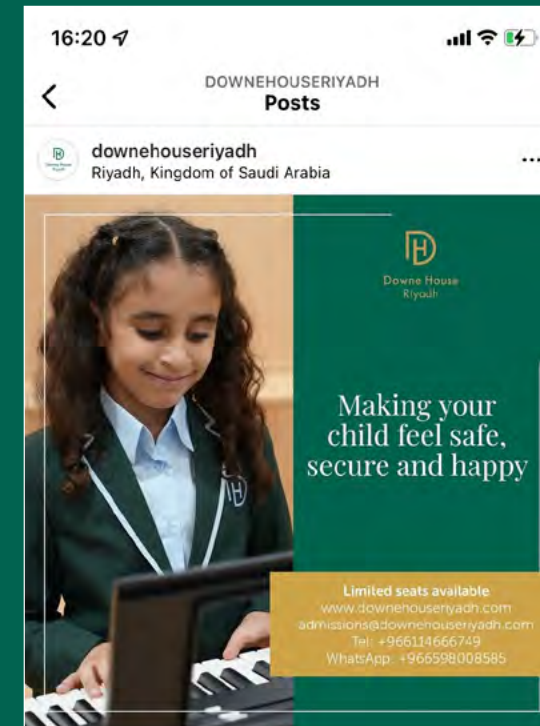
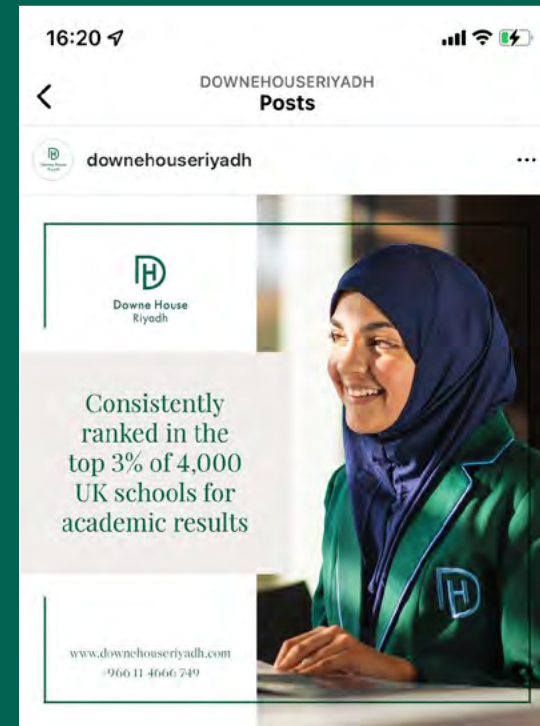
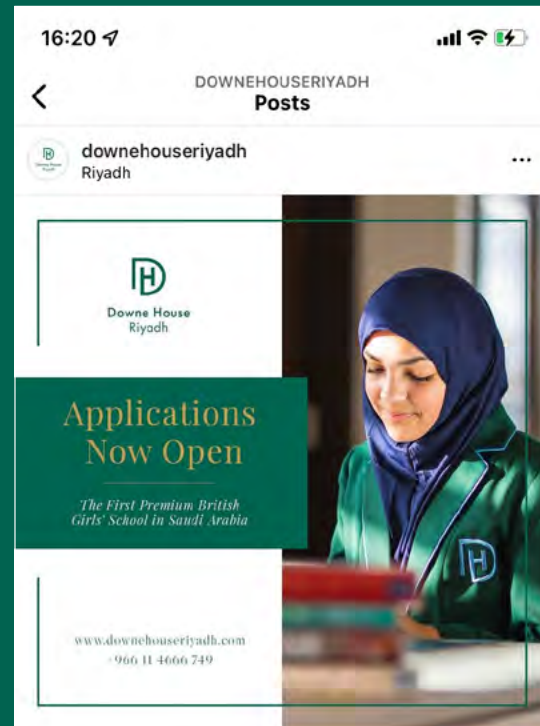


Downe House
Riyadh

Down House Riyadh, KSA - Website (Dual Language) Design & Build



Down House Riyadh, KSA - Social Content Creation



Bloom World Academy, Dubai - Yearbook Design



**BLOOM WORLD
ACADEMY**

Bloom World Academy, Dubai - Yearbook Design



St George's Schools, Germany - Branding, Collateral & Social Content



ST.GEORGE'S
The British International School
Munich



ST.GEORGE'S
The British International School
Düsseldorf Rhein-Ruhr



ST.GEORGE'S
The British International School
Cologne

Previous School Crests



St.George's Schools, Germany - Branding, Collateral & Social Content



St.George's is a group of three British International schools in Germany who wanted to modernise their brand while maintaining its heritage.

We redesigned and developed the three school crests to add a more contemporary aesthetic, a more premium colour palette and confident typography. We continue to work with the schools to rollout the brand over a large number of touch-points.



St.George's Schools, Germany - Branding, Collateral & Social Content



St George's Schools, Germany - Branding, Collateral & Social Content



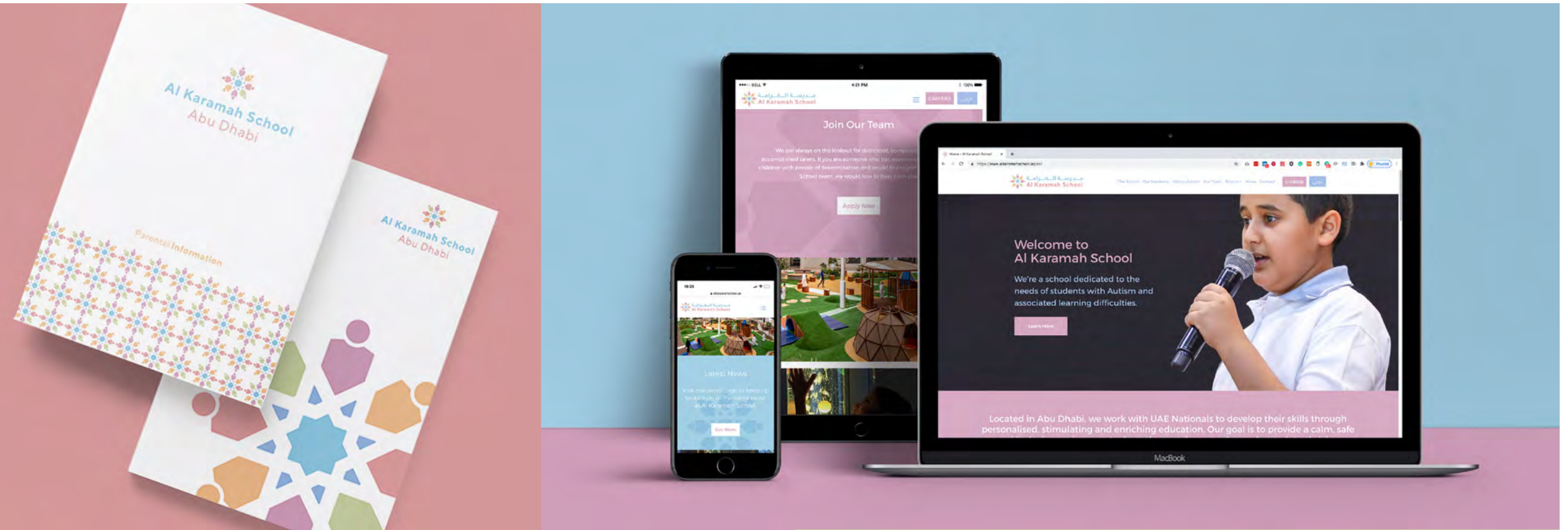
Al Karamah School, Abu Dhabi - Branding, Collateral & Website Design



Al Karamah School
Abu Dhabi

Al Karamah School, Abu Dhabi - Branding, Collateral & Website Design

Located in Abu Dhabi, Al Karamah School is one of the first schools in the UAE to offer specialist education services to children with autism. We developed a distinctive and cohesive brand identity for an organisation with high moral values and a caring, all-embracing approach to specialist education for autistic children. The brief included designs and concepts for stationery, environmental graphics and signage, art direction, copywriting, and website design.



A selection of our clients



Don't just take our word for it...

"After working with a number of designers who struggled to get it right, Formulate nailed it the first time. We have since gone on to build an ongoing working relationship with them and they now provide us with regular design support."

Cara Nazari, Managing Director
AmCham Dubai

"Formulate work with you in true partnership - they listen deeply and quickly and are also willing to challenge your ideas. They met with us and after one meeting understood exactly what we were trying to do and the personality we wanted to create."

Charlotte Siffre, Group Vice President
People & Culture, Al Ghurair

"I approached Formulate at the start of my journey in creating Energie. We spoke openly and honestly and I really like that about them. I immediately felt a sense of trust, and I knew we would have a good working relationship. They got it right at every level."

Tyler Davis-Smith, Founder
Energie Entertainment

Formulate

CONNECT

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