

# Formulate

Branding | Graphic Design | Digital

Hospitality Profile

2025

**A strategic branding agency  
with a proven track record of  
solving brand challenges for the  
hospitality industry.**

If you are looking to build a brand with a solid foundation,  
redefine an outdated brand identity, or bring consistency across  
a fragmented brand or your brand collateral, **we're here to help.**



## **Brand Builders, Storytellers, Problem-Solvers**

We are a creative branding agency based in Dubai, built on the belief that great design isn't just about aesthetics, it's about impact.

As a team of designers, developers, strategists, wordsmiths, and project managers, we work as an extension of your team, bringing fresh perspectives and creative solutions that do more than just look good. We build brands with purpose, crafting meaningful experiences that drive real, measurable results for businesses.

Thoughtful, effective, and, most importantly, genuinely great to work with, we blend strategy, creativity, and a sharp eye for detail with just the right touch of magic.





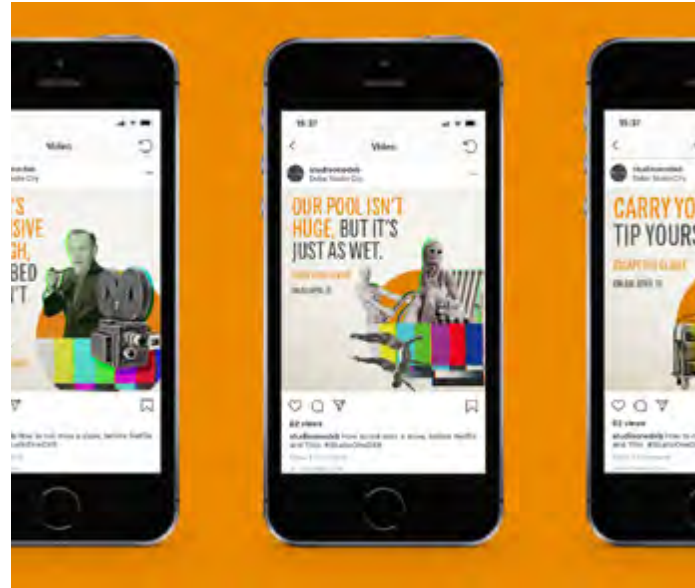
# Our Core Services



**Brand Identity**



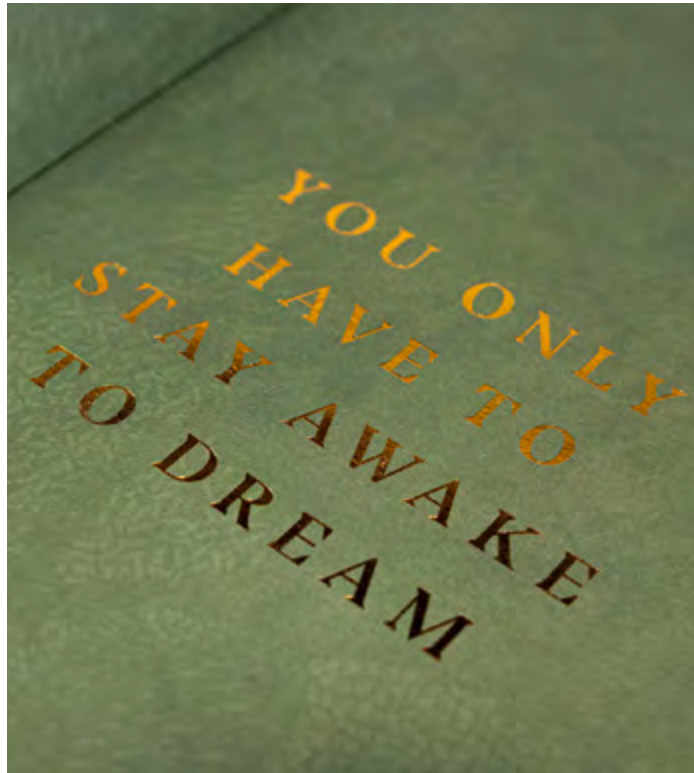
**Social Media & Content Creation**



**Brand Strategy**



**Web Design**



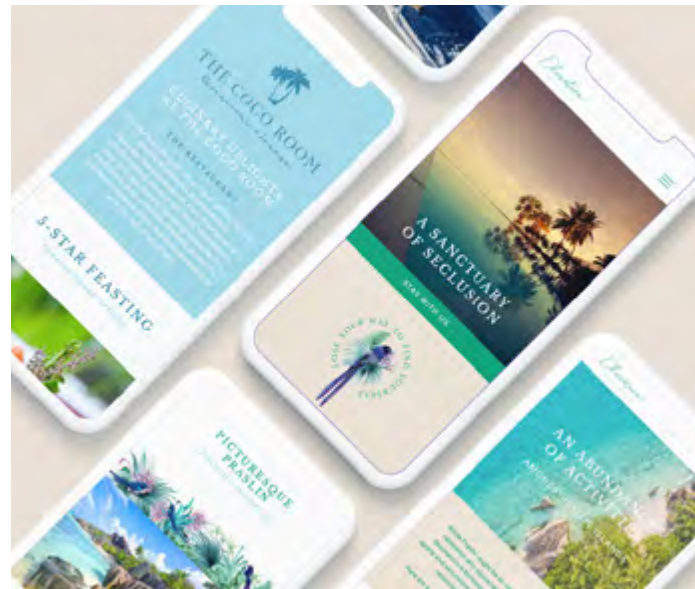
**Digital Marketing**



**Graphic Design**



**Copywriting**

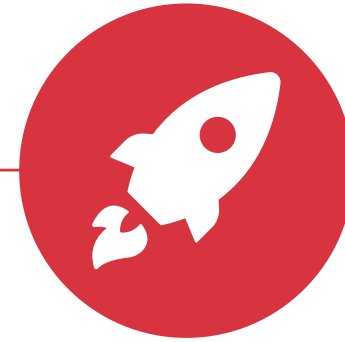


# Our Approach



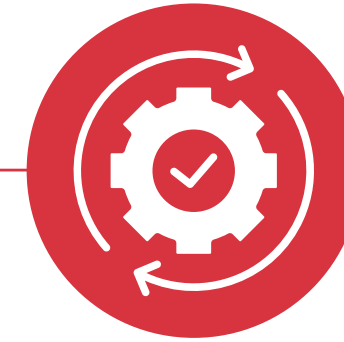
## Define

We bring clarity by uncovering, shaping and defining your unique story, crafting a clear vision and mission, and positioning your brand effectively in the market. By defining a compelling narrative, **we help bridge the gap between your business and your audience** ensuring a lasting and meaningful connection that drives engagement and growth.



## Elevate

We elevate your brand by combining first-class creativity and strategic design to craft a memorable identity. Our approach **ensures your brand not only stands out but also resonates deeply** with your teams and target audiences building connection, trust, and long-term impact.



## Align

We bring consistency across your brand by ensuring that every touchpoint, from branding to collateral, is aligned and delivers a clear, unified message. Through **cohesive design and strategic messaging, we create a seamless brand experience** that strengthens recognition and reinforces trust.



# Our Founders

**Our founding partners have over 30 years of combined design experience, solving complex brand challenges for clients ranging from global brands and agencies to small businesses and start-ups.**

We take a problem-solving approach to every project, identifying pain points and crafting strategic, design-led solutions. Backed by a team of handpicked experts, each bringing specialised skills, we create impactful brands that stand out and drive success.



## **Theo Adamson** Managing Director

If there's anyone who understands the principle of teamwork, it's Theo. One of seven children, he's used to taking on multiple tasks (as well as five brothers and a sister!) and bringing a sense of order and cohesion to the table.

Theo studied Graphic Arts and Design at Leeds Metropolitan University and moved 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 Director

Dan is a motivated and ambitious Creative Designer. He thrives on challenges, which is probably why he learned to fly a plane! Dan has been a designer for over ten years and received a BA(Hons) in Visual Communication: Creative Advertising & Graphic Design from the Birmingham Institute of Art & Design.

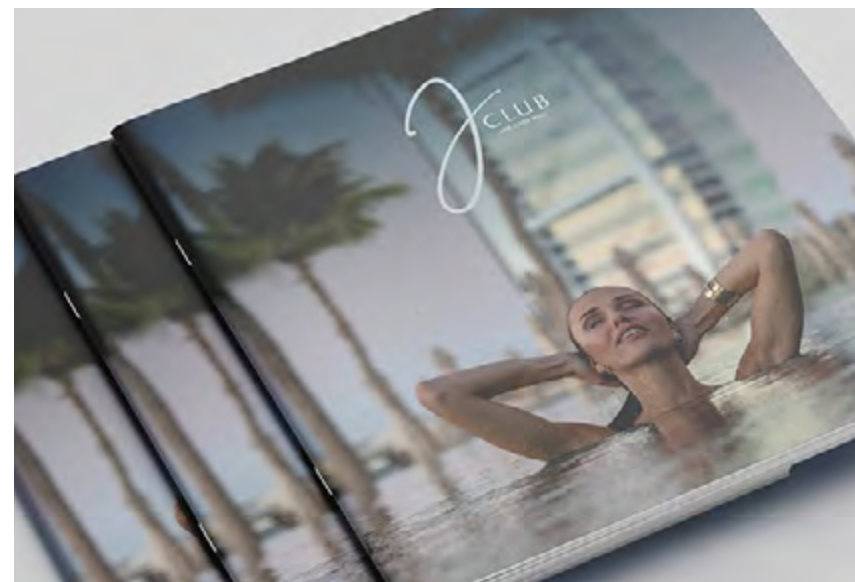
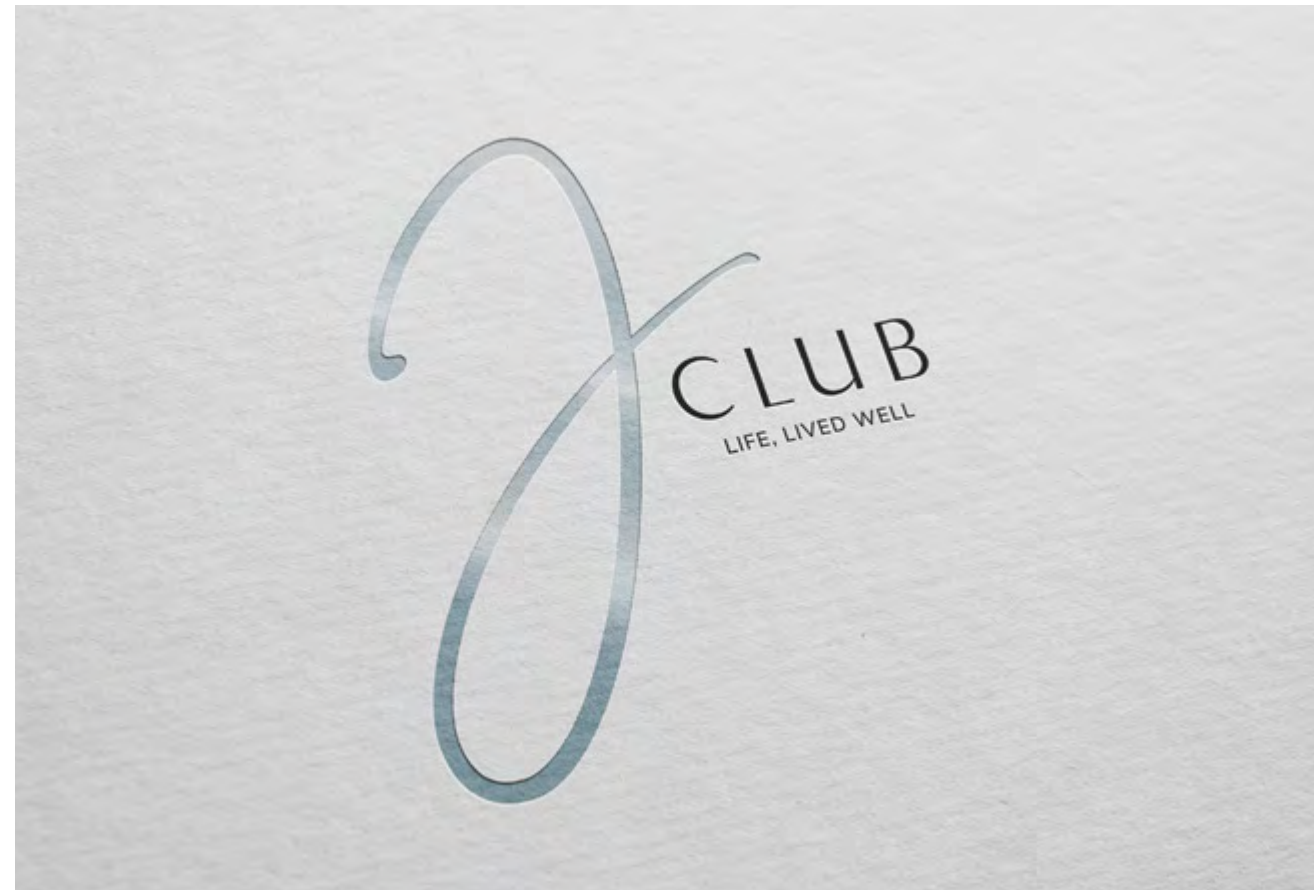
Complex creative briefs are what get him out of bed in the morning, and he specialises in delivering viable solutions quickly. With plenty of experience working with Middle East clients, he can turn his hand to anything from conceptual design, branding and brochure design to flyers, corporate materials, and web design.

Our Work

**Selected Case Studies**



# JUMEIRAH



## Positioning J Club by Jumeirah as Dubai's Ultimate Wellness and Lifestyle Club

J Club's previous brand failed to resonate with its target audience and didn't reflect the premium wellness experience it offered. By reimagining their brand story and refining their strategy, we developed a visual identity that balanced exclusivity with approachability for the modern wellness audience.

The complete rebrand included a refreshed tone of voice, brand guidelines, membership materials, and interior graphics. A bold social campaign brought the new look to life, elevating J Club's presence and solidifying its position as Dubai's premier destination for health and well-being.

### Services

**Brand Strategy, Brand Identity, Launch Campaign, Marketing Collateral, Website**





UMA JUMEIRAH  
SKY DECK

## Designing and Developing a New Brand of Luxury for UMA Champagne Bar

Located in the iconic Burj Al Arab, UMA Champagne Bar required a complete brand identity that captured both the hotel's luxury and the bar's exclusivity.

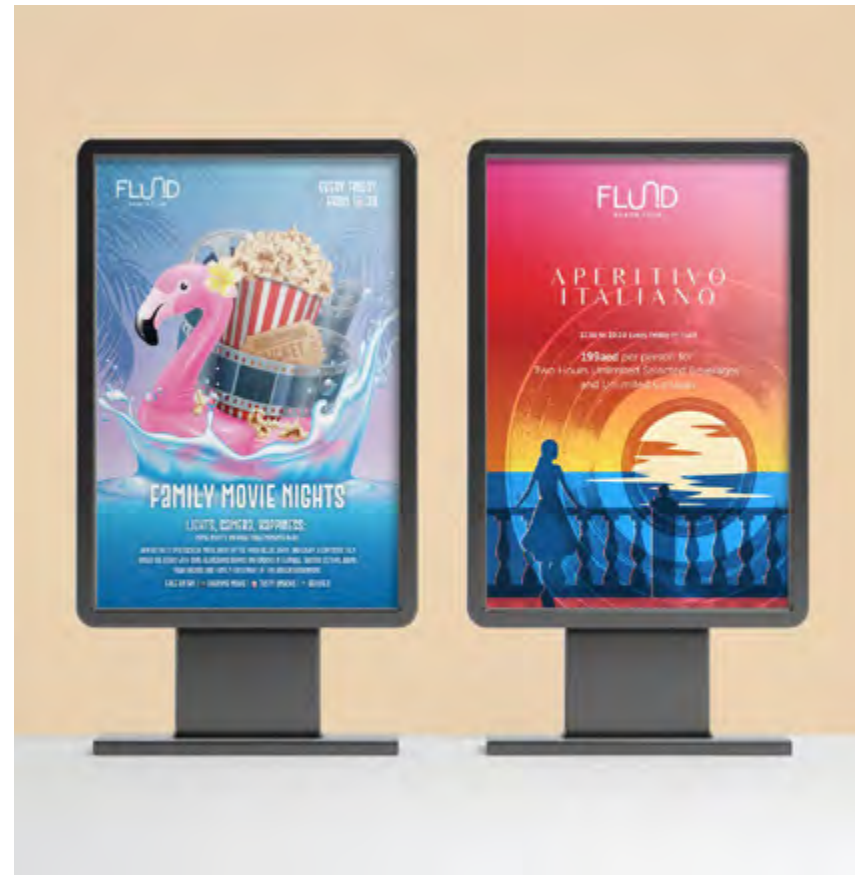
We developed a refined visual identity, including a bespoke logo, an elegant colour palette, and sophisticated typography. From brand strategy to design execution, we ensured consistency across menus, signage, and marketing materials, positioning UMA as a standout venue for luxury and celebration.

### Services

Brand Identity, Brand Collateral and Social Media







## Bringing Consistency and Character to The8's Dining Destinations

The8, located on the iconic Palm Jumeirah and owned by IHG, is a destination that blends luxury and style across its venues. We were tasked with creating cohesive promotional materials that captured the unique character of each restaurant while staying true to the brand's overall identity.

From branding collateral to promotional content, we designed everything from flyers and brochures to a custom-branded food truck, ensuring each touchpoint reflected the lively energy of The8's dining experiences. Our focus was on enhancing the guest journey, delivering dynamic materials that not only showcased the restaurants' culinary offerings but also amplified the brand's presence across the Palm.

### Services

**Monthly Retainer, Marketing Collateral and Rollout of Brand Assets**







## A Year of Hospitality Excellence, Accor's MEA APAC 2024 Wrap-Up

Accor, one of the world's largest hospitality brands, needed a compelling way to showcase its MEA APAC region's achievements, campaigns, and support for hotel partners. The challenge was capturing a vast array of successes while maintaining an engaging format that was easy to digest.

Our solution was a travel magazine-style report, leveraging Accor's rich brand assets, including stunning photography from Beautiful Destinations. Our copywriter conducted extensive interviews to craft a structured, cohesive narrative, ensuring every achievement was highlighted with clarity and impact. Designed with pullout figures, infographics, and key statements, the report made complex information visually accessible. The result? A polished and engaging wrap-up that celebrated Accor's milestones while setting the stage for future success.

### Services

**Stakeholder Interviews, Research, Copywriting, Concept Design and Roll-out**







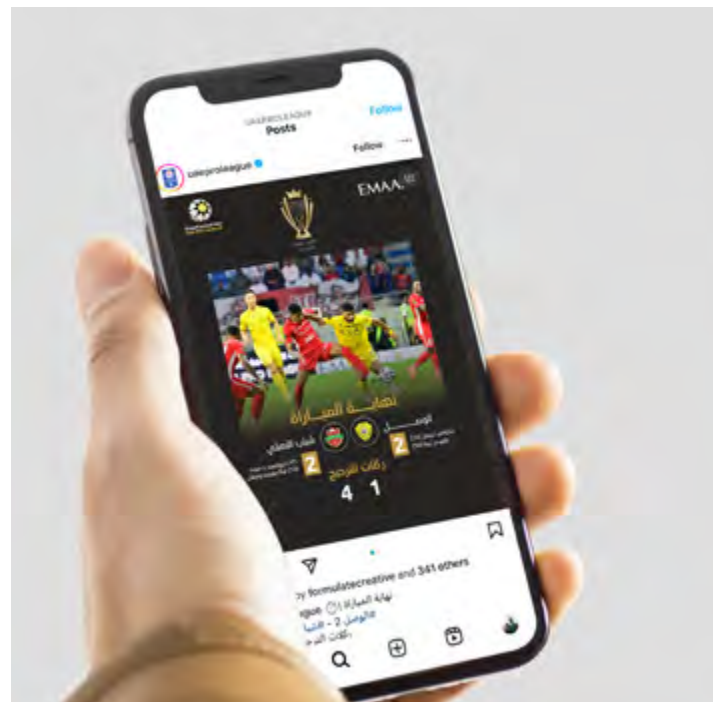
## Bringing Prestige to the Pitch with The Emaar Super Cup

The Emaar Super Cup, one of the UAE's premier football events, required a visual identity that captured its energy and prestige. The challenge was to blend the excitement of football with the timeless elegance of early 20th-century design.

Drawing inspiration from the bold geometric style of the Art Deco era, we developed a clear visual language that incorporated the Emaar logo, font styles, and branding. This ensured consistency across all touchpoints, enhancing the overall experience for fans and players alike before, during, and after game day.

### Services

Event Branding, Event Collateral, Brand Guidelines







## Setting the Stage for BCG's Unforgettable Annual Festival Celebration: Boachella

The Boston Consulting Group's annual celebration is all about recognising success and bringing their team together for a night to remember. The challenge was to create an event identity that felt vibrant, engaging, and reflective of BCG's dynamic culture while ensuring a seamless and cohesive visual experience.

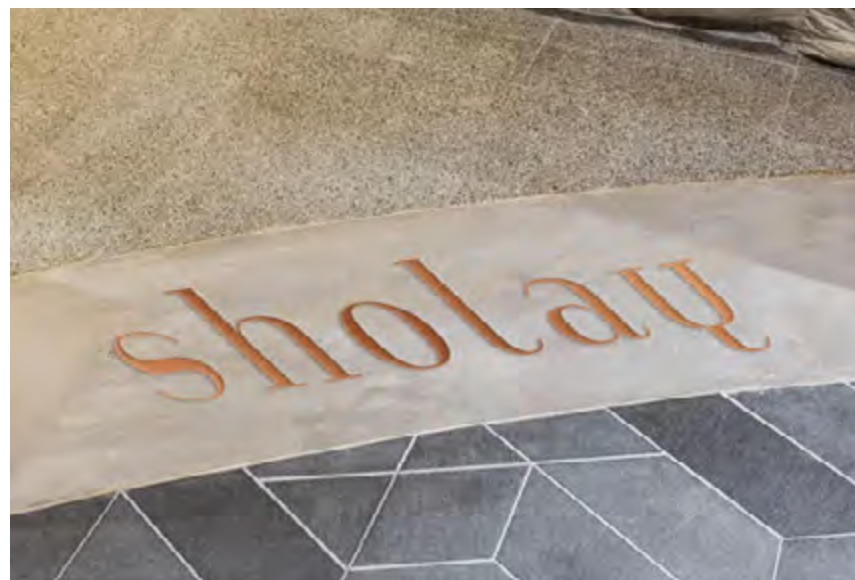
We crafted a distinctive brand identity for this year's event, Bochella, designing the logo, colour palette, and site map to set the tone for an unforgettable event. The branding was designed to capture the energy and excitement of the occasion, creating a fun, immersive experience set to leave a lasting impression on attendees.



### Services

Event Branding, Event Collateral, Event Map





sholay  
indian grill

## Bold Design for Bold Flavours: Sholay Indian Grill Branding

Sholay Indian Grill, inspired by the iconic film and meaning “embers,” needed a brand that captured the intensity of its bold flavours and the warmth of its cooking style. The challenge was to bring the concept of embers to life through design while reflecting the restaurant’s fiery essence.

We developed a unique branding package that incorporated imagery of scattered embers throughout the collateral, using copper tones inspired by Indian cooking pots. By working closely with the interior design team, we ensured the branding flowed seamlessly into the restaurant’s atmosphere, using copper elements to evoke warmth and character. We also designed the uniforms, creating a cohesive experience for customers.

### Services

**Branding, Packaging, Menus, Uniforms  
Brand Collateral, Signage, Social Media**





## Encapsulating the Natural Beauty of Seychelles in a Boutique Hotel Brand

Dhevatara Beach Hotel, located on Praslin Island in Seychelles, required a brand that reflected its stunning tropical surroundings and luxurious atmosphere. Our project involved reworking the brand architecture and creating brand guidelines that could be applied to other luxury destinations for consistency.

We also developed a unique photography style to capture the essence of the tropical beauty and luxury of the resort, along with a full suite of marketing and hotel collateral, including rate cards, in-room menus, hotel information books, stationery, and signage. The project also included a responsive website, social media, and email campaigns to elevate the hotel's digital presence.

### Services

**Brand Story, Brand Identity, Guidelines  
Hotel Brand Collateral, Illustration, Website Design**





## Capturing the Essence of The Coco Room's Coastal Charm

The Coco Room, Dhevatara's beach restaurant and lounge, required branding that captured its laid-back, driftwood-inspired atmosphere. The challenge was to create a look that felt as relaxed and coastal as the space itself, while also being fresh and inviting for a wide range of guests.

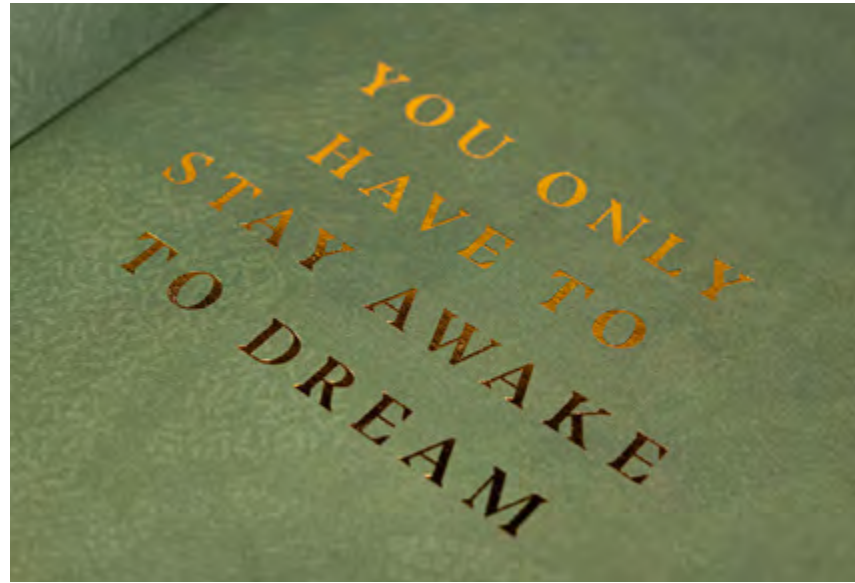
For the launch, we developed a complete set of branding materials, including a menu design that aligned with the beach's natural aesthetic. From custom typography to a sea-blue colour palette, each element was thoughtfully crafted to match the relaxed atmosphere of the bar. We also designed the uniforms, ensuring the team looked both stylish and comfortable while staying true to the brand's easy-going nature.

### Services

**Brand Identity, Guidelines, Menu Design, Uniforms and Brand Collateral**







## Elevating Luxury with Hermes Retreats Brochure & Packaging

Hermes Retreats, known for its exclusive luxury destinations in Kenya, Thailand, and the Seychelles, needed premium collateral to reflect the high-end appeal of their Olarro property. The challenge was to design a bespoke travel brochure and packaging that not only captured the spirit and character of this iconic safari destination but also aligned with the brand's existing identity.

We created a range of high-end deliverables, with a standout feature being the custom 'show-stopper' box to hold the brochures. Collaborating with renowned illustrator Elena Belokrinitski, we incorporated her bespoke bush-inspired illustration to line the box, contrasting with the elegant outer design. The result was a tactile experience, featuring premium paper stocks and gold foiling, which enhanced the luxury feel.

### Services

**Copywriting, Presentation Box, Bespoke Illustration, Luxury Travel Brochure, Rate Cards MICE Brochure**





## Capturing the Spirit of Italy with a Brand Evolution for Larte

Larte's existing brand no longer represented their sophisticated and modern dining experience. As a well-known Italian restaurant in Studio One Hotel, they needed a refreshed identity that stayed true to their roots while reflecting their evolving vision.

We drew inspiration from Italy's rich heritage and culture to redefine their brand. Incorporating bold abstract graphics inspired by elements of the deconstructed logo and colour hues drawn from the new interior theme, we gave their design a contemporary edge. This refreshed identity perfectly captures Larte's dedication to offering authentic Italian cuisine with a modern twist, creating a cohesive and elevated brand experience.

### Services

**Branding, Packaging, Menus, Uniforms  
Brand Collateral, Signage, Social Media**





WE DON'T EVEN  
KNOW HOW TO SPELL  
PRETENSIS.

ESCAPE THE CLICHÉ



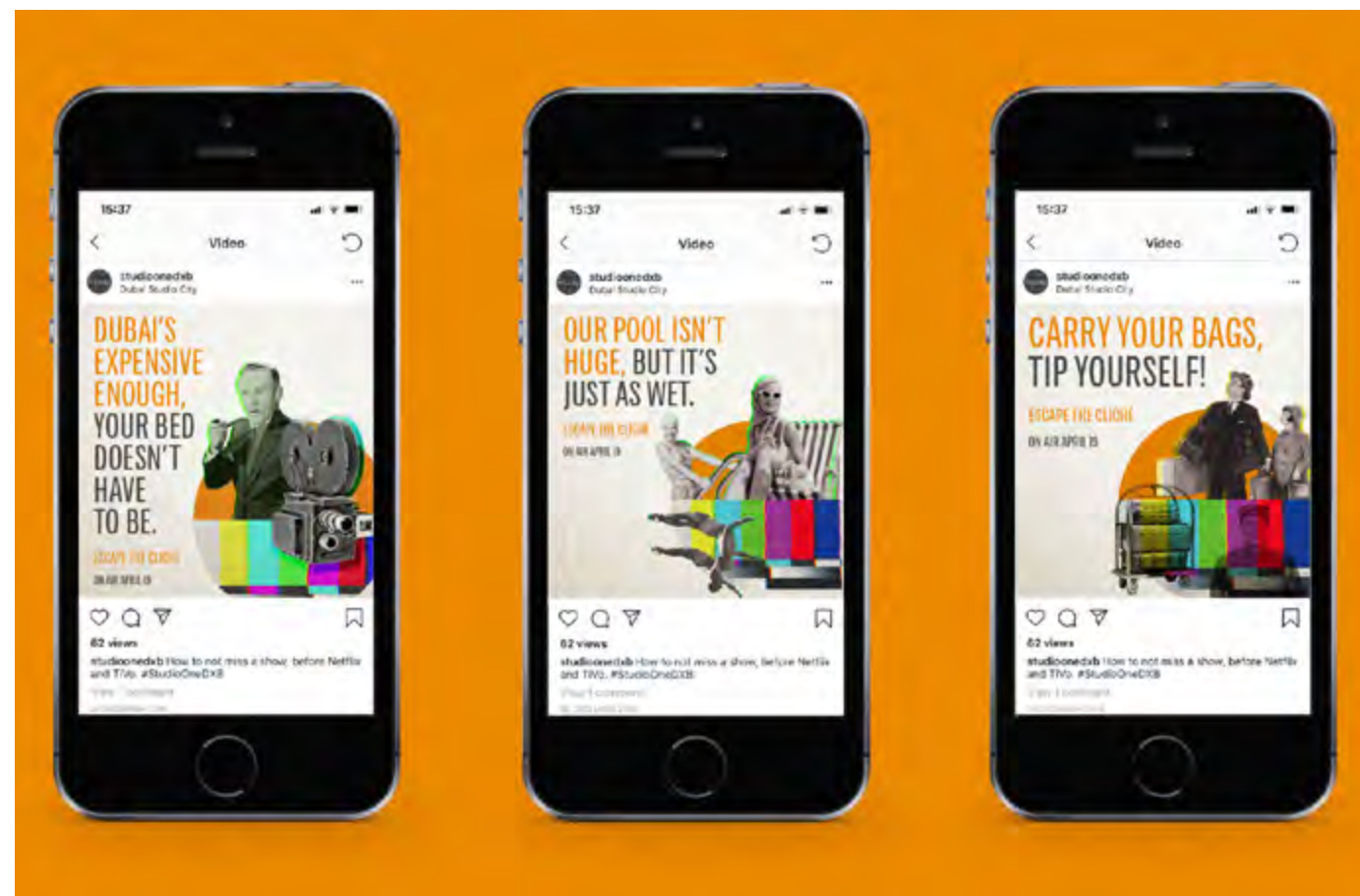
**Highlighting How Studio One Hotel Proves Great Stays Don't Need Five Stars**

Studio One Hotel isn't your typical Dubai five-star - it's a vibrant, mid-budget destination where travellers can enjoy fun and comfort without the hefty price tag. We were tasked with creating a brand that captured its unconventional spirit, showcasing the hotel's personality, and connecting with its audience in a way that felt fresh, real, and playful.

From conceptualisation to art direction, illustration, and copywriting, we crafted a bold and engaging visual identity that embodies Studio One's fun vibe. Through engaging advertisements and social media content, these campaigns resonated with their target audience, helping Studio One stand out in Dubai's competitive hospitality scene while keeping it light-hearted and inviting.

**Services**

**Launch Campaign Concept Design, OOH Ad's, Digital Ad's, Socila Media Campaign**







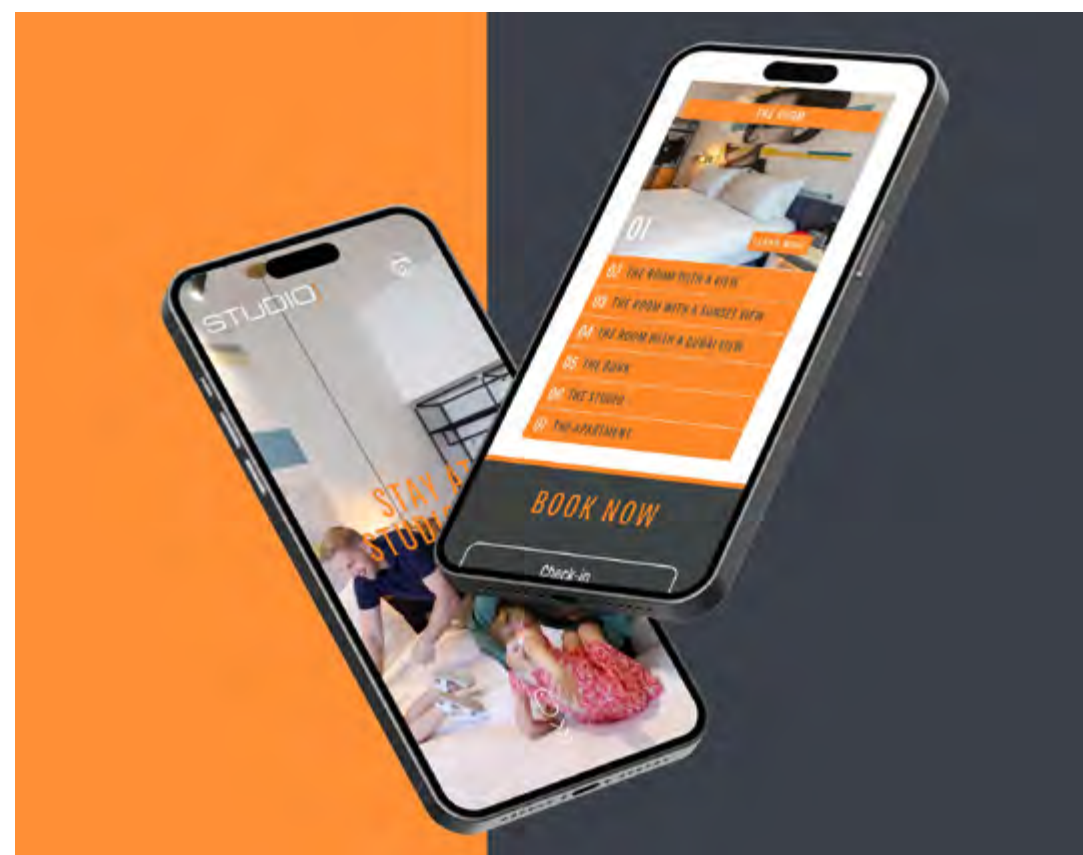
## Creating a Seamless Digital Experience for Studio One Hotel's Stylish Guest Experience

Studio One Hotel's existing website didn't reflect the modern, stylish atmosphere that the hotel offered to its guests. With an outdated design and a complex navigation experience, it was challenging to showcase the hotel's unique features.

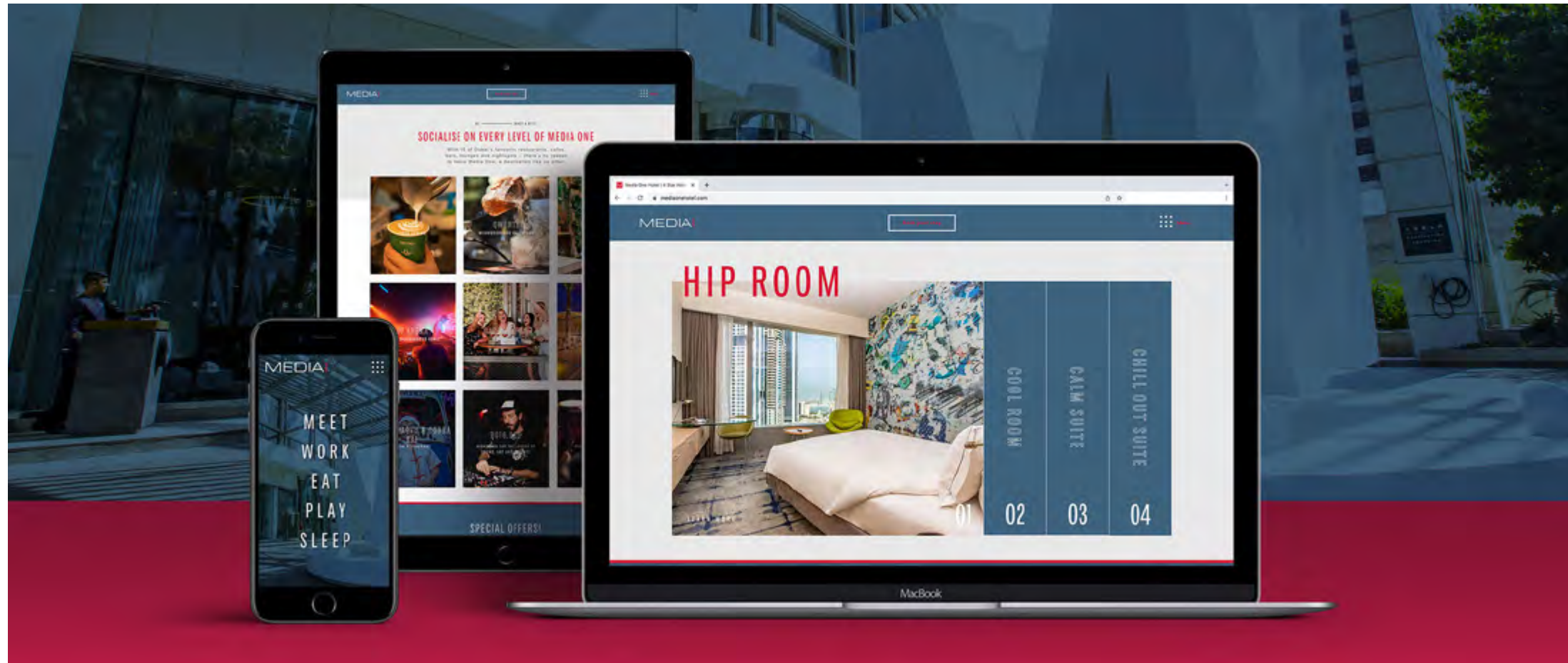
To address this, we completely redesigned their website with simplicity and usability in mind, making navigation intuitive and the booking process seamless. The integration of a new booking engine, high-resolution images, and virtual tours allows visitors to fully explore the hotel and experience its unique ambiance before even stepping foot inside.

### Services

UX & UI Design, Website Design & Development







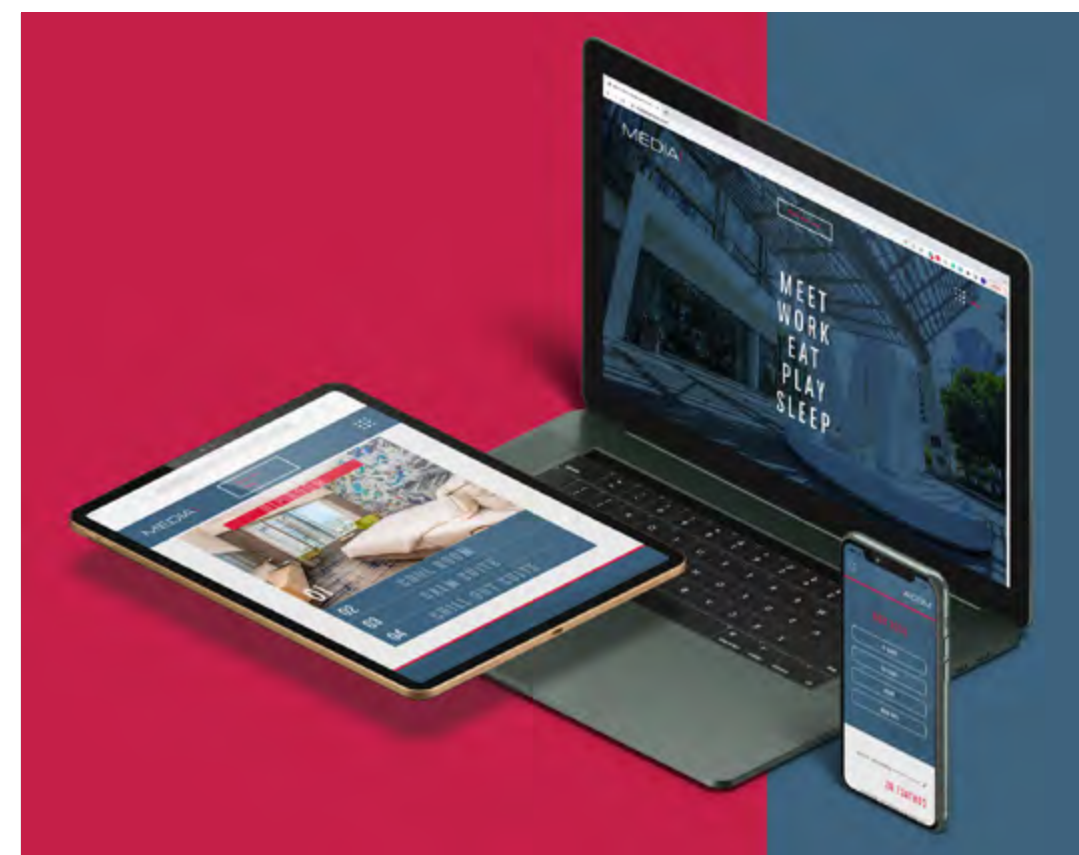
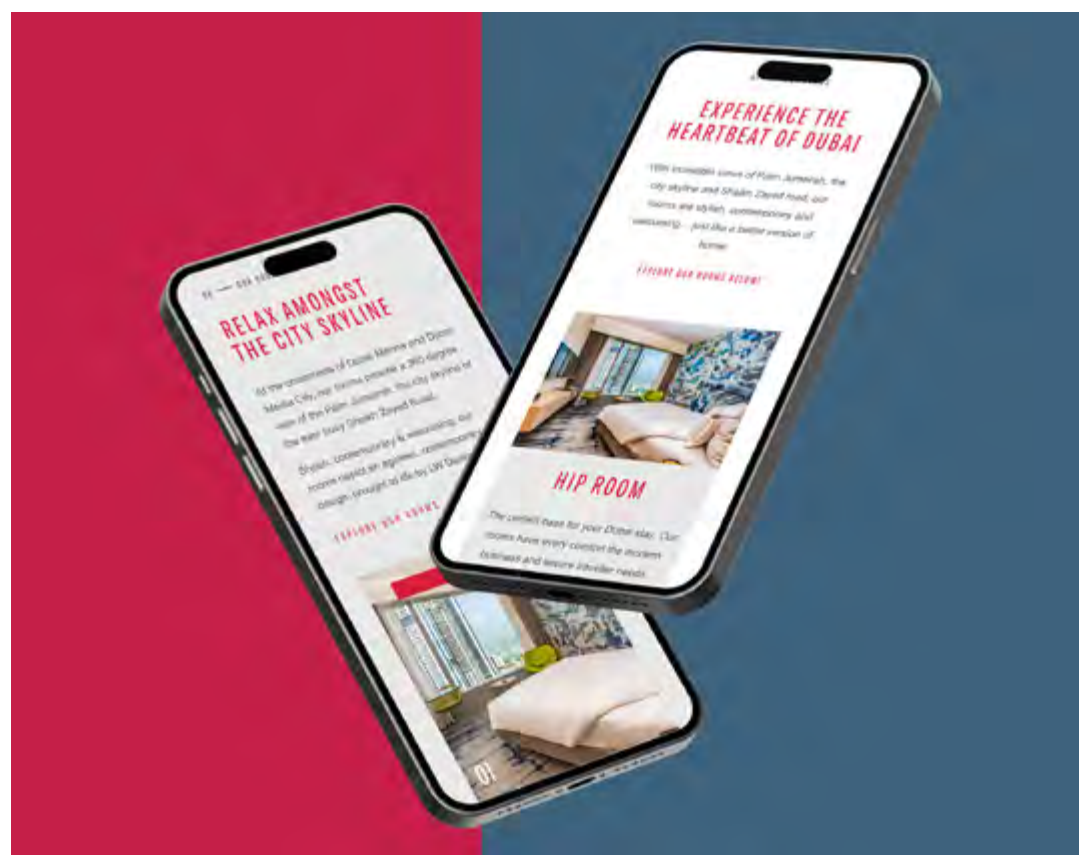
## Elevating Media One Hotel's Digital Presence with a Sleek New Website

Media One's existing website lacked the user experience and modern design needed to reflect its dynamic presence in the hospitality and events industry. They needed a platform that was not only visually appealing but also easy to navigate, while aligning with their innovative brand.

We collaborated closely with the Media One team to redesign their website with a focus on clean, contemporary aesthetics and a user-friendly interface. By incorporating intuitive navigation, compelling visuals, and clear calls-to-action, we crafted a platform that highlights their unique offerings while driving engagement. The new website now serves as an effective, user-friendly hub for an immersive guest experience.

### Services

UX & UI Design, Website Design & Development







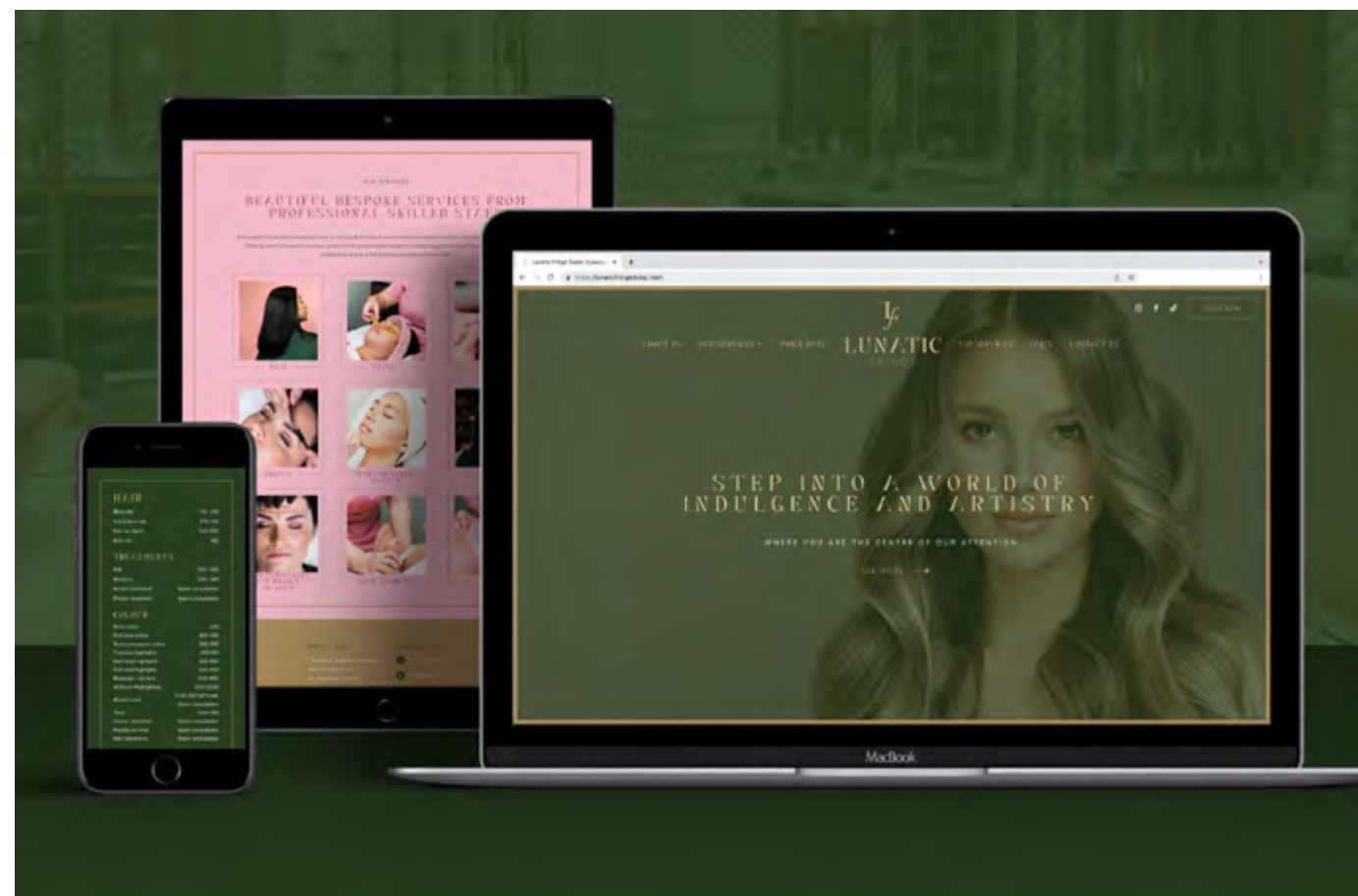
## Modern Luxury with a Touch of Heritage for Lunatic Fringe

Lunatic Fringe, a luxury salon located in Dubai Marina's Le Royal Meridien Hotel, needed a brand identity that captured the opulence of its surroundings while reflecting its unique, high-end appeal. The challenge was to create a brand that stood out in the competitive beauty industry while incorporating the owner's British roots.

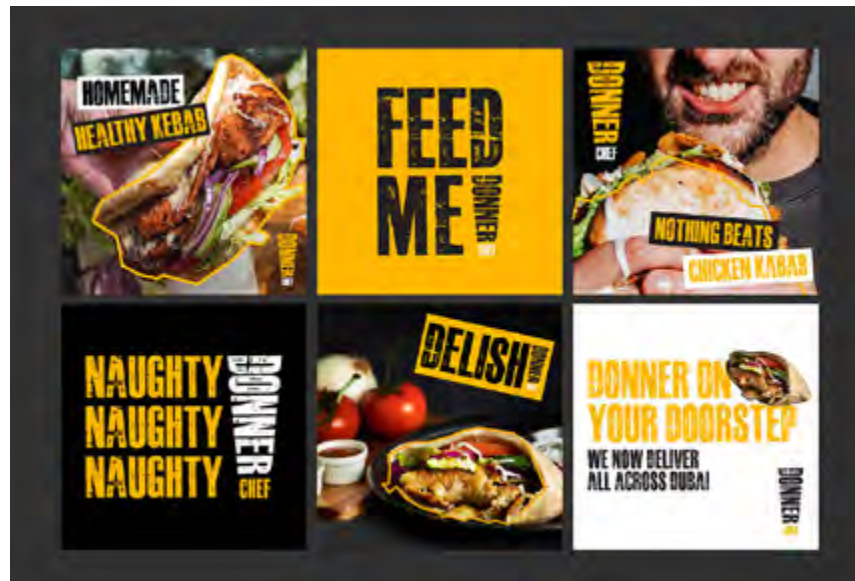
We developed a sophisticated brand identity using a refined LF monogram, combining classic and modern fonts. The British Racing Green added a unique touch, tying in the owner's heritage. The design extended across premium collateral like business cards and gift vouchers, all reinforcing the salon's luxury image. We also created an elegant website that reflects the salon's upscale atmosphere, ensuring a seamless client experience.

### Services

**Brand Identity, Brand Collateral, Brand Guidelines, Photography, and Website Design & Build**







## Bringing Bold Flavours to Life by Developing Donner Chef's Playful Brand Identity

Donner Chef required a brand that was fun, fresh, and relatable, designed to engage a wide audience, particularly Millennials and Gen Z. The goal was to create a distinct personality that combined approachability with a cheeky, playful vibe.

We collaborated closely with the Donner Chef team to define their brand messaging and market position. The result was a vibrant logo, a lively colour palette, and modern typography that captured the brand's energy. The wordmark we created became a central element across their website and packaging, ensuring consistency and impact across all touchpoints.

### Services

**Brand Identity, Packaging, Brand Collateral, Interior Design, Signage, Social Media**





## Lifestyle Photography

At Formulate Creative, we see lifestyle photography as a way to capture the vibe and spirit of your brand. It's not just about pretty pictures; it's about telling a story that resonates with your audience. Whether it's showcasing moments of relaxation or the thrill of an active lifestyle, we work with you to bring out the unique energy of your brand. Our goal is to create images that feel real and authentic, connecting your brand to your audience in a way that feels both personal and aspirational.

### Services

Photography, Makeup, Locations





## F&B Photography

At Formulate Creative, we know that great food deserves great photography. The challenge is capturing not just the dish, but the atmosphere and experience that comes with it. Whether you're showcasing a beautifully plated dish or the vibrant energy of your restaurant, we work closely with you to make sure each image highlights the essence of your culinary offering. Our goal is to create visuals that make your audience crave more, bringing your menu and dining experience to life in a way that feels both authentic and engaging.

### Services

Photography, Styling, Locations



Why Work with  
**Formulate**



# Why Work with Formulate



## **An Expert Team**

An experienced team of passionate experts.



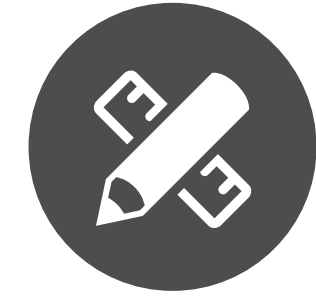
## **Proven Track Record**

Experience in enhancing brands and elevating their market presence through logo design and collateral.



## **UAE Based**

Located in Dubai allowing us to work closely with your team and have a clear understanding of the MENA region.



## **Customised Designs**

All of our designs are tailored to our clients needs.



## **Comprehensive Experience**

A proven track record delivering successful branding projects.



## **All In-House**

Our designers and developers are in-house; we don't outsource these services.



## **Arabic Capabilities**

Native Arabic speakers within our team.



# Trusted by Industry Leaders





# Client Feedback



*“Working with Formulate Creative was an absolute pleasure! Charlotte and the team not only understood our brief perfectly but also brought fresh creativity to the project. Their ability to manage everything seamlessly—keeping timelines on track, refining details with precision, and responding swiftly to updates—made the entire process effortless. Highly recommend their expertise!”*

Aymee Janssen, Marketing Manager  
**Th8 Palm and Wyndham Palm**



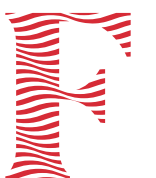
*“We have a long-standing relationship with Formulate, who have been instrumental in supporting us across a wide range of creative projects—from our launch campaign and website to developing our restaurant brand. We can always count on them to challenge the brief, bring fresh ideas, and go the extra mile to deliver outstanding work.”*

Michelle Purnell, Marketing Manager  
**Studio One Hotel**



*“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**





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