



Sliders

NEWSLETTER

First Quarter of
2021



This is a **big** moment.

As part of our expansion and growth, we're excited to launch Sliders' quarterly newsletter.

Look, we get it. With many newsletters to choose from (... almost too many), and one more can feel a tad overwhelming. But have no doubt, ours is specifically designed for you to help your businesses succeed, and we're here to stay.

Imagine this: You open your inbox, and there sit our newsletter where we round-up all the stuff we've been doing lately, share our updates and what's new so you will be in the know, cover an exciting piece of news around a trending marketing or social media topics, and more info that will pique your interest each time you click open. Simple as that!

So let's start things off strong with our first issue...



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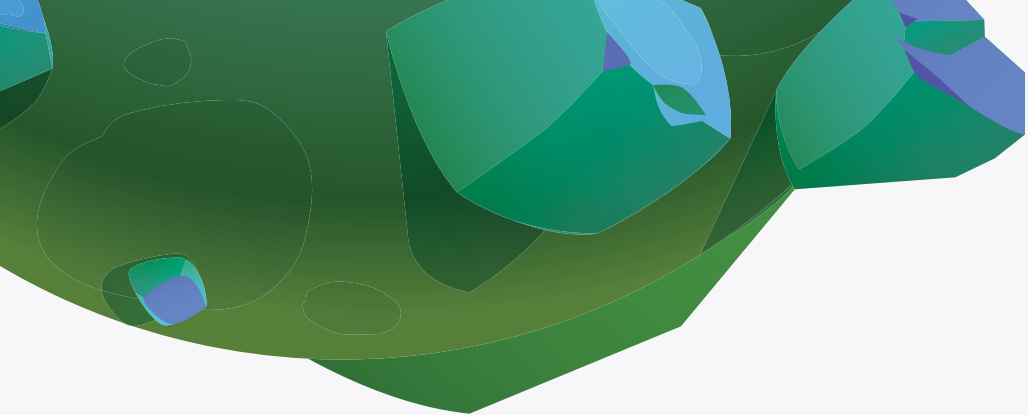
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READY FOR TAKEOFF?





01

**Social-
Media**

We ensure your social media accounts reflect your identity...



Workforce-Saudia

While entering a competitive market can be challenging, We ensured that Workforce Saudia has its own tone and stands out among the crowd by creating strong content and creative visuals that easily appeal to the target audience.

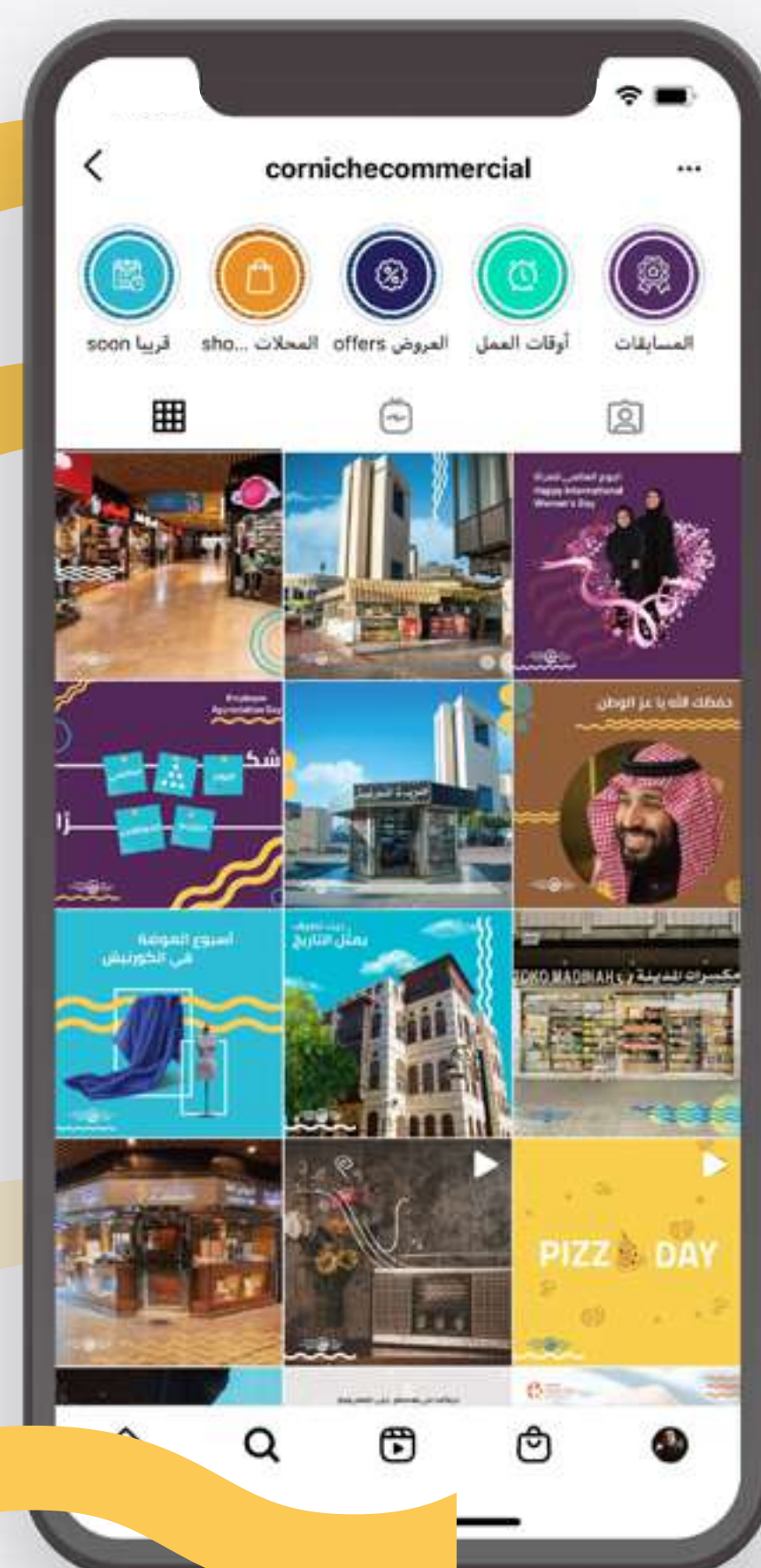


القوات العاملة
WORKFORCE
السعودية | SAUDIA



Corniche-Center

As vibrant as the neighboring area is... hereafter the content should be, this is where we stand with the Corniche Commercial Center's creative content, vibrant, dynamic but still reflecting the historical and lively society of one of the oldest shopping destinations in Jeddah city.



Kinan- Malls

Kinan Malls, Saudi Arabia's gathering destinations for diverse communities, brought on Sliders to brand five of its malls located in different major cities in the kingdom. Sliders successfully managed to create a unique identity for each mall based on elements that represent their cities, visuals that communicate with residents of each city and they can relate to, and a unified tone of voice that focuses on the similarity, not the differences.



Logexa -

On-demand Storage Solutions



Logexa, an on-demand warehousing platform, looked into Sliders to lead their media relations strategy and introduce its flexible storage solutions to the market. Our task was to create awareness, highlight its uniqueness, and generate positive publicity. We made this up-and-coming company real by giving it the exposure it deserves.

logexa

Logistics Solutions





02 Branding- Collaterals

Souq 7- Brochure

Souq 7 is anticipated to be Jeddah's largest lifestyle retail destination, with 7 zones offering 7 main activities that will attract a wide range of shoppers. Still under development, Sliders was brought on to define Souq 7 identity and raise awareness to attract customers, boost leasing activity, and build more value for stakeholders. We are honored to be able to say Souq 7 was one of our first clients! We designed a brochure to promote Souq 7, and we are fans.

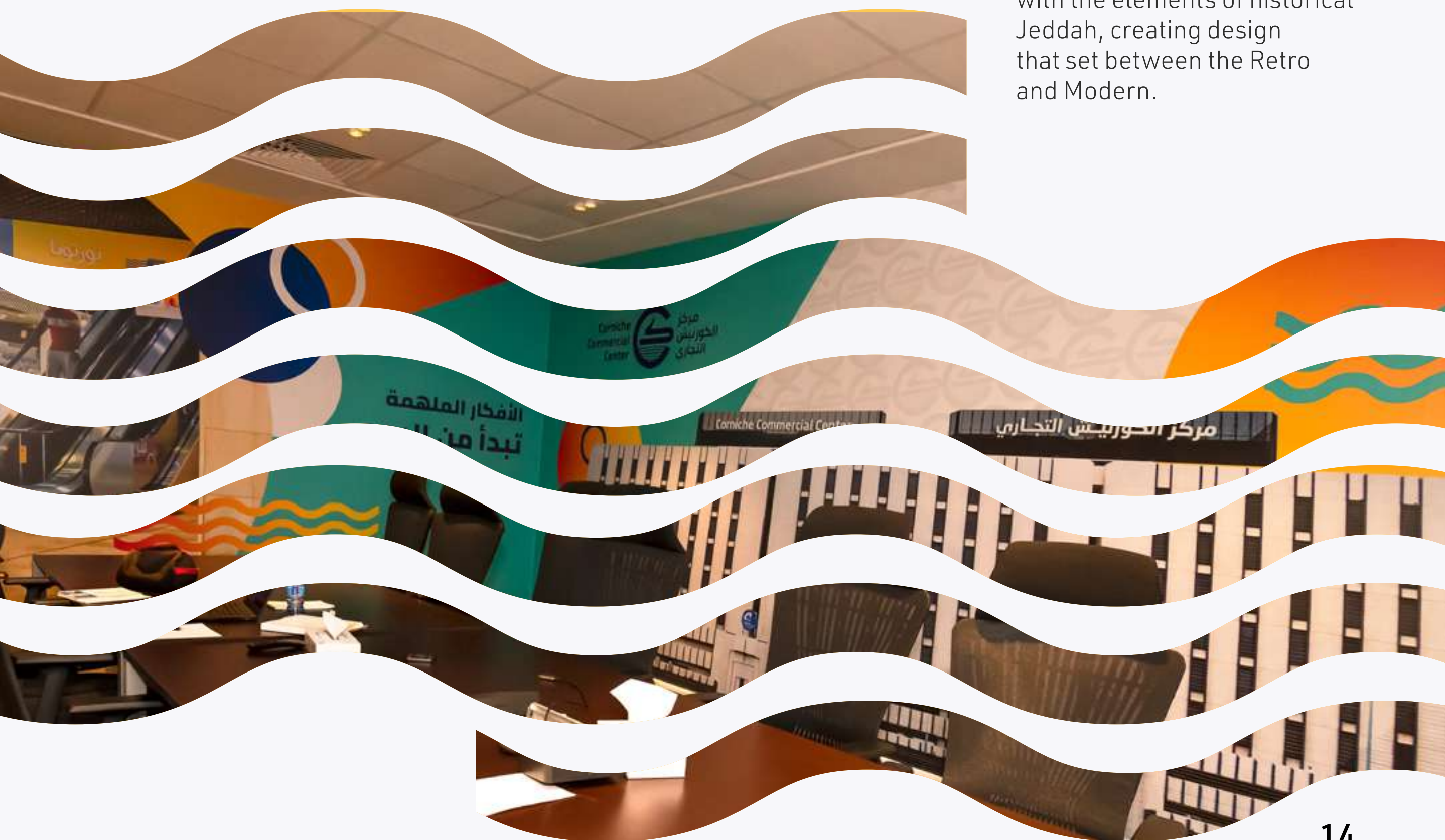




Corniche- Walls Design



The branding of Corniche Commercial center aimed to reflect the culture around it, by using Classical Arabic typography and authentic cultural colors combined with the elements of historical Jeddah, creating design that set between the Retro and Modern.







03
Digital-
(Website)

Souq7- Website

Sliders built a meticulously crafted website for Souq 7 to stand out in an overcrowded marketplace such as retails. We combined our experience and skills to develop Souq 7 website to be user-friendly, descriptive, visually appealing, fun, and memorable. The website is designed to show the project details: The seven zones of Souq 7, development updates, our designed brochure, and much more to provide an impeccable user experience. We are honored to be able to say Souq 7 was one of our first website design clients!



Click Here!
to visit the website



04 Photography-

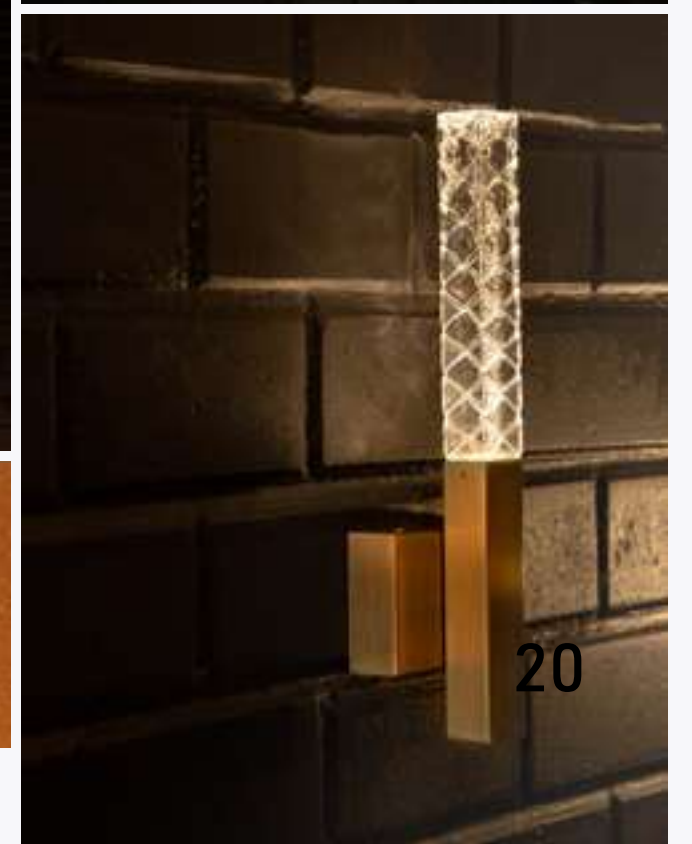
Lumina-

LUMINA

Lumina, a leading lighting specialist in the Kingdom, tapped Sliders to build a sparkling brand. We were tasked to build awareness of all the inspiration, ideas, and professional advice they offer to make some majestic and brilliant lighting decisions. We told the story of Lumina, we got results.

Lumina, shine bright like a diamond!





Rustic-Grill



Well-captured... well-designed... and well-communicated...

When it comes to photography it is our specialism to create eye-catching and attractive stories of professionally styled shots. Our client craves creativity in us; and thus, we crave you to eat... We aim not to make you hungry, rather we indulge your senses.



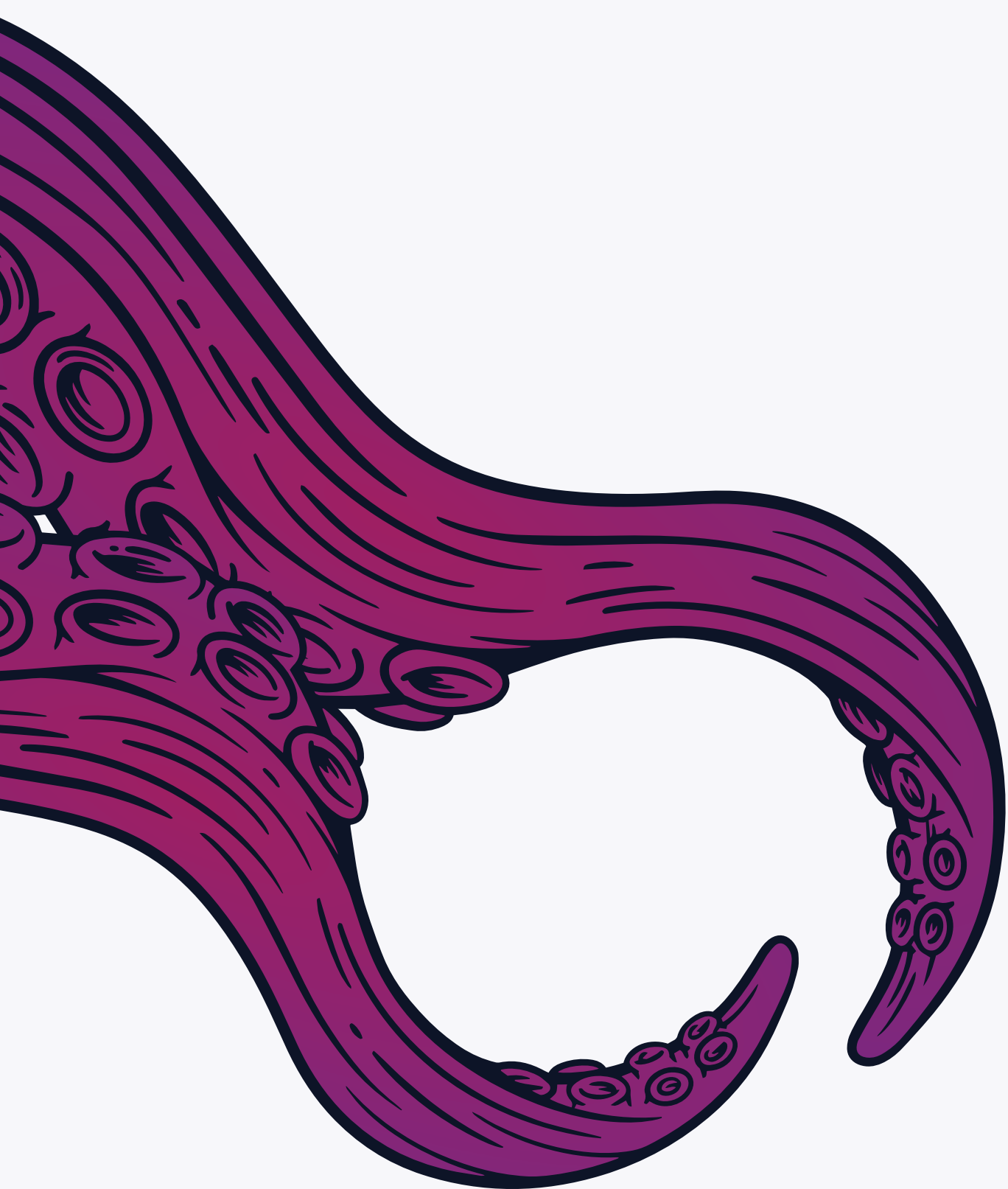
Radwa-



With these set of photoshoots we captured the true essence of friendship, moments that are cherished, and the memories we create along this beautiful journey of life with the people we hold so dear.

And what else can be the perfect companion in all this? Oh the amazing comfort food from the collection of **Radwa Chicken products.**





05

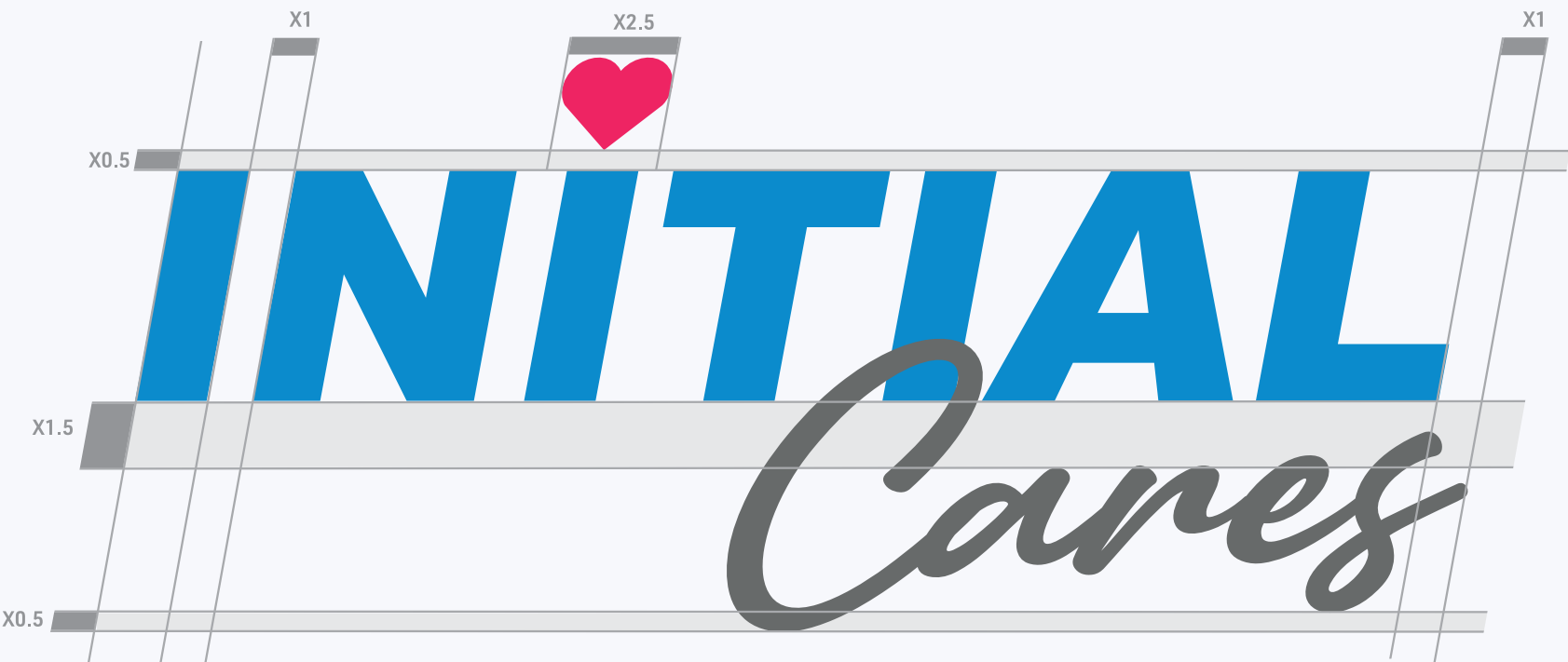
CSR & Employer Branding

Initial- Cares

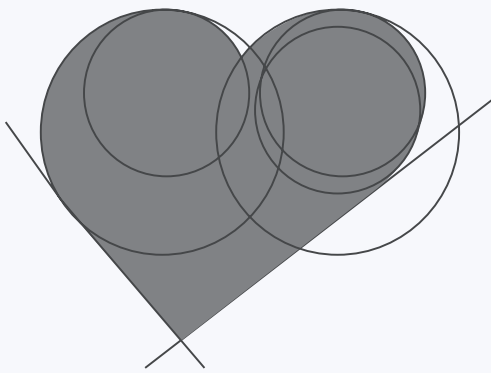
This is INITIAL's logo that was first provided, before the sub-branding for it took place.



A heart for a better world...
Our team is overjoyed to be among the conceptualizing process of such a noble cause... When it comes to embracing corporate social responsibility initiatives and giving back to our communities, the artwork comes from the heart and it is represented by a heart.



LOGO GRID



ICON GRID



LOGO VARIATIONS

Kinan- Shaabana



What comes in mind when you hear the word "Sha'abana"?

Fun, Fun and more Fun.

Sha'abana is an integral part of Hejazi tradition. Sliders was tasked to develop employer branding for this event hosted by Kinan for their employees to motivate and level up their spirits before the holy month of Ramadan.

And oh boy did we enjoy doing this!

You've Reached Your Destination...

Please stay tuned for our next flight, Q2 2021.
More cool stuff is on the way!

fingers crossed



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