

CRE ATIV ITY IN MOT ION

 MIRACLE

Innovations never sleep

As we continue to grow, we're reminded of one simple truth: creativity never stands still. This year, Miracle raced forward, pivoted with purpose, and soared to new heights, shaping work that moved clients and inspired action. Our annual newsletter captures this pulse of constant evolution, motion, and momentum, with an eye on the endless possibilities ahead.



Arab Summit



The 33rd Arab Summit served as a grand meeting of noble minds as the Kingdom of Bahrain welcomed royal delegates from across the Arab World. Our work for the Summit Logo was designed to symbolise unity and collaboration amongst Arab nations, serving as a visual testament to Bahrain's role as host of this prestigious event. We designed and developed the brand identity, event branding, signage & elegant environmental design which was seen at several touchpoints across the nation.

MINISTRY OF FOREIGN AFFAIRS

EVENT BRANDING

33rd Arab Summit 2024





BAHRAIN WEIGHTLIFTING
FEDERATION

EVENT BRANDING

IWF World Championships
2024



A global showcase of Bahrain's sporting might, our design work and graphic design system developed in collaboration with Domino Production, for the IWF World Championships 2024 and executed by Miracle Prints, and PICO Bahrain, transformed Manama into a lively canvas. The IWF World Championships presented an elegant celebration of strength and creativity from vibrant billboards and lamp posts to dynamic digital screens, window branding at the Diplomat Residence, and every touchpoint at the event venue.

Championships IWF World

Mara'ee



The Ministry of Municipalities Affairs and Agriculture unveiled the 7th edition of Mara'ee to great fanfare and expectations. Tasked with the event branding, and design production we delivered the event's most playful, vibrant, and energetic edition. Our vivid visual identity presented this colourful playground of possibilities, where laughter met livestock at every turn. Showcased as 'The Fun Animal Farm,' our event branding work blended family and farming fun into one colourful experience.



EVENT BRANDING

Mara'ee 2024 Animal & Agriculture Show

THE MINISTRY OF MUNICIPALITIES AFFAIRS AND AGRICULTURE



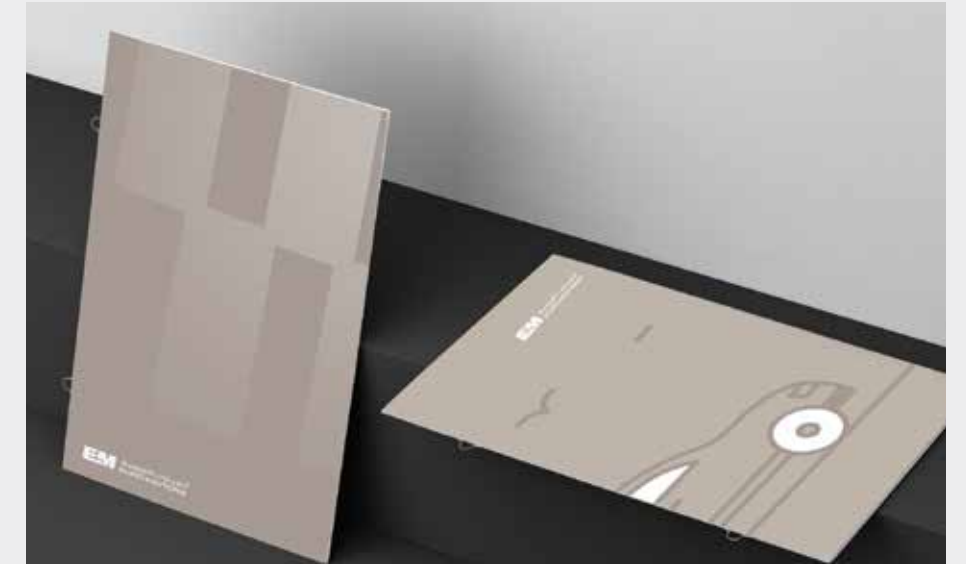


EURO MOTORS

BRANDING

Corporate Rebrand

Euro Motors



To celebrate their 25th Anniversary Euro Motors tasked us with redesigning and developing their new brand identity. Challenged to unveil more than just a symbol of excellence, we delivered an entirely fresh corporate image complete with a new brand logo and positioning. Our elegant rebrand set the tone in their pursuit of delivering 'Boundless Excellence'. This also covered their visual identity, social media brand architecture, verbal identity, signage & environmental design.



BFC

BFC GOLD CAMPAIGN

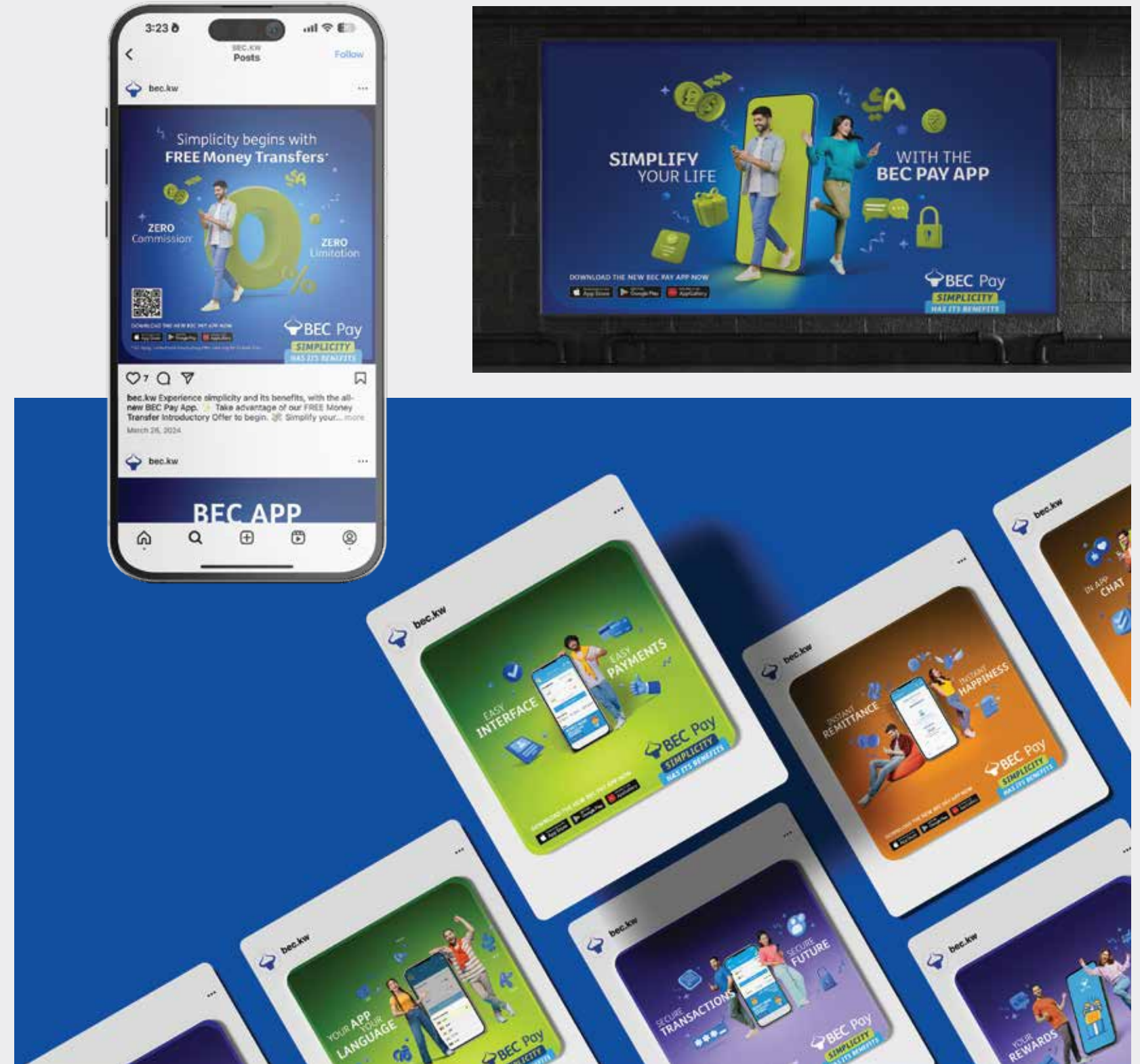
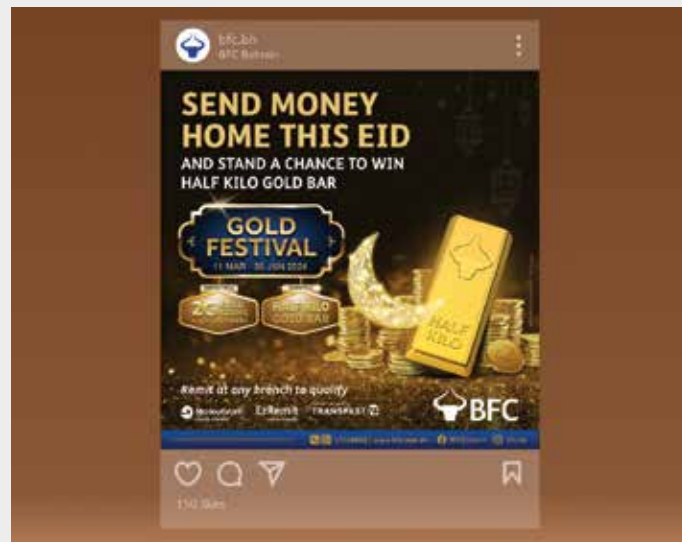
In a remittance market cluttered with 'Transfer and Win' campaigns, the BFC Group tasked us with inspiring and incentivising their customers to remit more often, with a very rewarding golden opportunity. Our resulting Gold Festival Campaigns for BFC Bahrain and BEC Kuwait offered daily gold coins for the campaign period and grand prizes of half-kilogram gold bars. Reinforced through several digital channels, the campaigns proved most effective in instantly engaging expat remitters.



CAMPAIGN
BFC Gold Festival Campaign



BAHRAIN FINANCING COMPANY



BEC PAY APP LAUNCH

In a fresh relook of all its digital assets, BEC Kuwait wanted to relaunch its upgraded BEC Online mobile app with the clear message of embracing the power of its next-generation app experiences. With a suite of benefits that included an improved interface, better navigation, effortless onboarding, seamless transactions, multilingual support, and enhanced security features amongst others, the BEC Pay App launched with a fresh brand campaign. Introducing the new app with key feature reinforcements, Kuwaiti customers got to experience how 'Simplicity has its benefits.'

BAHRAIN FINANCING COMPANY
CAMPAIGN
BEC Pay App Launch

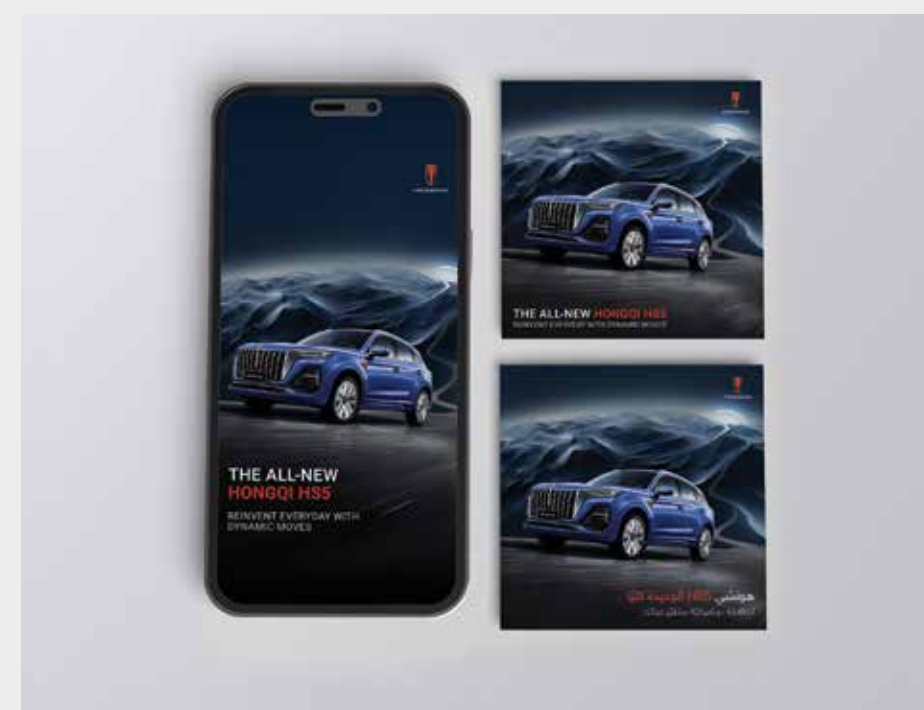
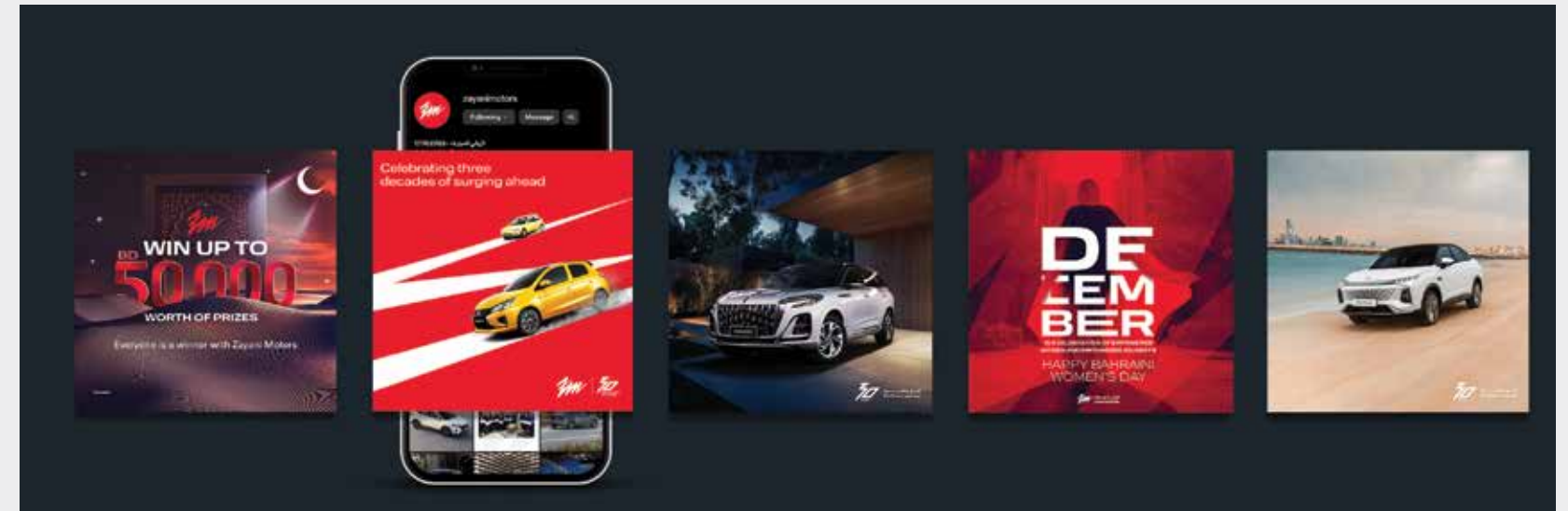
Zayani Motors

Driving innovation and excitement for Zayani Motors 30th anniversary we continued to elevate Hongqi Bahrain, FUSO, MG Motors, and Mitsubishi Bahrain. Our ongoing work for the legacy dealership continued redefining automotive excellence in the Kingdom through dynamic model launches, engaging seasonal promotions, and impactful social media campaigns that included Hongqi Bahrain's brand-new Hongqi HS5 launch and MG Bahrain's electrifying MG Cyberster launch and activation.



SOCIAL MEDIA / CAMPAIGN

ZAYANI MOTORS

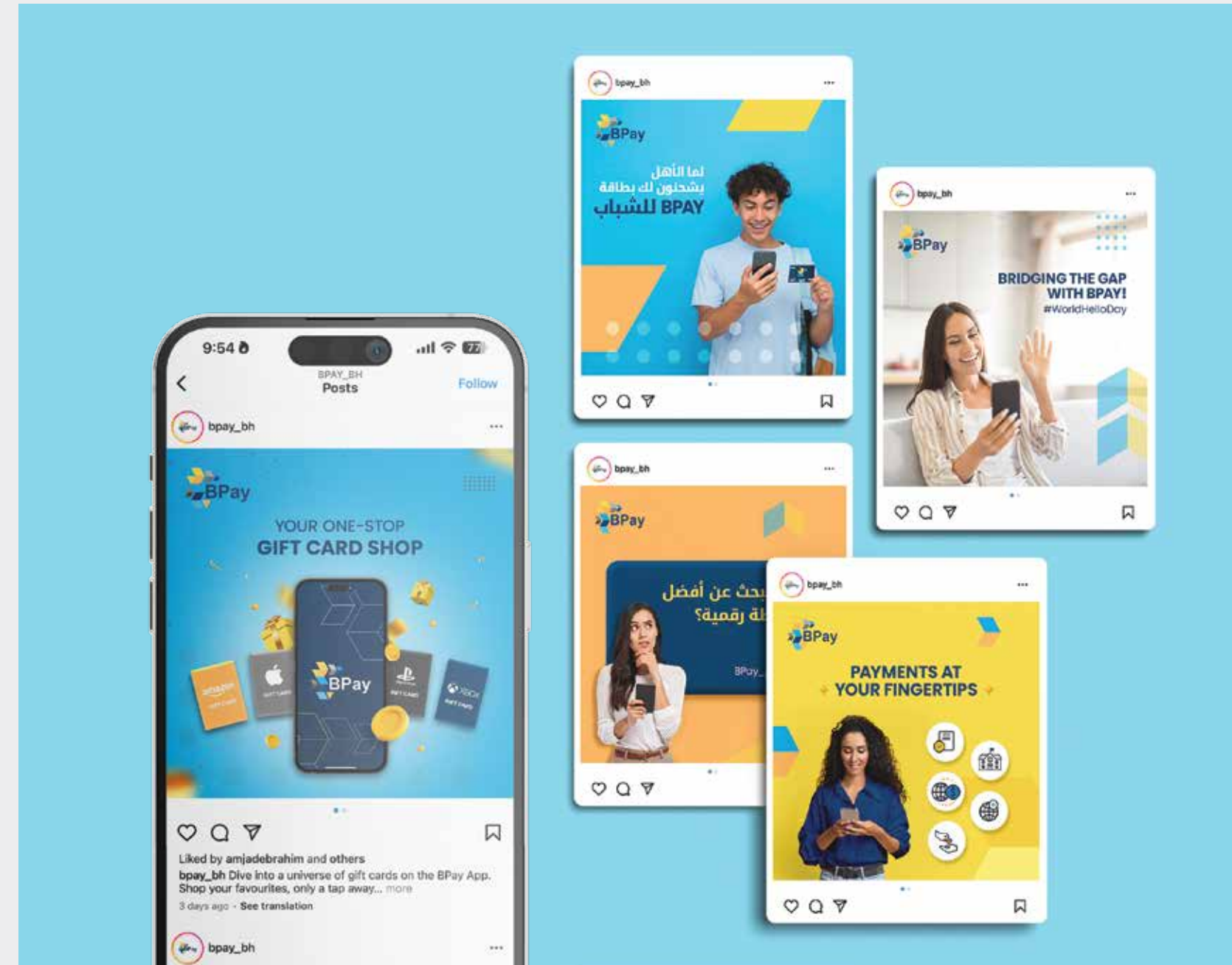
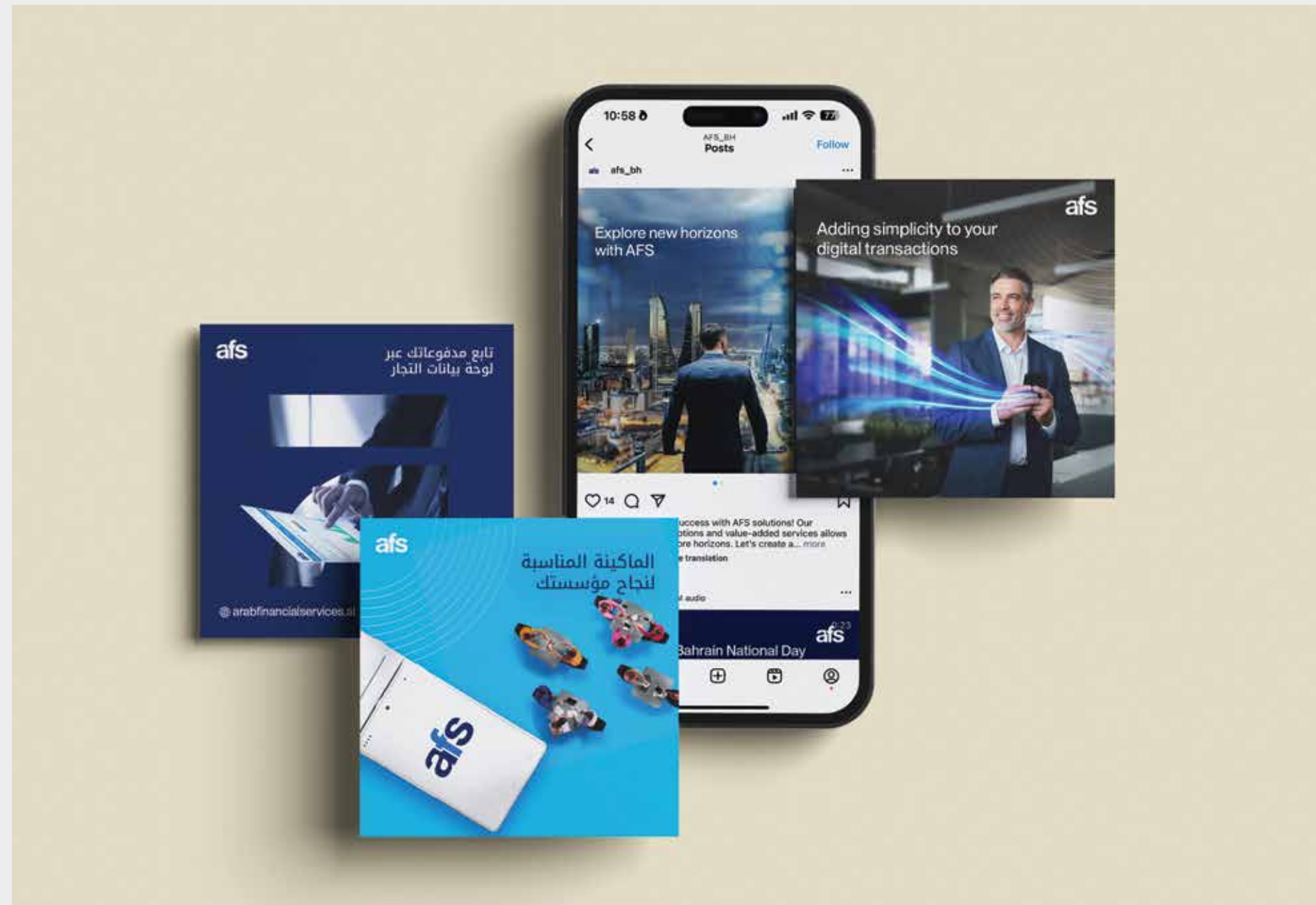


ZAYANI MOTORS

SOCIAL MEDIA / CAMPAIGN

AFS

Going from strength to strength into our 4th year as Arab Financial Services' agency of record, our continued work for AFS Bahrain, AFS Egypt, and their digital wallet solution BPay showcased an expanded array of creativity. Constantly engaging customers with their suite of products and services, our digital duties presented the financial solutions provider's impressive innovations as they continued to spearhead the financial future of the region.



In our second year of managing BPay, we've led their digital and social media strategy with precision and creativity. Our efforts have consistently connected customers with BPay's suite of products and services, transforming the brand from a trusted and innovative digital wallet solution, into a trailblazer offering unparalleled financial experiences. Work that continues to drive engagement and elevate the BPay brand to new heights.

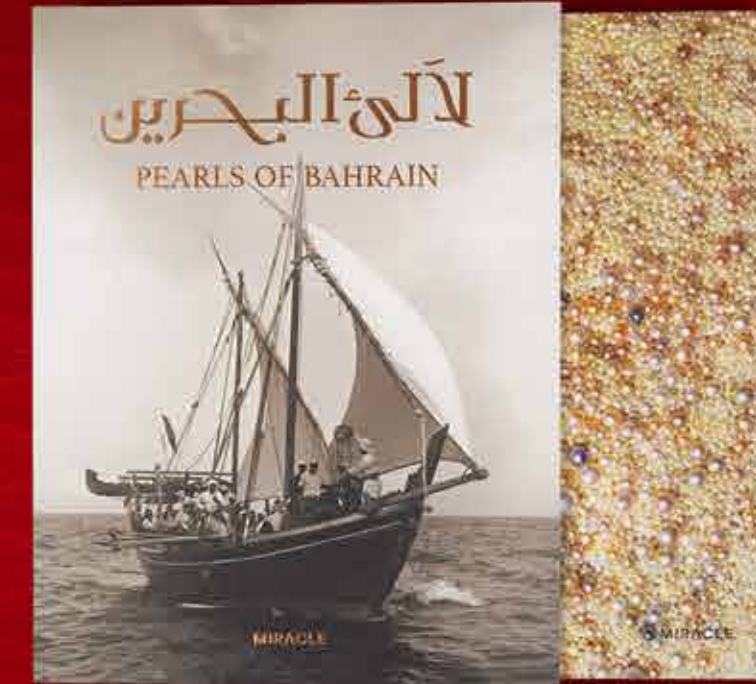
BPay



Bring home
a precious piece of Bahrain's
cultural legacy

لآلئ البحرين

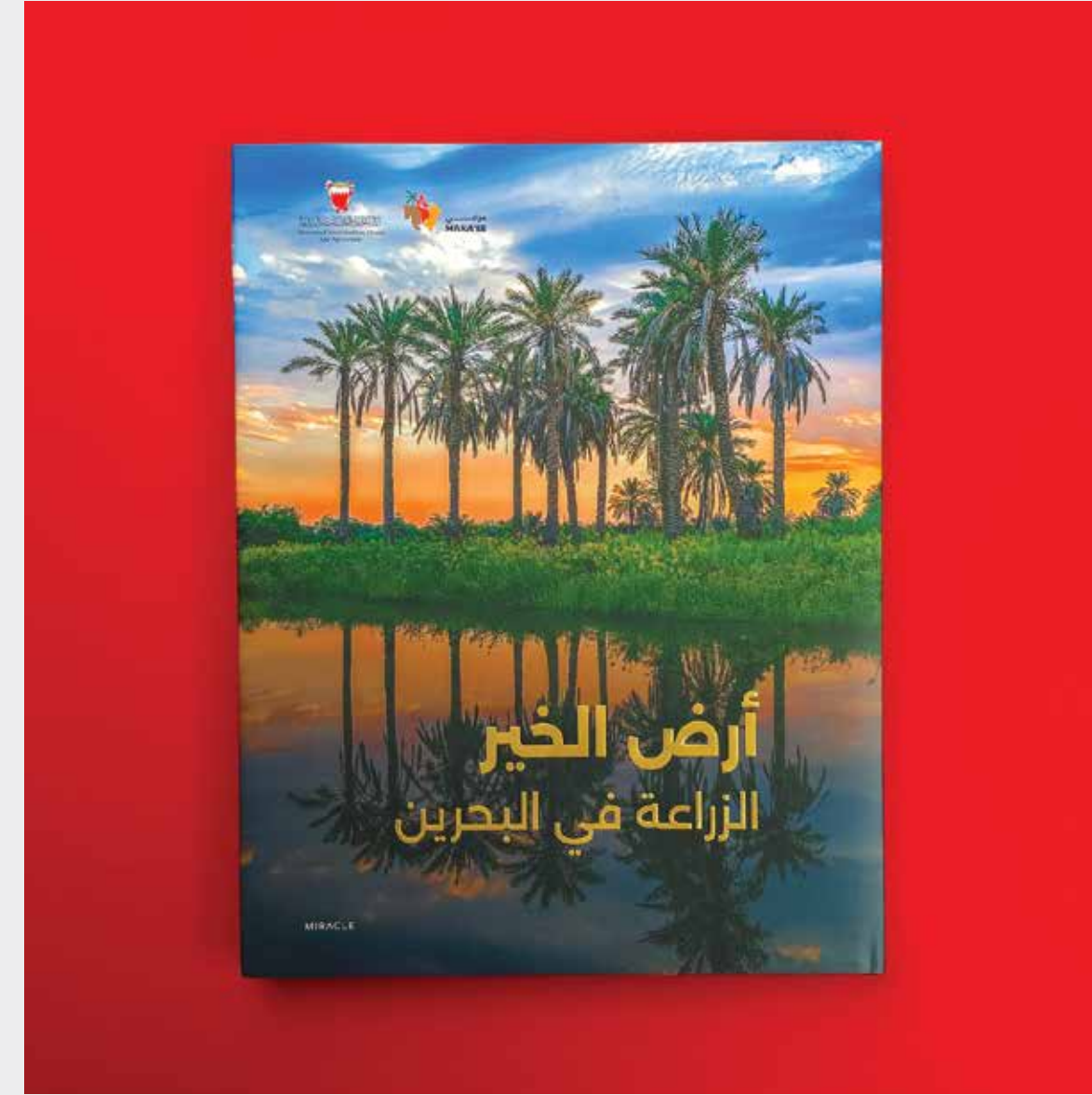
PEARLS OF BAHRAIN



Pearls of Bahrain is a breathtaking coffee table book that honours the Kingdom's enduring pearling heritage and is a true collector's must-have. Dive into the Kingdom's treasure trove as you take in stunning photography, immersive storytelling, and QR-activated songs, that chronicle the journey of a cultural gem. Make this national treasure part of your collection or the perfect gift for history buffs and coffee table connoisseurs alike.

SCAN TO PURCHASE





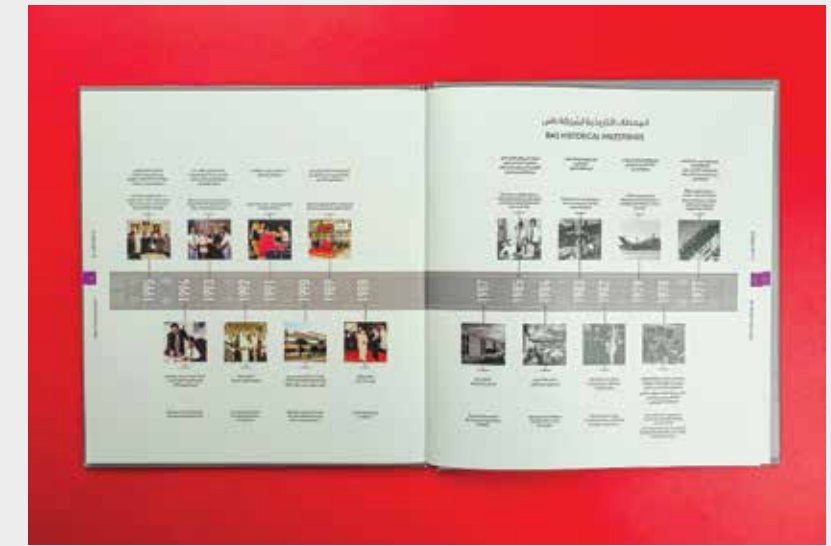
Celebrating homegrown excellence, we proudly launched the 'Ard Al Kheir – Al Zeeraa Fee Al Bahrain' at the 7th edition of Mara'ee, Bahrain. The colourful coffee table book elegantly presents the true essence of Bahraini agriculture and the future of sustainable farming in Bahrain. The picturesque publication is a rich documentation of the Kingdom's annual international agricultural and animal production exhibition and how it has transformed the island since its inception in the 1950s.

Ard Al Kheir

Al Zeeraa Fee Al Bahrain

BAS

A captivating publication chronicling the extraordinary journey of Bahrain Airport Services (BAS) 'From the Ground Up: The Rise of Bahrain Airport Services (1977–2023)' serves as a tribute to its past, a celebration of its present, and a prologue to the chapters yet to be written. With responsibilities that have transcended complex aviation service, to simply becoming the welcoming face of the Kingdom, the engrossing bilingual publication offers a journey of Bahraini aviation excellence.





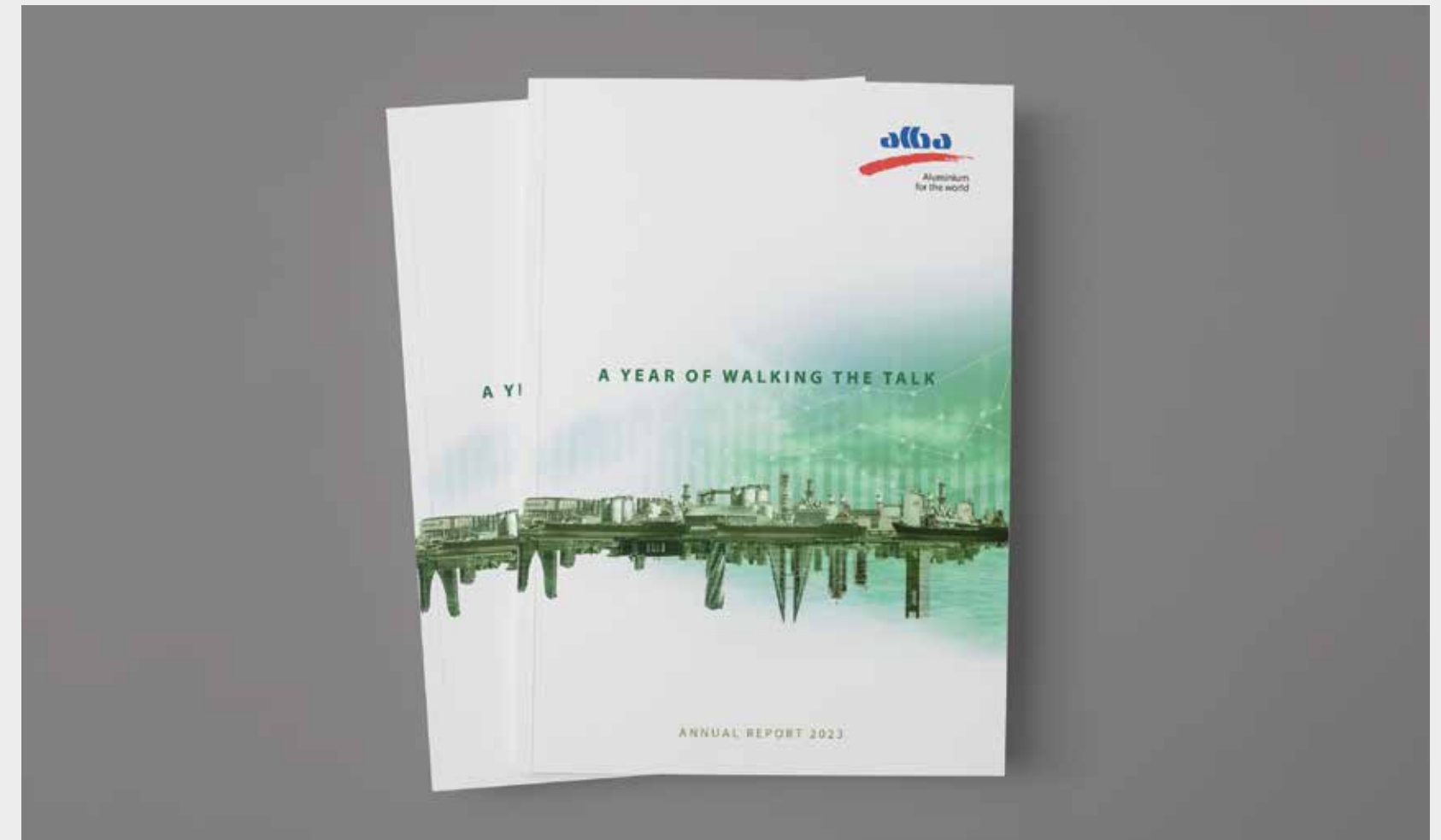
To commemorate their 20th anniversary the Royal College of Surgeons in Ireland (RCSI) Bahrain commissioned us to produce an elegant coffee table book. Capturing their inspiring journey from humble beginnings to major milestones 'From Dublin to Dilmun - The Inspiring Journey of RCSI Medical University of Bahrain' chronicles two decades of the university's groundbreaking achievements. We're honoured to have designed, co-authored, and produced this tribute to 20 years of (RCSI) Bahrain's medical excellence.

RCSI



ALBA

Powerfully highlighting ALBA's dedication to focused growth and action, our work for their 2023 Annual Report is a bold statement of purpose. 'A Year of Walking the Talk', captures the company's strategic initiatives, underscoring its pivotal role in advancing Bahrain's green goals through intuitive design and compelling storytelling.



BBK

Leaping forth into a bold new future, our work for BBK's 2023 Annual Report captures their dynamic commitment to growth, one where precision meets creativity in 'A New Era of Opportunities'. The bilingual publication combines creative design with financial reporting flair to reflect the bank's innovative dynamism.



ANNUAL REPORT

BANK OF BAHRAIN AND KUWAIT



Our work for BCFC's 2023 Annual Report highlighted the company's unwavering strength in navigating market challenges, by 'Building on a legacy of resilience'. Creatively brought to life through vibrant design and thoughtful storytelling, the bilingual publication captured the spirit of a true market champion.

BCFC



BAHRAIN COMMERCIAL FACILITIES COMPANY

ANNUAL REPORT

Edamah

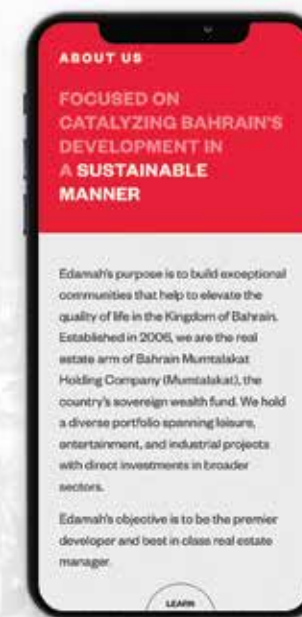
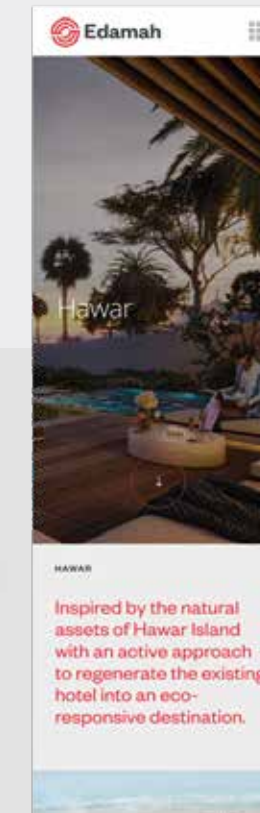
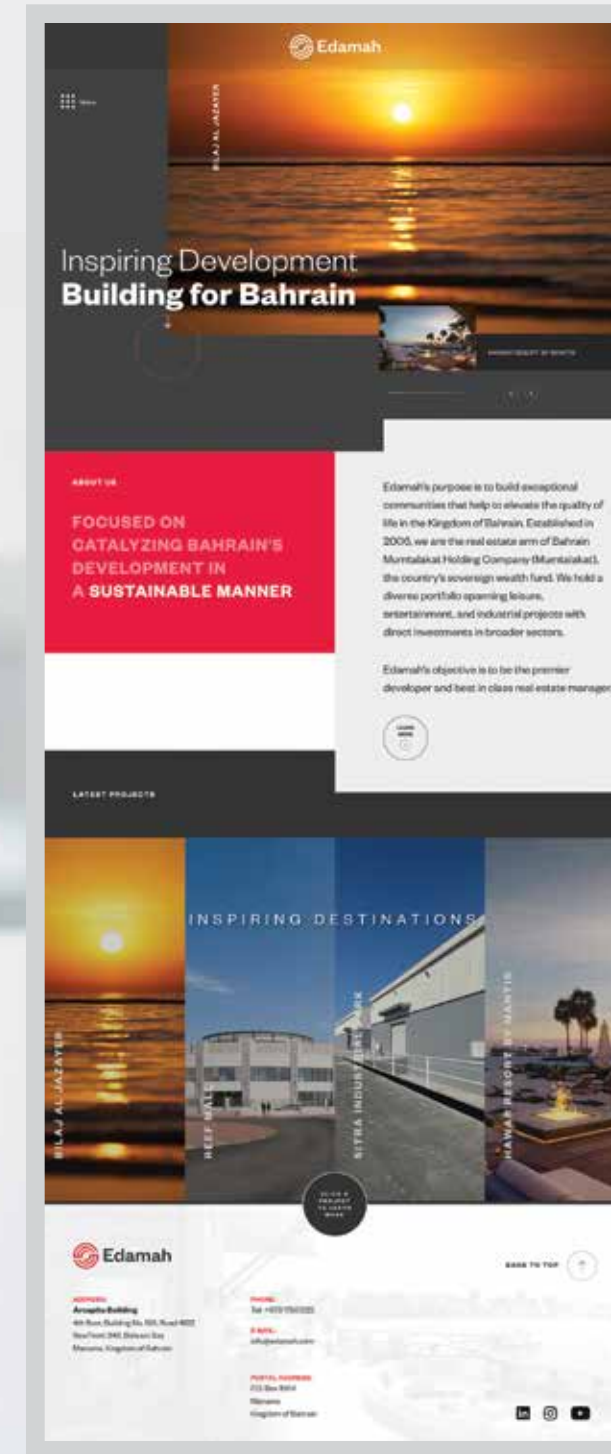
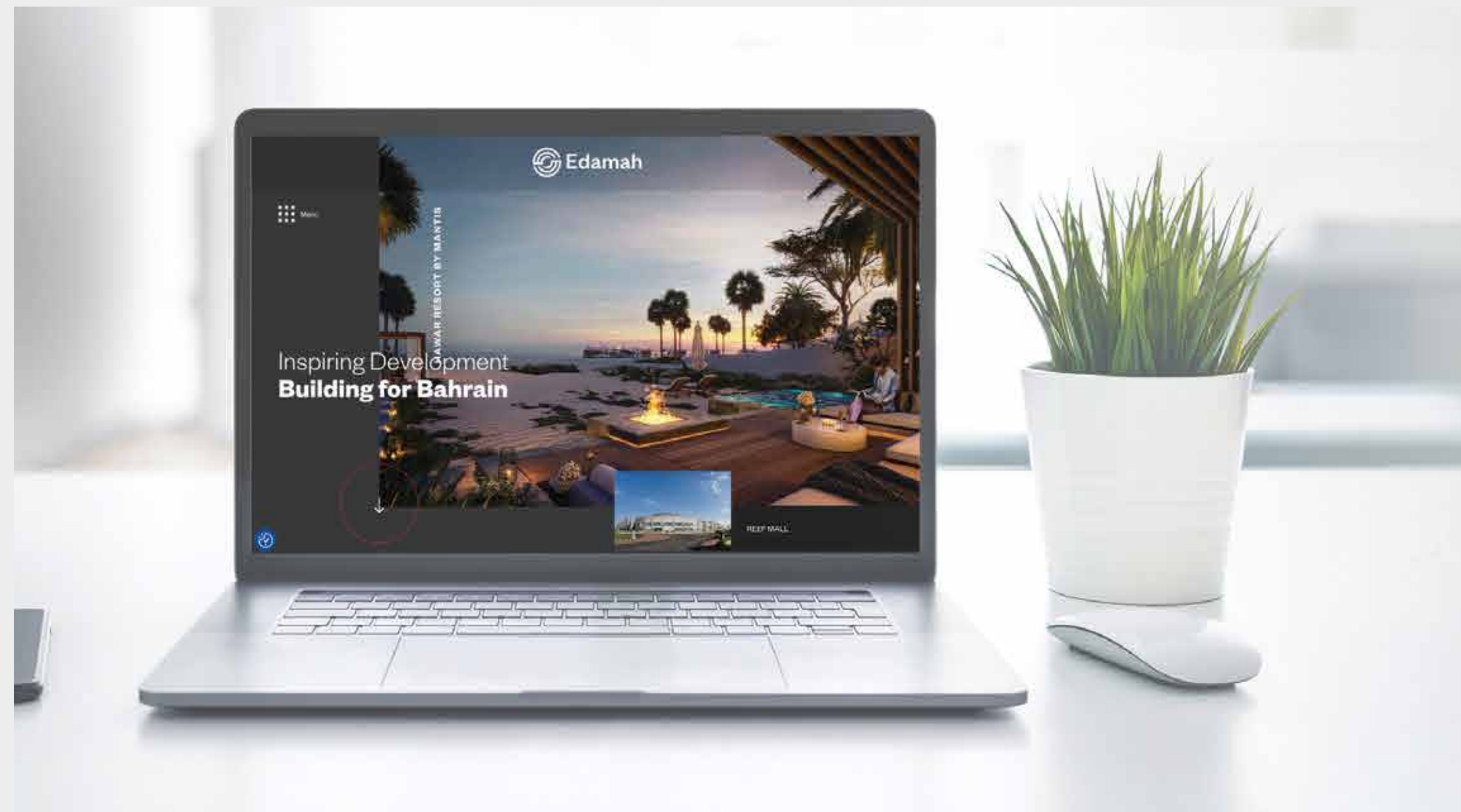
Offering a bold new digital destination, our work for the new corporate website of Edamah (Bahrain Real Estate Investment Company), offers an elegant presentation of Bahrain's future in real estate. The redesigned digital portal is a luxurious showcase of Bahrain's premier development projects, crafted with a sleek, responsive, and minimalistic design that embodies sophistication and usability. Designed to captivate and inform, the bilingual platform ensures accessibility for a global audience, reflecting the client's vision of making their groundbreaking projects and portfolio properties shine.



EDAMAH

DIGITAL

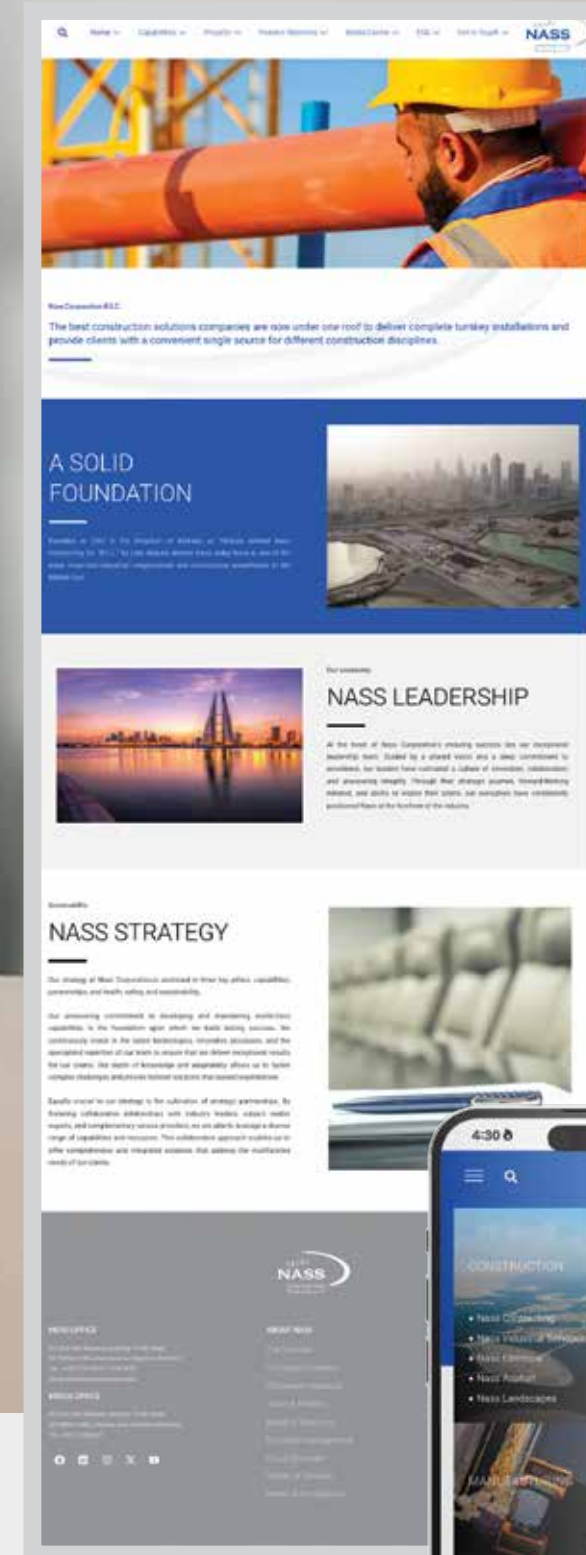
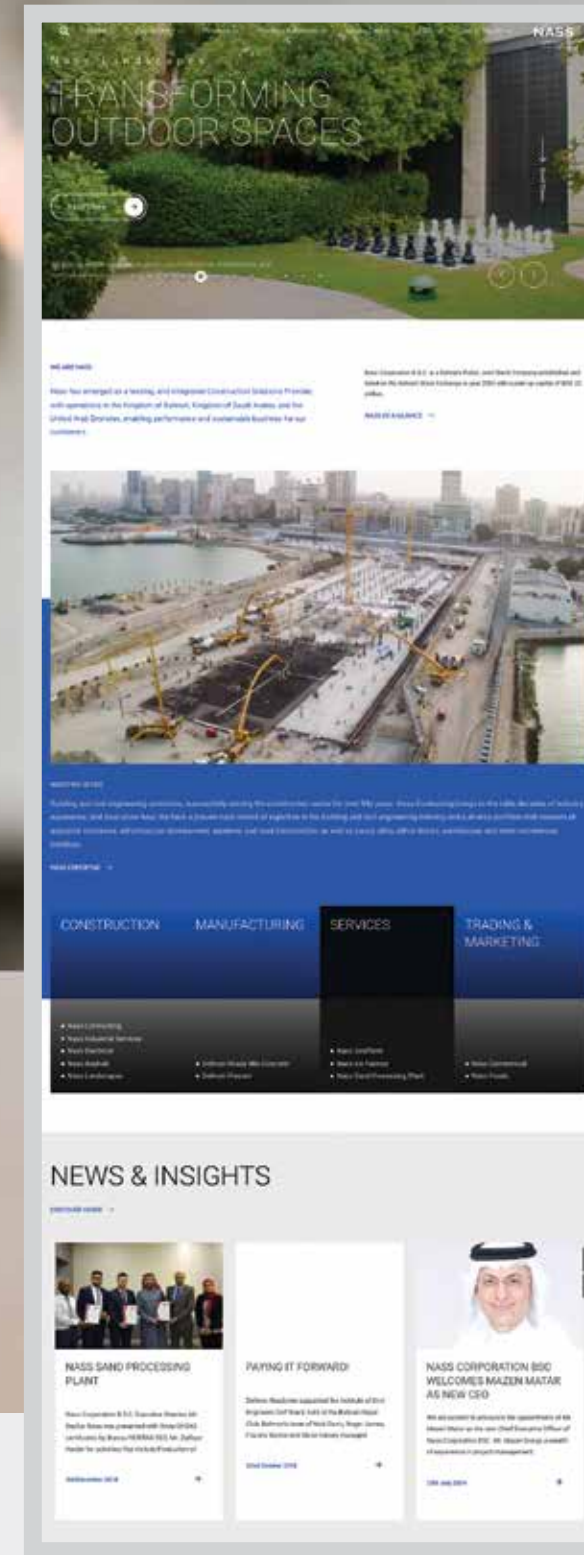
Corporate Website



DIGITAL

Corporate Website

NASS CORPORATION



NASS Corporation

Our wholly reimagined corporate website for the Nass Corporation offers a bold new digital presence for Bahrain's construction powerhouse. Designed with sleek aesthetics, modern functionality, and seamless navigation, the new portal is a testament to the company's dynamic vision and forward thinking excellence. Whether you're here to explore their legacy, engage with their innovative projects, or find inspiration in their industry leadership, the newly redesigned portal sets a new benchmark for corporate storytelling online.



Miracle Prints is the Kingdom's only digital printing press capable of handling all kinds of large format print productions. From large format digital printing for outdoor billboards, lampposts, and unipoles, to indoor displays, digital printing, wallpapers, large exhibitions, and more, making it the go to destination for competitive concept-to-completion digital printing solutions.



The Kingdom hosted the 7th edition of BIAS and its largest iteration to great fanfare, building enduring partnerships amidst international trade and innovation. Miracle Prints was proud to produce and support this spectacular event, showcasing the Bahrain International Airshow's story of innovation and excellence. From banners to backdrops, every branding touchpoint printed and produced greeted foreign dignitaries and made a lasting impression on the international press.

Bahrain International Airshow

Mara'ee

Under the esteemed patronage of His Majesty King Hamad bin Isa Al Khalifa, Bahrain hosted the most dynamic Mara'ee exhibition this year. Presented as the perfect playground for kids and those who are kids at heart, Miracle Prints showcased this edition as 'The Fun Animal Farm' with vibrant branding, at every touchpoint from galleries, arches, and tents amongst several other collaterals.



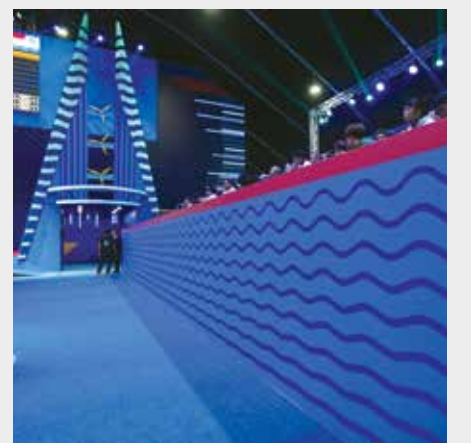
PRINTING

THE MINISTRY OF MUNICIPALITIES
AFFAIRS AND AGRICULTURE

IWF World Championships

BAHRAIN WEIGHTLIFTING
FEDERATION

PRINTING



Miracle Prints proudly brought strength to life for the IWF World Championships 2024, celebrating the champions of power and perseverance across the Kingdom. From eye-catching billboards and lamp posts to dynamic digital screens, immersive window branding at the Diplomat Residence, and every creative touchpoint at the event venue, our work embodied a seamless blend of elegance and impact. The IWF World Championships once again stood as a testament to strength, both in sport and in creativity.



Miracle Prints brought elegance and precision to life at Jewellery Arabia 2024, delivering exceptional production work for Bahrain's leading jewellery brands. From stunning hanging banners to seamless event branding, our collaterals reflected the sophistication and brilliance of the showcased collections.

Cityscape

Elevating luxury at Cityscape 2024 Miracle Prints set the stage for Bahrain's premier real estate event, with exceptional production work that captured the essence of luxury living. From striking hanging banners to immersive event branding, our collaterals showcased Bahrain's leading luxury real estate offerings with sophistication and impact.



Jewellery Arabia





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