

WE  
GOT  
YOU  
NOTICED





## **We got you noticed.**

Our focus is simple but powerful; to make sure your brand didn't just appear... it stood out. Every design, every detail, and every execution was crafted with one purpose in mind: to capture attention and communicate your message with clarity and impact.

We Got You Noticed is more than a theme for this year's newsletter; it's a reflection of our commitment to ensuring that the brands we work with are seen, remembered, and valued where it matters most.

SCAN ME





# Arab Summit

The 34<sup>th</sup> Arab League Summit required an identity honouring the Arab world's rich cultural legacy while uniting leaders under one cohesive visual voice. Entrusted with developing the complete branding system in Baghdad, Miracle created a diplomatic, culturally resonant identity designed to adapt seamlessly across protocol-driven settings, VIP experiences, and ceremonial moments. The result was a refined brand ecosystem spanning event collaterals and distinguished ceremonial elements, delivering a seamless experience for one of the region's most significant diplomatic gatherings.



## EVENT BRANDING

34<sup>th</sup> Arab Summit 2025,  
5<sup>th</sup> Economic and Social Summit, Baghdad



Royal Bahrain Concours  
2025

# Royal Bahrain Concours

Launching the first Royal Bahrain Concours under the Crown Prince's patronage required an identity reflecting its prestige and exclusivity. Hosted at the Royal Golf Club, the event demanded a sophisticated branding system balancing refinement with ceremonial precision. Miracle crafted a bespoke visual language positioning the Royal Bahrain Concours among the world's leading collector-car experiences, extending across trophies, invitations, and venue installations resulting in an inaugural edition defined by elegance, exclusivity, and craftsmanship.





# Mara'ee

The 8<sup>th</sup> edition of Mara'ee marked a bold evolution for one of Bahrain's most cherished family events. Celebrating agriculture, livestock, and learning, the 2025 show called for a refreshed identity capturing a spirit of discovery for all ages. Miracle evolved the branding and creative direction, embracing a playful visual language across on-site branding collaterals and storytelling touchpoints. The result was a lively, immersive environment celebrating community, nature, and Bahrain's agricultural heritage reimagined for a new generation.



EVENT BRANDING  
Bahrain International Show for Agriculture  
and Animal Production (Mara'ee 2025)

MINISTRY OF MUNICIPALITIES  
AFFAIRS AND AGRICULTURE



Celebrating two decades of empowering young minds, INJAZ Bahrain's 20<sup>th</sup> anniversary marked a milestone in its mission to shape future leaders. Miracle partnered with the organisation to create a cohesive suite of commemorative assets reflecting its impact and values. From agenda designs and certificates to gala collaterals and gift materials, each element upheld brand consistency while elevating the occasion's prestige, resulting in a unified visual language honouring INJAZ's legacy and inspiring the next generation of changemakers.

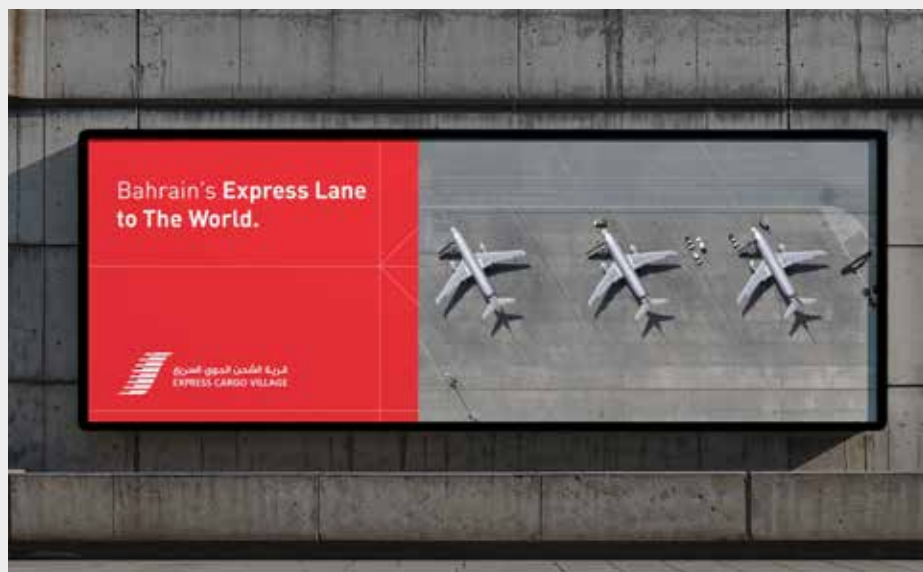
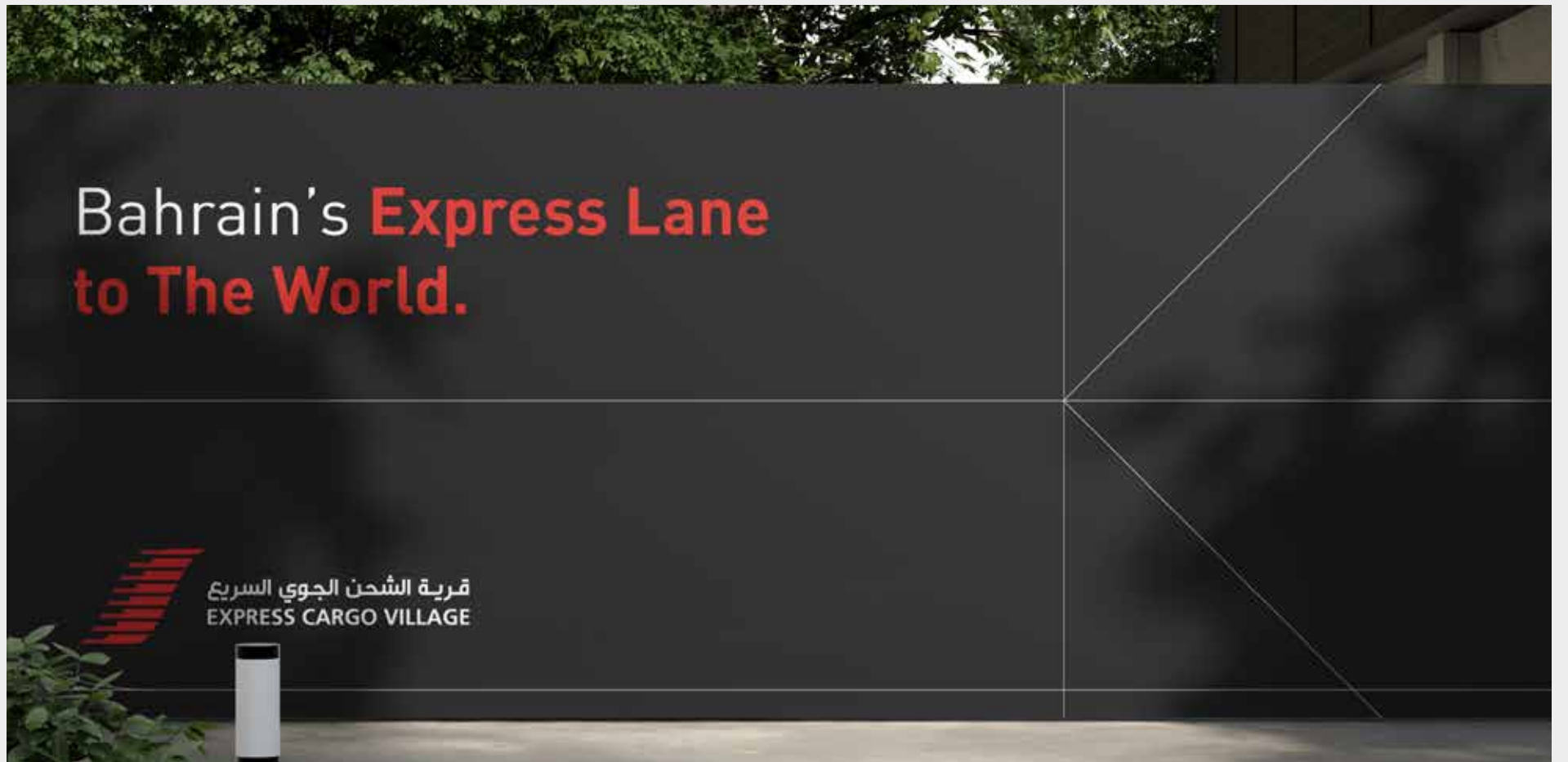


# Injaz

## 20<sup>th</sup> Anniversary Celebration

# Exporexpress Cargo Village

Miracle was appointed by Bahrain Airport Company (BAC) to develop the visual identity for the Express Cargo Village, a 25,000 sqm logistics hub at Bahrain International Airport consolidating cargo operators into a streamlined ecosystem. Supporting Bahrain's growth as a regional logistics leader, the project enhances capacity, speed, and service. Miracle created the brand logo and a bold hoarding system, establishing a modern brand foundation that communicated professionalism, innovation, and forward momentum.



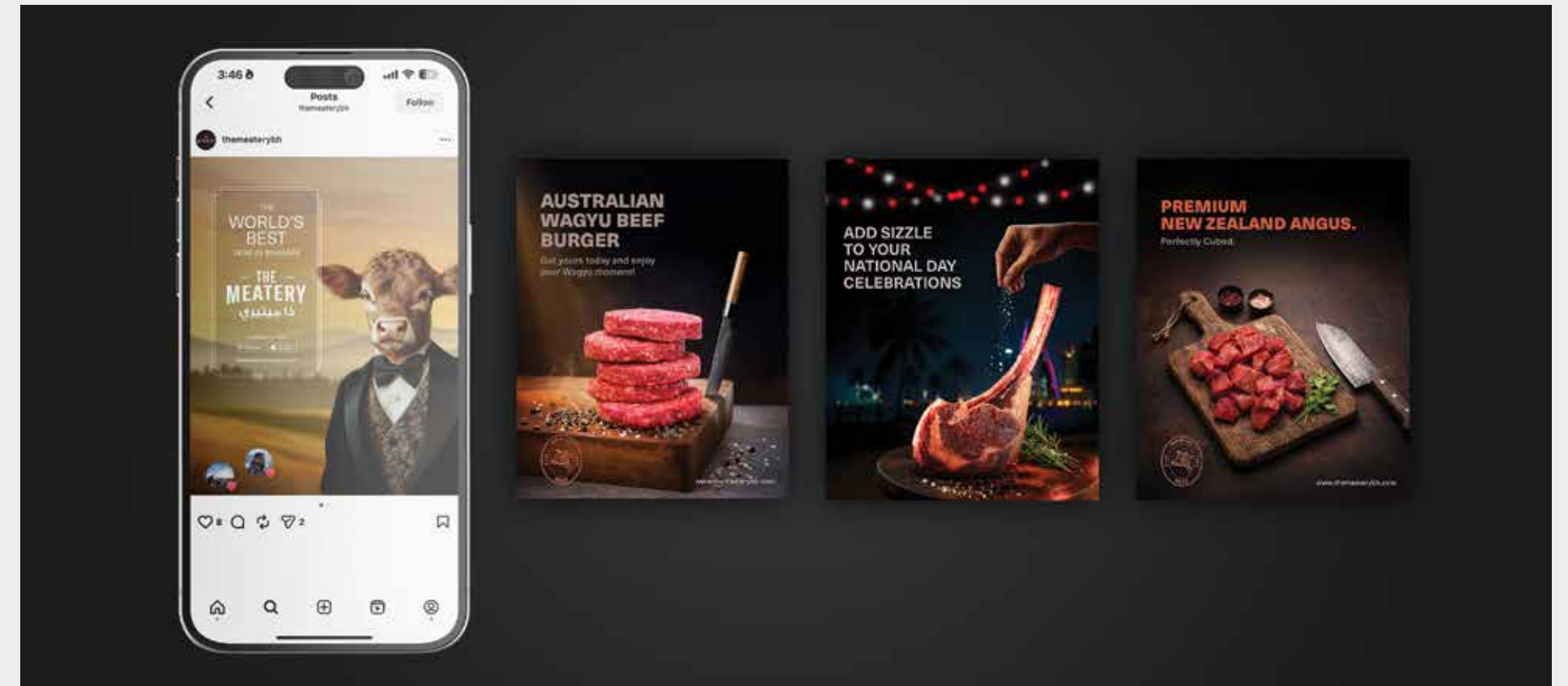
# The Meatery

Miracle led the launch of NASS Foods' new digital venture, The Meatery a refined direct-to-consumer platform redefining online meat retail. Blending the brand's heritage with a contemporary, digital-first expression, we crafted a seamless experience for today's discerning customer. Centered on the promise to "Savour the Difference," every touchpoint, from visual language to product presentation delivers a premium feel, strengthening market presence and setting a new benchmark for specialty meat e-commerce.



BRANDING  
Corporate Branding

NASS FOODS



# EK Kanoo

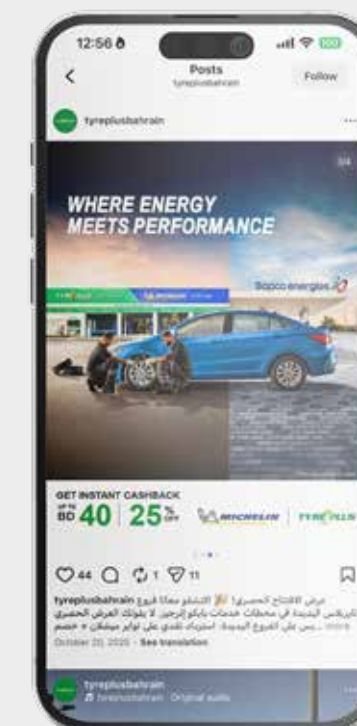
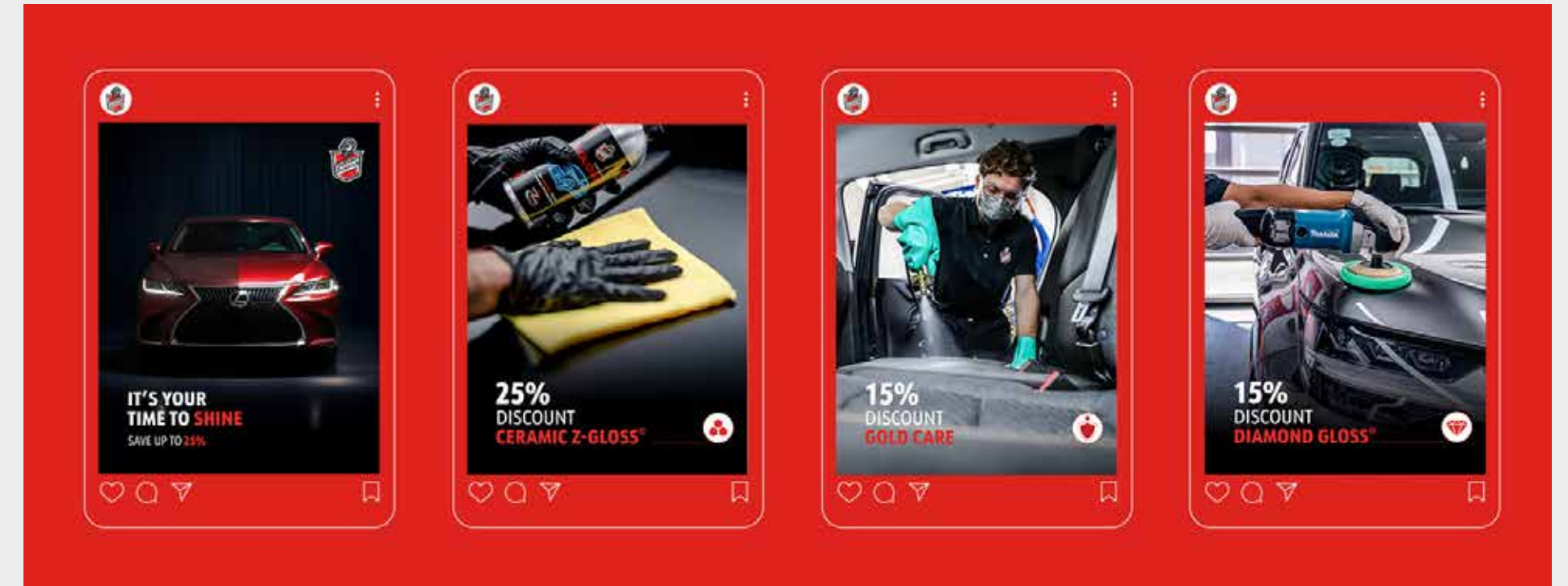
## TyrePlus, Ziebart, and LLumar

Supporting Ebrahim K. Kanoo, Miracle continues to elevate TyrePlus, Ziebart, and LLumar across Bahrain's automotive sector. From building trust in TyrePlus' tyre and service offerings to promoting Ziebart's protection solutions and LLumar's advanced window films, our work strengthens each brand's market presence. Through consistent storytelling, targeted campaigns, and audience-focused messaging, our work continues to deliver a cohesive, future-forward brand ecosystem that drives value and engagement at every customer touchpoint.

CAMPAIGN

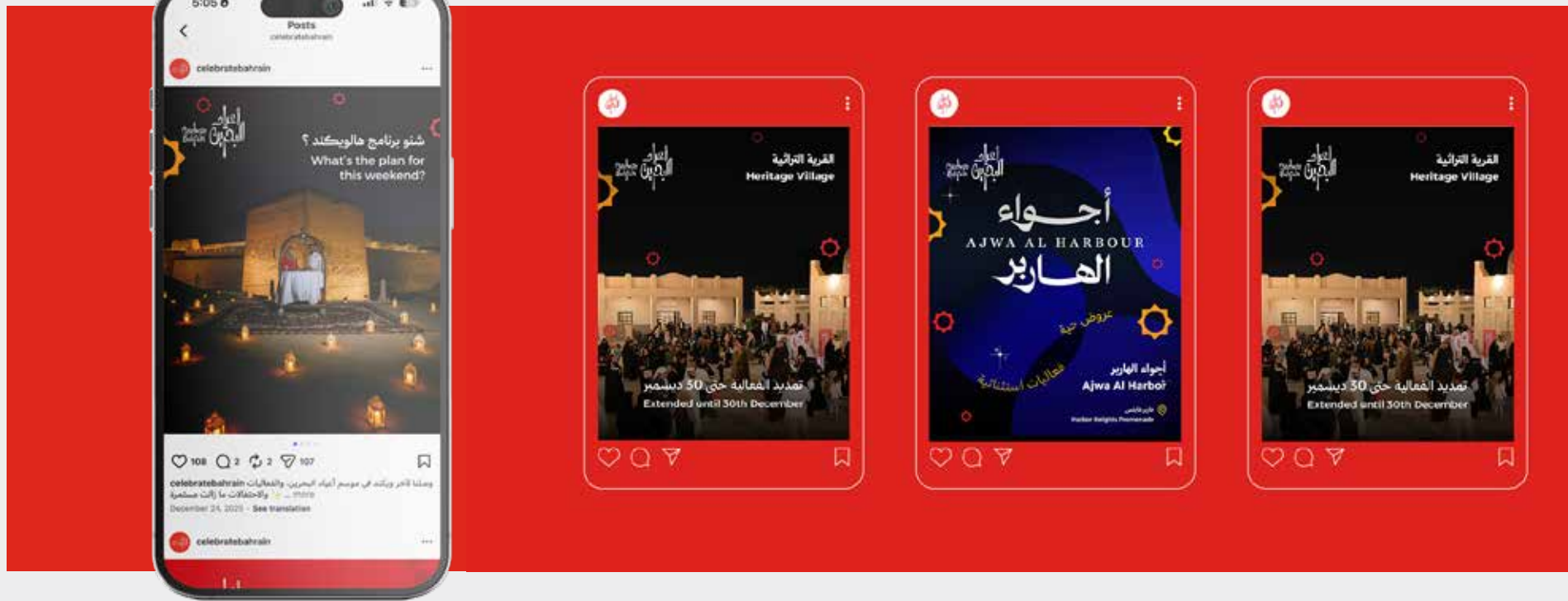
Tyreplus, Ziebart and LLumar Campaigns

EK KANOO

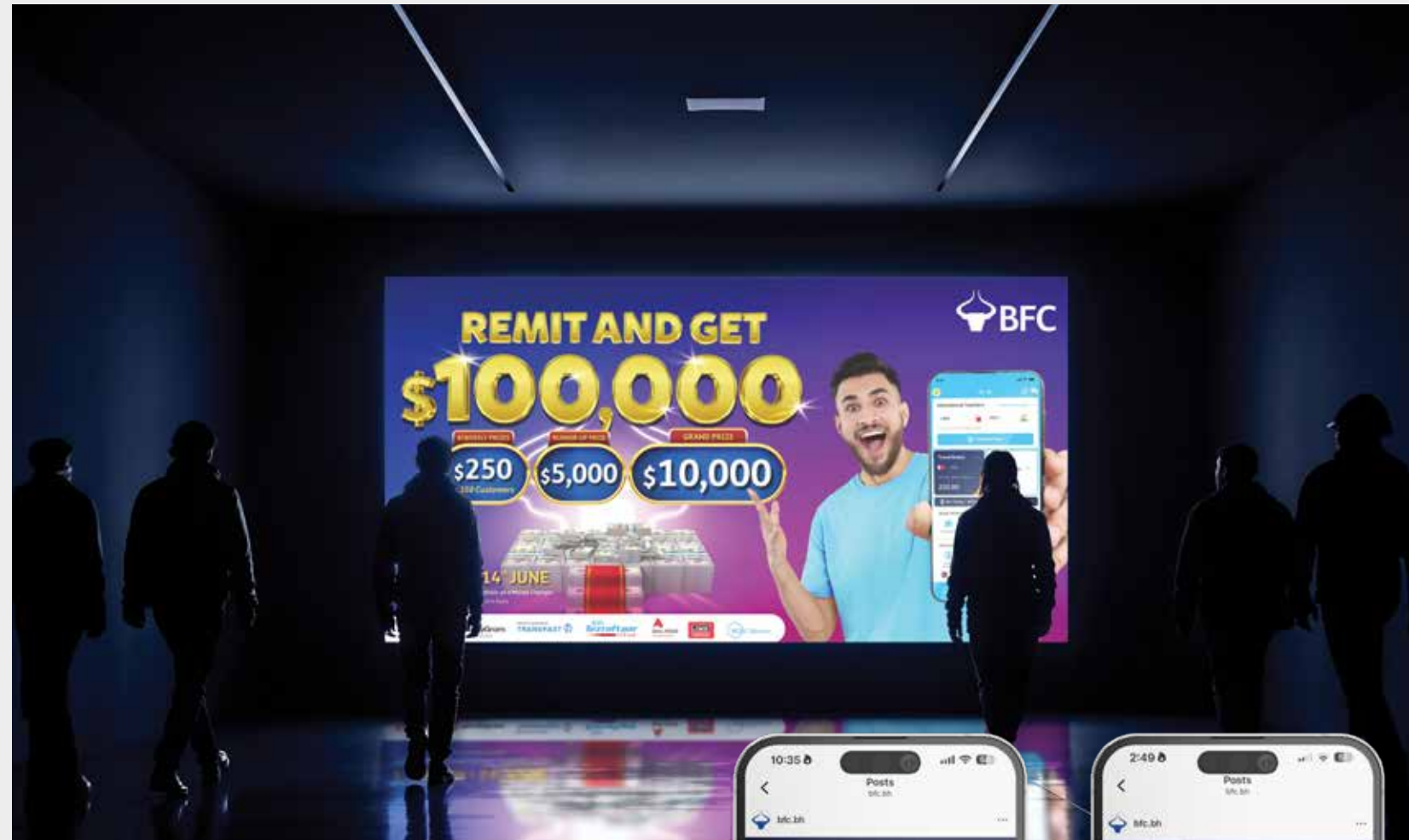




Celebrate Bahrain 2025 called for more than a seasonal campaign; it required a unifying platform positioning the Kingdom as a premier GCC tourism destination. Running from September to December 2025, the mandate focused on a full-funnel, data-driven digital and social strategy connecting hundreds of events and offers under one cohesive narrative. In collaboration with partners, Miracle delivered a holistic, digital-first campaign driving measurable tourism growth, engagement, and excitement around Bahrain's year-round experiences.



# Celebrate Bahrain



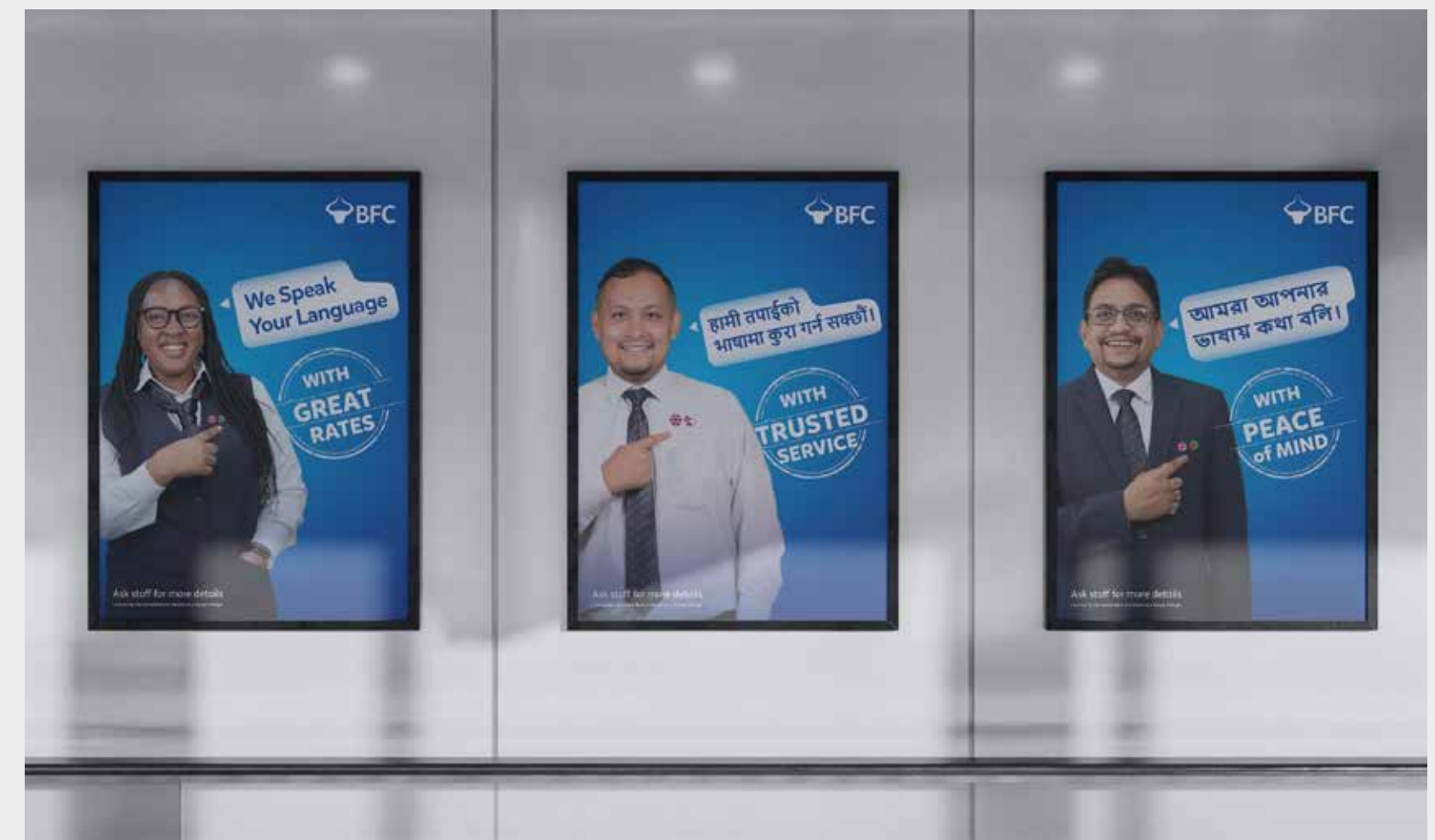
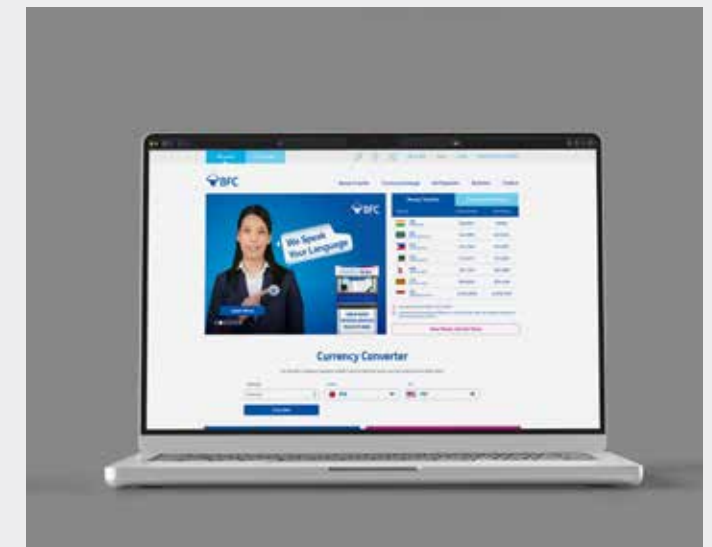
**BFC DOORWAY TO WIN CAMPAIGN**

BFC opened a new chapter of excitement with its 'Doorway to Win \$100,000' - a seasonal highlight designed to reward loyal customers while reinforcing BFC's position as Bahrain's most trusted and rewarding partner for remittances. Built around a bold doorway motif symbolising opportunity, the campaign delivered an energetic presence across digital, outdoor, and in-branch touchpoints. From social media and web banners to immersive branch displays, each execution inspired participation and anticipation, transforming a seasonal prize draw into an engaging brand moment where every remittance became a step towards winning.

**BFC**

**BFC WE SPEAK YOUR LANGUAGE**

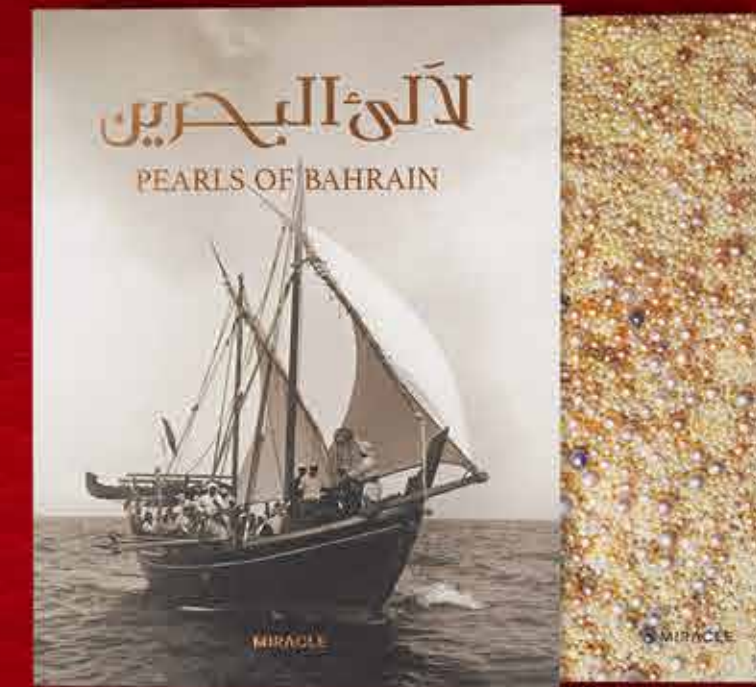
BFC's "We Speak Your Language" brand campaign captured the trusted exchange house connection, positioning language as a symbol of closeness and care. Through relatable storytelling and people-focused visuals, the campaign reinforced BFC's commitment to listening, supporting, and connecting with customers in ways that feel personal, reassuring, and authentically local.



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



# Informa

Across MEOS GEO & Jewellery Arabia 2025, and the Autumn Fair's 2026 Chapters for INFORMA, Miracle's scope focused on the implementation of approved designs across a wide range of event collaterals. Working within established brand frameworks, we ensured precise, consistent application across digital and print touchpoints. From marketing materials to on-ground assets, each execution upheld brand integrity, delivering cohesive, polished outputs aligned with the standards of three leading international exhibitions.

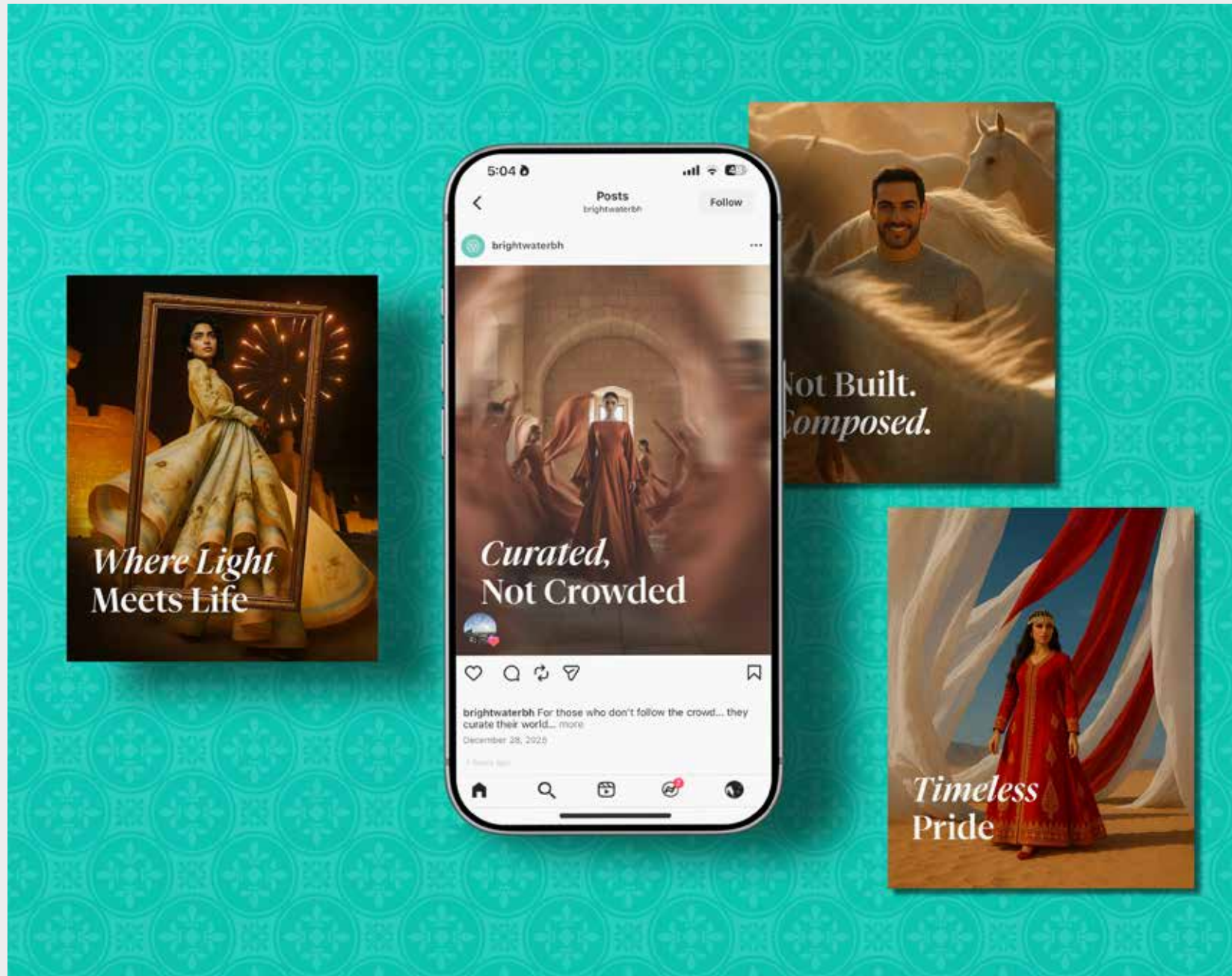
BRANDING  
Event Branding

INFORMA



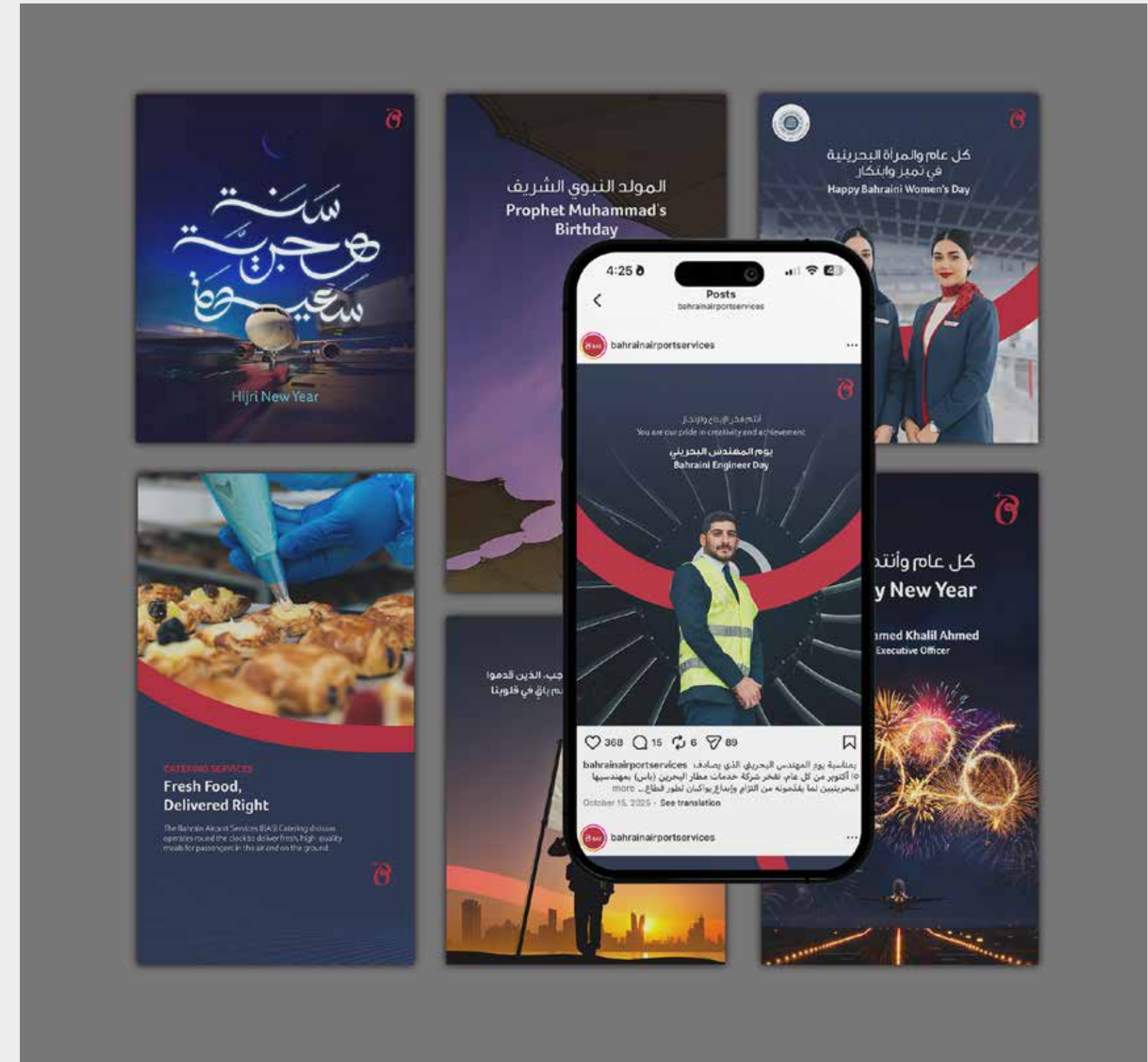
# Brightwater

For Brightwater, one of Bahrain's most anticipated lifestyle destinations, Miracle shaped a brand as refined as the experience itself. From defining its artist-led brand persona to formalising its social voice, we created a clear framework for consistent, sophisticated communication. Rooted in a promise of distinctive experiences, the strategy equips teams and partners with the clarity and confidence to deliver content with creative polish, laying a strong foundation for a truly remarkable destination.



SOCIAL MEDIA

BRIGHTWATER



BAHRAIN AIRPORT SERVICES

SOCIAL MEDIA

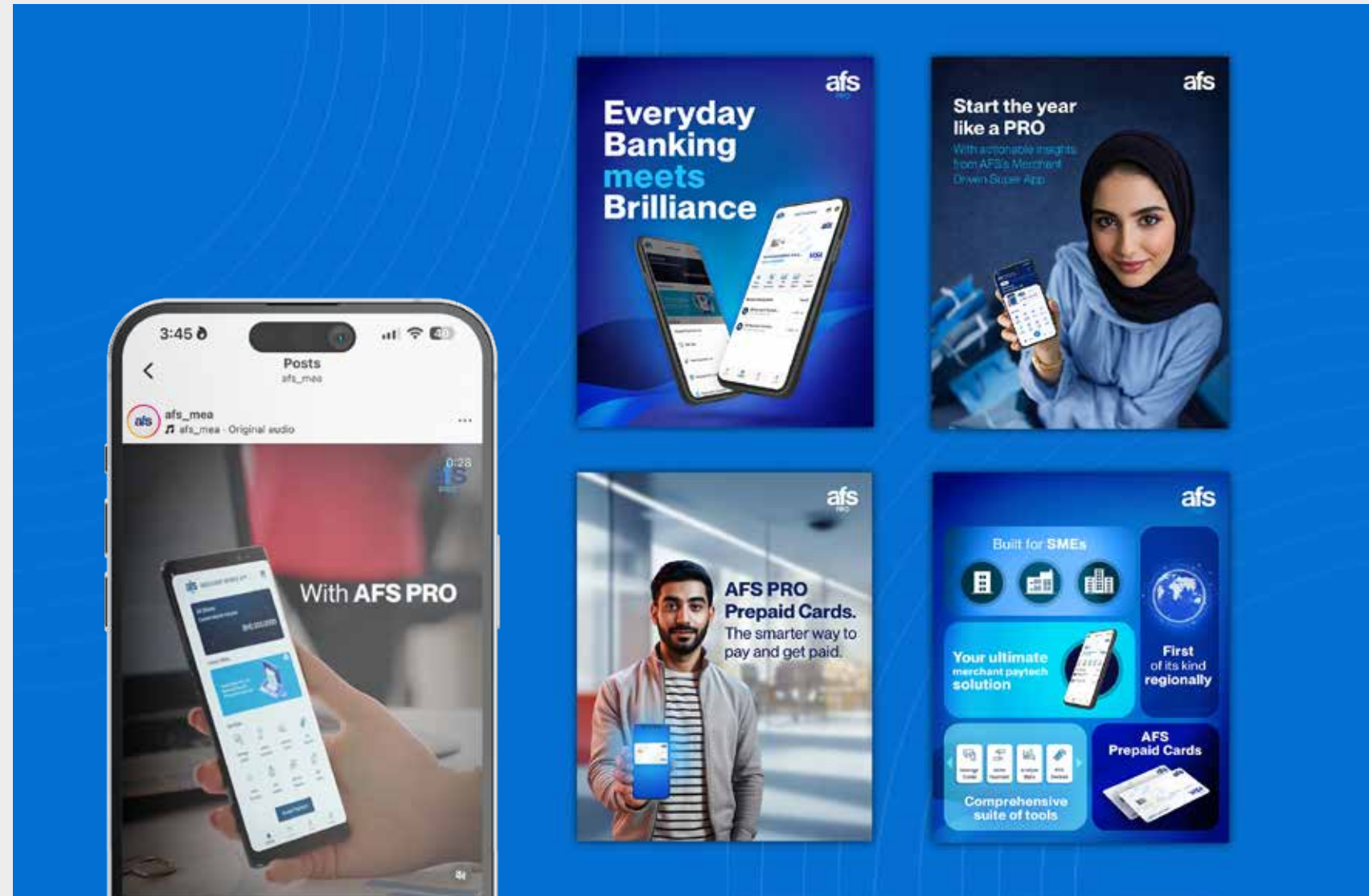
# BAS

Our ongoing partnership with Bahrain Airport Services (BAS) elevates one of the Kingdom's core aviation pillars. From highlighting ground handling precision to promoting catering, cargo, and passenger services, we strengthen BAS's position within Bahrain's aviation ecosystem. Through strategic content, social storytelling, and impactful campaigns, we amplify its commitment to safety, efficiency, and innovation—spotlighting the people and processes that deliver seamless travel experiences at the Bahrain International Airport.

# AFS

SOCIAL MEDIA

ARAB FINANCIAL SERVICES



For the launch of AFS PRO, the region's first merchant-driven super app, Miracle crafted a bold digital narrative positioning it as a complete business empowerment platform. Through launch content, social storytelling, and UI-aligned visuals, communications highlighted simplified operations, seamless payments, and smart tracking. Centered on the promise of powering businesses 'like a PRO,' the campaign drove awareness and adoption, presenting AFS PRO as a new era of efficiency for merchants.

BANK OF BAHRAIN AND KUWAIT

ANNUAL REPORT



BBK's 2024 Annual Report, titled 'Accelerating Our Banking Innovation,' reflects the bank's renewed focus on customer centricity, sustainable growth, and purposeful innovation. Marking a year of leadership shifts and stronger ESG commitments, the theme underscores resilience and progress. Designed in alignment with their Sustainability Report, the bilingual publication blends bold visuals with clear, investor-focused storytelling, highlighting community impact, diversity, digital transformation, and long-term value creation while reinforcing BBK's legacy and forward momentum.

# BBK



Articulating Alba's evolution 'Beyond Boundaries. Beyond Limits.' our creative direction for the 2024 Annual Report brought its vision, sustainability leadership, and international growth to life through a refined, corporate design approach. Expanding on last year's progress narrative, the theme highlighted Alba's global footprint and ESG commitments. Our scope covered concept development, design, bilingual layout, infographics, and a responsive microsite delivering a clear, investor-focused publication aligned with transparency and long-term value creation.

# ALBA

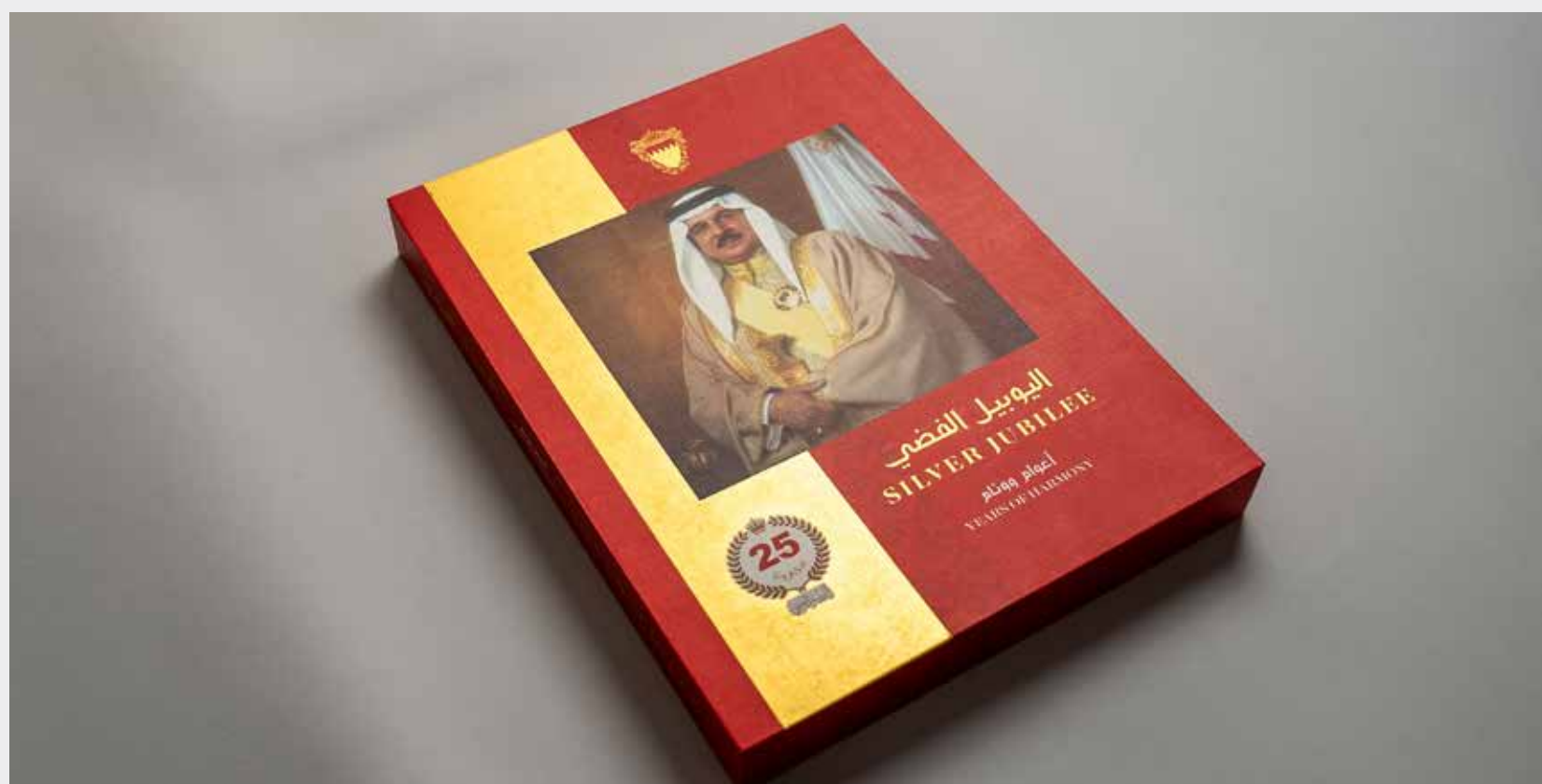
# BMMI

Supporting the launch of the client's refreshed identity, we developed a publication reflecting clarity, purpose, and modern simplicity. Centered on the signature spark element and the tagline 'Making a Difference,' the design adopted a clean, accessible aesthetic with confident visual presence. Focused on minimalism and intuitive content flow, the publication translated the brand's in-house vision into a refined, print-ready format bringing the new identity to life with elegance and intent.



PUBLISHING

25 Years of Harmony:  
HM King Hamad bin Isa Al Khalifa



THE MINISTRY OF INFORMATION,  
KINGDOM OF BAHRAIN

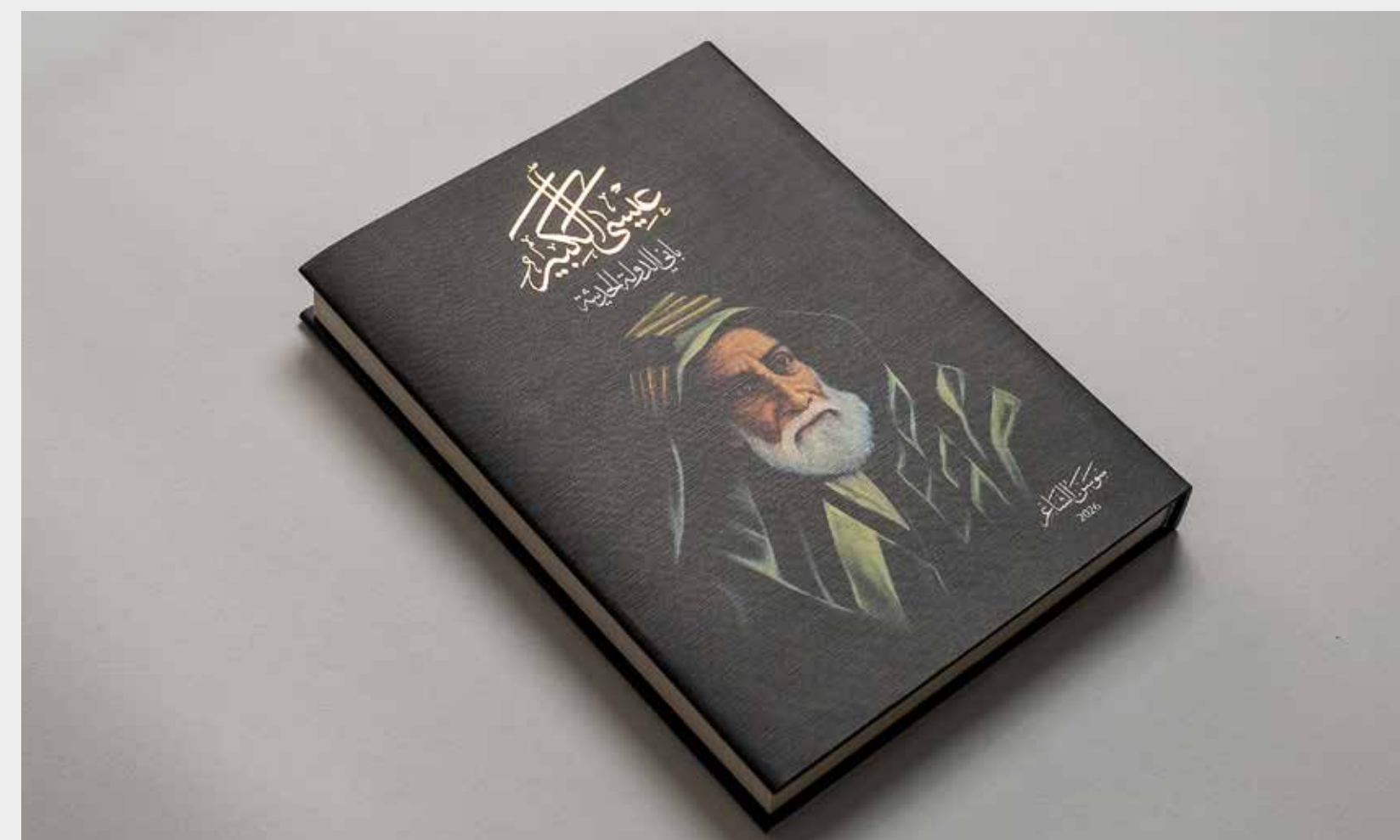


25 Years of Harmony: HM King Hamad bin Isa Al Khalifa reflects on a remarkable quarter-century of national progress under visionary leadership. Thoughtfully documented, the elegant publication traces Bahrain's journey of unity, ambition, and transformation, where heritage and modern advancement move hand in hand. It captures milestones across diverse fields, shaped by the shared resolve of leadership and people alike. More than a historical record, it stands as a tribute to a nation that continues to build with pride, purpose, and unwavering determination towards the future.

# 25 Years of Harmony

# Isa Al Kabeer

Isa Al Kabeer is a commemorative publication honouring the legacy of the late Shaikh Isa bin Ali Al Khalifa, the architect of Bahrain's modern renaissance. Released in celebration of 2026: The Year of Isa Al Kabeer, and marking the 25th anniversary of the National Action Charter, the book reflects on his enduring contributions to Bahrain's institutional and national foundations. Authored by Sawsan Al Shaeer, the publication stands as a tribute to visionary leadership and the Kingdom's continued progress.



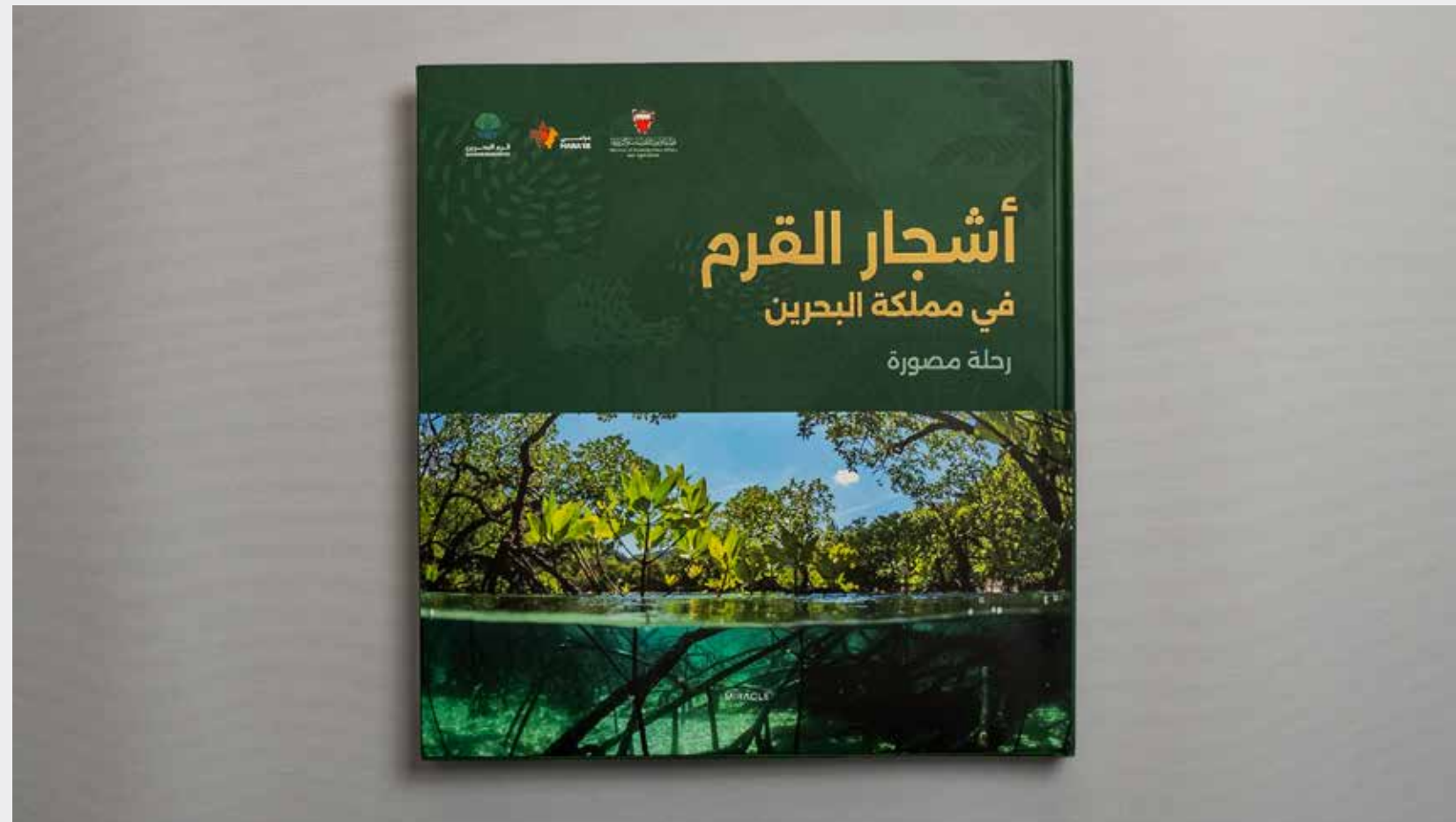
ROYAL COURT, KINGDOM OF BAHRAIN



PUBLISHING  
Isa Al Kabeer

# Mara'ee

Launched at the 8<sup>th</sup> edition of Mara'ee 2025, Ashjar al Qarm - fee Mamlakat Al Bahrain places Bahrain's mangroves at the heart of a wider story of homegrown agriculture and sustainability. Through richly illustrated spreads, it celebrates the quiet power of the qarm roots gripping the shoreline, life thriving where land meets sea, while tracing the Kingdom's Annual Agricultural and Animal Production Exhibition. Highlighting Shaikh Mohammed bin Salman's conservation initiative, it reflects a national commitment to sustainability, inspiring deeper appreciation for Bahrain's natural legacy.



PUBLISHING  
Mara'ee Book 2025

MINISTRY OF MUNICIPALITIES  
AFFAIRS AND AGRICULTURE



PUBLISHING  
Land of Mesopotamia



Land of Mesopotamia journeys to the cradle of civilization, tracing the origins of cities, writing, and law in a land that shaped humanity's earliest chapters. Through immersive storytelling, the book explores the grandeur of ancient empires, their pioneering achievements in prehistoric and historic-period artifacts, and the enduring influence of their innovations. Rich in insight and discovery, it invites history enthusiasts and curious minds alike to reconnect with a civilization whose legacy continues to echo across the modern world.

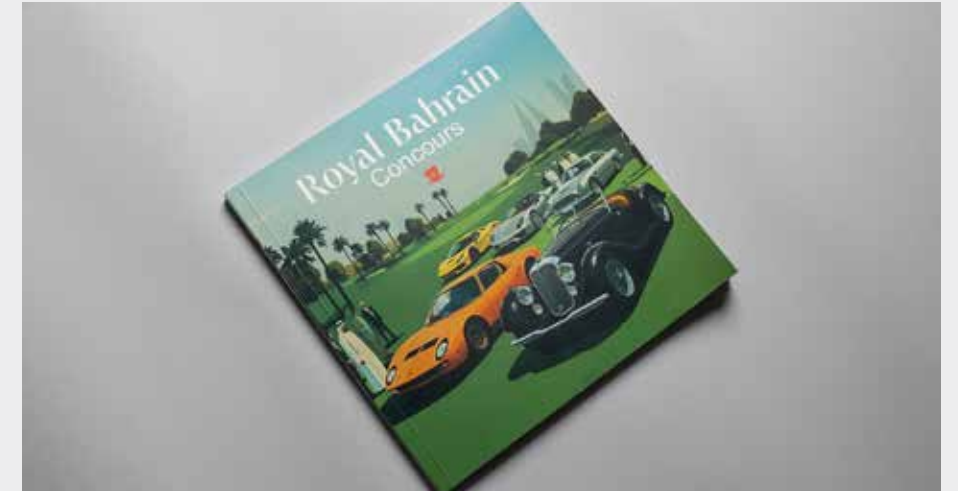
# Land of Mesopotamia



2005–2025: INJAZ Bahrain's Legacy – Twenty Years of Inspiring Youth chronicles two decades of impact through a thoughtfully crafted publication. Capturing its evolution into a nationally respected initiative, it highlights inspired leadership and a vibrant community of volunteers and mentors. Through curated stories, it reflects a shared commitment to learning and growth, showcasing how generations of young Bahrainis have been empowered with confidence and ambition to become future-ready and inspired to thrive.

# Injaz

# Royal Bahrain Concours



Designed as an engrossing publication for the Royal Bahrain Concours, the event catalogue captured the prestige of the two-day showcase held 7–8 November 2025 at the Royal Golf Club under the patronage of HRH Prince Salman bin Hamad Al Khalifa. Miracle translated the event's visual identity into a refined editorial system balancing heritage and modern performance across typography, grid, and imagery. From classic line-ups and car stories to programme details and partner acknowledgements, every page is crafted to feel collectible, elegant, and precise.

# BKIC

## 50<sup>th</sup> Year History Book

To mark its 50<sup>th</sup> anniversary, Bahrain Kuwait Insurance Company (BKIC) commissioned an official History Book celebrating five decades of resilience and growth. Tracing its journey from 1975 to its position as a leading Gulf insurer, the publication honours the vision of its founders, the dedication of its teams, and the loyalty of stakeholders across Bahrain and Kuwait. We led the concept, writing, design, and production of this commemorative tribute to BKIC's enduring legacy.



A cornerstone of Bahrain's economic development since 1939, the Bahrain Chamber continues to shape the Kingdom's business landscape. Our latest edition, 'History of Bahrain Chamber of Commerce and Industry 1939' commemorates its enduring legacy. Crafted as an elegant collector's coffee table book, the publication traces the Chamber's evolution from its early foundations to its pivotal role at the heart of Bahrain's modern commercial community.

PUBLISHING  
BKIC 50<sup>th</sup> Year History Book

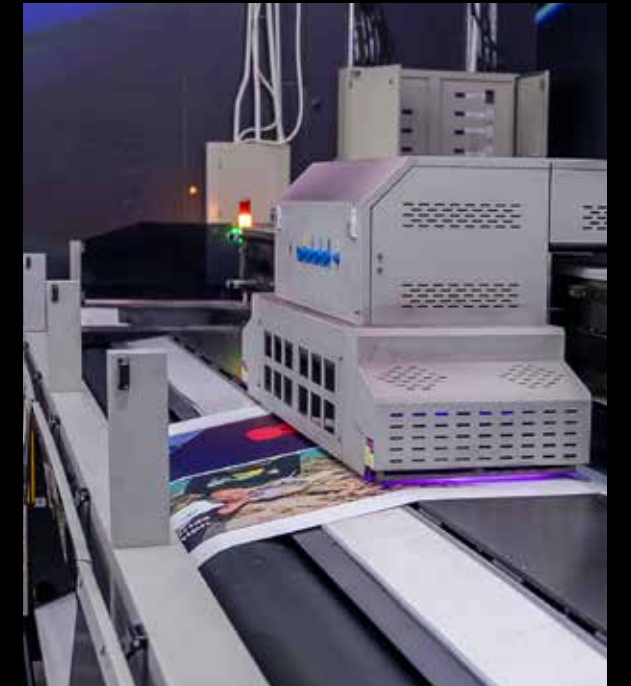
BAHRAIN KUWAIT INSURANCE COMPANY

History of Bahrain Chamber of  
Commerce and Industry 1939

PUBLISHING

BAHRAIN CHAMBER

# Bahrain Chamber



A proud division of Miracle Graphics, Miracle Prints delivers high-quality printing solutions for businesses and individuals across the Kingdom. Powered by advanced digital printing technology, the team at Miracle Prints ensures precision, efficiency, and vibrant results on every project. From large-format outdoor displays to indoor branding and exhibition graphics, Miracle Prints offers seamless, concept-to-completion printing expertise.



**MIRACLE**  
PRINTS



# Our Works



In 2025, Miracle Prints delivered impactful projects across corporate, retail, and government sectors. From exhibition stands and event backdrops to retail displays, façade branding, and large-scale hoardings, each project reflected precision and scale. Partnering with leading brands and institutions, we transformed creative concepts into high-quality visual experiences, reinforcing our commitment to innovation, detail, and trusted digital printing excellence across the Kingdom.





MIRACLE GRAPHICS CO. W.L.L.

P.O. Box 10013, Manama, Kingdom of Bahrain  
T: +973 7702 2222 E: contact@miracle.com.bh

[miracle.com.bh](http://miracle.com.bh)