

CASE STUDY

AIRayan Bank

Forty years of trust, re-set in type.

Where this started.

AlRayan Bank came to us with a brand that had done its job — for decades, it stood for stability, compliance, and institutional weight. The brief wasn't to change what the bank stood for. It was to make it look like what it already was.

Islamic banking in Qatar is a crowded, confident sector. Every competitor projects strength. The challenge was expressing forty years of trust in a visual language that felt neither dated nor discontinuous — modern without the discomfort of novelty.

SPEC

Client — AlRayan Bank

Role — Brand Identity · Campaigns · Visual Communication

Year — 2024

Industry — Islamic Banking · Qatar

Scope — Identity system, collateral, card design, signage, campaigns, digital

What this had to hold.

01 A bilingual identity with genuine typographic equity — Arabic and Latin at the same optical weight, not a translation that trails behind the primary script.

02 Institutional legibility at building-scale and card-scale simultaneously — the same mark had to hold at 10 metres and 85 millimetres.

03 Islamic banking visual conventions the audience expects, interpreted with enough clarity that the brand didn't retreat into category sameness.

04 A complete system: identity, stationery, card design, signage, merchandise, and digital application — all from a single visual logic.

05 No disruption. The brand had to modernize without triggering the trust erosion that comes from a brand that no longer looks like itself.

The brand didn't need a new story.

It needed forty years of the same story, told with more precision.

05. SYSTEM

The system that held it.

MARK

Two forms. One institution.

The mark is two geometric rectangles — one deeper blue, one lighter — overlapping to form an open aperture. Stability and transparency in a single symbol. Not decorative, not illustrative: a structural statement about what the bank is.

TYPOGRAPHY

Arabic and Latin. Equal weight.

Both scripts share the same x-height, stroke weight, and spatial rhythm. The Arabic does not defer to the Latin, and the Latin does not compensate for the Arabic — genuine parity, visible from the card at 85mm to the building face at 10 metres.

COLOUR

Blue as institutional fact.

Primary corporate blue anchors every surface. A lighter teal provides depth within the mark and enters the system as an accent — on envelope bands, tote blocks, card highlights. White dominates, ensuring the brand reads as open rather than heavy.

GRID

One system. All scales.

The horizontal blue band at the base of all collateral is not decorative — it is the system's floor. From stationery to merchandise, it makes every surface unmistakably AlRayan. The proportional logic that governs it holds unchanged from letterhead to building signage.

How it showed up.

01 · Card — Visa Debit · studio

The Visa Debit card — white, clean, type-led. The mark holds at 85mm. The card says modern bank without saying anything that isn't already in the brand.

02 · Stationery — business card + envelope

Business card and envelope. The horizontal teal band becomes the system's signature floor — present on every physical surface at exactly the same proportional weight.

Every bilingual banking brand eventually faces the same decision: which script sets the pace? The AIRayan lockup refuses the hierarchy. Arabic and Latin share the same baseline, the same weight, the same presence.

03 · Environmental signage — building facade

The building. The mark at 10 metres. The bilingual lockup reads at distance — both scripts, equal, horizontal against a glass facade.

04 · standard

Digital touchpoints: the app icon holds as a 60x60 mark on the home screen. Apple Pay wallet shows the identity carrying into tap-to-pay — the brand present at the moment of transaction.

05 · Merchandise — tote bag

Branded merchandise — the tote. The horizontal band at the base mirrors the stationery logic: the system's grammar applied to fabric.

07 - ROLLOUT

Where it lived.

6+ Brand touchpoints

2 Scripts · 1 voice

2024 Year

- Building signage — facade
- Stationery — business card + envelope
- Merchandise — tote bag

What held.

- An identity that reads as modern without abandoning institutional legibility — no trust disruption, no category confusion.
- Genuine bilingual parity: Arabic and Latin at equal weight, applied consistently from the 85mm card to the building facade.
- A system complete enough to run without intervention — identity, collateral, card, signage, digital, merchandise from one visual grammar.
- The horizontal band as brand signature: the system's most recognizable expression after the mark itself, present across every surface.

CREDITS

Art Direction — Yazan Urabi

Year — 2024