# PORTFOLIO

Michael Gordon

2026

# BRANDING

DUBAI HOLDING

Dubai Holding asked us to create and launch tickit, a loyalty programme giving members instant rewards across the UAE's best-known destinations, attractions and brands. The identity had to feel generous and accessible, working across everything from dining and fashion to cinemas, theme parks, groceries and online shopping.

tickit

REWARDS BY DUBAI HOLDING




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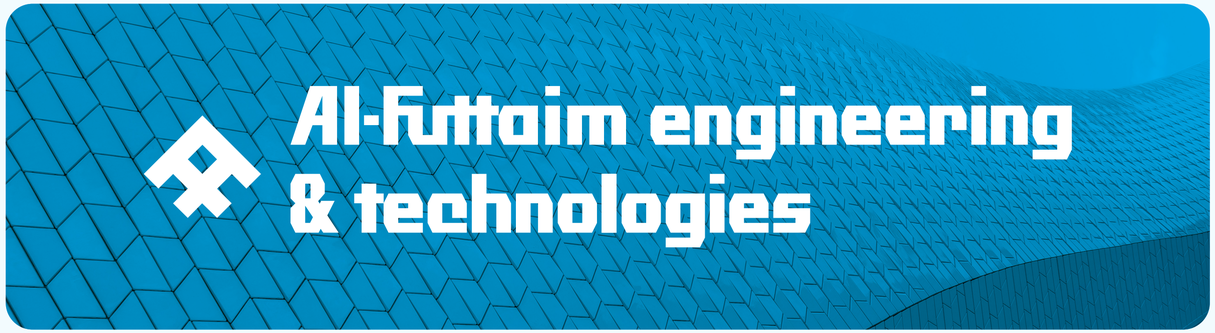


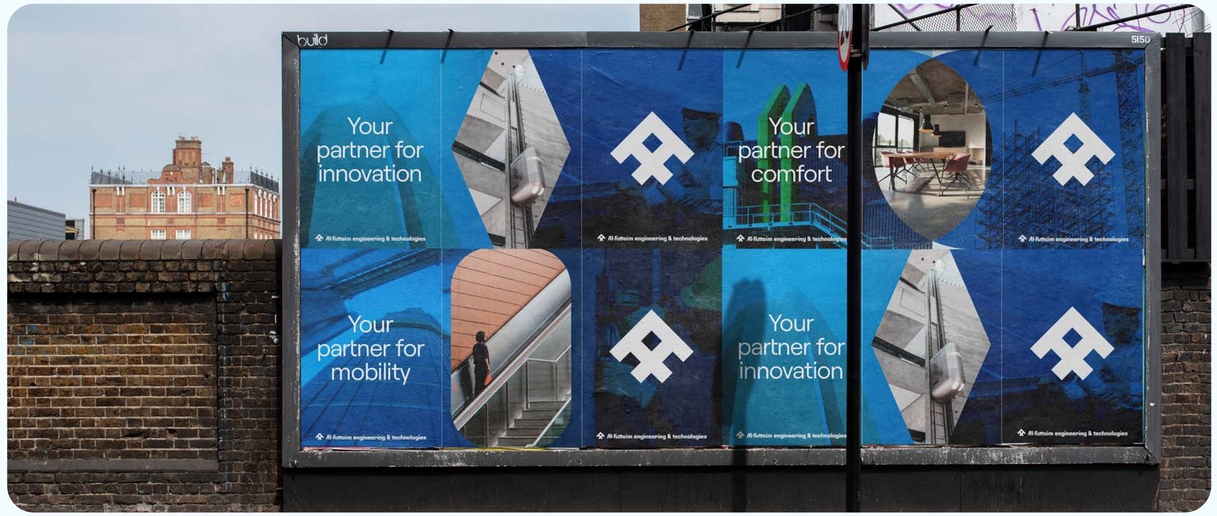


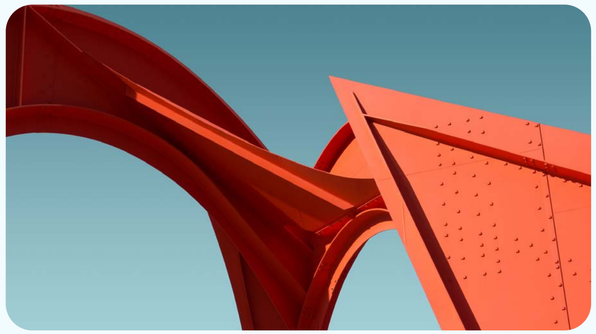

# BRANDING

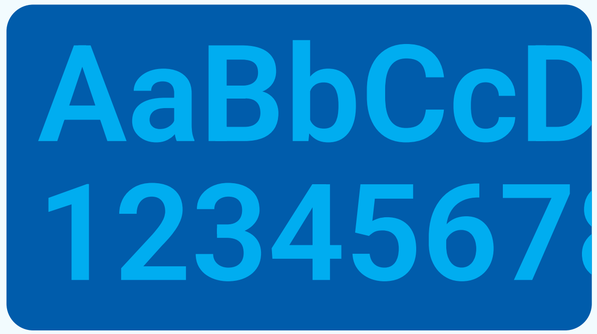
AL-FUTTAIM ENGINEERING & TECHNOLOGIES

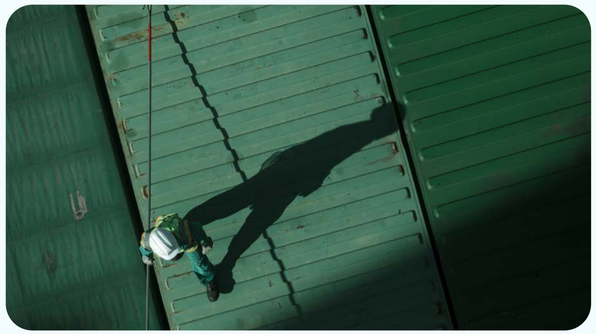
Al-Futtaim Engineering & Technologies had an identity that no longer reflected the scale of its work. Our brief was to rebrand the business while carrying forward recognisable elements of the existing mark, giving them renewed purpose within a contemporary system.









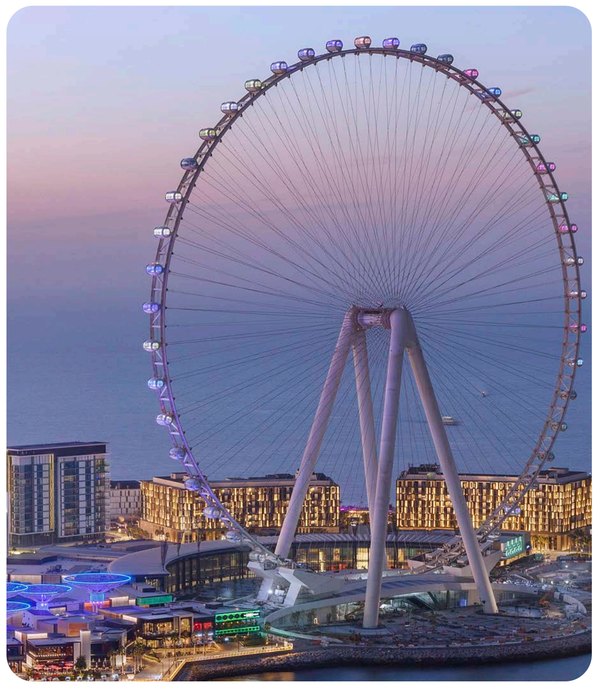


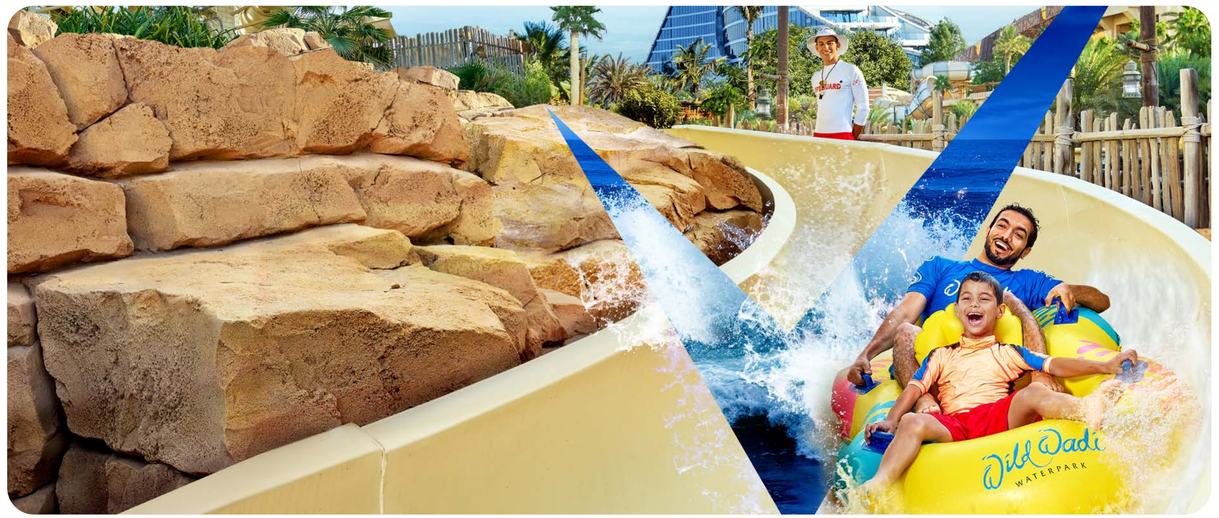
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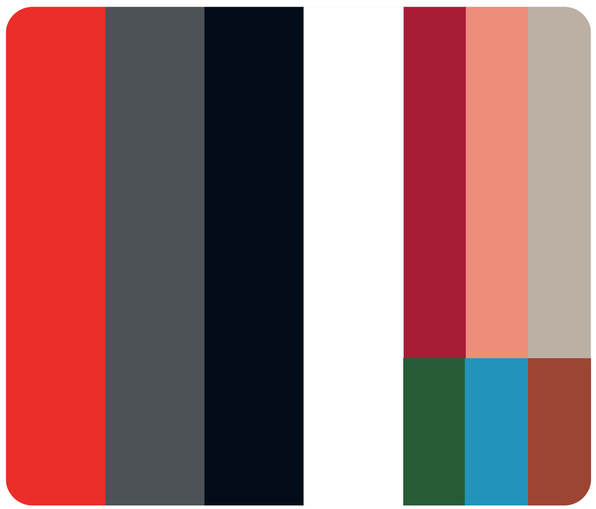
DUBAI HOLDING

Dubai Holding needed a visual identity to match a new strategic direction. Using the strategy as the framework, we built a system that brings it to life through colour, typography, illustration and photography, flexible enough to span a group of very different businesses.

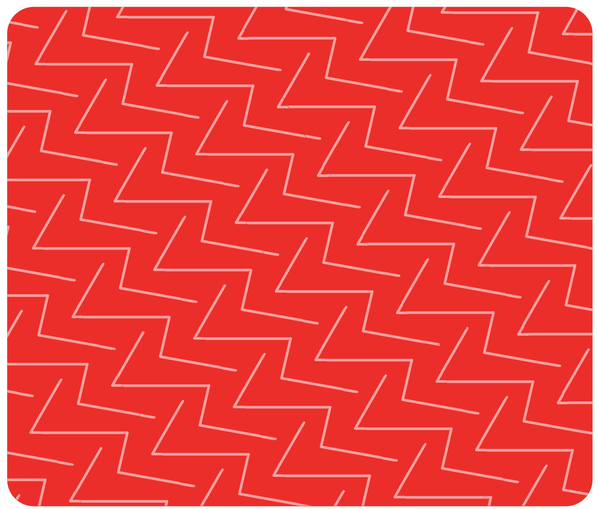




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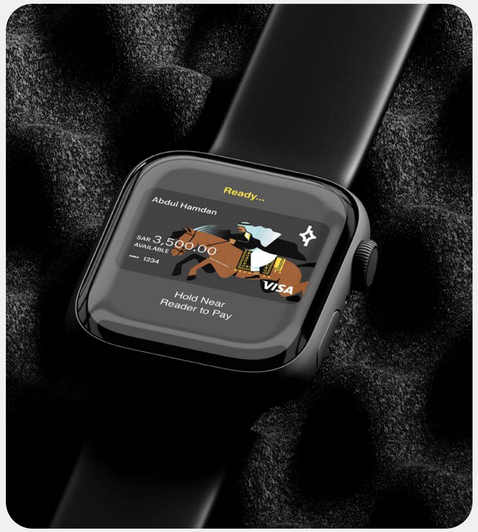


# BRANDING

BARQ

barq is a Saudi digital app for entrepreneurs, young people and business owners. We positioned the brand as a gateway to a brighter future, with the logo's opening and closing forms symbolising a spark of connection.

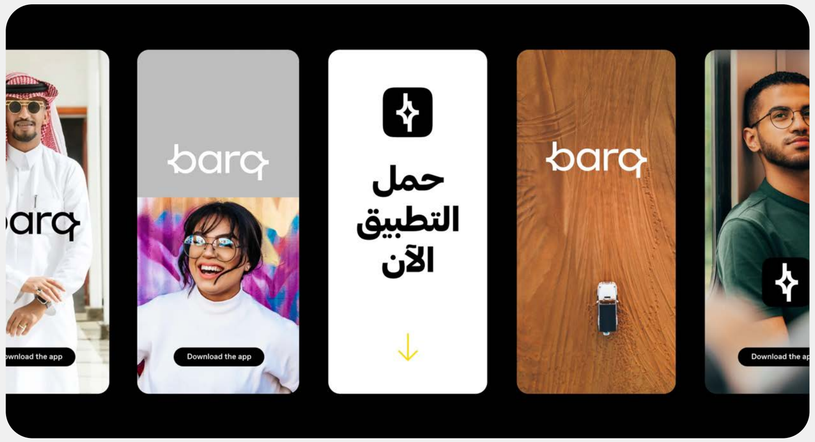


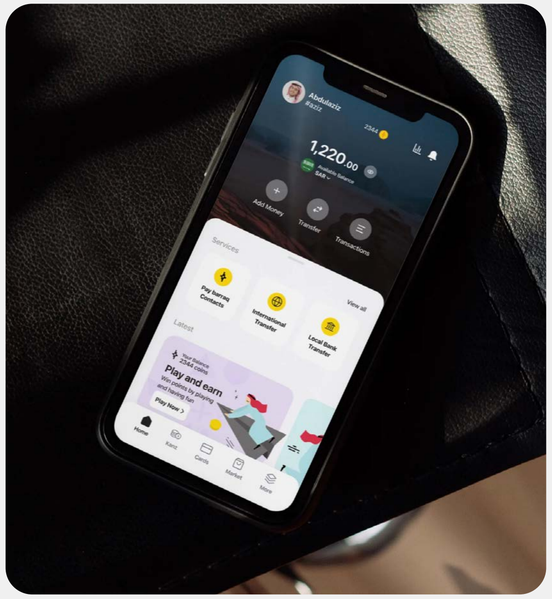













Aa أه

غرافيك عربي
GraphikArabic

Light خفيف
Regular عادي
Medium وسط
**Bold عريض**



# BRANDING

NICC

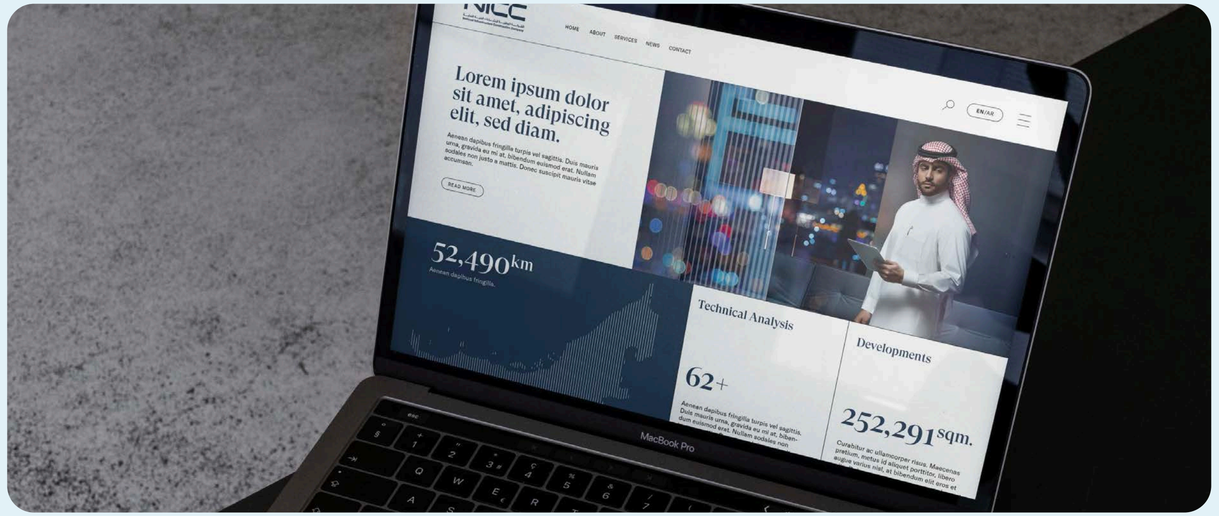
Etihad Rail asked us to brand NICC, the National Infrastructure Construction Company, as a sub-brand within their architecture. The identity is deliberately corporate, with subtle cues drawn from rail and infrastructure.

NICC

الشركة الوطنية لإنشاءات البنية التحتية

National Infrastructure Construction Company












# BRANDING

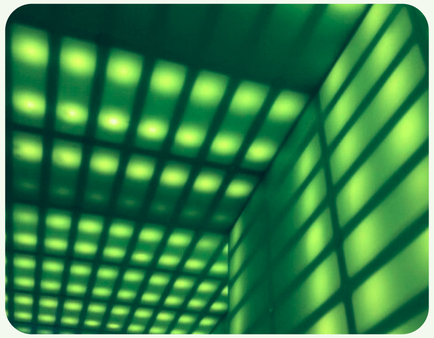
SITE

SITE needed a modern, flexible design system to position it as a leader in KSA, on a par with global tech and security firms. We built a brand that is confident and reliable: clean layouts and clear messaging that balance dynamism with a crafted, professional finish.

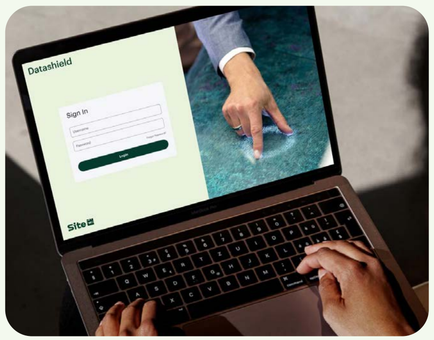


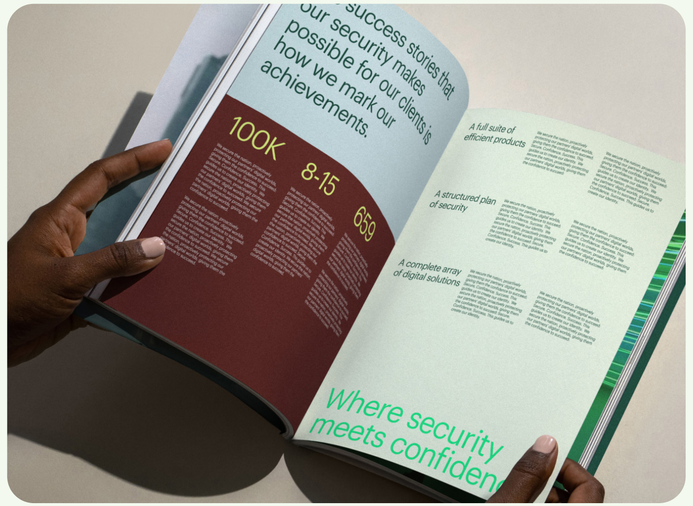




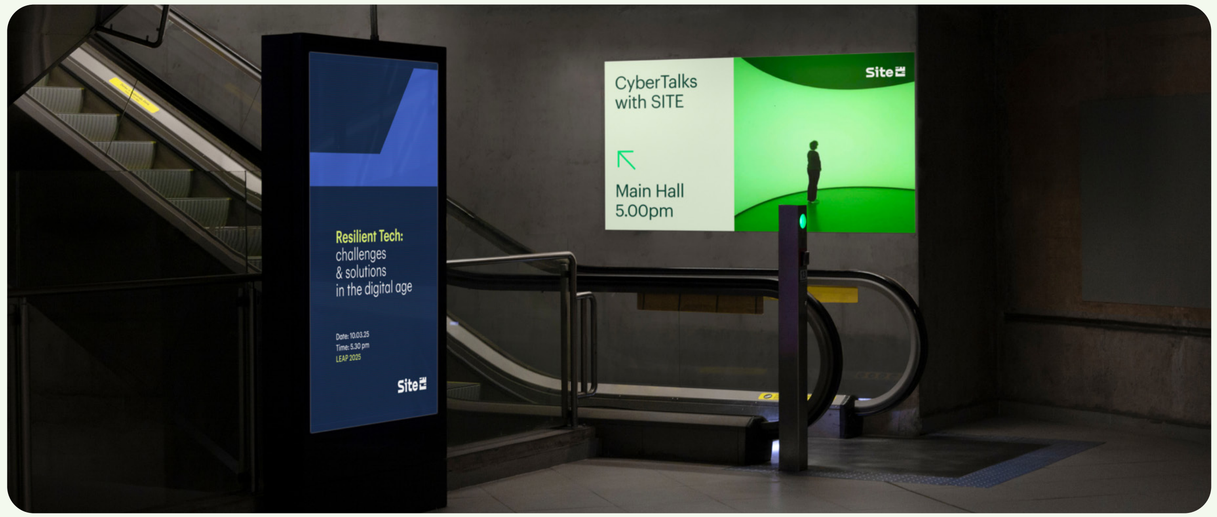










# BRANDING

KAUST INNOVATION

KAUST Innovation needed a flexible design system to speak to many audiences while staying 100% KAUST. We built a brand around Chaos to Clarity: clean typography and particle-led visuals that capture the journey from research to impact, designed as a Living Brand System that keeps evolving.



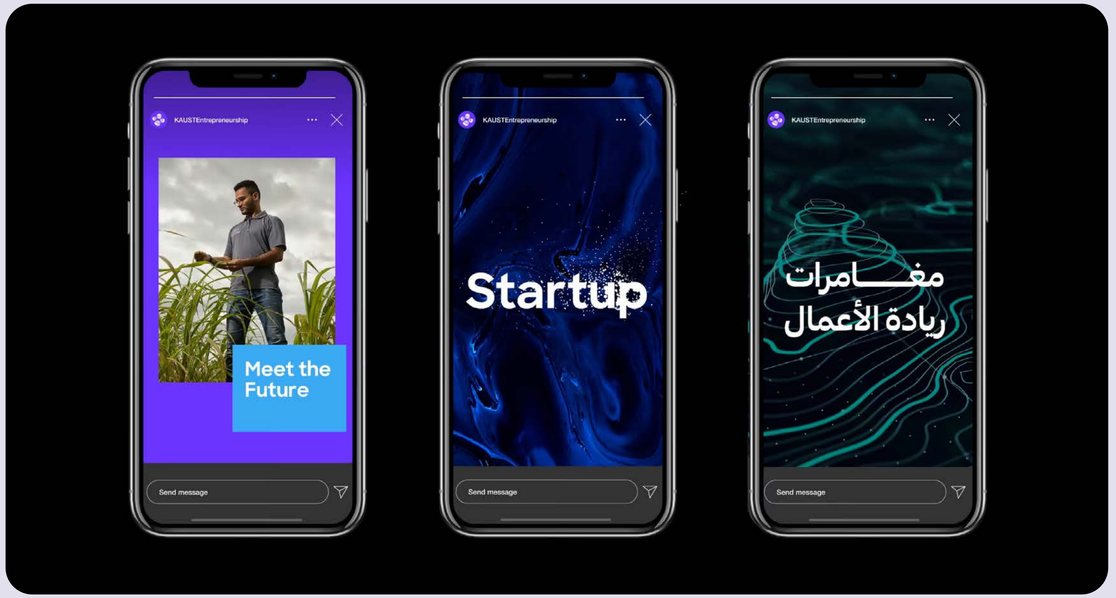










# CAMPAIGN

DUBAI HOLDING × WFP

Dubai Holding partnered with the UN World Food Programme on “A Meal for a Brighter Tomorrow”, a Ramadan campaign celebrating the spirit of giving. We created a bold visual campaign encouraging people across the UAE to fund school meals through Dubai Holding’s home card on WFP’s ShareTheMeal app.









# CAMPAIGN

DUBAI HOLDING

Life Goals set out to strengthen the financial resilience of Dubai's blue-collar workers. In partnership with Visa, Dubai Holding delivered free financial literacy courses to over 9,000 workers. We created the identity and campaign to show the impact of the programme on their lives.



# BRAND COMMUNICATIONS

DUBAI HOLDING

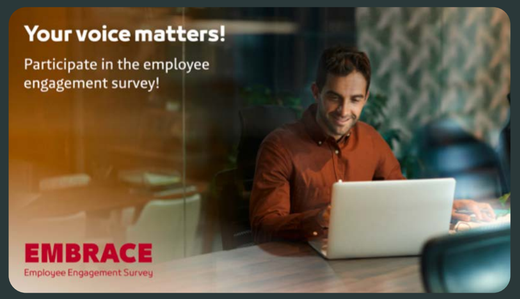
Dubai Holding is a global investment group spanning real estate, hospitality, media and entertainment. On an ongoing retainer, we work alongside their in-house team across corporate presentations, event collateral, campaigns, reports and internal comms, keeping a group-level brand consistent while flexing it across diverse businesses and audiences.





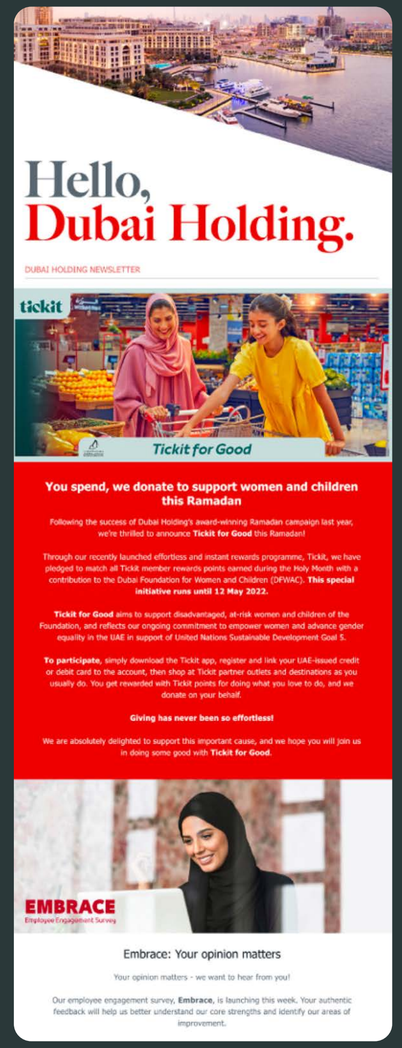










# BRAND COMMUNICATIONS

ENOWA

ENOWA is NEOM's energy and water company, building fully renewable systems and the world's largest green hydrogen plant. On an ongoing retainer, we work as an extension of their in-house team across presentations, event collateral, social campaigns, reports and internal comms, keeping a fast-moving brand consistent as it reaches new audiences and formats.



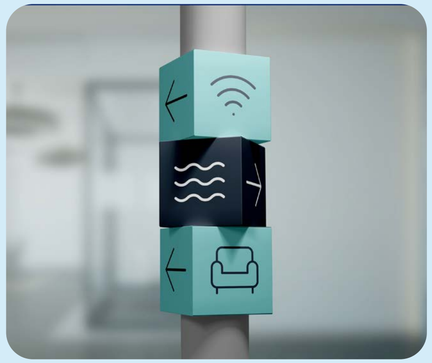












# THANK YOU

+971 52 910 6822

mj-gordon@live.com