

Bahrain Bay

Life Inspired

Arcapita, a Bahrain-based investment bank and a long-term client of FutureBrand, approached us with a new waterfront development in the heart of Manama that would provide an unprecedented array of investment options to the country, as well as featuring the nation's only Four Seasons Hotel and the bank's new corporate headquarters.

The brand idea of urban living at the water's edge was combined with notion of fusion, communicating the richness of Bahrain's history, the development's diverse offerings and the international nature of the investors and residents that would make it home.

After creating the name Bahrain Bay, an interlocking "B" logo was designed, connecting and suggesting a ripple effect in water, further depicting the idea of fusion. A design system using abstractions and elements of the logo itself formed the visual foundation for a variety of marketing collateral.

A major launch event in Bahrain was created, designed by FutureBrand, which recreated a thriving public square in front of the reclaimed land of Bahrain Bay, giving visitors a glimpse into the future of the development.

FutureBrand worked with Bahrain Bay for an extended period of time and developed virtually all its brand materials including environments, visualization, video, digital and print. Materials and tools for investors were also created to further extend the equity of the brand.

Perhaps most famous of all the materials FutureBrand designed are the football stadium-sized billboards in Bahrain, which change quarterly and depict different aspects of Bahrain Bay in a striking fashion.

Years: 2006-2008

Offices: New York and Dubai



FutureBrand

