

King Abdulaziz Center for Knowledge and Culture

A premier cultural institution

Saudi Aramco, the state-owned national oil company of Saudi Arabia and the largest corporation in the world, is partnering with FutureBrand on a number of high-profile endeavors done in conjunction with the government of the Kingdom for the vital purpose of furthering its ongoing progress and advancement.

The King Abdulaziz Center for Knowledge and Culture, a museum and cultural center that is the first of its kind in Saudi Arabia, is one such endeavor. With a striking building design, the Center intends to become a national landmark symbolic of the meaningful education, engagement and enlightenment made possible by this Center. FutureBrand created a brand centered around the concept of “spark,” highlighting how the multidimensional experiences available at the Center would set the minds of Saudis and international visitors ablaze with curiosity.

Working with Saudi Aramco, the name Ithra was developed (meaning “enlightenment” in Arabic), that, along with the Center’s iconic architecture fueled the design of an array of marketing materials that brought the Center’s spark to life. As the Center’s brick and mortar presence was several years from completion, the FutureBrand-designed website was essential in delivering the brand and its inspiring assets to many diverse audiences.

Launched with fanfare at Saudi Aramco’s 75th Anniversary celebration, Ithra has been hailed as a benchmark venture in the region.

Year: 2008

Offices: New York and Dubai



FutureBrand

