

The World

Branding an iconic investment opportunity

Nakheel, a development company in Dubai, United Arab Emirates, is known for visionary projects that redefine home, holiday and investment. After working together to successfully brand other exceptional developments such as The Palm, Nakheel once again turned to FutureBrand to help them with a new real estate project. The World is a collection of 300 private islands off the coast of Dubai that take the shape of continents, offering unlimited opportunity to investors and homeowners.

The World presented FutureBrand with another challenge unique to Nakheel – create a brand positioning, identity, print systems, video, ad templates and marketing collateral for a project years from completion; a multi-focused project with a very unique selling proposition – the ultimate luxury.

Our strategy work focused on articulating attractive investment opportunities then to actually naming each of the 300 islands. The identity design was inspired by the playful inversion of land and water forming the shape of the world. The brand experience was shaped across numerous touchpoints and has become the showpiece development in the fastest growing city in the world!

Date: 2004



strategy and identity



video and website



3-D renderings and animations



print systems

FutureBrand

