

THE POINT

OUT OF THE BOX, STRAIGHT TO THE POINT

PORTFOLIO

الملف التعريفي

2 0 2 6

لأنَّ النجاح يبدأ من النقطة
النقطة التي **تميزك**

+962 7 900 90 952



agencythepoint

About Us:

The Point Agency is a creative company focused on delivering integrated marketing solutions that combine strategy, creativity, and analysis.

We work with businesses and individuals to build a strong digital presence through professional branding, content management, and effective marketing campaigns.

We don't just create content we build identities that represent brands and leave a lasting impact.

Vision:

To become one of the leading creative and marketing agencies in the region by delivering innovative solutions that create real impact in the branding industry.

Mission:

To provide high-quality marketing, design, and content services driven by creativity, strategy, and deep understanding of client needs turning ideas into strong and successful brands.

Core Values

Creativity in every detail | Professional execution | Results-driven approach | Client-focused mindset
Continuous improvement | Speed and precision

الخدمات Services

Digital Marketing

- Social media management
- Paid advertising campaigns
- Content strategy development

Design & Creative

- Full brand identity design
- Social media post design
- Advertising creatives

Branding

- Brand strategy development
- Visual identity creation
- Brand repositioning

Content Production

- Commercial photography
- Reels & video ads
- Copywriting & marketing content

عملائنا Our Clients

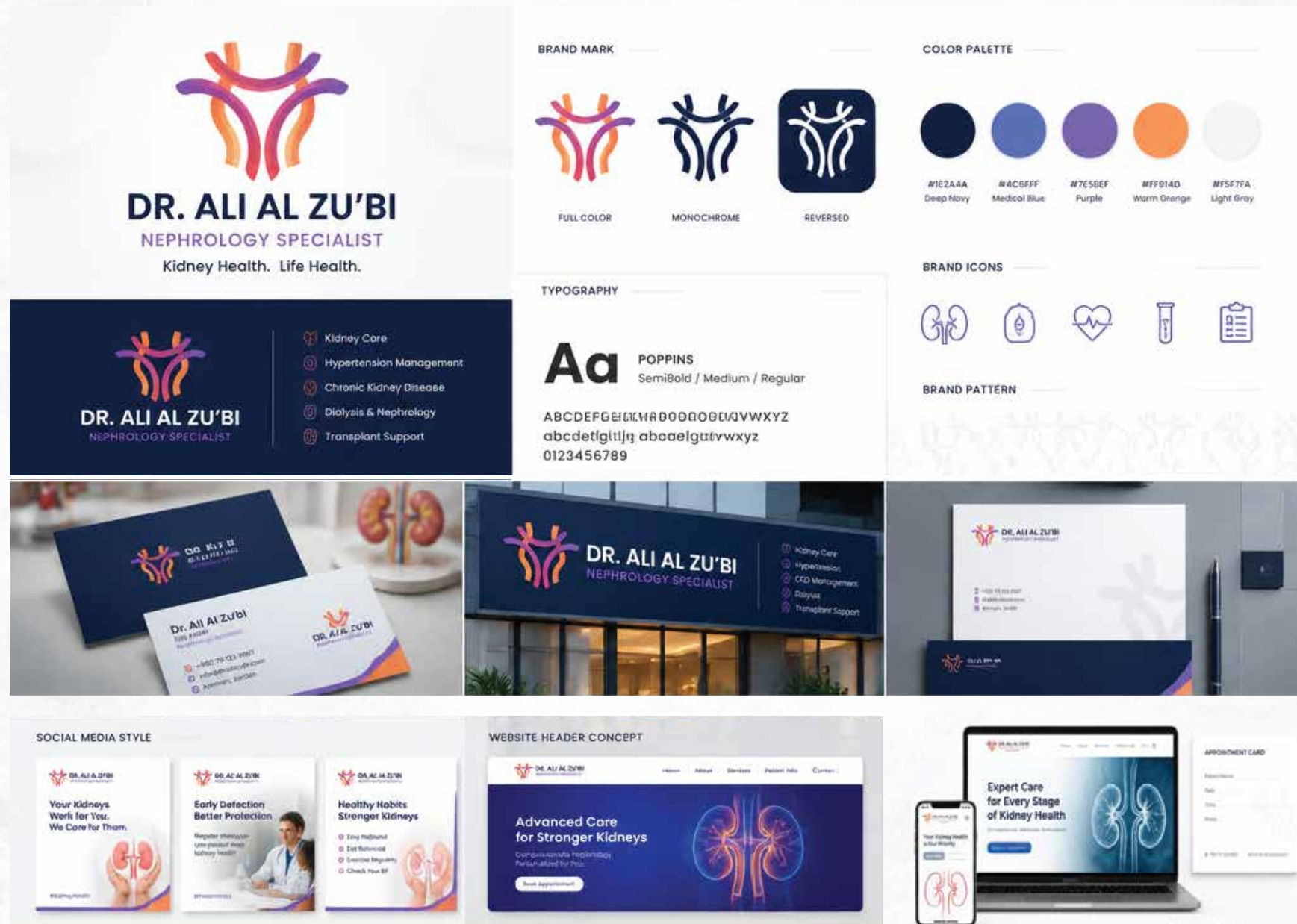


أنت عميلنا الجديد
You Are Our New Customer

الهوية البصرية Visual identity



الهوية البصرية Visual identity



الهوية البصرية Visual identity



الهوية البصرية

Visual identity

BRAND ICONS



PATTERN & TEXTURE



BRAND PERSONALITY

Elegant • Trustworthy • Soft • Premium • Timeless

STATIONERY SYSTEM



SHOPPING BAG & PACKAGING



STORE SIGNAGE



DIGITAL APPLICATIONS



VEHICLE BRANDING



UNIFORM CONCEPT



الهوية البصرية

Visual identity



COLOR PALETTE



ROYAL
NAVY
#0F2A56

WARM
TAUPE
#B9A050

LIGHT
CREAM
#F6F5EE

LUXE
GOLD
#F6A056

TYPOGRAPHY

Aa

ENGLISH FONT
CINZEL / SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Aa

ARABIC FONT
DIN NEXT ARABIC

أبجد حوز خطي كلمن
سعي فصيقر لنمن ضنخ
1234567890

BRAND PATTERN



PREMIUM
QUALITY



LUXURY
FABRICS



INTERIOR
SOLUTIONS



EXPERT
CONSULTATION



CUSTOM
MADE



TRUST &
RELIABILITY



الهوية البصرية Visual identity



COLOR PALETTE



TYPOGRAPHY

Aa

CINZEL
REGULAR

Aa

MONTERRAT
LIGHT / MEDIUM

PATTERN & MOTIF



MATERIAL & TEXTURE



EXCEPTIONAL SERVICE



LOCAL HERITAGE



WELLNESS



CULINARY EXCELLENCE



TIMELESS LUXURY

الهوية البصرية Visual identity



BRAND VALUES

-  AUTHENTICITY
-  HOSPITALITY
-  EXCELLENCE
-  ELEGANCE
-  CONNECTION



BRAND POSITIONING

Trend Amman Hotel & Residences is a five-star urban retreat in the heart of Amman, blending contemporary luxury with the soul of Jordan. We offer discerning travelers world-class hospitality, exceptional comfort, and unforgettable authentic experiences.

COLOR PALETTE



PRIMARY TYPEFACE

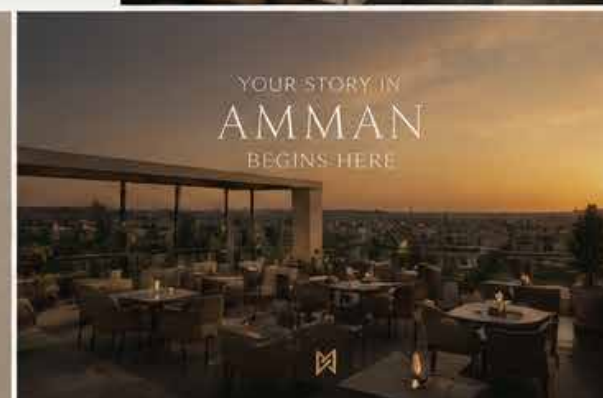
CINZEL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

SECONDARY TYPEFACE

GOTHAM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789



الهوية البصرية Visual identity



SCIENCE. BEAUTY. CONFIDENCE.

COLOR PALETTE



TYPOGRAPHY

PRIMARY FONT

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

SECONDARY FONT

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789



OUR SIGNATURE PROMISE



OUR SERVICES

- ADVANCED DERMATOLOGY
- AESTHETIC INJECTABLES
- LASER & TECHNOLOGY
- SKIN REJUVENATION
- BODY CONTOURING
- WELLNESS & IV THERAPY



الهوية البصرية Visual identity



PRECISION. SCIENCE. PERFECTION.



BRAND COLORS



TYPOGRAPHY



BRAND MARK



WHERE SCIENCE
MEETS LUXURY
BEAUTY

- ADVANCED SKIN TREATMENTS
- COSMETIC INJECTABLES
- LASER & TECHNOLOGY
- BODY CONTOURING
- WELLNESS & IV THERAPY

PRECISION. SCIENCE. PERFECTION.



SOCIAL MEDIA HIGHLIGHT ICONS



ABOUT US TREATMENTS RESULTS CLINIC CONTACT

الهوية البصرية Visual identity



**Perfect
Skin**
BY DR.BEAUTY
AESTHETIC CLINIC DUBAI

BRAND POSITIONING

Perfect Skin by Dr. Beauty is a premium aesthetic clinic in Dubai offering world-class, medical-grade treatments in a luxurious, private and discreet environment. Where science meets beauty, and excellence becomes you.



TEAL LUXE
#669999

SAGE MINT
#A9D9D9

SILVER GRAY
#DADDEE

CHARCOAL
#444444

NEUTRAL BEIGE
#F5E6D3

TYPOGRAPHY

Aa
CINZEL / PLAYFAIR DISPLAY
For Premium Headlines

Aa
MONTSERRAT / LATO
For Clean, Modern Text

BRAND MARK VARIATIONS



SUBMARK & ICONS



DERMATOLOGY



INJECTABLES



LASER



SKINCARE



WELLNESS

STATIONERY & PRINT



SIGNAGE & ENVIRONMENT



BRAND PATTERN & TEXTURE



الهوية البصرية Visual identity



مؤسسة مهند جابر للتجارة
Mohanad Jaber Trade Establishment

DISPOSABLE PACKAGING SOLUTIONS



BRAND IDENTITY

LOGO



مؤسسة مهند جابر للتجارة
Mohanad Jaber Trade Establishment

COLOR PALETTE



TYPOGRAPHY

Cairo Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Cairo Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

WE MANUFACTURE TRUST.

High-quality disposable packaging solutions for businesses that demand reliability and scale.



PAPER CUPS

HOT & COLD DRINKS



PLASTIC PLATES



GARBAGE BAGS



TABLE COVERS



الهوية البصرية Visual identity



مؤسسة مهند جابر للتجارة
MOHANAD JABER TRADE ESTABLISHMENT

نصنع الجودة... نوصل الثقة
We Manufacture Quality... We Deliver Trust

COLOR PALETTE



TYPOGRAPHY

AA

ENGLISH
Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ARABIC
Cairo

أبجد حوز حطي كلمن
سقمص قر قرشحذ ضظ
٠١٢٣٤٥٦٧٨٩

OUR PRODUCTS



PAPER CUPS
HOT & COLD DRINKS



PLASTIC PLATES



GARBAGE BAGS



TABLE COVERS /
DISPOSABLE MATS



TRUST &
STANDS RELIABLE
Built for Performance



MASS
PRODUCTION
Scalable Supply



LIVES
QUALITY & SAFETY
Food Grade Materials



WIDE
DISTRIBUTION
Local & Regional Reach



الهوية البصرية

Visual identity



BUSINESS CARD

SIGNAGE

UNIFORM

TOTE BAG

INTERIOR

المنشورات Social Media

1



DR. FARAH QALAWI
DENTIST

WHERE SCIENCE MEETS BEAUTY

Advanced cosmetic dentistry for a confident, radiant smile.

- Smile Design
- Teeth Whitening
- Veneers
- Dental Implants
- Orthodontics

2

Meet **DR. FARAH QALAWI**
DENTIST

- 12+ Years of Clinical Expertise
- Advanced Aesthetic Results
- 100% Patient Satisfaction
- Personalized Smile Design



3

TEETH WHITENING

Brighter Smiles, Boosted Confidence

- Safe & Effective
- Instant Results
- Long-Lasting Brightness
- Professional Care



WHITER SMILE IN JUST ONE VISIT

4

VENEERS (HOLLYWOOD SMILE)

Flawless, Natural, Unstoppable

- Perfect Shape & Color
- Stain-Resistant
- Minimally Invasive
- Custom Designed for You



5

SMILE TRANSFORMATION

Real Results. Real Confidence.



Changing Smiles, Changing Lives

6

DENTAL IMPLANTS

Strong Roots. Beautiful Smiles.

- Permanent Solution
- Restores Function & Feel
- Secure & Stable
- Ask, Smile, Love Confidence



REPLACE | RESTORE | REBUILD

7

KIDS DENTAL CARE

Healthy Habits for Happy Smiles

- Smile Check
- Hygiene Training
- Preventive Focus
- Family Protection



Because the little ones in your life deserve a big smile.

8

DAILY DENTAL TIPS

Small Habits, Big Difference

- Brush Twice a Day
- Floss Daily
- Regular Checkups
- Visit Your Dentist Every 6 Months



YOUR SMILE DESERVES DAILY CARE

9

BOOK YOUR APPOINTMENT

Your smile journey starts here.

- Easy Booking
- Friendly Team
- Personalized Care
- Real Comfort, Real Privacy



DM US OR CALL TO BOOK 050 123 4567

10

OUR CLINIC

Designed for your comfort and care.

- Modern & Elegant
- Advanced Equipment
- Advanced Sterilization
- Private Consult



1 PLACE WHERE SMILES BLOOM

11

PATIENT LOVE

“Dr. Farah is amazing! She made me feel so comfortable and the results are beyond what I expected!”

★★★★★ — Aisha M.



Read Our Love | About Our Results | Meet Our Team

12

ADVANCED TECHNOLOGY

Precision. Comfort. Excellence.

- Digital Imaging
- 3D Imaging
- Laser Treatment
- Modern Equipment



TECHNOLOGY THAT TRANSFORMS CARE

13

COSMETIC DENTISTRY PACKAGE

Invest in Your Smile

- Teeth Whitening
- Veneers Consultation
- Smile Design Plan



From \$1999

14

FREQUENTLY ASKED QUESTIONS

- Q: How often should I get my teeth whitened?
- A: Every 6-12 months for lasting results.
- Q: Does teeth whitening hurt?
- A: No, it's safe and comfortable.
- Q: Are veneers permanent?
- A: Veneers are long-lasting with proper care.



HAVE MORE QUESTIONS? WE'RE HERE TO HELP!

15

DR. FARAH QALAWI
DENTIST

BEAUTIFUL SMILE BETTER YOU

Because you deserve to shine.



Smile Care | Aesthetic Results | Permanent Feel

1



DR. FARAH QALAWI
DENTIST

Luxury Care. Confident Smiles.

- Smile Design
- Teeth Whitening
- Veneers
- Dental Implants
- Orthodontics

2

Meet **DR. FARAH QALAWI**
DENTIST

- 12+ Years of Clinical Expertise
- Advanced Aesthetic Results
- 100% Patient Satisfaction
- Personalized Smile Design



3

Teeth Whitening

Brighter Smiles, Boosted Confidence

- Safe & Effective
- Instant Results
- Long-Lasting Brightness
- Professional Care



WHITER SMILE IN JUST ONE VISIT

4

Veneers (Hollywood Smile)

Flawless, Natural, Unstoppable

- Perfect Shape & Color
- Stain-Resistant
- Minimally Invasive
- Custom Designed for You



5

Smile Transformation

Real Results. Real Confidence.



Changing Smiles, Changing Lives

6

Dental Implants

Strong Roots. Beautiful Smiles.

- Permanent Solution
- Restores Function & Feel
- Secure & Stable
- Ask, Smile, Love Confidence



REPLACE | RESTORE | REBUILD

7

Kids Dental Care

Healthy Habits for Happy Smiles

- Smile Check
- Hygiene Training
- Preventive Focus
- Family Protection



Because the little ones in your life deserve a big smile.

8

Daily Dental Tips

Small Habits, Big Difference

- Brush Twice a Day
- Floss Daily
- Regular Checkups
- Visit Your Dentist Every 6 Months



YOUR SMILE DESERVES DAILY CARE

9

Book Your Appointment

Your smile journey starts here.

- Easy Booking
- Friendly Team
- Personalized Care
- Real Comfort, Real Privacy



DM US OR CALL TO BOOK 050 123 4567

10

A Clinic Designed For You

Designed for your comfort and care.

- Modern & Elegant
- Advanced Equipment
- Advanced Sterilization
- Private Consult



1 PLACE WHERE SMILES BLOOM

11

Trusted by Our Patients

“Dr. Farah is amazing! She made me feel so comfortable and the results are beyond what I expected!”

★★★★★ — Aisha M.



Read Our Love | About Our Results | Meet Our Team

12

Advanced Technology

Precision. Comfort. Excellence.

- Digital Imaging
- 3D Imaging
- Laser Treatment
- Modern Equipment



TECHNOLOGY THAT TRANSFORMS CARE

13

Cosmetic Dentistry Packages

Invest in Your Smile

- Teeth Whitening
- Veneers Consultation
- Smile Design Plan



From \$1999

14

Frequently Asked Questions

- Q: How often should I get my teeth whitened?
- A: Every 6-12 months for lasting results.
- Q: Does teeth whitening hurt?
- A: No, it's safe and comfortable.
- Q: Are veneers permanent?
- A: Veneers are long-lasting with proper care.



HAVE MORE QUESTIONS? WE'RE HERE TO HELP!

15

DR. FARAH QALAWI
DENTIST

BEAUTIFUL SMILES. BETTER LIVES.



Smile Care | Aesthetic Results | Permanent Feel

الحملة campaigns



الحملة campaigns



الحملة campaigns

www.jhco.org.jo

نتطلع من خلال هذه الحملة إلى تعزيز الدعم لأهلنا في غزة وتذكير الجميع بضرورة التضامن معهم، سائلين المولى أن يكون هذا المشروع لبنة تضاف إلى الجهود الإنسانية والخيرية.

مساعات طارئة
www.jhco.org.jo

CLIQ: JHCOGAZA
FAWATEER
www.jhco.org.jo

لڑھلھانا فی غزہ
تیز آن
 FAWATZER | CLIQ: JHCOGAZA
www.lhco.org.io

الحملة campaigns



الحملات campaigns



الحملة campaigns



MAP JORDAN
Medical Aid for Palestinians
العون الطبي للفلسطينيين

**زكاتك علاجهم
بالخير مكملين**

MAPJO
CliQ من تبرع

للتأكيد التبرع الرجاء ارسال
من تبرعكم على الرقم التالي: 0791616116

MAP Jordan www.mapjordan.net

MAP JORDAN
Medical Aid for Palestinians
العون الطبي للفلسطينيين

**زكاتك علاجهم
بالخير مكملين**

تبرعك بموجب فتوى
من دائرة الافتاء الأردنية

MAP Jordan www.mapjordan.net

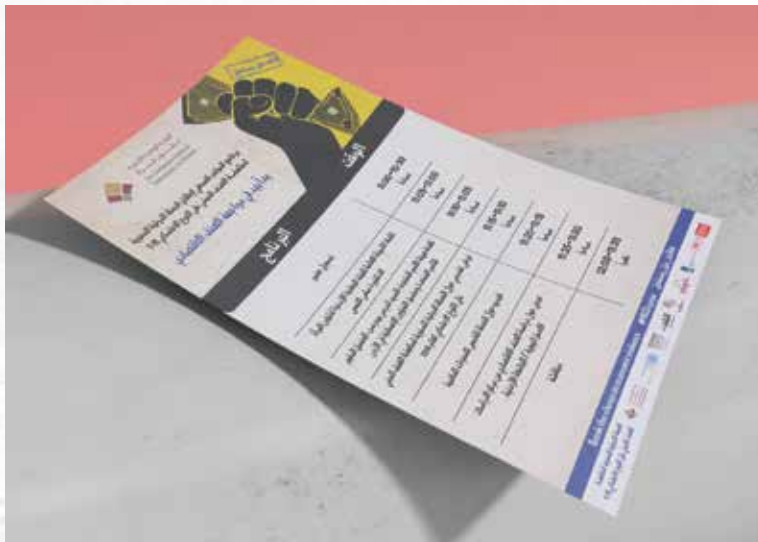
MAP JORDAN
Medical Aid for Palestinians
العون الطبي للفلسطينيين

**زكاتك علاجهم
بالخير مكملين**

335 عملية جراحية

MAP Jordan www.mapjordan.net

الحملة الإعلامية CAMPAIGN INSIGHTS



لعبة Gameing



لعبة القلعة المحتلة



<https://play.google.com/store/apps/details?id=com.apptainers.sum3a1ers.abumahjoub.runner>

الحملة الإعلانية

CAMPAIGN INSIGHTS

3,299
CONVERSATIONS

\$2,877.31
TOTAL SPEND

\$0.89
COST PER
CONVERSATION

130,299
REACH

The YOU BEAUTY Hair Dryer Sales campaign generated 3,229 quality conversations at a low cost of \$0.89 per conversation, with a total spend of \$2,877.31. Gaining momentum in mid-March and peaked at over 200 conversations per day by early April, maintaining consistent results through May. The high volume of purchase ready leads boosted sales directly, proving the campaign's strong effectiveness in driving awareness and direct sales within a budget under \$3,000.

الحملة الإعلانية

CAMPAIGN INSIGHTS

709
CONVERSATIONS

\$0.31
COST PER
CONVERSATION

\$222.42
TOTAL SPEND

The Al Mujeeb Agriculture campaign delivered outstanding results by generating 709 conversations with potential customers at an exceptionally low cost per conversation of \$0.31, with a total ad spend of only \$222.42. The campaign experienced strong momentum in early June, peaking at over 40 conversations per day, and then maintained steady engagement in the following weeks.

These results highlight the effectiveness of the ad targeting and creative strategy in attracting the right agricultural audience. By acquiring hundreds of high-quality leads at a minimal cost, the campaign directly contributed to an increase in sales for Al Mujeeb Agriculture, proving the efficiency of the strategy in driving both customer engagement and revenue growth.

الحملة الإعلانية

CAMPAIGN INSIGHTS

7,486
PROFILE VISITS

\$0.01
**COST PER
RESULT**

\$105.27
TOTAL SPEND

The Kyan Instagram campaign in Saudi Arabia achieved exceptional results by generating 7,486 profile visits at an extremely low cost per result of only \$0.01, with a total ad spend of just \$105.27. The campaign recorded a strong surge in engagement at the beginning of September, where thousands of users visited the profile within a short period. This reflects highly effective targeting and compelling ad creatives that resonated with the Saudi audience. This outstanding cost efficiency demonstrates the strength of the strategy in maximizing reach and visibility while maintaining minimal spending. By generating thousands of qualified profile visits at almost zero cost, the campaign significantly boosted brand awareness in the Saudi market and created stronger opportunities for customer acquisition and sales growth.

THE POINT

OUT OF THE BOX, STRAIGHT TO THE POINT

Thank you
شكراً



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