

THE BLANK PAGE IS THE BRIEF.

A design studio for brands that have to exist in more than one place at once — on a screen, on a shelf, on a street corner in UAE, and in somebody's hands. From scratch to business, we will build for you.





WHITE PAPER CREATIVES
MARKETING REDEFINED.

Most studios stop at the screen. We keep going until it's a room you can walk into.

White Paper Creative builds the whole surface of a brand — the identity, the café it lives inside, the kiosk it trades from, the packaging it ships in, the gift it hands to the person who matters most, and the feed it shows up in on Monday morning.

0 1

DESIGN THAT SHIPS

A concept that can't be printed, cut, cured, freighted and installed is a mood board.

0 2

ONE BRAND, EVERY SURFACE

The store front, the 300gsm card, the app's empty state and the foil on the box are one decision.

0 3

BUILT FOR THIS MARKET

Bilingual by default. Arabic and Latin typography set to the same standard.

0 4

MADE, NOT SPECIFIED

3Dprinting, resin casting, hand-finishing and print production. We quote what we can deliver.

FIVE DISCIPLINES, ONE STUDIO.■

Engage any one on its own, or run the whole stack as a single programme with one point of contact.

BRAND

Brandstrategy · Naming · Brand identity creation · Logo & visual marks · Colour & type systems · Guidelines · Tone of voice · Rebrand

DELIVERABLE

Brand book, PDF + assets

DIGITAL

UI / UX design · Website design & build · App interfaces · Design systems · Social media marketing · Creative direction · Performance creative · Motion

DELIVERABLE

Figma system + live build

SPACE

Café & F&B concepts · Kiosk design · Retail & gondolas · Brand activations · Exhibitions · Signage & wayfinding · Window display

DELIVERABLE

Concept, GA drawings, renders

OBJECT

Product design · VVIP & premium gifts · Corporate gifting · 3D design & figurines · Resin production · Trophies & awards · Crafts · Packaging

DELIVERABLE

Prototype → production run

MATERIAL

Marketing materials · Print & collateral · Stationery · POSM & display · Campaign toolkits · Event material · Large format

DELIVERABLE

Print-ready artwork + supply

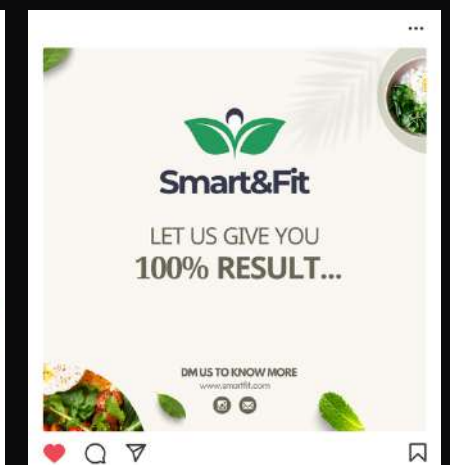
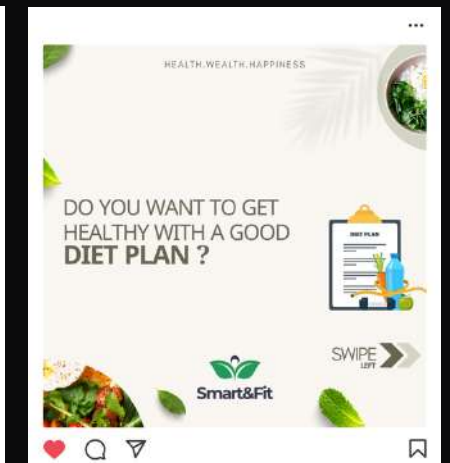
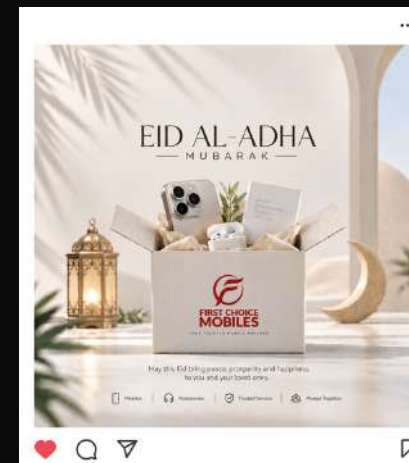
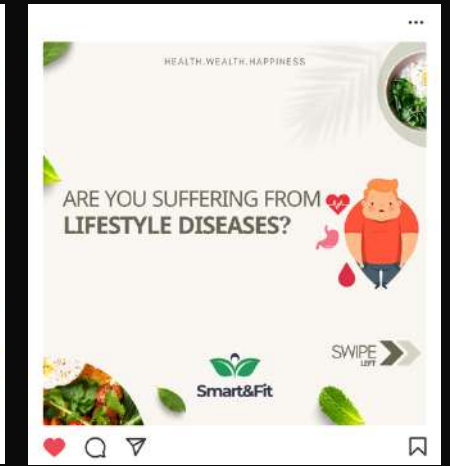
THE WORK.

illustrated logo works for clients :



Social and campaign creative running across a portfolio of brands — travel, education, fabrics, FMCG and events. Seasonal work sits next to always-on posts and product key visuals, each brand keeping its own voice while the production standard stays flat. Bold type, one idea per frame, sized for the feed it lands in.

Social media posts :



KIOSK & STANDS

Café – F&B concepts · Kiosk design · Retail & gondolas · Brand activations · Exhibitions · Signage & wayfinding · Window display

KIOSK **OUTDOOR**

Engineered for durability, efficiency, and effortless operation, our kiosks combine robust construction with intelligent workflow and an engaging presence that attracts customers. Designed for quick assembly, easy dismantling and hassle-free relocation, **every kiosk is built to perform while creating a distinctive physical identity for your brand.**



MERGE

CAFE TEKASHI





FRANGO

FOND



BAKD



Our kiosks blend intelligent design, seamless mobility and efficient functionality—transforming compact spaces into memorable brand experiences that connect with customers.

KIOSK INDOOR



GELATO
DEL MAR

We turn **creative ideas** into **distinctive kiosk** experiences, blending bold concepts, smart functionality and brand identity to make every space stand out

CAFE
CONCEPT





INTERACTION
BOOTH

AMBREA

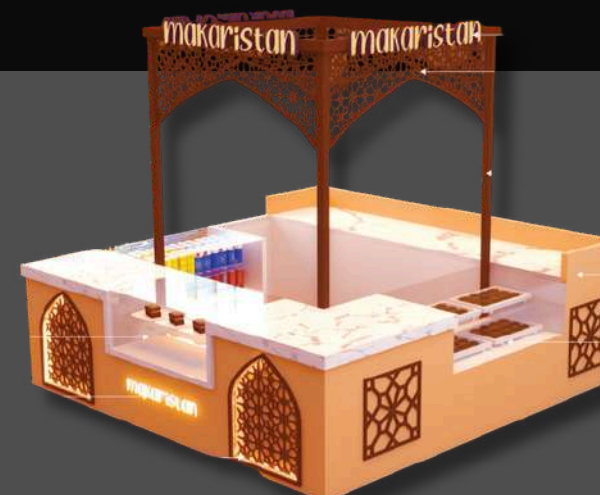


FOND

Balancing visual creativity with smart layouts for seamless customer interaction and efficient operation.



LDN GARDEN



MAKARISTAN



GHAMSAT

Every kiosk is **shaped by the brand's character**, colours, products and customer experience.



DRYPT



FLUFFY



VESTA



Creating memorable retail spaces through unique forms, materials, lighting and visual storytelling.

GANDOLAS

Our gondola displays combine smart product organization with strong brand visibility, creating a flexible, durable, and engaging retail experience designed to maximize customer attention. **Share your brand vision with us and we will transform it into an impactful display.**



■ THE PART MOST AGENCIES OUTSOURCE

EVENTS & FITOUT

WE DESIGN EXPERIENCES, NOT JUST SPACES.

From the first sketch to the final build, we transform creative concepts into memorable events and Kiosks— designed to attract, engage, and leave a lasting impression.



Café & F&B concepts · Kiosk design · Retail & gondolas · Brand activations · Exhibitions · Signage & wayfinding · Window display

DELIVERABLE

Concept, GA drawings, renders

BUSINESS SERVICES · BRAND, WEB AND APP

A GOVERNMENT DESK, BOOKABLE FROM A PHONE.

The FC Typing runs corporate typing, translation and government transactions in Abu Dhabi. We set the brand in navy and brass, wrote the guideline, designed the responsive site — then took the queue out of the office: service pages that quote, and a booking flow that ends on a confirmed calendar slot instead of a phone call.

SCOPE

Brand guideline · Website ·
Mobile app

FLOWS

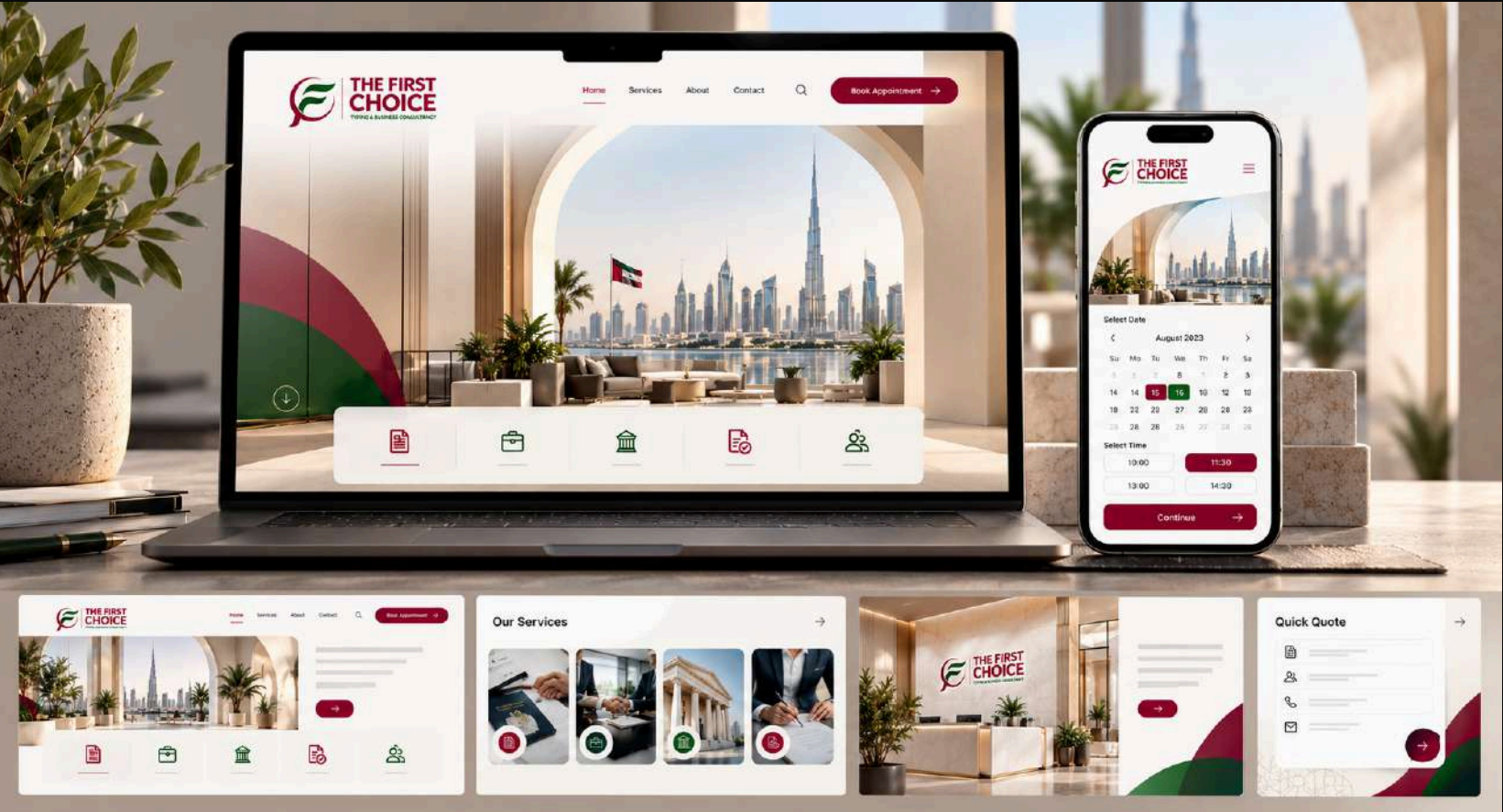
Quick quote, service
detail, book i n g

SURFACES

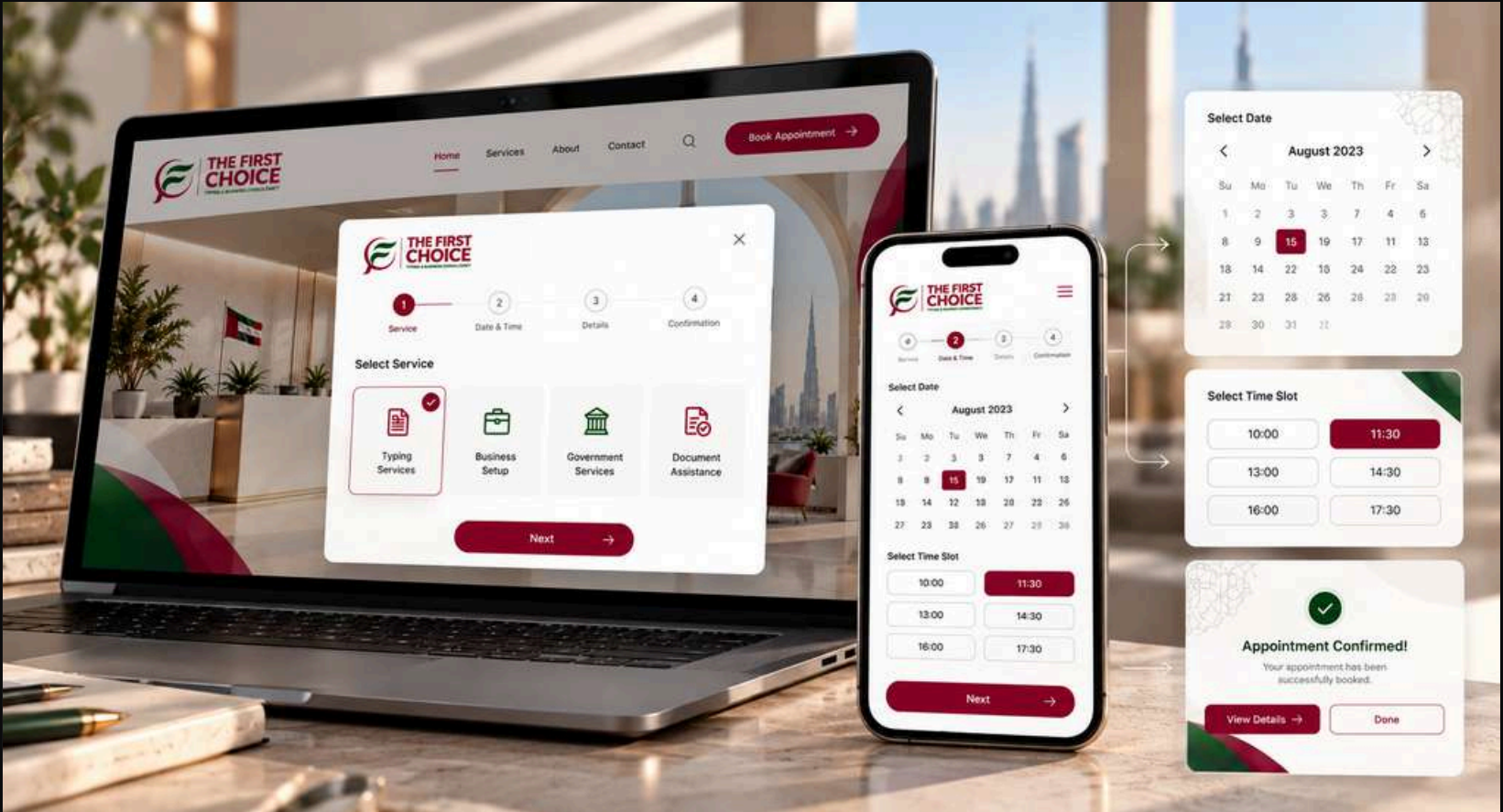
Desktop, tablet, iOS &
Android

LANGUAGE

English and Arabic, RTL
ready



BRAND GUIDELINE AND RESPONSIVE SYSTEM



APPOINTMENT BOOKING — LIVE CALENDAR AND TIME SLOTS

FURNITURE RETAIL · E-COMMERCE DESIGN

A FURNITURE STORE THAT SELLS THE ROOM.

Haartz Concepts makes modern furniture and needed a store front that carried the craft. A red-and-bone system; a homepage that moves hero → category → collection without a dead scroll; product cards that price and add to cart in one tap; and a consultation block placed exactly where browsing runs out.

SCOPE

E-commerce design system

PAGES

Home, category, product, custom design, consultation

INCLUDES

Component library, cart and checkout states

DELIVERED

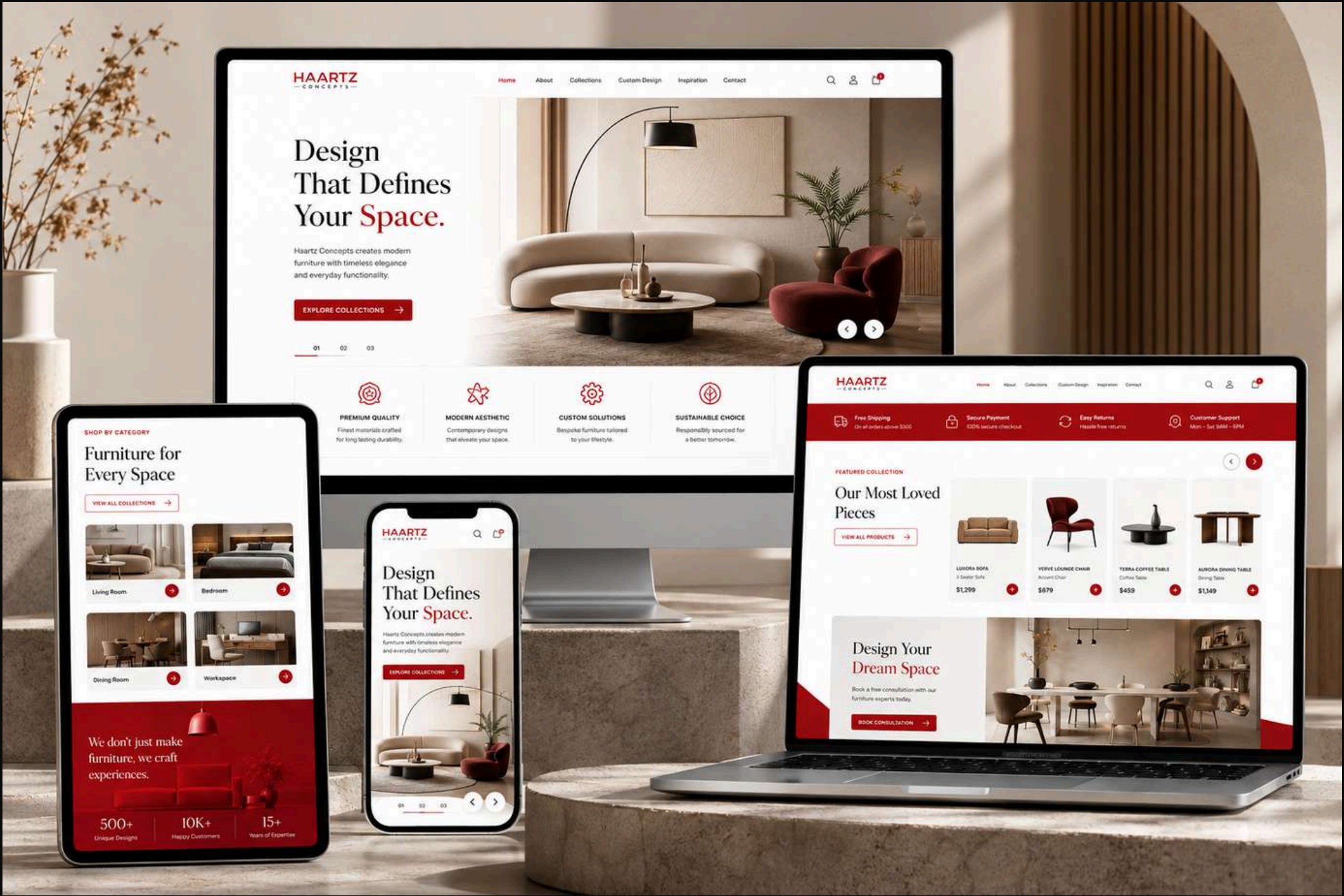
- / Homepage
- / Product page
- / Consultation booking
- / Testimonials

- / Category & listing
- / Custom design
- / Cart & checkout
- / Footer & newsletter

DESIGN SYSTEM + BUILD

MOBILE FIRST

CONVERSION-LED



HOMEPAGE SYSTEM — HERO, CATEGORY,

FEATURED COLLECTION, SOCIAL PROOF

MODEST FASHION · BRAND AND STOREFRONT

MODEST WEAR, MERCHANDISED PROPERLY.

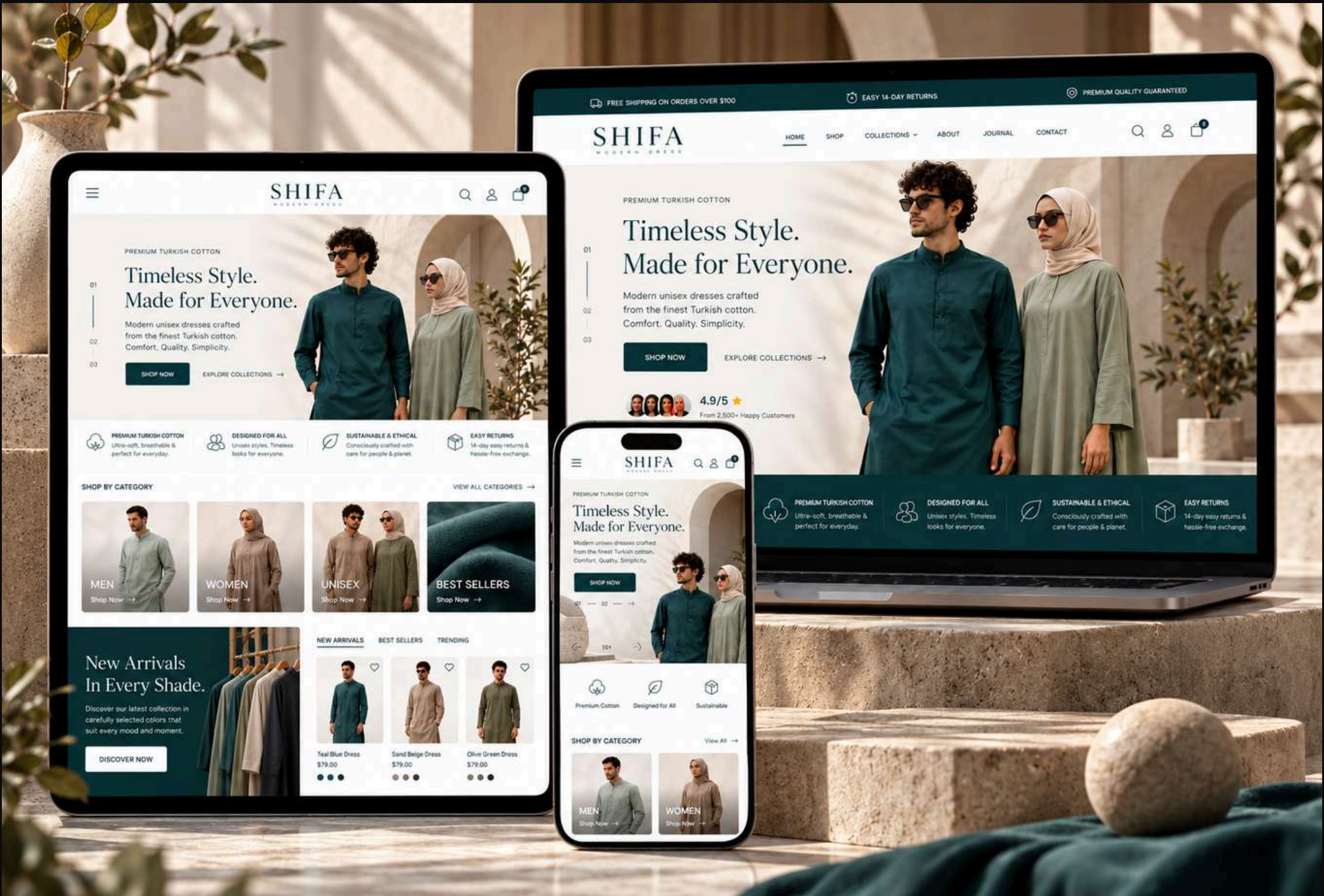
SHIFA sells unisex Turkish-cotton dresses and the site is built around the thing that actually sells them — colour. Category tiles split men, women and unisex without splitting the brand, swatches sit under every product, and the trust marks (fabric, returns, care) land where hesitation happens rather than in a footer nobody reaches.

SCOPE	Brand direction + storefront design
STRUCTURE	Home, shop, collections, journal, contact
READY	RTL layout and Arabic type pairing

DELIVERED

/ Homepage / Product
& swatches
/ Journal

/ Shop & collections
/ Category tiles
/ Trust & care marks



HOMEPAGE SYSTEM — HERO, CATEGORY,

FEATURED COLLECTION, SOCIAL PROOF

EN + AR

RTL READY

MOBILE FIRST

AN IDENTITY THAT ARRIVES IN WORK.

Ultra Care is a facilities management company in Abu Dhabi — a brand seen first at 60 km/h and then again at the front door. One mark, one teal, and a ten-part rollout: fleet livery drawn to the panel, workwear and caps, cards, letterhead and a kit a print supplier can run without a phone call.

SCOPE	Identity + brand applications
PALETTE	#00B89C · #1E252B · greys · white
APPLIED	Van livery, polo, cap, card, letterhead

DELIVERED	
/Logo & lockups	/Colour palette
/Van Branding	/Polo & workwear
/Branded cap	/Business card
/Letterhead	/Complete brand kit

COLOR PALETTE



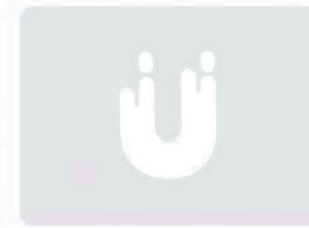
#00B89C



#1E252B



#6B7280



#E5E7EB



#FFFFFF



OBJECTS PEOPLE KEEP.

Any one can print a mug. The gift that survives —**sculpted, prototyped, cast, finished by hand and packed** to be delivered with pride.

VVIP & PREMIUM GIFTS

ONE-OFF → SMALL RUN

3D DESIGN & RESIN FIGURINES

13 CM STANDARD

TROPHIES & AWARDS

CAST · CNC · ACRYLIC

CUSTOM CORPORATE GIFTING

BRANDED, NOT BADGED

CRAFTS & HAND-FINISHING

PAINT · LEAF · PATINA

RIGID BOXES & PRESENTATION

FOIL · EMBOSS · MAGNET

DESK OBJECTS & COLLECTIBLES

EDITED & NUMBERED



scan to see the ready made products for customization.



NO SURPRISES ON THE INVOICE.■

A small studio's advantage is that you talk to the person doing the work. Here is how we keep it that way.

A FIXED SCOPE, FIXED FEE

Every proposal states the deliverable, quantity, specification and number of rounds. Price moves only when the specification does.

C DATES WE CAN HOLD

Production timelines quoted against real supplier lead times. If a date is tight we say so at the briefing, not the week before.

B YOU OWN THE WORK

On final payment the artwork, source files and rights are yours. No retainer needed to keep using your own logo.

D ONE POINT OF CONTACT

The person who takes your brief presents the work and is at the print run. Nothing gets relayed.

TELL US WHAT YOU'RE BUILDING.

Send the brief, the deadline and the budget range. You'll get a written response with an approach and a fixed number — not a form reply asking to book a call.

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