

OSTUDIO®

*Midnight™*

ENTERING COMPANY

OSTUDIO

INDUSTRY

FAST FOOD

CLIENT

MIDNIGHT

CATEGORY ENTERED

BRAND IDENTITY DESIGN  
PACKAGING DESIGN

SERVICES

DINE-IN  
TAKEAWAY  
FAMILY MEALS  
DRIVE-THRU

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*Midnight*<sup>TM</sup>

# INDUSTRY CONTEXT

We present to you the visual identity of the Midnight brand, a restaurant specialized in serving chicken burgers targeting the youth. Our goal was to build a visual identity that is integrated in terms of elements and meaning. We created the entire identity, from the name and logo design to the marketing identity and its details. We aim to create an integrated and exceptional experience for the customer, including digital marketing, in which we followed the classic digital design approach, to reflect the extent of the coherence and symbolism of the commercial identity, and enhance its position and positioning among its competitors in the market.





# INSPIRATION

In the visual identity of Midnight, we embodied the culture of midnight dining, and took inspiration from London Underground stations for the décor details and the green lights from signboards, where the identity embodies a complete story and an exceptional experience.







# CHALLENGES

The challenges we faced revolved around how to build a clear brand image for the client in a geographic area where there are no subways, building a unique artistic direction that enhances the brand's position among competitors and lives up to expectations, and adopting a clear and detailed identity guide and packaging materials that achieve sustainability.

midnight

midnight™







# STRATEGY

Our strategy is based on building a distinctive artistic direction for the brand and creating high-quality marketing materials that are in line with the visual identity and its values, ensuring that all materials meet the specified quality standards, which raises the brand's value and enhances its uniqueness and position.



Midnight  
This product is made from recycled materials, so it is environmentally friendly.

This product is made from recycled materials, so it is environmentally friendly.



# CREATIVITY

One of our most important criteria for printing and final output was to achieve a color palette that is consistent and harmonious in printing and to choose specific materials that match the brand's inspiration. A material similar to the texture of cotton was chosen, which is closely related to the creative elements that inspired the brand's identity, reflecting its uniqueness, integration, and symbolic and marketing strength.





# RESULTS

Quotes from the opinions and reactions of the brand's officials regarding the development that the brand has undergone and their impression of it

## **CEO**

**Ahmed Altuwaijri**

We have enjoyed partnering with Ostudio with outstanding results, as we received amazing feedback from clients and their amazement at the beauty, distinction and uniqueness of the experience in which we appreciate Ostudio efforts. All the details of the brand are interconnected in an unimaginable way, which made us decide that any creative collaboration we have in the future will be with Ostudio.



Thank you for your confidence  
in allowing us to show the  
elements of creativity.

# Thanks.