



MARKETING AVENUES
PORTFOLIO 2026

WE SHIFT DIRECTIONS



OUR PROUD STORY



WE ARE PASSIONATE

In a world where communication is reshaping our lifestyle, our business approach is based on Shifting Directions to suit every need without compromising on quality and uniqueness.

Thinking out of the box is our passion ...

DUBAI

DAMASCUS



WE ARE PROFESSIONAL

Marketing Avenues is a Fully Integrated Communication Services Company stands in the market through a group of professionals who put their expertise hand in hand, and their ambitious heart in heart, resulting more than 10 years of marketing experience in several market fields in MENA region.



INTEGRATED COMMUNICATION SERVICES



CLIENTS EQUAL PARTNERS

WE ARE CREDIBLE

We gained the trust of Our Clients who are Our Partners in real.
We grow together, we overcome business challenges together,
we achieve goals together, and we do harvest together.



MASTERPIECES
ARE OUR STANDARDS

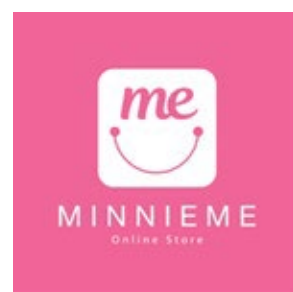
WE ARE MARKETING AVENUES

“Master the topic, the message and the delivery” said Steve Jobs.
We Master our Marketing Avenues so well that WE SHIFT DIRECTION 

OUR SERVICES

BRANDING & ADVERTISING
PRINTING & PRODUCTION
WEBSITES & APPS
DIGITAL MARKETING
MEDIA & PUBLIC RELATIONS

CLIENTS EQUAL PARTNE



OUR WORK



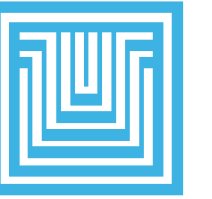


BRANDING & ADVERTISING

A4 Blooket BBSF Banking Training

Client:
BEMO Bank

بنك بيمو السعودي الفرنسي
Banque Bemo Saudi Fransi



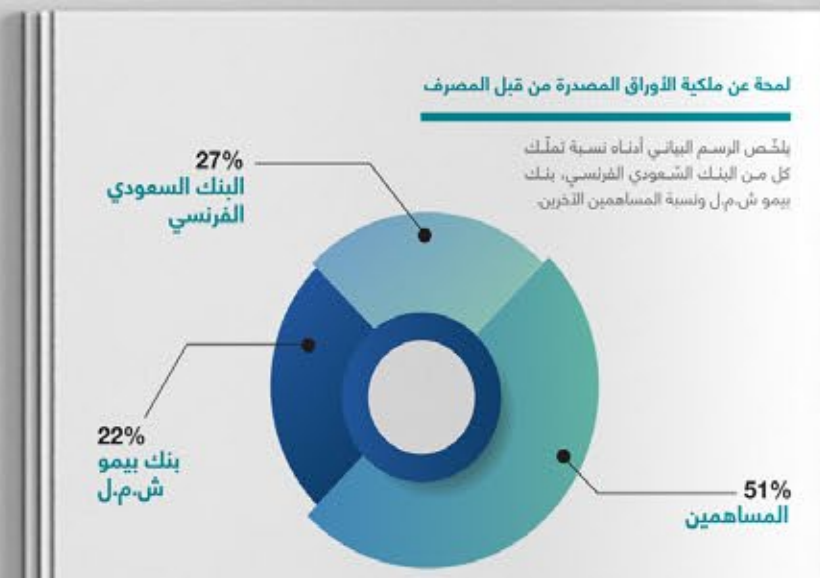
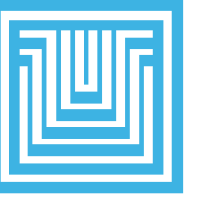


BRANDING & ADVERTISING

Annual Report BBSF BOD

Client:
BEMO Bank

بنك ييمو السعودي الفرنسي
Banque Bemo Saudi Fransi



لمحة تعريفية عن أعضاء الإدارة التنفيذية لدى بنك ييمو السعودي الفرنسي

الشيد عمر الفراوي - الرئيس التنفيذي*

سوري الجنسية، حائز على بكالوريوس اختصاص مالية من جامعة نيويورك كما حصل على شهادة الماجستير في إدارة الأعمال من جامعة شيكاغو، الولايات المتحدة الأمريكية. لديه 15 سنة من الخبرة في الخدمات المالية والماليات المصرفية والاستثمارية. انضم إلى بنك ييمو السعودي الفرنسي عام 2015 بعد أن كان مدير عام لشركة ييمو المالية لمدة ثمانية سنوات.

*تم تعيين الشيد عمر الفراوي رئيساً تنفيذياً للبنك بوصفه من لجنة الترشيحات والمكافآت وتطوير الموارد البشرية وقرار مجلس الإدارة بتاريخ 06 أيلول 2018 بعد الحصول على موافقة مصرف سورية المركزي بقراره رقم 1448/ل أ تاريخ 31 تشرين الأول 2018.

الشيد جوزف رفل - مستشار الإدارة*

لبناني الجنسية، حائز على إجازة في العلوم الاقتصادية بالإضافة إلى ماجستير دراسات اقتصادية عامة من جامعة القديس يوسف في بيروت - لبنان. لديه أكثر من 53 سنة خبرة في إدارة المصارف في لبنان، بلجيكا، الكويت، فرنسا وسورية. انضم إلى بنك ييمو السعودي الفرنسي عام 2016.

*تم تعيين الشيد جوزف رفل مستشار الإدارة بوصفه من لجنة الترشيحات والمكافآت وتطوير الموارد البشرية وقرار مجلس الإدارة بتاريخ 06 أيلول 2018 والحصول على موافقة مصرف سورية المركزي بموجب قراره رقم 1448/ل أ تاريخ 31 تشرين الأول 2018.

الشيد إدريه لحدو - نائب الرئيس التنفيذي

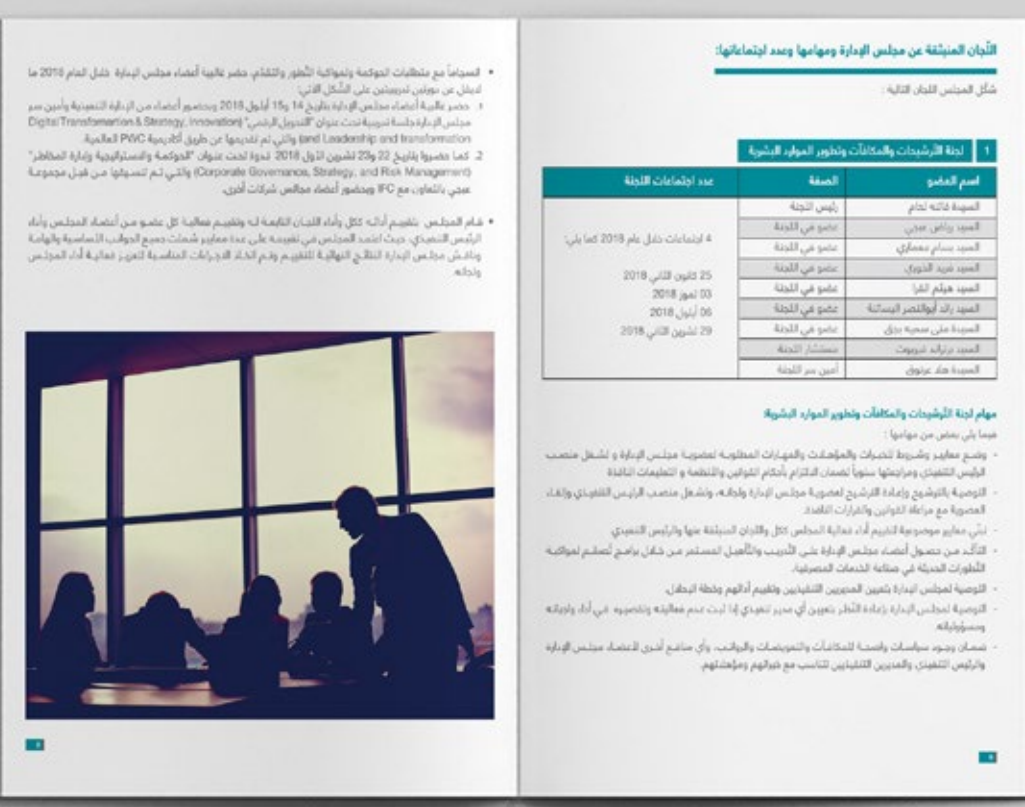
لبناني الجنسية، حائز على دبلوم في العلوم المصرفية ودبلوم في المحاسبة والعلوم التجارية. لديه أكثر من 35 سنة خبرة مصرفية في سورية ولبنان. انضم إلى بنك ييمو السعودي الفرنسي عام 2004.

الشيد ندى صليبا - كبير مدراء المخاطر

سورية الجنسية، حائز على شهادة الماجستير في إدارة الأعمال من ESA. لديها أكثر من 23 سنة خبرة في التسليف الائتماني والقدرة المالية. انضمت إلى بنك ييمو السعودي الفرنسي عام 2004.

الشيد خالد أبو البريل - مساعد مدير عام - إدارة العمليات والدعم

سوري الجنسية، حائز على شهادة الماجستير في الأعمال المصرفية والمالية من جامعة بوردو. لديه 15 سنة خبرة مالية ومصرفية. انضم إلى بنك ييمو السعودي الفرنسي عام 2005.



استثمارات أخرى لبنك ييمو السعودي الفرنسي

يتم الجدول أدناه سعر سهم بنك ييمو السعودي الفرنسي ش.م.ل خلال الأعوام الخمسة الماضية كالتالي (القيمة السوقية بالليرات السورية)

اسم الشركة المملوكة	عدد الأسهم المملوكة	نسبة التملك نهاية 31/12/2018
الشركة المتحدة للتأمين	2,254,222	0.212
فرنسيلك - سورية	2,220,750	0.042
بنك قطر الوطني - سورية	255,218	0.002
بنك عودة سورية	2,000	0.000



Client:  International Community of Red Crosses





BRANDING & ADVERTISING

Brochure 21x21cm
ICRC Photo Album

Client:
International Community of Red Cross

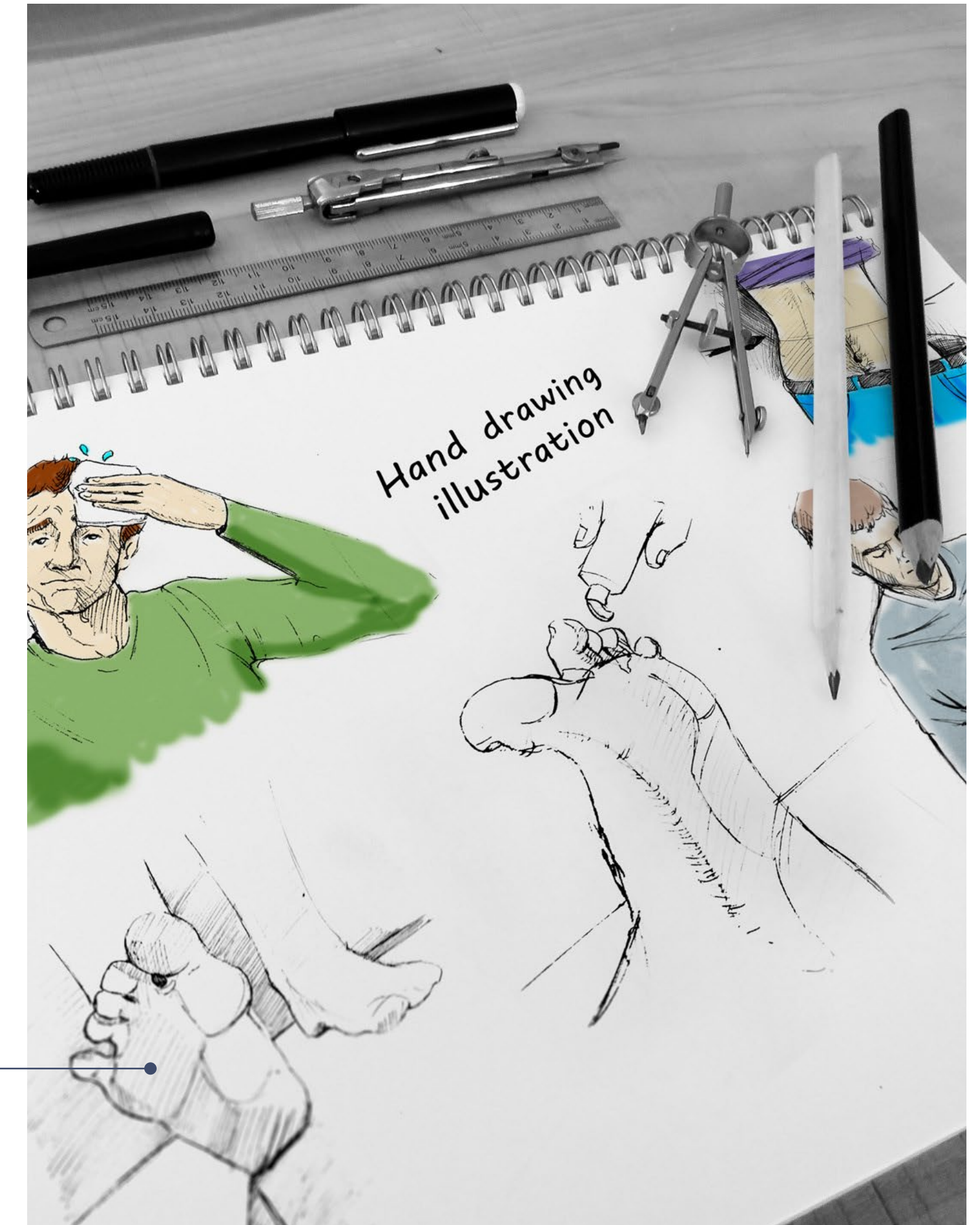




BRANDING & ADVERTISING

A0 Posters
Diabetes Health Tips

Client:
International Community of Red Cross





BRANDING & ADVERTISING

4 Fold Brochure Seeds Project

Client:
International Community of Red Cross





BRANDING & ADVERTISING

Desk Calendar
Calendar 2020

Client:
International Community of Red Cross





BRANDING & ADVERTISING

- 1 - Emergency Card
- 2- Covid-19 Poster

Client:
International Community of Red Cross





BRANDING & ADVERTISING

Annual Report
21x21cm

Client:
The Adventist Development and Relief Agency



ADRA





BRANDING & ADVERTISING

3 Fold Brochure About ADRA

Client:
The Adventist Development and Relief Agency



ADRA





BRANDING & ADVERTISING

Calendar
2020

Client:
The Adventist Development and Relief Agency

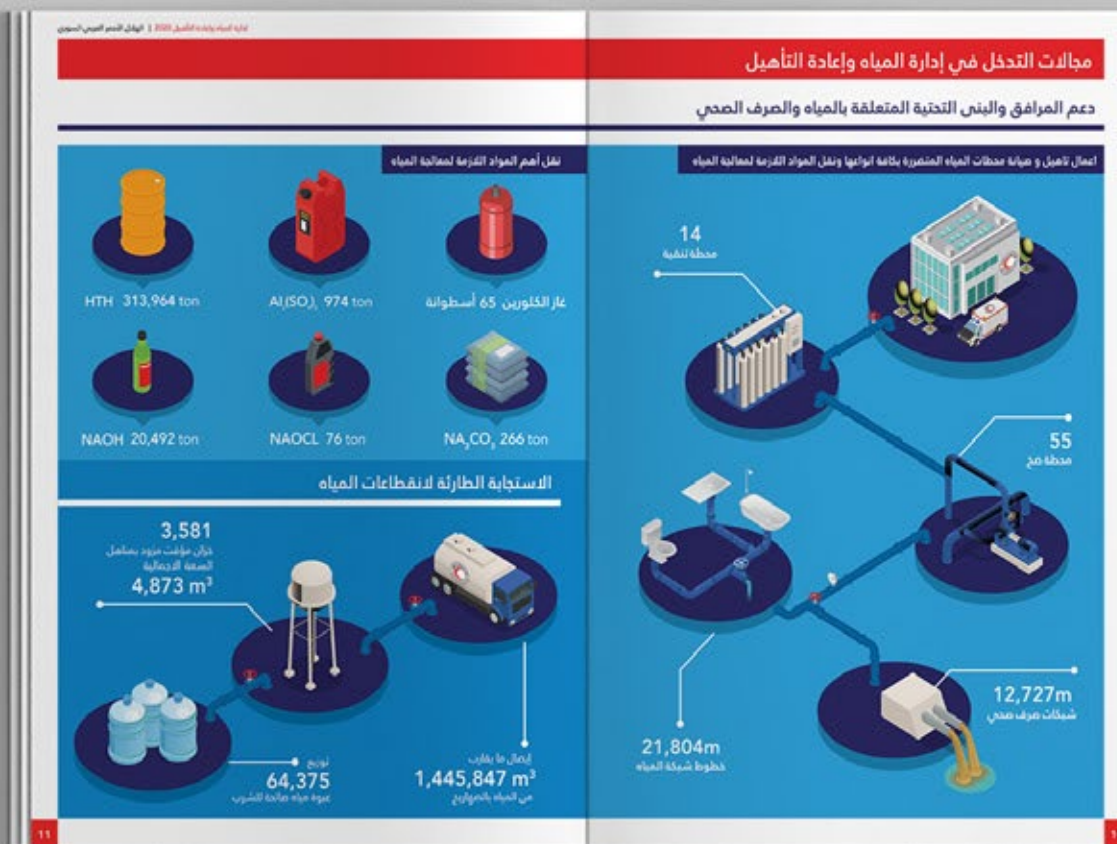




BRANDING & ADVERTISING

Annual Report

Client:
Syrian Arab Red Crescent

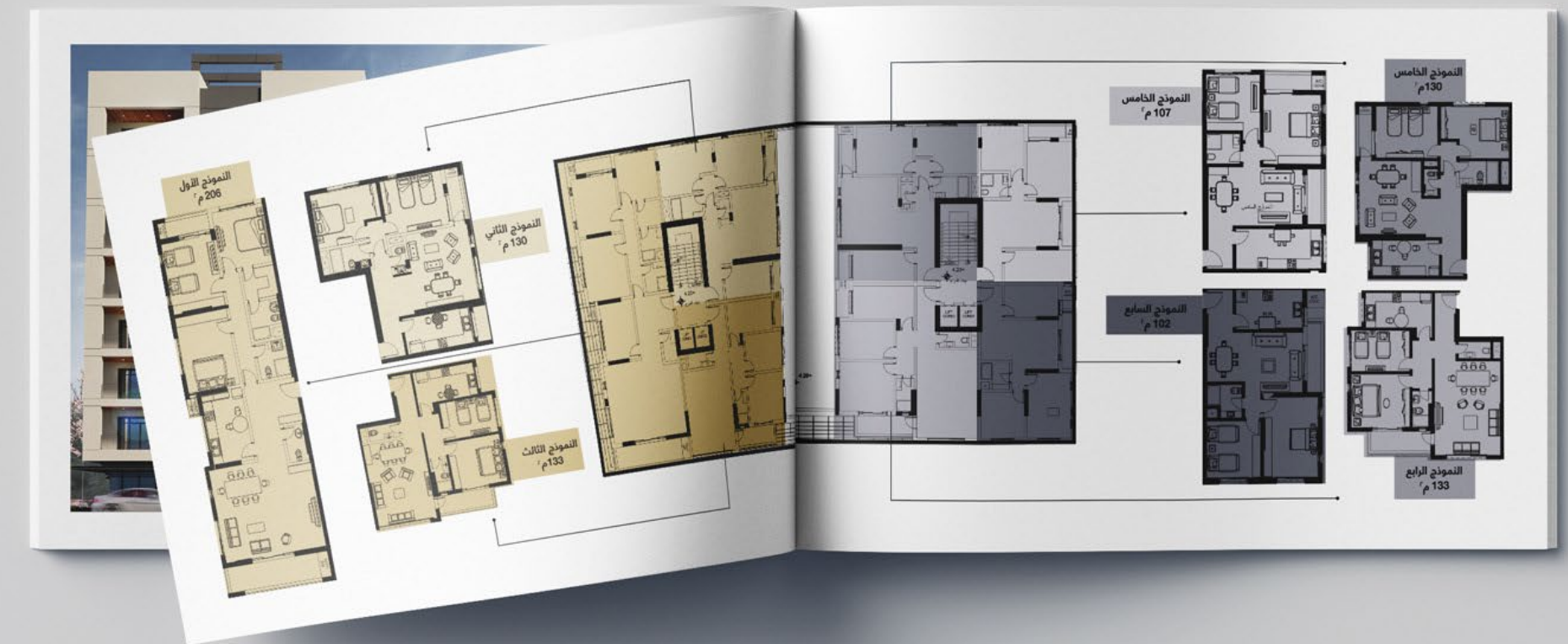




BRANDING & ADVERTISING

Booklet

Client:
Massa group





BRANDING & ADVERTISING

Roll-Up Design

Client:

The Adventist Development and Relief Agency



ADRA





BRANDING & ADVERTISING

A5 Voucher Food Vouchers

Client:
The Adventist Development and Relief Agency



ADRA





BRANDING & ADVERTISING

Client:
Antioch Syrian University





BRANDING & ADVERTISING

4 Fold brochure
& Poster
Calendar Terms

Client:
Advanced Language & Training Center **ALTC**





BRANDING & ADVERTISING

Logo & Branding



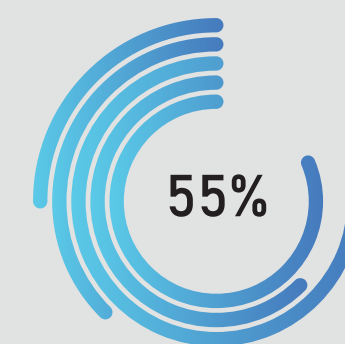
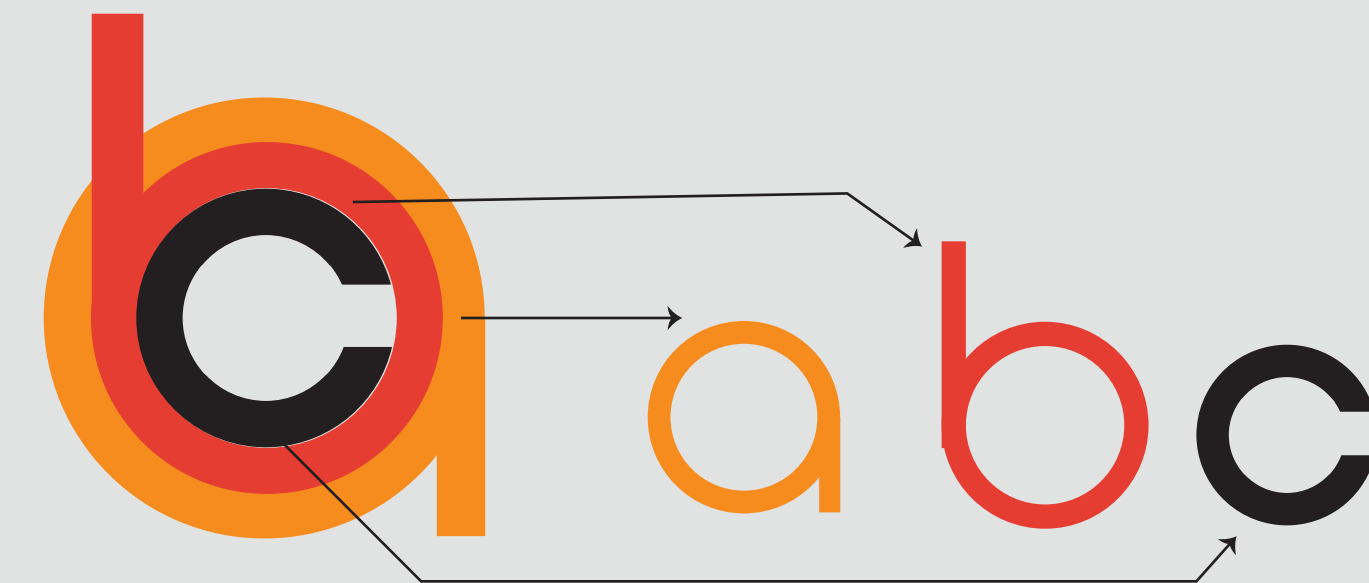
Here we are tackling the idea, which is how the three elements (the entrepreneur, the bank, and the center) work together to develop various business projects influencing economic prosperity. Smaller circles growing into bigger ones are probably the best and most artistic demonstration of this concept.

Therefore, the logo illustrates those three elements as circles inside each others, because there's collaboration between them, and they affect each other and the community as well. Each circle no matter how small it is has its effect on the bigger circle carrying it. Those circles, however, are also inspired by the "on" button, and numbers chart. They both convey a feeling of excitement for work and professionalism.

This is because every business project will be applied based on proper and professional work and studies done inside our advanced business center. Finally, the circles are also inspired by dartboards. A dartboard symbolizes how the center will be a place for the entrepreneur to gain the required skills, and benefit from the support of the bank to stay focused on the goal and hit the target.

This logo is sophisticated, and very creative; it carries lots of subliminal messages and symbols using simple circles.

Client:
ALBARAKA Bank



Chart



On



Target



growth
your business



BRANDING & ADVERTISING

Logo & Branding

Client:
ALBARAKA Bank





BRANDING & ADVERTISING

Logo & Branding

Client:
ALBARAKA Bank





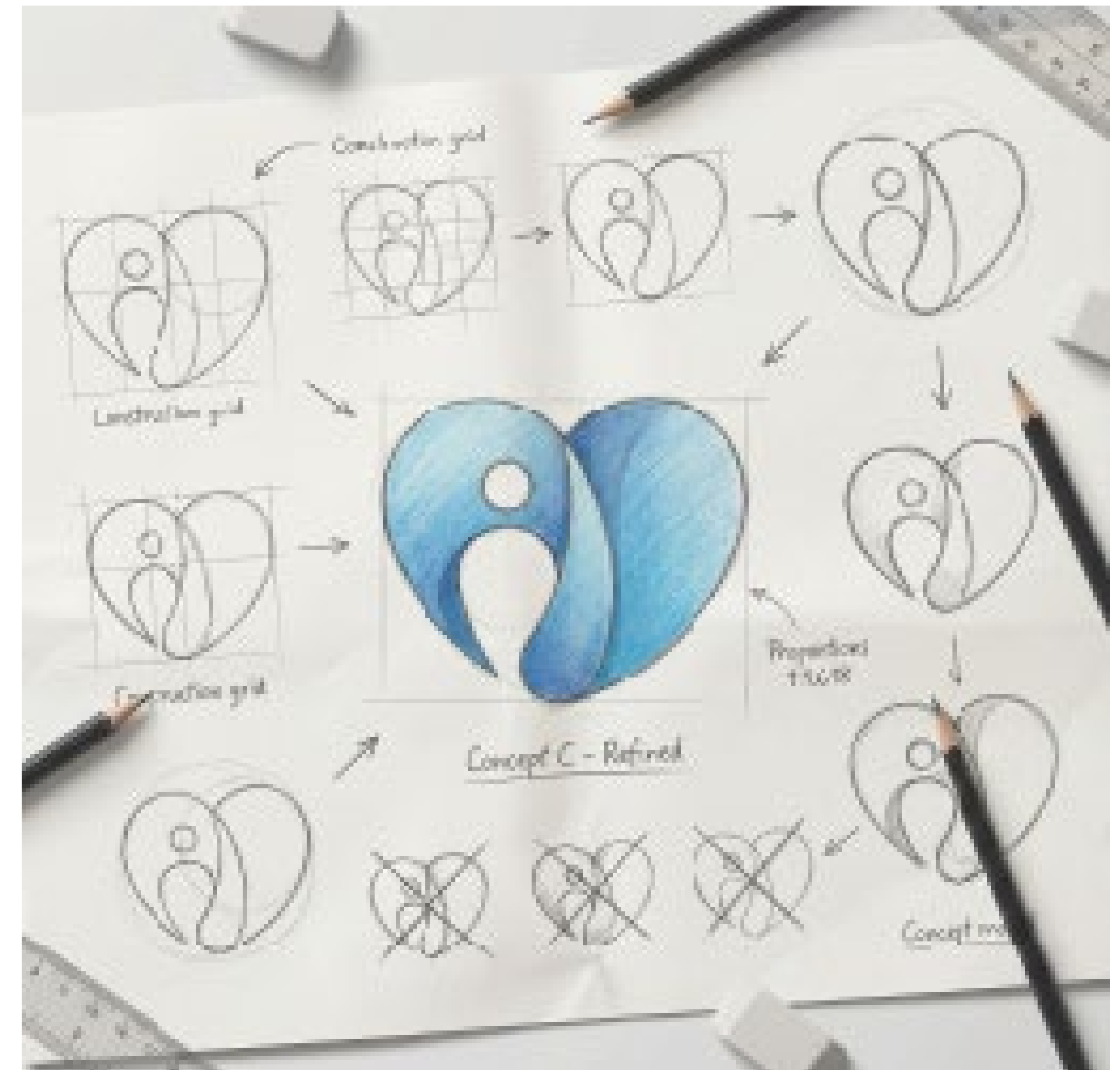
BRANDING & ADVERTISING

Logo Adaptation



Client:
WeCare Specialty Clinic

WeCare
SPECIALTY CLINIC





BRANDING & ADVERTISING

Branding



Client:

WeCare Specialty Clinic

WeCare
SPECIALTY CLINIC





BRANDING & ADVERTISING

Branding



Client:
WeCare Specialty Clinic

WeCare
SPECIALTY CLINIC





BRANDING & ADVERTISING

VIP Cards
+ Paper Cover

Client:
WeCare Specialty Clinic



WeCare
SPECIALTY CLINIC

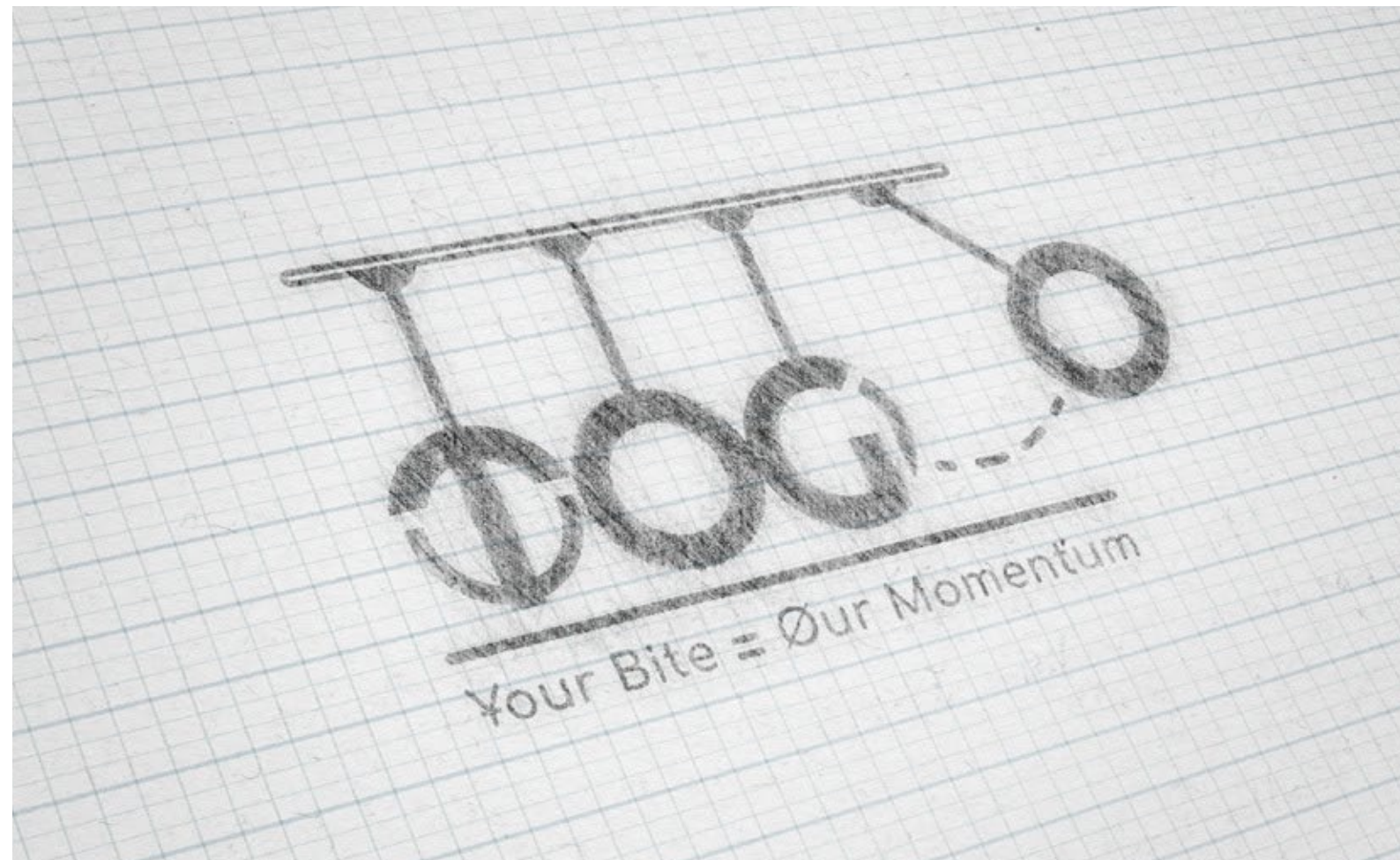




BRANDING & ADVERTISING

Logo + Slogan

Client:
TOGO Fast Food





BRANDING & ADVERTISING

Menu Design

Client:
TOGO Fast Food

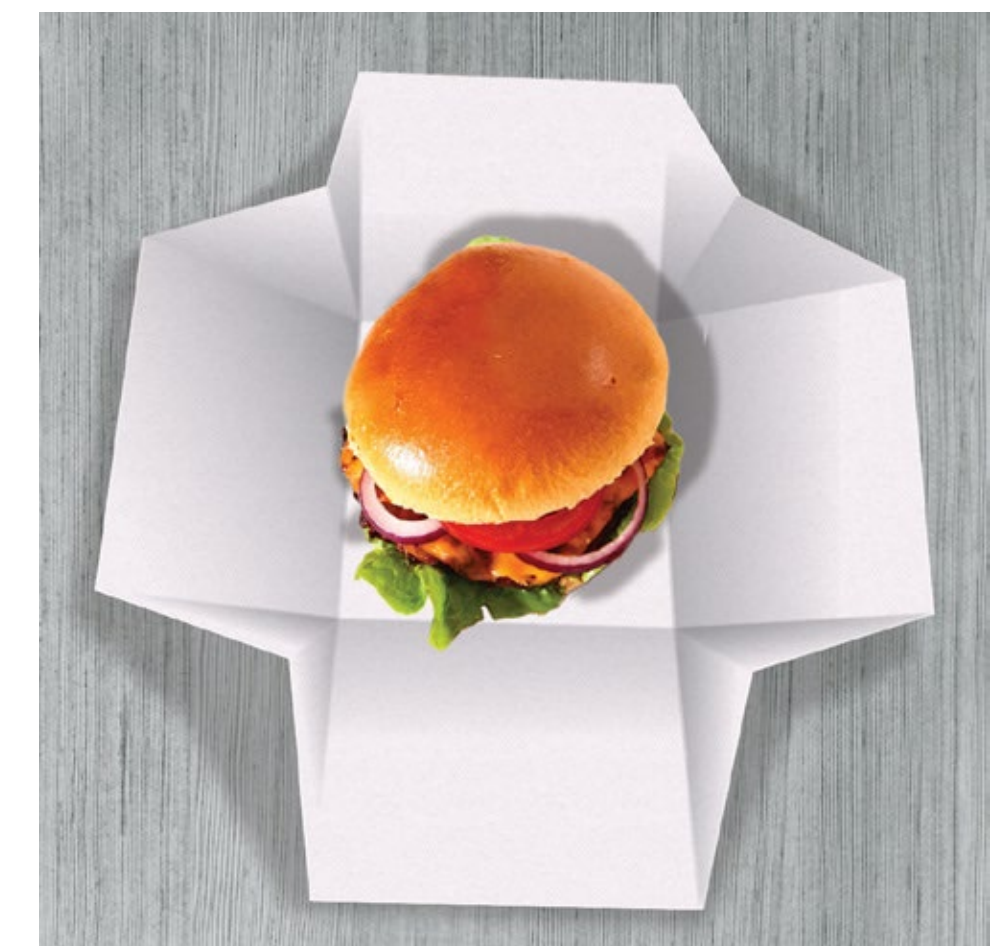




BRANDING & ADVERTISING

Packaging

Client:
TOGO Fast Food





BRANDING & ADVERTISING

Packaging

Client:
TOGO Fast Food





BRANDING & ADVERTISING

Logo



LIVE SMART

عيشها صح

THE ICONOGRAPHY

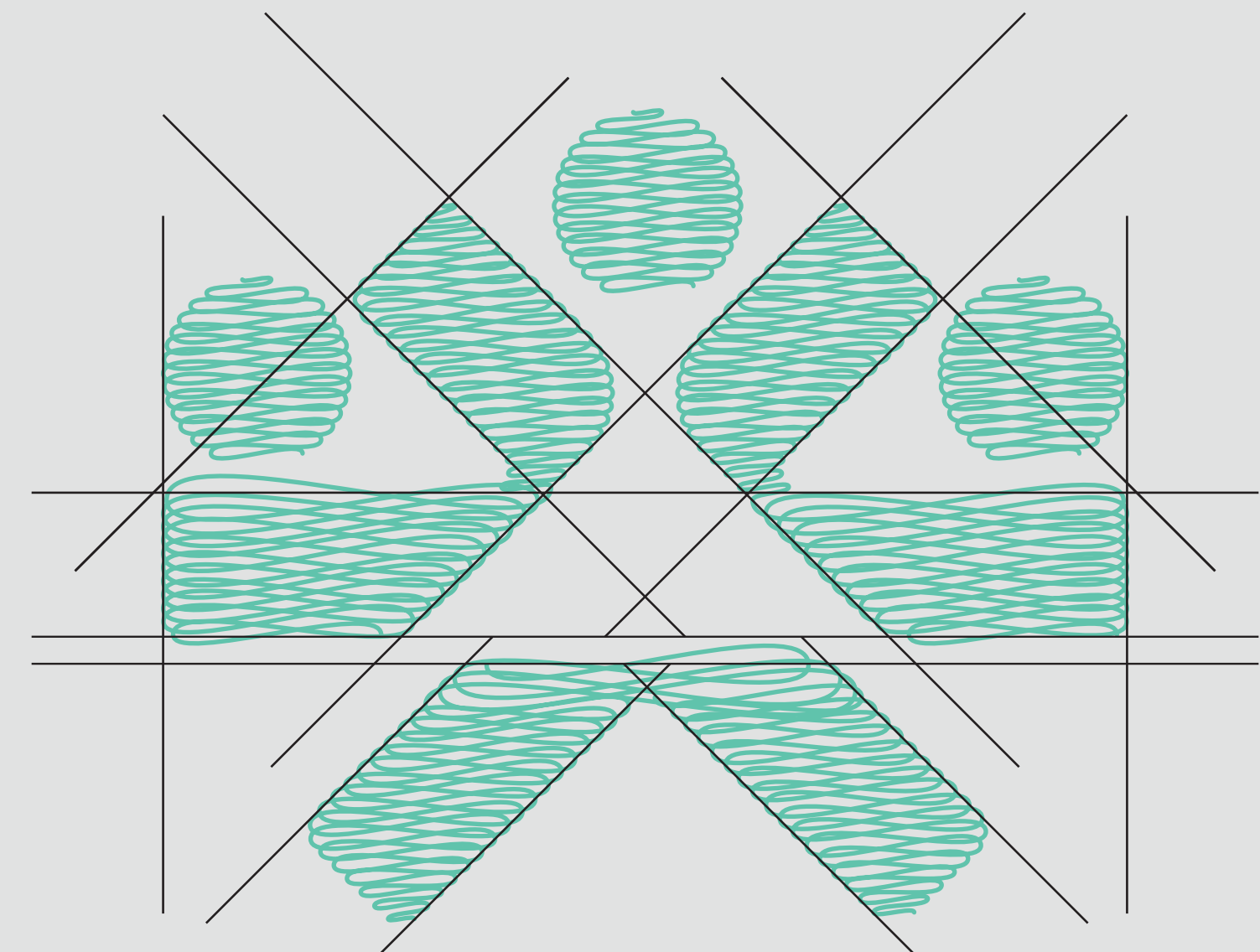
The icon is the heart of the logo. It features three abstract human figures in a circular formation, representing collaboration and a connected community. The space between the figures forms a hidden star, a symbol of excellence and quality. Additionally, the figure on the right cleverly forms the letter 'L', which stands for "Live".

The logo uses a modern color palette. The deep purple background conveys wisdom and sophistication, while the bright teal highlights innovation and clarity. This high-contrast combination makes the logo vibrant and memorable.

Client:
LIVE SMART



LIVE SMART
عيشها صح





BRANDING & ADVERTISING

Logo

SAKURA

LOGO STUDY

This playful, bubbly typeface captures the essence of soda, from fizz to splash. Each letter feels dynamic, echoing carbonation and liquid movement, giving the logo a fun, energetic, and fluid personality. The rounded, organic shapes and floating bubbles enhance the refreshing, effervescent character of the brand, making it instantly appealing to a vibrant, youthful audience.

Client:
Sakura

SAKURA



☁️ + 🌊 + Sakura = SAKURA



BRANDING & ADVERTISING

Logo



OVERVIEW

The logo blends heritage and modern values: the castle-like shield connects to Bab Toma and the Damascus Old Wall, symbolizing protection and history, while the people, star, and fields represent solidarity, hope, and sustainable development. Together, they reflect Faz'at Watan's mission to protect, support, and empower the community in Qassaa – Damascus.

Client:
Fazaat Watan



ICONOGRAPHY



THE SHIELD

Symbolizes protection and safety (the core values of the team). Its upper part, inspired by the historic Bab Toma gate, connects the logo directly to the rich heritage of the Qassaa district.



THE HUMAN FIGURES

Represent cooperation, solidarity, and community support. Each person extends a hand to the other, reflecting the team's deep commitment to social responsibility and unity.



THE STAR OF THE ORIENT

is a symbol of light, guidance, and cultural pride, positioning the brand as a prestigious, visionary, and trusted leader in its domain.



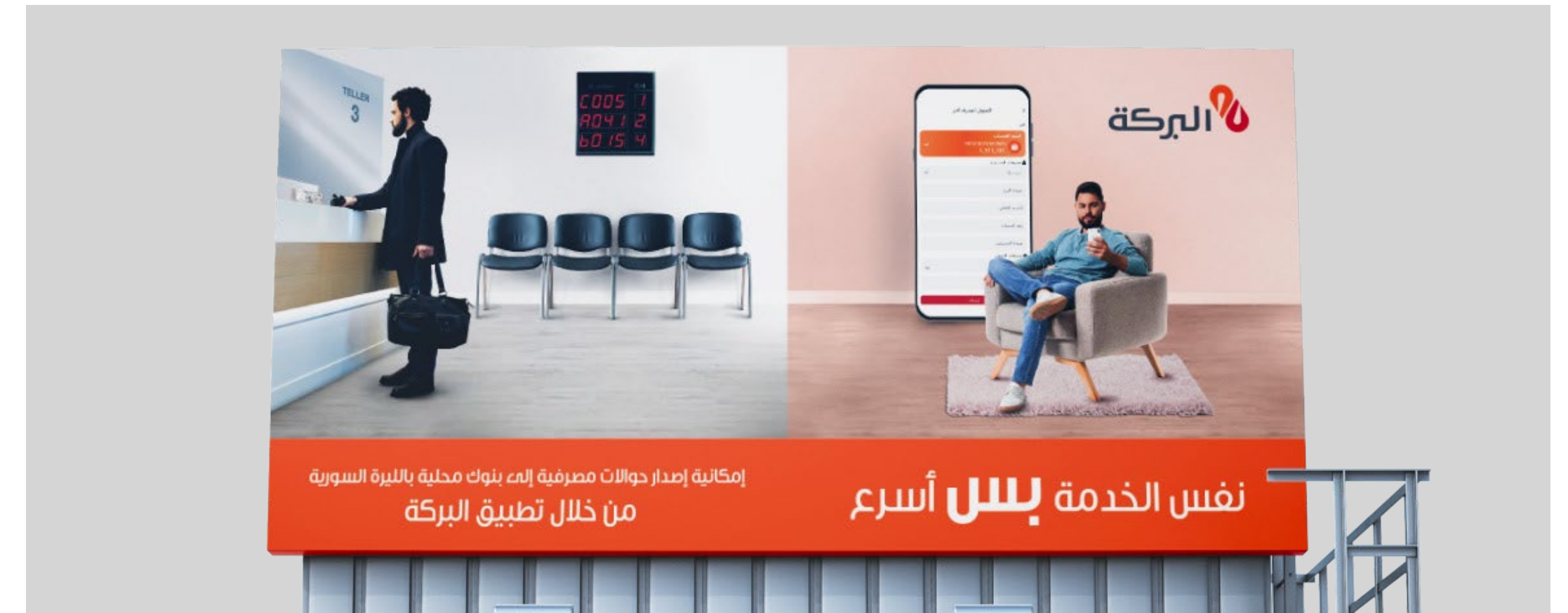
THE GROUND LINES

Symbolize growth, productivity, and sustainability. They allude to the civil and community-driven services offered in the Qassaa area, reinforcing the spirit of development and resilience.



BRANDING & ADVERTISING

Mobile App Outdoor Campaign Client:
Al Baraka Bank





BRANDING & ADVERTISING

Mobile App Outdoor Campaign

Client:
Al Baraka Bank





BRANDING & ADVERTISING

Financing Small Projects
Outdoor Campaign

Client:
Al Baraka Bank





BRANDING & ADVERTISING

Depilan Outdoor Campaign

Client:
Hamol Personal Care products

hamol®
حامول





BRANDING & ADVERTISING

Oxygen Outdoor Campaign

Client:
Hamol Personal Care Products

hamol®
حامول





BRANDING & ADVERTISING

Aquagel Outdoor Campaign

Client:
Hamol Personal Care Products

hamol®
حامول





BRANDING & ADVERTISING

Worldcup Full Campaign

Client:
Kazdoura

كز دورة
Kazdoura





BRANDING & ADVERTISING

Solo Packaging

Client:
Kazdura Nuts

كزذورة.
Kazdoura
. SOLO .





BRANDING & ADVERTISING

Healthy Line Packaging

Client:
Kazdura Nuts

كازدورة
Kazdoura
. SOLO .





BRANDING & ADVERTISING

Van Branding

Client:
Kazdura Nuts

كزدورة.
Kazdoura
. SOLO .





BRANDING & ADVERTISING

Packaging

Client:
Zoya

Zoya





BRANDING & ADVERTISING

Packaging

Client:
Hafhafa





BRANDING & ADVERTISING

Packaging

Client:
Hafhafa





BRANDING & ADVERTISING

Packaging

Client:
Hafhafa





BRANDING & ADVERTISING

Packaging

Client:
Plateau





BRANDING & ADVERTISING

Packaging

Client:
Plateau





BRANDING & ADVERTISING

Packaging

Client:
Plateau



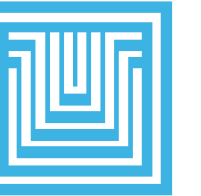


DIGITAL MARKETING

Social Media

Client:
BEMO Bank

بنك بيمو السعودي الفرنسي
Banque Bemo Saudi Fransi



بنك بيمو السعودي الفرنسي
BANQUE BEMO SAUDI FRANSI



INTERNATIONAL DAY OF BANKS
DECEMBER 4

بنك بيمو السعودي الفرنسي
BANQUE BEMO SAUDI FRANSI



خدمات الدفع
الإلكترونية

خدمة دفع الفواتير
كهرباء، مياه، هاتف أرضي، موبايل
ADSL، ترسيم سيارة، مخالفات سير

دفع أقساط الجامعات

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BANQUE BEMO SAUDI FRANSI

مركز
خدمة الزبائن



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@bbsf.syria

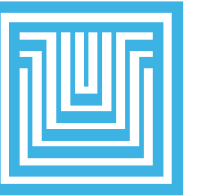


DIGITAL MARKETING

Social Media

Client:
BEMO Bank

بنك بيمو السعودي الفرنسي
Banque Bemo Saudi Fransi



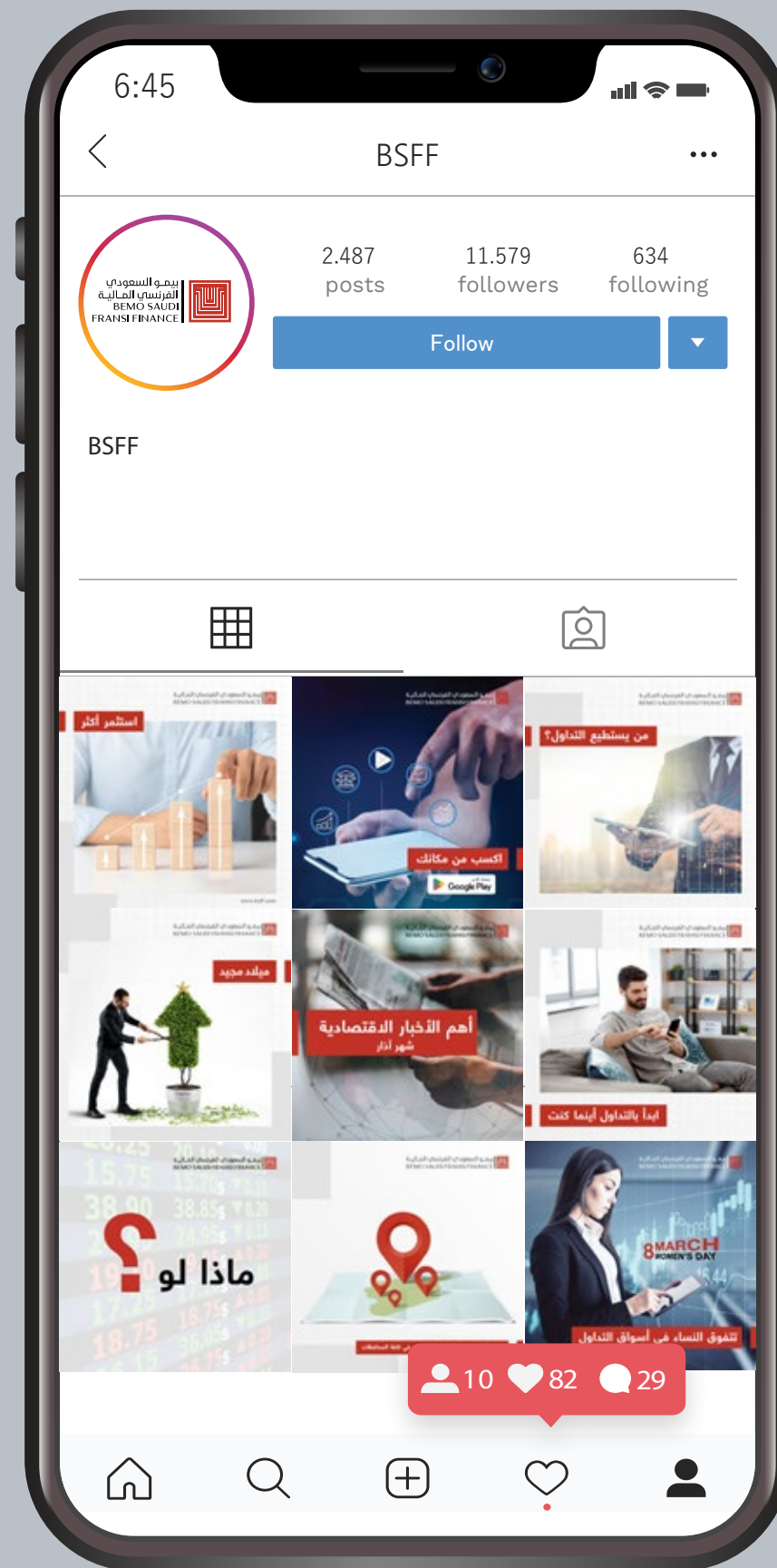


DIGITAL MARKETING

Social Media

Client:
Bemo Bank

بيمو السعودي الفرنسي المالية
BEMO SAUDI FRANSI FINANCE

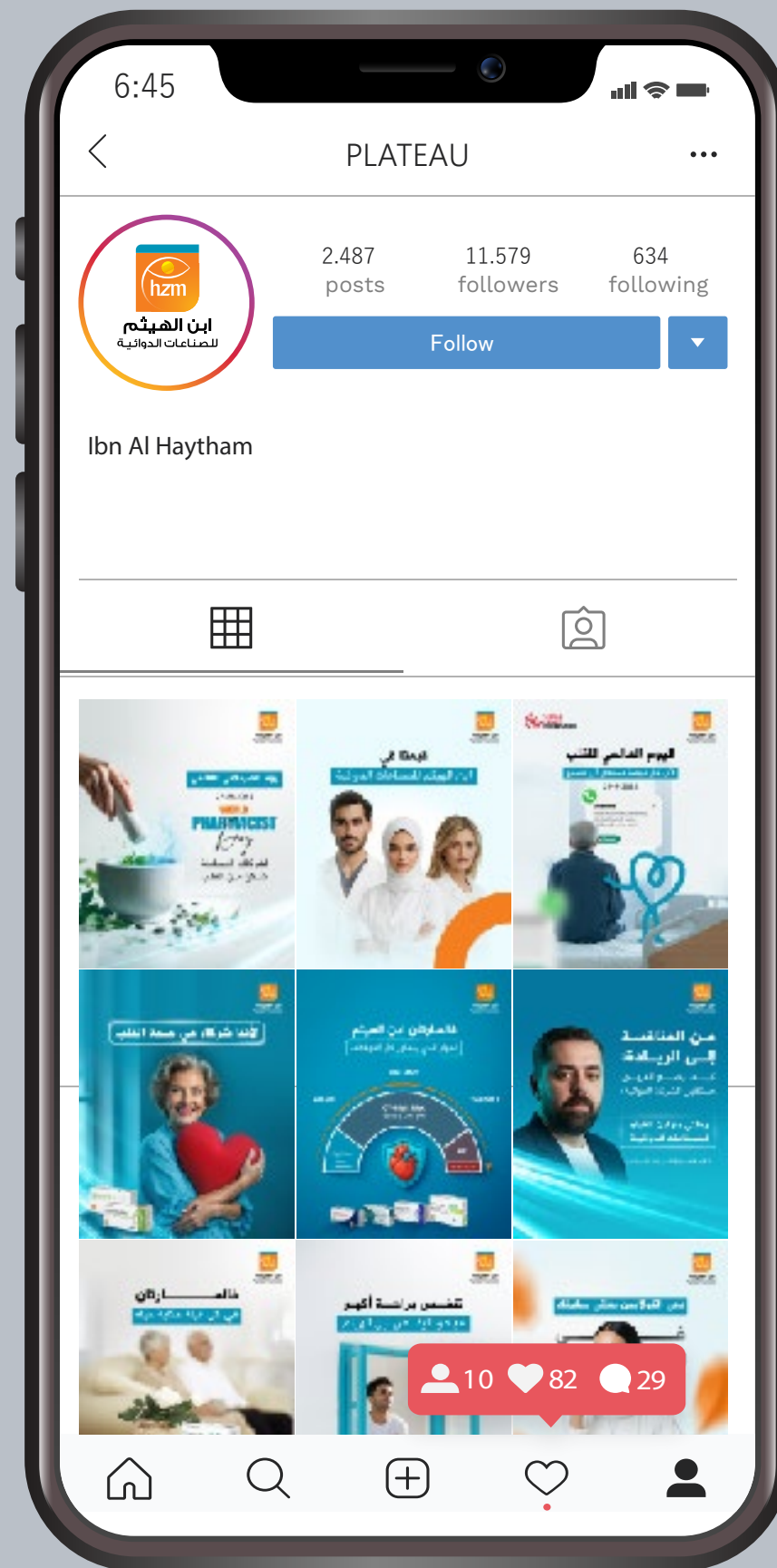




DIGITAL MARKETING

Social Media

Client:
Ibn Al Haytham

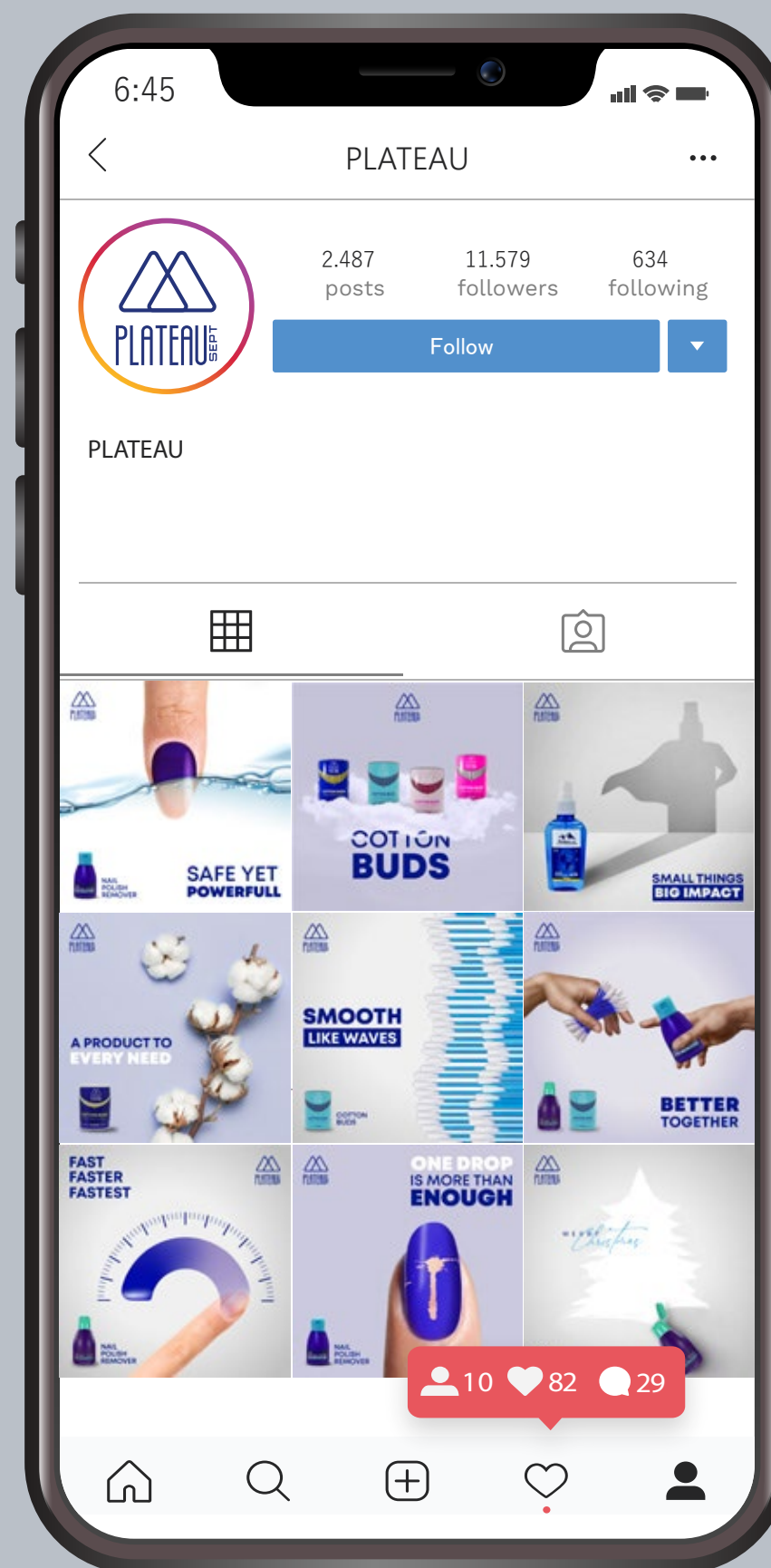




DIGITAL MARKETING

SOCIAL MEDIA

Client:
Plateau



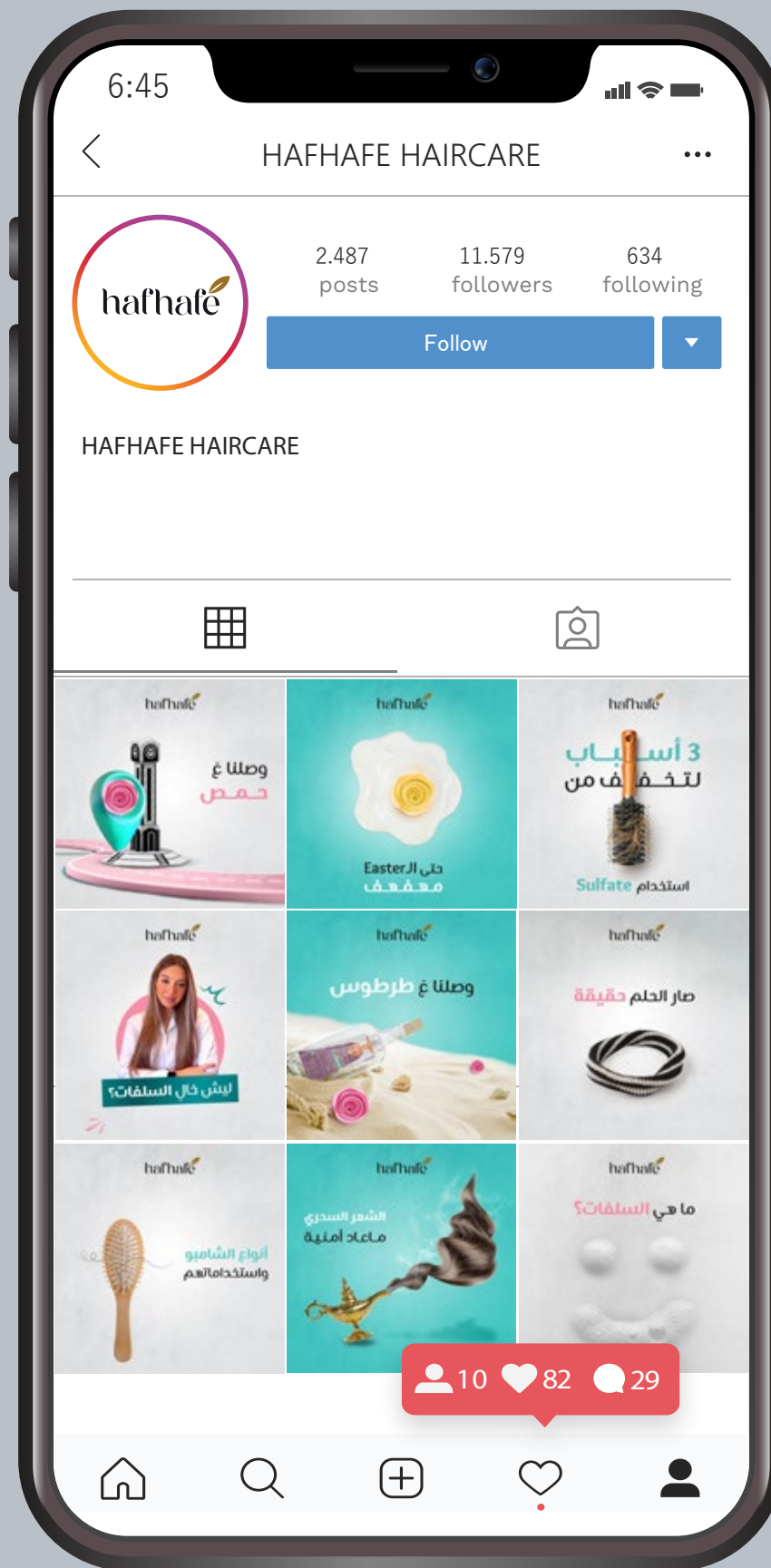


DIGITAL MARKETING

Social Media

Client:
Hafhafa Haircare

hafhafa





DIGITAL MARKETING

Social Media

Client:
Citrus TV

سيتروس
عالم التسوق

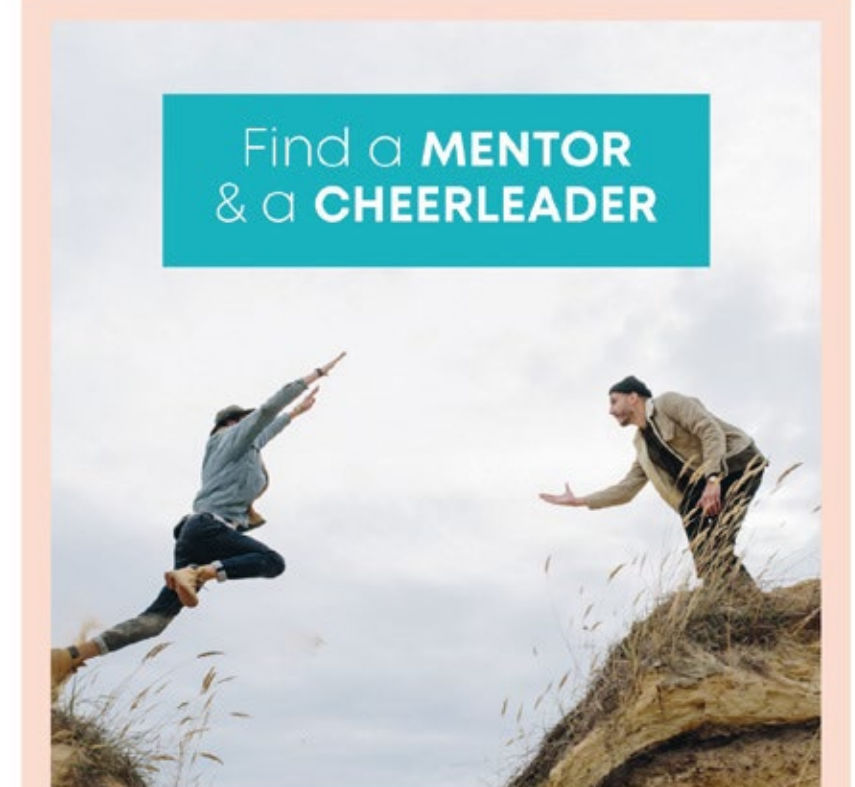
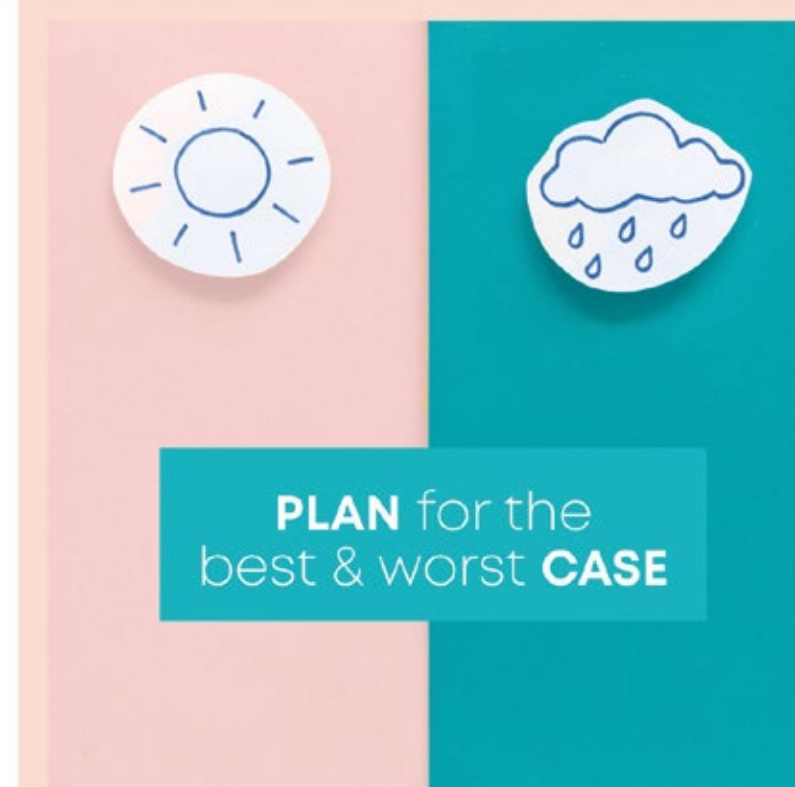
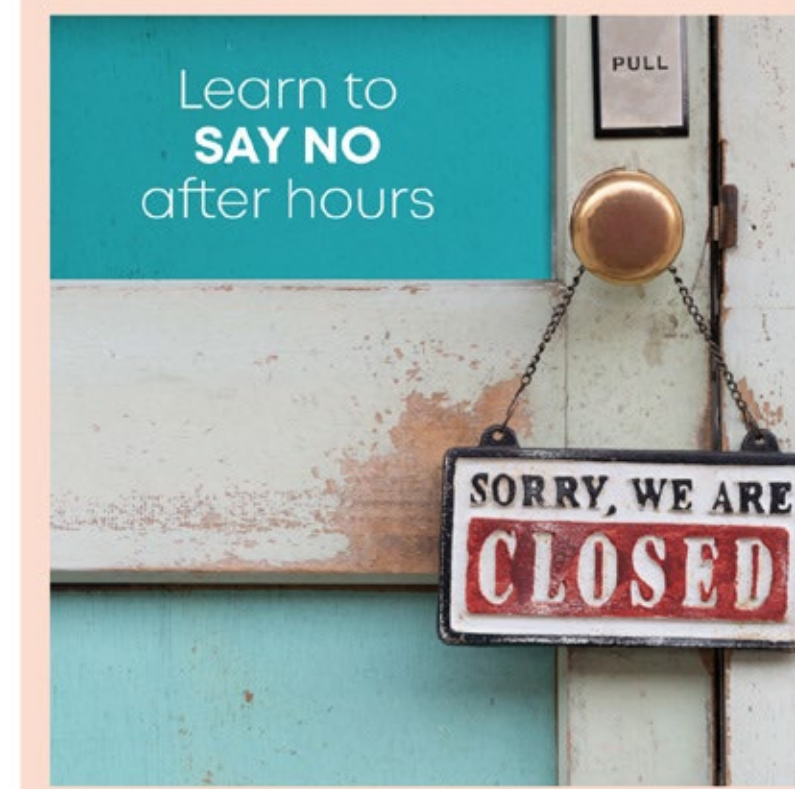
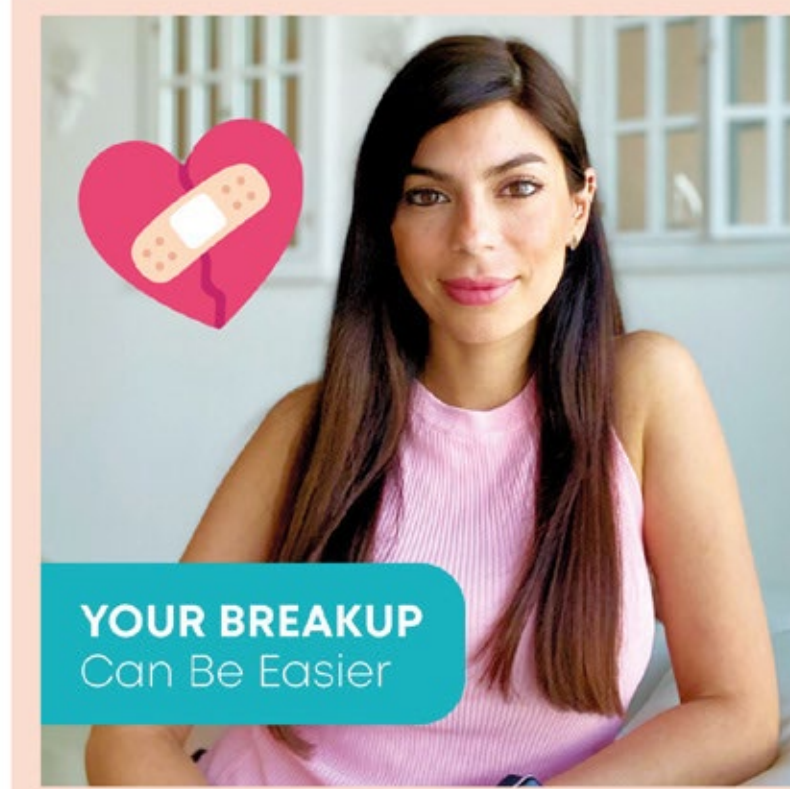
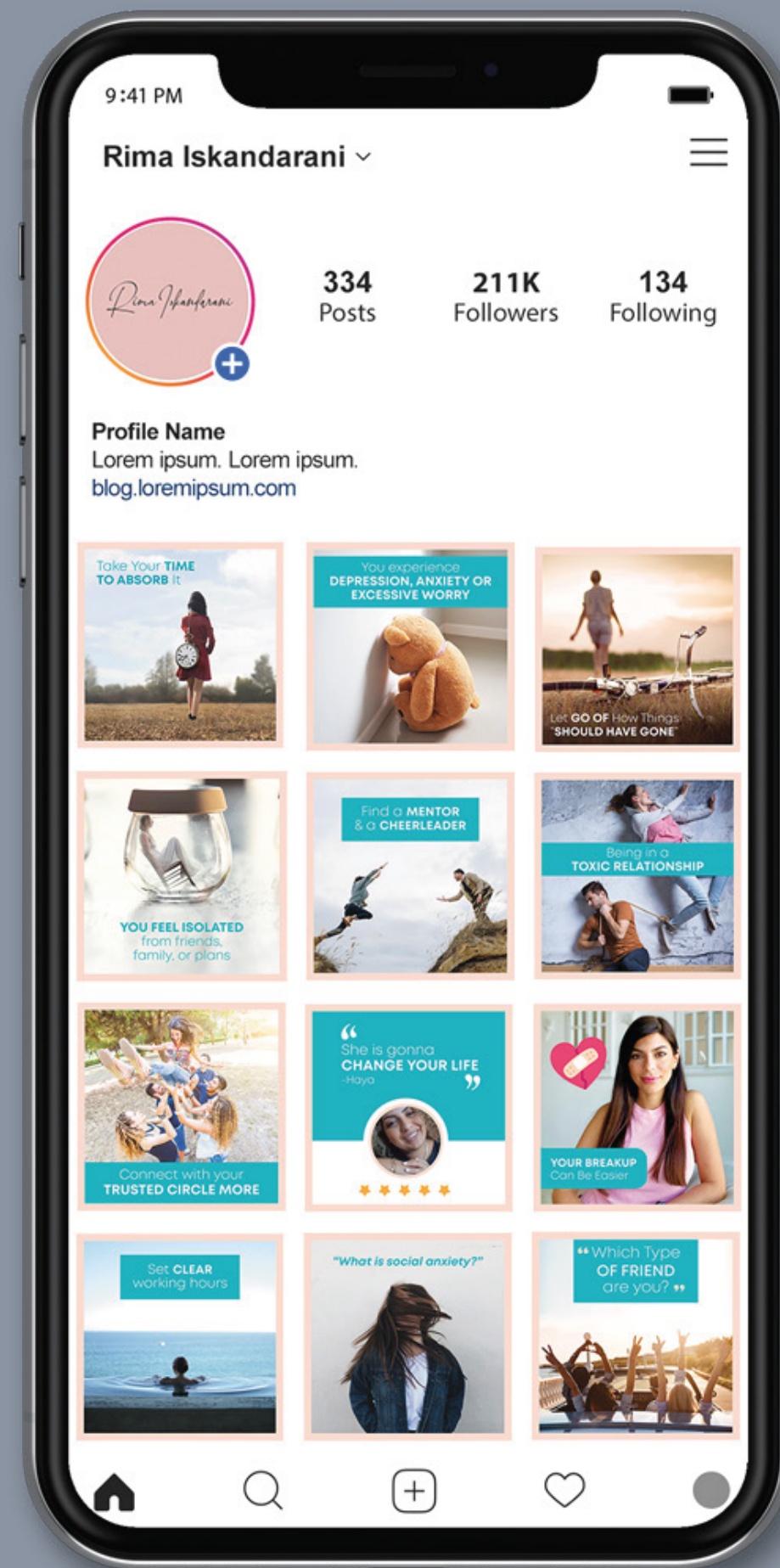




DIGITAL MARKETING

Social Media

Client:
Rima Iskandarani - Life Coach





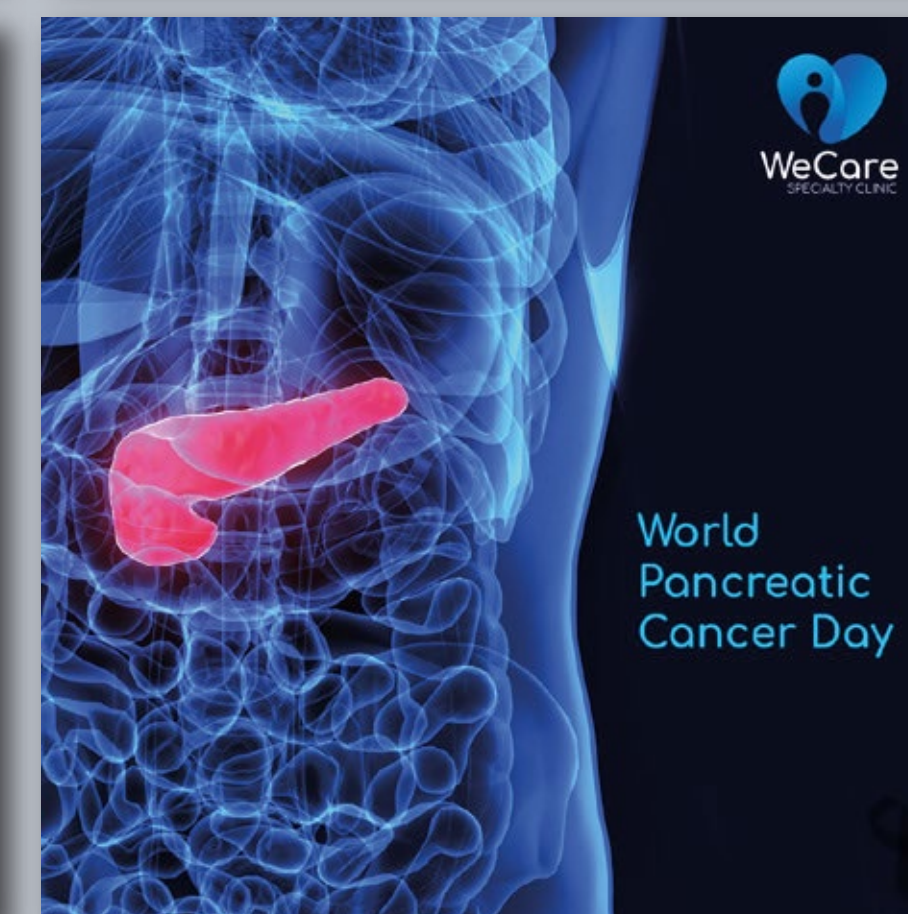
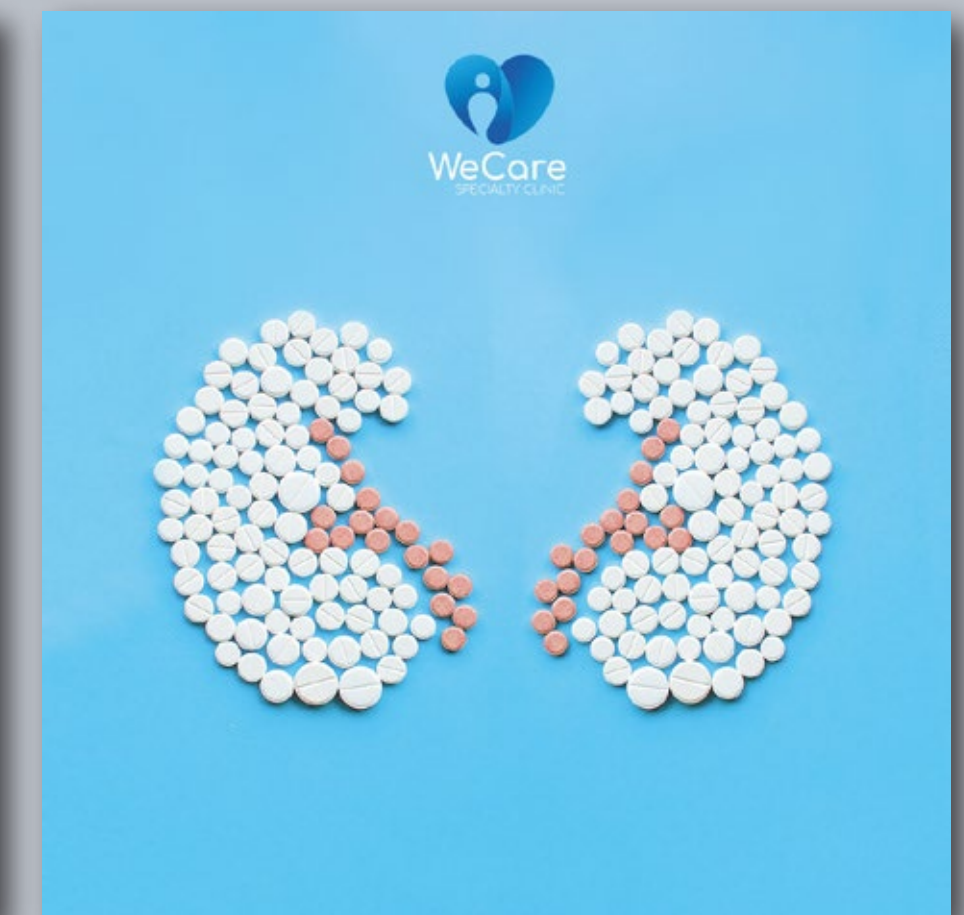
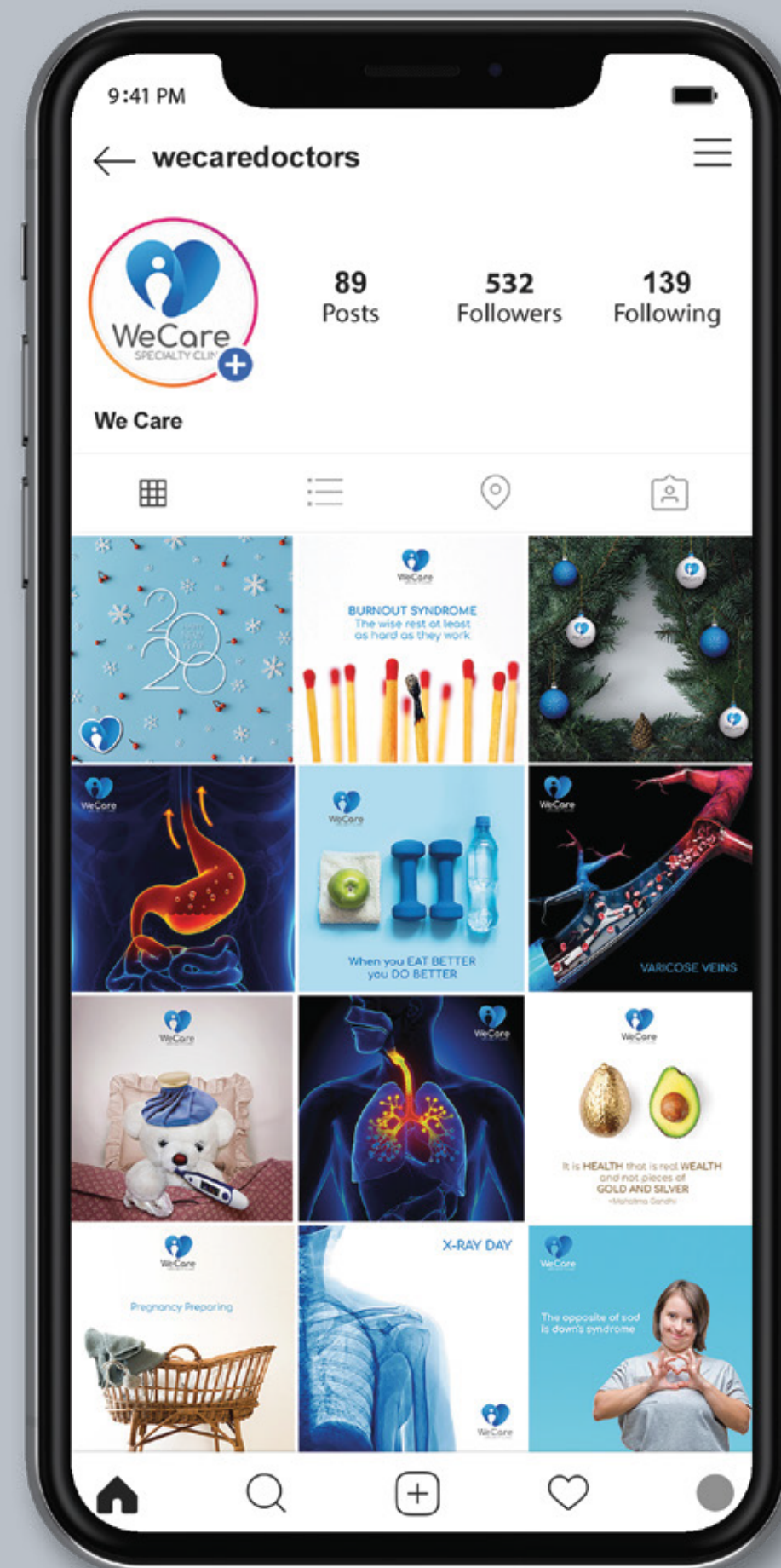
DIGITAL MARKETING

Social Media

Client:
WeCare Specialty Clinic



WeCare
SPECIALTY CLINIC

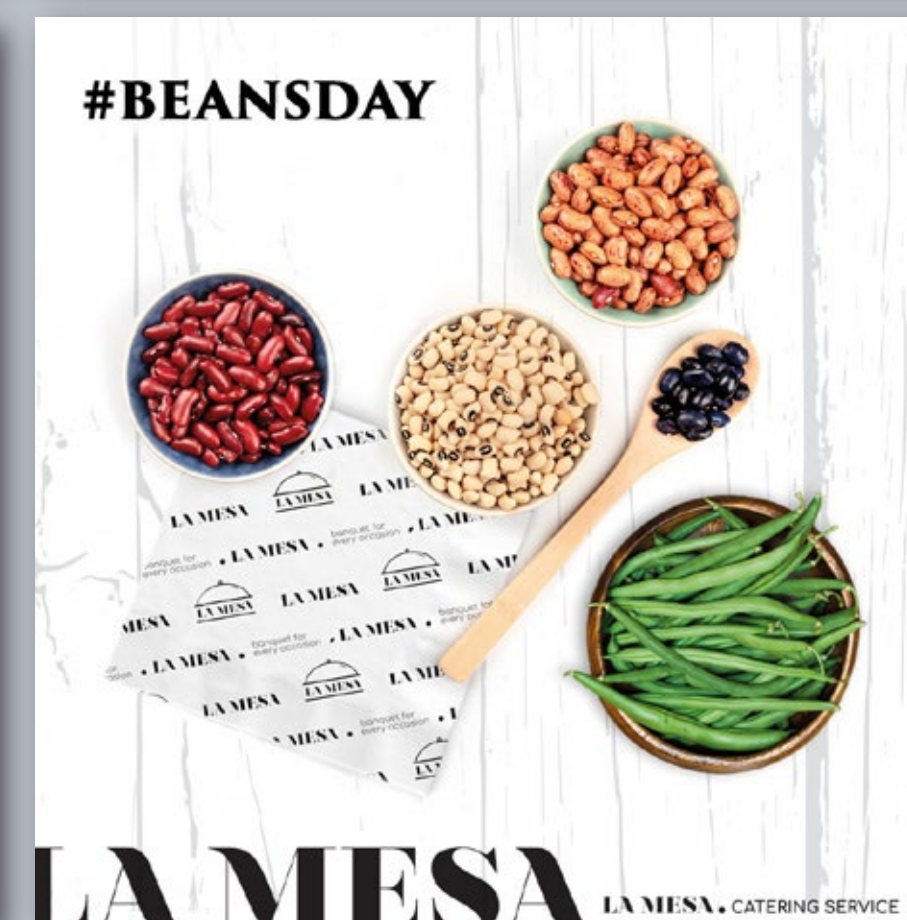
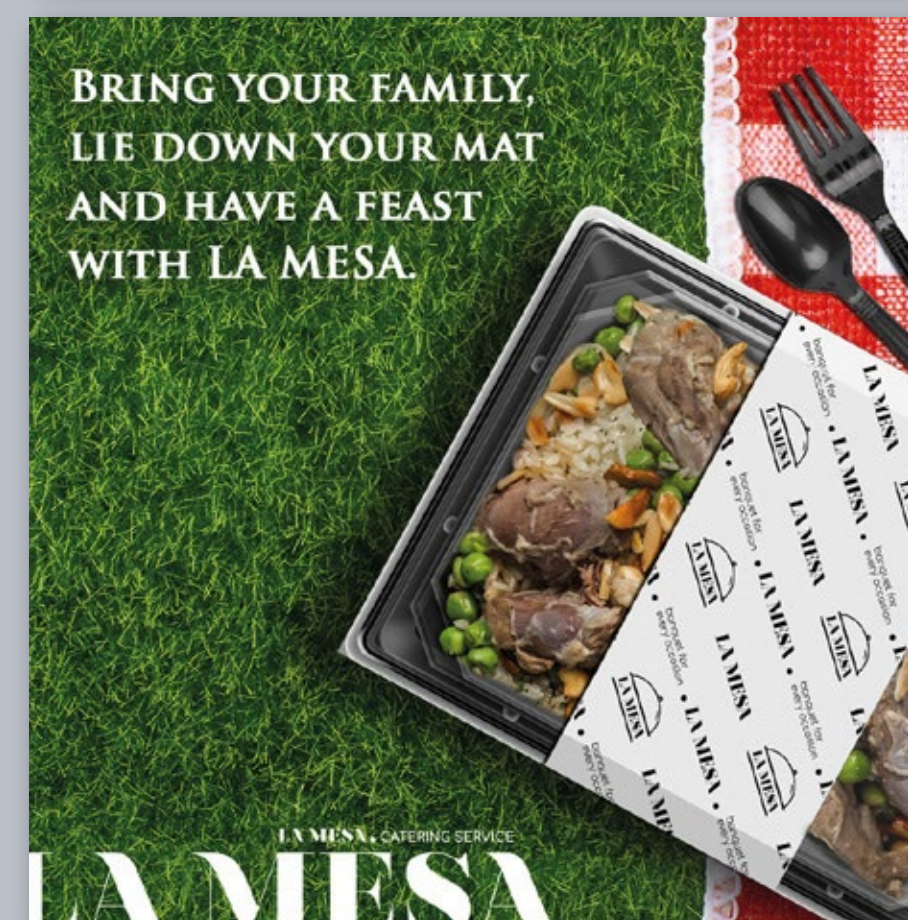
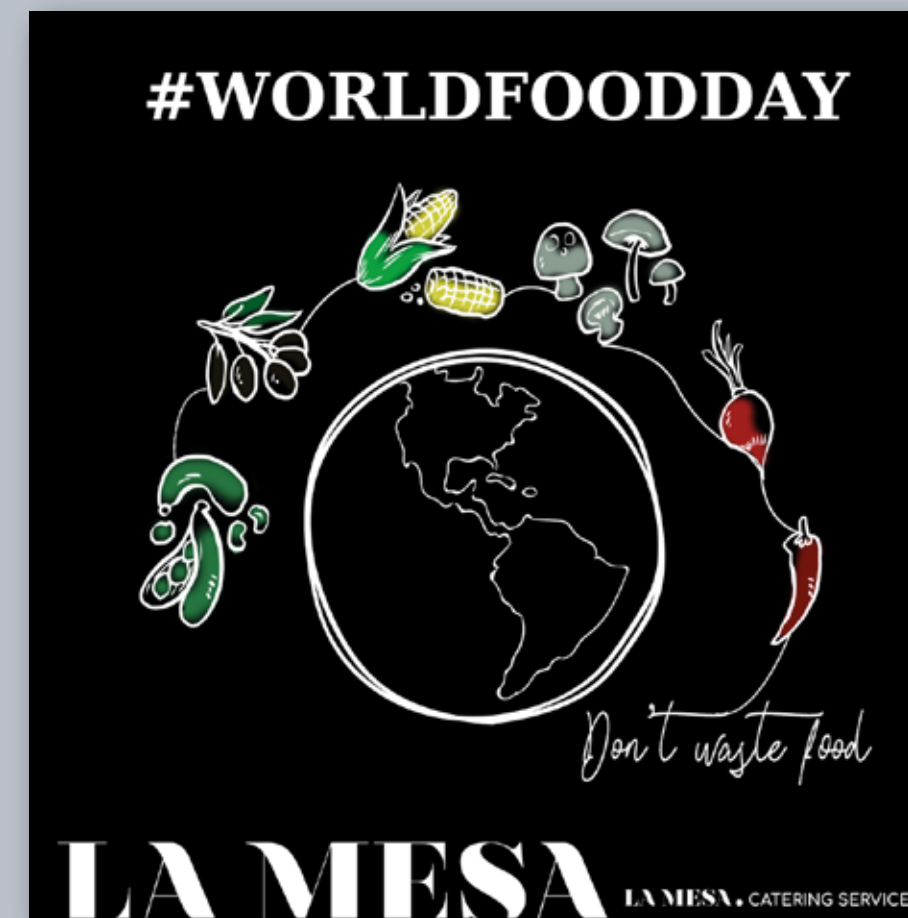
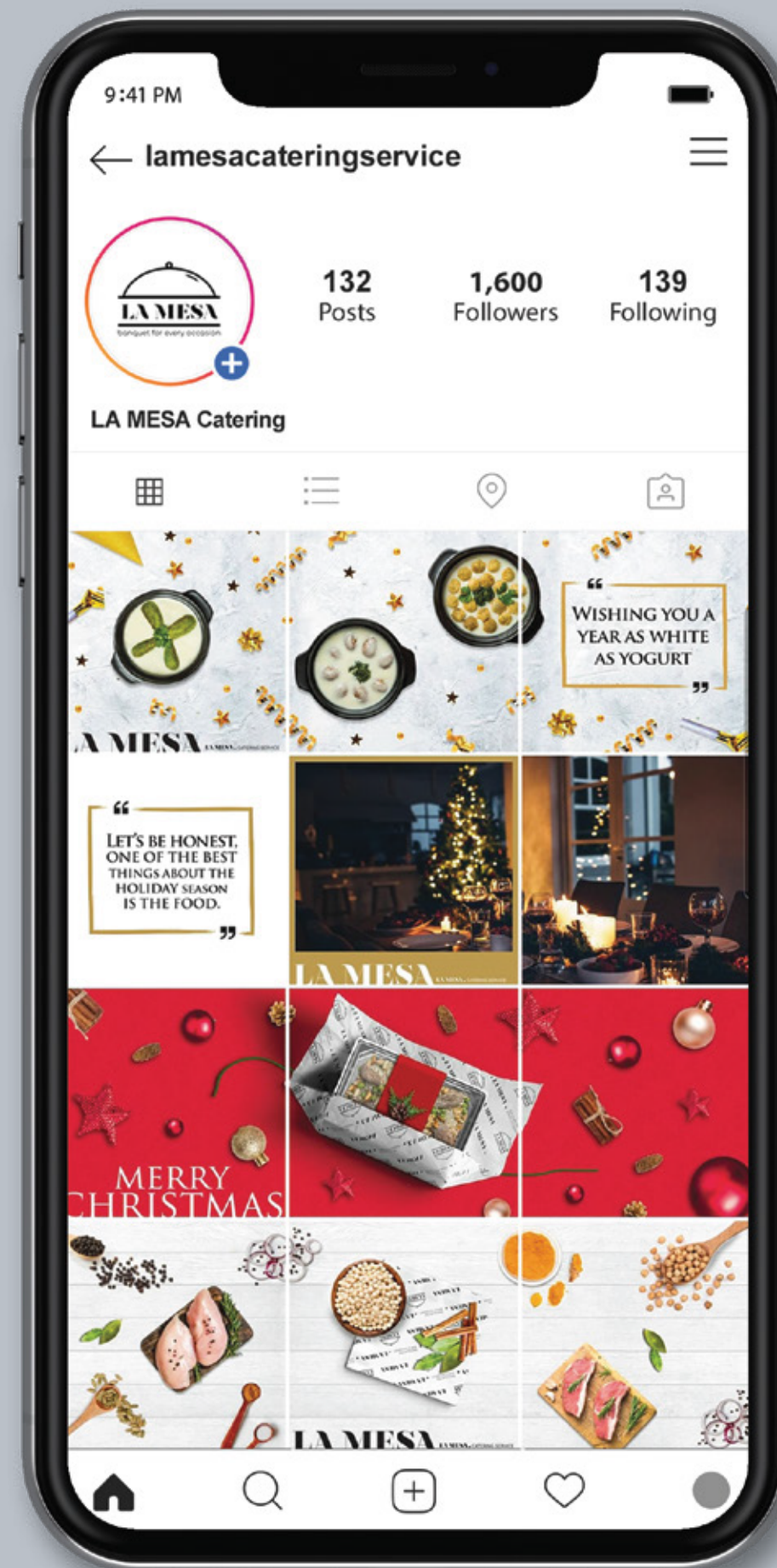




DIGITAL MARKETING

Social Media

Client:
LA MESA Catering

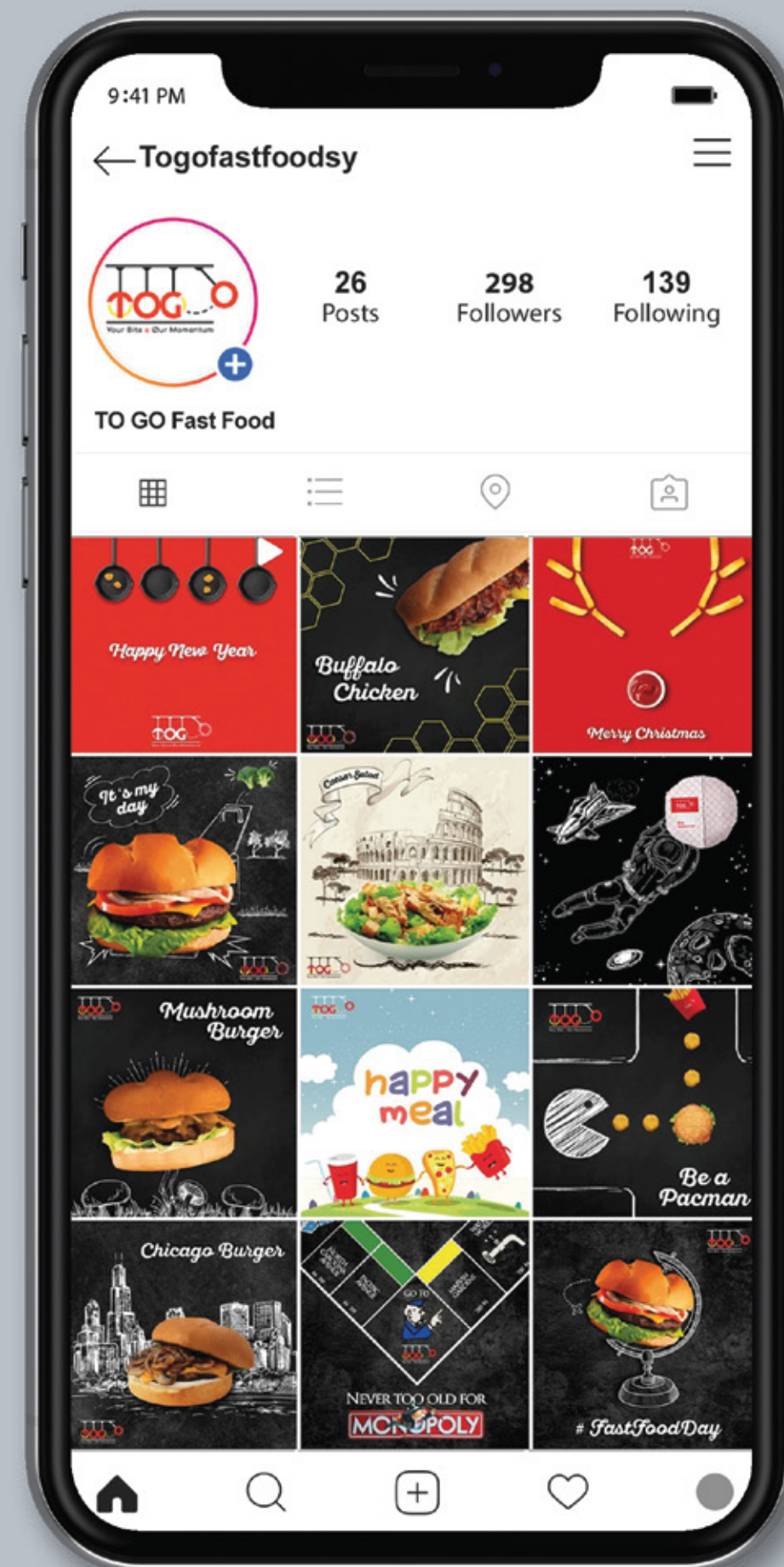




DIGITAL MARKETING

Social Media

Client:
TOGO Fast Food

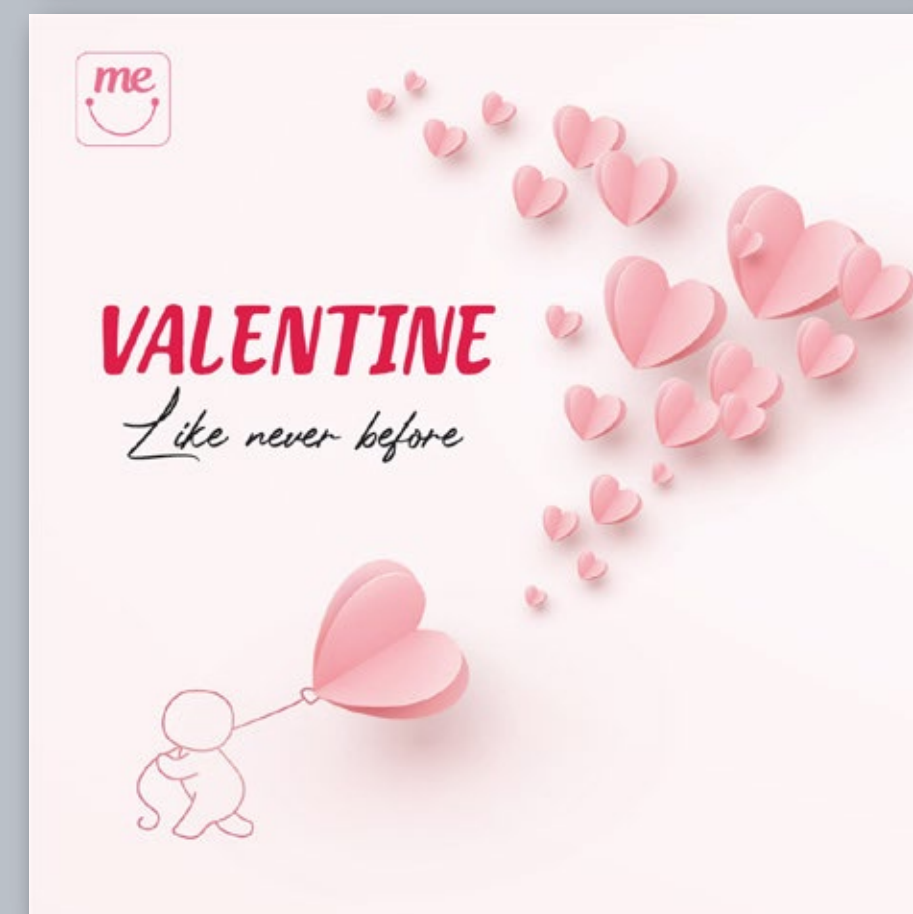
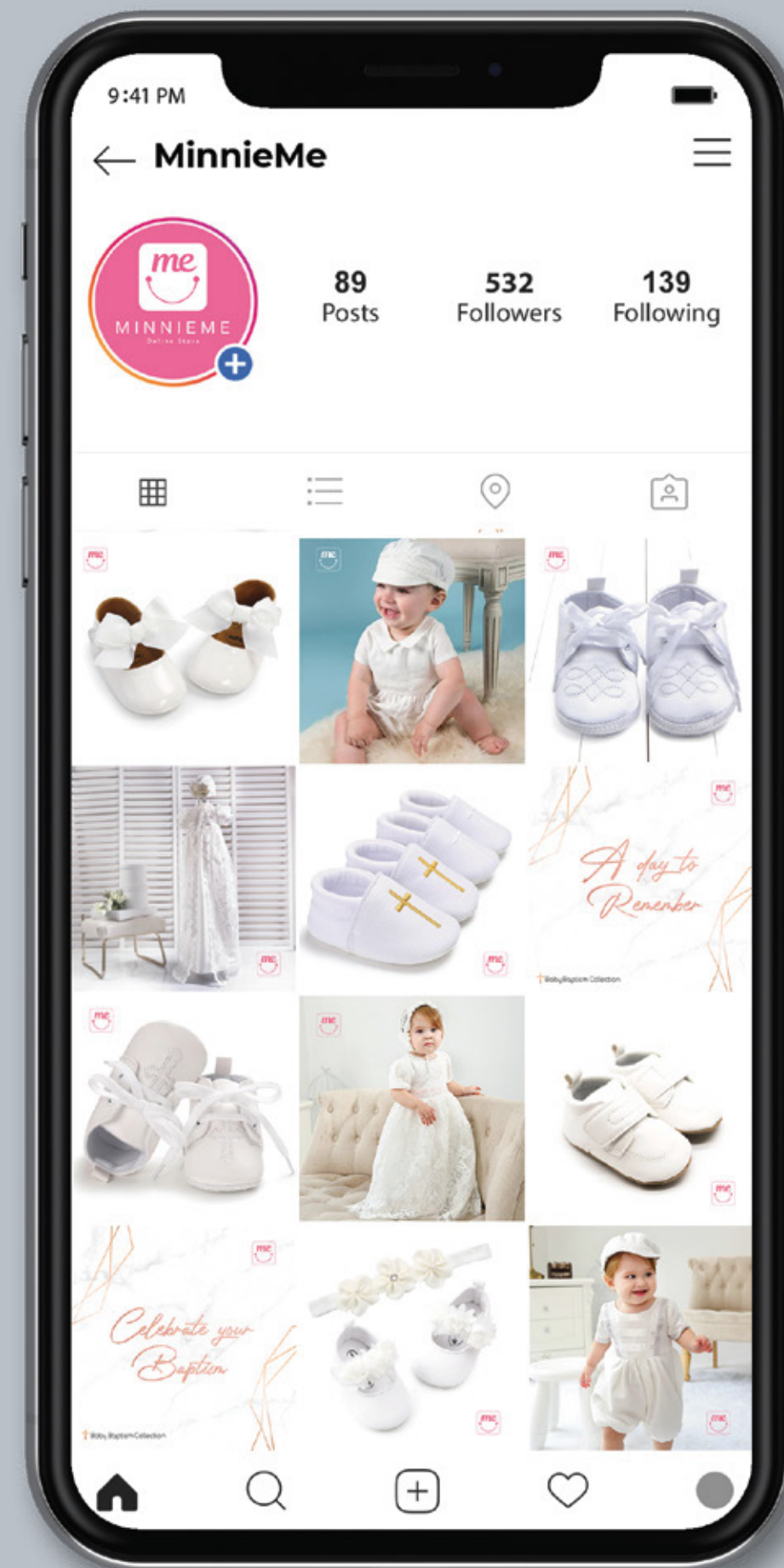




DIGITAL MARKETING

Social Media

Client:
MINNIEME

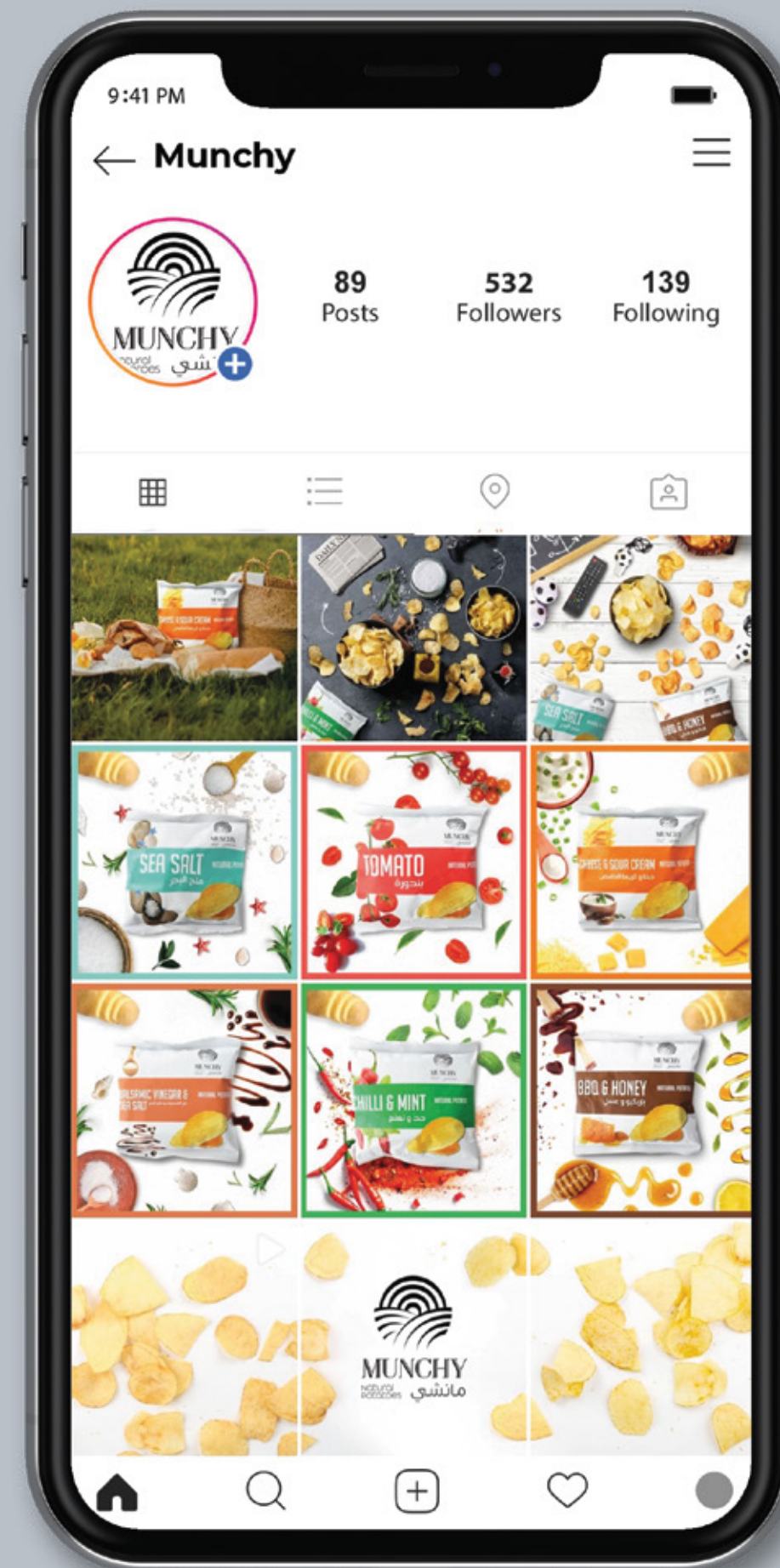




DIGITAL MARKETING

Social Media

Client:
Munchy

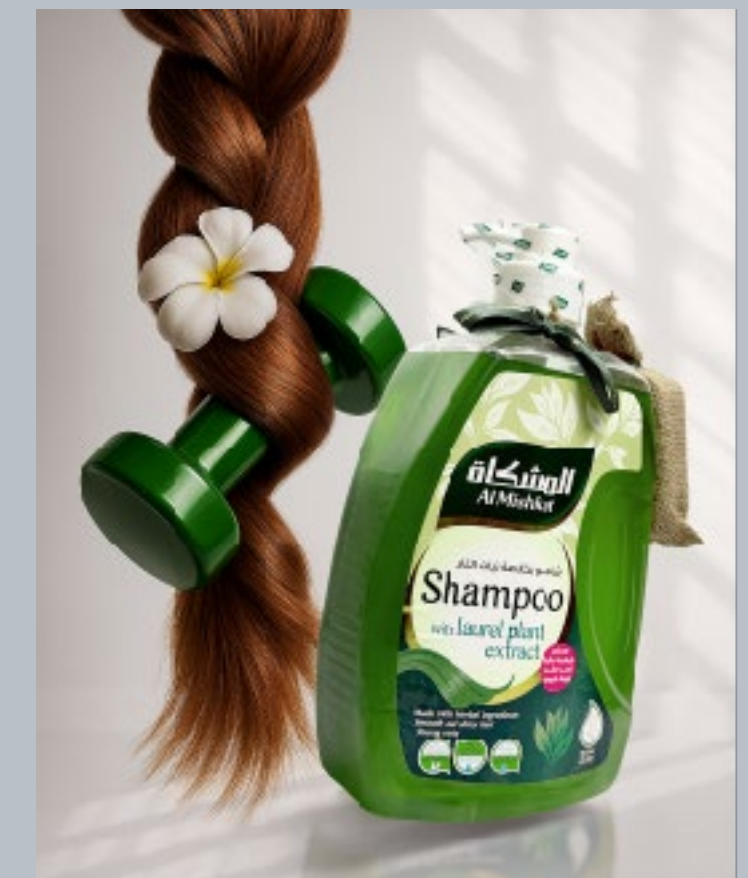
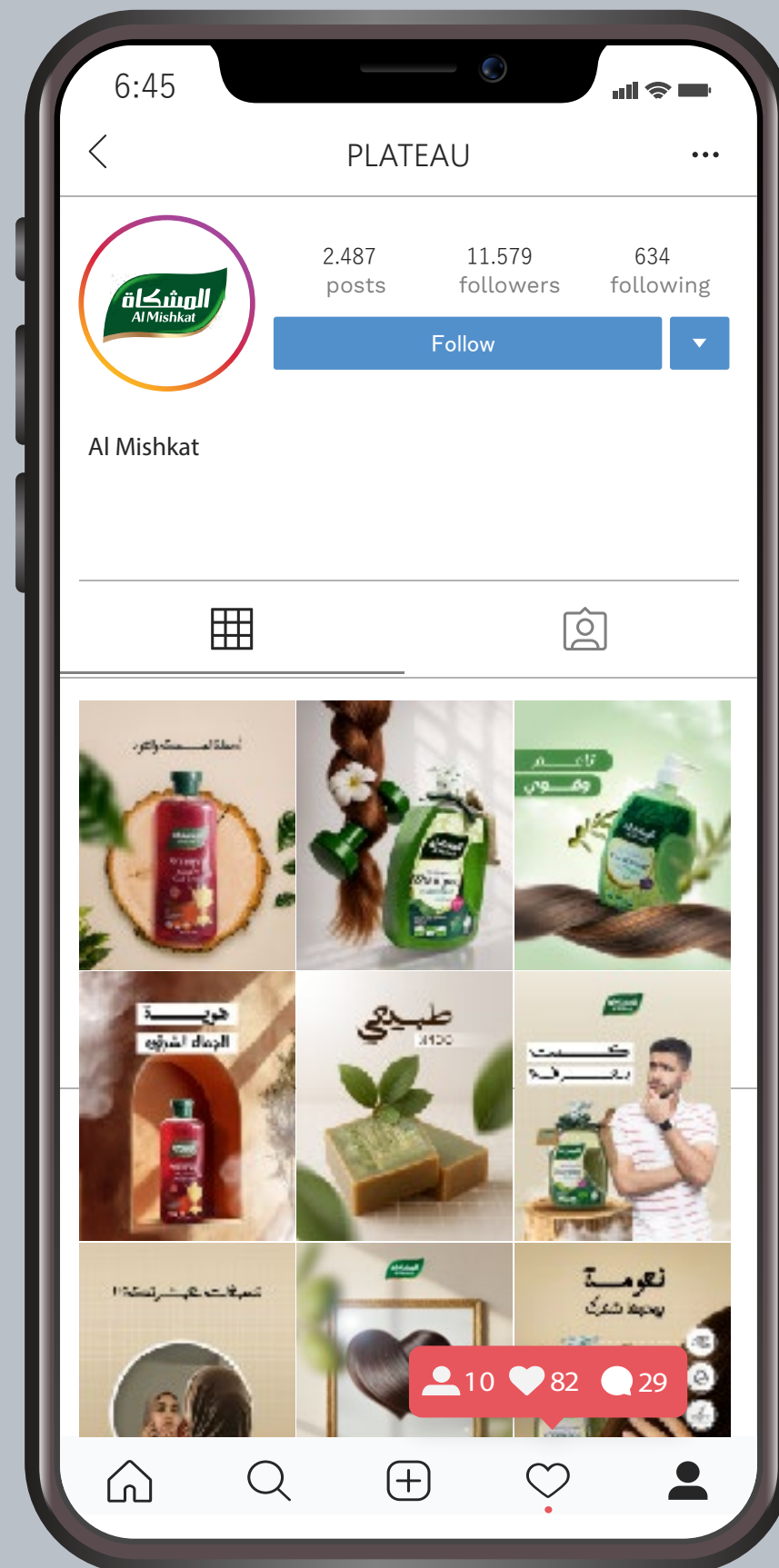




DIGITAL MARKETING

Social Media

Client:
Al Mishkat



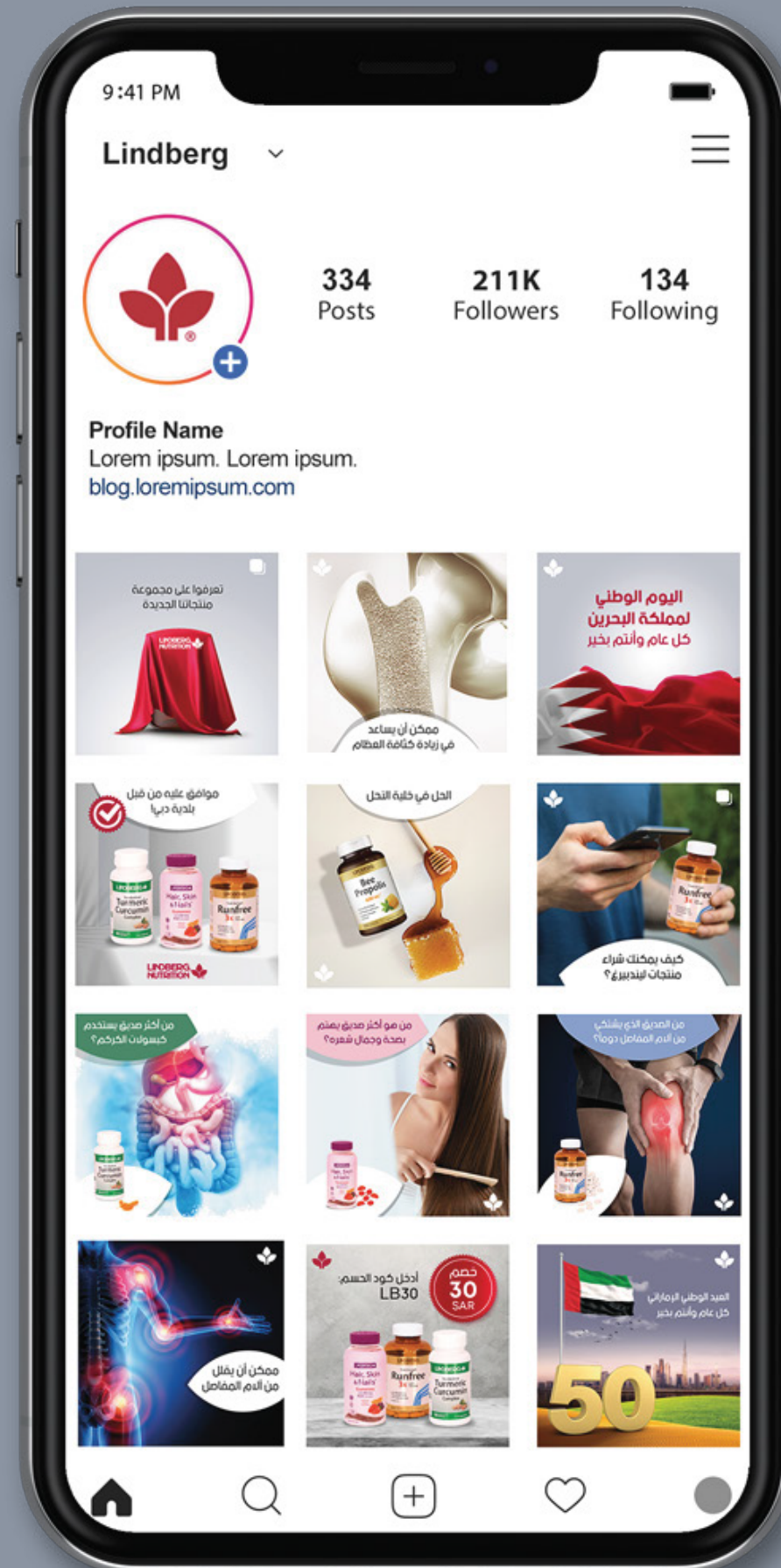


DIGITAL MARKETING

Social Media

Client:
Lindberg

LINDBERG
NUTRITION

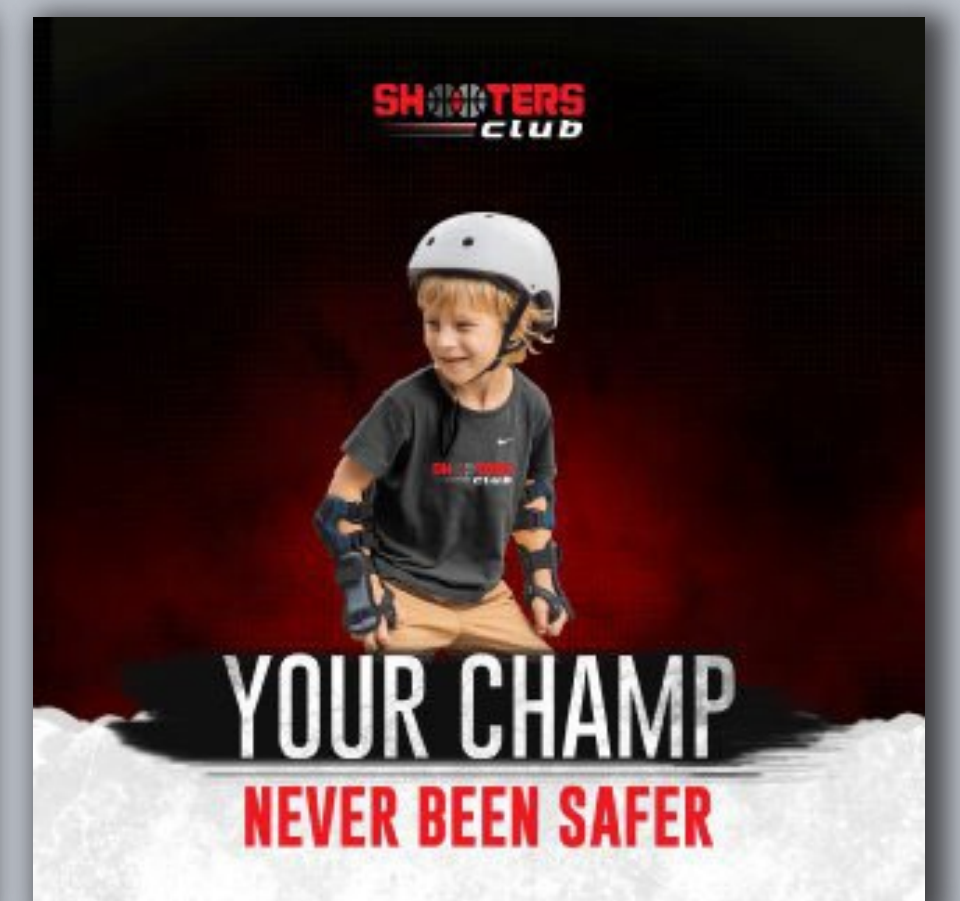
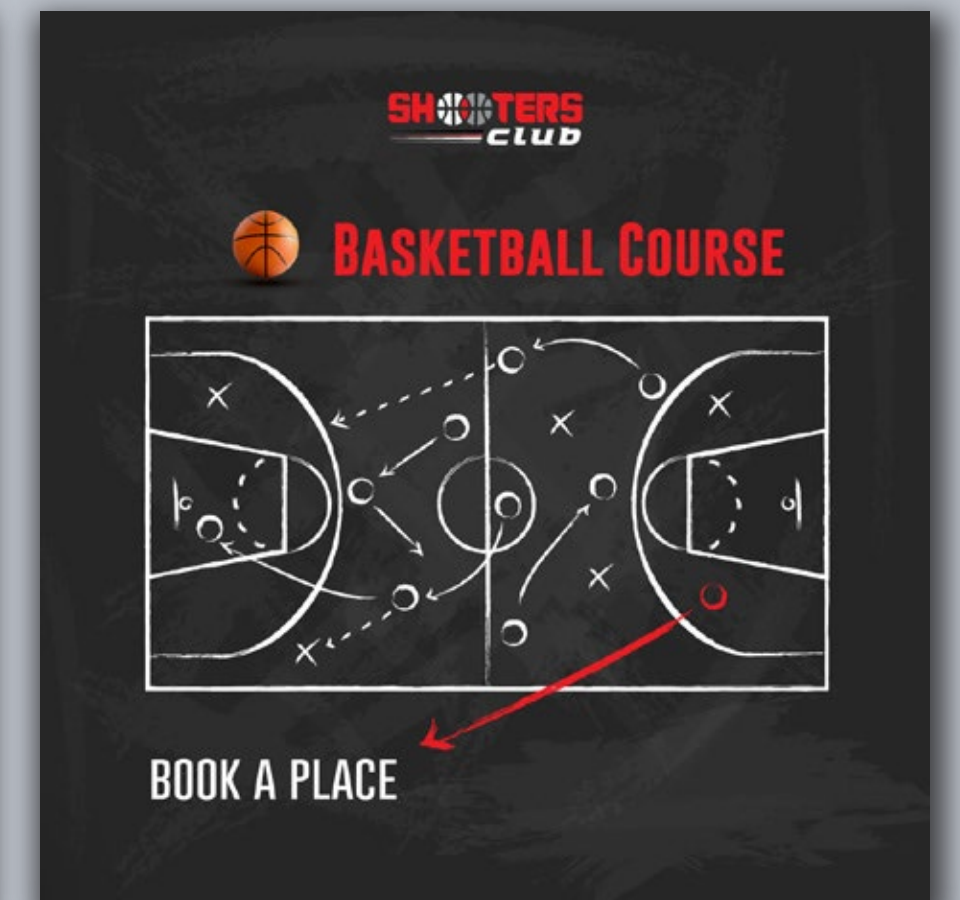
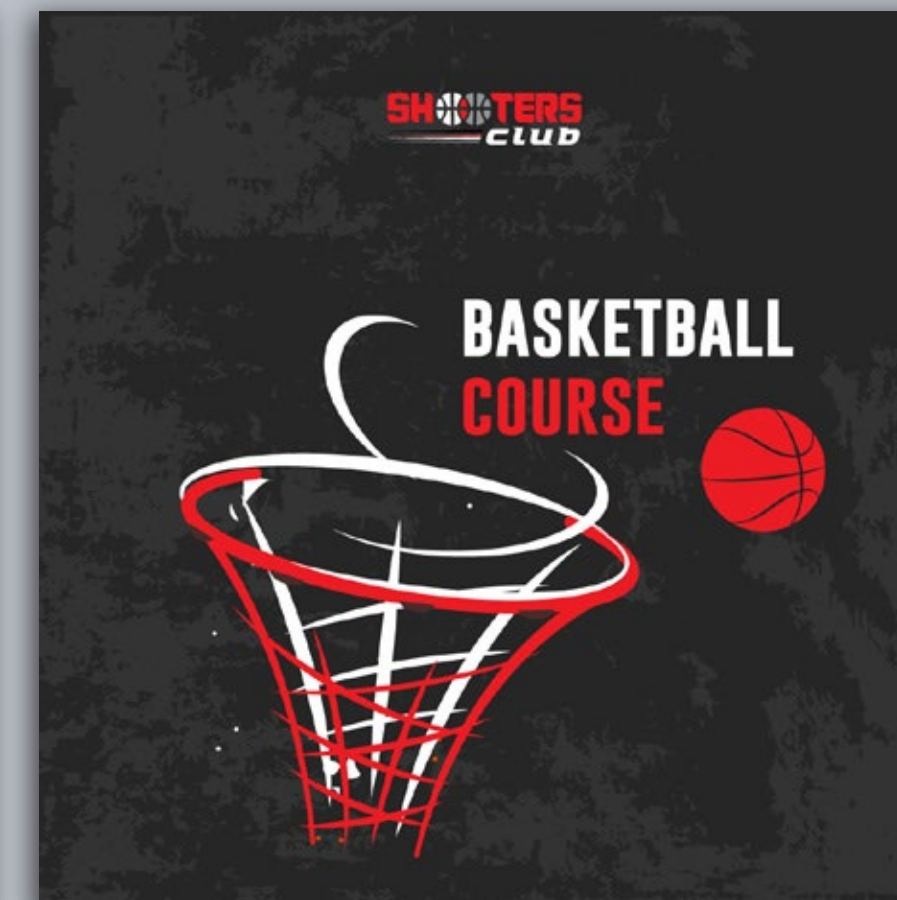
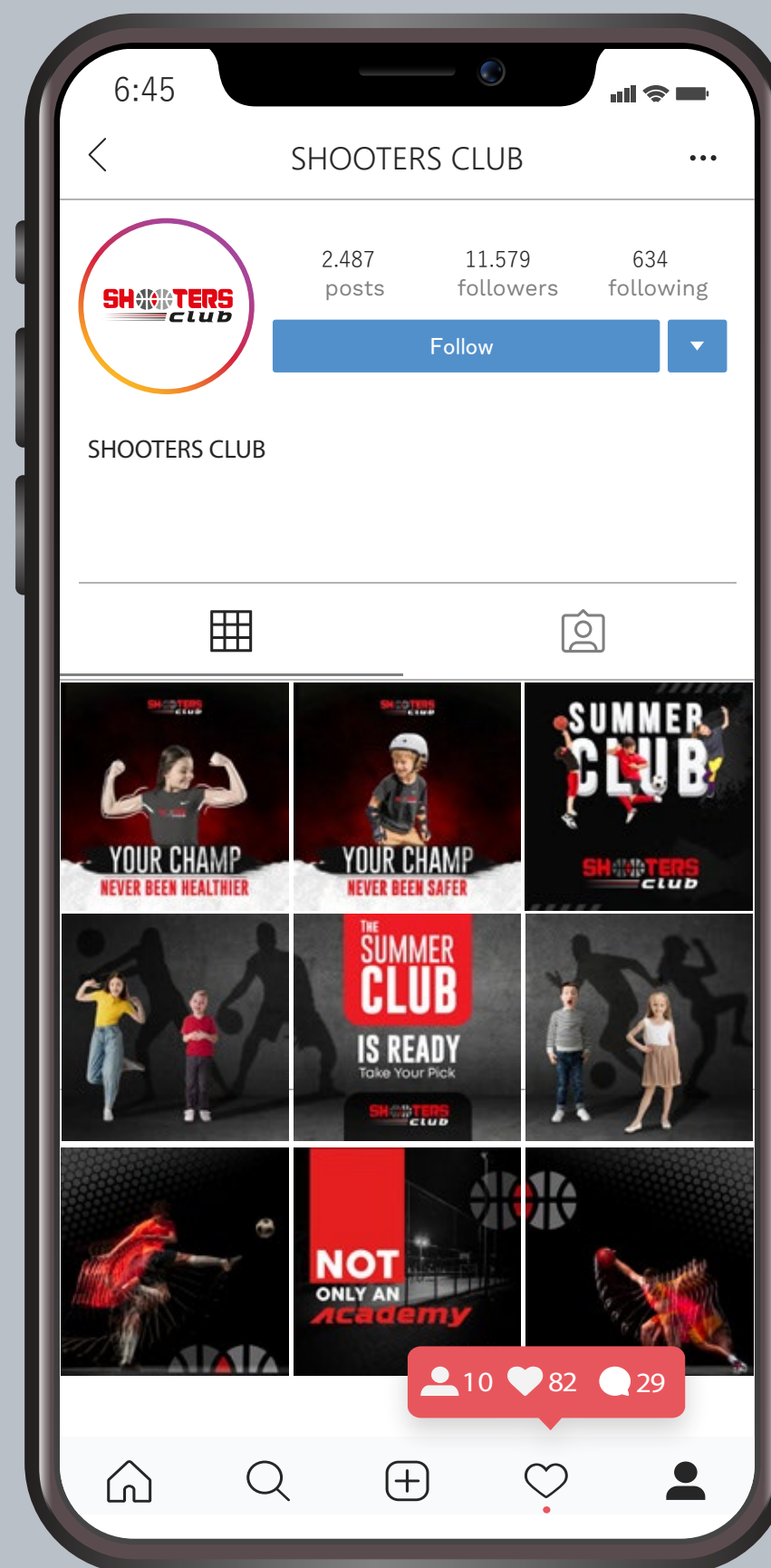




DIGITAL MARKETING

Social Media

Client:
Shooters Club



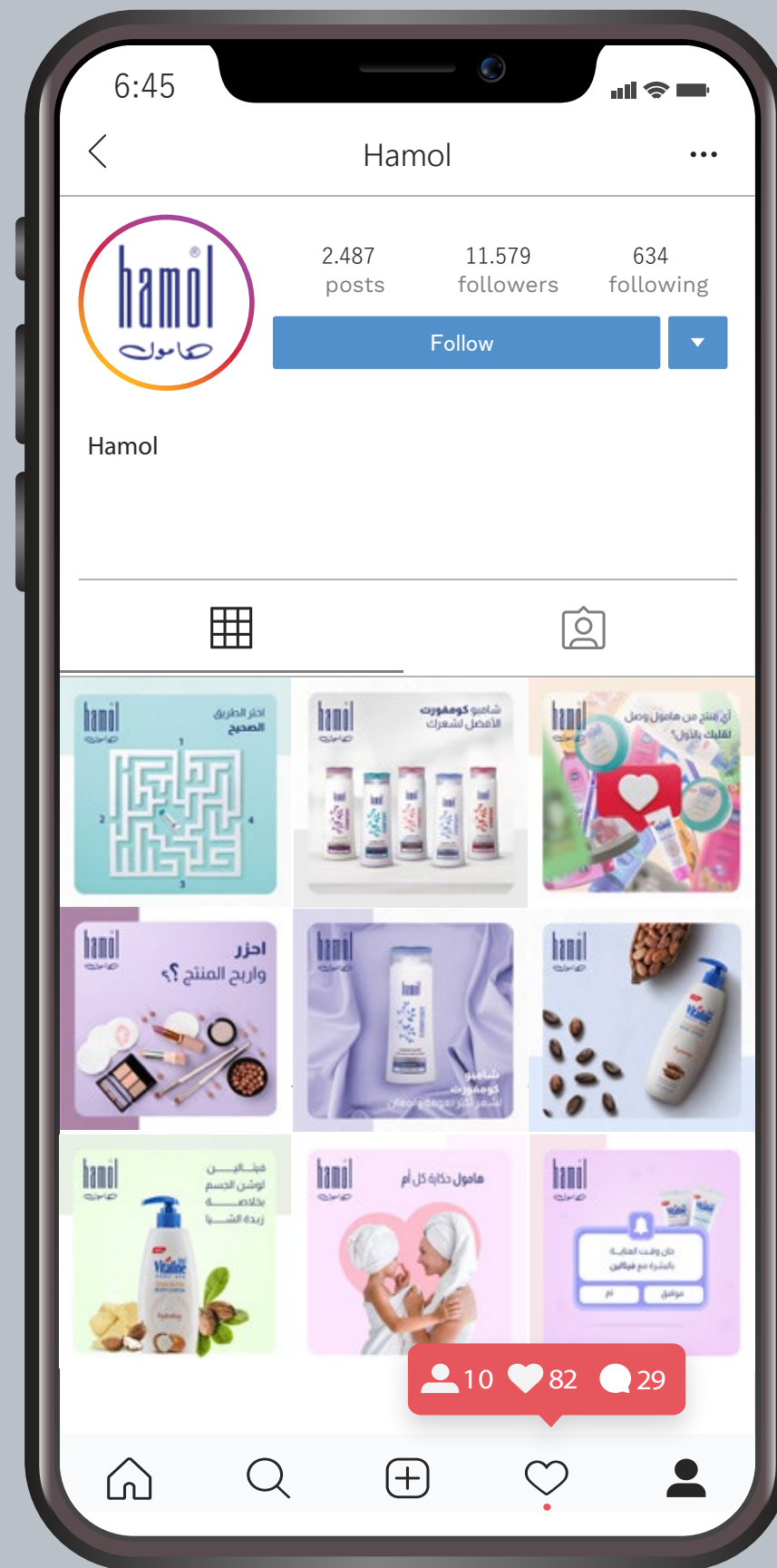


DIGITAL MARKETING

Social Media

Client:
TOGO Fast Food

hamol®
هامول

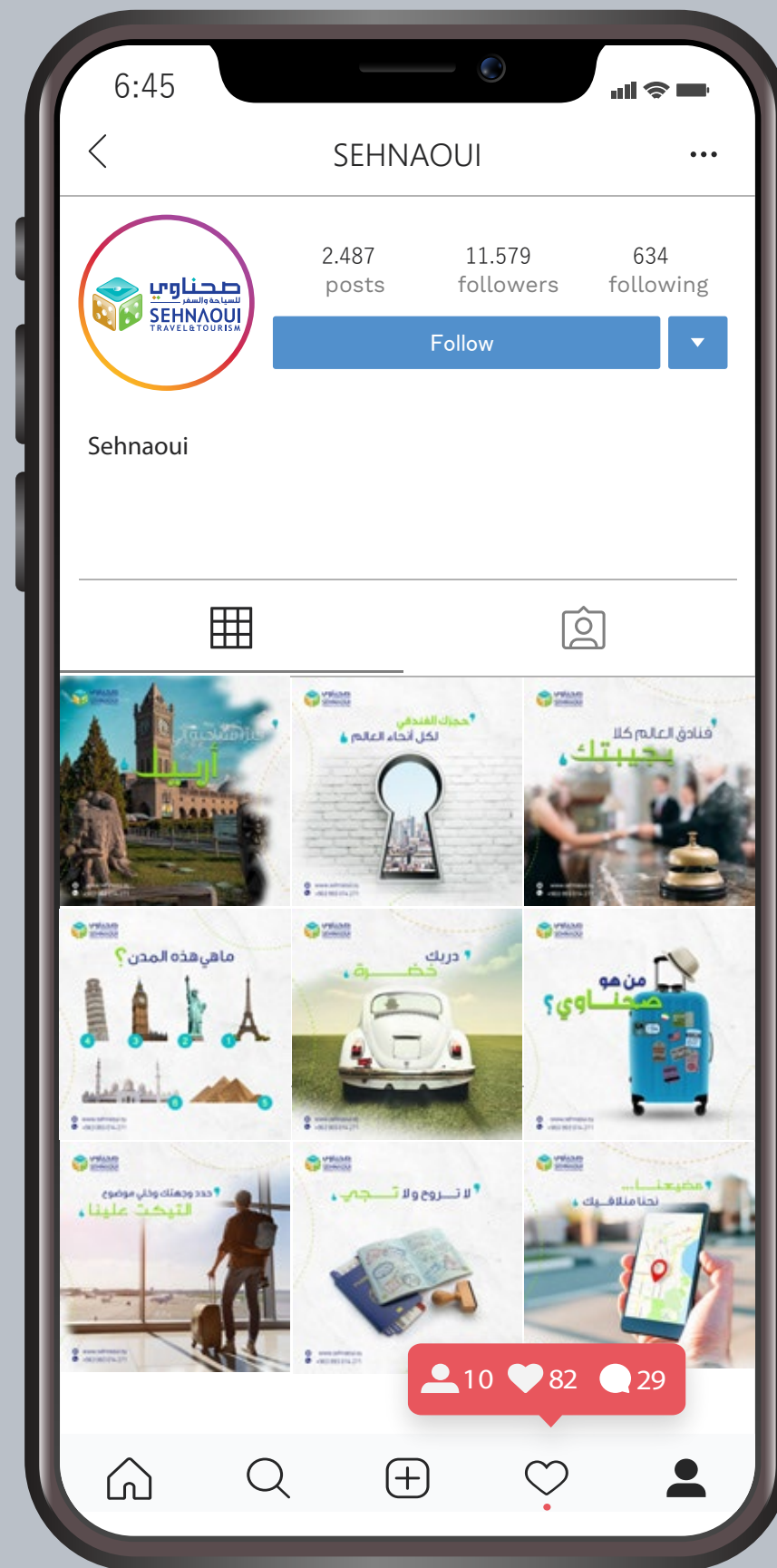




DIGITAL MARKETING

Social Media

Client:
Sehnaoui travel & tourism





Worldcup Full Campaign

Client:
Kazdoura

كزدورة.
Kazdoura

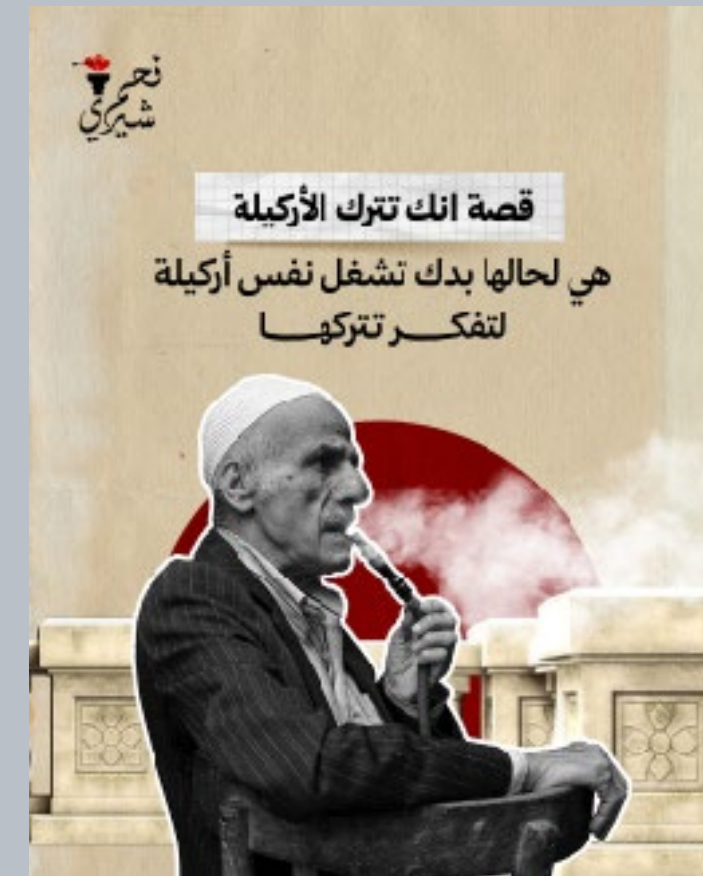
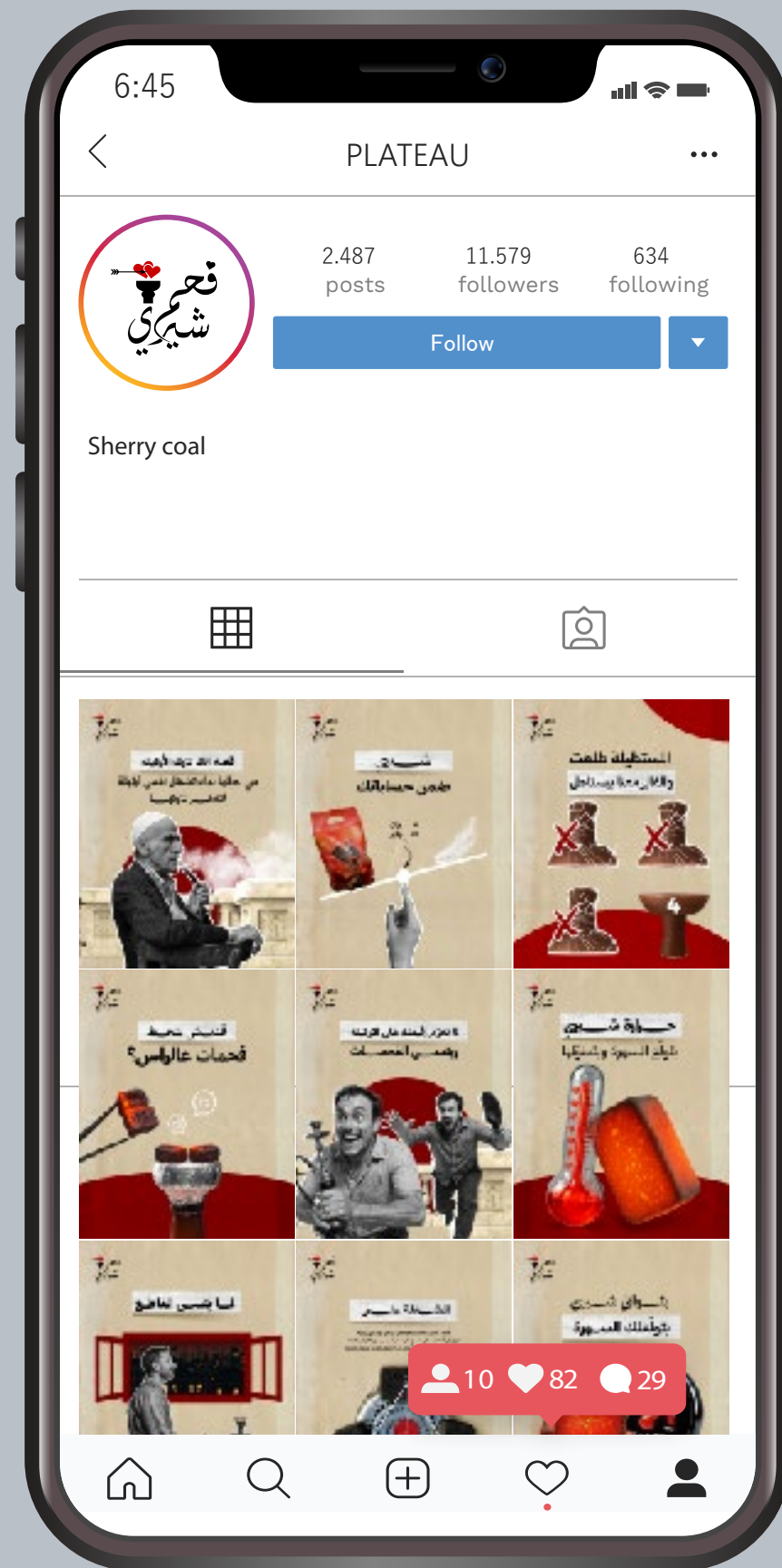




DIGITAL MARKETING

Social Media

Client:
Sherry



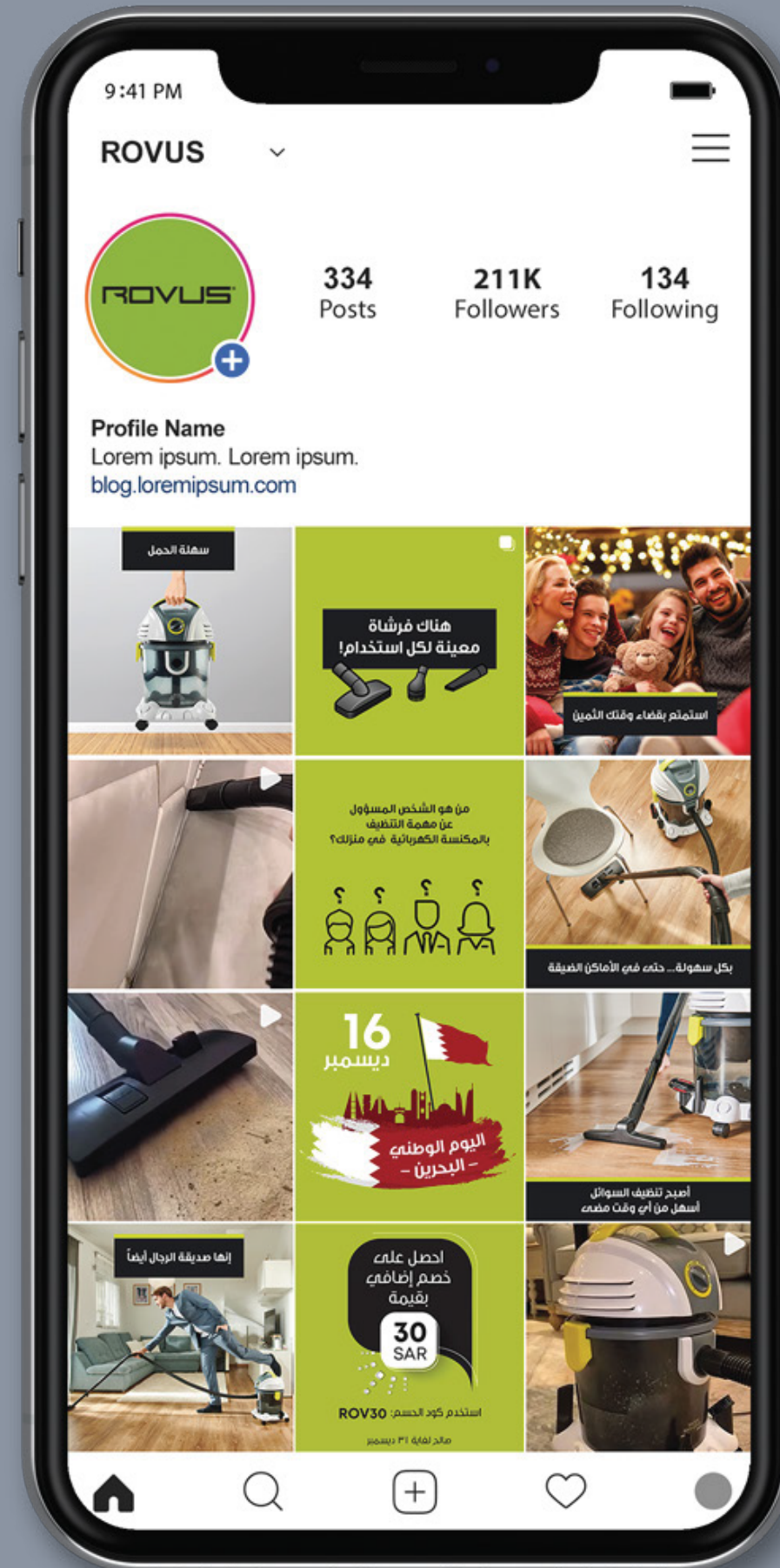


DIGITAL MARKETING

Social Media

Client:
ROVUS

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