

# ANCHOR CODE

ADVERTISING

[anchor-code.com](https://anchor-code.com)

[info@anchor-code.com](mailto:info@anchor-code.com)

PORTFOLIO  
2022

# ACA



Anchor Code, is an extensive activity agency that builds brands and creates impressive, live, inspiring, motivating and engaging events.

We transform the conversation between organizations and their various communities like employees, partners and customers, elevating them to become primary brand ambassadors.

More than ever before, we know today that what matters most, is not only what brands say but what they do.

As we work closely with our clients towards achieving their desired communication goals, and backed by strong experience, we envisage innovative concepts, and create tailor-made projects that have measurable impact.

Anchor Code team members are proud to have worked with **more than 200 brands** across various industries. **18 years** of collective experience in many **reputed agencies** have helped us create stories and moments that dazzled our clients and their audiences.

BRAND

## RUS Aviation rebranding

### Inspiration

Inspired by the most powerful cargo airplane (Antonov), we created an iconic logo that carries the RUS word to form the shape of the airplane, with futuristic fonts both Arabic & English



روس افییشن  
RUS AVIATION



# Dubai World Swimming Championship 2010

## Inspiration

A journey of a swimmer defying time and always on the move to win. The swimmer also represents an emblem of Dubai's journey towards the 2010 swimming world cup finals. This logo is an icon formed by the figure 10 (the 10th edition) fashioned with colors of the national flag to indicate the hospitality of the UAE that is embracing this global event.

The passion for victory is presented through the swimmer raising his hand and reaching the precious Dubai (the writing beside), the eternal struggle of man against time is indicated by the way the swimmer is crossing the number 10 (time).





## Quattro Restaurant Identity

### Inspiration

Quattro is about flavours that come from the 4 corners of the earth, a yummy, fast meal that satisfies your hunger and it all comes in one compact box.

The logo is designed to carry this meaning and become a brand that is clear and strong built.



كوارو  
Quattro  
Restaurant مطعم





# Royal House Restaurant Identity

## Inspiration

Royal House is the home of Turkish cuisine, with its majestic service, and the magical taste of Sultan dishes.

The logo is designed to reflect the thron by merging the letters (R & H)



رويال هاوس

Royal House

RESTAURANT

مطعم





الشيخة مريم بنت محمد بن راشد آل مكتوم

Sheikha Maryam Bint Mohammed Bin Rashid AlMaktoum



صندوق الزكاة  
ZAKAT FUND  
رؤية مستقبلية.. لفريضة شرعية







Zakat Awareness

Paying Zakat

Zakat Spending

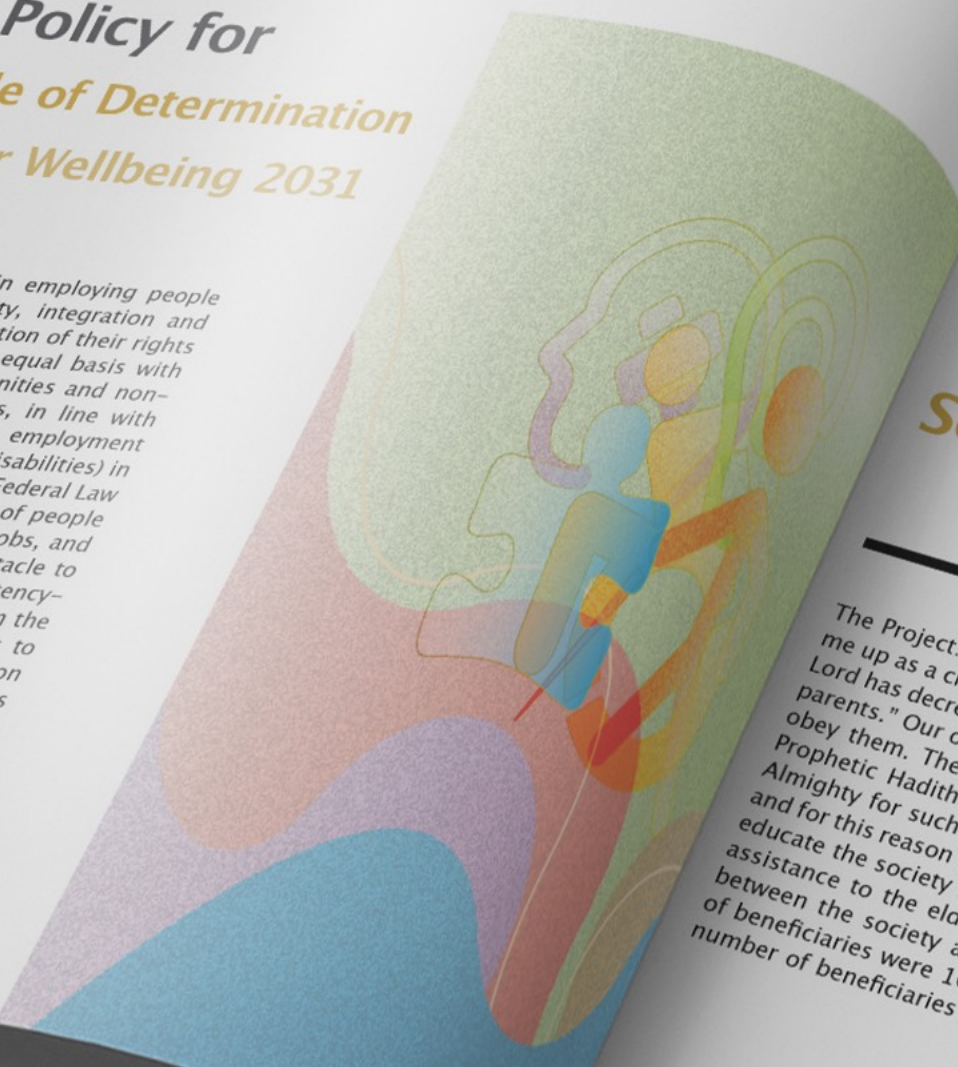
THE JOURNEY INDEX

- First step- The Foundation
- Vision, Missions, and values
- Figures and facts
- Organizational Structure
- Achieving UAE Agenda 2021 / Federal Strategies
- Leading Positions
- Certifications/awards
- Key Performance Indicators
- Main Achievements
- Governance Framework
- Processes Frame work
- Improvement Tools
- Project Management
- Innovation Strategy
- Future shaping tools and capabilities
- Benchmarking
- Customer Happiness/Trust, services classification, Stakeholders
- Alignment with SDGs



## The National Policy for Empowering People of Determination National Strategy for Wellbeing 2031

The Zakat Fund strategy has also had a role in employing people of determination in a way that achieves stability, integration and creativity for them, in a way that guarantees protection of their rights and guarantees the right to work for them on an equal basis with others, in addition to providing equal work opportunities and non-discrimination with regard to available work benefits, in line with the state's orientations. In providing equal and fair employment opportunities for citizens of determination (people with disabilities) in the public and private sectors in a manner consistent with Federal Law No. (29) of 2006 and its amendments regarding the rights of people with special needs. The right to work and to occupy public jobs, and special needs in and of themselves do not constitute an obstacle to nomination and selection to work, and when making competency-related choices to join work, the special needs of those to whom the provisions of this law apply are taken into account, which aims to encourage the different sectors to integrate people of determination into their institutions Granting them the exemptions and privileges that are specific to them, in particular those that are required to employ them, and providing them with reasonable accommodations, provided that the appointment is actual and not formal.

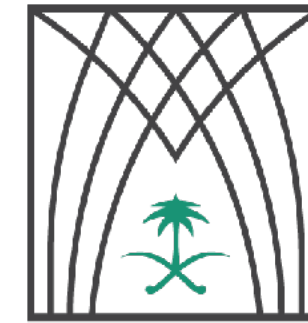


## The National Policy for Senior Emiratis

The Project: "And Say: My lord! Have mercy on them as they brought me up as a child" for the elderly needy: Allah Almighty says: "And your Lord has decreed that you worship none but Him and be dutiful to your parents." Our orthodox religion exhorts us to honour our parents and obey them. There are many verses of the Ever-Glorious Qur'an and Prophetic Hadiths which demonstrate the reward prepared by Allah Almighty for such deed. Hence, we have to shed light on this matter and for this reason we have prepared a study for this project in order to educate the society members on it, objectives: Providing the financial assistance to the elderly needy building a bridge of communication between the society and such forgotten groups, Where the number of beneficiaries were 1047 amounted to 24591000 in (2018) and the number of beneficiaries were 706 amounted 12571000 in (2019).



مركز الدراسات والبحوث القانونية  
CENTER OF LEGAL STUDIES & RESEARCH



مركز الدراسات والبحوث القانونية  
CENTER OF LEGAL STUDIES & RESEARCH



ركائز العدل  
الكتيب المؤسسي

١٤٤١ هـ

مركز الدراسات والبحوث القانونية  
CENTER OF LEGAL STUDIES & RESEARCH



مركز الدراسات والبحوث القانونية  
صندوق بريد ٦٧٧٠ الرياض ١١٤٥٢ المملكة العربية السعودية  
+٩٦٦-٥٠٨١٥٦٣٢١

ركائز العدل  
الكتيب المؤسسي

# المختويات

مقدمة عن المركز

كلمة الرئيس

لماذا المركز

مقدمة عن المركز

مهام مركز الدراسات والبحوث القانونية

## إنجازات المركز

على الرغم من قصر الفترة منذ بدأ التشغيل الفعلي للمركز، وأخذاً بعين الاعتبار الظروف المالية وجائحة كورونا التي ألقت بظلالها على جميع جوانب الحياة الشخصية والعملية في المملكة، نجح مركز الدراسات والبحوث القانونية في توقيع اتفاقيات شراكة، وعقود تقديم خدمات مع عدد من أبرز الجهات الحكومية في المملكة مثل وزارة الرياضة، ووزارة الثقافة، والهيئة السعودية للمواصفات والمقاييس والجودة، والهيئة العامة لعقارات الدولة، والهيئة العامة للصناعات العسكرية، والهيئة العامة للعقار، والهيئة العامة للموانئ، وهيئة المدن والمناطق الاقتصادية الخاصة، والمركز السعودي للشراكات الاستراتيجية الدولية، ومستشفى الملك فيصل التخصصي ومركز الأبحاث، وتمثل هذه الاتفاقيات مؤشراً واضحاً على السمعة والمصداقية التي نجح المركز في إرسائها.

إلى جانب ذلك، وفي دليل إضافي على نجاحه في أن يكون مثلاً يحتذى به في الأهداف التي يعمل لتحقيقها، حصل المركز على شهادة أفضل بيئة عمل من المؤسسة العالمية "Great Place To Work" للعام ٢٠٢٠ - ٢٠٢١م.

## إنجازات المركز بالأرقام

إنجازات المركز بالأرقام انطلقت مرحلة التشغيل الفعلية للمركز في أكتوبر عام ٢٠١٩، وقد حقق المركز خلال هذه المدة الزمنية القصيرة العديد من الإنجازات الهامة التي تشير إلى نجاحه في بناء سمعة طيبة وتطبيق أرفع معايير الخدمات.

خدماتنا حتى نهاية النصف الأول لعام ٢٠٢٠م

٨٠٪  
عملاء متكررين



٢٤٠٠  
ساعة استشارية



٥  
إتفاقيات إطارية



٢٠  
مستشار قانوني



٩٢٪  
رضا عملاء المركز



١٨  
مشروع



١١  
جهة مختلفة





التجمعات الصناعية  
Industrial Clusters

Al Mutamarat, Riyadh 12711,  
King Fahd Sub Road 7948  
Saudi Arabia  
www.ic.gov.sa  
info@ic.gov.sa  
00966 11 218 8999



مبادرة التنمية والتطوير الصناعي  
برنامج تنمية التجمعات الصناعية  
National Industrial Cluster Development Program  
التجمعات الصناعية  
Industrial Clusters

# INDUSTRIAL CLUSTERS

Developing and Empowering Industries





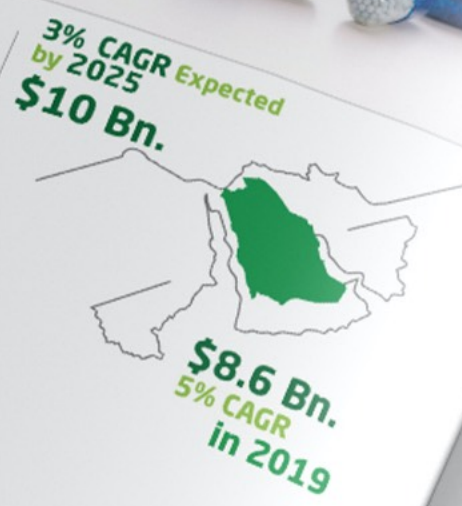
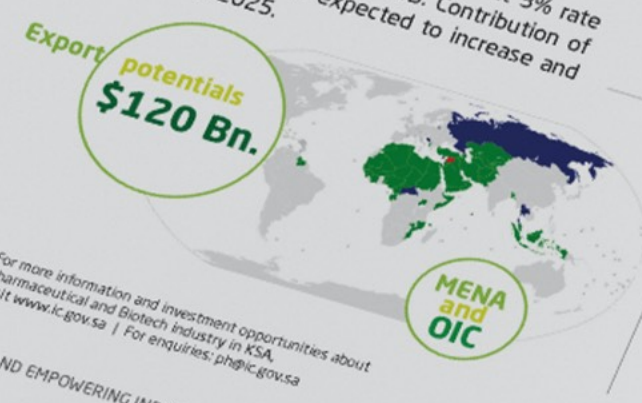


## Pharmaceutical & Biotech

The Saudi Pharma market is looked at as one of the fastest growing markets today with strong export potentials to serve MENA and OIC (Organization of Islamic Countries) with total market of \$120 Bn.

The Saudi Pharma market has grown by almost 5% Compound Annual Growth Rate CAGR to reach about \$8.6B in size in 2019.

The KSA market is expected to grow at 3% rate until 2025 to reach about \$10B. Contribution of KSA to MENA region is expected to increase and reach 30% by 2025.



|             |             |        |                          |
|-------------|-------------|--------|--------------------------|
| 2019 Market | \$AR 32.25B | Impact | By 2030                  |
|             |             |        | \$AR 6.2B GDP 16.5K JOBS |



For more information and investment opportunities about Pharmaceutical and Biotech industry in KSA, visit [www.e.gov.sa](http://www.e.gov.sa) | For enquiries: [phbic.gov.sa](mailto:phbic.gov.sa)



## Renewables Cluster

Data shows significant rise in the use of renewable energy on a global scale. As the Kingdom of Saudi Arabia takes serious steps towards green energy and reducing its dependency on fossil fuels for power generation, its vision 2030 aims at achieving total renewables mix of 58.7Gw.

The mix includes 40Gw of PV, 16Gw of wind, and 2.7Gw of CSP. Today, the Renewable Cluster is evolving rapidly with interest from global OEMs.

The Kingdom has a distinguished geographical advantage in terms of abundant solar radiation (6th in the world) and wind speed (2nd in the Middle East), which stimulates the pursuit of renewables. With the aim of increasing FDI and localizing production of renewables components and systems, the Kingdom offers multiple advantages that include geographical proximity to three continents, direct free trade access to the GCC market, attractive tax exemptions, human capital development support, highly competitive land costs, attractive loan structures, well developed infrastructure,

highly educated young work force, and abundance of natural resources and minerals. This provides investment opportunities in value chains for renewable energy technologies, specifically solar and wind. The pipeline of renewable projects will require significant local content in a way that supports and stimulates the national industry for this sector.

|             |           |        |                        |
|-------------|-----------|--------|------------------------|
| 2019 Market | \$AR 160B | Impact | By 2030                |
|             |           |        | \$AR 1.9B GDP 20K JOBS |



For more information and investment opportunities about Renewables industry in KSA, visit [www.e.gov.sa](http://www.e.gov.sa) | For enquiries: [rebic.gov.sa](mailto:rebic.gov.sa)

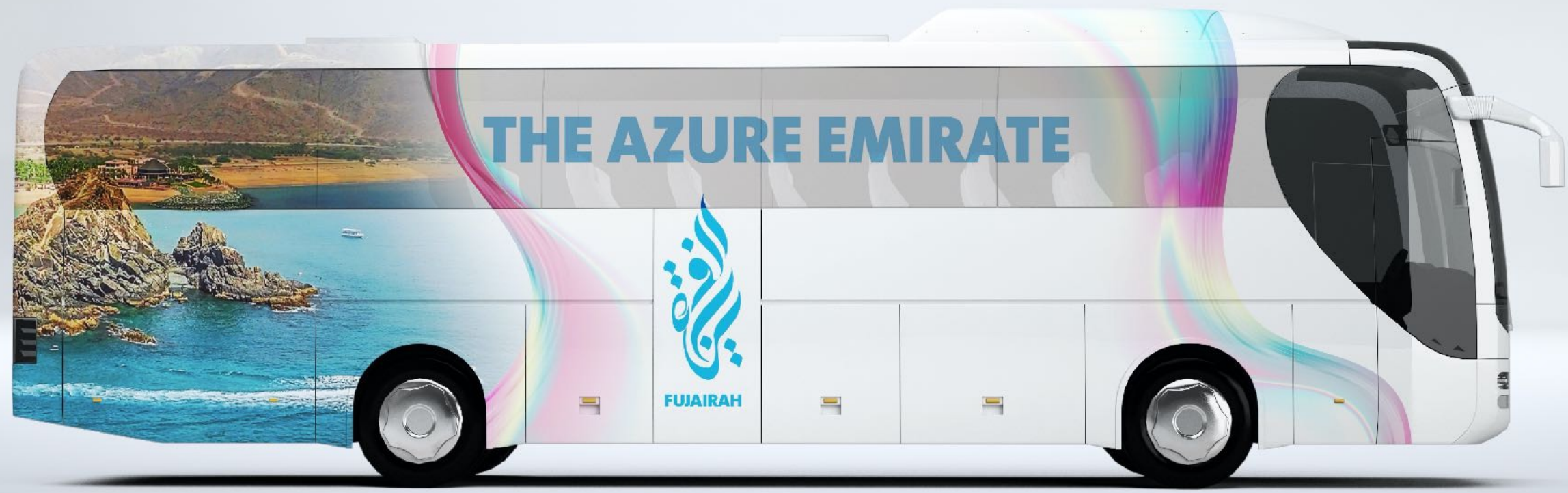
## IC Main Role

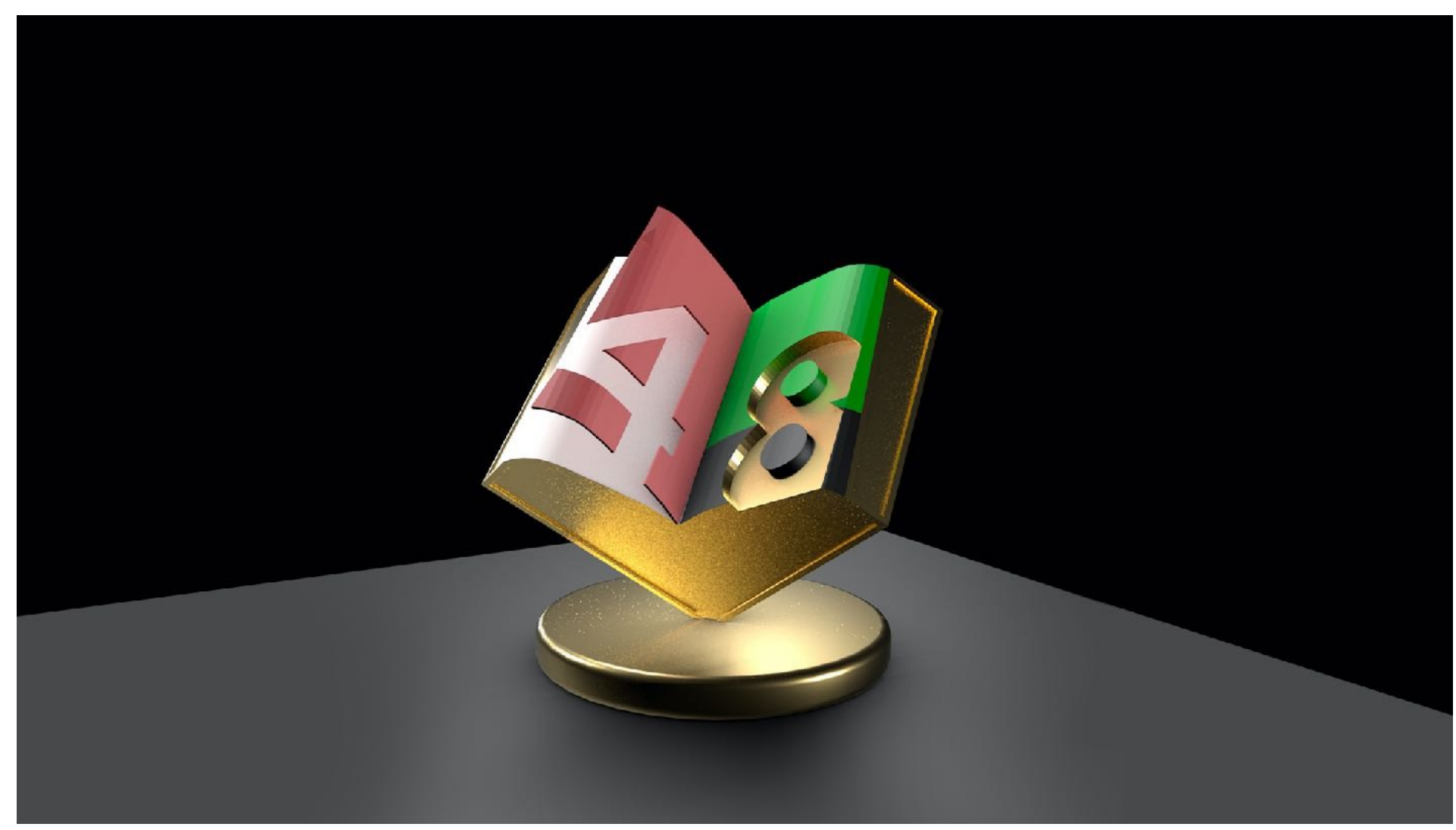




**FUJAIRAH**  
**THE AZURE EMIRATE**







# Contents

# ARICA Loung

## Concept

Celebrating the art and beauty of Arabic Calligraphy, with a touch of local spirit. Main hero is the dates tree.



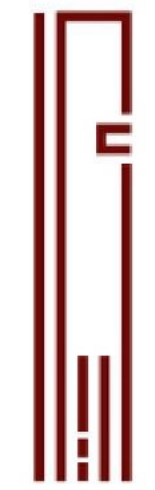
arica  
LOUNGE



Arica  
Lounge



ARICA LOUNGE

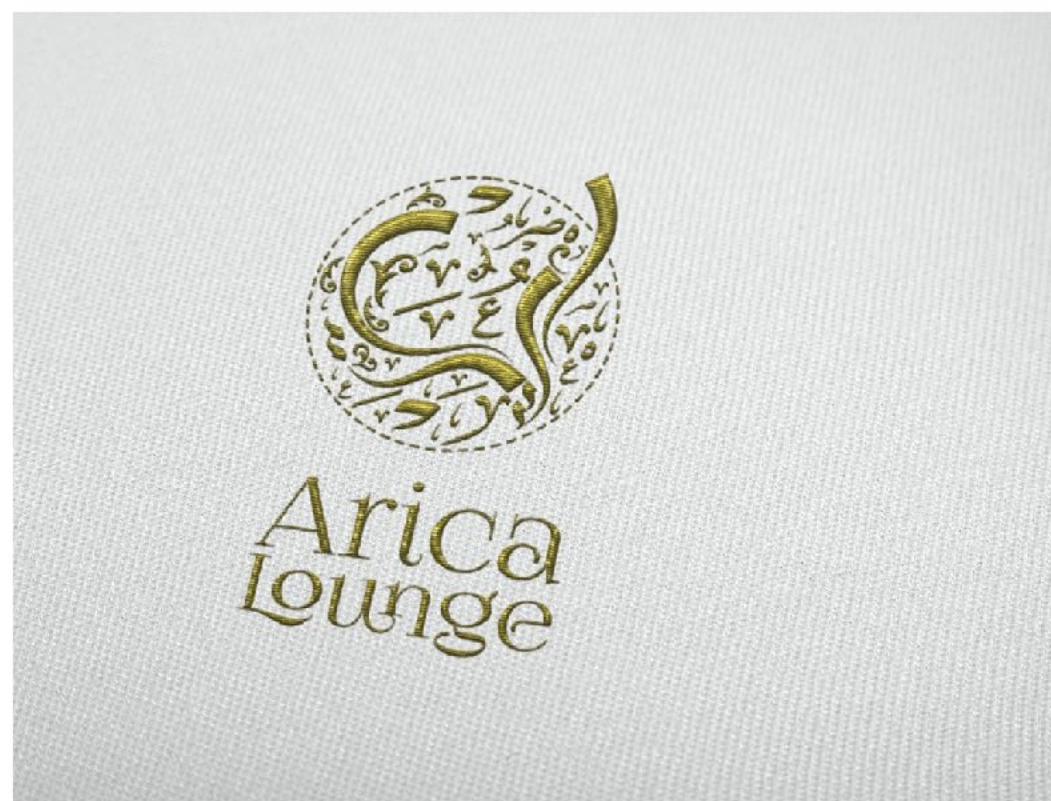


ARICA  
LOUNGE



# ARICA Loung Identity







# STAFYLIA Lounge Identity

## Concept

Stafylia means Grapes in Greek Language, its inspired by the royal treatment of the emperors through out the history, where we can see how the emperors are given grapes by ladies.



**Stafýlia**  
LOUNGE



**STAFÝLIA**  
LOUNGE



**stafýlia**  
LOUNGE



**Stafýlia**  
LOUNGE





# socialia

صندوق الزكاة  
ZAKAT FUND  
رؤية مستقبلية.. لفريضة شرعية





# Zakat Fund Annual Campaign 2020

## Client

A federal authority specialized in Zakat aiming to increase awareness of Zakat and establish the concept of its effectiveness and importance of its role in the development field on the individual and society levels.

## Approach

We came up with a campaign that recognised the role of Zakat in society and the effect of this great islamic pillar on both scoial and personal levels.

الحملة الإعلامية السابعة عشر

زكاتك  
أمانك وخصمك

# زكاتك أماكن وضيقات

وفاء . عطاء . محبة

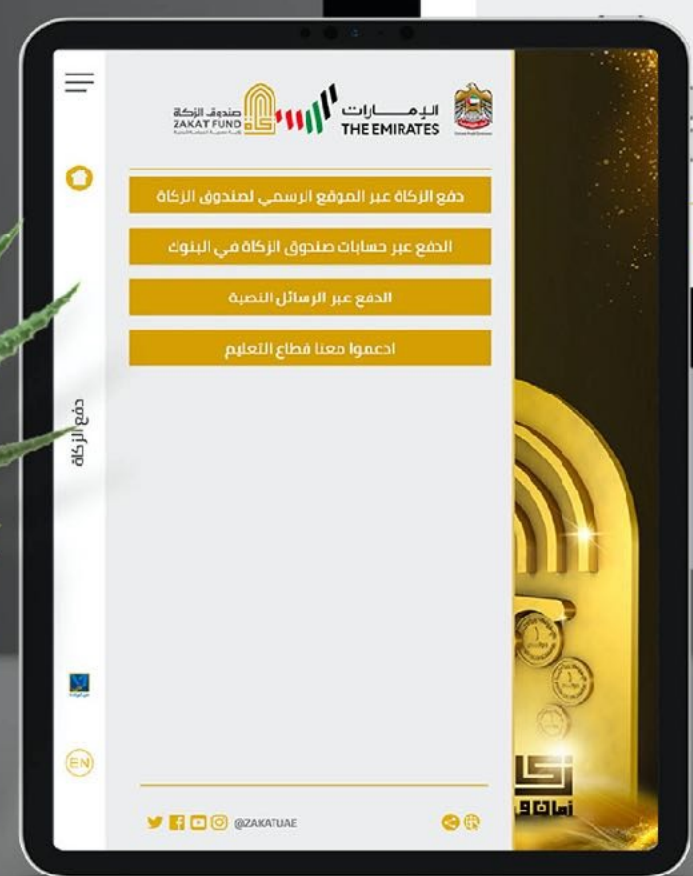
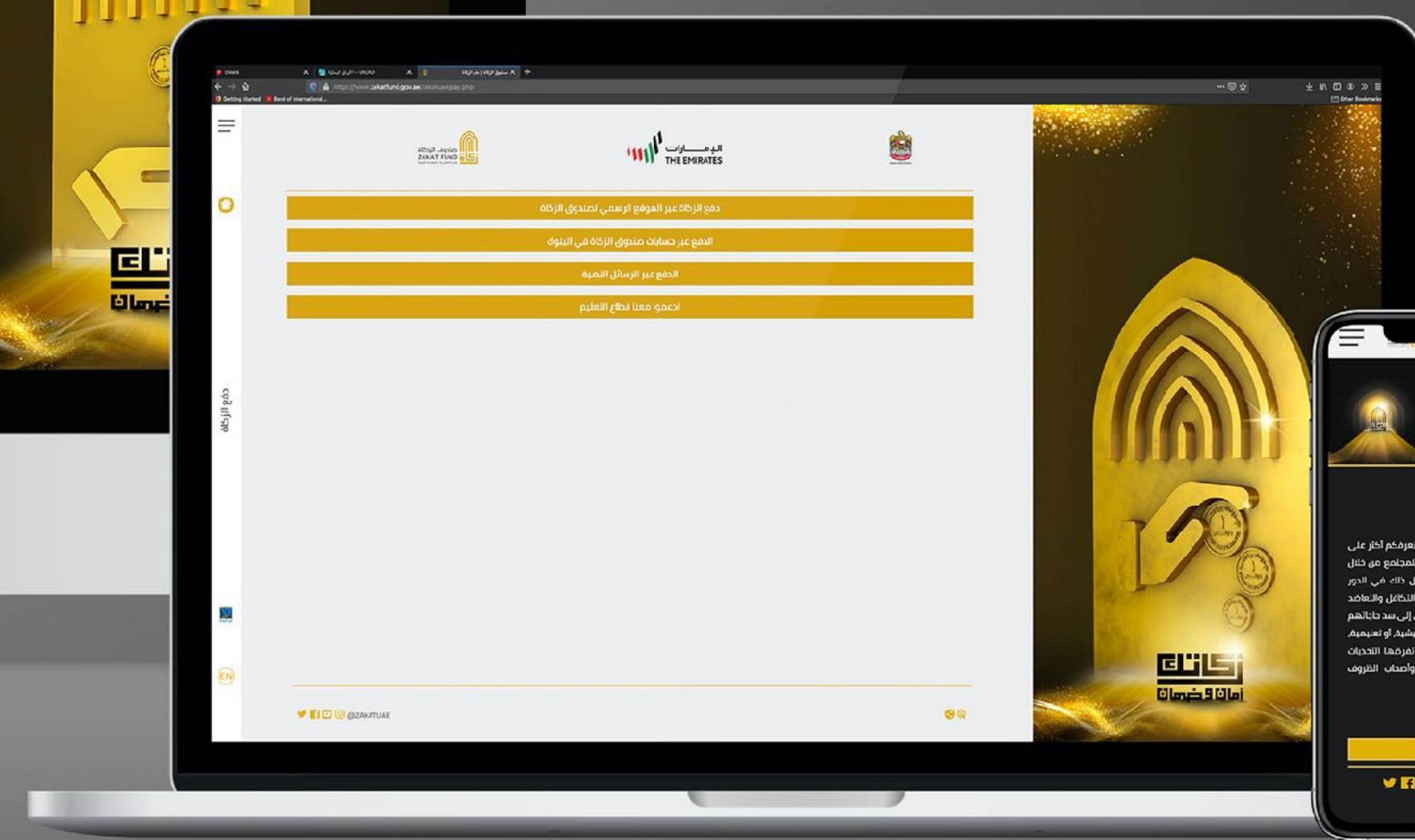




صندوق الزكاة  
ZAKAT FUND  
رؤية عصرية.. لفريضة شرعية

الحملة الإعلامية السابعة عشر

زكاتك  
أماناً وضماناً







**”أنا وكافل  
اليتيم  
في الجنة“**



هيئة اتحادية | Federal Authority





**خدمة احتساب  
الأسهم**





هيئة اتحادية | Federal Authority





**خدمة التحويل البنكي**





هيئة اتحادية | Federal Authority





**﴿ وَإِنْ يَتَمَرَّقَا يُغْنِ اللَّهُ كُلًّا مِنْ  
سَعْتِهِ وَكَانَ اللَّهُ وَاسِعًا حَكِيمًا ﴾**  
 [النساء: 130]





هيئة اتحادية | Federal Authority





**المولد  
النبوي  
الشريف**





هيئة اتحادية | Federal Authority





**مشروع داعم  
(ضعف الدخل)**





هيئة اتحادية | Federal Authority



صندوق الزكاة  
ZAKAT FUND  
The Emirates Zakat Fund

الإمارات  
THE EMIRATES



# THE JOURNEY

## ZAKAT FUND

### الرحلة

FOUNDATION    FUNCTIONS & VALUES    POSITIONS & CERTIFICATES    ORGANIZATIONAL STRUCTURE    SERVICES    TOOLS AND INNOVATION    ACHIEVEMENTS

UAE AGENDA 2021    OUR PROJECTS    UAE SOG

08:23  
Notes  
صندوق الزكاة  
ZAKAT FUND  
DIGITAL AND SMART SERVICES  
zakatfund.ae

صندوق الزكاة  
ZAKAT FUND

# THE JOURNEY

## ZAKAT FUND

### الرحلة

DIGITAL AND SMART SERVICES

PAYMENT CHANNELS

AWARENESS

**دائرة الشؤون الإسلامية والعمل الخيري**  
**Islamic Affairs & Charitable Activities Department**



# IACAD Duabi Quran Platform

## Client

IACAD aspires, through its developed strategy, to create a harmonious society, aware of Islam and charity, through institutions and centers that are influential and socially effective and achieve the happiness of those who are concerned.

## Approach

A platform that reflect the best practices serving Holy Quran, in terms of technology and distant learning, with Virtual exhibition and a video.

منصة دبي  
لأفضل الممارسات  
في خدمة  
القرآن الكريم

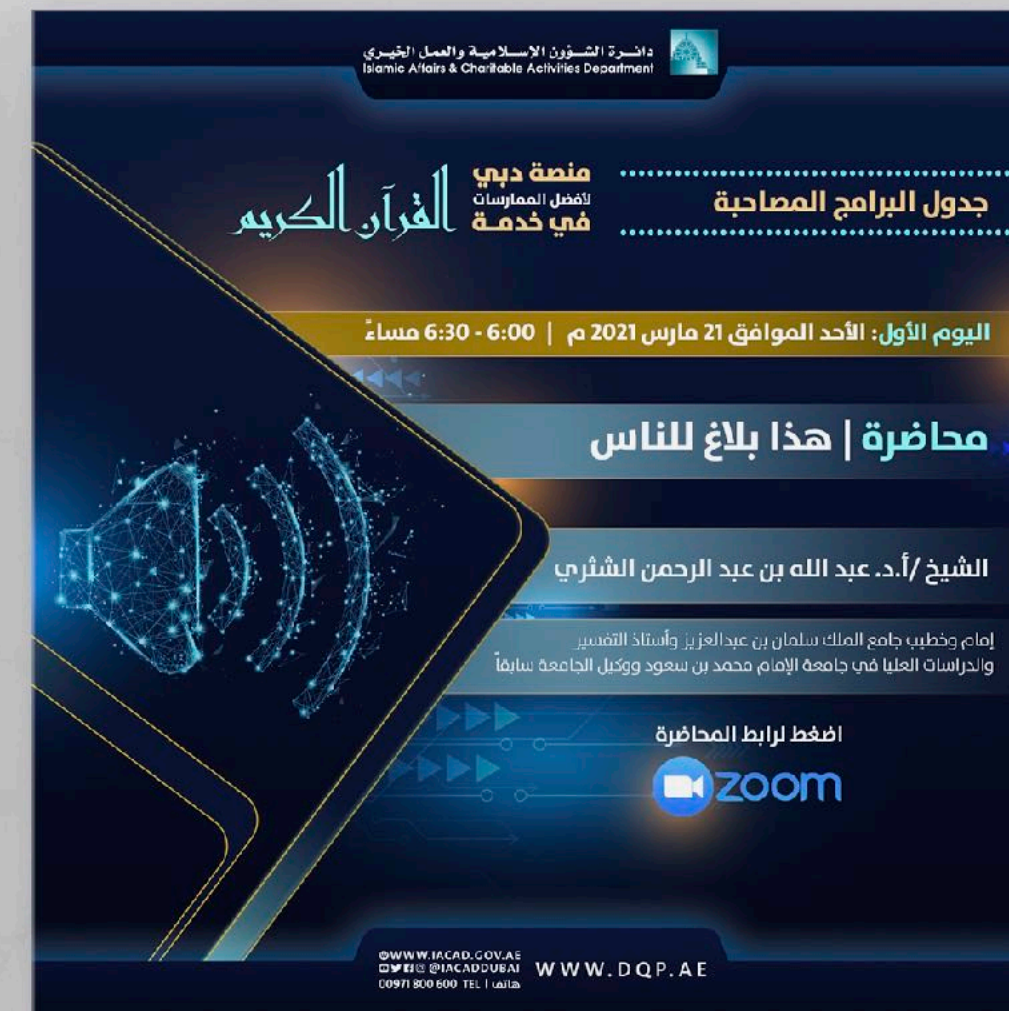
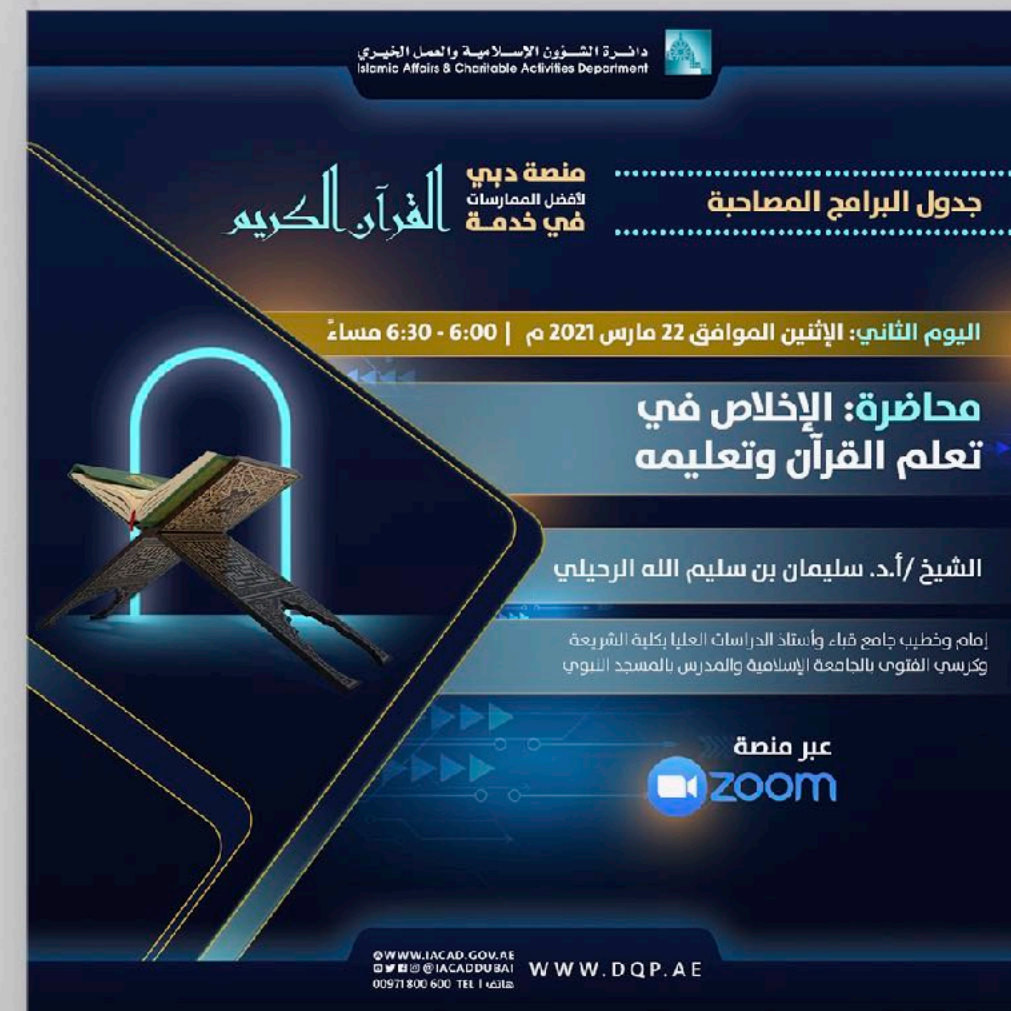
# القرآن الكريم

منصة دبي  
لأفضل الممارسات  
في خدمة

دائرة الشؤون الإسلامية  
والعمل الخيري  
Islamic Affairs & Charitable  
Activities Department

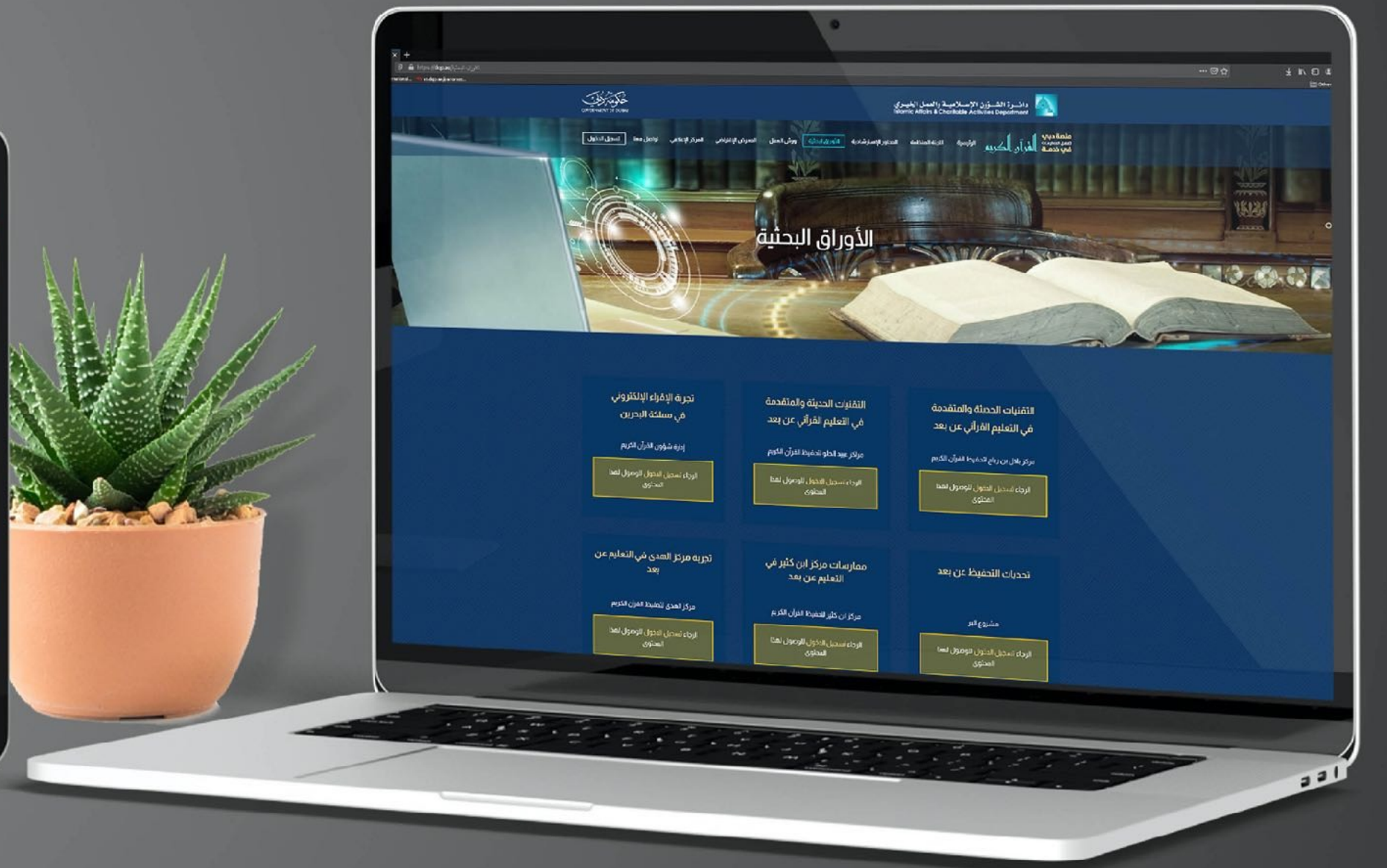








# منصة دبي لأفضل الممارسات في خدمة الفرار الكريمة



**EWE** *W* **ES**



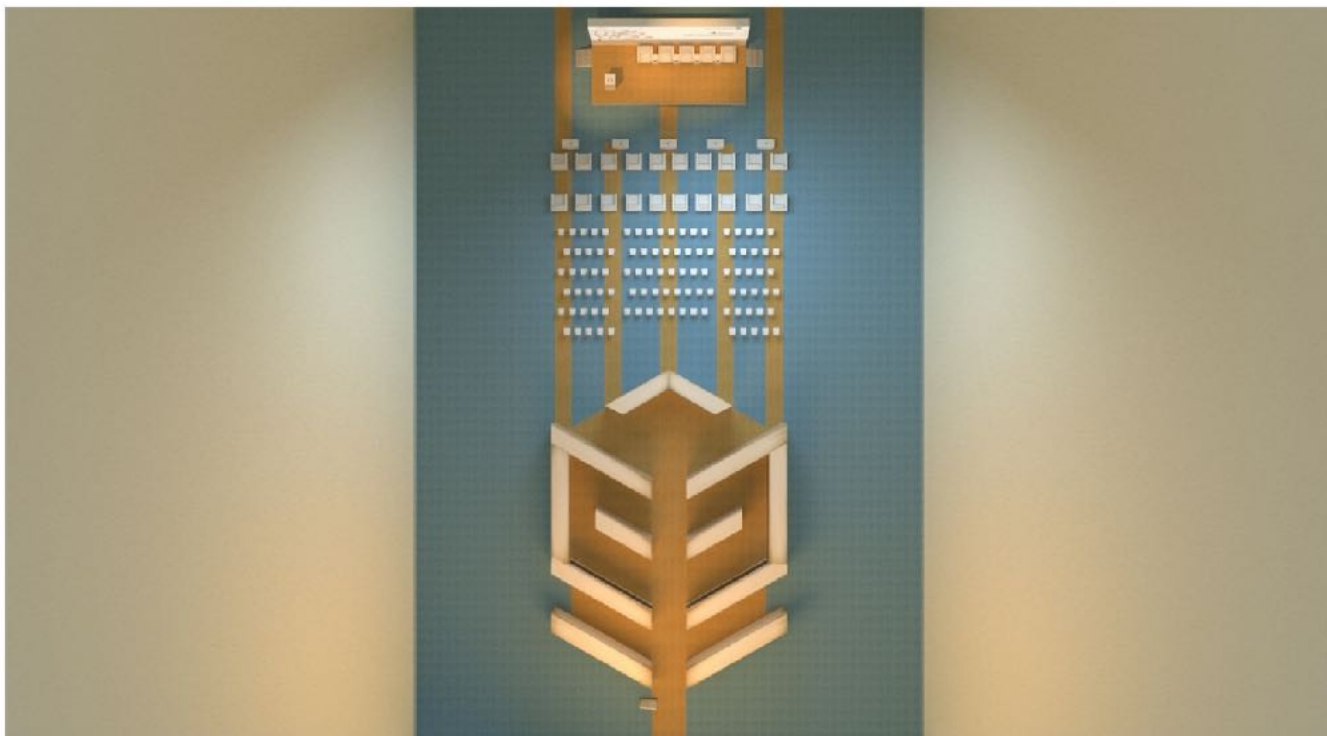
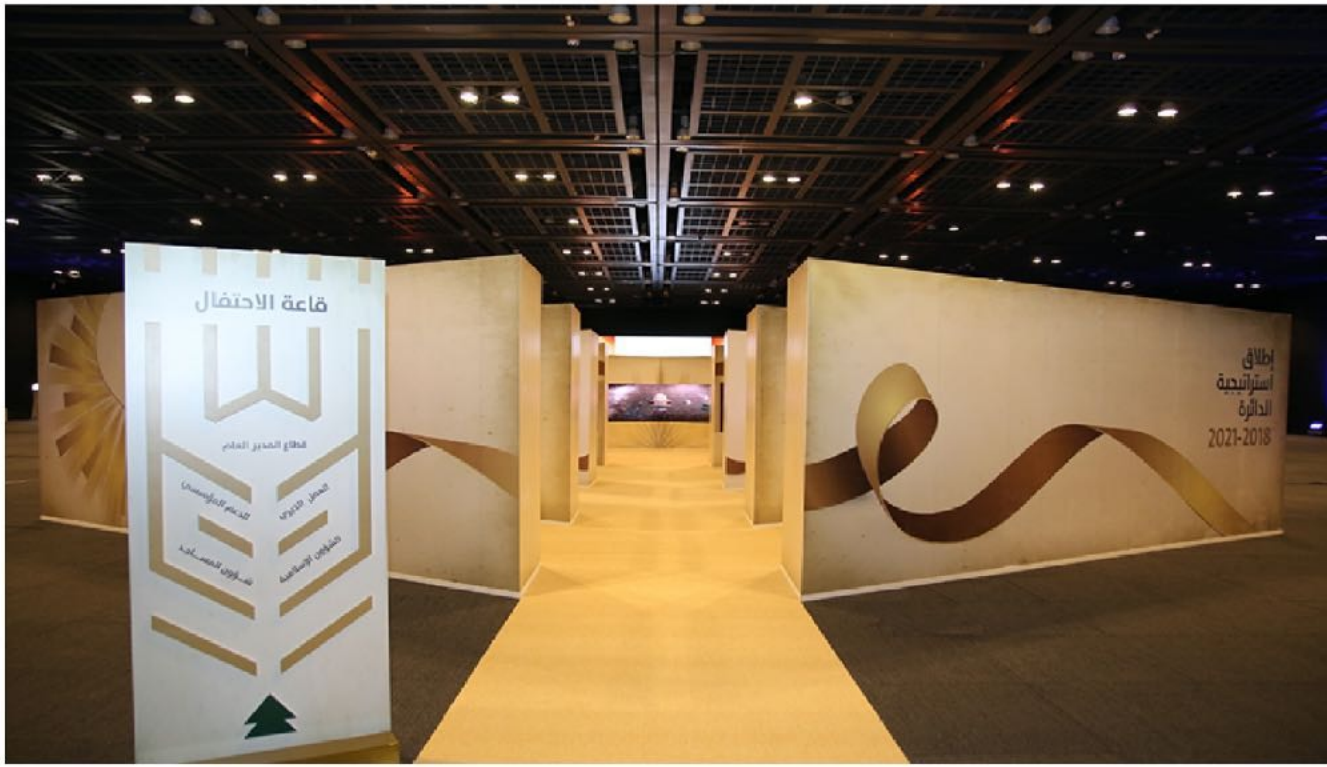
Corporate: FEWA EXCELLENCE AWARD 2016



Corporate: FEWA EXCELLENCE AWARD 2017



FEWA - Emirates Conservation AWARD 2018



IACAD - Stratgey Launch 2017



IACAD - Hijri Forum 2017

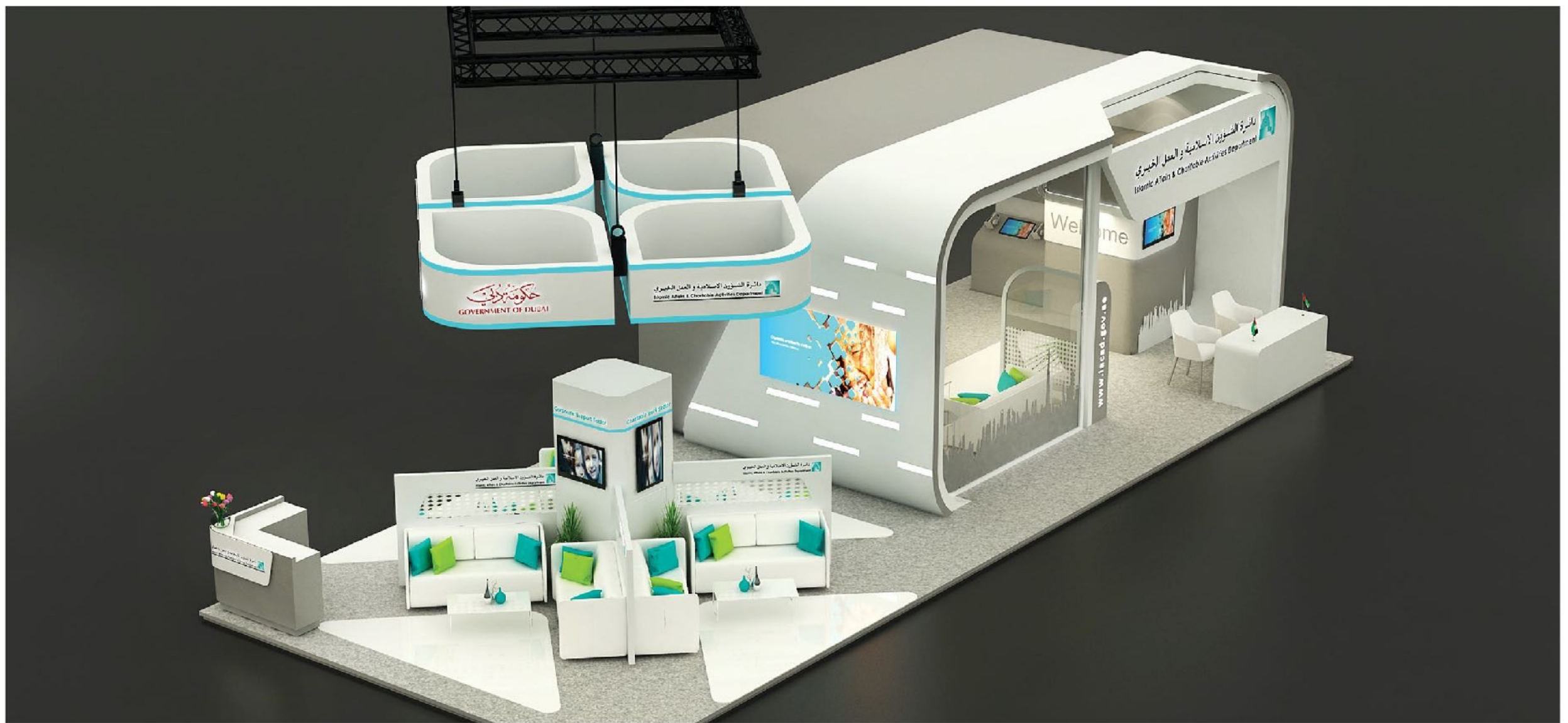




Kerastase - Dubai



Advanced - FM EXPO - 2017 Jeddah - KSA



IACAD - DIHAD 2018 - Dubai



**Mov**



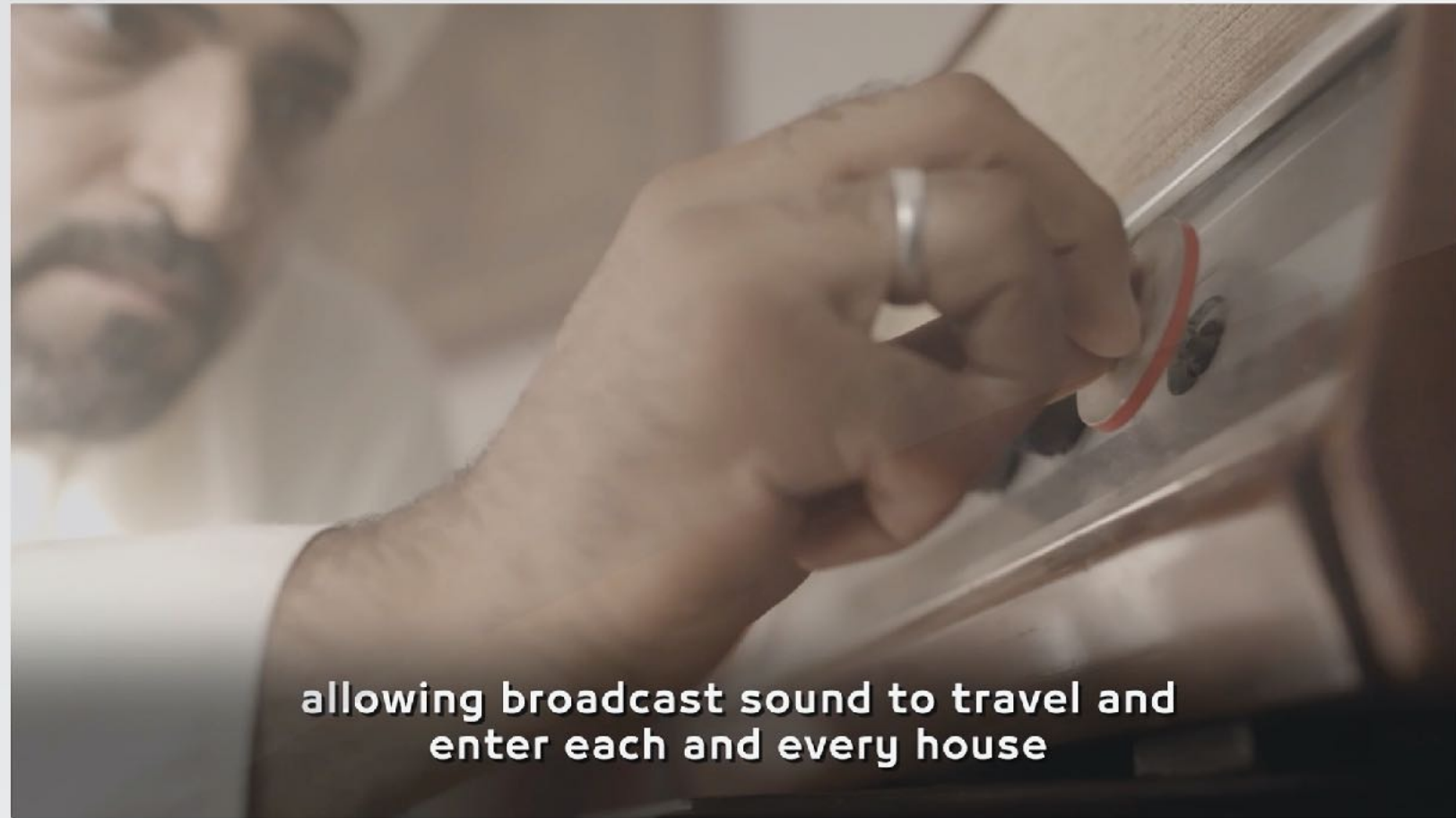
Hence began Fatwa its direct verbal form by scholars in mosques



Writing Fatwas falls under the pen, which is of great benefit as it reaches mosques and countries



as the stronger feeling of connection paved the way to develop the quality and quantity

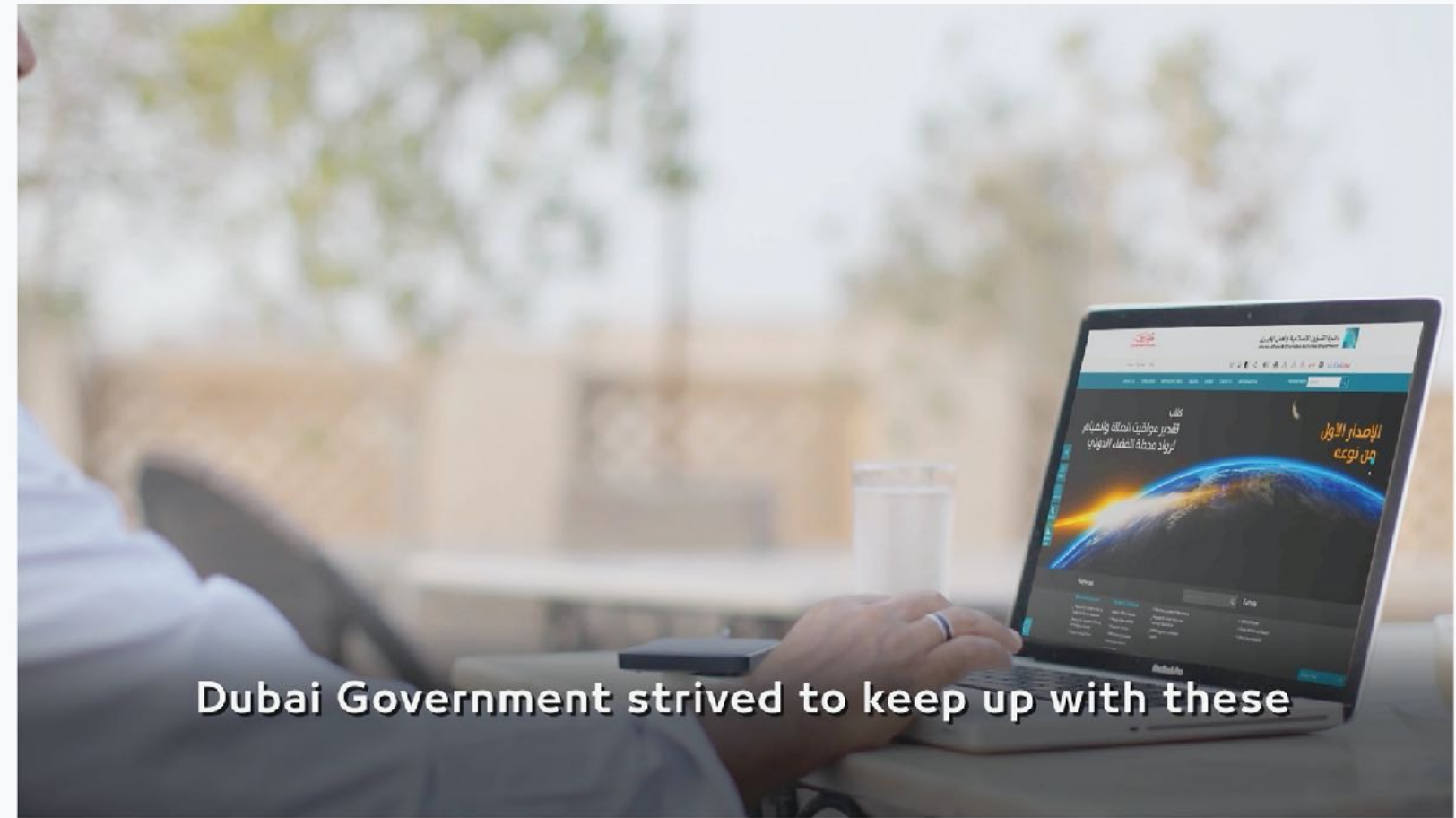


allowing broadcast sound to travel and enter each and every house



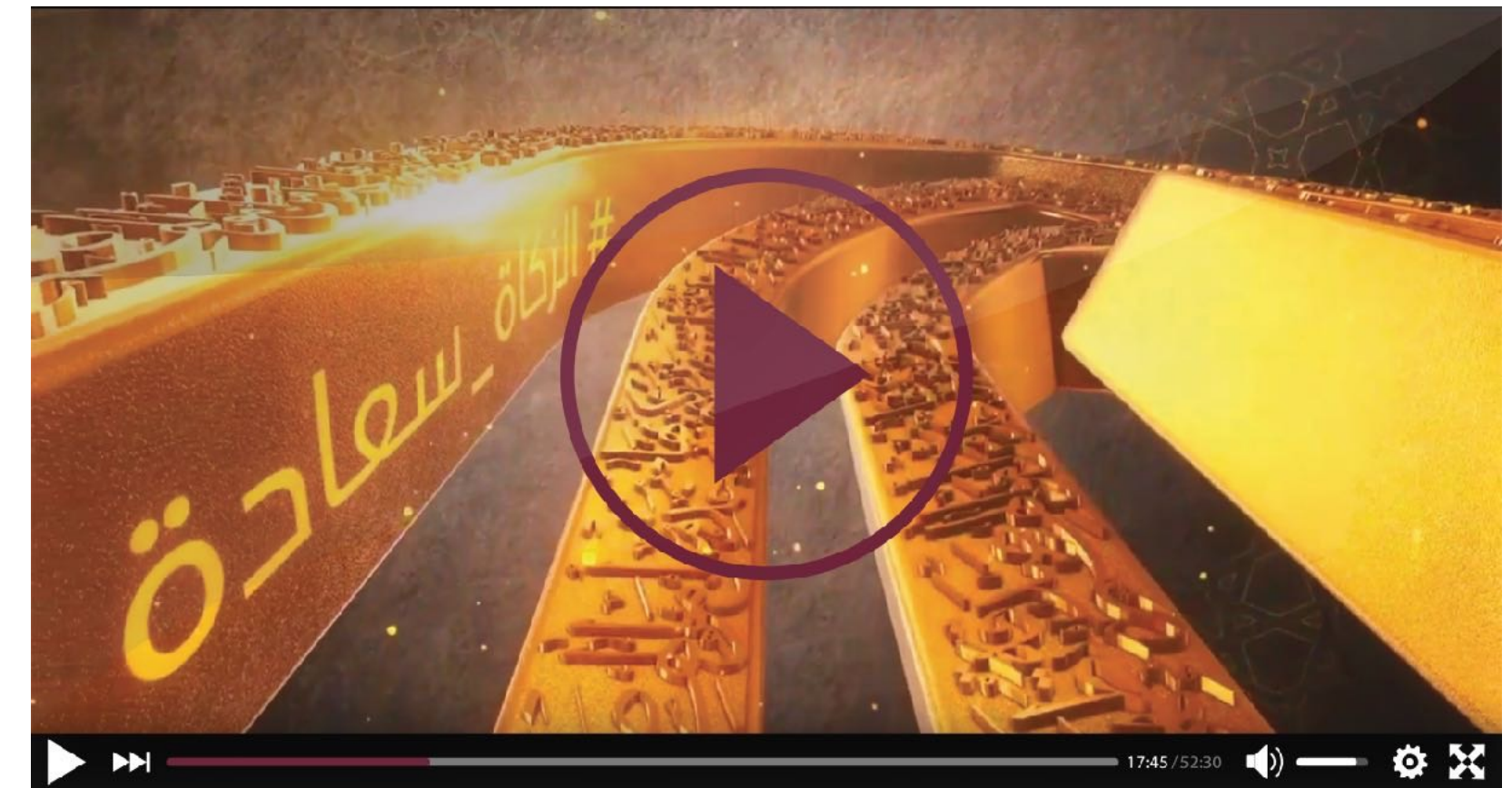
### Platform Features

Capability of learning:  
Deploying Artificial Intelligence will allow the system to:



Dubai Government strived to keep up with these

**Click Me**  
To watch on YouTube



**Click Me**  
To watch on YouTube

**Thank You**

**ANCHOR CODE**  
ADVERTISING

**anchor-code.com**

**info@anchor-code.com**

**PORTFOLIO**  
**2022**