



## **CASE STUDY**

# Visual Identity & Social Media Design for **Shaheeya**



## CLIENT OVERVIEW

Client: Shaheeya Services, based in Manama, Bahrain.

Product: Shaheeya, a free mobile app offering exclusive coupons and discounts (up to ~25%) at restaurants and cafés across Bahrain, with 80+ new coupons added monthly. It features user-friendly navigation, "choose for me" random restaurant suggestions, supports dine-in, takeaway, delivery, and both Arabic & English UI.

A red and white target icon with a blue arrow hitting the bullseye.

## PROJECT OBJECTIVE

### ➤ **Role:**

Lead graphic designer for Shaheeya's social media channels and digital marketing collateral.

### ➤ **Assets Delivered:**

Weekly social media posts (Instagram, TikTok, Facebook).

Promotional banners and online ads highlighting monthly coupons and featured restaurants.

Carousel visuals, story ads, highlight covers.

Campaign creatives: "New Offers", "Restaurant of the Week", "How to Use the App".

### ➤ **Design Goals:**

Build strong visual identity aligned with Shaheeya's green brand color and food friendly tone.

Increase user awareness and app engagement.

Maintain consistency & recognizability across all channels.

Promote bilingual appeal (English & Arabic users).

## DESIGN STRATEGY & WORKFLOW

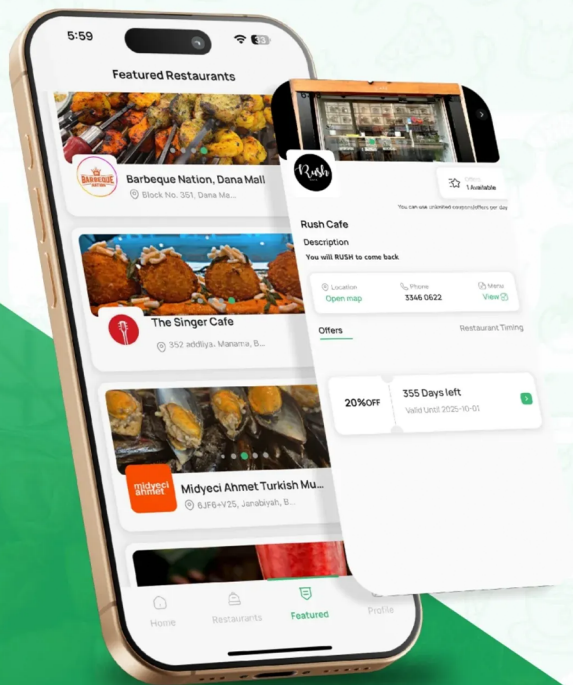
- **Brand language development:** Defined palette (green/white), font styles (modern sans serif & Arabic-friendly pairings), iconography, graphic motifs (coupon tags, utensils, food imagery).
- **Content planning:** Monthly themes (e.g. Ramadan offers, weekend specials, café highlights).
- **Templates:** Developed social media templates for quick content rollouts with dynamic elements (discount percentage, restaurant logo, call to action).
- **Localization:** All posts designed in bilingual format, ensuring readability and right to left Arabic compatibility.
- **Ad formats:** Created Facebook/Instagram ad creatives in carousel format, Google display banners, TikTok vertical videos, and influencer post templates.



## CREATIVE HIGHLIGHTS

- **Monthly Offers Campaign:** Bold typography (“Up to 25% OFF!”), appetizing food photography, coupon-shaped overlays.
- **Carousel Stories:** Sequential slides showing “Browse > Select > Redeem” user journey, showcasing app UI with overlay icons.
- **Featured Restaurant Banners:** Personalized visuals with restaurant branding, coupon badge, location pin.
- **App Awareness Ads:** Clean minimalist design with app logo icon, tagline “Save More Every Meal”, app store badges.

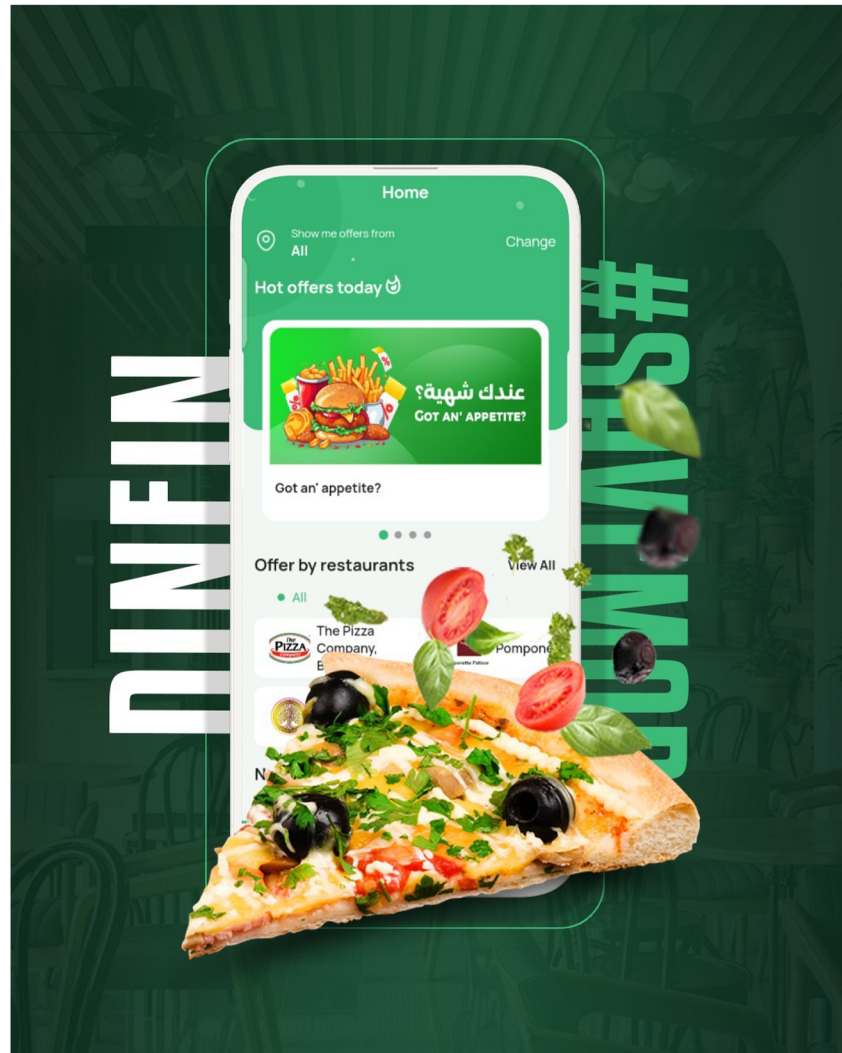




ENJOY  
EXCLUSIVE DISCOUNTS AT  
**BAHRAIN'S**  
TOP RESTAURANTS WITH







## KEY LEARNINGS

- Consistency in branding drives trust and recognition.
- Bilingual design increases inclusivity in multicultural markets.
- Templates are critical for agile content delivery in fast moving promos.
- Effective use of food visuals & discount tags motivates click through.



## CONCLUSION

Working with Shaheeya Bahrain, I crafted a visually cohesive and culturally attuned graphic identity and social media design system, aligned with the brand mission of making dining both fun and affordable. From custom banners to app awareness ads, the designs supported major engagement and conversion increases—strengthening Shaheeya’s position in Bahrain’s competitive discount app market.