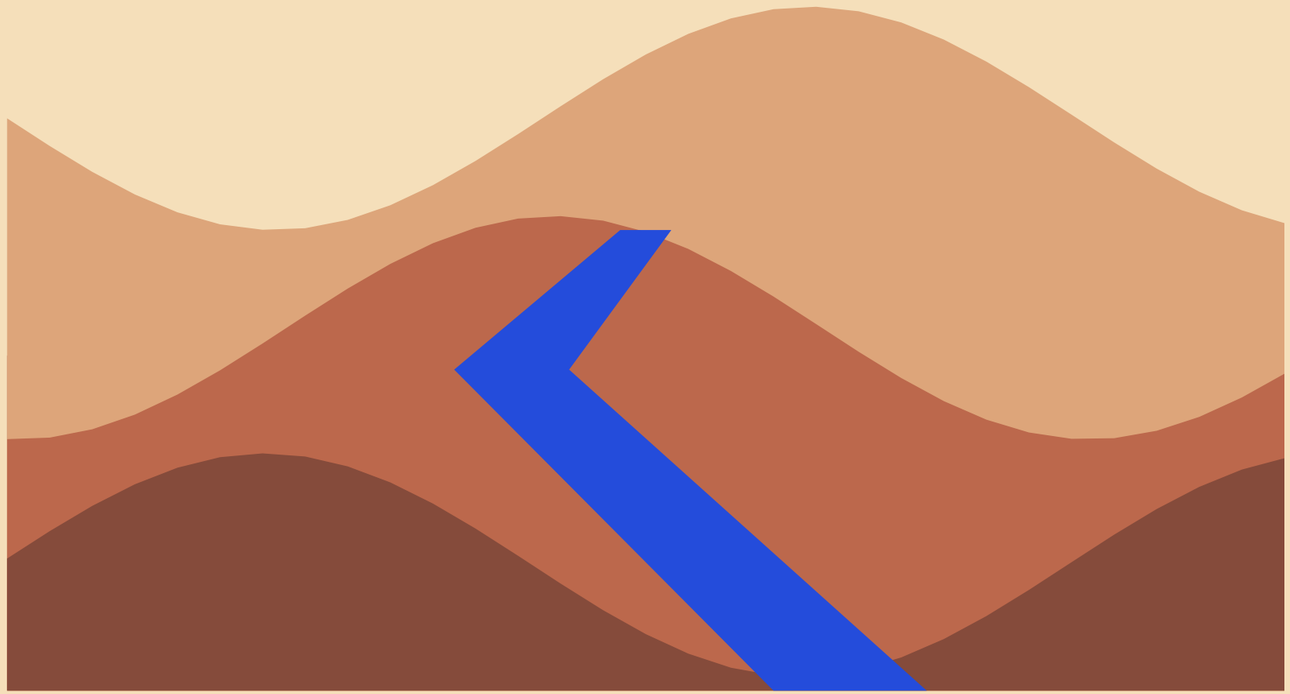
TRAVEL CAMPAIGN / SAUDI EDITION

A slower pace.
A richer story.

خذ وقتك
واكتشف أكثر



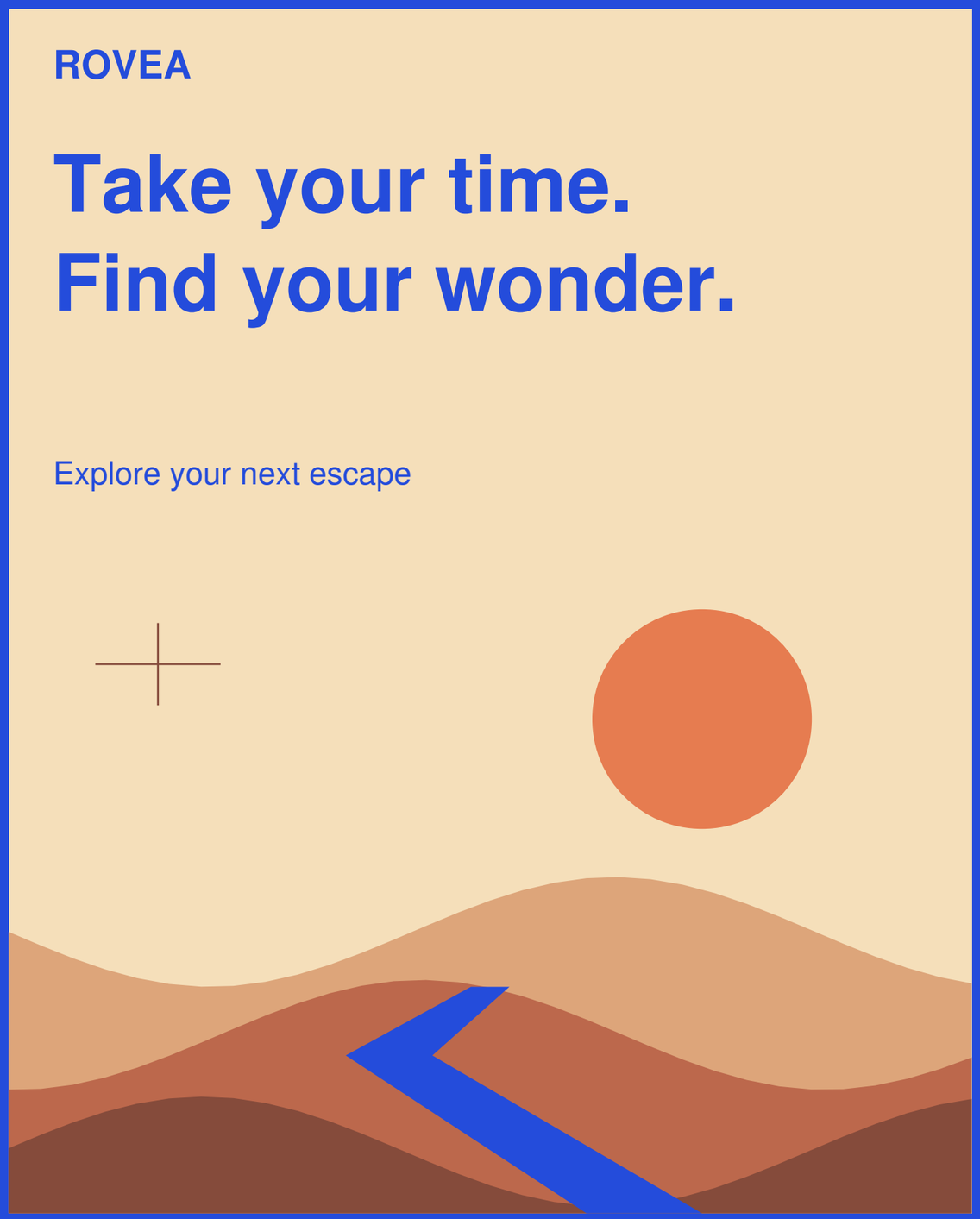


Campaign identity, original vector artwork and transcreation across English and Saudi Arabic.

ROVEA

Take your time. Find your wonder.

Explore your next escape



The invitation comes first.

A warm, unhurried tone for curious travellers. The blue route turns the journey into a recurring visual signature.

SOURCE COPY
Take your time. Find your wonder.
Explore your next escape.

Same feeling.
A local voice.

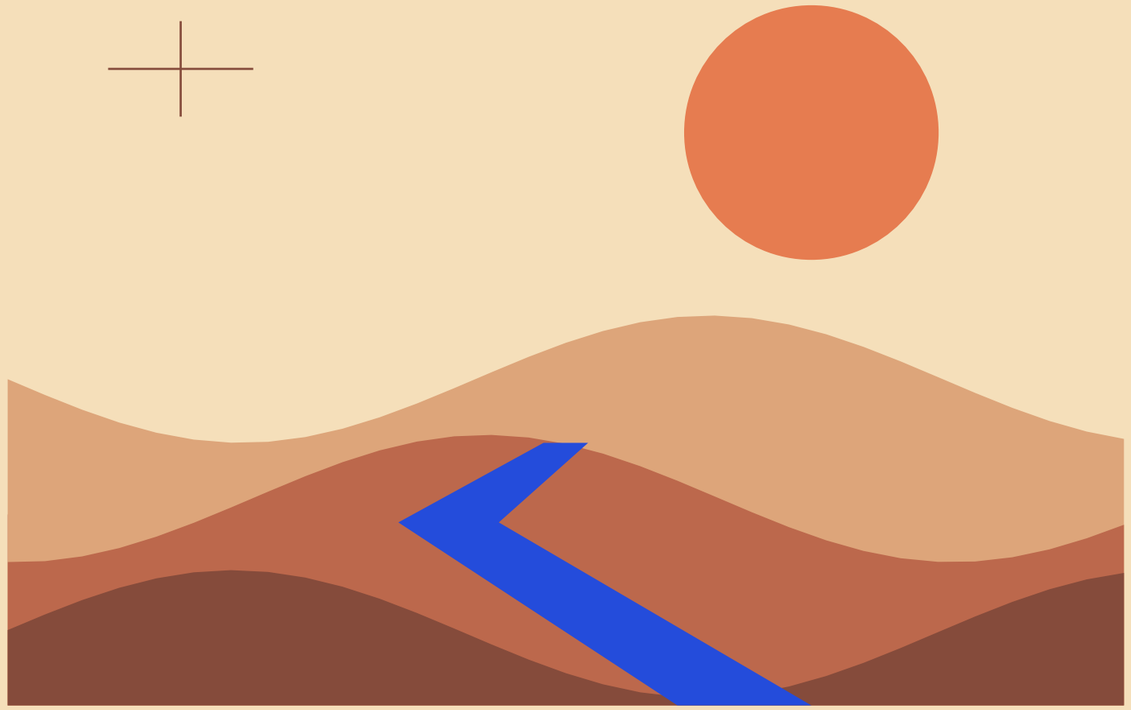
ROVEA

خذ وقتك
واكتشف أكثر

اكتشف رحلتك القادمة

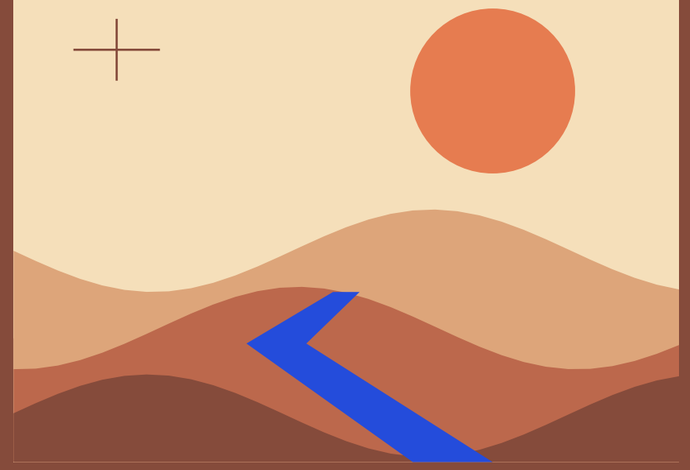
“Find your wonder” becomes an invitation to discover more. The Arabic uses direct, natural language rather than a literal abstract noun.

RTL hierarchy • right-aligned Arabic
Shorter CTA • independent line breaks
Consistent illustration and palette



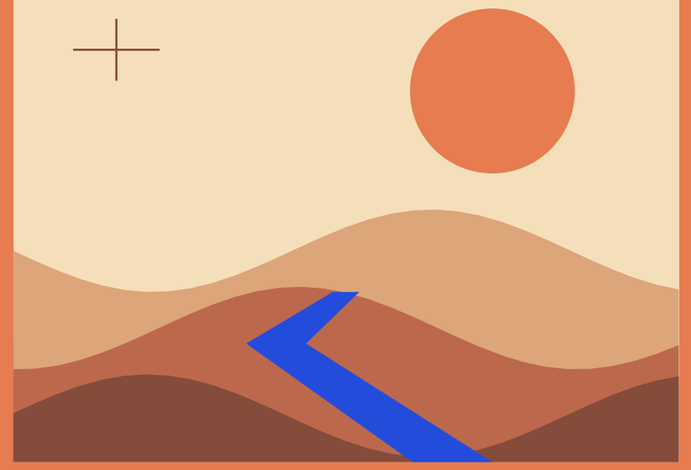
One idea. Three moments.

واكتشف أكثر



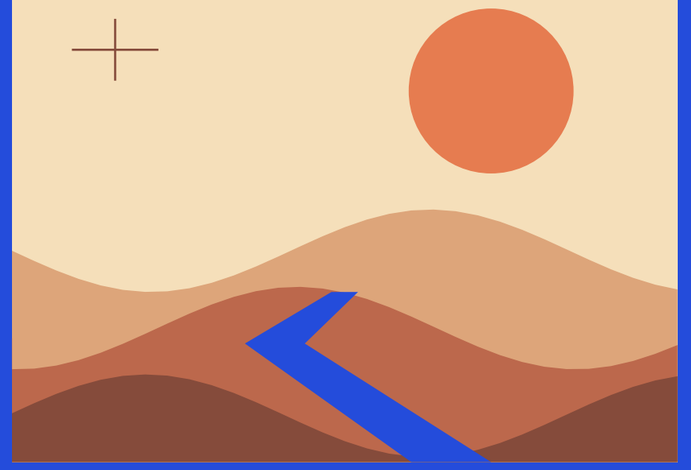
ابدأ تخطيط رحلتك

غيّر المشهد



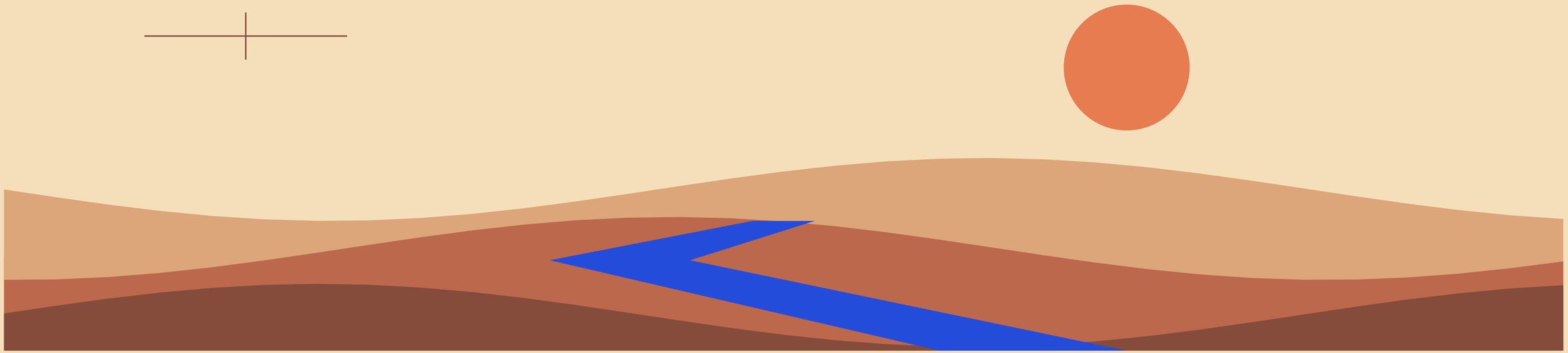
دع فضولك يختار الطريق

خذ وقتك



مساحة لتغيير الإيقاع

01 / PAUSE 02 / EXPLORE 03 / PLAN



Make room
for the unexpected.

Choose a slower route. Leave space between plans. Notice the colours, textures and small moments along the way.

اترك مساحة
للمفاجآت الجميلة

اختر طريقًا أهدأ، واترك فسحة بين خططك تأمّل الألوان والتفاصيل، واستمتع باللحظات الصغيرة على امتداد الرحلة

Designed across languages.

01 / VISUAL SYSTEM

Sculptural dunes, a single cobalt route and generous space create a coherent campaign across formats.

02 / TRANSCREATION

The English promise of personal discovery becomes a direct Arabic invitation to slow down and explore more.

03 / DELIVERABLES

English and Arabic poster masters, a three-post Arabic campaign and a bilingual editorial spread.

Fictional travel brand. Original vector landscape, not a photograph of a real destination. No commercial results claimed.