

The Portfolio of Niv Ramawthar

Creative Director | Branding • Copy • Design • Web niveche.com





About

The medium is always secondary to the message.

Over the last 20 years, my career has evolved across copywriting, design, and digital architecture. All driven by a single-minded focus on storytelling.

I believe a brand isn't just a logo.

It's a biography told through typography, colour, and voice. Whether directing large-scale campaigns or building minimalist visual identities, my goal is simple: understand the brand's language and communicate it with absolute clarity. By combining a multidisciplinary foundation with modern AI tools, I remove the friction between concept and reality, ensuring your brand's authentic voice is impossible to ignore.

The Philosophy

The story dictates the medium. From traditional craft to AI-accelerated execution, serving the core idea always comes first.

The Craft

Two decades of multidisciplinary experience spanning copywriting, digital design, web development, and comprehensive brand architecture.

The Output

Brands built as complete biographies where typography, voice, and visual identity align to communicate a singular, authentic truth.

Get in touch

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Case Studies



Case Study 01 twenty4

I built the brand from inception and led on creative direction to define its narrative

[VIEW CASE STUDY](#)



Case Study 02 Oman Insurance Company

I led the redesign of an insurance brand with a rich tradition with an eye on the future.

[VIEW CASE STUDY](#)



Case Study 03 GEMS Education

I managed the brand consolidation of a market leader with a fragmented brand narrative.

[VIEW CASE STUDY](#)



Case Study 04 Let's Organic

I developed a campaign to position the brand outside clutter and address market misconceptions.

[VIEW CASE STUDY](#)



Case Study 05 Logo Development

My process to develop logos that form the foundation for brand development.

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twenty4

The goal for twenty was to launch in the hyper-competitive Middle Eastern market fighting against a sea of fast-fashion brands. They needed to avoid the “cheap” stigma around value fashion and make a brand that feels inherently aspirational, yet entirely accessible.

BRANDING
CREATIVE DIRECTION
COPYWRITING
SOCIAL MEDIA



twenty4



Background

The brand was created as a sister brand to its more contemporary sibling, Red Tag, that overtly focused on value. Twenty4 needed to embody a more trendy voice, despite actually selling at a lower price point.

Objective

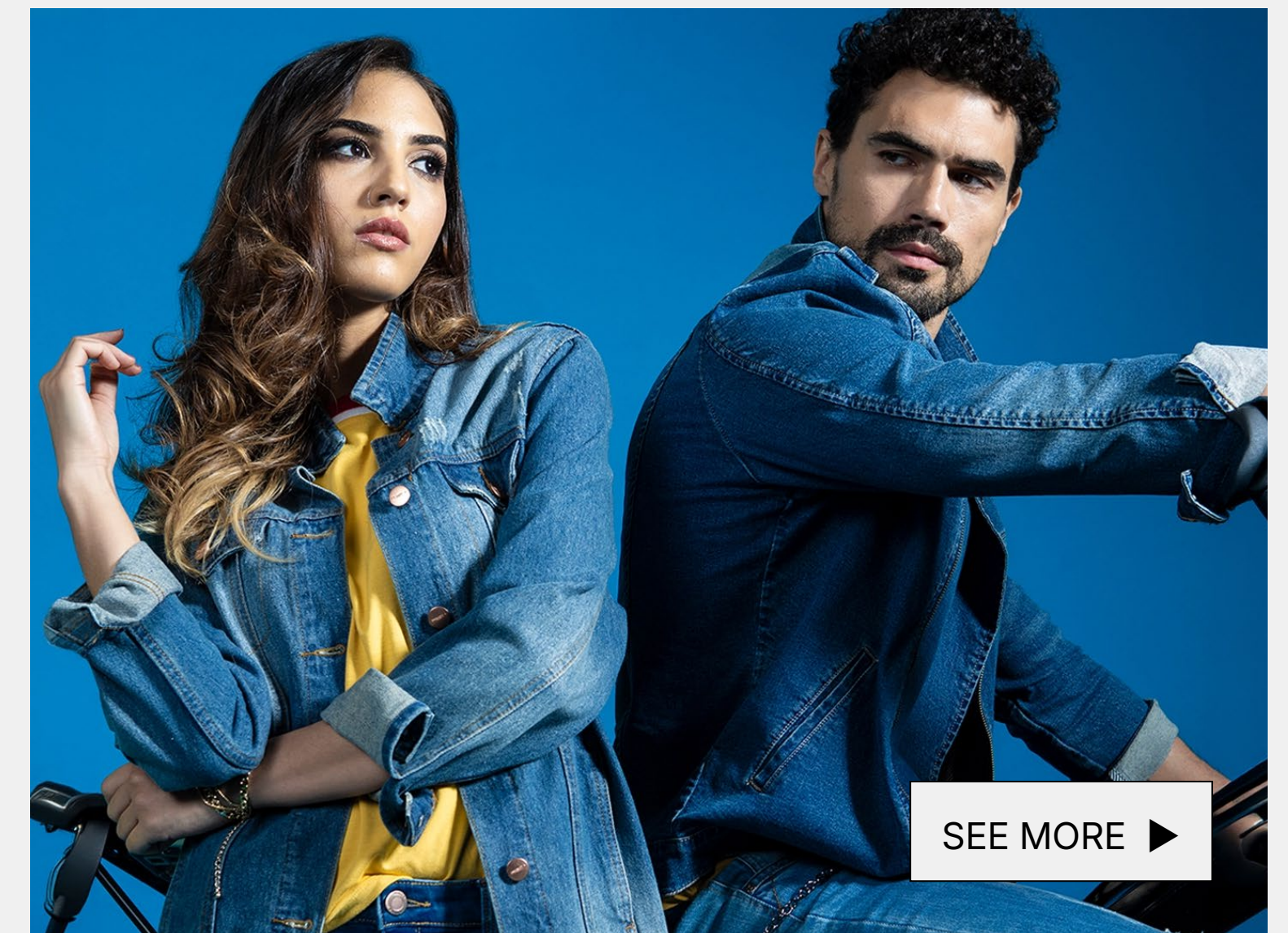
I led the project as Creative Director responsible for developing the brand voice and aesthetic as well as creating the guidelines. I would direct all shoots and oversee master visuals for all content to sustain a consistent brand narrative.

Legacy

The market fell in love with the brand that went on to become a major player in the fast fashion sector. Without a focus on pricing, the value was evident in the apparel quality and attitude of the brand. Beyond seasonal sales and special promotion, twenty4 would offer guidance on trends, fashion and accessory tips, and inspire via curated content.







Oman Insurance Company

The goal of this project was to develop a new visual language for Oman Insurance Company with a consolidated brand narrative without changing their legacy logo.

BRANDING
CREATIVE DIRECTION
COPYWRITING
SOCIAL MEDIA



Oman Insurance Company



Background

Oman Insurance Company had been one of the oldest and largest insurers in the Middle East but needed their position in the market to reflect their legacy and success.

Objective

Without touching their 40-year old logo, I was to build a brand narrative and visual style to modernise the brand yet retain its traditional roots. I needed to adapt this across all service lines and collateral to reflect a modern insurer with a cohesive brand identity.

Legacy

To illustrate how branding goes beyond a logo, I developed a campaign around the manifest, 'Forward together' to reflect how the insurer progresses with its market. With insurance as an ever-present service, every aspect of design and language reflected this ethos with the brand claiming its forecasted market share





Extended Campaign

With the 'Forward Together' firmly entrenched in the brand ethos and market share rapidly increasing, I expanded the messaging to illustrate how the brand understands its market.

With the 'Some Things You Plan' campaign, I introduced the essence of insurance with brevity, some poignance at times, humour, and relay a distinct understanding of the brand's market with the underlying subtext of 'Life will go on, whether you plan it or not, and we will be there.'

This resulted in a brand voice that stood out in an industry where insurance was generally communicated in the same tone with little distinction. And this distinction led to the company winning the prestigious 'Insurer of the Year' at the MENAIR 2020 Awards.

Sorry sir,
only sold
in pairs.



Some things you plan. Some things you don't.
We're with you for both.

For Personal Accident insurance, call **800 4746**

First class.
17 hours.
Cough. Sneeze.



Some things you plan. Some things you don't.
We're with you for both.

For Travel or Health insurance, call **800 4746**

Twenty tons
of cargo.
Three pirates.



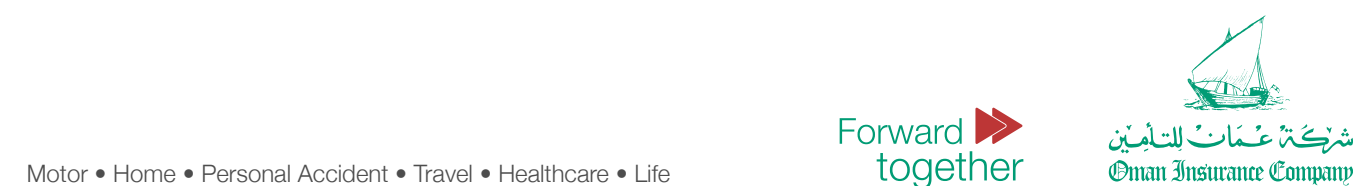
Some things you plan. Some things you don't.
We're with you for both.

For Liability insurance, call **800 4746**

I can't wait to travel to Paris and lose my passport at the hotel

Some things you plan. Some things you don't.
We're with you for both.

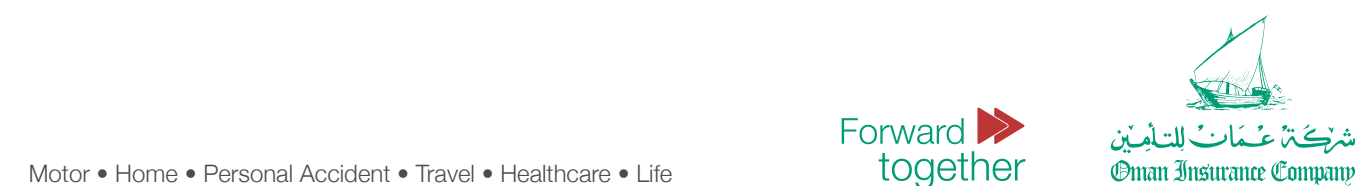
For Travel insurance, call **800 4746**



I run every morning so I can have diabetes in five years.

Some things you plan. Some things you don't.
We're with you for both.

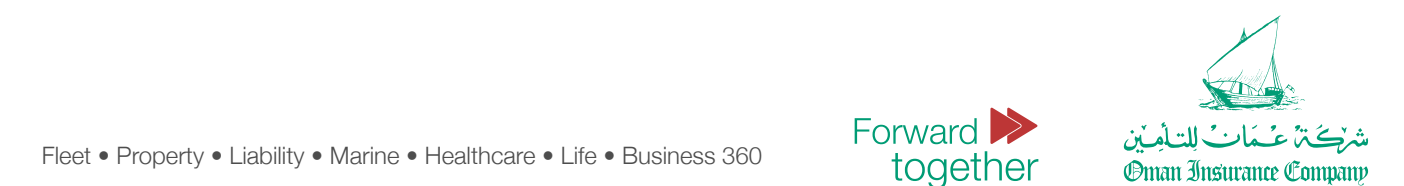
For Health insurance, call **800 4746**



My small business will thrive so my accountant can steal my profits.

Some things you plan. Some things you don't.
We're with you for both.

For Liability insurance, call **800 4746**



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GEMS Education

I joined the GEMS Education project to introduce some harmony to an ever-growing market leader that was the largest K-12 private education provider in the world.

BRANDING
CREATIVE DIRECTION
COPYWRITING
SOCIAL MEDIA



GEMS Education



Background

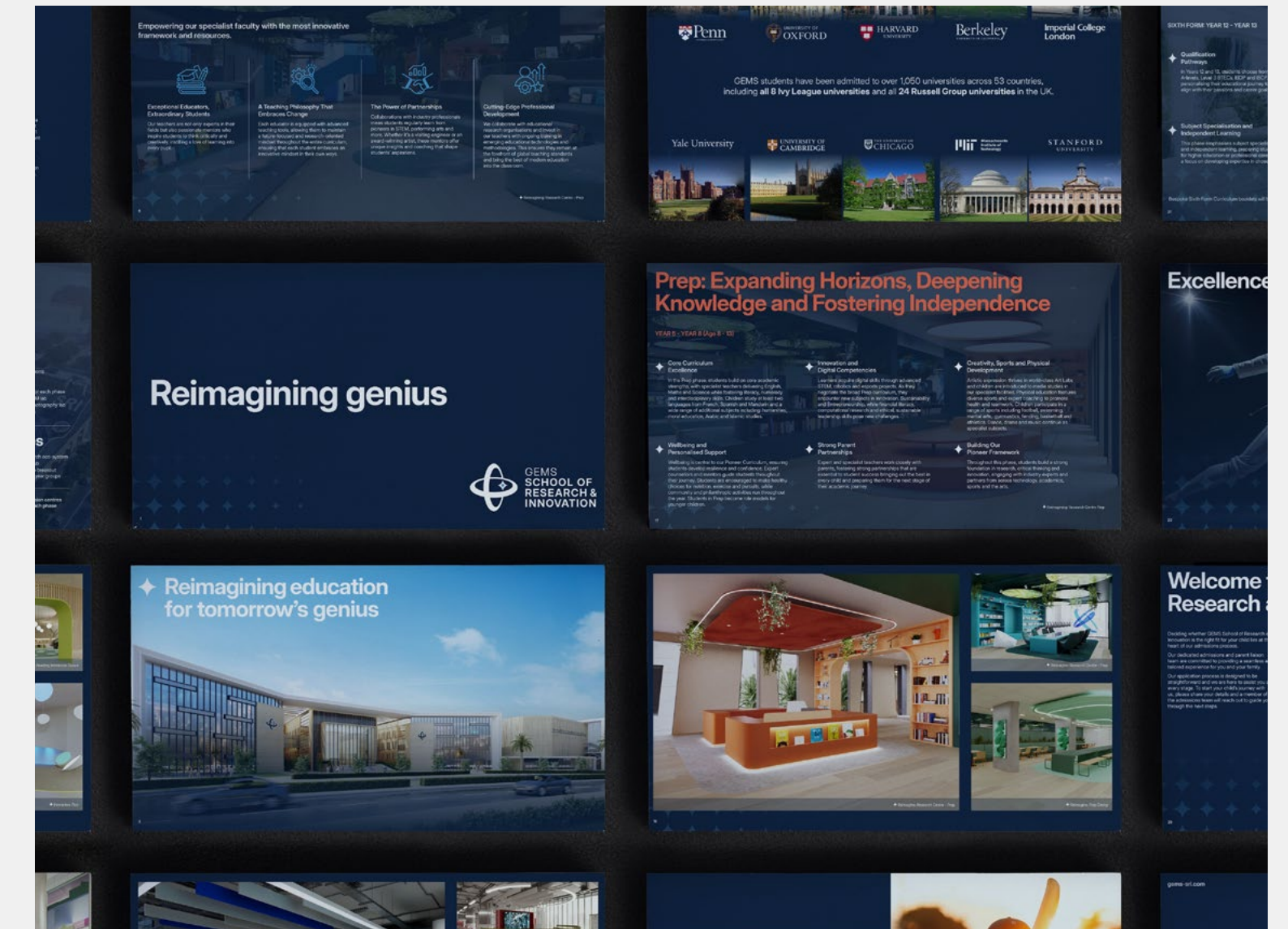
GEMS Education had almost 50 schools in the region and their growth strategy meant that the brand was defined by its schools and not any intrinsic identity.

Objective

I was to audit the brand and provide a strategy to define the GEMS Education brand. This would be translated into comprehensive Brand Guidelines that would pinpoint the common thread across all schools to unite the GEMS Education name as well as provide opportunity for the brand to expand into other ventures.

Legacy

With defined brand guidelines, a unified messaging (reviving their 'We See Genius in Every Child' campaign), and defined brand presence across all schools (I called the GEMS Halo), the organisation could flourish and expand beyond schools under a single narrative.



The child that makes a small change in class can make a huge change in the world.



Mark Thompson, GEMS World Academy - Dubai

Animal-loving inventor and future veterinarian visionary

Education is the key to unlocking potential.
We see the greatness within.
We see more.



A child that enjoys expressing her talent needs a field to grow her passion.



Chiara Noja, GEMS FirstPoint School – The Villa

Exceptional student with a golfing talent and future LPGA tournament champion

Education is the key to unlocking potential.
We see the greatness within.
We see more.



The child that creates with her hands can, one day, use the same precision to heal the world.



Ayesha Khan, GEMS Al Barsha National School

Gifted artist and future dentist extraordinaire

Education is the key to unlocking potential.
We see the greatness within.
We see more.



Because once you see potential all you can imagine is greatness.

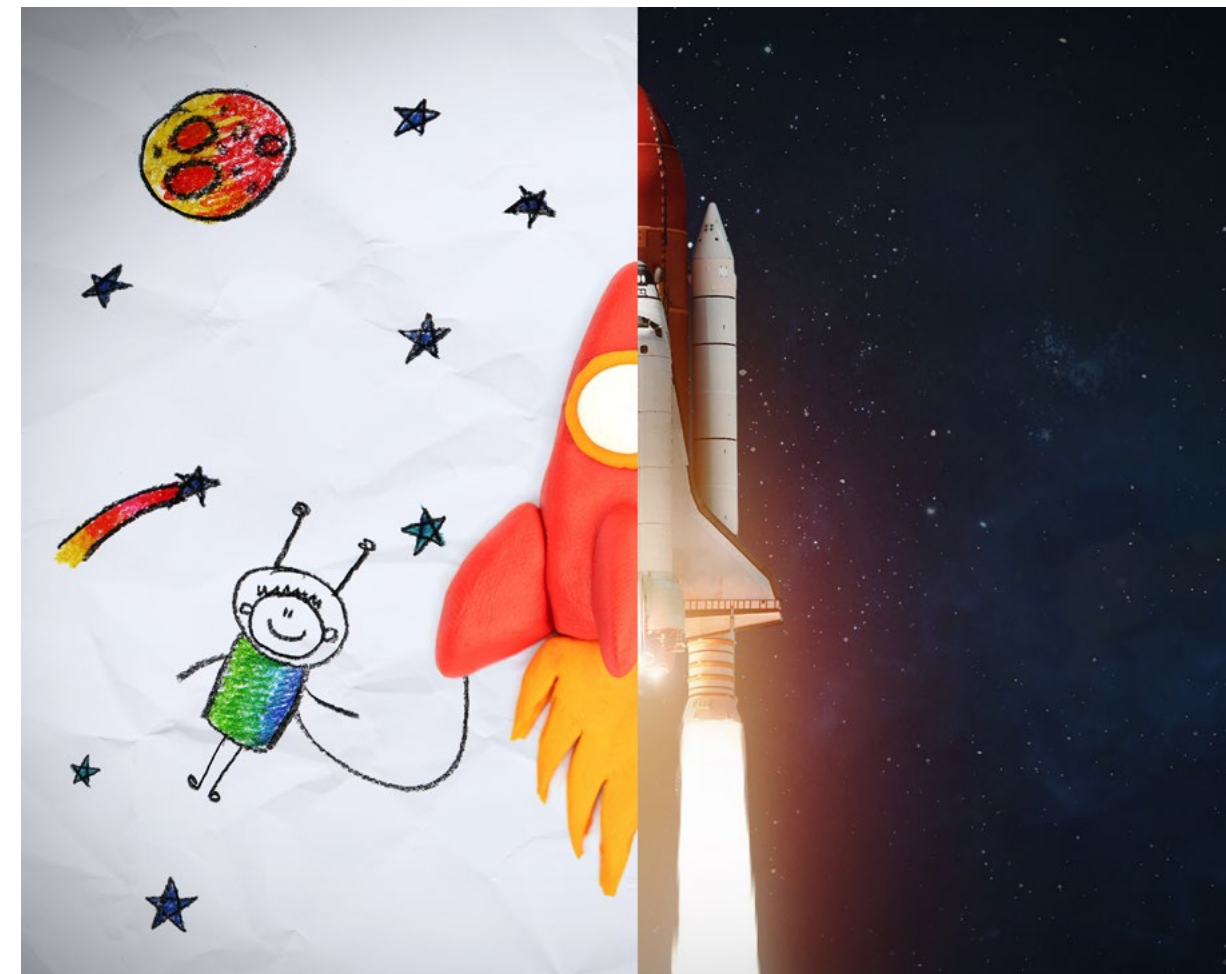


Learn Art and Biology to develop your talents with us.

We see their greatness.
We see their potential through their actions and their words.
We see the part of them that will elevate them to brilliance.



Because once you see potential all you can imagine is greatness.



Learn Science and Aeronautics to develop your talents with us.

We see their greatness.
We see their potential through their actions and their words.
We see the part of them that will elevate them to brilliance.



Because once you see potential all you can imagine is greatness.



Learn Architecture and Town Planning to develop your talents with us.

We see their greatness.
We see their potential through their actions and their words.
We see the part of them that will elevate them to brilliance.





Expanding the brand

The solid brand foundation led to the creation of expanded projects that would expand on the GEMS identity to provide a holistic approach to cultivating genius. This included:

Family First: A platform focused on building family values

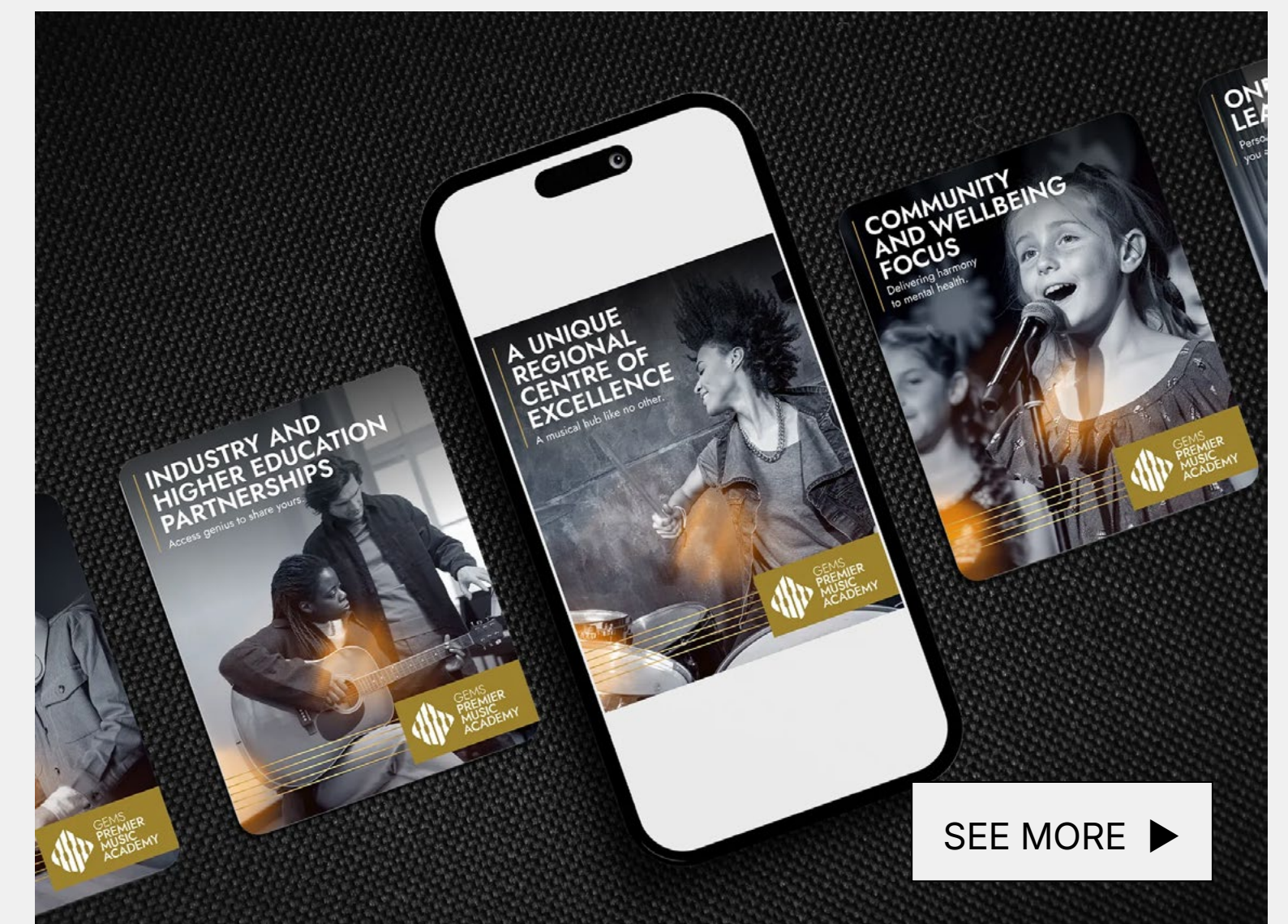
Determined Genius: A programme to instil grit and drive in all students

Beyond100: A longevity programme to promote healthy living

The Premier Music Academy: A dedicated Music Academy in partnership with Steinway & Sons.

The Forum: An exclusive networking club for high net-worth parents and partners of GEMS

I was responsible for building these sub-brands and ensure they complied with the primary positioning of GEMS Education. I also contributed to many schools' collateral as well including logo designs and rebrands, marketing collateral, and sub-brand guidelines.



Let's Organic

The incredible rise of healthy eating and wellness in public consciousness brought with it a stigma on the trend being fleeting. Let's Organic wanted a long term premise to cut through the clutter and overturn misconceptions.

BRANDING
 CREATIVE DIRECTION
 COPYWRITING
 SOCIAL MEDIA



Let's Organic

Cut the %  !\$&

Let's be **real.**

Background

With the wellness and healthy eating sector thriving, there was also a growing stigma around it being a fad and softer lifestyle choice. Let's Organic launched in this space and needed to stand out while retaining a formidable premise.

Objective

I was tasked with creating a brand narrative that challenged the misconception that healthy organic food was a fad for 'softer' individuals. To build genuine conviction, our communication had to be the antithesis of traditional advertising, stripping away the fluff for something radically authentic and direct.

Legacy

I adopted an anti-establishment tone that completely subverted traditional organic marketing. The campaign hinged on a provocative hook: "Cut the %@\$&. Let's be real." to position Let's Organic as an unapologetic truth-teller. This grounded the campaign in radical transparency, proving the brand wasn't afraid to call out industry junk and strip food down to its honest, uncompromised core.

Get the %☢️!\$& out



Let's be real.



No more %☢️!\$&



Let's be real.



Enough of this %☢️!\$&



Let's be real.



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Logo Development

Crafting a lasting brand identity requires leaving subjectivity at the door. I approach logo design not as an art project, but as visual engineering. To ensure every mark I build is strategically sound, structurally flawless, and built to scale, I rely on a rigorous, three-phase methodology.

BRANDING
CREATIVE DIRECTION
COPYWRITING



Logo created for Old Fashioned creative

Phase I: The North Star

Great design solves business problems. Before sketching, I define the brand's absolute essence, i.e. the 'why.' This strategic purpose becomes the anchor for every creative decision that follows.

Phase II: Structural Integrity & Semiotics

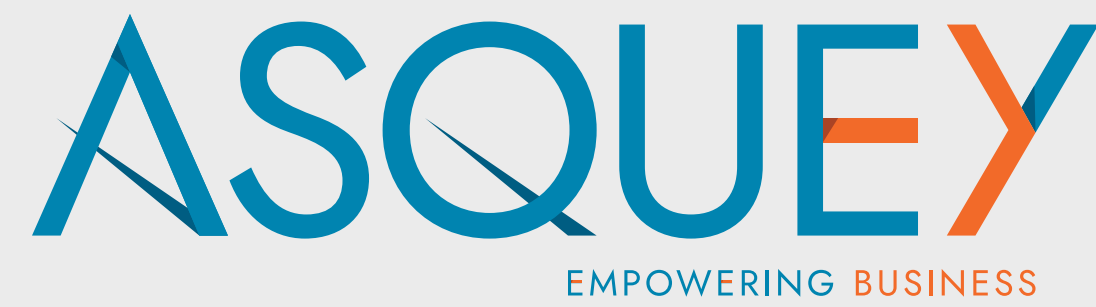
I design strictly in black and white first. Utilising semiotics, I engineer forms and symbols that carry inherent meaning. By stripping away the crutch of colour, I ensure the mark has the foundational strength and silhouette to work in any environment.

Phase III: Strategic Polish & Colour Theory

Once the form is locked and the meaning is clear, the execution is refined. I layer in precise colour theory and fine-tune the final details, transforming a strong structural concept into a living, breathing brand asset.



AI-first digital transformation for education
Design | Tagline | Brand Positioning



Business Assessment and Consulting
Design | Tagline | Brand Positioning



High net worth community club
Name | Design | Brand Guidelines



Arabic Fashion for the young and trendy
Design | Brand Positioning



Wellness program for positive lifestyle choices
Name | Logo | Brand Strategy



Film Production Company
Design



Elite Music School
Design | Brand Positioning



Advertising Production Company
Design



Talent Management Agency
Name | Design | Brand Strategy



Arabic Desserts Company
Arabic Calligraphy | Design



K12 School
Name | Design | Tagline



Family-Orientated Community Programme
Design

Niv is a multidisciplinary creative director who helps ambitious companies uncover their core why and translate it into powerful, cohesive communication reflecting a strong identity. Blending high-level strategy with intelligent design systems, he crafts purpose-driven brands that cut through the noise, shape perception, and command true connection in an increasingly automated world.

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