

CLIENT CASE STUDY
DUBAI INTERNATIONAL
CAPITAL, DUBAI.

DUBAI INTERNATIONAL CAPITAL

BRAND CREATION AND IMPLEMENTATION



OVERVIEW

Dubai International Capital LLC is a Dubai-based international investment company with a primary focus on private and public equity.

It was established in 2004 as a wholly owned subsidiary of Dubai Holding with the mandate to build an international portfolio of diverse business assets across a broad range of industries in North America, Europe, Asia-Pacific, and the Middle East and North Africa region (MENA). The company manages an international portfolio of diverse assets valued at USD 6 billion.

CHALLENGE

The challenge was to amend the company's existing identity whilst maintaining the core colour palette. We developed a new brand architecture to reflect its growth with the addition of four specialised investment divisions: Dubai International Private Equity; Dubai International Capital Global Equities; Dubai International Capital Emerging Markets; and Dubai International Capital Asset Management.

SOLUTION

We developed Dubai International Capital's brand identity on a core essence of "delivering value growth". We introduced an extended corporate colour palette to delineate the individual divisions, with the objective of creating a more cohesive master/parent brand, with the flexibility to act as stand-alone sub-brands.

We created a coherent brand system that extended across numerous applications – corporate brochures, stationery, online – and provided the client with fully comprehensive brand guidelines.





Underlying investment philosophy is to take a long-term view, follow
businesses with good management and credible strategies, and to
their long-term prospects through management incentives
at decisions.

Optimisation of long-term
which we invest



We reflect on what we've achieved before we look to new horizons. That's what makes us who we are.

Welcome to Dubai International Capital.

Dubai International Capital LLC is a Dubai-based international investment company with a primary focus on private and public equity. Established in 2004, the company has rapidly emerged as a leading global investment company with an extensive portfolio of investments across a broad range of sectors. Dubai International Capital's key objectives are to achieve above market returns on its investments in both established and developing private equity markets; to assist in the growth and development of its portfolio companies; and to provide stakeholders with a world-class team of industry professionals who utilize their extensive market knowledge to drive winning investments around the globe.



Dubai International Capital





DUBAI INTERNATIONAL CAPITAL
PRIVATE EQUITY

DUBAI INTERNATIONAL CAPITAL
GLOBAL EQUITIES

DUBAI INTERNATIONAL CAPITAL
EMERGING MARKETS

DUBAI INTERNATIONAL CAPITAL
ASSET MANAGEMENT

CHAIRMAN'S OFFICE

Company Profile

Established in 2004, Dubai International Capital LLC (DIC) is a Dubai-based international investment company that primarily focuses on private and public equity.

Latest News

Sameer Al Ansari of Dubai International Capital Recognised at 2nd Annual Private Equity World Awards MENA 2008 for Contribution to the Industry

Dubai International Capital Honoured by Dubai Corporate Counsel Group

Oct 2008: Dubai International Capital Publishes Its First Private Equity Annual Review

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