TRANS
ARABIAN
GULF
ADVERTISING

Signage, outdoor, exhibitions and events.

Designed, built and installed by our own team since 1984. Al Khobar, Saudi Arabia.

About TAGA

Forty-two years of building brands in the Kingdom.

Trans Arabian Gulf Advertising (TAGA) was founded in Al Khobar in 1984 and is led by Eng. Abdullah Kamel Mufti.

We design, fabricate and install signage, outdoor advertising, exhibition stands, interiors and event builds for ministries, banks and global brands. Our designers, engineers, workshop and installation crews are all in-house, so one team answers for the whole job.

Our work runs across every province of Saudi Arabia and into Bahrain, the UAE, Kuwait and Qatar.

Mission

Top-quality, cost-effective and complete solutions for brands across Saudi Arabia.

Vision

To lead the Kingdom's advertising and signage industry through professionalism, enthusiasm and quality.

1984

founded in Al Khobar

42

years of work across the Kingdom

100+

brands served

5

countries: KSA, UAE, Bahrain, Kuwait, Qatar



Flagship project

We built the world's largest billboard.



3,000 m²

certified by Guinness World Records

3,000 m² of outdoor advertising structure for LG, with JCDecaux ATA, at King Khalid International Airport in Riyadh. Guinness World Records certified it on 16 September 2014.

Flagship project

Diriyah Gate, in mud-brick style.

Hoarding walls 250 m long by 14 m high and 500 m by 12.5 m, a 4,000 m² structure for the Diriyah Gate Development Authority, and mud-render structural works with the authority's seal lit into the walls.



Landmark with the lit seal at dusk



Backlit seal on a mud-render …



Arabic calligraphy relief inside

Flagship project

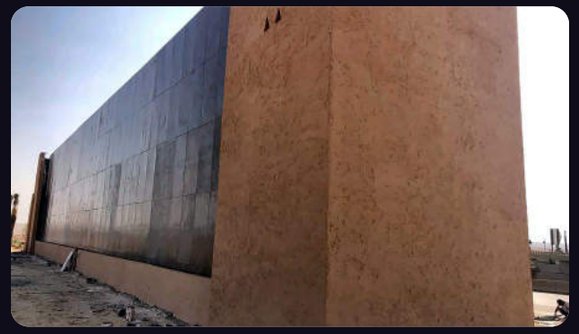
From site to skyline at Diriyah Gate.



Billboard on a mud-render tower



Tower graphics beside the highway



Perimeter wall



Road frontage



Tower in build



Wall in build



Installation crew

Track record

Named projects, 1992 to today.

1984

Founded in Al Khobar

1992

Eastern Province branch signs for NCB, now SNB. Showrooms for Samaco (Audi, VW, Porsche) and Al Naghi (Range Rover)

1994

Honda showrooms for Abdullah Hashim Co.

1995

KIA and Nissan showrooms for Al Jabr, GM for Al Jomaih, kingdom-wide showroom and unipole signs for Al-Fozan

1997

Eastern Province branch signs for Sony, Samsung and JVC

2002

Holiday Inn Al Khobar for Alhokair, Mazda showrooms for Haji Hussein Alireza

2011

Airport-road hoardings in Riyadh and Dammam for JCDecaux, delivered in 90 days. Algosaibi hotel signs

2014

Ajyal project hoarding in Al Khobar for Saudi Aramco. The 3,000 m² Guinness World Record billboard

2017–20

Ashley HomeStore showrooms in Jeddah, Al Hassa, Al Khobar, Madinah and Khamis Mushait for Alrugaib

2019

Diriyah Gate development

2021–23

Woodwork and interiors for King Faisal University, SABIC, Al-Fozan and Al Faryan Group

What we do

Three divisions, one team.

One contract, one schedule and one point of contact, from the first concept to the last installation.

Brand and outdoor

- Signage and channel letters
- Building cladding and facades (ACP)
- Unipoles, hoardings and billboards
- Steel structures and civil works
- Wayfinding
- Vehicle branding and brand identity

Exhibitions and interiors

- Booth and exhibition design
- Fabrication and installation
- Interiors and joinery from our workshop
- Maquettes and 3D visualisation

Events and LED

- Event concept and design
- Stage, sound and lighting
- LED screens, rental and installation
- Crowd and guest management
- Filming and show-day control

How we work

How a project moves.

01

Concept

We agree the idea, the audience and the budget.

02

Design

Layouts, 3D renders and artwork for your approval.

03

Produce

Fabrication, printing and screen content in our workshop.

04

Install

Delivery and on-site build, to your schedule.

05

Operate

Show-day crews, technicians and support.

Brand and outdoor

Storefronts and showrooms.

Shop signs, dealership fronts and facade cladding, from the first drawing to the night the letters are switched on.



Ashley HomeStore facade



Ashley showroom, Al Khobar



Isuzu and Subaru dealership



Land Rover showroom



Xerox storefront



Red Bull Mobile store



Newtons interior branding



Facade cladding in progress

Brand and outdoor

Names on buildings, lit day and night.

Hotel, healthcare and corporate identity on the buildings people drive past every day.



Algosaibi Village



Amazon facility



Alfa Labs branches



Corporate tower branding



Modern Care Medical Complex



Gravity, by day

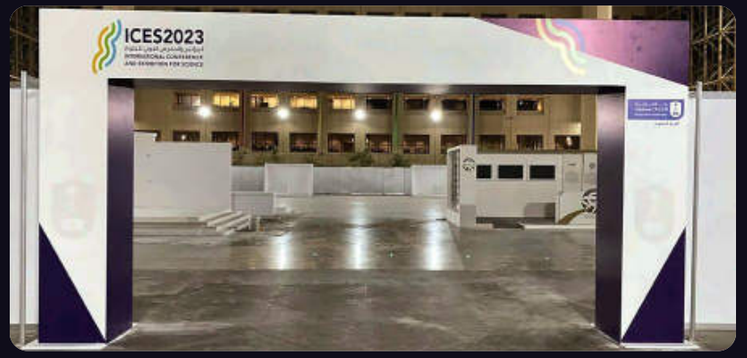


Gravity, lit at night

Brand and outdoor

Letters, lightboxes and roadside boards.

Event gates, lit storefronts and highway boards, built to be read at a glance.



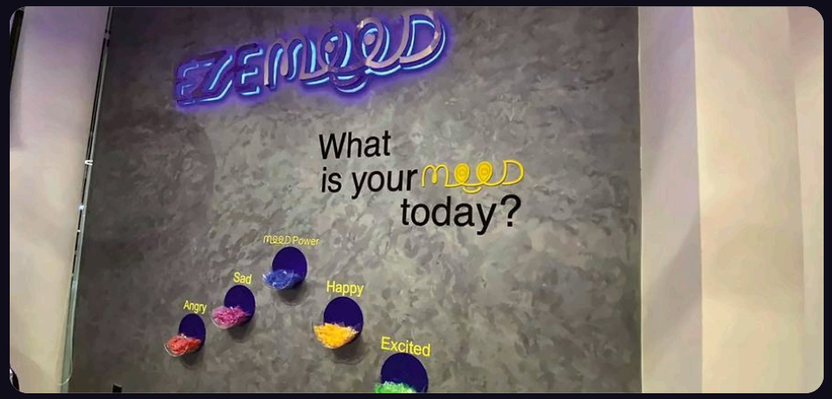
ICES 2023 event gate



Senses storefront



Senses, lit at night



Retail feature wall



Madar highway board



Madar Bahrain unipole

Brand and outdoor

Brass, calligraphy and quiet details.

Laser-cut brass, raised letters and suspended signs for hotels, offices and public buildings.



Brushed-brass concierge marker



Laser-cut brass directory



Brass plate, prayer rooms



Raised letters, side view



Suspended lit sign



Acrylic letters, detail

Case study

Savola’s headquarters sign, up in 41 days.

Frame, structure, Arabic and Latin lettering and lighting on a working office tower, installed at height and handed over lit.



Day 4: Frame goes up



Day 12: Structure and base lettering



Day 22: Arabic logotype mounted



Day 33: Lettering complete



Day 38: Final checks



Day 41: Lit at night

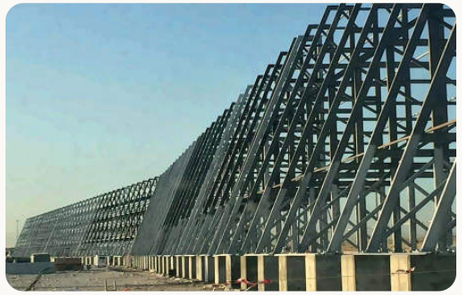
Brand and outdoor

Steel, concrete and hoardings at skyline scale.

We fabricate the steel, pour the foundations and raise the structure ourselves, so the sign and what holds it up come from one team.



Steel fabrication



Steel frame



Steel structure, crew at work



Steel structure



Crane erection



Concrete works



Earthworks



Asharqia Chamber hoarding



Hoarding wall

Brand and outdoor

Signs that tell people where to go.

Directional, room and safety signage for campuses, malls, hospitals and exhibition halls.



Saudi Aramco, Riyadh Refinery exhi...



Mall management



Security checkpoint



Conference room status



First aid point



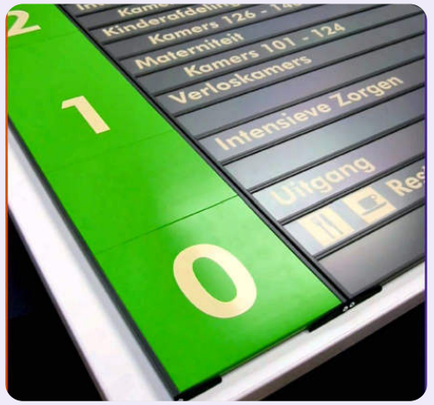
Room sign



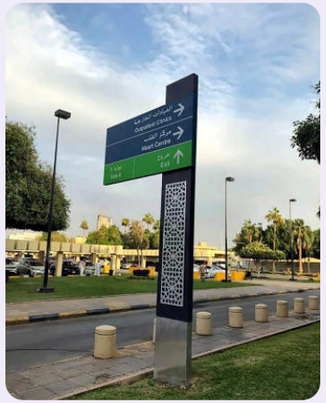
Executive suite



Parking zone



Floor directory



Outdoor directional sign

Brand and outdoor

Fleets and brand identities.

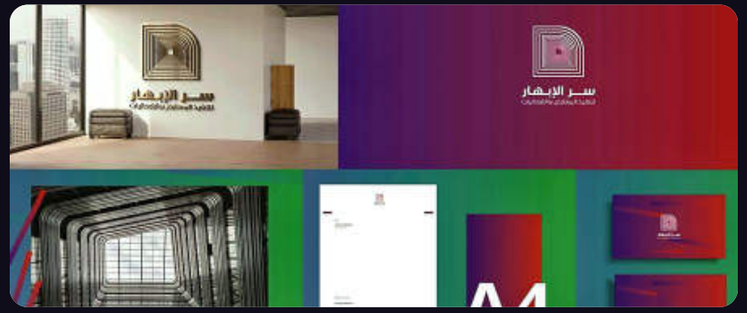
Vehicle wraps that carry a brand down the highway, and the identity systems behind them.



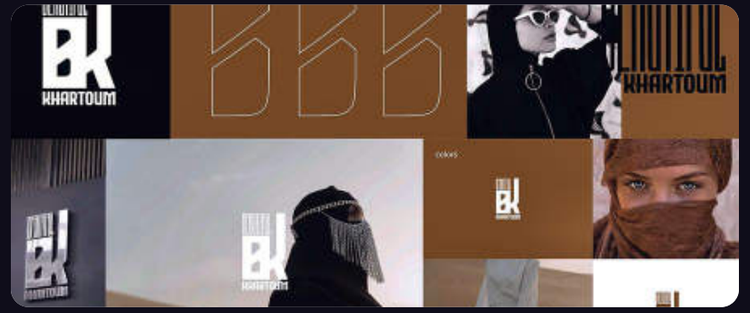
Axiom Telecom fleet



Delivery truck fleet



Brand identity



Brand identity



Stationery and merchandise

Exhibitions and interiors

Exhibition stands, built in our workshop.

Pharma pavilions, energy stands and university booths, fabricated in Al Khobar and installed on site.



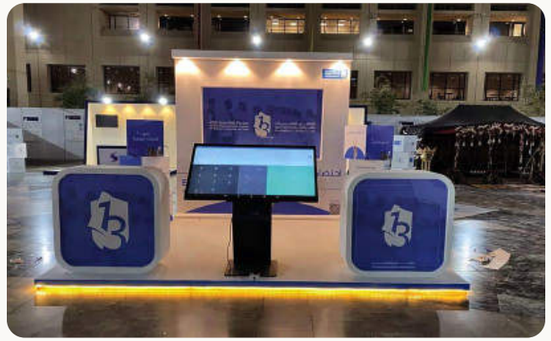
Pharma stand



Weatherford energy stand



University stand



Kiosk stand



Pharma exhibition



Riyadh First Health Cluster stand



Media stand



Corporate stand

Exhibitions and interiors

Signed off in 3D, built as drawn.

Every stand is rendered and approved before fabrication starts. Top row: the render. Bottom row: what we built.



Render



Render



Render



Render



Built



Built



Built



Built

Exhibitions and interiors

Concepts and pavilions.

Early 3D concepts for pavilions, feature walls and compact stands.



Pavilion concept



Feature wall concept



Pavilion concept



Stand concept



Stand concept



Stand concept

Exhibitions and interiors

Offices, lounges and the workshop behind them.

Fit-out for boardrooms, executive offices and reception areas, made in our own joinery workshop.



Boardroom



Office fit-out



Lounge



Executive office



Registration area



Our workshop floor

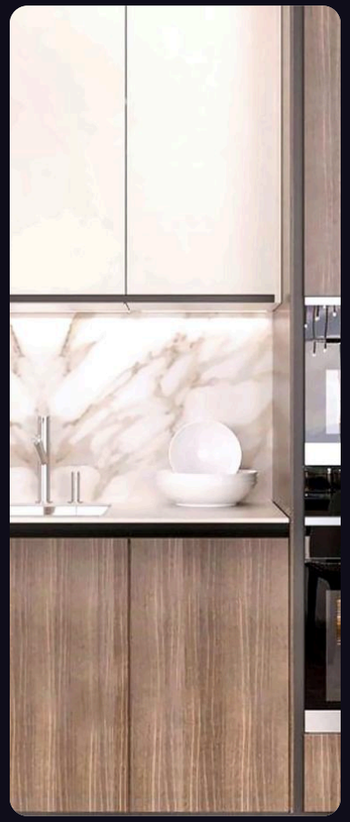


Material stock

Exhibitions and interiors

Doors, kitchens and cabinetry.

Bespoke joinery cut, finished and installed by our own team.



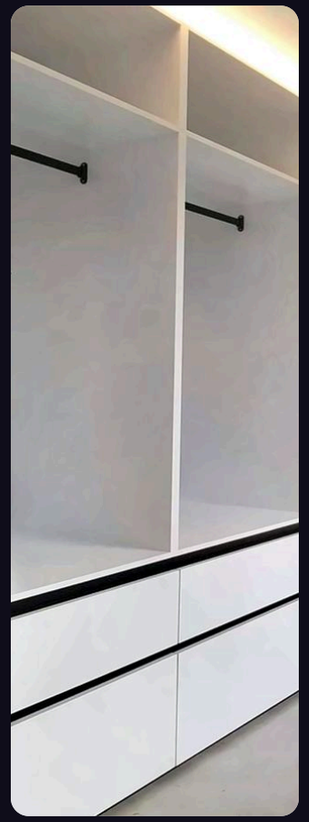
Kitchen



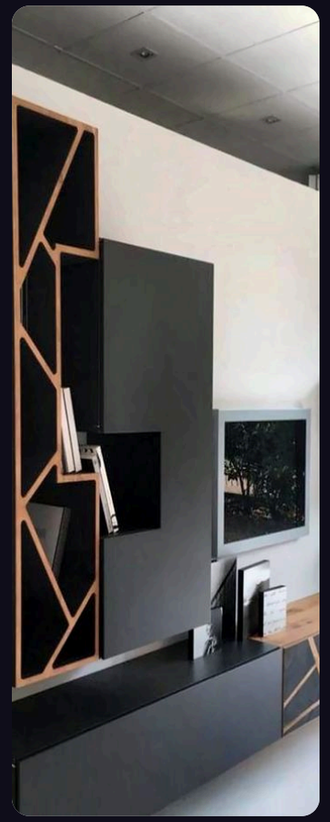
Pivot door



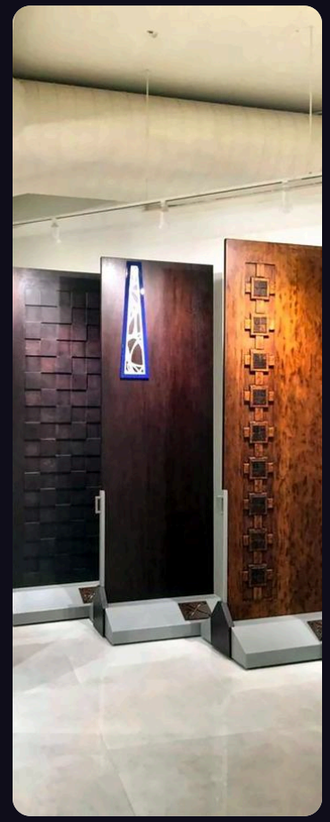
Entrance door



Wardrobe



TV unit



Door range



Interior door

Events and LED

Conferences, launches and national days.

Stage, sound, light and LED, built and run by our own crew from set-up to the last session.



Conference hall, LED stage



Kellogg's brand activation



IAU conference stage



Esplanade event



Flag-wall LED backdrop



Event hall build



Conference hall



Main stage

Events and LED

Entrances, outdoor builds and LED walls.

Branded gates and outdoor sets, and LED screens we install ourselves. Bottom row: one outdoor wall, from frame to switch-on.



IAU event entrance



Founding Day event, Najm



Outdoor event



1. Frame



2. Modules



3. Wiring



4. Switched on

Clients

Some of the names we've worked for.

- Ministry of Sport
- SNB
- Ministry of Culture
- Najm
- Sony
- Panasonic
- enso
- Saudi Energy Efficiency Center
- Al Yamamah University
- Saudi Fransi Capital
- Saudi Electricity Company
- King Saud University
- Al-Fozan Group
- Alhokair
- Rikaz
- Axiom Telecom
- Zamil Group
- Al-Khaleej Computers
- Schneider Electric
- 3M
- Ford
- Carrier
- Goodyear
- Bobcat
- Saudi Aramco
- Holiday Inn Al Khobar
- Kia
- Isuzu
- Mazda
- Samsung
- Honda
- Nissan

Also: Saudi Aramco, SABIC, JCDecaux, Diriyah Gate, Weatherford, Al Jomaih (GM), Samaco, Al Naghi (Range Rover), King Faisal University, Al Magrabi Optics, Bank Aljazira and Ashley HomeStore (Alrugaib).

Why TAGA

Why clients come back.

Since 1984

Four decades of work across the Eastern Province and the Kingdom.

One accountable team

Design, fabrication, civil works and installation under one contract and one contact.

Approved before built

3D renders and maquettes let you sign off the design before fabrication starts.

A world record on our CV

We built the 3,000 m² Guinness World Record billboard at Riyadh's airport in 2014.

TRANS
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Let’s plan your next project.

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