



COMPANY PROFILE



We turn **ideas**
into **powerful**
brands

MAR 2026

TABEL OF CONTENT



01 About Us

02 Mision & Vision



03 Our Approach

04 Our Values



05 Our Services

07 Our Impact



08 Our Team

09 Our Clients



11 Brand Transformation

13 Why Branding Matters?



14 Future Outlook

About Us

Sapphire Branding Agency is a creative branding and media production company dedicated to **helping** organizations build strong, meaningful, and impactful brands.

Our team combines creativity, strategic thinking, and modern design approaches to deliver **branding solutions** that communicate clearly and inspire audiences.

Sapphire helps Afghan and regional businesses transform into modern, competitive brands through a combination of strategy, creativity, and storytelling.

Our approach connects business goals with audience emotions, resulting in brands that are not only beautiful, but effective.



Our Vision

We turn brand challenges into stories that drive **growth and loyalty**, transforming every idea into an experience that resonates and inspires

Our Mission

To empower businesses through **strategic branding**, innovative design, and impactful storytelling that drives **growth** and builds **long-term** brand value.



Our Approach

Our work follows a structured and collaborative process designed to ensure clarity, creativity, and impact.

Discovery

We begin by understanding our client's goals, challenges, and vision.



Research & Analysis

We study the market, audience, and competitors to identify opportunities.

Strategy Development

We develop a clear brand strategy and communication framework.



Creative Design

Our creative team transforms strategy into powerful visual and media solutions.

Implementation

We deliver professional branding assets ready for real-world impact.



Our Values

Creativity

We push boundaries to create bold and meaningful brand experiences.

Integrity

We build trust through honesty, transparency, and commitment.

Collaboration

We work closely with our clients as partners, not just service providers.

Excellence

We deliver high-quality work that meets international standards.

Impact

We create brands that don't just look good — they perform and make a difference.



Our Services

Sapphire Branding Agency provides a range of branding and creative services designed to help organizations build strong identities and communicate effectively.





Brand Strategy

We develop clear brand positioning, messaging, and direction to help organizations communicate their identity effectively.

- Brand positioning
- Brand messaging
- Brand identity development
- Communication strategy



Visual Identity

We create distinctive visual identities, including logos and brand systems, that ensure consistency and recognition.

- Logo design
- Corporate identity systems
- Brand guidelines
- Graphic design



Creative Media Production

We produce high-quality videos and visual content that tell engaging and impactful stories.

- Video production
- Documentary production
- Promotional videos
- Social media content



Digital & Communication Design

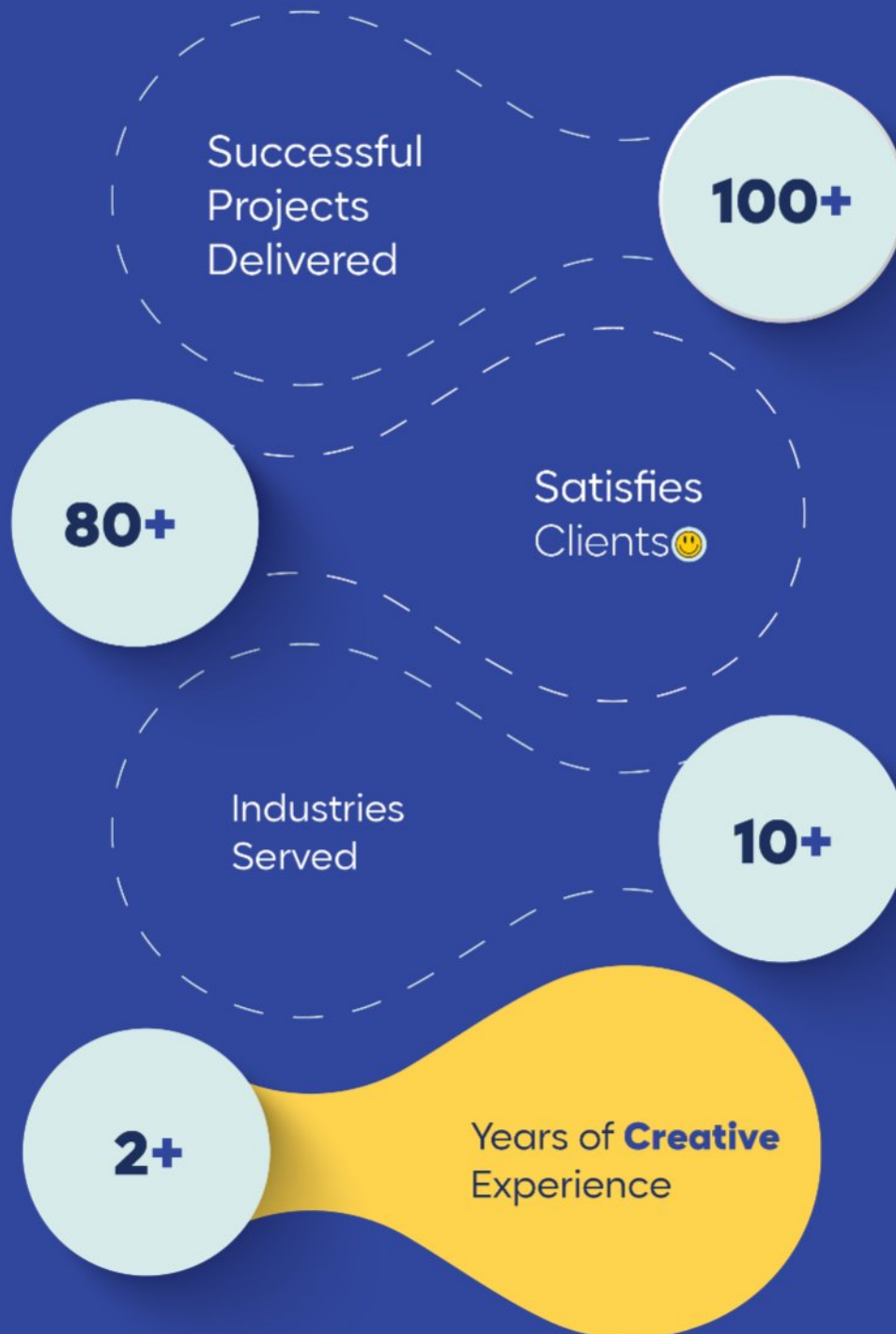
We design digital and marketing materials that help brands communicate clearly and connect with their audiences.

- Social media branding
- Campaign visuals
- Presentation design
- Marketing materials



Our Impact

We focus on measurable results from brand recognition to audience engagement.



Our Team



SHABIR KHALILI

CEO & Founder

A Bachelor of Computer Science (BCS) graduate with a strong interest in creativity, visual storytelling, and strategic brand development.



HAMID WALIZADA

Chairman

An Afghan entrepreneur and the founder of Zodbaz, Lapis Village, and Angoora. He holds degrees in BBA, Law, and Political Science from Kabul University.



**ABDUL
GHAFAR MUMTAZ**

CMO & Founder

A young Afghan entrepreneur and Civil Engineering graduate from Kabul Polytechnic University. He gained early experience with a Canadian institution while running his first business.



FERDAWS MUH

Creative Director

A creative director with a Bachelor of Fine Arts in Graphic Design from Kabul University focused on delivering innovative and impactful visual concepts.



NAWID EQBAL

Graphic Designer

A creative graphic designer specializing in creating engaging social media visuals.



**AHMAD
MILAD ZAFAR**

Graphic Designer

A Graphic Designer with a Bachelor of Fine Arts in Graphic Design from Kabul University, skilled in branding, logo design, layout and...



AFTABUDDIN AMIRI

Social Media Manager

A results-driven Social Media Manager focused on growing brands through engaging content and effective digital strategies.



NAZIM AFGHAN

Graphic Designer

A Graphic Designer with a Bachelor of Fine Arts in Graphic Design from Kabul University, specializing in creating visually compelling and effective design solutions.



ELYAS OMARI

Video Grapher

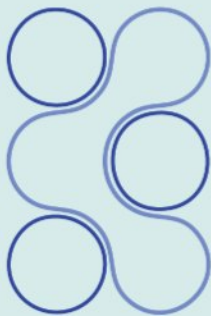
A videographer skilled in capturing and producing high-quality visual content that tells engaging and impactful stories.

Our Clients

We have collaborated with a diverse range of organizations, startups, educational institutions, and media initiatives.

Our clients value creativity, professionalism, and strategic thinking in every project we deliver.

Through our work, we aim to build long-term partnerships and contribute to the growth of our clients' brands.



Key Clients

We have proudly collaborated with startups, organizations, and institutions across various industries.



Brand Transformation

Challenge:

The client needed a strong and professional brand identity to attract international tourists.

Solution:

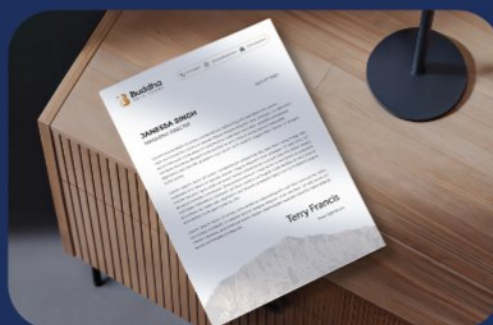
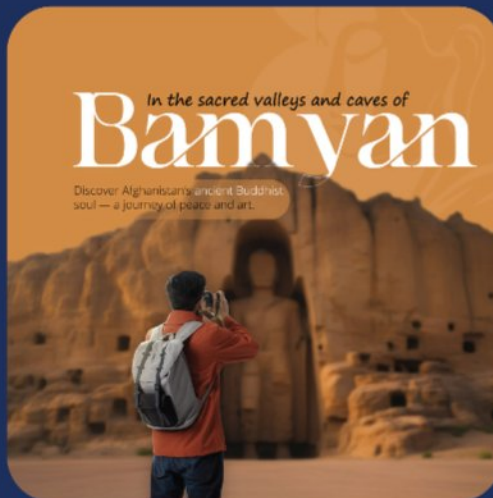
We developed a complete branding system including logo, visual identity, and promotional materials focused on cultural storytelling.

Result:

The brand achieved stronger visibility, improved trust, and increased engagement with international audiences.



Buda Path Tours Company is a tourism service provider in Bamiyan, Afghanistan, dedicated to supporting Buddhist visitors from abroad. The company offers facilities such as guided tours, accommodation, and safe transportation for tourists who come to see the famous Salsal and Shamama Buddha sculptures.



Brand Transformation

Challenge:

Zodbar needed a strong brand identity to stand out in the competitive logistics market.

Solution:

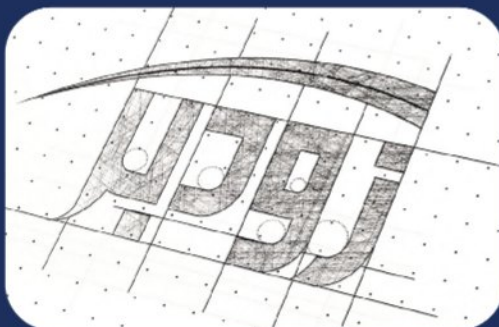
We created a complete branding system—logo, visual identity, and communication materials—focused on reliability, speed, and global connectivity.

Result:

The brand gained visibility, stronger client trust, and higher engagement across markets.



Zodbar Company is a forward-thinking organization committed to delivering innovative solutions and high-quality services. Guided by professionalism and creativity, the company aims to create meaningful value for its clients and partners.



Why?

BRANDING MATTERS

**Branding is more than a logo.
It is the identity, voice, and
personality of an organization.**

Strong branding helps
organizations:

Build trust and credibility
Communicate their mission
clearly Stand out in competitive
environments Connect
emotionally with audiences
Create long-term value

At Sapphire, we help
organizations build brands that
are memorable, meaningful, and
impactful.



Future Outlook

Looking ahead, Sapphire aims to expand its services regionally and develop advanced digital branding systems. We plan to launch structured branding workshops and collaborate with international partners to bring global insights into the local market. Our ambition is to position Sapphire as a leading strategic branding authority.





Where Ideas Come From



+93 791 02 0101 | info@sapphire.af | www.sapphire.af

Address: Shahr-e-Naw, opposite Majid Mall, House No. 9