

**Brand Overview**

Waj aims to be a unified platform that connects beauty providers with end-users in UAE. It embraces technology to empower beauty providers by offering an array of tools that simplify business management and enhance customer engagement. Brand commitment is rooted in elevating lives, bridging the gap between external beauty and internal wellness, ensuring every service is seamless, tailored, and truly holistic.

**Objectives**

They wanted brand identity which is subtle and reflect the brand's vision. Something that is modern, elegant, and approachable aesthetic.

**Services**

- Arabic & English Logotype
- Brand Identity Design
- Digital Presence
- Brand Guidelines

**Industry**

Beauty & Wellness Technology Platform

**v**

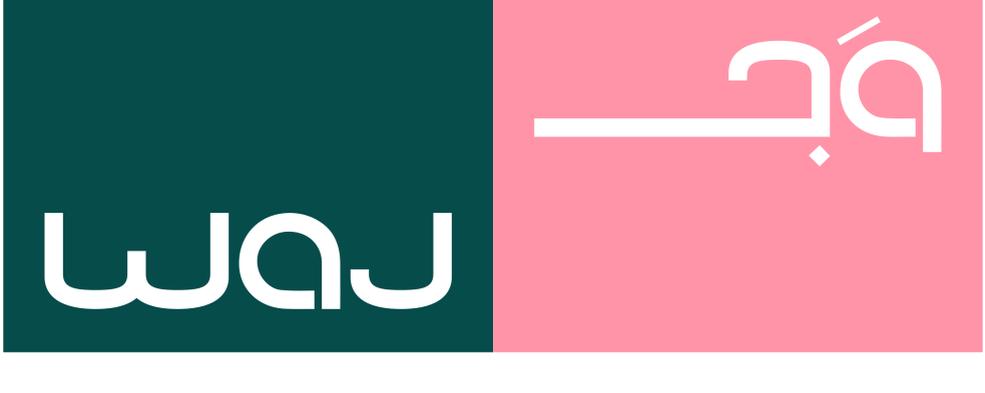
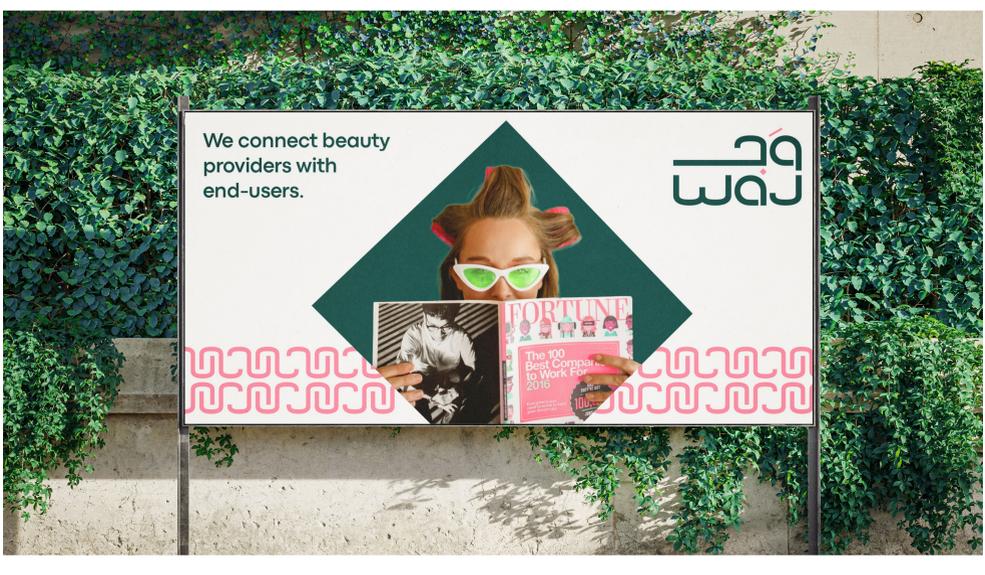
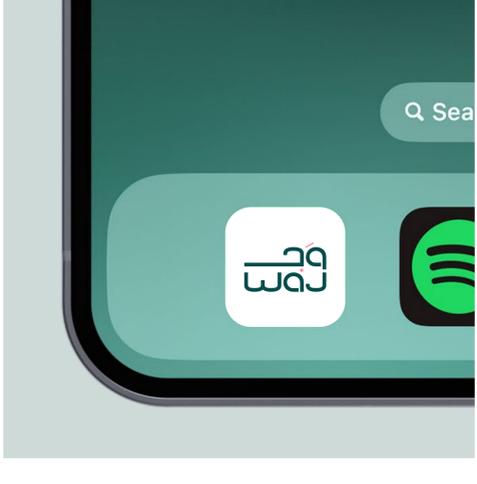
Intuitive Technology, Empowering Beauty, Cultivating Wellness. Are the key touch points I worked on to develop the brand personality. By creating an elegant, contemporary multilingual logo that can present the brand vision and trigger customers emotions. And a visual language that is approachable and can be applied to variety of design applications. Through different print and digital channels.

**Approach**

I started with research on competitors and target audience. then brainstorming and sketching to get the logo concepts. Took much inspirations to create solid structured designs. And then Implementing what is best for the brand look and feel to get the modern future facing identity that audience will admire and meets the stakeholders vision.



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**Bookings**



**Staff**



**My Business**



**Inventory**

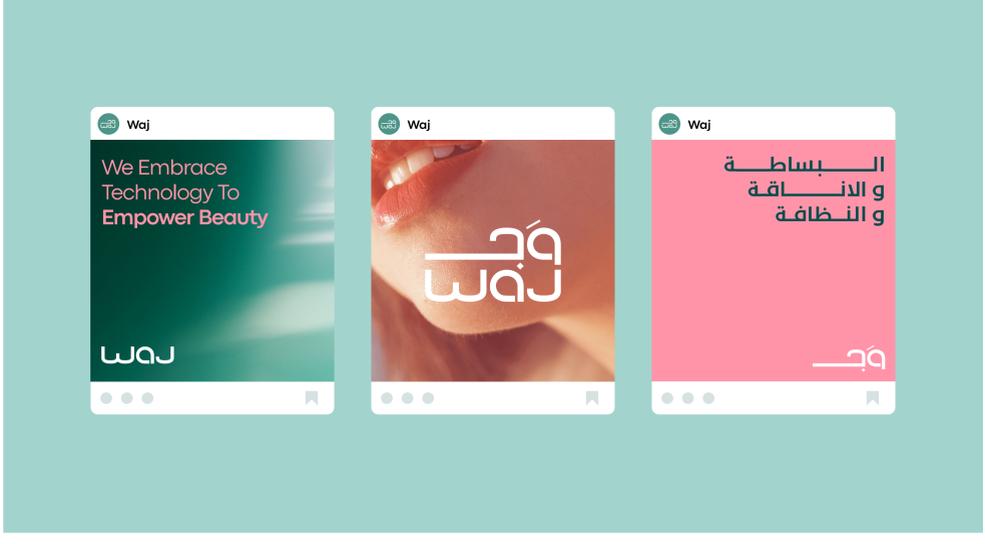
**Offering Tools**  
That simplify business management and enhance customer engagement.



احصل على افضل خدمات الحلاقة



Our commitment is rooted in elevating lives

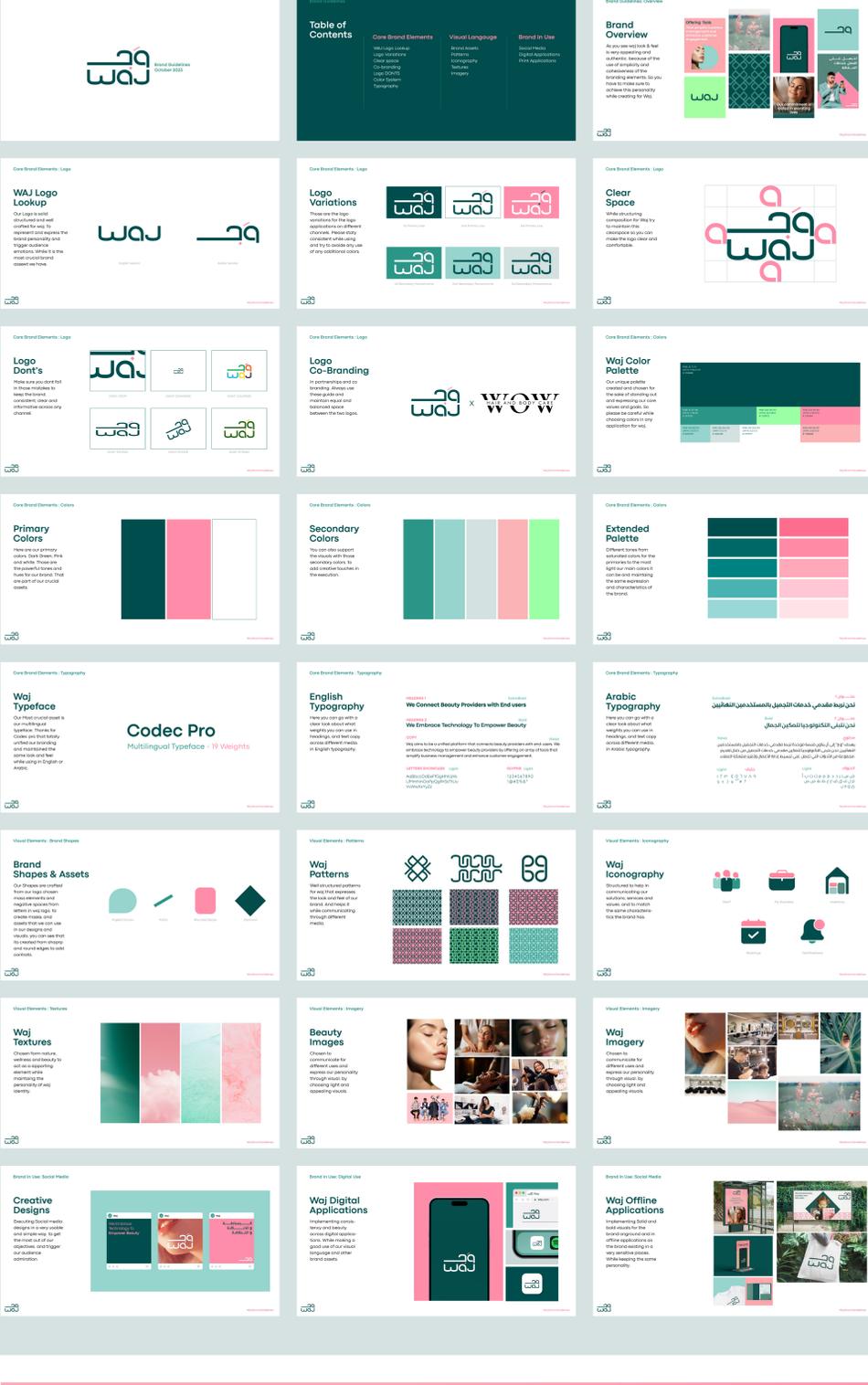


**Codec Pro** Multilingual Typeface - 19 Weights

**كوديك برو** متعدد اللغات - 19 وزنًا

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Thanks For Watching

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