



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

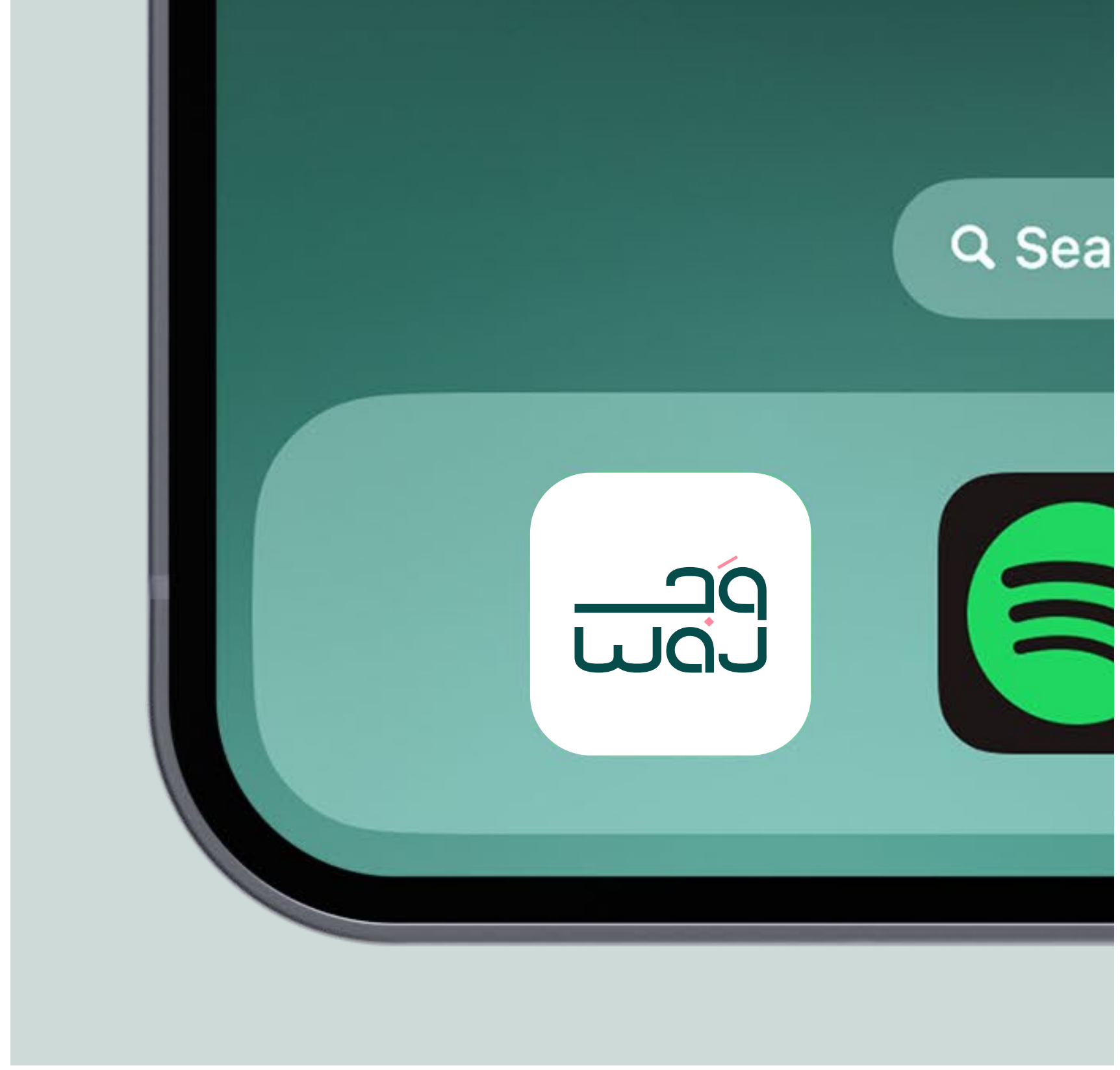
Intuitive Technology, Empowering Beauty, Cultivating Wellness. Are the key touch points I worked on to develop the brand personality. By creating an elegant, contemporary multilingual logo that can present the brand vision and trigger customers emotions. And a visual language that is approachable and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

Approach

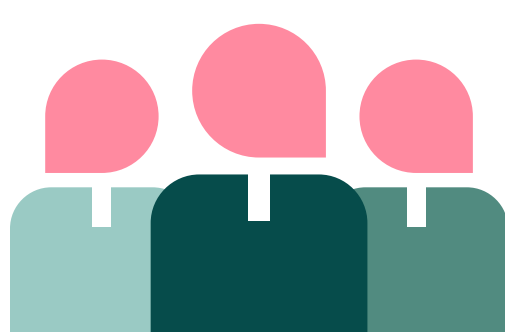
I started with research on competitors and target audience. then brainstorming and sketching to get the logo concepts. Took much inspirations to create solid structured designs. And then Implementing what is best for the brand look and feel to get the modern future facing identity that audience will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



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RGB: 95 157 146 CMYK: 71 18 48 1 #: 5F9D92	RGB: 205 255 193 CMYK: 24 0 38 0 #: CDFFC1	RGB: 255 164 180 CMYK: 0 49 10 0 #: FFA4B4	
RGB: 183 220 215 CMYK: 31 0 17 0 #: B7DCD7	RGB: 226 236 235 CMYK: 11 2 7 0 #: E2ECEB	RGB: 255 255 255 CMYK: 0 0 0 0 #: FFFFFFFF	RGB: 245 186 187 CMYK: 0 35 15 0 #: F5BABB



Bookings



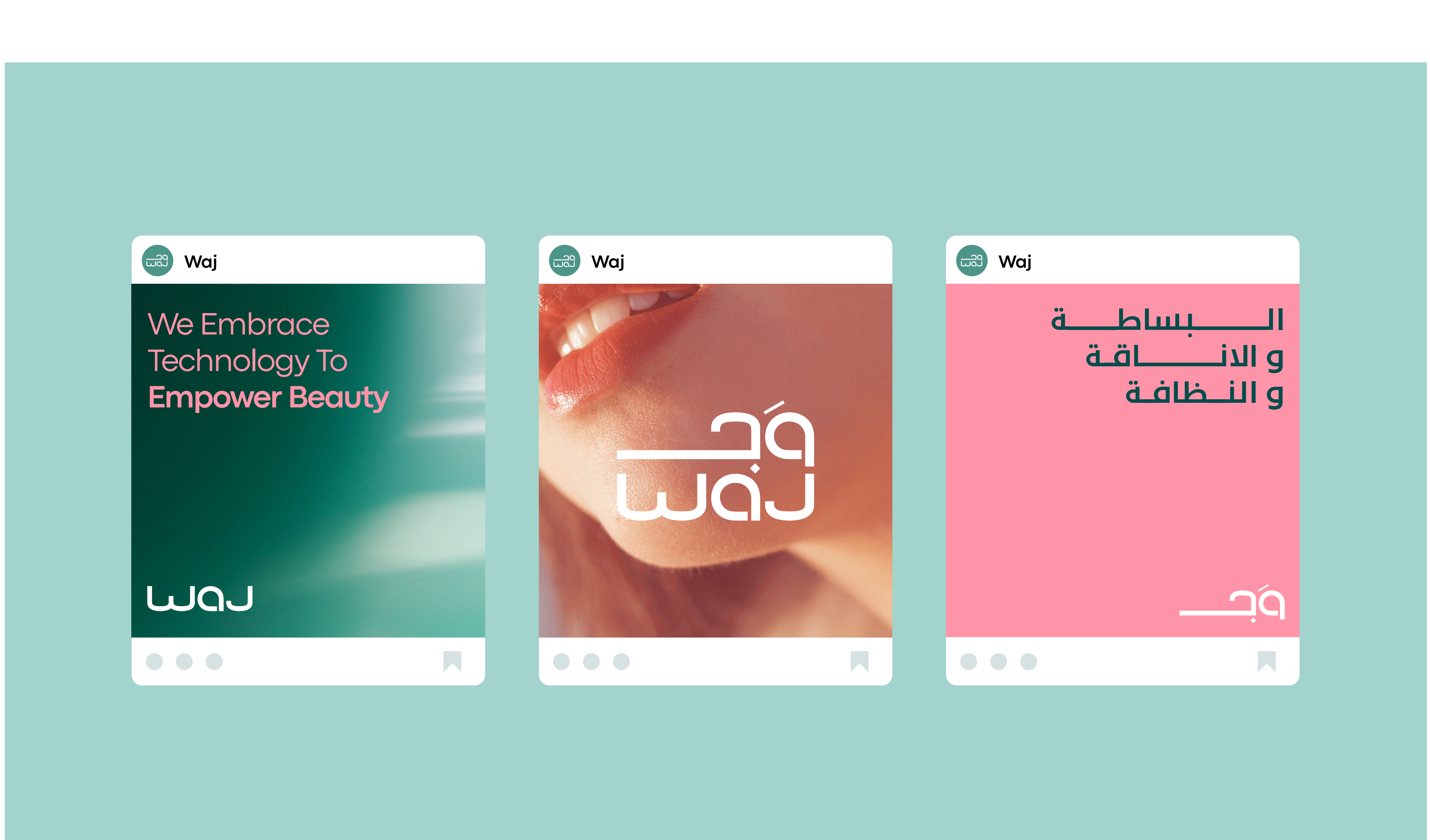
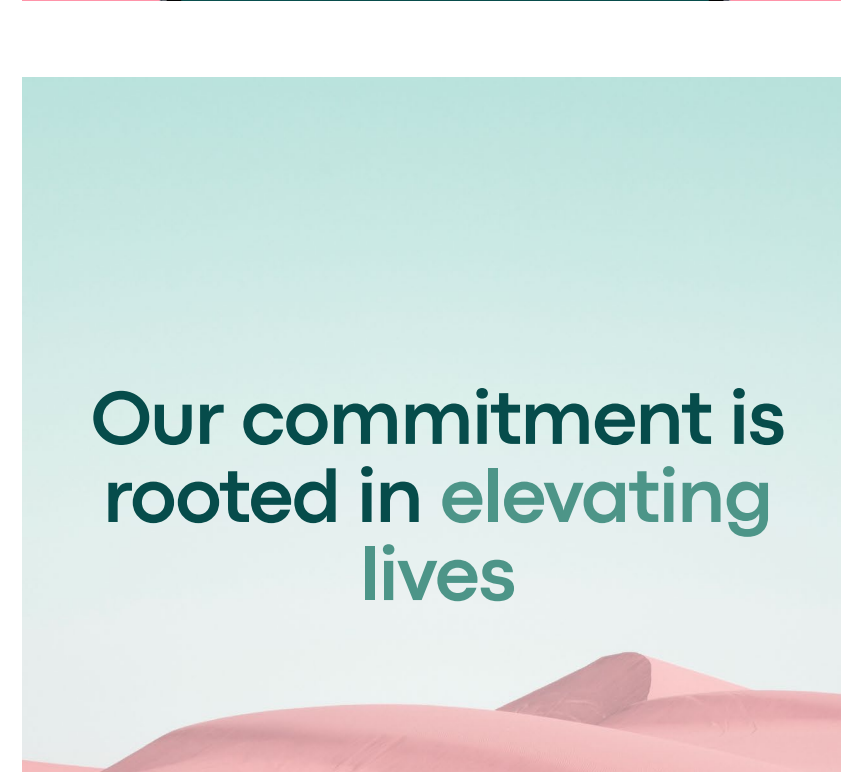
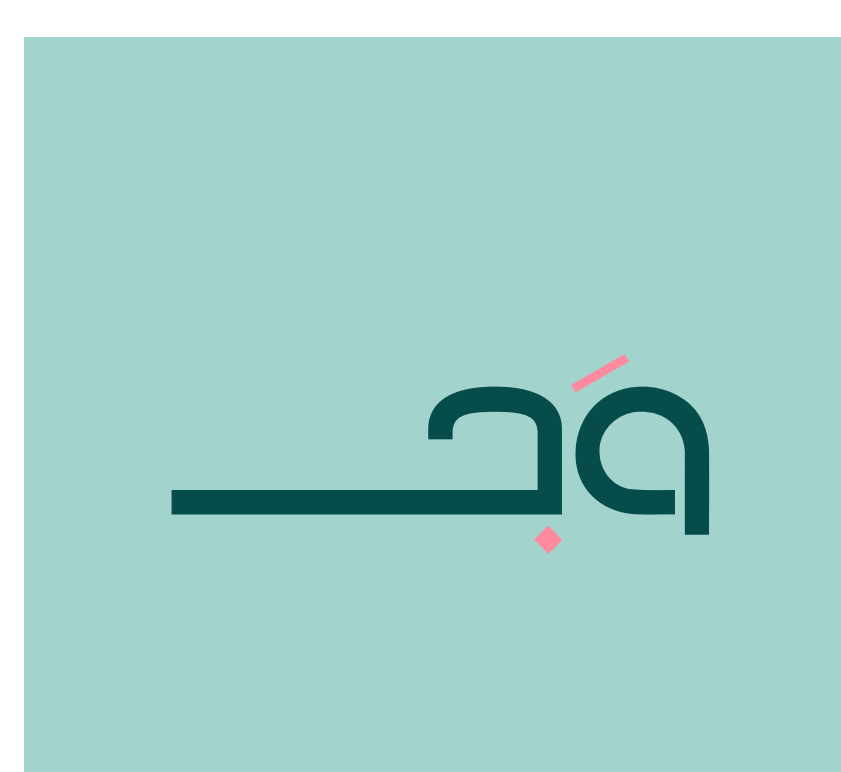
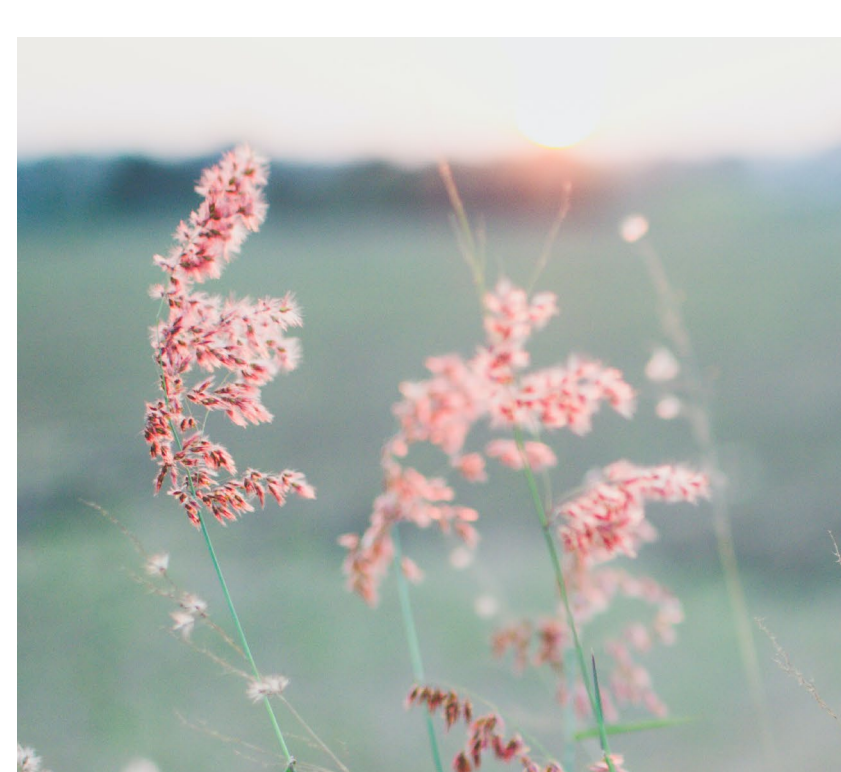
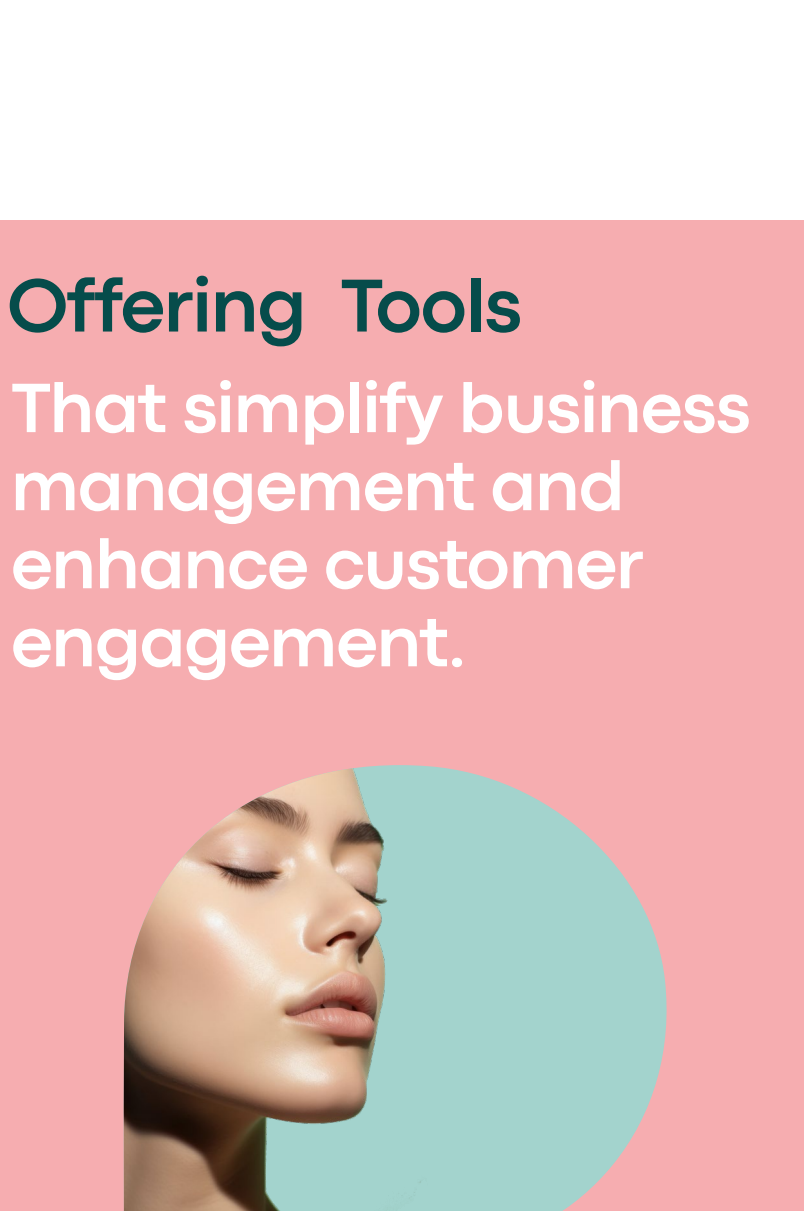
Staff



My Business



Inventory



Codec Pro

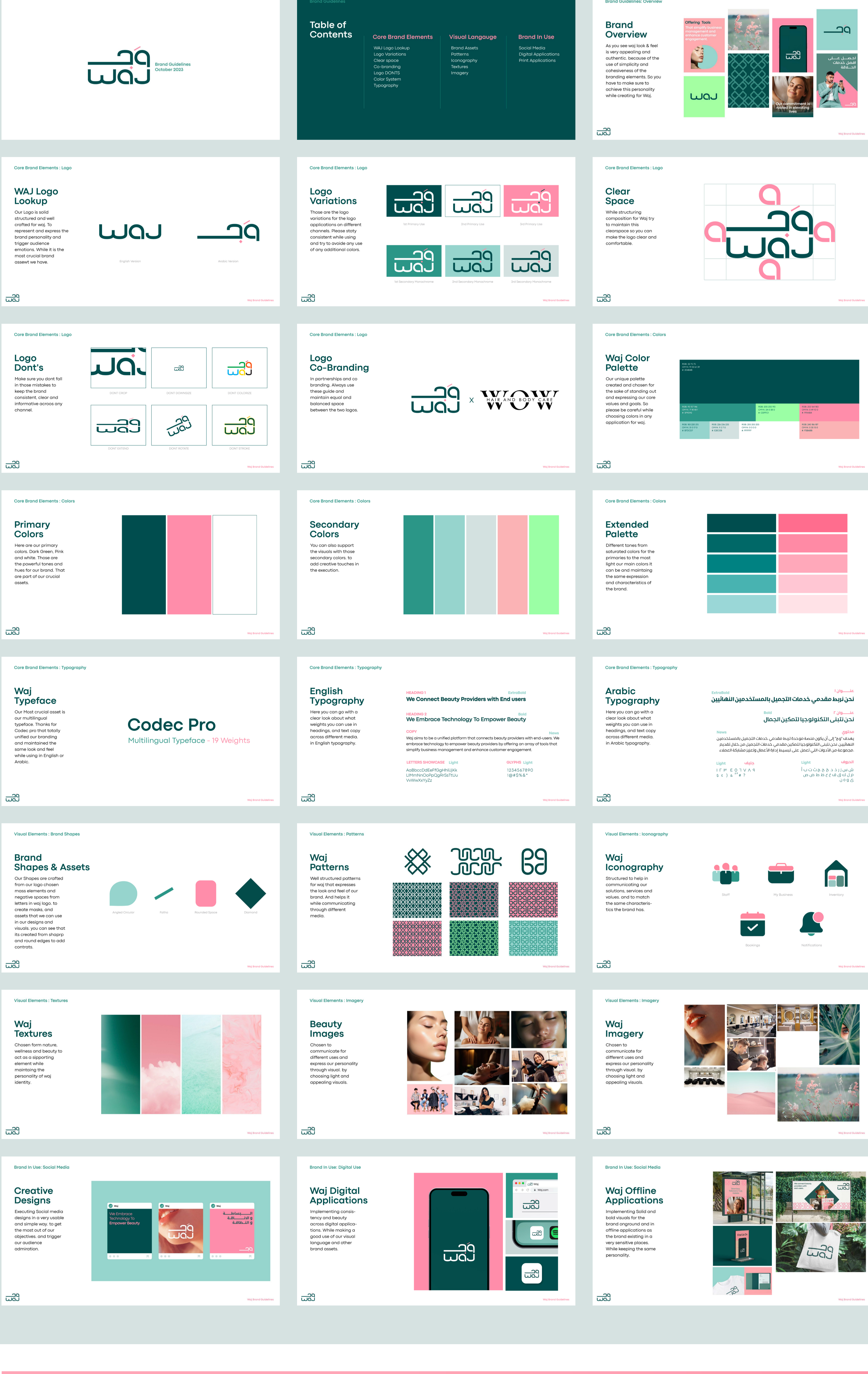
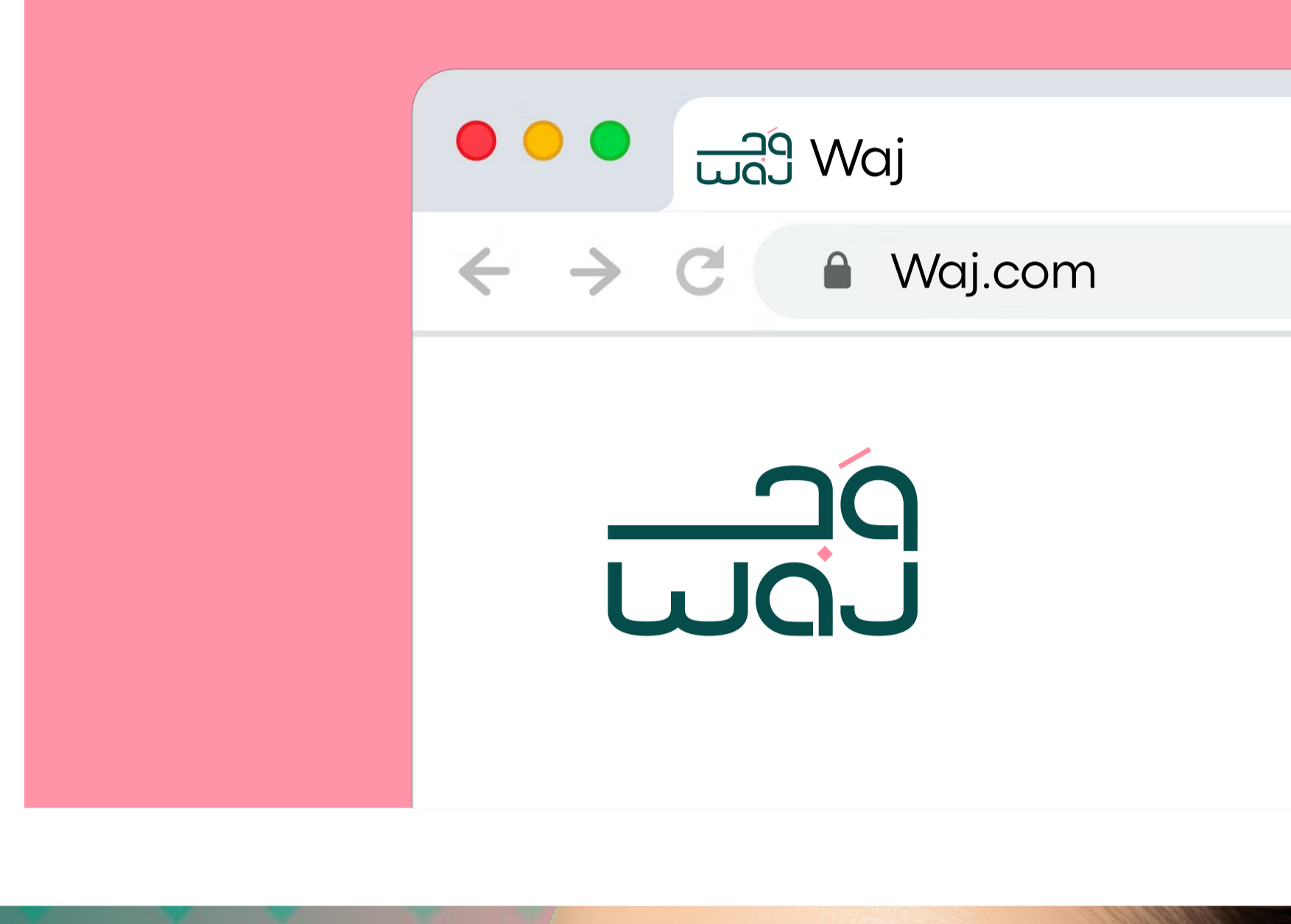
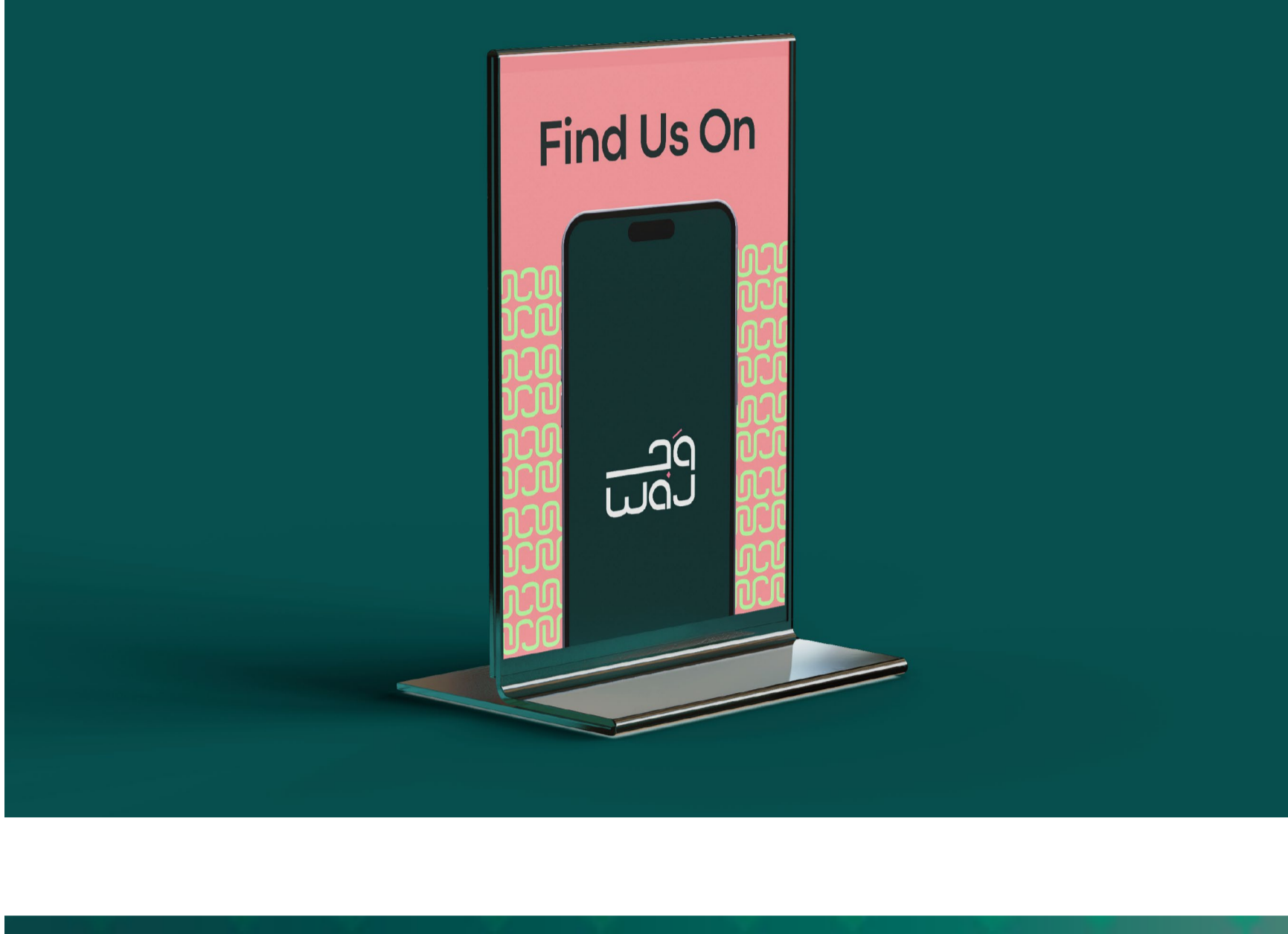
Multilingual Typeface - 19 Weights

كوديك برو

متعدد اللغات - 19 وزنًا

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Thanks For Watching

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