Waqood

Branding
Portfolio

Waqood Branding

In Today's competitive market, Branding is a very effective tool to stand out from the crowd and differentiate your business amongst others. The Branding team at **Waqood** will assist you step-by-step and will lead you to a better understanding of your brand so your brand will be delivered to the consumers in the best desired way. We will walk with your brand from the brainstorming rooms till it reaches the practical world where it will be successfully standing in the real market.

Waqood
Branding

We Provide:

1- Brand Personality Analysis

Treating your brand as a human being with characteristics represented include uniqueness, sincerity, intellectualism, competence, excitement and sophistication. The brand personalities gives consumers something with which they can relate, effectively increasing brand awareness and popularity.

2- Naming

We will assist you to choose the right name to successfully describe and present your brand to consumers.

3- Brand Mark

logo design & specifications, Brand colors, Brand typface.

4- Brand Typography

This part mainly deals with “fonts”. What font your brand should use for Headlines, Sub-Head, and main copy.

5- Brand Photography

Each brand has its own style of photography whether it is descriptive (stright forward) images, or completely abstract images. We are responsible to present your brand in the best suitable photography style.

6- Stationery

Business cards, Letter head, Envelops, Folders, ID cards, CD & CD covers ... etc. Whatever you business needs in this field.

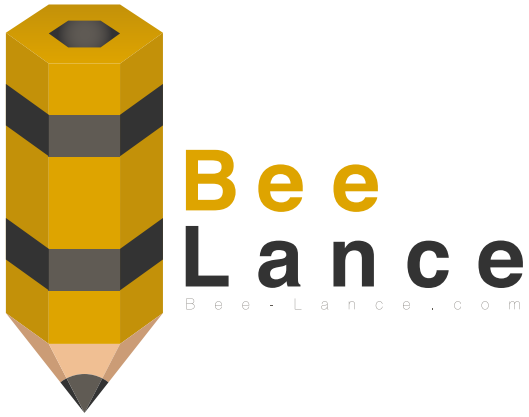
7- Company Profile

To kick-off your business you might need a small presentation explaining all about your brand.

8- Application Branding

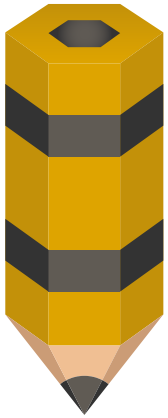
For us an application is a brand by its self that is providing a service to its users. So we treat applications as we treat any other brand.

01. Bee-lance



Bee-Lance is a website that provides services for freelancers.It's for them to browse and select jobs presented by clients and get paid safely through Beelance.

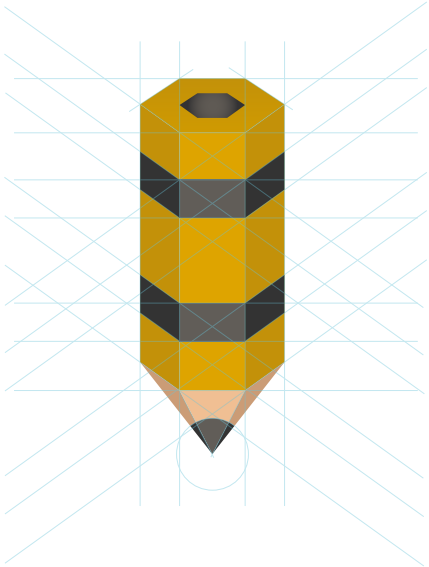
01. Logo specifications



The **beehive** representing the community that freelancers will be a part of at "**Beelancers**".

The **Bee** is representing the word Bee in "**Beelance**". the Bee represents hard work and commitment to the job and team.

The **pencil** is representing the creativity.



Bee Lance
Bee-lance.com

Bee Lance
Bee-lance.com

01. Bee-lance (Stationary)

Envelope

Business Cards

Letterhead & Folder

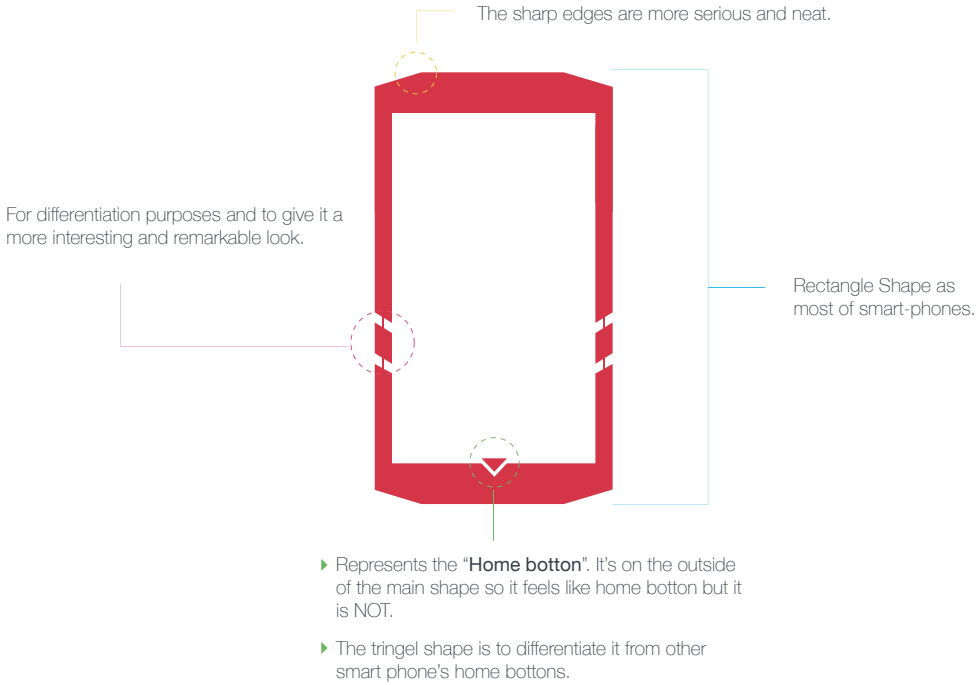
CD covers

02. Waqood

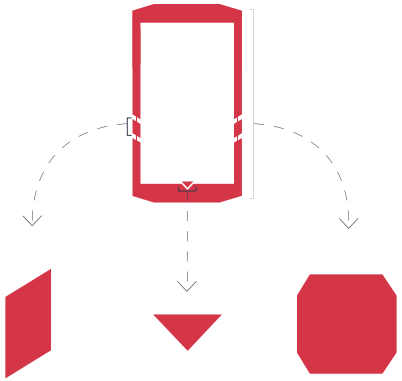
Waqood

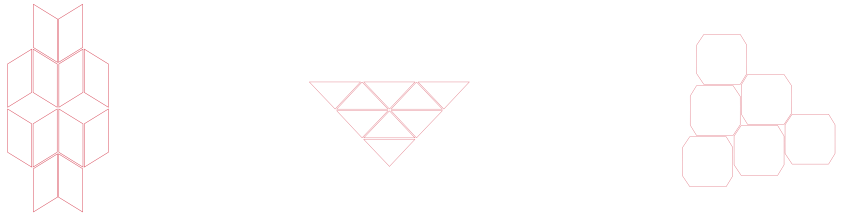
Waqood is a Saudi Collective promising to “fuel” your bueiness through digital materials (phone apps & websites). However, with a bigger team and higher demands from satisfied clients, Waqood had to grew to fuel your business in other fields such as: Branding, communication and advertising to deliver the promise of fueling you besiness.

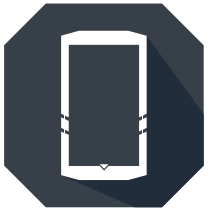
02. Logo specifications



Brand Shapes







02. Waqood (Stationary)

03. Waqood 02

Waqood apps

1st option presented to Waqood.
The concept was driven for the
meaning of the word “Waqood”.

Waqood apps

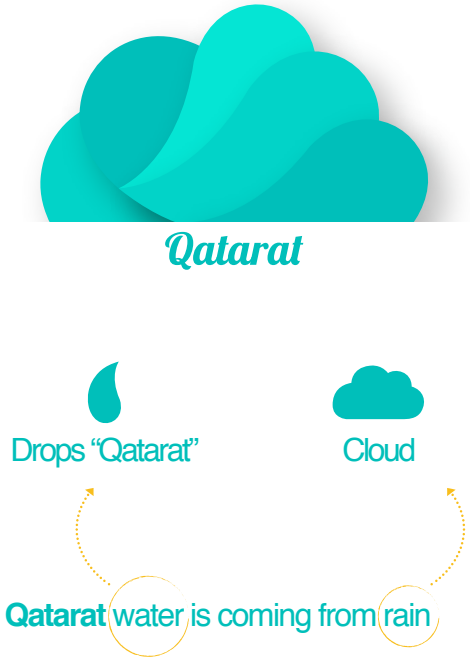
Waqood apps

04. Qatrat

Qatarat

Qatrat is a bottled water company located in Jeddah. It provides water that is ooriginally from “rain”.

04. Logo specifications



05. Jeddah Comedy Festival

Jeddah Comedy Festival was gathering a number of Saudi and international comedians.

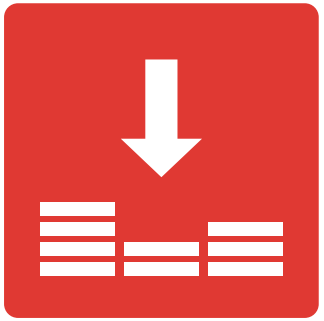
06. OneGram app

OneGram

OneGram is an application that serves Instagram users. it is only meant to be used for business purposes.

07. Tempo app

Tempo



Tempo

Tempo is an application where you can browse and download audio materials from the internet (open data source).

Thank you

Waqood

+966 56 006 3396
C.R. 4030258818 س ت
C.C.R 200742
مؤسسة وقود التقنية
Waqood Tech Est.

WaqoodTech
WaqoodTech
www.Waqood.sa