



Wetheloft® – Profile

WETHELOFT
www.wetheloft.com

We are based in Saudi;
we operate globally.

Email us at
we@wetheloft.com

Find us on
[Instagram](#) & [LinkedIn](#)

WHO WE ARE

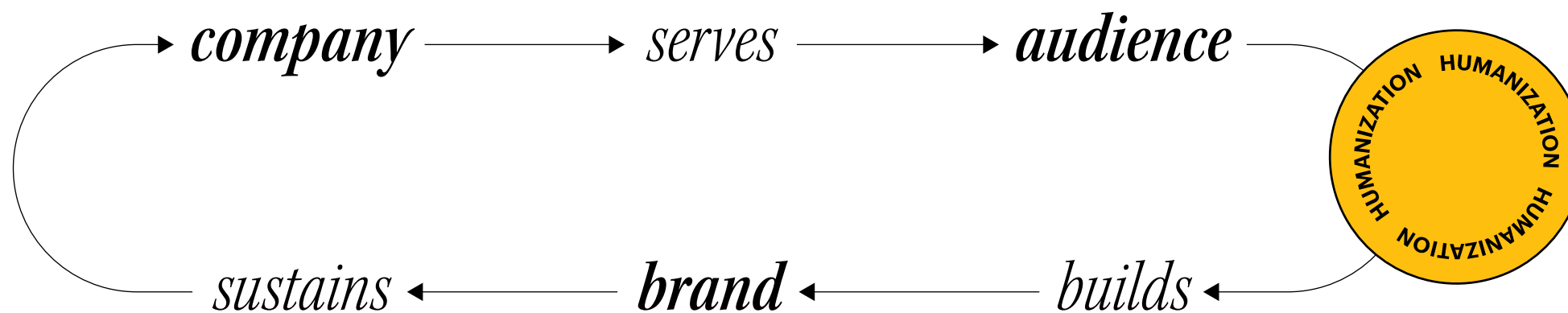
Founded in 2012, Wetheloft is a Saudi creative agency specializing in brand strategy, branding, packaging, social branding, content creation, and workspace cultivation.

Our diverse team of strategists, designers, and content creators, with strong Saudi representation, has spent over a decade building brands for Saudi's most ambitious institutions and its most loved consumer names.

Everything we do is guided by one idea: **humanization**.

Brands exist to speak to humans, so their look, feel, and voice should build genuine emotional connection, with your customers and within your own team. It has been our platform, and it shapes how we work as much as what we make.

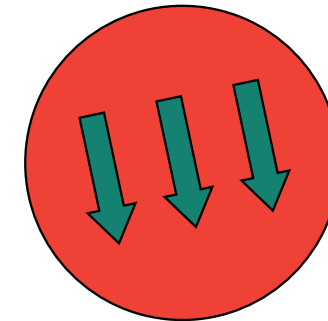
Humanization, inside-out: People want to be part of the brands they buy and the companies they work for. Customers want a hand in creating and promoting; employees want to belong to a shared purpose. So we start by understanding both audiences, outside the company and inside it, and build creative work that speaks to each.



HUMANIZATION, OUR PLATFORM

To bring humanization to life, we restructured our entire service model around a single, human-first framework: The Brand Value Journey.

It maps how brands evolve when decisions are made with clarity, intention, and speed.
Four stages, each unlocking deeper value.



THE BRAND VALUE JOURNEY

01. IDENTIFY —

Who is this brand, and who is it for?

[FOUNDATION SPRINTS, BRAND STRATEGY, ARCHITECTURE & NAMING]

02. CREATE —

Make the brand real.

[VISUAL IDENTITY, PACKAGING, COLLATERALS & EDITORIAL]



03. COMMUNICATE —

Put the brand in front of people.

[COMMS, LAUNCH STRATEGY, SOCIAL STRATEGY, SOCIAL BRANDING, SOCIAL CONTENT & PRODUCTION]

04. CAPTURE —

Turn attention into lasting value.

[CULTURE, SYSTEMS, COMMUNITY, REPORTING & ANALYTICS]

**Enter at the stage that matches your brand's maturity:
an idea, a half-built brand, or a launch that needs support.**

Every engagement begins with an alignment brief,
so we are solving the right challenge from day one.



Speed without chaos. Alignment without delay.

Fast doesn't have to mean sloppy. It means smart alignment
before execution. This is what humanization looks like when
it's applied to the process itself, not only the creative work:
respect for your time, your budget, and your team's energy.

THE BRAND VALUE JOURNEY

WE WORKED WITH

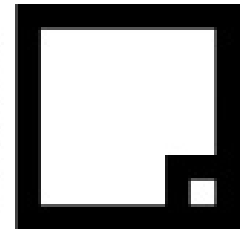
Wetheloft's clients include the PIF, STA, MOC, DGDA, Misk Art Institute, the Madinah Development Authority, Jeddah Season, Tamara and the Red Sea International Film Festival. We have also worked closely with international clients such as Adidas and Casio.



SAUDI TOURISM AUTHORITY
الهيئة العامة
للسياحة



معهد
مسك للفنون
Misk Art
Institute



مهرجان البحر الأحمر السينمائي الدولي
RED SEA INTERNATIONAL FILM FESTIVAL 2020

CASIO



[view all our clients & partners](#)

WHAT WE DO

Every service has a place on the journey. No menus, no bundles-for-the-sake-of-bundles. Each service below maps to a stage of the Brand Value Journey; so the work you commission always matches the stage your brand is in, and always sets up the next one.

IDENTIFY

- + Brand Strategy
- + Brand Naming

CREATE

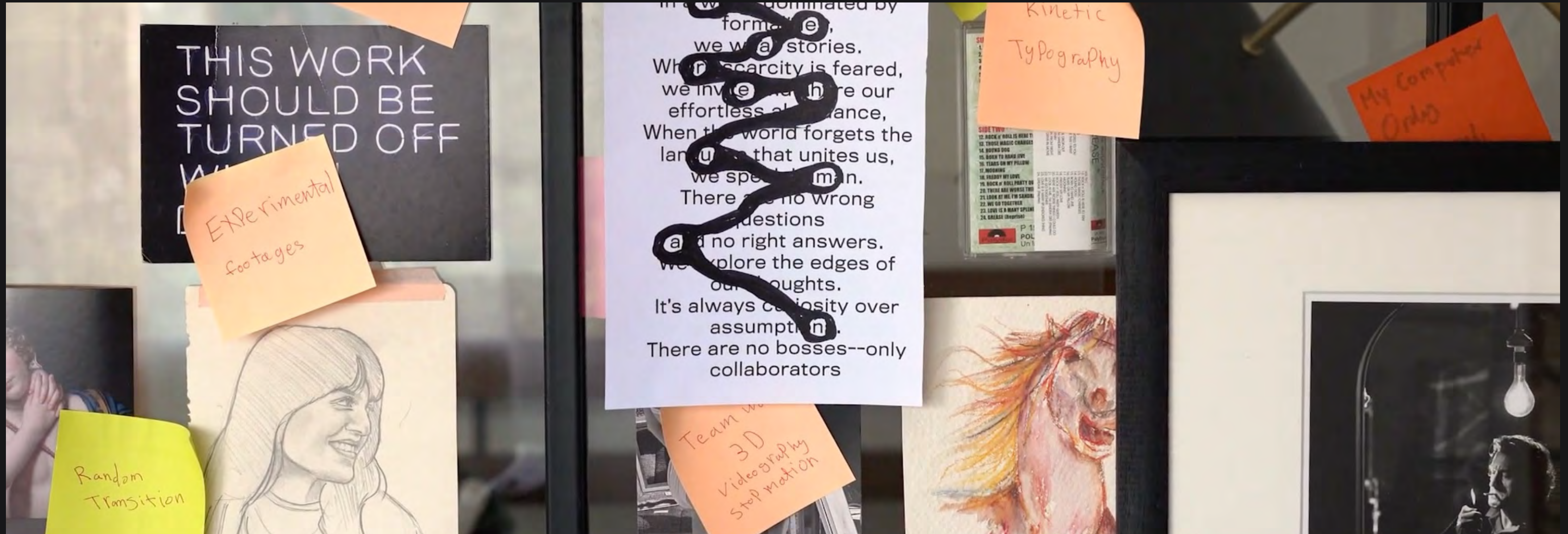
- + Branding
- + Rebranding
- + Packaging
- + Brand Collaterals
- + Product Design
- + Product Branding
- + Interior Branding
- + Editorial Design

COMMUNICATE

- + Launch Strategy
- + Comms Direction
- + Social Strategy
- + Social Branding
- + Content Creation
- + Campaigns
- + Production
- + Animation
- + 3D Visualization
- + Creative Copy Writing

CAPTURE

- + Community Management
- + Reporting & Analytics
- + Brand Cultivation



Our services are strategically crafted to help you activate a holistic humanized brand. [Click here to view our digital portfolio.](#)

PORTFOLIO



Sawani by PIF

(Identify → Create)

The challenge: Launch the first commercial camel dairy company under the PIF with a brand identity strong enough to build a new category in the Saudi market.

Our approach: Market research shaped the positioning: camel dairy pioneers honoring the heritage of camel farming while signaling quality and future vision. A distinctive logo anchored the identity, and complete guidelines ensured consistency from day one.

The result: A unified brand across packaging, digital, and corporate materials that speaks to both traditionalists and modern consumers, now a distinctive presence in the market.

FEATURED: SAWANI BY THE PIF



Noug by Sawani *(Identify → Create)*

The challenge: Bring a consumer-facing camel dairy range to Saudi shelves, supporting PIF's strategy to grow promising non-oil sectors.

Our approach: We built a brand and packaging system that revives ancient tradition with purity and authenticity at its core, designed as a full range across cartons, bottles, and jars rather than a single hero product.

The result: A shelf-ready packaging system that extends across every product format while remaining unmistakably one brand.

FEATURED: NOUG BY SAWANI



FEATURED: NOUG BY SAWANI



Musa & Palm (Identify → Create → Communicate)

The challenge: Reposition dates, a seasonal and traditional food, as a universal dessert the world would recognize.

Our approach: A brand strategy and packaging concept that replaces disposable cardboard with sustainable keepsake tins adorned with cultural illustrations, designed to live in homes indefinitely.

The result: The brand has been promoted as an ambassador of Saudi culture and hospitality through the Kingdom's Embassy in the United States and the Saudi Consulate in Italy, and featured at the Saudi Cup and the Islamic Art Biennale.

FEATURED: MUSA & PALM



FEATURED: MUSA & PALM



The brand now travels as an ambassador of Saudi culture and hospitality.

Through the Kingdom's Embassy in the United States and the Saudi Consulate in Italy, Musa & Palm has been presented as a gift of Saudi heritage, proof that a packaging decision made at the strategy stage can carry a brand into rooms no campaign could reach.

FEATURED: MUSA & PALM



FEATURED: MUSA & PALM



Featured at the Saudi Cup and the Islamic Art Biennale.

Each appearance placed the keepsake tins where culture, craft, and hospitality meet; extending the brand's reach while reinforcing exactly what it was built to say: dates as a dessert the world recognizes, presented with Saudi pride.

FEATURED: MUSA & PALM



Diwaniyat Sedco
(Identify → Create)

The challenge: Name and brand an executive leadership program for a high-profile audience of CEOs, chairmen, family business heads, and banking leaders.

Our approach: The name draws from the diwaniya, a culturally rooted gathering space for dialogue and informed decision-making. The identity harmonizes that heritage with a contemporary, forward-focused design language.

The result: A brand experience carrying both the gravitas and warmth of the tradition it references, delivered across print, digital, and event applications.



FEATURED: SEDCO



Culinary Arts

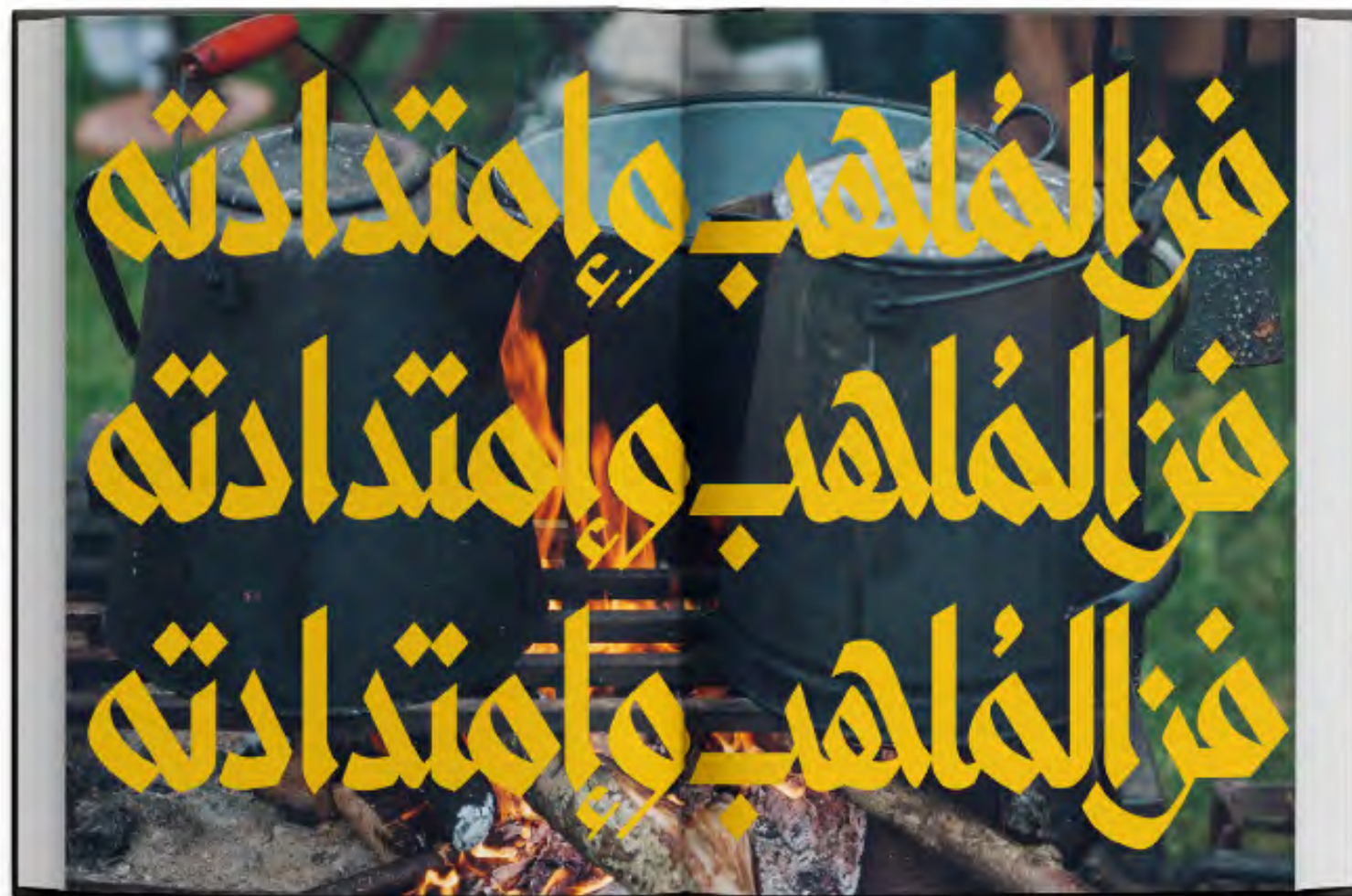
(Create → Communicate)

The challenge: Document Saudi Arabia's culinary arts across its 13 regions in a form worthy of the subject.

Our approach: Our editorial and photography teams captured each region's gastronomy, treating every dish as cultural heritage deserving of artistic preservation.

The result: A comprehensive, culturally resonant publication preserving Saudi culinary arts for future generations.

FEATURED: MINISTRY OF CULTURE



Every dish treated as cultural heritage worth preserving.

Our photographers captured not only the food but the essence of each of the 13 regions — the people, places, and rituals behind every recipe. The result is a publication that documents Saudi culinary arts for future generations, in a form worthy of the subject.

FEATURED: MINISTRY OF CULTURE



Hafez Gallery, Mounirah Mosly (Create)

The challenge: Encapsulate the essence of Hafez Gallery's exhibitions in publications worthy of the artists they showcase.

Our approach: Editorial design treating each publication as both an informative guide and an enduring keepsake, built around the gallery's ethos and each artist's vision.

The result: A series of exhibition publications that extend each showcase beyond its closing date, connecting artists, collectors, and enthusiasts.

FEATURED: MOUNIRAH MOSLY



CAC, Ebda'a (Create)

The challenge: Brand a Culinary Arts Commission training program preparing 50 undergraduate and postgraduate students for culinary careers, mentored by restaurants, cafes, hotels, and bakeries.

Our approach: An identity system reflecting the program's ambition, applied across every trainee touchpoint from badges to aprons.

The result: A distinguished educational experience with a recognizable identity across all program materials.

FEATURED: MINISTRY OF CULTURE | CAC



CAC, Traditional Restaurant Registration (Create)

The challenge: Create a national branding and registration system for traditional restaurants, modeled after the Michelin Star.

Our approach: A tiered identity ("Authentic Saudi," "Saudi Taste," "Welcome to the Kingdom") with a full brand manual helping restaurants align with the standards.

The result: A scalable national system restaurants can apply for and display, turning heritage cuisine into a recognized mark of quality.

FEATURED: MINISTRY OF CULTURE | CAC



HRH Prince Khalid Al Faisal Exhibition (Identify → Create)

The challenge: Encapsulate the legacy of HRH Prince Khalid Al Faisal in the strategy, naming, and branding of his exhibition.

Our approach: A calligraphic logo balancing square composition with humanistic strokes, and a warm, earthy palette drawn from his cultural heritage and poetry.

The result: An identity applied across the full exhibition experience, from large-format banners to digital ticketing.

FEATURED: HRH KHALID ALFAISAL



"أنا موطن أفكاري ودار الفكر داري"
*Drawn from the Prince's own poetry,
the identity carries his voice through
the entire exhibition.*

The calligraphic mark balances structure with humanistic strokes, echoing his confident persona. Applied from large-format banners to digital ticketing, it holds the authenticity of the past and the dynamism of the present in a single visual language.

FEATURED: HRH KHALID ALFAISAL



Red Sea International Film Festival

(Communicate)

The challenge: Launch publications and social campaigns for Saudi Arabia's first international film festival.

Our approach: The full editorial suite (critique magazine, pocket guide, festival magazine, industry guide) plus bilingual social campaigns including Tajreeb, inviting local directors to share free-form films, and a tribute to Egyptian filmmaker Khairy Beshara.

The result: A complete first-edition content ecosystem for the festival and its year-round events, extended for a second year with "From Dream to Screen" coverage at the Cannes Film Festival's Saudi Pavilion.

FEATURED: RSIFF



FEATURED: RSIFF



For a second year, RedSeaIFF took Saudi cinema to Cannes through the Saudi Pavilion.

"From Dream to Screen" shifted the narrative to achievements over challenges, spotlighting the people building the industry. Our coverage documented the key moments — the gala dinner celebrating women in cinema, the industry lunch at the Carlton, and networking at the Saudi Pavilion — showing the world a film sector in full motion.

FEATURED: RSIFF



Siraj Attar

(Communicate)

The challenge: Celebrate a heritage brand's milestone while signaling contemporary relevance.

Our approach: A cinematic campaign built on a father-and-son narrative: identity, prestige, and cultural pride passed between generations, showing that while the canvas evolves, the values endure.

The result: A digital campaign honoring 85 years of the Siraj Attar name with vibrant, contemporary energy.

FEATURED: SIRAJ ATTAR



FEATURED: SIRAJ ATTAR



CLÉ

(Communicate)

The challenge: Create launch communication for a homegrown Saudi luxury marketplace, without any product photography to work with.

Our approach: We built 3D visuals from scratch, using textures and cultural elements to convey timeless luxury and craftsmanship.

The result: A full banner and content system that established the brand's visual world before a single product was photographed.

FEATURED: CLÉ



FEATURED: CLÉ



Visit Saudi (Communicate)

The challenge: Invite local and international friends and families to explore Saudi Arabia.

Our approach: The "Break Free" TV campaign highlighting key offerings, followed by a Saudi National Day phase built on 100% user-generated content, with a website letting users create customized invitation videos in multiple languages including Chinese and French.

The result: Following the TV ad launch, all featured packages were fully booked.

FEATURED: SAUDI TOURISM AUTHORITY

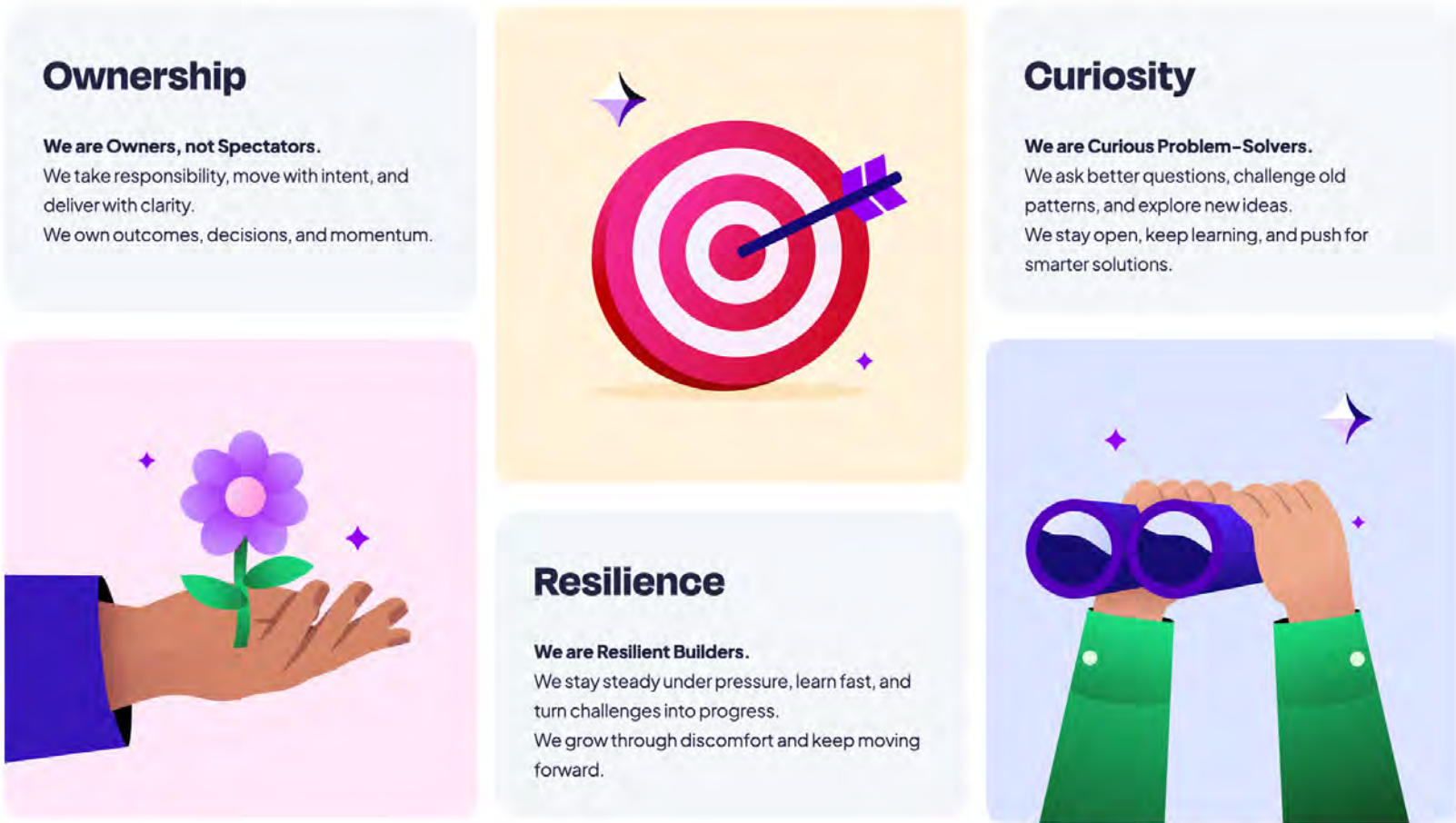


The National Day phase: 100% user-generated content.

Saudi voice actors delivered the slogan "We took the best from luck," while a dedicated website let users create customized invitation videos in languages including Chinese and French — turning the audience itself into the campaign, inviting the world to explore Saudi Arabia.



FEATURED: SAUDI TOURISM AUTHORITY



Tamara

(Identify → Communicate → Capture)

The challenge: Tamara scaled into one of Saudi Arabia's leading fintechs before its core identity was ever documented. Purpose, values, and principles lived in people's heads, and growth was stretching that thin.

Our approach: We began at the source: articulating and documenting the core identity for the first time. We then communicated it internally, and cultivated it through internal workshops so every team could carry it in their daily work. Finally, the identity was turned outward as employment branding, letting the culture itself attract the talent that fits it.

The result: An identity that now works on paper and in practice: understood inside the company, and attracting the right talent outside it.

FEATURED: TAMARA

We connect the dots
for insightful solutions.

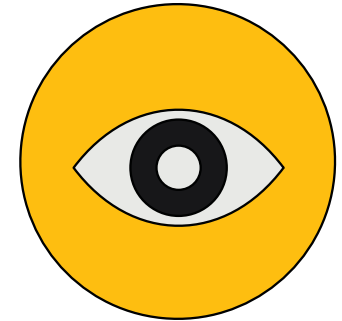
PROCESS: THE ALIGNMENT SYSTEM

This is how we deliver speed without chaos.

Every stage of our process has a defined commitment, timeline, and outcome, with our core engagements published here, upfront.

No open-ended phases, no surprise revisions.

Our kick-off examines your brand's ecosystem of value: how value is created, communicated, delivered, and captured. **That is the Brand Value Journey at work from the very first questionnaire.**



OUR PROCESS

Our brand strategy development process begins with a questionnaire containing simple, direct questions about the brand's strategic perspective, designed to stimulate your thinking before the workshop.

While you complete this questionnaire, we encourage you to share any relevant reports, research, previous strategies, or materials that can help us understand your current position.

Commitment, Resources and Expectations:

- Questionnaire document
- Previous reports, strategies, brand assets and guidelines developed. (If applicable).

Communication Methods & Tech Used:

- Email for documents and calendar invites
- Zoom meetings for scheduled discussions
- Text messages and phone calls for updates

Average Timeline for Next Steps:

- 5 working days

Key Findings:

Your brand's current ecosystem of value, examining how value is created, communicated, and delivered, as well as how it is captured by you.

STRATEGY: KICK OFF

The workshop draws out your brand's essence and turns it into a working strategy, one that connects customers, products, and culture. The format is hands-on and practical. We balance data with creativity, and reason with emotion.

Commitment, Resources and Expectations:

- Presence of leadership and marcom teams
- Engagement, curiosity, openness, insights, knowledge and experience

Communication Methods & Tech Used:

- Email for calendar invites
- Zoom meeting and Miro boards for the workshop
- Text messages and phone calls for last minute updates

Average Timeline to Complete the Workshops:

- 2 working days (up to 8 hours, total)

Key Findings:

What is your brand now? Who is it for?

STRATEGY: WORKSHOP

Development starts with the industry: the competitive field, and the brands winning in it, inside your sector and out. From there we diagnose where your brand stands and build a clear read on your audience, backed by qualitative research and input from local and international experts.

Commitment, Resources and Expectations:

- Insights and ideas

Communication Methods & Tech Used:

- Access to the Miro boards post workshop
- Text messages and phone calls for last minute updates

Average Timeline to Deliver:

- Up to 15 working days

Key Findings:

What could your brand become? What should it be?
Who can be loyal to it? Why do they care?
What do they get? When do they need it?
Where do they get it? How is it packaged?

STRATEGY: DEVELOPMENT

The roadmap pulls everything together: your core identity, brand pillars, position in the category, customer experience, messaging, sustainability practices, and the touchpoints that carry all of it.

Commitment, Resources and Expectations:

- Attend a presentation call
- Verbal and email document feedback

Communication Methods & Tech Used:

- Email for calendar invites and final feedback
- Zoom meetings for scheduled presentations
- Text messages and phone calls for updates
- Dropbox link to final assets

Average Timeline to Apply Feedback:

- up to 10 working days

Outcome:

A complete brand strategy you can make decisions with: where the brand plays, why it wins, and what to build next.

STRATEGY: ROADMAP

Naming starts from your brand strategy, not from a blank page. We brainstorm widely from the brand's essence and themes, then put every candidate through its tests: against competitors' names inside and outside your industry, and for pronunciation, spelling, and ease of comprehension in both Arabic and English.

Each shortlisted name is then checked three ways: for meaning, so it sits well with the brand's values; for sound, so it's pleasant spoken aloud; and for availability, domain and social handles included. What reaches you is a shortlist where every name has already earned its place.

Commitment, Resources and Expectations:

- Questionnaire document
- Previous reports, strategies, brand assets and guidelines developed. (If applicable).

Communication Methods & Tech Used:

- Email for documents and calendar invites
- Zoom meetings for scheduled discussions
- Text messages and phone calls for updates

Average Timeline:

- Up to 20 working days

Outcome:

A shortlist where every name has already earned its place: tested for meaning, sound, and availability.

BRAND NAMING

Visual identity starts with what you already have. We review your brand elements and history, pull the themes from your strategy, and turn them into distinct design concepts. Your feedback picks the direction.

Once approved, we build the direction out: logo lockups, typography, color specifications, collateral. A full set of assets that hold together wherever the brand shows up.

Commitment, Resources and Expectations:

- Previous reports, strategies, brand assets and guidelines developed. (If applicable)
- Your feedback and guidance

Communication Methods & Tech Used:

- Email for documents and calendar invites
- Zoom meetings for scheduled discussions
- Text messages and phone calls for updates

Average Timeline:

- up to 20 working days

Outcome:

A comprehensive brand style guide. This guide includes clear instructions on logo usage, color codes, typography guidelines, and imagery standards.

BRANDING

Team Members

**Management
& Communication**

Nada Hakeem
Muna Ali
Eman Gadri
Eman Mohammed
Amani Bakheet
Rokia Al Mishal

Strategy Team

Sabine Daou
Rhain Staubo
Sara Al Seihati
Hanan Awad

Creative Team

Mohammed Al Zaidi
Omar Zalt
Hawra Al Sayegh
Fatema Ashraf
Moroj Bamehriz
Souad Al Khatib
Nadia El Serengawy
Alaa El Hadidy
Salma Zahid
Ibrahim Bin Talib
Meg Dacumos
Faris Abozaid
Shahd Al Matrafi





Nada Hakeem

Co-Founder, Head of Strategy, Culture, and Business Development

Experience: 17 years of thought-provoking development

Education & Professional Certification:

Level C™, Brand Architect, Brand Strategist and Brand Specialist

Fascinate™, Certified Advisor

Dar Al Hekma University, BA in Graphic Design

Wetheloft's co-founder since 2012. She's also a co-founder of The Social Clinic, a digital marketing agency established in 2014, and the co-host of Hakeem Podcast, an Arabic thought leadership podcast focused on creative entrepreneurship and the business of expertise.

Nada's strategic focus is goal achievement and leader responsibility. Her interest in human behavior runs deep into organizational psychology and human design, and she runs workshops on leadership, change management, and workspace enhancement for teams and the people who lead them.

TEAM LEADERS



Eman Gadri

Communications Manager

Experience: 7 years

Education & Professional Certification:

Bachelor of Arts in Journalism and Mass Communication at New Mexico State University

Eman Gadri is Wetheloft's Communications Manager, bringing clarity, empathy, and strategic thinking to every client relationship. With a natural ability to guide conversations, manage complexity, and keep teams aligned, she ensures projects move forward with both care and purpose. Her leadership style blends confidence with mentorship, while her commercial awareness allows her to balance client needs, creative ambition, and the studio's wider business goals.

TEAM LEADERS



Sabine Daou

Art Director & Creative Strategist

Experience: 14 years of mindful initiatives

Education & Professional Certification:

Level C™, Brand Specialist

Notre Dame University, BA Graphic Design with an emphasis in Typography

A graduate from Notre Dame University, specializing in Visual Communication and Graphic Design. She is passionate about research, education, studying and humanizing consumer behaviors and building creative strategies. Her experience in the field of editorial design and branding, which she gained from working with multinational and international agencies like Almohtaraf and Leo Burnett, enabled her to work on major creative projects from start to finish.

TEAM LEADERS



Mohammed Al Zaidi

Lead Creative

Experience: 11 years of versatile designs for digital and physical spaces

With over a decade of experience in the creative industry, he bridges the gap between digital artistry and tangible product design. What began as a passion for design in 2011 developed into a professional career by 2014, soon expanding into motion design and 3D animation. Mastering these disciplines transformed his approach to illustration and design, enabling him to deconstruct complex forms and reconstruct them with precision.

Today, his work spans high-end visual effects, CGI, and industrial product design for manufacturing. This broad technical background gives him a distinct advantage: the ability to intuitively select the right tool for each creative challenge and deliver precise, high-impact results.

TEAM LEADERS



Alaa El Hadidy

Designer

Experience: 8 years of blending creativity with cultural heritage

Education & Professional Certification:

German University in Cairo, BS in Graphic Design (2021)

Specialization in Arabic Type Design, Bachelor Project: Al Donya Font for Quranic script

Winner, 100/100 Best Hundred Arabic Posters competition (2018 & 2023)

Silver Winner, Dubai Lynx (2020/2021) in Design category with KAIRO

Graduating from the German University in Cairo, Alaa specializes in Arabic typography, having designed Al Donya Font for Quranic script as his bachelor project. He's an award-winning designer with work recognized in global competitions and festivals. As an instructor, he's led workshops on Arabic lettering and type design, sharing his passion for blending tradition with modern design.

TEAM LEADERS

EVERY ENGAGEMENT STARTS THE SAME WAY: AN ALIGNMENT BRIEF.

Tell us three things:

1. Your brand or company name
2. The challenge you're facing or the stage you're at
3. Your timeline

We'll schedule a call to understand your challenge, capture it clearly, and come back with the recommended entry point on the Brand Value Journey, and what the approach looks like from there.